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PACE 2022 CUSTOMER SATISFACTION SURVEY

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1.0 INTRODUCTION

This report summarizes the findings of the 2022 Pace Customer Satisfaction study conducted in April 2022 on behalf of Pace and the Regional Transportation Authority (RTA). The 2022 study is the newest study in an ongoing effort with the last being conducted in Winter 2016. The effort for the 2022 study began in early 2020 but was halted by the emergence of the COVID-19 virus.

The purpose of the ongoing effort is to understand customer perceptions of quality of Pace service and the results from this study will help to evaluate performance and inform future service adjustments. CTA and Metra conducted comparable studies to measure similar aspects of service with the same scale and to gain an understanding of satisfaction with transit service in the six-county RTA service region.

Survey recruitment consisted of both online and on-board methods. These methods resulted in a total of 2,150 surveys being gathered for the analyses described in the subsequent sections of this report. Since completed surveys obtained from the onboard intercept were assumed to be more reflective of the true demographics of riders, those demographics were used to weight the overall obtained sample.

2.0 SURVEY DESIGN

The questionnaire design of the 2022 Pace Customer Satisfaction Survey (CSS) is largely consistent with the 2016 survey to allow for comparisons over time, however, some adjustments were made to reflect current events. For instance, the satisfaction section included a new question about Pace's response to the COVID-19 pandemic.

The survey began with asking respondents a selection of travel behavior questions, including questions about how many days a week, what days of the week, and what times they usually ride Pace. These questions allow for a better understanding of customer satisfaction among various segments of riders and can also provide a better understanding of how and why respondents are using Pace. The travel behavior section also included questions about fare, including if respondents pay full or reduced fare and whether they have a Ventra card or not.

The survey then asks respondents to rank their satisfaction with a series of satisfaction questions or attributes on a 10-point scale with 1 being "Very Unsatisfied" and 10 being "Very Satisfied." Respondents could also select that the attribute was not applicable ("n/a") to them. In addition to assessing overall satisfaction with Pace, the survey measured a set of thirty-seven attributes that explored the following aspects of rider experience:

- Service Delivery
- Information
- Communications on Buses
- Safety and Personal Security

- Comfort While Riding
- Appearance and Cleanliness
- Access to Service
- Employee Performance
- Overall Service

There were four new satisfaction questions in the 2022 survey that asked about customer satisfaction with personal security on the way to the bus stop, accuracy and reliability of Pace's Bus Tracker on Pace's Website and Pace's text messaging service, as well as Pace's response to the COVID-19 pandemic. Figure 1 shows how a selection of satisfaction questions appeared to online respondents.

FIGURE 1: SCREENSHOT OF SELECT SATISFACTION QUESTIONS IN PACE WEB SURVEY

Additionally, Pace respondents were asked to report their satisfaction with six attributes related to regional service in the six-county Chicago region. The condition of the transit infrastructure and the availability of connecting services near transit were new attributes in the 2022 survey. Two additional questions inquired whether the respondent would likely continue riding Pace a year from now, and whether they would recommend Pace to a friend.

The last section of questions asked respondents a series of demographic questions, such as age and gender, and allowed respondents to opt-in to a lottery for the chance to win a Visa gift

card. Respondents were given the opportunity to opt-in for a chance to win one of five $100 Visa gift cards, and respondents from the onboard recruitment method were also given the chance to win 1 of 1,000 $5 Visa gift cards. If respondents opted-in to the prize lottery, they entered their contact information (email or mailing address). Email addresses and mailing addresses were inspected, and duplicates were removed to ensure unique entries.

3.0 SURVEY ADMINISTRATION & DISTRIBUTION

3.1 SAMPLING PLAN

Pace buses are associated with one out of nine divisions, or are operated by a contractor. Pace-operated routes were therefore aggregated into the nine divisions that Pace uses internally and contractor routes were aggregated together into a tenth group. The recruitment methods also consisted of an on-board and online outreach component and those approaches were reflected in the sampling plan. The number of completed surveys by division that were obtained in 2016 through the online recruitment outreach were used as a base for expected online recruitment returns. Based on these, the on-board distribution targets were set by division, such that those divisions where online sample was expected to fall short (based on the previous effort) would be sampled more heavily, while still emphasizing larger over smaller divisions (to distribute surveys roughly proportional to ridership). Greater emphasis was also placed on routes that are directly operated by Pace as opposed to those by contractors. To set distribution targets by division, annual ridership data was obtained from Pace for April and May 2021 as well as the average automatic passenger count (APC) by trip (route, direction, and time) from Spring 2021.

On-Board Sampling

To select shifts for fielding, a sampling and distribution approach based on block numbers was used, which ensured that a particular bus started and ended at the same location, usually one of the nine Pace garages.

Survey handout allocation for divisions that are operated by Pace are calculated by the percentage each division accounts for in terms of annual ridership among all Pace-operated divisions, but also takes a threshold for smaller divisions into account. For contractor divisions, a combined 1,000 surveys were set aside to be handed out. Using this approach, the proposed number of paper surveys to distribute by division can be seen in Table 1.

TABLE 1: SAMPLING PLAN TARGETS FOR ONLINE COMPLETES AND DISTRIBUTION ALLOCATION BY DIVISION

Division Name	Average Weekday Ridership (March and April 2022)	Percent of Pace Ridership (Pace Operated)	Expected Online Completes (Based on 2016 counts)	Expected Trips to Sample	Targeted Paper Surveys Handouts
Fox Valley	924	2%	39	71	1,065
Heritage	2,460	6%	191	69	706
North	3,160	7%	31	158	1,112
North Shore	2,410	5%	69	66	888
Northwest	10,117	23%	163	179	954
River	2,423	5%	42	174	1,047
South	7,178	16%	116	147	1,180
Southwest	4,475	10%	66	100	1,215
West	11,104	25%	201	213	833
Pace Subtotal	*44,251*	*100%*	*918*	*1,177*	*9,000*
Contractor	1,241		66		1,000
Grand Total	45,492		**984**		**10,000**

3.2 SURVEY ADMINISTRATION

Online Recruitment

The online survey was available to complete from March 14, 2022, to May 17, 2022. Email invitations were sent to subscribers of an email or text messaging list (GovDelivery) who receive alerts about Pace service announcements. The web-based survey was programmed using proprietary software, which allows for survey customization for each respondent to improve the quality of the data being collected and reduce respondent burden and fatigue. The online survey was available in both English and Spanish.

On-Board Recruitment

In addition to recruiting respondents online, locally hired subcontractors were trained to distribute and collect self-administered questionnaires on-board Pace vehicles. A training session for surveyors was held on April 4, 2022 at the RTA headquarters in downtown Chicago. This training session was attended by surveyors and a representative of RTA.

The on-board fielding began April 5, 2022, and continued through April 28, 2022. Members of the field staff were instructed to arrive at their assigned boarding locations at least 30 minutes ahead of scheduled departure times, wearing safety vests and a mask, and carrying all necessary materials.

Surveyors instructed respondents that they could either complete the paper questionnaires on-board and hand it back to them or complete and mail it back via the paid business reply mail or complete an online version of the survey in English or Spanish. However, surveyors were trained to strongly encourage respondents to complete their surveys while riding the bus due to this method's much higher response rate compared to the mail-back method. A link and unique password were provided on the cover of the paper survey. The unique password ensured that each respondent could only take the survey once.

Additional Recruitment

Additional recruitment methods included Pace placing on-board car cards in buses, postcards placed in schedule holders, and announcements on social media and in a newsletter. Postcards, like the paper surveys, included a unique password.

3.3 RESPONSE RATES

The on-board survey effort resulted in roughly 7,800 surveys being distributed to Pace customers systemwide. 1,354 valid responses were obtained from the on-board recruitment effort. Of these 1,354 valid responses, 1,171 were received from the paper surveys distributed by the interviewers on-board, and an additional 183 valid responses were received from the car cards and post cards on-board the buses. In addition, email invitations were sent to approximately 17,875 recipients of Pace GovDelivery notifications and links to the survey were also shared on Pace's social media pages, which resulted in an additional 796 valid responses. All recruitment methods combined resulted in a total of 2,150 valid responses. The breakdown of completes by recruitment type can be seen in Table 2.

TABLE 2: COMPLETED SURVEYS BY RECRUITMENT METHOD

Recruitment Method	Returned Surveys	Invitations Sent	Response Rate
On-board Recruitment	1,171	7,800	15.0%
On-board Postcard	154	--	--
On-board Car Card	29	--	--
Pace Text/Email Services and Social Media	745	17,875	4.2%
Pace Website Newsletter	51	--	--
Total Returned	**2,150**	**25,675**	**7.5%**

Note: Results reflect unweighted, collected surveys. 20,000 on-board postcards were placed on vehicles, but it is impossible to determine how many were taken or obtained by riders. Similarly, response rate is not computed for on-board postcards or car cards, social media outreach or Pace newsletter, since it is impossible to determine how many potential respondents were reached.

The exact breakdown of completes by division can be seen in Table 3. The unweighted completed surveys by division generally mirrors the ridership by division, confirming that the sampling plan had its intended effect of collecting completed surveys consistent with ridership.

TABLE 3: DIVISION SAMPLE ALLOCATION

Division	Average Weekday Ridership (March and April 2022)	Ridership Proportion (AVERAGE WEEKDAY RIDERS/TOTAL WEEKDAY RIDERS)	Unweighted Sample	Survey Proportion (COMPLETES IN DIVISION/TOTAL COMPLETES)	MARGIN OF ERROR BY DIVISION (BASED ON OVERALL 2022 SATISFACTION)
Fox Valley	924	2%	61	3%	6.19%
Heritage	2,460	5%	183	9%	2.38%
North	3,160	7%	156	7%	5.31%
North Shore	2,410	5%	197	9%	3.63%
Northwest	10,117	22%	469	22%	2.77%
River	2,423	5%	139	6%	4.62%
South	7,178	16%	292	14%	4.93%
Southwest	4,475	10%	135	6%	7.10%
West	11,104	24%	455	21%	3.60%
Contractor	1,241	3%	63	3%	9.25%
Grand Total	**45,492**	**100%**	**2,150**	**100%**	

3.4 CLEANING, MERGING AND WEIGHTING

Before the completed surveys could be weighted and analyzed, data cleaning was performed for a variety of purposes. First, survey data were linked to distribution tracking information to specify the surveyed route and garage where the route originated. This information was necessary to expand and analyze the survey data. Subsequently, the web and paper survey data needed to be merged, which required some recoding to maintain consistency between coded values.

The bulk of the data cleaning was done to ensure logical consistency of the survey data, and to ensure response quality. This involved maintaining data-consistency of open-ended responses and making sure reasonable values were recorded in each field. After initial cleaning, surveys were assessed to determine whether they could be associated with a division. Surveys that did not meet these minimum criteria were excluded from analysis. Once data cleaning on the 2022 dataset was complete, it was merged with the 2013, and 2016 datasets to conduct comparative analyses of satisfaction trends.

Data Weighting and Expansion

Data weighting and expansion were applied to ensure that the survey sample accurately reflected Paces traveling population. Initial weights were calculated using March and April 2022 ridership data provided by Pace to align the proportion of survey responses per division to Pace's traveling population. In this year's survey data, there were noticeable differences between the demographics of respondents recruited on-board versus other means. Since riders intercepted on the bus are considered a more representative reflection of the entire Pace rider population, respondents recruited by other means were re-weighted to the demographics of this sample segment. This was achieved by applying an iterative proportional fit (IPF) algorithm using the on-board respondents' household income, ability to speak English, and race/ethnicity information as targets. The resulting weights from the IPF algorithm were used as final weights for respondents recruited online, while respondents recruited on-boards final weights were from the initial weight calculation.

Expanded weights were calculated by maintaining each respondent's proportional weight in the sample as determined in the previous steps. The weighted values were then expanded so the sum of all weights matched the total weekday ridership of March and April 2022 data. This expansion process allows for an accurate representation of Pace's respondents and ensures that oversampled divisions are not overrepresented in the results. All tabulations for the rest of the report were conducted using the expanded data.

4.0 RESULTS

4.1 DEMOGRAPHICS AND TRAVEL BEHAVIOR

The following section outlines findings from the 2022 survey, both in comparison to its previous iterations in 2016 and 2013 and as a stand-alone year. Several of the results reported below are influenced by the COVID-19 pandemic and its impact on transportation.

Demographics by Year

Like 2013 and 2016, there is an almost even split between female (53%) and male (46%) respondents (Figure 2).

FIGURE 2: GENDER BY YEAR
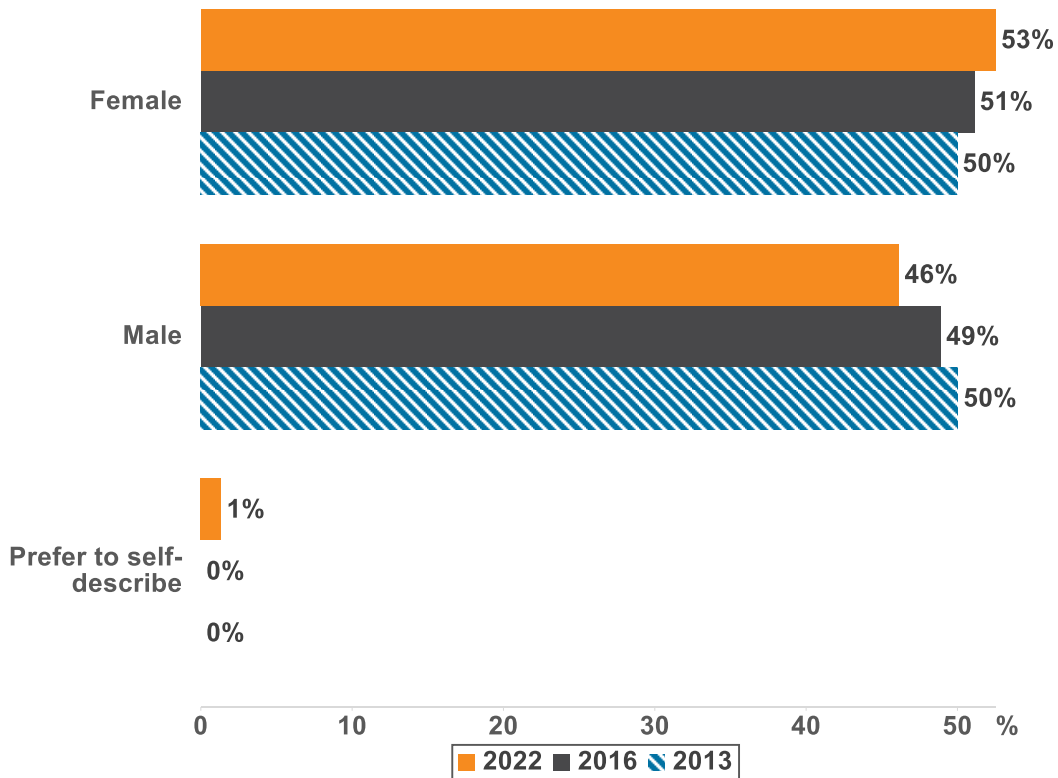
Compared to 2016, respondents appeared to be older, since age brackets 55 years of age and older increased, and all age brackets younger than 55 decreased apart from a slight increase in those aged 35 to 44 years old (Table 1).

FIGURE 3: AGE BY YEAR
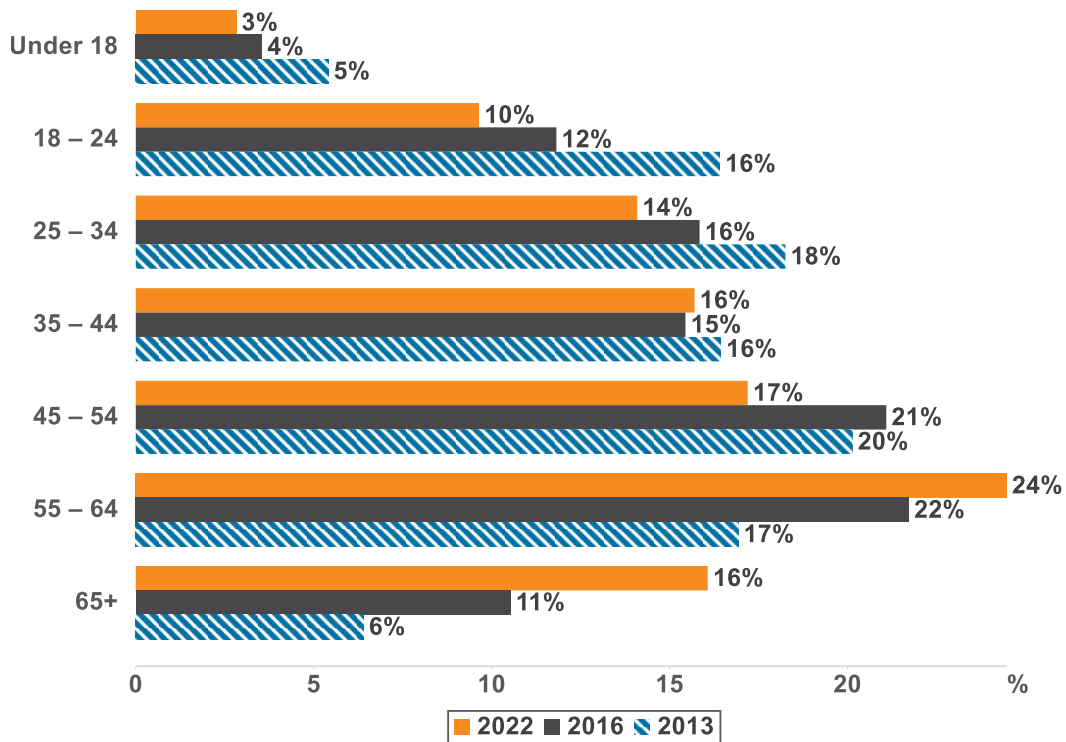
Even though a majority of respondents are employed full time as in prior years, full-time employment showed a 9-percentage point decrease from 2016. The percent of retired individuals increased, while the percent of students decreased. These changes in employment are most likely due to the COVID-19 pandemic (Figure 4).

