



*New bus shelter at Academy of Music and Pulaski Park transit hub in downtown Northampton. This stop serves more than 700 riders per day and 10 bus routes.*

# PVTA Onboard Customer Survey Northern Service Region 2016

August 12, 2016

Prepared under the direction of the Pioneer Valley Metropolitan Planning Organization for the Pioneer Valley Transit Authority by the Pioneer Valley Planning Commission

Funding assistance from the Pioneer Valley Transit Authority, the Massachusetts Department of Transportation, and the Federal Transit Administration

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## Executive Summary

The Pioneer Valley Transit Authority (PVTA) regularly surveys our customers to better understand their travel needs, satisfaction with service, and priorities for improvements. Customer surveys also provide important information that helps PVTA comply with laws and regulations to assure that bus service in our region is fair, equitable, and accessible.

In March and April 2016, a total 1,151 PVTA customers were surveyed on the 18 PVTA routes that primarily serve Hampshire County, PVTA’s Northern Service Region. These routes provide 37% of all PVTA rides in the Pioneer Valley. Customer satisfaction ratings are summarized below.

**Figure ES-1: PVTA 2015 Southern Region Passenger Satisfaction Overview**

Excellent Above 80%	Good 78%-79%	Needs Improvement 75%-77%	Priorities for Improvement 60%-74%
<ul style="list-style-type: none"> <li>• Bus driving safety</li> <li>• Cost of Service</li> <li>• Schedules easily obtainable</li> </ul>	<ul style="list-style-type: none"> <li>• Driver courtesy</li> <li>• Personal safety at bus stops</li> <li>• Ease of reading schedules</li> </ul>	<ul style="list-style-type: none"> <li>• Cleanliness of buses</li> <li>• Driver enforces rules</li> <li>• Service where desired</li> </ul>	<ul style="list-style-type: none"> <li>• Total travel time</li> <li>• Frequency of service</li> <li>• Condition of shelters</li> <li>• On-time performance</li> </ul>

*Percentages for the categories above are the proportions of 1,151 customers surveyed who rated the each category shown as either “Satisfied” or “Very Satisfied” on a five-point scale.*

These findings suggest that the PVTA is doing well with respect to safety on the bus, the cost of service and the availability of schedules. Riders were also generally pleased with the conduct of drivers, safety at bus stops and the readability of bus schedules.

The fewest numbers of riders were satisfied with total travel times of their trips, the frequency of service, the condition of bus shelters, and on-time performance. And a slightly larger proportion of riders said the cleanliness of buses should be improved, the enforcement of onboard rules by bus drivers should be better, and service should be more widely available.

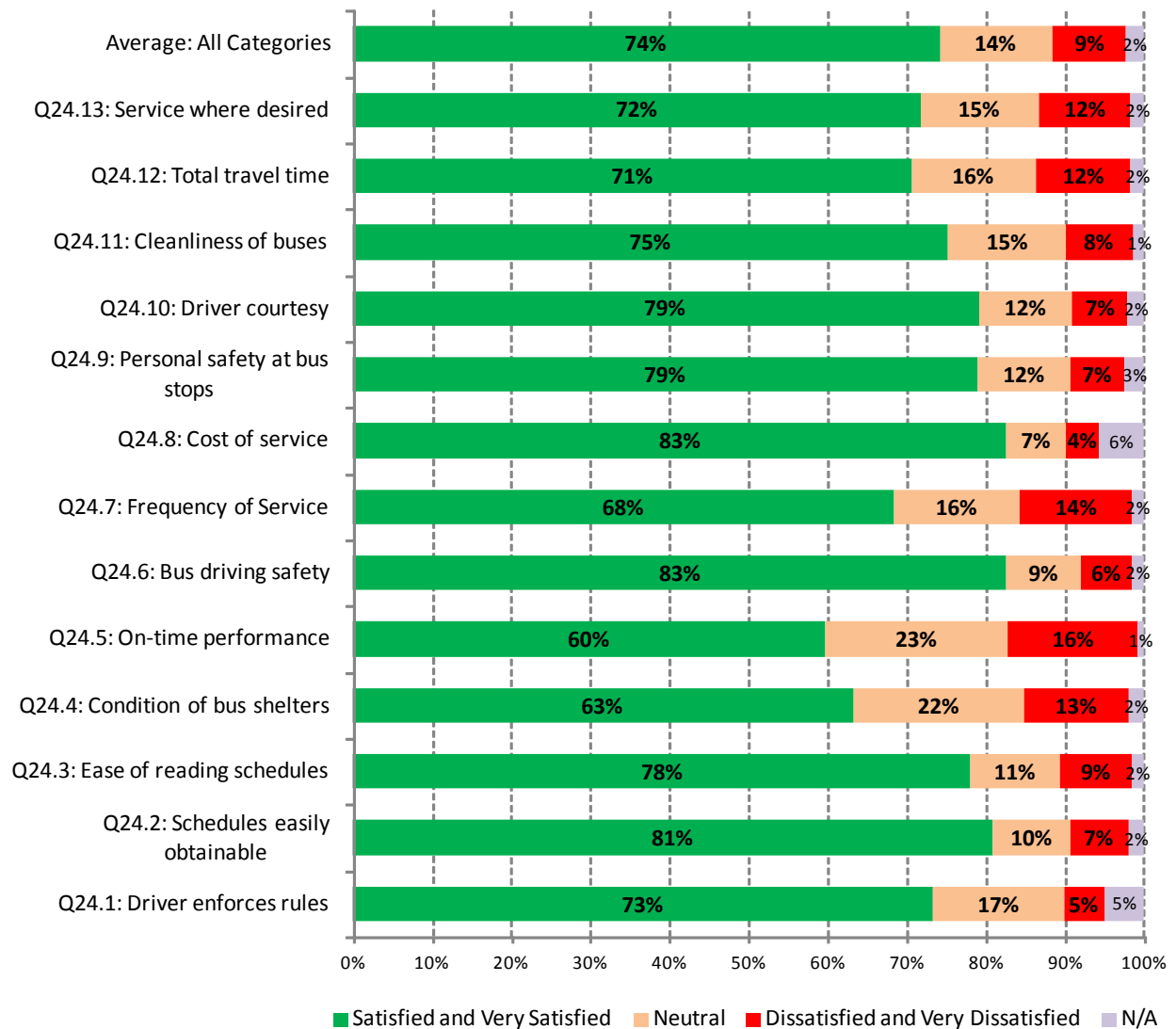
Key highlights about PVTA Northern Region customers’ travel and characteristics include:

- 55% of customers ride the bus every day, and another 34% do so at least twice a week.
- The most common trip purpose is traveling to college or the University of Massachusetts (58% of all trips).
- The second most common trip purpose is commuting to work (15% of trips).
- 52% of customers said they had no other way (than PVTA) to make their trip.
- Riders who identify as white are the largest racial and ethnic group of PVTA customers in the Northern Service area (57% of riders surveyed).

- 79% of riders reported annual incomes of \$20,000 or less, with nearly two-thirds (66%) of all riders reporting incomes at or below the federal poverty level of \$11,770 per year. This is much larger than the 16.8% countywide average of people in Hampshire County who are in this income range and is likely due to the large number of students who are PVTA riders.

Customer satisfaction ratings in the 13 categories surveyed are summarized below.

**Figure ES-2: PVTA 2016 Northern Region Passenger Satisfaction Results**



These results suggest that PVTA can improve customer satisfaction in the Northern Service area by focusing on improvements to on-time performance, maintaining bus cleanliness and good shelter conditions. General network improvements, such as frequency, travel time, and service coverage areas, are also opportunities for improvement.

# 1. Introduction

The Pioneer Valley Transit Authority (PVTA) is the largest regional transit authority in Massachusetts. Established in 1974 by Massachusetts General Laws Chapter 161B, the PVTA is the agency that oversees, coordinates, and manages funds for public transportation within 24 participating member communities in the Pioneer Valley. The PVTA oversees the operation of 186 buses on a system that includes 42 fixed-routes and 4 community shuttles.

PVTA customers made more than 12 million trips on fixed route buses in FY2015. (In addition to its fixed-route scheduled service, the PVTA also manages federally required complementary ADA on-demand van service for persons who are not able to ride fixed route buses, as well as Senior Van Service, sometimes known as “Dial-a-Ride,” from 8:00 a.m. to 4:30 p.m. weekdays; ridership on these services was an additional 310,000 trips in FY2015.)

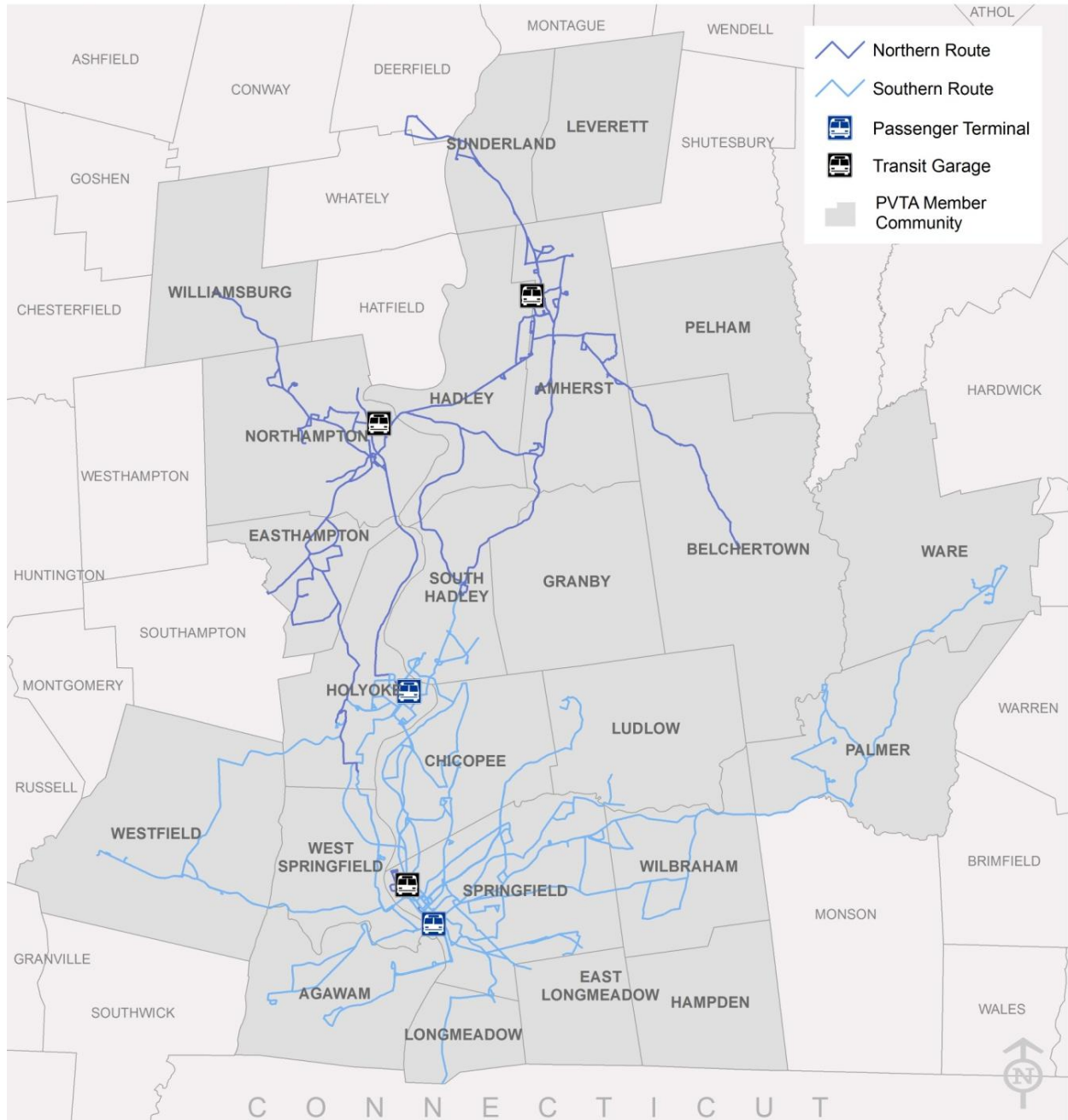
The personal mobility that PVTA provides is critical for the large number of residents of the region who do not, cannot, or choose not to drive. For these people, PVTA provides essential access to places of work, medical appointments, educational opportunities, and shopping establishments.

The PVTA’s 600-square mile service area is diverse in terms of land uses and demographic composition. It is organized in two broad areas (also see Figure 1-1 on next page):

Northern Region	Southern Region
18 routes serving Hampshire County from garages at the University of Massachusetts Amherst campus (UMass garage) and the Northampton Industrial Park (VATCo garage).	23 routes serving Hampden County from the Springfield garage on North Main Street and passenger terminals at 1776 Liberty Street in Springfield and 206 Maple Street in Holyoke; and 2 community shuttle routes from garage in Belchertown
FY2015 ridership: 4,443,985 trips (37% of system total)	FY2015 ridership: 7,590,064 trips (63% of system total)
Communities: Amherst, Belchertown, Easthampton, Hadley, Leverett, Northampton, Palmer, Pelham, Sunderland, and Williamsburg.	Communities: Springfield, Chicopee, Holyoke, Agawam, East Longmeadow, Granby, Hampden, Longmeadow, Ludlow, South Hadley, West Springfield, Ware, Westfield, and Wilbraham. (Hampden and Leverett receive only PVTA Senior “Dial a Ride” service.)

This survey focuses on customers who ride buses in PVTA's Northern Region, which are operated by the Valley Area Transit Company (VATCo), a business unit of First Transit, a national bus operations company, and UMass Transit, a division of the University of Massachusetts Amherst Facilities and Campus Services.

**Figure 1-1: PVTA Fixed Routes and Member Communities 2016**





## 2. Survey Method

The onboard customer survey was conducted by staff of the Pioneer Valley Planning Commission during March and April of 2016 on the 18 fixed bus routes in the Northern Region of the PVTA service area (Hampshire County). Surveys were conducted on days when the University of Massachusetts and other Five College institutions were in session. Surveys were conducted throughout the day to achieve a representative sample of riders' use patterns.

The minimum number of survey responses needed for each route was calculated on a proportional basis relative to the monthly ridership total for October 2014. Data from the month of October was selected because it is when ridership is historically at its highest level within a given year. A 95% confidence level and a  $\pm 4.5\%$  margin of error were selected for the statistical calculation.

Using these parameters, the following equation was used to calculate the proportion of surveys required.

$$n = \left( \frac{z_{\alpha}}{2} \frac{\sqrt{p(1-p)}}{W} \right)^2$$

### Variables Defined

$n$  = minimum number of surveys required per route

$z$  = normal probabilities value based on confidence level

$\alpha$  = 1 – confidence level as a percentage

$p$  = percentage of monthly ridership per route based on total monthly ridership for all southern region routes

$W$  = margin of error

Based on this calculation, the minimum number of surveys required to be conducted on each route was determined, as shown in Figure 2-1 on the next page.

The results reported achieve the 95% confidence level and  $\pm 4.5\%$  margin of error for questions with an N of 1,151 or greater. Cross tabulations and analyses for individual routes and smaller subsets of the population sampled are provided for information, discussion, and topics for further analysis; however, it is not possible to achieve the same 95% confidence interval for individual routes as has been established for the full population.

**Figure 2-1: PVRT Northern Region Customer Survey Sample Sizes by Route**

Route	Boardings/ month	Proportion of Total	# of Surveys Required	# of Surveys Obtained
30 N Amherst/Old B-town Rd	150,480	26.0%	168	178
31 Sunderland/S. Amherst	130,087	22.4%	150	156
33 Shopper Shuttle/Puffers Pond	27,097	4.7%	65	67
34 Orchard Hill (Campus Shuttle)	45,419	7.8%	109	84
35 Mullins Center (Campus Shuttle)	51,356	8.9%	121	167
36 Atkins Corner/Olympia Drive	<i>Does not operate during academic session</i>			
38 MHC	45,391	7.8%	102	110
39 Smith/Hamp	11,004	1.9%	29	30
M40 Minute Man Express	5,121	0.9%	12	25
R41 Northampton/Easthampton	4,670	0.8%	22	22
R42 Northampton/Williamsburg	5,053	0.9%	14	24
B43 Northampton/UMass/Amherst	78,637	13.6%	182	183
R44 Northampton/Florence	5,987	1.0%	22	23
45 Amherst/Belchertown	8,612	1.5%	20	21
46 Amherst/S. Deerfield	1,890	0.3%	4	20
B48 Northampton/Holyoke	8,093	1.4%	28	30
X98 Northampton Crosstown	675	0.1%	2	11
<b>TOTAL</b>	<b>579,572</b>	<b>100.0%</b>	<b>1,050</b>	<b>1,151</b>

PVRT passenger counts totals for month of October 2014. Note: Routes 34 and 35 together are the UMass Amherst Campus Shuttle (34 operates clockwise; 35 operates counter clockwise); the routes together required a total of 230 responses, and 251 were obtained.

The survey was a paper one-page form (see Appendix 2) that was given to customers by PVPC personnel wearing a “Surveyor” badge as they boarded buses traveling these routes. The survey form was printed on heavy stock so that respondents could write on it without a clipboard. One side of the form was printed in English and the other in Spanish (respondents were asked to fill out one side only). Additionally, separate survey forms printed in Russian and Vietnamese were also available. Survey personnel worked individually to distribute and collect the surveys from passengers aboard the buses. All persons boarding the bus were verbally offered a survey form. Those who chose to respond completed the form and returned it to the surveyor before exiting the bus. Surveys were administered throughout all weekday mornings, afternoons and evenings to achieve a representative sample of riders and trip purposes.

