



2008 SKYRIDE CUSTOMER SATISFACTION & TRAVEL CHARACTERISTICS

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Prepared For:

RTD MARKET RESEARCH DEPARTMENT

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HIGHLIGHTS

The 2008 RTD skyRide Customer Satisfaction Survey was conducted with an on-board survey of 940 riders selected randomly from the five skyRide routes: AA, AB, AF, AS and AT. Key findings from the survey include:

EVALUATION OF SERVICE

- skyRide passengers continue to express high satisfaction with service. In 2008, more than nine out of ten skyRide passengers (92%) rated overall service as either **good** (46%) or **excellent** (46%). Only 7% of all riders rated service as **fair**, while 1% rated it **poor** and 1% rated it **very poor**.
- Overall satisfaction with RTD skyRide service was high regardless of route used, trip purpose, county of residence and the demographics of the riders.
- In 2008, the **bus driver** performance category received a composite rating approaching excellent, while **security**, **customer information**, **comfort**, **convenience**, **web site**, **travel time** and **pricing/fares** received composite ratings of good or better. Rated, on average, slightly below good were **park-n-Rides** and **Telephone Information Center**.
- One out of four skyRide passengers (25%) identified **pricing/fares** as being the performance category most in need of improvement. The next most frequently selected areas for improvement were **convenience** (19%), **park-n-Rides** (14%) and **travel time** (10%).
- The majority of specific service dimensions (25 of 39) received average ratings of good or better. There were several highly rated service dimensions rated good or excellent by 90% or more of all skyRide passengers:

<u>Service Dimension</u>	<u>% Good or Excellent</u>
<i>Bus driver handling of luggage</i>	96%
<i>Bus driver driving skills</i>	96%
<i>Feeling of safety on bus</i>	95%
<i>Courtesy of bus driver</i>	94%
<i>Driver's ability to answer questions about bus service</i>	93%
<i>Convenience of bus stop at DIA</i>	93%
<i>Boarding/luggage loading process</i>	90%

- No service dimension was rated, on average, below fair. There were only six that were rated poor or very poor by 10% or more of the riders:

<u>Service Dimension</u>	<u>% Poor or very Poor</u>
<i>Ease of reaching a live TIC operator</i>	24%
<i>Ease of using RTD's automated touch-tone telephone information system</i>	19%
<i>Availability of parking spaces at park-n-Ride</i>	19%
<i>Availability of evening skyRide service</i>	11%
<i>Number of transfers required to reach final destination</i>	11%
<i>Reliability of transfer connections</i>	10%

TRIP CHARACTERISTICS

- The majority of passengers (55%) rode skyRide for commuting to/from work at DIA. Three out of ten passengers (30%) rode skyRide to/from DIA for either a personal/pleasure flight (20%) or a business flight (10%). A significant percentage of passengers (14%) rode skyRide for a trip that did not start or end at DIA. Although the majority of these passengers rode Route AF to/from Cold Spring park-n-Ride to/from Downtown Denver, there were riders from each of the other routes who rode skyRide for a trip not to/from DIA.

- In 2008, seven out of ten skyRide passengers (71%) paid their fare with a form of prepayment – primarily by Eco Pass (38%) and monthly/ValuPass (28%). About one out of ten of the skyRide passengers (11%) used a special fare discount: seniors (8%), disabled (1%) and student/19 and under (2%).
- Nearly one out of five skyRide passengers (18%) had to make one or more bus transfers to complete their trip. Small percentages of riders rode light rail (7%) and/or the 16th Street Mall Shuttle (7%) for a portion of their trip.
- Nearly six out of ten skyRide passengers (59%) parked at an RTD park-n-Ride or the Stapleton Transit Center for their trip. Among those who parked at an RTD park-n-Ride or Stapleton, 74% parked for the day and 26% parked overnight.
- In 2008, skyRide passengers had taken, on average, 3.7 one-way rides on skyRide (5.3 for DIA work commuters, 0.6 for those making DIA non-work trips, and 3.0 for those riding for non-DIA trips).
- New riders (those who had been riding RTD for less than one year) accounted for 21% of all skyRide riders.

RIDER CHARACTERISTICS

- RTD skyRide passengers represent all demographic and socio-economic segments in the Denver metropolitan area. As a whole, skyRide passengers are more likely to be men, 45-64 years of age, have some college education or higher, be employed in professional/managerial occupations, be Caucasian and have an annual household income of \$50,000 or more.
- Less than one out of five skyRide riders (18%) are classified as “captive” or transit dependent. “Captive” riders are defined as those who do not have a car available at the time they ride RTD or have a physical/mental disability that prevents them from driving a car. “Choice” riders (those who have a car available and are able to drive it) account for the vast majority (82%) of all skyRide passengers.
- While Hispanics represent a significant segment of skyRide passengers (10% in 2008), less than 1% of all skyRide passengers spoke Spanish and also had difficulty with English.

- The vast majority of skyRide passengers are not regular RTD bus or light rail riders. Only 28% of the skyRide riders had ridden a regular RTD bus in the past week (18% were transfers), while only 12% had ridden light rail (7% were transfers).
- In 2008, more than four out of ten skyRide passengers (44%) had used one or more of RTD's special services within the past 12 months. They were most likely to have used the 16th Street Mall Shuttle (38%).
- Nearly one-half of all skyRide riders (45%) had used RTD's web site within the past 30 days to use the trip planner (31%) and/or obtain other information (27%).
- skyRide passengers were most likely to have first heard about skyRide service through either friends/coworkers (44%) or their employer (26%).
- Cost related factors were cited most frequently as being most important in the decision to use skyRide: "cheaper than driving" (27%) and "employer pays for all or part of transit pass" (20%).

MAJOR CHANGES SINCE 1998

- Overall satisfaction with skyRide service has improved since 1998. A larger percentage of riders in 2008 (46%) than in 1998 (33%) or 2005 (39%) rated overall service as excellent – resulting in an increase in the mean score (4.2 to 4.4 on a scale of 1 – very poor to 5 – excellent).
- While the composite ratings for some performance categories declined between 2005 and 2008, none declined between 1998 and 2008. Two performance categories had significant improvements in composite ratings between 1998 and 2008: **bus driver performance** (4.4 to 4.6) and **park-n-Rides** (3.5 to 3.8). The **web site** was not rated until 2005, and its composite rating declined between 2005 and 2008 (4.3 to 4.1).
- The ratings for nearly all of the skyRide service dimensions have improved since 1998. A few have remained the same, while none have declined in ratings. The largest improvements were for: *cleanliness of bus stop shelters* (3.5 to 3.9), *boarding/luggage handling process* (4.0 to 4.4), and *cleanliness of park-n-Ride passenger shelters* (3.2 to 3.8).
- The percentage of skyRide passengers who identified cost as the most important area for skyRide service improvement has increased from 18% in 1998 to 25% in 2008.

- The percentage of passengers riding skyRide for trips not to or from DIA was negligible in 1998 (less than 1%), then dramatically increased to 18% in 2005 and then dropped to 14% in 2008, but far in excess of the 1998 percentage.
- Between 1998 and 2008, the use of Eco Pass for fare payment nearly doubled (20% to 38%), while use of monthly pass/ValuPass (44% to 28%) and cash (33% to 27%) have declined.
- Between 1998 and 2008, ridership frequency declined from 4.8 one-way trips to 3.7 one-way trips in prior week. Ridership frequency declined for each trip purpose.

I. INTRODUCTION

The Regional Transportation District's (RTD's) commitment to customers includes the goal of meeting present and future public transit needs by offering safe, clean, reliable, courteous, accessible and cost-effective service throughout the district.

A key component of RTD's mission is to provide transit service to the Denver International Airport (DIA) infrastructure. DIA is currently one of the largest airports in the world, ranking fifth among U.S. airports in terms of passengers served and eleventh out of the world's airports. In 2008, DIA averaged approximately 4 million passengers a month. DIA is also one of the largest employers in the state of Colorado with approximately 30,000 employees who work at various occupations for numerous tenants, and at dispersed locations during a variety of shift schedules seven days a week, 24 hours a day. DIA is owned and operated by the City and County of Denver.

In order to assess how well the service level delivered matches customer expectations, RTD conducted on-board surveys of bus, light rail and skyRide riders. The benefits of conducting customer satisfaction studies and implementing required service improvements include:

- Higher customer retention
- Increased referrals
- Higher ridership
- Greater efficiency
- Increased farebox revenue
- Enhanced public image and support

The 2008 skyRide Customer Satisfaction Survey questionnaire was developed jointly by RTD's Market Research Department and The Howell Research Group. RTD was responsible for the distribution and collection of the questionnaires, while The Howell Research Group was responsible for the tabulation and analysis of the survey results. This report presents the overall findings from the 2008 skyRide Customer Satisfaction Survey. The RTD Board members and the planning, operations, marketing and customer services staff should find this report a vital resource.

OBJECTIVES

The primary objectives of the 2008 skyRide Customer Satisfaction Survey were to determine:

1. Trip characteristics of skyRide passengers.
2. Satisfaction with using RTD skyRide based on critical performance attributes.
3. Priorities for possible corrective actions or improvements in RTD skyRide service.
4. Demographic profiles of riders by types of trips.
5. Trends in rider profiles and satisfaction via a comparison of 2008 results with 1998 and 2005 results.
6. Identification of language barriers among riders.

SKYRIDE SERVICE

RTD skyRide routes provide service to Denver International Airport (DIA) metro-wide. skyRide passengers can park at 17 park-n-Rides throughout the metro area. Service is provided with comfortable intercity buses (over-the-road coaches). skyRide drivers make the trip easy by loading and unloading baggage in the buses' luggage bins at all skyRide stops and at DIA. In 2009, riders pay a premium fare of \$8, \$10 or \$12 (depending on trip distance) for a one-way trip to or from DIA. skyRide passengers have the option of saving on their fare with advance purchase products and discount fares.

skyRide buses depart each skyRide stop at least once an hour (every 15 to 30 minutes from Stapleton Transfer Center and Airport Boulevard/40th Avenue park-n-Ride), seven days a week, 365 days a year. Routes operate from approximately 3:30 a.m. to 1:10 a.m. skyRide has approximately 44,000 boardings each week (6,600 each weekday, 5,500 on Saturday and 5,500 on Sunday).

Five skyRide routes provide service to/from DIA:

- AA – Wagon Road park-n-Ride to DIA
- AB – Boulder Transit Center to DIA
- AF – Cold Spring park-n-Ride to DIA (via Downtown Denver)
- AS – Stapleton Transfer Center to DIA
- AT – Arapahoe Village Station to DIA

A map of the skyRide routes is presented on page 10.

SERVICE IMPROVEMENTS SINCE 2005

RTD has made numerous improvements to services and facilities since the 2005 skyRide Customer Satisfaction Survey, which may impact customer satisfaction ratings. The major system improvements that affect skyRide service are presented below by year.

■ 2006

- ❖ Opening of the U.S. 36 & McCaslin park-n-Ride and pedestrian bridge with 294 paved parking spaces on the Superior south side of U.S. 36 and 171 leased parking spaces on the Louisville north side of U.S. 36. The pedestrian bridge connects both sides of U.S. 36.
- ❖ Implementation of a number of RTD web site improvements, including:
 - Increased internet network bandwidth by 250%
 - Dedicated bandwidth
 - New modern servers that are over 5 times faster in providing requested information than previous servers
 - Any network outage experienced at RTD will not affect website service to the public

■ 2007

- ❖ Opening of the U.S. 36 and Church Ranch park-n-Ride with 252 spaces
- ❖ Expansion of the Transit Watch Hotline to a publicly available 24-hour security call-in number. Patrons and employees may call the hotline at 303-299-2911 and speak directly with an RTD security representative to report in-progress security-related issues or concerns.

■ 2008 (first half)

- ❖ Start of the Online Operators' Bulletin Board, which allows RTD and contracted employees to communicate and post comments about detours, rider alerts, timetables, running times, park-n-Rides, bus stops, the Trailblazer, traincards or anything else that will help improve RTD services
- ❖ Change in bike locker program to discontinue unlocked, first-come, first-served bike lockers and only offer leased lockers

■ **skyRide Fare Changes From 2006 Through 2008**

	January 1, 2006	January 1, 2008
skyRide cash fares	\$6.00/\$8.00/\$10.00	\$7.00/\$9.00/\$11.00
skyRide Roundtrip Ticket	\$11.00/\$14.00/\$18.00	\$13.00/\$16.00/\$20.00

II. METHODOLOGY

QUESTIONNAIRE DEVELOPMENT

Customer satisfaction was measured by asking skyRide passengers to rate RTD's performance based on their recent trip experience. A set of critical performance attributes was identified from several different sources:

1. RTD Customer Panel
2. RTD customer complaints and comments
3. Previously conducted on-board surveys of RTD customers
4. Input from RTD's marketing personnel
5. Input from RTD department heads
6. Customer satisfaction studies conducted by other transit agencies

The questionnaire used for the 2008 skyRide Customer Satisfaction Survey is presented in Appendix A.

SAMPLING

The 2008 skyRide Customer Satisfaction Survey was conducted with a self-administered, on-board survey of randomly selected weekday passengers. In order to ensure adequate sample sizes of riders by route, a quota sample by route – AA, AB, AF, AS and AT – was employed. A determination of total sample size by route was made, in part, by selecting sample sizes sufficient to ensure a minimum return of approximately 100 per route in order to meet acceptable margins of error, and also by selecting sample sizes that were somewhat proportional by the average number of weekday passenger boardings per route.

Based on the sample stratification used for the study, bus drivers were instructed to randomly distribute questionnaire packets to riders on the routes, runs, and timeframes specified on each survey packet. Each survey packet consisted of a cover letter (included on questionnaire) explaining the purpose of the survey, the questionnaire, a pencil, coupons for two free rides, and a postage-paid return envelope. A portion of the self-administered questionnaires was completed by riders on-board and returned to the bus drivers who forwarded them on to RTD's Market Research Department.

The survey questionnaire was available in Spanish for those who felt more comfortable completing a Spanish version. In total, 13 skyRide passengers completed Spanish questionnaires.

In order to ensure a good response rate, respondents could enter a drawing for one of 20 \$50 King Soopers gift certificates.

The questionnaires were distributed during the weekday rush hours and non-rush hours on November 10 and 11, 2008. Of the total 1,909 survey packets distributed among RTD skyRide passengers, 940 were completed and returned – an exceptional response rate of 49.2%.

<u>skyRide Route</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u>	<u>Statistical Reliability</u>
AA	293	155	52.9%	± 7.8%
AB	397	249	62.7%	± 6.1%
AF	380	159	41.8%	± 7.7%
AS	432	209	48.4%	± 6.7%
AT	<u>407</u>	<u>168</u>	41.3%	± 7.5%
<i>Total</i>	1,909	940	49.2%	± 3.2%

Assuming that the completed questionnaires represent a truly random sample, the overall results for the 2008 skyRide Customer Satisfaction Survey are statistically reliable within ± 3.2% at the 95% confidence level. The reliability for individual routes ranges between ± 6.1% and ± 7.8%.

WEIGHTING

As the sample was initially designed as a quota sample by route, the skyRide data were weighted for analysis purposes to reflect accurately the proportion of a route's ridership boardings within the entire skyRide system. The skyRide survey weighting factors are presented in Appendix B.

III. TRIP CHARACTERISTICS

TRIP PURPOSE



The majority of skyRide passengers (55%) rode skyRide for commuting to/from work at or near DIA. Three out of ten passengers (30%) rode skyRide to/from DIA for either a personal/pleasure flight (20%) or a business flight (10%). A significant percentage of passengers (14%) rode skyRide for a trip that did not start or end at DIA – primarily commuting to/from work (11% of all riders). (Refer to Figure 1.)

The percentage of skyRide passengers commuting to/from work at or near DIA has declined steadily from 64% in 1998 to 58% in 2005 and then to 55% in 2008. The percentage of passengers riding skyRide for a personal/pleasure flight declined from 23% in 1998 to 15% in 2005, and then rose to 20% in 2008.

The percentage of passengers riding skyRide for non-DIA trips was negligible in 1998 (less than 1%), then dramatically increased to 18% in 2005. The percentage of non-DIA riders declined to 14% in 2008. Although the majority of these passengers rode Route AF between the Cold Spring park-n-Ride and Downtown Denver, there were riders from each of the other routes who rode skyRide for a non-DIA trip.

There are significant differences in trip purpose by skyRide route. Trips to/from DIA for work account for the majority of trips on Routes AA (77%), AS (63%), and AT (79%). The majority of Route AB passengers (62%) rode skyRide to/from DIA for either a pleasure/personal flight (42%) or business flight (21%). More than one-half of the Route AF passengers (52%) rode skyRide for a non-DIA trip – 41% commuting to/from work and 11% other non-work trips. The large percentage of non-DIA trips on Route AF is due to riders using this route for trips to/from the Cold Spring park-n-Ride and Downtown Denver or the Auraria Campus. (Refer to Table 1.)

FIGURE 1
TRIP PURPOSE: SKYRIDE PASSENGERS
- 1998, 2005 & 2008 -

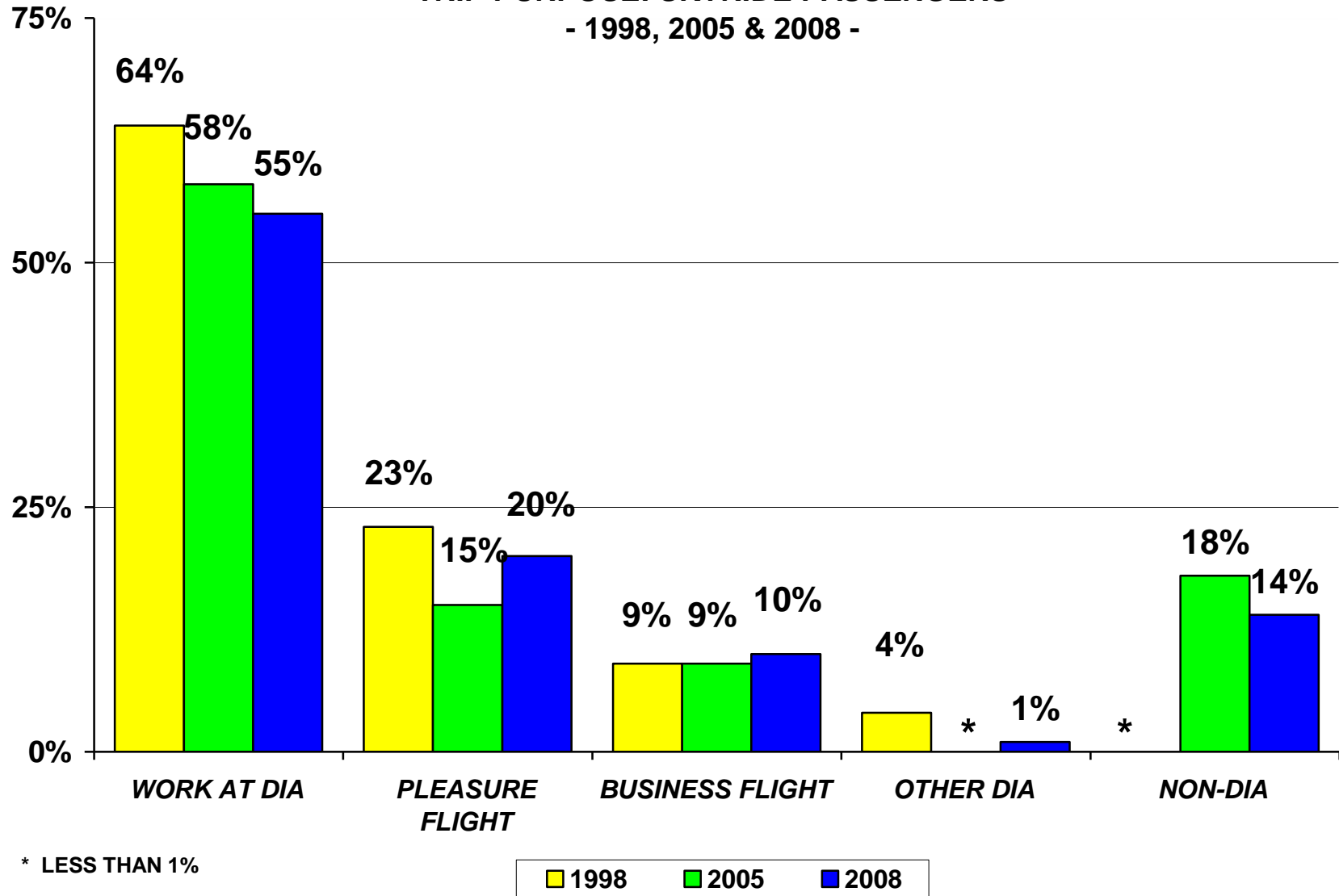


TABLE 1 TRIP PURPOSE BY SKYRIDE ROUTE - 2008

<u>Trip Purpose</u>	<u>Total</u>	<u>Route</u>				
		<u>AA</u>	<u>AB</u>	<u>AF</u>	<u>AS</u>	<u>AT</u>
Commuting to/from Work at/near DIA	55%	77%	23%	27%	63%	79%
Pleasure/Personal Flight	20%	8%	41%	12%	26%	11%
Business Flight	10%	10%	21%	10%	8%	5%
Other Trip to/from DIA	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>	<u>2%</u>
Subtotal to/from DIA	86%	96%	86%	49%	99%	97%
Commuting to/from work not at DIA	11%	4%	11%	41%	1%	4%
Other Trip - not to/from DIA	<u>3%</u>	<u>1%</u>	<u>2%</u>	<u>11%</u>	<u>*%</u>	<u>0%</u>
Subtotal not to/from DIA	14%	5%	13%	52%	1%	4%
Total**	100%	101%	99%	101%	100%	101%
Base	(933)	(155)	(248)	(158)	(206)	(167)

* Less than 1%.
 ** May add to more or less than 100% due to rounding.

