2023 Sioux Area Metro Passenger Survey
Findings Report

Presented to Sioux Area Metro
Sioux Falls, South Dakota

August 2023

ETC
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Contents

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Overview and Methodology

The City of Sioux Falls initiated a metro passenger survey during the summer of 2023. The primary objective for conducting the Sioux Area Metro Passenger Survey was to gather accurate travel data from transit riders to assist in planning transportation improvements in the Sioux Falls metropolitan area. The on-board survey was administered to a random sample of 203 riders on the public transit system in Sioux Falls.

This report contains the following:

- Executive Summary with major findings
- Charts and graphs (Section 1)
- GIS maps by Zip Code (Section 2)
- Importance-Satisfaction analysis of key service aspects (Section 3)
- Frequency distribution tables of the survey results (Section 4)
- Cross-tabular data by routes taken by survey respondents (Section 5)
- Survey instrument (Section 6)

Characteristics of Transit Riders and Select Findings

Household Size
More than one-third (36%) of respondents indicated they lived in a one-person household, 32% indicated they lived in a two-person household, 23% indicated their household size is between three and four, and 8% of respondents indicated they lived in a household with five or more people.

Income
Forty-six percent (46%) of respondents indicated they had an annual household income of less than $15,000. Twenty-three percent (23%) indicated they had an annual household income between $15-$29,999. Thirty-one percent (31%) of respondents reported an annual income of $30,000 or more.

Age and Gender
Twenty-four percent (24%) of respondents specified they were between 18 and 34 years old. Thirty-three percent (33%) of respondents indicated they were between 35 and 44 years old, 19% were between 45 and 54 years old, 16% were between 55 and 64 years old, and 8% of respondents indicated they were 65 years or older. Fifty-eight percent (58%) of the respondents were male and 42% of the respondents were female.

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Primary Reasons Respondents Use Transit

Eighty-three percent (83%) of transit users indicated they have no working vehicle in the household. Sixty-eight percent (68%) of respondents specified that the bus in Sioux Falls is the only alternative for transportation. Thirty-seven percent (37%) of respondents indicated that the bus is a means to save money. If the bus service was not available, 35% of transit users indicated that they would walk and 26% would get a ride from someone.

Purpose of Trip

Forty-nine percent (49%) of respondents indicated they were employed. Thirty-six percent (36%) of respondents specified the purpose of their trip was for work. Twenty-six percent (26%) of respondents indicated their trip was for personal business. Twenty percent (20%) indicated their trip was for shopping and 9% for hospital/doctor's office visit. Other purposes included: social/recreation (5%), college/school (1%), and other (1%). The majority of respondents (81%) indicated they were planning to use the bus to visit between 1 and 4 places. Nine percent (9%) of respondents indicated they were planning to use the bus to visit five or more places.

Frequency of Use

Forty-four percent (44%) of respondents indicated they ride 5+ days per week. More than a third of respondents (37%) indicated they ride 2-4 days per week. The remaining respondents specified they ride once a week (10%), a few times a month (9%), a few times a year (1%), and rarely or never (1%).

How Long Respondent has been Riding Transit in the Sioux Falls Area

More than half of riders (56%) indicated they have been riding the bus in Sioux Falls five years or less. Twenty percent (20%) of respondents have been riding between 6 and 10 years, 7% have been riding 11 to 15 years, 6% have been riding 16 to 20 years, and 10% have been riding 21 years or more. Thirty-four percent (34%) of respondents rated the quality of the public transit system in Sioux Falls as "excellent." Forty-one percent (41%) of respondents rated the quality of the public transit system in Sioux Falls as "good." Sixteen percent (16%) of respondents rated the quality of the public transit system in Sioux Falls as "fair" and 5% gave a rating of "poor".

Bus Stops

Eighty-five percent (85%) of respondents live 5 blocks or less from the nearest bus stop, 9% live 6 to 10 blocks from the nearest bus stop, and 11% live between 11 blocks or more from the nearest bus stop. Seventy-two percent (72%) of respondents indicated they would like the bus to arrive at the stop nearest their home in 21 minutes or longer.

Transfers

Thirty-four percent (34%) of respondents indicated they would make a transfer once to reach their destination. Thirty-one percent (31%) of respondents indicated they would make a transfer twice to reach their destination. Ten percent (10%) of respondents indicated they would have to make a transfer

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three or more times to reach their destination. Lastly, one-fourth (25%) of respondents indicated they would not have to make any transfers to reach their destination.

Service Ratings and Importance

Respondents were asked to provide an overall rating of the services provided by the public transit system in Sioux Falls. Based on the sum of "excellent" and "good" responses, the top-rated services were: how safe they feel on the bus (86%), customer service provided by drivers and SAM staff (84%), and on-time reliability of buses (80%). The services that were of most importance to respondents, based on the sum of their top three choices, were: availability of weekend service (40%), on-time reliability of buses (28%) and customer service provided by drivers and SAM staff (25%).

Potential Services/Amenities Provided to Use

The top potential services that respondents indicated would make them ride the bus more frequently, based on the sum of "very likely" and "likely" responses, were: shelter amenities such as heat, fans, lights, and digital schedules, etc. (72%) and real-time information about the location of buses that can be accessed on a mobile device (67%). Seventy-six percent (76%) indicated they have a smart phone.

Investment Priorities

Recommended Priorities. In order to help the agency identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on each aspect of public transit and the level of satisfaction with each aspect. By identifying services of high importance and low satisfaction, the analysis identified which aspects will have the most impact on the overall satisfaction with agency services. If the public transit system wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities by Major Category. This analysis reviewed the importance of and satisfaction with major categories of public transit services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, the major services that are recommended as the top priorities for investment in order to raise the overall satisfaction rating are listed below:

- Availability of weekend service (I-S Rating = 0.2315)
- Availability of evening service (I-S Rating = 0.1106)

The table on the following page shows the Importance-Satisfaction rating for all 12 categories of public transit services that were rated.

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2023 Importance-Satisfaction Rating
Sioux Falls, SD
Public Transit In The Metropolitan Area

| Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of weekend service	40%	1	43%	12	0.2315	1
High Priority (IS .10-.20)						
Availability of evening service	22%	4	50%	11	0.1106	2
Medium Priority (IS <.10)						
How frequently buses come by stops	18%	7	68%	8	0.0590	3
On-time reliability of buses	28%	2	80%	3	0.0549	4
How close stops are located to the destinations I need to visit	16%	8	67%	9	0.0543	5
How safe you feel when waiting at bus shelters & SAM Depot	21%	5	79%	5	0.0433	6
Customer service provided by drivers & SAM staff	25%	3	84%	2	0.0406	7
Availability of covered shelters at stops	9%	10	55%	10	0.0400	8
Minimizing the number of transfers	12%	9	69%	7	0.0372	9
How safe you feel on the bus	19%	6	86%	1	0.0275	10
Availability of safe walking/pedestrian facilities to get to the bus	7%	11	79%	4	0.0154	11
Availability of information about bus service	5%	12	73%	6	0.0149	12

1 Charts and Graphs

Q1. How many years have you been riding the bus in Sioux Falls?
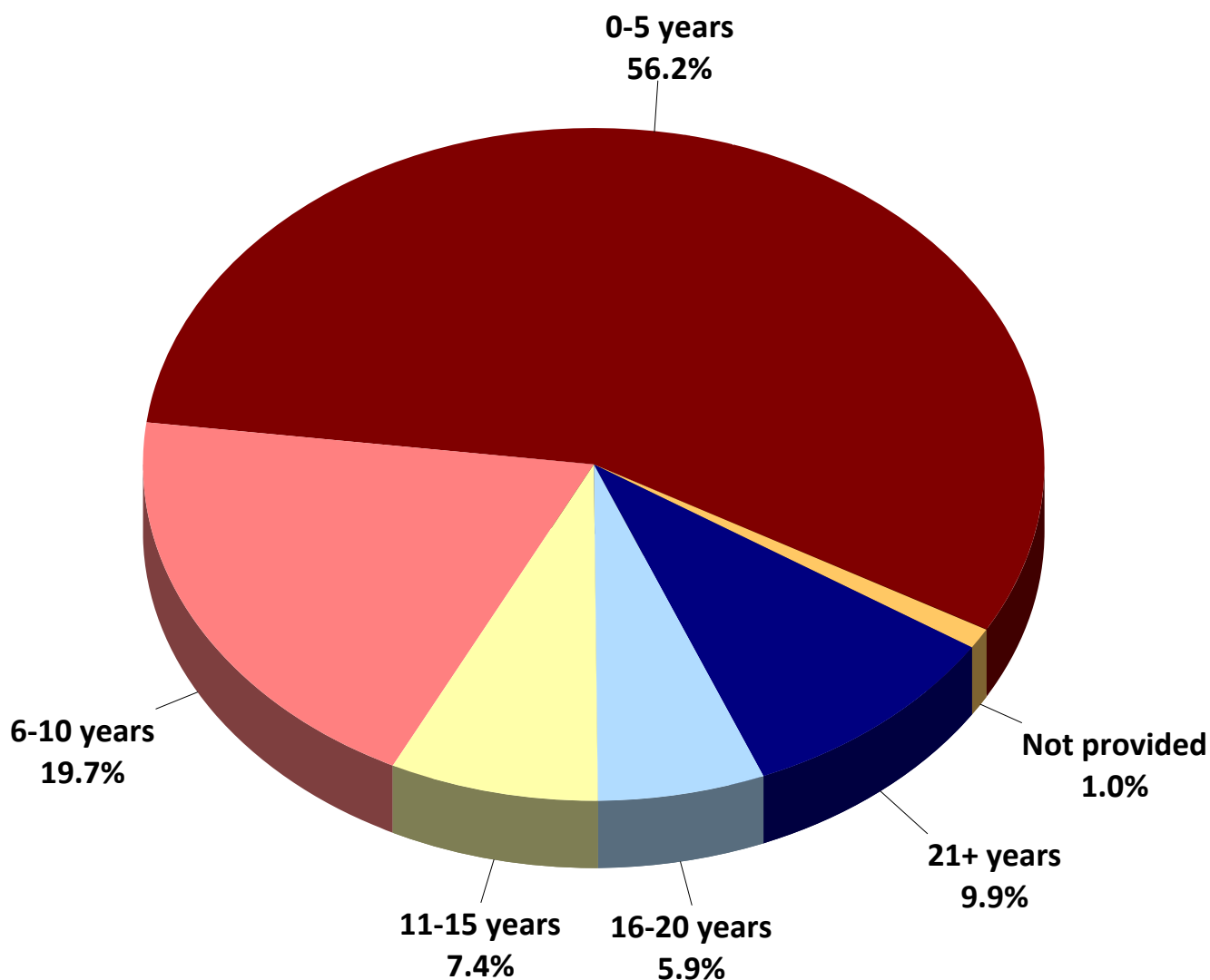
by percentage of respondents

0-5 years
56.2%

6-10 years
19.7%

11-15 years
7.4%

16-20 years
5.9%

21+ years
9.9%

Not provided
1.0%

Q2. Overall, what is your perception of the quality of the public transit system in Sioux Falls?

by percentage of respondents

Good
41.4%

Excellent
34.0%

Fair
15.8%

Poor
5.4%

Don't know
3.4%
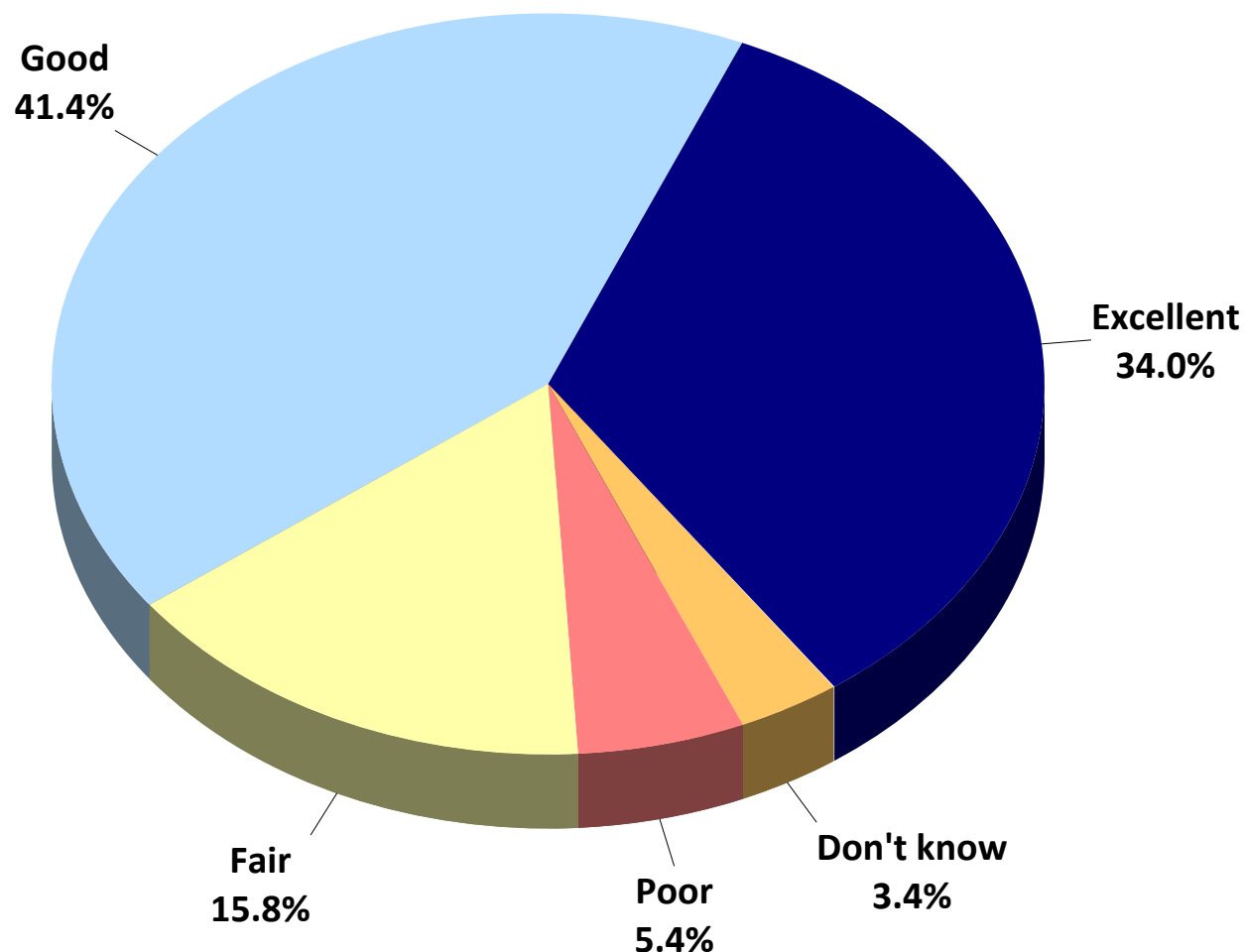
Q3. How often do you currently use Sioux Falls Area Metro?

by percentage of respondents (excluding "not provided")

5+ days per week
43.5%

2-4 days per week
36.5%

Once a week
10.0%

A few times a month
8.5%

A few times a year
0.5%

Rarely or never
1.0%
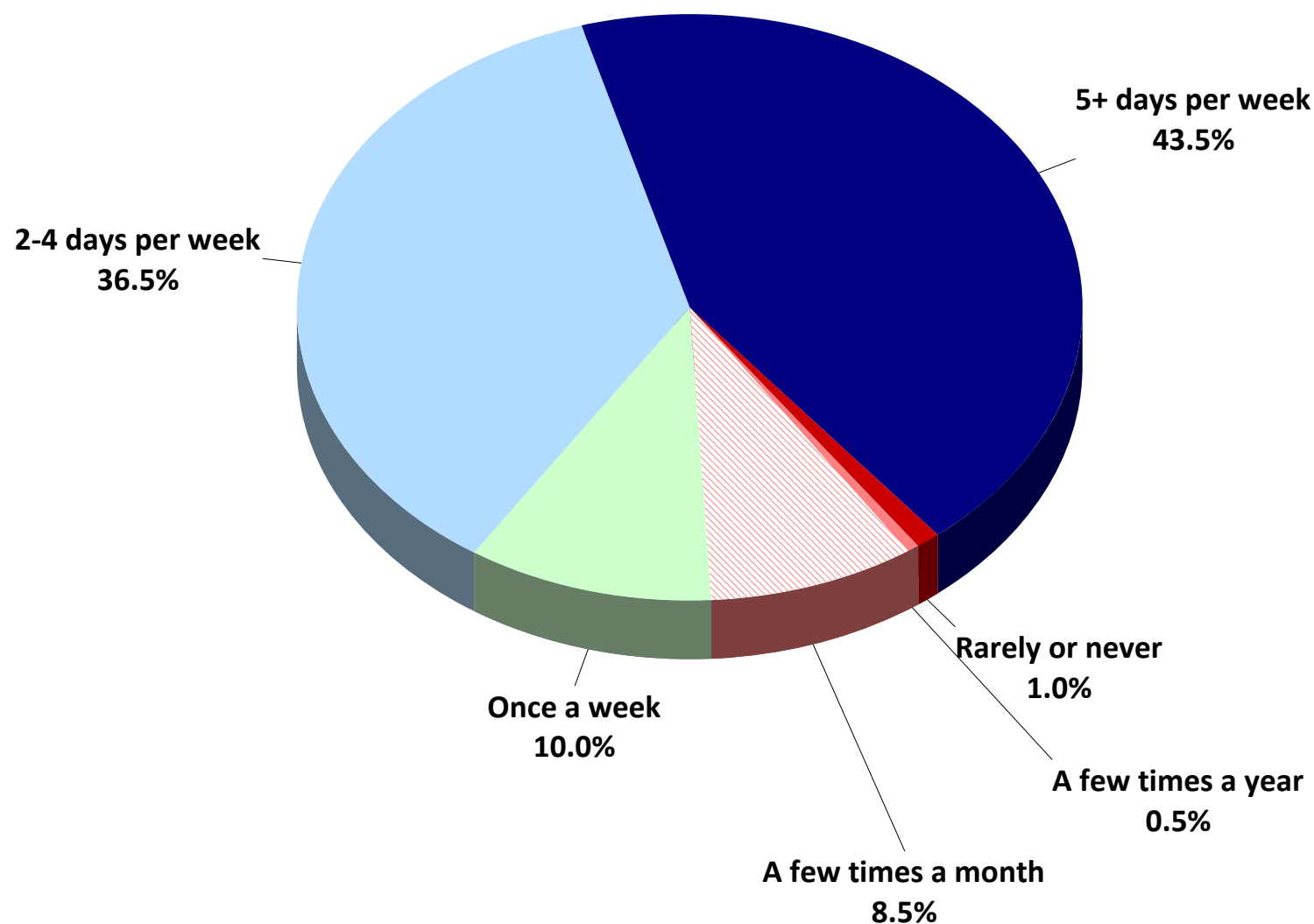
Q4. Why do you use the bus in Sioux Falls?

by percentage of respondents (multiple choices could be made)
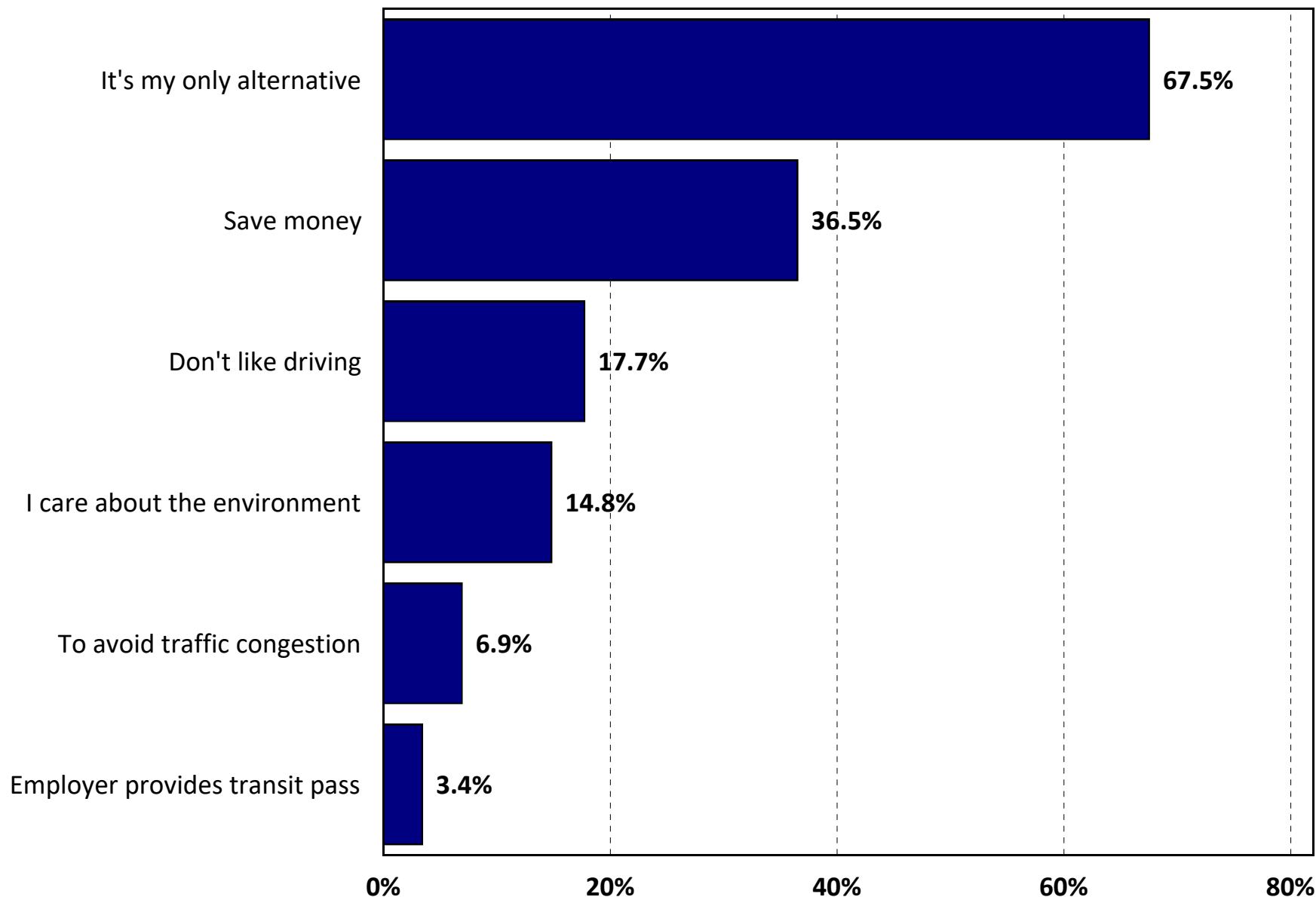
Q5. How many blocks from your HOME is the nearest bus stop located?

by percentage of respondents

0-5 blocks
84.7%

6-10 blocks
8.9%

11+ blocks
3.4%

Not provided
3.0%
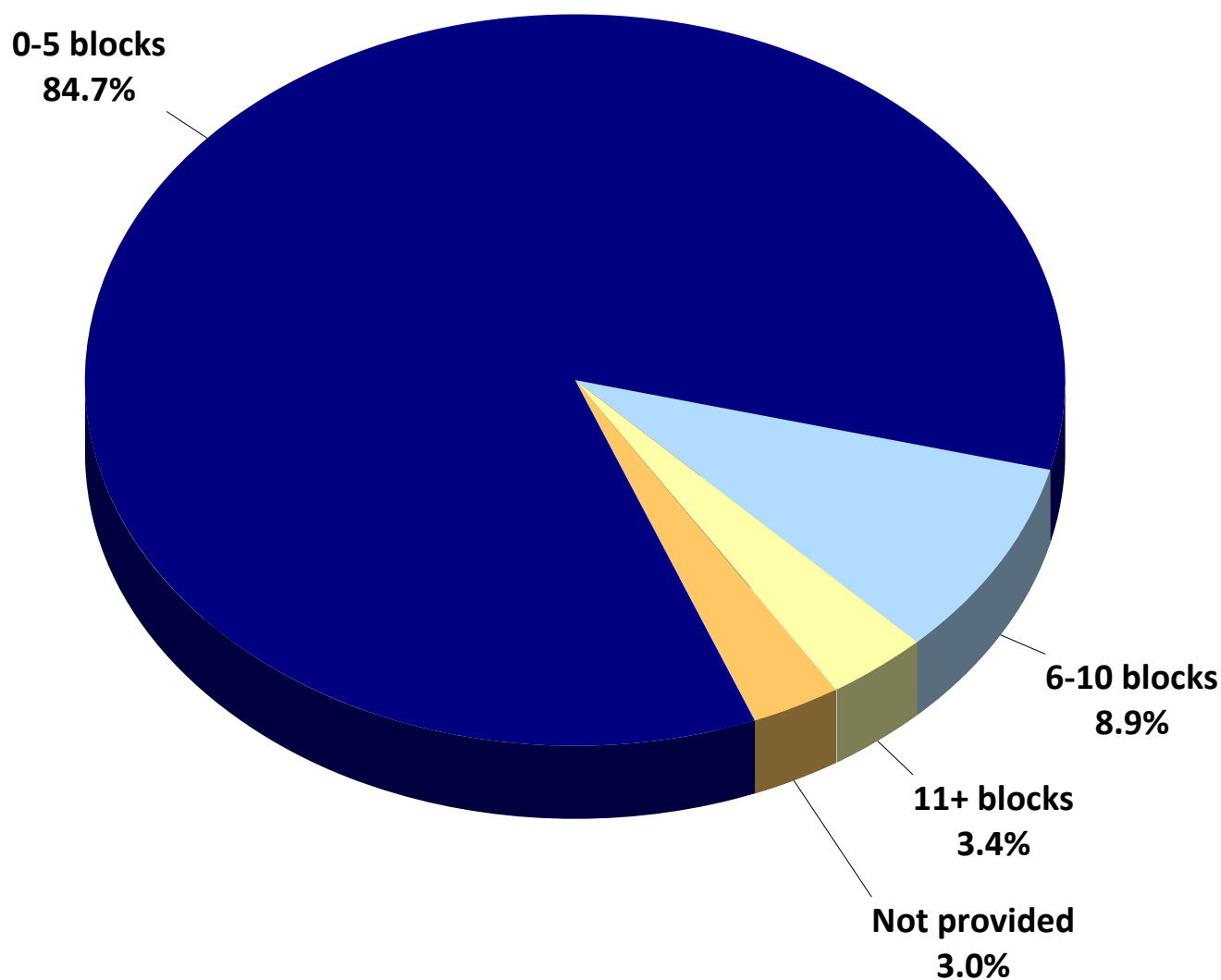
Q6. How often would you like the bus to arrive at the bus stop nearest your HOME?

