



# 2019 Fixed Route Rider Survey

## Final Report

Prepared by Data Centric Services

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## Contents

Executive Summary .....	5
Summary of STS Service .....	11
Facilities .....	11
Vehicles .....	11
Routes .....	12
Fares .....	13
Customer Service .....	13
Connections to Other Systems.....	13
Recent / Planned Projects and Route Changes .....	13
Survey Implementation .....	15
Previous Surveys .....	15
Survey Questions.....	15
Sample Size and Other Statistical Considerations.....	15
Survey Distribution .....	16
Survey Processing and Analysis.....	17
Distribution of Survey Results .....	18
Results .....	19
Missing Data.....	19
Rider Satisfaction .....	21
Overall Satisfaction (Question 1a) .....	22
Rating Performance Measures (Questions 1b – 1f).....	23
Likelihood to Continue Using the Service (Question 9) .....	27
Likelihood to Recommend the Service to Others (Question 10).....	28
Open-Ended Feedback.....	29
Rider Characteristics .....	31
Home Zip Code (Question 5) .....	32
Gender (Question 6) .....	33
Age (Question 7) .....	34
Employment Status (Question 8).....	35
Alternate Transportation (Question 13).....	36

Internet Access (Question 14) .....	37
Smart Phone Ownership (Question 15) .....	38
Use of Social Media (Question 16) .....	39
Service Usage Characteristics .....	41
Primary Use of Bus (Question 2) .....	42
Usage Frequency (Question 3) .....	43
How Long Riding the Bus (Question 4) .....	44
Getting from Origin to Bus (Question 11) .....	45
Getting from Bus to Destination (Question 12) .....	46
Conclusion and Recommendations .....	47
References .....	49
Appendix A – Example of Paper and Electronic Surveys .....	51

## Executive Summary

Schuylkill Transportation System (STS) surveyed the riders of their fixed route bus service over the period October 14, 2019 to October 21, 2019. The survey is based on a standard survey developed by the Pennsylvania Department of Transportation (PennDOT) and consists of 15 questions. The first question is a multipart question which asked respondents to rate overall satisfaction with STS's service and the agency's performance in 19 areas. STS included 1 custom question on their survey to assess rider usage of social media. In preparation for the survey, Data Centric Services (DCS) worked with STS to establish the survey collection targets for each route and to develop an implementation plan designed to ensure the targets were achieved. STS staff distributed the survey to riders and returned the completed surveys to DCS for processing and analysis. A summary of the results is provided here.

A total of 308 completed surveys were collected. Based on the results of the survey, the total number of unique STS riders is estimated to be between 500 and 1,100 and the margin of error is less than 4.7%, meaning that the survey results reflect the complete population of riders to within  $\pm 4.7\%$ . In addition to evaluating the results of the survey, a trend analysis was performed by comparing STS's 2017 and 2019 survey results.

For the purposes of analysis, the questions were divided into three categories: rider satisfaction, rider characteristics and patterns in service usage. In cases where a question could fit into multiple categories, it was included in the category deemed to be the best fit.

### Rider Satisfaction

The results of the rider satisfaction questions are summarized in Table 1.

Question / Topic		Results
<b>Overall Satisfaction</b>	Very Satisfied (72%) Satisfied (26%) Dissatisfied (1%)	Very Dissatisfied (1%) Not Applicable (0.3%)
<b>Satisfaction with Performance Measures (Scale from 1 – 5)</b>	Safe and competent drivers (4.75) Driver courtesy and friendliness (4.73) Helpfulness of employees (4.70) Bus fares (4.68) Availability of seats on the bus (4.67) Cleanliness inside the bus (4.64) Comfortable temperature on bus (4.61) Personal safety on buses/at stops (4.61) Comfortable bus seats (4.59) On time arrivals and departures (4.57)	Park-and-ride lots (4.54) Telephone customer service (4.51) Bus schedule easy to understand (4.51) Bus schedule availability (4.50) Website - easy to navigate (4.47) Frequency of weekday service (4.45) Bus stop maintenance (4.41) Comfort at bus stops (4.20) Frequency of weekend service (3.89)
<b>Likelihood to continue using the service</b>	Definitely (79%) Likely (19%) Unsure (2%)	Not Likely (0.3%) Definitely Not (0%)
<b>Likelihood to recommend the service to others</b>	Definitely (78%) Likely (20%) Unsure (2%)	Not Likely (0%) Definitely Not (0.3%)

Table 1 – Satisfaction Results

A total of 139 (45%) riders who responded to the survey took the time to provide some open-ended feedback. Many respondents offered favorable feedback while some requested service improvements or expressed concerns with the service. The themes raised most frequently are listed below:

- Favorable Feedback
  - Fifty (50) respondents complimented STS's service.
  - Forty-five (45) respondents complimented the drivers and other staff.
- Requested Service Improvements / Concerns
  - Twenty-five (25) respondents expressed a need for weekend service.
  - Nineteen (19) respondents expressed a need for later service.
  - Nine (9) respondents requested altered or new routes.
  - Seven (7) respondents requested more frequent service.
  - Five (5) respondents requesting service earlier in the day.

### Observations

An analysis of the satisfaction results resulted in the following observations:

- Riders are generally satisfied with the service STS provides. Ninety-eight percent (98%) of respondents indicated they were either "very satisfied" or "satisfied" with STS's service.
- The percentage of respondents who indicated they were "very satisfied" with the service increased by nearly 4% since 2017.
- The percentage of respondents who said they would definitely continue using the service increased by more than 5% since 2017.
- Eighteen (18) of the 19 performance measures received an average rating above 4 on a scale from 1 ("very dissatisfied") to 5 ("very satisfied") and the overall average rating across all 19 measures was 4.53.
- The top three rated performance measures were related to STS's drivers and other staff.
- The performance measures with the lowest ratings relate to the frequency of service and bus stop maintenance and comfort.
- The performance measures which showed the most significant increases in average rating between 2017 and 2019 were "comfortable temperature on bus" (+0.12) and "bus fares" (+0.12).
- The performance measures which showed the most significant declines in average rating between 2017 and 2019 were "frequency of weekend service" (-0.27), "comfort at bus stops" (-0.17) and "frequency of weekday service" (-0.10).
- The overall average rating across all 19 performance measures was almost unchanged since 2017 (4.54 → 4.53).

## Rider Characteristics

The second category of questions examined rider characteristics. The results of these questions are summarized below in Table 2.

Question / Topic	Results	
<b>Home Zip Code</b>	17901 (33%)	17948 (3%)
	17976 (18%)	17970 (3%)
	17954 (16%)	17959 (2%)
	17972 (11%)	18252 (1%)
	17931 (6%)	Other (5%)
	17921 (3%)	
<b>Gender</b>	Female (58%)	Male (42%)
<b>Age</b>	15 and under (0.3%)	41 to 60 (32%)
	16 to 24 (8%)	61 to 64 (8%)
	25 to 40 (35%)	65 and older (16%)
<b>Employment Status</b>	Employed (43%)	Student (4%)
	Retired (20%)	Other (15%)
	Not employed (19%)	
<b>Alternate Transportation</b>	Yes (33%)	No (67%)
<b>Internet Access</b>	Yes (80%)	No (20%)
<b>Smart Phone Ownership</b>	Yes (75%)	No (25%)
<b>Use of Social Media</b>	Facebook (75%)	Twitter (11%)
	YouTube (51%)	Don't Use Any (21%)
	Instagram (25%)	

Table 2 – Rider Characteristics

## Observations

An analysis of the rider profile data resulted in the following observations:

- The percentage of female respondents has decreased by about 2% since 2017 (60% → 58%).
- Forty-three percent (43%) of the respondents indicated they were employed, up 10% since 2017, and 4% indicated they were students, down 9% since 2017.
- Respondents between the ages of 16 and 24 decreased by 8% since 2017 (16% → 8%) while those between 25 and 40 increased by 10% (25% → 35%).
- The percentage of respondents who have access to the Internet increased by 9% since 2017 (71% → 80%).
- Similarly, smart phone ownership among respondents increased by 10% since 2017 (65% → 75%).
- Three quarters of the respondents use Facebook and more than half (51%) use YouTube.

## Service Usage

The third category of questions sought to characterize service usage patterns. The results of these questions are summarized below in Table 3.

Usage Characteristic	Results	
<b>Primary Use of Bus</b>	Social / recreational (27%)	Work (23%)
	Shopping (25%)	Higher Education (1%)
	Medical/Dental (24%)	School K-12 (0%)
<b>Usage Frequency</b>	6 - 7 days a week (15%)	1 - 3 times a month (18%)
	5 days a week (18%)	Less than once a month (4%)
	2 - 4 days a week (35%)	First time riding (0.6%)
	Once a week (10%)	
<b>How Long Riding the Bus</b>	More than 3 years (60%)	1 month - 1 year (12%)
	1 - 3 years (24%)	Less than 1 month (4%)
<b>Getting from Origin to Bus</b>	Walk (93%)	Drive and park (1%)
	Dropped off (2%)	Bike (1%)
	Ride with someone (1%)	Other (3%)
<b>Getting from Bus to Destination</b>	Walk (91%)	Ride with someone (1%)
	Picked up (3%)	Bike (1%)
	Drive in a vehicle (1%)	Other (2%)

Table 3 – Service Usage Summary

## Observations

An analysis of the service usage results led to the following observations:

- A comparison of the 2017 and 2019 survey results suggest some significant shifts in the primary reasons riders use the bus. The percentage who said they use the bus primarily for “social / recreational” purposes was up (19% → 27%) as was the percentage who reported using the service primarily for “medical / dental” reasons (15% → 24%). Conversely, the percentage who said they use the service primarily for shopping was down (32% → 25%) as was the percentage who reported using the service primarily for “higher education” (7% → 1%).
- The percentage of respondents who indicated they have used the service for more than 3 years increased by 9% since 2017 (51% → 60%).
- The percentage of respondents who walk to the bus stop has increased by 6% since 2017 (87% → 93%). Similarly, the percentage who walk from the bus to their destination increased by 6% (85% → 91%).

## Recommendations

Based on the results of the survey, some recommendations were developed. A summary of these recommendations is provided here for STS’s consideration:

- Further evaluate the demand for increased frequency of service, especially on weekends. If justified, explore options to address at least a portion of this need.
- Consider expanding hours of service on select routes, especially extended evening hours.



- Assess bus stops for needed maintenance and potential enhancements to increase rider comfort. If significant deficiencies are found or needed stop amenities are identified, evaluate cost effective options for making improvements especially at stops which serve a high number of riders.
- Examine the need for extending the STS service area to include additional locations of interest. If warranted, consider providing limited service to currently unserved towns / locations of most interest to riders.
- Read though the open-ended comments provided by the respondents.
- Publicize the survey findings along with any actions which STS is planning in response to the survey.
- Look for ways to acknowledge drivers and other staff for positive feedback they received on the survey.

Additional details on the recommendations are provided in the Conclusions and Recommendations section at the end of this report.



## Summary of STS Service

STS operates both fixed route and paratransit services in Schuylkill County Pennsylvania. Schuylkill County is in the eastern region of the state, has an area of 783 square miles and a population of 148,289 (US Census, 2010). The service area includes Ashland, Frackville, Mahanoy City, McAdoo, Minersville, Pottsville, Schuylkill Haven, Shenandoah and Tamaqua. In fiscal year 2018-2019, STS reported a total fixed route ridership of 189,211 (PennDOT, 2020).

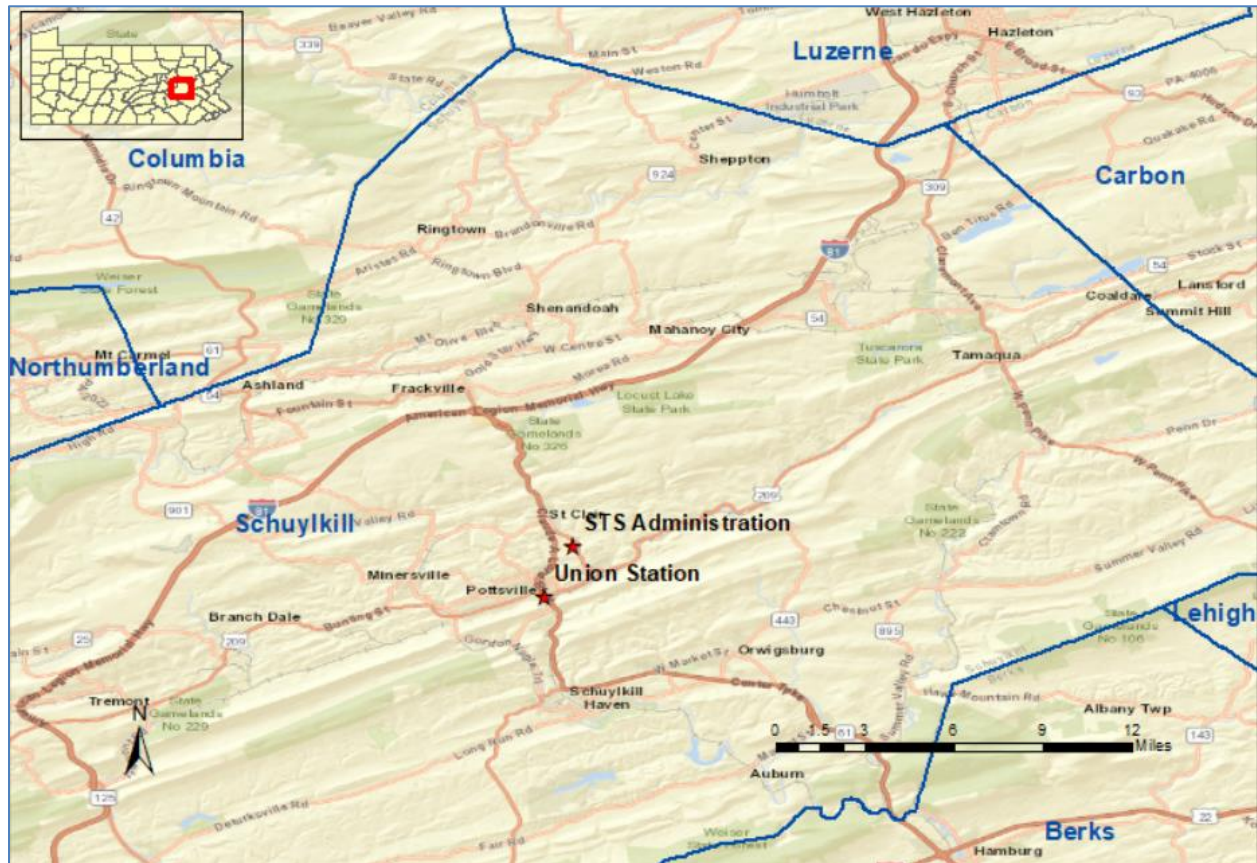


Figure 1– STS’s Service Area

## Facilities

- STS Headquarters, 252 Industrial Park Road, Saint Clair, PA 17970
- Union Station (Terminal), 300 S. Center St. Pottsville, PA 17901

## Vehicles

STS has 12 vehicles in its fixed route fleet (PennDOT, 2020) and performs most vehicle maintenance in house. Onboard technologies include:

- Avail Computer Aided Dispatch / Automatic Vehicle Location (CAD / AVL)
- Smartcards Readers for fare payment
- REI and GE on-board vehicle surveillance

## Routes

STS operates fixed route service on 8-year-round routes and one seasonal route (see Table 4).

Route	Days	Start	Finish	Headway	Description
10	M-F	6:30 am	5:57 pm	2:00	Pottsville, Fairlane Village Mall, Saint Clair, Wal-Mart, Schuylkill Mall, Frackville, Shenandoah
14	Sa	9:00 am	3:47 pm	2:00	Pottsville, Palo Alto, Port Carbon, Mill Creek, St. Clair
20	M-F Sa	7:00 am 10:00 am	5:47 pm 4:40 pm	1:00	Pottsville, Marlin, Kings Village Plaza, Minersville
30	M-F Sa	7:00 am 9:00 am	5:40 pm 4:35 pm	1:00	Pottsville, Mt. Carbon, Cressona - Mall, Cressona, Schuylkill Haven, Penn State / Rosewood
40-45-46	M-F	8:00 am	5:36 pm	0:35	Pottsville, Middleport, Tamaqua, Coaldale, McAdoo
40	Sa	10:00 am	4:35 pm		Pottsville, Mechanicsville, Port Carbon, Cum-bola, New Philadelphia, Kaska, Middleport
47	W	9:30 am	3:00 pm		Hometown Auction (May - Sep)
51	M-F	8:22 am	5:10 pm	0:40	Shenandoah, Mahanoy City, Suffolk
52	M-F	9:00 am	3:00 pm	1:30	Shenandoah, Frackville, Ashland
10-51-52	Sa	8:00 am	4:53 pm		Fairlane Mall, Walmart, Ashland, Shenandoah, Mahanoy City
100	M-F	9:00 am	3:54 pm	0:45	Pottsville Loop

Table 4 – STS's Routes

## Fares

STS currently has a flat base fare of \$1.50 and offers a variety of discounted fares and passes (see Table 5). Riders can use cash, a smartcard or a pass to pay for their fare.