FIGURE 4: EMPLOYMENT STATUS BY YEAR

Category	2022	2016	2013
Full-Time	49%	58%	53%
Part-Time	21%	19%	22%
Retired	13%	9%	6%
Unemployed	10%	9%	11%
Student	6%	8%	12%
Homemaker	2%	2%	2%
Other	6%	4%	4%
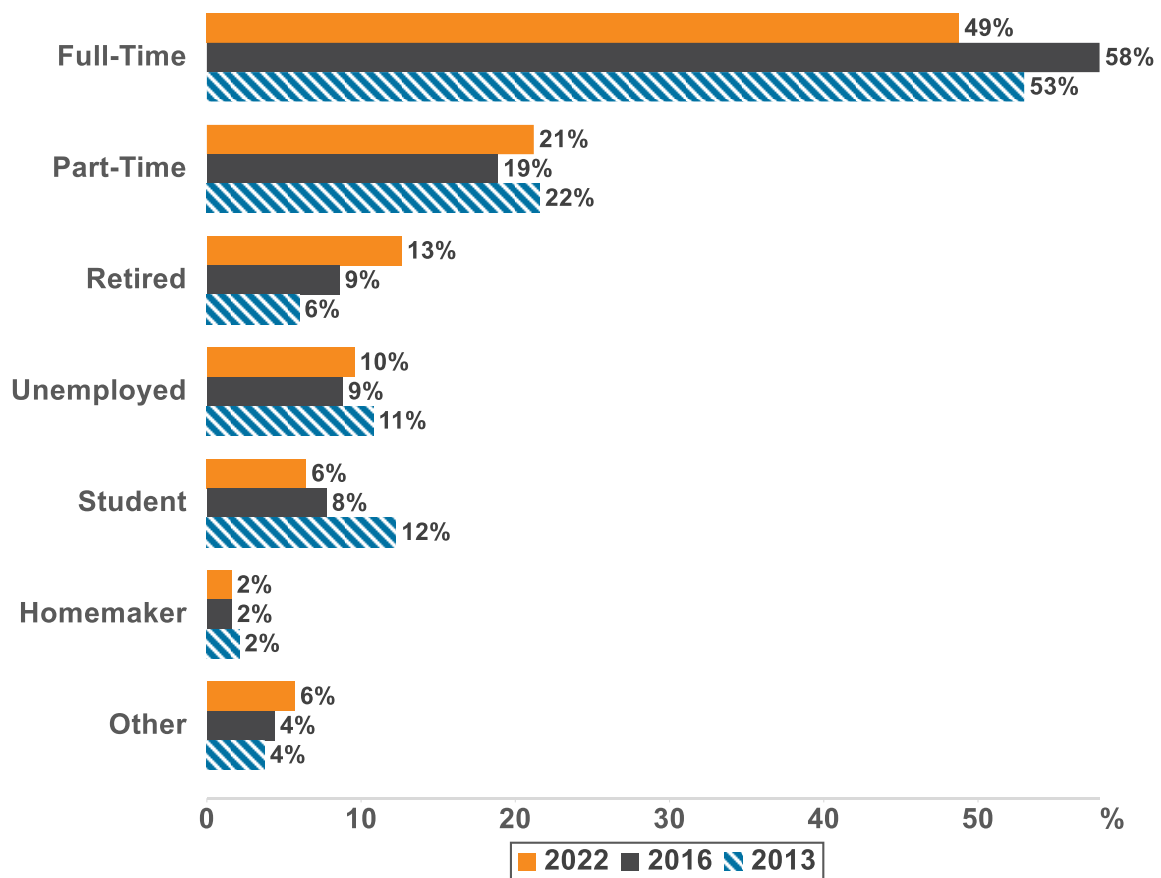
Like 2013 and 2016, the largest household income bracket for respondents is a household annual income of less than $15,000, demonstrating that Pace offers services to riders who are of relatively low socioeconomic status and therefore are likely most dependent on public transportation. The annual income brackets of more than $60,000 all showed decreases from 2016, as more respondents have a household annual income of less than $60,000. This result may be caused by route cut-backs, primarily of commuter routes, which would decrease the percentage of higher income riders. Another explanation for the rise in the percentage of less affluent respondents is the increase in respondents who report telecommuting (Figure 5).

FIGURE 5: HOUSEHOLD ANNUAL INCOME BY YEAR
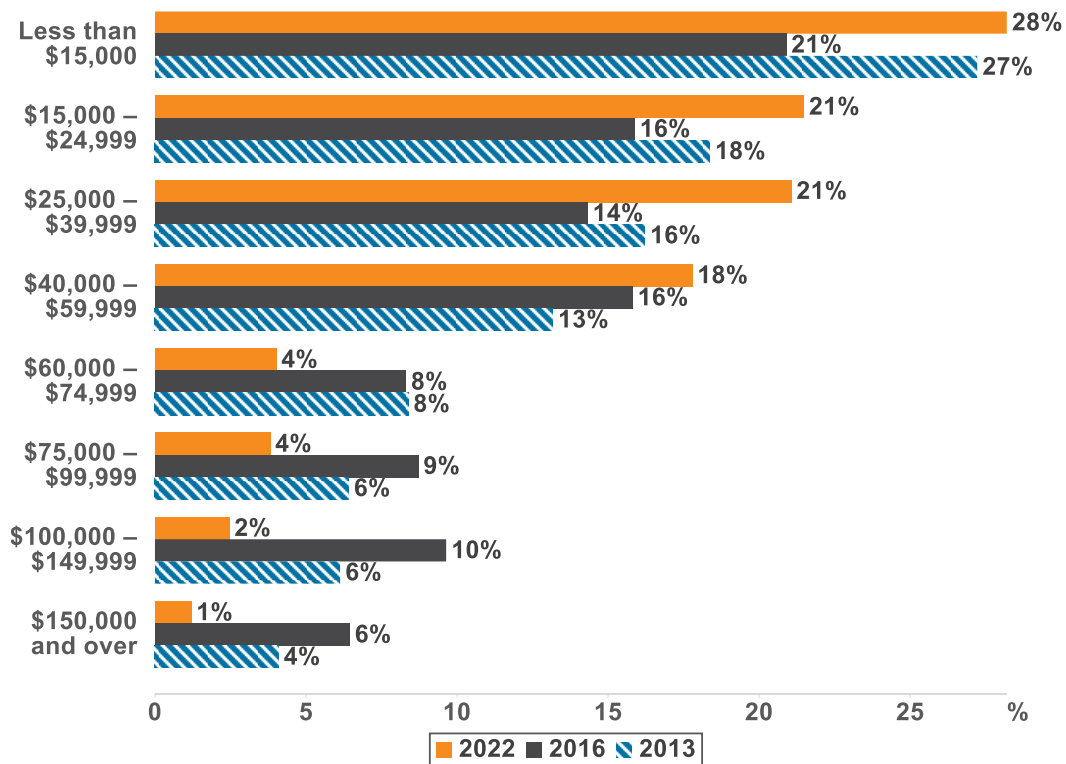
The vast majority of respondents use a smartphone (78%), and 35% of respondents use either a laptop or tablet. (Figure 6).

FIGURE 6: MOBILE DEVICE USE (2022)
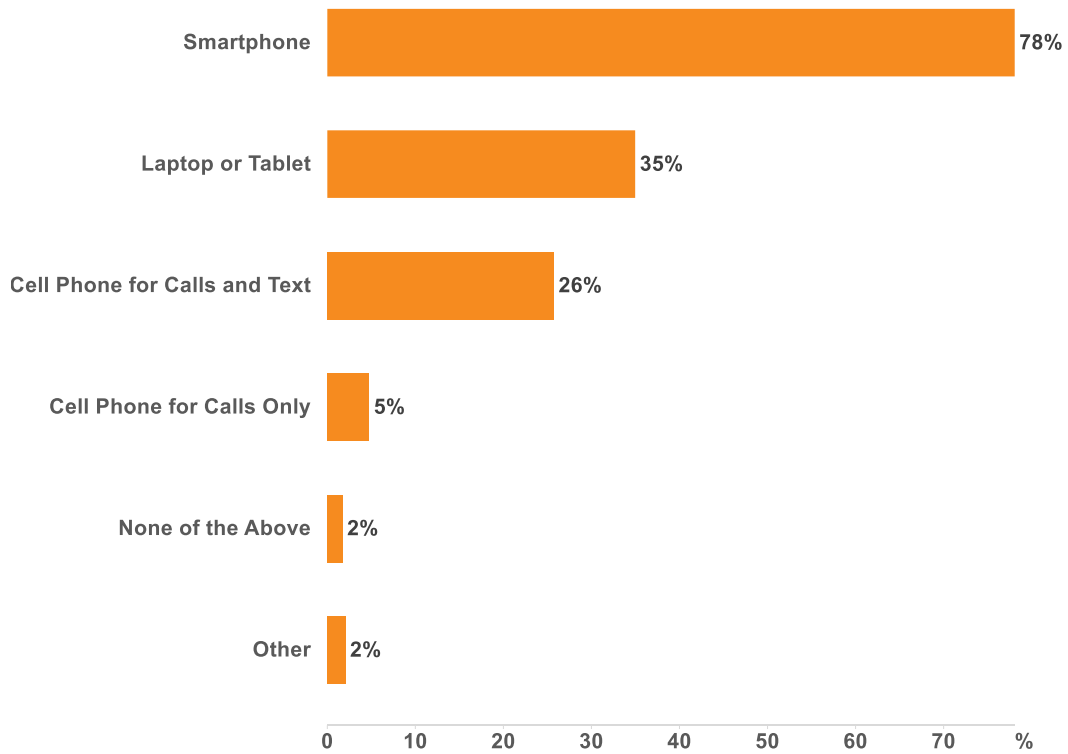
Device	Percentage
Smartphone	78%
Laptop or Tablet	35%
Cell Phone for Calls and Text	26%
Cell Phone for Calls Only	5%
None of the Above	2%
Other	2%

Note: Respondents could select multiple responses and therefore the totals do not add to 100%.

Travel Behavior and Trip Characteristics by Year

A dependent rider is defined as a respondent who does not own a car, and choice riders are respondents who own a car yet choose to use Pace services. Since 2016 (and presumably since the pandemic) there have been substantial shifts in respondents' dependency on Pace services defined as per above. As shown in Figure 7, even more so than in prior years, respondents are dependent on Pace buses (84%), as dependent ridership increased by 20-percentage points from 2016. Sixteen percent of 2022 survey respondents are not dependent on Pace buses as their means of transportation but choose to take Pace buses.

FIGURE 7: PACE RIDER DEPENDENCY BY YEAR
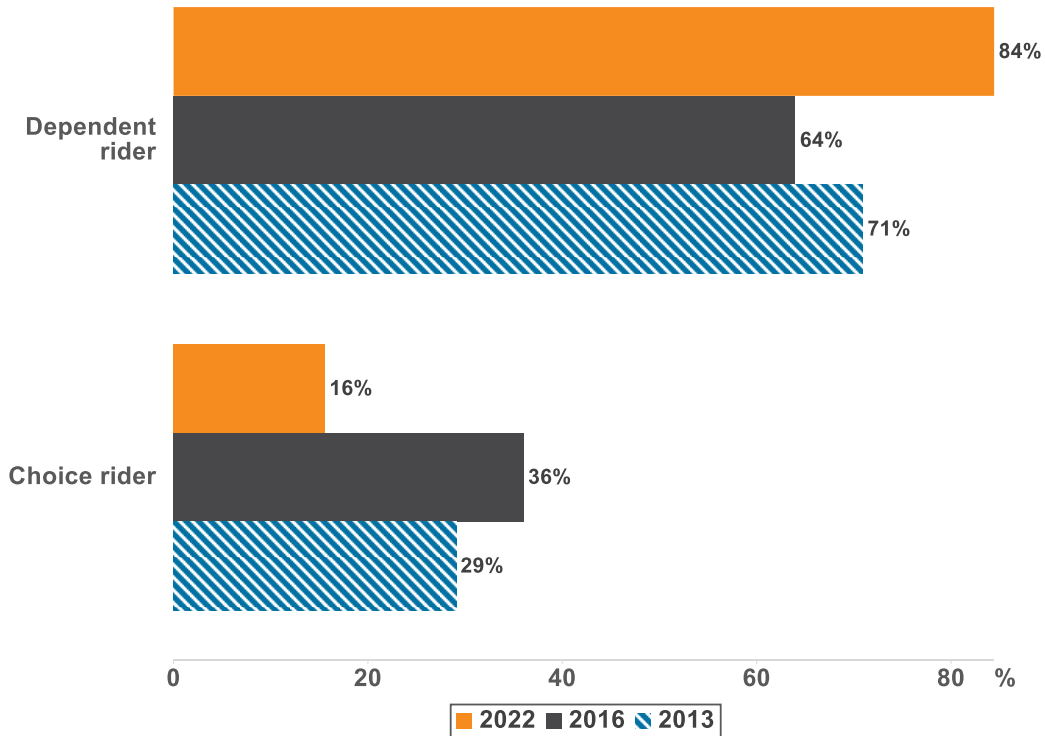
Figure 8 shows the reasons why respondents ride Pace services. Consistent with prior years, a majority of respondents ride Pace to commute to/from work, however the 7-percentage point decrease from 2016 to 2022 may be due to the rise of telecommuting. Almost half, 44%, of respondents report that they use Pace services to go shopping, an 8-percentage point increase from 2016.

FIGURE 8: REASONS FOR RIDING PACE (SELECT ALL THAT APPLY)
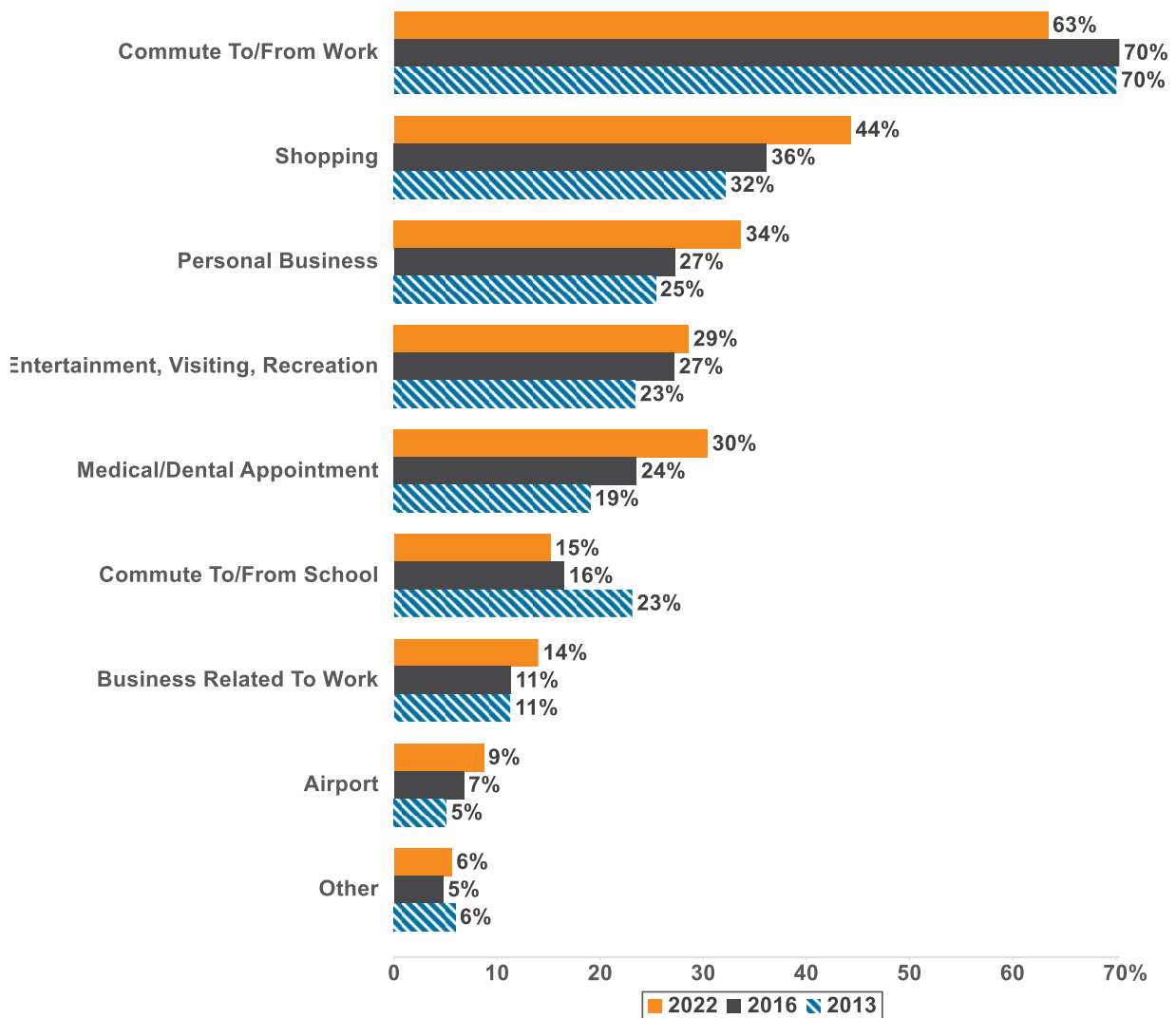
Note: Respondents could select multiple responses and therefore the totals do not add to 100%.

