



WALKER
CONSULTANTS

Monmouth Independence Transit Project

Community Mobility Survey Results

Survey Period 10/15 to 11/22/2020

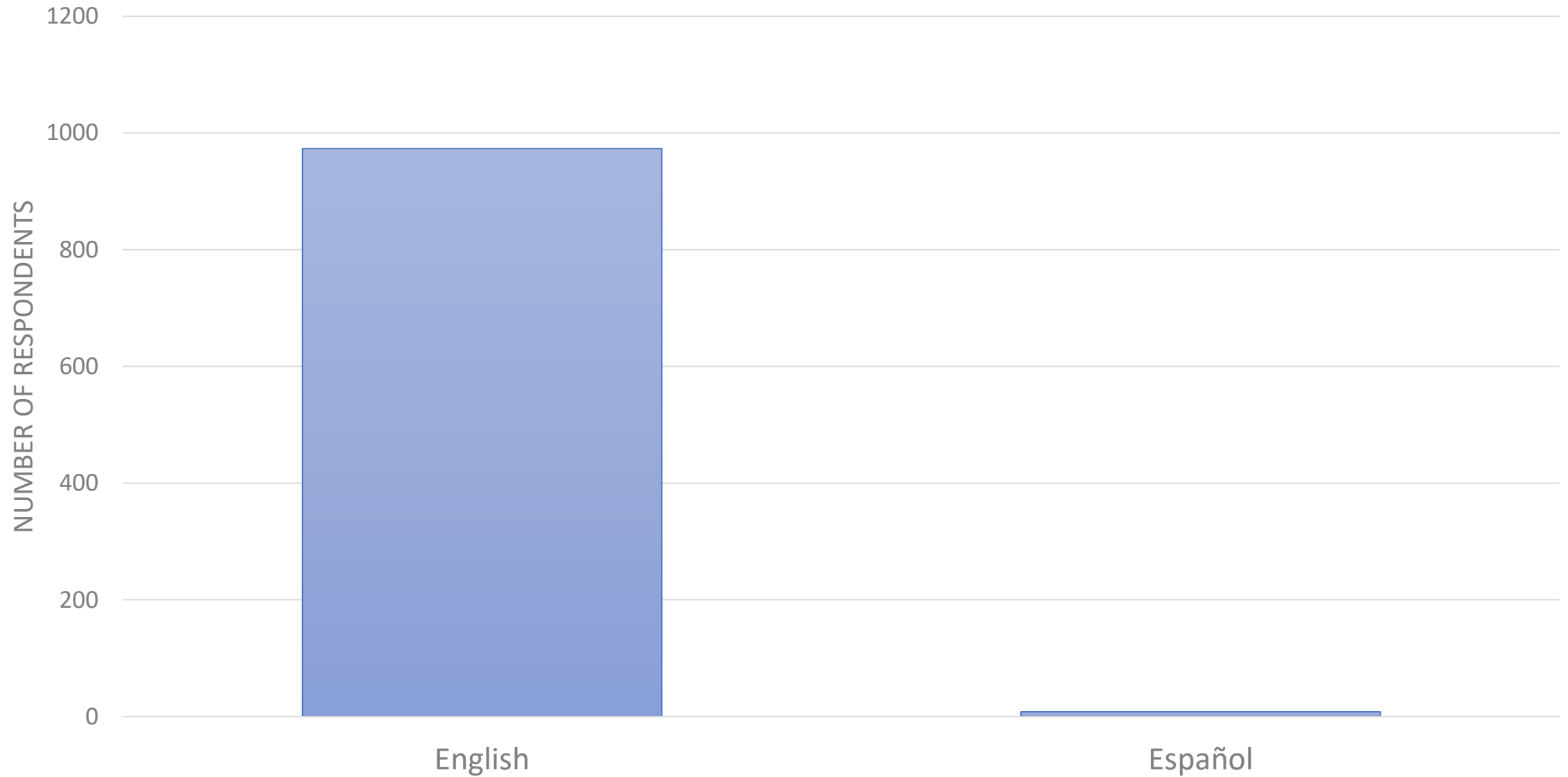
Survey Key Findings

- Most respondents have their driver's license and access to at least one vehicle.
- Many respondents go to Salem/Keizer for healthcare/doctor or retail shopping.
- Monmouth/Independence is the most common destination for grocery shopping, recreation/exercise, church/charity, work, and school.
- For restaurants/bars and social/family engagements, Monmouth/Independence closely followed by Salem/Keizer were the most common destinations.
- More than half of respondents drive to the above-referenced destinations. Recreation/exercise and school have the lowest drive rates at 54% and 55%, respectively.
- The four most common locations respondents preferred to be served by future transit service are Waremart, Monmouth/Independence libraries, Roth's Fresh Market, and Western Oregon University.
- Most respondents indicated that the service should run everyday or Monday through Saturday.
- The majority of respondents would be willing to pay at least \$0.50 for the service

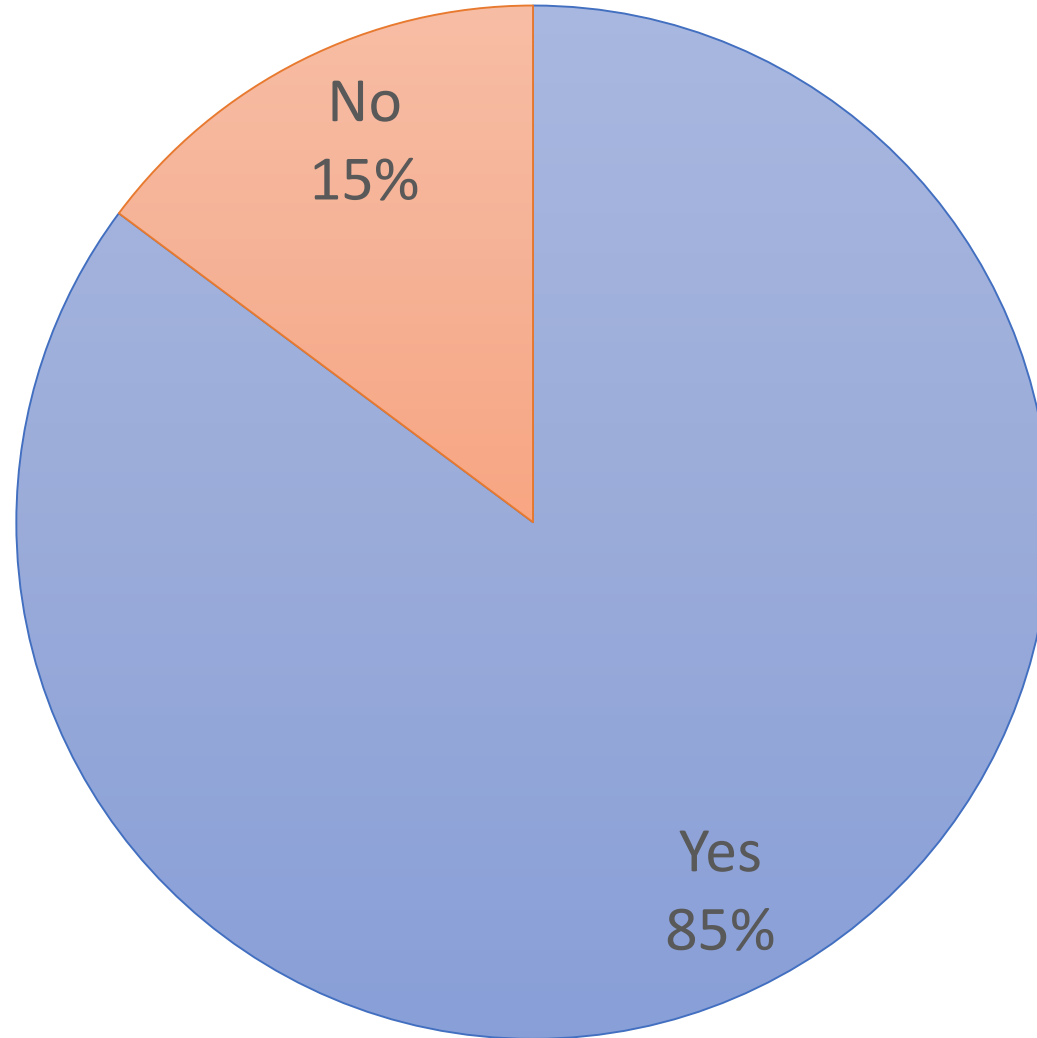
Survey Key Findings

- The trolley vehicle was the most popular transit vehicle among survey respondents.
- A majority of respondents prefer a fixed route or flex route, with 36% of respondents preferring a fixed route and 43% preferring a flex route.
- A majority of respondents would not be willing to wait more than 15 minutes for the service or walk more than 10 minutes to a transit stop.
- The presence of bus shelters, availability of a mobile app, and ability to get arrival information from a mobile app were the factors that had highest ratings among respondents in terms of importance of using the service.
- While overall respondents indicated that they were more likely to use the transit service once the pandemic is over, if measures are taken to improve the safety of the service (i.e., wearing face masks and offering hand sanitizer), the average rating reported was 5.9 on a scale between 1-10 in terms of likelihood of riding the service.
- One limitation of the survey is it is heavily skewed toward students. About 50% of respondents indicated that they are students and are between ages 16-25. Also, over 70% of respondents were female, so survey results largely reflect their preferences.

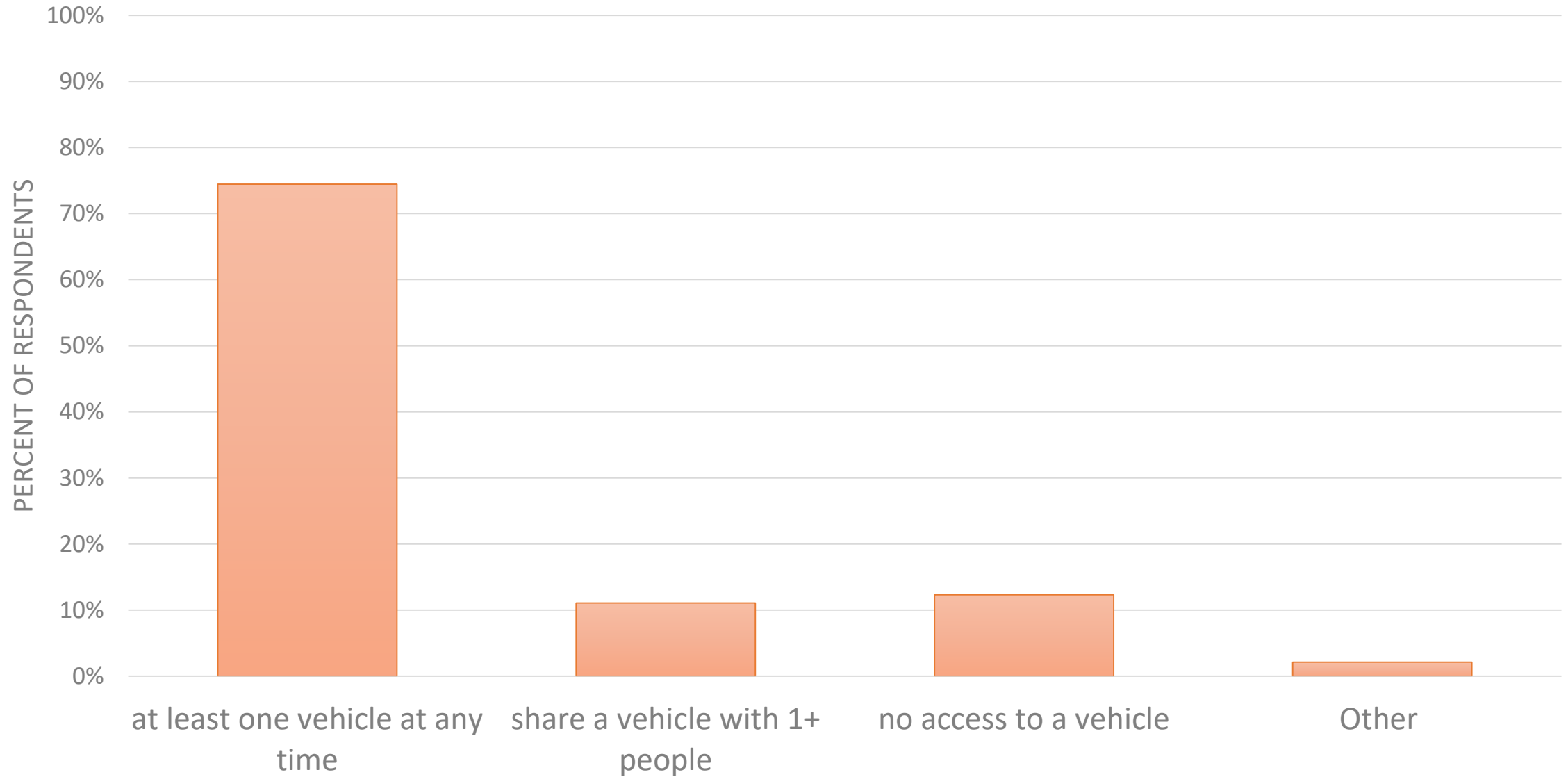
Q1 Selected Language for Survey



Q2 Do you currently have a driver's license?

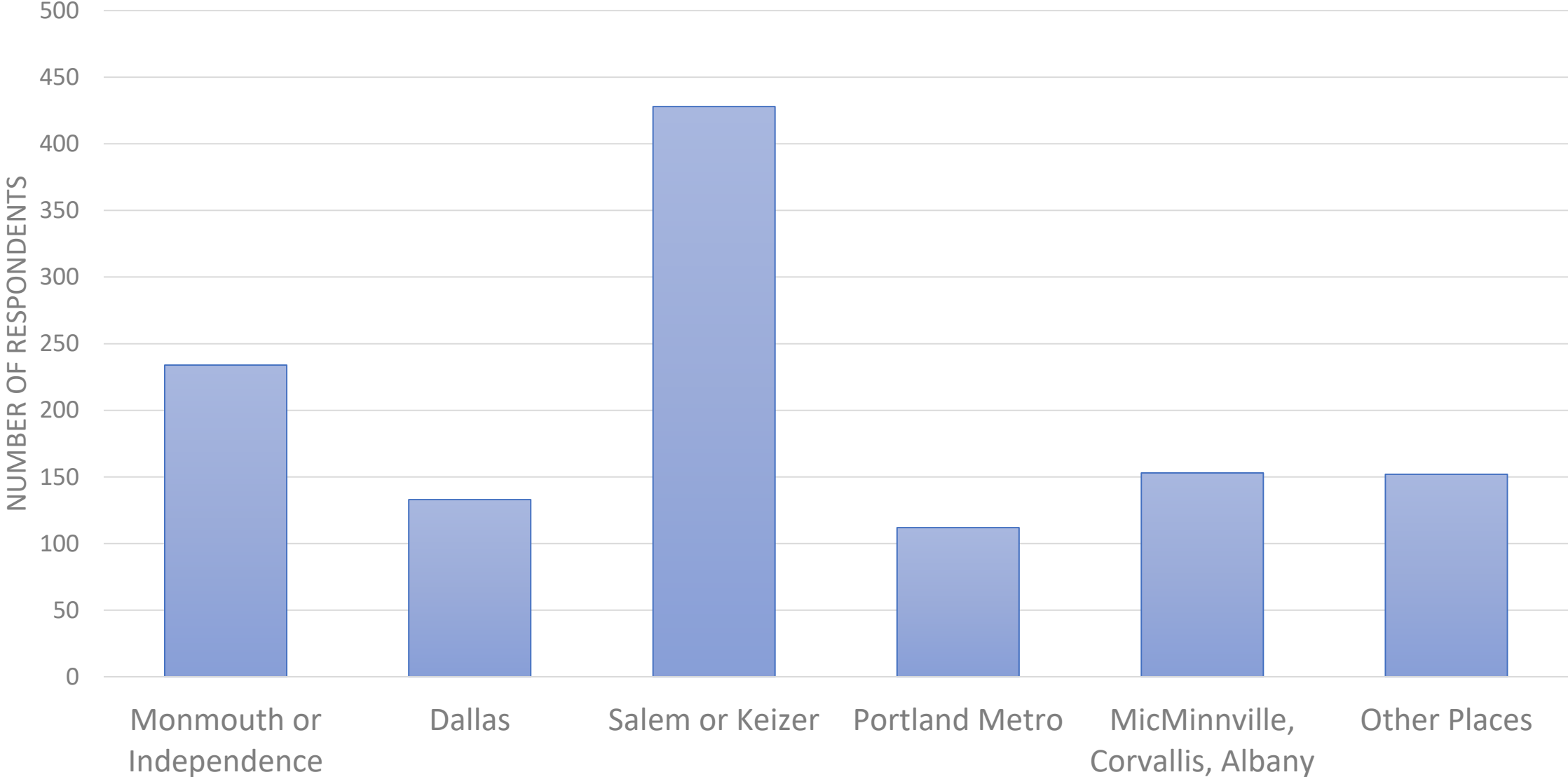


Q3 Which of the following best describes your current access to a motorized vehicle?

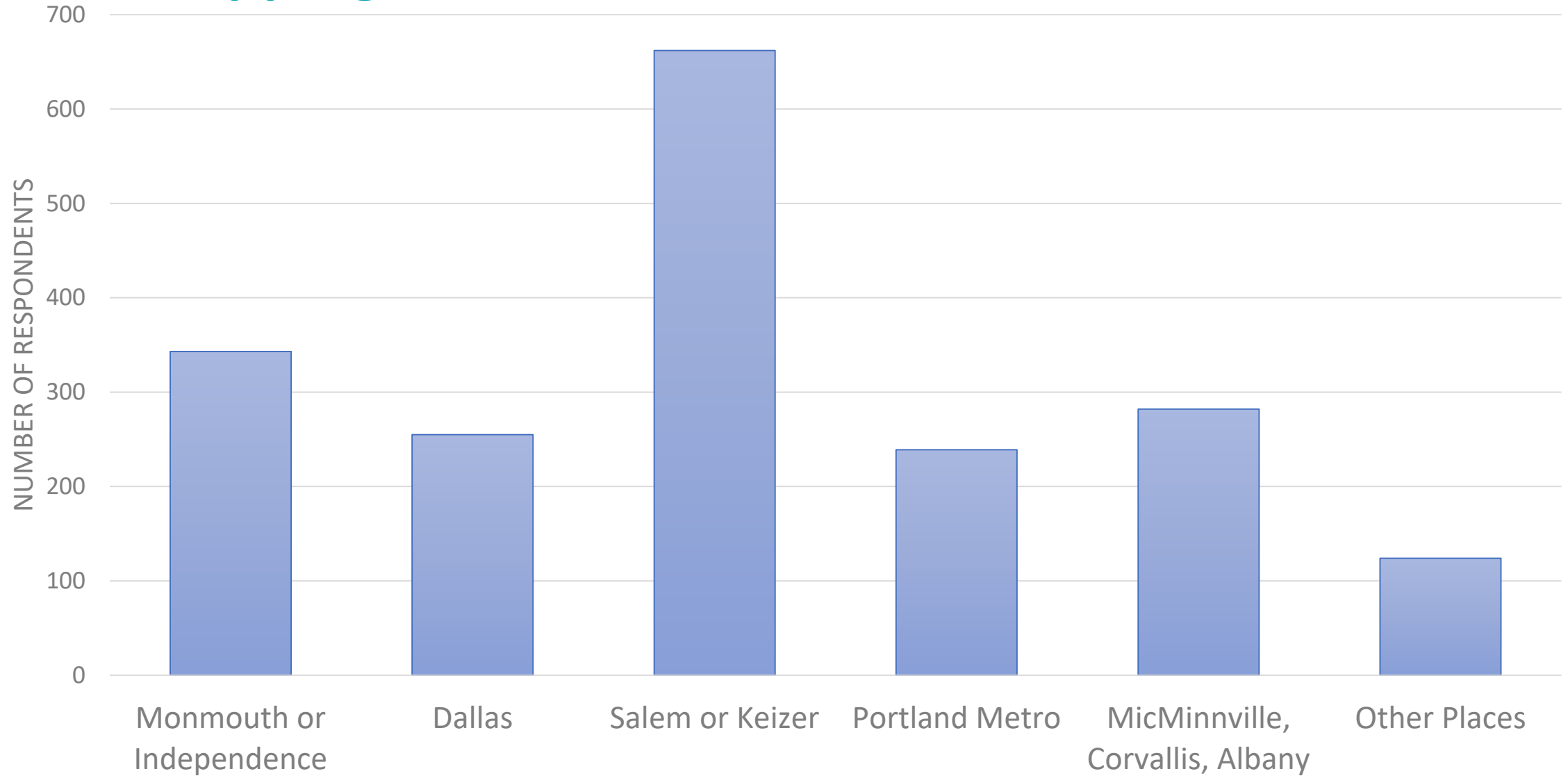


Q4 Before the COVID-19 pandemic, where did you use to go for the following purposes or destinations? (select more than one location, if applicable)

