

PVTA Northern System Customer Survey



Prepared by
Pioneer Valley Planning Commission
For Pioneer Valley Transit Authority

PVPC would like to thank our interns for their valuable effort in collecting responses. In addition, we would like to thank Anu Sinha for her extensive work on this report, including charts, analysis, formatting and cover art.

Our PVPC Transit Team Interns Included:

- Kingson Chen
- Jack Gangi
- Jennifer Goldschmidt
- Sandani Schwendt
- Anu Sinha
- Devon Stennett

PVTA Onboard Customer Survey Northern Service Region 2025

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- 1** Sample size n is the total number of responses to this question.
- 2** * fields indicate write-in responses.
- 3** Respondents were able to choose multiple options for this question, therefore percentages add up beyond 100%.
- 4** Represents both compliant ranked responses and non-compliant chosen responses not ranked (often on paper surveys).
- 5** This has two parts: “Are there specific times you would like to see more PVRTA service?” and “When would you like to see more service? (Check all that apply).” The sample size n represents the total responses to the first question. Unidentified answers are those that answered “yes” to the first question but did not answer the second question. “No Specific Times” represents those that answered no to the question “Are there specific times you would like to see more PVRTA service?”
- 6** The sample size is represented by the number of responses to each y-axis category.
- 7** Sample size n is represented by responses to Question 17 and 18
- 8** Sample size n is the total number of topics commented on (considering that individual comments may cover multiple topics).
- 9** While this question is multiple choice, those who chose more than one race are considered 2 or more races.
- 10** Top Languages with $n \geq 10$ excluding English; Chinese includes Mandarin and Cantonese for comparison to Census data
- 11** Coded Languages based on census categories from table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over
- 12** List of languages other than English and Spanish where $n > 10$; respondents could choose multiple
- 13** Sample size n is the number of responses that included answers to both question 26 and question 27. Federal poverty level is determined by estimating household income based on household size. A full chart of Federal Poverty Level definitions are provided by the Office of ASPE at HHS: [detailed-guidelines-2025.pdf](#).
- 14** n is equal to the number of responses to Question 8 by bus route.
- 15** The satisfaction numeral is derived by assigning numbers 1 to 5 to the Very dissatisfied to Very satisfied scale. For this chart, n = the number of responses given to all the customer satisfaction questions by each race. Minority is defined here as anyone who identified a race that was not white alone. Just one individual marked themselves as Hawaiian or Pacific Islander.
- 16** Sample size n is the total number of responses that did not include English (7% of all responses), where $n \geq 3$
- 17** E-Planning refers to electronic means referenced within Question 6. How do you plan your PVRTA trips? ($n=657$) ^{1, 2, 3}.

Executive Summary

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

In March and April of 2025, a total of 2,572 responses from bus riders were recorded. A subset of 1,689 completed most of the survey. All surveys collected with a response to any question are counted for the answers given. The Northern System provides 39% of all fixed-route rides in the Pioneer Valley.

- In general, 71% of all service ratings were satisfied with PVTA service. Below are the service components and their relative comparison.

Table 1: PVTA 2025 Northern System Passenger Satisfaction Overview

Good Over 80% Satisfied	Acceptable 75%-80% Satisfied	Needs Improvement 65%-75% Satisfied	Urgent Improvement Below 65% Satisfied
• Driver General Conduct • Safety Onboard the Bus • PVTA Customer Service	• Safety at the Bus Stop • Driver enforcement of the rules • Cleanliness of the buses	• Service where I desire • Travel Time	• On-Time Performance of the buses • Frequency of PVTA buses

Percentages for the categories above are the proportions of all valid responses for each category who rated each category shown as either "Satisfied" or "Very Satisfied" on a five-point scale.

These findings suggest PVTA in the Northern System is doing well with safety, driver general conduct, driver enforcement of the rules, and cleanliness of the buses. On the other hand, PVTA riders are least satisfied with the frequency of bus service, on-time performance of the buses, and PVTA customer service.

Key highlights about PVTA Northern System riders' travel and characteristics are included below. Not every customer surveyed was able to complete every question or preferred to answer every question. These instances are either included or excluded (designated by footnotes) from individual charts.

Trip Details

- 34% of trips started their journey from UMass, 32% started their journey from Amherst, and 10% started their journey from Northampton.
- 95% of trips said they walked to the bus stop from their starting point.
- 66% of trips said it took less than 5 minutes to get to their first bus stop from their starting point, and it took 6-10 minutes for 20% of trips to get to their first bus stop from their starting point.
- 38% of trips included 1 transfer and 28% of trips included 2 transfers.
- 97% of trips said they walked to their destination from the bus stop.
- 35% of trips ended their journey at UMass, 29% of trips ended their journey in Amherst, and 11% of trips ended their journey in Northampton.

- 51% of trips said it took less than 5 minutes to get to their destination from the bus stop, and it took 6-10 minutes for 25% of customers to get to their destination from the bus stop.

Trip Characteristics

- The most common purpose for trips is College/University (51%), while the second most common trip purpose is Work (26%)
- 55% of trips were completed by those who ride the bus 5 or more days a week, while another 26% ride the bus 3-4 days a week and 14% ride the bus once or twice a week
- To get to places not served by PVTA fixed bus routes, customers most commonly walk (55%), or get a ride from family/friend (39%), while 21% stated they would not make those trips
- Riders are most likely to plan their PVTA trips on the TRANSIT App (73%)
- The most common reason they ride the bus is out of convenience (“PVTA near my home (or starting point) and destination,” 54%)
- Riders are most likely to increase their use of PVTA if PVTA had more frequent service (64%)
- 27% of the riders would like to see more service on weekdays from 7pm-2am, 28% want more service on Saturdays between 7pm-2am, and 28% request more service on Sundays from 7am-12pm; 36% are not requesting additional hours of service.
- 32% of the customers were very satisfied with the “Safety onboard the bus” and “Safety at the bus stop”, whereas 13% were dissatisfied with “Frequency of PVTA buses”.
- 96% have access to a smartphone.
- 88% have heard of Transit App, 30% have heard of the Bus Plus App.
- 838 comments received were negative, 104 were positive and 87 actively recorded no comment

Public Participation

- 69% of customers would prefer to receive updates and notifications on the Transit App/ Bus Plus App.
- 51% of customers said that the best time for a meeting would be between 3pm-7pm.
- 64% of customers said that Webinar (Zoom, Microsoft Teams) would be the best place to hold a public meeting. While 29% chose City Hall.
- 37% of the customers who haven’t attended PVTA meetings said it takes too much time.

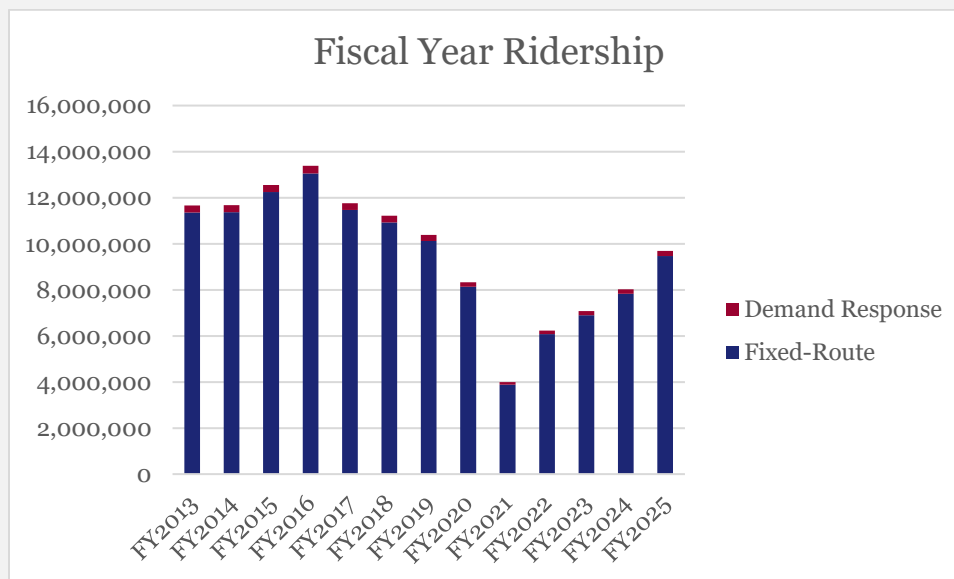
Demographics

- 66% of trips were completed by those who describe themselves as college students and 14% of trips are described as working full-time
- 55% of riders are 18-24 years old, the most common age group riding the bus
- 48% identify as Female, 43% of trips were made by riders identify as Male, and 6% identify as Nonbinary
- 45% of trips were made by riders who are White, 26% are Asian, 9% are Black/African American, 8% of respondents also identify as Hispanic/Latino and 10% identify as 2 or more races

- The most common languages spoken at home are English alone (71%), Spanish (9%) followed by Chinese (Cantonese or Mandarin) (7%)
- 34% of trips were completed by those who have zero vehicles in their household
- 44% of trips were completed by those who never have access to a vehicle, 36% have access to a vehicle some of the time and 20% have access to a vehicle all the time
- 27% of trips were completed by riders who lived alone; 37% of trips were completed by riders in households of 4 or more
- 31% had household income below 100% of the Federal Poverty Level (FPL) (\$19,720 for a household of two) . 20% had income above 400% FPL

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 176 buses (fixed-route service), 4 cutaway buses (town shuttles) and 131 vans (ADA Paratransit) in a system that includes 44 fixed-routes and two community shuttles.



PVTA customers made more than 9.5 million trips within the PVTA network in FY2025. More than 9.4 million were within the fixed-route system, while more than 210,000 came from demand response (both ADA Paratransit and Senior Van service (Dial-a-ride)).

The personal mobility that PVTA provides is critical for the large number of residents within 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, shopping establishments, and socialization and recreation.

Northern Region	Southern Region
20 routes serving Hampshire County from garages at the University of Massachusetts Amherst campus (UMass garage) and the Northampton Industrial Park (VATCo garage). Four of these routes stretch between regions.	24 routes serving Hampden County from the Springfield garage on Cottage Street and passenger terminals at 55 Frank B Murray Street in Springfield and 206 Maple Street in Holyoke.
FY2025 ridership: ~3.7 million trips (39% of system total)	FY2025 ridership: ~5.7 million trips (56% 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 receives PVTA's Dial-A-Ride service alone)

This survey focuses on customers who ride buses in PVTA's Northern Region, which are operated by Valley Area Transit Company (VATCo), a contract managed by DGR, Inc, UMass Transit Services (UMTS), Hulmes Transportation Services Inc. Ltd (Hulmes) and MV Transit (MV). Four additional routes overlapping the Northern System were also included (R29, G73E, and Ware Shuttle).

Current conditions

PVTA continues to improve on service with increased frequency and improved corridor connections. PVTA is also contending with construction throughout the region. Regarding construction, the Route 9 corridor connecting Amherst to Northampton has been significantly impacted by construction. This project had been ongoing for 4 years by the time of the survey with an additional year scheduled.

Saturday service was added on the 31 to the Hampshire Mall from South Amherst prior to this survey. The B79 had also changed operators to UMTS a few months prior as well.

The Amherst-S. Hadley-Holyoke corridor was revised starting in the Fall of 2025 with newly coordinated R29 and 38 routes. The 36 was also eliminated (a no school route) in favor of running an amended 38 route throughout the year.

Fare payment has also been eliminated (except on the B79) by a reimbursement by the Massachusetts State Legislature, now in it's second full-year of the program.

PVTA's Service Area

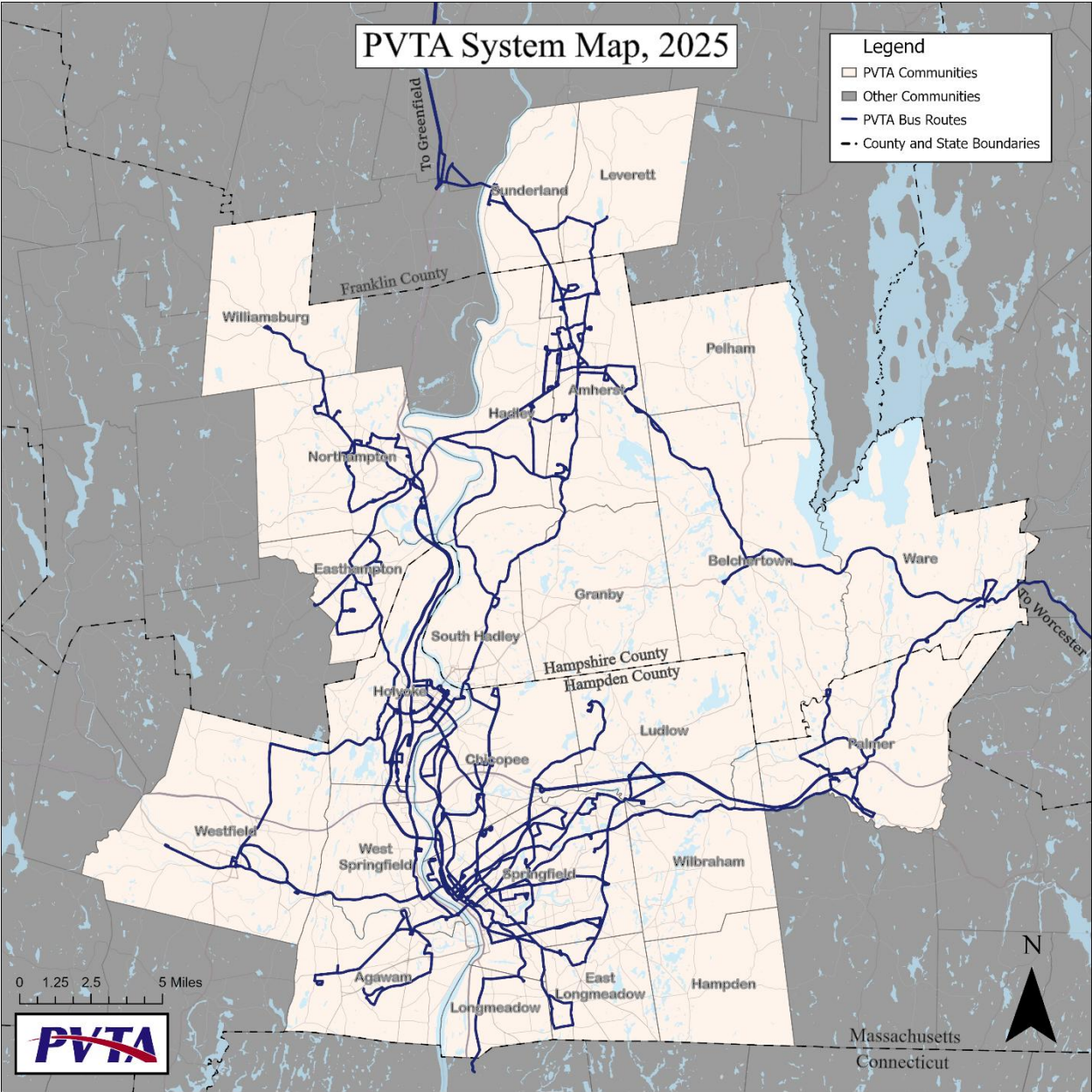


Figure 1: PVTA Service Area Map with Bus Routes

2.Survey Method

The onboard customer survey was conducted by interns and staff of the Pioneer Valley Planning Commission during March and April of 2025 on the 11 UMTS routes, 5 VATCo, 3 Hulmes, and 2 SATCO, 2 MV routes that cover the Northern Region of the PVTA service area (Hampshire County). Surveys were conducted on days when the regional colleges were in session, as well as during the academic spring break. Surveys were conducted throughout both the weekday and weekend to achieve a representative sample of riders' use patterns.

The minimum number of survey responses needed for each route was calculated based on the ridership of each route in October 2024. Data from the month of October was selected because it is when ridership is historically at its highest level within a given year. To keep the integrity of the survey at the service provider level, a 95% confidence level and a +/- 5% margin of error were selected for the statistical calculation for each route based on ridership within October 2024. The total surveys collected allow for comparisons between contracted service providers.

Cross tabulations and analysis for individual routes and subsets 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.

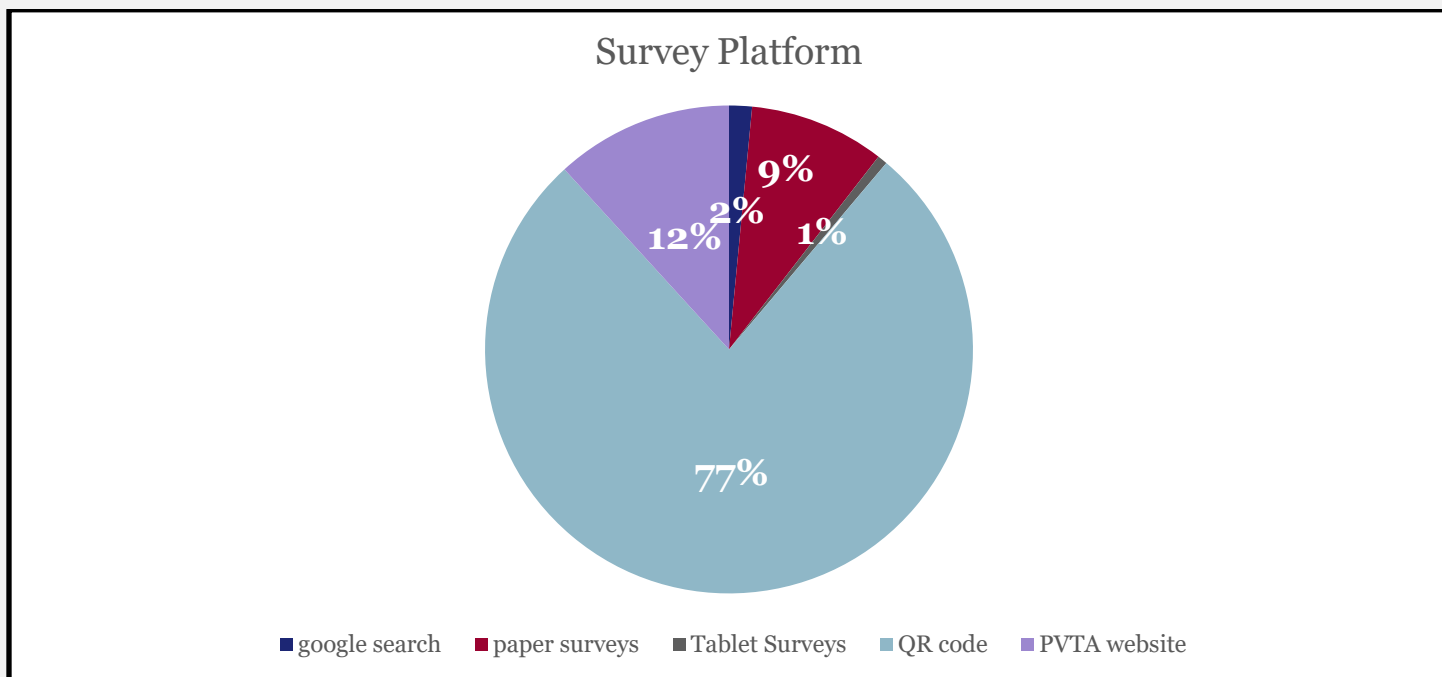
While riders started 2,433 surveys, many excluded answers to most questions with 1,689 were nearly complete responses. Any response has valuable data; therefore, results for each question are given based on all responses provided for the individual question unless stated otherwise. Notes regarding sample size variance are included as footnotes on each chart.

Routes	October '24 Ridership	Proportion of Total	Statistical Sample Size	Collected Surveys
30 - North Amherst/Old Belchertown Rd	112,453	22.66%	187	311
31 - Sunderland/South Amherst	112,956	22.77%	188	327
33 - Puffer's Pond/Shopper Shuttle	31,192	6.29%	106	173
34 - Campus Shuttle/Northbound	26,333	5.31%	98	200
35 - Campus Shuttle/Southbound	65,569	13.22%	149	286
36 - Atkins Farm/Olympia Drive*	4,611	0.93%	43	70
38 - UMass/MHC	30,186	6.08%	105	197
39 - Smith/Hampshire	1,275	0.26%	23	28
39E - Smith/Mt Holyoke	2,136	0.43%	30	41
45 - Belchertown Center/UMass	3,769	0.76%	39	55
46 - Whately Park&Ride	183	0.04%	9	8
AG - Amherst-Greenfield	50	0.01%	5	9
B43 - Northampton/Hadley/Amherst	58,292	11.75%	141	230
B48 - Northampton/Holyoke via Route 5	6,559	1.32%	50	58
B79 - Amherst-Worcester	6,559	1.32%	22	31
G73E - Brennan Express	14,773	2.98%	75	110
NE - Nashawannuck Express	1,046	0.21%	21	29
PS - Palmer Shuttle	512	0.10%	15	18
R29 - Springfield/Amherst via Holyoke/South Hadley	3,941	0.79%	40	59
R41 - Northampton/Holyoke via Easthampton Ctr	3,684	0.74%	39	58
R42 - Northampton/Williamsburg/VA Medical	3,563	0.72%	38	47
R44 - Florence Center/Northampton Center	5,931	1.20%	49	68
WS - Ware Shuttle	589	0.12%	16	20
Total	496,162		1,488	2,433

* The 36 does not run while school is in session, therefore monthly ridership was taken from August 2024, a robust ridership month for this route.

The survey was conducted online, using a surveying program, Alchemer, which passengers could access on their mobile phones, or using a tablet provided by PVPC personnel wearing a “Surveyor” badge. Surveyors carried 8.5” x 11” posters with the QR code linked to the online survey link. Surveyors also administered paper forms as necessary. An independent translation of the survey was available in Spanish for both paper and online surveys. Online surveys were generally translated into the web browser language settings. Survey personnel made onboard announcements to passengers, explaining the survey and directing them to the appropriate website. Surveyors specifically sought out riders that did not appear to respond to their verbal announcement to ensure all those on the bus understood the request. Surveys were administered throughout all weekday mornings, afternoons and evenings to achieve a representative sample of riders and trip purposes.

Survey Platform

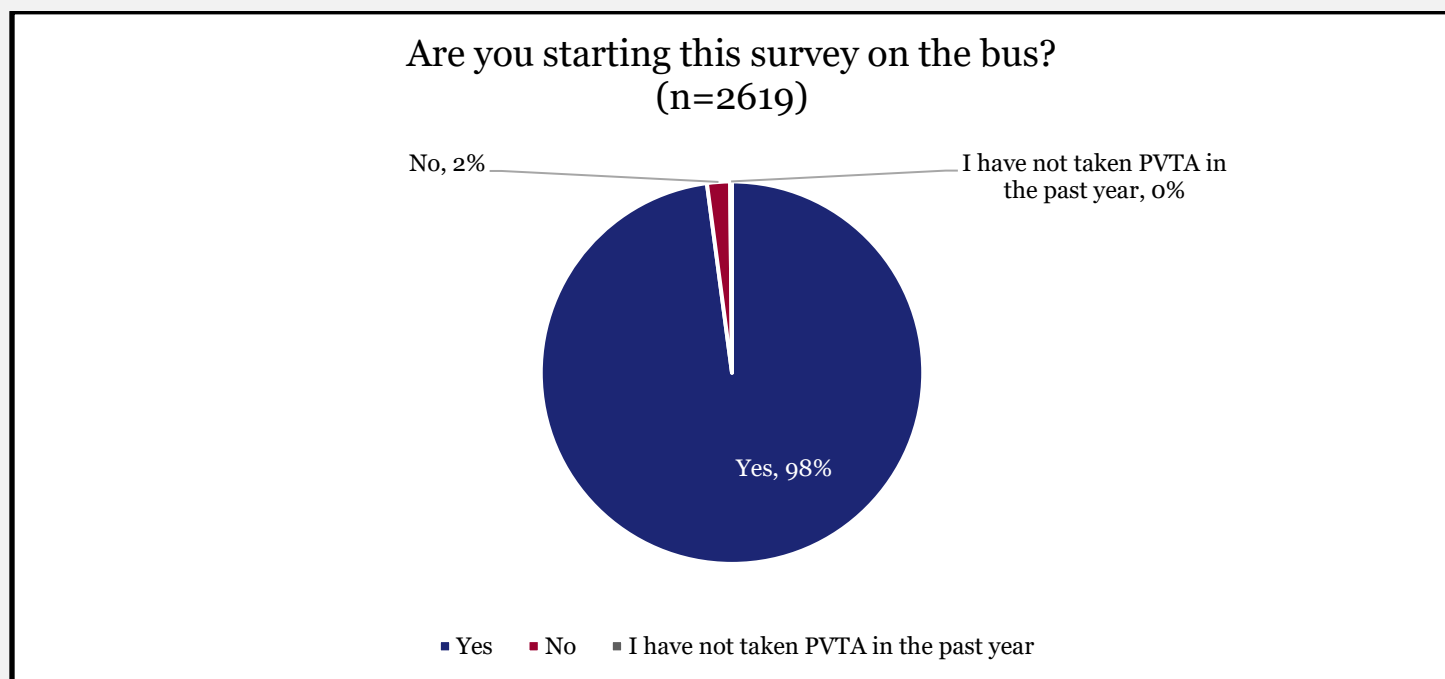


The survey method most used were the QR Code links provided by the surveyors onboard the buses and on each bus's LCD Screen. That is followed far behind by those who followed the PVTa easy url "www.pvta.com/survey" and in-person paper surveys. Surveyors were responsible for identifying those in need of additional assistance and were told to use the tablets when possible.

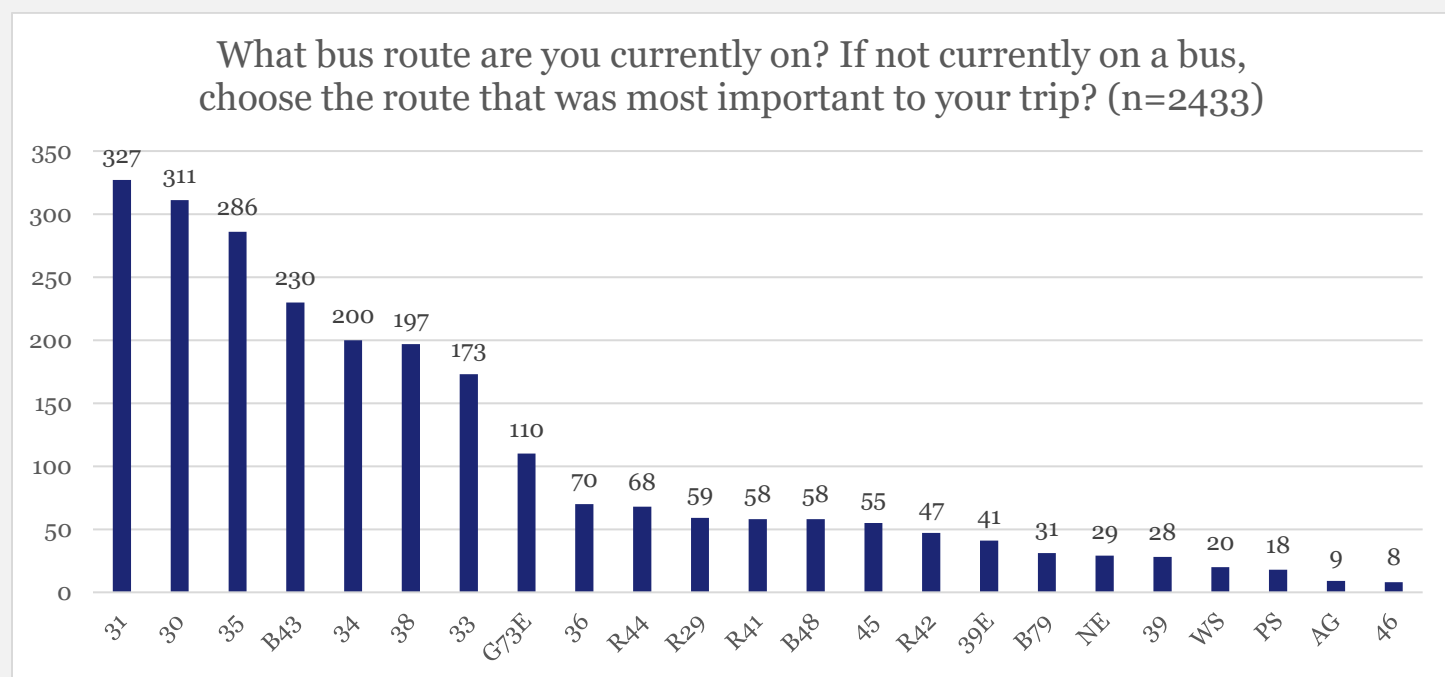
Survey Method Statistics

We could not restrict the online survey to those who were currently on the bus. To understand the responses better, we asked if they were starting the survey onboard the vehicle. Because we surveyed multiple routes at the same time, our survey requested the rider to fill in the route they were riding. Below are the results to that question. Additional questions that assisted with the fulfillment of the methodology are placed in the appendix.

Are you starting this survey on the bus? (n=2619)¹



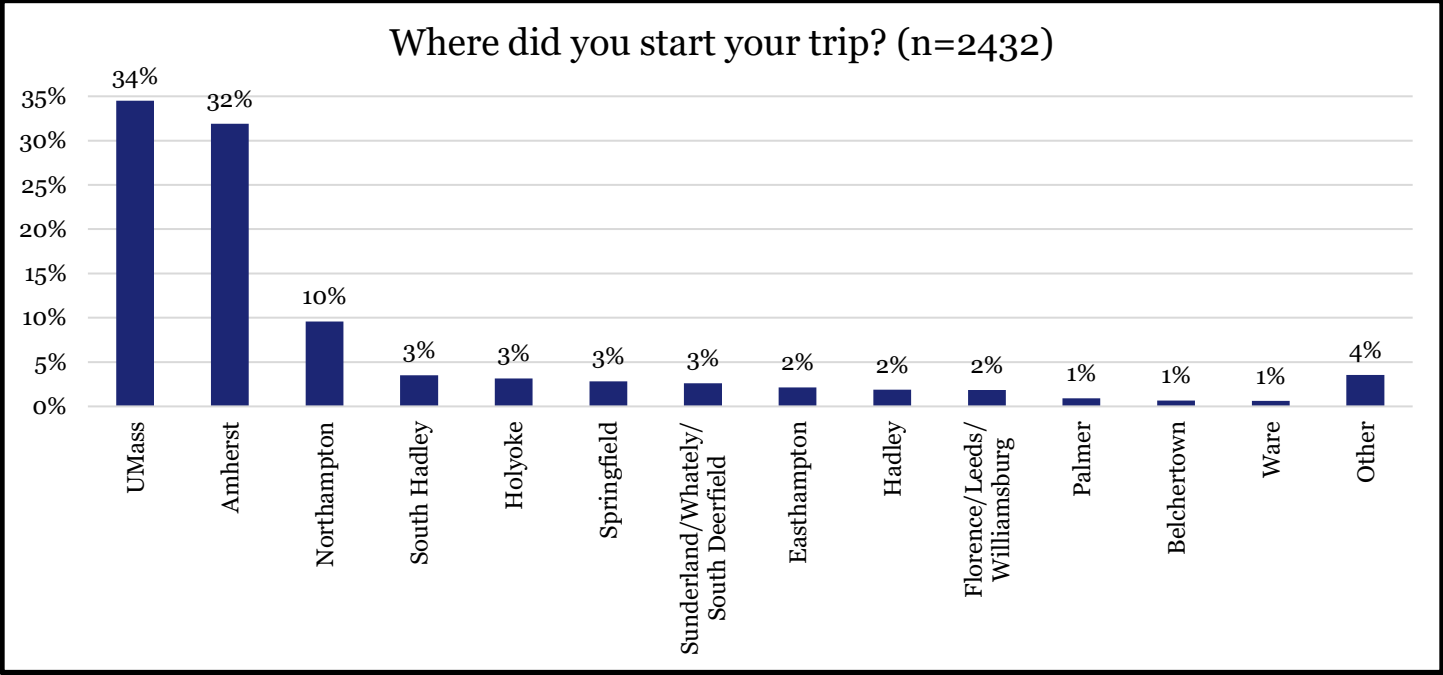
Question 1. What bus route are you on or did you most recently ride?¹



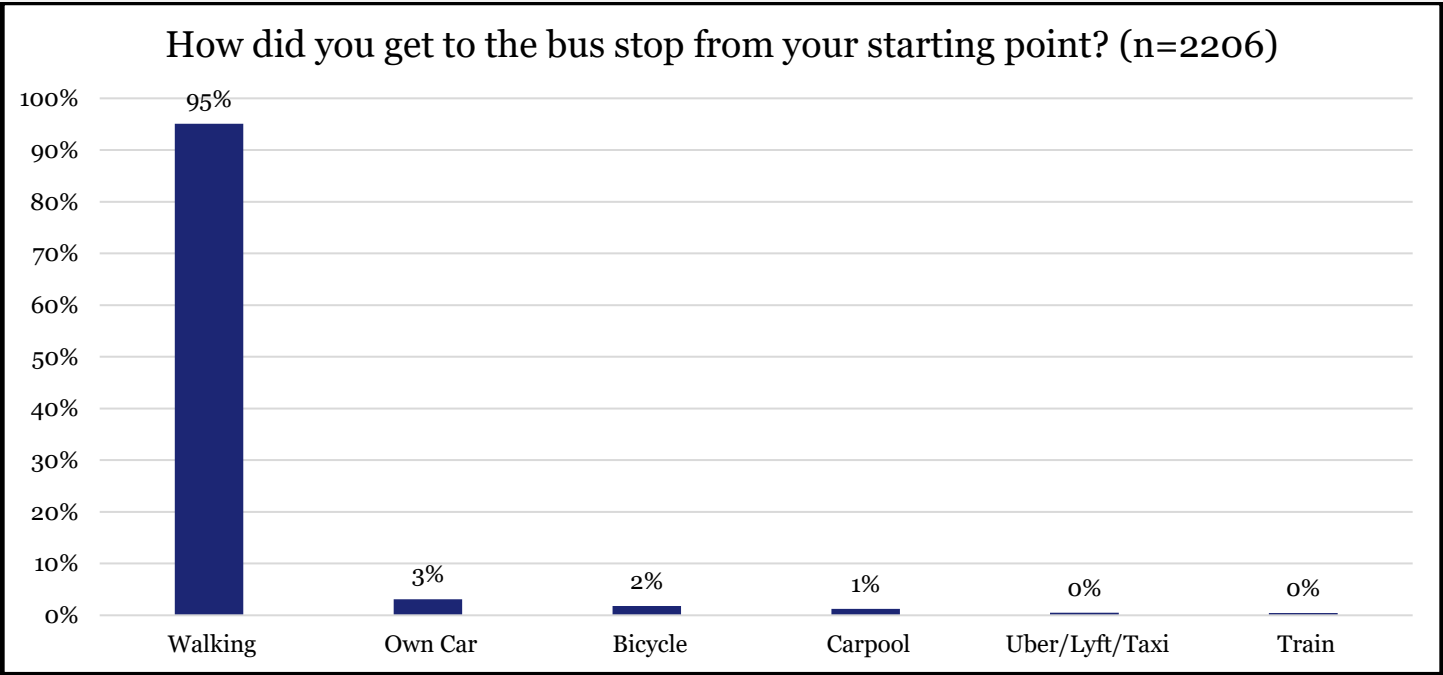
¹ Sample size n is the total number of responses to this question.