by percentage of respondents
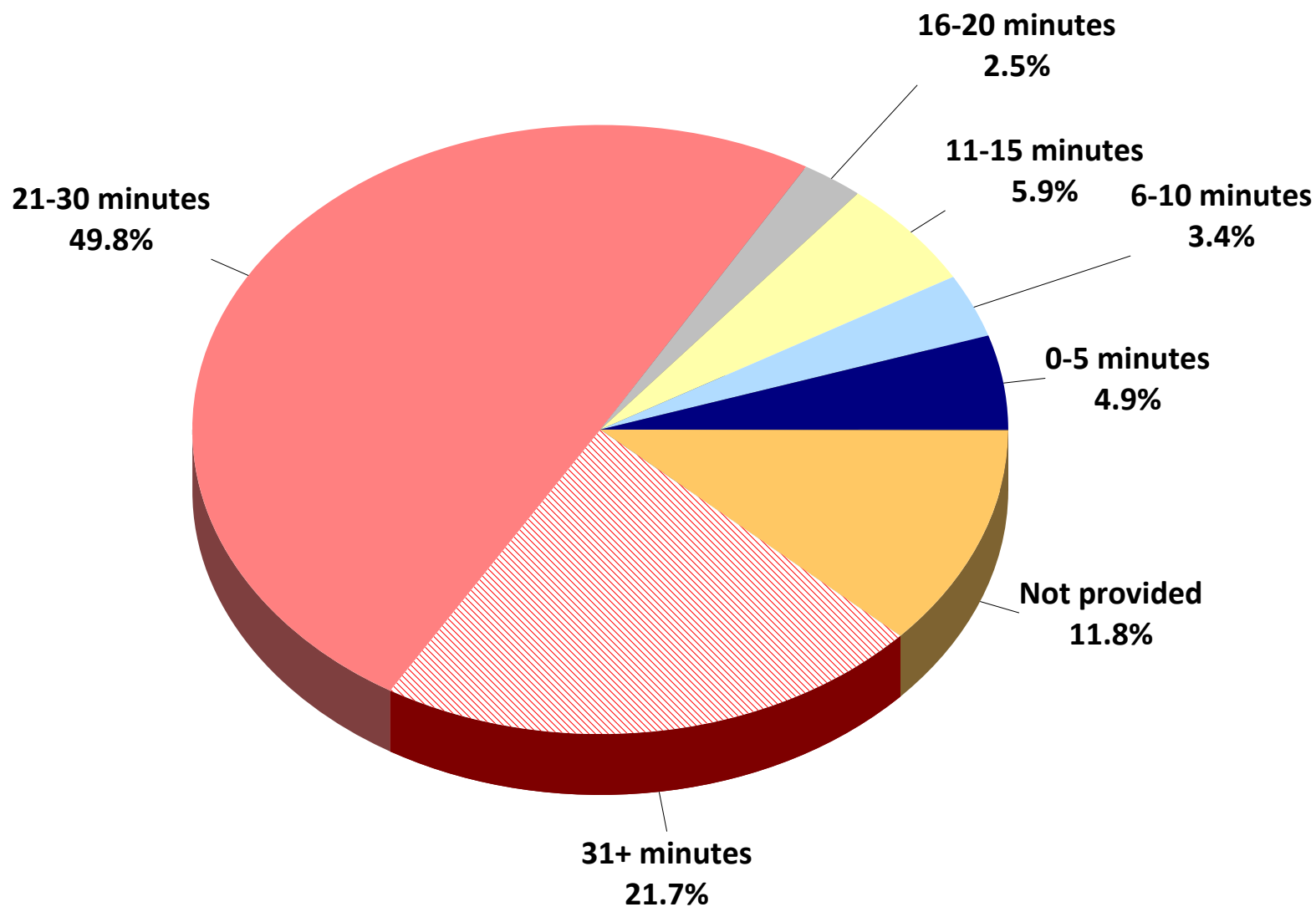
16-20 minutes
2.5%

11-15 minutes
5.9%

6-10 minutes
3.4%

21-30 minutes
49.8%

0-5 minutes
4.9%

Not provided
11.8%

31+ minutes
21.7%

Q7. Excluding your home, how many different places did you (or will you) use the bus to visit today?

by percentage of respondents

Two
24.6%

One
23.2%

Not provided
9.9%

Six or more
3.4%

Five
5.4%

Four
12.8%

Three
20.7%
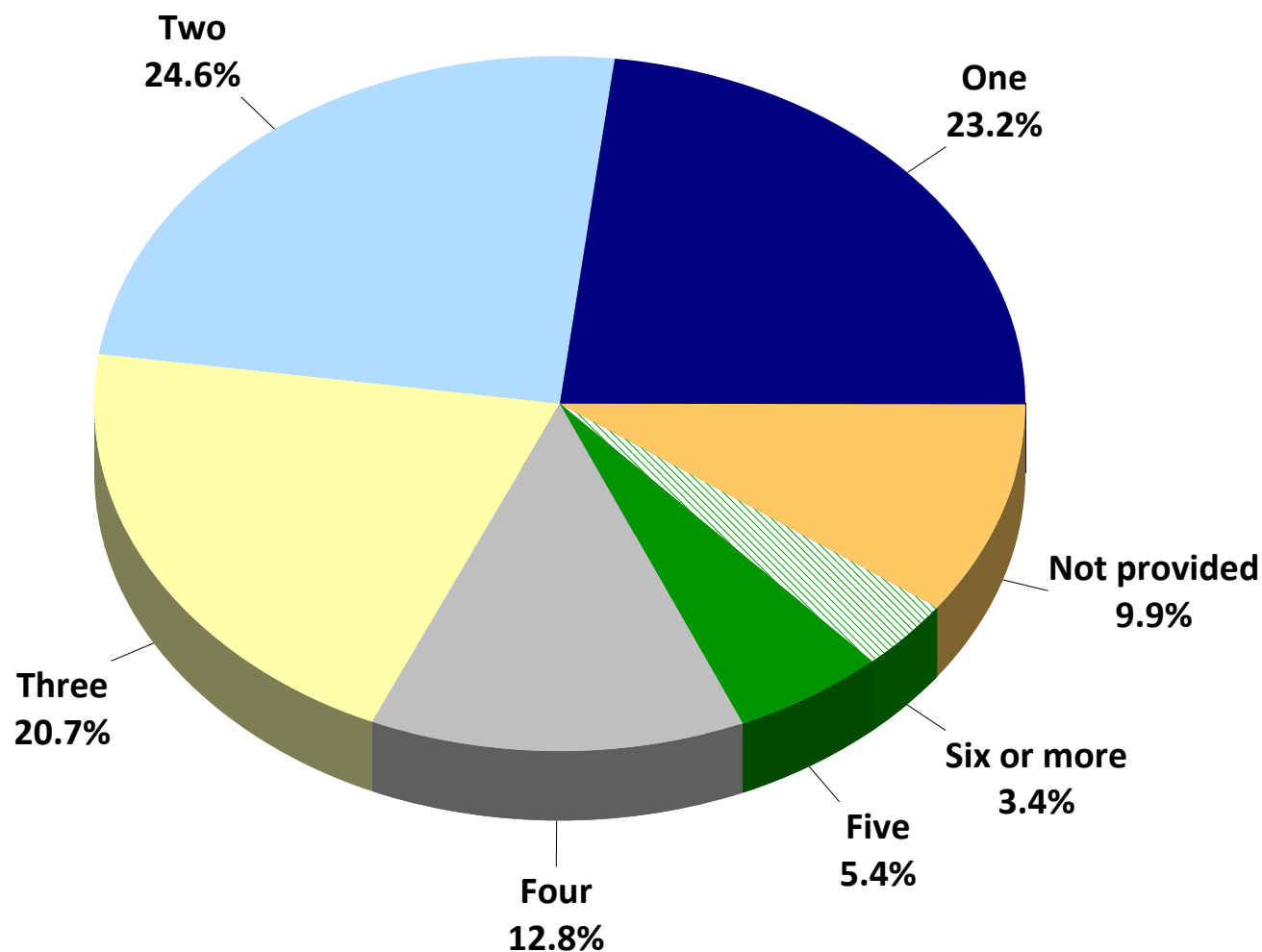
Q8. Which route are you riding now (or about to board next)?

by percentage of respondents

Route 4
9.3%

Route 3
13.0%

Route 5
5.7%

Route 2
7.3%

Route 6
5.7%

Route 1
6.7%

Route 7
15.5%

Route 19
9.3%

Route 11
2.6%

Route 8
5.7%

Route 10
13.0%

Route 9
6.2%
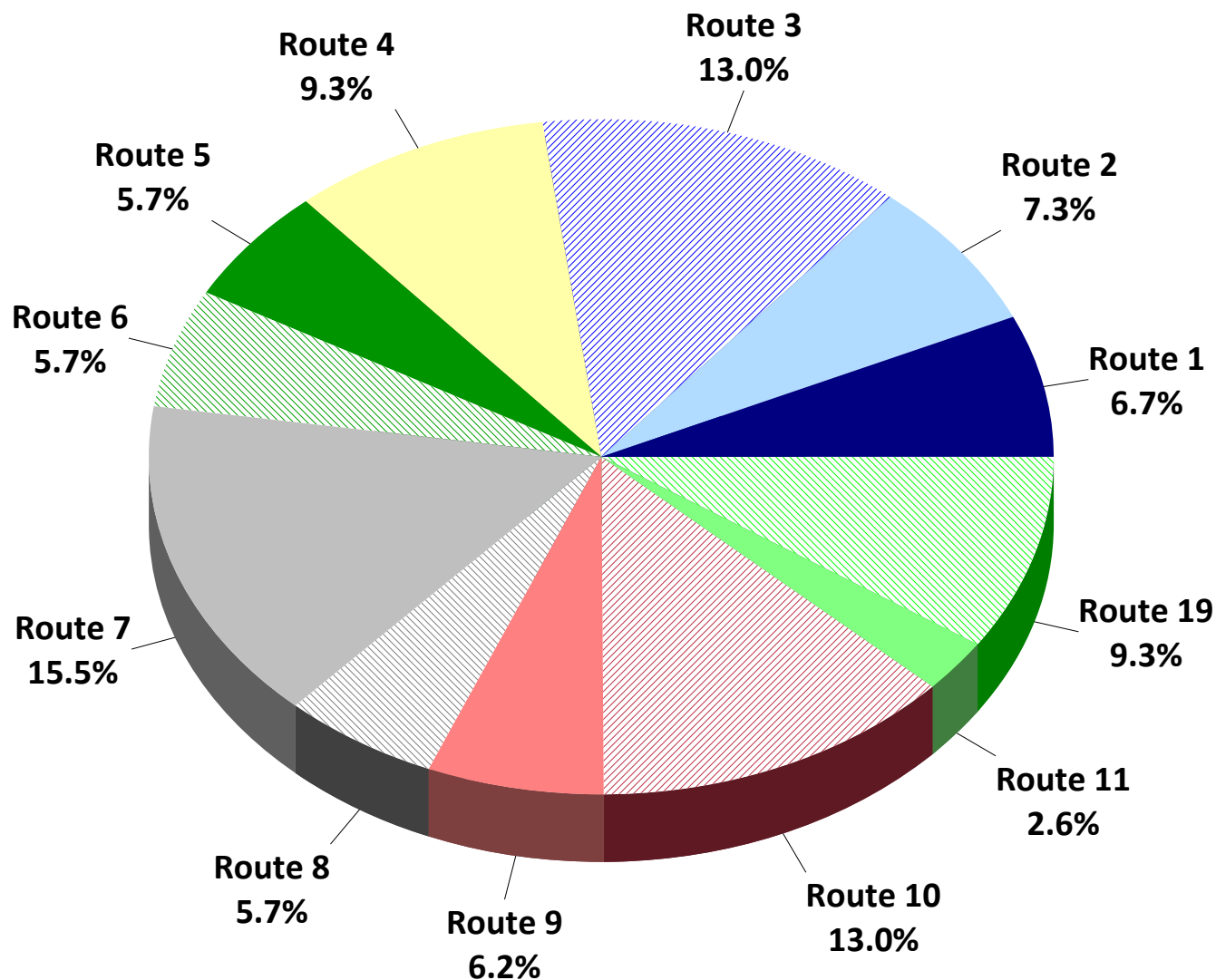
Q10. How long did/will it take you to get from your home to the destination using the bus?

by percentage of respondents

- 16-20 minutes 10.8%
- 11-15 minutes 11.3%
- 1-10 minutes 13.8%
- Not provided 7.9%
- 31+ minutes 36.9%
- 21-30 minutes 19.2%
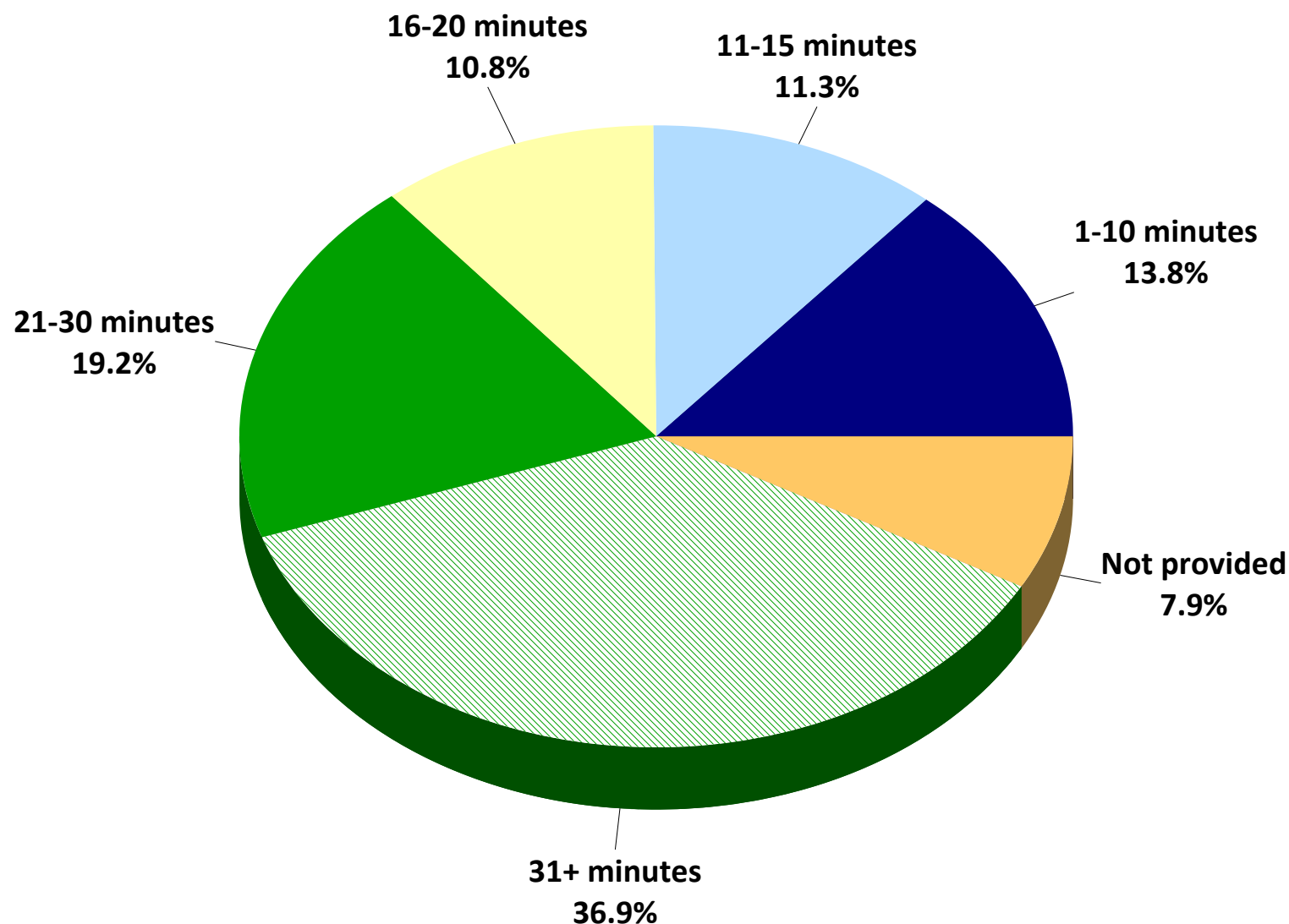
Q11. How many times did you (or would you have had to) transfer to get from your home to your destination?

by percentage of respondents (excluding "not provided")

Once
33.8%

None
25.4%

Three or more
10.0%

Twice
30.8%
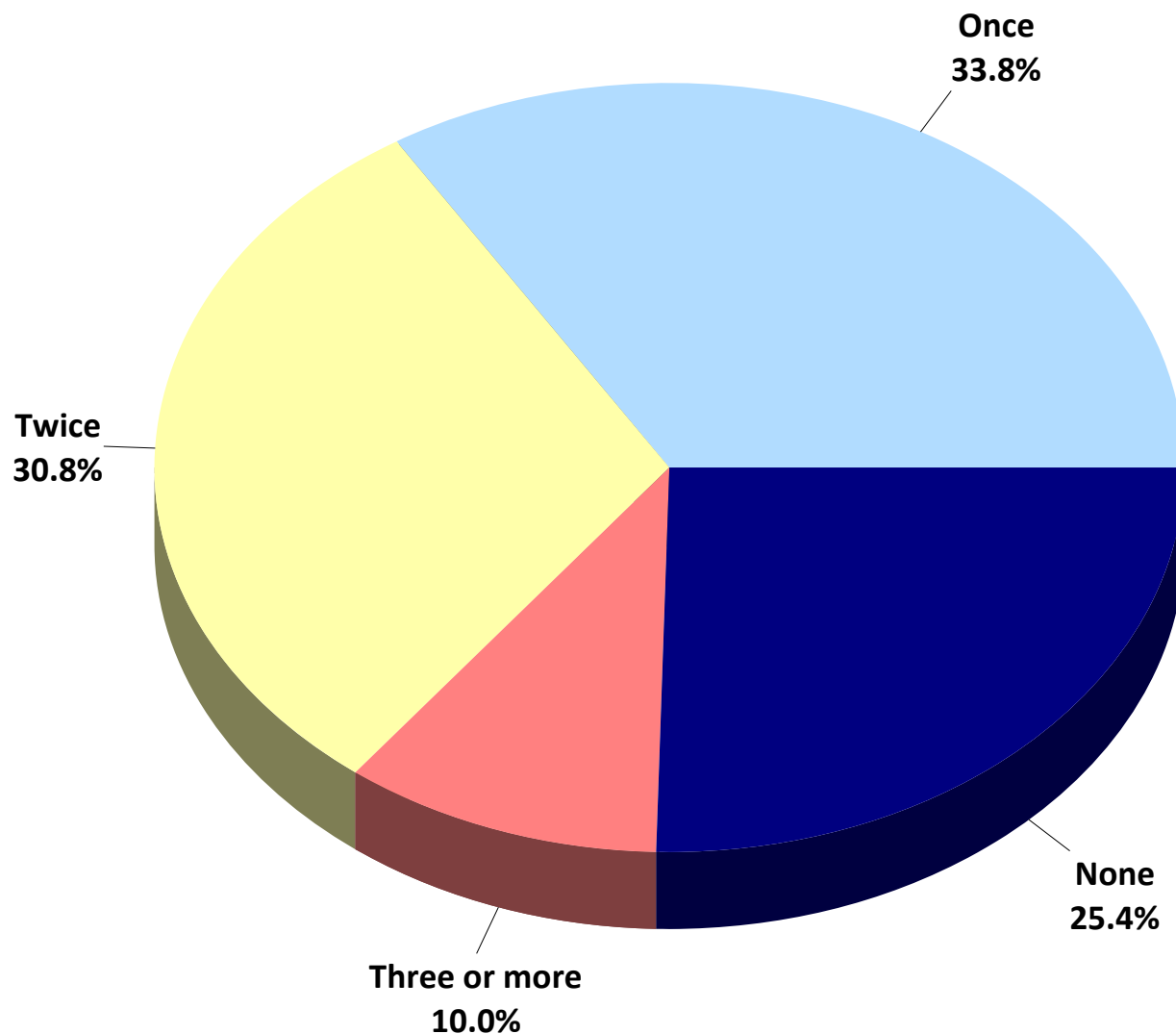
Q12. What is/was the primary purpose of your current trip?

by percentage of respondents

Work
36.0%

Personal business
25.6%

Not provided
3.0%

Other
1.0%

Social/recreation
4.9%

8.9%
Hospital/dr's office

College/school
0.5%

Shopping
20.2%
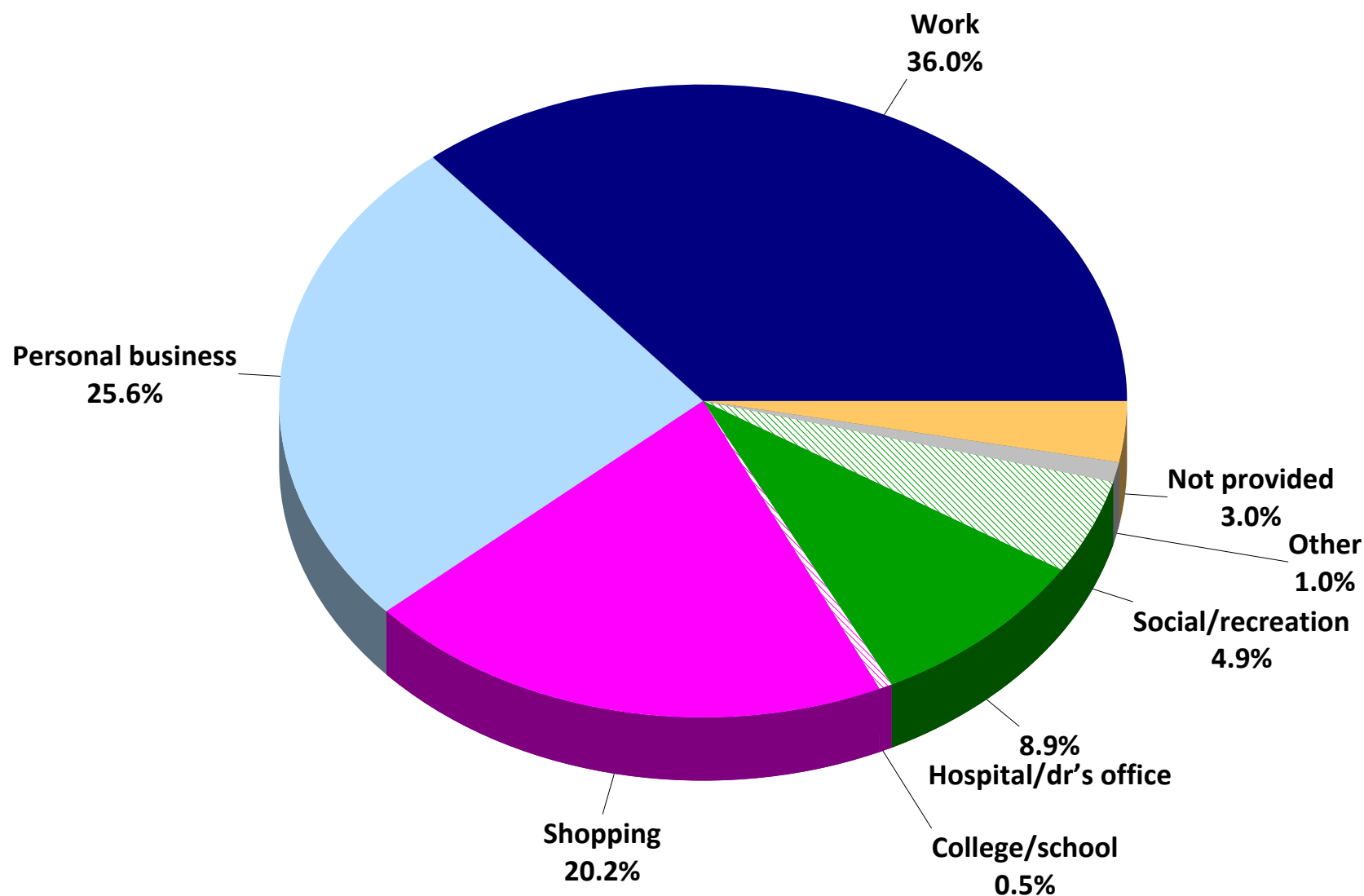
Q13. Do you have a car or other vehicle that you could have used to make this trip?

by percentage of respondents (excluding "not provided")

Yes
17.3%

No
82.7%

Q14. If the bus service was not available, how would you make this trip?

by percentage of respondents (excluding "not provided")

Walk
34.8%

Bicycle
8.6%

Use my car
4.0%

Get a ride from someone
25.8%

15.2%
I would not make this trip

Use an Uber/Lyft/taxi
11.6%
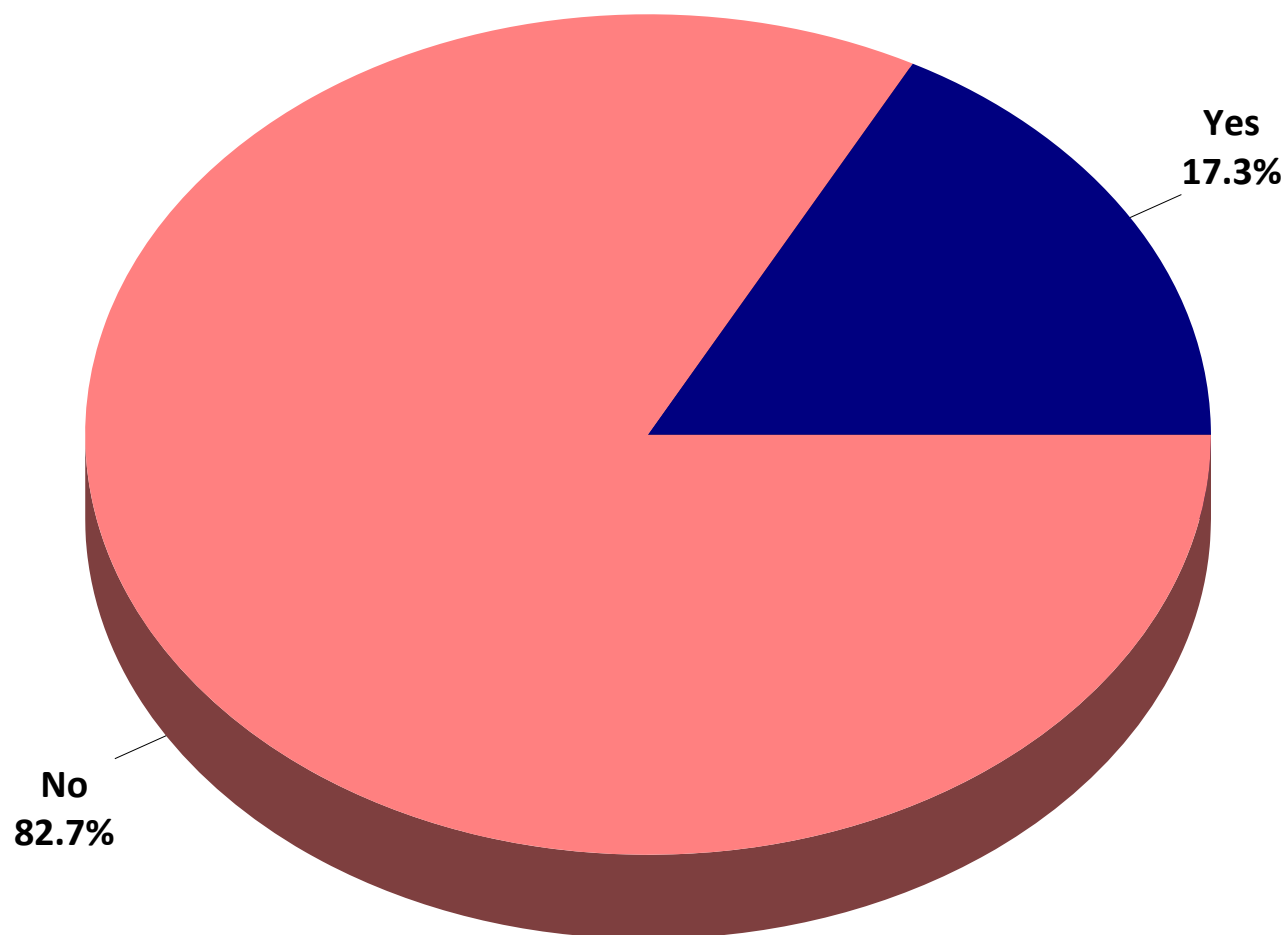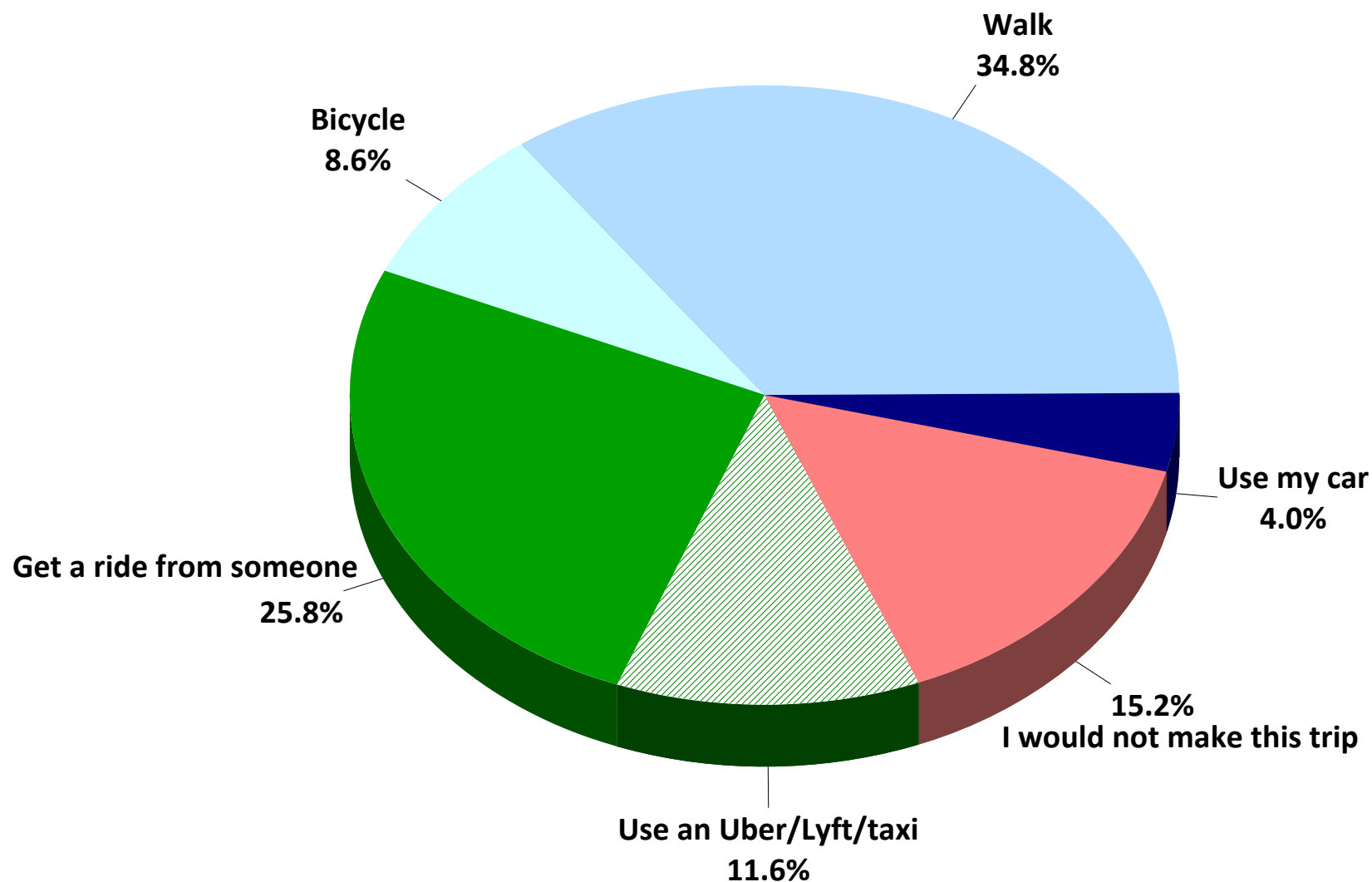
Q16. How Likely Passengers Would Ride the Bus More Frequently With the Following Services Provided

