

CHERRIOTS MICROTRANSIT COMMUNITY SURVEY AND PUBLIC OUTREACH REPORT

Comprehensive Analysis of Public Feedback, In-Person Engagement, and Geographic Demand

Executive Summary

Survey Respondents Show Strong Interest in a Microtransit Pilot

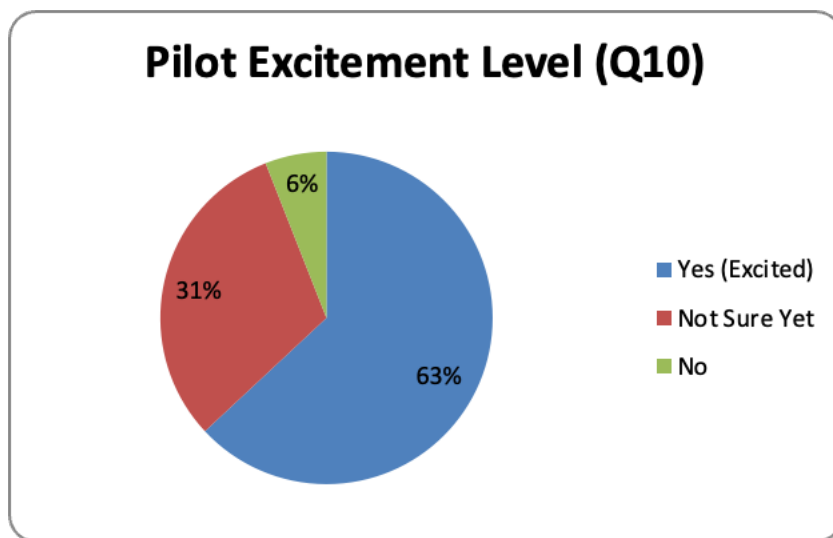
As part of this assessment, Cherriots sought input from community members on how they use Cherriots, their interest in microtransit, and where new service would be most relevant to their day-to-day lives. Cherriots and Agape Mobility developed a bilingual (English/Spanish) community survey built around three core lines of inquiry. First, the survey assessed residents' current relationship with Cherriots existing services, including how frequently they ride today and, for those who do not, the barriers that keep them from doing so. Second, the survey gauged residents' interest in a new app-based, on-demand microtransit service — a smartphone- or phone-bookable, curb-to-curb alternative to fixed-route service — including how likely they would be to use it for specific trip types (shopping, medical appointments, commuting, and social trips), what would make them more likely to adopt it, and their overall excitement about a pilot. Third, the survey solicited direct public input on where that service should operate, asking respondents for their home zip code, open-text destination requests, and interactive map-pin placements identifying popular or underserved locations across five distinct microtransit zones (Northeast Salem, Keizer, South Salem, West Salem, and Southeast Salem/South Gateway). The findings below reflect all three dimensions: current ridership patterns, overall community appetite for the concept, and specific geographic and operational priorities for where and how it should be deployed.

Between June 24 and July 31, 2026, Cherriots conducted a comprehensive public outreach and survey campaign to evaluate community demand, travel behaviors, time-of-day preferences, and geographic priorities for a proposed on-demand microtransit service across Salem and Keizer.

A primary highlight of this effort was an in-person community workshop on June 24 at the Downtown Transit Center, hosted jointly by Agape Mobility and Cherriots Planning Staff. Operating across two sessions (8:00 AM–11:00 AM and 1:00 PM–4:00 PM), staff engaged with over 60 transit riders, including 10 Spanish-speaking community members assisted by

an interpreter. Staff directly facilitated 44 completed digital surveys in person with several community members taking paper surveys or activating the survey QR code.

Combined across all digital and intercept channels, the survey captured 492 total zip code submissions (Question 1), 211 open-text destination requests (Question 11), and 1,348 spatial map pin drops across five sub-zone mapping prompts. The results show most respondents were excited about microtransit for on-demand transit: **63% of Question 10 respondents (169 of 268 responses)** expressed direct excitement for a microtransit pilot. Another 31.0% (83 respondents) were waiting for more information ('Not Sure Yet'), and only 6.0% (16 respondents) expressed no excitement.