Trip Details

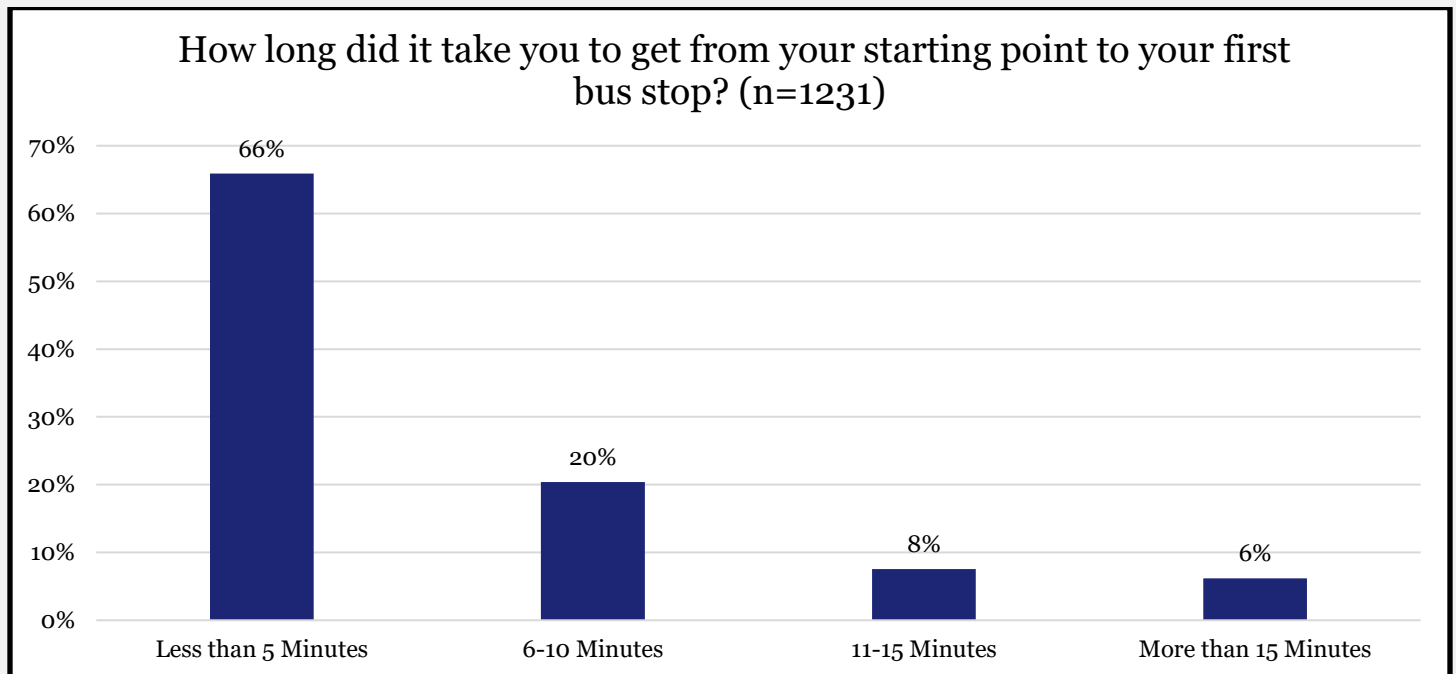
Question 2a. Where did you start your journey today? (n=2432)¹



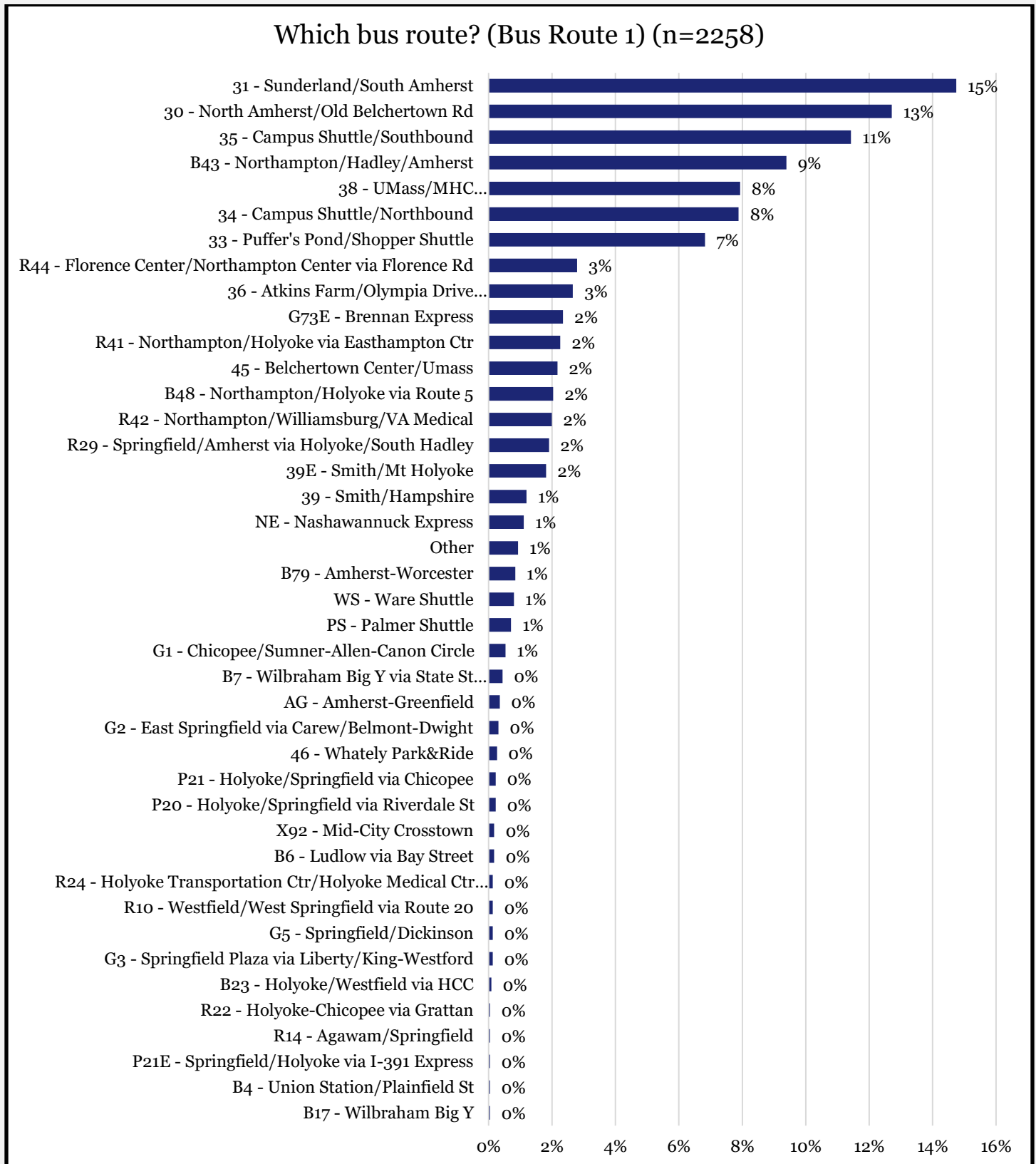
Question 2b. How did you get to the bus stop from your starting point? (n=2206)¹



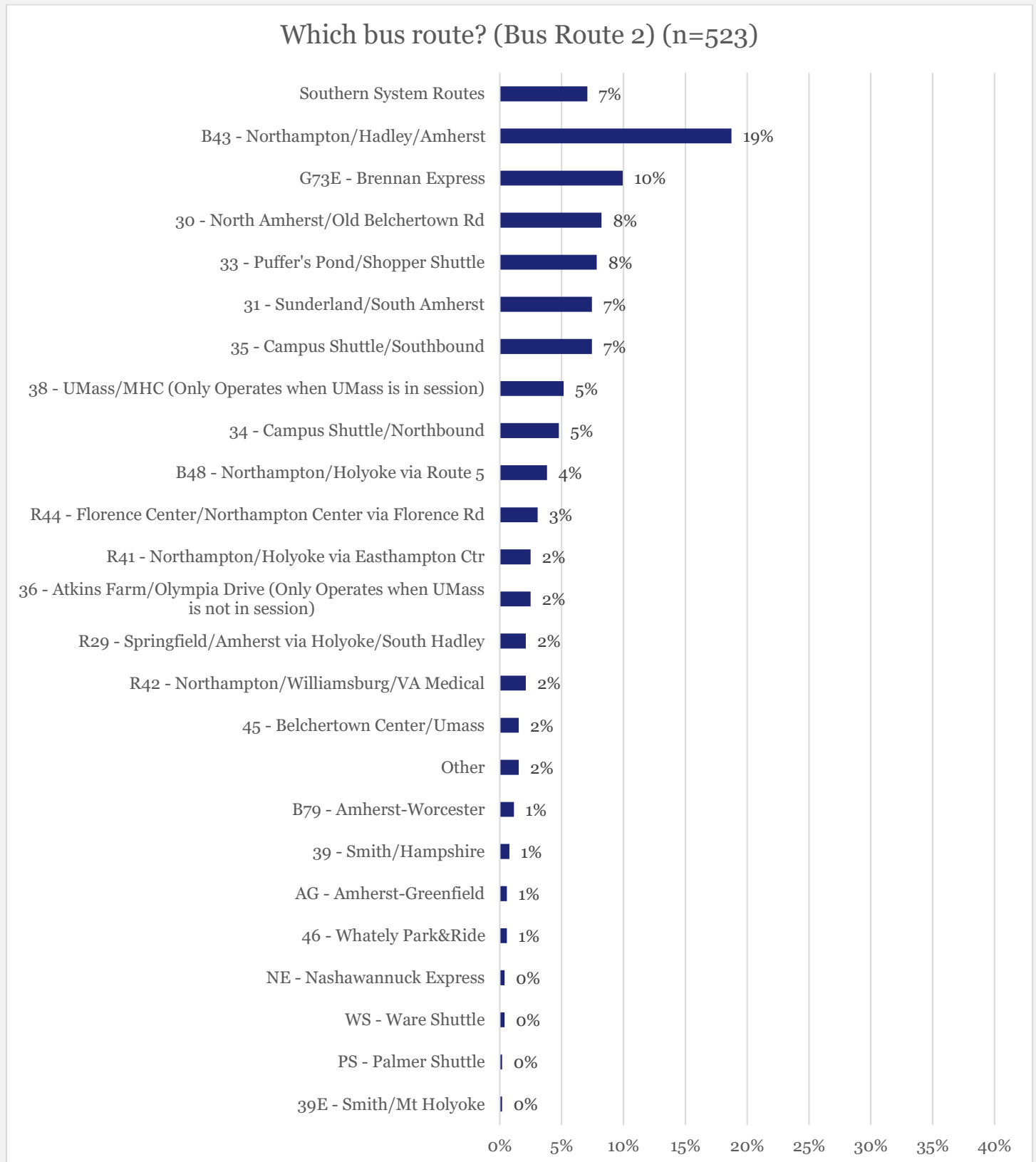
Question 2c. How long did it take you to get from your starting point to your first bus stop? (n=1231)¹



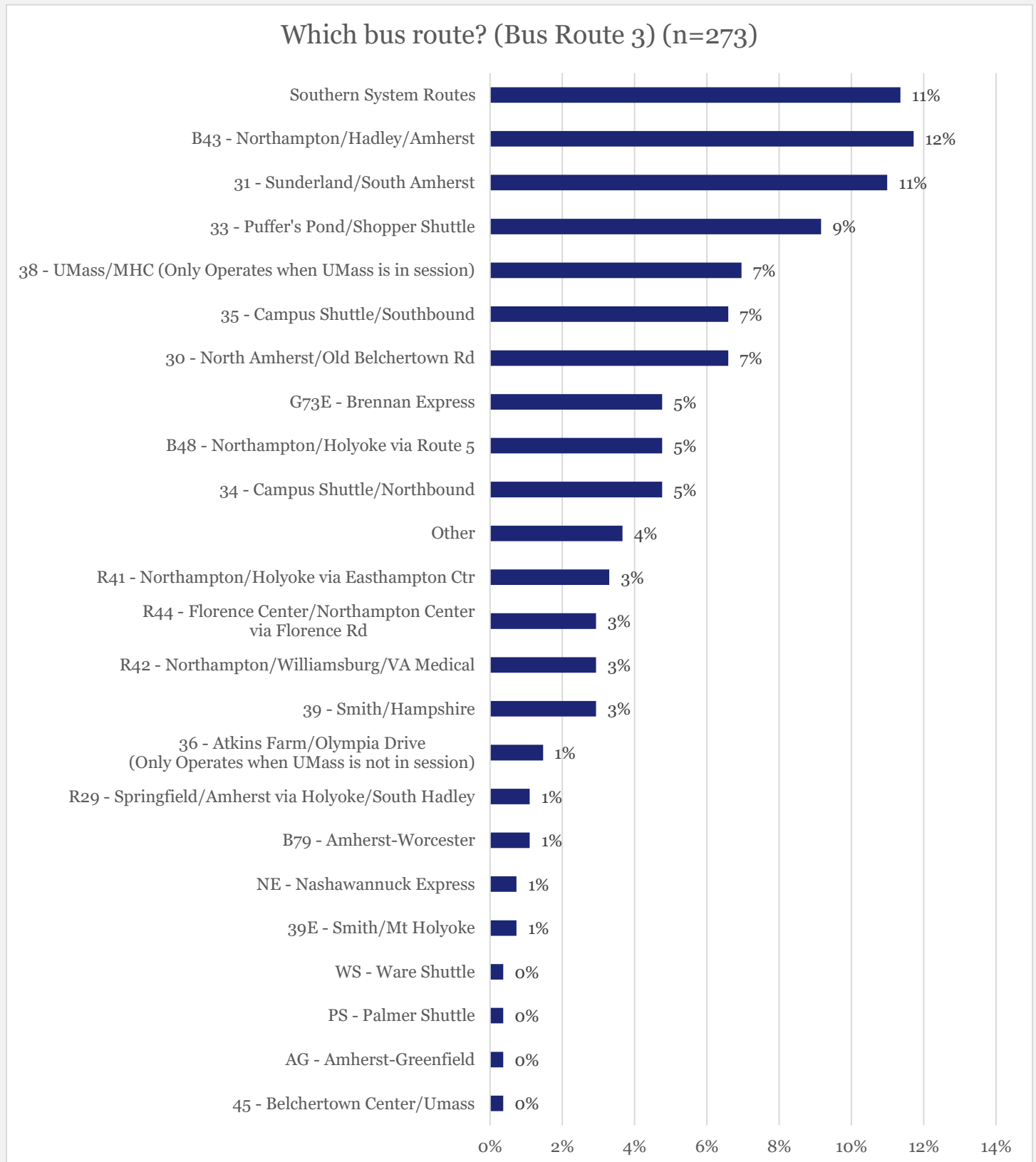
Question 2d. Which bus route? (Trip Details: First Bus Route) (n=2258)¹



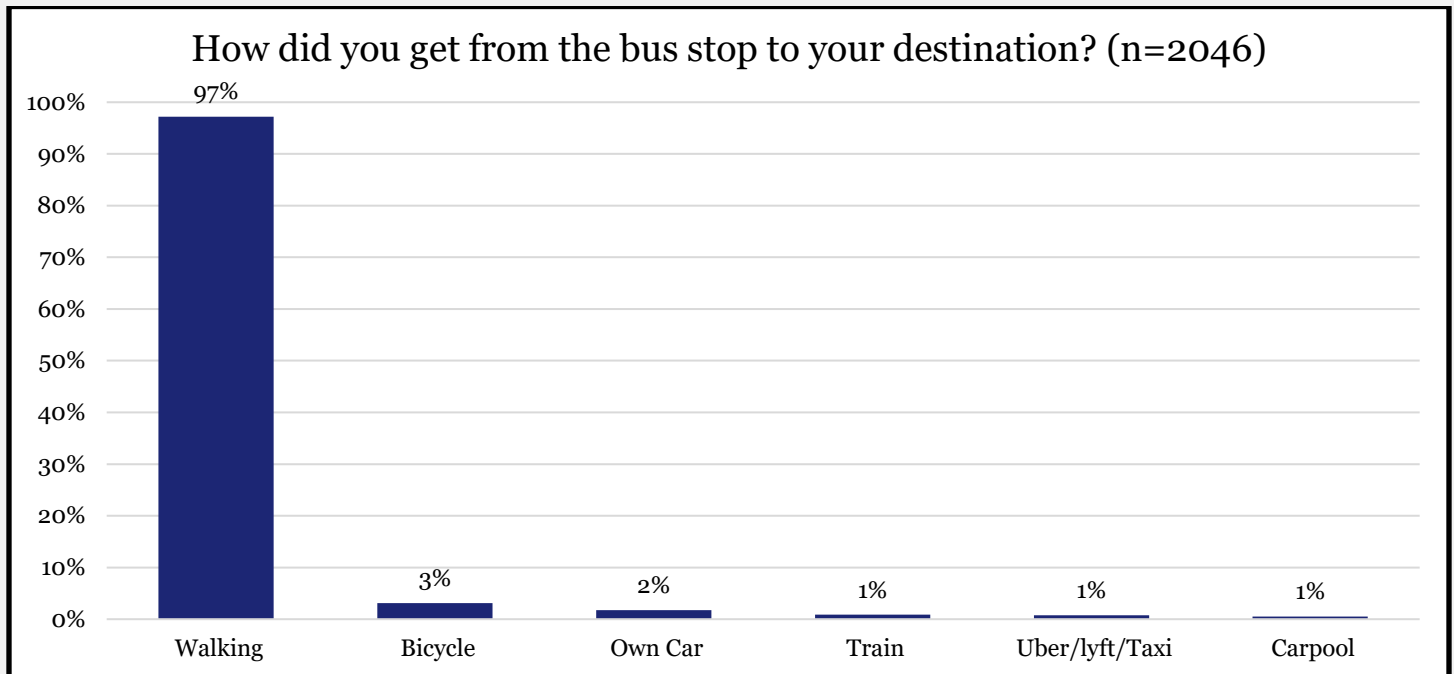
Question 2e. Which bus route? (Trip Details: Second Bus Route) (n=523)¹



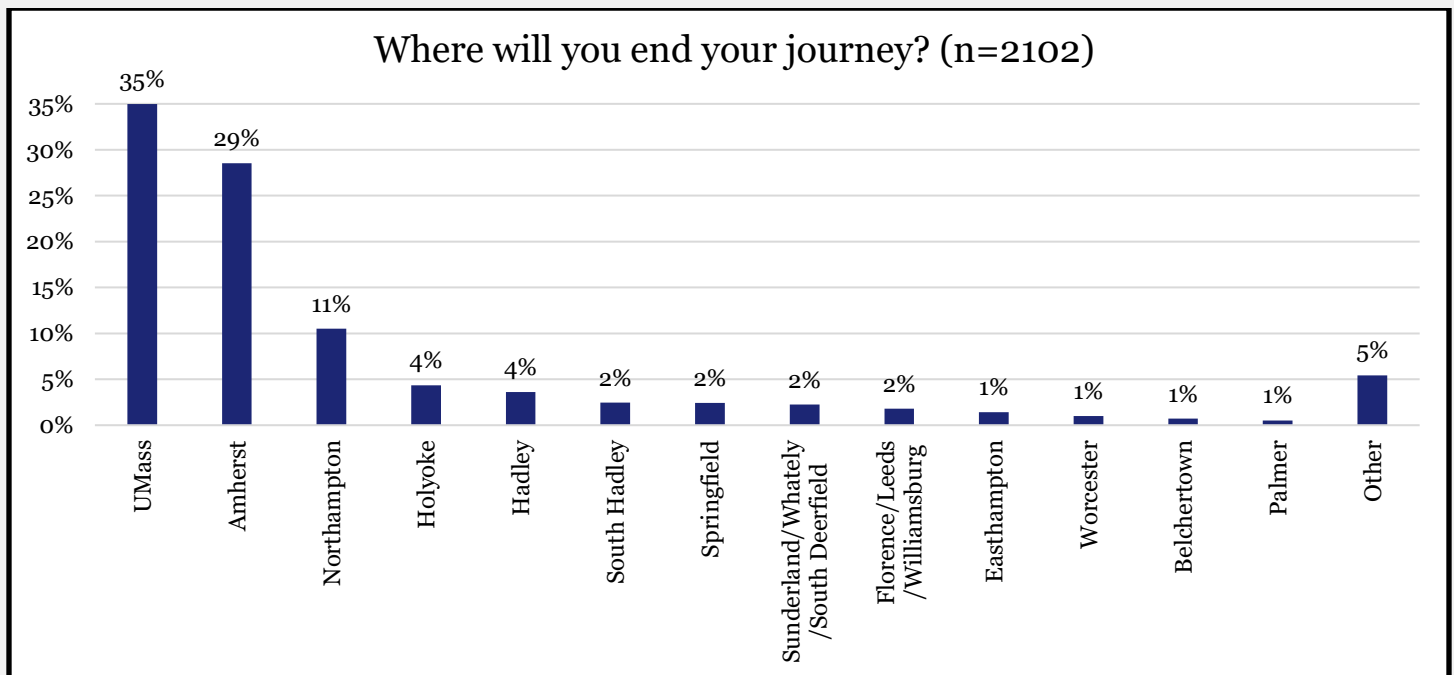
Question 2f. Which bus route? (Trip Details: Third Bus Route) (n=273)¹



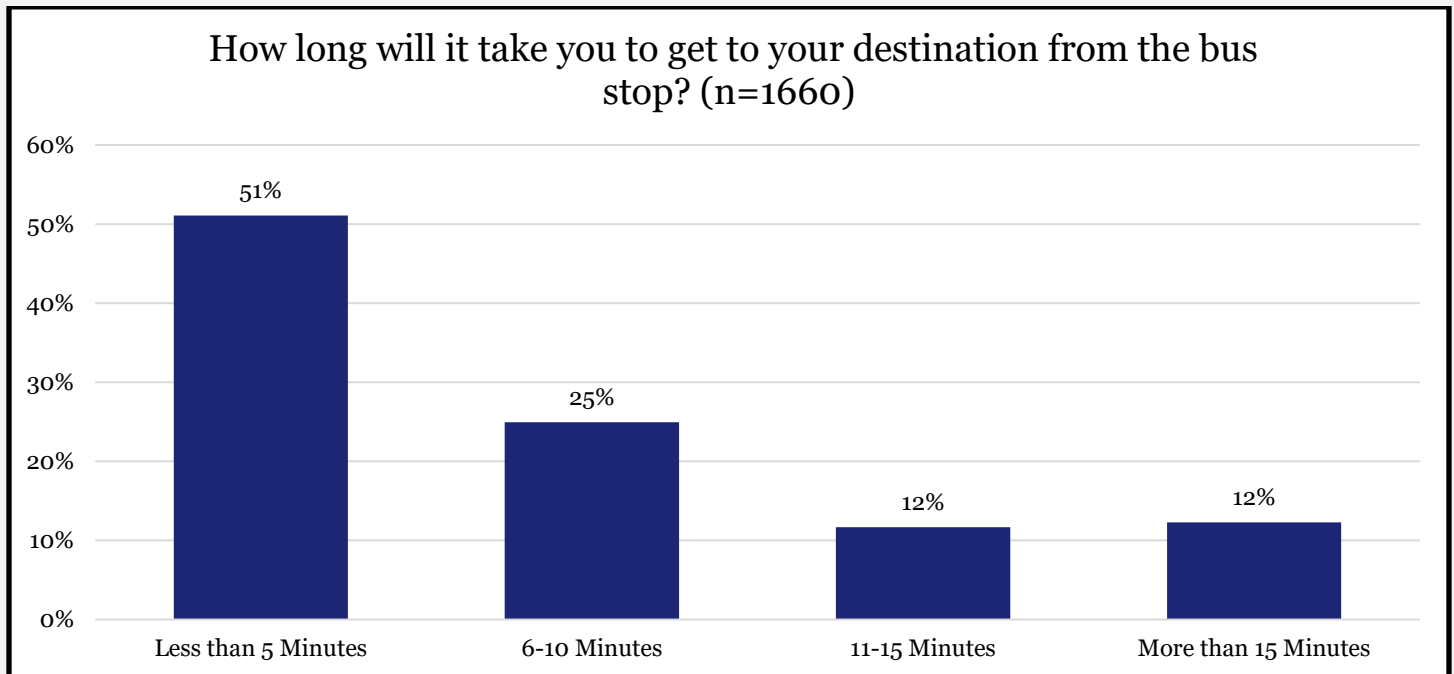
Question 2g. How did you get from the bus stop to your destination? (n=2046)¹



Question 2h. Where will you end your journey? (n=2102)¹

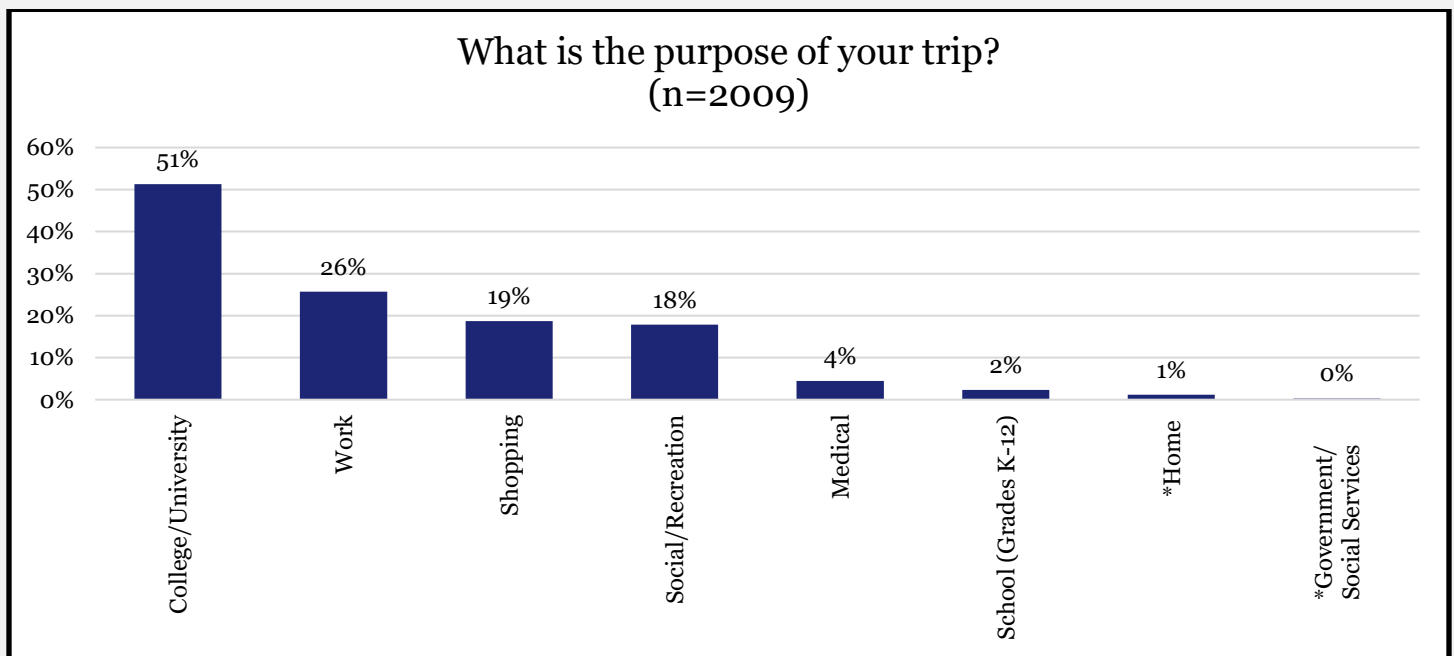


Question 2i. How long will it take you to get to your destination from the bus stop? (n=1660)¹



Trip Characteristics

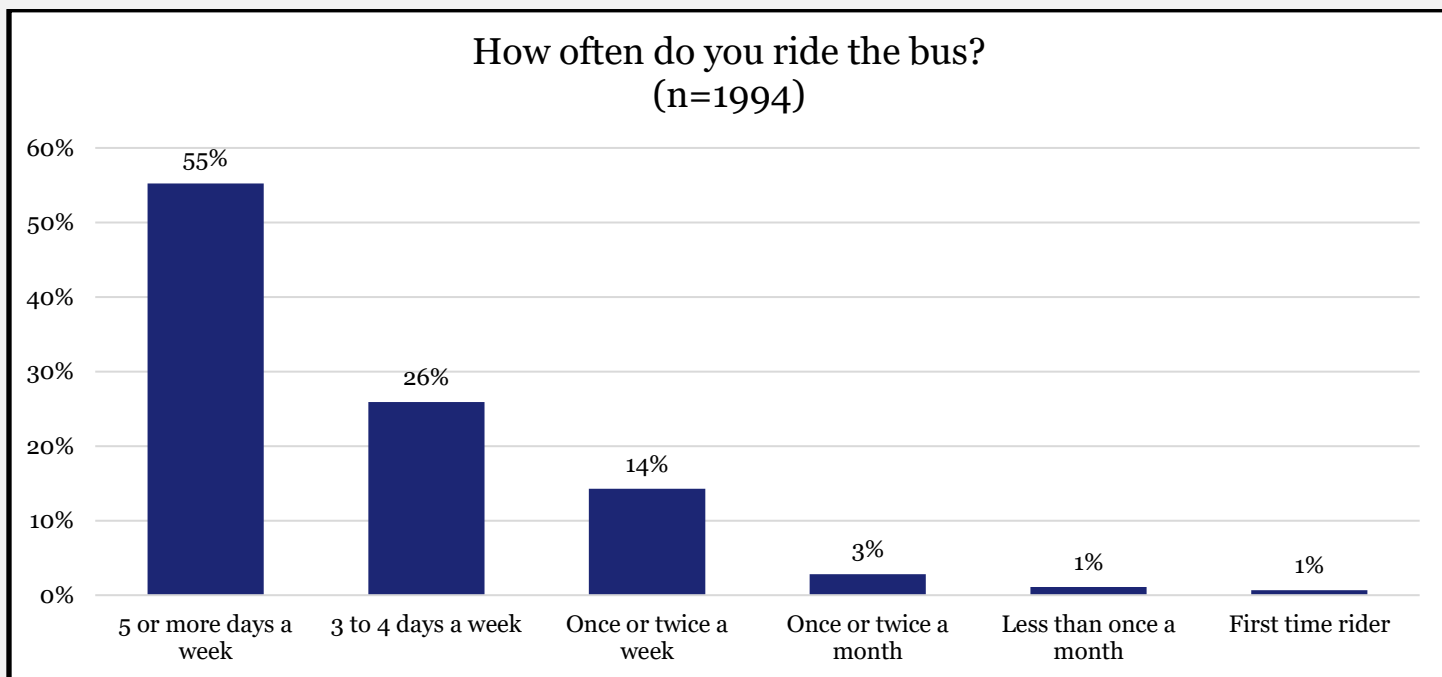
Question 3. What is the purpose of your trip? (n=2009)^{1, 2, 3}



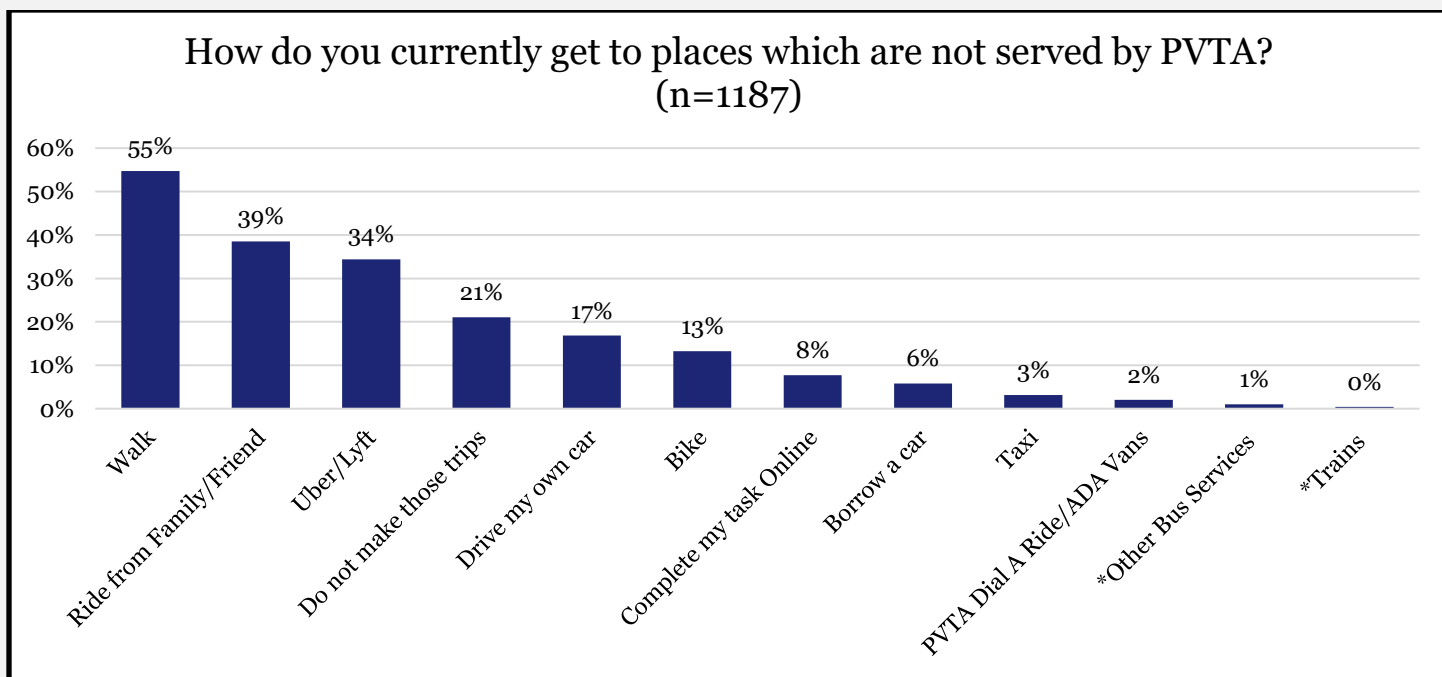
² * fields indicate write-in responses.

³ Respondents were able to choose multiple options for this question, therefore percentages add up beyond 100%.

