

Transit Stop Improvements Survey Results

October 4, 2017

531 survey responses were received through 9/30/17:

Q1. Select Top 5 Most Important Bus Stop Features

1. Bus Stop Schedule – 67.8%
2. Shelter – 63.4%
3. Real time information – 49.4%
4. Seating – 47.3%
5. Street lighting – 39.6%
6. Heat inside shelters – 36.2%
7. Trash bin – 36%
8. Lighting inside shelters – 33.7%
9. Stop connected to sidewalk – 33.3%
10. Neighborhood Information/Map – 22.4%
11. Recycling bin – 17.6%
12. USB charging – 16.3%
13. Community art – 13.4%
14. Tree(s) for shade – 12.1%
15. Bicycle rack – 10.2%
16. Other* - 5.8%
17. Advertising – 2.1%

* Most “Other” responses (29 total) were service-related (which will be shared with The Rapid staff) except these facility specific comments:

- Route map are needed [at stops], not just the schedule.
- Clean shelters large enough to hold at least 10 people
- Meijer @ 28th (Kalamazoo stop headed south) needs seats and larger shelter
- Stop moving the DASH stops around!
- Shoveled bus stops (2)
- DASH signs need to be larger, easier to read
- Panic button at bus stop
- More bus stops so people do not have to walk long distances to get to the bus stop.
- Emergency phone
- I really think trash AND recycling should be provided.
- These features are all important – Disability Advocates should work with you on improvements.

Q2. When considering which bus stops to make improvements at, how important do you think it is to consider each of the following?

There is no clear-cut winner here – *all* the choices nearly ranked (weighted average) the same. The wording of the question and choices for response were problematic (lesson learned):

High ridership	Social services
Low car ownership	Senior citizens
Employment centers	Parks
Schools	Libraries

Q3. Consider the existing transit network, which investment type is most important – improved service or improved amenities (Align study question):

Improved service = 83%

Improved amenities = 17%

Q4. Select the three most important bus service features to you:

1. Availability (frequency, operating hours, travel time) – 81.3%
2. Reliability of service – 65.4%
3. Safety and Security – 47%
4. Communications/Information – 38.8%
5. Cleanliness (Buses and Stops) – 24.6%
6. Environmental sustainability – 18.3%
7. Convenience – 15.3%
8. Customer service – 7.1%
9. Comfort – 6.2%

Q5. Have you experience any of these difficulties as a Rapid rider? Check all that apply.

1. Long waits at stops – 45.7%
2. Crowded during peak times – 42.2%
3. Schedule not followed – 41.8%
4. Too long to get to my destination – 40.6%
5. Inconvenient bus stops – 40%
6. Delays when loading – 27.5%
7. Too many or poorly timed transfers – 24.1%
8. Cost of riding – 19%
9. None of the above – 14.5%
10. Not able to get on a full bus – 13.3%
11. Bike racks full – 9.9%

Q6. What Rapid routes do you ride most often?

We received responses from people using every Rapid fixed route with the top 5:

1. Silver Line – 32.1%
2. #6 Eastown/Woodland – 30.5%
3. #50 GVSU Connector – 16.8%
4. #1 Division – 16.4%
5. #5 Wealthy Woodland and #11 Plainfield – 15.3% each

Q7. How often do you ride The Rapid?

1. 4 – 7 days/week – 29.1%
2. *I don't currently ride the bus* – 18.8%
3. Less than once a month – 16.7%
4. 1 – 3 days/week – 13.8%
5. 2 – 3 days/week – 11.4%
6. Once a month – 10.1%

Q8. How often do you ride the DASH North?

1. *I don't currently ride DASH North* – 74.2%
2. Less than once a month – 10%
3. Once a month – 5.1%
4. 2 – 3 times/month – 4.3%
5. 1 – 3 days/week – 4.1%
7. 4 – 7 days/week – 2.3%

Q9. How often do you ride the DASH West?

1. *I don't currently ride DASH West* – 71.3%
2. Less than once a month – 8.8%
3. 2 – 3 times/month – 6.1%
4. Once a month – 5.4%
5. 1 – 3 days/week – 4.3%
6. 4 – 7 days/week – 4.1%

There may be an opportunity, perhaps through the DASH rebranding process, to reopen a modified version of the survey to target current DASH North and DASH West users since few people who responded to this survey use either service. Likewise, an email blast to current City parking customers or notice about the survey included in City parking customers' monthly bills may garner more responses from these type of DASH riders. Posting notices inside the DASH buses could also generate some responses since the survey is short and could be taken even when someone is riding to their destination. Sharing through GRCC's e-newsletter and DGRI's downtown resident and business networks could be other avenues to generate DASH-specific feedback.