Source: The Howell Research Group

METHOD OF FARE PAYMENT



In 2008, seven out of ten skyRide passengers (71%) paid their fare with a form of prepayment – primarily by Eco Pass (38%) and monthly/ValuPass (28%). More than one-fourth of the passengers (27%) paid by cash. (Refer to Figure 2.)

The use of some form of prepayment increased from 67% in 1998 to 81% in 2005, and then fell back to 71% in 2008. The use of Eco Passes for skyRide payment nearly doubled between 1998 (20%) and 2008 (38%), while use of monthly/ValuPass declined from 44% to 28%. This is most likely due to the Transportation Security Administration (TSA) with 940 DIA employees becoming an Eco Pass company in 2005.

The vast majority of passengers on all routes, except Route AB, used some form of prepayment for their fare. Use of prepayment ranged from 45% (AB) to 85% (AT). (Refer to Table 2.)

There are major differences in the form of fare payment by trip purpose. Nearly all skyRide passengers commuting to/from work at DIA (97%) used some form of prepayment, compared to only 20% of those who rode skyRide to/from DIA for other purposes. Passengers who rode skyRide to/from DIA for non-work purposes were most likely (77%) to pay for their fare by cash. More than eight out of ten of those riding skyRide for non-DIA trips (82%) used some form of prepayment – primarily monthly/ValuPass (40%). A relatively high percentage of non-DIA passengers (11%) used College Student passes.

In 2008, 11% of skyRide passengers used one of RTD's special fare discounts (not counting Eco or College Student passes). Those using a fare discount used either a senior (8%), disabled (1%) or student/19 and under (2%) discount. Riders on skyRide Routes AB (16%) and AS (16%) were more likely than riders on other routes to use a special fare discount.

FIGURE 2
METHOD OF FARE PAYMENT: SKYRIDE
- 1998, 2005 & 2008 -

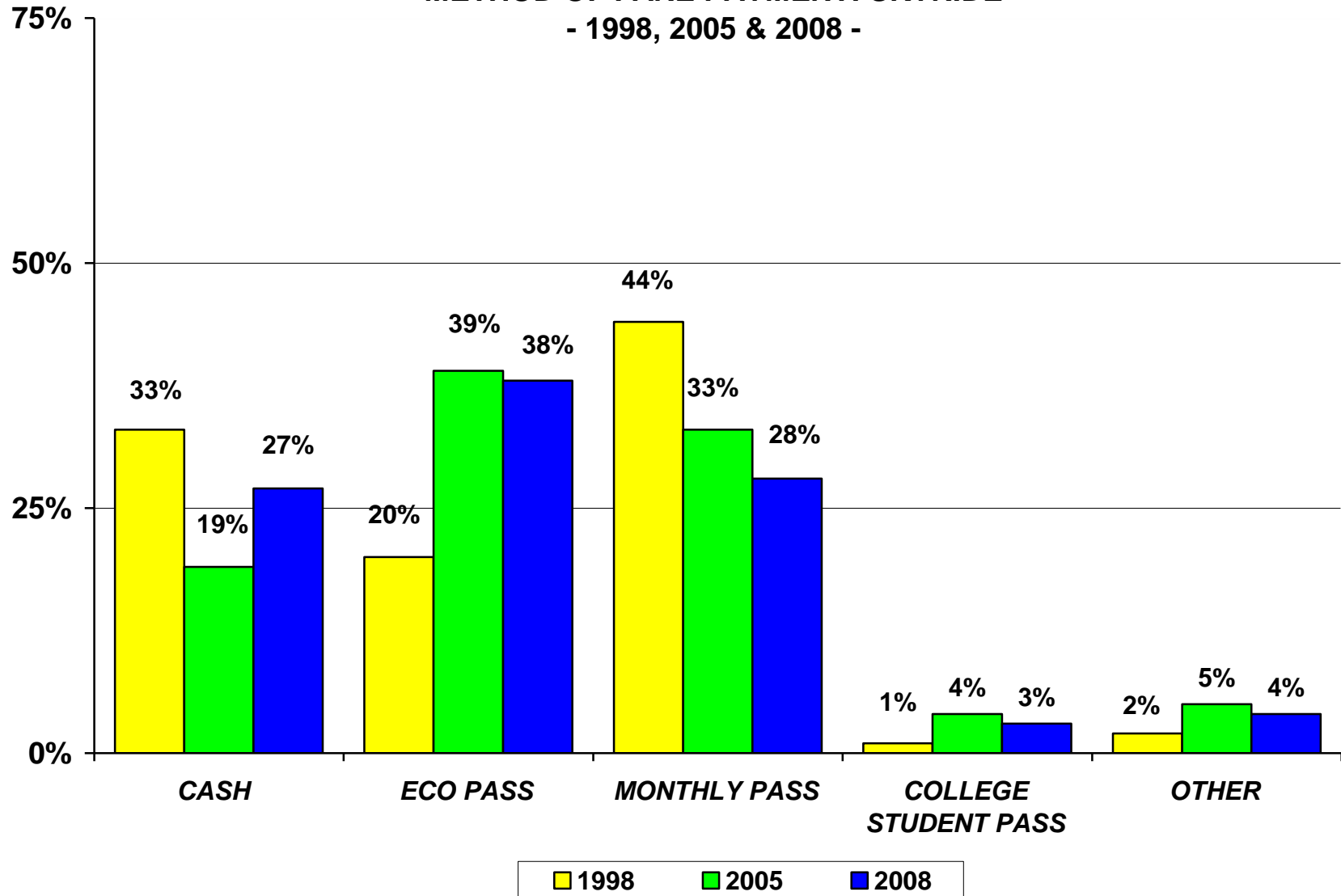


TABLE 2 METHOD OF FARE PAYMENT BY SKYRIDE ROUTE AND TRIP PURPOSE - 2008

<u>Method of Fare Payment</u>	<u>Total</u>	<u>Route</u>					<u>Trip Purpose</u>		
		<u>AA</u>	<u>AB</u>	<u>AF</u>	<u>AS</u>	<u>AT</u>	<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
Cash Only	27%	17%	52%	24%	28%	15%	2%	77%	16%
Prepaid:									
Eco Pass	38%	40%	11%	23%	30%	37%	43%	3%	20%
Monthly/ValuPass	28%	40%	29%	38%	37%	45%	53%	12%	40%
College Student Pass	3%	0%	4%	8%	2%	1%	1%	3%	11%
10-RideTicket	2%	2%	1%	8%	1%	1%	*%	1%	11%
Tokens	*%	0%	0%	0%	1%	1%	0%	1%	0%
Subtotal Prepaid	71%	83%	45%	77%	71%	85%	97%	20%	82%
Other	2%	0%	3%	1%	3%	1%	1%	5%	1%
Total**	100%	100%	100%	102%	102%	101%	100%	102%	99%
Base	(927)	(154)	(247)	(157)	(204)	(166)	(503)	(276)	(132)
<u>Use of Fare Discounts</u>									
Seniors (65+)	8%	3%	14%	6%	12%	5%	4%	17%	4%
Disabled	1%	1%	1%	1%	2%	1%	1%	1%	2%
Student/19 & Under	2%	1%	1%	4%	2%	2%	2%	1%	5%
None	89%	95%	84%	90%	83%	93%	93%	81%	89%
Total**	100%	100%	100%	101%	99%	101%	100%	100%	100%
Base	(940)	(155)	(249)	(159)	(209)	(168)	(509)	(279)	(134)
* Less than 1%.									
** May add to more or less than 100% due to rounding.									
Source: The Howell Research Group									

TABLE 3 TRANSFERS/USE OF OTHER RTD SERVICES BY SKYRIDE ROUTE - 2008

<u>Number of Bus Transfers Required</u>	<u>Total</u>	<u>Route</u>				
		<u>AA</u>	<u>AB</u>	<u>AF</u>	<u>AS</u>	<u>AT</u>
None	83%	94%	87%	81%	80%	81%
One	14%	5%	12%	14%	16%	15%
Two or More	4%	1%	2%	5%	4%	4%
Total*	101%	100%	101%	100%	100%	100%
Base	(911)	(153)	(242)	(155)	(196)	(165)
Used light rail for a portion of trip	7%	3%	3%	11%	5%	10%
Used 16 th Street Mall Shuttle for a portion of trip	7%	2%	2%	24%	3%	4%
Parked at park-n-Ride or Stapleton**	59%	49%	44%	52%	73%	64%
Stapleton Transfer Center	18%	0%	1%	0%	72%	0%
Airport Boulevard & 40 th Ave.	14%	0%	6%	27%	1%	24%
Other park-n-Ride	28%	49%	37%	25%	0%	39%

* May add to more or less than 100% due to rounding.
** Sum of specific park-n-Rides may add to more or less than total that parked at park-n-Ride due to rounding.

Source: The Howell Research Group

RIDERSHIP FREQUENCY



In 2008, skyRide passengers took, on average, 3.7 one-way rides on skyRide during the past week. Those commuting to/from work at DIA took, on average, 5.3 one-way rides compared to 0.6 one-way rides for those riding skyRide to/from DIA for non-work purposes and 3.0 one-way rides for those riding skyRide for non-DIA trips. (Refer to Table 4 and Figure 3.)

Between 1998 and 2005, ridership frequency declined slightly from 4.8 one-way trips to 4.6 one-way trips in the past week, and significantly declined to 3.7 one-way trips in 2008. Ridership frequency has declined among DIA work commuters between 1998 and 2008 (7.0 to 5.3).

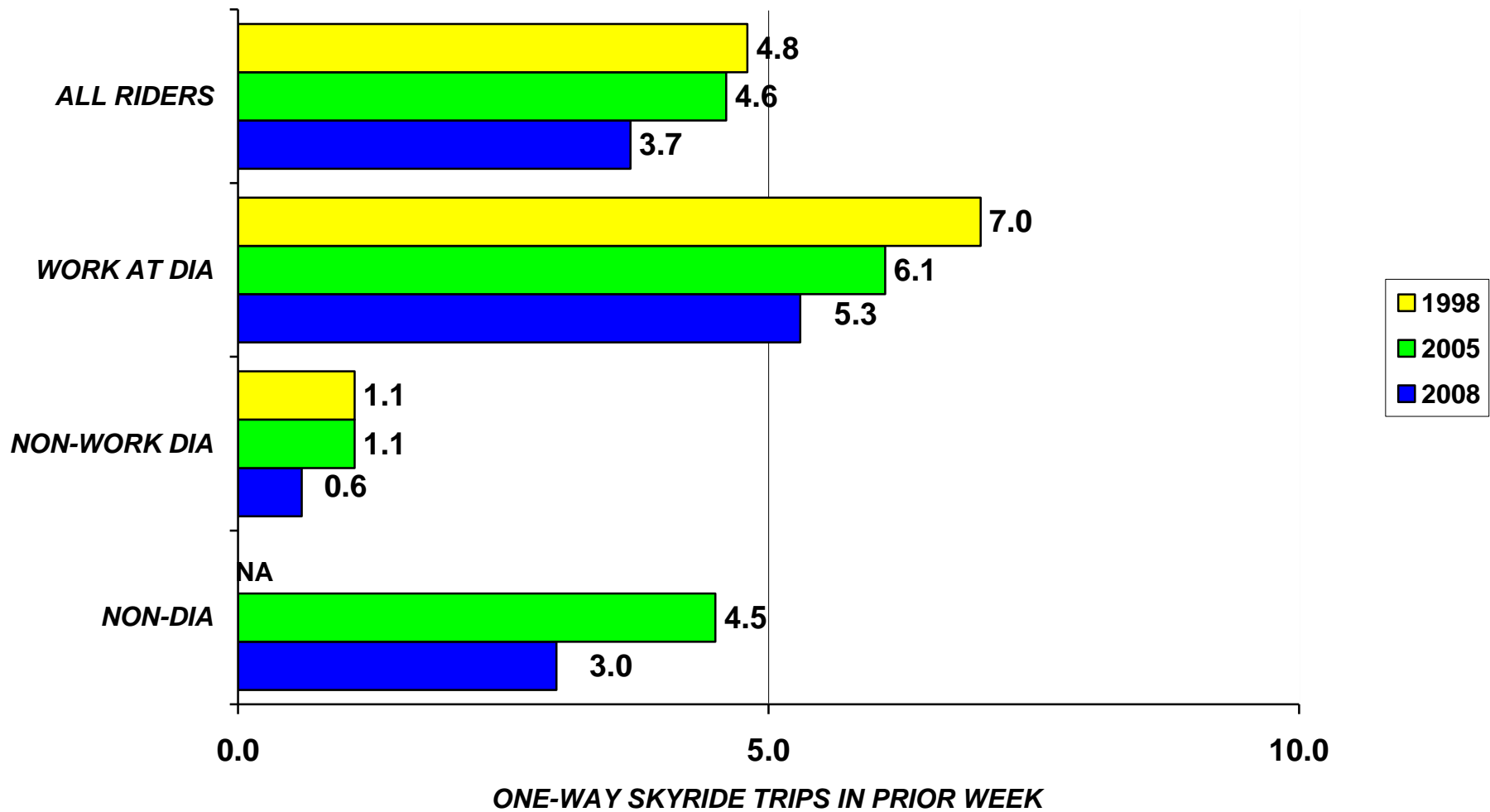
More than four out of ten skyRide riders (45%) are classified as **non-regular** riders because they had taken no rides on skyRide during the week prior to their survey trip. As expected, those riding skyRide to/from DIA for non-work purposes were far more likely (62%) to be **non-regular** riders than those commuting to work at DIA (38%) or those using skyRide for non-DIA trips (34%).

TABLE 4 RIDERSHIP FREQUENCY ON SKYRIDE BY TRIP PURPOSE - 2008

<u>One-Way Rides on skyRide in Prior Week</u>	<u>Total</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
None	45%	38%	62%	34%
Infrequent (1-4)	18%	6%	38%	23%
Frequent (5-10)	34%	51%	0%	40%
Very Frequent (11+)	<u>3%</u>	<u>4%</u>	<u>*%</u>	<u>4%</u>
Total**	100%	100%	100%	101%
Average	3.7	5.3	0.6	3.0
Base	(939)	(508)	(279)	(134)

* Less than 1%.
 ** May add to more than 100% due to rounding.
 Source: The Howell Research Group

FIGURE 3
ONE-WAY SKYRIDE TRIPS IN PRIOR WEEK BY TRIP PURPOSE
- 1998, 2005 & 2008 -



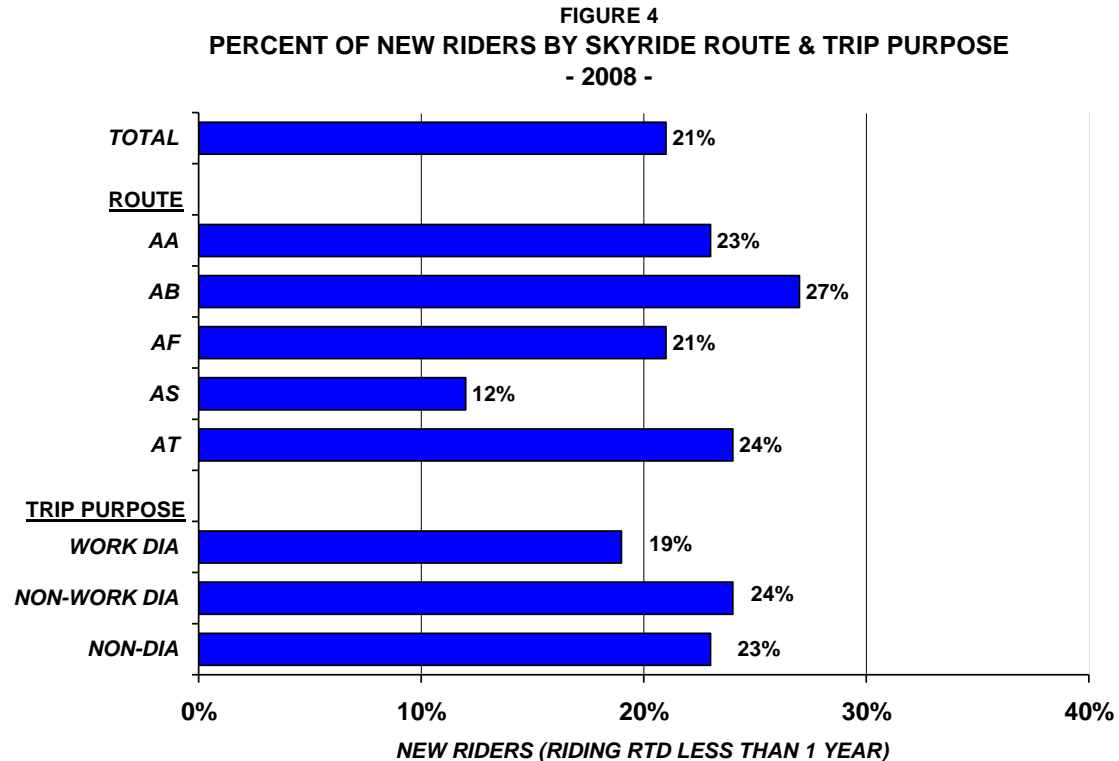
NA - NOT CALCULATED IN 1998

NEW RIDERS



New riders are those who had been riding RTD for less than one year. In total, 21% of skyRide passengers were new riders (10% less than six months and 11% six months to one year). Two out of three skyRide passengers (66%) had been riding RTD for three or more years. (Refer to Figure 4.)

The percentage of new riders varies by skyRide route and trip purpose. Passengers using Route AB (27%) were more likely to be new riders and passengers using Route AS (12%) were less likely to be new riders. Those who rode skyRide for to/from DIA for non-work trips (24%) and non-DIA trips (23%) were slightly more likely to be new riders than those who rode skyRide to/from DIA for work (19%).



IV. RIDER EVALUATION OF SKYRIDE SERVICE



The skyRide passengers were asked to evaluate RTD skyRide service on 39 separate dimensions in 10 different performance categories. The ratings were conducted using a five-point narrative scale comprised of **very poor**, **poor**, **fair**, **good** and **excellent**. Mean scores have been calculated for these ratings by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

OVERALL RATING OF RTD SKYRIDE SERVICE

Riders were asked to rate the overall skyRide service. In 2008, more than nine out of ten skyRide riders (92%) rated the service as either excellent (46%) or good (46%). Only 7% of the riders rated the service as fair, while 1% rated it poor and 1% rated it very poor. Overall satisfaction with skyRide service has improved since 1998. A larger percentage of riders in 2008 (46%) than in 1998 (33%) or 2005 (39%) rated overall service as excellent - resulting in an increase in the mean score (4.2 in 1998 to 4.4 in 2008). (Refer to Figure 5 and Table 5.)