Survey Note: As expected with a survey of this length, response counts vary slightly by question (ranging from 239 to 279 respondents for detailed operational items); a pattern consistent with standard survey fatigue rather than a data quality concern. Spatial analysis confirms that 82.7% of all 1,348 spatial map pins fall within proposed microtransit coverage (65.0% inside target draft zones and 17.7% in neighboring proposed zones). This leaves a concise 17.3% unserved pin rate along outlying corridors for further evaluation.

- **Pillar 1: Time-of-Day Demand and Service Hours:** Service must prioritize mid-day non-commute travel, led by Shopping and Errands (80.9% likely; mean 2.25) and Medical Appointments (79.4% likely; mean 2.30). It should also offer evening 'Late Evening' coverage (7:00 PM–11:00 PM, 19.4% time preference) to fill existing fixed-route bus gaps.

- **Pillar 2: Technology Access and Booking Preferences:** While 92.5% of respondents have smartphone data access (Q8), 27.5% (74 respondents) rely on or prefer telephone call-in booking (Q9). Maintaining a live, multi-lingual call intake path is an essential lifeline for digital equity, senior riders, limited English speakers, and unbanked passengers.

• **Pillar 3: Barriers and Adoption Incentives:** Riders identified night/weekend service gaps (23.4%), long trip times compared to driving (21.3%), and excessive walking distances to stops (21.0%) as primary barriers to traditional bus use. Near-door microtransit could help resolve all three, depending on final service design.

• **Pillar 4: Spatial Demand and Destination Patterns:** Nuanced map pin analysis reveals that 82.7% of all 1,348 map pins fall within proposed microtransit coverage (65.0% inside target draft zones and 17.7% in neighboring proposed zones). This leaves a concise 17.3% unserved pin rate along corridors like Cordon Road, South River Road, and Eola for further evaluation where appropriate.

Technical and Operational Breakdown

Comprehensive Survey Matrix (Questions 1–11 Data Overview)

The table below brings together system-wide responses across all 11 survey items, combining English (Sample Size, N=485 Q1) and Spanish (N=7 Q1) response streams into a unified overview:

Question Domain	Detailed Response Breakdown	Counts	Share	Operational Significance
Q1: Zip Code Distribution	• 97301 (NE Salem/ Downtown Core)	115	23.4%	Origin clustering directly validates the five proposed geofenced pilot sub-zones.
	• 97302 (South Salem)	78	15.9%	
	• 97305 (NE Salem/ Hayesville)	62	12.6%	
	• 97306 (South Gateway)	61	12.4%	
	• 97303 (Keizer)	55	11.2%	
	• 97304 (West Salem)	51	10.4%	
	• 97317 and Surrounding Zips	70	14.2%	
Q2: Time Preferences	• 9:00 AM – 3:00 PM (Mid-Day Peak)	225	30.2%	Mid-day non-commute hours demand maximum vehicle availability; Late Evening fills bus gaps.
	• 3:00 PM – 7:00 PM (Afternoon Peak)	207	27.8%	
	• 6:00 AM – 9:00 AM (Morning Peak)	168	22.6%	
	• 7:00 PM – 11:00 PM (Late Evening)	144	19.4%	
Q3: Household Experience	• Frequent Riders (3+ times/week)	126	45.2%	Serves existing transit-dependent core while offering
	• Former Riders	81	29.0%	
	• Occasional Riders (Few			

