



Mountain Line Customer Survey

20
22



Table of Contents

Chapter 1 | Survey Methodology.....1

Chapter 2 | Mountain Line Customer Survey.....4

Chapter 3 | Survey Collateral.....36



Table of Exhibits

Exhibit 2.1	Language	5
Exhibit 2.2	Survey date.....	5
Exhibit 2.3	Route	6
Exhibit 2.4	Survey collection versus ridership distribution by route	6
Exhibit 2.5	Attribute mean ratings.....	7
Exhibit 2.6	Cleanliness of buses and facilities	8
Exhibit 2.7	Bus driver courtesy	8
Exhibit 2.8	On-time performance	8
Exhibit 2.9	Ease of making connections.....	8
Exhibit 2.10	Safety and security at bus stops.....	9
Exhibit 2.11	Safety and security onboard the bus	9
Exhibit 2.12	Hours of service.....	9
Exhibit 2.13	Proximity of bus stops to your starting point/destination.....	9
Exhibit 2.14	Availability of route/schedule information	10
Exhibit 2.15	Fare/cost	10
Exhibit 2.16	Customer service.....	10
Exhibit 2.17	Real-time arrival app (Transit app)	10
Exhibit 2.18	Overall service.....	11
Exhibit 2.19	Trip purpose	12
Exhibit 2.20	Trip purpose - other	12
Exhibit 2.21	Ridership tenure.....	13
Exhibit 2.22	Reason for riding	14
Exhibit 2.23	Reason for riding - other	14
Exhibit 2.24	Frequency of ridership	15
Exhibit 2.25	Information sources	16
Exhibit 2.26	Information sources - other	16
Exhibit 2.27	Mobility alternatives	17
Exhibit 2.28	Trip alternatives - other	17
Exhibit 2.29	Access to and from bus stop	18
Exhibit 2.30	Access to bus stop – miles.....	19
Exhibit 2.31	Access from bus stop – miles.....	19
Exhibit 2.32	Impact of service improvements on ridership	20
Exhibit 2.33	Impact of service improvements on ridership – different destination.....	21
Exhibit 2.34	Impact of service improvements on ridership - other	22
Exhibit 2.35	Employment status	23
Exhibit 2.36	School enrolled.....	24
Exhibit 2.37	Age	25
Exhibit 2.38	Gender.....	25
Exhibit 2.39	Race	26
Exhibit 2.40	Race - other	26

Exhibit 2.41 Identification as Hispanic/Latino..... 27

Exhibit 2.42 English 27

Exhibit 2.43 Language – other (specify) 28

Exhibit 2.44 Household income 29

Exhibit 2.45 Vehicle availability..... 30

Exhibit 2.46 Access to working vehicle 31

Exhibit 2.47 Other comments 32

Exhibit 3.1 Mountain Line survey instrument (English) 36

Exhibit 3.2 Mountain Line survey instrument (Spanish) 38

Exhibit 3.3 Customer survey business card (English)..... 40

Exhibit 3.4 Customer survey business card (Spanish)..... 41

Exhibit 3.5 Survey promotion - Vehicle car card, social media..... 42

Exhibit 3.6 Survey promotion - Web banner 42

Exhibit 3.7 Driver lounge poster 43



Chapter 1 | Survey Methodology

Moore & Associates, Inc. was selected to conduct Mountain Line's 2022 fixed-route customer survey. The survey instrument was designed to capture information regarding customer satisfaction, travel patterns and behaviors, and desired service improvements or changes; and to compile current customer data to support Mountain Line's ongoing marketing and service development initiatives. Mountain Line's prior customer survey was conducted in 2018.

Survey Development

Through consultation with Mountain Line staff, Moore & Associates developed a 24-question survey instrument divided into three sections: customer satisfaction, trip information, and demographic data. While many of the base questions remained similar to the 2018 customer survey to facilitate data comparison, several questions were added to gain insight as to how transit riders access bus stops (including method and distance), impact on ridership of potential service changes, and a series of demographic questions to support future Title VI reporting as well as grant applications.

Methodology

The lion's share of data collection was via in-person intercept. Of these, most were collected via intercept onboard the buses, while an additional sample was obtained through intercept surveying at the Downtown Connection Center from persons deemed to be waiting to board. Additionally, an identical online option was available promoted via a business card with a URL and QR code.

Data collection occurred across three weekdays and one Saturday: Friday, October 21; Saturday, October 22; Monday, October 24; and Tuesday, October 24, 2022.

Sampling Plan

A target sample size of 530 was established based on FY 2022 fixed-route ridership. Samples for individual routes were initially weighted based on percentage of total ridership. Given the desire to avoid over-sampling of Route 10, the weighted sample was reduced. The Route 10 sample alone (96 surveys) reflects a confidence level of 95 percent and a margin of error of +/- 10 percent. The balance sample (434 surveys) reflects a confidence level of 95 percent and a margin of error of +/- 4.65 percent. Overall, the survey sample is still 530, with a confidence level of 95 percent and a margin of error of +/- 4.2 percent. This approach ensures statistical validity at these levels.

Sampling plan based on FY 2022 data

	Annual ridership	% of total	Sample
Route 2	163,723	12.70%	67
Route 3	94,323	7.31%	39
Route 4	95,713	7.42%	39
Route 5	44,436	3.45%	18
Route 7	98,396	7.63%	40
Route 8	29,034	2.25%	12
Route 10	516,579	40.06%	212
Route 14	88,849	6.89%	37
Route 66	158,479	12.29%	65
Total	1,289,532	100.00%	530

Adjusted weight-based sampling plan

Route	Sample
Route 2	67
Route 3	39
Route 4	39
Route 5	18
Route 7	40
Route 8	12
Route 14	37
Route 66	65
Unassigned*	116
Route 10	96
Total	530

*Can be from any route except Route 10

Survey Sample

All routes were surveyed across the four days of data collection. A total of 536 valid surveys was achieved, slightly above the sampling target of 530.

Similar to nearly every other public transit provider, Mountain Line has experienced an appreciable decline in ridership since onset of the COVID-19 pandemic in Spring 2020. This impact is evidenced by the reduction in survey sample size between 2018 (1,003 surveys) and 2022.

Data Collection

The bilingual survey questionnaire (English and Spanish) was produced on double-sided 8.5 x 11-inch cardstock, eliminating the need for clipboards.

Trained surveyors had both a Mountain Line identification badge and yellow safety vest. Prior to boarding the scheduled trip, each surveyor was provided with a surveyor bag with a supply of survey forms, pens, a route-specific map and timetable, and an individual surveyor “paddle.”

Surveyors offered the bilingual (English/Spanish) survey to each customer upon boarding, while also offering assistance upon request. Survey participants were requested to return the completed instrument to the surveyor prior to leaving the bus. At the conclusion of each day’s data collection, all surveys were reviewed for completeness.

Riders who declined to complete the survey while onboard were provided a business card with a URL and QR code to the online survey.

Data Entry and Cleaning

All survey data was entered into a database using trained data entry personnel. Data cleaning was performed by trained personnel following completion of data entry. The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for analysis starting with simple frequencies following by data cross-tabulations.

Analytical Methods

The SPSS database allowed our project team to compile simple frequencies as well as data cross-tabulations within the dataset. Data cross-tabulations allow comparisons between survey responses providing further insight into customer profiles, travel patterns, perceptions of service, and demographics.

Presented herein is a summary of responses for each survey question.

Note: Survey questions offering “check all that apply” reflect data percentages higher than 100 percent.

Chapter 2 | Mountain Line Customer Survey

The analysis of the Mountain Line Customer Survey includes survey responses from customers onboard Routes 2, 3, 4, 5, 7, 8, 10, 14, and 66. A total of 536 valid surveys were collected.

Results of the survey were used to prepare a profile of a typical fixed-route customer. The profile rider is:

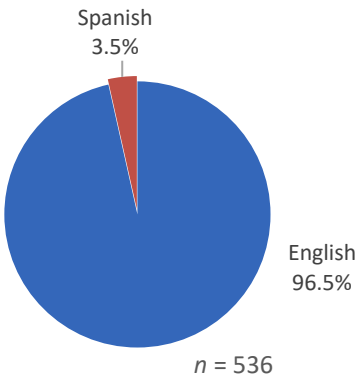
Mountain Line Customer Profile

- Is generally satisfied with Mountain Line service (4.5 out of 5-point scale);
- Uses Mountain Line to travel to work (38.8 percent) or school (24.2 percent);
- Has been riding Mountain Line one year or less (53.1 percent) Has been riding for two years or longer (44.6 percent);
- Mountain Line is their only transportation option (64.6 percent);
- Obtains service information via the website using a mobile device (36.8 percent);
- Rides five or more times per week (59.3 percent);
- Walks or uses bicycle/skateboard to travel to their bus stop (94.2 percent);
- Introduction of more frequent Saturday service would result in additional ridership (59.5 percent);
- Is employed either full- or part-time (49.6 percent);
- Is a work-age adult (age 25-64 years) (60.8 percent);
- Speaks English at home (79.1 percent);
- Has an annual household income of less than \$20,000 (50.6 percent);
- Does not have regular access to a personal vehicle (71.8 percent); and
- No vehicle in operating condition available to their household (48.1 percent).

Language

Nearly all respondents completed the survey in English. Only 19 respondents (3.5 percent) completed the survey in Spanish. While numerically modest, the number of persons opting to complete the survey in Spanish in 2022 is appreciably greater than in 2018.

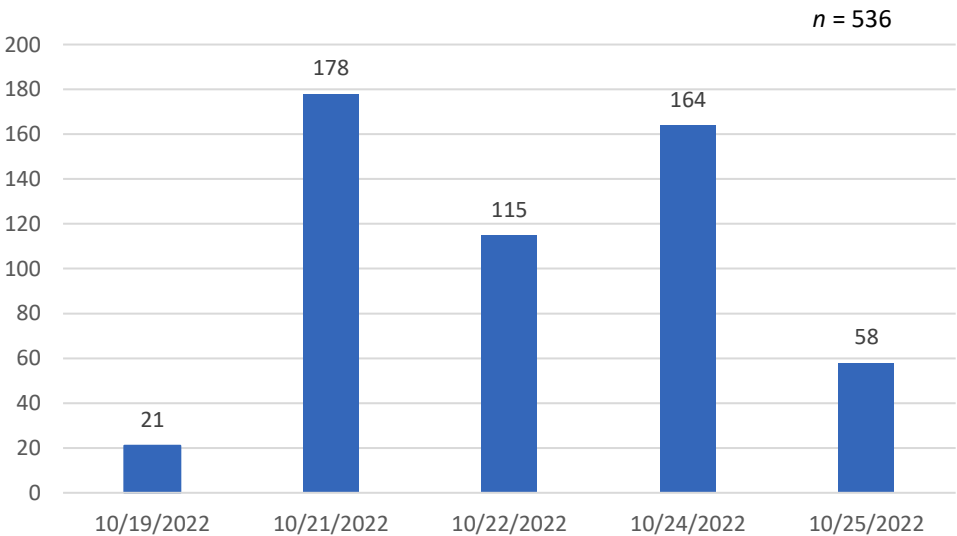
Exhibit 2.1 Language



Questions 1 and 2: Date and Time of Survey

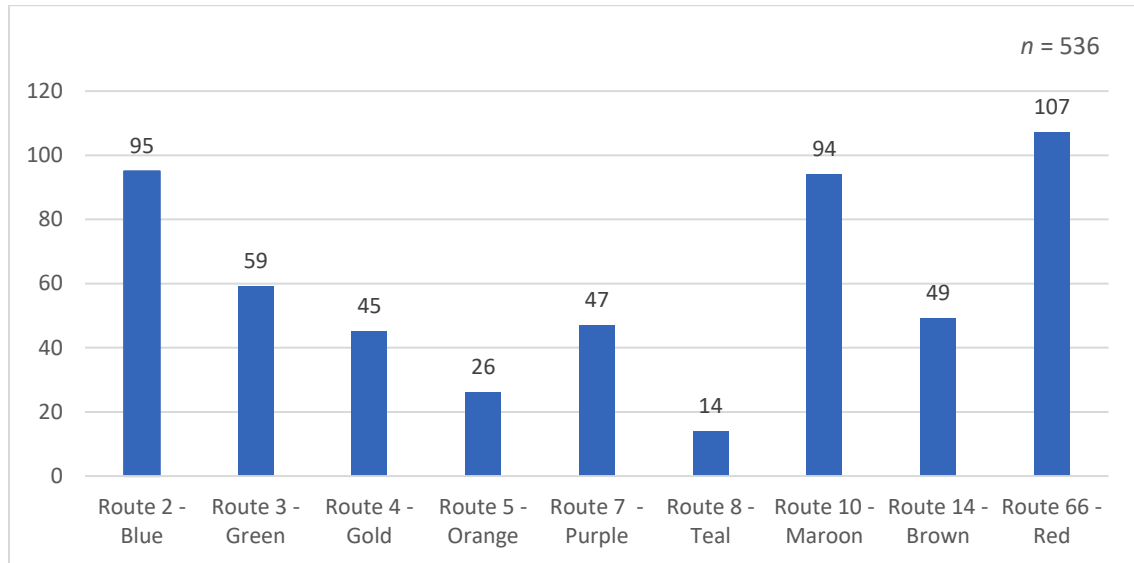
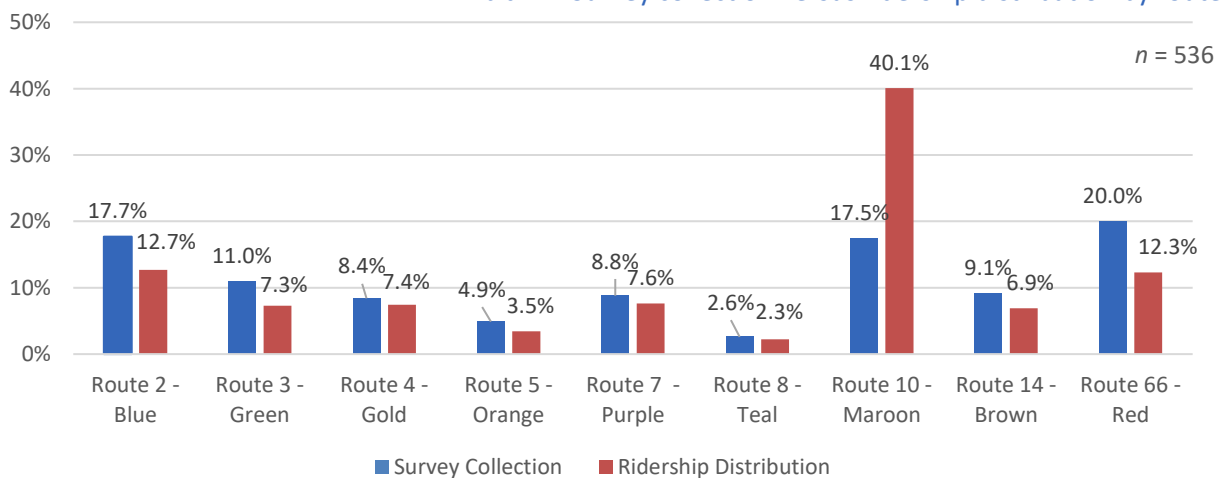
Survey fielding occurred across four calendar days and all service day-parts (morning, mid-day, and afternoon/evening). Surveys completed on days outside the intercept fielding days were completed online.

