



Enhanced Transit Information Signage Survey

Metro Transit wants to enhance information at bus stops. Please answer a few quick questions to help us identify new improvements.

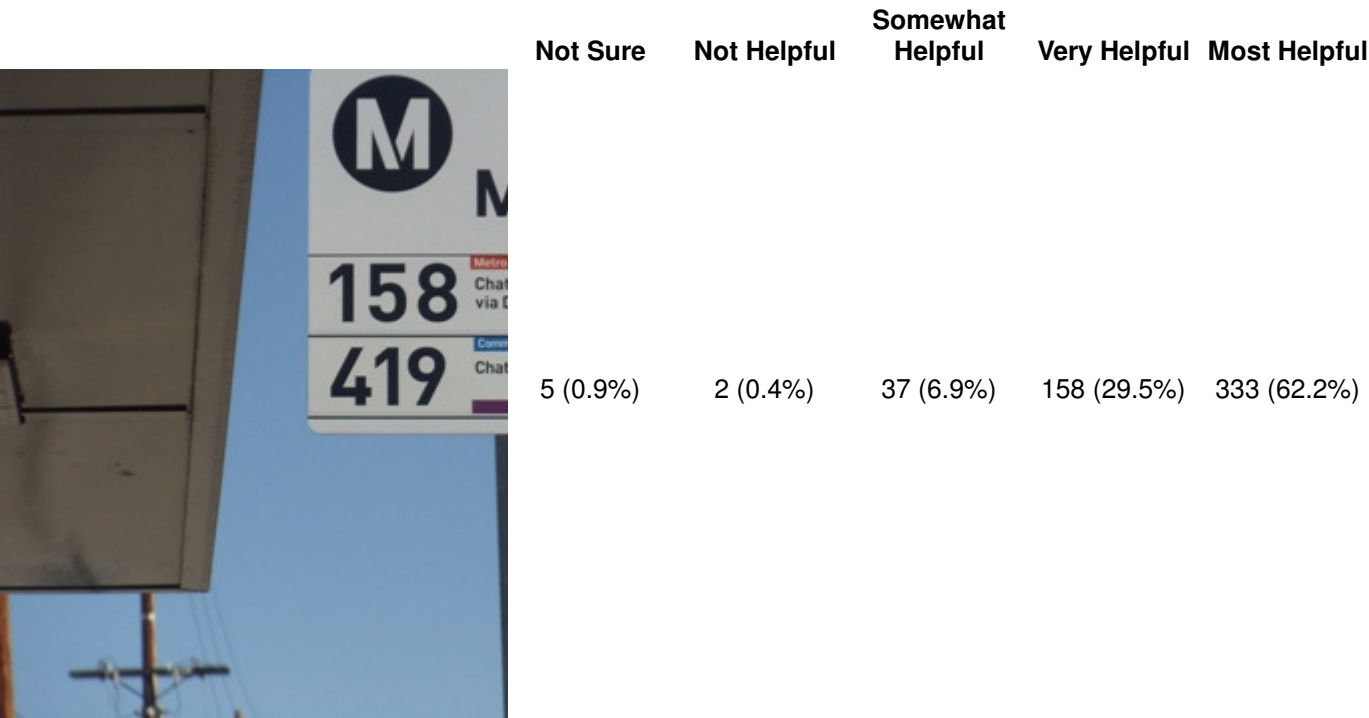
One improvement in the works is a new bus stop sign, shown below. It will gradually replace the current one over the next few years. In addition to clearly marking the stop location, it includes Metro Transit's phone number, web address and Stop Number, which you can use to look up NexTrip real-time information specific to that stop.



We would like to know what other types of information you would find useful at or near a bus stop. Please rate how useful you would find each of them at a bus stop.

