



STUDY SESSION

Joint Study Session of
Valley Metro RPTA and Valley Metro Rail
Boards of Directors

Date:
June 22, 2023

Starting Time
11:15 a.m.

Location:
Valley Metro
Lake Powell Conference Room (10A)/Webex
101 N. 1st Avenue, 10th Floor
Phoenix

If you require assistance accessing the meetings on the 10th floor, please go to the 14th floor or call 602.262.7433.



Study Session Notice & Agenda

June 15, 2023

Joint Study Session Agenda Valley Metro RPTA and Valley Metro Rail

Thursday, June 22, 2023

Board room/Webex

101 N. 1st Avenue, 10th Floor

11:15 a.m.

Study sessions provide a less formal setting for the Boards of Directors to discuss specific topics, at length, with each other and Valley Metro staff members. Work study session provide an opportunity for staff to receive direction from the Boards and for the public to observe the discussions.

At the request of the Boards of Directors, this study session will provide an overview of APTA Safety and Security Peer Review.

1. APTA Safety and Security Peer Review

Members of the APTA Peer Review Panel will provide an overview of the General Observations and Recommendations for the peer review that took place during the week of February 26, 2023.

2. Transit Rider Security Program

Valley Metro Staff will provide an overview of the transit security program history, customer and frontline staff feedback and next steps.

Qualified sign language interpreters are available with 72 hours notice. Materials in alternative formats (large print, audiocassette, or computer diskette) are available upon request. For further information, please call Valley Metro at 602-262-7433 or TTY at 602-251-2039. To attend this meeting via teleconference, contact the receptionist at 602-262-7433 for the dial-in-information. The supporting information for this agenda can be found on our web site at www.valleymetro.org.



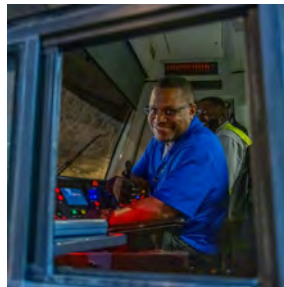
Transit Security Program

Board Study Session
June 2023

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Our Mission

- Connect Communities Enhance Lives
- We are people moving people
- Visible platform for overall community health



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Study Session Outline

- APTA Safety & Security Peer Review Observations & Recommendations
- Transit Security Program Overview
- Rider Security Survey Results
- Discussion: Where Do We Go from Here?

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Agenda

- Acknowledgements
- Peer Review Methodology
- Scope of Review
- Peer Review Objectives
- Observations and Recommendations
- Questions and Discussion



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Peer Review Panel Members

Eric Muntan

Chief
Office of Safety and Security
Miami-Dade Transit (DTPW)
Miami, FL

Rebecca Frankhouser

Managing Director/Chief Safety Officer
Safety, Security and Quality Assurance
King County Metro
Seattle, WA

Al Stiehler

Director
Transit Security and Passenger Safety
San Diego Metropolitan Transit System (MTS)
San Diego, CA



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Peer Review Panel Members

APTA Staff Advisors

Polly Hanson

Senior Director – Security, Risk & Emergency Management
American Public Transportation Association, APTA
Washington, DC

Brian Alberts

Senior Director – Safety & Advisory Services
American Public Transportation Association, APTA
Washington, DC



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Peer Review Methodology

The APTA Peer Review process is well established as a valuable resource to the public transit industry.

Highly experienced and respected transit professionals voluntarily provided their time and support to address the scope required.

The panel conducted this peer review over the course of several days, spanning from February 26th through March 3rd.

This in-person review was conducted through interviews, site visits, documentation reviews, and other analyses with Valley Metro.



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Scope of Peer Review

The APTA Peer Review Panel was convened at the request of Valley Metro to review the organization's safety and security functions and to provide recommendations on how to best respond to new and emerging challenges that may pose a risk to Valley Metro employees, customers, and property.



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Peer Review Objectives

- Evaluate the effectiveness of the Safety, Security, and Quality Assurance (SSQA) organizational structure.
- Evaluate the capacity of the SSQA Division to effectively fulfill Valley Metro's statutory requirements inclusive of implementation of the agency's PTASP and safety oversight of capital expansion programs.
- Review current policies, procedures, practices, and tools used for the agency's safety and security functions.
- Evaluate the effectiveness of collaboration between contracted personnel, in-house Valley Metro teams, and law enforcement partners; to include bus contractors, safety department, and new bus security coordinators.



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Peer Review Objectives Cont.

- Recommend best practices and opportunities for the proactive response to new and emerging challenges inclusive of persistent homelessness, substance abuse, and mental illness across the Valley Metro Transit System and greater Phoenix community.



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General Observations & Recommendations



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General Observations & Recommendations

Observations:

- SSQA seems to have a very positive and transparent relationship with the State Safety Oversight Agency (SSOA) – Arizona Department of Transportation – Best practice.
 - Also, ADOT staff has strong industry knowledge of Valley Metro’s operation.
- During recent audits, Valley Metro found deficiencies in bus operator training and the administration of the Drug and Alcohol policy.
- SSQA is now being included earlier in the design process for Capital Projects (15%) to identify potential safety-critical items before proceeding through the rest of the engineering phases – Good practice.
- Panel commends the creation of the bus security position and the development of the Valley Metro Bus Blotter.



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General Observations & Recommendations

Observations:

- The Maintenance of Way (MOW) and the Operations and Maintenance Center both had “safety walls” that included PPE.
- The MOW and the Operations and Maintenance Center were well lit, clean, and had adequate signage.
- The Valley Metro team is focused on providing quality transportation in the region, connecting communities, and enhancing lives.
- Valley Metro successfully hosted the Super Bowl (again).
- Valley Metro is on schedule to open Northwest Extension Phase II in 2024.
- Member cities articulated that Valley Metro has retained a CEO with extensive transit experience and a strong commitment to the customer experience.
- New goals are aligned with the CEO’s vision for the agency and will guide the strategic plan.



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General Observations & Recommendations

Recommendations:

- Valley Metro should continue to conduct timely audits of all safety-critical testing and training.
- SSQA should continue to be brought in earlier in the design phase for Capital Projects.



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SSQA Organizational Structure & Division Capacity



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SSQA Organizational Structure and Division Capacity

Observations:

- In light of future expansions and growth, Valley Metro SSQA appears to be understaffed and under resourced.
- The SSQA Director has been performing the duties of an Emergency Manager.



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SSQA Organizational Structure and Division Capacity

Recommendations:

- The panel recommends that Valley Metro conduct benchmarking with agencies of a similar size and operation to determine appropriate staffing levels.
- SSQA should consider increasing quality assurance and field safety staff as well as establishing a dedicated Emergency Manager position.



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Current Safety & Security Policies, Practices, Procedures, Tools & Recommendations:



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Safety & Security Policies, Practices & Procedures

Observations:

- Employee Safety Reporting at Valley Metro includes a “peer recognition function” – leading practice.
- Leadership has approved a data management solution – good practice.
- Roadway worker protection (RWP) may not be implemented in a standardized manner.
- During interviews, it was not clear that there is a universal understanding of de-escalation.



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Safety & Security Policies, Practices and Procedures

Observations:

- First Transit's training program does not include interim quizzes to assess the bus operator's aptitude and knowledge retention.



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Safety & Security Policies, Practices and Procedures

Recommendations:

- The need for additional flaggers should be examined.
- De-escalation best practices need to be aligned throughout the organization (i.e. operations training).
- The procedure for requesting police assistance should be evaluated for efficacy.



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Effectiveness of Collaboration between Contracted Personnel and Valley Metro Staff & Recommendations:



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Partnerships & Contracting

Observations:

- Allied Universal Security has a supervisory ratio (span of control) of 1 supervisor to 15 officers.
- Customer service complaints are investigated by the contractor versus an independent group (i.e., Customer Service).
- Until the fare collection system is upgraded that fare recovery may be impacted.



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Partnerships & Contracting

Observations:

- The relationship between Allied Universal and Valley Metro SSQA managers is robust.
- Allied Universal staff are invited to attend Valley Metro job fairs.
- Valley Metro managers participate in Allied Universal all-hands staff meetings.
- Fare evasion enforcement abilities may be limited due to the quantity and capability of handheld validators.



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Partnerships & Contracting

Recommendations:

- In addition to patrolling bus stops and shelters, it is recommended the City of Phoenix PD concentrate patrols on light rail station platforms and light rail trains.
- Valley Metro should review best practices to increase supervision with frontline contracted security officers.
- Valley Metro should reevaluate how customer service complaints are managed.



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Partnerships & Contracting

Recommendations:

- Local law enforcement from member cities with light rail should consider increasing their presence on light rail trains and station platforms.
- Panel recommends that local law enforcement and Valley Metro formalize the utilization of communication channels, the sharing of data, and the coordination of deployment of law enforcement and Allied Universal Security personnel through memorandums of understanding.



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Emerging Challenges & Recommendations:



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Emerging Challenges

Observations:

- Effects of the unhoused has an increasing impact on Valley Metro services, rider perception of safety, and overall customer experience.
- Proposition 400 is set to expire in 2025.



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Emerging Challenges

Recommendations:

- Consider the appointment of a Valley Metro FTE to liaise with member city social service personnel to address the impacts of the unhoused.
- Valley Metro OT, IT, and operations staff should continue to collaborate on the design, acquisition, and procurement of new technologies to mitigate vulnerabilities and perform cybersecurity risk management.
- A dedicated funding source is needed to maintain, expand, and improve public transportation.



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Other Observations & Recommendations:



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Other Observations and Recommendations

Observations:

- No ridership study has been conducted since pre-COVID-19.
- Similarly, planning and scheduling has not conducted run-time studies (for each route) in a significant period of time.
 - The current design of the schedules could potentially lead to increased accident rates due to distracted driving if scheduled running time is not sufficient.

Recommendations:

- Valley Metro should conduct a ridership study, to understand traffic and riding patterns on the system.
- Valley Metro should conduct run time studies on the system and evaluate the schedule.



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Thank You Questions?



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Transit Security Layers



BUS

Passengers: See Something,
Say Something through operator or 911

Bus Operator/Supervisor/Dispatch

Bus Security City Coordination

Law Enforcement



LIGHT RAIL

Passengers: See Something,
Say Something through AlertVM or 911

Allied Universal Security Services

Law Enforcement

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Bus Security Coordination

- Relationship-building
- Data-driven approach to safer and more secure buses
- Bus Security Blotter
 - Updates on bus security incidents and cases
 - Operator recognition
- Operation **Blue-Ride**
(Commute with a Cop)

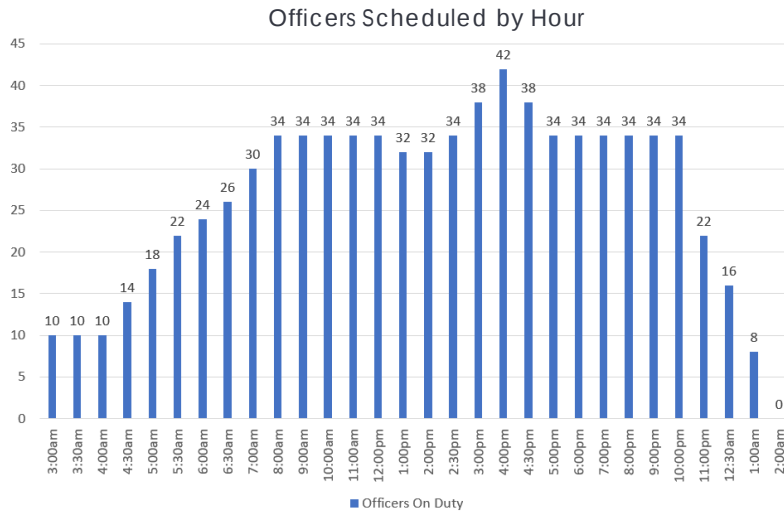


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Rail Security Staffing



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Security Zone Configuration



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Rail Fare Inspection

- Allied Universal is tasked with checking passenger fare
- Fare inspection rate (FIR) is assessed based on automated passenger count (APC) boarding data
 - APC data is captured from on-board detection devices and reflects actual physical boardings
- Allied Universal issues warnings/civil citations to riders without fare when ID is obtained
 - To issue citations, ID is required
 - Many refuse to provide ID or walk away
 - Police support is often required for ID checks

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Customer Experience Coordinators

- Customer engagement, education and assistance
 - Initiated in 2019
- Added layer of visibility across rail system
- 10 positions deployed based on ridership and events



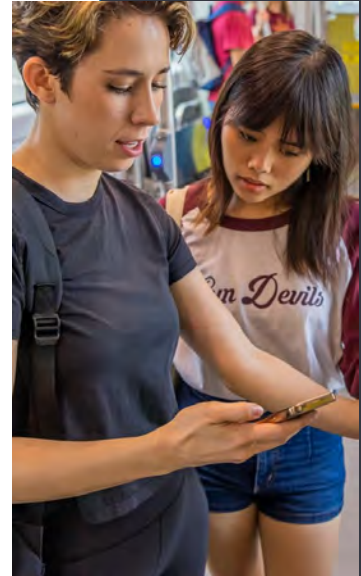
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Customer Engagement

- “See something, say something”
- AlertVM real-time safety & security app
 - Available on light rail and streetcar
 - Communication specialists dispatch resources
- Service notifications
 - Riders, cities, media
 - VM app, AlertVM, website, twitter, Customer Service
- Rider surveys



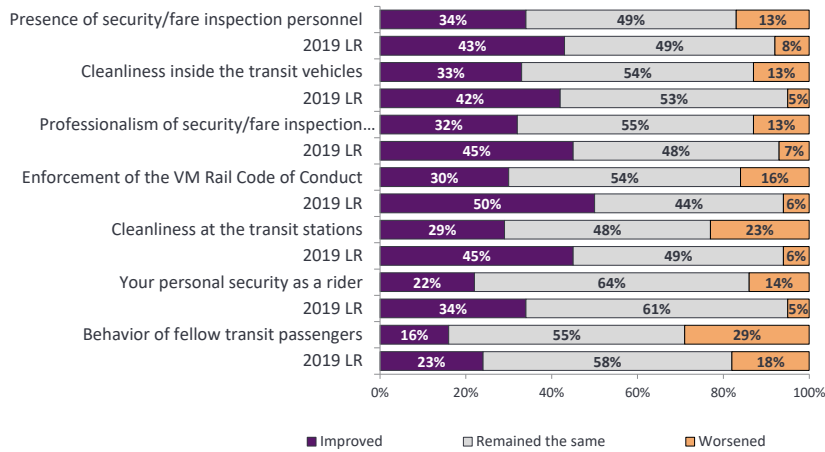
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Presence of security personnel improved, passenger behavior worsened



43 Q5a. Based on your experience using Valley Metro, do you think _____ has improved, remained the same, or worsened over the past 12 months?
 **Don't know responses excluded



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Increased presence of security personnel primary reason for improved rider safety

