

**2026**

**Spokane Transit Authority  
Community Perceptions Survey**

**Findings Report**



**ETC**  
INSTITUTE

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# Executive Summary

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# 2026 Spokane Transit Authority (STA) Community Perceptions Survey *Executive Summary*

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## Overview

In March and April of 2026, 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 460 completed surveys collected. The overall results for the sample of 460 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](https://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-three percent (53%) 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-nine percent (49%) of respondents said that they will most likely not ride an STA bus over the next 12 months, and twenty-two percent (22%) 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. Eight percent (8%) work only from home, and twenty-two percent (22%) 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, sixty-one percent (61%) commute to work/school five days per week. Of the same group, forty-nine percent (49%) have a commute between five and fourteen miles. Sixty-one percent (61%) of these individuals typically drive alone in their personal vehicle to work/school. Since 2019, commuting habits have not changed for fifty-four percent (54%) of these individuals, while twenty-six percent (26%) are commuting more often.
- Demographic Characteristics.** Eighty-eight percent (88%) of respondents indicated that they are White/Caucasian with the second largest group being Hispanic/Latino at eight percent (8%). Age of respondents was evenly distributed with groups 18-34, 35-44, 45-54 and 65+ years old, each being between ten to twenty-two percent. The highest completed education level for thirty-eight percent (38%) of respondents was high school or GED, while the highest level for twenty-two percent (22%) of respondents was a four-year college degree. Nineteen percent (19%) of respondents have an annual household income of more than \$100,000, and all other income groups fall between ten (10%) and eighteen percent (18%).

## Community Perceptions

- Overall Perception.** When rating the transportation system in the Spokane area as a whole (roads, transit, sidewalks, bikeways, etc.), thirty-seven percent (37%) said that it was “excellent” or “good,” with thirty-seven percent (37%) rating it as “fair.” Based on personal experience or anything respondents may have seen, read, or heard fifty-four percent (54%) of respondents rated the overall job they think STA is doing in providing public transit service in the area as “excellent” or “good.” Thirty-one percent (31%) rated it as “fair.” Fifty percent (50%) of respondents believe that the amount of bus service that STA provides is “just right,” and thirty-five percent (35%) 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. Thirteen percent (13%) selected gas prices, and eleven percent (11%) 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 eighty-one percent (81%) saying that it is “somewhat valuable” or “extremely valuable.” The second highest rated item was “Providing mobility to low-income families” at seventy-eight percent (78%). Seventy-seven percent (77%) 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” (24%), “Need more bus stops/covered stops” (24%), and “Run earlier/run later/run more often” (26%). Twenty-seven percent of respondents (27%) indicated that they have no complaints.
- **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” (60%), “Increased security” (57%), and “Increased cleanliness” (54%).
- **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” (67%), “STA is committed to innovation & technological advancement” (61%), and “I support STA’s transition to zero-emission buses & vehicles” (60%).

## 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 -10 may appear to be a low score for STA at face value, it is roughly 12 times better than the National Average of -61.

- **Perception of Value Provided by STA.** Listed below is each item ordered by percentage difference (Extremely Valuable and Somewhat Valuable answers) from the National Average:
  - Overall value to the Spokane Region: 77% vs. 66% (+11%)
  - Attracting & retaining a qualified workforce: 55% vs. 45% (+10%)
  - Making roads safer for all users: 52% vs. 45% (+7%)
  - Improving property values: 38% vs. 31% (+7%)
  - Overall value to you personally: 38% vs. 31% (+7%)
  - Improving quality of life: 60% vs. 56% (+4%)
  - Providing transportation options to people with special mobility needs: 81% vs. 78% (+3%)
  - Reducing traffic congestion: 58% vs. 56% (+2%)
  - Reducing pollution/carbon footprint: 60% vs. 58% (+2%)
  - Providing access to places of leisure & recreation: 59% vs. 57% (+2%)
  - Providing access to educational facilities: 74% vs. 72% (+2%)
  - Attracting & retaining more employment opportunities in the region: 55% vs. 54% (+1%)
  - Providing access to medical facilities: 76% vs. 77% (-1%)
  - Providing access to places of employment: 67% vs. 69% (-2%)
  - Providing affordable transportation options: 74% vs. 77% (-3%)
  - Providing mobility to low-income families & individuals who cannot afford the costs of owning a car: 78% vs. 84% (-6%)
  
- **Agreement with Statements Regarding STA Services.** Eight out of nine statements about STA service were rated 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: 61% vs. 40% (+21%)
  - STA service is easily accessible: 59% vs. 42% (+17%)
  - STA adequately serves employment centers: 49% vs. 32% (+17%)
  - STA is transparent in its financial reporting: 38% vs. 22% (+16%)
  - I view STA employees favorably: 67% vs. 52% (+15%)
  - STA provides service that supports quality of life & social needs: 60% vs. 48% (+12%)
  - STA makes infrastructure investments that have a positive economic impact for the community: 48% vs. 37% (+11%)
  - I have a positive perception of the STA brand: 54% vs. 45% (+9%)
  - It is safe to use STA services: 52% vs. 55% (-3%)
  