by percentage of respondents (excluding "not provided")

|	Very Likely	Likely	Not Sure	Not Likely
Shelter amenities such as heat, fans, lights, & digital schedules, etc.	37.4%	34.3%	18.2%	10.1%
Real-time information about location of buses that can be accessed on a mobile device	36.4%	30.8%	17.9%	14.9%
Automatic voice announcement	33.5%	30.4%	25.1%	11.0%
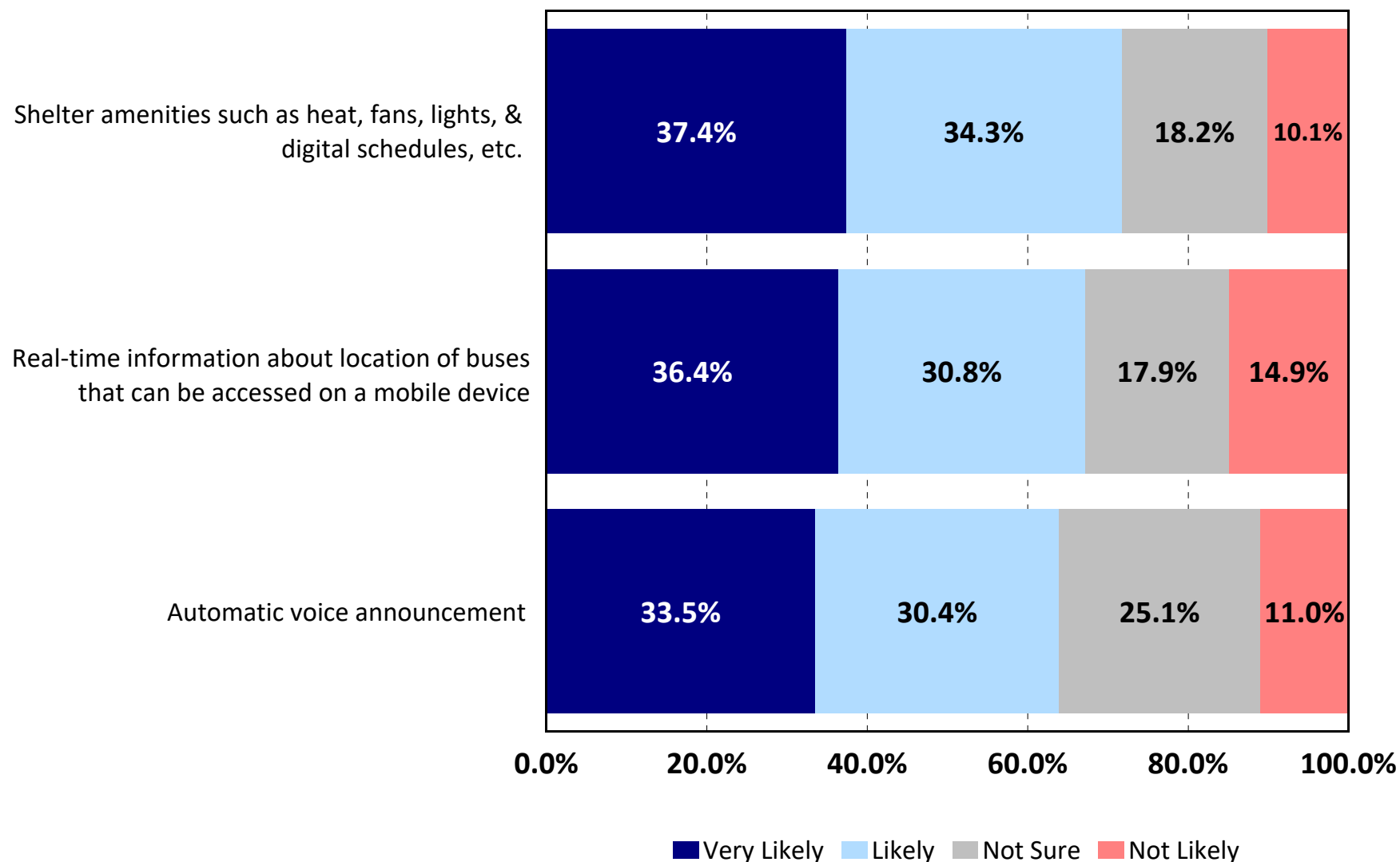
Q17. Ratings of the Following Aspects of Public Transit in the Sioux Falls Metropolitan Area

by percentage of respondents (excluding "not provided")

| Aspect	Excellent	Good	Fair	Poor
How safe you feel on the bus	54.0%	31.7%	12.4%	2.0%
Customer service provided by drivers & SAM staff	41.5%	42.0%	10.0%	6.5%
On-time reliability of buses	46.3%	33.8%	14.9%	5.0%
Availability of safe walking/pedestrian facilities to get to the bus	40.1%	39.1%	13.4%	7.4%
How safe you feel when waiting at bus shelters & SAM Depot	45.3%	33.8%	16.4%	4.5%
Availability of information about bus service	41.0%	31.5%	19.5%	8.0%
Minimizing the number of transfers	32.0%	36.5%	21.5%	10.0%
How frequently buses come by stops	34.3%	33.3%	20.7%	11.6%
How close stops are located to the destinations I need to visit	31.3%	35.4%	22.2%	11.1%
Availability of covered shelters at stops	26.3%	28.8%	22.7%	22.2%
Availability of evening service	23.1%	27.1%	28.1%	21.6%
Availability of weekend service	24.1%	18.6%	18.1%	39.2%

Legend: ■ Excellent ■ Good ■ Fair ■ Poor

Q18. Aspects of Public Transit That Are Most Important to Passengers

by percentage of respondents who selected the item as one of their top three choices

Aspect	Percentage
Availability of weekend service	40.4%
On-time reliability of buses	27.6%
Customer service provided by drivers & SAM staff	24.6%
Availability of evening service	22.2%
How safe you feel when waiting at bus shelters & SAM Depot	20.7%
How safe you feel on the bus	19.2%
How frequently buses come by stops	18.2%
How close stops are located to the destinations I need to visit	16.3%
Minimizing the number of transfers	11.8%
Availability of covered shelters at stops	8.9%
Availability of safe walking/pedestrian facilities to get to the bus	7.4%
Availability of information about bus service	5.4%

Legend: ■ Most Important ■ 2nd Most Important ■ 3rd Most Important

Q19. What is your age?

by percentage of respondents

18-34
24.1%

65+
8.4%

55-64
16.2%

45-54
18.8%

35-44
32.5%
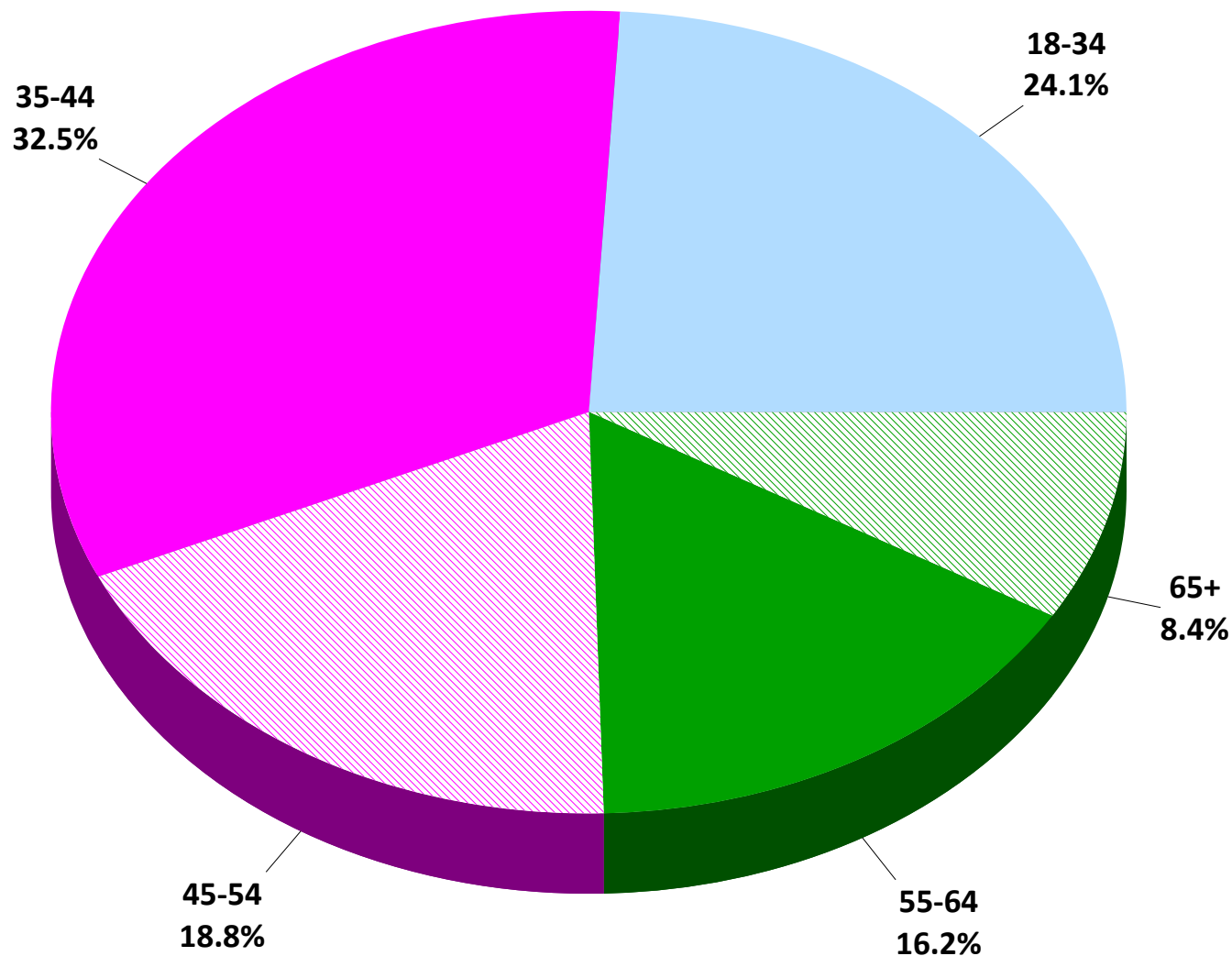
Q20. Gender

by percentage of respondents

Male
57.8%

Female
42.2%
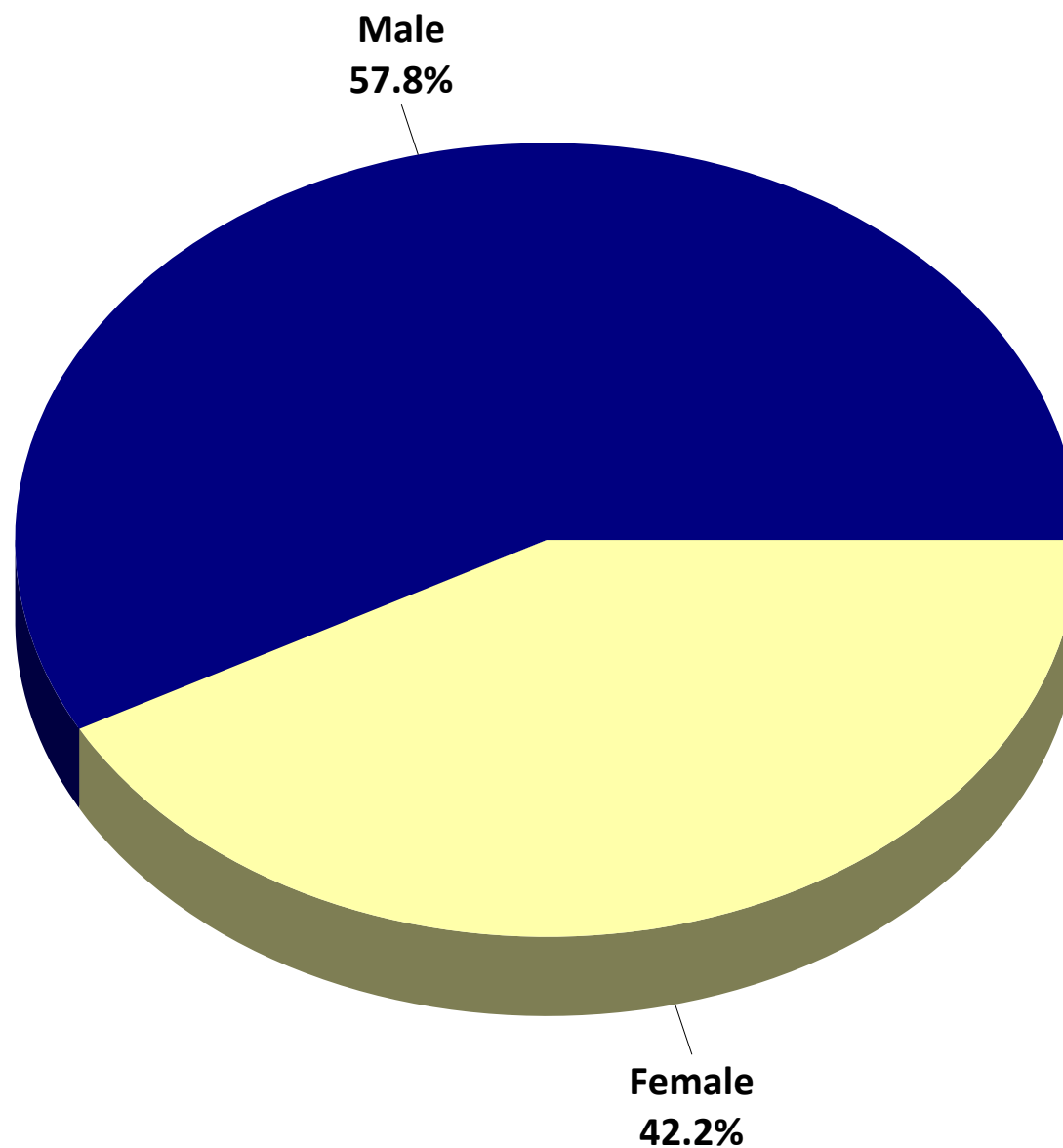
Q21. Are you employed?

by percentage of respondents

Yes
48.7%

No
51.3%
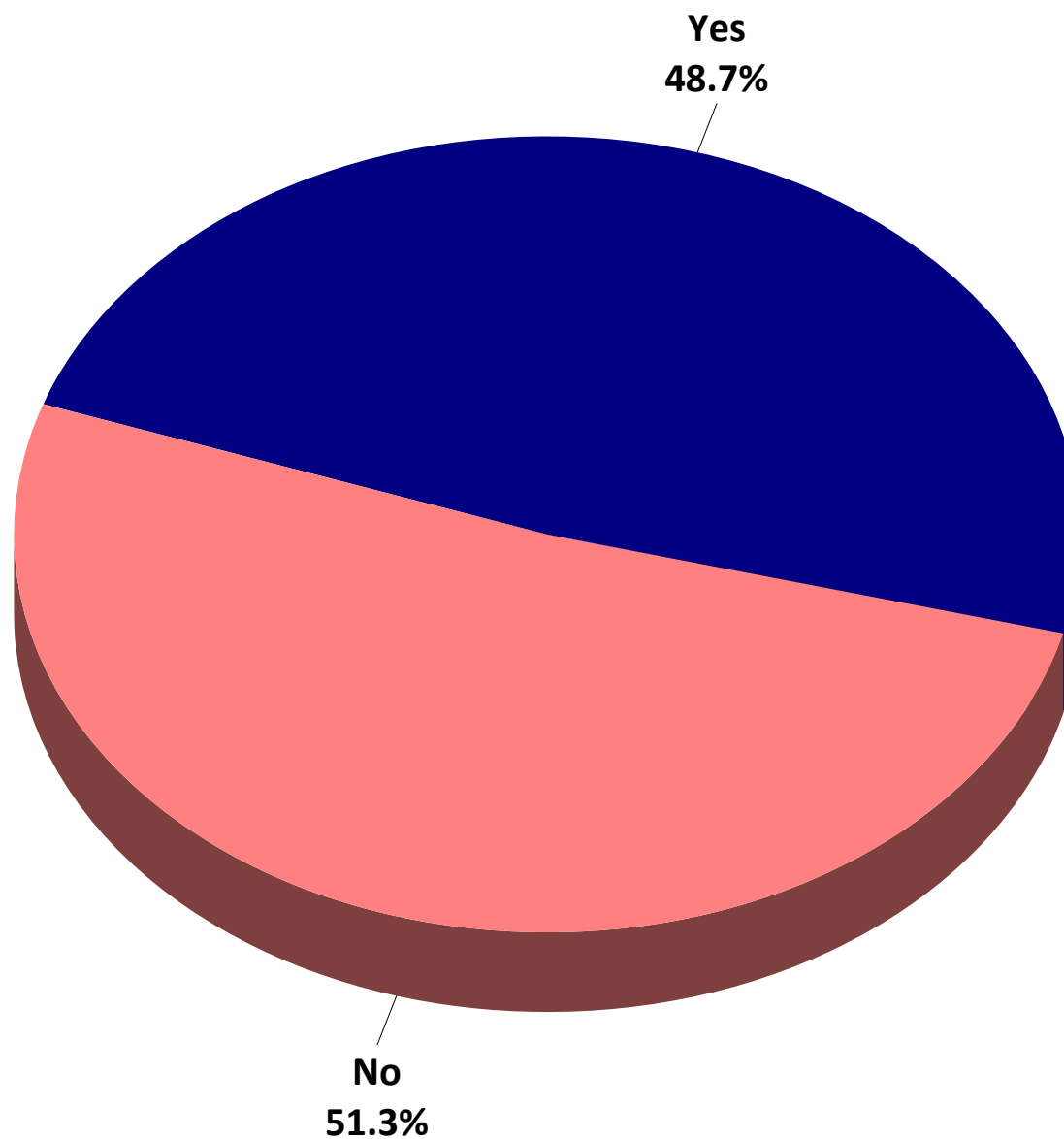
Q22. How many persons currently live in your household?

by percentage of respondents

One
36.3%

Five or more
8.4%

Two
31.8%

Four
7.8%

Three
15.6%
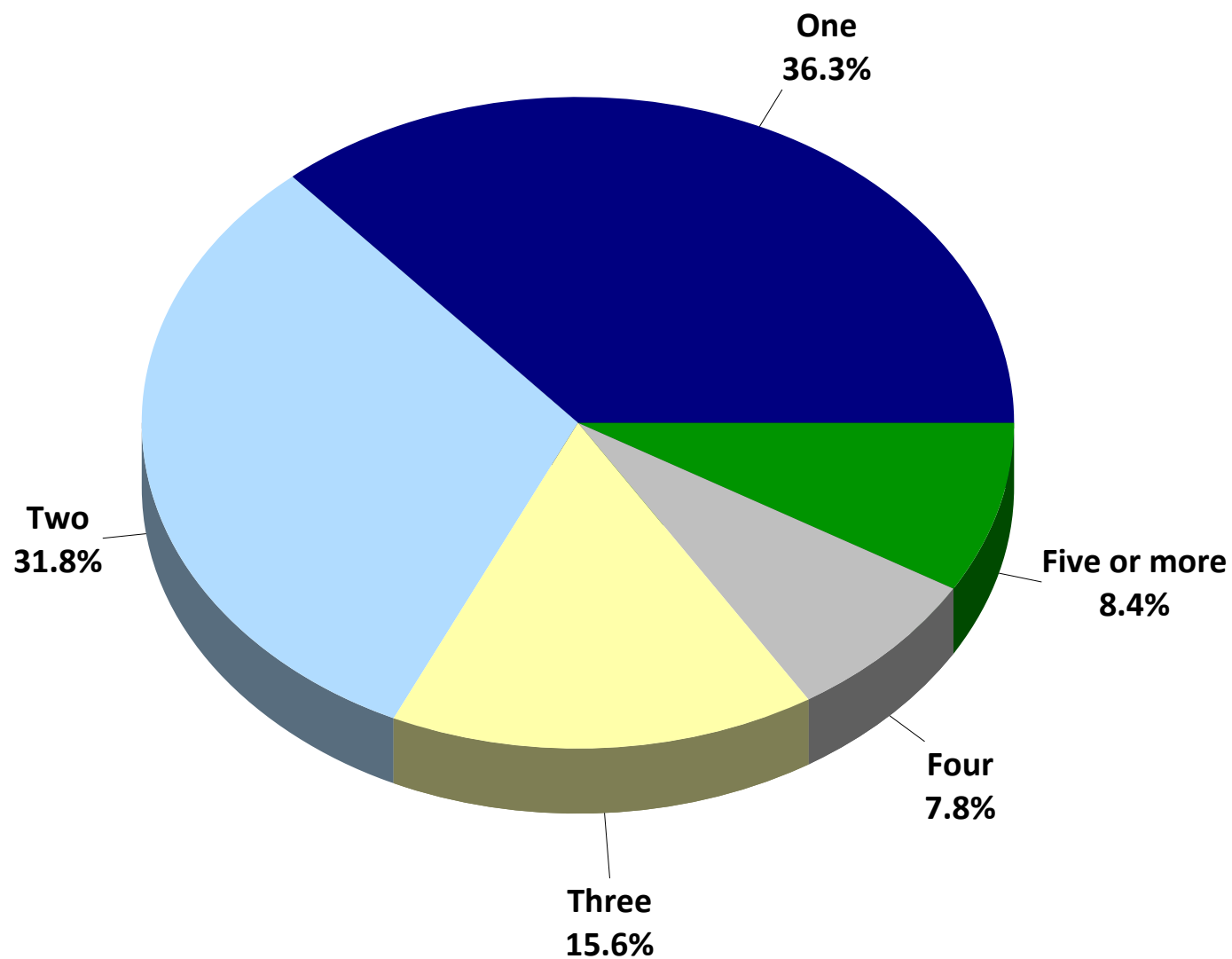
Q23. Total Annual Household Income

by percentage of respondents

Under $15K
45.7%

$15K to $29,999
23.4%

$30K to $44,999
14.1%

$45K to $59,999
13.6%

$60K to $74,999
2.7%

$75K+
0.5%
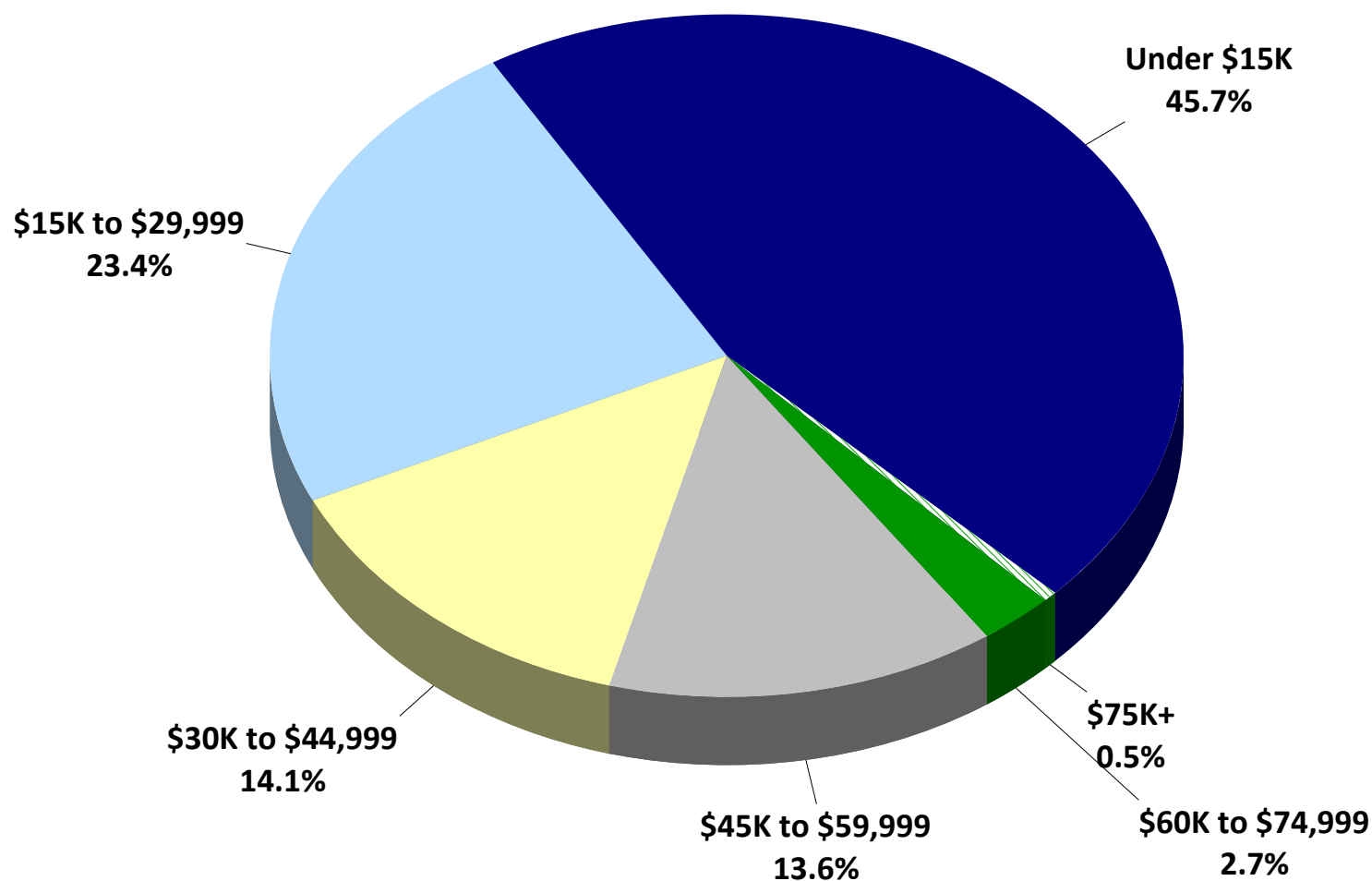
Q24. Do you have a physical disability?
by percentage of respondents

