Appendix D: Design Your Own Transit System Survey Results

December 2019

Overview

The Design Your Own Transit System survey (see Figure 1) is an interactive web exercise that provides insight into respondents' priorities for public transportation service and investments. Respondents were provided with a hypothetical budget ($100) to spend on a menu of various public transportation service elements, with each element assigned a specific cost. These elements fell under one of seven categories:

- How should we change the existing route network?
- Where should transit service take people?
- Where should transit service pick people up?
- How often should service operate?
- When should service operate?
- Infrastructure improvements
- Other improvements

Each element also helped to achieve certain benefits to differing degrees: Ridership, Geographic Coverage, Passenger Experience, and Speed and Reliability. By asking respondents to choose their investments with a constrained budget, the results provide insight into the values of respondents and equip decision makers with a better understanding of community priorities around public transportation. There was also a follow-up survey with questions about demographic characteristics and respondents' likelihood to use a potential public transportation service in Harrisburg.

The online survey was open August through November 2019, and was promoted on the City's website as well as at community outreach events in Town. A total of 302 respondents completed the Design Your Own Transit System survey; of those respondents, 243 completed the follow-up survey.

Figure 1: Design Your Own Transit System Online Survey

Who Took the Survey?

- Most respondents identify as White/Caucasian (71%) (see

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- Figure 2). Approximately 13% identify as Asian, 5% identify as Black/African American and, 6% identify as Hispanic/Latino. Another 4% identify as other races or ethnicities.

- The respondents of the survey were 56% female and 44% male (see Figure 3).

- A majority of respondents are from mid to high income households: 27% of respondents reported an annual household income of more than $100,000, while 9% reported having an annual household income of $75,000 to $100,000 and another 16% have $75,000 to $100,000. (see Figure 4).

- The majority of respondents are under the age of 34 (see Figure 5). Over 39% of respondents are between the ages of 14 and 24, while 27% are between the ages of 25 and 34. Only 3% of respondents are above the age of 65.
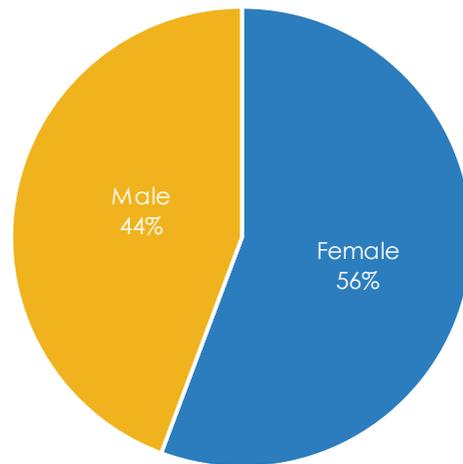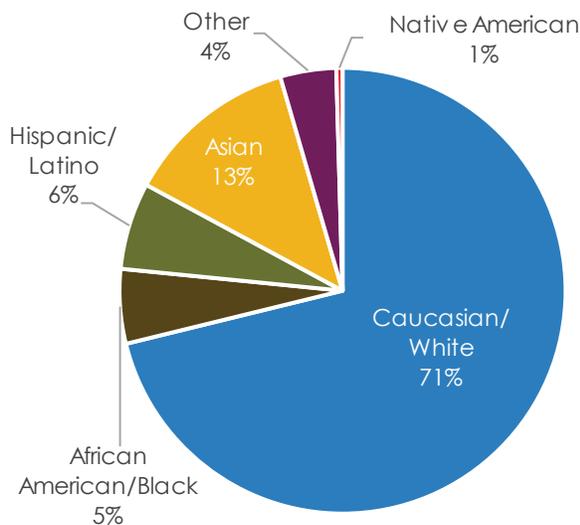
Figure 3: Gender

