RMTD
Comprehensive
Mobility Analysis

Rider Survey Report

April 2019

ROCKFORD MASS
TRANSIT DISTRICT

RPC | REGIONAL PLANNING COUNCIL
R1

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About

Aside from general input received during Rockford Mass Transit District's (RMTD) Comprehensive Mobility Analysis, the Rider Survey provided bus riders an opportunity to give feedback on the current system and provide recommendations for future public transportation services in the Rockford Region. The survey was conducted for two weeks from December 3rd, 2018 until December 14th, 2018.RPC and RMTD staff completed surveys with passengers while riding each of RMTD's full-service and scaled alternative route structures and by soliciting surveys while stationed at RMTD's Downtown Transfer Center.
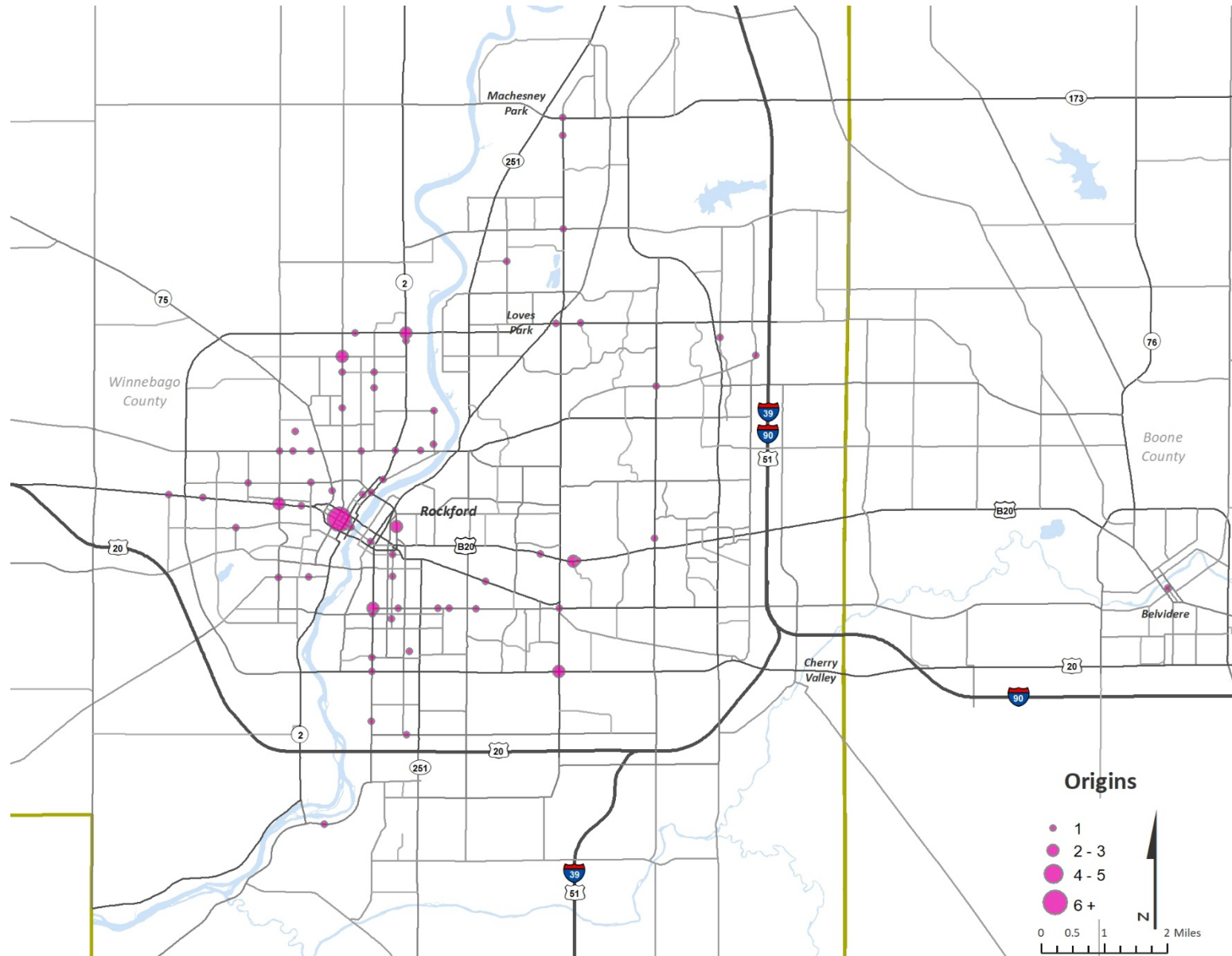
Upon closing, 235 survey responses were collected. This report provides a basic overview of responses to each question. Any question that did not receive an answer was categorized as No Answer, or N/A. Any comments associated with an answer have been provided in the Appendix.
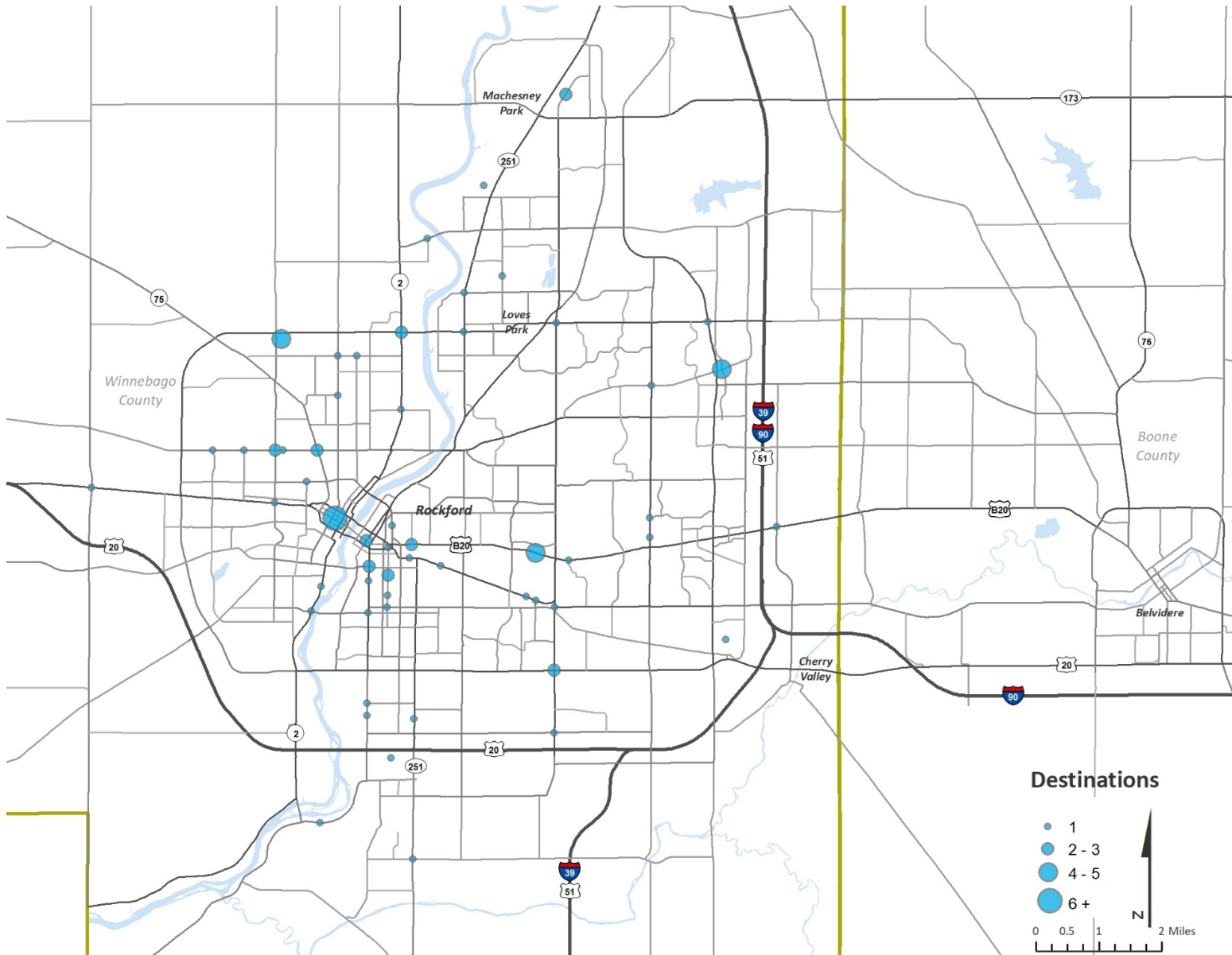
Results

