



TRANSIT IMPLEMENTATION PLAN UPDATE

Transit Survey Results

SURVEY PURPOSE AND METHODS

The Central Yavapai Metropolitan Planning Organization (CYMPO) is conducting a Transit Implementation Plan Update to evaluate the potential of creating an expanded public transportation network in Central Yavapai that would serve the City of Prescott and towns of Prescott Valley, Chino Valley and Dewey-Humboldt (“the Quad Cities”). As part of the Transit Implementation Plan Update, CYMPO surveyed residents to clarify attitudes towards public transit and transportation challenges.

The survey was available for people to complete from approximately May 1 until July 15, 2019. People could access the survey online (via Engage 76) and using printed versions (see Appendix A for a copy of the survey). CYMPO encouraged residents to complete the survey as part of its “CYMPO Engage” process, which made the survey available online, via a Facebook group and at a “pop-up” event staffed by CYMPO staff at the YCC Home and Garden Show on May 17, 2019. Project stakeholders also distributed copies of the paper survey to their clients and constituents. In total, 399 surveys were collected from Quad City residents.

SUMMARY OF FINDINGS

CYMPO surveyed residents of the Central Yavapai valley to understand attitudes and experiences related to public transportation services. The survey was available from May until July 2019 and distributed online and as a paper version. In total, 399 completed surveys were completed.

Key findings from the survey include:

- **Roughly half of the survey respondents reported transportation problems.** The most common transportation challenges included the cost of commuting and the desire for another easy, safe, and comfortable travel option.
- **Transportation problems are especially challenging for lower income and unemployed individuals, students, and people aged between 18 and 24.** In addition, people with limited access to a private vehicle were also likely to report transportation problems.
- **The majority of survey respondents said they had used public transportation systems in other places.** People have used Valley Metro and transit systems outside of Arizona most often, but respondents were almost as likely to have ridden Yavapai Regional Transit and intercity buses. The two reasons survey respondents cited for using transit were that 1) it was easier than figuring out how to drive and 2) it was less expensive.
- **More than half of the survey respondents said they would use public transportation in the Quad Cities** if it was available. Survey respondents more likely to express a willingness to use transit include younger residents and people with lower incomes.
- The most important transit service characteristics to encourage ridership among survey respondents was having **a bus stop within walking distance of home**. This was equally important



among several of the demographic characteristics. The second most important characteristic was that service is predictable and reliable.

TRANSPORTATION CHALLENGES

Roughly half (51%) of the survey respondents reported they have experienced challenges with transportation (Figure 1).

Of the people who said they have transportation challenges, the most commonly reported challenges were an expensive commute (42%), a desire for another option (42%) and traffic related concerns, including unreliable travel times unreliable (40%). Another 30% of the people who reported transportation challenges said they didn't always have access to a car (Figure 2).

Figure 1 Do you ever have transportation problems getting places?

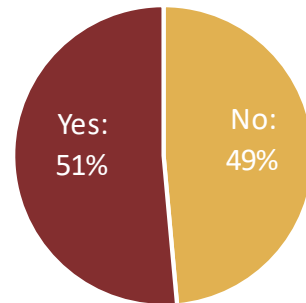


Figure 2 Do you ever have transportation problems getting places you need to go?



Percentage of Survey Responses Agreeing to Statement. Respondents were allowed to accept all that applied.

Profile of Survey Responses with Transportation Challenges

Challenges Associated with Income and Employment

Survey responses with different economic circumstances reported different transportation challenges. Vehicle access had the largest and most consistent impact on transportation problems. Survey



respondents without regular vehicle access report much higher rates of transportation challenges (83%) than those who have regular access to a vehicle (44%) (see Figure 3).

Unemployed respondents were also more likely to answer “yes” to having transportation problems. This trend could be related to car ownership (Figure 4). Roughly 47% of retirees said they experience some transportation challenges. Finally, income was also related to transportation challenges. Generally speaking, people with lower incomes (Figure 5) were more likely to report transportation challenges and employed people or individuals with higher incomes.

Figure 3 Do you ever have transportation problems getting places? Responses by Vehicle Access

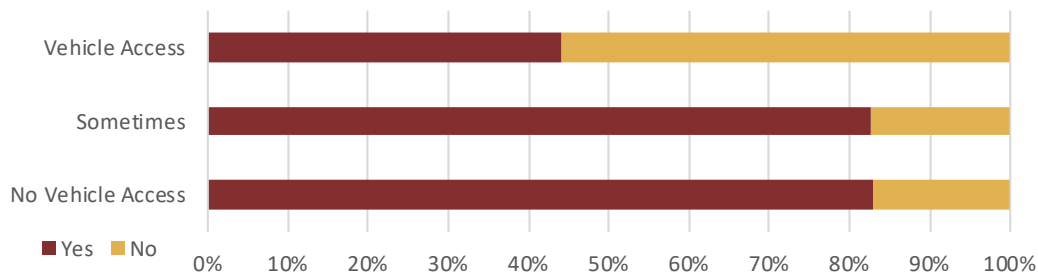


Figure 4 Do you ever have transportation problems getting places? Responses by Employment Status