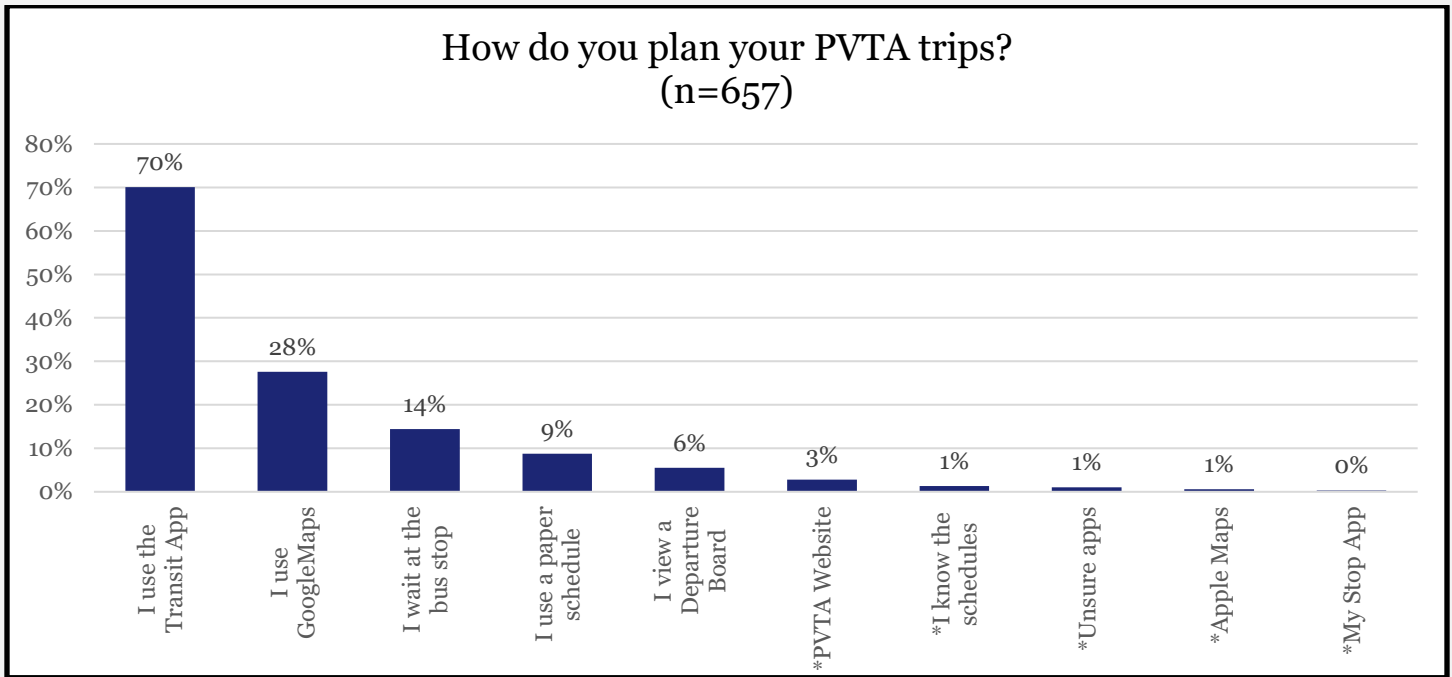
Question 4. How often do you ride the bus? (n=1994)¹



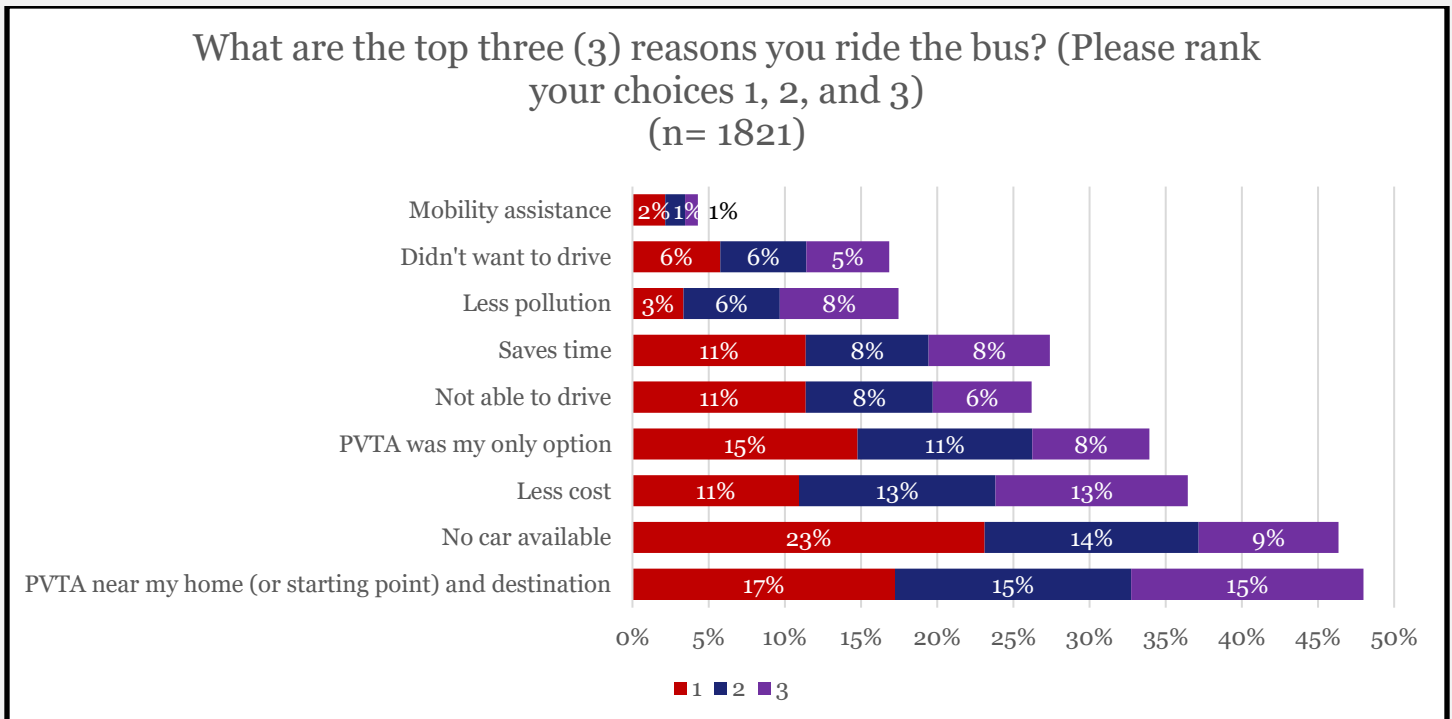
Question 5. How do you currently get to places which are not served by PVRTA fixed route buses? (n=1187)^{1, 2}



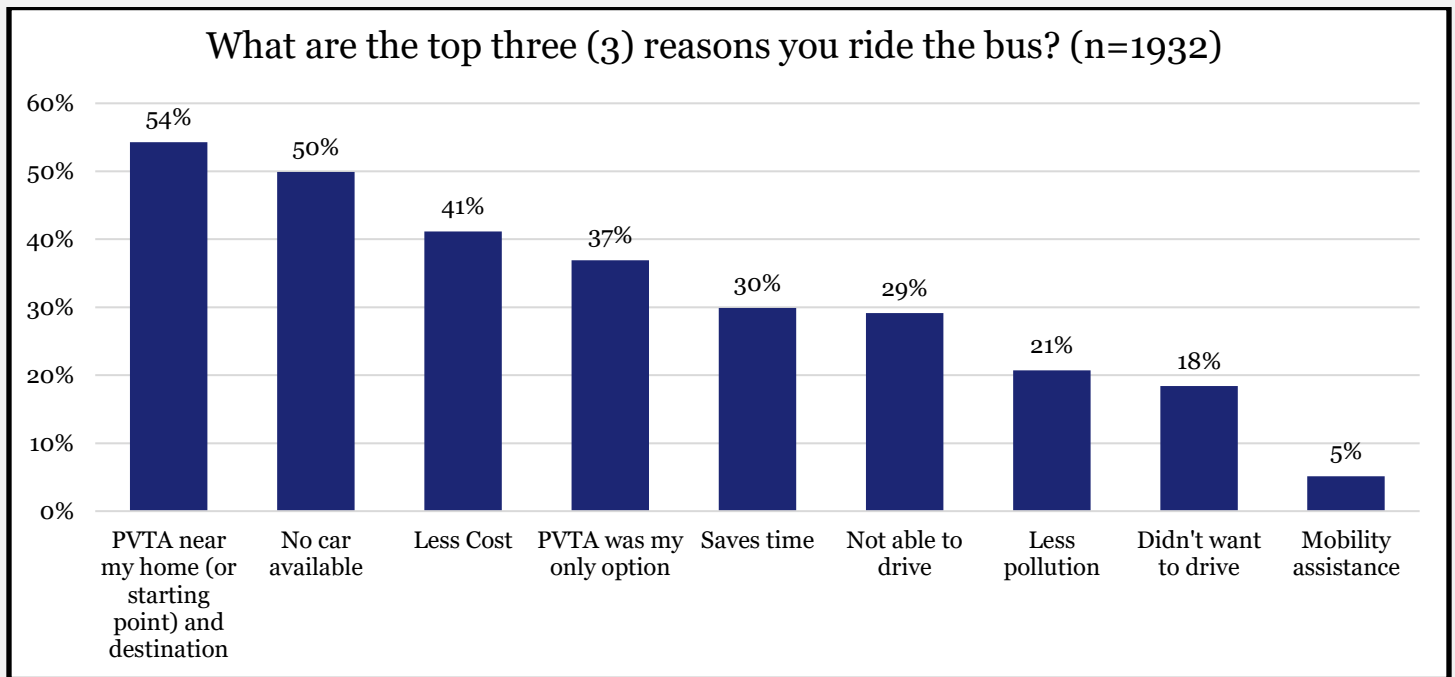
Question 6. How do you plan your PVRTA trips? (n=657)^{1, 2, 3}



Question 7. What are the top (3) reasons you ride the bus? (Ranked)
(n=1932)^{1, 3}

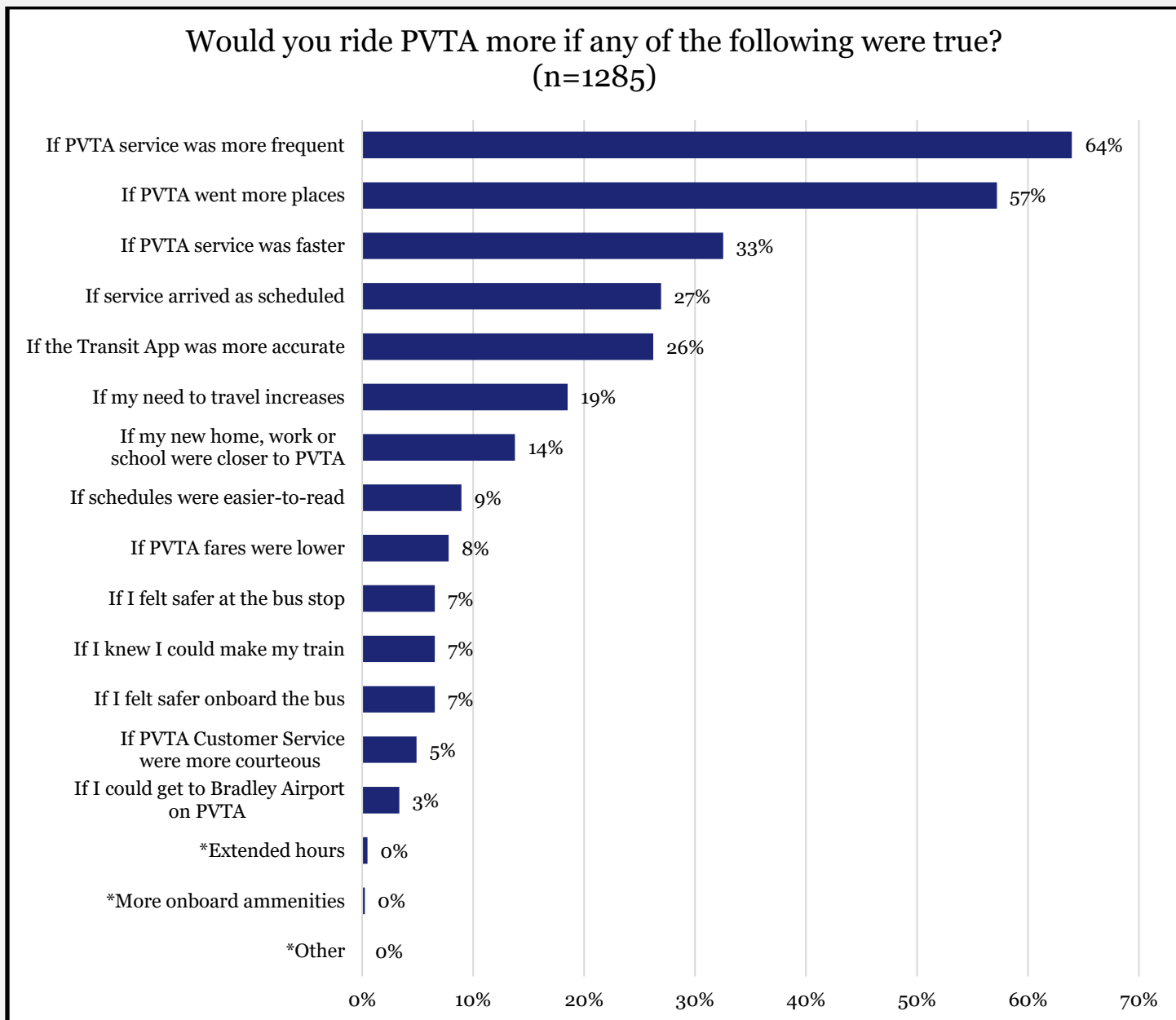


*Question 7. What are the top (3) reasons you ride the bus? (All Answers)
(n=1932)^{1, 3, 4}*



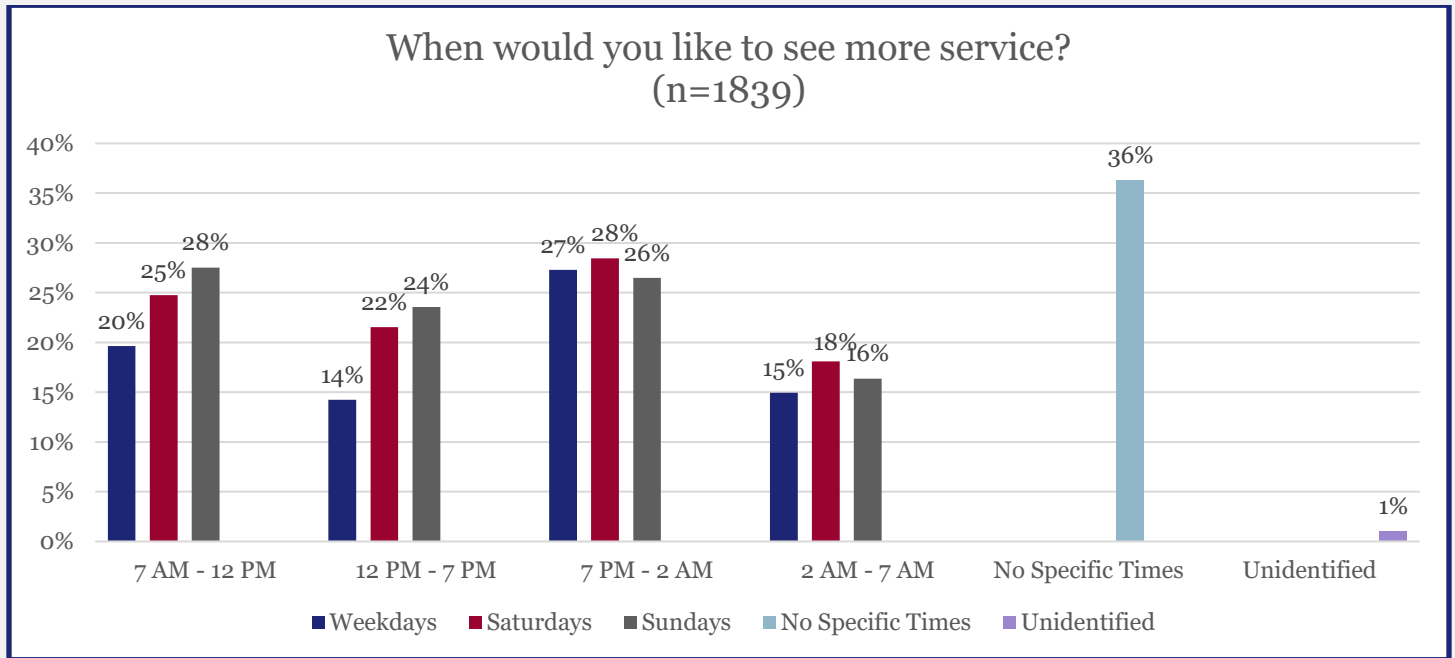
⁴ Represents both compliant ranked responses and non-compliant chosen responses not ranked (often on paper surveys).

Question 8. Would you ride PVRTA more if any of the following were true?
(n=1285)^{1, 2, 3}



As stated within the methodology of this report, any response received adds value to the results. Regarding the answer “If PVRTA fare were lower” responses were not exclusive to the B79 (the only route not covered by the Try Transit free fare program during the surveyed period). Eight of these responses came from the B79 while 92 came from riders on other routes.

Question 9. When would you like to see more service? (n=1839)^{2, 5}



⁵ This has two parts: “Are there specific times you would like to see more PVTA service?” and “When would you like to see more service? (Check all that apply).” The sample size n represents the total responses to the first question. Unidentified answers are those that answered “yes” to the first question but did not answer the second question. “No Specific Times” represents those that answered no to the question “Are there specific times you would like to see more PVTA service?”

Question 10. How satisfied are you with PVRTA services?⁶

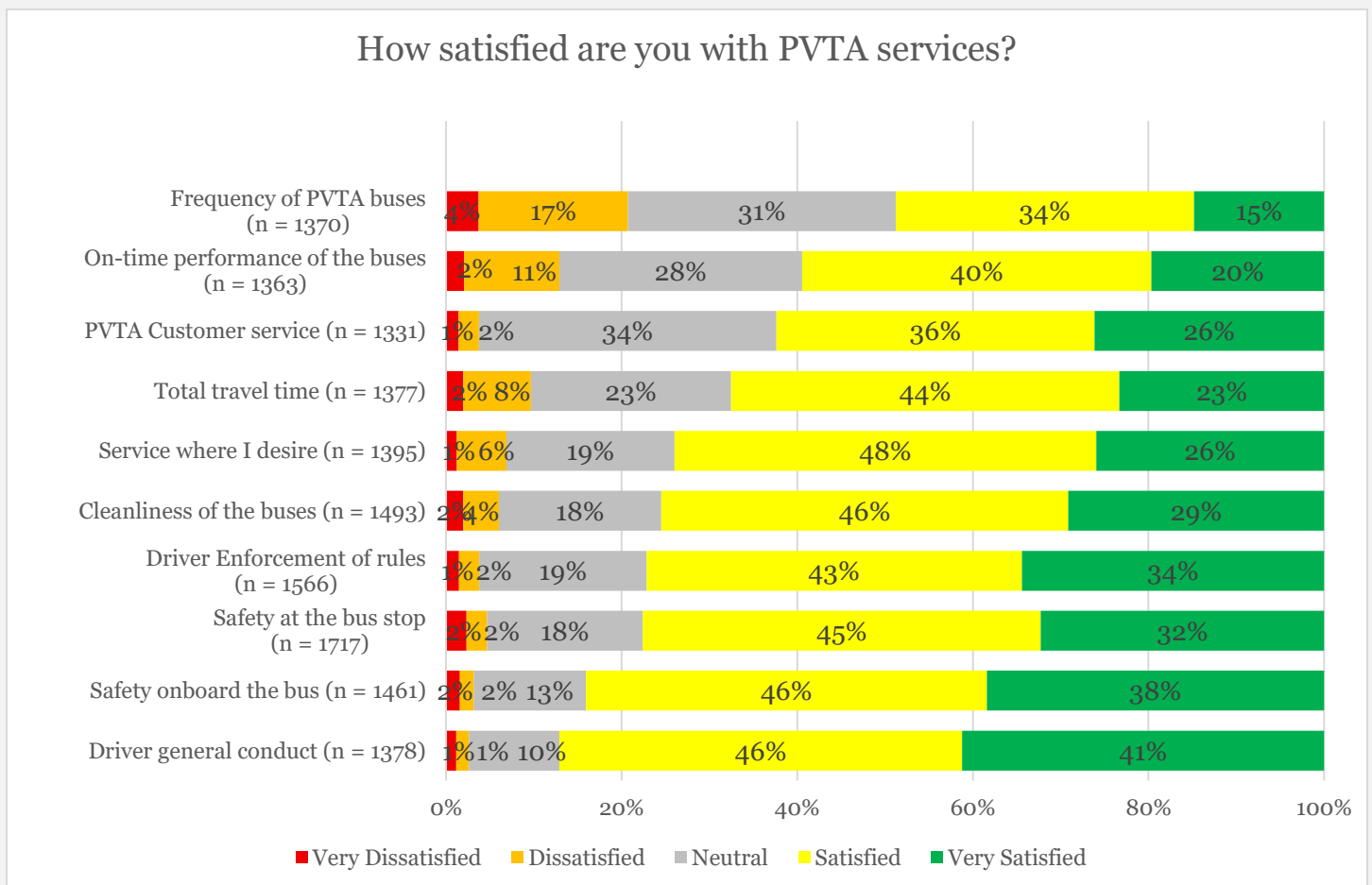
Customers were asked to rate their level of satisfaction for the following 10 categories of PVRTA service:

- | | | |
|---------------------------|---------------------------|---------------------------|
| A. Safety at the bus stop | D. Cleanliness of the | H. Frequency of PVRTA |
| B. Safety onboard the bus | buses | buses |
| C. Driver Enforcement of | E. Service where I desire | I. On-time performance |
| rules | F. Driver general conduct | of the buses |
| | G. Total travel time | J. PVRTA Customer service |

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

1. Very Satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Very Dissatisfied

Responses left blank are not included within the analysis for a more accurate comparison of the data available.



⁶ The sample size is represented by the number of responses to each y-axis category.

Good Over 80% Satisfied	Acceptable 75%-80% Satisfied	Needs Improvement 65%-75% Satisfied	Urgent Improvement Below 65% Satisfied
• Driver General Conduct • Safety Onboard the Bus • PVTA Customer Service	• Safety at the Bus Stop • Driver enforcement of the rules • Cleanliness of the buses	• Service where I desire • Travel Time	• On-Time Performance of the buses • Frequency of PVTA buses

The summary of customer satisfaction scores indicates that 71% of riders are satisfied with these PVTA service components overall. The services receiving the highest combined satisfaction ratings (“Satisfied” and “Very Satisfied”) are:

- Driver General Conduct (87% Satisfied to 3% Dissatisfied)
- Safety Onboard the Bus (84% Satisfied to 3% Dissatisfied)
- Safety at the Bus Stop (78% Satisfied to 5% Dissatisfied)
- PVTA Customer Service (62% Satisfied to 4% Dissatisfied)

Services ranking in the middle are the following:

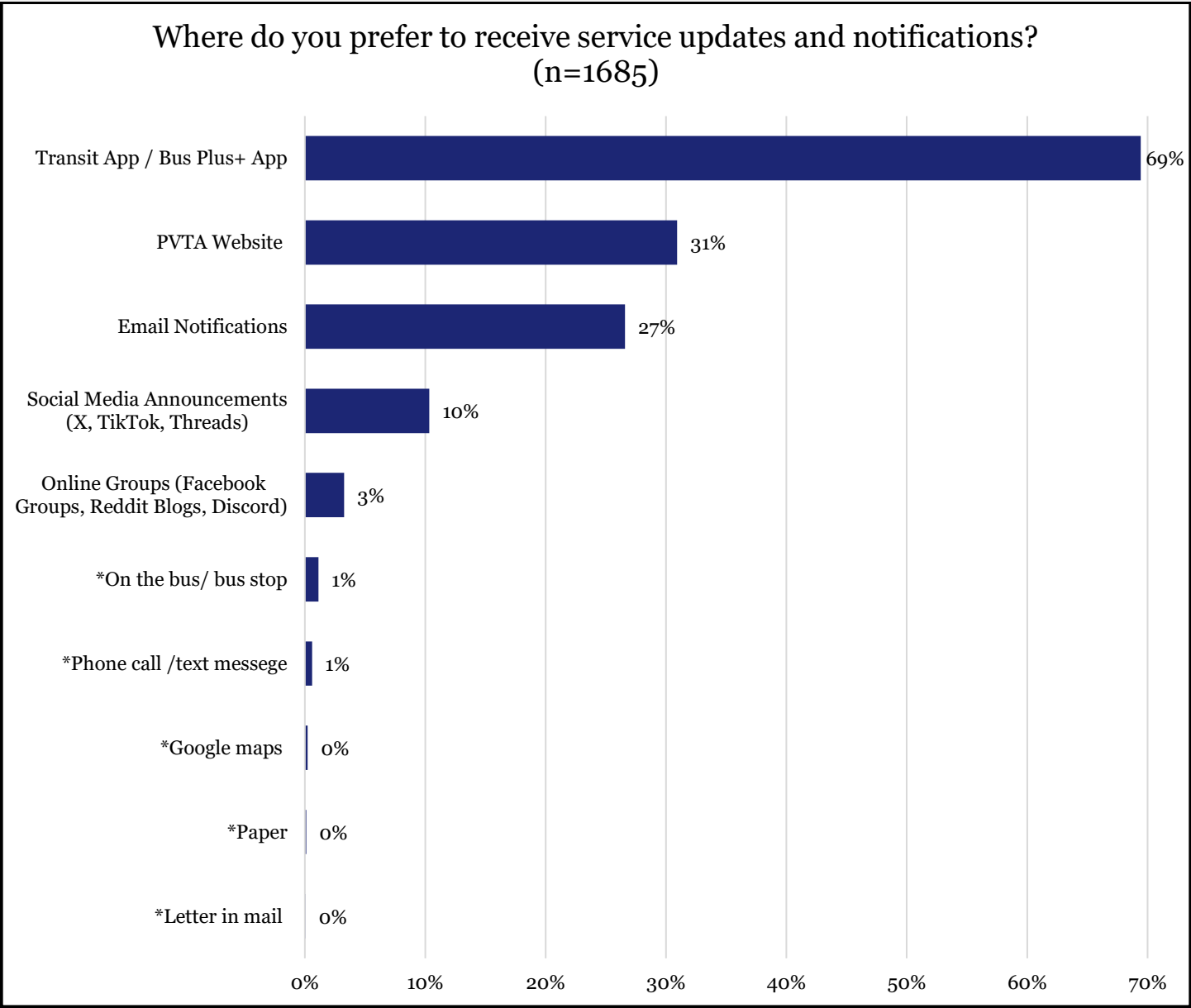
- Driver Enforcement of the rules (77% Satisfied to 4% Dissatisfied)
- Cleanliness of the buses (75% Satisfied to 6% Dissatisfied)
- Service where I desire (74% Satisfied to 7% Dissatisfied)
- Travel Time (68% Satisfied to 10% Dissatisfied)

PVTA services with the lowest satisfaction ratings are:

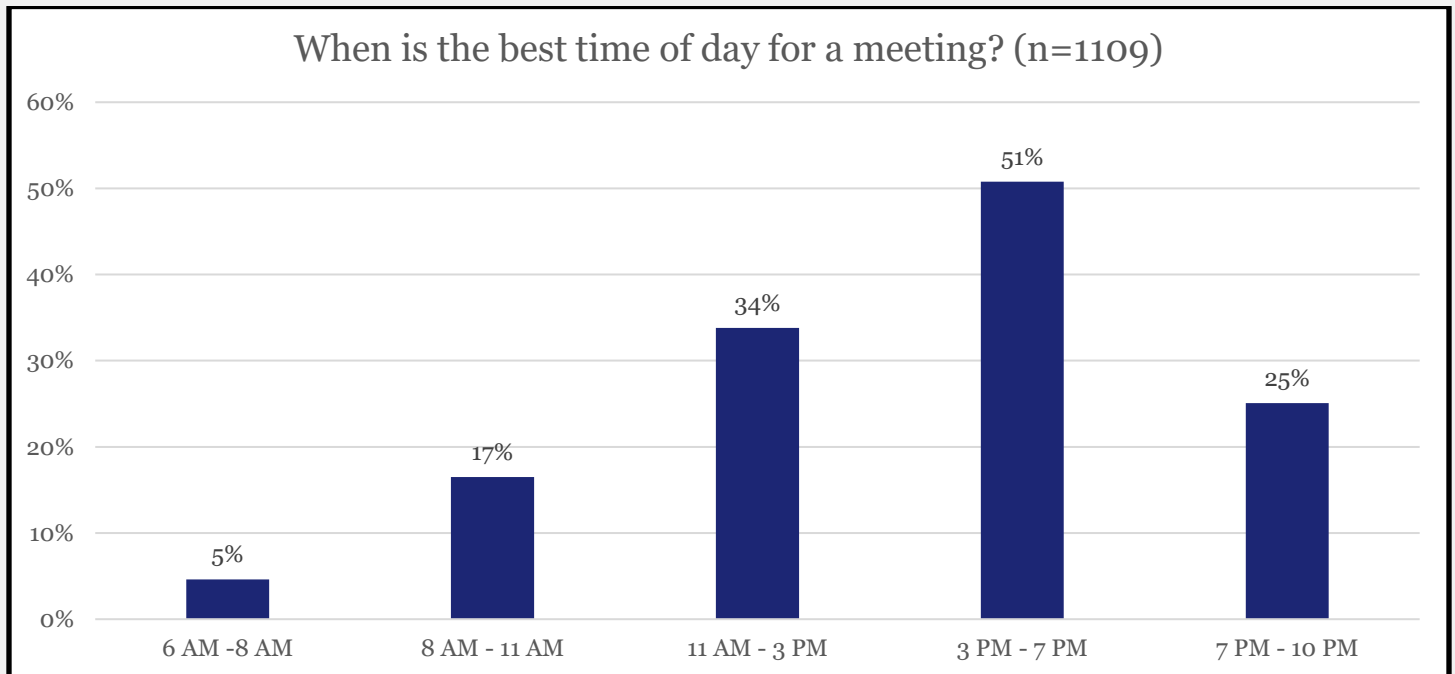
- On-Time Performance of the buses (59% Satisfied to 13% Dissatisfied)
- Frequency of PVTA buses (49% Satisfied to 21% Dissatisfied)

Public Participation

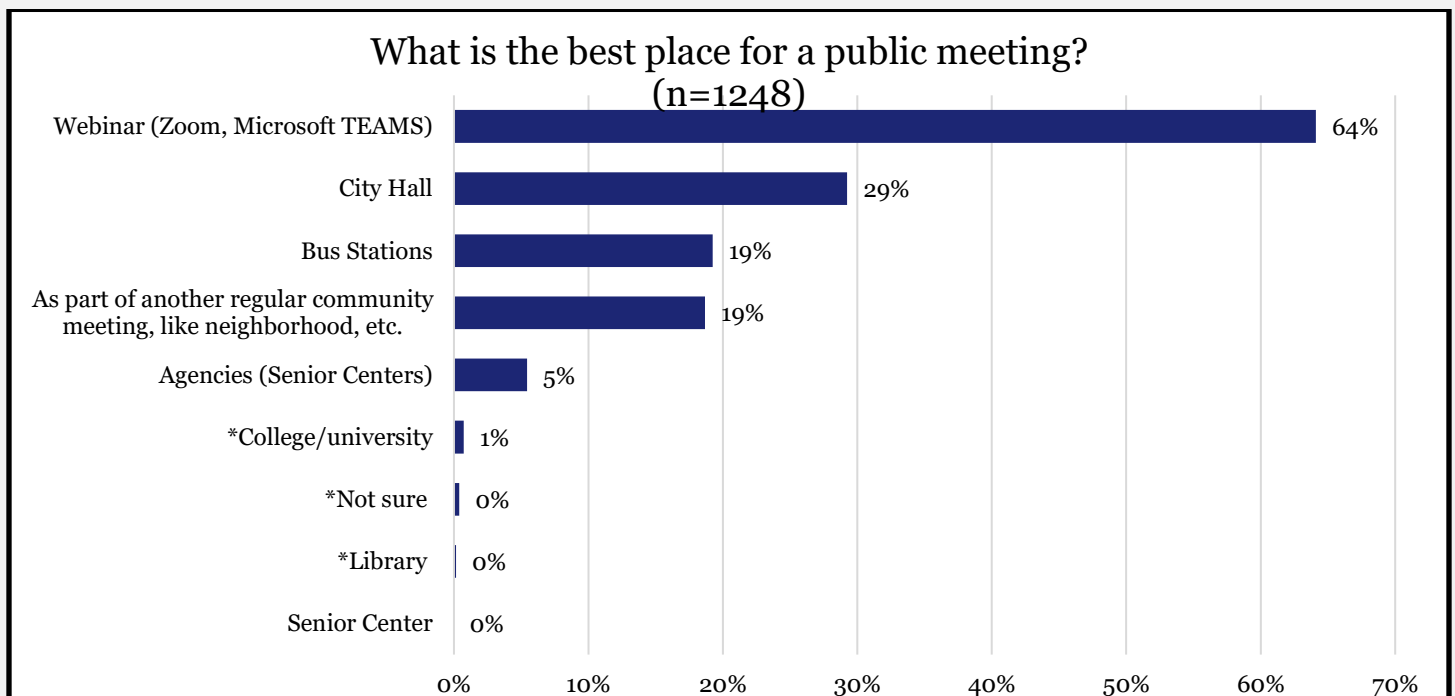
Question 11. Where do you prefer to receive service updates and notifications? (n=1685)^{1, 2}



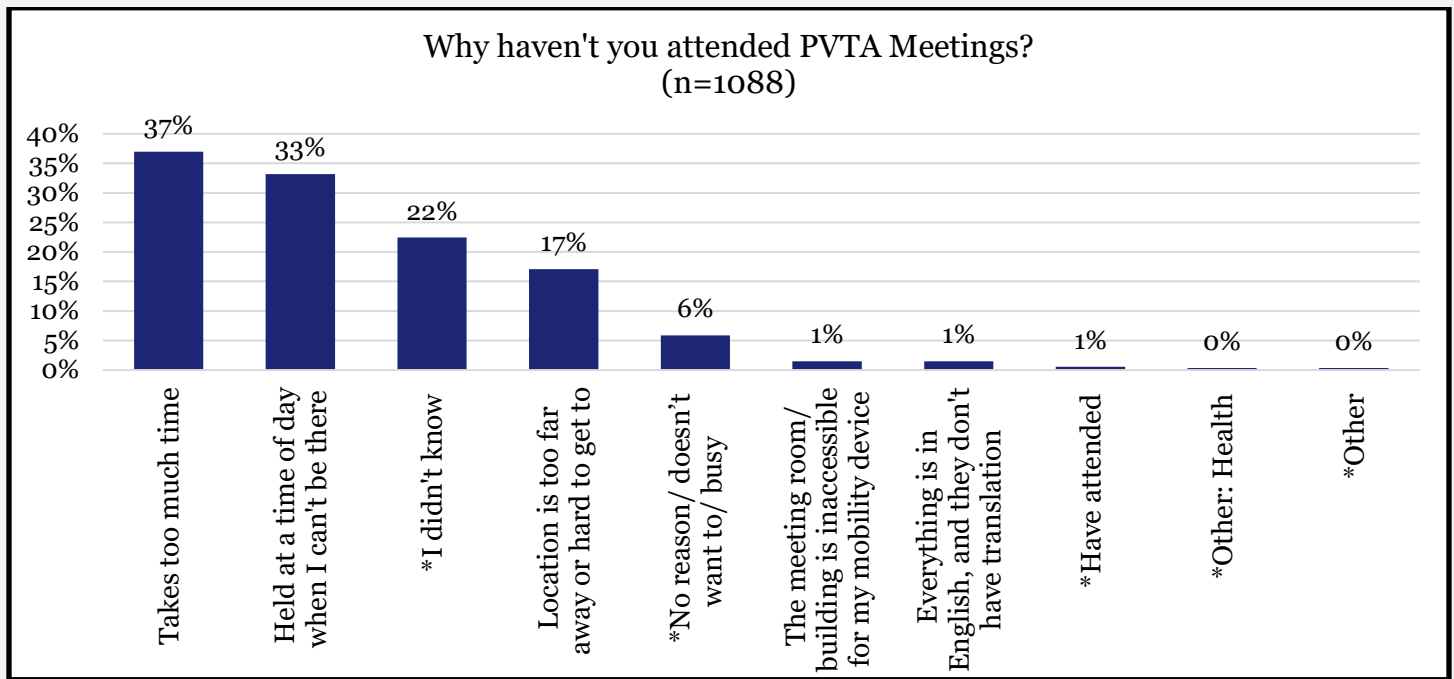
Question 12. When is the best time for a meeting? (n=1109)^{1, 2}



