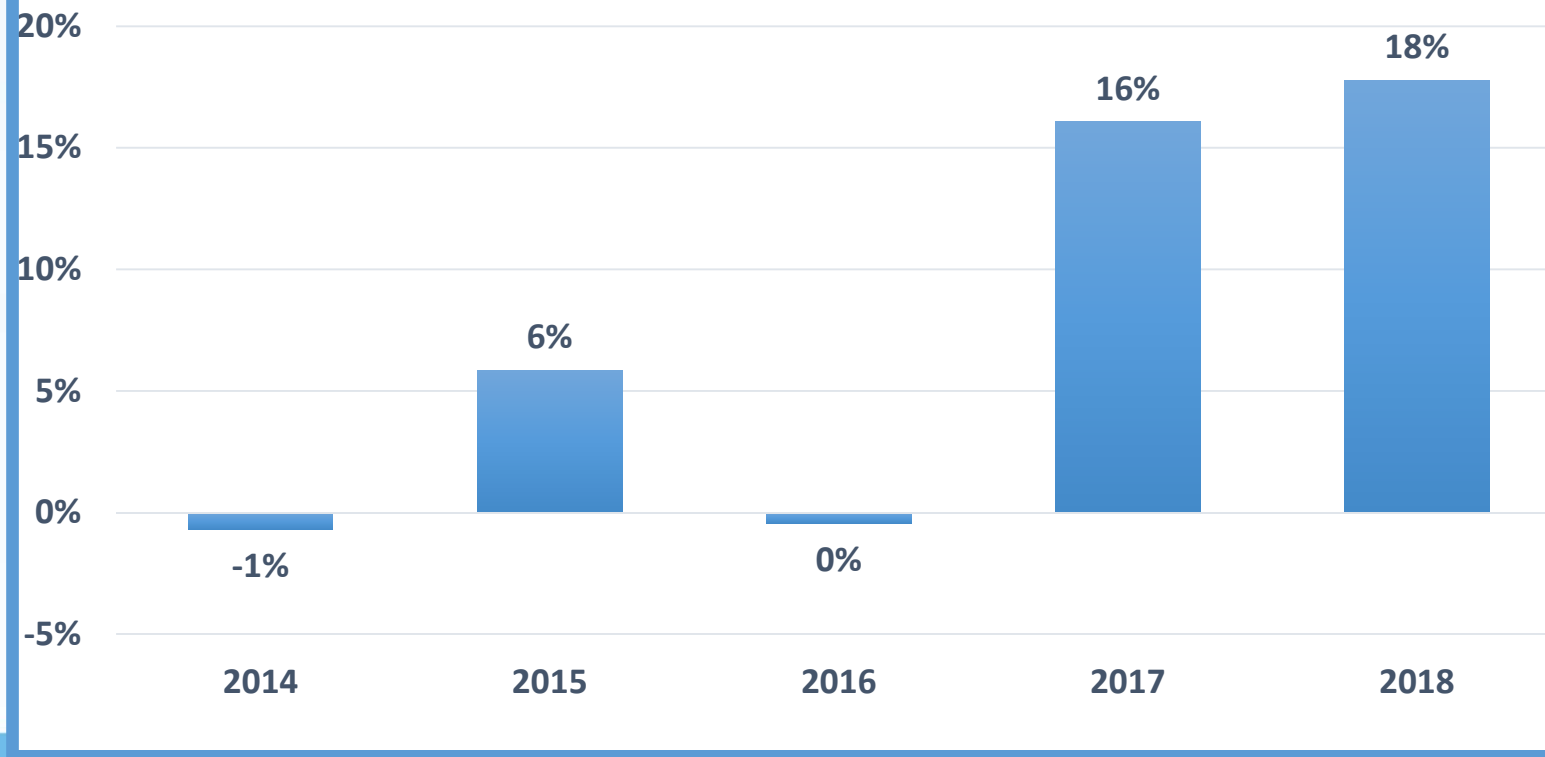