Reasons	2023 n=199
Increased security/see more security	27%
No problems/improving/feel safe	21%
It's the same	4%
VM is doing more to help	3%
Nicer people using service	3%
VM employees/security are friendly	3%
Noticed less incidents/less fights	3%
Responsive/quick to respond	3%
Drivers are more strict	3%
I'm more aware of my surroundings	3%
More cameras watching	3%
It's cleaner	1%
More people riding the bus	1%
Negative Reasons	12%
Other	8%
Don't know	13%

44 Q5aNEW. Please explain why you feel your personal safety has improved.



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Bad behavior of fellow passengers makes riders feel less secure

Behavior of fellow passengers
29%

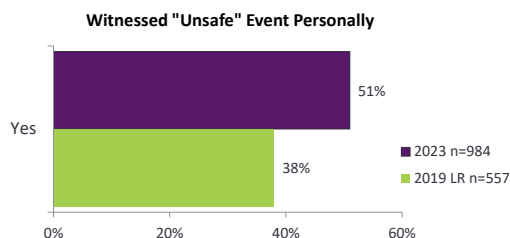
Reasons	2023 n=126
There are more homeless people	21%
Too many drunk people high on drugs	16%
Weird/crazy people	13%
There is not enough security/need more security	13%
Not enough enforcement/security does nothing	12%
Violence/fights	8%
Increased security/I see more security	6%
It's the same	6%
People have assaulted me/touched me/threatened me	6%
The drivers make it unsafe/ are unprofessional/security is rude	5%
No problems	4%
It's dirty/need to clean more	4%
Loud music	3%
I feel unsafe/less secure (unspecified)	3%
Other	4%
Don't know	6%

45 Q5aNEW. Please explain why you feel your personal safety has worsened.



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Half of all riders have witnessed incident that made them feel unsafe



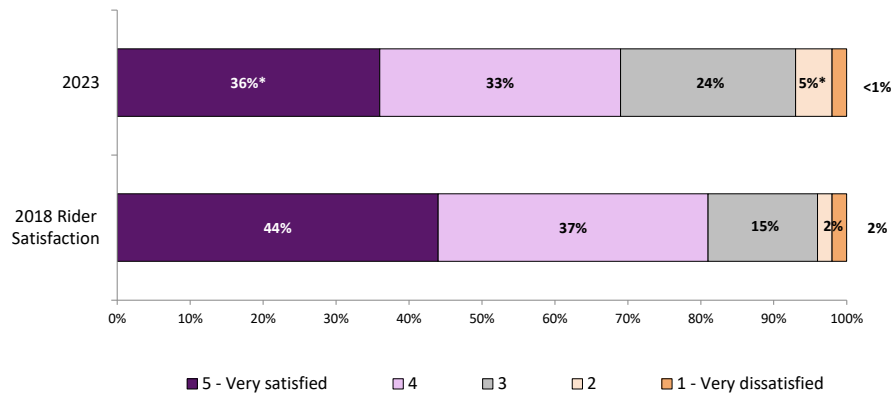
Details of Incident	2023 n=498	2019 LR n=211
Violence/fighting/stabbings/shootings	41%	41%
Drunk people/drug addicts	35%	34%
Arguments/verbal altercations/yelling	20%	26%
People with mental illness/crazy people	6%	6%
Sexual harassment	4%	5%
Homeless/panhandlers	6%	5%
Stealing/people getting robbed	3%	4%
People bothering others/inappropriate behavior	7%	4%
Rude bus drivers/verbally abusive	2%	-
Passengers harassing the drivers	3%	-
Other	2%	8%

46 Q7. Have you ever personally witnessed something that has made you feel unsafe on Valley Metro?
Q7a. Please provide details of what you witnessed.



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Overall satisfaction with Valley Metro has decreased



47 Q10. Using a scale of 1 to 5 where 1 means "Very dissatisfied" and 5 means "Very satisfied", how would you rate your overall satisfaction with Valley Metro?



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Positives: General appreciation; connection Negatives: Unreliability; driver complaints

Reason	2023 n=675
Positive Mentions	
Good/no complaints	26%
Gets me where I need to go	15%
Convenient/easy	11%
Timely/on schedule/on time	11%
Saves me money/gas/parking	6%
Good staff/drivers	4%
Safe	3%
Clean	2%
There are more security	2%
Great alternative/can always use it	2%
It's fast/quick/faster than bus	2%
Like the mobile pass	2%

Reason	2023 n=305
Negative Mentions	
It's slow/doesn't get to destination on time	26%
Need more professional/kind drivers	10%
There's room for improvement/it's not perfect	7%
Still transient/homeless people on train	5%
It's not safe/crime/violence	4%
Need more security	3%
Need to expand to other cities/more routes	3%
Cleaner transit vehicles/need to be cleaner	3%
People are rude/loud/use offensive language	2%
Need more drivers	2%
Need to run longer hours	2%
Had problems/incidents	2%
App is not up to date	2%

48 Q11a. Please explain the ONE primary reason for your satisfaction rating of ____.



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What We're Doing Now & Possible Future Directions

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What We're Doing Now

- Analyzing and leveraging available data to inform proactive patrols and targeted responses
 - Incident data
 - Customer and community feedback
 - Ridership
 - Frontline team member listening sessions feedback
- Focusing on Allied Universal Security (AUS) deployment
- Improving AUS supervision and training



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What We're Doing Now

- Fare collection modernization
- Peer research
 - Including customer experience and social service engagements
- Service performance assessments
 - Run-time/on-time performance
 - Comprehensive operational analysis



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Possible Future Directions

- Continued coordination with PDs
 - Revised MOUs outlining coordination, patrols, data sharing, etc.
- Expansion of rail field security staff (AUS)
 - Additional resources for bus
- Engagement of social service providers



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Information Summary

DATE

June 15, 2023

STUDY SESSION**SUBJECT**

Rider Security Survey Results

PURPOSE

To review the conclusions and follow-up action plan resulting from the recent Rider Security Survey conducted in December 2022 – February 2023.

RECOMMENDATION

This item is presented for information only.

BACKGROUND | DISCUSSION | CONSIDERATION

Valley Metro conducts regular rider surveys to understand sentiment and satisfaction of regional transit services and how these services, tools and resources can adjust or improve to better meet rider needs. Staff conducts market research annually (or every other year) to track trends or as needed to garner input on specific topics, ideas or concerns. In winter 2022, staff initiated a survey to assess current perceptions and experiences related to personal security among riders using Valley Metro bus, light rail and streetcar services. The survey was conducted December 2022 – February 2023 using a mix of in-person interviews and online forms from 980+ riders across the system and all three modes (bus, rail and streetcar). Riders from Goodyear to Chandler provided their input on transit security resulting in the following conclusions:

- Majority of Valley Metro riders (69%) feel safe and secure thanks, in great part, to increased security presence;
- Riders (51%) are experiencing more security incidents as a result of worsening passenger behavior (citing homelessness, mental illness, substance abuse);
- [AlertVM](#) is a good resource and could be utilized more (39% of rail riders are familiar and use the app); however, riders are looking to staff as primary resources for security (operator, officer, etc.);
- Streetcar riders gave the highest safety rating (78%), with light rail rider satisfaction declining (69% vs. 81% in 2019) and now more in line with bus rider satisfaction (67%);
- While decreased satisfaction overall, the likelihood to continue to use the system remains constant (81%);
- From a deeper dive into this data, service reliability comes out on top as a driving motivator of rider satisfaction.



Based on this survey and rider feedback, Valley Metro is working with partners on the following focus areas and associated tactics:

- Transit security:
 - o Research funding opportunities for identifying social service support for the system
 - Coordinate with MAG on social service engagement strategies and resources
 - o Research transit peers to learn about their security models and funding
 - o Consider additional training for Allied Universal to respond to changing passenger environment
- Service reliability:
 - o Continue hiring and retention strategies to maintain workforce levels
 - o Conduct data tracking and performance management of primary operating contracts
 - o Ensure mental health and employee assistance resources are available to all frontline staff groups
 - o Conduct run-time and on-time performance analyses, which are underway; future: Comprehensive Operational Analysis in 2024
- Passenger communications:
 - o Improve real-time and missed trip notification and consider opportunities to improve data reliability
 - o Increase awareness and usage of AlertVM; consider how/if AlertVM could support bus riders in partnership with fellow, regional operators
 - o Utilize Customer Experience Coordinators (CECs) to support agency initiatives, like app awareness, heat relief and rider pulse surveys

Additionally, at the June 22 Boards of Directors meeting, the Study Session will focus on transit security featuring program history, the current security model, results from this survey as well as the recent American Public Transportation Association (APTA) safety & security peer review and future program opportunities to help Valley Metro adapt to this changing environment and further enhance the rider experience.

COST AND BUDGET

The cost of this survey was \$31,575 and is contained within the adopted FY23 budget and within the scope and authority of the WestGroup Market Research contract.

COMMITTEE ACTION

RTAG: May 18, 2023 for information

TMC/RMC: June 7, 2023 for information

Boards of Directors: June 22, 2023 for information



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ATTACHMENT

Rider Security Intercept Survey Report

2023 Rider Security Survey

Prepared for:



Winter 2022/2023



3033 North 44th Street
Suite 150
Phoenix, AZ 85018

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Executive Summary

Valley Metro conducted a Rider Security Study to monitor the overall perception of personal safety and security among Valley Metro public transit riders. This report presents the results of 984 surveys conducted between Dec 14, 2022 and Feb 10, 2023. The majority of survey responses were collected via in-person interviews at multiple transit stops and onboard Valley Metro trains and streetcars (647) while 337 were collected via a web survey of current transit users. All surveys took an average of twelve minutes to complete. The overall margin of error for the study is $\pm 3.1\%$ at the 95% confidence level.

Rider and Trip Characteristics

- Overall one-half of riders (52%) have been using Valley Metro public transit for five years or less with two in ten being new riders (17% have ridden for one year or less) and 35% riding for one to five years.
- Just over one-half of riders reported using Valley Metro public transit at least five days each week (53%).
- Nine in ten riders reported using Valley Metro more often (40%) or the same amount (49%) as they did a year ago. Only 11% of riders indicated they were riding Valley Metro less often than they had in the past.
- Just under two-thirds of Valley Metro public transit users (62%) reported using Valley Metro to get to work or for job searching. Additionally, one half of riders (52%) used Valley Metro for social and recreational purposes while another 43% used it for shopping.
- Approximately one-half of riders (48%) reported having at least one vehicle available to use in their household. Six in ten of these riders could have used one of those personal vehicles for their trip.
- Nearly six in ten riders reported having a valid driver's license (56%).

Perception and Awareness of Valley Metro Changes over Past Year

- The majority of Valley Metro riders reported to regularly use 1-Day passes (51%) or 31-Day passes (24%) to pay for their transit trips.
- When asked to evaluate whether a variety of public transit service elements had improved, worsened or remained the same over the past 12 months, roughly three in ten riders indicated five of the seven safety elements have "improved" over the past year.
 - The element with the highest reported improvement compared to a year ago was the presence of security personnel (34% improved).
 - The behavior of fellow transit passengers was most often rated as "worsened" over the past year (29% worse).
 - In comparison to light rail rider findings in 2019, overall perceived safety, security and cleanliness ratings for Valley Metro have declined in favorability.



- Approximately one-quarter of riders whose personal safety improved over the past year said it was because they noticed an increase of security on the trains (27%) or just unspecified improvement in feeling safe (21%).
- Among the riders who felt their personal safety had worsened over the past year, the top reasons were seeing more homeless people (21%), too many drunk or high people (16%), and “weird/crazy” people (13%).

Safety and Security

- Overall, streetcar riders were most likely to feel safe and secure compared to the light rail or bus riders with three-quarters of all streetcar riders providing a “4” or “5-very secure” rating (78% vs. 69% light rail and 67% bus riders).
 - Two-thirds of all light rail riders (69%) rated the safety and security of the light rail as a “4” or “5-very secure”, which is significantly lower than the 81% recorded among light rail riders in 2019.
 - Two-thirds of bus riders rated the safety and security of the bus as a “4” or “5-very secure” (67%).
 - Three-quarters of all streetcar riders providing a “4” or “5-very secure” rating (78% vs. 67%-69% light rail and bus).
- When asked to evaluate whether the overall safety and security of Valley Metro had improved, remained the same or worsened over the past year, riders were most likely to believe safety had remained the same (51%) while just three in ten perceived an improvement in safety (30%).
 - Riders were most likely to report the “one primary reason” for believing the safety and security of the light rail system had improved was *the presence of more security and more inspectors* (52% mentioned).
 - The riders who felt safety and security had worsened in the past year primarily attributed it to needing more security/inspectors (26%).
- One-third of Valley Metro riders would feel safer with more security on the vehicles and at the transit stops (30%).

Personal Experience and VM App Awareness

- One-half of all riders (51%) reported personally witnessing something that made them feel unsafe on Valley Metro transit, which is substantially higher than the 38% reported among light rail riders in 2019.
- Among those who felt unsafe due to an incident they witnessed, violent acts (41%), drunk or drug addicted people (35%), and verbal disagreements (20%) were the top three types of events reported and represent the vast majority of concerning incidents.



- Among the light rail and streetcar riders who personally witnessed an incident, four in ten reported they were familiar with the Alert VM App (39%). However, only 25% have downloaded the app, and just 13% have actually used the app.
- Of the 93% who reported to have a mobile phone, nearly all those were also smartphones (97%). Just over one-half of the riders who own a smartphone have downloaded the Valley Metro App onto their phone (56%).
- Among riders who downloaded the Valley Metro App, two-thirds were satisfied (Rated a “4” or “5-very satisfied”) with their experience with the app (67%). More than one-half of riders use it to look at the status of the bus or train they are waiting for (56%).

Overall Satisfaction

- Two thirds of all riders (69%) rated their overall satisfaction with Valley Metro as a “4” or “5” where “5” means “very satisfied”. Notably, this is a substantially lower level of satisfaction than was measured among all transit users in the 2018 Rider Satisfaction Survey (81%).
- Among those who gave top-two ratings for overall satisfaction, the most frequently reported reasons for satisfaction were related to the transit system described as “good” and riders having “no complaints” (26%) and the simple fact that transit “gets me where I need to go” (15%).

Likelihood to Recommend

- Three-quarters of all riders indicated being likely to recommend light rail to other people - with 51% reporting they would be “very likely” to recommend it. For comparison, 82% of transit users surveyed in the 2018 Rider Satisfaction Study were likely to recommend the system, with 62% “very likely”.
 - Again, streetcar riders were significantly more likely to have more positive perceptions of Valley Metro and therefore be more likely to recommend it to friends and family (93% vs. 64%-78% other riders).

Likelihood to Ride Public Transit One Year from Now

- Two-thirds of all riders (68%) reported being “very likely” to still be riding public transit in one year. An additional 13% rated their likelihood of continuing to ride public transit as a “4” which pushes the total percentage of riders likely to be riding in one year to 81%.



