

Development of a Customer Satisfaction and Service Quality
Measurement Method and Tool for the Rhode Island Public
Transit Authority

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16. Abstract <p>A rider survey for the Rhode Island Public Transit Authority (RIPTA) employed "impact analysis," piloted by MORPACE International, Inc., to identify, for potential enhancement, service attributes that are most closely linked to overall rider satisfaction. Improvement of such attributes is expected to result in the greatest impact on rider satisfaction. A second goal was to evaluate the method in terms of its internal consistency and usefulness as a tracking system.</p> <p>RIPTA riders were found to have very high levels of overall satisfaction, even when facing problems with the eighteen service attributes investigated in the study. Relatively minor differences were found across rider characteristics and nine different route groups. However, overall satisfaction and expressed likelihood of recommending the service to friends were found to be inversely related to the proportion of the eighteen attributes recently yielding problems for riders. Intentions for continued use showed considerably less association with overall satisfaction than did intentions to recommend. A possible explanation is that many (66%) of the riders appeared to have limited alternatives for their transportation needs</p> <p>Impact analysis revealed that among the ten attributes that ranked highest, five involved service delivery issues. Three others were related to service comfort characteristics. Those experiencing problems with an attribute also tended to consider the problems to be more than minor issues.</p> <p>The impact analysis method appeared internally consistent and related in expected ways to output measures. Further work is needed to track results over time and to also examine the efficacy of incorporating the influence of the number problems riders experience. A basic assumption of the model should also be investigated – that a component of the impact computations – gap scores, are structurally stable over time.</p>			
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INTRODUCTION

The Rhode Island Public Transportation Authority (RIPTA) was created by the General Assembly in 1964 from remnants of a series of privately owned organizations that provided public transportation to Rhode Island residents as early as the Civil War. Today, a seven member appointed board governs this modern organization. In an environment of budgetary constraints it strives for quality mass transit involving new technologies and a variety of transportation options.

Currently, RIPTA's 800 employees serve 38 of Rhode Island's 39 communities, operating 58 routes that allow 85 percent of the population to be within $\frac{3}{4}$ of a mile from a point of access. Funding in 2004 was from state (50.2%), federal (18.9%) and RIPTA revenue (30.9%) sources. In addition to traditional bus transit, RIPTA also provides or administers:

- Statewide paratransit service
- Ride program for seniors and people with disabilities
- Park n-Ride service at 23 lots statewide
- Flex service serving six communities
- Seasonal Providence/Newport ferry service
- Providence LINK trolley service featuring trackless trolleys powered by environmentally clean natural gas.
- Intra-campus service to the state university

Recently the authority has also occupied a new inter-modal transportation hub in the center of the state capitol, Providence, and a new transit center in the time-honored depot of Woonsocket, which is located in the historically rich Blackstone River Valley National heritage corridor. The recent history of system ridership is show in Table 1.

TABLE 1. Recent Levels of RIPTA System Ridership

	Year					
	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>
Millions of Passengers	19.5	20.3	18.8	19.1	19.0	19.4

The authority has commissioned surveys involving rider satisfaction and other measures in the past. Justifications for public transit agencies to explore levels of customer satisfaction include the following:

1. Satisfied patrons are more likely to continue use and, since the cost of obtaining new customers far outweighs the cost of retaining existing customers, it is cost efficient to focus on customer satisfaction.
2. Satisfied customers are more likely to engage in favorable word-of-mouth communication. This can result in non-riders considering the use of transit.
3. The public image of the agency can be improved from the expression of high satisfaction among riders. This can favorably influence public funding.

Although previous ridership studies have provided useful information, RIPTA management became interested in implementing a method that would provide a more direct link between rider evaluations/satisfaction measures with a mechanism for identifying which specific service attributes should be the focus of attention for enhancement. This study is the outgrowth of that intention.

BACKGROUND

Although consumer satisfaction is central to the marketing concept, interest in its specific role lacked intensity until the 1970's. Managerial interest in consumer satisfaction is, of course, related to its proposed links to behavioral outcomes, two of which are of particular interest in this study:

1. Intention for continued service use, and;
2. Favorable word of mouth

The former is related to retention and consumer loyalty while the latter has implications for expanding the customer base and building brand equity among various stakeholders.

Empirical support for these linkages exists. Anderson and Mittal (1) identify several studies confirming that overall satisfaction is a function of performance service attributes (see 2, 3, 4). Other work also provides evidence for the link between overall satisfaction and retention, as well as repurchase behavior (see 5, 6, 7, 8).

Early work viewed satisfaction as a global concept resulting from one or more encounters with a service or product (see 9). More recently, interest has focus on identifying determinant service attributes that are determinant of satisfaction. This perspective views global satisfaction similar to a multi-attribute model of attitudes where global satisfaction is some function of individual attribute evaluations by the consumer (see 10, 11). Important managerial advantages accrue from this viewpoint:

1. It reflects consumer information processing – consumers appear to focus on attributes when recalling consumption experiences from memory in order to determine satisfaction (see 12)
2. It is consistent with managerial desires to identify *determinant* service attributes – those that, if improved, will lead to significantly higher levels of consumer satisfaction.
3. It allows for the possibility that consumers' treatment of service attributes is compensatory in nature – lower levels of performance on one attribute may be offset by high performance on another.

A focus on determinant attributes is sometimes referred to as identifying the “key drivers” – those attributes where resources can be most effectively employed to improve consumer satisfaction. Various analytical methods including correlation analysis, multiple regression and factor analysis have been employed, each having advantages and disadvantages. A relatively new method, with the advantage of analytical simplicity, has been proposed and pilot tested by MORPACE International, Inc. under sponsorship of the Federal Transit Administration in cooperation with the Transit Development Corporation (13). This method employs “impact scores” to identify determinant attributes.

Figure 1 summarizes this discussion and models the linkages between variables related to satisfaction. Using the model as a guide, this study employs impact analysis in an attempt to identify determinant attributes for RIPTA. It also attempts to evaluate the method in terms of its internal consistency and potential usefulness for future use.

METHODOLOGY

Sample Plan

The sample was comprised of bus riders. Brief recruitment forms were administered via personal interviewing to recruit participants for the phone surveys. Students wearing badges identifying themselves as RIPTA survey interviewers conducted the interviews. This was accomplished mainly at bus stops but some on-board interviewing was also conducted. The main locations for interviewing were Kennedy Plaza in Providence, the Newport Visitor Center and the Pawtucket Terminus, which are all

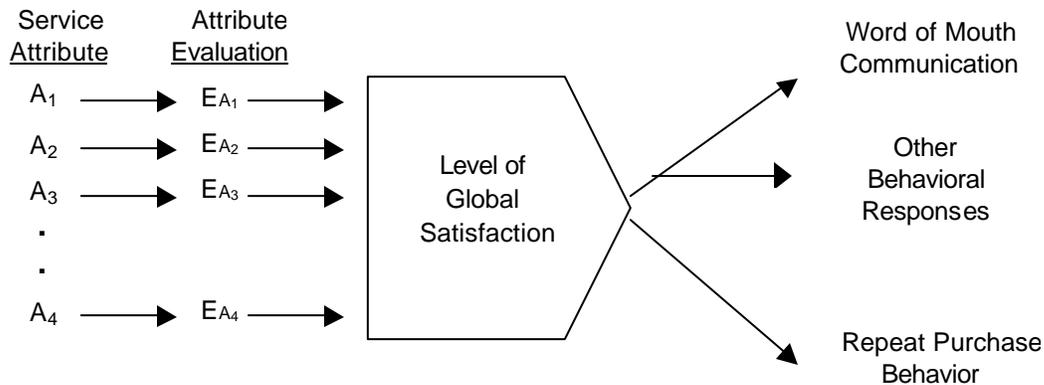


FIGURE 1. A Model of Satisfaction Linkages.

major hubs in the system. As an incentive for participation, the recruiting instrument informed riders that those completing the phone survey would become eligible for a raffle of several RIPTA monthly passes, each of which is a \$45.00 value.

The sample plan needed to accommodate differing usage rates across various bus routes as well as time of day and day of week. RIPTA provided data that allowed analysis of passenger activity by route and time. A quota sample plan by route group was implemented. First, the 57 targeted system routes were categorized by RIPTA managers into nine route groups based on geographic location (urban/suburban, etc.), rider characteristics, physical characteristics of equipment/facilities and service characteristics including frequency of service, utilization rates, number of stops, extent of crowding, etc. The total targeted sample size for the cardinal survey (n=400) was then allocated to these route groups based on the proportion they constituted of the total passengers served during the most recent year of operation. Appendix A presents the route groups and sample allocation by group.

Passenger activity by day of week and time of day was also evaluated. As expected, the major activity is during weekdays; with Sunday having the lowest activity levels. Interviewing was initially conducted on all days, but Sunday was later minimized due to a significant lack of success in recruiting participants. Saturday interviewing continued.

Activity patterns were investigated by time of day among routes within each route groups. Appendix B presents several illustrative results. As shown, routes within a given route group generally showed similar patterns. As expected, weekdays tended to show some peaking of activity around the start and end of workdays. Consequently, most recruiting interviews were conducted around those times. However, riders were also sampled during early morning and midday times as well as in the evening to as late as 8:00 p.m.

When individuals were approached for the interview a brief statement was read that described the nature and purpose of the study. The respondent's participation was then solicited and, if agreement was forthcoming, he or she was asked to provide a phone number, first name and times when it would be convenient to receive a telephone call.

A sufficient number of willing participants had to be acquired to generate the targeted 400 responses for the Cardinal survey. Therefore, a goal of twice that number was set. Obtaining 800 willing participants took much longer than expected due to difficulties in recruiting and retaining student interviewers who were willing to provide the time and effort needed to acquire respondents. Students at two campuses of the university were recruited multiple times, as were students at a neighboring university. Phone interviews were conducted from June 2003 through March 2004. Although this had quite undesirable consequences for project completion, a potential benefit was that it allowed a wider representation of experiences to be captured in the sample than a survey that lasted for only a short time.

Questionnaire Design

The Cardinal survey instrument is comprised of four sections:

- 1) Selected rider characteristics – six questions addressed days and frequency of use during past week, years since first using RIPTA, most usual pursuit that generated bus trips, and the main reason for using RIPTA to satisfy transportation needs.
- 2) Perceptions and evaluation of service attributes – ninety potential questions (depending on responses made) focused on whether any problems had been experienced with each attribute during the past month and, if so, the magnitude of the problem. Perceptions of any trends (improving/declining) in the attribute within the past month, the magnitude of the change and satisfaction with the attribute were also acquired.
- 3) Overall service satisfaction and related behavioral measures – likelihood of continued use and likelihood of favorably recommending RIPTA to a friend.
- 4) Selected demographic characteristics – possession of current driver’s license, current use of car, age, employment status and sex.

Identifying the service attributes to include in section two of the questionnaire involved a multi-step process. First, two focus groups were conducted among RIPTA riders. Participants were recruited at bus stops using instruments shown in Appendix C. The group discussions focused on three main areas:

- 1) Perception of basic bus-transit requirements
- 2) Description of an ideal transit service
- 3) Understanding and perceived nature of specific transportation attributes
 - * safety
 - * comfort
 - * ease of service use
 - * convenience
 - * performance/reliability
 - * condition of vehicles and facilities
 - * bus service value characteristics
 - * service quality and its components

These areas followed closely those addressed in the MORPACE study. Appendix C also contains the moderator’s outline.

Focus-group transcripts were analyzed to ascertain the service attributes that were identified by participants. RIPTA personnel reviewed the list, suggesting a number of additional attributes and also dividing others into their more elemental components. A number of additional attributes identified in the MORPACE study were included. The resulting list of identified attributes totaled sixty-seven. Successive reviews in conjunction with RIPTA managers pruned this list to a more manageable number of forty attributes.

The next stage involved implementation of a pilot phone survey involving a sample (n=172) of RIPTA passengers. The purpose of this Attribute Salience Identification Survey was to further reduce the service attribute list, via rider evaluations, to allow more questions on each attribute to be included in the final survey instrument. The Identification Survey instrument containing the forty service attributes is shown in Appendix D.

Data generated by this survey were analyzed employing the method developed by MORPACE as described in TCRP Report 47. This involves a three-step process. Step one determines which attributes have the most “impact” on overall customer satisfaction. For each of the forty attributes respondents are divided into two groups – those indicating that they had a problem with the attribute in the past month, and those not having a problem with the attribute during the past month. Mean overall satisfaction ratings for the two groups are computed and the difference is defined as the gap score. Step two computes the

problem incidence rate, which is the proportion of the sample indicating that they encountered a problem with the attribute during the past month. Step three computes an impact score – the product of the gap score and the incidence rate.

The rationale MORPACE offers for this process in the TCRP report is that gap scores need to be weighted by incidence rates because if a small proportion of customers experience a problem with an attribute, even though this may lead to significant declines in satisfaction, it may not be an effective strategy to focus scarce resources on problem remedy. When higher customer satisfaction is the goal under conditions of limited resources, other attributes having even moderately low gap scores but high incidence rates are probably more worthy of remediation.

Results of this analysis are shown in Appendix E, ranked by impact score. The table lists forty-three attributes because three of the questions each addressed more than one related attribute but answer options allowed response to and evaluation of each individual attribute.

Eighteen of these attributes were selected for inclusion in the Cardinal survey instrument. Seventeen were those receiving the highest impact scores. The final one selected was Identification Survey attribute twenty-seven: safety from crime at stations and stops. This was included because it was of special interest to management and its impact score was either the same as, or marginally lower than, three others having higher ranks.

The pattern of questions in the Cardinal survey instrument that focus on these eighteen attributes is identical. After asking whether respondents experienced a problem with the attribute, those answering in the affirmative were asked their evaluation of the degree of the problem. All were then asked whether the service has improved, declined, or remained constant during the past month. Those noting a change were asked their perception of the magnitude of the change. Finally, all were asked to indicate the degree of their satisfaction/dissatisfaction on a 10-point scale. This scale has been employed by Mittal et. al. (3 and 14) when investigating the relationship between attribute performance and satisfaction.

RESULTS

Response to the Cardinal phone survey was 44 percent, generating 388 usable responses from forty routes. As Figure 2 portrays, quotas were met or exceeded in a number of route groups but fell short in a few others. Consequently, analysis involved weighing data to reflect appropriate representation for each route group.

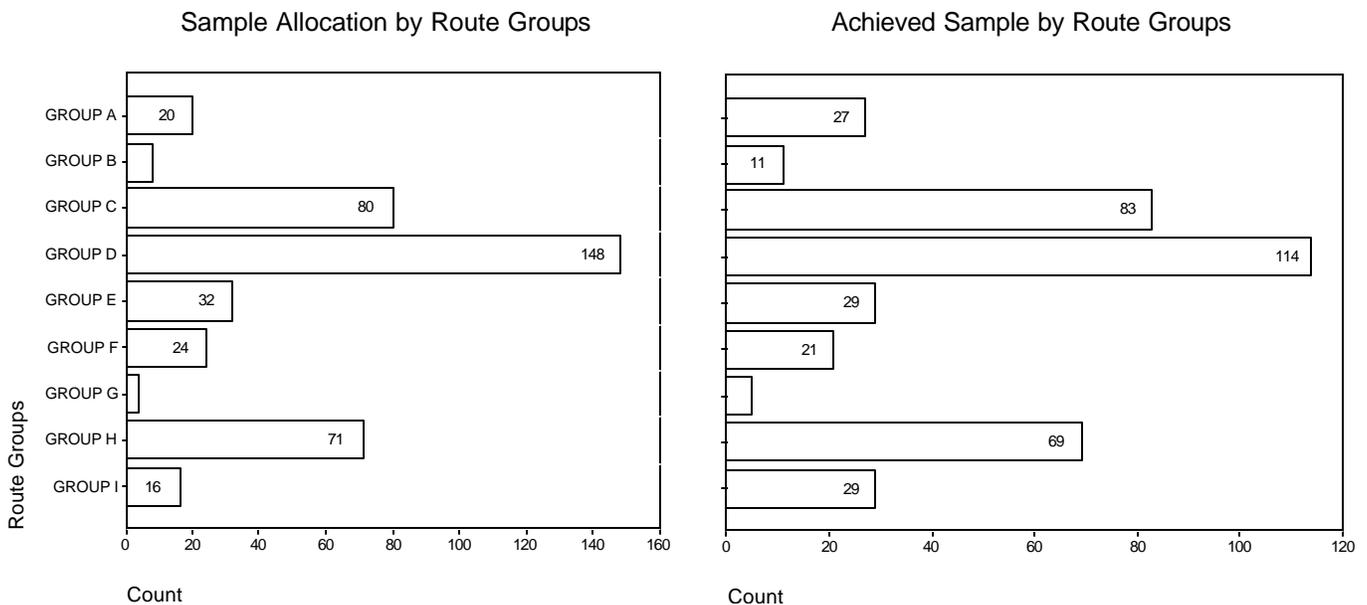


FIGURE 2. Sample Quotas and Results by Route Group.

Respondents' ages (Figure 3) ranged from less than 18 to 70 years or older. The majority (80%) were between 20 and 59 years. Most (63%) are employed either full or part time (Figure 4) while 11 percent are students and seven percent are retired. Forty-three percent are male and 57 percent are female

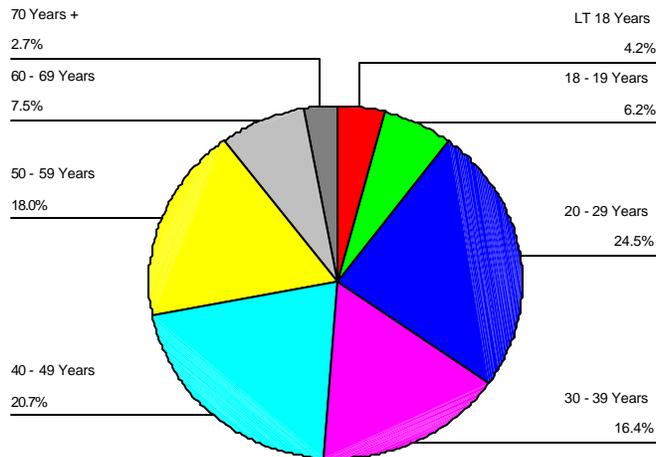


FIGURE 3. Age Category of Respondents.

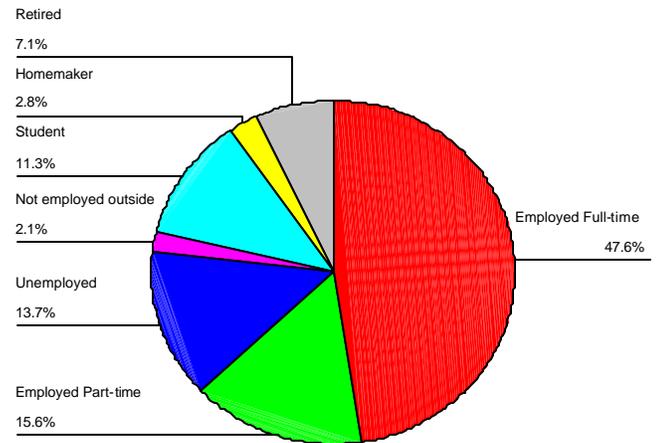


FIGURE 4. Employment Category of Respondents.

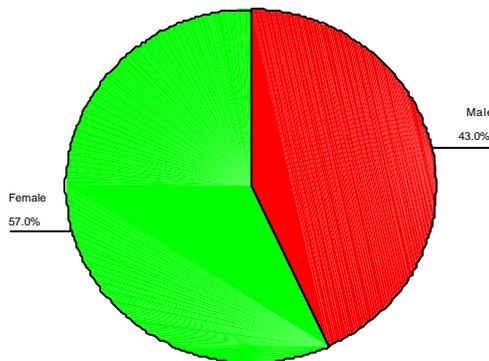


FIGURE 5. Gender of Respondents.

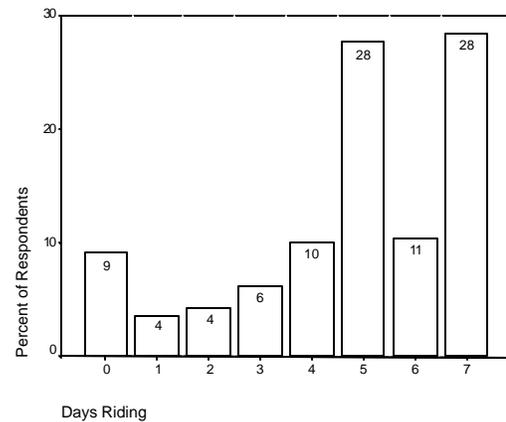


FIGURE 6. Days Riding Bus in Last Seven.

(Figure 5). The distribution describing days of ridership over the past seven days is bimodal (Figure 6), with five and seven days each describing 28 percent of respondents' behavior. Twenty-three percent of the sample rode the bus three or less days during the last seven days.

Forty-two percent of the respondents (Figure 7) indicated that they rode the bus seven or fewer times during the past seven days while 39 percent rode between eight and fourteen times, 16 percent rode between 15 and 30 times and four percent indicated that they rode more than 30 times. (A round trip was counted as two trips.) The modal and median response was ten times.

Twenty-seven percent of the respondents indicated they first started riding RIPTA buses less than three years ago and 50 percent started riding six or less years ago (Figure 8). Twenty-five percent first started riding RIPTA buses twenty or more years ago. The median was 10 years.

When asked about the activities usually generating bus trips 51 percent indicated that they used the bus for transportation to and from work (Figure 9). The next most frequent response (12%) was traveling to and from school, followed closely by to and from shopping (11%) and then to and from medical services (11%). Together these four reasons generated 83 percent of the bus trips.

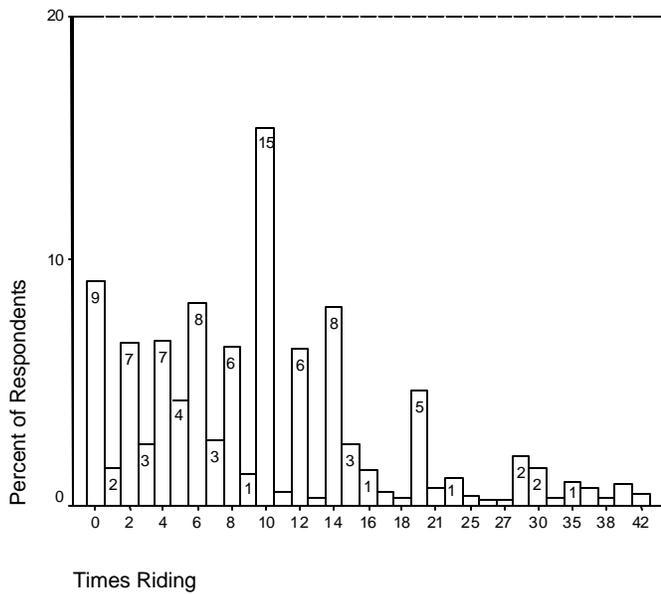


FIGURE 7. Number of Trips Taken in Past Week.

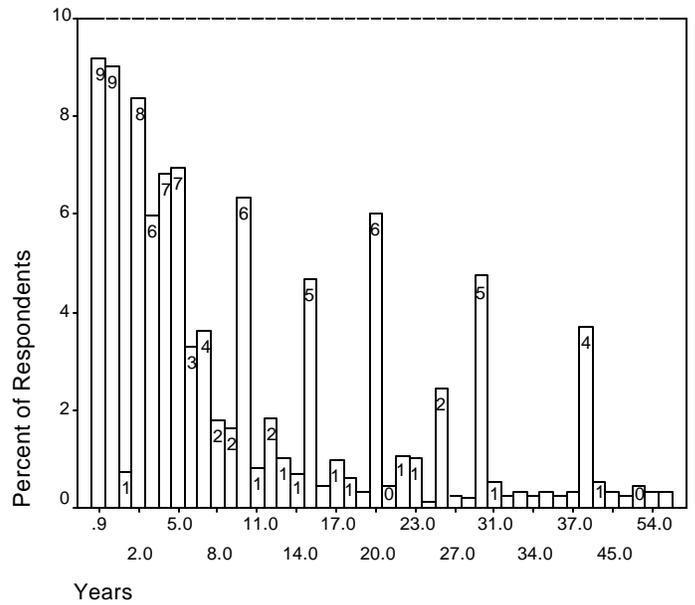


FIGURE 8. Years Since First Riding RIPTA.

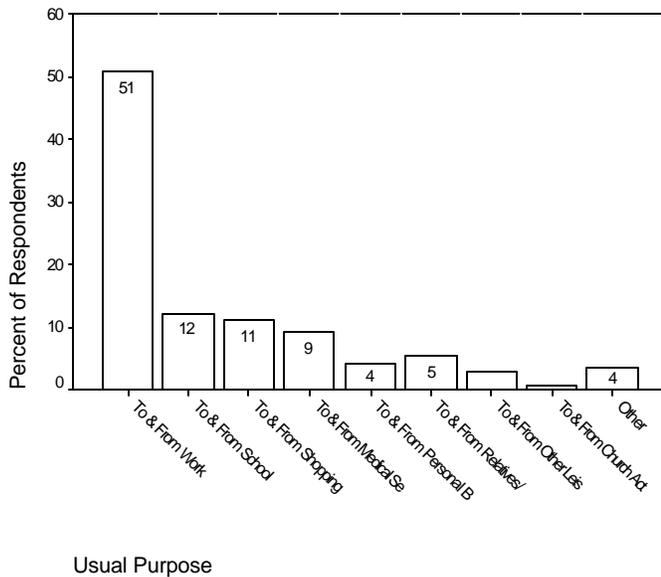


FIGURE 9. Usual Purpose of Bus Trips.

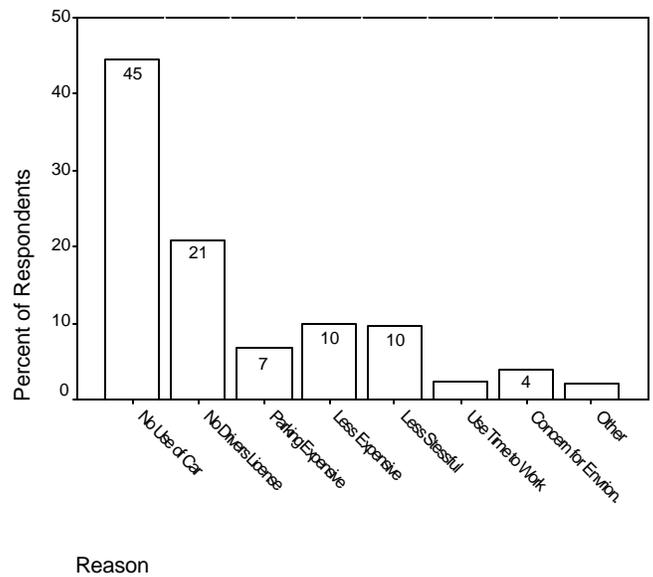


FIGURE 10. Main Reason for Using Buses.

Forty-five percent of the respondents said the main reason they use bus transportation is because they don't have use of a car (modal response) while 21 percent indicated that they didn't have a drivers license (Figure 10). Seventeen percent mentioned a financial reason for using the bus while 10 percent use it because it's less stressful than driving and four percent mentioned concern for the environment as the main reason.

Respondents were asked to indicate the bus they used most often, and second and third most frequently. Results are shown in Appendix F.

Most RIPTA riders said that they did not experience many problems with the 18 identified survey attributes during the past month (Figure 11). Twenty-eight percent indicated one or no attributes generating problems, while another 28 percent experienced between two and three, 27 percent

experienced between four and six, and only 16 percent experienced problems with seven or more attributes. This issue of experience with attribute problems will be addressed again in a later section.

The low level of perceived problem occurrence appears to be translated into a quite high level of overall satisfaction with the service (Figure 12). The modal response was ten on the ten-point scale (10 = very satisfied) with only 10 percent expressing some level of dissatisfaction and 86 percent indicating a satisfaction level of seven or greater.

Expressed likelihood of continued RIPTA use (Figure 13) was also quite high, with only nine percent indicating some level of unlikelihood and 78 percent choosing the top-box value of “very likely.” Consistent with the above results, only 10 percent indicated some level of unlikelihood for favorably recommending RIPTA to a friend while 60 percent indicated that they would be “very likely” to do so (Figure 14).

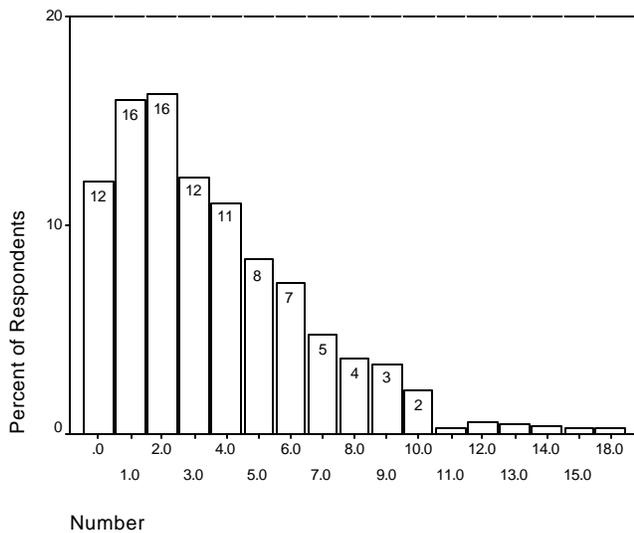


FIGURE 11. Percent Having Specified Number of Problems with any of 18 Attributes in Last Month (Maximum Possible is 18).

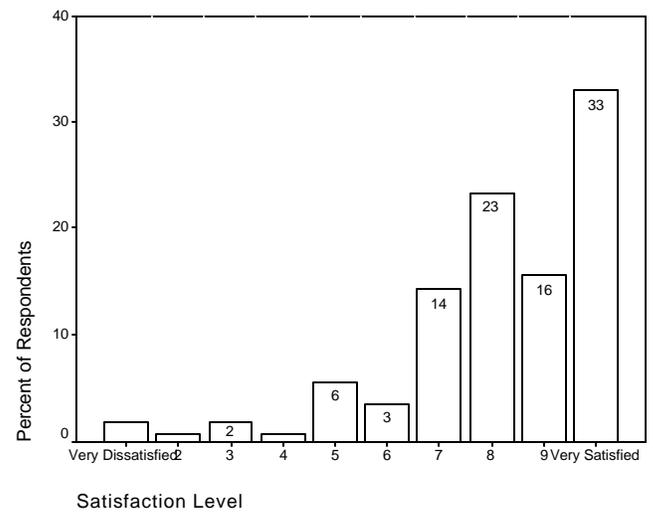


FIGURE 12. Level of Overall Satisfaction with RIPTA.

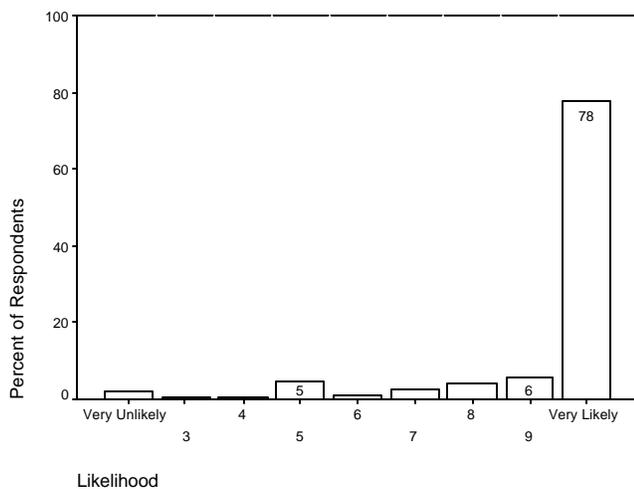


FIGURE 13. Likelihood of Continued RIPTA Use.