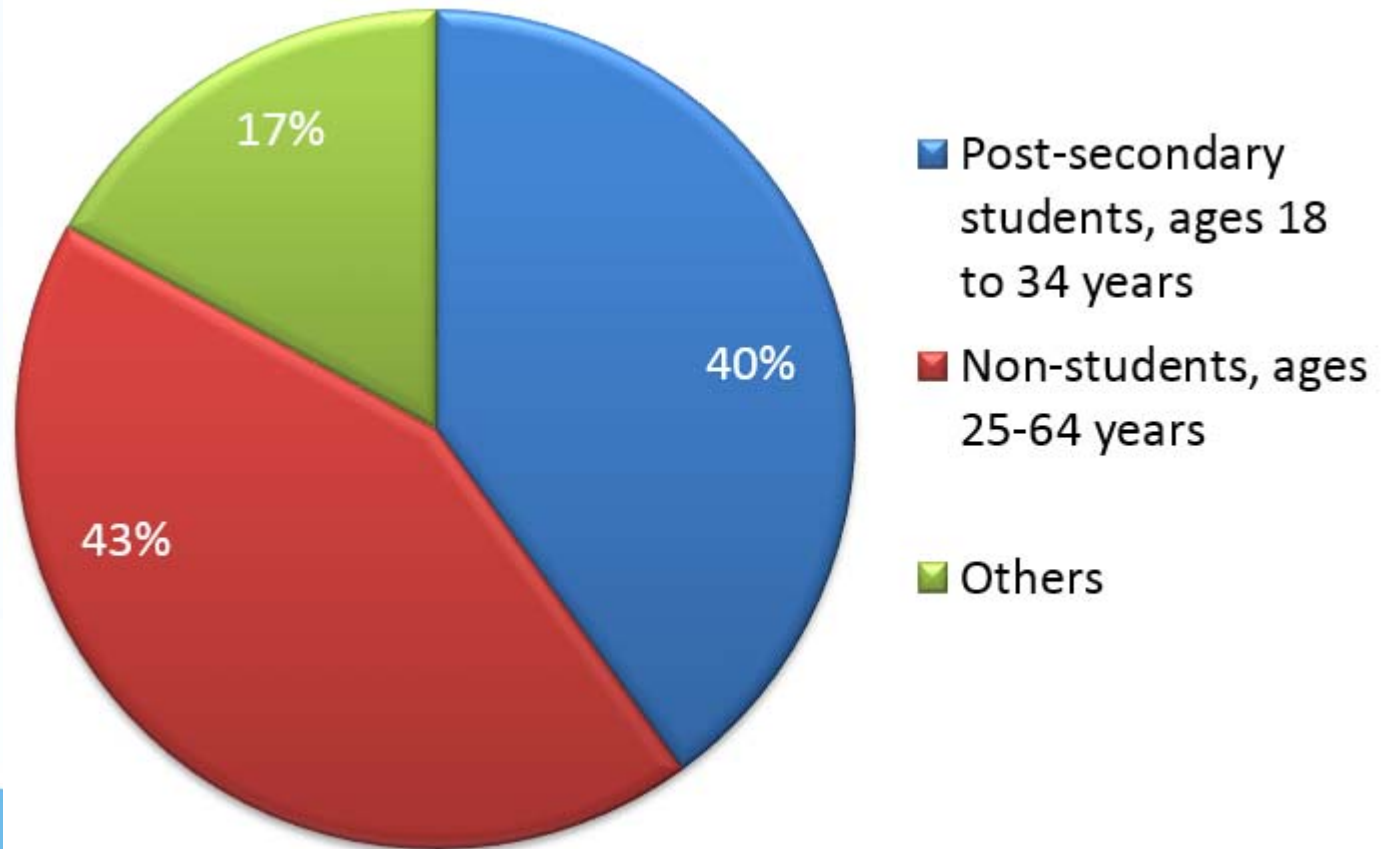
2018 Spruce Grove Transit Survey Results