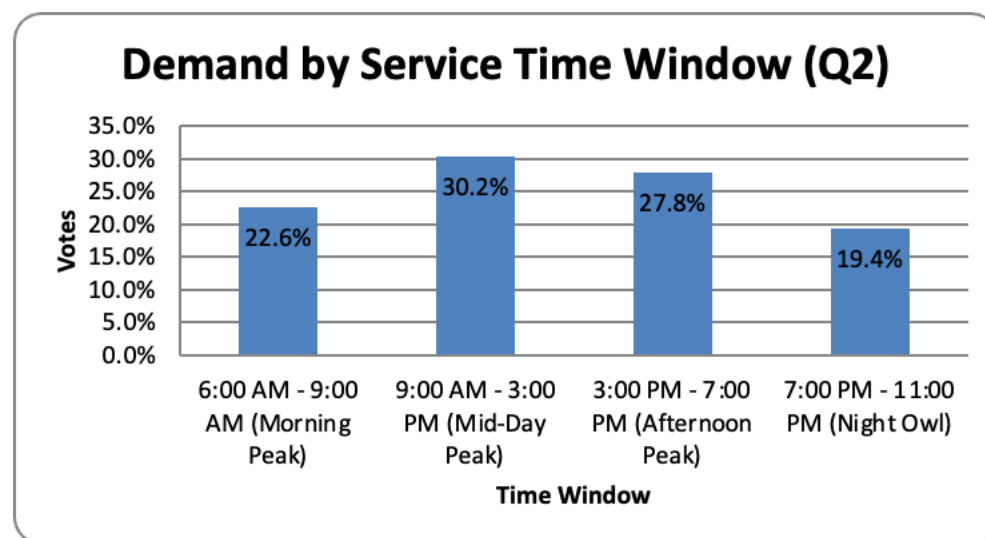
	times/mo.)	46	16.5%	strong leverage to re-engage former riders.
	• Non-Transit Users	26	9.3%	
Q4: Non-Use Barriers	• Night/Weekend Service Gaps	86	23.4%	Fixed-route limitations center on restricted operating schedules and long walking distances.
	• Trip Takes Too Long vs Driving	78	21.3%	
	• Nearest Stop Too Far	77	21.0%	
	• Too Many Bus Transfers	45	12.3%	
	• Prefer Own Vehicle/Rideshare	55	15.0%	
	• Unfamiliar with System	26	7.1%	
Q5: Trip Likelihood	• Shopping and Errands	267	Mean: 2.25	Non-commute travel drives overall utility; retail errands and healthcare lead rider demand.
	• Medical Appointments	267	(80.9% Likely)	
	• Social and Recreational	263	Mean: 2.30	
	• Work or School Commute	239	(79.4% Likely)	
			Mean: 2.22 (76.0% Likely)	
			Mean: 2.21 (71.1% Likely)	
Q6: Adoption Incentives	• Near-Door Pick-Up	126	24.5%	Near-door convenience and fare pricing below private rideshare serve as top adoption drivers.
	• Lower Fare than Uber/Lyft	124	24.1%	
	• Faster Trips / No Transfers	117	22.8%	
	• Wait Times Under 15 Minutes	73	14.2%	
Q7: Private Rideshare Use	• Never	97	36.1%	Over a third never use private rideshare apps, underscoring baseline transit dependency.
	• Rarely (1–2x/year)	69	25.7%	
	• Occasionally (Monthly)	67	24.9%	
	• Frequently (Weekly)	36	13.4%	
Q8: Smartphone Access	• Has Smartphone and Data Plan (Yes)	248	92.5%	High digital readiness, though 7.5% require non-smartphone booking alternatives.
	• Has Smartphone and Data Plan (No)	20	7.5%	
Q9: Booking Preference	• Prefer Mobile App	195	72.5%	27.5% total rely on or prefer a telephone call-in dispatch booking channel.
	• Can Use App, Prefer Phone Call	44	16.4%	
	• Not Comfortable with Apps	20	7.4%	
	• Phone Booking ONLY	10	3.7%	

Q10: Pilot Excitement	• Yes (Excited)	169	63.1%	Strong interest in supporting the continuation of microtransit planning.
	• Not Sure Yet	83	31.0%	
	• No	16	6.0%	
Q11: Destinations	• Retail: Costco, WinCo, Walmart • Healthcare: Salem Hospital, Kaiser • Education: Chemeketa CC	211 text entries	5 Core Clusters	Heavy request density around regional big-box retail, medical centers, and college campuses.