Question 13. What is the best place for a public meeting? (n=1248)^{1, 2}

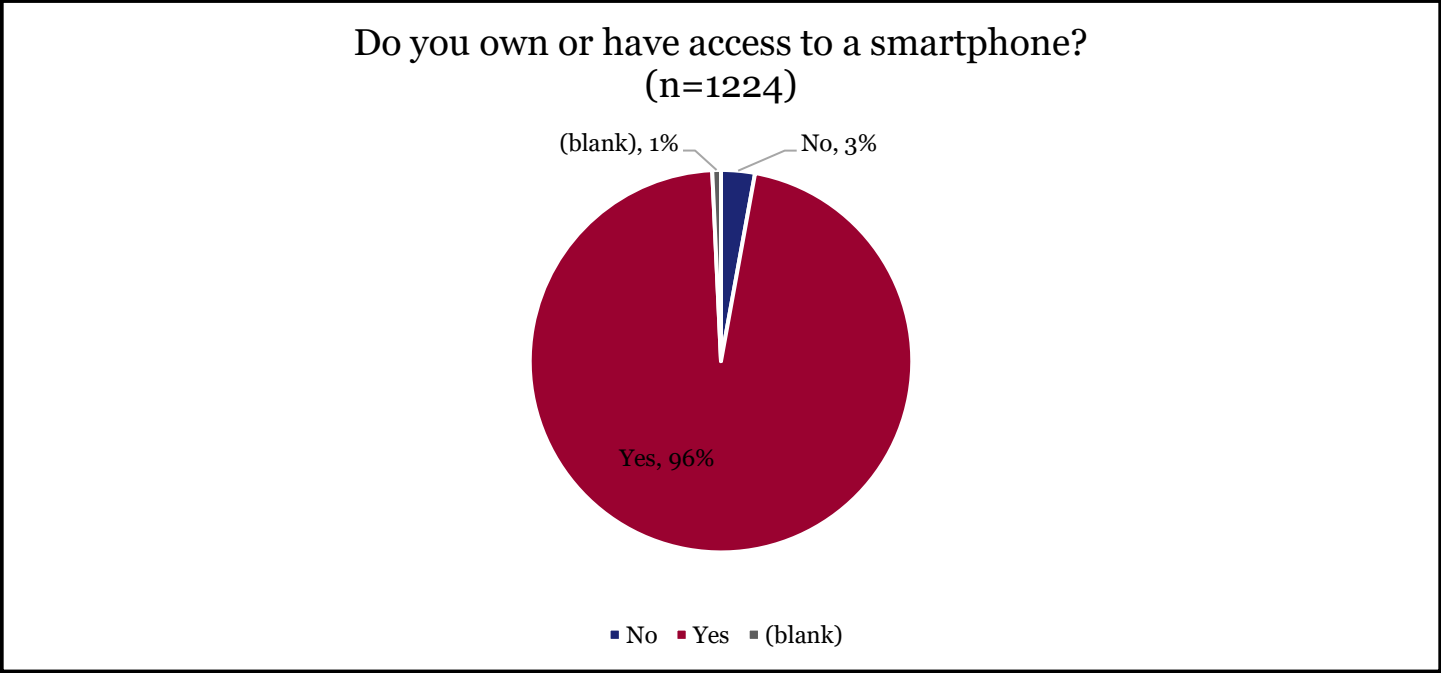


Question 14. Why haven't you attended PVTA Meetings? (n=1088)^{1, 2}

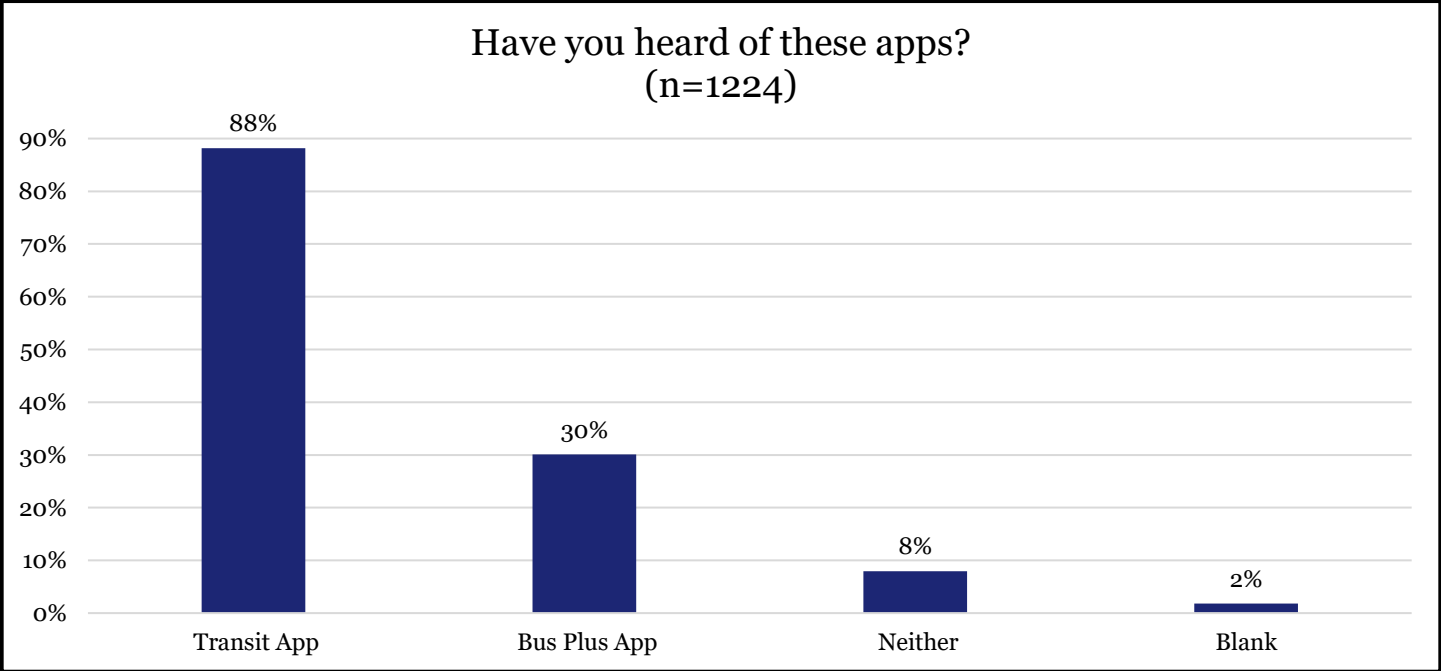


Communication Access

Question 17. Do you own or have access to a smartphone? (n=1224)^{1, 7}



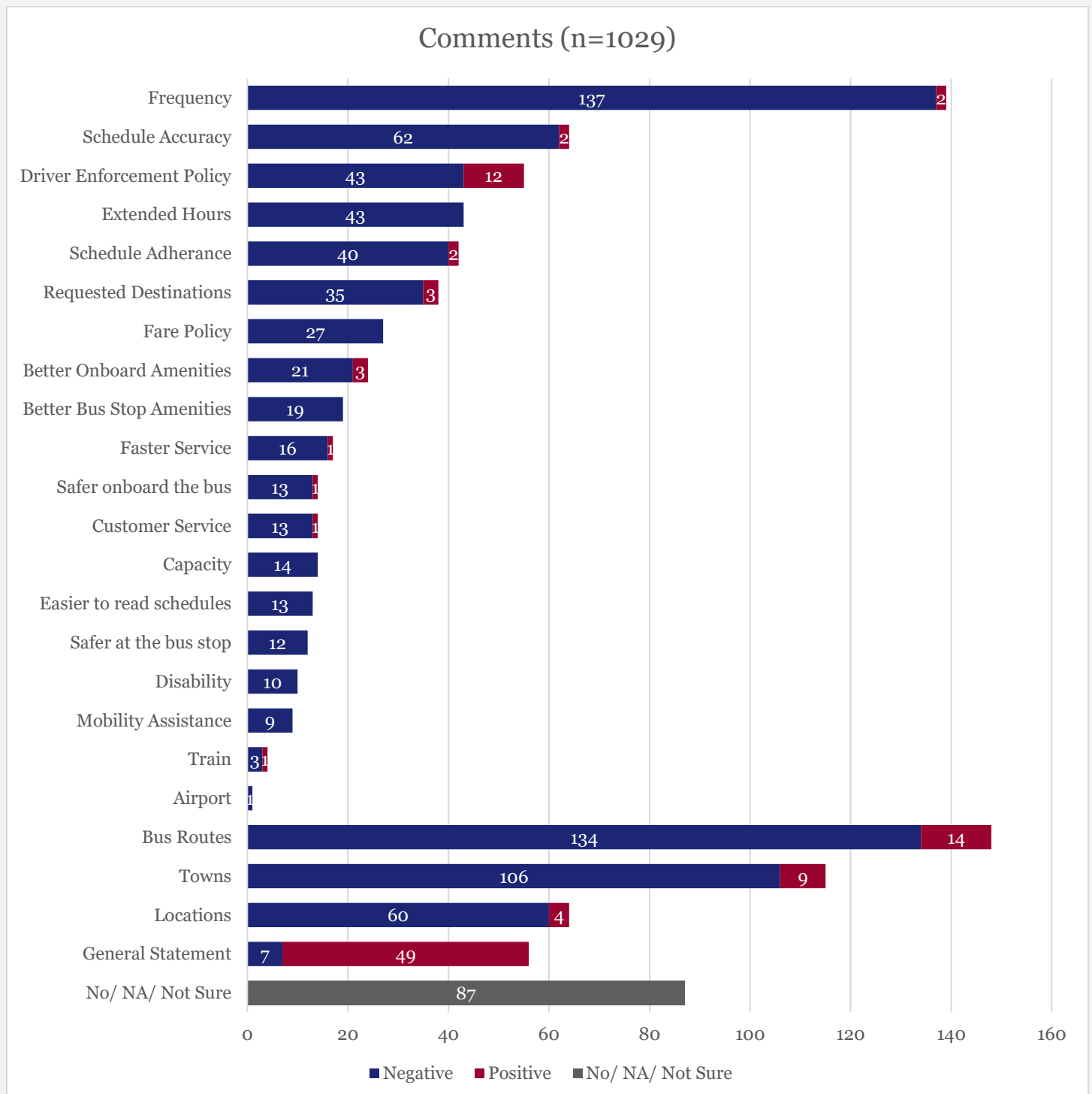
Question 18. Have you heard of these apps? (n=1224)^{1, 7}



⁷ Sample size n is represented by responses to Question 17 and 18

Additional Comments

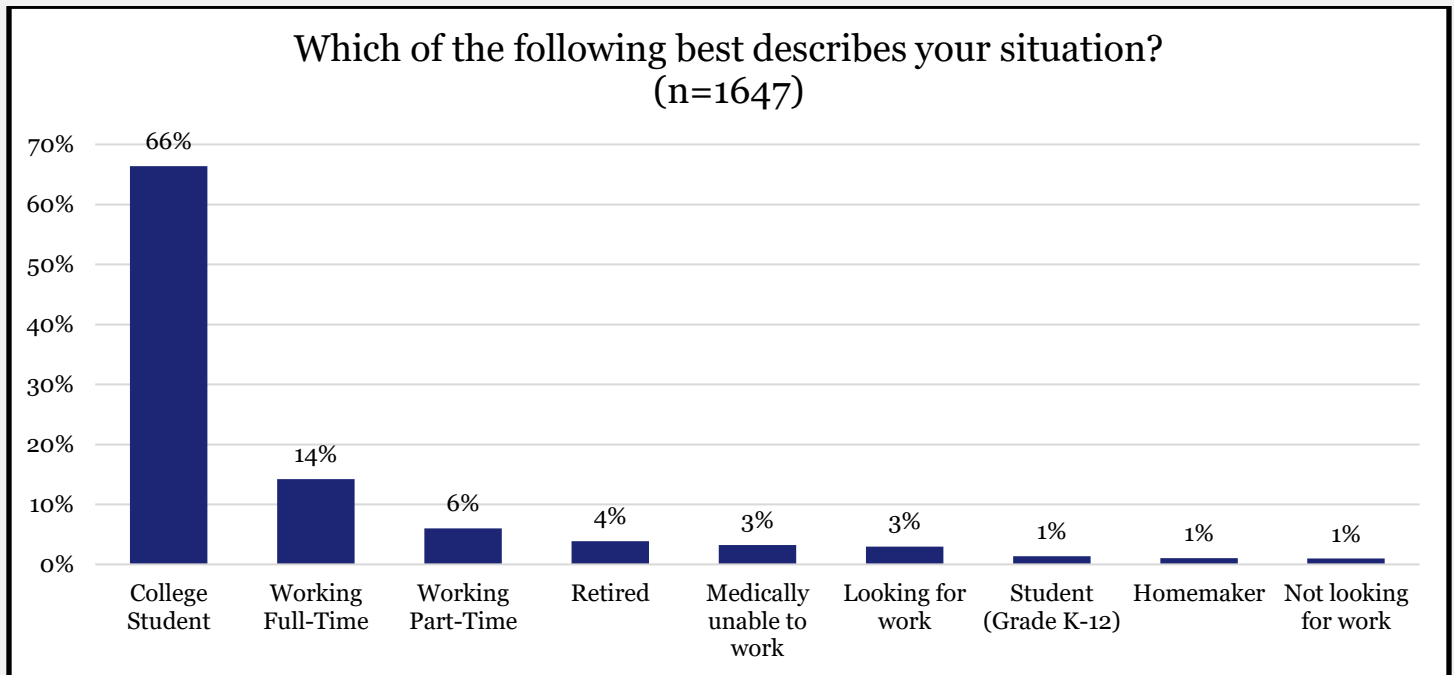
Question 16. Do you have any additional comments you would like to make?
(n=1029)⁸



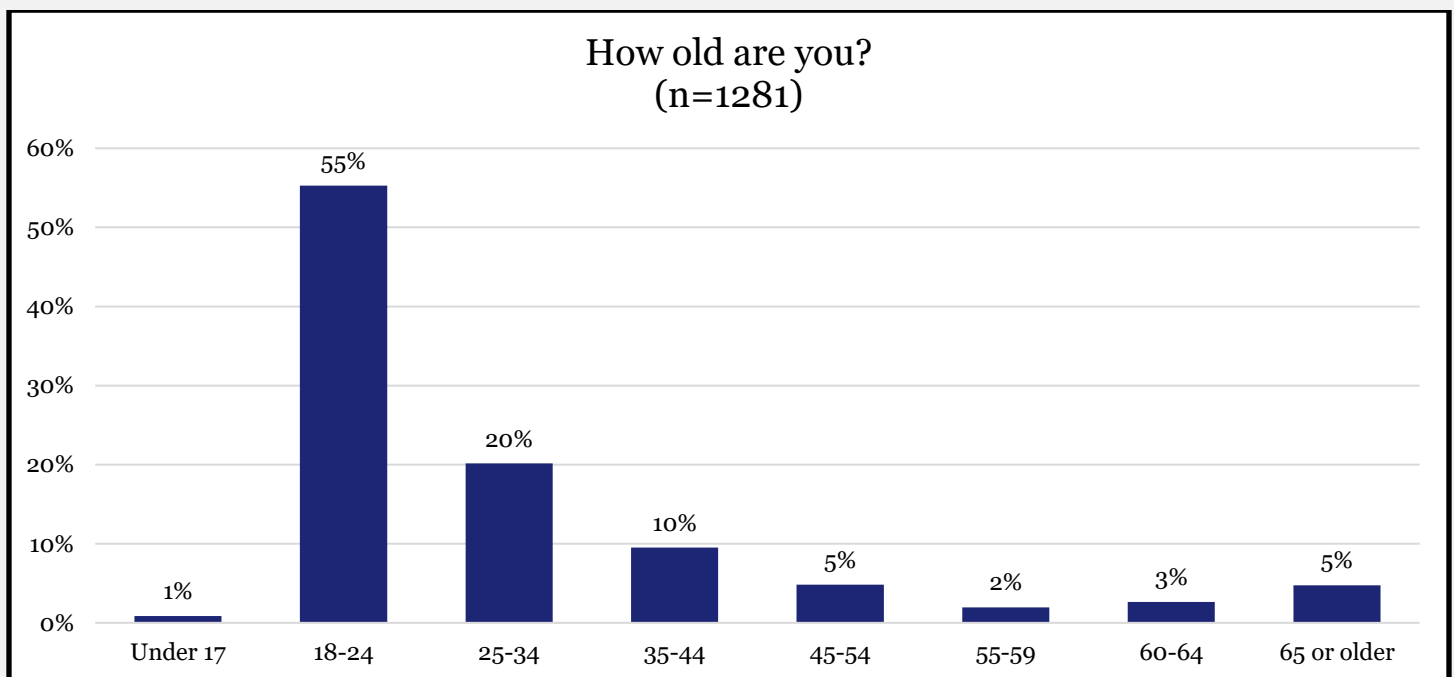
⁸ Sample size n is the total number of topics commented on (considering that individual comments may cover multiple topics).

Demographic Information

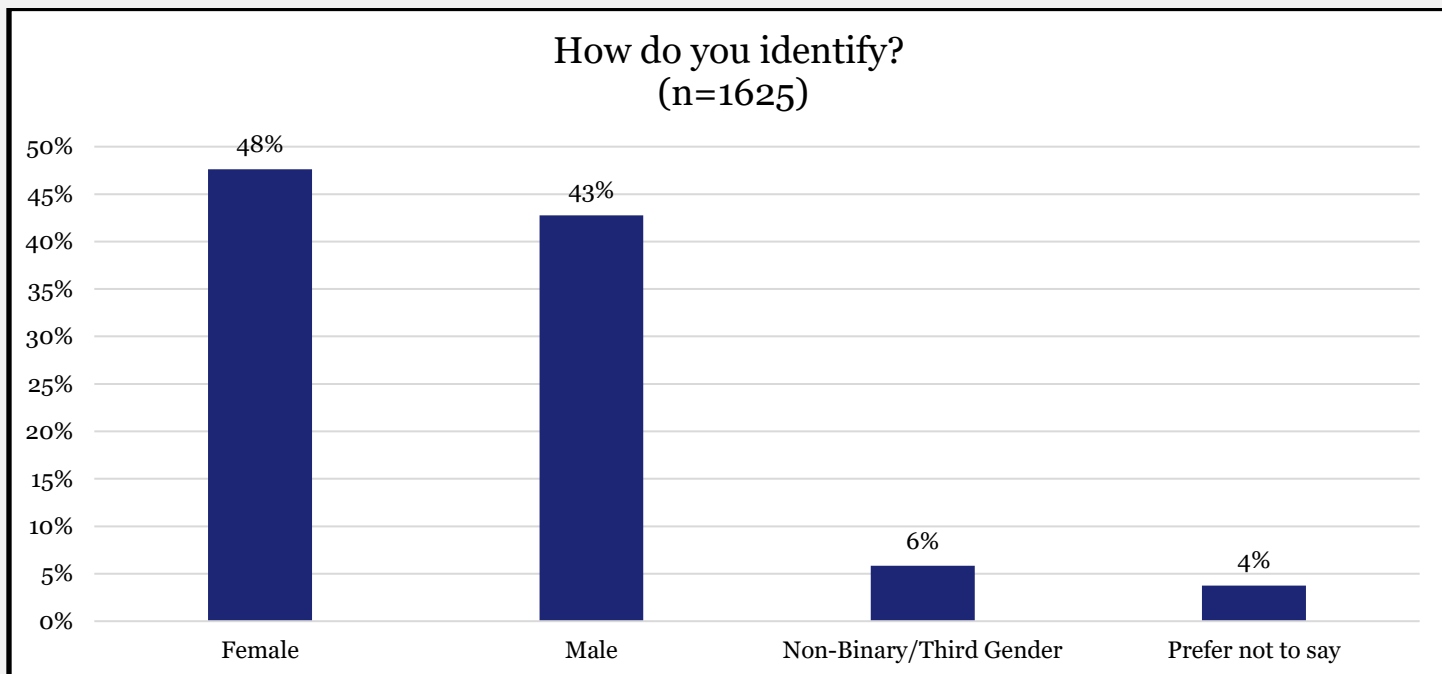
Question 19. Which of the following best describes your situation? (n=1647)¹



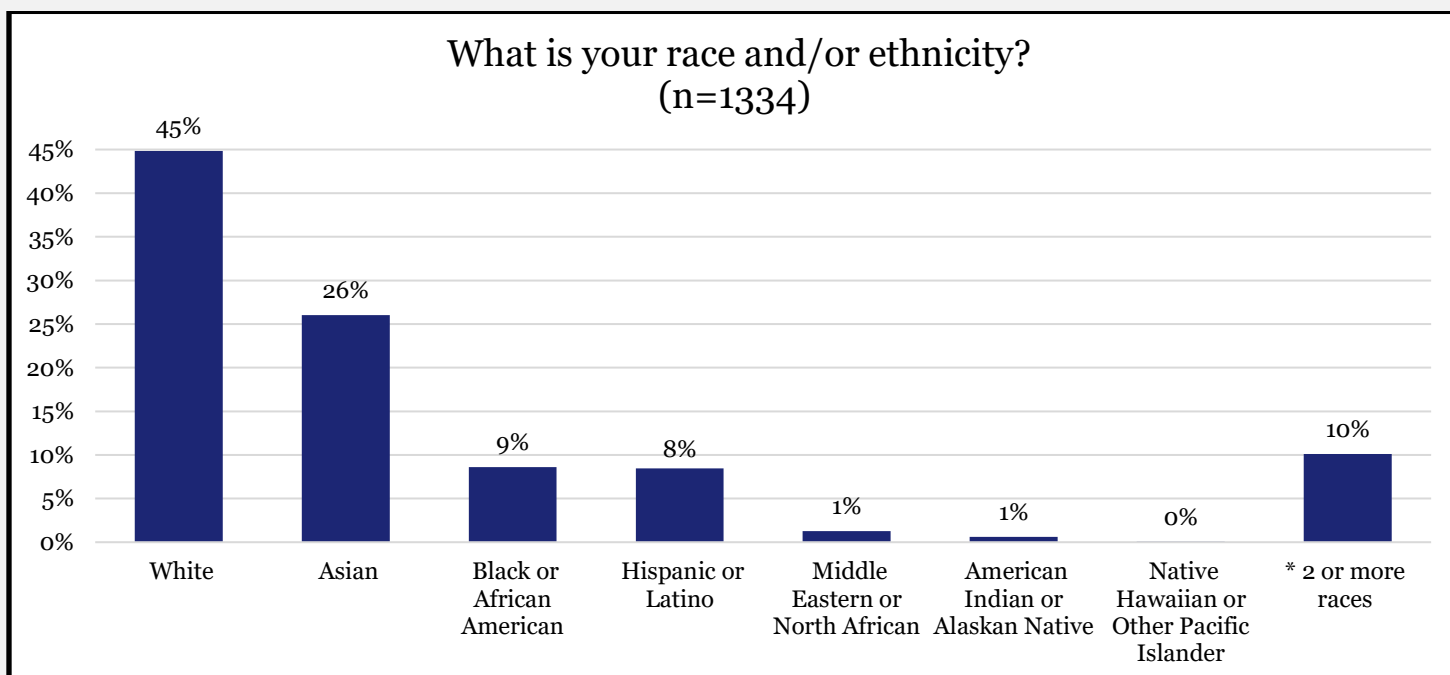
Question 20. How old are you? (n=1281)¹



Question 21. How do you identify? (n=1625)¹

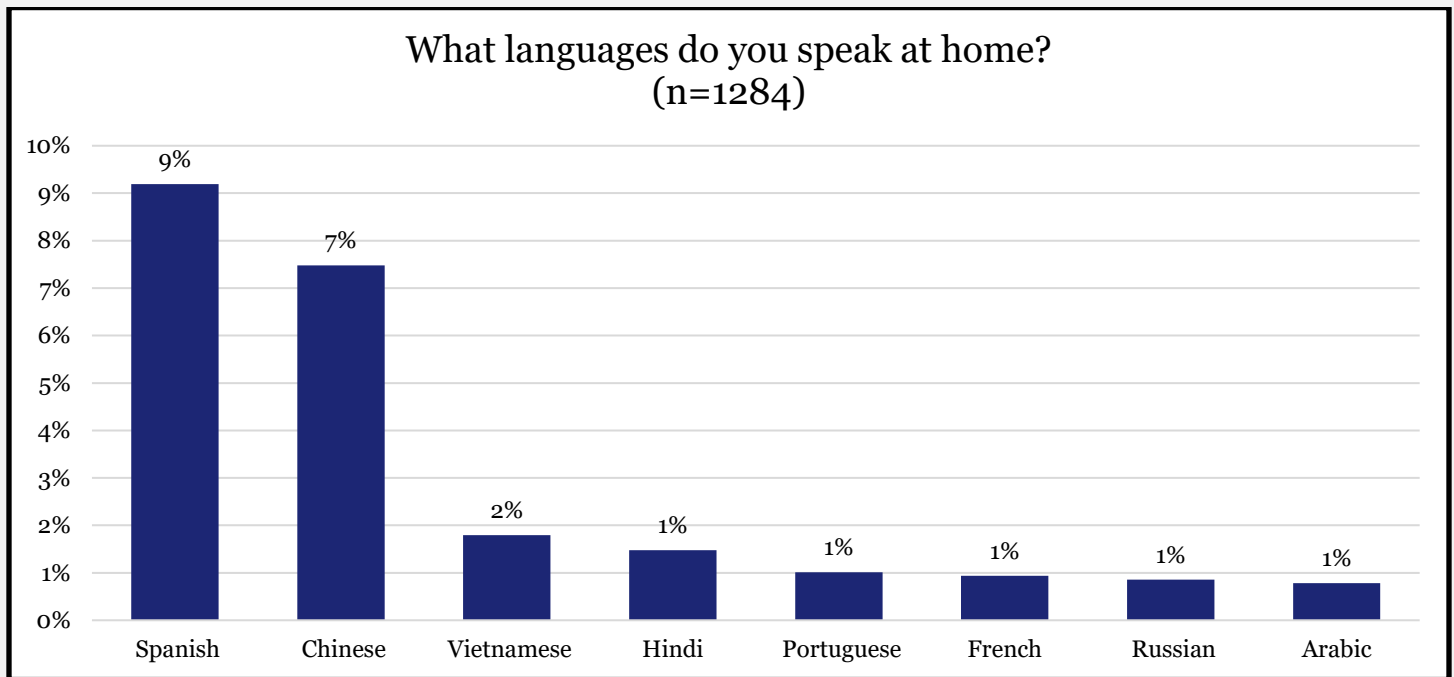


Question 22. What is your race and/or ethnicity? (n=1334)^{1, 9}

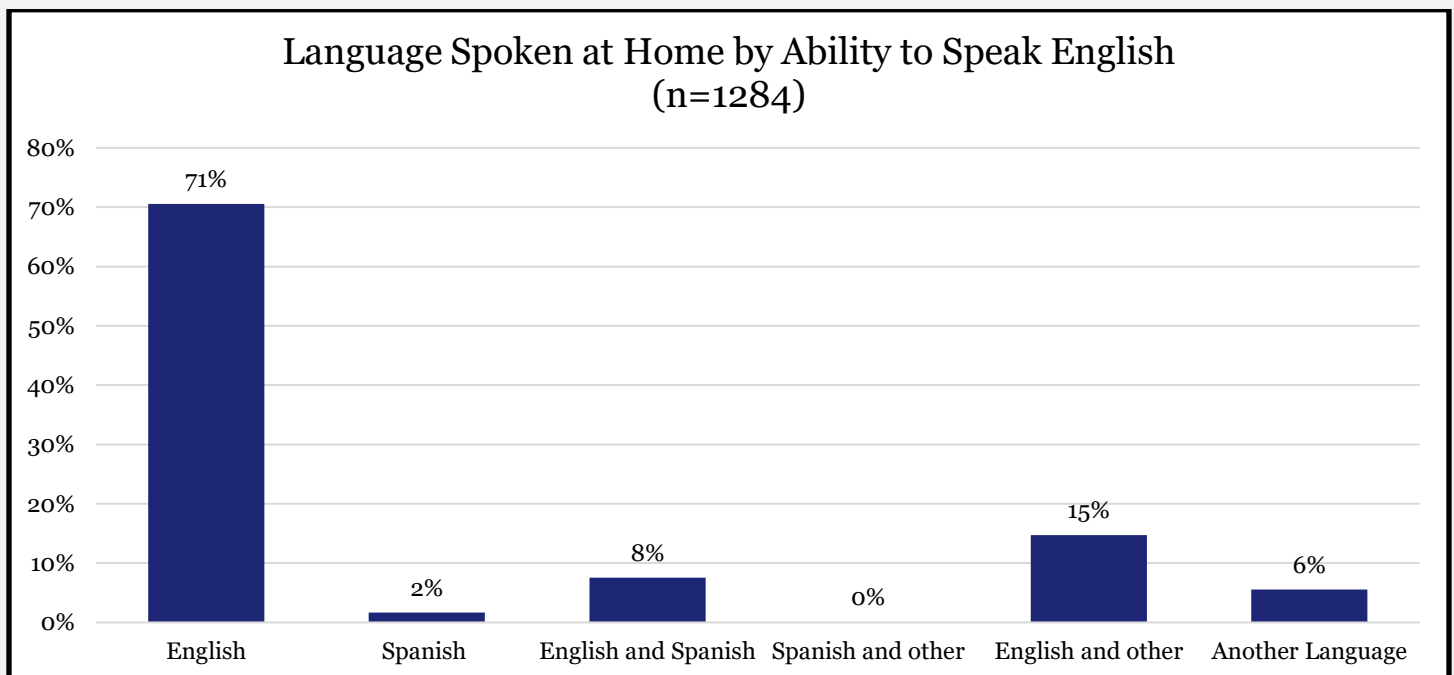


⁹ While this question is multiple choice, those who chose more than one race are considered 2 or more races.

Question 23a. What languages do you speak at home? (Abridged: More than 10 Responses) (n=1284)^{1, 10}



Question 23b. What languages do you speak at home? (Coded) (n=1284)^{1, 11}



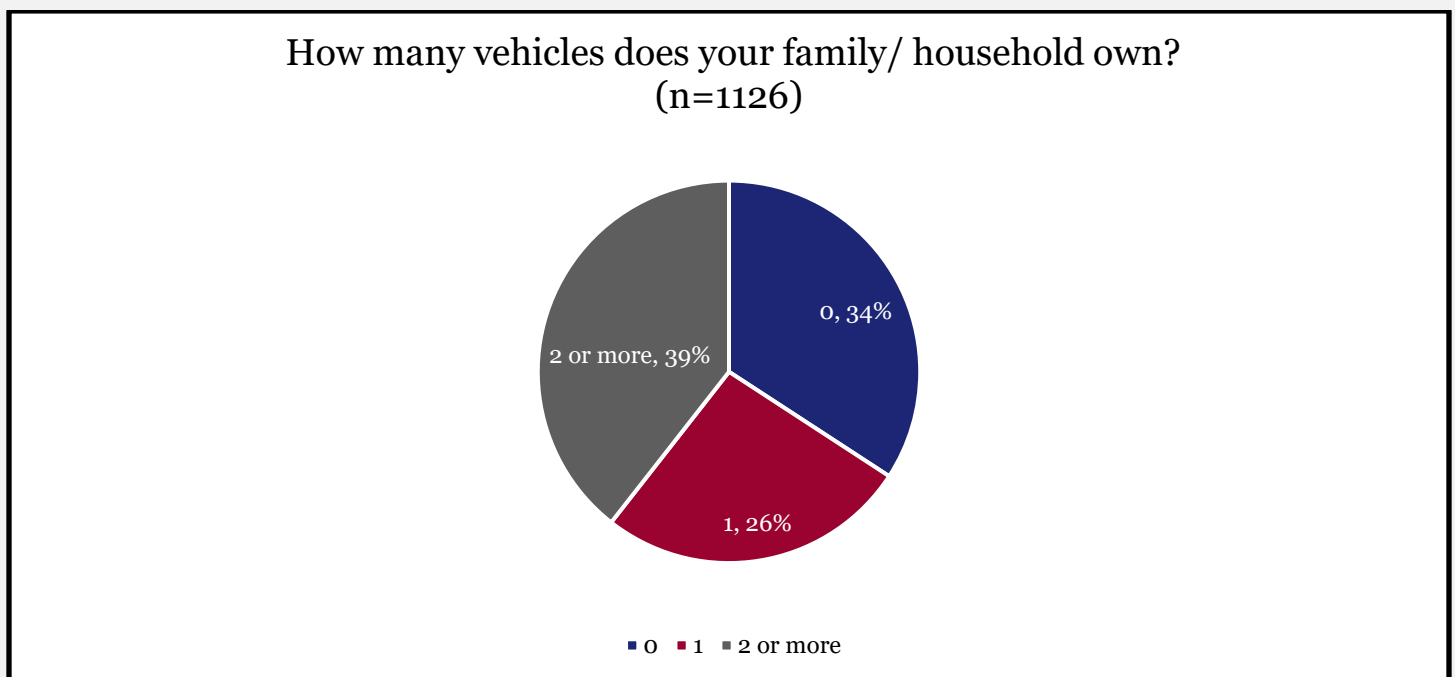
¹⁰ Top Languages with n>=10 excluding English; Chinese includes Mandarin and Cantonese for comparison to Census data

¹¹ Coded Languages based on census categories from table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

Question 23c. What languages do you speak at home? (Abridged: All Languages other than English and Spanish) (n=135)¹²

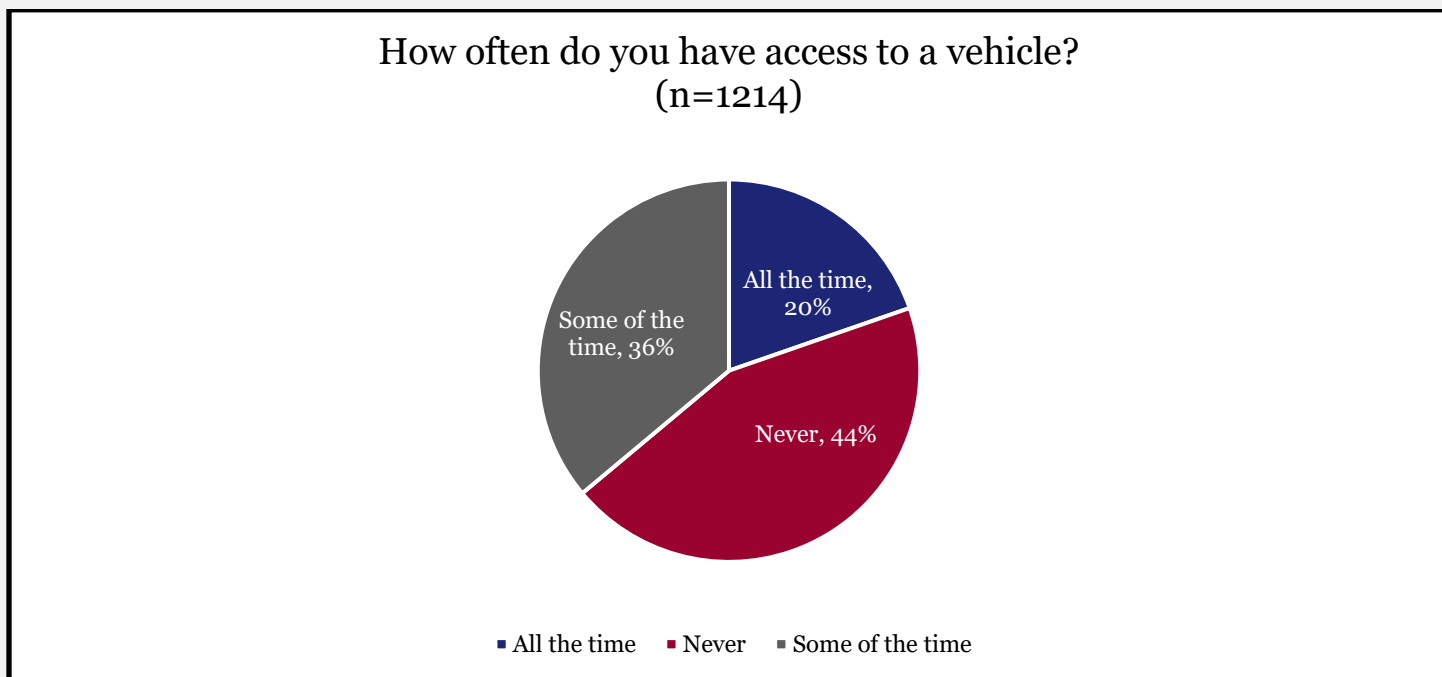
Language	Surveys
Chinese	96
Vietnamese	23
Hindi	19
Portuguese	13
French	12
Russian	11
Arabic	10
41 Other Languages	103