1. On what route(s) will today's trip start and end?

Route Start	Route End																								
	1	2	3	4	5	6	7	11	12	13	14	15	16	17	18	19	20	22	24	31	32	33	34	35	36
1	8	4	2	0	0	0	1	3	0	0	0	0	4	0	0	0	1	0	0	0	0	0	0	0	0
2	0	4	3	0	0	1	0	0	0	0	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0
3	0	2	5	0	0	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
4	1	1	1	5	1	0	2	1	1	0	1	2	3	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	2	0	0	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	2	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0
11	0	1	0	1	0	0	0	7	1	1	0	2	0	3	1	0	1	2	0	0	0	0	0	0	0
12	0	1	0	0	0	0	0	1	6	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
13	1	0	1	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	1	0	0	0	0	0	0	0	8	2	2	0	0	0	1	0	0	0	0	0	0	0	0
15	1	0	1	2	0	1	0	2	0	0	0	6	1	1	0	0	0	0	0	1	0	0	0	0	0
16	0	0	0	2	0	0	0	3	1	0	0	2	9	6	0	0	3	1	0	1	0	0	0	0	0
17	0	0	0	0	0	0	0	0	1	0	0	0	4	4	0	0	1	1	0	1	0	0	0	0	0
18	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	8	0	0	0	0	0	0	1
22	0	0	0	3	0	0	0	1	1	0	0	0	0	1	0	0	0	4	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1

2. What is your start intersection? (Optional)

3. What is your end intersection? (Optional)

Destinations

- 1
- 2 - 3
- 4 - 5
- 6 +

0   0.5   1   2 Miles

4. What other bus routes do you ride?

Route	Count
1-West State	46
2-School St.	38
3-Huffman	33
4-North Main	51
5-Clifton	14
6-Kilburn	36
7-South Main	21
11-East State	94
12-Charles St.	47
13-Rural	16
14-7th St.	43
15-Kishwaukee	36
16-City Loop North	77
17-City Loop South	64
18-Bell School	8
19-Cherry Valley	7
20-Alpine	25
22-North 2nd St	24
24-Belvidere	8
31-Auburn & Rockton	46
32-East State	49
33-West State & Clifton	19
34-Harrison & Alpine	22
35-Kishwaukee & 7th St.	27
36-Perryville/Alpine	18
40-East State	29
41-Auburn & Rockton	27
43-West State & Clifton	12
44-Harrison & Alpine	14
45-Kishwaukee & 7th St.	16

5. What other public transportation services do you use?

Service	Count
RMTD Paratransit	22
SMTD	0
BCCA	1
Social Service Shuttle	5
N/A	200
Other	3

6. Where will today's trip start and finish?

		Trip End					
		Home	Shopping	Medical	Work	Education	Other
Trip Start	Home	22	11	29	53	12	27
	Shopping	4	2	0	0	0	0
	Medical	2	0	1	1	0	0
	Work	11	0	0	5	0	1
	Education	1	0	1	0	1	0
	Other	8	1	0	0	0	7

7. How will you get to and from your bus stops?

		Trip End					
		Walk	Carpool	Bicycle	Taxi	Drive	Other
Trip Start	Walk	177	4	0	1	0	4
	Carpool	1	1	0	0	0	0
	Bicycle	1	0	2	0	0	0
	Taxi	0	0	0	0	0	0
	Drive	0	0	0	0	0	0
	Other	0	0	0	0	0	4

8. How many one-way trips do you make each week?

Category	Value
1 - 2	50
3 - 5	65
5 - 10	49
10+	56
N/A	15
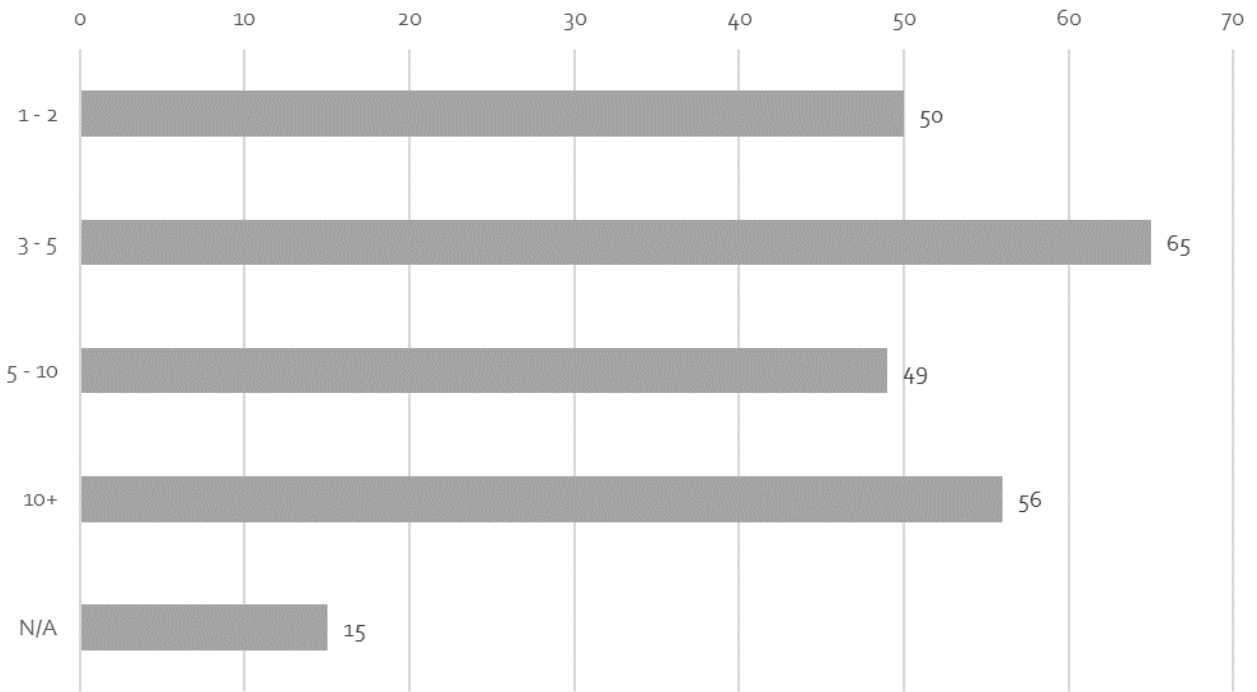
9. Do you use RMTD to commute to work?

