

APPENDIX A.

Survey Instrument



Online Survey Code:

2017 RTD Customer Satisfaction Survey

Dear RTD Customer:

We need your help in evaluating our services. Please take a few minutes to complete this questionnaire. It is important that we obtain your honest opinions, whether favorable or unfavorable, to help us identify areas that need improvement.

In appreciation of your help, we are enclosing **two free ride coupons** that you can use on any RTD Local, Regional or Airport bus or rail service. See back of coupon for details.

Please return your completed survey to RTD in the enclosed, postage-paid envelope or complete the survey online by going to www.rtd-denver.com/2017survey before **May 31, 2017**. If you return your completed survey or complete an online survey by May 31st, you will be entered in a drawing to win one of ten \$100 VISA gift cards. To enter the drawing, please print your name and address in the space provided on the last page of the questionnaire. Your survey responses will be kept strictly confidential and will be reported in summary form only.

If you have any questions regarding this survey, please call 303-299-6000.

Llámenos al 303-299-6000 para una versión español de esta encuesta.

Thank you!

David A. Genova, RTD General Manager and CEO

IMPORTANT: This survey has 3 sections:

Section 1: Service Used

- What services you used
- How you paid for your trip
- The number of trips you make on RTD in a day
- How often you use RTD

Section 2: Customer Satisfaction

- How you feel about your service experience

Section 3: Demographics

- Information that helps us understand more about people that use RTD

When you fill out this questionnaire, please refer to **the trip you were on when you received this survey**. Check the appropriate box for each question or write out your answer as completely as possible on the lines provided.

SECTION 1: SERVICE USE

For this section, please tell us about **the trip** you were taking when you received this survey.

Examples of a trip include:

- Going from your home to work/school
- Going from work/school to your home
- A multi-stop trip (e.g. going from a doctor's appointment, to the pharmacy, and then home)

1. Which of the following RTD services were you riding when you received this survey?

- | | | |
|---|--|--|
| <input type="radio"/> Bus (Local or Regional)
Route Number: _____ | <input type="radio"/> Light rail train
Line Name: _____ | <input type="radio"/> Call-n-Ride |
| <input type="radio"/> Commuter rail train (University of Colorado A-Line or B-Line)
Line Name: _____ | <input type="radio"/> Flatiron Flyer | <input type="radio"/> SkyRide Bus |
| | <input type="radio"/> 16 th Street Mall Shuttle | <input type="radio"/> Other (specify): _____ |
| | <input type="radio"/> Free MetroRide | |

2. What time did you begin this trip?

- | | | |
|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> 3 AM-5:59 AM | <input type="radio"/> 9 AM-2:59 PM | <input type="radio"/> 6 PM-2:59 AM |
| <input type="radio"/> 6 AM-8:59 AM | <input type="radio"/> 3 PM-5:59 PM | |

3. Thinking specifically about the trip you were on when you received this survey, what was the primary purpose of this trip?

- | | | |
|---|---|--|
| <input type="radio"/> Commuting to or from work | <input type="radio"/> Personal business | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Social/entertainment purposes | <input type="radio"/> To/from shopping/eating out | |
| <input type="radio"/> To/from medical appointment | <input type="radio"/> To/from school/college | |

4. How did you pay for your fare for this trip? (*Check all that apply.*)

- | | | |
|--|--|--|
| <input type="checkbox"/> Cash/credit one-way trip (bus fare box or ticket machine) | <input type="checkbox"/> 10-Ride Ticket | <input type="checkbox"/> University of Denver Student Pass |
| <input type="checkbox"/> Cash/credit day pass (bus fare box or ticket machine) | <input type="checkbox"/> Monthly Pass | <input type="checkbox"/> Other College Student Pass (specify): _____ |
| <input type="checkbox"/> Nonprofit Reduced Fare Program Ticket | <input type="checkbox"/> Nonprofit Reduced Fare Program Monthly Pass | <input type="checkbox"/> Longmont Free Fare Pilot Program |
| <input type="checkbox"/> Day Pass | <input type="checkbox"/> ValuPass | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> Day Pass from Day Pass Book | <input type="checkbox"/> MyRide Stored Value Card | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Nonprofit Reduced Fare Program Day Pass | <input type="checkbox"/> Eco Pass (Business) | |
| | <input type="checkbox"/> Eco Pass (Neighborhood) | |
| | <input type="checkbox"/> CU-Boulder Student Pass | |
| | <input type="checkbox"/> Auraria Student Pass | |