Even though a majority of respondents still use Pace to commute to/from work (52%), using Pace for commuting showed a 14-percentage point decrease from 2016. Using Pace for shopping, personal business, and medical/dental appointments increased from the 2016 to 2022 surveys (Figure 9).

FIGURE 9: PRIMARY TRIP PURPOSE BY YEAR
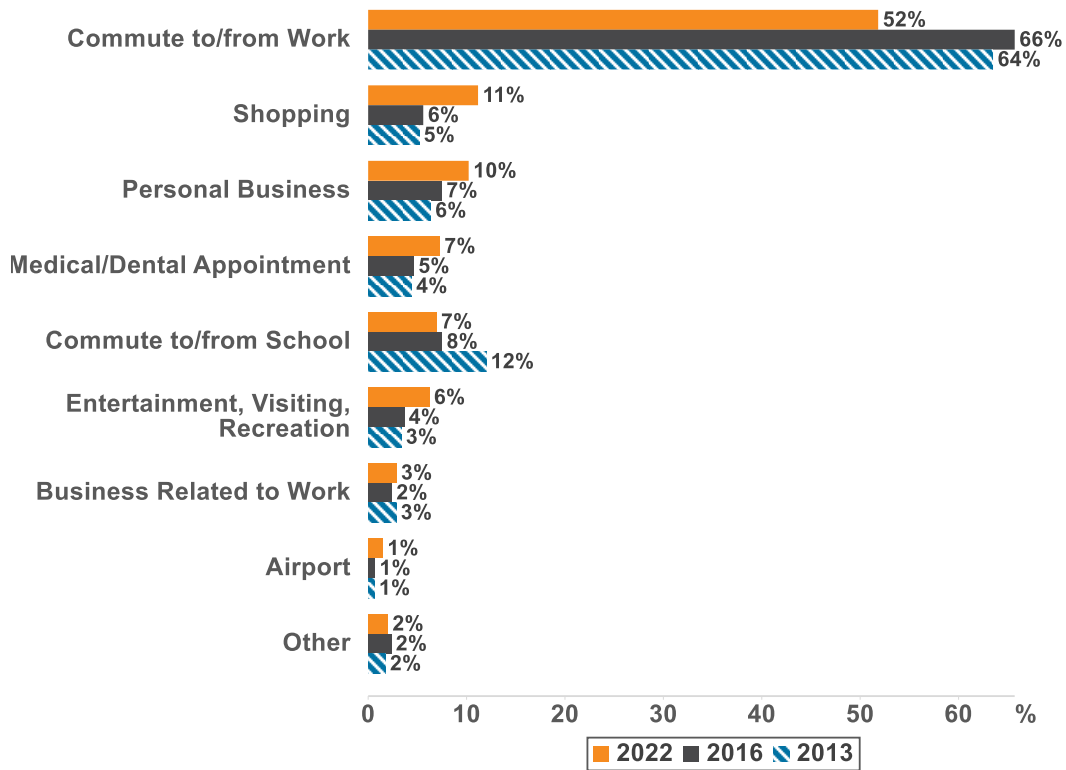
Figure 10 shows the frequency of Pace use by year. Riding Pace five days a week showed a 10-percentage point decrease from 2016. This is consistent with the findings of Figure 9, which showed that the percentage of those who use Pace to commute to/from work has declined since 2016.

FIGURE 10: FREQUENCY OF PACE USE BY YEAR
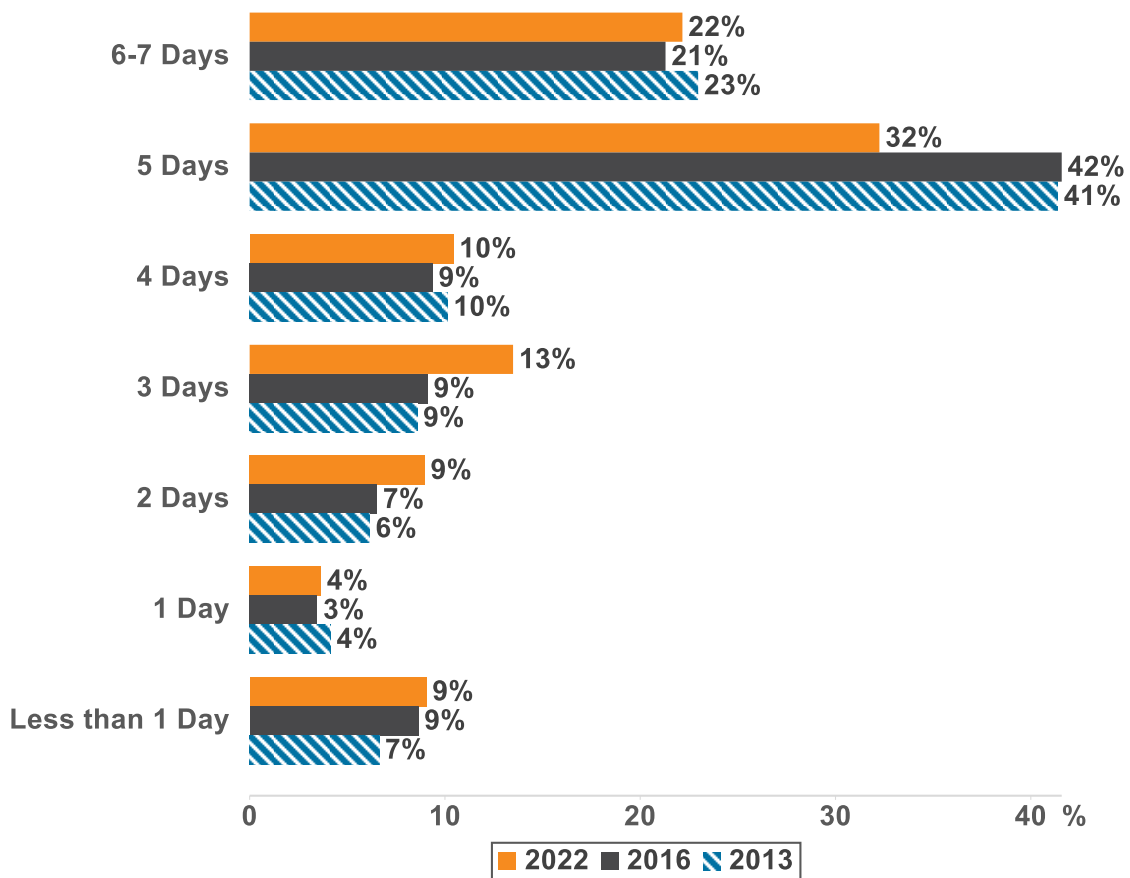
Almost a third of respondents in the 2022 survey report that they have been regular riders for over 10 years. The percentage of respondents who report having been regular riders for 2 years or less has decreased. This is unsurprising because of the COVID-19 pandemic on ridership (Figure 11).

FIGURE 11: DURATION OF REGULAR RIDERSHIP BY YEAR
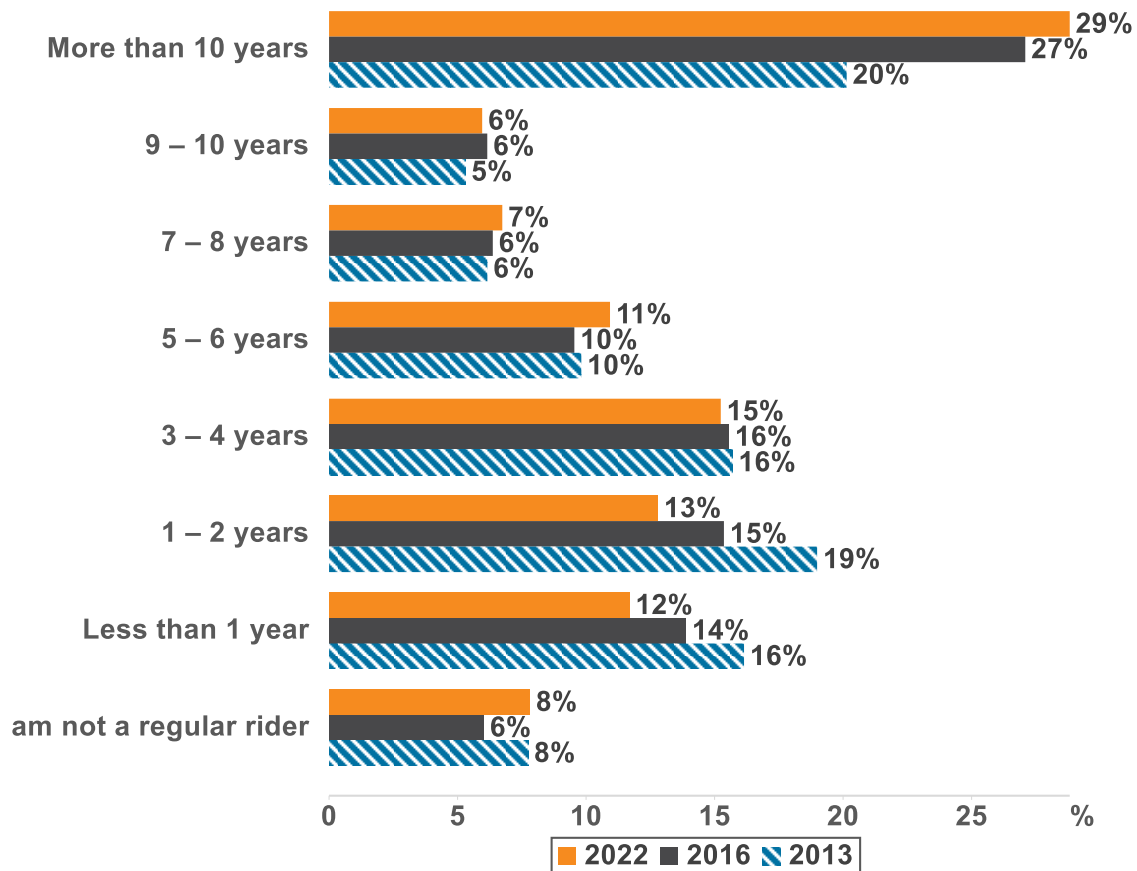
The number of minutes spent riding on Pace during a typical one-way bus trip has remained relatively unchanged from 2016. Fifty-six percent of respondents report that their typical one-way bus trip takes 30 minutes or less (Figure 12).

FIGURE 12: MINUTES SPENT RIDING ON PACE DURING A TYPICAL ONE-WAY BUS TRIP

90+ minutes
- 5% (2022)
- 5% (2016)
- 5% (2013)

61 – 90 minutes
- 8% (2022)
- 9% (2016)
- 9% (2013)

46 – 60 minutes
- 13% (2022)
- 13% (2016)
- 14% (2013)

31 – 45 minutes
- 19% (2022)
- 19% (2016)
- 18% (2013)

16 – 30 minutes
- 36% (2022)
- 34% (2016)
- 35% (2013)

15 minutes or less
- 20% (2022)
- 20% (2016)
- 19% (2013)

Legend: 2022 | 2016 | 2013
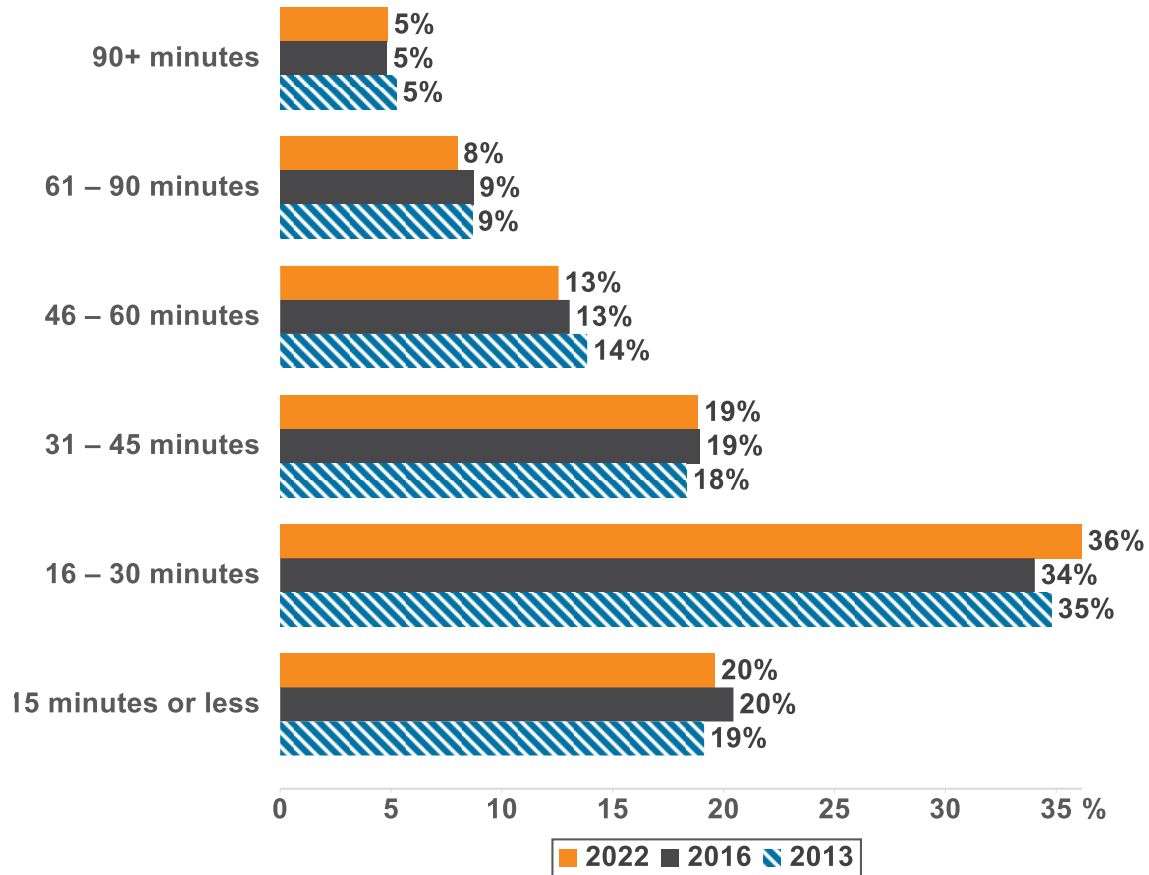
Consistent with the study conducted in 2016, most respondents (66%) access the Pace bus stop by walking. Other, less popular, modes of access were using a CTA bus or train, or driving alone, which decreased from 12% in 2016 to 6% in 2022 (Figure 13).