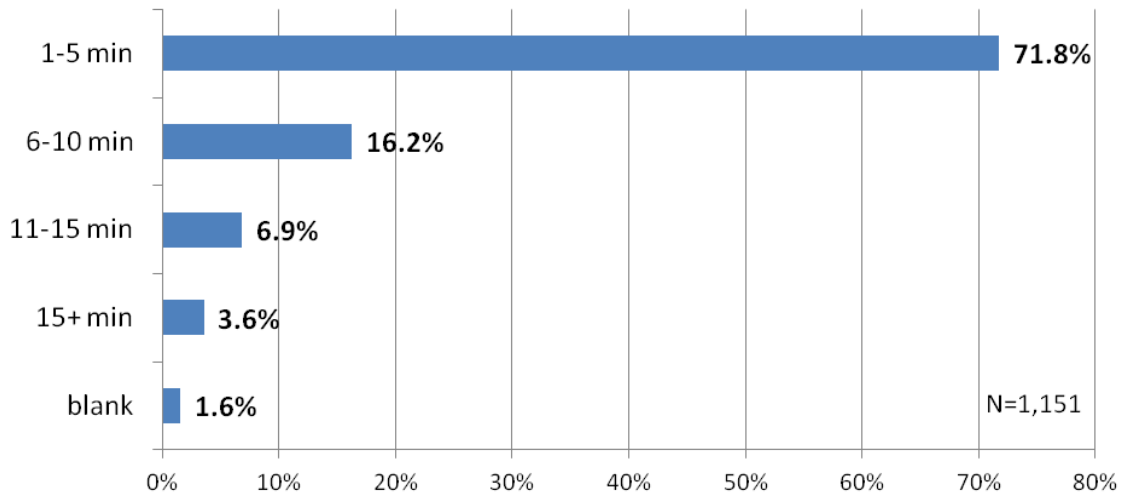
### 3. Findings

This section reports on the survey findings in four general categories: trip characteristics, customer characteristics, system use characteristics, and customer satisfaction ratings. The number of each question is shown as it appeared on the original survey.

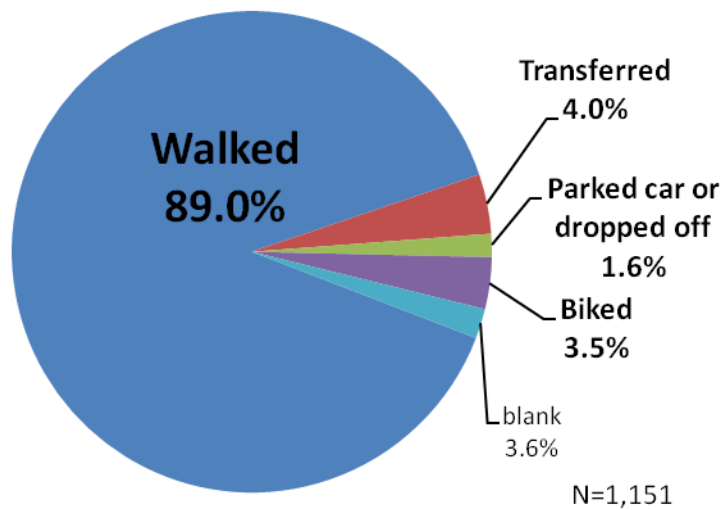
#### A. Trip Characteristics

This section reports the findings of questions about the customer's trip.

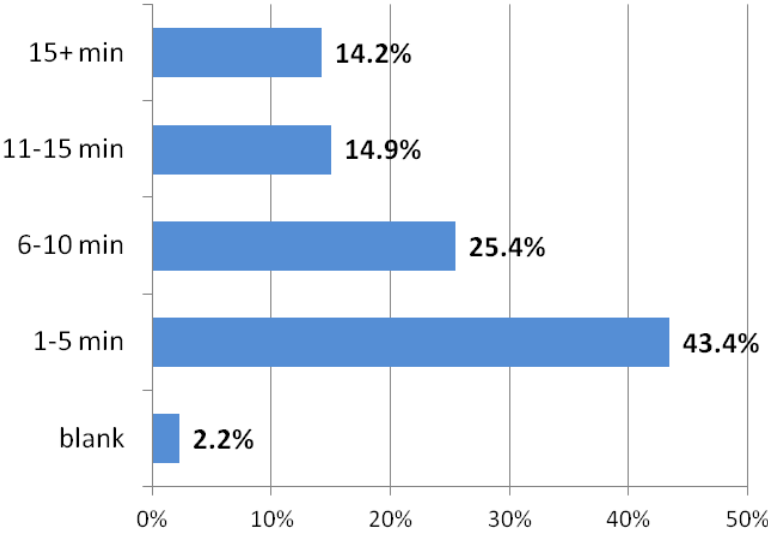
##### Question 1: How long did it take to reach the bus stop?



##### Question 2: How did you get to the bus?

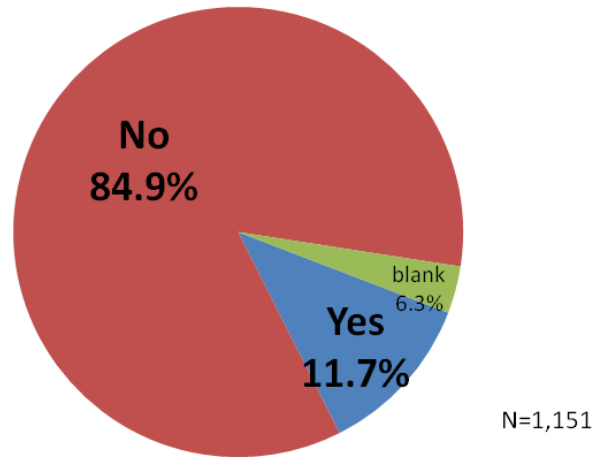


**Question 3: How long did it take to reach your destination after leaving the bus?**

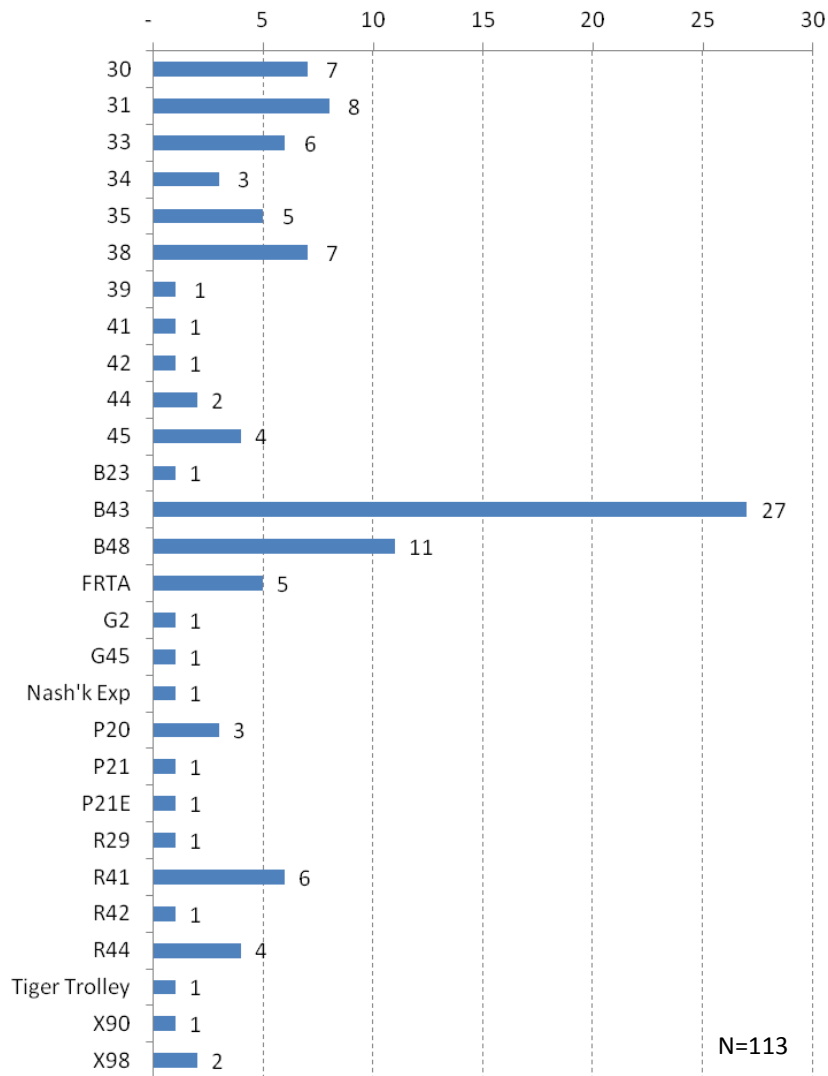


N=1,151

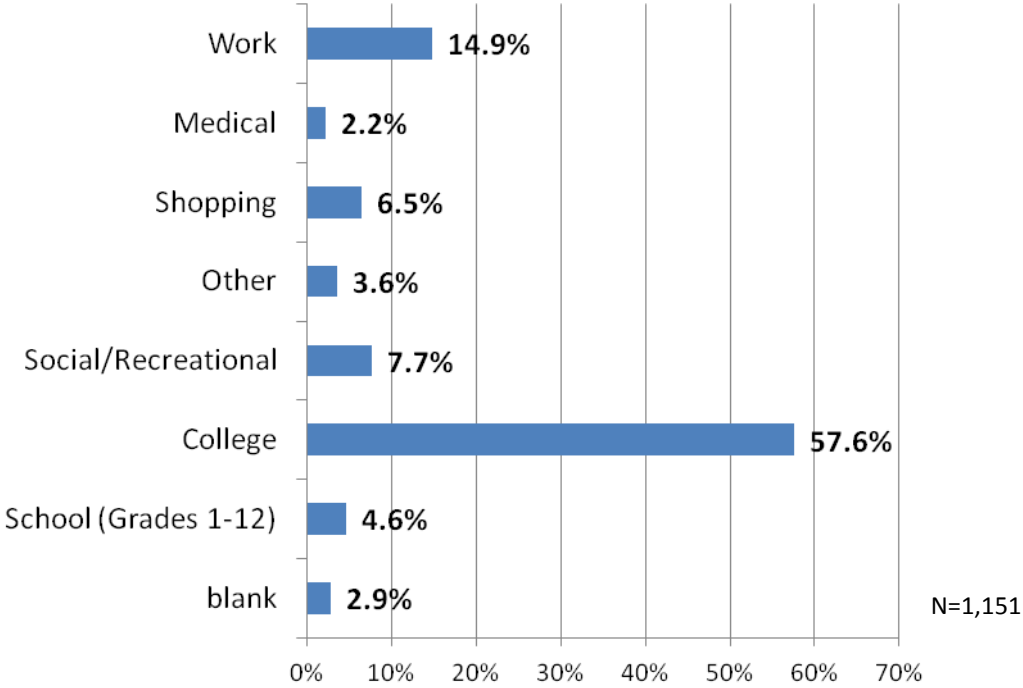
**Question 4: Will you transfer to another bus?**



**Question 4b: If yes, which route [will you transfer to]?**



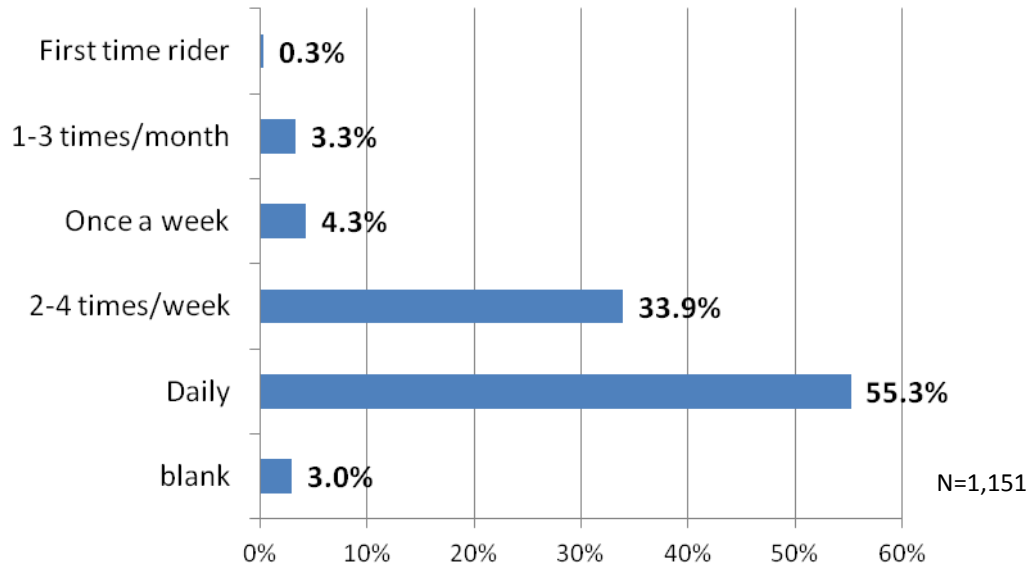
**Question 5: What is the purpose of your trip?**



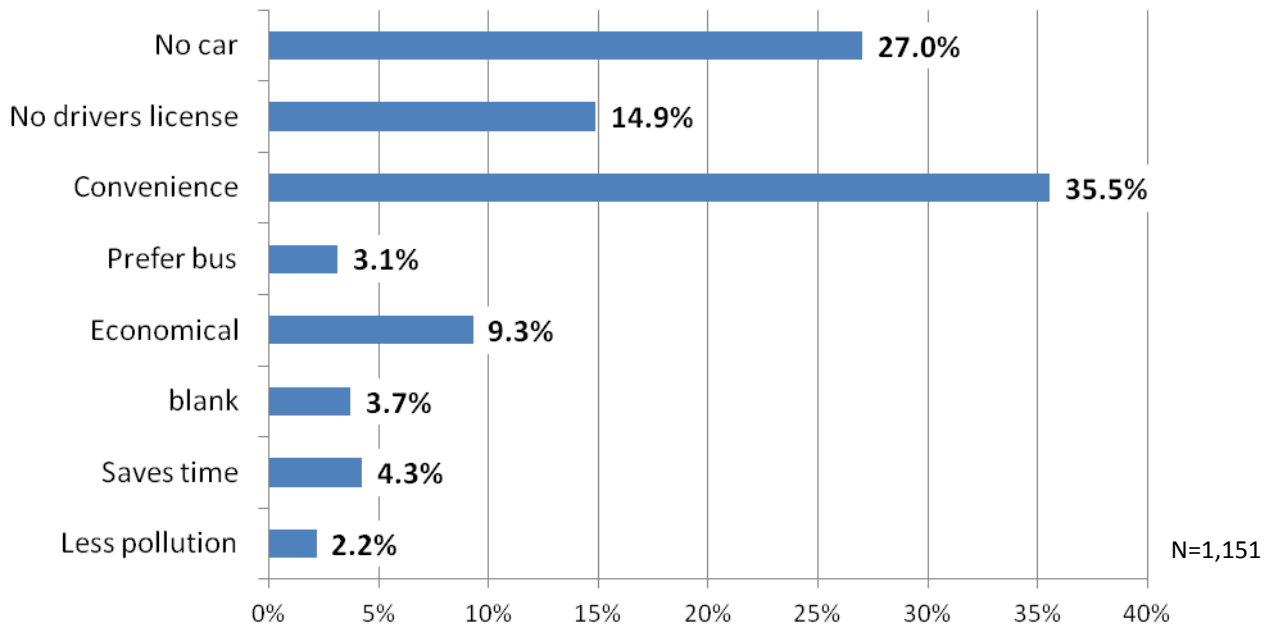
## B. Customer Characteristics

This section reports demographic and travel characteristics of PVTA customers surveyed.

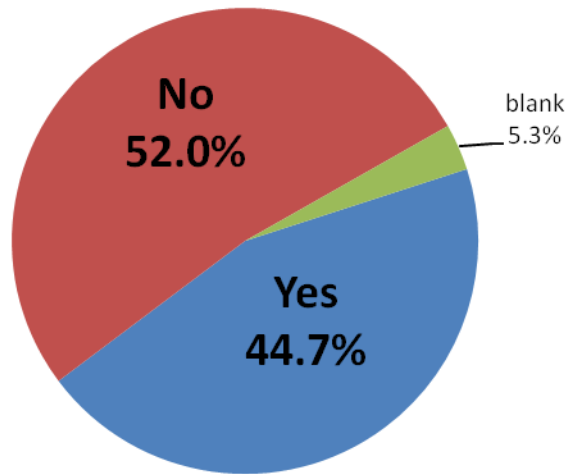
### Question 6: How often do you ride the bus?



