

All Aboard!

Exploring High-Capacity Transit for the Treasure Valley
Quantitative Survey Results

Survey Dates: January 19 – February 27, 2021



Total Survey Participants:

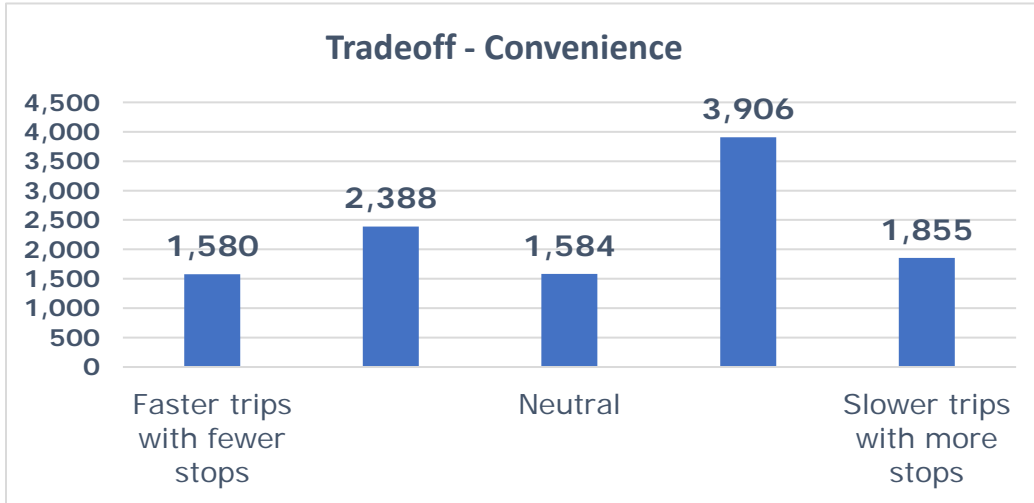
11,706

Tradeoffs.

For each question, choose the option that best shows which tradeoff you prefer.

Convenience: More speed...or more stops? n=11,313

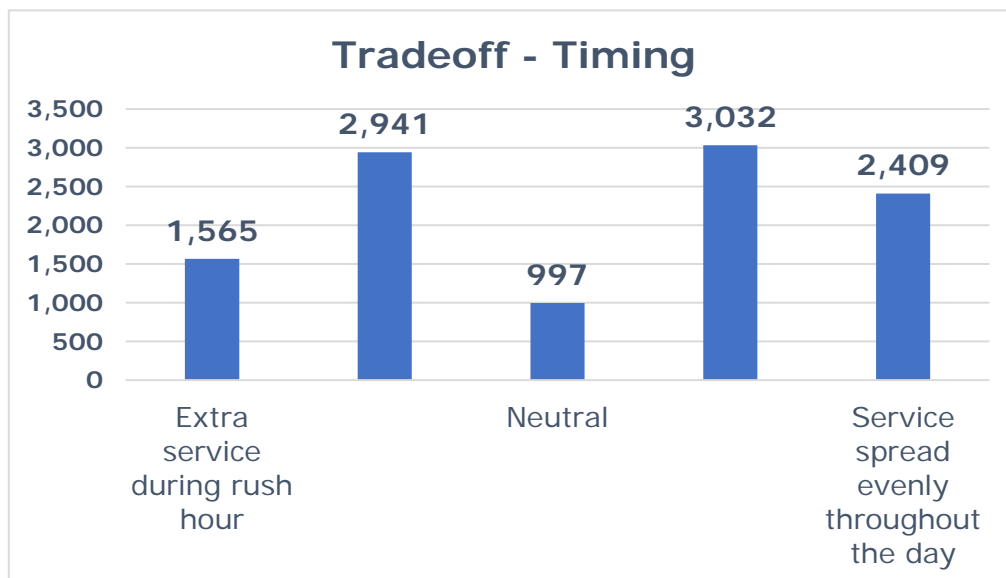
Faster trips with fewer stops along the way; I get to my destination faster.



Slower trips with more stops; I have more options to get on/off near my destinations.

Timing: Focus service during rush hour... or spread it out throughout the day? n=10,944

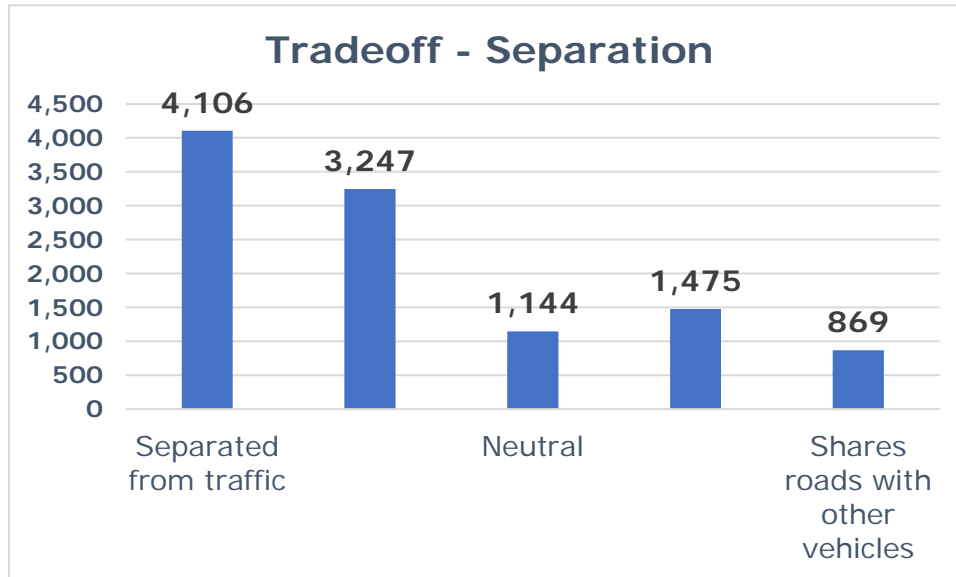
I'd prefer extra service during rush hour, even if that means less service at other times.



I'd prefer service spread evenly throughout the day. Not everyone travels during rush hour.