- 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**

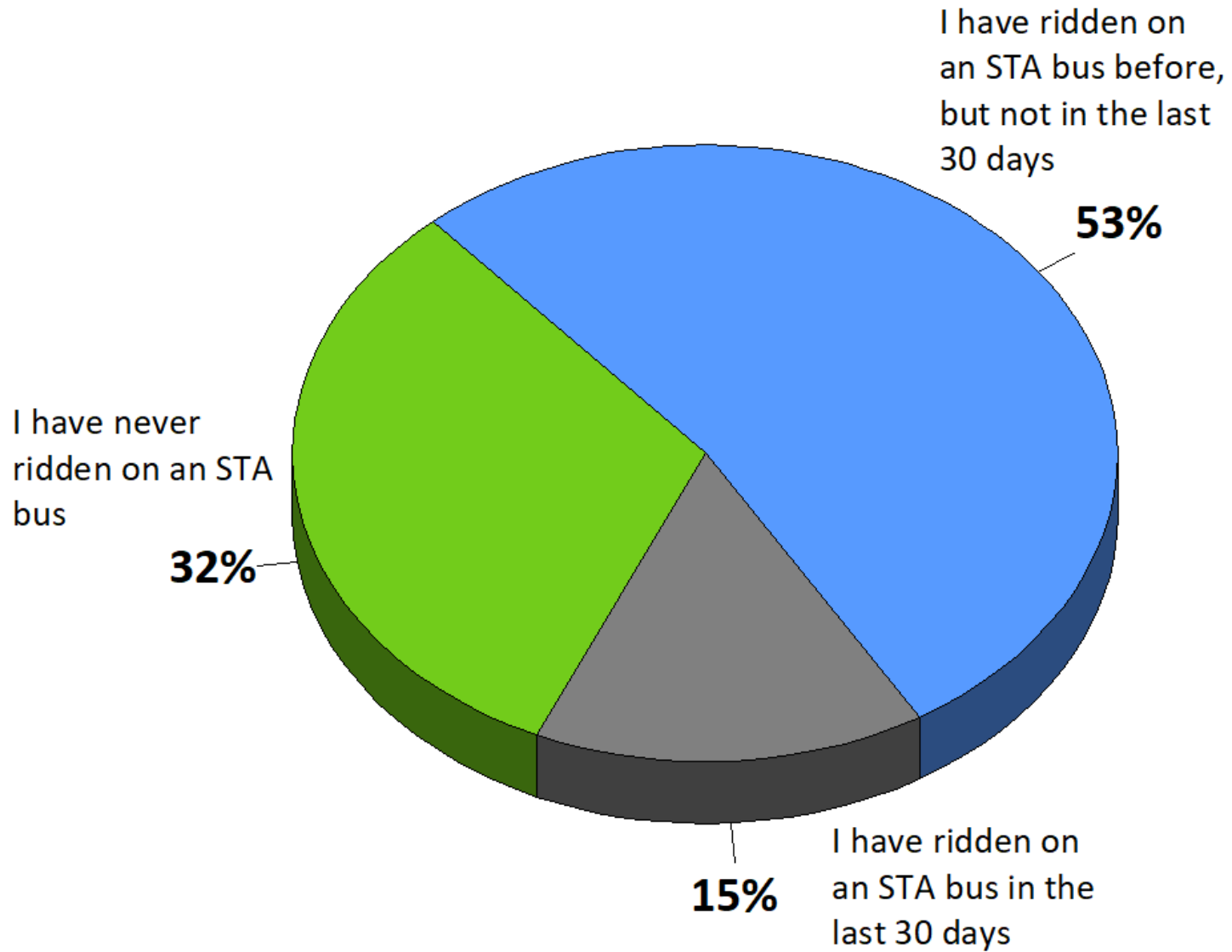
# Charts & Graphs



# KEY CHARACTERISTICS OF RESPONDENTS

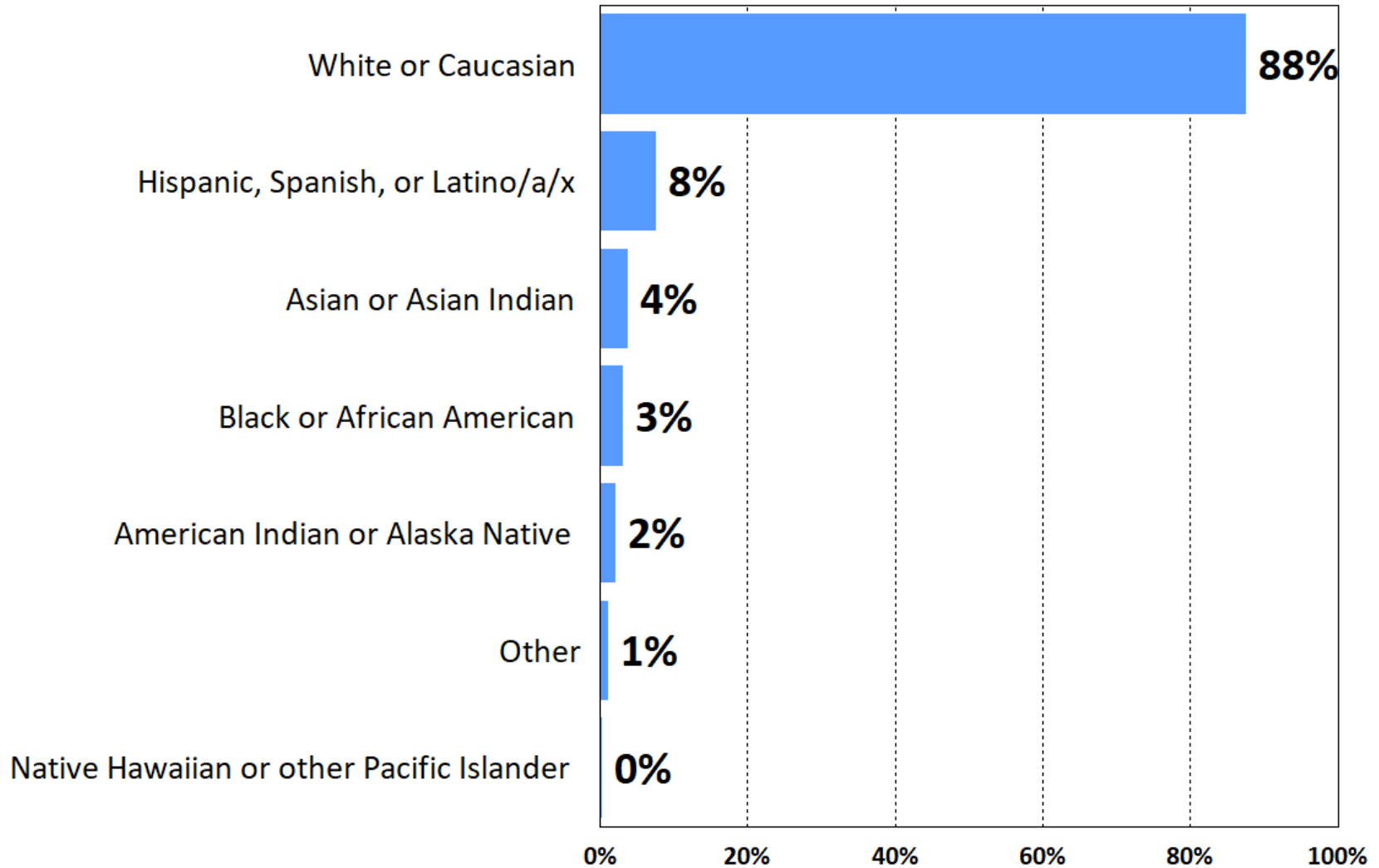