Fare / Pass	Cost
Base Fare	\$1.50
Transfers	Free as of Oct 1, 2019
Seniors	Free
Children 0-9 years	Free
Children 9-12 years	\$0.55
Ten Trip Pass	\$13.50
Penn State Schuylkill Pass (20 trips)	STS sells to PSU and PSU sells it to students

Table 5 – STS's Fares

## Customer Service

Customer service hours are 7:00 a.m. to 6:30 p.m. Monday through Friday and 7:00 a.m. to 5:00 p.m. on Saturday,

## Connections to Other Systems

STS provides connections to a number of other transit agencies (see Table 6).

Transit Agency	Connection Points
Hazleton Public Transit (HPT)	McAdoo
Lower Anthracite Transit System (LATS)	Ashland
Carbon County Community Transit (CCCT)	Hometown Walmart

Table 6 - Connections to Other Transit Systems

## Recent / Planned Projects and Route Changes

This section summarizes STS's recent and upcoming projects and route changes.

### Recent Projects / Route Changes

- Minor route changes (January 2018)
- Bus stop signs replaced or added as needed

### Planned Projects

- Route changes (November 2019)

- Planning for new facility
- Upgrading facility for CNG
- Addition of 9 CNG buses

## Survey Implementation

This section will provide an overview of the survey structure and the manner in which it was implemented.

### Previous Surveys

STS last conducted the PennDOT fixed route customer satisfaction survey in July 2017.

### Survey Questions

PennDOT's standard fixed route rider survey consists of 15 questions. The first question is a multipart question which asked respondents to rate overall satisfaction with STS's fixed route service and as well as satisfaction with the agency's performance in 19 distinct areas. The goal of using a uniform set of questions across the state is to ensure that the same measures are being assessed and that they are being evaluated in a consistent fashion.

In addition to the standard questions, STS included 1 additional question on the survey to assess rider use of social media.

The survey was made available to STS in both a paper and electronic format (see Appendix A). DCS also provided STS with both English and Spanish versions of the survey.

All questions on the survey were single select, multiple choice questions. The additional question added by STS was a multiselect, multiple choice question. At the end of the survey, respondents were given the opportunity to provide open-ended feedback on STS's fixed route service.

### Sample Size and Other Statistical Considerations

To assess characteristics about STS's complete population of riders, a subset of the population (i.e., a sample) was selected to participate in the survey. There is inherently some error in estimating population characteristics from the subset who participate in the survey. This error is characterized by two distinct but related statistical parameters. The first is the margin of error, also known as the confidence interval, and the second is the confidence level. The margin of error represents the maximum difference between the population mean and the sample mean that you would reasonably expect to see. The second statistical parameter which is used to describe the error is the confidence level. The confidence level represents the likelihood that the population mean and the sample mean differ by no more than the margin of error. The margin of error at a specific confidence level depends on a number of factors:

- **Sample Size**  
The margin of error is inversely proportional to the square root of the sample size and, consequently, as the sample size increases the margin of error decreases as one would expect.
- **Population Size**  
The margin of error is dependent on the size of the population being sampled although this dependence is negligible for large populations.
- **Proportion**  
The margin of error for a specific answer is dependent on the percentage of respondents who select that answer. Answers which are selected by a high percentage of respondents or a low percentage of respondents have a lower margin of error than answers which are more evenly split.

The margin of error can be calculated from the sample size and the size of the overall population being assessed. In this case, the sample size is 308 (i.e., the number of respondents who completed the survey) and the population is the number of unique riders who use STS's service. To estimate the number of unique STS's riders, the total ridership for fiscal year 2017-2018 (PennDOT, 2019) was divided by an estimate of the average number of trips an STS rider makes each year. The average number of annual trips made by a rider was in turn approximated from the responses to survey Question 3 (How often do you ride the bus?). Using this methodology, the total number of unique STS riders is estimated to be between 500 and 1,100. Based on the sample size and the estimate of the total population of riders, the margin of error is less than 4.7% at a 95% confidence level. This margin of error represents a worst-case scenario by assuming the maximum rider population (i.e., 1,100) and assuming answers are evenly split among respondents.

There are a few points worth noting:

1. In order to make the results of the survey more representative of the population, sample collection was stratified by route. The survey collection target for each route was calculated by proportionally allocating the target sample size according to the percent ridership attributable to that route. This is described in more detail later in this section.
2. The margin of error can be significantly different (generally higher) when examining a subpopulation of riders such as commuters or non-commuters. For subpopulations derived from STS's system-wide survey results, the sample size and the population size are both smaller than the sample size and population size for the entire population of riders.

## Survey Distribution

Paper surveys were distributed to riders over the period October 14, 2019 to October 21, 2019. The survey was given to willing passengers upon boarding if there was time for them to fully complete the survey before reaching their destination and if they had not previously taken the survey. Assistance was provided to the riders as needed. Over the course of the survey period, a total of 279 paper surveys and 29 electronic surveys were completed for a total of 308 surveys. No Spanish surveys were returned.

Table 7 presents the ridership percentages, survey collection target and actual number of surveys collected by route. Figure 2 presents a graphical comparison of the survey collection target for each route along with the actual number collected.

It should be noted that the ridership data obtained from STS did not always clearly align with the route designations which were marked on the surveys which were collected. Consequently, a few assumptions were made in an attempt to reconcile these data:

1. Ridership data were provided for Route 10-51-52 which is assumed to be the Saturday service to Ashland. No ridership data was provided for Route 52 which operates Monday through Friday. Consequently, the surveys which were marked "52" were assumed to be associated with the Saturday service to Ashland.
2. Ridership data was provided for Route 51 which operates Monday through Friday. The surveys which were marked "51" were assumed to be associated with Route 51.



3. Ridership data were provided for Route 40-45-46 which operates Monday through Friday. No Ridership data were provided for Route 40 which operates on Saturday. Consequently, the surveys which were marked “40”, “45” or “46” were grouped together and assumed to be associated with Route 40-45-46.

Route	% Ridership	Survey Target	Actual	Paper	Electronic
10	44.9%	135	135	120	15
20	24.3%	73	79	72	7
30	13.1%	39	43	41	2
40-45-46	5.8%	17	14	12	2
51	4.1%	12	12	12	0
100	3.6%	11	11	10	1
10-51-52	3.4%	10	11	10	1
14	0.8%	2	2	2	0
Not Sure			1	0	1
<b>Total:</b>	<b>100.0%</b>	<b>299</b>	<b>308</b>	<b>279</b>	<b>29</b>

Table 7 – Surveys Collected by Route (Target vs. Actual)

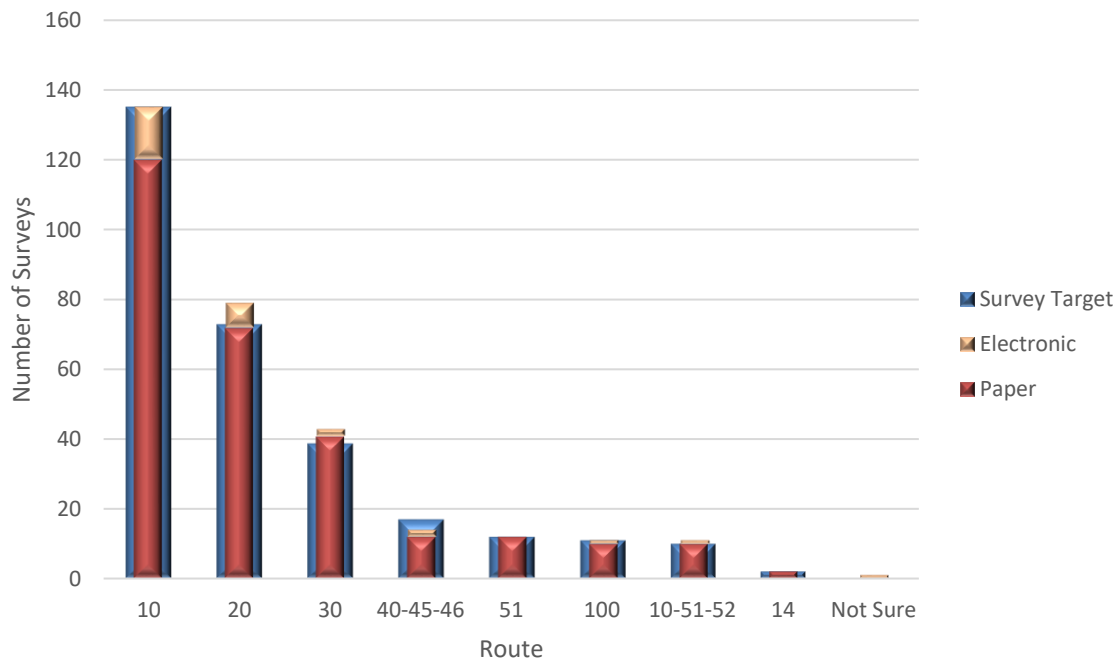


Figure 2 – Surveys Collected by Route (Target vs. Actual)

## Survey Processing and Analysis

The completed paper surveys were scanned and the results were combined with the completed electronic surveys. The combined data was then imported into the Survey Analysis Tool (SAT), a software system used to process and analyze the results. Specific functions of the SAT include:

- Filtering surveys based on the responses to one or more questions
- Directly viewing the PDF file for any of the filtered surveys
- Analyzing and comparing subpopulations (e.g. commuter vs. non-commuter, students vs. non-students etc.)
- Comparing current survey results to survey results from prior years

At the time of processing, all surveys were assigned a unique serial number.

Most questions on the survey presented respondents with a list of choices to choose from and requested that just a single answer be selected. On occasion, respondents selected multiple answers to these questions. In these instances, only the last response provided by the respondent was retained.

To facilitate analysis of the performance measures (i.e., Questions 1b – 1t), the textual ratings used to characterize satisfaction with each of the 19 performance measures were assigned a numeric score in accordance with Table 8.

Level of Satisfaction	Score
Very Satisfied	5
Satisfied	4
Dissatisfied	2
Very Dissatisfied	1
Not Applicable	-

**Table 8 - Numeric Scoring Equivalents for Satisfaction Ratings**

Whenever possible, a trend analysis was performed using the results from STS's 2017 and 2019 surveys.

## **Distribution of Survey Results**

Following the completion of the survey, an Excel workbook summarizing the results of the survey was provided to STS. Together with this final report, STS is also being provided with each completed survey in PDF format as well as a copy of the SAT.

## Results

This section of the report presents the results of the survey.

### Missing Data

The percentage of missing answers by question is shown in Table 9 and is also graphically depicted in Figure 3.

Question Number	Question	Percentage
1a	Overall satisfaction	0.6%
1b	On time arrivals and departures	1.0%
1c	Frequency of weekday service	1.9%
1d	Frequency of weekend service	1.9%
1e	Availability of seats on the bus	1.3%
1f	Comfortable bus seats	0.6%
1g	Comfortable temperature on bus	0.3%
1h	Comfort at bus stops	0.3%
1i	Cleanliness inside the bus	0.6%
1j	Bus fares	0.3%
1k	Driver courtesy and friendliness	0.6%
1l	Safe and competent drivers	0.0%
1m	Bus stop maintenance	0.6%
1n	Personal safety on buses/at stops	1.0%
1o	Helpfulness of employees	0.3%
1p	Park-and-ride lots	2.6%
1q	Telephone customer service	1.0%
1r	Bus schedule availability	0.6%
1s	Bus schedule - easy to understand	0.0%
1t	Website - easy to navigate	3.2%
2	What is the primary reason you use the bus?	0.3%
3	How often do you ride the bus?	0.0%
4	How long have you been using this transit service?	0.0%
5	What is your local zip code?	0.6%
6	What is your gender?	1.0%
7	What is your age group?	0.3%
8	What is your current employment status?	1.0%
9	Will you continue using this bus service?	1.3%
10	Would you recommend this bus service?	1.0%
11	How do you generally get to the bus stop?	1.0%
12	How will you generally get to your final destination once you get off the bus?	1.3%
13	Do you have alternate transportation?	1.6%
14	Can you access the Internet?	2.6%
15	Do you have a smart phone?	1.9%
16	Do you use any of the following social media?	4.5%

Table 9 – Missing Data by Question

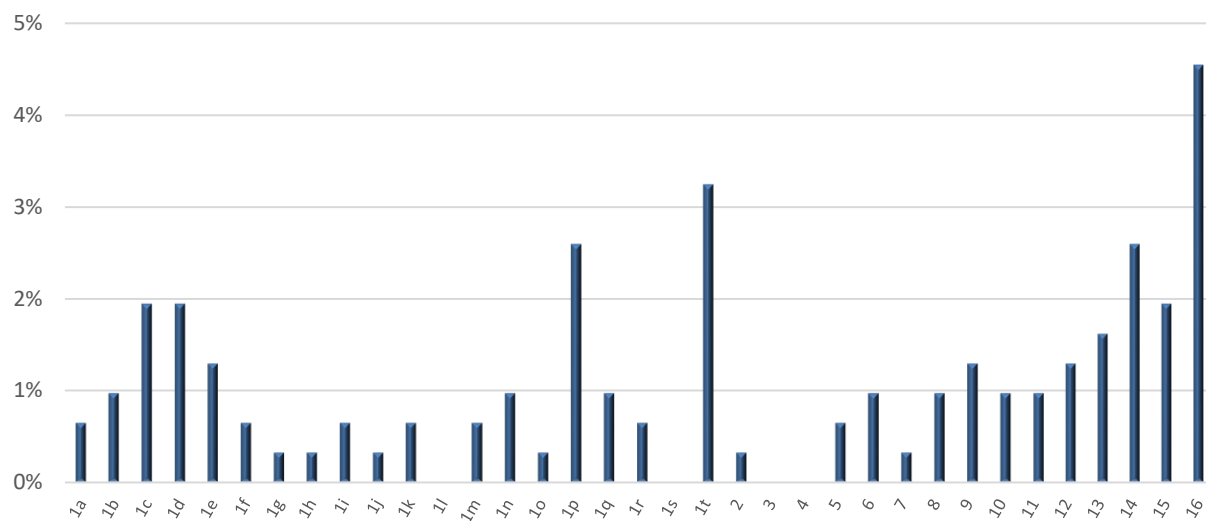


Figure 3 – Missing Data by Question

All questions had a greater than 95% response rate.

## Rider Satisfaction

This section assesses rider satisfaction with STS's service. The questions which assessed rider satisfaction are listed in Table 10. A summary of the open-ended feedback is also included in this section.

Question	Characteristic Assessed
<b>1a</b>	Overall Satisfaction
<b>1b-1t</b>	Satisfaction with Performance Measures
<b>9</b>	Likelihood to Continue Using the Service
<b>10</b>	Likelihood to Recommend the Service to Others

**Table 10 – Customer Satisfaction Survey Questions**

### Overall Satisfaction (Question 1a)

Question 1a asked riders to rate their overall satisfaction with STS's fixed route service. The results are shown in Figure 4. Ninety-eight percent (98%) of respondents indicated they were either "satisfied" or "very satisfied" with the service.

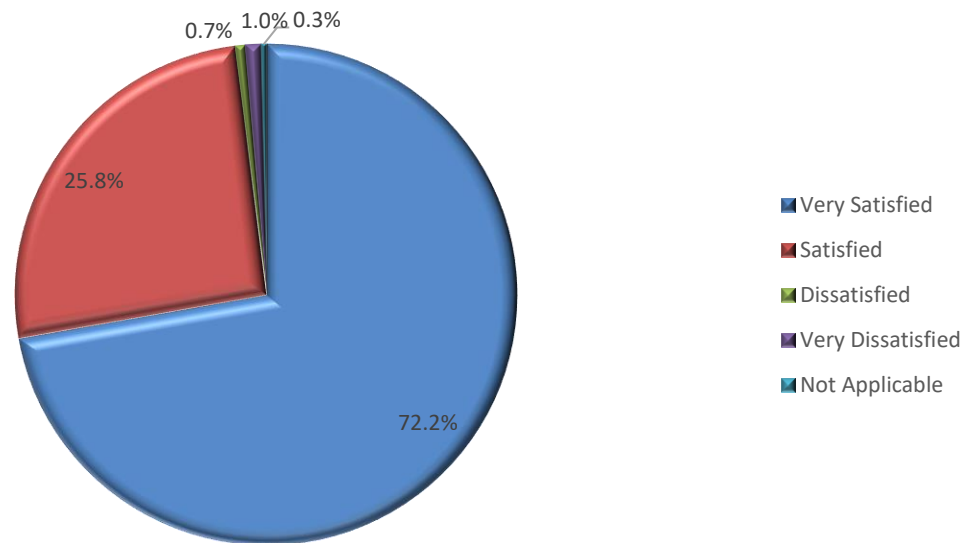


Figure 4 – Overall Satisfaction with STS's Service

A comparison of overall satisfaction results for the 2017 and 2019 surveys is shown in Figure 5. The comparison indicates that the percentage of respondents who reported being either "satisfied" or "very satisfied" was unchanged at 98% for the 2017 and 2019 surveys although the percentage who indicated they were "very satisfied" with the service increased by 4% (68% → 72%).

