

2026 Rider Satisfaction Survey

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Executive Summary

Valley Metro commissioned WestGroup Research to conduct a rider satisfaction survey to monitor the overall perception and satisfaction levels of Valley Metro public transit riders. The last rider satisfaction survey was conducted in 2018. 2026 results, when applicable, will be compared to results in 2018. This report presents the results of 607 surveys conducted between April 13th and 28th, 2026. All survey responses were collected via in-person interviews at multiple transit stops and onboard Valley Metro trains and streetcars. The surveys took an average of twelve minutes to complete. The overall margin of error for the study is $\pm 4.0\%$ at the 95% confidence level.

Rider and Trip Characteristics

- Among all riders, two in five (40%) reported they have zero vehicles available to them in their household while just over one-third indicated they could have used a vehicle in place of their public transit trip (up from 23% in 2018).
- Three-quarters of riders surveyed reported having a valid driver's license (75%), which is significantly higher than in 2018 (44%) and is the highest level recorded since 2009 (72%).
- 62% of riders have been using public transit in the Valley between one and ten years.
- Valley Metro bus riders ride the bus 4.6 days per week on average, down from 4.8 days in 2018.
- The frequency of light rail ridership increased significantly since 2018 with 70% riding at least five days a week (compared to 47% in 2018).
- As expected, ridership frequency for the streetcar is much lower than bus or light rail ridership with the average rider using the streetcar 2.2 days per week.
- More than one-half of Valley Metro riders believe they are using public transit *the same* as they did a year ago (60%) while one-third would say they are using transit *more often* (34%).
 - Among riders who reported to be using public transit less than they did one year ago, having access to a car was the top reason for their change in transit usage (23%).
- Traveling *to or from work* was the top reason Valley Metro riders use public transit (63%).

Fare Payment Options and Satisfaction

- A majority of Valley Metro riders either used a Copper Card (60%) or the Valley Metro mobile fare app (57%) to pay for their fares in the past 30 days.
- In general, Valley Metro riders are highly satisfied with the fare payment options, with nine in ten riders providing either a "4" or "5 – Very satisfied" rating (90%).
- Nearly one-half of riders indicated they are satisfied with the current fare options (44%). However, one-third would like to see *reduced fares for low-income riders* (32%) or *tap-to-pay options* (30%).



System Satisfaction

- Riders reported the highest levels of satisfaction for *driver courtesy* (88% “4” or “5 – very satisfied”), *value of service* (87%), *Valley Metro app* (86%) and *signage on buses* (85%).
- Light rail riders were highly satisfied with seven of the fourteen light rail elements with nine in ten providing a four or five rating on these top seven attributes. The highest satisfaction ratings were for *value of service for fare paid* and *train arrival times* (each 91%).
- Overall satisfaction with transit service in the Valley has increased significantly since 2018 with nine in ten riders providing “4” and “5 – Very satisfied” ratings (89%, up from 81%). Notably, the percentage of riders providing the highest rating (“5” – very satisfied) increased by twenty points (64%, up from 44%).
 - The most frequently mentioned reasons for giving a high overall satisfaction rating were categorized as *frequent/available/reliable service* (29%) and *satisfied/good service* (29%).
 - Low ratings for overall satisfaction were most related to frequency, accessibility, and promptness of the transit service. (24% *increased frequency/ longer hours/ not on time*).

Likelihood to Recommend and Use Transit

- In 2026, 84% of riders were likely to recommend the transit service indicated by either a “4” or “5 – Very likely” rating, which is similar to the 82% who provided the same ratings in 2018. However, the proportion of those providing the highest likelihood rating of “5” increased significantly this year (70%, up from 62%).
- Nearly nine in ten riders indicated they would be likely to continue riding in a year (87% “4” or “5 – Very likely”). This is up significantly from the 79% reported in 2018.
- Just over one-half of riders in 2026 reported that Valley Metro service has improved over the past year (57%), which is like what was reported in 2018.

Public Transit Information Sources and Signage

- The *Valley Metro App* was selected as the top source of public transit information, being used by more than one-half of all riders (58%).
- Most bus riders reported they find the bus stop signs helpful when navigating the bus system (91%) and believe it is most important to post *route or schedule information* on bus stop signs (90% “4” or “5 – Very important”).
- When asked how Valley Metro could best inform residents about the bus services offered in the Valley, riders most often mentioned using the *Valley Metro app* (69%).



Conclusions

1. The rider profile has shifted in comparison to 2018 — more choice riders, not just transit-dependent. Riders are more likely to have smart phones and a driver's license as well as having access to a vehicle for their trips when they use transit. Frequency of riding has also increased. It is likely that the high gas prices (currently \$2/gallon higher than the 2018 average of \$2.72/gallon) have led many of these riders to public transit even though they have a vehicle available. Valley Metro is seen as a viable option to driving for many residents.
2. Overall satisfaction has risen sharply since 2018. Likelihood to continue riding and willingness to recommend also both increased significantly, signaling strong and growing loyalty. This is particularly true among light rail riders.
3. Bus-only riders continue to have lower satisfaction levels compared to other riders, specifically when it comes to fare payment options, and are less likely to continue using transit in the future than other riders. These are riders who are transit-dependent, without vehicle access, and mostly using transit for work purposes. Conversely, combo riders show higher satisfaction with fare payment options and the transit system overall.
4. The Valley Metro app has become the dominant rider touchpoint, especially among younger riders (those under age 55). The app is the #1 source of transit information, the most-used fare payment method, and riders' top recommendation for how to reach new residents. Its significance across information, payment, and navigation makes it a critical tool for users, positively impacting the rider experience.
5. The current bus signage is viewed as helpful for most bus riders. However, those less familiar with the system could see improvement by adding more route information to the signs and increasing the visibility of the signage by making them bigger.



I. Introduction

A. Methodology

Valley Metro commissioned WestGroup Research to conduct a rider satisfaction survey to monitor the overall perception and satisfaction levels of Valley Metro public transit riders. The last rider satisfaction survey was conducted in 2018. 2026 results, when applicable, will be compared to results in 2018. This report presents the results of 607 surveys conducted between April 13th and 28th, 2026. All survey responses were collected via in-person interviews at multiple transit stops and onboard Valley Metro trains and streetcars. The surveys took an average of twelve minutes to complete. The overall margin of error for the study is $\pm 4.0\%$ at the 95% confidence level.

**Table 1a: Number of Completed Surveys by
2026 Transit Intercept Locations**

Locations	2026 n=607
On Light Rail – Line A	51
On Light Rail – Line B	50
On Streetcar	50
Transit Centers/Transit Stops	
Desert Sky Transit Center (West Phoenix)	41
Tempe Transportation Center (DT Tempe)	41
Central Station (Cent/Wash and 1st Ave/Jefferson)	41
19th Ave/Dunlap Light Rail Station (Central Phx)	40
Thomas/Central Ave Light Rail Station	40
Gilbert Rd/Main St. Transit Center (Mesa)	35
Mill Ave/3rd St Light Rail/Streetcar Stop (DT Tempe)	35
Arrowhead Transit Center	31
Peoria Park and Ride	26
Metro Center Transit Center (Phoenix)	26
Dorsey/Apache Light Rail and Streetcar Stop (DT Tempe)	25
Mustang Transit Center (Scottsdale)	25
Superstition Springs Transit Center (Mesa)	25
Goodyear Park and Ride (Goodyear)	20
27th Ave/Baseline Park and Ride (S.Phoenix)	5

Table 1b: Rider Type

	2026 n=607
Bus Rider	18%
Light Rail/Streetcar Rider	29%
Combo Rider	53%



A. Significance Testing among Subgroups

Throughout this report, arrows (▼▲) and superscript letters ^{ABCD} appear in certain charts and graphs. The arrows indicate a statistical difference compared to the data collected in 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 ^{AB} after 69% in Column C for *The same* means that the percentage of Combo riders who answered *The same* is significantly higher than the percentage of bus riders and light rail/streetcar riders in Columns A and B who gave that same answer.

Change in Frequency	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
More often	34%	39% ^C	43% ^C	28%
Less often	5%	8%	6%	3%
The same	60%	52%	49%	69% ^{AB}

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



C. Characteristics of the Sample

The table below shows that one-half of riders in 2026 were male (51%) and the largest portion of riders were ages 25-54 (52%). Riders who reported being of a minority ethnicity were primarily Hispanic (27%) or Black (22%). More than one-half work either full-time (44%) or part-time (20%) while approximately two-thirds of riders had an annual income lower than \$75,000 (65%). Lastly, 75% had a valid driver's license but only 37% of the total sample had access to a vehicle in place of their transit trip.

Table 2: Summary of Demographic Characteristics

Demographics	2026 Total n=607	2018* Total n=789	Demographics	2026 Total n=607	2018* Total n=789
Gender			Employment		
Male	51%	52%	Full-time	44%▲	36%
Female	49%	48%	Student	23%▲	19%
Prefer not to answer	<1%	-	Part-time	20%	21%
Ethnic Origin			Retired	13%▲	8%
White	42%	39%	All Unemployed	7%▼	15%
Hispanic	27%	23%	Unemployed – seeking work	6%	10%
Black	22%	18%	Unemployed – not seeking work	1%	5%
Asian/Pacific Islander	6%	-	Homemaker	1%	2%
American Indian	4%	-	Self employed	1%	1%
Other	<1%	12%	Prefer not to answer	2%	10%▼
Refused/NA	4%	8%	Age		
Income			Under 25	22%	26%
<\$75,000	65%	-	25 to 54	52%	53%
<\$25,000	21%	-	55 and older	24%	18%
>\$25K to \$45K	21%	-	Have Mobile Phone	94%▲	80%
>\$45K to \$75K	23%	-	Have Smartphone	95%▲	90%
\$75,000+	12%	-	Apple/iPhone	60%	26%
Refused/Not sure	23%	-	Android	40%	71%
City of Residence			Don't know/other	<1%	<1%
Phoenix	38%	54%			
Tempe	17%	12%			
Mesa	17%	17%			
Scottsdale	5%	1%			
Glendale	4%	7%			
Gilbert	4%	1%			
Peoria	3%	1%			

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

*Note: 2018 data are weighted

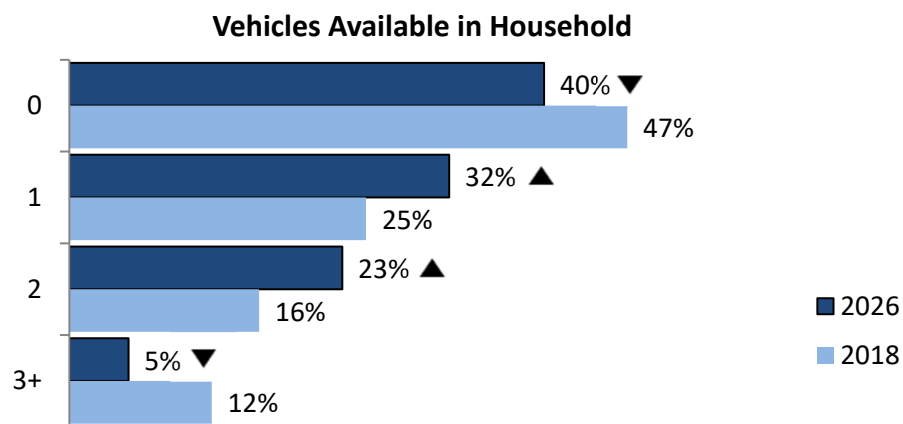


II. Rider and Trip Characteristics

A. Vehicle Available for Personal Use

Two in five (40%) riders reported they have zero vehicles available to them in their household, which is down from the 47% reported in 2018. Bus-only riders were significantly more likely than other riders to not have any vehicles at home (56% vs. 36%-37% other riders).

Riders over the age of 55 and unemployed riders were significantly more likely than younger and employed riders to report having zero vehicles available in their households (57% 55+ vs. 33% <55; 56% unemployed vs. 32% employed).



D1. How many vehicles (cars, trucks or motorcycles) are available in your household?

