



## **Centro Non-Rider Survey**

### **Final Report**

June 2018

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Syracuse Metropolitan Transportation Council

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## **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.” This report summarizes the results of the “non-rider” survey (the rider survey is summarized in a separate report).

For the purpose of this survey, a “non-rider” was defined as someone who had not used Centro service within the six months prior to receiving the survey. The non-rider survey included questions about the respondent’s current mode of travel for both work and non-work trips, their reason(s) for not using Centro, and their likelihood of using Centro in the future. Both surveys were intended to help Centro plan for future service and better understand their potential market in Onondaga County.

## **2. Survey design and implementation**

### **2.1. Development of survey questions**

Survey questions and response choices were developed by SMTC staff in close coordination with Centro staff. Questions were identified in three topic areas, which ultimately became the three parts of the survey:

- Questions about the individual’s commute to work or school (“Part 1: Getting to work or school”)
- Questions about how the individual travels to other (non-work, non-school) destinations (“Part 2: Getting to other places”)
- Demographic questions (“Part 3: Tell us about yourself”).

A copy of the final survey instrument is included in Appendix A.

### **2.2. Selection of survey sample**

SMTC and Centro staff determined that the target population for the survey was people living in Onondaga County who could reasonably use Centro (i.e. people who live relatively close to existing routes) but who do not currently use transit. SMTC and Centro agreed that the SMTC’s 2010 Urban Area, within the boundaries of Onondaga County, would be an appropriate boundary to capture this target population

SMTC staff determined that a minimum total of 400 completed surveys would be sufficient to achieve a 95 percent confidence level and a five percent margin of error. SMTC staff then determined that 10,000 surveys would need to be mailed to achieve a minimum of 400 returns based on the approximate return rate of a previous survey that SMTC conducted in 2010, as well as literature on expected survey return rates.

SMTC selected a vendor - Mailing Lists, Inc. in Gaithersburg, MD - to provide a list of 10,000 mailing addresses in the survey target area, with the selected addresses distributed proportionally to the actual population. To achieve this spatial distribution, SMTC provided a list of Census block group polygons, as well as population values for each polygon, to the vendor. The vendor then ran an “nth select” of the 10,000 addresses, which is a proportional selection of addresses from each block group based on population values. That is, if a block group had more people, then more addresses were selected from that block group compared to a block group with fewer people. Upon receiving the list of addresses from

the vendor, SMTC confirmed that the addresses from each block group were roughly proportional to their population values.

### **2.3. Survey distribution**

The mailing took place in late March 2017 and included a cover letter, the survey instrument, and a postage-paid self-addressed envelope. (See Appendix A for the final cover letter and survey.) Recipients were asked to return the completed survey by April 14, 2017.

## **3. Summary of responses by question**

A total of 1,125 surveys with responses were returned to the SMTC. (A few completely blank surveys were mailed back to the SMTC, but these were discarded.)

The following sections of this report summarize and analyze the responses to each survey question, as well as explore some connections between questions. Appendix B includes a streamlined summary of responses to each individual question, for reference. Note that the number of respondents shown for each question is the number of returned surveys that included an answer to that particular question. Some respondents indicated more than one response to the question (even on questions that stated they should choose one answer), so the number of responses may be greater than the number of respondents. The number of respondents plus the number of “no response to question” sums to the total number of returned surveys (1,125).

### **3.1. Part 1: Getting to work/school**

#### *Where survey respondents live*

The first question was a fill-in question that asked the respondent to specify their home ZIP code. Of the 1,125 total surveys received (with responses), 1,068 indicated a home ZIP code within the Urbanized Area, nine indicated a home ZIP code outside the Urbanized Area, and 48 did not indicate a home ZIP code.

Ideally, the response rate (the number of surveys received compared to the number of surveys sent) for each ZIP code would be identical and, therefore, the same as the overall response rate. As shown in Table 1, the overall response rate was about 11 percent. About half of the individual home ZIP codes had a response rate between 9 percent and 13 percent. Most of the ZIP codes with lower response rates are located in the City of Syracuse. The ZIP codes with higher-than-average response rates include two areas with low population that received a very small number of surveys so even one or two returned surveys resulted in a very high response rate. Other ZIP codes with high response rates include the suburban areas of Clay, DeWitt, and Onondaga. (Note that the “Name” below indicates the name used for postal addresses, so some ZIP codes that are named “Syracuse” are not actually in the City of Syracuse; for example, ZIP code 13215 encompasses much of the Town of Onondaga and only a very small portion of the City of Syracuse although the mailing address is Syracuse.)

**Table 1: Survey distribution and responses by ZIP code**  
*Question 1: Where do you live? Please specify your home ZIP code.*

Name	Zip Code	Number of Surveys Sent	Number of Surveys Received	Response Rate
<i>Inside of Urbanized Area</i>				
Baldwinsville	13027	758	96	13%
Liverpool	13090	736	82	11%
Liverpool	13088	620	76	12%
North Syracuse	13212	542	67	12%
Syracuse	13208	480	27	6%
Syracuse	13204	458	21	5%
Syracuse	13210	451	29	6%
Syracuse	13206	443	47	11%
Syracuse	13219	430	46	11%
Camillus	13031	406	49	12%
Cicero	13039	400	44	11%
East Syracuse	13057	398	42	11%
Syracuse	13205	395	28	7%
Solvay	13209	367	47	13%
Syracuse	13203	324	23	7%
Fayetteville	13066	322	41	13%
Syracuse	13215	320	53	17%
Syracuse	13207	305	36	12%
Manlius	13104	303	31	10%
DeWitt	13214	237	36	15%
Syracuse	13224	236	31	13%
Clay	13041	232	38	16%
Mattydale	13211	189	14	7%
Brewerton	13029	158	15	9%
Syracuse	13202	117	4	3%
Jamesville	13078	104	18	17%
Minoa	13116	92	6	7%
Marcellus	13108	70	13	19%
Nedrow	13120	31	4	13%
Phoenix	13135	14	2	14%
Bridgeport	13030	14	1	7%
Elbridge	13060	2	1	50%

Table 1, continued:

Name	Zip Code	Number of Surveys Sent	Number of Surveys Received	Response Rate
Teall Ave P.O.	13217	12	0	0%
Taft Rd P.O.	13220	9	0	0%
Oswego Rd P.O.	13089	8	0	0%
University Ave P.O.	13235	5	0	0%
Division St. P.O.	13218	4	0	0%
Salina St. P.O.	13201	4	0	0%
Kirkville	13082	3	0	0%
Federal Bldg.	13261	2	0	0%
Warners	13164	1	0	0%
<b>Total inside Urbanized Area</b>	<b>41</b>	<b>10,002</b>	<b>1,068</b>	<b>11%</b>
Outside of Urbanized Area				
Apulia Station	13020	0	1	
Auburn	13021	0	1	
Huntersville, NC	13229	0	1	
Cinnцинatus	13040	0	1	
Canastota	13032	0	1	
Cobb, GA	13067	0	1	
McGraw	13101	0	1	
Fabius	13063	0	1	
Invalid	315	0	1	
<b>Total outside Urbanized Area</b>	<b>9</b>	<b>0</b>	<b>9</b>	
<b>No response to question</b>			<b>48</b>	
<b>Grand total</b>	<b>50</b>	<b>10,002</b>	<b>1,125</b>	

The ZIP codes within the Urbanized Area were grouped into zones, and the number of responses by zone is shown on Figure 1. A total of 283 responses were received from residents of “city” ZIP codes and 786 responses were received from “suburban” ZIP codes<sup>1</sup>, resulting in about 26 percent of the total survey responses received being from “city” residents. The City of Syracuse population accounts for about 35 percent of the Syracuse Urbanized Area population, so, overall, city residents are slightly underrepresented in the survey responses. Since most of the existing bus riders are concentrated in the city, it is reasonable to assume that many of the households in these ZIP codes that received a non-rider survey discarded it because they are existing bus riders, contributing to a lower response rate from “city” ZIP codes.

<sup>1</sup> The following ZIP codes were considered “city” because they are mostly located within the municipal boundaries of the city: 13202, 13203, 13204, 13205, 13206, 13207, 13208, 13210, 13214, 13224. Some of these ZIP codes do overlap with neighboring towns, so some survey respondents classified as “city” may not actually be residents of the City of Syracuse.