FIGURE 13: ACCESS MODE TO PACE BUS STOP BY YEAR
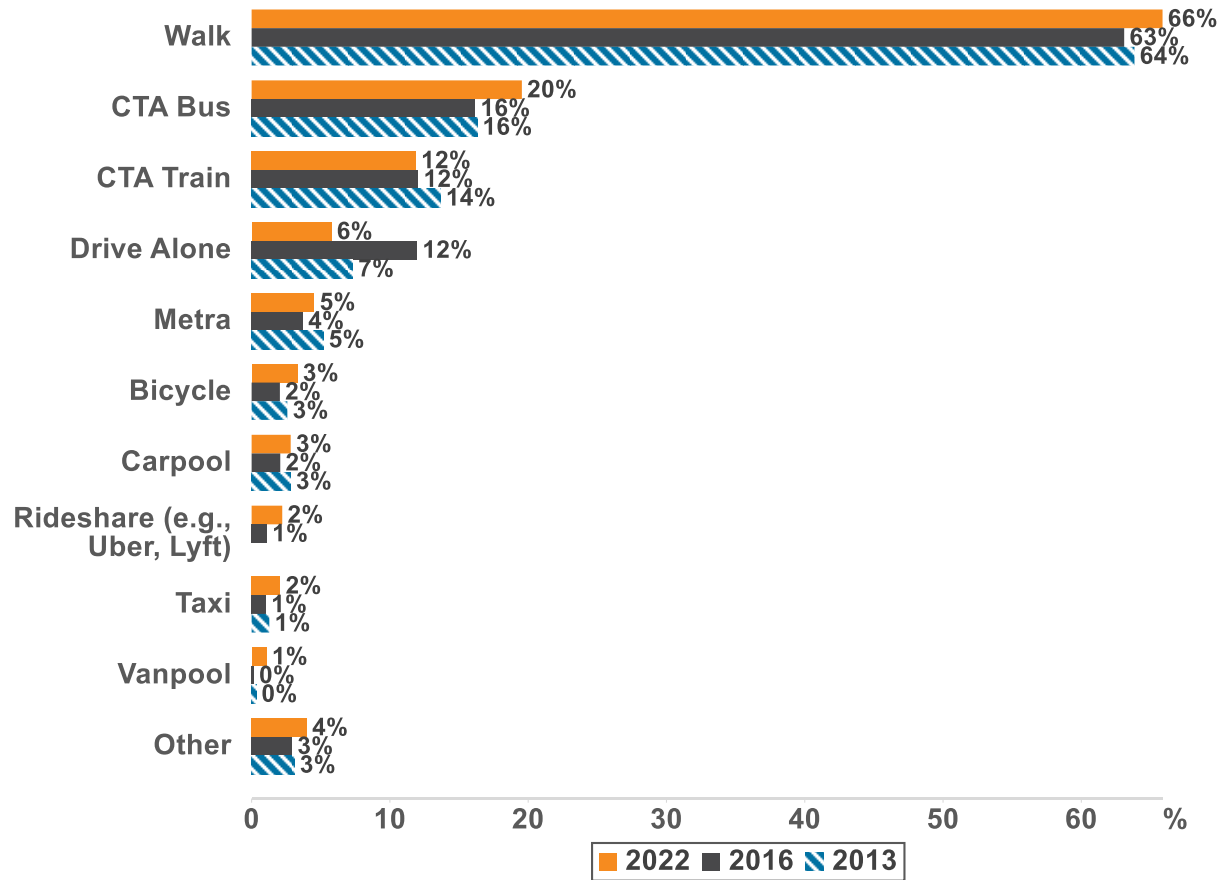
Most respondents (69%) walk from their alighting Pace bus stop to their final destination. Other, less popular, modes of egress were using a CTA bus or train. Walking as an egress mode is slightly more common (69%) than walking as an access mode (66%). The 2-percentange point decrease of respondents who transfer from Pace to Metra services may be due to the suspension of routes connecting the two Service Boards (Figure 14).

FIGURE 14: EGRESS MODE FROM PACE BUS STOP BY YEAR
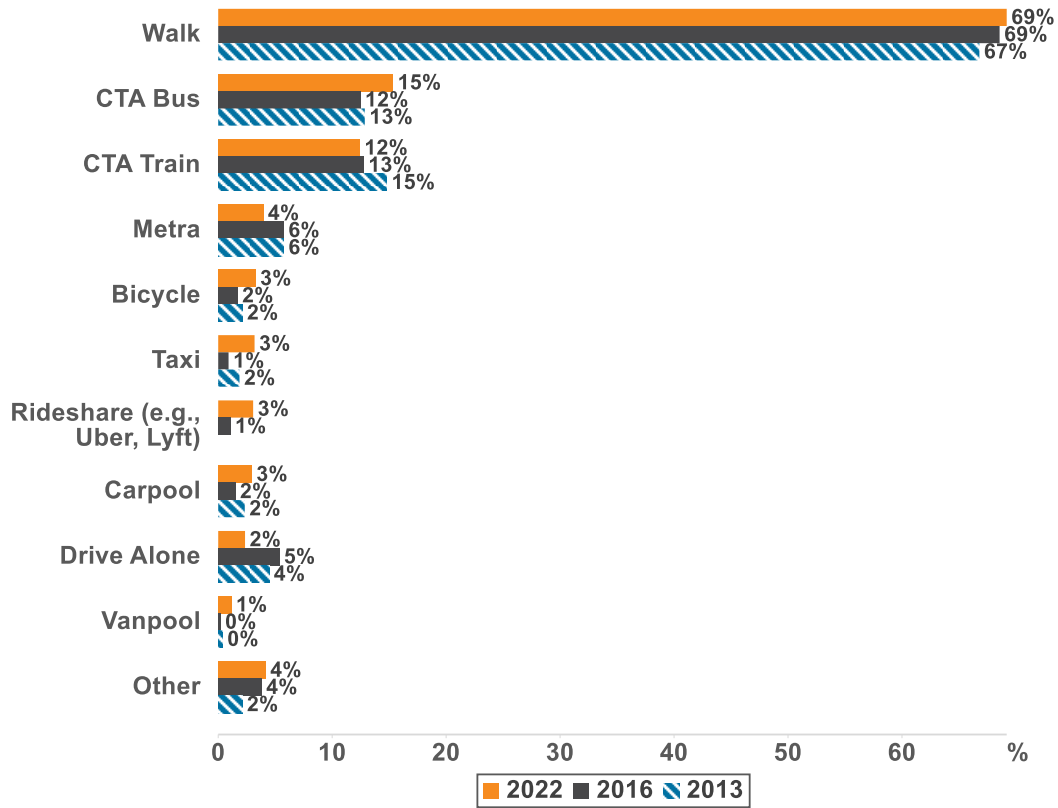
The number of transfers made during a one-way bus trip increased among respondents from the 2016 to the 2022 survey. Likewise, the 2022 survey indicated that 43% of respondents have no transfers, down twelve percentage points from the 2016 survey (Figure 15).

FIGURE 15: NUMBER OF TRANSFERS PER ONE-WAY TRIP BY YEAR
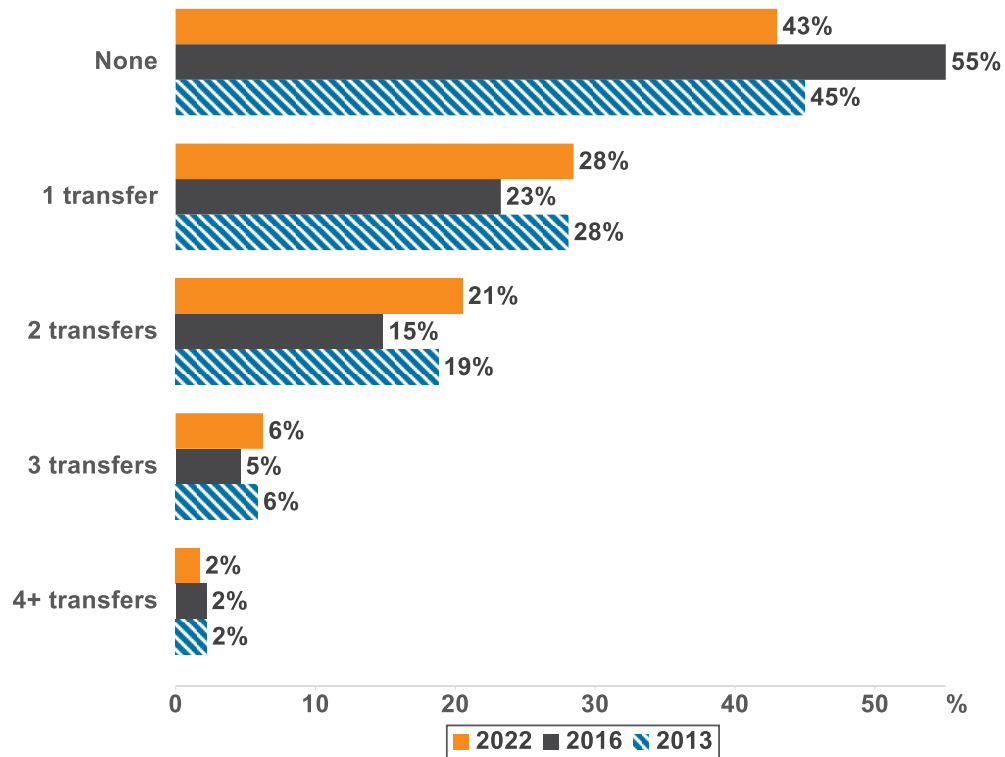
Among riders who are employed full-time, 50% indicated that their employed allows telecommuting. Figure 16 shows telecommute frequency among this group of full-time employees who are permitted by their employer to telecommute. Overall, among this group, 69% telecommute at least one day per week.

FIGURE 16: TELECOMMUTE FREQUENCY AMONG FULL-TIME EMPLOYEES ALLOWED TO TELECOMMUTE (2022)
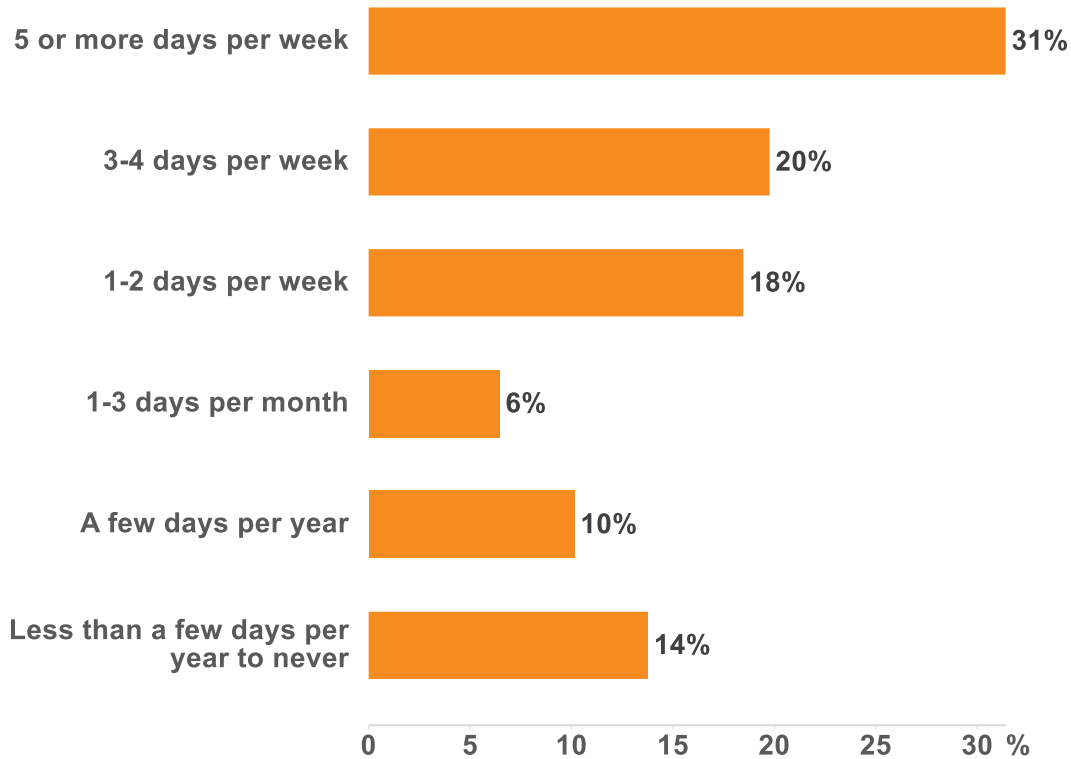
4.2 SATISFACTION

Satisfaction by Year

Pace riders were asked about their overall satisfaction with Pace, which was rated on a 10-point scale ranging from 1 = *very dissatisfied* to 10 = *very satisfied*. Figure 17 shows that 83% of the 2022 study respondents are satisfied with Pace overall. There was a slight decrease in overall satisfaction from 2016 (88%) to 2022 (83%). This decrease in satisfaction is possibly related to broader societal challenges precipitated by the COVID-19 pandemic.

FIGURE 17: OVERALL SATISFACTION BY YEAR
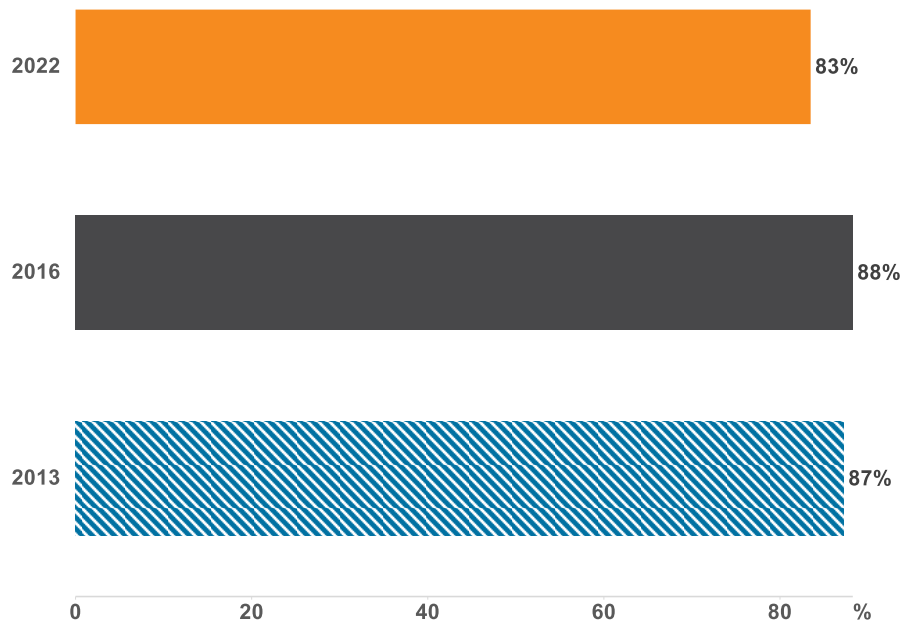
Despite many routes continuing to be suspended and the impacts of a nationwide driver shortage on Pace's ability to operate all scheduled trips, riders were still largely just as satisfied with Pace's service delivery in 2022 as in previous years. Even so, all attributes except for buses being in good working order and total travel time, saw a decrease in satisfaction since the last study. Respondents were most satisfied with the ease of fare payment. Respondents were less satisfied in categories concerning bus service frequency and availability, the waiting time and the reliability of buses running on schedule (Figure 18).

