



## **Centro Rider Survey Final Report**

June 2018



# Centro Rider Survey

Syracuse Metropolitan Transportation Council

Final Report  
June 2018

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## Table of Contents

1.	Introduction.....	iii
2.	Survey design and administration .....	1
2.1.	Survey questions .....	1
2.2.	Survey administration .....	1
3.	Survey Responses – Overview .....	2
3.1.	“Responses” and “Respondents” .....	2
3.2.	Total Surveys Collected .....	2
4.	Survey Responses .....	3
4.1.	Part 1 – “How You Use Centro” .....	3
	Trip Purpose .....	3
	Destinations .....	5
	Travel Time .....	7
	Getting to bus stops .....	8
	Why do you ride Centro? .....	8
	Smartphones.....	9
	Getting schedules and service updates .....	10
4.2.	Part 2 – Tell us what is important to you.....	10
	Rider Satisfaction .....	10
	Underserved Destinations .....	11
	Service Improvement Recommendations.....	12
	Is the Transit Hub an obstacle to transit use?.....	13
4.3.	Survey Respondents – Demographics .....	13
	Gender .....	14
	Age .....	14
	Race and Ethnicity.....	15
	Language .....	16
	Income .....	17
	Home ZIP Code.....	18
5.	Environmental Justice.....	19
5.1.	Travel Time .....	21
5.2.	Getting to Bus Stops .....	22
6.	Riders without Private Vehicles .....	23
7.	Information and Technology .....	25
7.1.	Smartphones .....	25
7.2.	Age & Information Source .....	26
8.	Conclusions.....	27
8.1.	DestinyUSA is the most popular single destination for transit riders.....	27
8.2.	There is room for improvement .....	27
8.3.	Rider satisfaction is high.....	27

8.4.	The majority of Centro riders are transit dependent .....	28
8.5.	Electronic information distribution is very popular .....	28

**Appendix A Centro Rider Survey**

**Appendix B Centro Rider Survey Results Summary**

## List of Tables

Table 1: Surveys Received by Bus Line and Time of Day .....	3
Table 2: Types of Trips taken by Centro Riders.....	4
Table 3: Top 10 Destinations Reported by Survey Respondents .....	5
Table 4: Length of Typical One-Way Bus Trip .....	8
Table 5: Travel Time to Bus Stop .....	8
Table 6: Smartphone Ownership.....	9
Table 7: Getting Transit Information .....	10
Table 8: Destinations Riders Wish Centro Served / Served More Often .....	12
Table 9: Age Comparison – Survey Respondents and All Urban Area Residents .....	15
Table 10: Race/Ethnicity Comparison – Survey Respondents and Urban Area Residents .....	16
Table 11: Income Comparison – Survey Respondents and Transit Commuters.....	17
Table 12: Top 15 Home ZIP Codes for Survey Respondents.....	18
Table 13: Bus Lines by Minority, Low-Income, and Senior Ridership.....	20
Table 14: Average One-Way Trip Time Comparison - All Respondents and Minority, Low-Income, and Senior Respondents .....	22
Table 15: Comparison of Travel Time to Bus Stops - All Respondents and Minority, Low-Income, and Senior Respondents .....	23
Table 16: Respondents without Access to a Car by Bus Line .....	24
Table 17: Trip Purposes Reported by Respondents without Access to a Car .....	24
Table 18: Smartphone Ownership by Age.....	25
Table 19: Smartphone Ownership by Centro Line .....	26
Table 20: Information Source by Age .....	27

## List of Figures

Figure 1: Types of Trips taken by Centro Riders.....	4
Figure 2: Destinations by Zone.....	6
Figure 3: Why people ride Centro.....	9
Figure 4: Responses to the question “Does the current Centro bus system generally meet your needs?.....	11
Figure 5: Would the need to transfer buses at the hub discourage you from using transit?.....	13
Figure 6: Gender of Survey Respondents.....	14
Figure 7: Age of Survey Respondents.....	14
Figure 8: Language Spoken at Home Most Often.....	15
Figure 9: Average Annual Household Income.....	17
Figure 10: Home ZIP Codes and Environmental Justice Priority Zones.....	21

## 1. Introduction

As part of the 2016-2017 Unified Planning Work Program (UPWP), the Syracuse Metropolitan Transportation Council (SMTC) agreed to assist Centro with the design, implementation, and analysis of two surveys: one for current riders, and one for “non-riders.” Both surveys were intended to help Centro plan for future service and better understand their potential market in Onondaga County.

This report summarizes the results of the rider survey (the non-rider survey is summarized in a separate report). The rider survey was administered on-board Centro buses (although an online version was available, relatively few responses were received through that version). The rider survey included questions about the types of trips riders make, common destinations, time spent on the bus, how riders receive information about Centro, and satisfaction with Centro service. Demographic questions were included at the end of the survey. See Attachment A for a copy of the survey instrument. This report provides a synopsis of relevant survey results for each question. For a detailed breakdown of survey results, see Attachment B.

## 2. Survey design and administration

### 2.1. Survey questions

The survey contained 17 questions in three parts: Part 1 – Tell us how you use Centro; Part 2 – Tell us what is important to you; and Part 3 – Tell us about yourself. Most questions were multiple-choice, though a few were open-ended. The questions were developed cooperatively by SMTC and Centro staff. The survey also included a place for staff to note the Centro route number, the date, and the time period (AM, PM, midday) during which the survey was collected. A Spanish-language version of the survey was also available. A small number of Spanish-language surveys were returned.

### 2.2. Survey administration

The surveys were primarily administered on-board Centro buses. An online version was available, but relatively few responses were received through this version. (Placards were placed on all Centro buses with information about the survey, including the URL for the online version.)

SMTC staff determined that a minimum total of 400 completed surveys would be sufficient to achieve a 95% confidence level and a 5% margin of error. The SMTC developed a plan for survey administration, with a goal of collecting at least 400 completed surveys distributed amongst Centro’s lines proportionally to the line ridership. Centro lines typically have multiple route variations. For example, the #10 South Salina line has 7 route variations such as the #110 S Salina St – Valley Plaza, #210 S Salina – Bernardine Apartments, etc. The intent was to distribute surveys proportionally by line, not by route. Although an attempt was made to distribute surveys on multiple routes whenever possible, some routes within a line were not covered. The 20 Centro lines with the highest ridership (excluding the Connective Corridor) were surveyed. The Manlius (#62), Henry Clay (#86), Baldwinsville (#82), and Townsend (#72) lines were not surveyed due to low ridership. Also, no surveys were administered on special routes for the New York State Fair, the Syracuse City School District, Syracuse University and hospital shuttles, or paratransit. Surveys were administered during three different time periods on each line: morning (6:00 a.m. to 8:30 a.m.), midday (8:30 a.m. to 3:30 p.m.), and afternoon (3:30 p.m. to 5:30 p.m.).

Surveys were administered on buses primarily by two SMTC interns, although multiple permanent SMTC staff members participated in the survey collection effort as well. This took place between late April and mid-July 2017. Surveyors traveled in pairs, and approached riders on the bus to ask if they would be interested in taking a rider satisfaction survey to provide feedback to Centro. Riders were offered one free single-ride Centro bus pass if they completed the survey. Surveys had to be completed on the bus; paper surveys were not mailed back to the SMTC. The survey generally took between 5 and 10 minutes to complete, so nearly all those that wanted to take the survey had adequate time to complete it while they were on the bus. The survey administrators completed the route, date, and time period information on the survey and entered the survey data into a MS Access database for analysis.

### **3. Survey Responses – Overview**

#### **3.1. “Responses” and “Respondents”**

In this analysis, “respondents” refers to Centro bus riders who filled out a survey. Because some questions allowed respondents to provide multiple responses or pieces of information (Questions 1, 2, 5, 7, 9, 10, and 15) some questions have many more respondents than responses. Unless otherwise noted, the number of respondents and the number of “no responses” should equal the total number of surveys received.

#### **3.2. Total Surveys Collected**

A total of 1,103 surveys were collected: more than twice the original goal of 400 surveys. The vast majority of these, 1,079, were in-person surveys. Twenty-four were online surveys completed through a website (online survey service Survey Monkey). The online respondents are not included in the total numbers of surveys received by bus line or by time of day because their responses included all of the bus lines / routes they use and all the times of day that they use them, rather than a specific bus line and time of day (which is how in-person survey responses were recorded). Also, bus line and time of day were not included on two of the in-person surveys.

Table 1 shows the number of surveys received by bus line and time of day. At least 20 surveys were received for each bus line, with the lines with heavier ridership canvassed much more thoroughly.

**Table 1: Surveys Received by Bus Line and Time of Day**

Line Name	Line No.	Surveys Collected				Percent of Total Ridership (2015)	Percent of Total Surveys Collected
		Morning (6:00 - 8:30)	Midday (8:30 - 3:30)	Afternoon (3:30 - 5:30)	Total		
James St - Midler	20/23	28	35	18	81	11.8%	8%
E Fayette St - Erie - ShoppingTown	68	16	29	34	79	5.5%	7%
Liverpool - Morgan Rd	48	27	20	29	76	1.9%	7%
SU-Nob Hill	40	25	20	24	69	7.7%	6%
Grant Blvd	80	16	28	23	67	4.3%	6%
South Salina - Nedrow	10	13	35	17	65	8.8%	6%
South Ave - OCC	26/28	13	36	14	63	7.7%	6%
W Genesee St - Camillus	36	12	38	9	59	6.7%	5%
W Onondaga St - Western Lights	64	17	27	14	58	6.0%	5%
Court St	52	16	26	12	54	7.7%	5%
Salt Springs	76	17	27	10	54	4.9%	5%
Solvay - Avery Ave	74	18	26	17	61	3.8%	6%
N Salina - Electr Pkwy - DestinyUSA	16	11	17	20	48	4.4%	4%
N Syracuse - Cicero	88	12	13	19	44	2.1%	4%
Parkhill	58	11	16	16	43	1.9%	4%
DestinyUSA	50	10	25	6	41	3.4%	4%
Liverpool - Rt 57 - Great Northern	46	5	16	17	38	2.7%	4%
Midland Ave - Valley Dr	54	10	19	3	32	3.8%	3%
SU - Westcott St - Jamesville Rd	30	9	8	8	25	3.0%	2%
Mattydale	84	9	7	4	20	1.9%	2%
<b>Totals</b>	<b>20</b>	<b>295</b>	<b>468</b>	<b>314</b>	<b>1,077</b>		

## 4. Survey Responses

### 4.1. Part 1 – “How You Use Centro”

#### *Trip Purpose*

Based on the survey’s results, more people (66 percent of respondents) use Centro to get to work than for any other purpose. Nearly half (48 percent) of respondents use Centro for shopping and to get to appointments (this was a “select all that apply” question). A substantial number of respondents (24 percent) use Centro to get to school or college, and the same proportion use the bus to reach recreational activities. Twenty survey respondents wrote-in that they take the bus to reach friends and family.

Table 2 and Figure 1 show all the responses received.



While many people reported using Centro for multiple purposes, roughly half said they only use Centro for a single purpose, with the most popular being commuting. Twenty-five percent of respondents reported *only* using Centro to commute. Six percent of respondents reported only using Centro to get to school or college. Another six percent reported only using Centro for shopping. Another six percent said they only use Centro to get to appointments.

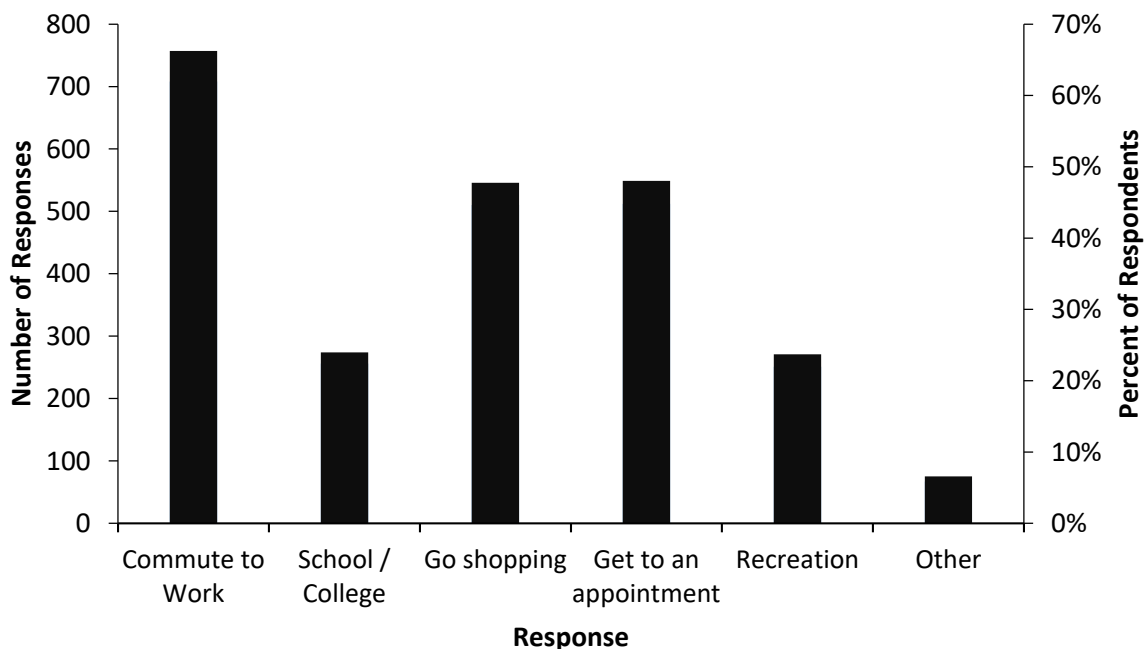
**Table 2: Types of Trips taken by Centro Riders**

*Question 1. What types of trips do you take using Centro? Check all that apply.*

Response	Number of Responses	Percent of Respondents
Commute to work	724	66%
Go shopping	522	48%
Get to an appointment	525	48%
Go to school/college	262	24%
Recreation	259	24%
Other	72	7%
<b>Total responses</b>	<b>2,364</b>	<b>N/A</b>
<b>Total respondents</b>	<b>1,092</b>	<b>99%</b>
<b>No Response to question</b>	<b>11</b>	<b>1%</b>

Note: Each percentage represents the percent of respondents who chose each option; e.g., 66% of respondents selected the option “Commute to work,” and 34% did not.