Exhibit 2.2 Survey date



Question 3: What route are you on today?

Survey collection by route reflects recent Mountain Line ridership activity, with the exception of Route 10 (as noted in Chapter 1). Given the sampling plan included a sampling target for “unassigned” surveys (which could be taken on any route except Route 10), actual sampling totals may differ from the sampling targets presented in Chapter 1.

Exhibit 2.3 Route**Exhibit 2.4 Survey collection versus ridership distribution by route**

Question 4: Please rate Mountain Line service in each of the following categories.

Customers were asked to rate Mountain Line across thirteen service attributes. Response options were presented as a matrix wherein survey participants could indicate *very satisfied*, *somewhat satisfied*, *neutral*, *somewhat dissatisfied*, or *very dissatisfied*. Each response option was weighted, with *very satisfied* equal to five points and *very dissatisfied* equal to one point. From this weighting, the consultant calculated a mean rating for each service attribute.

Cleanliness of buses and facilities and facilities was the highest rated attribute (4.61), followed by *fare/cost* (4.53), *safety and security onboard the bus* (4.52), and *overall service* (4.50). The lowest rated attributes were *hours of service* (3.9) and *real-time arrival app (Transit app)* (4.13).

Three new service attributes were included in the 2022 customer survey: cleanliness of buses and facilities, customer service, and real-time arrival app. While ratings for most attributes remained relatively unchanged from 2018, two attributes stand out. Bus driver courtesy declined 4.63 in 2018 to 4.47 in 2022 while on-time performance rose from 3.56 in 2018 to 4.32 in 2022.

Exhibit 2.5 Attribute mean ratings

Attribute	Mean Rating
Cleanliness of buses and facilities*	4.61
Fare/cost	4.53
Safety and security onboard the bus	4.52
Overall service	4.50
Availability of route/schedule information	4.48
Bus driver courtesy	4.47
Proximity of bus stops to your starting point/destination	4.42
Customer service*	4.39
Safety and security at bus stops	4.39
On-time performance	4.32
Ease of making connections	4.31
Real-time arrival app (Transit app)*	4.13
Hours of service	3.90

*Attributes added to 2022 customer survey

Exhibit 2.6 Cleanliness of buses and facilities

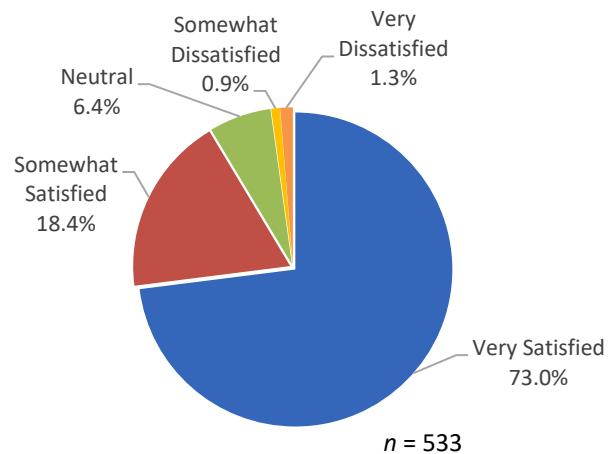


Exhibit 2.8 On-time performance

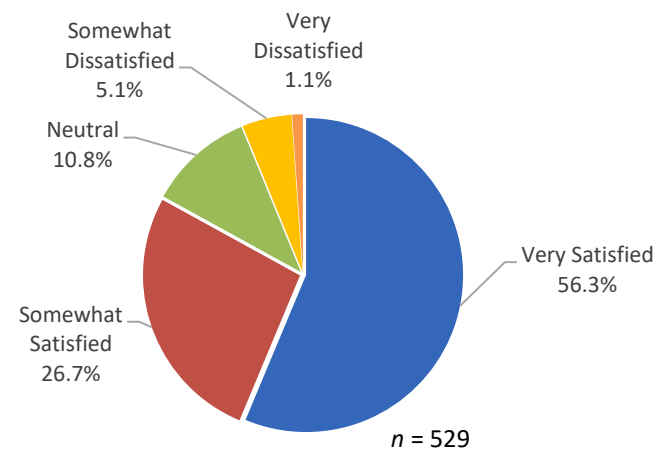


Exhibit 2.7 Bus driver courtesy

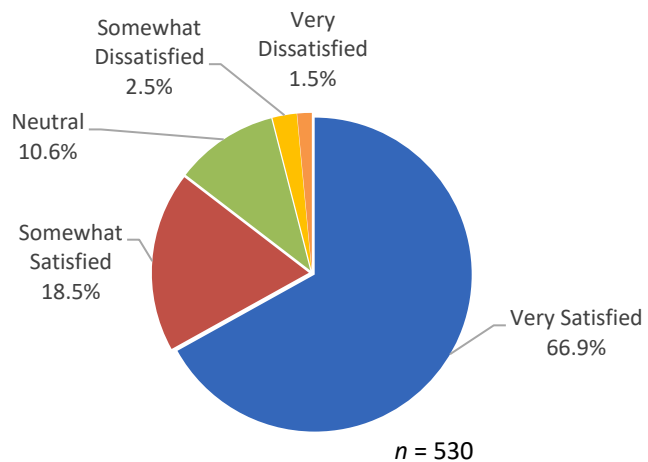


Exhibit 2.9 Ease of making connections

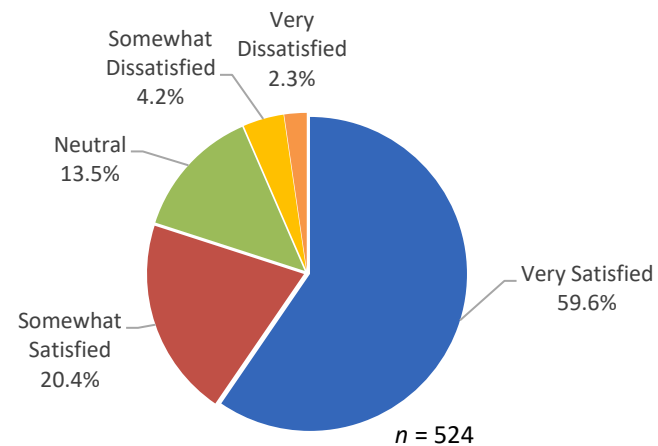


Exhibit 2.10 Safety and security at bus stops

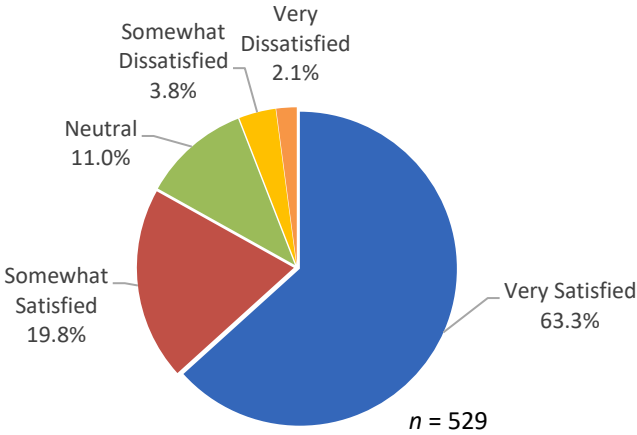


Exhibit 2.12 Hours of service

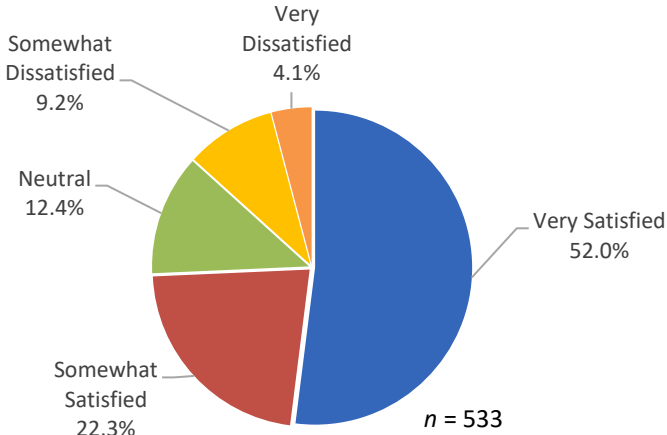


Exhibit 2.11 Safety and security onboard the bus

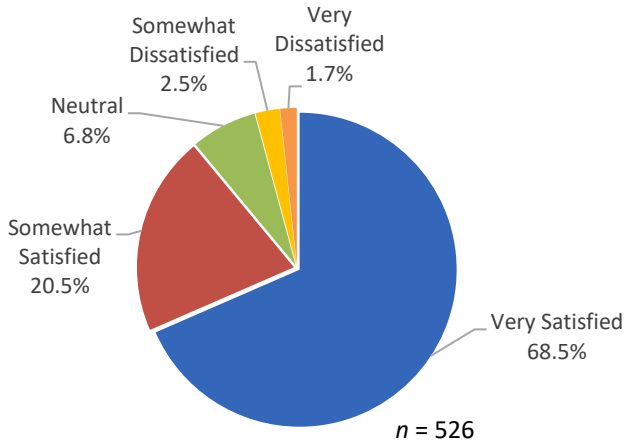


Exhibit 2.13 Proximity of bus stops to your starting point/destination

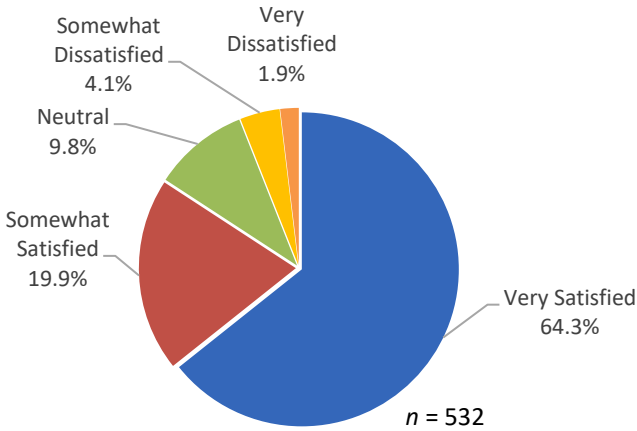


Exhibit 2.14 Availability of route/schedule information

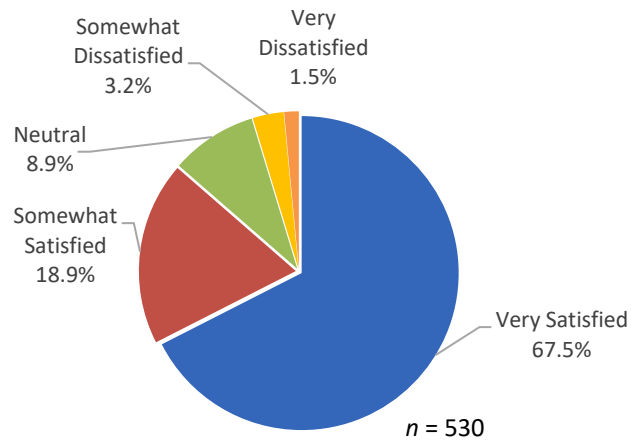


Exhibit 2.16 Customer service

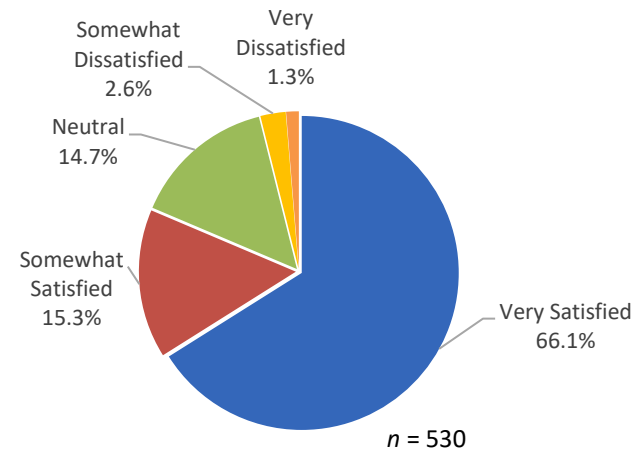


Exhibit 2.15 Fare/cost

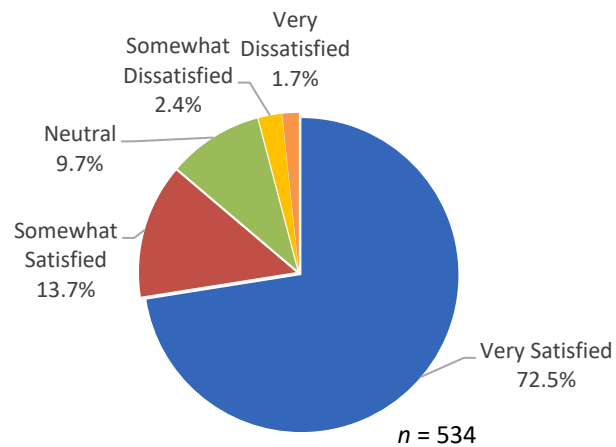


Exhibit 2.17 Real-time arrival app (Transit app)

