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2009 Customer Satisfaction Survey Report

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AECOM

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Chapter 1

Executive Summary

The following summarizes the key findings of the four customer satisfaction surveys conducted in 2009 for the Delaware Department of Transportation. Customer Satisfaction Surveys were first conducted in 1997 and are repeated almost annually to obtain trend data. The survey data are used as inputs into the Department's progress monitoring program. Readers are encouraged to read the full report for additional details. AECOM conducted the study.

1.1 Introduction

Like the previous survey efforts, the main objective of the 2009 study was to ascertain information about customer satisfaction with the transportation system in Delaware. Information from the 2009 survey can be compared to the previous surveys and when repeated, allows the Department to monitor customer satisfaction over time. Information from the surveys serves as a set of inputs into the Department's progress monitoring program. This program assesses the Department's performance against the goals and objectives of the Statewide Long-Range Transportation Plan.

In 2009, four different user groups were surveyed as part of this study. These user groups represent some of the different customer segments served by the Department. The first and largest survey was a random statewide telephone survey of 1,216 Delaware residents aged 16 years and older, entitled the General Transportation User Survey. This survey was conducted in each of the previous survey years. Like previous efforts, the specific information objectives for the 2009 survey were:

- For users of each transportation mode, to ascertain the level of importance of various attributes.
- For users of each transportation mode, to ascertain the level of performance of various attributes.
- For users of each transportation mode, to ascertain the level of satisfaction attained for each modal attribute and for the mode overall.

The second survey conducted was a random statewide telephone survey of 100 Delaware residents, aged 16 years and older. This survey was directed at residents that reside in the transit-served areas of Delaware, but whom had not taken transit during the previous month. This survey was also conducted in the previous survey years. This survey is entitled the Transit-Served Market Area Survey. Like the previous efforts, the specific information objectives were:

- For users of each transportation mode, to ascertain the level of importance of various attributes.
- For users of each transportation mode, to ascertain the level of performance of various attributes.
- For users of each transportation mode, to ascertain the level of satisfaction attained for each modal attribute and for the mode overall.
- To identify Delawareans' awareness of and familiarity with transit services.
- To identify Delawareans' use and satisfaction with different transit service communication methods.

In addition to the above objectives, in 2001 questions were added to explore potential barriers to transit use. A series of questions were added to the survey to understand why those residing in transit-served areas do not use transit more frequently. These questions have been used annually since 2001.

The third survey conducted was a random telephone survey of 100 Delaware residents, aged 16 years and older, that ride bus transit. Unlike the above, this survey was not conducted in 1997. It was however, conducted on an annual basis since 1998. To obtain a sample of bus transit riders from which to interview, the consultants distributed postage-paid postcards to bus riders as they boarded or disembarked from bus stops in Delaware. Riders were encouraged to complete and

return the postcard in order to be eligible for a random drawing of ten free-rides on DART First State. This survey is entitled the Bus Transit Rider Survey. Like the above effort, the specific information objectives were:

- For users of each transportation mode, to ascertain the level of importance of various services attributes.
- For users of each transportation mode, to ascertain the level of performance of various services attributes.
- For users of each transportation mode, to ascertain the level of satisfaction attained for each modal attribute and for the mode overall.
- To identify transit riders' awareness of and familiarity with transit services.
- To identify transit riders' use and satisfaction with different transit service communication methods.

The fourth survey conducted was a telephone survey of 100 businesses that ship, carry or transport goods in Delaware. Entitled the Shippers and Carriers Survey, the sample frame for this survey was the International Registration Plan (IRP) database, augmented by lists of shortline and Class I railroads and tenants at the Port of Wilmington. This survey was also conducted in the previous survey years. Like the previous survey years, the specific information objectives in 2009 were:

- For businesses using each transportation mode, to ascertain the level of importance of various attributes.
- For businesses using each transportation mode, to ascertain the level of performance of various attributes.
- For businesses using each transportation mode, to ascertain the level of satisfaction attained for each modal attribute and for the mode overall.

Figure 1-1 below provides chart showing the various user groups surveyed.

Figure 1-1 Chart of User Groups

User Group	Sample Size	Description
General Transportation	1,216	Random statewide survey of adult residents of Delaware
Transit-Served	100	Random statewide survey of adult residents that live in the "transit-served" areas of Delaware (that is, within ¼ mile of a bus route) that currently do not use transit
Bus Transit Rider	100	Random survey of adult residents that ride buses in Delaware
Shippers and Carriers	100	Random survey of businesses in Delaware that either ship, carry or transport goods in Delaware

1.2 General Transportation User Survey

1.2.1 Profile of Customer Satisfaction Results

In the survey respondents were asked to rate the importance, and to assess the current transportation system performance on a specific set of service attributes for each mode that was used the previous week. Five modes were asked about and include: driving alone, carpooling (riding or driving with others), using transit, bicycling, and walking.

As was found in the previous survey years, drive-alone was the most prevalent form of transportation used the previous week. For 2009, 71% of respondents made drive-alone trips,

33% made carpool trips, 13% walked for some of their trips, 4% made trips by transit and 3% made trips by bicycle.

The importance-performance ratings given by customers using each mode for the different service attributes asked about in the survey can be summarized into four importance-performance quadrants for policy-makers and decision-makers to use. The attributes that are in the highest priority quadrant for corrective action (these are attributes that were rated above average in importance but below average in performance by customers) for each mode are shown in Figure 1-2 and include the following for 2009, as well as the surveys since 2001:

Figure 1-2 High Priority Attributes - General Transportation User Survey

AUTO 2009	AUTO 2006	AUTO 2005	AUTO 2004	AUTO 2003	AUTO 2002	AUTO 2001
§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals § Pavement condition on roadways	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals
CARPOOL 2009	**CARPOOL 2006**	**CARPOOL 2005**	**CARPOOL 2004**	**CARPOOL 2003**	**CARPOOL 2002**	**CARPOOL 2001**
§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses	§ Having special lanes on highways just for High Occupancy Vehicles (HOVs) like carpools and buses
TRANSIT 2009	**TRANSIT 2006**	**TRANSIT 2005**	**TRANSIT 2004**	**TRANSIT 2003**	**TRANSIT 2002**	**TRANSIT 2001**
§ Having information on when to expect transit delays § Having covered shelters and stations	§ Having information on when to expect transit delays	§ Having information on when to expect transit delays § Having seats available to sit § Having frequent transit service	§ Having covered shelters and stations § Having information on when to expect transit delays § Having transit stops and stations with good lighting	§ Having information on when to expect transit delays § Having transit stops and stations with good lighting	§ Having frequent transit service	§ Having information on when to expect transit delays § Having transit stops and stations with good lighting

BICYCLISTS 2009	BICYCLISTS 2006	BICYCLISTS 2005	BICYCLISTS 2004	BICYCLISTS 2003	BICYCLISTS 2002	BICYCLISTS 2001
§ Having signed bicycle routes § Having striped bicycle lanes	§ Having wide, paved shoulders § Having low volume motor vehicle traffic	§ Having bicycle friendly drainage grates § Having separate bicycle paths § Having adequate street lighting § Having bicycle racks and lockers	§ Having striped bicycle lanes on roads § Having bicycle friendly drainage grates	§ Having wide, paved shoulders	§ Having striped bicycle lanes on roads § Having separate bicycle paths	§ Having striped bicycle lanes on roads § Having signed bicycle routes § Having wide, paved shoulders
PEDESTRIANS 2009	**PEDESTRIANS 2006**	**PEDESTRIANS 2005**	**PEDESTRIANS 2004**	**PEDESTRIANS 2003**	**PEDESTRIANS 2002**	**PEDESTRIANS 2001**
§ Having sidewalks that connect neighborhoods to commercial areas § Having intersections with pedestrian signals and push buttons	§ Having sidewalks that connect neighborhoods to commercial areas	§ Having intersections with pedestrian signals and push buttons	§ Having sidewalks that connect neighborhoods to commercial areas	§ No attribute fell into the high-priority corrective action quadrant for pedestrians this year	§ No attribute fell into the high-priority corrective action quadrant for pedestrians this year	§ Having intersections with pedestrian signals and push buttons

As can be seen above, the data are remarkably similar across survey years, lending credence to the survey findings and to increased attention and investment by the Department on improvement actions geared to these service attributes. Like the previous surveys, "highways free from congestion" and “well planned sequencing and timing of traffic signals” rank as a high priority attribute for motorists with the recent addition of “pavement condition on roadways”. A key finding, for all survey years, is that despite the ranking given for congestion relief, "having many travel mode choices" ranks as a low priority attribute. Similar to the results from the previous survey years, the difference in priority between “highways free from congestion” and “having many travel mode choices” demonstrates that Delaware residents that drive alone are not yet seeing a relationship between these two attributes. This finding may mean more education and marketing efforts are needed.

