2025

Spokane Transit Authority Community Perceptions Survey

Findings Report

ETC INSTITUTE

Contents

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2025 Spokane Transit Authority (STA) Community Perceptions Survey
Executive Summary

Overview

In early 2025, Spokane Transit Authority, which operates bus and paratransit service in the cities of Spokane, Spokane Valley, Cheney, Liberty Lake, Airway Heights, Medical Lake, Millwood and unincorporated Spokane County area, conducted a community value survey to collect public opinion on transit issues in the community. The goal was to collect a minimum of 400 completed surveys from residents. The goal was met with 447 completed surveys collected. The overall results for the sample of 447 households have a precision of at least +/- 4.7 at the 95% level of confidence. The main purpose of the survey was to identify public perceptions in order to develop a roadmap for the future to meet the community's needs.

Methodology

The Community Perceptions Survey was administered by ETC Institute through mail to a random selection of households from the STA service area. Surveys were sent out with a cover letter explaining the purpose of the survey and a return-reply envelope to mail the survey back. Respondents also had the option of completing the survey online at stacommunityvaluesurvey.com. Results were monitored to ensure that survey distribution was closely proportionate to the region's population demographics.

The following pages of the report contain a summary of the major findings from the survey; the full community value survey report includes the following:

➢ Charts and graphs depicting the results of the survey (Section 2)
➢ Benchmarks comparing results from STA to national survey results (Section 3)
➢ Selected Cross-Tabulations (Section 4)
➢ GIS Response Maps (Section 5)
➢ Tabular Data (Section 6)
➢ Copy of the Survey Instrument (Section 7)

Note: Percentages within Executive Summary were calculated excluding "Don't Know" or "Not Provided" answers. Chart values in sections 2-4 include "Don't Know" or "Not Provided" answers unless otherwise specified. All percentages were rounded to the nearest whole percentage.

Respondent Characteristics

- **Use of STA System.** Fifty-four percent (54%) of respondents indicated that they have ridden on an STA bus before, but not in the last 30 days, and approximately one-third of respondents (32%) have never ridden before. Forty-one percent (41%) of respondents said that they will most likely not ride an STA bus over the next 12 months, and twenty-three percent (23%) will ride it the same amount.

- **Work and Commuting.** Forty-seven percent (47%) of respondents work full-time outside of their home, and ten percent (10%) work part-time from outside their home. Nine percent (9%) work only from home, and twenty-four percent (24%) are retired. Only four percent (4%) of respondents are students. Of the respondents that indicated they work outside of their home (full-time or part-time) and/or attend school, forty-eight percent (48%) commute to work/school five days per week. Of the same group, forty-one percent (41%) have a commute between five and fourteen miles. Seventy-three percent (73%) of these individuals typically drive alone in their personal vehicle to work/school. Since 2019, commuting habits have not changed for fifty-five percent (55%) of these individuals, while twenty-four percent (24%) are commuting more often.

- **Demographic Characteristics.** Eighty-six percent (86%) of respondents indicated that they are White/Caucasian with the second largest group being Hispanic/Latino at seven percent (7%). Age of respondents was evenly distributed with groups 18-34, 35-44, 45-54 and 65+ years old, each being approximately twenty percent (20%). The highest completed education level for forty percent (40%) of respondents was high school or GED, while the highest level for twenty-three percent (23%) of respondents was a four-year college degree. Twenty percent (20%) of respondents have an annual household income of more than $100,000, and all other income groups fall between ten (10%) and sixteen percent (16%).

Community Perceptions

- **Overall Perception.** When rating the transportation system in the Spokane area as a whole (roads, transit, sidewalks, bikeways, etc.), thirty-one percent (31%) said that it was "excellent" or "good," with forty-eight percent (48%) rating it as "fair." Based on personal experience or anything respondents may have seen, read, or heard fifty-eight percent (58%) of respondents rated the overall job they think STA is doing in providing public transit service in the area as "excellent" or "good." Thirty-four percent (34%) rated it as "fair." Forty-five percent (45%) of respondents believe that the amount of bus service that STA provides is "just right," and forty-five percent (45%) believe that it is "too little."

- **Transportation Issues.** When asked to select what the biggest problem they have for getting from one place to another in the Spokane area (from a personal standpoint), thirty-nine percent (39%) of respondents selected the condition of roads, potholes, and dangerous roads. Fourteen percent (14%) selected careless drivers/better drivers, and thirteen percent (13%) selected congestion.

- **Perception of Value Provided by STA.** Respondents were asked to rate the value that STA provides for sixteen items on a scale of one to five, with five meaning "extremely valuable" and one meaning "not at all valuable." Respondents rated "Providing transportation options to people with special mobility needs" the highest, with ninety percent (90%) saying that it is "somewhat valuable" or "extremely valuable." The second highest rated item was "Providing mobility to low-income families" at eighty-nine percent (89%). Eighty-seven percent (87%) of respondents rated "Overall value to the Spokane Region" as valuable.

- **Concerns About STA.** When asked to select what concerns or complaints respondents have about STA, the top three selected items were "Need more routes" (29%), "Run earlier/later/more often" (29%), and "Need more bus stops/covered bus stops" (26%). All other items were selected less than thirty percent.

- **Increase in Transit Usage with Additional Amenities.** When asked to select how likely eight different additional amenities would increase respondents' transit usage, the top three amenities ("Very likely" or "somewhat likely" to increase usage) were "Easier to view information" (66%), "Making it easier to get to/from transit" (65%), and "Increased security" (62%).

- **Agreement with Statements Regarding STA Services.** Respondents were asked to rate their agreement with twelve statements about STA services on a scale of one to five, with five meaning "Strongly agree" and 1 meaning "Strongly disagree." The three most agreed upon statements were "I view STA employees favorably" (78%), "I support STA's transition to zero-emission buses & vehicles" (69%), and "STA provides service that supports quality of life & social needs" (66%).

National Benchmarks

- **Benchmark Description.** ETC Institute's benchmark survey data comes from a national panel of respondents drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system's region (i.e. the largest percentage of respondents were from California transit systems).

- **Net Promoter Score.** Net Promoter Score poses the question, "Using a 10-point scale, where 10 means 'Very Likely,' and 1 means 'Not Likely At All,' how likely would you be to recommend STA bus service to a friend, colleague, or family member?" Respondents who answer nine or ten are categorized as "Promoters," those who answer seven or eight are "Passives," and those who answer a number less than seven are "Detractors." The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. While -5 may appear to be a low score for STA at face value, it is roughly 12 times better than the National Average of -61. Seldom do individuals who are not users of the public transit system provide high ratings for this question.

- **Perception of Value Provided by STA.** Each of the items that respondents rated for value provided by STA were rated at or above the National Average. Listed below is each item ordered by percentage difference (Extremely Valuable and Somewhat Valuable answers) from the National Average:

  - Overall value to the region: 87% vs 66% % (+21%)
  - Attracting & retaining a qualified workforce: 66% vs. 45% (+21%)
  - Improving property values: 47% vs. 31% (+16%)
  - Making roads safer for all users: 61% vs. 45% (+16%)
  - Providing access to educational facilities: 86% vs. 72% (+14%)
  - Improving quality of life: 69% vs. 56% (+13%)
  - Reducing traffic congestion: 69% vs. 56% (+13%)
  - Overall value to you personally: 43% vs. 31% (+12%)
  - Providing transportation options to people with special mobility needs: 90% vs. 78% (+12%)
  - Reducing pollution/carbon footprint: 68% vs. 58% (+10%)
  - Attracting & retaining more employment opportunities in the region: 63% vs. 54% (+9%)
  - Providing access to places of employment: 76% vs. 69% (+7%)
  - Providing mobility to low-income families: 89% vs. 84% (+5%)
  - Providing access to places of leisure: 62% vs. 57% (+5%)
  - Providing affordable transportation options: 81% vs. 77% (+4%)
  - Providing access to medical facilities: 81% vs. 77% (+4%)

- **Agreement with Statements Regarding STA Services.** All statements about STA service were rated equal to or above the National Average. Listed below is each statement ordered by percentage difference (Strongly Agree and Agree answers) from the National Average.

  - STA is committed to innovation & technological advancement: 65% vs. 40% (+25%)
  - STA makes infrastructure investments that have a positive economic impact on the community: 61% vs. 37% (+24%)
  - STA adequately serves employment centers: 53% vs. 32% (+21%)
  - STA provides service that supports quality of life & social needs: 66% vs. 48% (+18%)
  - STA is transparent in its financial reporting: 37% vs. 22% (+15%)
  - STA service is easily accessible: 56% vs. 42% (+14%)
  - It is safe to use STA services: 55% vs. 55% (-)

- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Respondents, Other Respondent Findings, and Community Perceptions.

2 Charts & Graphs

KEY CHARACTERISTICS OF RESPONDENTS

Which best describes you? (Q8)

by percentage of respondents (excluding "not provided")

I have ridden on an STA bus before, but not in the last 30 days

54%

I have never ridden on an STA bus

32%

14% I have ridden on an STA bus in the last 30 days
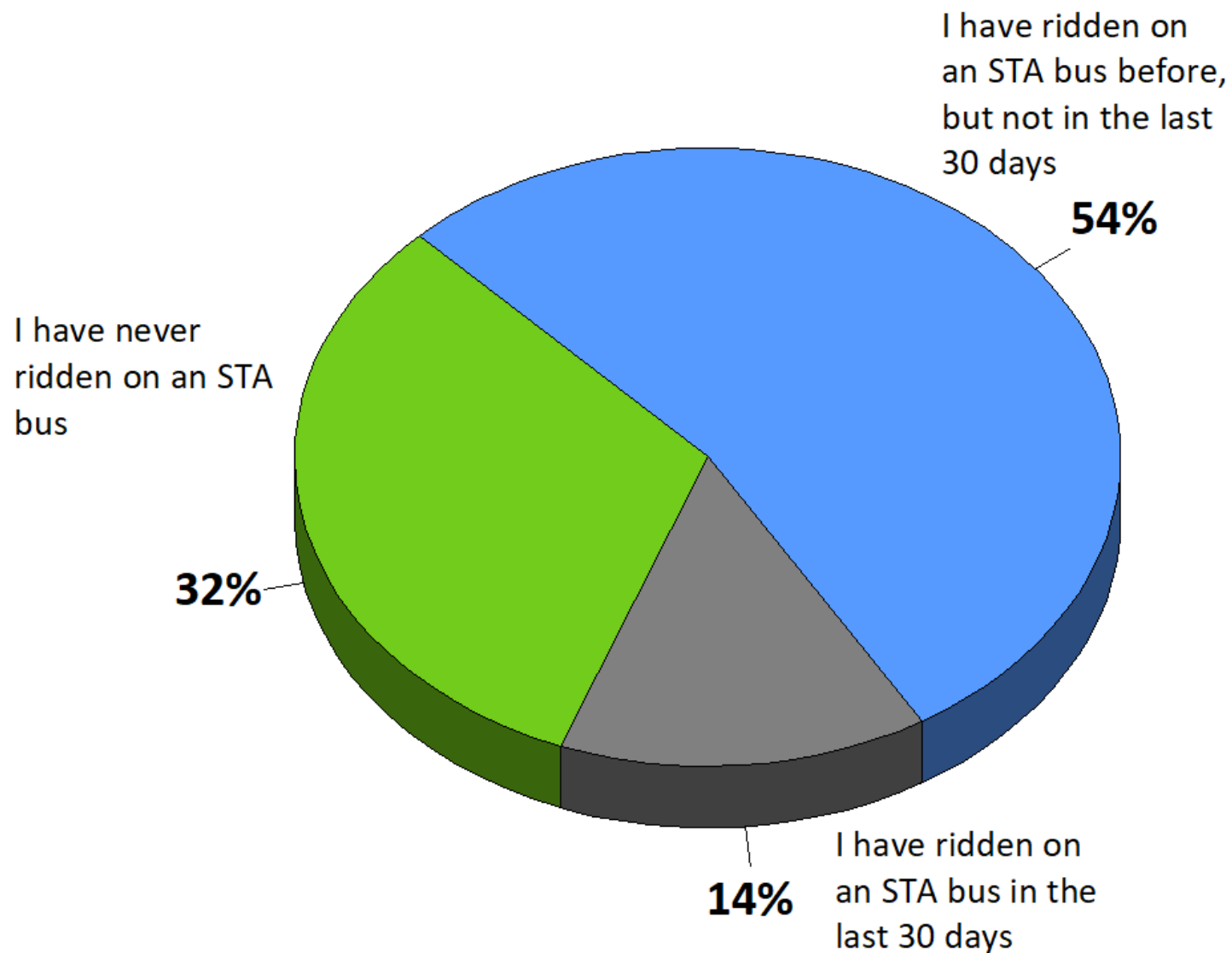
Which of the following best describes your race/ethnicity? (Q20)

by percentage of respondents
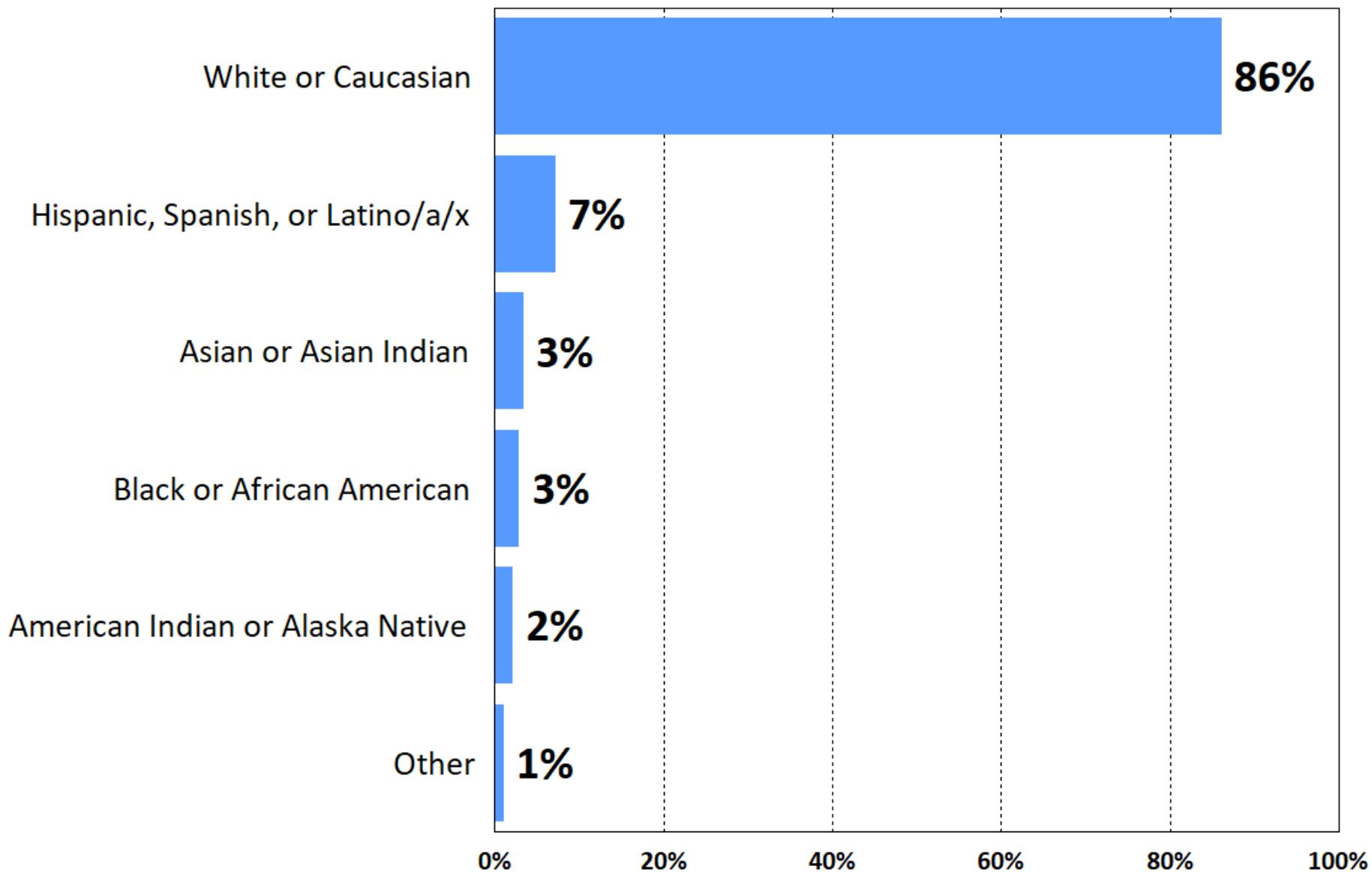
What is your age range? (Q19)

by percentage of respondents (excluding "refused")

35 to 44
20%

65+
20%

45 to 54
19%

18 to 34
20%

60 to 64
12%

55 to 59
10%
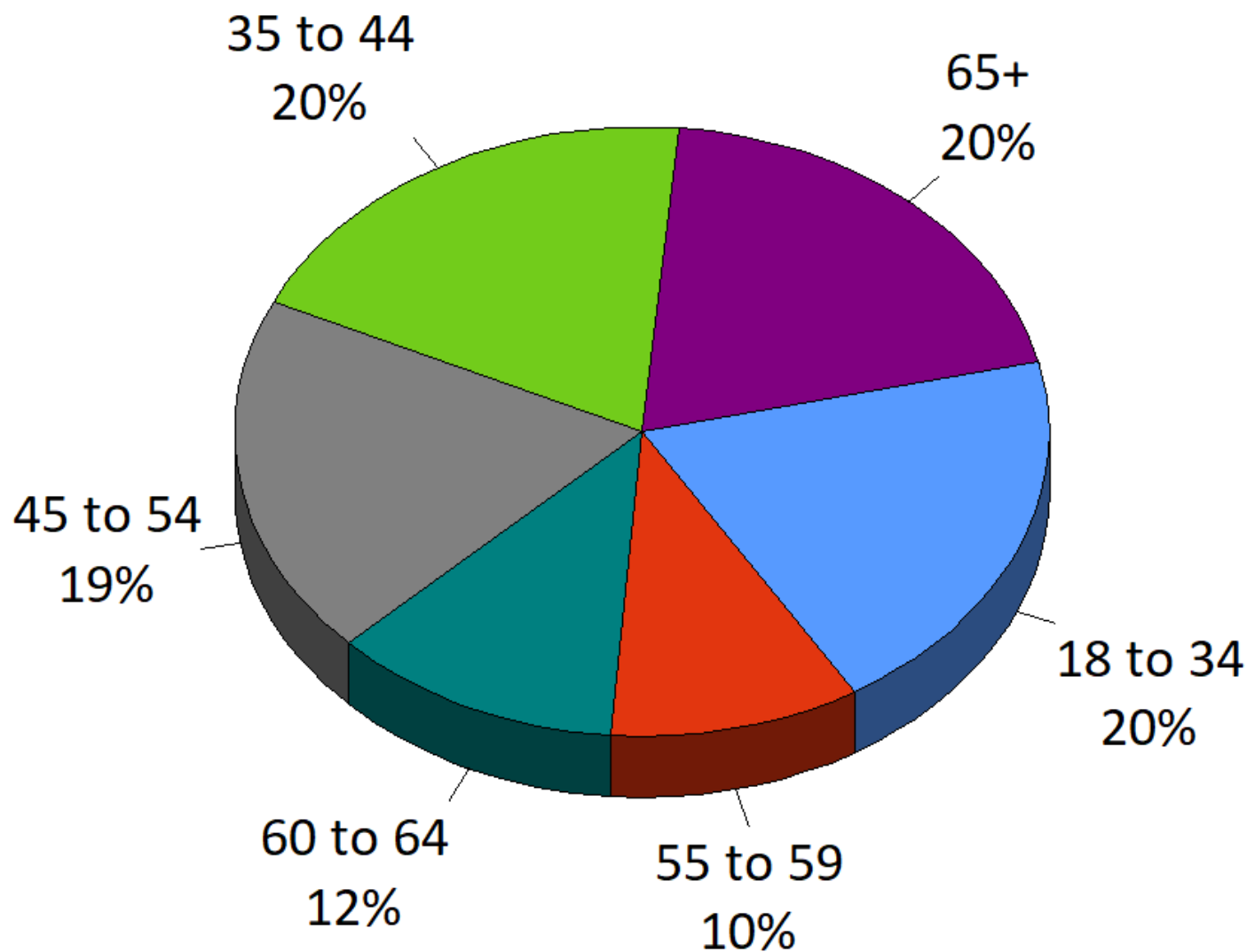
Gender (Q24)

by percentage of respondents (excluding "not provided")
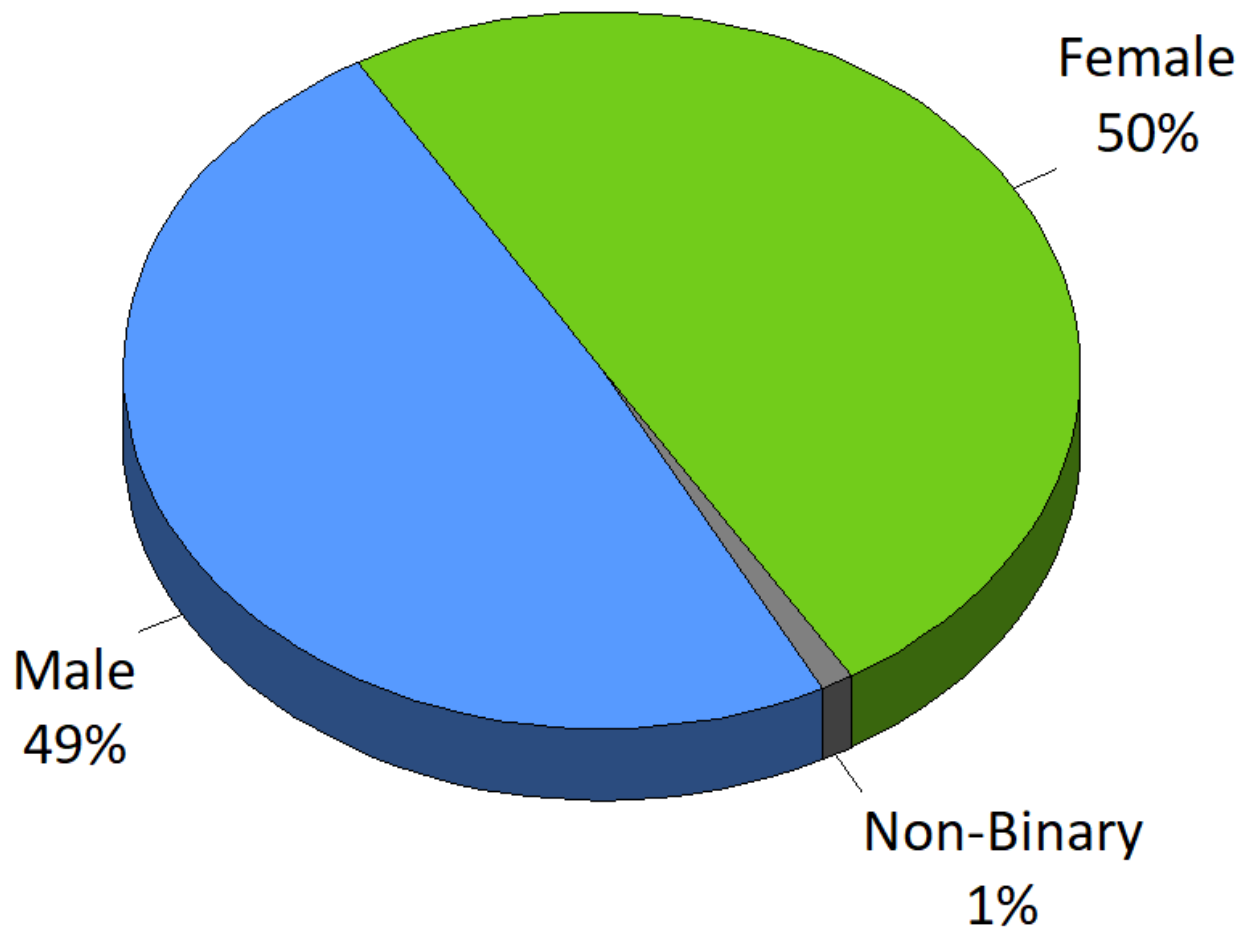
Female 50%

Male 49%

Non-Binary 1%

On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative? (Q21)

by percentage of respondents (excluding "don't know")

More Liberal
33%

More
Conservative
34%

More
Moderate 33%
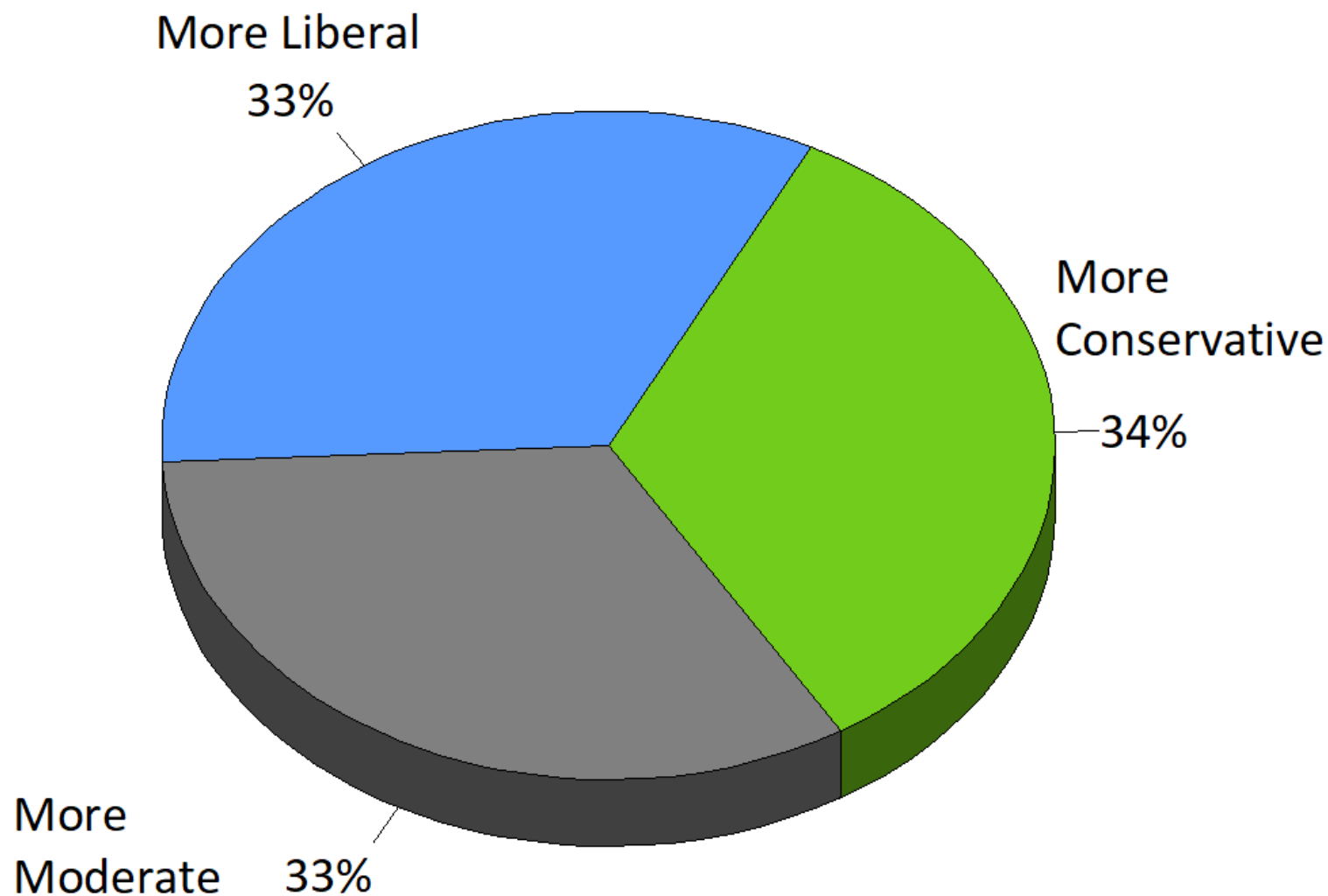
What is your highest level of education completed? (Q22)

by percentage of respondents (excluding "don't know/refused")

Education Level	Percentage
Less than high school (0-11 years)	1%
GED or high school graduate (12 years)	40%
Some college or trade school (13-15 years)	19%
Four-year college degree BA/BS (16 years)	23%
Post-graduate work (17+ years)	17%

ETC Institute (2025)
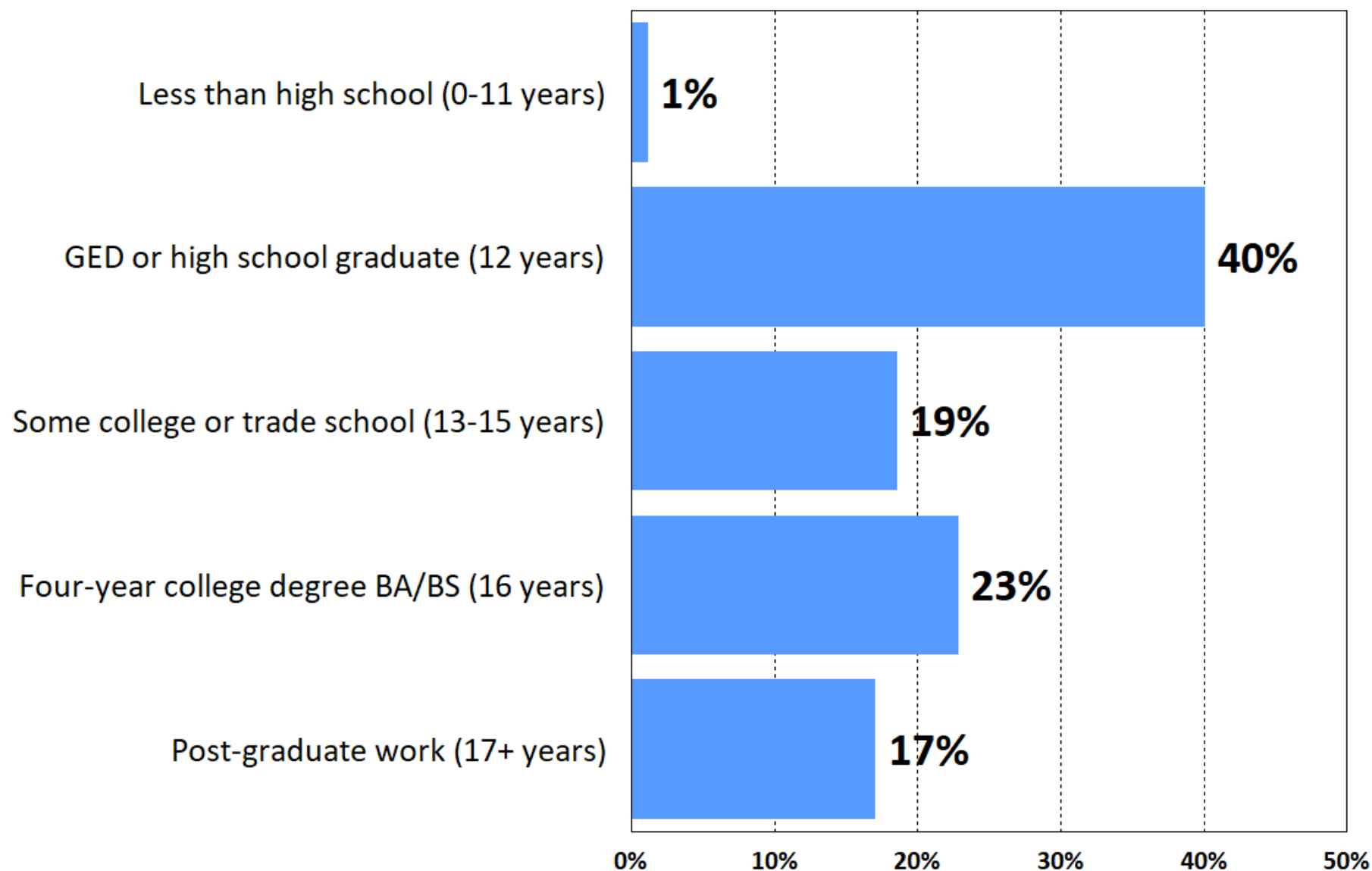
What is your annual household income before taxes? (Q23)

by percentage of respondents (excluding "prefer not to answer")
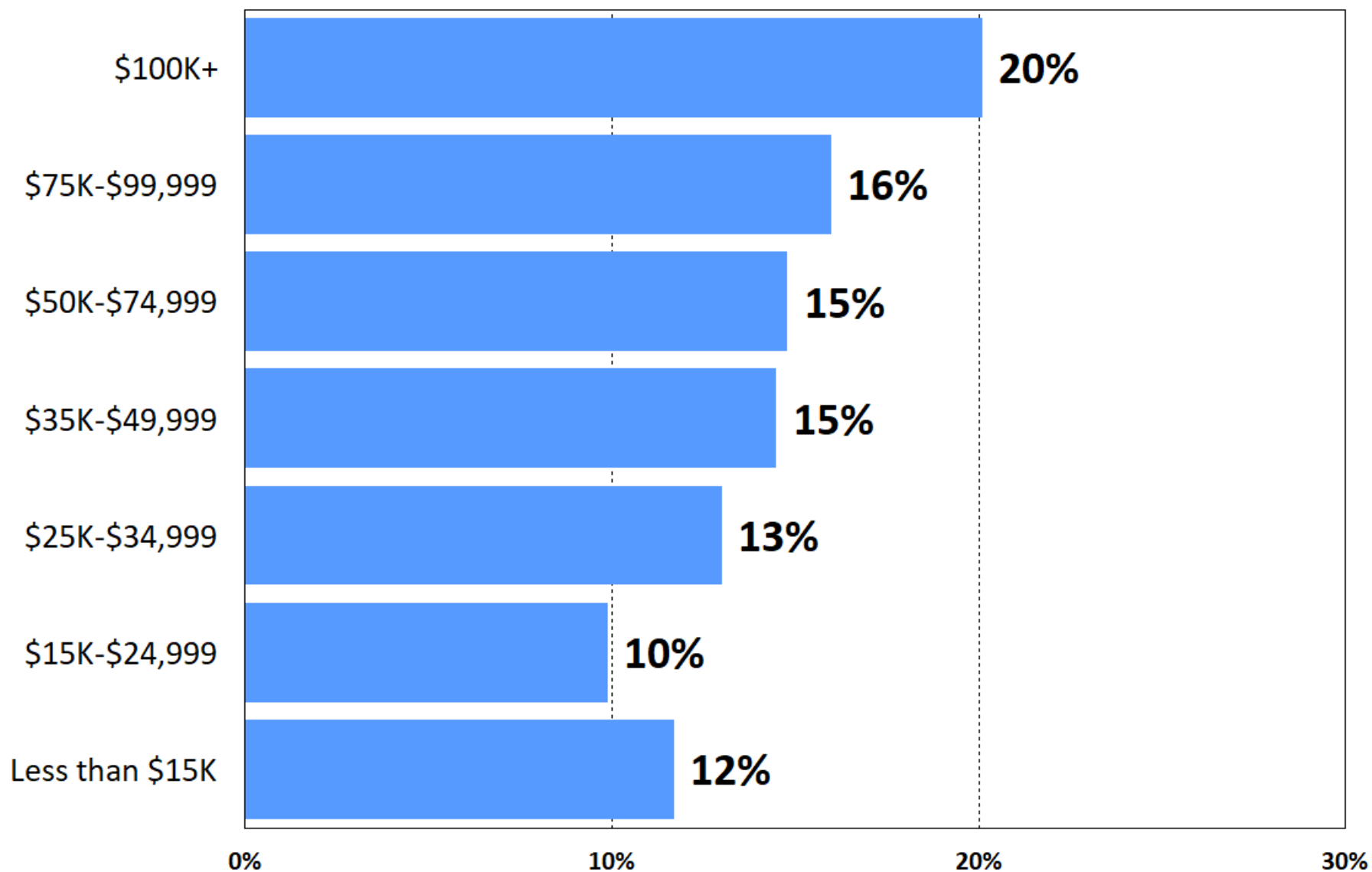
What is your current employment status? (Q17)

by percentage of respondents (excluding "not provided")

Employment Status	Percentage
Work full-time outside the home	47%
Retired	24%
Work part-time outside the home	10%
Work from home	9%
Unable to work/disabled	4%
Unemployed	2%
Student & works part-time	2%
Student & does not work	1%
Homemaker	1%
Student & works full-time	1%
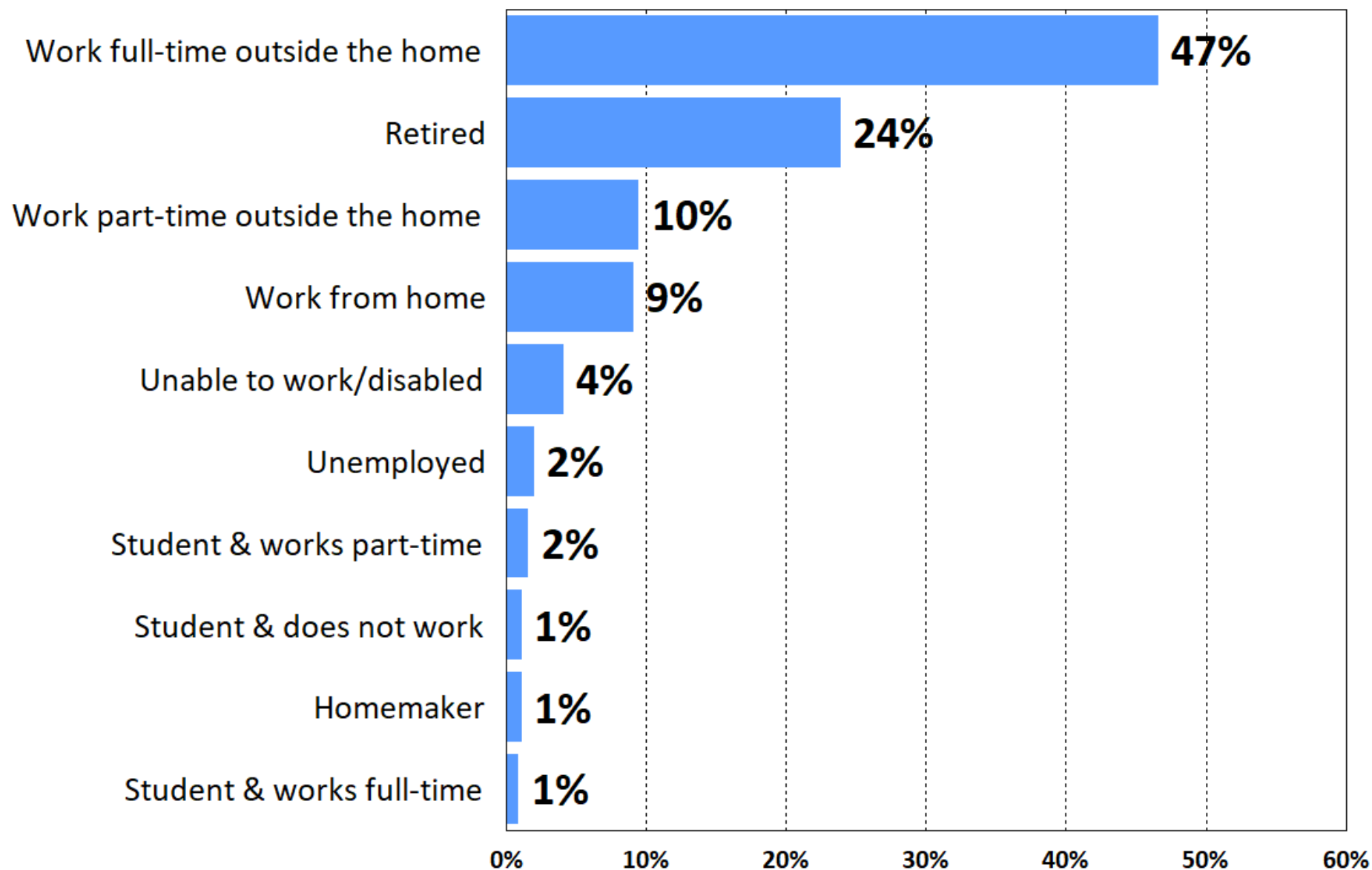
How many days during an average week do you commute to work or school? (Q18)

by percentage of respondents who indicated that they work outside home or are students (excluding "don't know")
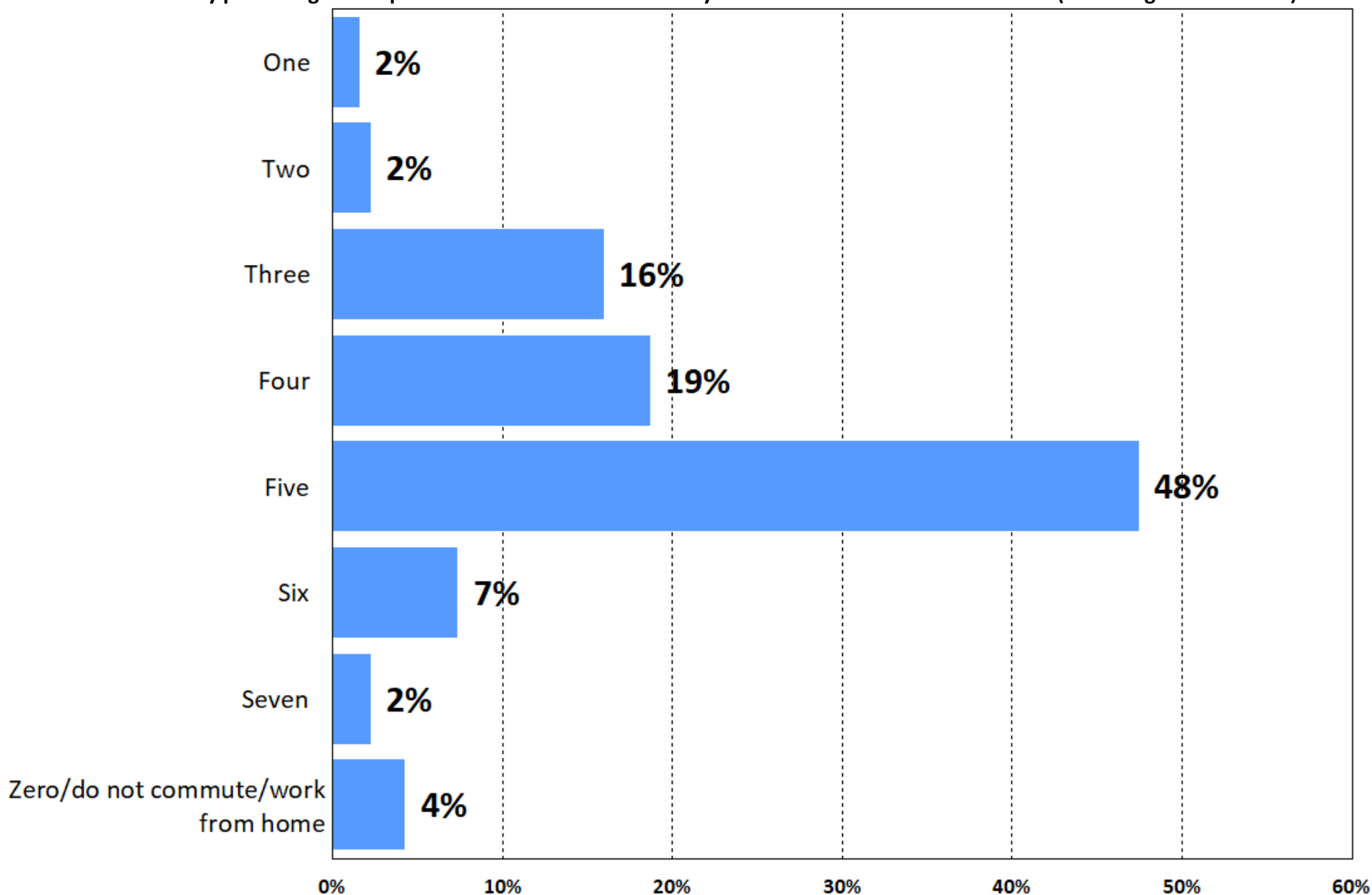
How many miles, one-way, do you travel from home to work or school? (Q18a)

by percentage of respondents who indicated that they work outside home or are students (excluding "don't know")