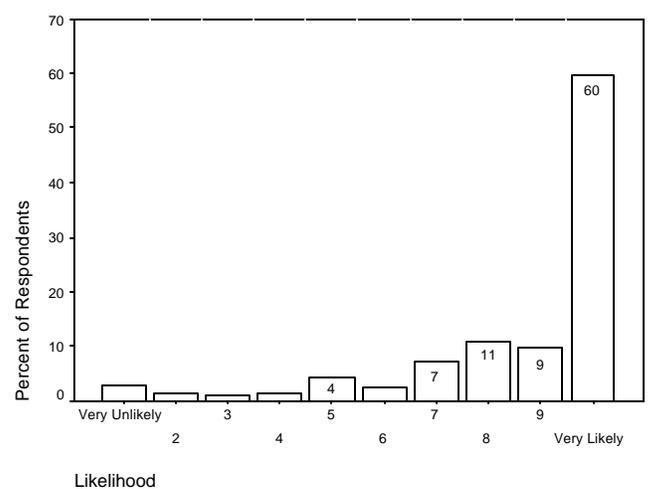


FIGURE 14. Likelihood of Recommending RIPTA to a Friend.

Response Patterns Across Respondent Groups

The pattern of responses to these last four variables discussed (problems experienced, overall satisfaction with service, intent for continued use and intent to recommend) was explored across several respondent characteristics: sex, age, reasons for riding, years since first riding and times rode in past week. It was necessary to group (collapse) several variables into categories of response because numbers within certain cells were initially insufficient for analysis. Results of the analysis are presented in Appendix G.

Regarding the number of attributes perceived to be yielding problems in the past month; the only significant difference was in the number of bus trips taken in the past week. As one would expect, those who made few bus trips (five or less) in the past week experienced noticeably fewer attribute problems than those having higher levels of usage.

Regarding continued bus use, fewer of those under the age of 20 had strong intentions. Given the age level of the group, this could reflect an expectation of leaving the area in the near future and/or taking on a new life role upon completing an educational career.

Differences in continued bus usage expectations were found across categories of years since first riding RIPTA. There appeared to be a tendency of those who first started riding six or more years ago to have a stronger intent to continue use than those who first started riding five or less years ago. However, with only a small number of responses found in some cells of the table, at present this finding should be viewed as tentative.

Intent to continue bus use also varied across categories of bus trips taken within the past week. Those with low levels of usage (five or less per week) had less strong intentions for continued use than other groups. This may reflect more transportation options available to the lower usage groups than to others.

No significant differences were found in the likelihood of recommending RIPTA to friends across any of the rider characteristic measures explored. With regard to overall satisfaction, however, a difference was observed across reasons for riding the bus. Those who indicated that they rode the bus to reduce stress, or to multitask, were more likely to express strong satisfaction with RIPTA than those indicating other reasons for riding. Again, small cell sizes inhibit strongly held conclusions. However, this result could reflect a situation where those who use buses, while still having access to other transportation alternatives, may have more satisfaction with the service than those who feel that use of the service is obligatory (lack of car, expense issues, etc.).

Response Patterns Across Route Groups

The same dependent measures were examined to reveal differences in mean responses across route groups. Since this analysis involved multiple t -tests, the Bonferroni method was employed with an overall alpha level of .10 set for the entire group of tests on each selected measure. Results are presented in Appendix H. Since the sample sizes were small for route groups B and G they are excluded from the analysis.

Tables in Appendix H show small differences among means for the dependent variables explored. In fact, analysis revealed no significant differences between means across route groups for any of the variables examined. Therefore, riders' problem experiences with the 18 service attributes, their overall level of satisfaction with RIPTA, their intentions for future use and their willingness to recommend the service to others display consistent patterns across route groups within the service offering.

Impact Score Analysis

Impact scores were computed for the 18 attributes addressed in the cardinal survey. Results are displayed in Table 2 below, ranked by impact score. Columns three and four respectively, show the mean satisfaction levels of those not having a recent problem with each attribute and those who did recall a problem. In three

cases (bus crowding, bus breakdowns and behavior of bus passengers) mean differences were not significant ($t: \alpha > .05$). In one case (safety from crime at stations/stops) the difference was significant at the .05 level and in all other cases mean differences were significant at the .01 level.

Impact scores (column 7) ranged from 0.047 to 0.393. This range approximates that of one transit system, Greater Lynchburg (bus) Transit Company, studied by MORPACE. However, two other transit systems they investigated had significantly higher maximum impact scores and larger variances in impact scores: Sun Tran Bus Transit of Albuquerque, New Mexico (0.858 to -0.003) and CTA rail of Chicago, Illinois (0.886 to -0.051). The incomparability of the present results to the latter two is likely related to the high levels of overall satisfaction expressed by respondents to the present survey. As shown in column 4, the level of overall satisfaction with RIPTA is quite high, even among those experiencing problems with any of the attributes.

TABLE 2. Impact Scores for Cardinal Survey - Ranked by Impact Score

1	2	3	4	5	6	7
Rank	Service Attribute	Mean Overall Satisfaction – Those Without Problem	Mean Overall Satisfaction – Those With Problem	Gap Value	Proportion Who Had Problem	Impact Score
1	F-9 Amount of service during evening/night	8.55	7.24	1.31 ¹	0.300	0.393
2	F-8 Availability of seats at bus stops	8.48	7.25	1.23 ¹	0.246	0.303
3	F-16 Amount of service during weekends	8.45	7.57	0.88 ¹	0.336	0.296
4	F-3 Frequency of bus service (Weekday)	8.45	6.89	1.56 ¹	0.187	0.292
5	F-2 Waiting time for bus transfers	8.43	7.32	1.11 ¹	0.236	0.262
6	F-1 Availability of bus shelters	8.38	7.44	0.94 ¹	0.232	0.218
7	F-5 Courteousness of bus drivers	8.37	7.06	1.31 ¹	0.161	0.211
8	F-15 Cleanliness of bus interiors	8.37	7.51	0.86 ¹	0.244	0.210
9	F-13 Making bus connections	8.35	7.22	1.13 ¹	0.169	0.191
10	F-14 Bus drivers not knowing routes or stops	8.35	7.11	1.24 ¹	0.15	0.186
11	F-11 Availability of current/accurate bus information	8.34	6.58	1.76 ¹	0.105	0.185
12	F-17 Temperature on buses	8.33	7.33	1.00 ¹	0.172	0.172
13	F-12 Availability of bus info. via phone/mail/web	8.28	6.51	1.77 ¹	0.072	0.127
14	F-10 Announcement/explanations of bus delays	8.27	6.86	1.41 ¹	0.085	0.120
15	F-4 Level of crowding on buses	8.30	8.02	0.28 ³	0.418	0.117
16	F-18 Safety from crime at stations/stops	8.23	7.60	0.63 ²	0.121	0.076
17	F-7 Bus breakdowns	8.22	7.67	0.55 ³	0.110	0.061
18	F-6 Behavior of bus passengers	8.21	8.06	0.15 ³	0.315	0.047

Significance: ¹ $t: \alpha < .01$

² $t: \alpha < .05$

³ ns

Among the top 10 impact attributes, five (F-9, F-16, F-3, F-2 and F-13) appear to describe service delivery characteristics and three of these five (F-9a, F-16a and F-3a) directly deal with the amount of service available. Three additional members of the top 10 impact attributes (F-8, F-1 and F-15) appear to describe service comfort characteristics and two others (F-5 and F-14) describe operator characteristics.

To explore the extent to which these variables relate to each other, satisfaction ratings on all 18 variables were submitted to factor analysis (principal components). Two factors clearly emerged after varimax rotation. All five attributes previously mentioned (F-9, F-16, F-3, F-2 and F-13), and no others, loaded highly (above .60) on one factor, supporting the previous suggestion that these attributes relate to perceptions of service delivery characteristics. Five other attributes (F-4, F-6, F-8, F-15, and F-17) loaded highly on a second factor, interpreted as the passenger comfort property. However, only one of these (F-8) ranked in the top ten in terms of impact score.

In total, the two identified factors explained a relatively modest 48 percent of the total variance. The remaining variables did not consistently load on an identifiable factor (although three: F-10, F-11, and F-12) do have the common theme of information provision). As a group these remaining variables still accounted for a significant portion of the variance. This makes it somewhat problematic for identifying an intuitively meaningful theme to employ when addressing improvements or communicating with riders about performance improvements.

It is useful to note how variations in the values of satisfaction and incidence rates can be compensatory. For example, in Table 2 the attribute having the largest gap value (F-12 = 1.77) ranks thirteenth on the impact list because the proportion having a recent problem was relatively small. Also, the attribute showing the highest proportion of riders experiencing a problem (F-4 = .418) ranks fifteenth on the impact list because the gap value is relatively small. In fact, the highest-ranking attribute in terms of impact score (F-9) ranked only moderately high on either the gap score (5th rank) or problem incidence (4th rank). This also characterizes attribute F-8 and F-2 that also have high impact ranks and suggests the potential peril of only considering satisfaction scores for guiding service adjustment decisions.

In addition to an overall satisfaction measure, all respondents were also asked the degree of their satisfaction/dissatisfaction with each *attribute*. Table 3 presents, for each attribute, the mean satisfaction level among those recently experiencing a problem with the attribute and among those who have not. Results are ranked by mean difference levels (shown in column 4).

TABLE 3. Differences in Mean Attribute Satisfaction Levels Between Those Experiencing a Problem With the Attribute and Those Not Experiencing A Problem - Ranked by Mean Difference

1	2	3	4	5	6
<u>Service Attribute</u>	Mean Attribute Satisfaction - Those Without Problem	Mean Attribute Satisfaction - Those With Problem	Mean Difference*	Rank	Impact Score Rank
F-10 Announcement/explanations of bus delays	8.25	4.51	3.74	1	14
F-9 Amount of service during evening/night	8.30	4.59	3.71	2	1
F-1 Availability of bus shelters	7.99	4.29	3.70	3	6
F-3 Frequency of bus service (Weekday)	8.50	4.88	3.62	4	4
F-8 Availability of seats at bus stops	8.51	4.99	3.52	5	2
F-16 Amount of service during weekends	7.87	4.44	3.43	6	3
F-13 Making bus connections	8.59	5.22	3.37	7	9
F-2 Waiting time for bus transfers	8.31	5.05	3.26	8	5
F-12 Availability of bus info. via phone/mail/web	8.65	5.40	3.25	9	13
F-5 Courteousness of bus drivers	8.82	5.64	3.18	10	7
F-4 Level of crowding on buses	8.27	5.24	3.03	11	15
F-11 Availability of current/accurate bus information	8.67	5.75	2.92	12	11
F-17 Temperature on buses	8.74	5.92	2.82	13	12
F-15 Cleanliness of bus interiors	8.24	5.44	2.80	14	8
F-18 Safety from crime at stations/stops	8.30	5.58	2.72	15	16
F-6 Behavior of bus passengers	8.04	5.39	2.65	16	18
F-14 Bus drivers not knowing routes or stops	9.13	6.75	2.38	17	10
F-7 Bus breakdowns	9.07	6.98	2.09	18	17

* All significant, t: $\alpha < .01$

The largest mean difference (3.74) was observed for announcements/explanation of bus delays and the smallest was for bus breakdowns (2.09). However, differences between mean values were significant ($\alpha < .01$) for all 18 attributes. Column 6 contains the impact-score rank for each attribute. Aside from a few noteworthy attributes (F-10, F-17, F-14) the correspondence between the two rankings

is reasonably high. In fact, the rank correlation coefficient (Spearman) is .645 ($\alpha = .004$). This suggests a degree of internal consistency in survey results regarding satisfaction with, and impact rankings of service attributes.

Perceptions of Problem Extent and Service Attribute Trends

A previous section revealed that the percentage of riders experiencing a large number of problem attributes problems is quite low. Characteristics of experienced problems are now investigated.

Respondents indicating that they recently experienced a problem with an attribute were asked to relate the magnitude of the problem. Table 4 presents the percent of those experiencing a problem that perceived it to be a major, moderate, or minor in nature. Impact score ranking are also presented.

The percent perceiving problems as being major ranged from 55 (F-1 and F-16) to a low of 24 (F-14). Across all 18 attributes, an average of 39 percent perceived their problems as major while 33 percent perceived them as moderate and 28 percent perceived them as minor. Therefore, 72 percent who encounter a problem appear to consider it to be more than a minor inconvenience. This should be worthy of note by RIPTA managers.

TABLE 4. Perceptions of Problem Degree (Percent) Among Respondents Experiencing a Problem With the Attribute

	1	2	3	4	5
		Percent Perceiving as Major Problem	Percent Perceiving as Moderate Problem	Percent Perceiving as Minor Problem	Impact Score Rank
<u>Service Attribute</u>					
F-1 Availability of bus shelters		55	29	16	6
F-2 Waiting time for bus transfers		33	40	27	5
F-3 Frequency of bus service (Weekday)		48	30	22	4
F-4 Level of crowding on buses		39	34	27	15
F-5 Courteousness of bus drivers		45	23	32	7
F-6 Behavior of bus passengers		32	31	37	18
F-7 Bus breakdowns		31	20	49	17
F-8 Availability of seats at bus stops		36	33	31	2
F-9 Amount of service during evening/night		49	31	20	1
F-10 Announcement/explanations of bus delays		38	39	23	14
F-11 Availability of current/accurate bus information		31	42	27	11
F-12 Availability of bus info. via phone/mail/web		42	33	25	13
F-13 Making bus connections		48	37	15	9
F-14 Bus drivers not knowing routes or stops		24	35	41	10
F-15 Cleanliness of bus interiors		27	37	36	8
F-16 Amount of service during weekends		55	33	12	3
F-17 Temperature on buses		32	38	30	12
F-18 Safety from crime at stations/stops		29	36	35	16
	Mean Percent	39	33	28	

Relatively high percentages (above 40%) of respondents reported major problems with attributes F-1, F-3, F-5, F-9, F-12, F-13 and F-16. In all but one case (F-12) the attributes ranked in the top ten in terms of impact score. Conversely, of those attributes receiving a relatively high percentage (35% or more) reporting minor problems (F-6, F-7, F-14, F-15 and F-18) only two (F-14 and F-15a) ranked in the top ten in terms of impact score and the rest ranked at, or very near, the bottom in terms of impact score.

Respondents who experienced problems with any of the eighteen attributes were also asked whether they perceived performance of the attribute to be improving, declining or relatively stable during the past month. Table 5 shows that the majority (mean percentage = 60) perceived attribute stability, an

average of 11 percent perceived improvement and 19 percent perceived declines. Attributes yielding relatively large proportions of respondents noticing improvements included bus breakdowns (38%), drivers not knowing routes/stops (24%), courteousness of drivers (23%) and safety from crime at stations/stops (21%). Attributes yielding relatively large proportions of respondents perceiving attribute declines were availability of bus shelters (33%), amount of service on weekends (33%), amount of evening/night service (31%) and availability of seats at bus stops (30%). It is interesting to note that several of those attributes receiving the highest percentage of respondents perceiving an attribute decline (availability of bus shelters, amount of weekend service, amount of evening/night service and availability of seats at bus stops) rank high or moderately high on impact scores. Whether valid or not, such perceptions of negative trends on high impact-scores attributes could be problematic for RIPTA. The nature of action taken should be a function of the degree to which the perceived service declines can be understood and verified.

TABLE 5. Perceptions of Attribute Trend During Past Month Among Respondents Experiencing a Problem With the Attribute

	1	2	3	4	5
		Percent Perceiving Attribute Stability	Percent Perceiving Attribute Improvement	Percent Perceiving Attribute Decline	Impact Score Rank
	<u>Attribute Description</u>				
F-1	Availability of bus shelters	56	11	33	6
F-2	Waiting time for bus transfers	61	15	24	5
F-3	Frequency of bus service (Weekday)	67	13	20	4
F-4	Level of crowding on buses	66	16	18	15
F-5	Courteousness of bus drivers	59	23	18	7
F-6	Behavior of bus passengers	62	15	23	18
F-7	Bus breakdowns	44	38	18	17
F-8	Availability of seats at bus stops	60	10	30	2
F-9	Amount of service during evening/night	64	5	31	1
F-10	Announcement/explanations of bus delays	59	13	28	14
F-11	Availability of current/accurate bus information	62	18	20	11
F-12	Availability of bus info. via phone/mail/web	66	8	26	13
F-13	Making bus connections	57	18	25	9
F-14	Bus drivers not knowing routes or stops	60	24	16	10
F-15	Cleanliness of bus interiors	57	16	27	8
F-16	Amount of service during weekends	64	3	33	3
F-17	Temperature on buses	65	13	22	12
F-18	Safety from crime at stations/stops	51	21	28	16
	Mean Percent	60	11	19	

Number of Attributes With Problems and Behavioral Measures

As previously discussed (p. 9), the number of attributes that riders perceived as yielding problems in the past month was directly related to the frequency of ridership. Therefore, rider satisfaction, likelihood of continued use and likelihood of recommending the service to others were investigated across levels of problem numbers experienced. Results are presented in Appendix I.

Mean levels of overall satisfaction decreased significantly across successively higher numbers of attributes perceived as yielding problems in the past month. Only two problem levels were not associated with significantly different mean satisfaction levels (0 – 1 versus 2 – 3 problems). Figure 15 portrays these results.

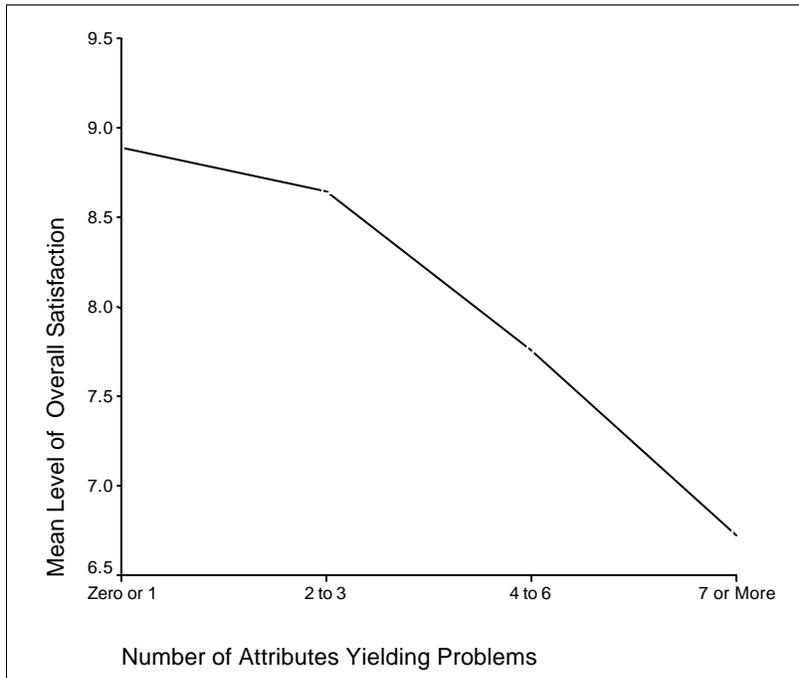


FIGURE 15. Mean Overall Satisfaction Levels Related to Number of Attributes Perceived as Yielding a Problem.

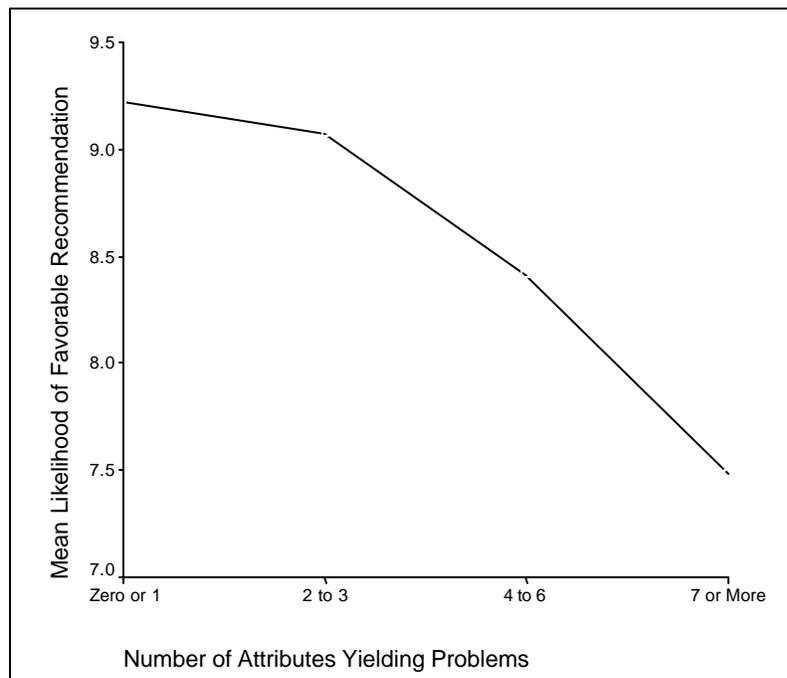


FIGURE 16. Mean Likelihood of Recommending Service to Friend Related to Number of Attributes Perceived as Yielding a Problem.

The mean likelihood of continuing to use RIPTA service did not significantly differ across levels of attribute problems experienced during the past month. In fact, the differences are remarkably small. Again, this may reflect the mind set among a substantial portion of the rider base (66%) that perceive themselves as having few transportation options.

The mean likelihood of favorably recommending RIPTA to friends generally showed significant differences across numbers of attributes that riders experienced as yielding problems. Some lower problem levels were not significantly different from each other in terms of recommendation likelihood (see Appendix I). However, the highest level of problem numbers (7 or more) was associated with significantly lower levels of recommendation likelihood. Figure 16 displays these results.

Relationship Between Overall Satisfaction, Future Use and Favorable Recommendations

The model in Figure 1 indicates that likelihood of continued use, as well as likelihood of favorable recommendations to friends is related to the level of overall satisfaction experienced. The similar shape of the graphs in Figures 15 and 16 suggests this relationship exists among RIPTA riders. Correlations between the three variables provide at least partial support for this view (see Appendix J). The relationship between overall satisfaction and likelihood of continued use is about .34, regardless whether a parametric (Pearson) or non-parametric (Spearman) correlation measure is employed. In addition, the relationship remains stable when controlling for the number of attributes yielding problems for riders (see partial correlation table in the appendix). Although statistically significant, the magnitude of the coefficient is modest, reflecting, as noted earlier, stable usage intentions among many survey respondents.

At the level of approximately .65, the correlation between overall satisfaction and likelihood of recommending RIPTA service is stronger than for the likelihood of continued use. Again, results were nearly identical whether a parametric or non-parametric correlation measure was used. Results also remained stable when controlling for the number of attributes yielding problems. The relationship between the variables is depicted in Figure 17.

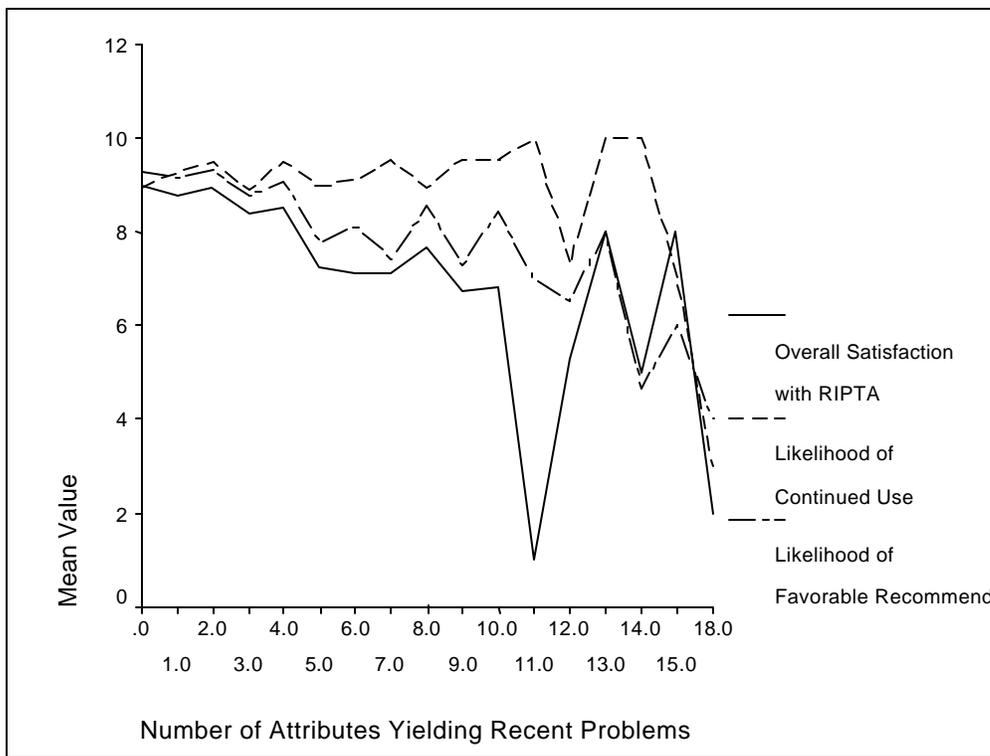


FIGURE 17. Relation Between Overall Satisfaction, Likelihood of Continued Use and Likelihood of Favorable Recommendation with Problem Levels.

Impact Scores Among Captive and Non-Captive Rider Groups

Two questions in the survey address respondents' access to auto transportation. One asked whether the respondent possessed a driver's license and the second asked whether the respondent had access to a car for their transportation needs. Together, answers to these questions were used to form two groups. Those that did not have a driver's license or access to a car were classified into a "Captive" group while those who possessing a driver's license and having access to a car at least some of the time were classified into a "Non Captive" group. These two groups were then investigated to learn the degree to which they differed in terms of their behavioral responses to and evaluation of RIPTA service.

TABLE 6. Behavioral Measures Among Captive and Non-Captive Riders

<u>Behavioral Measure</u>	<u>Means - Captive Group</u>	<u>Means - Non Captive Group</u>	<u>Difference * in Means</u>
Likelihood of Continued Use	9.20	9.13	0.07
Likelihood of Favorable Recommendation	8.69	8.67	0.02
<u>Overall Satisfaction with RIPTA</u>	8.19	8.10	0.09

* Significance: all non significant at t: $\alpha = .10$

As shown in Table 6, the mean values of all three behavioral measures were very similar for the captive and non-captive groups. In fact, none of the differences were significant, even at the $\alpha = .10$ confidence level.

Impact scores of the 18 attributes were also examined within each group and compared to overall sample results to determine if attribute evaluations within the two groups sprang from different sources, even when the behavioral measures, as shown above, were similar. Figure 18 portrays results in terms of each group's impact-score deviations (in percentage terms) from overall sample values. The attribute values deviating most significantly from entire-sample values were for attribute F6 (behavior of bus passengers) and attribute F7 (bus breakdowns). As Figure 18 shows, the non-captive group's impact scores for both attributes were much higher than those for the entire sample, while the captive group's impact scores were much lower. In both cases the disparity in impact scores was much more influenced by the difference in satisfaction scores between those experiencing a problem (or not) rather than the proportion of those experiencing a problem.

A Typology of RIPTA Riders

Following a scheme suggested by Brandt (15), respondents were grouped into one of four types based on their responses to the three output measures addressed in the previous section: overall satisfaction, likelihood of continued use and likelihood of recommending RIPTA to friends. Responses on the three scales were summed and the resulting measure were divided into quadrants, labeled as:

Secure Rider - - those with summed-scale scores of 26 – 30

Satisfied Rider - - those with summed-scale scores of 20 – 25

Vulnerable Rider - - those with summed-scale scores of 14 – 19

Dissatisfied Rider - - those with summed-scale scores of 3 – 13

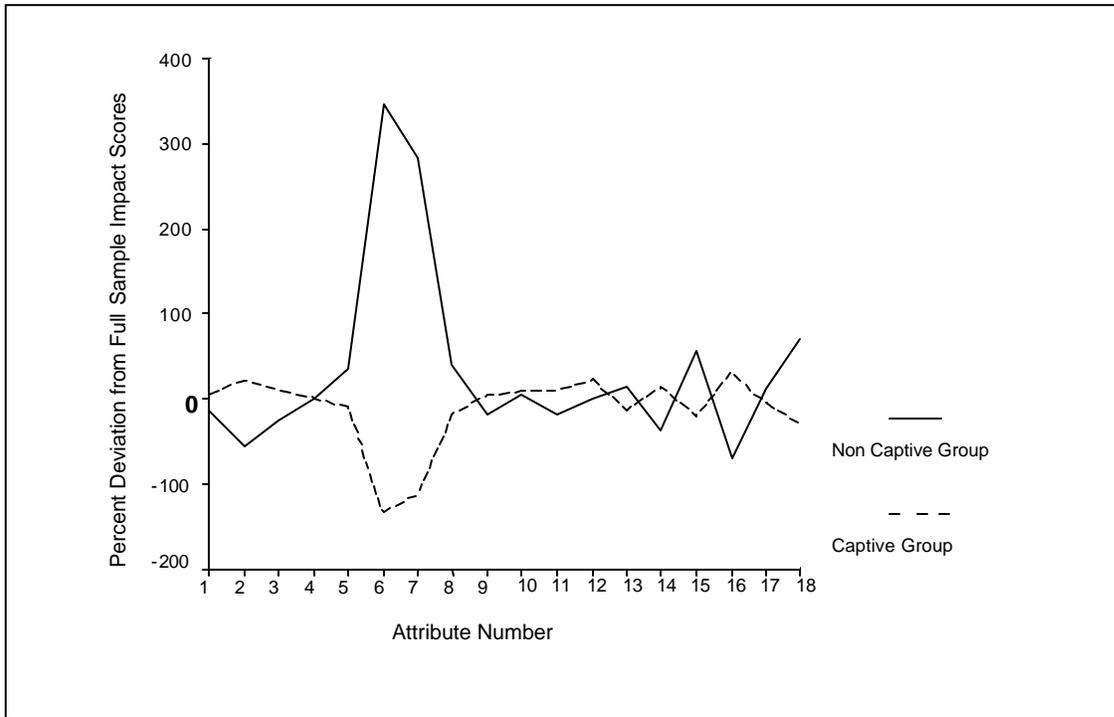


FIGURE 18. Percent Deviations of Captive and Non-Captive Group Attribute Impact Scores From Impact Scores of Entire Sample

Secure riders are likely to have very positive attitudes toward the service, are highly likely to continue using the service and are highly inclined toward favorable word-of-mouth recommendations. In progressively lower categories these tendencies decline.

Figure 19 depicts the proportion that each comprises of the total sample. Mean responses on each of the component measures (satisfaction, likelihood of continued use and likelihood of favorably recommending the service) were significantly different across the four groups (Bonferroni: overall $\alpha < .01$). This is a highly favorable result for the authority. It also presents different strategy options if identification of rider types is feasible. For example, since secure riders appear to have such favorable attitudes toward RIPTA a strategy could be to maintain satisfaction levels and focus on developing means to facilitate high word-of mouth communication with others. Strategies focusing on less positive rider types, especially the “satisfied” group since it represents a significant proportion of the base, can be more oriented toward identification, remediation and communication of improvement progress on key impact attributes.