1.2.2 Satisfaction Index

Figure 1-3 displays the satisfaction indices computed for each user group, based on the importance-performance data collected in the General Transportation User Survey. To develop the satisfaction index, the mean rating for both importance and performance were computed for each attribute. The satisfaction index is calculated by computing the ratio between the overall mean performance rating to the overall mean importance rating for users of each mode. This index demonstrates the balance between importance and performance in the minds of customers in that user group. The higher the value of the satisfaction index, the higher the level of customer satisfaction. Similar satisfaction indices were computed across the eight survey years.

Figure 1-3 Satisfaction Indices - 2000 through 2009 - All User Groups, General Transportation User Survey

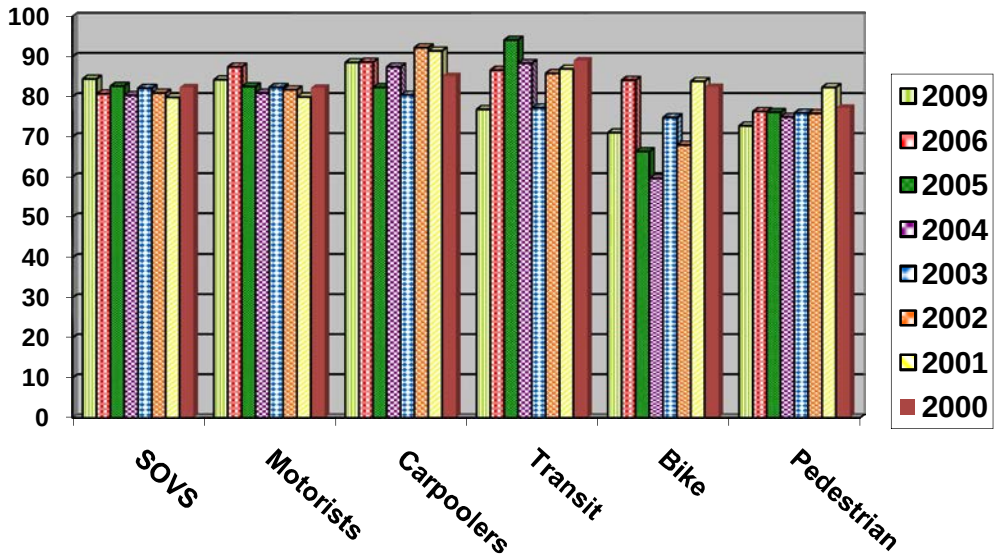


Figure 1-4 Chart of User Groups

User Group	Description
SOVs	Those respondents that reported driving alone for some of their trips during the previous week.
Motorists	Those respondents that reported driving alone only, carpooling only, or driving alone, but also carpooling for some of their trips during the previous week.
Carpoolers	Those respondents that carpooled for some of their trips during the previous week.
Transit	Those respondents that used transit for some of their trips the previous week.
Bike	Those respondents that indicated they had made a trip by bicycle the previous week.
Pedestrian	Those respondents that indicated they walked for some of their trips the previous week.

1.2.3 Mobility Assessment Results

As a follow-up, respondents were asked to assess whether or not they believed they had many different travel modes to choose from or alternatively, if they thought they had few options to choose from. As was done in the previous survey years, in the 2009 survey, the following question was posed to all respondents:

> "And would you say that you have many different travel modes to choose from such as transit, biking and walking to meet your travel needs or would you say you have very few options to choose from?"

If respondents indicated they had few options, they were asked, in an open-ended question, what modes they would like access to.

This year 44% said they have many options to choose from, while 51% stated that they have few options and 5% could not say. The share of respondents stating that they had many options in 2009 is basically the same as the 2006 survey results (where it was 47%). When those that responded that they had few options to choose from were asked what modes they would like to have access to, the majority indicated that they would like access to transit, either buses or trains (31%). Three percent (3%) indicated improved access to public transportation without specifying the type. Four percent (4%) indicated improved access to bicycle paths or bicycle facilities, 2% would like access to pedestrian facilities, 3% indicated improved personal auto needs, and 57% could not specify.

1.2.4 Improvement Action Results

As was done in the previous ten surveys, fifteen improvement actions, representing a sub-set of priority actions suggested in the long range plans of the Department or the Metropolitan Planning Organizations (MPOs) in the state were evaluated by respondents in terms of their perceived effectiveness to improve the transportation system in the state. This section of the report provides the results of this series of questions posed to all respondents in the General Transportation User survey.

1.2.5 Perceived Effectiveness

For each action, respondents were asked to identify how effective it would be in improving the transportation system with response categories ranging from “very effective”, “somewhat effective”, “not very effective”, or “not at all effective”. The top four actions perceived by Delaware residents to be the most effective actions to improve the transportation system are:

- Coordinating and better timing traffic signals;
- Designing communities that make it easier for people to walk and bike to stores, schools and other public facilities and to other neighborhoods;
- Creating service patrols to quickly respond to accidents, stalled vehicles, etc.; and,
- Implementing new technologies to make highways more efficient.

The results from this year's survey are consistent with past results as the four actions above were also found to be the top four actions in all prior surveys.

The most highly rated transit action was “providing new information systems to make it easier to take transit.” Thirty-eight percent (38%) of respondents to the survey thought this action would be “very” effective.

Actions perceived to be less effective by Delaware residents include:

- Building more highways, and
- Building more connecting roads between neighborhoods and commercial areas.

1.2.6 Additions to the 2009 Survey

To gain more knowledge of Delaware residents’ opinion of the Delaware transportation system, some additions were made for the General Transportation User Survey conducted in 2009.

For those interviewed on highway attributes (SOV users and Carpoolers), their opinions on the importance and performance of two new attributes were acquired, also on a 1-7 scale, and used to obtain satisfaction indices. These attributes will be used in future surveys as well and they are:

- Highway signs that are visible both day and night, and
- Having clearly marked and protected work zones.

The results of these attributes are shown below in Figure 1-5. As can be seen, these attributes were given above average satisfaction indices.

Figure 1-5 Satisfaction Indices - Newly Added Attributes

Attribute	SOV Users Importance	SOV Users Performance	SOV Users Satisfaction Index	All Motorists Importance	All Motorists Performance	All Motorists Satisfaction Index
Hwy signs visible both at day and night	6.52	5.60	**85.9**	6.52	5.57	**85.4**
Having clearly marked and protected work zones	6.53	5.79	**88.7**	6.54	5.76	**88.1**

Another addition to the General Transportation User Survey was a question asking the respondents how well the Delaware Department of Transportation takes community concerns into consideration when planning and constructing transportation projects. The results are shown in Figure 1-6 below. Almost half of the respondents (48%) indicated that the Delaware Department of Transportation is either “excellent” or “good” at taking community concerns into consideration when developing and constructing transportation projects.

Figure 1-6 Community Concerns Considered in Transportation Projects

Question	Excellent	Good	Only Fair	Poor	Don’t Know (vol)
How well does the Delaware Department of Transportation take community concerns into consideration when developing and constructing transportation projects?	7%	41%	28%	10%	14%

The third addition to the General Transportation Users survey was a question asking the respondents how easy it is for the respondent to walk in the community where he or she lives. The results are shown below in Figure1-7. Sixty-one percent (61%) of respondents said that it was “very easy” to walk around the community they live in.

Figure 1-7 Ease of Walking Around the Community You Live In

Question	Very Easy	Somewhat Easy	Not Very Easy	Don’t Know (vol)
And how easy would you say it is to walk around the community that you live in – would you say it is very easy, somewhat easy or not very easy at all?	61%	24%	15%	1%

1.3 Transit-Served Market Area Survey

Like the previous efforts, the focus of the 2009 survey was to obtain information from potential transit customers in the transit-served areas of Delaware. Therefore, those respondents that had used transit during the previous month were screened out of this survey. As in the past, for the purposes of this survey, the transit served market area was defined to be the area within ¼ mile of an existing transit route.