Category	Value
Yes	107
No	62
Sometimes	25
Retired/Unemployed	36
N/A	5
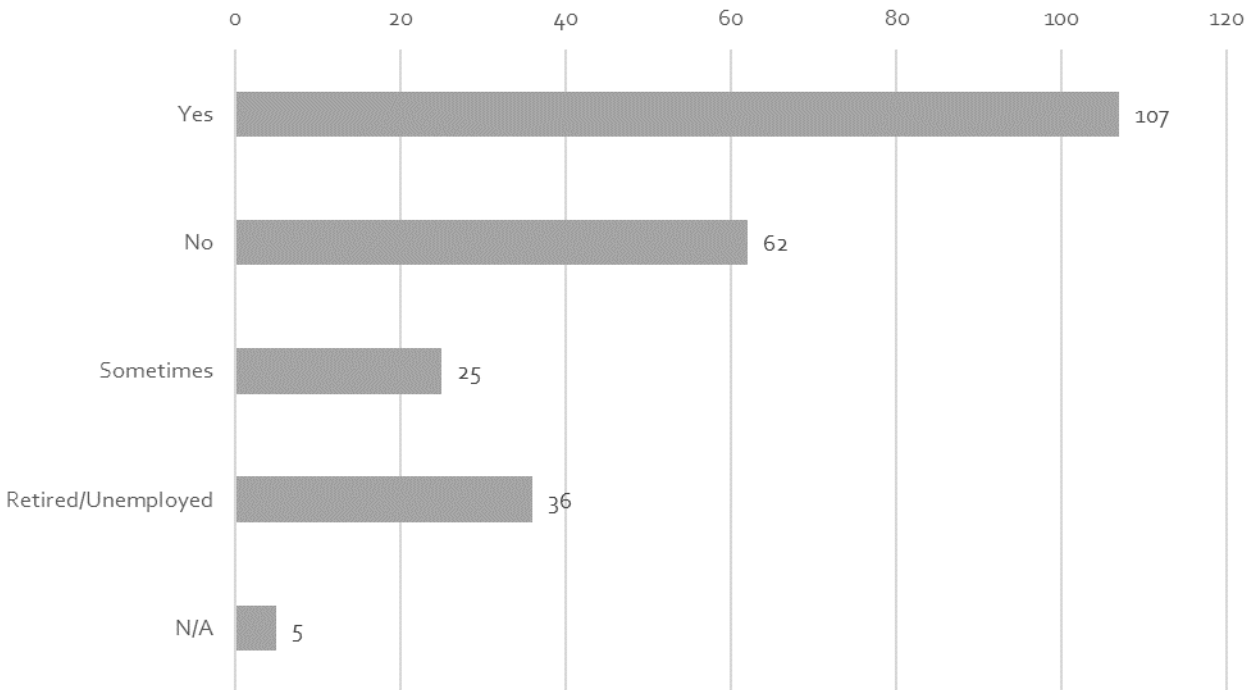
10. How did you pay for today's fare?

Payment Method	Count
Cash/Single Ticket	108
Reduced Cash/Single Ticket	7
10-Ride Ticket	12
Reduced 10-Ride Ticket	2
7 Day Ride Saver Pass	9