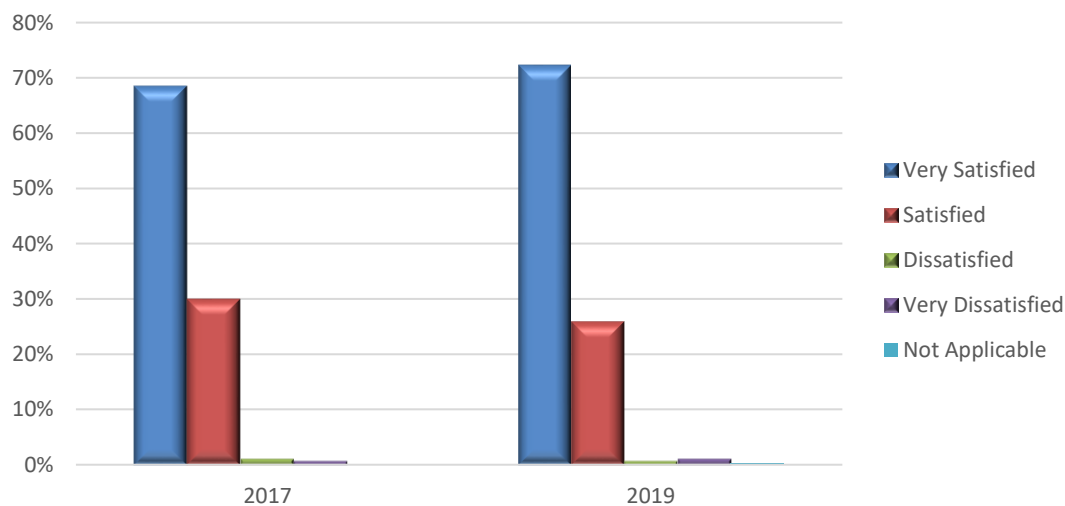


Figure 5 – Trend in Overall Satisfaction (2017 vs. 2019)

## Rating Performance Measures (Questions 1b – 1t)

Questions 1b through 1t asked riders to rate STS’s fixed route service according to 19 distinct measures of performance. For each measure, the rider could indicate their level of satisfaction by selecting from the same choices they had for rating overall satisfaction. The choices were given a numeric score on a scale from 1 to 5, with 5 corresponding to “very satisfied” and 1 corresponding to “very dissatisfied” (see Table 8).

The results of all respondents were aggregated to determine the average satisfaction score for each measure. The performance measures were then ordered highest to lowest by average score (see Figure 6).

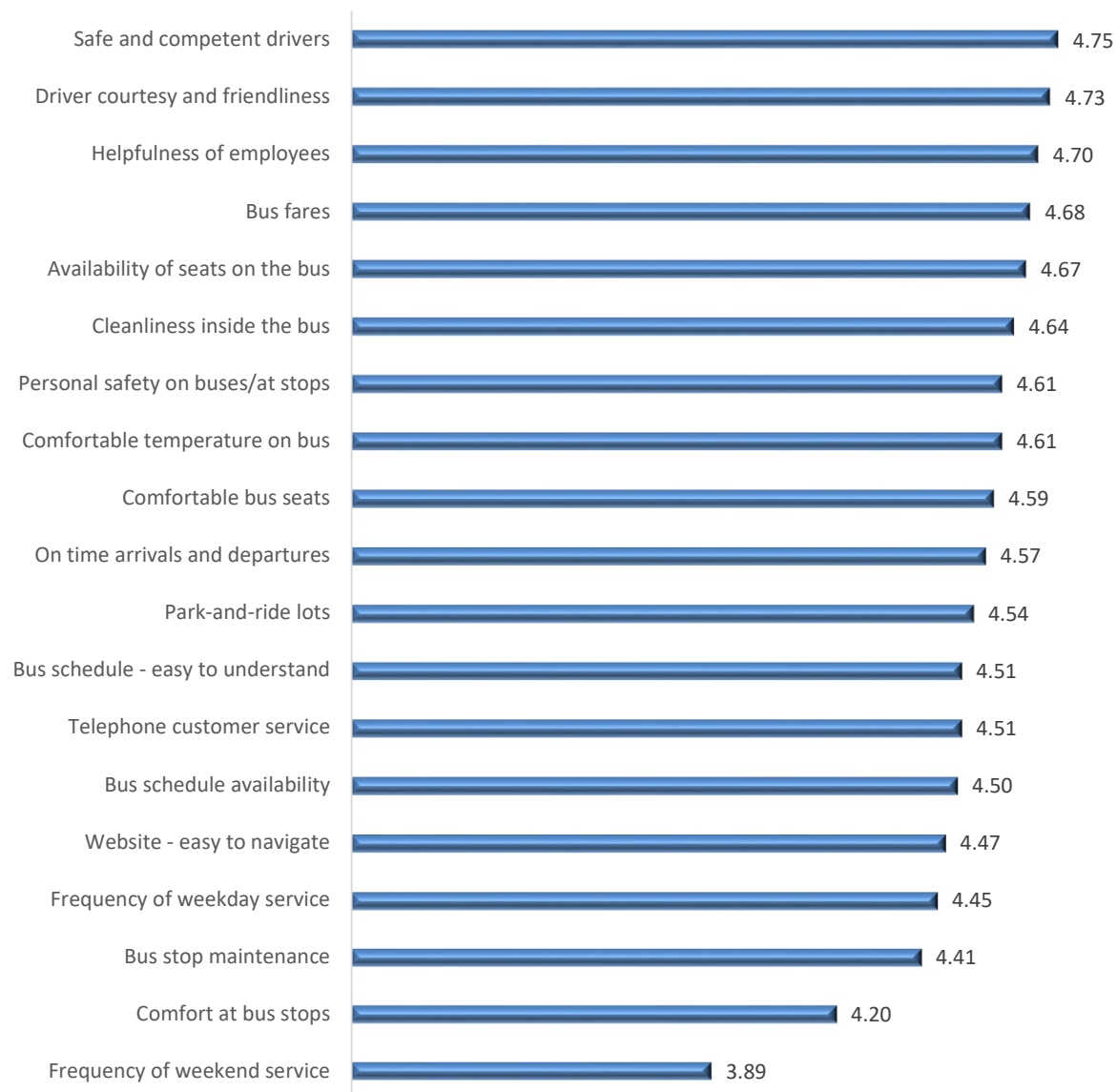


Figure 6 – Average Rating by Performance Measure

The average ratings ranged from a high of 4.75 for “safe and competent drivers” to a low of 3.89 for “frequency of weekend service.” Eighteen (18) of the 19 measures received an average rating above 4.00 and the overall average was 4.53.

Other measures receiving relatively high average ratings included “driver courtesy and friendliness” (4.73), “helpfulness of employees” (4.70) and “bus fares” (4.68).

Other measures receiving relatively low average ratings included “comfort at bus stops” (4.20), “bus stop maintenance” (4.41), and “frequency of weekday service” (4.45).

A comparison of the average performance measure ratings for the 2017 and 2019 surveys is shown in Figure 7. The order of the performance measures is the same as in Figure 6.

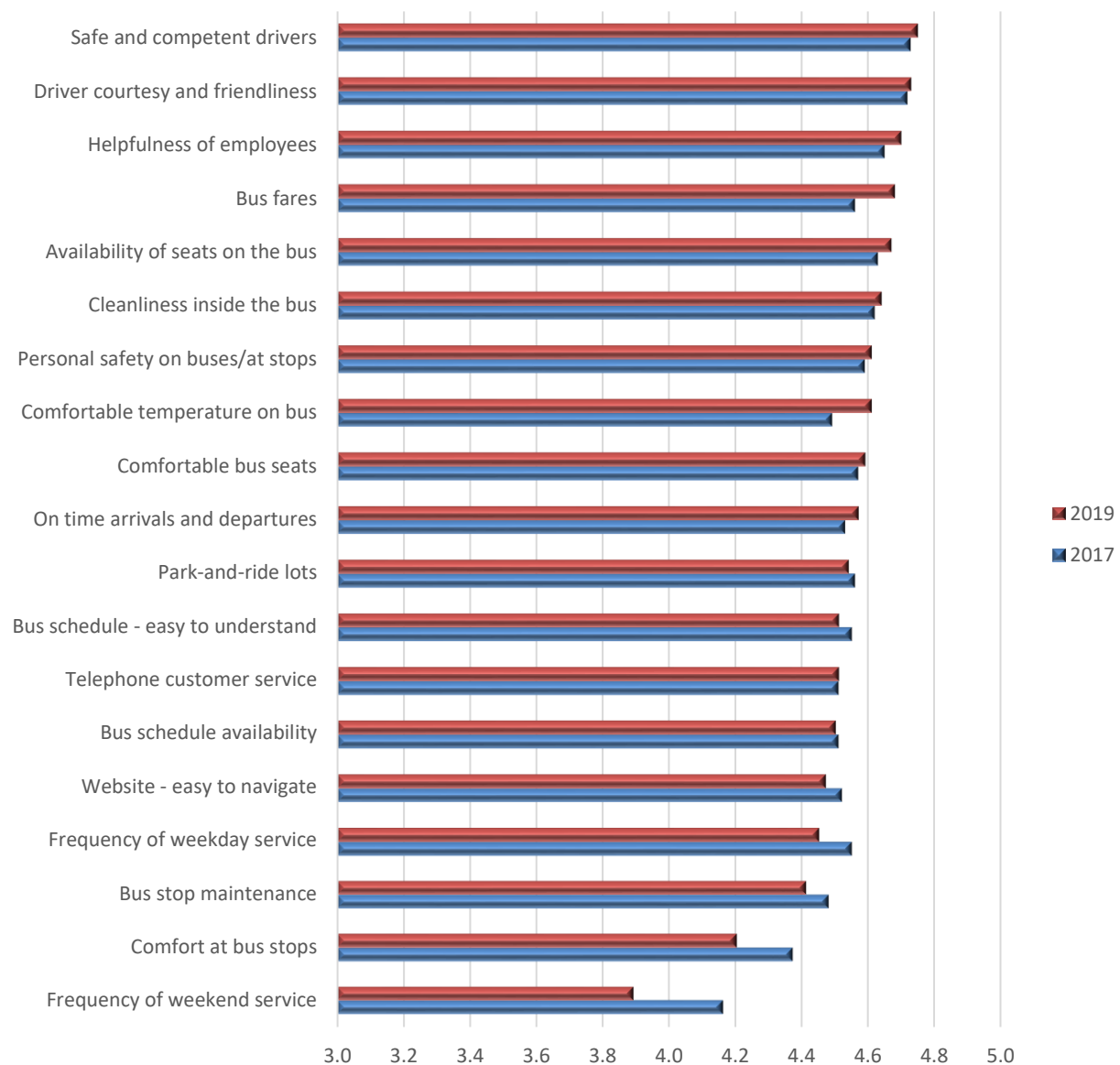
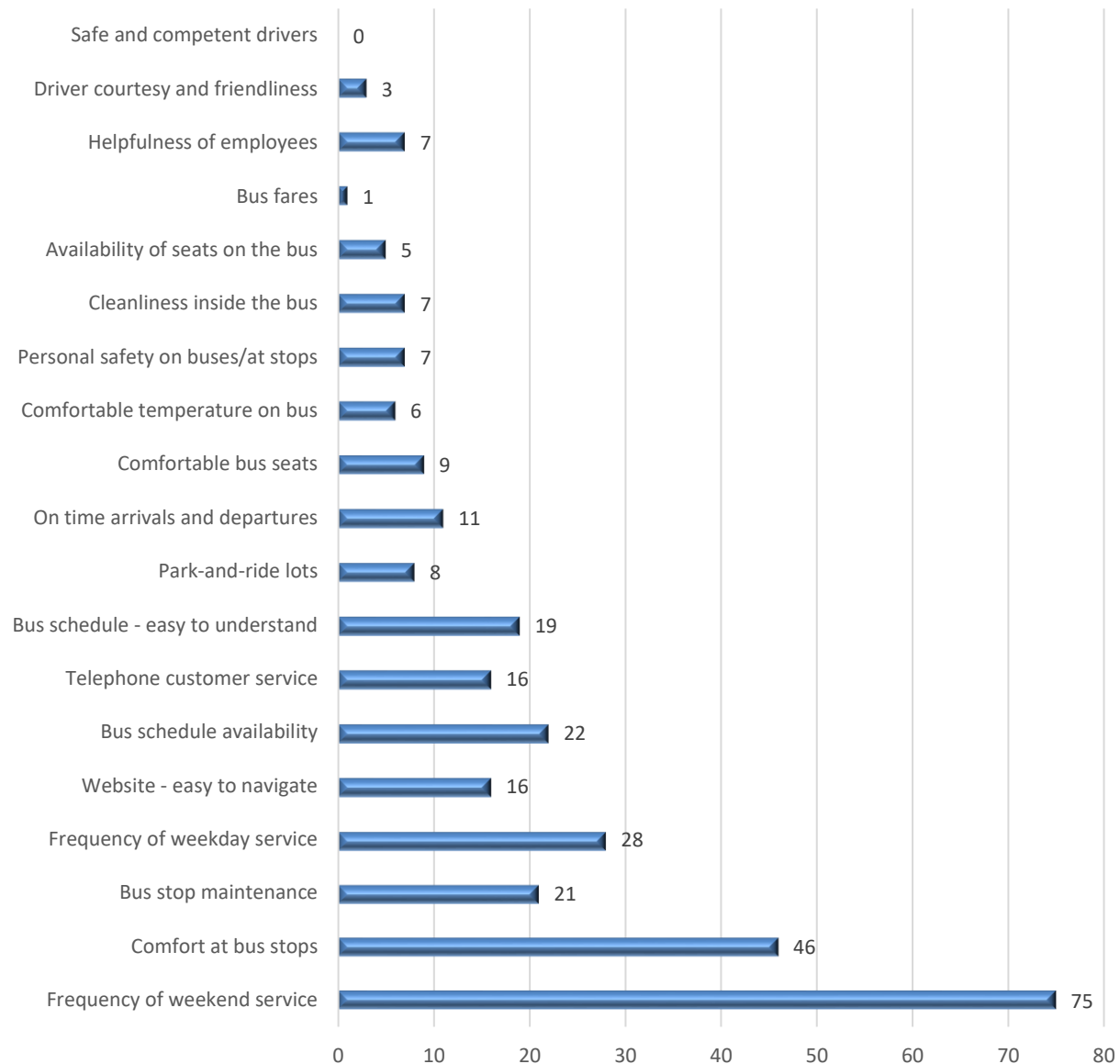


Figure 7– Trends in Average Performance Measure Ratings (2017 vs. 2019)



Only 5 of the measures had average ratings which changed by + / - 0.10 or more since 2017, 2 of which increased and 3 of which decreased. The measures that increased by more than 0.10 were “bus fares” (+0.12) and “comfortable temperature on bus” (+0.12). The measures that decreased by 0.10 or more were “frequency of weekend service” (-0.27), “comfort at bus stops” (-0.17), and “frequency of weekday service” (-0.10).

The number of respondents who gave a performance measure an unfavorable rating (i.e., “dissatisfied” or “very dissatisfied”) is shown in Figure 8. The order of the performance measures is the same as in Figure 6 and Figure 7.



**Figure 8 – “Dissatisfied” and “Very Dissatisfied” Responses by Performance Measure**

The performance measures which received the highest number of unfavorable ratings were “frequency of weekend service” (75), “comfort at bus stops” (46) and “frequency of weekday service” (28).

While most performance measures are likely to at least partially reflect the respondent’s experience with the route they most often ride, a few of the measures are not expected to be route specific but instead are a reflection of the system as a whole. Specifically, these performance measures are “bus fares”, “bus schedule availability”, “bus schedule – easy to understand”, “telephone customer service” and “website – easy to navigate.” The analysis which follows will examine differences in both the average ratings and the number of unfavorable ratings between routes and will focus on the performance measures which are at least partially reflective of the route. In performing route comparisons, it should be noted that routes with small sample sizes are likely to have substantial margins of error and should be evaluated with caution.

The performance measure data were examined to determine how average satisfaction ratings varied across routes (see Table 11). Route scores which were more than 10% higher than the system-wide average, are shaded green and route scores which were more than 10% lower than the system-wide average are shaded red. Only routes where 10 or more surveys were collected are shown.