**Figure 1: Types of Trips taken by Centro Riders**



## Destinations

One out of every four survey respondents wrote in DestinyUSA as one of the destinations to which they travel most often. As Table 2 shows, no other response was that popular. Downtown Syracuse was the next most popular destination<sup>1</sup>, with the Transit Hub, James Street, and Syracuse University rounding out the top five most popular destinations.

More than two-thirds of respondents identified destinations in the City of Syracuse rather than a suburban location. The most popular suburban locations tended to be shopping centers adjacent to the city, such as businesses in or near the Western Lights or Shop City shopping plazas. Several different Wal-Mart stores were identified as destinations, with the most popular being the East Syracuse and Camillus locations.

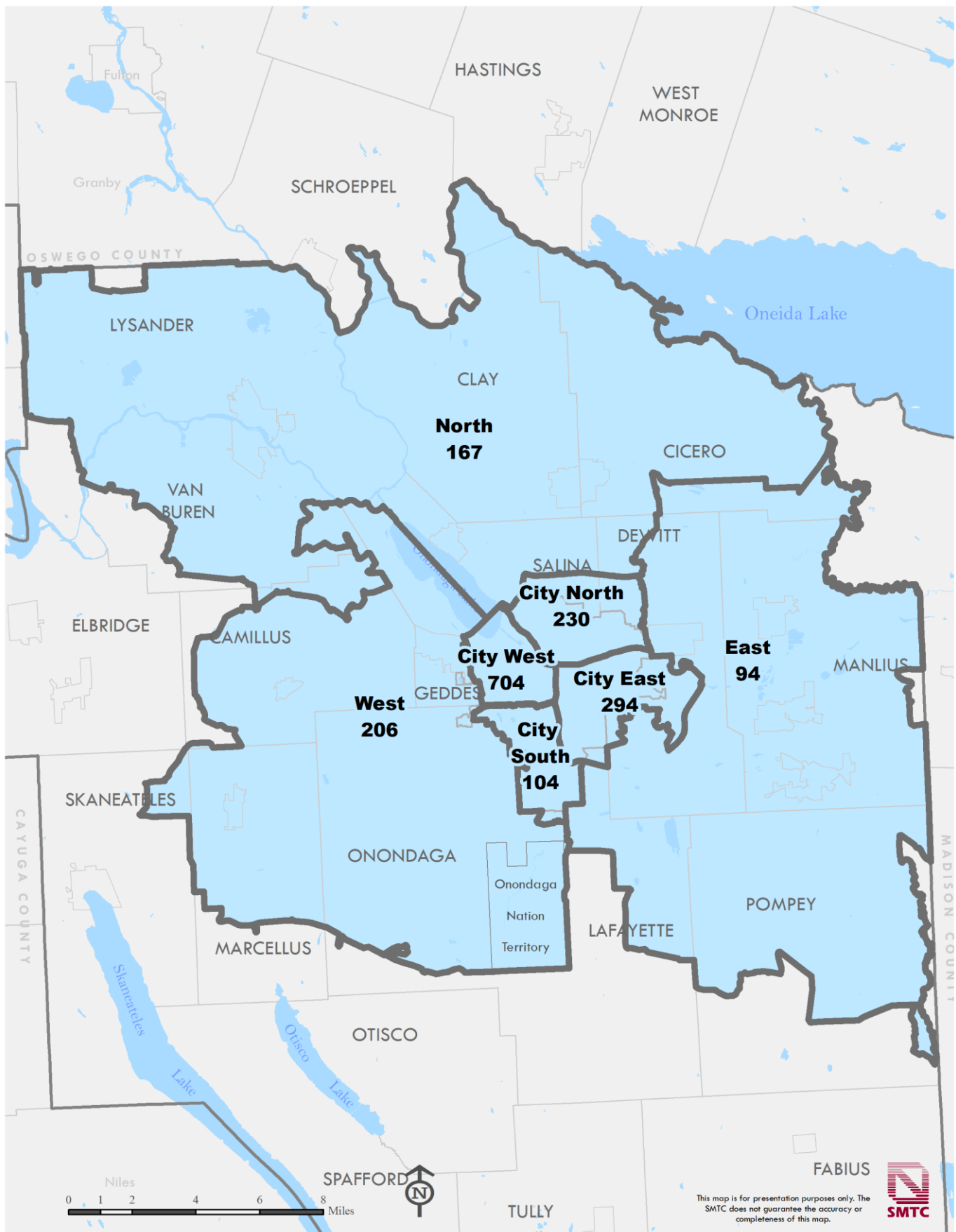
In processing the survey's results, destinations were assigned to geographic zones in the Syracuse area: four zones in the city<sup>2</sup> and three zones in suburban towns. Figure 2 shows the results of this analysis.

**Table 3: Top 10 Destinations Reported by Survey Respondents**  
Question 2. List the 3 destinations that you travel to the most using Centro.

Rank	Response	Number of Responses
1	DestinyUSA	278
2	Downtown (not specific)	148
3	Transit Hub	74
4	James Street	50
5	Syracuse University	47
6	Shop City	44
7	ShoppingTown Mall	36
8	OCC	34
9	Civic Center	32
10	SUNY Upstate	29
Total responses in Top 10		772
Total responses to Question 2		2,856
Total respondents		1,060
No response to question		43

<sup>1</sup> Note that, for purposes of this analysis, specific destinations within Downtown Syracuse, such as Armory Square, the Civic Center, and the Transit Hub, were tallied separately. The total shown in Table 3 reflects the number of responses that said "downtown" or "downtown Syracuse" without indicating a specific destination within the downtown area.

<sup>2</sup> Because these zones are based on zip code boundaries, they do not align perfectly with municipal boundaries. This is most notable in the case of the City East zone, which includes a portion of the Town of DeWitt, including ShoppingTown Mall.



**Figure 2: Destinations by Zone**

*This map shows the number of destinations identified in each of the seven zones in the urban area. This is based on responses received to the question "List the 3 destinations that you travel to the most using Centro."*

Because Downtown Syracuse, DestinyUSA, and the Transit Hub are in the City West zone, this is the most popular destination zone for bus riders.

The City East zone has the second highest concentration of destinations, including Syracuse University, ShoppingTown Mall, SUNY Upstate, Erie Boulevard East, the Westcott neighborhood, and Crouse Hospital. Popular destinations in the City North zone, in addition to Shop City plaza, included the Regional Transportation Center, St. Joseph's Hospital, the Eastwood neighborhood, Syracuse Behavioral Healthcare, and Bryant and Stratton College.

In the suburban West zone, top destinations included Western Lights Plaza, Onondaga Community College, Camillus, Solvay, Wal-Mart, Fairmount Fair, the New York State Fair, and Township 5. In the suburban North zone, the most frequently identified destinations were municipalities: Liverpool, North Syracuse, and Mattydale. Specific sites identified included Conifer Park, Great Northern Mall, North Medical Center, and the Liverpool Public Library.

City South and the East suburban zones were the two least-frequently identified parts of the region in terms of destinations. Destinations in the City South zone included South Ave, Nob Hill, Midland Ave, Valley Plaza, and Brighton Towers. Destinations in the eastern suburbs included the East Syracuse Wal-Mart, East Syracuse, Wegmans (both on James Street and on East Genesee Street in DeWitt), Carrier Circle, and Park Hill.

### *Travel Time*

As shown in Table 4, a majority of people (54 percent) reported their travel time as between 10 and 29 minutes, and 30 percent said it was between 30 and 59 minutes.

The "ACS Data: Urban Area Transit Commuters" column in Table 3 shows travel time to work for all workers who take transit in the Syracuse urban area, based on data from the US Census Bureau's American Community Survey (ACS). Survey respondents' bus trips tend to be shorter than those for bus riders included in the ACS data. The average travel time for workers commuting by bus is 37 minutes, compared to an average trip time of 29 minutes for all survey respondents. As seen in Question 1, not all survey respondents ride the bus to work. Among survey respondents who identified "commute to work" as a reason to ride the bus, the average trip time was approximately 30 minutes.

The discrepancy between survey responses and ACS may be in part due to the fact that the survey did not include the longest bus runs in the area: buses to Auburn, Baldwinsville, Oswego, and Tully were not surveyed.

**Table 4: Length of Typical One-Way Bus Trip**

*Question 3. How long, in minutes, is your typical one-way trip using Centro (including transfer time if applicable)?*

Response	Survey Respondents		ACS DATA: Urban Area Transit Commuters
	Number	Percent	
Less than 10 minutes	87	8%	1%
10-29 minutes	581	54%	46%
30-59 minutes	324	30%	31%
60 minutes or more	85	8%	22%
<b>Total respondents</b>	1,077	98%	6,781
<b>No response to question</b>	26	2%	N/A
<b>Average travel time (minutes)</b>	29		37

### *Getting to bus stops*

It takes the majority of respondents (52 percent) less than five minutes to get to their bus stops, with 30 percent of survey respondents reporting that it takes between five and nine minutes. This is in line with the rule of thumb that says that most people are willing to walk<sup>3</sup> between five and six minutes to get to a bus stop.

**Table 5: Travel Time to Bus Stop**

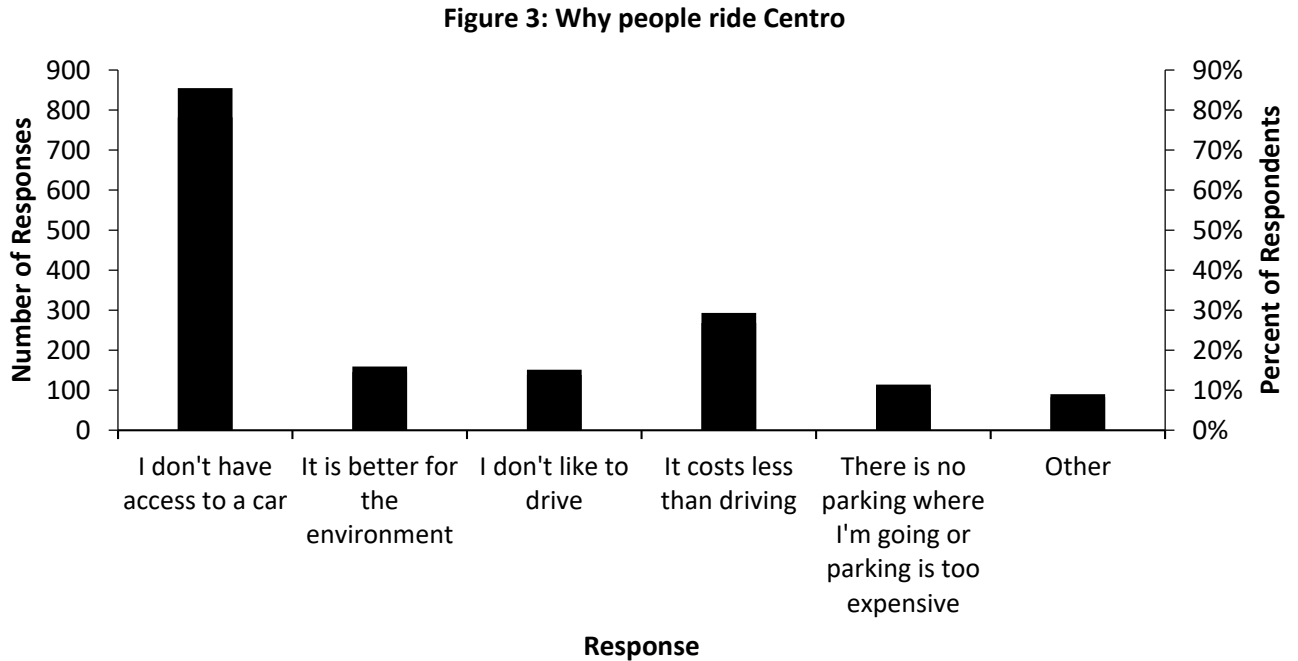
*Question 4. How long, in minutes, does it usually take you to get to your bus stop?*

Response	Survey Respondents	
	Number	Percent
Less than 5 minutes	562	52%
5-9 minutes	321	30%
10-14 minutes	122	11%
15 minutes or more	75	7%
<b>Total responses</b>	1,081	98%
<b>No response to question</b>	22	2%

### *Why do you ride Centro?*

Eighty percent of survey respondents indicated that they ride Centro because they do not have access to a car. Twenty-six percent said that they ride the bus because “It costs less than driving.” Parking costs, environmental concerns, and personal preference (“I don’t like to drive”) were each selected by between ten percent and fourteen percent of respondents (see Figure 3).

<sup>3</sup> For the purposes of this report, we are assuming that the majority of respondents walk to their bus stops.



### Smartphones

Smartphone owners can download the Centro mobile app (GoCentroBus), which shows real-time bus arrival information. The app also has trip planning features.

A decade ago, it was unrealistic to expect that the average bus rider would be able to take advantage of this kind of app to plan a bus trip. The dramatic rise in smartphone ownership over the past few years suggests the possibility that an app could be the primary means of distributing transit information at some point in the future.

As Table 6 shows, 77 percent of survey respondents reported owning a smartphone, which is identical to the best available nationwide data. As reported in the Pew Research Center's "Mobile Fact Sheet" from February 2018: "The share of Americans that own smartphones is now 77%, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011."<sup>4</sup>

**Table 6: Smartphone Ownership**

*Question 6. Do you have a smartphone?*

Response	Survey Respondents	
	Number	Percent
Yes	825	77%
No	250	23%
<b>Total responses</b>	<b>1,075</b>	<b>97%</b>
<b>No response to question</b>	<b>28</b>	<b>3%</b>

<sup>4</sup> Pew Research Center, "Mobile Fact Sheet", February 5, 2018. <http://www.pewinternet.org/fact-sheet/mobile/>.

