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System Redesign Study

# Survey 1 Summary of Results

# First Survey

- You can review the survey via the testing link:  
<https://www.surveymonkey.com/r/6ZPZHJN>
- Three main questions:
  1. Ridership / coverage split with existing resources.  
*(Select a point on the ridership – coverage spectrum).*
  2. Ridership / coverage split if there were additional resources. *(Select a point on the ridership – coverage spectrum).*
  3. Priorities for coverage: meeting needs, responding to growth, or directly serving everyone who pays taxes?  
*(Divide 100 points between the three options).*

# Key Takeaways

- Ridership or coverage?
  - With existing resources, respondents were evenly split on whether to refocus service design towards ridership (42%) or coverage (41%). 15% chose to maintain the existing balance (60/40 ridership/coverage).
  - With additional resources, 50% of respondents said to focus more on coverage, 41% said to focus more on ridership improvements, and 9% said to maintain the current balance.
- Coverage priorities
  - Average number of points (of 100 total) assigned to each category:
    - Meeting Needs – 49.9
    - Responding to Growth – 29.6
    - Directly Serving all Taxpayers – 20.3

# Survey 2

- Respondents in survey 1 were evenly split on the question of whether to move towards ridership or coverage with existing resources, and showed a moderate preference for a greater focus on coverage with additional resources.
- The second survey will ask similar questions about the ridership/coverage tradeoff, but with concrete illustrations of the network designs arising from a move in either direction, accompanied by information on job and educational access outcomes.

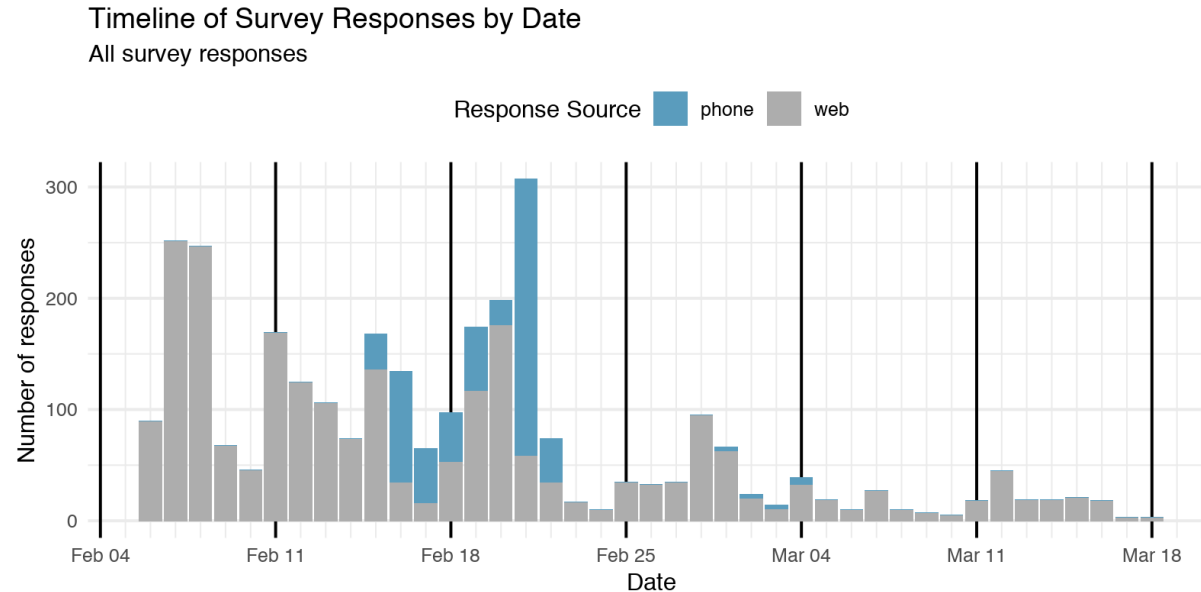
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# Additional demographic questions

4. Home zip code
5. Frequency of RTA ridership
6. Number of cars accessible by household
7. Number of adults in household
8. Age
9. Race / ethnicity

# Response Overview

- 2987 total responses
  - 2381 via online survey
  - 606 via phone survey
- Open Feb. 6 to Mar. 18



Most responses came in February, with the busiest period in the week of the design workshop, board presentation and several media stories. This is also when the majority of phone surveys were conducted.