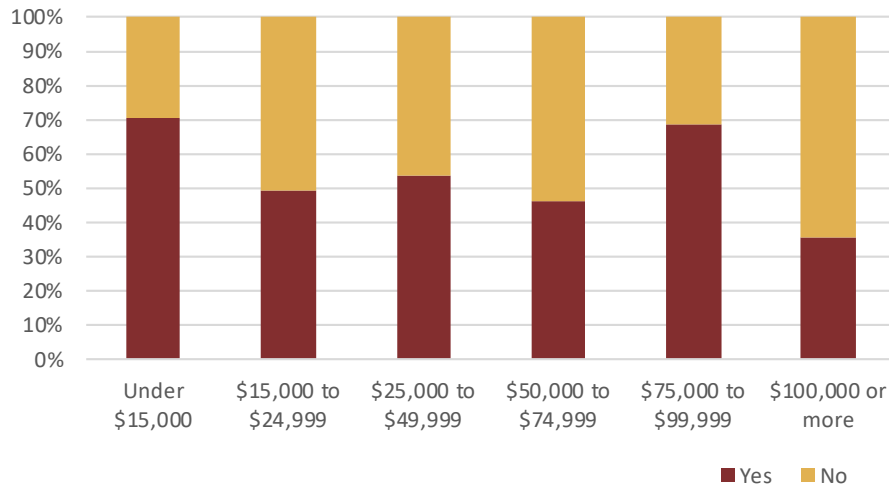
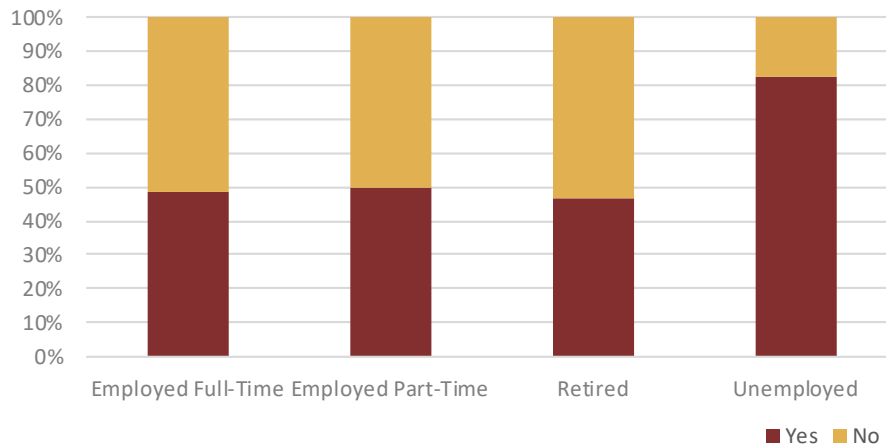




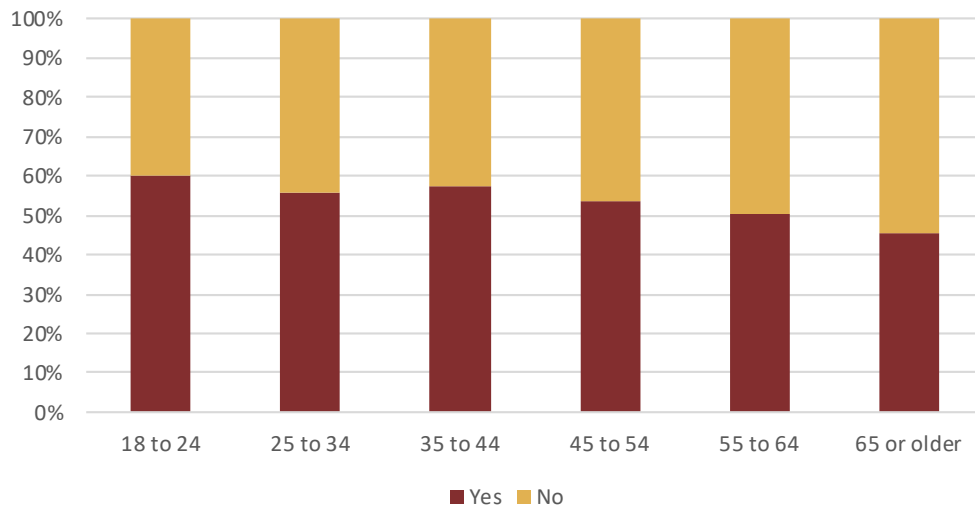
Figure 5 Do you ever have transportation problems getting places? Responses by Employment



Transportation Challenges by Age

Survey respondents reporting transportation challenges were marginally more likely to be younger, with roughly 60% of all people aged 18 to 24 saying they sometimes have transportation problems (see Figure 6).