### Getting schedules and service updates

Currently, Centro bus riders use a mix of electronic and paper resources to get schedules and service updates, with the majority of respondents (61%) indicating that they use Centro’s website. Nearly a third of respondents said they use Centro’s mobile app and nine percent use Facebook, which provides up-to-date information on special events and schedule changes. E-mail, text message, and Twitter were less popular among survey respondents, with two percent of respondents using Twitter to keep up with Centro. Given that 21 percent of all US adults are active Twitter users (Pew Research Center, 2016), there is room for growth in Centro’s distribution of news via this source.

Because Question 7 asked respondents to “check all that apply”, the responses in Table 7 overlap: some of the 478 people who reported using paper schedules also use Centro’s website and other means. Fifteen percent of respondents reported using *only* paper schedules to learn about Centro’s service.

**Table 7: Getting Transit Information**

*Question 7. How do you get information about Centro? Check all that apply.*

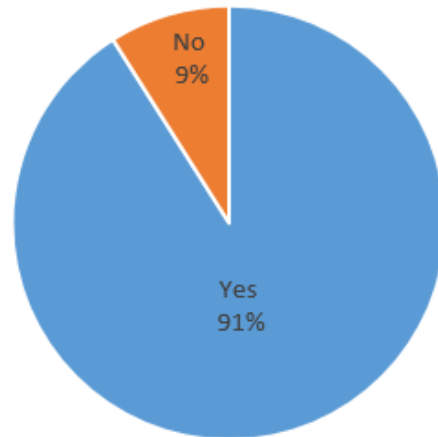
Response	Survey Respondents	
	Number	Percent
Centro’s website	650	61%
Paper schedules	478	45%
Centro app	335	31%
Other	134	13%
Facebook	94	9%
Centro alerts via email	42	4%
Centro alerts via text message	42	4%
Twitter	16	2%
<b>Total responses</b>	1,791	N/A
<b>Total respondents</b>	1,065	97%
<b>No response to question</b>	38	3%

## 4.2. Part 2 – Tell us what is important to you

### Rider Satisfaction

When asked “Does the current Centro bus system generally meet your needs?,” 983 out of 1,085 respondents said “Yes” (see Figure 4). And when asked for additional suggestions for improving the system, half of all respondents said they had none.

**Figure 4: Responses to the question “Does the current Centro bus system generally meet your needs?”**



### *Underserved Destinations*

There are a variety of destinations that survey respondents would like Centro to serve, or serve more often. Survey respondents tended to report general areas, such as whole municipalities or neighborhoods, rather than specific destinations. The destinations that survey respondents identified tended to be locations in the northern suburbs that already have transit service.

The two most frequently cited areas were Liverpool or the Liverpool area (31 responses) and North Syracuse (27 responses). Other destinations included Mattydale, Hancock International Airport, Baldwinsville, and Midland Avenue. Cicero, Carrier Circle, Green Lakes State Park, and the Park Hill neighborhood were also reported by multiple survey respondents.

Service to Hancock International Airport is often mentioned as a missing link in local transit, but local beaches are mentioned less frequently. Several respondents said that they would like to take the bus to a beach, and the fact that more people said that they were specifically interested in getting to Green Lakes State Park than to popular shopping destinations like Township 5 or the Clay Wal-Mart is noteworthy.

Several destinations in the city were mentioned repeatedly, with Midland Avenue identified more than any other street in the city as needing upgraded service. Service to Strathmore was also identified as being needed. Other general destinations in the city included James Street, Grant Boulevard / the north side, Valley Drive, Midler Avenue, and the Westcott neighborhood.



**Table 8: Destinations Riders Wish Centro Served / Served More Often**

<b>Locations / Destinations</b>	<b>Number of Surveys</b>
Liverpool	31
North Syracuse	27
Mattydale	15
Airport	13
Baldwinsville	12
Midland Ave	9
Cicero	9
Carrier Circle	8
Green Lakes	7
Park Hill	7
Township 5	5
Central Square	5
Grocery Stores	4
Onondaga Nation	4
Fayetteville	4
Camillus	4
Outlying Areas	4
Strathmore	4
Sylvan Beach	4
James Street	4
Wal-Mart, Clay	4
<b>Total Number of Destinations Identified</b>	<b>364</b>
<i>(Only destinations identified by four or more respondents are shown)</i>	

### *Service Improvement Recommendations*

Only 35 percent of survey respondents had suggestions on how to improve Centro's service. Most people surveyed either indicated their satisfaction with the current service or did not respond to the question.

The single biggest issue was frequency of bus service and the length of time riders spend waiting for buses. Of the 388 surveys that included some kind of service improvement recommendation, 105 indicated this as an issue. Service at night and on weekends and holidays also came up frequently; 74 respondents included this concern. Eight or more riders of the following bus lines (and routes, where indicated) identified frequency as an issue: 40 (Route 240), 68 (Route 168), 74 (Route 374), 80, 48, and 20.

Buses and bus equipment came up in 49 responses. Riders requested electrical outlets, better Wi-Fi service, seating (more seats and/or cleaner seats, more seats for the disabled and elderly), cleaner buses, larger buses, trash cans on buses, music on buses, and better brakes.

Some issues with bus drivers were also noted, with 21 responses pointing to the need for more customer service training for bus drivers. Respondents said that they want drivers to be on time, to be more

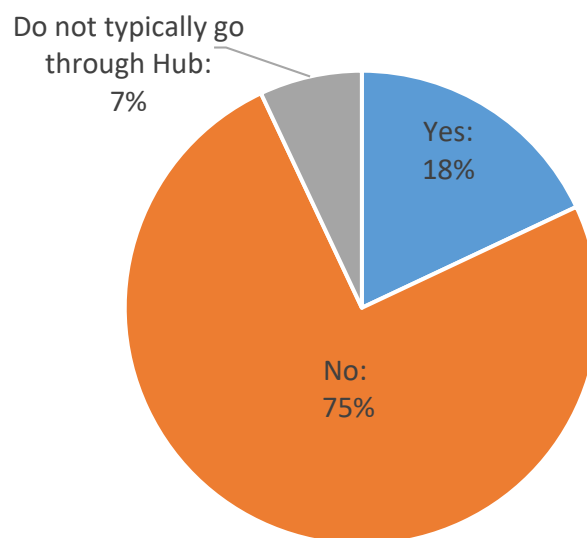
knowledgeable about the bus system in general, to enforce rules but enforce them fairly, and to wait for people to sit down before pulling away from a bus stop.

Transit riders have complaints with their fellow riders, with students/young people complaining about how they are treated by bus drivers and other riders and non-students complaining about how young people take up too many seats. More than one respondent complained about other passengers being unruly.

#### *Is the Transit Hub an obstacle to transit use?*

One concern with the hub-and-spoke style of routing that Centro currently utilizes is that it requires most transit riders to pass through the hub to transfer buses. This can add travel time and waiting time to transit trips. However, fully three-fourths of current transit riders said that the need to transfer buses at the Transit Hub would not discourage them from using Centro. Eighteen percent said that it would, and seven percent said that their trip does not typically go through the Hub.

**Figure 5: Would the need to transfer buses at the hub discourage you from using transit?**



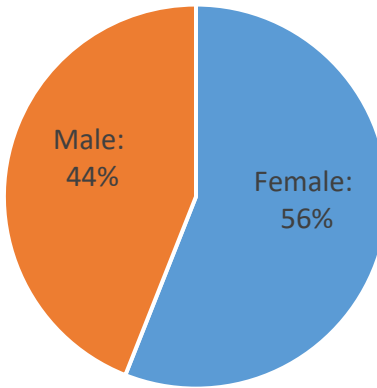
#### **4.3. Survey Respondents – Demographics**

In the following section, survey respondents' demographic characteristics are compared to those of the Syracuse urban area's total population.

## Gender

The majority of survey respondents (56 percent) were women (see Figure 6). This is higher than the total proportion of women in the urban area (52 percent), but in line with national survey data that show that 55 percent of all transit trips are taken by women.<sup>5</sup>

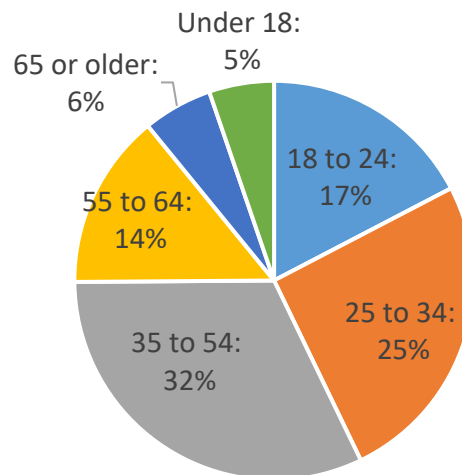
**Figure 6: Gender of Survey Respondents**



## Age

The average age of survey respondents was 38.1 years old – very much in line with the average age of all urban area residents: 37.6. The American Community Survey reports the median age of workers over 16 who commute by bus in the Syracuse area as being substantially younger: 32.2 years old (see Figure 7).

**Figure 7: Age of Survey Respondents**



<sup>5</sup> See the American Public Transit Association's (APTA) 2007 document A Profile of Public Transportation Passenger Demographics and Travel Characteristics Reported in On-Board Surveys.

Very few survey respondents were under 18 (five percent) or over 64 (six percent): these age groups were under-represented compared to the Syracuse area’s population. The lack of young survey respondents is to be expected. Centro bus routes for Syracuse City high school students were not included in the rider survey, and the survey did not reflect the presence of very young children accompanied by an adult. Similarly, some senior citizens who use transit may use Centro’s Call-A-Bus service rather than fixed-route bus service. No Call-A-Bus vehicles were included in this survey.

**Table 9: Age Comparison – Survey Respondents and All Urban Area Residents**

Age Range	Survey Respondents		Urban Area
	Number	Percent	Total
Under18	57	5%	22%
18 to 24	188	17%	11%
25 to 34	276	25%	13%
35 to 54	347	32%	26%
55 to 64	154	14%	13%
65 & Up	61	6%	15%
<b>Total responses</b>	1,083	98%	N/A
<b>No response to question</b>	20	2%	N/A

### *Race and Ethnicity*

Almost all non-white racial categories were over-represented in the group of survey respondents. Forty-two percent of survey respondents identified themselves as Black/African-American (or African-American as well as another race category), while African-Americans make up only 12 percent of the Syracuse urban area’s population. Residents identifying as ethnically Hispanic or Latino made up nine percent of the survey group compared to five percent of the Syracuse urban area. And while Native Americans make up less than a percent of the area’s population, four percent of survey respondents identified themselves as Native American.

Forty-two percent of survey respondents reported their race as being either white or white and one of the other race categories. This is 37 percent lower than the total proportion of white residents in the Syracuse urban area. Asian / Pacific Islanders make up just under four percent of the urban area’s population and this group made up just under four percent of total survey responses.

Survey respondents’ races and ethnicities are more in line with the ACS data on workers who ride the bus than with the urban area’s entire population, as shown in Table 10. African-American and Hispanic riders were slightly over-represented compared to transit-based commuters.

**Table 10: Race/Ethnicity Comparison – Survey Respondents and Urban Area Residents**

Race / Ethnicity	Survey Respondents		ACS DATA: URBAN AREA	
	Number	Percent	Total Population	Transit Commuters
Black/African American	478	45%	12%	39%
White	453	42%	79%	47%
Hispanic/Latino	100	9%	5%	3.7%
Native American	45	4%	1%	0.5%
Asian/Pacific Islander	42	4%	4%	3%
Other	36	3%	1%	1%
<b>Total responses</b>	1,154	N/A	N/A	N/A
<b>Total respondents</b>	1,074	97%	N/A	N/A
<b>No response to question</b>	29	3%	N/A	N/A

### Language

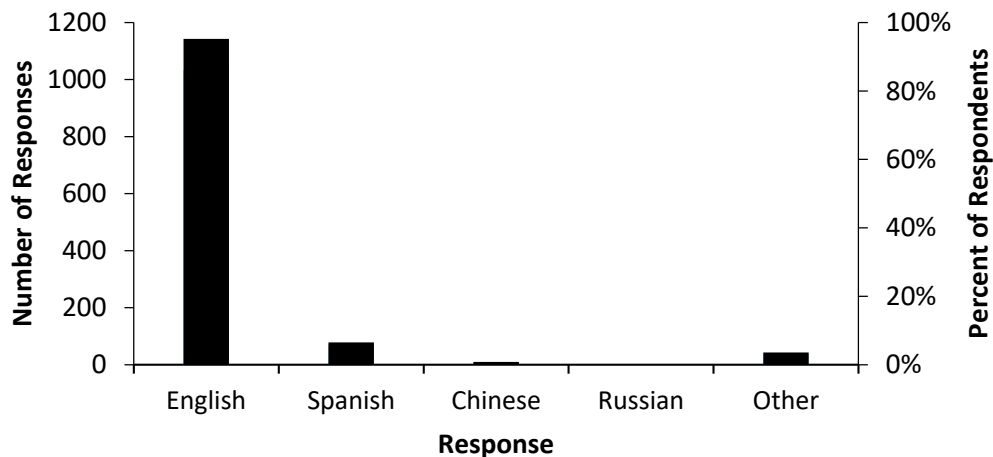
As shown in Figure 8, nearly all survey respondents (95 percent) said that English was one of the languages they spoke most often at home, with 89 percent of respondents reporting English as the only language spoken at home. This is identical to the proportion of residents of the entire urban area who speak only English at home: 89 percent.