# Which best describes you? (Q8)

by percentage of respondents (excluding "not provided")



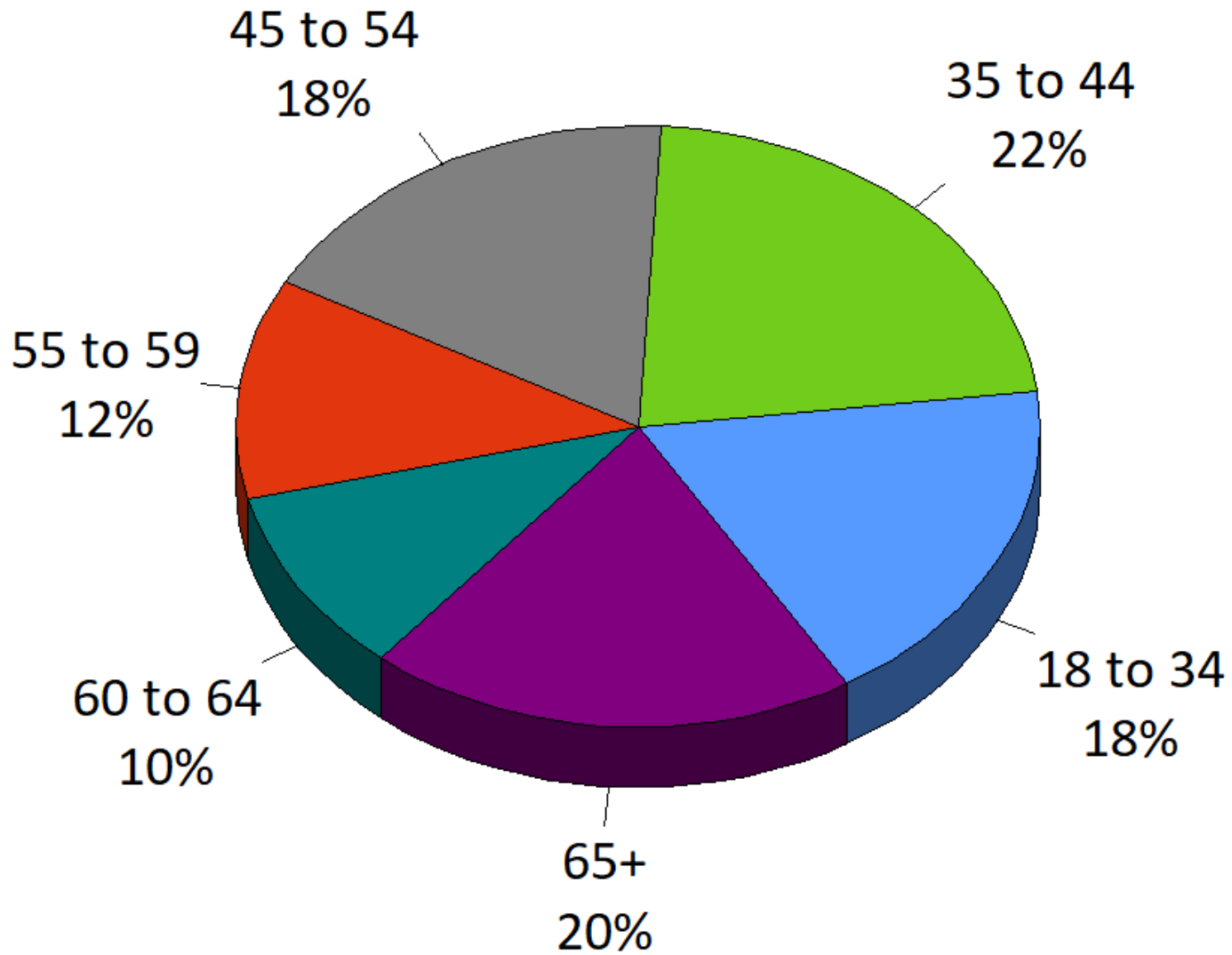
# Which of the following best describes your race/ethnicity? (Q20)