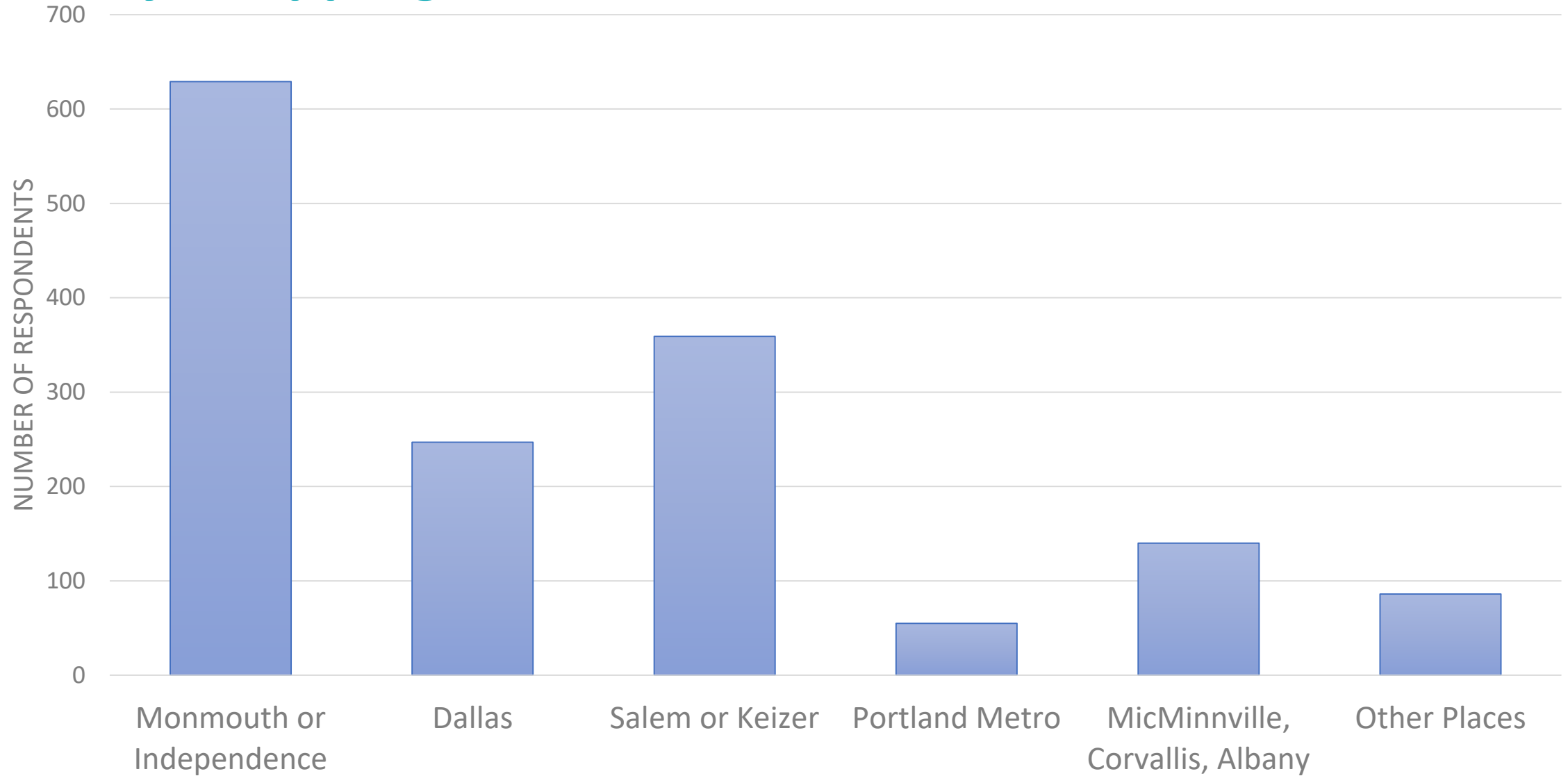
Healthcare or Doctor



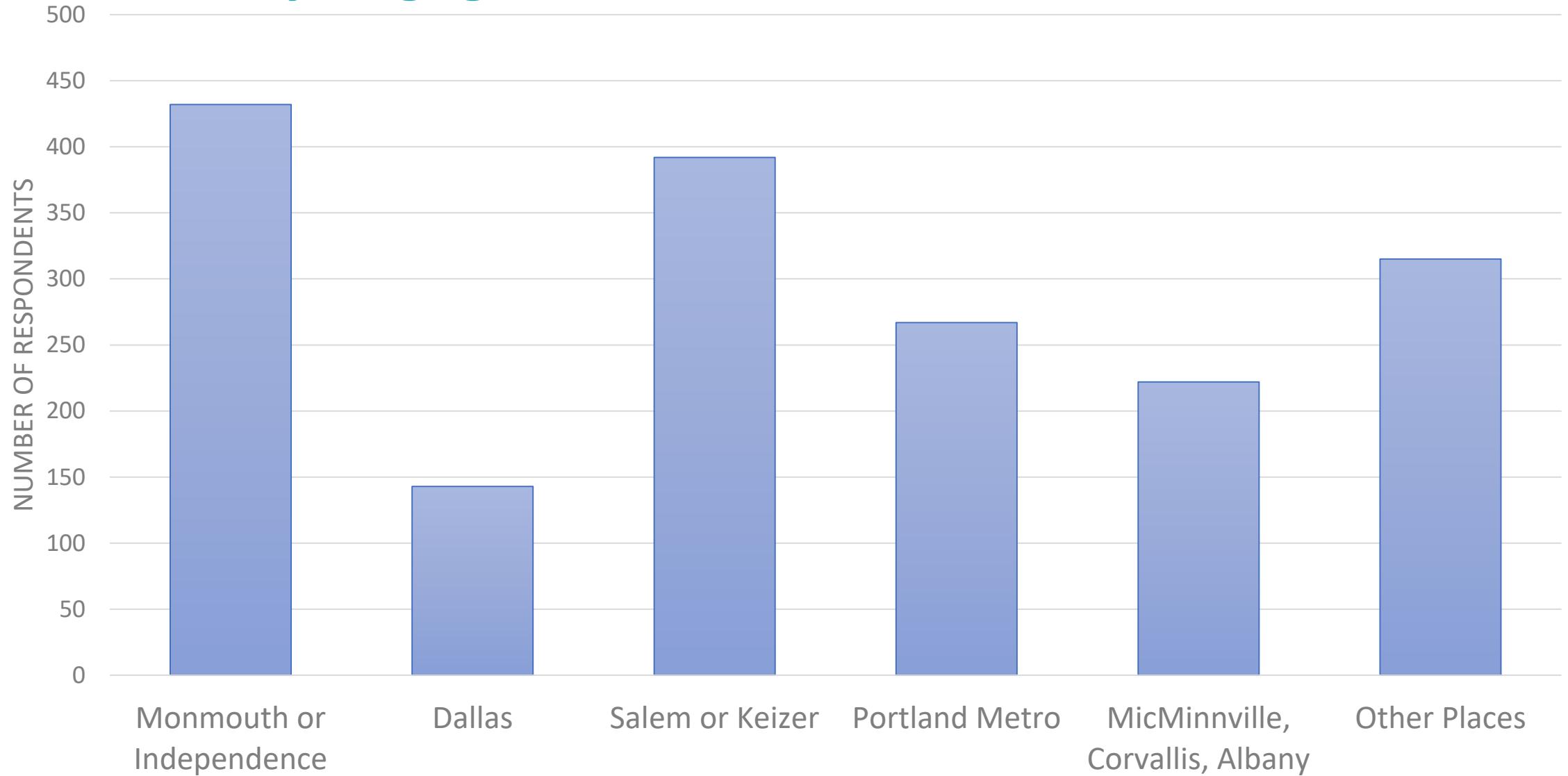
Retail Shopping



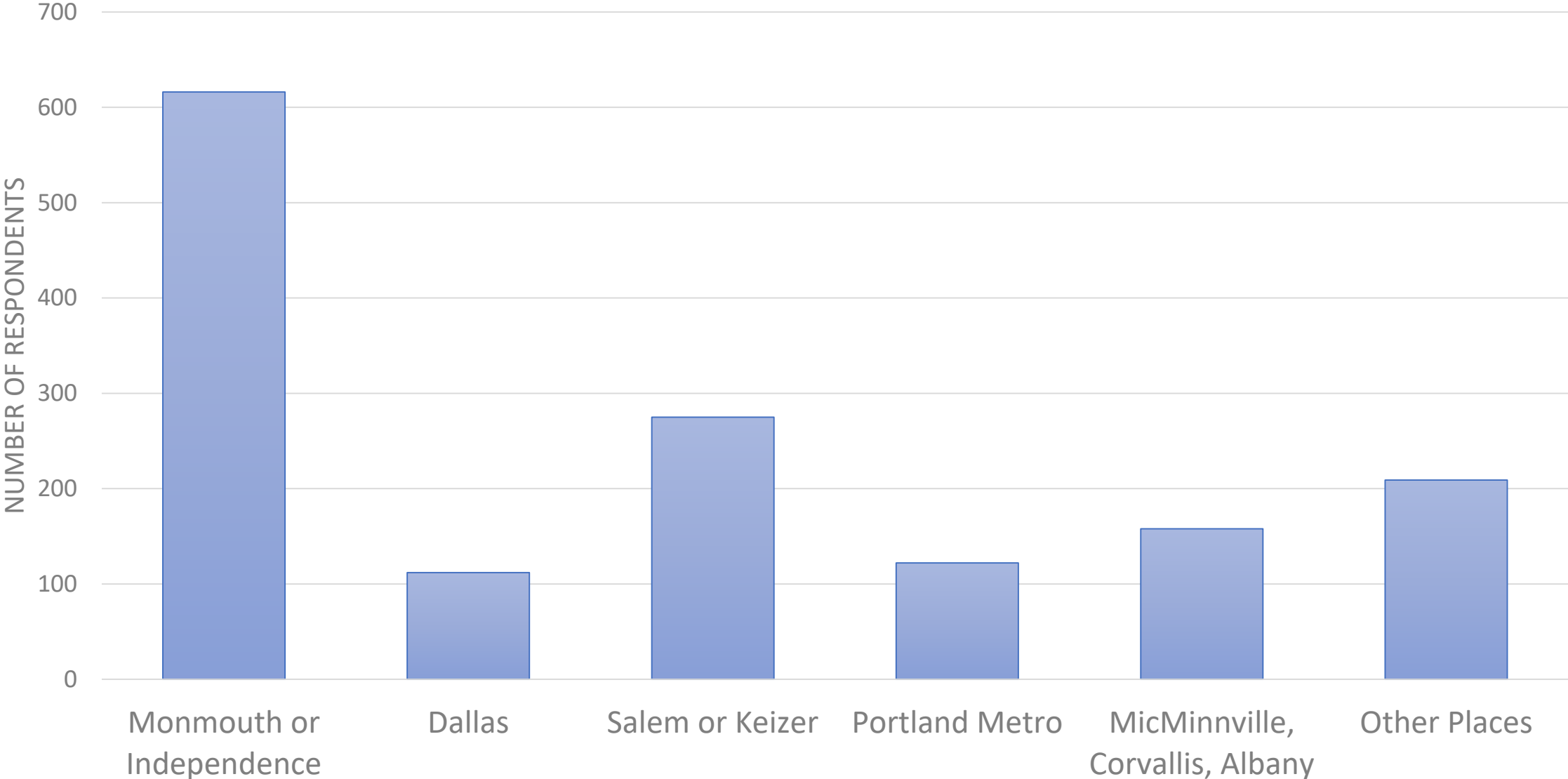
Grocery Shopping



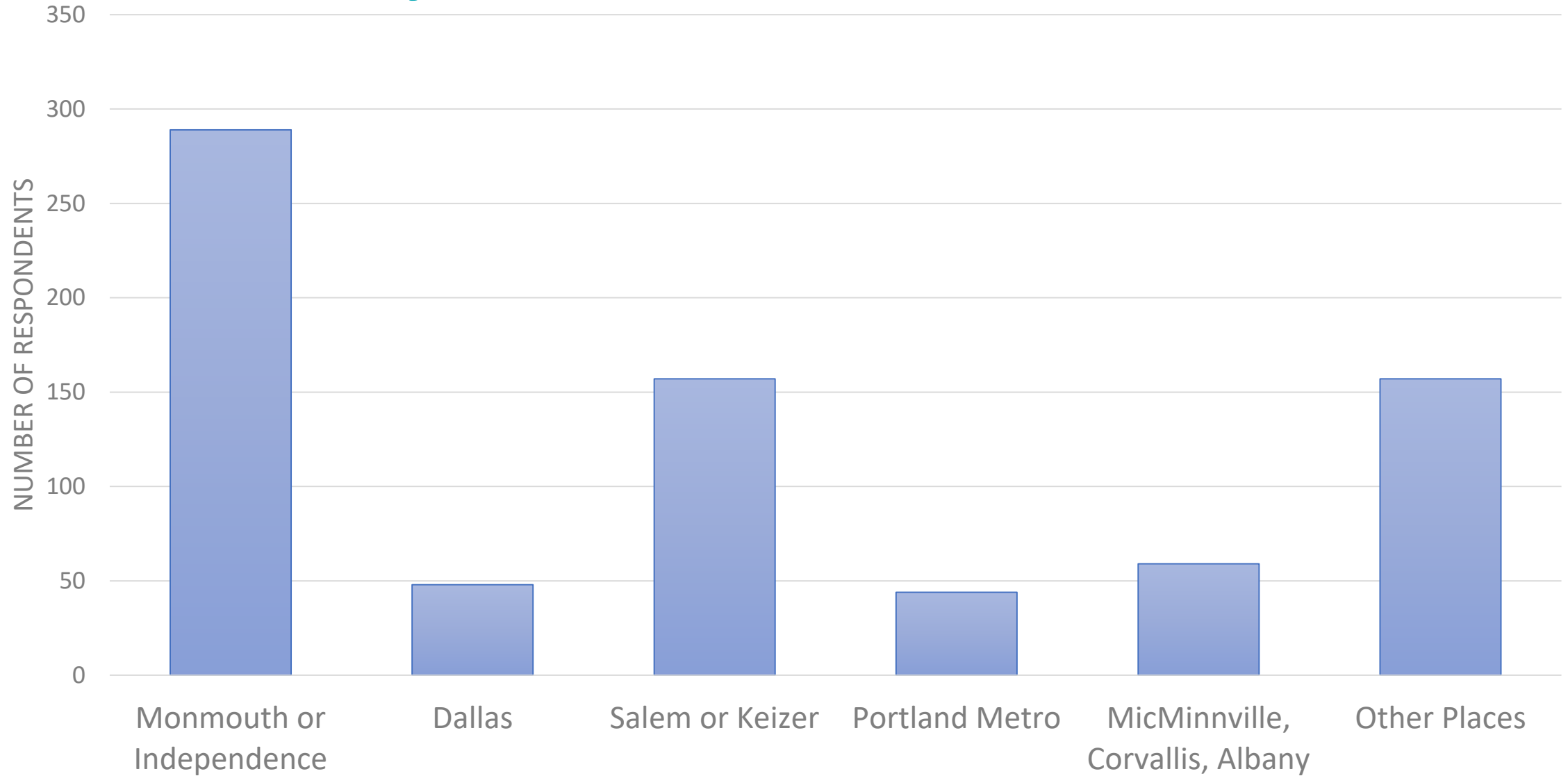
Social/family Engagements?