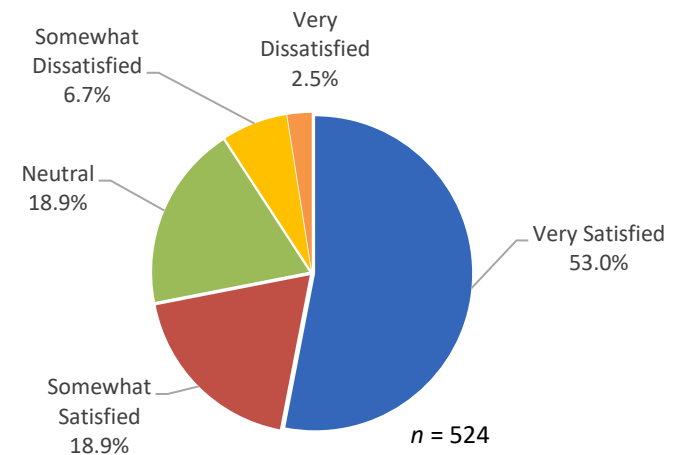
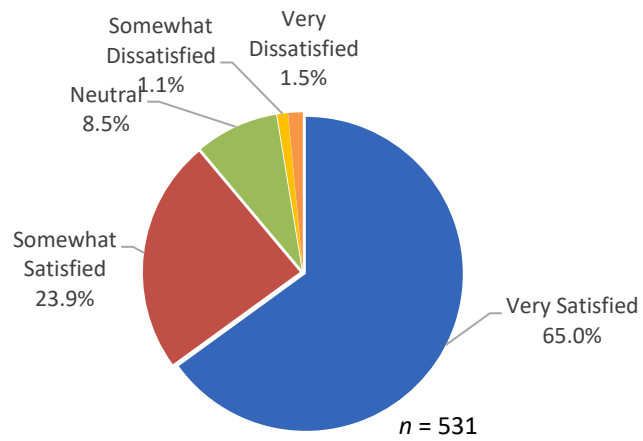


Exhibit 2.18 Overall service



Question 5: What is the main purpose of your bus trip today? (Check one only.)

Work was the most frequently-cited trip purpose (38.8 percent). *School* (combined college/vocational and K-12) comprised 24.2 percent of responses. *Shopping* (15.7 percent) and *leisure/recreation* (11.2 percent) were the next most common trip purposes. Few respondents indicated using Mountain Line for *medical* or *social service* trips.

By contrast to the 2018 survey, the percent of work trips declined nearly eight percentage points, while the share of school (college/vocational) trips increased fifty percent. The third-ranked trip purpose (shopping) increased nearly sixty percent.

Exhibit 2.19 Trip purpose

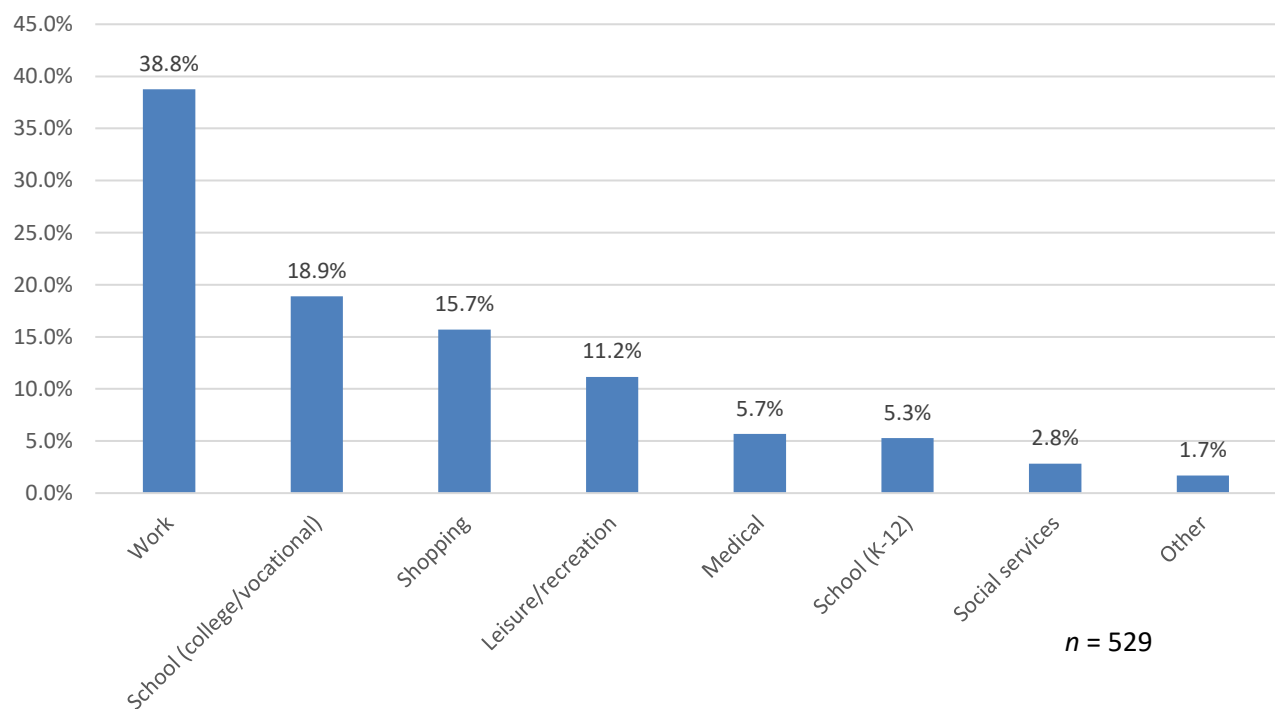
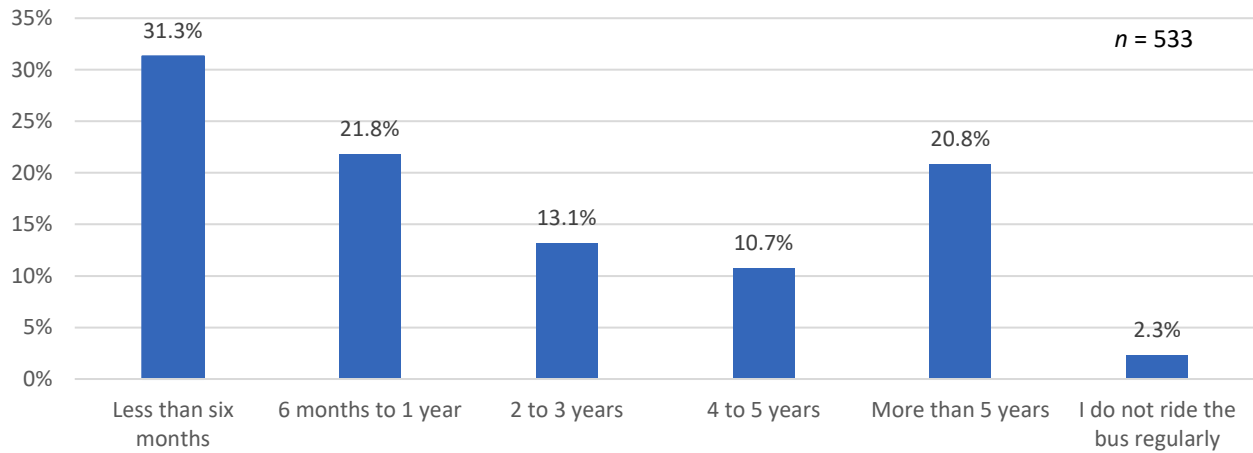


Exhibit 2.20 Trip purpose - other

Other (specify)	Frequency
Bank	1
Library	4
New I.D./Food	1
No car	1
P.O. Box	1
POA	1

Question 6: How long have you been riding Mountain Line buses on a regular basis?

Exhibit 2.21 Ridership tenure



When comparing the 2022 data with the 2018 data, two time-periods bear mentioning. First, the share of “less than six months” ridership nearly doubled. Second, the “more than five years” ridership category was nearly identical. This suggests Mountain Line has been successful in attracting new customers, despite the impact of the pandemic. Further, in contrast to many other transit providers, the long-time tenure of riders is appreciable. That is, Mountain Line has been successful retaining customers which is borne out by the high overall satisfaction rating.

Question 7: What is the main reason you chose to ride the bus today? (Check one only.)

Nearly 65 percent of the riders surveyed indicated riding Mountain Line due to few or no other transportation options. This connotes a relative high degree of transit-dependency within Mountain Line’s core customer base. *Convenience* (14 percent) was the second most-common reason.

In contrast to the 2018 survey, two categories stand out. First, “environmental benefits” which increased approximately 250 percent. Second, “to avoid traffic/parking fees” which increased nearly 65 percent. The consultant believes at least a portion of the “environmental” increase can be attributed to overall public awareness as to the impacts of climate change as well as the significant share of youth/college ridership.

Exhibit 2.22 Reason for riding

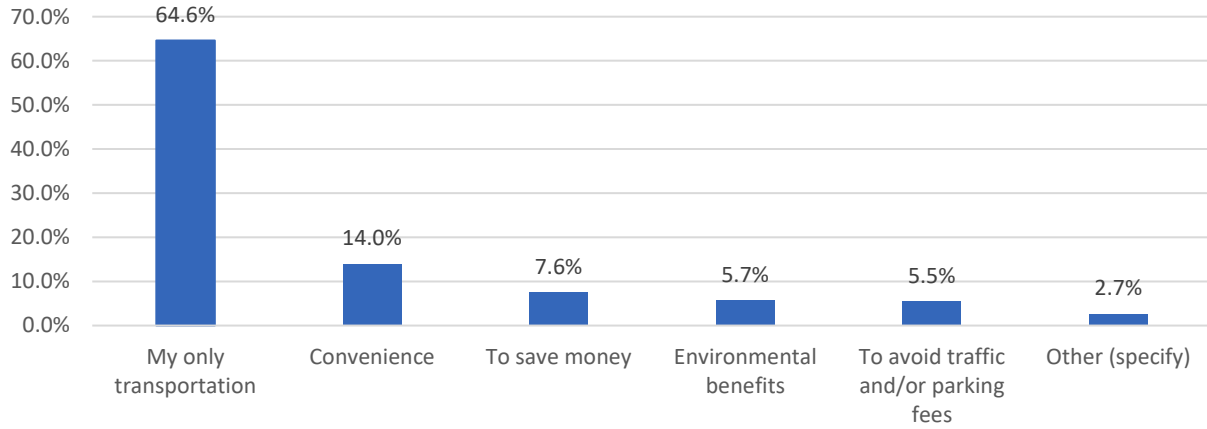
 $n = 528$ 

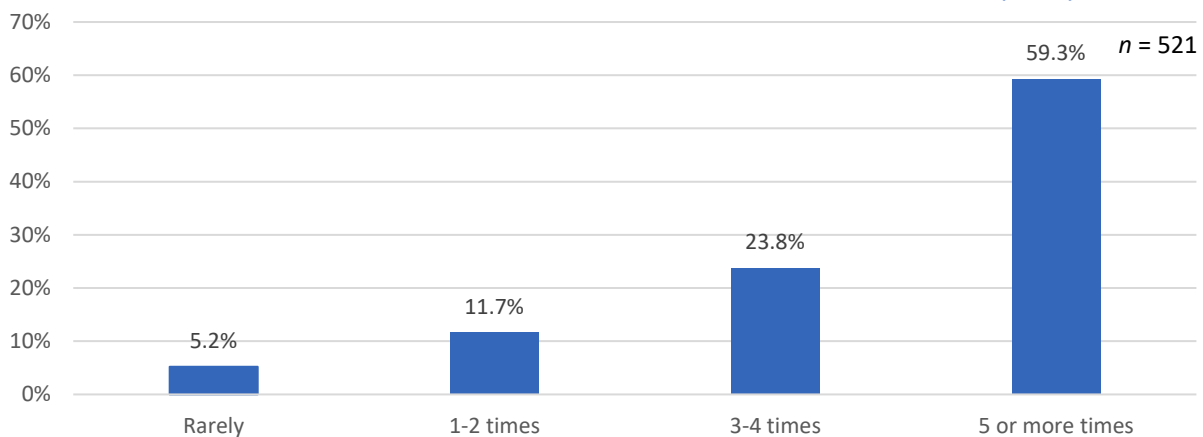
Exhibit 2.23 Reason for riding - other

Other (specify)	Frequency
All	1
City tour	1
Cold, snowy weather	1
Food market	1
Lazy person	1
No car	1
No license	1
People watch	1
School	1
Time vs. walking	1
Training students	1
Work	1

Question 8: In a typical week, about how many times do you ride the bus? (Check one only.)

