

## Fare Payment Research Surveys

### Field Survey:

Q1: How many days a month do you ride a METRO bus?

- ☐ 1-4 Days
- ☐ 5-14 Days
- ☐ 15+ Days

Q2: How many buses does it take to complete your typical **one way** trip?

- ☐ 1
- ☐ 2
- ☐ 3+

Q3: When riding the bus what fare payment type do you use most often?

- ☐ Cash in farebox (see Question 3.1)
- ☐ Day pass
- ☐ 15-ride paper pass
- ☐ 31-day paper pass
- ☐ Cruz Cash (plastic card)
- ☐ 15-ride Cruz Pass (plastic card)
- ☐ 31-day Cruz Pass (plastic card)
- ☐ Other

Q3.1: If you answered cash payment above, why do you not utilize a METRO bus pass?

#### Check all that apply:

- ☐ I don't ride the bus often enough to buy a pass.
- ☐ I prefer to pay in cash.
- ☐ I am unsure which pass is right for me.
- ☐ They are too expensive to buy at one time.
- ☐ I am unsure of where to buy one.
- ☐ The sales locations are inconvenient for me to get to.
- ☐ I cannot reload my pass online.

Q4: Do you own a smartphone? (A phone with internet access)

- ☐ Yes
- ☐ No

Q4.1: If you answered no to question #4, Do you have regular access to the internet elsewhere (home, work, school)?

- ☐ Yes
- ☐ No

Q5: Do you have a credit or debit card?

- ☐ Yes
- ☐ No

Q6: Of the following pass features METRO does not currently provide, which do you believe are the most useful?

Check all that apply:

- ☐ The ability for a pass to be reloaded online.
- ☐ The ability to replace the value of a lost or stolen pass.
- ☐ The option to purchase passes and add value at nearby stores such as Safeway, CVS, Walgreens, 7-11, etc.
- ☐ The option to store both a time period pass (31-day) and a preloaded cash balance on the same card.
- ☐ The ability to use a virtual pass on a smartphone (similar to a concert/sporting event ticket or airline boarding pass)

Q6.1: If METRO were to implement the features you checked above would you be more likely to use a bus pass that is good for multiple trips?

- ☐ Yes
- ☐ No

Santa Cruz METRO is currently analyzing our pass structure to ensure it best serves our customers. In addition to reconsidering the structure of passes METRO is also investigating technological improvements that could increase efficiency and customer convenience. This process includes conducting surveys such as this to understand which aspects of our system work well and which do not. Thank you for your input.

Online Local Service:

Q1: How many days a month do you ride a METRO bus?

- ☐ 1-4 Days
- ☐ 5-14 Days
- ☐ 15+ Days

Q2: How many buses does it take to complete your average **one way** trip?

- ☐ 1
- ☐ 2
- ☐ 3+

Q3: When riding the bus what fare payment type do you use most often?

- ☐ Cash in farebox (see Question 3.1)
- ☐ Day pass
- ☐ 15-ride paper pass
- ☐ 31-day paper pass
- ☐ Cruz Cash (plastic card)
- ☐ 15-ride Cruz Pass (plastic card)
- ☐ 31-day Cruz Pass (plastic card)
- ☐ Other

Q3.1: If you answered cash payment in farebox above, why do you not utilize a METRO bus pass that is good for multiple trips?

Check all that apply:

- ☐ I don't ride the bus often enough to buy a pass.
- ☐ I prefer to pay in cash.
- ☐ I am unsure which pass is right for me.
- ☐ They are too expensive to buy at one time.
- ☐ I am unsure of where to buy one.
- ☐ The sales locations are inconvenient for me to get to.
- ☐ I cannot reload my pass online.

Q4: Do you own a smartphone? (A phone with internet access)

- ☐ Yes
- ☐ No

Q4.1: If you answered no to question #4, Do you have regular access to the internet?

- ☐ Yes
- ☐ No

Q5: Do you have a credit or debit card?

- ☐ Yes
- ☐ No

Q6: Of the following pass features METRO does not currently provide, which do you believe are the most useful?