Separation: Separate...or together? n=10,841

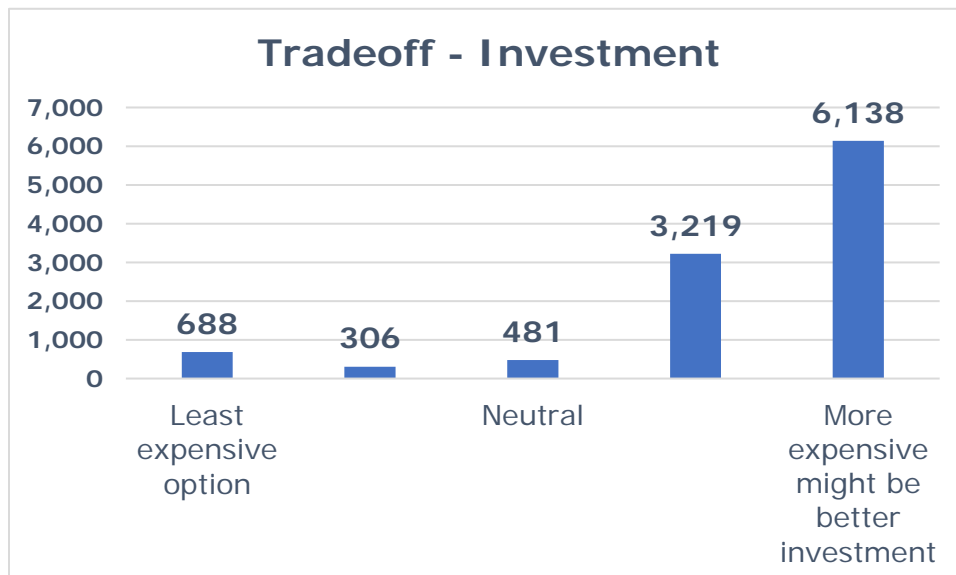
High-capacity transit separated from traffic. Faster and more reliable, but less convenient access, especially for cyclists and pedestrians.



High-capacity transit shares the road with other vehicles. Slower and less reliable, but easier to access, especially for cyclists and pedestrians.

Investment Lower cost...or invest for the future? n=10,832

Build the least expensive option. We should keep costs as low as possible.

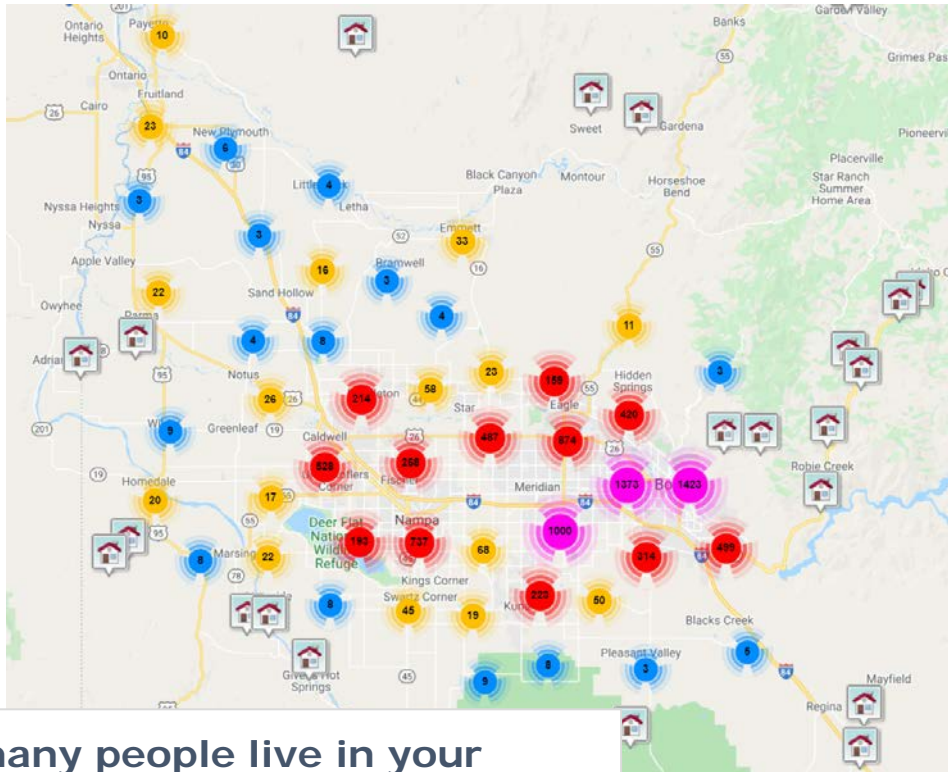


Cost should be considered, but not be the deciding factor. A more expensive alternative might be a better investment in the long term.

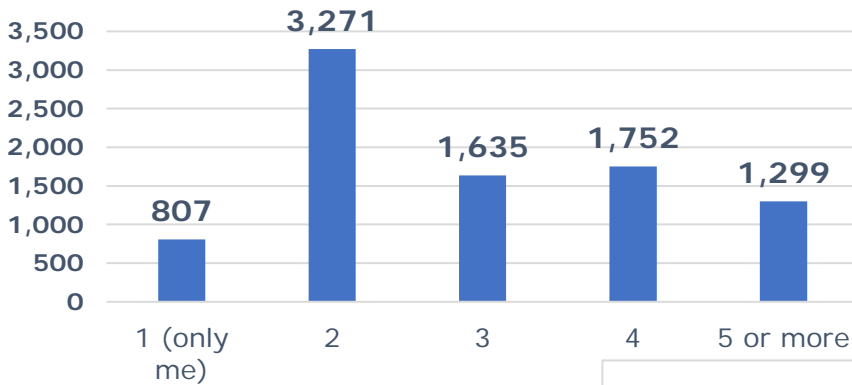
Destinations.

Drag and drop at least two map markers to show your home and typical (pre-COVID) destinations.