Yes
36.5%

No
63.5%
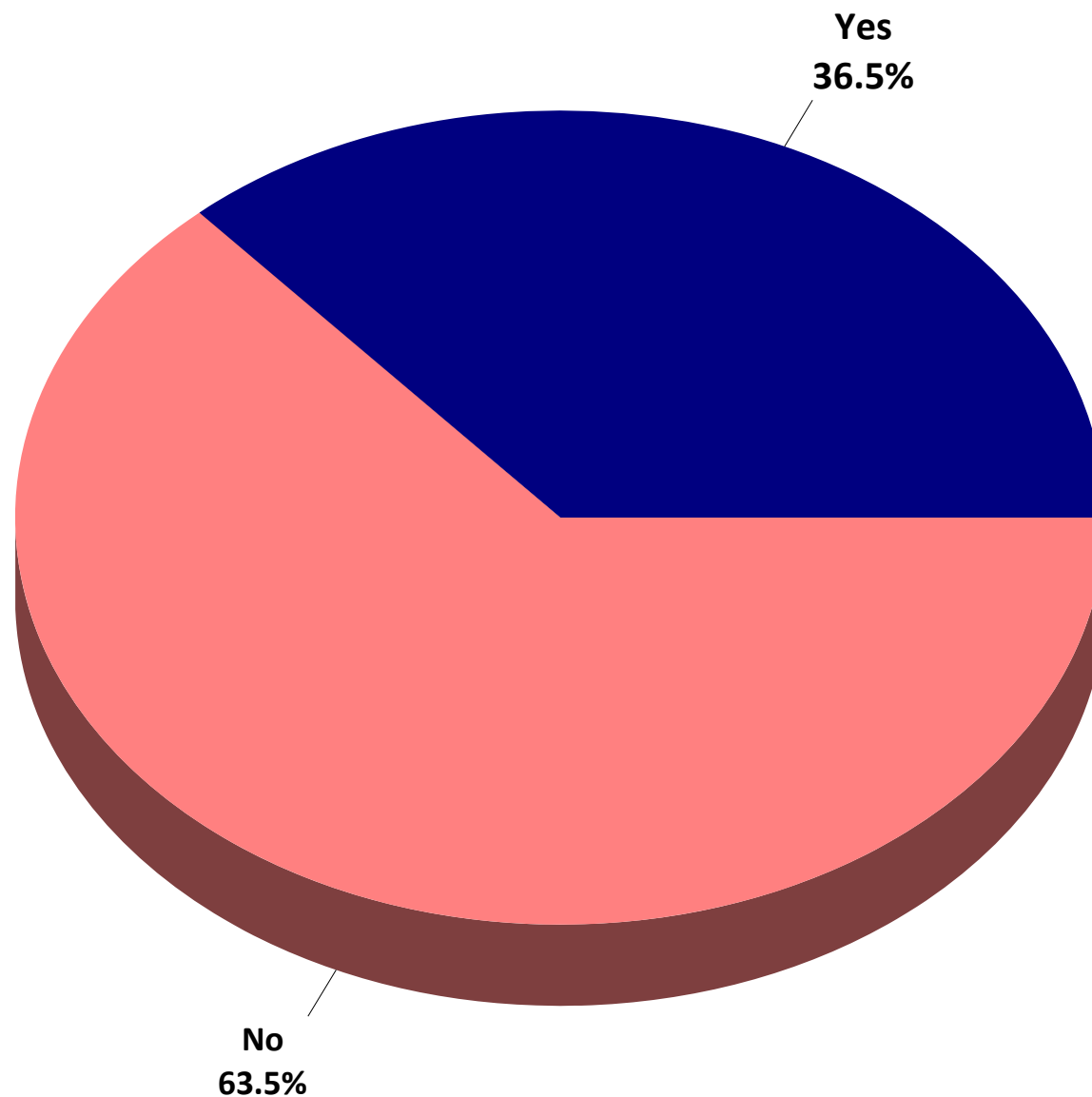
Q25. Do you have a smart phone?

by percentage of respondents

Yes
75.7%

No
24.3%
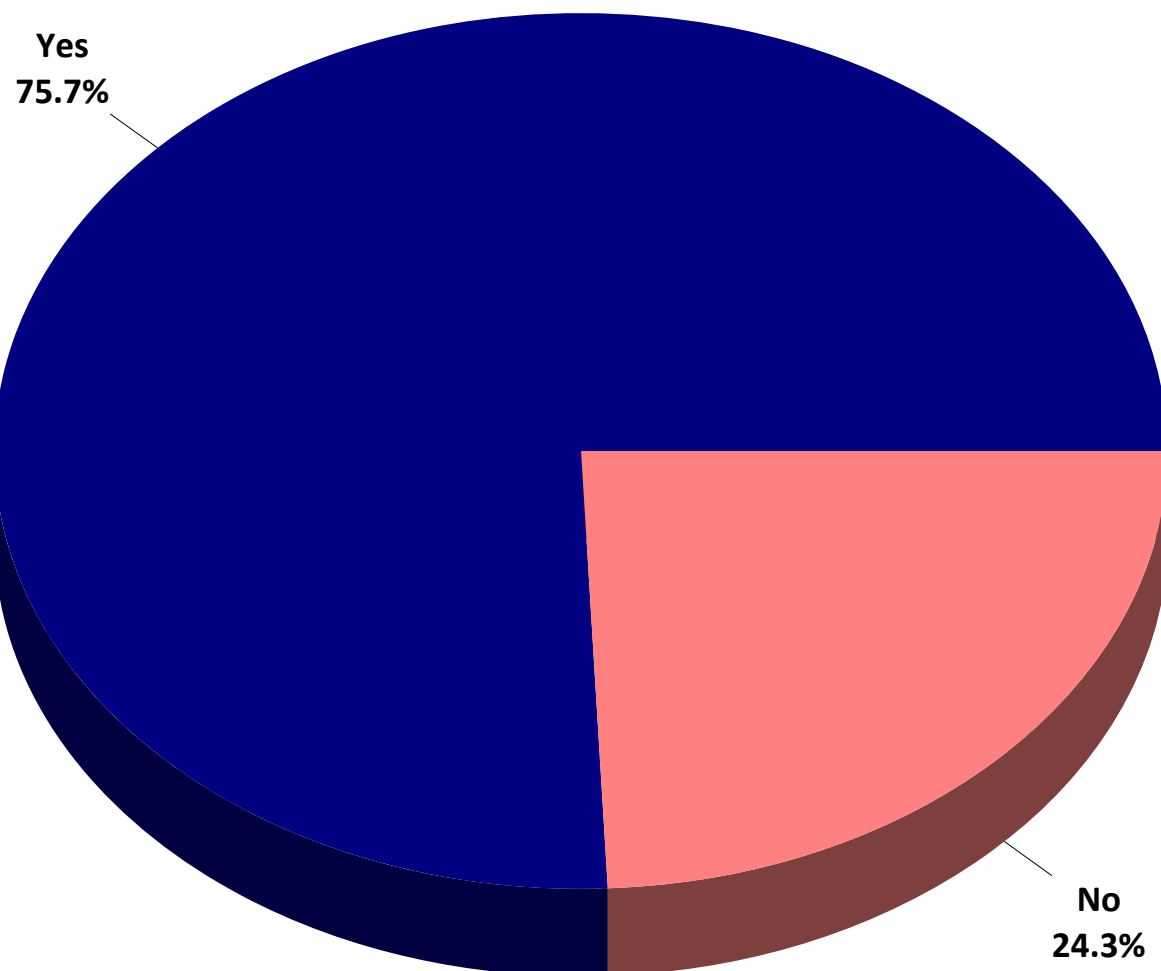
2 GIS Maps by Zip Code

Q16-1. How likely would you be to use transit services more often than you currently do if **shelter amenities, such as heat, fans, lights, and digital schedules, etc., were improved**?


Maps Shaded Based on the Zip Code Where Respondents Live

Likelihood

- Very Likely
- Likely
- Somewhat Likely
- Not Sure
- Not Likely
- No Response

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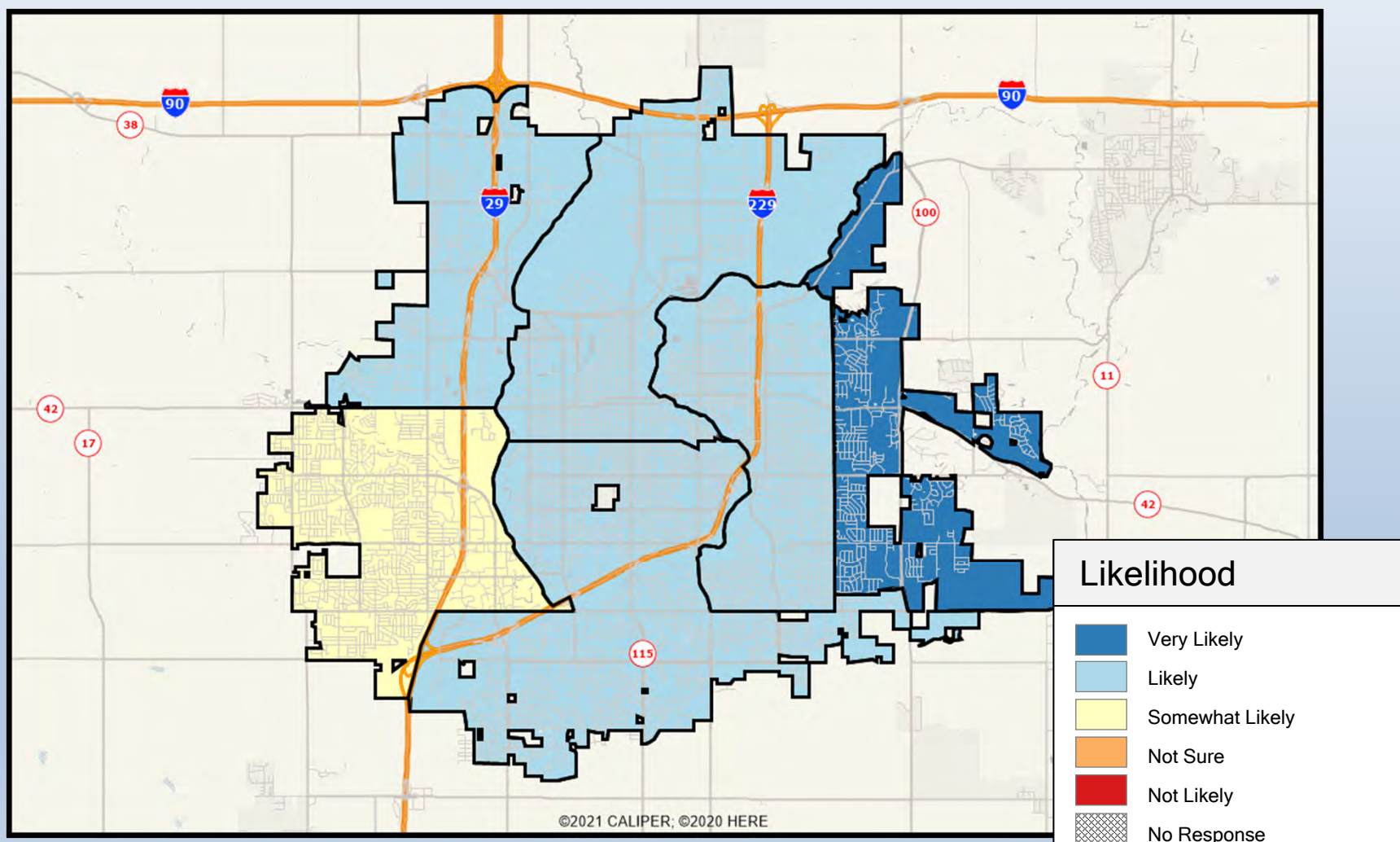
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Q16-2. How likely would you be to use transit services more often than you currently do if **automated voice announcements were provided**?


Maps Shaded Based on the Zip Code Where Respondents Live

Likelihood

- Very Likely
- Likely
- Somewhat Likely
- Not Sure
- Not Likely
- No Response

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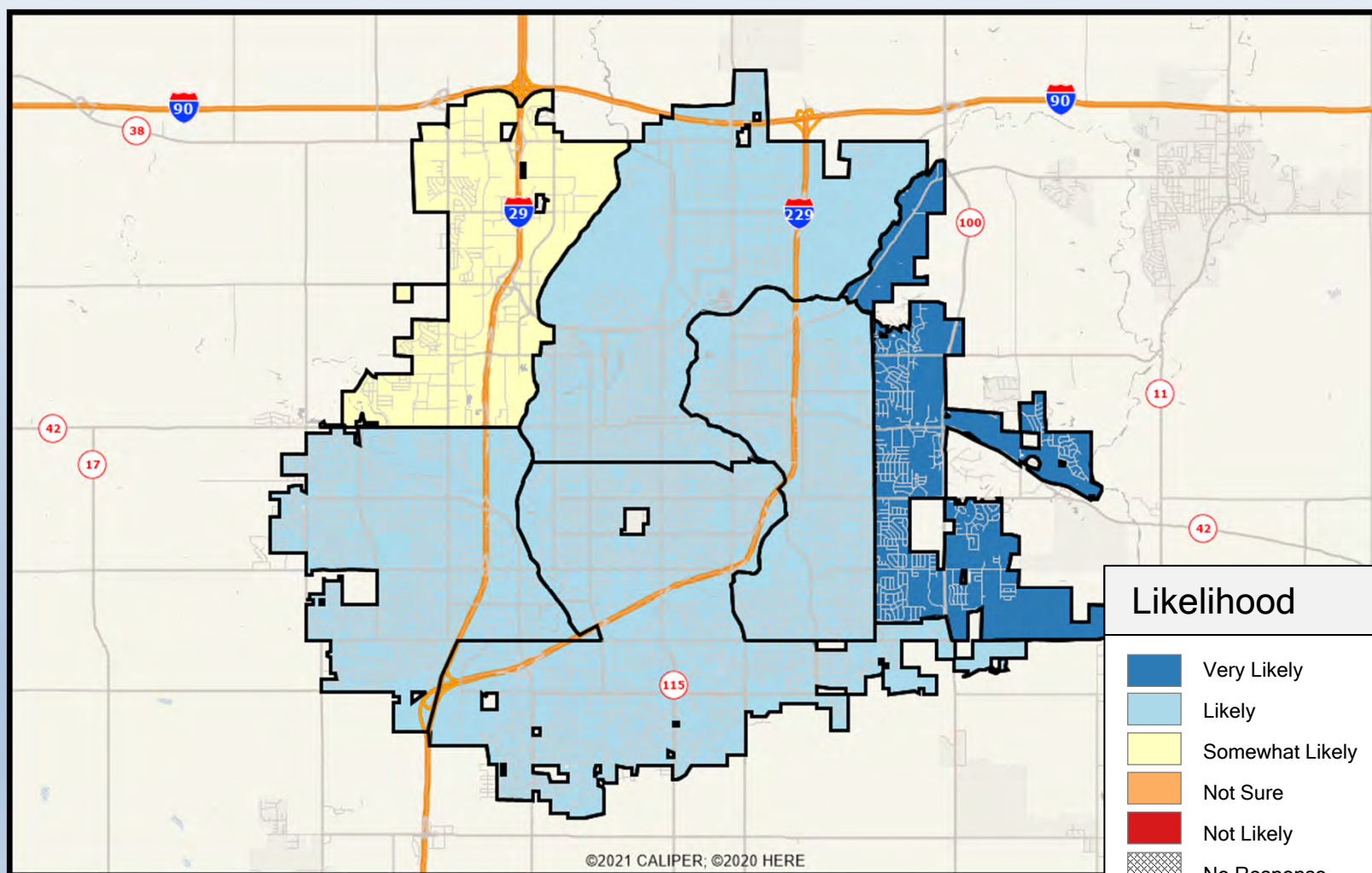
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Q16-3. How likely would you be to use transit services more often than you currently do if **real-time information about the location of buses could be accessed on a mobile device**?


Maps Shaded Based on the Zip Code Where Respondents Live

Likelihood

- Very Likely
- Likely
- Somewhat Likely
- Not Sure
- Not Likely
- No Response

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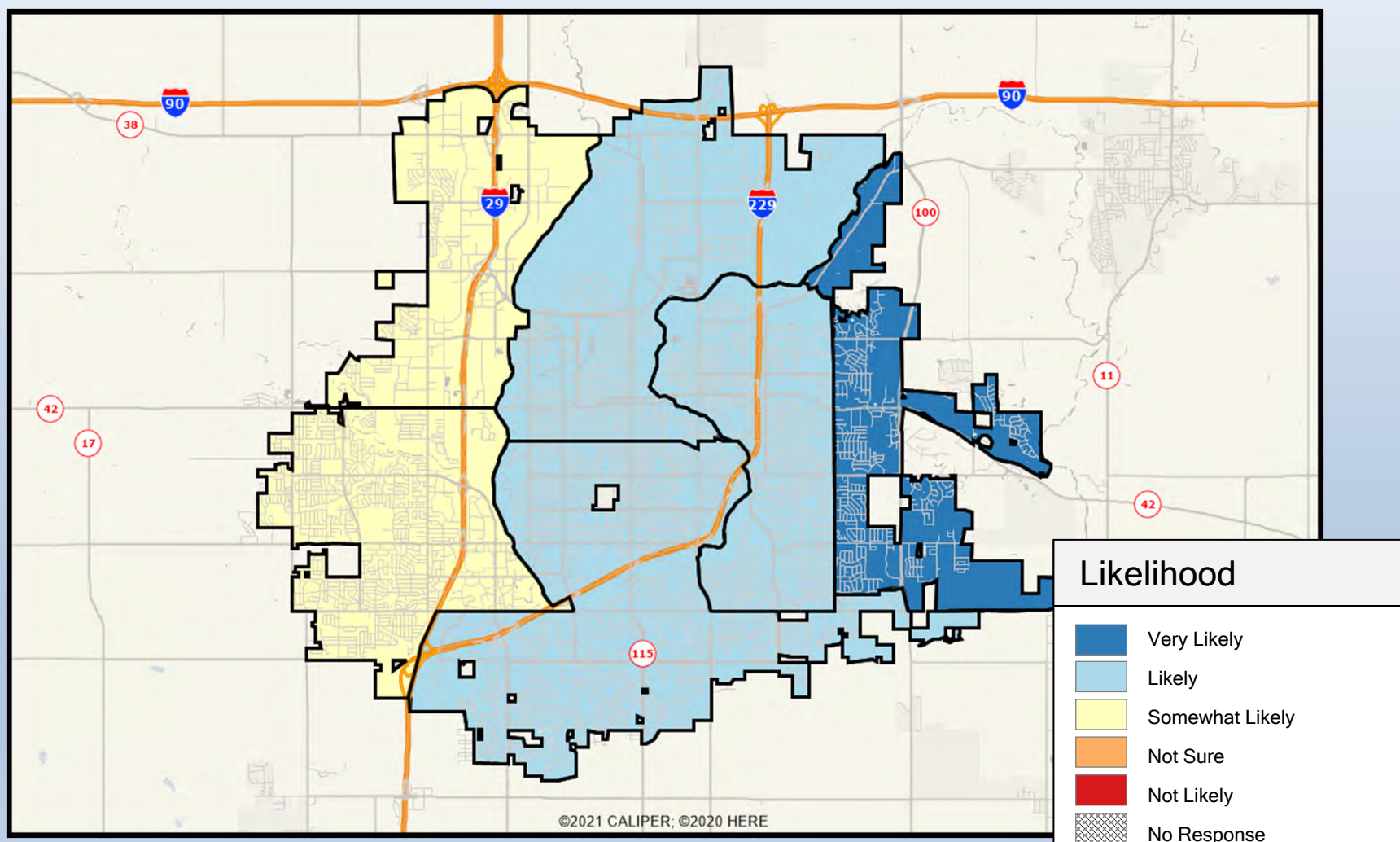
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Q17-01. How passengers rated the customer service provided by drivers and SAM staff

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

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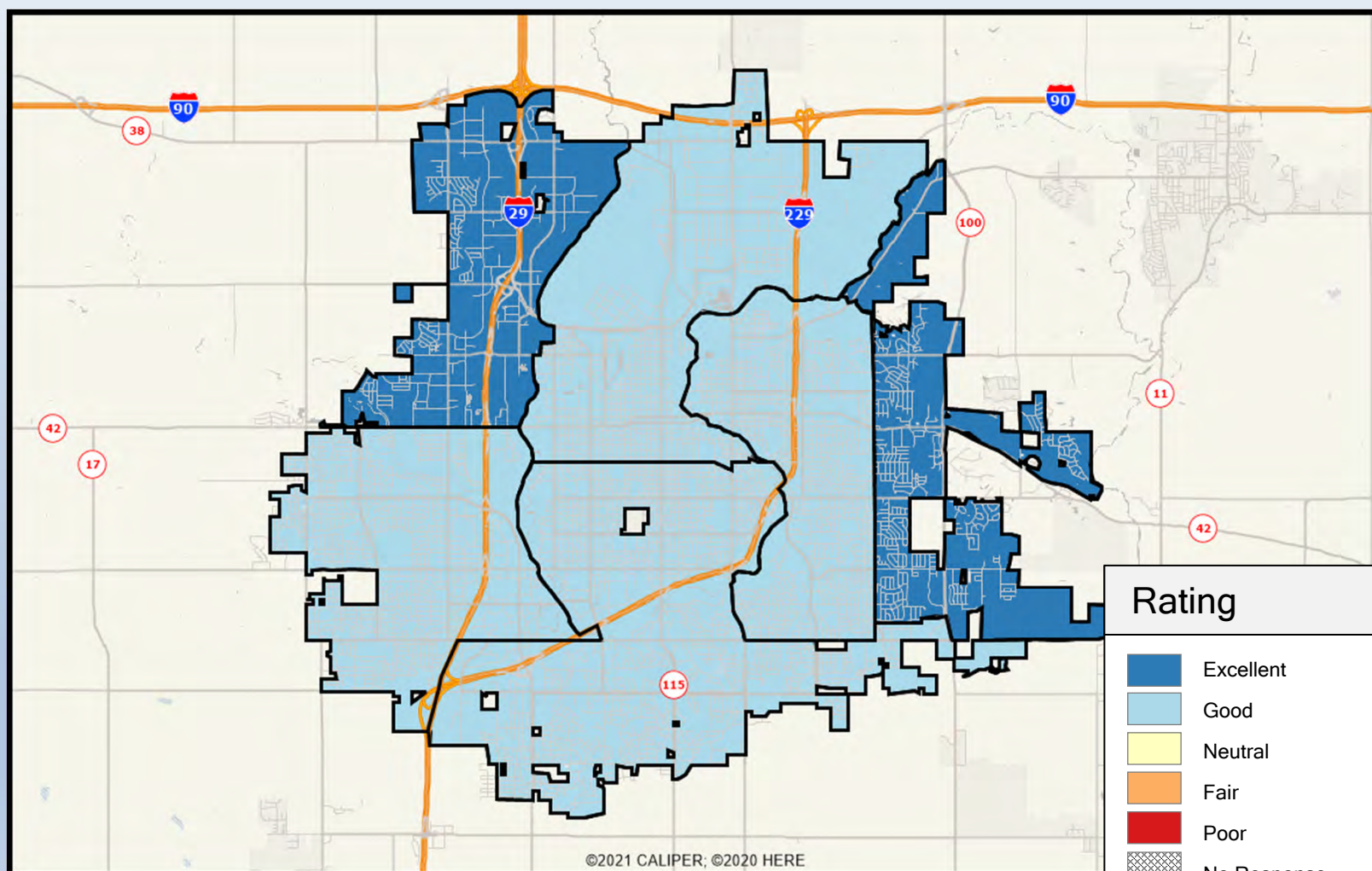
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Q17-02. How safe passengers feel when waiting at bus shelters and SAM Depot

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response
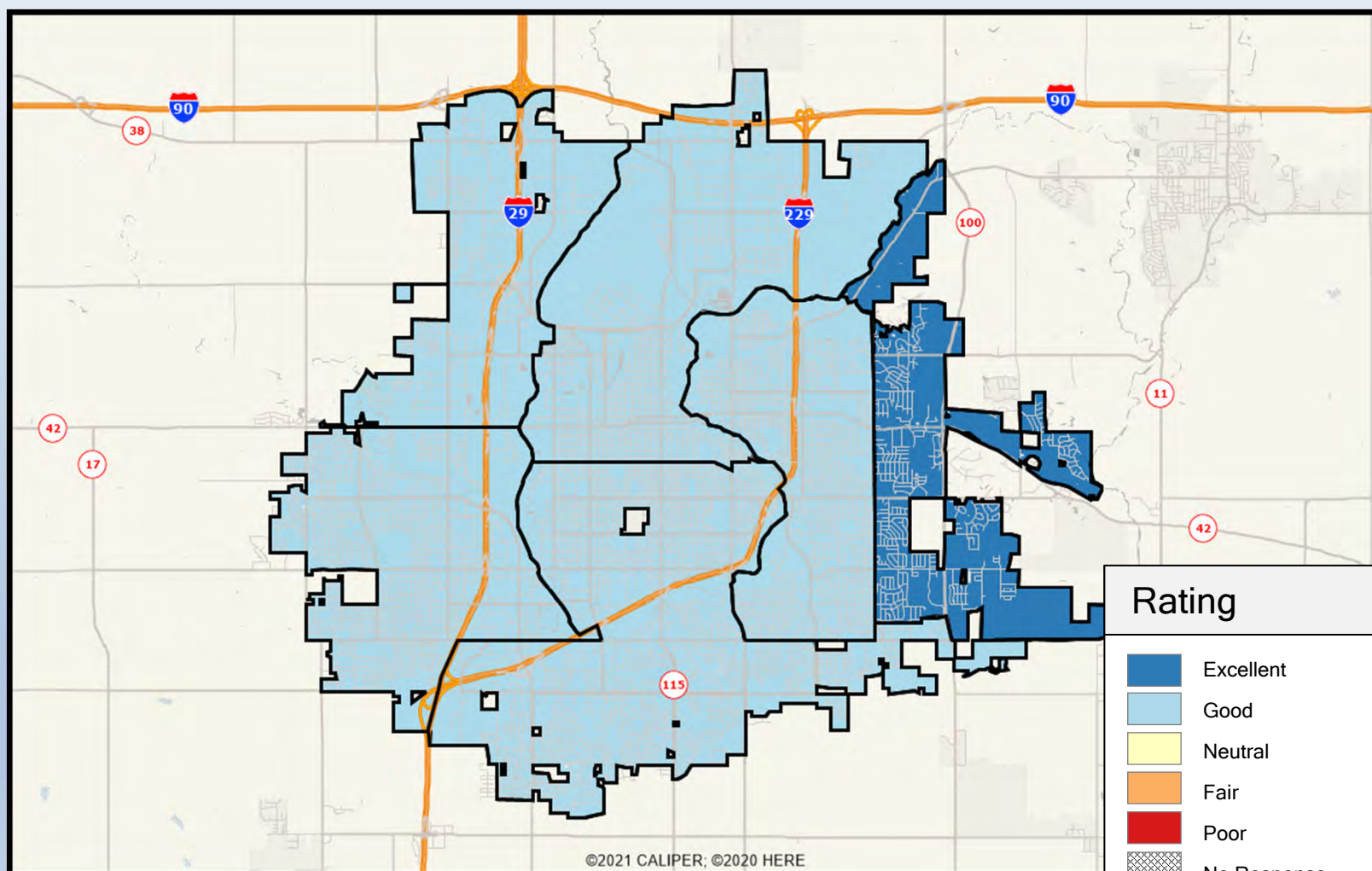
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Q17-03. How safe passengers feel when traveling on buses