Conclusions

1. Overall, a majority of Valley Metro transit users indicate they feel safe and secure while riding, this is primarily due to the increased presence of security officers at the transit stops and on the vehicles. Riders noted this increase both in the ratings as well as their open-ended comments, however, a proportion of riders believe that more officers are needed to help riders feel safer.
2. There are indications that riders are experiencing more situations that are making them uncomfortable than in the past. Riders are most often pointing toward the negative or troubling behavior of fellow passengers as the incidents that concern them. Approximately half of all riders indicate they have experienced violent events such as fighting, stabbing, shooting, or encountering fellow passengers that are intoxicated or impaired, or observing verbal arguments and altercations among passengers.
3. The Alert VM app is a good resource for riders, but since it is only available to light rail or streetcar riders the benefit is limited. Bus riders are most likely to have the Valley Metro app on their phone so this could be an important resource for riders in uncertain circumstances. Looking to Valley Metro staff (bus operator or security officer) for assistance is the most common reaction when a safety incident needs to be reported.
4. The streetcar receives the highest ratings for safety. While historically, light rail riders have been more satisfied and favorable toward the transit system, that satisfaction and perception of safety has eroded in the past few years bringing the satisfaction level among the light rail riders more in line with those riding local buses.
5. Looking at the overall rider experience with the Valley Metro transit system, there is a notable decrease in overall satisfaction and the likelihood to recommend compared to perceptions measured four years ago in the 2018 Rider Satisfaction Survey. Interestingly, this decreased satisfaction does not translate to a decrease in likelihood to be using public transit a year from now. This could be a reflection of the transit dependency of many riders.



I. Introduction

A. Methodology

Valley Metro conducted a Rider Security Study to monitor the overall perception of safety and security among Valley Metro public transit riders. This report presents the results of 984 surveys conducted between Dec 14, 2022 and Feb 10, 2023. 647 survey responses were collected via in-person interviews at multiple transit stops and onboard Valley Metro trains and streetcars while 337 were collected via a web survey. All surveys took an average of twelve minutes to complete. The overall margin of error for the study is $\pm 3.1\%$ at the 95% confidence level.

Table 1a: Interviews by Survey Methodology

Survey Method	Total n =984
Intercept	647
Transit Stops	441
On Light Rail	143
On Streetcar	63
Web	337

A similar study on passenger safety perceptions was conducted with light rail riders in 2019. The results from the 2019 study are provided as a reference point to provide additional insight into change in rider perceptions; however, it is important to note the 2019 study was only with light rail riders and that population in general tends to have more positive perceptions of public transit in the Valley when compared to those who are local bus riders.

Table 1b: Interviews by Transit Region

	Total n =984
Tempe	22%
Central Phoenix	19%
Mesa	16%
Light rail	15%
West Phoenix	12%
Street car	6%
Other	10%



Table 1c: Transit Intercept Locations

On Light Rail train
On Streetcar
Mill Ave/3rd St Light Rail/Streetcar Stop (DT Tempe)
Gilbert Rd/Main St. Transit Center (Mesa)
Tempe Transportation Center (DT Tempe)
Metro Center Transit Center (Phoenix)
Desert Sky Transit Center (West Phoenix)
19th Ave/Dunlap Light Rail Station (Central Phx)
Superstition Springs Transit Center (Mesa)
Mesa Dr/Main St Transit Center (Mesa)
Dorsey/Apache Light Rail and Streetcar Stop (DT Tempe)
Montebello/19th Ave
Thomas/Central Ave Light Rail Station
Central Station (Cent/Wash and 1st Ave/Jefferson)
Mustang Transit Center (Scottsdale)
Chandler Fashion Center (Chandler)
Goodyear Park and Ride (Goodyear)
McDowell/Central Ave
27th Ave/Baseline Park and Ride (S. Phoenix)



B. Significance Testing among Subgroups

Throughout this report, asterisks (*) and superscript letters ^{ABCD} appear in certain charts and graphs. The asterisks indicate a statistical difference compared to the data collected in 2019 or 2018. The letters indicate that the figure is statistically higher, at the 95% confidence interval, than the figure in the other column or bar with that letter.

For example, in the table below, the ^{ABD} after 59% in Column C for *More often* means that the percentage of streetcar riders who answered *More often* is significantly higher than the percentage of bus, light rail and combo riders in Columns A, B and D who gave that same answer.

Change in Frequency	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
More often	40%	35%	42%	59% ^{ABD}	39%
Less often	10%	12% ^C	11% ^C	2%	11% ^C
The same	49%	53% ^C	48%	39%	50%

^{ABCD} indicates significantly different than other subgroup at 95% confidence level



C. Characteristics of the Sample

More than one-half (59%) of riders were male and the largest portion of riders were ages 25-54 (56%). Riders who reported being of a minority ethnicity were primarily Hispanic (19%) or Black (14%). More than one-half of riders had an annual income lower than \$50,000 (54%).

One-half of riders reported working full-time (51%) and 45% lived in Phoenix. Just under six in ten riders reported having a valid driver's license (56%) and roughly the same amount had access to a vehicle they could have used for the trip they were taking via Valley Metro (59%). Nine in ten riders (90%) were carrying a smartphone with them at the time of the interview.

Table 2: Summary of Demographic Characteristics

Demographics	2023 Total n=984	Demographics	2023 Total n=984
Gender		Employment	
Male	59%	Full-time	51%
Female	40%	Student	17%
		Part-time	16%
Age		Retired	11%
Under 25	18%	All Unemployed	9%
25 to 54	56%	Unemployed – seeking work	7%
55 and older	25%	Unemployed – not seeking work	2%
Refused	1%	Homemaker	2%
		Other	0%
Ethnic Origin		Prefer not to answer	1%
White	50%		
Hispanic	19%	City of Residence	
Black	14%	Phoenix	45%
Asian/Pacific Islander	8%	Tempe	21%
American Indian	6%	Mesa	19%
Other	<1%	Glendale	4%
Refused/NA	3%	Scottsdale	3%
		Avondale	1%
Income		Chandler	3%
< \$20,000	26%		
>\$20K to \$50K	28%	Valid Driver's License	56%
>\$50K to \$75K	12%	Access to Vehicle for Trip	59%
\$75,000+	11%	Have Mobile Phone	93%
Refused/Not sure	24%	Have Smartphone	90%



II. Rider and Trip Characteristics

A. Length of Time Using Valley Metro

Overall one-half of riders (52%) have been using Valley Metro public transit for five years or less with two in ten being new riders (17% have ridden for one year or less) and 35% riding for one to five years. Additionally, 19% have been using Valley Metro as a means of transportation for six to ten years, and 29% have been riding longer than 10 years.

As to be expected, the length of time among streetcar riders is significantly shorter than other riders, as it is the newest addition to Valley Metro transit options. Asian riders and those ages 18-35 were also more likely to report only riding for one year or less compared to all other ethnicities and older riders.

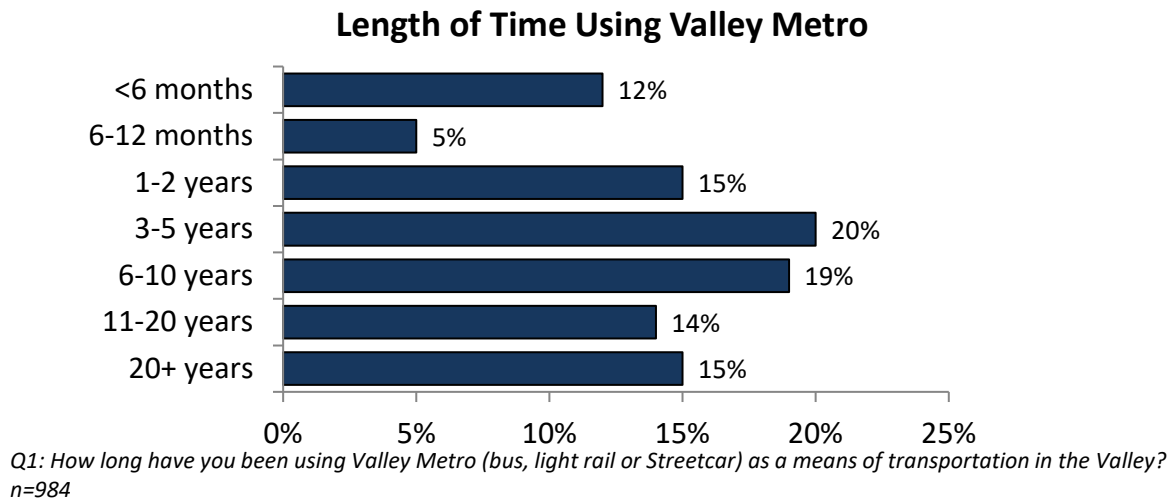


Table 3: Length of Time Using Valley Metro by Subgroup

Time Period	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
<6 months	12%	9%	11%	37% ^{ABD}	9%
6 to 12 months	5%	5%	3%	22% ^{ABD}	6%
1-2 years	15%	15%	18% ^D	17%	12%
3-5 years	20%	18%	23%	14%	18%
6-10 years	19%	19% ^C	18% ^C	7%	23% ^C
11-20 years	14%	16%	15%	-	13%
20+ years	15%	17% ^{BC}	11% ^C	3%	19% ^{BC}

Q1: How long have you been using Valley Metro (bus, light rail or streetcar) as a means of transportation in the Valley?

^{ABCD} indicates significantly different than other subgroup at 95% confidence level

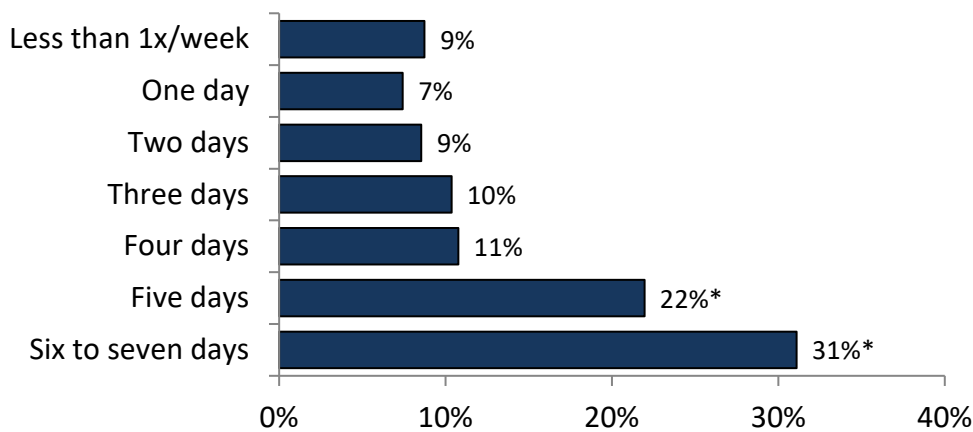


B. Frequency of Riding Valley Metro

Just over one-half of riders reported using Valley Metro public transit at least five days each week (53%). Combo riders were most likely to report riding public transit 6-7 days a week (40% vs. 14%-30% other riders) while bus riders were most likely to report riding 5 days a week (27% vs. 18%-21%).

Interestingly, streetcar riders were most likely to report riding 4 days a week compared to other types of riders (22% vs. 8%-12% other riders). Lastly, light rail riders were most likely to report using transit less than once a week (17% vs. 3%-8%). Unsurprisingly, more frequent riders tend to be younger (under 55), Black or Hispanic, or lower income households (Under \$50K).

Frequency of Riding Public Transit Each Week



Q2. In an average week, how many days do you ride public transit? n=984

Table 4: Frequency of Riding Public Transit Each Week

Frequency	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
Less than 1x/wk	9%	3%	17% ^{ACD}	8%	3%
One day	7%	7%	8%	8%	6%
Two days	9%	7%	12% ^{AD}	10%	6%
Three days	10%	11%	8%	15%	11%
Four days	11%	12%	8%	22% ^B	11%
Five days	22%	27% ^B	18%	19%	21%
Six to seven days	31%	30% ^C	28% ^C	14%	40% ^{ABC}

Q2. In an average week, how many days do you ride public transit?

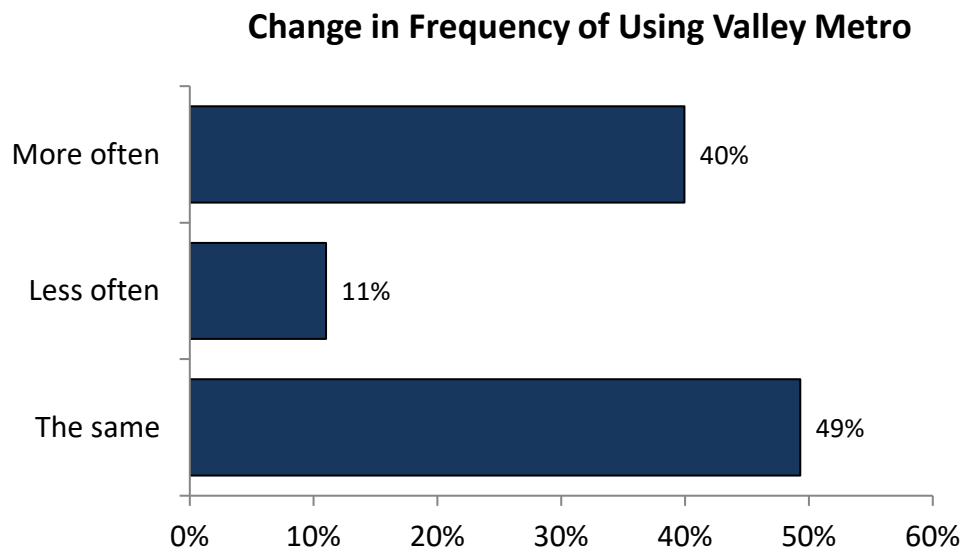
^{ABCD} indicates significantly different than other subgroup at 95% confidence level.



C. Change in Frequency of Using Valley Metro

Nine in ten riders reported using Valley Metro more often (40%) or the same amount (49%) as they did a year ago. Only 11% of riders indicated they were riding Valley Metro less often than they had in the past.

As expected, streetcar riders were significantly more likely to report they ride Valley Metro more often than a year ago, compared to all other riders (59% vs. 35%-42% other). Notably, younger riders were also much more likely to report riding more often compared to those over the age of 55 (10% 35+ vs. 6% <35).