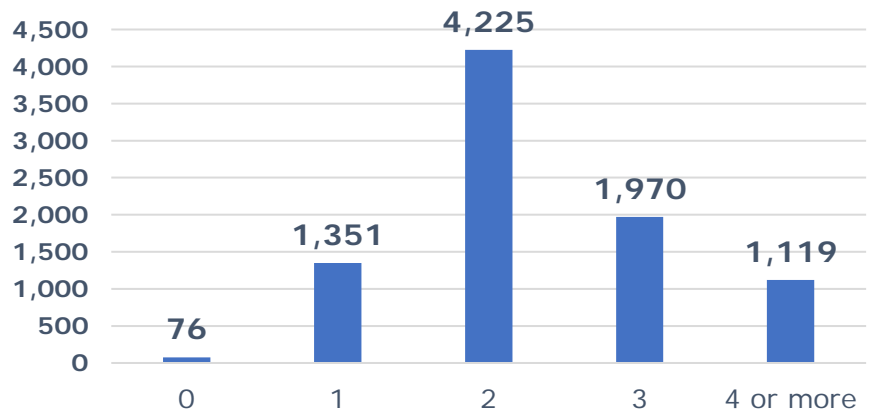
Home



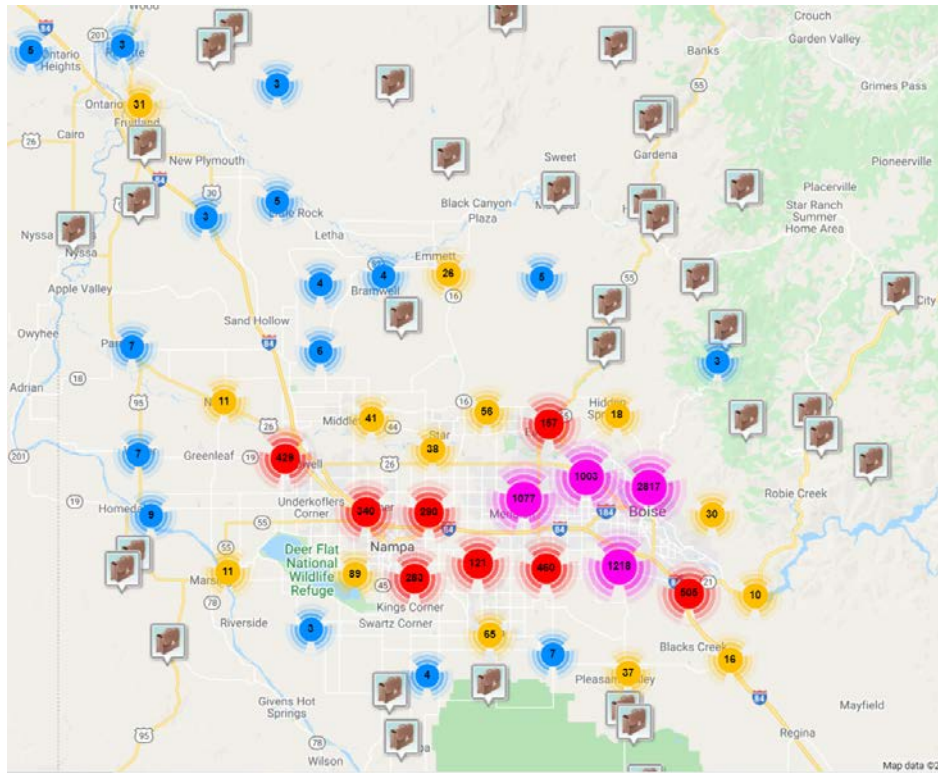
How many people live in your household?



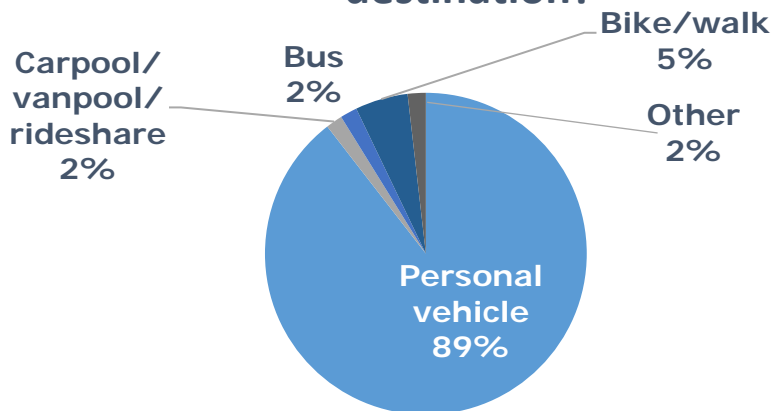
How many vehicles are owned by your household?



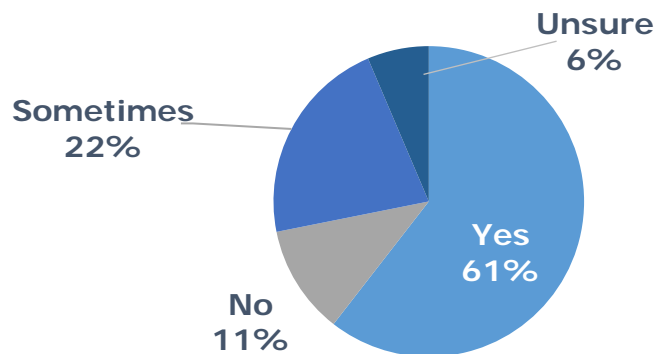
Job



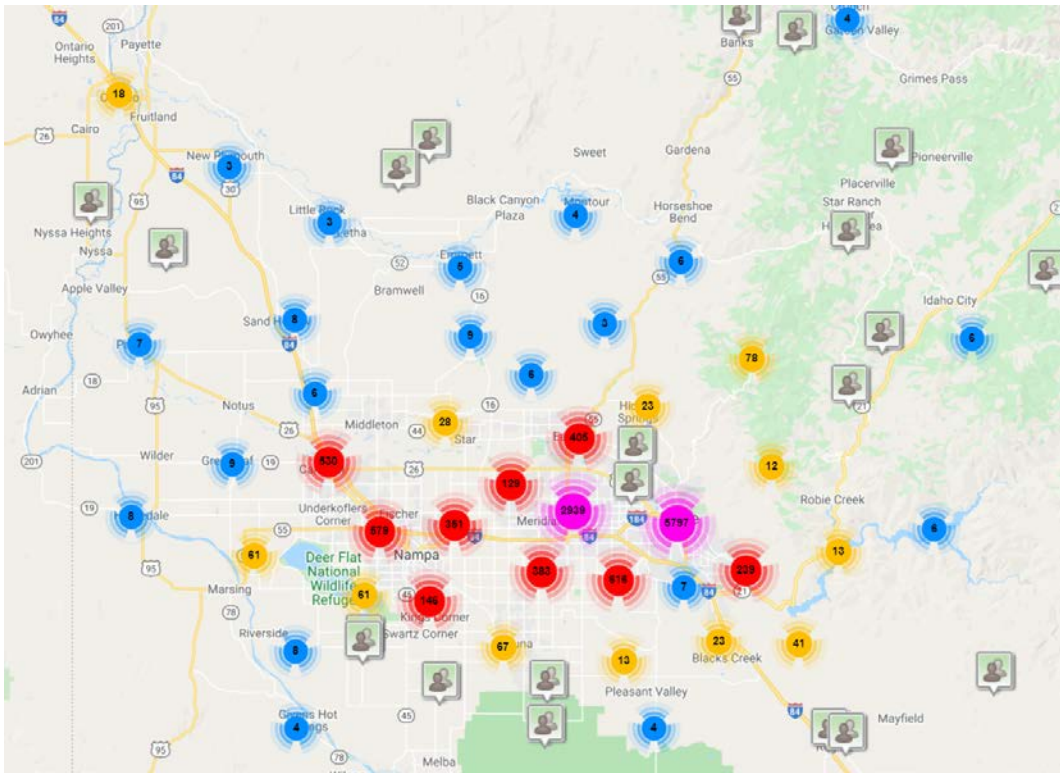
Job: How do you typically get to your destination?



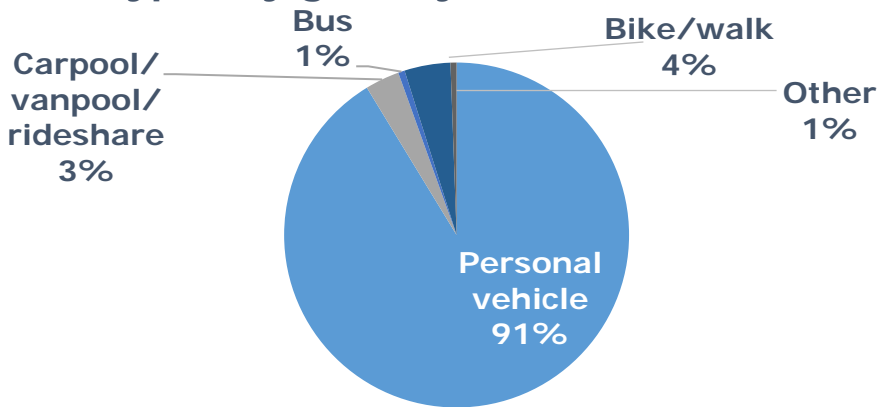
Job: If it were available, would you use high-capacity transit instead?