Figure 2: Race
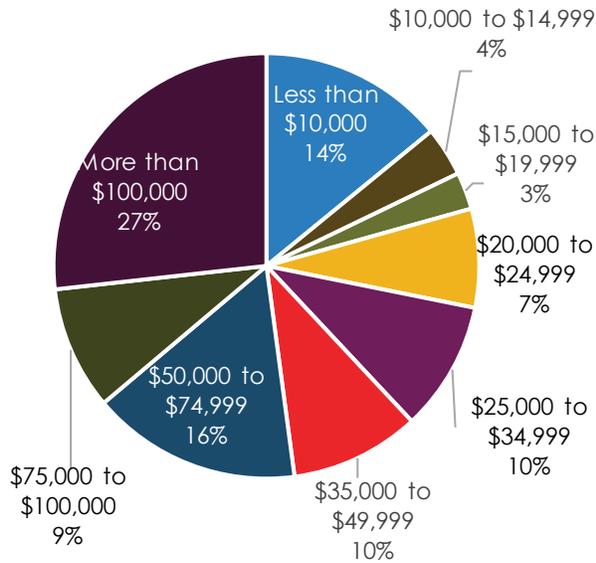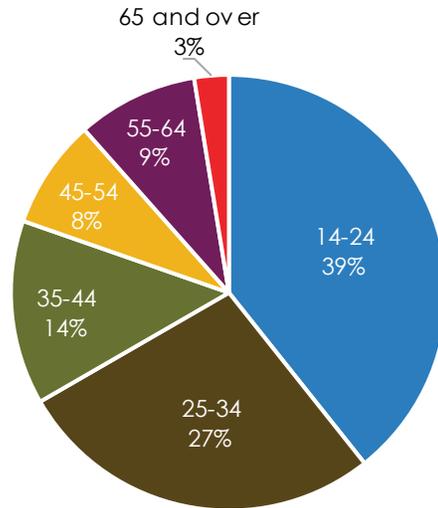
Figure 4: Median Household Income

Figure 5: Age

Likelihood to Use Public Transportation

Respondents were asked how often they would potentially use local public transportation service in Champaign-Urbana if it met their needs. One third of respondents (34%) reported that they would use the service seven days a week, while another third (33%) reported they would use it five days a week (see Figure 6).

Figure 6: Potential Frequency of Use
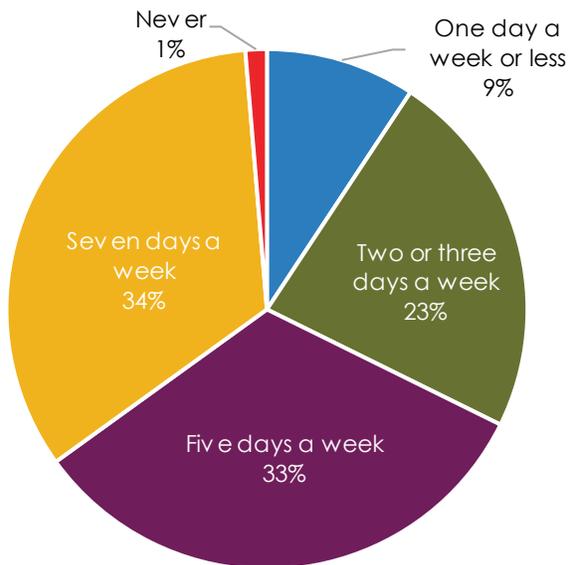
Top Priorities for Public Transportation Service

Participants were asked to identify their top priorities among several characteristics of public transportation service, choosing elements from seven categories:

1. Changes to Existing Network
2. Pickup Locations
3. Drop-off Locations
4. Service Frequency
5. Service Times
6. Infrastructure Improvements
7. Other Improvements.