**Figure 1: Survey respondents by assigned zone, based on home ZIP code.**

*This map shows the home location, by zone, of the 1,068 respondents that provided a home ZIP code that was within the Urbanized Area.*

*How people get to work or school (mode choice)*

Question 2 asked respondents about their mode choice for commuting trips: “How do you get to work or school most of the time?” Since respondents were already asked not to take this survey if they had used the bus in the past 6 months, “bus” or “transit” were not included as options for this question. Notably, about 30 percent of respondents indicated that they do not work or attend school outside their home. According to the 2010-2015 American Community Survey (ACS) data, approximately 37 percent of the population age 16 or over in the Urban Area is not in the labor force, so the survey results are roughly in-line with the actual workforce participation data.

Unsurprisingly, the majority of survey respondents – over 60 percent – drive alone to work/school most of the time. If considering only those survey respondents that do work or go to school, the “mode split” just for commuters would be nearly 90 percent that drive alone. This is comparable to the mode split for the SMTC’s planning area overall.

A later question on the survey (Question 5) asked if respondents would consider taking Centro to work/school in the future. The mode choice responses were also tabulated only for respondents that answered “yes” to Question 5, i.e. only for those respondents that indicated they would consider using Centro in the future. This is also shown in Table 2. Respondents that did not work or go to school were instructed to skip Question 5. Of the remaining respondents that said they would consider using Centro in the future, 86 percent currently drive alone to work.

**Table 2: Mode choice for work/school trips**

*Question 2: How do you get to work or school most of the time? Choose one.*

Response	All respondents		Only respondents that would consider taking Centro in future*	
	Number of responses	Percent of respondents	Number of responses	Percent of respondents
Drive Alone	714	65%	285	86%
Walk	20	2%	12	4%
Bike	11	1%	7	2%
Carpool	15	1%	12	4%
Work from home	37	3%	10	3%
No work/school	339	31%	9	3%
<b>Total responses</b>	<b>1,136</b>		<b>308</b>	
<b>Total respondents</b>	<b>1,101</b>		<b>299</b>	
<b>No response to question</b>	<b>24</b>		<b>5</b>	

Note: Although this question clearly asked respondents to “choose one” answer, some respondents chose more than one answer so the total responses is greater than the total respondents.

\*Based on respondents that answered “yes” to Question 5: “Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?”

*Reasons for not using Centro for commute trips*

The next question asked respondents why they do not use Centro service to commute. Seven possible responses were provided, addressing common concerns that planners hear about existing service plus an option to indicate “other” and specify a unique response. About one-third of respondents skipped this question because they did not work or go to school (the previous question instructed respondents to skip to Question 8 if they did not work or go to school). Of those that answered this question, many provided more than one response (therefore, the number of responses is much greater than the number of respondents).

The most common response – selected by about 33 percent of all respondents to this question – was “I need my car during the time I’m at work/school” although “other” ranked in a close second for the most-common response. Lack of a bus line close to home, infrequent service, and the length of the trip were also indicated as deterrents to using Centro service by at least 20 percent of respondents. The “home” end of the trip appears to be a more common problem than the “work” end, with over 20 percent of respondents indicating “there is no bus line near my home” but only 9 percent indicating “there is no bus line near my place of work/school.” Since most employment clusters in the region are located near bus lines, especially downtown and University Hill, this result makes sense. Only 13 percent of respondents indicated that they choose not to take the bus because they do not feel comfortable on the bus.

These responses were also examined for the subset of people who said they would consider using Centro in the future (i.e. responded “yes” to Question 5), and the results are also shown in Table 3. This group shows a slightly different distribution of reasons given for not using Centro than the respondents overall. Among respondents who would consider using Centro in the future, the most common reason for not using Centro at present was that service is not frequent enough. The lack of a bus line near the respondent’s home and the overall trip time by bus were also common reasons for not currently using Centro service.

The “other” responses to Question 3 were reviewed and categorized, as shown in Table 4 (for all respondents, regardless of whether they would consider using Centro in the future). It is notable that over 100 respondents wrote-in some variation of “prefer the freedom/convenience of my car” with some of these noting that they run errands during the day, want/need flexibility in their work times, or just simply like the “security” of having their car available. These were categorized differently from “trip chaining,” which were responses that indicated multiple trip purposes within the commute, for example, dropping-off/picking-up children at daycare on the way to/from work.

**Table 3: Reasons for not using Centro for work/school trips.***Question 3: Why don't you use Centro service to get to work/school? Check all that apply.*

Response	All respondents		Only respondents that would consider taking Centro in future*	
	Number of responses	Percent of respondents	Number of responses	Percent of respondents
I need my car during the time I'm at work/school.	265	33%	56	18%
Service is available, but the trip by bus takes too much time.	179	22%	93	32%
There is no bus line near my home.	175	22%	90	30%
Service isn't frequent enough.	158	20%	106	35%
Service isn't available during the hours I start and/or end work/school.	124	15%	72	24%
I'm not comfortable taking the bus.	108	13%	36	12%
There is no bus line near my place of work/school.	74	9%	42	14%
Other	258	32%	100	33%
<b>Total responses</b>	<b>1,341</b>		<b>599</b>	
<b>Total respondents</b>	<b>804</b>		<b>303</b>	
<b>No response to question**</b>	<b>321</b>		<b>1</b>	

\*Based on respondents that answered "yes" to Question 5: "Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?"

\*\*Respondents were instructed to skip to question 8 if they did not work or go to school.

**Table 4: Additional reasons stated for not using Centro service.**

Response category*	Number of responses	Percent of "other" respondents
Prefers freedom/convenience of car	106	41%
Travel/transfer time is too long	39	15%
Does not work outside of home	27	10%
Commute is too short	23	9%
No bus line close or at time needed	20	8%
Trip chaining	17	7%
Does not know how	8	3%
Safety	6	2%
Bus is too expensive	4	2%
Uncategorized	33	13%
<b>Total write-in responses</b>	<b>283</b>	
<b>Total respondents that selected "other"</b>	<b>258</b>	

\*Categories were determined by SMTC staff based on a review of all of the write-in responses.

*Work/school location of survey respondents*

Question 4 asked where respondents work or go to school. Respondents were asked to specify a ZIP code, nearest intersection, or name of a location. Of the nearly 750 responses to this question (many respondents skipped this question because they do not work/go to school), most responses included a ZIP code. These responses were grouped into zones, as shown on Figure 2. Additionally, some of the responses that provided a general location – but without a ZIP code – were specific enough to place in a zone (eg. “Destiny mall”). However, some of the locations indicated were not specific enough to place on a map (eg: “Genesee Street” – since this street runs through multiple zones, the response could not be mapped accurately). There were also some responses that included unidentifiable locations (eg: “all over” or “client facilities”). Table 5 shows the type of responses received for this question.

**Table 5: Type of response provided for work/school location.**

*Question 4: Where do you work or go to school? Please specify ZIP code, nearest intersection, or name of location.*

Type of response provided	Number of responses
ZIP code (with or without other info)	576
General location (no ZIP code)	84
Unidentifiable location	87
<b>Total responses/respondents</b>	<b>747</b>
<b>No response to question</b>	<b>378</b>

Figure 2, on the next page, shows work/school location responses by zone. Of the 627 locations that could be mapped (out of 747 total responses to this question), just over half were locations in “city” ZIP codes. The City East and City West zones (which include the University Hill area and downtown, respectively) together accounted for over 260 of the work locations, which is nearly 35 percent of the total responses to this question.

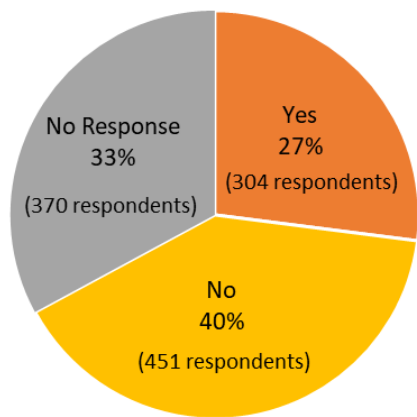


**Figure 2: Work/school location for survey respondents by zone.**

*This map shows the work/school location, by zone, of 627 respondents. This includes all those that provided a ZIP code, plus those that provided general location information that was specific enough to determine the appropriate zone.*

### Potential future Centro riders

In Question 5, respondents were asked if they would consider taking Centro to work/school in the future, if their concerns from Question 3 (“Why don’t you use Centro service...?”) were addressed. Again, about a third of total returned surveys did not include an answer to this question (people who do not work or go to school). Of those respondents that provided an answer to this question, 60 percent answered “no” – that they would not consider using Centro even if their concerns were addressed. The remaining 40 percent of respondents (about 300 total respondents) indicated that they would consider using Centro in the future.