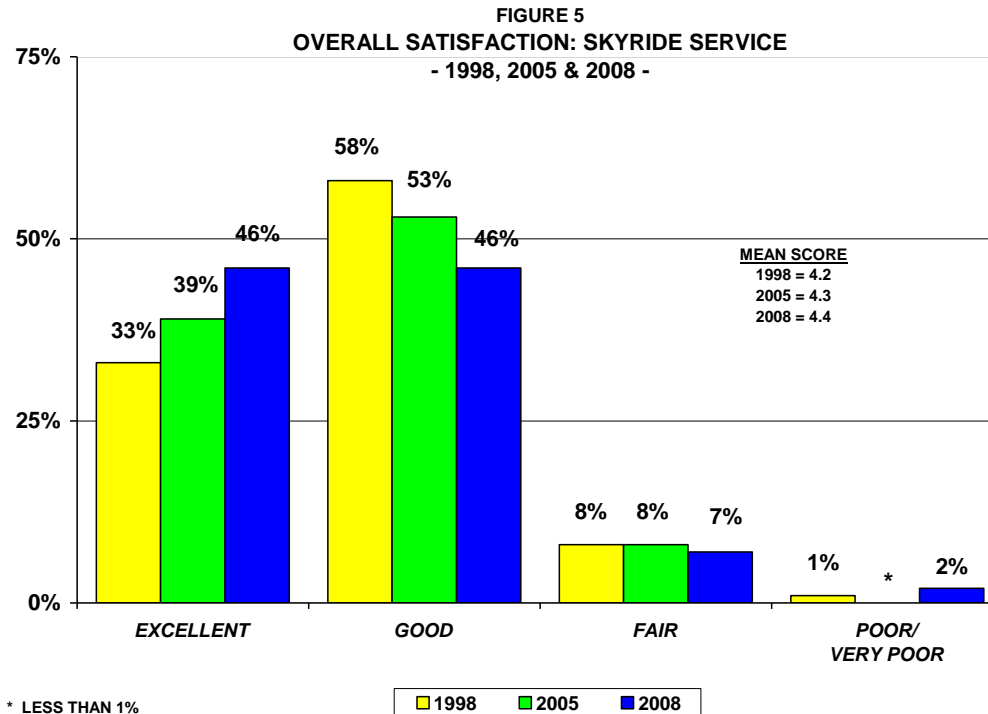


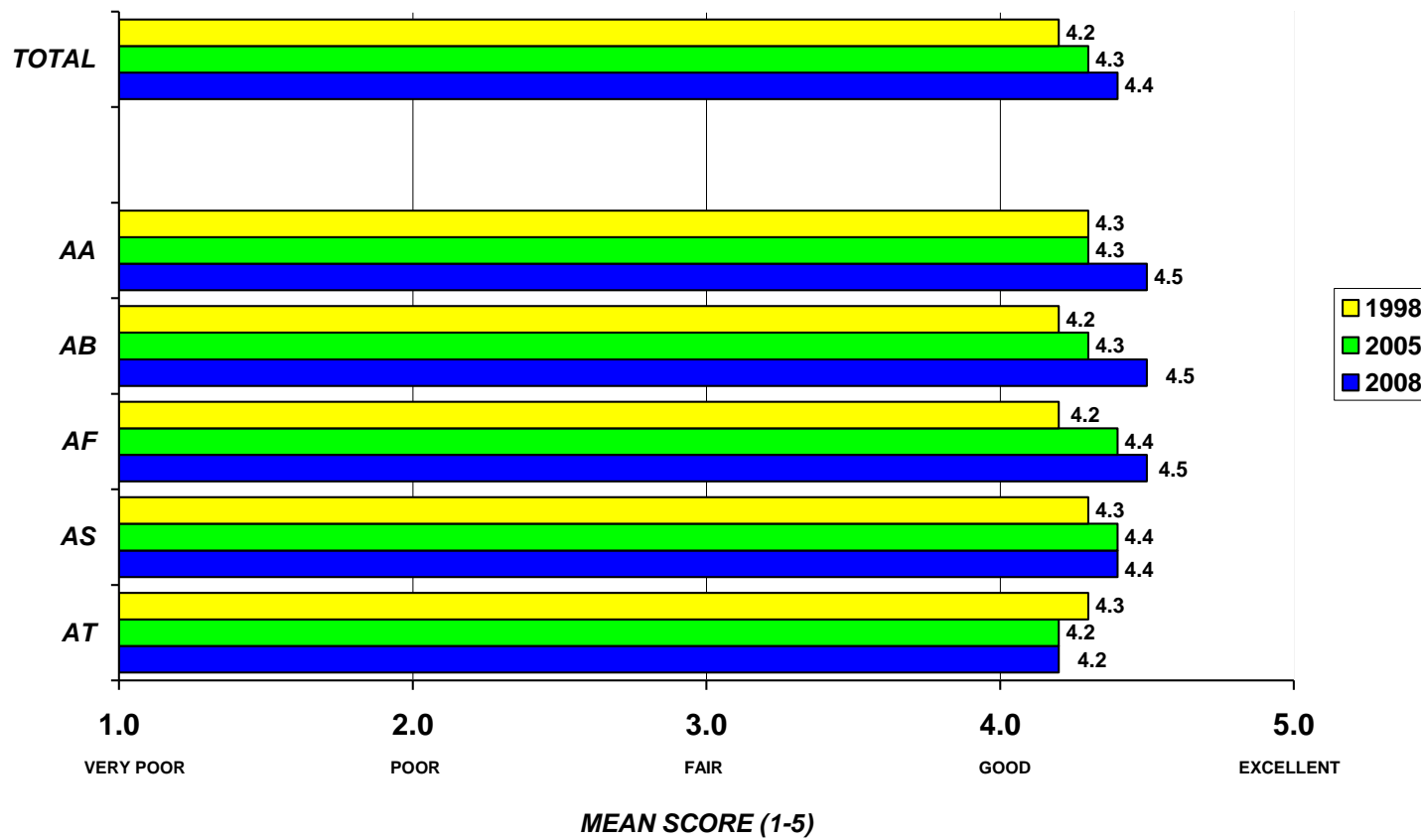
TABLE 5 OVERALL RATING OF SKYRIDE SERVICE BY ROUTE & TRIP PURPOSE - 2008

	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
TOTAL	1%	1%	7%	46%	46%	4.4	(791)
<u>skyRide Route</u>							
AA	0%	0%	5%	42%	54%	4.5	(132)
AB	0%	1%	3%	46%	50%	4.5	(215)
AF	0%	2%	4%	41%	53%	4.5	(136)
AS	0%	1%	8%	46%	46%	4.4	(168)
AT	2%	1%	10%	49%	37%	4.2	(142)
<u>Trip Purpose</u>							
Work at/near DIA	1%	1%	11%	48%	39%	4.3	(515)
Non-Work DIA	0%	1%	1%	41%	58%	4.6	(236)
Non-DIA	0%	0%	4%	45%	51%	4.5	(120)
* Less than 1%.							
** Mean score is calculated by assigning integer values of “1” to very poor , “2” to poor , “3” to fair , “4” to good , “5” to excellent and disregarding the no opinions .							
Source: The Howell Research Group							

■ **Overall Rating by skyRide Route**

The mean rating for overall performance was 4.4 in 2008 – higher than in either 1998 (4.2) and 2005 (4.3). Overall performance ratings by skyRide route in 2008 were high for each route. The mean rating for Route AT (4.2) was somewhat lower than the other routes: AA (4.5), AB (4.5), AF (4.5) and AS (4.4). The mean ratings of overall performance for all routes, except Route AT, have improved since 1998. The mean rating for Route AT declined slightly between 1998 and 2008 (4.3 to 4.2). (Refer to Table 5 and Figure 6.)

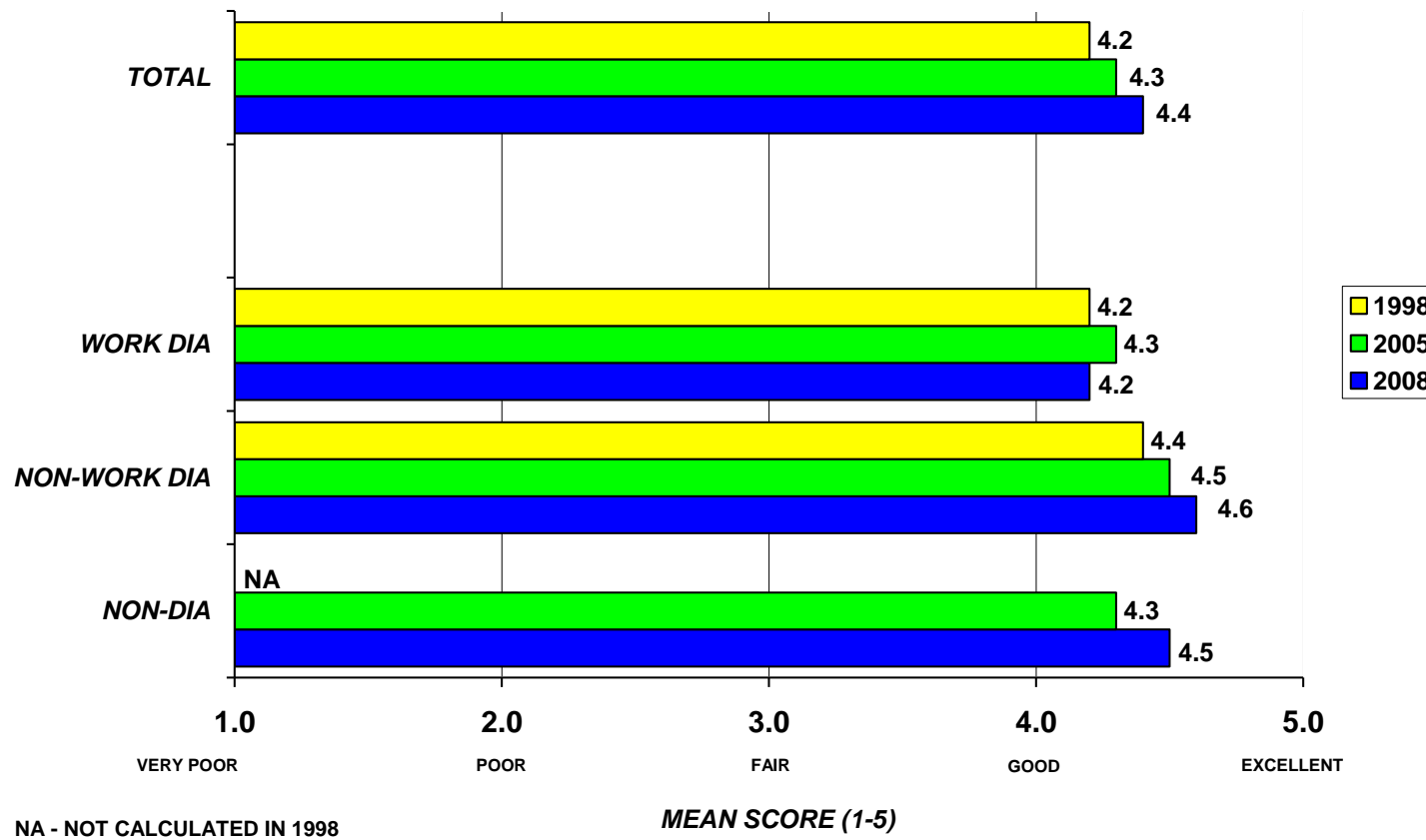
FIGURE 6
OVERALL SATISFACTION OF SKYRIDE SERVICE BY ROUTE
- 1998, 2005 & 2008 -



■ **Overall Rating by Trip Purpose**

In 2008, passengers who rode skyRide for non-work trips to/from DIA rated overall service better (4.6) than those who were commuting to DIA for work (4.2) or making non-DIA trips (4.5). Average ratings among those commuting to/from work at DIA have not changed significantly since 1998. The mean ratings of overall skyRide performance have improved for non-work DIA trips (4.2 in 1998 to 4.6 in 2008) and non-DIA trips (4.3 in 2005 to 4.5 in 2008). (Refer to Table 5 and Figure 7.)

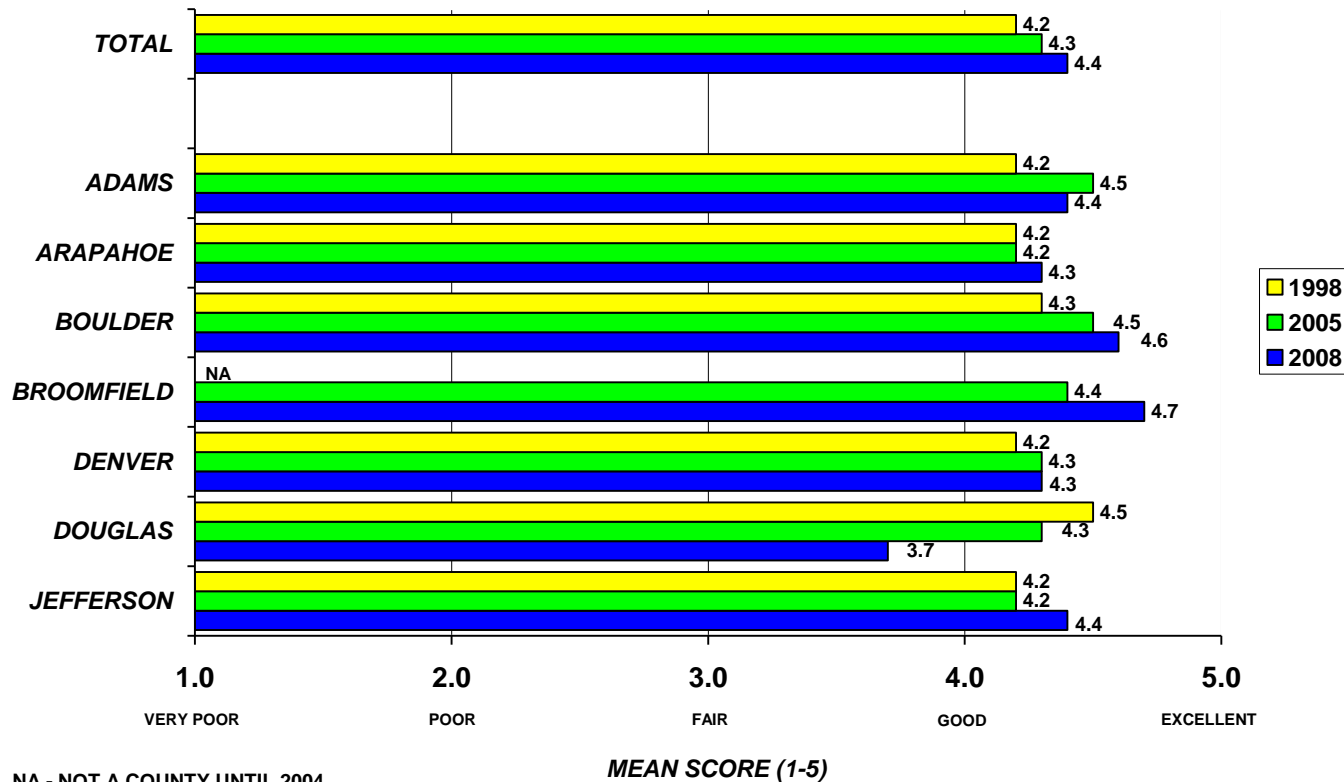
FIGURE 7
OVERALL SATISFACTION OF SKYRIDE SERVICE BY TRIP PURPOSE
- 1998, 2005 & 2008 -



■ **Overall Rating by County of Residence**

In 2008, Broomfield County (4.7) and Boulder County (4.6) residents rated overall skyRide performance higher than residents of Adams County (4.4), Jefferson County (4.4), Arapahoe County (4.3), Denver County (4.3) and Douglas County (3.7). The lower rating among Douglas County riders is probably due to skyRide not directly serving stops in Douglas County. Caution should be used in assessing the ratings for Broomfield and Douglas counties due to small sample sizes for those counties. Between 1998 and 2008, the overall performance ratings of passengers living in Adams County (4.2 to 4.4), Boulder County (4.3 to 4.6) and Jefferson County (4.2 to 4.4) have noticeably improved, while the average rating from those living in Douglas County (4.5 to 3.7) has declined. Broomfield became a county in 2004 and the overall performance ratings improved between 2005 and 2008 (4.4 to 4.7). (Refer to Figure 8.)

FIGURE 8
OVERALL SATISFACTION OF SKYRIDE SERVICE BY COUNTY OF RESIDENCE
 - 1998, 2005 & 2008 -



COMPOSITE RATINGS OF SKYRIDE PERFORMANCE CATEGORIES

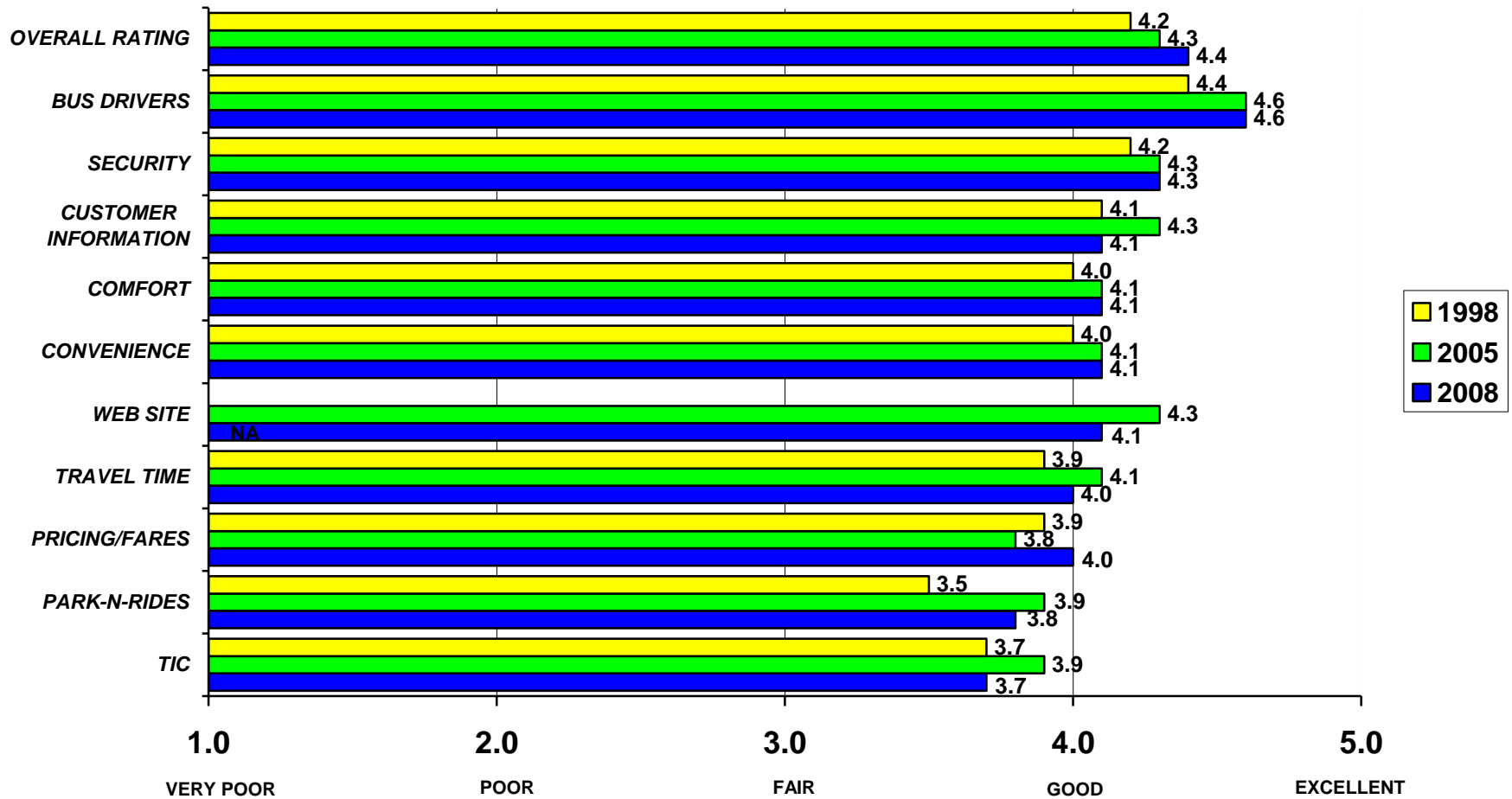


A composite rating was calculated for each of the 10 performance categories by averaging the mean score ratings (1-5) for all of the separate dimensions rated in that category. Similar to 1998 and 2005, skyRide riders gave their highest ratings in 2008 to **bus driver performance** (4.6) – a composite score approaching excellent. (Refer to Figure 9.)