The second most-frequently spoken language was Spanish, with seven percent of respondents reporting it as one of the languages they speak at home. Throughout the Syracuse urban area, only three percent of residents report speaking Spanish at home.

One percent of survey respondents reported speaking one of the Chinese languages, compared to two percent throughout the urban area.

No other single language / language group was reported by more than one percent of respondents.

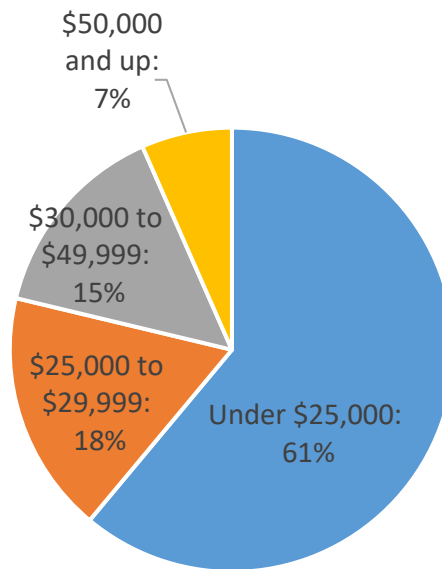
**Figure 8: Language Spoken at Home Most Often**



## Income

Transit riders tend to have lower incomes than the population as a whole. The average household income reported by survey respondents was \$22,000, compared to an average household income for Syracuse urban area residents of \$45,000. The majority (61 percent) of survey respondents reported incomes below \$25,000, compared to 24 percent of households in the urban area (see Figure 9). And while more than half of all households in the urban area (54 percent) make more than \$50,000 annually, only seven percent of survey respondents reported incomes at this level.

**Figure 9: Average Annual Household Income**



While the survey question asked about average *household* incomes, the survey results correspond well to the American Community Survey data for the personal earnings of workers who commute by transit, as shown in Table 11.

**Table 11: Income Comparison – Survey Respondents and Transit Commuters**

Income Level	Survey Respondents –Household Income		Urban Area – Earnings of Bus Commuters
	Number	Percent	
Under \$25,000	629	61%	66%
\$25,000 to \$49,999	333	32%	27%
\$50,000 and above	68	7%	7%
<b>Total responses</b>	1,030	93%	N/A
<b>No response to question</b>	73	7%	N/A

### Home ZIP Code

Fifty-eight percent of survey respondents reported home ZIP codes in the City of Syracuse, rather than a suburban community. More than a third of all respondents live in one of the following four city ZIP codes: 13205, 13204, 13208, or 13210 (representing the south, west, north, and east/University Hill areas, respectively).

Not surprisingly, survey respondents tended to come from the ZIP Codes with the highest proportions of workers who commute by transit in the Syracuse urban area. In the four city ZIP codes with the highest proportions of survey respondents, 11 percent of workers ride the bus to work – three percent higher than the average for all workers living in the city. These four ZIP codes are also home to 51 percent of all workers in the Syracuse urban area who take transit to work.

A relatively small proportion of the surveys received came from transit riders who live in suburban ZIP codes, reflecting the smaller proportions of transit riders in these communities. The two Liverpool ZIP codes together represent six percent of transit-based commuters and seven percent of all survey respondents. Two percent of the urban area's transit riders live in Solvay, and four percent of survey responses came from Solvay residents. A small number of surveys also came in from residents of East Syracuse, North Syracuse, and Fairmount; each of these area is home to one to two percent of the area's transit commuters.

**Table 12: Top 15 Home ZIP Codes for Survey Respondents**

ZIP Code	Zone	Survey Respondents (%)		Syracuse Urban Area - Bus Commuters (%)*
		Number	Percent	
13205	City South	123	11%	13%
13204	City West	109	10%	13%
13208	City North	94	9%	8%
13210	City East	76	7%	17%
13203	City North	64	6%	9%
13207	City South	54	5%	7%
13206	City North	45	4%	7%
13090	North (Liverpool)	31	3%	3%
13202	City West	29	3%	2%
13209	West (Solvay)	29	3%	2%
13088	North (Liverpool)	28	3%	3%
13224	City East	26	2%	2%
13057	East (East Syracuse)	17	2%	2%
13212	North (North Syracuse)	11	1%	1%
13219	West (Fairmount)	11	1%	2%
<b>Total responses</b>		820	74%	N/A
<b>No Response / Invalid ZIP Code</b>		283	26%	N/A

*\*This column shows the percentage of the urban area's 6,800 bus commuters living in each ZIP code.*

## 5. Environmental Justice

As a recipient of Federal Transit Administration (FTA) funds, Centro must adhere to the requirements of Title VI of the Civil Rights Act of 1969, which states that: “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Under federal civil rights regulations, Centro must not disproportionately exclude or adversely affect low-income or minority residents of its service area, either intentionally or unintentionally.

Given the geographic separations in our region between households of different racial/ethnic backgrounds and income levels<sup>6</sup>, some Centro bus lines are likely to have higher proportions of low-income and minority riders than others. Table 13 shows the proportions of total survey respondents on each bus line that identified themselves as low-income (annual average household income below \$25,000), minority (ethnicity identified as any non-white race or any combination of races other than only White/Caucasian), and age 65 and older. On all but two of the lines surveyed, at least half of survey respondents identified themselves as either low-income or as a member of a racial or ethnic minority. While senior citizens did not make up a large proportion of survey respondents on any of the bus lines surveyed, lines 76, 30, 50, 40, and 23 had notably higher than average proportions of senior respondents.

The SMTC’s 2012 *Environmental Justice Analysis* identified census tracts with high proportions of low-income, minority, and elderly residents, as well as residents with limited English-language skills (often referred to as “limited English proficiency” or LEP populations). Census tracts with above-average proportions of residents fitting into one or more of these groups were identified as “high priority” and “medium priority” target areas. As Figure 9 shows, all high priority target areas, and the majority of medium priority areas, were sampled by the Rider Survey.

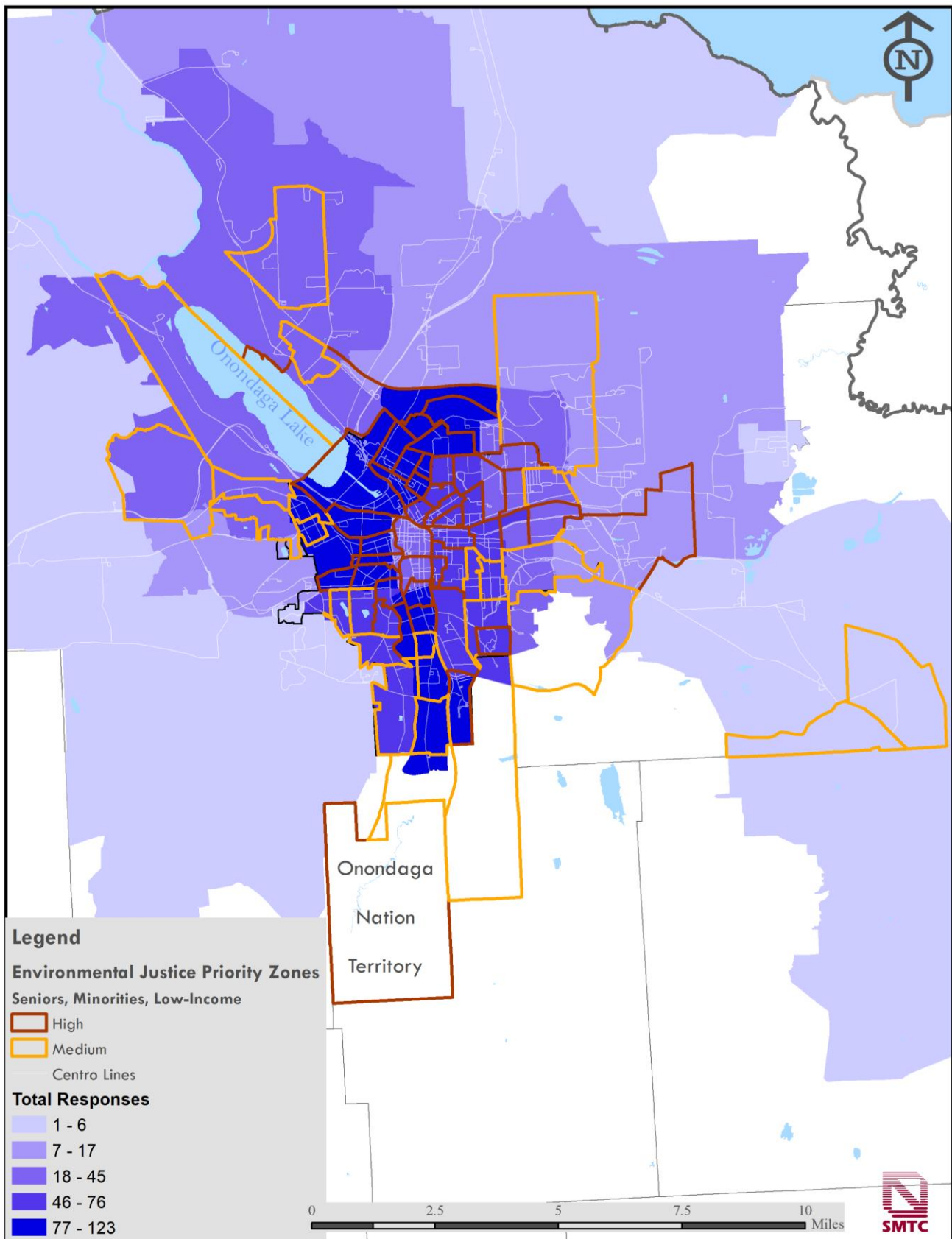
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<sup>6</sup> For more information, see the SMTC’s *Transportation Atlas*, pages 20, 22, and 26.



**Table 13: Bus Lines by Minority, Low-Income, and Senior Ridership**

Bus Line	Total Respondents	Pct. Racial / Ethnic Minority		Pct. Low Income		Pct. 65 or Older	
		Number	Percent	Number	Percent	Number	Percent
54	32	25	78%	14	44%	1	3%
76	54	42	78%	35	65%	7	13%
30	25	19	76%	16	64%	3	12%
10	65	48	74%	38	58%	2	3%
68	79	58	73%	49	62%	2	3%
64	58	42	72%	40	69%	1	2%
26	63	45	71%	34	54%	3	5%
16	48	34	71%	33	69%	3	6%
50	41	26	63%	22	54%	5	12%
58	43	27	63%	26	60%	0	0%
36	59	36	61%	34	58%	3	5%
80	67	39	58%	40	60%	5	7%
40	69	40	58%	37	54%	7	10%
52	54	31	57%	33	61%	3	6%
48	76	42	55%	34	45%	2	3%
20	70	38	54%	48	69%	3	4%
74	61	30	49%	33	54%	3	5%
84	20	7	35%	8	40%	1	5%
46	38	12	32%	25	66%	2	5%
23	11	3	27%	7	64%	1	9%
88	44	10	23%	14	32%	3	7%
<b>Survey Averages</b>	N/A	59%		61%		6%	
<b>Total Responses</b>	1,077	654		620		60	
<b>No Bus Line Info</b>	26	4		9		1	



**Figure 10: Home ZIP Codes and Environmental Justice Priority Zones**

*This map shows the number of survey respondents from each ZIP code in the Urban Area, with the SMT's Environmental Justice Priority Zones*

## 5.1. Travel Time

Survey responses indicate that a typical one-way transit trip averages around 29 minutes. This was also the average trip length for low-income riders (see Table 14). Average trip length is slightly higher for senior citizens (32 minutes) and slightly lower for members of racial/ethnic minorities (28 minutes).

**Table 14: Average One-Way Trip Time Comparison - All Respondents and Minority, Low-Income, and Senior Respondents**

Response	All Survey Respondents		Pct. Racial/Ethnic Minority		Pct. Low-Income		Pct. 65 or Older	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than 10 minutes	87	8%	59	9%	61	10%	0	0%
10-29 minutes	581	54%	363	56%	336	54%	33	54%
30-59 minutes	324	30%	181	28%	178	29%	23	38%
60 minutes or more	85	8%	41	6%	46	7%	5	8%
<b>Avg. One-Way Trip Length (minutes)</b>	29		28		29		32	
<b>Total responses</b>	1,077		644		621		61	
<b>No response to Question 3 (Trip Length)</b>	26		14		8		0	

## 5.2. Getting to Bus Stops

Roughly 80 percent of all transit riders surveyed said that it took them less than 10 minutes to get to their bus stop, regardless of socioeconomic group, age, or race (see Table 15). Low-income, minority, and seniors reported a negligibly longer average travel times to the bus stop than other groups: 6.2 to 6.5 minutes, compared to 5.9 minutes for other survey respondents. The survey did not ask respondents for information on how they travel to their bus stop, and for most riders it is safe to assume that they walk. Studies have shown lower average walking speeds for older people than for younger people, which would increase overall travel time on foot to bus stops.

**Table 15: Comparison of Travel Time to Bus Stops - All Respondents and Minority, Low-Income, and Senior Respondents**

Response	All Survey Respondents		Racial/Ethnic Minority		Low-Income		65 or Older	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than 5 minutes	562	52%	320	50%	304	49%	28	46%
5-9 minutes	321	30%	197	31%	193	31%	19	31%
10-14 minutes	122	11%	78	12%	73	12%	9	15%
15 minutes or more	75	7%	48	7%	47	8%	5	8%
<b>Avg. Travel Time (minutes)</b>	5.9		6.2		6.2		6.5	
<b>Total Responses</b>	1,080		643		617		61	
<b>No Response to Question 4</b>	21		15		12		0	

## 6. Riders without Private Vehicles

Respondents who indicated that they use Centro because they do not have access to a car are shown in the tables below, by bus line (Table 16) and by trip type (Table 17). Out of the 1,103 survey respondents, 880 people (80%) reported that they did not have access to a car.