Pillar 1: Time-of-Day Demand and Service Hours

Mid-Day Errand-Running Leads Overall Demand

Bringing together Question 2 (Time Preferences; 744 total selections across 268 respondents), Question 5 (Trip Likelihood across four trip purposes; N=239–267), and Question 1 (Zip Code origins; N=492) reveals that demand peaks during mid-day non-commute hours rather than traditional commute windows. Mid-day service (9:00 AM to 3:00 PM) captured the highest share of time preferences at 30.2% (225 of 744 votes). Cross-analyzing this window with Question 5 demonstrates that mid-day travel is driven by essential non-commute errands. Shopping and Errands leads (80.9% likely, 216 of 267 respondents; mean 2.25/3.00), followed by Medical Appointments (79.4% likely, 212 of 267 respondents; highest average likelihood score at 2.30/3.00).



Afternoon Peak and Late Evening Service Gaps

- **Afternoon Window (3:00 PM to 7:00 PM):** Accounted for 27.8% of selections (207 votes), bridging end-of-day work/school commutes (71.1% likely, 170 of 239 respondents; mean 2.21). It also captures early evening Social and Recreational travel (76.0% likely, 200 of 263 respondents; mean 2.22).

- **Morning Commute (6:00 AM to 9:00 AM):** Captured 22.6% of selections (168 votes), serving structured work and school commuting trips.

- **Late Evening Window (7:00 PM to 11:00 PM):** Generated 19.4% of selections (144 votes). When analyzed alongside Question 4 (where 23.4% cited night/weekend service gaps as a primary barrier, 86 of 367 selections among non-frequent riders), this highlights strong demand for late-evening flexible service. Fixed-route buses cease operating in this window, leaving a clear service gap.

Geographic comparison (Q1 vs. Q5) indicates that Northeast Salem residents (zip codes 97301 and 97305, 36.0% of Q1 sample) expressed higher likelihood for Shopping and Commute trips, correlating with dense commercial retail along Lancaster Drive SE and Chemeketa Community College. Conversely, South Salem residents (zip codes 97302 and 97306, 28.3% of Q1 sample) demonstrated elevated interest in Medical Appointments, matching destination clusters around Salem Hospital and Commercial Street SE clinics.

Service Window (Q2)	Selections and Share	Primary Driven Trip Purpose (Q5)	Likelihood and Mean Score
Mid-Day Peak (9:00 AM - 3:00 PM)	225 votes (30.2%)	Shopping and Errands Medical Appointments	80.9% Likely (Mean: 2.25/3.00) 79.4% Likely (Mean: 2.30/3.00)
Afternoon Peak (3:00 PM - 7:00 PM)	207 votes (27.8%)	Social and Recreational Work / School Commute	76.0% Likely (Mean: 2.22/3.00) 71.1% Likely (Mean: 2.21/3.00)
Morning Peak (6:00 AM - 9:00 AM)	168 votes (22.6%)	Work / School Commute Morning Healthcare Visits	71.1% Likely (Mean: 2.21/3.00) 79.4% Likely (Mean: 2.30/3.00)
Late Evening (7:00 PM - 11:00 PM)	144 votes (19.4%)	Off-Peak Service Gap Fill Social and Evening Travel	23.4% cite night gaps as barrier 76.0% Likely for Social trips

Pillar 2: Technology Access and Booking Preferences

Digital Readiness vs. Phone Channel Dependency

Combining Question 8 (Smartphone Data Access, N=268) with Question 9 (Booking Channel Preferences, N=269) provides a clear look at digital readiness and dispatch requirements. While 92.5% of respondents (248 of 268) reported regular access to a smartphone with an active data plan (Q8), a substantial 27.5% (74 of 269 respondents) relied on or preferred telephone booking channels (Q9):

Questions 8 and 9: Digital Access (Smartphone Data) and Mobile App Preferences

Response Category / Option	English	Spanish	Total Responses	Share
Q8: Regular access to smartphone with data plan (Yes)	245	3	248	92.5%
Q8: Regular access to smartphone with data plan (No)	20	0	20	7.5%
Q9: Prefer using a mobile app	192	3	195	72.5%
Q9: Can use app, but prefer calling a person	44	0	44	16.4%
Q9: Not comfortable using mobile apps	20	0	20	7.4%
Q9: Would ONLY use service if able to call a person to book	10	0	10	3.7%

Note on Q8 and Q9 Sample Size: One respondent answered Q9 but skipped Q8 (Q8 N=268, Q9 N=269). Both questions are included in the analysis.