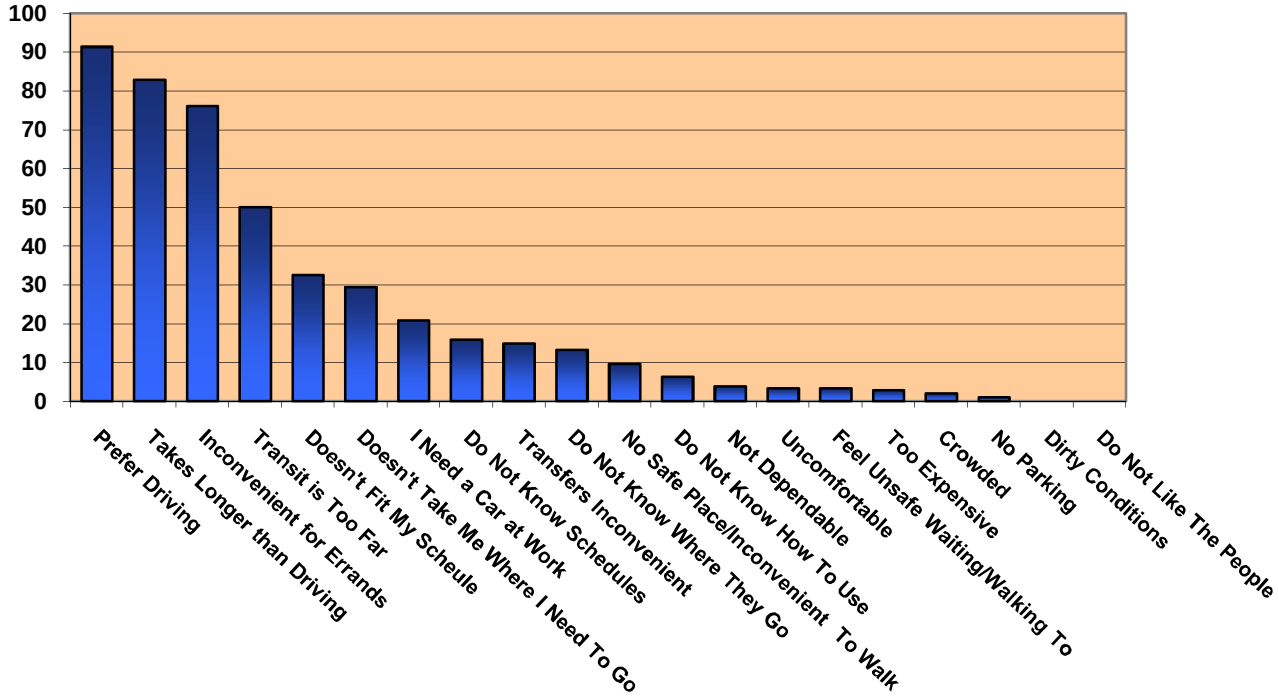
Similar to the General Transportation User Survey, in this survey respondents were asked to rate the importance and assess the performance of the transportation system across a set of attributes for each mode that was used the previous week. Four modes were asked about and include driving alone, carpooling (riding or driving with others), bicycling and walking.

The 2009 survey showed that 74% of the sample made drive-alone trips. Additionally, 10% bicycled, 7% walked and 2% of the sample carpooled for some trips the previous week. As was found in the previous survey years, drive-alone was the most prevalent form of transportation used the previous week.

1.3.1 Reasons for Not Using Public Transit on a Frequent Basis

In 2001, nineteen questions were added to the Transit-Served Market Area Survey questionnaire. This series of questions pertain to the reasons why public transit (bus or rail) service is not used more frequently. For each question, the respondent was asked to give a response of yes or no, depending on whether the statement was a reason why he/she did not use public transit more frequently. This section details the responses to these questions for 2009.

Figure 1-8 Reasons for Not Using Public Transit on a Frequent Basis - 2009



As can be seen in the chart, the primary reason why respondents, in the transit-served areas of Delaware, do not use transit is because they "prefer to drive for most of their trips." Out of the 100 respondents, over nine-tenths (91%) indicated this reason as the primary reason they do not use transit more frequently. This was the case in prior surveys as well. The second most frequent reason respondents indicated that they do not use transit is that "transit takes longer than driving" (83%).

The less frequent reasons for not taking public transit include:

- I don't like the people who use public transit (0%),
- Public transit is dirty (0%), and,
- There is no parking near the bus or train (1%).

These findings are similar to prior survey results.

1.3.2 Importance-Performance Quadrant Analysis

The importance-performance ratings given to the different modal attributes asked about in the survey by customers of each mode were summarized into four importance-performance quadrants for the transit-served areas of Delaware for policy-makers and decision-makers to use. The attributes that are in the highest priority quadrant for corrective action (attributes that were rated as above average in importance but below average in performance by customers) for each user group are in Figure 1-9, and includes the results from this survey year and the past six survey years.

Figure 1-9 High Priority Attributes – Transit Served Survey

AUTO 2009	AUTO 2006	AUTO 2005	AUTO 2004	AUTO 2003	AUTO 2002	AUTO 2001
§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § The condition of pavement on highways	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § The condition of pavement on highways	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights
CARPOOL 2009	**CARPOOL 2006**	**CARPOOL 2005**	**CARPOOL 2004**	**CARPOOL 2003**	**CARPOOL 2002**	**CARPOOL 2001**
§ No attribute fell into the corrective action quadrant for carpoolers.	§ Having special lanes on streets and highways for carpools and buses	§ No attribute fell into the corrective action quadrant for carpoolers.	§ Having special lanes on streets and highways for carpools and buses	§ Having special lanes on streets and highways for carpools and buses	§ Having special lanes on streets and highways for carpools and buses	§ Having special lanes on streets and highways for carpools and buses
BICYCLISTS 2009	**BICYCLISTS 2006**	**BICYCLISTS 2005**	**BICYCLISTS 2004**	**BICYCLISTS 2003**	**BICYCLISTS 2002**	**BICYCLISTS 2001**
§ Having low traffic volume § Having low speed traffic § Having striped bicycle lanes § Having signed bicycle routes	§ Having low traffic volume § Having low speed traffic § Having bicycle racks and lockers	§ Having striped bicycle lanes § Having shower facilities § Having separate bicycle paths § Having bicycle friendly drainage grates § Having roadways free of debris § Having signed bicycle routes § Having adequate street lighting § Having low traffic volume § Having low speed traffic	§ Having striped bicycle lanes § Having bicycle racks and lockers § Having shower facilities	§ Having separate bike paths § Having striped bicycle lanes	§ Having bicycle friendly drainage grates	§ Having low speed motor vehicle traffic § Having adequate street lighting § Having low speed motor vehicle traffic

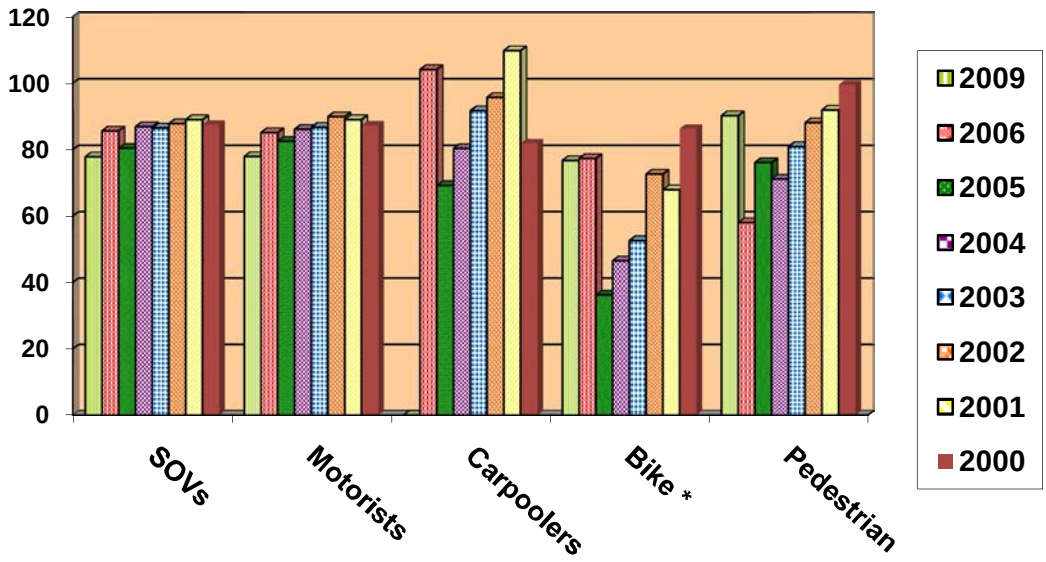
PEDESTRIANS 2009	PEDESTRIANS 2006	PEDESTRIANS 2005	PEDESTRIANS 2004	PEDESTRIANS 2003	PEDESTRIANS 2002	PEDESTRIANS 2001
§ Having sidewalks and other placed to walk in your neighborhood § Having low volume traffic	§ Having sidewalks and other places to walk between your neighborhood and other neighborhoods § Having sidewalks connecting neighborhoods to commercial areas § Having pedestrian signals and push buttons § Having marked crosswalks at intersections § Having sidewalks and other places to walk in your neighborhood	§ Having sidewalks to and from transit stations and stops	§ Having pedestrian overpasses to cross highways	§ Having pedestrian signals and push buttons § Having adequate street lighting § Having marked crosswalks at intersections § Having low volume motor vehicle traffic	§ Having pedestrian signals and push buttons § Having adequate street lighting § Having trees between the sidewalk and street § Having pedestrian overpasses to cross highways	§ Having sidewalks to and from transit stations and stops § Having marked crosswalks at intersections § Having sidewalks and other places to walk in your neighborhood

As can be seen in Figure 1-9 above, there is a consistency in results across survey years. As stated previously, this lends credence to the survey findings and to the use of the results to target investment priorities.

1.3.3 Satisfaction Index

Figure 1-10 provides the satisfaction index computed for each user group, based on the importance-performance data collected in the Transit-Served Market Area Survey. To develop the satisfaction index, the mean rating for both importance and performance were computed for each attribute. The satisfaction index is calculated by computing the ratio between the overall mean performance rating to the overall mean importance rating for users of each mode. This index demonstrates the balance between importance and performance in the minds of customers in that user group. The higher the value of the satisfaction index, the higher the level of customer satisfaction.