Question 24. How many vehicles does your family/ household own? (n=1126)¹

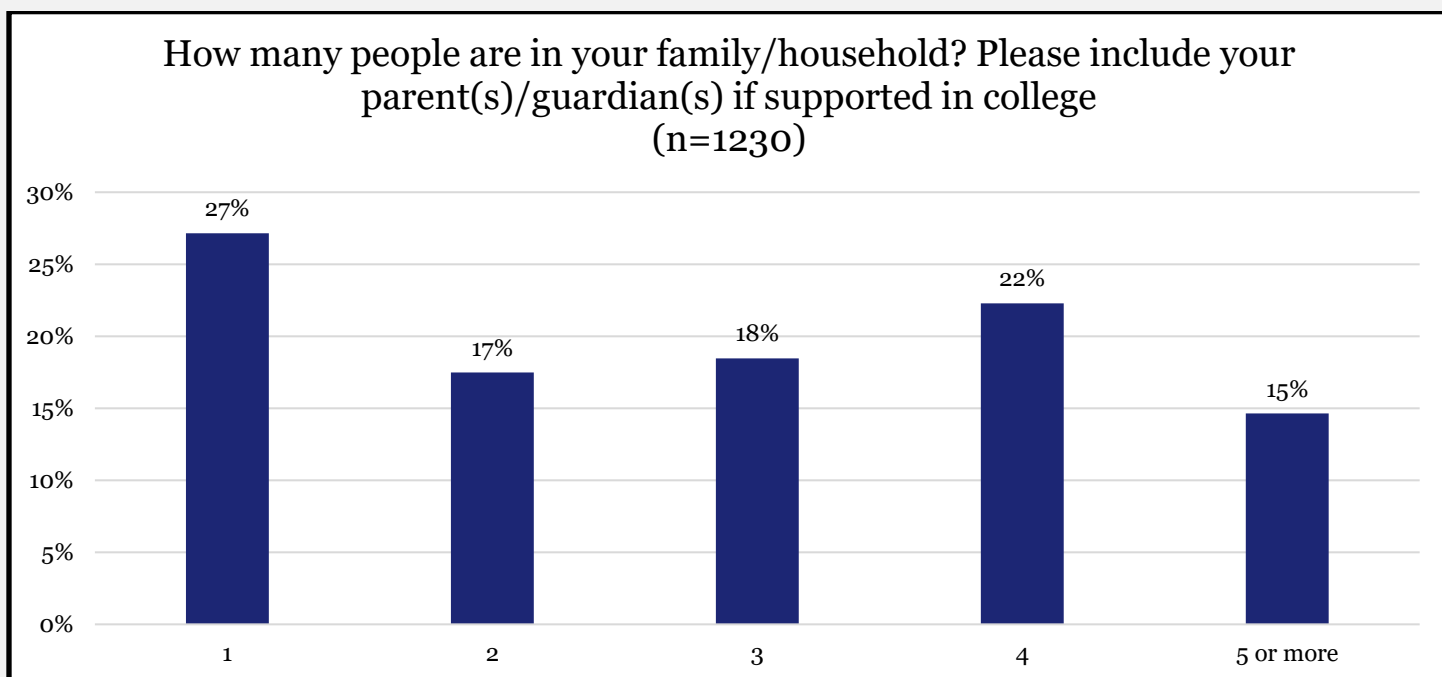


¹² List of languages other than English and Spanish where n>10; respondents could choose multiple

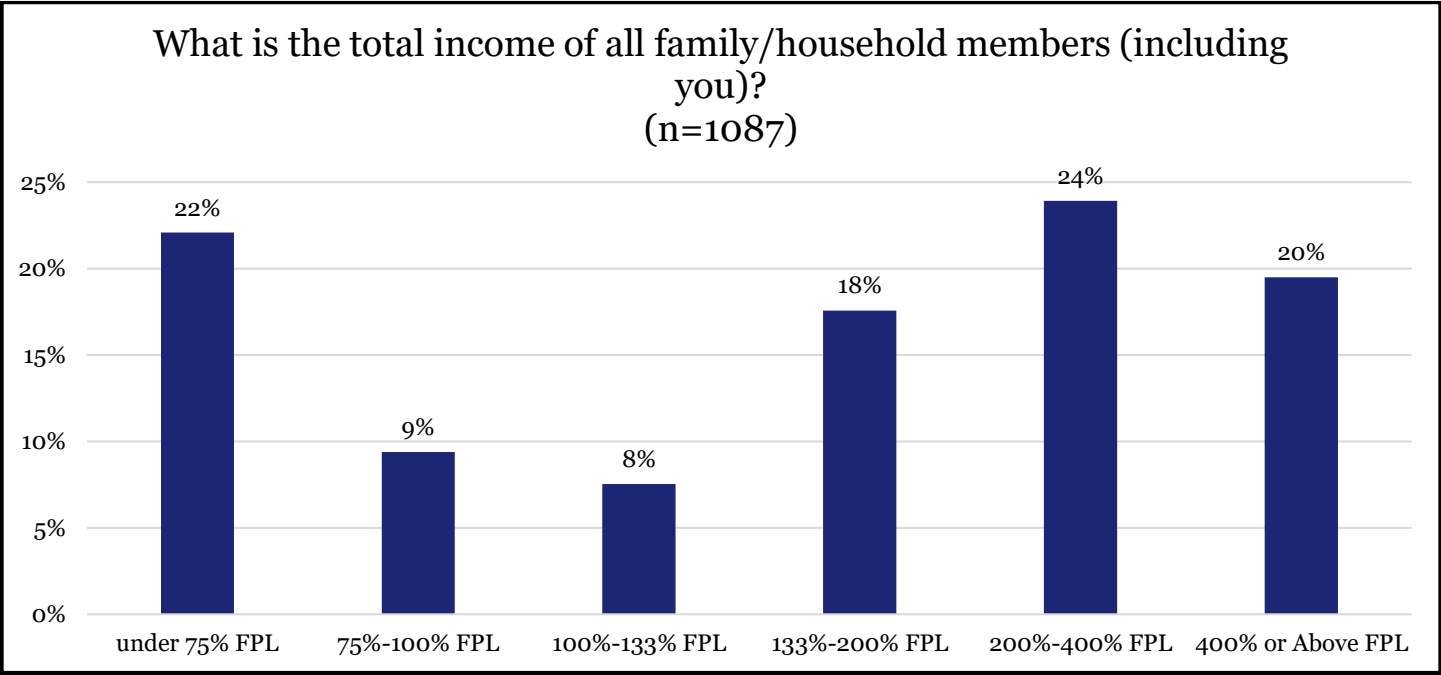
Question 25. How often do you have access to a vehicle? (n=1214)¹



Question 26. How many people are in your family / household? (n=1230)¹



Question 27. What is the total income of all family/household members (including you)? (n=1087)¹³



Analysis

Trip Characteristics

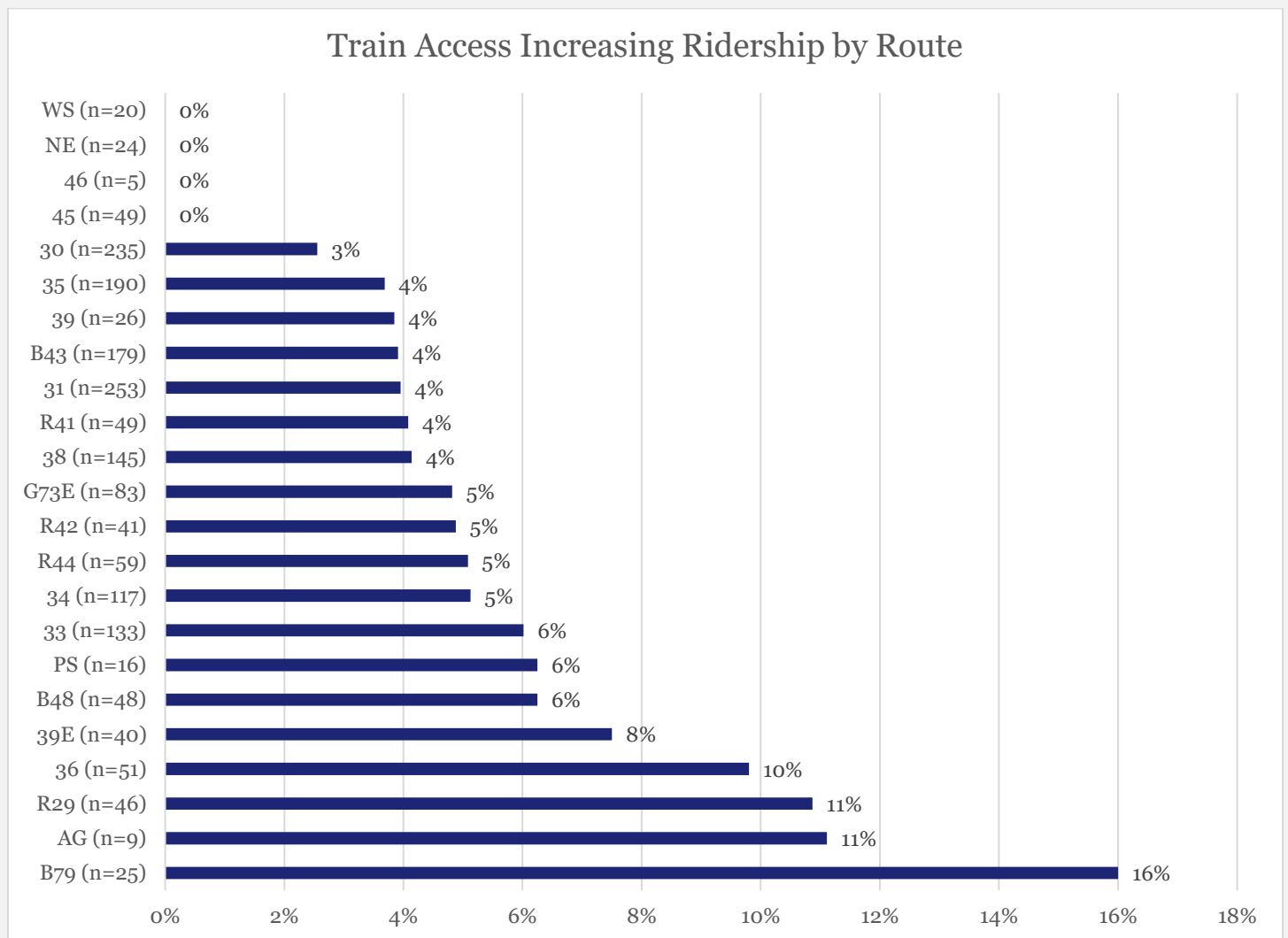
54% of those surveyed take the bus because PVRTA is near my home (or starting point) or destination, indicating the proximity of bus stops to preferred locations is the most important reason for riding. Bus routes within Amherst, with proximity to UMass, have a noticeably lower travel time to and from the bus stop (routes 30, 31, 33, 34, 35, 36, 38, and 45). Routes connecting other communities appear to have longer travel times to and from the bus stop (R29, R41, R42, R44, B48 and B79).

Increasing Ridership

PVRTA asked whether certain aspects of service might increase the rider’s potential to ride more. Reviewing results by bus route by train access, on-time performance, travel times and frequency, PVRTA can identify routes where those aspects may struggle or routes where there is a need to better connect to other services.

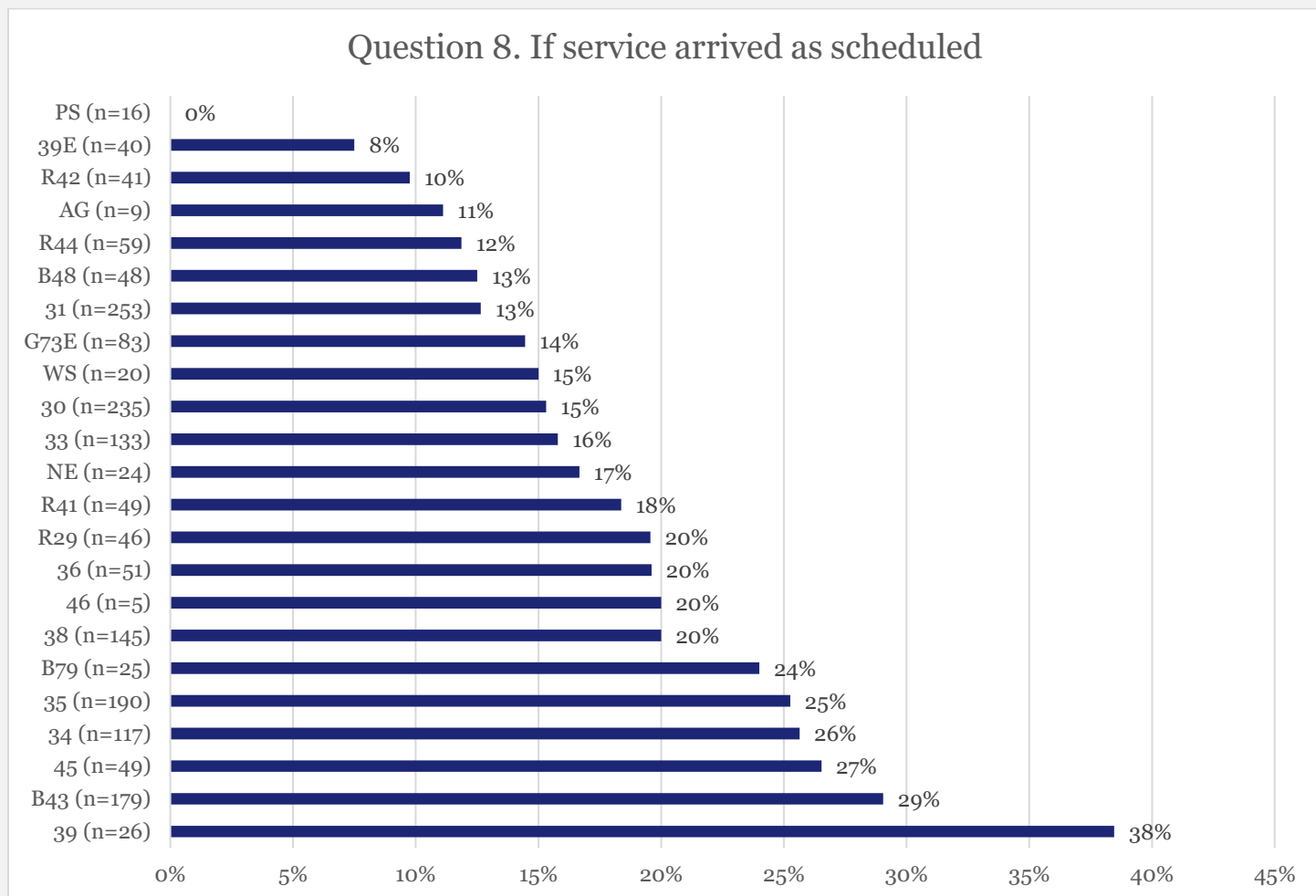
¹³ Sample size n is the number of responses that included answers to both question 26 and question 27. Federal poverty level is determined by estimating household income based on household size. A full chart of Federal Poverty Level definitions are provided by the Office of ASPE at HHS: [detailed-guidelines-2025.pdf](#).

Train Access Increasing Ridership by Route¹⁴



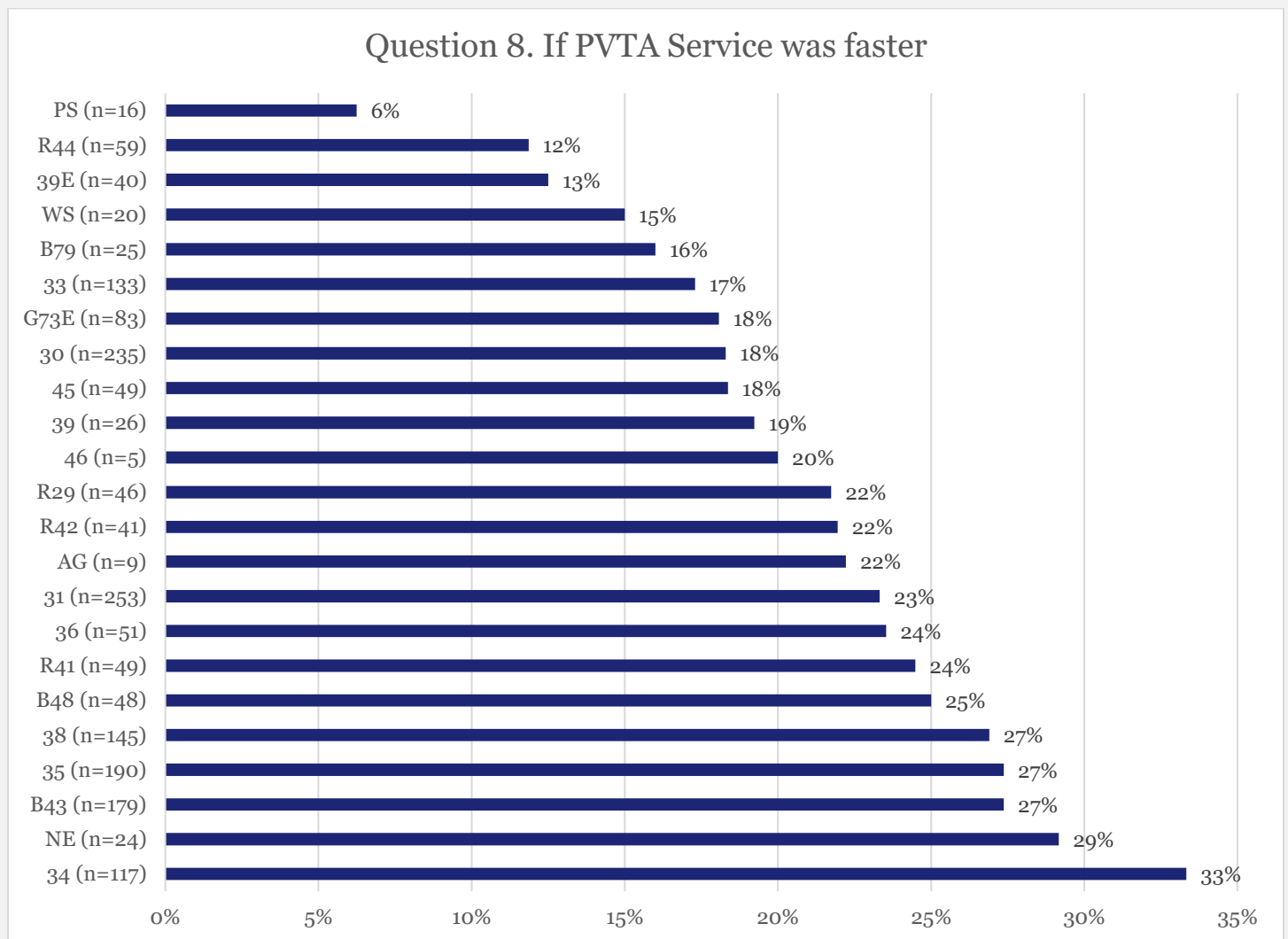
¹⁴ n is equal to the number of responses to Question 8 by bus route.

On-Time Performance¹⁴



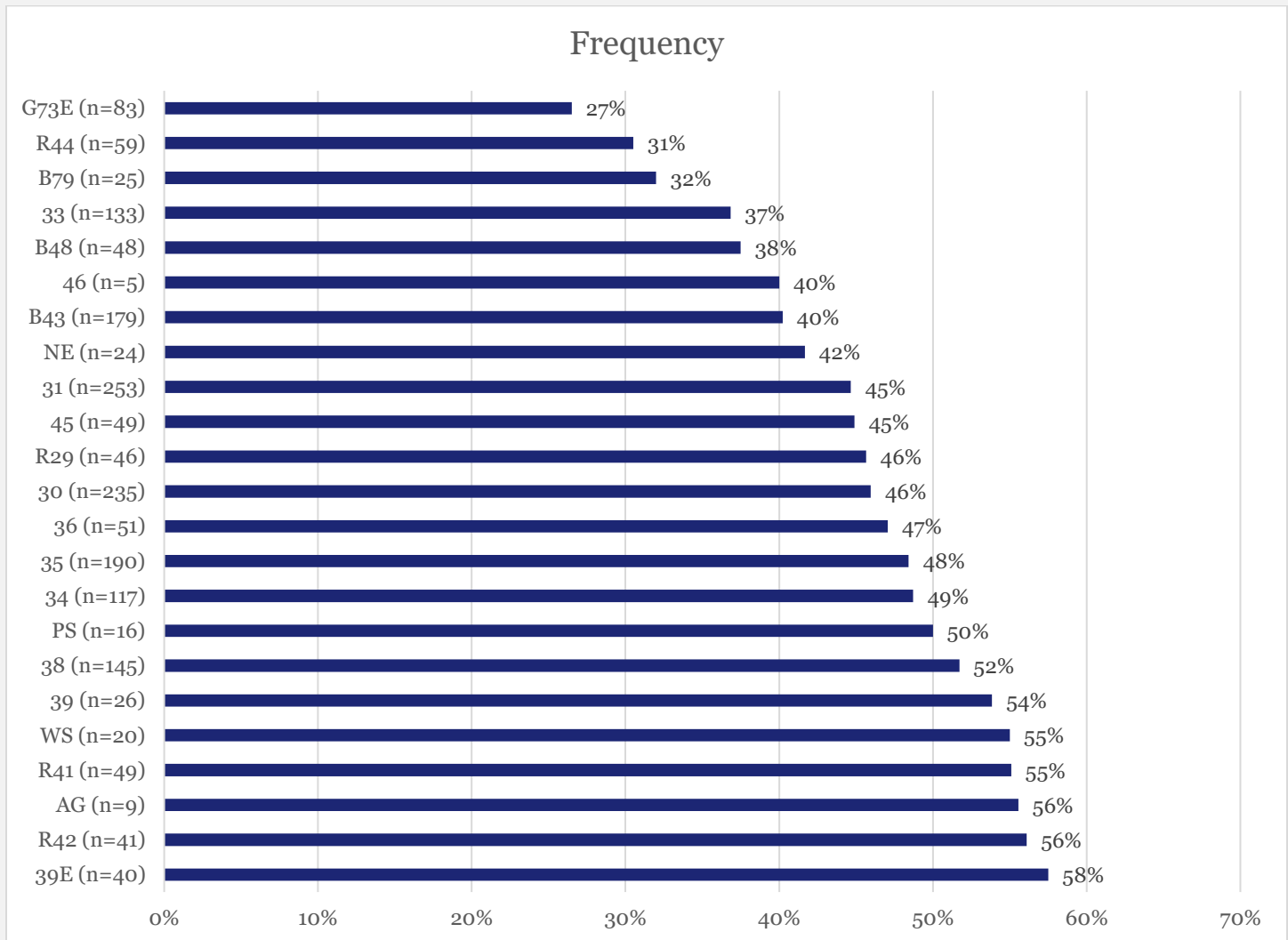
On-time performance can be measured by the percent of riders on each route that would ride PVRTA more if service arrived as scheduled.

Travel Time by Route¹⁴



Total travel time was a component identified by Question 10, ranking the satisfaction of various components of service. Those results were sorted by the bus route the rider was on when they were surveyed.

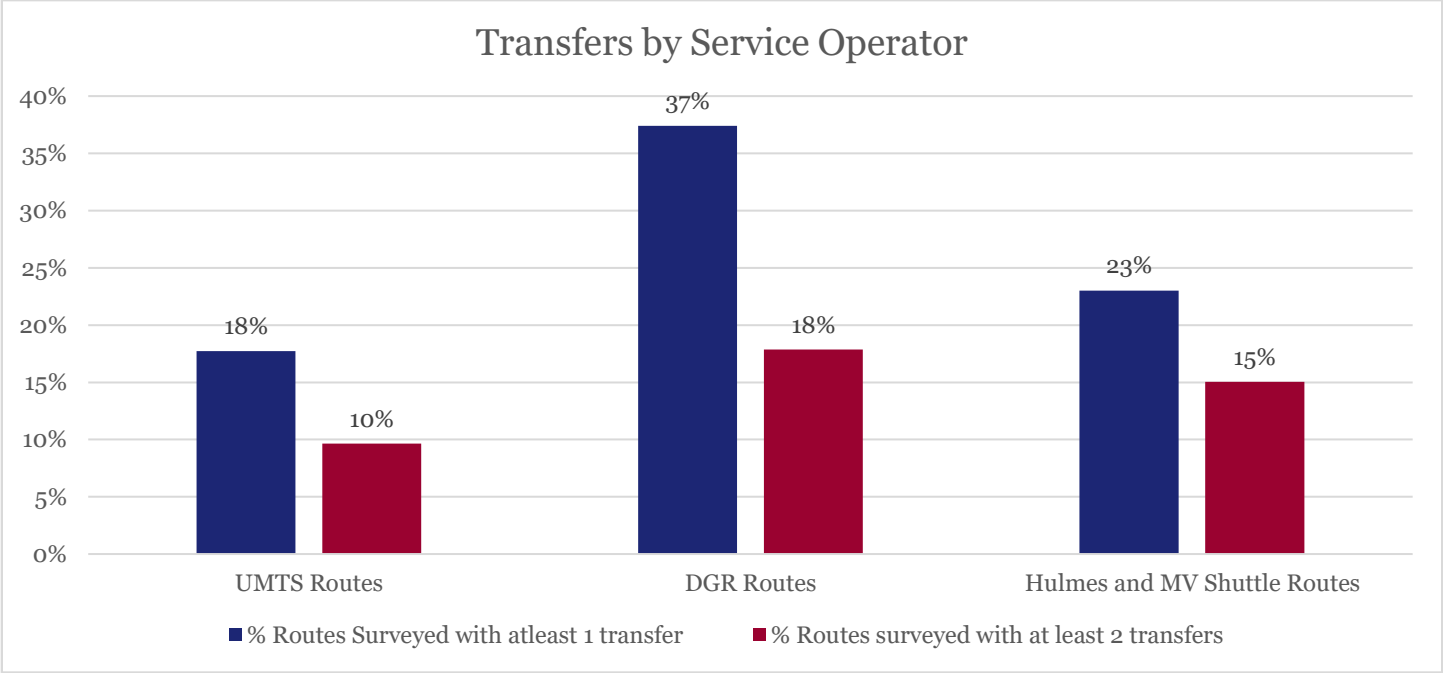
Frequency by Route¹⁴



Transfers between Routes

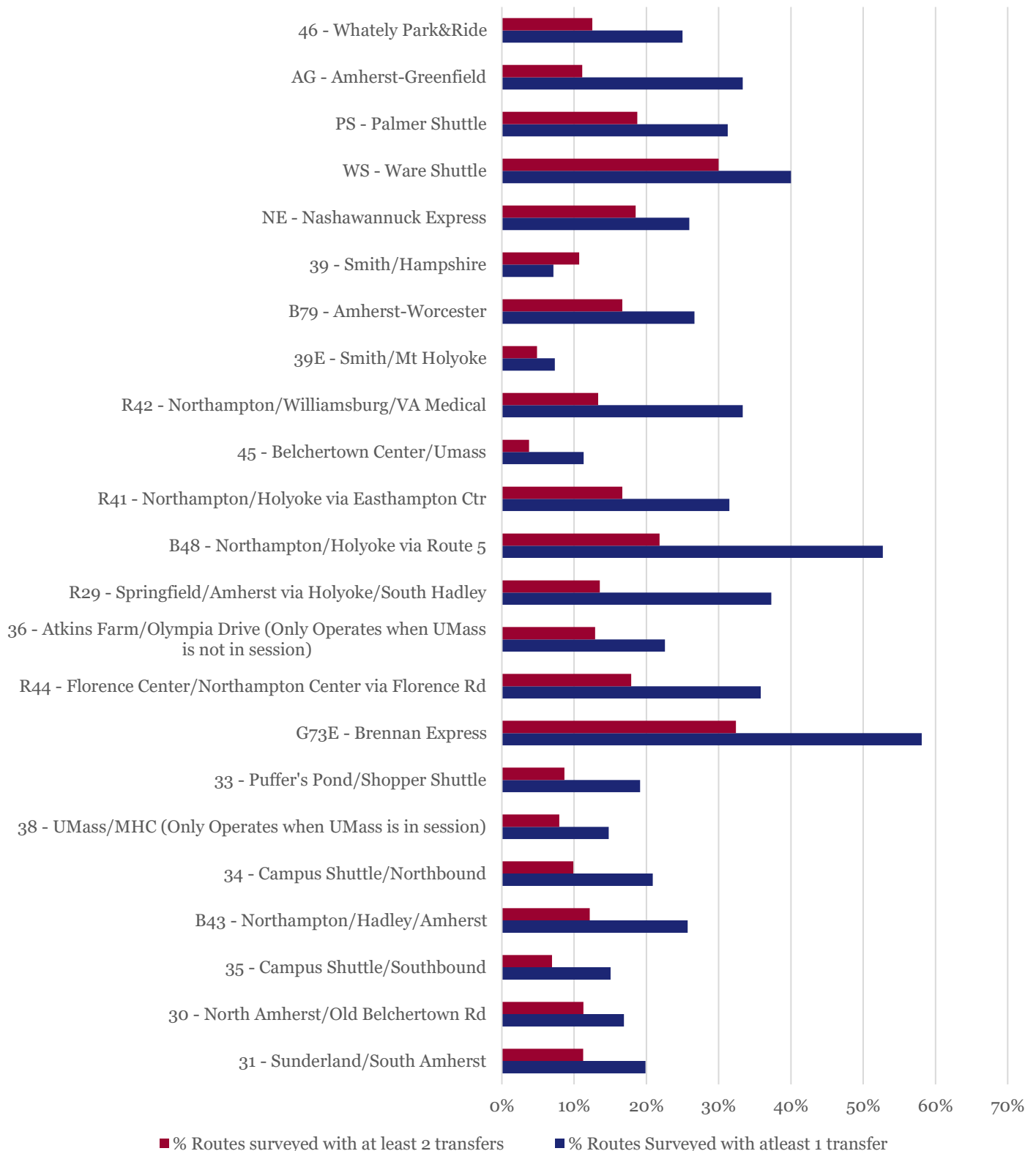
A one-seat ride (or a ride without a transfer) adds convenience to the trip. Numbered routes, 30 through 46, have always allowed free transfers as fares have been prepaid by UMass. The last two state budgets have included prepaid fares by the Massachusetts State Legislature on all routes with the exception of the B79, an interregional route connecting Western Massachusetts to Central and Eastern Massachusetts. The chart below shows that routes operated by UMTS in the Amherst area tend to have fewer transfers than routes operated by DGR out of Northampton and Springfield (Northern System Only). UMTS routes also tend to have less travel time from the origin to the boarding bus stop and from the alighting bus stop to the destination as shown in the previous section. Two of the routes connecting to PVTA's Southern System have a higher likelihood of at least one transfer (B48 and R29). Routes with greater than 15% of rides with a second transfer include: G73E, WS, B48, PS, NE, R44, R41 and B79.

Transfers by Service Operator



Transfers by Surveyed Route

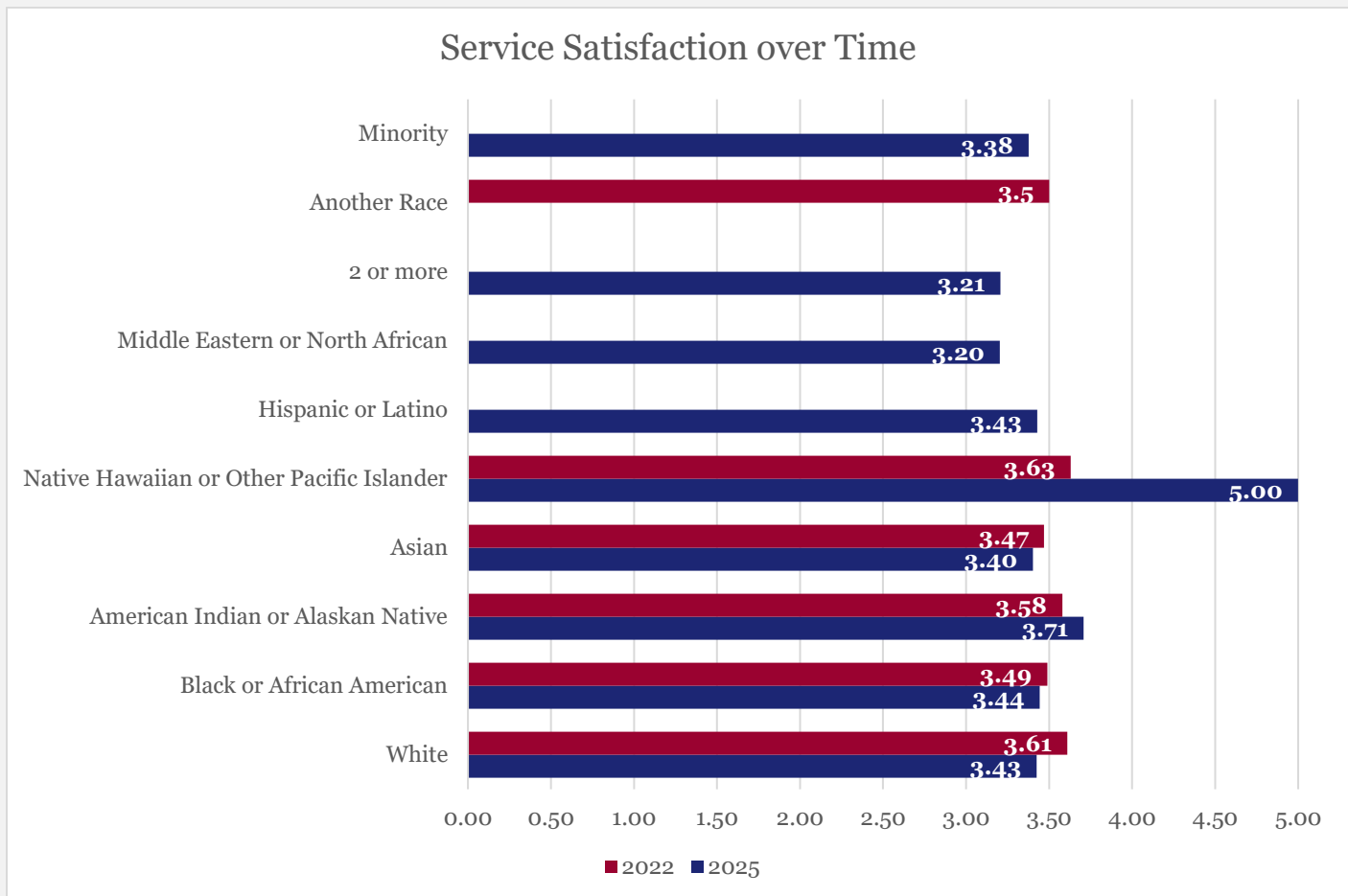
% of Rides with 1 and 2 Transfers
by Surveyed Route



Customer Satisfaction

Customer satisfaction of the system averages 3.55. A quick comparison to the 2022 Northern System Survey shows little movement between the surveys by race.