30 Day Ride Saver Pass	19
Employee Pass	0
Annual Pass	73
N/A	5
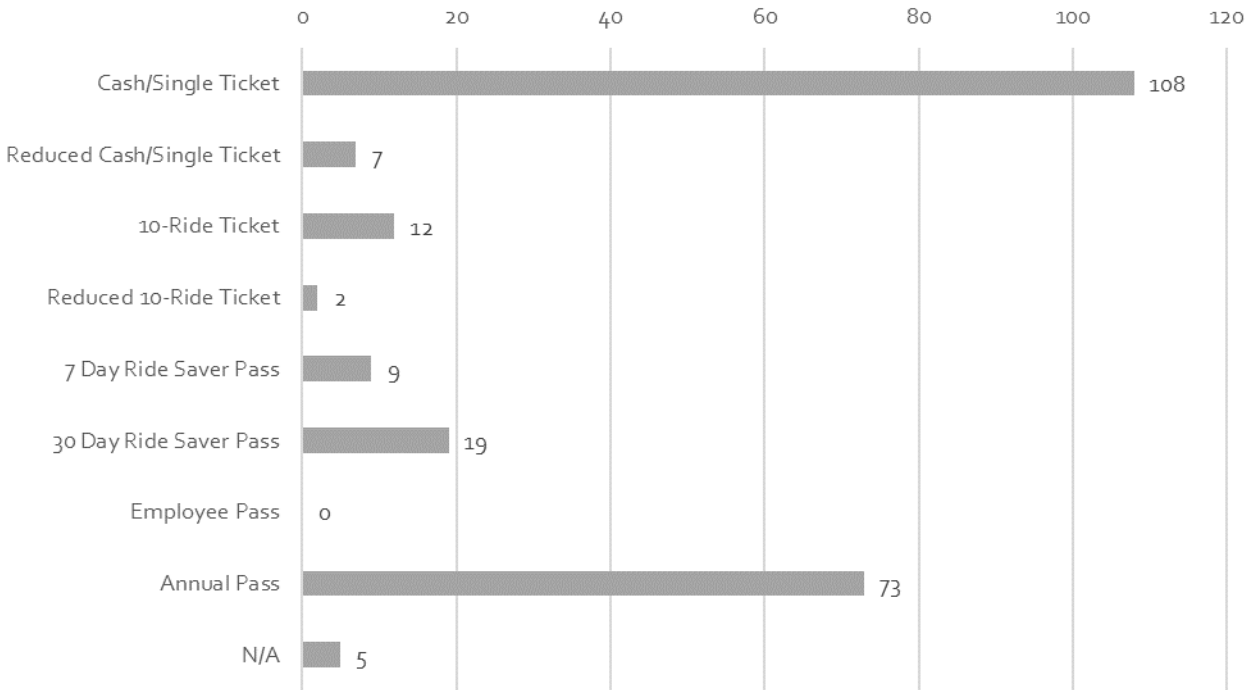
11. Do you have access to the following technologies?
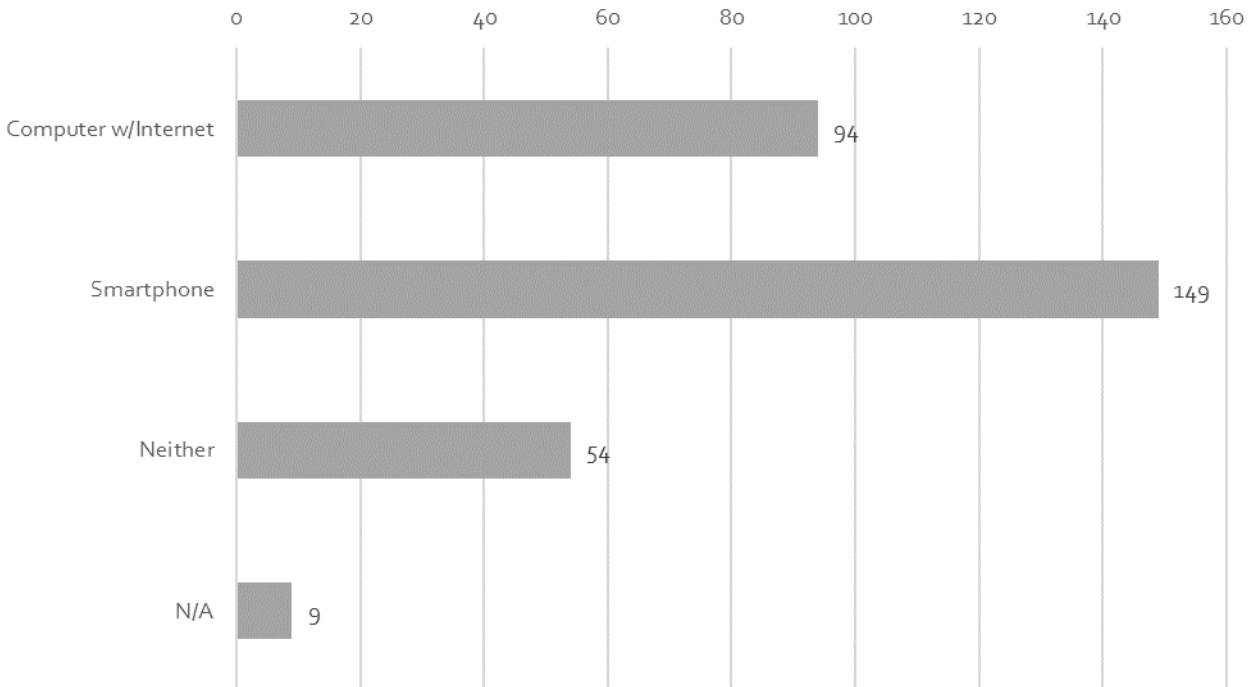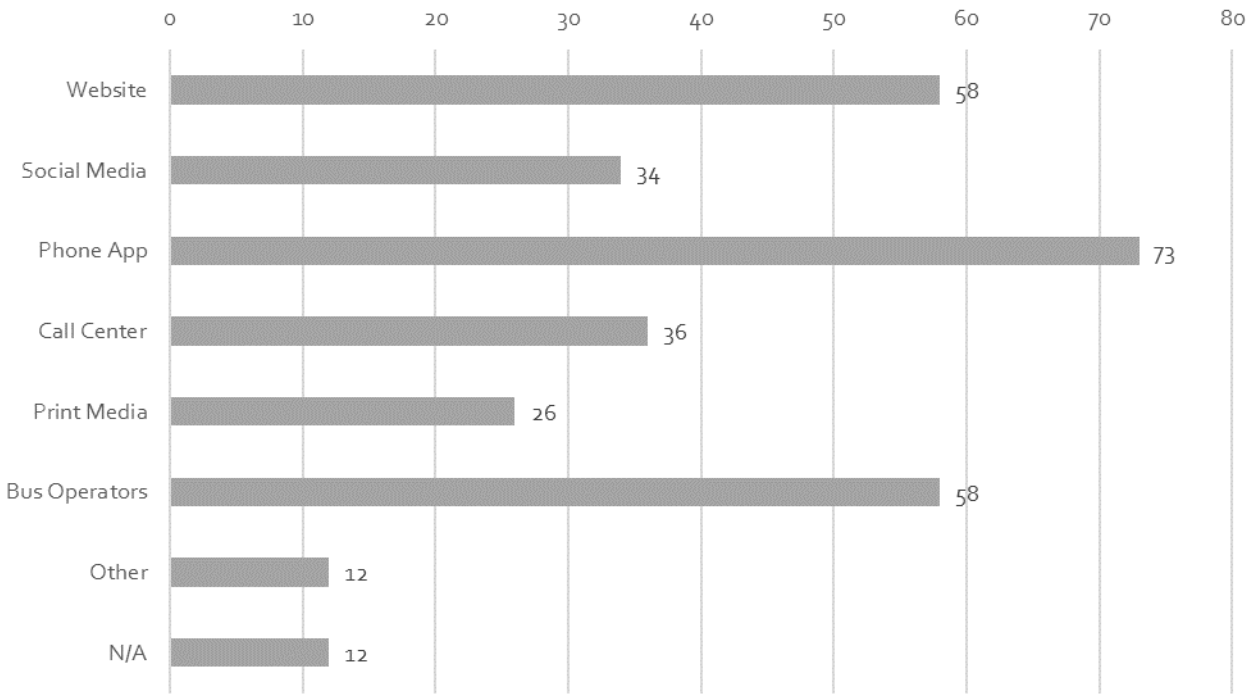
Technology	Count
Computer w/Internet	94
Smartphone	149
Neither	54
N/A	9