Figure 1-10 Satisfaction Indices – 2000 through 2009 - All User Groups, Transit-Served Market Area Survey



* Extreme fluctuation is due to very small sample sizes.

1.3.4 Mobility Assessment Results

Similar to the General Transportation User Survey, respondents were asked to assess whether or not they thought they had many different travel modes to meet their travel needs or alternatively, if they thought they had "few options to choose from." The question as posed in the survey was:

> "And would you say that you have many different travel modes to choose from such as transit, biking and walking to meet your travel needs or would you say you have very few options to choose from?"

If respondents indicated they had "few options," they were asked, in an open-ended question, what modes they would like access to.

As was found in the previous survey years, even though respondents live within a transit-served market area, the response to the first question was mixed. For 2009, 80% indicated that they had "many different modes to choose from," while 19% indicated that they had "few options," and 2% could not say. The share indicating that they had many different modes in 2009 to choose from is larger than the results from the 2006 survey. In 2006, 42% indicated that they had "many different modes to choose from," while 52% indicated that they had "few options," and 6% could not say.

For this survey year, when respondents were asked what modes they would like access to, 58% indicated they would like access to transit or bus. This percentage is similar to the 2006, 2005, 2004 and 2003 results (58%, 66%, 53% and 53% respectively). For 2009, 0% indicated access bicycle paths, 11% indicated access to pedestrian facilities, and 31% indicated improvements to "personal auto needs."

1.3.5 Transit Service Awareness & Familiarity

As was done in the previous survey years, respondents were asked about their level of knowledge regarding bus services in their area. Additionally, respondents were asked a series of questions to ascertain their level of awareness of DART First State and their familiarity with DART First State services. Following this series of questions, respondents that had looked for transit

information over the past year were asked whether or not they had used a specific information source and how helpful they found the source.

1.3.6 Knowledge of Bus Services In Area

For 2009, 81% of the respondents knew that they had bus service available in their area. This is similar to the results of the 2006 survey (84%) and prior surveys.

When respondents in 2009 were asked if they had bus service within walking distance of home, 73% indicated that the service was within walking distance. This percentage is similar to the results from previous survey years (75% in 2006, 67% in 2005, 77% in 2004, 79% in 2003, 84% in 2002, 69% in 2001, 72% in 2000, 86% in 1999, 60% in 1998, and 79% in 1997).

Those respondents that indicated there was bus service within walking distance of home were asked if sidewalks were available to reach the bus stop. In 2009, 72% stated that there were sidewalks available to reach the bus stops. This percentage is higher than the results of the 2006 survey (70%).

When asked if they knew the route number(s) of the bus service, 14% of the respondents said they knew the route numbers. This percentage is less than the 35% in the 2006 survey who said they knew the route numbers; however, in 2006 none of these respondents could specify the route number. The 2009 respondents who said they know the route numbers of the bus service near their home could specify a route number.

1.3.7 Recognition of & Familiarity with DART First State

All respondents were asked a series of questions to ascertain the level of awareness of DART or DART First State. Figure 1-11 provides the results from these questions.

Figure 1-11 Awareness of DART First State

DART First State Awareness Level	2009 Percent	2006 Percent	2005 Percent	2004 Percent	2003 Percent	2002 Percent	2001 Percent	2000 Percent	1999 Percent
Names DART First State (unaided awareness)	**73%**	93%	71%	86%	93%	94%	87%	75%	69%
Recalls DART First State (aided awareness)	**17%**	7%	18%	10%	7%	2%	10%	10%	18%
Unaware of DART First State	**10%**	0%	11%	4%	0%	4%	3%	15%	13%
Total	**100%**	100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

About three-quarters (73%) of residents in the transit-served market areas of Delaware could name DART or DART First State as the operator of bus services in Delaware. Seventeen percent (17%) could recall DART First State when provided the name, and the remaining 10% could not name or recall DART First State.

Respondents were then asked how familiar they were with DART or DART First State. The results are outlined in Figure 1-12 for 2009 as well as the other surveys since 2000.

Figure 1-12 How familiar would you say you are with DART or DART First State –do you know a great deal about the agency, some, just a little or not much at all?

Response	2009 Percent	2006 Percent	2005 Percent	2004 Percent	2003 Percent	2002 Percent	2001 Percent	2000 Percent	1999 Percent
A great deal	**4%**	6%	6%	14%	12%	2%	8%	4%	4%
Some	**11%**	20%	36%	21%	22%	34%	25%	23%	21%
Just a little	**13%**	23%	31%	21%	14%	21%	21%	27%	22%
Not much at all	**71%**	51%	27%	44%	51%	39%	45%	36%	49%
Dk (vol)	**1%**	0%	0%	0%	1%	4%	1%	10%	3%

The responses to this question indicate that the overall level of knowledge about DART or DART First State has decreased this year compared to the last few years with only 15% of the respondents indicating they knew either "a great deal," or "some" about the agency (2006-26%, 2005-42%, 2004–35%, 2003-34%, 2002–36%, 2001–33%).

Respondents were then asked to assess their level of familiarity, on a scale of 1 to 7, about where bus routes go and with how to use the system. The responses are outlined in Figure 1-13 for all survey years.

Figure 1-13 Level Familiarity with Bus Routes and How to Use the System, 2009 Data in Bold

Question	Not Familiar	2	3	4	5	6	Very Familiar	DK (vol)	Year
Where you can pick up buses & where bus routes go?	**38%**	**4%**	**6%**	**18%**	**18%**	**13%**	**2%**	**1%**	**2009**
	40%	18%	8%	8%	9%	8%	6%	3%	2006
	32%	17%	20%	4%	11%	3%	8%	5%	2005
	31%	13%	11%	10%	11%	6%	8%	10%	2004
	30%	16%	10%	12%	10%	6%	11%	5%	2003
	25%	12%	18%	13%	15%	5%	8%	4%	2002
	17%	15%	4%	5%	26%	12%	8%	13%	2001
	32%	25%	7%	8%	11%	1%	6%	10%	2000
	37%	11%	11%	2%	13%	5%	4%	27%	1999
	38%	23%	11%	3%	6%	6%	3%	9%	1998
	40%	8%	8%	8%	4%	9%	5%	18%	1997
How to use DART First State buses, pay fares, purchase tickets?	**49%**	**0%**	**4%**	**6%**	**31%**	**8%**	**2%**	**0%**	**2009**
	39%	12%	10%	9%	5%	9%	12%	4%	2006
	32%	12%	13%	3%	10%	1%	21%	8%	2005
	34%	20%	4%	1%	12%	13%	10%	6%	2004
	40%	15%	3%	6%	11%	9%	12%	4%	2003
	33%	4%	11%	8%	22%	5%	13%	4%	2002
	24%	20%	10%	14%	7%	11%	1%	13%	2001
	37%	13%	6%	11%	14%	0%	7%	12%	2000
	29%	18%	4%	0%	6%	6%	4%	33%	1999
	55%	17%	9%	3%	3%	3%	6%	4%	1998
	47%	9%	8%	8%	5%	3%	3%	18%	1997

As can be seen in Figure 1-13 above, the level of familiarity regarding bus service areas and how to use bus service remains generally low for the transit-served areas of Delaware.

1.3.8 Transit Information Sources

Respondents were asked if over the past year, they had looked for information about transit services. For 2009, about one-fifth (22%) indicated that they looked for information on transit services. This is a slightly lower share than past surveys where respondents indicated that they looked for information on transit services (2006 at 33%, 2005 at 28%, and 2004 at 34%).

Following this question, respondents were asked specifically about whether they had received information about transit from different information sources. For each source used, respondents were then asked how helpful the information was. Figure 1-14 displays the results.