5. Which fare level did you use for this trip?

- | | |
|--------------------------------|--------------------------------|
| <input type="radio"/> Local | <input type="radio"/> Airport |
| <input type="radio"/> Regional | <input type="radio"/> Not sure |

6. Which of the following special fare discounts, if any, did you use for this trip? (*One response only, please.*)

- | | | |
|------------------------------------|---|--|
| <input type="radio"/> Senior (65+) | <input type="radio"/> Student (High school or lower, not CollegePass) | <input type="radio"/> Access-a-Ride card |
| <input type="radio"/> Disabled | | <input type="radio"/> None of these |

7. Did you receive your fare through the Nonprofit Reduced Fare program?

- | | | |
|--|--|--------------------------|
| <input type="radio"/> Yes, the nonprofit or government agency provided my fare | <input type="radio"/> Yes, I paid the nonprofit or government agency for all/part of my fare | <input type="radio"/> No |
|--|--|--------------------------|

8. Did your employer pay for all or part of your fare? (e.g., through EcoPass, FlexPass, or other means)

- | | | |
|--|---|---|
| <input type="radio"/> Yes, employer pays in full | <input type="radio"/> Yes, my employer pays for part of my fare | <input type="radio"/> No, I paid for all of my fare |
| | | <input type="radio"/> Not sure |

9. How did you get to the first stop (bus stop, transfer center, or rail station) where you boarded for this trip?

- | | | |
|---|--|---|
| <input type="radio"/> Walked | <input type="radio"/> Bicycled | <input type="radio"/> Carshare (Zipcar, Enterprise, etc.) |
| <input type="radio"/> Drove alone | <input type="radio"/> Bikeshare (B-Cycle) | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Carpooled | <input type="radio"/> Rideshare (Uber, Lyft) | |
| <input type="radio"/> Picked up/Dropped off | | |

10. Thinking again about the first stop of your trip (bus stop, transfer station or rail station), where did you board the bus/train?

- | | | |
|-------------------------------------|--|--|
| <input type="radio"/> Bus stop | <input type="radio"/> Transit station (e.g., Boulder Transit station, Union Station, etc.) | <input type="radio"/> Park-n-Ride |
| <input type="radio"/> Bus station | | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Train station | | |

11. Please tell us the name of the stop, station, or Park-n-Ride where you boarded for this trip.

12. Thinking about your final destination, where did/will you get off of the bus/train?

- | | | |
|-------------------------------------|--|--|
| <input type="radio"/> Bus stop | <input type="radio"/> Transit station (e.g., Boulder | <input type="radio"/> Park-n-Ride |
| <input type="radio"/> Bus station | Transit Station, Union Station, | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Train station | etc.) | |

13. Thinking about your final destination, please tell us the name of the stop, station, or Park-n-Ride where you did/will get off.

14. How did/will you get from the last stop (bus stop, transfer center, or rail station) on your RTD trip to get to your final destination?

- | | | |
|---|--|---|
| <input type="radio"/> Walked | <input type="radio"/> Bicycled | <input type="radio"/> Carshare (Zipcar, Enterprise, |
| <input type="radio"/> Drove alone | <input type="radio"/> Bikeshare (B-Cycle) | etc.) |
| <input type="radio"/> Carpooled | <input type="radio"/> Rideshare (Uber, Lyft) | <input type="radio"/> Other (specify): _____ |
| <input type="radio"/> Picked up/Dropped off | | |

15. Thinking specifically about the trip you were on when you received this survey, will/did you board a bus/train at any of the following stations? (*Check all that apply.*)

