



TriMet Attitude and Awareness Survey

November 2014

Methodology

Telephone survey of 1,000 residents

- Conducted November 13 – 18, 2014
- Quotas for age and gender in each county for representative sample
- Margin of error +/- 3.1%, at 95% confidence level

TriMet positives up from 2013

Public is more optimistic

- Increasing levels of optimism in the region
- Less worry about jobs and the economy
- This will continue

Adding to favorability

- Improved service
- Infrastructure
- Contract

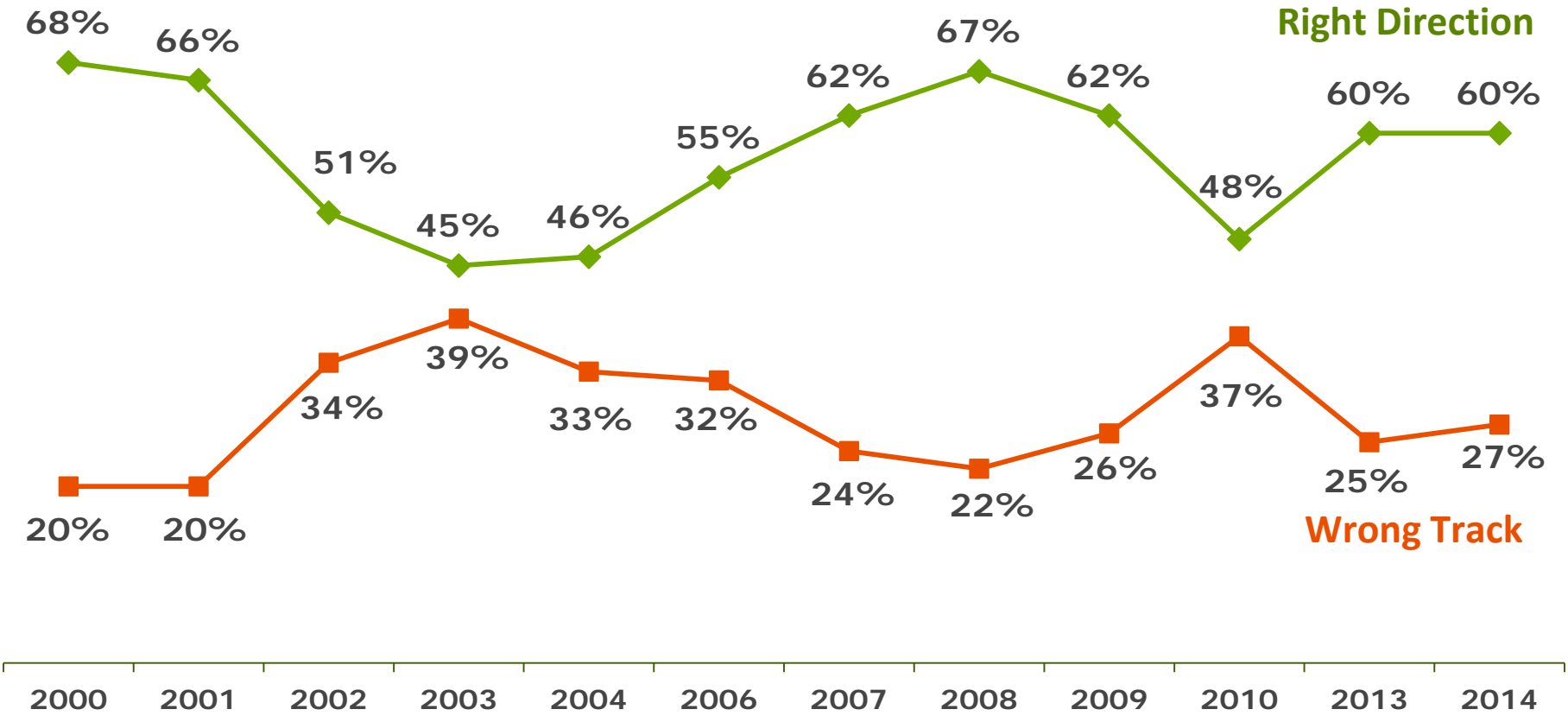
Highlights

	2014	2013	2010
Approval of the job TriMet is doing	76%	66%	71%
Approval of Bus system	78%	65%	74%
Approval of MAX	84%	69%	79%
Perception that buses are safe	76%	67%	65%
Perception that MAX is safe	79%	68%	71%
TriMet riders' satisfaction with their overall experience	87%	81%	83%
Adults in the region who rode TriMet at least once last year	80%	74%	80%