by percentage of respondents (excluding "prefer not to say")



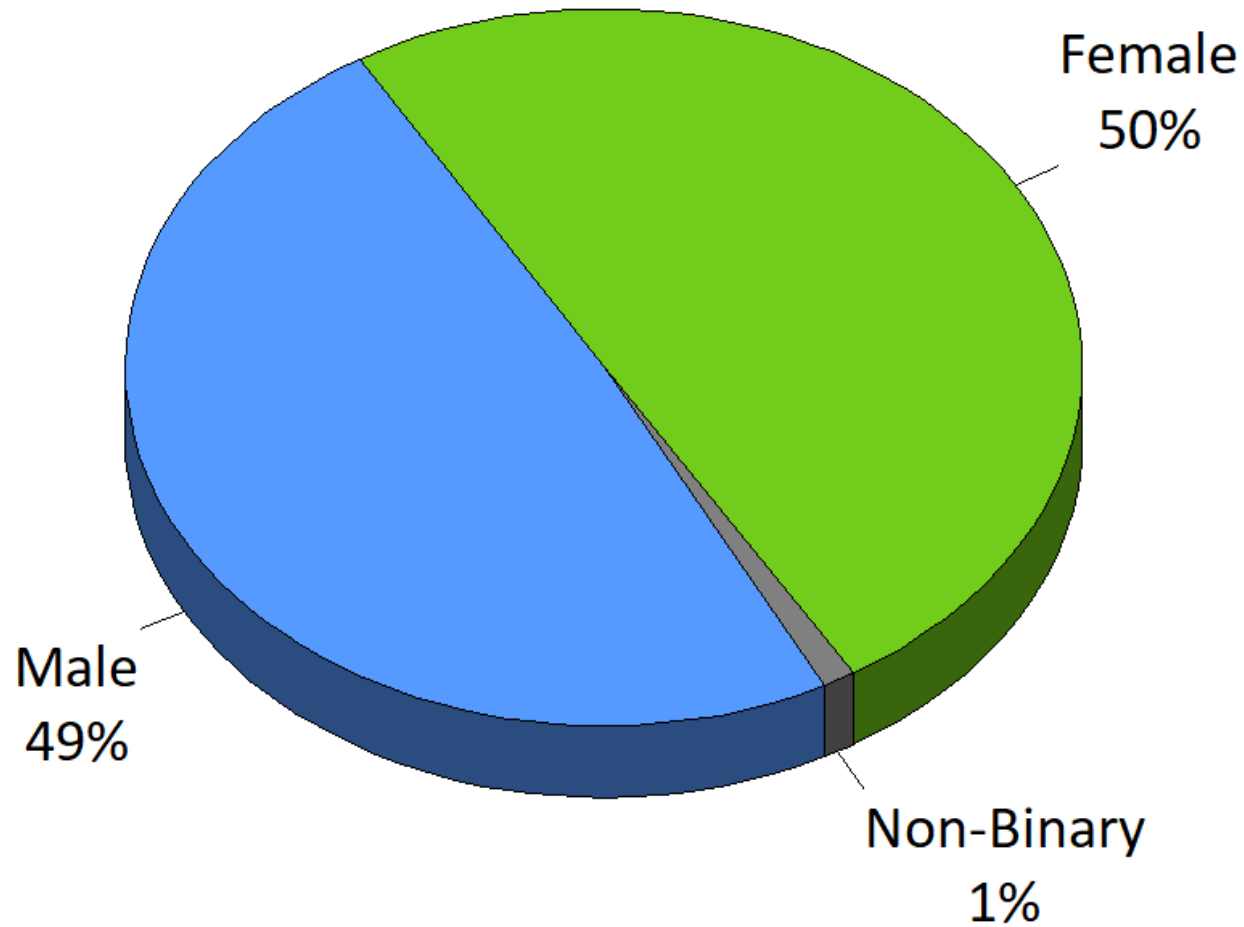
# What is your age range? (Q19)

by percentage of respondents (excluding "refused")