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Question 1: Ridership or Coverage?

# Existing Resources

# Question text

- With our existing transit resources, how much should we spend on ridership and geographic coverage?

More focus  
on ridership



– 100% Ridership / 0% Coverage

– 90% / 10%

– 80% / 20%

– 70% / 30%

– 60% Ridership / 40% Coverage (existing)

– 50% / 50%

– ...

– 0% Ridership / 100% Coverage

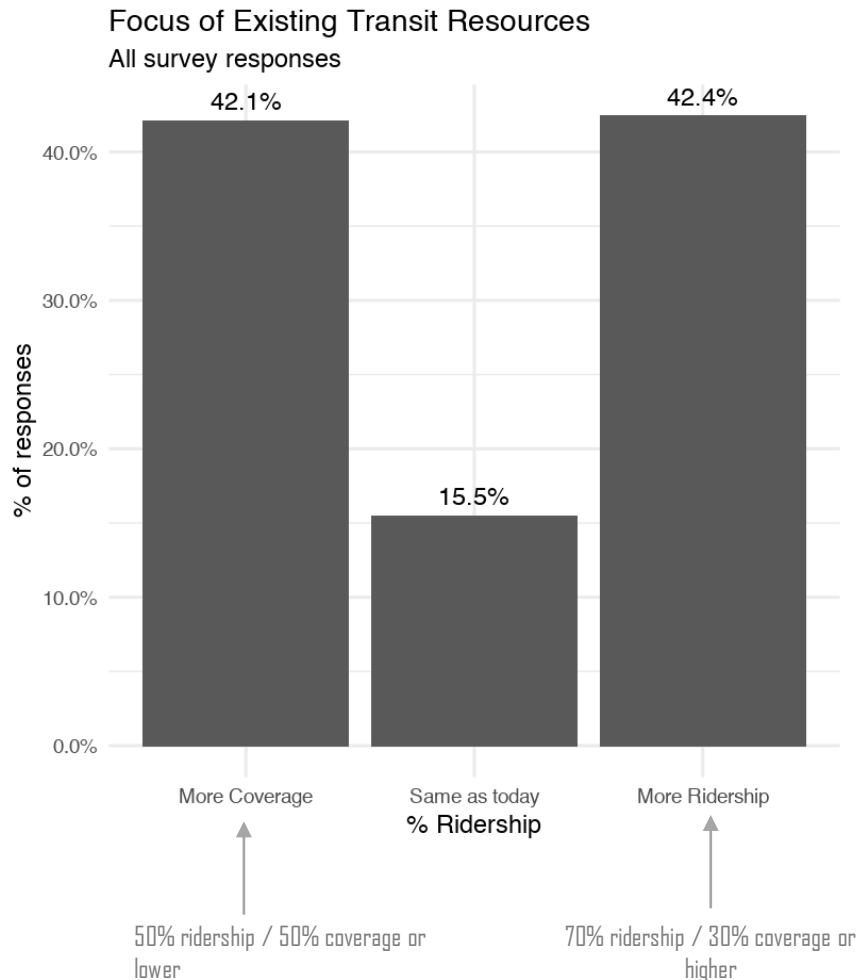
More focus  
on coverage





# Focus of Existing Resources

## *All Responses*



*What % of respondents told us to focus more on ridership or coverage than we do today?*