Most of the other performance categories received composite ratings of good or better in 2008: **security** (4.3), **customer information** (4.1), **comfort** (4.1), **convenience** (4.1), **web site** (4.1), **travel time** (4.1) and **pricing/fares** (4.0). Two performance categories had composite ratings below good: **park-n-Rides** (3.8) and **Telephone Information Center** (3.7).

While the composite ratings for some performance categories declined between 2005 and 2008, none declined between 1998 and 2008. Two performance categories had significant improvements in composite ratings between 1998 and 2008: **bus driver performance** (4.4 to 4.6) and **park-n-Rides** (3.5 to 3.8). Several performance categories had slight improvements between 1998 and 2008: **security** (4.2 to 4.3), **comfort** (4.0 to 4.1), **convenience** (4.0 to 4.1), **travel time** (3.9 to 4.0) and **pricing/fares** (3.9 to 4.0). The **web site** was not rated until 2005, and its composite rating declined between 2005 and 2008 (4.3 to 4.1).

FIGURE 9
COMPOSITE RATINGS OF SKYRIDE SERVICE PERFORMANCE CATEGORIES
- 1998, 2005 & 2008 -



NA - NOT ASKED IN 1998

MEAN SCORE (1-5)

RATINGS OF SERVICE DIMENSIONS

■ Bus Driver Performance



Each of the four service dimensions under **bus driver performance** received ratings that approached excellent: *handling of luggage* (4.7), *driving skills* (4.6), *courtesy* (4.6) and *ability to answer questions about bus service* (4.5). The ratings for all of these service dimensions have improved since 1998: *handling of luggage* (4.5 to 4.7), *driving skills* (4.4 to 4.6), *courtesy* (4.3 to 4.6) and *ability to answer questions about bus service* (4.3 to 4.5). (Refer to Figure 10 and Table 6.)

FIGURE 6
OVERALL SATISFACTION OF SKYRIDE SERVICE BY ROUTE
- 1998, 2005 & 2008 -

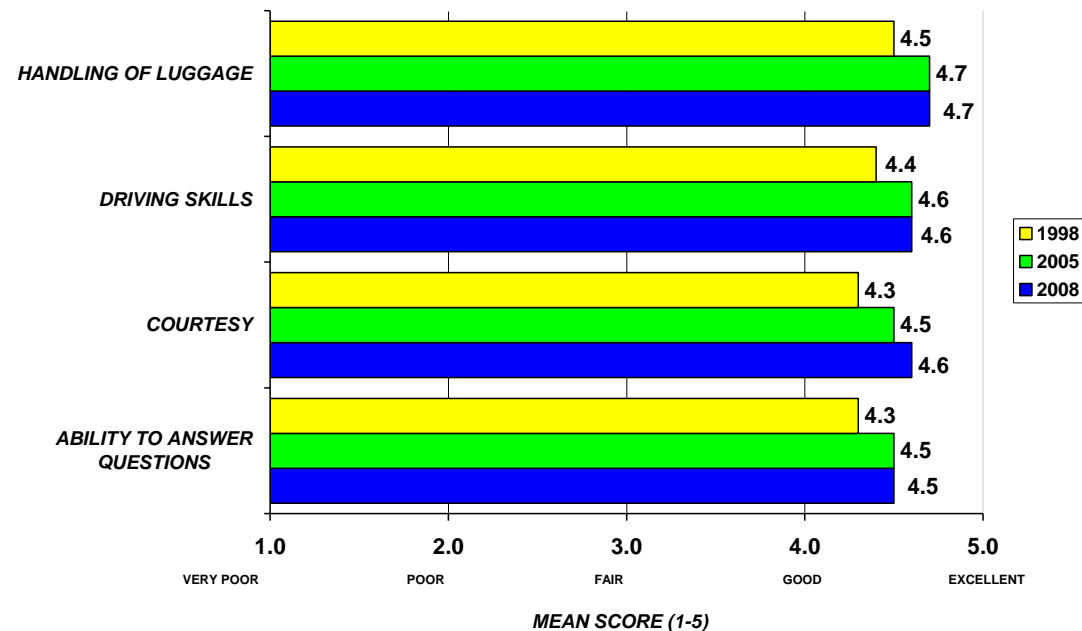


TABLE 6 RATINGS OF SKYRIDE SERVICE: BUS DRIVER PERFORMANCE - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score**</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Handling of luggage***</i>	1%	*%	2%	22%	74%	4.7	(258)
<i>Driving skills</i>	*%	1%	4%	33%	63%	4.6	(909)
<i>Courtesy of bus driver</i>	1%	1%	4%	28%	66%	4.6	(918)
<i>Drivers' ability to answer your questions about bus service</i>	1%	2%	5%	36%	57%	4.5	(729)

* Less than 1%.
 ** Mean score is calculated by assigning integer values of "1" to **very poor**, "2" to **poor**, "3" to **fair**, "4" to **good**, "5" to **excellent** and disregarding the **no opinions**.
 *** Reflects only riders who were traveling to/from DIA for a pleasure/personal or business flight.

Source: The Howell Research Group

■ **Security**



skyRide passengers traveling to/from DIA need to perceive that service and waiting at the bus stop are safe, especially during the late night trips. *Feeling of safety on bus* (4.5) was rated highly in 2008 with an average rating approaching excellent. The other **security** service dimension, *feeling of safety at bus stop* (4.1) was rated better than good. The ratings for both of these service dimensions have slightly improved since 1998: *feeling of safety on bus* (4.4 to 4.5) and *feeling of safety at bus stop* (4.0 to 4.1). (Refer to Figure 11 and Table 7.)

FIGURE 11
RATINGS OF SKYRIDE SERVICE: SECURITY
- 1998, 2005 & 2008 -

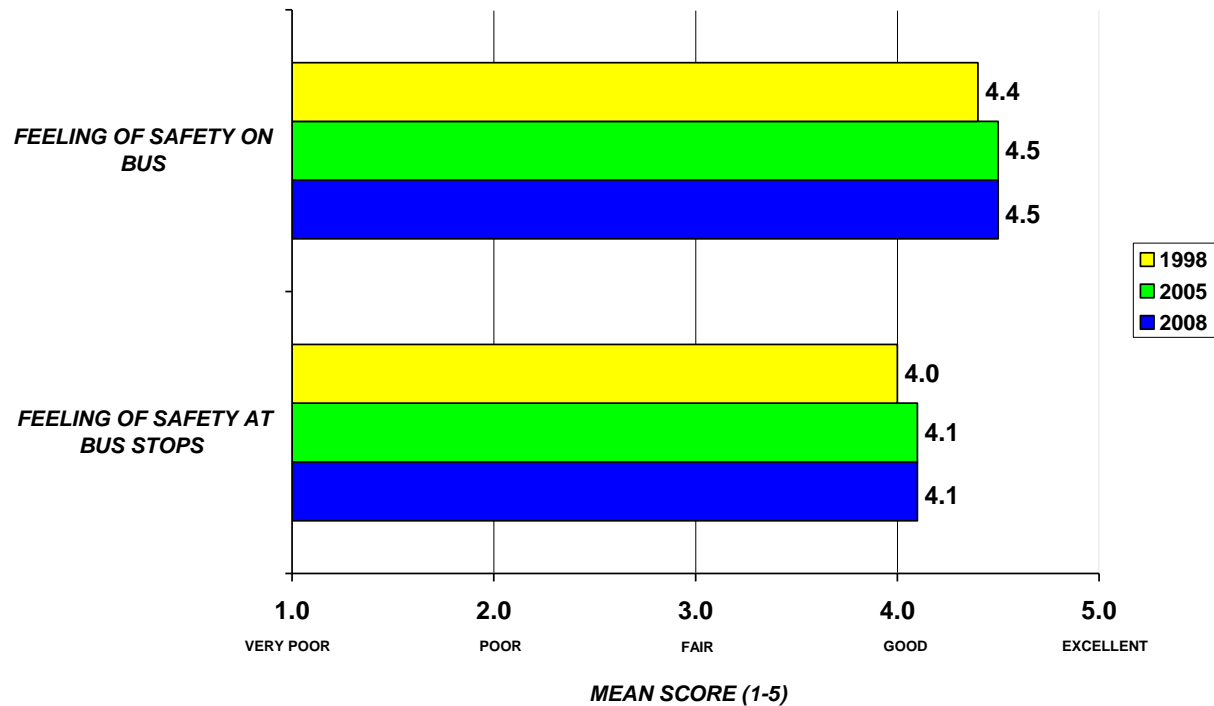


TABLE 7 RATINGS OF SKYRIDE SERVICE: SECURITY - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score**</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Feeling of safety on bus</i>	*%	*%	5%	40%	55%	4.5	(905)
<i>Feeling of safety at bus stops</i>	1%	2%	14%	49%	33%	4.1	(894)

* Less than 1%.
 ** Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ Customer Information



In addition to the standard sources of customer information (i.e. time tables, route maps, web site, etc.), RTD operates a skyRide sales and information center in the ground transportation area of the main terminal at DIA. RTD also provides two information kiosks for access to route and schedule information at the airport.

All of the service dimensions for **customer information** received ratings above good. *Ease of understanding RTD skyRide schedules (4.2)* and *helpfulness of personnel at DIA information booth (4.2)* were rated slightly better than *availability of general information about skyRide (4.1)*, *notice of route, schedule and other changes (4.1)* and *skyRide route information at bus stops (4.1)*. (Refer to Figure 12 and Table 8.)

The ratings for three service dimensions declined slightly between 2005 and 2008: *availability of general information about skyRide (4.3 to 4.1)*, *helpfulness of personnel at DIA information booth (4.3 to 4.2)* and *notice of route, schedule and other changes (4.2 to 4.1)*. However, the mean ratings for these service dimensions were slightly higher in 2008 compared to 1998. *Ease of reading RTD skyRide schedules* has been rated the same in each survey. *skyRide route information at bus stops* was rated for the first time in 2008.

FIGURE 12
RATINGS OF SKYRIDE SERVICE: CUSTOMER INFORMATION
- 1998, 2005 & 2008 -

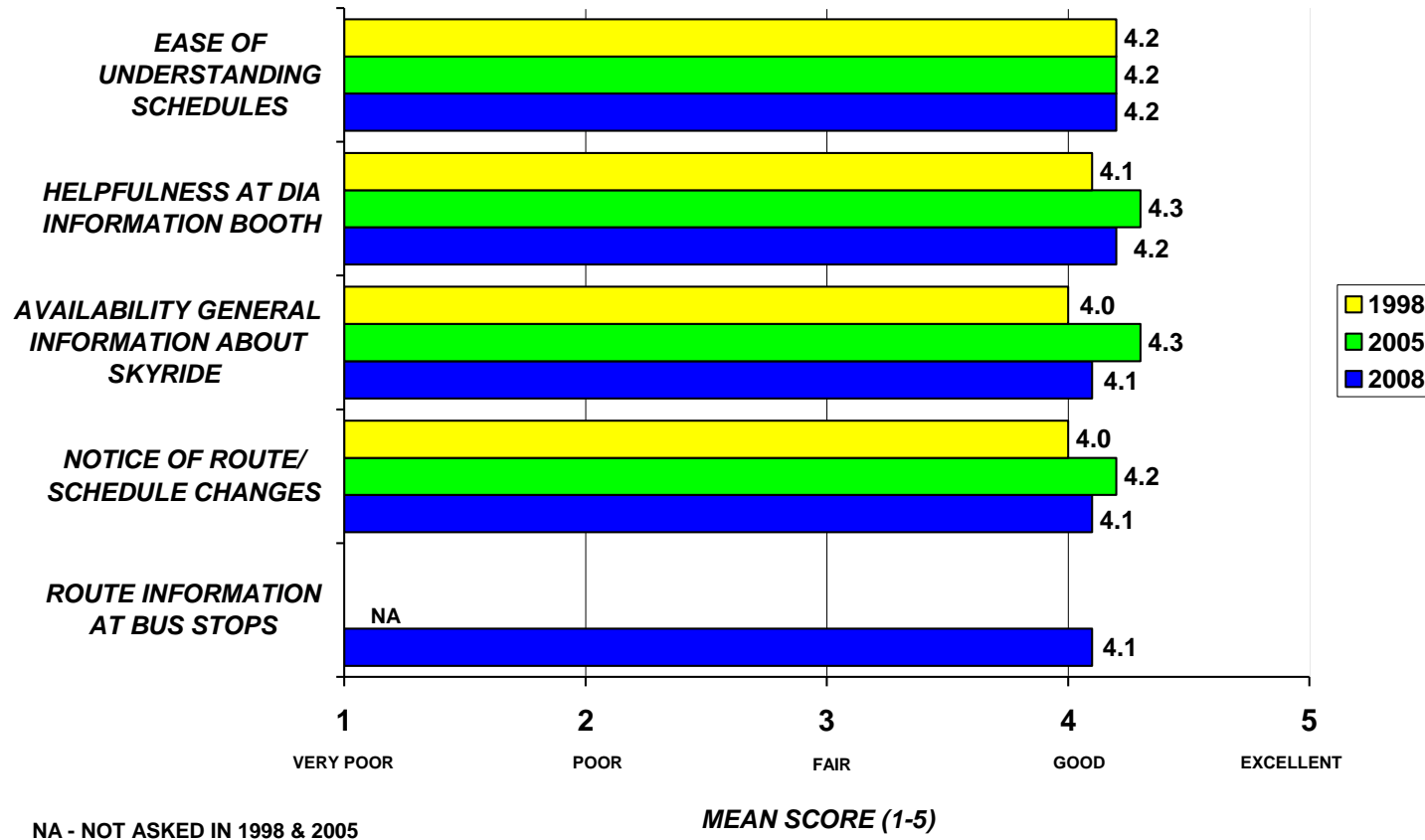


TABLE 8 RATINGS OF SKYRIDE SERVICE: CUSTOMER INFORMATION - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Ease of understanding RTD skyRide schedules</i>	1%	3%	9%	50%	38%	4.2	(890)
<i>Helpfulness of personnel at DIA information booth</i>	1%	5%	13%	41%	40%	4.2	(532)
<i>Availability of general information about skyRide</i>	1%	3%	13%	53%	31%	4.1	(858)
<i>Notice of route, schedule & other changes</i>	1%	4%	14%	51%	31%	4.1	(761)
<i>skyRide route information at bus stops</i>	1%	5%	14%	46%	34%	4.1	(810)
* Mean score is calculated by assigning integer values of “1” to very poor , “2” to poor , “3” to fair , “4” to good , “5” to excellent and disregarding the no opinions .							
Source: The Howell Research Group							

■ Comfort



skyRide is competing with the automobile not only in terms of travel time, but also in terms of comfort. skyRide buses are deluxe transit coaches with reclining seats, individual reading lights and overhead storage compartments for small luggage.

Three of the four **comfort** service dimensions were rated, on average, better than good: *cleanliness of bus interiors* (4.3), *availability of seats* (4.1) and *temperature on bus* (4.1). *Cleanliness of bus stop passenger shelters* (3.9) received an average rating below good. (Refer to Figure 13 and Table 9.)

Cleanliness of bus interiors has been the highest rated comfort service dimension in all previous surveys, and its average rating has not changed since 1998. The rating for *availability of seats* had improved between 1998 and 2005 (4.1 to 4.3), but then declined in 2008 (4.1). The average rating for *cleanliness of bus stop passenger shelters* has improved significantly since 1998 (3.5 to 3.9), while the average rating for *temperature on bus* has improved slightly (4.0 to 4.1).

FIGURE 13
RATINGS OF SKYRIDE SERVICE: COMFORT
- 1998, 2005 & 2008 -

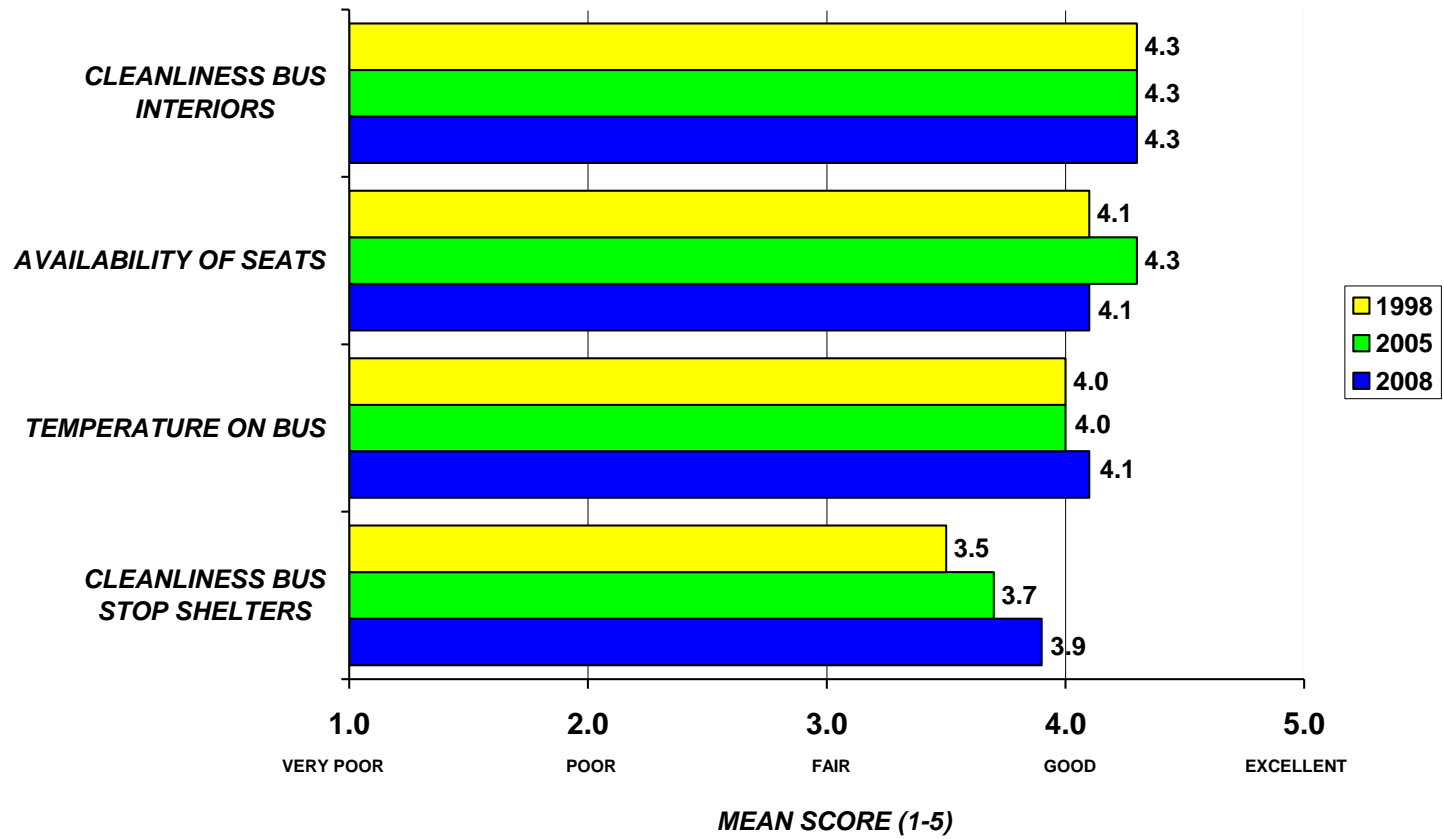


TABLE 9 RATINGS OF SKYRIDE SERVICE: COMFORT - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Cleanliness of bus interiors</i>	1%	1%	9%	48%	41%	4.3	(914)
<i>Availability of seats</i>	4%	3%	10%	40%	43%	4.1	(917)
<i>Temperature level on bus</i>	2%	4%	12%	48%	34%	4.1	(911)
<i>Cleanliness of bus stop passenger shelters</i>	2%	4%	19%	51%	25%	3.9	(860)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ Convenience



Access to skyRide service is located on both the West and East side of the main DIA terminal. skyRide drivers assist passengers by loading and unloading their baggage in large bus bins. More than 30 skyRide bus stops are located throughout the district, including 17 park-n-Rides.