**Figure 3: Survey respondents that would or would not consider taking Centro in the future.**

*Question 5: Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?*

Out of the 304 total respondents who indicated they would consider using Centro in the future, 95 respondents live in “city” ZIP codes and 205 respondents live in “non-city” ZIP codes (and 4 respondents did not indicate a home ZIP code). Looked at as a proportion of total survey respondents by home ZIP code, about 34 percent of “city” respondents indicated they would consider using Centro in the future compared to about 26 percent of “non-city” respondents who indicated the same. In other words, a greater concentration of respondents who would consider using Centro in the future live in “city” ZIP codes than “non-city” ZIP codes.

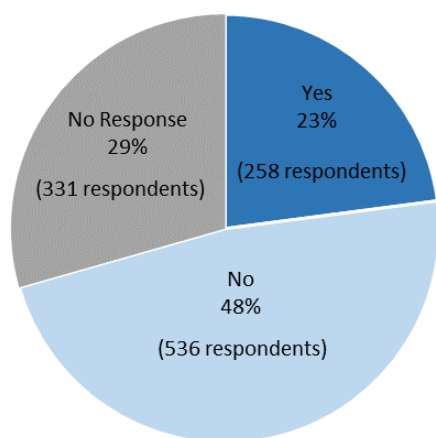


Figure 4: Home location, by zone, for survey respondents that indicated they would consider using Centro service in the future.



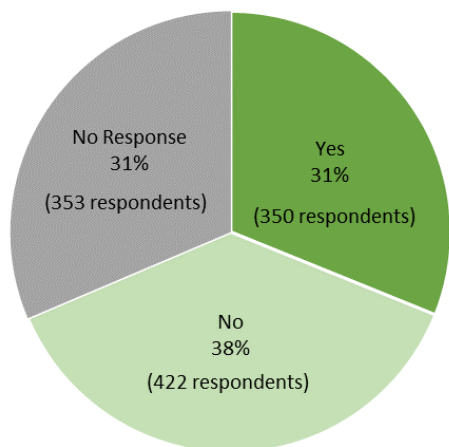
### Park and ride awareness and potential usage

Question 6 asked if respondents were aware of the 16 free park and ride locations in Onondaga County for Centro riders, and Question 7 asked if they would consider using a park and ride location in the future. Only 23 percent of total respondents indicated they were aware of these park and ride locations, although 31 percent of total respondents said they would consider using a park and ride location in the future.



**Figure 5: Respondents' awareness of Centro park and ride locations.**

*Question 6: Are you aware that there are 16 free park and ride locations in Onondaga County for Centro riders?*



**Figure 6: Respondents' willingness to use a park and ride location.**

*Question 7: Would you consider using a Centro park and ride location in the future?*

Table 6, below, compares responses to Question 5 (“Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?”) and Question 7 (“Would you consider using a Centro park and ride location in the future?”). Out of the 304 people that said they would consider using Centro in the future, 214 also said that they would consider using a park and ride location.

Interestingly, there were 110 respondents that indicated they *would not* consider using Centro, but they *would* consider using a Centro park-and-ride. This could be because some respondents interpreted the question to include carpool park and ride locations (although the question did specify “Centro park and ride location”).

**Table 6: Comparison of potential to use Centro in the future and potential to use park-and-ride locations in the future.**

		Would you consider using Centro in the future?			
		Yes	No	No Response	Total
Would you consider using a Centro park and ride?	Yes	214	110	26	350
	No	78	331	13	422
	No Response	12	10	331	353
	Total	304	451	370	1,125

### 3.2. Part 2: Getting to other places

#### *Non-work trips*

Question 8 asked respondents what other types of trips, if any, they would consider using Centro for. Over one-quarter of the respondents to this question – nearly 300 respondents – said they would not consider using Centro for other types of trips. Of those that said they would consider using Centro, “special event” was the most common trip type, followed by recreation/entertainment. Over half of the respondents said they would consider using Centro to get to a special event.

**Table 7: Other types of potential Centro trips.**

*Question 8: Would you consider using Centro service for any other types of trips? Check all that apply.*

Response	Number of responses	Percent of respondents
Special event	590	55%
Recreation/entertainment	415	38%
Shopping	243	23%
Appointment	193	18%
Other	97	9%
No, I would not consider using Centro for any other types of trips.	297	28%
<b>Total responses</b>	<b>1,835</b>	
<b>Total respondents</b>	<b>1,080</b>	
<b>No response to question</b>	<b>45</b>	

For those that indicated “other” for Question 8, write-in responses were categorized as shown in Table 8. The most common write-in answer was the New York State Fair.

**Table 8: Write-in responses, by category, for other potential Centro trip types.**

Response category	Number of responses	Percent of total “other” responses
New York State Fair	27	28%
Sport/Concert venues	13	13%
Would only use if without a car	11	11%
Downtown/Shopping	8	8%
Appointment	7	7%
Would not use Centro	7	7%
Airport/RTC	6	6%
Religious Services	3	3%
Uncategorized	15	15%
<b>Total “other” responses</b>	<b>97</b>	<b>100%</b>

#### *Additional destinations for bus service*

The next question (Question 9) then asked if there are specific destinations, other than the respondent’s place of employment or school, that they would like Centro to serve. The survey included three blank spaces for respondents to fill in. A total of 265 respondents (or about 24 percent of total survey respondents) provided at least one destination in answer to this question. The most commonly reported

destinations are shown in Table 9. Nearly all of the destinations indicated are already served by Centro, including the State Fair, which was the most common single destination indicated for this question.

**Table 9: Suggestions for additional locations for Centro service**

*Question 9: Are there specific destinations, other than your place of employment or school, that you would like Centro to serve?*

Rank	Destination	Number of Respondents
1	New York State Fair	66
2	Lakeview Amphitheater	38
3	Destiny USA	23
4	Downtown Syracuse	21
5	Carrier Dome	15
6	Hancock International Airport	12
7	Armory Square	11
8	Syracuse University	10
9	Baldwinsville	8
10	Regional Market/Regional Transportation Center/NBT Bank Stadium	6

\* There were 265 total respondents to this question. This table shows the most frequent answers (210 respondents indicated the destinations listed above).

### 3.3. Part 3: Tell us about yourself

Questions 10-13 were demographic questions: gender, ethnicity, language, and income. Responses to each question are summarized below, along with the relevant data for the overall Syracuse Urbanized Area (UZA) from the 2012-2016 American Community Survey, for comparison.

#### *Gender*

Survey respondents were nearly evenly split between males (48 percent) and females (52 percent). This is the same as the proportions of male/female population in the overall urban area.

#### *Race and ethnicity*

Respondents that indicated “white” as their ethnicity are overrepresented in the survey results as compared to the urbanized area population overall, with over 90 percent of respondents reporting their ethnicity as white compared to only 75 percent of the overall urbanized area population.

**Table 10: Ethnicity of survey respondents***Question 11: What is your ethnicity?*

Response	Number of Responses	Percent of Respondents	Percent of UZA population*
White	989	91%	75%
Black/African American	44	4%	12%
Asian/Pacific Islander	16	1%	4%
Hispanic/Latino	14	1%	5%
Native American	12	1%	0.5%
Other	13	1%	0.2%
<b>Total responses</b>	<b>1,088</b>		
<b>Total respondents</b>	<b>1,081</b>		
<b>No response to question</b>	<b>44</b>		

\*Percentages given for Black/African American, Asian/Pacific Islander, Native American, and White are for those that identified as “not Hispanic or Latino” and identified as one race only. Approximately 3 percent of the Syracuse UZA population is identified as two or more races, not Hispanic or Latino, in the 2012-2016 ACS estimates. Very few survey respondents indicated more than one answer to this question.

### *Language*

Nearly all survey respondents (98 percent) indicated English as the language they speak at home most often. This is higher than the proportion of the overall urbanized area population that report the same (89 percent).

### *Income*

Respondents were asked to fill in their approximate average annual household income. Responses were then grouped into categories by SMTC staff. Median household income in the Syracuse Urbanized Area (2012-2016 ACS) is \$52,912. Of the 785 respondents that provided an answer to this question, 36 percent reported an annual household income of under \$50,000 compared with 47 percent of total households in the Urbanized Area that report the same income. The respondents to the non-rider survey tend to have higher household incomes than the Urbanized Area in general as shown in Table 11.