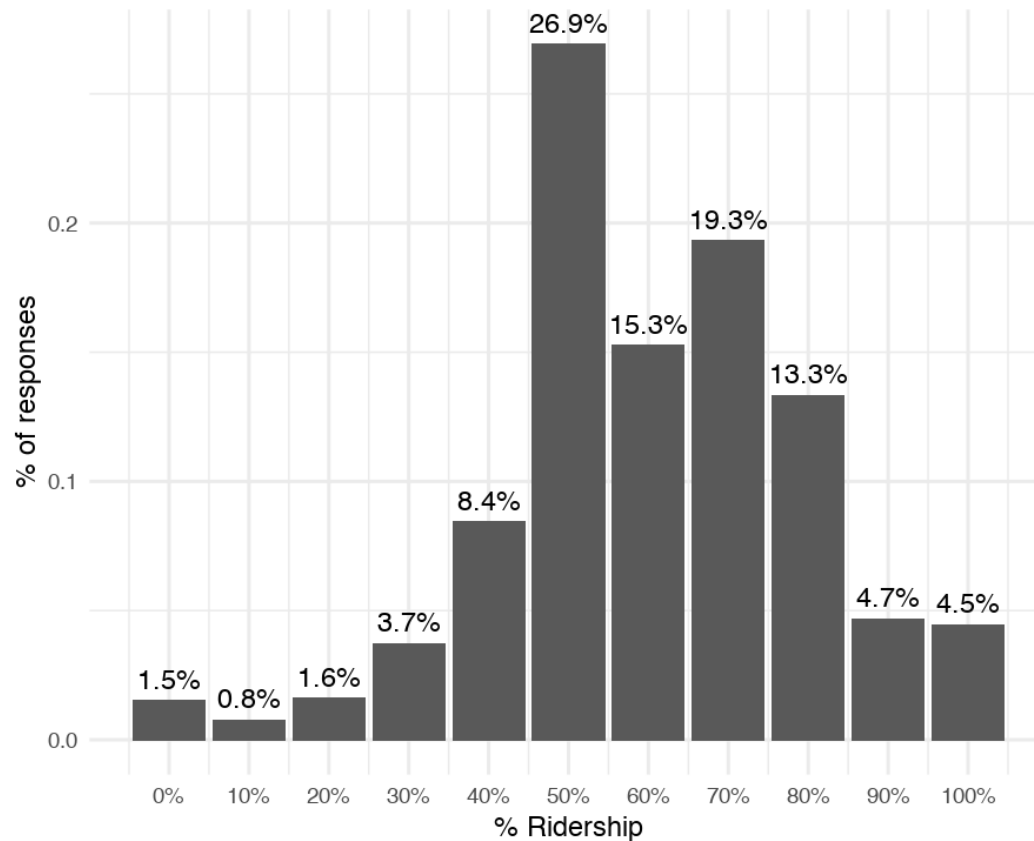
Very even split between a greater focus on ridership or on coverage with existing resources.

Only 15.5% of respondents selected the current 60% ridership / 40% coverage split.

# Focus of Existing Resources

## *All Responses - Detail*

Focus of Existing Transit Resources  
All survey responses



In this chart, 60% ridership also means 40% coverage.

More than half of all "more coverage" responses only wanted to move to 50/50.

Of the "more ridership" responses, a greater proportion selected options representing a more dramatic move towards a ridership network.

# Focus of Existing Resources

## *By Riders and Non-Riders*

Respondents did not differ greatly in their desired existing resource focus by their frequency of RTA ridership.

Frequency of RTA Ridership	Existing Resource Focus (% of respondents by ridership frequency group)		
	More Coverage	Same as today	More Ridership
I never use RTA services	44%	15%	39%
Once a month or less	40%	16%	43%
Several times per month (up to 1 day per week)	40%	14%	45%
Several times per week (2-4 days per week)	40%	17%	42%
Every day (5 or more days per week)	41%	16%	41%
<i>Skipped</i>	47%	12%	38%

Those who answered that they “never use RTA services” were *slightly* more likely to vote for more coverage with existing resources than the other respondent groups.

# Focus of Existing Resources

## *By Age of Respondent*

Age of Respondent	% of all responses	Existing Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
Under 18	1%	36%	12%	48%
18-24	9%	44%	21%	33%
25-34	24%	41%	13%	45%
35-44	18%	38%	14%	47%
45-54	14%	41%	18%	40%
55-64	14%	44%	15%	40%
65+	6%	39%	20%	40%
Choose not to answer	1%	44%	12%	44%
<i>Skipped</i>	12%	46%	12%	38%

# Focus of Existing Resources

## *By Race & Ethnicity*

Race or Ethnicity	% of all response	Existing Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
American Indian or Alaska Native	0%	30%	50%	20%
Asian or Asian American	2%	47%	13%	38%
Black or African American	14%	45%	15%	38%
Choose not to answer	6%	45%	13%	38%
Hispanic or Latino	2%	47%	16%	33%
Multiracial or another race	2%	47%	14%	36%
Native Hawaiian or other Pacific Islander	0%	50%	25%	25%
White or Caucasian	61%	39%	16%	44%
<i>Skipped</i>	13%	46%	12%	40%

# Focus of Existing Resources

## *By Vehicles Available*

Vehicles Available	% of all response	Existing Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
0	12%	47%	12%	38%
1	31%	39%	16%	44%
2	35%	39%	16%	44%
3 or more	9%	43%	19%	37%
Choose not to answer	1%	50%	12%	36%
Skipped	12%	47%	12%	39%

Among those who shared information on the number of vehicles available, people reporting 0 vehicles available selected a more coverage option most often.