Respondents could select more than option in each category, as long as all of their selections in total remained within their fixed "budget" of $100. The results for all public transportation priorities are presented in Figure 7.
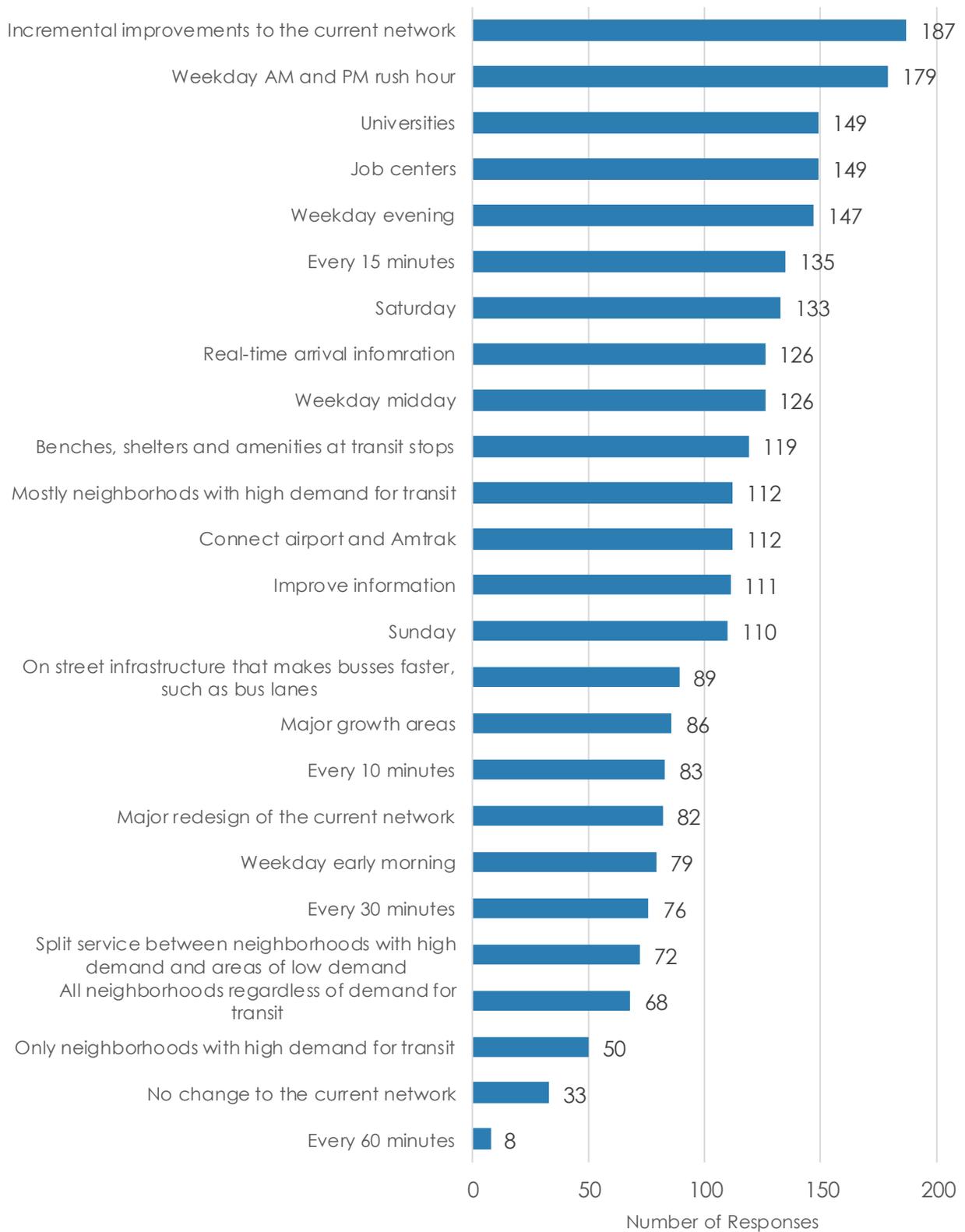
Looking at all service characteristics across the seven categories, the top three priorities of survey respondents are:

- Incremental improvements to current route network
- Weekday service during rush hour
- Service to University of Illinois campus

The bottom three priorities of respondents are:

- Service every 60 minutes
- No change/improvements to current network
- Service only to neighborhoods with high demand for transit

Figure 7: Public Transportation Priorities

Priority	Number of Responses
Incremental improvements to the current network	187
Weekday AM and PM rush hour	179
Universities	149
Job centers	149
Weekday evening	147
Every 15 minutes	135
Saturday	133
Real-time arrival infomration	126
Weekday midday	126
Benches, shelters and amenities at transit stops	119
Mostly neighborhods with high demand for transit	112
Connect airport and Amtrak	112
Improve information	111
Sunday	110
On street infrastructure that makes busses faster, such as bus lanes	89
Major growth areas	86
Every 10 minutes	83
Major redesign of the current network	82
Weekday early morning	79
Every 30 minutes	76
Split service between neighborhoods with high demand and areas of low demand	72
All neighborhoods regardless of demand for transit	68
Only neighborhoods with high demand for transit	50
No change to the current network	33
Every 60 minutes	8

Number of Responses

Priorities for each category of service are as follows:

- **How should we change the existing route network?** Most respondents prioritized incremental improvements to the current network (187). Almost a third of the respondents (82) opted for a major redesign of the current network, while the rest (33) wanted no changes to the current network.

- **Where should transit service take people?** Operating a service to Job Centers (149) and Universities (149) is more important to respondents than operating a service to the Airport and Amtrak (112) and, Major Growth Areas (86).

- **Where should transit service pick people up?** Respondents prioritized most service in neighborhoods with high demand (112), but significant responses were also received for providing split service between neighborhoods with high demand and areas of low demand (72) and all neighborhoods regardless of transit (68).

- **How often should service operate?** Respondents prioritized to having bus service every 15 minutes (135) over service every 10 minutes (83), every 30 minutes (76) and, 60 minutes (8).