12. How would you prefer to receive service updates?

Channel	Count
Website	58
Social Media	34
Phone App	73
Call Center	36
Print Media	26
Bus Operators	58
Other	12
N/A	12

13. How would you have made this trip if RMTD's service were not available?

Option	Count
Walk	81
Bike	9
Drive	12
Carpool	23
Taxi/Rideshare	50
No alternative	45
Other	9
N/A	6

14. Are there any times within the week that RMTD service is not available when you need it?

Category	Value
Weekdays	15
Weeknights	29
Weekend Days	35
Weekend Nights	71
Early AM	28
Late PM	48
Other	19
N/A	60

15. If RMTD service in unavailable in the above question, how do you make these trips?

Category	Value
Walk	81
Bike	13
Drive	8
Carpool	35
Taxi/Rideshare	48
No Alternative	39
Other	7
N/A	4
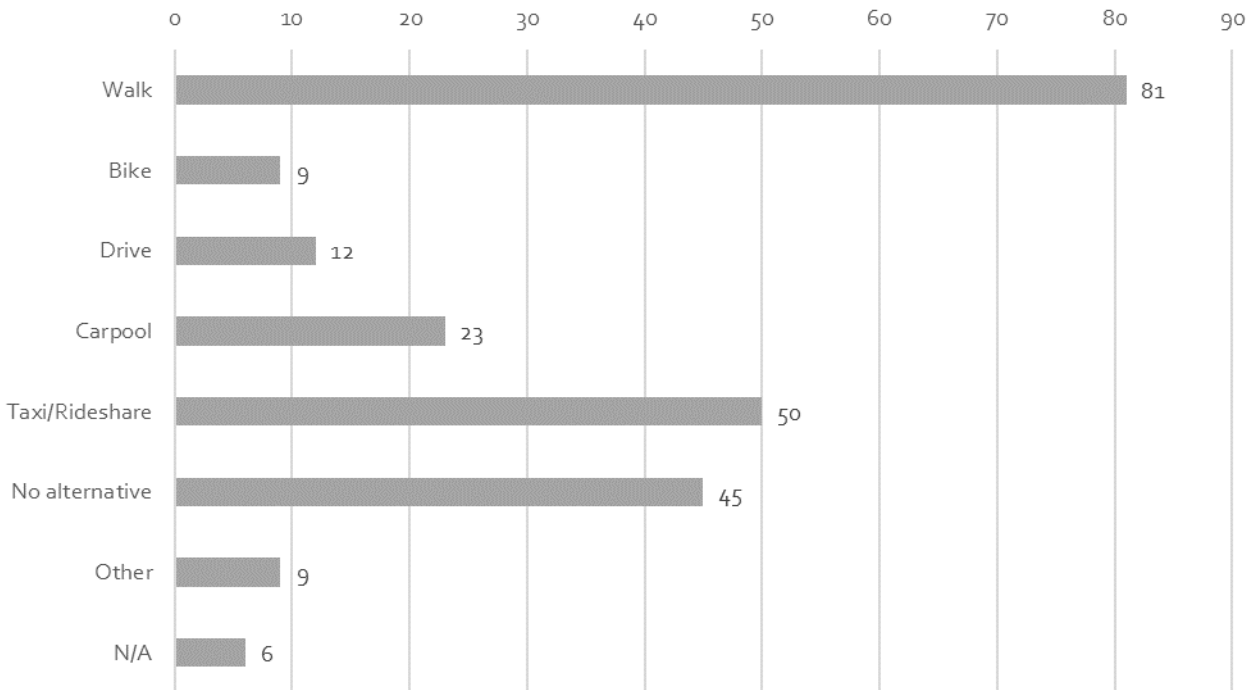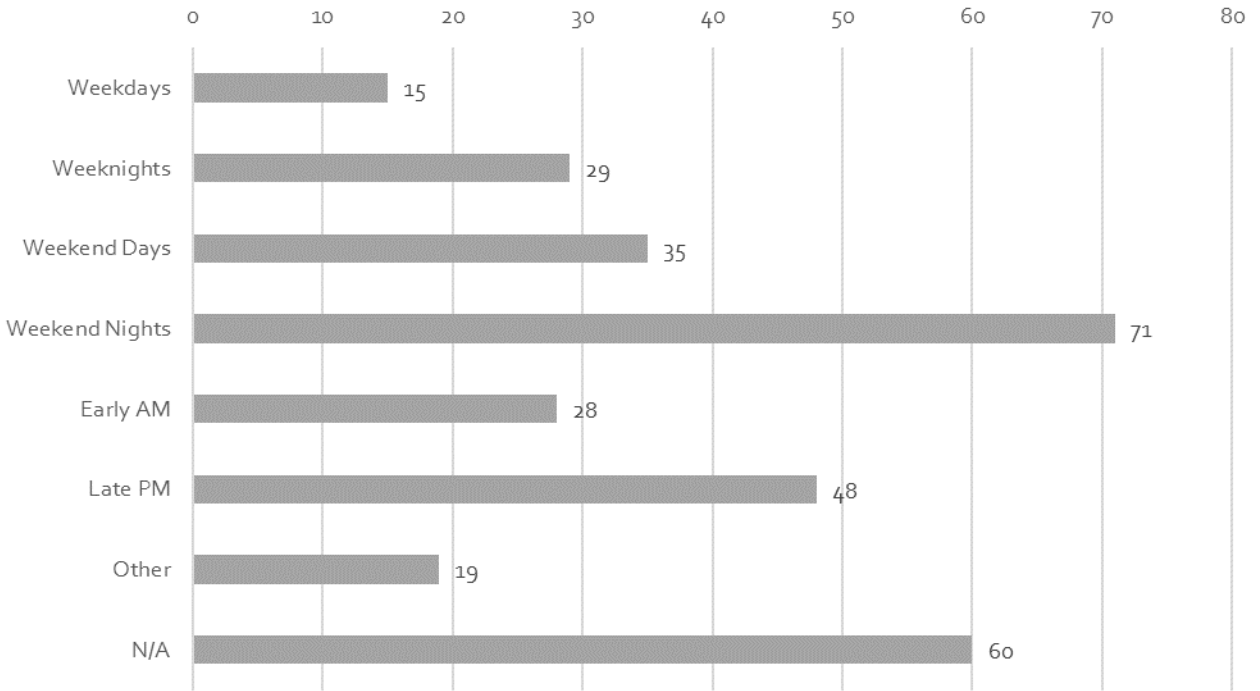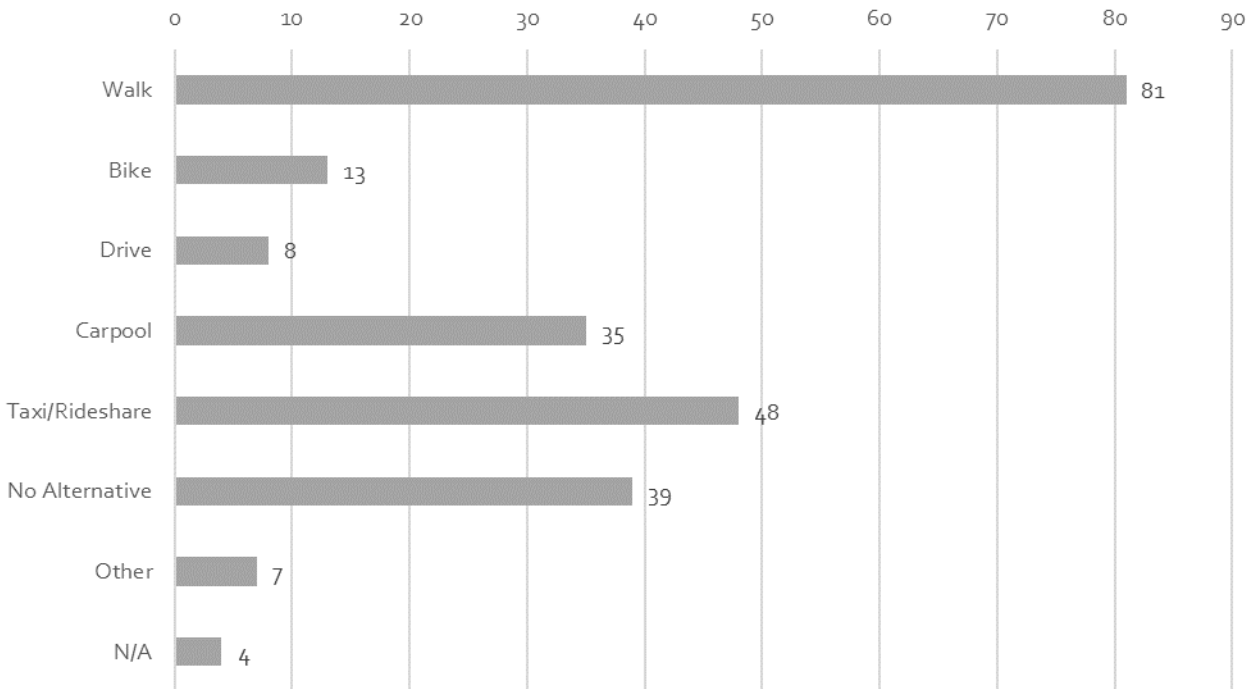
16. In your general experience, please rate the following?

	1	2	3	4	5	N/A	Avg
A. Bus Timeliness	9	9	43	61	93	20	4.00
B. Driver Courtesy	9	9	31	49	113	24	4.20
C. Vehicle Cleanliness	12	14	47	58	62	42	3.75
D. Facility Cleanliness	12	14	34	54	66	55	3.82
E. Print Information	6	8	32	39	91	59	4.14
F. Web Resources	5	13	30	34	64	89	3.95
G. Customer Service	10	13	27	41	96	48	4.07
H. RMTD Overall	1	5	36	55	91	47	4.22