# Focus of Existing Resources

## *By Adults in Household*

Adults in Household	% of all response	Existing Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
1	22%	42%	16%	41%
2	49%	39%	15%	45%
3	10%	39%	20%	40%
4	4%	52%	13%	33%
5 or more	2%	64%	13%	16%
Choose not to answer	1%	46%	14%	32%
<i>Skipped</i>	12%	46%	11%	40%

Respondents living in households with 4 or more adults were more likely to select an option increasing the focus on coverage of existing transit resources.

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Question 2: Ridership or Coverage?

# Additional Resources



# Question text

- If we had additional funds to spend on transit service, how much of the additional funding should we spend on ridership and how much on geographic coverage?

More focus  
on ridership



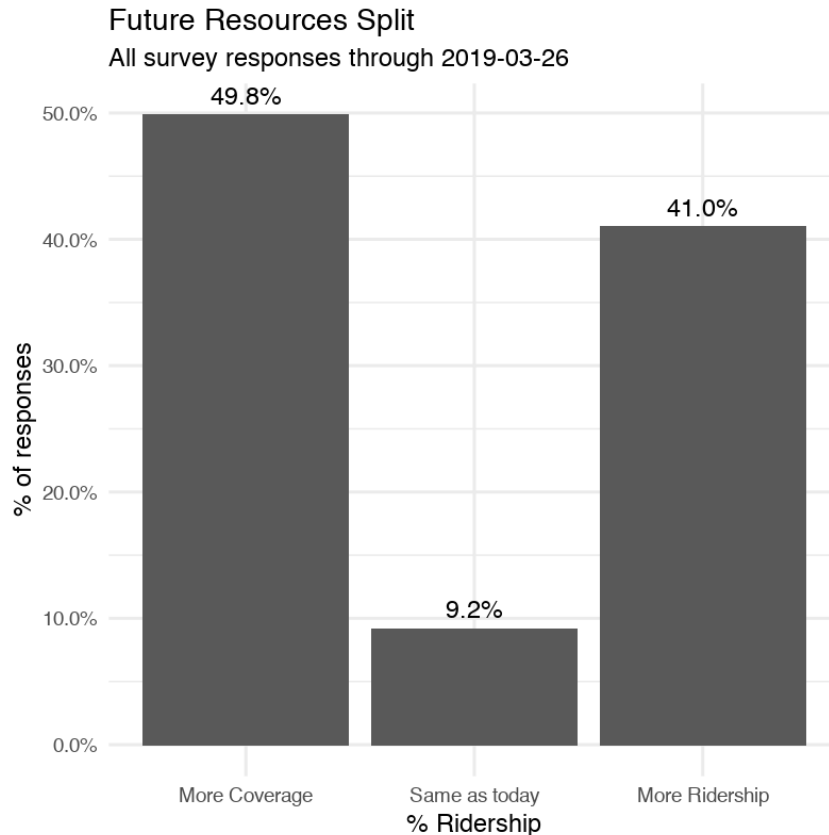
- 100% Ridership / 0% Coverage
- 90% / 10%
- 80% / 20%
- 70% / 30%
- 60% Ridership / 40% Coverage (existing)
- 50% / 50%
- ...
- 0% Ridership / 100% Coverage