Q4. Compared to a year ago, how has your use of Valley Metro changed? n=984

Table 5: Change in Frequency of Using Valley Metro by Subgroups

Change in Frequency	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
More often	40%	35%	42%	59% ^{ABD}	39%
Less often	10%	12% ^C	11% ^C	2%	11% ^C
The same	49%	53% ^C	48%	39%	50%

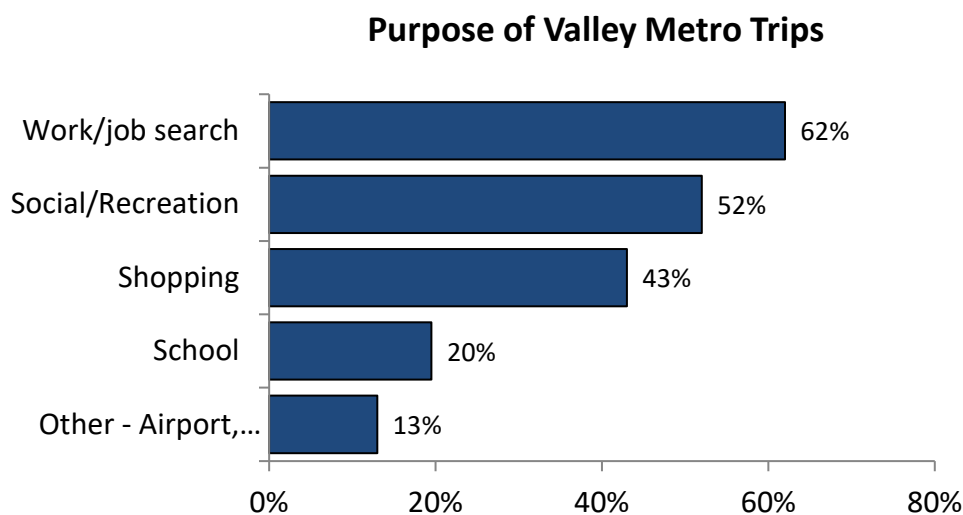
^{ABCD} indicates significantly different than other subgroup at 95% confidence level



D. Purpose of Valley Metro Trips

Just under two-thirds of Valley Metro public transit users (62%) reported using Valley Metro to get to work or for job searching. Additionally, one half of riders (52%) used Valley Metro for social and recreational purposes while another 43% used it for shopping.

Not surprisingly, streetcar riders were most likely to use Valley Metro to go to school compared to other riders (61% vs. 16%-18% other). Bus and combo riders were more likely to use Valley Metro for work or shopping compared to light rail and streetcar riders. Light rail riders were most likely to report using transit for social and recreational reasons compared to bus or streetcar riders (60% vs. 42%-49%).



Q3. What were the purposes of your Valley Metro public transit trips in the past week? (select all that apply) n=984

Table 6: Purpose of Valley Metro Trips by Subgroup

Purpose	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
Work/Job search	62%	69% ^{BC}	54% ^C	36%	71% ^{BC}
Social/Recreational	52%	42%	60% ^A	49%	55% ^A
Shopping	43%	47% ^{BC}	34%	27%	56% ^{ABC}
School	20%	17%	16%	61% ^{ABC}	18%
Other – Airport, Medical, etc.	13%	15% ^C	12%	5%	14%

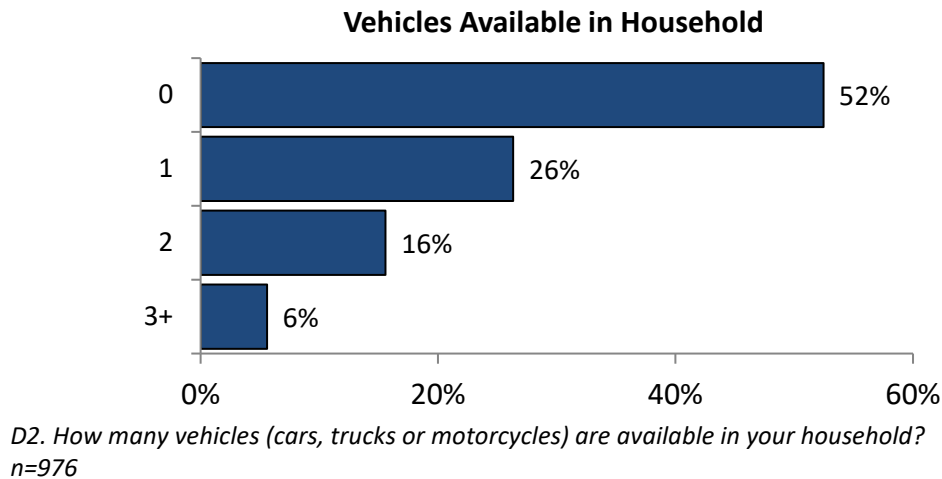
Q3. What were the purposes of your Valley Metro public transit trips in the past week? (select all that apply)

^{ABCD} indicates significantly different than other subgroup at 95% confidence level

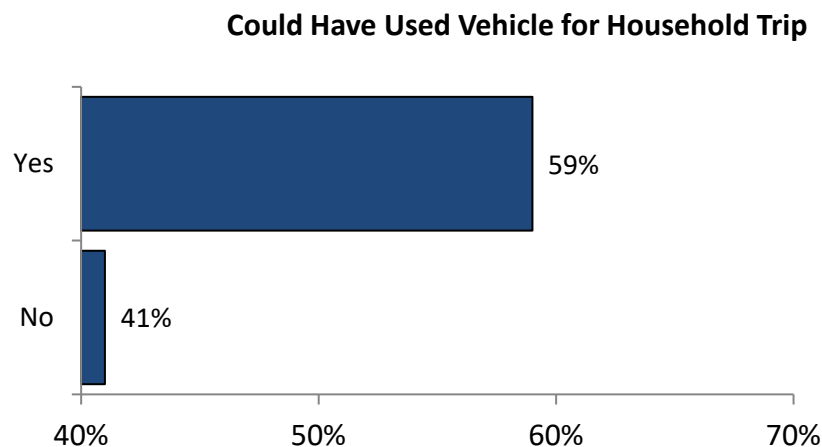


E. Vehicle Available for Personal Use

Riders were asked to provide the number of vehicles in their household and those with at least one vehicle were asked if any of the vehicles could have been used *in place of their current transit trip*. **Approximately one-half of riders (48%) reported having at least one vehicle available to use in their household.**



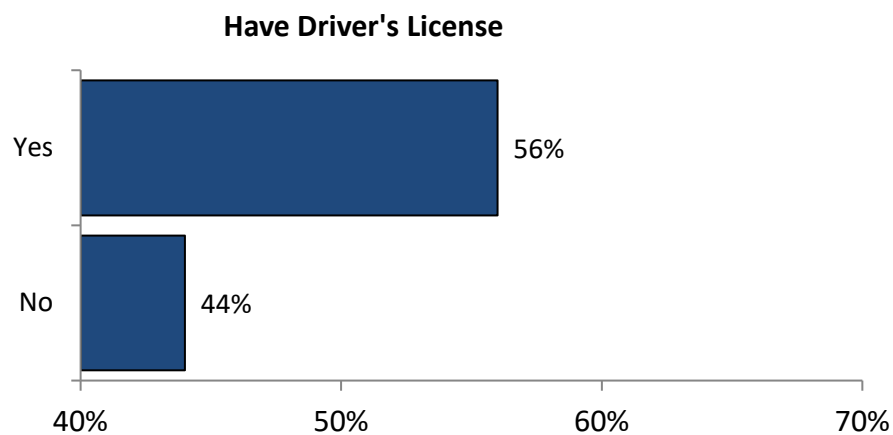
Out of all riders who had at least one vehicle at home, six in ten could have used one of those personal vehicles for the trip they were on when surveyed. Light rail riders were much more likely to report being able to use one of their vehicles at home compared to all other riders (74% LR vs. 45%-56% other).



F. Driver's License

Nearly six in ten riders reported having a valid driver's license (56%). The likelihood of having a driver's license increases significantly as income increases (79% 50K+ vs. 48% <20K and 57% 20K-50K).

Additionally, riders over the age of 55 were more likely to report having a driver's license compared to younger riders (69% vs. 50% 18-34 and 53% 35-54). Lastly, minority ethnicities such as Hispanic and Black riders were less likely to have a driver's license compared to White riders (48% Hispanic or Black vs. 38% White).



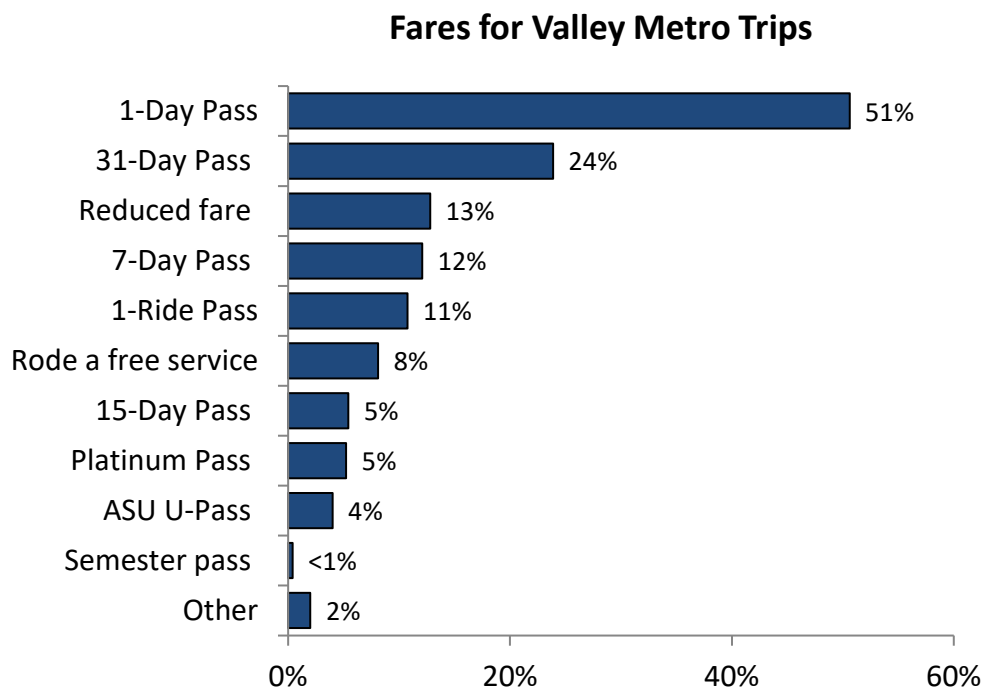
D3. Do you have a valid driver's license? n=976



G. Fares for Valley Metro Trips

The majority of Valley Metro riders reported to regularly use **1-Day passes (51%)** or **31-Day passes (24%)** to pay for their transit trips. Other common fares among transit users were reduced fares (13%), 7-Day passes (12%) and 1-Ride passes (11%), each reported by one-tenth of those surveyed. Unsurprisingly, streetcar riders were most likely to report riding a free service, as the streetcar is free for all users in its first year.

Riders with higher incomes and those with vehicles available at home were more likely to use 1-Day passes compared to those with lower incomes or no vehicles available. Conversely, riders with lower incomes or no vehicles were more likely to use 31-Day passes for their typical transit usage.



D1. How do you normally pay for Valley Metro transit trips? (select all that apply) n=984



Table 7: Fares for Valley Metro Trips by Subgroup

Fares	Total n=984	Bus Rider n=312 A	Light Rail Rider n=355 B	Streetcar Rider n=59 C	Combo Rider n=250 D
1-Day Pass	51%	54% ^{CD}	57% ^{CD}	19%	45% ^C
31-Day Pass	24%	29% ^{BC}	18% ^C	8%	30% ^{BC}
Reduced fare	13%	14%	12%	--	16%
7-Day Pass	12%	11%	12%	10%	15%
1-Ride Pass	11%	10%	13%	8%	9%
Rode a free service	8%	8% ^B	1%	61% ^{ABD}	5% ^B
15-Day Pass	5%	7% ^B	4%	--	7%
Platinum Pass	5%	4%	6% ^C	2%	6%
ASU U-Pass	4%	3%	5%	12% ^{AD}	3%
Semester pass	<1%	--	1%	2%	--
Other	1%	1%	1%	--	<1%

D1. How do you normally pay for Valley Metro transit trips? (select all that apply)

^{ABCD} indicates significantly different than other subgroup at 95% confidence level

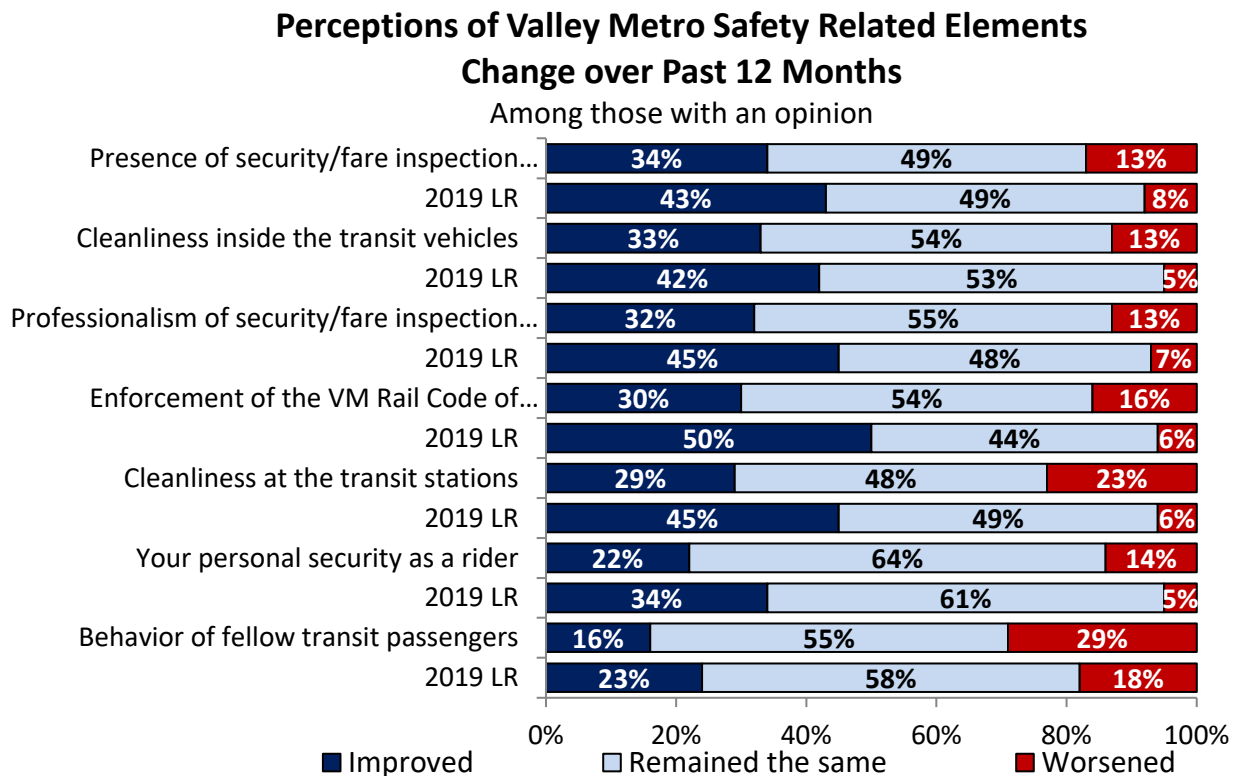


III. Perception and Awareness of Valley Metro Changes over Past Year

A. Perception of Valley Metro Service Elements – Improved, Same, Worse

Riders were asked to evaluate whether seven public transit service elements had improved, worsened or remained the same over the past 12 months with Valley Metro. Overall, riders were more likely to indicate most service elements had improved than worsened in the past 12 months. However, perceptions of the cleanliness of the transit stations, personal security as a rider and behavior of fellow passengers had the least amount of “improved” ratings among all attributes.