Service Satisfaction over Time¹⁵



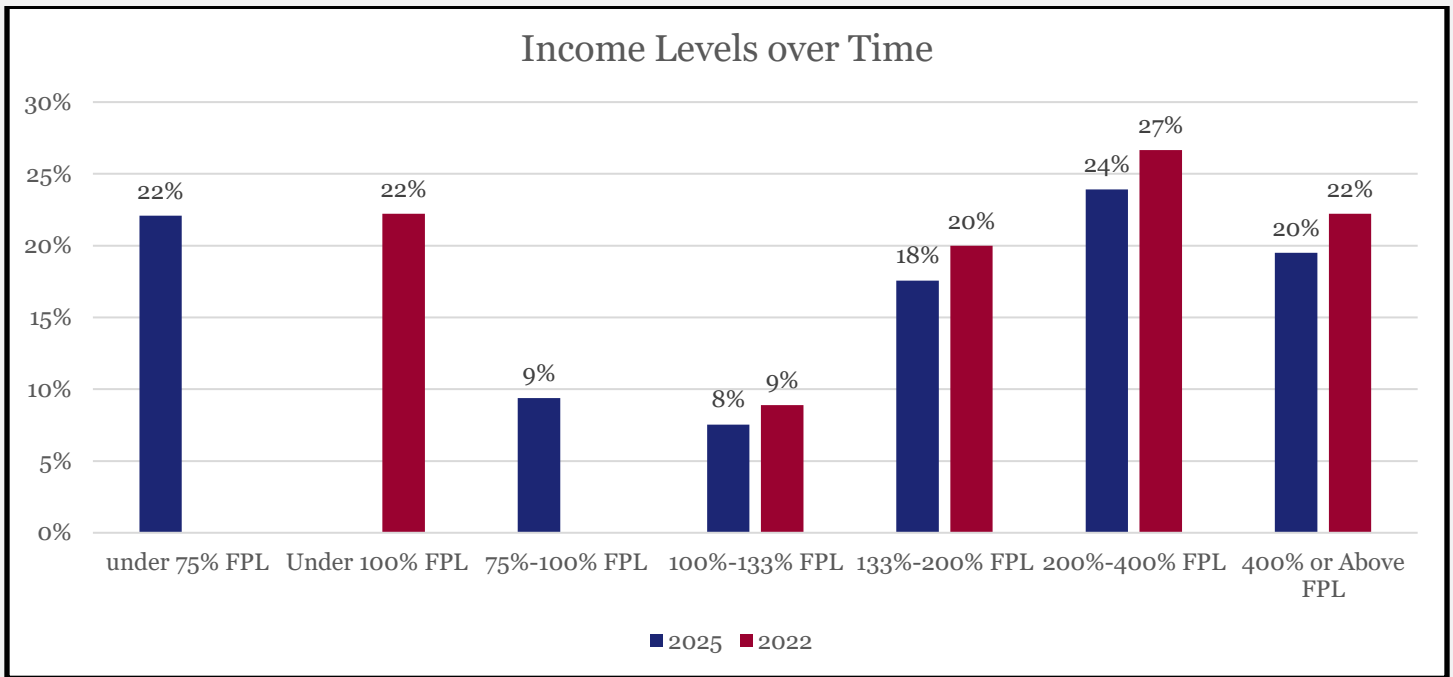
Customer satisfaction varied little when comparing the rides by race. All non-white (Minority) riders have an average satisfaction of the system of 3.38 compared to those who identified White alone, 3.43 and those who identified Asian alone, 3.40. These are extremely close. 45% of responses were provided by those who are White alone. 27% of the responses to customer satisfaction questions were Asian.

Customer Demographics

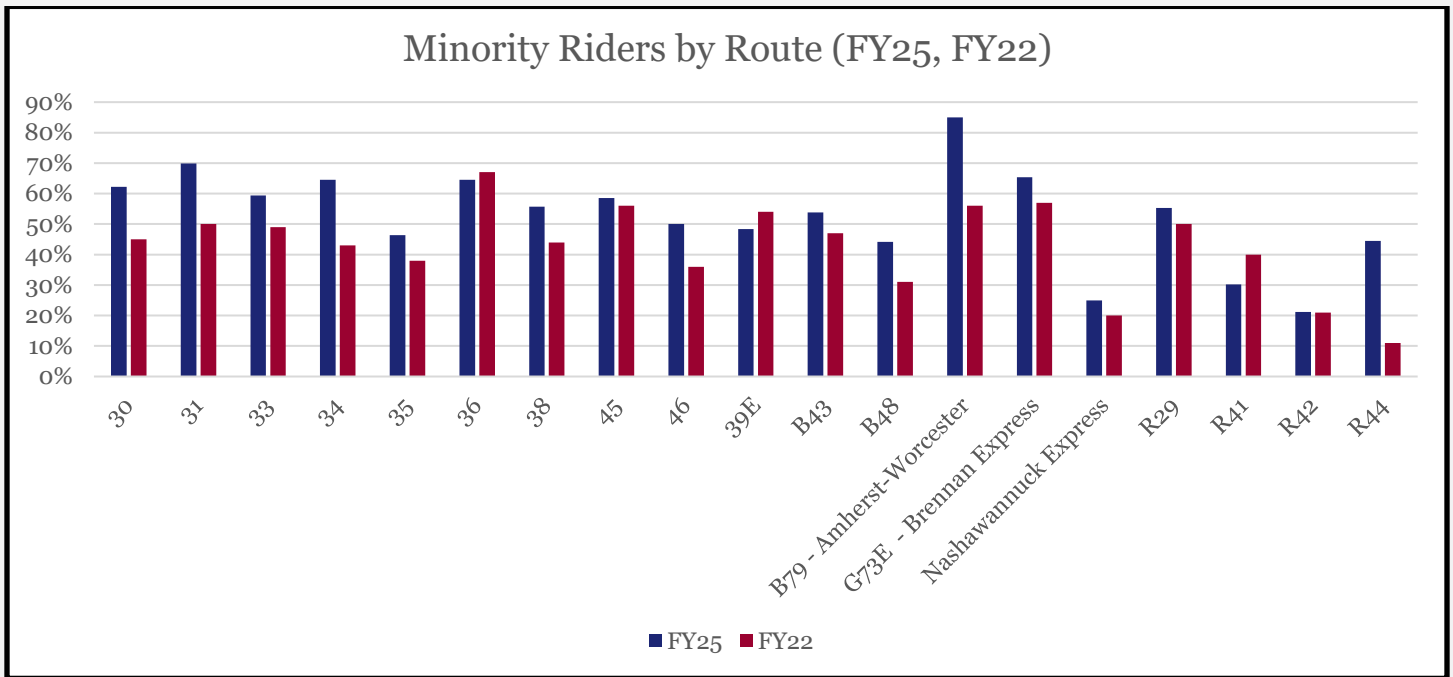
The demographics of bus riders have changed over time. Those who are White alone have decreased in proportion from 55% to 45% (compared to the 2022 Northern System Customer Survey Report). On individual bus routes, there is an increase in non-white alone riders on all but two of the routes surveyed. Income levels have also changed compared to the accepted purchasing power by comparing household incomes to the federal poverty level (FPL). All incomes above 100% FPL have seen a decrease while the proportion of those below 100% FPL have increased. Reviewing languages spoken by riders who do not speak English, those speaking Cantonese and Mandarin exceeds those who speak Spanish.

¹⁵ The satisfaction numeral is derived by assigning numbers 1 to 5 to the Very dissatisfied to Very satisfied scale. For this chart, n = the number of responses given to all the customer satisfaction questions by each race. Minority is defined here as anyone who identified a race that was not white alone. Just one individual marked themselves as Hawaiian or Pacific Islander.

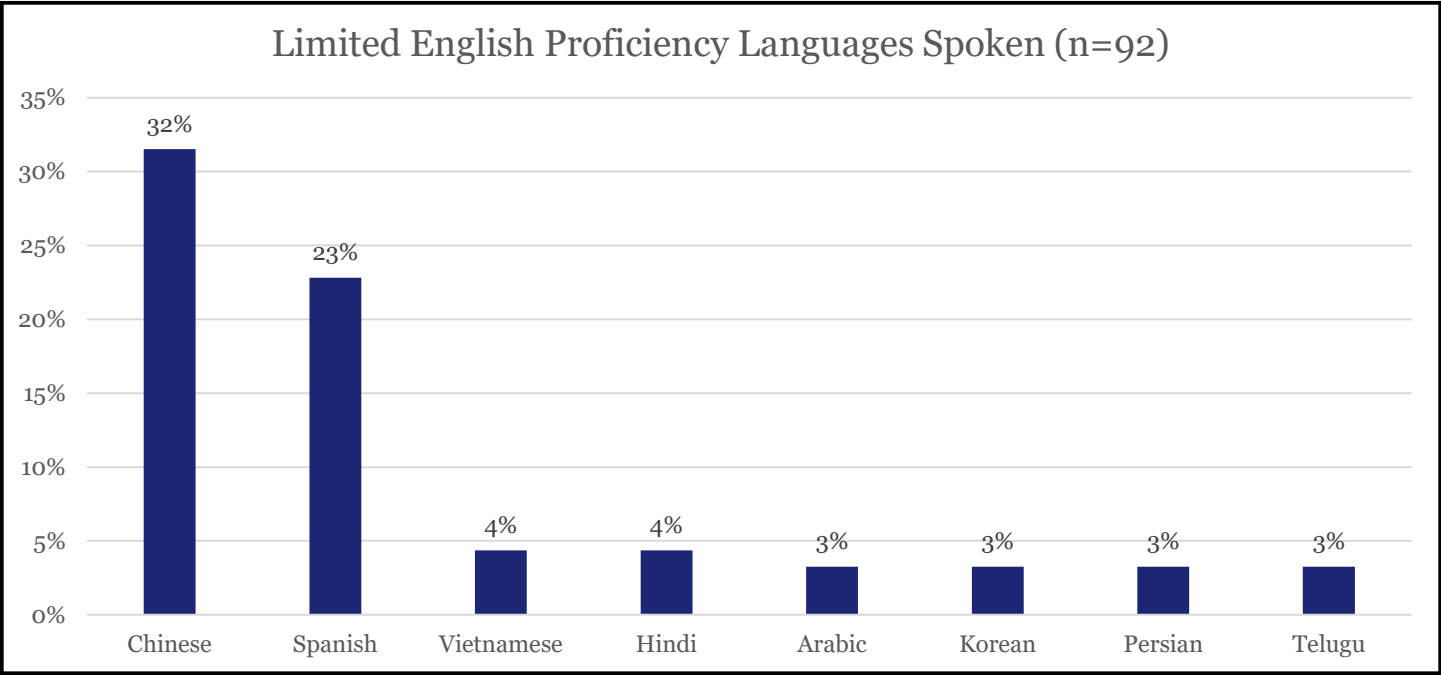
Income levels over Time



Minority Riders by Routes over Time

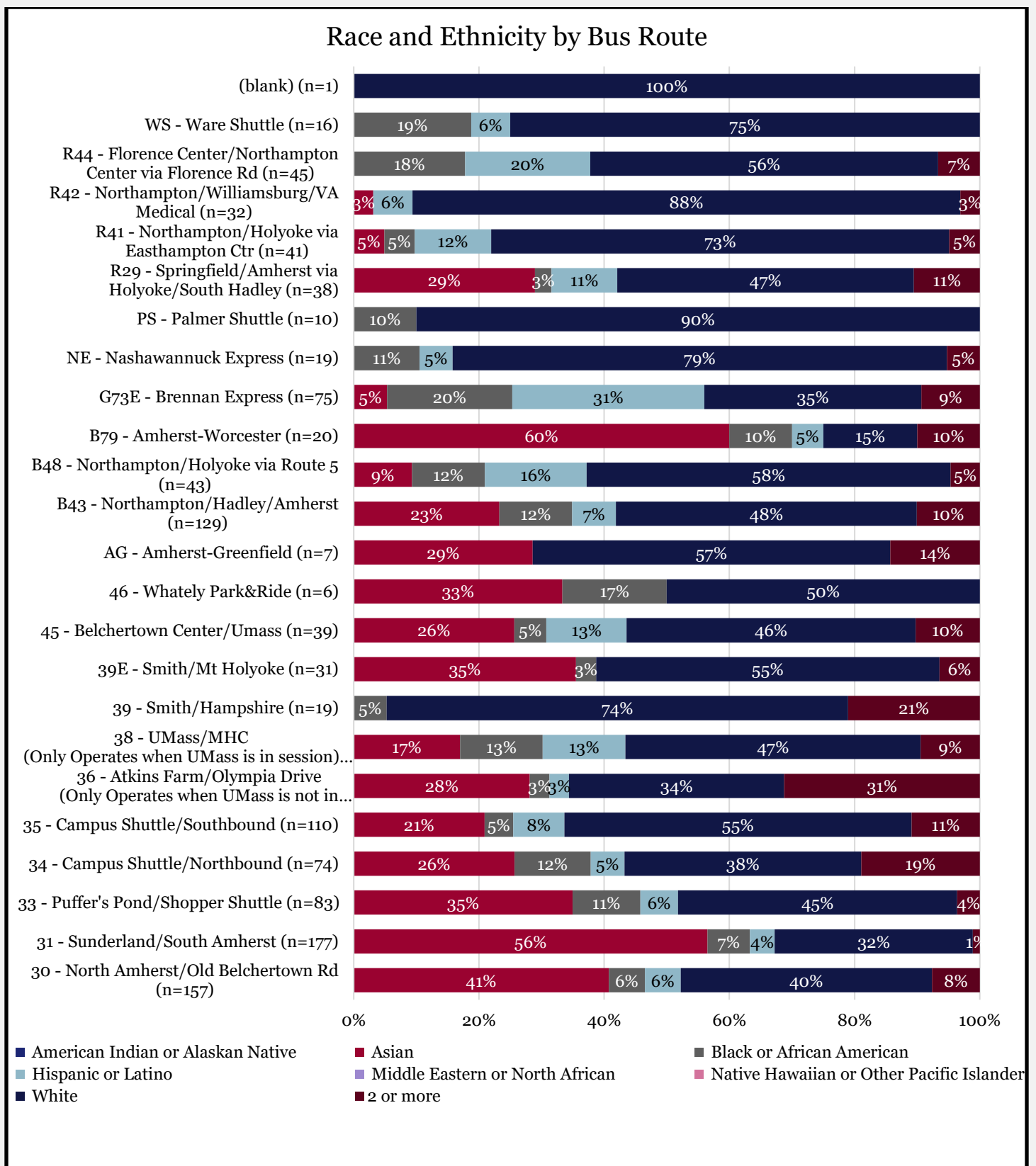


Limited English Proficiency Languages Spoken (n=92)¹⁶

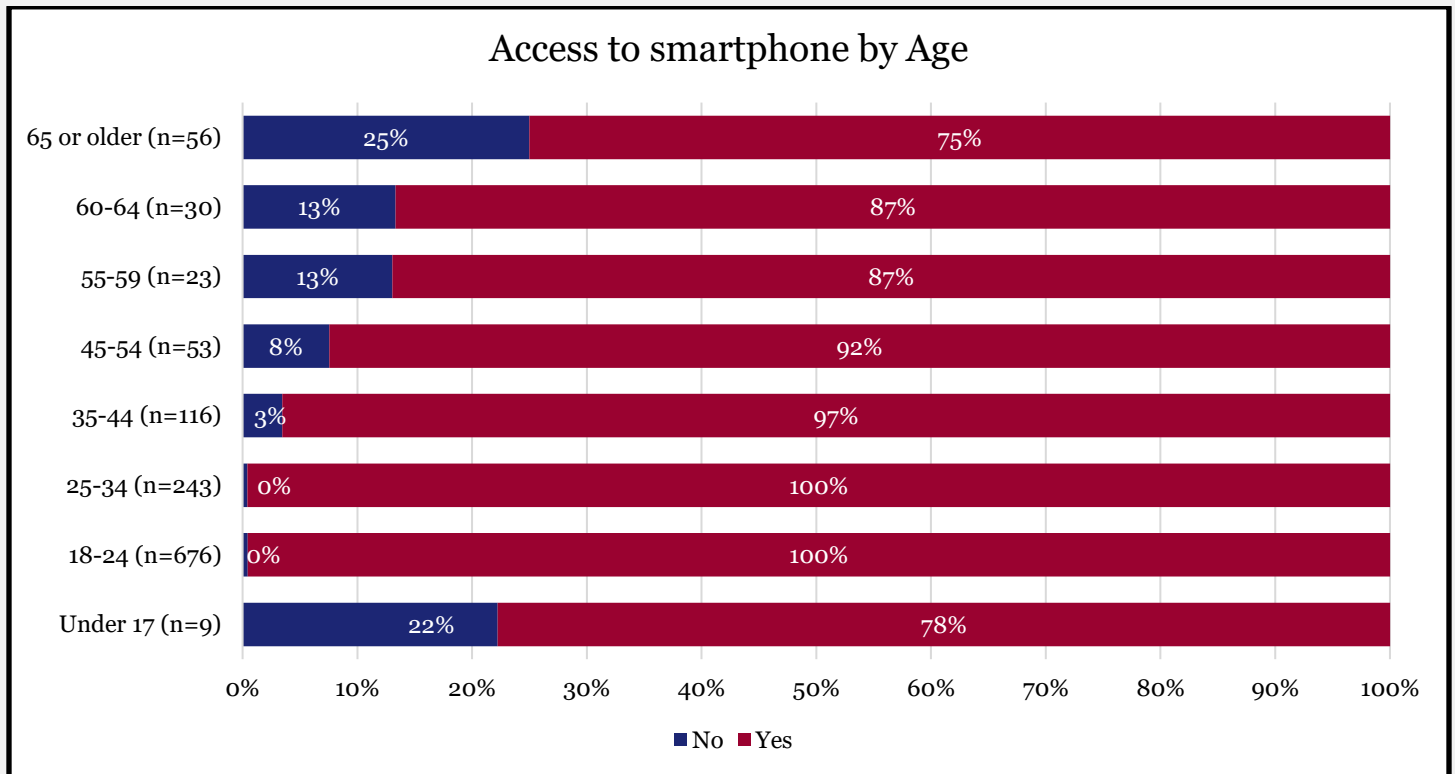


¹⁶ Sample size n is the total number of responses that did not include English (7% of all responses), where n>=3

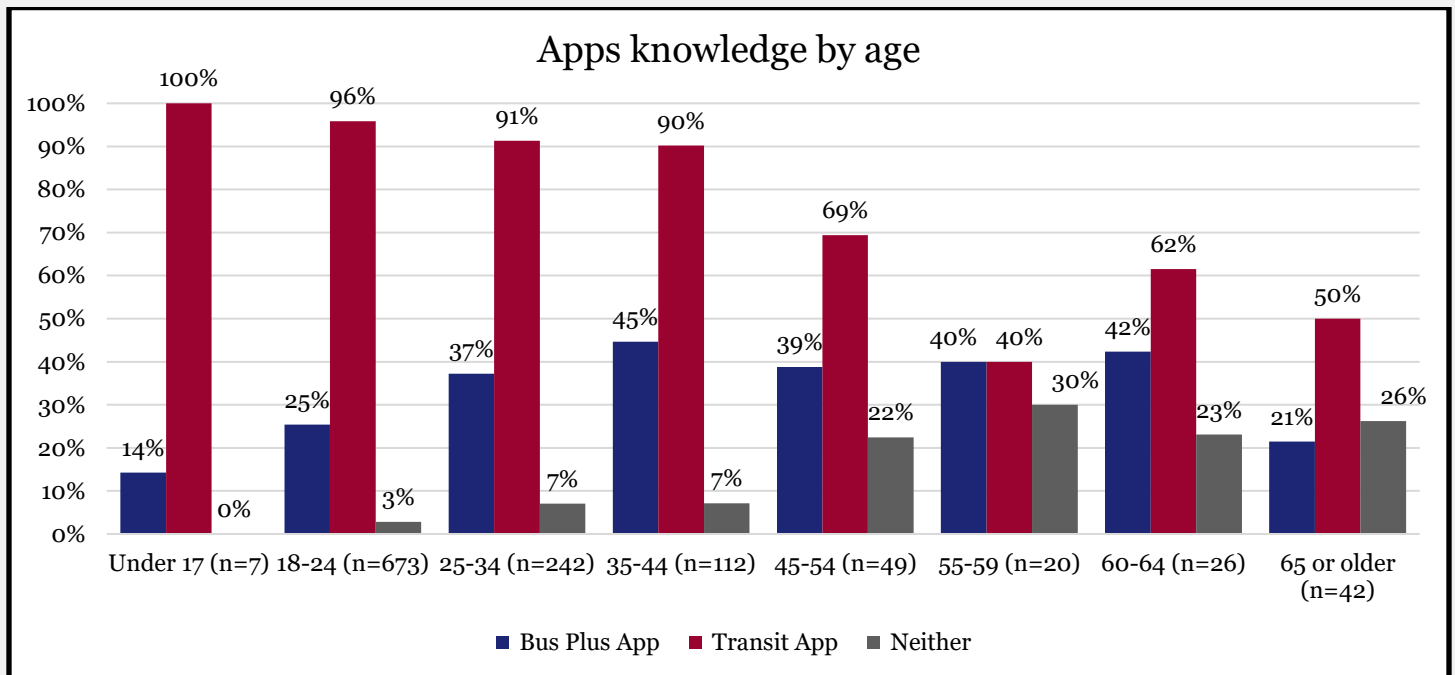
Race and Ethnicity by Bus Route⁶



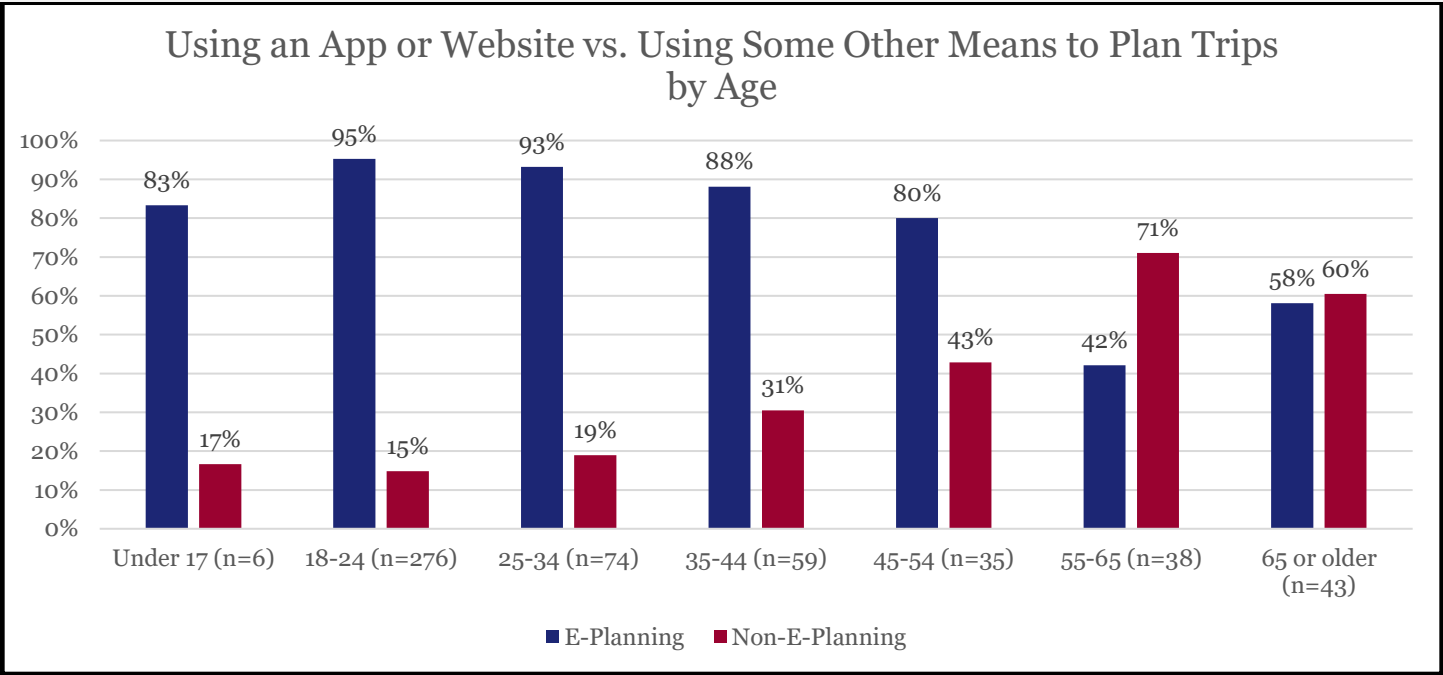
Access to smartphone by Age⁶



Apps knowledge by age⁶



Trip Planning by Age¹⁷

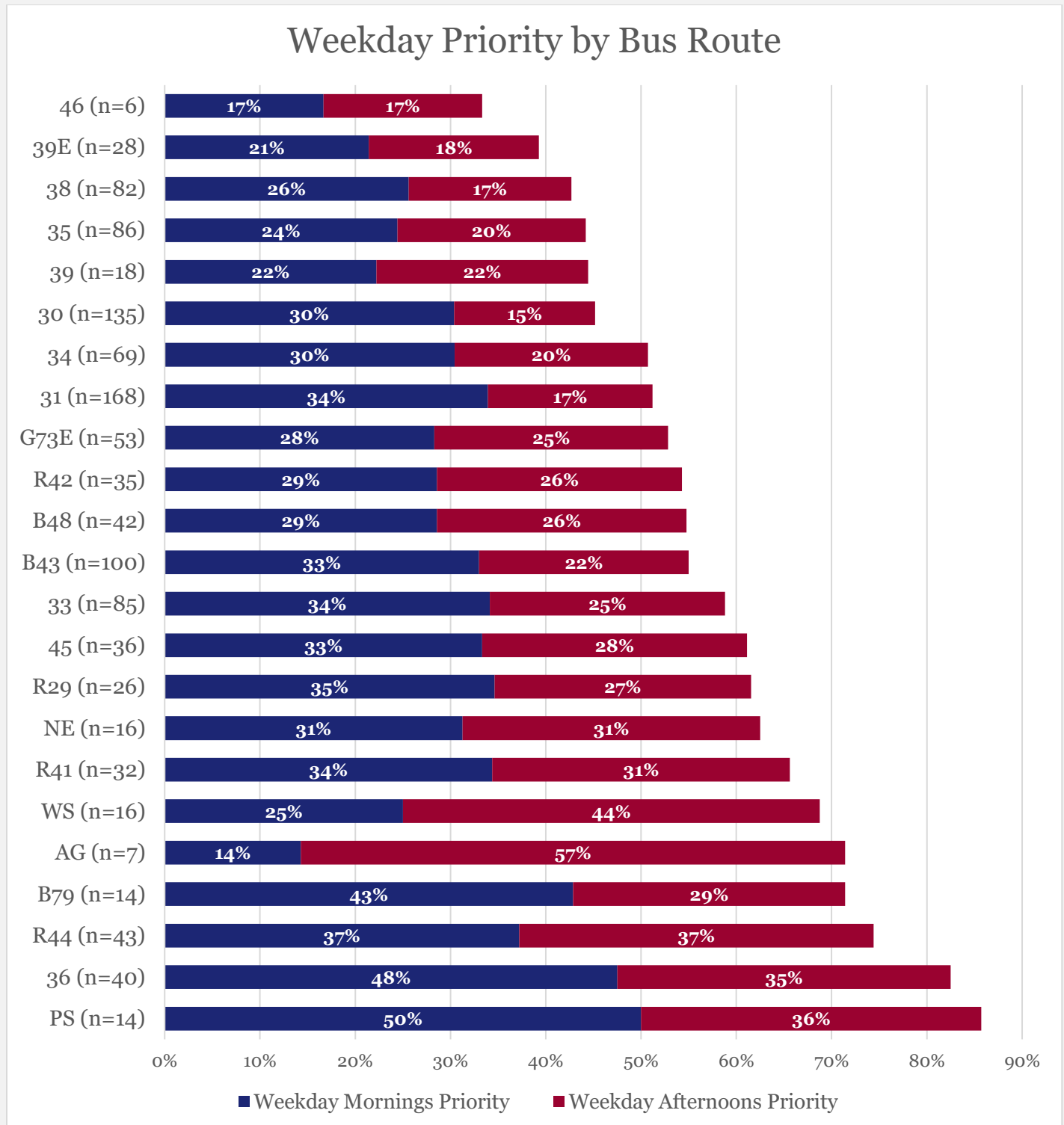


¹⁷ E-Planning refers to electronic means referenced within Question 6. How do you plan your PVTA trips? (n=657)^{1, 2, 3}.

Added Span, Frequency or Capacity

“Question 9. When would you like to see more service?” provides PVRTA with a framework to prioritize increases to service span, frequency and capacity. As most routes run weekdays between 7am and 7pm, reviewing requests for added weekday daytime service could indicate the need to add frequency or capacity. It should be noted that the AG does not have service past 2:00pm.

Weekday Priority by Bus Route^{3, 6}



Time of Day and Day of Week Priority by Bus Route^{3, 6}

Weekday Mornings	Sample Size	Proportion	Weekday Afternoons	Sample Size	Proportion	Weekday Evenings	Sample Size	Proportion
36	(n=40)	48%	AG	(n=7)	57%	46	(n=6)	67%
PVRTA asked which time and day type of the week riders would like to see more service. These results were then sorted by the bus route they were riding when the rider completed the survey (or in the case of surveys conducted online, the most prominent route of their most recent trip). This table shows the most prominent results (highest percentage) from each bus route sorted by time of day and day type of the week.						33	(n=85)	65%
						R29	(n=26)	58%
						34	(n=69)	52%
						35	(n=86)	52%
						R42	(n=35)	51%
						R41	(n=32)	50%
						NE	(n=16)	50%
						WS	(n=16)	50%
						B48	(n=42)	48%
Saturday Morning	Sample Size	Proportion	Saturday Afternoons	Sample Size	Proportion	Saturday Evenings	Sample Size	Proportion
B43	(n=100)	40%	39E	(n=28)	64%	39	(n=18)	61%
			R44	(n=43)	63%	33	(n=85)	61%
						35	(n=86)	53%
						WS	(n=16)	50%
						45	(n=36)	47%
						38	(n=82)	44%
						G73E	(n=53)	43%
Sunday Mornings	Sample Size	Proportion	Sunday Afternoons	Sample Size	Proportion	Sunday Evenings	Sample Size	Proportion
AG	(n=7)	57%	R44	(n=43)	63%	39	(n=18)	67%
36	(n=40)	53%	39E	(n=28)	62%			
31	(n=168)	51%	30	(n=135)	53%			
B43	(n=100)	39%	38	(n=82)	44%			
Sunday Overnights	Sample Size	Proportion	Multiple Times	Sample Size	Proportion			
B79	(n=14)	57%	PS	(n=14)	36%-50%			
			45	(n=36)	36%-47%			
			39E	(n=18)	50%-64%			

Conclusions and Recommendations

Recommendations include actionable items for customer service and marketing, trip planning (App usage), service enhancement priorities, first mile/last mile options, and handling of complaints. Each of these recommendations comes from the data within this survey. Due to the nature of this survey, additional areas of study are identified.