The survey results demonstrate that, for people who do not have a car, transit is critical to getting to work, making it to appointments, and for shopping. At least half of the people surveyed on every bus line reported not having access to a car. On 14 of the 20 bus lines surveyed, more than 80 percent of respondents reported not having a car.

Generally, trip purposes for people without vehicles mirrored those of all riders: two-thirds ride transit to get to work. The proportions of respondents using transit to go shopping (53 percent) and get to appointments (52 percent) are slightly higher for people without access to vehicles (48 percent for both among all respondents).

**Table 16: Respondents without Access to a Car by Bus Line**

Line Name	Line No.	RESPONDENTS WITHOUT ACCESS TO CAR	
		Number	Percent
SU – Westcott St – Jamesville Rd	30	23	92%
DestinyUSA	50	36	88%
Solvay – Avery Ave	74	53	87%
Court St	52	47	87%
James St – Midler	20/23	70	86%
Parkhill	58	37	86%
East Fayette St – Erie – ShoppingTown	68	67	85%
South Salina – Nedrow	10	55	85%
Midland Ave – Valley Drive	54	27	84%
Salt Springs	76	45	83%
N Salina – Electronics Pkwy – DestinyUSA	16	40	83%
South Ave - OCC	26/28	51	81%
W Onondaga St – Western Lights	64	47	81%
Liverpool – Morgan Rd	48	61	80%
Grant Blvd	80	52	78%
W Genesee St - Camillus	36	44	75%
Liverpool – Route 57 – Great Northern	46	28	74%
SU – Nob Hill	40	49	71%
Mattydale	84	13	65%
N Syracuse – Cicero	88	22	50%
<b>No line reported</b>	N/A	13	N/A
<b>Total respondents</b>	N/A	880	80%

*\*Note: The line in this table refers to the line that the respondent was on at the time of completing the survey*

**Table 17: Trip Purposes Reported by Respondents without Access to a Car**

Response	ALL SURVEY RESPONDENTS		RESPONDENTS WITHOUT ACCESS TO A CAR	
	Number	Percent	Number	Percent
Commute to work	724	66%	575	66%
Get to an appointment	525	48%	461	53%
Go shopping	522	48%	447	52%
Go to school/college	262	24%	215	25%
Recreation	259	24%	217	25%
Other	72	7%	59	7%
Total responses	2,364		1,974	
Total respondents with no access to car	880			

## 7. Information and Technology

### 7.1. Smartphones

As seen in Section 4.1, more than three-fourths of Centro's riders own smartphones. This creates possibilities for information distribution via Centro's GoCentroBus app and the Centro website. If past trends continue and smartphone ownership becomes ubiquitous, Centro may be able to produce fewer paper schedules and dedicate more of its resources to distributing information electronically.

Currently, however, smartphone ownership is not distributed evenly among all riders, with age being an important factor<sup>7</sup>. More than 80 percent of riders under age 34 have smartphones, compared to 51 percent of riders ages 55 to 64, and 44 percent of riders ages 65 and older (see Table 18). Smartphone ownership also varies widely among riders of different bus lines. As would be expected, bus lines serving younger riders, such as Syracuse University students, also have higher rates of smartphone-owning riders (see Table 19).

**Table 18: Smartphone Ownership by Age**

Age Group	All Respondents	Percent of Respondents w/a Smartphone	
		Number	Percent
Under 18	57	47	82%
18 to 24	188	171	91%
25 to 34	276	246	89%
35 to 54	347	247	71%
55 to 64	154	79	51%
65 or older	61	27	44%
<b>All Respondents</b>	<b>1,083</b>	<b>817</b>	<b>77%</b>
<b>No Response to Question 13 (Age)</b>	<b>20</b>	<b>8</b>	<b>N/A</b>

<sup>7</sup> While smartphones are expensive relative to other mobile phones, smartphone ownership was only slightly lower among respondents with low incomes (74 percent) than all respondents.

**Table 19: Smartphone Ownership by Centro Line**

Line Name	Line No.	Percent of Respondents w/ a Smartphone	
		Number	Percent
SU – Westcott St – Jamesville Rd	30	21	84%
Parkhill	58	35	81%
W Genesee St – Camillus	36	47	80%
Mattydale	84	16	80%
Grant Blvd	80	53	79%
Liverpool – Morgan Rd	48	59	78%
Court St	52	42	78%
Midland Ave – Valley Dr	54	25	78%
SU – Nob Hill	40	53	77%
N Salina – Electronics Pkwy – DestinyUSA	16	37	77%
DestinyUSA	50	31	76%
South Salina – Nedrow	10	49	75%
Solvay – Avery Ave	74	45	74%
W Onondaga St – Western Lights	64	43	74%
N Syracuse – Cicero	88	32	73%
James St – Midler	20/23	59	73%
South Ave – OCC	26/28	46	73%
East Fayette St – ShoppingTown	68	55	70%
Salt Springs	76	35	65%
Liverpool – Route 57 – Great Northern	46	24	63%
<b>All Respondents</b>	1077	807	77%
<b>No data for Question 1 (Home ZIP)</b>	26	18	N/A

## 7.2. Age & Information Source

As seen in Section 4.1, the two sources people go to most often for bus schedules and service updates are Centro’s website and paper schedules. The Centro app is also popular, with nearly a third of respondents counting it as one of the ways they like to get information.

Survey results show a clear preference for electronic information sources among riders between the ages of 18 and 34 – particularly Centro’s website and mobile app. There is also a clear preference for paper schedules among riders ages 55 and older (see Table 20). Facebook is most popular among riders under the age of 18 and e-mail/text alerts are most popular with riders ages 65 and older.

Smartphone app use lags behind smartphone ownership in every age group, reflecting the fact that this app has only been available since December 2016, just four months before data collection for this survey began.

**Table 20: Information Source by Age**

Age Group	Centro Website		Centro app		Facebook		Centro e-mail alerts		Centro text alerts		Twitter		Other		Paper schedules	
	#	Pct.	#	Pct.	#	Pct.	#	Pct.	#	Pct.	#	Pct.	#	Pct.	#	Pct.
Under 18	35	61%	13	23%	11	19%	1	2%	1	2%	1	2%	3	5%	16	28%
18 to 24	133	71%	84	45%	19	10%	3	2%	4	2%	1	1%	18	10%	62	33%
25 to 34	192	70%	104	38%	23	8%	11	4%	8	3%	6	2%	24	9%	103	37%
35 to 54	201	58%	86	25%	27	8%	16	5%	19	5%	4	1%	53	15%	152	44%
55 to 64	61	40%	36	23%	8	5%	6	4%	5	3%	2	1%	27	18%	96	62%
65 or older	20	33%	10	16%	3	5%	5	8%	4	7%	1	2%	6	10%	41	67%
<b>All Respondents</b>	642	59%	333	31%	91	8%	42	4%	41	4%	15	1%	131	12%	470	43%
<b>No Response to Question 13 (Age)</b>	8		2		3		0		1		1		3		8	

## 8. Conclusions

### 8.1. DestinyUSA is the most popular single destination for transit riders

Regardless of neighborhood, income level, or race, the one destination listed most frequently by survey respondents was DestinyUSA. As both an employment center and a shopping center, it coincides with two of the most frequently given reasons for riding the bus.

### 8.2. There is room for improvement

Some riders had service suggestions for Centro. Bus frequency was the one service issue mentioned by the most respondents, often mentioned in the context of night and weekend service. Geographically, respondents focused on the northern suburbs: Liverpool, North Syracuse, Mattydale, Hancock International Airport, and Baldwinsville. A small but substantial number of surveys identified an interest in bus service to beaches, such as Green Lakes and Jamesville Beach.

### 8.3. Rider satisfaction is high

Ninety-one percent of riders surveyed said that the existing Centro system generally meets their needs, three-fourths of riders said that they do not consider the Transit Hub a deterrent to riding transit, and only 35 percent of respondents provided suggestions on how transit service could be improved. Clearly, the existing hub-and-spoke system of transit is satisfactory for most riders.



#### **8.4. The majority of Centro riders are transit dependent**

Two-thirds of surveyed riders said that they ride the bus because they do not have access to a vehicle. These transit riders use the bus to get to work, to appointments, and to get their shopping done. The fact that trips by transit are relatively long (29 minutes, on average, compared to an average regional commute length of 19 minutes) indicates that riders are willing to pay a higher cost in terms of time in exchange for an affordable means of transportation.

#### **8.5. Electronic information distribution is very popular**

The Centro app had only been available for a few months when the survey was administered, but it was already being used by 30 percent of survey respondents, with use heavy among younger riders (ages 18 to 34 particularly).

The popularity of Centro's website among riders of all ages is also surprising: it is the most popular way of getting information about Centro's service. Age is clearly a major factor in determining how people get their bus service information, but a substantial proportion of riders over 55 use the website in addition to paper schedules, and also own smartphones.

## **APPENDICES**

**Appendix A Centro Rider Survey**

**Appendix B Centro Rider Survey Results Summary**

## **Appendix A Centro Rider Survey**



# Centro Rider Satisfaction Survey.

The Syracuse Metropolitan Transportation Council, the local transportation planning agency, is conducting this survey for Centro. The results will be used by planners at Centro to inform decisions about future routes and schedules. This survey will take about 5 minutes to complete. We appreciate your time and input.



## Part 1 Tell us how you use Centro

1. What types of trips do you take using Centro?

Check all that apply:

- ☐ Commute to work
- ☐ Go to school/college
- ☐ Go shopping
- ☐ Get to an appointment
- ☐ Recreation
- ☐ Other (please specify): \_\_\_\_\_

2. List the 3 destinations that you travel to the most using Centro (address or landmark - *please be specific*):

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_

3. How long, in minutes, is your typical trip using Centro? (including transfer time if applicable) Choose one:

- ☐ Less than 10 minutes
- ☐ 10-29 minutes
- ☐ 30-59 minutes
- ☐ 60 minutes or more

4. How long, in minutes, does it usually take you to get to your bus stop? Choose one:

- ☐ Less than 5 minutes
- ☐ 5-9 minutes
- ☐ 10-14 minutes
- ☐ 15 minutes or more

5. Why do you use Centro? Choose all that apply:

- ☐ I don't have access to a car.
- ☐ It is better for the environment.
- ☐ I don't like to drive.
- ☐ It costs less than driving.
- ☐ There is no parking where I'm going, or parking is too expensive.

6. Do you have a smartphone?

- ☐ Yes
- ☐ No

7. How do you get information about Centro?

Check all that apply:

- ☐ Centro's website
- ☐ Facebook
- ☐ Twitter
- ☐ Centro alerts via email
- ☐ Centro alerts via text message
- ☐ Paper schedules
- ☐ Centro app
- ☐ Other (please specify): \_\_\_\_\_

## Part 2 Tell us what is important to you

8. Does the current Centro bus system generally meet your needs?

- ☐ Yes
- ☐ No

9. Are there specific locations that you wish Centro would serve?

10. Do you have additional suggestions for improving the Centro system?

11. Would the need to transfer buses at the Hub discourage you from using the Centro system?

- ☐ Yes
- ☐ No
- ☐ My typical trip does not go through the Hub.

## Part 3 Tell us about yourself

12. What is your gender?

- ☐ Female
- ☐ Male

13. What is your age?

- ☐ Under 18
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 54
- ☐ 55 to 64
- ☐ 65 or older

14. What is your ethnicity?

- ☐ Black or African-American
- ☐ Asian or Pacific Islander
- ☐ Hispanic or Latino
- ☐ Native American
- ☐ White/Caucasian
- ☐ Other (please specify): \_\_\_\_\_

15. What language do you speak at home most often?

- ☐ English
- ☐ Spanish
- ☐ Other (please specify): \_\_\_\_\_
- ☐ Chinese
- ☐ Russian

16. What is your approximate average household income (annual)?

- ☐ Under \$25,000
- ☐ \$25,000 to \$29,999
- ☐ \$30,000 to \$49,999
- ☐ \$50,000 and up

17. Please indicate your home ZIP code:

## **Appendix B Centro Rider Survey Results Summary**

# Centro Rider Survey – Summary of Survey Results

October 18, 2017

## I. Introduction – Data Collection

Total Surveys collected: 1,103

In-Person: 1,079

Online (Survey Monkey): 24

The table below summarizes the number of surveys administered by bus line and time of day. The general strategy in determining how many surveys to collect on each line was to use the percentages of total ridership by line as guidance. On each bus line, surveys administered during each time period (morning commute, midday, and afternoon) were kept roughly equal. Due to variations in ridership, however, some time periods and/or lines resulted in more or fewer surveys collected than the target numbers. Rather than discard any data that might have made the survey results more “balanced,” all survey data was kept and is summarized below.

Line Name	Line No.	Surveys collected				Percent of Total Ridership (2015)	Percent of Total Surveys Collected
		Morning (6:00 - 8:30)	Midday (8:30 - 3:30)	Afternoon (3:30 - 5:30)	Total		
James St - Midler	20/23	28	35	18	81	11.8%	8%
E Fayette St - Erie - ShoppingTown	68	16	29	34	79	5.5%	7%
Liverpool - Morgan Rd	48	27	20	29	76	1.9%	7%
SU-Nob Hill	40	25	20	24	69	7.7%	6%
Grant Blvd	80	16	28	23	67	4.3%	6%
South Salina - Nedrow	10	13	35	17	65	8.8%	6%
South Ave - OCC	26/28	13	36	14	63	7.7%	6%
W Genesee St - Camillus	36	12	38	9	59	6.7%	5%
W Onondaga St - Western Lights	64	17	27	14	58	6.0%	5%
Court St	52	16	26	12	54	7.7%	5%
Salt Springs	76	17	27	10	54	4.9%	5%
Solvay - Avery Ave	74	18	26	17	61	3.8%	6%
N Salina - Electr Pkwy - Destiny	16	11	17	20	48	4.4%	4%
N Syracuse - Cicero	88	12	13	19	44	2.1%	4%
Parkhill	58	11	16	16	43	1.9%	4%
DestinyUSA	50	10	25	6	41	3.4%	4%
Liverpool - Rt 57 - Great Northern	46	5	16	17	38	2.7%	4%
Midland Ave - Valley Dr	54	10	19	3	32	3.8%	3%
SU - Westcott St - Jamesville Rd	30	9	8	8	25	3.0%	2%
Mattydale	84	9	7	4	20	1.9%	2%
<b>Totals</b>	<b>20</b>	<b>295</b>	<b>468</b>	<b>314</b>	<b>1,077</b>		

Note: The information in this table does not include the twenty-four surveys completed online (SurveyMonkey), since those surveys generally did not contain clear/concise responses for line names. However, response data from the twenty-four

online surveys is included in the remainder of this report. This table also does not include two in-person surveys that did not record the route or line on which they were administered.