Customers' State of Mind

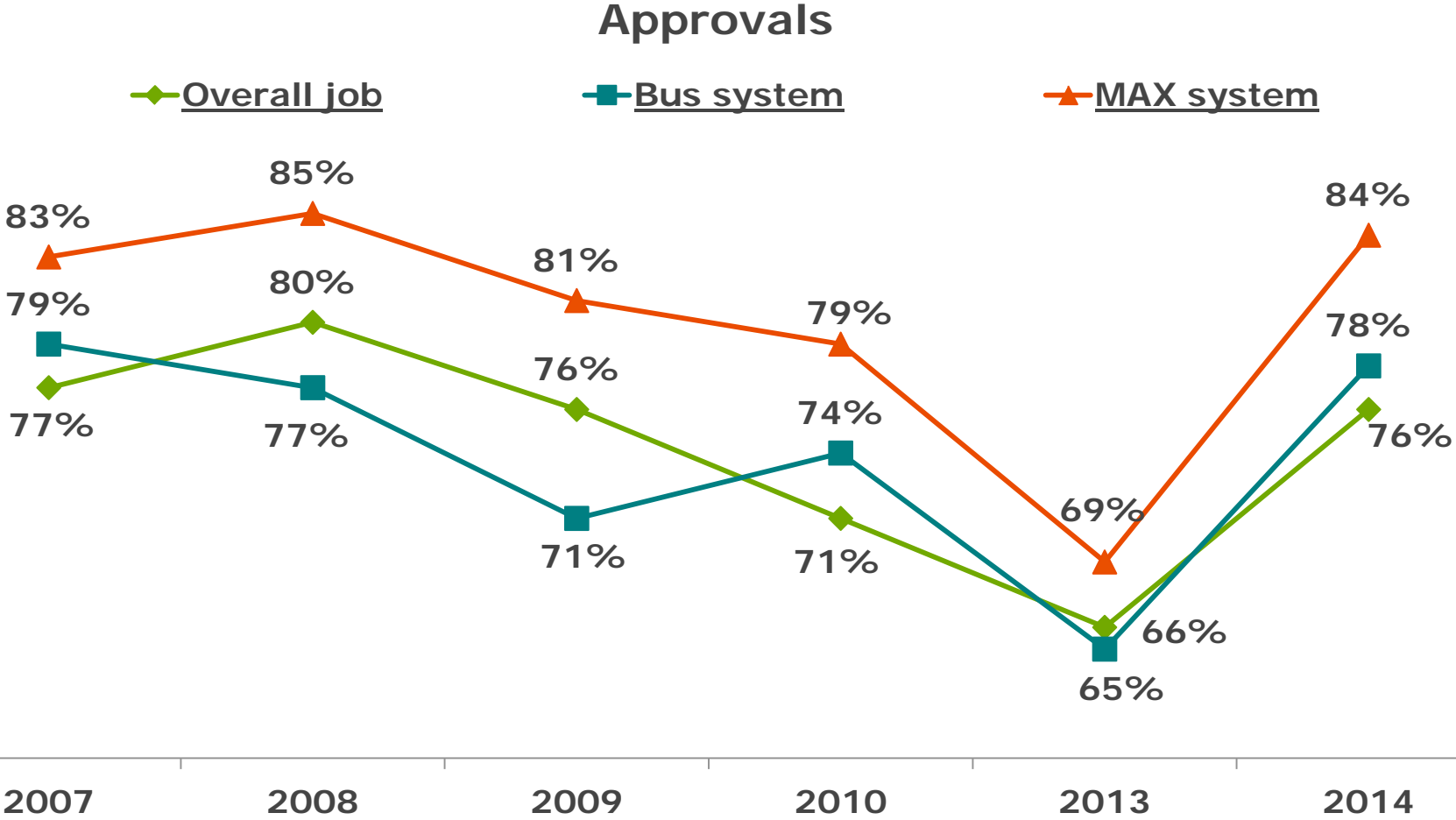
Gap between right direction and wrong track consistent with 2013