2026 n=607; 2023 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Table 3: Vehicles Available in Household by Subgroup

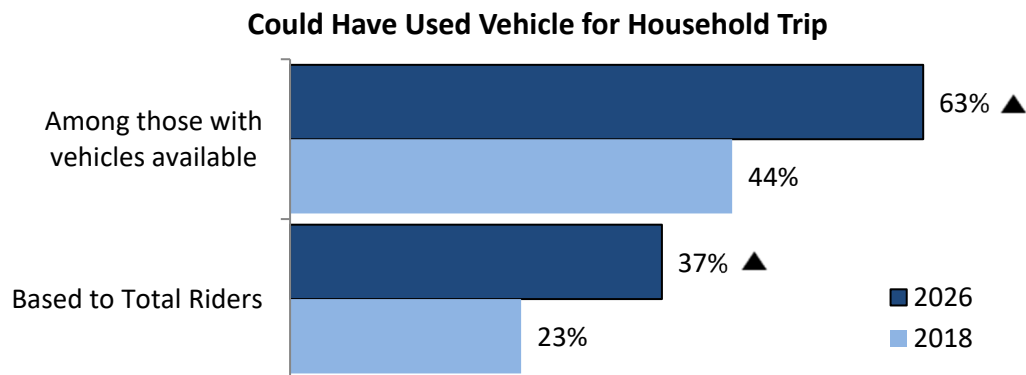
# of Vehicles	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
0	40%	56% ^{BC}	36%	37%
1	32%	28%	33%	33%
2	23%	11%	25% ^A	26% ^A
3+	5%	5%	6%	4%

D1. How many vehicles (cars, trucks or motorcycles) are available in your household?

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



Nearly two-thirds of those with a vehicle at home could have use it instead of public transit (63%). **Among all riders, just over one-third indicated they could have used a vehicle in place of their public transit trip (up from 23% in 2018).** Again, bus-only riders were least likely to have the ability to use a vehicle in place of their transit trip (48% vs. 63%-68% other riders). Men were more likely than women to be able to use their HH vehicle in place of their transit trip (68% vs. 56% women).



D2. Could you have used one of these vehicles for this trip?

2025 n=361; 2023 n=418

No significant differences compared to 2018

Table 4: Could Have Used Vehicle for Household Trip by Subgroup

	2026 Total n=361	Bus Rider n=48 A	LR/Streetcar Rider n=112 B	Combo Rider n=201 C
Could Have Used Vehicle				
Yes	63%	48%	68% ^A	63%
No	37%	52% ^B	32%	37%

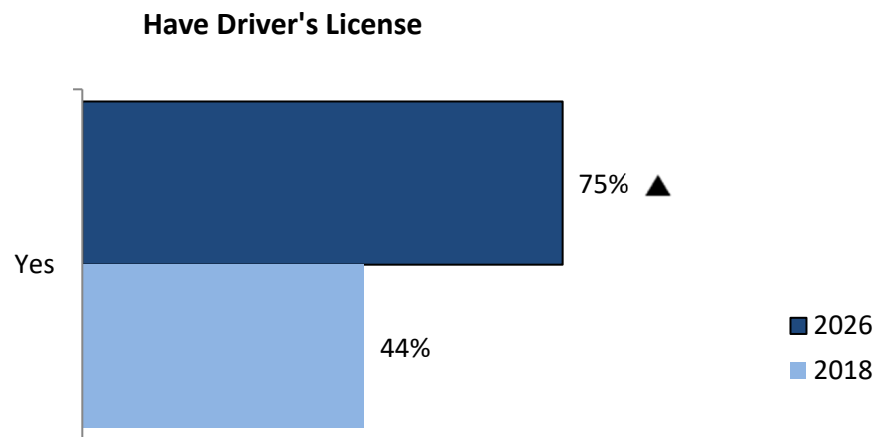
D2. Could you have used one of these vehicles for this trip?

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



B. Driver's License

Three-quarters of riders surveyed reported having a valid driver's license (75%), which is significantly higher than in 2018 (44%) and is the highest level recorded since 2009 (72%). Bus-only riders were least likely to report having a valid driver's license compared to other rider groups (53% vs. 78% LR/Streetcar and 81% combo). Valley Metro riders under the age of 35 and unemployed riders were least likely to have a driver's license (72% <35 vs. 79% 35+; 65% unemployed vs. 81% employed).



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

2026 n=607; 2018 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Table 5: Have Driver's License by Subgroup

Have Driver's License	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Yes	75%	53%	78% ^A	81% ^A
No	25%	46% ^{BC}	22%	19%

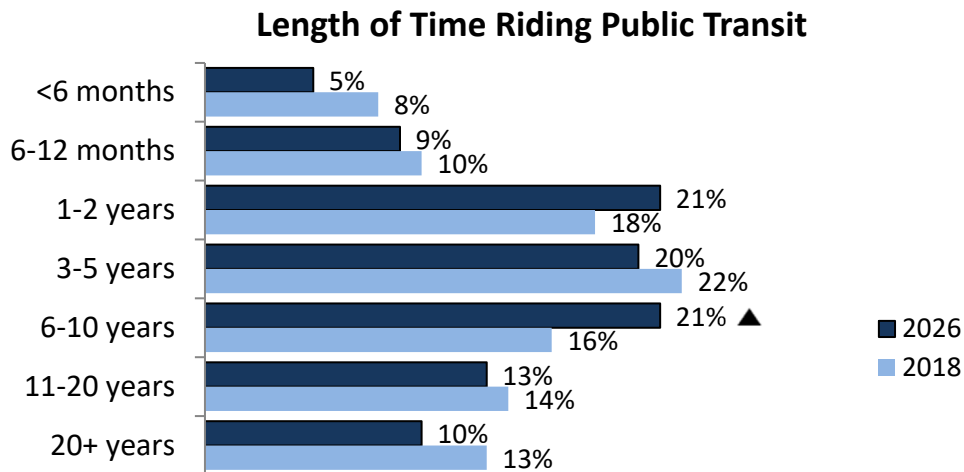
D3. Do you have a valid driver's license?

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



C. Length of Time Using Valley Metro

The majority of riders have been using public transit in the Valley between one and ten years (62%). 14% were reportedly newer riders, using transit for less than one year, while one-quarter were more seasoned riders, having ridden transit for over ten years (23%). Combo riders were more likely than bus-only riders or light Rail/streetcar riders to report using public transit in the Valley for more than 3 years (77% vs. 54% bus-only and 49% light Rail/streetcar-only)



Q1: How long have you been using public transit as a means of transportation in the Valley? 2026 n=607; 2018 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Table 6: Length of Time Riding Public Transit by Subgroup

Time Period	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
<6 months	5%	11% ^C	7% ^C	2%
6 to 12 months	9%	15% ^C	12% ^C	5%
1-2 years	21%	20%	32% ^{AC}	16%
3-5 years	20%	19%	14%	24% ^B
6-10 years	21%	13%	18%	26% ^A
11-20 years	13%	6%	10%	17% ^{AB}
20+ years	10%	16% ^B	7%	10%

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



D. Frequency of Riding Valley Metro

1. Frequency of Riding Bus

Valley Metro bus riders ride the bus 4.6 days per week on average, down from 4.8 days in 2018. Two-thirds of the bus riders reported riding the bus or circulator at least five days a week (67%), which is identical to what was reported in 2018. However, the proportion of those riding five days a week has increased significantly, while those riding more frequently each week has decreased.

Combo riders were significantly more likely than bus-only riders to report riding the bus five days a week (47% vs. 33%). Riders without vehicle access and unemployed riders were more likely to report a higher frequency of riding the bus than employed riders and those with access to a vehicle at home (4.8 days/week on average for unemployed vs. 4.5 days employed; 4.8 days no vehicle access vs. 4.4 days vehicle access).

Table 7a: Frequency of Riding Bus Each Week
Among Bus Riders

Frequency	2026 Total n=433	2018 n=631
Less than 1x/week	3%	4%
One day	3%	4%
Two days	7%	6%
Three days	10%	9%
Four days	10%	11%
Five days	44%▲	28%
Six to seven days	23%▼	39%
Average	4.6▼	4.8

Q2. In an average week, how many days do you ride the bus or circulator (THIS DOES NOT INCLUDE LIGHT RAIL TRIPS)?

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Note: 2018 data are weighted



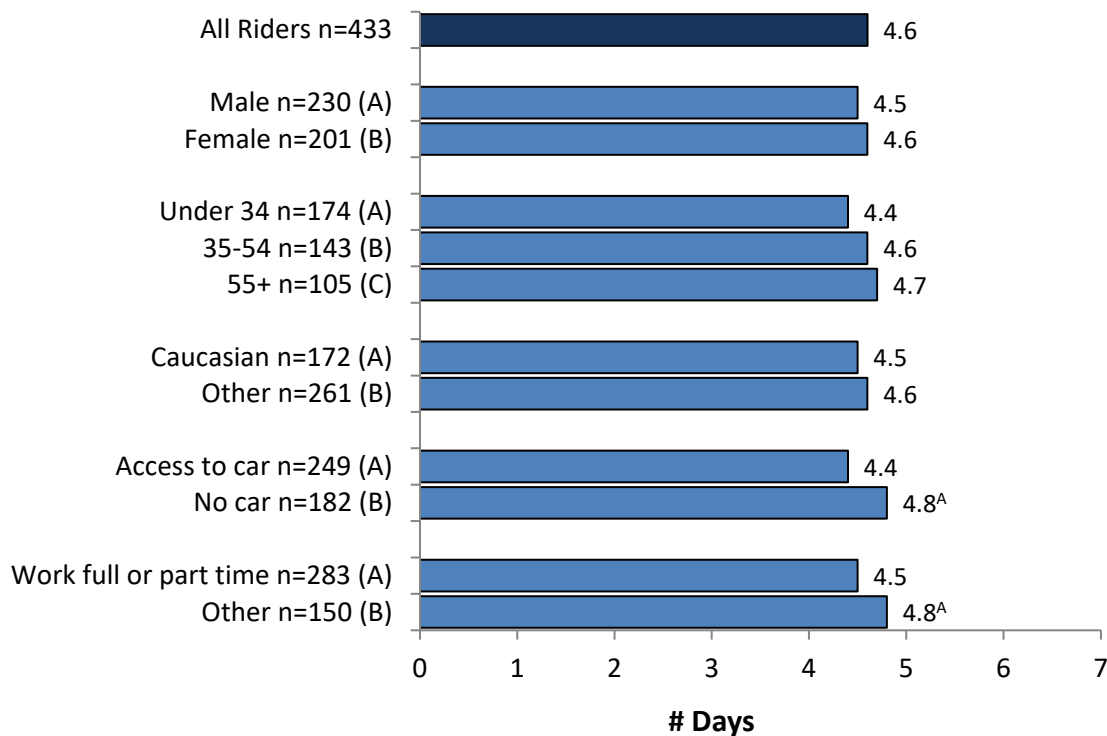
Table 7b: Frequency of Riding Bus Each Week: By Mode
Among Bus Riders

Time Period	2026 Total n=433	Bus Rider n=111 A	Combo Rider n=322 B
Less than 1x/week	3%	1%	4% ^A
One day	3%	6%	2%
Two days	7%	4%	8%
Three days	10%	15%	8%
Four days	10%	14%	9%
Five days	44%	33%	47% ^A
Six to seven days	23%	26%	22%
Average	4.6	4.5	4.6

Q2. In an average week, how many days do you ride the bus or circulator (THIS DOES NOT INCLUDE LIGHT RAIL TRIPS)?

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

2026 Average Weekly Usage: Bus (# days)



2. *Frequency of Riding Light Rail*

The frequency of light rail ridership increased significantly since 2018 with 70% riding at least five days a week (compared to 47% in 2018). On average, riders reported taking the light rail 4.6 days per week (up from 3.8).

Notably, combo riders were much more likely to ride the light rail with greater frequency than light rail/streetcar-only riders (4.7 days/week on average vs. 4.4 days). Although not statistically significant, riders under the age of 35 were slightly more likely to ride the light rail more frequently on average than older riders (4.8 days/week 18-34 vs. 4.5 days/week 35+).

Table 8a: Frequency of Riding Light Rail Each Week
Among Light Rail Riders

Frequency	2026 Total n=496	2018 n=550
Less than 1x/week	5%▼	13%
One day	3%▼	10%
Two days	7%▼	10%
Three days	6%▼	11%
Four days	9%	9%
Five days	46%▲	20%
Six to seven days	24%	27%
Average	4.6▲	3.8

Q3. In an average week, how many days do you ride the light rail (THIS DOES NOT INCLUDE BUS TRIPS)?