Figure 6 Do you ever have transportation problems getting places? Responses by Age

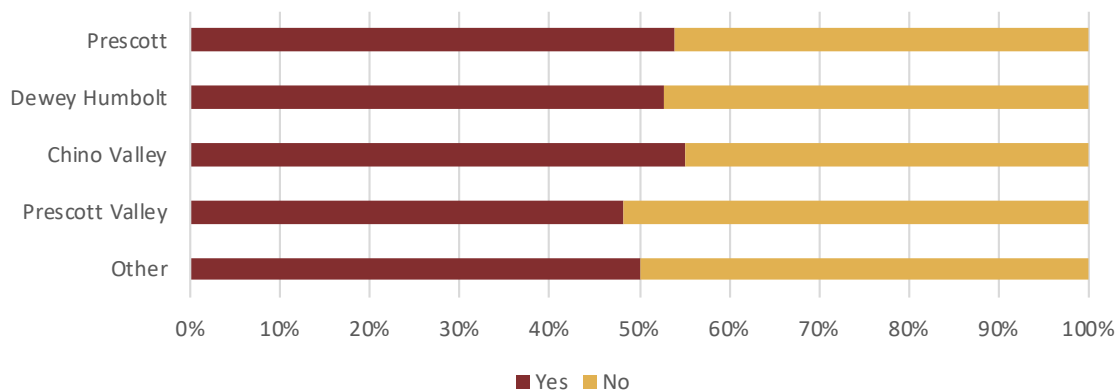




Transportation Challenges by Place of Residence

Transportation challenges are not unique to any one city in Central Yavapai County. At least 48% of survey respondents from each of the Quad Cities reported having some transportation challenges (Figure 7), with Chino Valley residents reporting a slightly higher rate of transportation problems.

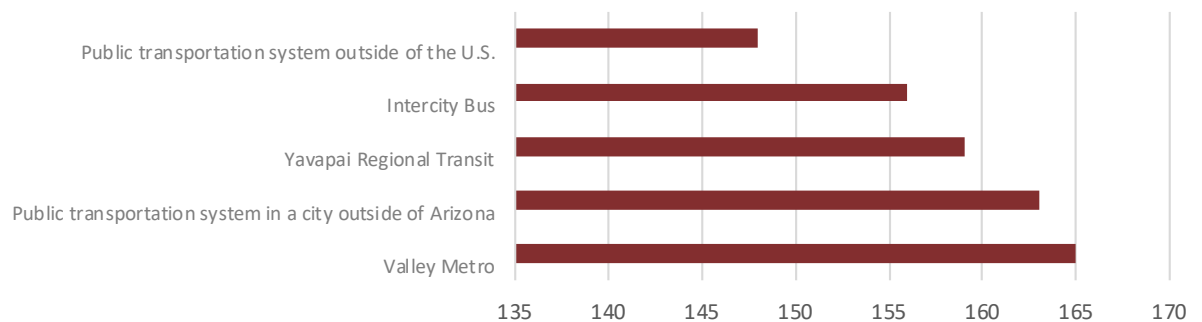
Figure 7 Do you ever have transportation problems getting places? Responses by Residence



ATTITUDES TOWARDS PUBLIC TRANSIT

Survey respondents said they were generally familiar with public transit. 85% said they have taken public transit before, whether in Arizona, another location nationally, or outside the United States (Figure 8). Roughly half of the people filling out the survey used Valley Metro services (61%) while just less than half have experience using Yavapai Regional Transit (49%).

Figure 8 Places where respondents have taken public transportation

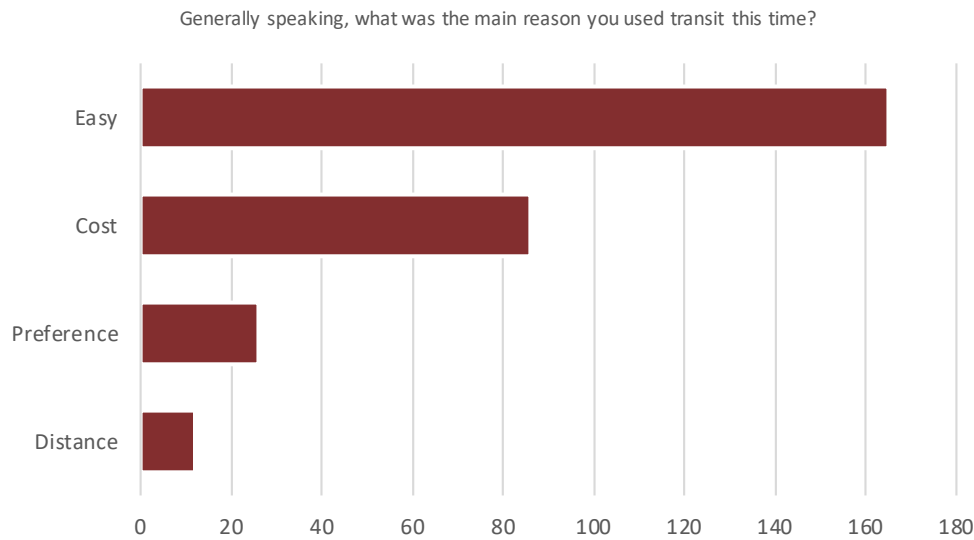


Number of survey responses with experience on identified transit system. Respondents were allowed to accept all that applied.