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response
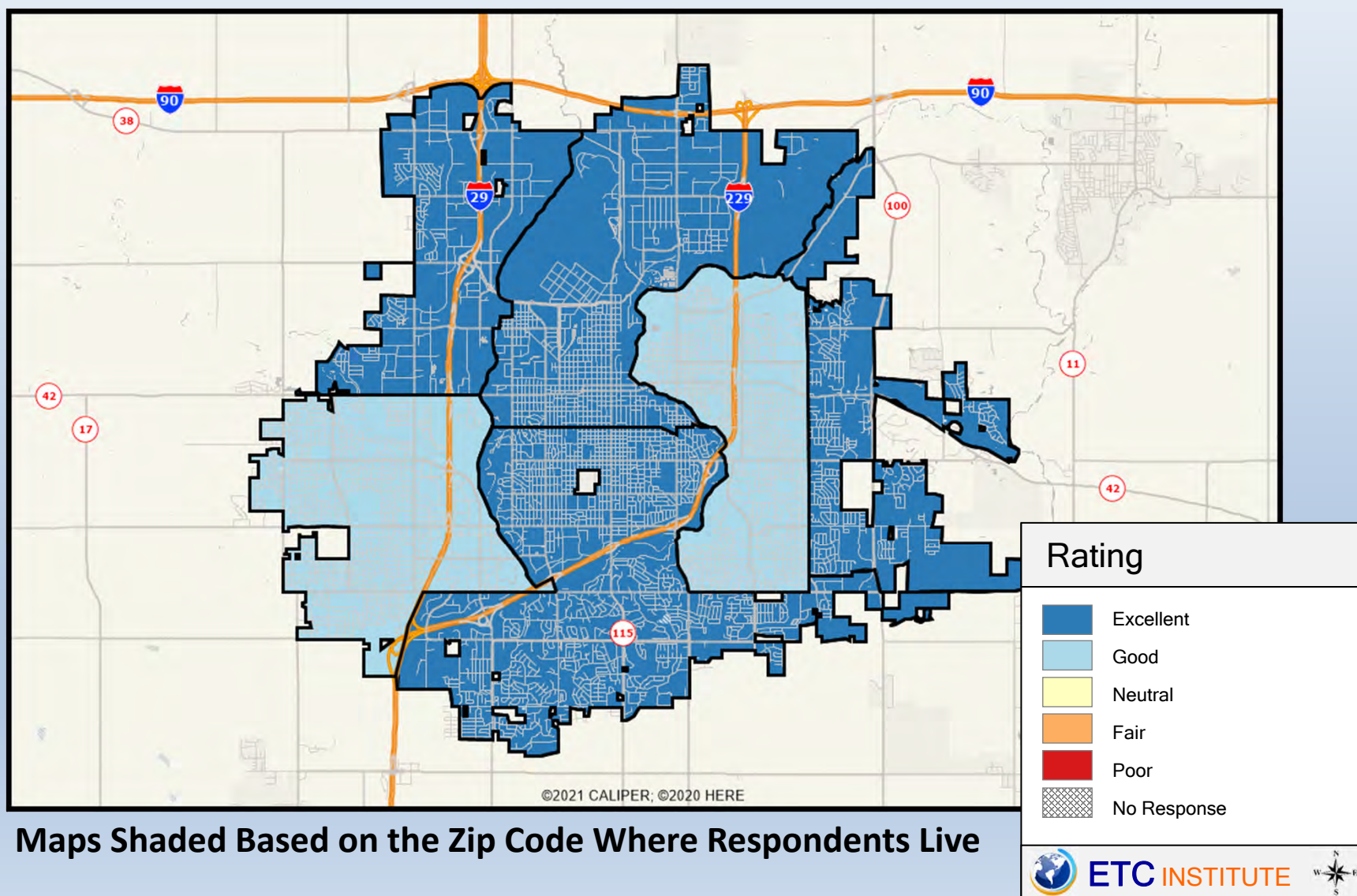
Q17-04. How passengers rated the on-time reliability of buses

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- **Excellent** (dark blue)
- **Good** (light blue)
- **Neutral** (yellow)
- **Fair** (orange)
- **Poor** (red)
- **No Response** (hatched)

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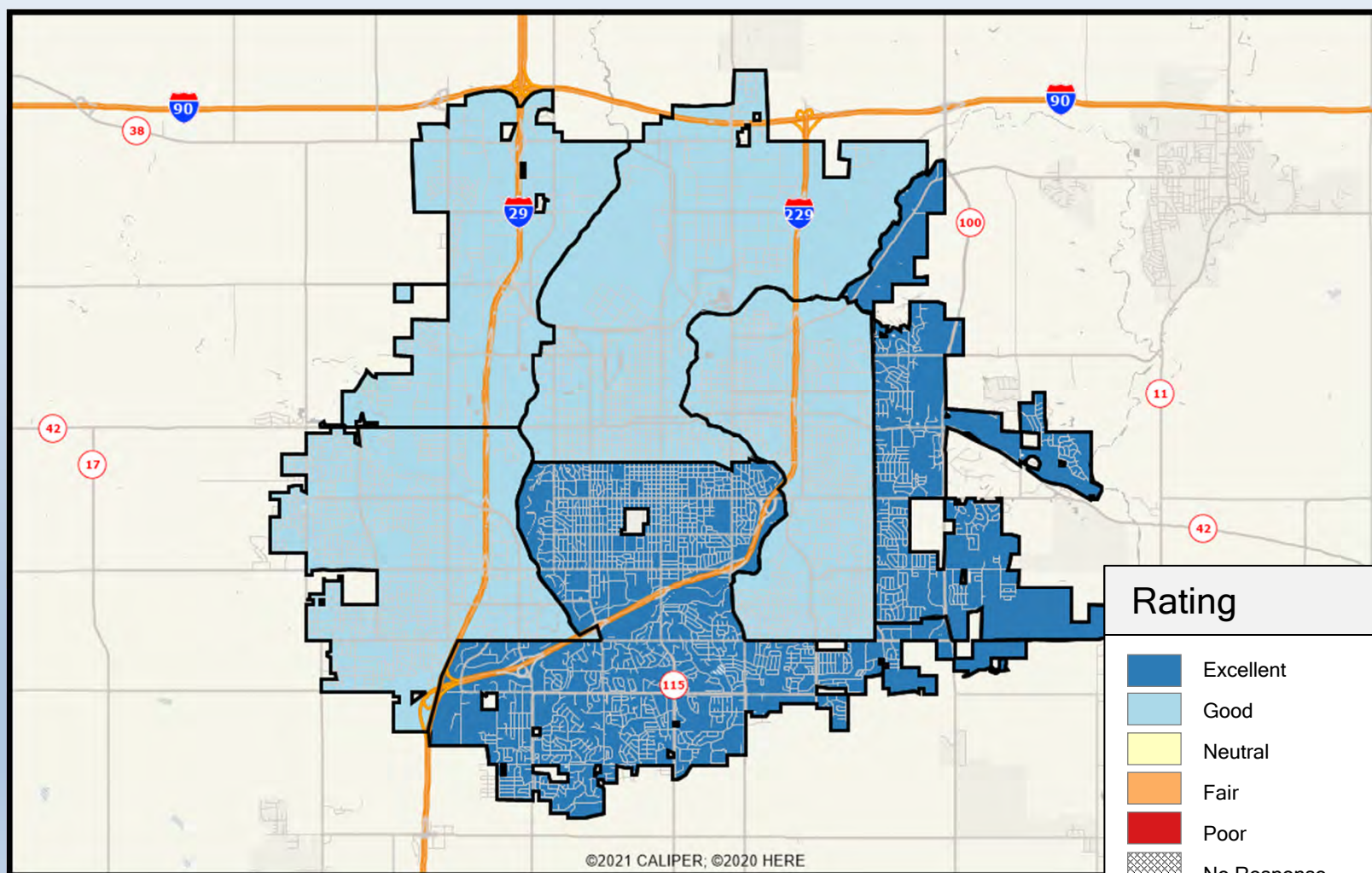
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Q17-05. How passengers rated the frequency that buses come by stops

Maps Shaded Based on the Zip Code Where Respondents Live

Rating
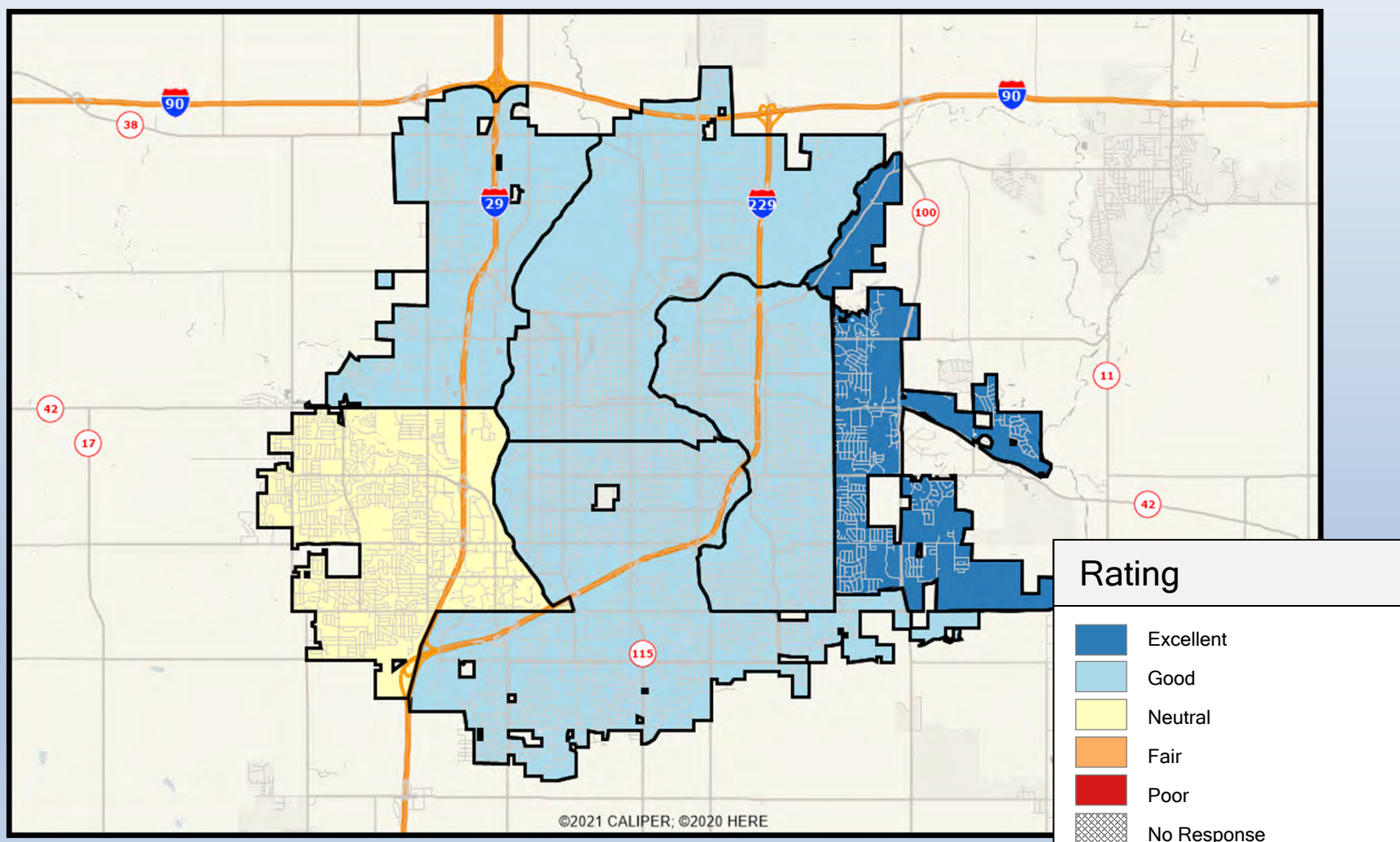
- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

Q17-06. How passengers rated the availability of weekend service

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

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Q17-07. How passengers rated the availability of evening service
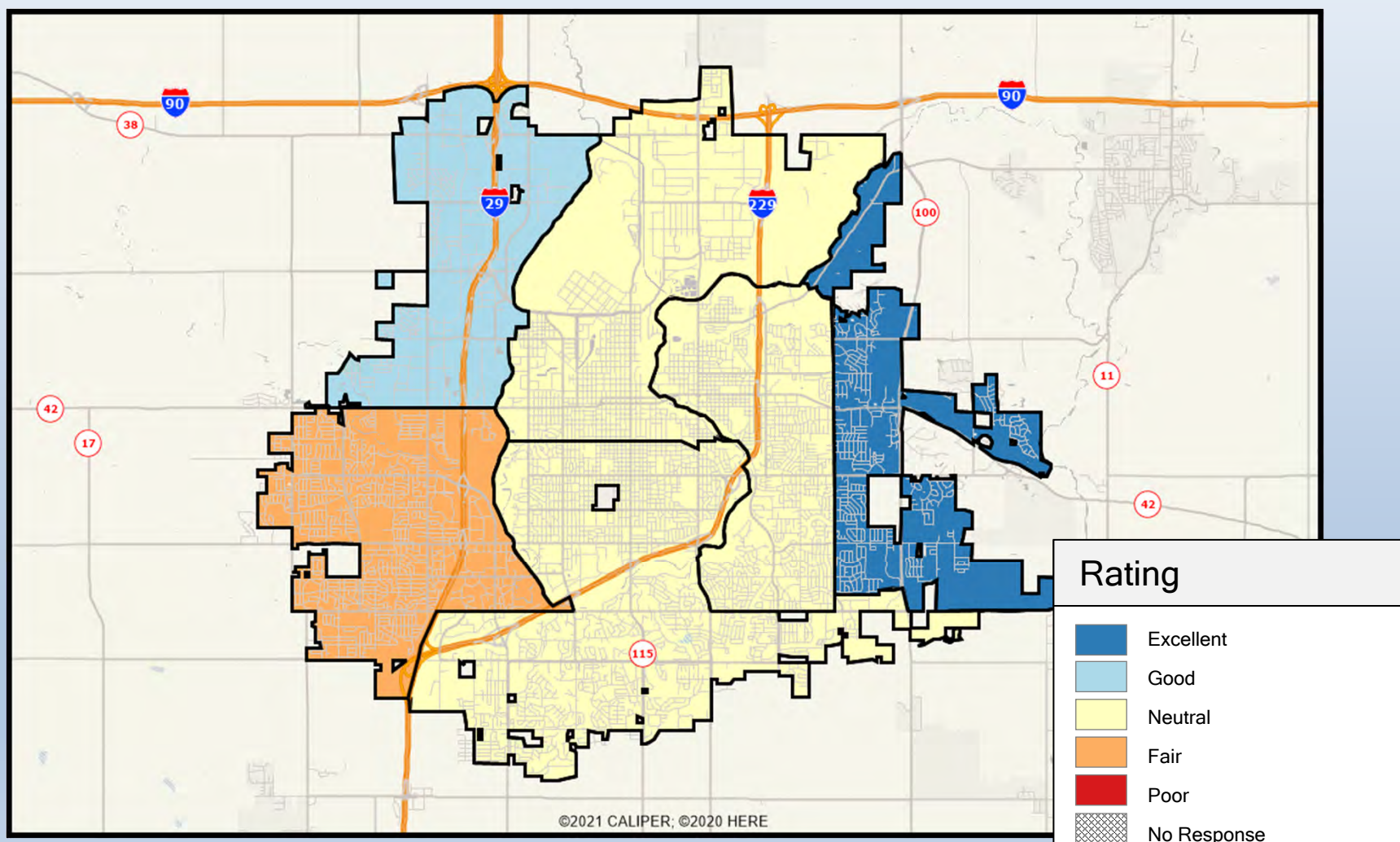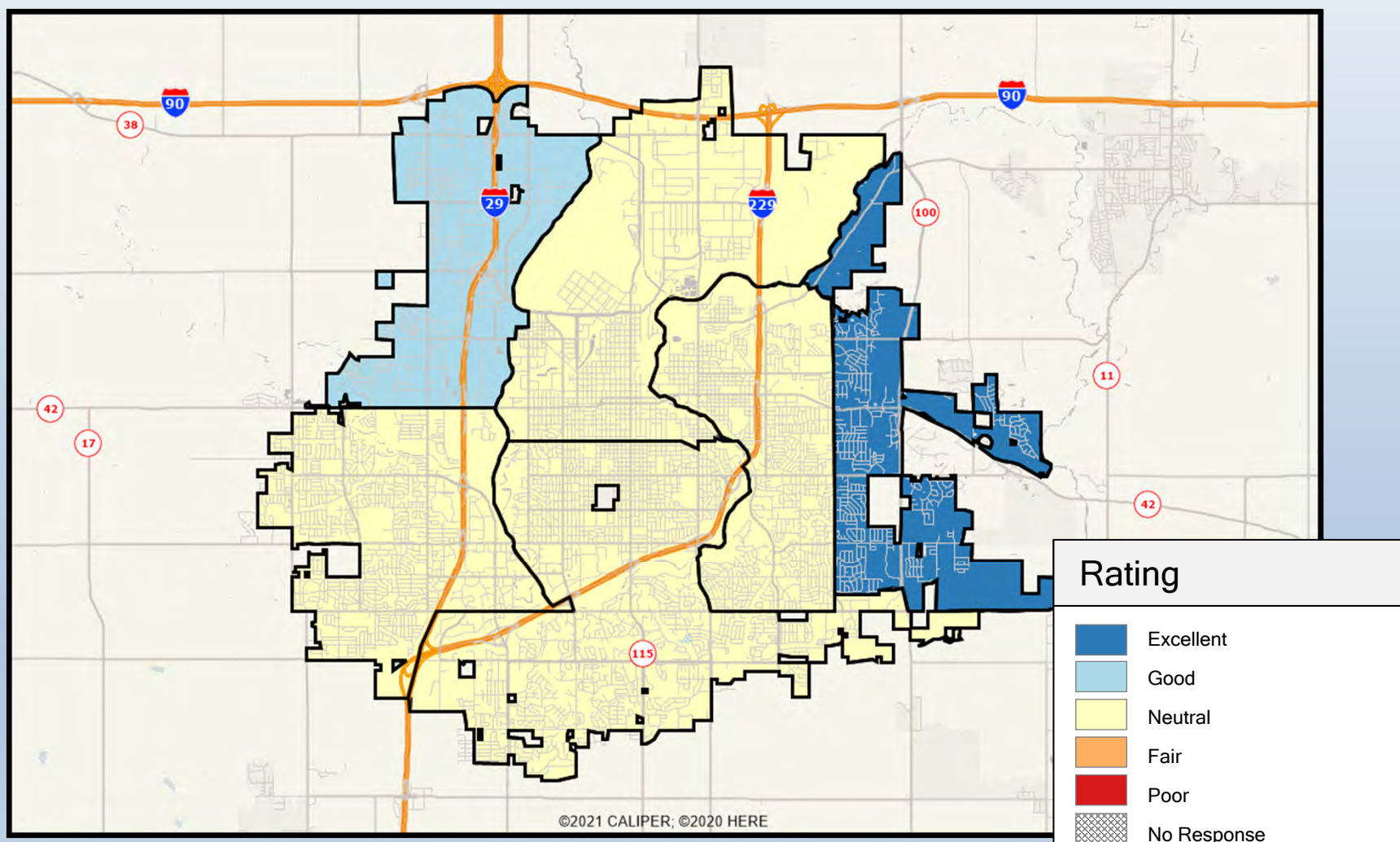
Maps Shaded Based on the Zip Code Where Respondents Live

Q17-08. How passengers rated the availability of covered shelters at stops

Maps Shaded Based on the Zip Code Where Respondents Live

Rating
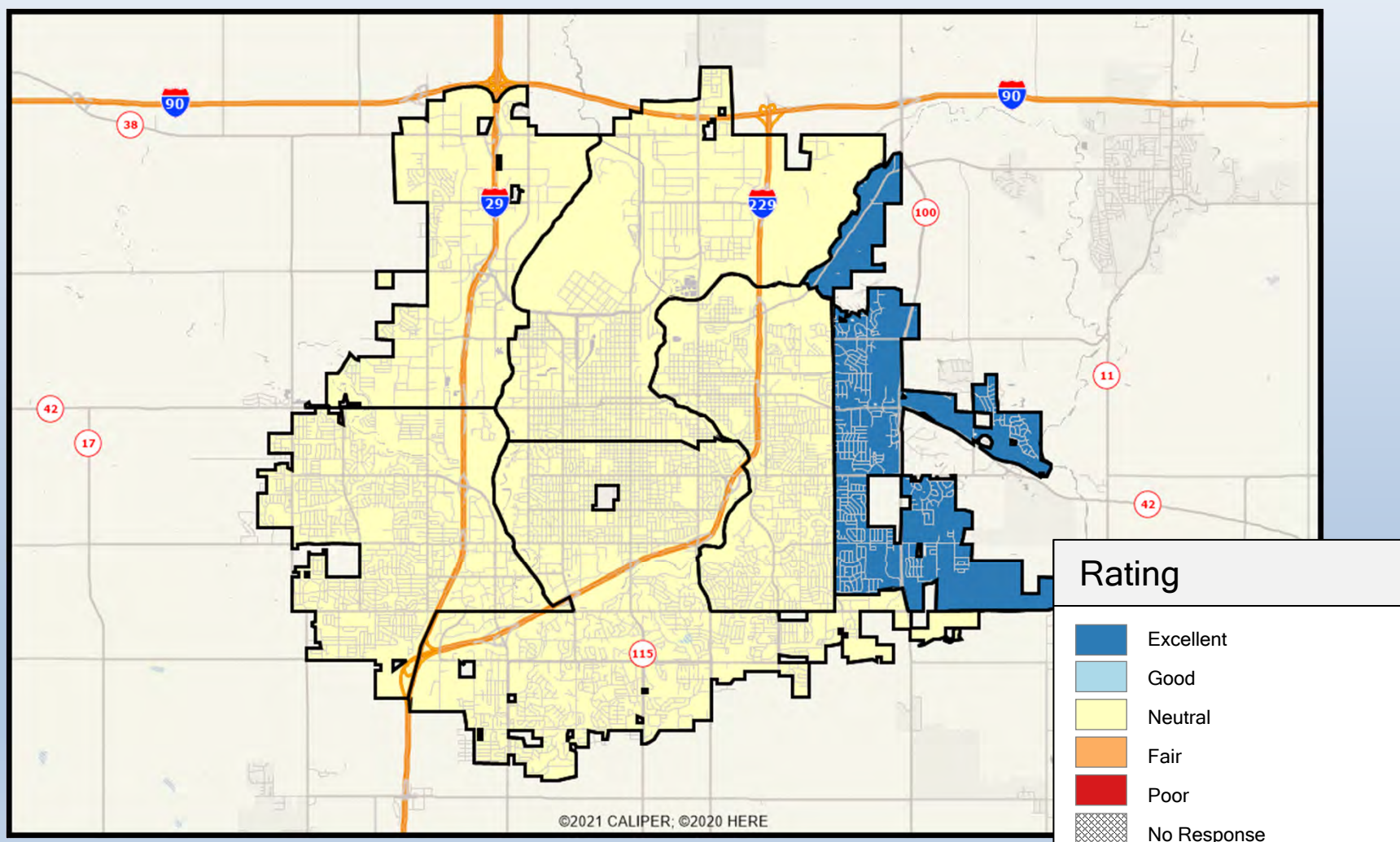
- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

Q17-09. How passengers rated the proximity of stops to the destinations they need to visit

Maps Shaded Based on the Zip Code Where Respondents Live

Rating
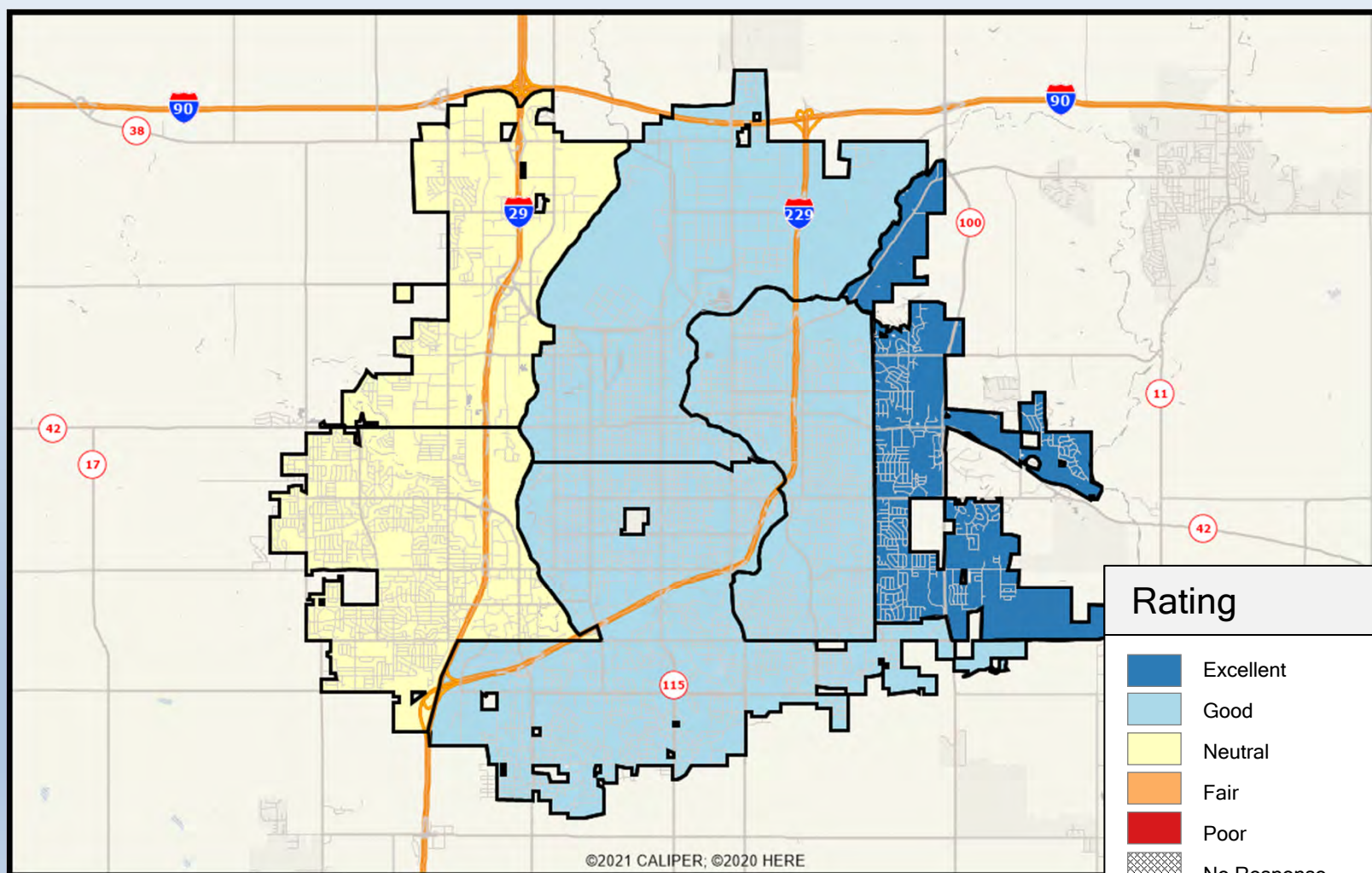
- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

Q17-10. How passengers rated efforts to minimize the number of transfers riders need to make