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Note: 2018 data are weighted



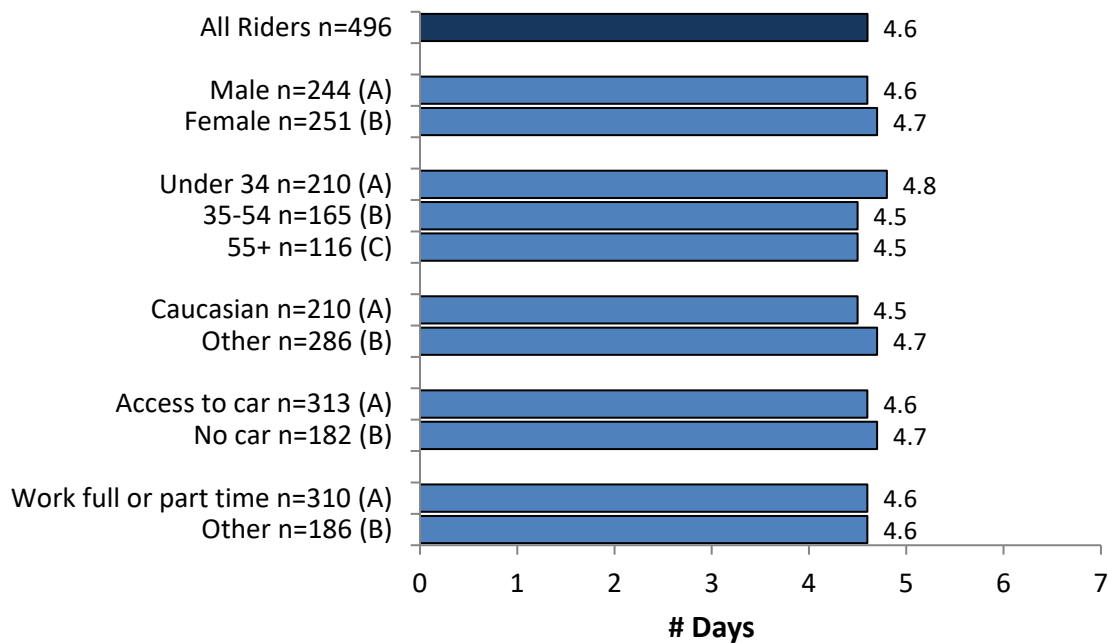
Table 8b: Frequency of Riding Light Rail Each Week: By Mode
Among Light Rail Riders

Time Period	2026 Total n=496	LR/Streetcar Rider n=174 A	Combo Rider n=322 B
Less than 1x/week	5%	6%	5%
One day	3%	5% ^B	2%
Two days	7%	7%	7%
Three days	6%	7%	6%
Four days	9%	15% ^B	7%
Five days	46%	39%	50% ^A
Six to seven days	24%	22%	25%
Average	4.6	4.4	4.7 ^A

Q3. In an average week, how many days do you ride the light rail (THIS DOES NOT INCLUDE BUS TRIPS)?

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

2026 Average Weekly Usage: Light Rail (# days)



3. *Frequency of Riding Streetcar*

As expected, ridership frequency for the streetcar is much lower than bus or light rail ridership with the average rider using the streetcar 2.2 days per week. Nearly one-half of riders take the streetcar one day per week or less (46%).

Light rail/streetcar-only riders were much more likely to report riding the streetcar three days per week compared to combo riders (22% vs. 8%). Additionally, younger riders were significantly more likely to ride the streetcar compared to those over the age of 35 (2.6 days/week on average 18-34 vs. 1.9 days 35-54 and 1.4 days 55+).

Table 9a: Frequency of Riding Streetcar Each Week
Among Streetcar Riders

Frequency	2026 Total n=117
Less than 1x/week	40%
One day	6%
Two days	14%
Three days	13%
Four days	5%
Five days	22%
Six to seven days	-
Average	2.2

Q4. In an average week, how many days do you ride the streetcar (THIS DOES NOT INCLUDE LIGHT RAIL OR BUS TRIPS)?



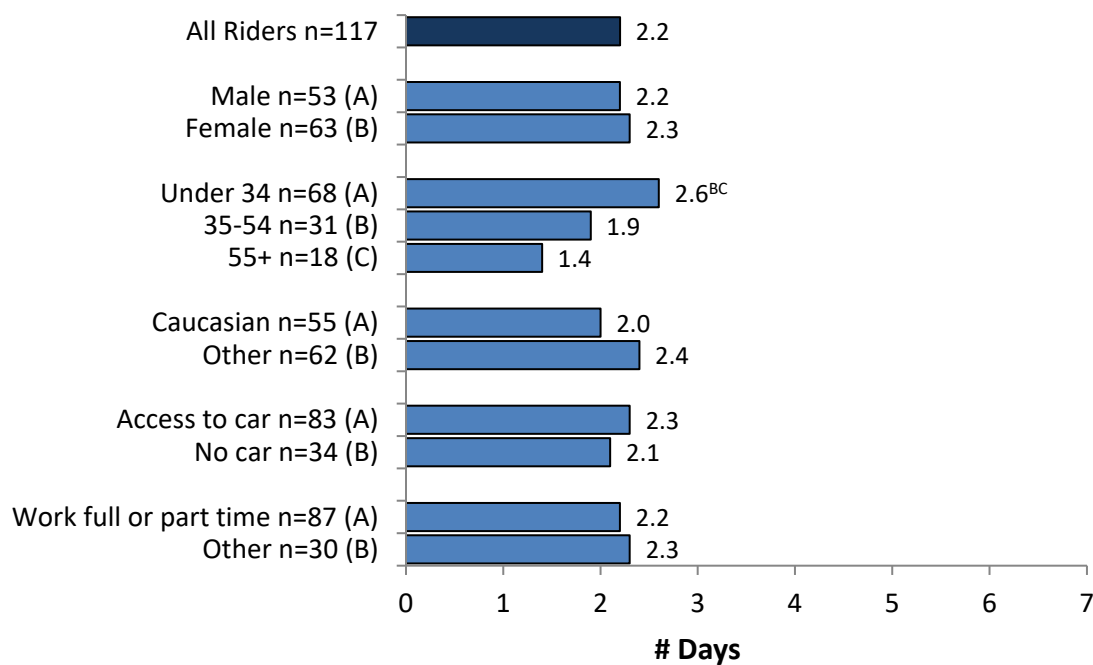
Table 9b: Frequency of Riding Light Rail Each Week: By Mode
Among Light Rail Riders

Time Period	2026 Total n=117	LR/Streetcar Rider n=41 A	Combo Rider n=76 B
Less than 1x/week	40%	34%	43%
One day	6%	2%	8%
Two days	14%	15%	13%
Three days	13%	22% ^B	8%
Four days	5%	10%	3%
Five days	22%	17%	25%
Six to seven days	-	-	-
Average	2.2	2.4	2.2

Q4. In an average week, how many days do you ride the streetcar (THIS DOES NOT INCLUDE LIGHT RAIL OR BUS TRIPS)?

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

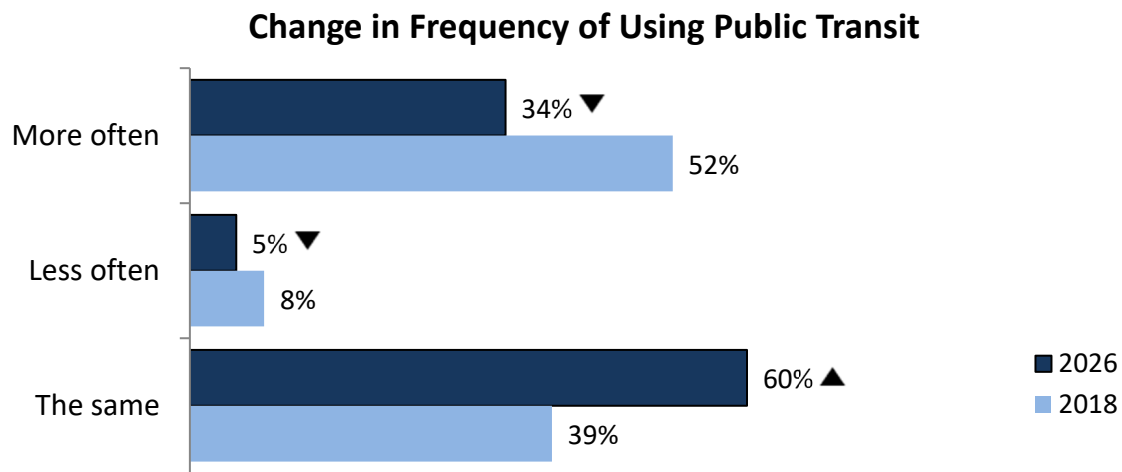
2026 Average Weekly Usage: Streetcar (# days)



E. Change in Frequency of Using Public Transit

More than one-half of Valley Metro riders believe they are using public transit the same as they did a year ago (60%, up significantly from 39% in 2018) while one-third would say they are using transit more often (34%, down from 52% in 2018).

Bus-only and light rail/streetcar-only riders were significantly more likely than combo riders to report using public transit more often than they did a year ago (39% bus and 43% LR/Streetcar vs. 28% combo). Conversely, combo riders were more likely to report using transit the same amount (69% vs. 52% bus and 49% LR/Streetcar). Riders without access to a vehicle at home were more likely to report using public transit more often than those with access to a vehicle (42% vs. 29%). Additionally, riders aged 55 and older were more likely than younger riders to say they were using public transit the same amount as last year (68% 55+ vs. 59% <55).



Q6. Compared to one year ago, would you say that you are using public transit more often, less often or the same as you did a year ago? 2026 n=607; 2018 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Table 10: Change in Frequency of Using Public Transit by Subgroups

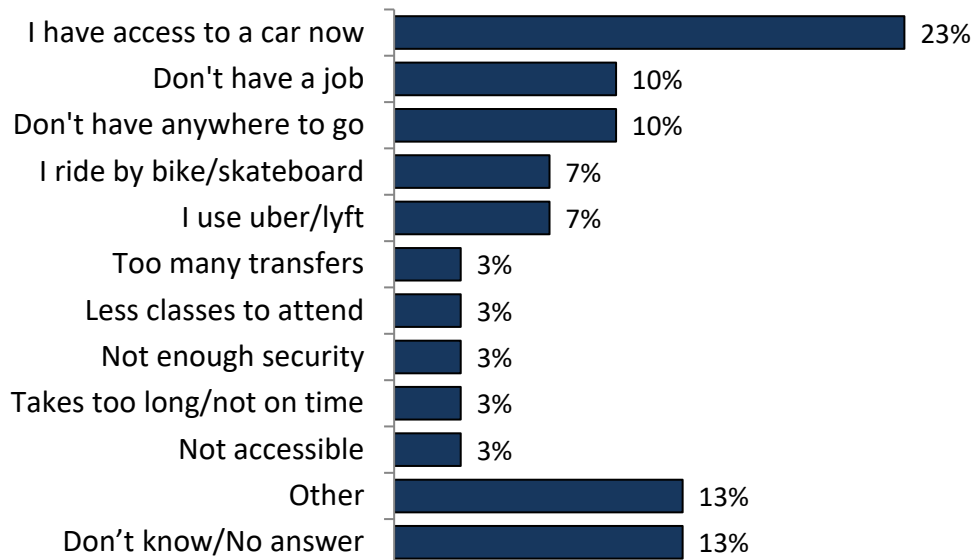
Change in Frequency	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
More often	34%	39% ^C	43% ^C	28%
Less often	5%	8%	6%	3%
The same	60%	52%	49%	69% ^{AB}

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



Among riders who reported to be using public transit less than they did one year ago, having access to a car (23%), not having a job (10%), and not having anywhere to go (10%) were the top reasons for their change in transit usage. Due to the small sample size, there were no notable differences between sub-groups.

Reason for Using Public Transit Less Often



Q6. IF LESS OFTEN IN Q6: Why do you think you are using public transit less often than you were one year ago?
2026 n=30

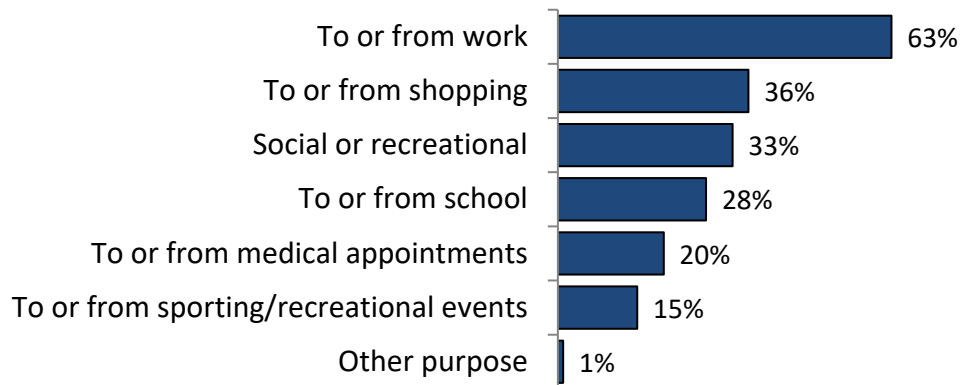


F. Purpose of Public Transit Trips

Traveling to or from work was the top reason Valley Metro riders use public transit (63%). This was especially true among bus-only and combo riders (73% bus and 66% combo vs. 52% LR/Streetcar). Additionally, one-third of riders typically use public transit for shopping (36%) or social and recreational purposes (33%).