The primary reason respondents used public transit was because it was the easy option (Figure 9). The second most common reason was cost.

Figure 9 Reasons for trying public transit



Number of survey responses with experience on identified transit system. Respondents were allowed to select one reason.



POTENTIAL TRANSIT USERS IN THE QUAD CITIES

60% of survey respondents said they think they would use public transit in the Quad Cities area if it were available, while only 17% said they would not (Figure 10).

Likelihood of Using Transit by Age

Younger survey respondents reported a higher likelihood of using transit (see Figure 11). Nearly 73% of respondents age 18 to 24 and 74% percent of people aged 25 to 24 indicated a willingness to use transit. In contrast, 57% of respondents aged 55 to 54 and 50% of people aged 65 or older said they think they would use transit.

Figure 10 If public transit were available in the Quad Cities, do you think you would use it?

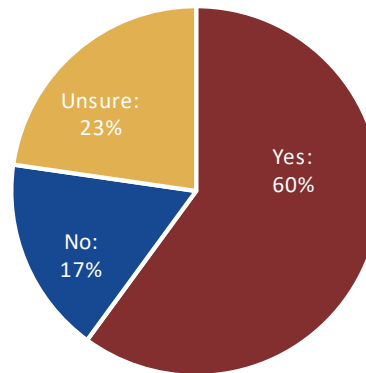
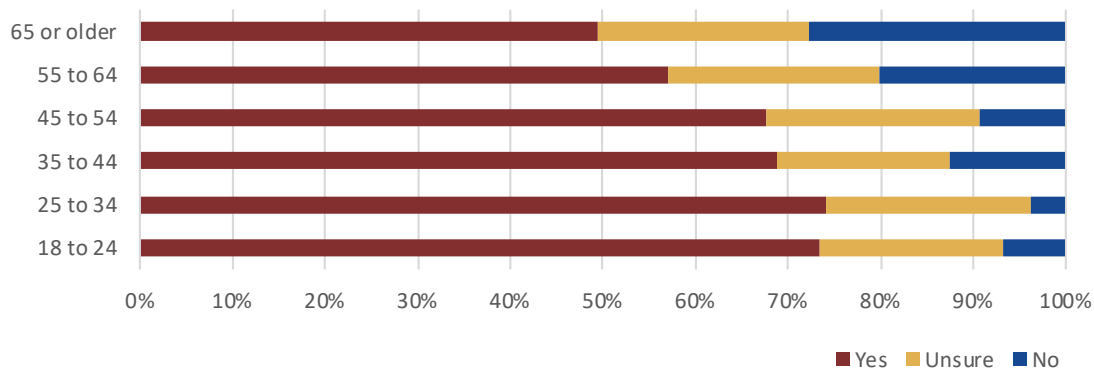


Figure 11 If public transit were available in Quad Cities, do you think you would use it? Responses by Age

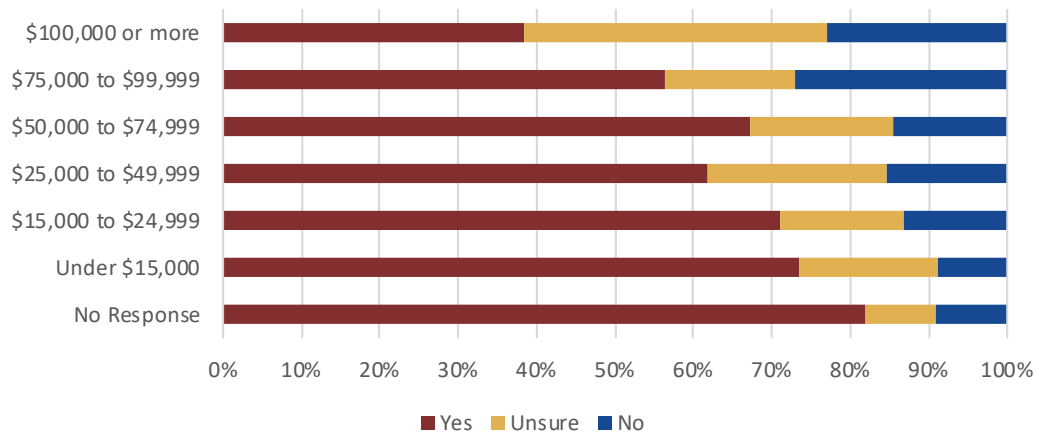




Likelihood of Using Transit by Income

Survey respondents in the lower incomes were expressed more willingness to use transit than wealthier respondents; 74% of people with incomes of less than \$15,000 and 71% of people with incomes between \$15,000 and \$24,999 reported a willingness to ride transit. This compares with 38% of respondents with incomes of at least \$100,000 willing to try transit (Figure 12).