**Table 11: Annual household income reported by survey respondents***Question 13: What is your approximate average household income (annual)?*

Response*	Number of Responses	Percent of Numeric Responses	Percent of UZA population
Less than \$25,000	80	10%	24%
\$25,000 to \$29,999	48	6%	5%
\$30,000 to \$49,999	155	20%	18%
\$50,000 to \$74,999	178	23%	18%
\$75,000 to \$99,999	119	15%	13%
\$100,000 to \$199,999	164	21%	19%
\$200,000 and above	41	5%	4%
<b>Total numeric responses</b>	<b>785</b>		
<b>Nonnumeric responses</b>	<b>93</b>		
<b>No response</b>	<b>247</b>		

\*This was a write-in response. The survey responses were grouped into the categories shown.

#### 4. Conclusion

On behalf of Centro, the SMTC conducted this survey of Syracuse Urban Area residents who do not currently use Centro bus service. The survey was mailed to 10,000 addresses within the Syracuse Urban Area, and 1,125 surveys were returned. About 26 percent of the total survey responses were from residents of “city” ZIP codes. When compared to the proportion of city residents within the entire urbanized area population – about 35 percent of the – city residents are slightly underrepresented in the survey responses. This may be because many of the city residents that received the survey are existing bus riders, and so they did not complete this non-rider survey. About 30 percent of the survey respondents reported that they do not work or go to school, which is slightly lower than the proportion of the overall Urban Area population 16 and over that is not in the labor force.

The following key points are noted from the analysis of the non-rider survey results:

- ***For respondents that do work or go to school (i.e. commuters), driving alone is, by far, the most common mode choice.***
- ***People report that they don’t take the bus because they need their car during the day.*** The most common response for why people do not currently use Centro service for work/school trips was “I need my car during the time I’m at work/school.” Lack of a bus line near home, infrequent service, and length of a trip (in time) were also common reasons selected for not using transit. Many survey respondents chose to write in an answer to the question about why they do not currently use Centro, and over 40 percent of these responses could be categorized as some variation on “prefer freedom/convenience of my own car.”
- ***Lack of bus service near “home” is a bigger problem than lack of bus service near “work.”*** More than twice as many responses indicated that there is no bus service near where people live than those that indicated there is no bus service near where people work. This is likely due to the large employment clusters in downtown and University Hill, which are well-served by existing bus lines.

- ***The largest concentration of workplaces reported by survey respondents is in and around downtown and University Hill.*** Of the respondents that indicated a work/school location (747 total), just over half were in “city” ZIP codes, with the City East and City West zones (which include the University Hill area and downtown, respectively) together accounting for over 260 of the work locations, which was nearly 35 percent of the total responses to this question. This result is in keeping with employment data for the region overall.
- ***The majority of respondents are unlikely to become transit riders.*** Sixty percent of respondents who work/go to school said that they would not consider using Centro even if their concerns with the service were addressed. Of the remaining 40 percent of respondents who indicated they would consider using Centro in the future, most are residents of “non-city” ZIP codes. However, when considering the proportion of total survey respondents by home ZIP code, about 34 percent of “city” respondents indicated they would consider using Centro in the future compared to about 26 percent of “non-city” respondents who indicated the same.
- ***Infrequent service is the primary deterrent to transit use among people that would consider using Centro.*** Among respondents who would consider using Centro in the future, the most common reason for not using Centro at present was that service is not frequent enough. The lack of a bus line near the respondent’s home and the overall trip time by bus were also common reasons for not currently using Centro service.
- ***Most survey respondents are not aware of Centro’s park-and-ride locations.*** Only about 23 percent of the total survey respondents indicated that they were aware of the Centro park and ride locations, and 31 percent said they would consider using a park and ride location in the future.
- ***“Special event” was the most common non-commute trip type for which respondents would consider using Centro service.***
- ***Centro already provides service to most of the places that people want to go.*** About 24 percent of survey respondents provided an answer in response to the question “Are there specific destinations, other than your place of employment or school, that you would like Centro to serve?” Of the 265 respondents that wrote an answer to this, 66 percent indicated the New York State Fair as the destination. Nearly all of the destinations indicated by respondents are already served by Centro, with the exception of the airport, which was mentioned by 12 respondents.
- ***The survey respondents were more likely to be white, to speak English as their primary language, and to have a higher income than the general population of the area.*** Compared to the urbanized area population overall, respondents to the non-rider survey were more likely to be white and to speak English as their primary language. The annual household incomes reported by survey respondents skewed towards higher income brackets than the overall urbanized area population. Thirty-six percent of respondents that provided an annual income on the survey reported an annual household income of under \$50,000 compared with 47 percent of total households in the Urbanized Area that report the same income. (Median household income in the Syracuse Urbanized Area is about \$53,000, based on the 2012-2016 ACS.)

## **Appendix A: Cover letter and survey instrument**





**Syracuse Metropolitan  
Transportation Council**  
100 Clinton Square  
126 North Salina Street  
Suite 100  
Syracuse, New York 13202

**Central New York Regional  
Transportation Authority**  
200 Cortland Avenue  
PO Box 820  
Syracuse, NY 13205-0820



March 20, 2017

Dear Onondaga County Resident,

The Syracuse Metropolitan Transportation Council, the local transportation planning agency, is conducting a survey of residents who do not currently use Centro transportation services. A small number of households in Onondaga County have been randomly chosen to receive this survey. While your participation is voluntary, your opinions are valuable to transportation planning in our region.

The survey asks questions about how you currently travel to work or school, why you choose your current mode of travel, and what might encourage you to consider using Centro in the future. Your answers to these questions will be anonymously compiled with other responses and used by planners at Centro to inform decisions about future routes and schedules.

This survey is intended for people who have **NOT** used Centro transportation services in the last six months. **Please disregard the survey if you have used Centro at least once in the last six months.** (Centro and SMTC will be conducting a separate survey of Centro riders in the near future.) One adult (18+ years) in the household should complete this survey.

Please return the completed survey in the enclosed postage-paid envelope to the SMTC by Friday, April 14, 2017. This survey is funded by the SMTC and is being administered jointly with Centro. Please remember that your participation in this survey is very important, as only a sample of households is being asked to participate.

For more information about the SMTC or Centro, please visit our respective web sites or contact us at:

Syracuse Metropolitan Transportation Council  
Meghan Vitale, Principal Transportation Planner  
Phone: (315) 422-5716 Ext. 310  
E-mail: [mvitale@smtcmpo.org](mailto:mvitale@smtcmpo.org)  
Web: [www.smtcmpo.org](http://www.smtcmpo.org)

Centro  
Steve Koegel, Vice President of Business Development &  
Corporate Communications  
Phone: (315) 442-3333  
E-mail: [skoegel@centro.org](mailto:skoegel@centro.org)  
Web: [www.centro.org](http://www.centro.org)

Thank you for your time and participation in this survey.

Sincerely,

James D'Agostino, Director  
Syracuse Metropolitan Transportation Council

Rick Lee, Executive Director  
Central New York Regional Transportation Authority

## Centro Non-Rider 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.

*Your answers are anonymous. We appreciate your time and input!*

**Please note:** This survey is intended for people who have **NOT** used Centro transportation services in the last six months. **Disregard the survey if you have used Centro at least once in the last six months.** One adult (18+ years) in the household should complete this survey.