Recommendation	Evidence																
Consider a PVRTA branded youtube video, facebook reel or tiktok video that reviews how to use of the Transit App, highlighting the importance of route notifications and delays.	Established PVRTA riders may become complacent to change and require reminders to check in with the Transit App and Bus Plus App. Ages 45 and Up have lower rates of satisfaction with on-time performance and have lower rates of adoption of Apps. The data show gaps between access, knowledge and adoption of PVRTA Apps. While approximately 15% of those 45 years and older do not have access to a smartphone, nearly 25% of riders in the same age group don't know about PVRTA's Bus Plus App or the Transit App and a larger 40% do not use Electronic Trip Planning tools. <table><tr><td></td><td>45-54</td><td>55-64</td><td>65 or Older</td></tr><tr><td>Q17. No Smartphone Access</td><td>8%</td><td>13%</td><td>25%</td></tr><tr><td>Q18. Haven't Heard of Bus Plus or Transit App</td><td>22%</td><td>26%</td><td>26%</td></tr><tr><td>Q6. Don't use Electronic Trip Planning Tools</td><td>20%</td><td>58%</td><td>42%</td></tr></table>		45-54	55-64	65 or Older	Q17. No Smartphone Access	8%	13%	25%	Q18. Haven't Heard of Bus Plus or Transit App	22%	26%	26%	Q6. Don't use Electronic Trip Planning Tools	20%	58%	42%
	45-54	55-64	65 or Older														
Q17. No Smartphone Access	8%	13%	25%														
Q18. Haven't Heard of Bus Plus or Transit App	22%	26%	26%														
Q6. Don't use Electronic Trip Planning Tools	20%	58%	42%														
Study the impact that fall and summer PVRTA schedules have on access by those traveling within the area.	Some routes have different schedules during the summer. This survey did not mention or request comment on these schedule differences. 16 verbatim comments on the survey mentioned increasing service during summers and college/university breaks. Unsolicited comments like these could indicate a larger pattern, however. The difference in service satisfaction from summer to fall should be considered in future surveys. Routes associated with summer service span includes the 38, 39, and B43. These comments represented nearly a quarter (23.5%) of comments on the general topic of service span.																
Increase service span on bus routes.	Riders on many routes requested later service through Question 7. Within the comments, these routes were identified more than twice: 35, 34, R44. 39E.																
Consider an annual review of the customer experience within the Transit App.	Six verbatim comments included struggles with the Transit App. We also see that while 88% of those surveyed know about the Transit App, only 70% used the app to plan their current trip. It is also important to note that this survey found 96% of riders owned or had access to a smartphone. This difference could be due to reliability. Based on "Question 8. Would you ride PVRTA more if any of the following were true? (n=1285)" 18% of riders would ride more "if the Transit App were more accurate." Reviewing the App annually could																

	provide PVRTA with a crucial catch of issues before they have a measurable impact on ridership.																		
Review vehicle capacity on routes that were explicitly mentioned within the comments of the survey; routes that were ridden by those who considered frequency in Question 8; or routes ridden by those requesting more service during times when service already operates in Question 9.	Based on verbatim Comments, Question 9 requests for additional service, and Question 8 aspects that would increase ridership, PVRTA can determine potential routes for increased frequency, capacity and service span. While a request for more capacity on a route is explicit, a request for added frequency could be due to a lack of capacity. Further investigation should be conducted. Within comments, capacity was specifically mentioned on the 39, 31, 30, 33, 34, 39E, B43. Also within comments, those requesting more frequency included the routes: B43, 39, R44, 33, 35, R29 and 39E. While not directly correlated, a request for added service during times when service already exists may be a request for additional capacity on the route or additional frequency. Based on Question 9, Requests for additional service by time of day shows priority in adding service weekdays during the daytime: PS (50% mornings; 36% afternoons), 36 (48%; 35%), R44 (37%; 37%), B79 (43%; 29%), AG (14%; 57%), WS (25%; 44%), and R41 (34%; 31%) (Weekday Priority by Bus Route^{3, 6}). Based on “Question 8. Would you ride PVRTA more if any of the following were true? (n=1285),” the data was sorted by the route each was riding, making the following list of routes: <table data-bbox="837 1190 1196 1562"> <tr> <th>Route</th><th>Frequency</th></tr> <tr> <td>39E</td><td>58%</td></tr> <tr> <td>R42</td><td>56%</td></tr> <tr> <td>AG</td><td>56%</td></tr> <tr> <td>R41</td><td>55%</td></tr> <tr> <td>WS</td><td>55%</td></tr> <tr> <td>39</td><td>54%</td></tr> <tr> <td>38</td><td>52%</td></tr> <tr> <td>PS</td><td>50%</td></tr> </table> Regarding capacity and frequency, some bus routes appeared more often as a priority than others. The 39, 39E, PS, AG, WS, R41, B43 and R44 appear as priorities within multiple questions.	Route	Frequency	39E	58%	R42	56%	AG	56%	R41	55%	WS	55%	39	54%	38	52%	PS	50%
Route	Frequency																		
39E	58%																		
R42	56%																		
AG	56%																		
R41	55%																		
WS	55%																		
39	54%																		
38	52%																		
PS	50%																		

Consider adding service span or frequency for each route based on requests for additional service by time of day and day of week.	Within open ended comments bus riders requested additional service span on routes 35, 34, R44 and 39E (each of these routes was included in more than one survey). Other routes are prioritized using a chart (Time of Day and Day of Week Priority by Bus Route). The chart below shows the ranking in order of proportion for each route. <table><tr><th colspan="3">Top 11</th></tr><tr><td>1</td><td>Weekday Evenings</td><td>46</td></tr><tr><td>2</td><td>Weekday Evenings</td><td>33</td></tr><tr><td>3</td><td>Saturday Afternoons</td><td>39E</td></tr><tr><td>4</td><td>Saturday Afternoons</td><td>R44</td></tr><tr><td>5</td><td>Sunday Afternoons</td><td>R44</td></tr><tr><td>6</td><td>Sunday Afternoons</td><td>39E</td></tr><tr><td>7</td><td>Saturday Evenings</td><td>33</td></tr><tr><td>8</td><td>Saturday Evenings</td><td>39</td></tr><tr><td>9</td><td>Weekday Evenings</td><td>R29</td></tr><tr><td>10</td><td>Weekday Afternoons</td><td>AG</td></tr><tr><td>11</td><td>Sunday Mornings</td><td>AG</td></tr></table>	Top 11			1	Weekday Evenings	46	2	Weekday Evenings	33	3	Saturday Afternoons	39E	4	Saturday Afternoons	R44	5	Sunday Afternoons	R44	6	Sunday Afternoons	39E	7	Saturday Evenings	33	8	Saturday Evenings	39	9	Weekday Evenings	R29	10	Weekday Afternoons	AG	11	Sunday Mornings	AG
Top 11																																					
1	Weekday Evenings	46																																			
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6	Sunday Afternoons	39E																																			
7	Saturday Evenings	33																																			
8	Saturday Evenings	39																																			
9	Weekday Evenings	R29																																			
10	Weekday Afternoons	AG																																			
11	Sunday Mornings	AG																																			
Increase On-Time Performance of routes identified within the comments and based on the answer “If service arrived as scheduled” within Question 8. Improve communication regarding construction along routes that are severely delayed by construction.	Based on verbatim comments, riders of the following routes had requests for better on time performance: B43, 31, 39, 38. Within question 8, riders can choose “if service arrived as scheduled” as the reason they might ride PVRTA more. Routes where this is chosen at a rate greater than 20% are included below: <table><tr><th>Route</th><th>Percentage</th></tr><tr><td>39</td><td>38%</td></tr><tr><td>B43</td><td>29%</td></tr><tr><td>45</td><td>27%</td></tr><tr><td>34</td><td>26%</td></tr><tr><td>35</td><td>25%</td></tr><tr><td>B79</td><td>24%</td></tr></table>	Route	Percentage	39	38%	B43	29%	45	27%	34	26%	35	25%	B79	24%																						
Route	Percentage																																				
39	38%																																				
B43	29%																																				
45	27%																																				
34	26%																																				
35	25%																																				
B79	24%																																				
Consider access to other modes of travel – First Mile/Last Mile	5% of those surveyed felt that they would likely ride more if they could make it to their train. Within that group, 16% of B79 riders felt it was important to have a connection to the train, 11% on the AG, 11% on the R29 and 10% on the 36. While access to trains is one mode of transportation, PVRTA should consider reviewing access to ValleyBike Share Stations and other first mile, last mile options.																																				

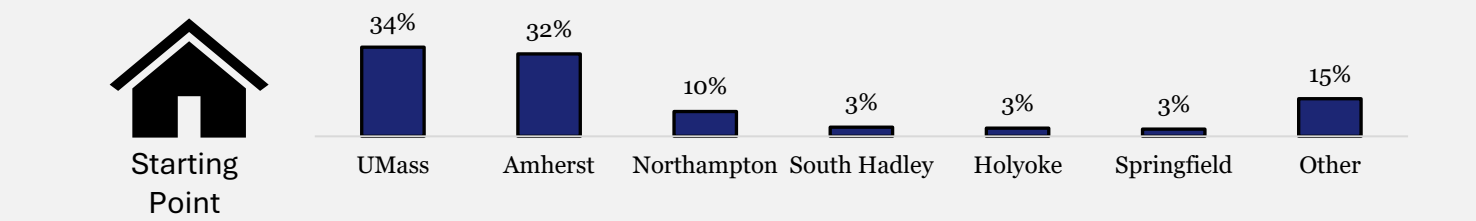
Decrease the review time associated with formal customer complaints			Satisfied	Dissatisfied
		Driver General Conduct	87%	3%
		Driver Enforcement of Policies	77%	4%
	While enforcement of policies and driver general conduct scored some of the highest customer satisfaction ratings, instances of riders commenting about their poor experiences with drivers was the fourth most discussed topic within the verbatim comments (behind only Frequency, On-time performance, and service span).			

Topic	Comments
Poor Driver Experience	11
Driver enforcing customer policies	6
Driver performing fast braking	4
Customer intoxication	3
Unusual Carsickness	2

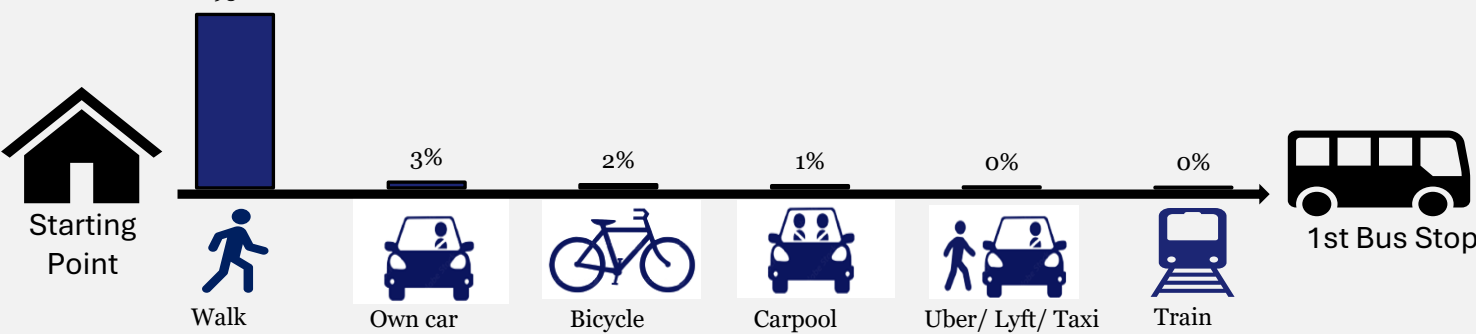
Comments from riders are one perspective of an overall event; it is generally believed that a bad experience with a driver is likely to stick with the rider long after the event. This survey captured the social impact that poor experiences have on riders. Early intervention can mitigate the intensity of poor experiences.

Trip Diary

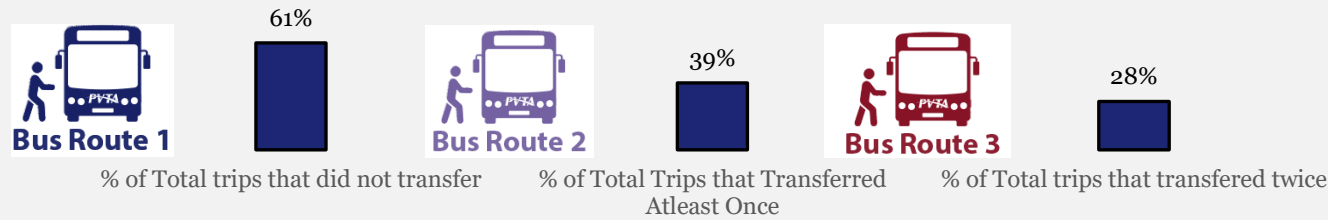
Where did you start your trip? (n=2432)



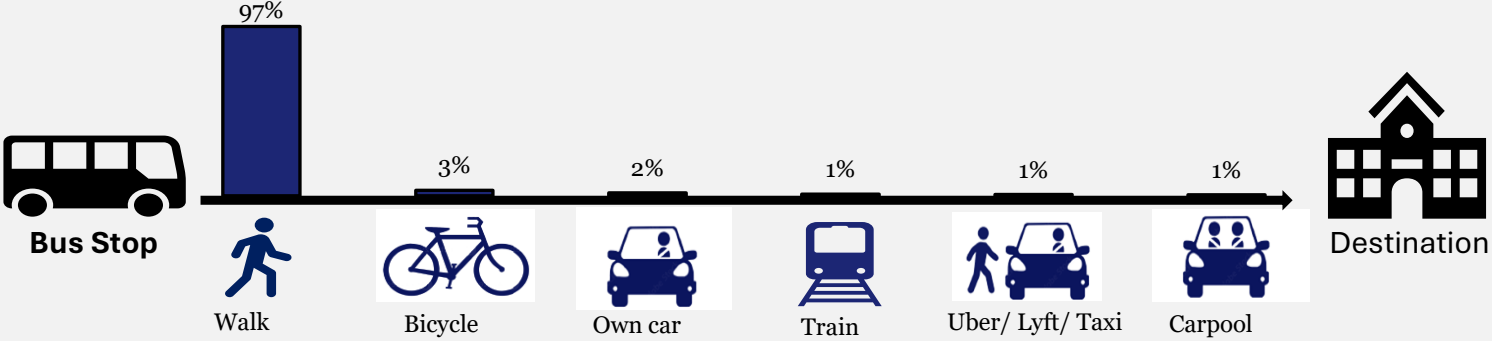
How did you get to the bus stop from your starting point? (n=2206)



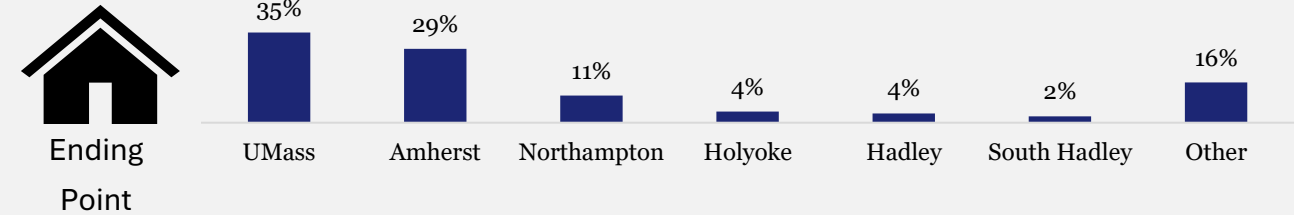
% of Total Trips (n=2258)



How did you get from the bus stop to your Destination? (n=2046)

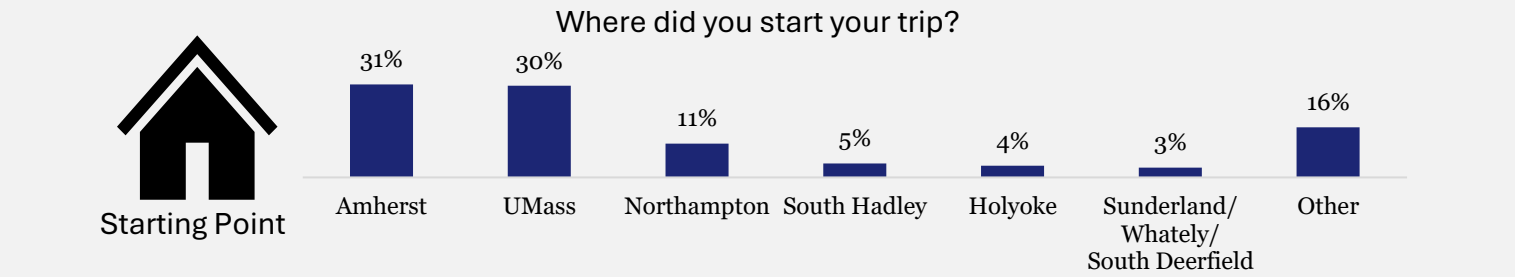


Where did you end your trip? (n=2102)

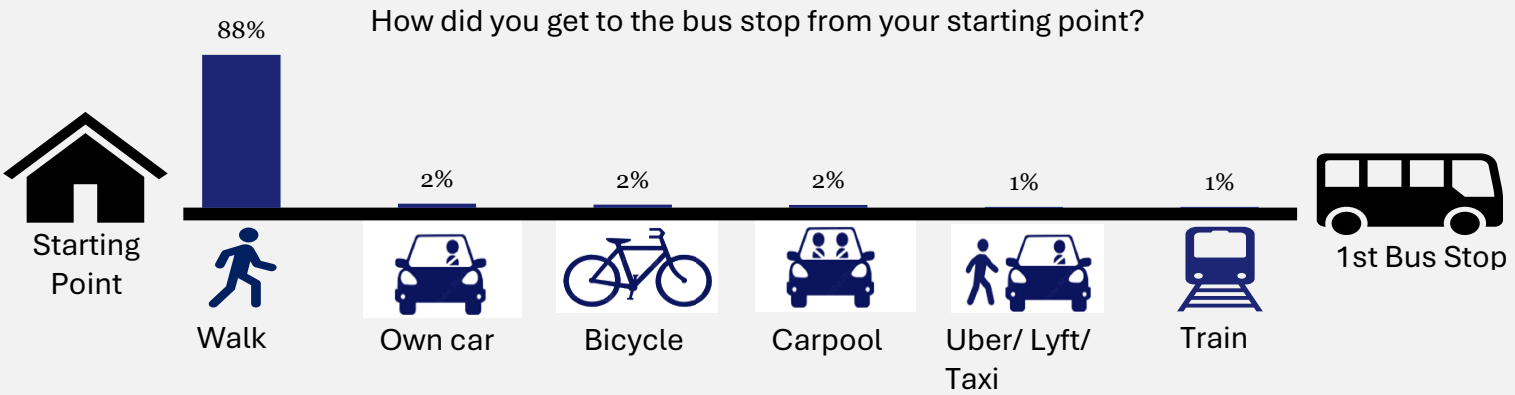


Filtered by completed Trip Diary (n=989)

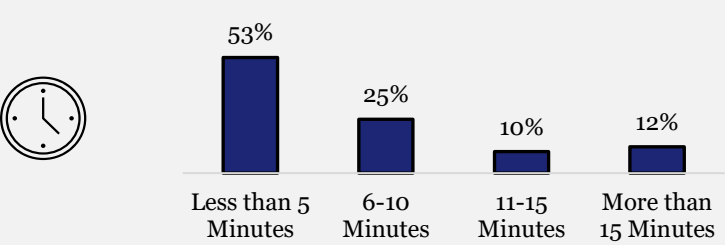
Where did you start your trip?



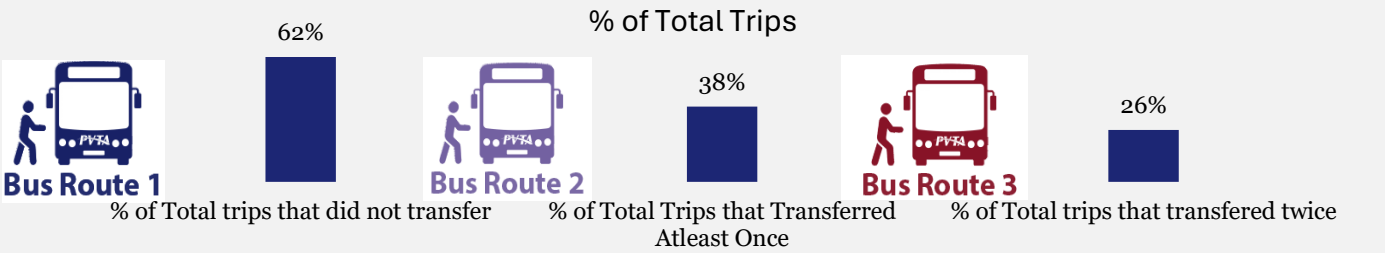
How did you get to the bus stop from your starting point?



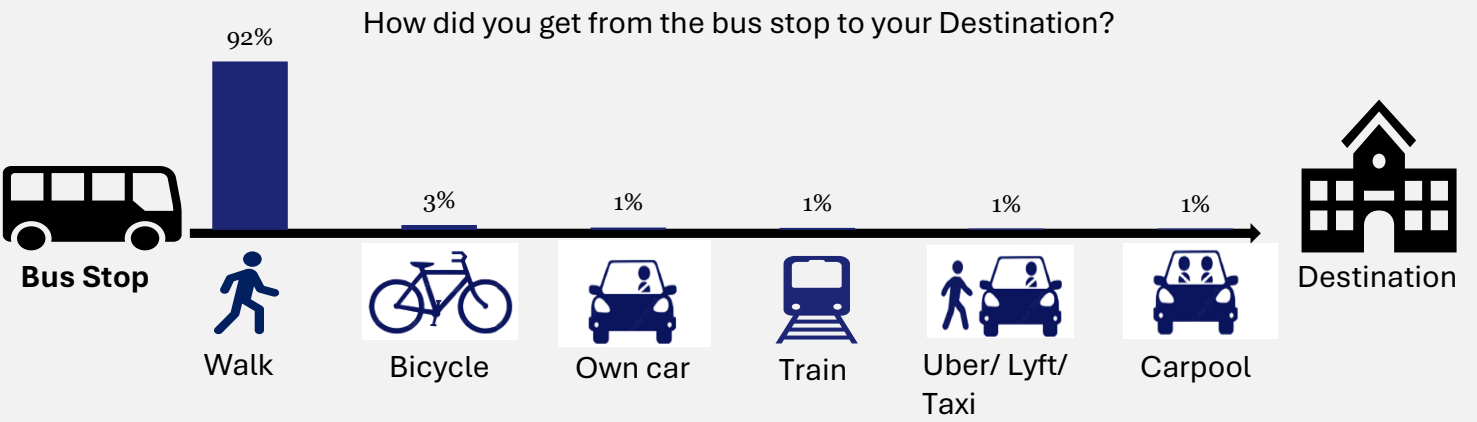
How long did it take you to get to the bus stop from your starting point?



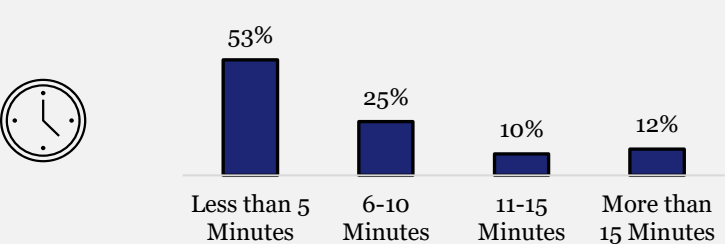
% of Total Trips



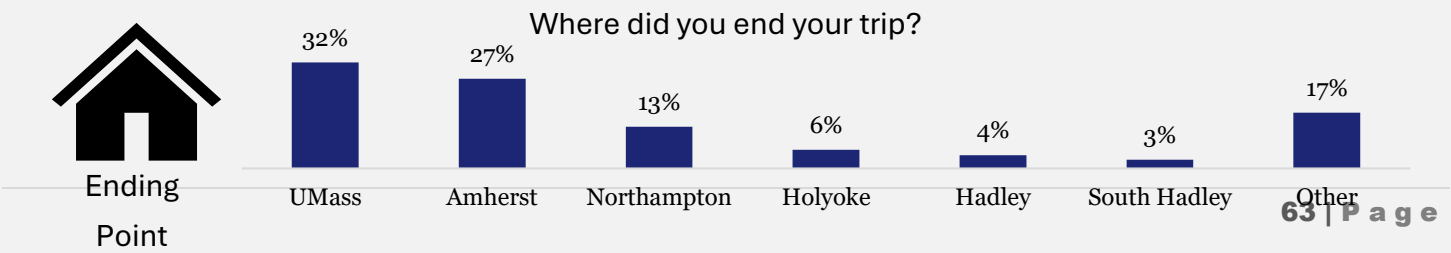
How did you get from the bus stop to your Destination?



How long did it take you to get to your destination from the bus stop?

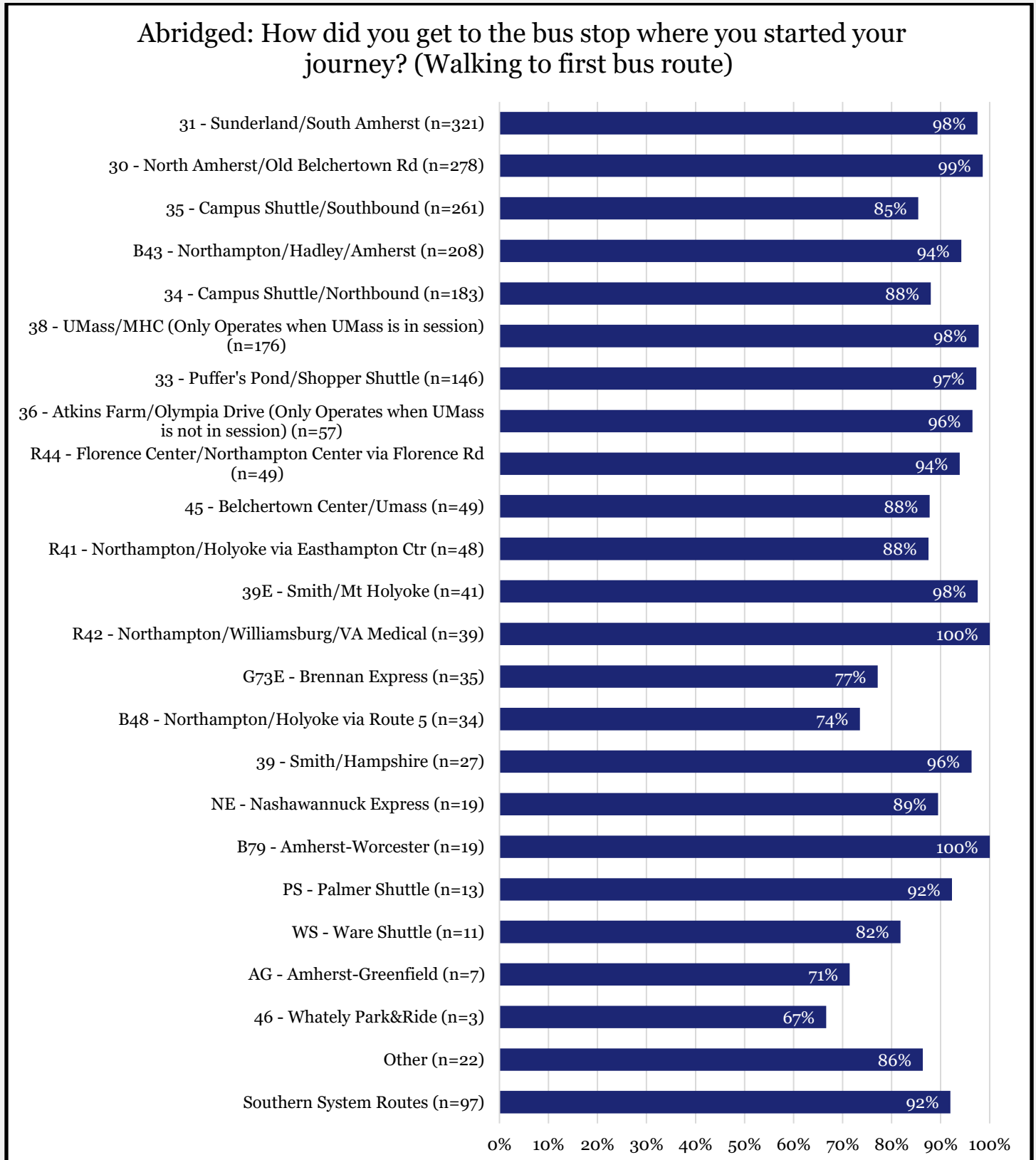


Where did you end your trip?

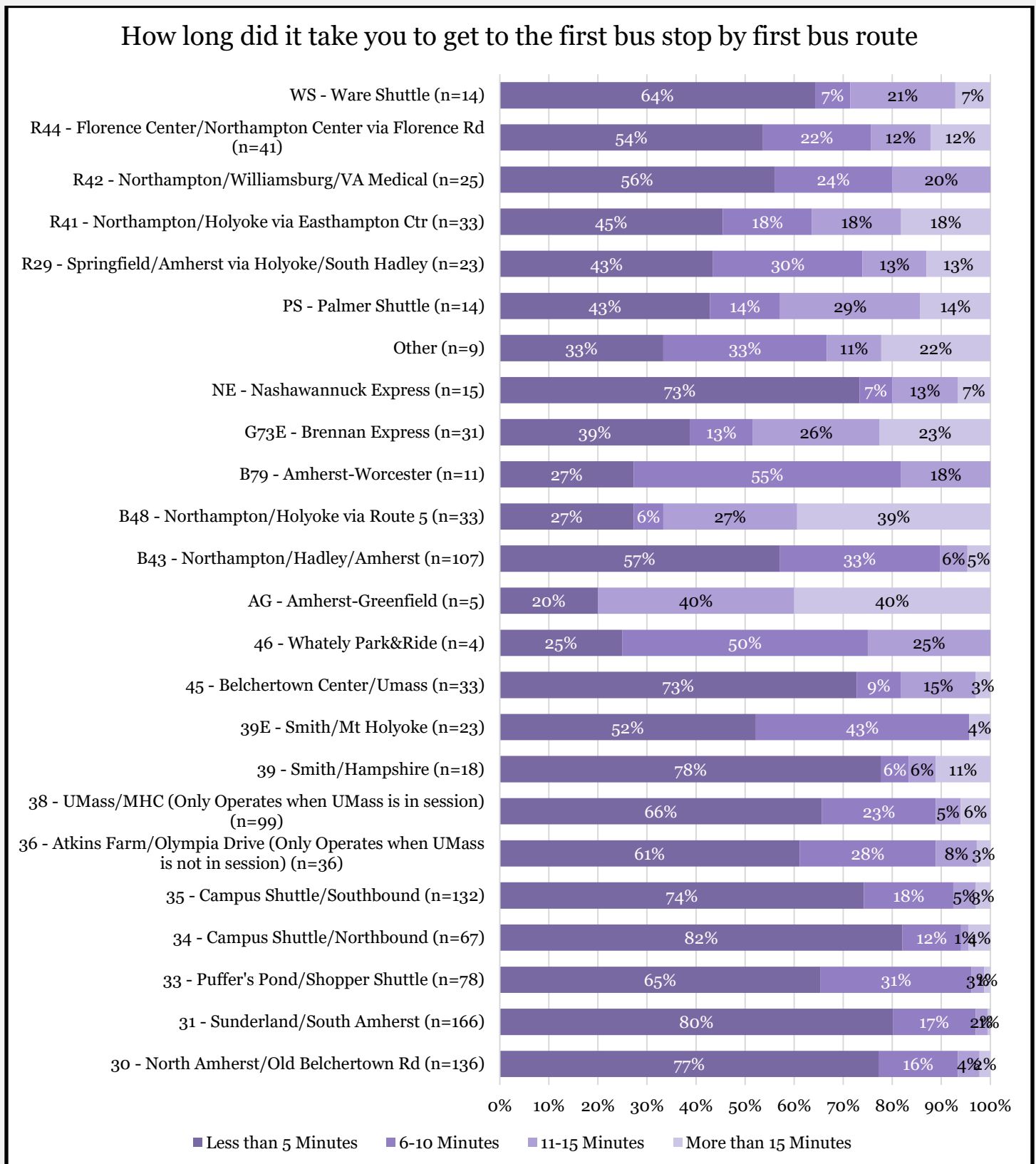


Appendix A: Common Additional Crosstabs

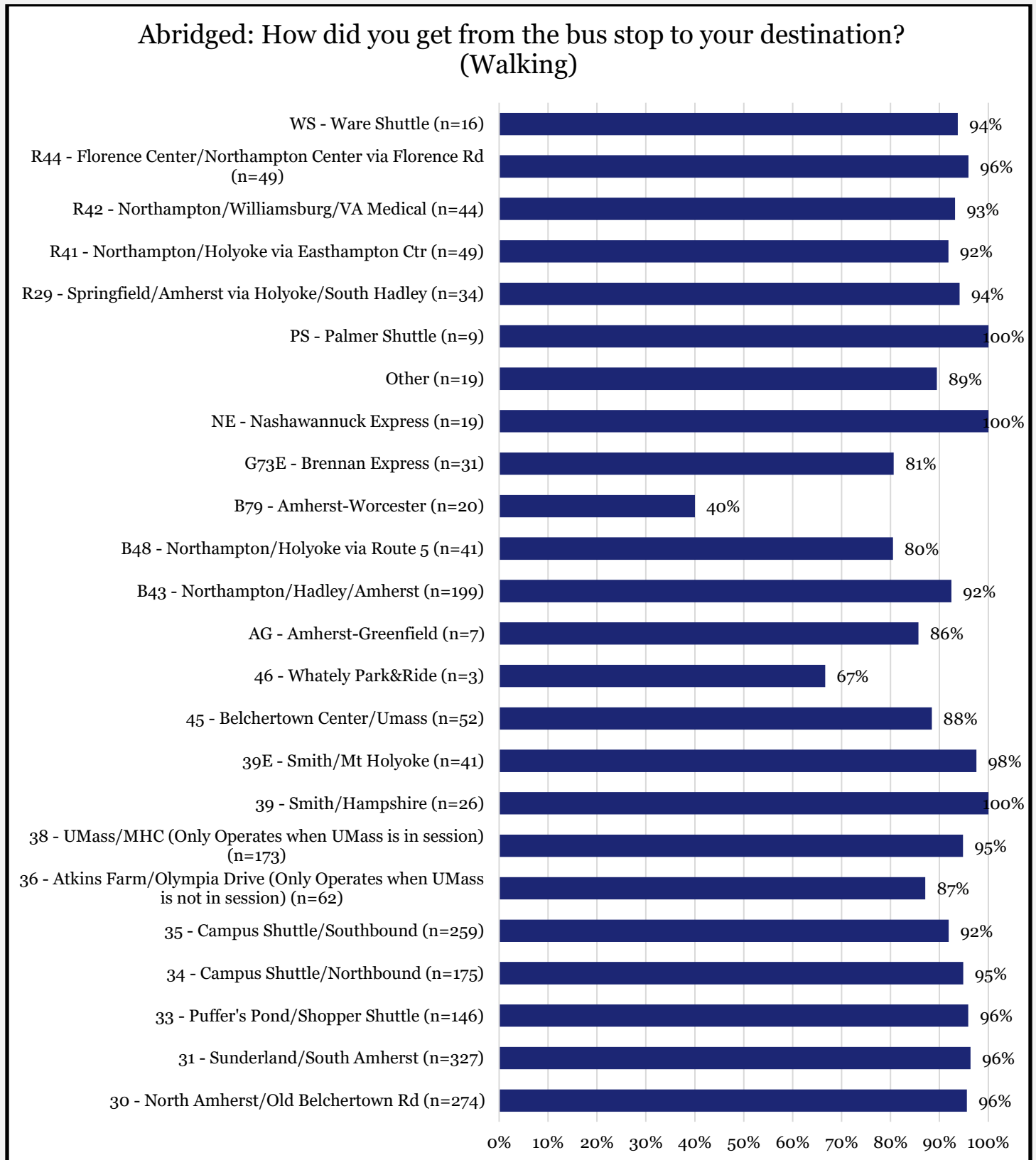
Abridged: How did you get to the bus stop where you started your journey? (Walking by first bus route)⁶