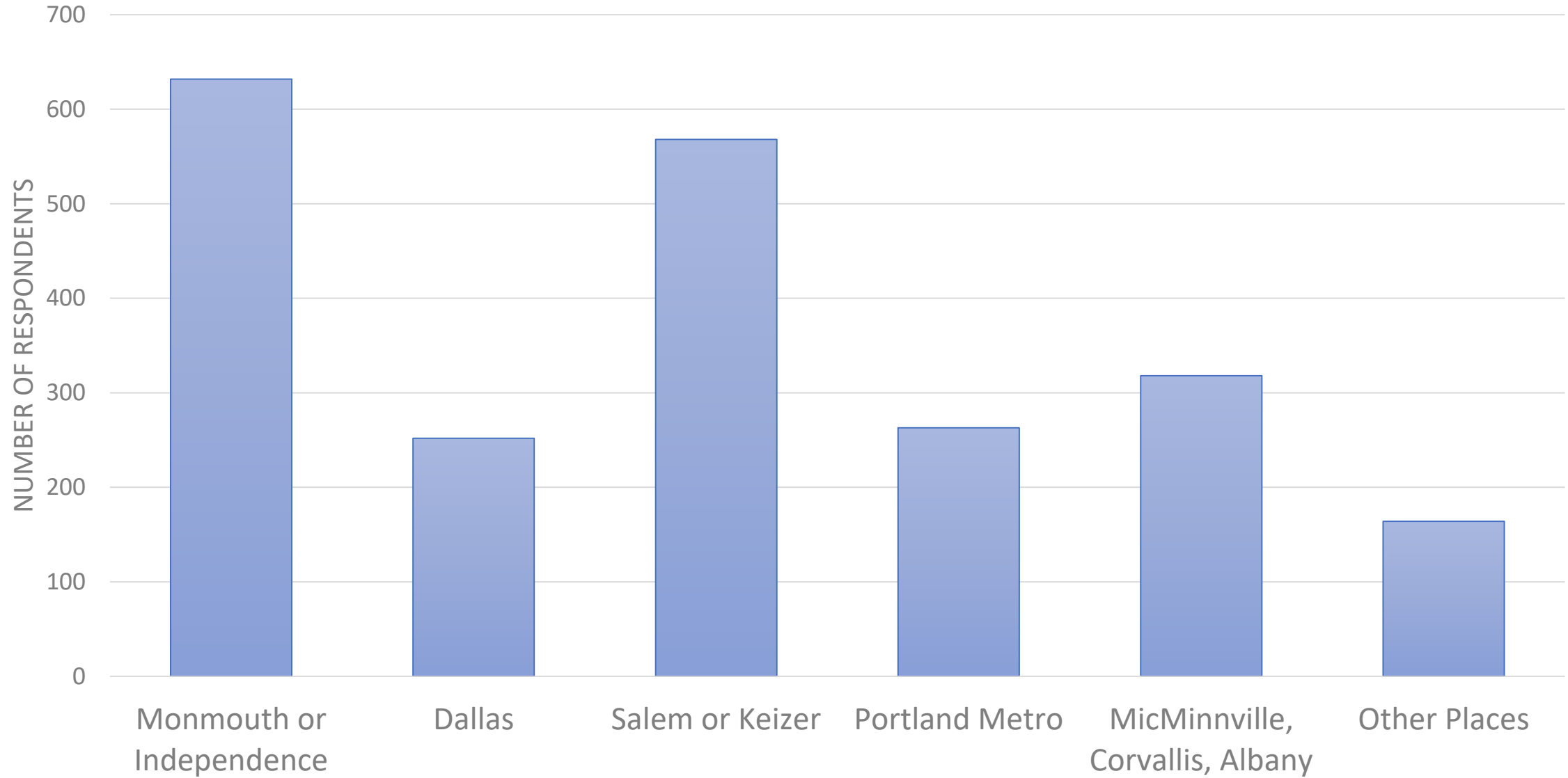
Recreation, Exercise



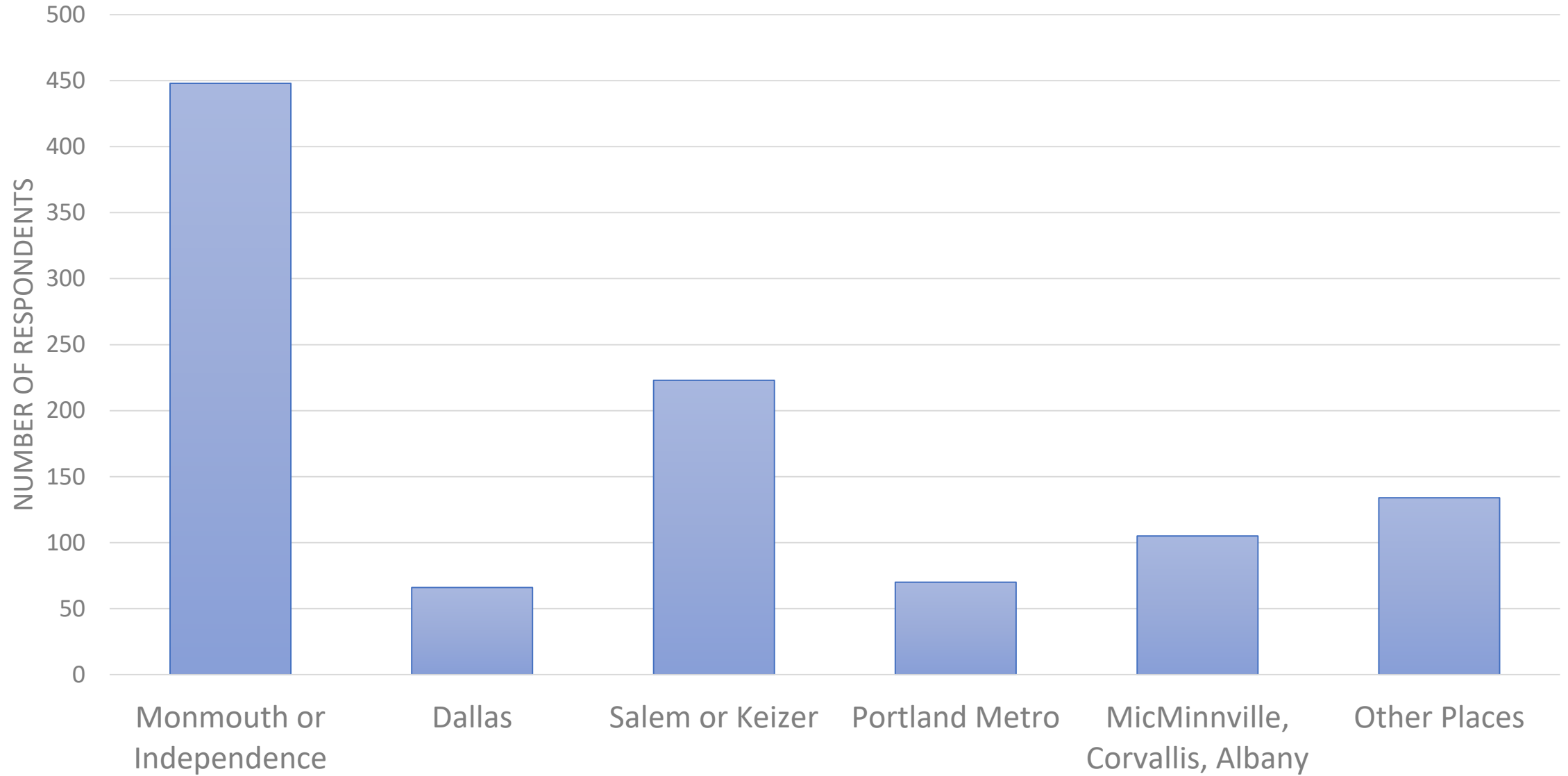
Church or Charity



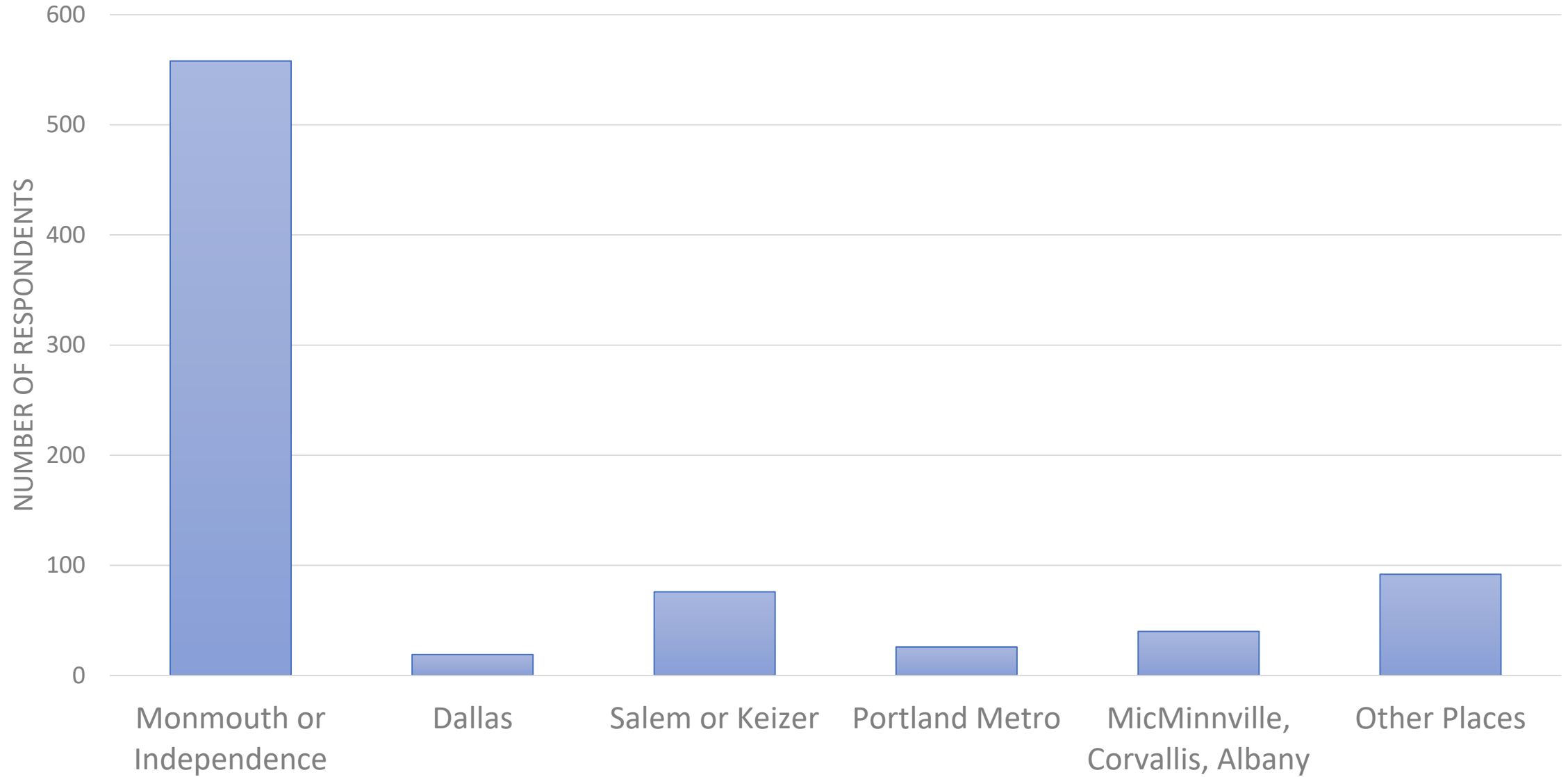
Restaurants, Bars



Work

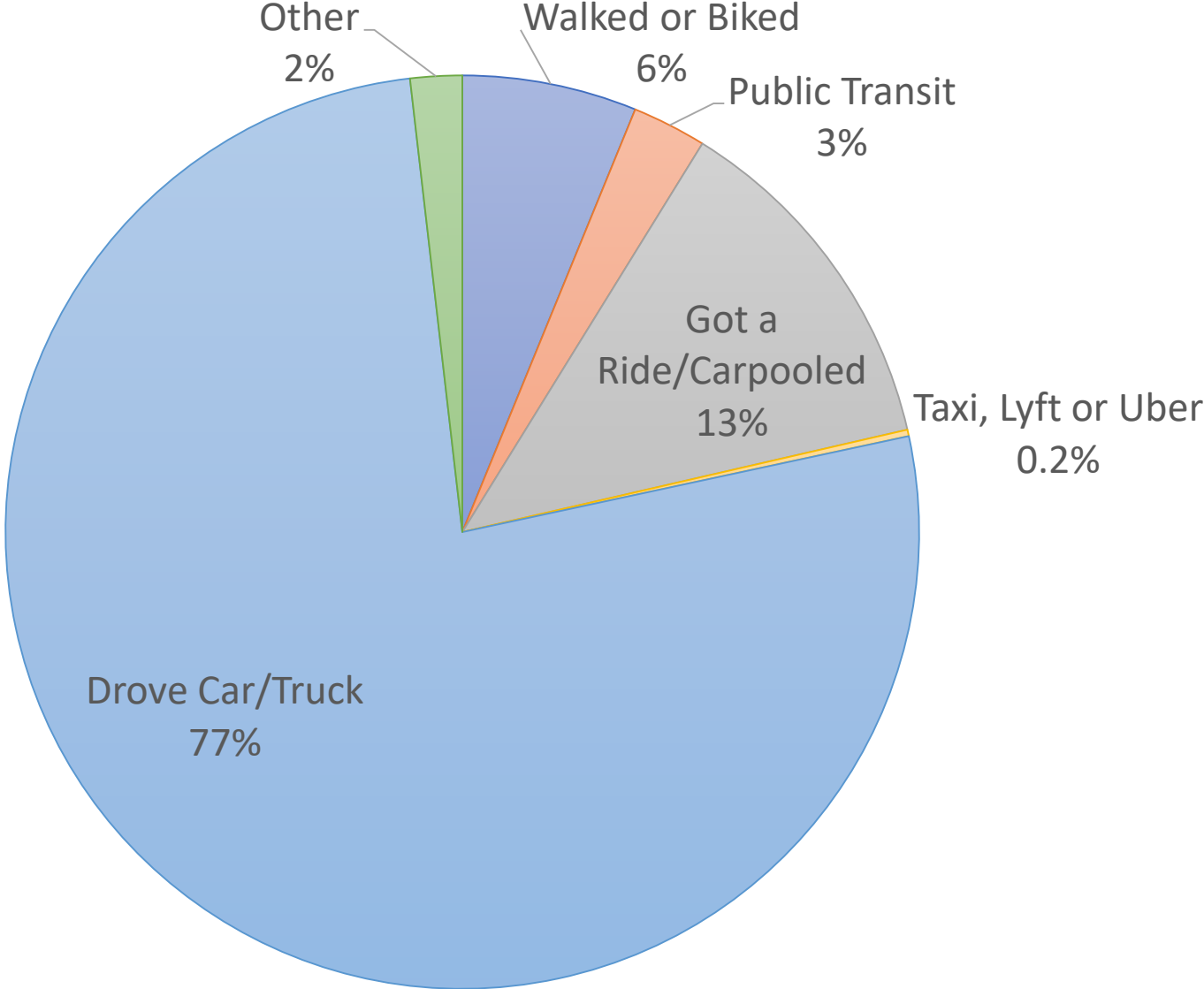


School

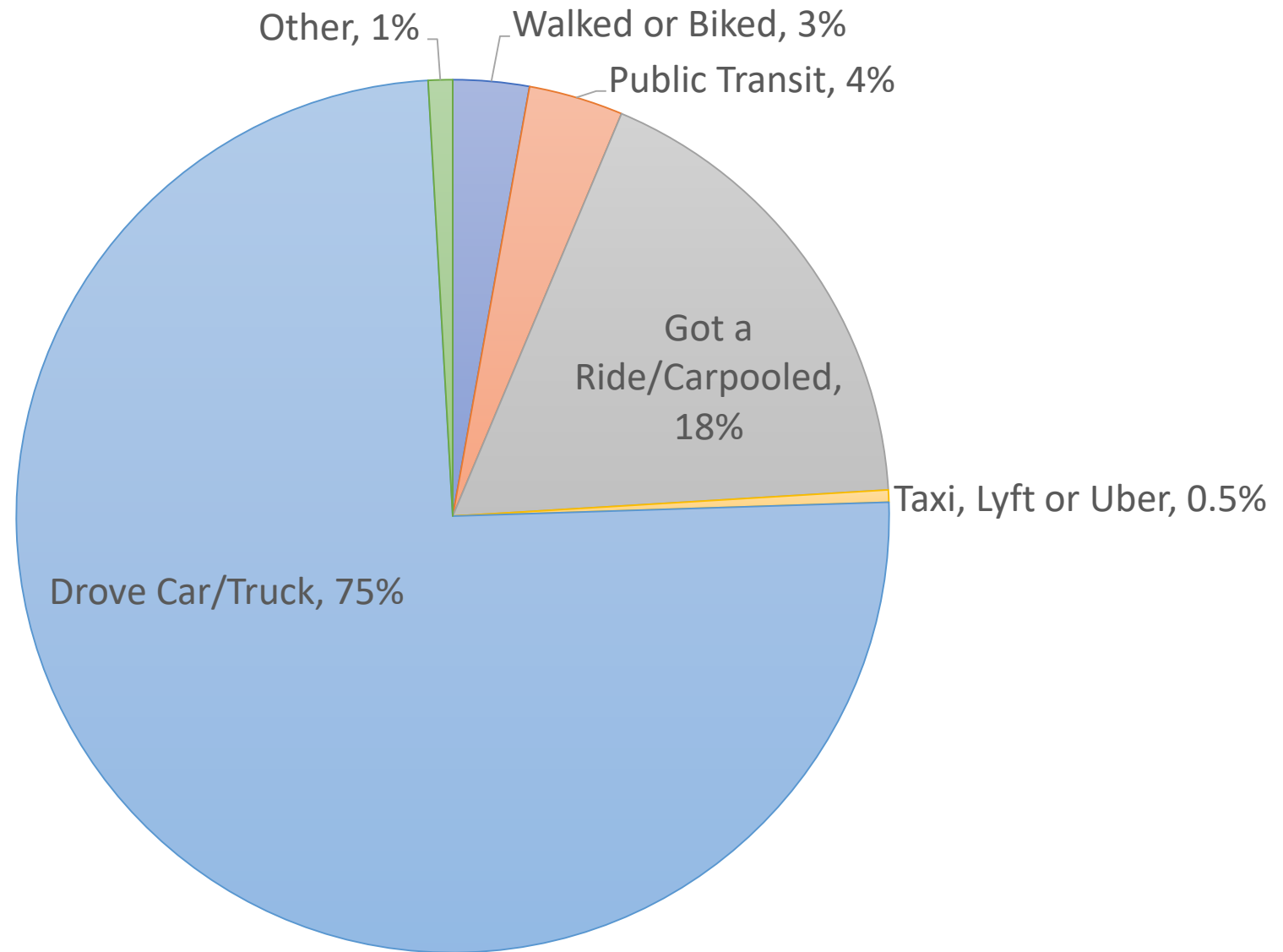


Q5 What mode of transportation do you typically use to travel to the following destinations or purposes?