There was a wide range in the ratings of service dimensions regarding **convenience**. *Convenience of bus stops at DIA* (4.5) received the highest rating with the mean rating approaching excellent. Also rated better than good were *boarding/luggage loading process* (4.4) and *availability of service at times needed* (4.1). Rated below good were *closeness of skyRide stop to home* (3.9), *availability of weekend service* (3.8) and *availability of evening service* (3.8).

(Refer to Figure 14 and Table 10.)

Boarding/luggage loading process (4.0 to 4.5) experienced a significant improvement in its rating between 1998 and 2008. Three convenience service dimensions showed slight improvement between 1998 and 2008: *convenience of bus stops at DIA* (4.4 to 4.5), *availability of service at times needed* (3.9 to 4.1) and *availability of evening service* (3.7 to 3.8). The average rating for *closeness of skyRide stop to home* declined slightly between 1998 and 2008 (4.0 to 3.9).

FIGURE 14
RATINGS OF BUS SERVICE: CONVENIENCE
- 1998, 2005 & 2008 -

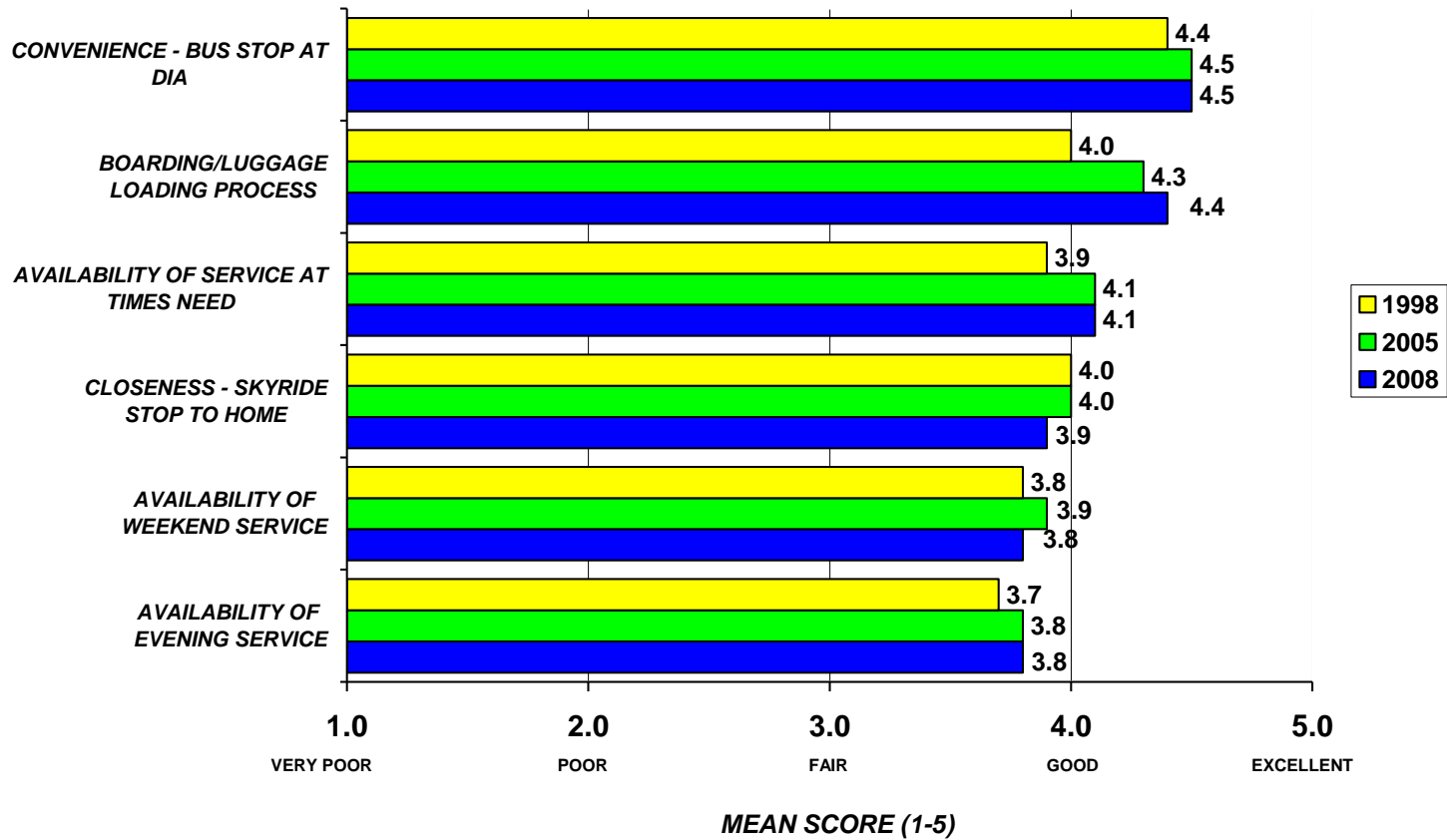


TABLE 10 RATINGS OF SKYRIDE SERVICE: CONVENIENCE – 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Convenience of bus stop at DIA</i>	1%	1%	6%	31%	62%	4.5	(850)
<i>Boarding/luggage loading process</i>	1%	2%	7%	40%	50%	4.4	(772)
<i>Availability of skyRide service at times you need it</i>	3%	4%	15%	40%	38%	4.1	(884)
<i>Closeness of skyRide stop to home</i>	6%	8%	16%	32%	38%	3.9	(868)
<i>Availability of weekend skyRide service</i>	4%	5%	21%	41%	28%	3.8	(697)
<i>Availability of evening skyRide service</i>	3%	8%	21%	41%	28%	3.8	(677)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ Web Site Trip Planner

Three out of ten skyRide passengers (31%) had used RTD's web site trip planner within the past 30 days, while 27% had used the web site to obtain other information. In total, 45% of all skyRide passengers had used the **web site** for one or both of these functions. Those that had used the web site trip planner (an average of 3.9 times in past 30 days) rated it, on average, better than good for *accuracy of information* (4.2) and *ease of use* (4.1). The ratings for *accuracy of information* (4.3 to 4.2) and *ease of use* (4.2 to 4.1) slightly declined between 2005 (first year evaluated) and 2008. (Refer to Figure 15 and Table 11.)



Those that had used the web site for *information other than the trip planner* rated this service dimension, on average, as good (4.0).

FIGURE 15
RATINGS OF SKYRIDE SERVICE: WEB SITE
- 2005 & 2008 -

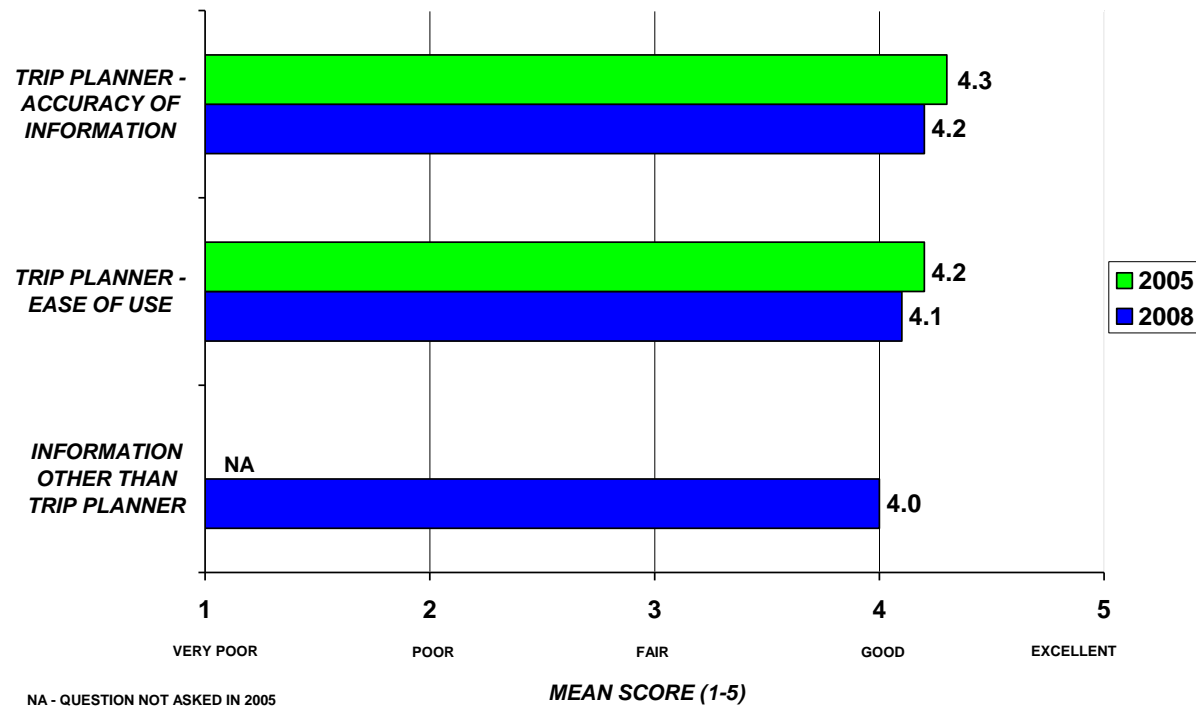


TABLE 11 RATINGS OF SKYRIDE SERVICE: WEB SITE - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Trip Planner – accuracy of information</i>	2%	3%	16%	36%	43%	4.2	(269)
<i>Trip Planner – ease of use</i>	2%	5%	16%	40%	37%	4.1	(284)
<i>Information other than trip planner</i>	1%	3%	16%	55%	25%	4.0	(248)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ Travel Time



There are six important considerations in rating **travel time**, and their mean scores ranged from 3.8 to 4.3. Receiving the highest ratings (better than good) were *on-time performance of skyRide* (4.3) and *amount of total travel time from origin to final destination* (4.2). Rated slightly below good were *required number of transfers* (3.9), *frequency of buses* (3.9), *waiting time when transferring* (3.9) and *reliability of transfers* (3.8). (Refer to Figure 16 and Table 12.)

The ratings for four service dimensions improved slightly between 1998 and 2008: *amount of total travel time* (4.1 to 4.2), *required number of transfers* (3.8 to 3.9), *frequency of buses* (3.8 to 3.9) and *waiting time when transferring* (3.7 to 3.9). The rating for *reliability of transfers* (first rated in 2005) declined slightly between 2005 and 2008 (3.9 to 3.8), while the mean rating for *on-time performance* has remained the same (4.3).

FIGURE 16
RATINGS OF SKYRIDE SERVICE: TRAVEL TIME
- 1998, 2005 & 2008 -

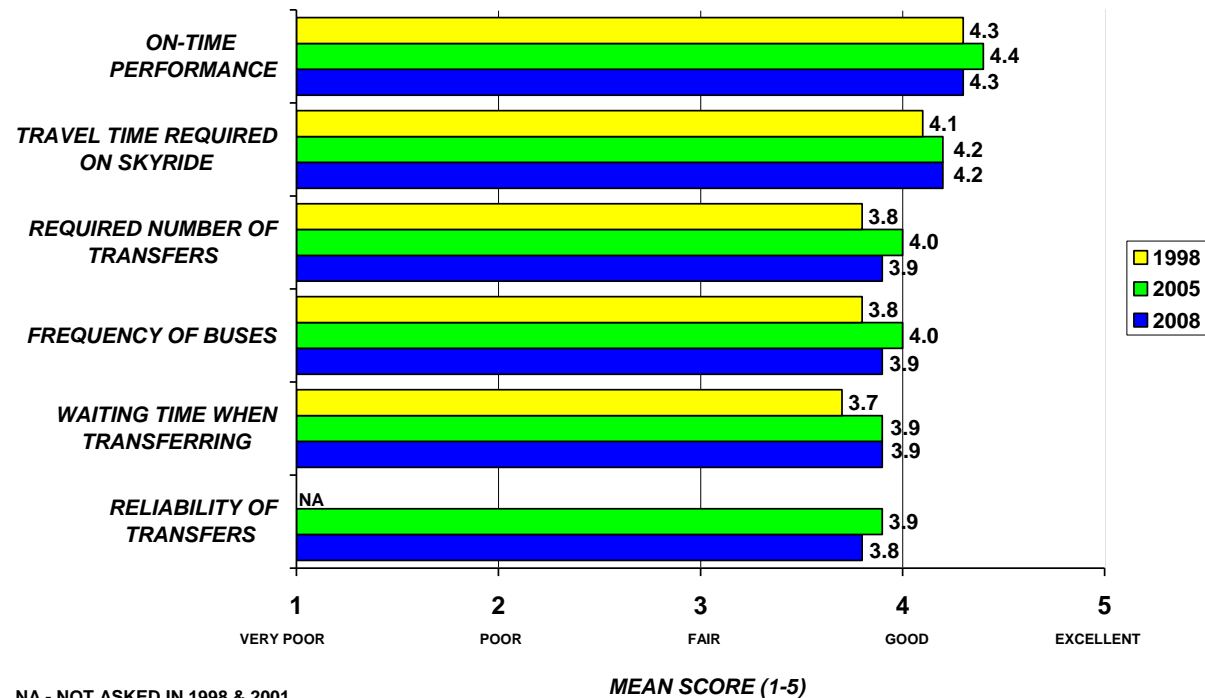


TABLE 12 RATINGS OF SKYRIDE SERVICE: TRAVEL TIME - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>On-time performance</i>	1%	1%	10%	41%	47%	4.3	(877)
<i>Amount of total travel time from origin to final destination</i>	1%	2%	13%	51%	34%	4.2	(870)
<i>Number of transfers required to reach final destination</i>	4%	7%	15%	43%	30%	3.9	(367)
<i>Frequency of skyRide buses</i>	2%	7%	19%	50%	23%	3.9	(896)
<i>Waiting time when you transfer to/from skyRide</i>	1%	5%	18%	55%	21%	3.9	(427)
<i>Reliability of transfer connections</i>	2%	8%	17%	48%	24%	3.8	(347)
* Mean score is calculated by assigning integer values of “1” to very poor , “2” to poor , “3” to fair , “4” to good , “5” to excellent and disregarding the no opinions .							
Source: The Howell Research Group							

■ **Pricing/Fares**

skyRide passengers rated the *value received for fare paid for trip* (4.0), on average, good. The rating for *value received for fare paid for trip* had slightly improved between 1998 and 2008 (3.9 to 4.0). (Refer to Figure 17 and Table 13.)

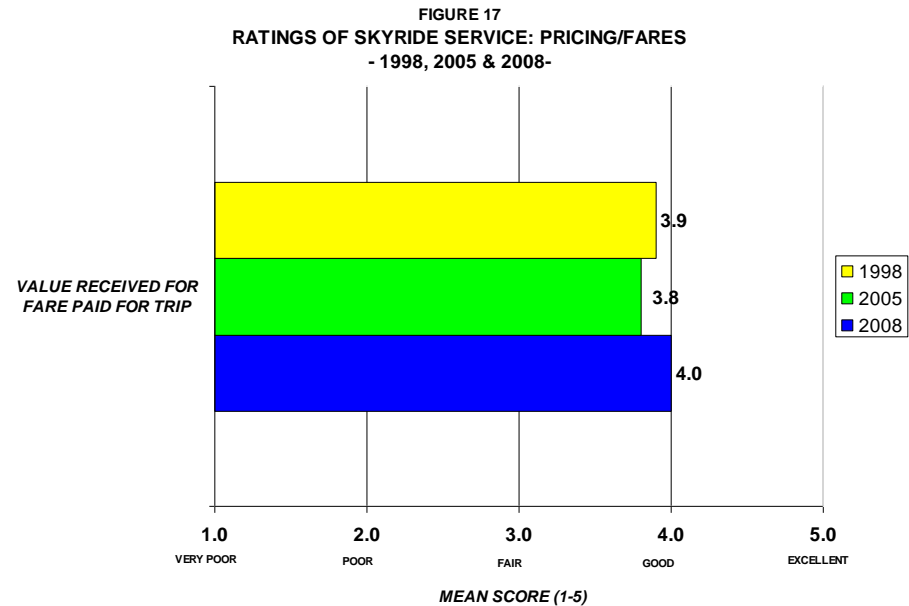


TABLE 13 RATINGS OF SKYRIDE SERVICE: PRICING/FARES - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Value received for fare paid for trip</i>	3%	5%	19%	37%	36%	4.0	(813)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ **park-n-Rides**



skyRide serves 17 park-n-Rides throughout the RTD District. Nearly six out of 10 skyRide passengers (59%) parked at an RTD **park-n-Ride** or the Stapleton Transfer Center for their trip. Each of the four park-n-Ride service dimensions was rated, on average, below good. Rated slightly below good were *feeling of personal safety* (3.9) and *cleanliness of passenger shelters* (3.8). Rated lower were *security of parked car* (3.7) and *availability of parking spaces* (3.6). (Refer to Figure 18 and Table 14.)

The rating for *cleanliness of passenger shelters* has shown significant improvement between 1998 and 2008 (3.2 to 3.8). *Feeling of personal safety* improved from 3.8 in 1998 to 4.0 in 2005, but then declined slightly to 3.9 in 2008. The mean rating for *security of parked car* has experienced a similar trend – improving between 1998 and 2005 (3.5 to 3.8), then slightly declining in 2008 (3.7). *Availability of parking spaces* had significant improvement between 1998 and 2005 (3.6 to 3.9), but then declined back to the 1998 rating in 2008.

FIGURE 18
RATINGS OF SKYRIDE SERVICE: PARK-N-RIDES
- 1998, 2005 & 2008 -

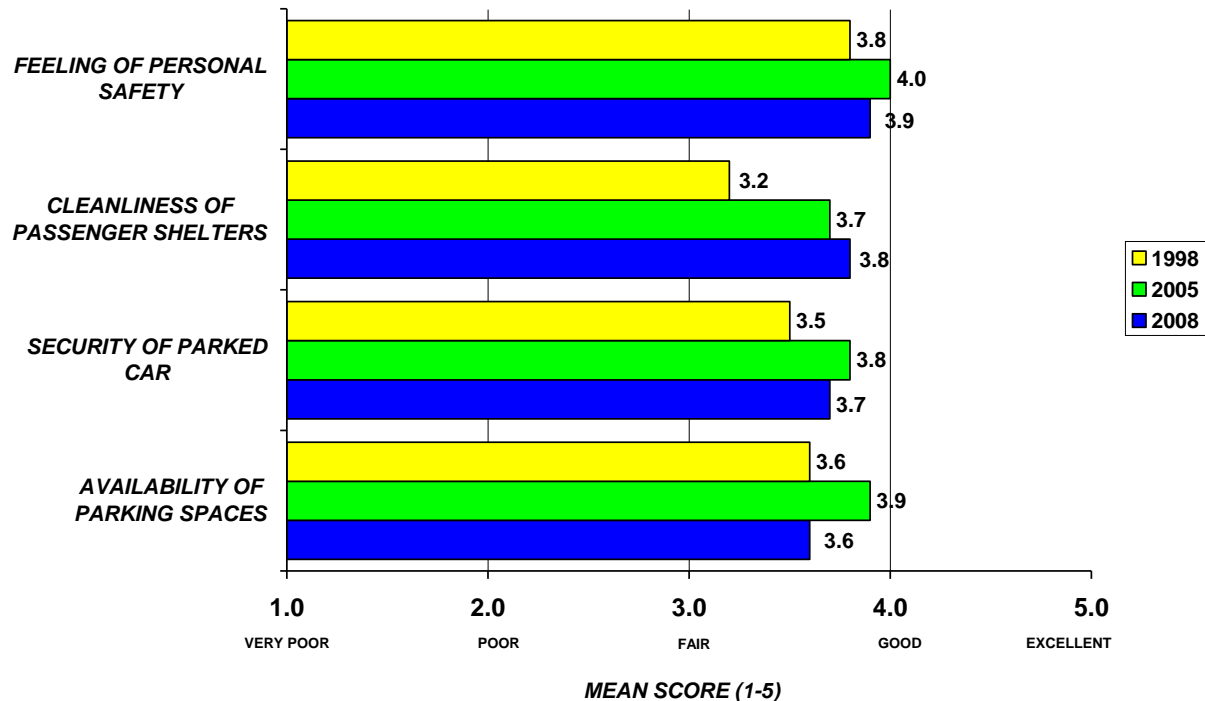


TABLE 14 RATINGS OF SKYRIDE SERVICE: PARK-N-RIDES - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Feeling of personal safety</i>	2%	5%	19%	50%	24%	3.9	(534)
<i>Cleanliness of passenger shelters</i>	3%	5%	23%	47%	22%	3.8	(509)
<i>Security of your parked car</i>	4%	5%	25%	42%	23%	3.7	(519)
<i>Availability of parking spaces</i>	7%	12%	22%	36%	24%	3.6	(544)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

Among skyRide passengers, the ratings of some park-n-Ride service dimensions varied significantly among the three most frequently used parking locations. Those who parked at the Airport Boulevard & 40th Avenue park-n-Ride rated *cleanliness of bus passenger shelters* significantly higher (4.0) than those who parked at the Stapleton Transfer Center (3.6) or the Nine Mile park-n-Ride (3.7). The skyRide riders using the Airport Boulevard & 40th Avenue park-n-Ride rated *feeling of personal security* slightly higher (4.0) than those using the Stapleton Transfer Center (3.8) or the Nine Mile park-n-Ride (3.9). (Refer to Table 15.)