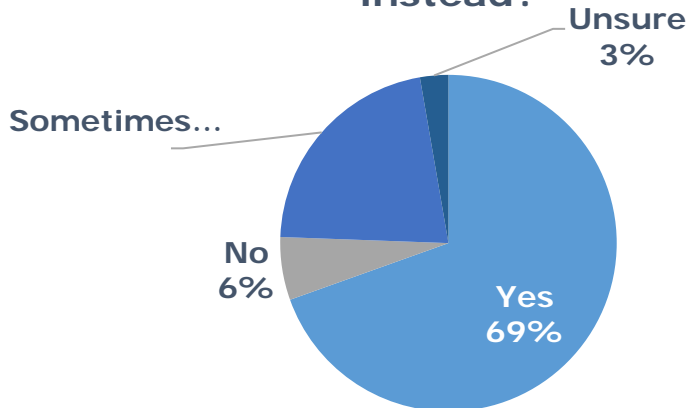
Entertainment



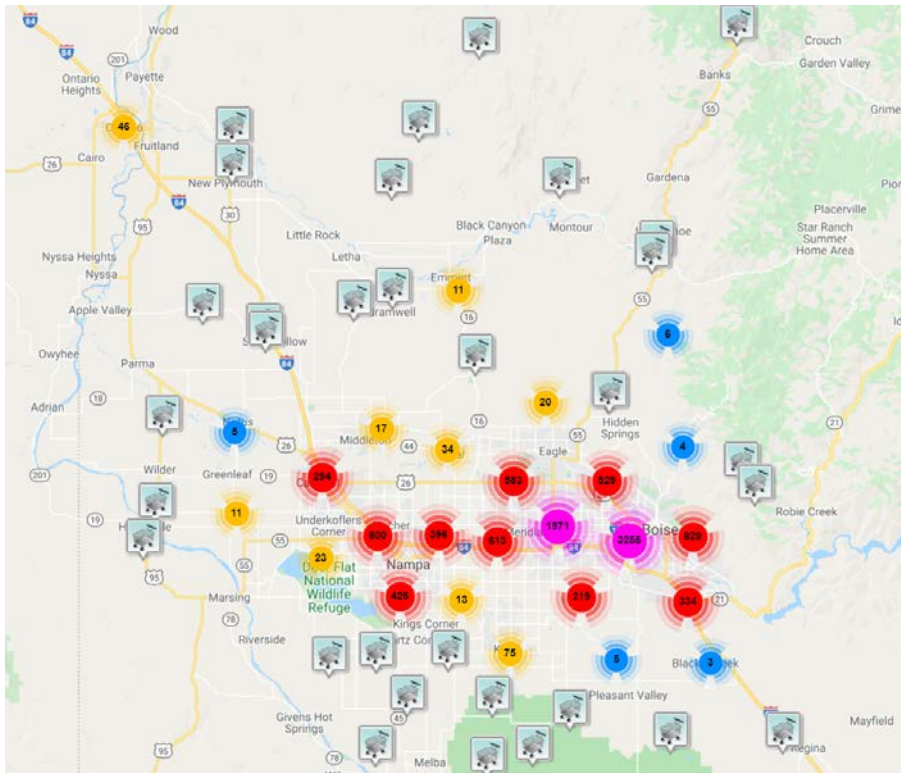
Entertainment: How do you typically get to your destination?



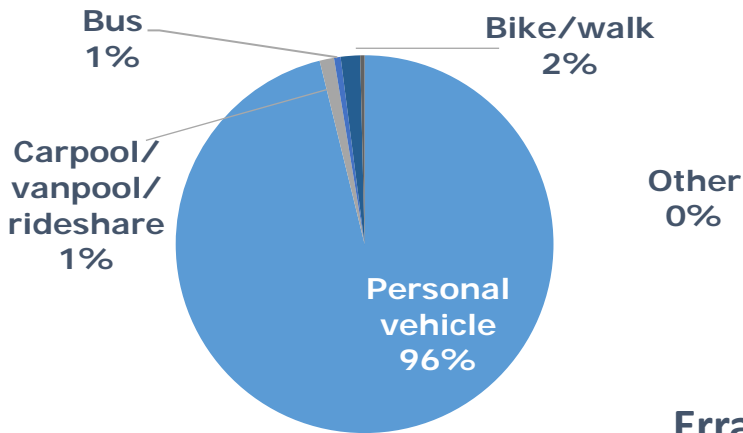
Entertainment: If it were available, would you use high-capacity transit instead?