Figure 1-14 Sources Used & Helpfulness, 2009 Data in Bold

Information Source	Percent Used	Very Helpful	Somewhat Helpful	Not Too Helpful	DK (vol)	Year
Printed bus schedules	**20%**	**36%**	**58%**	**6%**	**0%**	**2009**
	35%	75%	16%	9%	0%	2006
	43%	49%	43%	8%	0%	2005
	22%	73%	24%	2%	1%	2004
	35%	52%	47%	1%	0%	2003
	28%	67%	31%	2%	0%	2002
	44%	54%	27%	12%	7%	2001
	23%	53%	21%	14%	12%	2000
	36%	34%	44%	22%	0%	1999
	21%	45%	14%	28%	14%	1998
	29%	51%	19%	20%	10%	1997
Newspaper/magazine advertisements	**7%**	**32%**	**68%**	**0%**	**0%**	**2009**
	13%	55%	27%	18%	0%	2006
	13%	23%	39%	36%	12%	2005
	23%	13%	39%	36%	12%	2004
	14%	45%	30%	21%	4%	2003
	13%	10%	30%	60%	0%	2002
	19%	3%	58%	39%	0%	2001
	34%	42%	34%	17%	7%	2000
	29%	14%	25%	61%	0%	1999
	22%	45%	55%	0%	0%	1998
	27%	21%	42%	27%	10%	1997
Billboards	**2%**	**0%**	**58%**	**42%**	**0%**	**2009**
	13%	27%	26%	47%	0%	2006
	11%	24%	45%	10%	21%	2005
	20%	28%	52%	17%	3%	2004
	20%	16%	64%	17%	3%	2003
	24%	4%	51%	35%	10%	2002
	13%	0%	49%	51%	0%	2001
	25%	51%	45%	4%	0%	2000
	29%	28%	28%	43%	1%	1999
	15%	21%	20%	58%	0%	1998
	16%	18%	7%	71%	5%	1997

Information Source	Percent Used	Very Helpful	Somewhat Helpful	Not Too Helpful	DK (vol)	Year
Other people	**8%**	**4%**	**68%**	**0%**	**0%**	**2009**
	22%	65%	17%	18%	0%	2006
	19%	61%	26%	13%	0%	2005
	31%	58%	32%	10%	0%	2004
	24%	55%	44%	1%	0%	2003
	35%	28%	48%	10%	14%	2002
	17%	40%	42%	16%	2%	2001
	21%	48%	26%	13%	13%	2000
	26%	24%	56%	19%	0%	1999
	16%	24%	20%	56%	0%	1998
	25%	30%	54%	5%	11%	1997
Calls to transit agency	**15%**	**30%**	**44%**	**25%**	**0%**	**2009**
	14%	79%	19%	2%	0%	2006
	12%	65%	26%	9%	0%	2005
	20%	75%	25%	0%	0%	2004
	13%	55%	45%	0%	0%	2003
	17%	37%	34%	29%	0%	2002
	27%	30%	50%	11%	9%	2001
	21%	47%	40%	0%	13%	2000
	19%	59%	2%	39%	0%	1999
	7%	100%	0%	0%	0%	1998
	15%	20%	64%	16%	0%	1997
Radio advertisements	**1%**	**0%**	**100%**	**0%**	**0%**	**2009**
	16%	17%	32%	44%	7%	2006
	10%	48%	34%	18%	0%	2005
	18%	26%	45%	28%	1%	2004
	14%	24%	55%	21%	0%	2003
	10%	5%	60%	33%	2%	2002
	9%	2%	59%	6%	33%	2001
	26%	30%	49%	21%	0%	2000
	29%	28%	21%	50%	0%	1999
	12%	26%	50%	24%	0%	1998
	16%	33%	48%	17%	2%	1997
Mailings to my home	**3%**	**22%**	**78%**	**0%**	**0%**	**2009**
	7%	31%	0%	61%	8%	2006
	10%	57%	7%	35%	0%	2005
	13%	46%	46%	5%	3%	2004
	2%	30%	40%	10%	20%	2003
	7%	43%	51%	0%	6%	2002
	14%	9%	91%	0%	0%	2001
	21%	25%	61%	13%	1%	2000
	10%	0%	29%	71%	0%	1999
	6%	97%	0%	3%	0%	1998
	3%	73%	16%	11%	0%	1997
Transit brochures or publications	**7%**	**30%**	**60%**	**0%**	**10%**	**2009**
	8%	87%	4%	4%	5%	2006
	17%	33%	51%	16%	0%	2005
	15%	42%	34%	21%	3%	2004
	7%	92%	8%	0%	0%	2003
	15%	68%	25%	5%	2%	2002
	22%	18%	82%	0%	0%	2001
	25%	41%	38%	20%	1%	2000
	10%	9%	59%	29%	4%	1999
	7%	53%	47%	0%	0%	1998
	17%	44%	35%	21%	0%	1997

Information Source	Percent Used	Very Helpful	Somewhat Helpful	Not Too Helpful	DK (vol)	Year
Telephone directories	**5%**	**41%**	**18%**	**41%**	**0%**	**2009**
	12%	67%	20%	8%	5%	2006
	11%	69%	31%	0%	0%	2005
	13%	38%	42%	18%	3%	2004
	18%	13%	84%	3%	0%	2003
	19%	43%	29%	26%	2%	2002
	6%	50%	9%	41%	0%	2001
	24%	65%	12%	22%	1%	2000
	17%	35%	51%	0%	15%	1999
	13%	8%	48%	44%	0%	1998
	15%	41%	57%	2%	0%	1997
Newspaper articles	**1%**	**0%**	**100%**	**0%**	**0%**	**2009**
	9%	36%	40%	0%	24%	2006
	9%	36%	40%	0%	24%	2005
	11%	27%	47%	3%	23%	2004
	18%	33%	59%	4%	4%	2003
	8%	11%	78%	11%	0%	2002
	14%	19%	62%	19%	0%	2001
	24%	76%	24%	0%	0%	2000
	36%	23%	28%	48%	1%	1999
	22%	31%	56%	13%	0%	1998
	20%	26%	56%	18%	0%	1997
DART First State website (Introduced in 2000)	**14%**	**67%**	**34%**	**0%**	**0%**	**2009**
	16%	92%	6%	2%	0%	2006
	25%	74%	24%	2%	0%	2005
	22%	71%	17%	12%	0%	2004
	13%	60%	39%	0%	1%	2003
	15%	33%	17%	48%	2%	2002
	21%	26%	61%	0%	13%	2001
	13%	60%	38%	2%	0%	2000

The most used source of information about transit services in the 2009 survey was information obtained from printed bus schedules (20%), which is similar to the 2006 survey. The second most used source of information in 2009 was calls to transit agency (15%).

Most helpful sources of information include: DART First State website (67%), telephone directories (41%), and printed bus schedules (36%).

1.4 Shippers and Carriers Survey

As was done in the previous survey years, businesses were asked to rate the importance and to assess the current transportation system performance on a set of attributes for each mode that is used to ship, carry or transport goods and materials. Four modes were asked about and include: trucking, rail freight, air freight and the Port of Wilmington.

Like the previous surveys, trucking was the most prevalent form of freight transportation used. For 2009, 93% of the businesses sampled indicated that their company moved goods by truck in Delaware. Of those surveyed, 10% of the businesses shipped goods via the Port of Wilmington, 4% shipped via rail freight, and no businesses indicated that they had shipped via air freight. For 2006, 92% of the businesses sampled indicated that they shipped goods via truck, 1% via rail, 4% via the Port of Wilmington, and 3% via air freight. For 2005, 98% of the businesses sampled indicated that their company moved goods by truck, 4% of the businesses shipped goods via rail freight, and 5% via the Port of Wilmington. For 2004, 92% of the businesses sampled indicated that their company moved goods by truck, 8% via rail freight, 8% via the Port of Wilmington, and 6% of the businesses indicated that they had shipped via air freight. For 2003, 89% of the businesses sampled indicated that their company moved goods by truck, 6% via rail freight, 5% via the Port of Wilmington, and 2% of the businesses indicated that they had shipped via air freight. For 2002, 88% of the businesses sampled indicated that their company moved goods by truck in Delaware while 5% via rail freight, 9% via the Port of Wilmington, and there were no businesses that indicated they had shipped via air freight. For 2001, 90% of the businesses sampled indicated that their company moved goods by truck in Delaware, while 7% shipped via rail freight, 1% via air freight, and 9% via the Port of Wilmington. In the 2000 survey, 92% percent of the businesses sampled used trucks to move goods in Delaware, 8% shipped via rail freight, 4% via air freight, and 19% used the Port of Wilmington. In 1999, 94% percent of the businesses sampled used trucks to move goods in Delaware, 8% shipped via rail freight, 4% via air freight, and 24% used the Port of Wilmington.

The importance-performance ratings given to specific modal attributes by businesses using each mode can be summarized into four importance-performance quadrants for policy-makers and decision-makers to use. The attributes that are in the highest priority quadrant for corrective action are displayed in Figure 1-15 (attributes that were rated above average in importance but below average in performance by customers) and for each mode in all the survey years include the following:

Figure 1-15 High Priority Attributes – Shippers & Carriers Survey

TRUCKING 2009	TRUCKING 2006	TRUCKING 2005	TRUCKING 2004	TRUCKING 2003	TRUCKING 2002	TRUCKING 2001
§ Having highways free from congestion § Having well-planned sequencing and timing of traffic signals § Having wide intersections with turning lanes § Having wide, paved shoulders on highways and roads § Highway system with few toll roads § Having information on when to expect delays and closings	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes § Having wide, paved shoulders on highways and roads § Having few weight restricted roads	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes § Having wide, paved shoulders on highways and roads	§ Having information on when to expect delays and closings § Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes § Having wide, paved shoulders on highways and roads § Highways with wide travel lanes	§ Having information on when to expect delays and closings § Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes § Highways with wide travel lanes § Having wide, paved shoulders on highways and roads	§ Having highway and interchanges with ramps that trucks can negotiate § Having information on when to expect delays and closings § Having highways free from congestion § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes	§ Having information on when to expect traffic delays and road closings § Having highways and roads with wide travel lanes § Having well-planned sequencing and timing of traffic lights § Having wide intersections with turning lanes § Having wide, paved shoulders on highways and roads
RAIL 2009	**RAIL 2006**	**RAIL 2005**	**RAIL 2004**	**RAIL 2003**	**RAIL 2002**	**RAIL 2001**
§ Having minimal conflicts with rail passenger service § Having multi-track rail operations available § Having competitive services to businesses off main lines	§ Having good condition track, roadbed & right-of-way for Class 1 railroads § Having good condition track, roadbed & right-of-way for shortline railroads § Having truck-to-rail commodity transfer points	§ Eliminating clearance restrictions for high-cube or double-stack operations § Having good condition track, roadbed & right-of-way for Class 1 railroads	§ Eliminating clearance restrictions for high-cube or double-stack operations	§ Having competitive rates & services to businesses from shortline railroads § Having good condition track, roadbed & right-of-way for railroads serving Port of Wilmington § Having minimal conflicts with rail passenger services § Having truck-to-rail commodity transfer points § Having multi-track rail operations available	§ Eliminating clearance restrictions for high-cube or double-stack operations § Having intermodal trailer-on-flat-car facilities and services § Having rail-to-truck commodity transfer points § Having minimal conflicts with rail passenger services	§ No attribute fell into the corrective action quadrant.