- **When should service operate?** Operating a service during Weekday – Rush Hour (179) is prioritized by respondents but there are also significant responses for weekday evening service (147) and weekday midday service (126). More respondents are open to having service on Saturday (133) over Sunday (110).

- Under **infrastructure improvements**, more respondents want improvements to benches, shelters and amenities at transit stops (119) over improvements to on street infrastructure that makes buses faster (89).

- Respondents also prioritized access to real-time arrival information (126) over improvements to other information (111).

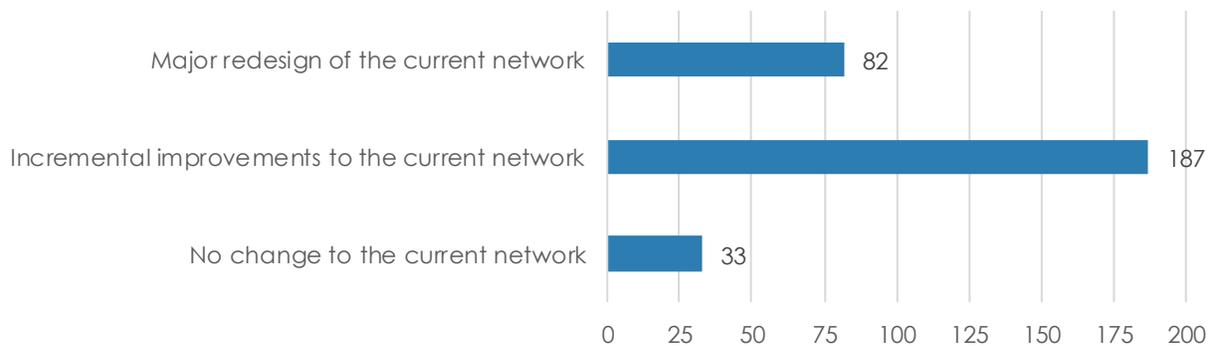**Figure 8: How should we change the existing route network?**
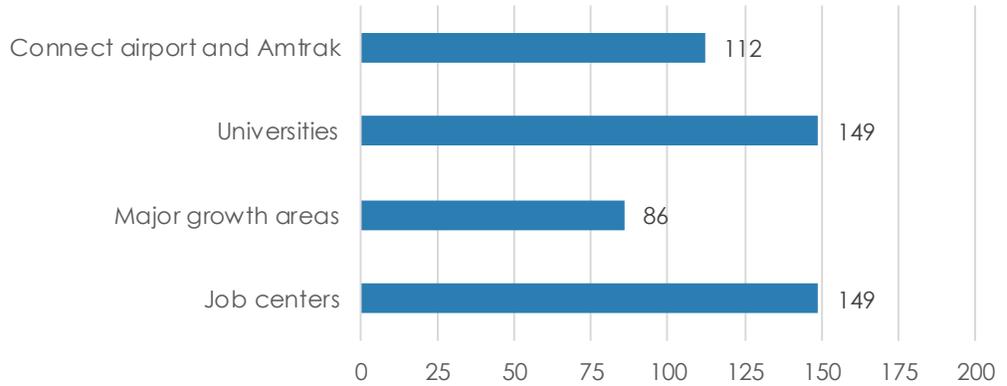
Figure 9: Where should transit service take people?
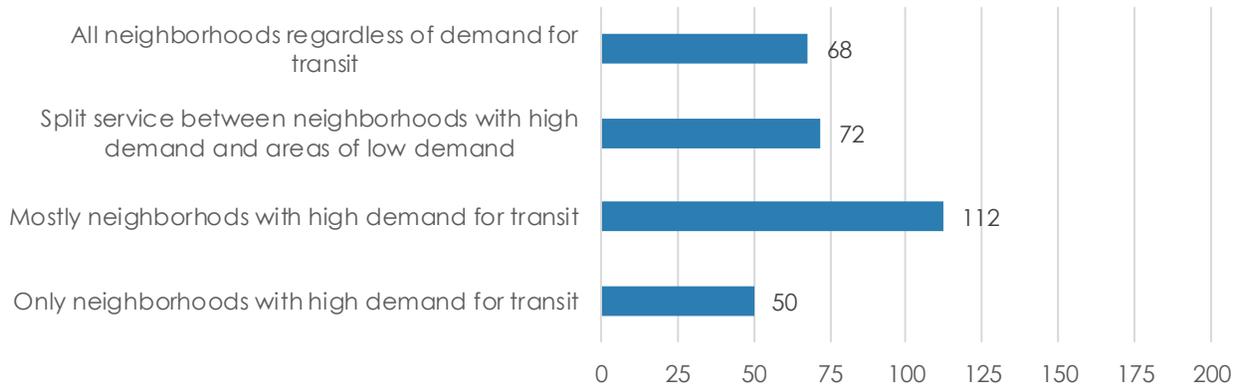