2-4 miles
27%

5-14 miles
41%

15-24 miles
17%

Less than 2 miles
9%

25+ miles
7%
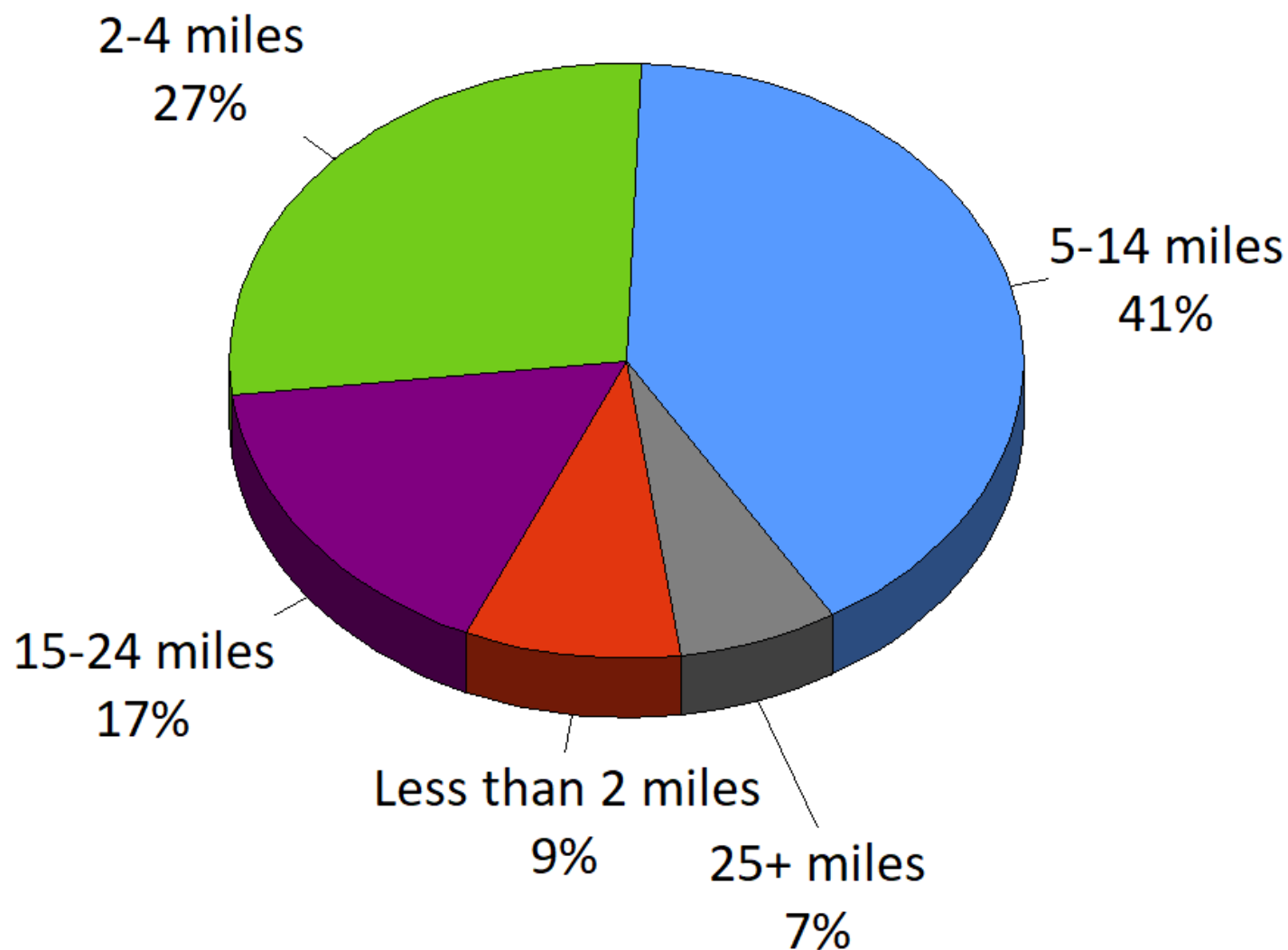
About how long does that take you one-way? (Q18b)

by percentage of respondents who indicated that they work outside home or are students (excluding "don't know")

21-30 minutes
26%

11-20 minutes
38%

10 minutes or less
23%

31+ minutes
13%

How do you get to and from work or school? (Q18c)

by percentage of respondents who indicated that they work outside home or are students (excluding "don't know")

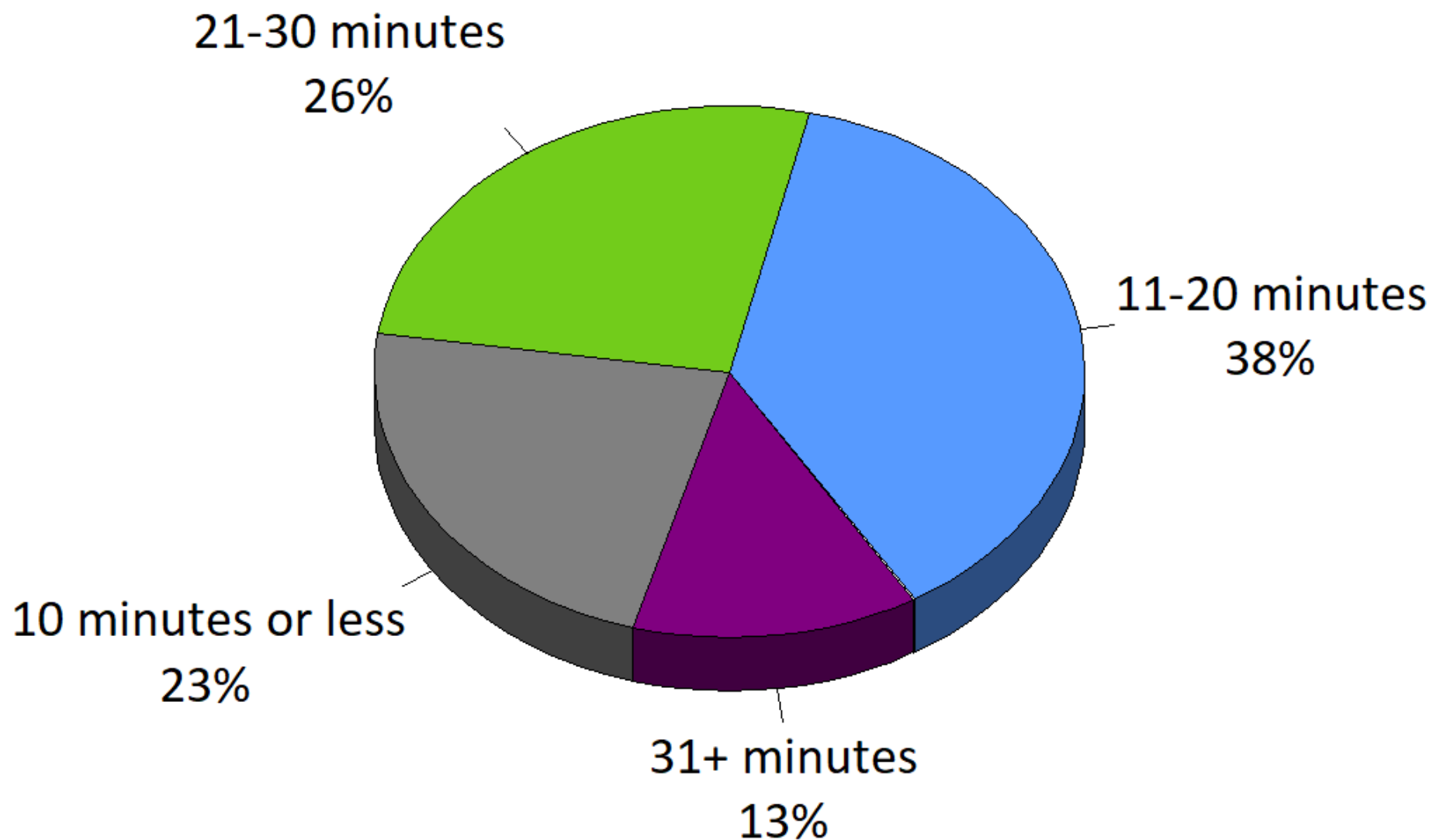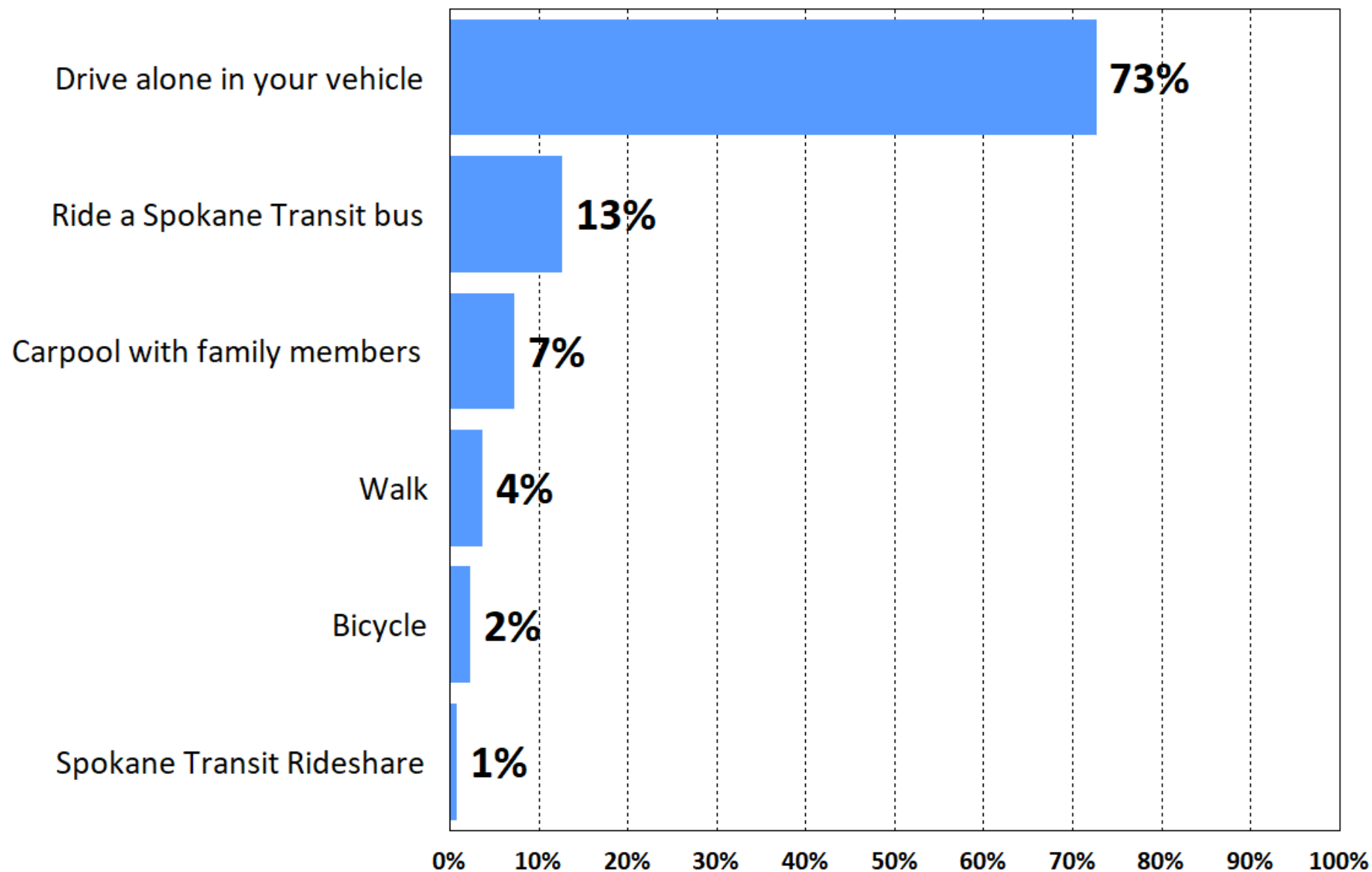# How has your commute changed since 2019? (Q18d)

by percentage of respondents who indicated that they work outside home or are students (excluding "not provided")
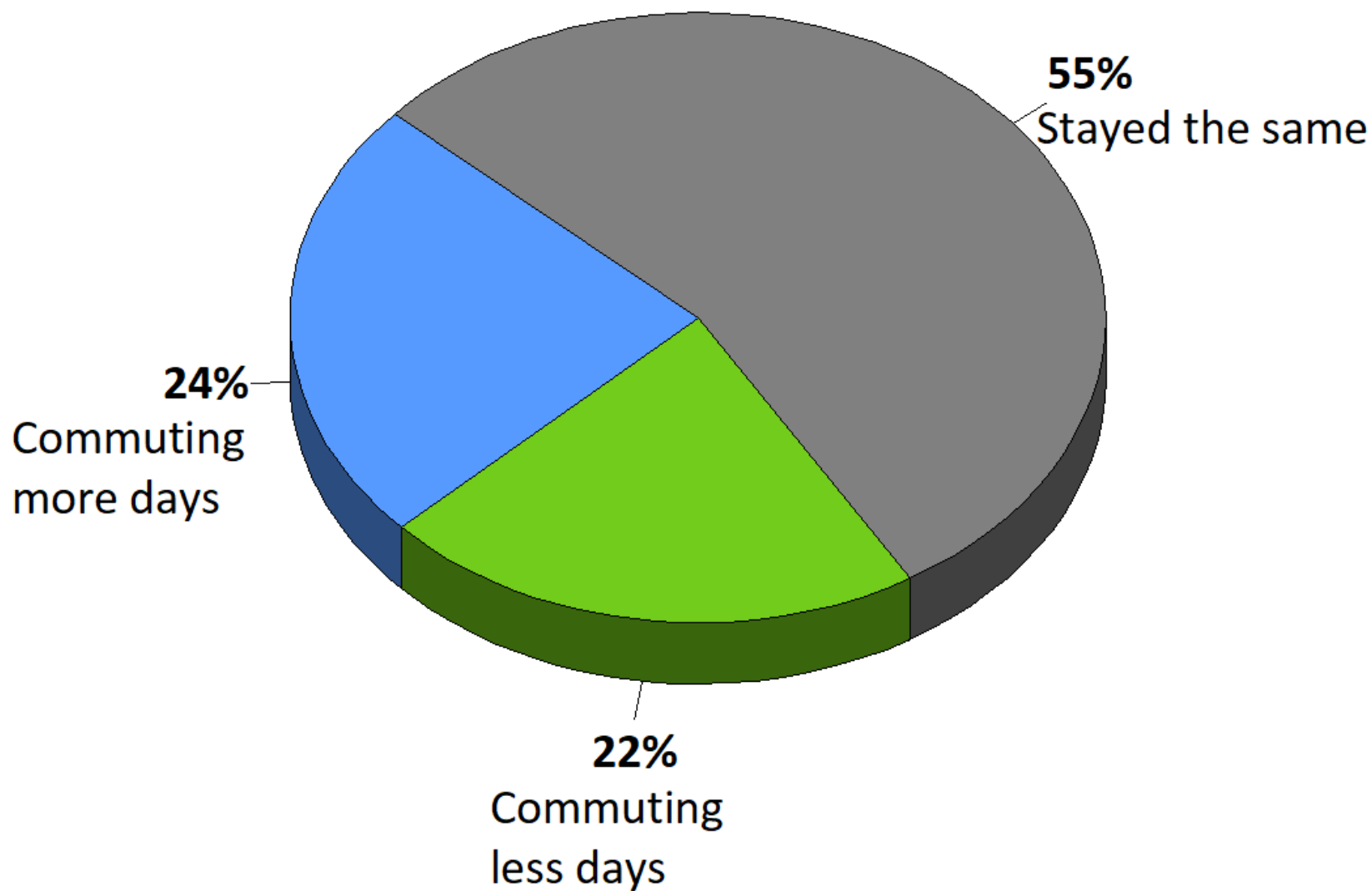
55% Stayed the same

24% Commuting more days

22% Commuting less days

Looking ahead to the next 12 months, which of these statements best describes your plans to ride an STA bus? (Q10)

by percentage of respondents (excluding "not provided")

I hope/plan to ride an STA bus/ride more often over next 12 months **31%**

I will most likely not ride an STA bus over next 12 months **41%**

I will probably ride an STA bus the same amount over the next 12 months **23%**

I will probably ride an STA bus less frequently over the next 12 months **4%**
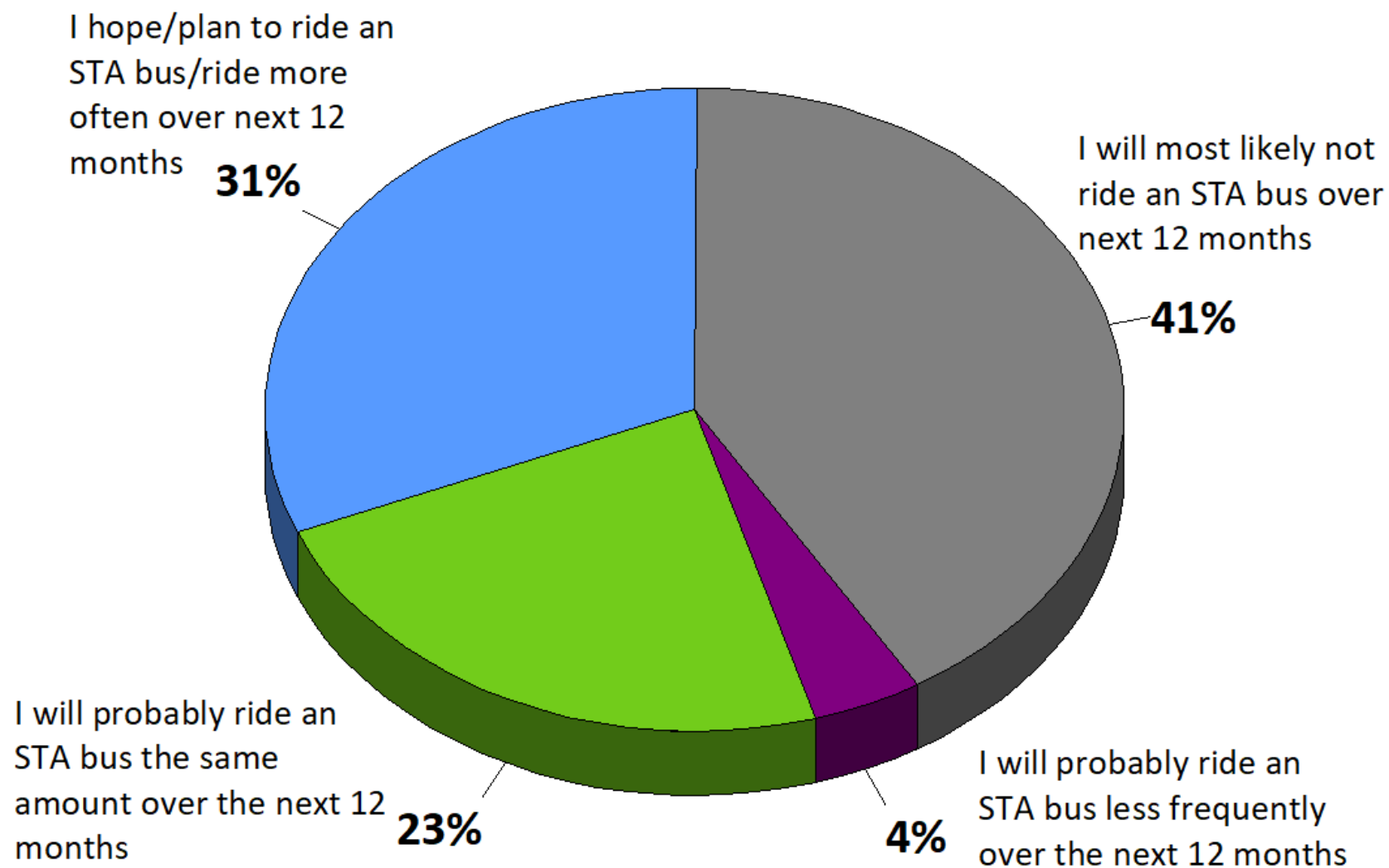
ADDITIONAL FINDINGS

Do you use a Connect Card? (Q8a)

by percentage of respondents (excluding "not provided")
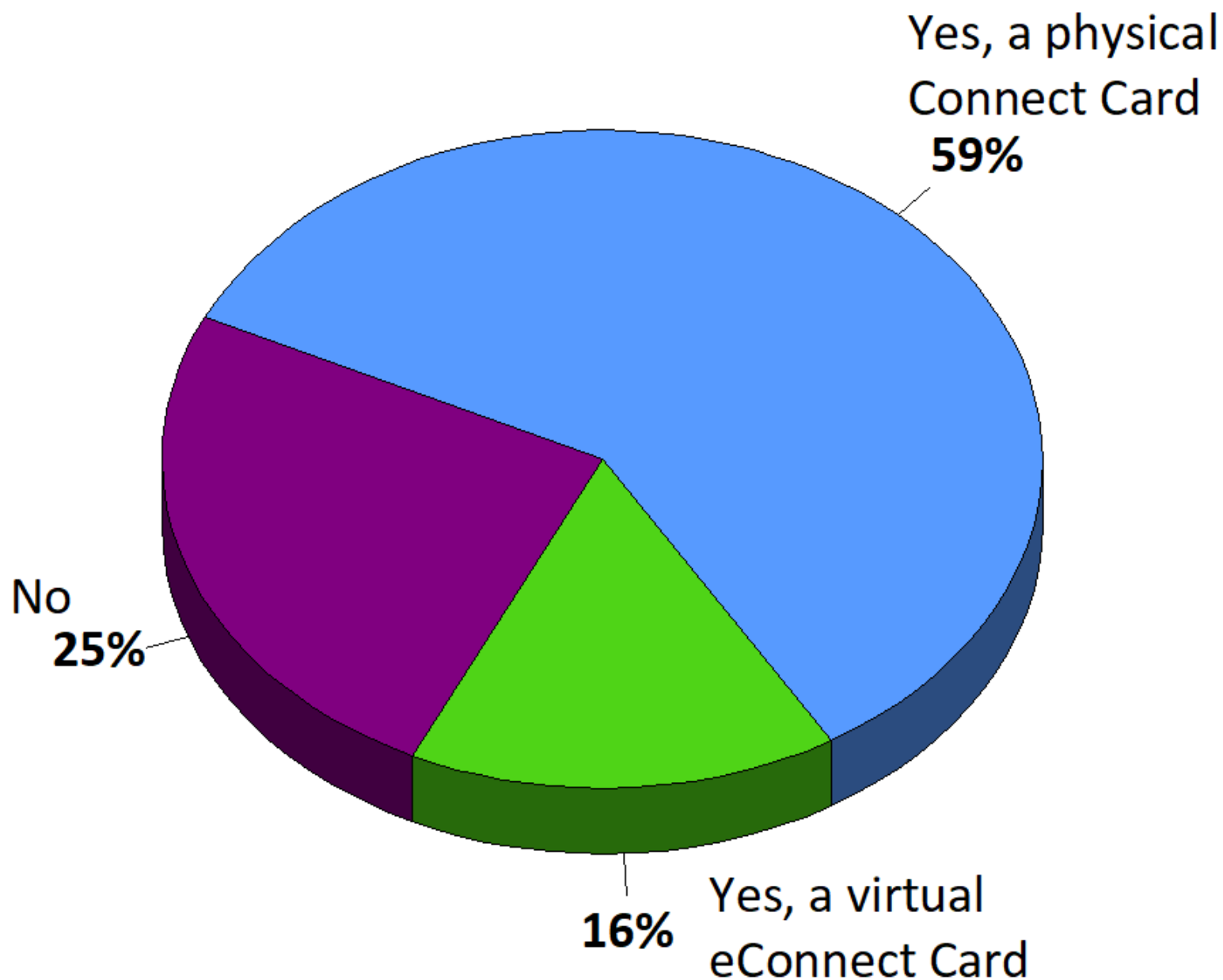
Yes, a physical Connect Card
59%

No
25%

16% Yes, a virtual eConnect Card

First, do you think things in the Spokane area are generally going in the right direction, or do you feel things have gotten off on the wrong track? (Q1)

by percentage of respondents

Wrong track
39%

Right direction
41%

Dont know
19%
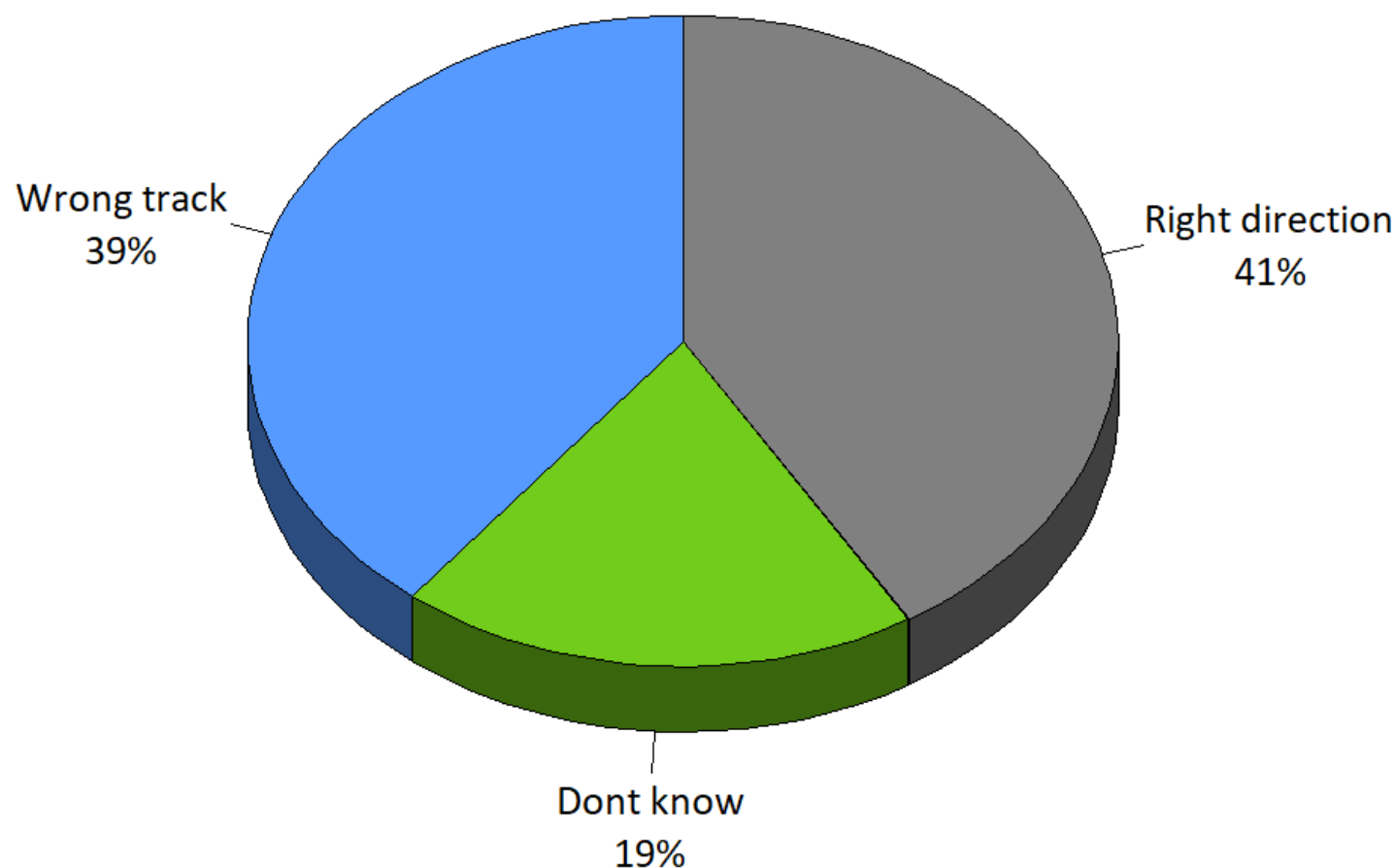
Are you aware that youth 18 and under ride free on Spokane Transit? (Q11)

by percentage of respondents

Yes
73%

No
27%
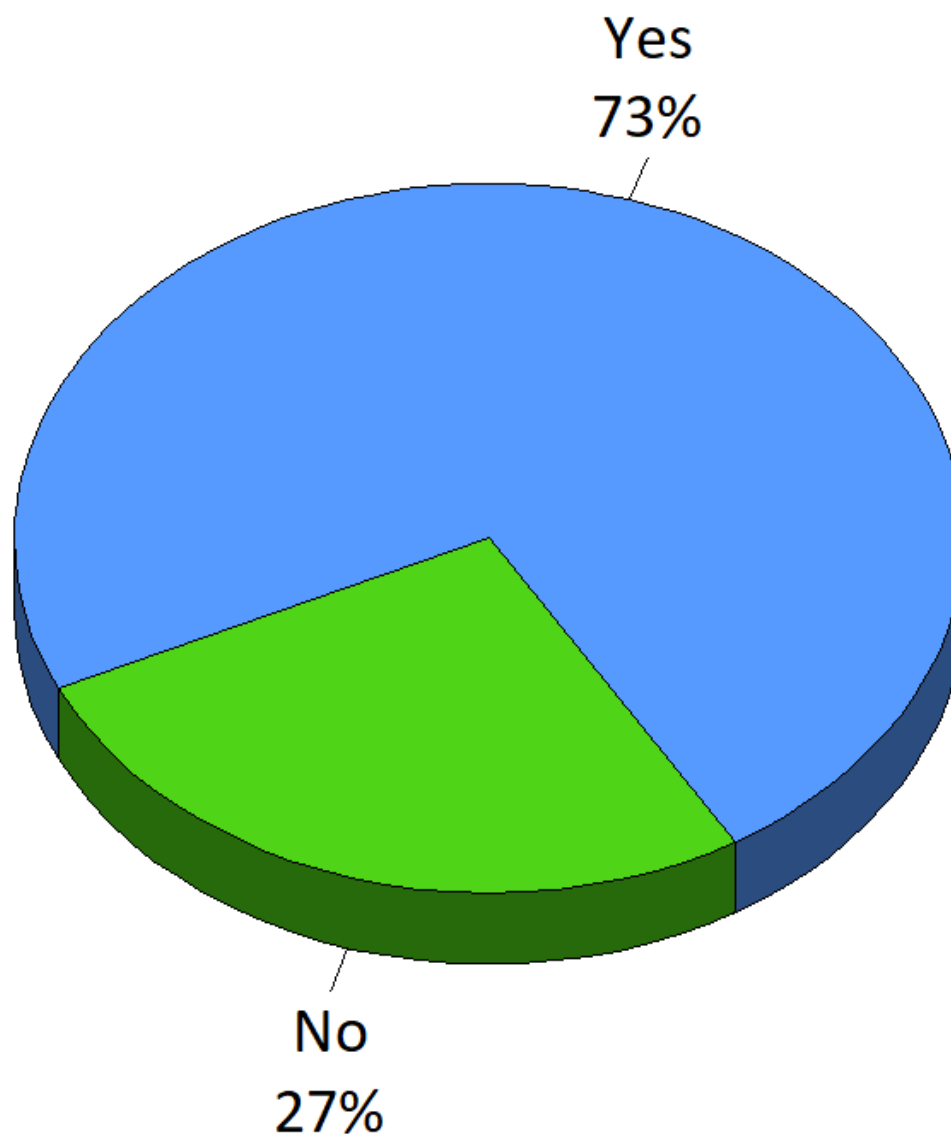
COMMUNITY PERCEPTIONS

How would you rate the transportation system in the Spokane area, by that we mean the entire system – roads, transit, sidewalks, bike ways and transportation services in general? (Q2)

by percentage of respondents (excluding "not provided")

2025 2% 29% 48% 19% 3%

0%   20%   40%   60%   80%   100%

■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor

Trends: How would you rate the transportation system in the Spokane area, by that we mean the entire system – roads, transit, sidewalks, bike ways and transportation services in general? (Q2)

by percentage of respondents (excluding "not provided")

Year	Excellent	Good	Fair	Poor	Very Poor
2023	2%	25%	48%	20%	4%
2021	6%	29%	50%	10%	6%
2020	6%	39%	43%	9%	3%
2019	4%	27%	47%	19%	3%
2018	4%	26%	45%	18%	5%

Excellent Good Fair Poor Very Poor

Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area? (Q3)

by percentage of respondents top three choices (excluding "not provided")

Category	Percentage
Condition of roads, potholes & dangerous roads	39%
Careless drivers/better drivers	14%
Congestion	13%
Lack of public transit	11%
Inefficient stop lights	4%
Lack of freeway system	3%
No problems	3%
Connecting bike trails	3%
Gas prices	3%
Road construction	3%
Weather conditions	3%
Being on time (general)	2%
Lack of certainty about time to get there by car	1%
No problems	2%

Trends: Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area? (Q3)

by percentage of respondents (excluding "not provided")

Conditions of roads, pothole & dangerous roads
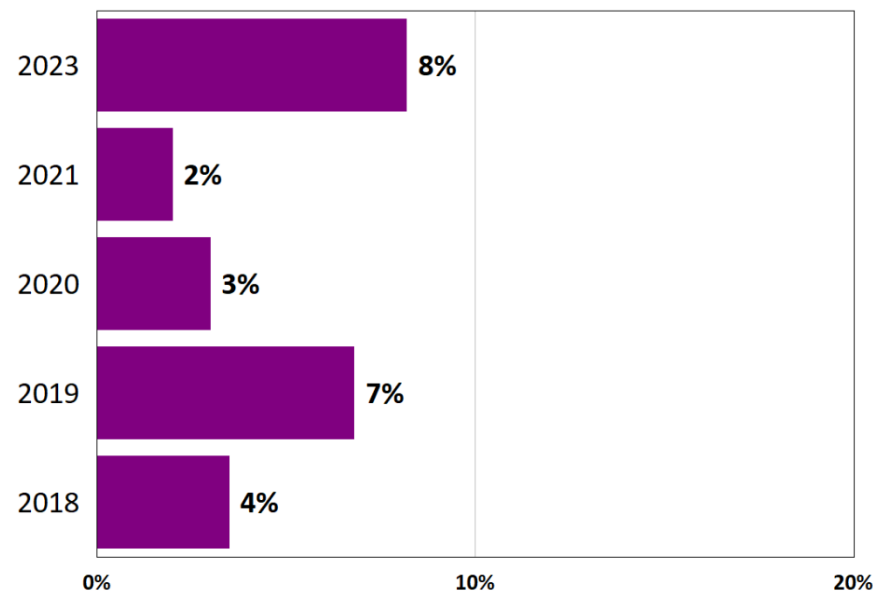
Year	%
2023	30%
2021	29%
2020	18%
2019	20%
2018	19%

Careless Drivers

Year	%
2023	8%
2021	2%
2020	3%
2019	7%
2018	4%

Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (Q6)

by percentage of respondents
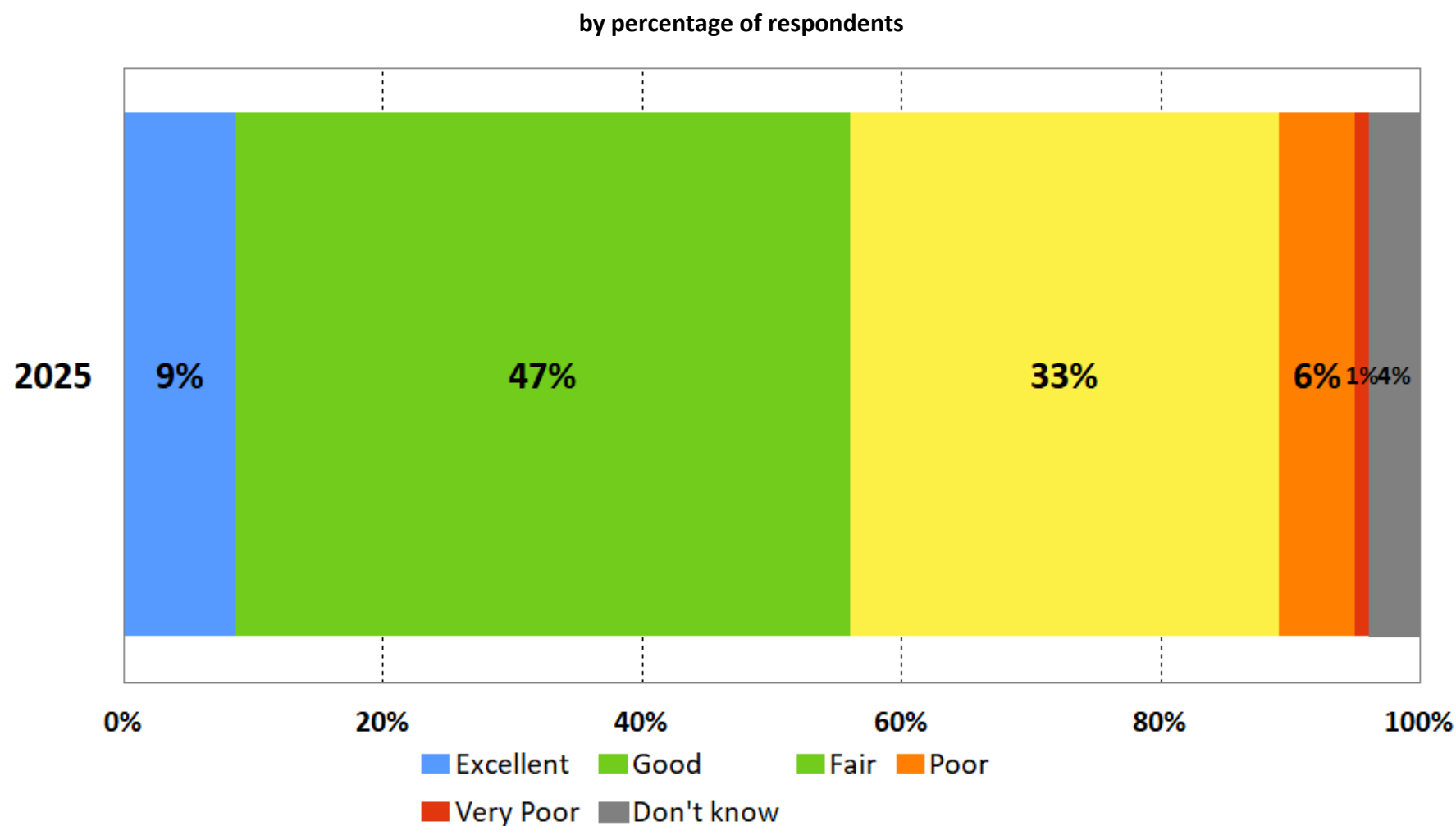
Trends: Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (Q6)

by percentage of respondents

Year	Excellent	Good	Fair	Poor	Very Poor	Dont know
2023	10%	40%	36%	9%	2%	3%
2021	15%	50%	22%	6%	2%	7%
2020	17%	41%	26%	4%	3%	9%
2019	17%	47%	23%	5%	2%	7%
2018	19%	41%	27%	6%	2%	5%