Based on the survey sample, Mountain Line customers appear to be frequent riders, with approximately 83 percent stating they ride three or more times per week. Only 5.2 percent cited riding *rarely*.

It should be noted that the question asked how many *times* in a typical week the respondent rides, rather than how many *days*. It should also be noted that *five or more times* could represent just two-and-a-half round trips, all of which could be included in a single day of use. The question wording was kept identical with the 2018 survey to facilitate data comparison. The overall results of this question are very similar to the 2018 survey.

Exhibit 2.24 Frequency of ridership**Question 9: How do you get information about Mountain Line schedules and/or status? (Check all that apply.)**

Mountain Line website via mobile device was identified as the most popular source for schedules and bus status, with nearly 37 percent of respondents citing its use. Nearly 30 percent cited use of the *Transit app real-time arrival*, while nearly 27 percent use the *Mountain Line Ride Guide*.

While many of the survey participants appear to be comfortable with digital/electronic resources, it is important Mountain Line continue to offer traditional information sources (such as printed schedule brochures/Ride Guide, bus shelter posters, and the call center) to effectively serve customers who either do not have access to such technology or who are not technology savvy. In comparison to the 2018 survey, two information categories stand out: social media declined by nearly 50 percent while use of Google Transit increased more than 50 percent.

Exhibit 2.25 Information sources

n = 536

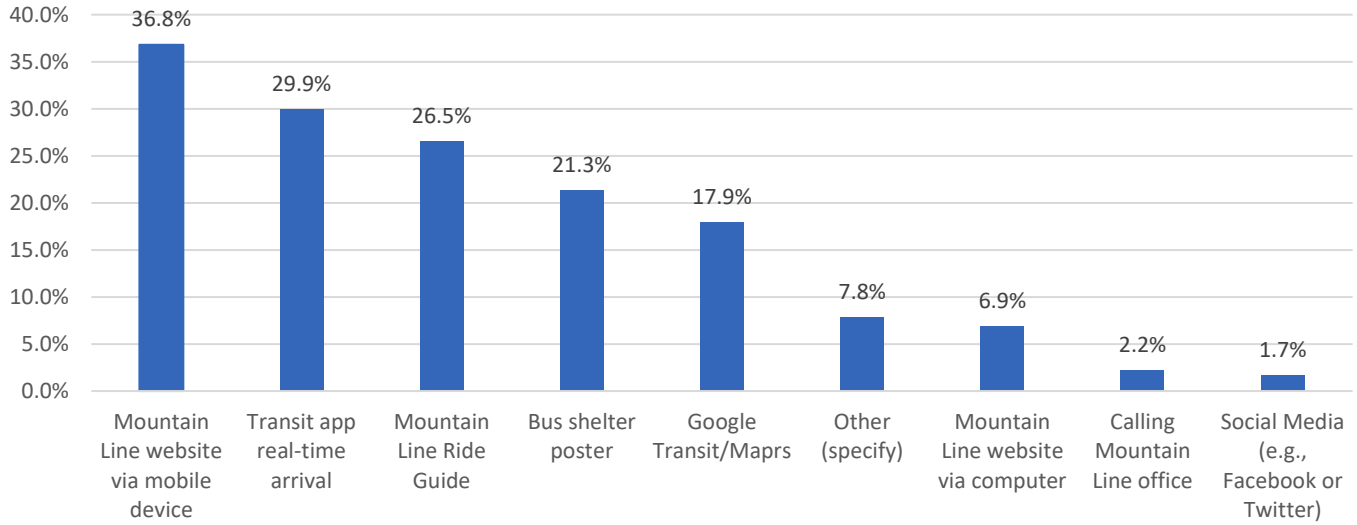


Exhibit 2.26 Information sources - other

Other (specify)	Frequency
Apple maps	1
Drivers	5
Family	2
Friends	2
I do not	1
Memory	4
NAU	2
People	1
School	1
Text the number	22
N/A	1

Question 10: If Mountain Line were not available, how would you have made the surveyed trip?

This is a newly added question to the 2022 survey instrument. The majority of respondents, nearly 30 percent, indicated they would *walk/wheelchair* if Mountain Line was not available. A combined 31.4 percent reported they would *drive themselves* or *get a ride from a friend/family member/coworker* if Mountain were not available for the surveyed trip.

Exhibit 2.27 Mobility alternatives

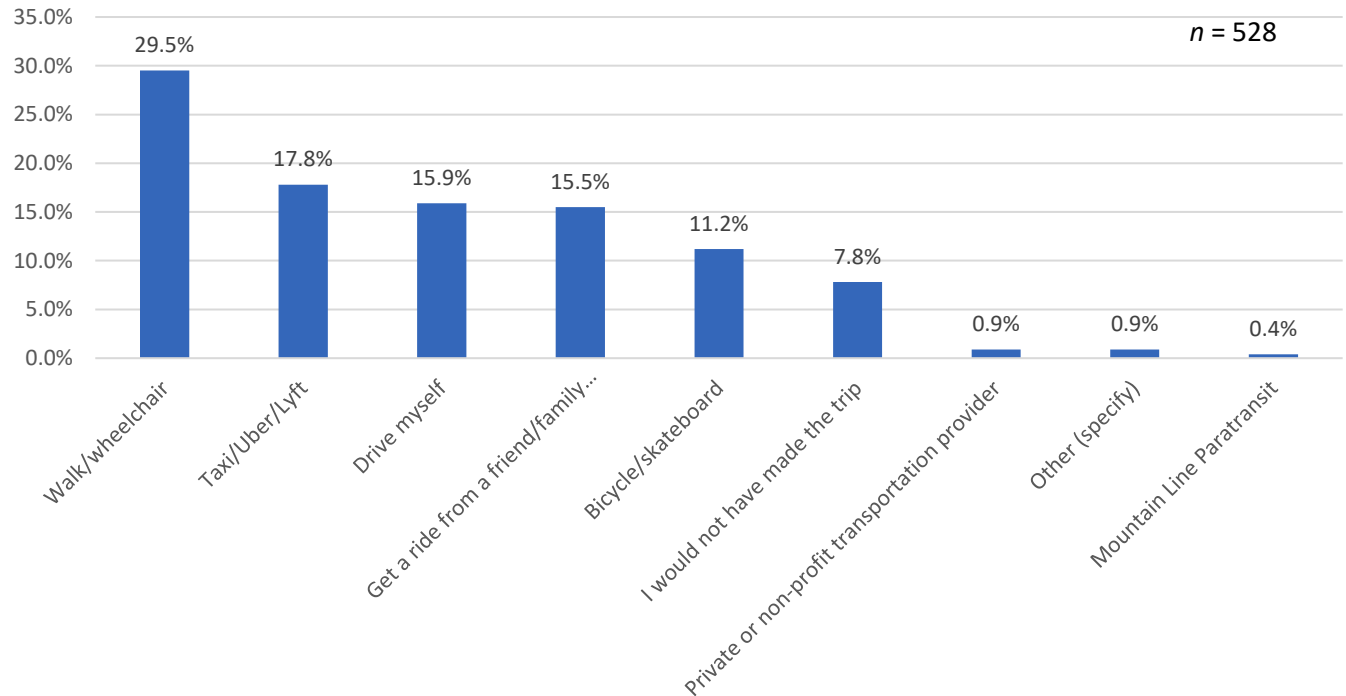
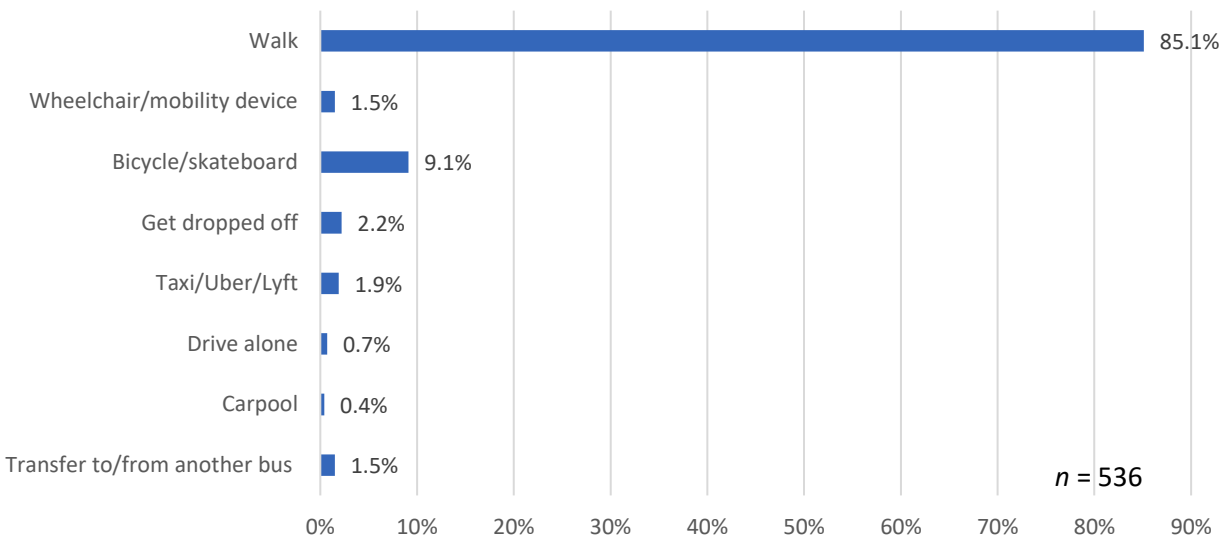


Exhibit 2.28 Trip alternatives - other

Other (specify)	Frequency
Move closer to NAU	1
NAU buses	2
Not sure	1
Resource transportation	1

Question 11: How did you travel to and from the bus stop for this trip? (Check all that apply.)

The vast majority of survey participants (94.2 percent) either *walk* or use a *bicycle/skateboard* to access the bus stop. Of those indicating transferring to/from another bus, only one identified which bus service or route they transferred from (Hopi Transit). In comparison to the 2018 survey, the percentage of surveyed riders indicating “walk” increased nine percentage points, while the number citing “transfer to/from another bus” declined nearly 90 percent.

Exhibit 2.29 Access to and from bus stop

Survey participants who indicated *walk*, use of a *wheelchair/mobility device*, or *bicycle/skateboard* were asked to quantify the travel distance to the bus stop. Nearly 80 percent cited a half mile or less.

(Note: Exhibit 2.30 illustrates percentages with respect to the 467 respondents who provided a response regarding distance to their bus stop. Exhibit 2.31 includes the percentages for stop to their destination.)

Exhibit 2.30 Access to bus stop – miles

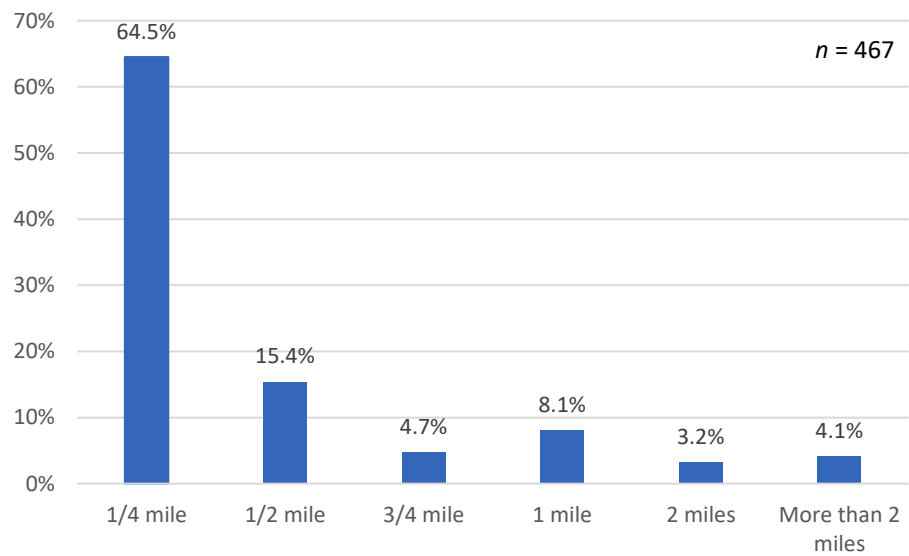
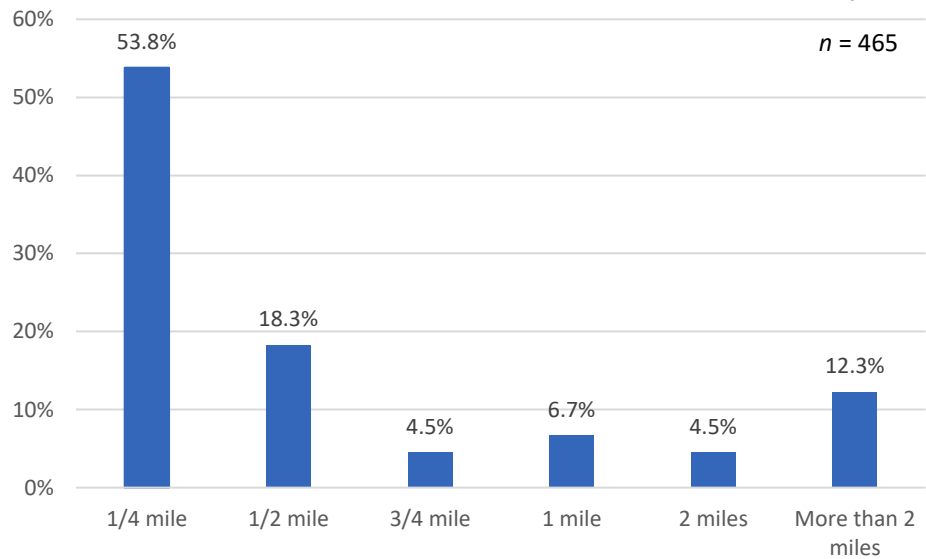


Exhibit 2.31 Access from bus stop – miles



Question 12: What impact would the following have on how often you ride Mountain Line?