17. What should the top three (3) priorities be for RMTD?

Add or improve bus routes in underserved locations	84
Have weekday buses come more often	105
Enhance existing weeknight service	77
Enhance existing Sunday service	86
Add night service on weekends	112
Improve connections to additional transit markets (Freeport, Beloit, Chicago, etc.)	38
Rider education/technology	17
Upgrade bus stop infrastructure	37
Other	26
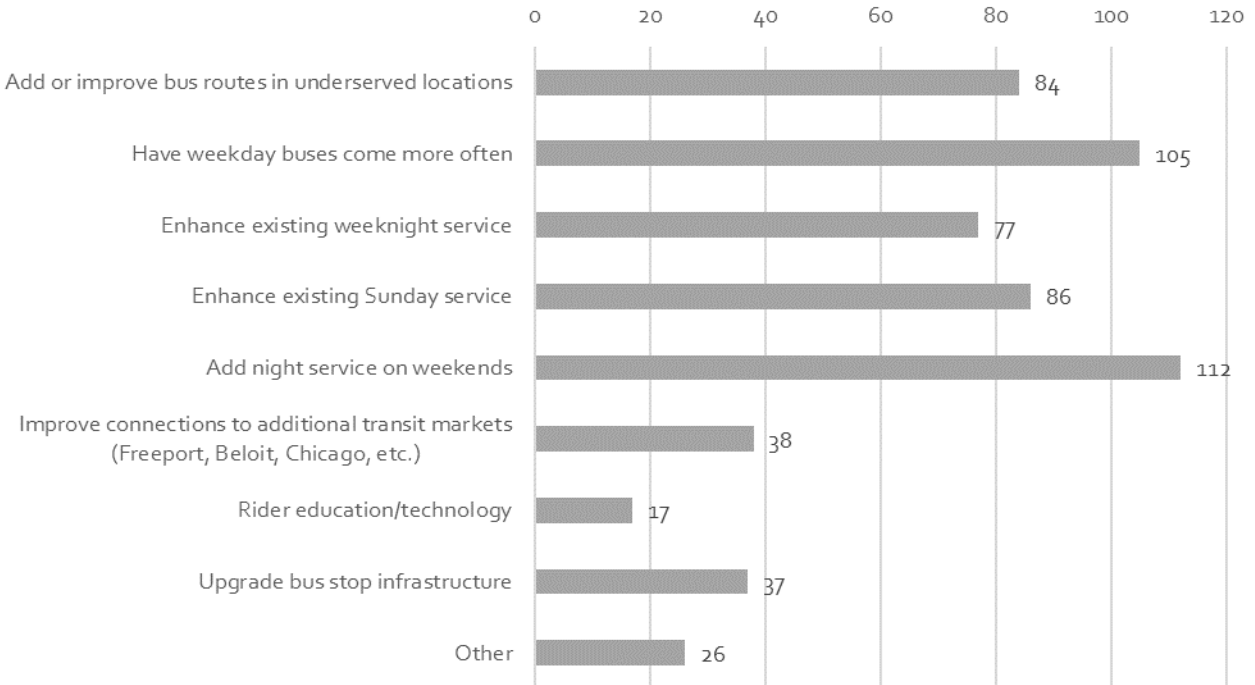
18. Do you have a valid driver's license?

Response	Count
Yes	60
No	164
N/A	11
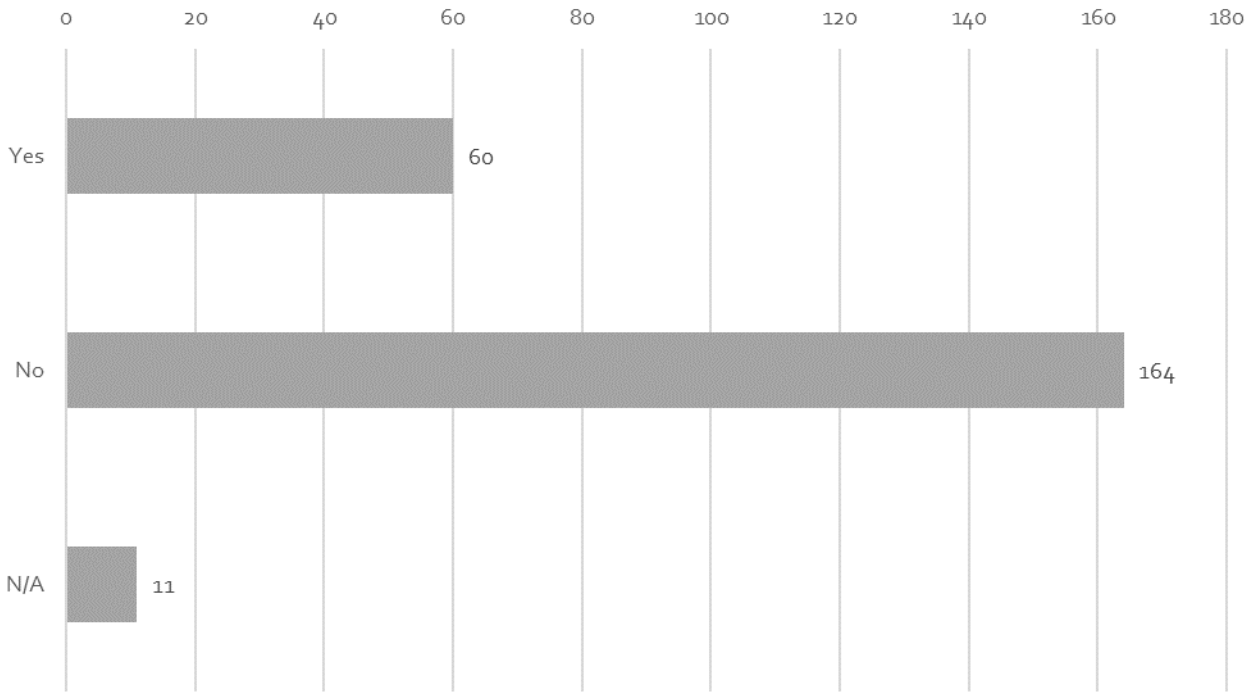
19. How many operating vehicles do you have in your household?