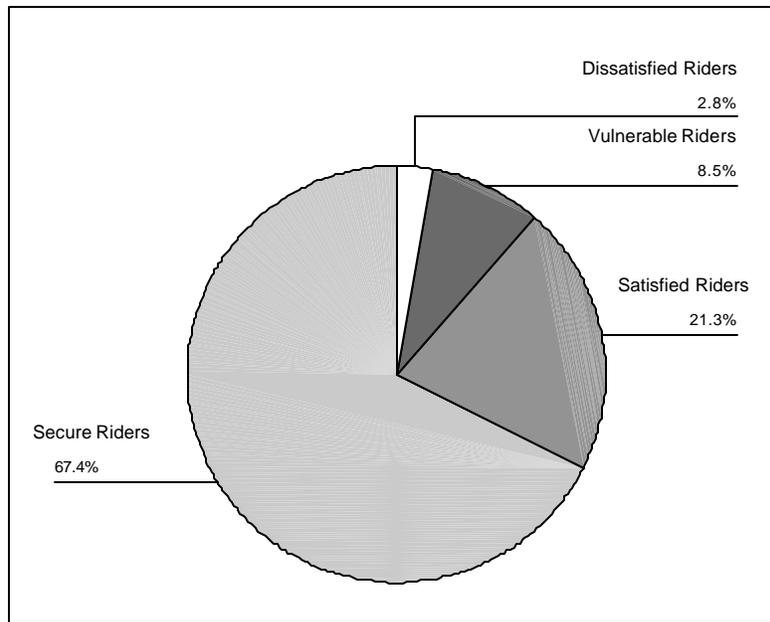


FIGURE 19. Relative Proportion of RIPTA Rider Types

CONCLUSIONS

This study was undertaken in conjunction with the Rhode Island Public Transit Authority (RIPTA) to implement and evaluate a method for identifying service attributes that, if enhanced, would have the highest impact on customer satisfaction levels. The method was developed and piloted by MORPAC International, Inc. under sponsorship of the Federal Transit Administration. It involves computing “impact scores” for attributes – differences in mean overall satisfaction levels between groups having a recent problem with the attribute and those that did not, weighted by the proportion of the sample experiencing a recent problem with the attribute. The survey investigated 18 separate service attributes.

Results show that RIPTA riders expressed very high levels of overall satisfaction, likelihood of continued use and likelihood of recommending the service to friends. Relatively minor differences in these measures were found across demographic and other rider characteristics. Response patterns also were found to be stable across riders of nine different route groups included in the sample. However, the proportion of the 18 attributes that were perceived to yield problems among riders was positively related to the level of recent ridership. Overall satisfaction decreased significantly as the number of attributes yielding problems increased. This supports the hypothesized link between attribute performance and overall rider satisfaction within the RIPTA rider base.

Impact scores did not display the variance that MORPAEC found in studies of at least two other transit authorities. This appears to be the result of very high levels of rider satisfaction in the present study. Although presenting welcome feedback for RIPTA, this situation led to small numbers of responses in some measure categories, presenting difficulties for certain analyses.

Five of the top 10 service attributes, as ranked by impact scores, involved service delivery characteristics (amount and frequency of service, waiting time for transfers, etc.) The implications for RIPTA of this result may be problematic because improvement of service delivery characteristics are likely to be cost intensive compared to other types of improvements. Given this, options for consideration should include communications targeted at riders about attribute improvements in addition to efforts at actual service enhancements.

Three others attributes in the top 10 were interpreted as relating to service comfort characteristics. Ranked differences in mean *attribute* satisfaction scores, between those experiencing a problem with all of these attributes and those that did not, showed relatively high correspondence with ranked impact scores, suggesting a degree of internal consistency.

The correlation between overall satisfaction and likelihood of recommending the service to friends was .63 and the strength of this relationship remained stable when controlling for the number of problem attributes encountered. This was viewed as supporting the link between satisfaction and the likelihood of favorable word-of-mouth activity. However, the relationship between overall satisfaction and likelihood of continued use was not as strong. Intentions for continued use remained high until riders encountered very high attribute problem rates. Given that 66 percent of the sample did not have a driver’s license or use of a car, this may reflect a view among many RIPTA riders that bus service is their only viable transportation means.

Those riders who did not possess a driver’s license or did not have use of a car for their transportation needs were classified as “Captive riders.” These riders did not display significantly different behavioral responses on intention for future RIPTA use, likelihood of favorably recommending RIPTA to a friend or overall satisfaction measures. However, examination of responses to the 18 service attributes revealed that the non-captive group’s impact scores regarding the behavior of bus passengers and bus breakdowns were substantially higher than those for the entire sample while the captive group’s scores on the two attributes were substantially lower. In both cases the impact-score differences were influenced substantially more by the difference in satisfaction ratings between those experiencing problems (or not) than by the proportion of those experiencing a problem with the attributes. The possible causes for these evaluations should be investigated further.

Another issue deserving further exploration is the possible relationship between ridership frequency and attribute problem rates. The more general concern is how the impact model could be modified to accommodate for variance in attribute-problem effects across types of riders. The manner in which problem rates could be incorporated into the model, and any resulting benefits, is worthy of investigation. A potential method of addressing this is to segment by rider type. In this study riders were segmented using a method suggested by Brandt. A potentially useful future direction would be to explore the degree to which these groups respond differently to enhancements in specific attributes (see 16).

Results suggest that the “impact score” method possesses at least a reasonable degree of internal consistency. Survey results also indicate a positive association between overall satisfaction and likelihood of favorable word-of-mouth behavior. Therefore, use of future tracking studies appears warranted, as does additional evaluation of the method. One issue for any future surveys is the very high proportion of satisfied riders and relatively low levels of problem incidence rates found. If economically feasible, larger samples should be employed to generate higher numbers in all categories of important study measures.

The impact score model assumes structural stability. Specifically, gap scores measuring differences in mean overall satisfaction levels between those experiencing a problem with an attribute and those who do not are assumed to remain stable over time. Consequently, MORPACE tracking surveys, following the initial benchmark study, focus only on problem incidence rates. Surveys that also provide data for computing gap scores are said to be only periodically needed. However, evidence from several studies questions this assumption (14, 16, 17, 18). Therefore, it appears appropriate to employ the full survey method, including measures of overall satisfaction, relatively often until the assumption of structural stability of gap scores can be empirically verified.

Once structural stability can be verified, the survey instrument could be shortened substantially for use in periodic tracking studies that focus on changes in the proportion of passengers experiencing problems with the identified attributes. First, it is quite likely that the number of attributes involved could be reduced from the present level of 18. Secondly, reducing the number of issues addressed for each attribute could shorten the questionnaire. Presently, the survey asks five questions for each of the attributes – generating a total of 90 questions for that section of the survey instrument. Reducing the number to three or two for each attribute reduces the total number of questions in that section to 54 or 36, respectively. If the number of attributes were also reduced just to 10, the number of questions would be reduced to 30 or 20, respectively. This would considerably streamline the survey so that its use as a tracking survey would be more practicable.

The present study discovered high levels of satisfaction among RIPTA passengers. While this news should be favorably received by RIPTA, it also raises some issues for the research and choices for remedial actions to be taken by the transit agency. High levels of passenger satisfaction resulted in impact-score values that were not substantially different across a number of the 18 survey attributes. Strategies for handling this situation are not addressed in TCRP Report 47. However, the situation is of some consequence because decisions must be made regarding the allocation of resources for service upgrades and/or improvement. A pure ranking method is not sufficiently useful for this purpose because it does not suggest a method to distinguish between impact score differences that are substantial and those that are not. Alternatives for making the decision do exist, including use of gap values or the proportions of the sample who experienced a problem with the attributes. Further efforts to identify the most useful criterion or set of criteria would be useful.

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Appendix A
Sample Allocation to Route Groups

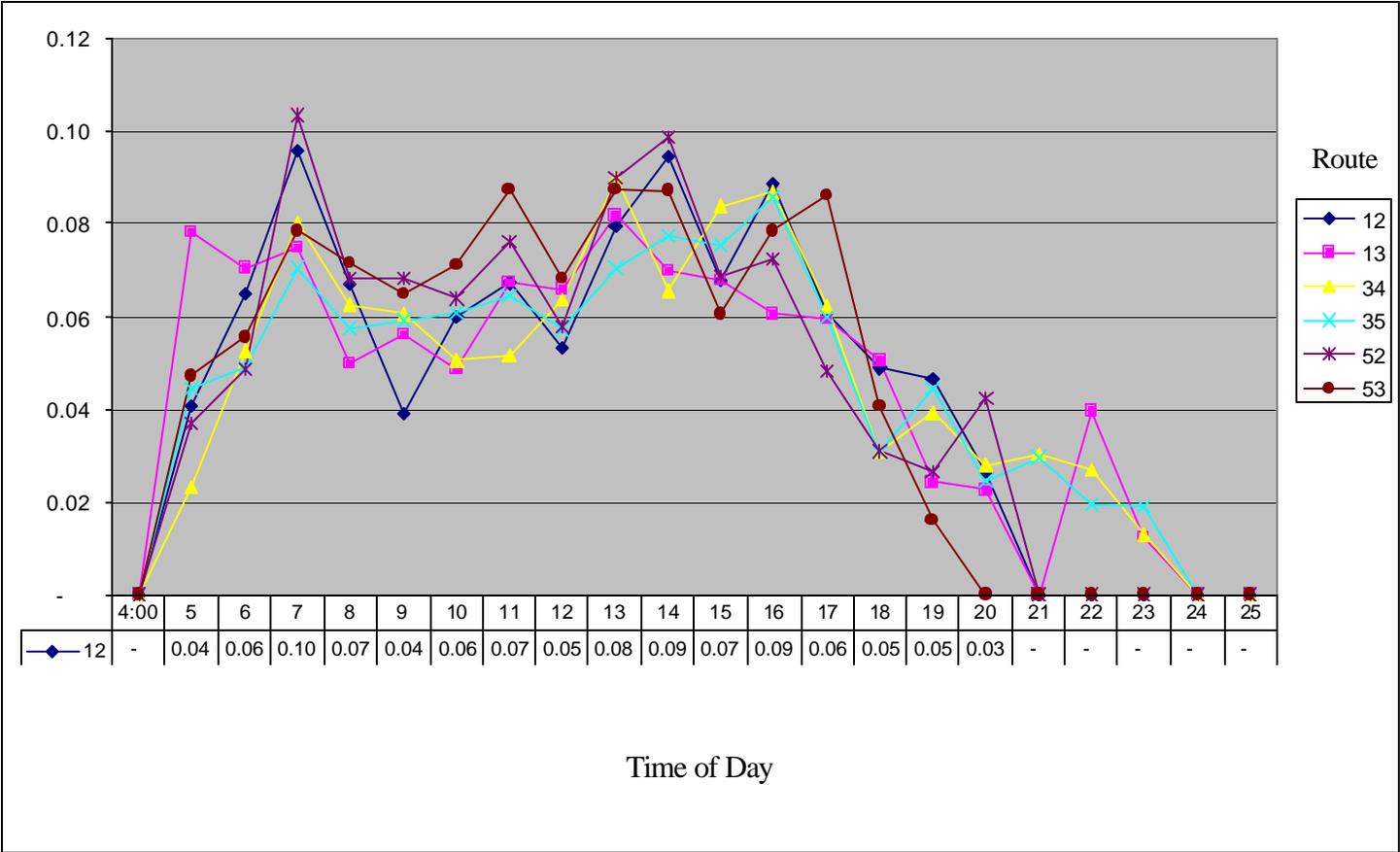
<u>Group Code</u>	<u>Route Number</u>	<u>Percent of Total</u>	<u>Group % of Total</u>	<u>Route Name</u>	<u>Hub</u>	<u>Sample Allocation</u>
A	67	1.04		Bellevue/Mansions/Salve	Newport	
A	91	1.31		Gold Line	Providence	
A	92	2.29		Green Line	Providence	
			4.64			n _A = 20
B	8	0.39		Jefferson Blvd.	Providence	
B	10	0.05		North Scituate	Providence	
B	15	0.18		North Central Indus. Park	Providence	
B	32	0.38		West Barrington	Providence	
B	49	0.28		Camp Street	Providence	
B	90	0.72		Park and Rides	Providence	
			2.00			n _B = 8
C	11	7.71		Broad Street	Providence	
C	26	1.07		Atwells/Academy	Providence	
C	50	2.68		Douglas Avenue	Providence	
C	56	4.70		Chalkstone Avenue	Providence	
C	72	0.37		Weeden Street	Pawtucket	
C	73	0.49		Mineral Spring Avenue	Pawtucket	
C	75	0.54		Dexter Street	Pawtucket	
C	76	0.49		Central Avenue	Pawtucket	
C	77	0.64		Benefit/Broadway	Pawtucket	
C	87	0.44		Walnut Hill	Woonsocket	
C	94	0.43		Fairmount/Park	Woonsocket	
			19.56			n _C = 80
D	1	2.94		Eddy	Providence	
D	3	2.67		Warwick Avenue	Providence	
D	17	2.37		Dyer/Pocasset	Providence	
D	18	0.88		Union Avenue	Providence	
D	19	2.83		Plainfield	Providence	
D	20	4.06		Elmwood Avenue	Providence	
D	22	3.83		Reservoir/Pontiac	Providence	
D	27	3.68		Broadway/Manton	Providence	
D	28	2.85		Broadway/Hartford	Providence	
D	31	4.13		Cranston Street	Providence	
D	57	2.95		Smith St.	Providence	
D	63	1.82		Broadway/Shopping Ctrs.	Newport	
D	71	1.33		Broad	Pawtucket	
D	78	0.87		Beverage Hill Avenue	Pawtucket	
			37.21			n _D = 148
E	12	1.32		Airport/East Greenwich	Providence	
E	13	1.50		Artic/Washington	Providence	
E	34	1.36		East Providence	Providence	
E	35	1.71		Rumford	Providence	
E	52	1.15		Admiral/Branch	Providence	
E	53	1.12		Smithfield Avenue	Providence	
			8.16			n _E = 32

Continued on Next Page

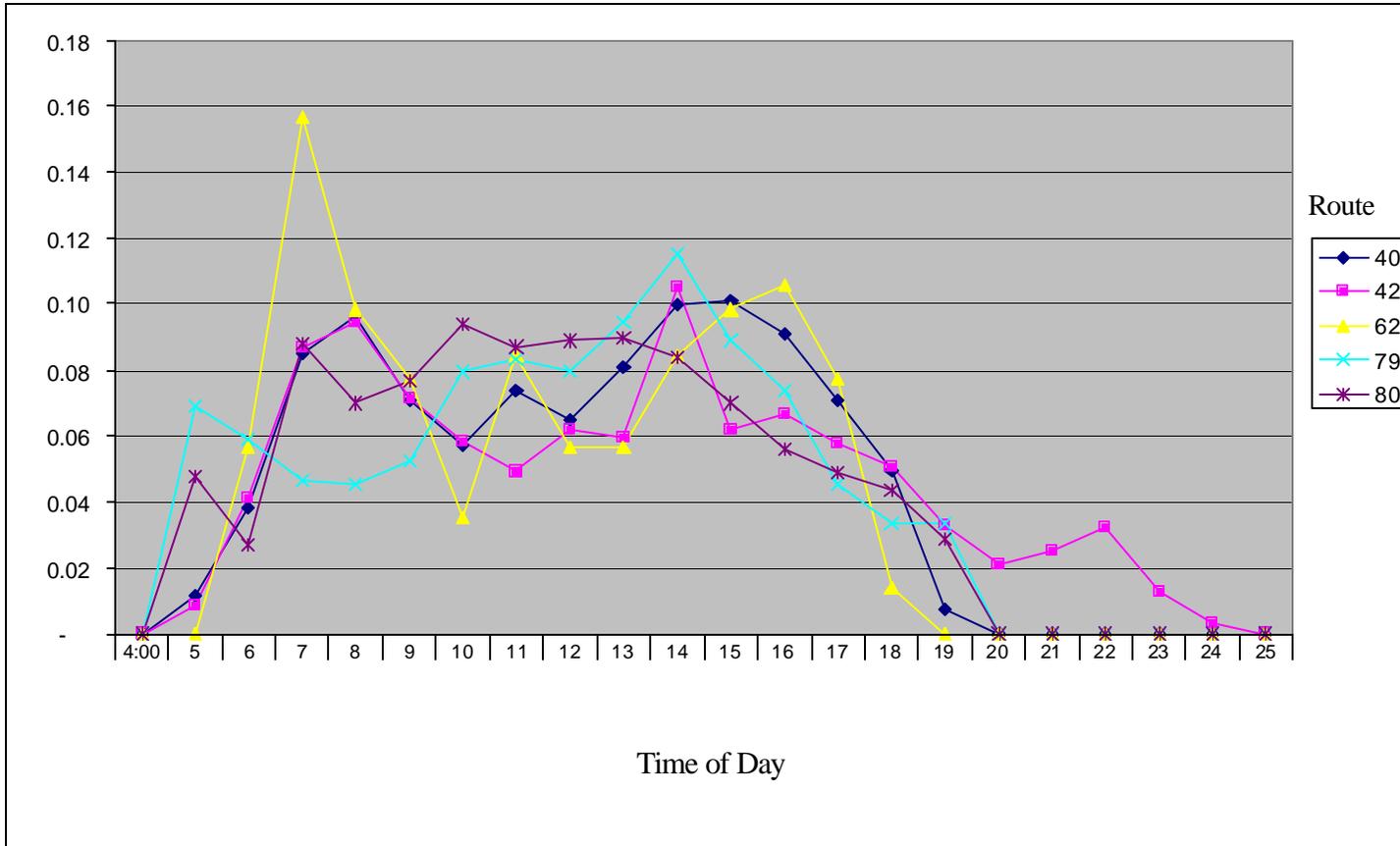
F	40	0.92		Butler/Elmgrove	Providence	
F	42	4.19		Hope St.	Providence	
F	62	0.38		Thames/Towne Ctr./Salve	Newport	
F	79	0.40		Columbus Avenue	Pawtucket	
F	80	0.44		Armistice Blvd.	Pawtucket	
			6.33			$n_F = 24$
G	24	0.08		Pawtuxet Valley Loop	--	
G	29	0.46		Kent County	--	
G	64	0.32		Newport-URI	Newport	
G	86	0.09		North Main St.	Woonsocket	
G	88			Cumberland	Providence	
			0.95			$n_G = 4$
					Providence/Woon	
H	54	3.62		Lincoln/Woonsocket	.	
					Providence/Newp	
H	60	3.99		Providence-Newport	ort	
H	99	9.91		Providence-Pawtucket	Providence/Pawt.	
			17.52			$n_H = 72$
I	9	0.39		Pascoag/Wallum Lake	Providence	
I	14	0.77		Wickford/Narragansett	Providence	
I	33	2.07		Riverside	Providence	
I	66	0.91		Providence-URI	Providence	
			4.14			$n_I = 16$
						Total n = 404

Appendix B
 Illustrative Ridership Levels by Route Group

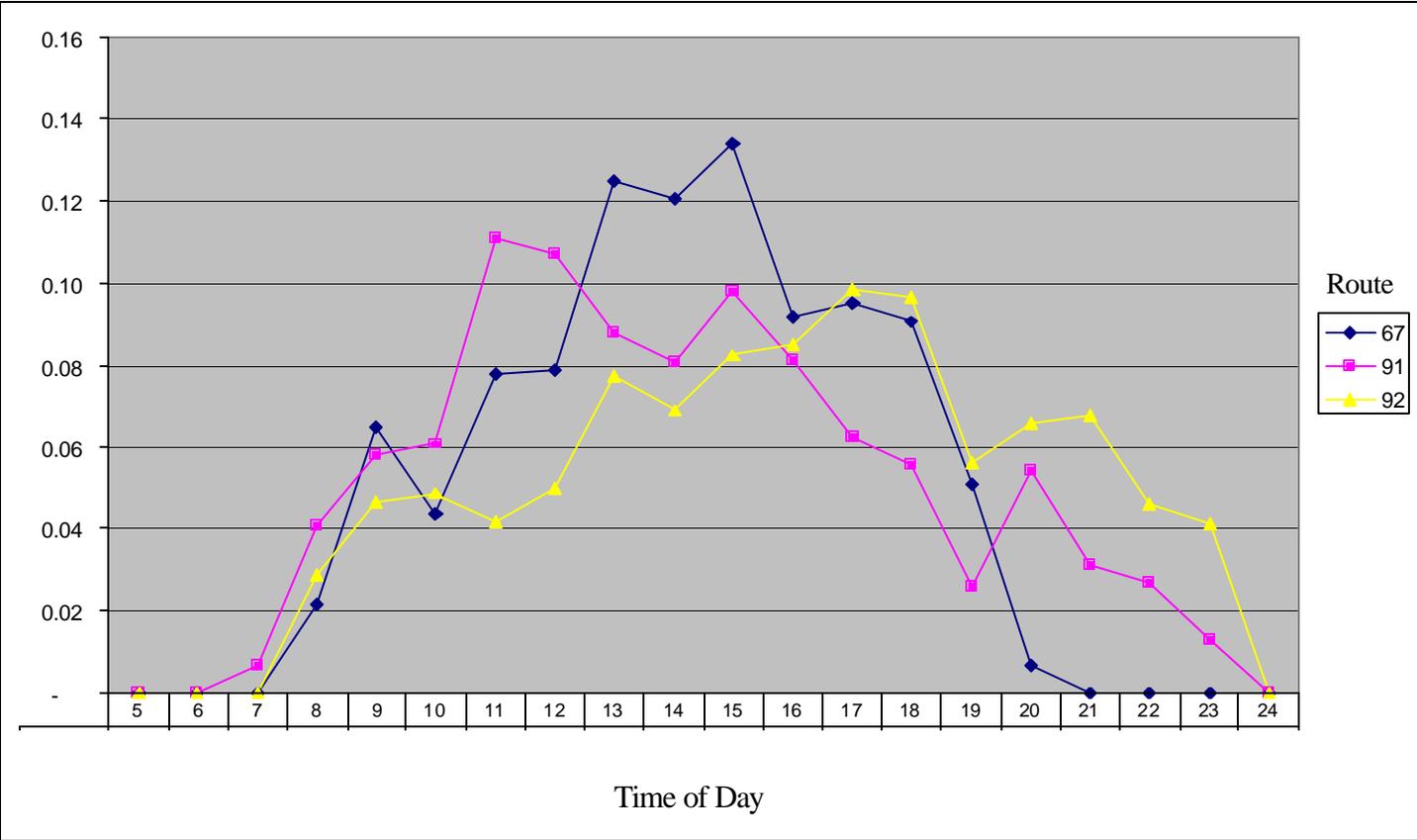
Illustrative Weekday Ridership Pattern
 Group E Hourly Ridership as Proportion of Weekday Route Total



Illustrative Weekday Ridership Pattern
 Group F Hourly Ridership as Proportion of Weekday Route Total



Illustrative Saturday Ridership Pattern
Group A Hourly Ridership as Proportion of Weekday Route Total



Appendix C
Focus Group Forms

Focus Group Recruiting Questionnaire



_____ For Office Use _____						
Rt. _____	M	T	W	R	F	
Time _____				AM	PM	
Inter.	1	2	3	4	5	6 _____
Rsp.	_____					

Hello,

Investigators at the University of Rhode Island are conducting research for *RIPTA* to learn more about how to better satisfy bus riders. This short nine-question survey is easy to complete and will only take a minute to answer. Your participation will be deeply appreciated.

1. How long have you been using RIPTA bus service?
 - 1 , Less than one year
 - 2 , 1 to 3 years
 - 3 , 4 to 6 years
 - 4 , 7 or more years

2. Including today, how many days have you used a RIPTA bus in the last seven days?

(Circle only one) 1 day 2 days 3 days 4 days 5 days 6 days 7 days

3. What is the **usual** purpose for your bus trip? **(Check only one)**

1 , Travel to/from work	4 , Travel to/from friends/relatives
2 , Travel to/from school	5 , Travel to doctor or for other medical appointment
3 , Travel to/from shopping	6 , Other _____

(Please Specify)

4. Please indicate your Gender

1 , Male 2 , Female

5. Which category contains your age?

1 , Less than 18 years old	4 , 40 to 59
2 , 18 to 29	5 , 60 to 69
3 , 30 to 39	6 , 70 or older

We Want to Talk With You

We are looking for people to join a small discussion group on how bus service is viewed – what people notice about the service and how it affects their satisfaction. This discussion group will be held on a weekday, in the late afternoon or early evening. It should be enjoyable so we hope that you would want to join!

'f you are chosen to participate you will receive \$75 for your participation. Please Continue Below

6. Are you willing to participate?

1 , Yes → Please answer three more questions on the back of this sheet.

2 , No thanks → Thank you for your time. Please return this form to the interviewer

➔ So that we may schedule the group discussion at a convenient time and place please tell us - - -

7. In what town do you currently work?

1 , Town: _____

2 , Different towns on different days

8. In what town do you currently live?

Town: _____

9. Please provide your home phone number and first name so that we may contact you.

a) Your home phone number _____

b) Please **Print** your first name so that we can ask for you when we call

c) When is it good to phone you? (**Check all that apply**)

1 , Mornings

2 , Afternoons

3 , Evenings

<p style="text-align: center;">Thank you ! Please return this form to the interviewer.</p>
--

Focus Group Participation Confirmation Call



Hello, May I Please Speak to _____
 First Name From Box at Right

➔ **If not in - -**
 I am calling from the University of Rhode Island because he/she agreed to talk to us about RIPTA bus service. Could you tell me when would be a good time to call back and reach him/her?
 (Record ALL Mentioned)

Day(s) M T W Th F Sa Su
 Time(s) and AM or PM

➔ **If in:** Hello _____,
 First Name From Box at Right
 I'm calling from the University of Rhode Island's Research Center.

Recently you filled out a form on a RIPTA bus saying that you would be willing to attend a group discussion about RIPTA bus service.

I am calling to confirm your interest - - we want to plan the meeting in Providence at the URI building on Washington Street for the week starting on February 25th. That is 2 weeks from this week. We are planning to start the session at about 5:30 or 6:00. It will take 1 to 1 ½ hours and you will receive \$75 for your time.

1) I hope that you still are willing to participate.

- Yes --- **That's Great !** - - - Now, let me just ask ➔ CONTINUE WITH Q6 ON NEXT PAGE
- No --- Is that because it is inconvenient for you in some way?

↳ IF YES ask ALL Questions Q2 through Q5, If no, GO TO Q5

2) Is that is because Providence is not a good location for you?

- Yes --- Are there better locations for you? _____
 Record ALL Mentioned
- No _____

Information From Bus Survey Form				
Interviewer Number	_____			
Respondent Number	_____			
Respondent Phone No.	_____			
Respondent's First Name	_____			
Information For This Interview				
Month:	_____	Date:	_____	
Day:	M	T	W	R
Time	_____	AM	PM	
Interviewer	1	2	3	4 5

Continue

- 3) Is it because the time of day is bad?
- Yes -- What would be a better time for you? _____
 - No - - Continue with Q4
- 4) Is it because of transportation problems getting to the meeting or getting home after the meeting?
- Yes --- We may be able to help with that - -0 I'll check and get back to you, OK?
 - No - - Is there something we could do to make it more convenient so that you could attend?
- _____
- _____

5) We are trying figure out the best day and time for people to meet.
 May I ask if there are any weekdays that would be bad for you to attend ?

Circle all mentioned None M T W Th F

- 6) Would 5:30 or 6:00 work for you?
- Yes - - good
 - No – what time would be better? _____

- 7) Are there any transportation problems that you would have – getting to or from the meeting?
 (We may be able to help with that – I'll check and get back to you, OK?)
- _____
- _____
- _____

Thank You For Your Time And Help - - We will be back in touch with you shortly!

INTERVIEWER - - Staple This Form to the FRONT of the Bus Survey Form

Moderator's Outline

A. Introduction -

Name/title – am serving as moderator for tonight’s group session

B. Greetings – Thanks for coming tonight – really appreciated

One thing you all have in common is that you all are riders of RIPTA buses and that explains the purpose of our session tonight

C. Introduction to Study

- 1) This group discussion tonight is part of a state-wide study to explore how RIPTA customers evaluated the service they receive. We are especially interested in how RIPTA riders **judge** the quality of service. We are interested in such issues as:

- What aspects or features of service are important to you?
- What are the most troublesome aspects of riding RIPTA buses?
- What specific things could RIPTA do to improve service so that it increases your satisfaction?

These are the kinds of questions we want to ask. We also want to know how you define the idea of “quality of service” and get your reactions to various ideas about what RIPTA should do to monitor their quality of service.

- 2) Let's start by having each of you introduce yourself.

- Your first name
- Number of people in your household
- Number of cars in your household
- How long you have been using RIPTA
- Typical frequency of RIPTA usage – days per week, times per day
- Main purposes of trips
- Primary reasons for using RIPTA over other modes of transportation.

- 3) OK, now let me be clear about the way I would like to proceed – I don’t want this to be a question and answer session between me and one of you and then I move on to the next person in the group and ask the same questions.

I really want this to be a **group** discussion where **all of you** fully and freely participate. **Please, please** voice your ideas, thoughts and opinions. Your input is VERY important to this study – every one of you.

Try not to interrupt others while they are talking – we want to hear all ideas

D. Discussion of Basic Bus-Transit Requirements

1. What, in your mind, are the basic requirements for a transit service – the more or less essential things that it should have? (Probe)
2. How would you define the aspects or characteristics (dimensions) of bus service quality?

For example, if I were to define the characteristics of cable TV service quality, I probably would mention factors such as clear picture, variety of channels, uninterrupted service, etc.

What characteristics come to your mind regarding bus service quality?

Later Probes

- Safety ?
- Comfort ?
- Ease of using the system ?
- Convenience ?
- Performance/reliability ?
- Facilities ?
- Value ?

E. Description of Ideal Transit Service

1. How would you describe your “ideal” transit service?

I mean, what characteristics do you think your ideal transit service would have? (Probe)

2. What would you change about RIPTA’s service to make it closer to the “ideal”? (Probe)
3. How do you describe a “low quality” transit service?

I mean, what aspects would lead you to think that it was of low quality? (Probe)

F. Review of Specific Transportation Attributes

► **1. Safety**

1. What does "safety" mean to you when using the bus?

That is, what aspects or characteristics of bus-transit systems make you feel safe or unsafe?
(Probe)

2. Here are some features related to "safety" that have been mentioned by others.

How important is each in your decision to use bus transit?

- Safety at bus stops
- Safety from crime while riding
- Safety related to the behavior of other persons
- Safety related to operation of the bus

3. Are there any other aspects of "safety" that we failed to mention? (Probe)

► 2. Comfort

1. How do you define "comfort" when riding a bus?

That is, what aspects or characteristics of the bus ride lead to your comfort or lack of comfort?
(Probe)

2. Here are some features related to "comfort" mentioned by others.

How important is each in your decision to use bus transit?

- Availability of seating at the bus stop
- Availability of seats on the bus
- Comfort of the seats
- Degree of crowding on the bus
- Availability of handrails/grab bars
- Smoothness of the bus ride
- Comfortable temperatures on the bus

3. Are there any other aspects of "comfort" that we failed to discuss? (Probe)

► 3. Ease of Using The Service

1. How would you define an "easy" bus-transit system to use?

That is, what features or characteristics would the system possess that would make it an easy or difficult system to use? (Probe)

2. Here are some features related to "ease of using a service" mentioned by others.

How important or unimportant is each in your decision to use bus transit?

- Knowing when buses arrive and depart
- Availability of printed schedules
- Availability of information at a station
- Ease of getting information by telephone
- Ease of purchasing tickets/passes/tokens

- Courteous/helpful ticket agents
- Visibility of bus names/route numbers from the outside
- Ease of getting on/off bus
- Ease of paying fare
- Ease of making connections/transfers
- Knowledgeable and courteous drivers
- Availability of information about delays from drivers

3. Are there any other aspects of "ease of use" that we failed to discuss? (Probe)

► **4. Convenience**

1. What does "convenience" mean to you when riding bus transit?

That is, what features or characteristics would the system possess that would make it a convenient or inconvenient system to use? (Probe)

2. Here are some features related to "convenience" mentioned by others.

How important is each in your decision to use bus transit?

- Availability of bus stops close to home
- Availability of bus stops close to work
- Availability of bus stops close to shopping
- Availability of parking at bus stops

3. Are there any other aspects of "convenience" that we failed to discuss? (Probe)

► **5. Performance/reliability**

1. What does "performance and reliability" mean to you when riding bus transit? (Probe)

2. Here are some features related to "performance and reliability" mentioned by others.

How important is each in your decision to use bus transit?