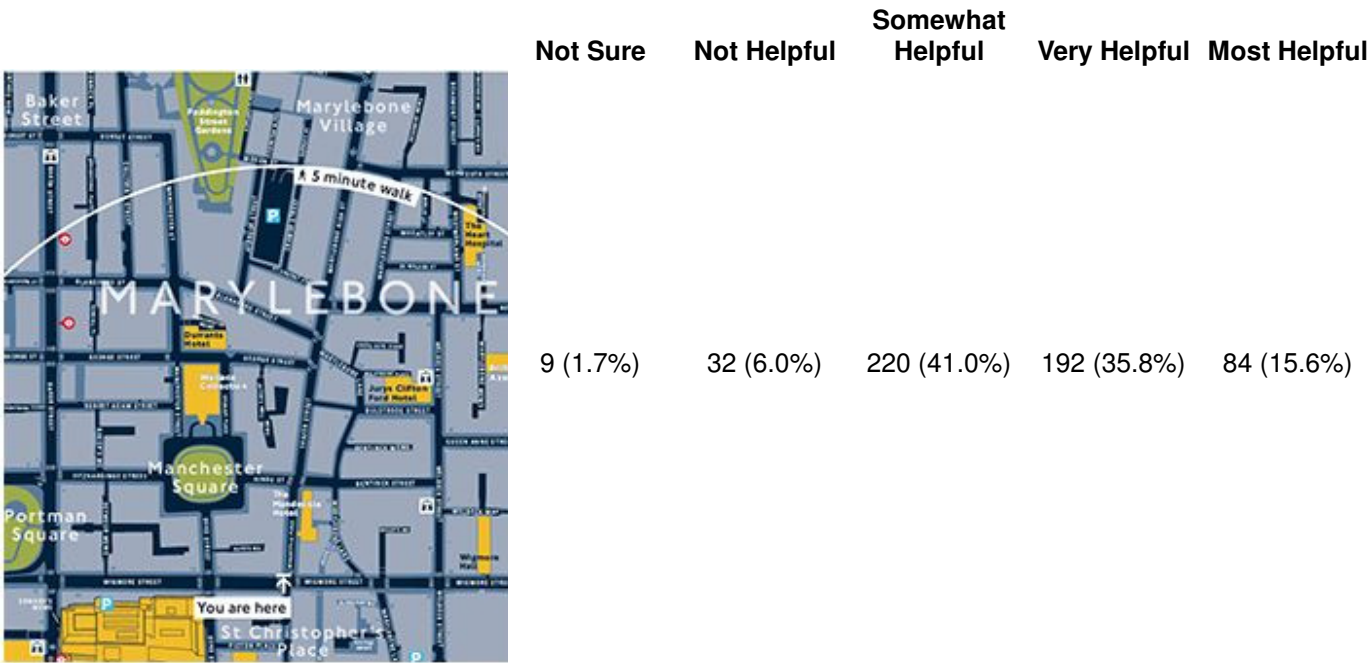
Route Number

Information that displays which bus route(s) serve(s) a bus stop



Map of Surrounding Area

Information that displays a bus stop location relative to other nearby points of interest within walking distance



System Map

Information that displays your current bus stop location on a map of the Twin Cities regional transit network



Not Sure Not Helpful Somewhat Helpful Very Helpful Most Helpful

5 (0.9%) 46 (8.6%) 152 (28.4%) 200 (37.4%) 132 (24.7%)

Major Destinations/Route Map

Information that displays major destinations along the route(s) that serve(s) a bus stop

Not Sure Not Helpful Somewhat Helpful Very Helpful Most Helpful

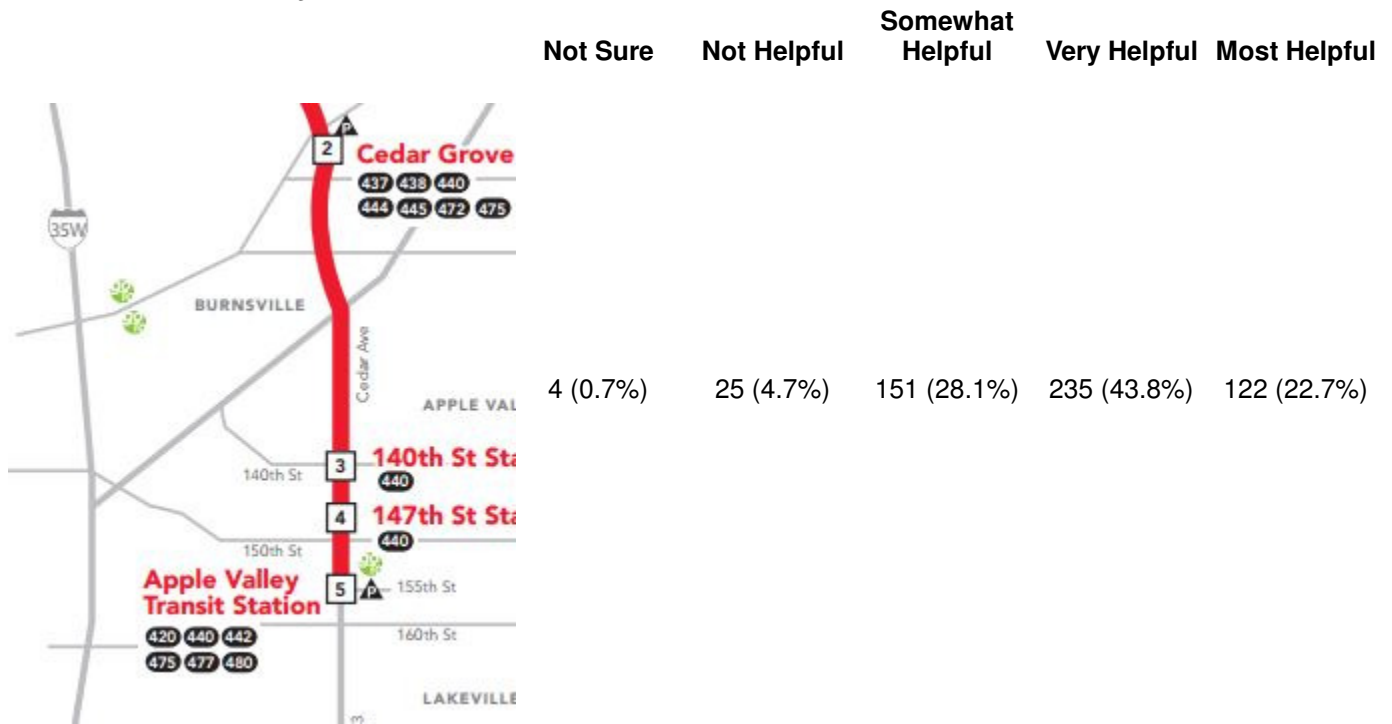


5 (0.9%) 13 (2.4%) 123 (23.1%) 211 (39.7%) 180 (33.8%)