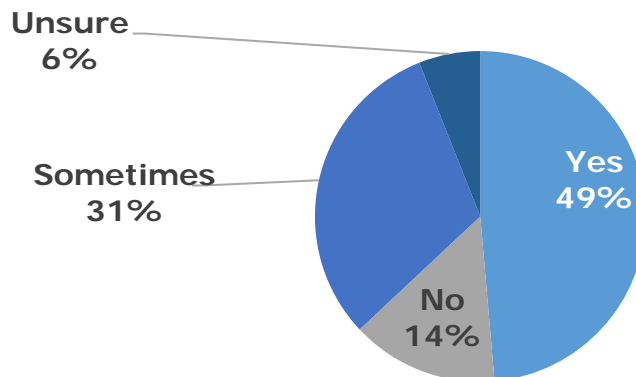
Errands



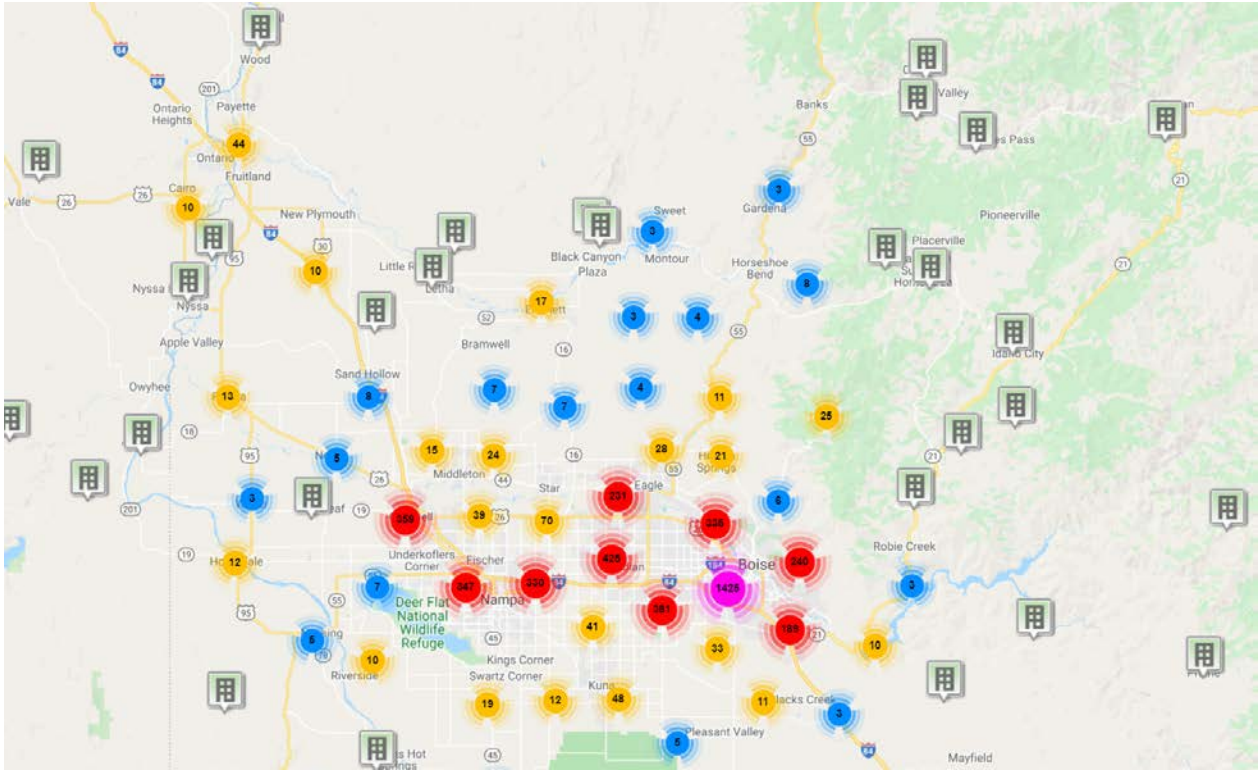
Errands: How do you typically get to your destination?



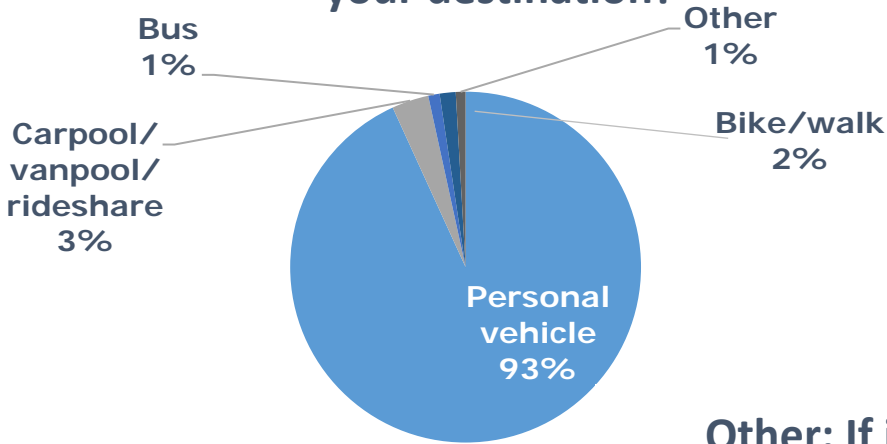
Errands: If it were available, would you use high-capacity transit instead?



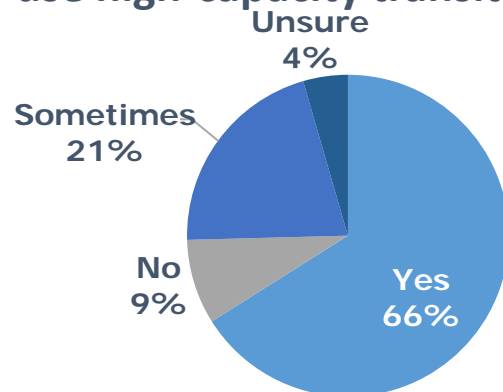
Other



Other: How do you typically get to your destination?



Other: If it were available, would you use high-capacity transit instead?



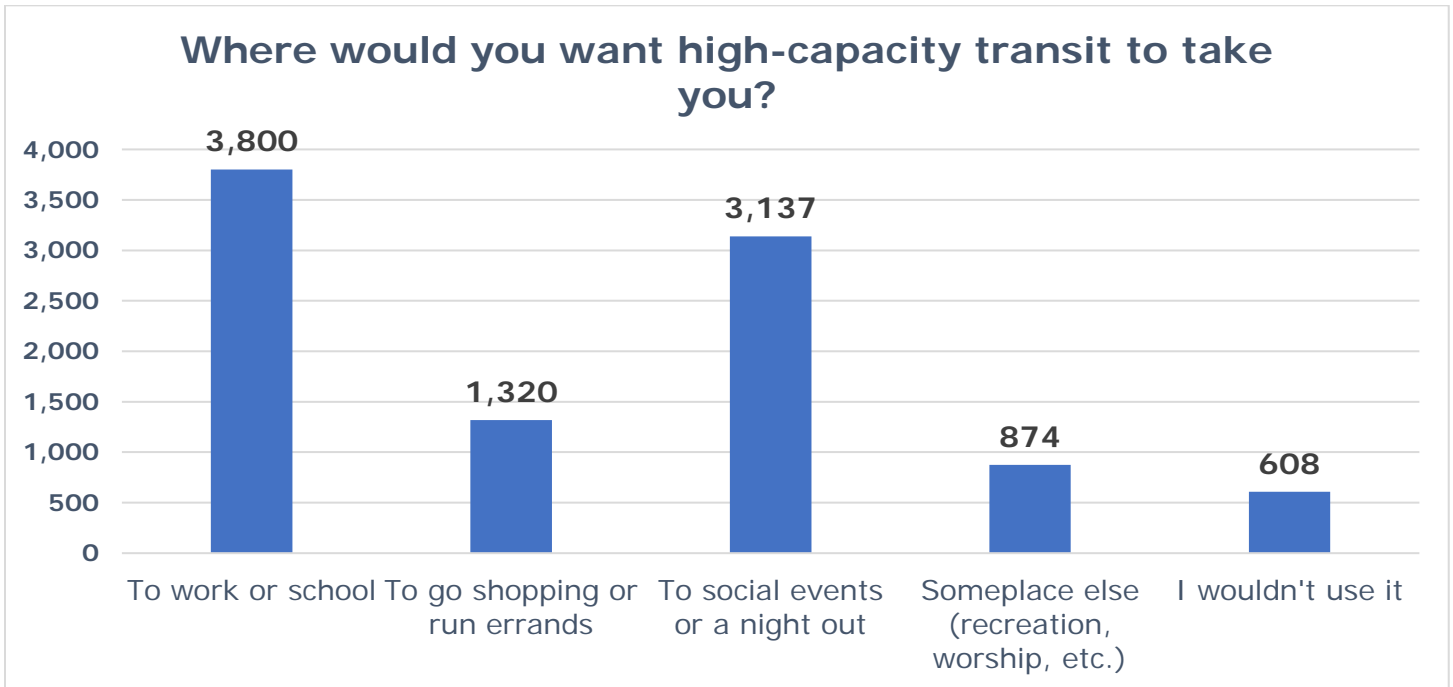
Preferences.