**Please return the survey by April 14, 2017.** Thank you!

### PART 1: GETTING TO WORK/SCHOOL

1. **Where do you live? Please specify your home ZIP code:** \_\_\_\_\_
2. **How do you get to work or school most of the time? Choose one:**
  - ☐ Drive by myself
  - ☐ Walk
  - ☐ Bike
  - ☐ Carpool
  - ☐ I work from home.
  - ☐ I do not work or attend school outside my home. (SKIP TO QUESTION 8, on back)
3. **Why don't you use Centro service to get to work/school? Check all that apply:**
  - ☐ There is no bus line near my home.
  - ☐ There is no bus line near my place of work/school.
  - ☐ Service isn't frequent enough.
  - ☐ Service isn't available during the hours I start and/or end work/school.
  - ☐ Service is available, but the trip by bus takes too much time.
  - ☐ I need my car during the time I'm at work/school.
  - ☐ I'm not comfortable taking a bus.
  - ☐ Other: \_\_\_\_\_
4. **Where do you work or go to school? Please specify ZIP code, nearest intersection, or name of location:**  
\_\_\_\_\_
5. **Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?**
  - ☐ Yes    ☐ No
6. **Are you aware that there are 16 free park and ride locations in Onondaga County for Centro riders?**
  - ☐ Yes    ☐ No
7. **Would you consider using a Centro park and ride location in the future?**
  - ☐ Yes    ☐ No

## PART 2: GETTING TO OTHER PLACES

8. Would you consider using Centro service for any other types of trips? *Check all that apply:*

- |   |  |
|---|--|
| <input type="checkbox"/> Shopping                 | <input type="checkbox"/> Other (please specify): _____                 |
| <input type="checkbox"/> Appointment              | <input type="checkbox"/> No, I would not consider using Centro for any |
| <input type="checkbox"/> Recreation/entertainment | other types of trips.  |
| <input type="checkbox"/> Special event            |  |

9. Are there specific destinations, other than your place of employment or school, that you would like Centro to serve? *Please list:*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## PART 3: TELL US ABOUT YOURSELF

*These questions are optional. However, this information is important in determining whether the survey results represent an accurate sampling of Onondaga County residents.*

10. What is your gender?

- ☐ Male  
☐ Female

11. What is your ethnicity?

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

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

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

13. What is your approximate average household income (annual)? \_\_\_\_\_

## **Appendix B: Summary of results by question**

## Centro Non-Rider Survey – Summary of Survey Results

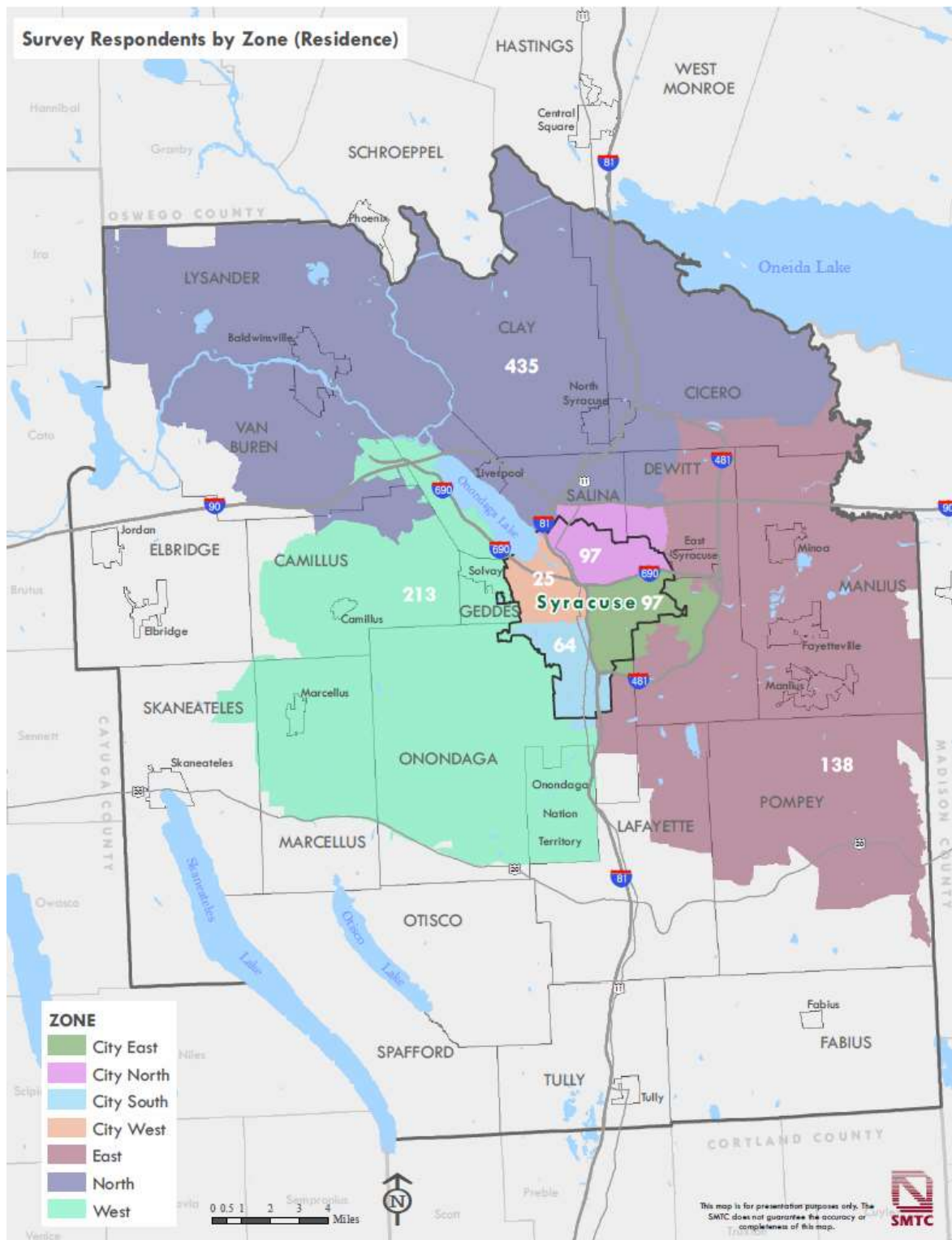
February 2018

### PART 1: GETTING TO WORK/SCHOOL

**Q1. Where do you live? Please specify your home ZIP code.**

Name	Zip Code	Number of Surveys Sent	Number of Surveys Received	Response Rate
<i>Inside of Urbanized Area</i>				
Baldwinsville	13027	758	96	13%
Liverpool	13090	736	82	11%
Liverpool	13088	620	76	12%
North Syracuse	13212	542	67	12%
Syracuse	13208	480	27	6%
Syracuse	13204	458	21	5%
Syracuse	13210	451	29	6%
Syracuse	13206	443	47	11%
Syracuse	13219	430	46	11%
Camillus	13031	406	49	12%
Cicero	13039	400	44	11%
East Syracuse	13057	398	42	11%
Syracuse	13205	395	28	7%
Solvay	13209	367	47	13%
Syracuse	13203	324	23	7%
Fayetteville	13066	322	41	13%
Syracuse	13215	320	53	17%
Syracuse	13207	305	36	12%
Manlius	13104	303	31	10%
DeWitt	13214	237	36	15%
Syracuse	13224	236	31	13%
Clay	13041	232	38	16%
Mattydale	13211	189	14	7%
Brewerton	13029	158	15	9%
Syracuse	13202	117	4	3%
Jamesville	13078	104	18	17%
Minoa	13116	92	6	7%
Marcellus	13108	70	13	19%

Name	Zip Code	Number of Surveys Sent	Number of Surveys Received	Response Rate
Nedrow	13120	31	4	13%
Phoenix	13135	14	2	14%
Bridgeport	13030	14	1	7%
Elbridge	13060	2	1	50%
Teall Ave P.O.	13217	12	0	0%
Taft Rd P.O.	13220	9	0	0%
Oswego Rd P.O.	13089	8	0	0%
University Ave P.O.	13235	5	0	0%
Division St. P.O.	13218	4	0	0%
Salina St. P.O.	13201	4	0	0%
Kirkville	13082	3	0	0%
Federal Bldg.	13261	2	0	0%
Warners	13164	1	0	0%
<b>Total inside Urbanized Area</b>	<b>41</b>	<b>10,002</b>	<b>1,068</b>	<b>11%</b>
<i>Outside of Urbanized Area</i>				
Apulia Station	13020	0	1	
Auburn	13021	0	1	
Huntersville, NC	13229	0	1	
Cinnцинatus	13040	0	1	
Canastota	13032	0	1	
Cobb, GA	13067	0	1	
McGraw	13101	0	1	
Fabius	13063	0	1	
Invalid	315	0	1	
<b>Total outside Urbanized Area</b>	<b>9</b>	<b>0</b>	<b>9</b>	
<b>No response to question</b>			<b>48</b>	
<b>Grand total</b>	<b>50</b>	<b>10,002</b>	<b>1,125</b>	