FIGURE 18: SERVICE DELIVERY BY YEAR

	2022	2016	2013
Ease of fare payment	92%	94%	88%
Buses in good working order	90%	89%	91%
Value of service for fare paid	88%	91%	89%
Total travel time for your trip	86%	85%	83%
Ventra mobile app	86%	89%	
Distance to nearest bus stop	85%	87%	85%
Service available to the place I need to go	82%	86%	84%
Service available when I need it	75%	78%	76%
Frequency of bus service in rush-hour	74%	76%	76%
Transfers (waiting time & reliability)	72%	74%	74%
Buses running on time	70%	74%	72%
Frequency of bus service in non-rush hour	70%	72%	71%

Satisfaction with security-related attributes saw the largest decreases of all items since 2016 (see Figure 19). Even though satisfaction with their personal security on the bus is down twelve percentage points from the 2016 survey, 8 out of 10 respondents are still satisfied with respect to security onboard. Similarly, 75% of respondents are satisfied with their personal security at bus stops, down 13 percentage points from the 2016 survey. The 2022 survey introduced a new question about personal security on the way to the bus stop and 80% of respondents indicated that they are satisfied with this attribute. Decreases in satisfaction with safety and personal security were seen across all three Service Boards

FIGURE 19: PERSONAL SECURITY BY YEAR
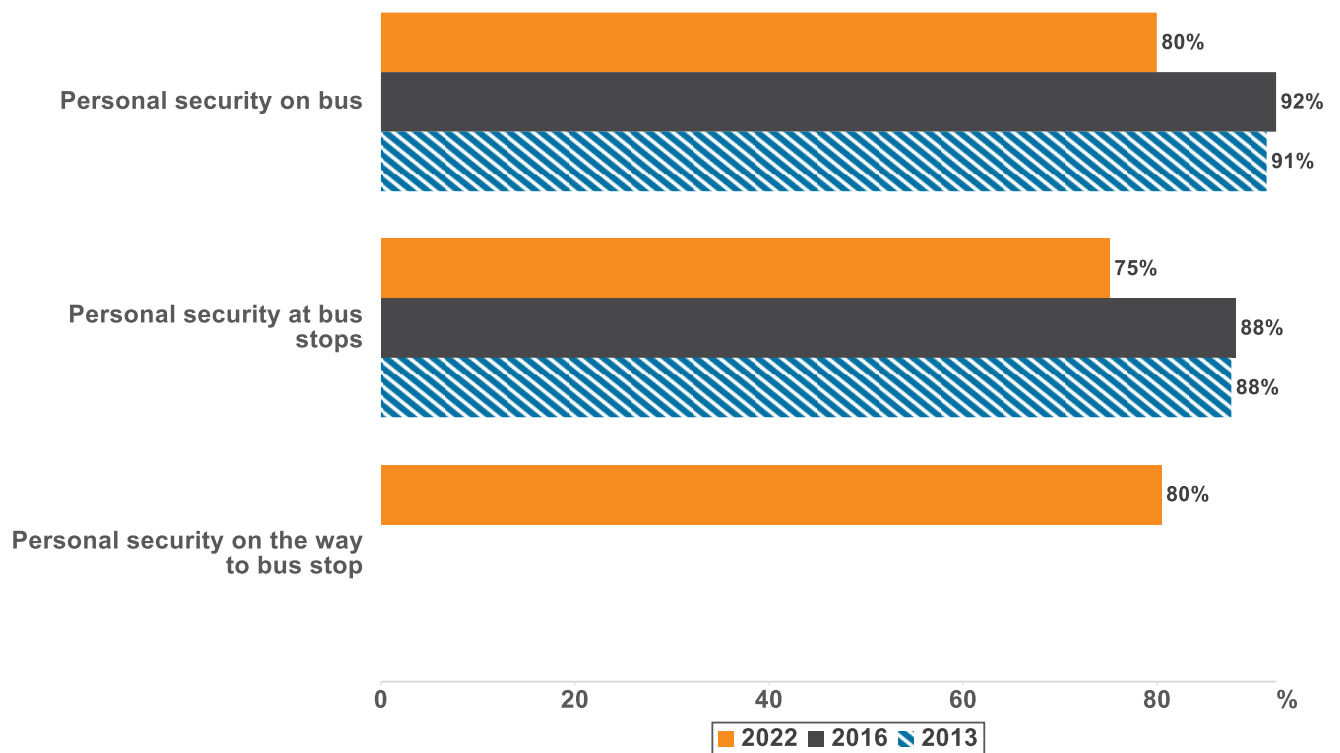
While most information and communication attributes saw slight decreases in satisfaction compared to 2016, satisfaction remain relatively high for these items. For instance, 88% of respondents are satisfied with the ease of understanding schedules and routes, and 87% with on-board announcement of bus stops while riding. The lowest satisfaction level (75%) is associated with the accuracy and availability of Pace Bus Tracker's text messaging service, a new question in the 2022 survey (Figure 20).

FIGURE 20: INFORMATION AND COMMUNICATION BY YEAR

Ease of understanding schedules & routes: 88% (2022), 94% (2016), 92% (2013)

On-board announcements of bus stops while riding: 87% (2022), 84% (2016), 84% (2013)

Availability of service information at Pace's website: 85% (2022), 89% (2016), 89% (2013)

Availability of schedule & route information: 83% (2022), 87% (2016), 86% (2013)

Accuracy of schedule & route information: 80% (2022), 84% (2016), 83% (2013)

Accuracy and usability of Pace Bus Tracker on the Pace website: 78% (2022)

Coordination of schedules with CTA, Metra: 77% (2022), 79% (2016), 80% (2013)

Notification of service changes: 76% (2022), 81% (2016), 82% (2013)

Accuracy and usability of Pace Bus Tracker's text messaging service: 75% (2022)

Legend: 2022, 2016, 2013

The great majority of respondents are satisfied with the availability of seats on the bus (91%) which increased by 3-percentage points since 2016, likely a reflection of lower ridership. Similarly high numbers of respondents are satisfied with the temperature on the bus and Pace's response to the COVID-19 pandemic (both 88%). However, only 67% of respondents indicated they were satisfied with their comfort while waiting at the bus stop and 62% were satisfied with the availability of bus shelters. Respondents' satisfaction cleanliness on-board buses and trains throughout the region saw pronounced decreases since 2016, which are possibly related to challenges brought about by the COVID-19 pandemic (Figure 21).

FIGURE 21: CLEANLINESS AND COMFORT BY YEAR

	2022	2016	2013
Availability of seats on the bus	91%	88%	84%
Comfortable temperature on board	88%	89%	90%
Pace's response to the COVID-19 pandemic	88%		
Cleanliness of bus interior	78%	84%	85%
Cleanliness of bus stop	74%	80%	83%
Comfort while waiting at bus stop	67%	70%	69%
Availability of bus shelters	62%	67%	67%
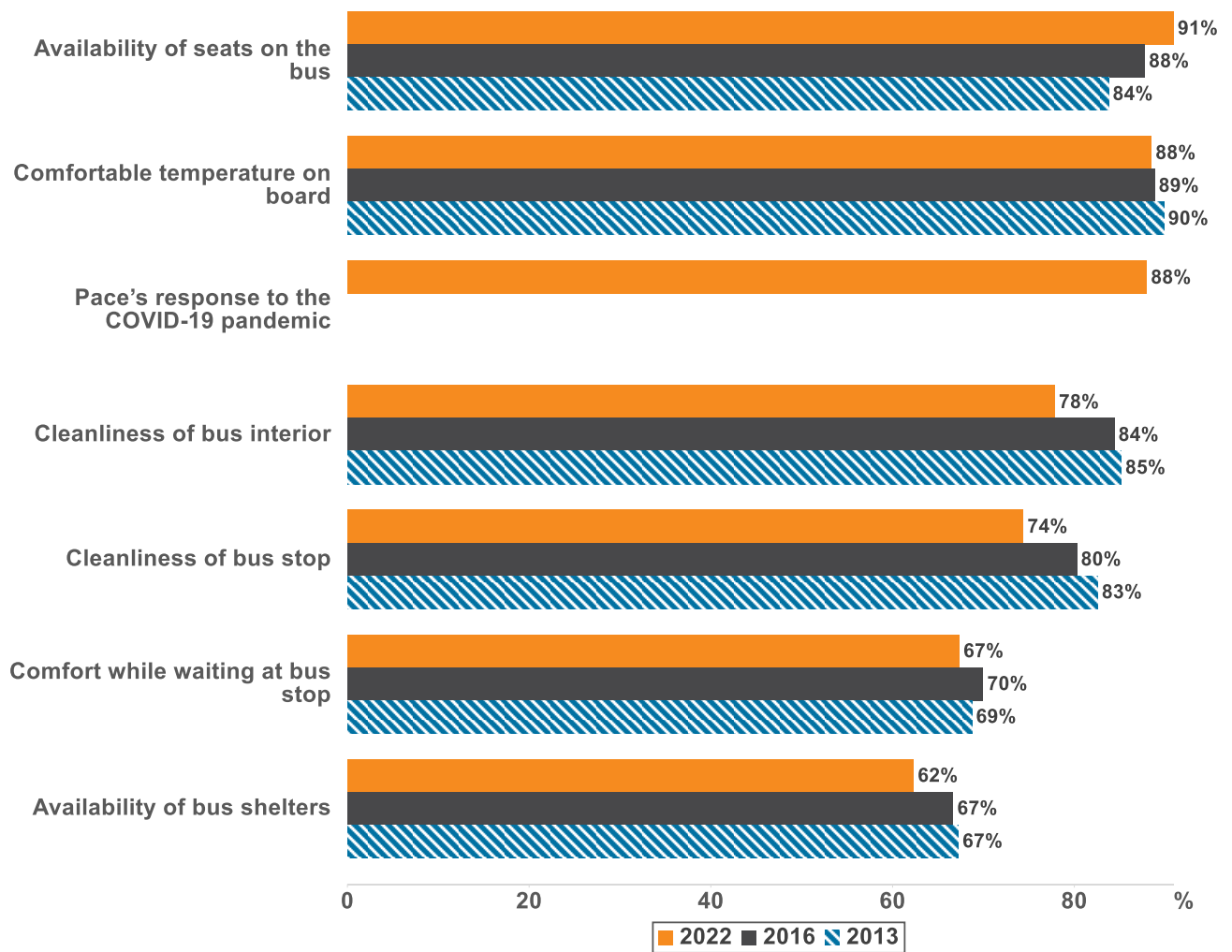
Like the survey in 2016, most respondents of the 2022 survey are very satisfied with the Pace drivers' performance. Even the lowest rating in this category, Pace customer service, received a high satisfaction score (84%) (Figure 22).

FIGURE 22: EMPLOYEE PERFORMANCE BY YEAR
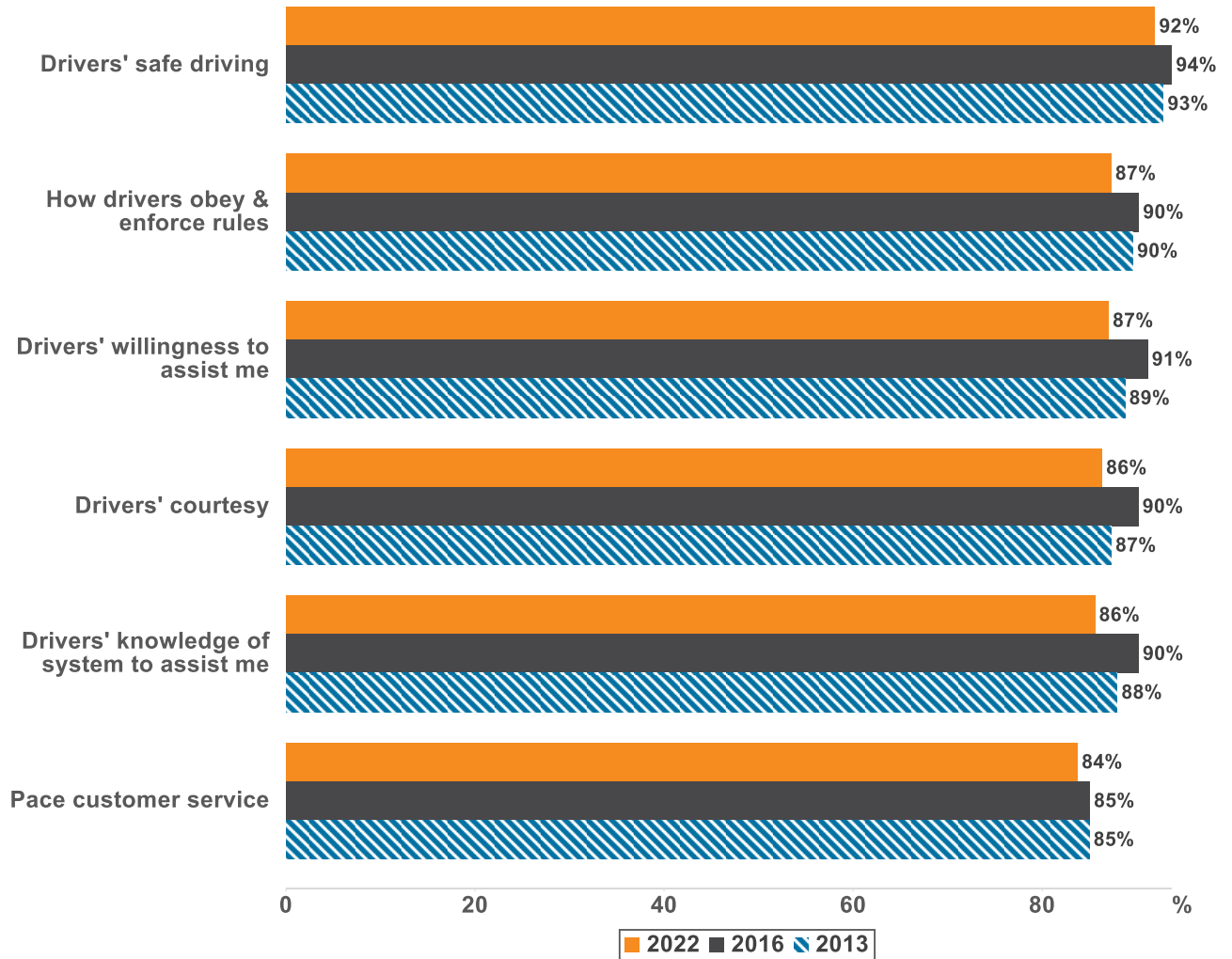
Eighty-nine percent of respondents are likely to continue riding Pace buses a year from now. Pace has strong customer loyalty as 87% of respondents are likely to recommend Pace to others. These results are similar to the results found in the 2016 survey (Figure 23).

FIGURE 23: LIKELIHOOD TO CONTINUE RIDING AND RECOMMENDING PACE
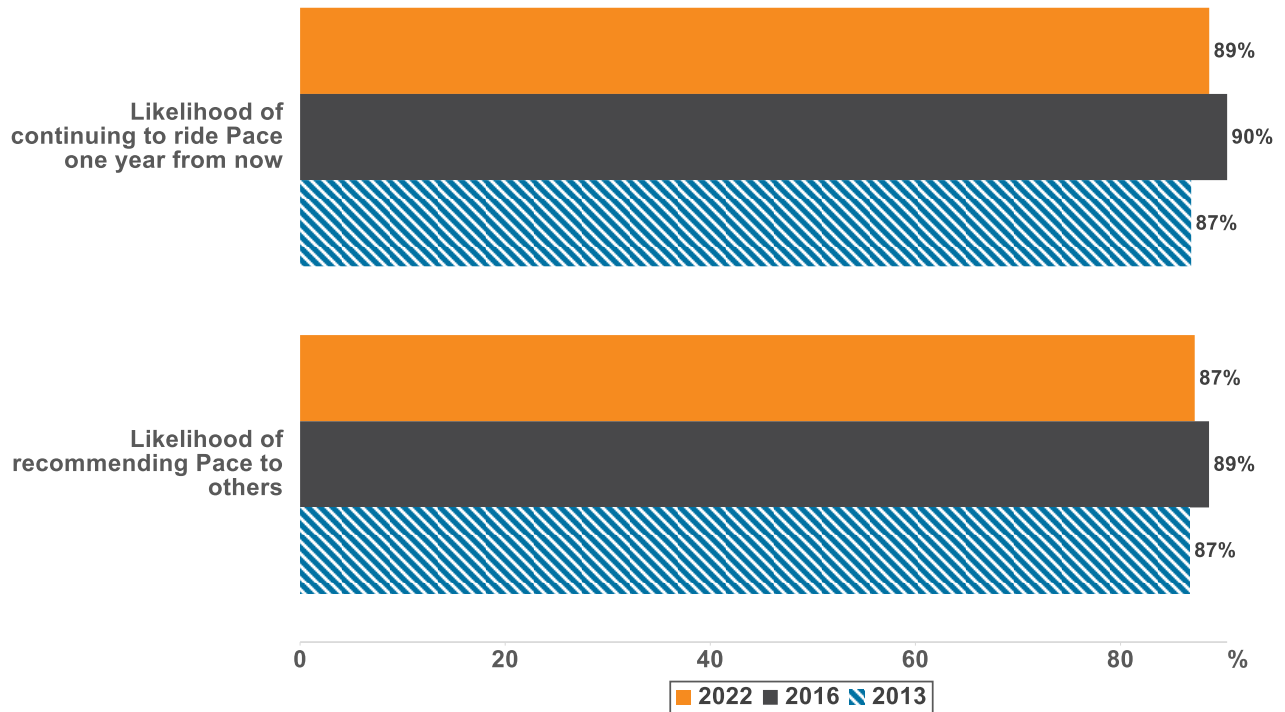
In general, Pace respondents are satisfied with regional transit. Respondents are equally satisfied with information and service received from the regional RTA Travel Information Center, availability of public transportation throughout the six-county Chicago region, the condition of the transit infrastructure, and ease of transferring to other transit services (Figure 24).

While still at 81 percent level, in 2022, there is a modest decline in the overall satisfaction with public transportation in the six-county Chicago region from 86 percent as observed in 2016 and 2013.