Figure 10: Where should transit service pick people up?
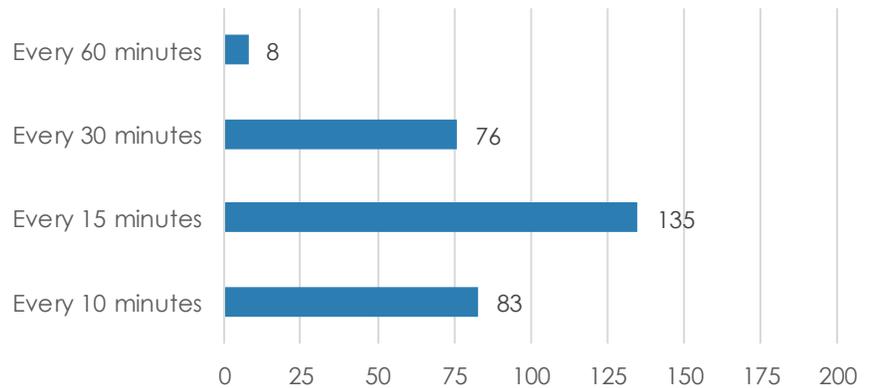

Figure 11: How often should service operate?
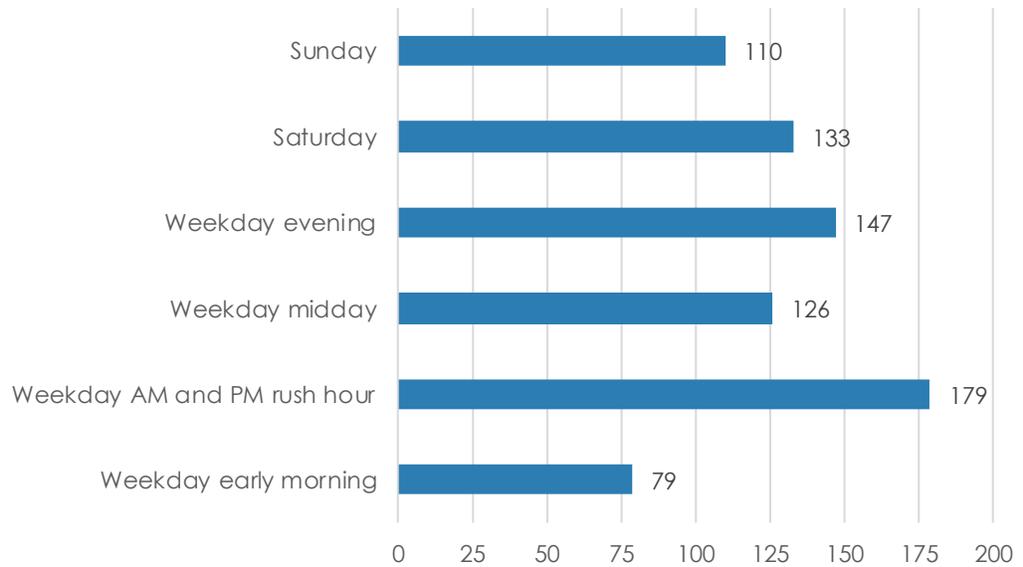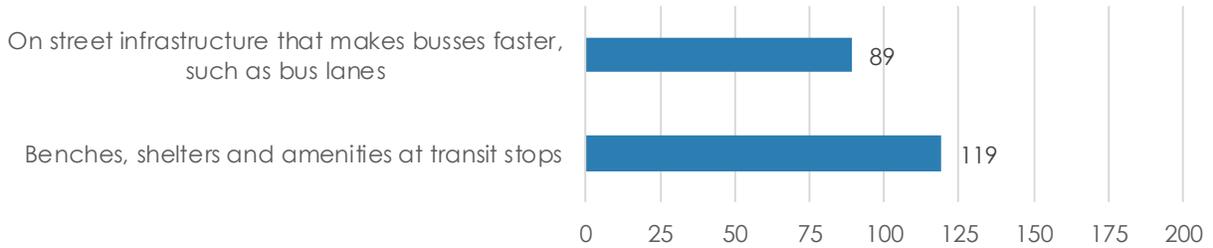
Figure 12: When should service operate?

Figure 13: Infrastructure Improvements

Figure 14: Other Improvements