Performance Measure	System-wide	10 : Shenandoah	20 : Minersville	30 : Schuylkill Haven	51 : Mahanoy City	40-45-46 : Middleport Tamaqua McAdoo	100 : Pottsville Loop	10-51-52 : Ashland
<b>Number of Surveys:</b>	<b>308</b>	135	79	43	12	14	11	11
Safe and competent drivers	<b>4.75</b>	4.75	4.77	4.81	4.58	4.57	4.55	4.91
Driver courtesy and friendliness	<b>4.73</b>	4.68	4.77	4.84	4.75	4.57	4.73	4.91
Helpfulness of employees	<b>4.70</b>	4.67	4.75	4.81	4.58	4.57	4.64	4.80
Availability of seats on the bus	<b>4.67</b>	4.68	4.68	4.76	4.42	4.57	4.40	4.73
Cleanliness inside the bus	<b>4.64</b>	4.67	4.61	4.72	4.42	4.29	4.64	4.82
Comfortable temperature on bus	<b>4.61</b>	4.63	4.62	4.63	4.67	4.50	4.55	4.73
Personal safety on buses/at stops	<b>4.61</b>	4.59	4.65	4.71	4.58	4.50	4.55	4.45
Comfortable bus seats	<b>4.59</b>	4.60	4.58	4.74	4.33	4.36	4.55	4.64
On time arrivals and departures	<b>4.57</b>	4.62	4.49	4.69	4.42	4.29	4.55	4.55
Park-and-ride lots	<b>4.54</b>	4.63	4.49	4.74	4.00	4.40	4.10	4.50
Frequency of weekday service	<b>4.45</b>	4.45	4.43	4.61	4.25	4.38	4.55	4.18
Bus stop maintenance	<b>4.41</b>	4.37	4.48	4.45	4.58	4.29	4.50	4.36
Comfort at bus stops	<b>4.20</b>	4.25	4.13	4.34	4.00	3.93	4.36	4.09
Frequency of weekend service	<b>3.89</b>	3.95	3.77	3.95	3.67	4.22	3.82	4.18
<b>Average Score:</b>	<b>4.53</b>	<b>4.54</b>	<b>4.52</b>	<b>4.63</b>	<b>4.38</b>	<b>4.39</b>	<b>4.46</b>	<b>4.56</b>

Table 11 – Average Performance Measure Ratings by Route

The assumption implicit in this analysis is that the ratings provided by a respondent are reflective of the route which they most frequently use. Since some respondents use more than one route on a regular basis this assumption is not entirely true.

The order of the routes in Table 11 is based on the number of respondents there were from that route. The route with the highest number of completed surveys is on the left (i.e. Route 10 - Shenandoah). As indicated above, the significance of the route specific averages generally drops off as the number of respondents (i.e., the sample size) from that route decreases.

The performance measures with a relatively high number of unfavorable ratings (see Figure 8) were examined to determine if a disproportionate number came from specific routes (see Table 12). As mentioned above, only measures considered to be route specific were included in this route level analysis.

Performance Measure	Routes with Disproportionate Unfavorable Ratings
Frequency of Weekend Service	Route 20
Comfort at bus stops	Route 20
Frequency of weekday service	Route 51, Route 10-51-52, Route 40-45-46

Table 12 - Disproportionate Unfavorable Ratings by Route

### Likelihood to Continue Using the Service (Question 9)

Question 9 asked riders to indicate how likely it is that they will continue to use STS's fixed route service. As shown in Figure 9, the large majority (97%) indicated they would "definitely" or "likely" continue using the service.

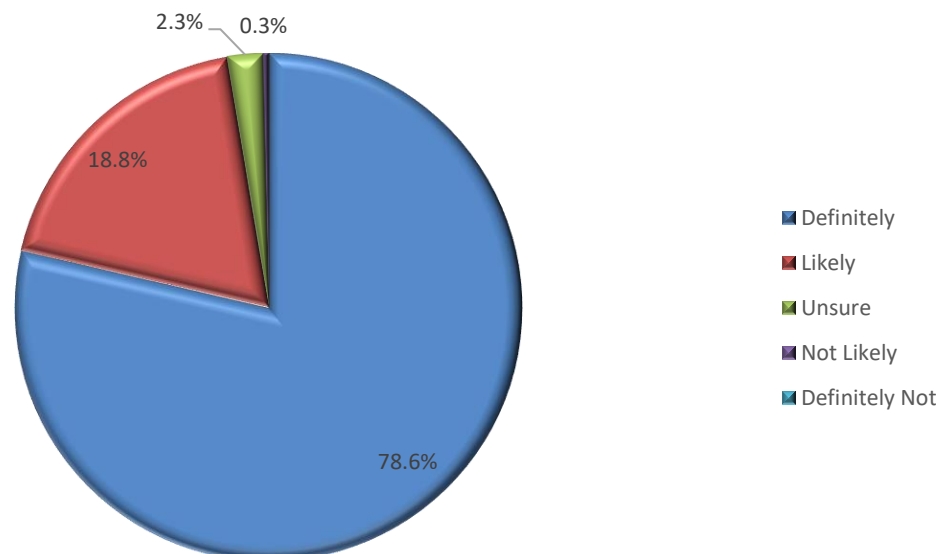


Figure 9 – Likelihood to Continue Using the Service

A comparison of the 2017 and 2019 results for this question is shown in Figure 10. The data shows that the percentage of respondents who indicated they would “definitely” continue using the service increased by 5% since 2017.

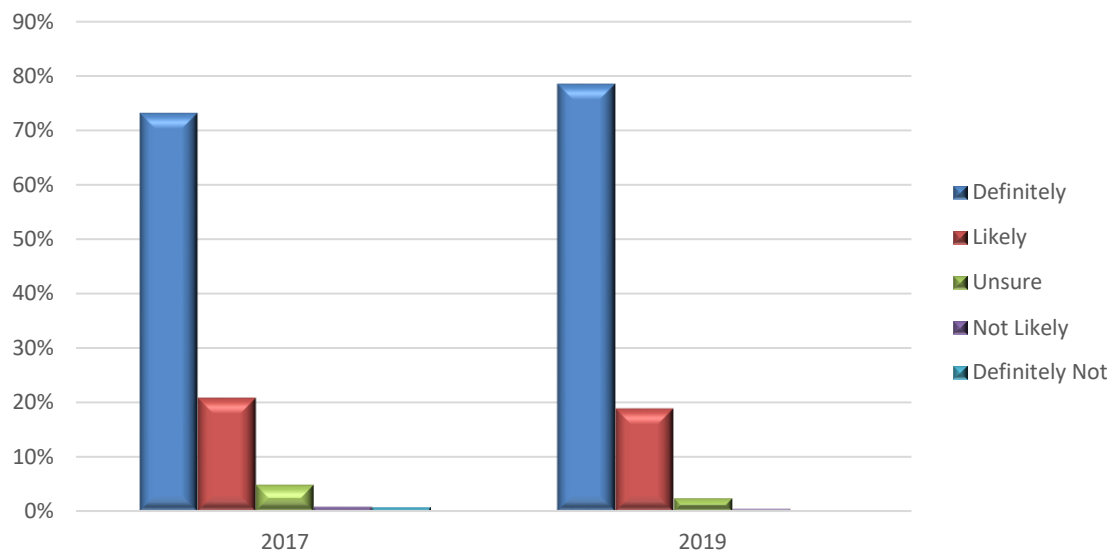


Figure 10 – Likelihood to Continue Using the Service (2017 vs. 2019)

### Likelihood to Recommend the Service to Others (Question 10)

Question 10 asked riders to indicate how likely it is that they would recommend STS’s fixed route service to others. As is shown in Figure 11, 98% of those who responded indicated they would either “definitely” or “likely” recommend the service to others.

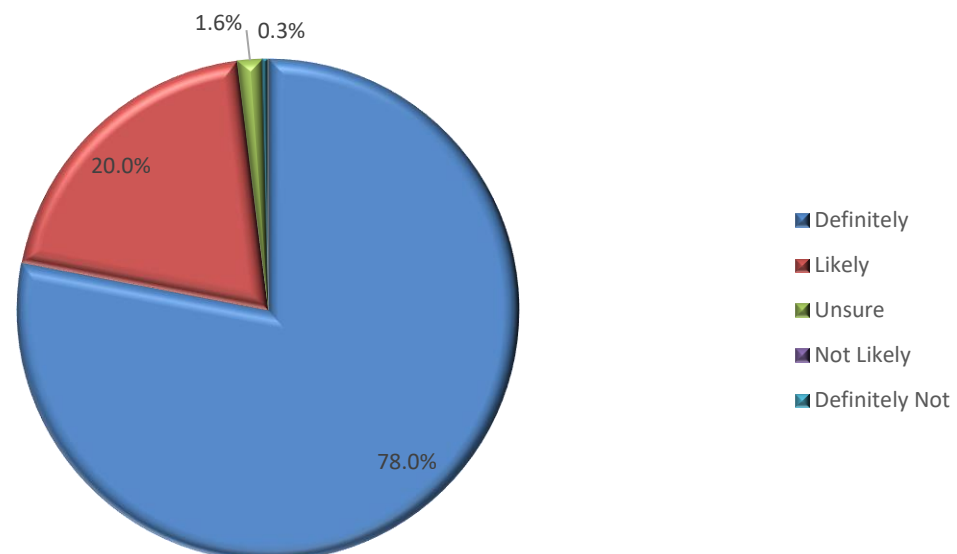


Figure 11 – Likelihood to Recommend the Service to Others

Figure 12 depicts the trend in the results for this question over the period 2017 to 2019. The results show little change over the period.

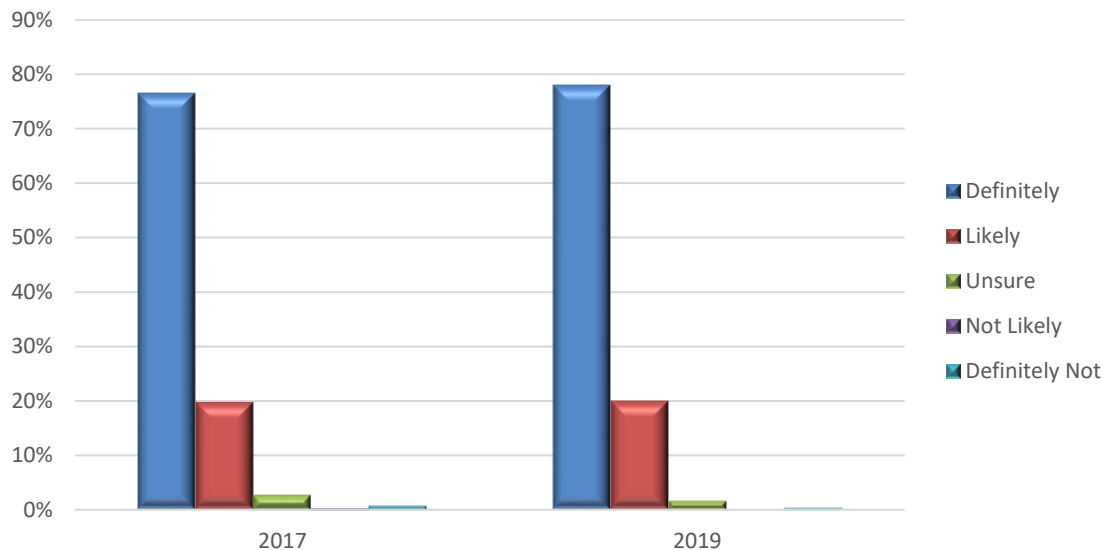


Figure 12 – Likelihood to Recommend the Service to Others (2017 vs. 2019)

## Open-Ended Feedback

At the end of the survey, respondents were given the opportunity to provide additional feedback they had in regard to STS's fixed route service. A total of 139 respondents (45%) provided this type of feedback. Table 13 presents a summary of the open-ended feedback organized by topic. Some of the key themes which emerged based on a review of this feedback are listed below:

- Favorable Feedback
  - Fifty (50) respondents complimented STS's service.
  - Forty-five (45) respondents complimented the drivers and other staff
  - The following personnel were identified by name:
 

<i>Route 10</i> <ul style="list-style-type: none"> <li>▪ Bob (2 Surveys)</li> <li>▪ Bob Hersch (1 Survey)</li> <li>▪ George (1 Survey)</li> <li>▪ John (3 Surveys)</li> <li>▪ Kim (1 Survey)</li> <li>▪ Mike (5 Surveys)</li> <li>▪ Tim (1 Survey)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wanda (9 Surveys)</li> </ul> <i>Route 20</i> <ul style="list-style-type: none"> <li>▪ Deb Haney (1 Survey)</li> <li>▪ George (2 Surveys)</li> <li>▪ Mike (9 Surveys)</li> <li>▪ Wanda (3 Surveys)</li> </ul> <i>Route 52</i> <ul style="list-style-type: none"> <li>▪ George (1 Survey)</li> </ul>
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- Requested Service Improvements / Concerns
  - Twenty-five (25) respondents expressed a need for weekend service.
  - Nineteen (19) respondents expressed a need for later service.
  - Nine (9) respondents requested altered or new routes.
  - Seven (7) respondents requested more frequent service.
  - Five (5) respondents requesting service earlier in the day.

Favorable Feedback	
<u>Topic</u>	<u>Survey Serial Numbers</u>
Drivers and other staff	23, 34, 41, 52, 68, 75, 77, 78, 79, 88, 95, 96, 111, 112, 113, 114, 131, 133, 135, 144, 150, 151, 152, 154, 162, 163, 166, 167, 177, 182, 188, 189, 210, 216, 222, 233, 243, 256, 274, 279, 284, 298, 300, 301, 303
General Service	2, 3, 5, 9, 12, 15, 35, 47, 52, 54, 61, 71, 77, 88, 89, 94, 95, 96, 98, 104, 108, 109, 115, 117, 123, 152, 158, 159, 163, 178, 184, 194, 210, 216, 218, 224, 239, 244, 245, 251, 259, 262, 277, 279, 280, 284, 293, 296, 301, 307
Other Complimentary	26, 284
Requested Improvements / Concerns	
<u>Topic</u>	<u>Survey Serial Numbers</u>
<b>Expanded Service</b>	
Additional Stops	40, 196
Additional Evening	4, 26, 60, 80, 87, 144, 150, 157, 159, 170, 172, 189, 204, 220, 223, 248, 257, 260, 286
Additional Morning	60, 120, 215, 223, 296
Additional Weekend	26, 56, 80, 88, 97, 99, 120, 121, 129, 133, 150, 157, 159, 174, 189, 212, 213, 214, 220, 248, 257, 263, 285, 286, 291
New Routes / Altered Routes	80, 101, 106, 107, 109, 159, 204, 213, 296
Shorter Headway	43, 204, 214, 216, 250, 254, 289
<b>Drivers</b>	
Missed Stops	None
Driver Performance	7, 68, 78
Unfriendly	93, 147, 229
<b>Vehicles</b>	
Maintenance	None
Cleanliness	282
Enhancements	162, 189
<b>Stops</b>	
Stop Enhancements / Maintenance	31, 69, 219, 289
Park and Ride Lots	None
Keep Terminal Open Later	None
Safety	40
<b>On-Board Experience</b>	
Safety	None
Comfort	None
Overcrowded	None
Other Passengers	276
Time on Board	None
<b>Schedule Adherence</b>	
Arrives Late	192
Departs Early	None
<b>Other Complaints</b>	
Telephone Customer Service	None
Fares / Fare Technology	206, 240, 241, 242
Miscellaneous	36, 116, 184, 204, 238, 248, 298

Table 13 – Open-Ended Comments Summary

## Rider Characteristics

This section will assess rider characteristics. The questions which assess rider characteristics are listed in Table 14.

Question	Characteristic Assessed
5	Home Zip Code
6	Gender
7	Age
8	Employment Status
13	Alternate Transportation
14	Internet Access
15	Smart Phone Ownership
16	Social Media

Table 14 – Rider Characteristics Survey Questions

### Home Zip Code (Question 5)

In Question 5, respondents were asked to identify their home zip code. The results are shown in Figure 13. One third (33%) reported their home zip code as 17901.

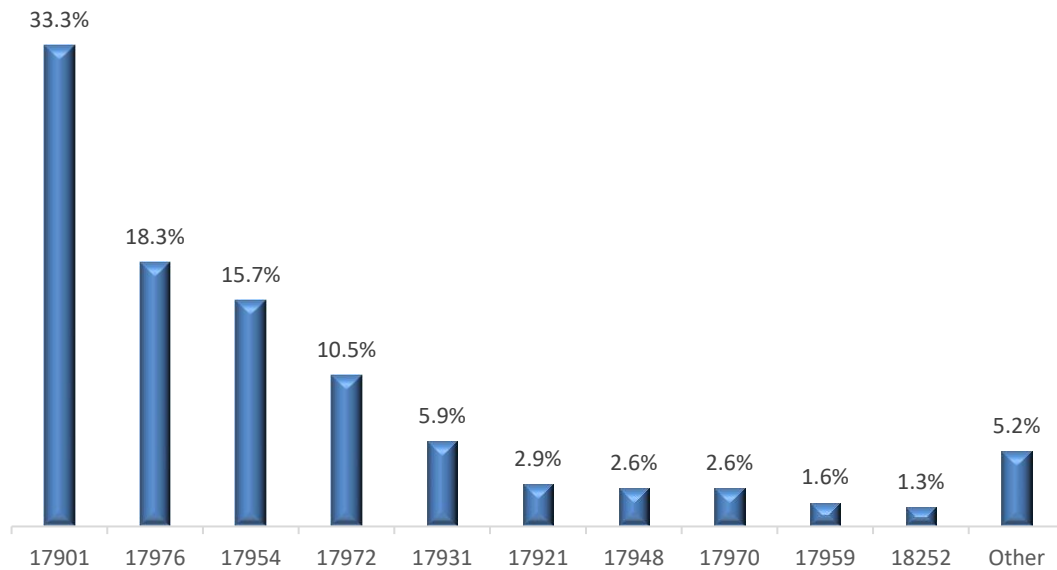


Figure 13 – Home Zip Code

A comparison of the 2017 and 2019 results for this question is shown in Figure 14 and indicates a uniform geographic distribution of respondents between the two surveys..