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

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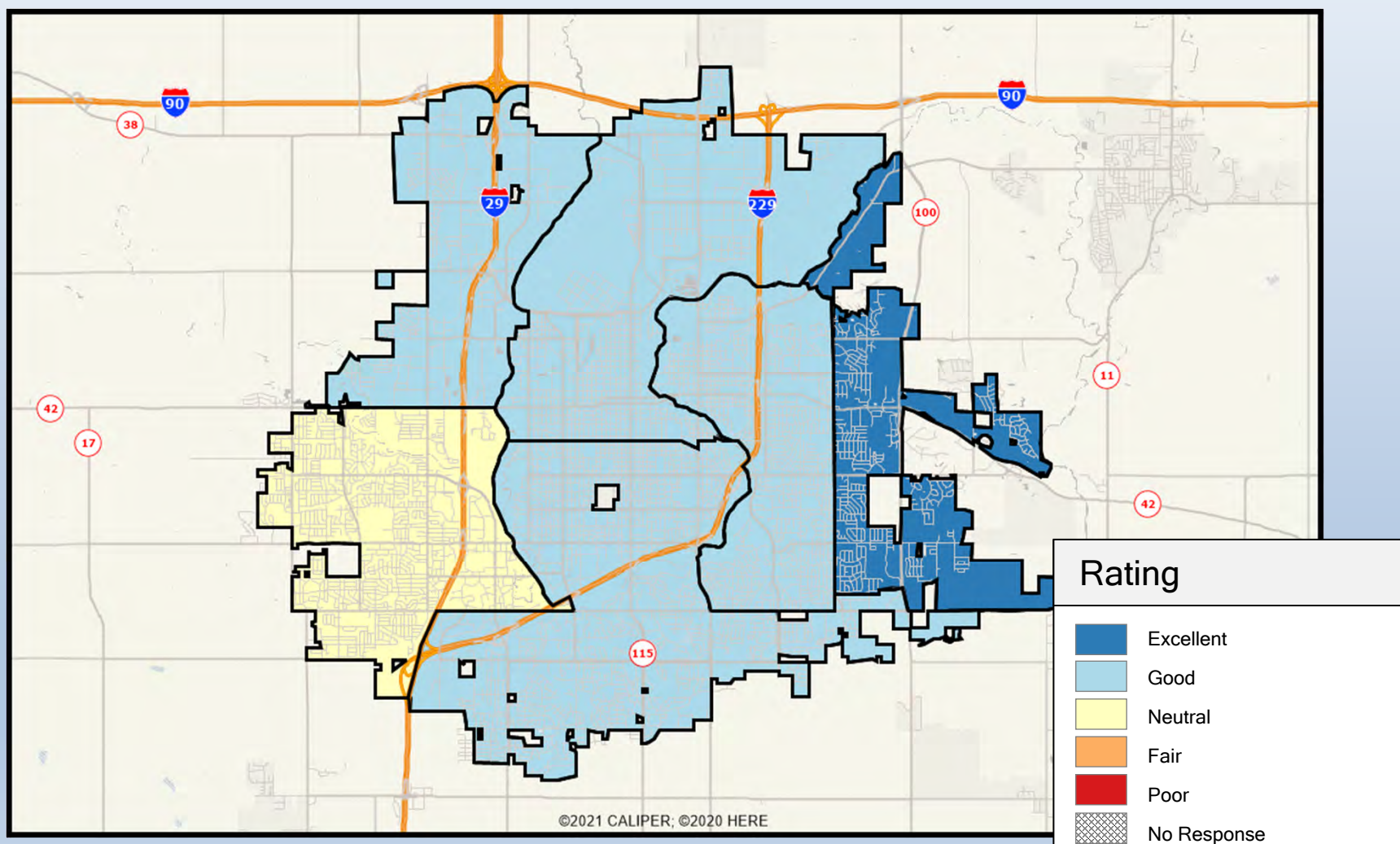
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Q17-11. How passengers rated the availability of information about bus service

Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response
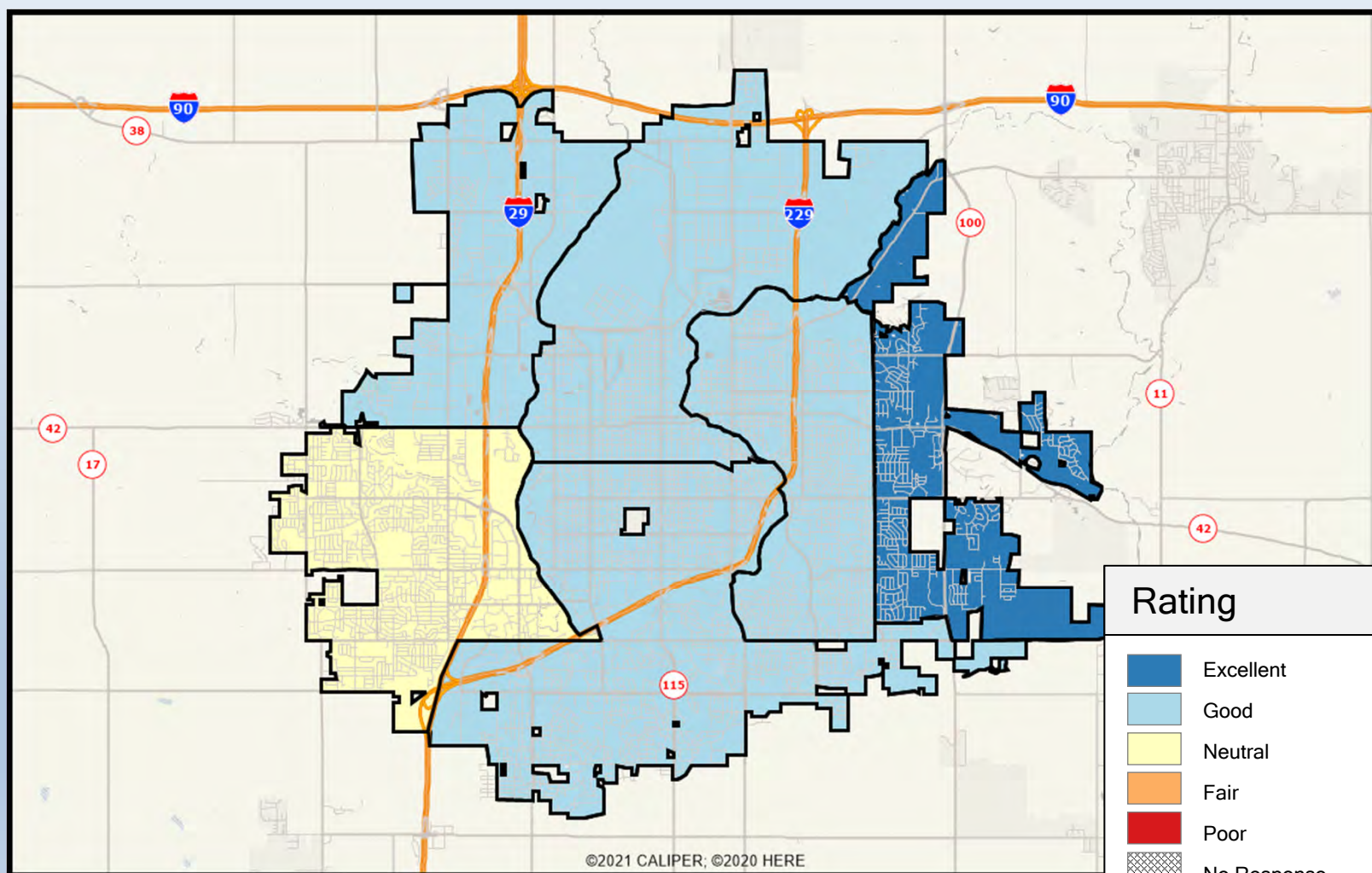
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Q17-12. How passengers rated the availability of safe walking and pedestrian facilities to get to the bus
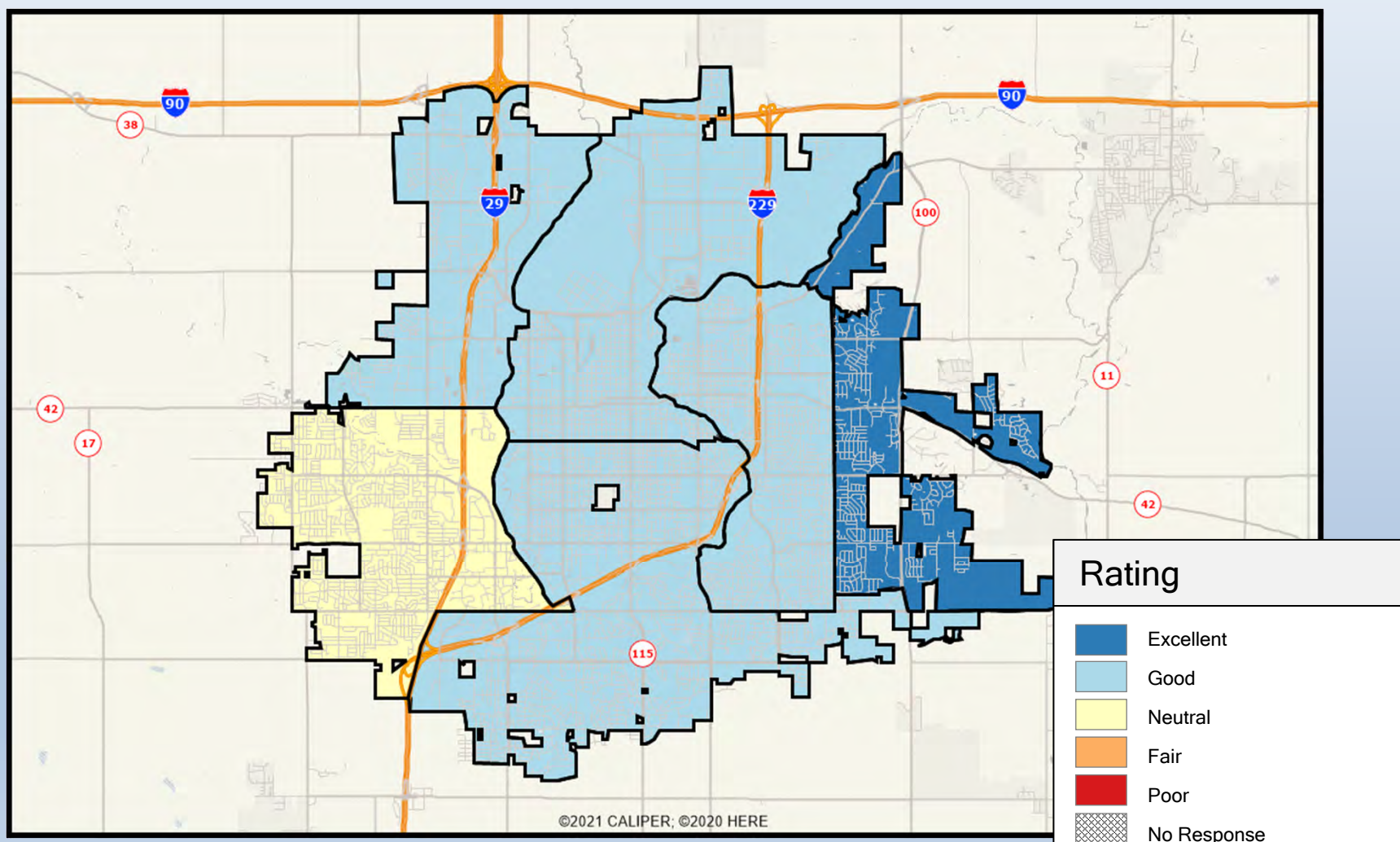
Maps Shaded Based on the Zip Code Where Respondents Live

Rating

- Excellent
- Good
- Neutral
- Fair
- Poor
- No Response

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Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the <u>highest importance to citizens</u>; and (2) to target resources toward those services where <u>citizens are the least satisfied.</u>

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

I-S Rating = Importance x (1-Satisfaction)

Example of the Calculation

Respondents were asked to identify the categories of agency services that were most important to them. Nearly one-fourth (22.2%) of respondents selected *availability of evening service* as one of the most important aspects of the public transit system.

With regard to satisfaction, 50.2% of respondents surveyed rated the agency's overall performance in the *availability of evening service* as a "4" or "5" on a 5-point scale (where "4" means "Excellent" and "3" means "Good") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 22.2% was multiplied by 49.8% (1-0.502). This calculation yielded an I-S rating of 0.1106, which ranked second out of 12 service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their most important service features and 0% indicate they are satisfied with the feature.

The lowest rating is 0.00 and could be achieved under either of the following two situations:
- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Importance-Satisfaction Analysis

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase* Emphasis (I-S > 0.20)
- *Increase* Current Emphasis (I-S = 0.10 - 0.20)
- *Maintain* Current Emphasis (I-S < 0.10)

The results for the 2023 Sioux Area Metro Passenger Survey are provided on the following page.

2023 Importance-Satisfaction Rating
Sioux Falls, SD
Public Transit In The Metropolitan Area

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of weekend service	40%	1	43%	12	0.2315	1
High Priority (IS .10-.20)						
Availability of evening service	22%	4	50%	11	0.1106	2
Medium Priority (IS <.10)						
How frequently buses come by stops	18%	7	68%	8	0.0590	3
On-time reliability of buses	28%	2	80%	3	0.0549	4
How close stops are located to the destinations I need to visit	16%	8	67%	9	0.0543	5
How safe you feel when waiting at bus shelters & SAM Depot	21%	5	79%	5	0.0433	6
Customer service provided by drivers & SAM staff	25%	3	84%	2	0.0406	7
Availability of covered shelters at stops	9%	10	55%	10	0.0400	8
Minimizing the number of transfers	12%	9	69%	7	0.0372	9
How safe you feel on the bus	19%	6	86%	1	0.0275	10
Availability of safe walking/pedestrian facilities to get to the bus	7%	11	79%	4	0.0154	11
Availability of information about bus service	5%	12	73%	6	0.0149	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third
most important responses for each item. Respondents were asked to identify
the three items that were most important to them.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "3" excluding 'don't knows.'
Respondents rated each item on a scale of 4 to 1 with "4" being Excellent and "1" being Poor.

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Tabular Data

Q1. How many years have you been riding the bus in Sioux Falls?

Q1. How many years have you been riding the bus in Sioux Falls	Number	Percent
0-2	68	33.5 %
3-5	46	22.7 %
6-10	40	19.7 %
11-15	15	7.4 %
16-20	12	5.9 %
21+	20	9.9 %
Not provided	2	1.0 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q1. How many years have you been riding the bus in Sioux Falls? (without "not provided")

Q1. How many years have you been riding the bus in Sioux Falls	Number	Percent
0-2	68	33.8 %
3-5	46	22.9 %
6-10	40	19.9 %
11-15	15	7.5 %
16-20	12	6.0 %
21+	20	10.0 %
Total	201	100.0 %

Q2. Overall, what is your perception of the quality of the public transit system in Sioux Falls?

Q2. Your overall perception of the quality of public transit system in Sioux Falls	Number	Percent
Excellent	69	34.0 %
Good	84	41.4 %
Neutral	32	15.8 %
Poor	11	5.4 %
Don't know	7	3.4 %
Total	203	100.0 %

WITHOUT "DON'T KNOW"

Q2. Overall, what is your perception of the quality of the public transit system in Sioux Falls? (without "don't know")

Q2. Your overall perception of the quality of public transit system in Sioux Falls	Number	Percent
Excellent	69	35.2 %
Good	84	42.9 %
Neutral	32	16.3 %
Poor	11	5.6 %
Total	196	100.0 %

Q3. How often do you currently use Sioux Area Metro?

Q3. How often do you currently use Sioux Area Metro	Number	Percent
5+ days per week	87	42.9 %
2-4 days per week	73	36.0 %
Once a week	20	9.9 %
A few times a month	17	8.4 %
A few times a year	1	0.5 %
Rarely or never	2	1.0 %
Not provided	3	1.5 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q3. How often do you currently use Sioux Area Metro? (without "not provided")

Q3. How often do you currently use Sioux Area Metro	Number	Percent
5+ days per week	87	43.5 %
2-4 days per week	73	36.5 %
Once a week	20	10.0 %
A few times a month	17	8.5 %
A few times a year	1	0.5 %
Rarely or never	2	1.0 %
Total	200	100.0 %

Q4. Why do you use the bus in Sioux Falls?

Q4. Why do you use the bus in Sioux Falls	Number	Percent
It's my only alternative	137	67.5 %
To avoid traffic congestion	14	6.9 %
Don't like driving	36	17.7 %
Save money	74	36.5 %
Employer provides transit pass	7	3.4 %
I care about the environment	30	14.8 %
Other	12	5.9 %
Total	310	

Q4-7. Other:

Q4-7. Other	Number	Percent
Don't drive	1	8.3 %
GET FROM POINT A TO POINT B	1	8.3 %
WORK	1	8.3 %
I STRESS EASILY	1	8.3 %
I ride it to work	1	8.3 %
DISABILITY	1	8.3 %
HOMELESS	1	8.3 %
INSURANCE IS TOO HIGH	1	8.3 %
Taxi costs too much	1	8.3 %
DR APPOINTMENTS AND SHOPPING	1	8.3 %
SAVING FOR A GOOD CAR	1	8.3 %
VEHICLE BEING SERVICED	1	8.3 %
Total	12	100.0 %

Q5. How many blocks from your HOME is the nearest bus stop located?

Q5. How many blocks from your home is the nearest
bus stop located	Number	Percent
0-2	116	57.1 %
3-5	56	27.6 %
6-10	18	8.9 %
11+	7	3.4 %
Not provided	6	3.0 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q5. How many blocks from your HOME is the nearest bus stop located? (without "not provided")

Q5. How many blocks from your home is the nearest
bus stop located	Number	Percent
0-2	116	58.9 %
3-5	56	28.4 %
6-10	18	9.1 %
11+	7	3.6 %
Total	197	100.0 %

Q6. How often would you like the bus to arrive at the bus stop nearest your HOME?

Q6. How often would you like the bus to arrive at the bus stop nearest your home	Number	Percent
0-5	10	4.9 %
6-10	7	3.4 %
11-15	12	5.9 %
16-20	5	2.5 %
21-30	101	49.8 %
31+	44	21.7 %
Not provided	24	11.8 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q6. How often would you like the bus to arrive at the bus stop nearest your HOME? (without "not provided")

Q6. How often would you like the bus to arrive at the bus stop nearest your home	Number	Percent
0-5	10	5.6 %
6-10	7	3.9 %
11-15	12	6.7 %
16-20	5	2.8 %
21-30	101	56.4 %
31+	44	24.6 %
Total	179	100.0 %

Q7. Excluding your home, how many different places did you (or will you) use the bus to visit today?

Q7. How many different places did you or will you use the bus to visit today	Number	Percent
1	47	23.2 %
2	50	24.6 %
3	42	20.7 %
4	26	12.8 %
5	11	5.4 %
6+	7	3.4 %
Not provided	20	9.9 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q7. Excluding your home, how many different places did you (or will you) use the bus to visit today? (without "not provided")

Q7. How many different places did you or will you use the bus to visit today	Number	Percent
1	47	25.7 %
2	50	27.3 %
3	42	23.0 %
4	26	14.2 %
5	11	6.0 %
6+	7	3.8 %
Total	183	100.0 %

Q8. Which route are you riding now (or about to board next)?

Q8. Which route are you riding now or about to board next	Number	Percent
1	13	6.7 %
2	14	7.3 %
3	25	13.0 %
4	18	9.3 %
5	11	5.7 %
6	11	5.7 %
7	30	15.5 %
8	11	5.7 %
9	12	6.2 %
10	25	13.0 %
11	5	2.6 %
19	18	9.3 %
Total	193	100.0 %

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (1st)

- 1ST PREMIER BANK
- 5 GUYS
- A friends house
- ACTIVE GENERATIONS
- AGP
- ALCOM
- ARBYS
- ASPIRES
- AVERA HOSPITAL
- AVERA MCGREEVY CLINIC
- BANQUET
- BILLS
- BISHOP DUDLEY HOUSE
- Brooke
- Bus Depot
- CARROLL INS
- CASEYS
- CENTRAL CHURCH DOWNTOWN
- CITY HALL
- CLEVELAND APARTMENTS
- COURTHOUSE
- Dakotaland auto glass
- DAN RUMMELL VILLAGE
- DAUGHTERS HOUSE
- Dept. Of Human Services
- DOLLAR STORE
- DOLLAR TREE
- Downtown Library
- DQ
- Dragons Den
- DUDLEY
- EASTVIEW APARTMENTS
- EMBE SWIMMING POOL
- EMPIRE MALL
- EMPIRE MALL
- EMPIRE MALL
- EMPIRE MALL
- EYEMART
- FACE IT TOGETHER
- FALLS COMMUNITY
- FAMILY DOLLAR
- FAST FOOD BUSINESS
- FIRST FEDERAL BANK

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (1st)

- FLYING J
- FLYING J
- FRYING PAN
- GET N GO
- GIMME-A-BREAK-DAYCARE
- GLORY HOUSE
- GOODWILL
- Goodwill
- GRAND PRAIRIE FOODS
- HAMPTON INN
- HERITAGE
- Hospitality Apartments
- Hy-Vee
- Hy-Vee
- IMPERIAL MALL
- JC PENNEY
- KFC
- LA TAPATIA MEXICAN STORE & RESTAURANT
- LEWIS STORES
- LIBRARY
- LIBRARY DOWNTOWN
- LYON PARK
- MacDonald's
- MACKINZIE RIVER AND BLARNEY STONE PUB
- MALL WALMART
- MCDONALDS
- MEDICAL
- MEDVANTX
- MENARDS
- Midtown Dental Health
- NORDICA WAREHOUSE
- NORMAN B MEARS LIBRARY
- OSHIMA
- PAPA JOHNS
- PAROLE OFFICE
- PAROLE OFFICE
- PAROLE OFFICE
- PERKINS
- PIZZA RANCH
- PIZZA RANCH
- PLASMA RESOURCES
- PODS MOVING & STORAGE
- POMEGRANATE

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (1st)

- RAMADA
- RAMKOTA SUITES
- ROSS
- RUBY TUESDAY
- Sanford
- SANFORD HOSPITAL
- SANFORD HOSPITAL
- SAUERS
- SHEELS BEST BUY
- SHEELS/BEST BUY
- Shop N Cart
- SHOP N CART
- SILENCER CENTRAL
- SIOUX FALLS COOP
- SIOUX FALLS FOOD COOP
- SMARCO SMITH
- SMITHFIELD
- SMITHFIELD
- SMITHFIELD
- SMITHFIELD FOODS
- SOUTHEASTERN BEHAVIORAL HEALTH
- ST VINCENT DE PAUL SOCIETY
- STATE DEPARTMENT OF LABOR
- SUNSHINE FOODS
- TALECRIS
- THE ARENA
- TOMMY JACKS PUB
- TOWER CAMPGROUND
- TURLE PARK
- U I H
- UNITED STATES COURT HOUSE
- URBAN INDIAN HEALTH
- VA HOSPITAL
- VA HOSPITAL
- VALLEY INN
- Valley Inn
- WALGREENS
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (1ˢᵗ)

- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART
- WALMART EAST
- WESTERN MALL
- WHITTERS
- WILEYS BAR
- WILLIAM MCLAUGHLIN
- WOOFS AND WAVES

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (2nd)

- 1000 S. Grange Ave
- 101 E INDIANA
- 10TH
- 10TH & CLIFF
- 10TH & SPRING
- 10TH ST
- 1101 W 22ND ST
- 1117 W 11TH ST
- 11ST
- 11TH ST
- 120 N. Kiwanis Ave.
- 1200 1/2 west 10th Street
- 12th western
- 1400 N CLEVELAND
- 1400 N WEBER AVE
- 1400 N WEBER AVE
- 14TH & MINNESOTA
- 1801 N TERIN CIR
- 1818 N LEWIS
- 18TH & GRANGE
- 18TH & MINNESOTA
- 18th and grange
- 18TH AND MINNESOTA
- 1900 S MARION RD
- 2001 e 39th street north
- 2101 E 39TH ST
- 2101 W 41ST
- 214 E 12TH ST
- 224 W 9TH ST
- 22ND & GRANGE
- 2300 W 46TH ST
- 2417 S CARLOY AVE
- 2600 S Western Ave
- 2605 W 12TH ST
- 2608 E 8TH ST
- 2608 E 8TH ST
- 26TH & MARION
- 2701 E 6th St
- 2701 E 6TH ST
- 3009 W RUSSELL ST
- 302 N JUNIPER PL
- 3101 E 26th St.
- 3300 E 11TH ST

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (2nd)

- 3601 EAST 3RD ST
- 3800 N Career Ave
- 3809 E 10TH ST
- 39TH & TERRY
- 410 W 18TH
- 41ST & LOUISE
- 41ST AND LOUISE
- 41ST AND MINNESOTA
- 41ST AND MINNESOTA
- 41ST AND NORTON
- 41ST ST
- 41ST ST
- 41ST ST SW
- 41ST ST SW
- 41T AND LOUISE
- 430 E 10TH ST
- 4901 N 4TH AVE
- 4915 N CLIFF AVE
- 49TH & WESTPORT
- 49TH ST
- 49TH ST
- 501 EAST 52ND ST
- 5200 W 60TH ST N
- 530 S 2ND AVE
- 5426 E ARROWHEAD PKWY
- 5521 E ARROWHEAD
- 5521 E ARROWHEAD PKWY
- 57TH & TENNIS LN
- 6TH & MINNESOTA
- 6th & Weber
- 6TH ST
- 7TH AVE
- 800 E 14TH ST
- 809 NW Ave
- 811 E 10rh St
- 900 E 8TH ST
- 900 EAST 8TH ST
- 970 N CLIFF AVE
- 9TH ST
- ARROWHEAD
- ARROWHEAD
- ARROWHEAD PARKWAY
- BROOKING AND MINNESOTA
- CLEVELAND

Q9. Excluding your home, what is/was the name of the primary destination you are using/used the bus to visit today? (2ⁿᵈ)

- DAKOTA AVE
- DOLLY FARMS
- Downtown
- E 10TH
- E 10TH ST
- E 54TH ST NORTH
- E ARROWHEAD
- EAST
- EAST PARKWAY
- EAST SIDE
- EAST SIDE
- KIWANIS
- LOUISE AND 57TH
- NOT PROVIDED
- ON CLEVELAND
- RUSSELL ST
- S SHIRLEY ST
- Sycamore avenue
- TRUCK STOP 60TH N
- W BURNSIDE ST
- WEST SIDE
- WESTPORT AVE & 12TH ST
- WILLIAMS AVE

Q10. How long (in minutes) did/will it take you to get from your home to the destination listed above using the bus?

Q10. How long in minutes did/will it take you to get from your home to the destination using bus	Number	Percent
0-5	15	7.4 %
6-10	13	6.4 %
11-15	23	11.3 %
16-20	22	10.8 %
21-30	39	19.2 %
31+	75	36.9 %
Not provided	16	7.9 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q10. How long (in minutes) did/will it take you to get from your home to the destination listed above using the bus? (without "not provided")

Q10. How long in minutes did/will it take you to get from your home to the destination using bus	Number	Percent
0-5	15	8.0 %
6-10	13	7.0 %
11-15	23	12.3 %
16-20	22	11.8 %
21-30	39	20.9 %
31+	75	40.1 %
Total	187	100.0 %

Q11. How many times did you (or would you have had to) transfer to get from your home to the destination listed above?

Q11. How many times did you or would you have had to transfer to get from your home to the destination	Number	Percent
None	51	25.1 %
Once	68	33.5 %
Twice	62	30.5 %
Three or more	20	9.9 %
Not provided	2	1.0 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q11. How many times did you (or would you have had to) transfer to get from your home to the destination listed above? (without "not provided")

Q11. How many times did you or would you have had to transfer to get from your home to the destination	Number	Percent
None	51	25.4 %
Once	68	33.8 %
Twice	62	30.8 %
Three or more	20	10.0 %
Total	201	100.0 %

Q12. What is/was the primary purpose of your current trip?

Q12. What is/was the primary purpose of your current trip	Number	Percent
Work	73	36.0 %
Personal business	52	25.6 %
Shopping	41	20.2 %
College/school	1	0.5 %
Hospital/doctor's office	18	8.9 %
Social/recreation	10	4.9 %
Other	2	1.0 %
Not provided	6	3.0 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q12. What is/was the primary purpose of your current trip? (without "not provided")

Q12. What is/was the primary purpose of your current trip	Number	Percent
Work	73	37.1 %
Personal business	52	26.4 %
Shopping	41	20.8 %
College/school	1	0.5 %
Hospital/doctor's office	18	9.1 %
Social/recreation	10	5.1 %
Other	2	1.0 %
Total	197	100.0 %

Q12-7. Other:

Q12-7. Other	Number	Percent
TREATMENT	1	50.0 %
ERRANDS	1	50.0 %
Total	2	100.0 %

Q13. Do you have a car or other vehicle that you could have used to make this trip?