### Question 7: What is the main reason you ride the bus?

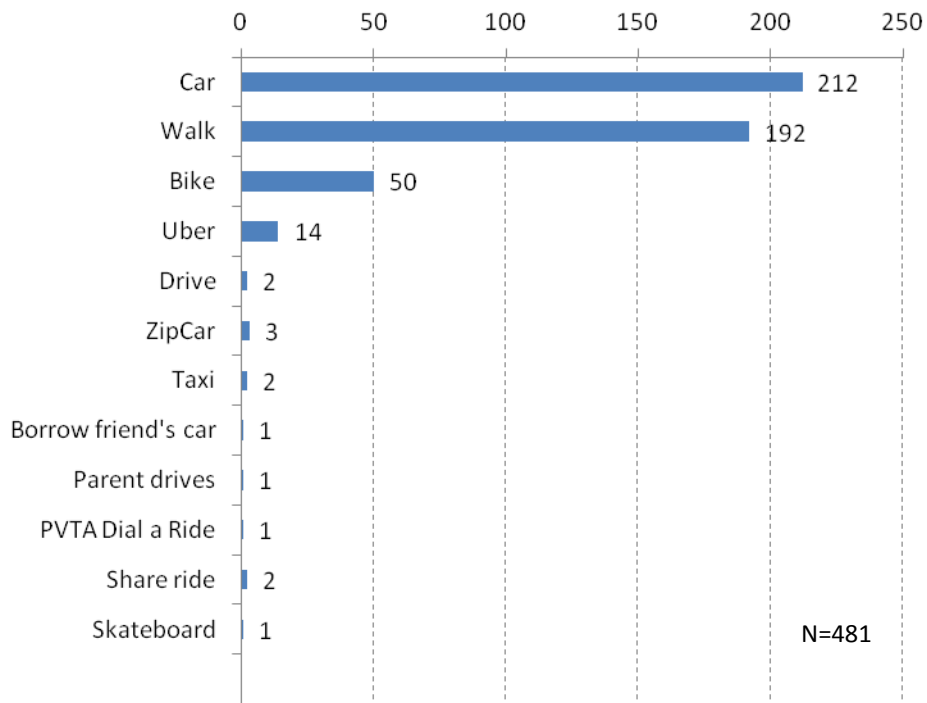


**Question 8: Did you have another way to make this trip?**



N=1,151

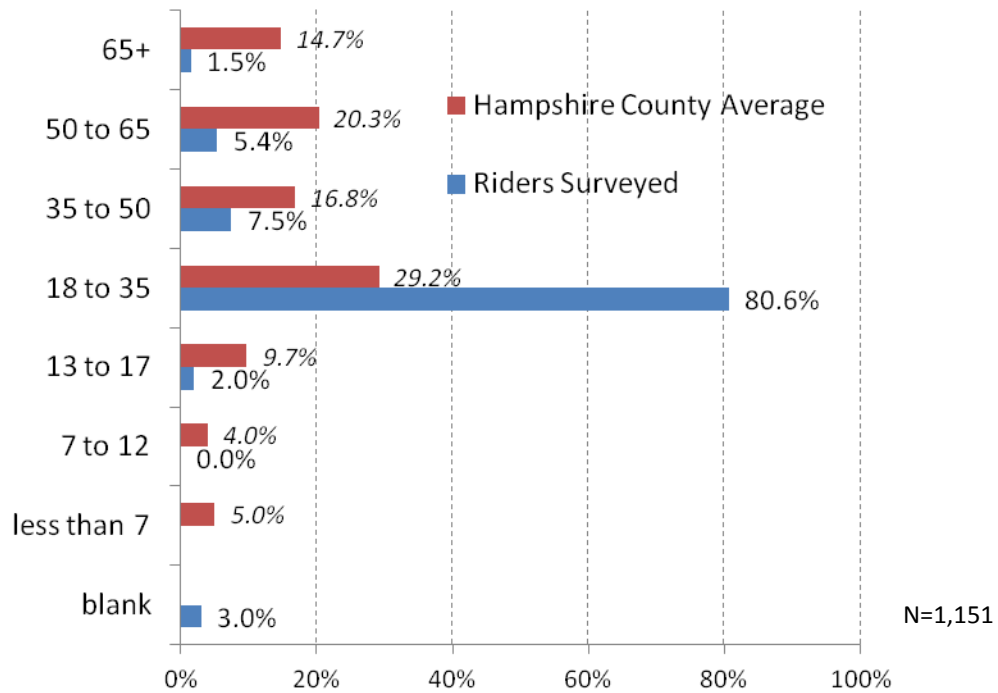
**Question 8b: If yes, what (other way did you have to make this trip)?**



N=481

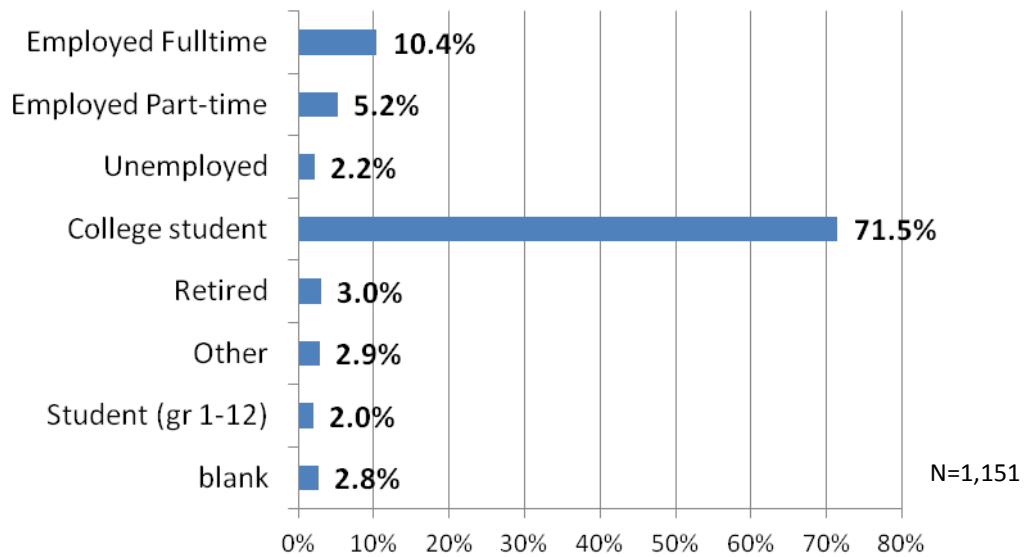


### Question 9: What is Your Age?

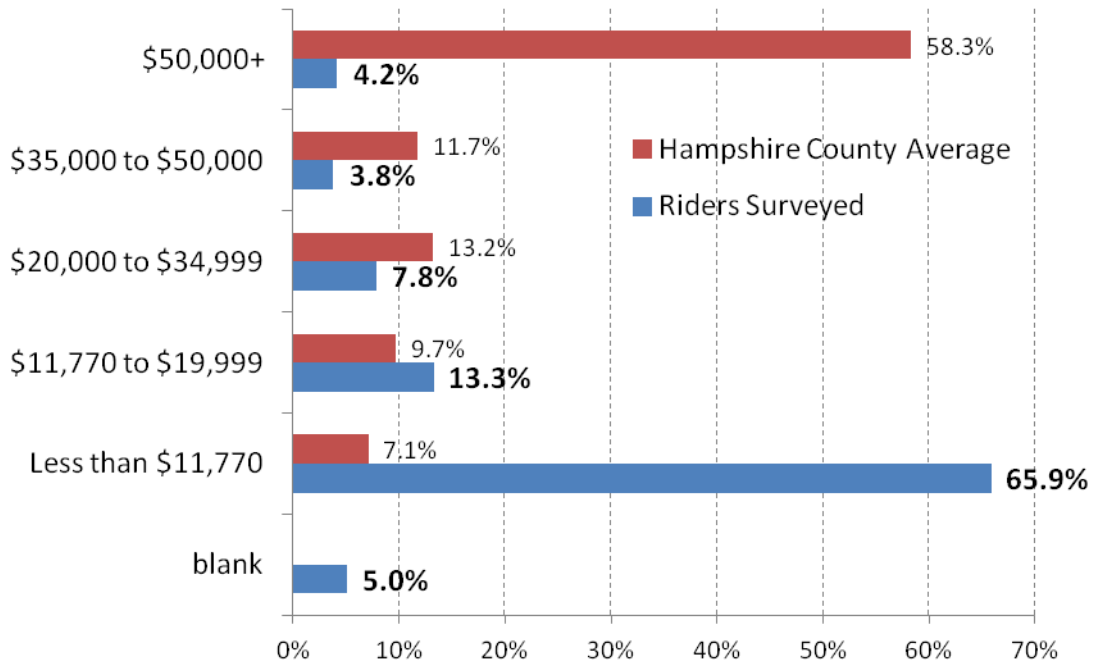


American Community Survey 2010-2014 five-year estimates of age of Hampshire County residents shown for reference and proportionally conformed to PVTA survey age groups.

### Question 10: Which of the following describes your situation best?

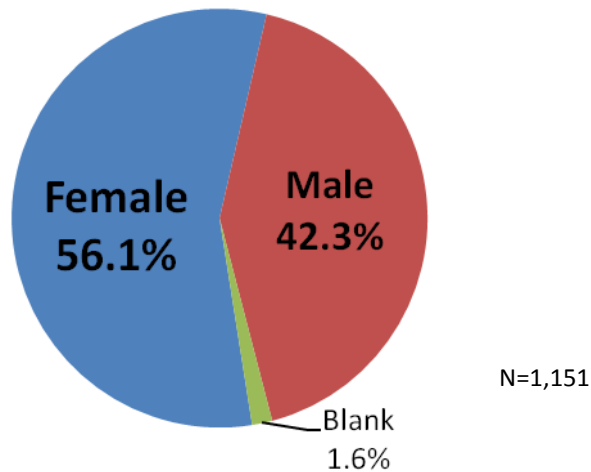


### Question 11: What is your income level?



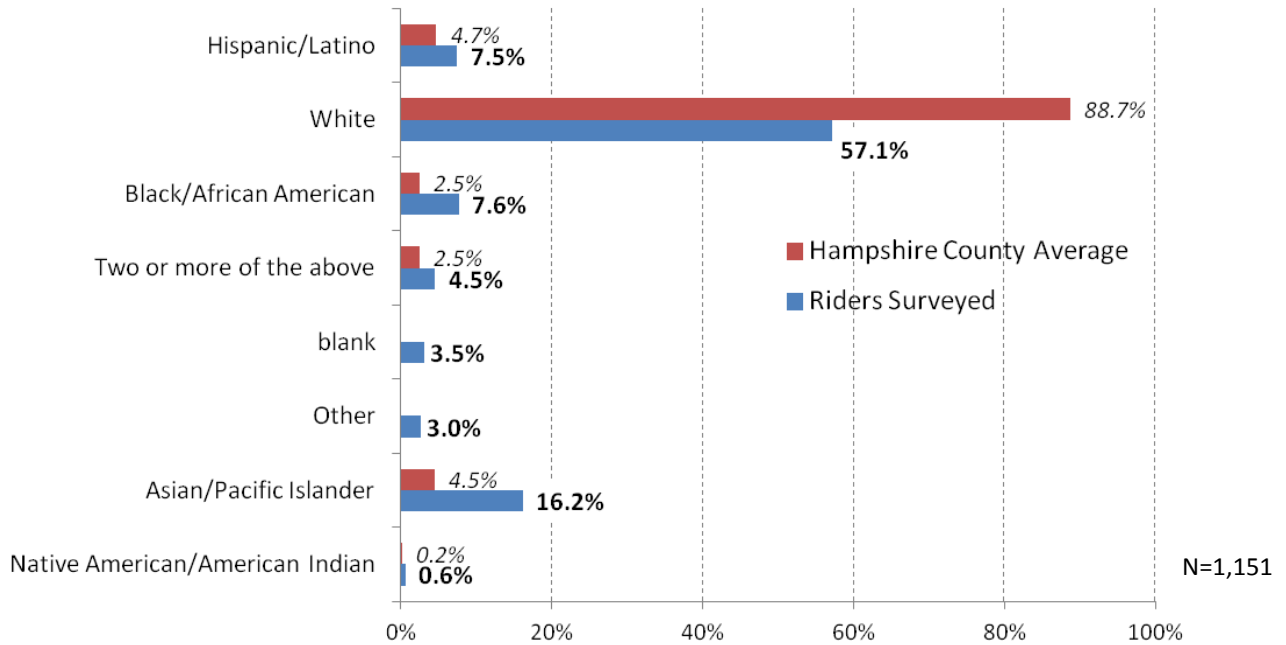
Hampshire County average income information from ACS 2010-2014 five-year estimates. ACS income categories conformed to PVTA survey categories using proportional assignment. PVTA riders N=1,151

### Question 12: Gender



The gender ratio in Hampshire County as a whole is 53.2% female to 46.8% male (ACS 2010-2014 five-year estimates). U.S. Census does not currently report proportions of people who identify as a gender other than male or female.

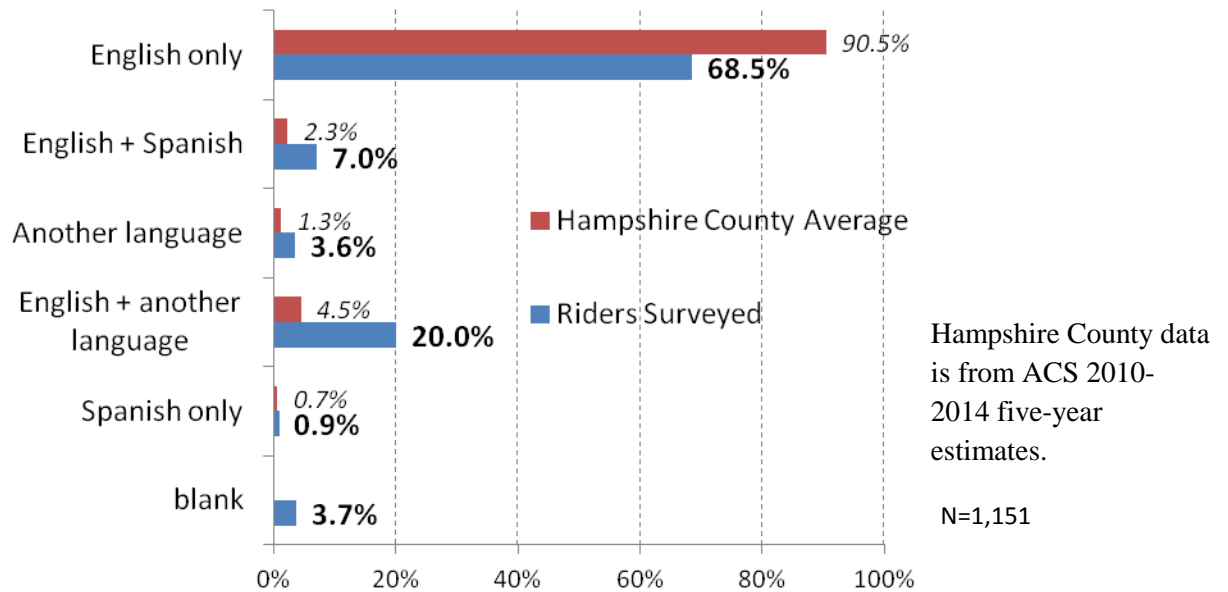
**Question 13: What is your race or ethnic background?**



Hampshire County data is from ACS 2010-2014 five-year estimates (total population 158,080) and includes persons reporting only one race. Hispanics may be of any race, and so also are included in applicable race categories for the county estimates.

PVTA Northern Region riders are more diverse than Hampshire County as a whole. There are far more many customers of color (at least 42.9%) than the countywide average (88.7%). The largest single racial and ethnic customer group is whites, followed by Asians (16.2%, or nearly four times the countywide proportion), Hispanic/Latino (7.5%, or almost twice the countywide average) and Black/African American (7.6%, or more than three times the countywide average).

### Question 14: What languages are spoken at home?



For languages spoken, slightly more PVTA customers said they speak only Spanish at home (0.9%) than the county average (0.7%). This is consistent with the number of people who chose to fill out the Spanish language version of the survey (5 persons), versus the 1,146 who took the survey in English.

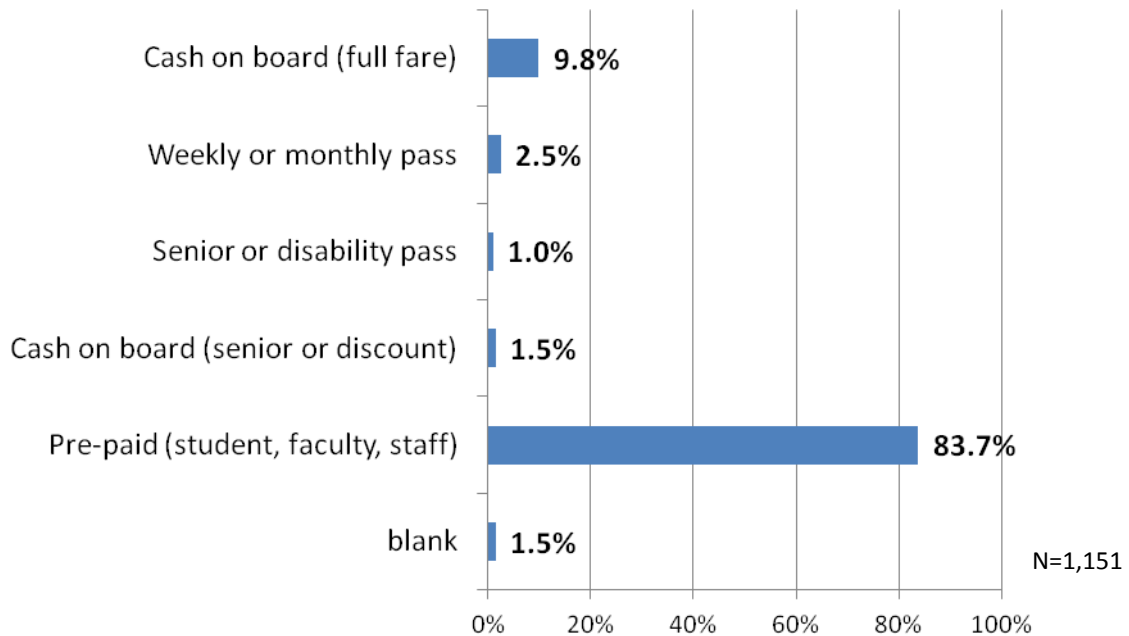
The proportion of PVTA customers in Hampshire County who speak both Spanish and English is 7.0%), which is more than double county average (2.3%). While the PVTA survey was not able to ask how well these bilingual customers speak English, the ACS data for Hampden County suggests that approximately 1,200 Spanish/English bilingual residents of the county “Do Not Speak English Well or At All,” or approximately 0.7% of all residents. Therefore, based on the greater proportion of English and Spanish speakers among PVTA riders, plus the 0.7% of residents who speak Spanish only, it is likely that approximately 1-2% of PVTA customers in Hampshire County do not speak English well or at all.