Figure 12 If public transit were available in Quad Cities, do you think you would use it?

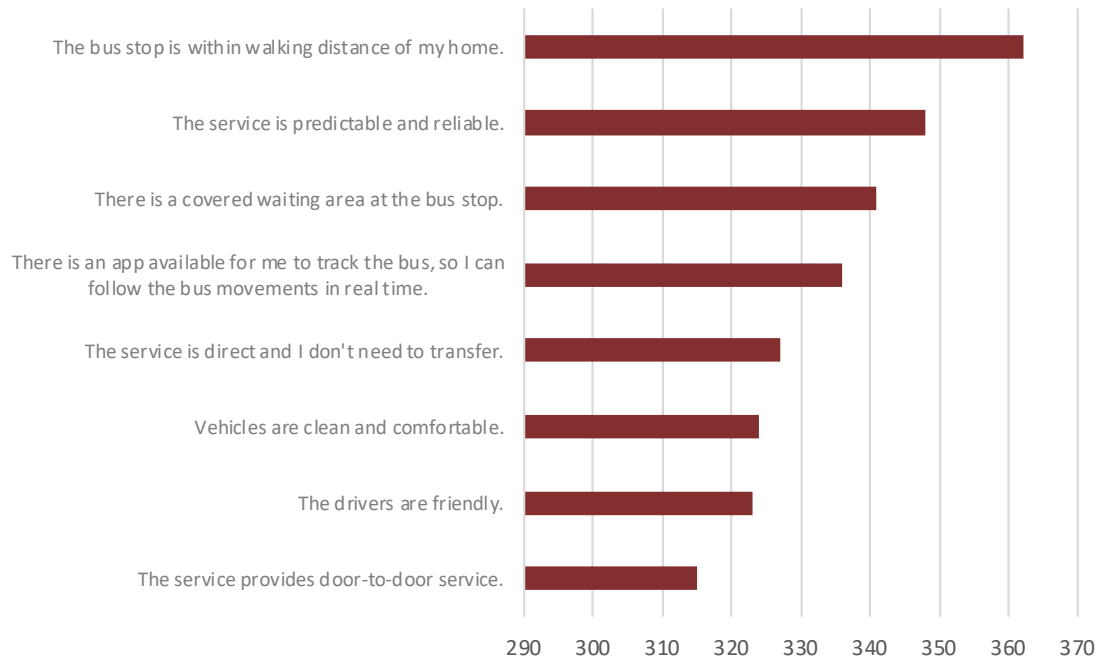




IMPORTANT FEATURES OF TRANSIT SERVICE

Survey respondents were asked to select up to three features that would encourage them to use transit. The most important features included 1) having a bus stop within walking distance of my home; 2) service that is predictable and reliable and 3) there is a covered waiting area at the bus stop (see Figure 13). The fourth most desired feature was having an access to app to track the bus in real time.

Figure 13 What features of service are more likely to encourage you to ride the bus?



Number of survey responses selecting offered features. Respondents were allowed to select up to three reasons.



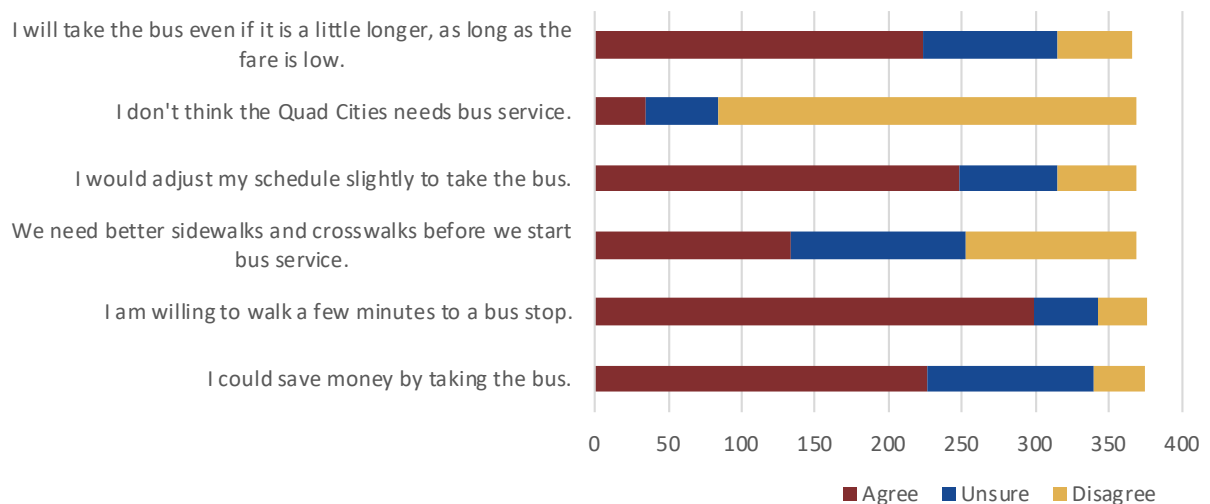
ATTITUDES TOWARDS PUBLIC TRANSIT

As a method to understand people's attitudes about transit services and explore value placed on certain service attributes, survey respondents were asked to agree, disagree or say they were unsure to a list of questions. This list of questions included:

- I could save money by taking the bus.
- I am willing to walk a few minutes to a bus stop.
- We need better sidewalks and crosswalks before we start bus service.
- I would adjust my schedule slightly to take the bus.
- I don't think the Quad Cities need bus service.
- I will take the bus even if it is a little longer as long as the fare is low.

Overall, the responses suggest positive attitudes towards transit services in the Quad Cities (see Figure 15). For example, 61% agreed they could save money by taking the bus and 80% said they would be willing to walk a few minutes to a bus stop. Sixty seven percent also said they would adjust their schedules slightly to take the bus and 61% agreed they'd take the bus if it takes a little longer as long as the fare is low. Finally, only 10% of the respondents agreed that the Quad Cities don't need bus services and 36% felt the region should build better sidewalks and crosswalks before investing in bus service.

Figure 14 Attitudes towards Public Transit



Attitudinal Questions: Responses by Income

Among survey respondents with incomes of less than \$25,000, 71% agreed that riding the bus could save them money. Similarly 61% of respondents with lower incomes agreed that they would commute by bus even if it took longer if the fare was low.

Respondents reinforced the desire for nearby transit when asked if they thought Quad Cities needs bus service. Overall, 73% disagreed with the statement "I don't think the Quad Cities needs bus service"; among respondents with incomes of less than \$25,000, over 90% disagreed (Figure 15). Additionally, 81% of respondents said they would be willing to walk a few minutes to a bus stop, and the share of



respondents who agreed to the statement rose to 87% when considering those with incomes lower than \$25,000 (Figure 16).

Figure 15 "I don't think the Quad Cities needs bus service." Responses by Income

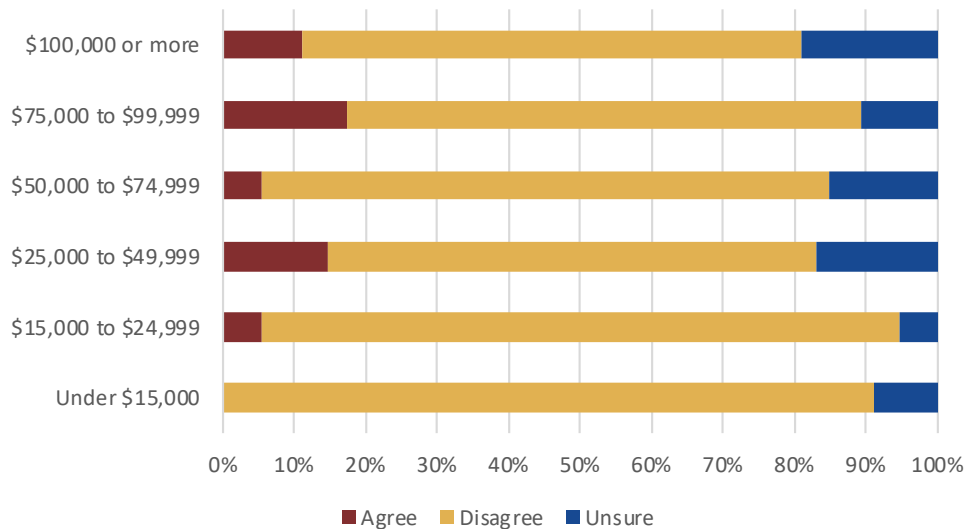
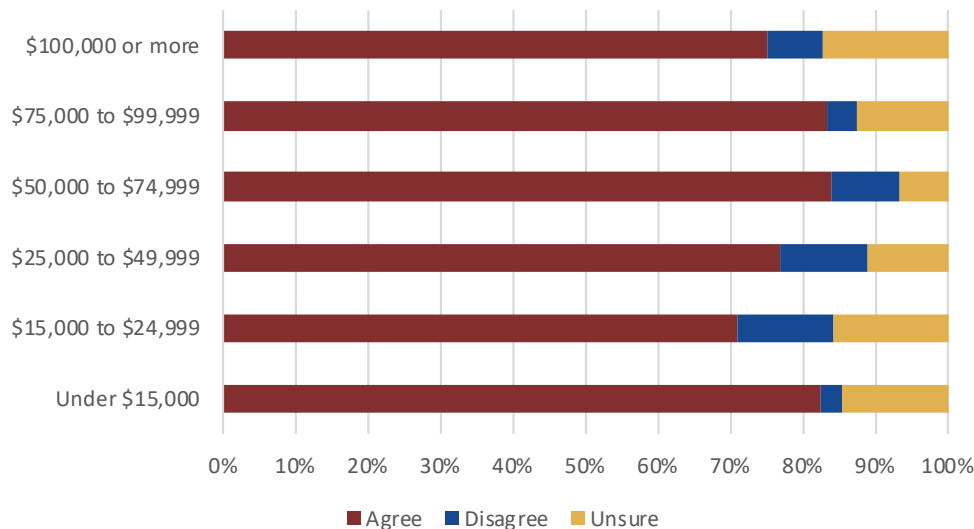