Security of parked car was rated the same (3.8) by users of each of these three parking facilities. skyRide passengers using the Nine Mile park-n-Ride rated *availability of parking spaces* significantly lower (3.3) than those using the Stapleton Transfer Center (3.5) or the Airport Boulevard & 40th Avenue park-n-Ride (3.6).

TABLE 15 RATINGS OF PARK-N-RIDE SERVICE BY PARKING LOCATION - 2008

<u>Service Dimension</u>	<u>Mean Score*</u>			
	<u>Total</u>	<u>Stapleton Transfer Center</u>	<u>Airport Blvd. & 40th Ave.</u>	<u>Nine Mile</u>
<i>Feeling of personal safety</i>	3.9	3.8	4.0	3.9
<i>Cleanliness of passenger shelters</i>	3.8	3.6	4.0	3.7
<i>Security of your parked car</i>	3.7	3.8	3.8	3.8
<i>Availability of parking spaces</i>	3.6	3.5	3.6	3.3
Base	(544)	(163)	(124)	(82)
* Mean score is calculated by assigning integer values of “1” to very poor , “2” to poor , “3” to fair , “4” to good , “5” to excellent and disregarding the no opinions .				
Source: The Howell Research Group				

■ Telephone Information Center



In 2008, 19% of the skyRide passengers had called RTD's **Telephone Information Center (TIC)** within the past 30 days. These riders had called the TIC an average of 2.7 times during this period. The majority of skyRide riders who had used RTD's TIC (69%) had interfaced only with a live operator, while 21% had used only the automated touch-tone system and 11% had used both a live operator and the automated system.

There was a large variance in the ratings given to TIC service dimensions. Those who had called the Telephone Information Center rated various dimensions of service between fair and above good. Rated, on average, above good was *courtesy of TIC operator* (4.2), while *accuracy of TIC information* (4.0) was rated good. Rated only above fair were *ease of reaching live TIC operator* (3.4) and *ease of using RTD's automated touch-tone Telephone Information System* (3.3). (Refer to Figure 19 and Table 16.)

Ratings of all the TIC service dimensions had improved between 1998 and 2005, but the ratings for three service dimensions declined between 2005 and 2008. The rating for *courtesy of TIC operator* had improved between 1998 and 2005 (4.0 to 4.2), and then remained at 4.2 in 2008. *Accuracy of TIC information* has been rated similarly in all surveys.

The mean rating for *ease of reaching live TIC operator* had significantly improved from 3.4 in 1998 to 3.8 in 2005, but then declined back to the 1998 rating in 2008. Similarly, *ease of using RTD's automated touch-tone Telephone Information System* significantly improved between 1998 and 2005 (3.3 to 3.6), and then declined back to 3.3 in 2008.

FIGURE 19
RATINGS OF SKYRIDE SERVICE: TELEPHONE INFORMATION CENTER
- 1998, 2005 & 2008 -

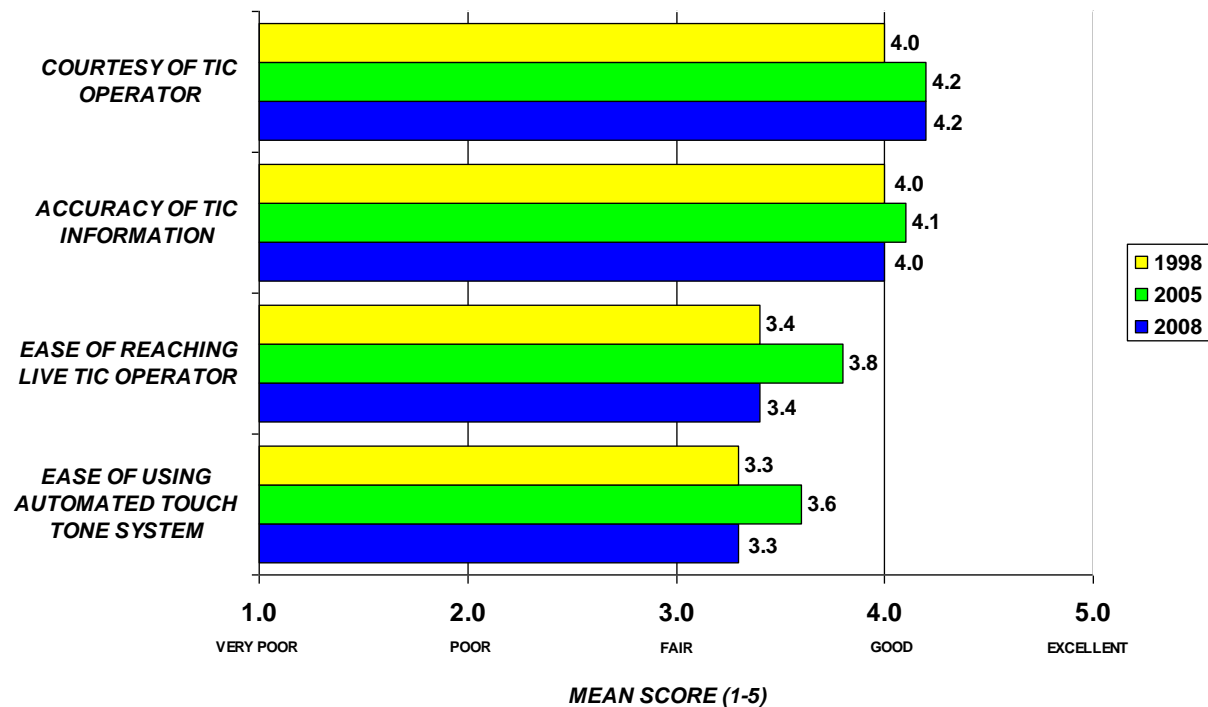


TABLE 16 RATINGS OF SKYRIDE: TELEPHONE INFORMATION CENTER (TIC) - 2008

<u>Service Dimension</u>	<u>Ratings</u>					<u>Mean Score*</u>	<u>Base</u>
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>		
<i>Courtesy of TIC operator</i>	5%	3%	10%	33%	49%	4.2	(140)
<i>Accuracy of information provided by TIC</i>	3%	6%	18%	39%	34%	4.0	(171)
<i>Ease of reaching a live TIC operator</i>	10%	14%	24%	32%	20%	3.4	(179)
<i>Ease of using automated touch tone system</i>	7%	12%	39%	31%	12%	3.3	(57)

* Mean score is calculated by assigning integer values of “1” to **very poor**, “2” to **poor**, “3” to **fair**, “4” to **good**, “5” to **excellent** and disregarding the **no opinions**.

Source: The Howell Research Group

■ **Differences by Route**



The ratings of specific service dimensions showed some significant variances by skyRide route. Passengers on Routes AA and AT were most likely to rate certain service dimensions significantly lower than passengers on other routes. (Refer to Table 17.)

Most Route AA passengers who used an RTD park-n-Ride had used the Wagon Road park-n-Ride (74%). Thus, their relatively low rating of *security of parked car* is most associated with the Wagon Road park-n-Ride. Since nearly all Route AS passengers using a park-n-Ride had used the Stapleton Transfer Center (99%), their relatively low rating of *availability of parking spaces* can be associated with the Stapleton Transfer Center.

TABLE 17 SIGNIFICANTLY LOWER RATINGS OF PARK-N-RIDE SERVICE DIMENSIONS BY ROUTE - 2008

<u>Route/Service Dimension</u>	<u>Mean Score*</u>	
	<u>Specific Route</u>	<u>All Other Routes</u>
<u>Route AA:</u>		
<i>Security of parked car at park-n-Ride</i>	3.4	3.8
<i>Availability of service at time needed</i>	3.7	4.1
<i>Availability of weekend skyRide service</i>	3.6	3.9
<i>Frequency of skyRide buses</i>	3.6	3.9
<i>Waiting time when transferring to/from skyRide</i>	3.6	3.9
<i>skyRide route information at bus stops</i>	3.8	4.1
<u>Route AS:</u>		
<i>Cleanliness of passenger shelters at park-n-Rides</i>	3.6	3.9
<u>Route AT:</u>		
<i>Accuracy of TIC information</i>	3.7	4.1
<i>Closeness of skyRide stop to home</i>	3.6	4.0
<i>Availability of weekend skyRide service</i>	3.6	3.9
<i>Availability of bus seats</i>	3.7	4.3
<i>Temperature level on bus</i>	3.8	4.2
* Mean score is calculated by assigning integer values of “1” to very poor , “2” to poor , “3” to fair , “4” to good , “5” to excellent and disregarding the no opinions .		
Source: The Howell Research Group		

DESIRED IMPROVEMENTS

■ Performance Categories

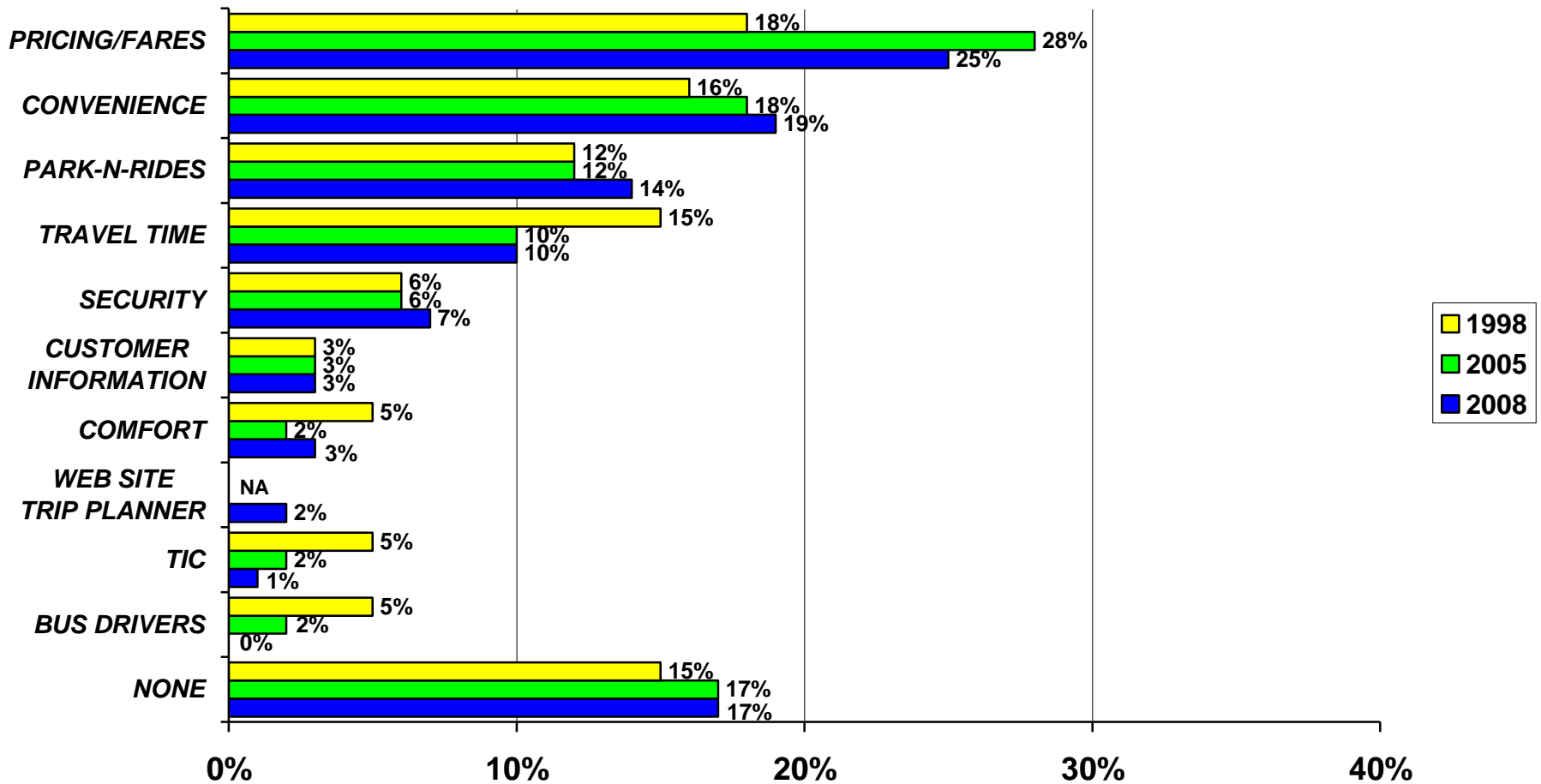
In 2008, one out of four skyRide riders (25%) identified **pricing/fares** as being most in need of improvement. The next most frequently selected areas for improvement were **convenience** (19%), **park-n-Rides** (14%) and **travel time** (10%). A relatively large percentage of riders (17%) said **none** of the performance areas were in need of improvement. (Refer to Figure 19.)

Between 1998 and 2008, there has been an increase in the identification of **pricing/fares** being most in need of improvement (18% to 25%). However, there was a decline in the selection of **pricing/fares** between 2005 and 2008 (29% to 25%). Three performance areas have declined significantly between 1998 and 2008 as being most in need of improvement: **travel time** (15% to 10%), **Telephone Information Center** (5% to 1%) and **bus drivers** (5% to 0%).

There were some differences in the identification of areas most in need of improvement by skyRide route. Route AA (32%) and Route AT (30%) passengers were more likely to identify **pricing/fares** than other passengers. **Convenience** was less of an issue among Route AS riders (10%), while **park-n-Rides** was less of an issue among Route AB riders (7%). Route AB riders were more likely (17%) to identify **travel time** than riders on other skyRide routes. **Security/safety** was more likely (12%) to be identified by Route AS passengers than riders of other routes. (Refer to Table 18.)

Passengers riding skyRide for DIA work trips were far more likely (31%) to identify **pricing/fares** as being most in need of improvement than non-work DIA riders (14%) or non-DIA riders (22%). This is most likely due to DIA work commuters being more frequent skyRide users and, as a whole, having lower annual household incomes than riders using skyRide for other purposes. DIA work commuters were also more likely (17%) than non-work DIA riders (10%) and non-DIA riders (11%) to select **park-n-Rides** as being most in need of improvement. This is not surprising since DIA work commuters were far more likely (69%) than non-work DIA riders (42%) and non-DIA riders (53%) to have used a park-n-Ride for their trip.

FIGURE 20
MOST IMPORTANT AREA FOR SKYRIDE SERVICE IMPROVEMENT
- 1998, 2005 & 2008 -



NA - NOT ASKED IN 1998 OR 2005

**TABLE 18 MOST IMPORTANT AREA FOR IMPROVEMENT TO SKYRIDE SERVICE BY ROUTE
& TRIP PURPOSE - 2008**

<u>Most Important Area for Improvement</u>	<u>Total</u>	<u>Route</u>					<u>Trip Purpose</u>		
		<u>AA</u>	<u>AB</u>	<u>AF</u>	<u>AS</u>	<u>AT</u>	<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non- DIA</u>
Pricing/Fares	25%	32%	19%	23%	30%	22%	31%	14%	22%
Convenience	19%	22%	22%	18%	10%	22%	17%	21%	20%
park-n-Rides	14%	16%	7%	12%	17%	19%	17%	12%	11%
Travel Time	10%	8%	17%	8%	6%	12%	9%	12%	11%
Security/Safety	7%	3%	2%	5%	12%	7%	7%	7%	3%
Customer Information	3%	3%	4%	3%	3%	2%	5%	1%	1%
Comfort	3%	1%	3%	4%	2%	5%	1%	5%	3%
Web Site Trip Planner	2%	2%	3%	7%	1%	0%	1%	3%	5%
Telephone Information Ctr.	1%	1%	1%	1%	*%	1%	1%	1%	1%
Bus Driver Performance	0%	0%	0%	0%	0%	0%	0%	0%	0%
None	<u>17%</u>	<u>15%</u>	<u>22%</u>	<u>20%</u>	<u>19%</u>	<u>11%</u>	<u>11%</u>	<u>25%</u>	<u>23%</u>
Total**	101%	101%	100%	101%	100%	101%	100%	101%	100%
Base	(903)	(147)	(237)	(152)	(205)	(161)	(488)	(267)	(131)

* Less than 1%.

** May add to more than 100% due to rounding.

Source: The Howell Research Group

■ **Specific Dimensions of Service**

Another approach for identifying areas for potential improvement is to examine the service dimensions with relatively high percentages of poor or very poor ratings. These service dimensions typically received the lowest mean score ratings. Out of 39 service dimensions, only six received poor or very poor ratings of 10% or more. The service dimensions with the largest poor or very poor ratings were related to the **Telephone Information Center** and **park-n-Rides** – two performance areas rated by only those riders who had used these services. Interestingly, *value received for fare paid for trip* was not rated poor or very poor by 10% or more of skyRide passengers, although **pricing/fares** was identified by the largest percentage of riders as being most in need of improvement. (Refer to Table 19.)

TABLE 19 SKYRIDE SERVICE DIMENSIONS WITH HIGHEST VERY POOR/POOR RATINGS - 2008

<u>Service Dimension</u>	<u>Very Poor/Poor</u>	<u>Mean Score</u>
<i>Ease of reaching a live RTD operator*</i>	24%	3.4
<i>Ease of using RTD's automated touch-tone telephone information system*</i>	19%	3.3
<i>Availability of parking spaces at park-n-Ride*</i>	19%	3.6
<i>Availability of evening skyRide service</i>	11%	3.8
<i>Number of transfers required to reach final destination</i>	11%	3.9
<i>Reliability of transfer connections</i>	10%	3.8

* Reflects only those riders who had used this service.

Source: The Howell Research Group

CORRELATION BETWEEN SERVICE DIMENSIONS AND OVERALL SKYRIDE PERFORMANCE

Correlation analyses were conducted to identify the service dimensions where satisfaction was most directly related to the overall performance rating for skyRide. There was a positive correlation between all service dimensions and the overall performance rating. The service dimensions more highly correlated to overall skyRide performance were:

Feeling of safety on bus

Value received for fare paid for trip

Courtesy of TIC operator

Driver's handling of your luggage

Driver's ability to answer your questions about skyRide service

Availability of general information about skyRide

This indicates that higher ratings of the above service dimensions are more likely to effect higher overall satisfaction with skyRide service.

V. CHARACTERISTICS OF SKYRIDE RIDERS

This section profiles RTD skyRide passengers by illustrating trends in the following areas:

- Use of RTD bus and light rail
- Use of RTD special transportation services
- Type of skyRide rider
- How skyRide riders first heard about skyRide service
- Most important reasons for riding RTD
- Demographic characteristics of skyRide passengers
- Home zip codes with highest concentrations of skyRide riders
- Language characteristics of skyRide riders

USE OF OTHER RTD SERVICES

■ Use of RTD Bus and Light Rail Service



Nearly three out of ten skyRide passengers (28%) had also ridden regular bus service during the past week. All skyRide passengers had made, on average, 1.9 one-way regular bus trips during the past week.