Right Direction/Wrong Track for Region



Approvals

Approval of TriMet up significantly from 2013

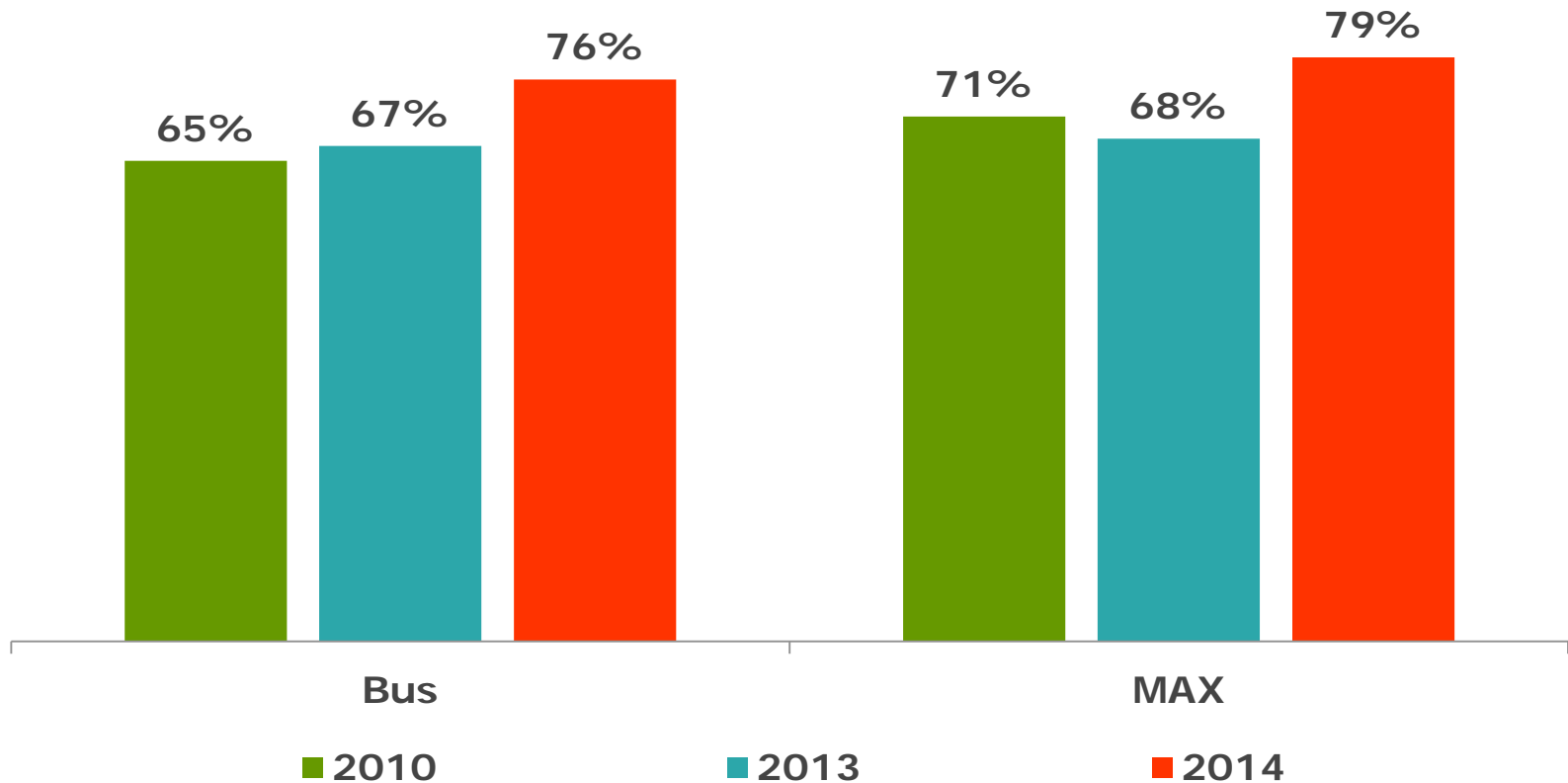


Safety



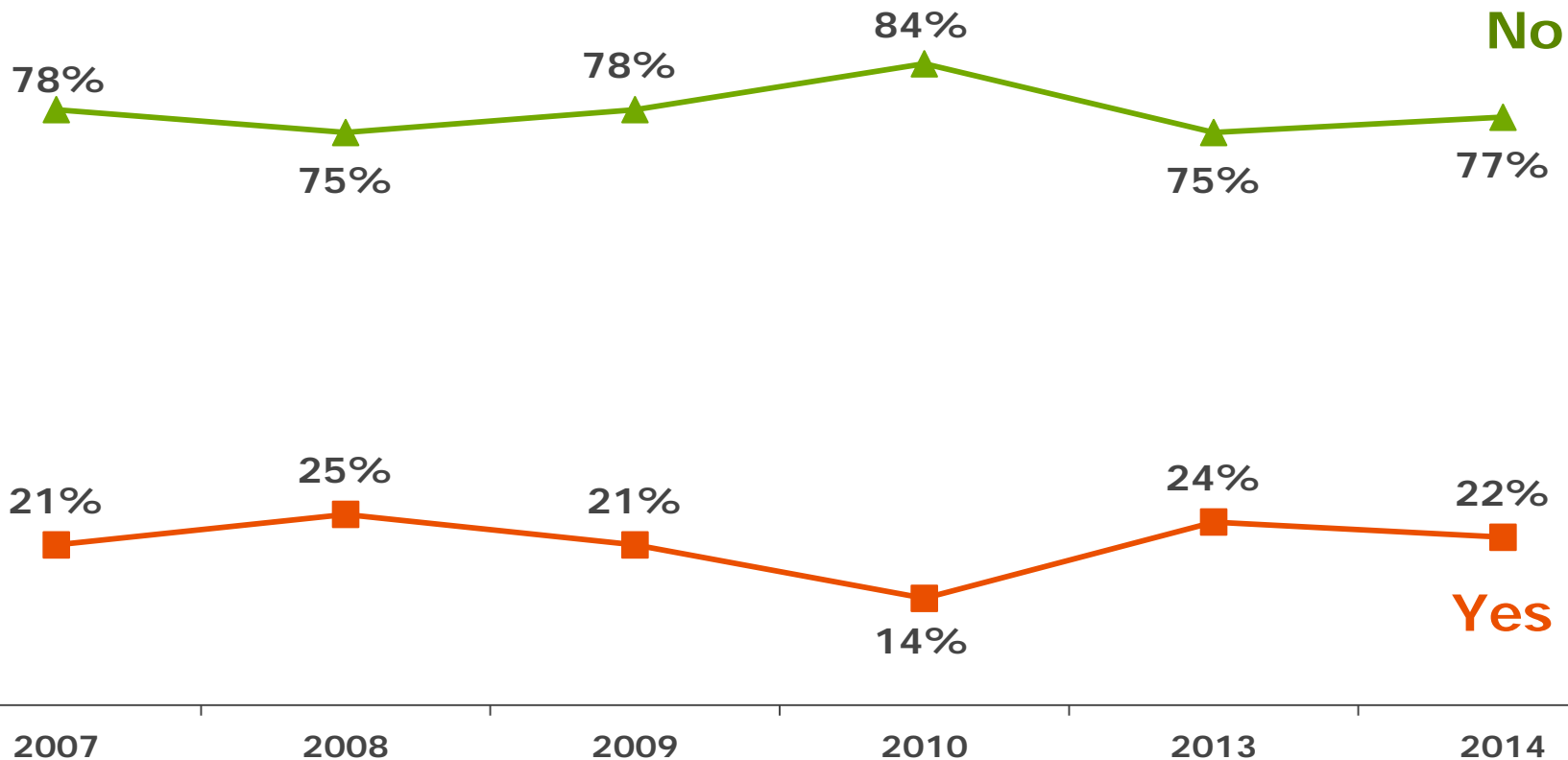
Approval of safe operations up 10-points from 2013