The element with the highest reported improvement compared to a year ago was the presence of security personnel (34% improved), while behavior of fellow transit passengers was most often rated as “worsened” over the past year (29% worse). In comparison to light rail rider findings in 2019, overall perceived safety, security and cleanliness ratings for Valley Metro have declined in favorability.



Q5a. Based on your experience using Valley Metro, do you think _____ has improved, remained the same, or worsened over the past 12 months? **Don't know responses excluded



Table 8: Perceptions of Valley Metro Safety Related Elements
Change over Past 12 Months
 Among those who said it “improved”

Elements	Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
The presence of security/fare inspection personnel	34%	30%	36%	38%	35%
The cleanliness inside transit vehicles	33%	31%	34%	45%	32%
The professionalism of security/fare inspection personnel	32%	28%	33%	38%	34%
The involvement of the bus operator to enforce the code of conduct	30%	30%	31%	32%	30%
The cleanliness at stops/stations	29%	25%	31%	38%	31%
Your personal security as a rider	22%	18%	25% ^A	17%	25%
The behavior of fellow transit passengers	16%	13%	17%	26%	15%

Q5a. Based on your experience using Valley Metro, do you think _____ has improved, remained the same, or worsened over the past 12 months?

^{ABCD} indicates significantly different than other subgroup at 95% confidence level



B. Reasons Feel Personal Safety Improved or Worsened

Approximately one-quarter of riders whose personal safety improved over the past year said it was because they noticed an *increase of security on the trains (27%)* or just *unspecified improvement in feeling safe (21%)*. Other reasons for feeling their personal safety has improved included *noticeable work from Valley Metro, nicer people, friendly employees, fewer incidents, quick responsiveness, and rule enforcement* (each 3%).

Table 9: Reasons Perceive Personal Safety as Improved
Among those with an “improved” rating

Reasons	2023 n=199
Increased security/see more security	27%
No problems/improving/feel safe	21%
It's the same	4%
VM is doing more to help	3%
Nicer people using service	3%
VM employees/security are friendly	3%
Noticed less incidents/less fights	3%
Responsive/quick to respond	3%
Drivers are more strict	3%
I'm more aware of my surroundings	3%
More cameras watching	3%
It's cleaner	1%
More people riding the bus	1%
Negative Reasons	12%
Other	8%
Don't know	13%

Q5aNEW. Please explain why you feel your personal safety has improved:



Among the riders who felt their personal safety had worsened over the past year, the top reasons were related to the behavior/perceived attributes of other riders on the trains or buses, such as *more homeless people* (21%), *too many drunk or high people* (16%), and *“weird/crazy” people* (13%). Others would like to see *more security onboard* (13%) or see *more enforcement of rules* (12%).

Table 10: Reasons Perceive Personal Safety as Worsened
Among those with a “worsened” rating

Reasons	2023 n=126
There are more homeless people	21%
Too many drunk people high on drugs	16%
Weird/crazy people	13%
There is not enough security/need more security	13%
Not enough enforcement/security does nothing	12%
Violence/fights	8%
Increased security//I see more security	6%
It’s the same	6%
People have assaulted me/touched me/threatened me	6%
The drivers make it unsafe/ are unprofessional/security is rude	5%
No problems	4%
It’s dirty/need to clean more	4%
Loud music	3%
I feel unsafe/less secure (unspecified)	3%
Other	4%
Don’t know	6%

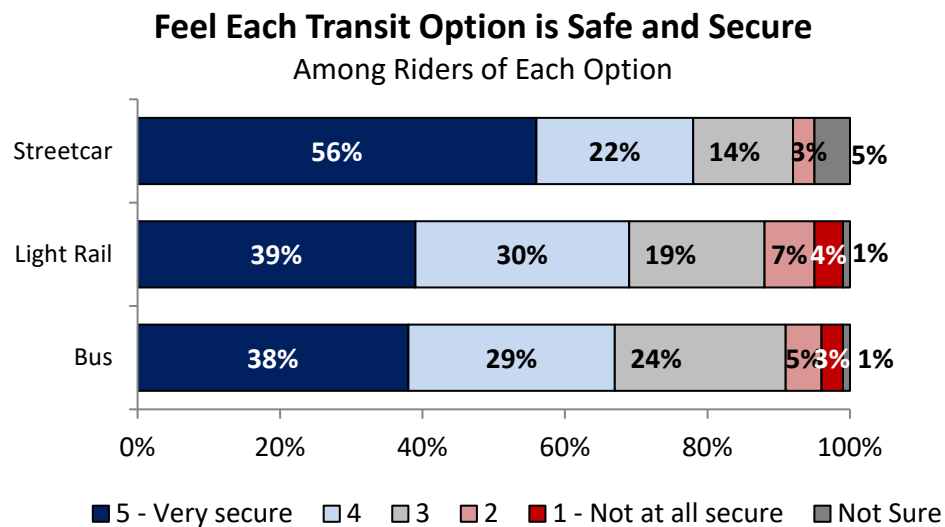
Q5aNEW. Please explain why you feel your personal safety has worsened:



IV. Safety and Security

A. Safety and Security by Transit Option

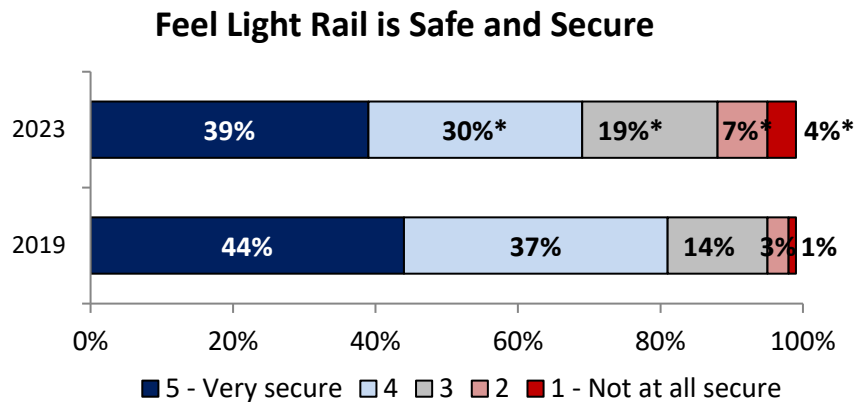
Overall, streetcar riders were most likely to feel safe and secure compared to the light rail or bus riders, with three-quarters of all streetcar riders providing a “4” or “5-very secure” rating (78% vs. 69% light rail and 67% bus riders). Bus riders provided the largest portion of “3” ratings (24% vs. 14%-19%) while light rail riders provided the largest portion of “2” or “1-not at all secure” ratings (11% vs. 3%-8%).



B. Feel Light Rail is Safe and Secure

Two-thirds of all light rail riders (69%) rated the safety and security of the light rail as a “4” or “5-very secure,” which is significantly lower than the 81% recorded among light rail riders in 2019. While 19% gave safety a middle rating of “3”, 11% gave it the lowest ratings; this indicates that approximately one-third of riders (30%) were unable to say they feel safe and secure riding the light rail.

Light rail riders over the age of 35 were significantly more likely to report the light rail is “not at all safe” compared to younger riders (6% vs. 1% 18-34).



Q6b: Using a 1 to 5 scale where 1 means not at all secure and a 5 means very secure, how secure do you feel when using Valley Metro Rail? 2023 n=602 2019 n=557

* Indicates statistically significant difference compared to 2019

Note: 2019 wording uses word “safe” instead of “secure”

Table 11: Feel Light Rail is Safe and Secure by Subgroup

Rating	2023 Total n=602	Under 35 years old n=217 A	35-54 years old n=218 B	55 years old and older n=158 C
Top two (4+5 ratings)	69%	71%	68%	70%
5 - Very safe	39%	39%	36%	44%
4	30%	31%	32%	27%
3	19%	20%	21%	15%
2	7%	7%	4%	10% ^B
1 - Not at all safe	4%	1%	7% ^A	4% ^A
Don't know	1%	1%	<1%	--

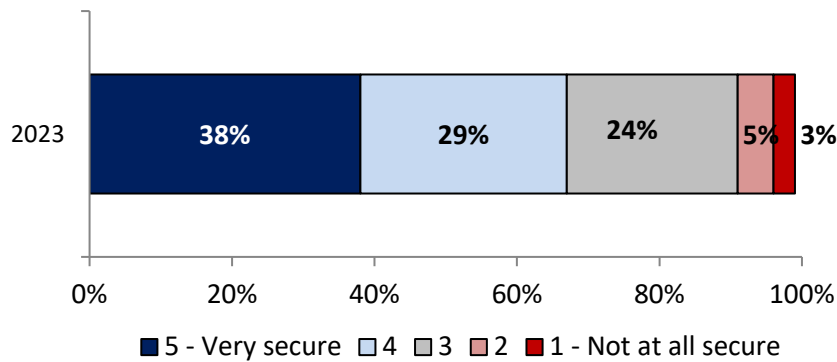
^{ABCDE} indicates significantly different than comparative subgroup at 95% confidence level



C. Feel Bus is Safe and Secure

Two-thirds of Valley Metro bus riders rated the safety and security of the bus as a “4” or “5-very secure” (67%). Another one-quarter provided a “3” rating and 8% provided a low safety rating. Notably, Asian riders were most likely to report feeling safe (4/5-very safe) compared to all other riders (85% vs. 63%-71% other riders). Unsurprisingly, male riders reported feeling more safe than female riders (73% males vs. 60% females rated 4/5-very safe).

Feel Bus is Safe and Secure



Q6a: Using a 1 to 5 scale where 1 means not at all safe and a 5 means very safe, how safe and secure do you feel when using Valley Metro buses? n=554

Table 12: Feel Bus is Safe and Secure by Subgroup

Rating	2023 Total n=554	Male n=314 A	Female n=233 B	White n=251 C	Black n=90 D	Hispanic n=126 E	Asian n=148 F
Top two (4+5 ratings)	67%	73% ^B	60%	63%	64%	71%	85% ^{CD}
5 - Very safe	38%	41%	35%	34%	42%	44% ^C	37%
4	29%	31%	25%	29%	22%	27%	48% ^{DE}
3	24%	19% ^B	31%	26% ^F	22%	24%	11%
2	5%	4%	6%	6% ^E	6%	2%	4%
1 - Not at all safe	3%	4%	3%	4%	7%	3%	
Don't know	1%	1%	0%	63%	64%	71%	85%
				34%	42%	44%	37%

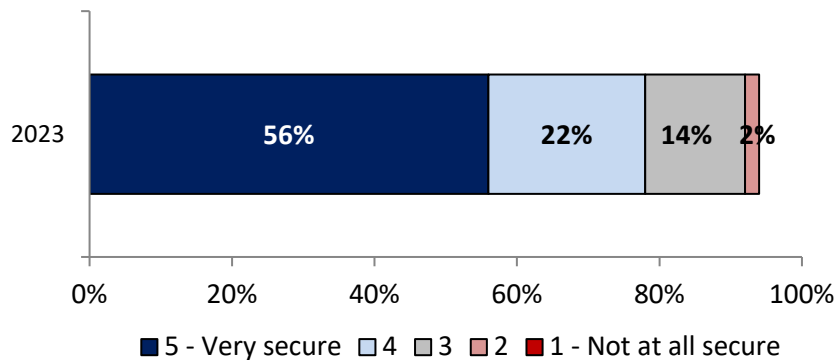
ABCDE indicates significantly different than comparative subgroup at 95% confidence level



D. Feel Streetcar is Safe and Secure

As previously stated, riders using the streetcar were much more likely to feel safe compared to the light rail or bus riders, with three-quarters of all streetcar riders providing a “4” or “5-very secure” rating (78% vs. 67%-69% light rail and bus). Fourteen percent (14%) provided a “3” as their safety rating and only 2% provided a lower rating. Demographically, as household income increases, safety and security ratings increase as well (94% \$50K+ vs. 76% <\$20K and 80% \$20K-\$50K).

Feel Streetcar is Safe and Secure



Q6c: Using a 1 to 5 scale where 1 means not at all secure and a 5 means very secure, how secure do you feel when using Valley Metro Streetcar? n=108

Table 13: Feel Streetcar is Safe and Secure by Subgroup

Rating	2023 Total n=108	Under \$20K n=37 A	\$20K-\$50K n=20 B	Over \$50K n=17 C
Top two (4+5 ratings)	78%	76%	80%	94% ^A
5 - Very safe	56%	49%	55%	82% ^A
4	22%	27%	25%	12%
3	14%	19%	15%	6%
2	3%	3%	5%	-
1 - Not at all safe	-	-	-	-
Don't know	6%	5%	4%	6%

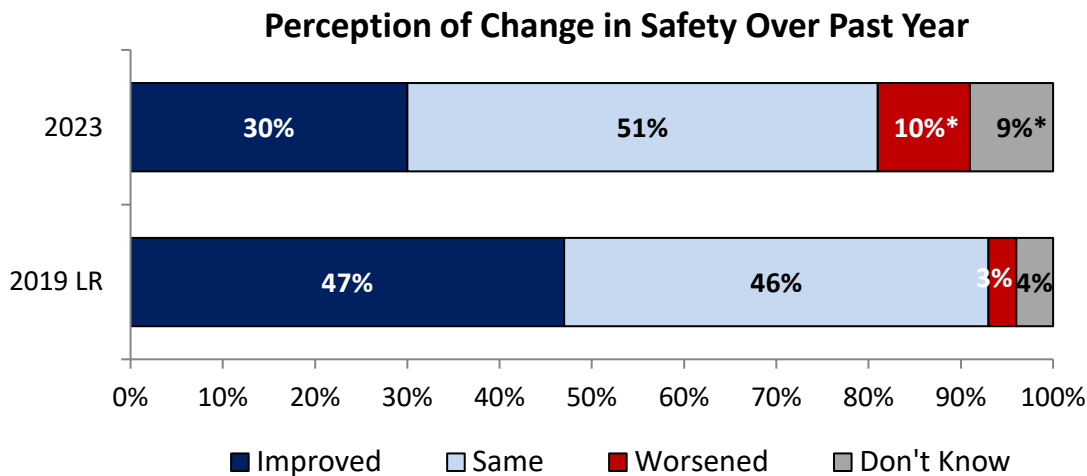
^{ABCDE} indicates significantly different than comparative subgroup at 95% confidence level



E. Perception of Change in Safety/Security of Valley Metro Over Past Year

When asked to evaluate whether the overall safety and security of Valley Metro had improved, remained the same or worsened over the past year, **riders were most likely to believe safety had *remained the same* (51%) while just three in ten perceived an *improvement* in safety (30%).** This is very different from the ratings provided by light rail riders in 2019 (47% improved).

Notably, bus riders were most likely to report safety has *remained the same* (55% vs. 47%-50% other riders) while combo riders were most likely to perceive safety has *worsened* over the past year (15% vs. 2%-11% other riders).



Q8. Over the past year, would you say that the overall safety and security on the transit system has improved, remained the same or worsened?