Light rail/streetcar-only riders and combo riders were significantly more likely than bus-only riders to use public transit to travel to and from school (both 31% vs. 13%) and sporting or recreational events (19% and 17% vs. 5%). Riders over the age of 55 were more likely than younger riders to use public transit for shopping, social and recreational purposes, and medical appointments (43%-59% 55+ vs. 21%-33% 35-54 and 6%-26% <35).

Purpose of Public Transit Trips



Q5. Where do you go when you ride transit?
2026 n=607

Table 11: Purpose of Valley Metro Trips by Subgroup

Purpose	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
To or from work	63%	73% ^B	52%	66% ^B
To or from shopping	36%	29%	37%	38%
Social or recreational	33%	22%	32%	38% ^A
To or from school	28%	13%	31% ^A	31% ^A
To or from medical appointments	20%	16%	15%	24% ^B
To or from sporting/recreational events	15%	5%	19% ^A	17% ^A
Other purpose	1%	1%	2%	1%

Q5. Where do you go when you ride transit? (select all that apply)

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

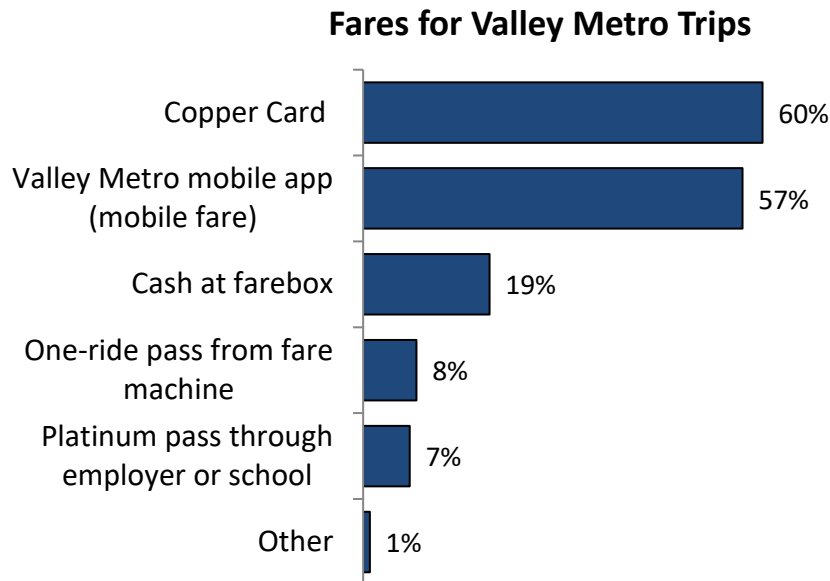


G. Fares for Valley Metro Trips

A majority of Valley Metro riders used a Copper Card (60%) or the Valley Metro mobile fare app (57%) to pay for their fares in the past 30 days. Another two in ten paid for their fares using cash at the farebox (19%) while 15% used either a one-ride pass or platinum pass.

Combo riders were significantly more likely to have used a Copper Card (75% vs. 33% bus-only and 50% LR/Streetcar-only) or the Valley Metro mobile fare app (67% vs. 46%-47%) to pay for their trips than bus-only or light rail/streetcar-only riders.

Those ages 55+ and unemployed riders were significantly more likely to have used a Copper Card for their fares than employed riders and those under 55 (67% 55+ vs. 58% <55; 67% unemployed vs. 56% employed). Conversely, women, employed riders, and those under age 55 were more likely to have used the Valley Metro mobile fare app than men, unemployed riders and older riders (63% women vs. 52% men; 63% <55 vs. 41% 55+; 70% employed vs. 39% unemployed).



19. Which of the following methods have you used to pay your fare on Valley Metro in the past 30 days?
2026 n=607



Table 12: Fares for Valley Metro Trips by Subgroup

Fares	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Copper Card	60%	33%	50% ^A	75% ^{AB}
Valley Metro mobile app (mobile fare)	57%	46%	47%	67% ^{AB}
Cash at farebox	19%	24%	18%	17%
One-ride pass from fare machine	8%	1%	10% ^A	9% ^A
Platinum pass through employer or school	7%	10%	9%	5%
Other	1%	-	1%	1%

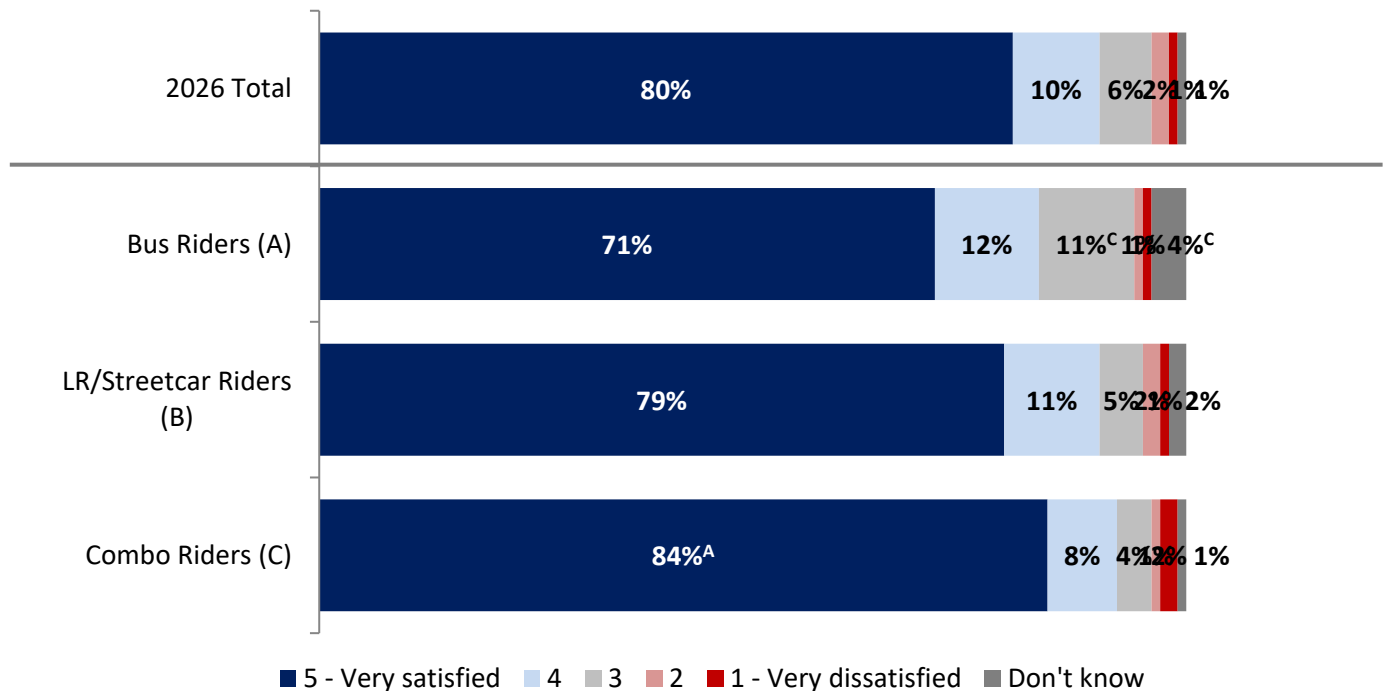
19. Which of the following methods have you used to pay your fare on Valley Metro in the past 30 days?

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



In general, Valley Metro riders are highly satisfied with the fare payment options, with nine in ten riders providing either a “4” or “5 – Very satisfied” rating (90%). When broken down by rider type, bus-only riders were least satisfied with Valley Metro’s fare payment options, with 83% providing a top-two rating (compared to 90% of light rail/streetcar-only riders and 92% of combo riders). Additionally, those with access to a vehicle at home were significantly more satisfied with their fare options than those without access to a vehicle (95% vs. 82%).

Overall Satisfaction with Valley Metro Fares



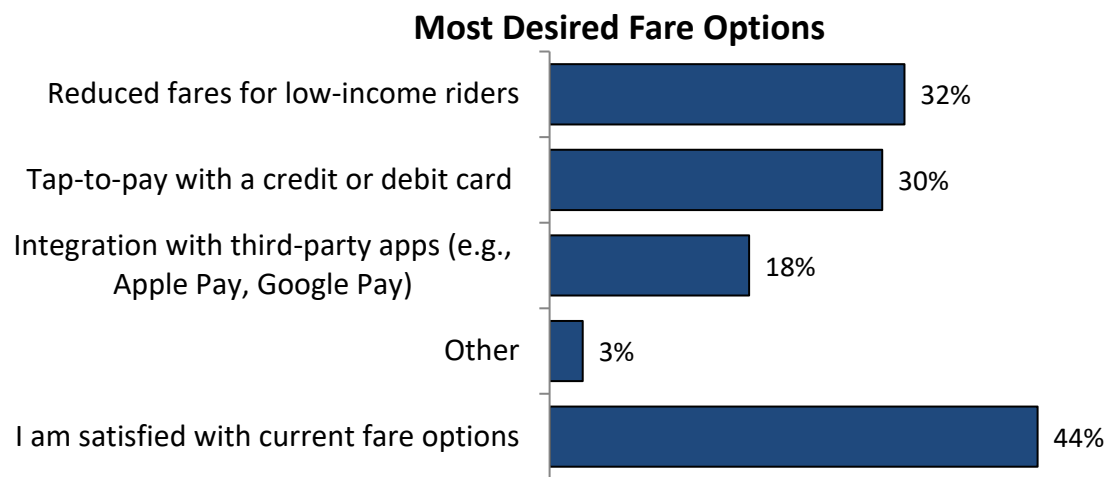
20. Using a scale of 1 to 5, how would you rate your overall satisfaction with Valley Metro’s fare payment options? 2026 n=607

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



Nearly one-half of riders indicated they are satisfied with the current fare options (44%). However, one-third would like to see reduced fares for low-income riders (32%) or tap-to-pay options (30%). Additionally, 18% showed interest in offering integration with third-party apps such as Apple Pay.

Combo riders were most likely to say they were satisfied with the current fare options (56% vs. 21% bus-only and 37% LR/Streetcar-only). Young riders and those with access to a vehicle at home were also more likely to be satisfied with the current fare options compared to riders over the age of 35 and those without a vehicle (49% <35 vs. 41% 35+; 54% vehicle vs. 29% no vehicle).



21. Which of the following fare options would you like to see Valley Metro offer or expand in the future?
2026 n=607

Table 13: Most Desired Fare Options by Subgroup

Fare Options	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Reduced fares for low-income riders	32%	39% ^C	39% ^C	26%
Tap-to-pay with a credit or debit card	30%	42% ^C	34% ^C	24%
Integration with third-party apps (e.g., Apple Pay, Google Pay)	18%	25% ^C	25% ^C	11%
Other	3%	3%	4%	2%
I am satisfied with current fare options	44%	21%	37% ^A	56% ^{AB}

21. Which of the following fare options would you like to see Valley Metro offer or expand in the future?

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



III. System Satisfaction

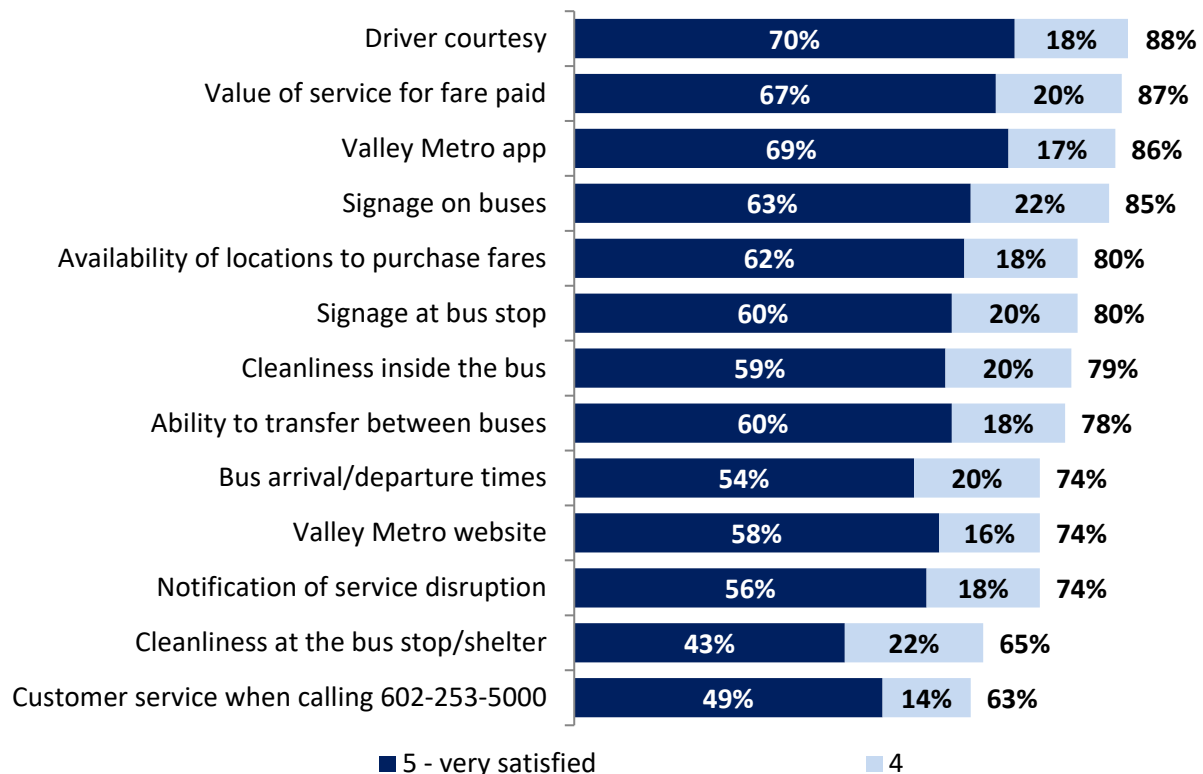
A. Satisfaction with Bus Service Elements

Bus riders were asked to rate their satisfaction on a variety of bus service elements and rated each on a scale where a “1” means Very Dissatisfied and a “5” means Very Satisfied.