More focus  
on coverage



# Additional Resources

## *All Responses*



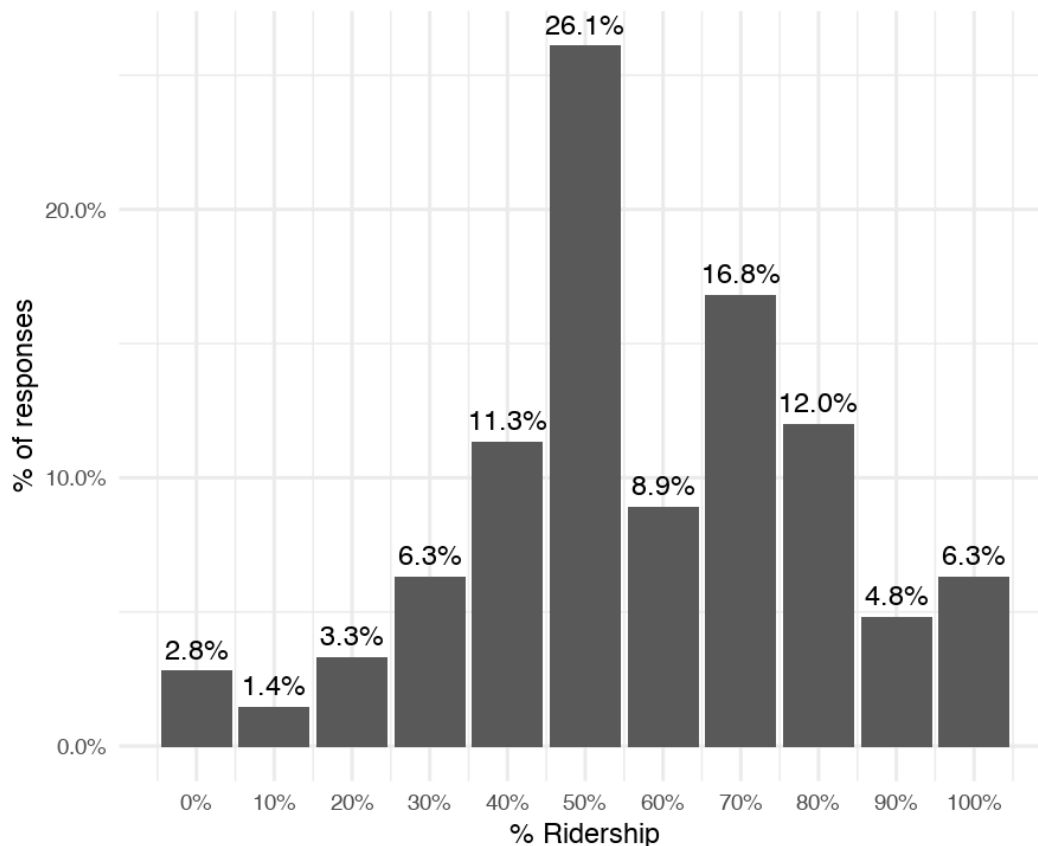
When asked about additional resources, respondents were more likely to select an option with a greater focus on coverage services than the existing system.

# Additional Resources

## *All Responses*

### Future Resources Split

All survey responses through 2019-03-26



As with existing resources, a majority of those who chose an option increasing coverage picked a 50/50 split.

# Additional Resources

## *Riders and Non-Riders*

Frequency of RTA Ridership	% of all responses	Additional Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
<i>Skipped</i>	12%	36.8%	6.5%	30.3%
I never use RTA services	15%	50.6%	10.3%	36.9%
Once a month or less	26%	50.2%	8.8%	38.9%
Several times per month (up to 1 day per week)	12%	46.7%	10.0%	41.3%
Several times per week (2-4 days per week)	13%	46.5%	9.3%	41.4%
Every day (5 or more days per week)	22%	47.4%	7.6%	41.5%

All rider/non-rider groups were more likely to suggest a higher focus on coverage with added resources.

A higher coverage focus was slightly more common among non-riders and occasional riders.

# Focus of Additional Resources

## *By Age of Respondent*

Age of Respondent	% of all responses	Additional Resource Focus (% of respondents by ridership frequency group)		
		More Coverage	Same as today	More Ridership
Under 18	1%	52%	11%	34%
18-24	9%	46%	8%	43%
25-34	24%	48%	8%	41%
35-44	18%	46%	8%	44%
45-54	14%	53%	10%	35%
55-64	14%	52%	11%	35%
65+	6%	40%	7%	47%
Choose not to answer	1%	48%	12%	36%
<i>Skipped</i>	12%	37%	6%	31%