Table 14: Perception of Change in Safety/Security Over Past Year by Subgroup

Rating	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
Improved	30%	25%	32% ^A	32%	32%
Remained the same	51%	55% ^D	50%	49%	47%
Worsened	10%	11% ^C	8% ^C	2%	15% ^{BC}
Don't know	9%	8%	10%	17% ^D	6%

Q8. Over the past year, would you say that the overall safety and security on the transit system has improved, remained the same or worsened?

^{ABCDE} indicates significantly different than comparative subgroup at 95% confidence level



By far, riders were most likely to report the “one primary reason” for believing the safety and security of Valley Metro had improved was *the presence of more security and more inspectors* (52% mentioned). The distant second reason was that *security/inspectors were more professional and handled situations and enforced rules more effectively* (7%).

Table 15: Primary Reason Believe Safety/Security Improved
Among those who gave a rating of “improved”

Primary Reason	2023 n=295
<u>Positive Mentions</u>	
More security/more inspectors	52%
More professional security/inspectors improved how they handle situations and enforce rules	7%
I see an improvement/not as many problems	6%
I haven't experienced problems/it's good	5%
I feel safer/still feel safe	5%
I don't see fighting/arguing anymore	2%
Bus drivers are helping/stopping fights	2%
Not letting people stay on all day	2%
Respect the ride campaign is working	1%
Technology/More cameras	1%
Security engages in conversation more	1%
Less homeless people	<1%
<u>Negative Mentions</u>	
Security not doing their job correctly	1%
Need more security/inspectors	1%
More homeless people	<1%
Other	6%
Don't know	7%

Q8a. Please explain the ONE primary reason you believe the safety and security on the transit system has improved? Worsened?



Among the riders who felt safety and security had *remained the same* in the past year, their primary reason was they were “not seeing any changes” (39%). Another one-tenth continue to want more security or inspectors (12%) or they still don’t experience any problems (10%).

Table 16: Primary Reason Believe Safety/Security Remained the Same

Among those who gave a rating of “remained the same”

Primary Reason	2023 n=499
<u>Neutral Mentions</u>	
No changes/not better or worse	39%
They are doing the best they can	2%
I don’t ride it enough to notice	2%
<u>Positive Mentions</u>	
Haven’t experienced any problems/it’s good	10%
There is more security/more inspectors	4%
I feel safe	1%
Professional security/inspectors improved	1%
<u>Negative Mentions</u>	
Need more security/inspectors	12%
Security not doing their job correctly	2%
I still see drunks/people on drugs	1%
More homeless people	1%
People are still fighting	<1%
Other	13%
Don’t know	12%



The riders who felt safety and security had *worsened* in the past year primarily attributed it to needing more security/inspectors (26%), security not doing their job correctly (18%), seeing more homeless people (11%) and seeing people drunk or on drugs (8%).

Table 17: Primary Reason Believe Safety/Security Worsened
Among those who gave a rating of “worsened”

Primary Reason	2023 n=102
<u>Negative Mentions</u>	
Need more security/inspectors	26%
Security not doing their job correctly	18%
More homeless people	11%
I still see drunks/people on drugs	8%
Staff/drivers don't care	6%
Need more security at night	5%
I still see arguing/verbal altercations	3%
People are still fighting	3%
There are more thugs	2%
Buses are slow	1%
<u>Neutral Mentions</u>	
No changes/not better or worse	2%
Other	8%
Don't know	7%



When Valley Metro riders were asked what could be done to increase their feelings of security, one-third would feel safer with more security on the vehicles and at the transit stops (30%). A smaller portion would feel safer with a higher enforcement of the rules (6%), and removing the homeless passengers (4%). One-fifth reported everything is “fine” and there’s nothing to do to increase their feeling of security (22%).

Table 18: Service Changes to Increase Feeling of Security

Service Changes	2023 n=984
<u>Negative Mentions</u>	
Need more security/on the vehicle and at stops	30%
More enforcement of the rules/kick off passengers	6%
Get rid of the homeless	4%
More frequent transportation	3%
Better customers service/drivers who are not rude	3%
More cameras/visible cameras	3%
Better lighting/lighting at stops	3%
Get rid of the drugs/drunks on public transportation	2%
Cleaner vehicles/bus stops/clean the windows	2%
Better seats/softer seats	<1%
<u>Neutral/Positive Mentions</u>	
Nothing/it's fine	22%
I feel safe	2%
I don't ride very often/I'm a new rider	2%
Don't know	18%
Other	3%

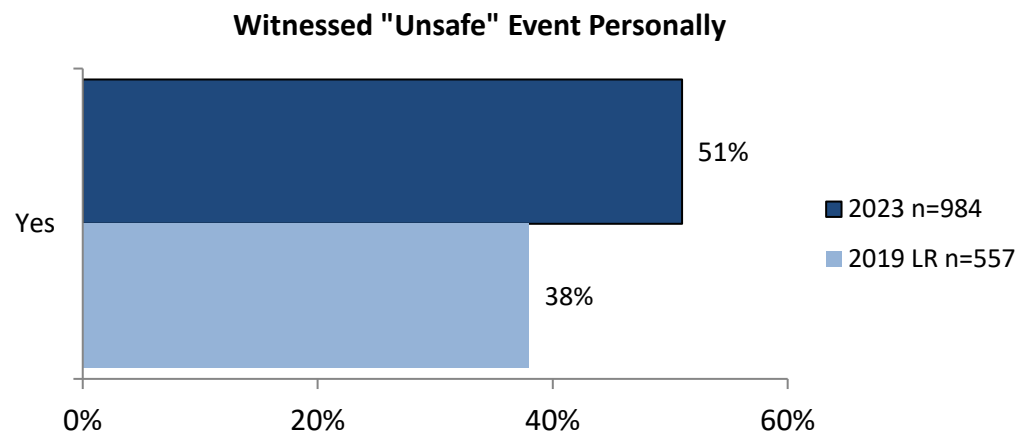
Q8b. What could Valley Metro add or change in its service that would increase your feeling of security at the transit stop or while onboard the transit vehicle?



V. Alert VM App Awareness and Personal Experience

A. Personally Witnessed “Unsafe” Events

One-half of all riders (51%) reported personally witnessing something that made them feel unsafe on Valley Metro transit, which is substantially higher than the 38% reported among light rail riders in 2019. Streetcar riders were least likely to have personally witnessed an incident compared to other riders (31% vs. 47%-55% other). Older riders, females, and those with higher incomes were all much more likely to report personally seeing an incident compared to those under the age of 35, male riders, and those with incomes under \$50K.



Q7. Have you ever personally witnessed something that has made you feel unsafe on Valley Metro? (This does NOT include anything they may have heard or read about from others)

Table 19: Witnessed “Unsafe” Event Personally

Witnessed Event	2023 Total n=984	Bus Rider n=316 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=251 D
Yes	51%	47% ^C	54% ^C	31%	55% ^C
No	46%	49%	43%	68% ^{ABD}	43%
Don't Know	3%	3%	3%	2%	2%

Q7. Have you ever personally witnessed something that has made you feel unsafe on Valley Metro? (This does NOT include anything they may have heard or read about from others)

^{ABCDE} indicates significantly different than comparative subgroup at 95% confidence level



Among those who felt unsafe due to an incident they witnessed, violent acts (41%), drunk or drug addicted people (35%), and verbal disagreements (20%) were the top three types of events reported and represent the vast majority of concerning incidents. This is similar to reports among light rail riders in 2019. Of note, riders bothering others or behaving inappropriately was mentioned by women significantly more often than by men (10% vs. 5%).

Table 20: Events Witnessed

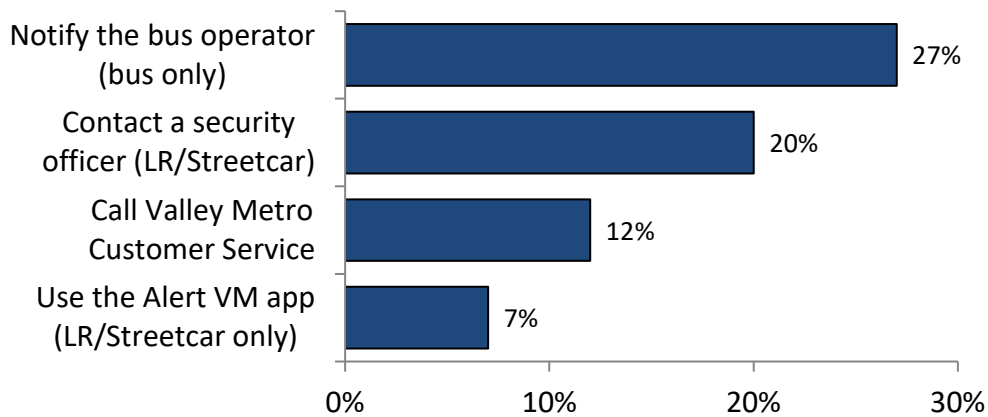
Details of Event	2023 n=498	2019 LR n=211
Violence/fighting/stabbings/shootings	41%	41%
Drunk people/drug addicts	35%	34%
Arguments/verbal altercations/yelling	20%	26%
People with mental illness/crazy people	6%	6%
Sexual harassment	4%	5%
Homeless/panhandlers	6%	5%
Stealing/people getting robbed	3%	4%
People bothering others/inappropriate behavior	7%	4%
Rude bus drivers/verbally abusive	2%	-
Passengers harassing the drivers	3%	
Other	2%	8%

Q7a. Please provide details of what you witnessed.

One-quarter of bus riders who personally witnessed an event notified the bus operator (27%) and 12% of all riders called Valley Metro customer service. Among light rail riders, one-fifth contacted a security officer (20%) and only 7% used the Alert VM app. White and Black riders were most likely to contact a security officer on the light rail or streetcar (22% and 24% respectively, vs. 7%-15% other ethnicities).



Steps Taken to Report Incident



Q7b. Did you take any of the following steps to report the incident?
2023 n=498

Table 21: Steps Taken to Report Incident by Subgroup

Steps Taken	Total n=498	White n=272 A	Black n=58 B	Hispanic n=85 C	Asian n=28 D
Notify the bus operator (bus only)	27%	30%	27%	24%	20%
Contact a security officer (LR/Streetcar only)	20%	22% ^D	24% ^D	15%	7%
Call Valley Metro Customer Service	12%	11%	19%	13%	7%
Use the Alert VM app (LR/Streetcar only)	7%	8%	4%	8%	--

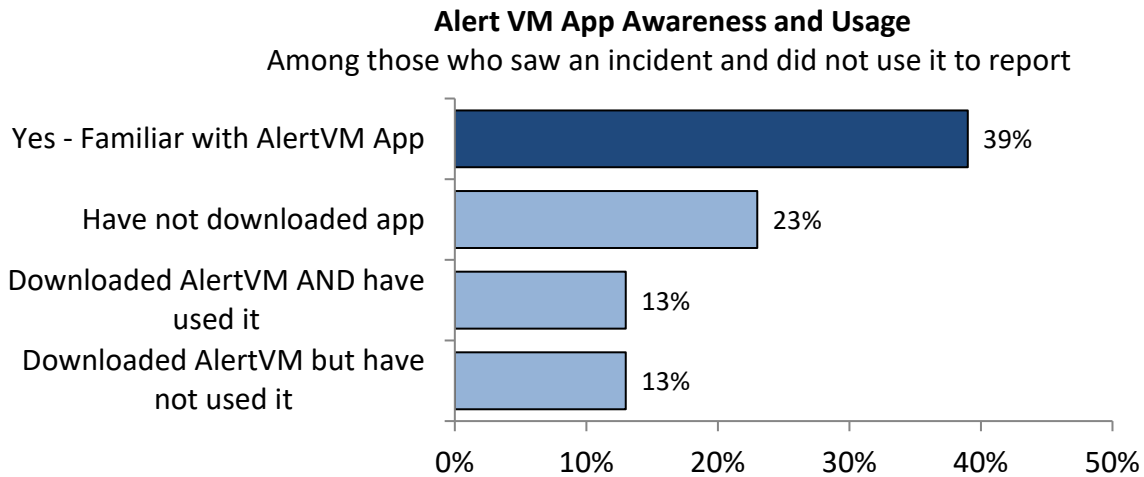
Q7b. Did you take any of the following steps to report the incident?

ABCDE indicates significantly different than other subgroup at 95% confidence level



B. Awareness of Alert VM App

Among the light rail and streetcar riders who personally witnessed an incident and did not report it, four in ten reported they were familiar with the Alert VM App (39%). However, only 25% have downloaded the app, and just 13% have actually used the app.



Q7b. Are you familiar with Alert VM, the Valley Metro safety and security app for light rail riders?

Q7c. Have you downloaded the AlertVM app? Used it? 2023 n=343

Of those who have downloaded the app, about one-half report it to be “good” and that “it works” (46%) while another one-tenth said it’s “helpful/useful” (9%). However, another one in ten reported it’s “hard to use” (8%) or it’s “okay/average” (7%).

Table 22: Impressions of Alert VM App
Among those who have downloaded the app

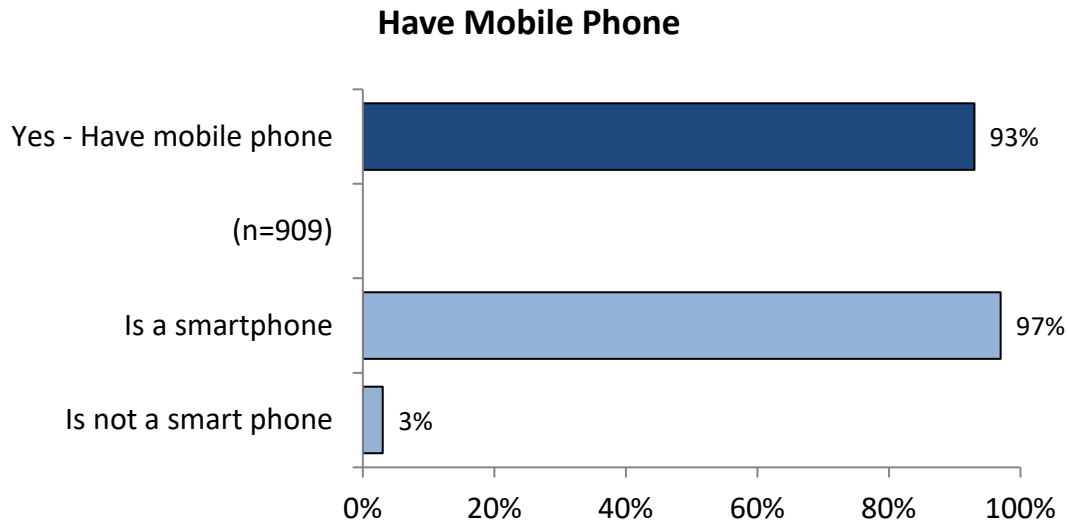
Impressions	2023 n=87
It's good/it works	46%
Haven't used it that much/just downloaded it	12%
It's helpful/useful	9%
Hard to use/not easy/confusing	8%
It's okay/average	7%
It's slow/response is not fast	5%
It's easy to use	5%
It doesn't work/problems/glitches	3%
Google is better/google maps	3%
Information is not up to date/construction	2%
No tracking/doesn't know where I am	2%
Other	5%

Q7e. What are your impressions of the Alert VM app?