- Frequency of service
- Length of bus travel time
- On-time performance of bus
- Wait time when transferring

3. Are there other aspects of "performance and reliability" we failed to discuss? (Probe)

► **6. Condition of Vehicles and Facilities**

1. How do you define vehicles and facilities that are in good condition?

That is, what do you look for to notice whether the vehicles and facilities are in good condition?
(Probe)

2. Here are some features related to the condition of vehicles and facilities mentioned by others.

How important or unimportant is each in your decision to use bus transit?

- Cleanliness of the bus interior
- Buses free of graffiti
- Bus stations/shelters free of graffiti
- Cleanliness of bus stops
- Buses in good repair

3. Are there any other aspects of the condition of vehicles and facilities that we failed to discuss?
(Probe)

► 7. Value

1. How would you define "value" with respect to riding a bus? (Probe)

2. Here are some features related to "value" mentioned by others.

How important is each in your decision to use bus transit?

- Cost of a one-way ride
- Cost of a transfer
- Availability of discounted fares, e.g., senior citizens, students
- Availability of volume discounts, e.g., monthly passes
- Cost of parking at bus stops
- Quality of facilities/equipment/service

3. Are there any other aspects of "value" that we failed to discuss? (Probe)

G. Defining Service Quality

1. How should a transit agency measure/monitor its own quality? (Probe)
2. What information should a transit agency collect and use to monitor its quality?

3. Reactions to RIPTA collecting the following quality measures. (Probe)

- Percent of trips on-time
- Headway consistency
- Breakdowns
- Communication measures
- Number of accidents
- Vehicle availability

H. Closing

1. What does quality of bus-transit service mean to you as a rider?

* * * * *

 **Now**, I'm going to read you a list of bus-service characteristics. For each I will ask whether you have had a problem with that characteristic within the past month – and, if you did, how much of a problem it was to you.

OK, lets start  (BEGIN AT CHECKED QUESTION)

F- 1 Have you experienced any problems with *RIPTA buses breaking down* during the last month?

- 1 No -- (Skip to F-2)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 2 Have you experienced any problems with the condition of RIPTA's bus interiors during the last month?

- 1 No -- (Skip to F-3)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 3 Have you experienced any problems with the cleanliness of RIPTA bus interiors during the last month?

- 1 No -- (Skip to F-4)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 4 Have you experienced any problems with the cleanliness of RIPTA bus exteriors during the last month?

- 1 No -- (Skip to F-5)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 5 Have you experienced any problems with the comfort of RIPTA bus seats during the last month?

- 1 No -- (Skip to F-6)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 6 Have you experienced any problems with the *temperature on RIPTA buses* during the last month?

- 1 No -- (Skip to F-7)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 7 Have you experienced any problems with *noise level on RIPTA buses* during the last month?

- 1 No -- (Skip to F-8)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 8 Have you experienced any problems with *level of crowding on RIPTA buses* during the last month?

- 1 No -- (Skip to F-9)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 9 Have you experienced any problems with the *safety of RIPTA bus operations* during the last month?

- 1 No -- (Skip to F-10)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 10 Have you experienced any problems with the *how soon RIPTA buses start moving after you get on* during the last month?

- 1 No -- (Skip to F-11)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 11 Have you had any problems *boarding* (getting on to) *RIPTA buses* during the last month?

- 1 No -- (Skip to F-12)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 12 Have you experienced any problems with *crime on RIPTA buses* during the last month?

1 No -- (Skip to F-13)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 13 Have you been bothered by the *behavior of other bus passengers* during the last month?

1 No -- (Skip to F-14)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 14 Have you experienced any problems with the *smoothness of RIPTA bus rides* during the last month?

1 No -- (Skip to F-15)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 15 Have you experienced any problems with the *courteousness of RIPTA bus drivers* during the last month?

1 No -- (Skip to F-16)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 16 Have you experienced any problems with *RIPTA bus drivers not knowing their bus routes or stops* during the last month?

1 No -- (Skip to F-17)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 17 Have you experienced any problems with *bus stops not being announced clearly and in a timely manner* during the last month?

1 No -- (Skip to F-18)

2 Yes --> Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 18 Have you experienced any problems with the *frequency of bus service* during the last month?

- 1 No -- (Skip to F-19)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 19 Have you experienced any problems with *making RIPTA bus connections* during the last month?

- 1 No -- (Skip to F-20)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 20 Have you experienced any problems with the *waiting time for bus transfers* during the last month?

- 1 No -- (Skip to F-21)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 21 Have you experienced any problems with the *amount of bus service available during the evening and night* over the last month?

- | | | |
|------------------------|-----------------|--------------------------|
| 1 No -- (Skip to F-22) | 2 Yes – evening | } (PROBE TO DISTINGUISH) |
| | 3 Yes – night | |
| | 4 Yes – both | |

- Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
- 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 22 Have you experienced any problems with the *amount of bus service available during weekends* over the last month?

- 1 No -- (Skip to F-23)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 23 Have you experienced any problems regarding the *announcements and explanations of any expected bus delays* during the last month?

- 1 No -- (Skip to F-24)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 24 Have you experienced any problems with *bus signs or other bus information not being available in languages other than English* during the last month?

- 1 No -- (Skip to F-25)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 25 Have you experienced any problems with *RIPTA bus stops not being close enough to your home or destinations* during the last month?

- | | | |
|------------------------|--|--------------------------|
| 1 No -- (Skip to F-26) | 2 Yes – not close enough to Home | } (PROBE TO DISTINGUISH) |
| | 3 Yes – not close enough to Destinations | |
| | 4 Yes – Both | |

- Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
- 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 26 Have you experienced any problems with the *physical condition or cleanliness of RIPTA bus stations and stops* during the last month?

- 1 No -- (Skip to F-27)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 27 Have you experienced any problems with *safety from crime at RIPTA bus stations and stops* during the last month?

- 1 No -- (Skip to F-28)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 28 Have you experienced any problems with the *adequacy of lighting at bus stops* during the last month?

- 1 No -- (Skip to F-29)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 29 Have you experienced any problems with *bus stops being free from snow and ice* during the last year?

- 1 No -- (Skip to F-30)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 30 Have you experienced any problems with the *availability of bus schedules & maps at bus stations and stops* during the last month?

- 1 No -- (Skip to F-31)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 31 Have you experienced any problems with the *availability of RIPTA bus shelters* during the last month?

- 1 No -- (Skip to F-32)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 32 Have you experienced any problems with the *availability of seats at bus stops* during the last month?

- 1 No -- (Skip to F-33)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 33 Have you experienced any problems with the *availability of current and accurate bus information* during the last month?

- 1 No -- (Skip to F-34)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F- 34 Have you experienced any problems with the *availability of RIPTA information by phone, mail or on the web* during the last month? (**PROBE to Distinguish * * * and Check ALL That Apply * * ***)

- 1 No - - (Skip to F-35) 2 Yes – Phone 2 Yes – Mail 2 Yes – Web

→ Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
2 Moderate problem 5 (Refused)
3 Minor problem

F- 35 Have you experienced any problems *in locating RIPTA phone numbers for customer service or complaints* During the last month?

- 1 No - - (Skip to F-36) 2 Yes – Customer Service Line
3 Yes – Complaint Line } (PROBE TO DISTINGUISH)
4 Yes – Both

→ Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
2 Moderate problem 5 (Refused)
3 Minor problem

F- 36 Have you experienced any problems in *calling RIPTA office personnel* during the last month?

- 1 No - - (Skip to F-37)
2 Yes - -> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
2 Moderate problem 5 (Refused)
3 Minor problem

F- 37 Have you experienced any problems with the *ease of paying RIPTA fares* during the last month?

- 1 No - - (Skip to F-38)
2 Yes - -> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
2 Moderate problem 5 (Refused)
3 Minor problem

F-38 Have you experienced any problems with the *fairness or consistency of RIPTA’s fare structure* during the last month?

- 1 No - - (Skip to F-39) 2 Yes – Fairness
3 Yes – Consistency } (PROBE TO DISTINGUISH)
4 Yes – Both

→ Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
2 Moderate problem 5 (Refused)
3 Minor problem

F-39 Have you experienced any problems with the *affordability of RIPTA's bus fares* during the last month?

- 1 No -- (Skip to F-40)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)

F-40 Have you experienced any problems with the *value of RIPTA's bus fares* (The service you receive for the money that you pay) during the last month?

- 1 No -- (Skip to next question)
- 2 Yes --> Was that a major problem, a moderate one, or a minor one for you?
(If more than one is mentioned, record the highest problem level)
 - 1 Major problem
 - 2 Moderate problem
 - 3 Minor problem
 - 4 (Not sure)
 - 5 (Refused)



Complete All 40 F - Type Questions ?

No -- Go to top of page 2

Yes -- Continue Below



OK, THAT'S GREAT !

O-1 -- Now, one more question about your *OVERALL experience* with RIPTA -- on a scale ranging from 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very *Satisfied*, how would you describe your overall, level of satisfaction with RIPTA's bus service?

Very *Dissatisfied* 01 02 03 04 05 06 07 08 09 10 Very *Satisfied*
11 (Not Sure) 12 (Refused)

► ► **Now the last couple of questions for categorization purposes**

B-1 Do you have a *current* driver's license ?

- 1 Yes ▼
- 2 No --> (Skip to B-3)

B-2 Do you currently have the use of a car for your transportation needs ?

- 1 Yes, all the time
- 2 Yes, some of the time
- 3 No

B-3 Which of the following categories includes your age? (**READ CATEGORIES**)

- | | | |
|--------------------------|-----------|---------------|
| 1 Less than 18 years old | 5 40 – 49 | 8 70 or older |
| 2 18 – 19 years old | 6 50 – 59 | 9 (Refused) |
| 3 20 – 29 years old | 7 60 – 69 | |
| 4 30 – 39 | | |

B-4 Which of the following *best* describes your current employment status? (**READ CATEGORIES**)

- | | | |
|----------------------|-----------------------------|-------------|
| 1 Employed full-time | 4 Not employed outside home | 7 Retired |
| 2 Employed part-time | 5 A student | 8 (Refused) |
| 3 Unemployed | 6 A homemaker | |

B- 5 Gender (*Record from voice – Ask only if necessary*)

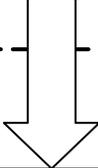
- 1 Male 3 (Refused)
- 2 Female

 **AND FINALLY**

N - 1

*We are doing a second survey in a little while and are hoping that we can call you again -----
In fact, to show our appreciation for your help we will be raffling off a number of free RIPTA
monthly passes to those who complete that survey.*

- ★ **Can we call you for our next survey so you will be eligible for a free RIPTA monthly pass?**
 - 1 Yes -- **Great, we will call you again !**
 - 2 No
 - 3 Not sure – Encourage participation – “entire month free bus usage if you win”



*Well then, we are done with the Survey !
Thanks So Much for your time and help!*

Appendix E
Service Attribute Salience Identification Survey Results (n=172) - Attributes Ranked by Impact Score

1	2	3	4	5	6	7
Survey Attribute Number	Service Attribute	Mean Overall Satisfaction - Without Problem	Mean Overall Satisfaction - With Problem	Gap Value	Proportion Who Had Problem	Impact Score
31	Availability of bus shelters	8.19	6.91	1.28	0.256	0.328
20	Waiting time for bus transfers	8.15	6.93	1.22	0.233	0.284
18	Frequency of bus service	8.15	7.11	1.04	0.273	0.284
8	Level of crowding on buses	8.12	7.44	0.68	0.390	0.265
15	Courteousness of bus drivers	8.12	6.75	1.37	0.186	0.255
13	Behavior of bus passengers	8.10	7.25	0.85	0.279	0.237
1	Bus breakdowns	8.08	6.38	1.70	0.123	0.209
32	Availability of seats at bus stops	8.07	7.15	0.92	0.227	0.209
21-Both	Amount of service available - evening/night	8.24	6.96	1.28	0.157	0.201
23	Announcement/explanations of bus delays	8.05	6.72	1.33	0.145	0.193
6	Temperature on buses	8.05	7.30	0.75	0.250	0.188
34	Availability of bus info. via phone/mail/web	7.97	5.78	2.19	0.076	0.166
19	Making bus connections	8.03	6.35	1.68	0.099	0.166
16	Bus drivers not knowing routes or stops	8.03	6.25	1.78	0.093	0.166
3	Cleanliness of bus interiors	8.02	7.14	0.88	0.175	0.154
22	Amount of service available during weekends	8.01	7.54	0.47	0.314	0.148
33	Availability of current and accurate bus information	8.01	6.33	1.68	0.087	0.146
17	Stops not announced in clear and timely manner	7.99	6.90	1.09	0.122	0.133
29	Stops being free from snow & ice	7.99	7.36	0.63	0.209	0.132
27	Safety from crime at stations/stops	7.99	6.71	1.28	0.099	0.127
28	Adequacy of lighting at stops	7.99	6.71	1.28	0.099	0.127
21-N	Amount of service available during night	8.24	7.21	1.03	0.110	0.113
35	Locating phone nos. for cust. service or complaints	7.97	5.63	2.34	0.047	0.110
7	Noise level of buses	7.96	7.44	0.52	0.198	0.103
9	Safety of bus operations	7.95	6.55	1.40	0.064	0.090
26	Physical condition/cleanliness of stations/stops	7.95	7.24	0.71	0.122	0.087
25-D	Bus stops not being close enough to destinations	8.03	5.20	2.83	0.029	0.082
14	Smoothness of bus rides	7.94	7.12	0.82	0.099	0.081
10	How soon buses start moving after boarding	7.94	6.83	1.11	0.070	0.078
39	Affordability of bus fares	7.93	5.40	2.53	0.029	0.073
11	Boarding the buses	7.93	6.92	1.01	0.070	0.071
4	Cleanliness of bus exteriors	7.94	6.29	1.65	0.041	0.068
12	Crime on the buses	7.93	6.80	1.13	0.058	0.066
21-E	Amount of service available during evening	8.24	7.59	0.65	0.099	0.064
25-Both	Bus stops not being close enough to both	8.03	5.00	3.03	0.017	0.052
38F	Fairness of fare structure	7.96	7.00	0.96	0.053	0.051
2	Condition of bus interiors	7.92	7.31	0.61	0.082	0.050
37	Ease of paying RIPTA fares	7.91	6.20	1.71	0.029	0.050
5	Comfort of bus seats	7.91	7.41	0.5	0.099	0.050
36	Calling RIPTA office personnel	7.91	7.00	0.91	0.052	0.047
38-Both	Fairness and consistency of fare structure both	7.96	6.00	1.96	0.023	0.045
40	Value of bus fares	7.90	7.00	0.90	0.047	0.042
30	Availability of schedules/maps at stations/stops	7.90	7.64	0.26	0.145	0.038
25-H	Bus stops not being close enough to home	8.03	6.80	1.23	0.029	0.036
38C	Consistency of fare structure	7.96	7.50	0.46	0.012	0.006
24	Bus signs & info. not available in other languages	7.85	8.00	-0.15	0.035	-0.005

Appendix F
Cardinal Survey Instrument

INTERVIEWER - - Complete this box first

Circle Your Interviewer No.	1	2	3	4	5	6	7	8	9	10	_____
Respondent Number	_____		Date:	____/____/____							
				mm	dd	yy					
Phone No:	_____										

▶ **Hello**, my name is _____. I'm calling about a RIPTA bus survey that _____ agreed to take part in.
May I speak to him/her? I'm calling from the University of Rhode Island.
_____ Not Home? - - - Get Callback time

Hello _____. A short time ago you said you would take part in a phone survey about RIPTA bus service.
I hope that this is a good time to do it - - it doesn't take long at all. **Also, all those who finish this survey are eligible to win a lottery where we are awarding a number of free RIPTA monthly passes !** - a \$40 value).

<p>▶ Agrees – Begin with A-1</p> <p>▶ <input type="checkbox"/> Not Now – <u>Set appointment time</u></p> <p>▶ Refuses – Appeal again, then terminate</p>	<p>Day _____</p> <p>I T W Thur F Sa Su Date: _____</p> <p>Time of Day: _____ AM PM</p>
---	---

A-1 First, may I ask – out of the last seven days, how many **days** did you ride a RIPTA bus? _____ Days

A-2 And, over the past seven days, how many **times** did you ride a RIPTA bus? – **please** count a round-trip as two rides.
_____ Times

A-3 How many years ago did you start using RIPTA bus service? (Record whole years only in large box)

	Years	97 , (Less than one year)
		98 , (Not sure)
		99 , (Refused)

A-4 Now, which of the following is the most usual reason for your RIPTA bus trips? (**READ CATEGORIES**)
(Allow Only **ONE** Choice)

- | | |
|--------------------------------------|--|
| 1 , Going to & from work | 5 , Going to & from personal <u>business</u> |
| 2 , Going to & from school | 6 , Going to & from visits to relatives or friends |
| 3 , Going to & from shopping | 7 , Going to & from other leisure activity |
| 4 , Going to & from medical services | 8 , Going to & from some church activity |
| | 9 , Other _____ |
- (Specify)

A-5 Which of the following best describes **why** you ride RIPTA buses?
(**READ CATEGORIES** - - Allow Only **ONE** Choice)

- | | |
|---|---|
| 1 , I don't have the use of a car | 5 , Riding the bus is less stressful than driving |
| 2 , I don't have a drivers' license | 6 , I can use the time on the bus to do things |
| 3 , Parking at my destination is too expensive | 7 , Concern for the environment |
| 4 , Riding the bus is less expensive than driving | 8 , Other (Specify) _____ |

A-6 And which bus route do you take most often?

(Record in first box -- If more than one is mentioned, record up to three in the order shown below)

Most Often Used

Next most often used

Third most often used



GOOD ! Now,



I'm going to read you a list of bus-service characteristics. For each characteristic I will ask whether you have had a problem with that characteristic within the past month – and, if you did, how much of a problem it was to you.



(BEGIN AT THE CHECKED QUESTION)

F- 1a.

Have you experienced any problems with **the availability of RIPTA bus shelters** during the last month?

1, No -- (Skip to **F- 1d**)

2, Yes - -> **F- 1aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

1 Major problem 4 (Not sure)

2 Moderate problem 5 (Refused)

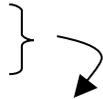
3 Minor problem

F- 1b. Would you say that **the availability of RIPTA bus shelters** has improved, stayed the same or declined during the past month?

1, Stayed the same --> (Skip to **F-1d**)

2, Improved

3, Declined



F-1c. Would you say that this change has been a Small, Moderate, Large or Very large change?

1, Small 5, (Not sure)

2, Moderate 6, (Refused)

3, Large

4, Very Large

F- 1d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present availability of RIPTA bus shelters?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

--- CONTINUE ---

F- 2a.

Have you experienced any problems with ***the waiting time for bus transfers*** during the last month?

- 1, No -- (Skip to **F- 2d**)
 2, Yes --> **F- 2aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 2b. Would you say that ***the waiting time for bus transfers*** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 2d**)
 2, Improved }
 3, Declined } 

F- 2c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 4, Very Large
 2, Moderate 5, (Not sure)
 3, Large 6, (Refused)

F- 2d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with RIPTA's present amount of waiting time for bus transfers?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 3a.

Have you experienced any problems with ***the frequency of RIPTA's bus service*** during the last month? (Weekday only -- not evening/night or weekend)

- 1, No -- (Skip to **F- 3d**)
 2, Yes --> **F- 3aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 3b. Would you say that ***the frequency of RIPTA's bus service*** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F-3d**)
 2, Improved }
 3, Declined } 

F-3c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 4, Very Large
 2, Moderate 5, (Not sure)
 3, Large 6, (Refused)

F- 3d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present frequency of RIPTA bus service?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 4a.

Have you experienced any problems with **the level of crowding on RIPTA buses** during the last month?

- 1, No -- (Skip to **F- 4d**)
- 2, Yes - -> **F- 4aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
- 2 Moderate problem 5 (Refused)
- 3 Minor problem

F- 4b. Would you say that **the level of crowding on RIPTA buses** has improved, stayed the same or declined during the past month?

- 1, Stayed the same - -> (Skip to **F- 4d**)
- 2, Improved } 
- 3, Declined }

F- 4c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
- 2, Moderate 6, (Refused)
- 3, Large
- 4, Very Large

F- 4d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present level of crowding on RIPTA buses?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 5a.

Have you experienced any problems with **the courteousness of RIPTA bus drivers** during the last month?

- 1, No -- (Skip to **F- 5d**)
- 2, Yes - -> **F- 5aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
- 2 Moderate problem 5 (Refused)
- 3 Minor problem

F- 5b. Would you say that **the courteousness of RIPTA bus drivers** has improved, stayed the same or declined during the past month?

- 1, Stayed the same - -> (Skip to **F- 5d**)
- 2, Improved } 
- 3, Declined }

F- 5c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
- 2, Moderate 6, (Refused)
- 3, Large
- 4, Very Large

F- 5d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present courtesy level of RIPTA bus drivers?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 6a.

Have you experienced any problems with **the behavior of RIPTA bus passengers** during the last month?

- 1, No -- (Skip to **F- 6d**)
- 2, Yes --> **F- 6aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem
- 2 Moderate problem
- 3 Minor problem
- 4 (Not sure)
- 5 (Refused)

F- 6b. Would you say that **the behavior of RIPTA bus passengers** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 6d**)

- 2, Improved
 - 3, Declined
-

F- 6c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small
- 2, Moderate
- 3, Large
- 4, Very Large
- 5, (Not sure)
- 6, (Refused)

F- 6d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with RIPTA's present behavior of RIPTA bus passengers?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 7a.

Have you experienced any problems with **RIPTA bus breakdowns** during the last month?

- 1, No -- (Skip to **F- 7d**)
- 2, Yes --> **F- 7aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem
- 2 Moderate problem
- 3 Minor problem
- 4 (Not sure)
- 5 (Refused)

F- 7b. Would you say that **the frequency of RIPTA bus breakdowns** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 7d**)

- 2, Improved
 - 3, Declined
-

F- 7c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small
- 2, Moderate
- 3, Large
- 4, Very Large
- 5, (Not sure)
- 6, (Refused)

F- 7d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present frequency of RIPTA bus breakdowns?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 8a.

Have you experienced any problems with ***the availability of seats at RIPTA bus stops*** during the last month?

- 1, No -- (Skip to **F- 8d**)
 2, Yes --> **F- 8aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 8b. Would you say that ***the availability of seats at RIPTA bus stops*** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 8d**)

- 2, Improved }
 3, Declined } 

F- 8c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
 2, Moderate 6, (Refused)
 3, Large
 4, Very Large

F- 8d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present availability of seats at RIPTA bus stops?

Very *Dissatisfied* 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very *Satisfied* 11, (DK) 12, (Refused)

F- 9a.

Have you experienced any problems with ***the amount of RIPTA bus service during evenings and nights*** during the last month?

- 1, No -- (Skip to **F- 9d**)
 2, Yes --> **F- 9aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 9b. Would you say that ***the amount of RIPTA bus service during evenings and nights*** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 9d**)

- 2, Improved }
 3, Declined } 

F- 9c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 4, Very Large
 2, Moderate 5, (Not sure)
 3, Large 6, (Refused)

F- 9d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present amount of RIPTA bus service during evenings and nights?

Very *Dissatisfied* 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very *Satisfied* 11, (DK) 12, (Refused)

F- 10a.

Have you experienced any problems with **RIPTA announcing and explaining bus delays** during the last month?

- 1, No -- (Skip to **F- 10d**)
- 2, Yes -> **F- 10aa**. Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem
- 2 Moderate problem
- 3 Minor problem
- 4 (Not sure)
- 5 (Refused)

F- 10b. Would you say that **RIPTA's announcements and explanations for bus delays** have improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 10d**)
 - 2, Improved
 - 3, Declined
- 

F- 10c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small
- 2, Moderate
- 3, Large
- 4, Very Large
- 5, (Not sure)
- 6, (Refused)

F- 10d. And, on a scale of 1 to 10, where 1 is Very *Dis*satisfied and 10 is Very Satisfied, how satisfied would you say you are with the present way RIPTA **announces and explains bus delays**?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 11a.

Have you experienced any problems with the **currency and accuracy of RIPTA bus information** during the last month?

- 1, No -- (Skip to **F- 11d**)
- 2, Yes -> **F- 11aa**. Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem
- 2 Moderate problem
- 3 Minor problem
- 4 (Not sure)
- 5 (Refused)

F- 11b. Would you say that the **currency and accuracy of RIPTA bus information** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 11d**)
 - 2, Improved
 - 3, Declined
- 

F- 11c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small
- 2, Moderate
- 3, Large
- 4, Very Large
- 5, (Not sure)
- 6, (Refused)

F- 11d. And, on a scale of 1 to 10, where 1 is Very *Dis*satisfied and 10 is Very Satisfied, how satisfied would you say you are with the present **currency and accuracy level of RIPTA bus information**?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 12a.

Have you experienced any problems with **the availability of RIPTA bus information from the phone, mail or on the web** during the last month?

1, No -- (Skip to **F- 12d**)

Yes --> (**PROBE to Distinguish * * * and Check ALL That Apply * * ***)

2, Yes – Phone 3, Yes – Mail 4, Yes – Web

F- 12aa. Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 12b. Would you say that **the availability of RIPTA bus information from the (phone, mail or on the web)** has improved, stayed the same or declined during the past month?

1, Stayed the same --> (Skip to **F- 12d**)

- | | |
|-------------|-----|
| 2, Improved | } → |
| 3, Declined | |

F- 12c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- | | |
|-------------|---------------|
| 1, Small | 4, Very Large |
| 2, Moderate | 5, (Not sure) |
| 3, Large | 6, (Refused) |

F- 12d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with RIPTA's present availability of RIPTA bus information from the (phone, mail or the web) ?

Very *Dissatisfied* 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very *Satisfied* 11, (DK) 12, (Refused)

F- 13a.

Have you experienced any problems in **making RIPTA bus connections** during the last month?

1, No -- (Skip to **F- 13d**)

2, Yes --> **F- 13aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- | | |
|--|------------------------------------|
| 1 <input type="radio"/> Major problem | 4 <input type="radio"/> (Not sure) |
| 2 <input type="radio"/> Moderate problem | 5 <input type="radio"/> (Refused) |
| 3 <input type="radio"/> Minor problem | |

F- 13b. Would you say that **the ease of making RIPTA bus connections** has improved, stayed the same or declined during the past month?

1, Stayed the same --> (Skip to **F- 13d**)

- | | |
|-------------|-----|
| 2, Improved | } → |
| 3, Declined | |

F- 13c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- | | |
|-------------|---------------|
| 1, Small | 4, Very Large |
| 2, Moderate | 5, (Not sure) |
| 3, Large | 6, (Refused) |

F- 13d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present ease of making RIPTA bus connections?

Very *Dissatisfied* 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very *Satisfied* 11, (DK) 12, (Refused)

F- 14a.

Have you experienced any problems with **RIPTA bus drivers not knowing their routes or stops** during the last month?

- 1, No -- (Skip to **F- 14d**)
 2, Yes --> **F- 14aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 14b. Would you say that **the problems with RIPTA bus drivers not knowing their routes or stops** have improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 14d**)
 2, Improved }
 3, Declined } 

F- 14c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
 2, Moderate 6, (Refused)
 3, Large
 4, Very Large

F- 13d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are **with RIPTA bus drivers' present level of knowledge of their routes or stops**?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 15a.

Have you experienced any problems with **the cleanliness of RIPTA bus interiors** during the last month?

- 1, No -- (Skip to **F- 15d**)
 2, Yes --> **F- 15aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 15b. Would you say that **the cleanliness level of RIPTA bus interiors** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 15d**)
 2, Improved }
 3, Declined } 

F- 15c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
 2, Moderate 6, (Refused)
 3, Large
 4, Very Large

F- 15d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present cleanliness level of RIPTA bus interiors?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 16a.

Have you experienced any problems with the amount of RIPTA bus service on weekends during the last month?

- 1, No -- (Skip to **F- 16d**)
 2, Yes --> **F- 16aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 16b. Would you say that the amount of RIPTA bus service on weekends has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 16d**)
 2, Improved }
 3, Declined } 

F- 16c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 5, (Not sure)
 2, Moderate 6, (Refused)
 3, Large
 4, Very Large

F- 16d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present amount of RIPTA bus service on weekends?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 17a.

Have you experienced any problems with the temperature on RIPTA buses during the last month?

- 1, No -- (Skip to **F- 17d**)
 2, Yes --> **F- 17aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
 2 Moderate problem 5 (Refused)
 3 Minor problem

F- 17b. Would you say that the temperature level on RIPTA buses has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 17d**)
 2, Improved }
 3, Declined } 

F- 17c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 4, Very Large
 2, Moderate 5, (Not sure)
 3, Large 6, (Refused)

F- 17d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present temperature level on RIPTA buses?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

F- 18a.

Have you experienced any problems with **safety from crime at RIPTA stations and stops** during the last month?

- 1, No -- (Skip to **F- 18d**)
- 2, Yes --> **F- 18aa.** Was that a major problem, a moderate one, or a minor one for you?

(If more than one is mentioned, record the highest problem level)

- 1 Major problem 4 (Not sure)
- 2 Moderate problem 5 (Refused)
- 3 Minor problem

F- 18b. Would you say that the **safety from crime at RIPTA stations and stops** has improved, stayed the same or declined during the past month?

- 1, Stayed the same --> (Skip to **F- 18d**)
- 2, Improved } 
- 3, Declined }

F- 18c. Would you say that this change has been a Small, Moderate, Large or Very large change?

- 1, Small 4, Very Large
- 2, Moderate 5, (Not sure)
- 3, Large 6, (Refused)

F- 18d. And, on a scale of 1 to 10, where 1 is Very *Dissatisfied* and 10 is Very Satisfied, how satisfied would you say you are with the present crime safety level at RIPTA stations and stops?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)



Interviewer - Did you start the F - Type questions with question F - 1?

___ No - - - - Go to F -1 at the top of page 2

___ Yes - - - - Continue Below

*** OK, THAT'S GREAT !**

O- 1 - - Now, on a scale ranging from 1 to 10, where 1 is Very Unlikely and 10 is Very Likely, how likely are you are to continue using RIPTA bus service in the near future?

Very Unlikely 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Likely 11, (DK) 12, (Refused)

O- 2 - - And, on a scale ranging from 1 to 10, where 1 is Very Unlikely and 10 is Very Likely, how likely would you be to favorably recommend RIPTA to a friend who asked you about it?

Very Unlikely 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Likely 11, (DK) 12, (Refused)

O- 3 - - And, a question about your **OVERALL experience** with RIPTA - - on a scale ranging from 1 to 10, where 1 is Very Dissatisfied and 10 is Very Satisfied, how would you describe your overall, level of satisfaction with RIPTA's bus service?

Very Dissatisfied 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Very Satisfied 11, (DK) 12, (Refused)

► ► **Now the last couple of questions are for categorization purposes only**

B-1 Do you have a current driver's license ?



- 1, Yes 2, No - -> (Skip to B-3)

B-2 Do you currently have the use of a car for your transportation needs?