- **Prefer Mobile App (Q9):** 195 respondents (72.5%) prefer booking via a smartphone app.
- **App Capable, Prefer Calling (Q9):** 44 respondents (16.4%) possess smartphones but prefer calling a live person to schedule trips.
- **Not Comfortable with Apps (Q9):** 20 respondents (7.4%) report discomfort using mobile applications.
- **Phone Booking ONLY (Q9):** 10 respondents (3.7%) state they would ONLY use the service if telephone call-in booking is available.

The Dual-Channel Dispatch Need: Comparing Q8 and Q9 reveals that phone booking demand extends significantly beyond the 20 respondents who lack smartphone data. Specifically, 54 smartphone-equipped respondents still prefer telephone call-in dispatch or lack comfort with app interfaces, underscoring that an app-only system would create digital

equity barriers even among connected riders. (Note on Spanish stream audit: Spanish respondents included in Q8 and Q9 totals consist of 3 app preferers in Q9 and 3 smartphone owners in Q8).

Booking Preference Category (Q9)	Count and Share (N=269)	Digital Access Overlap and Operational Significance (Q8)
Prefer Mobile App	195 respondents (72.5%)	Matches high smartphone data readiness (92.5%); primary booking channel for digital-first riders.
App Capable, Prefer Calling	44 respondents (16.4%)	Smartphone owners who prefer human interaction; represents digital choice rather than access limitation.
Not Comfortable with Apps	20 respondents (7.4%)	Requires simple phone booking interface; high concentration among seniors and non-tech users.
Phone Booking ONLY	10 respondents (3.7%)	Essential lifeline channel; correlates with the 7.5% lacking smartphone data plans.

Pillar 3: Barriers and Adoption Incentives

Direct Alignment: Fixed-Route Bus Challenges vs. Microtransit Features

Analyzing Question 4 (Barriers to Transit Use; 367 total selections among non-frequent riders) alongside Question 6 (Adoption Incentives; 514 total selections across 268 respondents) reveals a direct one-to-one alignment between fixed-route pain points and proposed microtransit solutions. Question 3 (Household Experience; N=279) and Question 7 (Private Rideshare Frequency; N=269) provide further context:

Question 4: If you do not regularly use Cherriots, what is the primary reason? (Select up to TWO)

Response Category / Option	English	Spanish	Total Responses	Share
Service doesn't run when I need it (e.g., nights/weekends)	85	1	86	23.4%
The trip takes too long compared to driving	78	0	78	21.3%
The nearest stop is too far from my home or destination	76	1	77	21.0%
I have to transfer buses too many times	45	0	45	12.3%
I prefer the convenience of my own vehicle/rideshare	55	0	55	15.0%
I am unfamiliar with how the system works	25	1	26	7.1%
Total Selections			367	
Asked of non-frequent riders (Q3 responses excluding "Frequent Riders")				

Question 6: What would make you most likely to try a new Cherriots service? (Select top TWO)

Response Category / Option	English	Spanish	Total Responses	Share
A shuttle that picks me up at or near my door	124	2	126	24.5%
Lower cost than private rideshares (Uber/Lyft)	124	0	124	24.1%
Faster trips with no bus transfers	117	0	117	22.8%
Ability to book and track my ride on a smartphone	61	0	61	11.9%
Wait times under 15 minutes	72	1	73	14.2%
Nothing; I will likely always prefer driving	13	0	13	2.5%

• **First-Mile/Last-Mile Walking Distance:** 21.0% (77 selections) cited bus stops being too far away (Q4). Correspondingly, Near-Door Pick-Up emerged as the single top adoption incentive in Q6 (24.5%, 126 votes).