Q13. Do you have a car or other vehicle that you could have used to make this trip	Number	Percent
Yes	34	16.7 %
No	163	80.3 %
Not provided	6	3.0 %
Total	203	100.0 %

Q13. Do you have a car or other vehicle that you could have used to make this trip? (without "not provided")

Q13. Do you have a car or other vehicle that you could have used to make this trip	Number	Percent
Yes	34	17.3 %
No	163	82.7 %
Total	197	100.0 %

Q14. If the bus service was not available, how would you make this trip?

Q14. How would you make this trip if bus service was not available	Number	Percent
Use my car	8	3.9 %
Walk	69	34.0 %
Bicycle	17	8.4 %
Get a ride from someone	51	25.1 %
Use an Uber/Lyft/taxi	23	11.3 %
I would not make this trip	30	14.8 %
Not provided	5	2.5 %
Total	203	100.0 %

Q14. If the bus service was not available, how would you make this trip? (without "not provided")

Q14. How would you make this trip if bus service was not available	Number	Percent
Use my car	8	4.0 %
Walk	69	34.8 %
Bicycle	17	8.6 %
Get a ride from someone	51	25.8 %
Use an Uber/Lyft/taxi	23	11.6 %
I would not make this trip	30	15.2 %
Total	198	100.0 %

Q15. First destination you would like to visit in the Sioux Falls metropolitan area that are not currently served by the public transit system.

- 2001 e 39th street north
- 60TH ST FOR AMAZON
- 69 & LOUISE
- 69TH
- 69TH & LOUISE
- 85TH
- A & B BUSINESS SOLUTIONS N A BLVD
- Airport
- Airport
- Airport
- Aldi
- AMAZON
- AVERA HEART HOSPITAL
- AVERA HEART HOSPITAL
- AVERA HEART HOSPITAL
- AVERA ORTHOPEDICS
- BIKE PATHS
- BUTTERFLY HOUSE
- CARROT INSTITUTE
- CHURCH
- DENTAL CLINICS PAST 49TH ST
- Falls
- FALLS PARK AREA
- FALLS PARK AREA
- FIRST BAPTIST CHURCH
- FIRST BAPTIST CHURCH
- FLEET FARM
- FLYING J
- FLYING J
- Good Will of the Great Plains
- HARTFORD
- JIMMY JOHNS ON BENTON
- JUST WEEKEND ROUTES AND MORE ROUTES
- LAND O LAKES
- MCDONALDS ON 10TH ST
- More pools
- New work location by Dawley Village
- OPTHAMOLOGY LTD
- ORTHOPEDIC AVERA
- PARHAM CHIROPRACTIC 2500 W 46TH ST
- PIZZA RANCH
- RONNING LIBRARY

Q15. First destination you would like to visit in the Sioux Falls metropolitan area that are not currently served by the public transit system.

- SATURDAY AND SUNDAY SERVICE
- SOUTH OF 60TH
- SUBARU 82 ST SOUTH
- SUBWAY ON 69TH & MINNESOTA
- SUNSHINE FOODS
- THEATER
- VETERANS CENTER
- Walmart
- Walmart
- Walmart
- WALMART 60TH N
- Walmart 85th & Minnesota Ave
- WALMART ON 85TH & MINNESOTA
- WALMART ON 85TH ST
- Walmart on 85th& Minnesota
- WALMART SOUTH MINNESOTA
- Work

Q15. Second destination you would like to visit in the Sioux Falls metropolitan area that are not currently served by the public transit system.

- 41ST & TEA LIS RD
- 54TH & SYCAMORE
- 7412 w stoneycreek st
- 85TH
- Amazon
- AMAZON NORTH
- Appointment
- AVERA BEHAVIOR HEALTH 69TH & LOUIS
- Average Behavioral Health
- BACK IN BALANCE FAMILY CHIROPRACTIC 4301 W 57TH ST
- BATHROOMS OPEN AT NIGHT
- BUTTERFLY HOUSE AQUARIUM
- FAIRGROUNDS
- Freddy's
- Friends house
- HYVEE (26TH & SYCAMORE)
- Hy-Vee on Cliff and 57th
- LAST STOP CD SHOP
- LEWIS DRUG 41ST AND MARION
- LIBRARY
- Places past 69th Street on Minnesota and/or Western Ave
- POTTER HALL
- S ELLIS RD (SEVERAL PLACES)
- Special Olympics unified center
- STORAGE UNITS ON LYONS
- SUNNY CREST RETIREMENT
- TEA
- UNION GOSPEL MISSION
- WALGREENS ON 41ST AND LOUISE AVE
- WALL LAKE
- WALMART
- WALMART EAST
- WALMART SOUTHSIDE
- WALMART SS

Q15. Third destination you would like to visit in the Sioux Falls metropolitan area that are not currently served by the public transit system.

- 69th & Louise Ave
- COMPUTER PROS, 1200 W 57TH ST
- Elm wood golf course
- FLEET FARM
- GLORY HOUSE
- GRAND FALL CASINO & GOLF RESORT
- HARRISBURG
- NEW JOB FORCE OFFICE WHEREVER THEY ARE MOVING TO
- Orielys
- Outlying communities Tea, Harrisburg, Brandon
- PENNYS
- Perkins
- See my daughter
- SKY ZONE
- SOUTH CLIFF-MINNESOTA
- SUNSHINE
- Walmart Minnesota & South 85th
- ZOO

Q16. Please indicate how likely you would be to ride the bus more than you currently do if the following services/amenities were provided.

(N=203)

	Very likely	Likely	Not sure	Not likely	Not provided
Q16-1. Shelter amenities such as heat, fans, lights, & digital schedules, etc	36.5%	33.5%	17.7%	9.9%	2.5%
Q16-2. Automatic voice announcement	31.5%	28.6%	23.6%	10.3%	5.9%
Q16-3. Real-time information about the location of buses that can be accessed on a mobile device	35.0%	29.6%	17.2%	14.3%	3.9%

WITHOUT "NOT PROVIDED"

Q16. Please indicate how likely you would be to ride the bus more than you currently do if the following services/amenities were provided. (without "not provided")

(N=203)

	Very likely	Likely	Not sure	Not likely
Q16-1. Shelter amenities such as heat, fans, lights, & digital schedules, etc	37.4%	34.3%	18.2%	10.1%
Q16-2. Automatic voice announcement	33.5%	30.4%	25.1%	11.0%
Q16-3. Real-time information about the location of buses that can be accessed on a mobile device	36.4%	30.8%	17.9%	14.9%

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below.

(N=203)

	Excellent	Good	Fair	Poor	Not provided
Q17-1. Customer service provided by drivers & SAM staff	40.9%	41.4%	9.9%	6.4%	1.5%
Q17-2. How safe you feel when waiting at bus shelters & SAM Depot	44.8%	33.5%	16.3%	4.4%	1.0%
Q17-3. How safe you feel on the bus	53.7%	31.5%	12.3%	2.0%	0.5%
Q17-4. On-time reliability of buses	45.8%	33.5%	14.8%	4.9%	1.0%
Q17-5. How frequently buses come by stops	33.5%	32.5%	20.2%	11.3%	2.5%
Q17-6. Availability of weekend service	23.6%	18.2%	17.7%	38.4%	2.0%
Q17-7. Availability of evening service	22.7%	26.6%	27.6%	21.2%	2.0%
Q17-8. Availability of covered shelters at stops	25.6%	28.1%	22.2%	21.7%	2.5%
Q17-9. How close stops are located to the destinations I need to visit	30.5%	34.5%	21.7%	10.8%	2.5%
Q17-10. Minimizing the number of transfers	31.5%	36.0%	21.2%	9.9%	1.5%
Q17-11. Availability of information about bus service	40.4%	31.0%	19.2%	7.9%	1.5%
Q17-12. Availability of safe walking/ pedestrian facilities to get to the bus	39.9%	38.9%	13.3%	7.4%	0.5%

WITHOUT "NOT PROVIDED"

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below. (without "not provided")

(N=203)

	Excellent	Good	Fair	Poor
Q17-1. Customer service provided by drivers & SAM staff	41.5%	42.0%	10.0%	6.5%
Q17-2. How safe you feel when waiting at bus shelters & SAM Depot	45.3%	33.8%	16.4%	4.5%
Q17-3. How safe you feel on the bus	54.0%	31.7%	12.4%	2.0%
Q17-4. On-time reliability of buses	46.3%	33.8%	14.9%	5.0%
Q17-5. How frequently buses come by stops	34.3%	33.3%	20.7%	11.6%
Q17-6. Availability of weekend service	24.1%	18.6%	18.1%	39.2%
Q17-7. Availability of evening service	23.1%	27.1%	28.1%	21.6%
Q17-8. Availability of covered shelters at stops	26.3%	28.8%	22.7%	22.2%
Q17-9. How close stops are located to the destinations I need to visit	31.3%	35.4%	22.2%	11.1%
Q17-10. Minimizing the number of transfers	32.0%	36.5%	21.5%	10.0%
Q17-11. Availability of information about bus service	41.0%	31.5%	19.5%	8.0%
Q17-12. Availability of safe walking/ pedestrian facilities to get to the bus	40.1%	39.1%	13.4%	7.4%

Q18. Which THREE of the items listed in Question 17 are most important to you?

Q18. Top choice	Number	Percent
Customer service provided by drivers & SAM staff	32	15.8 %
How safe you feel when waiting at bus shelters & SAM Depot	13	6.4 %
How safe you feel on the bus	14	6.9 %
On-time reliability of buses	22	10.8 %
How frequently buses come by stops	15	7.4 %
Availability of weekend service	38	18.7 %
Availability of evening service	6	3.0 %
Availability of covered shelters at stops	4	2.0 %
How close stops are located to the destinations I need to visit	9	4.4 %
Minimizing the number of transfers	1	0.5 %
Availability of information about bus service	4	2.0 %
Availability of safe walking/pedestrian facilities to get to the bus	7	3.4 %
None chosen	38	18.7 %
Total	203	100.0 %

Q18. Which THREE of the items listed in Question 17 are most important to you?

Q18. 2nd choice	Number	Percent
Customer service provided by drivers & SAM staff	10	4.9 %
How safe you feel when waiting at bus shelters & SAM Depot	15	7.4 %
How safe you feel on the bus	12	5.9 %
On-time reliability of buses	19	9.4 %
How frequently buses come by stops	6	3.0 %
Availability of weekend service	27	13.3 %
Availability of evening service	22	10.8 %
Availability of covered shelters at stops	7	3.4 %
How close stops are located to the destinations I need to visit	14	6.9 %
Minimizing the number of transfers	6	3.0 %
Availability of information about bus service	3	1.5 %
Availability of safe walking/pedestrian facilities to get to the bus	6	3.0 %
None chosen	56	27.6 %
Total	203	100.0 %

Q18. Which THREE of the items listed in Question 17 are most important to you?

Q18. 3rd choice	Number	Percent
Customer service provided by drivers & SAM staff	8	3.9 %
How safe you feel when waiting at bus shelters & SAM Depot	14	6.9 %
How safe you feel on the bus	13	6.4 %
On-time reliability of buses	15	7.4 %
How frequently buses come by stops	16	7.9 %
Availability of weekend service	17	8.4 %
Availability of evening service	17	8.4 %
Availability of covered shelters at stops	7	3.4 %
How close stops are located to the destinations I need to visit	10	4.9 %
Minimizing the number of transfers	17	8.4 %
Availability of information about bus service	4	2.0 %
Availability of safe walking/pedestrian facilities to get to the bus	2	1.0 %
None chosen	63	31.0 %
Total	203	100.0 %

SUM OF TOP 3 CHOICES
Q18. Which THREE of the items listed in Question 17 are most important to you? (top 3)

Q18. Sum of top 3 choices	Number	Percent
Customer service provided by drivers & SAM staff	50	24.6 %
How safe you feel when waiting at bus shelters & SAM Depot	42	20.7 %
How safe you feel on the bus	39	19.2 %
On-time reliability of buses	56	27.6 %
How frequently buses come by stops	37	18.2 %
Availability of weekend service	82	40.4 %
Availability of evening service	45	22.2 %
Availability of covered shelters at stops	18	8.9 %
How close stops are located to the destinations I need to visit	33	16.3 %
Minimizing the number of transfers	24	11.8 %
Availability of information about bus service	11	5.4 %
Availability of safe walking/pedestrian facilities to get to the bus	15	7.4 %
None chosen	38	18.7 %
Total	490	

Q19. What is your age?

Q19. Your age	Number	Percent
18-34	46	22.7 %
35-44	62	30.5 %
45-54	36	17.7 %
55-64	31	15.3 %
65+	16	7.9 %
Not provided	12	5.9 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q19. What is your age? (without "not provided")

Q19. Your age	Number	Percent
18-34	46	24.1 %
35-44	62	32.5 %
45-54	36	18.8 %
55-64	31	16.2 %
65+	16	8.4 %
Total	191	100.0 %

Q20. Your gender:

Q20. Your gender	Number	Percent
Male	115	56.7 %
Female	84	41.4 %
Not provided	4	2.0 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q20. Your gender: (without "not provided")

Q20. Your gender	Number	Percent
Male	115	57.8 %
Female	84	42.2 %
Total	199	100.0 %

Q21. Are you employed?

Q21. Are you employed	Number	Percent
Yes	94	46.3 %
No	99	48.8 %
Not provided	10	4.9 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q21. Are you employed? (without "not provided")

Q21. Are you employed	Number	Percent
Yes	94	48.7 %
No	99	51.3 %
Total	193	100.0 %

Q21a. If "YES" to Question 21, what is the name of your employer?

- ADP
- ALCOM
- AMAZON
- AMERICAN INN HOTEL NORTH
- ARBYS
- BELL INC
- BK
- BOTSKIS
- BURGER KING
- BURLINGTON COAT FACTORY
- CHISTENA THOMAS
- CROOKED PINT
- Dakotaland auto glass
- DOLLAR TREE
- DQ
- Empire hyvee
- EMPIRE MALL
- FAMILY DOLLAR
- FAZOLIS
- FBM
- FLEET FARM
- FLYING J
- FRYIN PAN
- Goodwill
- GRAND PRAIRIE FOODS
- HAMPTON INN
- Hardees
- HIRE QUEST
- HIRE QUEST
- HOLIDAY INN
- HOSTEL
- HyVee
- HyVee
- HyVee
- INTEK
- KFC
- KFC
- LOWES
- MACYS
- MCDONALDS
- MCKINZIE RIVERS
- MEDVANTX
- MENARDS
- OSHIMA

Q21a. If "YES" to Question 21, what is the name of your employer?

- PAPA JOHNS
- PILOT FLYING J
- PIZZA RANCH
- QUICK START
- ROM
- ROSS
- SD Dept of Human Services
- SELF EMPLOYED
- SELF EMPLOYED
- SELF EMPLOYED
- SHOP N CART
- SHORT STAFF
- SILENCER CENTRAL
- SMITHFIELD FOODS
- SMITHFIELD FOODS
- SMITHFIELD FOODS
- SMITHFIELD FOOD/VENDING DEPARTMENT
- SMITHFIELD FOODS
- SMITHFIELD FOODS
- ST VINCENT DEPAUL THRIFT STORE
- University of Sioux Falls
- Valley Inn
- VALLEY MANAGEMENT
- VERVANT CARD
- WALMART
- WENDYS
- WOOFS AND WAVES

Q21a. If "YES" to Question 21, what is the address of your employer?

- 1000 S Grange Ave
- 1010 E 10th Street
- 10TH
- 10TH ST
- 10TH ST
- 1101 W 22nd St. 57105
- 120 N Kiwanis Ave
- 1400 N CLEVELAND
- 1400 N WEBER AVE
- 1400 N WEBER AVE
- 1900 S MARION RD
- 2001 e 39th street north
- 22ND & GRANGE
- 26TH & MARION
- 2701 E 6TH ST
- 300 S KIWANIS
- 300 S MINNESOTA
- 3035 W FLEET ST
- 3201 E 10TH ST
- 3300 W RUSSELL ST
- 3809 E 10TH ST
- 4009 W 49TH
- 4101 South Louise
- 41ST AND MINNESOTA
- 421 W 8TH ST
- 4901 N 4TH AVE
- 49TH
- 49th louise
- 501 EAST 52ND ST
- 5201 N GRANITE LN
- 5201 N GRANITE LN   SIOUX FALLS
- 5521 E ARROWHEAD
- 600 E DAWLEY FARMS
- 608 N WEST AVE
- 811 E 10th St
- 8TH ST
- 917 E 10TH ST
- ARROWHEAD PKWY
- BEHIND WALMART & SAMS CLUB
- E 54TH ST NORTH
- KIWANIS
- LAKE LORRAINE
- LAS VEGAS
- NOT PROVIDED
- W 12TH
- W 12TH ST

Q22. How many persons currently live in your household?

Q22. How many persons currently live in your household	Number	Percent
1	65	32.0 %
2	57	28.1 %
3	28	13.8 %
4	14	6.9 %
5+	15	7.4 %
Not provided	24	11.8 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q22. How many persons currently live in your household? (without "not provided")

Q22. How many persons currently live in your household	Number	Percent
1	65	36.3 %
2	57	31.8 %
3	28	15.6 %
4	14	7.8 %
5+	15	8.4 %
Total	179	100.0 %

Q23. Would you say your total annual household income is:

Q23. Your total annual household income	Number	Percent
Under $15K	84	41.4 %
$15K to $29,999	43	21.2 %
$30K to $44,999	26	12.8 %
$45K to $59,999	25	12.3 %
$60K to $74,999	5	2.5 %
$75K+	1	0.5 %
Not provided	19	9.4 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q23. Would you say your total annual household income is: (without "not provided")

Q23. Your total annual household income	Number	Percent
Under $15K	84	45.7 %
$15K to $29,999	43	23.4 %
$30K to $44,999	26	14.1 %
$45K to $59,999	25	13.6 %
$60K to $74,999	5	2.7 %
$75K+	1	0.5 %
Total	184	100.0 %

Q24. Do you have a physical disability?

Q24. Do you have a physical disability	Number	Percent
Yes	73	36.0 %
No	127	62.6 %
Not provided	3	1.5 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Do you have a physical disability? (without "not provided")

Q24. Do you have a physical disability	Number	Percent
Yes	73	36.5 %
No	127	63.5 %
Total	200	100.0 %

Q25. Do you have a smart phone?

Q25. Do you have a smart phone	Number	Percent
Yes	143	70.4 %
No	46	22.7 %
Not provided	14	6.9 %
Total	203	100.0 %

WITHOUT "NOT PROVIDED"
Q25. Do you have a smart phone? (without "not provided")

Q25. Do you have a smart phone	Number	Percent
Yes	143	75.7 %
No	46	24.3 %
Total	189	100.0 %

Q26. What is your home zip code?

Q26. What is your home zip code	Number	Percent
57104	61	35.9 %
57103	55	32.4 %
57105	22	12.9 %
57106	19	11.2 %
57107	7	4.1 %
57101	3	1.8 %
57110	2	1.2 %
57033	1	0.6 %
Total	170	100.0 %

Q27. Do you have any other suggestions to improve bus service in Sioux Falls?

- ANOTHER DEPOT-WEEKEND
- BEING ON TIME
- BRING BACK REGUALR BUS SERVICES ON SATURDAYS
- BUS SERVICE WAS BETTER IN THE PAST
- BUSES SHOULD RUN 24 HOURS BECAUSE SOME PEOPLE CANT AFFORD A ROUND TRIP LYFT; FANS OR SHADED SHELTERS FOR HOT DAYS
- COME MORE OFTEN
- EXPAND THE NIGHT SERVICE AND HAVE REGULAR ROUTES
- FULL TIME SATURDAY SERVICE AND MORE ROUTES; MAKE DRIVING MORE ATTRACTIVE AND PAY THEM
- Get rid of on demand. It's a waste of money and time. And doesn't work. I just loved standing in the rain waiting for a bus on Saturday getting soaking wet.
- GOOD AT GIVING RIDES BUT SHOULD NOT HAVE TO SCHEDULE RIDES ON SATURDAYS
- HALF HOUR WAITING FOR BUSES--NOT HOURLY
- HAVE A BUS ROUTE THAT GOES OUT THERE AND MAYBE A LATER TIME
- HAVE BUS OUT LATER. HAVE BETTER BUS STOP; HAVE BUS ON SUNDAY
- HAVE DRIVERS LET DOWN LIFT FOR PEOPLE WHO ARE UNABLE TO GET OFF THE BUS-THAT ARE USING WALKERS
- Having buses on Sunday
- I BELIEVE THAT THE BUS SERVICE IS GREAT
- I NEVER GET AN ANSWER BACK AFTER I FILE A COMPLAINT
- I THINK IT SHOULD BE AVAILABLE 24/7 AND WEEKENDS BECAUSE SOME PEOPLE WORK NIGHTS OR ON THE WEEKENDS. ALSO DONT AGREE WITH THE STROLLER POLICY
- I THINK IT WOULD BE NICE TO HAVE THE BUS ON SATURDAYS FOR EVERYONE INSTEAD OF SCHEDULING A RIDE
- I WOULD BE ABLE TO WORK IF PROVIDED WITH WEEKEND SERVICE-NO BUSES ON SATURDAY AND SUNDAY
- I WOULD LIKE TO SEE THE BUS LINES EXTEND FURTHER ON MINNESOTA AVE TO 70TH ST
- I've lived in several cities with good bud service and understand the chicken and the egg problem. I think it would help a lot of there was an app with real-time tracking of the busses. The token transit app is a great step in the right direction and really appreciate being able to buy tickets on my phone.
- IF THE BUS COULD RUN LATER IN THE EVENING, LIKE UP TO 9PM
- JUST GO TO FLYING J AND OFFER LATER HOURS
- KEEP UP THE GOOD WORK
- LATER HOURS AND EXPANDED SERVICE
- LOWER WAIT TIME
- MAKE SURE THEY KNOW THEIR ROUTE AND TIMES
- MIRROR IN THE BACK OF THE BUS OR FOR DRIVER
- MORE AIR
- MORE BUSES AVAILABLE ON SATURDAY AND TIMES WOULD BE UNTIL 6PM
- MORE EVENING AND ESPECIALLY WEEKEND SERVICE
- MORE EVENING BUSES, WEEKEND BUSES
- More marketing (social media, etc.) to increase ridership. More frequent route/schedule updates on Sioux falls.org/sam
- MORE SHELTERS AND SHORT TIME TO WAIT FOR BUSES TO TRANSFER TO
- MUSIC
- NAOTHER DEPOT--WEEKEND NORMAL ROUTES
- NEED SATURDAY AND SUNDAY SERVICE SO I CAN GO TO CHURCH

Q27. Do you have any other suggestions to improve bus service in Sioux Falls?

- NO SHORT BUS ON ROUTE
- None I can think of. I haven't been riding the bus for very long but its an awesome experience every time
- ONLY A FEW RUDE DRIVERS OCCASSIONALLY
- PEOPLE GET DRUNK AND FIGHT UNDER THE PARKING RAMP NEXT TO THE TC
- PLAY MUSIC
- REGULAR SATURDAY SERVICE WOULD BE GREAT
- RUN LATER IN THE EVENING AND WEEKENDS
- SAM ON DEMAND ON SATURDAYS IS GARBAGE. I HAVE ONLY TAKEN IT ONCE ON SATURDAY TO GO TO 41ST ST GREAT CLIPS. CANNOT GO TO MOVIES AT WEST MALL, BUS SHUTS DOWN TOO EARLY
- Service should be improved to 30 minute service. Weekday service should be extended till 9:45 on busy routes & 7:45 on non busy routes. Saturday service should be extended till 7:45.
- SHELTERS, INFORMATION DESK BEING MORE FRIENDLY-WHENEVER I CALL FOR HELP, THEY SEEM UNHAPPY TO HELP
- SOMETIMES THE BUSES DISPLAY THE WRONG ROUTE NUMBERS (LED SCREEN) UNTIL THEY ARE ABOUT TO LEAVE, I'VE BOARDED THE WRONG ONES FOR THIS REASON
- SUNDAY AVAILABILITY EVENING HOURS
- THE BUS SERVICE ON SATURDAY AND SUNDAY
- THE CITY DESPERATELY NEEDS MORE ROUTES IN SOUTH SIOUX FALLS
- THE LAYOVER FOR MY TRANSFER IS A VERY LONG WAIT
- THE PHONE LINES NEED MORE PEOPLE;MORE BIKE RACKS ON THE BUS PLEASE
- THEY SHOULD RUN EVERY 30 MINUTES
- TO HAVE YOUR DRIVERS ANNOUNCE THE STREET NUMBER; TO REINFORCE PASSENGER NOT TO SWEAR ON BUSES
- TRANSPORTATION ON SUNDAYS WOULD BE AWESOME; ALSO BUS DRIVERS DRIVE CRAZY SOMETIMES
- VERY GOOD
- WEEKEND SERVICE
- Wish they run on Sundays
- WISH WE WENT BACK TO CARD
- YES, MORE EMPLOYEES
- YES, PLEASE KEEP BUS SERVICE IN SIOUX FALLS
- YOUR SERVICES CAN ONLY GET BETTER AND THEY'RE ALREADY GREAT

5 Cross-Tabular Data by Route

Q1. How many years have you been riding the bus in Sioux Falls? (without "not provided")

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q1. How many years have you been riding the bus in Sioux Falls

	1	2	3	4	5	6	7	8	9	10	11	19	Total
0-2	30.8%	21.4%	32.0%	38.9%	30.0%	36.4%	46.7%	9.1%	25.0%	24.0%	25.0%	44.4%	33.8%
3-5	23.1%	35.7%	24.0%	0.0%	30.0%	27.3%	36.7%	36.4%	16.7%	8.0%	25.0%	16.7%	22.9%
6-10	23.1%	21.4%	20.0%	33.3%	30.0%	9.1%	3.3%	36.4%	25.0%	24.0%	50.0%	11.1%	19.9%
11-15	15.4%	7.1%	8.0%	5.6%	10.0%	9.1%	0.0%	9.1%	25.0%	12.0%	0.0%	0.0%	7.5%
16-20	0.0%	14.3%	0.0%	11.1%	0.0%	0.0%	10.0%	0.0%	8.3%	4.0%	0.0%	16.7%	6.0%
21+	7.7%	0.0%	16.0%	11.1%	0.0%	18.2%	3.3%	9.1%	0.0%	28.0%	0.0%	11.1%	10.0%

Q2. Overall, what is your perception of the quality of the public transit system in Sioux Falls? (without "don't know")

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q2. Your overall perception of the quality of public transit system in Sioux Falls

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Excellent	38.5%	42.9%	36.0%	23.5%	0.0%	36.4%	34.5%	27.3%	20.0%	45.8%	60.0%	41.2%	35.2%
Good	30.8%	42.9%	44.0%	47.1%	72.7%	54.5%	41.4%	54.5%	50.0%	33.3%	20.0%	41.2%	42.9%
Fair	15.4%	14.3%	20.0%	17.6%	18.2%	9.1%	17.2%	18.2%	30.0%	8.3%	0.0%	17.6%	16.3%
Poor	15.4%	0.0%	0.0%	11.8%	9.1%	0.0%	6.9%	0.0%	0.0%	12.5%	20.0%	0.0%	5.6%

Q3. How often do you currently use Sioux Area Metro? (without "not provided")

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q3. How often do you currently use Sioux Area Metro

	1	2	3	4	5	6	7	8	9	10	11	19	Total
5+ days per week	15.4%	35.7%	56.0%	55.6%	54.5%	72.7%	51.7%	45.5%	33.3%	28.0%	80.0%	18.8%	43.5%
2-4 days per week	61.5%	42.9%	32.0%	33.3%	27.3%	27.3%	31.0%	45.5%	16.7%	44.0%	0.0%	56.3%	36.5%
Once a week	23.1%	7.1%	8.0%	0.0%	9.1%	0.0%	6.9%	9.1%	25.0%	16.0%	0.0%	6.3%	10.0%
A few times a month	0.0%	14.3%	4.0%	11.1%	9.1%	0.0%	10.3%	0.0%	8.3%	12.0%	0.0%	18.8%	8.5%
A few times a year	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.5%
Rarely or never	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.0%

Q4. Why do you use the bus in Sioux Falls?