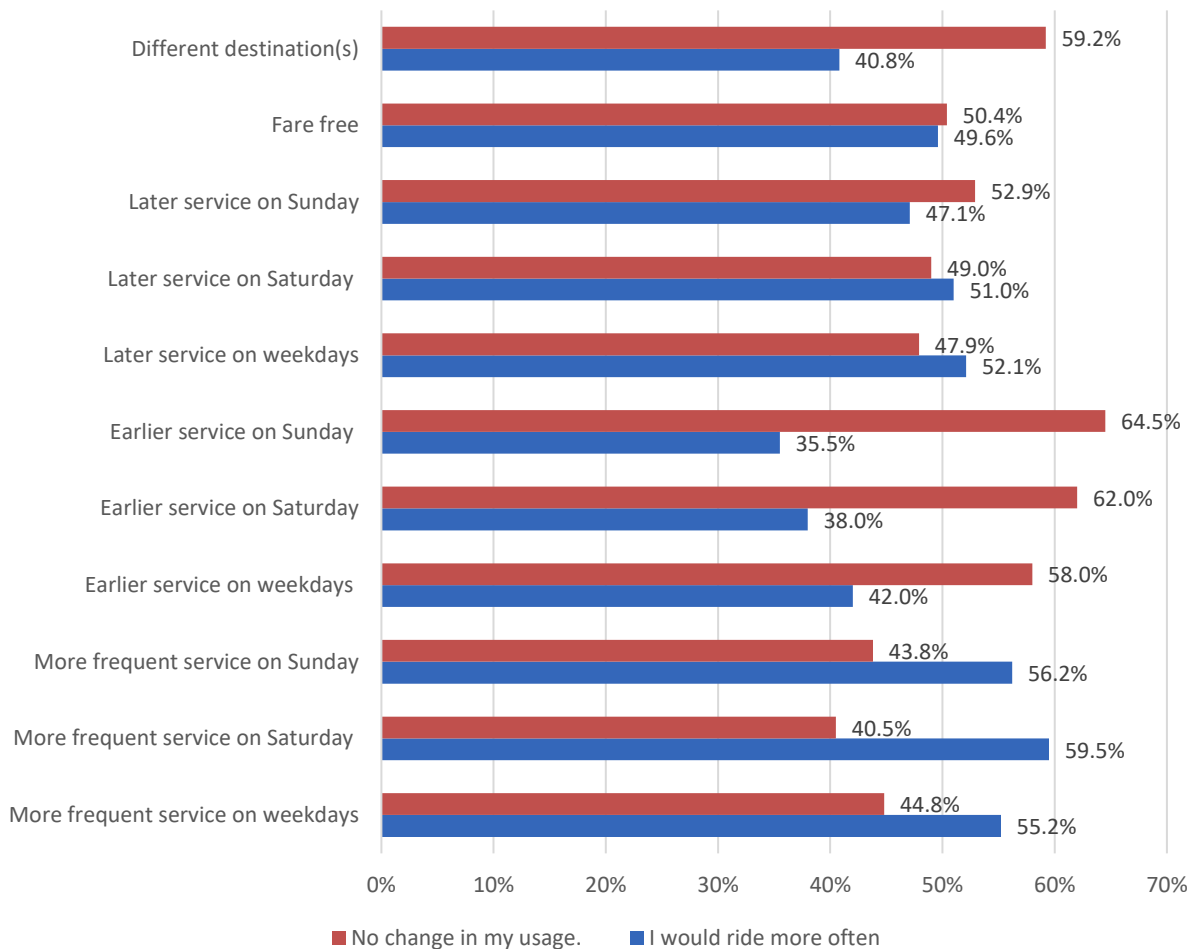
This question asked customers to forecast the impact which introduction of a specific service improvements could have on their use of Mountain Line. In other words, would introduction of the proposed improvement cause them to rider more often or result in no change.

Three potential service enhancements could potentially result in increased ridership: *more frequent service on Saturday* (59.5 percent), *more frequent service on Sunday* (56.2 percent), and *more frequent service on weekdays* (55.2 percent).

Earlier service on Sunday (64.5 percent), *earlier service on Saturday* (62 percent), and *different destinations* (59.2 percent) would have the least impact on ridership.

For comparison purposes, the top three preferred service improvements identified in the 2018 survey were *later weekend service* (70.8 percent), *more frequent weekend service* (71.6 percent), and *“later weekday service”* (60.3 percent).

Exhibit 2.32 Impact of service improvements on ridership



Several survey participants identified new or different destinations they would like to have Mountain Line serve. In reality, many of said destinations are already served by one or more Mountain Line routes. This suggests an opportunity for destination-specific promotion. Locations which garnered multiple responses include Airport, Doney Park, Flagstaff Homeless Shelter, and Railroad Springs.

Exhibit 2.33 Impact of service improvements on ridership – different destination

Other (specify)	Frequency
Airport	1
Cedar West	1
Chevron on Railroad Springs	1
Doctor's Office	1
Doney Park	1
Doney Park, Country Club, Fort Tuthill, Railroad Springs, Airport	1
East side of town	1
Fairgrounds	1
Flagstaff homeless shelter	2
Fort Tuthill	1
Fourth Street and Aspen Place	1
Further down Butler and around the Country Club	1
Further north (Doney Park) and Fort Tuthill	1
Further out on the 66 and further up towards Lake Mam.	1
Further past Lake Mary	1
Goodwill	1
Kachina and Mountainair	1
Kiltie Lane (WL Gore Facilities)	1
Medical buildings	1
Near Cafe Rio	1
Presidio in the pines	1
Railroad Springs	1
Route 7 at Napa Auto Parts on Butler	1
Sam's Club, can add to Route 7	1
Sedona	1
Silver North of town	1
University Heights	1
Walnut Meadows and Walnut Hills	1
San Antonio	1
Woodlands Village	1
YMCA	1

Respondents were also provided an opportunity to identify other potential service changes which could increase their use of Mountain Line.

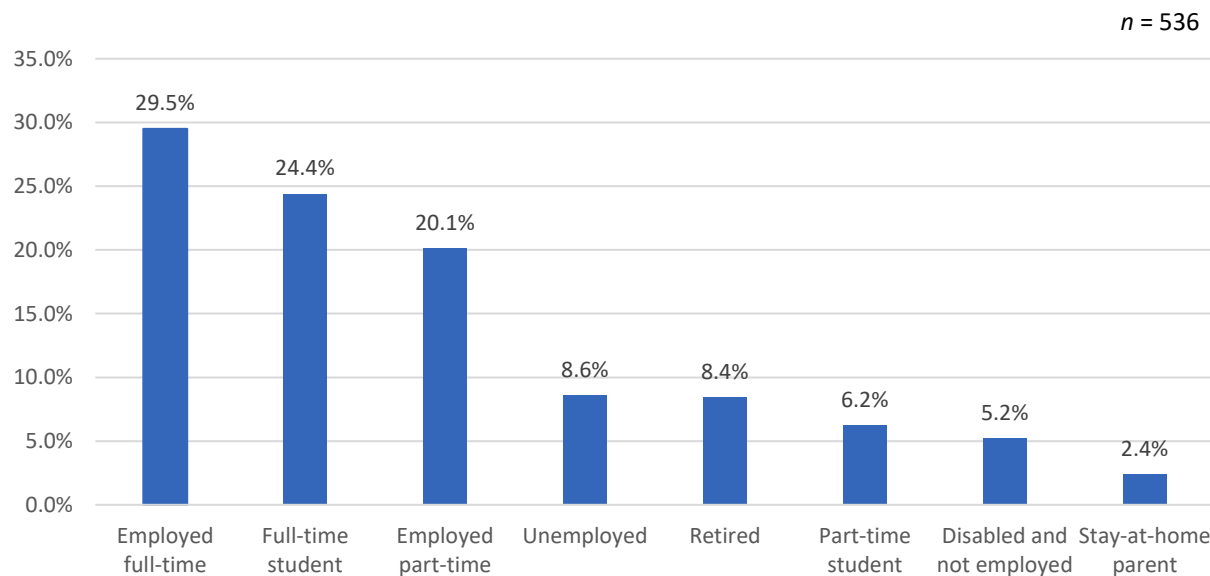
Exhibit 2.34 Impact of service improvements on ridership - other

Other (specify)	Frequency
Easier access to the East.	1
Increase stops; does not mean that the driver has to stop at all the stops.	1
Less walking between stops.	1
More stations.	1
More stops in general.	1
Route 66 bus being more frequent and matching with the Route 10 line.	1
Some destinations have stops too far away or take longer to get to.	1
We are not locals, only passing through Flagstaff.	1

Question 13: Are you... (Check all that apply.)

More than 49 percent reported being employed either full- or part-time, while 30.6 percent indicated being a full- or part-time student.

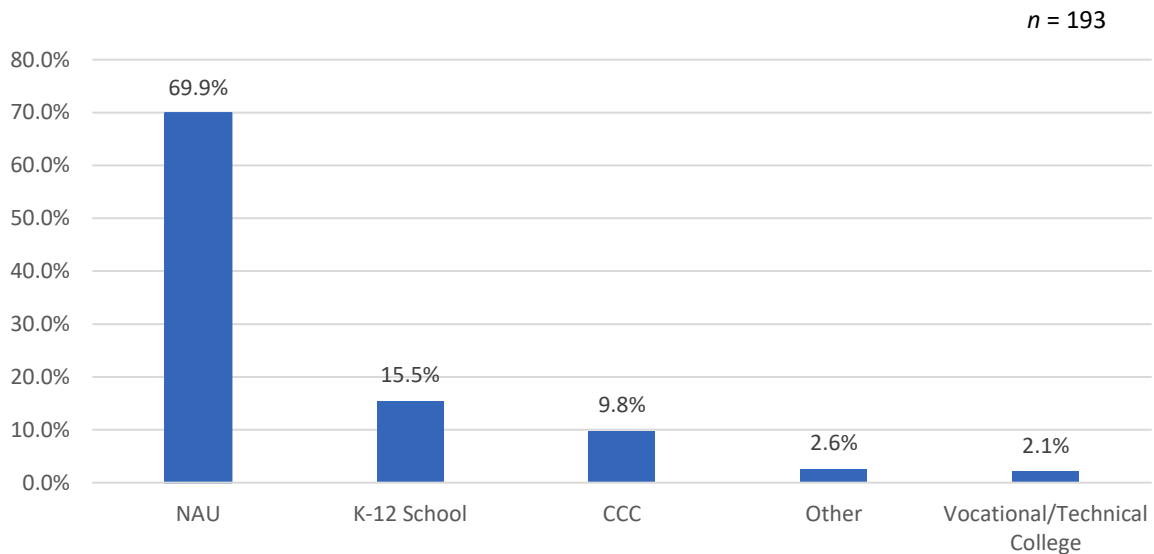
Note: There was no age minimum for survey participation. Goal was to survey customers who appear to be sixteen years of age or older.

Exhibit 2.35 Employment status

Of survey participants identifying as either a *full* or *part-time student*, a follow up question asked to specify which school they attend. Of the 193 responses, *NAU* was the most frequently-cited (69.9 percent) followed by *K-12 school* (15.5 percent). Other schools listed include ASU, FALA, Online, and University of Phoenix.

While the results of the 2022 survey for this question were similar to the 2018 survey, one difference stands out. The percentage of respondents for *employed full-time* decreased seven percentage points.

Exhibit 2.36 School enrolled



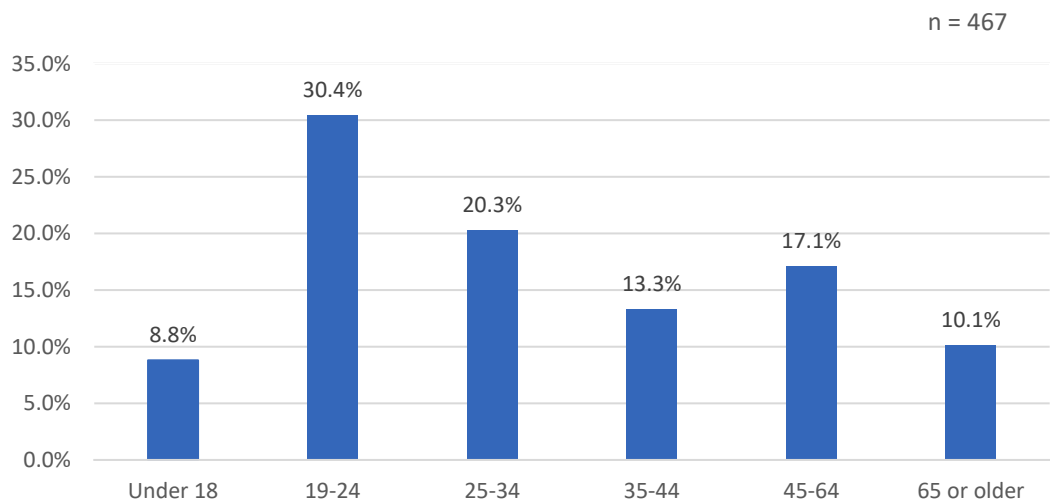
Three differences from the 2018 survey stand out. The percentage of *NAU* riders more than doubled. By contrast, the number of *K-12 school* riders decreased almost by half while *CCC* riders decreased by approximately two-thirds.