For each set of options, select the one that best describes you.

Where do you want to go?

Where would you most want high-capacity transit to take you?

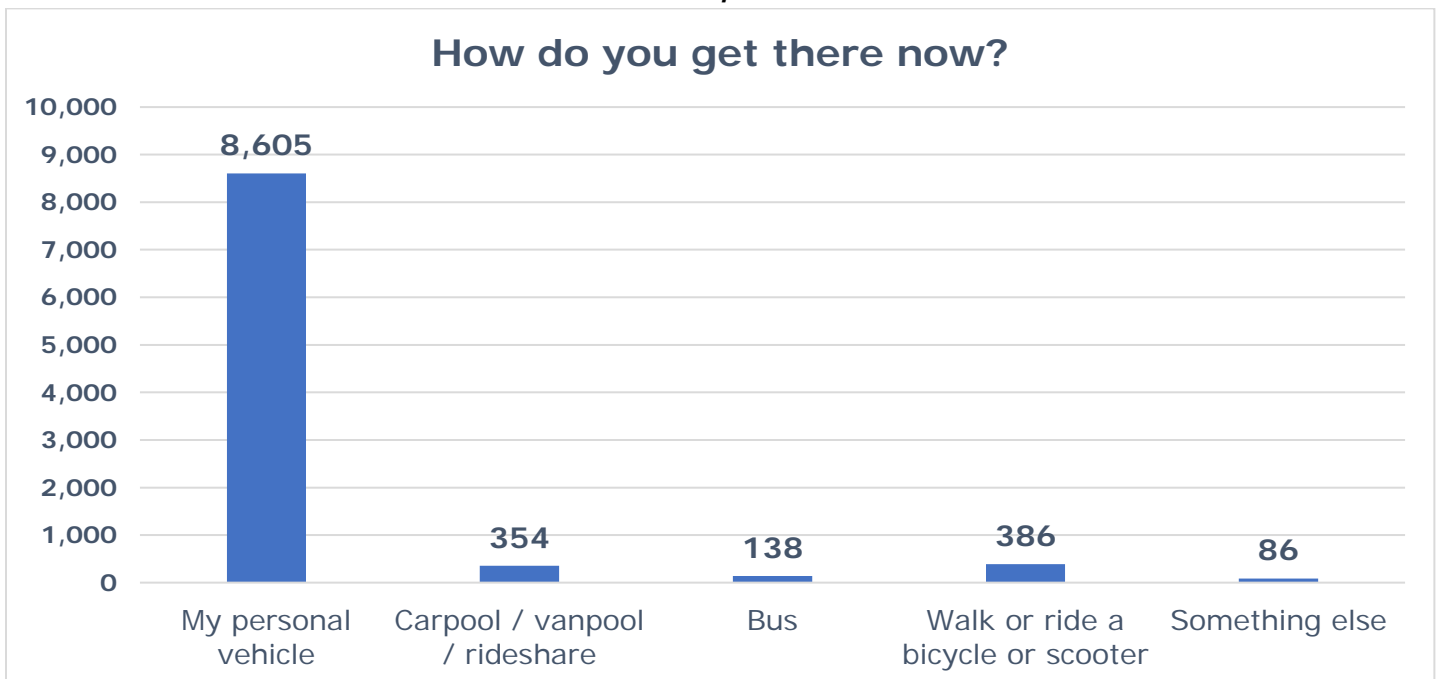
N=9,739



How do you get there now?

Which did you use for most of your trips around town before COVID?

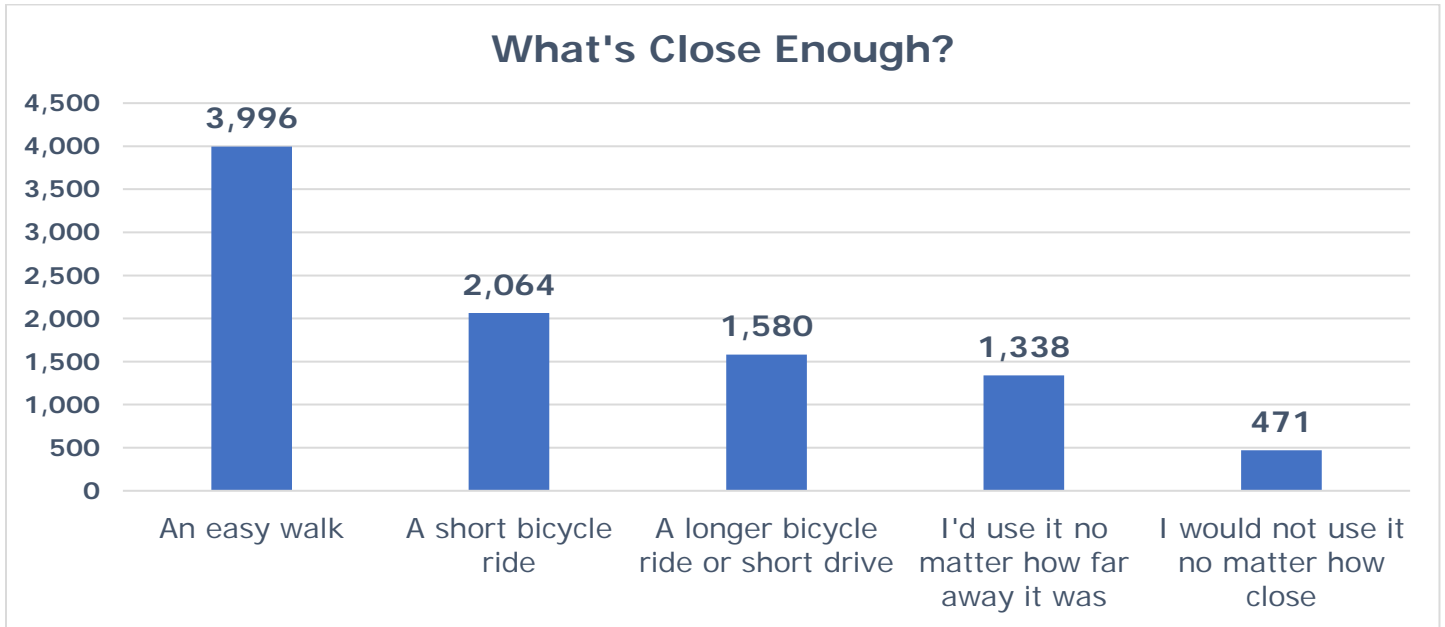
n=9,569



What's close enough?

How close would a transit stop need to be to your home for you to use it?