Response	Count
0	170
1	40
2	10
3+	2
N/A	13

20. What is your age group?

Age group	Count
<18	4
18-34	60
35-64	132
65+	25
N/A	14
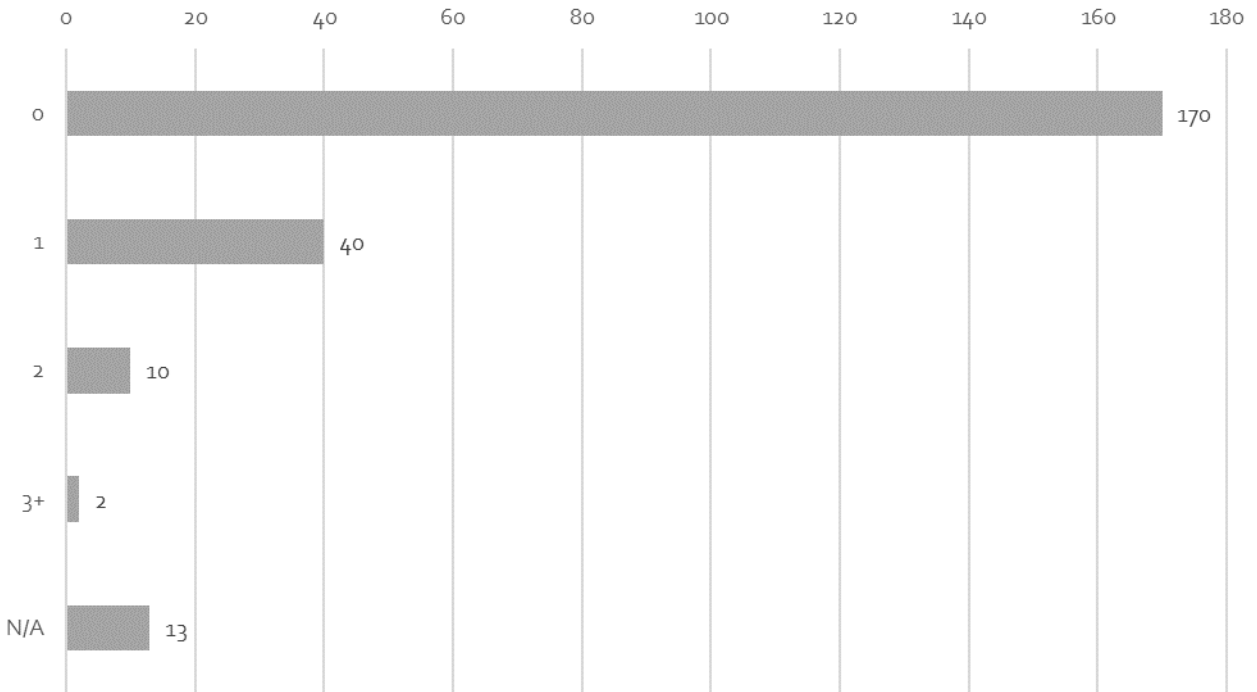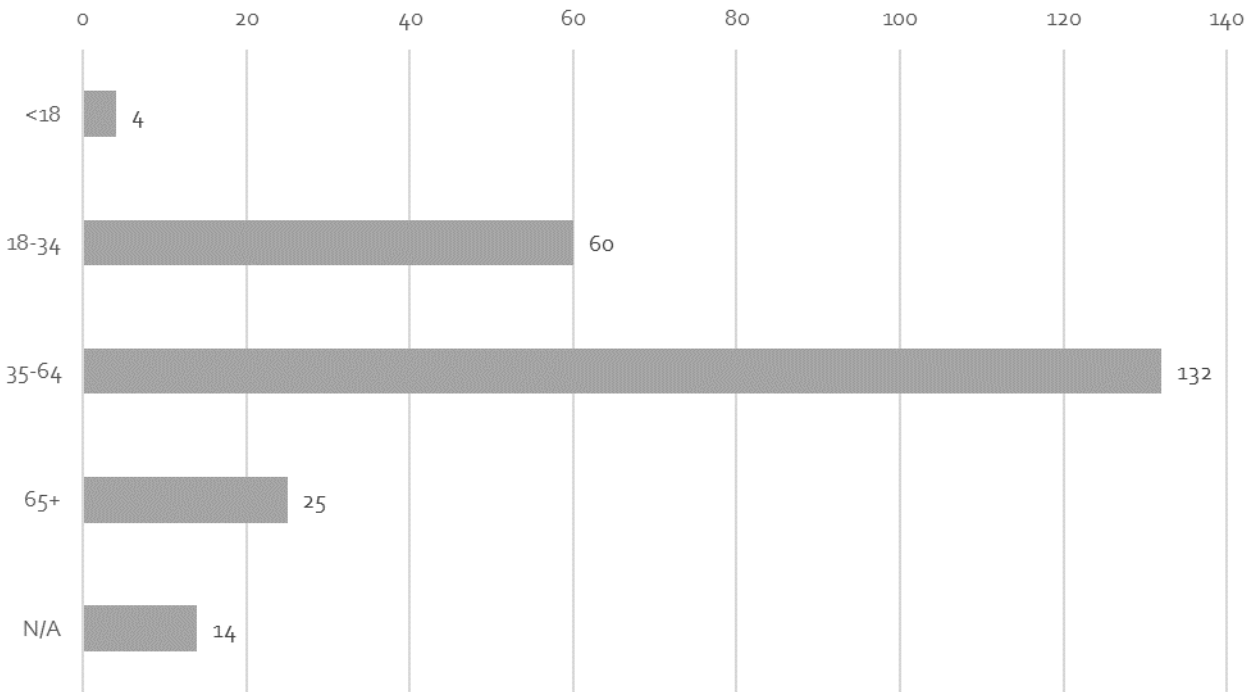
21. What is your annual household income?

Income	Count
Less than $15,000	118
$15,000-$24,999	31
$25,000-$39,999	39
$40,000-$59,999	11
$60,000-$79,999	3
$80,000 or more	2
N/A	31
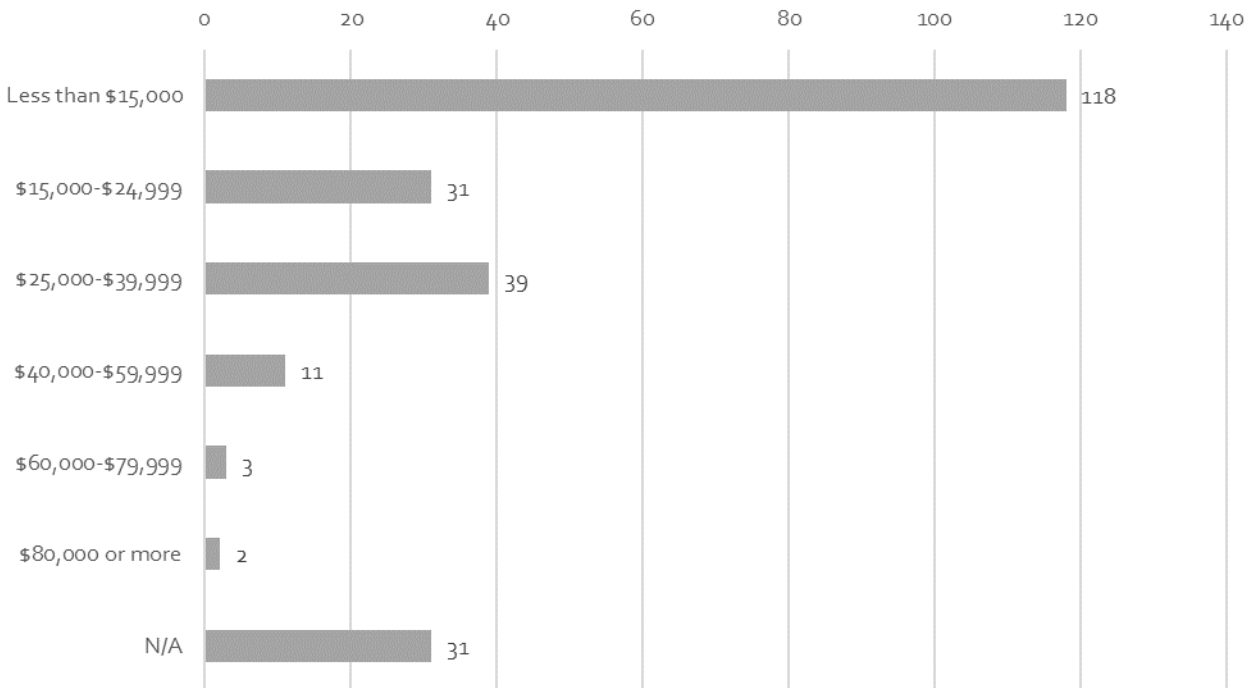
22. What best describes your racial or ethnic background?