Legend: Excellent, Good, Fair, Poor, Very Poor, Dont know

In your opinion, is the amount of bus service that Spokane Transit currently provides for the community: (Q5)

by percentage of respondents

Too Little
34%

About Right
34%

Don't Know
24%

Too Much
7%
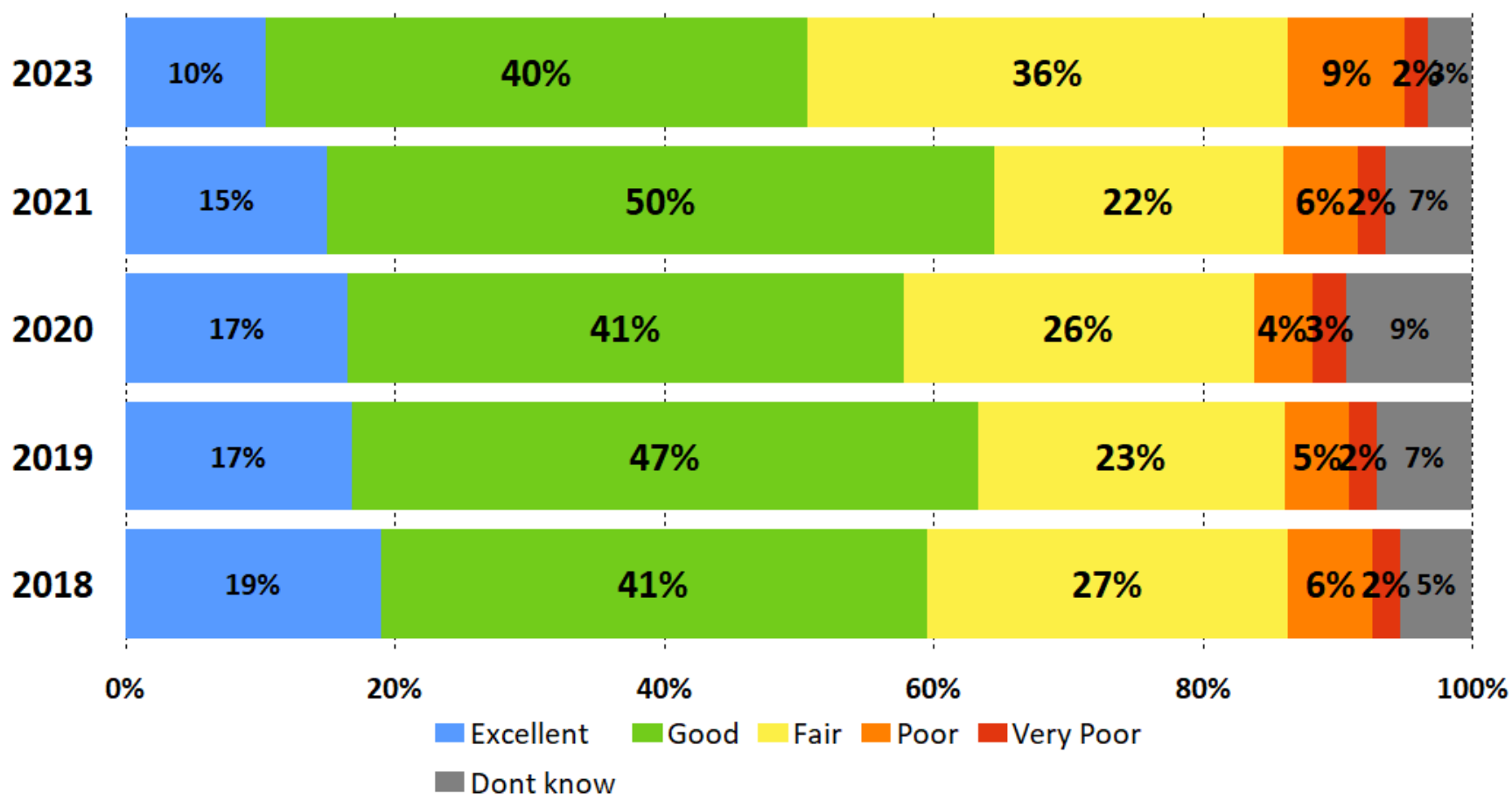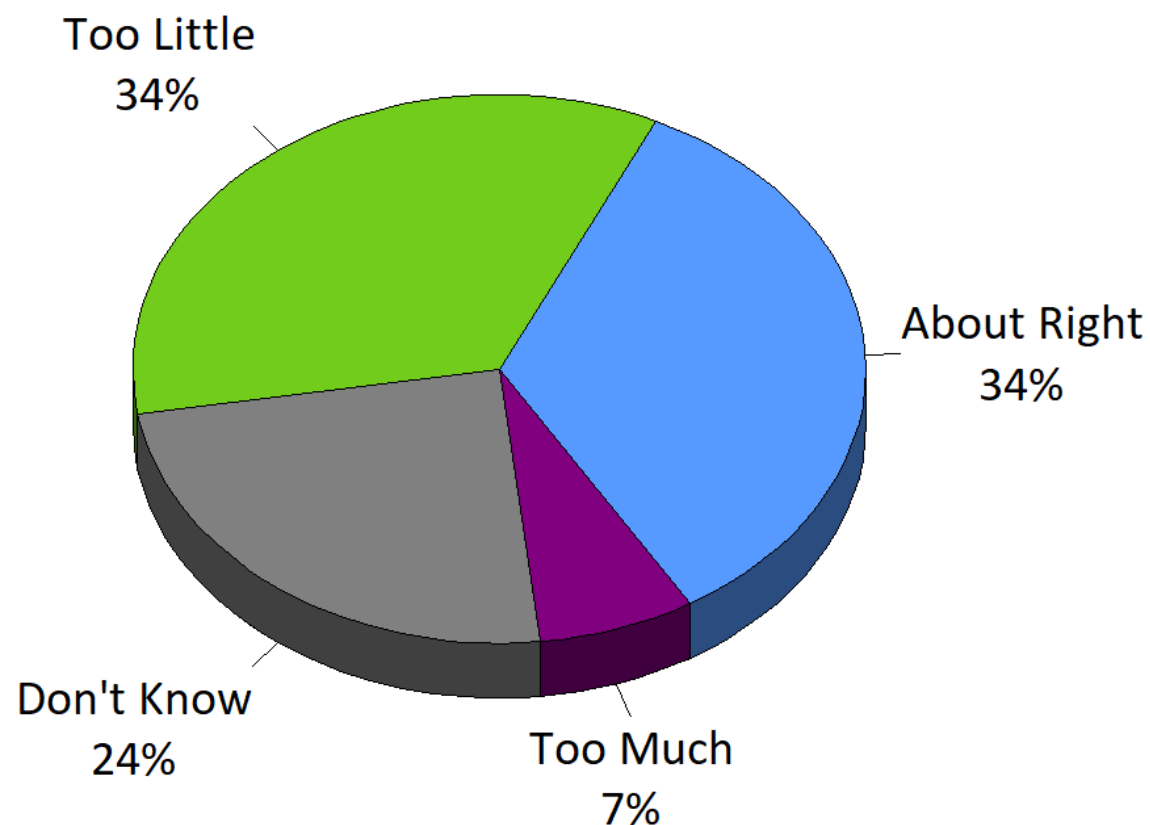
Trends: In your opinion, is the amount of bus service that Spokane Transit currently provides for the community: (Q5)

by percentage of respondents

2023

Too Little
37%

About Right
37%

Don't Know
22%

Too Much
4%

2021

About Right
60%

Too Little
22%

Don't Know
13%

Too Much
5%

2020

About Right
57%

Too Little
24%

Don't Know
16%

Too Much
3%

2019

About Right
48%

Too Little
29%

Don't Know
20%

Too Much
2%

2018

Too Little
27%

About Right
46%

Don't Know
21%

Too Much
5%

Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects?(Q16)

Yes, this is fiscally responsible to save & then build
54%

Not sure
37%

9% No, funds should be spent as accrued & projects financed using debt
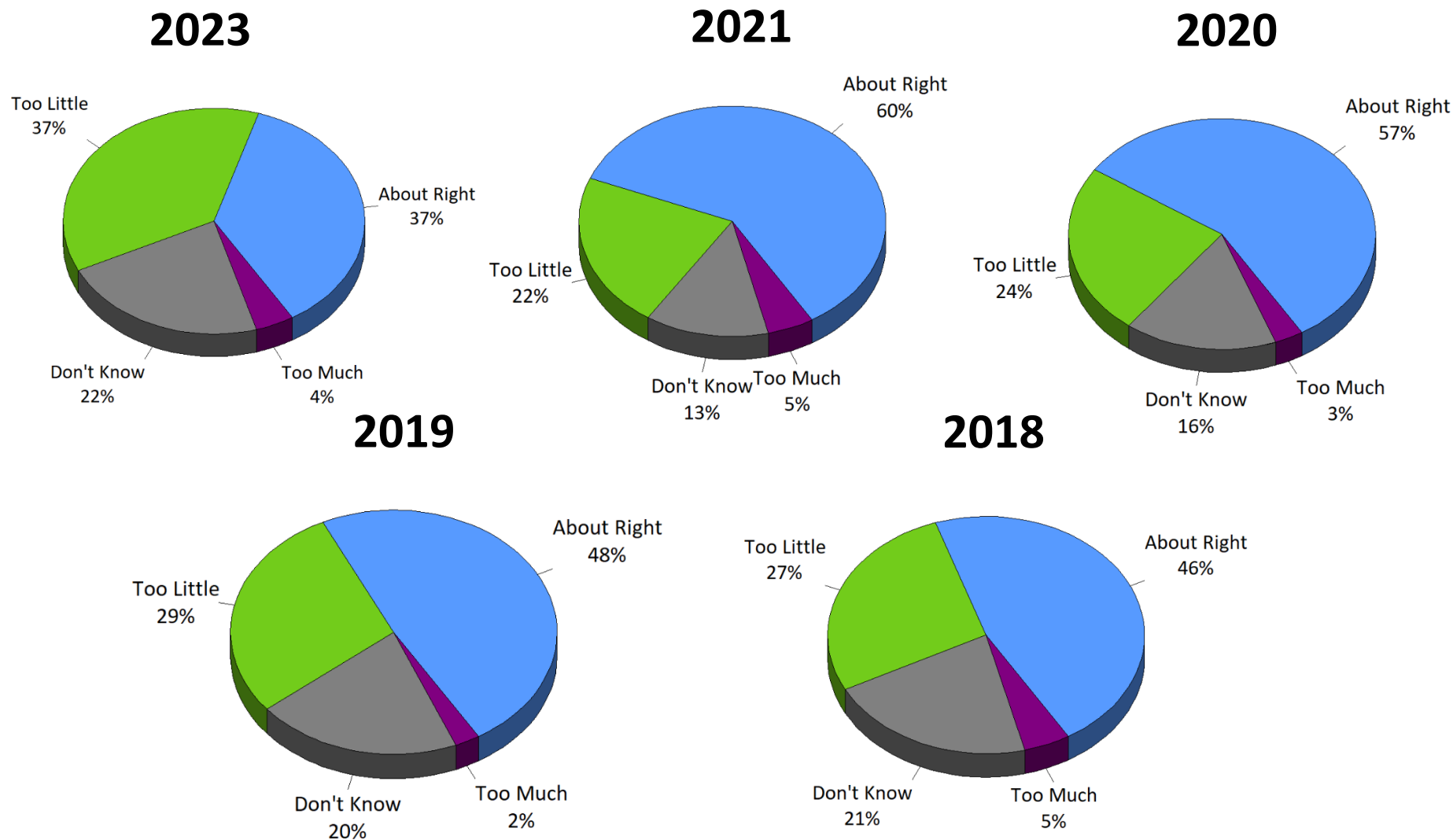
On a scale of 1-5, with 5 meaning
"Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is regarding... (Q7)

On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is regarding… (Q7)

by percentage of respondents (excluding "don't know")

	Extremely Valuable	Somewhat Valuable	Neutral	Not Valuable	Not At All Valuable
Providing transportation options to people with special mobility needs	71%	20%	7%	1%	1%
Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	69%	20%	9%	2%	1%
To the Spokane Region	64%	24%	9%	3%	1%
Providing access to educational facilities	57%	29%	11%	2%	1%
Providing access to medical facilities	54%	28%	14%	3%	2%
Providing affordable transportation options	55%	26%	14%	3%	2%
Providing access to places of employment	48%	27%	17%	4%	4%
Reducing traffic congestion	41%	28%	18%	9%	4%
Improving quality of life	39%	29%	20%	7%	5%
Reducing pollution/carbon footprint	45%	23%	17%	9%	6%
Attracting & retaining a qualified workforce	35%	31%	20%	9%	5%
Attracting & retaining more employment opportunities in the region	32%	30%	24%	9%	4%
Providing access to places of leisure & recreation	31%	31%	24%	10%	4%
Making roads safer for all users	38%	23%	23%	10%	6%
Improving property values	21%	25%	28%	12%	13%
To you personally	17%	26%	30%	11%	16%

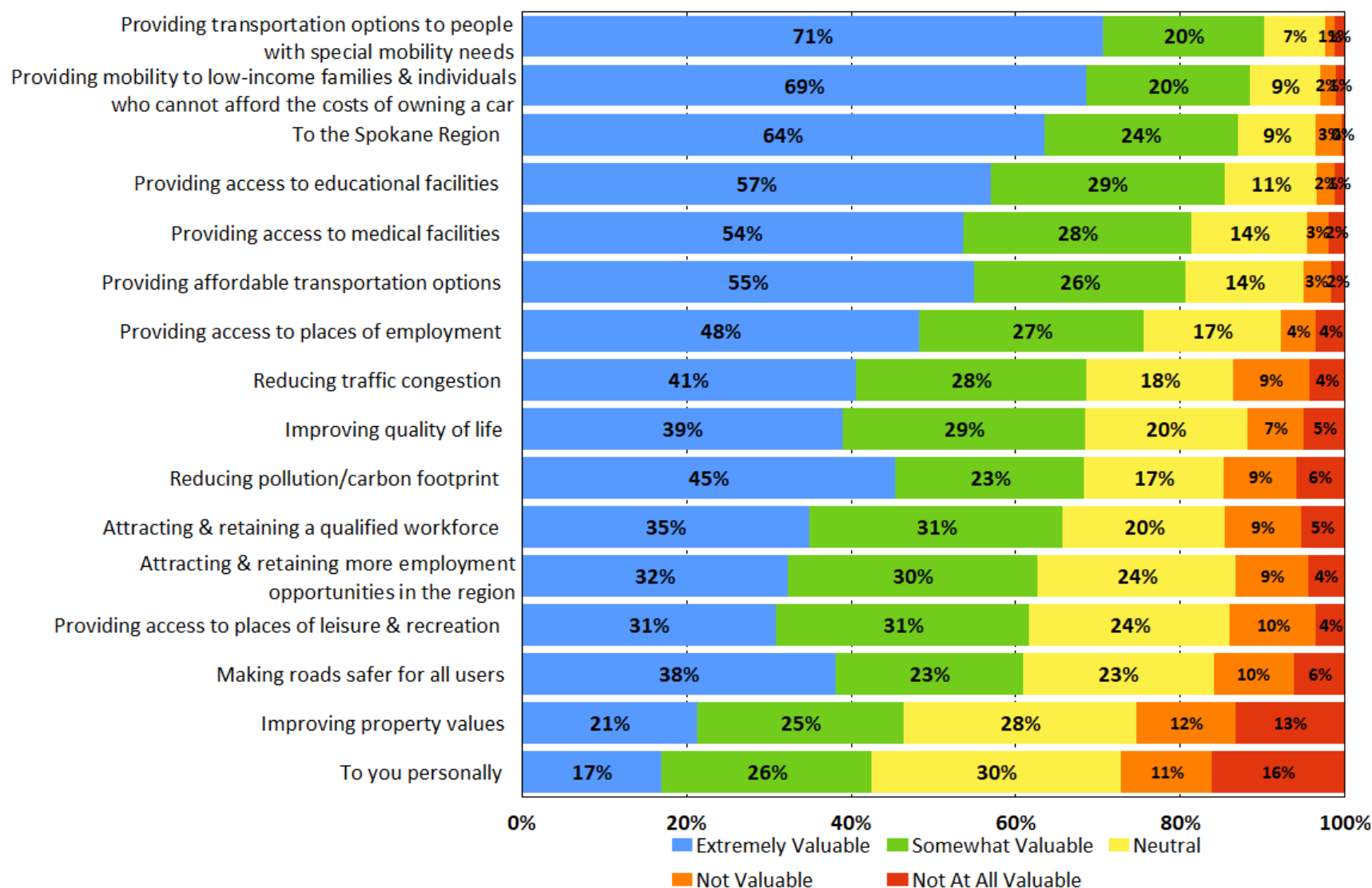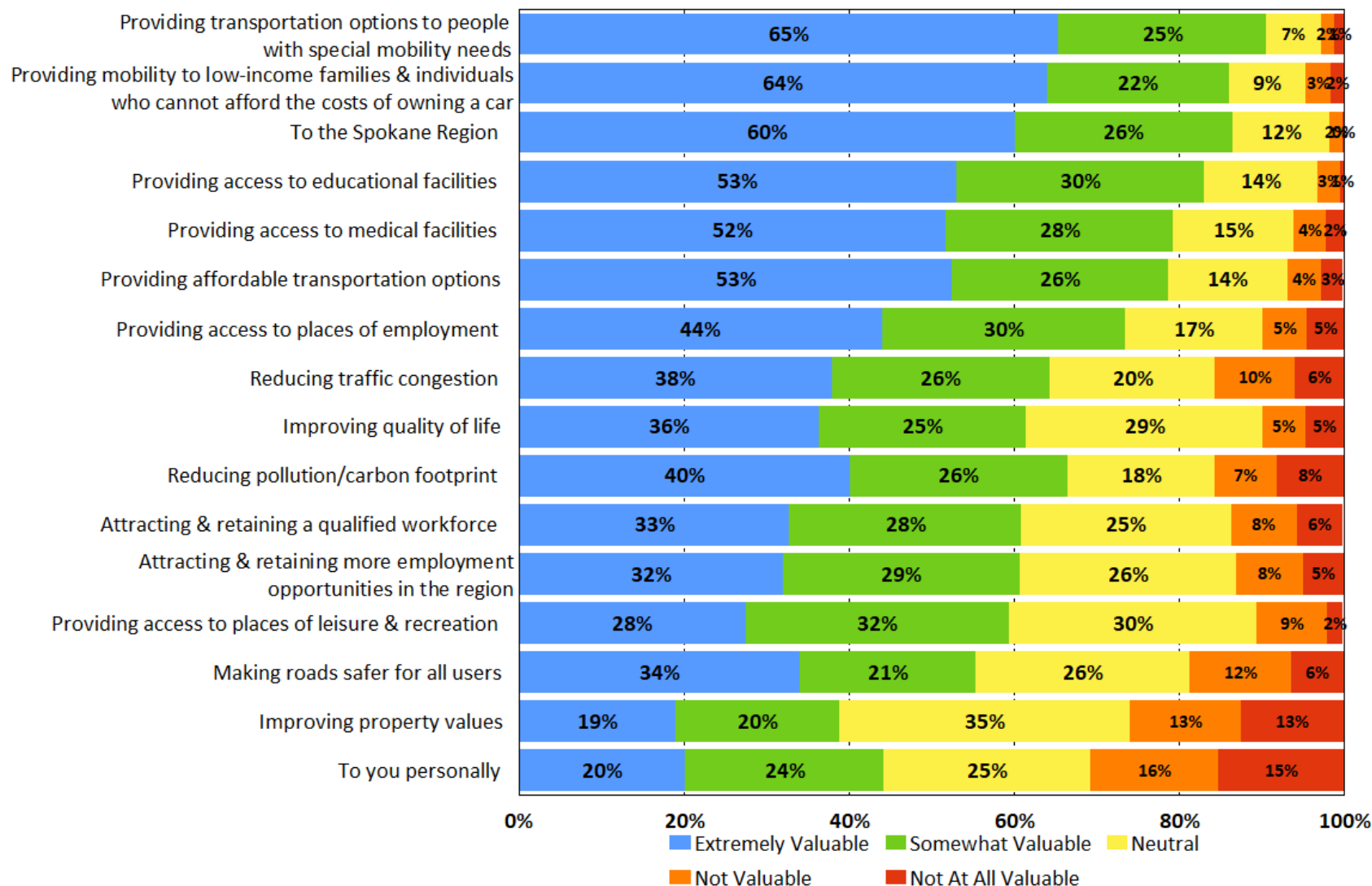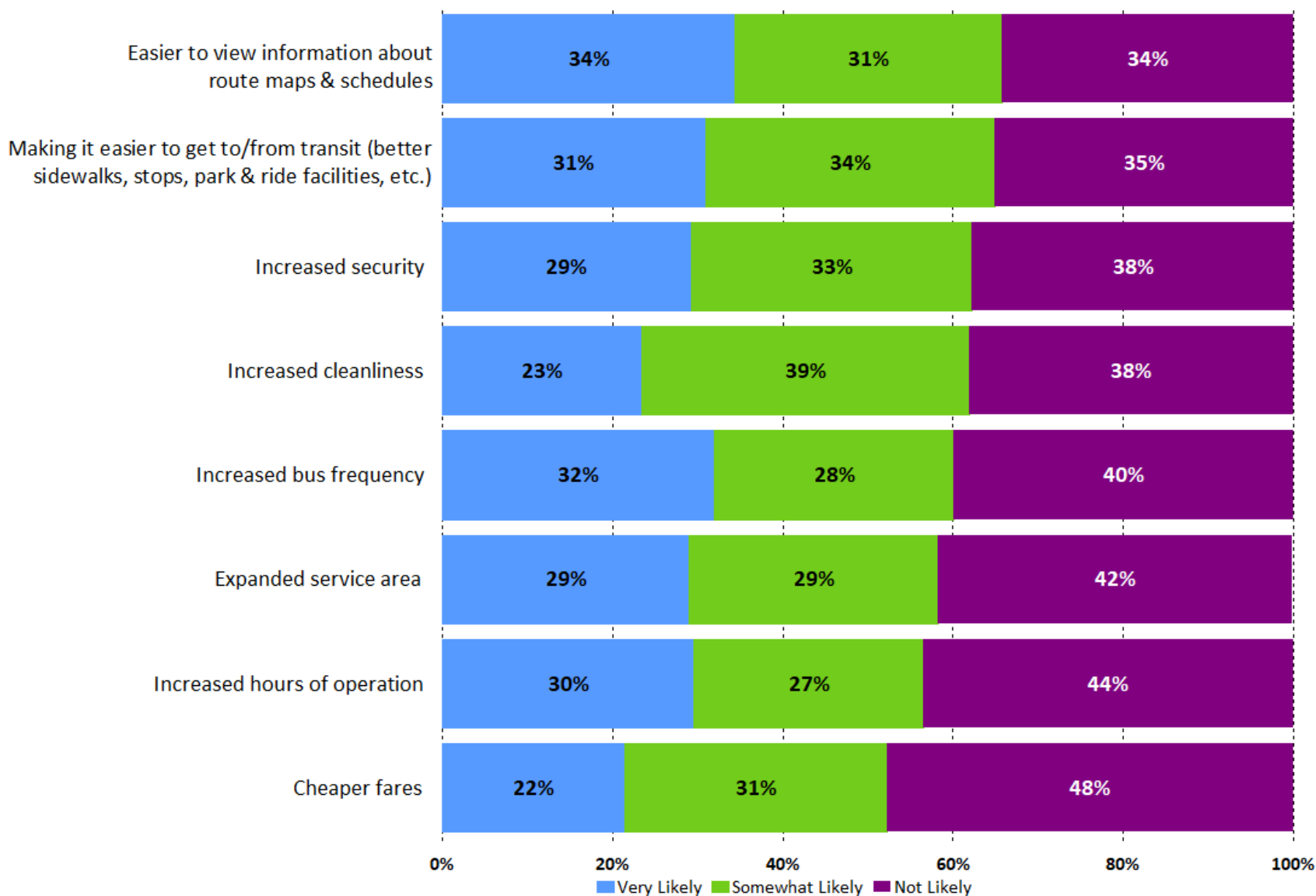# 2023 Trend: On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is regarding… (Q7)

by percentage of respondents (excluding "don't know")

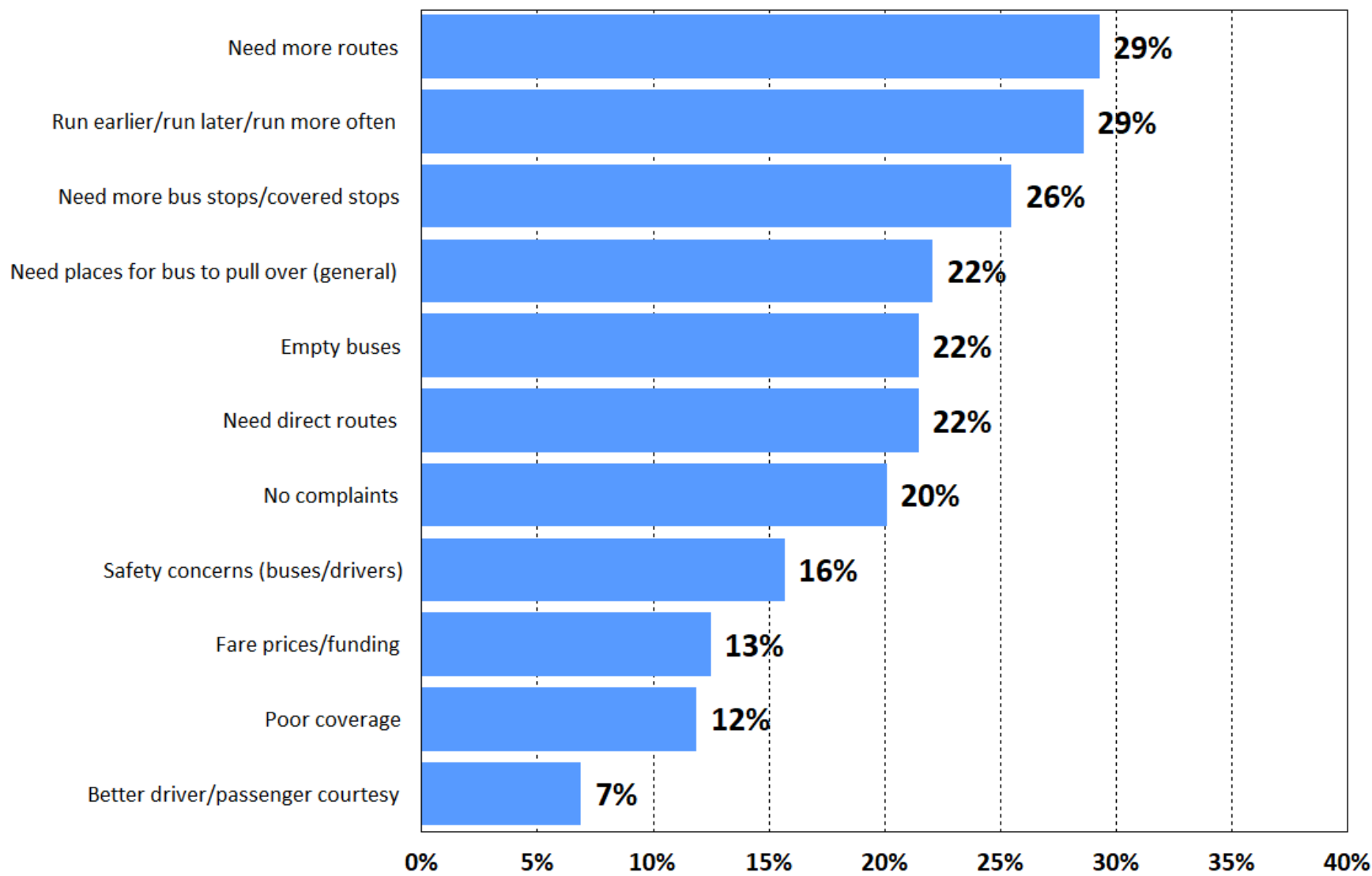|	Extremely Valuable	Somewhat Valuable	Neutral	Not Valuable	Not At All Valuable
Providing transportation options to people with special mobility needs	65%	25%	7%	2%	1%
Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	64%	22%	9%	3%	2%
To the Spokane Region	60%	26%	12%	2%	0%
Providing access to educational facilities	53%	30%	14%	3%	1%
Providing access to medical facilities	52%	28%	15%	4%	2%
Providing affordable transportation options	53%	26%	14%	4%	3%
Providing access to places of employment	44%	30%	17%	5%	5%
Reducing traffic congestion	38%	26%	20%	10%	6%
Improving quality of life	36%	25%	29%	5%	5%
Reducing pollution/carbon footprint	40%	26%	18%	7%	8%
Attracting & retaining a qualified workforce	33%	28%	25%	8%	6%
Attracting & retaining more employment opportunities in the region	32%	29%	26%	8%	5%
Providing access to places of leisure & recreation	28%	32%	30%	9%	2%
Making roads safer for all users	34%	21%	26%	12%	6%
Improving property values	19%	20%	35%	13%	13%
To you personally	20%	24%	25%	16%	15%

Please indicate if each of these amenities would increase your usage or public transit. (Q8b)

by percentage of respondents (excluding "not provided")

Amenity	Very Likely	Somewhat Likely	Not Likely
Easier to view information about route maps & schedules	34%	31%	34%
Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	31%	34%	35%
Increased security	29%	33%	38%
Increased cleanliness	23%	39%	38%
Increased bus frequency	32%	28%	40%
Expanded service area	29%	29%	42%
Increased hours of operation	30%	27%	44%
Cheaper fares	22%	31%	48%

Very Likely ■ Somewhat Likely ■ Not Likely

What, if any, concerns or complaints do you have about Spokane Transit? (Q9)

by percentage of respondents

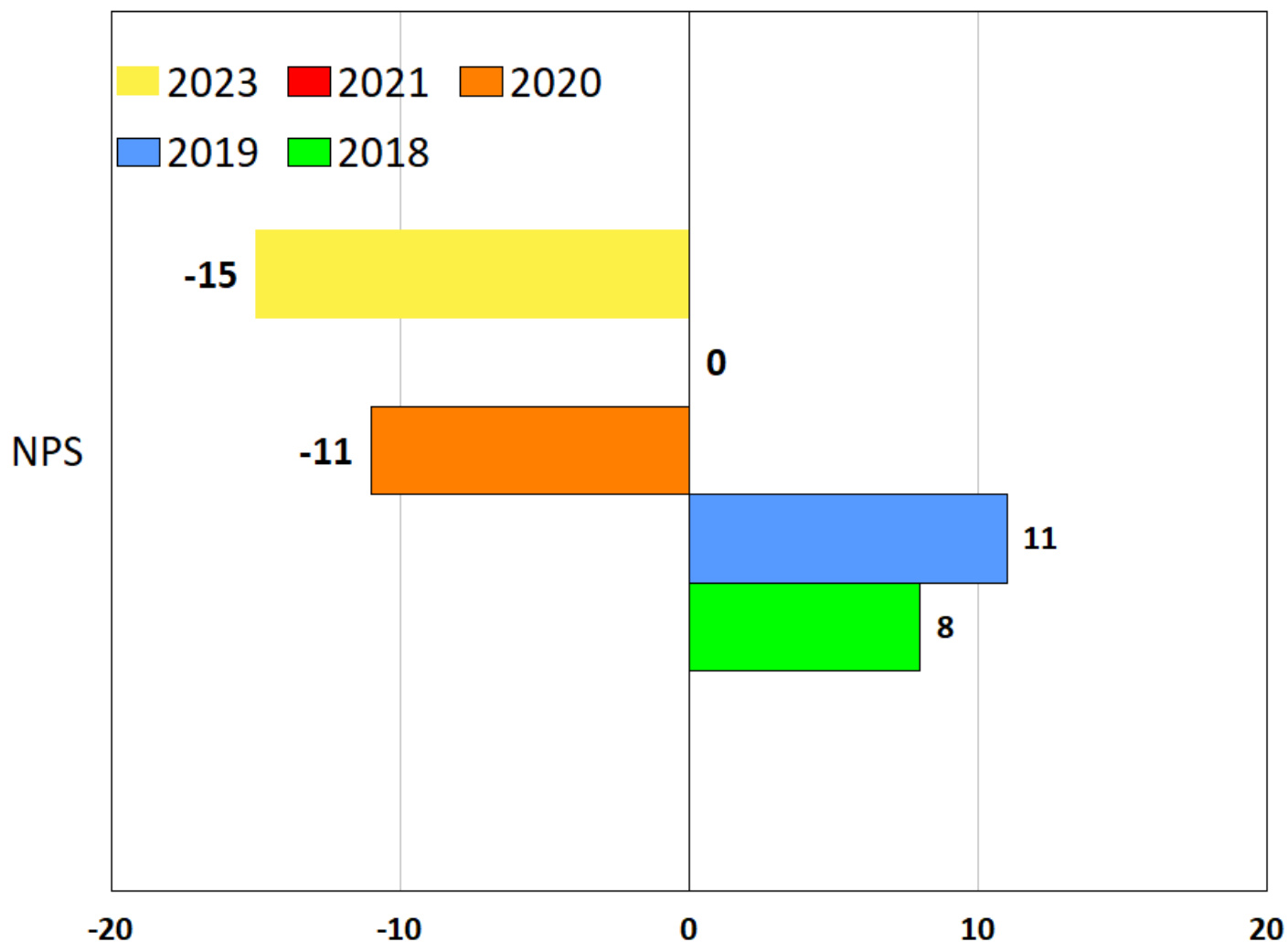| Concern/Complaint	Percentage
Need more routes	29%
Run earlier/run later/run more often	29%
Need more bus stops/covered stops	26%
Need places for bus to pull over (general)	22%
Empty buses	22%
Need direct routes	22%
No complaints	20%
Safety concerns (buses/drivers)	16%
Fare prices/funding	13%
Poor coverage	12%
Better driver/passenger courtesy	7%

NET PROMOTER SCORE (Q12)

Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member?
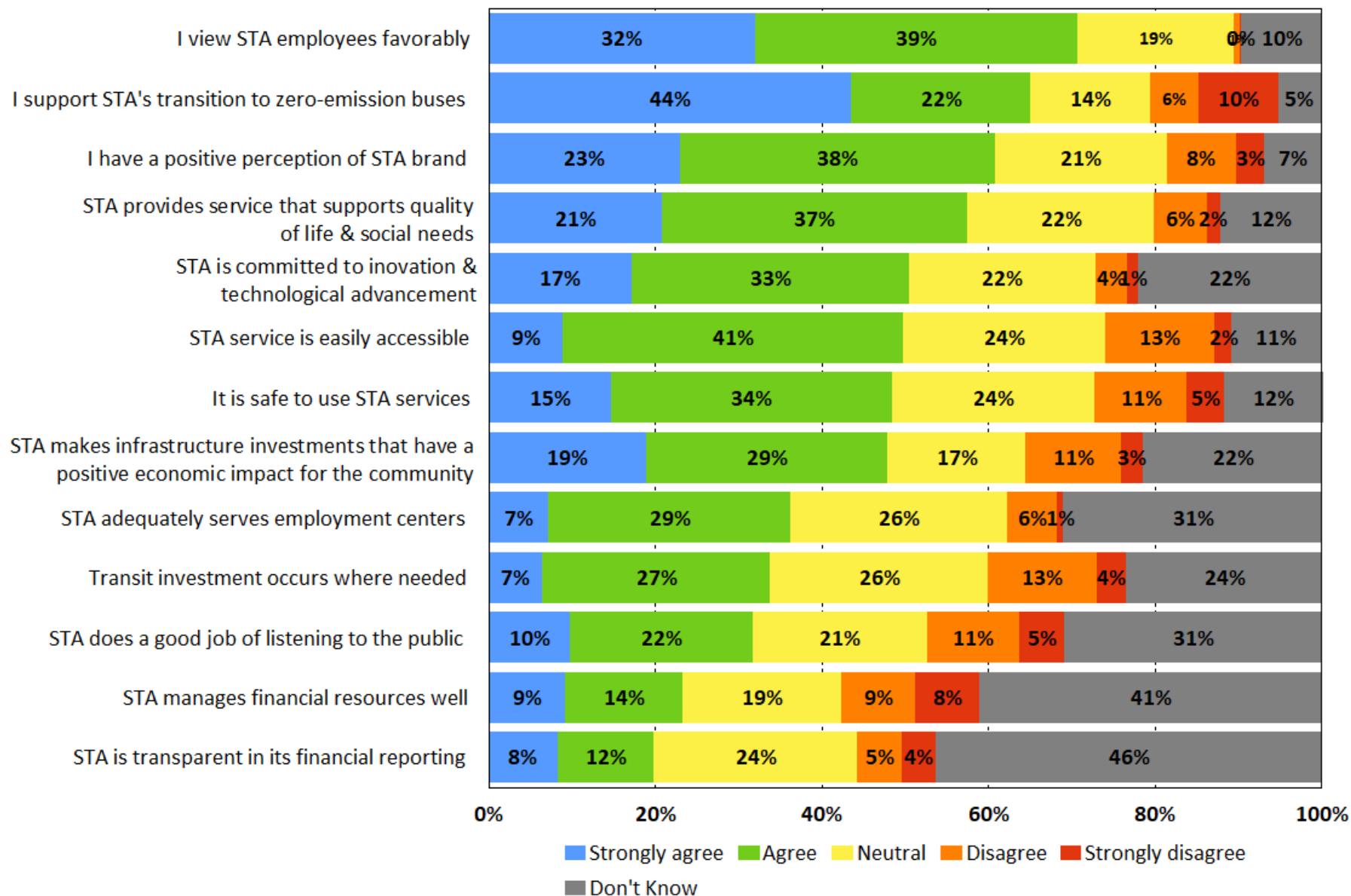
"Promoter" = 10-9   "Passive" = 8-7   "Detractor" = 6-1

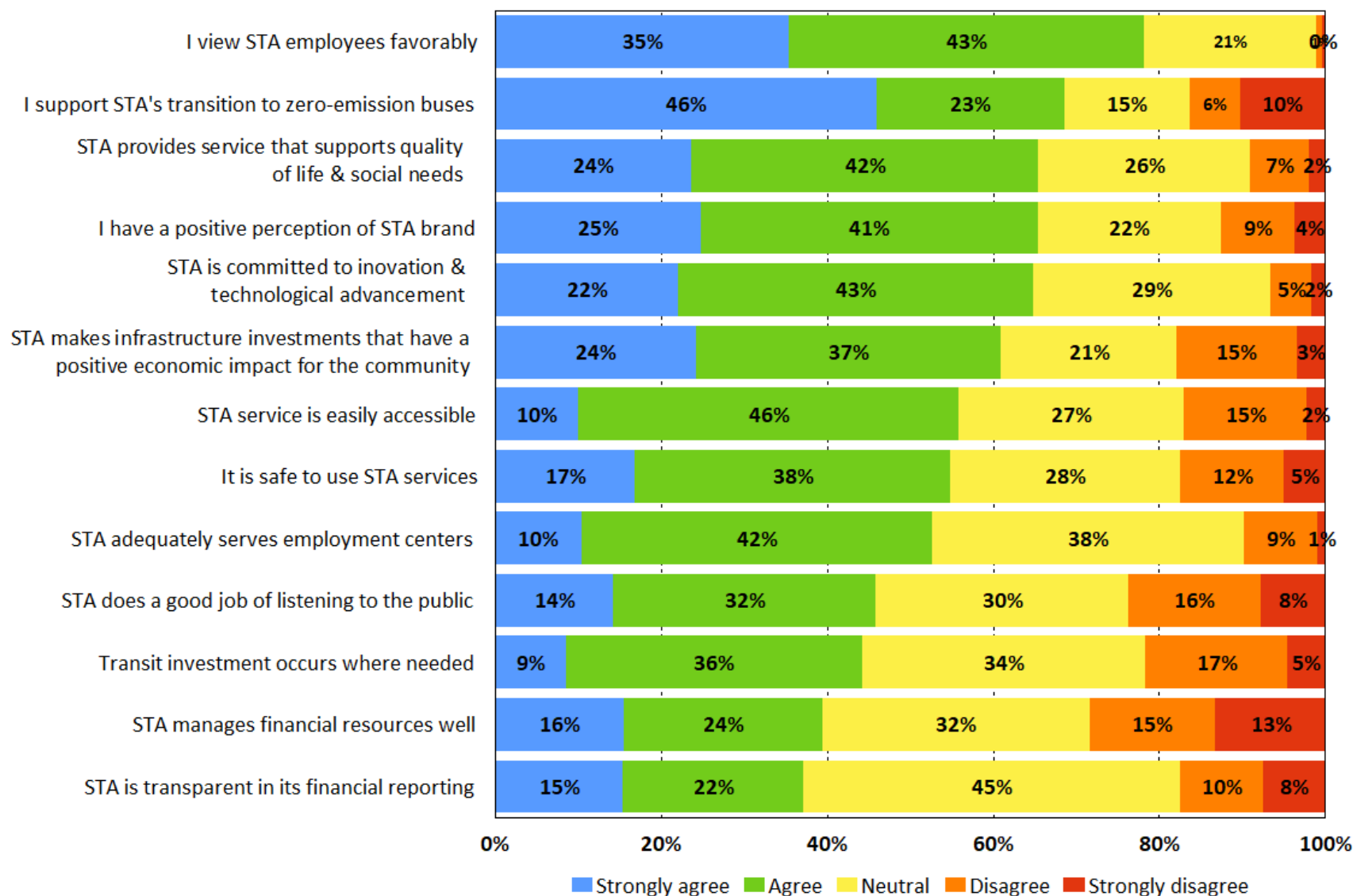**Net Promoter Score is the number of "Promoters" minus the number of "Detractors."**
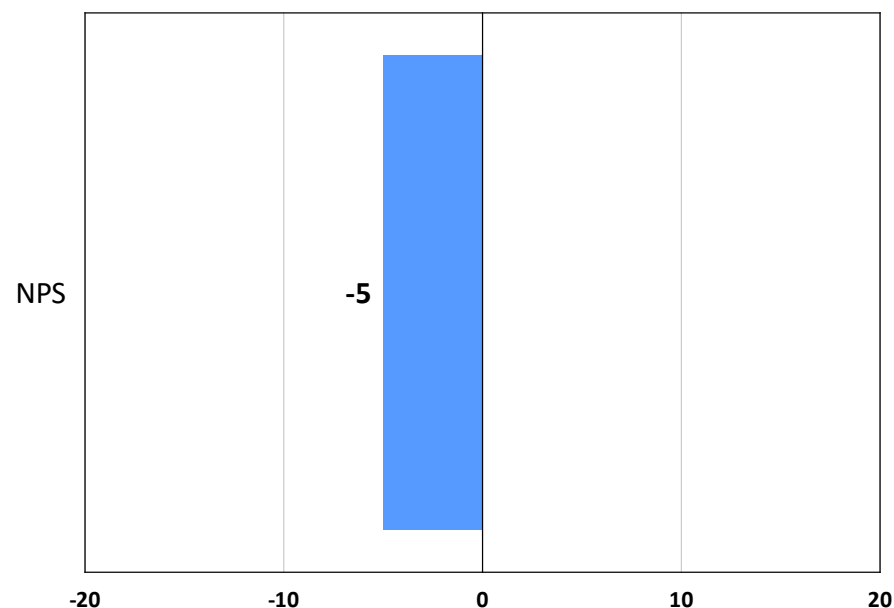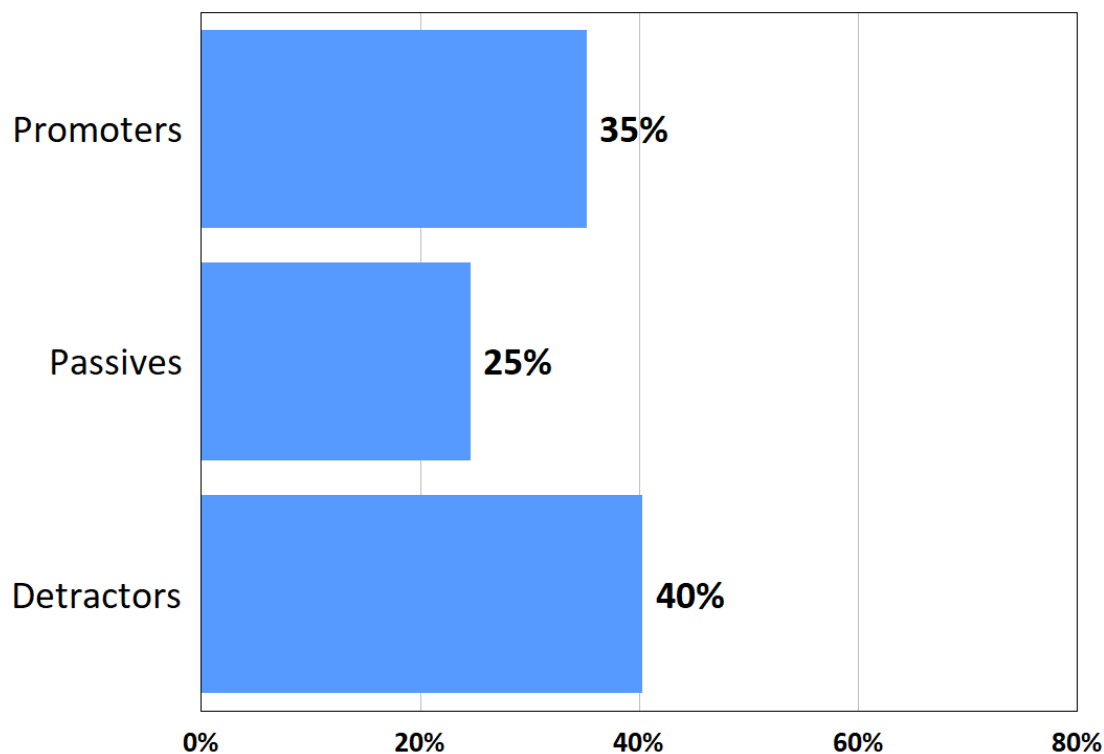
Trends: NET PROMOTER SCORE (Q12)

Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member?