## II. Survey Responses Summary

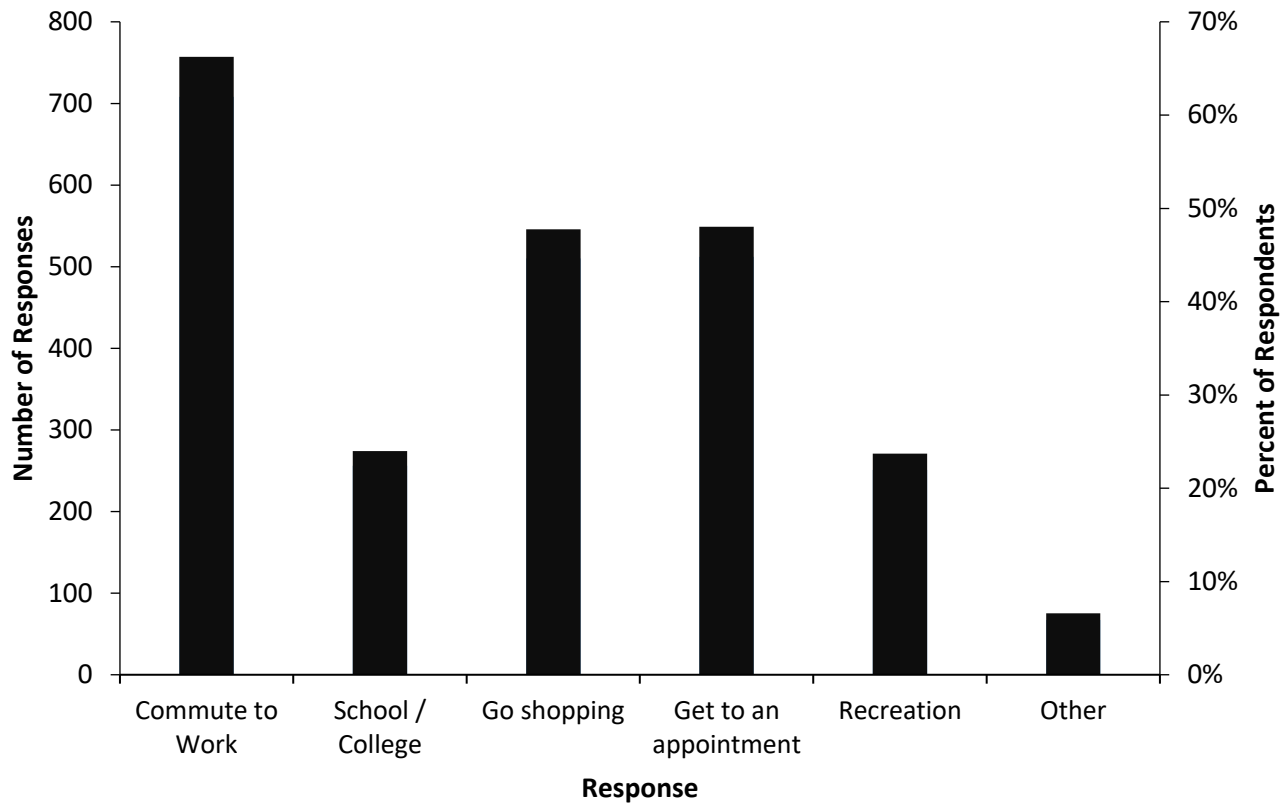
### PART 1: Tell us how you use Centro

**Q1. What types of trips do you take using Centro? Check all that apply:**

Response	Number of responses	Percent of respondents
Commute to work	724	66%
Go to school/college	262	24%
Go shopping	522	48%
Get to an appointment	525	48%
Recreation	259	24%
Other	72	7%
<b>Total responses</b>	<b>2,364</b>	
<b>Total respondents</b>	<b>1,092</b>	
<b>No response to question</b>	<b>11</b>	

Note: Each percentage represents the percent of respondents who chose each option; e.g., 65% of respondents selected the option “Commute to work,” and 35% did not.

### Q1: What types of trips do you take using Centro?



### Q1. What types of trips do you take using Centro?

#### Respondents who answered "Other" by category:

Category	Number of Respondents
Friends/family	19
Medical appointments	8
Everything	8
Commute to work	5
Mall	3
Taking kids to school/daycare	2
Church	2
School/college	2
Oswego	2
Mental Health	2
Friends/family/church	2
Job search	2
Uncategorized	15
<b>Total Other</b>	<b>72</b>

Note: "Other" responses were categorized to the greatest extent possible.



**Q2. List the 3 destinations that you travel to the most using Centro (address or landmark – *please be specific*):**

**Table A**

	Number of responses
Total responses (i.e. total number of destinations reported)	2,850
Responses outside of Urbanized area	22
<b>Total that can be assigned a zone</b>	<b>1,823</b>
<b>Total that cannot be assigned a zone</b>	<b>1,027</b>
<b>No response to question</b>	<b>43</b>

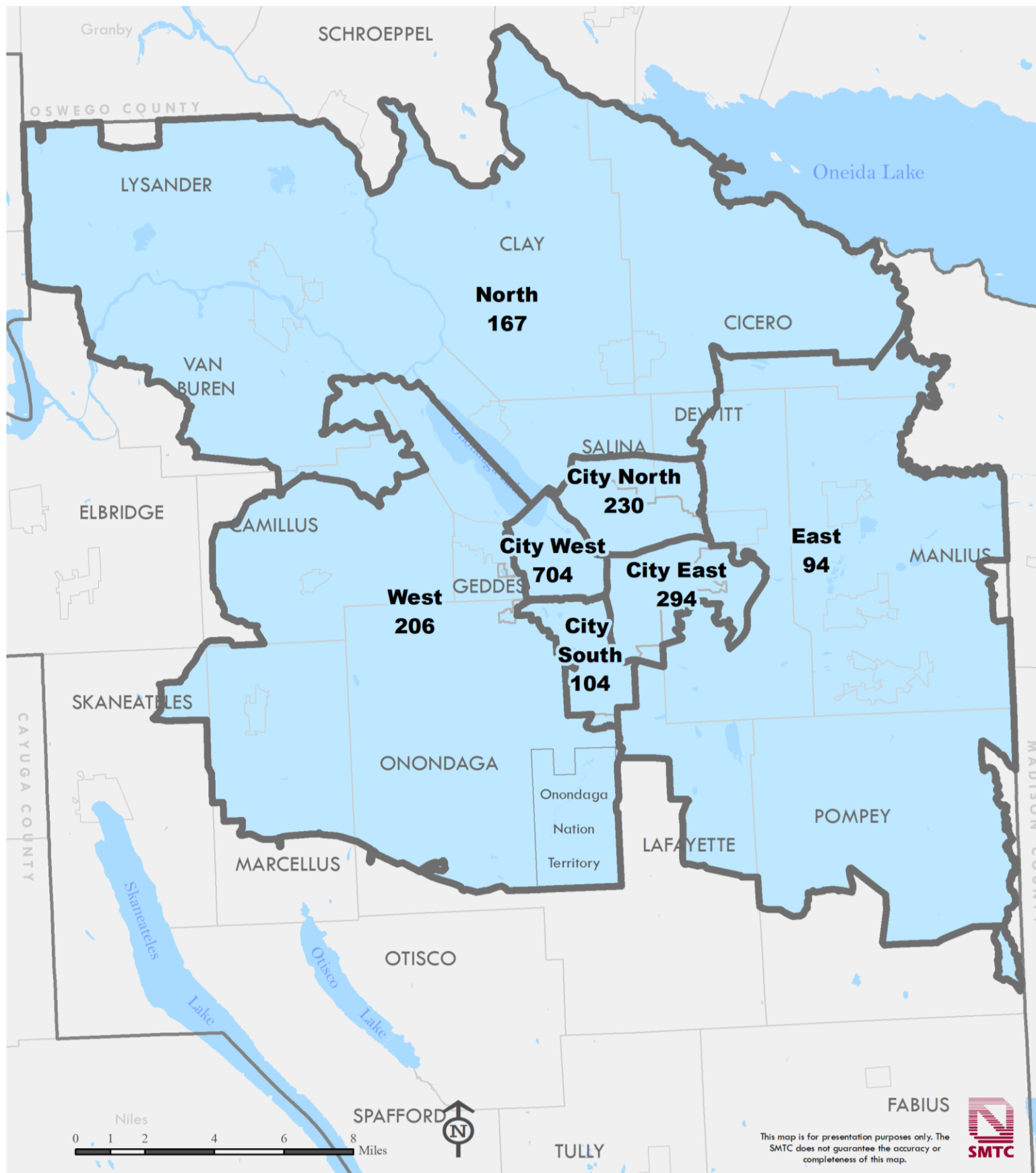
**From the list of responses, the following ten destinations were reported most frequently:**

**Table B**

Rank	Response	Number of responses
1	DestinyUSA	278
2	Downtown	148
3	Transit hub	74
4	James Street	50
5	Syracuse University	47
6	Shop City	44
7	ShoppingTown Mall	36
8	OCC	34
9	Civic Center	32
10	SUNY Upstate	29
<b>Total</b>		<b>772</b>

These 772 responses represent 27% of the total 2,850 responses to this question.

Note: The responses included in this list were written on the surveys either identically, or have been modified slightly (such as changing “Destiny” to “DestinyUSA”). This table does not include responses with similar information, such as a specific address on James St. or a location downtown; these types of responses are represented in the map and Table A above.

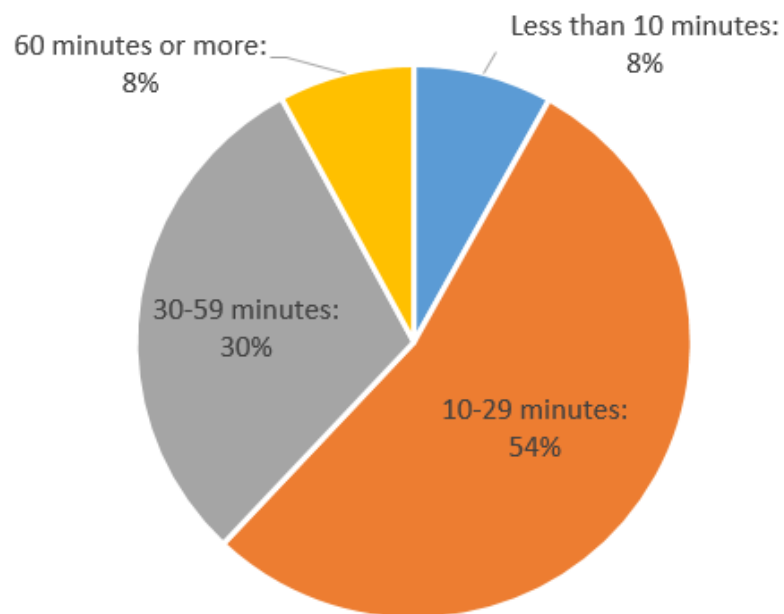


**Figure 2: Destinations by Zone**

Note: This map includes only destinations that could be assigned a zone definitively.