- | | | |
|---|--|--|
| <input type="checkbox"/> 2nd & Abilene | <input type="checkbox"/> Colfax Station | <input type="checkbox"/> Louisiana-Pearl |
| <input type="checkbox"/> 10th & Osage | <input type="checkbox"/> Colorado | <input type="checkbox"/> Nine Mile |
| <input type="checkbox"/> 13th Avenue | <input type="checkbox"/> County Line | <input type="checkbox"/> Oak |
| <input type="checkbox"/> 16th & California | <input type="checkbox"/> Dayton | <input type="checkbox"/> Orchard |
| <input type="checkbox"/> 16th & Stout | <input type="checkbox"/> Decatur/Federal | <input type="checkbox"/> Oxford-City of Sheridan |
| <input type="checkbox"/> 18th & California | <input type="checkbox"/> Denver Airport | <input type="checkbox"/> Peoria |
| <input type="checkbox"/> 18th & Stout | <input type="checkbox"/> Dry Creek | <input type="checkbox"/> Pepsi Center/Elitch Gardens |
| <input type="checkbox"/> 20th & Welton | <input type="checkbox"/> Englewood | <input type="checkbox"/> Perry |
| <input type="checkbox"/> 25th & Welton | <input type="checkbox"/> Evans | <input type="checkbox"/> Red Rocks Community College |
| <input type="checkbox"/> 27th & Welton | <input type="checkbox"/> Federal Center | <input type="checkbox"/> Sheridan |
| <input type="checkbox"/> 30th & Downing | <input type="checkbox"/> Fitzsimmons | <input type="checkbox"/> Southmoor |
| <input type="checkbox"/> 38th & Blake | <input type="checkbox"/> Florida | <input type="checkbox"/> Sports Authority Field at Mile High |
| <input type="checkbox"/> 40th & Airport/ Gateway Park | <input type="checkbox"/> Garrison | <input type="checkbox"/> Theatre District/ Convention Center |
| <input type="checkbox"/> 40th & Colorado | <input type="checkbox"/> I-25 & Broadway | <input type="checkbox"/> Union Station |
| <input type="checkbox"/> 61st & Pena | <input type="checkbox"/> Illif | <input type="checkbox"/> University of Denver |
| <input type="checkbox"/> Alameda | <input type="checkbox"/> Jeffco Gov't Center | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Arapahoe at Village Center | <input type="checkbox"/> Knox | <input type="checkbox"/> Yale |
| <input type="checkbox"/> Auraria West | <input type="checkbox"/> Lakewood/Wadsworth | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Aurora Metro Center | <input type="checkbox"/> Lamar | |
| <input type="checkbox"/> Bellevue | <input type="checkbox"/> Lincoln | |
| <input type="checkbox"/> Central Park | <input type="checkbox"/> Littleton/Downtown | |
| <input type="checkbox"/> Colfax at Auraria | <input type="checkbox"/> Littleton/Mineral | |