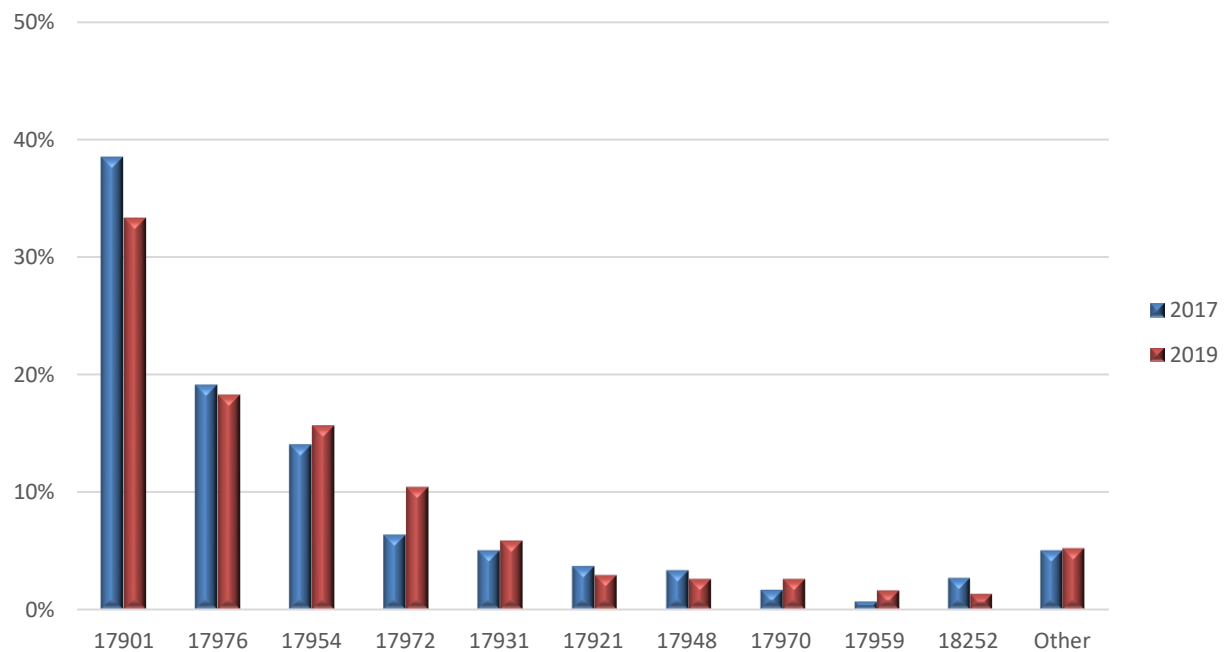


Figure 14 - Home Zip Code (2017 vs. 2019)



### Gender (Question 6)

Question 6 addressed the rider's gender. The majority of respondents were female (58%) (see Figure 15).

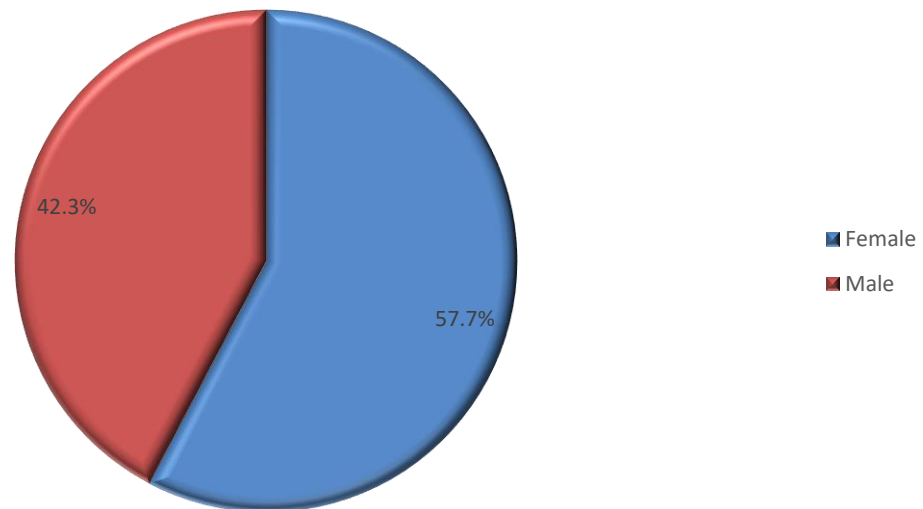


Figure 15 – Gender

In Figure 16, the gender breakdown of the 2017 survey respondents is compared to that of the 2019 survey respondents.

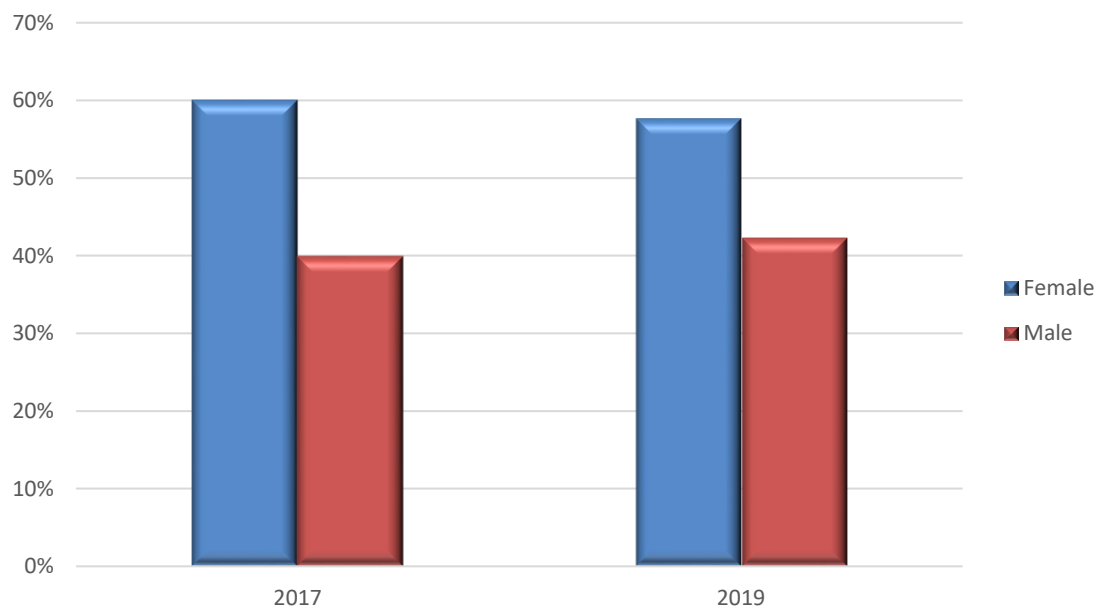


Figure 16 – Gender (2017 vs. 2019)

### Age (Question 7)

The breakdown of respondent by age is shown in Figure 17. The results show that 67% of the respondents were between 25 and 60.

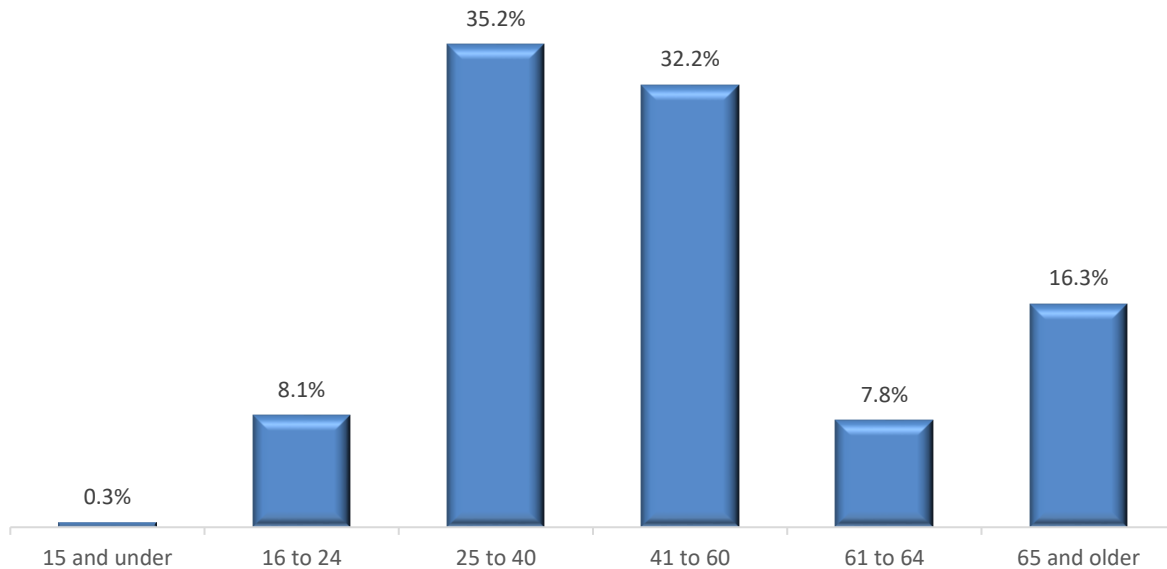


Figure 17 –Age

A comparison of respondent age between the 2017 and 2019 surveys is shown in Figure 18. Respondents between the ages of 16 and 24 decreased by 8% since 2017 (16% → 8%) while those between 25 and 40 increased by 10% (25% → 35%).

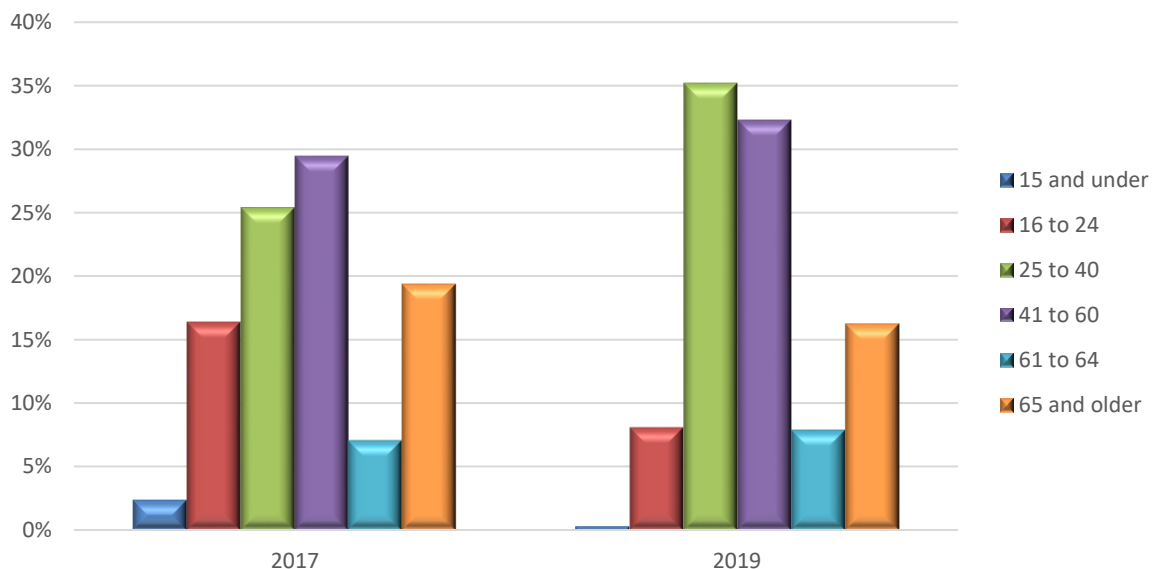


Figure 18 –Age (2017 vs. 2019)

### Employment Status (Question 8)

Question 8 asked riders about their current employment status. The results (see Figure 19) indicates that 43% of respondents are employed.

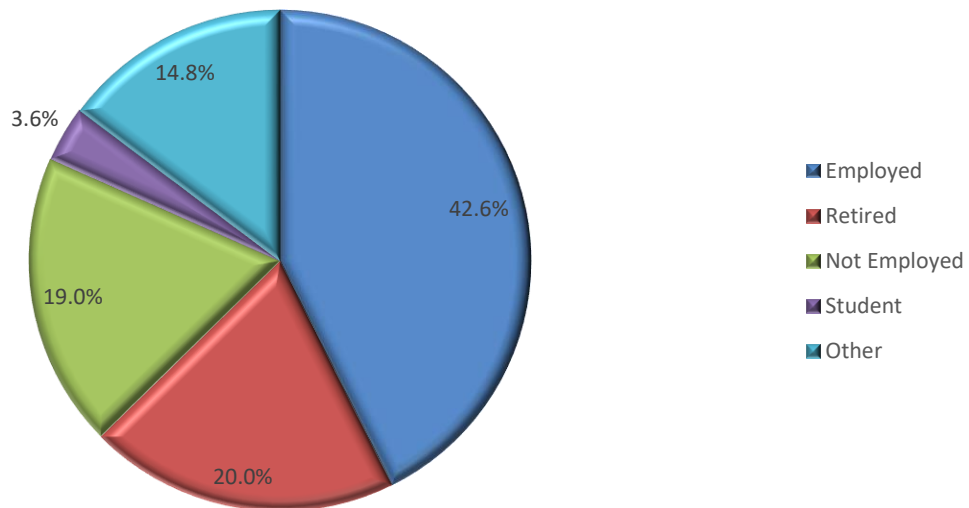


Figure 19 –Employment Status

A comparison of the 2017 and 2019 survey results is presented in Figure 20. Forty-three percent (43%) of the respondents indicated they were employed, up 10% since 2017 and 4% indicated they were students, down 9% since 2017.

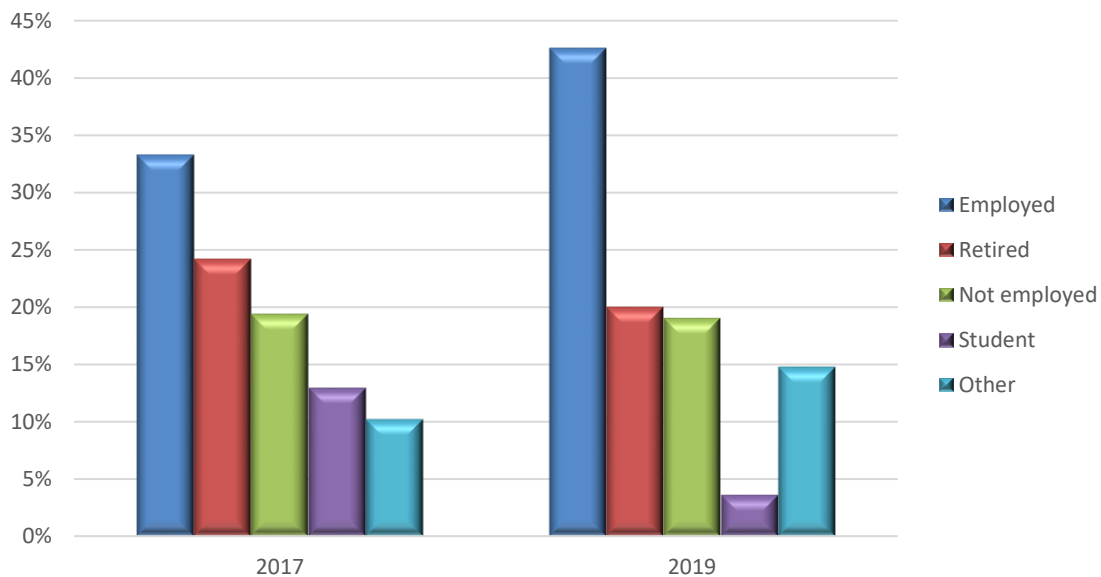


Figure 20 - Employment Status (2017 vs. 2019)

### Alternate Transportation (Question 13)

Question 13 asked riders if they have alternate transportation (see Figure 21). The results show that only one-third (33%) of respondents have alternate transportation.

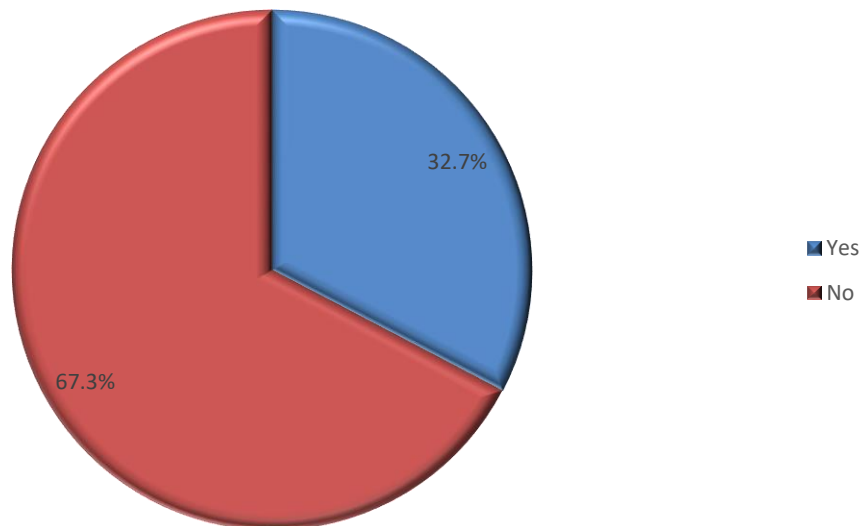


Figure 21 – Alternate Transportation

A comparison of the 2017 and 2019 results for this question is shown in Figure 22 and indicates the percentage who have alternate transportation has remained about the same.