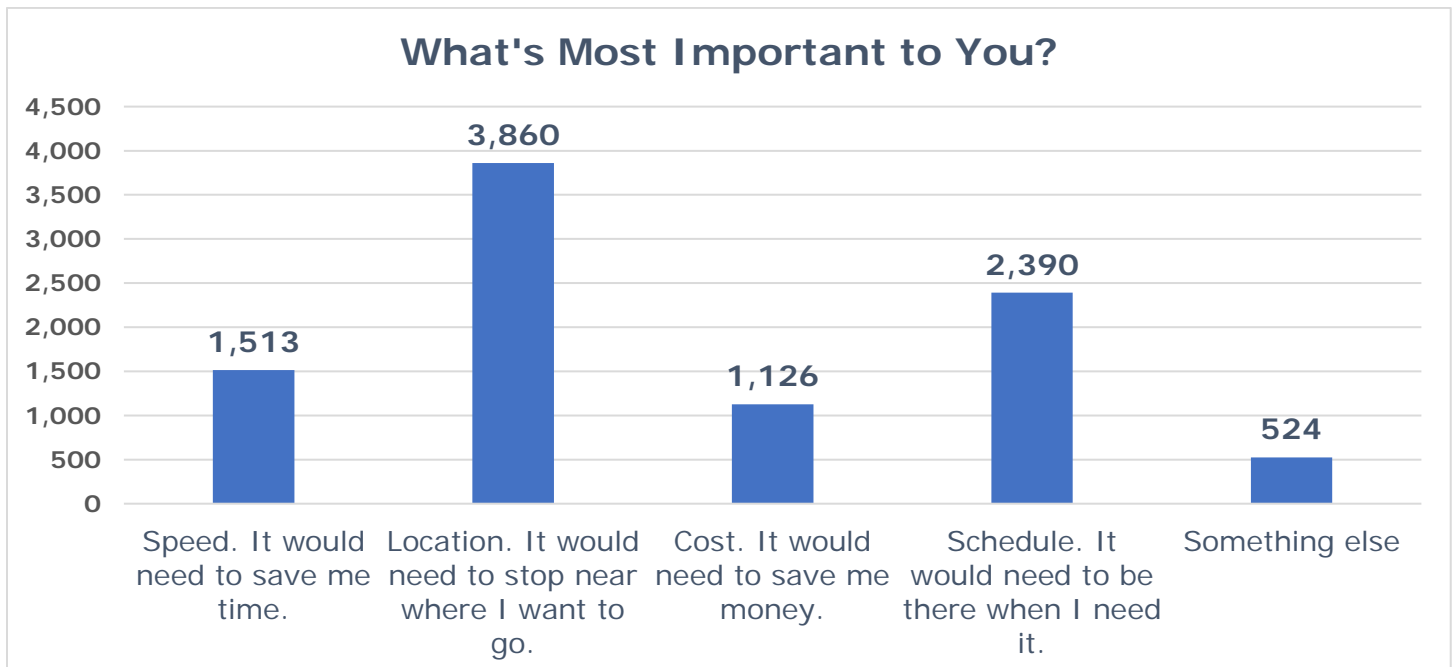
n=9,449



What's most important to you?

Which is most important to you in a choice about high-capacity transit?

n=9,413



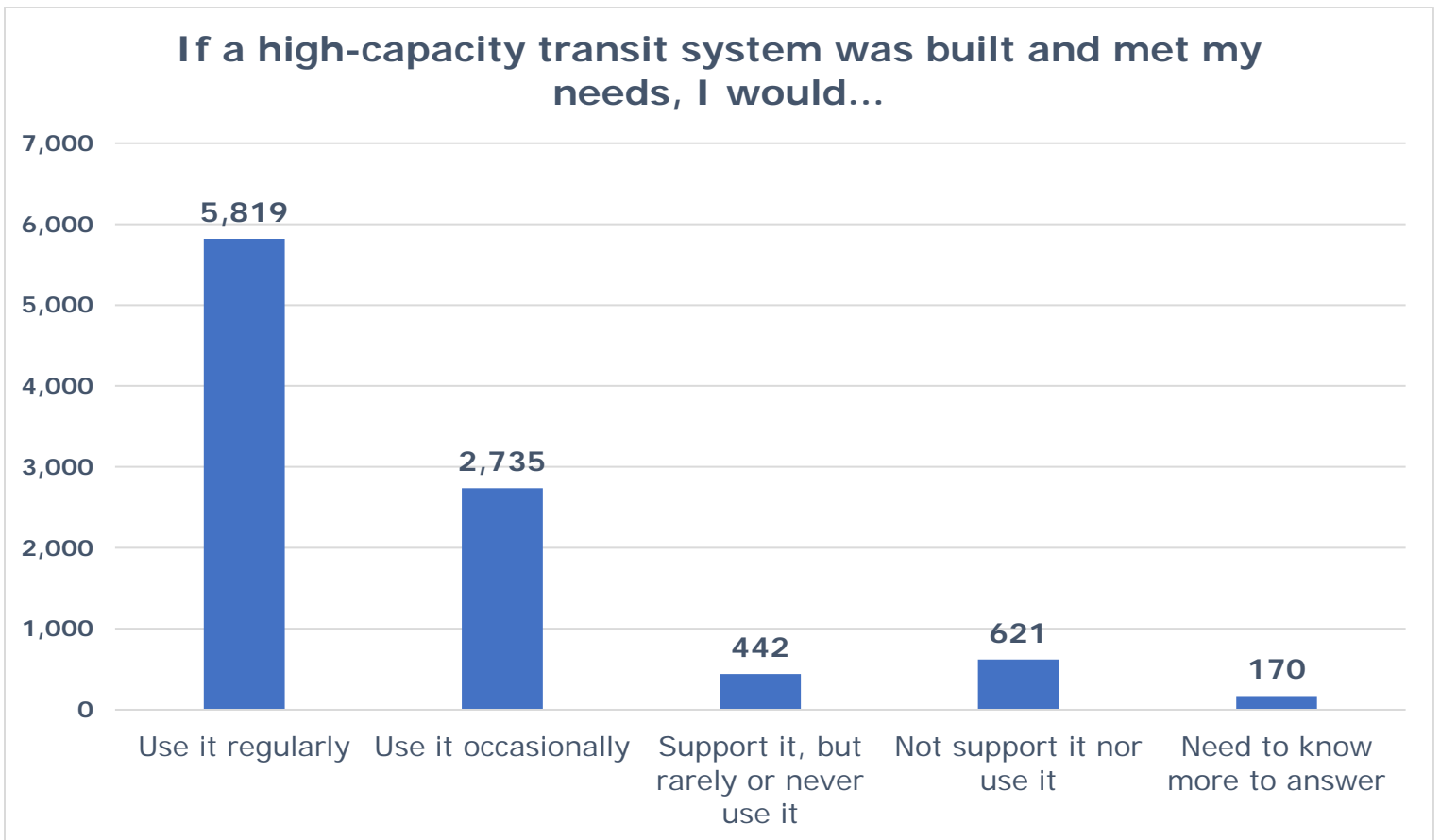
Wrap Up.