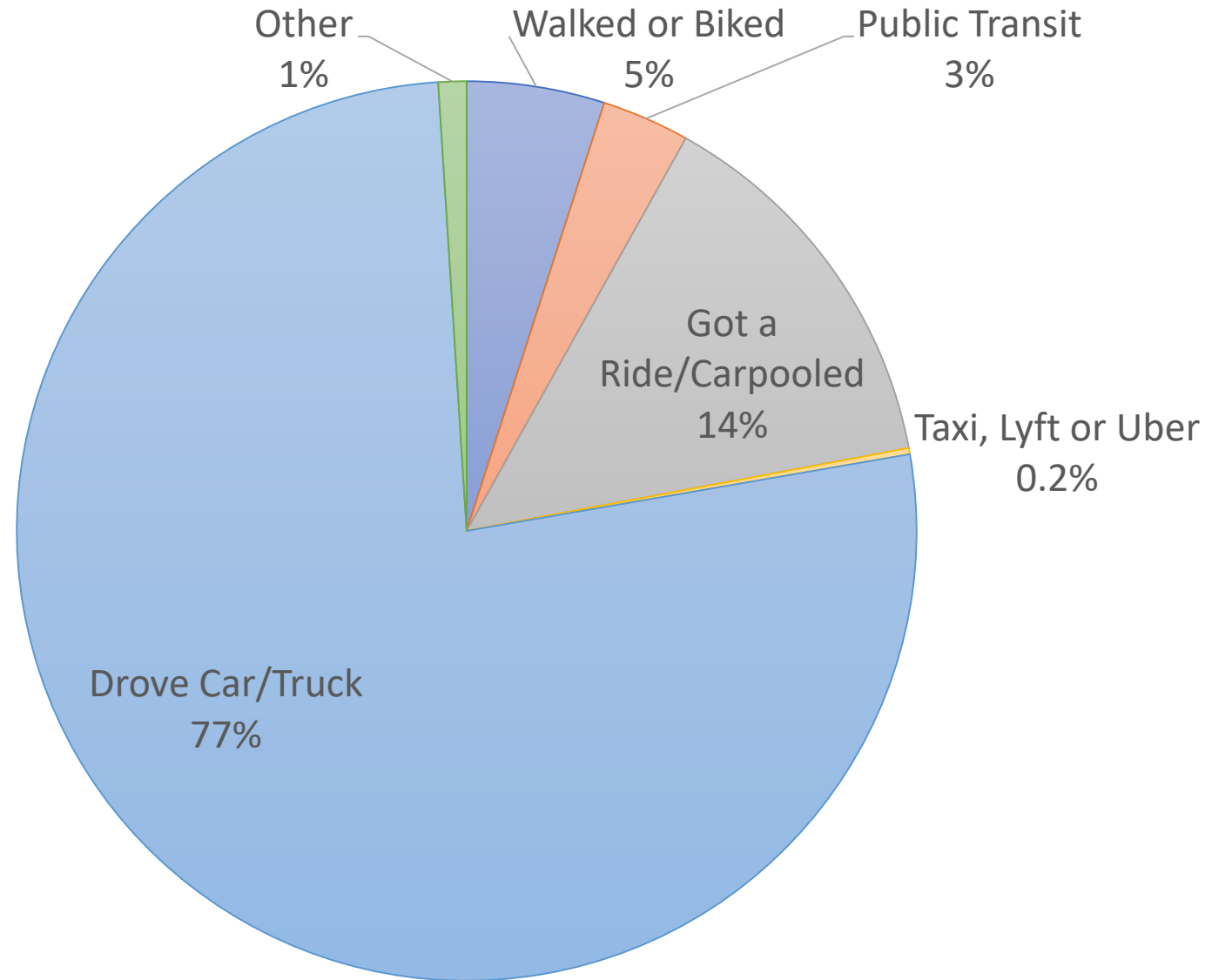
Healthcare or Doctor



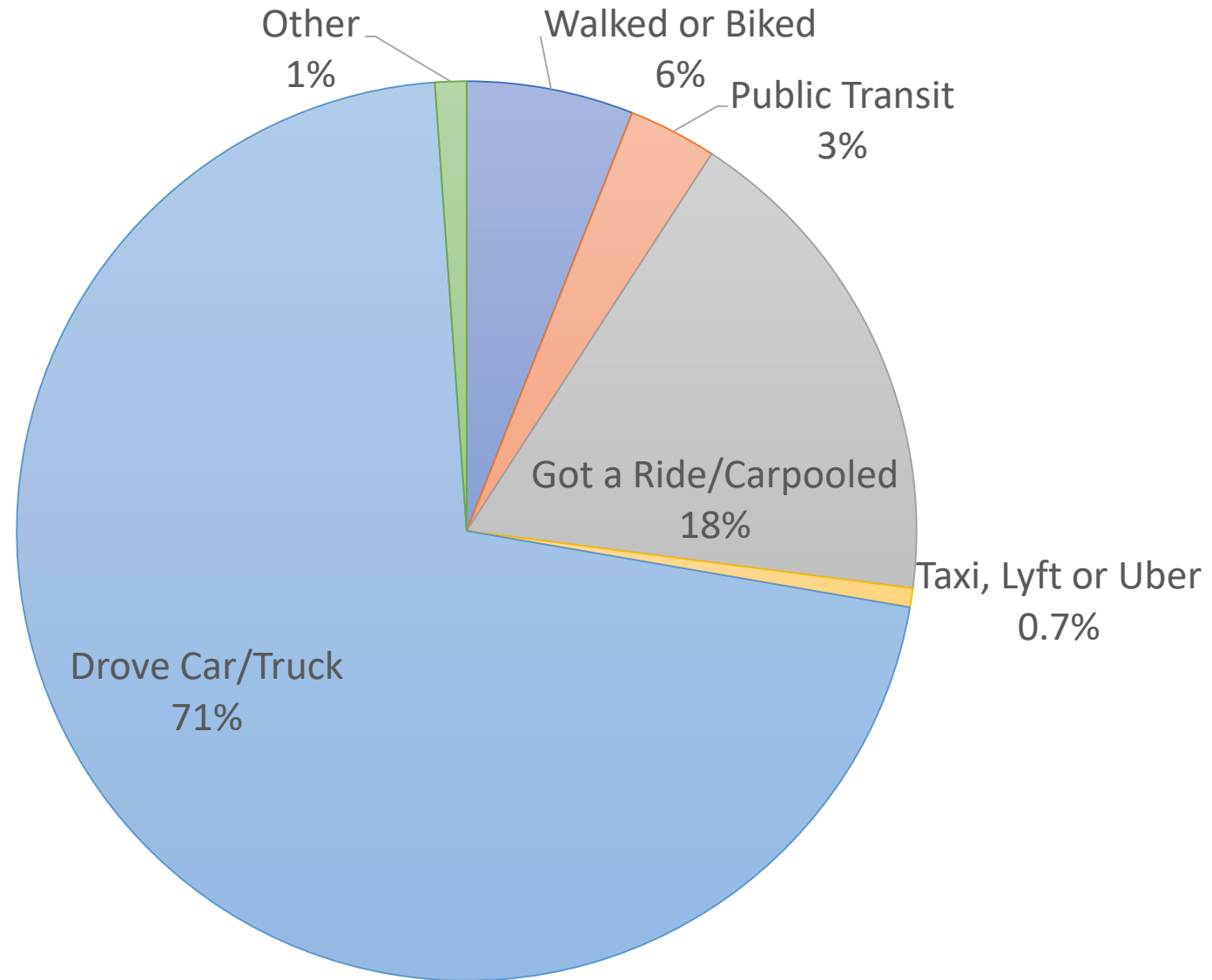
Retail Shopping



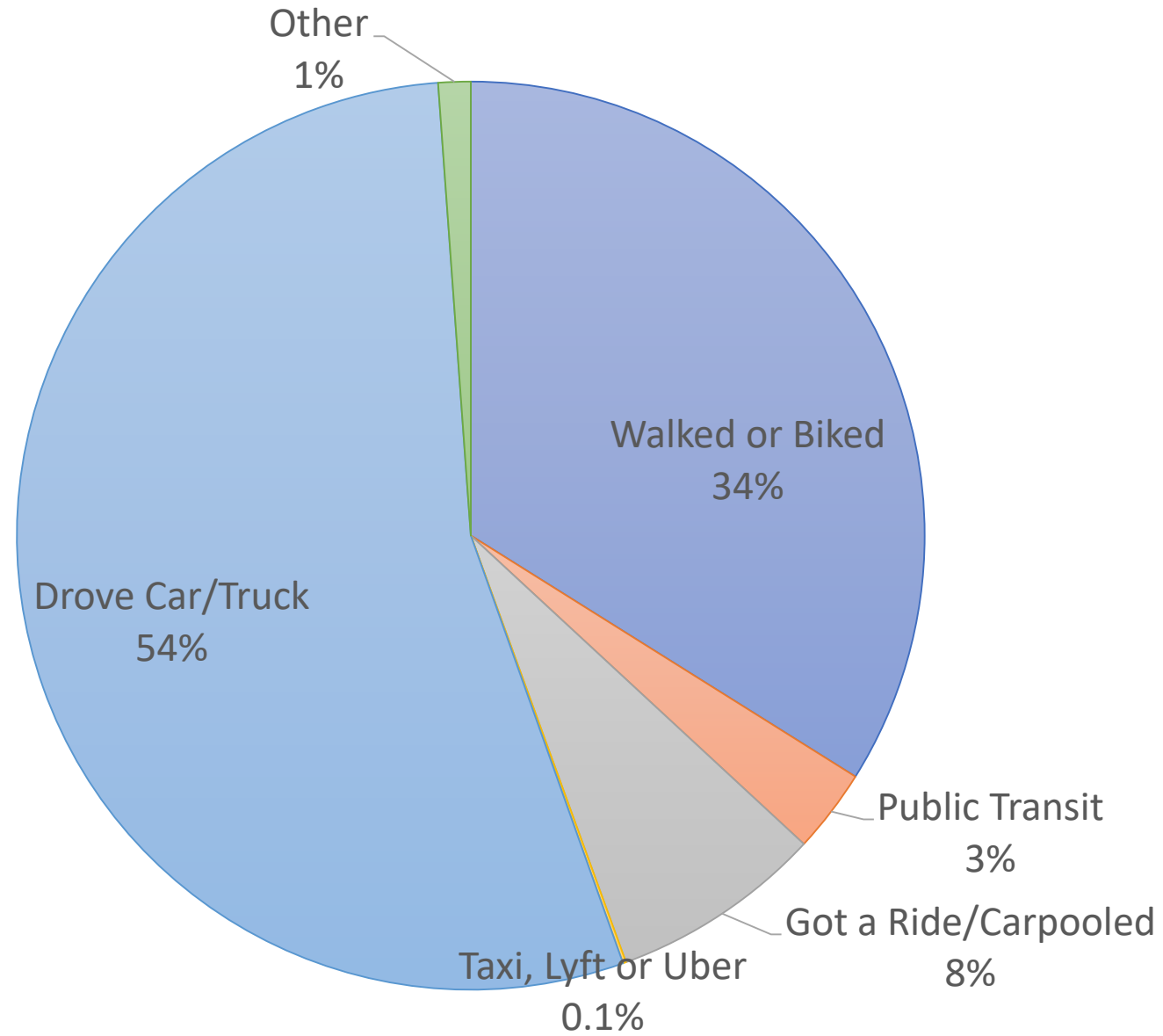
Grocery Shopping



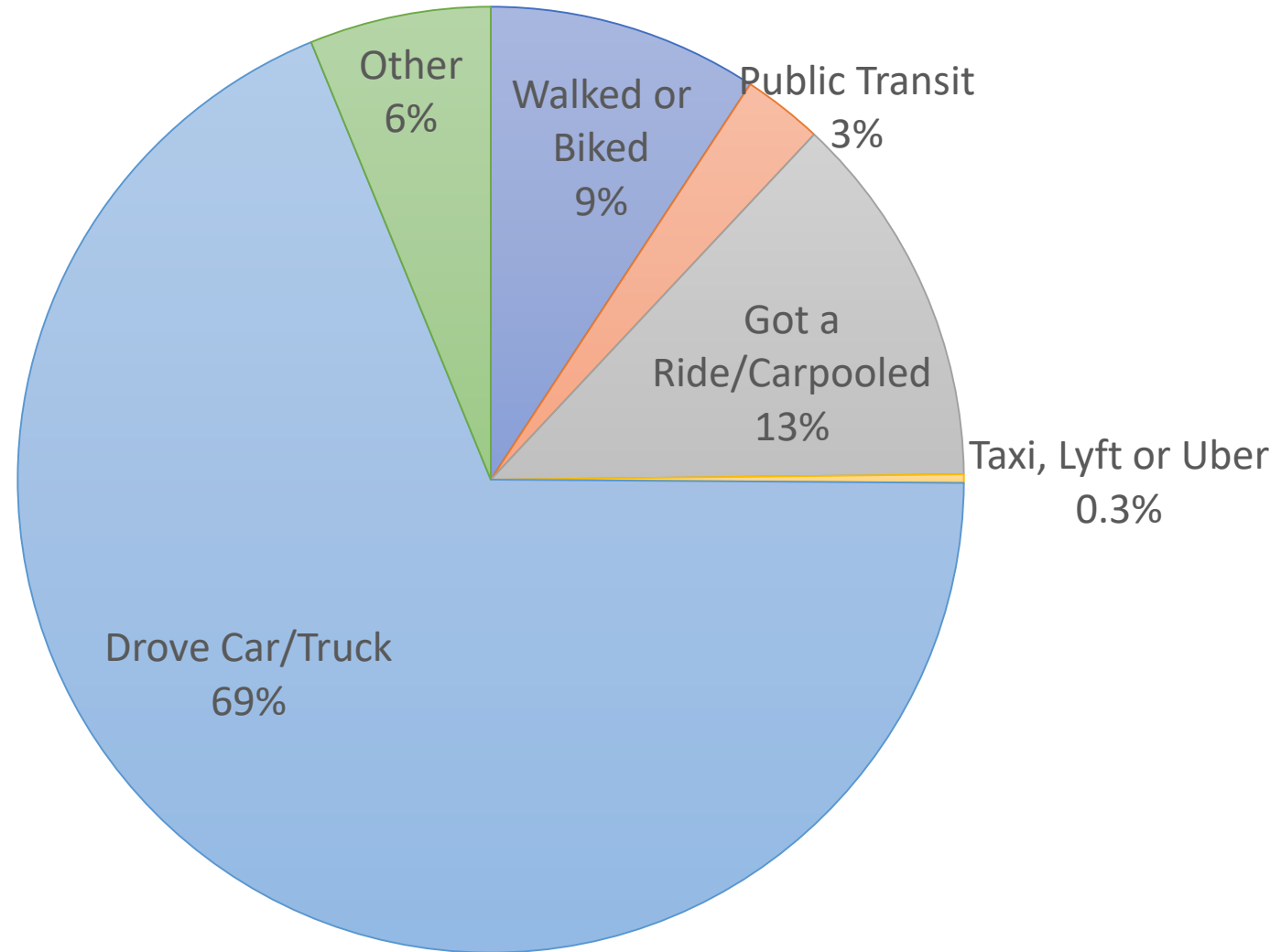
Social/Family Engagements



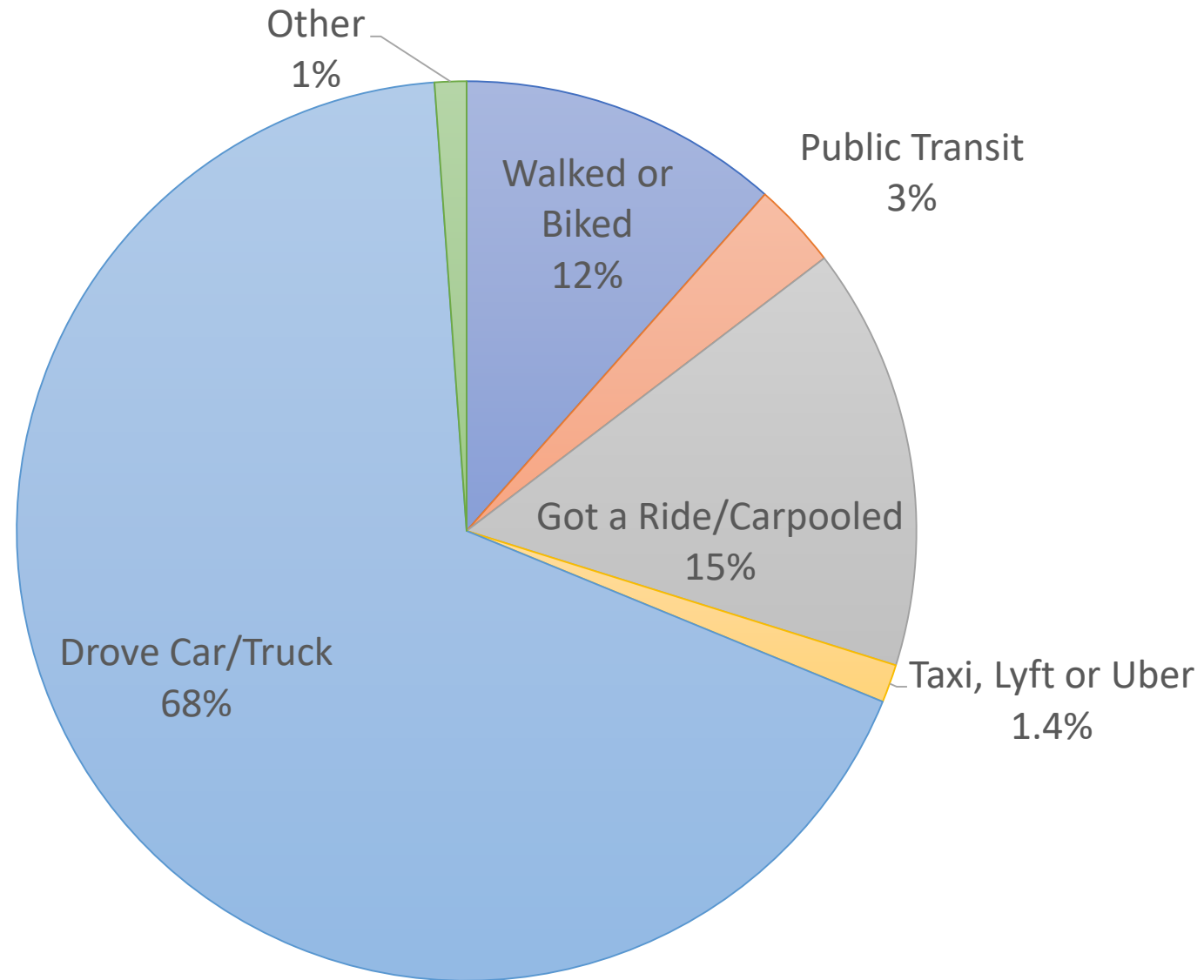
Recreation, Exercise



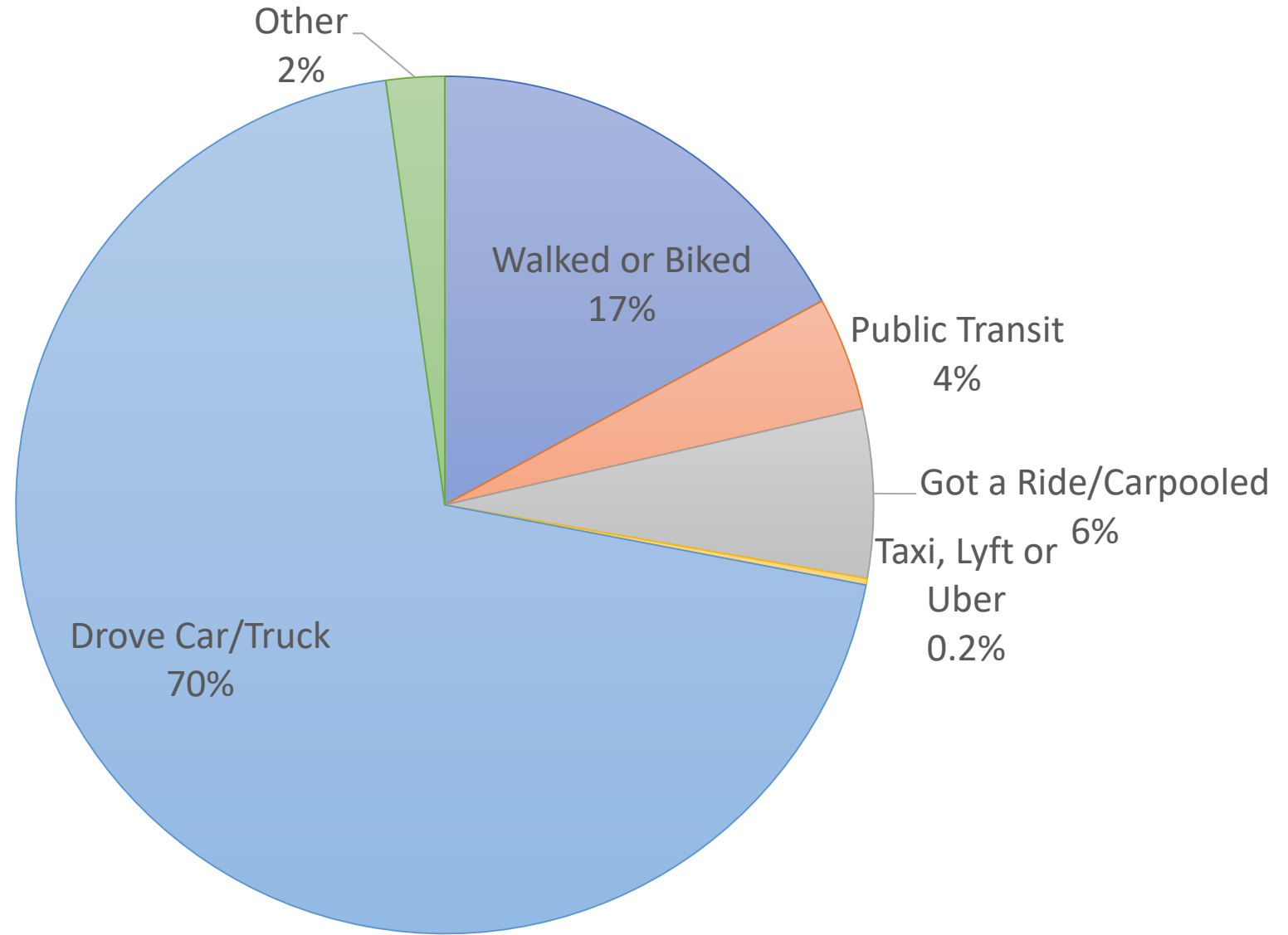
Church or Charity



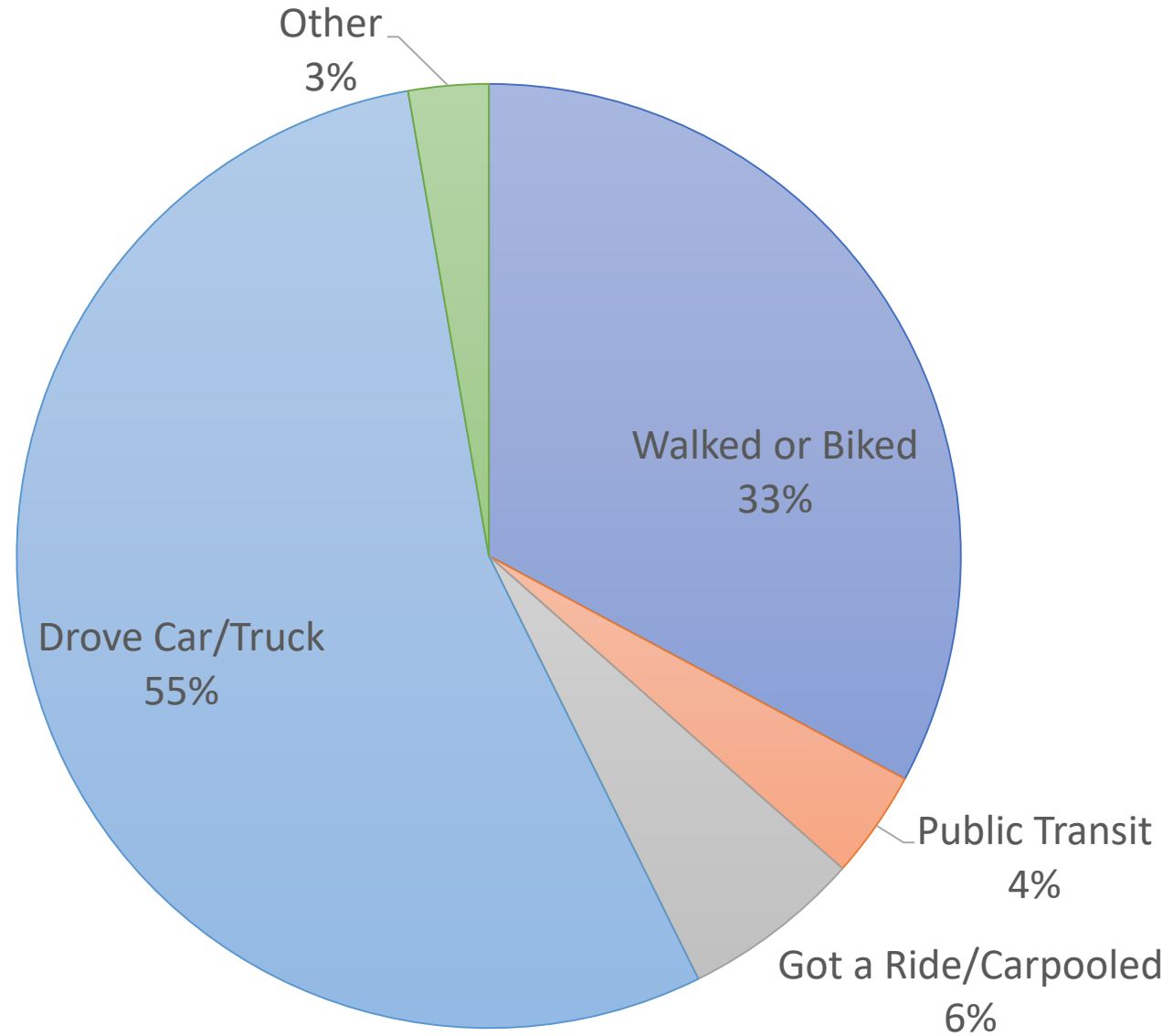
Restaurants, Bars



Work

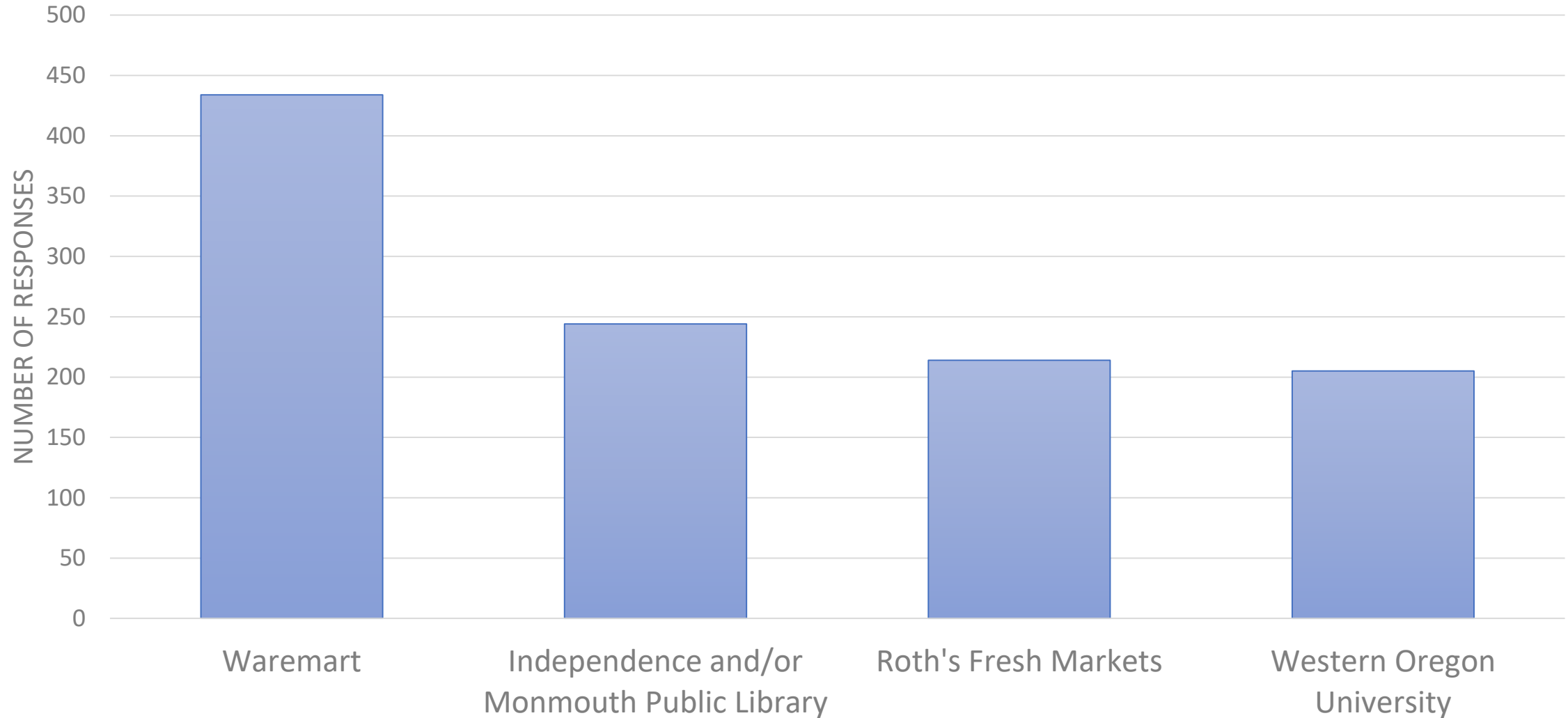


School

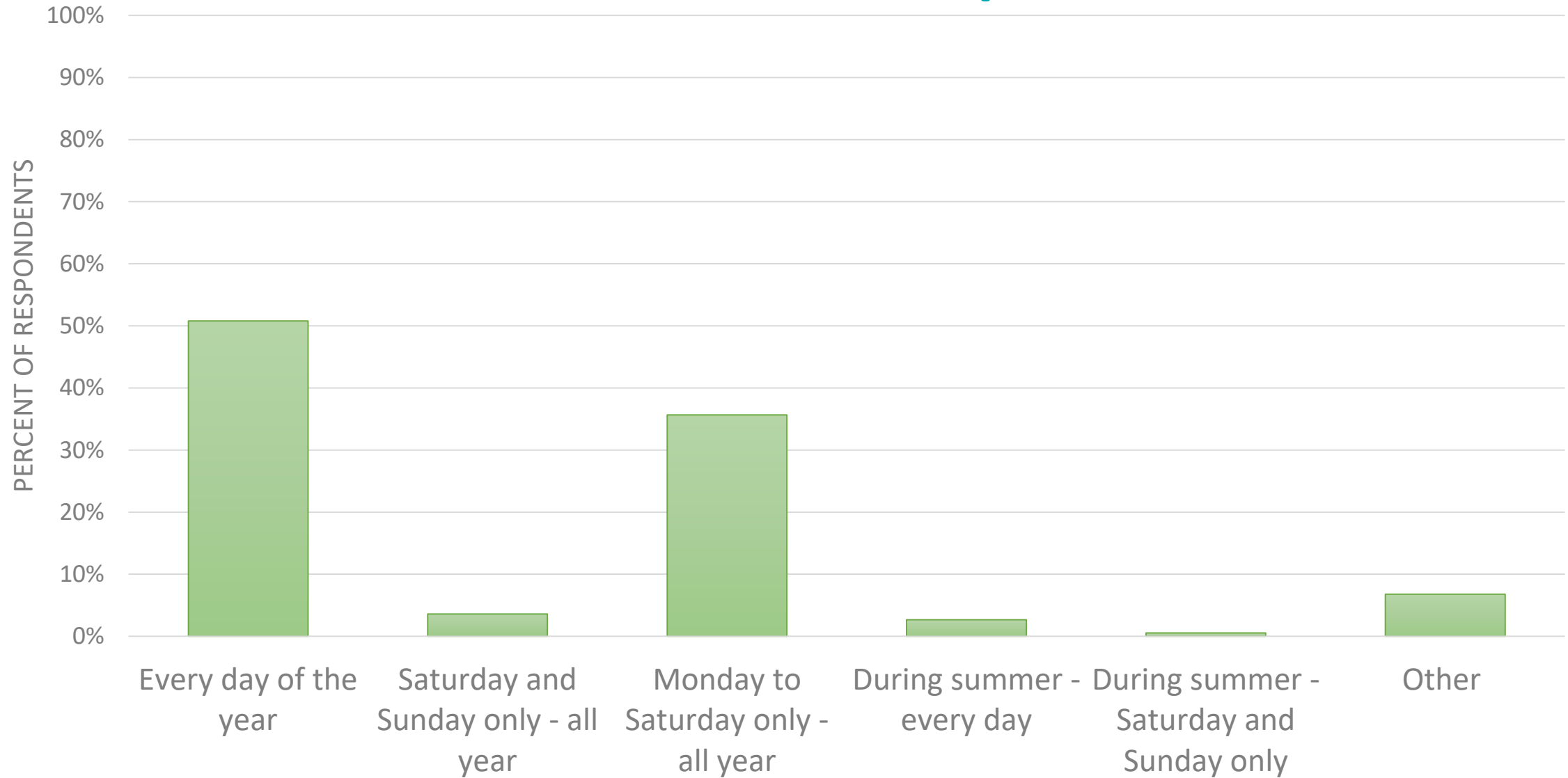


Q6 Please list three locations in the Cities of Independence and Monmouth that you would like to see served by a future transit service

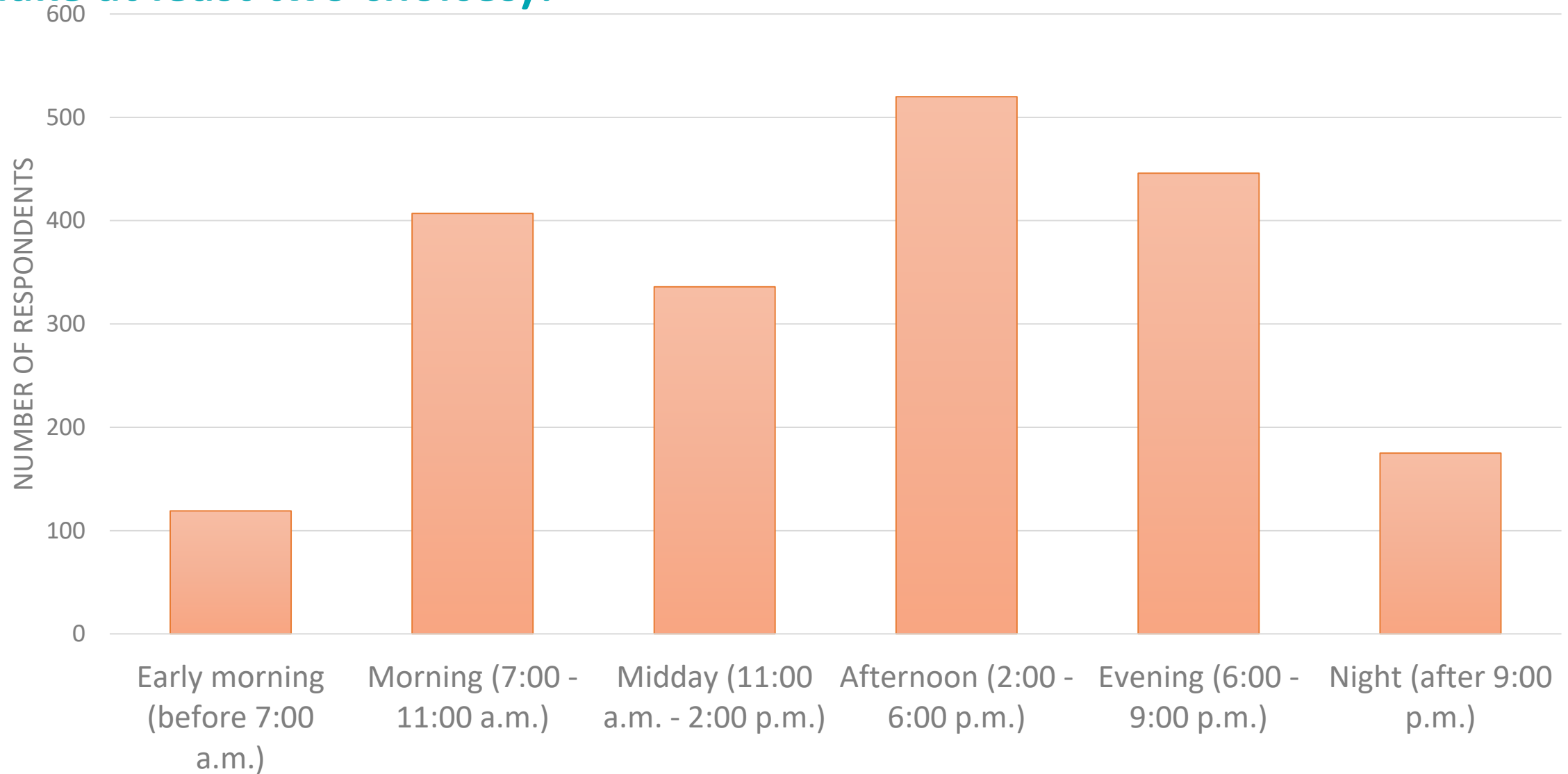
Most Frequent Listed Locations (Over 200 Responses)