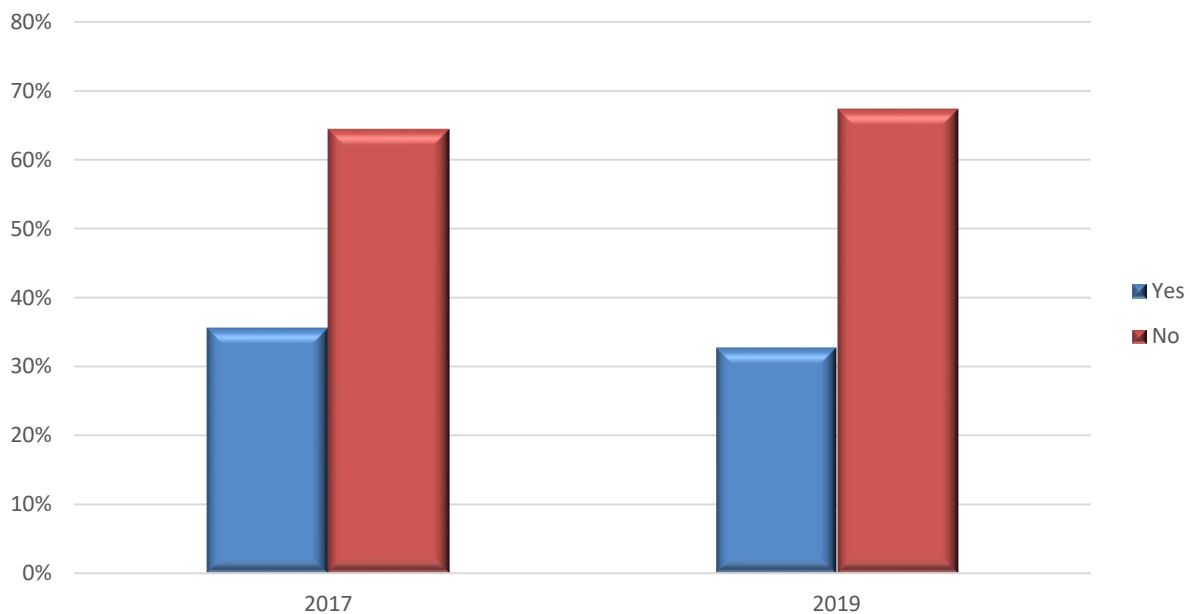


Figure 22 - Alternate Transportation (2017 vs. 2019)

### Internet Access (Question 14)

Question 14 asked riders if they have Internet access (see Figure 23). Eighty percent (80%) of the respondents indicated they have Internet access.

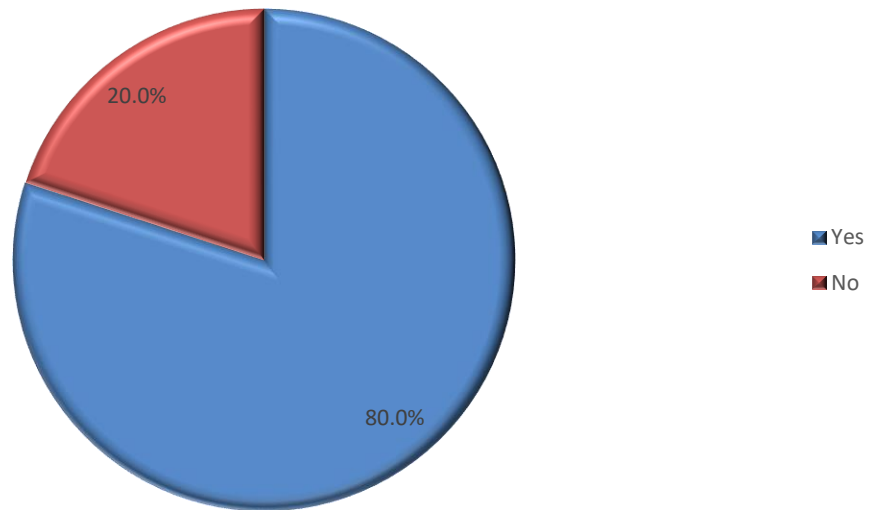


Figure 23 – Internet Access

A comparison of the 2017 and 2019 results suggests there has been a significant increase in Internet access among riders over the period (71% → 80%) (see Figure 24).

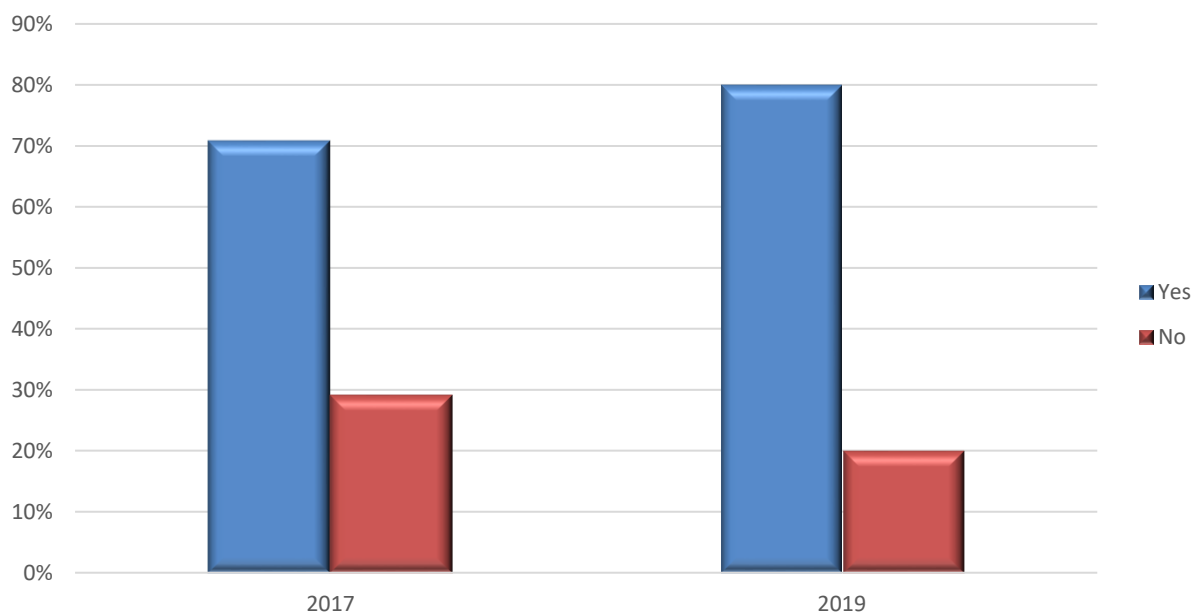


Figure 24 – Internet Access (2017 vs. 2019)

### Smart Phone Ownership (Question 15)

Question 15 asked riders if they own a smart phone. Seventy-five percent (75%) of respondents indicated they have a smart phone (see Figure 25).

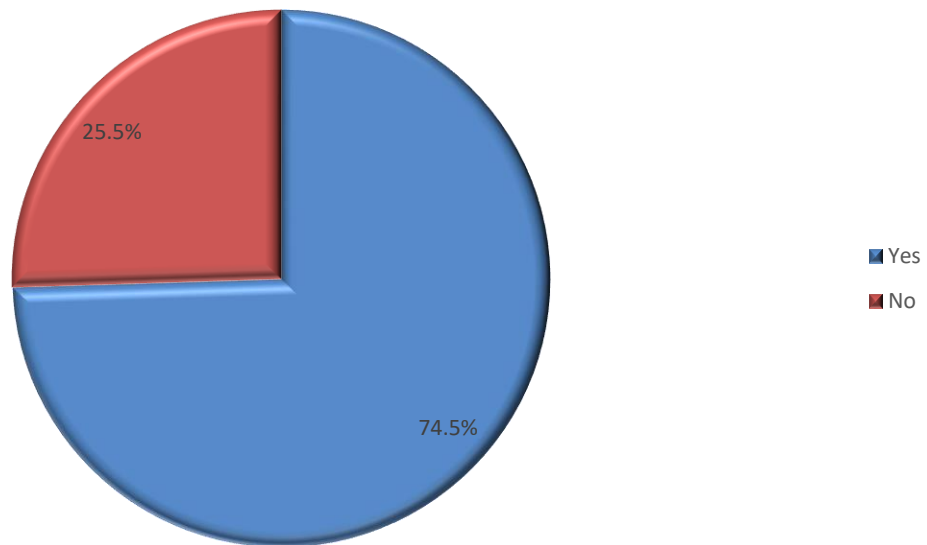


Figure 25 – Smart Phone Ownership

A comparison of the 2017 and 2019 results (Figure 26) suggests there has been a substantial increase in smart phone ownership among riders over the period (65% → 75%).

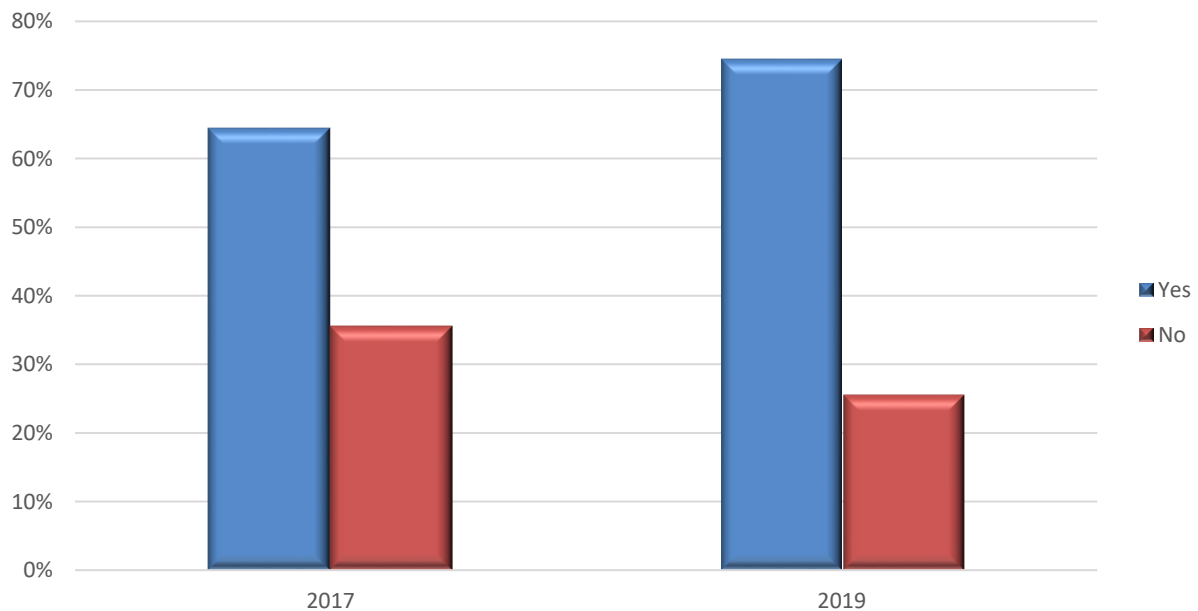


Figure 26 – Smart Phone Ownership (2017 vs. 2019)

### Use of Social Media (Question 16)

Question 16 asked riders which types of social media they use. Three quarters of the respondents reported they use Facebook and about half use YouTube.

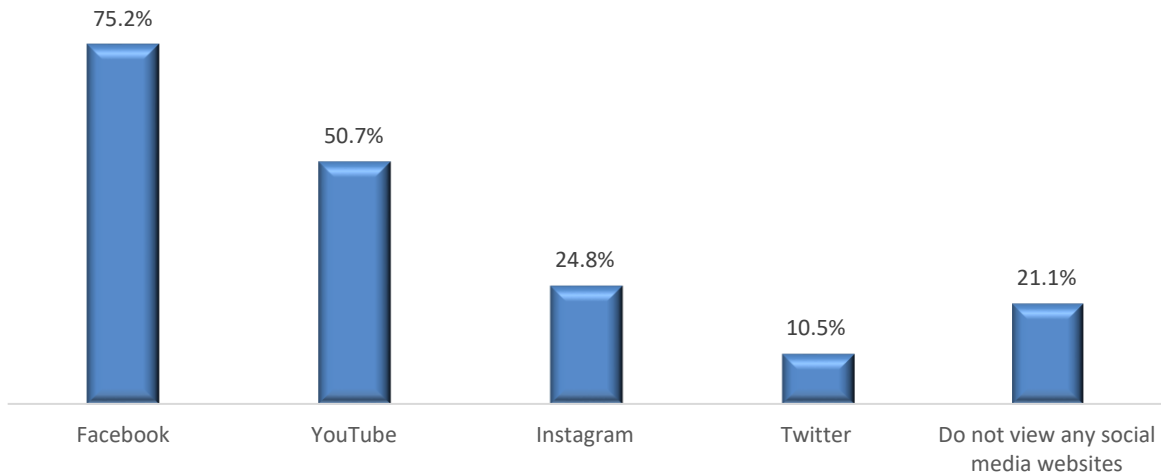


Figure 27 - Use of Social Media





## Service Usage Characteristics

This section will assess how and why riders use STS's service. The questions which assessed these topics are shown in Table 15.

Question	Characteristic Assessed
<b>2</b>	Primary Use of Bus
<b>3</b>	Usage Frequency
<b>4</b>	How Long Riding the Bus
<b>11</b>	Getting from Origin to Bus
<b>12</b>	Getting from Bus to Destination

**Table 15 – Service Usage Survey Questions**

### Primary Use of Bus (Question 2)

Question 2 examined the primary reason riders use STS's fixed route service. The results indicate that respondents primary use of the service is almost evenly divided between "social / recreational", "shopping", "medical / dental" and "work" purposes (see Figure 28).

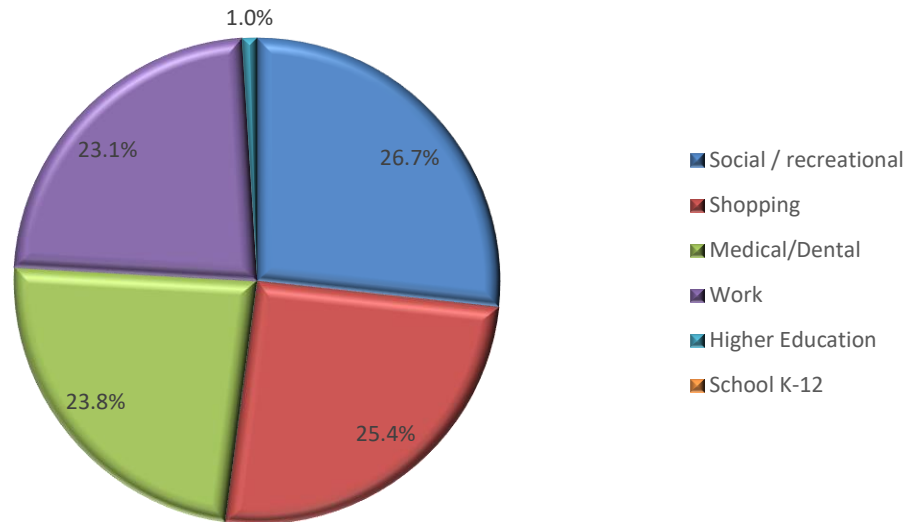


Figure 28 – Primary Use of Bus

A comparison of the 2017 and 2019 results for this question (see Figure 29) indicates that the percentage of respondents who use the service primarily for "social / recreation" purposes or "medical / dental" purposes increased by 8% (19% → 27%) and 9% (15% → 24%) respectively. Conversely, the percentage of respondents who use the service primarily for "shopping" or "higher education" has decreased by 7% (32% → 25%) and 6% (7% → 1%), respectively.