**Question 14b: What is the language (other than English or Spanish) spoken at home?**

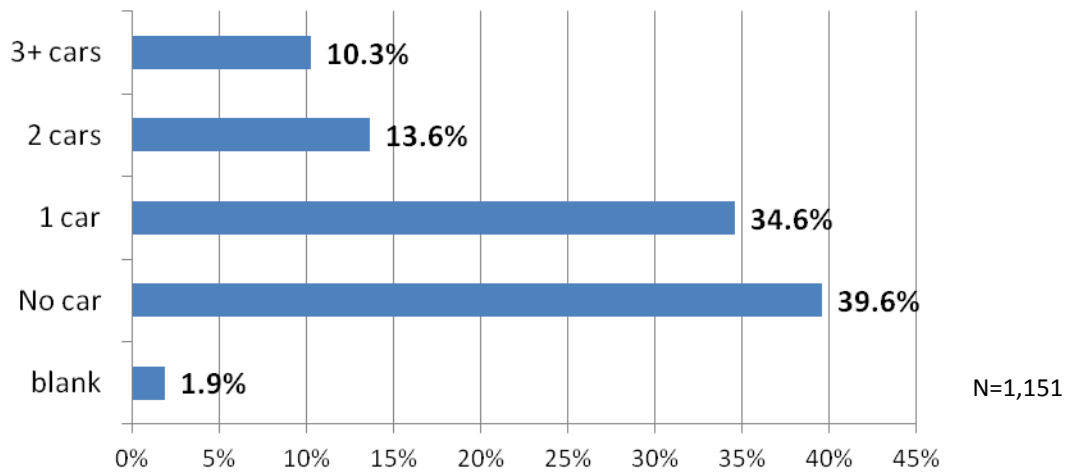
Chinese	51	Telugu	2
French	20	Albanian	1
Portugese	10	Bangla	1
Vietnamese	10	Bosnian	1
Korean	9	Cape Verdean	1
Arabic	7	Creole	1
Russian	7	Farsi	1
Turkish	7	Greek	1
Japanese	5	Gujarati	1
German	3	Hindu	1
Italian	3	Indonesian	1
Urdu	3	Jamaican	1
Haitian	2	Mandarin	1
Hungarian	2	Slovenian	1
Nepali	2	Swahili	1
Polish	2	Tagalog	1
Tamil	2	Thai	1

N=162

**Question 15: How do you usually pay your fare?**

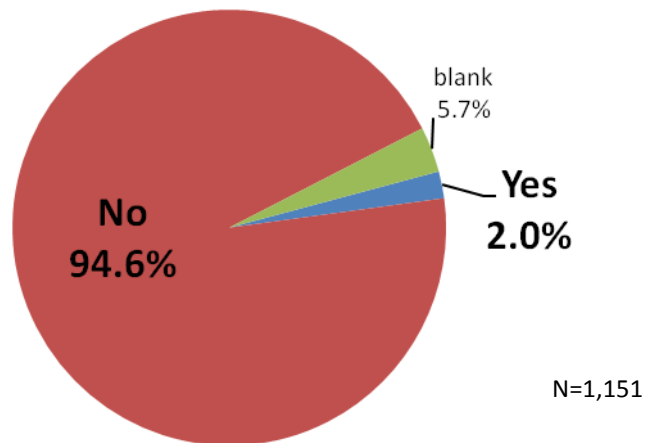


**Question 16: How many cars are available at your household?**



For reference, 2.8% of all Hampshire County residents do not have a car available for commuting (ACS 2010-2014 five-year estimates).

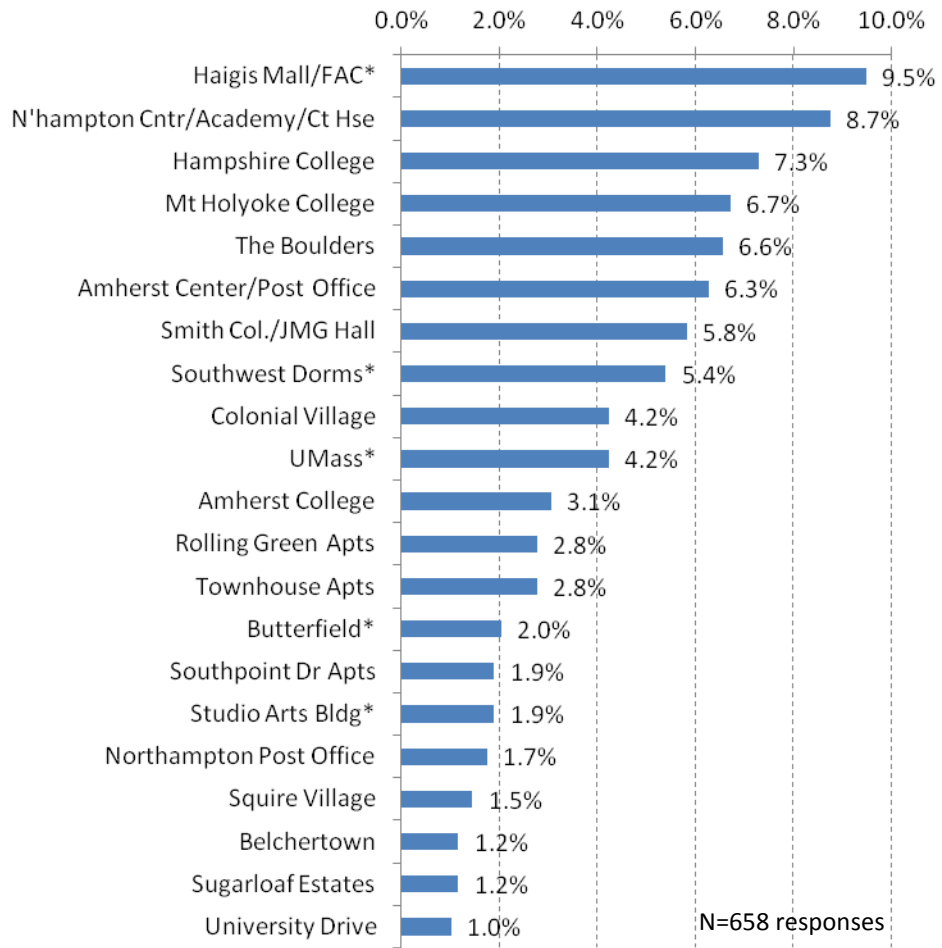
**Question 17: Do you have a physical disability that prevents you from driving?**



For reference, 10.4% of Hampshire County residents in 2014 who were not institutionalized (16,464 persons out of a total population of 158,931) had one or more disabilities, include cognitive and other non-physical disabilities (ACS 2010-2014 five-year estimates). However, some people with disabilities are able to drive; therefore, direct comparison to the responses for this question is not possible).

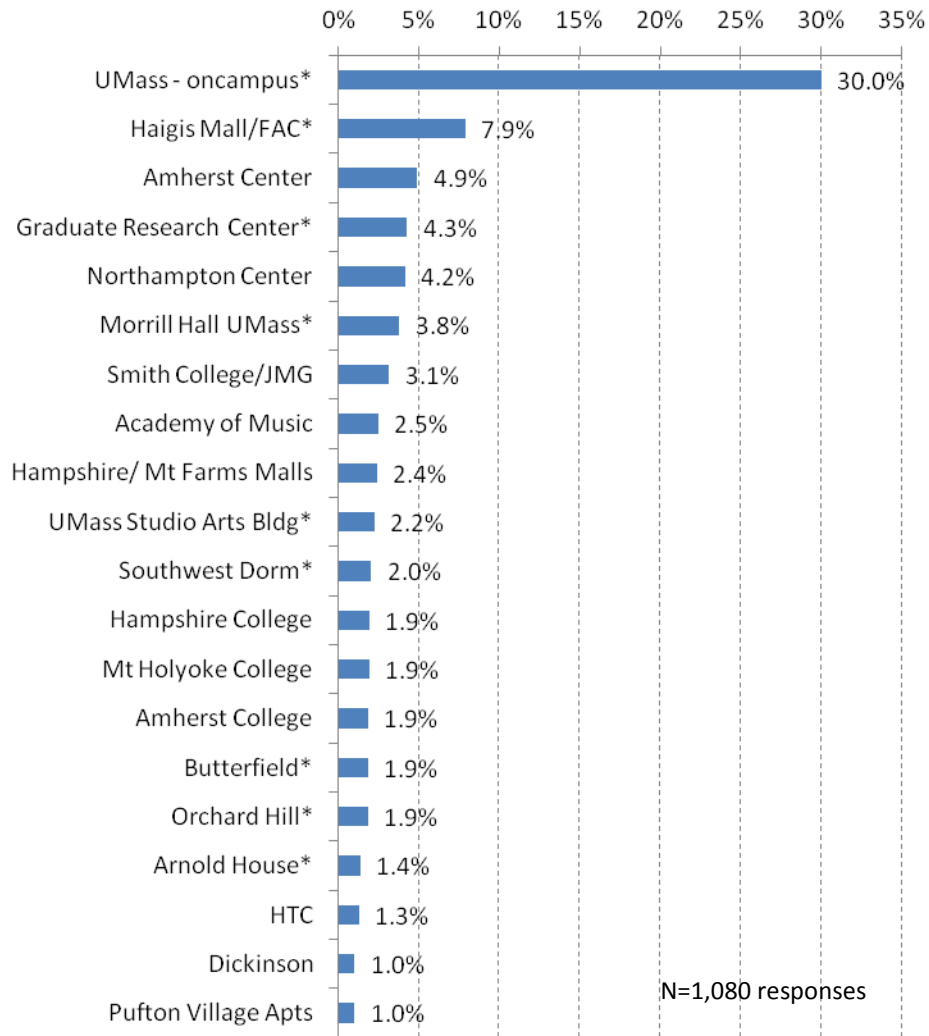
### C. System Use Characteristics

#### Question 18: (What is the) Location Where You Usually Board (Trip Origin)?



Origins totaling 1.0% or more of all responses shown. UMass has multiple on-campus boarding locations, which are marked with an \*asterisk and total 23.0% of all boarding locations given by riders.

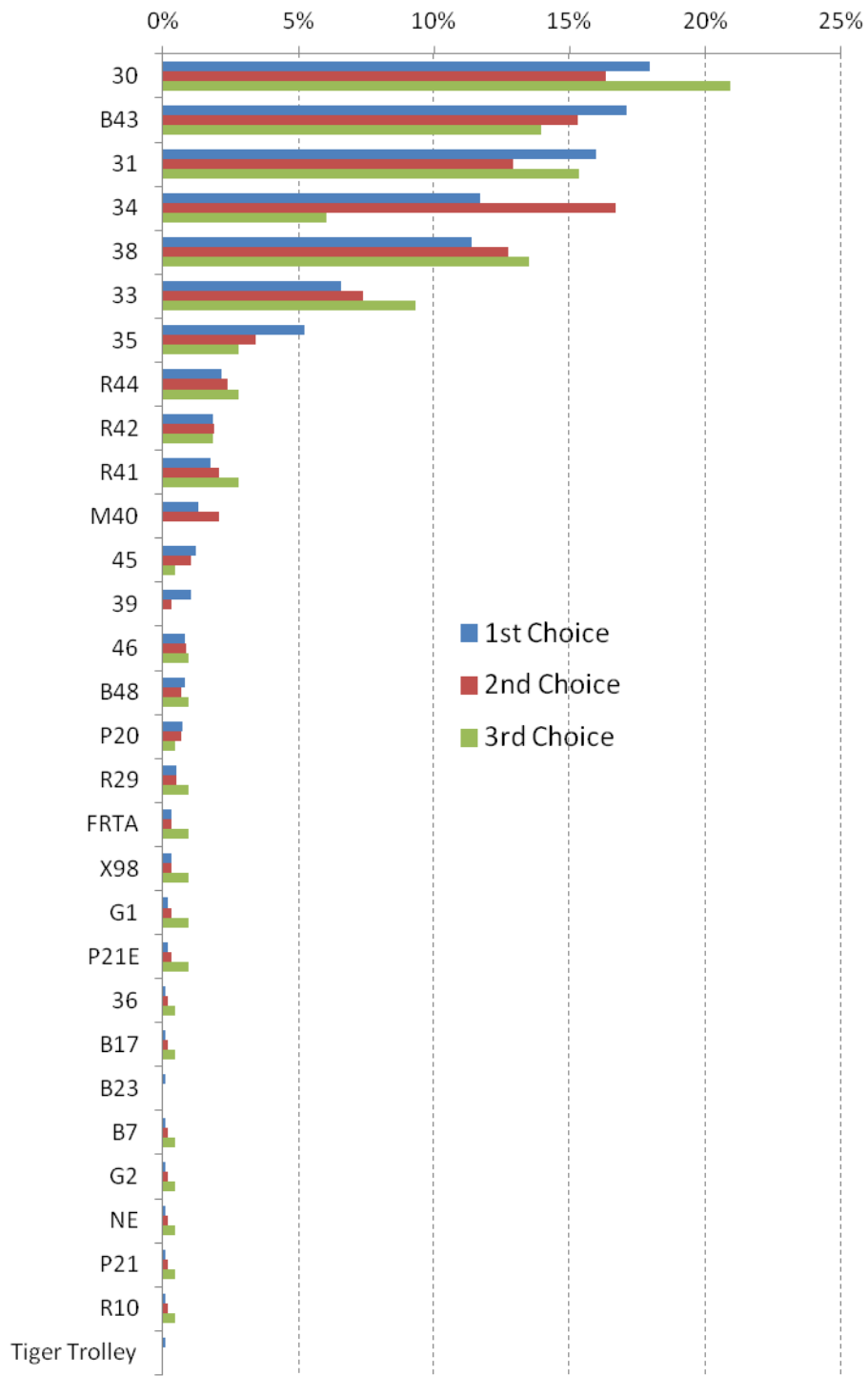
### Question 19: Where Will You Get Off the Bus (Trip Destination)?



Destinations totaling 1.0% or more of all responses are shown. UMass has multiple on-campus destination locations, which are marked with an \*asterisk and total 55.4% of all destination locations given by riders.



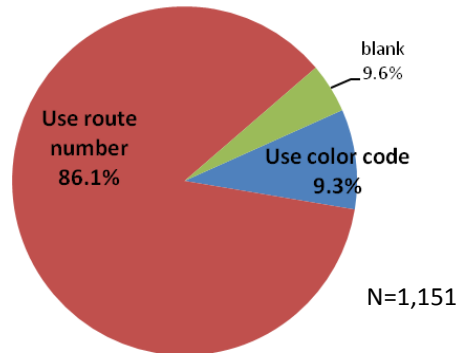
### Question 20: What routes do you normally use?



N=976 for 1st choice, 581 for 2nd choice, 215 for 3rd choice

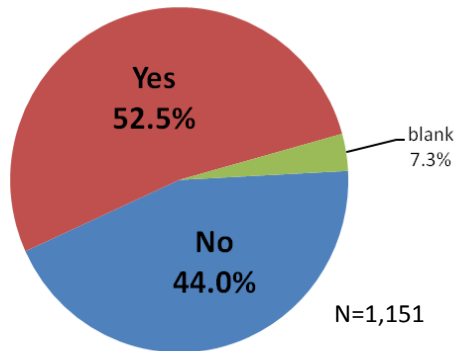
**Question 21: Do you use route color codes?**

This question refers to PVTA’s Blue, Green, and Red route scheme, as well as the routes operated by UMass Transit that use other colors as part of the route name.

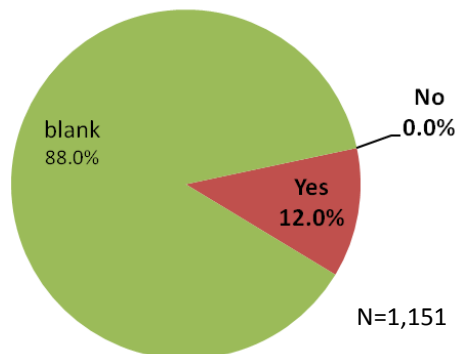


**Question 22: Are you aware of the “Where’s the Bus?” app?**

This question refers to the My Stop app for smart phones that is available for iOS and Android devices.