Riders reported the highest levels of satisfaction for *driver courtesy* (88%), *value of service* (87%), *Valley Metro app* (86%) and *signage on buses* (85%) with nearly nine in ten providing either a “4” or “5 – very satisfied” rating. Satisfaction remained high for all other bus elements, except for *cleanliness at the bus stop/shelter* (65%) and *calling 602-253-5000 for customer service* (63%) where less than two-thirds of riders were satisfied. Notably, riders were significantly more satisfied with all comparable bus elements besides *602-253-5000 customer service* than they were in 2018.

Overall Satisfaction of Bus Elements

Rate "4" or "5 - Very Satisfied"



Q7. Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means “very dissatisfied” and a 5 means “very satisfied. How satisfied are you with... 2026 n=433



Table 14a: Overall Satisfaction of Bus Elements
Among bus riders with an opinion

Bus Elements	Total n=433	2018 n=179-626
Driver courtesy	88%▲	75%
Value of service for fare paid	87%▲	82%
Valley Metro app	86%	-
Signage on buses	85%	-
Availability of locations to purchase fares	80%▲	69%
Signage at bus stop	80%	-
Cleanliness inside the bus	79%▲	70%
Ability to transfer between buses	78%▲	68%
Bus arrival/departure times	74%▲	62%
Valley Metro website	74%	-
Notification of service disruption	74%▲	69%
Cleanliness at the bus stop/shelter	65%▲	48%
Customer service when calling 602-253-5000	63%▼	79%

Q7. Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied. How satisfied are you with...

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Satisfaction with the bus was similar between bus-only riders and combo riders for all but three elements. Combo riders were more satisfied with *arrival and departure times* (78% vs. 63%), *Valley Metro website* (79% vs. 59%), and *customer service when calling 602-253-5000* (66% vs. 55%) than bus-only riders.

Women were significantly more satisfied than men with the *Valley Metro app* (90% vs. 83%), *signage on buses* (89% vs. 82%), *ability to transfer between buses* (84% vs. 73%) and *notification of service disruption* (82% vs. 68%). Riders under the age of 55 were also more likely to be satisfied with the *Valley Metro app* than older riders (89% vs. 75%).



Table 14b: Overall Satisfaction of Bus Elements by Subgroup
Among bus riders with an opinion

Bus Elements	2026 Total n=433	Bus Rider n=111 A	Combo Rider n=322 B
Driver courtesy	88%	86%	89%
Value of service for fare paid	87%	87%	86%
Valley Metro app	86%	83%	87%
Signage on buses	85%	81%	87%
Availability of locations to purchase fares	80%	74%	83%
Signage at bus stop	80%	81%	80%
Cleanliness inside the bus	79%	77%	80%
Ability to transfer between buses	78%	79%	78%
Bus arrival/departure times	74%	63%	78% ^A
Valley Metro website	74%	59%	79% ^A
Notification of service disruption	74%	68%	77%
Cleanliness at the bus stop/shelter	65%	68%	65%
Customer service when calling 602-253-5000	63%	55%	66% ^A

Q7. Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means “very dissatisfied” and a 5 means “very satisfied. How satisfied are you with...

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



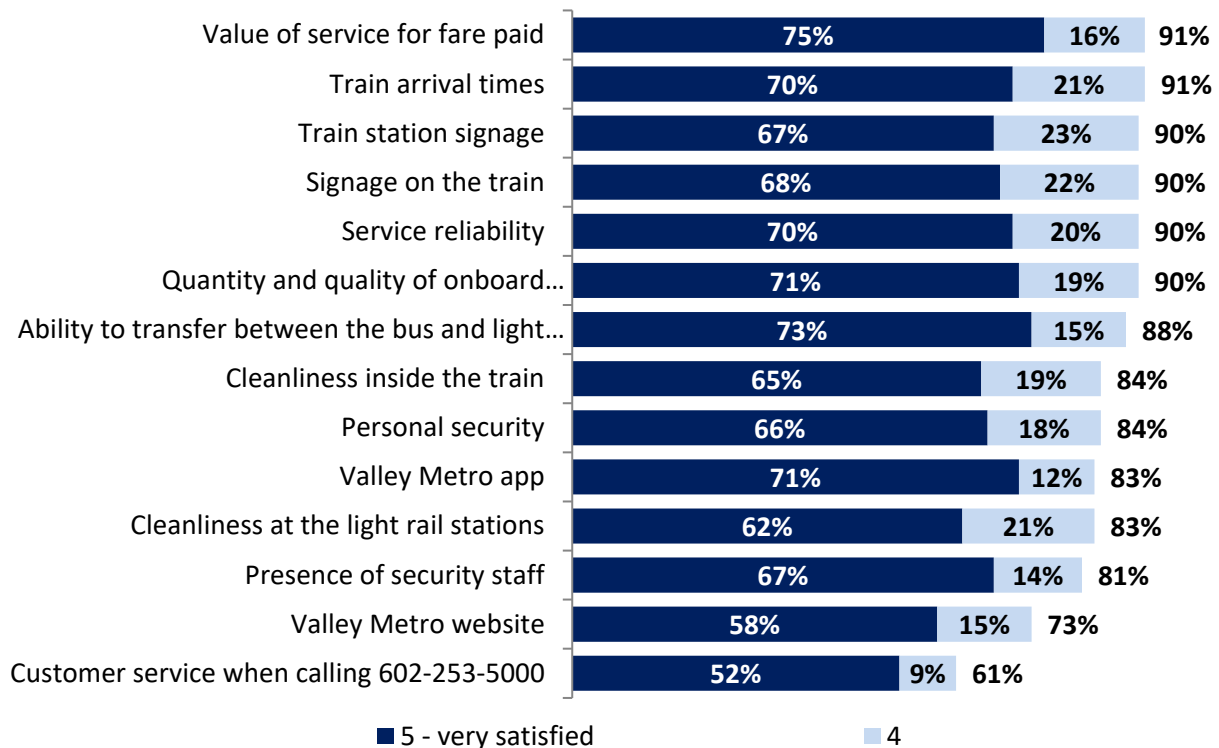
B. Satisfaction with Light Rail Service Elements

Riders were then asked to rate their satisfaction on a variety of light rail service elements and rated each on a scale where a "1" means Very Dissatisfied and a "5" means Very Satisfied.

Light rail riders were highly satisfied with seven of the fourteen light rail elements with nine in ten providing either a "4" or "5 – Very satisfied" rating. The highest satisfaction ratings were for *value of service for fare paid* and *train arrival times* (each 91%). Similar to bus satisfaction levels, satisfaction was lowest for *customer service when calling 602-253-5000* (61%), which is significantly lower than the 79% reported in 2018. Satisfaction with all other light rail elements increased compared to 2018.

Overall Satisfaction of Light Rail Elements

Rate "4" or "5 - Very Satisfied"



Q8. Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied. How satisfied are you with... 2026 n=496



Table 15a: Overall Satisfaction of Light Rail Elements
Among light rail riders with an opinion

Bus Elements	Total n=496	2018 n=158-541
Value of service for fare paid	91%▲	86%
Train arrival times	91%	88%
Train station signage	90%▲	84%
Signage on the train	90%	-
Service reliability	90%	-
Ability to transfer between the bus and light rail	88%▲	81%
Quantity and quality of onboard announcements	90%▲	83%
Cleanliness inside the train	84%▲	77%
Personal security	84%▲	71%
Valley Metro app	83%	-
Cleanliness at the light rail stations	83%▲	73%
Presence of security staff	81%▲	71%
Valley Metro website	73%	-
Customer service when calling 602-253-5000	61%▼	79%

Q8. Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means “very dissatisfied” and a 5 means “very satisfied. How satisfied are you with...

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level

Combo riders provided higher satisfaction ratings than light rail/streetcar-only riders for nearly all light rail elements, giving significantly higher ratings for six of the fourteen elements (*quantity and quality of onboard announcements, personal security, Valley Metro app, cleanliness at stations, Valley Metro website, and calling 602-253-5000 customer service*).

Women were more likely to be satisfied with the *quantity and quality of onboard announcements* (92% vs. 87%) and the *Valley Metro website* (78% vs. 68%) compared to men. Again, younger riders were more satisfied with the *Valley Metro app* than those over age 55 (86% vs. 71%). Conversely, older riders were more likely to be satisfied with *calling 602-253-5000 for customer service* than those under age 35 (66% vs. 55%).



Table 15b: Overall Satisfaction of Light Rail Elements by Subgroup
Among light rail riders with an opinion

Bus Elements	Total n=496	LR/Streetcar Rider n=174 A	Combo Rider n=322 B
Value of service for fare paid	91%	90%	91%
Train arrival times	91%	89%	92%
Train station signage	90%	87%	92%
Signage on the train	90%	86%	92%
Service reliability	90%	90%	90%
Quantity and quality of onboard announcements	90%	86%	92% ^A
Ability to transfer between the bus and light rail*	88%	-	88%
Cleanliness inside the train	84%	79%	86%
Personal security	84%	78%	87% ^A
Valley Metro app	83%	73%	88% ^A
Cleanliness at the light rail stations	83%	78%	86% ^A
Presence of security staff	81%	77%	84%
Valley Metro website	73%	61%	79% ^A
Customer service when calling 602-253-5000	61%	49%	68% ^A

Q8. Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means “very dissatisfied” and a 5 means “very satisfied. How satisfied are you with...

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

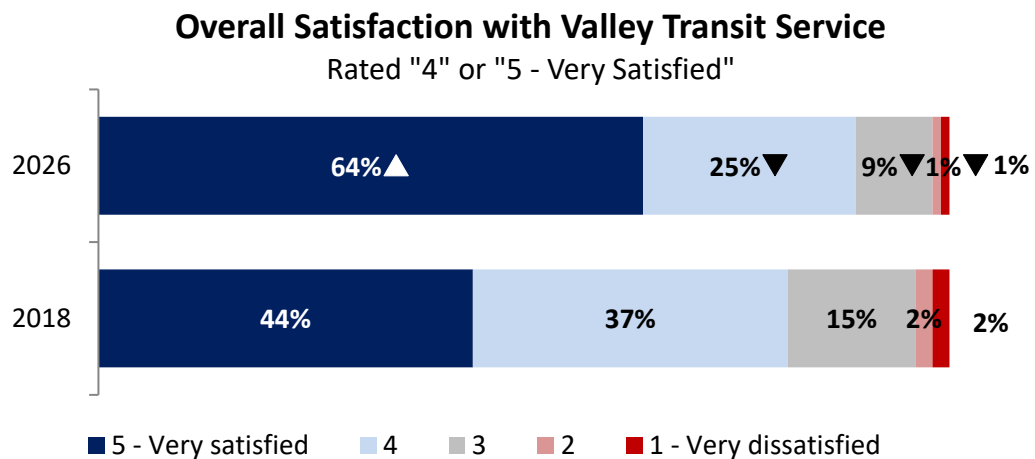
*Only asked of combo riders



C. Overall Satisfaction with Transit Service in the Valley

Overall satisfaction with transit service in the Valley has increased significantly since 2018 with nine in ten riders providing “4” and “5 – Very satisfied” ratings (89%, up from 81%). Notably, the percentage of riders providing the highest rating (“5” – very satisfied) increased by twenty points (64%, up from 44%). Although not statistically significant, bus-only riders were least likely to provide a “5 – Very satisfied” rating compared to other riders (57% vs. 66% LR/Streetcar and 65% combo).