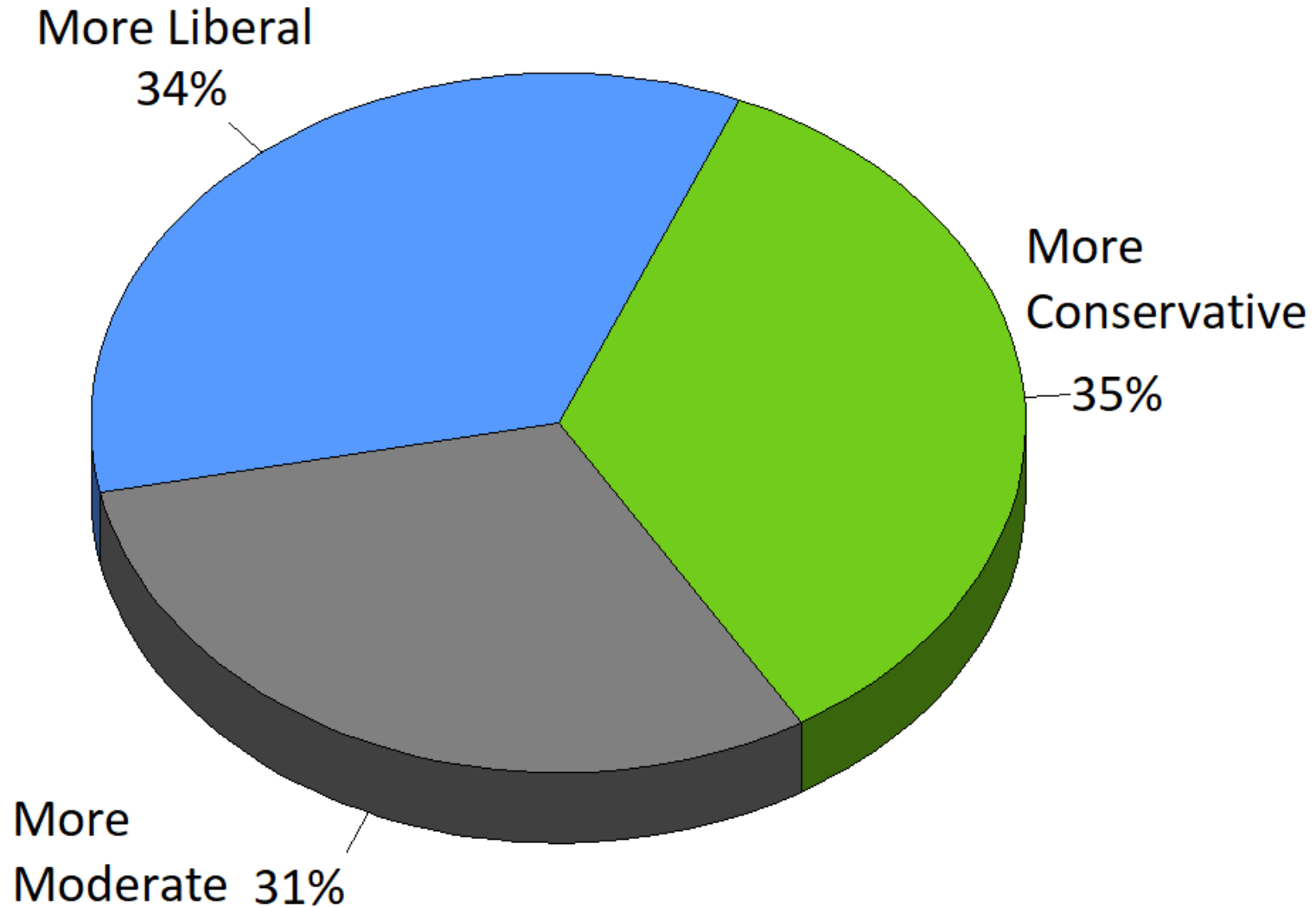
# Gender (Q24)

by percentage of respondents (excluding "not provided")