Council Meeting
September 17, 2018

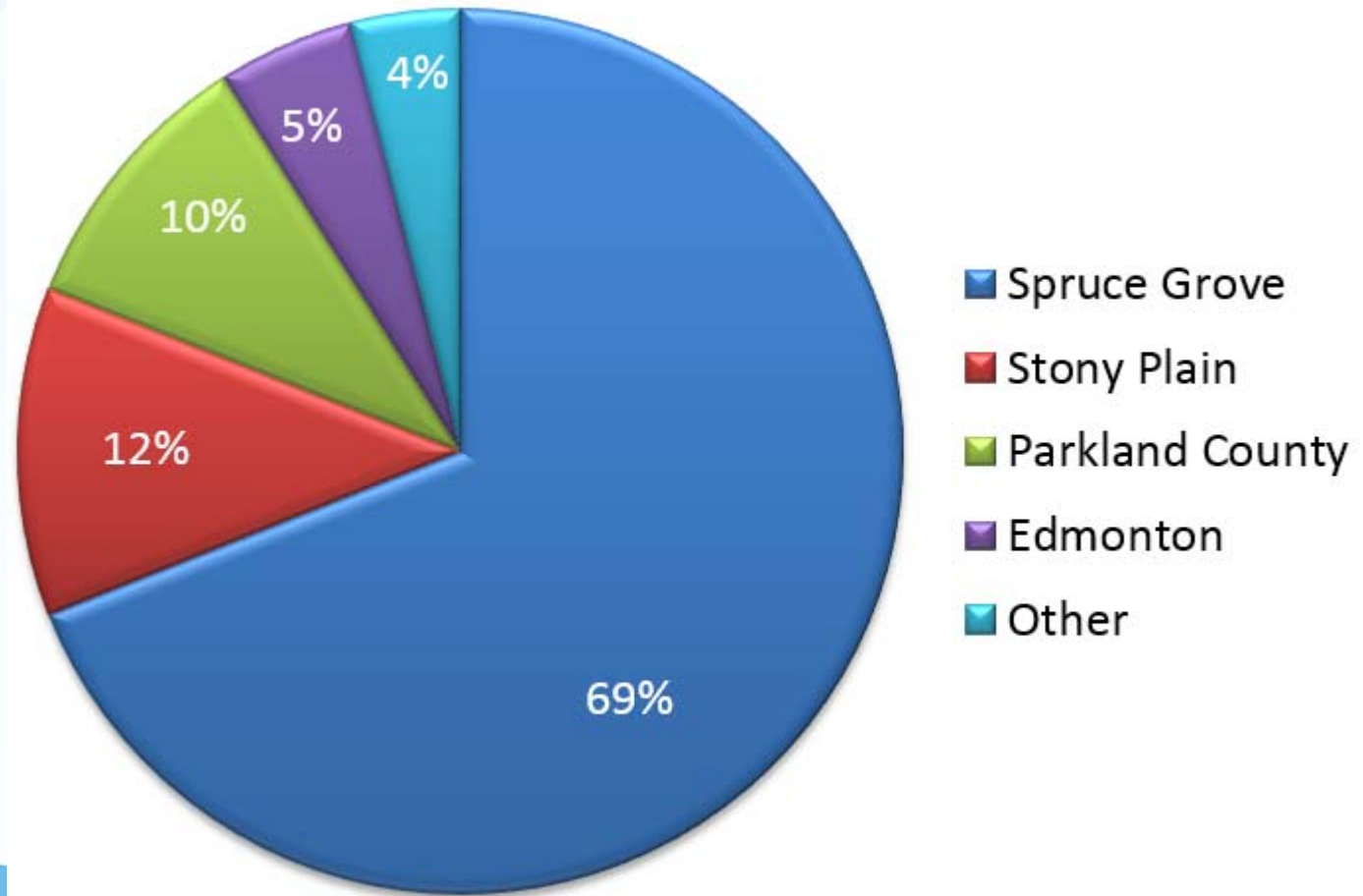
% Ridership Change Year over Year (January - June period)



Who is riding Spruce Grove Transit?