# Focus of Additional Resources

## *By Race & Ethnicity*

Race or Ethnicity	% of all response	Additional Resource Focus (% of respondents within race/ethnicity group)		
		More Coverage	Same as today	More Ridership
<i>Skipped</i>	13%	37%	6%	31%
American Indian or Alaska Native	0%	70%	10%	20%
Asian or Asian American	2%	49%	2%	47%
Black or African American	14%	52%	11%	36%
Choose not to answer	6%	46%	8%	39%
Hispanic or Latino	2%	56%	11%	30%
Multiracial or another race	2%	61%	5%	31%
Native Hawaiian or other Pacific Islander	0%	50%	25%	25%
White or Caucasian	61%	47%	9%	41%

# Focus of Additional Resources

## *By Vehicles Available*

Vehicles Available	% of all response	Additional Resource Focus (% of respondents within vehicle availability group)		
		More Coverage	Same as today	More Ridership
Skipped	12%	37%	6%	31%
0	12%	52%	7%	37%
1	31%	46%	9%	42%
2	35%	48%	10%	41%
3 or more	9%	55%	10%	33%
Choose not to answer	1%	45%	10%	38%

# Focus of Additional Resources

## *By Adults in Household*

Adults in Household	% of all response	Additional Resource Focus (% of respondents by adults in household group)		
		More Coverage	Same as today	More Ridership
Skipped	12%	37%	6%	31%
1	22%	50%	8%	40%
2	49%	46%	9%	42%
3	10%	55%	10%	33%
4	4%	53%	11%	33%
5 or more	2%	58%	16%	18%
Choose not to answer	1%	43%	5%	43%

As with the question about existing resources, households with 4 or more adults were more likely to select a higher-coverage option as the focus of added transit resources.

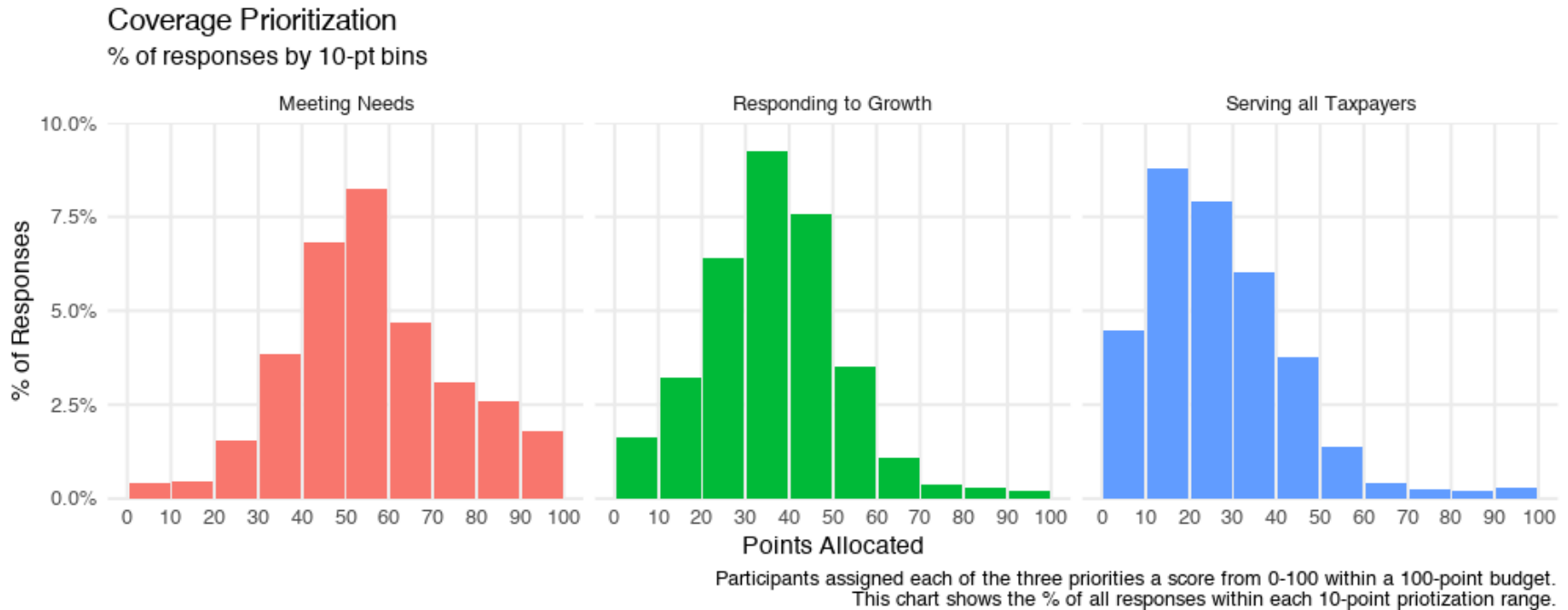


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Question 3

# Purpose of Coverage

# Coverage Purpose



“Meeting Needs” was the category most frequently assigned the highest priority.