Lastly, women and those with access to a vehicle were significantly more likely than men and riders without a vehicle to be highly satisfied with the transit service in the Valley (93% women vs. 85% men; 93% have vehicle access vs. 83% no vehicle access).



15. Using a scale of 1 to 5, how would you rate your overall satisfaction with transit service in the Valley? 2026 n=607; 2018 n=789

Table 16: Overall Satisfaction with Transit Service by Subgroup

Satisfaction	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Top two (4+5 ratings)	89%	88%	91%	88%
5 - Very Satisfied	64%	57%	66%	65%
4	25%	32%	25%	23%
3	9%	11%	7%	10%
2	1%	-	1%	1%
1- Very Dissatisfied	1%	-	1%	2%
Average	4.50	4.46	4.56	4.48

15. Using a scale of 1 to 5, how would you rate your overall satisfaction with transit service in the Valley?

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



Among those who gave top-two ratings for overall satisfaction, the most frequently mentioned reasons for giving a high rating were categorized as *frequent/available/reliable* service (29%), *satisfied/good service* (29%) and *good or convenient routes* (22%). These were also the top three reasons reported in 2018.

Table 17a: Primary Reason for Satisfaction with Transit Service
Among those rating a “4” or “5”

Reason	Total n=539	2018 n=636
<u>Positive Mentions</u>		
Frequent/available/reliable	29%▲	20%
Satisfied/good service	29%▲	15%
Good routes/convenient routes	22%▲	15%
Easy to use	7%	6%
Saves money	7%▲	4%
They have security on trains	4%▲	<1%
Only way I can get around	3%	2%
Convenient (general)	2%▼	9%
Friendly/helpful/careful/good drivers	2%	4%
Don't have to deal with traffic/less stress	2%	2%
Buses are clean	2%	-
Don't have to worry about parking	2%	-
Safe/well-lit	2%	1%
<u>Negative Mentions</u>		
Always room for improvement	3%	2%
Need better routes/more routes	1%	3%
Buses are not on time	1%	-
Need more security personnel	1%	-

Q15a. Please explain the ONE primary reason for your satisfaction rating of ____.

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level



Combo riders were particularly likely to mention *frequent/available/reliable service* (41% vs. 18% and 16%) and *good or convenient routes* (31% vs. 16% and 9%).

Table 17b: Primary Reason for Satisfaction with Transit Service by Subgroup
Among those rating a “4” or “5”

Reason	Total n=539	Bus Rider n=98 A	LR/Streetcar Rider n=159 B	Combo Rider n=282 C
<u>Positive Mentions</u>				
Frequent/available/reliable	29%	18%	16%	41% ^{AB}
Satisfied/good service	29%	40% ^B	38% ^B	21%
Good routes/convenient routes	22%	16%	9%	31% ^{AB}
Easy to use	7%	5%	9%	6%
Saves money	7%	3%	8%	8% ^A
They have security on trains	4%	-	1%	6% ^B
Only way I can get around	3%	7%	1%	2%
Convenient (general)	2%	2%	4%	1%
Friendly/helpful/careful/good drivers	2%	7% ^{BC}	1%	1%
Don't have to deal with traffic/less stress	2%	1%	3%	2%
Buses are clean	2%	3%	1%	1%
Don't have to worry about parking	2%	-	3%	1%
Safe/well-lit	2%	2%	2%	2%
<u>Negative Mentions</u>				
Always room for improvement	3%	7% ^B	1%	2%
Need better routes/more routes	1%	2%	1%	<1%
Buses are not on time	1%	2%	-	1%
Need more security personnel	1%	-	2%	1%

Q15a. Please explain the ONE primary reason for your satisfaction rating of ____.

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



Among riders who gave “1” to “3” ratings for overall satisfaction, the most frequently cited comment category was again related to frequency, accessibility, and promptness of the transit service: *increased frequency/longer hours/not on time* (24%). Other notable comment categories included the need for *better routes/more routes* (9%), *rude or unprofessional drivers* (6%) and *lack of safety personnel* (6%). To note, there were no statistically significant differences between rider groups.

Table 17c: Primary Reason for Dissatisfaction with Transit Service
Among those rating a “1-3” overall satisfaction rating

Reason	Total n=67	2018 n=151
<u>Negative Mentions</u>		
Increase frequency/need later/earlier hours/not on time	24%	29%
Need better routes/more routes	9%	11%
Rude/unprofessional drivers	6%	6%
Need more security personnel	6%	-
Lack of safety	4%	8%
Buses/light rail not on time	4%	-
Buses take too long/buses are slow	4%	5%
Bus rates are high/expensive	4%	-
Always room for improvement	4%	4%
Drivers don’t wait for passengers	4%	1%
<u>Positive Mentions</u>		
Satisfied/it’s good	7%	-
Buses are frequent/available	3%	-

Q15a. Please explain the ONE primary reason for your satisfaction rating of ____.

No significant differences compared to 2018 at the 95% confidence level



IV. Likelihood to Recommend and Use Transit

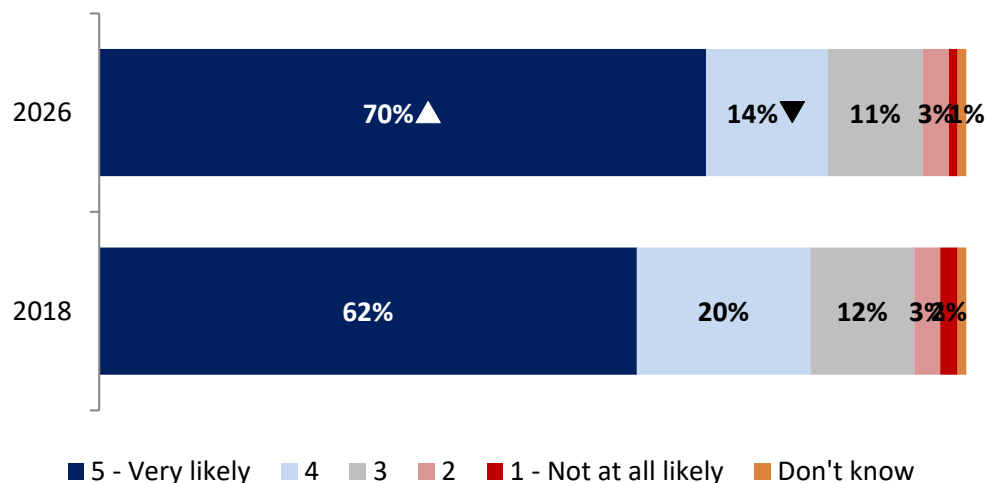
A. Likelihood to Recommend Transit

Riders were asked to indicate how likely they would be to recommend the transit service to other people using a scale where a “1” means “Not at all Likely” and a “5” means “Very Likely.”

In 2026, 84% of riders were likely to recommend the transit service by providing either a “4” or “5 – Very likely” rating, which is similar to the 82% who provided the same ratings in 2018. However, the proportion of those providing the highest likelihood rating of “5” increased significantly this year (70%, up from 62%).

Although not statistically significant, bus riders were slightly less likely than other riders to give a “5 – Very likely” rating (65% vs. 70%-71%). Riders over the age of 55 and those who ride five or more days per week were significantly more likely than younger and less frequent riders to give a high likelihood to recommend rating (91% 55+ vs. 84% 35-54 and 80% <35; 89% 5+ days/week vs. 75% <5 days/week).

Likelihood to Recommend Transit Service



9a. Now using a 1 to 5 scale where 1 means “Not at all likely” and 5 means “Very likely”... How likely are you to recommend the transit service to other people? 2026 n=607 n=2018 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level



Table 18: Likelihood to Recommend Transit Service by Subgroup

Likelihood	2026 Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Top two (4+5 ratings)	84%	85%	82%	84%
5 - Very likely	70%	65%	70%	71%
4	14%	20%	11%	13%
3	11%	8%	12%	12%
2	3%	5%	3%	3%
1- Not at all likely	1%	1%	2%	1%
Don't know	1%	2%	1%	-

9a. Now using a 1 to 5 scale where 1 means "Not at all likely" and 5 means "Very likely"... How likely are you to recommend the transit service to other people?

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

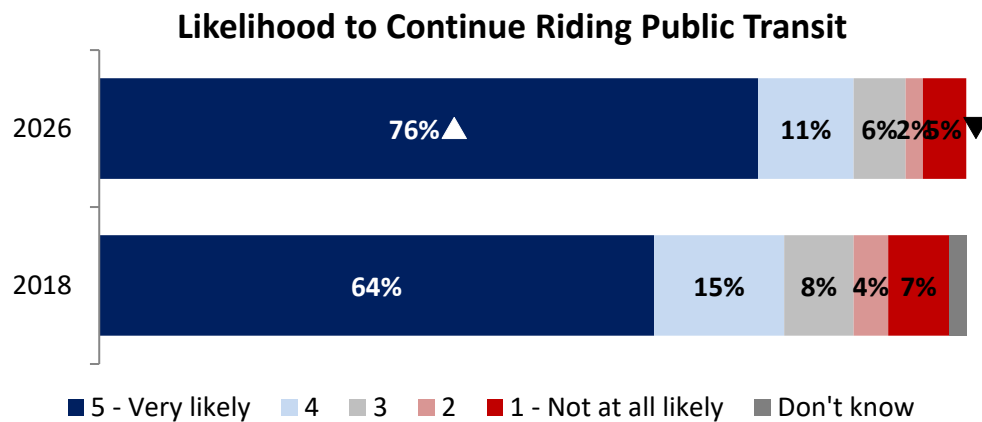


B. Likelihood to Continue Riding Public Transit

Riders were also 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”.

Nearly nine in ten riders indicated they would be likely to continue riding in a year with **87% providing a “4” or “5 – Very likely” rating**. This is up significantly from the 79% reported in 2018.

Combo riders were significantly more likely than bus-only and light rail/streetcar-only riders to be likely to ride public transit in a year (91% vs. 79% bus and 84% LR/streetcar). Women were also slightly more likely than men to believe they will continue riding public transit in a year (89% vs. 85%).



9b. Now 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? 2026 n=607; 2018 n=789

Table 19: Likelihood to Continue Riding Public Transit by Subgroup

Likelihood	Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Top two (4+5 ratings)	87%	79%	84%	91%^{AB}
5 - Very likely	76%	63%	73%	81% ^{AB}
4	11%	16%	11%	10%
3	6%	10% ^C	7%	4%
2	2%	3%	2%	2%
1- Not at all likely	5%	8%	6%	3%
Don't know	<1%	-	1%	-

9b. Now 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?

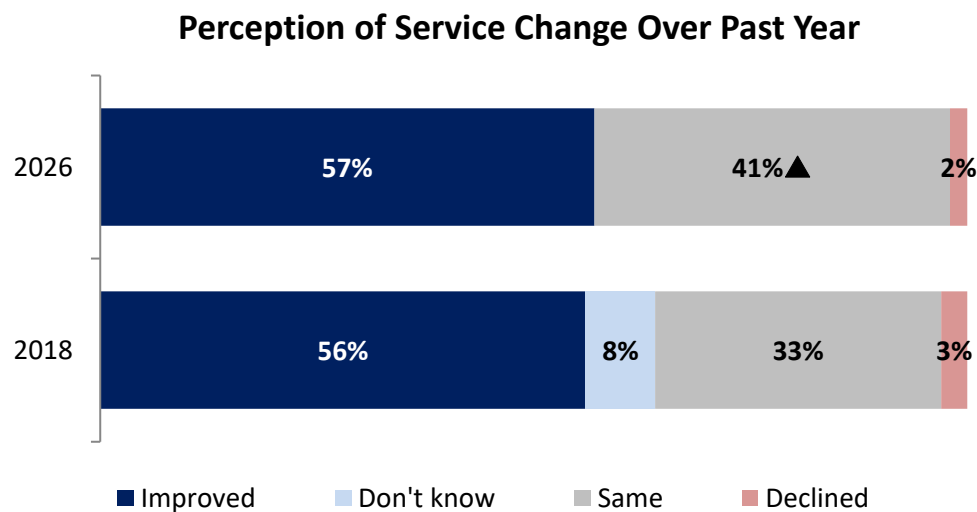
^{ABCD} indicates significantly different than other subgroup at 95% confidence level



C. Perception of Service Change Over Past Year

Just over one-half of riders in 2026 reported that Valley Metro service has improved over the past year (57%), which is similar to what was reported in 2018. Additionally, 41% feel the service has “stayed the same”, and only 2% would say it has declined.

Combo riders were much more likely to report the service has improved over the past year when compared to other riders (65% vs. 48% bus-only and 46% LR/Streetcar-only). Those over the age of 35 and those who ride transit 5 or more days per week were significantly more likely to view the service as improved since last year compared to younger and less frequent riders (63% 35+ vs. 48% <35; 68% 5+ days/week vs. 47% <5 days/week).