FIGURE 24: REGIONAL QUESTIONS BY YEAR
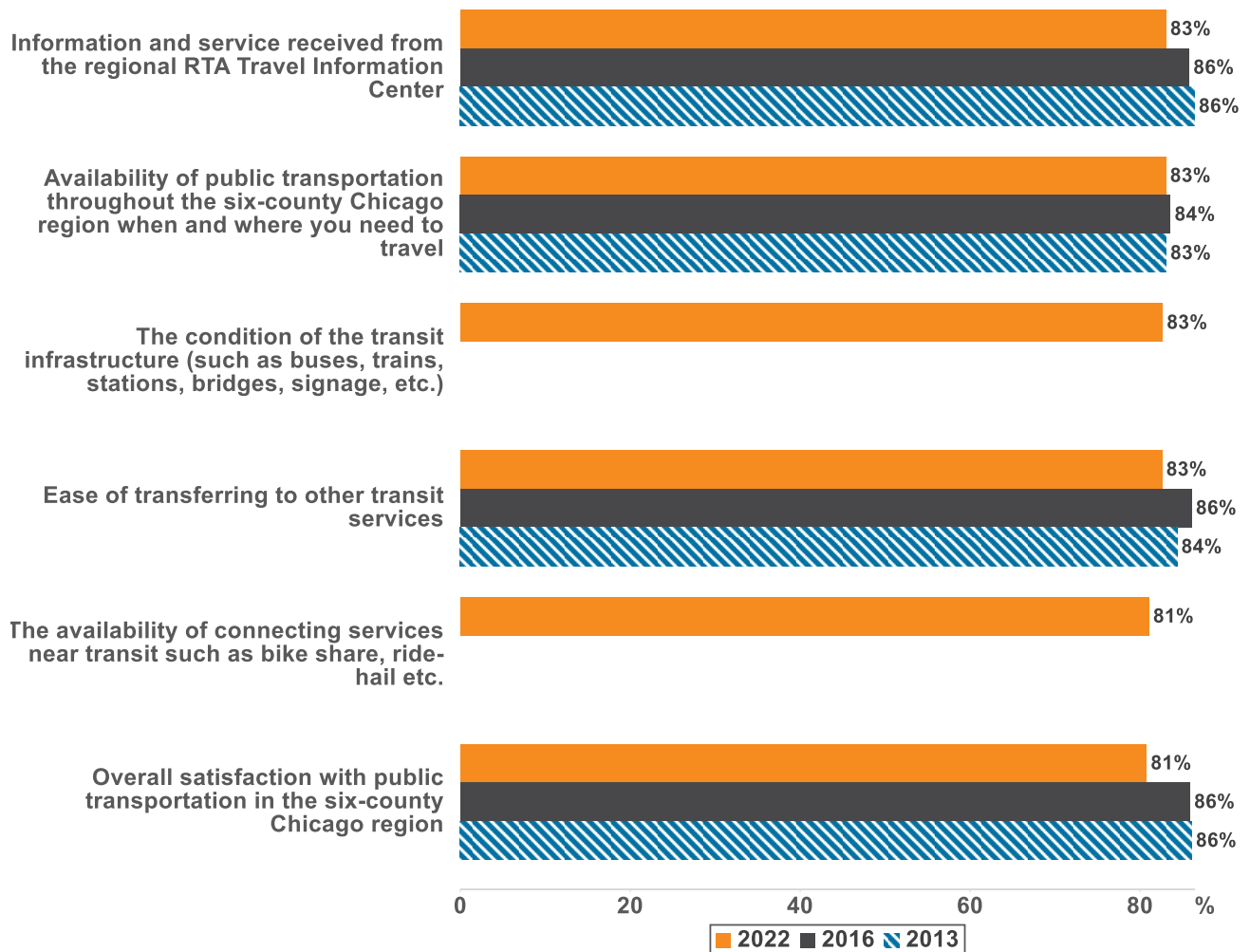
Satisfaction by Division

Most respondents in each division are satisfied with Pace overall. Four divisions, Heritage, Fox Valley, North Shore, and River, have 90% or more of respondents report satisfaction with Pace. The Fox Valley Division increased in satisfaction by 8 percentage points. For Northwest, North, West and Contractor routes, 80% or more are satisfied with Pace overall. There are two divisions, Southwest and South, where 80% or less of respondents are satisfied with Pace overall, with Southwest showing the largest decrease in satisfaction by 14 percentage points (Figure 25).

FIGURE 25: OVERALL SATISFACTION BY DIVISION AND YEAR

Division	2022	2016	2013
Pace Heritage	97%	97%	90%
Pace Fox Valley	93%	85%	88%
Pace North Shore	92%	95%	93%
Pace River	91%	91%	89%
Pace Northwest	89%	90%	90%
Pace North	86%	93%	88%
Pace West	80%	84%	85%
Pace Southwest	76%	90%	88%
Pace South	74%	83%	81%
Contractor Route	82%	92%	94%
Overall	83%	88%	87%
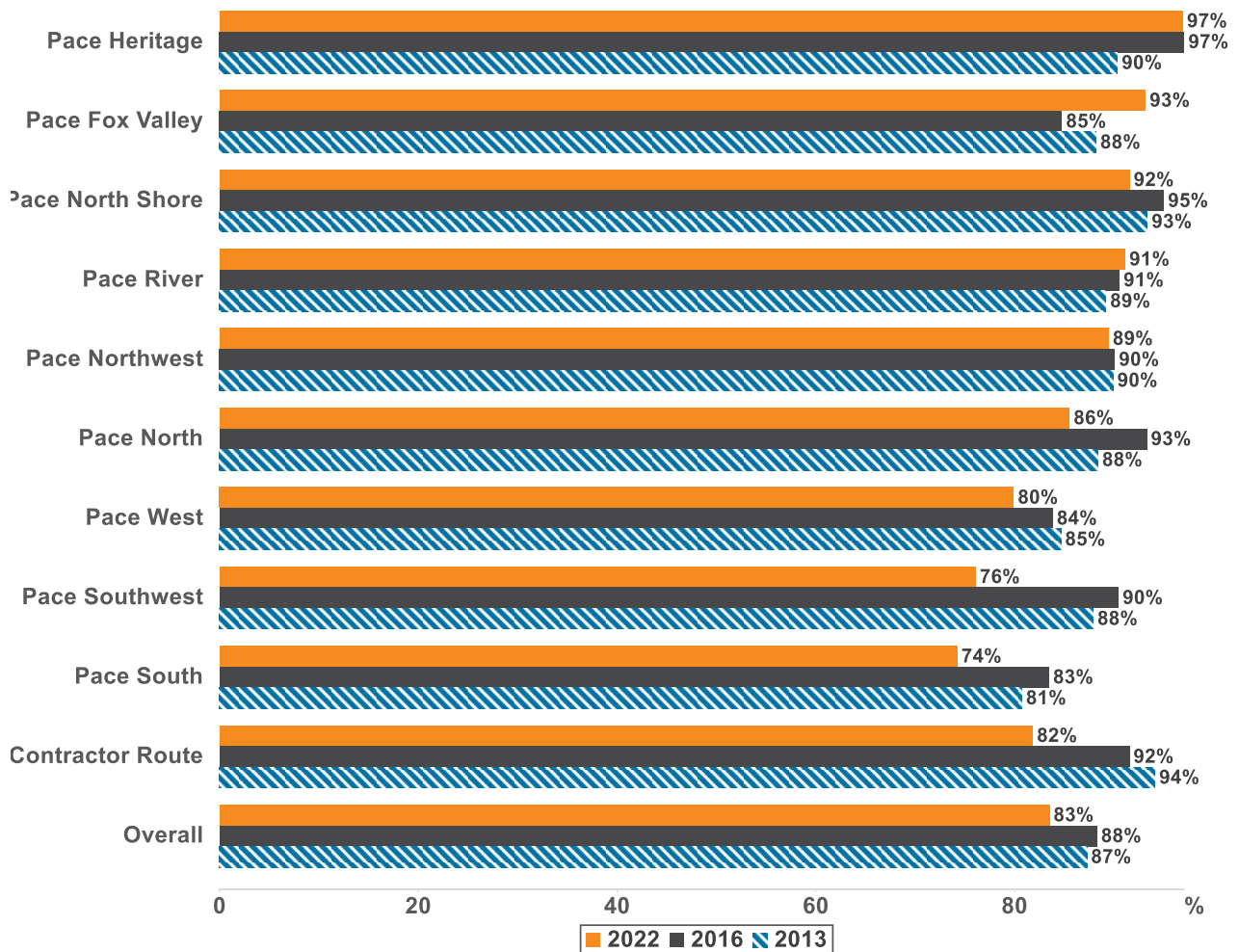
There was little change in respondents' likelihood to recommend Pace from 2016. Eight divisions report 80% or more respondents likely to recommend Pace services. The largest increase in likelihood to recommend was for the Heritage Division, which increased by 4 percentage points to 99% likely to recommend. The Southwest Division showed the largest decrease in likelihood to recommend Pace by 10 percentage points (Figure 26).

FIGURE 26: LIKELIHOOD TO RECOMMEND BY DIVISION AND YEAR
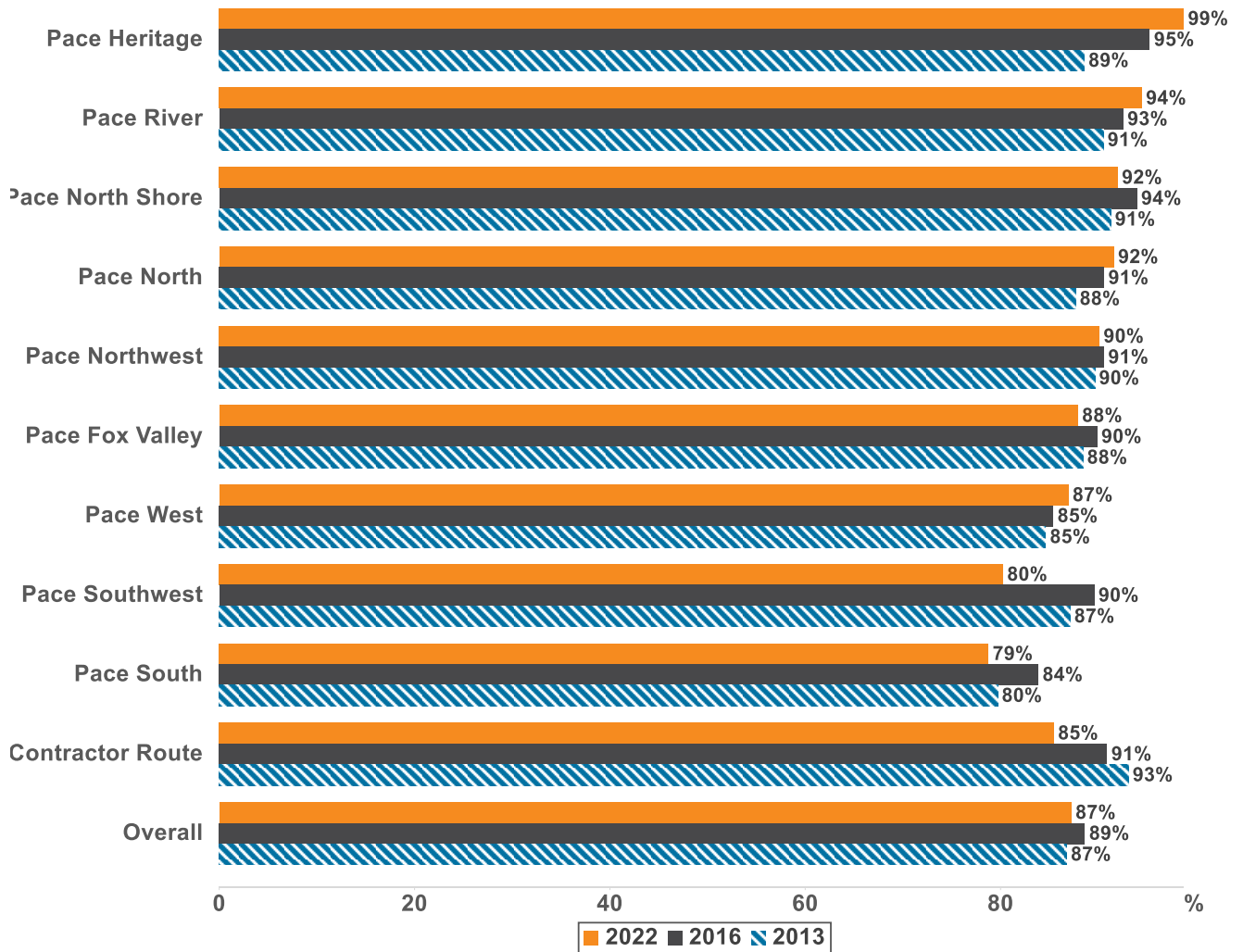
Similar to above, the 2022 survey results were fairly consistent with the results of the 2016 survey regarding likelihood to continue riding. The largest decrease in likelihood to continue riding Pace buses was for the Contractor Division which decreased by 9 percentage points from the 2016 survey (Figure 27).

FIGURE 27: LIKELIHOOD TO CONTINUE RIDING BY DIVISION AND YEAR
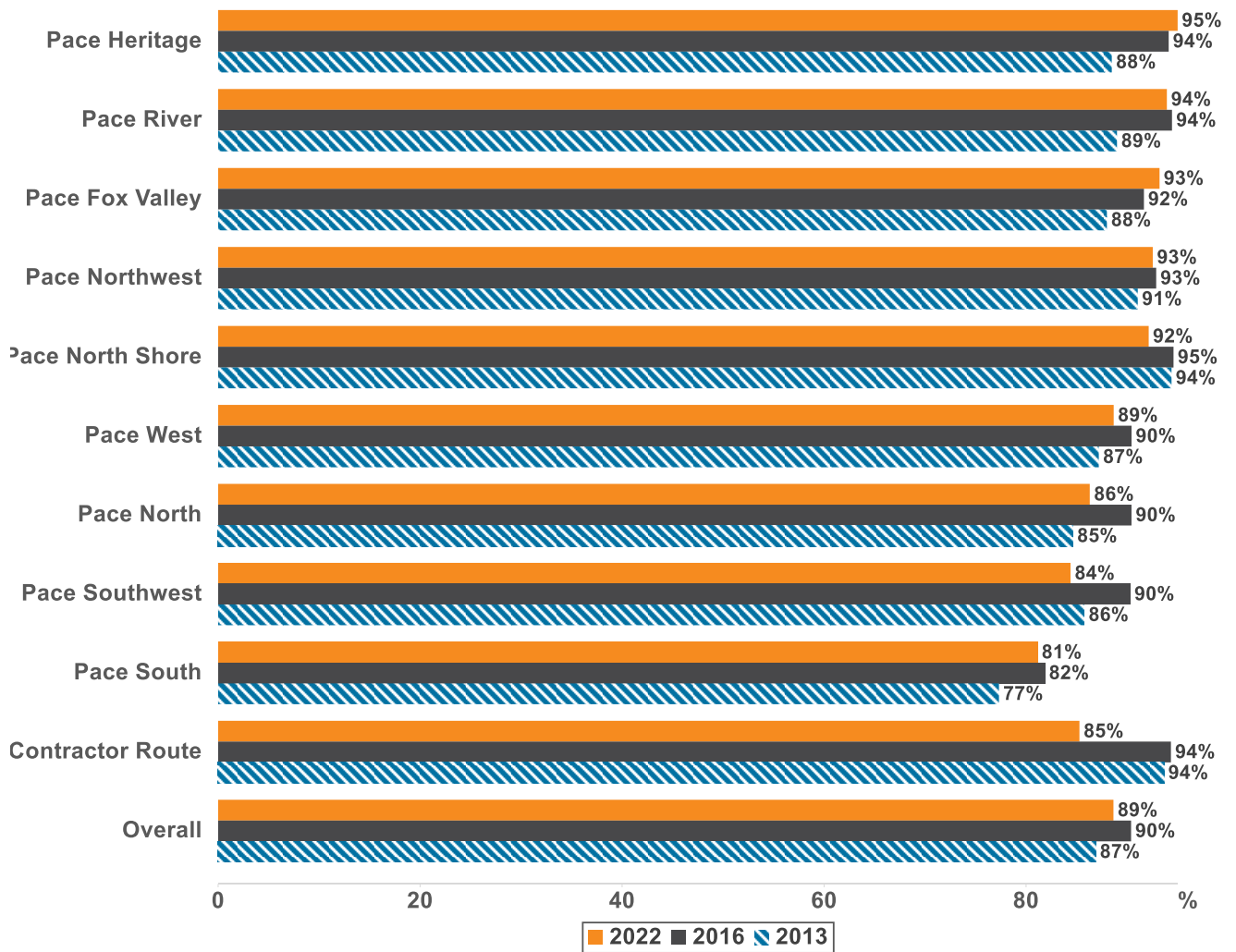
Satisfaction by Major Market

While satisfaction with different attributes is largely consistent across the major markets, there are some attributes where differences stand out. In Figure 28 below, attributes are coded on a three-color scale by percent satisfied. For all satisfaction attributes across all major markets, the 50th percentile or middle value is calculated. This middle value is colored yellow. The maximum value is colored green, and the minimum value is colored red. All other cells are colored proportionally. For example, 59% of suburb-to-suburb riders are satisfied with the availability of bus shelters—the lowest value observed across all attributes in each major market, so it is shaded the darkest red accordingly.