Q10. What other comments do you have about bus stops or in general related to The Rapid or DASH?

Again, most of the comments received are related to service issues/ideas, but some are bus stop comments:

- Sidewalks to the stops and the stops need to be shoveled. (3)
- Some of the stops still don't have a concrete place to stand.
- Why aren't stops located at the corners? People just cross anywhere to get to and from these bus stops. Why aren't the stops by the crosswalks?
- Trash cans are needed at populated stops like at Breton Village. There is usually a large amount of trash on the ground and nowhere to put it.
- I think more lighting at and around stops is needed.
- Please add shelters WITH lights at stops for safety! More lighting so people feel comfortable. (2)
- The bus stops need to be cleaned. (2)
- Attention to general maintenance and upkeep [at stops] would be appreciated.
- Stop building concrete bus stops that don't allow flexibility to adjust bus stop locations.
- Please be sure there are safe pedestrian crosswalks at/near bus stops.
- Every stop should have a bench at least.
- The DASH signs are too hard to locate/identify.
- Make them feel inviting.
- The DASH signage is very poor, and information is siloed off on the Parking Services website. This should be tied into the Rapid site like any other bus route and on Google maps. Also, the physical DASH signage should have clear, visible information that 1. the bus is free, 2. where it goes including stop locations, and 3. how to ride it.
- Bus stops need to be more than just a pole in the ground.
- Detours of routes need to be better communicated.
- DASH stops are too hard to see, especially at night.
- The stop area needs to be level with the bus to get on and off safely with a wheelchair. It's not safe to get on and off from the street grade.
- Blue light safety alert system would make for a good addition.
- More shelters would be nice, especially in the winter.
- There should be more seating.
- Some stops have no sidewalk to get to them (e.g., Fulton/Lakeside) so you must walk on a busy street. I'd love to ride the bus, but it's not safe for me to get there if I must walk in the street.
- Add community supported trash cans and cigarette receptacles.
- Need seating and lighted shelter and stop areas for seniors, disabled and security.

Q11. How did you hear about the survey?

Other – 33.3% *	The Rapid's web site – 4.3%
Social media – 25.2%	DGRI's web site – 4.1%
Friend or family – 12.8%	Neighborhood association – 3.3%
Community meeting/event – 9.7%	Advertisement – 1.2%
City's web site – 5.5%	On a Rapid bus (0.6%) or a DASH bus (0.2%)

* OTHER responses include: Email – various sources (40), at work (32), HQ (9), GRCC communications (8), KCAD daily news email (7), Urban Planet (5), ENTTF (5), Latino Community Coalition (4), GVSU communications (4), County Commission newsletter (4), public health organization (3), Transportation Solutions workshop (3), ASCET (3), Noorthhoek Academy (3), We Are GR (3), Community Rebuilders (2), Rock the Block (1), Kent County (1), and Unity Community Outreach Ministry (1).

Q12. What community do you live in?

63% of respondents live in the City of Grand Rapids followed by Wyoming (6.1%), Kentwood (5.5%), and East Grand Rapids (4%), and Walker/Grandville/Plainfield Township (all 3%). All other communities were below 2%.

Q13. Gender? 36% male, 59% female, 5% no answer

Q14. Race? 71% white. Caucasian, 12% African American/Black, 9% No Answer, 6.5% Two or More Races

Q15. Ethnicity? 81% Not Hispanic/Latino, 7% Hispanic/Latino, 12% No Answer

Q16. Household Income

- 33% - under \$40,000
- 19% - \$40,000 - \$60,000
- 11% - \$60,000 - \$80,000
- 20% - More than \$80,000
- 17% - preferred not to answer

Q17. Age Group

- 2% - 17 and under
- 16% - 18- 24 years old
- 50% - 25 to 44 years old
- 25% - 45 to 64 years old
- 3% - Over 65 years old
- 4% - Preferred not to answer

Q18 – Do you have a disability? 83% responded NO, 12% responded YES, and 5% did not answer.