Approval of Safe Operations of MAX and Buses



Personal safety not an issue for taking MAX

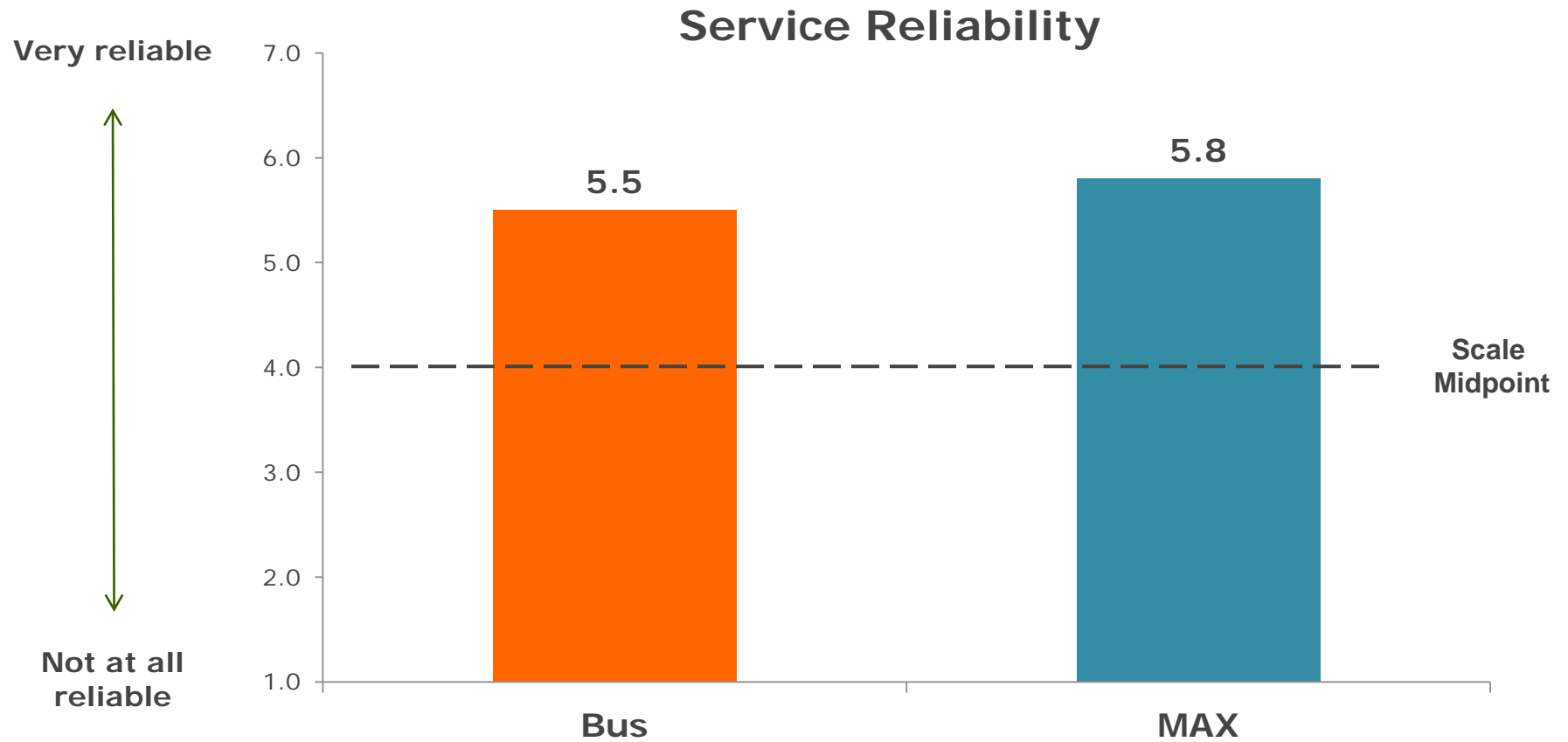
Have personal safety concerns ever prevented you from taking TriMet MAX trains?