## Average Score by Priority:

- Meeting Needs – 49.9
- Responding to Growth – 29.6
- Directly Serving all Taxpayers – 20.3

# Coverage Purpose

## *Riders and Non-Riders*

Frequency of RTA Ridership	% of all responses	Average Prioritization Score (by ridership frequency)		
		Meeting Needs	Responding to Growth	Serving all Taxpayers
<i>Skipped</i>	12%	47.5	30.5	22.1
I never use RTA services	15%	47.7	29.8	22.5
Once a month or less	26%	50.6	29.9	19.5
Several times per month (up to 1 day per week)	12%	50.7	30.6	18.7
Several times per week (2-4 days per week)	13%	49.8	28.9	21.4
Every day (5 or more days per week)	22%	50.7	29.3	20.1

Coverage prioritization was quite consistent across RTA rider groups. Each group's responses placed "Meeting Needs" as the top priority for coverage service, followed by "Responding to Growth" and "Serving all Taxpayers"

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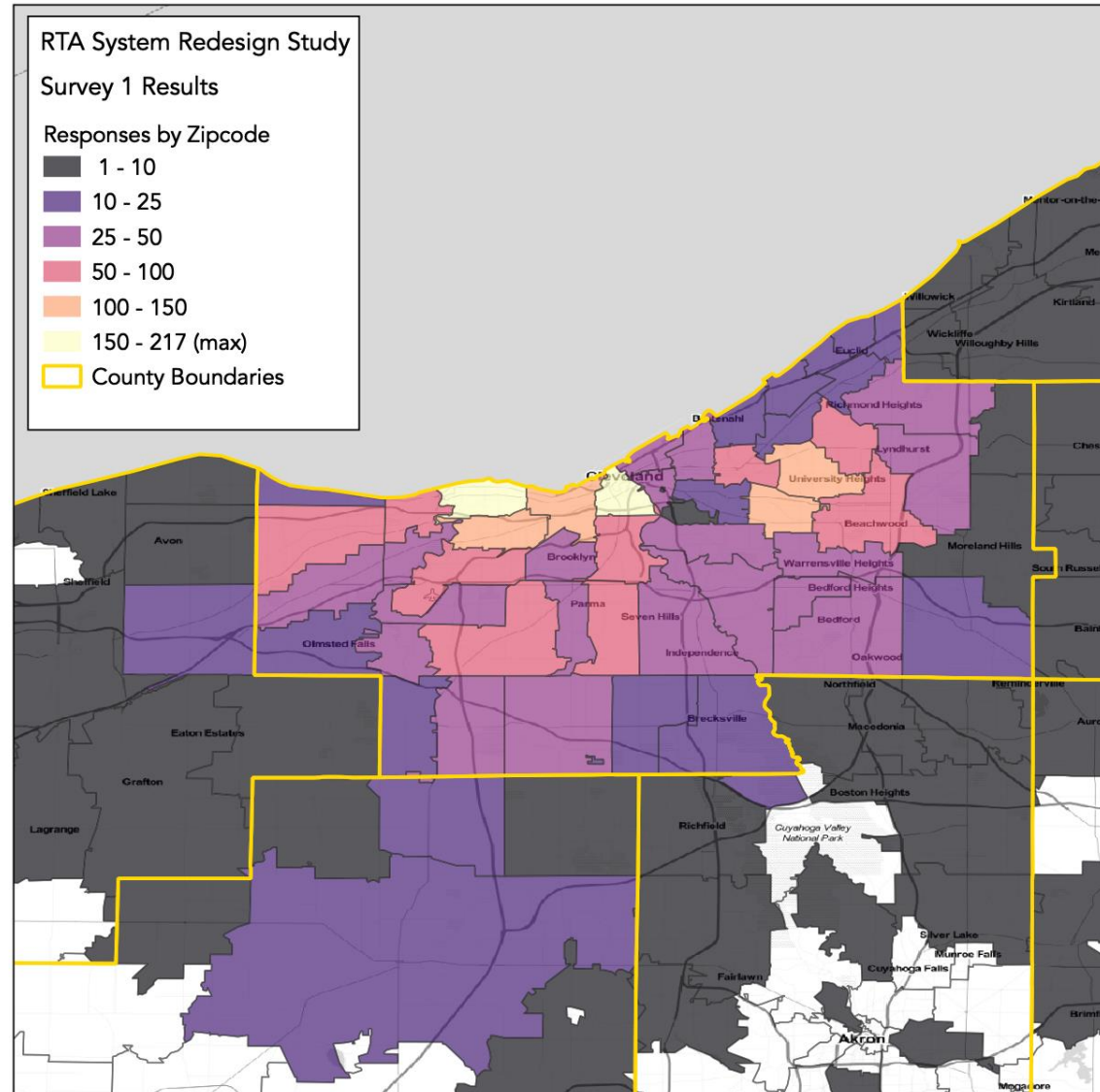
# Survey Demographics