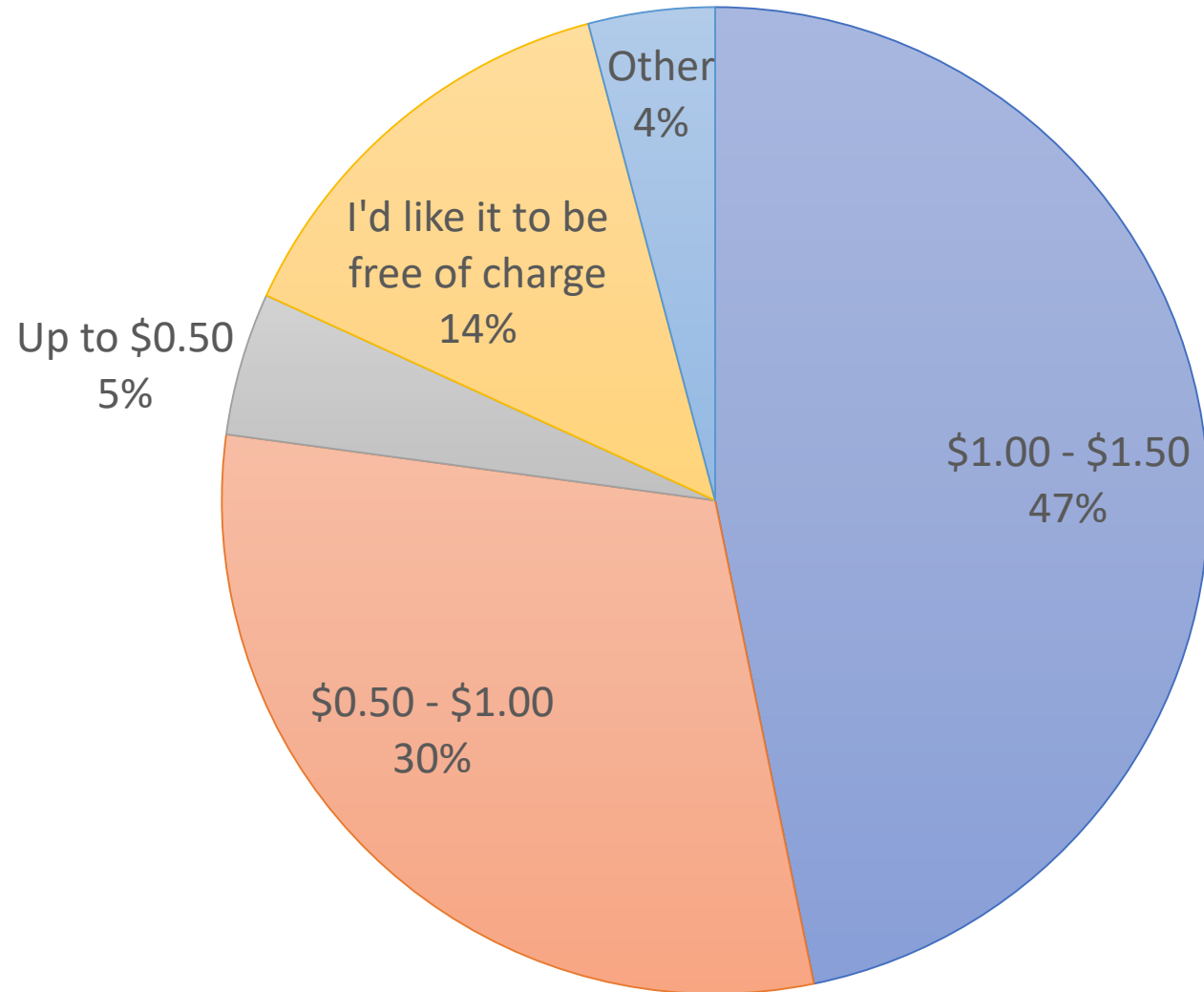
Q7 When should the transit service operate?



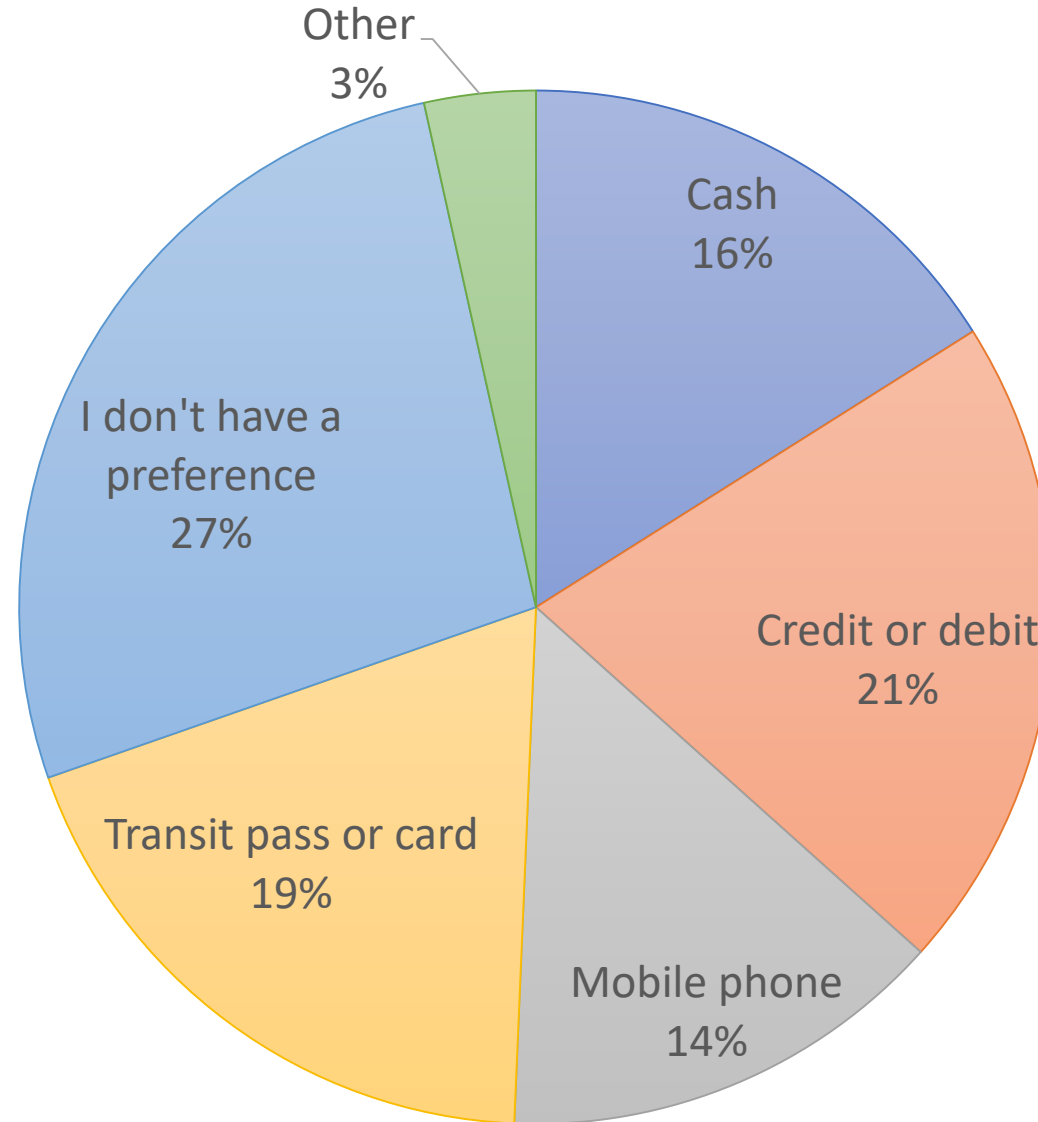
Q8 At what time of day would the transit service be most useful to you (make at least two choices)?



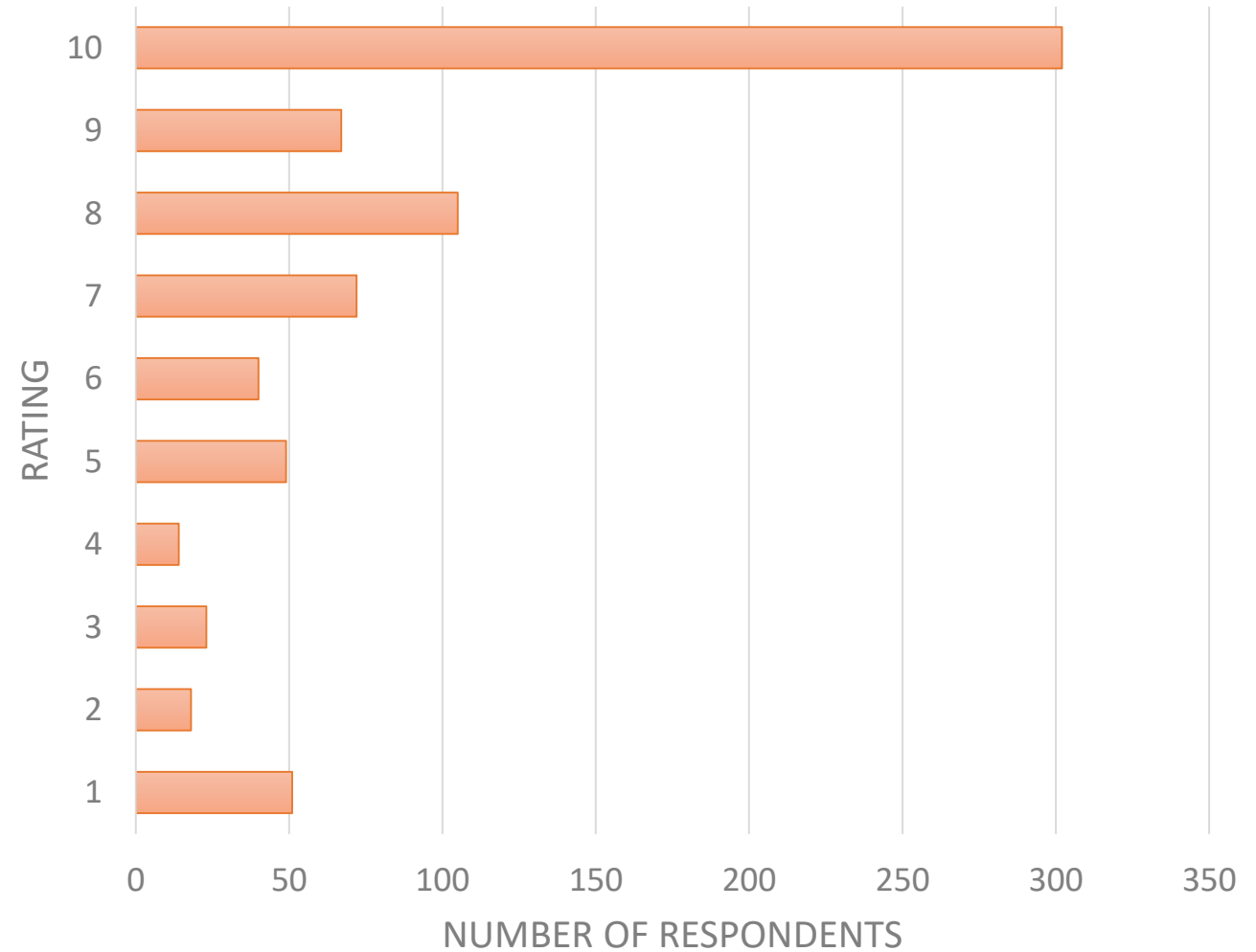
Q9 How much would you be willing to pay for a single ride?



Q10 How would you prefer to pay the fare?

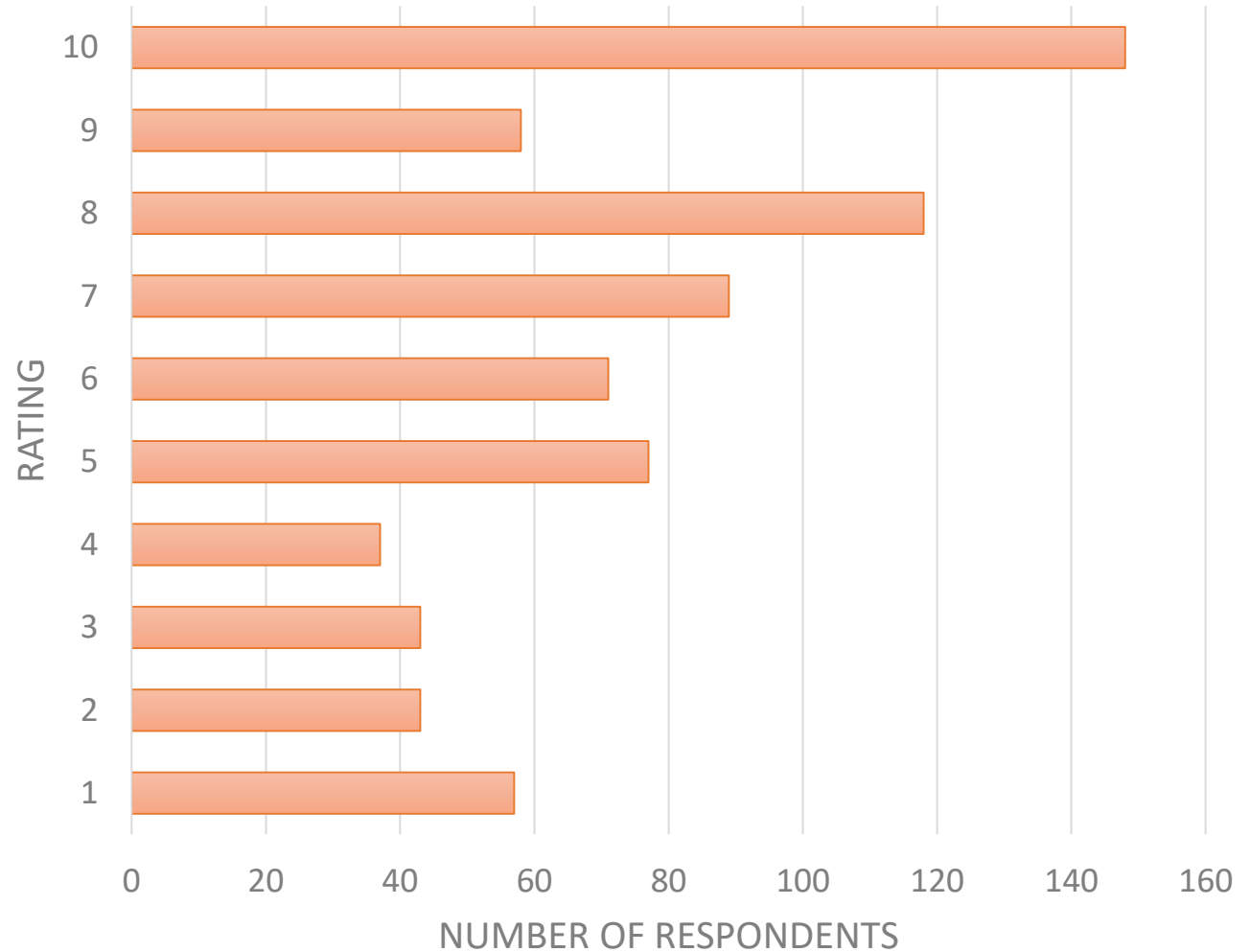


Q11 Please rate from 1-10 your interest in riding a trolley vehicle like the image below (with 1 representing the least interest and 10 the most interest)



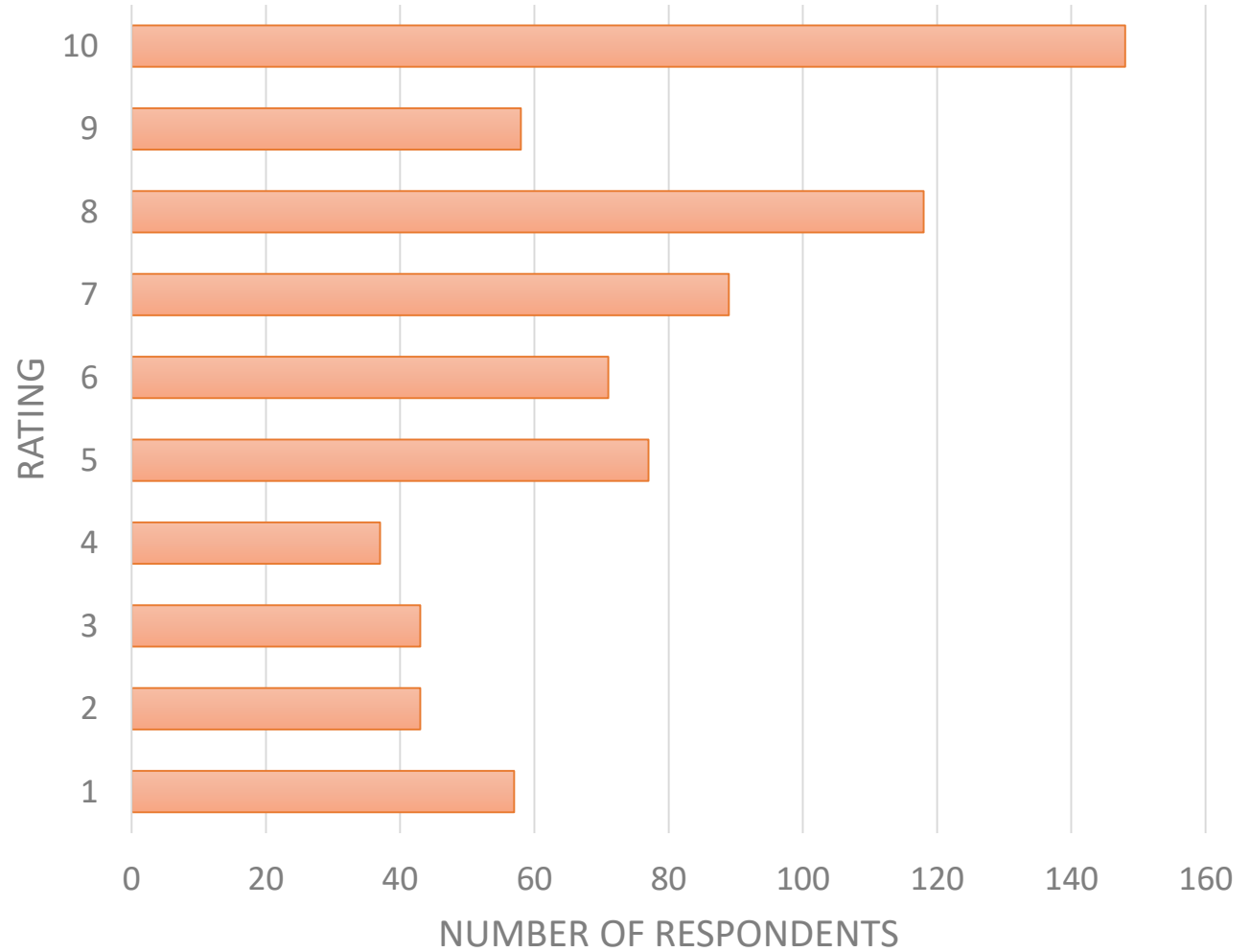
Average rating: 7.6

Q12 Please rate from 1-10 your interest in riding a transit vehicle like the image below (with 1 representing the least interest and 10 the most interest)



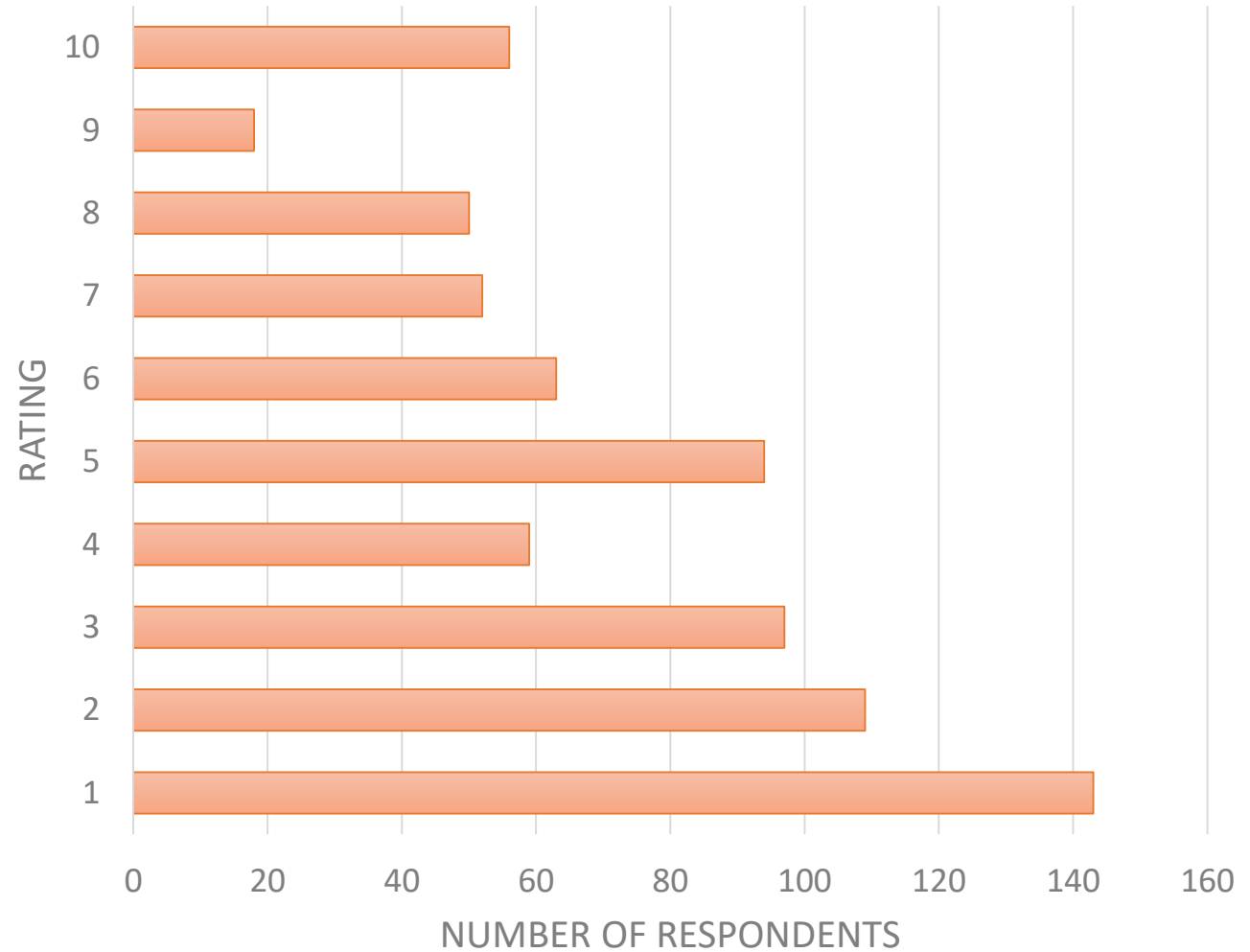
Average rating: 6.5

Q13 Please rate from 1-10 your interest in riding a shuttle vehicle like the image below (with 1 representing the least interest and 10 the most interest)