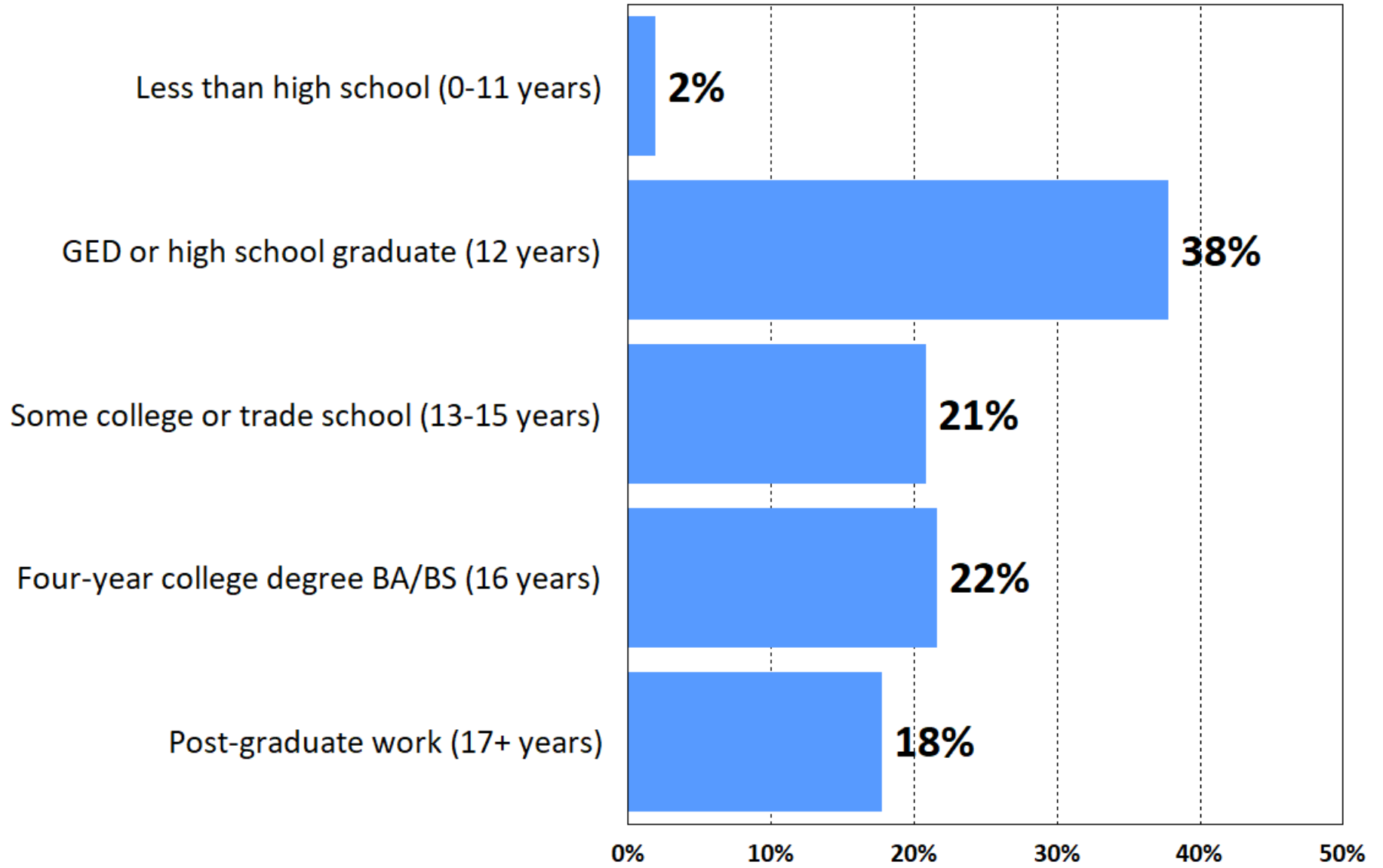
# On political issues, do you consider yourself to be more Liberal, more Moderate, or more Conservative? (Q21)