Check all that apply:

- ☐ The ability for a pass to be reloaded online.
- ☐ The ability to replace the value of a lost or stolen pass.
- ☐ The option to purchase passes and add value at nearby stores such as Safeway, CVS, Walgreens, 7-11, etc.
- ☐ The option to store both a time period pass (31-day) and a preloaded cash balance on the same card.
- ☐ The ability to use a virtual pass on a smartphone (similar to a concert/sporting event ticket or airline boarding pass)

Q6.1: If METRO were to implement the features you checked above would you be more likely to use a bus pass that is good for multiple trips?

- ☐ Yes
- ☐ No

Q7: Is there anything else METRO could do to improve our bus passes?

### Online Hwy 17:

Santa Cruz METRO is currently analyzing our HWY 17 pass structure to ensure it best serves our customers. In addition to reconsidering the structure of passes METRO is also investigating technological advancements that could improve efficiency and customer trip experience. This process includes conducting surveys such as this to understand which aspects of our system work well and which do not. Additionally, METRO has received comments that bring up other potential Hwy 17 issues such as:

- Passengers having to stand because another passenger had belongings on the seat next to them or were laying down using 2 or more seats,
- Loud in-trip cell phone use,
- The frequency of automated announcements
- The reliability of Hwy 17 wifi.
- People putting their feet on seats.

Before staff plans strategies to mitigate these issues we would like to ensure that they really are frequent problems for our riders. Please take the following survey to tell METRO your thoughts on fare payment and the other potential issues. Thank you in advance for your input.

Q1: How many days a month do you ride a HWY 17 Express bus?

- ☐ 1-4 Days
- ☐ 5-14 Days
- ☐ 15+ Days

Q2: When riding the HWY 17 Express, what fare payment type do you use most often?

- ☐ Cash in farebox (see Question 2.1)
- ☐ Day pass
- ☐ 15-ride paper pass
- ☐ 31-day paper pass
- ☐ Cruz Cash (plastic card)
- ☐ 15-ride Cruz Pass (plastic card)
- ☐ 31-day Cruz Pass (plastic card)
- ☐ Other

Q2.1: If you answered cash payment above, why do you not utilize a METRO bus pass that is good for multiple trips?

Check all that apply:

- ☐ I don't ride the bus enough to use a pass
- ☐ I prefer to pay in cash.
- ☐ I am unsure which pass is right for me.

- ☐ They are too expensive to buy at one time.
- ☐ I am unsure of where to buy one.
- ☐ The sales locations are inconvenient for me to get to.
- ☐ I cannot reload my pass online.

Q3: Do you own a smartphone? (A phone with internet access)

- ☐ Yes
- ☐ No

Q3.1: If you answered no to question #4, Do you have regular access to the internet?

- ☐ Yes
- ☐ No

Q4: Do you have a credit or debit card?

- ☐ Yes
- ☐ No

Q5: Of the following pass features METRO does not currently provide, which do you believe are the most useful?

Check all that apply:

- ☐ The ability for a pass to be reloaded online.
- ☐ The ability to replace the value of a lost or stolen pass.
- ☐ The option to store both a time period pass and a preloaded cash balance on the same card.
- ☐ The ability to use a virtual pass on a smartphone, (mobile ticketing)

Q5.1: If METRO were to implement the features you checked above would you be more likely to use a bus pass that is good for multiple trips?

- ☐ Yes
- ☐ No

Q6: How often do people put their belongings on the seat next to them causing other riders to stand?

- ☐ Never
- ☐ Some trips
- ☐ Most trips
- ☐ Every trip

Q7: How do you feel about the number of announcements during your trip?

- About right
- Too many and repetitive
- I don't notice

Q8: Do cell phone conversations during bus trips bother you?

- Yes- It's a frequent problem.
- Somewhat- It's OK as long as they keep the conversation short and don't talk too loud.
- No- People are generally courteous and mostly text instead of making phone calls.

Q9: How often do you experience connectivity issues with the onboard wifi?

- Never
- Some trips
- Most trips
- Every trip

Q10: Any additional comments regarding these or other issues on HWY 17 Express?