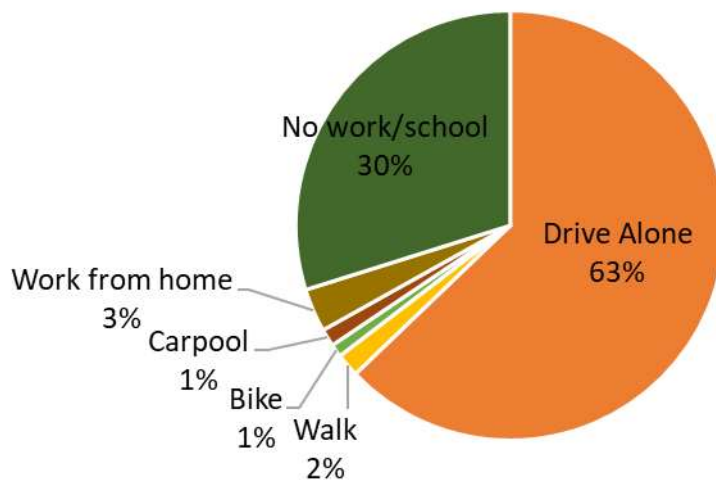


*This map shows the home location, by zone, of the 1,068 respondents that provided a home ZIP code that was within the Urbanized Area.*

**Q2. How do you get to work or school most of the time? Choose one:**

Response	Number of responses	Percent of responses
Drive Alone	714	63%
Walk	20	2%
Bike	11	1%
Carpool	15	1%
Work from home	37	3%
No work/school	339	30%
<b>Total responses</b>	<b>1,136</b>	
<b>Total respondents</b>	<b>1,101</b>	
<b>No response to question</b>	<b>24</b>	

Note: The number of respondents is the number of returned surveys that included an answer to this question. Some respondents indicated more than one response to the question (even on questions that stated they should choose one answer), so the number of responses may be greater than the number of respondents. The number of respondents plus the number of “no response to question” sums to the total number of returned surveys (1,125).

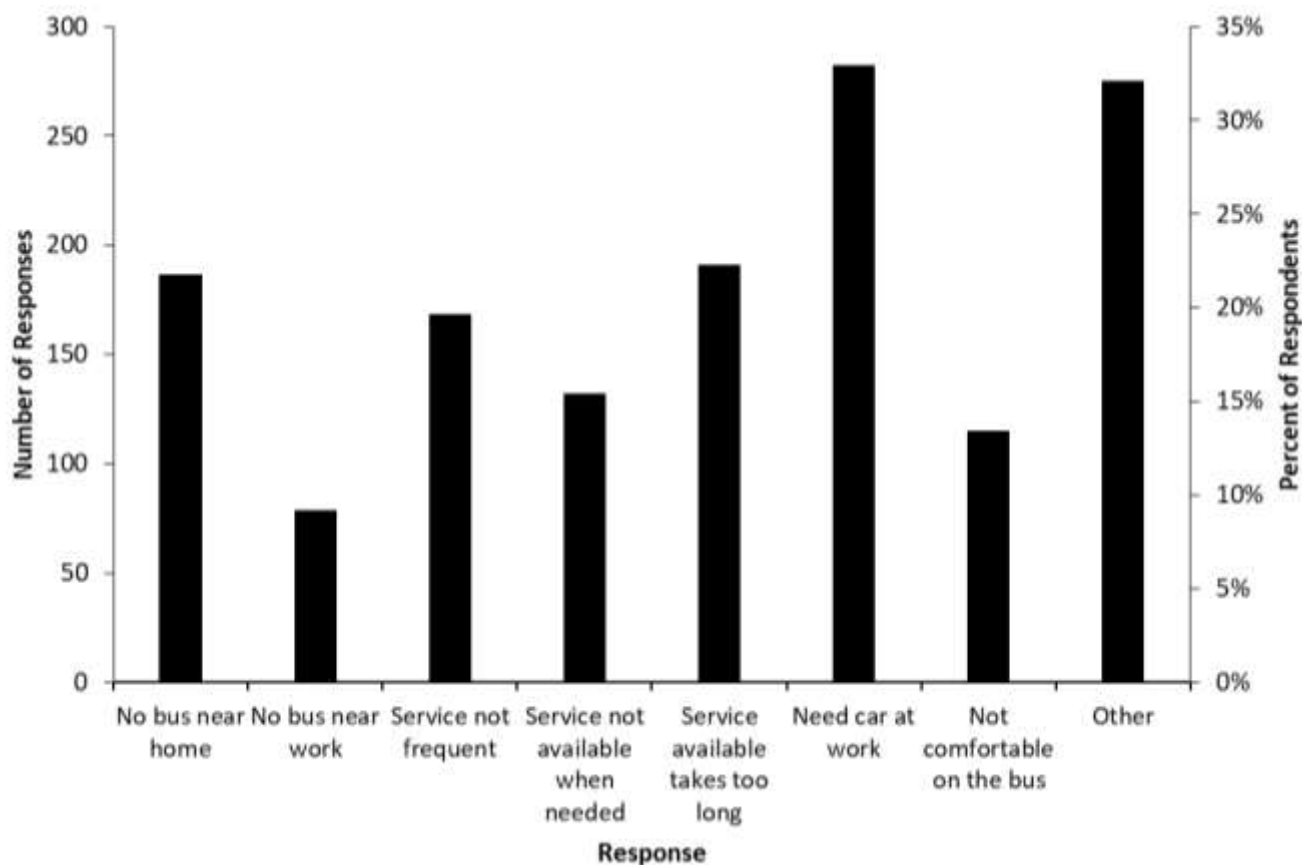




**Q3. Why don't you use Centro service to get to work/school? Check all that apply:**

Response	Number of responses	Percent of respondents
There is no bus line near my home.	175	22%
There is no bus line near my place of work/school.	74	9%
Service isn't frequent enough.	158	20%
Service isn't available during the hours I start and/or end work/school.	124	15%
Service is available, but the trip by bus takes too much time.	179	22%
I need my car during the time I'm at work/school.	265	33%
I'm not comfortable taking the bus.	108	13%
Other	258	32%
<b>Total responses</b>	<b>1,341</b>	
<b>Total respondents</b>	<b>804</b>	
<b>No response to question*</b>	<b>321</b>	

\*Respondents were instructed to skip to question 8 if they did not work or go to school