Category	Value
White/Caucasian	84
Black/African American	108
Hispanic/Latino	6
Asian	2
American Indian/Alaskan Native	3
Native Hawaiian or Pacific Islander	2
Other	13
N/A	17
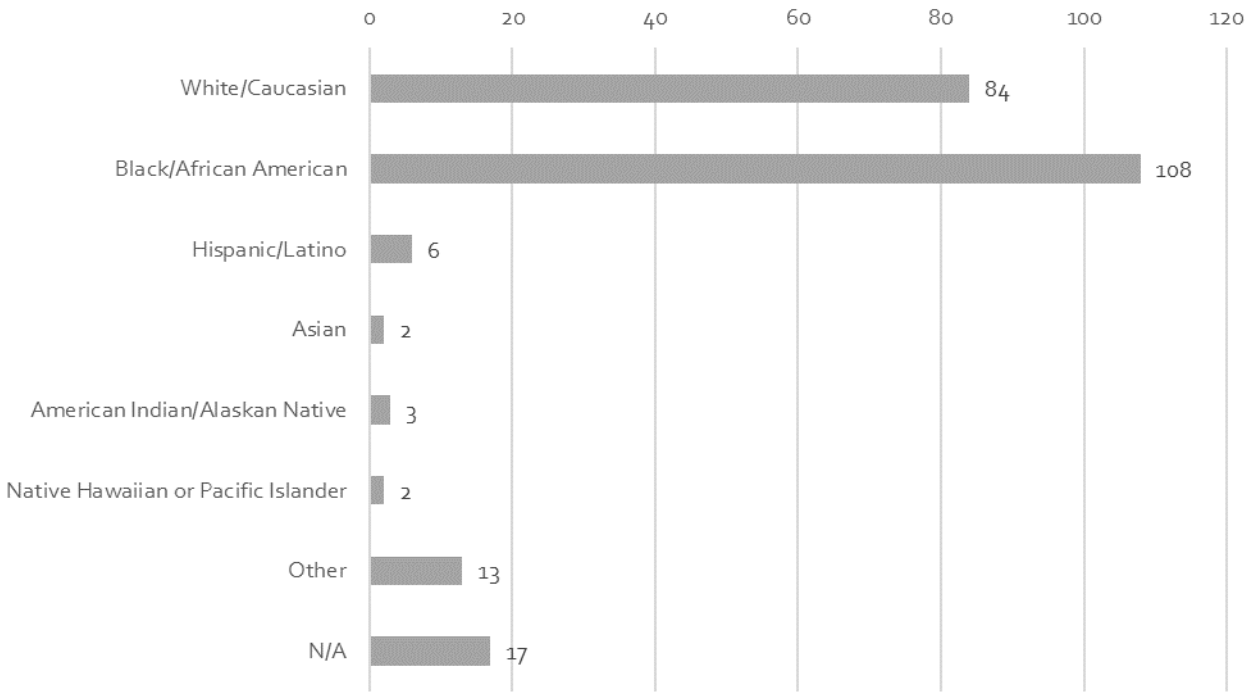
23. What is your five-digit zip code?

Zip Code	Value
61008	2
61038	1
61101	38
61102	30
61103	48
61104	35
61106	1
61107	18
61108	13
61109	12
61111	11
61114	2
61115	4
N/A	20
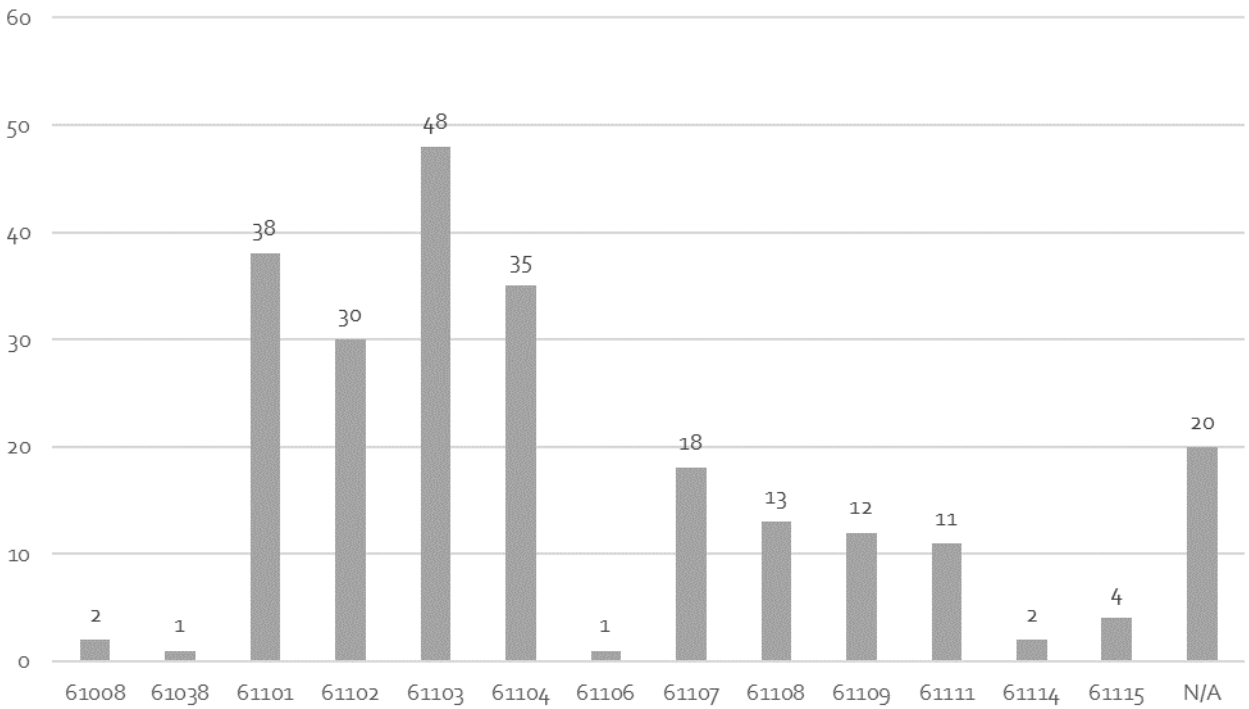
Appendix-Comments

A5. What other public transportation services do you use?

Taxi/Uber

A8. For which of the following purposes do you use public transportation?

Only when I'm travelling and in a place with good public transit
Find options for work or school.
When car is being repaired
I would like to donate public transportation to person that needs it!
When vehicle not running
When car is in repair shop

A12. How would you prefer to receive service updates?

Mail
Email
Mail
Email
Email
Text

A13. How would you have made this trip if RMTD's service were not available?

Uber/Lyft
Lyft
Stepping Stones

A14. Are there any times within the week that RMTD service is not available when you need it?

Saturdays
Sundays for Church
Holidays
Early Sunday
Holidays
Holidays

Sunday
Sunday is very limited
Sunday
Sunday Nights
Between morning and noon
Sundays
Sunday AM
Holidays
Holidays

A15. If RMTD service is unavailable in the above question, how do you make these trips?

Uber/Lyft

A17. What should the top three (3) priorities be for RMTD?

Late PM Service
Driver Courtesy/Timing
Provide more bus shelters
Call Center Representatives
More buses to Belvidere
Service be more on time
Holidays
One Day Ride All Pass
Have longer bus route times Monday-Friday
RouteShout Bus Locations Live
Make sure the driver at North Towne wait for all the bus to come in before they leave
Open closed bathrooms
Sunday until 8:30pm extend
Google Maps Transit Weekend and Night schedule is unavailable
Add more bus shelters
More buses so we don't have to wait hours for next bus
Stay out of people's business

Have more transfer locations
Take Disability Card Downtown
Change the color of the bus so that some people can know where they are going
RMTD Link to Walton St Van Galder Bus Station
Belvidere to Rockford and back more often
Need to be more friendly & not rude &stop hanging up in customers faces & being argumentative
Saturday until 8:30pm extend time
Let people off the bus wherever they need
Fix Transit System app

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