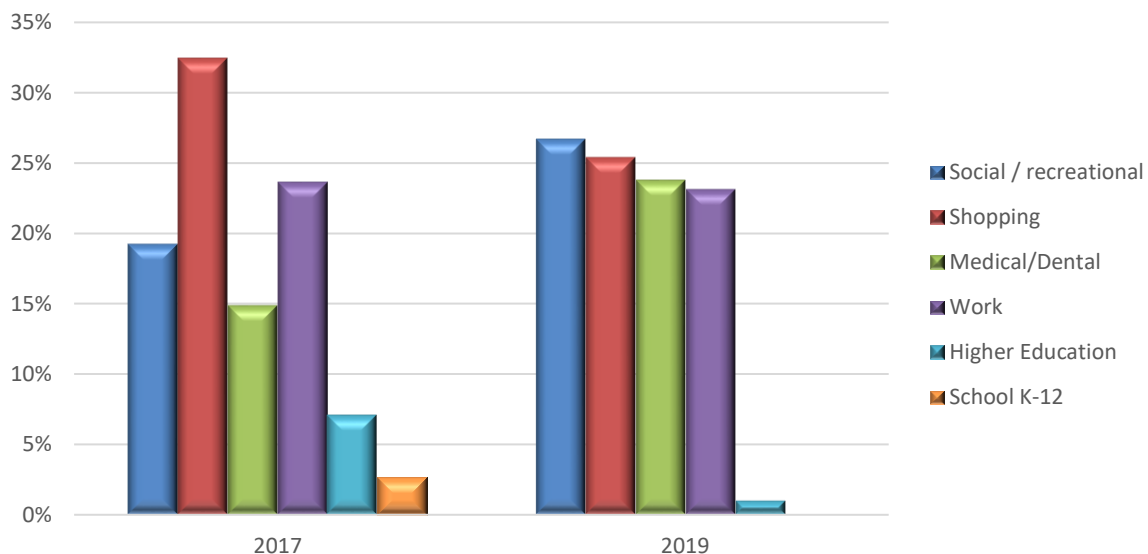


Figure 29 – Primary Use of Bus (2017 vs. 2019)

### Usage Frequency (Question 3)

In Question 3, riders were asked to report how frequently they use STS's fixed route service. As shown in Figure 30, 32% use the bus at least 5 days a week and 68% use the bus 2 days a week or more.

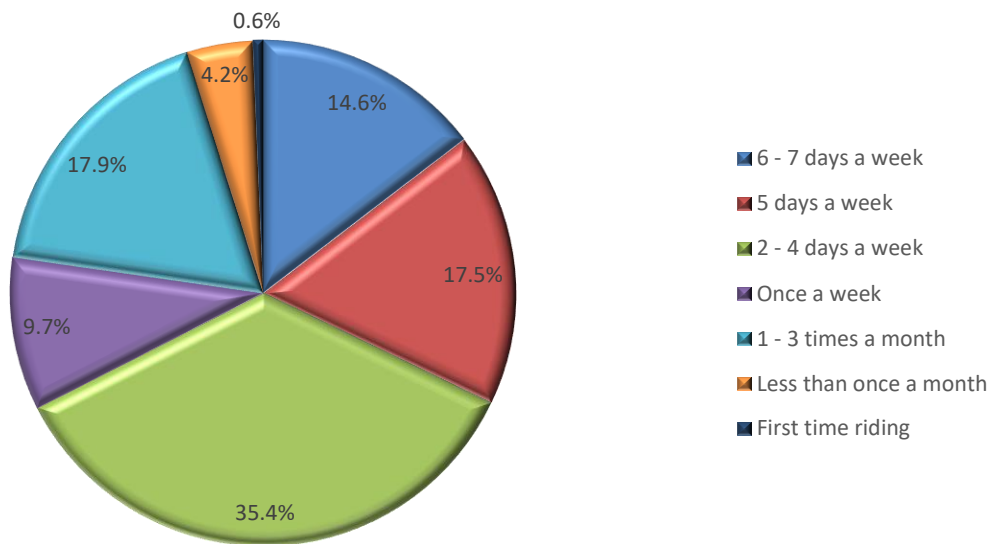


Figure 30 – Usage Frequency

Trends in service usage frequency based on the 2017 and 2019 survey results are shown in Figure 31 and suggest only marginal changes over the period.

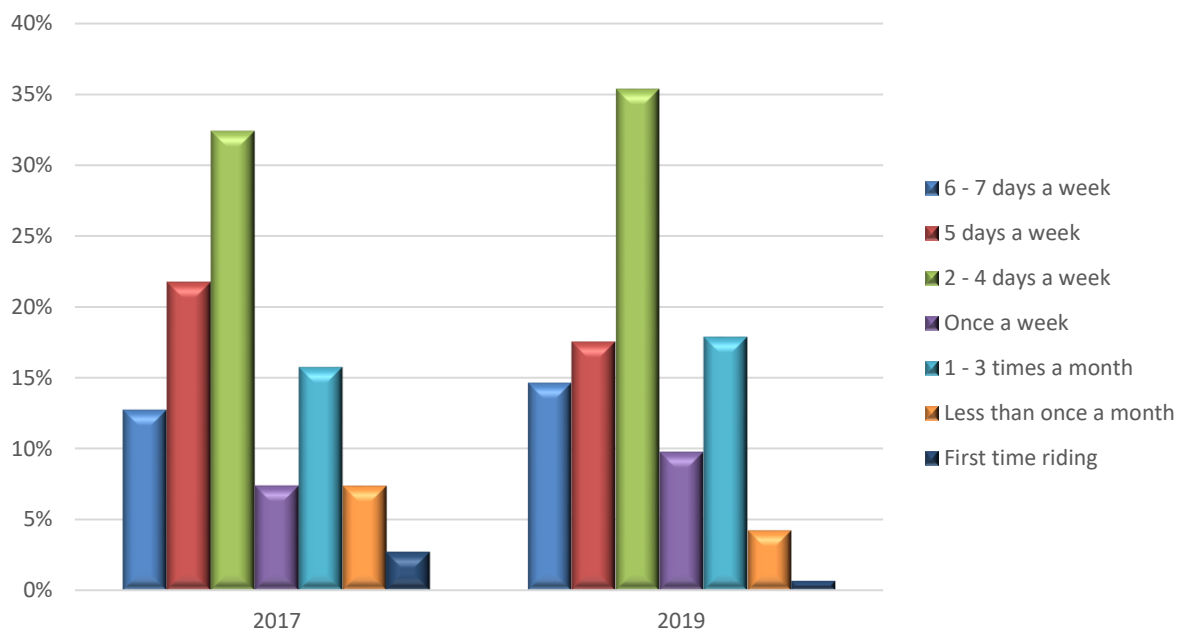


Figure 31 – Usage Frequency (2017 vs. 2019)

### How Long Riding the Bus (Question 4)

Question 4 asked riders about the length of time they have been using STS's fixed route service. The results indicated that 60% of the respondents have been using STS's service for more than 3 years and 84% have used the service for a year or more (see Figure 32).

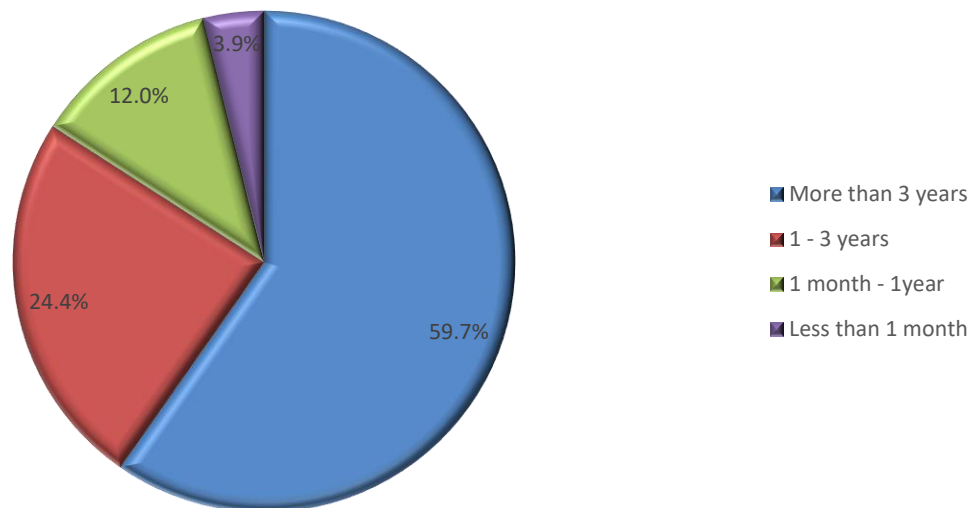


Figure 32 – How Long Riding the Bus

A comparison of the 2017 and 2019 results for this question is shown in Figure 33 and show that the percentage of respondents who reported using the service for more than 3 years has increased by 9% (51% → 60%).

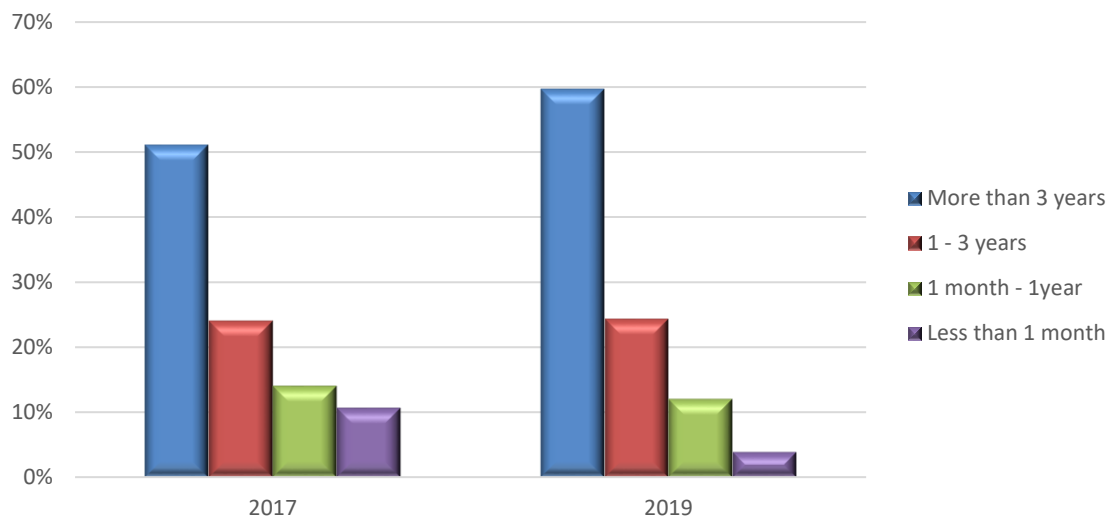


Figure 33 – How Long Riding the Bus (2017 vs. 2019)

### Getting from Origin to Bus (Question 11)

Question 11 asked respondents to identify how they get to the bus. The large majority (93%) walk to the bus stop (see Figure 34).

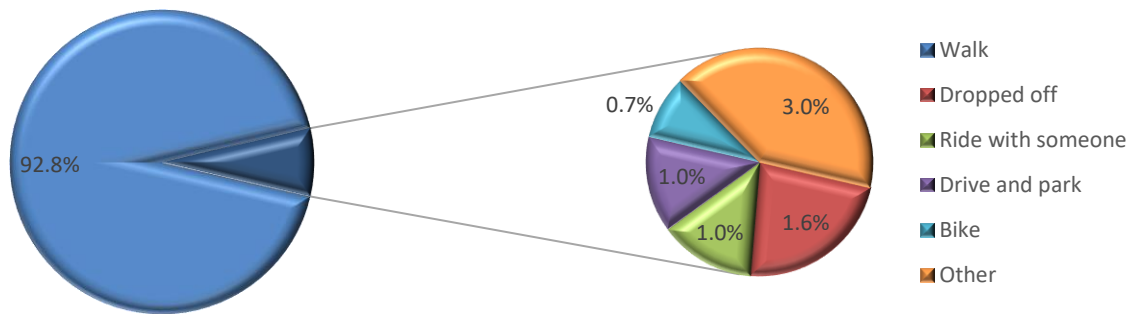


Figure 34 – Getting from Origin to Bus

Figure 35 compares the 2017 and 2019 results for this question. The data suggest the percentage of riders walking to the bus stop has increased by 6% over the period (87% → 93%).

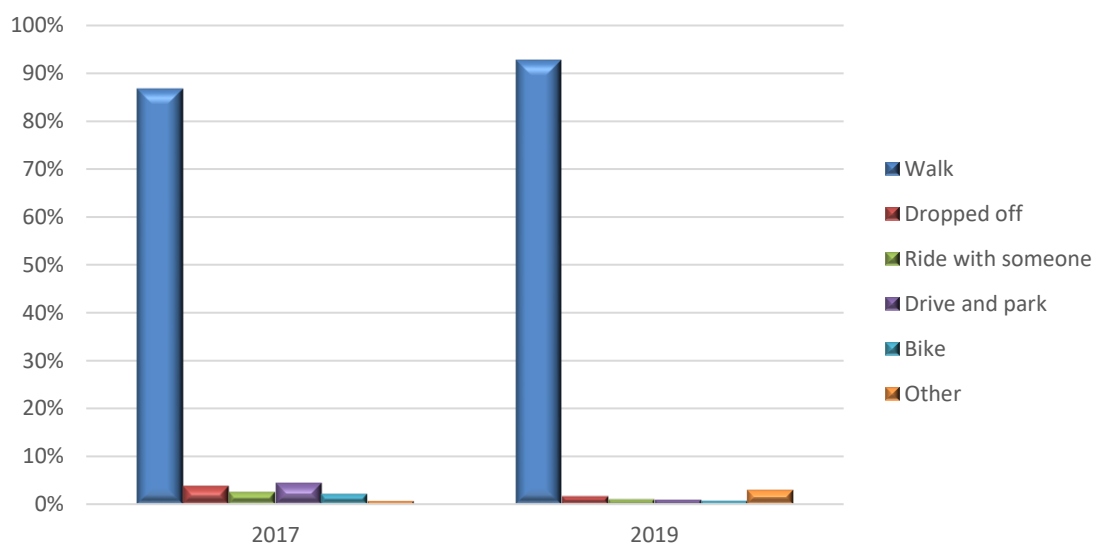


Figure 35 – Getting from Origin to Bus (2017 vs. 2019)

### Getting from Bus to Destination (Question 12)

Question 12 asked riders how they get from the bus to their final destination. The results indicate that the most (91%) walk to their final destination (see Figure 36).

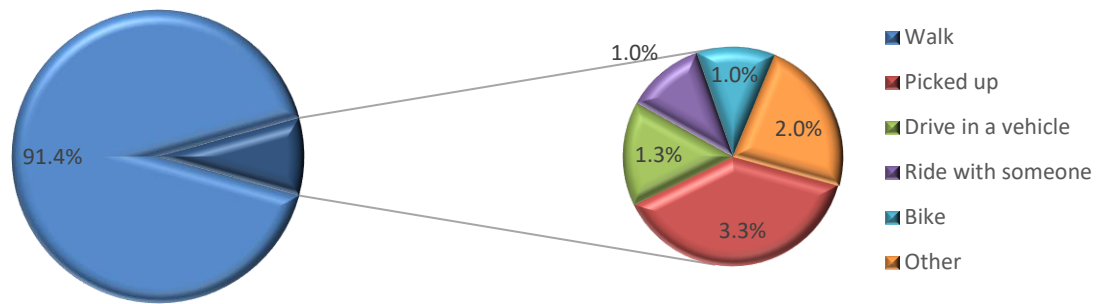


Figure 36 – Getting from Bus to Destination

Figure 37 compares the 2017 and 2019 results for this question and shows a 6% increase in the percentage of respondents who walk to their final destination (85% → 91%).

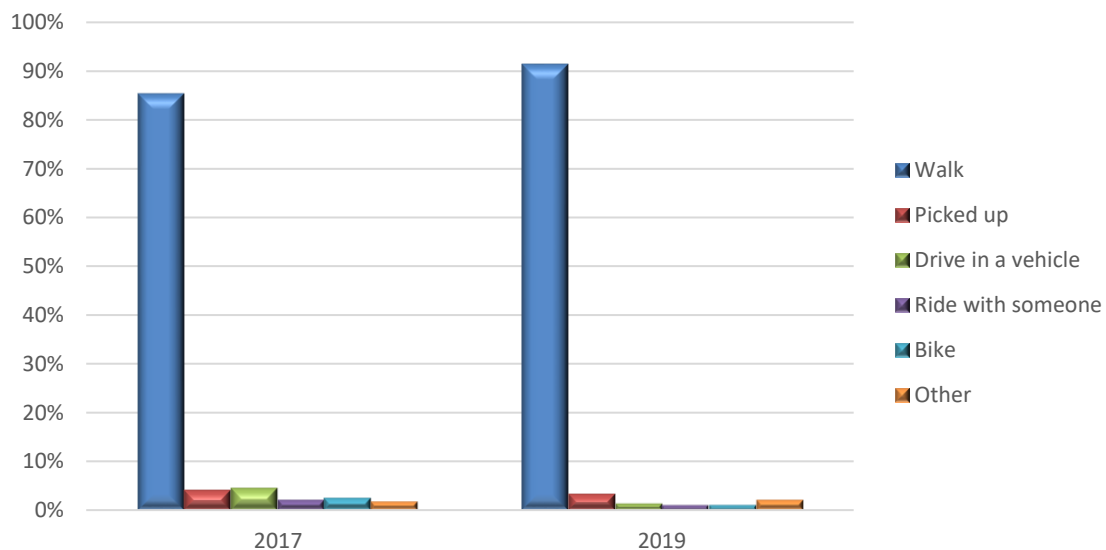


Figure 37 – Getting to the Final Destination (2017 vs. 2019)

## Conclusion and Recommendations

The 2019 survey results indicate STS riders are generally satisfied with the agency's fixed route service. Ninety-eight percent (98%) indicated they were "satisfied" or "very satisfied" with the service. In addition, 18 of 19 performance measures had an average score above 4 on a scale from 1 to 5 with an overall average of 4.53.

Much of the open-ended feedback provided by respondents reflected a favorable perception of STS's fixed route service, drivers and other staff. Fifty (50) respondents complimented STS's service and 45 respondents complimented STS's drivers and other staff.