Question 14: How old are you?

Nearly 13 percent of respondents selected *decline to respond* for this question. Among those identifying a specific age cohort, adults age *19-24 years* was the largest.

The most notable differences versus the 2018 survey is specific to riders 65 and older which increased two-fold.

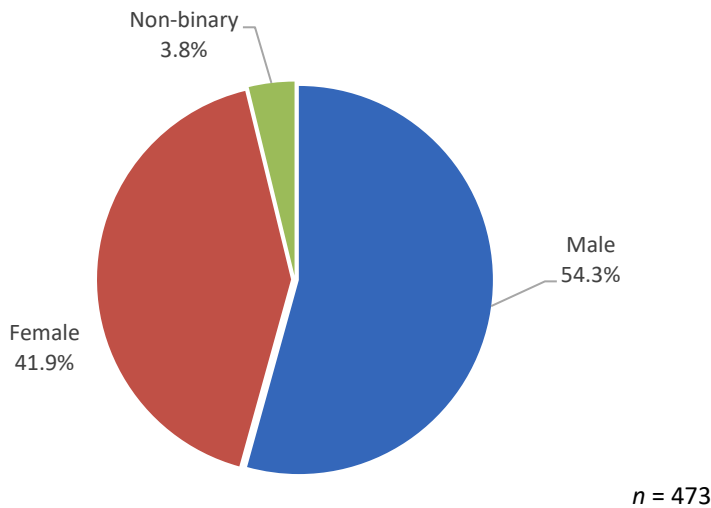
Exhibit 2.37 Age



Question 15: What gender do you identify with?

Nearly 12 percent of respondents selected *decline to respond* for this question. Male was cited by 54.3 percent, while *female* was selected by 41.9 percent.

Exhibit 2.38 Gender



Question 16: What is your race?

Nearly 13 percent of survey participants selected *decline to respond* for this question. Among those who provided a response, 56 percent self-identified as *White/Caucasian*. A further 24 percent self-identified as *American Indian/Alaskan Native*.

Exhibit 2.39 Race

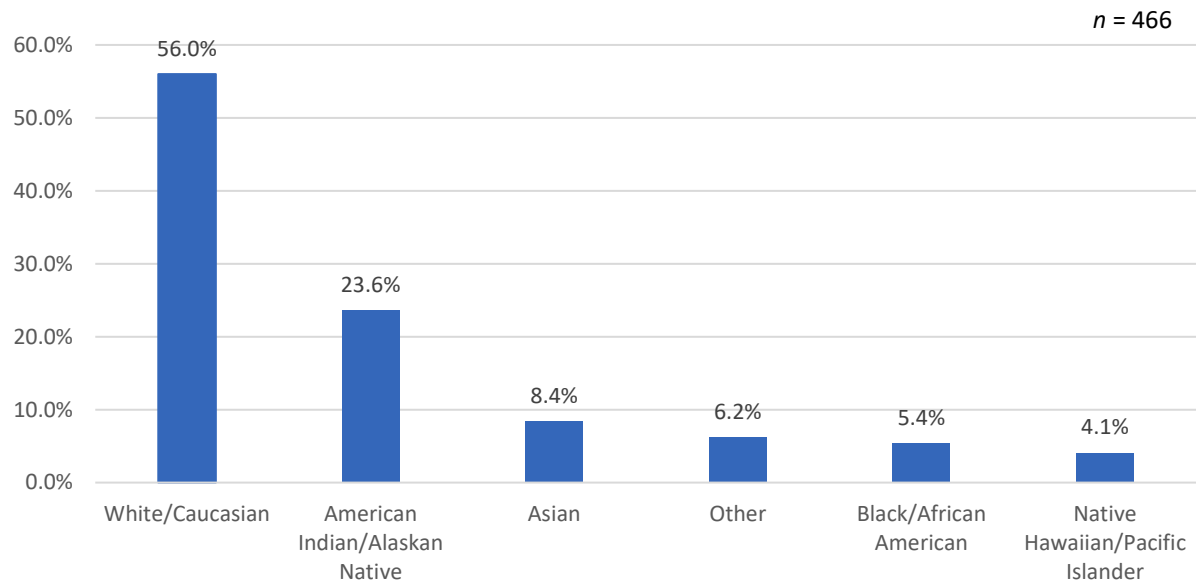


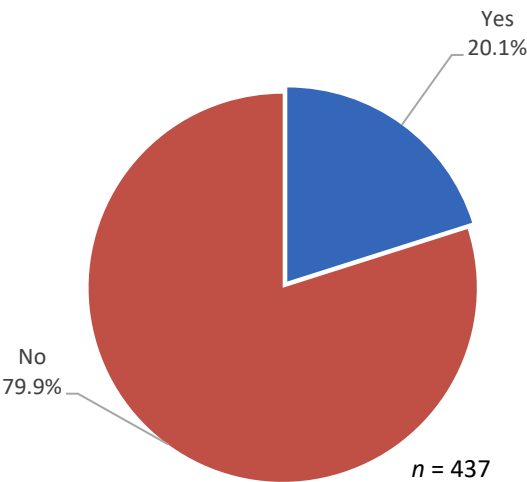
Exhibit 2.40 Race - other

Other (specify)	Frequency
Diné/Navajo	4
Hispanic/Latinx	20
Hualapai	1

Question 17: Do you identify as Hispanic/Latino?

Nearly 19 percent of survey participants selected *decline to respond* for this question. Among those who selected a specific ethnicity, 20.1 percent self-identified as *Hispanic/Latino*.

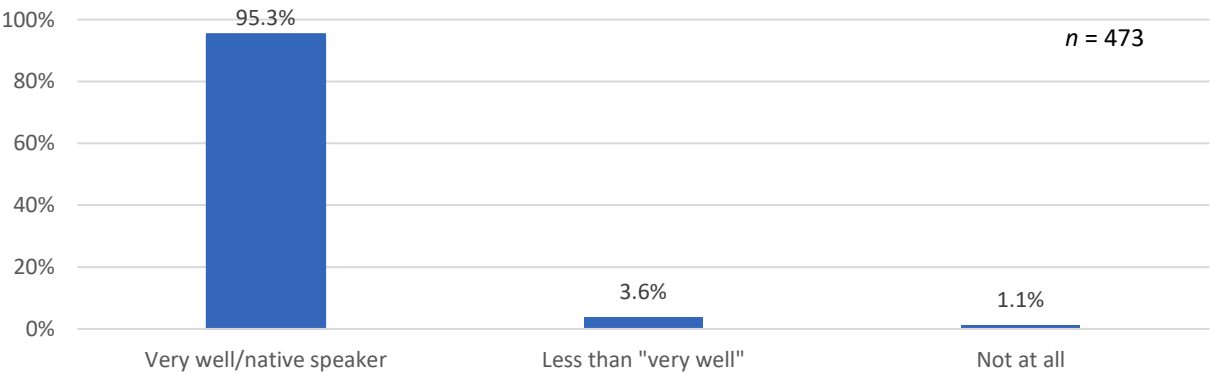
Exhibit 2.41 Identification as Hispanic/Latino



Question 18: How well do you speak English?

Respondents were asked how well they speak English in an effort to identify riders with limited English proficiency.

Exhibit 2.42 English



Question 19: What language(s) are spoken in your home?

English is the most common language spoken in survey participants' homes (79.1 percent). *Spanish* garnered 7.6 percent, while nearly 13 percent identified a language other than *English* or *Spanish*. *Navajo* was the most common write-in language.

Exhibit 2.43 Language – other (specify)

Other (specify)	Frequency
American Sign Language	2
Amhar	1
Chinese	1
French	4
German	5
Hebrew	1
Hindi	1
Hindi, Telugu	4
Hopi	1
Hopi/Navajo	1
Italian	1
Japanese	1
Kannada	1
Korean	1
Native	1
Navajo	18
Navajo and Apache	1
Shona and Ndebele	1
Telugu	5
Turkish, Uzbek	1
Vietnamese	1

Question 20: In what language(s) do you prefer to receive information?

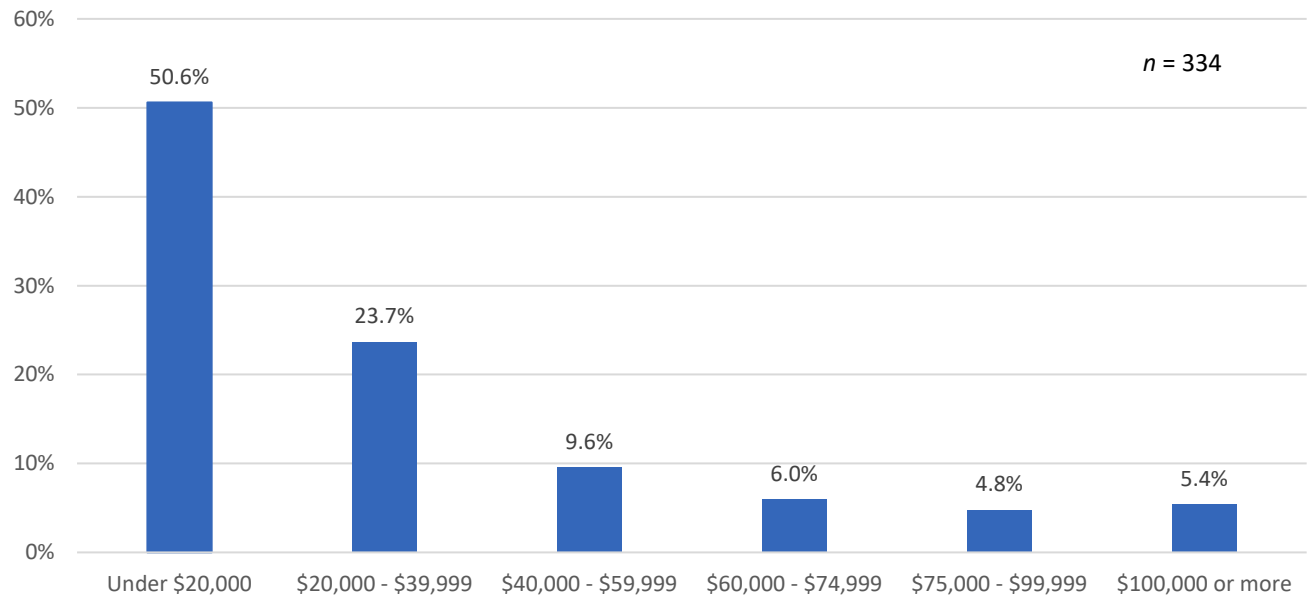
English is the most common language in which respondents prefer to receive Mountain Line service information (84.3 percent). An additional five percent indicated Spanish as the preferred language. Seven survey participants cited other languages including American Sign Language, Hopi, and Navajo.

Question 21: What is your total annual household income?

Among the 334 survey participants who provided a specific response, more than half (50.6 percent) indicated an annual household income of under \$20,000. An additional 26 percent cited an annual household income in excess of \$40,000.

The most notable difference versus the 2018 survey is substantial increases in persons within the higher income categories (that is, \$40,000 and above). Perhaps this is best explained by the number of survey participants identifying as single vehicle households. If true, this suggests an increase in “choice riders”.

Exhibit 2.44 Household income

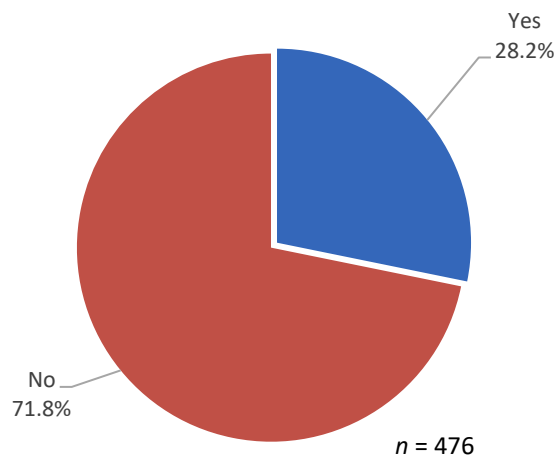


Question 22: Was a vehicle available to use on this trip instead of taking the bus?

Nearly 72 percent of the riders surveyed indicated not having access to a working vehicle to make the surveyed trip. This is consistent with Question 7, wherein 64.6 percent utilize Mountain Line as their sole transportation option.

Data comparison with the 2018 survey is not possible because the 2018 question was worded differently.