16. Over the past year, would you say that Valley Metro service has improved, remained the same or declined?
 2026 n=607; 2018 n=789

Table 20: Perception of Service Change Over Past Year by Subgroup

Likelihood	Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Improved	57%	48%	46%	65% ^{AB}
Same	41%	50% ^C	52% ^C	32%
Declined	2%	2%	2%	3%

16. Over the past year, would you say that Valley Metro service has improved, remained the same or declined?

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

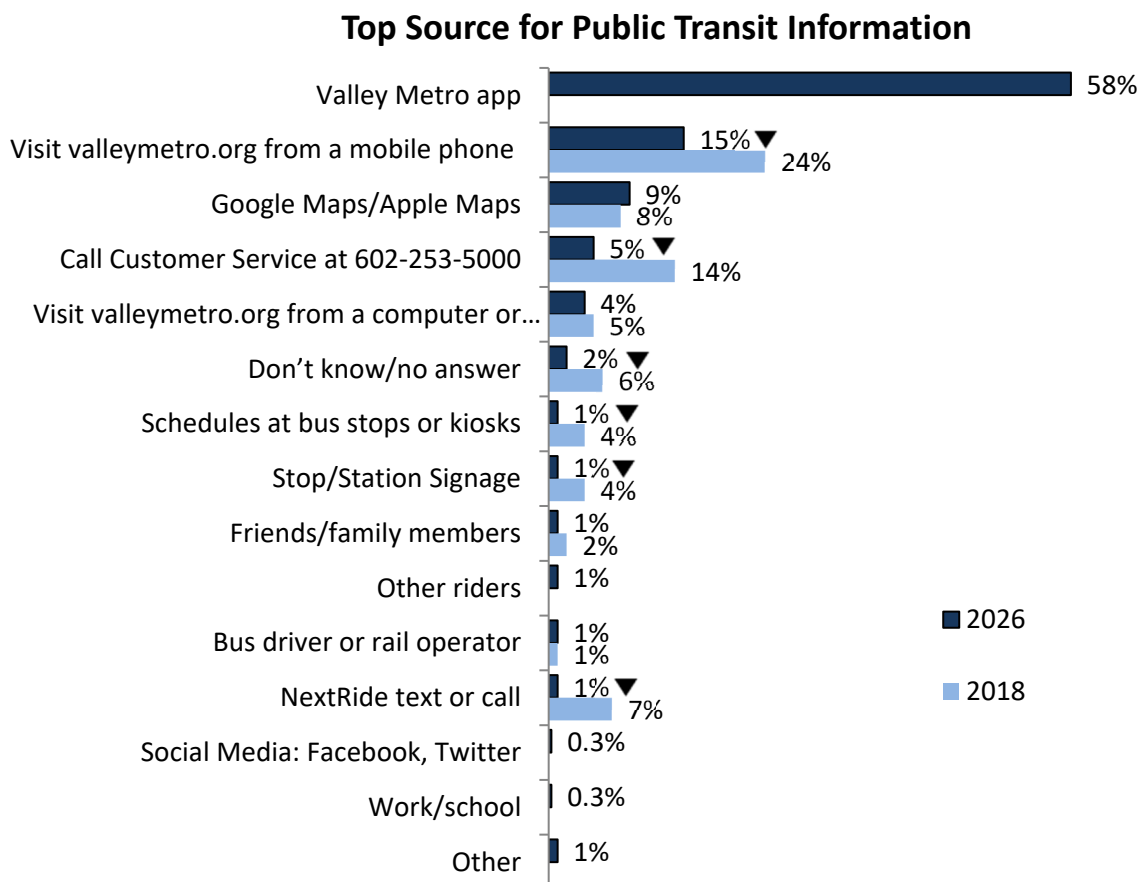


V. Public Transit Information Sources and Signage

A. Sources for Public Transit Information

The Valley Metro App was selected as the top source of public transit information, being used by more than one-half of all riders (58%). Others will visit valleymetro.org from their mobile phone (15%, down from 24%) or use an alternate map application such as Google or Apple Maps (9%).

Bus-only and combo riders were more likely than light rail/streetcar-only riders to report using the Valley Metro app for information (68% and 62% vs. 43%, respectively) while light rail/streetcar-only riders were much more likely to visit valleymetro.org from their mobile phone (23% vs. 2% Bus-only and 16% Combo). As to be expected, younger riders were more likely to mention using their cell phone as a source with the Valley Metro app, visiting the website via mobile phone, or using an alternative GPS app while those over the age of 55 were more likely to call 602-253-5000, visit the website via a computer or tablet, or receive information from family and friends.



Q10: What is your primary source to obtain route and schedule information? 2026 n=607; 2018 n=789

▲▼ Indicates significant difference compared to 2018 at the 95% confidence level



Table 21: Top Source for Public Transit Information by Subgroup

Source	Total n=607	Bus Rider n=111 A	LR/Street car Rider n=174 B	Combo Rider n=322 C
Valley Metro app	58%	68% ^B	43%	62% ^B
Visit valleymetro.org from a mobile phone	15%	2%	23% ^A	16% ^A
Google Maps/Apple Maps	9%	11%	12%	7%
Call Customer Service at 602-253-5000	5%	5%	5%	6%
Visit valleymetro.org from a computer or tablet	4%	5%	6%	2%
Schedules at bus stops or kiosks	1%	1%	2%	1%
Stop/Station Signage	1%	1%	-	1%
Friends/family members	1%	2%	1%	1%
Other riders	1%		1%	1%
Bus driver or rail operator	1%	1%	2%	0%
NextRide text or call	1%	1%	1%	0%
Social Media: Facebook, Twitter	<1%	-	1%	-
Work/school	<1%	-	-	1%
Other	1%	3%	1%	<1%
Don't know/no answer	2%	1%	2%	1%

Q10: What is your primary source to obtain route and schedule information?

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



B. Helpfulness of Bus Stop Signage

The vast majority of bus riders reported they find the bus stop signs helpful when navigating the bus system (91%). Notably, riders of a minority ethnicity and those who use public transit at least five days per week were significantly more likely to find the bus stop signs helpful than White and less frequent riders (93% minority vs. 87% White; 93% 5+ days/week vs. 86% <5 days/week).

Among the 44 riders who said bus stop signs are not helpful, their top recommendations were to make signs “bigger” (21%), “brighter” (11%), and to add route info (18%) and more signs in general (11%).

Table 22: Helpfulness of Bus Stop Signs by Subgroup

Signs are Helpful	2026 Total n=433	Bus Rider n=111 A	Combo Rider n=322 D
Yes	91%	87%	92%
No	9%	13%	8%

Q13. IF BUS RIDER (SCRA=a b or c) Do you find the bus stop signs helpful when navigating the bus system in the metro Phoenix area?

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

Table 23: Ways to Make Bus Stop Signs More Helpful by Subgroup

Among those who feel bus signs are not helpful

Suggestions	2026 Total n=44
Bigger/it's too small	21%
Routes/route info	18%
Brighter/more lighting	11%
More signs	11%
Clarity/clearer numbers and labels	9%
Add digital signs	5%
Times/arrival times	5%
Other	5%
Don't know	32%

Q13b. IF NO IN Q13: What would help the signage be more helpful?

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



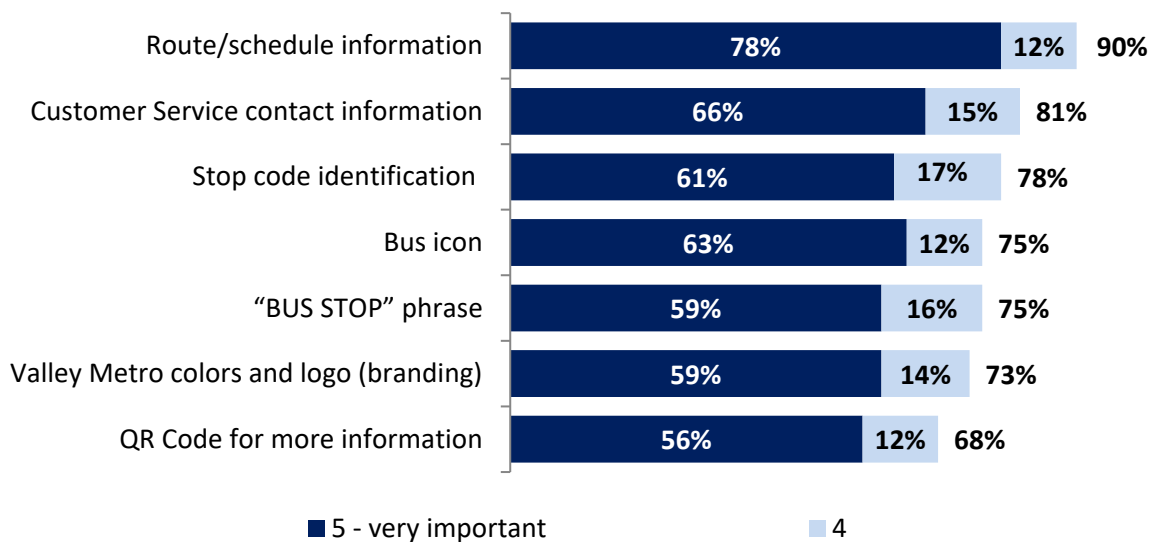
C. Importance of Bus Stop Sign Information

Valley Metro bus riders believe it is most important to post *route or schedule information* on bus stop signs (90% “4” or “5 – Very important”). Another eight in ten bus riders placed high importance on adding *customer service contact information* (81%) and *stop code identification* (78%) to bus stop signage. Although still important for two-thirds of bus riders, importance levels were lowest for adding *QR codes* (68%).

Combo riders were more likely to place high importance on all seven items listed (five of which were significantly higher) compared to bus-only riders (73%-91% vs. 53%-86%). Non-White and high frequency riders were also more likely to place high importance on all items listed compared to White riders and those riding less than five days per week (73%-92% minority vs. 59%-87% White; 74%-95% 5+ days/week vs. 55%-79% <5 days/week).

Importance of Bus Stop Sign Information

Bus Riders who rated “4” or “5 - Very important”



Q14. IF BUS RIDER (SCRA=a b or c) Please indicate how important it is that the following information be posted on the bus stop signs, using a scale where “1” means not at all important and “5” means very important. 2026 n=433



Table 24: Importance of Bus Stop Sign Information by Subgroup
Among bus riders

Top-Two Rating	Total n=433	Bus Rider n=111 A	Combo Rider n=322 B
Route/schedule information	90%	86%	91%
Customer Service contact information	81%	77%	82%
Stop code identification	78%	61%	84% ^A
Bus icon	75%	61%	80% ^A
"BUS STOP" phrase	75%	61%	80% ^A
Valley Metro colors and logo (branding)	73%	50%	80% ^A
QR Code for more information	68%	53%	73% ^A

Q14. IF BUS RIDER (SCRA=a b or c) Please indicate how important it is that the following information be posted on the bus stop signs, using a scale where "1" means not at all important and "5" means very important.

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



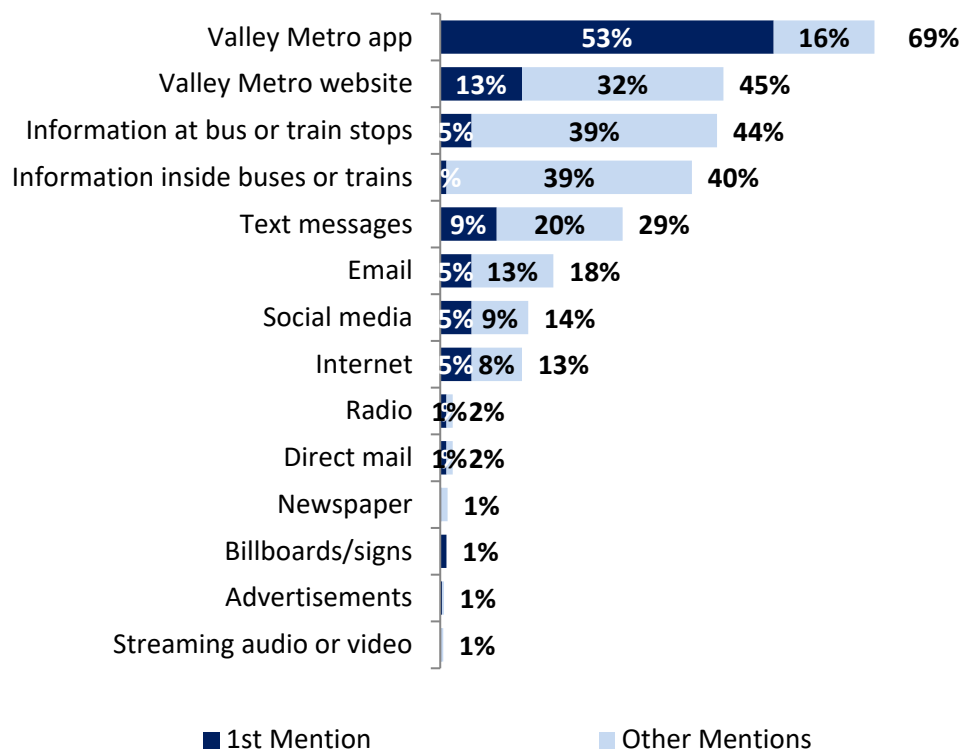
D. Best Ways to Inform Residents about Bus Services

When asked how Valley Metro could best inform residents about the bus services offered in the Valley, riders most often mentioned using the **Valley Metro app (69%)**. Other top mentions were *Valley Metro website (45%)*, *information at bus or train stops (44%)*, and *information inside of buses or trains (40%)*.