- 1, Yes, all the time
2, Yes, some of the time
3, No

B- 3 Which of the following categories includes your age? **(READ CATEGORIES)**

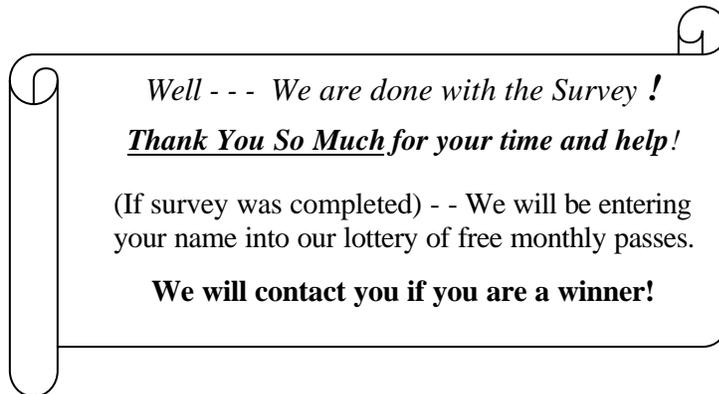
- | | | |
|---------------------------|------------|----------------|
| 1, Less than 18 years old | 4, 30 – 39 | 7, 60 – 69 |
| 2, 18 – 19 years old | 5, 40 – 49 | 8, 70 or older |
| 3, 20 – 29 years old | 6, 50 – 59 | 9, (Refused) |

B- 4 Which of the following **best** describes your current employment status? **(READ CATEGORIES)**

- | | | |
|-----------------------|------------------------------|--------------|
| 1, Employed full-time | 4, Not employed outside home | 7, Retired |
| 2, Employed part-time | 5, A student | 8, (Refused) |
| 3, Unemployed | 6, A homemaker | |

B- 5 Sex **(Record from voice – Ask only if necessary)**

- 1, Male
2, Female
3, (Refused)



Appendix G
Responses to Question on Most Frequently Used Buses

Most Frequently Used Bus

Route	Count	Percent	Valid Percent	Cumulative Percent
1	9	2.3	2.3	2.3
3	21	5.4	5.5	7.9
9	4	1.1	1.1	9.0
11	24	6.2	6.3	15.3
13	7	1.7	1.7	17.0
14	3	.7	.7	17.7
17	5	1.2	1.2	18.9
18	3	.7	.7	19.6
19	3	.9	.9	20.5
20	15	3.8	3.8	24.4
22	8	2.1	2.2	26.5
26	8	1.9	2.0	28.5
27	11	2.9	2.9	31.4
28	17	4.3	4.4	35.8
29	1	.2	.2	36.0
30	9	2.3	2.3	38.3
31	15	3.9	4.0	42.3
32	5	1.2	1.2	43.6
33	19	4.9	5.0	48.6
34	6	1.4	1.4	50.0
35	9	2.3	2.4	52.4
42	15	3.8	3.8	56.2
49	1	.2	.2	56.4
50	8	2.2	2.2	58.6
52	2	.6	.6	59.2
53	2	.6	.6	59.8
54	23	6.0	6.1	66.0
55	2	.6	.6	66.5
56	16	4.1	4.1	70.7
57	22	5.5	5.6	76.3
60	18	4.5	4.6	80.9
63	3	.8	.8	81.8
64	3	.7	.7	82.5
66	8	2.0	2.0	84.5
67	4	.9	.9	85.4
71	2	.5	.5	85.9
75	1	.2	.2	86.1
77	1	.3	.3	86.4
78	1	.3	.3	86.7
79	3	.8	.9	87.5
90	1	.3	.3	87.8
92	2	.4	.4	88.3
99	45	11.5	11.7	100.0
Total	382	98.0	100.0	
Missing	8	2.0		
Total	390	100.0		

Second Most Frequently Used Bus

Route	Count	Percent	Valid Percent	Cumulative Percent
1	14	3.5	6.8	6.8
3	5	1.3	2.5	9.3
8	1	.2	.5	9.7
9	1	.3	.6	10.3
10	2	.6	1.1	11.4
11	9	2.3	4.4	15.8
12	4	1.1	2.2	18.0
13	2	.4	.8	18.8
14	3	.8	1.5	20.3
17	3	.7	1.4	21.7
18	5	1.2	2.3	24.0
19	7	1.9	3.6	27.7
20	9	2.3	4.5	32.2
22	7	1.9	3.6	35.8
26	6	1.5	3.0	38.8
27	8	2.1	4.1	42.8
28	4	1.2	2.2	45.1
29	1	.3	.6	45.7
30	3	.7	1.4	47.1
31	4	.9	1.8	48.9
32	1	.1	.3	49.2
33	3	.9	1.7	50.9
34	7	1.8	3.4	54.3
35	4	.9	1.8	56.1
40	5	1.4	2.7	58.8
42	7	1.8	3.4	62.2
50	3	.7	1.4	63.6
52	2	.5	1.0	64.6
53	2	.5	1.0	65.7
54	3	.9	1.7	67.4
55	5	1.3	2.4	69.8
56	10	2.5	4.9	74.7
57	9	2.4	4.6	79.3
60	6	1.6	3.1	82.4
62	1	.3	.5	82.9
64	2	.5	.9	83.8
66	3	.7	1.4	85.3
67	1	.3	.5	85.8
71	3	.8	1.6	87.4
72	1	.1	.3	87.7
76	1	.3	.6	88.3
77	1	.3	.5	88.8
79	1	.3	.5	89.3
92	1	.3	.6	89.9
94	1	.2	.5	90.4
99	19	5.0	9.6	100.0
Total	201	51.6	100.0	
Missing	188	48.4		
Total	390	100.0		

Third Most Frequently Used Bus

Route	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	1.4	5.0	5.0
3	5	1.2	4.3	9.3
11	11	2.9	10.0	19.3
13	1	.3	1.1	20.4
14	3	.8	2.7	23.1
15	1	.2	.8	23.9
17	3	.8	2.7	26.7
18	1	.3	1.1	27.8
19	3	.8	2.8	30.6
20	4	1.0	3.4	34.0
22	6	1.5	5.3	39.3
26	3	.6	2.3	41.6
27	7	1.7	6.0	47.5
28	3	.8	2.6	50.2
30	1	.3	1.0	51.1
32	1	.2	.6	51.8
33	1	.1	.5	52.3
34	2	.6	2.0	54.3
35	2	.6	1.9	56.2
42	8	2.0	7.0	63.2
52	1	.1	.5	63.7
53	4	1.0	3.6	67.3
54	5	1.3	4.6	72.0
55	4	1.0	3.5	75.4
56	7	1.7	6.0	81.4
57	3	.8	2.9	84.3
60	3	.7	2.4	86.7
63	1	.3	.9	87.6
76	1	.3	.9	88.5
78	3	.8	2.7	91.2
79	1	.3	1.0	92.2
87	1	.2	.8	93.0
91	1	.2	.6	93.6
99	7	1.8	6.4	100.0
Total	112	28.7	100.0	
Missing	278	71.3		
Total	390	100.0		

Appendix H
Cross Tabulation of Selected Dependent Measures by Selected Rider Characteristics

Respondent's Sex by Grouped Problem Numbers Experienced During Past Month

Crosstab

			Grouped Problem Numbers				Total
			0 thru 1	2 thru 3	4 thru 6	7 or More	
Respondent's Sex	1 Male	Count	52	51	42	21	166
		% within Respondent's Sex	31.3%	30.7%	25.3%	12.7%	100.0%
	2 Female	Count	58	60	60	43	221
		% within Respondent's Sex	26.2%	27.1%	27.1%	19.5%	100.0%
Total		Count	110	111	102	64	387
		% within Respondent's Sex	28.4%	28.7%	26.4%	16.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.061 ^a	3	.255
Likelihood Ratio	4.127	3	.248
Linear-by-Linear Association	3.584	1	.058
N of Valid Cases	387		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.45.

Respondent's Age Category by Grouped Problem Numbers Experienced During Past Month

Crosstab

			Grouped Problem Numbers				Total
			0 thru 1	2 thru 3	4 thru 6	7 or More	
Age Category	1.0 Less than 20	Count	11	9	14	6	40
		% within Age Group	27.5	22.5	35.0	15.0	100.0
	2.0 20 thru 39	Count	48	47	38	25	158
		% within Age Group	30.4	29.7	24.1	15.8	100.0
	3.0 40 thru 59	Count	37	45	40	27	149
		% within Age Group	24.8	30.2	26.8	18.1	100.0
	4.0 60 or	Count	13	9	11	6	39
		% within Age Group	33.3	23.1	28.2	15.4	100.0
Tota		Count	109	110	103	64	386
		% within Age Group	28.2	28.5	26.7	16.6	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.225 ^a	9	.896
Likelihood Ratio	4.206	9	.897
Linear-by-Linear Association	.030	1	.863
N of Valid Cases	386		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.47.

Categorized Reasons for Riding by Grouped Problem Numbers Experienced During Past Month

Crosstab

			Grouped Problem Numbers				Total
			0 thru 1	2 thru 3	4 thru 6	7 or More	
Categorized Reasons for Riding RIPTA	1.0 No License Use of	Coun % within Why Categor	69 27.5%	73 29.1%	66 26.3%	43 17.1%	251 100.0
	2.0 Expense	Coun % within Why Categor	16 25.4%	19 30.2%	16 25.4%	12 19.0%	63 100.0
	4.0 Less Multitas	Coun % within Why Categor	15 33.3%	13 28.9%	14 31.1%	3 6.7%	45 100.0
	7.0 Concern Environme	Coun % within Why Categor	3 20.0%	5 33.3%	4 26.7%	3 20.0%	15 100.0
	8.0	Coun % within Why Categor	4 50.0%	1 12.5%	1 12.5%	2 25.0%	8 100.0
Total		Coun % within Why Categor	107 28.0%	111 29.1%	101 26.4%	63 16.5%	382 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.630 ^a	12	.813
Likelihood Ratio	8.416	12	.752
Linear-by-Linear Association	.333	1	.564
N of Valid Cases	382		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.32.

Categorized Years Since First Riding by Grouped Problem Numbers Experienced During Past Month

Crosstab

			Grouped Problem Numbers				Total
			0 thru 1	2 thru 3	4 thru 6	7 or More	
Category of Years Since First Riding RIPTA	1.0 5 YEARS OR	Count	53	59	46	25	183
		% within Riding	29.0%	32.2%	25.1%	13.7%	100.0
	2.0 6 THRU 20	Count	41	27	37	28	133
		% within Riding	30.8%	20.3%	27.8%	21.1%	100.0
	3.0 21 THRU 60	Count	15	25	21	12	73
		% within Riding	20.5%	34.2%	28.8%	16.4%	100.0
Total		Count	109	111	104	65	389
		% within Riding	28.0%	28.5%	26.7%	16.7%	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.630 ^a	6	.141
Likelihood Ratio	9.991	6	.125
Linear-by-Linear Association	1.991	1	.158
N of Valid Cases	389		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.20.

Grouped Times Rode by Grouped Problem Numbers Experienced During Past Month

Crosstab

			Grouped Problem Numbers				Total
			0 thru 1	2 thru 3	4 thru 6	7 or More	
Times Rode Grouped	1.0 0 thru 5	Count	49	36	23	11	119
		% within Times Road Group	41.2%	30.3%	19.3%	9.2%	100.0%
	2.0 6 thru 11	Count	31	44	33	26	134
		% within Times Road Group	23.1%	32.8%	24.6%	19.4%	100.0%
	3.0 12 thru 42	Count	29	32	46	25	132
		% within Times Road Group	22.0%	24.2%	34.8%	18.9%	100.0%
	4.0 43 or More	Count	0	0	2	1	3
		% within Times Road Group	.0%	.0%	66.7%	33.3%	100.0%
Total		Count	109	112	104	63	388
		% within Times Road Group	28.1%	28.9%	26.8%	16.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.912 ^a	9	.001
Likelihood Ratio	27.877	9	.001
Linear-by-Linear Association	18.456	1	.000
N of Valid Cases	388		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is .49.

Respondent's Sex by Grouped Intention to Continue Using RIPTA

Crosstab

			Grouped Intention To Use (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Respondent's Sex	1	Count	7	18	140	165
		% within Respondent's	4.2%	10.9%	84.8%	100.0
	2	Count	5	16	197	218
		% within Respondent's	2.3%	7.3%	90.4%	100.0
Total		Count	12	34	337	383
		% within Respondent's	3.1%	8.9%	88.0%	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.812 ^a	2	.245
Likelihood Ratio	2.782	2	.249
Linear-by-Linear Association	2.732	1	.098
N of Valid Cases	383		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.17.

Respondent's Age Category by Grouped Intention to Continue Using RIPTA

Crosstab

			Grouped Intention to Use (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Age Category	1.0 Less than 20	Count % within Grouped Age Category	1 2.6%	10 25.6%	28 71.8%	39 100.0
	2.0 20 thru 39	Count % within Grouped Age Category	6 3.8%	17 10.9%	133 85.3%	156 100.0
	3.0 40 thru 59	Count % within Grouped Age Category	3 2.0%	7 4.7%	138 93.2%	148 100.0
	4.0 60 or	Count % within Grouped Age Category	2 5.1%	1 2.6%	36 92.3%	39 100.0
Total		Count % within Grouped Age Category	12 3.1%	35 9.2%	335 87.7%	382 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.306 ^a	6	.002
Likelihood Ratio	17.937	6	.006
Linear-by-Linear Association	6.557	1	.010
N of Valid Cases	382		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.23.

Categorized Reasons for Riding by Grouped Intention to Continue Using RIPTA

Crosstab

			Grouped Intention to Use (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Categorized Reasons Riding RIPTA	1.0 No License Use of	Count % within Category	8 3.3%	27 11.0%	211 85.8%	246 100.0
	2.0 Expense	Count % within Category	3 4.8%	2 3.2%	58 92.1%	63 100.0
	4.0 Less Multitask	Count % within Category	0 .0%	3 6.5%	43 93.5%	46 100.0
	7.0 Concern Environment	Count % within Ride Category	1 6.7%	3 20.0%	11 73.3%	15 100.0
	8.0	Count % within Category	0 .0%	0 .0%	8 100.0	8 100.0
Total		Count % within Category	12 3.2%	35 9.3%	331 87.6%	378 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.987 ^a	8	.266
Likelihood Ratio	12.637	8	.125
Linear-by-Linear Association	.240	1	.624
N of Valid Cases	378		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .25.

Categorized Years Since First Riding by Grouped Intention to Continue Using RIPTA

Crosstab

			Grouped Intention to Use			Total
			(Original Scale: 1 thru 10)			
			1 thru 3	4 thru 7	8 thru 10	
Category of Years Since First Riding RIPTA	1.0 5 YEARS OR	Count	9	23	150	182
		% within Riding Category	4.9%	12.6%	82.4%	100.0
	2.0 6 THRU 20	Count	1	7	123	131
		% within Riding Category	.8%	5.3%	93.9%	100.0
	3.0 21 THRU 60	Count	2	5	65	72
		% within Riding Category	2.8%	6.9%	90.3%	100.0
Total		Count	12	35	338	385
		% within Riding Category	3.1%	9.1%	87.8%	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.418 ^a	4	.034
Likelihood Ratio	11.257	4	.024
Linear-by-Linear Association	5.349	1	.021
N of Valid Cases	385		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.24.

Grouped Times Rode by Grouped Intention to Continue Using RIPTA

Crosstab

			Grouped Intention To Use (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Times Rode Grouped	1.0 0 thru 5	Count	7	18	94	119
		% within Times Road Group	5.9%	15.1%	79.0%	100.0%
	2.0 6 thru 11	Count	2	4	127	133
		% within Times Road Group	1.5%	3.0%	95.5%	100.0%
	3.0 12 thru 42	Count	3	14	113	130
		% within Times Road Group	2.3%	10.8%	86.9%	100.0%
	4.0 43 or More	Count	0	0	3	3
		% within Times Road Group	.0%	.0%	100.0%	100.0%
Total		Count	12	36	337	385
		% within Times Road Group	3.1%	9.4%	87.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.937 ^a	6	.010
Likelihood Ratio	18.384	6	.005
Linear-by-Linear Association	4.242	1	.039
N of Valid Cases	385		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

Respondent's Sex by Grouped Intention to Recommend RIPTA to Others

Crosstab

			Grouped Intention to Recommend (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Respondent's Sex	1 Male	Count % within Respondent's Sex	12 7.3%	21 12.8%	131 79.9%	164 100.0
	2 Female	Count % within Respondent's Sex	7 3.2%	35 15.9%	178 80.9%	220 100.0
Total		Count % within Respondent's Sex	19 4.9%	56 14.6%	309 80.5%	384 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.881 ^a	2	.144
Likelihood Ratio	3.850	2	.146
Linear-by-Linear Association	.881	1	.348
N of Valid Cases	384		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.11.

Respondent's Age Category by Grouped Intention to Recommend RIPTA to Others

Crosstab

			Grouped Intention to Recommend (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Age Category	1.0 Less than 20	Count	2	10	28	40
		% within Age Group	5.0%	25.0%	70.0%	100.0%
	2.0 20 thru 39	Count	11	23	124	158
		% within Age Group	7.0%	14.6%	78.5%	100.0%
	3.0 40 thru 59	Count	5	20	123	148
		% within Age Group	3.4%	13.5%	83.1%	100.0%
	4.0 60 or Older	Count	0	5	34	39
		% within Age Group	.0%	12.8%	87.2%	100.0%
Total		Count	18	58	309	385
		% within Age Group	4.7%	15.1%	80.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.116 ^a	6	.230
Likelihood Ratio	9.357	6	.154
Linear-by-Linear Association	5.319	1	.021
N of Valid Cases	385		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.82.

Categorized Reasons For Riding by Grouped Intention to Recommend RIPTA to Others

Crosstab

			Grouped Intention to Recommend (Original Scale: (1 thru 10))			Total
			1 thru 3	4 thru 7	8 thru 10	
Categorized Reasons for Riding RIPTA	1.0 No License Use of Car	Count % within Ride Category	14 5.6%	38 15.2%	198 79.2%	250 100.0
	2.0 Expense	Count % within Ride Category	2 3.3%	12 19.7%	47 77.0%	61 100.0
	4.0 Less Stress/Can Multitask	Count % within Ride Category	2 4.3%	3 6.5%	41 89.1%	46 100.0
	7.0 Concern for Environment	Count % within Ride Category	0 .0%	5 33.3%	10 66.7%	15 100.0
	8.0 Other	Count % within Ride Category	0 .0%	0 .0%	8 100.0	8 100.0
Total	Count % within Ride Category	18 4.7%	58 15.3%	304 80.0%	380 100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.581 ^a	8	.227
Likelihood Ratio	12.630	8	.125
Linear-by-Linear Association	1.092	1	.296
N of Valid Cases	380		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

Categorized Years Since First Riding by Grouped Intention to Recommend RIPTA to Others

Crosstab

			Grouped Intention to Recommend			Total
			(Original Scale: 1 thru 10)			
			1 thru 3	4 thru 7	8 thru 10	
Category of Years Since First Riding RIPTA	1.0 5 YEARS OR LESS	Count	9	29	144	182
		% within Riding Category	4.9%	15.9%	79.1%	100.0
	2.0 6 THRU 20 YEARS	Count	5	22	106	133
		% within Riding Category	3.8%	16.5%	79.7%	100.0
	3.0 21 THRU 60 YEARS	Count	5	8	60	73
		% within Riding Category	6.8%	11.0%	82.2%	100.0
Total		Count	19	59	310	388
		% within Riding Category	4.9%	15.2%	79.9%	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.068 ^a	4	.723
Likelihood Ratio	2.124	4	.713
Linear-by-Linear Association	.048	1	.827
N of Valid Cases	388		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.57.

Grouped Times Rode by Grouped Intention to Recommend RIPTA to Others

Crosstab

			Grouped Intention to Recommend (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Times Rode Grouped	1.0 0 thru 5	Count	10	16	93	119
		% within Times Rode Group	8.4%	13.4%	78.2%	100.0%
	2.0 6 thru 11	Count	7	21	106	134
		% within Times Rode Group	5.2%	15.7%	79.1%	100.0%
	3.0 12 thru 42	Count	2	22	108	132
		% within Times Rode Group	1.5%	16.7%	81.8%	100.0%
	4.0 43 or More	Count	0	0	3	3
		% within Times Rode Group	.0%	.0%	100.0%	100.0%
Total		Count	19	59	310	388
		% within Times Rode Group	4.9%	15.2%	79.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.418 ^a	6	.284
Likelihood Ratio	8.634	6	.195
Linear-by-Linear Association	2.901	1	.089
N of Valid Cases	388		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .15.

Respondent's Sex by Grouped Levels of Overall Satisfaction

Crosstab

			Grouped Levels of Overall Satisfaction (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Respondent's Sex	1	Count % within Respondent's Sex	11 6.6%	37 22.3%	118 71.1%	166 100.0
	2	Count % within Respondent's Sex	5 2.3%	53 24.1%	162 73.6%	220 100.0
Total		Count % within Respondent's Sex	16 4.1%	90 23.3%	280 72.5%	386 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.543 ^a	2	.103
Likelihood Ratio	4.529	2	.104
Linear-by-Linear Association	1.505	1	.220
N of Valid Cases	386		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.88.

Respondent's Age by Grouped Levels of Overall Satisfaction

Crosstab

			Grouped Levels of Overall Satisfaction (Original Scale 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Age Category	1.0 Less than 20 Years	Count	1	13	26	40
		% within Age Category	2.5%	32.5%	65.0%	100.0
	2.0 20 thru 39 Years	Count	8	42	108	158
		% within Age Category	5.1%	26.6%	68.4%	100.0
	3.0 40 thru 59 Years	Count	5	29	115	149
		% within Age Category	3.4%	19.5%	77.2%	100.0
	4.0 60 or Older	Count	1	7	31	39
		% within Age Category	2.6%	17.9%	79.5%	100.0
Total		Count	15	91	280	386
		% within Age Category	3.9%	23.6%	72.5%	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.991 ^a	6	.424
Likelihood Ratio	5.949	6	.429
Linear-by-Linear Association	3.697	1	.055
N of Valid Cases	386		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.52.

Categorized Reasons for Riding by Grouped Levels of Overall Satisfaction

Crosstab

			Grouped Levels of Overall Satisfaction (Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Categorized Reasons for Riding RIPTA	1.0 No License or Use of Car	Count % within Reason Category	11 4.4%	56 22.5%	182 73.1%	249 100.0
	2.0 Expense Issue	Count % within Reason Category	2 3.2%	18 29.0%	42 67.7%	62 100.0
	4.0 Less Stress/Can Multitask	Count % within Reason Category	1 2.2%	6 13.0%	39 84.8%	46 100.0
	7.0 Concern for Environment	Count % within Reason Category	1 7.1%	4 28.6%	9 64.3%	14 100.0
	8.0 Other	Count % within Reason Category	0 .0%	6 75.0%	2 25.0%	8 100.0
Total		Count % within Reason Category	15 4.0%	90 23.7%	274 72.3%	379 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.155 ^a	8	.029
Likelihood Ratio	15.410	8	.052
Linear-by-Linear Association	.845	1	.358
N of Valid Cases	379		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .32.

Categorized Years Since First Riding by Grouped Levels of Overall Satisfaction

Crosstab

			Grouped Levels of Overall Satisfaction (Original Scale: 1 thru 10)			Total
			1 thru 3	4 thru 7	8 thru 10	
Category of Years Since First Riding RIPTA	1.0 5 YEARS OR LESS	Count % within Riding Category	8 4.3%	46 25.0%	130 70.7%	184 100.0
	2.0 6 THRU 20 YEARS	Count % within Riding Category	5 3.8%	32 24.1%	96 72.2%	133 100.0
	3.0 21 THRU 60 YEARS	Count % within Riding Category	4 5.5%	15 20.5%	54 74.0%	73 100.0
Total		Count % within Riding Category	17 4.4%	93 23.8%	280 71.8%	390 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.843 ^a	4	.933
Likelihood Ratio	.847	4	.932
Linear-by-Linear Association	.117	1	.732
N of Valid Cases	390		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.18.

Grouped Times Rode by Grouped Levels of Overall Satisfaction

Crosstab

			Grouped Levels of Overall Satisfaction (Original Scale: 1 thru 10)			Total
			1 thru	4 thru	8 thru	
Time Rode Group	1.0 0 thru	Coun % within Rode	6 5.0%	27 22.5%	87 72.5%	120 100.0
	2.0 6 thru	Coun % within Rode	5 3.7%	38 28.1%	92 68.1%	135 100.0
	3.0 12 thru	Coun % within Rode	6 4.5%	28 21.2%	98 74.2%	132 100.0
	4.0 43 More	Coun % within Rode	0 .0%	0 .0%	3 100.0	3 100.0
Total		Coun % within Rode	17 4.4%	93 23.8%	280 71.8%	390 100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.327 ^a	6	.767
Likelihood Ratio	4.100	6	.663
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	390		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .13.

Appendix I
Mean Differences on Selected Dependent Measures Across Route Groups

Mean Number of Attributes Perceived as Yielding a Problem

Route Group	Mean	Difference in Means ¹								
		A	B	C	D	E	F	G	H	I
A	4.14		1.19	0.76	0.56	1.19	-0.15	0.19	0.16	1.15
B	3.00	Not computed due to small sample size								
C	3.42				-0.20	0.42	-0.91	-0.58	-0.61	0.39
D	3.62					0.62	-0.71	-0.38	-0.41	0.59
E	3.00						-1.33	-1.00	-1.03	-0.03
F	4.33							0.33	0.30	1.30
G	4.00	Not computed due to small sample size								
H	4.03									1.00
I	3.03									
Overall Mean	3.64									

¹ All non significant differences (t: $\alpha > .80$)

Mean Likelihood of Continued Use

Route Group	Mean	Difference in Means								
		A	B	C	D	E	F	G	H	I
A	9.15		1.60	-0.16	0.01	0.18	0.39	-0.05	-0.27	-0.64
B	7.55	Not computed due to small sample size								
C	9.31				0.17	0.35	0.55	0.11	-0.11	-0.48
D	9.14					0.18	0.38	-0.06	-0.28	-0.65
E	8.97						0.20	-0.23	-0.45	-0.83
F	8.76							-0.44	-0.66	-1.03
G	9.20	Not computed due to small sample size								
H	9.42									-0.37
I	9.18									
Overall Mean	9.18									

¹ All non significant differences (t: $\alpha > .26$)

Mean Likelihood of Favorable Recommendation to Others

Route Group	Mean	Difference in Means ³								
		A	B	C	D	E	F	G	H	I
A	9.27		0.00	0.46	0.73	0.68	1.60	0.87	0.39	-0.18
B	9.27	Not computed due to small sample size								
C	8.80				0.27	0.22	1.14	0.40	-0.08	-0.64
D	8.54					-0.05	0.87	0.14	-0.35	-0.91
E	8.59						0.92	0.19	-0.30	-0.86
F	7.67							-0.73	-1.22	-1.78
G	8.40	Not computed due to small sample size								
H	8.88									-0.57
I	9.45									
Overall Mean	8.68									

³ All non significant differences (t: a > .42)

Mean Overall Satisfaction with Service

Route Group	Mean	Difference in Means								
		A	B	C	D	E	F	G	H	I
A	7.81		-0.37	-0.66	-0.12	-0.56	0.53	0.41	-0.63	-1.08
B	8.18	Not computed due to small sample size								
C	8.48				0.54	0.10	1.19	1.08	0.03	-0.42
D	7.94					-0.44	0.65	0.54	-0.51	-0.96
E	8.38						1.09	0.98	-0.07	-0.52
F	7.29							-0.11	-1.16	-1.61
G	7.40	Not computed due to small sample size								
H	8.45									-0.45
I	8.90									
Overall Mean	8.16									

⁴ All non significant differences (t: a > .35)

Appendix J
Mean Differences on Selected Behavioral Measures
Across Categories of Attributes Perceived as Yielding Problems

Mean Overall Satisfaction With Service

<u>Number of Problems</u>	<u>Mean</u>	<u>Difference in Means</u>			
		<u>0 thru 1 Attribute Problems</u>	<u>2 thru 3 Attribute Problems</u>	<u>4 thru 6 Attribute Problems</u>	<u>7 or More Attribute Problems</u>
0 thru 1	8.89		0.25	1.13 ²	2.17 ²
2 thru 3	8.65			0.89 ²	1.92 ²
4 thru 6	7.76				1.03 ²
7 or More	6.73				
Overall Mean	8.16				

¹ t: a <.05

² t: a <.01

Mean Likelihood of Continued Use ¹

<u>Number of Problems</u>	<u>Mean</u>	<u>Difference in Means</u>			
		<u>0 thru 1 Attribute Problems</u>	<u>2 thru 3 Attribute Problems</u>	<u>4 thru 6 Attribute Problems</u>	<u>7 or More Attribute Problems</u>
0 thru 1	9.13		-0.06	-0.10	-0.07
2 thru 3	9.18			-0.04	-0.02
4 thru 6	9.22				0.03
7 or More	9.20				
Overall Mean	9.18				

¹ All non significant differences (t: a > .10)

Mean Likelihood of Favorable Recommendation to Others

<u>Number of Problems</u>	<u>Mean</u>	<u>Difference in Means</u>			
		<u>0 thru 1 Attribute Problems</u>	<u>2 thru 3 Attribute Problems</u>	<u>4 thru 6 Attribute Problems</u>	<u>7 or More Attribute Problems</u>
0 thru 1	9.23		0.15	0.81 ¹	1.74 ²
2 thru 3	9.08			0.66	1.60 ²
4 thru 6	8.42				0.94 ¹
7 or More	7.48				
Overall Mean	8.68				

¹ t: a <.05

² t: a <.01

Appendix K
Correlations Between Three Dependent Measures

Pearson Correlation Coefficients

		V112 - O-1 Likelihood Continue RIPTA Use	V113 - O-2 Likelihood Favorabl Recommen ation	V114 - O-3 Overall Satisfaction with RIPTA
Likelihood of Continued Bus Use	Pearson Correlation	1	.439**	.361**
	Sig. (2-tailed)	.	.000	.000
	N	386	384	386
Likelihood of Recommendation	Pearson Correlation	.439**	1	.661**
	Sig. (2-tailed)	.000	.	.000
	N	384	387	387
Overall Satisfaction with RIPTA	Pearson Correlation	.361**	.661**	1
	Sig. (2-tailed)	.000	.000	.
	N	386	387	389

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman Correlations

			Likelihood of Continued RIPTA Bus Use	Likelihood of Favorable Recommendation	Overall Satisfaction with RIPTA
Spearman rho	Likelihood of RIPTA Bus Use	Correlation Coefficient	1.00	.479**	.332**
		Sig. (2-tailed)	.	.000	.000
		N	384	382	384
	Likelihood of Recommendation	Correlation Coefficient	.479**	1.00	.637**
		Sig. (2-tailed)	.000	.	.000
		N	382	385	385
	Overall Satisfaction with RIPTA	Correlation Coefficient	.332**	.637**	1.00
		Sig. (2-tailed)	.000	.000	.
		N	384	385	387

** . Correlation is significant at the 0.01 level

Partial Correlation Coefficients -- Controlling for Number of Attributes Yielding Problems				
Likelihood of Continued Bus Use	Correlation Coefficient	1.000 (0) P= .	.448 (381) P= .000	.364 (381) P= .000
Likelihood of Recommendation	Correlation Coefficient	.448 (381) P= .000	1.000 (0) P= .	.606 (381) P= .000
Overall Satisfaction with RIPTA	Correlation Coefficient	.364 (381) P= .000	.6061 (381) P= .000	1.000 (0) P= .

(Coefficient / (D.F.) / 2-tailed Significance)

Appendix L
RIPTA Focus Group 1 Transcript
February 25, 2002

Moderator's introduction and group orientation.

Mod: I would like to start off now by going around the table so each of you could introduce yourself according to the format that I have placed in front of you. Karen would you like to start?

Andy: I'm Andy and I have three adults and one child . Which we have two cars. I have been using RIPTA for over three years and usually use it two or four times a day. I use about four to six days a week. I use RIPTA to go to work and home and appointments. Doctor appointments and things of that nature and because it is inconvenient to car pool with the other two adults in my household, I need to use RIPTA for the time frame and more it is more economical.

Nicole: My name is Nicole Sousa. There are three people in the household. I have used RIPTA for at least 13 years or better. I use it at least three or four times a day, seven days a week - shopping, visiting mother at nursing home and getting away from the house for a while. We don't have a car. I do not have a license so I cannot drive a car.