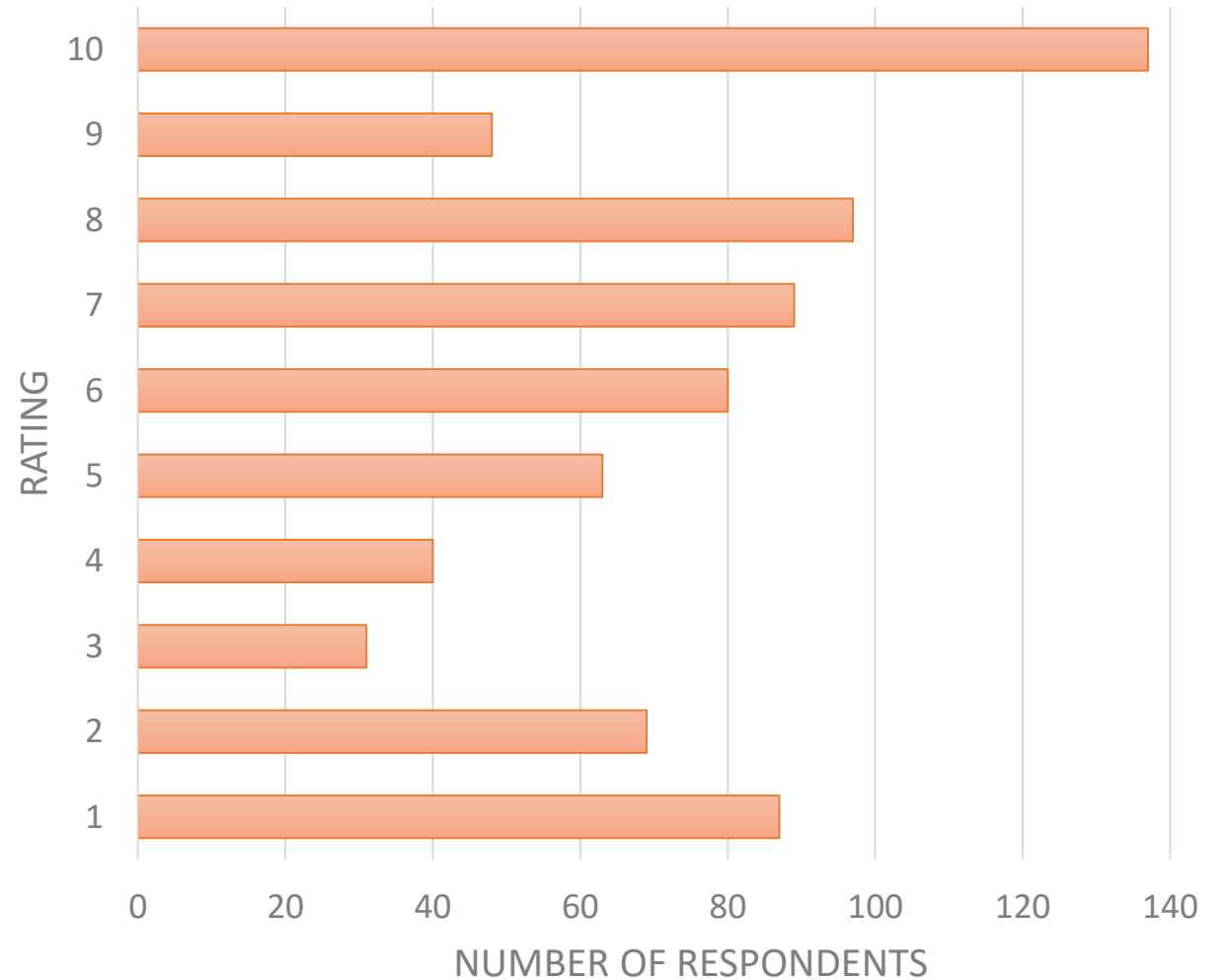
Average rating: 5.7

Q14 Please rate from 1-10 your interest in riding a passenger van like the image below (with 1 representing the least interest and 10 the most interest)



Average rating: 4.3

Q15 Please rate from 1-10 your interest in riding an electric shuttle vehicle like the image below (with 1 representing the least interest and 10 the most interest)

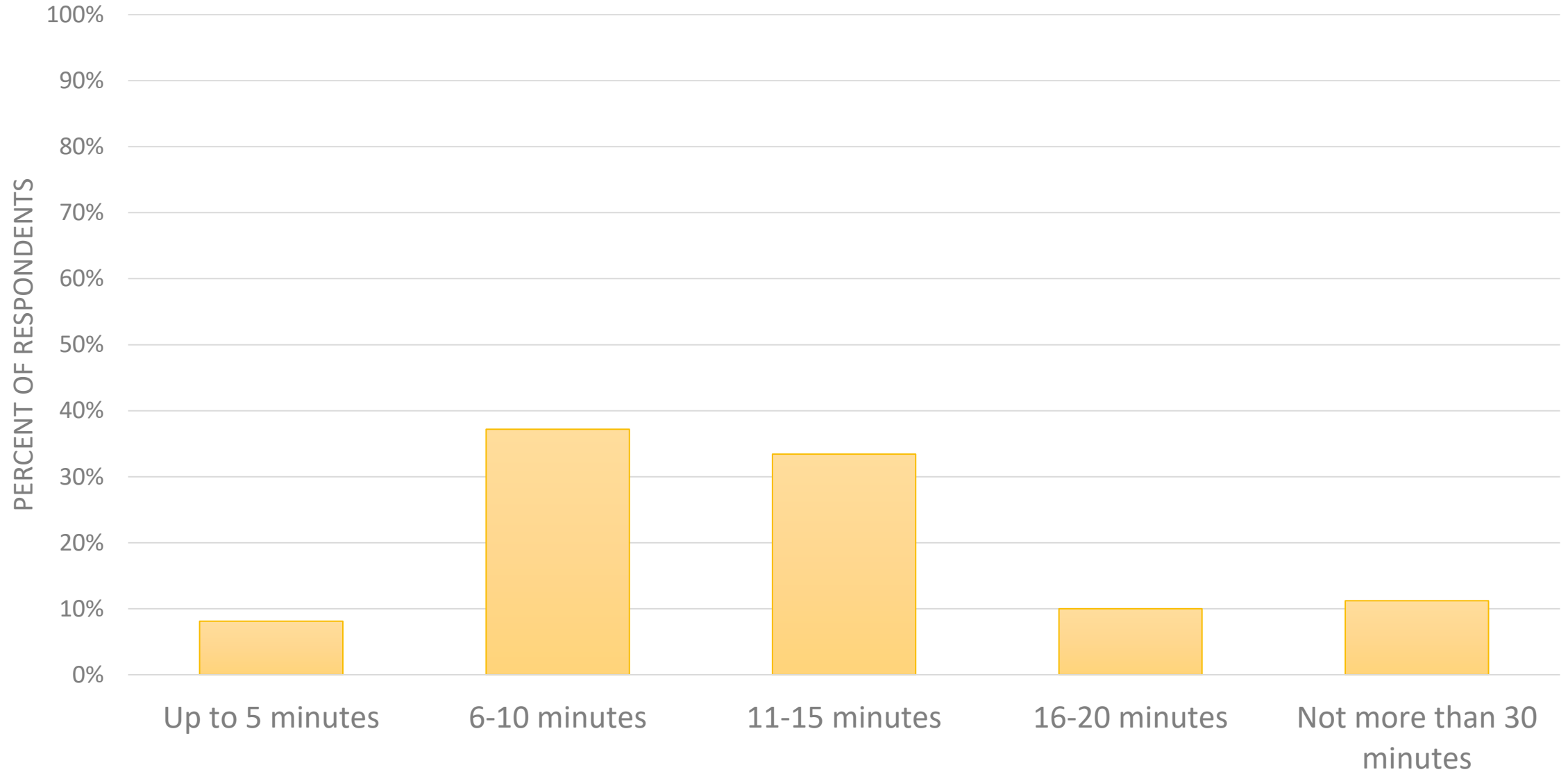


Average rating: 6.0

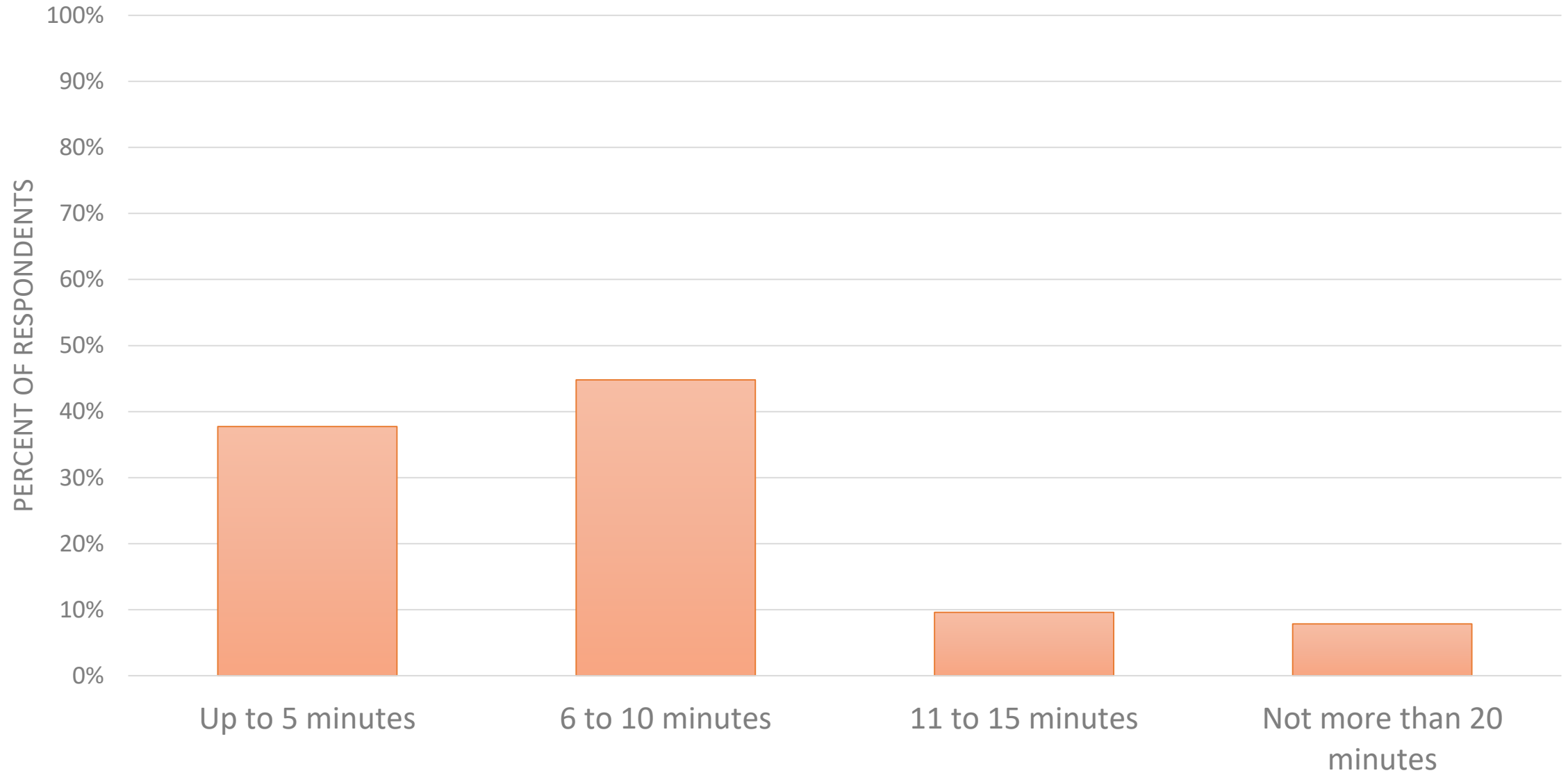
Q16 From the descriptions below, which type of service would be the most attractive to you?

- Fixed Route: a service that travels along Monmouth and Main Street, on a fixed route with a predetermined schedule and designated stops, without making deviations.
 - **36%**
- Flex Route: a service that has a designated route and stops along Monmouth and Main Street, but can make a few deviations that are several blocks off the main route.
 - **43%**
- On Demand: a service where you can book a trip in advance or on demand, that takes you from point A to point B, but is a shared ride that makes many deviations to serve other passengers.
 - **16%**
- Other combination or type of service
 - **5%**

Q17 How long would you be willing to wait for transit service, either fixed, flex or on demand?

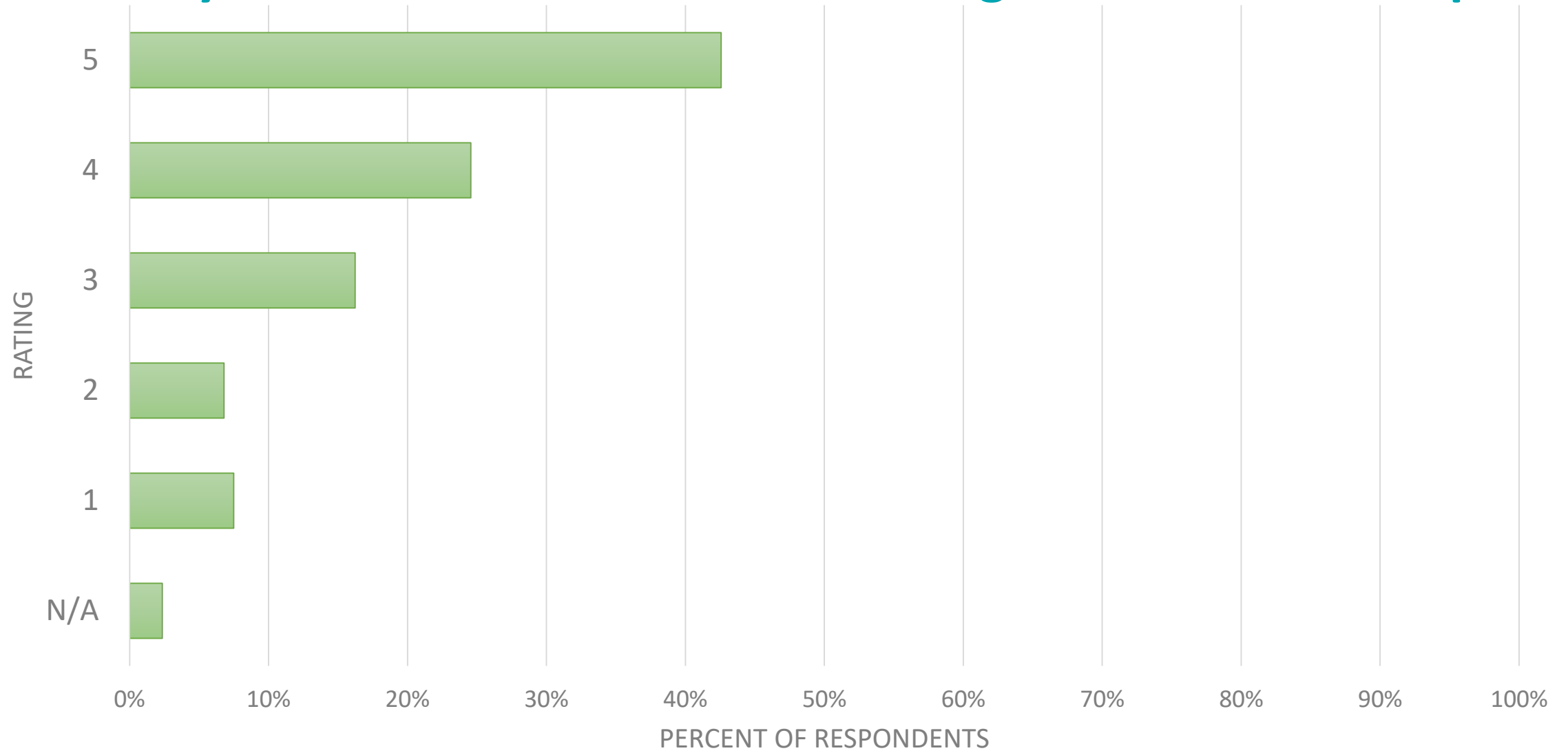


Q18 How long would you be willing to walk to a transit stop, if it reduced your waiting time?



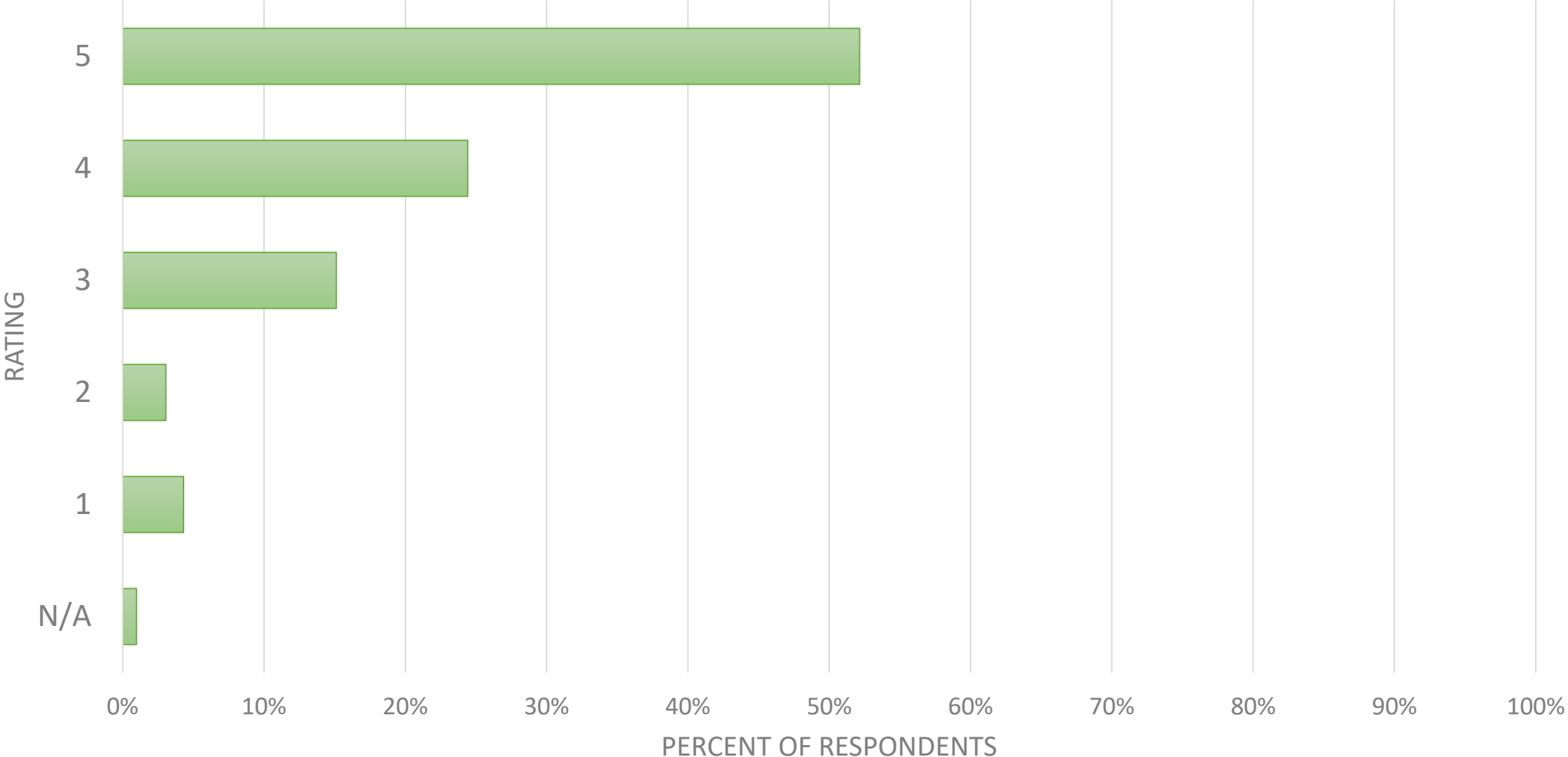
Q19 How important would the following factors be in your decision to use the new transit service? (with 1 being not important and 5 being very important). ?