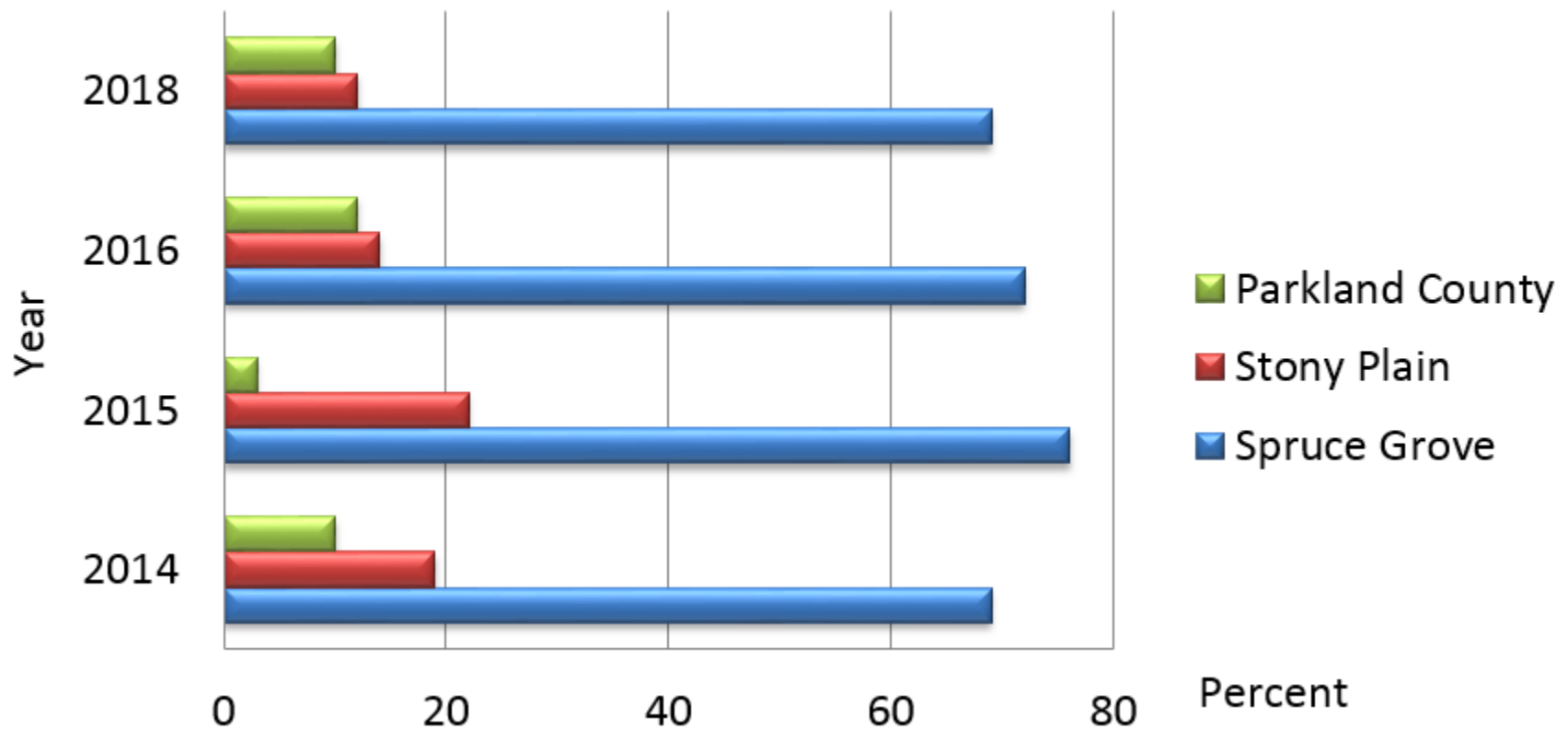


Where do our riders live?



Where do our riders live?

On Board Residents' Places of Primary Residence from 2014 to 2018



Service Satisfaction

| Service Area | % Satisfied or Very Satisfied |
|-----------------|-------------------------------|
| Bus cleanliness | 89% |
| Travel time | 79% |
| Seat comfort | 77% |
| Route layout | 77% |

Service Satisfaction

| Service Area | % Dissatisfied or Very Dissatisfied |
|------------------------------|-------------------------------------|
| Bus frequency | 26% |
| Bus stop/shelter cleanliness | 12% |

Service Satisfaction

| Service Area | % Who Agree or Strongly Agree |
|---|-------------------------------|
| I feel safe while I ride the bus | 94% |
| Bus drivers are courteous | 93% |
| I feel safe at bus stops I use most often | 92% |
| Bus drivers are helpful | 89% |

Service Satisfaction

| Service Areas | % Who Disagree or Strongly Disagree |
|--|-------------------------------------|
| Buses are on time | 15% |
| I prefer to ride the bus rather than drive | 13% |
| Purchasing passes/tickets is convenient | 10% |

On-Line Survey

Top 5 reasons why Non-Users do not use Spruce Grove Transit

| Reasons Provided | % who Agree or Strongly Agree |
|---|-------------------------------|
| The bus doesn't run at the times I need it | 64% |
| Bus routes don't go to my destination | 57% |
| My travel needs (e.g. daycare, groceries, multiple errands, bringing children on the bus) are not convenient via Spruce Grove transit | 56% |
| The bus does not stop close enough to my final destination | 48% |
| Waiting outside for the bus in poor weather is too uncomfortable | 48% |

Commuter Service Expansion Priorities

On-Board Respondents

| Potential Future Services | % of Respondents Who Would Ride More |
|---|--------------------------------------|
| Additional service offered In the midday | 72% |
| Additional service is offered evenings and weekends | 67% |

Commuter Service Expansion Priorities

% of On-Line Respondents who say they would use the following services:

| | |
|-----------------------------------|------------|
| Route 562 Saturday Service | 19% |
| Route 562 Midday Service | 17% |
| Route 562 Evening Service | 16% |
| Route 560 Midday Service | 16% |

Local Service Expansion Priorities

% of On-Line Respondents who say they would use the following services:

| | |
|--|------------|
| A bus route between Stony Plain and Spruce Grove | 20% |
| A bus route within Spruce Grove neighborhoods that connects to the commuter bus service to Edmonton | 19% |
| A bus route between Stony Plain and Spruce Grove that connects to the commuter bus service to Edmonton | 17% |
| A bus route between Spruce Grove and Acheson Industrial Area | 5% |
| A bus route between Parkland Village and Spruce Grove | 5% |

Questions