• **Transfers and Travel Time Penalties:** 21.3% (78 selections) cited long travel times compared to driving, and 12.3% (45 selections) cited excessive bus transfers (Q4). In response, Faster Trips with No Bus Transfers captured 22.8% (117 votes) in Q6.

• **Schedule Limitations:** 23.4% (86 selections) cited limited operating hours (Q4), connecting directly to demand for mid-day and late-evening flexible service.

Cross-Analysis with Private Rideshare Users (Q7 vs. Q6): Question 7 shows that 36.1% (97 of 269 respondents) never use private rideshares (Uber/Lyft), while 38.3% (103 respondents) use them occasionally or frequently (13.4% frequent, 24.9% occasional). Comparing Q7 with Q6 shows that rideshare choice users are highly price-sensitive: 'Lower cost than private rideshares' captured 24.1% (124 votes) in Q6, ranking as the second highest incentive overall. For active Uber/Lyft users, microtransit offers an affordable alternative, provided wait times remain reasonable. Conversely, non-rideshare users (36.1%) prioritize near-door access and phone booking options.

Non-Use Barrier Category (Q4)	Adoption Incentive Counterpart (Q6)	Rider Segment Impact and Behavior (Q3/Q7)
Service schedule gaps / night hours (23.4%, 86 votes)	Late Evening and flexible scheduling (19.4% Q2 demand)	Primary barrier for transit-dependent workers needing late shifts.
Trip takes too long vs. driving (21.3%, 78 votes)	Faster trips with no bus transfers (22.8%, 117 votes)	Top concern among former riders (29.0%) and rideshare choice users.
Nearest stop too far from home (21.0%, 77 votes)	Near-door shuttle pick-up (24.5%, 126 votes)	Critical barrier for mobility-impaired, seniors, and South Salem hill residents.
Too many bus transfers required (12.3%, 45 votes)	Direct point-to-point zonal trips (22.8%, 117 votes)	Key driver preventing occasional riders from using fixed-route transit.
Private vehicle / Uber preference (15.0%, 55 votes)	Lower fare than Uber/Lyft (24.1%, 124 votes)	Primary hook to capture active rideshare users (38.3% of sample).

Pillar 4: Spatial Demand and Destination Patterns

Geographic Density and Sub-Zone Breakdown

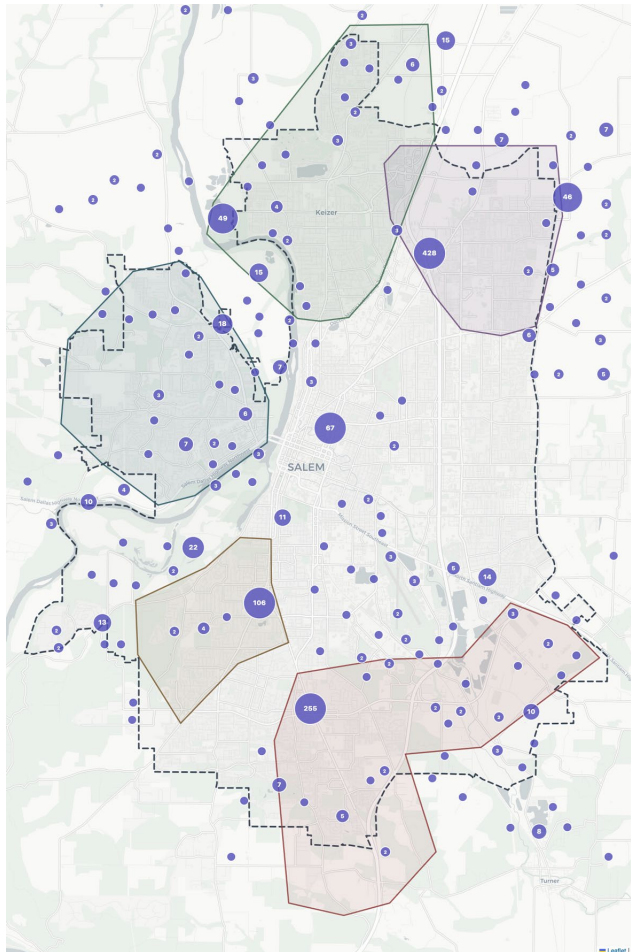


Figure: Draft microtransit zones present in the survey, urban growth boundary, and community map pin density.