"Promoter" = 10-9   "Passive" = 8-7   "Detractor" = 6-1

Net Promoter Score is the number of "Promoters" minus the number of "Detractors."

Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA? (Q13)
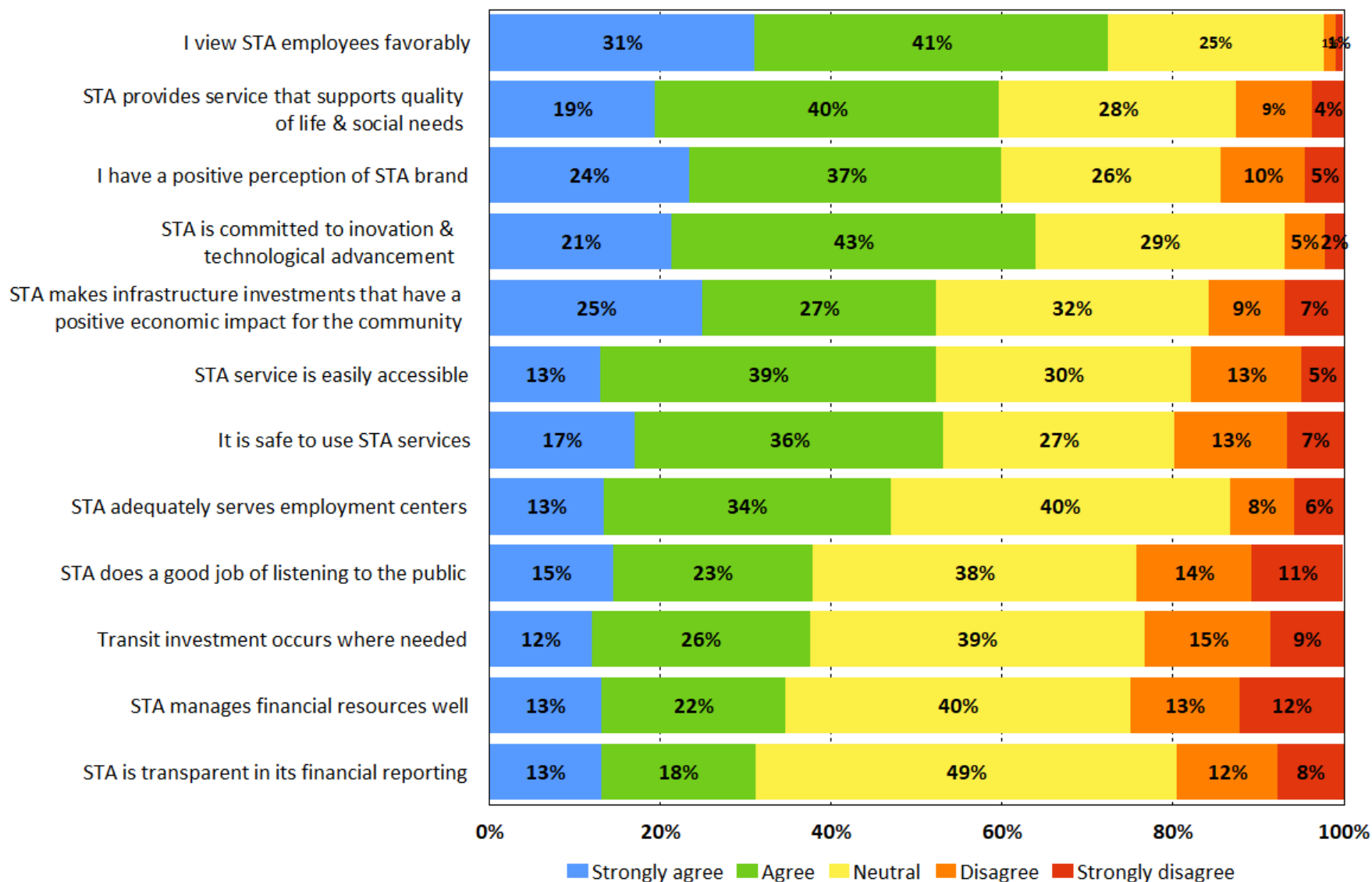
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA? (Q13)

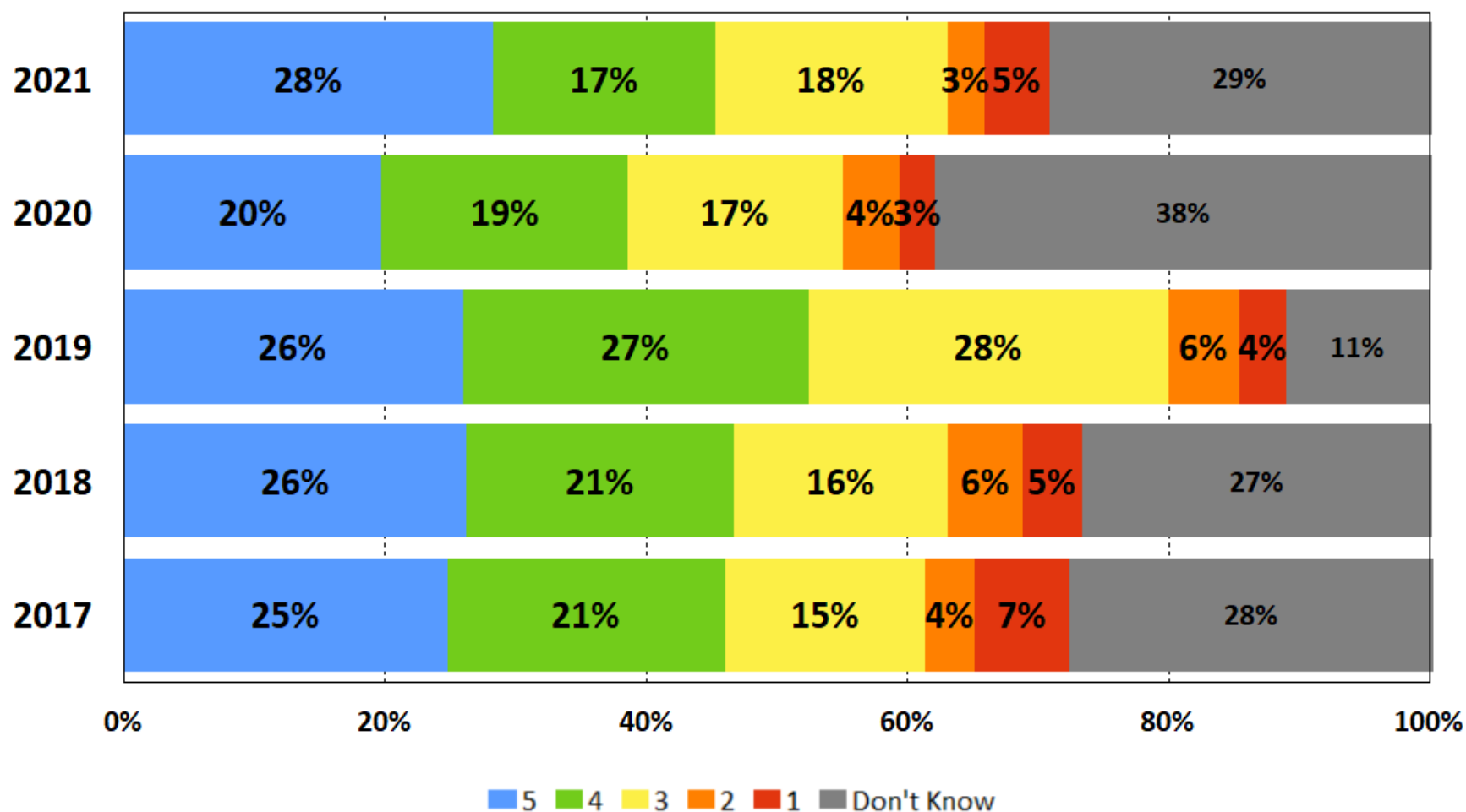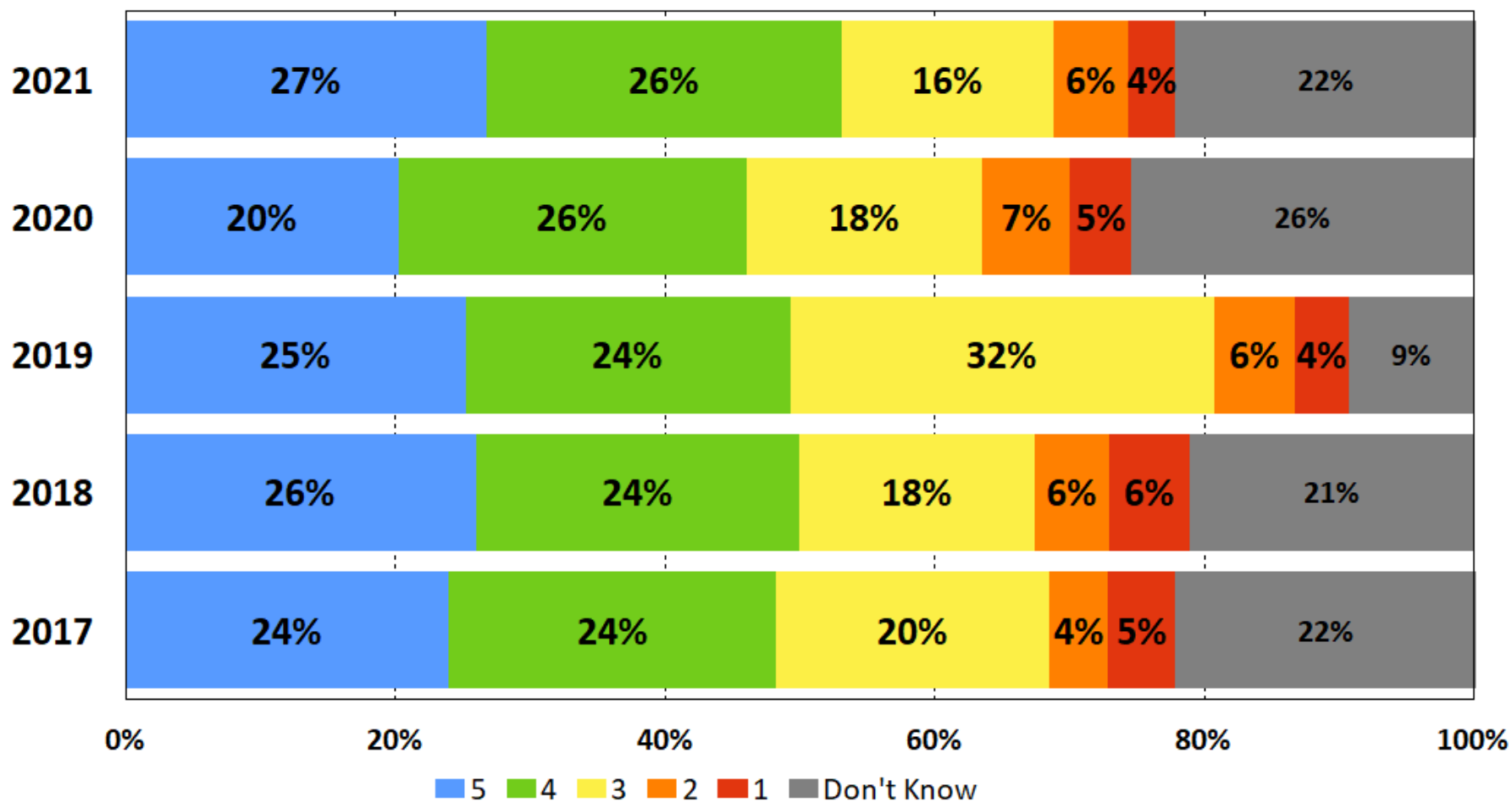**by percentage of respondents (excluding "don't know")**

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I view STA employees favorably	35%	43%	21%	0%	
I support STA's transition to zero-emission buses	46%	23%	15%	6%	10%
STA provides service that supports quality of life & social needs	24%	42%	26%	7%	2%
I have a positive perception of STA brand	25%	41%	22%	9%	4%
STA is committed to inovation & technological advancement	22%	43%	29%	5%	2%
STA makes infrastructure investments that have a positive economic impact for the community	24%	37%	21%	15%	3%
STA service is easily accessible	10%	46%	27%	15%	2%
It is safe to use STA services	17%	38%	28%	12%	5%
STA adequately serves employment centers	10%	42%	38%	9%	1%
STA does a good job of listening to the public	14%	32%	30%	16%	8%
Transit investment occurs where needed	9%	36%	34%	17%	5%
STA manages financial resources well	16%	24%	32%	15%	13%
STA is transparent in its financial reporting	15%	22%	45%	10%	8%

Legend: ■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

2023 Trend: Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA? (Q13)

by percentage of respondents (excluding "don't know")

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I view STA employees favorably	31%	41%	25%	1%	1%
STA provides service that supports quality of life & social needs	19%	40%	28%	9%	4%
I have a positive perception of STA brand	24%	37%	26%	10%	5%
STA is committed to inovation & technological advancement	21%	43%	29%	5%	2%
STA makes infrastructure investments that have a positive economic impact for the community	25%	27%	32%	9%	7%
STA service is easily accessible	13%	39%	30%	13%	5%
It is safe to use STA services	17%	36%	27%	13%	7%
STA adequately serves employment centers	13%	34%	40%	8%	6%
STA does a good job of listening to the public	15%	23%	38%	14%	11%
Transit investment occurs where needed	12%	26%	39%	15%	9%
STA manages financial resources well	13%	22%	40%	13%	12%
STA is transparent in its financial reporting	13%	18%	49%	12%	8%

Legend: ■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

Trends: STA is financially responsible (5 means "Describes STA very well," and 1 means "Does not describe STA at all.")

	5	4	3	2	1	Don't Know
2021	28%	17%	18%	3%	5%	29%
2020	20%	19%	17%	4%	3%	38%
2019	26%	27%	28%	6%	4%	11%
2018	26%	21%	16%	6%	5%	27%
2017	25%	21%	15%	4%	7%	28%

Trends: STA does a good job of listening to the public (5 means "Describes STA very well," and 1 means "Does not describe STA at all.")

Year	5	4	3	2	1	Don't Know
2021	27%	26%	16%	6%	4%	22%
2020	20%	26%	18%	7%	5%	26%
2019	25%	24%	32%	6%	4%	9%
2018	26%	24%	18%	6%	6%	21%
2017	24%	24%	20%	4%	5%	22%

Legend: ■5 ■4 ■3 ■2 ■1 ■Don't Know

3 Benchmarks

NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Spokane Transit Authority is not authorized without written consent from ETC Institute.

Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (Q6)

by percentage of respondents (excluding "not provided") (NA is on 4-point scale)

STA: Excellent 9% | Good 49% | Fair 34% | Poor 6% | Very Poor 1%

National Average: Excellent 5% | Good 29% | Fair 49% | Poor 17%

Legend: Excellent | Good | Fair | Poor | Very Poor

How valuable is STA in the following areas: (Q7)

by percentage of respondents who rated the item as "Extremely Valuable" or "Somewhat Valuable" (excluding "don't know")

How valuable is STA in the following areas: (Q7)

by percentage of respondents who rated the item as "Extremely Valuable" or "Somewhat Valuable" (excluding "don't know")

ETC Institute (2025)

How valuable is STA in the following areas: (Q7)

by percentage of respondents who rated the item as "Extremely Valuable" or "Somewhat Valuable" (excluding "don't know")

How valuable is STA in the following areas: (Q7)

by percentage of respondents who rated the item as "Extremely Valuable" or "Somewhat Valuable" (excluding "don't know")

How valuable is STA in the following areas: (Q7)

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How valuable is STA in the following areas: (Q7)

by percentage of respondents who rated the item as "Extremely Valuable" or "Somewhat Valuable" (excluding "don't know")

NET PROMOTER SCORE (Q12)

Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member?

"Promoter" = 10-9   "Passive" = 8-7   "Detractor" = 6-1
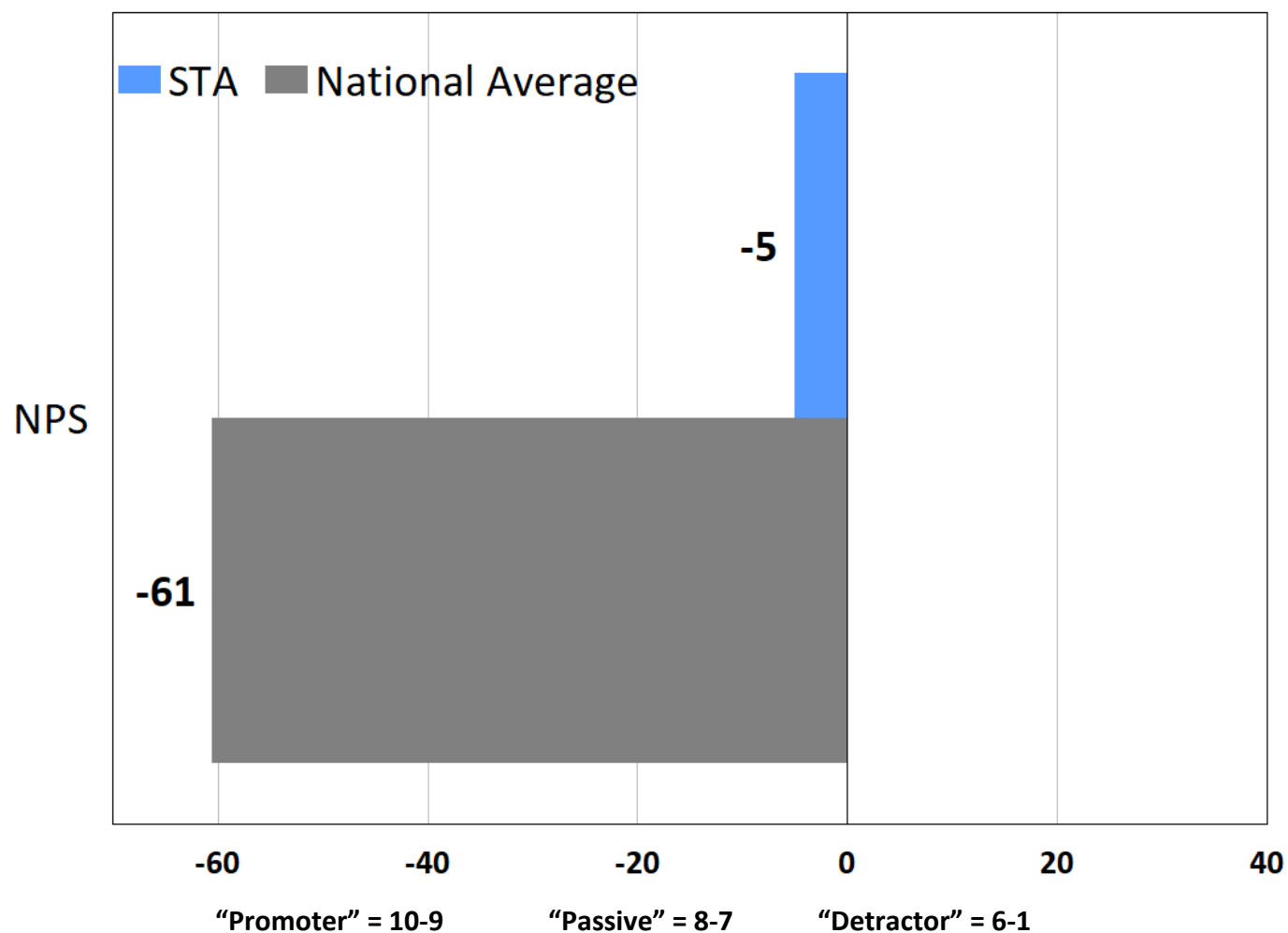
Net Promoter Score is the number of "Promoters" minus the number of "Detractors."

How much do you agree with the following statements about STA? (Q13)

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")
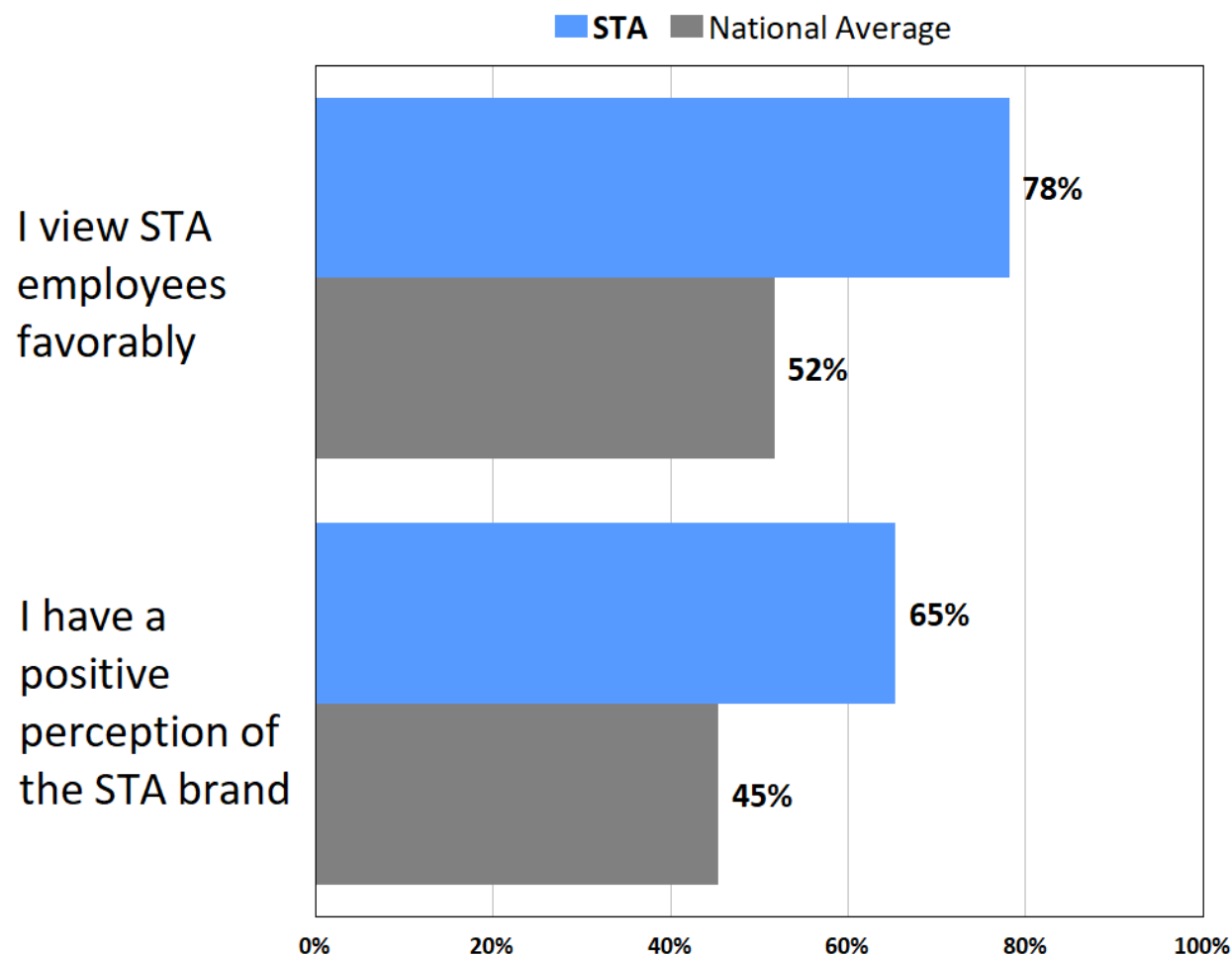
*The national average is for each organization's employees

How much do you agree with the following statements about STA? (Q13)

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")

Legend: ■ STA ■ National Average

STA is committed to innovation & technological advancement
- STA: 65%
- National Average: 40%

STA makes infrastructure investments that have a positive economic impact on the community
- STA: 61%
- National Average: 37%
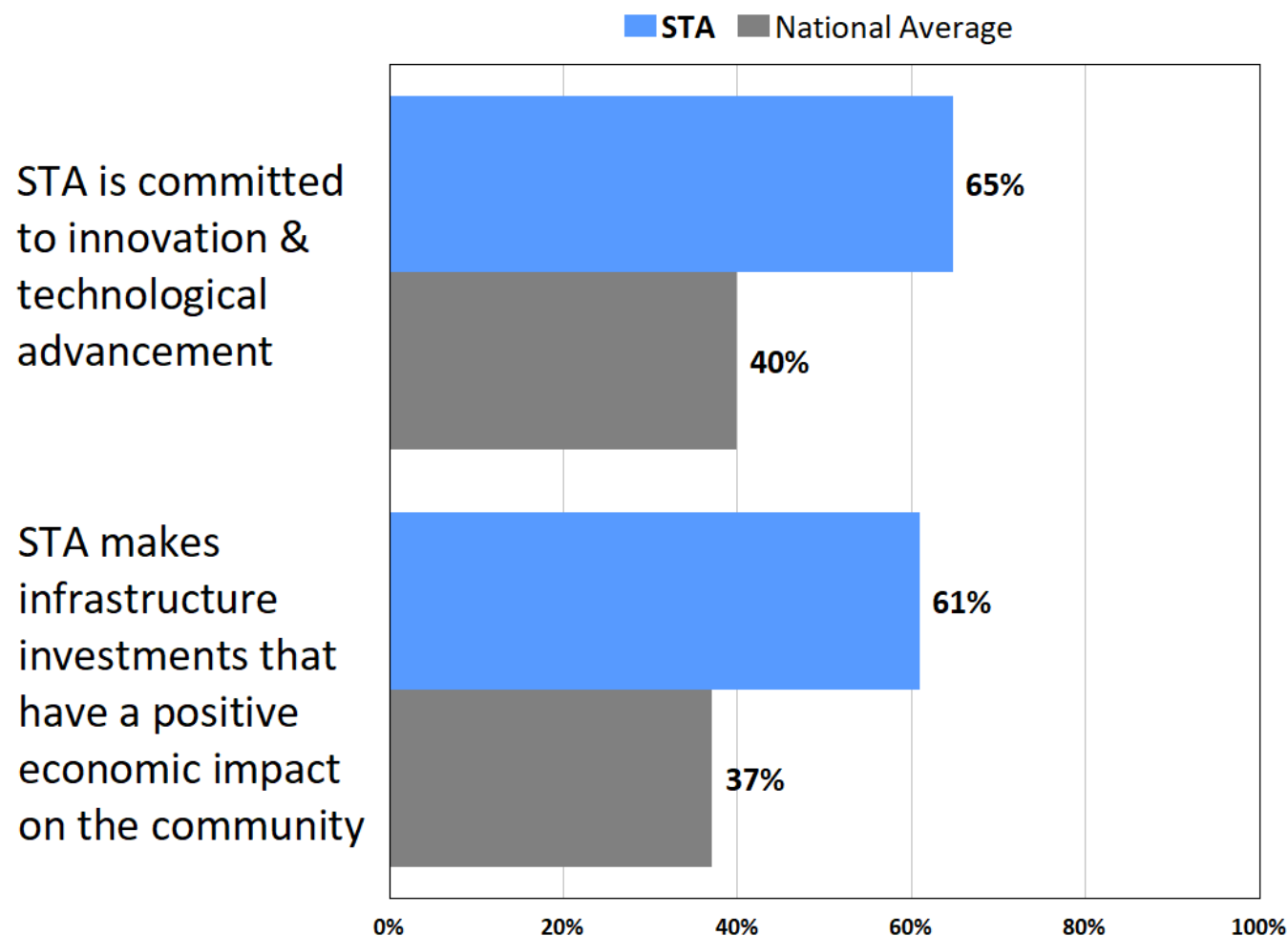
How much do you agree with the following statements about STA? (Q13)

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")

How much do you agree with the following statements about STA? (Q13)

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")

Legend: **STA** ■ National Average ■

- It is safe to use STA services: STA 55%, National Average 55%
- STA service is easily accessible: STA 56%, National Average 42%
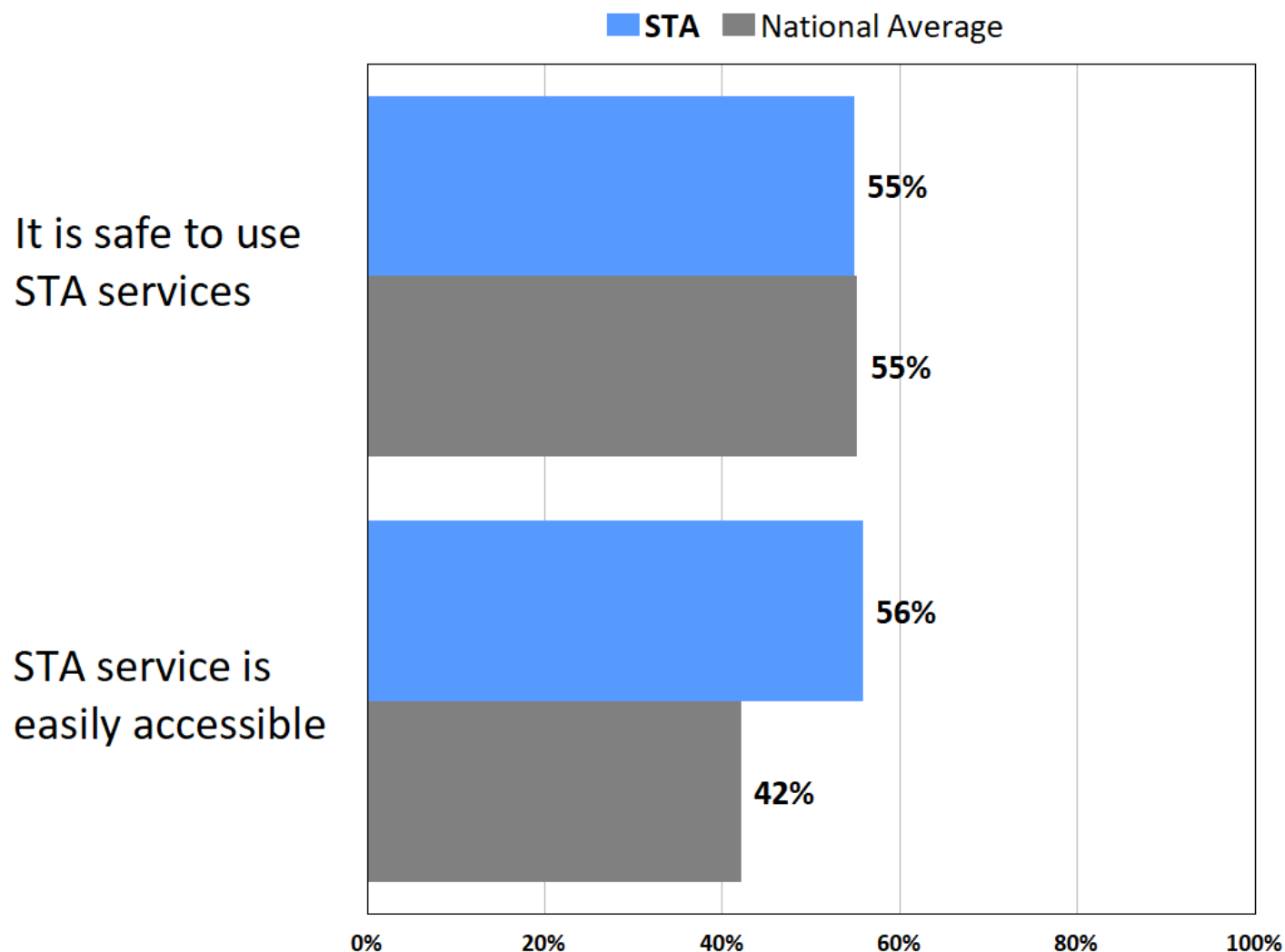
How much do you agree with the following statements about STA? (Q13)

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")
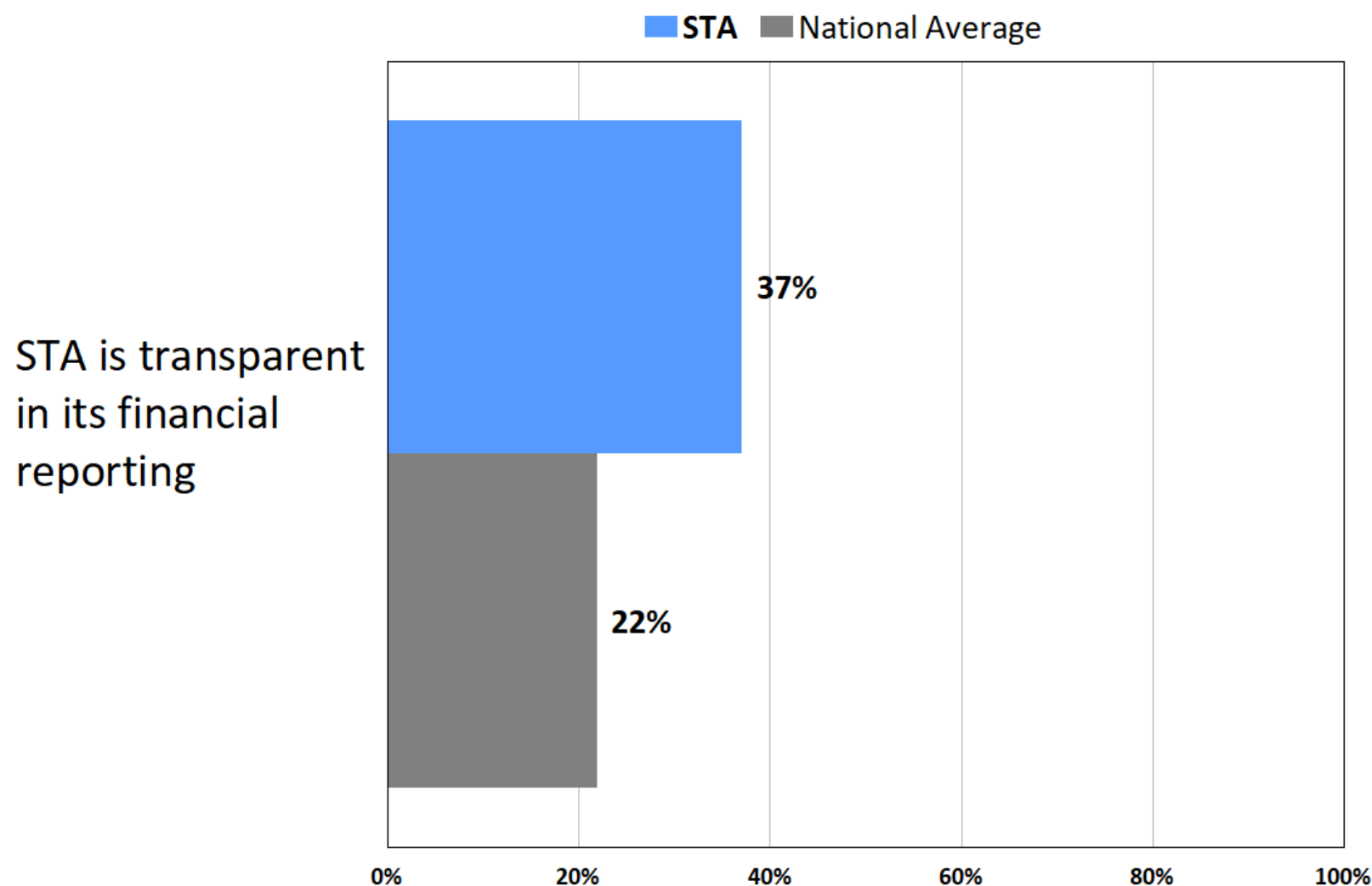
4 **Select Cross-Tabulations**

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

	Q7-9. Providing affordable transportation options					
	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	51.7%	24.2%	13.4%	3.1%	1.6%	6.0%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	66.1%	18.8%	8.0%	1.8%	0.9%	4.5%
More Moderate	61.1%	16.8%	14.2%	1.8%	3.5%	2.7%
More Conservative	40.5%	31.9%	16.4%	1.7%	0.9%	8.6%
Don't know/refused	38.7%	29.2%	15.1%	7.5%	0.9%	8.5%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

	Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive					
	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	66.4%	18.3%	6.9%	1.1%	1.1%	6.0%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	81.3%	8.0%	3.6%	0.0%	0.9%	6.3%
More Moderate	66.4%	22.1%	4.4%	2.7%	0.9%	3.5%
More Conservative	60.3%	23.3%	6.0%	0.0%	0.9%	9.5%
Don't know/refused	57.5%	19.8%	14.2%	1.9%	1.9%	4.7%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car

	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	64.9%	18.8%	8.1%	1.8%	1.1%	5.4%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	78.6%	11.6%	3.6%	0.9%	0.0%	5.4%
More Moderate	69.9%	13.3%	9.7%	1.8%	2.7%	2.7%
More Conservative	55.2%	26.7%	8.6%	0.9%	0.9%	7.8%
Don't know/refused	55.7%	23.6%	10.4%	3.8%	0.9%	5.7%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

Q13-5. STA manages financial resources well

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	9.2%	14.1%	19.0%	8.9%	7.8%	40.9%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	10.7%	15.2%	21.4%	4.5%	0.9%	47.3%
More Moderate	13.3%	17.7%	20.4%	8.0%	5.3%	35.4%
More Conservative	6.9%	12.1%	13.8%	15.5%	11.2%	40.5%
Don't know/refused	5.7%	11.3%	20.8%	7.5%	14.2%	40.6%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

	Q13-12. STA does a good job of listening to the public					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	9.8%	21.9%	21.0%	11.0%	5.4%	30.9%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	12.5%	27.7%	20.5%	3.6%	0.9%	34.8%
More Moderate	12.4%	24.8%	19.5%	10.6%	5.3%	27.4%
More Conservative	7.8%	18.1%	21.6%	12.1%	6.0%	34.5%
Don't know/refused	6.6%	17.0%	22.6%	17.9%	9.4%	26.4%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

	Q14. How important is it for the region to support & fund public transportation				
	Very important	Somew-hat important	Not sure	Not important	Not provided
Total	66.4%	23.7%	4.0%	5.1%	0.7%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	91.1%	8.9%	0.0%	0.0%	0.0%
More Moderate	77.9%	14.2%	1.8%	6.2%	0.0%
More Conservative	42.2%	43.1%	6.0%	7.8%	0.9%
Don't know/refused	54.7%	28.3%	8.5%	6.6%	1.9%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

Q15. How should current level of funding for public transportation in the region change over next five years

	Should be reduced	Should stay the same	Should be somewh-at greater	Should be much greater than it i...	Not provided
Total	13.6%	23.0%	31.5%	24.2%	7.6%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	1.8%	14.3%	34.8%	42.9%	6.3%
More Moderate	8.8%	21.2%	35.4%	32.7%	1.8%
More Conservative	23.3%	25.0%	34.5%	5.2%	12.1%
Don't know/refused	20.8%	32.1%	20.8%	16.0%	10.4%

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

N=447

Q16. Do you support STA's zero-debt strategy as an appropriate method to finance...

	Yes, this is fiscally respons...	No, funds should be spen...	Not sure
Total	53.9%	8.7%	37.4%

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative

More Liberal	44.6%	9.8%	45.5%
More Moderate	49.6%	12.4%	38.1%
More Conservative	65.5%	6.9%	27.6%
Don't know/refused	55.7%	5.7%	38.7%

Q23. What is your annual household income before taxes?

N=447

| | Q7-9. Providing affordable transportation options | | | | | |
	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	51.7%	24.2%	13.4%	3.1%	1.6%	6.0%

Q23. Your annual household income before taxes

Less than $15K	68.4%	15.8%	7.9%	0.0%	2.6%	5.3%
$15K-$24,999	59.4%	21.9%	9.4%	0.0%	3.1%	6.3%
$25K-$34,999	54.8%	19.0%	19.0%	4.8%	2.4%	0.0%
$35K-$49,999	59.6%	17.0%	10.6%	8.5%	2.1%	2.1%
$50K-$74,999	39.6%	35.4%	18.8%	4.2%	0.0%	2.1%
$75K-$99,999	57.7%	28.8%	5.8%	0.0%	1.9%	5.8%
$100K+	53.8%	21.5%	15.4%	0.0%	3.1%	6.2%
Prefer not to answer	41.5%	26.8%	15.4%	4.9%	0.0%	11.4%

Q23. What is your annual household income before taxes?

N=447	Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive					
	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	66.4%	18.3%	6.9%	1.1%	1.1%	6.0%

Q23. Your annual household income before taxes

Less than $15K	76.3%	15.8%	7.9%	0.0%	0.0%	0.0%
$15K-$24,999	78.1%	9.4%	6.3%	0.0%	3.1%	3.1%
$25K-$34,999	64.3%	23.8%	4.8%	0.0%	2.4%	4.8%
$35K-$49,999	76.6%	12.8%	4.3%	2.1%	0.0%	4.3%
$50K-$74,999	60.4%	22.9%	10.4%	0.0%	2.1%	4.2%
$75K-$99,999	75.0%	13.5%	1.9%	0.0%	1.9%	7.7%
$100K+	66.2%	16.9%	6.2%	1.5%	0.0%	9.2%
Prefer not to answer	56.1%	22.8%	9.8%	2.4%	0.8%	8.1%

Q23. What is your annual household income before taxes?