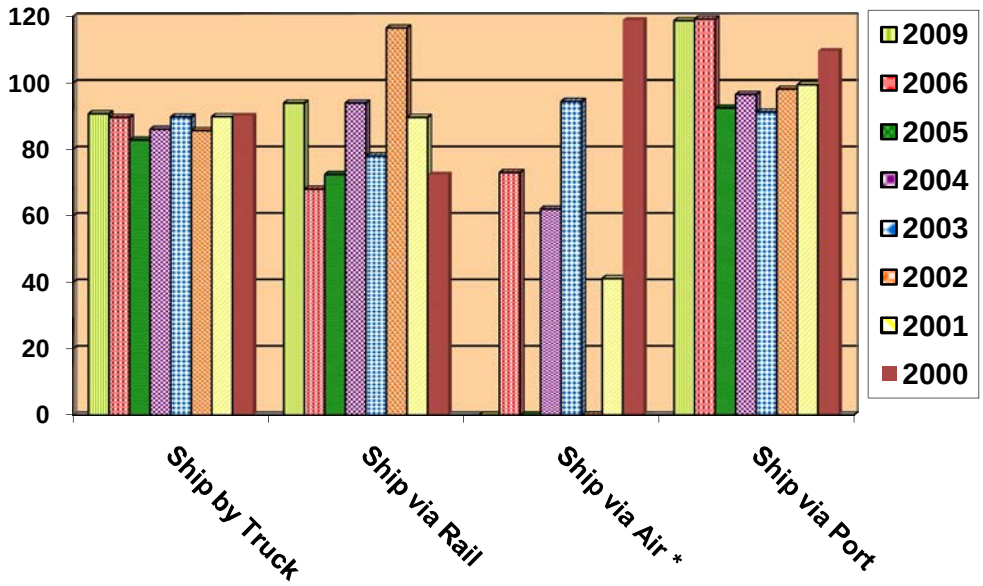
AIR 2009	AIR 2006	AIR 2005	AIR 2004	AIR 2003	AIR 2002	AIR 2001
§ No businesses surveyed used air freight to ship or receive goods in 2009	§ Having highways free from congestion near airports	§ No businesses surveyed used air freight to ship or receive goods in 2005	§ Having highways free from congestion near airports § Having numerous airports for air cargo service	§ Having good highway access to airports § Having highways free from congestion near airports § Having fuel available at the airport	§ No businesses surveyed used air freight to ship or receive goods in 2002	§ Having good highway access to airports
PORT 2009	**PORT 2006**	**PORT 2005**	**PORT 2004**	**PORT 2003**	**PORT 2002**	**PORT 2001**
§ Having competitive service and attention by shippers at the port § Having deep channels § Having good condition doc facilities § Having reasonable port fees § Having deep and wide berths § Having good internal traffic flow at the port	§ No attribute fell into the corrective action quadrant.	§ Having warehousing space available § Having reasonable port fees § Having ample cranes for trans-loading § Having good highway access to the Port	§ Having good condition dock facilities § Having competitive service and attention by shippers at the port § Having warehousing space available § Having reasonable port fees	§ Having deep channels § Having good internal traffic flow at the port § Having deep and wide berths § Having competitive service and attention by shippers at the port § Having warehousing space available	§ Having deep channels § Having reasonable port fees § Having good highway access to the Port § Having good internal traffic flow at the port	§ Having open storage facilities available § Having good internal traffic flow at the port

As is seen above in Figure 1-15, the high priority attributes for highways have remained consistent over the past survey years which provides confidence in the validity of the ratings. The attributes with high priority tend to fluctuate within the other modes when compared to past survey years. This fluctuation is due to the small sample sizes obtained for these modes.

1.4.1 Satisfaction Index

Figure 1-16 provides the satisfaction index computed for each user group, based on the importance-performance data collected in the Shippers and Carriers Survey. To develop the satisfaction index, the mean rating for both importance and performance were computed for each attribute. The satisfaction index is calculated by computing the ratio between the overall mean performance rating to the overall mean importance rating for users of each mode. This index demonstrates the balance between importance and performance in the minds of customers in that user group. The higher the value of the satisfaction index, the higher the level of customer satisfaction.

Figure 1-16 Satisfaction Indices - 2000 through 2009 - All Modes, Shippers and Carriers Survey



* Extreme fluctuation is due to very small sample sizes.

1.4.2 Biggest Freight Problems Facing Businesses

Near the end of the questionnaire, in an open-ended question, businesses were asked about the biggest freight issue or problem that is facing their business. The responses to this question were coded by hand and are displayed in Figure 1-17 below.

Figure 1-17 Biggest Freight Issue/Problem Facing Your Business

Issue or Problem Mentioned	2009 Percent	2006 Percent	2005 Percent	2004 Percent	2003 Percent	2002 Percent	2001 Percent	2000 Percent
Roadway congestion	**35%**	32%	18%	35%	43%	26%	15%	21%
Taxes, registrations, tolls, fees (and fuel costs for 2003 and prior surveys)	**12%**	20%	2%	10%	6%	14%	24%	9%
Poor condition of roadways	**17%**	13%	5%	7%	5%	2%	3%	4%
Roadway construction	**4%**	7%	8%	4%	4%	1%	6%	5%
Traffic signals*	**2%**	4%	8%	0%	20%	21%	2%	N/A
Roadway connectivity	**0%**	3%	3%	1%	3%	1%	2%	1%
Weigh scales	**5%**	1%	4%	1%	3%	2%	2%	2%
Weight restrictions	**0%**	1%	4%	2%	2%	3%	8%	6%
Roadway geometrics	**0%**	1%	0%	1%	5%	3%	6%	0%
Fuel Costs+	**1%**	0%	11%	13%	N/A	N/A	N/A	N/A
Other comment (various)	**24%**	0%	14%	9%	0%	0%	12%	36%
Concern with other driver behavior*	**0%**	0%	1%	0%	9%	27%	4%	N/A
Nothing mentioned	**0%**	18%	22%	17%	0%	0%	16%	16%

* New categories since 2001
+ New category added in 2004
N/A - Not available

For 2009, “roadway congestion” was the most frequently mentioned response, followed by “other comment” and “poor condition of roadways.” As can be seen, 35% of respondents indicated “roadway congestion” as the major problem that their business faces in Delaware for 2009. “Roadway congestion” was the most frequently mentioned response in all the prior surveys as well. Twenty-four percent (24%) responded with “other/various comments” as the biggest issue facing their business. “Poor condition of roadways” was the third most frequently mentioned response (17%). “Taxes, registrations, tolls, and fees” was the fourth most frequently mentioned response (12%) and received 20% of responses in 2006. Within this category, half mentioned “amount of permits” and the other half mentioned “inspections” as their issues/problems. The remaining issues and problems listed by companies surveyed was “roadway construction” (4%), “traffic signals” (2%), and “fuel costs” (1%).

1.5 Bus Transit Rider Survey

The focus of this year’s survey, like the previous surveys, was to obtain information from bus transit customers. This survey was not conducted in 1997, but was conducted nearly annually since 1998. Like the General Transportation User Survey, five modes were asked about and include driving alone, carpooling (riding or driving with others), using transit, bicycling, and walking. For the purposes of this survey, postage-paid postcards were distributed to bus riders in Delaware at major bus stops and stations as they boarded or disembarked from buses. The postcard asked for the person's telephone number and convenient times to call. As an incentive to complete the card, a random drawing for ten free rides was held. One hundred telephone surveys were then conducted with riders that returned completed postcards.