# Survey Demographics

## *Q4: Respondents' Locations*

88% of respondents shared their zipcode.

4.8% of responses came from zipcodes outside of Cuyahoga County.



# Survey Demographics

## *Q5: Riders / Nonriders*

Frequency of RTA Ridership	# of responses	% of all respondents	% of respondents who answered this question
Every day (5 or more days per week)	661	22%	25%
Several times per week (2-4 days per week)	389	13%	15%
Several times per month (up to 1 day per week)	351	12%	13%
Once a month or less	791	26%	30%
I never use RTA services	439	15%	17%
<i>Skipped</i>	<i>356</i>	<i>12%</i>	-

- Overall, 47% of responses came from frequent or semi-regular RTA riders (1 ride per week or more), while 41% came from infrequent or non-riders

# Survey Demographics

## *Question 6: Cars Available in Household*

Cars Available in Household	# of responses	% of all respondents
0	354	12%
1	915	31%
2	1032	35%
3 or more	280	9%
Choose not to answer	42	1%
<i>Skipped</i>	364	12%

- 12% of respondents from 0-car households

# Survey Demographics

## *Question 7: Adults in Household*

Adults in Household	# of responses	% of all respondents
1	669	22%
2	1452	49%
3	307	10%
4	114	4%
5 or more	45	2%
Choose not to answer	37	1%
<i>Skipped</i>	<i>363</i>	<i>12%</i>



# Survey Demographics

## *Question 8: Age of Respondent*

Age of Respondent	# of responses	% of all respondents	% of all Cuyahoga County residents
Under 18	25	1%	24.7%
18-24	261	9%	
25-34	724	24%	13.3%
35-44	535	18%	11.5%
45-54	411	14%	13.5%
55-64	430	14%	14.2%
65+	185	6%	17.0%
Choose not to	43	1%	
<i>Skipped</i>	<i>373</i>	<i>12%</i>	

- Compared to the population at large, seniors were the most underrepresented in the survey population.
- People ages 25-34 and under 24 were the most overrepresented.

\*ACS 2013-2017 5-Year Estimates

# Survey Demographics

## *Q9: Race & Ethnicity*

Race or Ethnicity	# of responses	% of all respondents	% of respondents who answered this question	% of Cuyahoga County residents*
White or Caucasian	1825	61%	70%	59.7%
Black or African American	405	14%	16%	29.3%
Choose not to answer	190	6%	7%	
Multiracial or another race	64	2%	2%	2.5%
Hispanic or Latino	57	2%	2%	5.6%
Asian or Asian American	55	2%	2%	3.6%
American Indian or Alaska Native	10	0.3%	0.4%	0.1%
Native Hawaiian or other Pacific Islander	4	0.1%	0.2%	0.02%
<i>Skipped</i>	<i>377</i>	<i>13%</i>		

Compared to the population of Cuyahoga County as a whole, Black or African American respondents were undersampled, as were Hispanic and Latino respondents.

\*ACS 2013-2017 5-Year Estimates