Exhibit 2.45 Vehicle availability

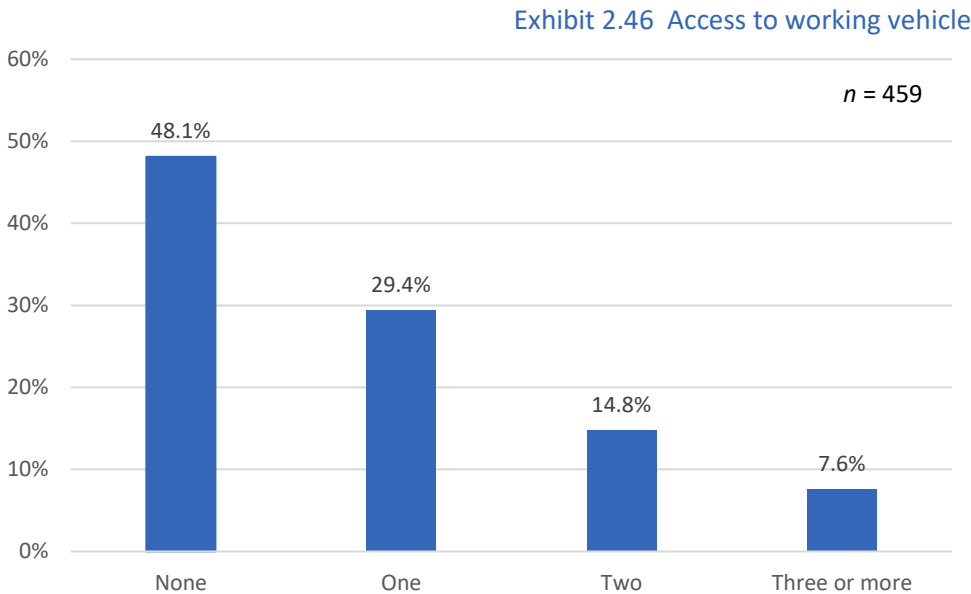


Question 23: Are you a licensed driver and able to drive?

Fifty percent of all survey participants indicated having a current driver license as well as the ability to drive.

Question 24: How many vehicles in operating condition are available to your household?

Nearly half of respondents (48.1 percent) indicated no access to a working vehicle.



Question 25: Is there anything else you would like to tell us about Mountain Line?

The final question invited survey participants to write in anything further they would like us to know about Mountain Line service. A list of their responses is comprised in Exhibit 2.47.

Exhibit 2.47 Other comments

Other (specify)
10/10 service. Wish it was more frequent and that the bus departure lined up with bus arrival at downtown connection center.
A route in addition to the RT 3 trip. Continue down Butler Ave and around Country Club Dr passing Wyndham/Driving Range.
A wonderful system.
All is good.
Always on time.
Appreciate the statement of NAIPTA headquarters. Thank you! God bless your drivers for making it possible.
Bathrooms at Downtown CC, please.
Blessings!
Bring back newspapers onboard.
Bus drivers could be nicer, and wait if they see someone running to the stop.
Bus drivers need to wait a little longer when people are boarding and not pass them up while they're waiting.
Carry newspapers on buses like the past.
Connection between Route 2 westbound at the hospital could come a couple minutes earlier to catch Route 5 bus to Cheshire.
Disappointment. Tickets not available on mobile device/payable by card, no change given by bus drivers on bus!
Do not like having to ask a driver to the lower the bus multiple times.
Drivers are very friendly but I have had a driver pass me at a stop visibly waiting. I have friends that would appreciate a route to Kachina Village and Mountainair. Jen and Herman are both very friendly.
Drivers are very kind, courteous and respectful of this senior lady. Always pleasant ride experience for me!
Earlier buses would be nice. I could work 6am - 2pm instead of 8am - 4pm. Also buses that go to Woody Mountain/Kiltie Lane would be very nice for my other job.
Early a.m. bus runs.
Everyone is kind.
Expand bus service to Bellmont Sedona and North of Xmas Tree area. Doney Park
Expand bus stops in Doney Park or closer to Doney Park. People have to walk to Circle K just to get on a bus.
Expand buses to Doney Park. We have to walk into town to get to a bus stop.
Extend the bus route to Doney Park. Have to walk to Circle K to catch bus.
For the most part, you are pretty good. I have lived in larger cities with better.
Free fare days = more vagrants and harassment.
Free rides for homeless and lower fares to one dollar.
Friendly


Other (specify)
Get back to regular service on weekdays. No more fires and that was the reason service went less right after I got to town.
Good drivers.
Good job y'all. Have a great day!
Good job! Drive good in weather.
Good job.
Good services.
Great crew, very safe drivers.
Great service and very convenient.
Great service but I would like to see Route 4 go back to regular service.
Great small town bus system. Being a survivor of multiple strokes - glad to have the service and I use it as such.
Great that there are drivers willing to drive.
Help people.
How often is everything sanitized?
I am thankful for NAIPTA.
I appreciate when the driver is respectful, polite, and helpful.
I enjoy the overall experience that Mountain Line provides.
I feel safe riding this bus as a minor.
I have been riding for 15+ years. Your service has been exceptional until recently. I am aware of (COVID) complications and hope issues to be resolved. Late night hours please!
I like Mountain Line. It gets me where I need to go.
I love riding the Mountain Line bus since 7 years.
I prefer NAIPTA to the Valley system.
I ride bus downtown to avoid parking downtown.
I think bus drivers must not let drunk persons in the bus. They seem to cause a chaos and it feels unsafe.
I think Mountain Line is the best. Route 3 has the best bus driver.
I work nights and need late night service.
I would like some sort of notification if and when a bus schedule is changed (ex. over the summer, I was aware of a reduced weekday schedule when I needed a specific bus).
I would like weekday and weekend the same.
It would be nice if the Route 5 came more often.
It's amazing and pretty convenient for me being in high school.
It's awesome.
It's been really helpful to have your service. I just wish there were more stops in general and later service on weekends.
It's very helpful.
Keep up the amazing work, I appreciate all that you workers do for people with no transportation.
Keep up the awesome work! We love riding Mountain Line.
Later weekend times and accurate arrival times would be nice.
Live in Flagstaff because of the exemplary service you provide.
Love the service.

Other (specify)
Lower fare.
More bus stops at every dug out - stops are too far apart.
More fare free for the homeless.
More frequent (30 minutes) on weekends would be wonderful!
More service on Sat and Sun 7 and 66.
More stops. Bus stops are too far apart.
Need late weekends.
Need to expand to Doney Park a lot of people walk in to town just to get on the bus.
Nice drivers attitude please.
No, all good.
Not allowing students without Jack Cards.
Not enough stops. Too far in between stops. Do not rush customers. Herman is very rude.
Obviously, you need to have a bus that goes to the Flagstaff shelter, less fares and shorter bus stops between bus stops.
On Route 7, bring back bus stop at Napa Auto Parts.
Please provide some extra buses on weekends. During weekends we are supposed to wait for long time at bus stops. Hoping a positive response from you.
Please stop leaving the windows open in the winters, buses are very cold.
Route 4 is not reliable, doesn't show up for hours, ends up walking.
Service to Doney Park would be nice.
Sometimes the bus will not come on time.
Tech companies in the area, like Walmart in Arkansas have given grants to the buses so their riders can ride free. Arkansas has WIFI in their buses. Downtown restroom facility!
Thank you for doing a great job! Keep up the good work.
Thank you for letting us ride Route 66.
Thank you for taking care of us.
Thank you for the safe ride.
Thanks for being here and all you do!
The Flagstaff bus system is structured very well. I am always able to get around town no matter where I start.
The process could be explained better. Maybe on a sign somewhere of how to pay, how to place bike, how to stop, etc.
Trash cans at every stop.
Travel well with it.
Use flag stops on certain routes.
Very good service. Please don't stop serving Flagstaff, AZ.
Very grateful for all you've done.
Very helpful to me to get around to do my shopping and where to I need to go to appointments.
We need a route between Huntington Walmart and Flagstaff Mall. We need bus shelters at route 66 stops, especially at all spots we spend more time. More bus stops; walking to the stop and waiting longer than we ride. Longer bus benches and more seating. Restrooms at DCC and Flagstaff Mall. Water fountains at DCC. We need security at the bus stops. Women who ride alone are heavily harassed.

Other (specify)
Weekends should be same as week. People have things on Saturday and Sunday. Later routes as well.
When checking bus time on google maps, the bus will sometimes arrive later than google map says.
When texting "MLINE 12" to 47711, it sometimes gives inaccurate timings.
Would be safer if the bus driver refused to admit intoxicated riders onboard. Also, to ask riders who bother other riders to get off.
Yes, we should start thinking about free WIFI on buses. Just like Florida, helps the people that barely pay phone service.
Yes, please quit cutting service on lines.
You all doing a good job! I know weather does play a part in routes, that's just, but we just trying to get to places and be awesome. If y'all chill and stop discriminating.
You are doing a great job! However, please make sure the app has the right times for arrival.

Chapter 3 | Survey Collateral

Exhibit 3.1 Mountain Line survey instrument (English)



Mountain Line Passenger Survey

Thank you for participating in this important survey. Your feedback helps us understand how people use public transit in Flagstaff as well as opportunities to improve service. Everyone who completes a survey by October 30, 2022 will be entered into a random drawing for one of four \$50 VISA gift cards. Your answers are completely confidential. If you have already filled out a survey, please **DO NOT** fill out another one.

This survey is also available online at: www.MountainLineSurvey.com

1. Date _____

2. Time _____ AM / PM

3. What route are you on today?

☐ Route 2 – Blue
☐ Route 3 – Green
☐ Route 4 – Gold

☐ Route 5 – Orange
☐ Route 7 – Purple
☐ Route 8 – Teal

☐ Route 10 – Maroon
☐ Route 14 – Brown
☐ Route 66 – Red

Customer Satisfaction:

4. Please rate Mountain Line service in each of the following categories.

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Cleanliness of buses and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus driver courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of making connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security at bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security onboard the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity of bus stops to your starting point/destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of route/schedule information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fare/cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real time arrival app (Transit app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Trip Information:

5. What is the main purpose of your bus trip today? (check one only)

☐ Work
☐ Shopping
☐ Medical
☐ Social services

☐ School (college/vocational)
☐ School (K-12)
☐ Leisure/recreation
☐ Other (specify): _____

6. How long have you been riding Mountain Line buses on a regular basis?

☐ Less than six months
☐ 6 months to 1 year
☐ 2 to 3 years

☐ 4 to 5 years
☐ More than 5 years
☐ I do not ride the bus regularly

7. What is the main reason you chose to ride the bus today? (check one only)

☐ My only transportation
☐ To save money
☐ Convenience
☐ Other (specify): _____

☐ Environmental benefits
☐ To avoid traffic and/or parking fees

8. In a typical week, about how many times do you ride the bus? (check one only)

☐ Rarely

☐ 1-2 times

☐ 3-4 times

☐ 5 or more times

9. How do you get information about Mountain Line schedules and/or status? (check all that apply)

☐ Mountain Line website via mobile device
☐ Mountain Line Ride Guide
☐ Bus shelter poster
☐ Mountain Line website via computer
☐ Google Transit/Maps
☐ Calling Mountain Line office
☐ Social media (e.g., Facebook or Twitter)
☐ Transit App real-time arrival
☐ Other (specify): _____

10. If Mountain Line were not available, how would you have made this trip?

☐ Drive myself
☐ Get a ride from a friend/family member/coworker
☐ Walk/wheelchair
☐ Private or non-profit transportation provider
☐ Mountain Line Paratransit
☐ I would not make the trip
☐ Other (specify): _____

☐ Taxi/Uber/Lyft
☐ Bicycle/skateboard

Continued on back

11. How do you travel to and from the bus stop for this trip?

(check all that apply)

- ☐ Walk → please answer Questions 11a and 11b
☐ Wheelchair/mobility device → please answer Questions 11a and 11b
☐ Bicycle/skateboard → please answer Questions 11a and 11b
☐ Get dropped off → skip to Question 12
☐ Taxi/Uber/Lyft → skip to Question 12
☐ Drive alone → skip to Question 12
☐ Carpool → skip to Question 12
☐ Transfer to/from another bus (Route _____) → skip to Question 12

11a. How far did you travel to get to the bus stop? (select the most appropriate response)

- ☐ ¼ mile ☐ ½ mile ☐ ¾ mile
☐ 1 mile ☐ 2 miles ☐ More than 2 miles

11b. How far will you travel to get from the bus stop to your destination? (select the most appropriate response)

- ☐ ¼ mile ☐ ½ mile ☐ ¾ mile
☐ 1 mile ☐ 2 miles ☐ More than 2 miles

12. What impact would the following have on how often you ride Mountain Line?

	I would ride more often.	No change in my usage.
More frequent service on week days	<input type="checkbox"/>	<input type="checkbox"/>
More frequent service on Saturday	<input type="checkbox"/>	<input type="checkbox"/>
More frequent service on Sunday	<input type="checkbox"/>	<input type="checkbox"/>
Earlier service on weekdays	<input type="checkbox"/>	<input type="checkbox"/>
Earlier service on Saturday	<input type="checkbox"/>	<input type="checkbox"/>
Earlier service on Sunday	<input type="checkbox"/>	<input type="checkbox"/>
Later service on weekdays	<input type="checkbox"/>	<input type="checkbox"/>
Later service on Saturday	<input type="checkbox"/>	<input type="checkbox"/>
Later service on Sunday	<input type="checkbox"/>	<input type="checkbox"/>
Fare Free	<input type="checkbox"/>	<input type="checkbox"/>
Different destination(s)	<input type="checkbox"/>	<input type="checkbox"/>
Specify destination:		
Other change (specify):		

Demographic Information:**13. Are you... (check all that apply)**

- ☐ Employed full-time ☐ Employed part-time
☐ Stay-at-home parent ☐ Disabled and not employed
☐ Full-time student ☐ Part-time student
☐ Retired ☐ Unemployed

a. If you selected "student" in the previous question, where are you enrolled?