16. Thinking specifically about the trip you were on when you received this survey, will/did you get off a bus/train at any of the following stations? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> 2nd & Abilene | <input type="checkbox"/> Colfax Station | <input type="checkbox"/> Louisiana-Pearl |
| <input type="checkbox"/> 10th & Osage | <input type="checkbox"/> Colorado | <input type="checkbox"/> Nine Mile |
| <input type="checkbox"/> 13th Avenue | <input type="checkbox"/> County Line | <input type="checkbox"/> Oak |
| <input type="checkbox"/> 16th & California | <input type="checkbox"/> Dayton | <input type="checkbox"/> Orchard |
| <input type="checkbox"/> 16th & Stout | <input type="checkbox"/> Decatur/Federal | <input type="checkbox"/> Oxford-City of Sheridan |
| <input type="checkbox"/> 18th & California | <input type="checkbox"/> Denver Airport | <input type="checkbox"/> Peoria |
| <input type="checkbox"/> 18th & Stout | <input type="checkbox"/> Dry Creek | <input type="checkbox"/> Pepsi Center/Elitch Gardens |
| <input type="checkbox"/> 20th & Welton | <input type="checkbox"/> Englewood | <input type="checkbox"/> Perry |
| <input type="checkbox"/> 25th & Welton | <input type="checkbox"/> Evans | <input type="checkbox"/> Red Rocks Community College |
| <input type="checkbox"/> 27th & Welton | <input type="checkbox"/> Federal Center | <input type="checkbox"/> Sheridan |
| <input type="checkbox"/> 30th & Downing | <input type="checkbox"/> Fittsimmons | <input type="checkbox"/> Southmoor |
| <input type="checkbox"/> 38th & Blake | <input type="checkbox"/> Florida | <input type="checkbox"/> Sports Authority Field at Mile High |
| <input type="checkbox"/> 40th & Airport/ Gateway Park | <input type="checkbox"/> Garrison | <input type="checkbox"/> Theatre District/ Convention Center |
| <input type="checkbox"/> 40th & Colorado | <input type="checkbox"/> I-25 & Broadway | <input type="checkbox"/> Union Station |
| <input type="checkbox"/> 61st & Pena | <input type="checkbox"/> Illif | <input type="checkbox"/> University of Denver |
| <input type="checkbox"/> Alameda | <input type="checkbox"/> Jeffco Gov't Center | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Arapahoe at Village Center | <input type="checkbox"/> Knox | <input type="checkbox"/> Yale |
| <input type="checkbox"/> Auraria West | <input type="checkbox"/> Lakewood/Wadsworth | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Aurora Metro Center | <input type="checkbox"/> Lamar | |
| <input type="checkbox"/> Bellevue | <input type="checkbox"/> Lincoln | |
| <input type="checkbox"/> Central Park | <input type="checkbox"/> Littleton/Downtown | |
| <input type="checkbox"/> Colfax at Auraria | <input type="checkbox"/> Littleton/Mineral | |

17. How many of the following RTD services will/did you use to complete this trip?

Number of buses _____

Number of trains _____

Number of MallRide/MetroRide _____

18. Which of the following RTD services will/did you use to complete this trip? (Check all that apply.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Bus (Local or Regional)
<i>Bus routes:</i> _____ | <input type="checkbox"/> Light rail train
<i>Line Names:</i> _____ | <input type="checkbox"/> Access-a-Ride/Access-a-Cab |
| <input type="checkbox"/> Commuter rail train (University of Colorado A-Line or B-Line)
<i>Line Names:</i> _____ | <input type="checkbox"/> Flatiron Flyer | <input type="checkbox"/> Call-n-Ride |
| | <input type="checkbox"/> 16 th Street Mall Shuttle | <input type="checkbox"/> SkyRide Bus |
| | <input type="checkbox"/> Free MetroRide | <input type="checkbox"/> Other (specify): _____ |

19. At any point during your travels today, which of the following did/will you use to access RTD services? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> Car | <input type="checkbox"/> Carshare (Zipcar, Enterprise, etc.) | <input type="checkbox"/> Bikeshare (B-Cycle) |
| <input type="checkbox"/> Rideshare (Uber, Lyft) | <input type="checkbox"/> Bicycle | <input type="checkbox"/> None of the Above |

20. Did you park a car at a Park-n-Ride today?

- ☐ Yes, I parked a car at a Park-n-Ride ☐ No

21. Did you park a bike at a Park-n-Ride today?

- ☐ Yes, I parked a bike at a Park-n-Ride today ☐ No, I took my bike with me on the bus/train ☐ N/A – I did not use a bike today

22. How many total trips will you/did you make using RTD on the day you received your survey? A round trip would count as two trips. (e.g., going to and from work is 2 trips) _____

23. In the last week (7 days) how many days did you use RTD services of any kind? Today counts as 1 day.

- | | | |
|----------------------------------|---------------------------------|----------------------------------|
| <input type="radio"/> One day | <input type="radio"/> Four days | <input type="radio"/> Seven days |
| <input type="radio"/> Two days | <input type="radio"/> Five days | |
| <input type="radio"/> Three days | <input type="radio"/> Six days | |

SECTION 2: SATISFACTION

24. Please rate the following aspects of RTD service. Please rate each aspect for which you have experience. If you do not have experience with an aspect, select "Don't Know/Not Applicable."