N=447

Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car

	Extreme-ly valuable	Somew-hat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	64.9%	18.8%	8.1%	1.8%	1.1%	5.4%

Q23. Your annual household income before taxes

Less than $15K	81.6%	10.5%	5.3%	0.0%	0.0%	2.6%
$15K-$24,999	81.3%	6.3%	3.1%	3.1%	0.0%	6.3%
$25K-$34,999	57.1%	23.8%	11.9%	4.8%	0.0%	2.4%
$35K-$49,999	57.4%	21.3%	8.5%	4.3%	2.1%	6.4%
$50K-$74,999	60.4%	25.0%	10.4%	2.1%	0.0%	2.1%
$75K-$99,999	67.3%	21.2%	5.8%	0.0%	0.0%	5.8%
$100K+	69.2%	20.0%	6.2%	0.0%	1.5%	3.1%
Prefer not to answer	59.3%	17.9%	9.8%	1.6%	2.4%	8.9%

Q23. What is your annual household income before taxes?

N=447	Q13-5. STA manages financial resources well					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	9.2%	14.1%	19.0%	8.9%	7.8%	40.9%

Q23. Your annual household income before taxes

Less than $15K	5.3%	31.6%	34.2%	2.6%	5.3%	21.1%
$15K-$24,999	9.4%	28.1%	25.0%	6.3%	0.0%	31.3%
$25K-$34,999	7.1%	7.1%	16.7%	2.4%	11.9%	54.8%
$35K-$49,999	14.9%	2.1%	19.1%	12.8%	4.3%	46.8%
$50K-$74,999	2.1%	16.7%	10.4%	14.6%	10.4%	45.8%
$75K-$99,999	15.4%	19.2%	21.2%	7.7%	11.5%	25.0%
$100K+	15.4%	9.2%	15.4%	9.2%	4.6%	46.2%
Prefer not to answer	5.7%	11.4%	17.9%	10.6%	9.8%	44.7%

Q23. What is your annual household income before taxes?

N=447

	Q13-12. STA does a good job of listening to the public					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	9.8%	21.9%	21.0%	11.0%	5.4%	30.9%

Q23. Your annual household income before taxes

Less than $15K	5.3%	28.9%	36.8%	5.3%	7.9%	15.8%
$15K-$24,999	15.6%	34.4%	21.9%	6.3%	3.1%	18.8%
$25K-$34,999	11.9%	14.3%	19.0%	11.9%	9.5%	33.3%
$35K-$49,999	19.1%	17.0%	17.0%	12.8%	2.1%	31.9%
$50K-$74,999	4.2%	20.8%	10.4%	16.7%	6.3%	41.7%
$75K-$99,999	13.5%	28.8%	17.3%	7.7%	9.6%	23.1%
$100K+	9.2%	32.3%	15.4%	9.2%	0.0%	33.8%
Prefer not to answer	6.5%	13.0%	26.8%	13.0%	5.7%	35.0%

Q23. What is your annual household income before taxes?

N=447	Q14. How important is it for the region to support & fund public transportation				
	Very important	Somew- hat important	Not sure	Not important	Not provided
Total	66.4%	23.7%	4.0%	5.1%	0.7%
Q23. Your annual household income before taxes					
Less than $15K	84.2%	10.5%	2.6%	2.6%	0.0%
$15K-$24,999	78.1%	15.6%	3.1%	3.1%	0.0%
$25K-$34,999	71.4%	23.8%	0.0%	4.8%	0.0%
$35K-$49,999	70.2%	19.1%	6.4%	4.3%	0.0%
$50K-$74,999	62.5%	22.9%	4.2%	10.4%	0.0%
$75K-$99,999	71.2%	21.2%	3.8%	3.8%	0.0%
$100K+	63.1%	32.3%	3.1%	1.5%	0.0%
Prefer not to answer	56.1%	28.5%	5.7%	7.3%	2.4%

Q23. What is your annual household income before taxes?

N=447	Q15. How should current level of funding for public transportation in the region change over next five years				
	Should be reduced	Should stay the same	Should be somewh- at greater	Should be much greater than it i...	Not provided
Total	13.6%	23.0%	31.5%	24.2%	7.6%

Q23. Your annual household income before taxes

	Should be reduced	Should stay the same	Should be somewh- at greater	Should be much greater than it i...	Not provided
Less than $15K	13.2%	23.7%	34.2%	26.3%	2.6%
$15K-$24,999	0.0%	31.3%	31.3%	31.3%	6.3%
$25K-$34,999	14.3%	16.7%	33.3%	21.4%	14.3%
$35K-$49,999	12.8%	25.5%	29.8%	27.7%	4.3%
$50K-$74,999	18.8%	12.5%	29.2%	33.3%	6.3%
$75K-$99,999	15.4%	17.3%	32.7%	34.6%	0.0%
$100K+	7.7%	33.8%	32.3%	18.5%	7.7%
Prefer not to answer	17.9%	22.8%	30.9%	16.3%	12.2%

Q23. What is your annual household income before taxes?

N=447	Q16. Do you support STA's zero-debt strategy as an appropriate method to finance...		
	Yes, this is fiscally respons...	No, funds should be spen...	Not sure
Total	53.9%	8.7%	37.4%

Q23. Your annual household income before taxes

Less than $15K	47.4%	7.9%	44.7%
$15K-$24,999	78.1%	6.3%	15.6%
$25K-$34,999	45.2%	7.1%	47.6%
$35K-$49,999	61.7%	6.4%	31.9%
$50K-$74,999	52.1%	10.4%	37.5%
$75K-$99,999	48.1%	17.3%	34.6%
$100K+	58.5%	12.3%	29.2%
Prefer not to answer	50.4%	4.9%	44.7%

5

GIS
Response Maps

Location of Responses (by Zip Code)
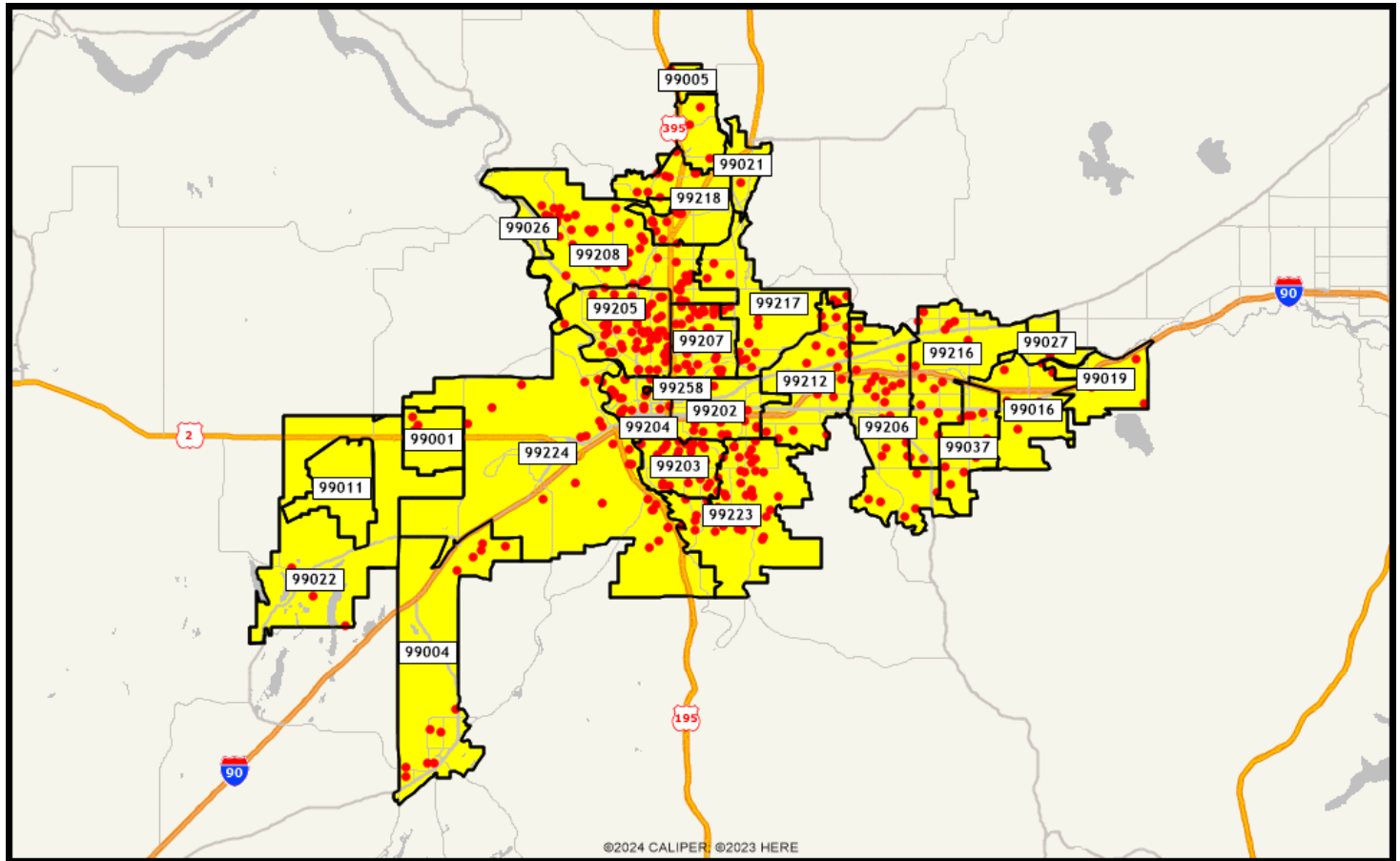
*Heat maps on the following pages show average rating on a 5-point scale for each Zip Code.

Q2. How would you rate the transportation system in the Spokane area, by that we mean the entire system – roads, transit, sidewalks, bike ways and transportation services in general?
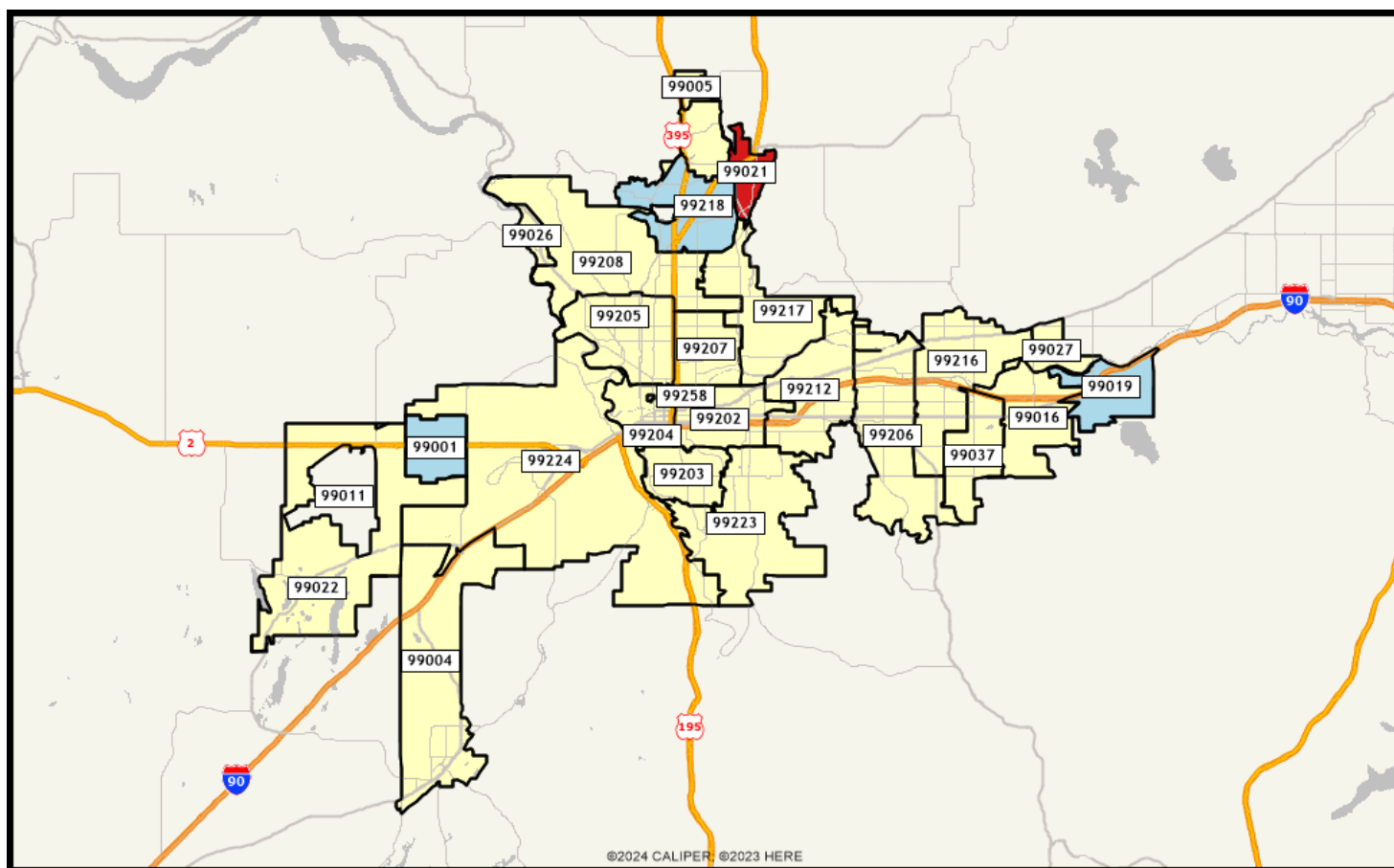
Legend

- ■ Excellent
- ■ Good
- ■ Fair
- ■ Poor
- ■ Very Poor
- ▨ Don't Know/ No Response

Q6. Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think STA is doing in providing public transit service in the Spokane area?

Legend

◼ (blue)	Excellent
◼ (light blue)	Good
◼ (yellow)	Fair
◼ (orange)	Poor
◼ (red)	Very Poor
▨ (hatched)	Don't Know/ No Response
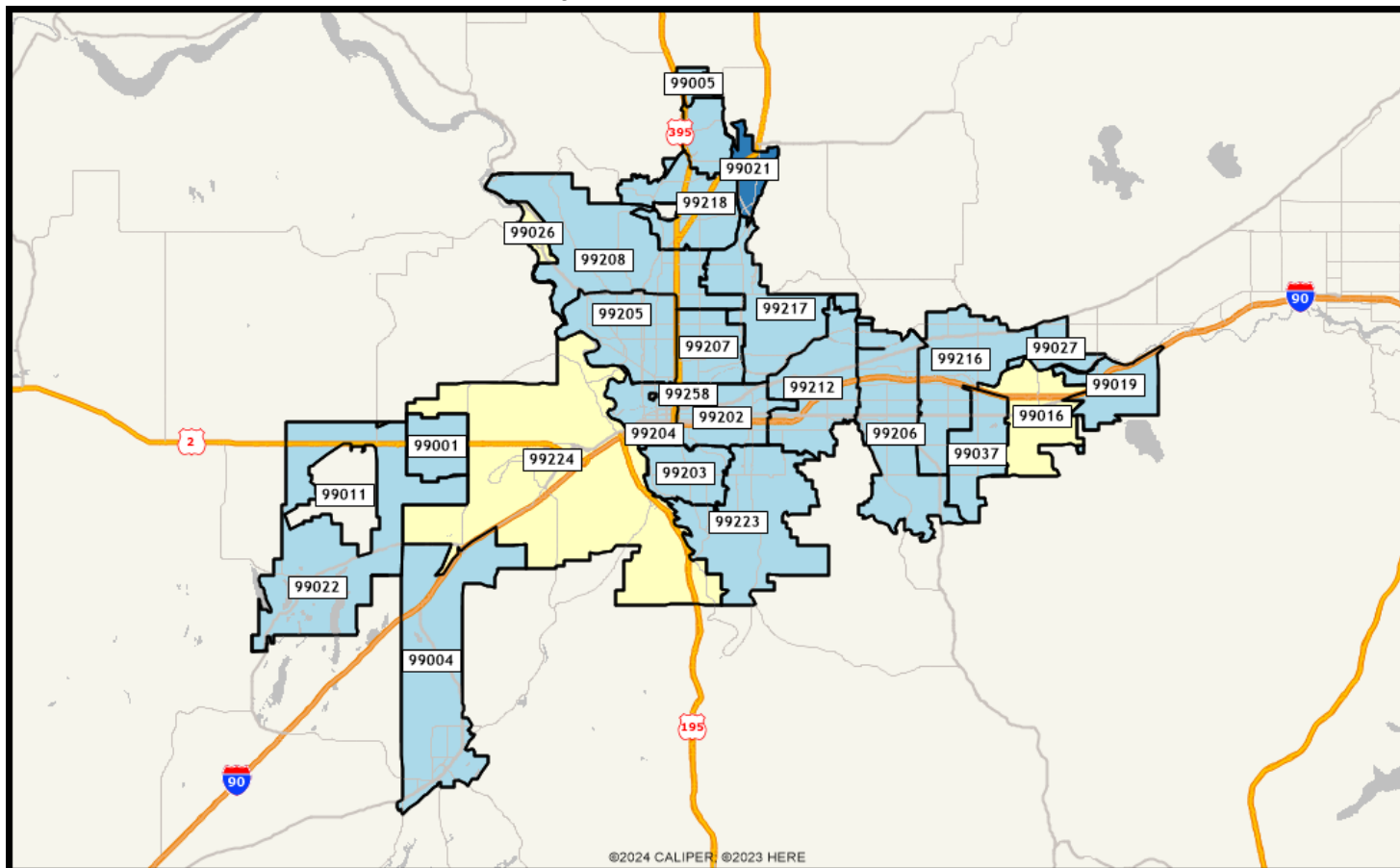
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Q7-1. How valuable do you feel STA is to the Spokane Region?
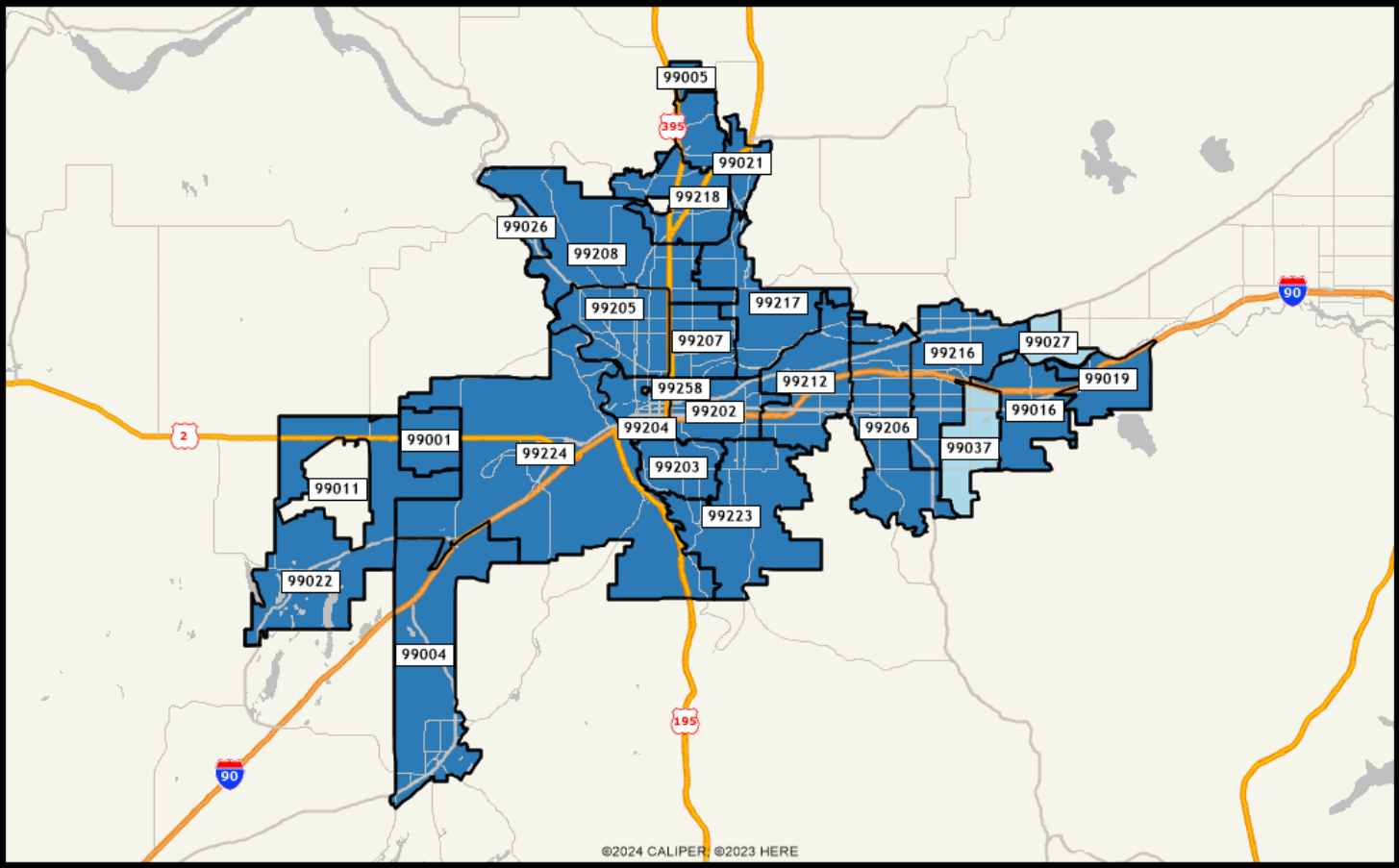
Legend

■ (dark blue)	Extremely Valuable
■ (light blue)	Somewhat Valuable
■ (pale yellow)	Neutral
■ (orange)	Not Valuable
■ (red)	Not at all Valuable
▨ (hatched)	Don't Know

ETC INSTITUTE

Q7-2. How valuable do you feel STA is to you personally?
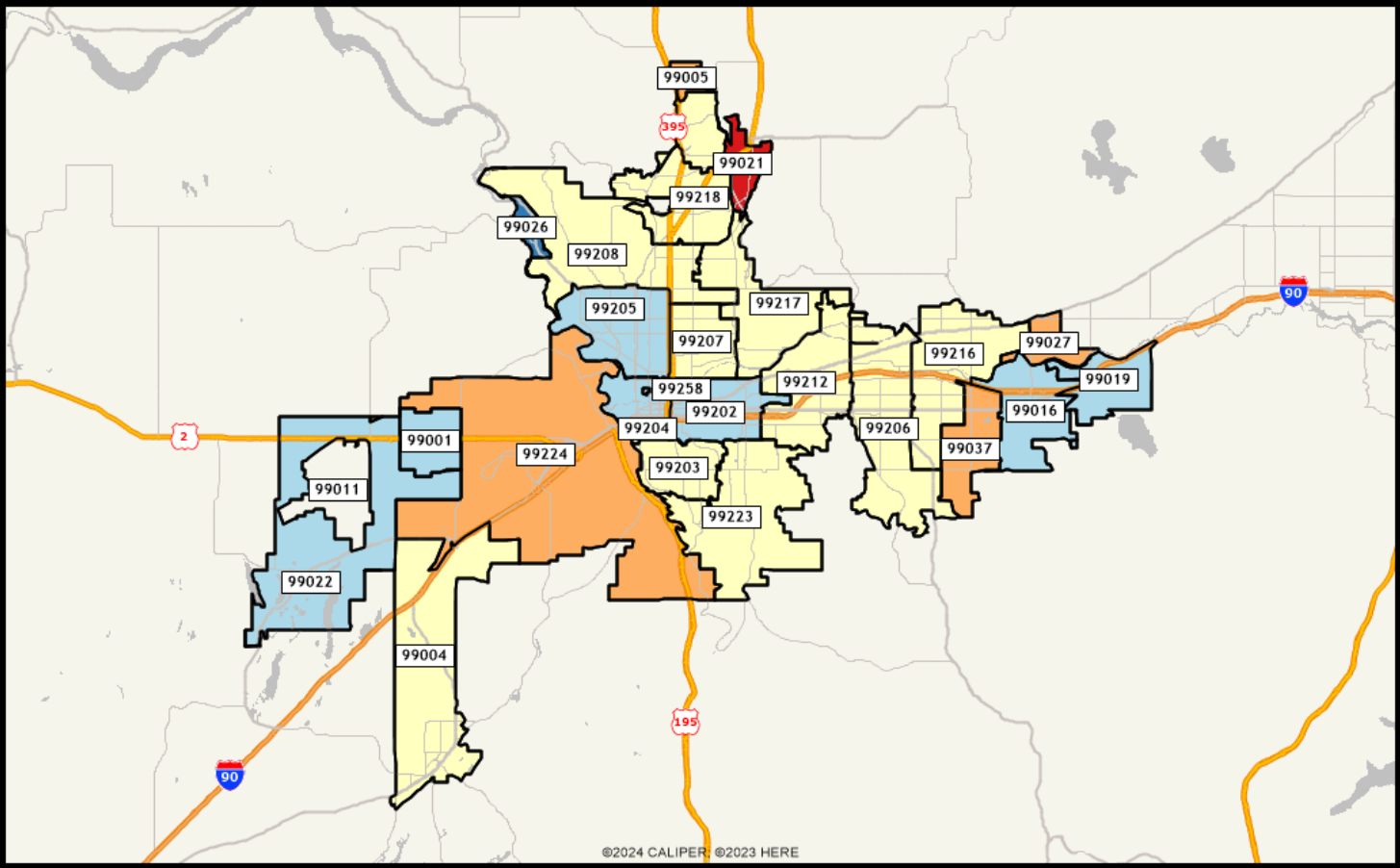
Legend

- Extremely Valuable
- Somewhat Valuable
- Neutral
- Not Valuable
- Not at all Valuable
- Don't Know

Q7-3. How valuable do you feel STA is in providing access to places of employment?
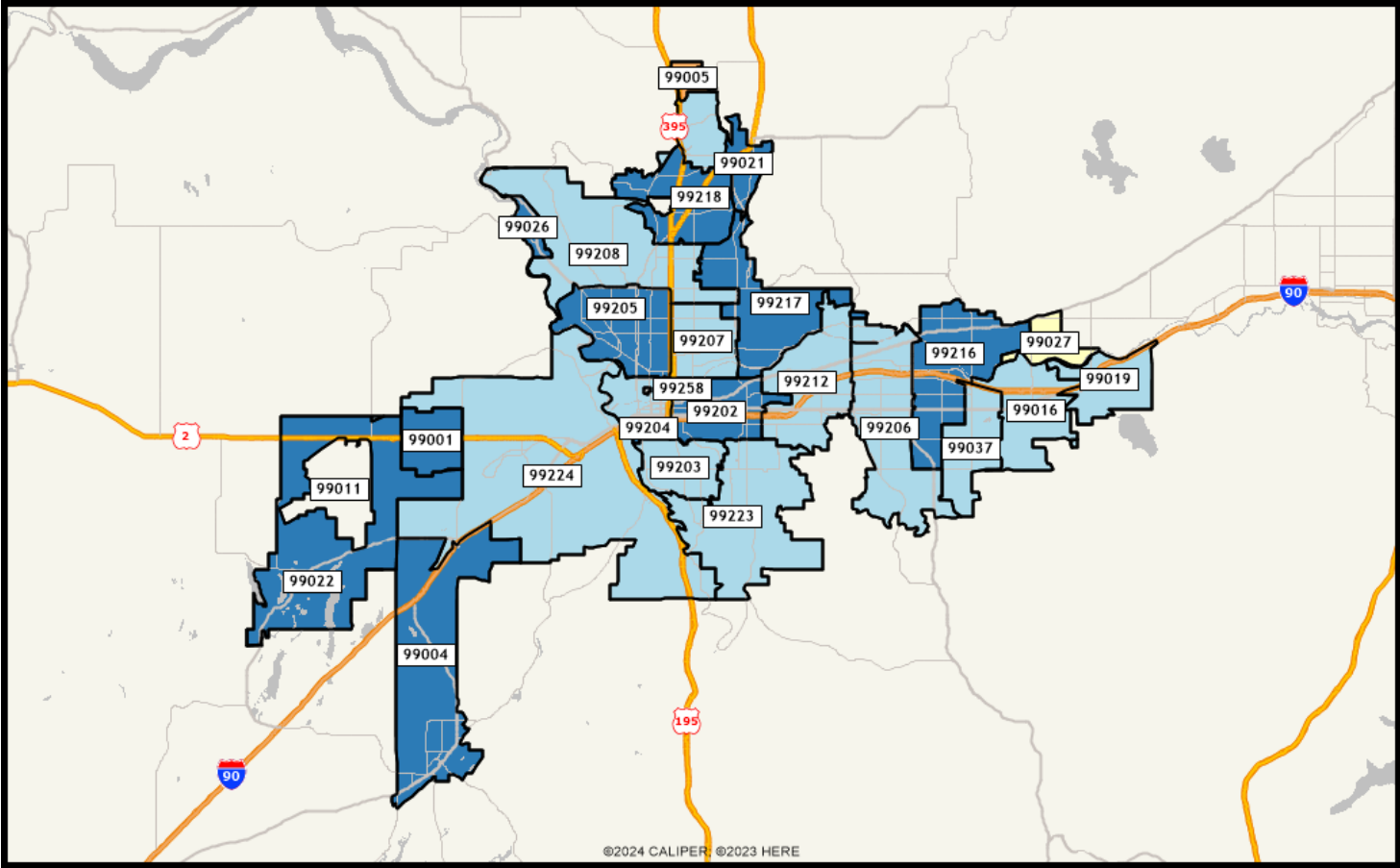
Legend

- Extremely Valuable
- Somewhat Valuable
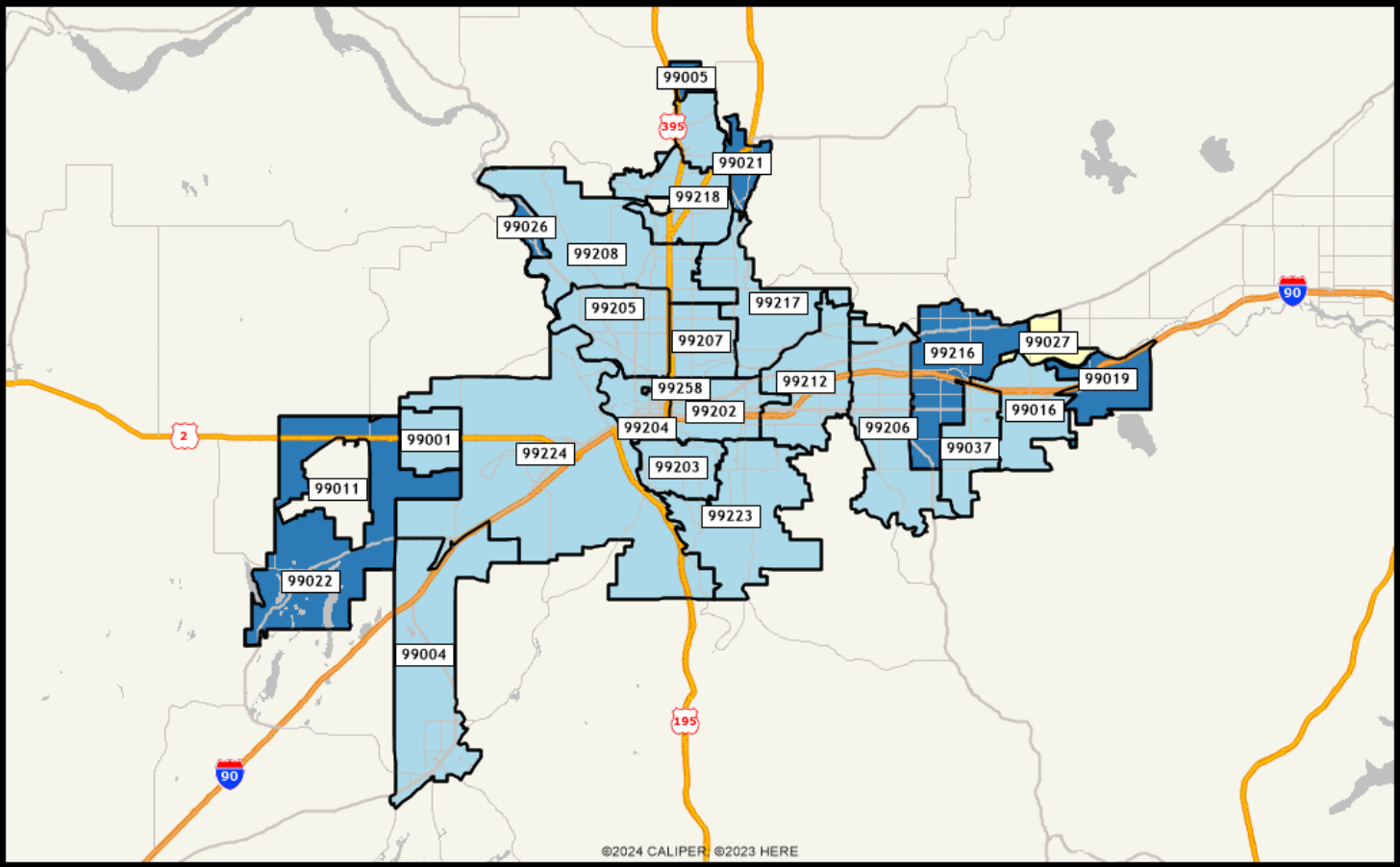- Neutral
- Not Valuable
- Not at all Valuable
- Don't Know

Q7-4. How valuable do you feel STA is in providing access to medical facilities?
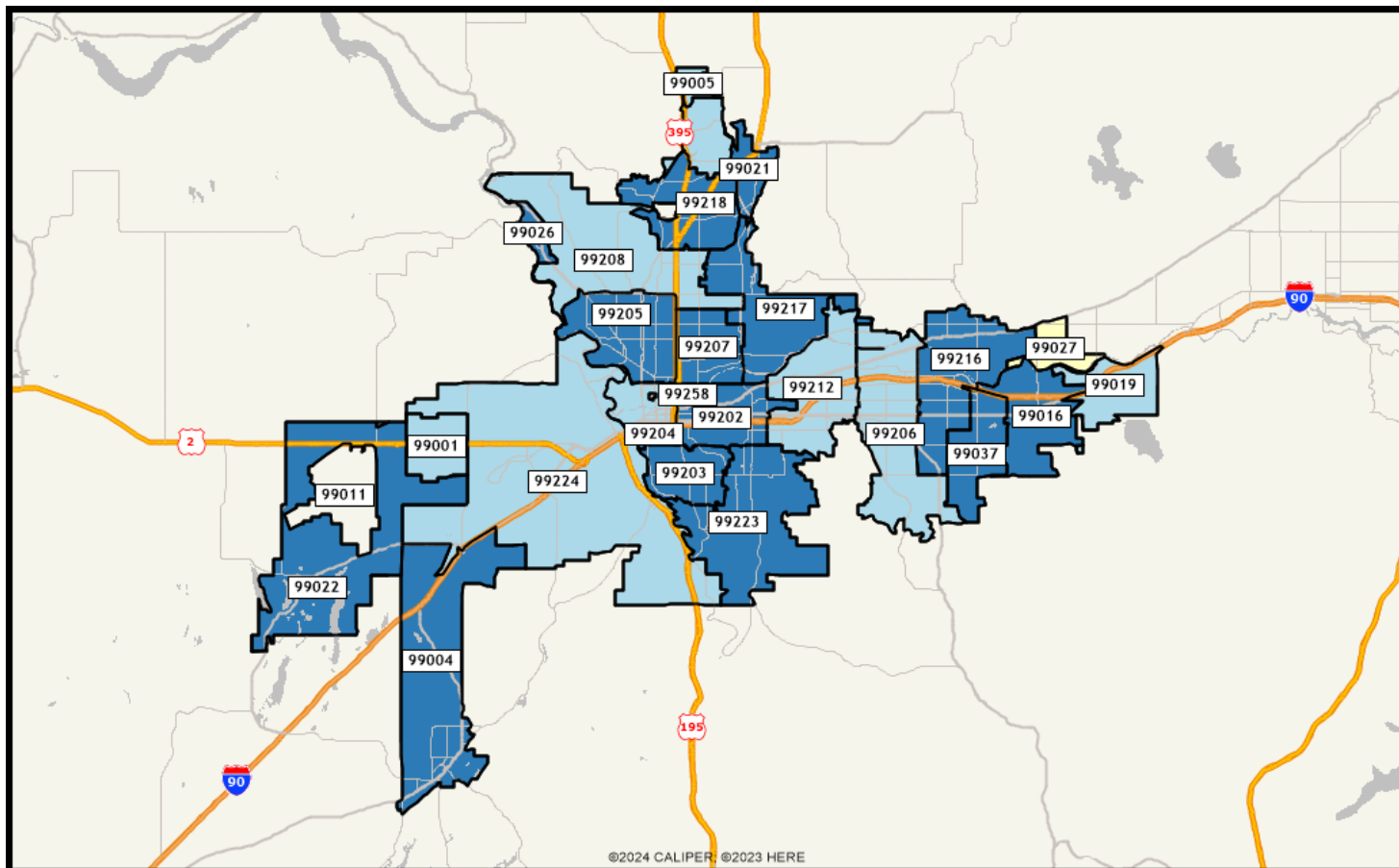
Legend

- **Extremely Valuable**
- **Somewhat Valuable**
- **Neutral**
- **Not Valuable**
- **Not at all Valuable**
- **Don't Know**

Q7-5. How valuable do you feel STA is in providing access to educational facilities?