For this survey year, 1% of bus riders reported that they made drive-alone trips the week prior to the survey. This percentage is much lower than the percentage of 2006 (20%), 2005 (9%), and 2004 (18%) survey respondents who indicated they made drive-alone trips the week prior to the survey. The low percentage of driving alone in this customer segment contrasts to the findings of the General Transportation User Survey and the Transit-Served Market Area Survey. Also for 2009, 1% indicated that they carpooled, 98% made trips using transit, 1% made trips using bicycle and 20% walked for some of the trips made during the previous week.

The importance-performance ratings given to the different modal attributes by customers of each mode were summarized into four importance-performance quadrants for policy-makers and decision-makers to use. The attributes that are in the highest priority quadrant for corrective action (attributes that were rated as above average in importance but below average in performance by customers) for each mode are displayed in Figure 1-18.

When compared to past survey years, high priority transit attributes have remained consistent throughout past surveys years. This gives credence to the validity of these results. High priority attributes for other modes, however, tend to fluctuate throughout different survey years. This fluctuation is due to the small sample sizes.

Figure 1-18 High Priority Attributes - Bus Transit Rider Survey

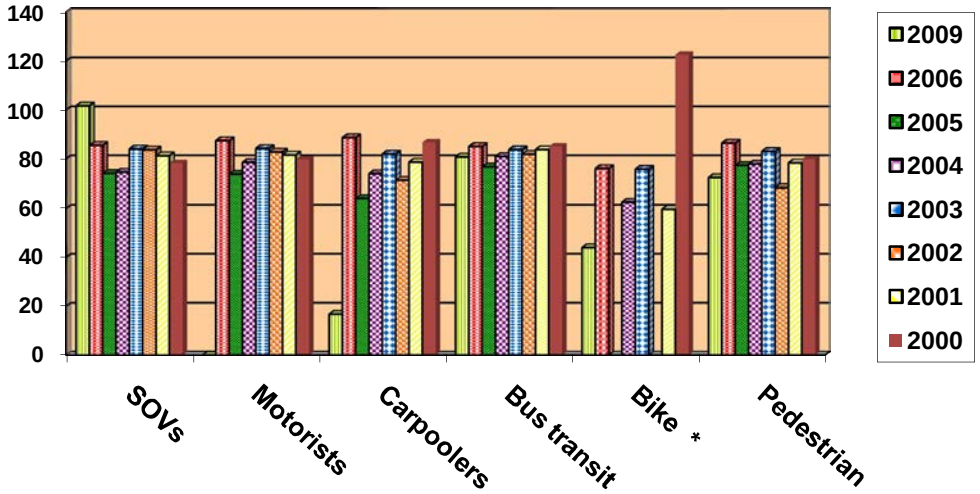
AUTO 2009	AUTO 2006	AUTO 2005	AUTO 2004	AUTO 2003	AUTO 2002	AUTO 2001
§ Having timely snow plowing and salting § Having many travel mode choices	§ Having good condition pavement § Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having good condition pavement § Having highways free from congestion	§ Having good condition pavement	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having highways free from congestion § Having well-planned sequencing and timing of traffic lights	§ Having well-planned sequencing and timing of traffic lights § Having good condition pavement § Having highways free from congestion
CARPOOL 2009	**CARPOOL 2006**	**CARPOOL 2005**	**CARPOOL 2004**	**CARPOOL 2003**	**CARPOOL 2002**	**CARPOOL 2001**
§ Providing a system of park-and-rides	§ No attribute fell into the corrective action quadrant for carpoolers	§ No attribute fell into the corrective action quadrant for carpoolers	§ Having HOV lanes on highways for carpools and buses	§ No attribute fell into the corrective action quadrant for carpoolers.	§ Having HOV lanes on highways for carpools and buses	§ Having HOV lanes on highways for carpools and buses
TRANSIT 2009	**TRANSIT 2006**	**TRANSIT 2005**	**TRANSIT 2004**	**TRANSIT 2003**	**TRANSIT 2002**	**TRANSIT 2001**
§ Having information on transit delays	§ Having information on transit delays	§ Having information on transit delays § Having covered shelters and stations § Having stations and stops with good lighting	§ Having information on transit delays	§ Having information on transit delays	§ Having information on transit delays § Having frequent transit service	§ Having information on transit delays
BICYCLISTS 2009	**BICYCLISTS 2006**	**BICYCLISTS 2005**	**BICYCLISTS 2004**	**BICYCLISTS 2003**	**BICYCLISTS 2002**	**BICYCLISTS 2001**
§ Having low volume motor vehicle traffic § Having signed bicycle routes § Having striped bicycle lines on roadways	§ Having low volume motor vehicle traffic § Having separate bicycle paths § Having signed bicycle routes § Having striped bicycle lanes on roadways	§ No respondents indicated using a bicycle for any trips made the previous week.	§ Having striped bicycle lanes on roadways	§ Having signed bicycle routes § Having bicycle racks and lockers available	§ No respondents indicated using a bicycle for any trips made the previous week.	§ Having low volume motor vehicle traffic § Having low speed motor vehicle traffic § Having striped bicycle lanes on roadways

PEDESTRIANS 2009	PEDESTRIANS 2006	PEDESTRIANS 2005	PEDESTRIANS 2004	PEDESTRIANS 2003	PEDESTRIANS 2002	PEDESTRIANS 2001
§ Having pedestrian signals and push buttons § Having pedestrian overpasses to cross highways	§ Having pedestrian signals and push buttons	§ Having marked crosswalks at intersection and other locations § Having sidewalks clear of debris § Having low speed motor vehicle traffic § Having low volume motor vehicle traffic	§ Having pedestrian overpasses to cross highways § Having pedestrian signals and push buttons § Having marked crosswalks at intersection and other locations	§ Having sidewalks from my neighborhood to commercial areas	§ Having pedestrian overpasses to cross highways	§ Having marked crosswalks at intersection and other locations § Having low volume motor vehicle traffic § Having low speed motor vehicle traffic

1.5.1 Satisfaction Index

Figure 1-16 provides the satisfaction index computed for each user group, based on the importance-performance data collected in the Bus Transit Rider Survey. To develop the satisfaction index, the mean rating for both importance and performance were computed for each attribute. The satisfaction index is calculated by computing the ratio between the overall mean performance rating to the overall mean importance rating for users of each mode. This index demonstrates the balance between importance and performance in the minds of customers. The higher the value of the satisfaction index, the higher the level of customer satisfaction.

Figure 1-19 Satisfaction Indices - 2000 through 2009 - All Modes, Bus Transit Rider Survey



* Extreme fluctuation is due to very small sample sizes.

1.5.2 Mobility Assessment Results

As a follow-up, respondents were asked to assess whether or not they believed they had many different travel modes to choose from or alternatively, if they thought they had few options to choose from. In the survey, the following question was posed to all respondents:

> "And would you say you have many different travel modes to choose from such as transit, biking and walking to meet your travel needs or would you say you have very few options to choose from?"

If respondents indicated they had "few options," they were asked, in an open-ended question, what modes they would like access to. Even though respondents to this survey are transit riders, the response to this question indicated that most feel as though they have "very few options" to choose from. Almost three-quarters of the sample (71%) stated they had "very few options" while the remaining 29% stated they had "many different modes" to choose from. These results differ from the 2006 survey where 52% of transit users surveyed stated they had "many options to choose from," 46% stated they had "few options" and the remaining 2% did not know.

When those that responded that they had "few options to choose from" or "don't know" were asked what modes they would like to have access to, 62% of respondents indicated that they would like access to "buses/improved bus service, schedules and transfers," with the majority noting specific improvements to the bus service. (These can be found at the end of the Bus Riders Top Line Results.) Additionally, 7% indicated that they would like access to "public transportation (non-specific to mode)," 2% indicated "pedestrian facilities," and 29% could not specify.

1.5.3 Transit Service Awareness & Familiarity

A significant majority of respondents knew that they had bus service available in their area (97%). This is very high compared to previous surveys. When these respondents were asked if they had bus service within walking distance of home, 94% indicated that the service was within walking distance, a percentage higher than prior surveys. Those respondents that indicated there was bus service within walking distance of home were asked if sidewalks were available to reach the bus stop. Again, the clear majority stated that sidewalks were available to the bus stop (92%). When asked if they knew the route number(s) of the bus service, 96% said they knew the route number(s) and this finding is similar to the previous surveys.

Bus riders were also asked the same series of questions posed in the Transit-Served Market Area Survey relating to the awareness of DART First State as well as DART First State services. Figure 1-20 displays the results.

Figure 1-20 Awareness of DART First State – Bus Transit Rider Survey

DART First State Awareness Level	2009	2006	2005	2004	2003	2002	2001	2000
Names DART First State (unaided awareness)	**98%**	91%	80%	96%	91%	87%	97%	92%
Recalls DART First State (aided awareness)	**2%**	8%	19%	4%	9%	10%	3%	6%
Unaware of DART First State	**0%**	1%	1%	0%	0%	3%	0%	2%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%

Ninety-eight percent (98%) of the transit riders surveyed could name DART or DART First State as the operator of bus services in Delaware. The remaining two percent (2%) recognized the name DART First State as the statewide bus service operator. This year's survey shows results higher than past surveys where an average of 90% of the respondents could name DART First State.