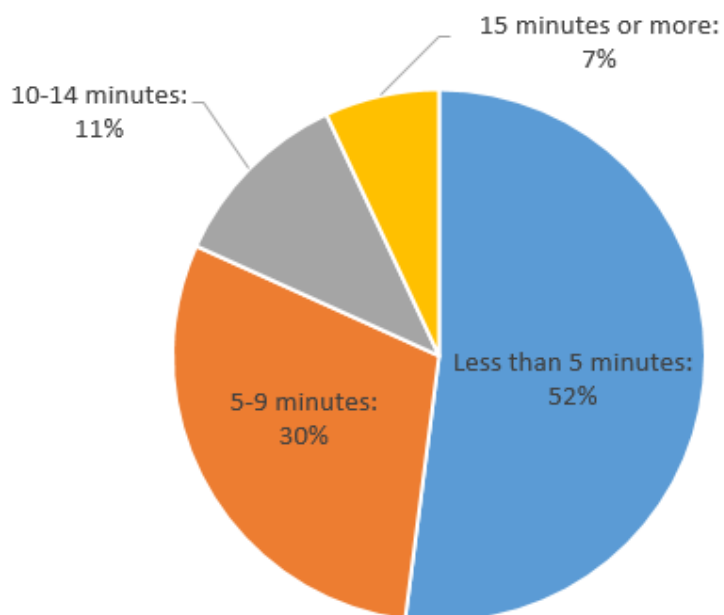
**Q3. How long, in minutes, is your typical one-way trip using Centro (including transfer time if applicable)? Choose one:**

Response	Number of respondents	Percent of respondents
Less than 10 minutes	87	8%
10-29 minutes	581	54%
30-59 minutes	324	30%
60 minutes or more	85	8%
<b>Total responses/respondents</b>	<b>1,077</b>	
<b>No response to question</b>	<b>26</b>	



**Q4. How long, in minutes, does it usually take you to get to your bus stop? Choose one:**

Response	Number of respondents	Percent of respondents
Less than 5 minutes	562	52%
5-9 minutes	321	30%
10-14 minutes	122	11%
15 minutes or more	75	7%
Write-in: "Depends on the day"	1	0%
<b>Total responses/respondents</b>	<b>1,081</b>	
<b>No response to question</b>	<b>22</b>	

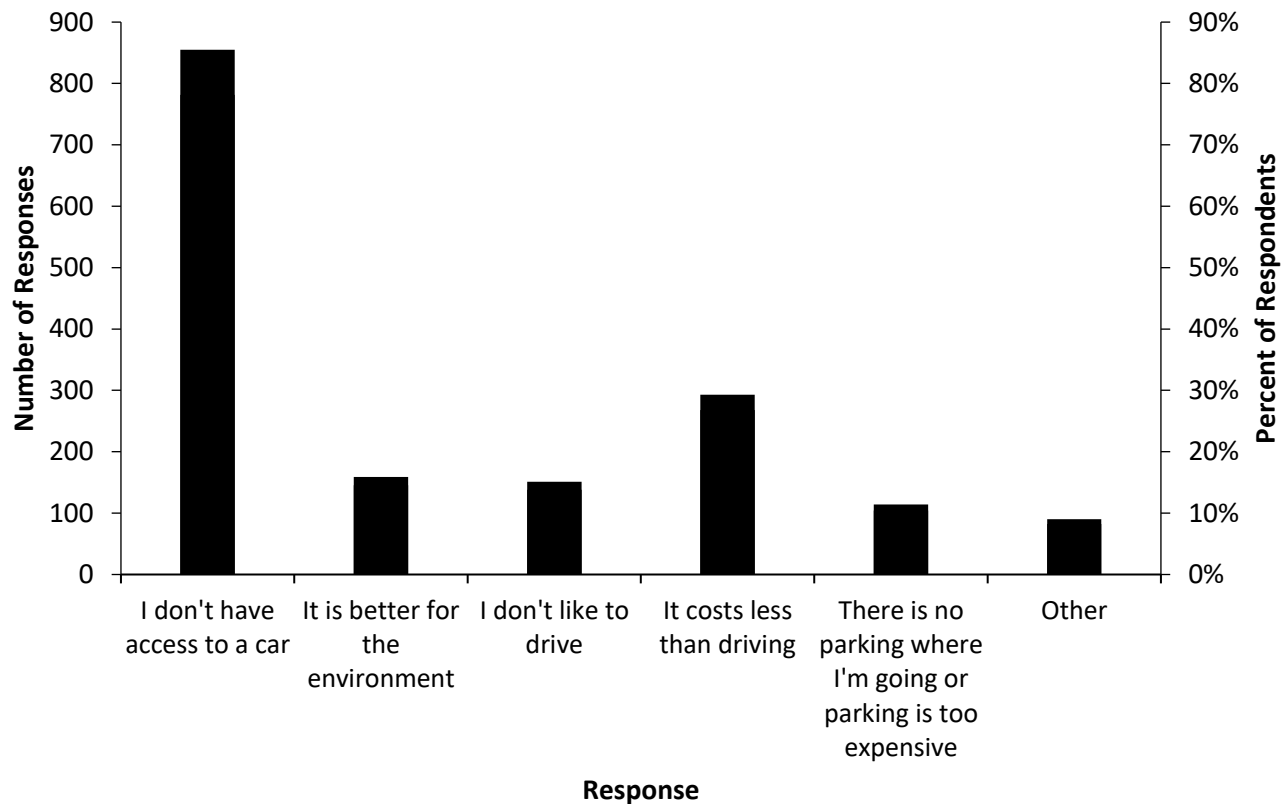


**Q5. Why do you use Centro? Check all that apply:**

Response	Number of responses	Percent of respondents
I don't have access to a car.	880	80%
It is better for the environment.	159	14%
I don't like to drive.	151	13%
It costs less than driving.	293	26%
There is no parking where I'm going or parking is too expensive.	114	10%
Other	65	8%
<b>Total responses</b>	<b>1,662</b>	
<b>Total respondents</b>	<b>1,094</b>	
<b>No response to question</b>	<b>9</b>	

Note: Each percentage represents the percent of respondents who chose each option; e.g., 77% of respondents selected the option "I don't have access to a car," and 23% did not.

**Q5: Why do you use Centro?**



### Q5. Why do you use Centro?

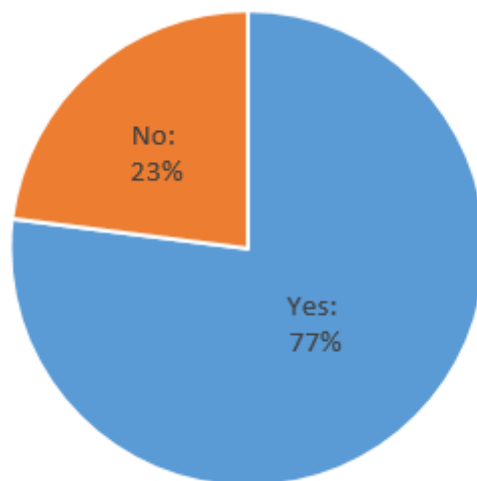
Respondents who answered “Other” by category:

Response	Number of Respondents
Variation of no car/doesn't drive	40
Convenient/Safe/Prevents wear and tear on car	14
Disability	13
Uncategorized	23
<b>Total Other</b>	<b>90</b>

(In some cases, respondents used the Other field to provide additional details on why they use Centro, resulting in overlap with the five categories identified above.)

### Q6. Do you have a smartphone?

Response	Number of Responses	Percent of Respondents
Yes	825	77%
No	250	23%
<b>Total responses/respondents</b>	<b>1,075</b>	
<b>No response to question</b>	<b>28</b>	

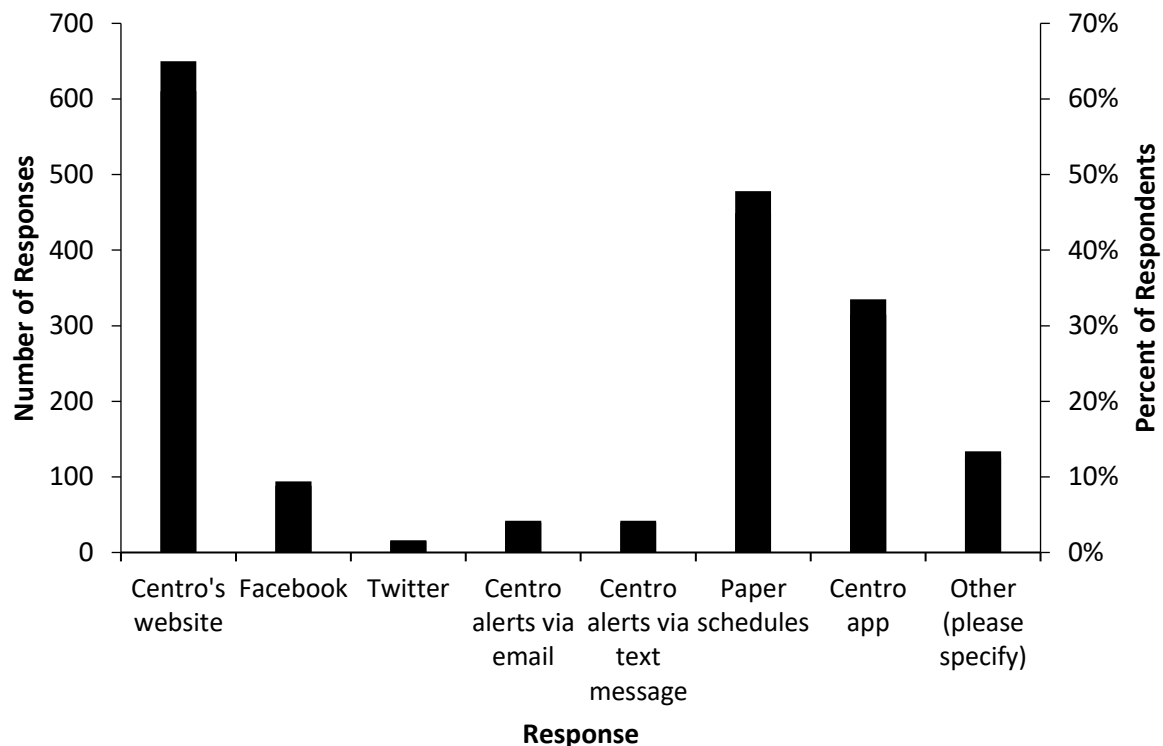


**Q7. How do you get information about Centro? Check all that apply:**

Response	Number of responses	Percent of respondents
Centro's website	650	61%
Facebook	94	9%
Twitter	16	2%
Centro alerts via email	42	4%
Centro alerts via text message	42	4%
Paper schedules	478	45%
Centro app	335	31%
Other	134	13%
<b>Total responses</b>	<b>1,791</b>	
<b>Total respondents</b>	<b>1,065</b>	
<b>No response to question</b>	<b>38</b>	

Note: Each percentage represents the percent of respondents who chose each option; e.g., 61% of respondents selected the option "I don't have access to a car," and 39% did not.

**Q7: How do you get information about Centro?**



### Q7. How do you get information about Centro?

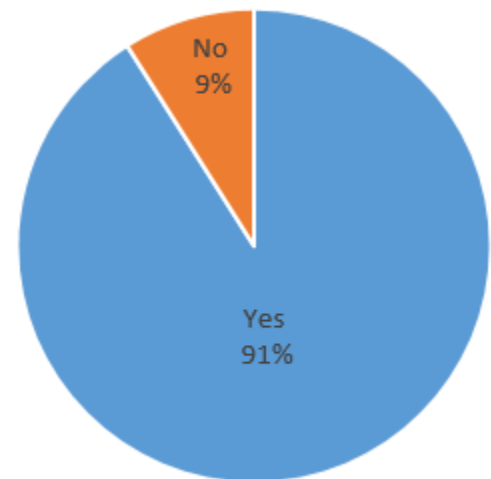
Respondents who answered “Other” by category:

Response category	Number of responses
Phone / Phone call (442-3400)	68
Google maps/online maps	18
Website/downloaded schedules	10
Other riders	7
Transit hub	7
No response	6
Uncategorized	6
Friends/family	5
Paper schedule	3
Memorized schedule	2
Television/radio	2
<b>Total Other</b>	<b>134</b>

## PART 2: Tell us what is important to you

### Q8. Does the current Centro bus system generally meet your needs?

Response	Number of Responses	Percent of Respondents
Yes	983	91%
No	102	9%
<b>Total responses/respondents</b>	<b>1,085</b>	
<b>No response to question</b>	<b>18</b>	





**Q9. Are there specific locations that you wish Centro would serve?**

**Table A**

Type of response	Number of responses	Percent of respondents
No suggestions/service is fine	386	53%
“Yes” or general suggestions (e.g. “stop closer to my house”)	45	6%
Surveys with location-specific recommendations	284	39%
Surveys with non-location recommendations	11	2%
<b>Total responses</b>	<b>726</b>	
<b>No response</b>	<b>377</b>	

**From the list of responses, the following ten destinations were reported most frequently:**

**Table B**

Rank	Response	Number of responses
1	Liverpool	31
2	North Syracuse	27
3	Mattydale	15
4	Airport	13
5	Baldwinsville	12
6	Midland Ave	9
7	Cicero	9
8	Carrier Circle	8
9	Green Lakes	7
10	Park Hill	7
<b>Total</b>		<b>138</b>

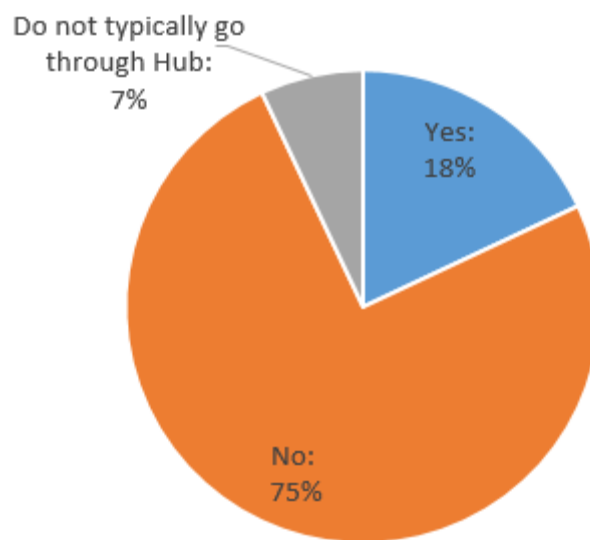
**Q10. Do you have additional suggestions for improving the Centro system?**

Type of response	Number of responses	Percent of respondents
No suggestions/Centro is fine	388	50%
Frequency/wait time	105	14%
Service at night, on weekends, and holidays	74	10%
Service to a general destination (e.g. Liverpool, Baldwinsville)	51	7%
Issues related to the bus (cleanliness, seats, capacity, electrical outlets)	49	6%
Issues related to the bus drivers (rudeness, knowledge of system, etc.)	30	4%
Punctuality of buses	27	4%
Service to a specific destination (e.g. DestinyUSA, Clay Wal-Mart)	13	2%
System/service as a whole	12	2%
Suggestions for payment systems	11	1%
Issues related to transfers	7	1%
Issues related to job access	7	1%
Bring back unlimited ride passes	6	1%
Security issues	5	1%
Other suggestions related to fares/passes	3	0.4%
Uncategorized	32	4%
<b>Total responses</b>	<b>820</b>	
<b>Total respondents</b>	<b>776</b>	
<b>No response</b>	<b>327</b>	

Note: Some of the respondents provided answers that belong to more than one category above.