Bus-only riders were significantly less likely to mention these top four responses than other riders, and were instead more likely to report *text messages* as the best way to inform them about bus services (41% vs. 33% LR/Streetcar-only and 23% combo). Minority riders and those under the age of 35 were significantly more likely than White and older riders to report the *Valley Metro app* as the best way to inform them about bus services (72% minority vs. 64% White; 78% <35 vs. 62% 35+).

Best Ways to Inform Residents about Bus Services

Among bus riders



Q18. What would be the best way for Valley Metro to inform you about the bus services it offers to Valley residents? (DO NOT READ LIST) PROBE: What else would be a good way to inform you about services offered by Valley Metro? 2026 n=607



Table 25: Best Way to Inform Residents of Bus Services by Subgroup
Among bus riders

Total mentions	Total n=607	Bus Rider n=111 A	LR/Streetcar Rider n=174 B	Combo Rider n=322 C
Valley Metro app	69%	65%	57%	76% ^{AB}
Valley Metro website	45%	11%	45% ^A	58% ^{AB}
Information at bus or train stops	44%	13%	36% ^A	60% ^{AB}
Information inside buses or trains	40%	9%	30% ^A	57% ^{AB}
Text messages	29%	41% ^C	33% ^C	23%
Email	18%	22%	22%	15%
Social media	14%	17%	16%	12%
Internet	13%	8%	17% ^A	13%
Radio	2%	1%	2%	3%
Direct mail	2%	2%	2%	3%
Newspaper	1%	-	1%	1%
Billboards/signs	1%	1%	-	1%
Advertisements	1%	-	1%	1%
Streaming audio or video	1%	-	1%	1%

Q18. What would be the best way for Valley Metro to inform you about the bus services it offers to Valley residents? (DO NOT READ LIST) PROBE: What else would be a good way to inform you about services offered by Valley Metro?

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



Appendix A - Questionnaire



Rider Satisfaction Survey – April 2026

Total: 600 completes (there will be overlap)

n= Minimum 400 Bus Riders (YES in QSCRA – a b or c.)

n= Minimum 300 light rail riders (Yes in SCRA – d)

n=Minimum 50 streetcar riders (Yes in SCRA – e)

Male/Female = 50%/50%.

Quotas by location

Light Rail ON-TRAIN/DT HUB (50 A Line/50 B Line	100
Streetcar ON-Streetcar	50
Bus/Combo Riders Total	450
<i>Central Station (Cent/Wash and 1st Ave/Jefferson)</i>	<i>40</i>
<i>Tempe Transportation Center (DT Tempe)</i>	<i>40</i>
<i>Desert Sky Transit Center (West Phoenix)</i>	<i>40</i>
<i>Thomas/Central Ave Light Rail Station</i>	<i>40</i>
<i>19th Ave/Dunlap Light Rail Station (Central Phx)</i>	<i>40</i>
<i>Mill Ave/3rd St Light Rail/Streetcar Stop (DT Tempe)</i>	<i>35</i>
<i>Gilbert Rd/Main St. Transit Center (Mesa)</i>	<i>35</i>
<i>Arrowhead Transit Center</i>	<i>30</i>
<i>Metro Center Transit Center (Phoenix)</i>	<i>25</i>
<i>Dorsey/Apache Light Rail and Streetcar Stop (DT Tempe)</i>	<i>25</i>
<i>Goodyear Park and Ride (Goodyear)</i>	<i>25</i>
<i>Mustang Transit Center (Scottsdale)</i>	<i>25</i>
<i>Superstition Springs Transit Center (Mesa)</i>	<i>25</i>
<i>27th Ave/Baseline Park and Ride (S.Phoenix)</i>	<i>25</i>
<i>Peoria Park and Ride (to supplement other park and rides)</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
- b. Express/RAPID commuter buses
- c. Neighborhood circulator buses
- d. Light rail
- e. Streetcar
- f. Microtransit example: WeRide or Chandler Flex
- d. No/DK -- Thank and Terminate

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

SCRC. What city do you live in?

- a. Phoenix
- b. Scottsdale
- c. Tempe
- d. Mesa
- e. Chandler
- f. Glendale
- g. Gilbert
- h. Peoria
- i. Avondale
- j. Goodyear
- k. Tolleson
- l. Other (SPECIFY: _____)
- m. Refused/NA

SCRD. RECORD GENDER:

- a. Male
- b. Female
- c. Prefer to self-identify/Other
- d. Refused/NA

1. How long have you been using public transit as a means of transportation in the Valley?



- a. Less than 6 months
 - b. 6 months to 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. Don't know/NA
2. IF BUS/Circulator (a b or c) IN SCRA: In an average week, how many days do you ride the bus or circulator (THIS DOES NOT INCLUDE RAIL TRIPS)?
- 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
 - i. DK
 - j. No answer
3. IF LIGHT RAIL (d) IN SCRA: In an average week, how many days do you ride the light rail (THIS DOES NOT INCLUDE BUS TRIPS)?
- 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
 - i. DK
 - j. No answer
4. IF STREETCAR (e) IN SCRA: In an average week, how many days do you ride the streetcar (THIS DOES NOT INCLUDE LIGHT RAIL OR BUS TRIPS)?
- 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



- i. DK
- j. No answer

5. Where do you go when you ride transit? DO NOT READ LIST, MULTIPLE RESPONSE ALLOWED

- a. To or from work
- b. To or from school
- c. To or from shopping
- e. Social or recreational
- f. To or from medical appointments
- g. To or from sporting/recreational events
- h. Other purposes: SPECIFY: _____
- i. DK/No answer

6. Compared to one year ago, would you say that you are using public transit more often, less often or the same as you did a year ago?

- a. More often
- b. Less often
- c. The same
- g. Don't know

6a: IF LESS OFTEN IN Q6: Why do you think you are using public transit less often than you were one year ago? What other reasons?

IF SCRA = BUS a or b: ASK Q7:

7. Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied (6=Don't know/doesn't apply). How satisfied are you with... READ AND ROTATE LIST

- a. Bus arrival/departure times
- b. Driver courtesy
- c. Valley Metro app
- d. Valley Metro website
- e. Availability of locations to purchase fares
- f. Ability to transfer between buses
- g. Cleanliness inside the bus
- h. Cleanliness at the bus stop/shelter
- i. Signage at bus stop



- j. Signage on buses
- k. Customer service when calling 602-253-5000
- l. Value of service for fare paid
- m. Notification of service disruption

IF SCRA = LIGHT RAIL (d), ASK Q8:

8. Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following LIGHT RAIL service elements. Please use a scale from 1 to 5 where 1 means “very dissatisfied” and a 5 means “very satisfied (6=Don’t know/doesn’t apply). How satisfied are you with... ROTATE LIST
- a. ASK ONLY IF “a” or “b” and “c” in SCRA: Ability to transfer between the bus and light rail
 - b. Train arrival times
 - c. Service reliability
 - d. Valley Metro app
 - e. Valley Metro website
 - f. Cleanliness inside the train
 - g. Cleanliness at the light rail stations
 - h. Personal security
 - i. Presence of security staff
 - j. Customer service when calling 602-253-5000
 - k. Value of service for fare paid
 - l. Train station signage
 - m. Signage on the train
 - n. Quantity and quality of onboard announcements
9. Now using a 1 to 5 scale where 1 means “Not at all likely” and 5 means “Very likely”... READ AND ROTATE ITEMS
- a. How likely are you to recommend the transit service to other people?
 - b. How likely are you to ride public transit one year from now?
10. What is your primary source to obtain route and schedule information? Do not read. Prompt with options, if needed. SINGLE RESPONSE.
- a. Call Customer Service at 602-253-5000
 - b. Valley Metro app
 - c. Google Maps/Apple Maps
 - c. Visit valleymetro.org from a computer or tablet
 - d. Visit valleymetro.org from a mobile phone



- e. Schedules at bus stops or kiosks
 - f. Social Media: Facebook, Twitter
 - g. Stop/Station Signage
 - h. Friends/family members
 - i. Other riders
 - j. Bus driver or rail operator
 - k. Work/school
 - l. NextRide text or call
 - m. Other: SPECIFY _____
 - n. DK/No answer
13. IF BUS RIDER (SCRA=a b or c) Do you find the bus stop signs helpful when navigating the bus system in the metro Phoenix area?
- a. Yes
 - b. No
- 13b. IF NO IN Q13: What would help the signage be more helpful?
14. IF BUS RIDER (SCRA=a b or c) Please indicate how important it is that the following information be posted on the bus stop signs, using a scale where “1” means not at all important and “5” means very important. READ AND ROTATE LIST
- a. Valley Metro colors and logo (branding)
 - b. Bus icon
 - c. “BUS STOP” phrase
 - d. Route/schedule information
 - e. Stop code identification
 - f. Customer Service contact information
 - g. QR Code for more information
15. Using a scale of 1 to 5, how would you rate your overall satisfaction with transit service in the Valley? 1= Very dissatisfied 5 = Very satisfied ~~6= Don't know~~
- 15a. Please explain the ONE primary reason for your satisfaction rating of ____.
16. Over the past year, would you say that Valley Metro service has improved, remained the same or declined?
18. What would be the best way for Valley Metro to inform you about the bus services it offers to Valley residents? (DO NOT READ LIST) PROBE: What else would be a good way to inform you about services offered by Valley Metro?



- a. Radio
- b. Newspaper
- c. Direct mail
- d. Internet
- e. Streaming audio or video
- f. Social media
- g. Valley Metro app
- h. Text messages
- i. Valley Metro website
- j. Email
- k. Information at bus or train stops
- l. Information inside buses or trains
- m. Other (SPECIFY: _____)

Fare Technology

19. Which of the following methods have you used to pay your fare on Valley Metro in the past 30 days? READ LIST MULTIPLE RESPONSES ALLOWED
- a. Cash at farebox
 - b. One-ride pass from fare machine
 - c. Copper Card
 - c. Valley Metro mobile app (mobile fare)
 - d. Platinum pass through employer or school
 - f. Other: SPECIFY _____
20. Using a scale of 1 to 5, how would you rate your overall satisfaction with Valley Metro's fare payment options? 1= Very dissatisfied 5 = Very satisfied 6= Don't know
21. Which of the following fare options would you like to see Valley Metro offer or expand in the future? READ LIST SELECT ALL THAT APPLY.
- a. Reduced fares for low-income riders
 - b. Tap-to-pay with a credit or debit card
 - c. Integration with third-party apps (e.g., Apple Pay, Google Pay)
 - d. Other: SPECIFY _____
 - e. I am satisfied with current fare options (MUTUALLY EXCLUSIVE OPTION)

DEMOGRAPHICS

- D1. How many vehicles (cars, trucks or motorcycles) are available in your household?



- D1a. (IF MORE THAN 0 IN D1) Could you have used one of these vehicles for your transit trip today?
- a. Yes
 - b. No
- D2. Do you have a valid driver's license?
- a. Yes
 - b. No
- D3. 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 Refused
- D4. Do you have a mobile phone with you on this bus/train?
- a. Yes
 - b. No
 - c. Don't know
- D4a. IF YES in QD4: Is your mobile phone considered a smart phone that allows access to the Internet?
- a. Yes
 - b. No
 - c. Don't know
- D4b. IF YES in QD4a: What type of smart phone do you have?
- a. Apple/iPhone
 - b. Android
 - c. Windows
 - d. Don't know
- D5. 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

D7. 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
- h. Prefer not to answer

D9. What is the combined total annual income of all members of your household? (READ LIST)

- a. Under \$25,000
- b. \$25,000 - \$34,999
- c. \$35,000 - \$44,999
- d. \$45,000 - \$54,999
- e. \$55,000 - \$74,999
- f. \$75,000 - \$99,999
- g. \$100,000 - \$149,999
- h. \$150,000 or more
- i. I'm not sure
- j. Prefer not to answer

Thank you, those are all my questions