GENERAL SATISFACTION	Poor				Excellent	Don't Know/Not Applicable
	1	2	3	4	5	
A. On-time performance of your bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. On-time performance of your train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Amount of total travel time from origin to final destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Reliability of bus transfer connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Reliability of train transfer connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Feeling of safety on RTD services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Comfort of bus seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Comfort of train seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. Route information overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Schedule information overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Value received for the fare you paid for this trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL SATISFACTION	Poor				Excellent	Don't Know/Not Applicable
	1	2	3	4	5	
L. Overall rating of RTD bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
M. Overall rating of RTD train service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N. Overall rating of RTD services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O. Likelihood to choose RTD again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P. Likelihood to recommend RTD to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 3: DEMOGRAPHICS

25. Is a car or other motor vehicle usually available to you at the time you ride RTD?

- ☐ Yes, as a driver ☐ Yes, as a passenger ☐ No

26. Do you currently have a disability or medical condition that prevents you from driving a car?

- ☐ Yes ☐ No

27. Do you have a valid driver's license?

- ☐ Yes ☐ No

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

29. How many cars are available to the licensed drivers in your household? (Put "0" if none). _____

30. What category describes your occupation/ employment status (*One response only, please.*)

- ☐ Professional/Managerial ☐ Student (only) ☐ Unemployed (looking for work)
☐ Sales/Clerical/Service ☐ Homemaker ☐ Other (specify): _____
☐ Laborer/Craftsman/Foreman ☐ Retired
☐ Student/Employed ☐ Disabled (unable to work)

31. In which county do you live?

- ☐ Adams ☐ Jefferson ☐ Broomfield
☐ Douglas ☐ Boulder ☐ Denver
☐ Arapahoe ☐ Weld ☐ Other (specify): _____

32. What is the ZIP code...?

Where you work: _____

Where you live: _____

33. With which gender do you identify?

☐ Male

☐ Female

☐ Other

34. What is your age?

☐ Under 18

☐ 35-44

☐ 65 or older

☐ 18-24

☐ 45-54

☐ 25-34

☐ 55-64

35. What is your marital status?

☐ Married

☐ Single

36. What is the highest level of formal education that you have completed?

☐ Less than 12 years

☐ Some college

☐ Post graduate degree

☐ High school graduate

☐ College graduate

37. Which one of the following categories best describes your ethnic background? (*One response only, please.*)

☐ Caucasian/White – not
Hispanic origin

☐ Asian/Pacific Islander
☐ African American/Black

☐ Other (please specify):

☐ Hispanic/Latino

☐ Native American/Indian

38. Which one of the following categories best describes the total annual income, before taxes, for all persons in your household?

☐ Under \$15,000

☐ \$45,000-\$49,999

☐ \$80,000-\$84,999

☐ \$15,000-\$19,999

☐ \$50,000-\$54,999

☐ \$85,000-\$89,999

☐ \$20,000-\$24,999

☐ \$55,000-\$59,000

☐ \$90,000-\$94,999

☐ \$25,000-\$29,999

☐ \$60,000-\$64,999

☐ \$95,000-\$99,999

☐ \$30,000-\$34,999

☐ \$65,000-\$69,999

☐ \$100,000 or more

☐ \$35,000-\$39,999

☐ \$70,000-\$74,999

☐ \$40,000-\$44,999

☐ \$75,000-\$79,999

DO YOU HAVE ANY OTHER SUGGESTIONS FOR IMPROVING RTD'S BUS OR RAIL SERVICE? PLEASE VISIT www.rtd-denver.com/surveycomments TO SUBMIT YOUR SUGGESTIONS.

THANK YOU FOR YOUR FEEDBACK IN THIS SURVEY. WE SINCERELY APPRECIATE IT!
Please fold this questionnaire and return it to RTD in the enclosed postage-paid envelope.

Please complete if you wish to enter the drawing!

Name: _____

Address: _____

City: _____

Zip Code: _____

Phone: _____

Email Address: _____

Providing your email will allow you to receive important communication and special offers from RTD. Your email address will not be rented, traded, or sold.

..... PLEASE FOLD ON DOTTED LINE AND RETURN IN POSTAGE PAID ENVELOPE