Reliability



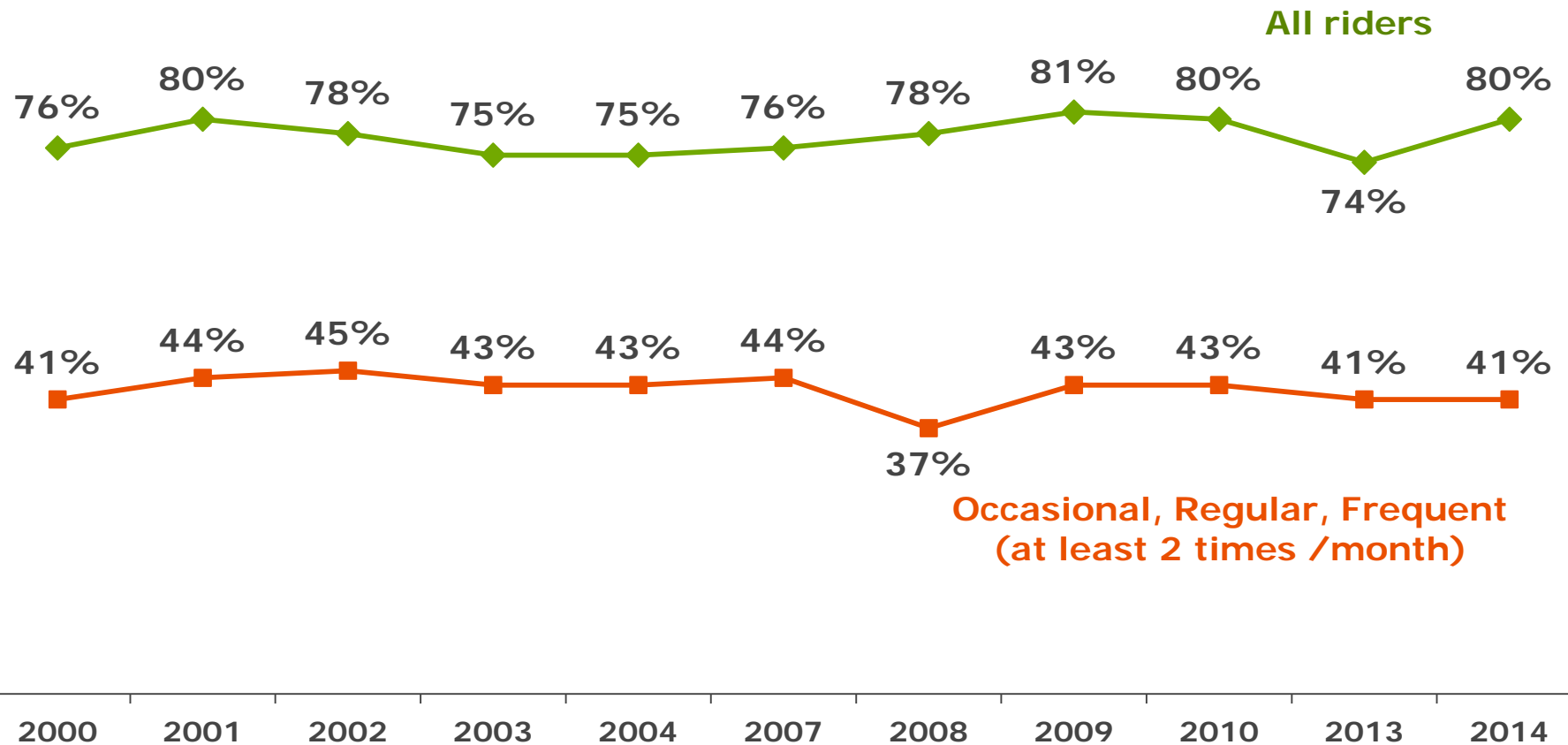
Reliability is viewed positively



Ridership

Eight in ten adults in the region ride TriMet

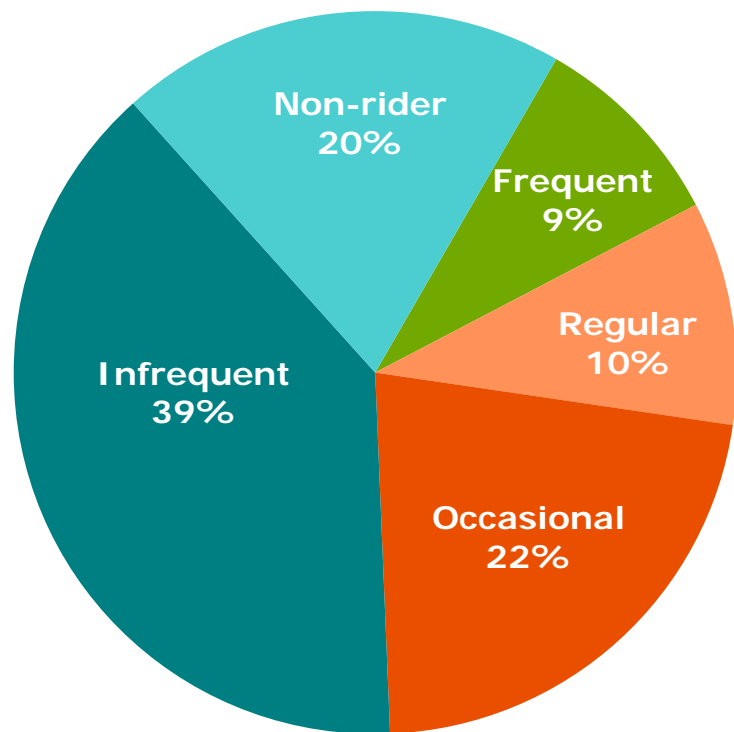
Percent of Adults who Ride TriMet





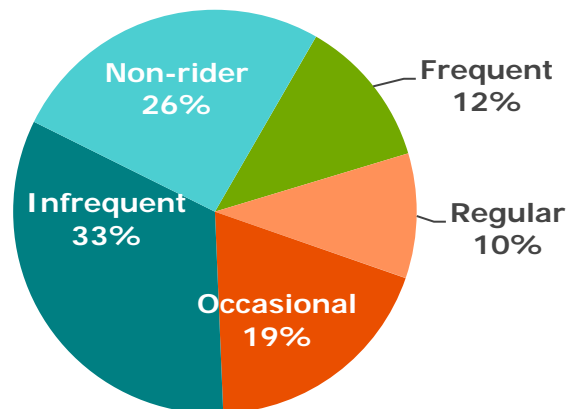
Two in ten respondents ride TriMet several times a week or more

2014 Ridership Frequency



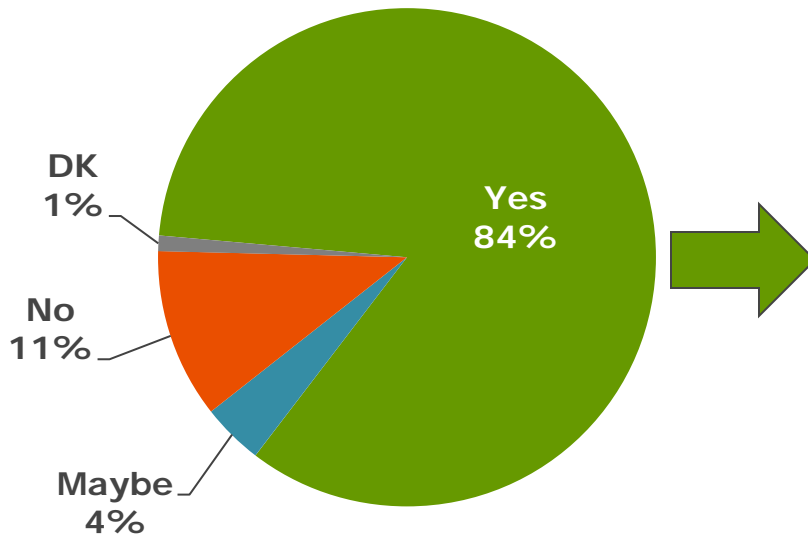
- Frequent Rider: Ride almost every day
- Regular Rider: Ride several times a week
- Occasional rider: Ride a couple of times a month
- Infrequent rider: Ride less than once a month
- Non-rider: Never ride TriMet

2013 Ridership Frequency



Non-Riders value TriMet

Do you value the benefits of TriMet?

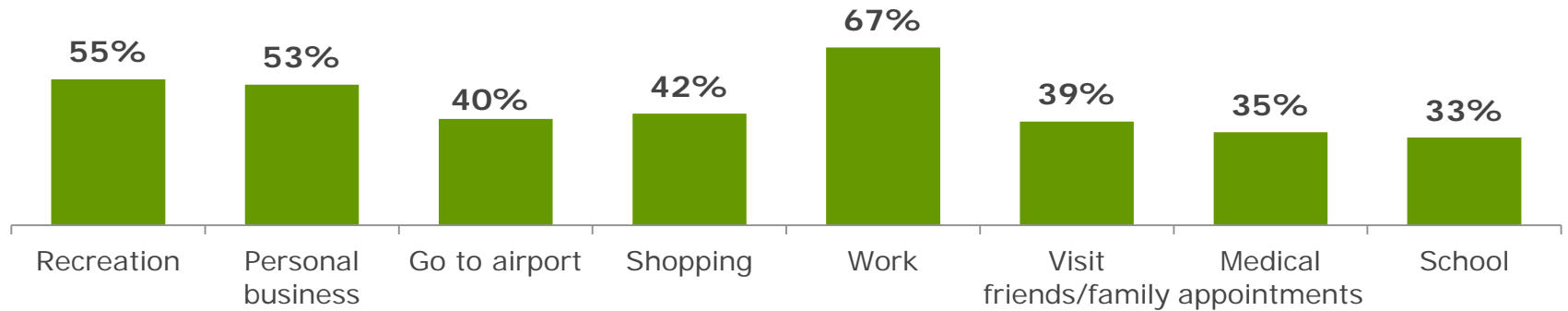


Why do you say that? (multiple responses accepted; Top mentions)	Of those who said Yes n=167
Provides a form of transportation	52%
Family/friend use TriMet	15%
Reduces traffic congestion	14%
Reliable/it's there when you need it	9%
Benefits many	8%
Economical	4%