How long did it take you to get to the first bus stop by the first bus route⁶

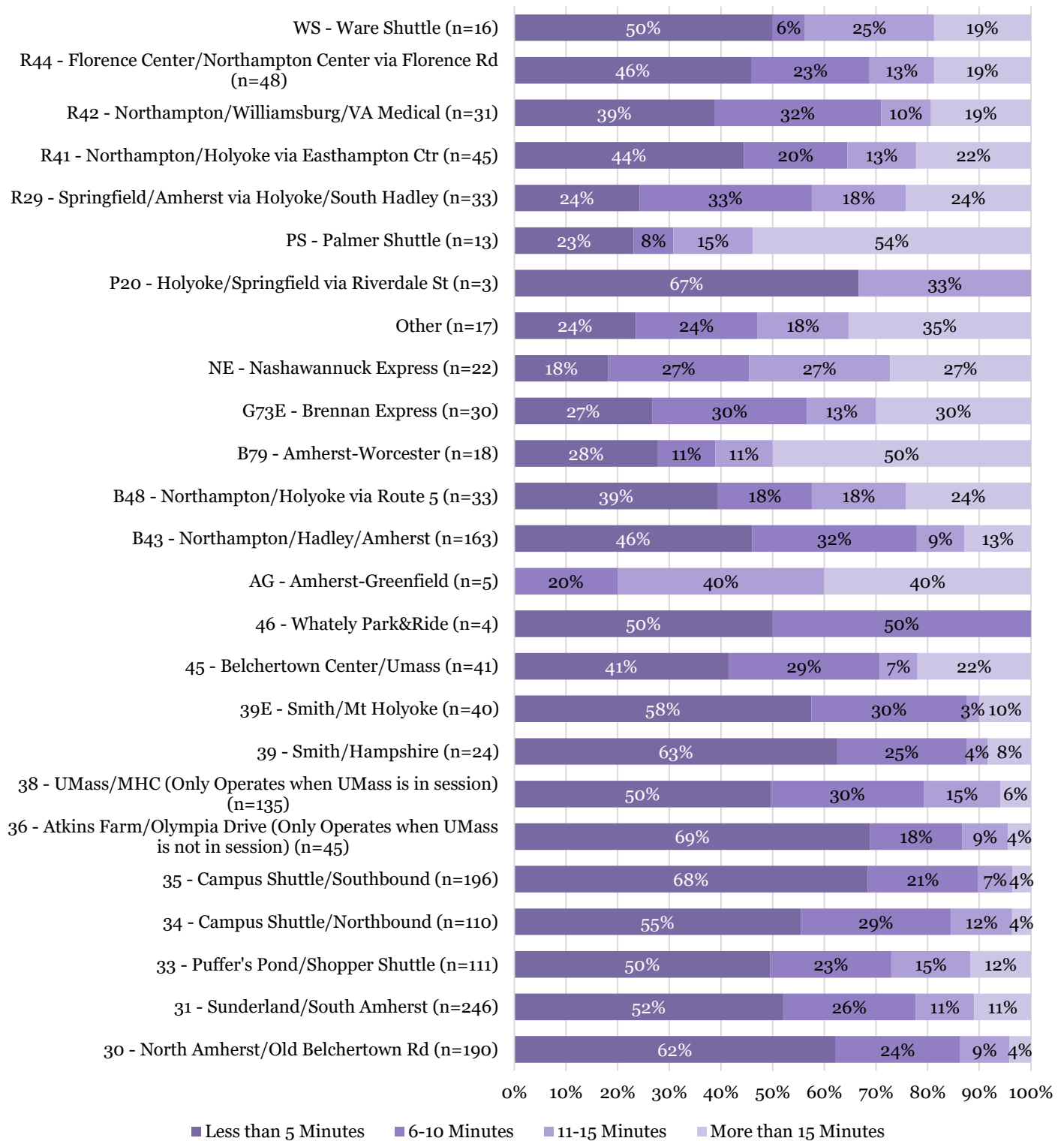


Abridged: How did you get from the bus stop to your destination? (Walking)⁶

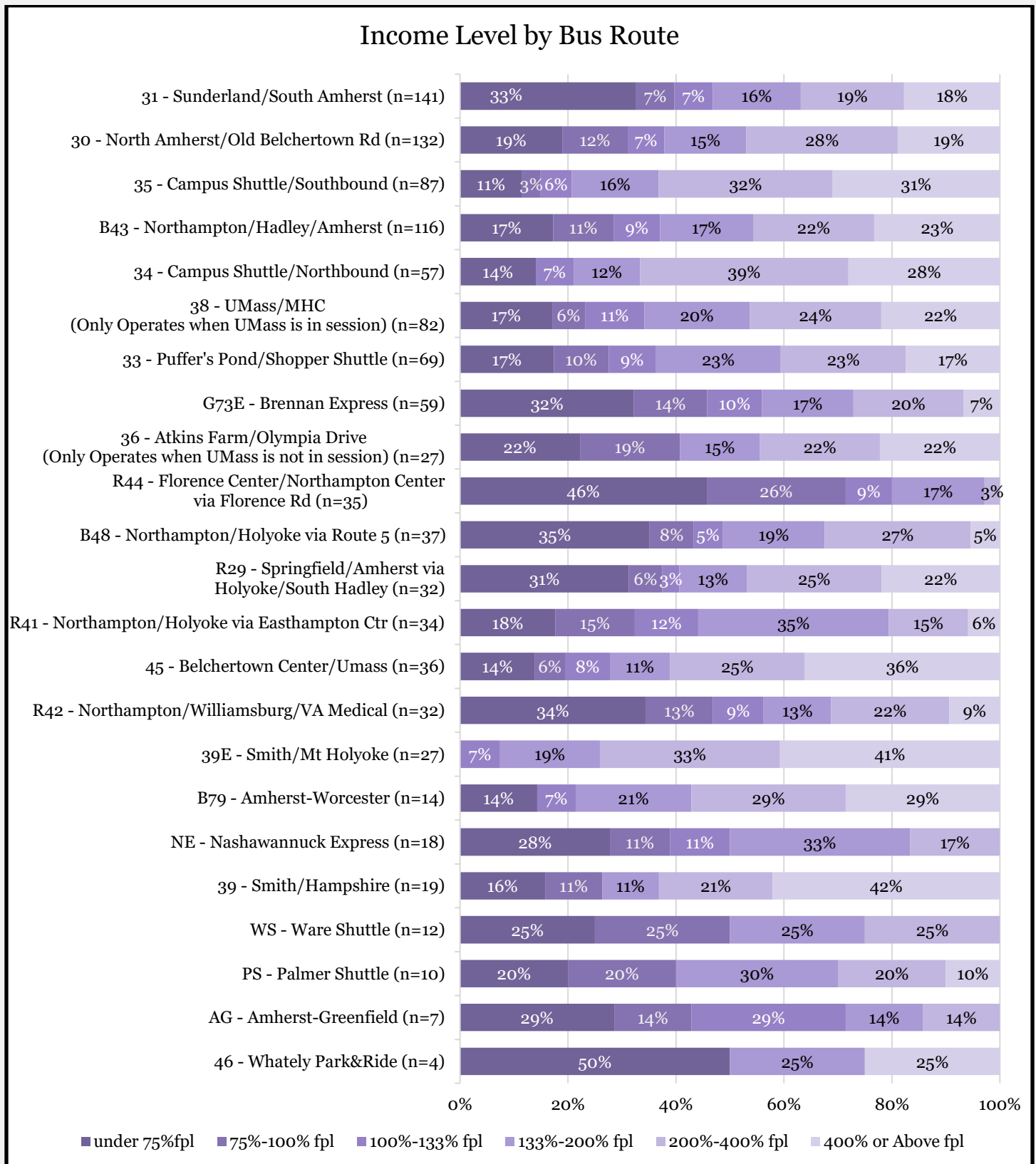


How long did it take you to get to the first bus stop by first bus route⁶

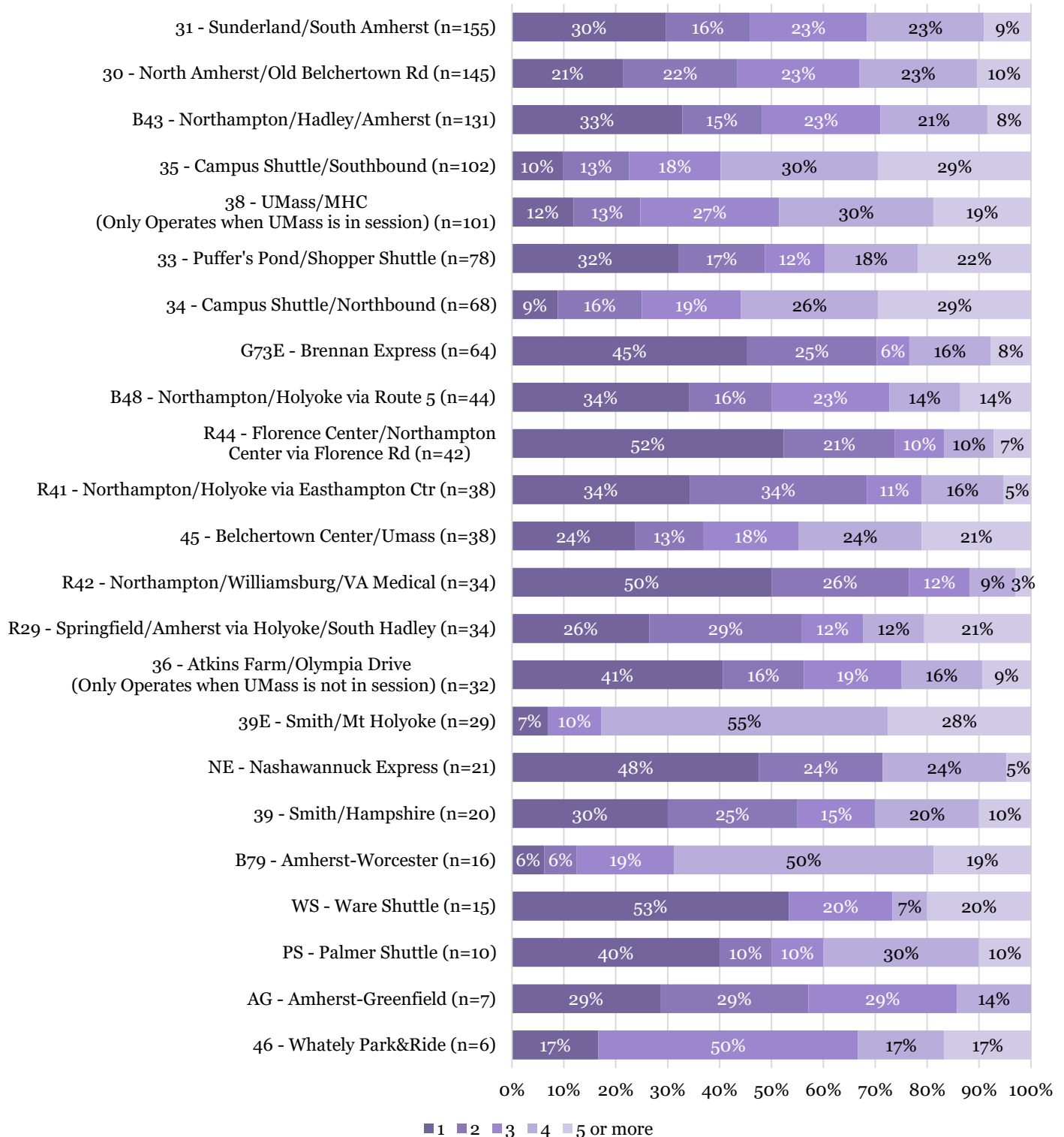
How long did it take you to get to the first bus stop by first bus route



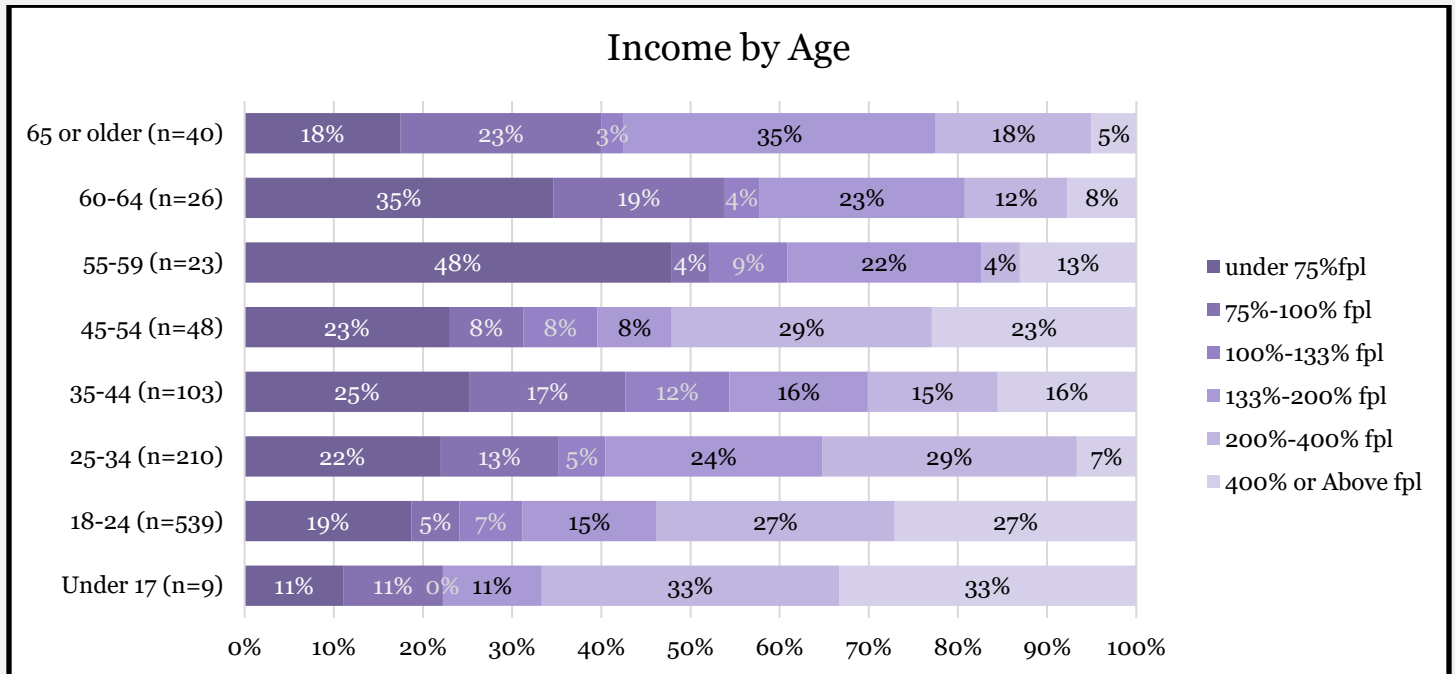
Income Level by Bus Route⁶



Household size by Bus route

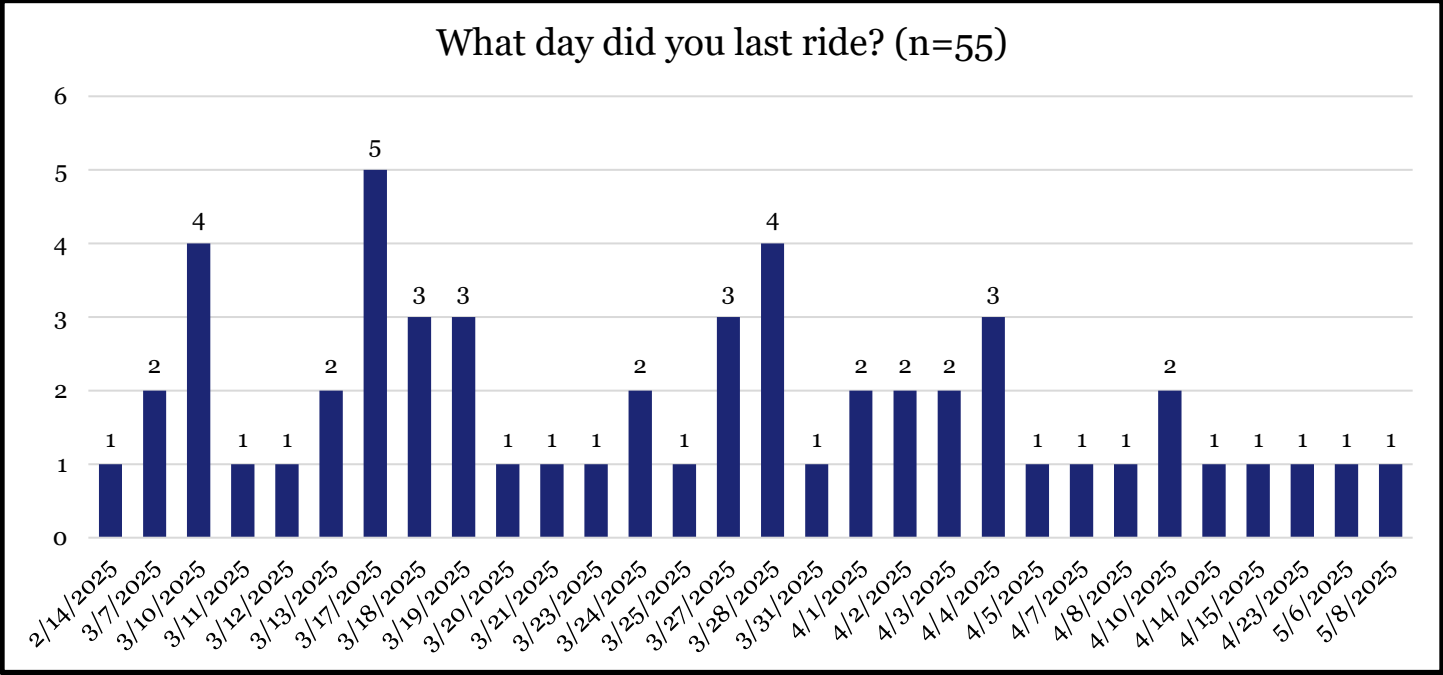


Income by Age⁶



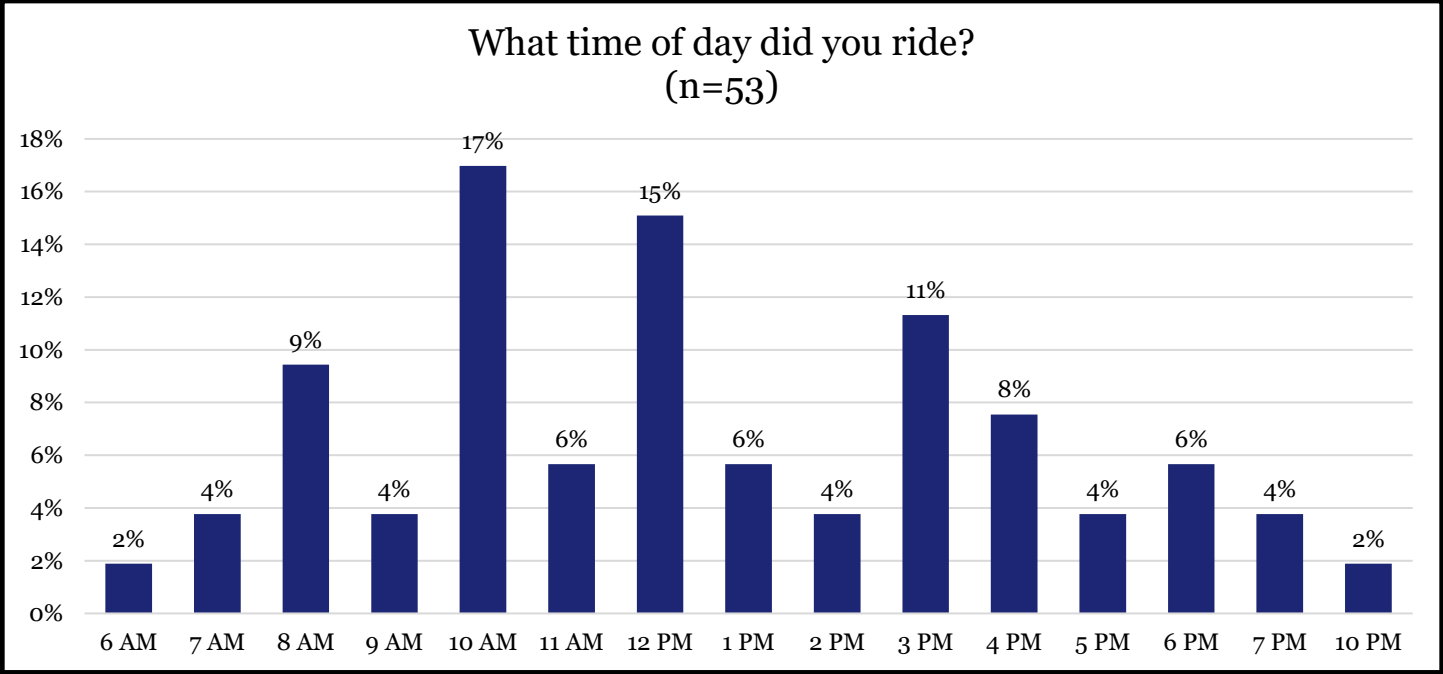
Appendix B: Methodology based results

What day did you last ride? (n=55)¹



For those taking the survey on their own, not currently on the bus, PVTA asked “What day did you last ride?” These are the results.

What time of day did you ride? (n=53)¹



Also, as part of this methodology, we requested those who were not currently riding to answer “What time of day did you ride?”

Appendix C: Paper Survey Form

{ } 30 { } 33 { } 35 { } 38 { } 39 { } 46 { } B48 { } G73E { } R41 { } R44 { } Palmer { } NE
{ } 31 { } 34 { } 36 { } 39E { } 45 { } B43 { } B79 { } R29 { } R42 { } AG { } Ware { }

2025 PVTA Northern System Customer Survey

1. Your Trip Diary: Please record your one-way trip as best as possible considering these aspects of your trip. Be specific to the nearest cross-streets, building name or block.

Where did you start your trip?  _____

Circle how you got from your starting point to the first bus stop

Walking  Bicycle  Train 
Uber/Lyft  Own Car  Car Pool 

How long did it take you to get to the bus stop from your starting point? _____ Minutes 

Which bus route?  _____

If you transferred this trip, which bus route?  _____

If you transferred this trip, which bus route?  _____

Circle how you will get from the bus stop to your destination

Walking  Bicycle  Train 
Uber/Lyft  Own Car  Car Pool 

Where will you end your trip?  _____

How long did it take you to get to your destination from the bus stop? _____ Minutes 

2. What is the purpose of today's trip? (Check all that apply)

☐ Work ☐ Medical ☐ School (Grades K-12) ☐ Other: _____

☐ Shopping ☐ Social/Recreation ☐ College/University

3. How often do you ride the bus?

☐ 5 or more days a week ☐ Once or twice a week ☐ Less than once a month

☐ 3 to 4 days a week ☐ Once or twice a month ☐ First time riding

4. How do you currently get to places which are not served by PVTA fixed route buses? (Check all that apply)

☐ Drive my own car ☐ Bike ☐ PVTA Dial A Ride/ADA Vans ☐ Do not make those trips

☐ Borrow a car ☐ Walk ☐ Complete my task online ☐ Other (please specify): _____

☐ Ride from Family/Friend ☐ Uber/Lyft/Taxi

5. How do you plan your PVTA trips? (Check all that apply)

☐ I use a paper schedule ☐ I use the TRANSIT App ☐ I wait at the bus stop

☐ I use GoogleMaps ☐ I view a Departure Board ☐ Other (please specify): _____

6. What are the top (3) three reasons you ride the bus? (Please rank your choices 1, 2, and 3)

☐ PVTA near my home (or starting point) and destination ☐ Not able to drive ☐ No car available ☐ Less pollution

☐ PVTA was my only option ☐ Didn't want to drive ☐ Mobility assistance ☐ Saves time ☐ Less cost

7. Would you ride PVTA more if any of the following were true? (Check all that apply)

☐ I already use PVTA for most trip purposes ☐ If I felt safer at the bus stop

☐ If PVTA service was more frequent ☐ If I felt safer onboard the bus

☐ If PVTA service was faster ☐ If PVTA Customer Service were more courteous

☐ If service arrived as scheduled ☐ If my need to travel increases

☐ If the Transit App was more accurate ☐ If my new home, work or school were closer to PVTA

☐ If PVTA went more places ☐ If I knew I could make my train

☐ If schedules were easier-to-read ☐ Other: _____

8. When would you like to see more service? (Check all that apply) None of the following ☐

	Weekday	Saturday	Sunday		Weekday	Saturday	Sunday
7 AM—12 PM	☐	☐	☐	7 PM—2 AM	☐	☐	☐
12 PM—7 PM	☐	☐	☐	2 AM—7 AM	☐	☐	☐

9. How satisfied are you with safety?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
A. Safety at the bus stop	☐	☐	☐	☐	☐
B. Safety onboard the bus	☐	☐	☐	☐	☐
C. Driver Enforcement of rules	☐	☐	☐	☐	☐

Survey# _____

10. How satisfied are you with PVRTA service?					
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
D. Cleanliness of the buses	()	()	()	()	()
E. Service where I desire	()	()	()	()	()
F. Driver general conduct	()	()	()	()	()
G. Total travel time	()	()	()	()	()
H. Frequency of PVRTA buses	()	()	()	()	()
I. On-time performance of the buses	()	()	()	()	()
J. PVRTA Customer Service	()	()	()	()	()
If Dissatisfied or Very Dissatisfied, please comment: _____					

11. Where do you prefer to receive service updates and notifications? ☐ Email Notifications ☐ Social media announcements (X, TikTok, Threads) ☐ Online Groups (Facebook, Reddit Blogs, Discord) ☐ PVRTA Website ☐ Transit App / Bus Plus+ App ☐ Other: _____	12. When is the best time for a meeting? ☐ 6 AM - 8 AM ☐ 8 AM - 11 AM ☐ 11 AM - 3 PM ☐ 3 PM - 7 PM ☐ 7 PM - 10 PM
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13. What is the best place for a public meeting? ☐ Webinar (Zoom, Microsoft TEAMS) ☐ Bus Stations ☐ City Hall ☐ Agencies (Senior Centers) ☐ As part of another regular community meeting ☐ Other: _____	14. Why haven't you attended PVRTA meetings or hearings? ☐ Held at a time of day when I can't attend ☐ Takes too much time ☐ Location is too far away or hard to get to ☐ The meeting room/building is not accessible to my mobility device ☐ Everything is in English, and they don't have translation ☐ Other: _____
--	---

15. Where else do you wish you could get by transit? _____, City/Town _____	
16. Do you have any additional comment you would like to make? _____	

17. Do you own or have access to a smartphone? ☐ Yes ☐ No
18. Have you heard of these apps? (Check all that apply) ☐ BusPlus ☐ TransitApp ☐ Neither

19. Which of the following best describes your situation? (Please choose (1) one)			
☐ College Student	☐ Homemaker	☐ Looking for Work	☐ Other: _____
☐ Working Part-Time	☐ Medically Unable to Work	☐ Not Looking for Work	
☐ Working Full-Time	☐ Student (Grade K-12)	☐ Retired	

20. How old are you? ☐ Under 17 ☐ 35-44 ☐ 60-64 ☐ 18-24 ☐ 45-54 ☐ 65 or older ☐ 25-34 ☐ 55-59	21. How do you identify ☐ Female ☐ Prefer not to say ☐ Male ☐ Other: _____ ☐ Non-Binary/Third Gender
---	---

23. What is your race and/or ethnicity? (Check all that apply) ☐ White ☐ American Indian or Alaskan Native ☐ Asian (Includes Southern Asian/Pakistani/Indian) ☐ Black or African American ☐ Hispanic or Latino ☐ Middle Eastern or North African ☐ Native Hawaiian or Other Pacific Islander ☐ Another race: _____	24. What languages do you speak at home? (Check all that apply) ☐ English ☐ Nepali [नेपाली] ☐ Spanish [español] ☐ Russian [Русский] ☐ Mandarin [官话] ☐ Vietnamese [tiếng Việt] ☐ Polish [polski] ☐ Another language: _____ ☐ Portuguese [português]
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25. How many vehicles does your family/household own? ☐ 0 ☐ 1 ☐ 2 or More
--

27. How many people are in your family/household? (Please include your parent(s)/guardian(s) if supported in college) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ More than 5: _____
--

28. What is the total income of all members within your household (including you)? (Please choose (1) one) ☐ Under \$11,499 ☐ \$20,500 - \$25,999 ☐ \$36,500 - \$49,999 ☐ \$11,500 - \$14,999 ☐ \$26,000 - \$30,999 ☐ \$50,000 - \$69,999 ☐ \$15,000 - \$20,499 ☐ \$31,000 - \$36,499 ☐ More than \$69,999	26. How often do you have access to a vehicle? ☐ All of the time ☐ Some of the time ☐ Never
---	--

2025 PVTA Encuesta a Clientes

1. Diario de Viaje: Por favor registre su viaje de ida lo mejor posible considerando estos aspectos de su viaje. Por favor sea específico respecto a las calles transversales, nombre del edificio o cuadra más cercana.

¿dónde empezó su viaje?  Ciudad _____

Círculo cómo llegaste a su primera parada de autobús.
Caminando  Bici  Tren 
Uber/Lyft  Propio Coche  Coche Compartido 

¿cuánto tiempo le tomó viajar hasta la parada de autobús? _____ Minutos 

¿Qué ruta de autobús?  Ruta de Autobús 1 _____

Viaje incluyó un traslado, ¿Qué ruta de autobús?  Ruta de Autobús 2 _____

Viaje incluyó un traslado, ¿Qué ruta de autobús?  Ruta de Autobús 3 _____

Círculo cómo llegará a su destino
Caminando  Bici  Tren 
Uber/Lyft  Propio Coche  Coche Compartido 

¿dónde termina su viaje?  Destino _____ Ciudad _____

¿cuánto tiempo tardará en llegar a su destino desde la parada de autobús? _____ Minutos 

2. ¿Cuál es el propósito de su viaje hoy? (Marque todo lo que corresponda)

- () Trabajo () Médico () Escuela (Grados K-12) () Otro: _____
() Compras () Social/Recreación () Universidad

3. ¿Con qué frecuencia viaja en el autobús?

- () 5 o más días por semana () Una o dos veces por semana () Menos de una vez al mes
() 3 o 4 días por semana () Una o dos veces por mes () Primera vez montando

4. ¿Cómo usted llega actualmente a los lugares que no son servidos por las rutas fijas PVTA? (Marque todo lo que corresponda)

- () Conduzco mi propio auto () Bici  () PVTA Dial A Ride/ADA Vans () No hago esos viajes
() Me prestan un auto () Caminar () Completo las tareas en línea () Otro (especifica, por favor): _____
() Viaje de pariente/amigo () Uber/Lyft/Taxi

5. ¿Cómo planificas tus viajes en PVTA? (Marque todo lo que corresponda)

- () Utilizo un horario en papel () Utilizo TRANSIT App () Espero en la parada
() Utilizo GoogleMaps () Miro un tablero de salida () Otro (especifica, por favor): _____

6. ¿Cuáles son las tres (3) razones principales por las que viajas en autobús? (Por favor, clasifique sus elecciones 1, 2, y 3)

- () PVTA está cerca de mi casa (o punto de partida) y destino () No puedo conducir () No tengo carro () Menos contaminación
() PVTA era mi única opción () No quería conducir () Asistencia movilidad () Ahorra tiempo () Cuesta menos

7. ¿Viajaría más a menudo en PVTA si lo siguiente fuera cierto? (Marque todo lo que corresponda)

- () Ya utilizo PVTA para la mayoría de los viajes () Si me sintiera más seguro en la parada del autobús
() Si el servicio de PVTA fuera más frecuente () Si me sintiera más seguro a bordo del autobús
() Si el servicio de PVTA fuera más rápido () Si el servicio al cliente de PVTA fuera más cortés
() Si los autobuses llegaran según el horario () Si mi necesidad de viajar aumenta
() Si la Transit App brindara información más precisa () Si mi casa, trabajo o escuela estuvieran más cerca de las rutas de PVTA
() Si los autobuses me llevaran a más lugares () Si supiera que puedo llegar al tren a tiempo
() Si los horarios fueran más fáciles de leer () Otro: _____

8. ¿Cuándo le gustaría ver más servicio? (Marque todo lo que corresponda)

Ninguno de los siguientes ()

	día laborable	Sabado	Domingo		día laborable	Sabado	Domingo
5 AM—7 AM	()	()	()	7 PM—12 AM	()	()	()
7 AM—7 PM	()	()	()	12 AM—5 AM	()	()	()

9. ¿Qué tan satisfecho está con la seguridad?

	Muy Insatisfecho	Insatisfecho	Neutral	Satisfecho	Muy Satisfecho
A. Seguro a la parada de autobús	()	()	()	()	()
B. Seguro en el autobús	()	()	()	()	()
C. Aplicación de las políticas por parte del conductor	()	()	()	()	()

Survey# _____

10. ¿Qué tan satisfecho está con el servicio PVTA?					
	Muy Insatisfecho	Insatisfecho	Neutral	Satisfecho	Muy Satisfecho
D. Limpieza de los autobuses	☐	☐	☐	☐	☐
E. Servicio donde deseo	☐	☐	☐	☐	☐
F. La conducta del conductor del autobús	☐	☐	☐	☐	☐
G. Duración total del viaje	☐	☐	☐	☐	☐
H. Frecuencia de los autobuses PVTA	☐	☐	☐	☐	☐
I. El rendimiento puntual de los autobuses	☐	☐	☐	☐	☐
J. Servicio al cliente de PVTA	☐	☐	☐	☐	☐
si está insatisfecho o muy insatisfecho, por favor comente: _____					

11. ¿Dónde prefiere recibir actualizaciones y notificaciones del servicio? ☐ Notificación por el E-mail ☐ Publicidad en redes sociales (X, TikTok, Threads) ☐ Grupos en línea (Facebook, Reddit Blogs, Discord) ☐ El sitio web de PVTA ☐ Transit App / Bus Plus+ App ☐ Otro (específica, por favor): _____	12. ¿Cuándo es el mejor momento para una reunión? ☐ 6 AM - 8 AM ☐ 8 AM - 11 AM ☐ 11 AM - 2 PM ☐ 2 PM - 4 PM ☐ 4 PM - 6 PM ☐ 6 PM - 8 PM ☐ 8 PM - 10 PM
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13. ¿Cuál es el mejor lugar para una reunión pública? ☐ Seminario web (Zoom, Microsoft TEAMS) ☐ Estación de autobuses ☐ Ayuntamiento ☐ Edificios de agencias (Centros para personas mayores) ☐ como parte de otra reunión comunitaria regular ☐ Otro: _____	14. ¿Por qué no has asistido a las reuniones o audiencias de la PVTA? ☐ Se celebra en un momento del día en el que no puedo asistir. ☐ Toma demasiado tiempo ☐ La ubicación está demasiado lejos o es difícil llegar a ella ☐ La sala/edificio de reuniones no es accesible para mi dispositivo de movilidad ☐ Todo está en inglés y no tienen traducción ☐ Otro: _____
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15. ¿A dónde más le desearía poder llegar en tránsito? _____, Pueblo/Ciudad _____	
16. ¿Tiene algún comentario adicional? _____	

17. ¿Es usted dueño de un teléfono inteligente o tiene acceso a uno? ☐ Sí ☐ No	
18. ¿Has oído hablar de estas aplicaciones? (Marque todas las que apliquen) ☐ BusPlus ☐ TransitApp ☐ Ninguna opción	

19. ¿Cuál de las siguientes opciones describe mejor su situación? (Seleccione (1) uno, por favor)			
☐ Estudiante universitario	☐ Encargado del hogar	☐ Estudiante (Grados K-12)	☐ Jubilando
☐ Empleado media jornada	☐ Médicamente incapaz de trabajar	☐ Buscando trabajo	☐ Otro: _____
☐ Empleado jornada completa	☐ No buscando trabajo		

20. ¿Cuántos años tiene usted? ☐ Bajo de 17 ☐ 35-44 ☐ 60-64 ☐ 18-24 ☐ 45-54 ☐ 65 o mayor ☐ 25-34 ☐ 55-59	21. ¿Cómo se identifica? ☐ Femenino ☐ No-Binario/Tercer género ☐ Masculino ☐ Otro: _____ ☐ No-Binario/Tercer género
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23. ¿Cuál es su raza? (Marque todas las que apliquen) ☐ Blanca ☐ American Indian or Alaskan Native ☐ Asiática (incluye el sur de Asia, Pakistán y la India) ☐ Negra or afroamericana ☐ Hispano o Latino ☐ Oriente Medio o el Norte de África ☐ Nativos Hawaianos u Otras Islas del Pacífico ☐ Otra Raza: _____	24. ¿Qué idiomas habláis en casa? (Marque todas las que apliquen) ☐ Inglés ☐ Nepali [नेपाली] ☐ Español [español] ☐ Ruso [Русский] ☐ Mandarín [官话] ☐ Vietnamita [tiếng Việt] ☐ Polaco [polski] ☐ Otro lenguaje: _____ ☐ Portugués [português] _____
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25. ¿Cuántos vehículos posee su familia/hogar? ☐ 0 ☐ 1 ☐ 2 o más	
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27. ¿Cuántas personas hay en su familiar/hogar? (Incluya a sus padres/guardianes si te apoyan en la Universidad) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ Más de 5: _____	
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28. ¿Cuál es el ingreso total de todos los miembros dentro de su familiar/hogar (incluyendo a usted)? (Seleccione (1) uno) ☐ Menos de \$11,499 ☐ \$20,500 - \$25,999 ☐ \$36,500 - \$49,999 ☐ \$11,500 - \$14,999 ☐ \$26,000 - \$30,999 ☐ \$50,000 - \$69,999 ☐ \$15,000 - \$20,499 ☐ \$31,000 - \$36,499 ☐ Más de \$69,999	26. ¿Con qué frecuencia tienes un vehículo disponible? ☐ Todo el tiempo ☐ Alguna de tiempo ☐ Nunca
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