**Question 23: Do you use any PVTA apps?**



## **D. Customer Satisfaction Ratings**

This section reports the results of Question 24 in which customers were asked to rate their level of satisfaction for the following 13 categories of PVRTA bus service:

- |                                     |                               |
|-------------------------------------|-------------------------------|
| 24a. Driver enforces rules          | 24h. Cost of service          |
| 24b. Schedules easily obtainable    | 24i. Personal safety at stops |
| 24c. Ease of reading schedules      | 24j. Driver courtesy          |
| 24d. Condition of bus shelters      | 24k. Cleanliness of buses     |
| 24e. On-time performance of service | 24l. Total travel time        |
| 24f. Bus driving safety             | 24m. Service where desired    |
| 24g. Frequency of service           |                               |

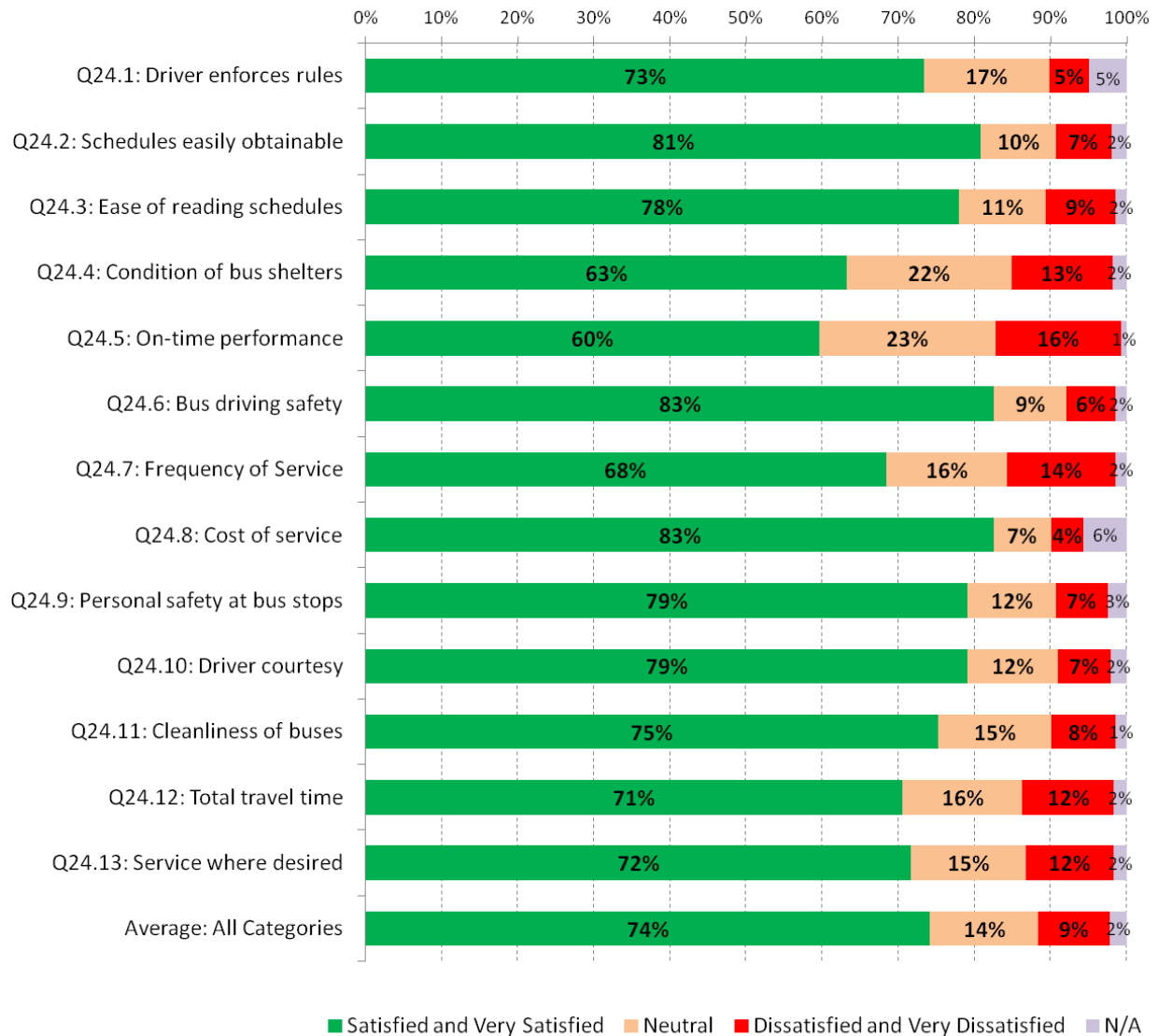
Riders were asked to respond using the following five-point scale:

- 1) Very Satisfied
- 2) Satisfied
- 3) Neutral
- 4) Dissatisfied
- 5) Very Dissatisfied

A response of “Not Applicable” was also available as a sixth choice. The N/A responses, along with blanks, were not included in the calculations of customer satisfaction.

Question 24 (next page) summarizes the responses for all 13 customer satisfaction categories.

## Question 24: Customer Satisfaction Ratings Summary



N=1,151

This summary of customer satisfaction scores indicates that overall 83% of customers are “Very Satisfied,” “Satisfied,” or “Neutral” with or about PVTA service. The service categories receiving the highest ratings (combined “Very Satisfied” and “Satisfied”) were:

- Cost of Service (83%)
- Bus Driving Safety (83%)
- Schedules Easily Obtainable (81%)
- Driver Courtesy (79%)
- Personal Safety at Bus Stops (79%)

Categories with rankings in the middle range of responses given were:

- Cleanliness of Buses (75%)
- Driver Enforces Rules (73%)
- Service [goes] Where Desired (72%)
- Total Travel Time (71%)

The categories receiving the lowest ratings (lowest listed first) were:

- Frequency of Service (68%)
- Condition of Bus Shelters (63%)
- On-time Performance (60%)

### **Question 25: Written Comments**

Respondents were also invited to give written comments at the end of the survey. Written comments were received on 302 of the 1,151 completed survey forms. Some comments addressed multiple topics, resulting in a total of 374 unique comments. These were grouped into 11 categories, which are shown below.

The most frequently mentioned distinct comments were requests for more frequent service, as well as service on weekends and evening, especially to Belchertown, Hampshire Mall, and between Northampton and Amherst.

#### **Summary of Written Comments on Survey Question 25**

23%	Service-related suggestion (destination/origin)
22%	General comment: Positive
21%	More weekend and evening service, and/or increased frequency desired
7%	Late bus/early departure/not on time
5%	General comment: Negative
3%	More express service desired
3%	Service to/from Hampshire Mall desired
3%	Service during non-academic periods desired
3%	Driver conduct: positive
3%	Driver conduct: negative
2%	Other comment not categorized
1%	Fare-related comment or suggestion
1%	Overloads/bus overcrowding
1%	Personal safety concern
1%	Comment not understandable

All written comments are reproduced in Appendix 3.

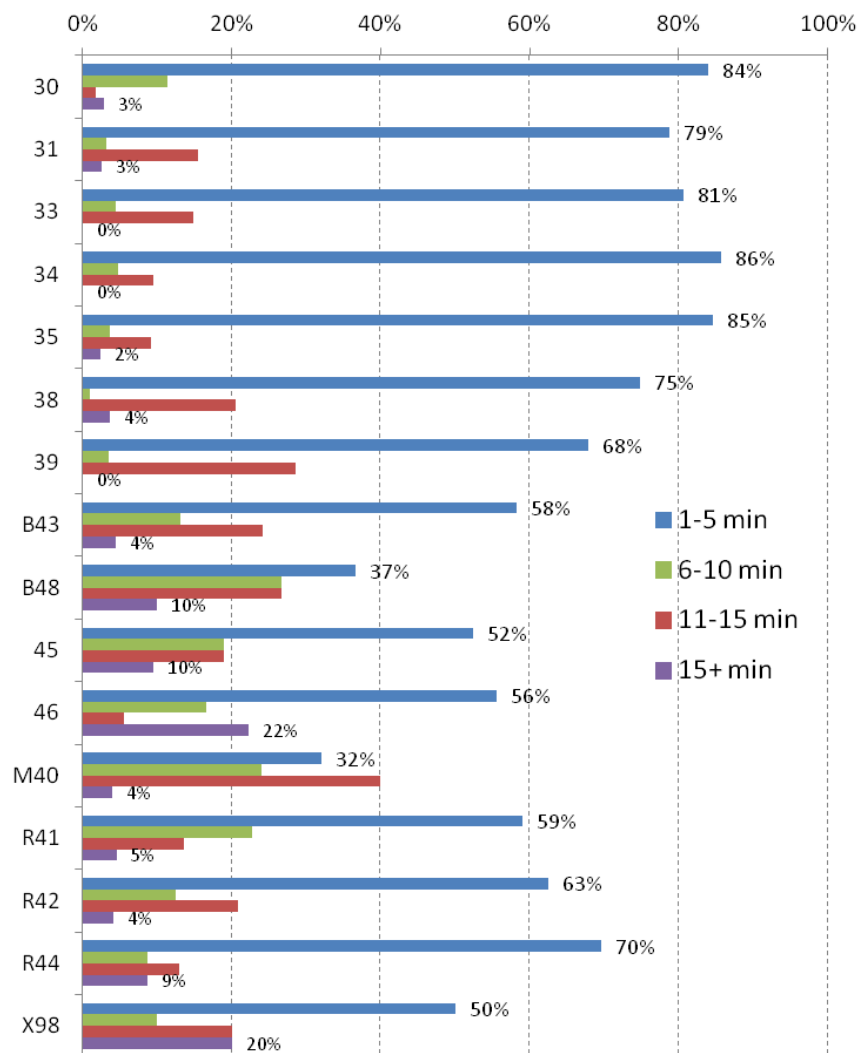
## 4. Analysis

This section offers analysis and selected cross tabulations of findings reported in Section 3.

### A. Trip Characteristics

Walking time to reach the bus is an important aspect of customer convenience and satisfaction. The following chart shows the walk times to reach the bus stop reported by riders. For each route (left hand vertical axis) there are four bars shown: the blue bars show the proportion of riders who walked 1-5 minutes to reach the bus stop; the green bar shows those who walked 6-10 minutes, red bars 11-15 minutes, and purple bars more than 15 minutes. This analysis shows that the vast majority of bus riders can reach most bus stops for routes in the UMass area in 5 minutes or less. Riders on routes serving the Northampton area and outlying communities (Belchertown, Sunderland) tend to have longer walk times, but a majority (except for the B48 and M40) still are within a 5-minute walk of their bus stop.

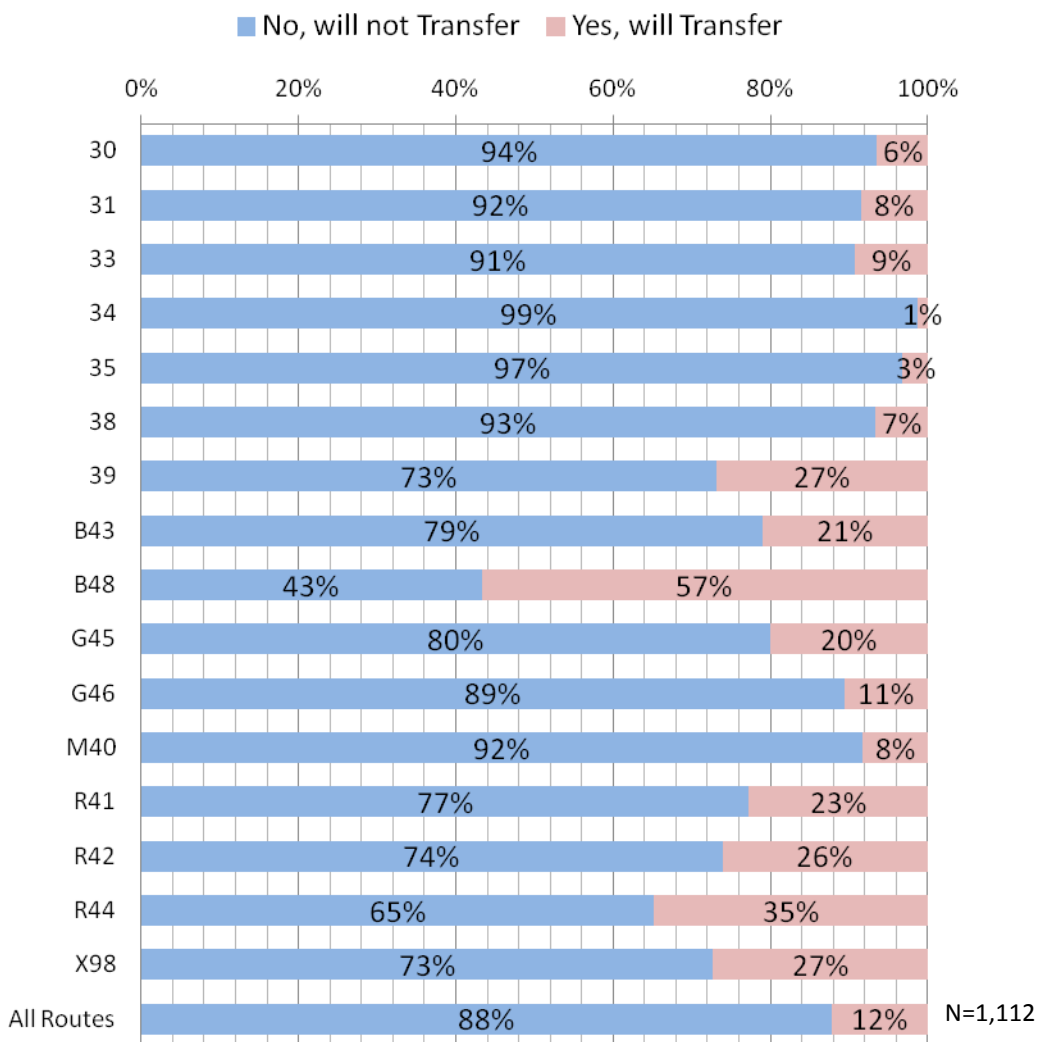
**Figure 4-1: Walking Times to Reach Boarding Bus Stop By Route**



N=1,151

Customers' use of transfers is also a critical aspect of trip making using PVRTA. On Hampshire County routes, the pre-paid fare arrangement for students and employees of UMass and other Five College institutions (Amherst College, Hampshire College, Mount Holyoke College, and Hampshire College) includes the cost of transfers for customers on these routes. Thus, customers on all routes in this area have an incentive to transfer among two or more routes to complete their trips.

**Figure 4-2: "Will You Transfer to Another Bus?" By Route**



## B. Customer Characteristics

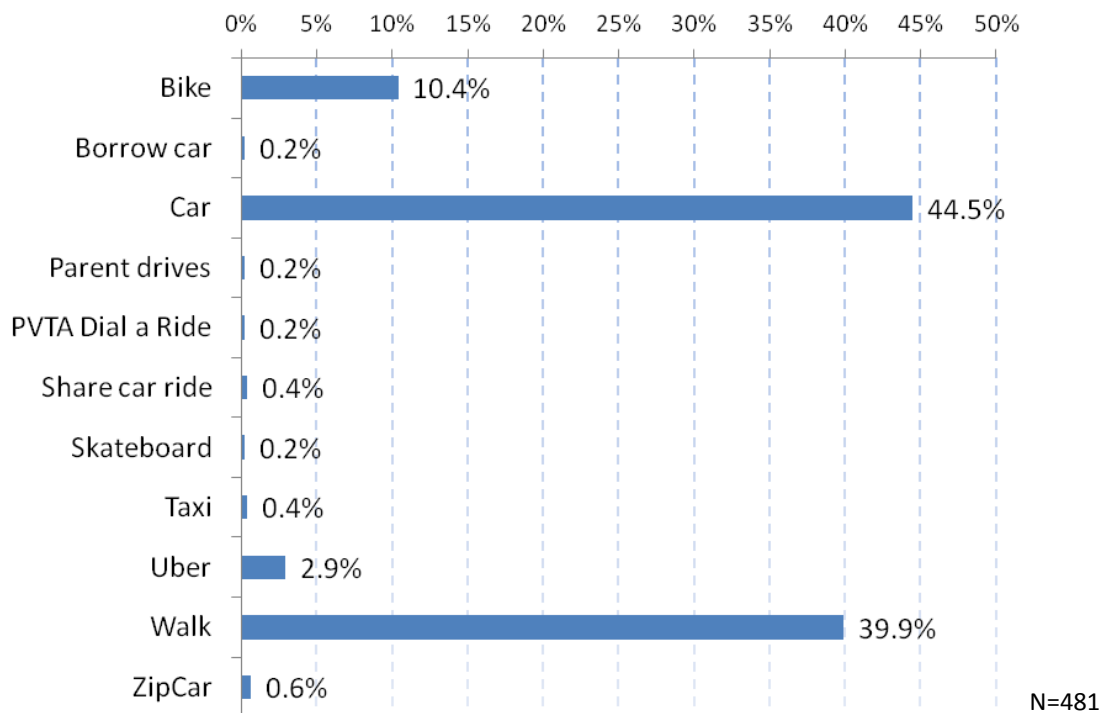
In general, the survey findings demonstrate that the PVTA provides a vital service for people of the Northern Region and Hampshire County. Significantly, the majority of PVTA customers in this service area have no other way to get to school, their jobs, medical appointments, grocery stores and other important top destinations without bus service. Most PVTA customers can be considered “transit dependent” – that is, they do not have access to a car (39.6% vs. 2.8% county average, according to 2010-2014 ACS estimate) or they do not have a driver’s license (15% of riders, according to survey Question 7).

The top three reasons that customers gave for riding PVTA were:

- Convenience (36%)
- No car available (27%)
- No drivers license (15%).

52% of customers say they have no way, other than PVTA, to make their trips. Of the 48% of customers who had other transportation choices, these are the other modes they said would use.