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



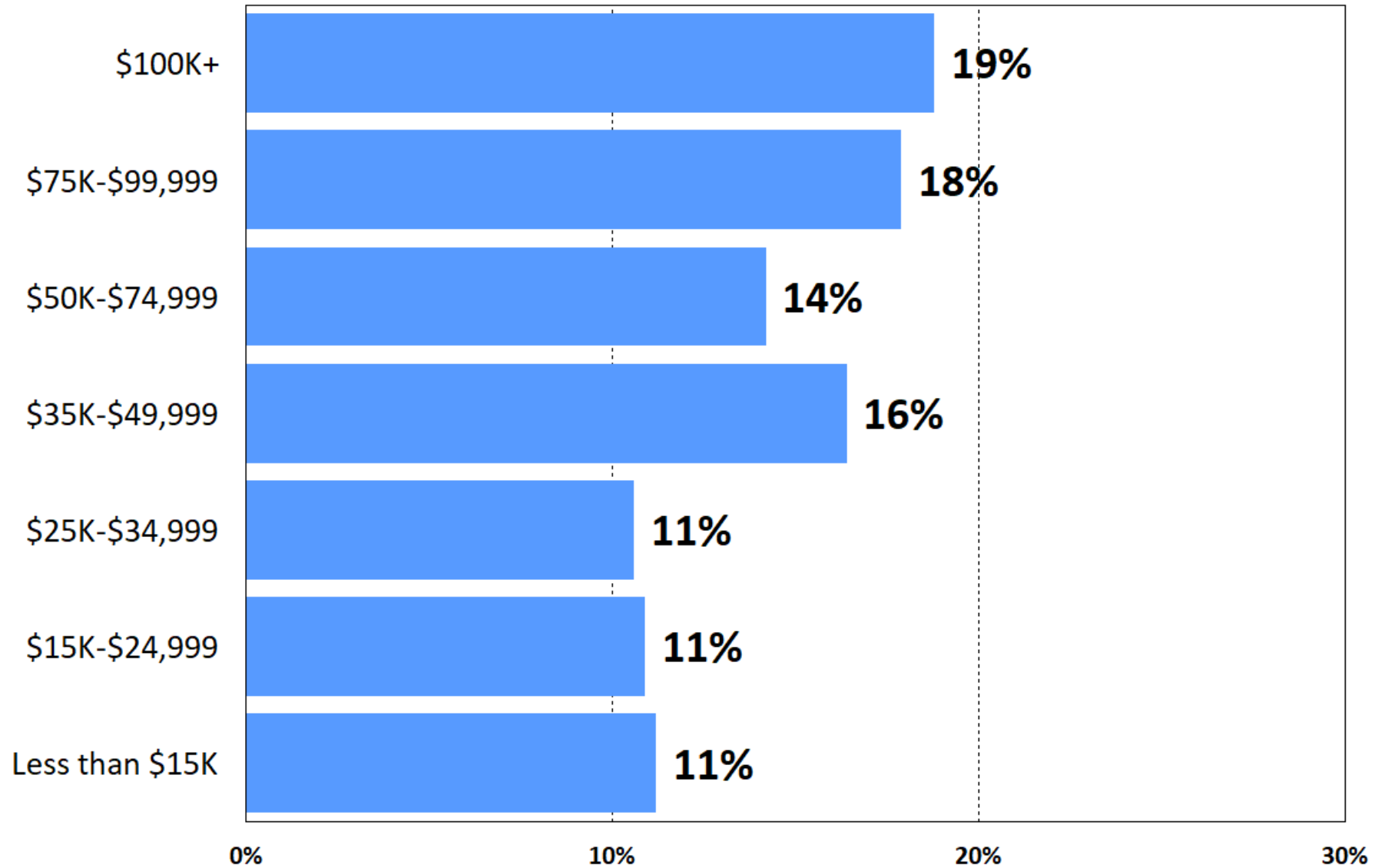
# What is your highest level of education completed? (Q22)

by percentage of respondents (excluding “don’t know/refused”)



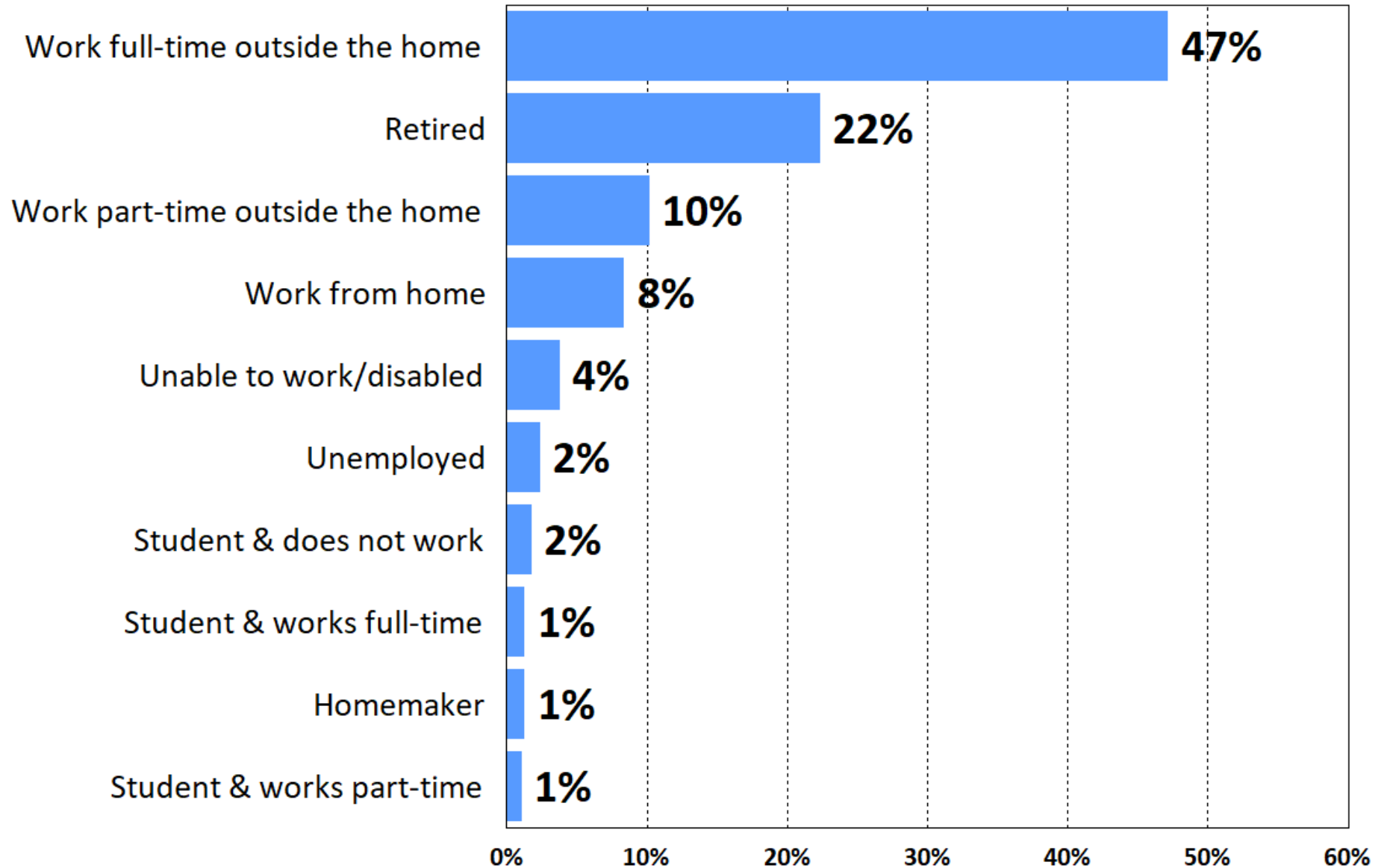
# What is your annual household income before taxes? (Q23)