- ☐ NAU ☐ CCC
☐ Vocational/Technical College
☐ K-12 school ☐ Other _____

14. How old are you?

- ☐ Under 18 ☐ 35 – 44 years ☐ Decline to respond
☐ 19 – 24 years ☐ 45 – 64 years
☐ 25 – 34 years ☐ 65 or older

15. What gender do you identify with?

- ☐ Male ☐ Other
☐ Female ☐ Decline to respond
☐ Non-binary

16. What is your race?

- ☐ White/Caucasian ☐ Black/African American
☐ Asian ☐ American Indian/Alaskan Native
☐ Native Hawaiian/Pacific Islander
☐ Other: (specify): _____
☐ Decline to respond

17. Do you identify as Hispanic/Latino?

- ☐ Yes ☐ No ☐ Decline to respond

18. How well do you speak English?

- ☐ Very well/native speaker
☐ Less than "very well"
☐ Not at all

19. What language(s) are spoken in your home?

- ☐ English ☐ Spanish
☐ Other (specify): _____

20. In what language(s) do you prefer to receive information?

- ☐ English ☐ Spanish
☐ Other (specify): _____

21. What is your total annual household income?

- ☐ Under \$20,000 ☐ \$60,000-\$74,999
☐ \$20,000-\$39,999 ☐ \$75,000-\$99,999
☐ \$40,000-\$59,999 ☐ \$100,000 or more
☐ Decline to respond

22. Was a vehicle available to use on this trip instead of taking the bus?

- ☐ Yes ☐ No

23. Are you a licensed driver and able to drive?

- ☐ Yes ☐ No

24. How many vehicles in operating condition are available to your household?

- ☐ None ☐ One ☐ Two ☐ Three or more

Is there anything else you would like to tell us about Mountain Line?


Thank you for your participation!

To be entered into the random drawing for a \$50 VISA gift card, provide your contact information. Your information will remain confidential.

Name: _____

Phone/Email: _____

Exhibit 3.2 Mountain Line survey instrument (Spanish)



Encuesta al Pasajero de Mountain Line

Gracias por participar en esta importante encuesta. Sus comentarios nos ayudan a entender como las personas utilizan el transporte público en Flagstaff, así como las oportunidades para mejorar el servicio. Todos los que cumplimenten la encuesta antes del 30 de octubre, 2022 entrarán en el sorteo aleatorio de una de las cuatro tarjetas regalo VISA de \$50. Sus respuestas son completamente confidenciales. Si ya ha cumplimentado una encuesta, por favor NO responda a otra.

Esta encuesta también está disponible online en: www.MountainLineSurvey.com

1. Fecha _____

2. Hora _____ AM / PM

3. ¿Qué ruta está realizando hoy?

☐ Ruta 2 – Azul
☐ Ruta 3 – Verde
☐ Ruta 4 – Dorada

☐ Ruta 5 – Naranja
☐ Ruta 7 – Morada
☐ Ruta 8 – Turquesa

☐ Ruta 10 – Granate
☐ Ruta 14 – Marrón
☐ Ruta 66 – Roja

Satisfacción del Cliente:

4. Por favor, califique el servicio de Mountain Line en cada una de las siguientes categorías.

	Muy Satisfecho	Algo Satisfecho	Neutral	Algo Insatisfecho	Muy Insatisfecho
Limpieza de los autobuses e instalaciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesía del conductor del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puntualidad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilidad para realizar conexiones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad y protección en la parada de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad y protección a bordo del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horario de servicio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximidad de las paradas de autobús a su punto de inicio/destino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de la información de la ruta/horario	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarifa/costo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio al Cliente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aplicación de llegada en tiempo real (Transit app)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio en general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Información del Viaje:

5. ¿Cuál es el objetivo principal de su viaje de hoy en autobús? (marque solo uno)

☐ Trabajo
☐ Compras
☐ Médico
☐ Servicios sociales

☐ Escuela (universidad/profesional)
☐ Escuela (K-12)
☐ Ocio/recreación
☐ Otro (especificar): _____

6. ¿Cuánto tiempo lleva viajando en los autobuses de Mountain Line de forma regular?

☐ Menos de seis meses
☐ De 6 meses a 1 año
☐ 2 a 3 años

☐ 4 a 5 años
☐ Más de 5 años
☐ No viajo regularmente en autobús

7. ¿Cuál es la razón principal por la que ha decidido viajar hoy en autobús? (marque sólo una)

☐ Mi único medio de transporte
☐ Para ahorrar dinero
☐ Conveniencia
☐ Otra (especificar): _____

☐ Beneficios ambientales
☐ Para evitar el tráfico y/o tarifas de estacionamiento

8. En una semana normal, ¿cuántas veces viaja en autobús? (marque solo una)

☐ Rara vez ☐ 1-2 veces ☐ 3-4 veces ☐ 5 or more times

9. ¿Cómo obtiene información sobre los horarios y/o el estado de Mountain Line? (marque todo lo que corresponda)

☐ Página web de Mountain Line a través de un dispositivo móvil
☐ Guía del recorrido de Mountain Line
☐ Cartel de la parada de autobús
☐ Página web de Mountain Line a través una computadora
☐ Google ~~Transit~~ Maps
☐ Llamando a la oficina de Mountain Line
☐ Redes sociales (por ejemplo, Facebook o Twitter)
☐ Llegada en tiempo real de ~~Transit~~ App
☐ Otra (especificar): _____

☐ ~~Transit~~ App


10. Si Mountain Line no estuviera disponible, ¿cómo habría realizado este viaje?

☐ Conducendo yo mismo
☐ Pedirle a un compañero de trabajo/familiar o a un amigo que lo lleve en su automóvil
☐ Caminando/silla de ruedas
☐ Proveedor de transporte privado o sin fines de lucro
☐ Mountain Line ~~Paratransit~~
☐ No haría el viaje
☐ Otro (especificar): _____

☐ Taxi/Uber/Lyft
☐ Bicicleta/patineta

Continúa al reverso

38



11. ¿Cómo se desplaza hacia y desde la parada del autobús para este viaje? (marque todas las que correspondan)
- ☐ Caminando → por favor, responda a las preguntas 11a y 11b
- ☐ Silla de ruedas/dispositivo de movilidad → por favor, responda a las preguntas 11a y 11b
- ☐ Bicicleta/patineta → por favor, responda a las preguntas 11a y 11b
- ☐ Que alguien me lleve → pase a la pregunta 12
- ☐ Taxi/Uber/Lyft → pase a la pregunta 12
- ☐ Conduciendo yo mismo → pase a la pregunta 12
- ☐ Compartir automóvil → pase a la pregunta 12
- ☐ Transferencia al/desde otro autobús (Ruta _____) → pase a la pregunta 12

- 11a. ¿Qué distancia recorrió para llegar a la parada del autobús? (seleccione la respuesta más adecuada)

☐ ¼ de milla ☐ ½ milla ☐ ¾ de milla
☐ 1 milla ☐ 2 millas ☐ Más de 2 millas

- 11b. ¿Qué distancia recorrerá para llegar desde la parada del autobús hasta su destino? (seleccione la respuesta más adecuada)

☐ ¼ de milla ☐ ½ milla ☐ ¾ de milla
☐ 1 milla ☐ 2 millas ☐ Más de 2 millas

12. ¿Qué impacto tendría lo siguiente en la frecuencia con la que viaja en Mountain Line?

	Viajaría más a menudo.	Ningún cambio en mi uso.
Servicio más frecuente en días laborables	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más frecuente los sábados	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más frecuente los domingos	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más temprano en días laborables	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más temprano los sábados	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más temprano los domingos	<input type="checkbox"/>	<input type="checkbox"/>
Servicio hasta más tarde en días laborables	<input type="checkbox"/>	<input type="checkbox"/>
Servicio hasta más tarde los sábados	<input type="checkbox"/>	<input type="checkbox"/>
Servicio hasta más tarde los domingos	<input type="checkbox"/>	<input type="checkbox"/>
Tarifa gratis	<input type="checkbox"/>	<input type="checkbox"/>
Destino(s) diferente(s)	<input type="checkbox"/>	<input type="checkbox"/>
Especificar destino:		
Otro cambio (especificar):		

Información Demográfica:

13. Es usted... (marque todo lo que corresponda)

☐ Empleado a tiempo completo ☐ Empleado a tiempo parcial
☐ Padre que se queda en casa ☐ Discapacitado y sin empleo
☐ Estudiante a tiempo completo ☐ Estudiante a tiempo parcial
☐ Jubilado ☐ Desempleado

- a. Si ha seleccionado "estudiante" en la pregunta anterior, ¿dónde está inscrito?

☐ NAU ☐ CCC
☐ Escuela profesional/técnica
☐ Escuela K-12 ☐ Otra _____

14. ¿Cuántos años tiene?

☐ Menos de 18 ☐ 35 – 44 años ☐ Se niega a responder
☐ 19 – 24 años ☐ 45 – 64 años
☐ 25 – 34 años ☐ 65 años o más

15. ¿Con qué género se identifica?

☐ Masculino ☐ Otro
☐ Femenino ☐ Se niega a responder
☐ No binario

16. ¿Cuál es su raza?

☐ Blanco/Caucásico ☐ Negro/Afroamericano
☐ Asiático ☐ Indígena Americano/Nativo de Alaska
☐ Nativo de Hawái/Islands del Pacífico
☐ Otro: (especificar): _____
☐ Se niega a responder

17. ¿Se identifica como Hispano/Latino?

☐ Sí ☐ No ☐ Se niega a responder

18. ¿Qué tan bien habla usted el inglés?

☐ Muy bien/hablante nativo
☐ Menos que "muy bien"
☐ Nada en absoluto

19. ¿Qué idioma(s) se habla en su hogar?

☐ Inglés ☐ Español
☐ Otro (especificar): _____

20. ¿En qué idioma(s) prefiere recibir información?

☐ Inglés ☐ Español
☐ Otro (especificar): _____

21. ¿Cuáles son los ingresos anuales totales de su hogar?

☐ Menos de \$20,000 ☐ \$60,000-\$74,999
☐ \$20,000-\$39,999 ☐ \$75,000-\$99,999
☐ \$40,000-\$59,999 ☐ \$100,000 o más
☐ Se niega a responder

22. ¿Había un vehículo disponible para utilizarlo en este viaje en lugar de tomar el autobús?

☐ Sí ☐ No

23. ¿Tiene permiso de conducir y está en condiciones de hacerlo?

☐ Sí ☐ No

24. ¿De cuántos vehículos en condiciones de funcionamiento dispone su hogar?

☐ Ninguno ☐ Uno ☐ Dos ☐ Tres o más

¿Hay algo más que quiera decirnos sobre Mountain Line?

¡Gracias por su participación!

Para participar en el sorteo de una tarjeta regalo VISA de \$50, facilite sus datos de contacto. Sus datos serán confidenciales.

Nombre: _____

Teléfono/Email: _____

Exhibit 3.3 Customer survey business card (English)




  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>	  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>
  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>	  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>
  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>	  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>
  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>	  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>
  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>	  <p>Visit www.MountainLineSurvey.com, complete the survey by October 30, 2022, and be entered in a random drawing for one of four \$50 VISA gift cards.</p>

Exhibit 3.4 Customer survey business card (Spanish)






  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>	  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>
  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>	  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>
  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>	  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>
  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>	  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>
  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>	  <p>Visite www.MountainLineSurvey.com, complete la encuesta antes del 30 de octubre de 2022 y será entrado en un sorteo para una de las cuatro tarjeta de regalo VISA de \$50.</p>

Exhibit 3.5 Survey promotion - Vehicle car card, social media

We want to hear from you!

We're coming onboard to conduct surveys with passengers **October 22 – 27**. If we miss you, you can do the survey online at **www.mountainlinesurvey.com** or scan the QR code.



Everyone who completes a survey by **October 30, 2022** will be entered into a random drawing for one of four **\$50 VISA gift cards**.

The findings of this survey will help us provide better transit service throughout Flagstaff.



Find us on Facebook
Facebook.com/FLGMountainLine
Find us on Twitter
@FLGMountainLine

For routes and schedule information call (928) 779-6624



Exhibit 3.6 Survey promotion - Web banner

A circular logo with the text "Complete the survey for chance to win a VISA GIFT CARD".

We want to hear from you!

We're coming onboard to conduct surveys with passengers **October 21 – 25**.

The findings of this survey will help us provide better transit service throughout Flagstaff.

A speech bubble containing "Q..." and another containing "A...".

A blue and yellow Mountain Line bus driving on a road. The bus has "HAVE A NICE DAY" on its destination sign.

Exhibit 3.7 Driver lounge poster



mountainline.az.gov

2022 Transit Rider Survey







OCTOBER 21 - 25, 2022

Surveyors will be riding onboard buses to conduct the Mountain Line 2022 Rider Survey.

Surveyors will be onboard to talk with Mountain Line riders. They will wear a bright yellow vest and display a temporary Mountain Line Surveyor ID Card. (Surveyors ride for free and are not counted in the farebox.)

Questions regarding the survey may be directed to Jacki Lenners.