Legend

- ◼ Extremely Valuable
- ◼ Somewhat Valuable
- ◻ Neutral
- ◻ Not Valuable
- ◼ Not at all Valuable
- ▨ Don't Know
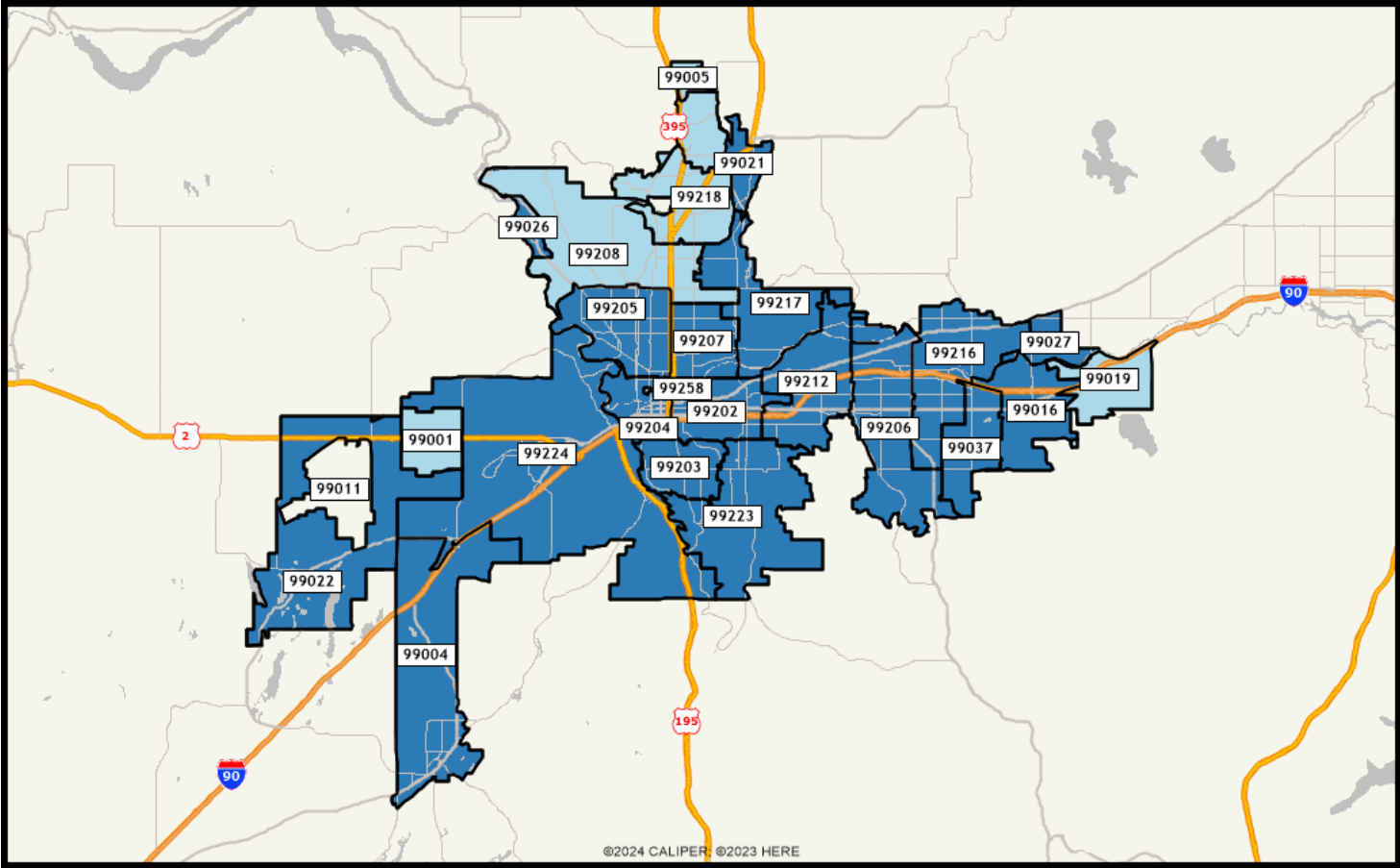
Q7-6. How valuable do you feel STA is in providing access to places of leisure and recreation?
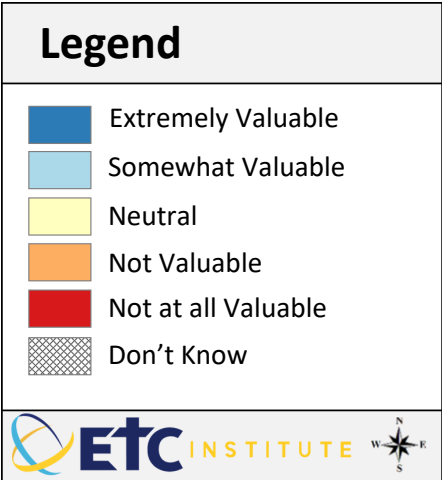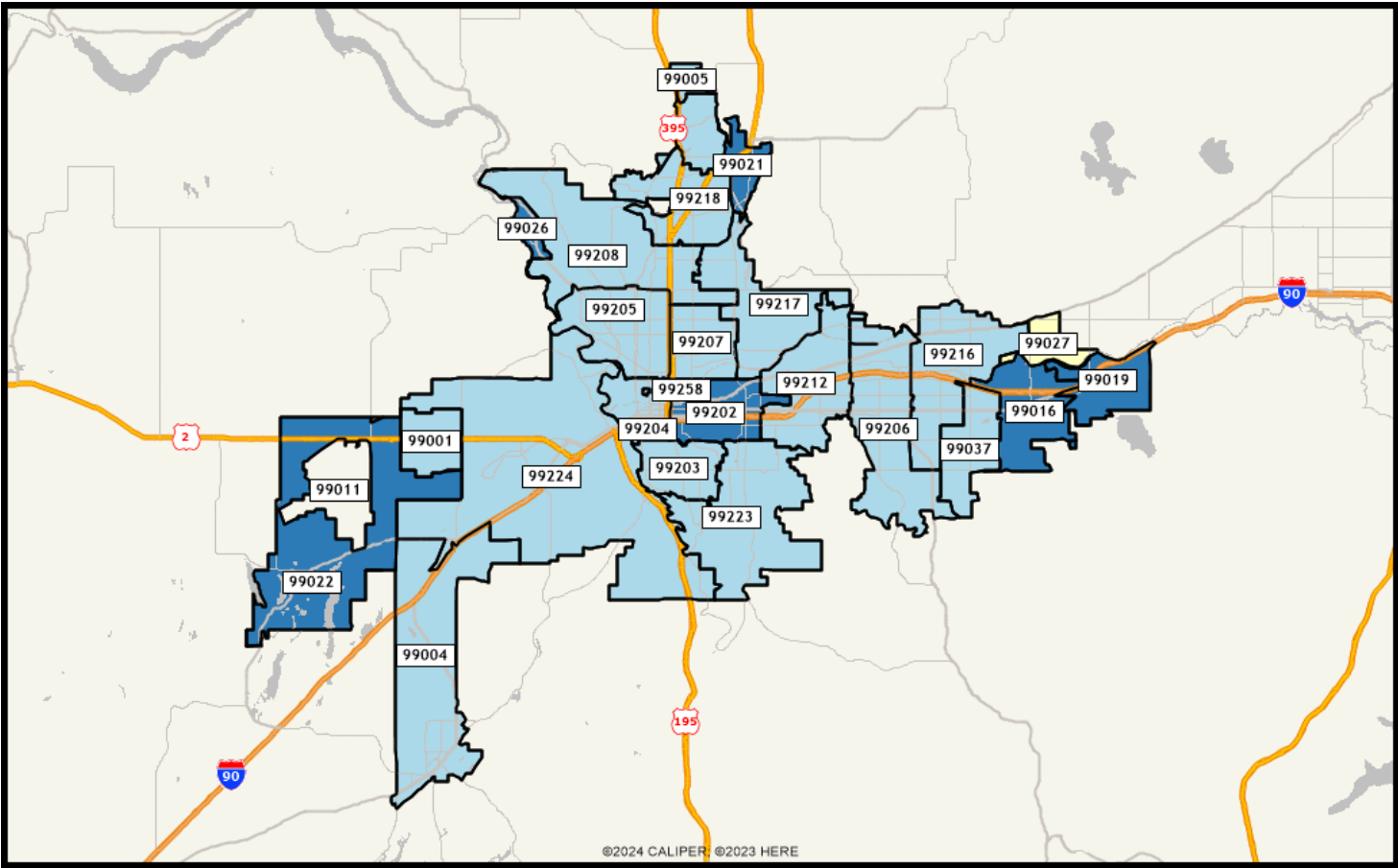
Q7-7. How valuable do you feel STA is in attracting and retaining more employment opportunities in the region?
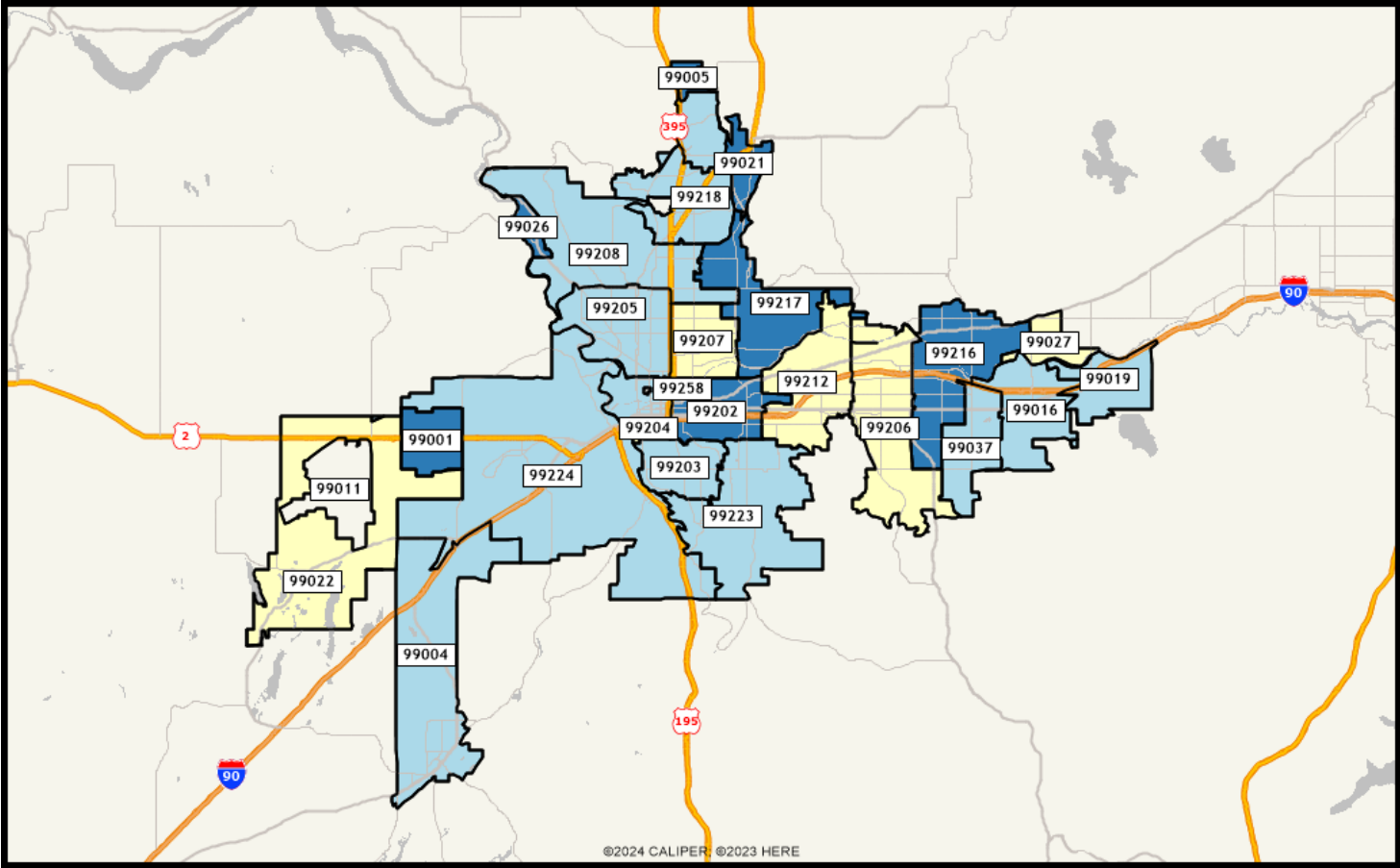
Legend

- ■ Extremely Valuable
- ■ Somewhat Valuable
- ■ Neutral
- ■ Not Valuable
- ■ Not at all Valuable
- ▦ Don't Know

Q7-8. How valuable do you feel STA is in attracting and retaining a more qualified workforce?
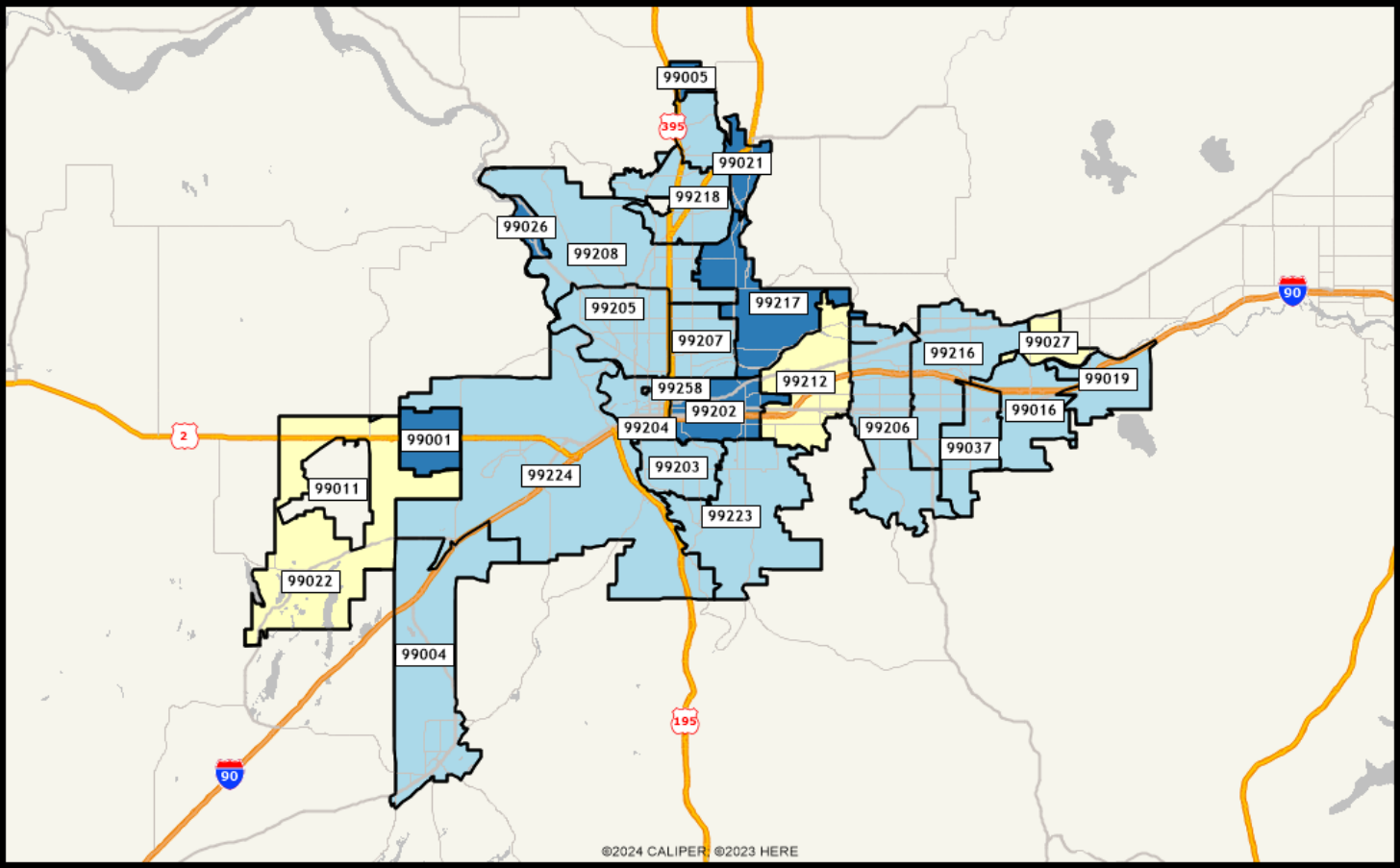
Legend

- ■ Extremely Valuable
- ■ Somewhat Valuable
- ■ Neutral
- ■ Not Valuable
- ■ Not at all Valuable
- ▨ Don't Know

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Q7-9. How valuable do you feel STA is in providing affordable transportation options?

Legend

- ▇ Extremely Valuable
- ▇ Somewhat Valuable
- ▇ Neutral
- ▇ Not Valuable
- ▇ Not at all Valuable
- ▒ Don't Know
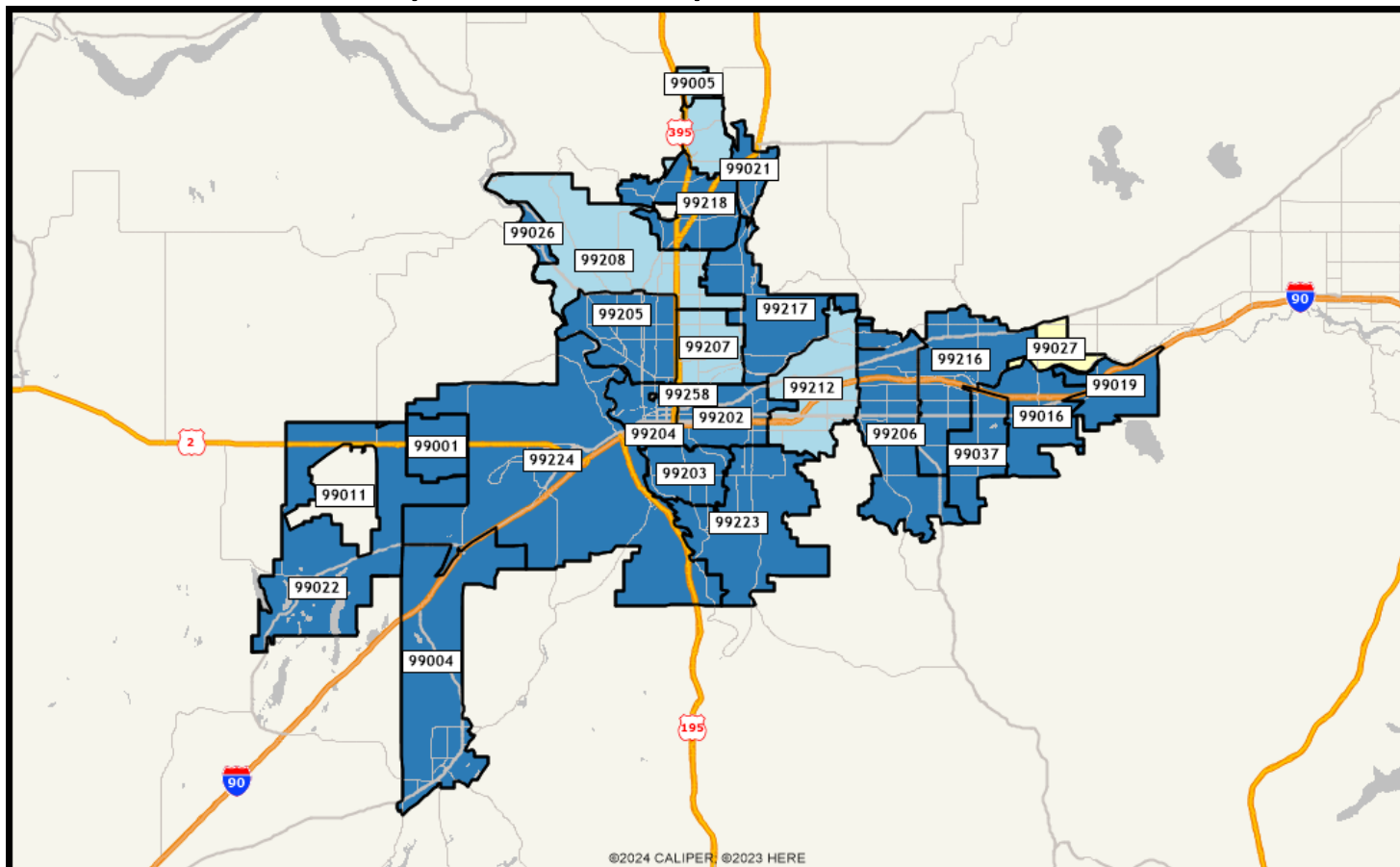
Q7-10. How valuable do you feel STA is in providing transportation options to people with special mobility needs?
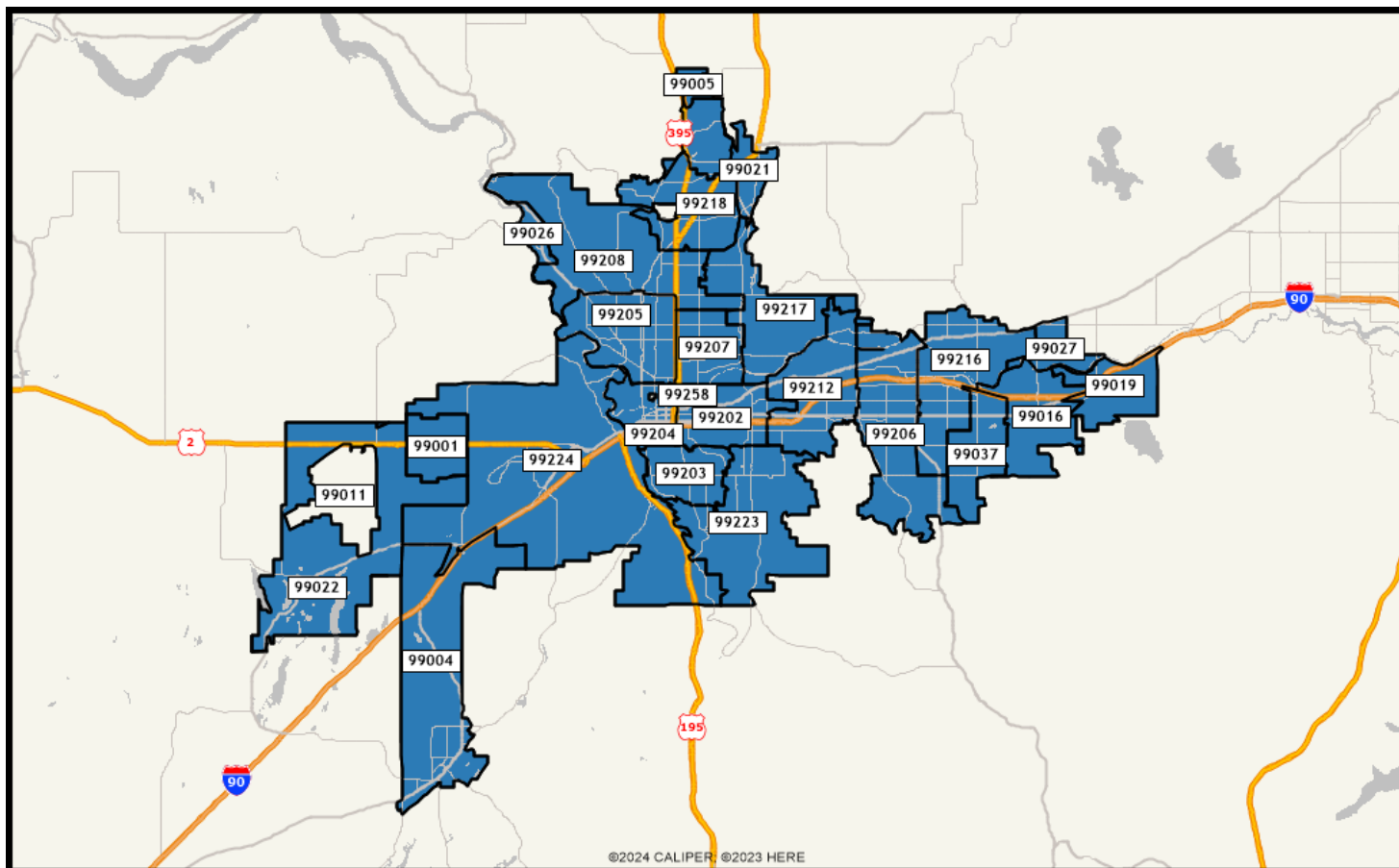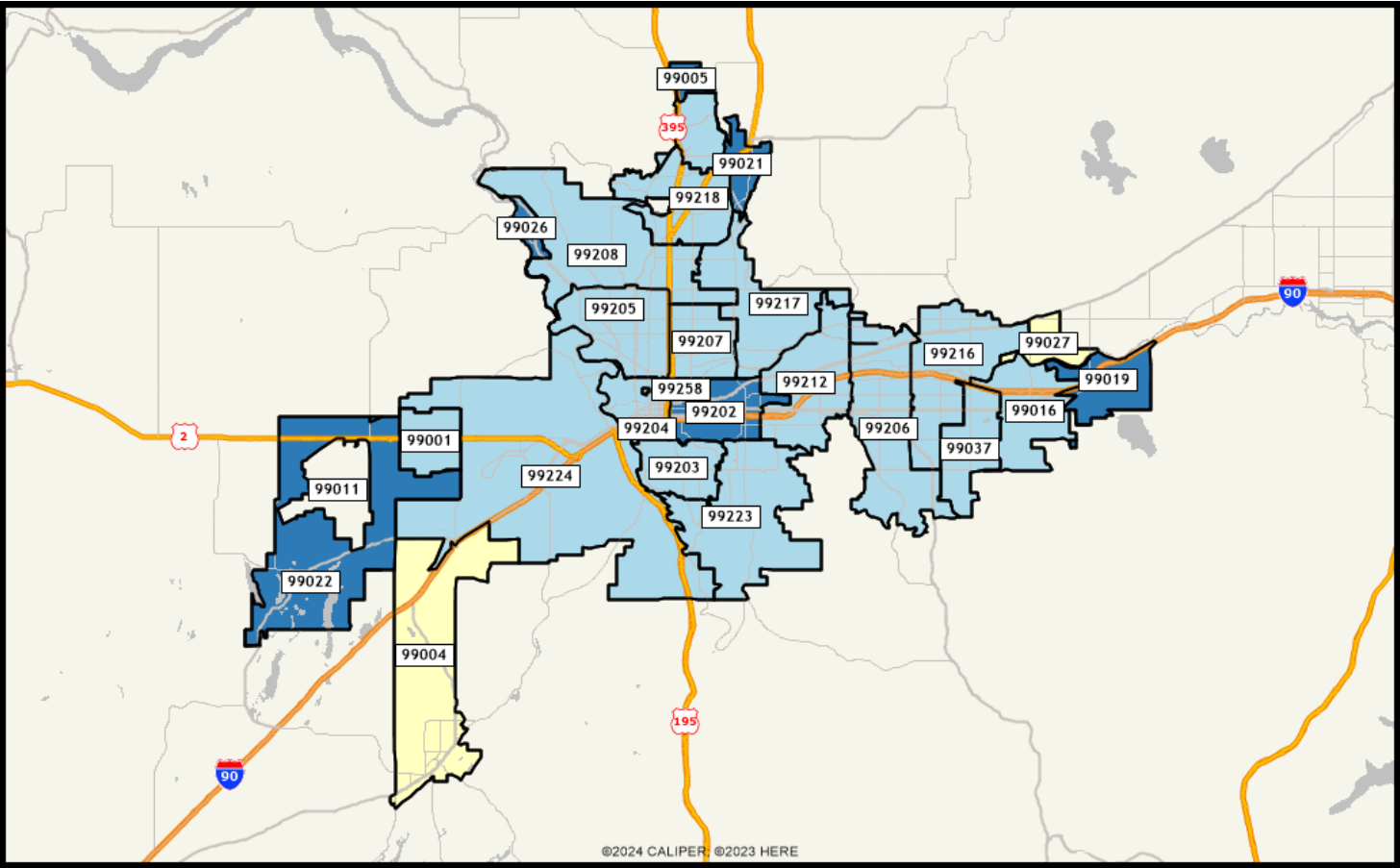

Legend

- ■ Extremely Valuable
- ■ Somewhat Valuable
- ■ Neutral
- ■ Not Valuable
- ■ Not at all Valuable
- ▨ Don't Know

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Q7-11. How valuable do you feel STA is in providing mobility to low-income families and individuals who cannot afford the cost of owning a car?
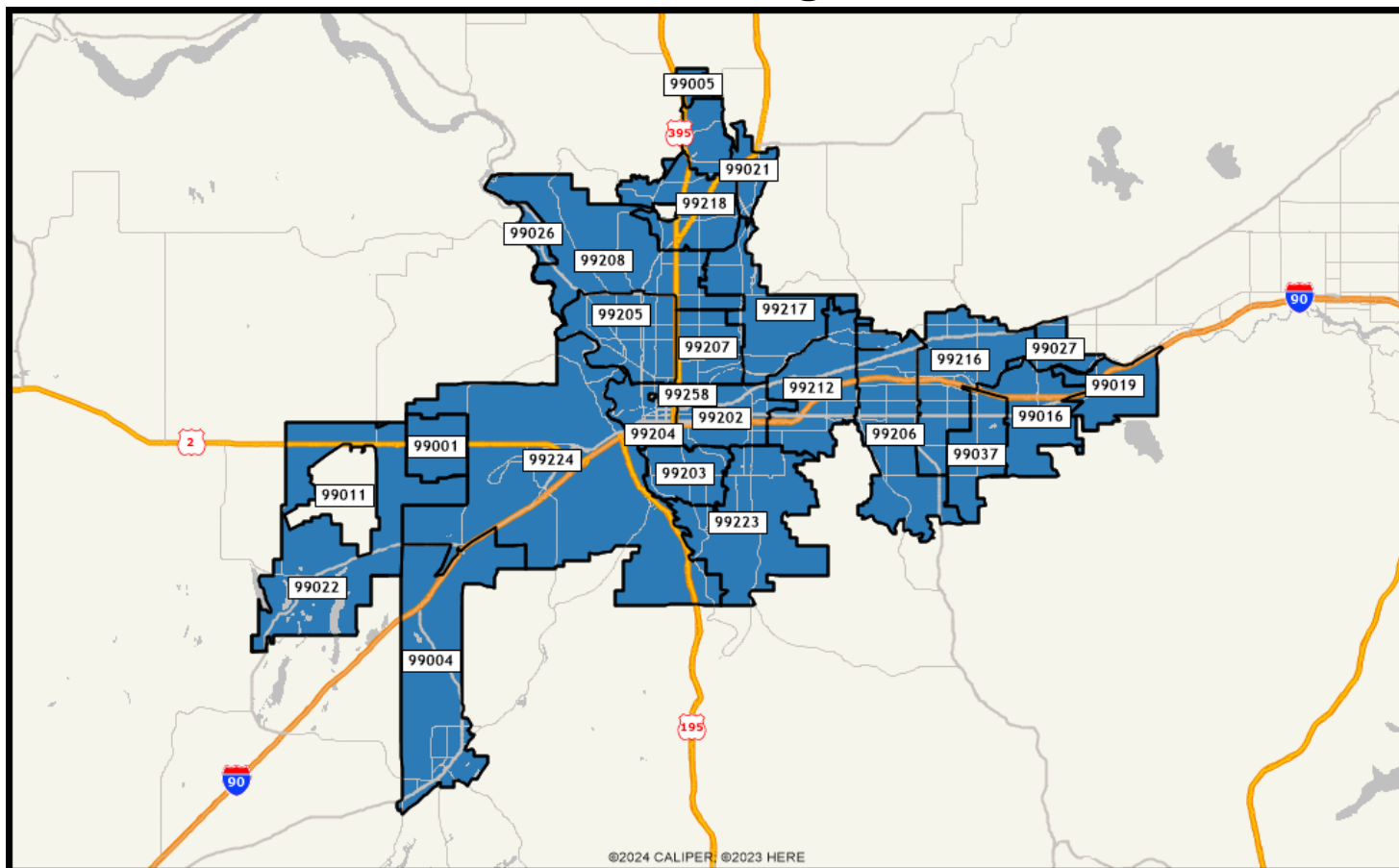
Q7-12. How valuable do you feel STA is in reducing traffic congestion?

Legend

- ■ Extremely Valuable
- ■ Somewhat Valuable
- ■ Neutral
- ■ Not Valuable
- ■ Not at all Valuable
- ▨ Don't Know

Q7-13. How valuable do you feel STA is in making roads safer for all users?
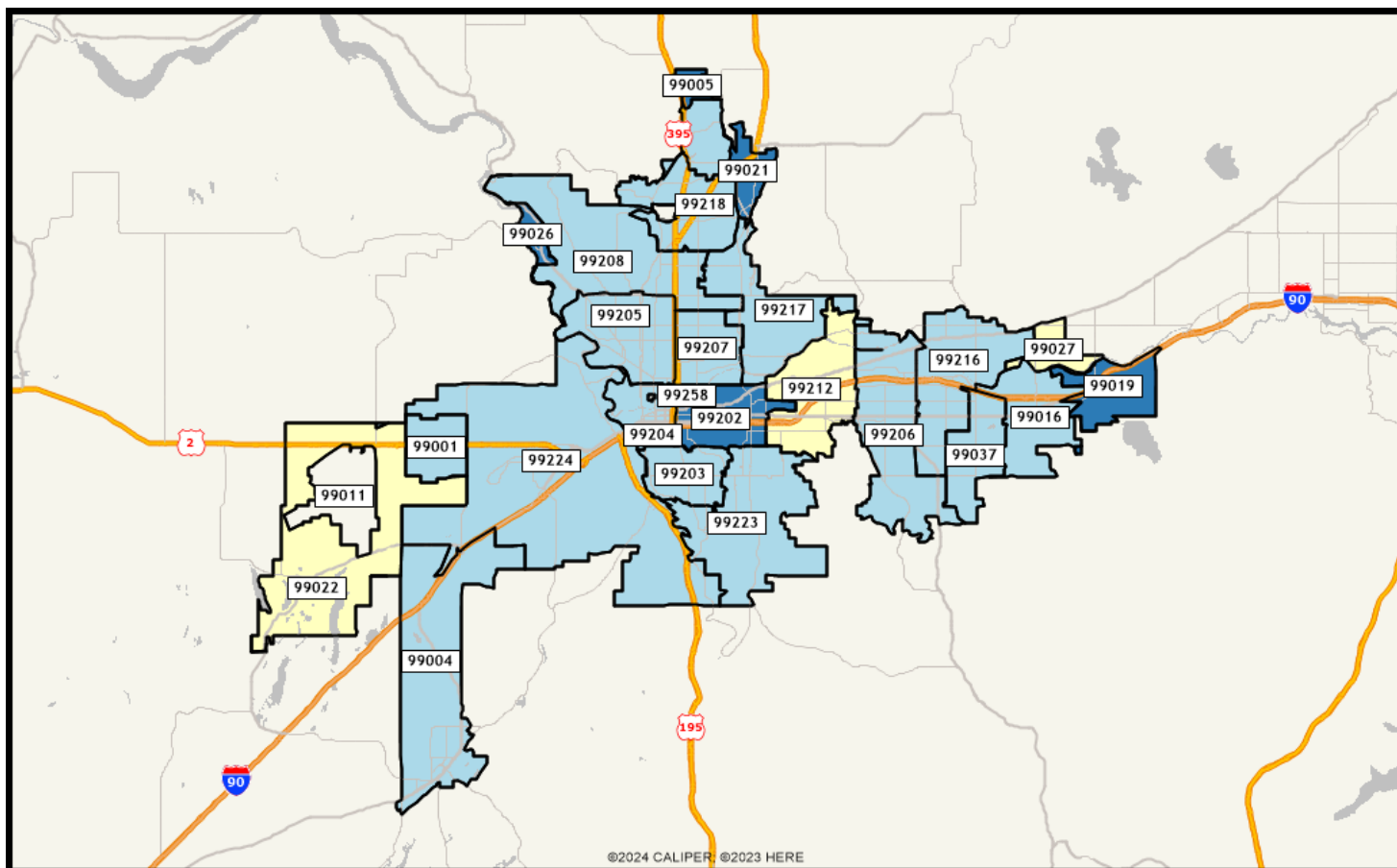
Legend

■ (dark blue)	Extremely Valuable
■ (light blue)	Somewhat Valuable
■ (pale yellow)	Neutral
■ (orange)	Not Valuable
■ (red)	Not at all Valuable
▦ (hatched)	Don't Know

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Q7-14. How valuable do you feel STA is in reducing pollution/carbon footprint?
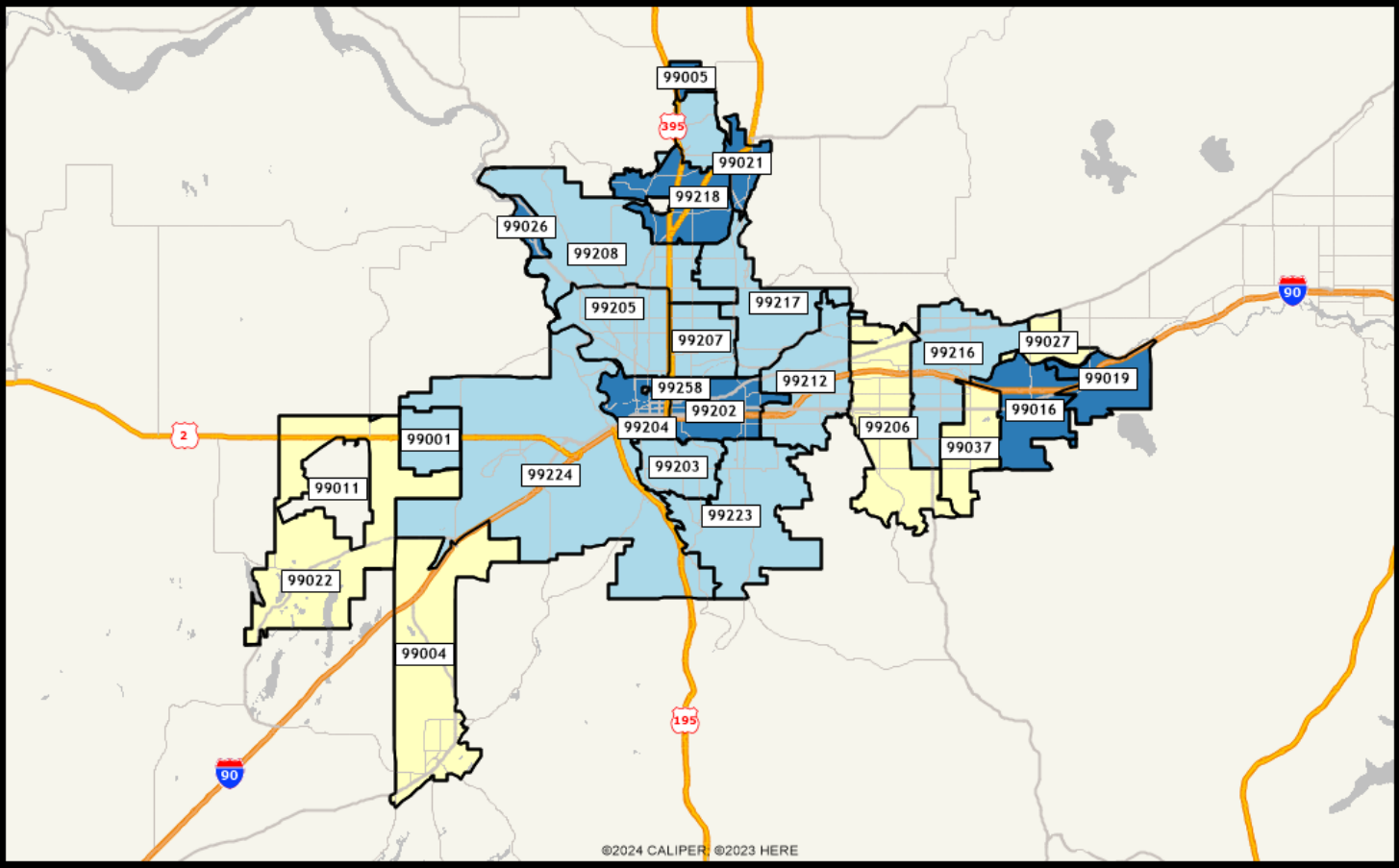
Legend

- ▮ Extremely Valuable
- ▮ Somewhat Valuable
- ▮ Neutral
- ▮ Not Valuable
- ▮ Not at all Valuable
- ▦ Don't Know

Q7-15. How valuable do you feel STA is in improving property values?
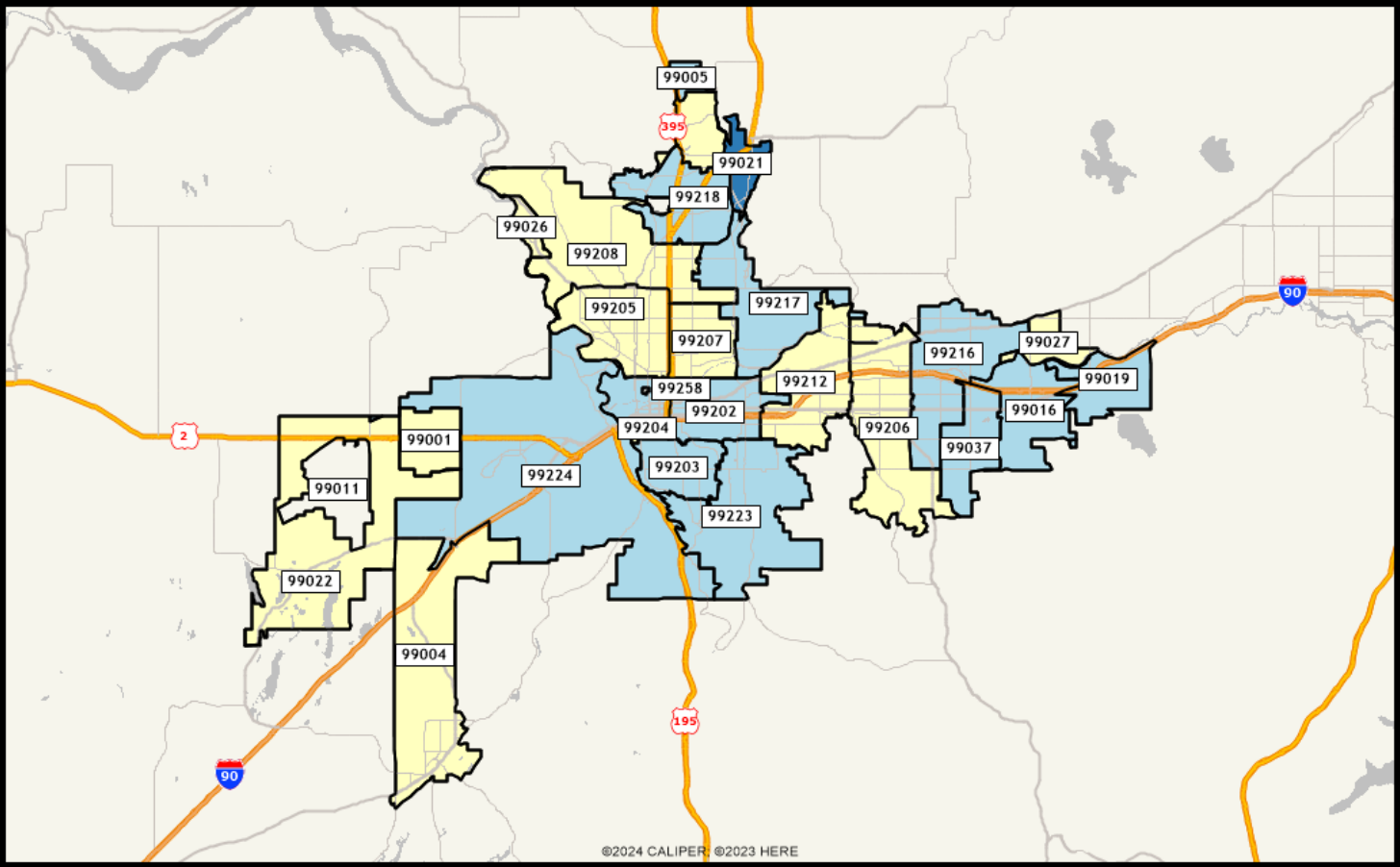
Legend

- Extremely Valuable
- Somewhat Valuable
- Neutral
- Not Valuable
- Not at all Valuable
- Don't Know

Q7-16. How valuable do you feel STA is in improving quality of life?

Legend

- 🟦 Extremely Valuable
- 🟦 Somewhat Valuable
- 🟨 Neutral
- 🟧 Not Valuable
- 🟥 Not at all Valuable
- ▨ Don't Know

ETC INSTITUTE

Q13-1. How much do you agree with the following statement about STA? Transit investment occurs where needed.
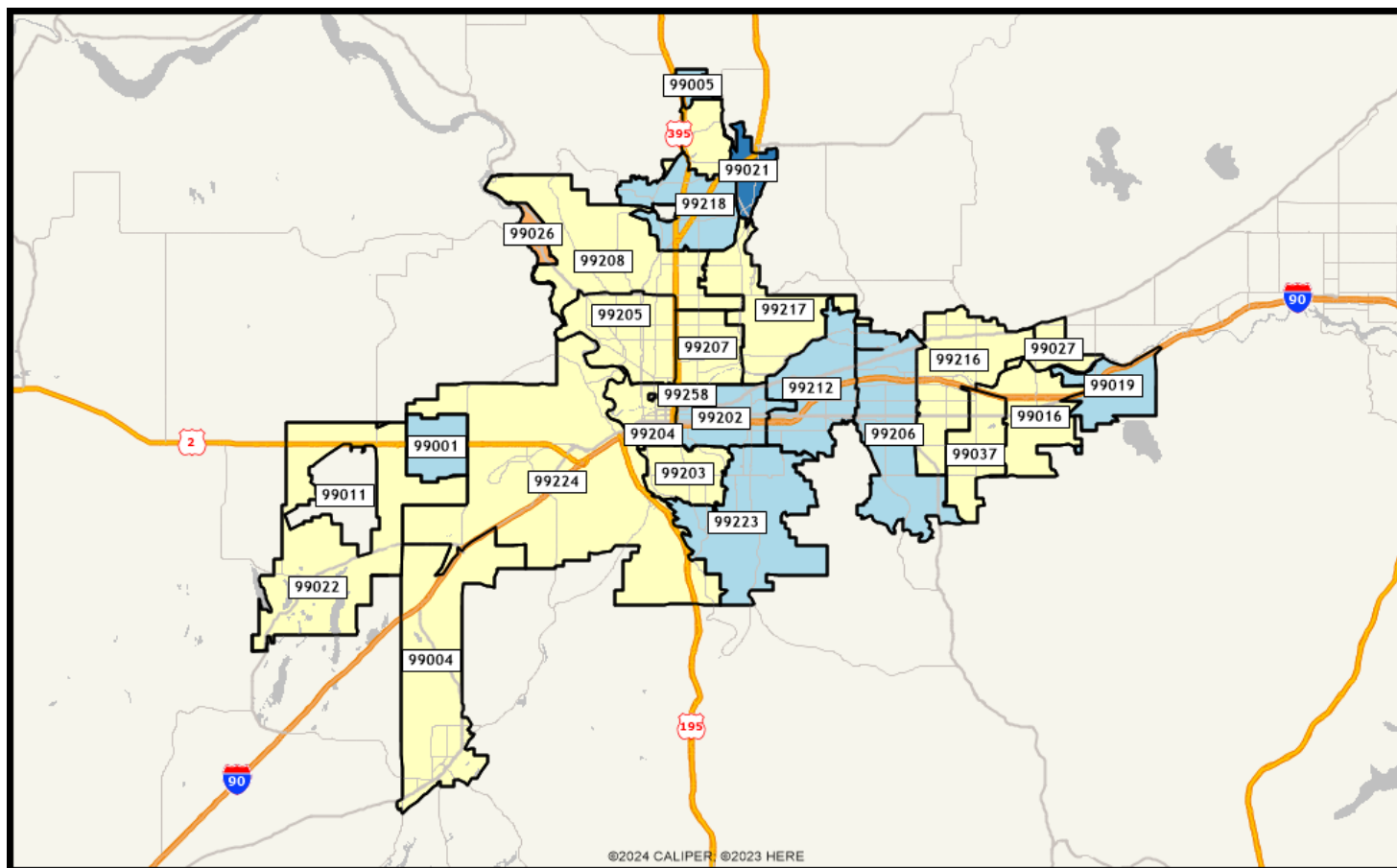
Legend

■	Strongly Agree
■	Agree
■	Neutral
■	Disagree
■	Strongly Disagree
▨	Don't Know

Q13-2. How much do you agree with the following statement about STA? STA service is easily accessible.