Gardiner: My name is Gardiner. I have two people in my household and one car. I have been using RIPTA for 16 years. I used it anywhere from four to eight times a day and I use it six days a week. The main reason basically for attending a Veterans Program on Elmwood Avenue and I go back a forth from and to that and I also use it for my medical needs to go back and forth to the hospital. I also use it for other needs as well, as such going to the mall and things like that - for pleasure as well but I use it constantly. Main reason is that the fact that my roommate, who owns the car, is not always available to provide me with transportation and I don't like to always rely on other people to get me around. If there are other ways to getting around I prefer them - I am an independent person. RIPTA is the way.

Theo: My name is Theodore Judge. It is just me - one person and um I have been using RIPTA off and on for like ever - 10 to 20 years. I use it daily, I use it now about three times a day. For long distance I do have a car. It is not working. The only one thing I have got to say bad about RIPTA is the busses are to crowded. On a set time of day. I have to stand sometimes. (Moderator: Do you have a current driver's license?) No I don't. I use the bus, during school hours I'd rather walk. (Moderator: How about the reasons that you take the bus) I take the bus because I have a bad back. I have other problems, medical problems and um other than that I would rather walk but I need the bus sometimes. (Moderator: For...?) Shopping, doctor's appointments, um-general transportation. I will walk as far as I can but sometimes I cannot if it is raining, or snowing or it is cold – oh, or if I feel bad I will take the bus.

Phyllis: I my name is Phyllis. There is one adult and myself. Um there is no car in the household. I have been using RIPTA steady for at least nine years. Everyday. Um, I use the bus at least once a day. That is my main means of transportation - at least once a day. I use it for doctor's appointments, shopping, practically every place I have to go I have to use the bus and um, the one main reason why I am still using the bus is because of a disability I have. Different types of medication don't permit me to drive. So RIPTA is the way to go.

Clara: Hi I am Clara. The number of people in my household is four of us. There are no cars in my household. I have been using RIPTA steady for about six years um, I use it every day - at least two or three times a day. I use it seven days a week. I use it for shopping, doctor's, just to get out of the house, whatever. I use it because I have no other means of transportation. It is either RIPTA or walk. Some days like him I can't walk - I have a bad back also. But it is nice that you can walk a little bit and then take the bus.

Lisa: My name is Lisa. I have three people in my household. No cars. Since I was five or six years old - for a long time. I use it everyday, sometimes five or six times a day - every day of the week, faithfully and I like to I go shopping, take the kids to their dad - everything. Absolutely everything.

Kelly: My name is Kelly. There are five people in my house. I have one car. I do not know how to drive. I do not have a license. I have been using RIPTA for about 15 years. I use it about three or four times a day - six days a week. I use it for bringing my kids to school, and back home, doctors, everything. But I do not go food shopping when I use the bus. I use a taxi.

Mod: She is the only person that mentioned an alternative to buses - taxi, only one of you do that most of the time?

Carla: Well I use the bus to get to my grocery shopping and then I will take the cab or a friend will give me a ride home.

Mod: Okay

Carla: You know it is too hard to carry all the groceries on the bus.

Theo: About 2/3 of the time you don't even want to get on there - you have to stand anyway.

Mod: You will have to shop late at night? (smile)

Okay again um, again the way we would like to proceed now is to really get this going as a group discussion. So I will introduce a topic. I may pick on one of you to start the discussion but then at that point I would like everybody to jump in.

Mod: First Topic: When you think of the basic requirements for a transit service - like how do you get to one place to another, what are the more or less essential things that the transportation service has to have?

Andy: Reliable, be there 10 to 15 minutes before and after and then if we go to a place it can not be a 45 minute layover wait - because of the 31 bus you might have to wait 45 minutes for the 21 bus.

Kelly: But if you have an appointment, like at 9:00 in the morning, everybody knows that if you use RIPTA you always leave at 8:00 and it always, and I don't know, but in my neighborhood when I have an appointment I always have to leave an hour earlier and I still barely make my appointment.

Mod: Okay, now we are not necessarily talking about RIPTA at this point but what you would prefer that a bus transit system had to have – what you consider an essential ingredient.

Kelly: Oh

Mod: Okay, um Andy now when you said reliability. Reliability could mean a number of things then you went on to define it as basically arriving when scheduled to arrive

Nicole: It should be on time.

Mod: Okay

Nicole: We get the book that tells us the bus will be at five after the hour and you are there like five minutes before and here you are still waiting 15 minutes after that.

Group: Mumble

Theo: I don't mind waiting the extra fifteen minutes but I don't want to be on the bus that holds 50 people and there is 100 people.

Nicole: Another thing that is really bad is RIPTA around here, is that there is says that this section is reserved for elderly handicap people. Now I am on disability. I get on a bus, I've got to use my walker or my cane and they will sit there and look at you and then you are having problems getting up and I try to get on the bus and then they look at you like your are crazy.

Mod: So when you, we have seem to have gotten off of reliability now but we are bringing up another topic which is just as important as that. So then, what you are talking about is a certain degree of comfort on the bus and uh...

Gardiner: That is just as much as reliability as anything else - just making sure you have a place to sit if you are.

Mod: So, uh, reliable is ability to find occupancy on the bus?

Theo: Because there is a limit to how many people can get on the bus. Because I mean since the bus and it keeps on stopping and you can't get more people packed in there.

Mod: Okay

Clara: Is it true that the bus driver, like he said, that the handicap, you know and there are bus drivers that say hey, you get up and let that man sit down. So it is mostly the kids from high school.

Andy: A couple of bus drivers did do that when I was pregnant in my third trimester

Group: mumble

Lisa: They treat the bus drivers - like you don't want to be the bus drivers who is being disrespected. I have watched that.

Group: mumble

Nicole: We are paying you to drive this bus.

Lisa: When he tries to step in and do the right thing he is getting a lot of lip and there is 15 kids on that bus and they all know those three kids sitting there; then we got a problem. That is not fare to the bus driver. Now the bus driver is sitting up there he can be 50 years old with a bad heart. You don't know?

Phyllis: Well maybe they should have security on the bus for those two hours - to calm every body down.

Group: Mumble

Lisa: That is going to be invading in other people's privacy though. It is not fare to him, you, and me and the people not doing anything - we don't need to deal with that.

Theo: It is fare to me I rather have it that way then have a problem.

Mod: Okay, I have heard reliability, I have heard comfort, I have heard ability to handle people that have problems - that they have reserved seats for them - but the system is not working the way it should be. Are there other things? What else is essential to you about busses?

Phyllis: Some of the buses are express busses and they don't have express time. When you get on the bus they don't let you get off. You know? You have to go miles and miles before you can get off that bus and return. So you have to wait up to an hour. The signs are not working.

Mod: Is that (need for) accurate information? Anything else?

Gardiner: There used to be a system on some of the old busses called kneeling busses. Some of the newer busses don't have that program or system on it and someone like me - I have arthritis and my knees are hard to climb; if I have to step from the sidewalk up to that first step - some of those steps are high. It hurts me to lift me legs up.

Mod: So what I am hearing, is - I started to hear a category for the basic ease of using the system. Could be too-crowded busses or the information is not right, the busses, if you have some psychical disability can be a problem. Any others?

Phyllis: I have noticed that I did not have a cast on for a while and um I had a problem getting off and on the bus because the bus would stop - all of a sudden stop short and I had to use my other hand to hold to get up to the stop so I could get off the bus. When they stopped all of a sudden I would be falling over people.

Theo: It is true.

Mod: What would you call that - if you had to put a label on that?

Theo: I would call that, this is what I think, if you do not know all the stops, you might have one stop here one stop down there, the big stops are lighted, the little stops there are no lights there, and can barely see them.

Gardiner: All they have around them is a sticker.

Mod: When they stop fast like that and you run into a problem, is that a comfort issues or is that safety issue?

Group: Safety issue

Theo: That is very dangerous.

Lisa: Especially if there is a little kid sitting there and they have nothing to hold on to.

Group: Chatter

Mod: Please try to go one at a time so I can hear.

Gardiner: I had that kind of a situation on the way here - I was sitting down in front and one of the aisle-facing seats and the guy who just got on the bus - and the driver, for no reason, the driver hits his gas. The guy was all over me.

Phyllis: Yeah, I have done that too. Because they don't give you a chance to get situated.

Lisa: They never give you the chance to sit down.

Theo: Because they are behind on their schedule don't mean we should be....

Mod: Okay, anything else? What are the essential things? You talked about safety, you talked about comfort, you talked about accessibility. Anything else?

Phyllis: Certain areas have busses that travel maybe every two hours and in order to get from point A to point B you have to wait two hours to return back and that I feel should be more convenient.

Phyllis: Yes! If you live in a say, like a place where people are disabled I feel that some of the places do have um, a bus for accommodations and some don't. Like I have to walk five blocks to get a bus stop one way and seven the other way to get to a bus stop.

Theo: And there is bus stickers but there are no more stops down the street.

Nicole: That is when they change - so convenience.

Mod: Convenience not only in terms of how long it takes for the bus to come but convenience with the route - to where you live or work. How about the facilities themselves. Anything essential?

Andy: I think they are run down - on some of the busses the seats are all ripped up and there are cracks in the windows the little things - the bells to tell them to stop don't even work.

Mod: Is this an essential ingredient for you or...

Group: Mumble

Theo: That has to do with you or before you get there when he stops short - you shouldn't have to be standing all that time.

Lisa: You should still be sitting until that bus stops. That is what I tell my daughter - you don't get off until the bus has stopped or going. You don't move.

Gardiner: Was your comment about the pull cords?

Andy: Or the push ones.

Group: Mumble'

Gardiner: Let me tell you about those. It is not that they are broken. Let me explain something out to you about that one. This one I have gotten from experience. I have been riding for six years. A lot of times you will get smart kids on the bus and they push or pull the cord until they drive the bus drivers and the riders crazy. The bus driver will shut the switch off.

Group: Inaudible comments.

Andy: But I ride busses that do not have any machine on them early in the morning and they still don't work.

Gardiner: Because they don't not turn them back on.

Theo: You know what I say - they have new speakers on there - they tell you when they pull up to a mall like Elmwood Avenue. Or how many people in the back can hear them.

Group: Inaudible comments.

Andy: I believe that the bus driver driving your route should know their route. So if are not familiar with that part of the area - if you want to go to Cranston City Hall but you live in Warwick, so you get on the right bus but you don't exactly know where the stop is... The driver will get an attitude and said that it is not his problem because you have never been there.

Group: Agreeing

Carla: You drive this bus on a daily basis and you can't tell me?

Andy: Exactly and it is like 2:00 in the afternoon so you already done the route a couple of times even if it is your first day on the job,

Group: Mumble

Mod: Okay we seem to be getting ahead of ourselves. We are talking about a bunch of the problems but I am still trying to figure out what - if you just think about bus service now - if you thought about the quality of the bus service, what things come to your mind? For example: If I were thinking about cable TV some of the things that would come to my mind is clear picture variety of channels uninterrupted service. So now I like one or two words apiece, what kinds of things come to your mind when you think about quality bus service?

Theo: One or two words - stop changing the bus stops.

Mod: Okay

Theo: Because first here then there and then everywhere

Nicole: All the bus drivers need to change their attitude.

Mod: How about anybody else?

Phyllis: Give the people a chance to get up and move forward to get off the bus. Or give them a chance to get on the bus and have a seat.

Mod: The drivers are just starting before...

Phyllis: Yes

Mod: Okay, so you consider that a comfort issue or a safety issue?

Phyllis: Both

Mod: How about the rest of you - what other things come to your mind when you think about quality?

Lisa: Availability on Sundays

Andy: Availability late at night.

Lisa: Not so much late at night but I live in North Providence and where I live is across and that bus stops running 6:30 on a Saturday and Sunday night. But now if I decided to go out I don't have a car and even if I did I would not drive drunk. But if you are going to go out, why what would make anybody think that they are going to walk from Providence to Smithfield?

Andy: Exactly, and if people are including the Providence Place Mall - half of those busses, they will work 10:30 at night - - 11:00 and there are no busses.

Theo: I got one more thing to say You know, if you are a few feet from the stop and you are trying to get there and the guy just goes right by you.

Group: Inaudible comments.

Andy: How about current information and having it before...?

Mod: Informed employee's, up-to-date information, anything else?

Clara: Look at the bus schedule, if the bus says it is coming at 10:00 it shouldn't come at twenty past for instance because it messes up your whole schedule.

Mod: Okay, now I want to dream big time - your ideal bus system. Okay, I want you to think about the characteristics of your ideal bus system or your ideal transit system.

Kelly: Comfortable sets.

Mod: Comfortable sets.

Nicole: On time

Mod: On time

Andy: On regular intervals, so every half and hour or every 15 minutes - not every half an hour and then they cut them up to an hour, then every two hours,

Mod: But then if published it is still a problem for you?

Theo: No standing

Mod: No standing

Lisa: They should have seatbelts. I have two kids

Mod: So safety within the seat itself?

Lisa: When that bus stops short my daughter sitting in the front seat - her head is going to hit.

Mod: Safety of the bus itself.

Lisa: Rhode Island State Law

Mod: Safety comes in a number of other ways....

Lisa: If I get caught in my boyfriend's truck with my daughter in the middle with no seat belt on I get a \$75 ticket.

Mod: Okay, let's think about another situation - there is safety on the busses, so if the bus crashes and you don't have a seat belt on there is a safety issue there. Are there other aspects of safety that you think about on the bus?

Linda: It isn't so much if it crashes, it is when you stop short.

Mod: Your talking about the design itself. Now are there other thinks about safety that you associate with safety? How about the safety on the bus besides not having a seat belt on - what comes to mind?

Carla: The older busses with the vinyl seats. You slide right off.

Mod: Yes, but that is still the design of the bus itself.

Theo: And another thing, all the busses that I have been on lately leak water.

Mod: Okay

Theo: You go and sit down and there is a puddle on your seat.

Mod: Now is that safety?

Theo: Well if you slip. If you go and stand up and fall on your butt.

Gardiner: Dealing with other riders that have bad attitudes.

Mod: Safety in terms of co passengers.

Lisa: That is one you have to deal with it.

Group: Inaudible comments

Mod: Since we are talking about the ideal do you have to deal with them?

Group: Inaudible comments

Gardiner: You can't do anything about it because you never know who is going to come out with a switchblade or something. So that is a safety issue.

Theo: Like with the older or elderly people - some busses have air conditioners and some don't.

Mod: Okay is that a safety issue?

Theo: For the elderly people where they have air problems.

Mod: Now is that also a comfort issue for you?

Theo: No, not really for me but I see elderly have problems with asthma.

Mod: Comfort versus safety - air conditioning can...

Theo: Well let's put it like this, for some people, elderly or older people, the heat - and they cannot come out into 95° heat.

Mod: So it is essential to them.

Theo: Don't have the ozone day if you don't have an air-conditioned bus.

Gardiner: It is not just the older to people either - I have a respiratory problem and there are days when I just don't go out of the house because I know if I catch a wrong bus - no air conditioner, I am not going to be able to breathe.

Mod: Okay, so to you it is for both safety and comfort. Any other things this ideal bus should have?

Andy: Correct heating

Mod: Correct Heating

Andy: I have been on busses with no heat.

Mod: Okay, anything else? You're thinking of the ideal now. I could think of some other things that for me an ideal bus would have.

Group: Inaudible comments

Phyllis: Air fresheners

Mod: How about cleanliness?

Group: Agreeing

Group: Inaudible comments

Mod: Remember, we are talking about ideal. If you talk about ideal and you start thinking about RIPTA...

Theo: My ideal view of the bus is to sit in a comfortable chair without the bottom falling out.

Mod: What do you mean – when you get on the bus?

Theo: Get on the bus without pushing my way through people. The bus is over packed.

Mod: You are really on that ‘crowd thing.’ (smile)

Theo: Push my way through screaming kids and asking to ‘let me out, let me out.’ Also, the seats are to close together. My knees are in the seat.

Gardiner: Between 6:00 in the morning and 8:00 in the morning and between 2:00 to 4:00 in the afternoon you got these kids.

Mod: We are talking ideal guys.

Gardiner: Why don’t they give them their own special buddy bus?

Nicole: Some schools try to rid the busses because there are nothing but kids on them taking them to school.

Group: Agreeing

Kelly: They have to use it too. But we need to use them too.

Nicole: They do have certain busses just for kids going to school. Instead, when the older days when one bus for everything.

Mod: Let’s get back to the ideal bus. What else would the ideal bus have?

Andy: The bus or the bus system.

Mod: The bus system. It could be a part that is not on the bus.

Andy: Better signs and shelters.

Group: Agreeing

Mod: Better in what way?

Andy: Most of the shelters are broken and there missing panels and if it is raining....

Mod: Is that a comfort issue to you or safety?

Theo: I would like to know what happen to the little TV screens in the booths. When they had in the plaza.

Mod: So, an amenity like the TV screens.

Theo: Showing you the schedules and stuff.

Mod: So you don't mean like MTV on the screen. You mean information?

Theo: No I mean information.

Mod: Well I am talking about the ideal hear.

Theo: They did have the screens by the plaza.

Mod: Well that is what I would have said.

Theo: They hade the right idea but they did not lock them and people were throwing stuff at the screens and sticking gum on them.

Mod: Okay, is there anything else you would like to mention?

Group: Chit Chat

Phyllis: The only thing that is important to me is the short stops.

Mod: Okay

Phyllis: That is really annoying because someone could really get hurt.

Mod: Okay, so that would not be in your ideal.

Phyllis: If it were different it would be ideal to me.

Group: Inaudible comments

Mod: Run later run Sundays.

Kelley: Feeling safe at the bus stop.

Because, you know, late at night when you have to stand there.

Mod: When you don't feel safe at the bus stop what are you thinking about.
What makes you feel unsafe?

Kelley: Well, I am looking for an exit.

Mod: Like, when you get off the bus you don't feel safe?

Kelley: No when you are standing waiting for the bus. It is dark out

Mod: So you are not talking about the weather - not being safe but your safety from other people.

Theo: The ideal bus for me is the 24 hour bus.

Group: Chit Chat

Phyllis: Even a bright light.

Theo: What is wrong with having busses running 24 hours?

Mod: 24 hour service

Group: Chit Chat

Mod: Okay, let me now go on to this - If you were going change RIPTA to make it closer to your ideal. What would you change?

Kelly: The bus driver

Group: Laughing

Group: Chit Chat

Kelley: The drivers that do the area at Federal hill. They are very unhappy.

Theo: Oh yah!

Kelly: That messes up your day. You don't feel good you get on the bus and then they get this attitude and all of the sudden you are mean.

Mod: Anything else?

Gardiner: If you are talking about the one that do the Atwells Avenue run - hey are horrible. Have you ever been on that whole run?

Kelly: Yes

Gardiner: That is not the ideal bus run!

Mod: Okay, what else would make RIPTA closer to your ideal?

Group: Inaudible comments

Andy: Being on regular intervals and especially in the middle and upper class areas. Because they have very little bus routes. Like the Warwick area or Barrington/Bristol they don't have a lot of runs.

Phyllis: My ideal bus would be a bus that would be for everyone. I have to go blocks away from where I have to get a bus.

Mod: So RIPTA to be closer to ideal with more bus stops. Closer to you.

Clara: Like the way they run now - they all run parallel, like up Elmwood up Broad Street. Why don't they go like the other way - from Broadway to Broad street? I have to take the bus down town and then all the way down the street.

Mod: Basically, the busses radiate up and down in Providence just not across?
What else could RIPTA be?

Gardiner: You got Broad, Cranston, etc.- they are all running parallel.

Andy: Cleaner, and keeping things working.

Mod: Keeping the busses or something else?

Andy: The busses and also what is in the busses.

Mod: Anything else?

Group: On time

Theo: No standing in the bus.

Mod: You know what I am going to do tomorrow I am going to the Director of Planning and tell him the busses are too crowded. (smiling)

Group: Laughing

Theo: You don't want someone directly in your face with um....

Andy: There should be extra busses

Group: Agreeing

Mod: Anything else?

Gardiner: Get the handicap's ramps to work. And if they don't know how to use it then teach them how to use it.

Mod: What was yours?

Andy: Get them to start earlier in the day.

Mod: And um, the handicap thing.

Andy: And I cannot take the bus home because my class ends at 10:15 and the busses stop at 10:30.

Clara: Like, for instance, Rhode Island Hospital - I was there with a friend in a wheel chair and leaving the hospital the bus pulls up and (the driver) says "my lift does not work." You know how mad I was? I wanted to take that guy and slap him. Especially when you pull up to a hospital at all other places and tell you that the handicap ramp does not work. Why don't they check these things? And, for some reason, if it is busted on a Saturday, and it is not working, don't send it out.

Theo: I have one more think to say. I usually take the Elmwood Avenue bus.

Mod: Does this have anything to do with crowded on the bus?

Group: Laughing

Theo: No, this has to do with - and I am sitting hear waiting for the bus and about five busses pass me - "out of service, out of service" - how many busses can be out of service?

Clara: I would see an "out of service bus" every two minutes.

Mod: Okay, now a number of you people said that you take the bus to the shopping and do not take the bus back from shopping and yet no one mentioned in the ideal bus situation that someone would handle that....

Lisa: Buy a little \$10 carrying cart.

Group: Unclear discussion

Mod: I am saying something like in front of the busses where they have the bike racks.

Andy: If they could have storage units.

Mod: Now you are trying to think of the ideal

Group: Discussion

Theo: That is a good idea but how many bags can you put on the shelf?

Mod: One at a time please, one at a time.

Gardiner: Who wants to take six bags of groceries on the bus and deal with the people tripping over it and who wants to reach up and put them on a rack?

Mod: So bus should not be equipped to handle that.

Mod: Okay, now switch topics again. This is going to be much easier for you. How would you describe a low quality transit system?

Gardiner: I will have to play double - I do have to be positive about RIPTA on one thing because I have lived in several different states and the transit system here compared to the other states is actually far better.

Mod: So when you say RIPTA now has higher quality than the other states - What were the low quality of aspects? What were they?

Gardiner: No access to certain areas that you need to get to. Not as much service another word it does not run by a lot. You may think here that the service isn't quite as often as what they say in the book but it is a lot closer to some other of these states.

Mod: Okay, any others?

Gardiner: Dealing with your mechanical systems. These busses do run far better and far longer than in some other of these states. Like, they are not breaking down every five minutes.

Mod: So that will define low quality to you - with a lot of break downs, a lot less runs and things like that. How about the rest of you? Anything else that defines low quality to you?

Phyllis: I just feel that um, certain things.

Mod: But if you were to point out one that was a low quality. What characteristics would it have?

Lisa: Dirty, smelly

Mod: Dirty, smelly

Nicole: Driver's Attitude

Mod: Driver's Attitude

Phyllis: And the short stops

Mod: Short stops.

Phyllis: I have fallen on people all the time -they just like put on the brakes all at once.

Group: Unintelligible discussion

Mod: Okay now I am going on to some specific things. You mentioned a number of things and we are now going to focus on one of those things that you mentioned. When you say safety - I want you to think about all characteristics of safety. One of the things we talked about was seat belts. That was associated with safety. What other things are associated with safety - when you think of safety in the transit system?

Gardiner: In the wintertime when the sun goes down early and gets dark early you've got these bus shelters.... you need to have a maintenance person to go around in the very beginning of that time of the season and make sure the lights in those shelters are working.

Mod: Well, lighted stops.

Clara: When it snows, make sure the snow and ice are taken out of these shelters and at the stops so people don't slip and fall.

Mod: Okay, now is that RIPTA's responsibility?

Theo: Yes, they are their stops.

Group: Unintelligible discussion

Nicole: Just like if you own a house - you have to shovel the front of your house.

Mod: Okay, safety from the elements

Theo: And if someone is two feet from the stop - you don't pass by them. If they have their hand up in the air - just because they are not there yet and they are trying to get there.

Mod: That is not a safety issue in itself, is it?

Theo: It is safety because I am running.

Group: Laughing

Andy: Cleanliness on the busses, the cushions

Mod: How about other safety stuff?

Andy: There should be security

Mod: Security, do you mean on the bus?

Andy: Patrolling around the stops

Mod: Okay, not only on the buss but at the stops

Andy: In the downtown area.

Mod: So safety to you means not only safety from physical harm on the bus or at the stop due to the weather and stuff but safety from other people.

Andy: Especially downtown

Mod: Okay, anything else?

Theo: I just think busses are too crowded.

Lisa: I think the seat belts.

Mod: How about non visible safety issues? Like safety for you wallet. Is this an issue for You?

Kelley: If you are at the bus stop why is it so hard to hire someone just to make sure that the passengers are okay – they're not getting robbed. Whatever. They should just think of us little people.

Mod: Okay, any other safety issues? How about the way busses operate?

Group: Discussion

Theo: Remember when they would not open the back door for us? We had all the bags and they said we only open the back doors downtown. I said "buddy we have to go through all these people when you can just let me out the back door?" Just let me out the side.

Mod: Do you consider that a safety issue trying to get through those people.

Group: Agreeing

Gardiner: I have tried to get on by the back exit because of a disability - they wouldn't do it.

Mod: Okay, How about other safety issues.

Kelley: When you get on the bus, the bus driver just opens the door and he looks at you and he closes the door while you are still trying to get on the bus.

Mod: That is an operator issue?

Kelley: If they just have to look at you and turn their heads just to make sure every one is on the bus before they close it.

Nicole: Most people like me have problems.

Andy: I don't always know what kind of bus to get on.

Group: Agreeing

Mod: Is that a safety thing?

Andy: Yes because you can get on the wrong bus. If you get stuck somewhere and can't get back home.

Mod: Anything else?

Theo: Maybe the bus drivers should stay awake once in a while.

Mod: Anything else besides the bus itself, beside seatbelts?

Group: Chit Chat

Phyllis: All the dark smoke that comes out of the bus.

Mod: Is that a safety issue for the people who are breathing it?

Theo: After you get off - he pulls off and then you caught in all that smoke.

Group: Agreeing

Mod: Okay, good, anything else? Anybody have any problem with the walls of the bus having or not having objects on them?

Theo: Well, just once there - one of those things broke off that they hold to.

Mod: Anyone have any problems slipping on the bus?

Gardiner: Only when the floors are wet after it has been raining.

Theo: I am telling you it always leaks. All the time. I have never seen a bus yet that didn't leak.

Mod: Anybody else have any others specific safety issues?

Mod: Okay, now comfort. Let's think about comfort for a minute. How do you define comfort while riding the bus?

Theo: Well, hard plastic seats they don't work.

Phyllis: The seats are too close together.

Clara: Some come apart.

Mod: Anything else about them? Now is time to chime in with your favorite.

Theo: It is over crowded.

Group: Agreeing

Theo: You can catch a cross street bus every few minutes Elmwood, Cranston

Mod: Okay, for comfort or lack of comfort -- anything else?

Andy: Air quality and air temperature.

Clara: Windows that open and close when you want them to. Some are open and you can't close them. Some are closed and then you cannot open them.

Andy: And when you don't know where you are going if the bus driver knows the route and says "oh wait a minute I will tell you when the stop comes.

Mod: Okay, that is a psychological comfort. Anything else?

Theo: How about free drinks when you first get on the bus.

Group: Chuckle

Mod: How about comfort outside of the bus... anything there?

Andy: Well lit

Clara: More stops with seats.

Phyllis: At least if there is a stop - have a light when it is dark.

Mod: Is that psychological comfort again?

Phyllis: Yes, for safety.

Gardiner: Ease of entry and leaving the bus.

Mod: How about the doors themselves? Any problems, or have they made those more comfortable?

Theo: They could open a little faster.

Gardiner: I think the best ones they have are the ones that open inside. The ones that open outside are a pain in the ass. Excuse my French.

Mod: Comfort outside the bus and comfort inside the bus - anything else?

Andy: I think the routes themselves do not take into account traffic. There should be a couple of minute's leeway for less stress for the bus driver - to let people with children or bags to get on the bus and they don't rush you.

Mod: Okay, we have covered two things so far - comfort and safety. I am going to back up a second and I am going to ask you to tell me how important things are. Here are the ratings that you can use - Very Important, Moderately Important, Slightly Important, or Not Important at all.

Mod: Okay I am going back up to safety and I am going to say safety at the bus stop - - how would rate that?

Group: Very important.

Mod: Safety from crime while riding?

Group: Very important

Mod: Safety related to the behavior of other people on the bus?

Group: Very important

Mod: Safety related to the operation of the bus?

Group: Very important

Mod: Any other safety things that I can mention here - that might have a high or low importance?

Theo: Just that the drivers are well aware of what they are doing.

Mod: Are you talking about the drivers behavior?

Theo: Behavior, and make sure they have enough sleep

Mod: How important is that to you?

Group: Very important

Mod: Okay - going to comfort now. Availability and seating at the bus stop?

Group: Moderate, some slightly

Mod: Availability of seats on the bus?

Group: Very important. (laughing)

Mod: Okay, comfortable seats?

Group: Very important

Mod: Anybody at less than very important?

Mod: Phyllis, Clara two moderates and a slightly

Mod: Okay, there are some people that said moderate and slightly. Degree of crowding on the bus?

Theo: Very important

Mod: Anybody thinks it is less than very important?

Kelley: Slightly important.

Mod: Okay, mostly very but one slightly. Availability of hand rails and grab bars on the bus?

Group: Very important.

Mod: Everybody?

Lisa: I am thinking about my daughter who can't reach them yet.

Mod: Is that moderate or very important?

Lisa: If you would put them on the sides of the seats they would be probably very important. because the kids can't reach them on the top anyways.

Group: Unintelligible discussion

Mod: Okay, so that is an additional safety issue as well. Smoothness of the bus ride?

Group: Very important

Theo: I would say important

Mod: I hear three of you saying moderately and a couple saying very important. Comfortable temperatures on the bus?

Gardiner: In the summer time it is very important.

Group: Mumble, important for sick and the elderly.

Mod: How about for yourself?

Theo: For me, well I will just drop off if it is hot on there.

Mod: Okay, any other aspects of comfort that we didn't mentioned? Anything that comes to mind?

Mod: Now, how would you define an easy to use bus transit system? What qualities would it have?

Theo: Punctuality

Group: Mumbling

Mod: Consistency and frequency. Anything else?

Theo: Clean, dry

Mod: Is this service or a comfort factor?

Theo: Those are comfort

Mod: We are discussing service - but I will add those to your comfort.

Theo: You know you don't want someone standing near you with their butt in your face. while you are riding. You don't want to smell anybody.

Andy: I cannot understand her.

Mod: So there has to be some kind of coordination of the bus routes. Anything else?

Theo: You know they should have the signs they have that tell you news and information they should have something like that says the bus will be arriving at such and such a time.

Mod: So they should do like the monitors now do at the airports?

Theo: Yes

Mod: So, up-to-date information.

Andy: And the driver knowing the availability.

Mod: Anything else?

Lisa: Stop changing the bus schedule

Mod: Stop changing it.

Theo: They are going to open a new bus terminal over here soon. Will be back over there again.

Lisa: But still the bus schedule - what do we do just change again?

Group: Mumble

Mod: Let me ask you a question - we are talking about ease of use and before you were telling me something about where you live and where the bus stops are. Don't you think that will make it easier to use for you.

Phyllis: Of course if the bus would go vertical meaning across wise.

Mod: Okay, now, how about in relation to where you live?

Phyllis: Well I wish there was a bus that would stop there close by.

Mod: Okay, now I am going to mention some features. Having to do with ease of use, you tell me on the scale here how do you feel about these. Knowing when busses arrive and depart - how important?

Group: Very important

Mod: The availability of printed schedules?

Group: Non issue

Mod: The availability of information at a station or at the bus stop?

Theo: We should have information at the bus stop - high on my list.

Mod: So that would be high on your list.

Phyllis: Even if the schedule was printed and something would be damaged by water.

Mod: Ease of getting information by telephone?