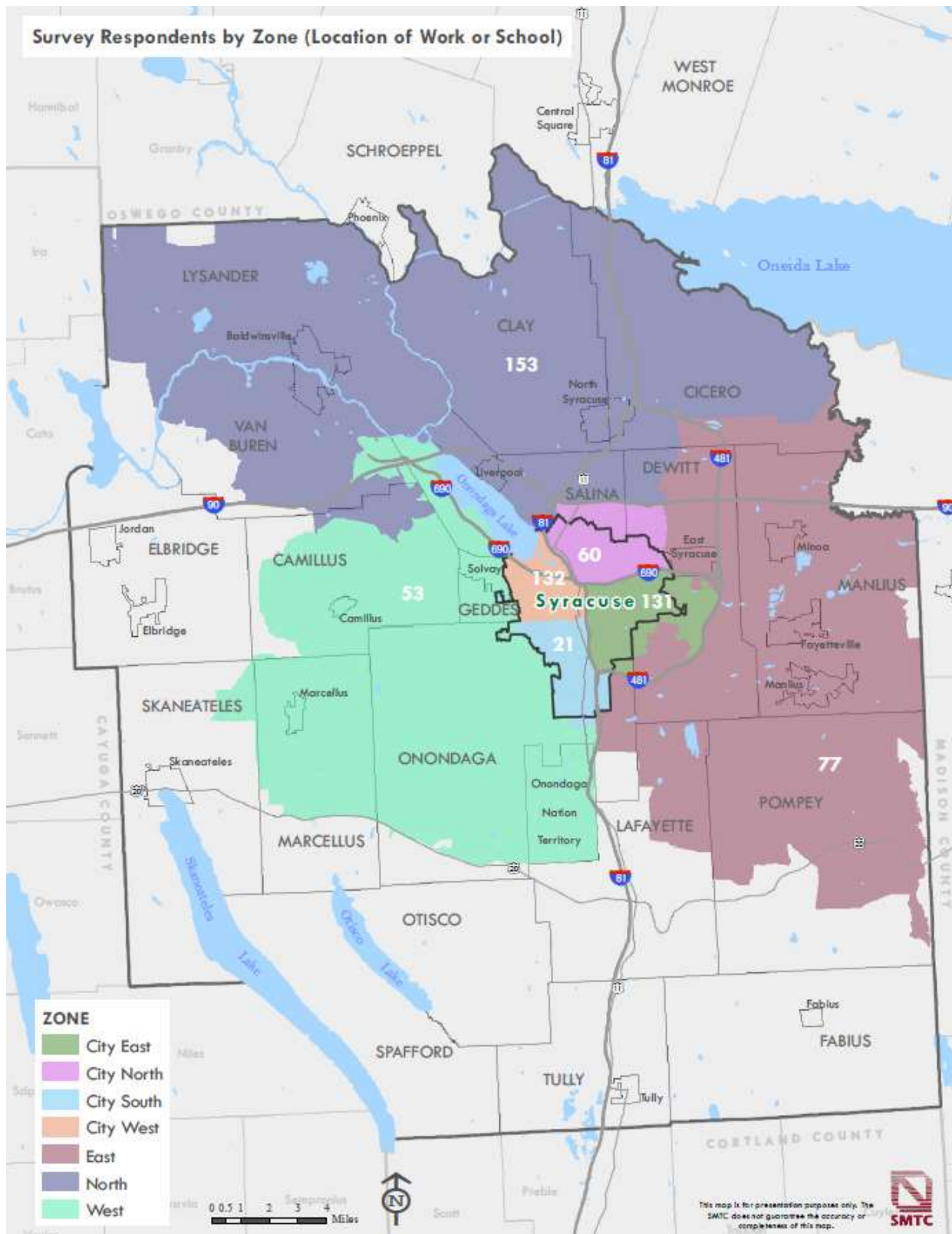


For those that indicated “other” for Question 3, write-in responses were categorized as follows:

Response category	Number of responses	Percent of “other” respondents
Prefers freedom/convenience of car	106	41%
Travel/transfer time is too long	39	15%
Does not work outside of home	27	10%
Commute is too short	23	9%
No bus line close or at time needed	20	8%
Trip chaining	17	7%
Does not know how	8	3%
Safety	6	2%
Bus is too expensive	4	2%
Uncategorized	33	13%
<b>Total write-in responses</b>	<b>283</b>	
<b>Total respondents that selected “other”</b>	<b>258</b>	

**Q4. Where do you work or go to school? Please specify ZIP code, nearest intersection, or name of location:**

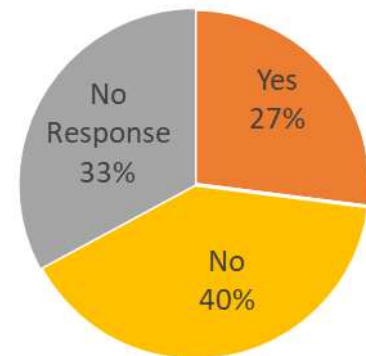
Type of response provided	Number of responses
Zip code (with or without other info)	576
General location (no ZIP code)	84
Unidentifiable location	87
<b>Total responses/respondents</b>	<b>747</b>
<b>No response to question</b>	<b>378</b>



*This map shows the work/school location, by zone, of 627 respondents. This includes all those that provided a ZIP code, plus those that provided general location information that was specific enough to determine the appropriate zone.*

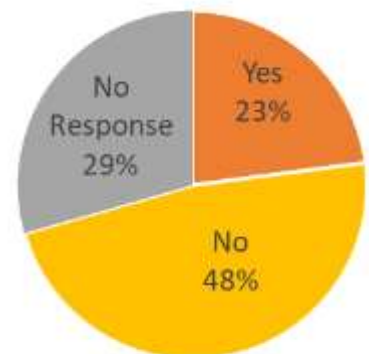
**Q5. Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?**

Response	Number of respondents	Percent of returned surveys
Yes	304	27%
No	451	40%
No response	370	33%



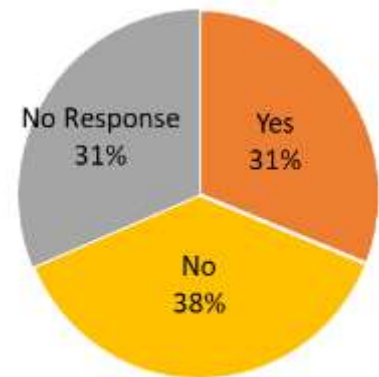
**Q6. Are you aware that there are 16 free park and ride locations in Onondaga County for Centro riders?**

Response	Number of respondents	Percent of returned surveys
Yes	258	23%
No	536	48%
No response	331	29%



**Q7. Would you consider using a Centro park and ride location in the future?**

Response	Number of respondents	Percent of returned surveys
Yes	350	31%
No	422	38%
No response	353	31%



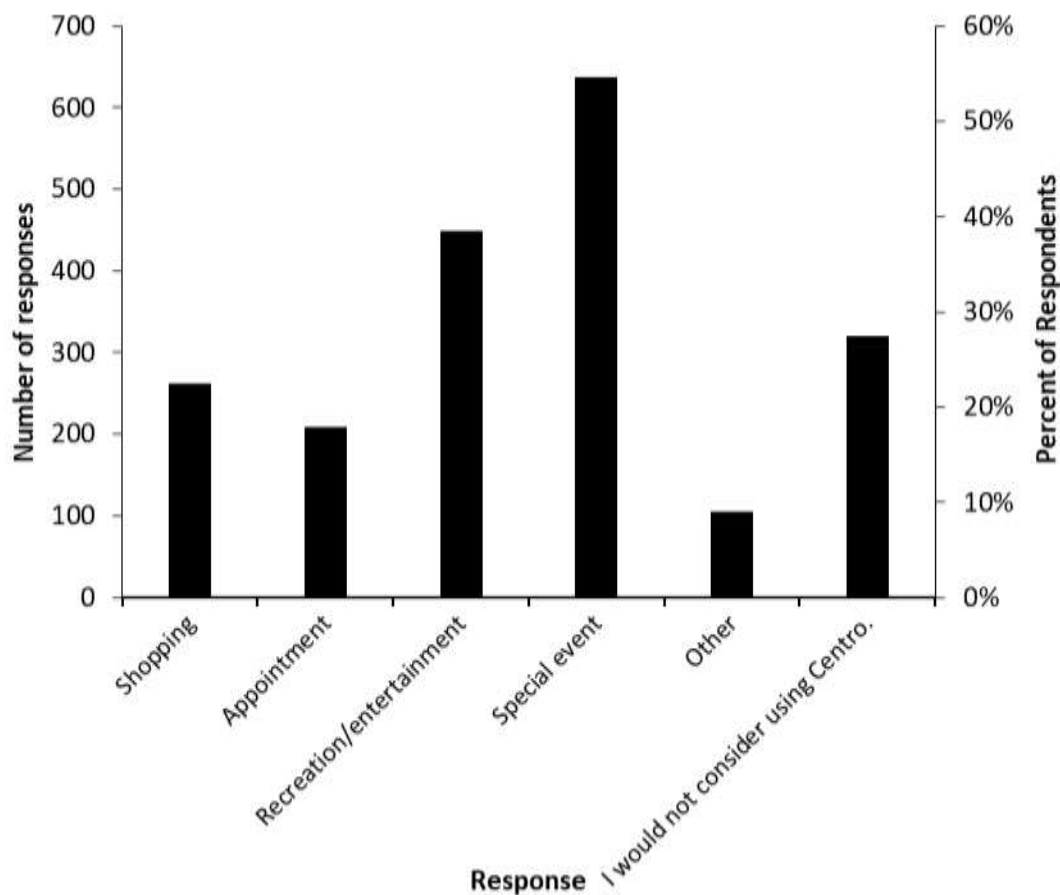
*The table below compares responses to Question 5 (Would you consider taking Centro to work/school in the future if your concerns in Question 3 were addressed?) and Question 7 (Would you consider using a Centro park and ride location in the future?). There were 110 respondents that indicated they **WOULD NOT** consider using Centro, but they **WOULD** consider using a Centro park-and-ride.*

		Would you consider using Centro in the future?			
		Yes	No	No Response	Total
Would you consider using a Centro park and ride?	Yes	214	110	26	350
	No	78	331	13	422
	No Response	12	10	331	353
	Total	304	451	370	1,125

## PART 2: GETTING TO OTHER PLACES

Q8. Would you consider using Centro service for any other types of trips? *Check all that apply:*