Connecting Service

Information that displays prominent connections to other transit service nearby



Service Frequency

Information that displays how often buses serve a bus stop.
Displays the frequency by route where applicable

				Not Sure	Not Helpful	Somewhat Helpful	Very Helpful	Most Helpful
	Weekdays	Saturdays	Sunday					
Mornings 4 AM to 6 AM	30 minutes or less	30 minutes or less	30 minutes or less					
AM Peak 6 AM to 9 AM	3 to 12 minutes	15 to 30 minutes	20 to 30 minutes					
Midday 9 AM to 4 PM	12 minutes or less			2 (0.4%)	20 (3.8%)	104 (19.5%)	195 (36.6%)	212 (39.8%)
PM Peak 4 PM to 7 PM	from 4 to 12 minutes	15 minutes	20 minutes					
Evenings 7 PM to 11 PM	20 minutes or less							
Nights 11 PM to 4 AM	45 minutes or less	15 to 45 minutes or less	20 to 45 minutes or less					

Pedestrian & Bicycle Connections

Information that displays bicycle and pedestrian connections nearby



Not Sure Not Helpful Somewhat Helpful Very Helpful Most Helpful

20 (3.8%) 96 (18.0%) 278 (52.3%) 96 (18.0%) 42 (7.9%)

Fare Pricing

Information that displays how much it costs to ride the bus


Standard Fares (Adults 13-64)	Regular Hours	Rush Hours M-F: 6-9am 3-6:30pm
Local Bus & METRO	\$ 1.75	\$ 2.25
Express Bus	\$ 2.25	\$ 3.00
Downtown Zone	\$.50	\$.50
Reduced Fares		
Youth 6-12 Seniors 65+ Medicare card holders	\$.75 all bus & METRO	Standard rush hour rates apply --see above
Persons with disabilities	\$.75	\$.75
Children 5 and Under	Free when accompanied by a paid fare (limit 3)	

Not Sure Not Helpful Somewhat Helpful Very Helpful Most Helpful

11 (2.0%) 127 (23.6%) 232 (43.2%) 114 (21.2%) 53 (9.9%)


NexTrip link (Real-Time Information) via QR code

Information that provides a QR code, which riders can scan with their smart phone and be directed to a website with arrival times for the next bus

	Not Sure	Not Helpful	Somewhat Helpful	Very Helpful	Most Helpful
 The image shows a white rectangular sign for 'Route 3'. On the left, the word 'Route' is in blue, followed by a large blue number '3'. To the right of the '3' is a black and white QR code. Above the QR code is the word 'NexTrip' and below it is the URL 'mt.mn/3'.	16 (3.0%)	120 (22.4%)	143 (26.7%)	124 (23.2%)	132 (24.7%)

Rider Alerts

Information that displays detours and other temporary service changes

	Not Sure	Not Helpful	Somewhat Helpful	Very Helpful	Most Helpful
 The image shows a white vertical sign with a red top section that says 'RIDER ALERT' in white. Below this, the text reads 'Temporary Bus Stop Closure'. It then states: 'Beginning Thursday, July 5, this bus stop will be closed until late September due to construction.' It continues: 'During this time, please board or exit Route 304 at the bus stop north of here, northbound on Dayton Ave N just north of St Luke Pl N.' It provides contact information: 'For trip planning and transit information, please call 206-553-300 (TTY 206-684-1739), or visit www.kingcounty.gov/metro'. At the bottom is the 'King County METRO' logo.	1 (0.2%)	9 (1.7%)	74 (13.9%)	239 (44.8%)	211 (39.5%)

Other suggestions

Please suggest other information that you would find useful to have at a bus stop

192 (100.0%)

Which best describes you:

- 3 (0.6%) I have never taken the bus or train before.
- 22 (4.1%) I have taken the bus or train to events in the past.
- 142 (26.5%) I ride transit occasionally.
- 369 (68.8%) I take transit all the time.

Question # on Survey	Type of Information	Overall Helpful*	Rank
1	Route Number	491	1
10	Rider Alerts	450	2
6	Service Frequency	407	3
4	Major Destinations/Route Map	391	4
5	Connecting Service	357	5
3	System Map	332	6
2	Map of Surrounding Area	276	7
9	NexTrip link via QR Code	256	8
8	Fare Pricing	167	9
7	Pedestrian + Bicycle Connections	138	10

*Information respondents thought were 'Very Helpful' or 'Most Helpful'