Availability of sidewalks and street crossings to access bus stops



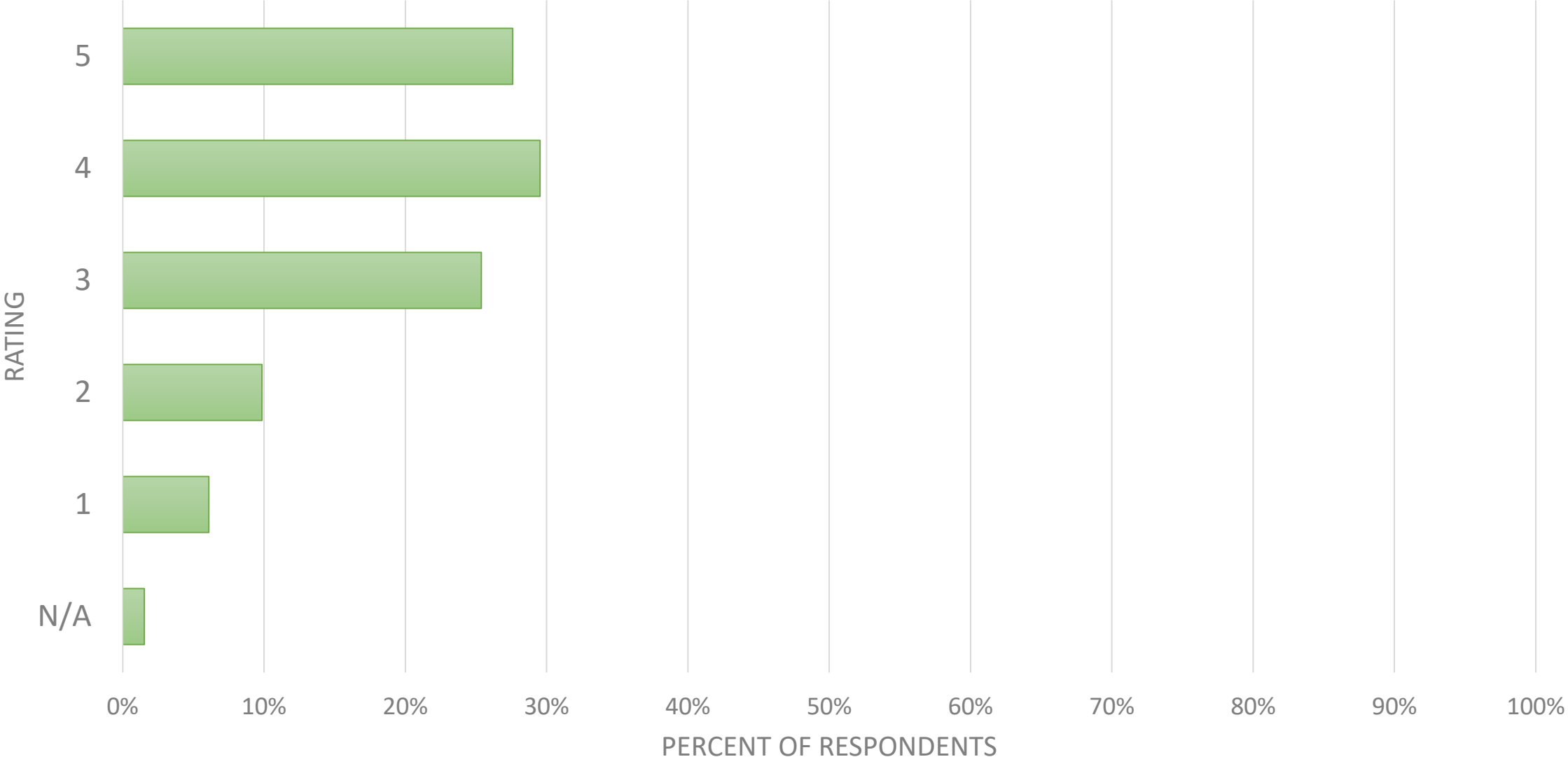
Average rating: 3.9

Bus stops with shelters to protect from rain and heat



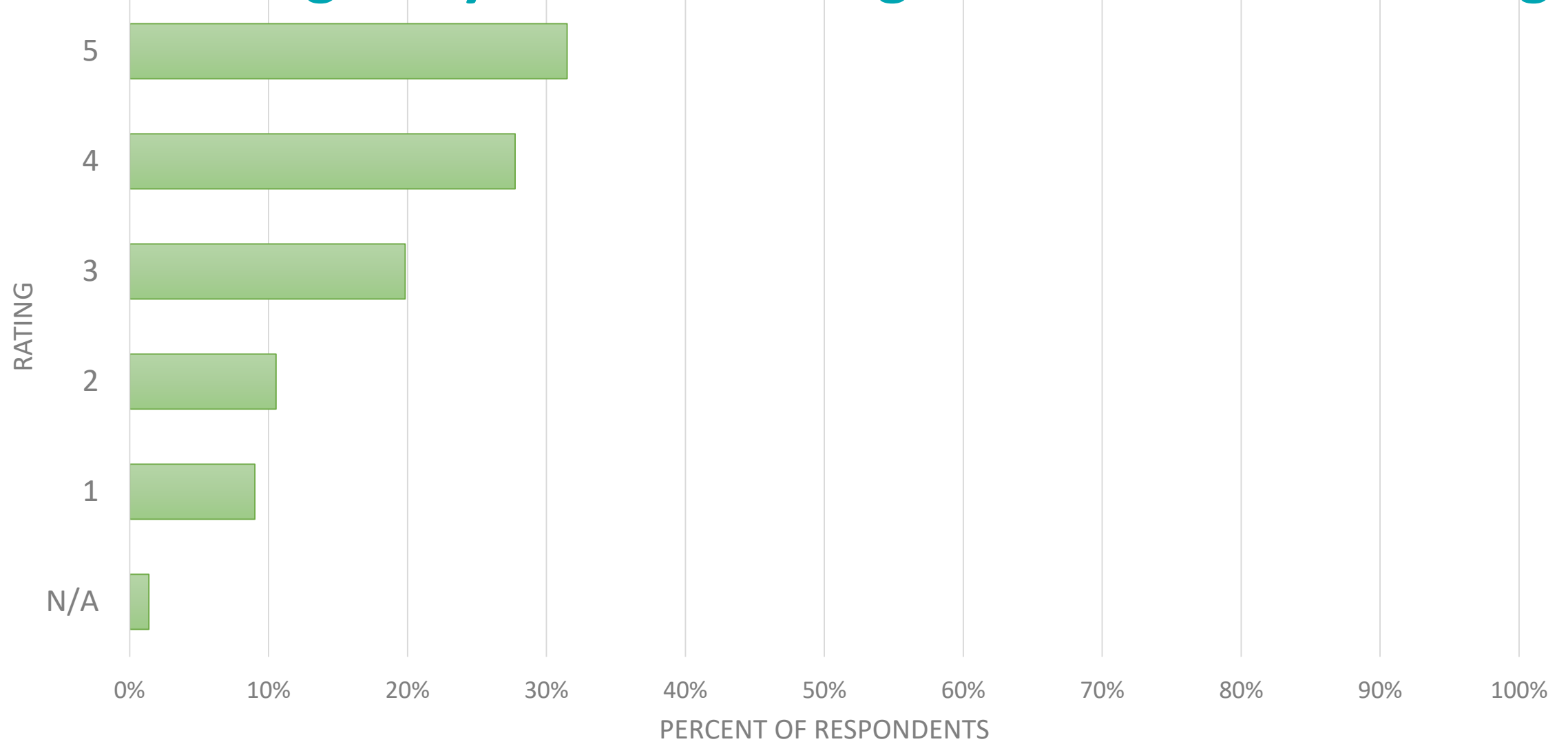
Average rating: 4.2

Frequency of service every 15 minutes or less



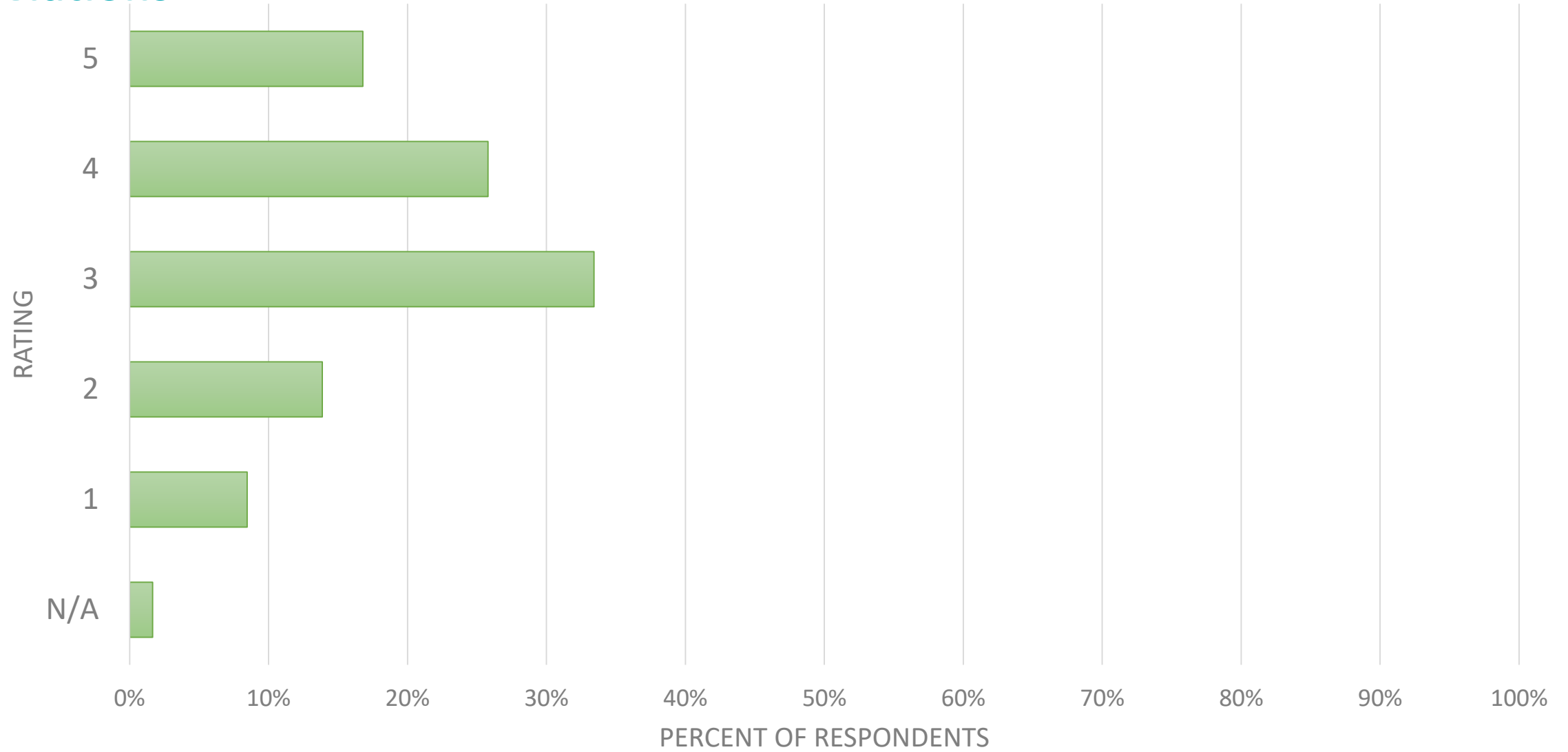
Average rating: 3.6

Buses running early in the morning and late in the evening



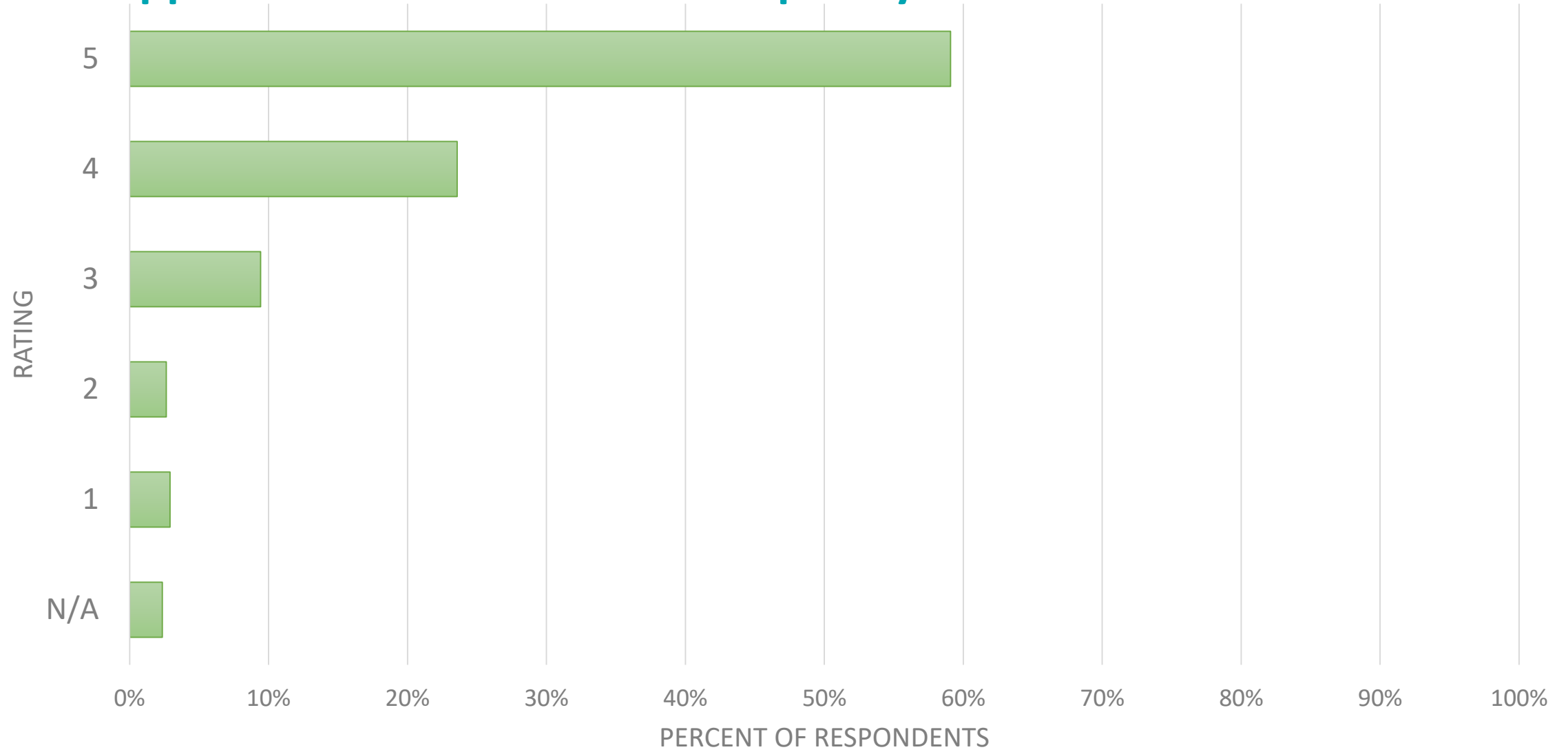
Average rating: 3.6

Direct route between Independence and Monmouth with minimal stops and deviations



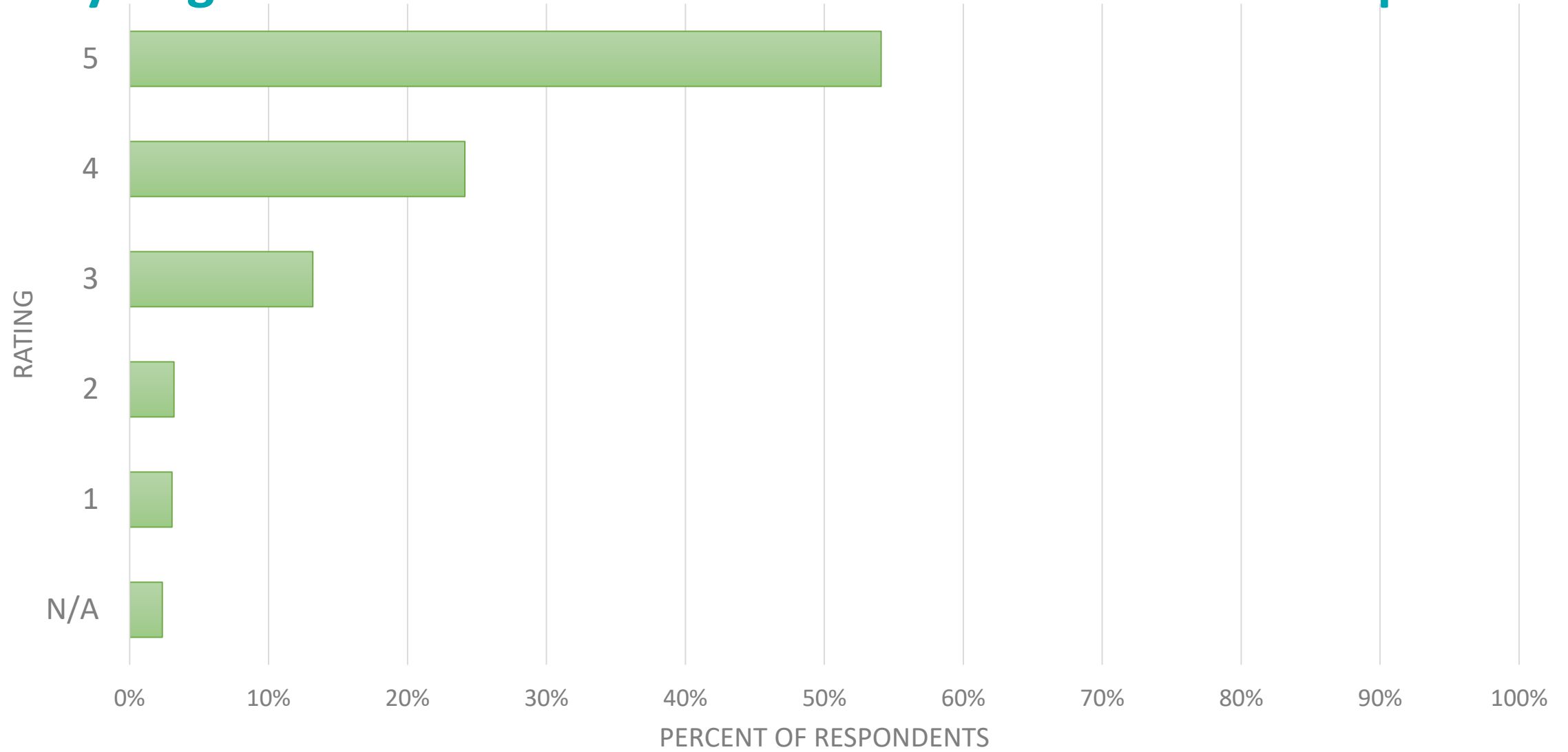
Average rating: 3.3

Mobile app to access schedule and frequency of service information



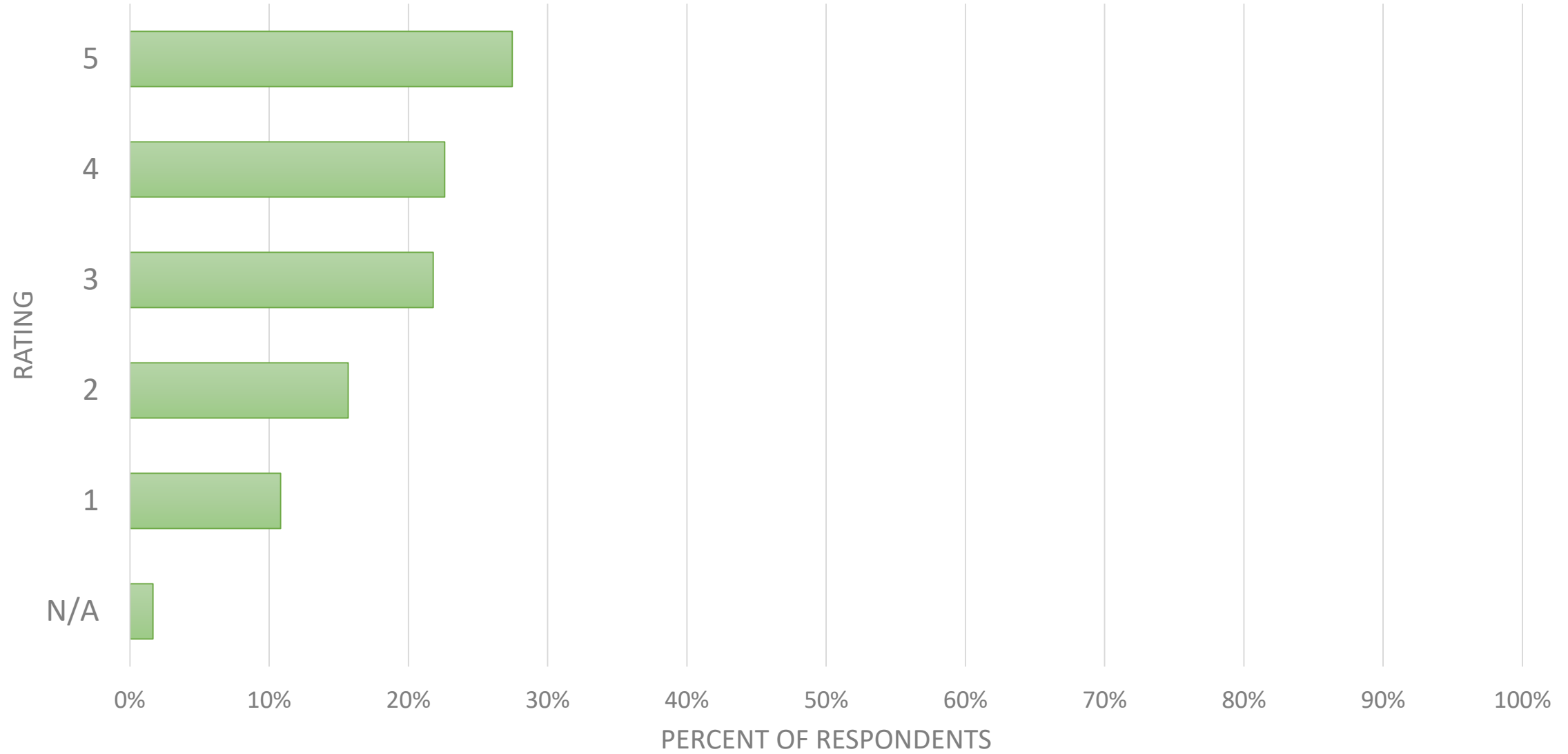
Average rating: 4.4

Ability to get bus arrival times and notifications on mobile phone



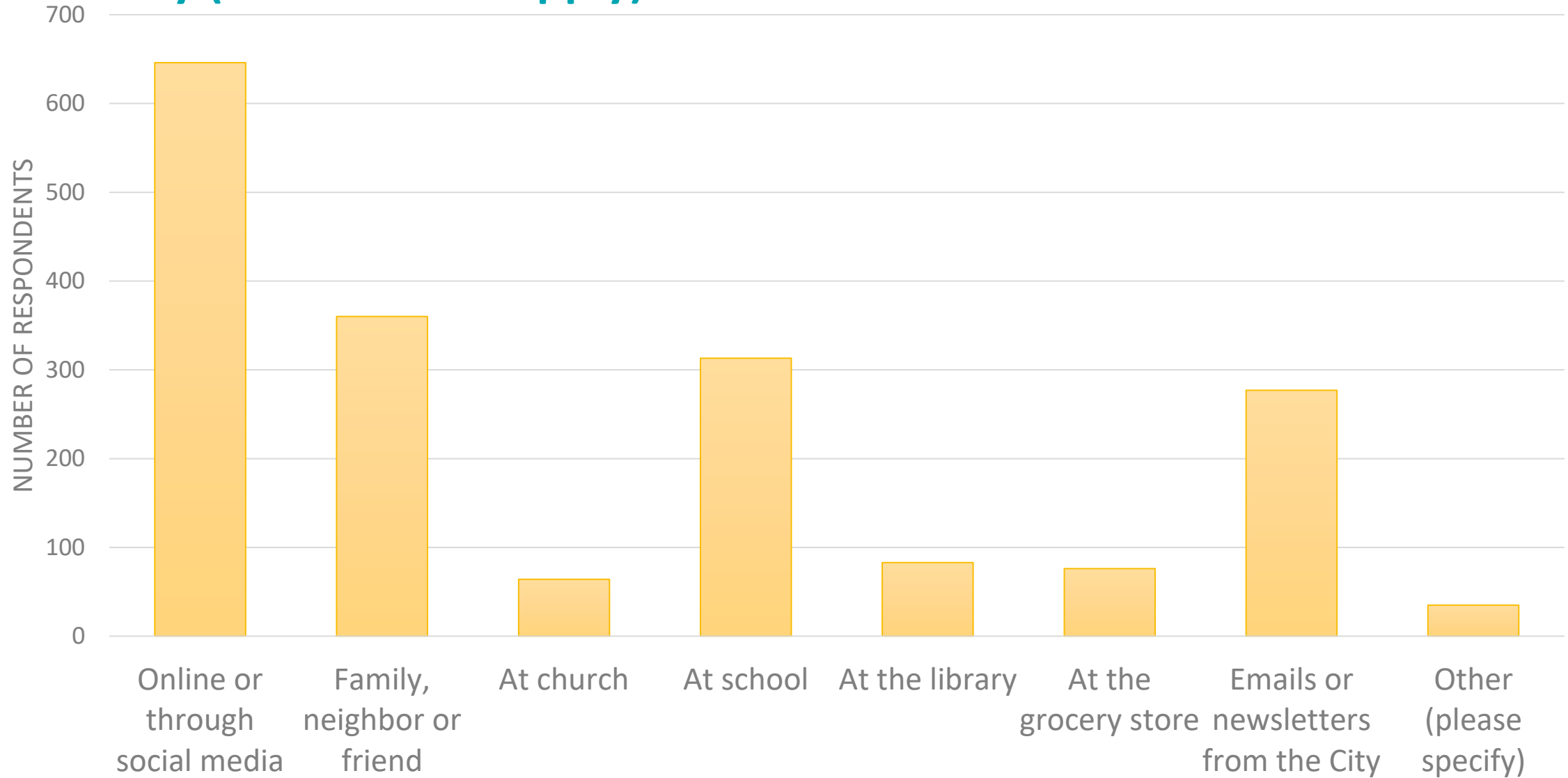
Average rating: 4.3

Ability to request a pickup from any location in the Cities of Independence and Monmouth