Respondents were then asked how familiar they were with DART or DART First State as an agency. The results are outlined in Figure 1-21.

Figure 1-21 How familiar would you say you are with DART or DART First State –do you know a great deal about the agency, some, just a little or not much at all?

Response	2009	2006	2005	2004	2003	2002	2001	2000
A great deal	**2%**	18%	20%	17%	20%	12%	22%	32%
Some	**7%**	33%	32%	26%	37%	33%	55%	34%
Just a little	**21%**	30%	23%	36%	27%	21%	18%	21%
Not much at all	**70%**	17%	24%	21%	16%	33%	4%	13%
Dk (vol)	**0%**	2%	1%	0%	0%	1%	1%	0%

Much lower than past surveys, only nine percent (9%) of the respondents reported that they knew either a "great deal" or "some" about the agency.

Respondents were then asked to assess their level of familiarity, on a 7-point scale, about where bus routes go and with how to use the system. The responses are outlined in Figure 1-22.

Figure 1-22 Level Familiarity with Bus Routes and How to Use the System - Bus Transit Rider Survey - 2009 Data in Bold

Question	Not Familiar	2	3	4	5	6	Very Familiar	DK (vol)	Year
Where you can pick up buses & where bus routes go?	**1%**	**1%**	**0%**	**1%**	**1%**	**6%**	**90%**	**0%**	**2009**
	1%	6%	7%	9%	21%	17%	38%	1%	2006
	2%	6%	1%	3%	21%3	21%	46%	0%	2005
	4%	1%	1%	2%	2%	22%	38%	0%	2004
	3%	2%	5%	7%	26%	19%	38%	0%	2003
	2%	6%	3%	8%	25%	21%	35%	0%	2002
	1%	1%	5%	5%	19%	14%	55%	0%	2001
	3%	3%	3%	10%	15%	28%	37%	1%	2000
How to use DART First State buses, pay fares, purchase tickets?	**0%**	**0%**	**0%**	**0%**	**1%**	**7%**	**92%**	**0%**	**2009**
	2%	1%	1%	4%	15%	12%	64%	1%	2006
	1%	2%	3%	0%	5%	8%	79%	2%	2005
	2%	1%	1%	2%	4%	12%	78%	0%	2004
	2%	1%	2%	0%	11%	15%	69%	0%	2003
	1%	0%	2%	2%	11%	23%	61%	0%	2002
	0%	0%	4%	1%	8%	12%	75%	0%	2001
	1%	1%	1%	3%	7%	23%	64%	0%	2000

As can be seen in Figure 1-22 above, the level of familiarity about bus service areas and how to use buses is high among transit riders, when these results are compared to those found in the Transit-Served Market Area survey. Among riders, higher levels of familiarity are reported for knowledge of how to use the system compared to the level of familiarity reported regarding bus service areas. This was found in the other survey years also.

1.5.4 Transit Information Sources

Like the Transit Served Market Area Survey, transit riders were asked, if over the past year, they had looked for information about transit services. Thirty-six percent (36%) indicated that they had looked for information on transit services. This finding is in contrast to the Transit-Served Market Area Survey, where only twenty-two percent (22%) looked for transit information.

Following this question, respondents were asked specifically about whether they had received information about transit from different information sources. For each source used, respondents were then asked how helpful the information was. Figure 1-23 displays the results.

Figure 1-23 Sources Used & Helpfulness – 2009 Data in Bold

Information Source	Percent Used	Very Helpful	Somewhat Helpful	Not Too Helpful	Year
Printed bus schedules	**95%**	**64%**	**33%**	**3%**	**2009**
	83%	76%	23%	1%	2006
	85%	72%	22%	6%	2005
	83%	85%	15%	0%	2004
	81%	76%	21%	3%	2003
	88%	78%	19%	3%	2002
	93%	84%	12%	4%	2001
	88%	85%	14%	1%	2000
	67%	85%	15%	0%	1999
	76%	79%	19%	3%	1998
Newspaper/magazine advertisements	**15%**	**33%**	**53%**	**13%**	**2009**
	11%	40%	50%	10%	2006
	14%	50%	44%	14%	2005
	14%	64%	22%	14%	2004
	21%	38%	42%	19%	2003
	11%	55%	27%	18%	2002
	22%	71%	24%	5%	2001
	26%	58%	42%	0%	2000
	11%	55%	36%	9%	1999
	13%	54%	39%	8%	1998
Billboards	**33%**	**27%**	**67%**	**6%**	**2009**
	17%	41%	41%	18%	2006
	23%	44%	52%	4%	2005
	23%	61%	35%	4%	2004
	27%	46%	46%	8%	2003
	31%	32%	55%	13%	2002
	33%	56%	28%	16%	2001
	38%	45%	37%	18%	2000
	42%	48%	50%	2%	1999
	12%	42%	58%	0%	1998
Other people	**70%**	**54%**	**41%**	**4%**	**2009**
	46%	46%	52%	2%	2006
	57%	67%	31%	2%	2005
	61%	66%	34%	0%	2004
	66%	68%	27%	5%	2003
	65%	47%	48%	5%	2002
	63%	82%	18%	0%	2001
	55%	76%	24%	0%	2000
	53%	74%	23%	4%	1999
	37%	51%	43%	5%	1998
Calls to transit agency	**72%**	**60%**	**32%**	**8%**	**2009**
	30%	70%	20%	10%	2006
	60%	62%	23%	15%	2005
	46%	59%	26%	15%	2004
	55%	63%	33%	4%	2003
	53%	83%	15%	2%	2002
	52%	66%	14%	20%	2001
	55%	75%	18%	7%	2000
	53%	70%	23%	8%	1999
	32%	66%	25%	9%	1998

Information Source	Percent Used	Very Helpful	Somewhat Helpful	Not Too Helpful	Year
Radio advertisements	**12%**	**50%**	**50%**	**0%**	**2009**
	16%	50%	36%	14%	2006
	14%	57%	36%	7%	2005
	10%	30%	60%	10%	2004
	17%	53%	41%	16%	2003
	18%	44%	50%	6%	2002
	31%	63%	27%	10%	2001
	21%	48%	52%	0%	2000
	12%	67%	33%	0%	1999
	7%	29%	71%	0%	1998
Mailings to my home	**10%**	**30%**	**70%**	**0%**	**2009**
	12%	50%	25%	25%	2006
	30%	63%	33%	4%	2005
	30%	55%	41%	4%	2004
	23%	59%	32%	9%	2003
	14%	50%	43%	7%	2002
	29%	57%	36%	7%	2001
	21%	62%	38%	0%	2000
	19%	68%	21%	11%	1999
	17%	65%	35%	0%	1998
Transit brochures or publications	**26%**	**62%**	**39%**	**0%**	**2009**
	30%	70%	30%	0%	2006
	31%	68%	29%	3%	2005
	32%	63%	37%	0%	2004
	34%	58%	39%	3%	2003
	34%	62%	32%	6%	2002
	30%	66%	31%	3%	2001
	37%	68%	27%	5%	2000
	40%	85%	15%	0%	1999
	28%	85%	11%	4%	1998
Telephone directories	**4%**	**25%**	**75%**	**0%**	**2009**
	15%	60%	33%	7%	2006
	16%	63%	37%	0%	2005
	13%	69%	23%	8%	2004
	21%	76%	19%	5%	2003
	16%	63%	25%	12%	2002
	18%	71%	11%	18%	2001
	18%	78%	22%	0%	2000
	14%	71%	29%	0%	1999
	10%	50%	20%	20%	1998
Newspaper articles	**20%**	**50%**	**50%**	**0%**	**2009**
	8%	38%	50%	12%	2006
	25%	36%	60%	4%	2005
	19%	53%	47%	0%	2004
	22%	45%	50%	5%	2003
	16%	44%	50%	6%	2002
	20%	63%	32%	5%	2001
	25%	68%	28%	4%	2000
	7%	71%	14%	14%	1999
	5%	60%	40%	0%	1998
DART First State Website	**46%**	**67%**	**20%**	**11%**	**2009**
	49%	86%	12%	2%	2006
	535	79%	15%	6%	2005
	53%	75%	21%	4%	2004
	43%	81%	14%	5%	2003
	47%	81%	19%	0%	2002
	55%	85%	15%	0%	2001
	34%	77%	23%	0%	2000

The most used source of information about transit services are printed bus schedules at 95% and this was also the most used source in the previous surveys as well. Obtaining information from printed schedules was followed by getting information from calls to transit companies (72%). The third most used source of information for 2009 was getting information from other people (70%). Respondents also deemed DART First State website to be the most helpful source of information with 67% stating that it is a “very helpful” source of information. Additionally, respondents found printed bus schedules (64%) followed by transit brochures or publications (62%) and calls to transit agencies (60%) to be “very helpful” sources of information. The least used information source in this year’s survey is telephone directories at 4% of respondents. This source was also the least helpful source where only 25% of the respondents consider it “very helpful.”