Figure 16 "I am willing to walk a few minutes to the bus stop." Responses by Income



Attitudinal Questions: Responses by Location

Overall, 77% of all survey respondents disagree with the statement that there is no need for bus service in the region. The community with the highest number of people who agreed to the statement was Prescott Valley at 16% (Figure 17). None of the survey respondents from Chino Valley agreed with the statement, while very small percentages agreed with the statement that the Quad Cities does not need bus service.

Nearly all survey respondents said they'd be willing to walk to the bus stop. There was only limited variation between communities, although Prescott Valley respondents were the least likely (71%) to agree



to be willing to walk a few minutes to the bus stop (Figure 18), while, 90% of Dewey Humbolt residents said they would be willing to walk a few minutes to a bus stop.

Figure 17 "I don't think the Quad Cities needs bus service." Responses by Location

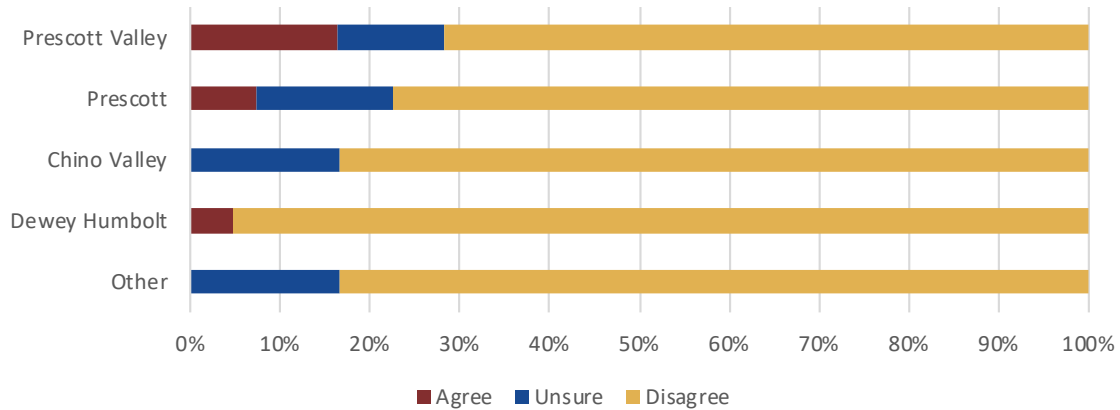
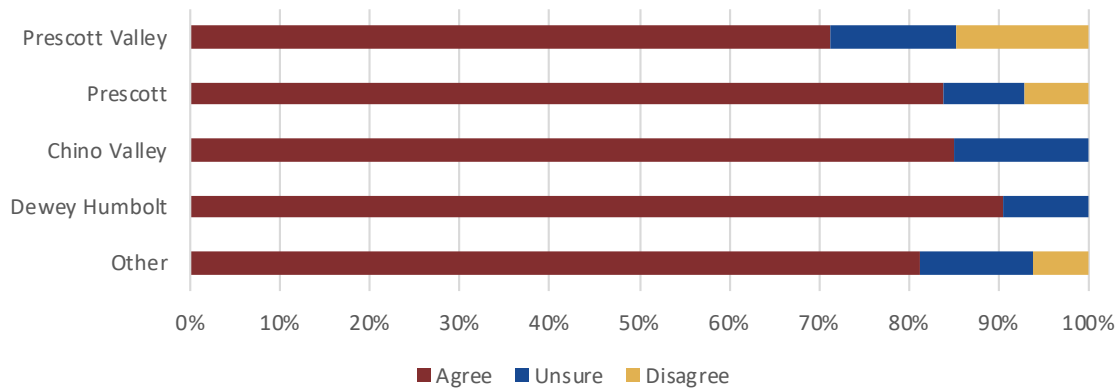


Figure 18 "I am willing to walk a few minutes to the bus stop." Responses by Location



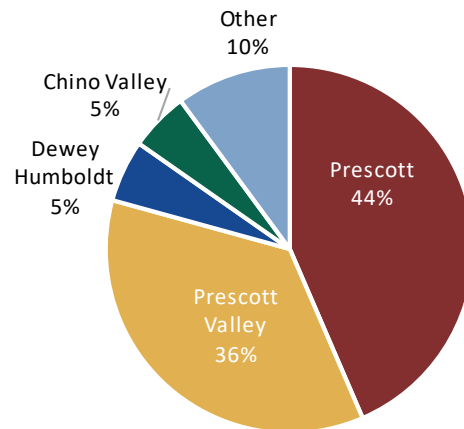


CHARACTERISTICS OF SURVEY RESPONDENTS

Residence

Most survey respondents live in the Quad Cities (Figure 19). Most live in Prescott (44%) or Prescott Valley (36%), while a few live in Dewey-Humboldt (5%) and Chino Valley (5%). Of those who responded “Other”, most are from Paulden. Prescott and Prescott Valley are each home to about 30% of the Quad Cities population.¹ This suggests residents of Prescott Valley are appropriately represented in the survey, while Prescott residents are slightly overrepresented.