C. Phone and VM App Usage

A strong majority of all riders reported to have a mobile phone (93%). Nearly all those mobile phones were reported to be smartphones (97%). Asian riders were significantly more likely to report having a smartphone compared to all other ethnicities (100% Asian vs. 95%-98% other).



D5. Do you have a mobile phone?

D6a. IF YES in QD5: Is your mobile phone considered a smart phone that allows access to the Internet?

2023 n=996

Table 23: Have Mobile Phone by Subgroup

Have Mobile Phone	Total n=976	White n=484 A	Black n=135 B	Hispanic n=185 C	Asian n=77 D
Yes – Have mobile phone	93% (n=909)	93% (n=448)	94% (n=127)	93% (n=172)	96% (n=74)
Is a smartphone	97%	98%	95%	96%	100% ^{ABC}
Is not a smartphone	3%	2%	5%	4%	--

D5. Do you have a mobile phone?

D6a. IF YES in QD5: Is your mobile phone considered a smart phone that allows access to the Internet?

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level



Just over one-half of riders who own a smartphone have downloaded the Valley Metro App onto their phone (56%). Bus riders were most likely to report having the Valley Metro App (62% bus vs. 45%-56% other riders). As income increases, likelihood to have the app downloaded to their phone increases as well (49% <\$20K, 61% \$20K-\$50K, and 71% \$50K+).

Table 24: Have Valley Metro App by Subgroup

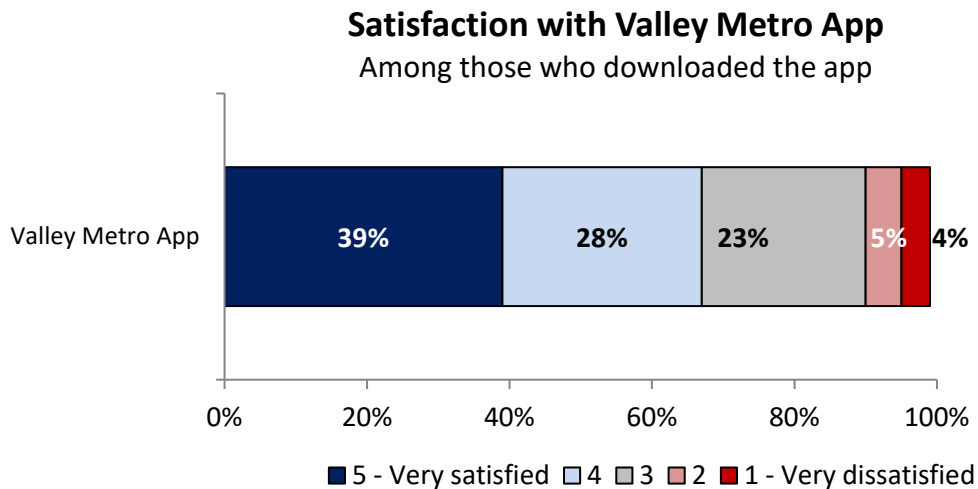
Have App	Total n=881	Bus Rider n=283 A	Light Rail Rider n=325 B	Streetcar Rider n=56 C	Combo Rider n=217 D
Yes – Have Valley Metro App	56%	62% ^{CD}	56%	45%	56%

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level

D6b. Do you have the Valley Metro app on your phone? 2023 n=896



Among riders who downloaded the Valley Metro App, two-thirds were satisfied (Rated a “4” or “5-very satisfied”) with their experience with the app (67%). Satisfaction levels remained statistically similar among all types of riders.



D6c: Using a scale of 1 to 5 where 1 means “Very dissatisfied” and 5 means “Very satisfied,” how would you rate your overall satisfaction with the Valley Metro app?

2023 n=428

Table 25: Satisfaction with Valley Metro App by Subgroup

Among those who downloaded the app

Satisfaction	2023 Total n=492	Bus Rider n=176 A	Light Rail Rider n=182 B	Streetcar Rider n=25 C	Combo Rider n=109 D
Top two (4+5 ratings)	68%	69%	67%	56%	69%
5 - Very satisfied	39%	42%	37%	36%	39%
4	28%	27%	30%	20%	29%
3	23%	24%	23%	32%	20%
2	5%	2%	7% ^A	12%	6%
1 – Very dissatisfied	4%	4%	3%	--	5%

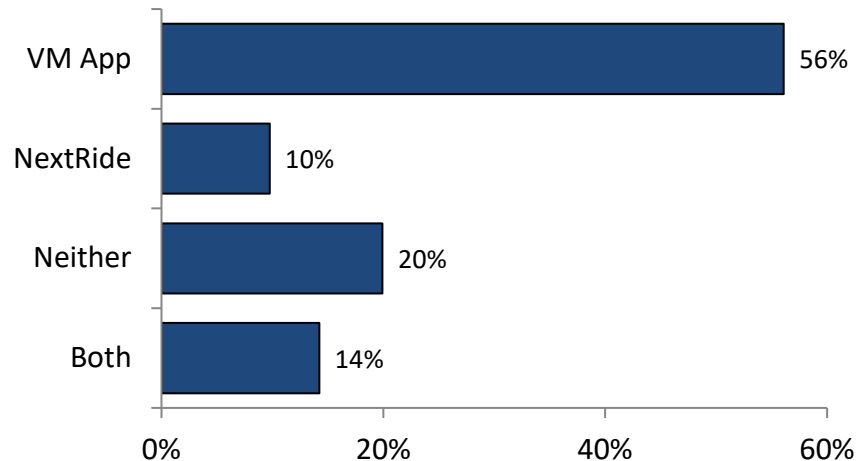
^{ABCDE} indicates significantly different than comparative subgroup at 95% confidence level



More than one-half of those who have the Valley Metro App downloaded, regularly use it to look at the status of the bus or train they are waiting for (56%). Another one in ten uses the NextRide app (10%) or uses both apps (14%). Lastly, two in ten do not use either app (20%). Streetcar riders were most likely to use the Valley Metro App compared to other riders (72% vs. 48%-59% other riders).

App Used When Looking up Status of Transit

Among those who downloaded the app



D6d. Do you typically use the NextRide service or the Valley Metro app when you want to know the status of the bus or train you are waiting for?

2023 n=428

Table 26: App Used When Looking up Status of Transit by Subgroup

Among those who downloaded the app

App Used	2023 Total n=492	Bus Rider n=176 A	Light Rail Rider n=182 B	Streetcar Rider n=25 C	Combo Rider n=109 D
VM App	56%	56%	59%	72% ^D	48%
NextRide	10%	10%	8%	--	15%
Neither	20%	20%	20%	24%	17%
Both	14%	14% ^C	13%	4%	20% ^C

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level

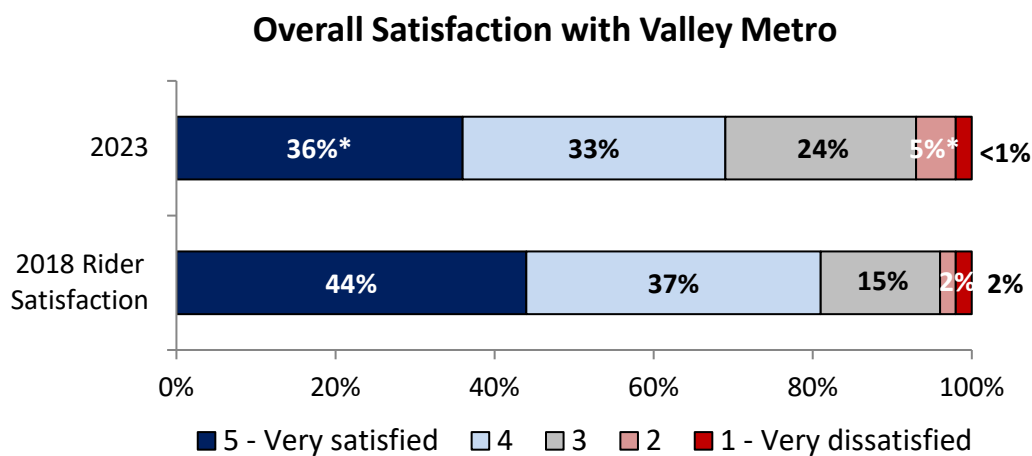


VI. Overall Satisfaction and Likelihood to Recommend

A. Overall Satisfaction with Valley Metro Service

Two thirds of all riders (69%) rated their overall satisfaction with Valley Metro as a “4” or “5” where “5” means “very satisfied”. Notably, this is a lower level of satisfaction than was measured among all transit users in the 2018 Rider Satisfaction Survey (81%).

Streetcar riders were significantly more likely to be satisfied with Valley Metro (4/5-very satisfied) than all other riders (83% vs. 64%-71% other riders). Conversely, bus riders were least likely to be satisfied with 11% providing a “2” or “1-very dissatisfied” rating.



Q10. Using a scale of 1 to 5 where 1 means “Very dissatisfied” and 5 means “Very satisfied”, how would you rate your overall satisfaction with Valley Metro?

Table 27: Overall Satisfaction with Valley Metro by Subgroup
Among those with an opinion

Satisfaction	2023 Total n=980	Bus Rider n=314 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=250 D
Top two (4+5 ratings)	69%	64%	71% ^A	83% ^{ABD}	69%
5 - Very Satisfied	36%	29%	36%	44% ^A	42% ^A
4	33%	34% ^D	35% ^D	39%	26%
3	24%	25%	24%	15%	24%
2	5%	8% ^{BC}	3%	2%	4%
1- Very Dissatisfied	2%	3%	1%	--	3%
Average	3.96	3.79	4.01 ^A	4.25 ^{ABD}	4.01 ^A

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level



Among those who gave top-two ratings for overall satisfaction, the most frequently reported reasons for satisfaction were related to the transit system described as “good” and riders having “no complaints” (26%) and the simple fact that transit “*gets me where I need to go*” (15%). Other reasons were that Valley Metro is “convenient and easy” (11%), “timely and on schedule” (11%), and “saves money” (6%).

Of note, combo riders were most likely to say Valley Metro is “good” and to have “no complaints” compared to all other riders (34% combo vs. 22%-24% other riders). Light rail riders and streetcar riders were much more likely to feel Valley Metro is “convenient and easy” compared to bus or combo riders (18% LR and 16% streetcar vs. 7% bus and 5% combo).

Table 28a: Primary Reason for Satisfaction with Valley Metro
Among those rating a “4” or “5 – Very Satisfied”

Reason	2023 n=675
<u>Positive Mentions</u>	
Good/no complaints	26%
Gets me where I need to go	15%
Convenient/easy	11%
Timely/on schedule/on time	11%
Saves me money/gas/parking	6%
Good staff/drivers	4%
Safe	3%
Clean	2%
There are more security	2%
Great alternative/can always use it	2%
It’s fast/quick/faster than bus	2%
Like the mobile pass	2%
I don’t have to drive in traffic	1%
Environmentally friendly	1%
Cleaner transit vehicles	1%
<u>Negative Mentions</u>	
Slow/doesn’t get to destination on time	8%
There is room for improvement	6%
Need more security	2%
Need to expand more/need more routes	2%
It’s not properly maintained	2%
Still transient/homeless people on the train	2%
Need more professional/kind staff	1%
It’s average	1%
Need cleaner transit vehicles/stops	1%

Note: Responses <1% not shown



Among the riders who gave “1” to “3” ratings for overall satisfaction, the most frequently cited reasons were related to the system being “slow” (26%), needing more “professional and kind drivers” (10%), and that it’s “not perfect” (7%).

Table 28b: Primary Reason for Dissatisfaction with Valley Metro
Among those rating a “1-3” overall satisfaction rating

Reason	2023 n=305
<u>Negative Mentions</u>	
It’s slow/doesn’t get to destination on time	26%
Need more professional/kind drivers	10%
There’s room for improvement/it’s not perfect	7%
Still transient/homeless people on train	5%
It’s not safe/crime/violence	4%
Need more security	3%
Need to expand to other cities/more routes	3%
Cleaner transit vehicles/need to be cleaner	3%
People are rude/loud/use offensive language	2%
Need more drivers	2%
Need to run longer hours	2%
Had problems/incidents	2%
App is not up to date	2%
Not properly maintained/doors don’t work	1%
Schedules are not up to date	<1%
<u>Positive Mentions</u>	
It’s average	9%
It’s good/no complaints	5%
Gets me where I need to go	4%
It’s a great alternative	3%
Saves me money/gas/parking	1%
Good staff/drivers	1%
Convenient/easy	1%
Timely/on time	1%
Other	3%

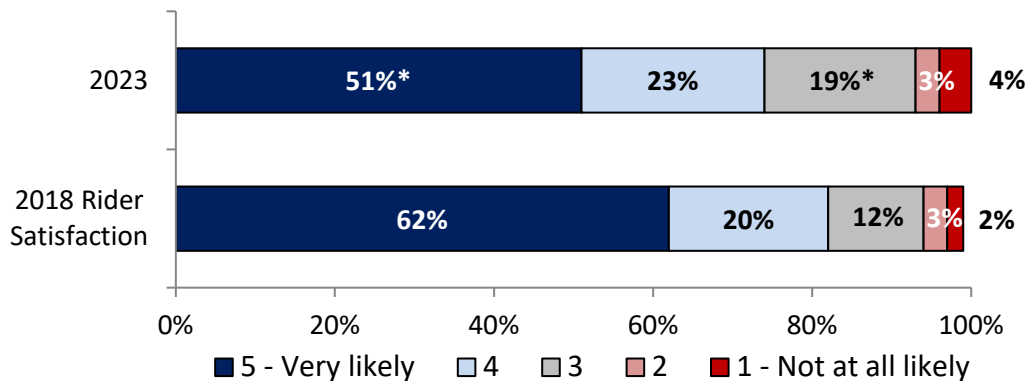
Q11a. Please explain the ONE primary reason for your satisfaction rating of ____.



B. Likelihood to Recommend

Riders were asked to indicate how likely they would be to recommend Valley Metro to other people using a scale where a “1” means “Not at all Likely” and a “5” means “Very Likely.” **Three-quarters of all riders indicated being likely to recommend light rail to other people - with 51% reporting they would be “very likely” to recommend it.** For comparison, 82% of transit users surveyed in the 2018 Rider Satisfaction Study were likely to recommend the system, with 62% “very likely”.

Likely to Recommend Valley Metro



Q10a: Using a 1 to 5 scale where 1 means “Not at all likely” and 5 means “Very likely” how likely are you to recommend Valley Metro to other people?

Again, streetcar riders were significantly more likely to have more positive perceptions of Valley Metro and therefore be more likely to recommend it to friends and family (93% vs. 64%-78% other riders). Bus riders were least likely to recommend Valley Metro with only 64% providing a high rating (4/5-very likely).