Tell us a little bit about yourself (Optional).

Please finish this sentence:

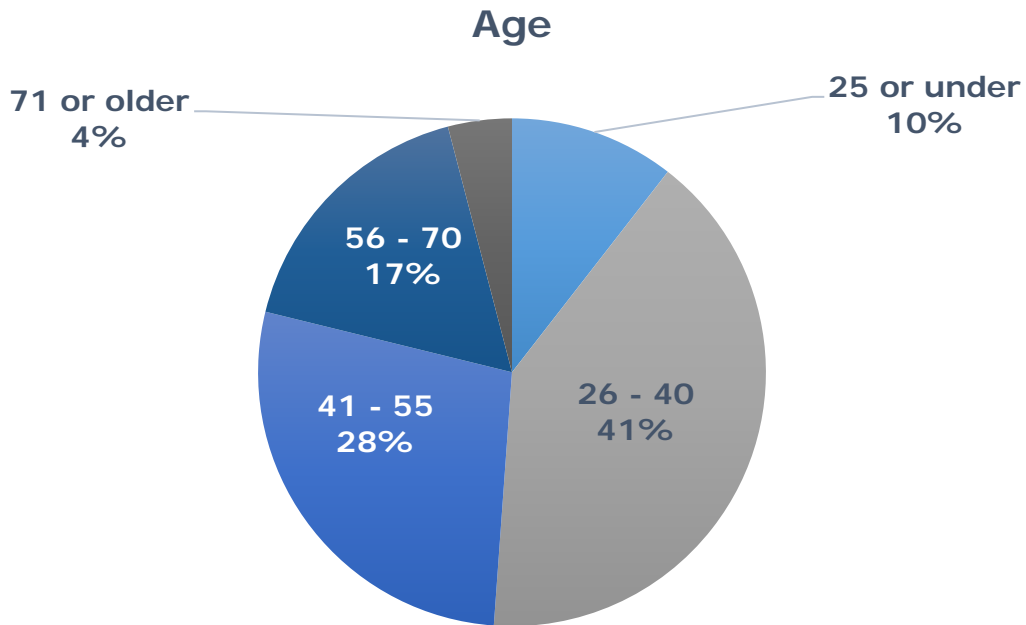
If a high-capacity transit system was built and met my needs, I would...

n=9,787



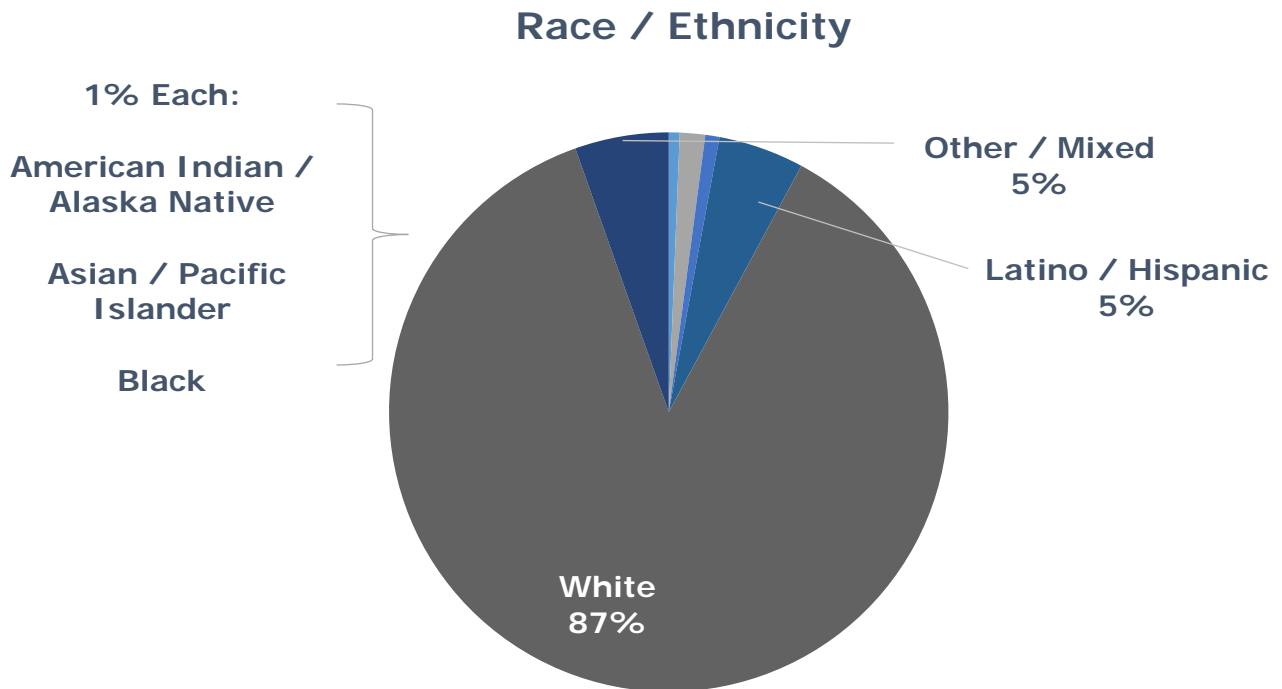
What is your age?

n=9,718



What is your race/ethnicity?

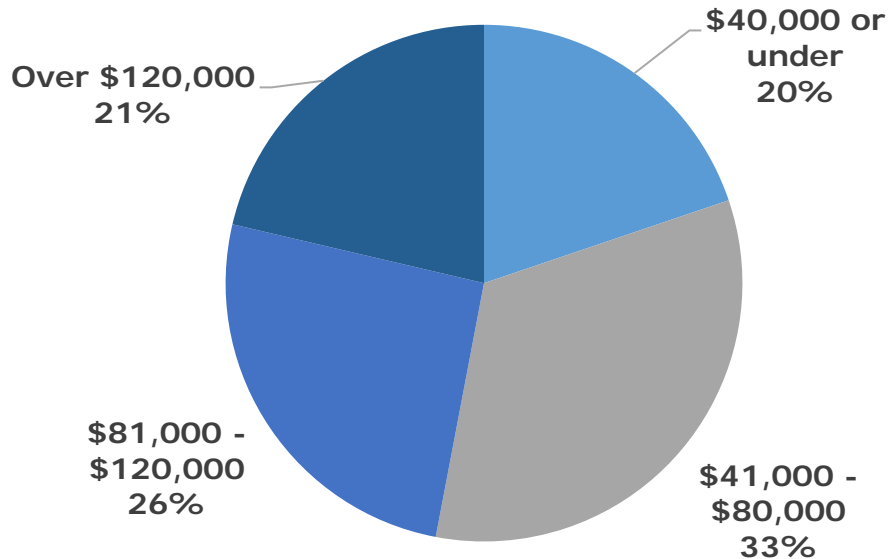
n=9,407



What is your annual household income?

n=9,231

Annual Household Income



How did you learn about this survey?

n=9,673

How did you learn...?