Legend
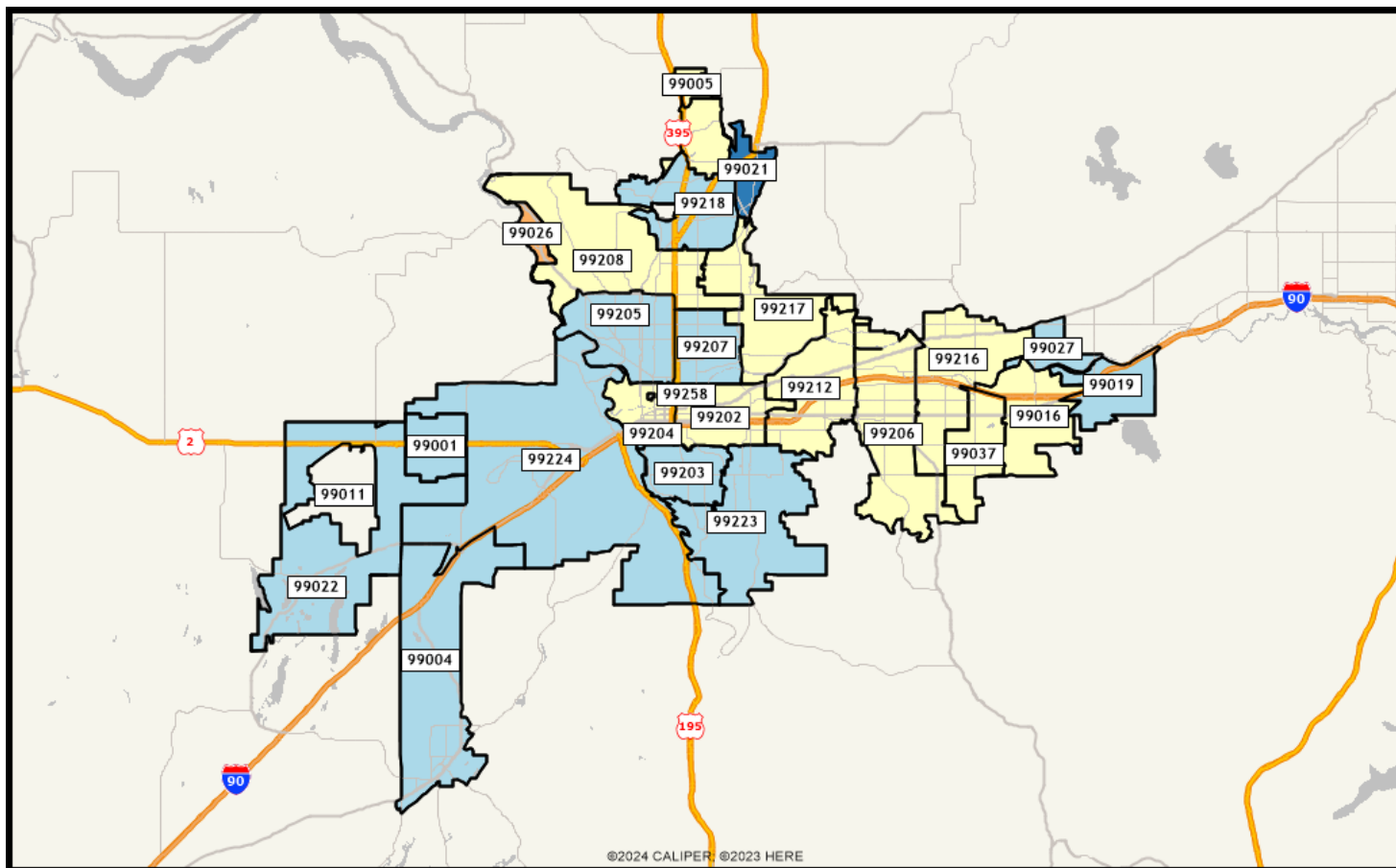
■ (dark blue)	Strongly Agree
■ (light blue)	Agree
■ (pale yellow)	Neutral
■ (orange)	Disagree
■ (red)	Strongly Disagree
▨	Don't Know

Q13-3. How much do you agree with the following statement about STA? STA adequately serves employment centers.
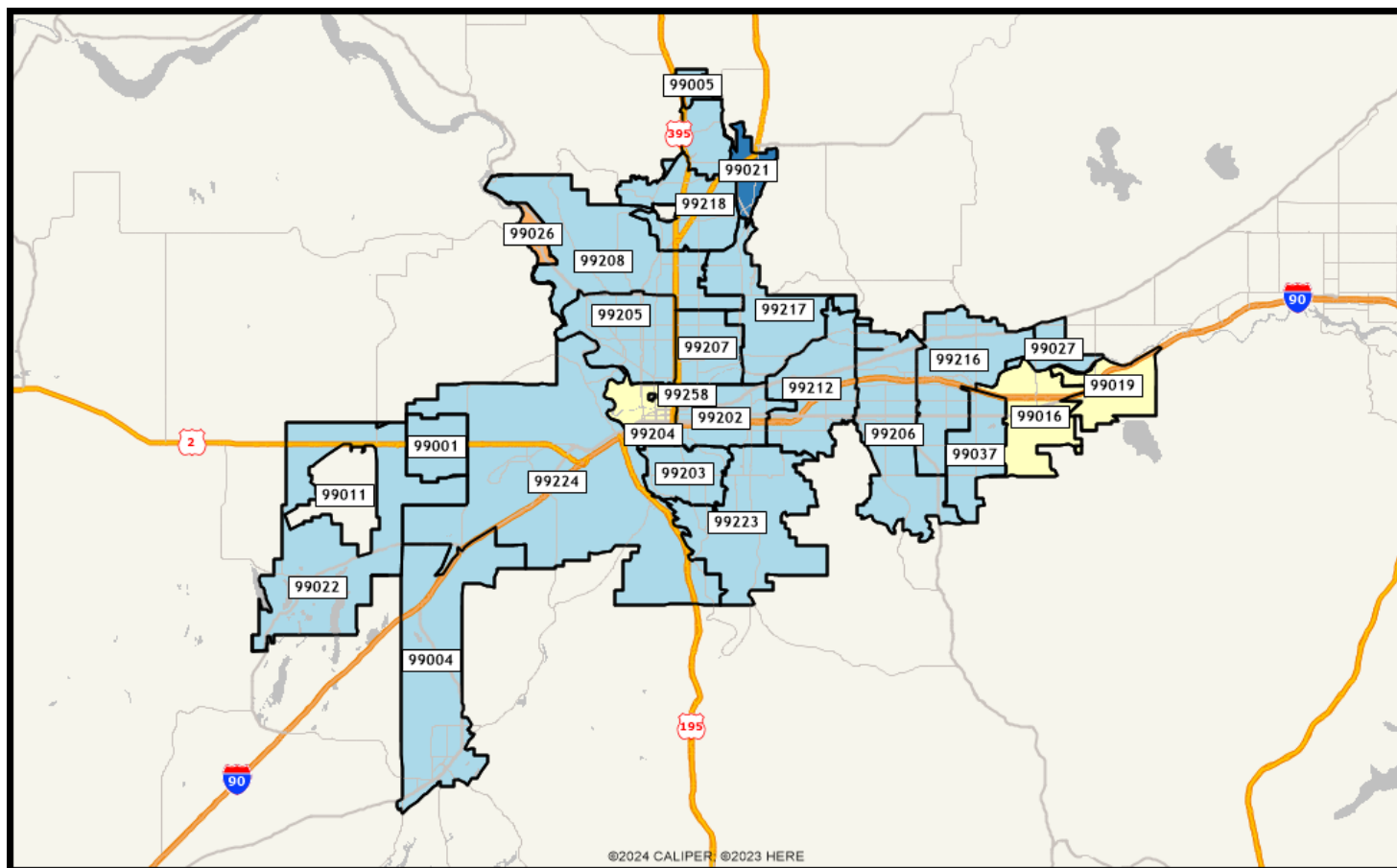
Legend

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Don't Know

Q13-4. How much do you agree with the following statement about STA? STA provides service that supports quality of life and social needs.
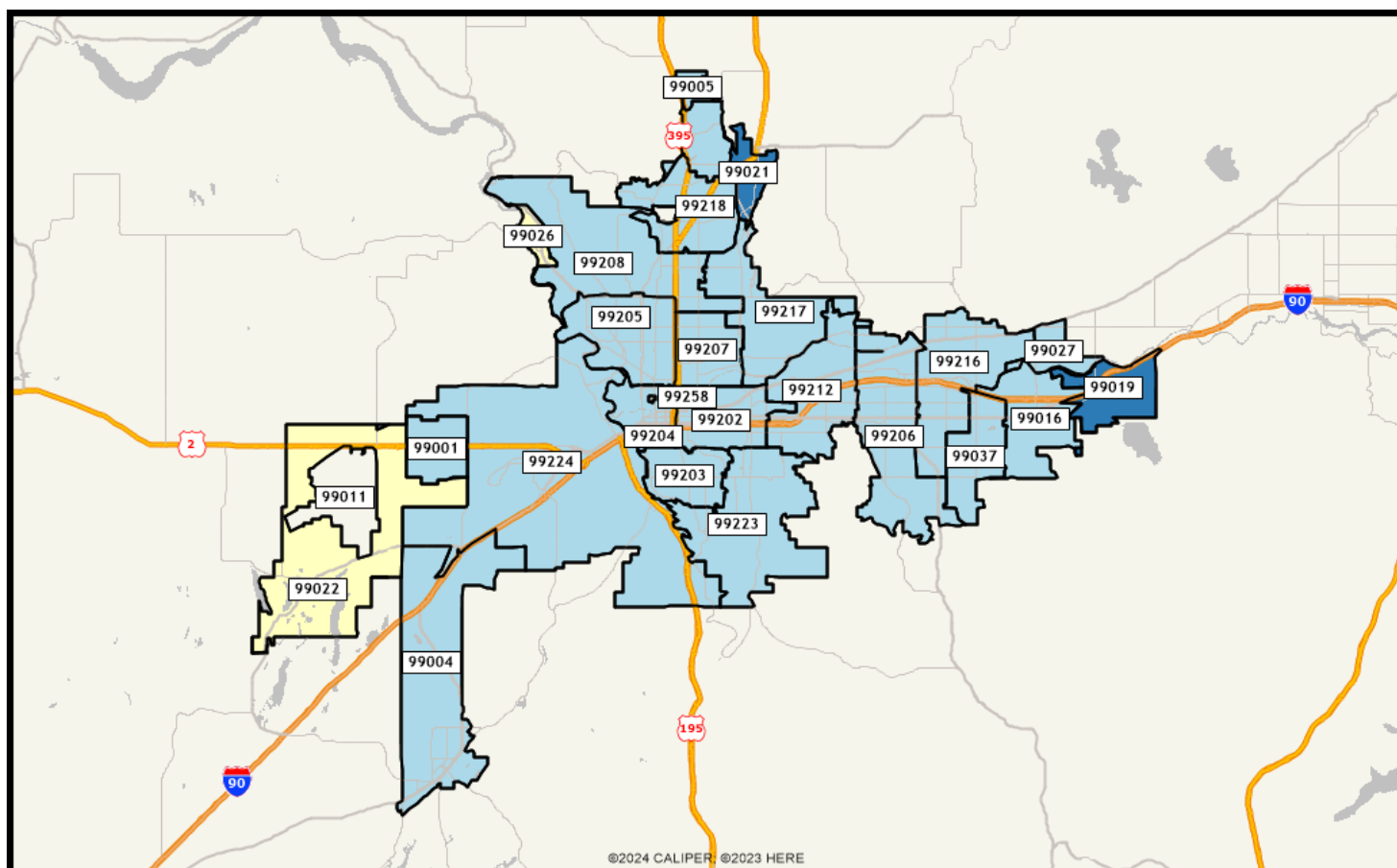
Legend

■	Strongly Agree
■	Agree
■	Neutral
■	Disagree
■	Strongly Disagree
▨	Don't Know

Q13-5. How much do you agree with the following statement about STA? STA manages their financial resources well.

Legend
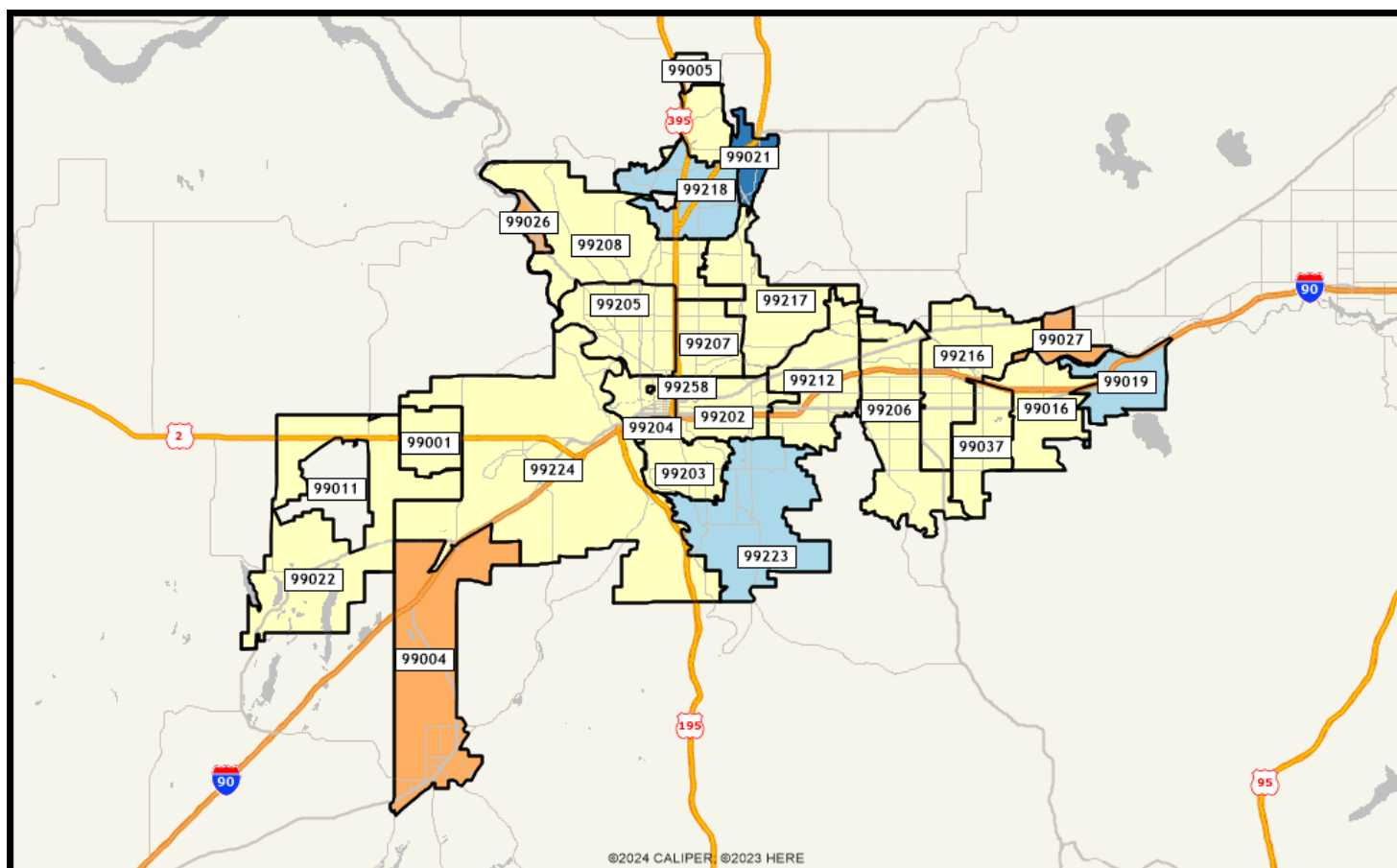
■ (dark blue)	Strongly Agree
■ (light blue)	Agree
■ (yellow)	Neutral
■ (orange)	Disagree
■ (red)	Strongly Disagree
▨	Don't Know

Q13-6. How much do you agree with the following statement about STA? STA is transparent in their financial reporting.
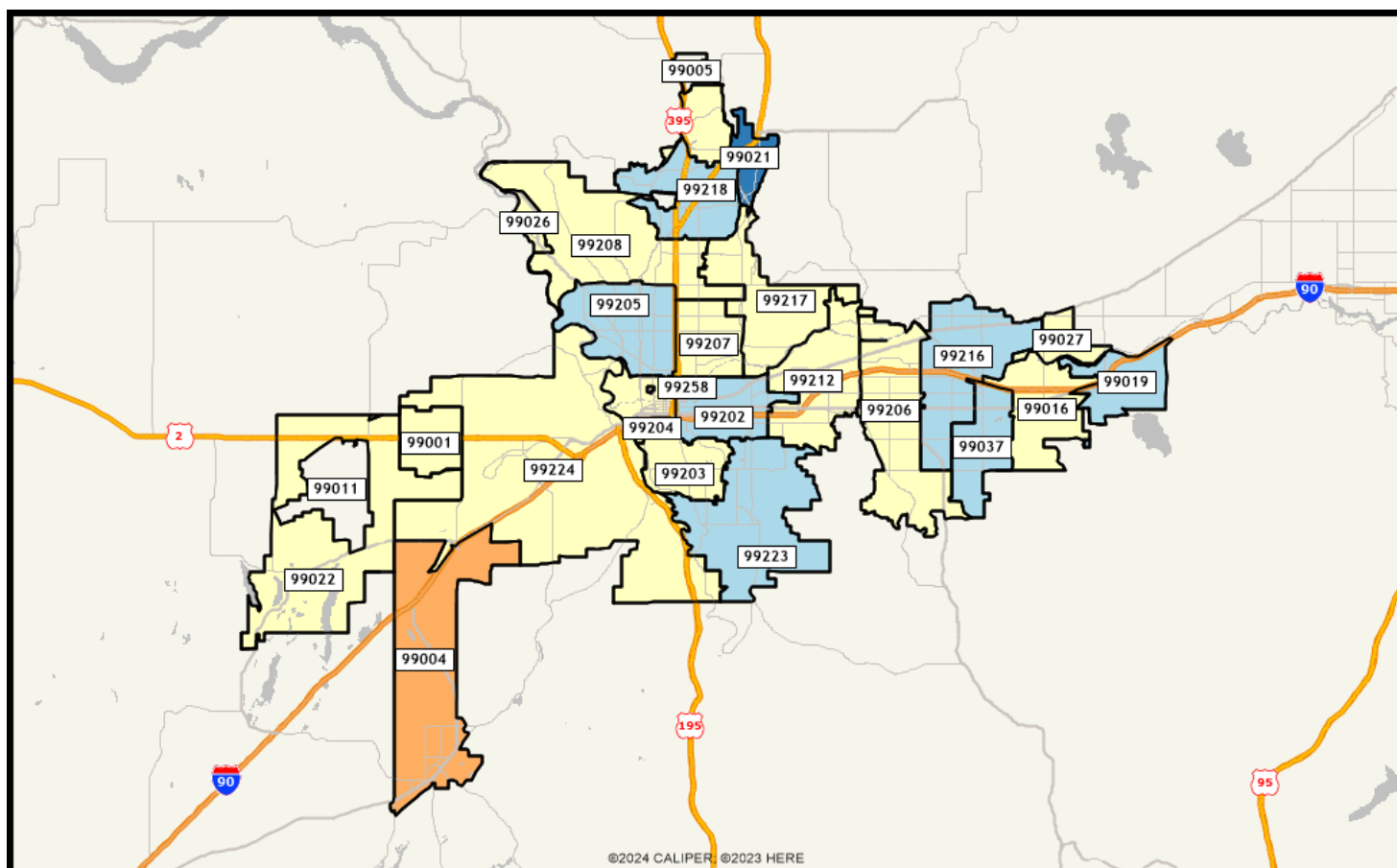
Legend

■ (dark blue)	Strongly Agree
■ (light blue)	Agree
■ (pale yellow)	Neutral
■ (orange)	Disagree
■ (red)	Strongly Disagree
▨ (hatched)	Don't Know

ETC INSTITUTE

Q13-7. How much do you agree with the following statement about STA? It is safe to use STA services.
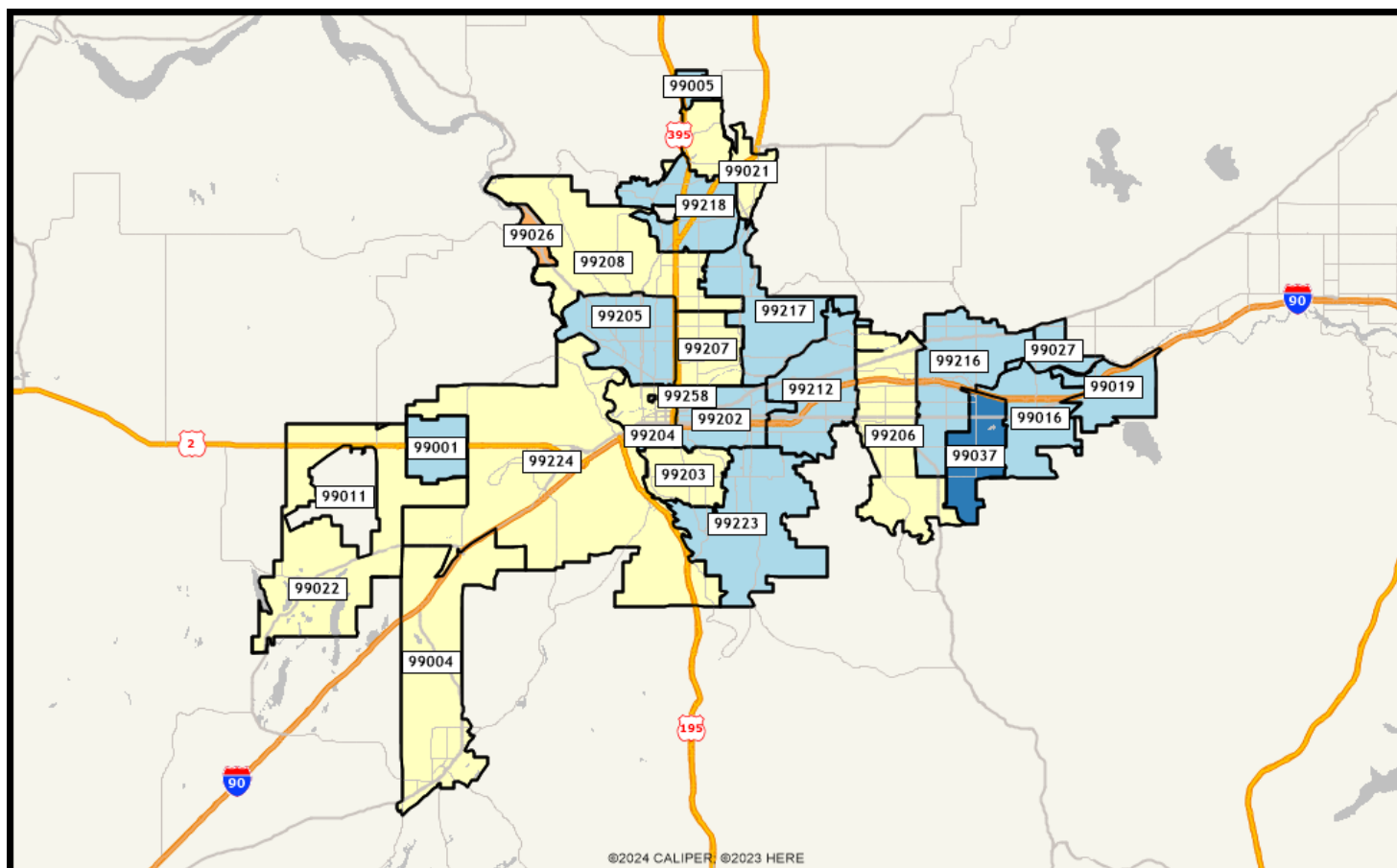
Legend

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▨ Don't Know

Q13-8. How much do you agree with the following statement about STA? STA is committed to innovation and technological advancement.
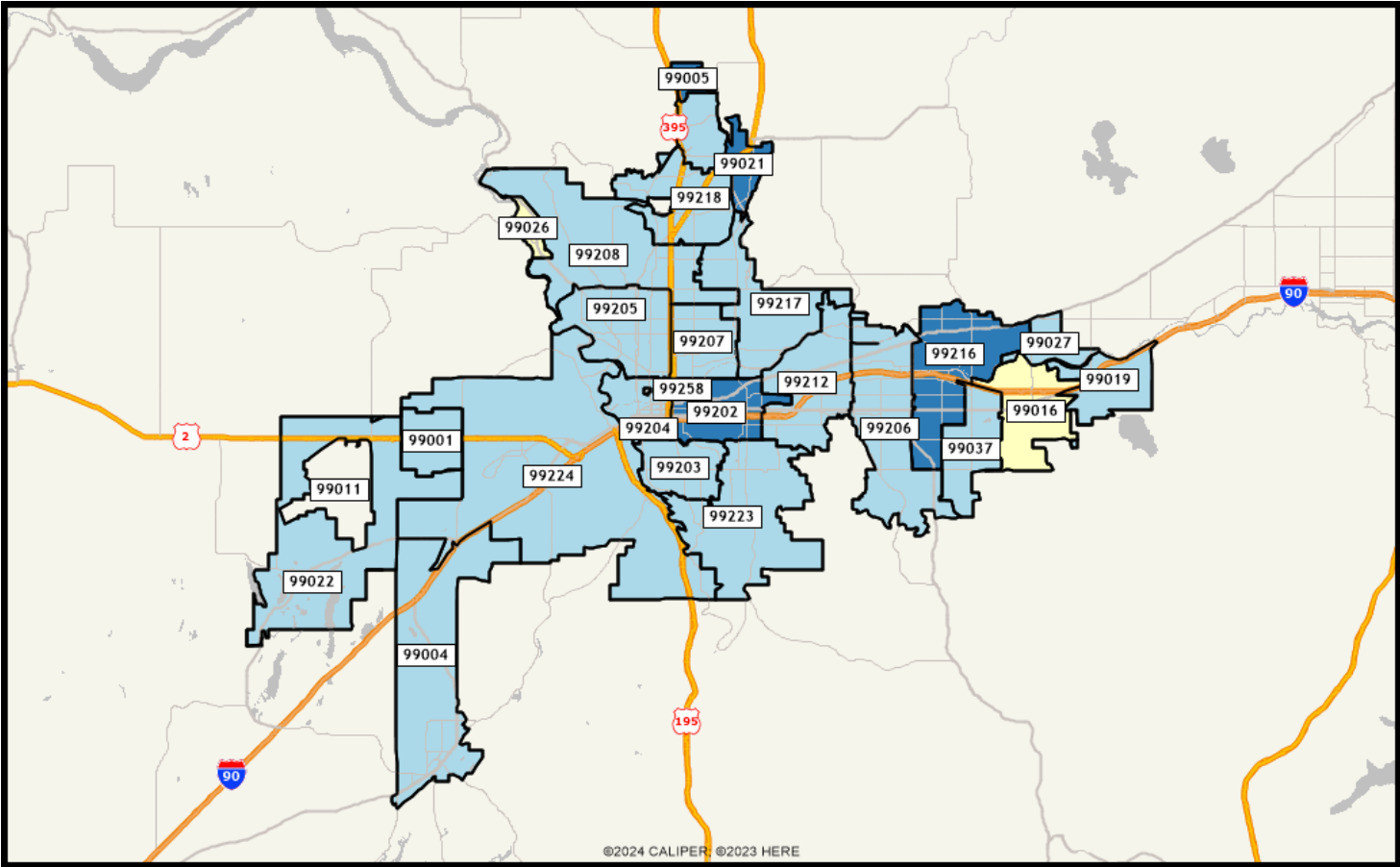
Legend

■ (dark blue)	Strongly Agree
■ (light blue)	Agree
■ (pale yellow)	Neutral
■ (orange)	Disagree
■ (red)	Strongly Disagree
▦	Don't Know

Q13-9. How much do you agree with the following statement about STA? I view STA employees favorably.

Legend

■	Strongly Agree
■	Agree
■	Neutral
■	Disagree
■	Strongly Disagree
▨	Don't Know

Q13-10. How much do you agree with the following statement about STA? STA makes infrastructure investments that have a positive economic impact on the community.

Legend

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▦ Don't Know
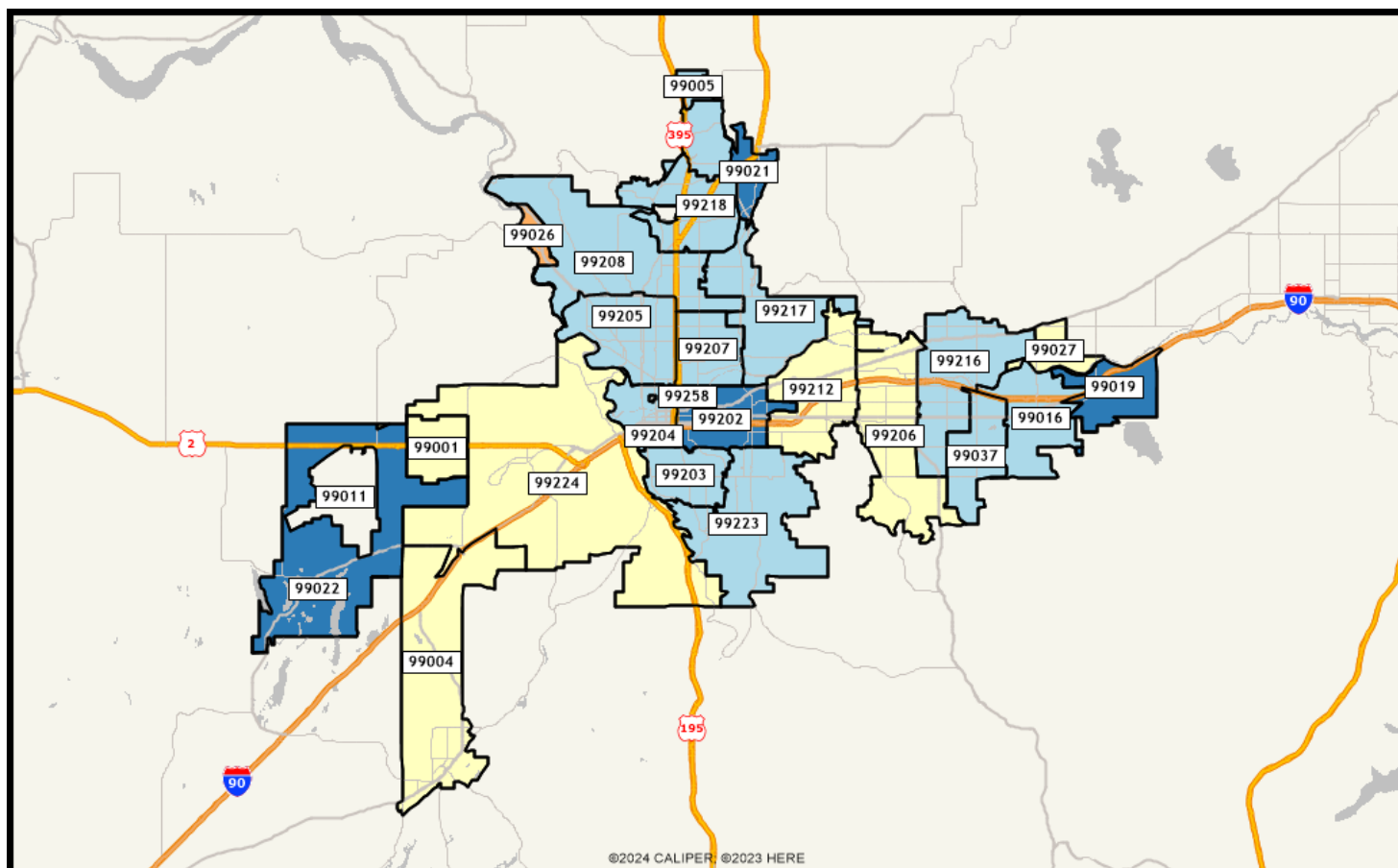
Q13-11. How much do you agree with the following statement about STA? I have a positive perception of the STA brand.

Legend

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▨ Don't Know

ETC INSTITUTE
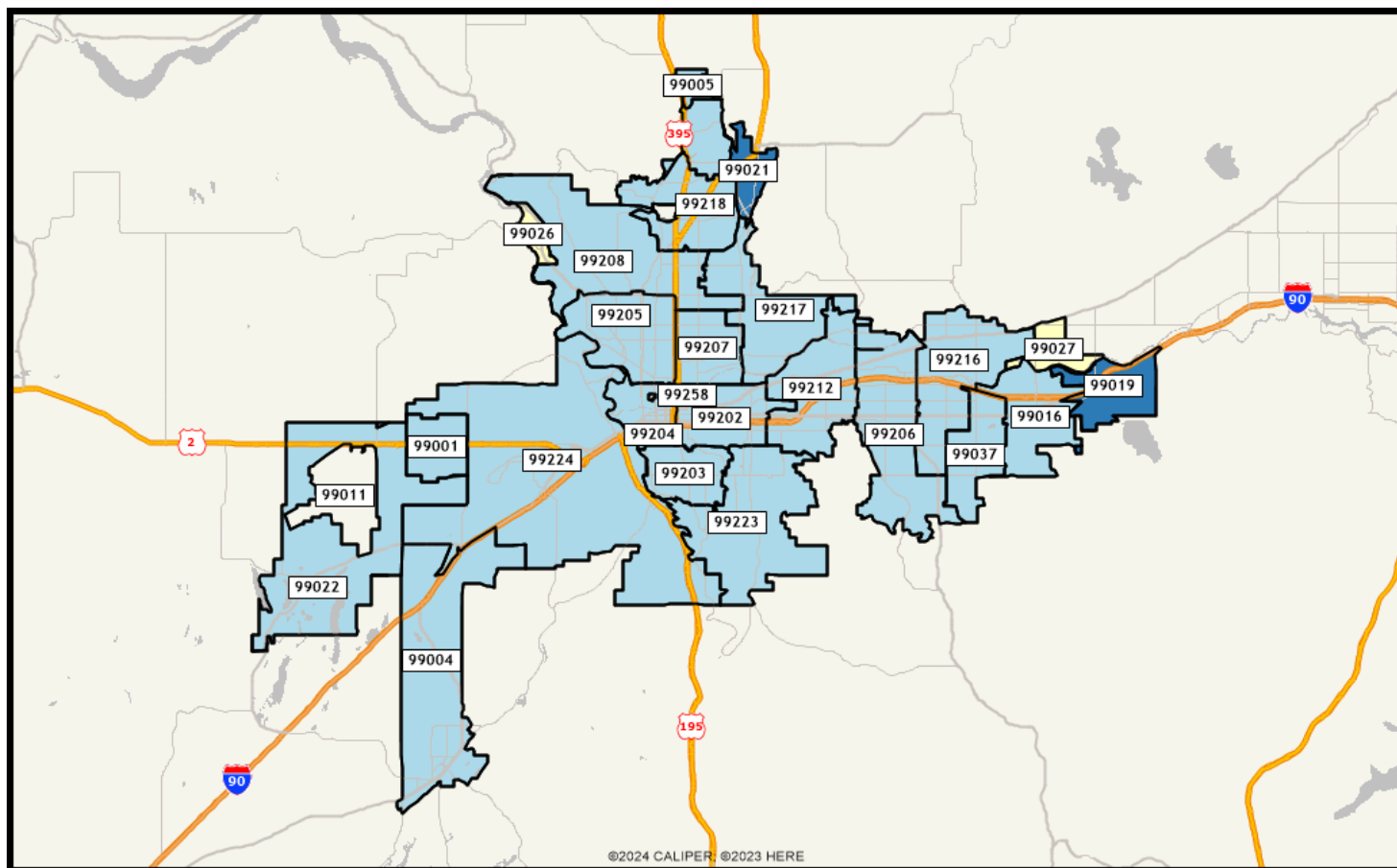
Q13-12. How much do you agree with the following statement about STA? STA does a good job of listening to the public.

Legend

- Strongly Agree
- Agree
- Neutral
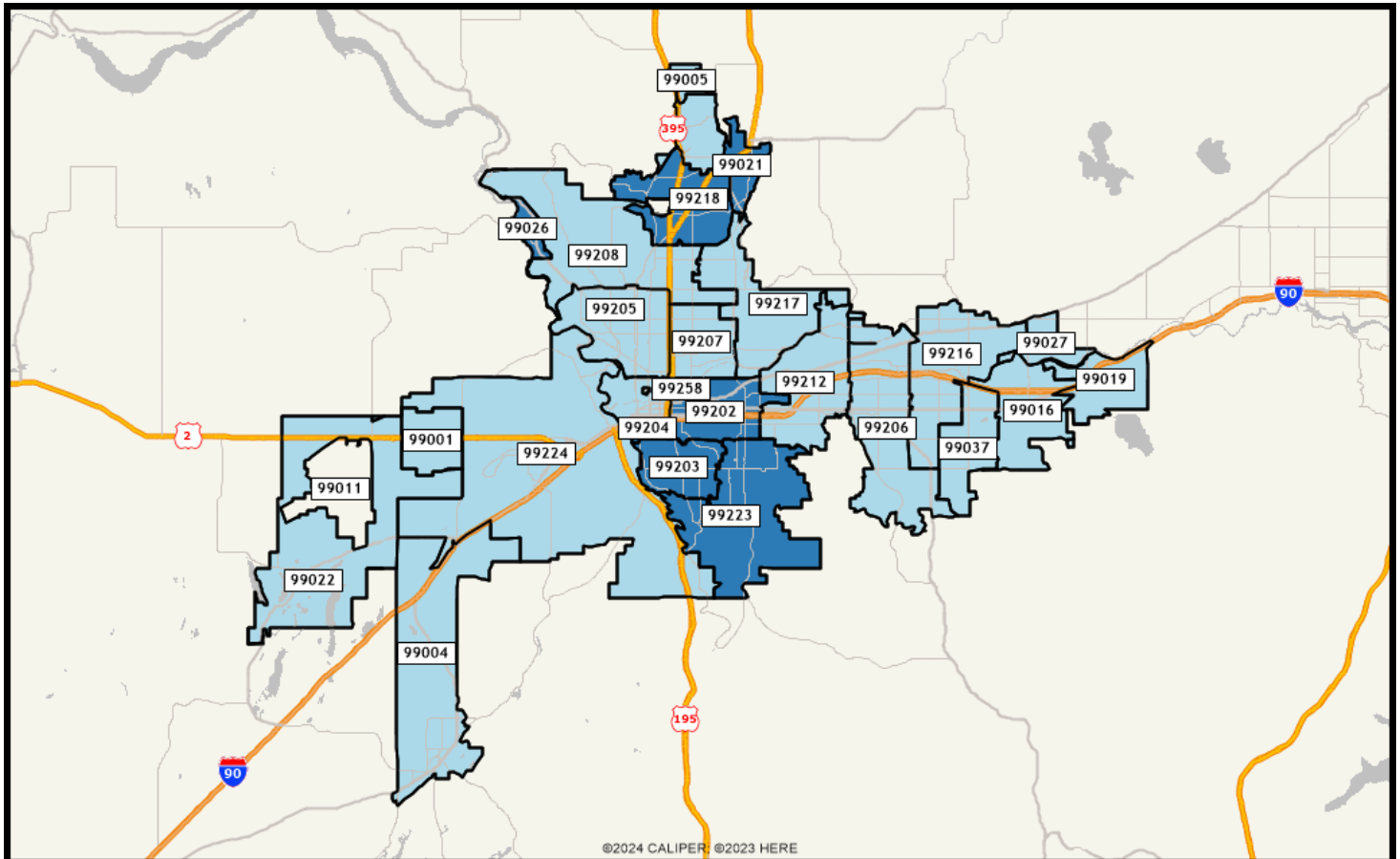- Disagree
- Strongly Disagree
- Don't Know

ETC INSTITUTE

Q13-13. How much do you agree with the following statement about STA? I support STA's transition to zero-emission buses and vehicles.