Response	Number of responses	Percent of respondents
Shopping	243	23%
Appointment	193	18%
Recreation/entertainment	415	38%
Special event	590	55%
Other	97	9%
No, I would not consider using Centro for any other types of trips.	297	28%
<b>Total responses</b>	<b>1,835</b>	
<b>Total respondents</b>	<b>1,080</b>	
<b>No response to question</b>	<b>45</b>	



For those that indicated “other” for Question 8, write-in responses were categorized as follows:

Response category	Number of responses	Percent of total “other” responses
New York State Fair	27	28%
sport/concert venues	13	13%
would only use if without a car	11	11%
downtown/shopping	8	8%
appointment	7	7%
would not use Centro	7	7%
airport/RTC	6	6%
religious services	3	3%
uncategorized	15	15%
<b>Total “other” responses</b>	<b>97</b>	<b>100%</b>

**Q9. Are there specific destinations, other than your place of employment or school, that you would like Centro to serve? *Please list:***

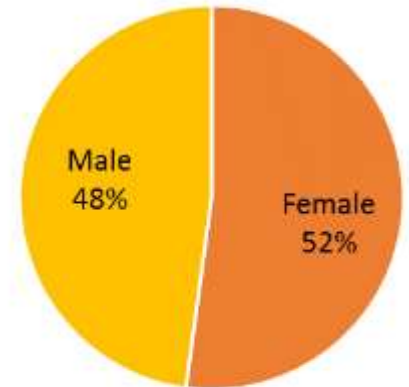
Rank	Destination	Number of Respondents
1	New York State Fair	66
2	Lakeview Amphitheater	38
3	Destiny USA	23
4	Downtown Syracuse	21
5	Carrier Dome	15
6	Hancock International Airport	12
7	Armory Square	11
8	Syracuse University	10
9	Baldwinsville	8
10	Regional Market / Regional Transportation Center / NBT Bank Stadium	6

\* There were 265 total respondents to this question. This table shows the most frequent answers (210 respondents selected the destinations above).

## PART 3: TELL US ABOUT YOURSELF

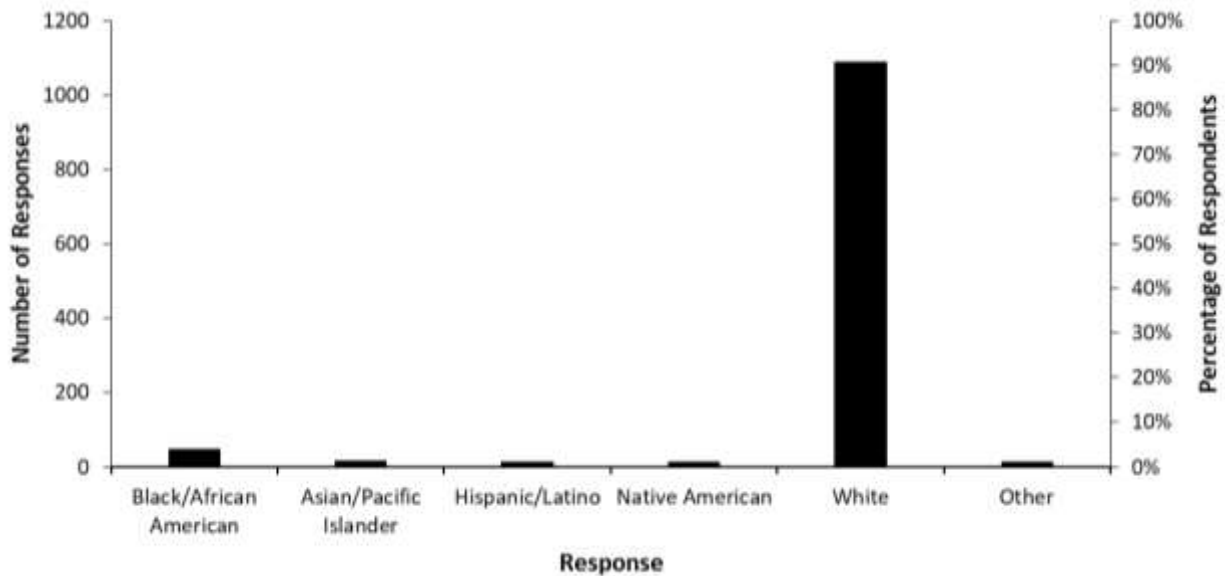
### Q10. What is your gender?

Response	Number of Responses	Percent of Respondents
Female	560	52%
Male	514	48%
<b>Total responses/respondents</b>	<b>1,074</b>	
<b>No response to question</b>	<b>51</b>	



### Q11. What is your ethnicity?

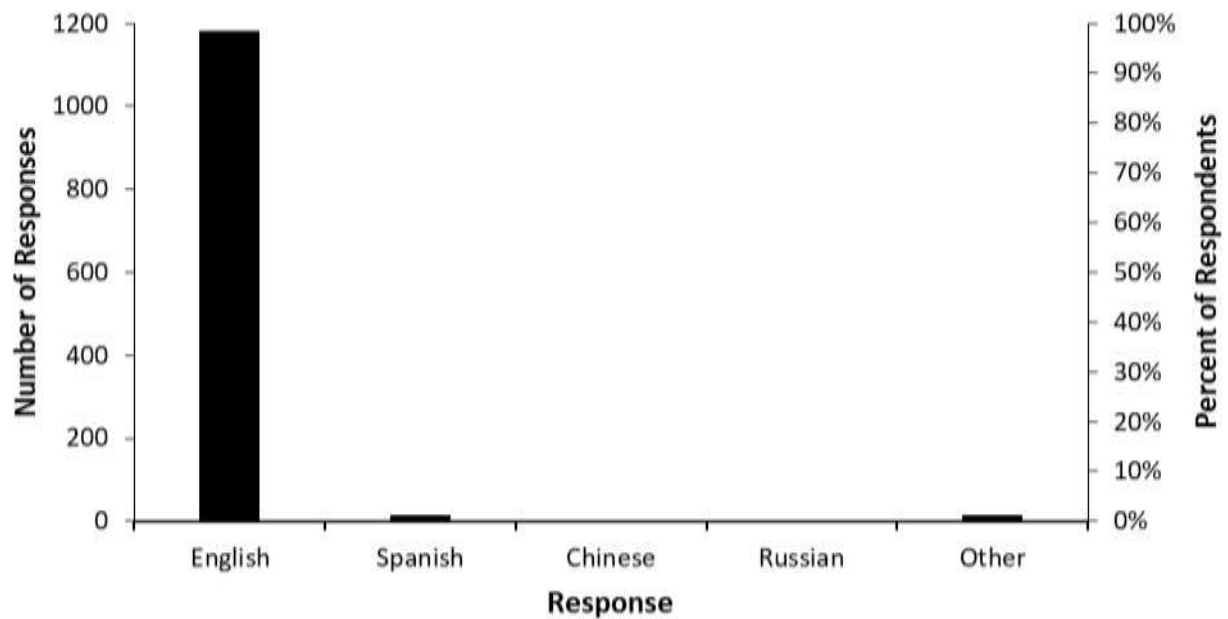
Response	Number of Responses	Percent of Respondents
Black/African American	44	4%
Asian/Pacific Islander	16	1%
Hispanic/Latino	14	1%
Native American	12	1%
White	989	91%
Other	13	1%
<b>Total responses</b>	<b>1,088</b>	
<b>Total respondents</b>	<b>1,081</b>	
<b>No response to question</b>	<b>44</b>	





**Q12. What language do you speak at home most often?**

Response	Number of Responses	Percent of Respondents
English	1,068	98%
Spanish	12	1%
Chinese	3	0%
Russian	3	0%
Other	12	1%
<b>Total responses</b>	<b>1,098</b>	
<b>Total respondents</b>	<b>1,084</b>	
<b>No response to question</b>	<b>41</b>	



**Q13. What is your approximate average household income (annual)?**

*This was a write-in response. The responses were grouped into the categories shown below.*

Response	Number of Responses	Percent of Numeric Responses
Less than \$25,000	80	10%
\$25,000 to \$29,999	48	6%
\$30,000 to \$49,999	155	20%
\$50,000 to \$74,999	178	23%
\$75,000 to \$99,999	119	15%
\$100,000 to \$199,999	164	21%
\$200,000 and above	41	5%
<b>Total numeric responses</b>	<b>785</b>	
<b>Nonnumeric responses</b>	<b>93</b>	
<b>No response</b>	<b>247</b>	

What is your approximate average household income?