Suburb-to-Chicago riders are more satisfied with cleanliness of bus interior and personal security on the way to the bus stop than other markets. Chicago-to-Suburb riders are more satisfied with the Ventra mobile app, accuracy, and usability of Pace Bus tracker on the Pace Website and Service available when they need it. Finally, Suburb-to-Suburb riders are less satisfied with availability of bus shelters than both Chicago-to-Suburb and Suburb-to-Chicago riders.

FIGURE 28: SATISFACTION BY MAJOR MARKET

Satisfaction Variable	Suburb to Chicago	Chicago to Suburb	Suburb to Suburb
Overall satisfaction with Pace	90%	85%	82%
Drivers' safe driving	99%	94%	92%
Ease of understanding schedules & routes	99%	97%	88%
Pace's response to the COVID-19 pandemic	96%	92%	87%
On-board announcements of bus stops while riding	94%	93%	85%
Buses in good working order	94%	91%	90%
Drivers' willingness to assist me	94%	93%	86%
Availability of seats on the bus	94%	91%	91%
Ease of fare payment	93%	95%	92%
How drivers obey & enforce rules	92%	86%	87%
Service available to the place I need to go	92%	95%	80%
Cleanliness of bus interior	92%	80%	76%
Drivers' knowledge of system to assist me	91%	94%	85%
Personal security on the way to bus stop	91%	82%	80%
Drivers' courtesy	91%	91%	86%
Distance to nearest bus stop	88%	87%	85%
Value of service for fare paid	87%	96%	88%
Total travel time for your trip	87%	94%	84%
Pace customer service	86%	92%	83%
Availability of service information at Pace's website	85%	90%	84%
Personal security on bus	85%	89%	79%
Comfortable temperature on board	84%	90%	88%
Accuracy of schedule & route information	84%	83%	78%
Ventra mobile app	83%	92%	84%
Cleanliness of bus stop	82%	80%	73%
Coordination of schedules with CTA, Metra	82%	83%	75%
Personal security at bus stops	81%	79%	74%
Notification of service changes	80%	78%	74%
Availability of schedule & route information	79%	84%	82%
Frequency of bus service in rush-hour	78%	80%	73%
Comfort while waiting at bus stop	76%	65%	66%
Accuracy and usability of Pace Bus Tracker on the Pace website	75%	89%	77%
Service available when I need it	75%	88%	73%
Frequency of bus service in non-rush hour	74%	78%	68%
Accuracy and usability of Pace Bus Tracker's text messaging service	74%	81%	73%
Transfers (waiting time & reliability)	69%	77%	72%
Buses running on time	66%	70%	69%
Availability of bus shelters	65%	73%	59%

Derived Importance

Derived importance measures are found by statistically testing the strength that a collection of attributes has on influencing overall satisfaction. Calculating coefficients instead of using stated importance data considerably improves the clarity in answering which service attributes are the most important drivers of overall satisfaction. Derived importance can help further understand the underlying factors driving overall customer satisfaction that a respondent may not explicitly state.

For this analysis, individual and regional service attributes were modeled as predictors that influence overall satisfaction with Pace. A multiple regression model was developed using a backward selection process. In backward regression, the variable selection starts with the full list of explanatory variables, i.e., thirty-seven service attributes and five regional attributes, and variables that have no significant contribution explaining the dependent variable, overall satisfaction, are removed and the model is re-estimated at each step. With an adjusted R^2 of 0.75, the final regression yielded ten of the initial forty-two service and regional attributes that significantly influence customers' overall satisfaction with Pace (see Figure 29). The magnitude of each derived importance coefficient is a measure of the importance of the service attribute in determining customers' overall satisfaction with Pace.

Unlike 2013 and 2016, in determining their overall satisfaction with Pace, Pace customer service was the most important service attribute for respondents. Accuracy of schedule and route information is the second most important service attribute for respondents. The third most important service attribute is buses running on time which previously ranked second in 2013 and 2016 surveys (Figure 29).

FIGURE 29: 2022 DERIVED IMPORTANCE COEFFICIENTS
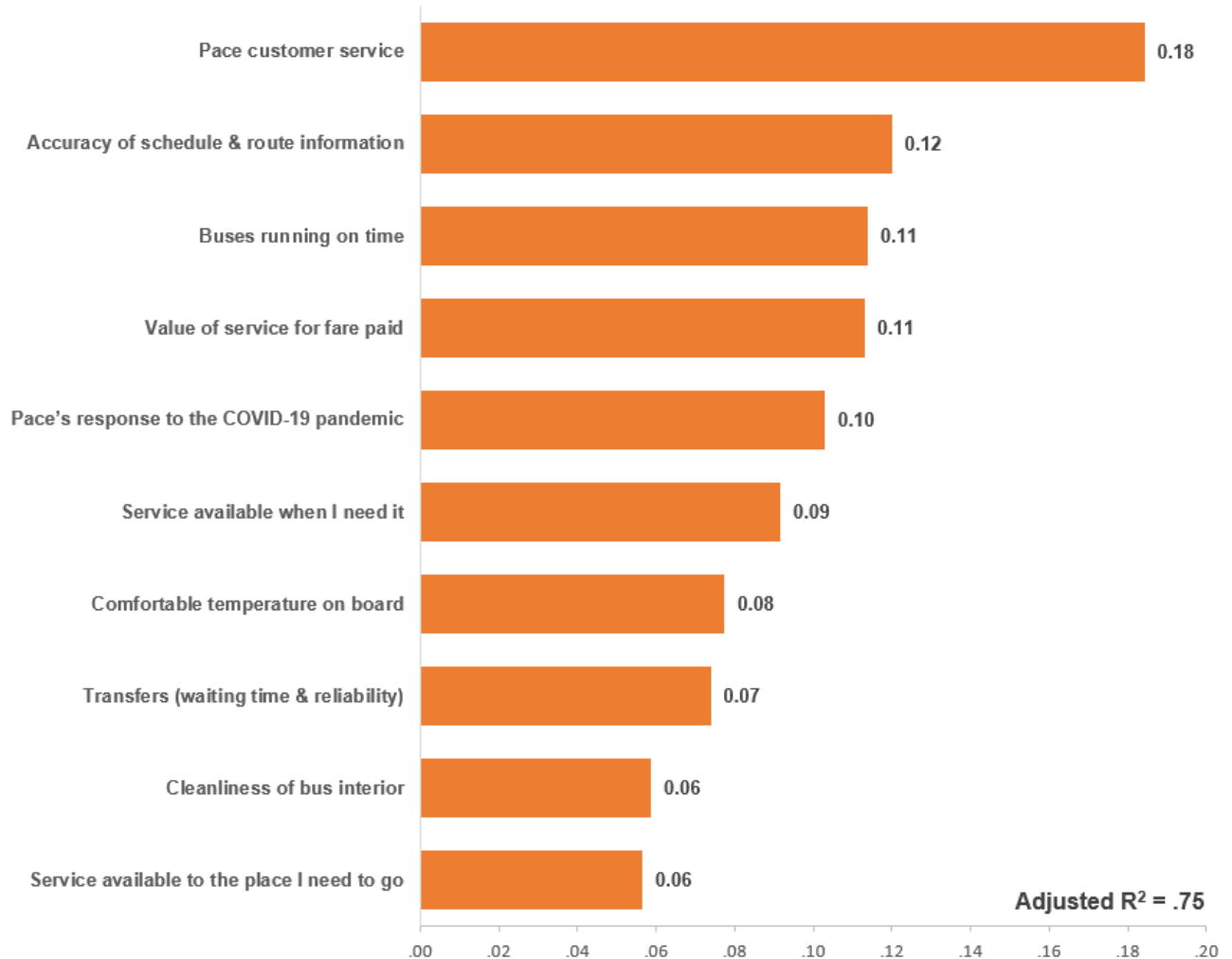
Quadrant Charts

A quadrant chart serves as a measure of performance against importance. Figure 30 maps the derived importance and satisfaction of the ten service and regional attributes identified above. These mapped points will provide insight as to where Pace should focus efforts to maximize customer satisfaction. The Y-axis (vertical) measures importance and the X-axis measures attribute satisfaction. Both axes are split at their means, thus creating the four quadrants. Table 4 outlines what each of the four quadrants represent and the appropriate action required by Pace to maximize customer satisfaction.

TABLE 4: QUADRANT CHART EXPLANATION

QUADRANT	LOCATION	SATISFACTION LEVEL	IMPORTANCE	ACTION
1	Top left	Relatively low	Relatively high	Attributes for improvement
2	Top right	Relatively high	Relatively high	Attributes to maintain
3	Bottom left	Relatively low	Relatively low	Attributes to monitor
4	Bottom right	Relatively high	Relatively low	Attributes with no immediate action

FIGURE 30**: KEY DRIVERS OF OVERALL SATISFACTION QUADRANT CHART**

The top-right quadrant contains attributes that are both important and rated higher than the mean satisfaction level. Pace is currently meeting respondents' expectations with three attributes, Pace customer service, value of service for fare paid, and Pace's response to the COVID-19 pandemic. Pace should prioritize maintaining the quality of these service attributes going forward.

The top-left quadrant contains attributes that are also important but have satisfaction scores below the mean. Pace should prioritize improvements regarding the accuracy of schedule and route information and buses running on time. A more concerted effort to address the accuracy of schedule and route information will likely improve overall customer satisfaction.

CONCLUSION

The results from these analyses indicate that a vast majority of customers (83%) are satisfied with Pace's service overall, very similar to previous years 2016 and 2013. Year over year, satisfaction with service attributes related to personal safety and security has declined. Specifically, personal security on the bus and at bus stops decreased by 12 and 13-percentage points respectively from the 2016 survey. This year saw a similar percentage of respondents indicating that they were likely to continue riding Pace buses in the next year and were likely to recommend Pace to others despite challenges with the COVID-19 pandemic. In addition, overall satisfaction with Pace decreased or remained the same for most Pace divisions. An exception to this trend is one division that saw an increase in overall satisfaction from 2016 to 2022 (Pace Fox Valley). Finally, the derived importance analyses revealed that the most important determinants of overall satisfaction with Pace are Pace customer service and the accuracy of schedule and route information. Pace customers are satisfied with the most important attribute-- customer service. However, another one of these items, accuracy of schedule and route information, is also an attribute that riders are less satisfied with, so Pace should prioritize improving it as this would likely have the largest payoff for increasing overall satisfaction. Taken together, these results confirm that Pace is meeting the needs of its customers and that Pace customers are overall satisfied with the services that Pace provides to them.

APPENDIX A. 2022 QUESTIONNAIRE

INTRODUCTION

[surveylang]
- I would like to take the survey in this language: English
- Me gustaria realizar la encuesta en este idioma: espanol

[intro]
This survey is conducted by Resource Systems Group, Inc. (RSG). RSG's privacy policy can be found here.

We are committed to protecting the confidentiality, integrity, and security of your personal information. We take this responsibility seriously. Our privacy documentation is intended to help you understand how we collect, share, and safeguard your information. Information about privacy for this survey can be found here.
Dear Customer,
Your feedback is very important in helping Pace improve the quality of its services. The information obtained from this survey will assist us in meeting our commitment to provide efficient and cost-effective transportation to you. Even if you are a visitor to the Chicago area, your input is very important.
All of your answers will be kept confidential and will only be analyzed with other survey responses combined.
By completing this survey earn a chance to win
- **$100 Visa gift card (5 respondents)**
- **$5 Visa gift card (1,000 respondents)**
Thank you for your cooperation and for riding Pace!
Use the "Next" and "Previous" buttons below to navigate the survey. Do NOT use your browser's "forward" and "back" buttons because your answers will NOT be recorded.
By clicking "Next", I consent to participate in this survey. **[landing]**

TRAVEL BEHAVIOR QUESTIONS

[onboard recruits] What route were you taking when you received the paper version of the survey? [Route]

1. Route #: <drop down list of routes>

2. [email recruits] Thinking about your most recent trip on Pace, what route did you spend the most time on? [primarybus] You can search for your route using the dropdown below by typing into its search box.
   Route #: <drop down list of routes>
   Third to last option: Other, please specify
   Second to last option: Paratransit
   Last option: I never ride Pace buses

<Programmer: for second to last and last option, terminate and display following message: Thank you for taking the time to participate in this study. Although we appreciate your interest, we cannot invite you to continue with the survey.>

3. How many days in a week do you usually ride Pace? [perweek]
   - ☐ Less than 1 Day
   - ☐ 1 Day
   - ☐ 2 Days
   - ☐ 3 Days
   - ☐ 4 Days
   - ☐ 5 Days
   - ☐ 6 Days
   - ☐ 7 Days

4. What days do you usually ride Pace? *Please select all that apply.* [days]
   - ☐ Monday
   - ☐ Tuesday
   - ☐ Wednesday
   - ☐ Thursday
   - ☐ Friday
   - ☐ Saturday
   - ☐ Sunday

5. What times of the day do you usually ride Pace? *Please select all that apply.* [times]
   - ☐ 4 a.m. - 6 a.m.
   - ☐ 6 a.m. - 9 a.m.
   - ☐ 9 a.m. - 3 p.m.
   - ☐ 3 p.m. - 6 p.m.
   - ☐ 6 p.m. - 9 p.m.
   - ☐ 9 p.m. - 12 a.m.
   - ☐ 12 a.m. - 2 a.m
   - ☐ 2 a.m. - 4 a.m.

[programmer: email recruits only]
6. Did you ride Pace services within the past 30 days? [pastmonth]
   - ☐ Yes
   - ☐ No

7. How long have you been a regular rider of Pace, that is, riding **at least once a month**? [regular]
   - ☐ I am not a regular rider
   - ☐ Less than 1 year
   - ☐ 1—2 years
   - ☐ 3—4 years
   - ☐ 5—6 years

☐ 7—8 years
☐ 9—10 years
☐ More than 10 years

8. What are your reasons for riding Pace? *Please select all that apply.* [reasons]
☐ Commute to / from work
☐ Commute to / from school
☐ Business related to work
☐ Medical / dental appointment
☐ Personal business
☐ Shopping
☐ Entertainment, visiting, recreation
☐ Airport
☐ Other, please specify:_____

9. What is the distance from your home to the nearest Pace bus stop? [distance]
☐ Less than ¼ Mile
☐ ¼ - ½ Mile
☐ ½ - ¾ Mile
☐ ¾ - 1 Mile
☐ 1 – 2 Miles
☐ 2 - 4 Miles
☐ 4+ Miles

10. Do you usually pay… [fullfare]
o Full fare (including passes)
o Reduced fare (e.g., students, seniors, persons with disabilities)
o Ride free

[programmer: If Full or Reduced fare]

11. How do you usually pay for your Pace bus fare? *Please select all that apply.*
☐ Cash / Single Ticket
☐ Pace/CTA 7-Day Pass
☐ Pace/CTA 30-Day Pass
☐ Pace 30-Day Pass
☐ Campus Connection Pass
☐ Metra/Pace PlusBus Pass
☐ Metra Link-up Pass
☐ Ventra Stored Value *<PROGRAMMER: SKIP TO [add]>*
☐ Other, please specify: _____

12. Do you have a Ventra Card? [card]
o Yes
o No *<PROGRAMMER: SKIP TO [source]>*

[Only ask if [card] = Yes]
13. How do you usually add value to your Ventra Card/account? [add]
    o   Cash at Ventra vending machine
    o   Cash at Ventra retailer
    o   Credit or debit card at Ventra vending machine
    o   Credit or debit card at Ventra retailer
    o   Ventra app
    o   Ventra website
    o   Through a Commuter Transit Benefit program (WageWorks, Wired Commute, etc.)
    o   Other, please specify: _____

14. Indicate all sources that you used in the past year to obtain information about Pace routes or service in general and Pace bus service changes, in particular. Check all that apply. [source; changes]

	Pace routes or service	Pace service changes
Advertisements	o	o
Ventra app	o	o
Google Directions or Maps	o	o
Moovit, Citymapper, or similar	o	o
RTA Travel Information Center	o	o
RTA Website	o	o
Pace Information Phone Line	o	o
Pace Website	o	o
Transit Station Signage	o	o
Bus Stop Signs	o	o
Pace staff/drivers	o	o
Onboard passenger notices	o	o
Word of Mouth	o	o
Email/Text alerts	o	o
Other, please specify: _____	o	o
None of the above	o	o

15. How frequently do you work from home or telecommute? [telecommute_frequency]
    o   Employer does not allow – skip to Question [benefits]
    o   5 or more days per week
    o   3-4 days per week
    o   1-2 days per week
    o   1-3 days per month

    o   A few days per year
    o   Less than a few days per year to never
    o   Not Applicable (e.g., I don't work) – skip to Question [benefits]