Group: Very important

Group: They already have good service over the phone.

Mod: Ease at purchasing tickets or passes/tokens?

Group: Very Important - for those people who are not near a Shaw's market

Nicole: Most people who shop are in cars.

Mod: We are talking about you. So I hear moderately important, a slight and moderate.

Mod: Courtesy helpful ticket agency?

Group: Very important

Andy: I think it is also important when you call them and say that the bus never showed up.

Mod: Any other people? Visibility of bus names or route numbers on the outside of the bus?

Group: Very Important

Lisa: They should say express if they are express.

Mod: Anybody else with the importance of ease getting on and off the bus?

Gardiner: I have been told that if I have a problem with that that I am suppose to take the wheel chair availability bus. Try to get the bus driver to come out and operate one of those things with some degree. Sometime they don't want you to use them.

Mod: Okay, how important is that?

Lisa: I guess it is important to RIPTA.

Andy: Make it more convenient. Credit cards instead of cash.

Mod: How important is that?

Mod: How important is ease of paying - is that a big issue? Okay, moderately important and for some not important,

Mod: Ease at making connections and transfers?

Group: Very important

Mod: Knowledgeable and courteous drivers?

Group: Very important

Gardiner: One of the problems with that is bus drivers are changing their routes like every six months so they have to get used to a new route all over again and that can take a couple of weeks and just to try to remember.

Mod: We are not talking about performance, we are talking about whether the attribute itself is important to you.

Gardiner: You see, but that is one of the problems.

Andy: Very important they should know their job.

Mod: How about availability of information about delays, etc.?

Lisa: Yes, when we missed the bus before him (the driver) it wasn't his fault it was our fault. He hated it.

Mod: We will take that one off line later on. Availability of information about delays from the drivers?

Group: Very Important

Gardiner: In other words, if there was an accident that I could not get through or I had to go..?

Mod: Or there is going to be a delay up ahead. How important is that?

Gardiner: Very important

Phyllis: That's important

Gardiner: They should send a supervisor on a route and you have an exit in front of that exit number. Busses should be rerouted.

Mod: Okay let's switch to convenience. What does convenience mean to you? I think we have talked about some of these things already.

Phyllis: Convenience is like I said before - if they have busses going in different directions.

Mod: Getting more directly to your destination. Anything else?

Andy: Being able to connect to other busses that will go all the way to Providence.

Mod: The connections and the times of the delays. Anything else?

Theo: More busses at certain times of the day.

Andy: More busses on the weekends.

Mod: Running it at more times and running later - more after peak hours.

Phyllis: When the busses are filled with students and they are very loud - have security on it. That is the good thing for the driver as well as the people on the bus. Because if the children are making a lot of noise and the driver can't hear there could be an accident. A safety reason.

Mod: Any other convenience matters? Or inconvenience - any other things come to your mind?

Mod: Okay, let me go through specific attributes. You tell me how important they are
The availability of bus stop close to home?

Group: Very important.

Mod: Availability of bus stops close to work?

Group: Very Important

Mod: Availability of bus stops close to shopping?

Group: Moderately -slightly, and two moderates.

Mod: Availability of parking at bus stops?

Group: Unintelligible discussion

Mod: Turning to performance and reliability. What does performance and reliability mean to you?

Lisa: That means the bus is in good running order and its clean and good order.

Mod: Clean and in good order. On time, not wet. So reliability in the environment as well - How about reliability of the equipment?

Group: Should be working.

Mod: I think we have covered a lot of those so let me go to other important stuff. Frequency of service - how important?

Group: Very important

Mod: Length of travel time.

Andy: I am at the end of the Providence route and they are going to other places and I don't need to go there - I need to go to Providence Place.

Mod: So you are saying there should be some express busses or you can wait.

Group: Laughing

Mod: So length of travel time is important to you. How about the rest of you?

Group: Very Important, Moderately

Mod: On time performance of the bus.?

Group: Very important

Mod: Wait time when transferring?

Group: Very important

Mod: Any other aspects of performance and reliability?

Gardiner: They should work out a schedule program were the bus should be on time.
People should not have to sit there waiting for the bus.

Andy: Like today, I was taking the 331 to Providence and the 357 going to the Warwick Mall
and both of the busses were at my stop.

Phyllis: There is one bus that goes by every two hours - bus number nine, I finally just
took it.

Group: Unintelligible discussion.

Mod: Okay, lets go to conventional vehicles and facilities. How would you define vehicles
and facilities that are good?

Theo: What facilities?

Mod: Bus stops, etc.

Andy: Restrooms clean, not broken, warm and cool when you want it.

Theo: Where they set up these stops - even the ones that are lit - instead of setting them up where
the areas are dark in the middle of a block you should set them up in the lights, or in areas
where you can be seen.

Mod: Anything else? Just think about the busses.
Think about what you would like to see in good condition.

Phyllis: Cleanliness - maybe put some deodorizer or something in the areas.

Mod: Lets look at some of the importance issues. How important is the cleanliness to you.

Group: Very important

Mod: Busses free of graffiti?

Group: Very important

Mod: Buss stations and shelters free of graffiti?

Group: Moderately

Mod: Cleanliness of bus stops?

Group: Very important

Theo: You don't want to stand there if its...

Mod: How important? One moderately, others very important. Busses in good repair?

Group: Very important.

Mod: Any other aspects of conditions of vehicles and facilities?

Andy: Security wise in the downtown area. Have personnel walk around.

Mod: Now we are going to talk about value. How do you define value when you ride the bus?

Phyllis: I define value as operate my own vehicle which you should respect the same way you would if you were riding in your car.

Mod: I am not sure what you mean.

Phyllis: I am saying don't do anything on the bus that you would not do at home.

Mod: I mean you assessing the value of the bus service.

Phyllis: You mean value of the bus?

Mod: How do you view it? If I were to say there is a lot or little value there

Group: Mumble

Mod: You tell me.

Gardiner: If you are talking about how much the fare is.

Mod: No

Nicole: How valuable is it to you?

Mod: Not valuable I

Group: Mumble

Mod: When you think about that - I am asking when you ask what is the value.

Group: Mumble

Mod: Okay, I am talking about

Gardiner: Are you talking about the cost of riding the bus or

Mod: That is part of it.

Lisa: It is value for your money and time sometimes...

Mod: Okay, so it is not only money it is time? You can count on it.

Group: mumble

Andy: It depends on where you live in the city they are not always running.

Mod: Okay, anything you can define as value like high value low value.

Theo: I would give them low value on Holidays.

Mod: Okay, on a typical day do you think it is a good value for the money or bad value for the money?

Group: Mumble

Gardiner: I don't know about the holiday part.

Mod: We have taxi cabs.

Kelley: I would rather pay five or six dollars just to get to A and B - because I don't feel like waiting.

Mod: So part of your value equation is time - part of it is cost and part of it is what you get when getting back on the bus after work?

Group: Mumble

Andy: If the bus doesn't show up or if the driver is not...

Mod: So another part of value is the quality of the environment when riding it? Okay here are some value issues. When you think about each of these - how important do you think it is? The cost of a one way run?

Group: Very Important, Moderately, Slightly

Mod: Cost of the transfer?

Group: Important, Very Important, Moderate - about half and half

Mod: Availability of discounts for senior citizens and students?

Group: Very Important

Mod: Availability of volume discounts like monthly passes and stuff like that?

Group: Very Important,

Gardiner: Most of the seniors have a special pass anyway but they have it three to five years long so they don't have to deal with the issue monthly.

Mod: Again, your saying it is not that important because most people who can get it do get it. But if they were not able to get it?

Mod: Cost of parking at bus stops? I guess we don't have that here. In terms of monitoring bus stops?

Gardiner: Here again you are talking about bus stops - you mean park in rides.

Mod: A park and ride can be defined a couple of different ways - it can have a bus or not have a bus.

Gardiner: The RIPTA park and rides are specifically mainly for busses. Otherwise when you are talking about bus stops there is not suppose to be parking there anyway.

Clara: I use to live on Broadway and everyday one would go Broadway and Carter....

Mod: You are telling me something is not an issue at the bus stop but I am asking what if there was one at the bus stop - how important would that be?

Group: Important

Mod: Quality of facilities, services and equipment?

Group: Very Important

Mod: Any other things about value that we didn't discuss?

Group: Quite

Mod: Okay, now how should a transit agency like the bus company monitor its own quality?

Lisa: Have someone on the bus.

Group: Agreeing

Mod: Any other ideas?

Kelley: Surveys

Kelley: Just walk around to other bus stops and just ask questions.

Gardiner: Need to develop a survey they (mumbling)

Mod: A survey type?

Gardiner: Listen to the people and then change it.

Andy: I don't believe RIPTA acts on what the surveys tell them

Theo: Don't put somebody on there that is not from RIPTA because they could look up the wrong people.

Group: Mumble

Andy: When I called there they did nothing about it they did not change one route.

Mod: Okay, but are there any other ways to monitor quality?

Clara: Have a suggestion boxes.

Mod: Anything else?

Group: Mumble

Theo: I am surprise that they do not yet have computers.

Mod: For. . . ?

Theo: On the bus for access - just like police cars.

Group: Mumble

Mod: How about any inspections or anything like that?

Theo: I thought they did that.

Mod: So your basically assuming that all the mechanical things are regularly inspected, right?

Group: Mumble

Clara: When I worked in the retail business a lot of times they would have a chart and they would go in and see if there were doing the job right. That is what someone should do.

Mod: OK, Great! Now, before Kelley goes to sleep I have one last question.
I am going to ask you about bus-service quality factors and I am going to ask you to name your three most important quality factors.

What does the quality of the service mean to you?

What are the most important quality items?

This is the only time I am going around the room.

Group: Joking

Mod: Give this a real serious thought now - - your top three quality items.

Andy: Safety, not only on but off. Frequency and the reliability of the busses and how much waiting time and um, location so you don't have to go all the way to Providence to catch more intersections. More direct service.

Nicole: On time, courteous drivers,

Mod: Think about it and I will come back for your number three.

Gardiner: Easier entrance and exit, availability of proper seating with people who are disabled and handicap, attitude of drivers.

Theo: Lighting the stops without the booths so you can see me standing there.
No crowding, no standing on the bus, and the leaking busses.

Phyllis: Lights at all the bus stops for safety, and wait to enter the bus, or if you are going to get off the bus to be able to push a button to let them know that you need the next stop and third cleanliness.

Clara: Available seats for handicap, convenience with stops to stores of location, and cleanliness.

Lisa: Seat belts, availability of late busses. Longer throughout the Saturday nights.
Reliability as far as being on time.

Kelley: Reliability - when it says it is going to be there have it be there, security (safety), cleanliness.

Mod: Okay, I thank all of you. You have been a good group. I really appreciated that.
And thank you for coming and sharing your ideas – that is all.

Appendix M
RIPTA Focus Group 2 Transcript
March 4, 2002

Moderator's introduction and group orientation.

Mod: I would like to start off now by going around the table so each of you could introduce yourself according to the format placed in front of you. Karen would you like to start?

Karen: My name is Karen and there are four of us in our household - - myself and husband and my two children. We only have one car. I have been using the bus for two and half years - everyday, twice a day. To get to and from work and some days, mostly four days a week, it is not just for work. It is much cheaper to take the bus, it is easier on the car. I have to go 60 miles round trip to go back and forth to Narragansett. When I get out of work I really don't feel like battling traffic out there and that is what the bus driver is for.

Ilene: My name is Ilene and there are three people in my household. We have our own car. I have been using RIPTA for 10 years and I use it twice a day to and from work and I usually take the bus five days a week. I use it to go to and from my parents house.

John: Hi my name is John there is one other person in my household. I have a son. I have no cars. I have been using RIPTA for nine years now. I use it everyday. The main reason why I use it for doctors and I have relatives in Woonsocket.

Jim: Hi my name is Jim. I am the only person in my household. I don't have a car. I have been riding RIPTA for the past - all my life. I use it pretty much every day to work and for if I need to go to the doctors or pretty much wherever I have to go. I need to use RIPTA because I have a medical situation - a back that prohibits me from driving. I have never driven in my life. Riding for 30 years.

Roxanne: Hi my name is Roxanne, there are six people in my house and one car. I have used RIPTA for seven years. I use it a lot during the day. Five days a week. I use it to go to work or when I have to take my daughter places.

Michelle: My name is Michelle. There are 5 people in my house with two cars. I have been riding the bus since I was four. I ride the bus at least five days a week to go to school and to go to work. I don't have a license.

Dorey: My name is Dorey. There are four of us in my household. Two or three cars. I have been riding RIPTA for over five years but um... years ago at URI I rode the bus once a day, five times a week. I come to work in Providence and the place I work has no parking. It is more convenient knowing I don't have to drive and I rely on the bus.

Mod: Okay that is the only time when there is going be question and answer period during this discussion. So the rest of this is going to be me asking a question and then you people answering it. Also bouncing off of each other. So please don't make this into a question-answer, question-answer session. The only warning I will add is that if someone is

talking please let them finish. Rather than interrupting there though wait until they are done and then add your two cents into it - - and I do hope that you have a pocket full of "change" tonight.

Okay first thing. I would like you to think about is bus transportation requirements. If you had to define what the basic requirements for the bus transit system would be, what would they be? What would be more or less the essential things that you think are needed on the bus? Anyone can start this.

John: I think there should be more comfortable seats. I think the seating on the bus is **. I happen to ride a "suburban" for the first time and the seats had cushions. I asked the bus driver because there were nice comfortable seats cushions and it was an old bus, and I asked where did you get these seats? I thought maybe they were upholstered. The bus driver said this is a suburban coach they don't make them anymore. It use to be strictly in Newport.

Mod: Are they luxury items or essential?

John: As far as I am concerned they are essential. I have back problems so I can't sit on them plastic seats that they have.

Karen: I agree with him - - especially on the 14 bus because it is such a long ride. You are sitting there for a long period of time and it would be nice if all the seats were comfortable and I know the busses we are talking about because when I get onto one of the good busses - wow this is one of the good busses! And it is true especially on Post Road they are doing all that construction - your teeth chatter. It is almost like they are going to fall out of your mouth. I said it to the bus driver -my god I have to hold my jaw when we are going over this area. But when the nice bus comes through its a nice ride.

Mod: Anything else that is essential?

Ilene: I think the schedule should be published and that people know - I mean all these schedules have been changing lately. The bus driver has more time if the schedule is published. Something you can pull up and go online.

Mod: So it is really an informational thing you are talking about then - that you know what the accurate schedule is going to be.

Karen: And the driver should know and what she is saying is that I don't how many times the driver is going a different way and we said "no, no, the bus goes left here" - - they look at you like you have three heads. "No, every morning we go to the left and we don't go that way" - - so the bus driver needs to know what route they are running. We should not have to watching the whole way and say "oh you need to go and pick up that person over there."

Mod: How does that happen?

Karen: I don't know.

John: The way the schedule goes you might as well tell the bus drivers - - they are oblivious, they don't make it to the next bus when they centralize the city they don't go right out - - they are on a layover so they usually change routes to. I take 54 and 54 ends up in Woonsocket when he comes back its 54 but by time he is back to Providence he turns into bus 13. He is changing every time he comes. They should get all these busses to run equal.

Mod: What else is essential?

Karen: Having enough busses. The schedule is a problem where they just cut off a bus and now there is only one at 5:15. When you get out of work sometimes its not very convenient to run to get there for 5:05 and other days you can get there with no problem. The problem now is that by cutting that other , there is a bus that is now overloaded - people can't find a seat. It is not comfortable. Especially way way in the back having every single seat and you are all squished in you got your stuff from work, everything is on your lap and then in the winter time you have the heat blowing so you are dying - it is just not comfortable. What is happening is that you don't have enough busses running at that time. I think the hour in the morning there when we come to work between 8:00 and 9:00 they should have back ups - you know if you miss the 10 minutes to the 8 bus into Providence you are in big trouble.

Mod: You are really saying two things - more busses to reduce the crowding on the bus and then more busses just in case you happen to miss one.

Karen: Just in those times.

John: Work times. I would imagine during the work schedule. Like early early in the morning when people have to get to work. Especially when you have children.

Karen: In the morning - with us what happens is if you miss the ten minutes from eight there is not anything until 10:15. All right - I will get to work at 9:30 instead at 9:00. Okay, but I think there should be another one that maybe leaves around 8:30 and then they could stretch them throughout the day whenever they want. But the crucial time in the morning for work and in the afternoon coming home. There are two busses in the afternoon, I didn't see where that was a problem. If you caught the one at five o'clock that is good but if you didn't catch the five o'clock then the five fifteen or the five twenty has to pick up the slack. That is fine but now every one has to get there by five fifteen. Then you fit in there like sardines.

Ilene: So you all have to fit in that bus?

Karen: Well, they won't let that happen. I guess what they do they pull people off and they call another bus in. Now you are calling a bus in for one person and that particular time when as if people knew there were two busses it would be different.

Mod: Okay what does this side of the table think? What is essential?

Roxanne: I was just going to say the same thing. I take the 8:25 bus to URI and I have a class at 11:00. If I miss that 8:25 I miss all my classes. The next bus doesn't come in until 10:30 or 10:45. But that is it.

John: That is not the bus company's fault if you get up late unfortunately.

Mod: Okay

John: If there was a back up somehow or an alternate route. That would be easier.

Mod: What else?

Dorey: More busses at convenient times.

Mod: More busses at convenient times. Anything else? What is essential? So far.....

Karen: Pleasant bus driver. One that will get you there when you are not like holding...

John: Busses that don't break down. That is what is essential. If the bus breaks down now we are really in trouble. Now we are sitting in the middle of nowhere for hours. By time you get an alternative bus there you are there for hours.

Mod: Okay

Jim: That has happen to me before - broken down bus waiting for almost an hour on Broad Street.

Mod: In reiteration, comfortable seats, more busses during express hours. But Michelle is going need to go to her classes later on in the day. We need a bus that doesn't break down. Anything else? Good drivers and pleasant, safe drivers. Drivers that know the route.

Jim: The first couple of times if a bus takes a different route at different times. I get that a lot. If they have a standard route all of the time then they go on a different route they might not know exactly where to go, especially if they have not done that route before.

Mod: Okay, anything else?

Michelle: Heat in the winter. Just make sure you have it on the URI bus. Spending an hour and a half on a bus without it....

Mod: You would have to go on her crowded bus. The body heat would have helped.

Karen: Summer with the air conditioning not every bus ha it. Very few. It also depends what route you are on.

Mod: Is that because it (heater) is broken or it is not on?

Karen: Because it is an eighty-eight. It is way out of date. But then again you will get an eighty-eight and its got the best air conditioning in the world. Its kind of funny but that is important.

Mod: Okay, now I'm going to switch the topic a little. It's going to sound similar but it's a little different. I want you to think about bus service quality. Okay, I want you to think about what contributes to high quality bus service. Say if I ordered a cable TV - it I was thinking

about cable TV I probably would mention things like clear picture, variety of channels, types of service which we mentioned before. When you think about bus service, what kinds of quality features come to mind. How do you define quality?

Ilene Consistency

Mod: Consistency of?

Ilene You know what time its going to be here.

Mod: Consistency of time

Ilene: Yeah

Mod: Okay. Consistency of bus driver?

John: I think that would be ideal to have the same bus driver all the time on the same route. I know they change all the time but I asked them about that myself. They told me when they have so many years they can change bus drivers. They can go wherever they want to go. They have so many years in the union and so many years as a driver.

Mod: Yes, they get priority.

John: They get priority over the lower, newer people. So they always pick the bus routes where they get the most rates or easiest one, or whatever. Which I can't blame them about. It would be nice to have the same bus driver. I could say good morning. I think that's an issue when they get to major bus stops now they can say where they are. What time do they say this? When I first started using the bus I didn't know where to go. I had no idea where to go. (You are told) you get on 54, you get on thirteen. They take you where you wanna go. I didn't know. Now they say it every major terminal or every intersection they say where they are, which I think that is good.

Mod: Anything else? Excuse me you have something else?

John: Do I have something...whatever comes to mind. I say what comes to my mind.

Mod: That's okay that's exactly what I want. Whatever comes to mind. How about quality? What else about quality? Focus on the same stuff. Break it down.

John: Get new busses. They are old busses. A lot of older busses. I know they cost a lot.

Mod: You'd like quality defined as newer busses?

John: Newer busses. I think after so long they should just....

Mod: What does newer busses mean?

John: Excuse me?

Mod: What does newer busses mean to you?

John: Newer busses? They are quieter, they are neat, they are more comfortable.

Mod: So they're basically comfortable.

John: I think myself the way the old things the old busses. It looks like your sledding. I hate that. The bus pulls away when you are trying to walk and you got bags in your hand. When people are coming and the bus driver pulls away. You don't want to scare them, they got bags in their hand. Bang! Your falling all over me. Busses don't have that. You can do that. busses need wide isles. They need wider spaces.

Mod: These are all quality features.

John: There are all quality features yes. You'd imagine after so long.

Mod: Its seems you mentioned something besides the bus - the driver starts to pull away before the people...

John: A lot of drivers stop. They get on, somebody might be putting a trans... they don't have their bus pass or something. They are taking off while you're still walking on the bus. The seats, you got to hold on, especially if you have broken bones or something. So I mean that's quality. They just take right off. They don't have a clue. You haven't even sat down yet.

Mod: Okay, what else? Keep going keep going. The rest of you can jump in anytime.

Jim: I think common courtesy, I have asked bus drivers many times, I have to ask them two or three times and they can't answer them. Are you going to a specific place. Sometimes they can't answer it.

Mod: So its not the lack of information, its the person themselves - is that what you are saying?

Jim: Yeah, certain drivers are just, I don't know - they have been on the route too long.

Mod: So that's a quality attribute there?

Roxanne: Yeah.

Jim: Common courtesy, you know.

John: I have seen one of them, he got really nasty at me. I would imagine see I look at them and yeah they are all....if they have a problem with their wife or their car broke down, obviously they are going to react to different things. Sometimes the things bother them. They can't put the kind of information into, or the personality into their job right at that moment. So I can understand it. I don't hold it against them though. I could care less if your car broke down or you had a fight with your wife last night. But a little bit more common courtesy.

Michelle: I think that's the most important thing, someone nice. There was this guy that drives the URI bus at 3:15. He is so mean. He does not smile, he does not say hello, he does not say your welcome when you say thank you. He does not answer you questions. Nothing. He presses the brakes like a maniac, drives like a maniac. I mean they should be under like a certain speed limit but he just drives like he is really in a bad mood and its not like he had a fight with his wife last night or something, he is just always in a bad mood.

Jim: Maybe there is a ...

John: Does he have a tight schedule? Some are on a tight schedule you know. If they waist one minute I know. See I asked the bus driver he said look - no problem being late, if you are early then you are in trouble. You get written up for that. You get demerits for that - you don't get raises you don't get advances if you are early all the time.

Mod: What else? Sort of like the mailman right? What else? Is there anything else? Quality?

Jim: Quality, in lines of customer service?

Mod: Whatever comes to your mind, what ever you think.

Jim: If you have a complaint you don't know if anything is getting done. It's like a total lack of something.

Mod: So its communication with the administration as well as communication with the....

Jim: Yeah if you call and say a driver passes you by or something like that or one case I know a driver took the wrong exit off the high way and he got lost. He had to go up and ask somebody where to go to get back on the main road. This one person was like, "maybe we should turn around and go back the way we came." and the bus driver turned around and just blew this guy off you know. And this guy was like actually right, because the driver did not know, didn't have a clue where he was, you know. And it was like you call up and you tell the customer service lady, you tell her that and she says well we'll write him up. And I mean its like do you really know if anything is really getting done? How do you know if something is getting done? You can't really go and file a complaint. You know what I'm saying, you know. Nothing ever seems to change and as far as like the drivers to me it seems as like nothing is really getting done. You write them up three times and again - you know what I mean? So like the guys are totally the same you know. Is something actually getting done? You say, well you can find out you know. You call them and they say well we are writing it up right now. You know its just the fact that I'd like to know if something is every gets done. You know what actually happens to this guys.

Ilene: I wanna know how you get that much done, because I don't even call any more, because you go through the voice mail and they say hit one hit two hit three.

John: They have got to get a better system. When you call customer service. When you call that number, you ever call that number because you want to get some information and then the thing, it hangs up on you. It's blank. You cannot get through. You can push nineteen, fifty

one, I don't care what numbers you push, its blank. Now that shouldn't happen. Twenty-four hours a day because I mean you can, you don't have to do it 24 hours a day, but up until whenever they run.

Mod: So access to information.

John: Accessed information, that's it

Mod: But also access to complaints.

Ilene: Then why bother? He's saying there's a different number, but I don't know about that number

Jim: You can't get a live person, meaning the customer service number is different than the scheduling number.

John: No this is that TDI, that's insane I tell you when you talking to a computer.

Mod: OK. Anything else? Roxanne, how about you? Got anything, that you would say, "Boy that's a good quality service or oh boy that's a bad quality service?"

Roxanne: I think that their response also talks about, you know, when your mind tells you something like, "To me, this always happens to me. I don't know why." Every time I'm like if I go anywhere I'm riding back home on the bus and I always request the same bus and for some reason that guy always is...it's always the same guy and so he always leaves me at the next bus stop so that means I have to walk all the way back to go to my house.

Mod: Well that's because he's all mad after having to deal with Michelle.

Roxanne: I don't know what it is but he does that to me all the time. I don't know why but..

Mod: Okay, so I'm trying to figure out what that means in terms of like, he doesn't know the route he's just...

Roxanne: I don't know what it is

Mod: It's he doesn't care? Oh Okay, you're not sure. But at least there should be the accuracy of getting you at the stop that you want. Anything else come to mind? Anything that would trigger you to say "that's good quality service or that's bad quality service?"

Dorey: Clean busses.

Mod: Clean?

Ilene: You know, I think that there needs to be more busses in the morning and then at night, but the truth is I have (mumble) which I can get a bus in Coventry, I can get a bus in West Warwick I can go, you know I found out tonight I can go down French Town Rd. I can go down to (mumble). I can go, so there's a lot of busses and you know you need a lift, and how

do you know that? How do you find that information? And I don't know the answer to this, but you know the good thing is there are a lot of different busses, but they're where people live so you can get the bus, but how do you get that information?

Karen: Have you gotten the book?

John: Go to the right over here on Westminster Street. They're right here. They got the newest bus schedule, it's right up to the minute. It tells you every bus, right where to go. I mean that's the book that they just put out - is by far the best, I think it's the best thing that the bus company ever did. It's all brand new. There's all focus around the new bus terminal and everything and it gives you what they're right on too. I have to say. They tell you every place the bus terminal stop is, when it's going to be there it gives you an idea and they're right there. They give you as many as you want. And so you've got to rip the pages out so right in the back of the book cause I was reading it today in the back of the book it tells you every bus line every number bus form where it goes and so forth and so on points of origin, where it's located.

Mod: So you're basically saying it's up to date information.

John: Unclear.

Ilene: Right, but you don't know. You know, I don't know that if I miss my relay bus, I don't know that in five minutes there's one on French Town that I can grab.

Mod: So, all the information in the world, but if you don't know it exists it's not going to help you.

Ilene: Right.

Mod: Okay, anything else? We've exhausted that. Okay, anything about safety or the quality of the service?

Karen: What I don't understand is why don't busses have to have seatbelts?

Mod: Um...I don't know.

Karen: You know, it just amazes me that you have to put a seatbelt on in a car and what would happen if a bus went over? I mean you're not going to stay in your seat. That's for darn sure. And there's so much more room to go.

Mod: So that's a type of quality for you? Wearing seatbelts?

Karen: It would, yeah.

Mod: Any other safety things that would define..

John: You know, I've been on busses. I've gotten on busses and I've looked at some of the tires they've got - -no treads on them and I said to myself I don't know how they can pass inspection. And then I say to Lynn, this is a public transportation so they go through the state

so they can bypass all that stuff. Plus the emissions, those busses, busses go through a lot of gasses and some of it isn't it terrible. I've seen a lot of busses. (mumble). It's high as a ball. I don't know how the I mean it's slippery roads I mean they have to have threads on it.

Mod: Yup. Yup, anything else about safety?

Ilene: I would second the seatbelt thing and also there was one time when a little bus was sent to bring us home and there were about six or eight of us standing in the back of this little bus that we had nothing to even hold on to. And I don't know why they didn't get another bus for us. (mumble) And the next day a ton of people called up complaining about the fact that there wasn't even anything for us to hold on to. I mean that was the most unsafe thing I think I have ever seen down the highway and you know all of a sudden screeching on the brake pedals and you know there's not even anything to hold on to. It was the bus that was designed for wheelchairs which is fine, but usually they have a seat that slides down that you can sit on or the seat comes up to accommodate the wheelchairs. Well this didn't have any extra seats. It didn't have anything and so it was just basically this framing that the wheelchair could come up on and as far as handrails there was nothing to hold on to. And they should have never let us get on to that bus.

Roxanne: I also think that another thing that we should have a lot of seats in the bus, 'cause there's sometimes when there's a lot of people standing up and for some reason or another the guy refuses to hit the brake and you have people falling on top of you or you falling on top of other people.

Mod: Good way to meet people?

Karen: I don't know if you want to do it on the Broad Street line, but that's where it happens because that's where it's always packed. I had to take that bus once.

Michelle: When the students go to school, high school. I always take that bus because it comes right on by.

Mod: So you're defining that, Roxanne, as a safety issue as well as a comfort issue, okay. Well let's then go to comfort. We seem to be running out of safety. What comfort issues? We heard about the seats, we heard about the air conditioning and the heat. Um...the hand grasps. Anything else about comfort that...

John: One thing for comfort would be, I go to my doctor on Broad Street. I have to catch the bus right at the part where it turns around. There's a lot of busses that lay over there. There's three and there's 11 that lay over right in that particular area, so there always every time I get out of the doctor's office there are several busses there. They don't let you sit in the bus, especially when it's cold. When they are just waiting to come into Providence. I think that's a comfort thing. They should be able to let us sit in the bus while they're reading the paper, while they're taking their coffee break or whatever you want them to do, but they don't. You know that's a comfort area. Instead of sitting and waiting outside. I mean even. (unclear) They should let us do that. A comfort issue is too. The bus stop, the new ones that they got I really like them but that grate you got to sit on... I was better off sitting on the ground than sitting on that grate. I mean that grate, there's three seats on every one of them. It's nice they

have Plexiglas to keep you out of the wind and out of the rain and out of the ice, but comfort? Get rid of them grate seats. You're better off putting milk cartons there. I'd rather sit on a milk carton.

Mod: Then you have to upgrade the seats on the bus and take all....

John: I think those are very uncomfortable.

Mod: Anything else on comfort? Okay, how about needs for using the system? We've heard about having up-to-date information, knowing where to access the up-to-date information. Is there anything else about ease of using the system? Having more than one bus going so that if you miss one at peak times there is another one?

Karen: I'd like to see that but what I do know is that umm, they give good information on the Internet. When you go on there you can get the schedule from anything and you can print it right up. I found that to be very helpful. Before the books came out that was something because you just type in the line you want. Or even there you know it asks you where you want to go I think it kind of prompts you. You can almost get a route that is convenient for you through the internet. Not everybody has it but umm, so that is very good, giving information that way.

Mod: Ok. That's right, I forgot you mentioned that. Anything else on ease of using the system?

John: Well we can fix this here. I know how to complain about it so if I can whatever I complain about if we use the opposite (mumble) We can always find someone's short comings, but to define their qualities, sometimes we don't find that.

Mod: Ok. Anything else?

Karen: I have no problem with the 14. I think it's a really good bus to take. I've taken other ones and I find that they are prompt. The other day she was only one minute early and I'm standing there and she's going by and I'm like what it was gone. It was too late, but they are usually right on time and I have yet to have been there when a bus didn't show up. Thirteen was a whole other animal. Thirteen would come if it wanted and if it didn't, it didn't. Then you would just stand there and wait the next half hour, 45 minutes waiting for the next one to come through, but at least then you have the recall (mumble).