The combined images show the full geographic scope of the five proposed sub-zones across Salem and Keizer, with darker pin clusters indicating higher concentrations of destination requests.

Spatial analysis combines 1,348 Mentimeter map pins dropped across five sub-zone prompts with 211 open-text destination requests (Question 11), zip code origins (Question 1), and trip purposes (Question 5):

- **Northeast Salem (347 pins, 25.7% of total):** Recorded the highest pin volume. While 47.3% (164 pins) fell inside the target zone and 25.4% (88 pins) overlapped with adjacent draft zones, it showed the highest out-of-zone rate at 27.4% (95 pins). Out-of-zone clusters

extend along Cordon Road East, Labish Village, and Hazel Green Road. High zip code concentration in 97301 (23.4%) and 97305 (12.6%) connects to strong commercial shopping demand (WinCo/Walmart) and Chemeketa Community College (Q11).

- **South Salem and South Gateway (280 pins and 252 pins):** Southeast Salem recorded the highest internal target match at 81.7% (206 pins inside). Out-of-zone pins in South Salem (7.8%, 22 pins) cluster along South River Road and Skyline Road SE. Workshop comments emphasized that steep terrain along South River Road prevents older adults and mobility-impaired residents from walking uphill to bus stops on Commercial Street SE.
- **Keizer (246 pins):** 69.5% (171 pins) fell inside the draft target boundary. The 19.5% (48 pins) unserved cluster extends north toward Keizer Rapids Park, Clear Lake, and the Brooks Travel Center.
- **West Salem (223 pins):** 68.6% (153 pins) fell inside the target boundary, with 15.2% (34 pins) unserved around Eola, Brush College Road NW, and Orchard Heights. Open-text feedback highlighted Sunday service gaps on fixed routes as a primary reason for wanting microtransit in West Salem.

"There is NO bus service on River Road South... it is a large hill to climb up and over to reach Commercial Street for a bus stop, or a very long walk on unsafe River Road."

—Workshop Participant in South Salem

Categorical Destination Clusters (Question 11 Synthesis)

- **Commercial Retail and Groceries (SE and NE Salem):** Highest overall volume (Costco, WinCo, Walmart on Lancaster/Turner Rd, Fred Meyer). Matches Q5 Shopping (80.9% likely). Respondents cited carrying heavy grocery bags on fixed-route buses as a major pain point.
- **Healthcare and Medical Facilities (Central and South Salem):** Concentrated around Salem Hospital, Kaiser Permanente, and Salem Clinic along Commercial St. Matches Q5 Medical (79.4% likely).
- **Educational Institutions (NE and West Salem):** Chemeketa Community College, McNary High, and Parrish Middle School, driving commute-hour peak demand (6–9 AM and 3–7 PM).
- **Community and Recreation Hubs (Keizer and NE Salem):** Keizer Rapids Park, Kroc Center, Riverfront Park, and Downtown Public Library.
- **Regional Connections (System-Wide):** Key connection points including Downtown Transit Center, Glen Creek Transit Center, Keizer Station, and Amtrak.