**Q11. Would the need to transfer buses at the Hub discourage you from using the Centro system?**

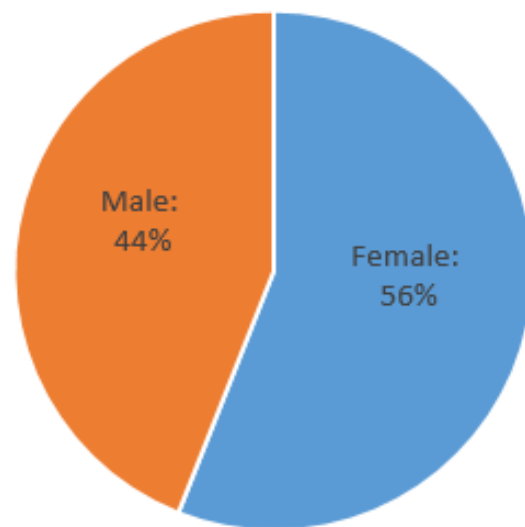
Response	Number of respondents	Percent of respondents
Yes	191	18%
No	799	75%
My typical trip does not go through the Hub	71	7%
<b>Total responses/respondents</b>	<b>1,061</b>	
<b>No response to question</b>	<b>42</b>	



### PART 3: Tell us about yourself

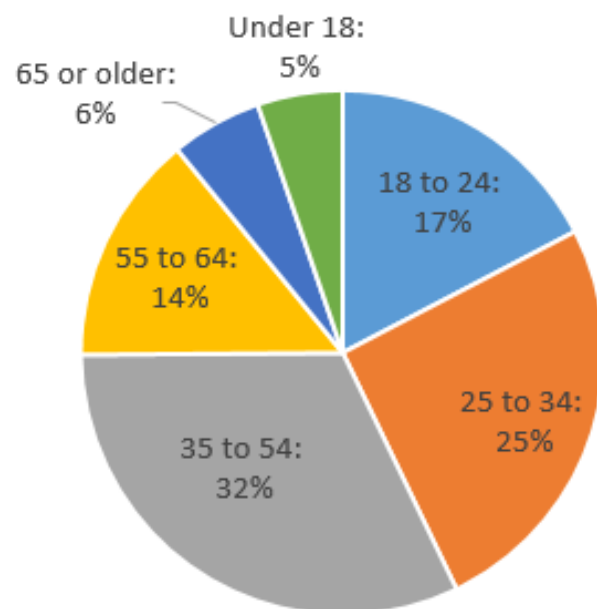
Q12. What is your gender?

Response	Number of Responses	Percent of Respondents
Female	600	56%
Male	479	44%
<b>Total responses/respondents</b>	<b>1,079</b>	
<b>No response to question</b>	<b>24</b>	



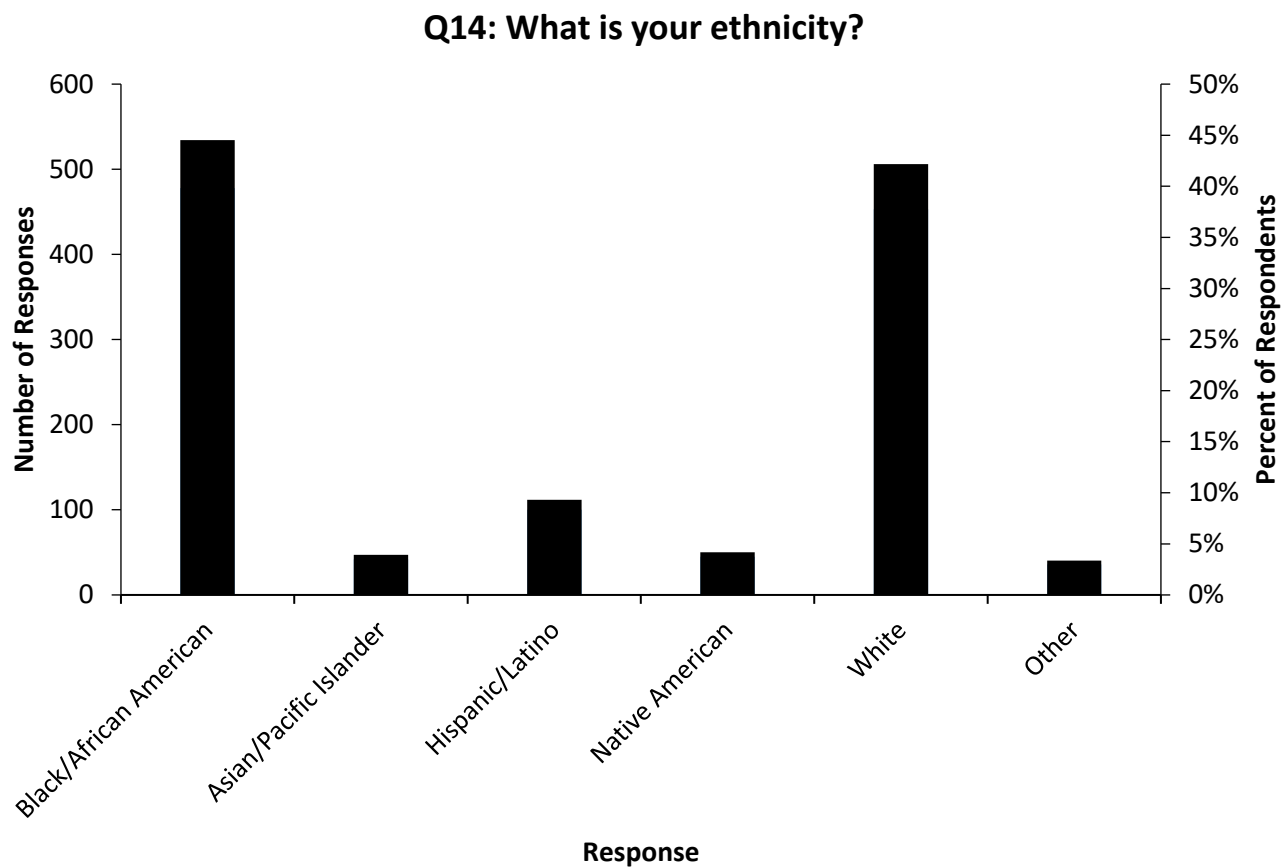
Q13. What is your age?

Response	Number of Responses	Percent of Respondents
Under 18	57	5%
18 to 24	188	17%
25 to 34	276	25%
35 to 54	347	32%
55 to 64	154	14%
65 or older	61	6%
<b>Total responses/respondents</b>	<b>1,083</b>	
<b>No response to question</b>	<b>20</b>	



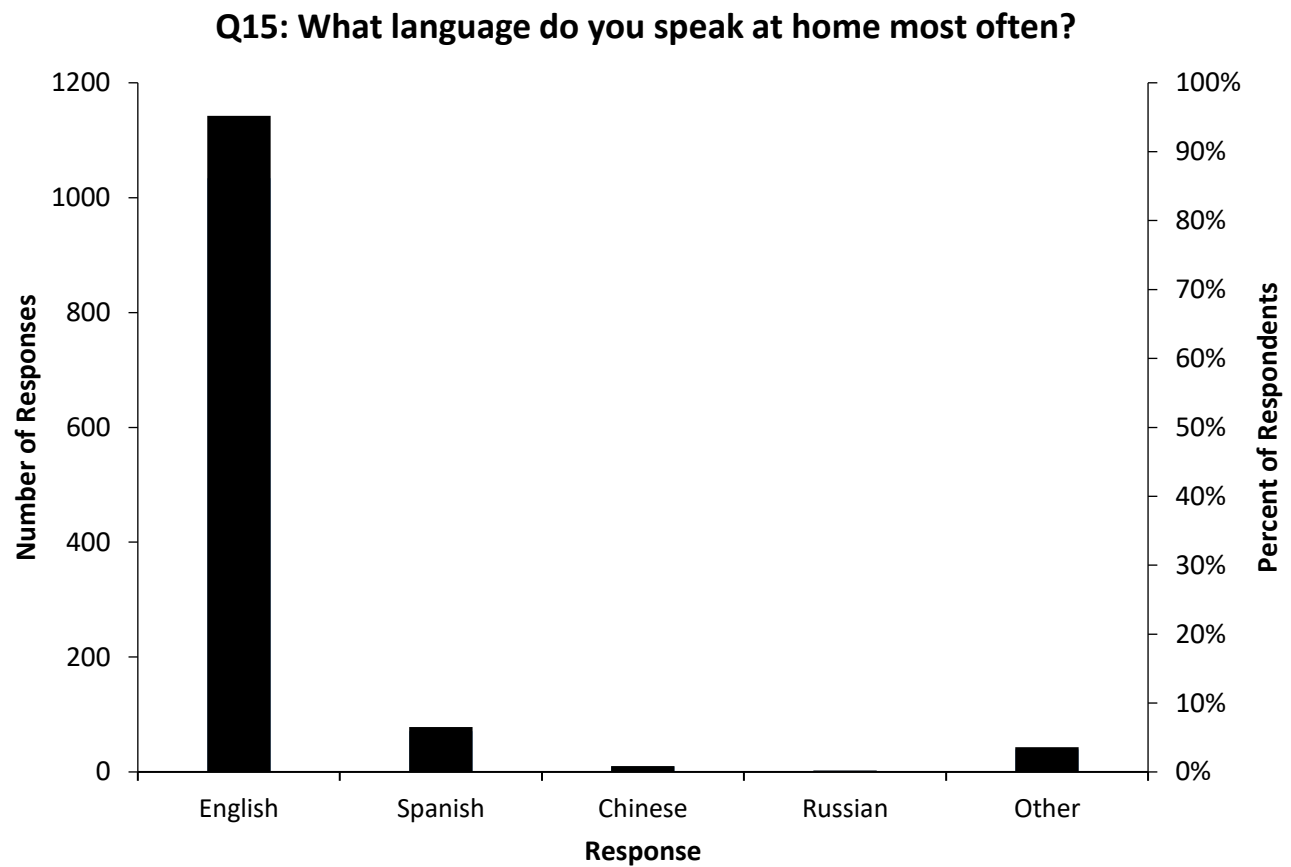
#### Q14. What is your ethnicity?

Response	Number of Responses	Percent of Respondents
Black/African American	478	45%
Asian/Pacific Islander	42	4%
Hispanic/Latino	100	9%
Native American	45	4%
White	453	42%
Other	36	3%
<b>Total responses</b>	<b>1,154</b>	
<b>Total respondents</b>	<b>1,074</b>	
<b>No response to question</b>	<b>29</b>	



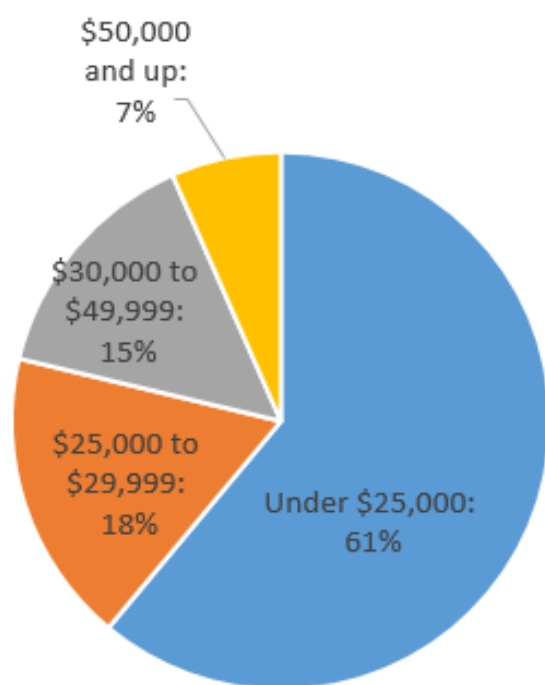
**Q15. What language do you speak at home most often?**

Response	Number of Responses	Percent of Respondents
English	1,034	95%
Spanish	71	7%
Chinese	9	1%
Russian	2	0%
Other	39	4%
<b>Total responses</b>	<b>1,155</b>	
<b>Total respondents</b>	<b>1,086</b>	
<b>No response to question</b>	<b>17</b>	



**Q16. What is your approximate average household income (annual)?**

Response	Number of Responses	Percent of Respondents
Under \$25,000	629	61%
\$25,000 to \$29,999	182	18%
\$30,000 to \$49,999	151	15%
\$50,000 and up	68	7%
<b>Total responses/respondents</b>	<b>1,030</b>	
<b>No response to question</b>	<b>73</b>	



**Q17. Please indicate your home zip code.**

<b>Municipality Name</b>	<b>Zip Code</b>	<b>Number of Respondents</b>
Syracuse	13205	123
Syracuse	13204	109
Syracuse	13208	94
Syracuse	13210	76
Syracuse	13203	64
Syracuse	13207	54
Syracuse	13206	45
Liverpool	13090	31
Solvay	13209	29
Syracuse	13202	29
Liverpool	13088	28
Syracuse	13224	26
East Syracuse	13057	17
North Syracuse	13212	11
Syracuse	13219	11
Clay	13041	9
Mattydale	13211	9
DeWitt	13214	7
Cicero	13039	6
Camillus	13031	5
Syracuse	13201	5
Brewerton	13029	4
Baldwinsville	13027	3
Manlius	13104	2
Minoa	13116	2
Auburn	13021	1
Cazenovia	13035	1
Fayetteville	13066	1
Marcellus	13108	1
Syracuse	13215	1
Syracuse	13217	1
Syracuse	13221	1
Syracuse	13225	1
Syracuse	13234	1
Tully	13159	1
Warners	13164	1
<b>Total within Onondaga County</b>	<b>36</b>	<b>810</b>



**Q17. Please indicate your home zip code (cont'd.)**

Municipality name	Zip code	Number of Respondents
<i>Outside of Onondaga County</i>		
Central Square	13036	2
Oswego	13126	2
Winter Garden, FL	34787	2
Constantia	13028	1
Pennellville	13132	1
Rochester	14606	1
Schenectady	12345	1
<b>Total outside of Onondaga County</b>		<b>11</b>
<b>Invalid/Unknown</b>		<b>7</b>
<b>No response</b>		<b>275</b>