**Figure: How would you make your trip if you could not take the bus?**



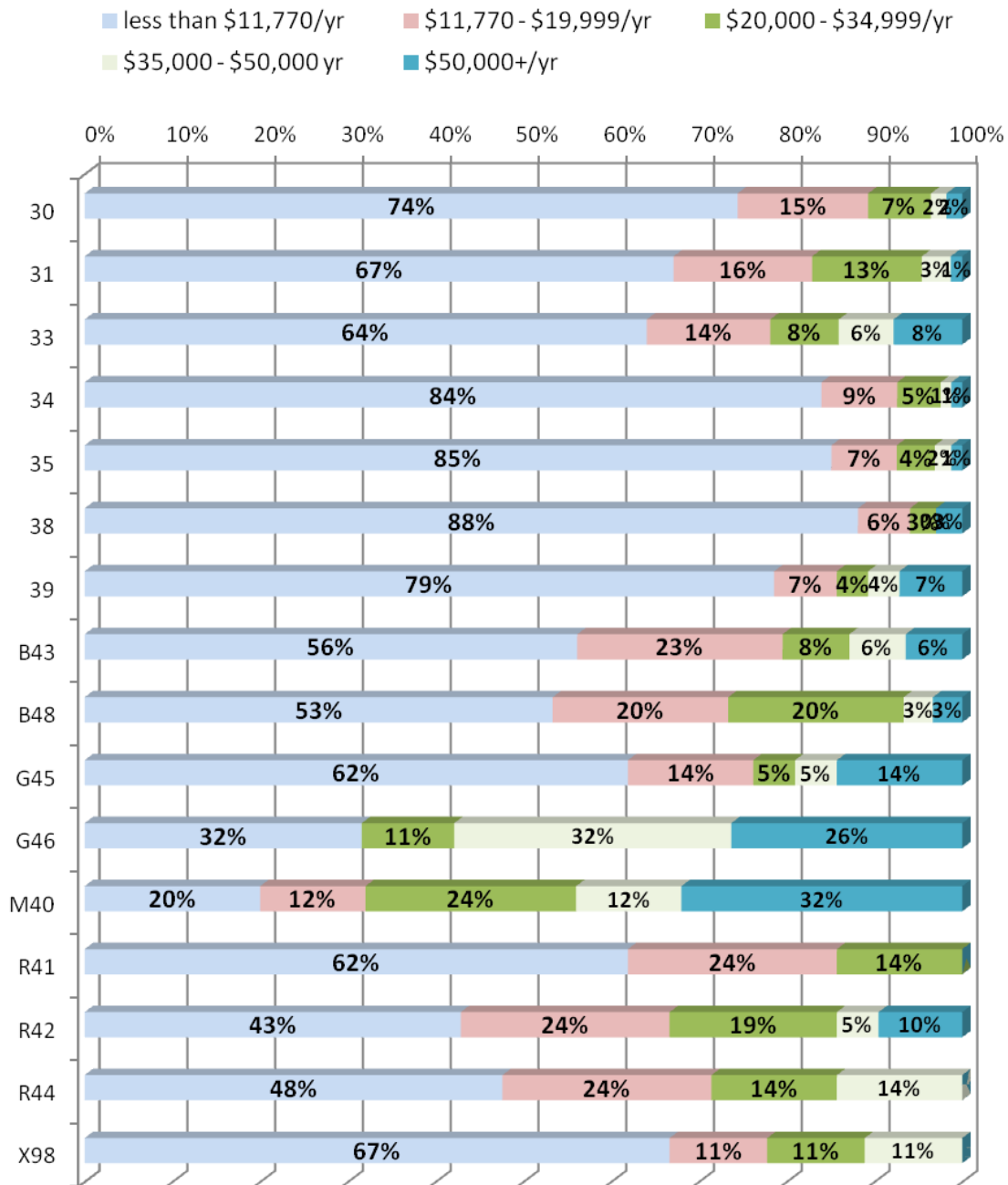
Income is also another important indicator of transit dependency. Results from Question 11 show that PVTA customers earn much less than the Hampden County average. While more than 58% of people in Hampshire County earn more than \$50,000 per year (ACS 2014 one-year estimate), just 4.2% of PVTA riders in Hampshire County do. And whereas nearly 4 of 5 (79.2%) of PVTA



riders earn \$20,000 or less per year, the countywide average for this income level is approximately 20%.

Analysis of income by route shows the PVTA services that are most heavily utilized by people who may be in the greatest need of public transportation (below). The routes with the greatest proportions of people earning less than \$20,000 per year were the B23 (94.3%); the G3 (92.1%); and the R14 (90.9%).

**Figure 4-3: Income Level By Bus Route**



N=1,151

The method of fare payment is relevant to PVRTA’s upcoming implementation of the “Fast Break” card, which would offer additional fare payment options. The survey finds that cash on board remains the most popular form of fare payment for people of all income levels.

**Figure 4-4: Type of Fare Payment by Income Level**

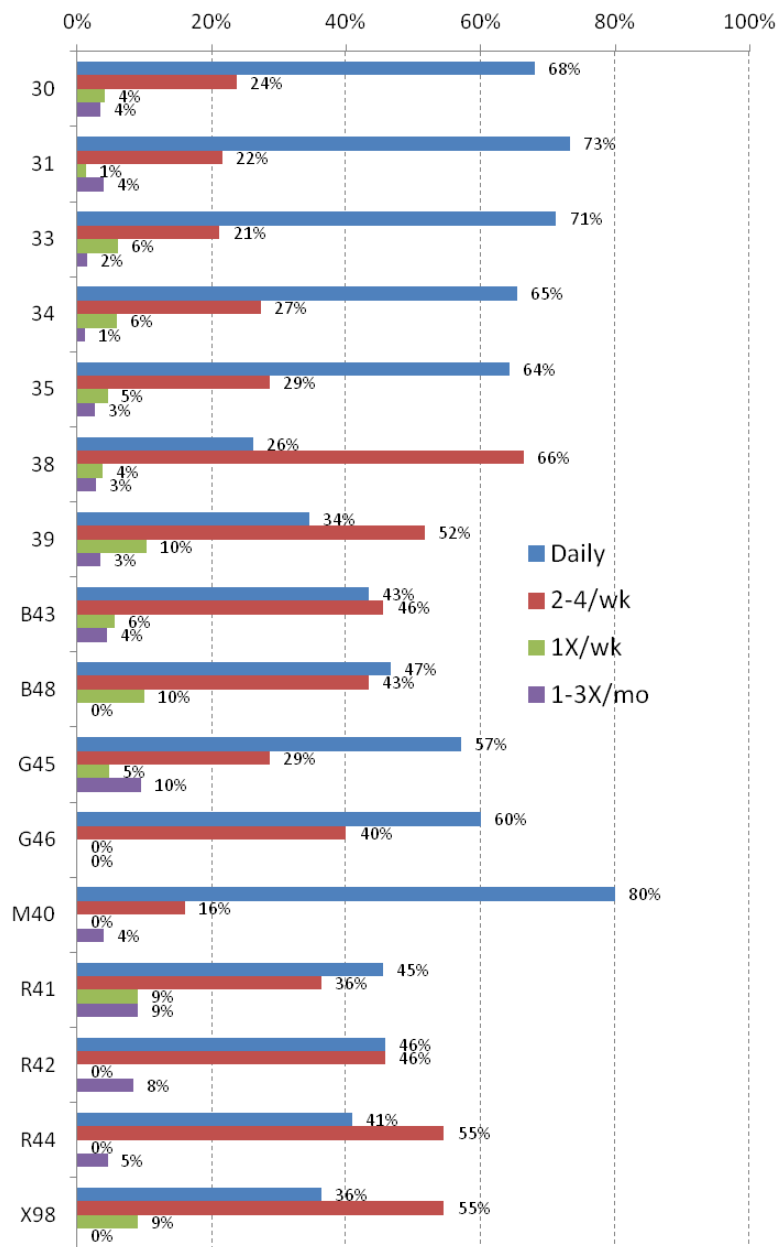
Type of Fare Payment	Less than \$11,770/yr	\$11,770 to \$19,999/yr	\$20,000 to \$34,999/yr	\$35,000 to \$50,000/yr	\$50,000+/yr	Subtotal of all fares paid
Cash on board (full fare)	43.4%	15.0%	14.2%	10.6%	6.2%	10.0%
Cash on board (senior)	29.4%	29.4%	17.6%	5.9%	5.9%	1.5%
Free/prepaid student pass	70.3%	12.3%	7.0%	2.9%	4.0%	84.9%
(Elderly/Disabled)	58.3%	25.0%	8.3%	0.0%	0.0%	1.1%
7-day or 31-day pass	48.3%	31.0%	0.0%	10.3%	3.4%	2.6%
blanks	23.5%	3.9%	66.7%	2.0%	3.9%	4.5%

N=1,151

### C. System Use Characteristics

The routes with the largest proportions of customers who ride every day are those serving UMass and Amherst (Routes 30, 31, 33, 34, 35, and M40). (It is important to remember that the vast majority of these riders are students and staff of Five College institutions, and so these routes do not operate at all approximately four months out of the year, from early May through Labor Day, and during the Winter Break.) Northampton area routes tend to have a more even distribution of customers among those who ride daily, and those who ride 2-4 times per week. Routes with a 10% or greater proportion of infrequent riders (once a week and less) are Route 45, 39, and R41.

**Figure 4-5: Frequency of Use by Route**

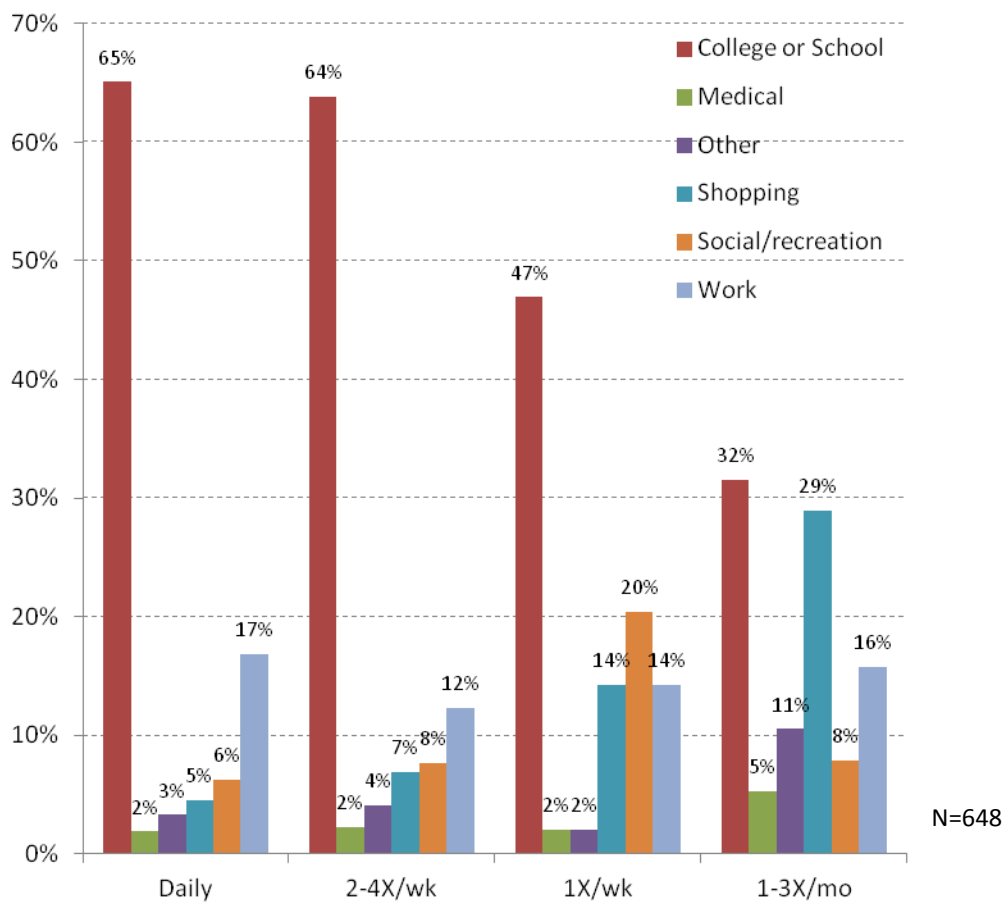


N=1,151

One other important customer use characteristic is frequency of use by trip purpose. This helps transit planners understand how often PVTA customers are depending on the bus to get them to their most important destinations.

The analysis below finds that in every category of ridership frequency, the proportion of people who are riding the bus are going to college or school. Going to work is the second most frequent trip purpose (though a distant second) in all frequency categories. Riders who use the bus less frequently (once a week or less) are more likely to be going out for social or recreational purposes and shopping. But these purposes are still outranked by college/school trips.

**Figure 4-6: Trip Frequency of Use by Trip Purpose (as percentage of frequency type)**

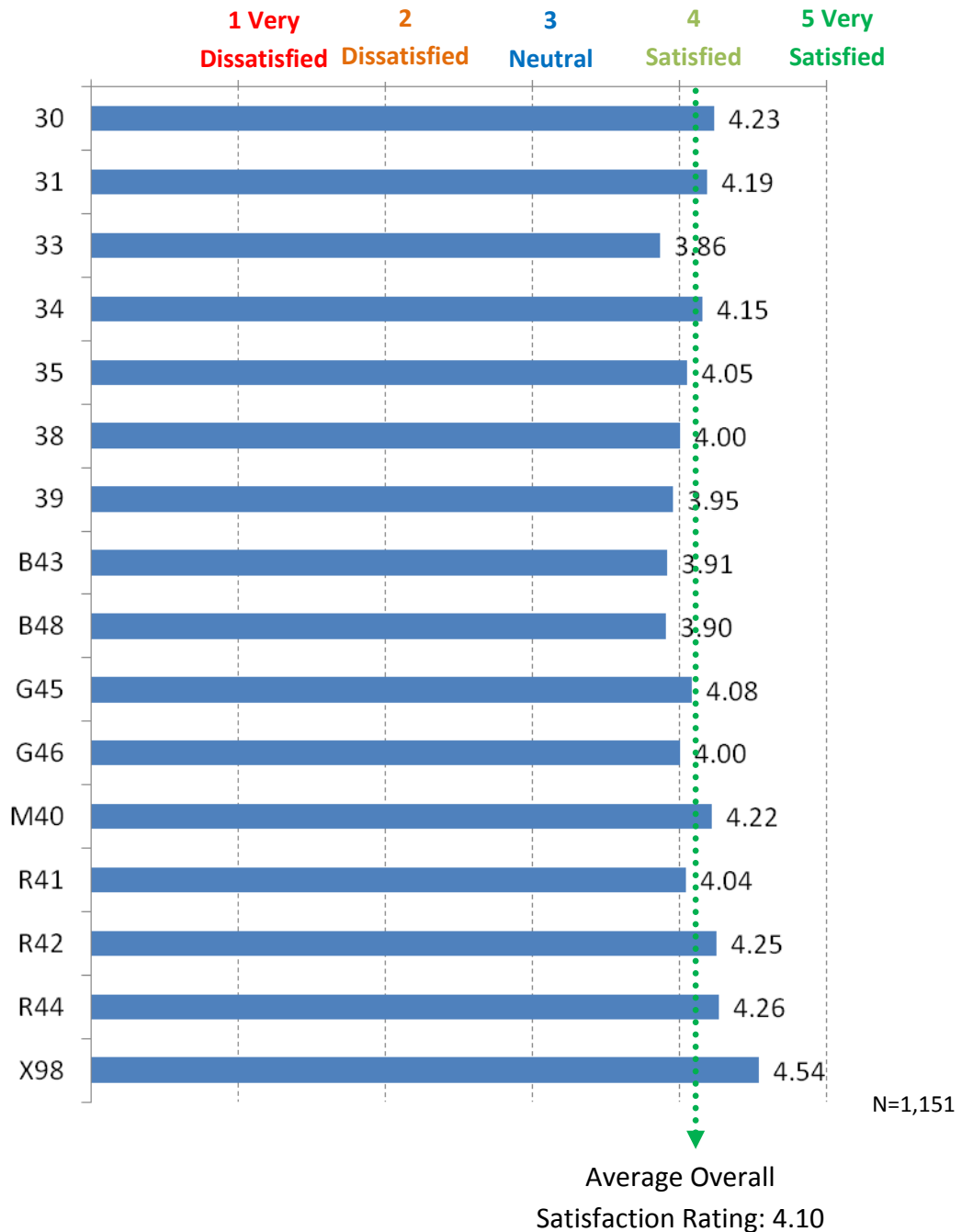


### D. Customer Satisfaction Ratings

This section presents analyses of overall customer satisfaction ratings (Question 24) with respect to route and types of customers. Satisfaction was ranked on a 1-5 scale, shown on the chart below.

The analysis below presents overall customer satisfaction by route. There is remarkably little variation among routes, with the highest rating (X98 with an average 4.5) and the lowest rated route (Route 33 with an average 3.86). In summary, it is fair to say that the majority of PVTA customers in the Northern Service Area are satisfied with bus service.

**Figure 4-7: Overall Customer Satisfaction by Route**



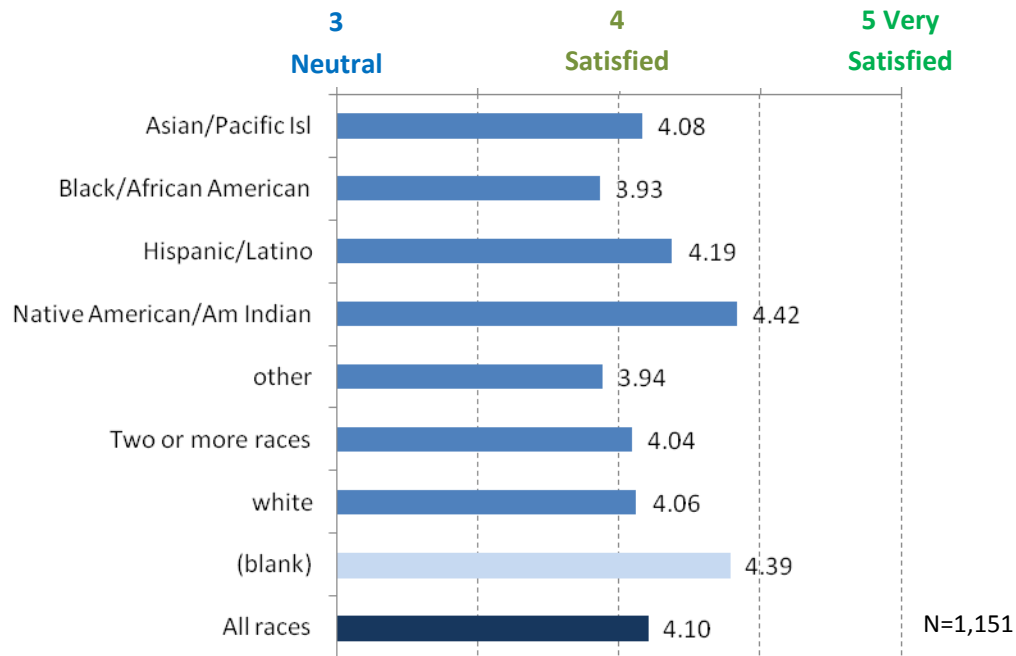
### Customer Disability and Overall Satisfaction

Customers with a disability had higher levels of satisfaction with PVTA’s service as compared to those who do not have a disability. The average satisfaction rating for the 2% (23 people) of survey respondents who reported a disability that prevents them from driving was 4.33 (between “4 Satisfied” and “5 Very Satisfied” on the five-point scale), versus 4.10 for all respondents.

### Customer Race/Ethnicity and Overall Satisfaction

Overall customer satisfaction varied very little by race and ethnicity. Satisfaction ratings averaged near “Satisfied” for all ethnic groups, which Hispanic/Latino and Native American/American Indian customers giving the highest scores. Black and African American customers were the least satisfied with PVTA service (3.93 versus the 4.10 surveywide average). Persons who did not report their race gave the second highest rating (4.39).