While the results of the surveys suggest a rider population that is largely satisfied with STS's fixed route service, analysis of the data reveals areas where there are opportunities for improvement. The remainder of this section offers some observations and suggestions for STS to consider.

The survey results suggest there is significant interest among riders in increased frequency of service and extended hours of service.

- The performance measure "frequency of weekend service" received the lowest average rating of all 19 performance measures (3.89) and was rated unfavorably (i.e., "dissatisfied" or "very dissatisfied") by 75 respondents. The average rating for this measure was down by 0.27 (4.16 → 3.89) since the 2017 survey. In addition, 25 respondents requested additional weekend service in the open-ended feedback.
- The performance measure "frequency of weekday service" received the fourth lowest average score (4.45) of the 19 performance measures and 28 respondents gave this measure an unfavorable rating (i.e., "very dissatisfied" or "dissatisfied"). The average rating for this measure was down by 0.10 (4.55 → 4.45) since the 2017 survey. In addition, 7 respondents requested more frequent service in the open-ended feedback.
- Nineteen (19) respondents requested later service and 5 respondents requested earlier service in the open-ended feedback.

STS may want to further evaluate the demand among riders for increased service frequency and extended service hours to see if additional service or service adjustments are warranted and practical. One approach the agency could take would be to hold a public meeting to solicit more details about rider needs and vet potential alternatives for addressing them. If STS were to consider implementing changes to address some of this demand, they could look to offset the associated costs by reducing service on underperforming routes.

"Comfort at bus stops" and "bus stop maintenance" received the second and third lowest average ratings of the performance measures respectively. "Comfort at bus stops" received an average rating of 4.20, down from 4.37 in 2017, and unfavorable ratings (i.e., "dissatisfied" or "very dissatisfied") from 46 respondents. Similarly, "bus stop maintenance" received an average rating of 4.41, down from 4.48 in 2017, and unfavorable ratings from 21 respondents. In addition, 4 respondents expressed a need for bus stop maintenance or enhancements in the open-ended comments, 2 of whom requested bus stop shelters. STS should consider evaluating bus stops for needed improvements, especially those which service the most riders.

Nine (9) respondents requested service to additional locations in the open-ended feedback. STS may want to further evaluate demand for service to additional towns / locations which are currently not serviced and, if practical, consider cost effective means of extending service to those locations of most interest to riders.

The open-ended feedback provided by the respondents provides some of the most useful information captured by the survey. Since it is unstructured, it allows riders to identify their most important concerns in their experience with the service. While this report has attempted to summarize and evaluate the topics which were most frequently mentioned in respondents' comments, STS would derive additional value by reviewing the full text of the feedback which was provided.

STS may want to selectively publish the results of the survey along with any actions the agency plans to take in response to the survey findings. This will send a message to the riders that STS cares about their concerns and has used their feedback in a thoughtful fashion to improve the service. Methods of publicizing this information include posting the results on the STS website, distributing a flyer on the buses and holding a public meeting.

The favorable customer satisfaction results on the survey are in large part a reflection of the efforts of STS's staff. In fact, the 3 highest rated performance measures pertained to the performance of drivers and other staff. In addition, 45 respondents provided positive comments about the drivers and staff, some of whom were mentioned by name. STS should consider sharing the survey results with their staff and acknowledging them for their efforts.



## References

PennDOT. (2020). Pennsylvania Public Transportation, Annual Performance Report, Fiscal Year 2018-19.

United States Census Bureau. (2010). American FactFinder, Community Facts, “Population, Housing Units, Area, and Density: 2010 - County -- County Subdivision and Place”



## **Appendix A – Example of Paper and Electronic Surveys**





## Customer Satisfaction Survey Schuylkill Transportation System (STS)

1) Please rate us in the following areas, over the last 30 days

	Very Satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not Applicable
Overall satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time arrivals and departures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of weekday service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of weekend service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of seats on the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable bus seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable temperature on bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness inside the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus fares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver courtesy and friendliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and competent drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety on buses/at stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park-and-ride lots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telephone customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus schedule availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus schedule - easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website - easy to navigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) What is the primary reason you use the bus?

- |   |  |
|---|--|
| <input type="checkbox"/> Work           | <input type="checkbox"/> School K-12           |
| <input type="checkbox"/> Shopping       | <input type="checkbox"/> Higher Education      |
| <input type="checkbox"/> Medical/Dental | <input type="checkbox"/> Social / recreational |

3) How often do you ride the bus?

- |  |   |
|--|---|
| <input type="checkbox"/> 6 - 7 days a week | <input type="checkbox"/> 1 - 3 times a month    |
| <input type="checkbox"/> 5 days a week     | <input type="checkbox"/> Less than once a month |
| <input type="checkbox"/> 2 - 4 days a week | <input type="checkbox"/> First time riding      |
| <input type="checkbox"/> Once a week       |   |

4) How long have you been using this transit service?

- |  |  |
|--|--|
| <input type="checkbox"/> More than 3 years | <input type="checkbox"/> 1 month to 1 year |
| <input type="checkbox"/> 1 - 3 years       | <input type="checkbox"/> Less than a month |

5) What is your local zip code?

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 17901 | <input type="checkbox"/> 17948 | <input type="checkbox"/> 17976 |
| <input type="checkbox"/> 17921 | <input type="checkbox"/> 17954 | <input type="checkbox"/> 18252 |
| <input type="checkbox"/> 17931 | <input type="checkbox"/> 17972 | <input type="checkbox"/> Other |

If "Other," please specify

--	--	--	--	--

6) What is your gender?

- ☐ Male ☐ Female

7) What is your age group?

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> 15 and under | <input type="checkbox"/> 41 to 60     |
| <input type="checkbox"/> 16 to 24     | <input type="checkbox"/> 61 to 64     |
| <input type="checkbox"/> 25 to 40     | <input type="checkbox"/> 65 and older |

- ☐ Employed      ☐ Student  
☐ Not employed      ☐ Other  
☐ Retired

- ☐ Definitely      ☐ Not likely  
☐ Likely        ☐ Definitely not  
☐ Unsure

- ☐ Definitely      ☐ Not likely  
☐ Likely      ☐ Definitely not  
☐ Unsure

- ☐ Walk      ☐ Bike  
☐ Drive and park      ☐ Ride with someone  
☐ Dropped off      ☐ Other

- ☐ Walk
 ☐ Bike  
☐ Drive in a vehicle
 ☐ Ride with someone  
☐ Picked up
 ☐ Other

- ☐ Yes ☐ No

- ☐ Yes ☐ No

- ☐ Yes ☐ No

- ☐ Facebook

☐ Instagram

☐ Twitter

☐ YouTube

☐ Do not view any social media websites

Are there any other comments you would like to make about *Schuylkill Transportation System (STS)*?


THANK YOU FOR HELPING  
*Schuylkill Transportation System (STS)*  
IMPROVE OUR SERVICE!



## Encuesta de satisfacción del cliente Schuylkill Transportation System (STS)

1) Califique nuestros servicios en las siguientes áreas teniendo en cuenta los últimos 30 días

	Muy satisfecho	Satisfecho	Insatisfecho	Muy insatisfecho	No corresponde
Satisfacción en general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Llegadas y partidas puntuales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frecuencia de los servicios durante la semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frecuencia de los servicios durante el fin de semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de asientos en el autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asientos cómodos en el autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperatura agradable en el autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comodidad en las paradas del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limpieza dentro del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarifas del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesía y amabilidad del conductor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conductores competentes y prudentes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mantenimiento de las paradas del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad personal en los autobuses y en las paradas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amabilidad de los empleados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Espacios de estacionamiento park-and-ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teléfono de atención al cliente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad del horario del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horario del autobús: fácil de comprender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitio Web: fácil de navegar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) ¿Cuál es la razón principal por la que utiliza el autobús?

- |  |  |
|--|--|
| <input type="checkbox"/> Trabajo         | <input type="checkbox"/> Escuela primaria / secundaria |
| <input type="checkbox"/> Compras         | <input type="checkbox"/> Educación superior            |
| <input type="checkbox"/> Médico/Dentista | <input type="checkbox"/> Social/Recreación             |

3) ¿Con qué frecuencia toma el autobús?

- |   |   |
|---|---|
| <input type="checkbox"/> 6 a 7 días a la semana | <input type="checkbox"/> 1 a 3 veces al mes                 |
| <input type="checkbox"/> 5 días a la semana     | <input type="checkbox"/> Menos de una vez al mes            |
| <input type="checkbox"/> 2 a 4 días a la semana | <input type="checkbox"/> Primera vez que utilizo el autobús |
| <input type="checkbox"/> Una vez a la semana    |   |

4) ¿Cuánto hace que utiliza este servicio de transporte?

- |  |  |
|--|--|
| <input type="checkbox"/> Más de 3 años | <input type="checkbox"/> 1 mes a 1 año   |
| <input type="checkbox"/> 1 a 3 años    | <input type="checkbox"/> Menos de un mes |

5) ¿Cuál es su código postal?

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 17901 | <input type="checkbox"/> 17948 | <input type="checkbox"/> 17976 |
| <input type="checkbox"/> 17921 | <input type="checkbox"/> 17954 | <input type="checkbox"/> 18252 |
| <input type="checkbox"/> 17931 | <input type="checkbox"/> 17972 | <input type="checkbox"/> Other |

En otro caso, por favor  
especifique

--	--	--	--	--

6) ¿Cuál es su sexo?

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Masculino | <input type="checkbox"/> Femenino |
|------------------------------------|-----------------------------------|

7) ¿Cuál es su grupo de edad?

- |   |   |
|---|---|
| <input type="checkbox"/> Menor de 15        | <input type="checkbox"/> Entre 41 y 60 años |
| <input type="checkbox"/> Entre 16 y 24 años | <input type="checkbox"/> Entre 61 y 64 años |
| <input type="checkbox"/> Entre 25 y 40 años | <input type="checkbox"/> 65 años o mayor    |

8) ¿Cuál es su situación laboral actual?

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> Tengo empleo    | <input type="checkbox"/> Estudiante |
| <input type="checkbox"/> No tengo empleo | <input type="checkbox"/> Otro       |
| <input type="checkbox"/> Estoy jubilado  |                                     |

9) ¿Continuará usando este servicio de autobús?

- |   |   |
|---|---|
| <input type="checkbox"/> Definitivamente    | <input type="checkbox"/> Poco probable      |
| <input type="checkbox"/> Probablemente      | <input type="checkbox"/> Definitivamente no |
| <input type="checkbox"/> No estoy seguro(a) |   |

10) ¿Recomendaría este servicio de autobús?

- |   |   |
|---|---|
| <input type="checkbox"/> Definitivamente    | <input type="checkbox"/> Poco probable      |
| <input type="checkbox"/> Probablemente      | <input type="checkbox"/> Definitivamente no |
| <input type="checkbox"/> No estoy seguro(a) |   |

11) ¿Cómo llega generalmente a la parada del autobús?

- |   |  |
|---|--|
| <input type="checkbox"/> Camino               | <input type="checkbox"/> En bicicleta    |
| <input type="checkbox"/> Conduzco y estaciono | <input type="checkbox"/> Voy con alguien |
| <input type="checkbox"/> Me llevan            | <input type="checkbox"/> Otro            |

12) ¿Cómo llega generalmente a su destino luego de bajarse del autobús?

- |   |  |
|---|--|
| <input type="checkbox"/> Camino               | <input type="checkbox"/> En bicicleta    |
| <input type="checkbox"/> Conduzco un vehículo | <input type="checkbox"/> Voy con alguien |
| <input type="checkbox"/> Me pasan a buscar    | <input type="checkbox"/> Otro            |

13) ¿Tiene algún medio de transporte alternativo?

- |                             |                             |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> Si | <input type="checkbox"/> No |
|-----------------------------|-----------------------------|

14) ¿Tiene acceso a Internet?

- |                             |                             |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> Si | <input type="checkbox"/> No |
|-----------------------------|-----------------------------|

15) ¿Tiene un teléfono inteligente?

- |                             |                             |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> Si | <input type="checkbox"/> No |
|-----------------------------|-----------------------------|

16) ¿Utiliza alguna de las siguientes redes sociales? (marque todas las que apliquen)

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> YouTube                   |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> No utilizo redes sociales |
| <input type="checkbox"/> Twitter   |  |

¿Le gustaría hacer algún otro comentario con respecto a *Schuylkill Transportation System (STS)*?


¡Gracias por ayudarnos a  
*Schuylkill Transportation System (STS)*  
mejorar nuestro servicio!



## Electronic Survey - English

[Text Only](#)

### Customer Satisfaction Survey Schuylkill Transportation System (STS)

Which bus route do you most frequently use?

--Click Here-- ▼

Please rate us in the following areas, over the last 30 days

	Very Satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not Applicable
Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-time arrivals and departures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of weekday service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of weekend service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of seats on the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable bus seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable temperature on bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness inside the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus fares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driver courtesy and friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe and competent drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus stop maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety on buses/at stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park-and-ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus schedule availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus schedule - easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website - easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Powered by **snap**

[Text Only](#)

What is the primary reason you use the bus?

--Click Here-- ▼

How often do you ride the bus?

--Click Here-- ▼

How long have you been using this transit service?

--Click Here-- ▼

What is your local zip code?

--Click Here-- ▼

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[Text Only](#)

What is your gender?

--Click Here-- ▼

What is your age group?

--Click Here-- ▼

What is your current employment status?

--Click Here-- ▼

Will you continue using this bus service?

--Click Here-- ▼

← Back

↺ Reset

↻ Restart

Next →

Powered by **snap**

[Text Only](#)

Would you recommend this bus service?

--Click Here-- ▼

How do you generally get to the bus stop?

--Click Here-- ▼

How will you generally get to your final destination once you get off the bus?

--Click Here-- ▼

Do you have alternate transportation?

--Click Here-- ▼

← Back

↺ Reset

↻ Restart

Next →

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[Text Only](#)

Can you access the Internet?

--Click Here-- ▼

Do you have a smart phone?

--Click Here-- ▼

Do you use any of the following social media? (Check all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ YouTube
- ☐ Do not view any social media websites

Are there any other comments you would like to make about *Schuykill Transportation System (STS)*?

9999 of 1145 remaining

THANK YOU FOR HELPING  
*Schuykill Transportation System (STS)*  
IMPROVE OUR SERVICE!

← Back

↺ Reset

↻ Restart

Submit ✓

Powered by **snap**

## Electronic Survey - Spanish

[Solo texto](#)

### Encuesta de satisfacción del cliente Schuylkill Transportation System (STS)

¿Qué ruta del autobús que utiliza con más frecuencia?

--Clique aquí-- ▼

Califique nuestros servicios en las siguientes áreas teniendo en cuenta los últimos 30 días

	Muy satisfecho	Satisfecho	Insatisfecho	Muy insatisfecho	No corresponde
Satisfacción en general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Llegadas y partidas puntuales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frecuencia de los servicios durante la semana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frecuencia de los servicios durante el fin de semana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de asientos en el autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asientos cómodos en el autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temperatura agradable en el autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comodidad en las paradas del autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limpieza dentro del autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarifas del autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cortesía y amabilidad del conductor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conductores competentes y prudentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mantenimiento de las paradas del autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad personal en los autobuses y en las paradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amabilidad de los empleados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Espacios de estacionamiento park-and-ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teléfono de atención al cliente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad del horario del autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horario del autobús: fácil de comprender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sitio Web: fácil de navegar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[Solo texto](#)

¿Cuál es la razón principal por la que utiliza el autobús?

--Clique aquí-- ▼

¿Con qué frecuencia toma el autobús?

--Clique aquí-- ▼

¿Cuánto hace que utiliza este servicio de transporte?

--Clique aquí-- ▼

¿Cuál es su código postal?

--Clique aquí-- ▼



[Solo texto](#)

¿Cuál es su sexo?

--Clique aquí-- ▼

¿Cuál es su grupo de edad?

--Clique aquí-- ▼

¿Cuál es su situación laboral actual?

--Clique aquí-- ▼

¿Continuará usando este servicio de autobús?

--Clique aquí-- ▼



[Solo texto](#)

¿Recomendaría este servicio de autobús?

--Clique aquí-- ▼

¿Cómo llega generalmente a la parada del autobús?

--Clique aquí-- ▼

¿Cómo llega generalmente a su destino luego de bajarse del autobús?

--Clique aquí-- ▼

¿Tiene algún medio de transporte alternativo?

--Clique aquí-- ▼



[Solo texto](#)

¿Tiene acceso a Internet?

--Clique aquí-- ▼

¿Tiene un teléfono inteligente?

--Clique aquí-- ▼

¿Utiliza alguna de las siguientes redes sociales? (marque todas las que apliquen)

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ YouTube
- ☐ No utilizo redes sociales

¿Le gustaría hacer algún otro comentario con respecto a *Schuykill Transportation System (STS)*?

Quedan 400 de 400

¡Gracias por ayudarnos a  
*Schuykill Transportation System (STS)*  
mejorar nuestro servicio!