In 2008, more than six out of ten skyRide passengers (63%) had ridden an RTD Local, Express or Regional bus at least once in the past 12 months. This was the same as in 2005 (63%). (Refer to Table 20.)

More than one out of ten skyRide passengers (12%) had ridden light rail during the past week – an average of 0.4 one-way trips among all skyRide passengers.

More than one-third of the skyRide passengers (36%) had ridden RTD light rail at least once during the past 12 months – a very slight increase from 2005 (34%).



■ **Use of RTD Special Services**

In 2008, more than four out of ten skyRide passengers (44%) had used one or more of RTD’s special services within the past 12 months. This represented a significant decline from 1998 (58%) and a slight decline from 2005 (47%). In 2008, riders were most likely to have used the 16th Street Mall Shuttle (38%) followed by RockiesRide (5%), BroncosRide (4%), call-n-Ride (3%), BuffRide (1%) and access-a-Ride (1%). (Refer to Table 20.)

TABLE 20 USE OF OTHER RTD SERVICES AMONG SKYRIDE RIDERS – 1998, 2005 & 2008

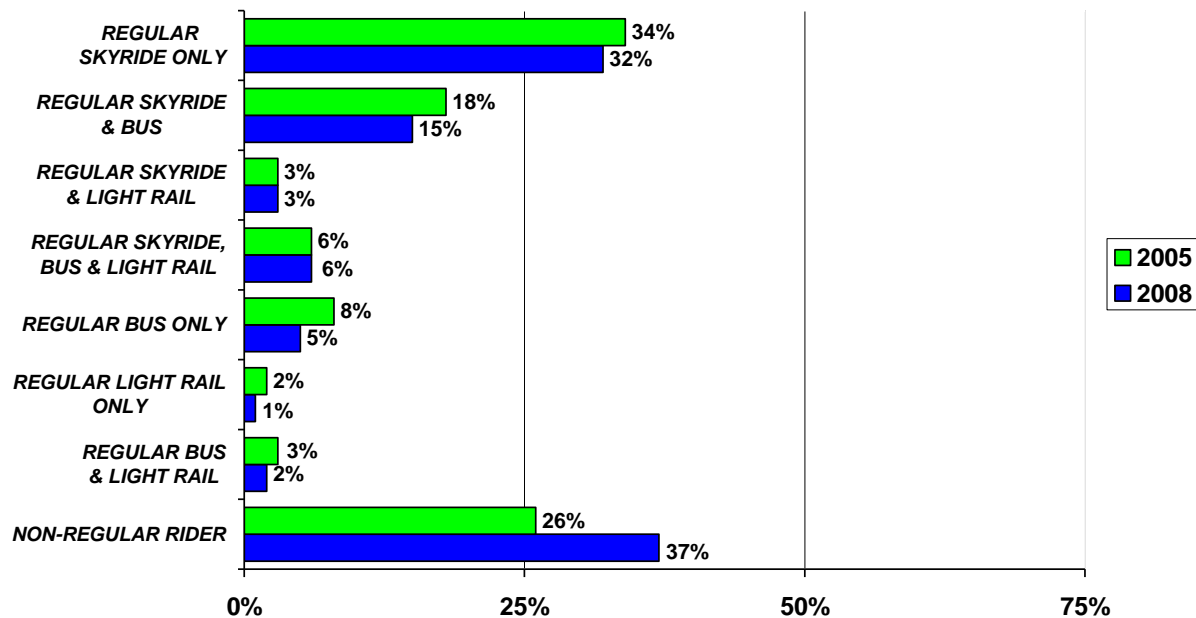
	<u>Used in Past 12 Months</u>		
	<u>1998</u>	<u>2005</u>	<u>2008</u>
Local, Express or Regional Bus Service	na	63%	63%
Light Rail	na	34%	36%
<u>RTD Special Services**</u>			
Total – Any Special Services	58%	47%	44%
16 th Street Mall Shuttle	46%	41%	38%
RockiesRide	14%	5%	5%
BroncosRide	9%	6%	4%
call-n-Ride	na	4%	3%
BuffRide	1%	1%	1%
access-a Ride	*%	*%	1%
Other	4%	1%	1%
Base	(616)	(648)	(940)

* Less than 1%.
 ** Reflects multiple responses.
 na Not included in 1998 survey.
 Source: The Howell Research Group

■ **Type of skyRide Rider**

A regular rider is defined as one who made one or more one-way trips on skyRide, regular bus or light rail service during the past week (not including the trip on which they received the survey). Using this definition, the skyRide passengers can be segmented into three primary categories: **regular skyRide rider only** (32%), **regular skyRide and bus rider** (15%) and **non-regular riders** (37%). Additionally smaller percentages of the 2008 skyRide passengers can be classified as **regular skyRide and light rail rider** (3%), **regular skyRide, bus and light rail rider** (6%), **regular bus and light rail rider** (2%), **regular bus riders only** (5%), and **regular light rail riders only** (1%). The classification of skyRide passengers has not changed significantly between 2005 and 2008, except that **non-regular riders** (those that had not ridden any RTD service in prior week) increased from 26% to 37%. (Refer to Figure 21.)

FIGURE 21
TYPES OF SKYRIDE RIDERS
 - 2005 & 2008 -



HOW SKYRIDE PASSENGERS FIRST HEARD ABOUT SKYRIDE SERVICE

Seven out of ten skyRide passengers first heard about skyRide through either friends/coworkers (44%) or their employer (26%). A distant third place for first hearing about skyRide was the Internet/web (5%). In total, ads first introduced skyRide to less than one out of ten riders: ads on buses (3%), bus shelter ads (2%), TV ads (1%), newspaper/magazine ads (1%) and radio ads (1%). (Refer to Table 21.)

Those who use skyRide for commuting to/from work at DIA were most likely to have first heard about skyRide service through their employer (43%), closely followed by friends/coworkers (40%). The majority (55%) of those using skyRide for non-work trips to/from DIA (primarily for pleasure or business flights) first heard about skyRide from friends/coworkers. The largest segment of riders using skyRide for non-DIA trips first heard about skyRide through friends/coworkers (36%) followed by Internet/web (13%) and employer (12%). This group was more likely to have been impacted by ads than the other types of riders (13% vs. 8%).

TABLE 21 HOW SKYRIDE RIDERS FIRST HEARD ABOUT SKYRIDE BY TRIP PURPOSE - 2008

<u>How First Heard</u>	<u>Total</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
Friends/coworkers	44%	40%	55%	36%
Employer	26%	43%	4%	12%
Internet/web	5%	2%	5%	13%
Ads on buses	3%	2%	2%	7%
Bus shelter ads	2%	2%	2%	4%
TV ads	1%	1%	2%	1%
At airport	1%	1%	2%	1%
At school	1%	*%	2%	2%
Newspaper/magazine ads	1%	1%	1%	1%
Radio ads	1%	*%	2%	0%
RTD station	1%	*%	1%	1%
Other	3%	2%	3%	9%
Couldn't remember	<u>11%</u>	<u>7%</u>	<u>17%</u>	<u>15%</u>
Total**	100%	101%	98%	102%
Base	(910)	(494)	(269)	(130)

* Less than 1%.
 ** May add or less than 100% due to rounding.
 Source: The Howell Research Group

MOST IMPORTANT REASON FOR RIDING RTD

The largest segments of skyRide passengers said that “cheaper than driving” (27%) and “employer pays for all or part of transit pass” (20%) were the most important reasons for riding RTD. Other frequently cited reasons were “no car available/do not drive” (13%), “avoid parking” (12%) and “saves wear and tear on car” (11%). “Avoid parking” is a cost related reason similar to “cheaper than driving car.” (Refer to Table 22.)

Riders using skyRide to commute to/from work at DIA were most likely to say that “employer pays for all/part of transit pass” (30%) and “cheaper than driving car” (28%) were the most important reasons for riding RTD. Those using skyRide for non-work DIA trips were most likely to say that “avoid parking” (30%) and “cheaper than driving car” (26%) were most important. Non-DIA skyRide passengers were most likely to say that “cheaper than driving car” (26%) was their most important reason, but a large percentage (20%) said it was because they “had no car available/do not drive.”

TABLE 22 MOST IMPORTANT REASON FOR RIDING RTD BY SKYRIDE TRIP PURPOSE - 2008

<u>Most Important Reason</u>	<u>Total</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
Cheaper than driving car	27%	28%	26%	26%
Employer pays for all/part of transit pass	20%	30%	4%	13%
No car available/do not drive	13%	14%	7%	20%
Avoid parking	12%	4%	30%	11%
Saves wear and tear on car	11%	15%	5%	8%
Good for environment	7%	4%	10%	10%
Avoid traffic	5%	3%	8%	8%
Ability to read/work	2%	2%	3%	3%
More convenient	2%	*%	4%	2%
Relax/reduce stress	1%	1%	1%	1%
Cheaper than taxi/shuttle	*%	0%	2%	0%
Other	1%	1%	2%	0%
Total**	101%	102%	102%	102%
Base	(908)	(488)	(271)	(132)

* Less than 1%.
 ** May add or less than 100% due to rounding.
 Source: The Howell Research Group

DEMOGRAPHIC CHARACTERISTICS



Based on the survey results, skyRide serves three distinct market segments:

1. Employees who work at DIA
2. Riders traveling to/from DIA for non-work trips (i.e. pleasure or business flights)
3. Riders who use skyRide for non-DIA trips (primarily work commuters to other locations)

The largest market segment is employees who work at DIA (55%), followed by riders who do not work at DIA (30%) and riders who use skyRide for non-DIA trips (14%). The demographic characteristics measured for these three market segments were: gender, age, marital status, education level, county of residence, occupation, ethnicity, annual household income, household size and transit dependency.

There are some major differences among riders by trip purpose. (Refer to Table 23.) The following are the most prevalent demographic characteristics by trip purpose:

Prevalent Demographic Characteristics by Market Segment

	<u>All Riders</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
Gender	Male	Male	Female	Female
Age	45-64	45-64	45-64	35-54
Marital Status	Married	Married	Married	Single
Education	Some college or higher	Some college or higher	College degree	Some college or higher
County of Residence	Denver	Denver	Boulder	Jefferson
Occupation	Professional	Sales/Clerical/Service	Professional	Professional

Ethnicity	Caucasian (with high % minority)	Caucasian (with high % minority)	Caucasian	Caucasian (with high % minority)
Household Income	\$50,000 & higher	Under \$50,000	\$75,000 & higher	\$35,000 & higher
Household Size	2.5	2.7	2.2	2.5
Transit Dependent	No	No	No	No

TABLE 23 DEMOGRAPHIC CHARACTERISTICS OF SKYRIDE RIDERS BY TRIP PURPOSE - 2008

		<u>Trip Purpose</u>			
		<u>Total</u>	<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
<u>Gender</u>					
Male		52%	58%	47%	43%
Female		48%	42%	53%	57%
	Total	100%	100%	100%	100%
<u>Age</u>					
Under 18		1%	1%	0%	2%
18 – 24		9%	10%	3%	15%
25 – 34		12%	11%	13%	14%
35 – 44		15%	13%	15%	23%
45 – 54		28%	32%	21%	28%
55 – 64		26%	28%	30%	14%
65 or older		10%	6%	18%	5%
	Total**	101%	101%	100%	101%
<u>Marital Status</u>					
Married		55%	56%	57%	49%
Single		45%	44%	43%	51%
	Total	100%	100%	100%	100%

TABLE 23 DEMOGRAPHIC CHARACTERISTICS OF SKYRIDE RIDERS BY TRIP PURPOSE - 2008 (Continued)

	<u>Total</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
<u>Education Level</u>				
Less than high school	3%	4%	*%	1%
High school graduate	14%	20%	3%	22%
Some college/vocational school	29%	36%	16%	31%
College graduate	35%	32%	40%	35%
Postgraduate degree	19%	8%	41%	12%
Total**	100%	100%	100%	101%
<u>County of Residence</u>				
Adams	12%	16%	3%	13%
Arapahoe	19%	28%	9%	8%
Boulder	10%	2%	28%	4%
Broomfield	3%	2%	3%	3%
Denver	31%	35%	22%	28%
Douglas	4%	5%	3%	0%
Jefferson	15%	11%	11%	42%
Other	7%	2%	21%	2%
Total**	101%	101%	100%	100%
<u>Occupation</u>				
Professional/Managerial	41%	32%	58%	44%
Sales/Clerical/Service	28%	39%	8%	23%
Laborer/Craftsman/Foreman	13%	20%	2%	7%
Employed Student	7%	7%	2%	14%
Student Only	1%	0%	3%	2%
Unemployed	1%	0%	3%	3%
Homemaker	1%	0%	5%	0%
Retired	7%	0%	19%	3%
Disabled	*%	0%	1%	1%
Other	1%	1%	0%	1%
Total**	100%	99%	101%	98%

TABLE 23 DEMOGRAPHIC CHARACTERISTICS OF SKYRIDE RIDERS BY TRIP PURPOSE - 2008 (Continued)

	<u>Total</u>	<u>Trip Purpose</u>		
		<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
<u>Ethnicity</u>				
Caucasian/White	64%	52%	89%	59%
African American	18%	26%	3%	18%
Hispanic	10%	14%	3%	12%
Asian/Pacific Islander	6%	7%	3%	8%
Native American	1%	*%	1%	2%
Other	1%	1%	*%	1%
Total**	100%	100%	99%	100%
<u>Annual Household Income</u>				
Under \$15,000	7%	7%	4%	15%
\$15,000 - \$24,999	12%	16%	5%	11%
\$25,000 - \$34,999	11%	13%	8%	9%
\$35,000 - \$49,999	17%	22%	7%	15%
\$50,000 - \$74,999	21%	23%	20%	17%
\$75,000 - \$99,999	13%	11%	16%	14%
\$100,000 or more	20%	9%	41%	19%
Total**	101%	101%	101%	100%
<u>Household Size</u>				
One Person	22%	19%	28%	21%
Two Persons	37%	33%	42%	36%
Three Persons	17%	19%	12%	21%
Four or More Persons	24%	29%	18%	22%
Total	100%	100%	100%	100%
Average	2.5	2.7	2.2	2.5

TABLE 23 DEMOGRAPHIC CHARACTERISTICS OF SKYRIDE RIDERS BY TRIP PURPOSE - 2008 (Continued)

		<u>Total</u>	<u>Trip Purpose</u>		
			<u>Work at DIA</u>	<u>Non-Work DIA</u>	<u>Non-DIA</u>
<u>Transit Dependent</u> ^{***}					
Yes		18%	17%	13%	26%
No		<u>82%</u>	<u>83%</u>	<u>87%</u>	<u>74%</u>
Total		100%	100%	100%	100%
Base		(898)	(481)	(270)	(130)
* Less than one percent.					
** May add to more or less than 100% due to rounding.					
*** Riders who do not have a car available at time of trip or have a physical/mental disability that prevents them from driving a car.					
Source: The Howell Research Group					

HOME ZIP CODES WITH HIGHEST CONCENTRATIONS OF SKYRIDE RIDERS

It is important to identify areas with high concentrations of skyRide passengers in order to continually evaluate route locations, stops and schedules. In order to assist in this effort, the survey asked riders for their home zip codes. The top five zip codes with the highest percentages of skyRide passengers by trip purpose are presented in Table 24.

DIA work commuters live throughout the Denver Metro Area and live in 84 different zip codes. Although no single zip code accounted for more than 6% of all DIA work commuters, higher concentrations of riders are found in Aurora and eastern Denver zip codes.

More than one-fifth of the DIA non-work skyRide passengers (22%) live outside the Denver Metro Area – either in other Colorado locations (7%) or outside of Colorado (15%). There are no large concentrations of DIA non-work riders in any single zip code, and they live in 69 different zip codes within the Denver Metro Area. However, the highest concentrations of riders live in City of Boulder zip codes. This is consistent with survey findings that indicate that Route AB accounts for 39% of all DIA non-work trips.

Two zip codes account for large concentrations of skyRide passengers making non-DIA trips: 80228 (21%) and 80239 (15%). Zip code 80228 is located in Lakewood and along with other Jefferson County zip codes such as 80401 and 80226 reflect riders who are using skyRide Route AF for trips to/from Downtown Denver and the Auraria Campus. Zip code 80249 is Green Valley Ranch (located directly south of DIA) and along with zip code 80239 (Montbello) reflects riders who are most likely catching skyRide at the nearby Airport Boulevard & 40th Avenue stop and riding Routes AB, AF and AT to/from locations such as Downtown Denver, Boulder and the South I-25 business parks.

TABLE 24 HOME ZIP CODES WITH HIGHEST CONCENTRATIONS OF SKYRIDE RIDERS - 2008

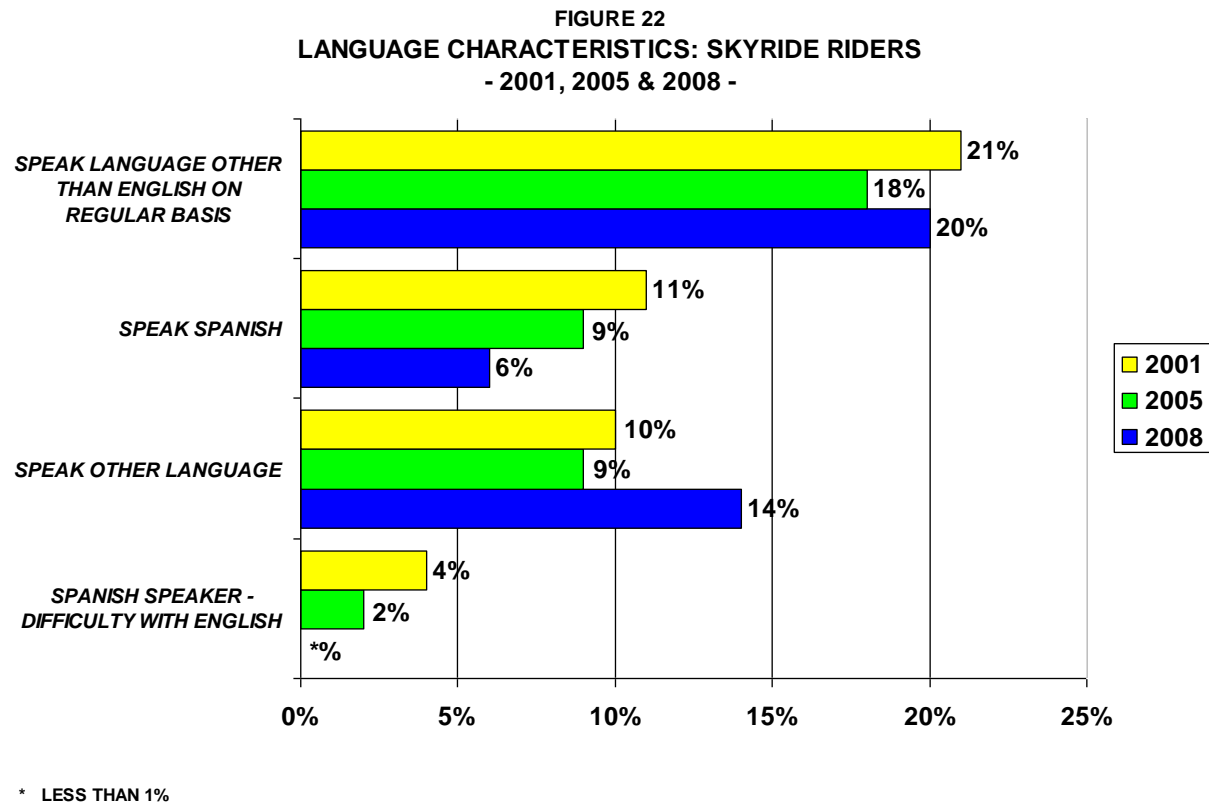
<u>Trip Purpose</u>	<u>Zip Code</u>	<u>Location</u>	<u>Percent of Riders</u>
DIA Work Trips	80012	Aurora	6%
	80231	East Denver	6%
	80011	Aurora	5%
	80220	East Denver	5%
	80014	Aurora	4%
	80207	East Denver	4%
	80239	Montbello	4%
		Base	(477)
DIA Non-Work Trips	80302	City of Boulder	6%
	80305	City of Boulder	5%
	80220	East Denver	5%
	80303	City of Boulder	4%
	80304	City of Boulder	4%
		Base	(260)
Non-DIA Trips	80228	Lakewood	21%
	80249	Green Valley Ranch	15%
	80239	Montbello	6%
	80401	Golden	5%
	80226	Lakewood	4%
		Base	(127)

Source: The Howell Research Group

LANGUAGE CHARACTERISTICS

Hispanic/Latino passengers represent a fast growing market for RTD ridership. The Hispanic share of the population in the seven-county Denver Metropolitan Area increased dramatically from 12% to 18% between 1990 and 2000. RTD's Multi-Cultural Program's purpose is to improve communications with the District's diverse populations, including Spanish-speaking residents. To support this effort, the skyRide Customer Satisfaction Survey was provided in Spanish, and language characteristic questions were included for the first time in 2001.