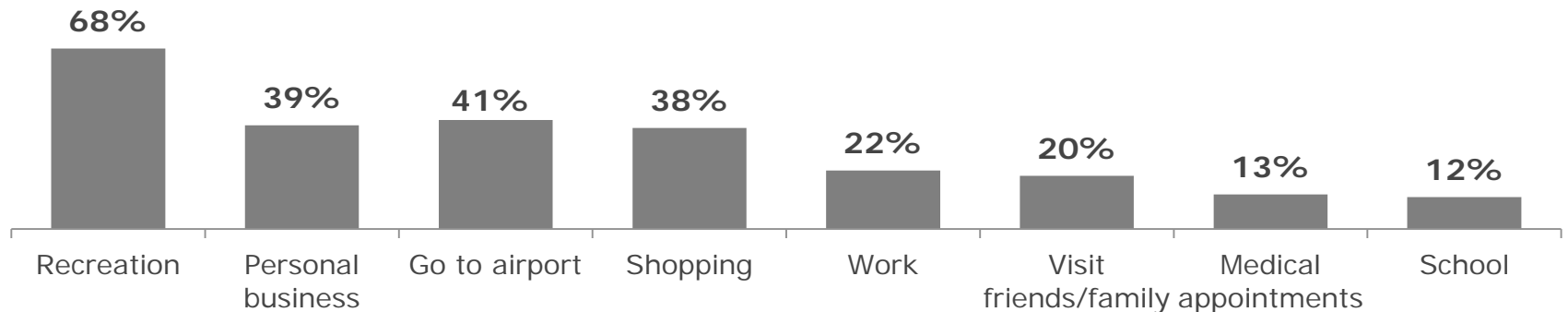
Frequent riders use TriMet for work Infrequent riders use TriMet for recreation