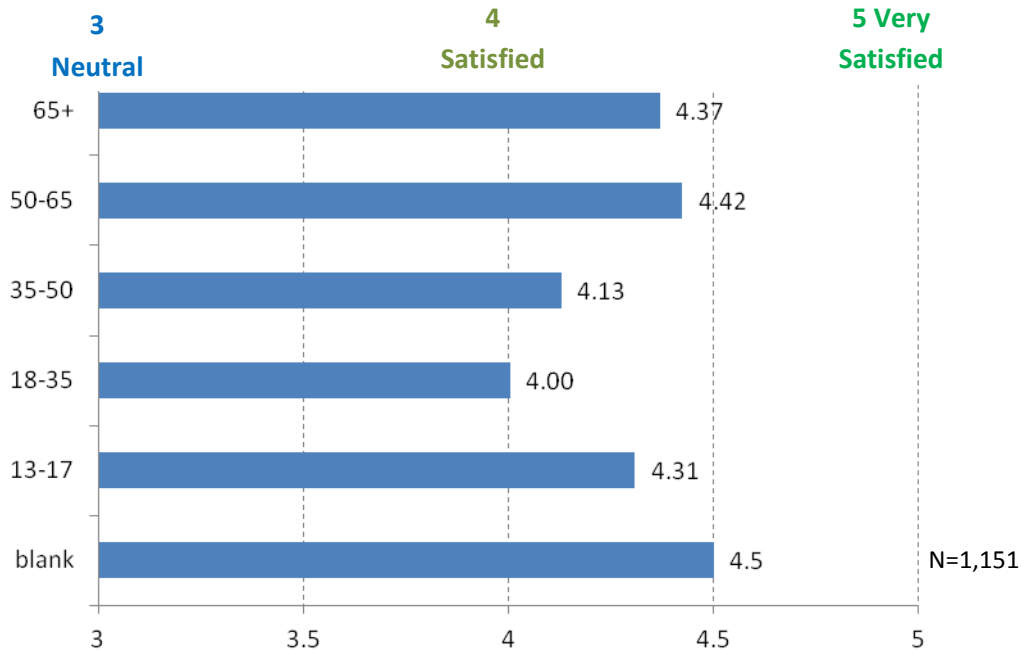
**Figure 4-8: Overall Customer Satisfaction by Race and Ethnicity**



### Age Groups and Overall Satisfaction

Younger people in the age 18-35 category were the least satisfied group of customers by age (although their average rating of 4.0 is only slightly below the 4.10 surveywide average).

**Figure 4-9: Age and Overall Satisfaction Score**



## 5. Recommendations

The analysis presented in Section 4 suggests several aspects of PTVA service in the Northern Region are well-regarded by riders, and several aspects can be improved.

This report offers the general recommendation that the most highly-ranked categories be viewed as benchmarks for progress toward improvement in the categories that were not ranked as highly.

The following two general recommendations and accompanying sub-recommendations are designed to aid in addressing both the immediate concerns identified by this survey, as well as the longer term goal of improving the monitoring of customer satisfaction.

### A. Recommendation 1: Address Bus Shelter Condition and Bus Cleanliness

Recommendation	Basis	Actions	Priority	Status
A.1: Improve Shelter Conditions	There are 162 shelters in the PVTA system, which is roughly 10% of all bus stops. Many studies have shown that high quality bus stop amenities, especially shelters, raise customer satisfaction and ridership.	Inventory existing shelter locations and conditions (complete) Identify candidate locations for new shelters (complete) Revise and improve maintenance program Work with property owners to install additional shelters	High (1 year)	PVTA began a bus shelter inventory in 2015 using ridership to priorities stops to receive improvements. Funding for new stops has been secured.
A.2: Improve Bus Conditions	Bus cleanliness was ranked as the leading “needs improvement” category. PVTA vehicles are cleaned every night; however, routing and service requirements typically do not allow vehicles to be taken out of service during the day to be cleaned (except in cases involving safety or biohazards).	On-board announcements and signs encouraging patrons to take their belongings Review bus washing frequency (interior and exterior)	High (1 year)	Bus cleaning practices and resources are reviewed every month with operating contractors (UMass Transit and VATCo), and opportunities to improve cleaning efficiency are being developed.



## B. Recommendation 2: Address Service-related Passenger Concerns

Recommendation	Basis	Actions	Priority	Status
B.1: Reduce total travel time	PVTA serves a large 600-square mile geographic area, and so the distances that some passengers travel are substantial. In other areas, time waiting for the bus during off-peak hours (when frequency is reduced) adds to total trip times. Reducing travel times for long distance trips and increasing frequency on heavily traveled routes are essential steps toward reducing total travel time.	Identify bus stops that can be consolidated to streamline bus service. Avoid deviations and detours in route alignments. Implement express services where possible and appropriate.	High (1 year)	In 2015, PVTA began a stop consolidation process in larger communities that have many bus stops. This effort will continue in the coming months and years.
B.2: Review on-time performance	Reliable service is critical to maintaining and increasing ridership, as well as improving customer satisfaction.	Review and revise OTP performance measures and tracking Educate public and operators about what "on time" means Coordinate with MPO's Congestion Management Process	High (1 year)	PVTA has directed the PVPC to update and improve systemwide on-time performance tracking and analysis. This improved system is being implemented in the 3 <sup>rd</sup> and 4 <sup>th</sup> qtrs 2016.
B.3: Improve service frequency	Service frequency is directly related to customer satisfaction and convenience, as well as operating costs. PVTA seeks to increase service frequency at minimal additional cost.	Ensure service frequency is integrated in annual service and schedule planning. Identify opportunities for increased and optimized service. Identify funding sources for increased service frequency/operations.	Med (1-2 years)	PVTA holds monthly service reviews of its operating contractors to continue to optimize bus route frequency and service.

B.4: Address "Service where desired" by improving service coverage in urban areas	Certain destinations, neighborhoods, and corridors in PVTA's service area do not receive adequate or appropriate transit for their needs. Ongoing review and planning will help better serve these areas.	Integrate customer comments, demographic information, and economic development data in annual service planning.	Med (1-2 years)	The 2014 Comprehensive Service Review of PVTA recommended focusing on improving the quality of service first on the heavily used bus routes so the greatest number of riders will benefit from investment. This has included additional service on the B48, and optimized schedules on the X98 and M40 coming in the fall of 2016.
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**C. Recommendation 3: Improve Driver Courtesy, Schedule Legibility and Availability**

Recommendation	Basis	Actions	Priority	Status
C.1: Emphasize Driver Courtesy	While most riders found driver courtesy was "good," PVTA strives for excellence.	Bus driver training should include various techniques and strategies for interacting with passengers	High (1 year)	PVTA Ambassador Training continues for all drivers (now in its 4 <sup>th</sup> year). PVTA works closely with operating contractors to emphasize customer service policies related to drivers.

C.2: Promote increased use of bus schedule apps	At least 44% of customers surveyed were not aware of the “MyStop” app to which PVRTA provides schedule information, and 88% said they did not use any PVRTA schedule or trip planning apps.	Use onboard car cards to encourage riders to download and log in to the MyStop app while riding. Include MyStop logo or other info on schedules.	High (1 year)	All PVRTA outreach materials (websites, printed schedules, guides) now include links to PVRTA online schedule info.
C.3: Promote greater use of pre-paid passes and tickets	Customer use of pre-paid passes (in the UMass/Five College Area, for example) speeds boarding times and helps improve on time performance. Passes are also more cost effective for the customer than cash-on board fare purchases.	Use onboard car cards to encourage purchases of 7-day and 31-day passes, as well as purchase of ride tickets at area locations.	High (1 year)	PVRTA is launching the Fast Break Card to increase convenience for fare payment. Extensive promotion of this pre-paid option will be conducted in 2017.
C.4: Promote greater use of real-time service notifications	Providing real-time information on service, such as delays or detours, greater reduces frustration for customers. PVRTA uses FaceBook and Twitter to provide this information currently.	Use onboard car cards to encourage riders to “like” PVRTA on FaceBook and Twitter to receive notifications in real time.	High (1 year)	PVRTA will review and develop a plan to improve the use of social media to be more effective in providing real time travel information to customers.

# Appendices

## 1. List of Preparers

This report was prepared by the following staff of the Pioneer Valley Planning Commission:

David Elvin, Senior Transit Planner

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Yaroslav Mayboroda, Transportation and Transit Intern

PVPC staff extends great thanks to the bus drivers and staff of UMass Transit Services and the Valley Area Transit Company for their assistance throughout the survey process. We also thank the 1,151 passengers who took the time out of their rides to fill out the survey.

## 2. Sample Survey Form

Sample attached in English and Spanish versions.

## 3. Written Comments

Available in electronic PDF format to reduce printing cost. Print copies available upon request. Contact David Elvin at [delvin@pvpc.org](mailto:delvin@pvpc.org).

**No. Comment**

- 1 Need more buses going out of Belchertown
- 2 Service during off school schedule for working/student class
- 3 On B43 this week a driver told a passenger "your parents should have beat you more"
- 4 Being late is ok but leaving early should not be allowed
- 5 Please add way to pay with card or have the maching give change
- 6 Would love a bus that would make my trip shorter
- 7 Shelter at Jones Library, would be helpful for another way to pay other than exact fare.
- 8 Nice service fore students, some routes could be more frequent
- 9 I once witnessed an incident where a student had no ID and refused to pay.I was impressed by how the driver handled the situation
- 10 Very satisfied with PVRTA service
- 11 Need an express to direct to Springfield. Hampshire Mall stop very inefficient
- 12 The number of turns the B43 bus makes around the Hamp Mall stop causes me motion sickness.I wish there were a better location for that stop.
- 13 Very good service. Saves me a lot of money
- 14 There should be no smoking signs in bus shelters - gross! Nice drivers
- 15 More service in summer months. Otherwise the service is the best I've exerienced yet.
- 16 Thank you PVRTA
- 17 One driver is rude, unobservant, abrasive and overall lacks acceptable communication/social skills
- 18 A lot of nonstudents use the buses and its too bad that access to buses is so based on student rather than community need
- 19 Holiday/no school schedules sometimes hard to find.there should be a bus from Mt Holyoke to the mall. Shelters are inadequate in winter
- 20 Wish buses were more frequent, on time.wish there were more stops in general
- 21 Inconsisent bus times especially B43
- 22 Some stops have no benches! I love the PVRTA and think they provide a great service to our community.
- 23 Some drivers are racist
- 24 I enjoy riding the bus - people are friendly
- 25 NS schedule can be difficult for people who commute to work in the PV. Sometimes I have wait 40-50 minutes for next bus. Trip takes 1 hour
- 26 A shelter at Amherst Health Center (towards center of Amherst) would be ideal. The shelter at Academy is wonderful!
- 27 It would be nice if students could go to places like Holyoke Mall and Florence for free. Also need more late night buses.
- 28 PVRTA is a wonderful serice - I appreciate it!
- 29 I miss my other buses all the time.
- 30 I would love an ap that tells me exactly when the bus is arriving in real time. It seems like I should use "mystop": for that?
- 31 There should be more lighting at Northampton Post Office.
- 32 it was late by almost 15 minutes
- 33 Many drivers leave their buses unattended to smoke/eat and return late. Student drivers perform better than non student drivers.
- 34 Sometimes buses are not on time. It happened twice this week although they were not rush hours
- 35 Some drivers wont wait for you, wont stop when you ring, see you coming and leave, drive by you
- 36 Weekend service is not frequent enough for people without cars
- 37 More time and needs to have buses linked on some type of schedule/run
- 38 Most drivers are very nice. One skipped my stop even though I pulled the string. I live 3 miles from my job but have to take 2 buses. Takes 1 hour
- 39 Randomly cutting service (39) in middle of the semester made it hard to get to class on time/maintain our scheds w/school and work. Very rude
- 40 Bus times need o coinside with transfers better
- 41 Great Job!
- 42 Have to walk 25 mins to bus stop. \$3 for day pass too much. Not enough stops in Amherst. Weekend sched is horrible. \$1.50 too much \$.25 transf too much
- 43 Keep up the good work!
- 44 It sucks when school is out. I like it when there is full service
- 45 Would like weekend/late service to Florence/Easthampton
- 46 Fares for students should be free during summer/winter break
- 47 PVRTA does an excellent job at servicing the people. Thank you

48 Very helpful service. Bus is occasionally late but mostly blame traffic.

49 Weekend - no svc is problematic. I see fellow weekday passengers hitch hiking on weekends. Do something

50 It would be great if you can add more svc to route 45 on weekends.

51 Please add the PVTA from Belchertown to Holyoke Comm College. Thank you so much!

52 Some drivers not all have radio or music mobile devise phone too loud. Other than that all ok

53 Sometimes I would like to take the bus on weekends but no bus and I would love to take my daughter somewhere on the weekend

54 We need bus svc to and from Belchertown on weekends. I need to get to work. No car

55 We need service on weekends. It would be nice if you increase the frequency of buses weekdays

56 Excellent service! PVTA and bike paths are the best form of transportation.

57 Thank you very much!

58 The 45 needs to run on weekends and later at night. It is very difficult for people living in Belchertown to get home from Umass

59 Thank you good service

60 Great system!

61 I think that the buses should run 24/7

62 Better coordination with FRTA

63 Always late!

64 The signal light at Plumtree has been broken for nearly a year. It is very dangeroud crossing Rt 116 to get home

65 The bus is very convenient

66 Some drivers drive too fast

67 Good service

68 Student drivers are great. Funding of Umass Transit should continue. We love it! Thanks!

69 The 46 is great! Wish there was more svc. Thank you PVTA

70 Need more frequent svc in summer. Grad students need to be here even in the summer time! Thanks

71 Had an incident once that was reported online, but no one ever got back to me.

72 Shelters need more seating and more space. M40 should get off Route 9 after the bridge.(too many traffic jams)

73 The M40 buses shouldn't have to travel Route 9 - can use back roads. The old guy w/ the B43 am leaving at 620 am is always leaving early.

74 I would love to get free service in summer as well (I am a grad student)

75 Additional M40 trips would be great.

76 Amherst college needs a scheduling service so we could make the M40. Pretty close to impossible

77 Routes 41 and B43 need to be tweaked so that I can get from HCC to Hadley at night after 630 pm

78 Drivers are late for first M40 run of the day

79 More buses with less stops from Smith Collee to Amherst

80 Would love express service in the evening (Saturday not useful). Concerned about cost for workers using the bus.

81 M40 should run all year

82 I enjoy riding in the M40 because it is a great way to get from Northampton to Umass quickly. I wish it ran more often.

83 I do wish there were more express buses between Northampton and Amherst.

84 The PVTA provides an exceptional service. I have been a regular for over 5 years and I am very satisfied with the service.

85 It would be helpful if the M40 also ran between noon and 230 pm

86 No comlaints - wish there were more express buses and that B43 didn't make 2 mall stops

87 We need M40 service in the summer - please! In the winter the buses are usually overheated and when crowdeed its hard to ask driver to turn heat down

88 Academy of music stop is the only place around here where I have been harrasssed or propositioned. Need security. Would like a 945 M40

89 Need more R42 service

90 Great service. Drivers are helpful and courteous

91 Everything is great with the buses

92 For the most part drivers aree considerate. Some buses are extremely bumpy rides.

93 It would be great for Nashawannuck express to run maybe 4 times a day on Sunday (or R41)

94 I need service past 6 pm and on Sundays

95 Easthampton needs a Sunday bus

- 96 Space inbound 42 and 44 30 minutes apart so we don't have an hour in Florence to get into Northampton
- 97 I would like more buses on the weekends (Sunday morning)
- 98 Keep up the good work!
- 99 Very good service
- 100 Bus tracker has cut down on my stress a lot. Thank you
- 101 Bus should be on time always
- 102 I am pleased with bus service
- 103 Once in a while I get a rude driver other than that the drivers are great. Occassionally they run through red lights
- 104 Good bus line
- 105 Bus should run more at night. Weekly bus passes more obtainable?
- 106 Wish we had more buses on Sundays. Even a van so I could go to church.
- 107 Don't like how the X98 runs - too much waiting. Need Sunday Easthampton Service
- 108 Some routes like B48 R44 need to run later in the evening for those of us who work
- 109 No complaints - great system
- 110 I've never had any huge issues with PVTA
- 111 Wish for more buses in the morning because its PACKED most mornings
- 112 Bus is usually on overload in the am. Letting studens know would save them from missing/being lat to class
- 113 Generally satisfied unless driver forgets to stop for someone
- 114 I love you guys keep up the good work!
- 115 My bus the am 8:00 is late by 15 min every single week. It is always making melate tomy 8:30 am class
- 116 Buses should not be able to leave stops early!
- 117 Thanks!
- 118 Bus on time/lateness does not appear on bus app for Android users
- 119 thanks!
- 120 People don't wait for people getting off, when getting on
- 121 Excellent!
- 122 I would like if there was a bus from Puffton that stopped in Southwest
- 123 It think the bus system in Amherst is great!
- 124 Increase service frequency
- 125 34 and 35 not on schedule
- 126 Service needs to run more often on weekends if possible
- 127 Sometimes buses get way to crowded during peak hours.
- 128 More service on weekends
- 129 I think Zack is the best driver
- 130 thank you!
- 131 you do well
- 132 really need to have another bus on the 30. Puffton bus always to packed
- 133 Put a stop at Northam;pton Rd. I am moving and there are no stops
- 134 Need a stop on Northampton Rd on way to Rt 9
- 135 Need a stop at Northampton Rd goind toward campus
- 136 Would like better transfer between 33 and B43
- 137 The 30 is too crowded/overloaded
- 138 Need more wind protection in shelters
- 139 Please if possible try to start a bus from Belchertown to Big Y via Colonial Village - will save a lot of time for students
- 140 Make better judgements during peak ride times to prevent overloads and crowding. Add additional buses during peak times
- 141 Great company overall
- 142 Breaks cause issues when the schedule is on reduced format.
- 143 On reduced schedule weeks, service is more erratic (10 minutes behind schedule)