Table 29: Likelihood to Recommend Valley Metro by Subgroup

Rating	2023 Total n=980	Bus Rider n=314 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=250 D
Top two (4+5 ratings)	74%	64%	77% ^A	93% ^{ABD}	78% ^A
5 - Very Likely	51%	44%	53% ^A	61% ^A	55% ^A
4	23%	20%	24%	32%	22%
3	19%	27% ^{ABC}	18% ^C	7%	14%
2	3%	4%	3%	--	3%
1 - Not at all Likely	4%	5% ^B	2%	--	6% ^B
Average	4.14	3.93	4.23 ^A	4.54 ^{ABD}	4.19 ^A

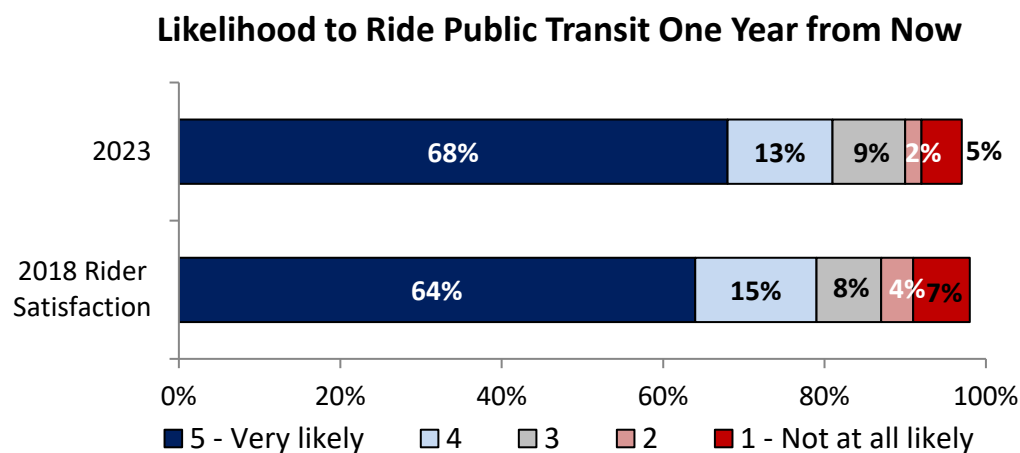
^{ABCDE} indicates significantly different than subgroup at 95% confidence level



C. Likelihood to Continue Riding Public Transit

Lastly, riders were asked to rate the likelihood that they would be riding public transit one year from now with a scale where a “1” means “Not at all likely” and a “5” means “Very likely”. **Two-thirds of all riders (68%) reported being “very likely” to still be riding public transit in one year.** An additional 13% rated their likelihood of continuing to ride public transit as a “4” which pushes the total percentage of riders likely to be riding in one year to 81%. These findings are very similar to results reported in the 2018 Rider Satisfaction Study.

Light rail and streetcar riders reported a higher likelihood to ride public transit one year from now (86% LR and 88% streetcar vs. 76% bus and 78% combo).



Q10b: Using a 1 to 5 scale where 1 means “Not at all likely” and 5 means “Very likely” how likely are you to ride public transit one year from now?

Table 30: Likelihood to Ride Public Transit One Year from Now

Rating	2023 Total n=980	Bus Rider n=314 A	Light Rail Rider n=357 B	Streetcar Rider n=59 C	Combo Rider n=250 D
Top two (4+5 ratings)	81%	76%	86% ^{AD}	88% ^{AD}	78%
5 - Very Likely	68%	63%	72% ^A	69%	68%
4	13%	13%	14%	19%	10%
3	9%	10%	6%	7%	12% ^B
2	2%	3%	2%	3%	2%
1 - Not at all Likely	5%	7% ^B	3%		6%
Don't know	3%	5%	3%	2%	2%
Average	4.4	4.3	4.6 ^{AD}	4.6 ^A	4.4

^{ABCDE} indicates significantly different than subgroup at 95% confidence level



Appendix A - Questionnaire



Rider Security Survey – Dec. 2022
Final Questions

Total: 1,000 completes (there will be overlap)

n= Minimum 500 Bus Riders (YES in QSCRA – a.)

n= Minimum 400 Light rail riders (Yes in SCRA – b)

n=Minimum 100 streetcar riders (Yes in SCRA – c)

Male/Female = 50%/50%.

Quotas by location

Light Rail ON-TRAIN	200
Streetcar ON-TRAIN	100
Bus/Combo Riders Total	700
<i>Central Station (Cent/Wash and 1st Ave/Jefferson)</i>	<i>60</i>
<i>Metro Center Transit Center (Phoenix)</i>	<i>60</i>
<i>Desert Sky Transit Center (West Phoenix)</i>	<i>60</i>
<i>Thomas/Central Ave Light Rail Station</i>	<i>60</i>
<i>19th Ave/Dunlap Light Rail Station (Central Phx)</i>	<i>60</i>
<i>Tempe Transportation Center (DT Tempe)</i>	<i>60</i>
<i>Mill Ave/3rd St Light Rail/Streetcar Stop (DT Tempe)</i>	<i>60</i>
<i>27th Ave/Baseline Park and Ride (S.Phoenix)</i>	<i>35</i>
<i>Dorsey/Apache Light Rail and Streetcar Stop (DT Tempe)</i>	<i>35</i>
<i>Gilbert Rd/Main St. Transit Center (Mesa)</i>	<i>50</i>
<i>Goodyear Park and Ride (Goodyear)</i>	<i>25</i>
<i>Chandler Fashion Center (Chandler)</i>	<i>10</i>
<i>Superstition Springs Transit Center (Mesa)</i>	<i>50</i>
<i>Mustang Transit Center (Scottsdale)</i>	<i>25</i>
<i>Mesa Dr/Main St Transit Center (Mesa)</i>	<i>50</i>



INTERVIEWER SELECT NAME

INTERVIEWER SELECT LOCATION

BEGIN INTERVIEW:

Good _____, I am _____ from WestGroup Research in Phoenix. We are conducting a study for Valley Metro to help them understand how riders feel about their transit service. We are asking only for your opinion and are not selling anything.

SCRA. Do you ever ride... READ LIST. YES/NO FOR EACH

- a. Local city buses (Including Express/RAPID buses)
- b. Light rail
- c. Streetcar
- d. No/DK -- Thank and Terminate

SCRA1: Which one of these transit options do you use the most? SELECT ONE

- a. Local city buses (Including Express/RAPID buses)
- b. Light rail
- c. Streetcar
- d. Combination – doesn't use one more than the other.

SCRB. Do you, or does anyone in your household work for a marketing research company or the local transit system? (IF YES, TERMINATE)

SCRC. RECORD GENDER:

- a. Male
- b. Female

1. How long have you been using Valley Metro (bus, light rail or streetcar) as a means of transportation in the Valley?

- a. Less than 6 months
- b. Between 6 months and 1 year
- c. 1 to 2 years
- d. 3 to 5 years
- e. 6 to 10 years
- f. 11 to 20 years
- g. More than 20 years
- h. I'm not sure

2. In an average week, how many days do you ride public transit?

- a. Less than once a week
- b. 1 day per week
- c. 2 days
- d. 3 days
- e. 4 days



- f. 5 days
 - g. 6-7 days
 - h. I'm not sure
3. What were the purposes of your Valley Metro trips in the past week? (select all that apply)
- a. Work
 - b. School
 - c. Social/Recreational
 - d. Shopping
 - e. Other - Airport, Medical, etc. [Open Text Entry]
4. Compared to a year ago, how has your use of Valley Metro changed?
- a. Use Valley Metro less often
 - b. No Change/About the same
 - c. Use Valley Metro more often
- 5a. Based on your experience using Valley Metro, do you think _____ has improved, remained the same, or worsened over the past 12 months? [MATRIX TABLE, RANDOMIZE LIST. Include option for I'm not sure].
- a. The cleanliness inside transit vehicles
 - b. The cleanliness at stops/stations
 - c. The behavior of fellow transit passengers
 - d. Your personal security as a rider
 - e. [For bus customers only] The involvement of the bus operator to enforce the code of conduct
 - f. [For light rail/streetcar customers only] The presence of security/fare inspection personnel
 - g. [For light rail/streetcar customers only] The professionalism of security/fare inspection personnel
- 5b: IF "improved or worsened for "Personal security as a rider" ASK: Please explain why you feel your personal security has improved/worsened:
- 6a. IF BUS RIDER in SCRA1 a or d: Using a 1 to 5 scale, where 1 means not at all secure and a 5 means very secure, how secure do you feel when using Valley Metro Buses?
- a. Not at all secure (1)
 - b. 2
 - c. 3
 - d. 4
 - e. Very secure (5)
 - f. I'm not sure



- 6b. IF LIGHT RAIL in SCRA1 b or d: Using a 1 to 5 scale, where 1 means not at all secure and a 5 means very secure, how secure do you feel when using Valley Metro Light Rail?
- a. Not at all secure (1)
 - b. 2
 - c. 3
 - d. 4
 - e. Very secure (5)
 - f. I'm not sure
- 6c. IF STREETCAR RIDER in SCRA1 c or d: Using a 1 to 5 scale, where 1 means not at all secure and a 5 means very secure, how secure do you feel when using Valley Metro Streetcar?
- a. Not at all secure (1)
 - b. 2
 - c. 3
 - d. 4
 - e. Very secure (5)
 - f. I'm not sure
- i. Have you ever personally witnessed something that has made you feel unsafe on Valley Metro? (This does NOT include anything they may have heard or read about from others)
- a. Yes
 - b. No
 - c. I'm not sure
- 7A. IF YES IN Q7: Please provide details of what you witnessed. [Open Text Entry]
- 7B. IF YES IN Q7: Did you take any of the following steps to report the incident? READ LIST YES/NO
- a. Call Valley Metro Customer Service
 - b. For BUS RIDER: Notify the bus operator
 - c. For LIGHT RAIL/STREETCAR RIDER: Use the Alert VM app
 - d. For LIGHT RAIL/STREETCAR RIDER: Contact a security officer
- 7C. IF NO for "c" IN Q7B: Are you familiar with AlertVM, the Valley Metro safety and security app for light rail riders?
- a. Yes
 - b. No
 - c. I'm not sure
- 7D: IF YES IN Q7C: Have you downloaded the AlertVM app? Used it?



- a. Downloaded Alert VM but not used it
- b. Downloaded Alert VM AND used it
- c. Have not Downloaded

7E. IF YES TO DOWNLOADED IN Q7D ASK : What are your impressions of the Alert VM app?

8. Over the past year, would you say that overall security on the transit system has improved, remained the same or worsened?

- a. Improved
- b. Remained the same
- c. Worsened
- d. I'm not sure

8a. Please explain the ONE primary reason you believe security on the transit system has [Insert answer from Q8 if Improved, Remained the same, or Worsened were chosen]
[Open Text Entry]

8b. *What could Valley Metro add or change in its service that would increase your feeling of security at the transit stop or while onboard the transit vehicle? [Open Text Entry]*

RANDOMIZE 9a and 9b

9a. Using a 1 to 5 scale where 1 means "Not at all likely" and 5 means "Very likely" how likely are you to recommend Valley Metro to other people?

- a. Not at all likely (1)
- b. 2
- c. 3
- d. 4
- e. Very likely (5)

9b. Using a 1 to 5 scale where 1 means "Not at all likely" and 5 means "Very likely," how likely are you to ride public transit one year from now?

- a. Not at all likely (1)
- b. 2
- c. 3
- d. 4
- e. Very likely (5)
- f. I'm not sure

10. *Using a scale of 1 to 5 where 1 means "Very dissatisfied" and 5 means "Very satisfied," how would you rate your overall satisfaction with Valley Metro?*

- a. Very dissatisfied (1)



- b. 2
- c. 3
- d. 4
- e. Very satisfied (5)

10a. Please explain the ONE primary reason for your satisfaction rating of [Insert answer from Q10].

DEMOGRAPHICS

D1. How do you normally pay for Valley Metro transit trips? (Mark all that apply) (track from other transit studies)

- a. 31-Day Pass
- b. 15-Day Pass
- c. 7-Day Pass
- d. 1-Day Pass
- e. 1-Ride Pass
- f. Reduced fare
- g. Platinum Pass
- h. ASU U-Pass
- i. Semester pass
- j. Rode a free service
- k. Other payment method -> Specify_____

D2. How many vehicles (cars, trucks or motorcycles) are available in your household? [Open Text Entry]

D2a. IF MORE THAN 0 IN D2: Could you have used one of these vehicles for this trip?

- a. Yes
- b. No
- c. I'm not sure
- d. Prefer not to answer

D3. Do you have a valid driver's license?

- a. Yes
- b. No
- c. Prefer not to answer

D4. What is your age? Are you... READ LIST

- a. Under the age of 18
- b. 18 to 24
- c. 25 to 34



- d. 35 to 44
 - e. 45 to 54
 - f. 55 to 64
 - g. 65 or older
 - h. [Do not read] Prefer not to answer
- D5. Do you have a mobile phone?
- a. Yes
 - b. No
 - c. Prefer not to answer
- D6a. IF YES in QD5: Is your mobile phone considered a smart phone that allows access to the Internet?
- a. Yes
 - b. No
 - c. I'm not sure
 - d. Prefer not to answer
- D6b. IF YES IN QD6a: Do you have the Valley Metro app on your phone?
- a. Yes
 - b. No
- D6c. *IF YES IN QD6b: Using a scale of 1 to 5 where 1 means "Very dissatisfied" and 5 means "Very satisfied," how would you rate your overall satisfaction with the Valley Metro app?*
- a. Very dissatisfied (1)
 - b. 2
 - c. 3
 - d. 4
 - e. Very satisfied (5)
- D6d. IF YES IN QD6b: Do you typically use the NextRide service or the Valley Metro app when you want to know the status of the bus or train you are waiting for? SELECT ONE
- a. NextRide
 - b. VM App
 - c. Both
 - d. Neither
- D7. Are you... READ LIST. MULTIPLE RESPONSES ALLOWED
- a. Employed Full-time (at least 35 hours per week)
 - b. Employed Part-time (less than 35 hours per week)
 - c. Student
 - d. Retired
 - e. Homemaker



- f. Not currently employed but seeking work
- g. Not currently employed and not seeking work
- h. [Do not read] Other [Open Text Entry]
- i. [Do not read] Prefer not to answer

D8. What city do you live in?

- a. Phoenix
- b. Scottsdale
- c. Tempe
- d. Mesa
- e. Chandler
- f. Glendale
- g. Avondale
- h. Gilbert
- i. Peoria
- j. Goodyear
- k. Other [Open Text Entry]
- l. Prefer not to answer

D9. What is your race or national origin?

- a. Hispanic/Mexican American
- b. Black
- c. Asian/Pacific Islander
- d. American Indian
- e. White
- f. Other [Open Text Entry]
- g. I'm not sure
- a. Prefer not to answer

D10. What is the combined total annual income of all members of your household? (READ LIST)

- a. Under \$10,000
- b. \$10,000-\$20,000
- c. \$20,001-\$30,000
- d. \$30,001-\$50,000
- e. \$50,001-\$60,000
- f. \$60,000 - \$75,000
- g. More than \$75,000
- h. I'm not sure
- i. Prefer not to answer

Thank you, those are all my questions.