All Trips

Frequent/Regular Riders

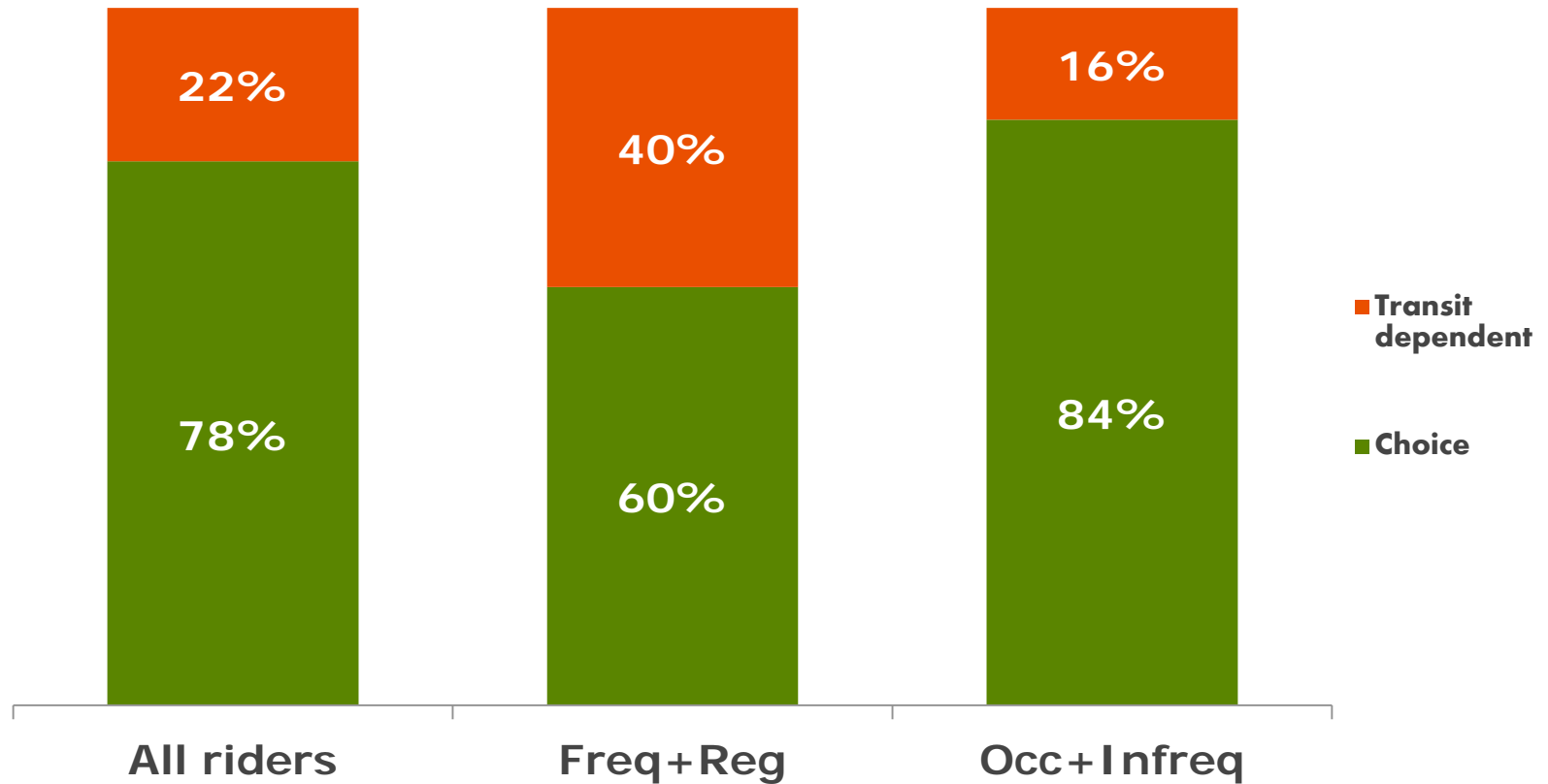


Occasional/Infrequent Riders



Frequent riders are most likely to be Transit Dependent

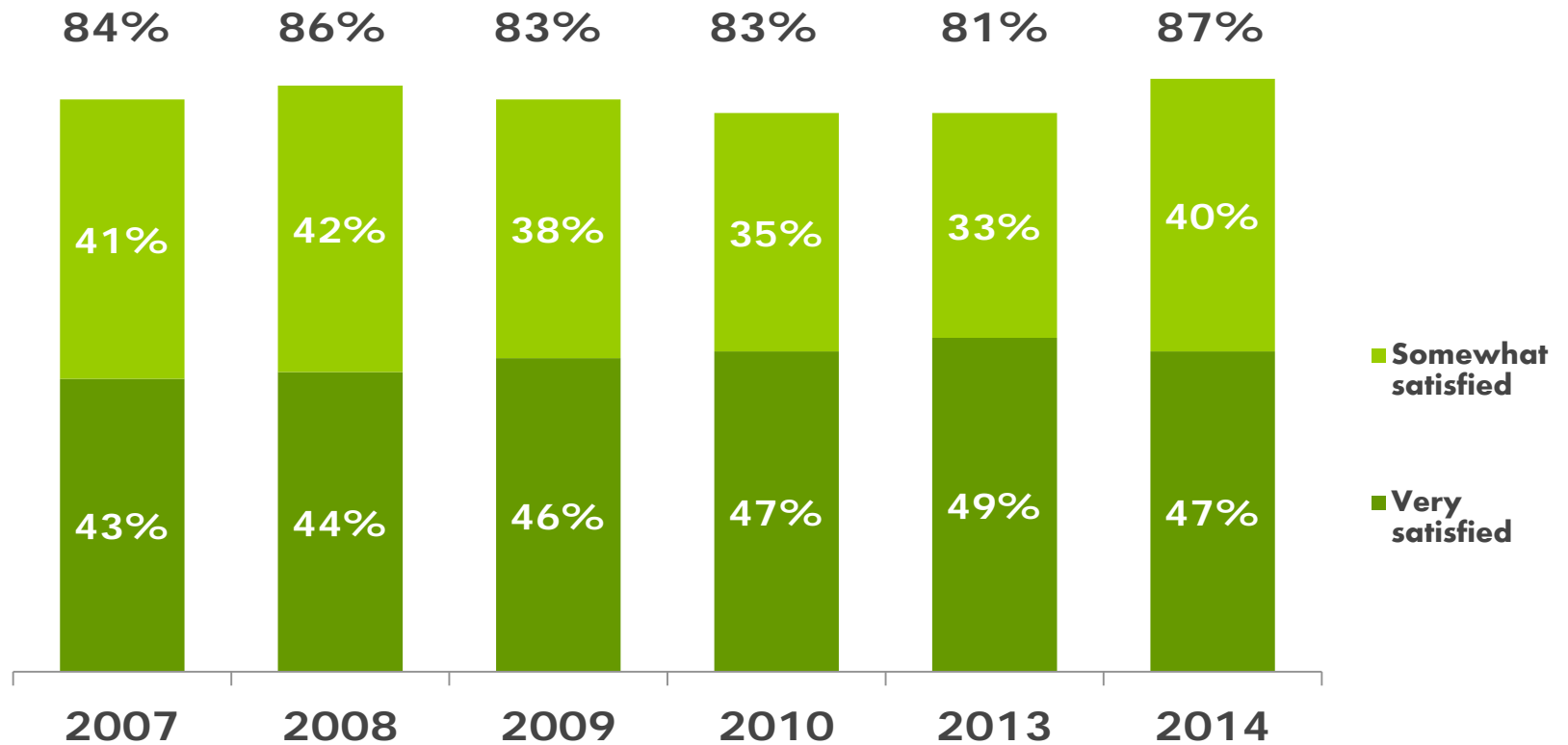
Reasons for Riding TriMet





Rider satisfaction up

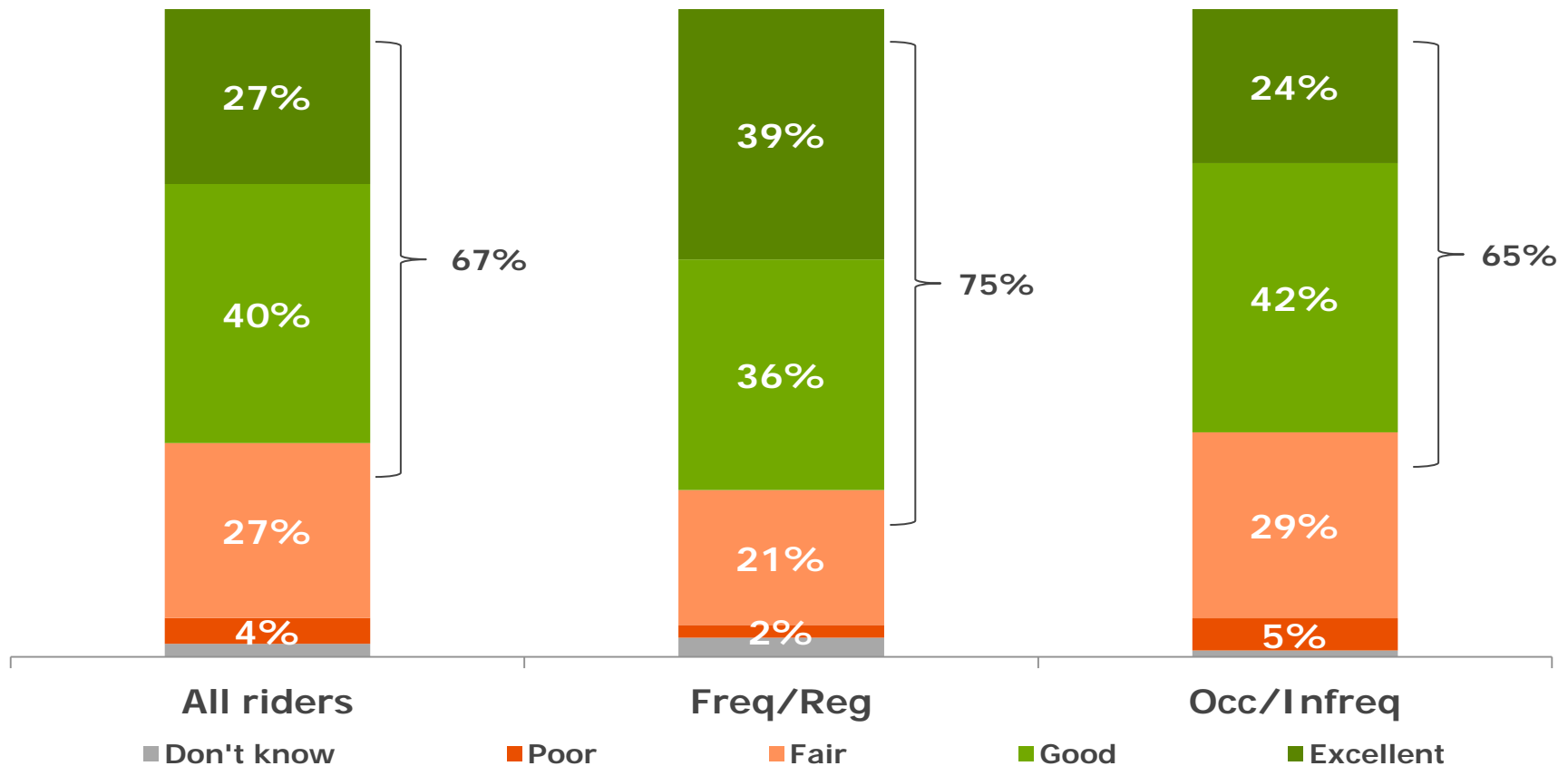
Satisfaction



Fares

Frequent riders are more likely to be satisfied with the value of transit services

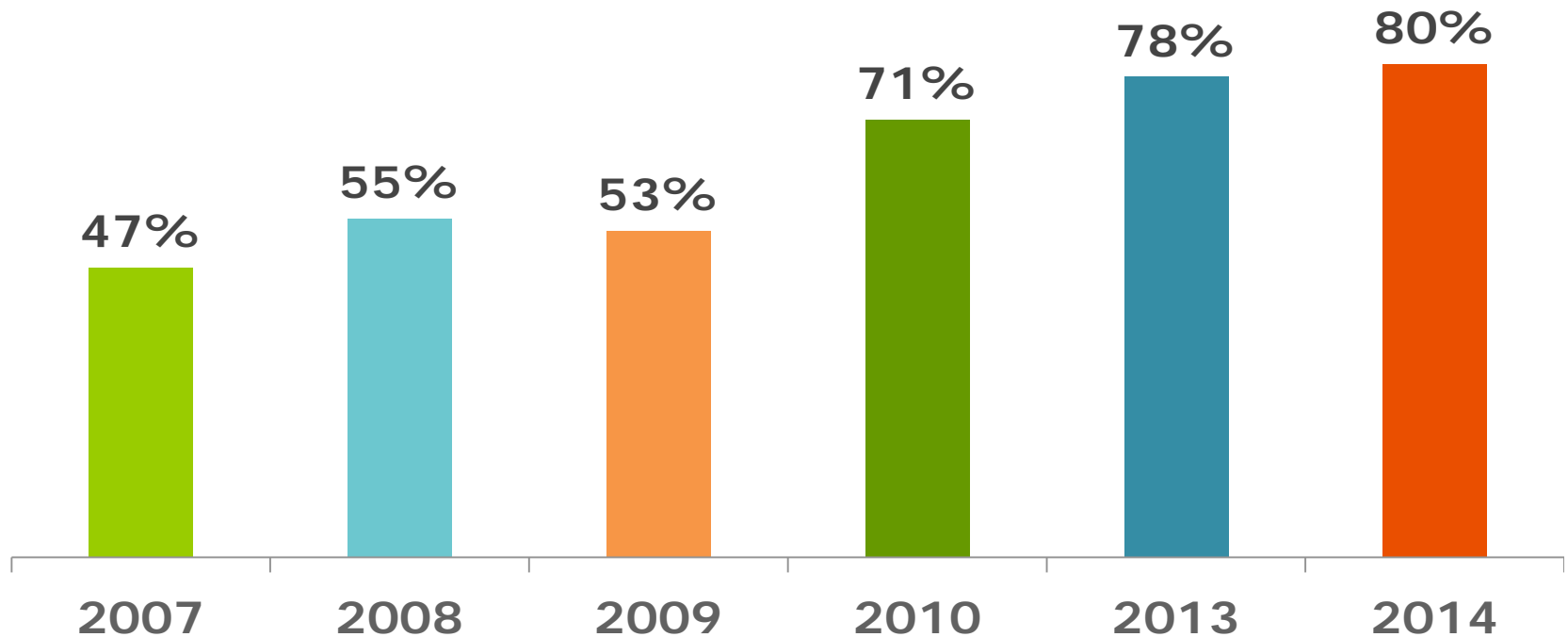
Value for Fare Paid



Project Awareness

Eight in ten respondents are aware of the Portland-Milwaukie Light Rail project

Awareness of Portland-Milwaukie Light Rail



Most made positive comments about the PMLR project

Response Category (Multiple responses accepted)	Total n=801	Rider n=649	Non-Rider n=152
Positive	79%	82%	64%
Reduces traffic congestion	22%	22%	20%
Provides a form of transportation	15%	15%	15%
Connecting parts of the City	13%	14%	9%
Expands public transportation	9%	9%	7%
Direct line to Milwaukie	8%	8%	7%
More accessibility	7%	8%	3%
Faster travel time	6%	5%	8%
Making commuting easier	6%	6%	4%
Access to downtown	5%	6%	4%
Increase the number of people using public transportation	4%	4%	1%
All other positive responses	3% or less	4% or less	4% or less

Benefits of the Tilikum Crossing Bridge are a reduction in traffic congestion and providing an easily accessible pedestrian bridge

Response Category (Multiple responses accepted)	Total n=780	Rider n=638	Non-Rider n=142
Reduces traffic congestion	18%	18%	14%
Pedestrian bridge/crossing	16%	18%	9%
Bike friendly bridge/bicycle crossing	13%	14%	8%
Transportation across the river	9%	8%	11%
Connects parts of the city together	8%	9%	3%
Provides the MAX Rail a dedicated line	7%	8%	3%
Looks nice/beautiful/cool	6%	7%	4%
No cars are allowed to drive on the new bridge	6%	6%	7%
Faster crossing	6%	6%	7%
Easy access across the bridge	5%	5%	4%
Safe route across the bridge	4%	4%	3%
More access throughout the city	4%	4%	1%
Other	3% or less	3% or less	5% or less
None/nothing	5%	4%	7%
Don't know/Refused	12%	12%	13%

Rider/Non-rider Demographics

Survey reflects American Community Survey demographics for:

- County
- Age
- Gender

Q&A

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