Mod: Yes, we talked about having more busses later on. Anything else come to mind?

John: It'd be nice if they could serve coffee and doughnuts.

Karen: You can't bring them on the bus.

John: Mumble. Anything from 2001-2002 you cannot bring coffee on the busses, especially early in the morning and I think that's absolutely insane. The busses are going to get old. What are they trying to do, save it for 3 months? I mean I can understand people with no shoes on. no shirt, I can understand that, but an early morning and not being able to bring your coffee on the new bus.

Karen: By then they should have the radio piped in so that...(mumble) yeah they should have the music.

John: I guess that's (unclear) That only involves for the newer busses. Anything in 2001, you know how old they are by the numbers. Cause they go 04, 01. That means it's a 2001. But the new ones, they do not let coffee on them. You can't bring any drinks on, (mumble) you've got to sneak it on. They don't let you bring a coffee on.

Mod: How about a convenience?

Karen: Probably people that live out in West Greenwich would probably really wish to have a bus that went that far. You know, I mean they have to travel a long way just to get to a bus stop never mind, I mean it's ridiculous, so I was in public transportation. I drove a taxi for a long time and there is nothing that goes out that way for those people. You know. Cabs will cost 20 bucks just to get to a bus stop. You know it's just not convenient and there are a few areas in RI that lack in service that way. But again, 14's a good one.

John: The best thing that RIPTA did is put a bus on Mineral Spring Avenue. Now you go back to the city right but I walk, cause I used to live up on Mineral Spring Avenue. Trying to get a bus - there ain't no bus in sight on Mineral Spring Avenue, now they run on both sides of the city in Pawtucket (mumble). So I think that's one of the best things they have done. I mean that's one of the main thoroughfares in the state of RI. You've got to have a bus on Mineral Spring Avenue. They should do that with more main streets. They don't have one that runs Park Avenue.

Mod: So you're saying other routes?

John: I mean they don't run east to west. They run north to south but they don't run east to west directly. What about those people that live over there? They've got to walk a long way to get to the busses.

Mod: So you want cross routes?

John: They should get cross routes. They're running north to south. They don't run east to west.

Mod: Any others?

John: Well I don't know. I mean I'm just telling you what I've run into. Sometimes I live in stupid areas and you've got to walk a long way to get to a bus line.

Ilene: I would say where it picks you up at the end of the day, because people get out of work at different times, different building with elevator issues or whatever and you know I think it should you know not be done in an area appearing right after the (mumble). Our busses have to be done by the (mumble) which is the wrong way. It certainly is a problem for the Bank Boston or the Hospital Trust building on the 11th floor. Lots of luck getting up there for 5:10.

Mod: So that's a pick-up thing?

Ilene: So it should you know. It's got to go over there, why can't it?

Karen: And they'll just drive by you. It's like, "Yo" and you want it to stop you know?

Mod: How about going the other way? How about going home? Does it get you close enough to your home?

Dorey: You can stop anywhere you want.

Mod: Okay, is that the same for everybody? Is it close enough to home?

John: Mine drops me off right in front of the house.

Mod: Okay, so it's basically what you're saying, Eileen, is it's coming out of work rather than getting home.

Ilene: Yes. Right

Mod: And then there's the cross-route stuff, and also with the specific areas that weren't really covered. How about "on time" anyway, that's not an inconvenience or how about later busses?

Ilene: Later after 5:00?

Mod: Well, whatever, like.

Ilene: That would be good.

Karen: It's a 6:15 on the 14 which is a good thing so if you want to work an hour over time, you know, you can do that and still catch a 6:15 like you would a 5:15.

Ilene: But, you've a long walk to the elevators from where you work you know.

Karen: I think it's supposed to pick-up in Kennedy Plaza where it stops. Right now I pick it up right across the street from here.

John: Once the Kennedy Plaza is all fixed they are going to change the starting points again.

Karen: I don't know what it's going to be like. I don't know if they're going to have more lighting.

Mod: We can have coffee in there where it's warm?

Karen: It's going to be to stand in is that what it is? We're not going to have to stand outside?

John: You can have coffee on trains, coffee on planes. Charge it in the bus fare. Charge the state of RI.

Ilene: Speaking of bus fare...unclear.

Mod: Okay, let's switch then because we'll get in an argument if we don't. How about performance and reliability?

John: I don't have any problem with that. For the most part when I take the bus, they're right on time.

Mod: Okay.

John: They're reliable. I have to give them that much. Unless it's snowing out.

Mod: Any problems there?

Jim: They're pretty reliable.

Mod: Facilities, not counting the busses or counting the busses?

John: You're talking about the...?

Mod: Well, it could be the bus stop, you already mentioned something about that.

John: The bus route, yeah the ones that take you out to (mumble) would be great. There's more possibility there.

Mod: Which ones?

Michelle: The ones that (unclear) like when it's raining.

Mod: Those are the ones with the metal seats?

John: The grated metal seats. I think they should find, myself too, something that's unbreakable if they can. Because usually in the areas that they put them down, I mean they break, they're Plexiglas, you know what I mean, or they can do it so that they can't break that Plexiglas. If they could find some kind of material. I know it can be expensive too.

Mod: Ok Now the next question deals with your ideal transport services. And we have talked a lot about this already, but just in case there's anything else. Is there anything that you can think of, the ideal what would happen?

Karen: It would pick me up at my door. And it would drop me right back off there. And the fact that you know the person that's picking you up and it's a pretty regular person all of the time and you know you get to talk about their kids, you know it's kind of like a social event on your way to work.

Mod: For the bus driver or for the group of people.

Karen: Well I think it's good for the bus driver too. I think the bus driver likes the idea that they can talk to the people, but umm, at any rate I think it's important to have a good bus driver. Somebody that's you know, will talk to you, pick you up on time, get you where you have to go, no matter what. It's almost like the postal service, you know? Everything gets to where it has to go. I like the idea to know that when I'm on that bus in the morning I know that I'm going to be at work pretty soon and I don't have to worry about driving there, I don't have to worry about anybody pulling out in front of me and me killing them, you know. I mean if the bus driver does it, that's unfortunate. You know, I'm sorry but that's what I like about busses.

Mod: Okay, so it seems that you've mentioned convenience, you've mentioned safety, you've mentioned liability, anything else anybody would like to add?

Jim: I think we should have as many coach busses as we can have. My idea of an ideal is that We have a major bus line pass so that. (unclear) As many as possible as those being on time, running very frequently in the peak hours going to work and coming out of work so that the people that are coming to and from have a couple of choices rather than just one choice. Certain routes you only have one at 5:15 that one choice. The bus driver that if possible tries to at least wait until most of the people get to their seats before he takes off. They sit down, the guy's on time, he runs his route. The express L would be very important I think. Between seven and nine...

Mod: Most of you seem to feel that way, right? It seems you'd much rather have that functionality then than you would at other parts of the day for early 10:00 classes.

Jim: And you know the major points where you're at having them speaking over the megaphone telling where exactly they are. We are now coming to the square.

Karen: Yeah if they called out the major stops that each route, different stops that they have for each bus.

John: There should be a site up there like there is a (mumble) Do you want a little take on that.

Mod: (Pointing at assistant) She's trying to make a hand signal for us to have some still pictures, but. . .

John: But I think that anybody who defaces a bus - I think that they should be reported immediately. I don't think there's enough of that.

Mod: Okay, anything else?

John: A lot of people just turn their heads the other way. You know what I'm saying?

Mod: Okay, anything else?

Roxanne: I think they should have a radio.

Mod: Radio?

Karen: I think in the morning it's a nice thing to hear that, you know what you're delays are going to be. You can call on the cell phone and say, "I'm going to be 20 minutes late because Thurber's Avenue is backed up to Jefferson's Boulevard. I like the idea of having the radio on in the morning and just hearing the news.

Mod: Okay, Anything else?

Ilene: A value comment.

Mod: Well I was going to go to that next - value.

Karen: It's great.

Mod: What do the rest of you think?

John: As a matter of fact, I think they should charge more. I don't know. But I remember busses when they were real cheap.

Mod: What do the rest of you think?

Jim: I think the rates are fair right now.

Mod: Do you think that value applies to what you get for what you give up? And is it medium or low, or what?

Jim: I think its a high value to be able to get anywhere in the state, with transfer, for a dollar.

Mod: What about a bus pass so you can ride for free?

Michelle: Yeah.

Karen: Or you can get \$35 bus passes that takes you - that saves you \$15 dollars right off the top if you were paying by the day. \$35 is pretty decent.

Mod: Do all of you use the passes?

Roxanne: No.

Karen: It depends on if I can get to the store at the right time of the month. After a certain time it's pointless, you know?

Ilene: I always feel like I'm not going to use it if I buy it so I pay the \$1.25 each way everyday.

Karen: But you know we only use it for work. At one point last year I didn't have a car and I lived in West Warwick and I'd ride on the bus on the 13 line. And I can tell you how many times I used that bus just to go up to Artic to pay a bill. I mean I got to use that bus pass just to get on the bus to go up the street, you know, and then if I wanted to wait an hour at the launder

mat I'd come back out and it would be going the other way. How many times do you get on and off that bus if it would have been \$1.25, if I didn't have that pass. So at that particular point it was great. For the elderly, it's a wonderful thing for them to be able to get on that bus anywhere and to go anywhere without having to cost them any more money. I think it's great, really.

John: I think that they should have a holiday schedule on a lot of routes. Some of them, will shut right down on Sundays and holidays.

Mod: So that ideal would be more convenient times, not only expanding the length of the day?

John: Just because there's less transportation, particularly on that route, I don't know why they just stop it completely. I mean especially when RIPTA gets to state funds for some of it and Federal Government funds for some of it. Ask the Federal Government for more money. If it's on the schedule, I think that's absolutely great.

Karen: Even Christmas, there are a lot of people that rely on transportation and their own transportation - they can't drive, you know? They have to go some place on holiday. I mean what are they going to do?

John: Right right, on your bus I don't know, on your bus route whether there is no service on that line, I mean it's just that you've got to walk to the next line. Then you have to wait two hours sometimes. This one bus is two hours later. I think they should have maybe Christmas and New Years nights.

Mod: Okay let me change subject. I'm going to go to specific attributes. We already talked about some of them, but I'm going to ask for your perception of the importance of these attributes. Here is the scale that I want you to use. Okay so when I mention something you can start telling me your opinions about the level of importance that that has to you. And the first thing that I would like to talk about is safety. First of all, just in case we didn't cover it all, what does safety mean to you concerning the busses. I know you talked about the tires, the bus driver starting and stopping, and I know you talked about the seatbelts. So I don't know if there is anything else that you want to mention with regard to safety.

Dorey: Standees

Mod: Standees, okay. Yes some people mentioned that, for their safety.

Karen: I mean if somebody is standing on the bus and they fall and they land on you it's a danger to them and to you. A man sat down on the bus, and threw himself into a seat because the bus was moving and he grabbed a hold of the thing and he went swinging down and he whacked a man in the head with his head. My god it was like clunk. I thought that they were just going to just knock each other out, oh my god.

Mod: Uh, that seem to be a little different safety issue then you had mentioned. So you are talking about a standee himself? Like even one could be dangerous to a person and or to the people around him. What you're saying you seem to be implying that there is another kind of safety.

John: Well okay, I can understand it being over crowded. Obviously if every seat is full and you are in the middle of a route and somebody wants to get on the bus obviously they are going to have to stand up. I can understand that. What I'm saying is I think that busses should make it - not until everybody is seated that the bus moves from that stop, because that creates a problem. Now if they have to stand up obviously they have to stand up. But sometimes or most of the times the busses are not full. There is not standees on it. In my opinion I think that everybody should be seated before the bus takes off. Before the bus moves. That is what I think.

Mod: Okay anything else?

Ilene: The difference is if you have to stand up you know you are standing and you can secure yourself. If you get on the bus and your back is to the driver you don't know he's taking off.

Mod: Anything else in terms of safety?

Roxanne: Well I think that during the actual stopping that it is important that there is a light on that street. So you can stand there and wait for the bus.

Mod: Okay so its safety outside the bus at the stops. And what aspects of that safety - - lights and anything else?

John: I have a friend of mine - do I talk to much? Most of the bus stops are not well lit at all. I would say that putting a light on every bus that has a yellow sign at the stop. There should be a light out there.

Mod: Okay anything else? Safety?

Karen: Downtown I think that they should have the RIPTA guys that come to the bus stops and make sure everybody is getting on the bus okay and there is enough room. I think that they should come - not necessarily just the five fifteen and that's where they are always are. The six fifteen - you go to that bus. The bus stop is - not always the nicest people standing around you know. And that's when they kind of like want to know how much money you have if you can give them some money so that they can take the bus because their poor souls haven't any money.

Mod: So say safety from crime, potential crime.

Karen: There is a lot of them. I didn't realize how many until I took the six fifteen last week. And there was another girl there and there was a couple of guys, you know, talking to her and she was like trying to get away from them. Finally I just went over and I said, "I think she said that she didn't have any money." You know and then they walked away and she was like, Oh I didn't know how I was going to get rid of them. I said well you just have to be mean. But you know - if you don't know and you are alone. I know that safety in numbers - there is two of us there but when you are all alone and you've got two people I just think they should have a guy not necessarily there just walking up and down, you know, where ever the bus stops are. Its just, they are not very nice people.

Mod: Okay, let me mention some things and then you tell me how important they are on that scale. Safety at the bus stops what we just discussed. We talked about.

All: Very important.

Mod: Okay, safety from crime while riding.

John: Oh that's another one.

Karen: It's important but I never thought about it. Kind of like 9-11, you never thought that someone was going to fly a plane into the building. I never ever think of somebody on the bus robbing me or taking anything.

John: Do you know - has anybody ever seen it - do you know that the bus has an extra emergency flashing sign? You ever see those? I was walking across the street and it said "EMERGENCY PLEASE CALL POLICE NINE-ONE-ONE." This guy was flashing this as he was driving down the street. Now I don't know if that's a mistake or not. I had my cell phone on me, I was just ready to call 911 because I just happened to catch it when he crossed the street. Well, I said you know you have got your 911 flashing? Now he's the guy that's driving down the street -your going to have all kinds of cops coming. He didn't know - he was uniformed. I mean I know they do have that. I don't know if anyone can see that. I was next to the bus, he presses the button.

Mod: Anything else? Safety from crime while riding. Anything else? How about safety related to behavior of other people besides at the bus stops.

Karen: I think we are lucky you don't get too many unsavory people.

Mod: How about the rest of you.

John: I have been on busses where bus drivers have asked certain people to get off the bus.

Mod: How important is this?

John: I think it's very important. There are some people that are inebriated or high on drugs or whatever so they are threatening, they have a threatening demeanor about them. The bus driver has to tell them that they can't get on the bus.

Mod: Safety in relationship to operation of bus.

Karen: Very important.

Mod: Anybody else have any other opinions? Okay, lets go comfort. How do you define comfort when riding the bus? The seats I recall, the standing I recall.

Karen: Temperature.

Mod: Temperature control. Okay. anything else? The quick "take off?"

John: The taking off. I find that to be problem.

Mod: Not only a safety problem but a comfort problem. Anything else? That helps define lack of comfort or comfort?

Dorey: Clean.

Mod: Clean okay, anything else?

Karen: Yeah the leaks. I was the bus the other day and it had been leaking and the seats were drenched so my closed where wet when I got off.

Mod: Well you could always have a plastic suit that you could wipe off.

Karen: Yeah I could but this one didn't.

Mod: Okay anything else? Why don't we go through some specifics of comfort. Availability of seating at the bus stop, how important is that to comfort?

Karen: At the bus stop?

Mod: Yeah.

Karen: Well the fact that there is raw iron seats. I don't sit.

Mod: Okay availability of seats on the bus.

Karen: That's important.

Ilene: Very important.

Karen: See I think there should be assigned seating. When I get on the bus and somebody is sitting in my seat I get really upset.

John: Well I think they should it says reserved for the elderly. I think that only the elderly should sit there. That's not what I see there. Young people get on and they sit right there because they are too lazy to walk to the back of the bus. I think that the bus driver should ask them not to sit there. And they don't I see a lot of bus drivers just let them sit there. They don't care.

Mod: Comfort of the seats.

Karen: That's a big one.

Mod: Biggie. How about the rest of you? How important is it?

Jim: Very.

Mod: Very important we are all saying? Degree of crowding on the bus.

Dorey: They are in important.

Mod: They're important? The availability of hand rails and grab bars?

All: That is very important.

Mod: Even more very important because we have crowding on the some of the busses. And everybody is trying to get on that one.

Karen: Well you have to walk to the front of the bus if you are going to be getting off. You are still got to walk to the front before he stops. So you have to kind of walk you way.

Mod: Smoothness of the bus ride?

Karen: The jaw - my dentist said I need to have... I went there today. That's how come I wasn't at work today. I went to the dentist. And he said that I need work.

Mod? So how were the ratings?

Karen: Moderate.

Mod: Okay, Moderate. Now, comfortable temperatures on the bus?

John: That's important.

Mod: Yes, very important or moderate?

Roxanne: Very important.

Mod: Okay any other comfort things that we didn't discuss?

Karen: Well you can't do anything about it but sometimes you get people on the bus that need to have their own section. And there is no room for them and here is not much you can do about it I mean especially when you have to sit with them. And when you have to sit on the side of them you are really in trouble. So there is sometimes that they smell. I don't know how you'd control that.

Mod: Okay, now - How would you define an easy system to use?

John: Most of the systems are probably easy to use - it's just that you use common sense. The only part of the system that is not easy to use is that calling of RIPTA. But I can read their schedule and read their busses. It's very easy to find - I mean,I think it's very easy.

Mod: Okay

John: The newest busses tell you where its going to be at every point of call.

Mod: Okay, so what you are saying is that it is up-to-date information. Anything else? Up-to-date information and a system so you can communicate with them. Anything else?

Karen: I guess a way to get it to the people. Because if people don't know – before I took the bus I didn't have a clue - that was real wonderful day.

Mod: Are you a seasoned traveler?

Karen: Now I am. But before you are a seasoned traveler you really you know you are at the mercy of the bus driver and the people are hoping that they give you the right information you know. So I guess its getting out to the public.

Mod: Okay, so when they get in what kind of information do you think would be important to get out to the public?

Karen: Well, for people that are visiting her – places to let them know where they can get busses. You know, where they can get busses - where its going to go to. I mean, we get a lot of choices and I don't think that they push toward it that much. If you get a lot of people on the busses that aren't -I have told people what to do once they get down town. I think the bus drivers should do that. I think that it is their drive.

Mod: You think of them as a communication vehicle. The bus driver themselves?

Karen: In a way that is going to be one of them. You know when somebody gets on the bus and says they want to see something downtown. They don't know want to hear "Well you know you'll have to take another bus."

Jim: I think the trolley drivers do that.

Karen: Yeah.

John: The trolley drivers are well informed about that.

Karen: But you can't get a trolley from Warwick. You know from the Holiday Inn to go downtown. I just think like she said it's a marketing thing and you are trying bring tourism up in Rhode Island that would be kind of popular.

Mod: Okay, anything else that would make it easy or difficult to use? Okay, lets go through some specifics then. Knowing when the busses arrive is important. How important?

All: Very important.

Mod: Availability of printed schedules?

All: Very important.

Mod: Availability of information at the station?

Karen: That's important.

Mod: Very important? Moderately? what?

Karen: Well again there is somebody that doesn't take the bus, either he needs to get information. He wants to go up there ask them what bus to take to get to here they can tell you instead of looking at your card schedules.

Mod: Very? Moderate?

Ilene: I think it's important to me.

Karen: To you? To me it's not so much any more.

Mod: Okay, so probably to the people that are less skilled in the busses schedules.

Mod: Ease getting information by telephone?

John: I think that's the best and worst part of this system. That new system that they got - you are easily able to access the bus schedule. That's okay, that's fine. But then when it goes blank, now you are trying to get information, you are trying to access the information electronically and you can't do that. You know when you don't have a bus schedule next to you.

Mod: I'll take that as very important.

John: But now that they give out these new bus schedules here, I got two of them so I always have them.

Mod: How about ease of purchasing tickets or passes?

Karen: I got mine at Stop and Shop

Mod: Not that important? The courteous and helpful staff? Visibility of bus names and route numbers from the outside of the bus?

John: I think they should be in the back too. They are only in the front and on the side.

Mod: Front and side they should be on back.

Karen: They should be on the back. Just so you know that you have missed it. That you're not wondering, your not standing there. I saw 66 on the back of one. When I was running for the 66. You have to run after it.

John: There is a little thing on the side. They have a little thing, they have a little section when there is suppose to be a route number. I don't care, but they don't do that.

Mod: Okay. Ease of getting on and off the bus?

Roxanne: Sometimes.

Karen: Sometimes at the end of the day.

John: When you've got questions.

Ilene: Sometimes the bus eases down and it's fine. Bus sometimes its a big deal.

Mod: You want them paying the fair?

Jim: Newer busses aren't a big deal.

Karen: What really sticks is when you have a five dollar bill and you can't get change before the bus comes. I felt bad. I ended up giving some guy a dollar the other day and he said "I'm not poor or anything." I was like you got a better idea? You know he needed a dollar in

quarters and all her had was a five dollar bill. I knew somebody on the bus and she gave me change. You know, not having a dollar bill, I don't know how you can possibly change that unless they made the fare two dollars instead.

John: Maybe they should put something on the bus that makes change.

Mod: Okay but how important is it to you.

John: To me no because I have a bus pass. So its kind of like slightly important I know its important if you don't have time to stop.

Mod: So when you don't have the right change.

Karen: Yeah its not good.

Mod: Okay, uh, ease of making connections and transfers?

Dorey: Slightly.

Mod: Knowledgeable and courteous drivers?

All: Very important.

John: They switch them around too many times.

Mod: Uh, availability of information about delays from the drivers?

Michelle: How will we know?

Mod: Well that's if the driver will tell you we are going to be ten minutes late.

Michelle: Oh

Karen: You mean ten minutes late going home?

Mod: Well whatever. There's a delay or a something.

John: They used to have the screens out there. They tell you what time they are coming in. How about when they are at the airport. This bus is delayed, its not going to make it. We'll, we are like, where is this bus? They are sitting there saying I don't know when the bus is going to come.

Karen: I want this guy at my bus stop that's what I want.

John: They don't tell you that. If the bus is going to be delayed or is broke down. They should give you that information.

Mod: Okay which are going to switch to convenience now. What does convenience mean to you when riding the bus?

John: As long as it shows up.

Mod: Okay. As long as it is showing up - doesn't matter what time?

John: Don't make no difference as long as your going to get there.

Dorey: Not early.

Karen: That's right, not early.

Mod: So which is worse early or late?

All: Early.

John: Early is worse.

Karen: Because then you don't know if you missed it. You know your standing there for twenty minutes then you realize that this ain't coming and you got to go home and take the car.

Mod: Any other features that if the bus had it would make it convenient or not convenient?

Dorey: More busses.

Mod: Okay more busses at the peek hours. At least some service on the holidays.

John: Right on the holidays.

Mod: More later in the day?

Karen: More in the peak time. The morning around 7:00 to 9:00 and in the afternoon 4:30 to 6

Mod: Now, when you say that – do you mean if two busses showed up at 8 o'clock or an 8 o'clock and an 8:15?

Karen: I'd like to make an 8 o'clock and an 8:15 or 8:30 - something that I know is going to get me there.

Mod: Okay, so its like a back up. Okay.

Karen: Well you know its not necessarily not getting up late but you know if you are on your way to park your car and there is an accident in front of you and you have no way to control that. So just a back up.

Mod: Okay.

Michelle: I'd also important that they all have the wheel chair thing working. Because sometimes people come with a wheel chair and then its not working so the bus driver will say well wait for the next one because it doesn't work in here.

Mod: Now when you say 'the wheel chair thing' is that the bus that kneels so they can be lifted or the one holds...

Michelle: No the seat goes up so people that are in wheel chairs can get on the bus. Sometimes it doesn't work and they have to wait for the next one.

Mod: Okay, back to the importance of things - availability of bus stops close to home?

Karen: Important, yeah.

Mod: Moderate?

Michelle: Moderate.

Karen: That's because you don't catch a bus from your house.

Mod: Availability of bus stops close to work?

John: Very important.

Mod: Availability of bus stops close to shopping?

John: Not all stops are at shops - not all Stop and Shops not all Malls are on North or South. They are east and west. But they do make all the big areas.

Mod: Availability of parking at the bus stops?

Karen: That's important.

Ilene: And the safety of your car while it is there.

Mod: Okay, how important?

Karen: Very

Mod: Okay, a couple of 'very,' a couple of 'who cares.'

Michelle: I don't have a car.

Mod: Okay, performance and reliability? I think we had some mention of features of performance and reliability before, but lets review. What kinds of performance and reliability issues come to mind?

Karen: Being able to get information when you need it.

Mod: Okay, and being on time - you want that. So extended hours and holidays, you said on time, the reliability in terms of the equipment. Does it seem to occur....

Karen: It happened to me once on fourteen. On the thirteen it did it everyday, I swear.

Mod: Let me go over some reliability and performance features. Frequency of service - I guess we talked about that already. Length of bus travel-time? If it takes to long.

John: You can't control that.

All: Yeah.

Michelle: Just be prepared and take the one that you want.

Mod: Different routes?

Karen: But the people that live in Wickford are totally opposed to that because they like the one that goes up through town.

Mod: On time performance of the bus?

All: Very important.

Mod: Very Important. But seems like not much of a problem with it or am I wrong?

John: I have no problems with that. Mine are always on time.

Mod: Condition of the vehicles and facilities. You mentioned the seats, we mentioned leakages, uh, what else?

John: Temperature control.

Mod: Anything else?

Karen: The bus stops being safe.

Mod: The bus stops being safe and the bus stops being comfortable with seating, bus stops being lit well. Anything else? Okay, let me just mention specific things then. Cleanliness of the bus interior? Busses free of graffiti?

John: Yeah, I think that is moderately important.

Mod: Moderate. Bus stations and shelters free of graffiti?

Karen: As long as it has a thing over you head I don't care what is on it.

Mod: Moderate. Cleanliness of bus stops?

Karen: That is kind of important.

John: Well the only problem with that is someone should go out to the bus stops and where ever there is a pole or nothing they should shovel that when there is snow on there and they don't. The plows come by and they mound. People are having trouble. Just like the firemen do with the fire hydrants. Do you agree with that? They go and they just clear off around it. Somebody should go out and clear it. So you can have easy access when the snow mounds up. That does not happen.

Mod: Okay how about busses in good repair?

Jim: That is very important.

Mod: Okay, now value. How do you define value?

Karen: RIPTA Busses. I tell you that you can't beat it. Its fee, especially when you are coming down town every day you know that its only going to cost you certain about of money and in your pocket is ten dollars if you don't do it in before you pay. It's ten dollars a day.

Mod: So you when you start talking about value how do you define value? When you think of something that is of good value versus something of poor value – what's the difference?

Karen: Money.

Mod: Money so....

Karen: A \$58 cab ride to go from Cranston to Narragansett, oppose to a dollar and quarter for a bus.

Mod: So whenever something is cheap that means its valued?

Karen: I think that is a great value

Mod: Okay, so it is getting at least good service for a low price?

All: Right.

John: I get mine free.

Mod: That's a pretty good value. Okay

Michelle: I don't have to pay either. I use my sisters.

Mod: Oh, cost of a one rate ride - how important is that in your decision to use the bus?

Karen: Its a good bonus.

John: Just as long as they don't raise it or the cost of a transfer.

Mod. Going from something free to something positive?

John: They should lower it. I remember when they were seventy-five cents.

Mod: If they pay you to ride the bus that would work out. (smile)

John: Right that's right.

Ilene: Actually can I say one thing I think when I started to ride the bus the cost was a dollar sixty-five and it has gone down. For me it went down to a dollar twenty-five.

John: Some rates they charge more.

Ilene: It's cheaper for me then it was ten years ago.

Mod: Cost of transfers?

Karen: Its pretty reasonable.

Mod: Availability of discount fairs for senior citizens and students?

John: That's okay with me because I'm a senior citizen.

Mod: Is that part of value?

John: That's part of value, sure.

Mod: Availability of volume discount bulk discounts?

All: Very important.

Mod: Cost of parking at bus stops?

All: Good deal.

Mod: Okay, so that's a good deal.

All: Yeah, that's a good deal. It's very important.

Mod: Quality of facilities and equipment/service?

Karen: Very important.

Mod: Now, how should an agency like RIPTA monitor its quality of service?

Ilene: I think they should have somebody on the bus.

Karen: I think they already do that. When they have a complaint about a certain route of a certain bus driver they have somebody get on the bus with them. I have been on a bus that had something like she had before. It wasn't just every now and then its every day every time you took the bus so I think like I said having somebody ride it is good.

Mod: Anything else?

Dorey: More feedback like Jim mentioned when we call to know if something is happening

Mod: Oh, I see – it is like a follow up to a problem.

Dorey: Exactly yeah.

John: Because you don't know, you might be talking to deaf ears.

Mod: Anything else?

John: I think the bus drivers should have the same rights that we do. There might be rowdy people. So they should have the same right to complain. If you are being disrespect to the busses I think the bus company should have the right to refuse service.

Mod: Any other measures of quality? Okay, let's see. You defined quality for me already, you just told me how the information needed to monitor quality. Uh, but it seemed like it came mostly from the people. Do you think there is like any other types of measures - rather than asking riders? Can they monitor quality in any other way?

John: Put spies on the busses.

Mod: Okay.

John: Which I think I'm sure that they do because on certain busses I think that they have people on the bus that monitor bus drivers to see if they stop the bus if they let people off not at a bus stop. Then you get on the that same route again and you try to get off at the light and the guy wont let you off because its not a bus stop. The ones that don't do that say no they monitor us they put monitors on the bus. So I'm sure they already do that. That's how they monitor it.

Mod: Okay, then that should be it for that one. I just want to ask if there is anything else anyone wants to add on any topic with regard to the bus service?

John: I think its good that they have the survey. I think the bus companies do - I mean obviously they try to improve their services. I think its good that they have the study groups. The only way they are going to get the information is right from people who take the bus.

Mod: So it can always be better but you do see a lot of value for now?

John: With out busses I don't think, I'm the type of person without a bus I would have to walk all across the state. To be honest with you I would rather ride the bus. I think it's safer on the bus. I have had several cases where I have almost died in a car accident. So I'd rather be on a bus. So there are a lot of people that are elderly and not just elderly that depend on busses. I think RIPTA, without RIPTA we'd be in trouble.

Karen: I remember ten year ago you'd be lucky to find a bus out in Coventry. A bus? What's a bus? They have busses in this state? Coventry is just a bad one.

Mod: Okay anything else?

Dorey: I think it helps with some of the problems in Rhode Island like traffic and parking in the city. And even at URI too. They have more busses picking up students. This is an option and it has satisfactory service and it's an alternative.

Karen: I have had people say, "You take the bus everyday?! Oh my god!" And its not that bad. You go and people make it sound like it's disgusting. God forgive that you get on the bus. And it's ridiculous. I think it's great I don't have to even worry about driving. You meet people. You can knit like she said.

John: Like my self the first time before I had to get on a but I didn't. I even remember when I was in high school they used to take the bus home. I would never take the bus home. I was like - me take a bus? I would rather walk home. So I think a lot of people are like - they don't get on a bus, they wont. Now that I have started riding a bus I take it from my house and it saves me a lot of walking.

Karen: But of course this is free.

Mod: Its a great value. (smile)

Mod: Okay, well thank you very much - I really appreciate your time and I just have one more piece of paper for you all to sign which is the receipt for the fee - well I guess it's not really a fee. It is something to say thank you.