Map Prompt Area	Total Pins	Inside Target Zone	Neighbor Zone (Overlap)	Truly OUTSIDE All Zones	Unserved Destinations Identified
Northeast Salem	347	164 (47.3%)	88 (25.4%)	95 (27.4%)	EZ Orchards, Cordon Rd East, Labish Village, Hazel Green Rd
South Salem	280	182 (65.0%)	76 (27.1%)	22 (7.8%)	South River Rd corridor, Skyline Rd SE, Lone Oak, Boone Rd
Keizer Map	246	171 (69.5%)	27 (11.0%)	48 (19.5%)	Keizer Rapids Park, Clear Lake, Brooks Pilot Travel Center
West Salem	223	153 (68.6%)	36 (16.1%)	34 (15.2%)	Eola area, Brush College Rd NW, Orchard Heights
Southeast Salem / South Gateway	252	206 (81.7%)	12 (4.8%)	34 (13.5%)	WinCo Foods, Turner Rd Walmart, Fairview Industrial Dr SE
SYSTEM TOTALS	1,348	876 (65.0%)	239 (17.7%)	233 (17.3%)	Isolating misplaced pins reduces true out-of-zone gaps to 17.3%.

Respondent Segmentation Summary

Building on the geographic and behavioral findings above, synthesizing responses across Questions 1 through 10 highlights four distinct rider categories present in the survey sample:

Question 3: Which best describes your household's experience with Cherriots services?

Response Category / Option	English	Spanish	Total Responses	Share
Frequent riders (3+ times per week)	124	2	126	45.2%
Have used it in the past, but not recently	81	0	81	29.0%
Occasional riders (A few times a month)	45	1	46	16.5%
We have never used Cherriots or public transit	26	0	26	9.3%

Rider Archetype	Sample Share (Q3)	Primary Travel Drivers (Q5)	Key Non-Use Barriers (Q4)	Preferred Booking and Rideshare (Q8-Q9/Q7)
Transit-Dependent Core	45.2% (126 riders) 3+ rides/week	Medical Appointments, Essential Grocery Shopping	Stop walking distance, Night/weekend service gaps	Call-in and App Users; Never/rare rideshare users (36.1%)
Former Riders	29.0% (81 riders) Past transit users	Shopping and Errands, Social and Recreational	Trip duration vs. driving, Bus transfers required	Mobile App preferred (72.5%); Occasional rideshare users (24.9%)
Choice / Rideshare Users	16.5% (46 riders) Regular car/Uber users	Commute to Work/School, Evening Social Trips	Fixed-route inflexibility, Long travel times	Mobile App preferred (72.5%); Frequent rideshare users (13.4%)
Non-Transit Users	9.3% (26 riders) Never used Cherriots	Discretionary Trips / Uncertain	Strong preference for personal vehicle	Mobile App or Uncertain; Never use rideshare services

Observations on Community Uncertainty

Notably, the 31.0% 'Not Sure Yet' group represents a significant opportunity rather than resistance. Cross-referencing shows these respondents are disproportionately people who haven't used transit for a while or occasional riders (59.8%) who are waiting to see real-world service performance, specifically wait times, zone boundaries, and fare structure, before committing. This suggests clear, early communication about service parameters will be critical to converting this group.

- **Over-Representation of People Who Haven't Used Transit in a While and Occasional Riders (Q3):** 45.1% (37 respondents) of the 'Not Sure Yet' group are people who haven't used transit in a while, and 30.5% (25 respondents) are daily frequent riders. Occasional riders make up 14.6% (12 respondents), and the remaining 9.8% (8 respondents) are non-transit users. All 82 'Not Sure Yet' respondents answered Question 3. Residents who have tried fixed-route buses before and found them uncompetitive for their daily schedules show the most hesitation.

- **Sensitivity to Travel Times and System Clarity (Q4 and Q6):** When citing non-use reasons (Q4), 'Not Sure Yet' respondents selected trip duration compared to driving (43.9%) and unfamiliarity with how on-demand transit works (15.9%, more than double the general sample rate of 7.1%). Ambiguity regarding exact service zone boundaries, pickup wait times, and fares drives their neutral stance.
- **High Digital Readiness (Q8 and Q9):** Over 91.5% of 'Not Sure Yet' respondents have smartphones with active data plans (Q8). Their uncertainty stems from waiting to evaluate real-world service performance rather than digital access barriers.