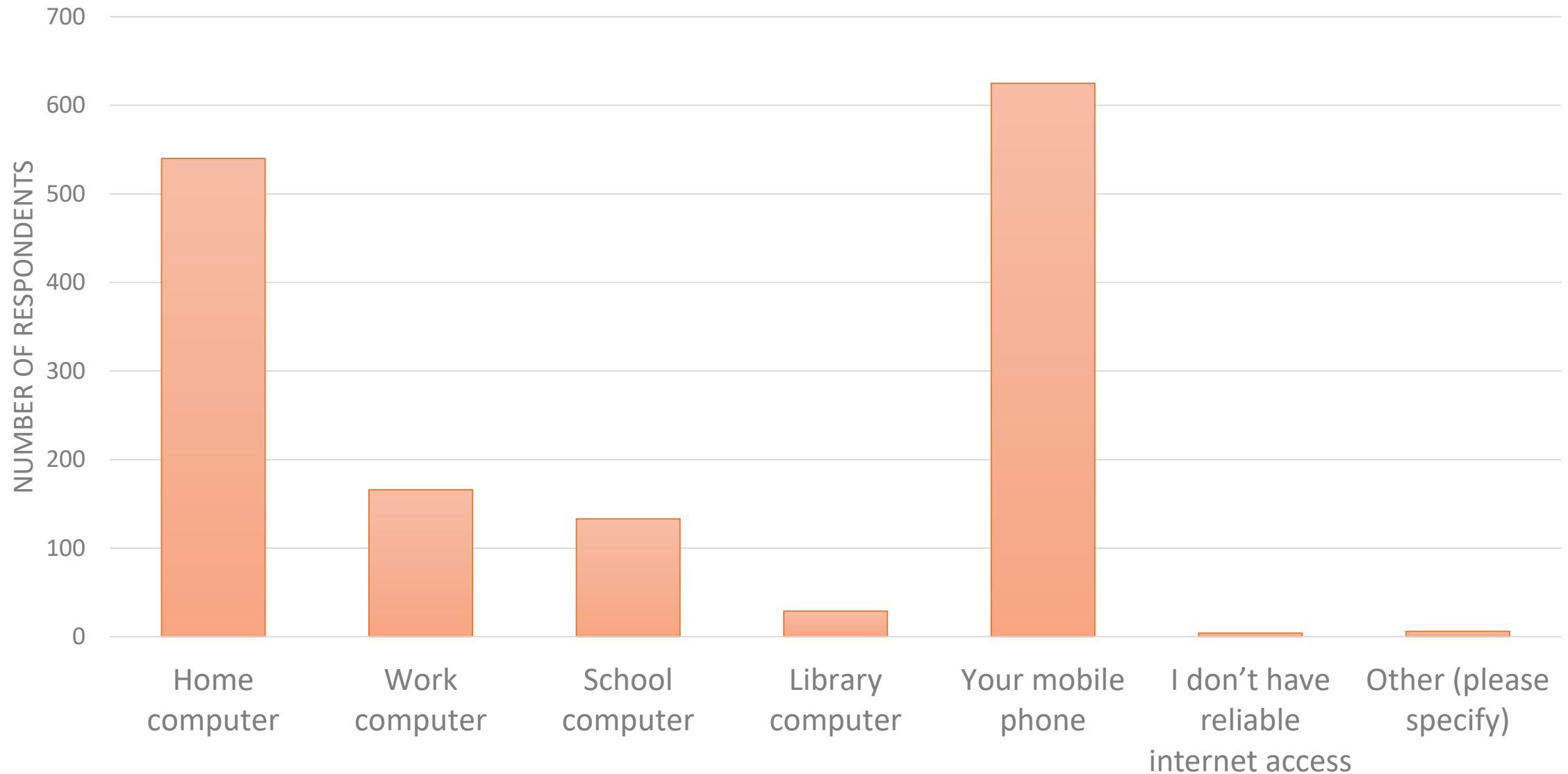


Average rating: 3.4

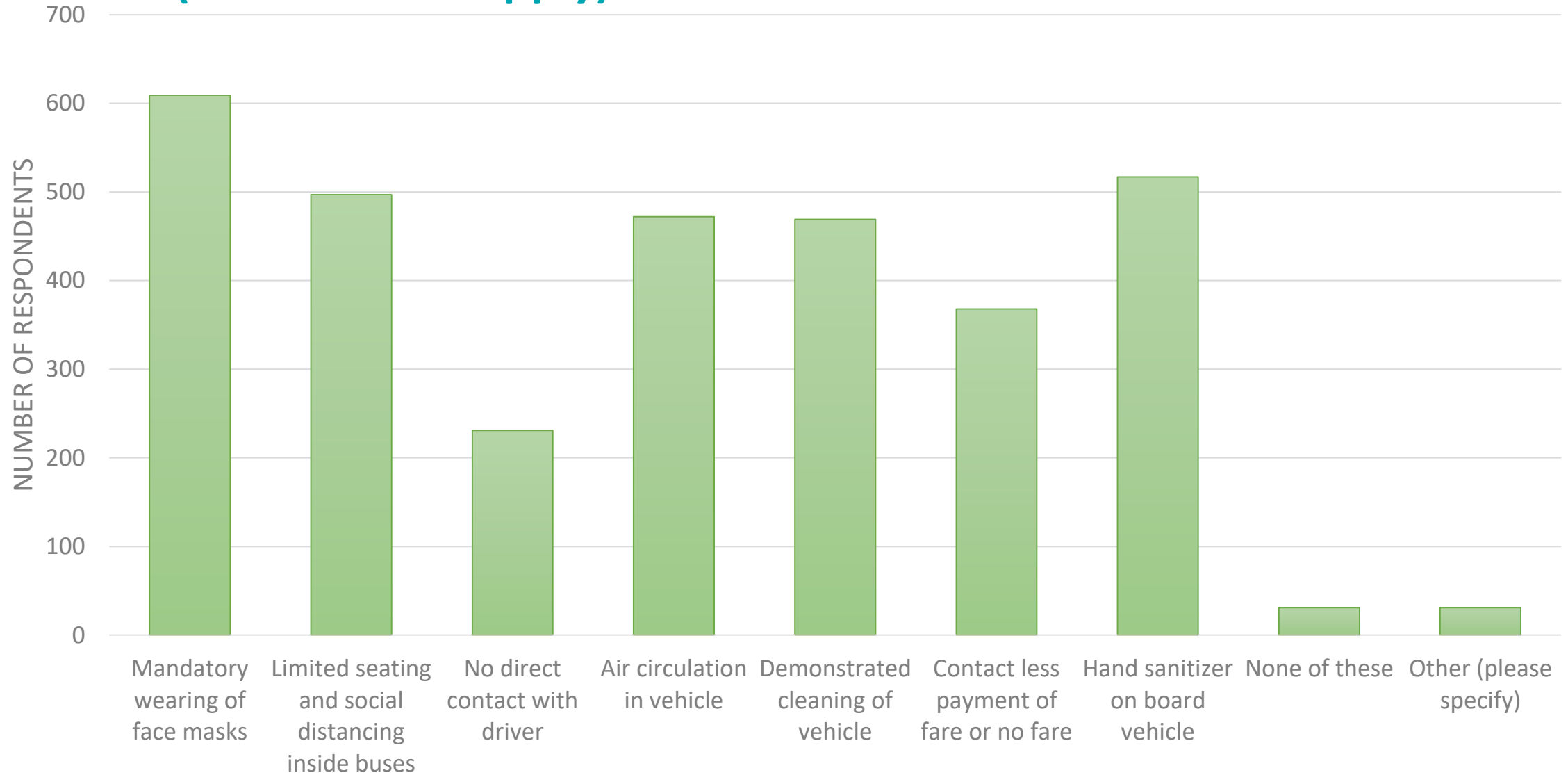
Q20 Where do you get information about activities that occur in the community (mark all that apply)?



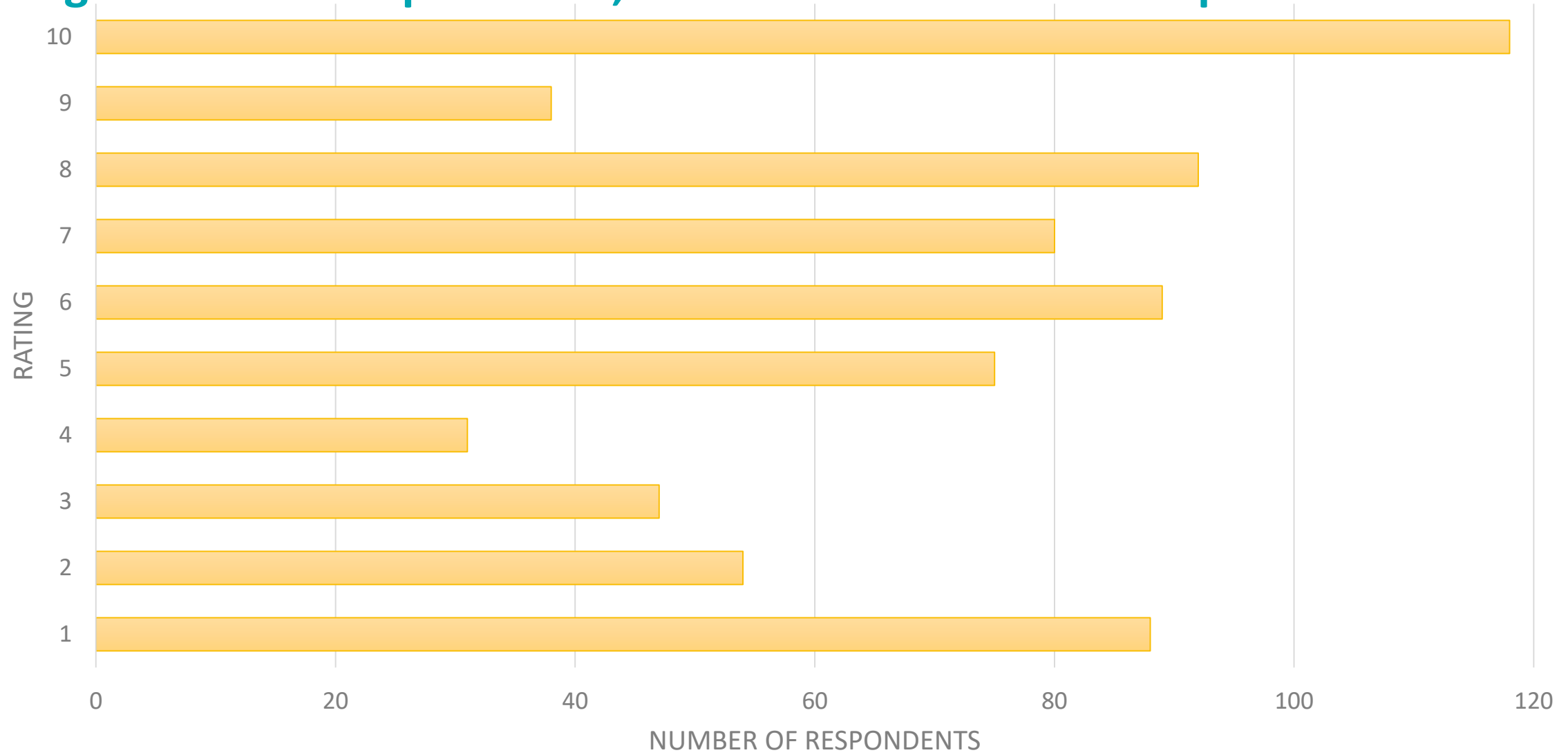
Q21 Where do you access the internet, most often (mark all that apply)?



Q22 What would make you feel safer when riding public transit during this pandemic (mark all that apply)?

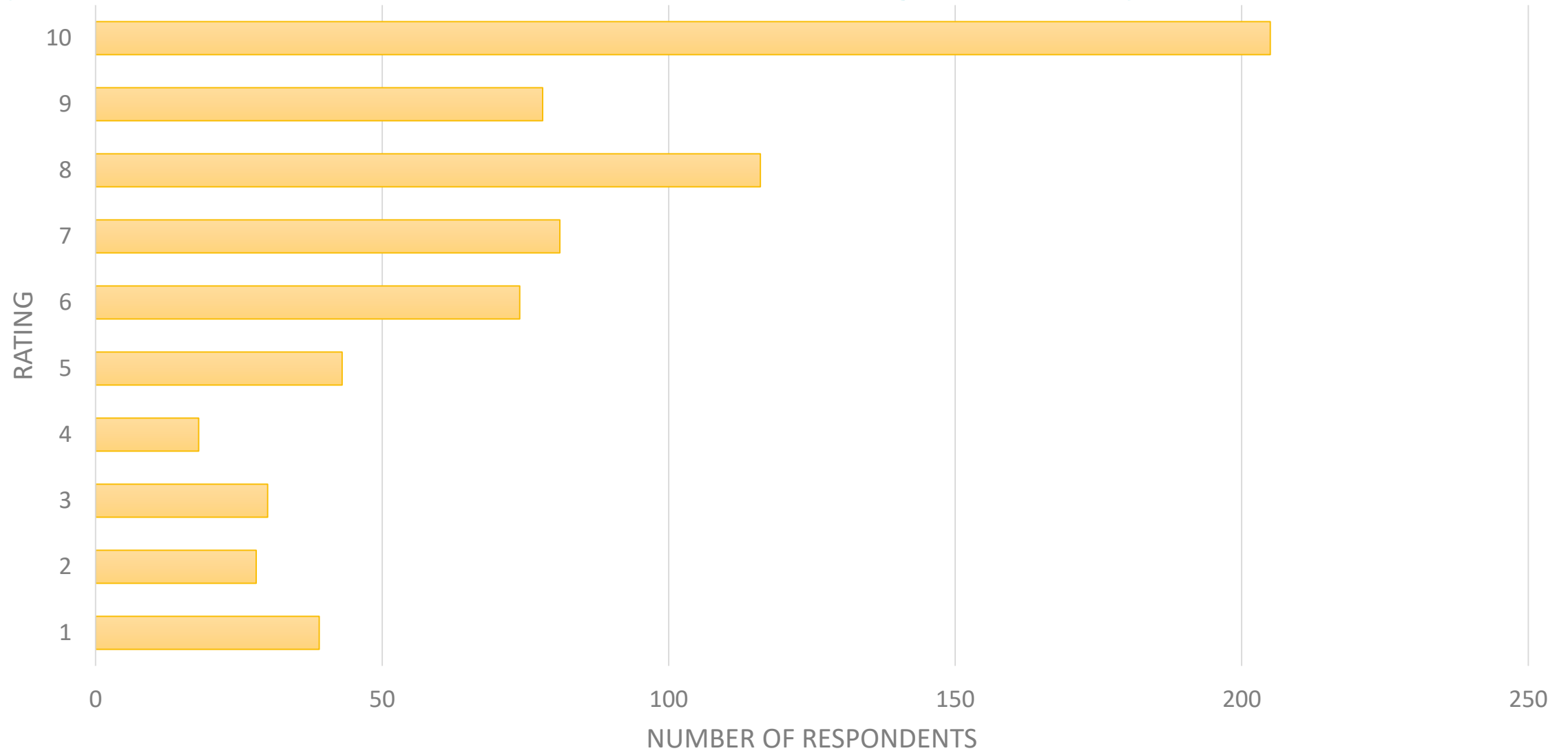


Q23 On a sliding scale of 1 to 10, how likely are you to use public transit during the COVID-19 pandemic, if these measures were in place?



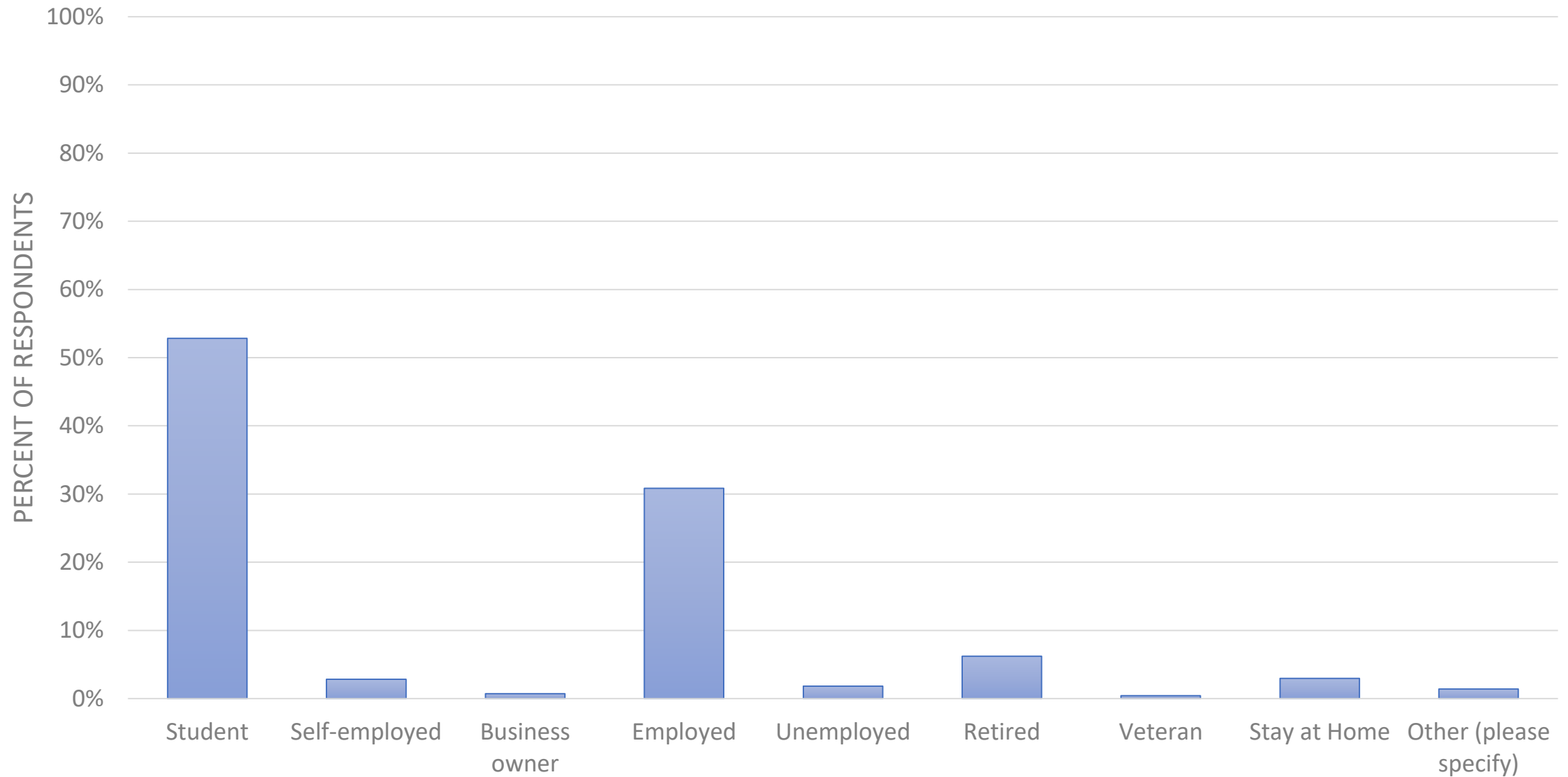
Average rating: 5.9

Q24 On a sliding scale of 1 to 10, how likely are you to use public transit once the COVID-19 pandemic is over, and these measures are no longer necessary??

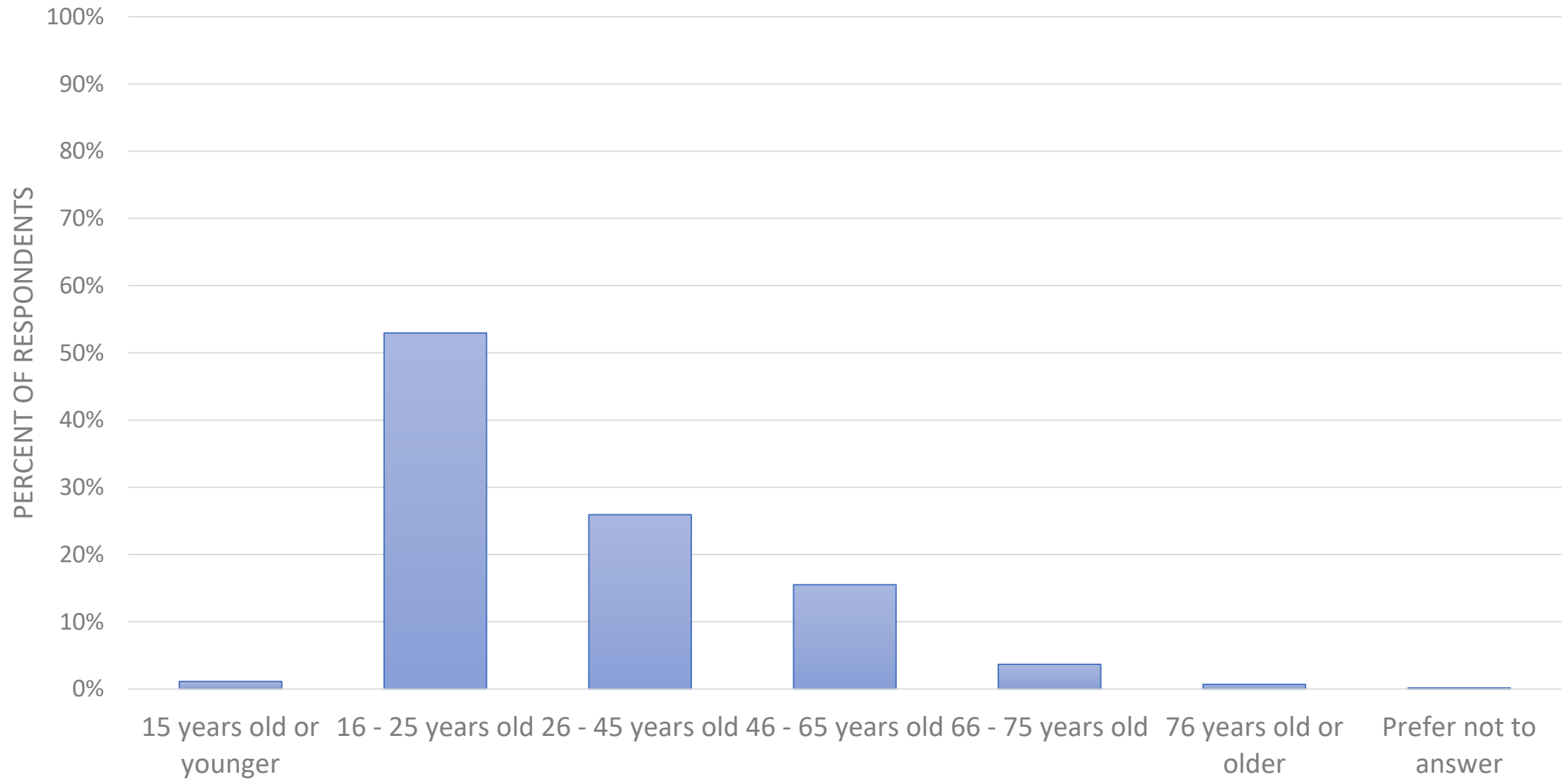


Average rating: 7.3

Q25 Which of the following best describes your status?



Q26 What is your age group?



Q27 What is your gender?