In 2008, a sizeable percentage of skyRide passengers (20%) said they spoke a language other than English on a regular basis at home. More than one-fourth of those speaking another language (28%) spoke Spanish. Thus, only 6% of all surveyed skyRide passengers spoke Spanish on a regular basis at home. However, the vast majority of those who spoke Spanish (87%) said they spoke English either **very well** (67%) or **well** (20%). Only 13% of the Spanish-speaking skyRide passengers said they spoke English **not well** (9%) or **not at all** (4%). Thus, less than 1% of all skyRide passengers speak Spanish and have difficulty with English. (Refer to Figure 22.)



In addition to Spanish, 36 other languages were mentioned including Ethiopian, Chinese, Japanese and German, but none were mentioned by a large percentage of riders. Nine out of ten of those who speak other languages (90%) said they spoke English **very well** (56%) or **well** (34%). The percentages of skyRide passengers who speak other languages has remained consistent from 2001 (21%) to 2008 (20%), but the percentage who spoke Spanish and had difficulty with English declined from 4% to less than 1%.

APPENDIX A

***QUESTIONNAIRE USED FOR
2008 SKYRIDE CUSTOMER SATISFACTION SURVEY***



2008 skyRide Customer Satisfaction Survey

Dear RTD skyRide Customer,

We need your help in evaluating our services. Please take a few minutes and complete this questionnaire. It is important that we obtain your honest opinions, whether favorable or unfavorable, to help us identify areas that need improvement.

In appreciation for your help, we are enclosing **two free ride coupons** that you can use on light rail or any of our regular bus routes. See back of coupon for details.

Please return your completed survey to RTD in the enclosed, postage-paid envelope before December 30. If you return your completed survey by December 30, you will be entered in a drawing to win one of 20 \$50 King Soopers gift certificates. To enter the drawing, please print your name and address in the space provided on the last page of the questionnaire. Your survey responses will be kept strictly confidential and will be reported in group form only.

Thank you!

Clarence W. Marsella, General Manager

When you fill out this questionnaire, please refer to **the skyRide trip you were on when you received this survey**. Check the appropriate box for each question or write out your answer as completely as possible on the lines provided.

1. What skyRide route were you on when you received this survey?

- 1 AA: Wagon Road park-n-Ride to Denver International Airport (DIA)
 2 AB: Boulder, Superior, Broomfield, Westminster to DIA
 3 AF: Lakewood, Downtown Denver to DIA
 4 AS: Colfax Ave, Stapleton to DIA
 5 AT: Greenwood Village, DTC, Nine Mile to DIA

2. When did you **begin** this trip?

- 1 Before 6 a.m. 2 6 a.m. – 9 a.m. 3 9 a.m. – 3 p.m. 4 3 p.m. – 6 p.m. 5 After 6 p.m.

3. Thinking specifically about the trip you were on when you received this survey, what was the primary purpose of this trip? **(Please check only one box below.)**

- 1 Commuting to/from work at/near DIA 4 Commuting to/from work **not at DIA**
 2 Pleasure/personal flight at DIA 5 Other trip **not** to/from DIA
 3 Business flight at DIA 6 Other (please specify): _____

4. When you received this survey, were you traveling **to** DIA or **from** DIA?

- 1 To DIA **(Please answer Q.5)** 2 From DIA **(Please answer Q.6)**

5. If you were traveling **to** DIA, where did you board this skyRide bus?

- | | | | |
|----------------------------|-------------------------------------|----------------------------|---------------------------------------|
| 1 <input type="checkbox"/> | Wagon Road park-n-Ride | 5 <input type="checkbox"/> | 104 th Ave/Highway 2 |
| 2 <input type="checkbox"/> | 104 th Ave/Grant St | 6 <input type="checkbox"/> | 104 th Ave/Reunion Parkway |
| 3 <input type="checkbox"/> | 104 th Ave/Colorado Blvd | 7 <input type="checkbox"/> | Other (please specify): _____ |
| 4 <input type="checkbox"/> | 104 th Ave/Highway 85 | | |

6. If you were traveling **from** DIA, where will you get off of this skyRide bus?

- | | | | |
|----------------------------|-------------------------------------|----------------------------|---------------------------------------|
| 1 <input type="checkbox"/> | Wagon Road park-n-Ride | 5 <input type="checkbox"/> | 104 th Ave/Highway 2 |
| 2 <input type="checkbox"/> | 104 th Ave/Grant St | 6 <input type="checkbox"/> | 104 th Ave/Reunion Parkway |
| 3 <input type="checkbox"/> | 104 th Ave/Colorado Blvd | 7 <input type="checkbox"/> | Other (please specify): _____ |
| 4 <input type="checkbox"/> | 104 th Ave/Highway 85 | | |

7. How did you pay your fare for this trip? (Check all that apply.)

- | | | | |
|----------------------------|-----------------------------------|-----------------------------|--|
| 1 <input type="checkbox"/> | Cash (fare box or ticket machine) | 8 <input type="checkbox"/> | CU-Boulder Student Pass |
| 2 <input type="checkbox"/> | Tokens | 9 <input type="checkbox"/> | Auraria Student Pass |
| 3 <input type="checkbox"/> | Monthly Pass | 10 <input type="checkbox"/> | University of Denver Student Pass |
| 4 <input type="checkbox"/> | 10-Ride Ticket | 11 <input type="checkbox"/> | Other College Student Pass (specify) _____ |
| 5 <input type="checkbox"/> | ValuPass (annual pass) | 12 <input type="checkbox"/> | Transfer |
| 6 <input type="checkbox"/> | Eco Pass (Business) | 13 <input type="checkbox"/> | Other (specify): _____ |
| 7 <input type="checkbox"/> | Eco Pass (Neighborhood) | | |

7a. Which of the following types of special fare discounts, if any, did you use for this trip? (One response only.)

- | | | | |
|----------------------------|---------------|----------------------------|-------------------------|
| 1 <input type="checkbox"/> | Seniors (65+) | 3 <input type="checkbox"/> | Student (19 and under) |
| 2 <input type="checkbox"/> | Disabled | 4 <input type="checkbox"/> | None of these discounts |

8. How many friends/family members traveled with you on this skyRide trip? (**If you traveled alone, put "0"**) _____

9. How many children age 15 and under did you take on this bus trip? (**Put "0" if none.**) _____

10. How many different bus routes, including this skyRide route, did you take in order to reach your final destination on this trip? (Do not include the 16th Street Mall Shuttle.)

- | | | | |
|----------------------------|----------------|----------------------------|-------------------------|
| 1 <input type="checkbox"/> | One bus route | 3 <input type="checkbox"/> | Three bus routes |
| 2 <input type="checkbox"/> | Two bus routes | 4 <input type="checkbox"/> | Four or more bus routes |

11. Did you or will you use RTD's light rail for any portion of this trip?

- | | | | |
|----------------------------|-----|----------------------------|----|
| 1 <input type="checkbox"/> | Yes | 2 <input type="checkbox"/> | No |
|----------------------------|-----|----------------------------|----|

12. Did you or will you use the 16th Street Mall Shuttle for any portion of this trip?

- | | | | |
|----------------------------|-----|----------------------------|----|
| 1 <input type="checkbox"/> | Yes | 2 <input type="checkbox"/> | No |
|----------------------------|-----|----------------------------|----|

13. Did you park at an RTD park-n-Ride for this trip?

- 1 Yes, Stapleton park-n-Ride
- 2 Yes, Airport Blvd/40th Ave park-n-Ride
- 3 Yes, other park-n-Ride (specify) _____
- 4 No **(Skip to Q.14)**

13a. If you parked at an RTD park-n-ride, how many nights was your car left at the lot? **(If you parked only during the day, please put "0.")**

Nights that vehicle was left at lot _____

13b. How would you rate the above park-n-Ride on the items listed below?

	park-n-Ride					Don't Know/ Not Applicable
	Very Poor	Poor	Fair	Good	Excellent	
A. Availability of parking spaces	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
B. Security of your parked car	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
C. Feeling of personal safety	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
D. Cleanliness of passenger shelter	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>

14. How many times have you called the RTD Telephone Information Center (TIC) in the past 30 days? _____
(If "0," Skip to Q. 15. If 1 or more Answer Q.s 14a and 14b.)

14a. Which of the following did you use when you called the Telephone Information Center? (Check all that apply.)

- 1 Automated system
- 2 Live operator

14b. How would you rate the RTD Telephone Information Center (TIC) on the items listed below?

	Telephone Information Center					Don't Know/ Not Applicable
	Very Poor	Poor	Fair	Good	Excellent	
A. Ease of using RTD's automated touch tone telephone information system	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
B. Accuracy of information provided by the TIC	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
C. Ease of reaching a live TIC operator	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
D. Courtesy of TIC operator	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>

15. How many times have you used the trip planner on RTD's web site to obtain transit trip information within the past 30 days? _____

(If "0," Skip to Q. 16. If 1 or more Answer Q. 15a.)

15a. How would you rate the trip planner on the RTD web site for the items listed below?

	<u>RTD Web Site – Trip Planner</u>					
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Don't Know/ Not Applicable</u>
A. Ease of using RTD's web site trip planner	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>
B. Accuracy of information provided by the trip planner	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	0 <input type="checkbox"/>

16. Have you used RTD's web site for information other than the trip planner within the past 30 days?

1 Yes (Answer Q.16a) 2 No (Skip to Q.17)

16a. How would you rate RTD's web site for information other than the trip planner?

1 Very Poor 2 Poor 3 Fair 4 Good 5 Excellent 0 No Opinion

17. Please rate the following aspects of **RTD skyRide** service. Please rate each aspect for which you have experience – otherwise, select "Don't Know/Not Applicable."

	<u>skyRide Performance</u>					
	<u>Very Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Don't Know/ Not Applicable</u>
<u>Convenience</u>						
A. Closeness of skyRide stop to your home	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
B. Convenience of bus stop at DIA	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
C. Boarding/luggage loading process	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
D. Availability of skyRide service at time of day you need it	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
E. Availability of evening skyRide service (after 6 p.m.)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
F. Availability of weekend skyRide service (Saturday and Sunday)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
<u>Comfort</u>						
G. Availability of bus seats	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
H. Temperature level on bus	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
I. Cleanliness of bus interiors including seats & floors	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
J. Cleanliness of bus stop passenger shelters	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

	Very Poor	Poor	Fair	Good	Excellent	Don't Know/ Not Applicable
<u>Travel Time</u>						
K. Frequency of skyRide buses	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
L. On-time performance of skyRide	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
M. Amount of total travel time from origin to final destination	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
N. Waiting time when you transfer to or from skyRide	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
O. Number of transfers required to reach your final destination	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
P. Reliability of transfer connections	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
<u>Bus Driver Performance</u>						
Q. Courtesy of bus driver	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
R. Driving skills	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
S. Drivers' handling of your luggage	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
T. Drivers' ability to answer your questions about bus service	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
<u>Security/Safety</u>						
U. Feeling of safety at bus stops	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
V. Feeling of safety on bus	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
<u>Customer Information</u>						
W. skyRide route information at bus stops	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
X. Notice of route, schedule and other service changes on skyRide	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Y. Ease of understanding RTD skyRide schedules	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Z. Availability of general information about skyRide	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
AA. Helpfulness of RTD service personnel at the DIA information booth	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
<u>Pricing/Fares</u>						
BB. Value received for the fare you paid for this trip	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
DD. Overall rating of RTD skyRide service	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

18. What is the **single** most important area, if any, in which RTD should make improvements to its **skyRide service**?
(One response only.)

- | | | | |
|----------------------------|---------------------------|-----------------------------|------------------------------------|
| 1 <input type="checkbox"/> | Pricing/Fares | 6 <input type="checkbox"/> | Comfort |
| 2 <input type="checkbox"/> | Convenience | 7 <input type="checkbox"/> | Customer Information |
| 3 <input type="checkbox"/> | Travel Time | 8 <input type="checkbox"/> | park-n-Rides |
| 4 <input type="checkbox"/> | RTD web site trip planner | 9 <input type="checkbox"/> | Telephone Information Center (TIC) |
| 5 <input type="checkbox"/> | Security/Safety | 10 <input type="checkbox"/> | None |

19. How long have you been riding RTD?

- 1 Less than 6 months 2 6 months – 1 year 3 1-2 years 4 3 or more years

20. Thinking back to when you first started riding skyRide, how did you **first hear** about skyRide? (One response only.)

- | | |
|---|--|
| <input type="checkbox"/> 1 Newspaper/magazine ads | <input type="checkbox"/> 8 Ads on buses |
| <input type="checkbox"/> 2 Radio ads | <input type="checkbox"/> 9 Bus shelter ads |
| <input type="checkbox"/> 3 TV ads | <input type="checkbox"/> 10 Your employer |
| <input type="checkbox"/> 4 Mail | <input type="checkbox"/> 11 Friends/coworkers |
| <input type="checkbox"/> 5 Internet/web | <input type="checkbox"/> 12 Other (specify): _____ |
| <input type="checkbox"/> 6 Billboards | <input type="checkbox"/> 13 Can't remember |
| <input type="checkbox"/> 7 Banners | |

21. How many **one-way** trips did you take on skyRide last week? (**A round trip counts as two trips. Put "0" if none.**)

One-way skyRide trips last week _____

22. Excluding skyRide, how many one-way trips did you take on any other regular RTD bus last week? (A round trip counts as two trips.) Please do not include trips you may have taken on the 16th Street Mall Shuttle or to events like the Rockies games. (**Put "0" if none.**)

One-way bus trips last week excluding skyRide _____

23. How many **one-way** trips did you take on **light rail** last week? (A round trip counts as two trips. Put "0" if none.)

One-way light rail trips last week _____

24. Which of the following RTD services have you used in the past 12 months? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> 1 Light rail | <input type="checkbox"/> 6 Regular bus service |
| <input type="checkbox"/> 2 call-n-Ride | <input type="checkbox"/> 7 16th Street Mall Shuttle |
| <input type="checkbox"/> 3 BroncosRide to football games | <input type="checkbox"/> 8 access-a-Ride (service for people with disabilities) |
| <input type="checkbox"/> 4 RockiesRide to baseball games | <input type="checkbox"/> 9 Other (specify) _____ |
| <input type="checkbox"/> 5 BuffRide to C.U. football | <input type="checkbox"/> 10 None of these services |

25. What is the **one** most important reason you ride RTD? (One response only.)

- | | |
|--|--|
| <input type="checkbox"/> 1 Cheaper than driving car | <input type="checkbox"/> 6 Saves wear and tear on car |
| <input type="checkbox"/> 2 No car available/do not drive | <input type="checkbox"/> 7 Employer pays for all or part of transit pass |
| <input type="checkbox"/> 3 Avoid traffic | <input type="checkbox"/> 8 Ability to read/work while riding RTD |
| <input type="checkbox"/> 4 Avoid parking | <input type="checkbox"/> 9 Other (specify) _____ |
| <input type="checkbox"/> 5 Good for environment | |

**Now we would like to ask some questions about yourself to help us interpret the results.
This information will remain completely confidential.**

26. What category best describes your occupation/employment status? (One response only.)

- | | |
|--|--|
| <input type="checkbox"/> 1 Professional/Managerial | <input type="checkbox"/> 6 Homemaker |
| <input type="checkbox"/> 2 Sales/Clerical/Service | <input type="checkbox"/> 7 Retired |
| <input type="checkbox"/> 3 Laborer/Craftsman/Foreman | <input type="checkbox"/> 8 Disabled (Unable to Work) |
| <input type="checkbox"/> 4 Student/Employed | <input type="checkbox"/> 9 Unemployed/Looking for Work |
| <input type="checkbox"/> 5 Student (Only) | <input type="checkbox"/> 10 Other (specify): _____ |

27. What is the zip code a...where you work? _____ b...where you live? _____

28. In what county do you presently live?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> 1 Adams | <input type="checkbox"/> 6 Douglas |
| <input type="checkbox"/> 2 Arapahoe | <input type="checkbox"/> 7 Jefferson |
| <input type="checkbox"/> 3 Boulder | <input type="checkbox"/> 8 Weld |
| <input type="checkbox"/> 4 Broomfield | <input type="checkbox"/> 9 Larimer |
| <input type="checkbox"/> 5 Denver | <input type="checkbox"/> 10 Other (specify): _____ |

29. Is a car or other motor vehicle usually available to you at the time you ride RTD?

- 1 Yes, as a driver 2 Yes, as a passenger 3 No

30. Do you have a physical or mental disability that prevents you from driving a car? 1 Yes 2 No

31. Are you: 1 Male 2 Female

32. What is your age?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> 1 Under 18 | <input type="checkbox"/> 5 45 - 54 |
| <input type="checkbox"/> 2 18 - 24 | <input type="checkbox"/> 6 55 - 64 |
| <input type="checkbox"/> 3 25 - 34 | <input type="checkbox"/> 7 65 or older |
| <input type="checkbox"/> 4 35 - 44 | |

33. What is your marital status? 1 Married 2 Single

34. What is the highest level of formal education that you have completed?

- | | |
|---|---|
| <input type="checkbox"/> 1 Less than 12 years | <input type="checkbox"/> 4 College graduate |
| <input type="checkbox"/> 2 High school graduate | <input type="checkbox"/> 5 Post graduate degree |
| <input type="checkbox"/> 3 Some college | |

35. Including yourself, how many people live in your household? _____

36. Which one of the following categories best describes your ethnic background? (**One** response only, please.)

- | | | | |
|----------------------------|---------------------------------------|----------------------------|------------------------|
| 1 <input type="checkbox"/> | Caucasian/White – not Hispanic origin | 4 <input type="checkbox"/> | African American/Black |
| 2 <input type="checkbox"/> | Hispanic/Latino | 5 <input type="checkbox"/> | Native American/Indian |
| 3 <input type="checkbox"/> | Asian/Pacific Islander | 6 <input type="checkbox"/> | Other (specify): _____ |

37. Do you speak a language other than English on a regular basis at home?

- 1 Yes (**Answer Q.37a & Q37b**) 2 No (**Skip to Q.38**)

37a. If yes, what other language(s) do you regularly speak at home? _____

37b. How well do you **speak** English?

- 1 Very Well 2 Well 3 Not Well 4 Not at All

38. Which one of the following categories best describes the total annual income, before taxes, for all persons in your household?

- | | | | |
|----------------------------|---------------------|----------------------------|---------------------|
| 1 <input type="checkbox"/> | Under \$15,000 | 5 <input type="checkbox"/> | \$50,000 - \$74,999 |
| 2 <input type="checkbox"/> | \$15,000 - \$24,999 | 6 <input type="checkbox"/> | \$75,000 - \$99,999 |
| 3 <input type="checkbox"/> | \$25,000 - \$34,999 | 7 <input type="checkbox"/> | \$100,000 or more |
| 4 <input type="checkbox"/> | \$35,000 - \$49,999 | | |

39. Do you have any other suggestions for improving RTD's skyRide service?

THANK YOU FOR YOUR HELP

Please return this questionnaire to RTD in the enclosed postage-paid envelope.

Please complete if you wish to enter the drawing!

Name _____ **Phone Number** _____

Home Address _____ **City** _____ **Zip Code** _____

RTD Research Dept. 31 – 1600 Blake Street

APPENDIX B

***WEIGHTS USED FOR
2008 SKYRIDE CUSTOMER SATISFACTION SURVEY***