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q4. Why do you use the bus in Sioux Falls

	1	2	3	4	5	6	7	8	9	10	11	19	Total
It's my only alternative	76.9%	85.7%	72.0%	66.7%	45.5%	90.9%	56.7%	72.7%	66.7%	64.0%	80.0%	55.6%	67.5%
To avoid traffic congestion	7.7%	7.1%	8.0%	0.0%	0.0%	9.1%	6.7%	18.2%	16.7%	8.0%	20.0%	0.0%	6.9%
Don't like driving	7.7%	7.1%	20.0%	11.1%	36.4%	27.3%	26.7%	9.1%	33.3%	20.0%	0.0%	11.1%	17.7%
Save money	23.1%	28.6%	36.0%	38.9%	54.5%	36.4%	36.7%	45.5%	41.7%	28.0%	40.0%	38.9%	36.5%
Employer provides transit pass	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	8.3%	4.0%	0.0%	11.1%	3.4%
I care about the environment	15.4%	14.3%	4.0%	33.3%	36.4%	0.0%	20.0%	18.2%	16.7%	8.0%	0.0%	5.6%	14.8%
Other	0.0%	14.3%	4.0%	5.6%	0.0%	9.1%	10.0%	0.0%	8.3%	8.0%	0.0%	0.0%	5.9%

Q5. How many blocks from your HOME is the nearest bus stop located? (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q5. How many blocks from your home is the nearest bus stop located

	1	2	3	4	5	6	7	8	9	10	11	19	Total
0-2	69.2%	57.1%	60.0%	72.2%	50.0%	81.8%	72.4%	27.3%	54.5%	58.3%	20.0%	50.0%	58.9%
3-5	15.4%	28.6%	28.0%	27.8%	30.0%	0.0%	20.7%	63.6%	36.4%	25.0%	40.0%	43.8%	28.4%
6-10	7.7%	7.1%	4.0%	0.0%	10.0%	18.2%	6.9%	9.1%	9.1%	8.3%	40.0%	6.3%	9.1%
11+	7.7%	7.1%	8.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	3.6%

Q6. How often would you like the bus to arrive at the bus stop nearest your HOME? (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q6. How often would you like the bus to arrive at the bus stop nearest your home

	1	2	3	4	5	6	7	8	9	10	11	19	Total
0-5	9.1%	14.3%	0.0%	0.0%	27.3%	0.0%	3.6%	0.0%	0.0%	5.3%	0.0%	6.7%	5.6%
6-10	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	3.6%	0.0%	10.0%	5.3%	40.0%	6.7%	3.9%
11-15	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	15.8%	20.0%	33.3%	6.7%
16-20	0.0%	7.1%	0.0%	0.0%	0.0%	10.0%	0.0%	9.1%	0.0%	5.3%	0.0%	6.7%	2.8%
21-30	54.5%	57.1%	63.6%	87.5%	54.5%	50.0%	57.1%	63.6%	60.0%	47.4%	0.0%	33.3%	56.4%
31+	27.3%	21.4%	31.8%	12.5%	18.2%	40.0%	32.1%	27.3%	30.0%	21.1%	40.0%	13.3%	24.6%

Q7. Excluding your home, how many different places did you (or will you) use the bus to visit today? (without "not provided")

N=203

	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q7. How many different places did you or will you use the bus to visit today

1	7.7%	38.5%	31.8%	27.8%	33.3%	54.5%	14.8%	40.0%	30.0%	9.1%	40.0%	25.0%	25.7%
2	38.5%	15.4%	27.3%	22.2%	44.4%	0.0%	22.2%	40.0%	50.0%	40.9%	20.0%	12.5%	27.3%
3	23.1%	23.1%	31.8%	16.7%	0.0%	18.2%	44.4%	0.0%	20.0%	18.2%	20.0%	31.3%	23.0%
4	7.7%	15.4%	9.1%	11.1%	22.2%	27.3%	11.1%	20.0%	0.0%	22.7%	0.0%	6.3%	14.2%
5	15.4%	7.7%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	9.1%	0.0%	18.8%	6.0%
6+	7.7%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	6.3%	3.8%

Q10. How long (in minutes) did/will it take you to get from your home to the destination listed above using the bus? (without "not provided")

N=203

	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q10. How long in minutes did/will it take you to get from your home to the destination using bus

0-5	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	3.6%	20.0%	20.0%	13.6%	0.0%	6.3%	8.0%
6-10	8.3%	7.1%	4.0%	23.5%	0.0%	0.0%	0.0%	10.0%	0.0%	9.1%	0.0%	6.3%	7.0%
11-15	0.0%	7.1%	20.0%	0.0%	18.2%	18.2%	14.3%	0.0%	20.0%	9.1%	40.0%	12.5%	12.3%
16-20	16.7%	7.1%	4.0%	17.6%	18.2%	18.2%	7.1%	10.0%	0.0%	18.2%	0.0%	25.0%	11.8%
21-30	25.0%	42.9%	24.0%	23.5%	18.2%	36.4%	28.6%	10.0%	10.0%	4.5%	20.0%	6.3%	20.9%
31+	50.0%	35.7%	28.0%	35.3%	45.5%	27.3%	46.4%	50.0%	50.0%	45.5%	40.0%	43.8%	40.1%

Q11. How many times did you (or would you have had to) transfer to get from your home to the destination listed above? (without "not provided")

N=203

	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q11. How many times did you or would you have had to transfer to get from your home to the destination

	1	2	3	4	5	6	7	8	9	10	11	19	Total
None	38.5%	50.0%	32.0%	16.7%	27.3%	36.4%	26.7%	9.1%	8.3%	32.0%	20.0%	11.1%	25.4%
Once	30.8%	7.1%	32.0%	38.9%	54.5%	27.3%	30.0%	45.5%	41.7%	40.0%	60.0%	27.8%	33.8%
Twice	23.1%	35.7%	20.0%	38.9%	9.1%	27.3%	40.0%	45.5%	41.7%	16.0%	0.0%	33.3%	30.8%
Three or more	7.7%	7.1%	16.0%	5.6%	9.1%	9.1%	3.3%	0.0%	8.3%	12.0%	20.0%	27.8%	10.0%

Q12. What is/was the primary purpose of your current trip? (without "not provided")

N=203

	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q12. What is/was the primary purpose of your current trip

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Work	25.0%	21.4%	36.0%	55.6%	9.1%	54.5%	33.3%	45.5%	50.0%	34.8%	60.0%	33.3%	37.1%
Personal business	25.0%	35.7%	24.0%	22.2%	9.1%	27.3%	13.3%	45.5%	25.0%	30.4%	20.0%	50.0%	26.4%
Shopping	33.3%	21.4%	32.0%	5.6%	36.4%	9.1%	43.3%	9.1%	16.7%	4.3%	20.0%	5.6%	20.8%
College/school	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Hospital/doctor's office	16.7%	14.3%	4.0%	11.1%	27.3%	9.1%	0.0%	0.0%	0.0%	17.4%	0.0%	5.6%	9.1%
Social/recreation	0.0%	7.1%	4.0%	5.6%	18.2%	0.0%	3.3%	0.0%	8.3%	13.0%	0.0%	0.0%	5.1%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	5.6%	1.0%

Q13. Do you have a car or other vehicle that you could have used to make this trip? (without "not provided")

N=203

					Route								Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q13. Do you have a car or other vehicle that you could have used to make this trip

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Yes	15.4%	23.1%	12.0%	22.2%	0.0%	27.3%	16.7%	27.3%	25.0%	16.7%	0.0%	13.3%	17.3%
No	84.6%	76.9%	88.0%	77.8%	100.0%	72.7%	83.3%	72.7%	75.0%	83.3%	100.0%	86.7%	82.7%

Q14. If the bus service was not available, how would you make this trip? (without "not provided")

N=203

					Route								Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q14. How would you make this trip if bus service was not available

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Use my car	15.4%	7.1%	4.2%	5.6%	0.0%	0.0%	3.3%	0.0%	0.0%	4.3%	0.0%	0.0%	4.0%
Walk	7.7%	21.4%	33.3%	44.4%	36.4%	36.4%	36.7%	54.5%	25.0%	34.8%	40.0%	44.4%	34.8%
Bicycle	7.7%	7.1%	16.7%	5.6%	0.0%	9.1%	6.7%	0.0%	8.3%	17.4%	0.0%	0.0%	8.6%
Get a ride from someone	30.8%	28.6%	12.5%	11.1%	27.3%	36.4%	23.3%	27.3%	50.0%	21.7%	40.0%	33.3%	25.8%
Use an Uber/Lyft/taxi	15.4%	14.3%	16.7%	16.7%	9.1%	9.1%	16.7%	0.0%	8.3%	8.7%	0.0%	11.1%	11.6%
I would not make this trip	23.1%	21.4%	16.7%	16.7%	27.3%	9.1%	13.3%	18.2%	8.3%	13.0%	20.0%	11.1%	15.2%

Q16. Please indicate how likely you would be to ride the bus more than you currently do if the following services/amenities were provided. (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	
Q16-1. Shelter amenities such as heat, fans, lights, & digital schedules, etc													
Very likely	23.1%	50.0%	40.0%	47.1%	18.2%	30.0%	27.6%	36.4%	66.7%	60.9%	0.0%	33.3%	37.4%
Likely	38.5%	42.9%	32.0%	35.3%	54.5%	50.0%	34.5%	36.4%	16.7%	13.0%	60.0%	33.3%	34.3%
Not sure	7.7%	7.1%	20.0%	11.8%	18.2%	20.0%	27.6%	18.2%	16.7%	17.4%	20.0%	11.1%	18.2%
Not likely	30.8%	0.0%	8.0%	5.9%	9.1%	0.0%	10.3%	9.1%	0.0%	8.7%	20.0%	22.2%	10.1%
Q16-2. Automatic voice announcement													
Very likely	0.0%	36.4%	40.0%	33.3%	27.3%	20.0%	30.0%	36.4%	58.3%	58.3%	0.0%	25.0%	33.5%
Likely	36.4%	27.3%	32.0%	33.3%	27.3%	50.0%	33.3%	27.3%	8.3%	20.8%	60.0%	25.0%	30.4%
Not sure	27.3%	27.3%	24.0%	13.3%	36.4%	30.0%	23.3%	36.4%	33.3%	8.3%	40.0%	31.3%	25.1%
Not likely	36.4%	9.1%	4.0%	20.0%	9.1%	0.0%	13.3%	0.0%	0.0%	12.5%	0.0%	18.8%	11.0%
Q16-3. Real-time information about the location of buses that can be accessed on a mobile device													
Very likely	23.1%	36.4%	44.0%	37.5%	18.2%	27.3%	37.9%	45.5%	66.7%	54.2%	0.0%	23.5%	36.4%
Likely	30.8%	36.4%	44.0%	37.5%	27.3%	45.5%	31.0%	27.3%	16.7%	16.7%	60.0%	17.6%	30.8%
Not sure	23.1%	9.1%	8.0%	6.3%	45.5%	18.2%	24.1%	9.1%	16.7%	12.5%	20.0%	29.4%	17.9%
Not likely	23.1%	18.2%	4.0%	18.8%	9.1%	9.1%	6.9%	18.2%	0.0%	16.7%	20.0%	29.4%	14.9%

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below. (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q17-1. Customer service provided by drivers & SAM staff

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Excellent	38.5%	38.5%	56.0%	33.3%	36.4%	36.4%	37.9%	45.5%	50.0%	40.0%	60.0%	44.4%	41.5%
Good	30.8%	38.5%	36.0%	55.6%	45.5%	63.6%	51.7%	45.5%	41.7%	36.0%	20.0%	33.3%	42.0%
Fair	7.7%	23.1%	4.0%	5.6%	18.2%	0.0%	6.9%	0.0%	8.3%	12.0%	20.0%	11.1%	10.0%
Poor	23.1%	0.0%	4.0%	5.6%	0.0%	0.0%	3.4%	9.1%	0.0%	12.0%	0.0%	11.1%	6.5%

Q17-2. How safe you feel when waiting at bus shelters & SAM Depot

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Excellent	53.8%	50.0%	52.0%	44.4%	27.3%	36.4%	44.8%	36.4%	41.7%	60.0%	60.0%	38.9%	45.3%
Good	38.5%	35.7%	28.0%	33.3%	45.5%	63.6%	37.9%	45.5%	41.7%	12.0%	20.0%	27.8%	33.8%
Fair	7.7%	14.3%	20.0%	16.7%	27.3%	0.0%	17.2%	9.1%	8.3%	20.0%	0.0%	27.8%	16.4%
Poor	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	9.1%	8.3%	8.0%	20.0%	5.6%	4.5%

Q17-3. How safe you feel on the bus

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Excellent	46.2%	64.3%	50.0%	50.0%	54.5%	45.5%	56.7%	63.6%	58.3%	68.0%	60.0%	44.4%	54.0%
Good	46.2%	28.6%	33.3%	38.9%	27.3%	45.5%	30.0%	18.2%	25.0%	8.0%	40.0%	44.4%	31.7%
Fair	7.7%	7.1%	16.7%	5.6%	18.2%	9.1%	6.7%	9.1%	16.7%	24.0%	0.0%	11.1%	12.4%
Poor	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	6.7%	9.1%	0.0%	0.0%	0.0%	0.0%	2.0%

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below. (without "not provided")

N=203

	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	
Q17-4. On-time reliability of buses													
Excellent	53.8%	35.7%	32.0%	55.6%	45.5%	36.4%	40.0%	54.5%	54.5%	52.0%	80.0%	44.4%	46.3%
Good	30.8%	57.1%	40.0%	16.7%	36.4%	45.5%	43.3%	18.2%	27.3%	28.0%	20.0%	27.8%	33.8%
Fair	15.4%	7.1%	28.0%	22.2%	18.2%	9.1%	6.7%	18.2%	18.2%	16.0%	0.0%	16.7%	14.9%
Poor	0.0%	0.0%	0.0%	5.6%	0.0%	9.1%	10.0%	9.1%	0.0%	4.0%	0.0%	11.1%	5.0%
Q17-5. How frequently buses come by stops													
Excellent	23.1%	30.8%	28.0%	27.8%	18.2%	36.4%	44.4%	36.4%	36.4%	48.0%	60.0%	33.3%	34.3%
Good	23.1%	30.8%	40.0%	27.8%	54.5%	63.6%	40.7%	27.3%	27.3%	16.0%	20.0%	27.8%	33.3%
Fair	30.8%	30.8%	24.0%	33.3%	18.2%	0.0%	14.8%	27.3%	18.2%	16.0%	0.0%	16.7%	20.7%
Poor	23.1%	7.7%	8.0%	11.1%	9.1%	0.0%	0.0%	9.1%	18.2%	20.0%	20.0%	22.2%	11.6%
Q17-6. Availability of weekend service													
Excellent	15.4%	28.6%	25.0%	16.7%	9.1%	27.3%	28.6%	27.3%	18.2%	20.0%	60.0%	33.3%	24.1%
Good	23.1%	7.1%	8.3%	5.6%	18.2%	36.4%	32.1%	18.2%	18.2%	20.0%	40.0%	11.1%	18.6%
Fair	7.7%	21.4%	20.8%	27.8%	27.3%	9.1%	17.9%	27.3%	18.2%	8.0%	0.0%	27.8%	18.1%
Poor	53.8%	42.9%	45.8%	50.0%	45.5%	27.3%	21.4%	27.3%	45.5%	52.0%	0.0%	27.8%	39.2%

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below. (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	
Q17-7. Availability of evening service													
Excellent	23.1%	23.1%	20.8%	22.2%	10.0%	27.3%	31.0%	27.3%	16.7%	32.0%	40.0%	16.7%	23.1%
Good	7.7%	23.1%	33.3%	11.1%	20.0%	36.4%	31.0%	27.3%	33.3%	24.0%	40.0%	27.8%	27.1%
Fair	53.8%	30.8%	29.2%	33.3%	60.0%	27.3%	24.1%	9.1%	41.7%	24.0%	20.0%	16.7%	28.1%
Poor	15.4%	23.1%	16.7%	33.3%	10.0%	9.1%	13.8%	36.4%	8.3%	20.0%	0.0%	38.9%	21.6%
Q17-8. Availability of covered shelters at stops													
Excellent	23.1%	35.7%	20.0%	16.7%	20.0%	27.3%	23.3%	36.4%	30.0%	37.5%	40.0%	23.5%	26.3%
Good	15.4%	21.4%	24.0%	27.8%	50.0%	36.4%	26.7%	36.4%	50.0%	16.7%	60.0%	29.4%	28.8%
Fair	15.4%	28.6%	28.0%	22.2%	10.0%	9.1%	36.7%	9.1%	20.0%	20.8%	0.0%	17.6%	22.7%
Poor	46.2%	14.3%	28.0%	33.3%	20.0%	27.3%	13.3%	18.2%	0.0%	25.0%	0.0%	29.4%	22.2%
Q17-9. How close stops are located to the destinations I need to visit													
Excellent	23.1%	21.4%	37.5%	16.7%	18.2%	36.4%	39.3%	45.5%	45.5%	37.5%	40.0%	27.8%	31.3%
Good	30.8%	57.1%	29.2%	22.2%	45.5%	45.5%	32.1%	36.4%	27.3%	29.2%	60.0%	38.9%	35.4%
Fair	23.1%	21.4%	16.7%	44.4%	18.2%	18.2%	21.4%	0.0%	27.3%	20.8%	0.0%	22.2%	22.2%
Poor	23.1%	0.0%	16.7%	16.7%	18.2%	0.0%	7.1%	18.2%	0.0%	12.5%	0.0%	11.1%	11.1%

Q17. Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below. (without "not provided")

N=203

						Route							Total
	1	2	3	4	5	6	7	8	9	10	11	19	
Q17-10. Minimizing the number of transfers													
Excellent	23.1%	42.9%	40.0%	22.2%	20.0%	36.4%	20.0%	54.5%	45.5%	41.7%	40.0%	27.8%	32.0%
Good	53.8%	21.4%	32.0%	33.3%	50.0%	54.5%	46.7%	36.4%	45.5%	12.5%	20.0%	33.3%	36.5%
Fair	23.1%	14.3%	24.0%	33.3%	20.0%	0.0%	23.3%	0.0%	9.1%	25.0%	20.0%	27.8%	21.5%
Poor	0.0%	21.4%	4.0%	11.1%	10.0%	9.1%	10.0%	9.1%	0.0%	20.8%	20.0%	11.1%	10.0%
Q17-11. Availability of information about bus service													
Excellent	15.4%	50.0%	52.0%	27.8%	27.3%	36.4%	50.0%	54.5%	54.5%	41.7%	40.0%	29.4%	41.0%
Good	30.8%	35.7%	24.0%	38.9%	18.2%	45.5%	26.7%	27.3%	27.3%	29.2%	40.0%	52.9%	31.5%
Fair	38.5%	14.3%	16.0%	16.7%	54.5%	18.2%	16.7%	9.1%	9.1%	16.7%	20.0%	11.8%	19.5%
Poor	15.4%	0.0%	8.0%	16.7%	0.0%	0.0%	6.7%	9.1%	9.1%	12.5%	0.0%	5.9%	8.0%
Q17-12. Availability of safe walking/pedestrian facilities to get to the bus													
Excellent	23.1%	28.6%	52.0%	33.3%	36.4%	36.4%	43.3%	63.6%	33.3%	48.0%	40.0%	29.4%	40.1%
Good	53.8%	42.9%	32.0%	38.9%	36.4%	54.5%	40.0%	36.4%	33.3%	20.0%	60.0%	58.8%	39.1%
Fair	23.1%	21.4%	12.0%	16.7%	27.3%	9.1%	6.7%	0.0%	25.0%	12.0%	0.0%	5.9%	13.4%
Poor	0.0%	7.1%	4.0%	11.1%	0.0%	0.0%	10.0%	0.0%	8.3%	20.0%	0.0%	5.9%	7.4%

Q18. Which THREE of the items listed in Question 17 are most important to you? (top 3)

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	

Q18. Sum of top 3 choices

	1	2	3	4	5	6	7	8	9	10	11	19	Total
Customer service provided by drivers & SAM staff	23.1%	21.4%	32.0%	27.8%	18.2%	36.4%	16.7%	18.2%	8.3%	32.0%	0.0%	38.9%	24.6%
How safe you feel when waiting at bus shelters & SAM Depot	38.5%	0.0%	20.0%	11.1%	9.1%	45.5%	16.7%	18.2%	50.0%	16.0%	0.0%	16.7%	20.7%
How safe you feel on the bus	15.4%	14.3%	28.0%	27.8%	9.1%	9.1%	23.3%	18.2%	16.7%	16.0%	20.0%	16.7%	19.2%
On-time reliability of buses	30.8%	21.4%	32.0%	33.3%	27.3%	27.3%	23.3%	18.2%	16.7%	28.0%	20.0%	38.9%	27.6%
How frequently buses come by stops	30.8%	14.3%	20.0%	22.2%	27.3%	18.2%	16.7%	9.1%	16.7%	20.0%	0.0%	22.2%	18.2%
Availability of weekend service	53.8%	64.3%	36.0%	50.0%	36.4%	27.3%	33.3%	27.3%	41.7%	56.0%	40.0%	33.3%	40.4%
Availability of evening service	23.1%	28.6%	16.0%	22.2%	45.5%	18.2%	16.7%	27.3%	25.0%	12.0%	20.0%	33.3%	22.2%
Availability of covered shelters at stops	7.7%	21.4%	8.0%	16.7%	9.1%	0.0%	10.0%	0.0%	8.3%	16.0%	0.0%	0.0%	8.9%
How close stops are located to the destinations I need to visit	7.7%	21.4%	32.0%	11.1%	27.3%	9.1%	6.7%	18.2%	16.7%	16.0%	40.0%	5.6%	16.3%

Q18. Which THREE of the items listed in Question 17 are most important to you? (top 3) (cont.)

N=203	Route												Total
	1	2	3	4	5	6	7	8	9	10	11	19	
Q18. Sum of top 3 choices (cont.)													
Minimizing the number of transfers	15.4%	7.1%	12.0%	0.0%	9.1%	0.0%	20.0%	9.1%	16.7%	12.0%	20.0%	16.7%	11.8%
Availability of information about bus service	7.7%	7.1%	0.0%	5.6%	0.0%	0.0%	3.3%	0.0%	8.3%	12.0%	0.0%	5.6%	5.4%
Availability of safe walking/ pedestrian facilities to get to the bus	7.7%	0.0%	12.0%	5.6%	18.2%	0.0%	10.0%	0.0%	16.7%	8.0%	20.0%	0.0%	7.4%
None chosen	7.7%	21.4%	8.0%	11.1%	18.2%	27.3%	26.7%	36.4%	8.3%	12.0%	40.0%	22.2%	18.7%

6 Survey Instrument

2023 Sioux Area Metro Passenger Survey

Thank you for agreeing to help us with this important survey. Your input will be used to plan transportation improvements in the Sioux Falls metropolitan area.

1. How many years have you been riding the bus in Sioux Falls?

[Write "0" if less than one year.] _____ years

2. Overall, what is your perception of the quality of the public transit system in Sioux Falls?

____(4) Excellent   ____(3) Good   ____(2) Fair   ____(1) Poor   ____(9) Don't know

3. How often do you currently use Sioux Area Metro?

____(1) 5+ days per week   ____(3) Once a week   ____(5) A few times a year
____(2) 2-4 days per week   ____(4) A few times a month   ____(6) Rarely or never

4. Why do you use the bus in Sioux Falls? *[Check all that apply.]*

____(1) It's my only alternative   ____(5) Employer provides transit pass
____(2) To avoid traffic congestion   ____(6) I care about the environment
____(3) Don't like driving   ____(7) Other: _____
____(4) Save money

5. How many blocks from your HOME is the nearest bus stop located?

_____ blocks

6. How often would you like the bus to arrive at the bus stop nearest your HOME?

Every _____ minutes

TODAY'S TRIP

7. Excluding your home, how many different places did you (or will you) use the bus to visit today?

_____ places

8. Which route are you riding now (or about to board next)? _____

9. Excluding your home, what is/was the name and address of the primary destination you are using/used the bus to visit today? If you are visiting/visited more than one place, just list one. *[If you don't know the exact address, please provide a description of the location.]*

Place Name: _____

Location/Address: _____

10. How long (in minutes) did/will it take you to get from your home to the destination listed above using the bus?

_____ minutes

11. How many times did you (or would you have had to) transfer to get from your home to the destination listed above? *[Please only list the number of transfers for your ONE-WAY TRIP from your home to the destination.]*

____(0) None   ____(1) Once   ____(2) Twice   ____(3) Three or more

12. What is/was the primary purpose of your current trip?

____(1) Work   ____(4) College/school   ____(7) Other: _____
____(2) Personal business   ____(5) Hospital/doctor's office
____(3) Shopping   ____(6) Social/recreation

13. Do you have a car or other vehicle that you could have used to make this trip?

____(1) Yes   ____(2) No

14. If the bus service was not available, how would you make this trip?

____(1) Use my car   ____(4) Get a ride from someone
____(2) Walk   ____(5) Use an Uber/Lyft/Taxi
____(3) Bicycle   ____(6) I would not make this trip

Please see reverse side for further questions.

15. **Please list destinations (up to 3) that you would like to visit in the Sioux Falls metropolitan area that are not currently served by the public transit system.** *If the destination name is not unique, please provide a brief description of the location (e.g., "McDonalds on East 10th Street" rather than just "McDonalds.") [If you don't know, leave the item blank.]*

1st: _____

2nd: _____

3rd: _____

16. **Please indicate how likely you would be to ride the bus more than you currently do if the following services/amenities were provided.**

Amenities	Very Likely	Likely	Not Sure	Not Likely
1. Shelter amenities such as heat, fans, lights, and digital schedules, etc.	4	3	2	1
2. Automatic voice announcement	4	3	2	1
3. Real-time information about the location of buses that can be accessed on a mobile device	4	3	2	1

17. **Please rate the current aspects of public transit in the Sioux Falls metropolitan area listed below.**

Attributes of Public Transit	Excellent	Good	Fair	Poor
01. Customer service provided by drivers and SAM staff	4	3	2	1
02. How safe you feel when waiting at bus shelters and SAM Depot	4	3	2	1
03. How safe you feel on the bus	4	3	2	1
04. On-time reliability of buses	4	3	2	1
05. How frequently buses come by stops	4	3	2	1
06. Availability of weekend service	4	3	2	1
07. Availability of evening service	4	3	2	1
08. The availability of covered shelters at stops	4	3	2	1
09. How close stops are located to the destinations I need to visit	4	3	2	1
10. Minimizing the number of transfers	4	3	2	1
11. The availability of information about bus service	4	3	2	1
12. The availability of safe walking/pedestrian facilities to get to the bus	4	3	2	1

18. **Which THREE of the items listed above are most important to you?** *[Write the numbers that correspond to your top three choices below.]*

1st: _____   2nd: _____   3rd: _____

19. **What is your age?** _____ years

20. **Your gender:** ____(1) Male   ____(2) Female

21. **Are you employed?** ____(1) Yes *[Answer 21a.]*   ____(2) No

21a. **If "YES," what is the name and address of your employer?**

Employer Name: _____

Address: _____

22. **How many persons currently live in your household?** _____ persons

23. **Would you say your total annual household income is:**

____(1) Under $15,000   ____(4) $45,000 to $59,999   ____(7) $100,000 plus
____(2) $15,000 to $29,999   ____(5) $60,000 to $74,999
____(3) $30,000 to $44,999   ____(6) $75,000 to $99,999

24. **Do you have a physical disability?** ____(1) Yes   ____(2) No

25. **Do you have a smart phone?** ____(1) Yes   ____(2) No

26. **What is your home address and zip code?**

Address: _____

Zip code: _____

27. **Do you have any other suggestions to improve bus service in Sioux Falls.**

_____

_____

Please return your completed survey to the Survey Administrator.

TO ENTER A DRAWING FOR A FREE MONTHLY PASS, PLEASE PROVIDE YOU NAME AND PHONE NUMBER BELOW.

Name: _____   Phone: _____