Legend

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Don't Know
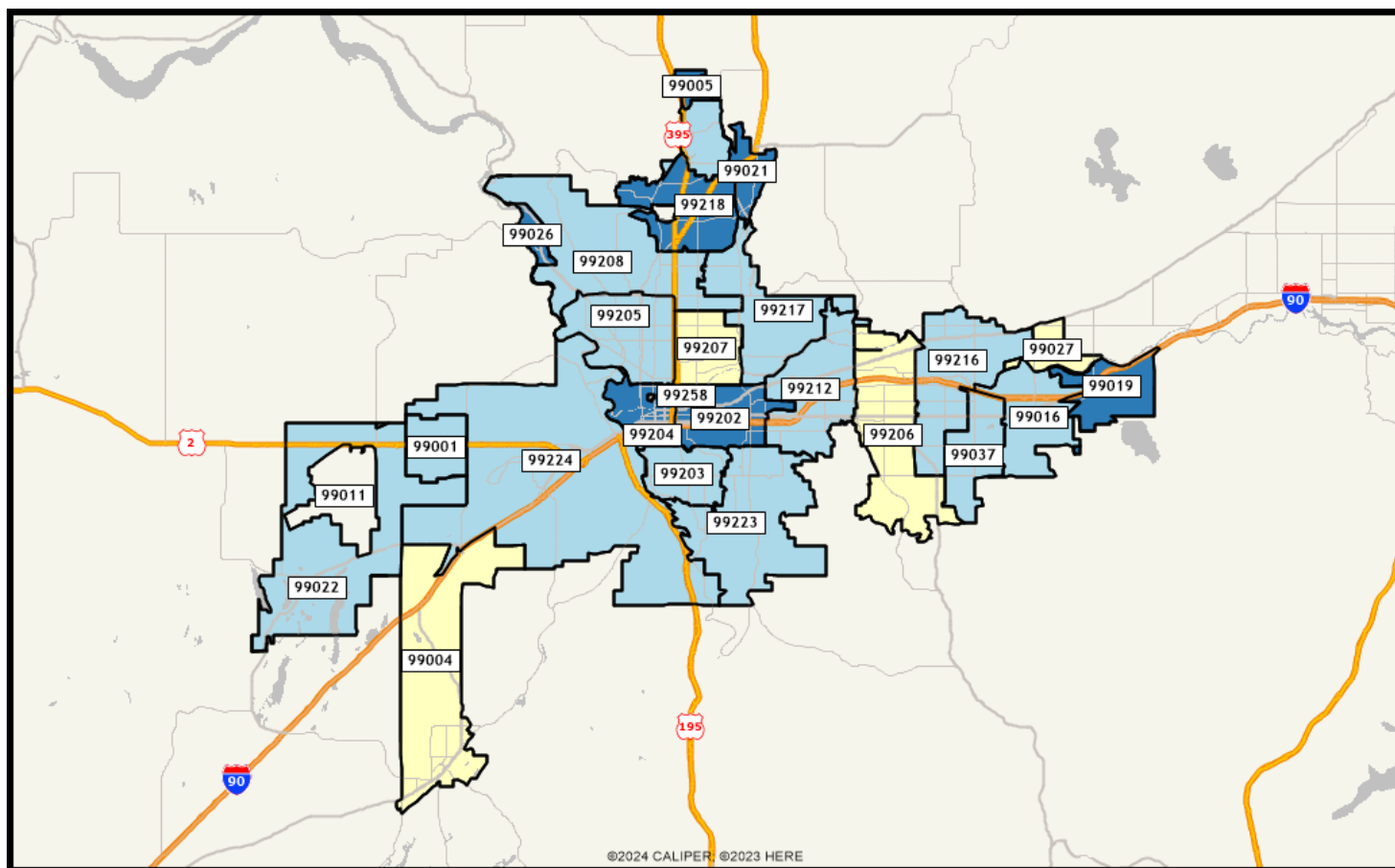
6 Tabular Data
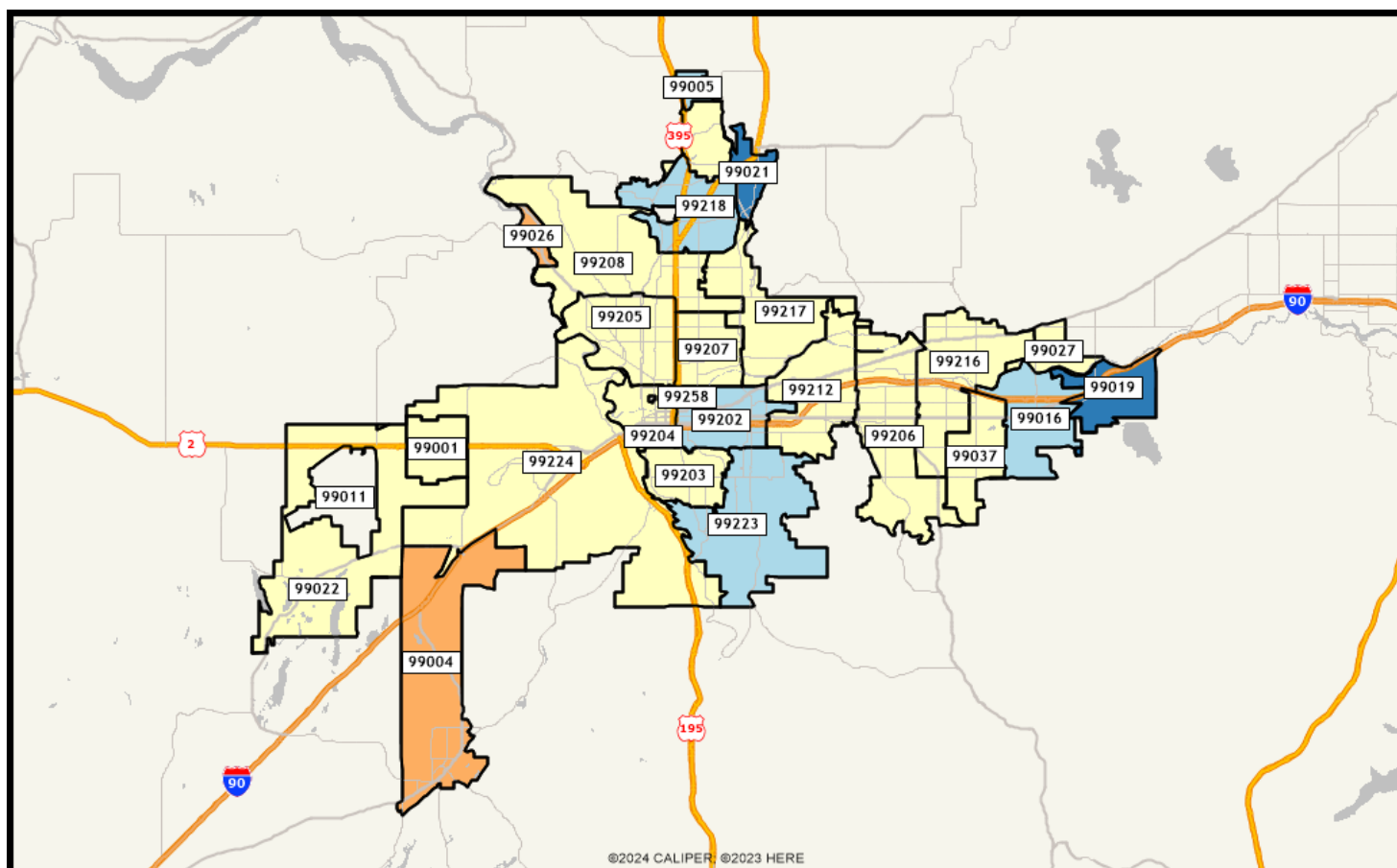
Q1. First, do you think things in the Spokane area are generally going in the right direction, or do you feel things have gotten off on the wrong track?

Q1. Are things in Spokane area generally going in
the right direction, or have they gotten off on

wrong track	Number	Percent
Right direction	185	41.4 %
Wrong track	176	39.4 %
Don't know	86	19.2 %
Total	447	100.0 %

WITHOUT DON'T KNOW

Q1. First, do you think things in the Spokane area are generally going in the right direction, or do you feel things have gotten off on the wrong track? (without "don't know")

Q1. Are things in Spokane area generally going in
the right direction, or have they gotten off on

wrong track	Number	Percent
Right direction	185	51.2 %
Wrong track	176	48.8 %
Total	361	100.0 %

Q2. How would you rate the transportation system in the Spokane area, by that we mean the entire system-roads, transit, sidewalks, bike ways and transportation services in general?

Q2. How would you rate the transportation system

in the Spokane area	Number	Percent
Excellent	7	1.6 %
Good	129	28.9 %
Fair	211	47.2 %
Poor	82	18.3 %
Very poor	13	2.9 %
Not provided	5	1.1 %
Total	447	100.0 %

WITHOUT NOT PROVIDED

Q2. How would you rate the transportation system in the Spokane area, by that we mean the entire system-roads, transit, sidewalks, bike ways and transportation services in general? (without "not provided")

Q2. How would you rate the transportation system

in the Spokane area	Number	Percent
Excellent	7	1.6 %
Good	129	29.2 %
Fair	211	47.7 %
Poor	82	18.6 %
Very poor	13	2.9 %
Total	442	100.0 %

Q3. Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area?

Q3. Biggest problem for you when getting from one place to another in Spokane area	Number	Percent
Condition of roads, potholes & dangerous roads	171	38.3 %
Congestion	57	12.8 %
Road construction	11	2.5 %
Lack of public transit	48	10.7 %
Lack of certainty about time to get there by car	3	0.7 %
Careless drivers/better drivers	60	13.4 %
Gas prices	12	2.7 %
Inefficient stop lights	16	3.6 %
Connecting bike trails	13	2.9 %
Lack of freeway system	15	3.4 %
Weather conditions	11	2.5 %
Being on time (general)	10	2.2 %
No problems	14	3.1 %
Not provided	6	1.3 %
Total	447	100.0 %

WITHOUT NOT PROVIDED

Q3. Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area? (without "not provided")

Q3. Biggest problem for you when getting from one place to another in Spokane area	Number	Percent
Condition of roads, potholes & dangerous roads	171	38.8 %
Congestion	57	12.9 %
Road construction	11	2.5 %
Lack of public transit	48	10.9 %
Lack of certainty about time to get there by car	3	0.7 %
Careless drivers/better drivers	60	13.6 %
Gas prices	12	2.7 %
Inefficient stop lights	16	3.6 %
Connecting bike trails	13	2.9 %
Lack of freeway system	15	3.4 %
Weather conditions	11	2.5 %
Being on time (general)	10	2.3 %
No problems	14	3.2 %
Total	441	100.0 %

Q5. In your opinion, is the amount of bus service that Spokane Transit currently provides for the community:

Q5. What do you think about the amount of bus service that Spokane Transit currently provides for the community	Number	Percent
Too much	31	6.9 %
About right	154	34.5 %
Too little	154	34.5 %
Don't know	108	24.2 %
Total	447	100.0 %

WITHOUT DON'T KNOW

Q5. In your opinion, is the amount of bus service that Spokane Transit currently provides for the community: (without "don't know")

Q5. What do you think about the amount of bus service that Spokane Transit currently provides for the community	Number	Percent
Too much	31	9.1 %
About right	154	45.4 %
Too little	154	45.4 %
Total	339	100.0 %

Q6. Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area?

Q6. How would you rate overall job Spokane Transit is doing in providing public transit service in Spokane area	Number	Percent
Excellent	39	8.7 %
Good	212	47.4 %
Fair	148	33.1 %
Poor	26	5.8 %
Very poor	5	1.1 %
Not provided	17	3.8 %
Total	447	100.0 %

WITHOUT NOT PROVIDED
Q6. Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (without "not provided")

Q6. How would you rate overall job Spokane Transit is doing in providing public transit service in Spokane area	Number	Percent
Excellent	39	9.1 %
Good	212	49.3 %
Fair	148	34.4 %
Poor	26	6.0 %
Very poor	5	1.2 %
Total	430	100.0 %

Q7. On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is...

(N=447)

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Q7-1. To the Spokane Region	62.0%	23.0%	9.2%	3.1%	0.2%	2.5%
Q7-2. To you personally	16.3%	24.6%	29.1%	10.5%	15.4%	4.0%
Q7-3. Providing access to places of employment	43.0%	24.2%	14.8%	3.8%	3.1%	11.2%
Q7-4. Providing access to medical facilities	47.7%	24.6%	12.5%	2.2%	1.8%	11.2%
Q7-5. Providing access to educational facilities	51.9%	26.0%	10.1%	2.0%	1.1%	8.9%
Q7-6. Providing access to places of leisure & recreation	27.3%	27.1%	21.5%	9.2%	3.1%	11.9%
Q7-7. Attracting & retaining more employment opportunities in the region	27.1%	25.3%	20.1%	7.4%	3.6%	16.6%
Q7-8. Attracting & retaining a qualified workforce	29.8%	26.2%	16.8%	7.8%	4.5%	15.0%
Q7-9. Providing affordable transportation options	51.7%	24.2%	13.4%	3.1%	1.6%	6.0%
Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive	66.4%	18.3%	6.9%	1.1%	1.1%	6.0%
Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	64.9%	18.8%	8.1%	1.8%	1.1%	5.4%
Q7-12. Reducing traffic congestion	38.3%	26.4%	16.8%	8.7%	4.0%	5.8%

Q7. On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is...

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Q7-13. Making roads safer for all users	35.3%	21.0%	21.5%	8.9%	5.8%	7.4%
Q7-14. Reducing pollution/ carbon footprint	42.7%	21.7%	15.9%	8.3%	5.6%	5.8%
Q7-15. Improving property values	18.1%	21.3%	23.9%	10.3%	11.2%	15.2%
Q7-16. Improving quality of life	36.0%	27.1%	18.1%	6.3%	4.7%	7.8%

WITHOUT DON'T KNOW
Q7. On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is... (without "don't know")

(N=447)

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable
Q7-1. To the Spokane Region	63.5%	23.6%	9.4%	3.2%	0.2%
Q7-2. To you personally	17.0%	25.6%	30.3%	11.0%	16.1%
Q7-3. Providing access to places of employment	48.4%	27.2%	16.6%	4.3%	3.5%
Q7-4. Providing access to medical facilities	53.7%	27.7%	14.1%	2.5%	2.0%
Q7-5. Providing access to educational facilities	57.0%	28.5%	11.1%	2.2%	1.2%
Q7-6. Providing access to places of leisure & recreation	31.0%	30.7%	24.4%	10.4%	3.6%
Q7-7. Attracting & retaining more employment opportunities in the region	32.4%	30.3%	24.1%	8.8%	4.3%
Q7-8. Attracting & retaining a qualified workforce	35.0%	30.8%	19.7%	9.2%	5.3%
Q7-9. Providing affordable transportation options	55.0%	25.7%	14.3%	3.3%	1.7%
Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive	70.7%	19.5%	7.4%	1.2%	1.2%
Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	68.6%	19.9%	8.5%	1.9%	1.2%
Q7-12. Reducing traffic congestion	40.6%	28.0%	17.8%	9.3%	4.3%
Q7-13. Making roads safer for all users	38.2%	22.7%	23.2%	9.7%	6.3%
Q7-14. Reducing pollution/carbon footprint	45.4%	23.0%	16.9%	8.8%	5.9%
Q7-15. Improving property values	21.4%	25.1%	28.2%	12.1%	13.2%

Q7. On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is... (without "don't know")

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable
Q7-16. Improving quality of life	39.1%	29.4%	19.7%	6.8%	5.1%

Q8. Which best describes you?

Q8. Which best describes you	Number	Percent
I have ridden on a Spokane Transit bus in last 30 days	64	14.3 %
I have ridden on a Spokane Transit bus before, but not in last 30 days	240	53.7 %
I have never ridden on a Spokane Transit bus	143	32.0 %
Total	447	100.0 %

Q8a. Do you use a Connect card to pay your transit fare?

Q8a. Do you use a Connect card to pay your transit fare	Number	Percent
Yes, a physical Connect card	38	59.4 %
Yes, a virtual eConnect card	10	15.6 %
No	16	25.0 %
Total	64	100.0 %

Q8b. Please indicate if each of these amenities would increase your usage of public transit:

(N=383)

	Very likely	Somewhat likely	Not likely	Not provided
Q8b-1. Expanded service area	27.7%	27.9%	39.7%	4.7%
Q8b-2. Increased bus frequency	30.3%	26.6%	37.9%	5.2%
Q8b-3. Increased security	27.4%	31.1%	35.5%	6.0%
Q8b-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	29.8%	32.9%	33.7%	3.7%
Q8b-5. Increased cleanliness	21.7%	35.8%	35.2%	7.3%
Q8b-6. Cheaper fares	19.8%	28.5%	44.1%	7.6%
Q8b-7. Increased hours of operation	27.9%	25.3%	41.0%	5.7%
Q8b-8. Easier to view information about route maps & schedules	32.4%	29.5%	32.1%	6.0%

WITHOUT NOT PROVIDED
Q8b. Please indicate if each of these amenities would increase your usage of public transit: (without "not provided")

(N=383)

	Very likely	Somewhat likely	Not likely
Q8b-1. Expanded service area	29.0%	29.3%	41.6%
Q8b-2. Increased bus frequency	32.0%	28.1%	39.9%
Q8b-3. Increased security	29.2%	33.1%	37.8%
Q8b-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	30.9%	34.1%	35.0%
Q8b-5. Increased cleanliness	23.4%	38.6%	38.0%
Q8b-6. Cheaper fares	21.5%	30.8%	47.7%
Q8b-7. Increased hours of operation	29.6%	26.9%	43.5%
Q8b-8. Easier to view information about route maps & schedules	34.4%	31.4%	34.2%

Q9. What, if any, concerns or complaints do you have about Spokane Transit?

Q9. What concerns or complaints do you have about Spokane Transit	Number	Percent
No complaints	90	20.1 %
Safety concerns (buses/drivers)	70	15.7 %
Need more routes	131	29.3 %
Run earlier/run later/run more often	128	28.6 %
Empty buses	96	21.5 %
Fare prices/funding	56	12.5 %
Need more bus stops/covered stops	114	25.5 %
Better driver/passenger courtesy	31	6.9 %
Need places for bus to pull over (general)	99	22.1 %
Poor coverage	53	11.9 %
Need direct routes	96	21.5 %
Total	964	

Q10. Looking ahead to the next 12 months, which of these statements best describes your plans to ride an STA bus?

Q10. What best describes your plans to ride an STA bus	Number	Percent
I hope/plan to ride an STA bus/ride more often over next 12 months	135	30.2 %
I will probably ride an STA bus the same amount over next 12 months	101	22.6 %
I will probably ride an STA bus less frequently over next 12 months	18	4.0 %
I will most likely not ride an STA bus at all over next 12 months	179	40.0 %
Not provided	14	3.1 %
Total	447	100.0 %

WITHOUT NOT PROVIDED
Q10. Looking ahead to the next 12 months, which of these statements best describes your plans to ride an STA bus? (without "not provided")

Q10. What best describes your plans to ride an STA bus	Number	Percent
I hope/plan to ride an STA bus/ride more often over next 12 months	135	31.2 %
I will probably ride an STA bus the same amount over next 12 months	101	23.3 %
I will probably ride an STA bus less frequently over next 12 months	18	4.2 %
I will most likely not ride an STA bus at all over next 12 months	179	41.3 %
Total	433	100.0 %

Q11. Are you aware that youth 18 and under ride free on Spokane Transit?

Q11. Are you aware that youth 18 & under ride free on Spokane Transit	Number	Percent
Yes	327	73.2 %
No	120	26.8 %
Total	447	100.0 %

Q12. Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member?

(N=447)

	Very likely	9	8	7	6	5	4	3	2	Not likely at all	Not provided
Q12. How likely would you be to recommend STA bus service to a friend, colleague, or family member	24.2%	8.9%	12.8%	10.3%	6.3%	9.8%	1.8%	4.0%	4.3%	11.6%	6.0%

WITHOUT NOT PROVIDED

Q12. Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member? (without "not provided")

(N=447)

	Very likely	9	8	7	6	5	4	3	2	Not likely at all
Q12. How likely would you be to recommend STA bus service to a friend, colleague, or family member	25.7%	9.5%	13.6%	11.0%	6.7%	10.5%	1.9%	4.3%	4.5%	12.4%

Q13. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA?

(N=447)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. Transit investment occurs where needed	6.5%	27.3%	26.2%	13.0%	3.6%	23.5%
Q13-2. STA service is easily accessible	8.9%	40.9%	24.2%	13.2%	2.0%	10.7%
Q13-3. STA adequately serves employment centers	7.2%	29.1%	26.0%	6.0%	0.7%	31.1%
Q13-4. STA provides service that supports quality of life & social needs	20.8%	36.7%	22.4%	6.3%	1.6%	12.3%
Q13-5. STA manages financial resources well	9.2%	14.1%	19.0%	8.9%	7.8%	40.9%
Q13-6. STA is transparent in its financial reporting	8.3%	11.6%	24.4%	5.4%	4.0%	46.3%
Q13-7. It is safe to use STA services	14.8%	33.6%	24.4%	11.0%	4.5%	11.9%
Q13-8. STA is committed to innovation & technological advancement	17.2%	33.3%	22.4%	3.8%	1.3%	21.9%
Q13-9. I view STA employees favorably	32.0%	38.7%	18.8%	0.7%	0.2%	9.6%
Q13-10. STA makes infrastructure investments that have a positive economic impact for the community	19.0%	28.9%	16.6%	11.4%	2.7%	21.5%
Q13-11. I have a positive perception of STA brand	23.0%	37.8%	20.6%	8.3%	3.4%	6.9%
Q13-12. STA does a good job of listening to the public	9.8%	21.9%	21.0%	11.0%	5.4%	30.9%

Q13. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-13. I support STA's transition to zero-emission buses & vehicles	43.6%	21.5%	14.3%	5.8%	9.6%	5.1%

WITHOUT DON'T KNOW
Q13. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA? (without "don't know")

(N=447)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. Transit investment occurs where needed	8.5%	35.7%	34.2%	17.0%	4.7%
Q13-2. STA service is easily accessible	10.0%	45.9%	27.1%	14.8%	2.3%
Q13-3. STA adequately serves employment centers	10.4%	42.2%	37.7%	8.8%	1.0%
Q13-4. STA provides service that supports quality of life & social needs	23.7%	41.8%	25.5%	7.1%	1.8%
Q13-5. STA manages financial resources well	15.5%	23.9%	32.2%	15.2%	13.3%
Q13-6. STA is transparent in its financial reporting	15.4%	21.7%	45.4%	10.0%	7.5%
Q13-7. It is safe to use STA services	16.8%	38.1%	27.7%	12.4%	5.1%
Q13-8. STA is committed to innovation & technological advancement	22.1%	42.7%	28.7%	4.9%	1.7%
Q13-9. I view STA employees favorably	35.4%	42.8%	20.8%	0.7%	0.2%
Q13-10. STA makes infrastructure investments that have a positive economic impact for the community	24.2%	36.8%	21.1%	14.5%	3.4%
Q13-11. I have a positive perception of STA brand	24.8%	40.6%	22.1%	8.9%	3.6%
Q13-12. STA does a good job of listening to the public	14.2%	31.7%	30.4%	15.9%	7.8%

Q13. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA? (without "don't know")

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-13. I support STA's transition to zero-emission buses & vehicles	46.0%	22.6%	15.1%	6.1%	10.1%

Q14. Overall, how important do you think it is for the region to support and fund public transportation?

Q14. How important is it for the region to support & fund public transportation	Number	Percent
Very important	297	66.4 %
Somewhat important	106	23.7 %
Not sure	18	4.0 %
Not important	23	5.1 %
Not provided	3	0.7 %
Total	447	100.0 %

Q14. Overall, how important do you think it is for the region to support and fund public transportation? (without "not provided")

Q14. How important is it for the region to support & fund public transportation	Number	Percent
Very important	297	66.9 %
Somewhat important	106	23.9 %
Not sure	18	4.1 %
Not important	23	5.2 %
Total	444	100.0 %

Q15. How do you think the current level of funding for public transportation (e.g., bus) in the region should change over the next five years?

Q15. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	61	13.6 %
Should stay the same	103	23.0 %
Should be somewhat greater than it is now	141	31.5 %
Should be much greater than it is now	108	24.2 %
Not provided	34	7.6 %
Total	447	100.0 %

WITHOUT NOT PROVIDED

Q15. How do you think the current level of funding for public transportation (e.g., bus) in the region should change over the next five years? (without "not provided")

Q15. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	61	14.8 %
Should stay the same	103	24.9 %
Should be somewhat greater than it is now	141	34.1 %
Should be much greater than it is now	108	26.2 %
Total	413	100.0 %

Q16. Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects?

Q16. Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects	Number	Percent
Yes, this is fiscally responsible to save & then build	241	53.9 %
No, funds should be spent as accrued & projects financed using debt	39	8.7 %
Not sure	167	37.4 %
Total	447	100.0 %

WITHOUT NOT SURE

Q16. Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects? (without "not sure")

Q16. Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects	Number	Percent
Yes, this is fiscally responsible to save & then build	241	86.1 %
No, funds should be spent as accrued & projects financed using debt	39	13.9 %
Total	280	100.0 %

Q17. What is your current employment status?

Q17. Your current employment status	Number	Percent
Work full-time outside the home	205	45.9 %
Work part-time outside the home	42	9.4 %
Work from home	40	8.9 %
Student & does not work	5	1.1 %
Student & works full-time	4	0.9 %
Student & works part-time	7	1.6 %
Homemaker	5	1.1 %
Unemployed	9	2.0 %
Retired	105	23.5 %
Unable to work/disabled	18	4.0 %
Refused	7	1.6 %
Total	447	100.0 %

Q17. What is your current employment status? (without "refused")

Q17. Your current employment status	Number	Percent
Work full-time outside the home	205	46.6 %
Work part-time outside the home	42	9.5 %
Work from home	40	9.1 %
Student & does not work	5	1.1 %
Student & works full-time	4	0.9 %
Student & works part-time	7	1.6 %
Homemaker	5	1.1 %
Unemployed	9	2.0 %
Retired	105	23.9 %
Unable to work/disabled	18	4.1 %
Total	440	100.0 %

Q18. How many days during an average week do you commute to work or school?

Q18. How many days during an average week do you commute to work or school	Number	Percent
One	4	1.5 %
Two	6	2.3 %
Three	41	15.6 %
Four	48	18.3 %
Five	122	46.4 %
Six	19	7.2 %
Seven	6	2.3 %
Zero/do not commute/work from home	11	4.2 %
Don't know/depends	6	2.3 %
Total	263	100.0 %

Q18. How many days during an average week do you commute to work or school? (without "don't know/depends")

Q18. How many days during an average week do you commute to work or school	Number	Percent
One	4	1.6 %
Two	6	2.3 %
Three	41	16.0 %
Four	48	18.7 %
Five	122	47.5 %
Six	19	7.4 %
Seven	6	2.3 %
Zero/do not commute/work from home	11	4.3 %
Total	257	100.0 %

Q18a. How many miles, one-way, do you travel from home to work or school?

Q18a. How many miles do you travel from home to work or school one-way	Number	Percent
Less than 2 miles	21	8.5 %
2-4 miles	67	27.2 %
5-14 miles	100	40.7 %
15-24 miles	41	16.7 %
25+ miles	16	6.5 %
Don't know/refused	1	0.4 %
Total	246	100.0 %

Q18a. How many miles, one-way, do you travel from home to work or school? (without "don't know/refused")

Q18a. How many miles do you travel from home to work or school one-way	Number	Percent
Less than 2 miles	21	8.6 %
2-4 miles	67	27.3 %
5-14 miles	100	40.8 %
15-24 miles	41	16.7 %
25+ miles	16	6.5 %
Total	245	100.0 %

Q18b. About how long does that take you one way?

Q18b. About how long does that take you one way	Number	Percent
10 minutes or less	55	22.4 %
11-20 minutes	91	37.0 %
21-30 minutes	63	25.6 %
31+ minutes	31	12.6 %
Don't know/refused	6	2.4 %
Total	246	100.0 %

Q18b. About how long does that take you one way? (without "don't know/refused")

Q18b. About how long does that take you one way	Number	Percent
10 minutes or less	55	22.9 %
11-20 minutes	91	37.9 %
21-30 minutes	63	26.3 %
31+ minutes	31	12.9 %
Total	240	100.0 %

Q18c. How do you get to and from work or school?

Q18c. How do you get to & from work or school	Number	Percent
Drive alone in your vehicle	178	72.4 %
Ride a Spokane Transit bus	31	12.6 %
Carpool with family members	18	7.3 %
Walk	9	3.7 %
Carpool with non-family members	1	0.4 %
Spokane Transit vanpool, that is five or more people	2	0.8 %
Bicycle	6	2.4 %
Don't know	1	0.4 %
Total	246	100.0 %

Q18c. How do you get to and from work or school? (without "don't know")

Q18c. How do you get to & from work or school	Number	Percent
Drive alone in your vehicle	178	72.7 %
Ride a Spokane Transit bus	31	12.7 %
Carpool with family members	18	7.3 %
Walk	9	3.7 %
Carpool with non-family members	1	0.4 %
Spokane Transit vanpool, that is five or more people	2	0.8 %
Bicycle	6	2.4 %
Total	245	100.0 %

Q18d. How has your commute changed since 2019?

Q18d. How has your commute changed since 2019	Number	Percent
Commuting less days	52	21.1 %
Stayed the same	132	53.7 %
Commuting more days	57	23.2 %
Not provided	5	2.0 %
Total	246	100.0 %

WITHOUT NOT PROVIDED
Q18d. How has your commute changed since 2019? (without "not provided")

Q18d. How has your commute changed since 2019	Number	Percent
Commuting less days	52	21.6 %
Stayed the same	132	54.8 %
Commuting more days	57	23.7 %
Total	241	100.0 %

Q19. What is your age range?

Q19. Your age	Number	Percent
18 to 34	86	19.2 %
35 to 44	84	18.8 %
45 to 54	82	18.3 %
55 to 59	42	9.4 %
60 to 64	50	11.2 %
65+	86	19.2 %
Refused	17	3.8 %
Total	447	100.0 %

WITHOUT REFUSED
Q19. What is your age range? (without "refused")

Q19. Your age	Number	Percent
18 to 34	86	20.0 %
35 to 44	84	19.5 %
45 to 54	82	19.1 %
55 to 59	42	9.8 %
60 to 64	50	11.6 %
65+	86	20.0 %
Total	430	100.0 %

Q20. Which of the following best describes your race/ethnicity?

Q20. Your race/ethnicity	Number	Percent
Asian or Asian Indian	15	3.4 %
Black or African American	13	2.9 %
American Indian or Alaska Native	10	2.2 %
White or Caucasian	385	86.1 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Hispanic, Spanish, or Latino/a/x	32	7.2 %
Other	5	1.1 %
Total	462	

Q20-7. Self-describe your race/ethnicity:

Q20-7. Self-describe your race/ethnicity	Number	Percent
European	1	20.0 %
Middle Eastern	1	20.0 %
Native American	1	20.0 %
Filipino	1	20.0 %
Jewish	1	20.0 %
Total	5	100.0 %

Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative	Number	Percent
More Liberal	112	25.1 %
More Moderate	113	25.3 %
More Conservative	116	26.0 %
Don't know/refused	106	23.7 %
Total	447	100.0 %

WITHOUT DON'T KNOW/REFUSED
Q21. On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative? (without "don't know/refused")

Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative	Number	Percent
More Liberal	112	32.8 %
More Moderate	113	33.1 %
More Conservative	116	34.0 %
Total	341	100.0 %

Q22. What is your highest level of education completed?

Q22. Your highest level of education completed	Number	Percent
Less than high school (0-11 years)	5	1.1 %
GED or high school graduate (12 years)	166	37.1 %
Some college or trade school (13-15 years)	77	17.2 %
Four-year college degree BA/BS (16 years)	95	21.3 %
Post-graduate work (17 years or more)	71	15.9 %
Don't know/refused	33	7.4 %
Total	447	100.0 %

WITHOUT DON'T KNOW/REFUSED
Q22. What is your highest level of education completed? (without "don't know/refused")

Q22. Your highest level of education completed	Number	Percent
Less than high school (0-11 years)	5	1.2 %
GED or high school graduate (12 years)	166	40.1 %
Some college or trade school (13-15 years)	77	18.6 %
Four-year college degree BA/BS (16 years)	95	22.9 %
Post-graduate work (17 years or more)	71	17.1 %
Total	414	100.0 %

Q23. What is your annual household income before taxes?

Q23. Your annual household income before taxes	Number	Percent
Less than $15K	38	8.5 %
$15K-$24,999	32	7.2 %
$25K-$34,999	42	9.4 %
$35K-$49,999	47	10.5 %
$50K-$74,999	48	10.7 %
$75K-$99,999	52	11.6 %
$100K+	65	14.5 %
Prefer not to answer	123	27.5 %
Total	447	100.0 %

WITHOUT PREFER NOT TO ANSWER
Q23. What is your annual household income before taxes? (without "prefer not to answer")

Q23. Your annual household income before taxes	Number	Percent
Less than $15K	38	11.7 %
$15K-$24,999	32	9.9 %
$25K-$34,999	42	13.0 %
$35K-$49,999	47	14.5 %
$50K-$74,999	48	14.8 %
$75K-$99,999	52	16.0 %
$100K+	65	20.1 %
Total	324	100.0 %

Q24. Your gender:

Q24. Your gender	Number	Percent
Male	214	47.9 %
Female	217	48.5 %
Non-Binary	5	1.1 %
Not provided	11	2.5 %
Total	447	100.0 %

WITHOUT NOT PROVIDED
Q24. Your gender: (without "not provided")

Q24. Your gender	Number	Percent
Male	214	49.1 %
Female	217	49.8 %
Non-Binary	5	1.1 %
Total	436	100.0 %

7 Survey Instrument

![Spokane Transit logo]

Dear valued community member,

Spokane Transit Authority (STA) is committed to connecting everyone to opportunity. In order to understand the ways to improve the transit experience for all, we need to understand the public perception, familiarity, and impact of the system, along with the transit needs of our growing and changing population.

To accomplish this, we need your valuable input. Your opinion matters greatly, even if you aren't currently utilizing STA services. By participating in this survey, you will be contributing to shaping the future of public transit in our community.

This survey will take approximately 10 to 15 minutes to complete. Responses will be kept confidential and will be used for planning and evaluation purposes only.

To ensure that we gather accurate and comprehensive data, we have partnered with ETC Institute, an independent consulting company that specializes in transit and community-based research, to administer this survey. They will compile the data received and present the results to STA.

Please complete and return the enclosed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. Alternatively, this survey may also be completed online at stacommunityvaluesurvey.com.

Thank you in advance for your help. We genuinely appreciate your willingness to participate and contribute to this important survey.

Sincerely,

Carly Cortright
Chief Communications and Customer Service Officer

How a great city moves.™

2025 STA Community Perceptions Study

Spokane Transit is surveying a group of Spokane area residents to get feedback on public transit issues as well as local demographic information. This survey will only take 10-15 minutes and your opinions are critically important to us.

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1. **First, do you think things in the Spokane area are generally going in the right direction, or do you feel things have gotten off on the wrong track?**

   ____(1) Right direction ____(2) Wrong track ____(9) Don't know

2. **How would you rate the transportation system in the Spokane area, by that we mean the entire system - roads, transit, sidewalks, bike ways and transportation services in general?**

   ____(5) Excellent ____(4) Good ____(3) Fair ____(2) Poor ____(1) Very Poor

3. **Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area?** *[Select one.]*

   ____(01) Condition of roads, potholes and dangerous roads   ____(09) Car accidents
   ____(02) Congestion   ____(10) Connecting bike trails
   ____(03) Road construction   ____(11) Lack of freeway system
   ____(04) Lack of public transit   ____(12) Unnecessary stop signs
   ____(05) Lack of certainty about time to get there by car   ____(13) Weather conditions
   ____(06) Careless drivers/better drivers   ____(14) Being on time (general)
   ____(07) Gas prices   ____(15) No problems
   ____(08) Inefficient stop lights

4. **What comes to mind first when you think of "Spokane Transit"?** _____

5. **In your opinion, is the amount of bus service that Spokane Transit currently provides for the community:**

   ____(1) Too much ____(2) About right ____(3) Too little ____(9) Don't know

6. **Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area?**

   ____(5) Excellent ____(4) Good ____(3) Fair ____(2) Poor ____(1) Very Poor

   6a. **Why do you give it that rating?** _____

7. **On a scale of 1-5, with 5 meaning "Extremely Valuable" and 1 meaning "Not at all Valuable," how valuable do you feel STA is...**

		Extremely Valuable	Somewhat Valuable	Neutral	Not Valuable	Not at all Valuable	Don't Know
01.	To the Spokane Region	5	4	3	2	1	9
02.	To you personally	5	4	3	2	1	9
03.	Providing access to places of employment	5	4	3	2	1	9
04.	Providing access to medical facilities	5	4	3	2	1	9
05.	Providing access to educational facilities	5	4	3	2	1	9
06.	Providing access to places of leisure and recreation	5	4	3	2	1	9
07.	Attracting and retaining more employment opportunities in the region	5	4	3	2	1	9
08.	Attracting and retaining a qualified workforce	5	4	3	2	1	9
09.	Providing affordable transportation options	5	4	3	2	1	9
10.	Providing transportation options to people with special mobility needs, such as the elderly, disabled, and people who are unable to drive	5	4	3	2	1	9
11.	Providing mobility to low-income families and individuals who cannot afford the costs of owning a car	5	4	3	2	1	9
12.	Reducing traffic congestion	5	4	3	2	1	9
13.	Making roads safer for all users	5	4	3	2	1	9
14.	Reducing pollution/carbon footprint	5	4	3	2	1	9
15.	Improving property values	5	4	3	2	1	9
16.	Improving quality of life	5	4	3	2	1	9

8. **Which best describes you?**

____(1) I have ridden on a Spokane Transit bus in the last 30 days *[Answer Q8a.]*
____(2) I have ridden on a Spokane Transit bus before, but not in last 30 days *[Answer Q8b.]*
____(3) I have never ridden on a Spokane Transit bus *[Answer Q8b.]*

8a. **Do you use a Connect card to pay your transit fare?**

____(1) Yes, a physical Connect card
____(2) Yes, a virtual eConnect card
____(3) No - Why not? _____

8b. **Please indicate if each of these amenities would increase your usage of public transit:**

		Very Likely	Somewhat Likely	Not Likely
1.	Expanded service area	3	2	1
2.	Increased bus frequency	3	2	1
3.	Increased security	3	2	1
4.	Making it easier to get to/from transit (better sidewalks, stops, park and ride facilities, etc.)	3	2	1
5.	Increased cleanliness	3	2	1
6.	Cheaper fares	3	2	1
7.	Increased hours of operation	3	2	1
8.	Easier to view information about route maps and schedules	3	2	1

9. **What, if any, concerns or complaints do you have about Spokane Transit?** *[Select all that apply.]*

____(01) No complaints
____(02) Safety concerns (buses/drivers)
____(03) Need more routes
____(04) Run earlier/run later/run more often
____(05) Empty buses
____(06) Fare prices/funding
____(07) Need more bus stops/covered stops
____(08) Better driver/passenger courtesy
____(09) Need places for bus to pull over (general)
____(10) Poor coverage
____(11) Need direct routes

10. **Looking ahead to the next 12 months, which of these statements best describes your plans to ride an STA bus?**

____(1) I hope/plan to ride an STA bus/ride more often over the next 12 months
____(2) I will probably ride an STA bus the same amount over the next 12 months
____(3) I will probably ride an STA bus less frequently over the next 12 months *[Answer Q10a-b.]*
____(4) I will most likely not ride an STA bus at all over the next 12 months *[Answer Q10a-b.]*

10a. **Why?** _____

10b. **What would motivate you to use public transit more?** _____

_____

11. **Are you aware that youth 18 and under ride free on Spokane Transit?** ____(1) Yes ____(2) No

12. **Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend STA bus service to a friend, colleague, or family member?** *[Please circle your answer.]*

Very Likely									Not Likely At All
10	9	8	7	6	5	4	3	2	1

13. **Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements about STA?**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Transit investment occurs where needed	5	4	3	2	1	9
02.	STA service is easily accessible	5	4	3	2	1	9
03.	STA adequately serves employment centers	5	4	3	2	1	9
04.	STA provides service that supports quality of life and social needs	5	4	3	2	1	9
05.	STA manages financial resources well	5	4	3	2	1	9
06.	STA is transparent in its financial reporting	5	4	3	2	1	9
07.	It is safe to use STA services	5	4	3	2	1	9
08.	STA is committed to innovation and technological advancement	5	4	3	2	1	9
09.	I view STA employees favorably	5	4	3	2	1	9
10.	STA makes infrastructure investments that have a positive economic impact for the community	5	4	3	2	1	9
11.	I have a positive perception of the STA brand	5	4	3	2	1	9
12.	STA does a good job of listening to the public	5	4	3	2	1	9
13.	I support STA's transition to zero-emission buses and vehicles	5	4	3	2	1	9

14. **Overall, how important do you think it is for the region to support and fund public transportation?**

____(4) Very important ____(3) Somewhat important ____(2) Not sure ____(1) Not important

15. **How do you think the current level of funding for public transportation (e.g., bus) in the region should change over the next five years?**

____(1) Should be reduced
____(2) Should stay the same
____(3) Should be somewhat greater than it is now
____(4) Should be much greater than it is now

16. **Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects?**

____(1) Yes, this is fiscally responsible to save and then build
____(2) No, funds should be spent as accrued and projects financed using debt
____(9) Not Sure

17. **What is your current employment status?** *[Select one.]*

____(01) Work full-time outside the home
____(02) Work part-time outside the home
____(03) Work from home *[Skip to Q19.]*
____(04) Student and does not work
____(05) Student and works full-time
____(06) Student and works part-time

____(07) Homemaker *[Skip to Q19.]*
____(08) Unemployed *[Skip to Q19.]*
____(09) Retired *[Skip to Q19.]*
____(10) Unable to work/Disabled *[Skip to Q19.]*
____(11) Refused *[Skip to Q19.]*

18. **How many days during an average week do you commute to work or school?**

____(1) One
____(2) Two
____(3) Three

____(4) Four
____(5) Five
____(6) Six

____(7) Seven
____(8) Zero/do not commute/work from home *[Skip to Q19.]*
____(9) Don't know/Depends

18a. **How many miles, one-way, do you travel from home to work or school?**

____(1) Less than 2 miles
____(2) 2-4 miles

____(3) 5-14 miles
____(4) 15-24 miles

____(5) 25 miles or more
____(9) Don't know/Refused

18b. **About how long does that take you one way?**

____(1) 10 minutes or less
____(2) 11-20 minutes

____(3) 21-30 minutes
____(4) 31 or more minutes

____(9) Don't know/Refused

18c. **How do you get to and from work or school?**

____(1) Drive alone in your vehicle
____(2) Ride a Spokane Transit bus
____(3) Carpool with family members
____(4) Walk

____(5) Carpool with non-family members
____(6) Spokane Transit vanpool, that is five or more people
____(7) Bicycle
____(9) Don't know

18d. **How has your commute changed since 2019?**

____(1) Commuting less days   ____(2) Stayed the same   ____(3) Commuting more days

19. **What is your age range?**

____(1) 18 to 34
____(2) 35 to 44

____(3) 45 to 54
____(4) 55 to 59

____(5) 60 to 64
____(6) 65 and older

____(7) Refused

20. **Which of the following best describes your race/ethnicity?** *[Select all that apply.]*

____(01) Asian or Asian Indian
____(02) Black or African American
____(03) American Indian or Alaska Native
____(04) White or Caucasian

____(05) Native Hawaiian or other Pacific Islander
____(06) Hispanic, Spanish, or Latino/a/x
____(88) Prefer not to say
____(99) Other: _____

21. **On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative?**

____(1) More Liberal   ____(2) More Moderate   ____(3) More Conservative   ____(9) Don't know/Refused

22. **What is your highest level of education completed?**

____(1) Less than high school (0-11 years)
____(2) GED or high school graduate (12 years)
____(3) Some college or trade school (13-15 years)

____(4) Four-year college degree BA/BS (16 years)
____(5) Post-graduate work (17 years or more)
____(9) Don't know/Refused

23. **What is your annual household income before taxes?**

____(1) Less than $15,000 ____(4) $35,000-$49,999 ____(7) $100,000 or more
____(2) $15,000-$24,999 ____(5) $50,000-$74,999 ____(8) Prefer not to answer
____(3) $25,000-$34,999 ____(6) $75,000-$99,999

24. **Gender:** ____(1) Male ____(2) Female ____(3) Non-Binary

25. **Would you be willing to participate in future surveys sponsored by the Spokane Transit?**

____(1) Yes *[Answer Q25a.]* ____(2) No

25a. **Please provide your contact information.**

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061