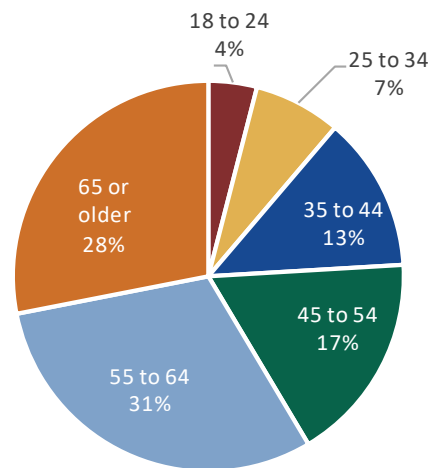
Figure 19 Residence



Age

Most survey respondents (61%) are 55 or older at the time of the survey (Figure 20). In contrast, younger respondents age 18 to 34 make up only 11% of responses. While the Quad Cities area is known as a popular retirement community, about 30% of Prescott’s population is between the ages of 18 and 34, so it is possible that the survey captured fewer young responses than represented in the population.

Figure 20 Age



¹ US Census American Community Survey 5-Year Estimates (2013-2017)



Income and Employment

Retirees and full-time employees make up the largest groups of survey respondents, at 33% and 49% respectively (Figure 21). About 59% of respondents say they are employed in some capacity, and about 5% say they are unemployed.

Survey respondents were generally evenly split across income brackets (Figure 22). The median income in Yavapai County is \$48,259; about 54% of survey respondents make less than \$50,000 a year, and about 46% make \$50,000 or more. Nearly 30% of respondents reported earning less than \$25,000 a year.

Figure 21 Employment Status

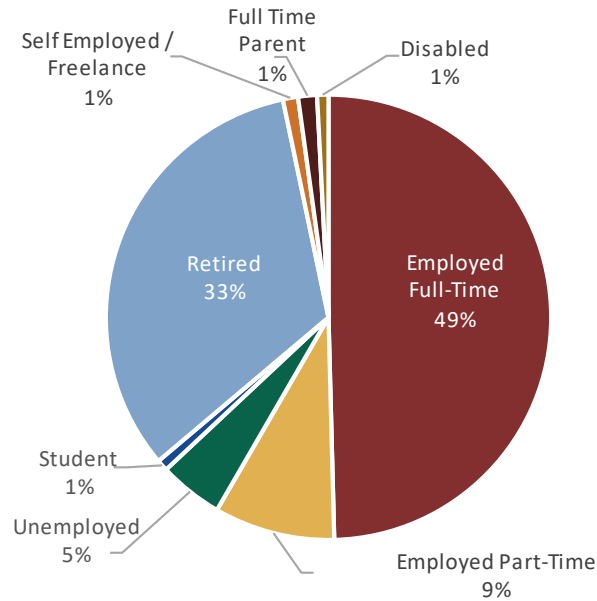
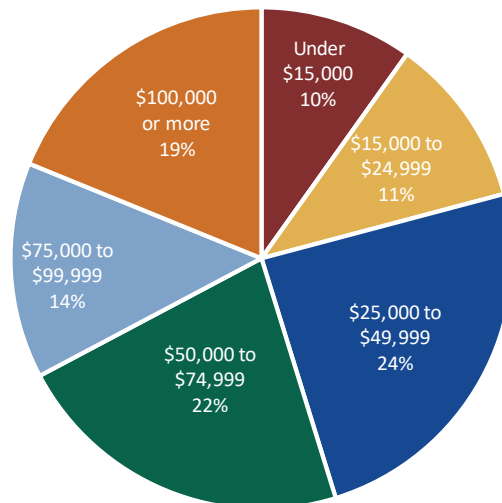


Figure 22 Responses by Income





Access to a Car

Like much of Arizona, survey respondents generally have access to a car: 82% say they have regular access to a car, and 6% sometimes have vehicle access. However, 12% do not have regular car access, and these respondents do not have a clear option for traveling longer distances.

In Arizona, 94% of households own at least one vehicle, a higher figure than the one reported by survey respondents in Figure 23. Most likely the group surveyed has a lower rate of car ownership than the general population, but it may be individuals are more likely to say “no” or “sometimes” when they do not have regular access to their household’s shared vehicle.

Figure 23 Access to a Personal Vehicle