16. On which days of the week do you typically telecommute or work from home? Check all that apply. [teledow]

    o   Monday
    o   Tuesday
    o   Wednesday
    o   Thursday
    o   Friday
    o   Saturday
    o   Sunday

17. Which of the following transit benefits, if any, does your employer offer? *Please select all that apply.* [benefits]
   ☐ Pre-tax transit benefits
   ☐ Free transit passes
   ☐ Money toward your transit fares
   ☐ None of the above
   ☐ Not sure/Not applicable (e.g., I don't work)

18. Please think about the trip you take most often with Pace. What mode of transportation would you use if your current service was not available? *Please select all that apply.* [altmode]
   ☐ Drive alone
   ☐ CTA
   ☐ Metra
   ☐ Vanpool
   ☐ Carpool
   ☐ Taxi
   ☐ Bicycle
   ☐ Walk
   ☐ Ride-hailing service (e.g., Uber, Lyft)
   ☐ E-scooter
   ☐ I would not be able to make this trip
   ☐ Other, please specify:_____

PACE SATISFACTION QUESTIONS

19. Based on your experience riding on Pace over the PAST 30 DAYS, please indicate your level of SATISFACTION with the following Pace service elements. *Use a scale from 1 to 10, where 1 is Very Dissatisfied and 10 is Very Satisfied.*

		Very Dissatisfied		Dissatisfied			Satisfied			Very Satisfied		Not Applicable
1.	Overall satisfaction with Pace [overall_2]	1	2	3	4	5	6	7	8	9	10	n/a
2.	Transfers (waiting time & reliability)	1	2	3	4	5	6	7	8	9	10	n/a
3.	Buses running on time [tr_1]	1	2	3	4	5	6	7	8	9	10	n/a
4.	Availability of seats on the bus [comf_1]	1	2	3	4	5	6	7	8	9	10	n/a
5.	Accuracy of schedule & route information	1	2	3	4	5	6	7	8	9	10	n/a
6.	Drivers' courtesy [emp_1]	1	2	3	4	5	6	7	8	9	10	n/a
7.	Service available when I need it	1	2	3	4	5	6	7	8	9	10	n/a
8.	Pace customer service	1	2	3	4	5	6	7	8	9	10	n/a
9.	Personal security on bus [psafe_2]	1	2	3	4	5	6	7	8	9	10	n/a
10.	Ease of fare payment	1	2	3	4	5	6	7	8	9	10	n/a
11.	Ventra mobile app	1	2	3	4	5	6	7	8	9	10	n/a
12.	Cleanliness of bus interior [clean_1]	1	2	3	4	5	6	7	8	9	10	n/a
13.	Distance to nearest bus stop	1	2	3	4	5	6	7	8	9	10	n/a
14.	Total travel time for your trip [tr_5]	1	2	3	4	5	6	7	8	9	10	n/a
15.	Service available to the	1	2	3	4	5	6	7	8	9	10	n/a

place I need to go											
16. How drivers obey & enforce rules	1	2	3	4	5	6	7	8	9	10	n/a
17. Personal security at bus stops [psafe_3]	1	2	3	4	5	6	7	8	9	10	n/a
18. Availability of schedule & route information [inf_1]	1	2	3	4	5	6	7	8	9	10	n/a
19. Coordination of schedules with CTA, Metra	1	2	3	4	5	6	7	8	9	10	n/a
20. Comfortable temperature on board [comf_2]	1	2	3	4	5	6	7	8	9	10	n/a
21. Buses in good working order	1	2	3	4	5	6	7	8	9	10	n/a
22. Drivers' willingness to assist me	1	2	3	4	5	6	7	8	9	10	n/a
23. Ease of understanding schedules & routes	1	2	3	4	5	6	7	8	9	10	n/a
24. Value of service for fare paid [overall_1]	1	2	3	4	5	6	7	8	9	10	n/a
25. Availability of bus shelters	1	2	3	4	5	6	7	8	9	10	n/a
26. Drivers' safe driving [psafe_1]	1	2	3	4	5	6	7	8	9	10	n/a
27. Notification of service changes [inf_3]	1	2	3	4	5	6	7	8	9	10	n/a
28. Frequency of bus service in rush-hour [tr_2]	1	2	3	4	5	6	7	8	9	10	n/a
29. Frequency of bus service in	1	2	3	4	5	6	7	8	9	10	n/a

non-rush hour [tr_3]												
30. Availability of service information at Pace's website [inf_2]	1	2	3	4	5	6	7	8	9	10	n/a
31. On-board announcements of bus stops while riding [comm_1]	1	2	3	4	5	6	7	8	9	10	n/a
32. Cleanliness of bus stop [clean_2]	1	2	3	4	5	6	7	8	9	10	n/a
33. Drivers' knowledge of system to assist me [emp_2]	1	2	3	4	5	6	7	8	9	10	n/a
34. Comfort while waiting at bus stop [comf_3]	1	2	3	4	5	6	7	8	9	10	n/a
35. Accuracy and usability of Pace Bus Tracker's text messaging service	1	2	3	4	5	6	7	8	9	10	n/a
36. Accuracy and usability of Pace Bus Tracker on the Pace website	1	2	3	4	5	6	7	8	9	10	n/a
37. Personal security on the way to bus stop	1	2	3	4	5	6	7	8	9	10	n/a
38. Pace's response to the COVID-19 pandemic	1	2	3	4	5	6	7	8	9	10	n/a

[Programmer: Group around 10-12 items per page to minimize scrolling. Do not randomize.]

20. Using a scale of 1 to 10, where *1 is Not at all Likely and 10 is Very Likely*, indicate how likely are you to…

	Not at all Likely		Somewhat Unlikely			Likely			Very Likely		Not Applicable
Continue riding Pace one year from now [continue]	1	2	3	4	5	6	7	8	9	10	n/a
Recommend Pace to others [loyal]	1	2	3	4	5	6	7	8	9	10	n/a

21. Please consider your ability to move throughout the Chicago region, **using any and all of the available public transportation** options (CTA, Pace, Metra) and indicate your overall **regional satisfaction** using the 1 to 10 scale. If the question does not apply to you, please select "n/a" (not applicable). [reg]

How satisfied are you with…	Very Dissatisfied		Dissatisfied			Satisfied			Very Satisfied		Not Applicable
Availability of public transportation throughout the six-county Chicago region when and where you need to travel	1	2	3	4	5	6	7	8	9	10	n/a
Ease of transferring to other transit services (such as coordination of scheduling, payment, signage, walking paths, etc.)	1	2	3	4	5	6	7	8	9	10	n/a
The availability of connecting services near transit such as bike share, ride-hail etc.	1	2	3	4	5	6	7	8	9	10	n/a
The condition of the transit infrastructure (such as buses, trains, stations, bridges, signage, etc.)	1	2	3	4	5	6	7	8	9	10	n/a
Information and service received from the regional RTA Travel Information Center	1	2	3	4	5	6	7	8	9	10	n/a
Overall satisfaction with public transportation in the six-county Chicago region	1	2	3	4	5	6	7	8	9	10	n/a

For the next few questions, we would like you to concentrate on your **typical Pace bus trip**, that is, the trip **you make most often**, a portion of which includes **Pace**.

22. What is the primary purpose of this trip? [reasons]
    □ Commute to/from work
    □ Commute to/from school
    □ Business related to work
    □ Medical / dental appointment
    □ Personal business
    □ Shopping
    □ Entertainment, visiting, recreation
    □ Airport
    □ Other, please specify:_____

23. Where do you start your typical one-way Pace bus trip? [origin]
    □ Home
    □ Work
    □ Other, please specify:_____

    Where is that place located? **If you do not wish to provide the exact location, please select a nearby intersection.** [Olocated] You can also click to zoom in on the map and place a marker to select a location.
        <insert real-time geocoder with address and business search and map option>

24. How do you get from that place (< origin>) to the stop where you board your FIRST Pace bus? *Please select all that apply.* [accMode]
    □ Drive alone
    □ Vanpool
    □ Carpool
    □ Taxi
    □ CTA Bus
    □ Bicycle
    □ CTA Train
    □ Walk
    □ Metra
    □ Ride-hailing service (e.g., Uber, Lyft)
    □ Personal or shared scooter (e.g., Lime, Bird, JUMP)
    □ Other, please specify:_____

25. How many transfers from one Pace bus to another Pace bus do you make on your typical one-way Pace bus trip? [transfer]
    □ None
    □ 1 transfer
    □ 2 transfers
    □ 3 transfers
    □ 4+ transfers

26.
<programmer: if respondent selected "None" in question 24>
Please indicate the route number of the Pace bus you ride on your typical one-way Pace bus trip: You can search for your route using the dropdown below by typing into its search box

<programmer: if respondent selected "1 transfer," "2 transfers," or "3 transfers" in question 24>
Please indicate the route number(s) of ALL the Pace buses you ride on your typical one-way Pace bus trip: You can search for your route using the dropdown below by typing into its search box

<programmer: if respondent selected "4+ transfers" in question 24>
Please indicate the route number(s) of the first five Pace buses you ride on your typical one-way Pace bus trip: You can search for your route using the dropdown below by typing into its search box
[routesUsed]
      Route #: <drop down list of routes>
      Route #: <drop down list of routes>
      Route #: <drop down list of routes>
      Route #: <drop down list of routes>
      <Programmer: include "Don't know" as a last option for each drop down list. Include # of transfers + 1 route drop down lists.>

27. How many minutes do you spend riding on PACE BUSES during your typical one-way Pace bus trip? [tripmin]
   - ☐ 15 minutes or less
   - ☐ 16 - 30 minutes
   - ☐ 31 - 45 minutes
   - ☐ 46 - 60 minutes
   - ☐ 61 - 90 minutes
   - ☐ 90+ minutes

28. Where do you end your typical one-way Pace bus trip? *For most people this location will be different than <origin>, since we are interested in the ONE-WAY trip.*
   [destination]
   - ☐ Home
   - ☐ Work
   - ☐ Other, please specify:_____

[*Programmer: include message if origin = destination]:* ***Are you sure you went from <origin> to <destination> on your one-way trip?***
   - ☐ Yes, this is fine
   - ☐ No, I need to change my origin
   - ☐ No, I need to change my destination

29. Where is that place located? **If you do not wish to provide the exact location, please select a nearby intersection.** You can also click to zoom in on the map and place a marker to select a location. [Dlocated]

   <insert real-time geocoder with address and business search and map option. Validate address so that origin address ≠ destination address. Provide error message if the same>

30. After riding the LAST Pace bus in your one-way trip, how do you get to your destination <destination>? *Please select all that apply.* [egrMode]

   ☐ Drive alone
   ☐ Vanpool
   ☐ Carpool
   ☐ Taxi
   ☐ CTA Bus
   ☐ Bicycle
   ☐ CTA Train
   ☐ Walk
   ☐ Metra
   ☐ Ride-hailing service (e.g., Uber, Lyft)
   ☐ Personal or shared scooter (e.g., Lime, Bird, JUMP)
   ☐ Other, please specify:_____

4.3 DEMOGRAPHICS

The following questions are for classification purposes only.
[programmer: Validate US zip codes]
31. What is your home ZIP Code? __ __ __ __ __ [zip]

32. What is your gender? [gender]
   ☐ Female
   ☐ Male
   ☐ Prefer to self-describe: _____ <do not validate>

33. Do you consider yourself a person with a disability? [disab]
   ☐ Yes
   ☐ No

34. What is your marital status? [marital]
   ☐ Single
   ☐ Married
   ☐ Other

35. What is the highest level of education you have completed? [educ]
   ☐ Some high school or less
   ☐ High school graduate

☐ Some college or technical school
☐ College graduate
☐ Post graduate degree

36. What is your current employment status? *Please select all that apply.* [employ]
☐ Full-time
☐ Part-time
☐ Student
☐ Retired
☐ Unemployed
☐ Homemaker
☐ Other, please specify: _____

37. Which of the following categories best describes your ethnic background? *Please select all that apply.* [race]
☐ African American/Black
☐ Asian/Pacific Islander
☐ Caucasian/White
☐ Hispanic/Latino
☐ Other, please specify: _____

38. What is the primary language spoken in your household? [lang]
☐ English
☐ Chinese
☐ Korean
☐ Polish
☐ Spanish
☐ Other, please specify: _____

39. How well do you speak English? [english_level]
☐ Very well
☐ Well
☐ Not well
☐ Not at all

40. Which of the following mobile devices do you use? *Please select all that apply.* [device]
☐ Smartphone
☐ Cell phone for calls and text
☐ Cell phone for calls only
☐ Laptop or tablet
☐ Other, please specify: _____
☐ None of the above

41. Thinking about your entire household…
How many people are in your household *(including yourself)?* _____ # people [hhsize]

How many children under 18 years of age are in your household? _____ # children [kids]
How many cars are in your household? _____ # cars [veh]
How many employed people are in your household?_____ # people employed [hhemps]

42. Do you have a driver's license? [lic]
    ☐ Yes
    ☐ No

43. Do you have a car available for the trip you typically take on Pace? [owncar]
    ☐ Yes
    ☐ No

44. What is your age? [age]
    ☐ Under 18
    ☐ 18 - 24
    ☐ 25 - 34
    ☐ 35 – 44
    ☐ 45 - 54
    ☐ 55 - 64
    ☐ 65+ years
[Programmer note: do not validate]

45. What is your household's approximate annual income? [hhinc]
    ☐ Less than $15,000
    ☐ $15,000 - $19,999
    ☐ $20,000 - $24,999
    ☐ $25,000 - $29,999
    ☐ $30,000 - $34,999
    ☐ $35,000 - $39,999
    ☐ $40,000 – $49,999
    ☐ $50,000 – $59,000
    ☐ $60,000 - $74,999
    ☐ $75,000 - $99,999
    ☐ $100,000 - $149,999
    ☐ $150,000 and over
[Programmer note: Do not validate]

46. Please describe any problems or positive experiences you encountered with Pace service in the past 30 days or provide recommendations for improved service. [improved_service]

    _____

THANK YOU SCREEN

47. **Thank you! You do NOT have to provide us with your contact information to complete this survey.** However, if you wish to be entered into the prize drawing, we need your email address or complete mailing address. *This information is confidential and will be used only to contact you if you are a winner.*

Email: _____ **[email]**

    o   I do not have an email address

[programmer: if no email address is provided. Make Email field disappear. Have below appear]

Name: _____ **[name]**

Street Address: _____ [address]

City: _____ [city]

State: _____ [state]

Zip Code: _____ [zip_mailing]

*[programmer: **if** respondent enters something, validate for US Zip Code]*

Phone: _____ **[phone]**

[If email address or phone number is provided]

48.   May we contact you for future Pace/RTA research? **[research]**

☐ Yes

☐ No

Thank you for participating!

If you have additional comments or suggestions either about the *survey* or the *survey experience itself*, please enter them in the box below and click the "Next" button.

Otherwise, please click "Next" to complete the survey.

APPENDIX B. RECRUITMENT MATERIALS

FIGURE 31: PACE CAR CARD POSTED ON-BOARD BUSES

FIGURE 32: PACE POSTCARD IN ENGLISH AND SPANISH

APPENDIX C. ROUTE AND SAMPLING LOCATIONS

TABLE 5: STATIONARY SURVEY HANDOUT LOCATIONS

Division	Handout Location	Number of Shifts
Fox Valley	Aurora Transportation Center	6
	Naperville BNSF	2
Heritage	Jefferson/Chicago	4
	Joliet Union Station	4
	New Joliet Transportation Center	6
North	Sheridan Rd & Washington St	4
North Shore	CTA Howard Station	4
	Linden CTA (Linden Ave & 4th St)	2
	Old Orchard Mall - Macy*s	2
River	Elgin Transportation Center	3
River/Northwest	Rosemont CTA Station	3
Total		**40**

TABLE 6: TRIPS SAMPLED BY DIVISION

Division	Number of Trips
Fox Valley	71
Heritage	69
North	158
North Shore	66
Northwest	179
River	174
South	147
Southwest	100
West	213
Total	**1,177**

TABLE 7: ROUTES SAMPLED BY DIVISION

Division	Route
Fox Valley	533
	802
Heritage	501
	504
	505
	508
North	509
	524
	561
	562
	563
	564
	565
	566
	568
	569
	571
	572
	574
North Shore	210
	213
	215
	422
Northwest	208
	221
	223
	226
	240
	250
	290
	606
River	542
	543
	546
	549

Division	Route
South	349
	350
	352
	356
	359
	361
	364
	395
	541
	554
	890
Southwest	379
	381
	383
	384
	385
	386
	390
	395
West	301
	302
	303
	305
	307
	308
	310
	314
	315
	316
	317
	318
	332
Contractor	411
	471
	711
	715
	811

APPENDIX D. CROSSTABS

Crosstabs are provided under separate cover.