144 You guys do good job  
145 More frequent buses during weekend would be great.  
146 These buses make my commute to Umass very easy and comfortable  
147 I think the B43 is not very good  
148 Good service  
149 PVRTA buses are great but the tiem schedule sometimes differs from real time. Thanks  
150 Couldn't be without this service  
151 Usually very crowded leaving Umass campus at rush hour. The double buses are very helpful at these times  
152 pretty good  
153 Need more weekend trips. (Every 15 minutes) makes life easier  
154 Buses occasionally do not come to the Boulders stop on time  
155 Thank you  
156 Go PVRTA  
157 My only complaint is how early service ends during the winter. Other than that you guys are great.  
158 You do a great job!  
159 great work guys keep it up  
160 Very satisfied with service  
161 Buses are too late - takes forever to get through campus  
162 31 on weekends should be more frequent  
163 There should be buses that take residents from the Northeast area to the Rec Center/Mullins area much faster.  
164 Please extend 34/35 schedule  
165 No service to Walmart or Big Y from Boulders, we need to change buses which makes 20 min travel time to 80 mins  
166 Bus schedule during vacations is too reduced and a little hard to manage  
167 More direct service to Walmart, Hampshire mall in Hadley and a neighboring areas would be great  
168 The PVRTA is convenient for my work. Satisfied  
169 The bus system is one of best I have used  
170 I am color blind so on #21 I have to rely on numbers only  
171 Everythings perfect  
172 Weekend bus frequency is too low  
173 The colleges pay so students don't have to yet no one pays anyways. I see the bus pick up non-paying locals in the am they skip by stops full of students  
174 Need a stop after Cliffside (7-11)  
175 Bus driver drove past my stop the other day. We had to walk back from the next stop. Route 35 Sylvan  
176 add service on weekends  
177 I was high  
178 I'll try "mystop" but as of now I would like a way to say that this is the route Im on and if it is on schedule for stops between destinations  
179 Good service! More frequent buses the better  
180 Thanks for your service  
181 The stop right before the Boulders has almost no lighting and drivers tend to drive around the bujs when people are crossing the street Very Unsafe!  
182 Buses should be more timely. They are often late. Bus shelters are often in poor condition or nonexistent  
183 the reduced schedules on weekends for the 31 are too infrequent, especially for people who still need to get to work like me  
184 I enjoy the service always have. Will continue to us it as long as I can.  
185 cars suck. Goooo buses - wooooo  
186 Last bus on 33 is too early. Please help with this  
187 great for getting around to places  
188 33 bus does not run after 9 pm. It is difficult to come home after that time especially from school. It is not convenient most of the time.  
189 on 33 service ends too early. For people commuting home from work it is difficult to use route 33  
190 only evey 40 minutes. Need more buses, takes too long to get to campus  
191 33 needs more buses



192 33 line - have to go all the way to north Amherst to get to campus  
193 I don't love the long stop at Mill Hollow, it makes my commute 1/3 longer  
194 I wish the 33 ran later at night  
195 More frequent service on 33, Can you start earlier on weekends? Can you run later on weekends?  
196 Going into town - great. Going home takes too long  
197 I love the bus!  
198 I really wish the Puffers Pond would run later than 8:46 pm. If I stay on campus late I have to figure out a different way home  
199 Frequency of 33 bus must be increased  
200 More 33 buses please  
201 good job so far  
202 Horrible route to live on. Last bus @ 8:45 pm take 20-25 minutes for a 2 1/2 mile ride due to stop at Mill Hollow  
203 App could be better and notice for changing schedule. Good service on holiday. Could use a later bus after 9 pm  
204 The wait time at Mill Hollow is too long  
205 I've been riding PVTA since I came to UMass - I love it!  
206 Schedules are difficult to read  
207 I think Sylvan should get a bus on the weekend as well as it should run earlier than the regular weekend schedule  
208 Shift changes should be told to people traveling before route starts. I was 15 mins late to class one day because of this  
209 I use PVTA everywhere - really love it and appreciate it  
210 As a user of route 45 I have stopped using the bus as frequently due to limited service times  
211 34/35 needs to run on weekends!  
212 In the mornings the bus leaves the second the time listed on app says it'll arrive. Should wait another minute  
213 Love you PVTA  
214 Bus always drives away as I walk to it  
215 I wish there was a bus on Rocky Hill Rd in Hadley  
216 Good student drivers. No complaints  
217 Thank you for your service  
218 Orchard hill bus to more frequent on weekends  
219 Buses need to come on time. Sometimes they don't even come at all  
220 It would be nice if bigger buses were used for the 31 route between 9 and 10 am  
221 Overall a great service with friendly drivers  
222 PVTA is the best. I really like the service.  
223 Can there be more buses to the Hill during the day on weekends and not only at night  
224 Sometimes late; affects class time arrival. 34/35 busy; make more buses for morning  
225 More b43 on weekends  
226 Always late! Later times on the weekends.  
227 Run later on weekends  
228 Run on weekends!  
229 love the bus!  
230 come on weekends  
231 run later times and on the weekend  
232 Puffers pond bus should run more often  
233 Later service on weekends to admissions and from 34/35 bus!  
234 more weekend service  
235 I wish it offer longer night hours. B43 is really crowded sometimes and loud on Friday nights. Sometimes it can be delayed up to 20 minutes  
236 Have buses going up the hill (35) be a little more frequent at night  
237 Good service  
238 Be more punctual! I have classes to get to on time and the buses can affect that.  
239 More 34 and 35 on weekends

240 As an MHC student its difficult to get to Northhampton. I would really like to get to the Chicopee CVS  
241 Getting to Smith from MHC and back is a pain because of few buses, S. Hadley and MRC - feel very irritated  
242 Some drivers miss Hampshire College stops, some drivers are rude during winter, If I have classes at 5 colleges I am bound to be late to one of them  
243 Increasing bus frequency on weekends would be helpful  
244 Express service between Amherst College and Hampshire Mall/Northhampton would be great!  
245 I like buses but they should run regular when there is a holiday  
246 Love the PVTA!  
247 I wish there was a bus that went straight from Mt Holyoke College to Northampton/Smith college  
248 sexual harrassment on bus  
249 The 38 is great, I just wish it was more frequent. B43 is often late sometimes 30 minutes to an hour  
250 Dissatisfied with 38's spring break schedule  
251 The new schedule change of bus 39 in he middle of the semester has made it impossible for me get to class on time  
252 It would be nice to have more destinations from Mt Holyoke College and hopefully direct buses (w/o stopping at Hampshire College)  
253 I would really like a bus to the Hampshire Mall  
254 I always had a pleasant experience on the PVTA. My one concern is timeliness as the bus can sometimes be late  
255 If you could make 35 and 38 align better that would great  
256 The PVTA works really well. However, I do wish it ran during spring break  
257 thank you!  
258 Sundays bus schedules for 33 and B43 took long time for he next bus to come.  
259 satisfied  
260 It would be helpful to have another 38 stop at Amherst College  
261 Need solar powered shelers that not wind tunnels  
262 Better service for the weekend  
263 I'd like a direct line from Hampshire College to Hampshire Mall. More buses servicine Hampshrie College would be convenient  
264 Wish there was route from Hampshire Mall to Hampshire College  
265 I often have trouble plannin to attend off campus events due to the infrequency of times. Besides that I am pleased the PVTA exists and does good job  
266 Please resume Hampshire to Hampshire Mall or Big Y - just one place for me to do grocery shopping without transfer.  
267 Make a route from Hampshire College to Hampshire Mall/faster route from Amherst to Hampshire Mall  
268 The schedules of B43 and 38 don't align so I'll end up waiting 1/2 hour plus for the bus. 39 new schedule is very irregular  
269 Printed schedule/service times posted at stops wold be helpful. Difficult to get anywhere from South Hadley in summer  
270 no complaints great job  
271 Hampshire needs a regular direct route to the Hampshire Mall  
272 a ride from Hampshire Col to Hampshire mall is much wanted/needed  
273 I along with the majority of Hampshire College students would grealy appreciate a route to the Hampshire Mall. I would use it all the time  
274 There should be a bus from Hampshire college to Hampshire mall  
275 Please have a route to Hatfield  
276 PVTA is a good system for Umass/college students like me  
277 Most drivers are good  
278 good service  
279 Need bus on Sunday at River Valley market  
280 Better connections needed in Holyoke. Takes 3 buses to get from home to Holyoke Pediatrics use to be one  
281 Excellent service  
282 There needs to be more buses running on the weekend please!  
283 Good job  
284 The 31 needs larger buses during rush hour  
285 Sometimes the drivers seem a little reckless whne driving yet overall usually the drivers are good  
286 Bus should run on weekends (Umass campus bus)  
287 Never had any problems with the PVTA

288 Service very good - helpful  
289 Schedule is unreliable. Bus tracker app is so inaccurate it is unusable. Great idea needed better execution. Love the bus tracker for desktops  
290 Very pleased with new service on B48 and R29  
291 I am treated well by all drivers  
292 The PVTA should take over the FRTA so that there is weekend buses going to Greenfield  
293 You're a big help  
294 very happy with PVTA service  
295 Better connections needed between Highland in Holyoke and Mall/Holyoke Pediatrics. Used to be on bus now 3 are needed  
296 I wish that schedules were available in some other machine readable format. I would also like a reloadable farecard system.  
297 One driver on the B43 is rude and abrupt. He pulls into traffic before I am seated  
298 The drivers are very respectful. I board the bus to a smile, hello, how's your day  
299 Thank you for the green transportation and affordable too  
300 There should be more shelters. Drivers should have designated routes so they know where stops are. Some newer drivers are a bit rude  
301 Keep the R29!  
302 Some drivers leave early. More Sunday service. Another public comment session. Springfield to Northampton express please!

# PVTA TRANSIT SURVEY 2016

Please help PVTA serve you better! Answer the questions below by completely filling in the bubble in front of your response. Your responses will be kept confidential.

1. How long did it take you to get to the bus stop?  
 1-5 minutes     11-15 minutes  
 6-10 minutes     More than 15 minutes

2. How did you get to the bus?  
 Walked all the way  
 Bicycle  
 Parked car/Dropped-off nearby  
 Transferred from other bus

3. How long will it take you to get to your destination once you leave the bus?  
 1-5 minutes     11-15 minutes  
 6-10 minutes     More than 15 minutes

4. Will you transfer to another bus before reaching your final destination?  
 Yes     No → Which route? \_\_\_\_\_

5. What is the main purpose of your trip?  
 Work     School (Grades 1-12)  
 Shopping     College/University  
 Medical    \_\_\_\_\_  
 Social/Recreation    \_\_\_\_\_  
*(write in)*

6. How often do you ride the bus?  
 Every day     1-3 times a month  
 2-4 times a week     First time riding  
 Once a week

7. What is the main reason you ride the bus?  
 Convenience  
 Prefer bus  
 Economical  
 No driver's license  
 No car available  
 Saves time  
 Less pollution

8. Did you have another way to make this trip?  
 Yes → If yes, what (other way) did you have to make this trip? \_\_\_\_\_  
 No

9. How old are you?  
 7-12     13-17     18-35     50-65  
 13-17     35-50     65+

10. Which of the following describes your situation best?  
 College student     Unemployed  
 Employed part-time     Retired  
 Employed full-time     Other  
 Student (Grades 1-12)

11. Please describe your income level:  
 Less than \$11,770     \$50,000+  
 \$11,770 - \$19,999  
 \$20,000 - \$34,999  
 \$35,000 - \$50,000

12. Are you:  
 Male     Female     Other \_\_\_\_\_  
*(write in)*

13. What is your race or national origin?  
 White     Native American/  
 Black/African American     American Indian  
 Hispanic/Latino     Two or more of these  
 Asian/Pacific Islander     Other

14. What language or languages do you speak at home?  
 English only  
 English and another language  
 English and Spanish  
 Spanish only  
 Another language

14b. What is the other language (other than English or Spanish) that is spoken at home?  
Korean

15. How do you usually pay your fare?  
 Free (student, faculty, staff)  
 Cash on board (full fare)  
 Cash on board (senior or discount)  
 Weekly or monthly pass  
 Senior or disability pass

30

16. How many cars are available for your use in your household?  
 0     1     2     3 or more

17. Do you have a physical disability that prevents you from driving a car?  
 Yes     No

18. Location where you usually board?  
Blackboard, MHC

19. Where will you get off the bus?  
Northampton

20. What routes do you normally use?  
58, 59

21. Do you primarily use the color code system or the route numbers?  
 Color code     Route number

22. Are you aware of the PVTA's "myStop" bus tracker web app?  
 Yes     No

23. Do you use any bus tracker web apps?  
 PVTA's "myStop"     Google Transit  
 UMASS BusTrack    \_\_\_\_\_  
*(write in)*

24. Please rate the following items by marking the appropriate oval:

**1=Very Satisfied, 2=Satisfied, 3=Neutral, 4=Dissatisfied**  
**5=Very Dissatisfied, 6=Not Applicable**

Driver enforces rules	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedules easily obtainable	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of reading schedules	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of bus shelters	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-time performance of service	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus driving safety	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of service	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of service	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety at stops	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driver courtesy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of buses	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Total travel time	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service where desired	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Comments:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# ENCUESTA DE TRÁNSITO DE PVT A 2016

Favor de ayudar a PVT A a servirte mejor. Conteste las siguientes preguntas llenando completamente los círculos en frente de su respuesta. Todas las respuestas serán confidenciales.

1. Cuánto tiempo tomó en llegar a la parada de gúa gúa?  
 0-5 minutos     11-15 minutos  
 6-10 minutos     Más de 15 minutos

2. Cómo llegó a la parada?  
 Caminé  
 Bicicleta  
 En carro  
 De otra el autobús

3. Después de bajar de la gúa gúa, cuánto tiempo toma en llegar a su destino final?  
 0-5 minutos     11-15 minutos  
 6-10 minutos     Más de 15 minutos

4. Toma otra gúa gúa después de ésta?  
 Sí → cuál ruta? \_\_\_\_\_  
 No

5. Por qué viaja hoy?  
 Trabajo     Escuela (grados 1-12)  
 Ir de compras     Colegio / Universidad  
 Médico    \_\_\_\_\_  
 Recreio    \_\_\_\_\_  
*(Escribir en)*

6. Está en la el autobús.....  
 Todos los días     1-3 veces al mes  
 2-4 veces a la semana     La primera vez  
 Una vez a la semana

7. Por qué usa el autobús?  
 Es conveniente  
 Prefiero la gúa gúa  
 Es económico  
 No tengo licencia  
 No tengo carro  
 Puedo llegar a mi destino más rápido  
 Menos polución

8. Hay otra manera para hacer este viaje?  
 Sí → Si contestó "sí", cuál es el otro medio de hacer este viaje? \_\_\_\_\_  
 No

9. Cuántos años tiene?  
 7-12     18-35     50-65  
 13-17     35-50     65+

10.Cuál mejor describe su situación?  
 Estudiante en la universidad     No tengo empleo  
 Tiempo parcial empleado     Jubilado(a)  
 Tiempo completo empleado     Otro  
 Estudiante (grado 1.-12)

11. Cuánto gana al año?  
 Menos de \$11,770     \$50,000+  
 \$11,770 - \$19,999  
 \$20,000 - \$34,999  
 \$35,000 - \$50,000

12. Es usted  
 Hombre     Mujer     Otro \_\_\_\_\_  
*(Escribir en)*

13. Cuáles su raza o origen nacional?  
 Blanco(a)     Asiático/Isla Pacífica  
 Negro(a)/Africano     Nativo Americano(a)  
 Americano     Dos o más de estos  
 Hispano/Latino     Otro

14. Qué lengua(s) habla en casa?  
 Solo inglés  
 Inglés y otra lengua  
 Inglés y español  
 Solo español  
 Otra lengua  
 ↓  
 14b. Qué otra lengua habla en casa?  
 \_\_\_\_\_

15. Cómo paga su viaje?  
 Gratis (estudiante, maestro(a), personal)  
 En efectivo en la gúa gúa (tarifa completa)  
 En efectivo en la gúa gúa (descuento o mayor)  
 Pase de la semana o del mes  
 En efectivo (disabilidad)

16. Cuántos carros están disponibles para su uso en su hogar?  
 0     1     2     3 o más

17. Tiene una discapacidad física y no puede manejar?  
 Sí     No

18. A dónde usualmente subir el autobús?  
 \_\_\_\_\_

19. A dónde bajará de el autobús?  
 \_\_\_\_\_

20. Cuáles son las rutas que normalmente usa?  
 \_\_\_\_\_

21. Cuál usa el sistema de color o los números de las rutas?  
 El color     El número

22. ¿Es usted consciente de rastreador "myStop" bus aplicaciones web de PVT A?  
 Sí     No

23. ¿Utiliza alguna aplicaciones web de seguimiento de autobús?  
 PVT A's "myStop"     Google Transit  
 UMASS BusTrack    \_\_\_\_\_  
*(Escribir en)*

24. Por favor califique los siguientes artículos marcando el círculo apropiado

1=Muuy satisfecho, 2=Satisfecho, 3=Neutral, 4=Insatisfecho 5=Muy Insatisfecho, 6=No aplica	El chófer enfuerza las reglas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Es fácil conseguir los horarios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Es fácil leer los horarios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Condición de las paradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	La gúa gúa llega a tiempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	El chófer maneja con seguridad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Frecuencia del servicio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	El precio del servicio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	La seguridad personal en las paradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	La cortesia del chófer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	La gúa gúa está limpia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	El tiempo para llegar a su destino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Servicio disponible donde quiere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Comentarios:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_