by percentage of respondents (excluding "prefer not to answer")



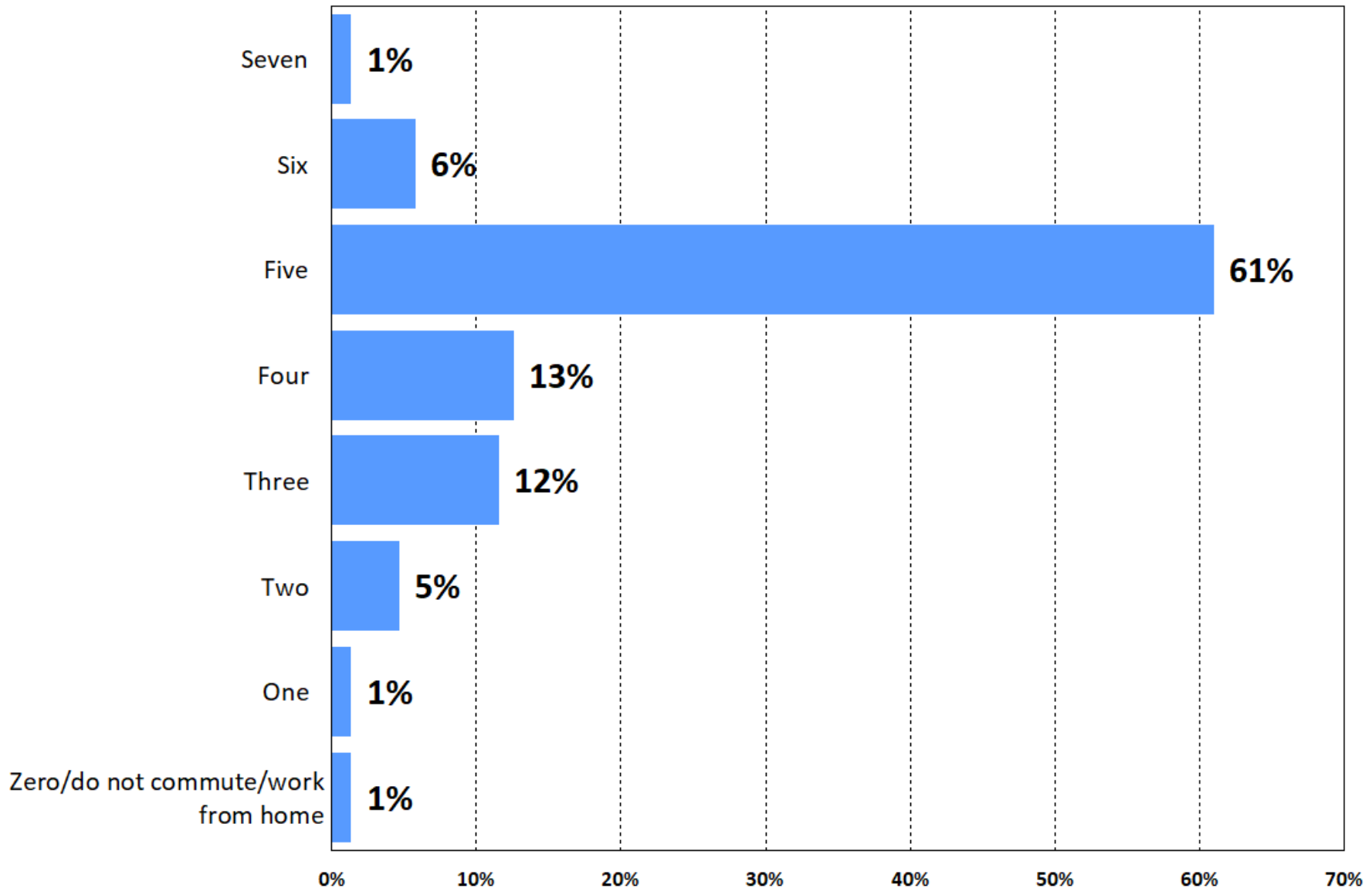
# What is your current employment status? (Q17)

by percentage of respondents (excluding "not provided")



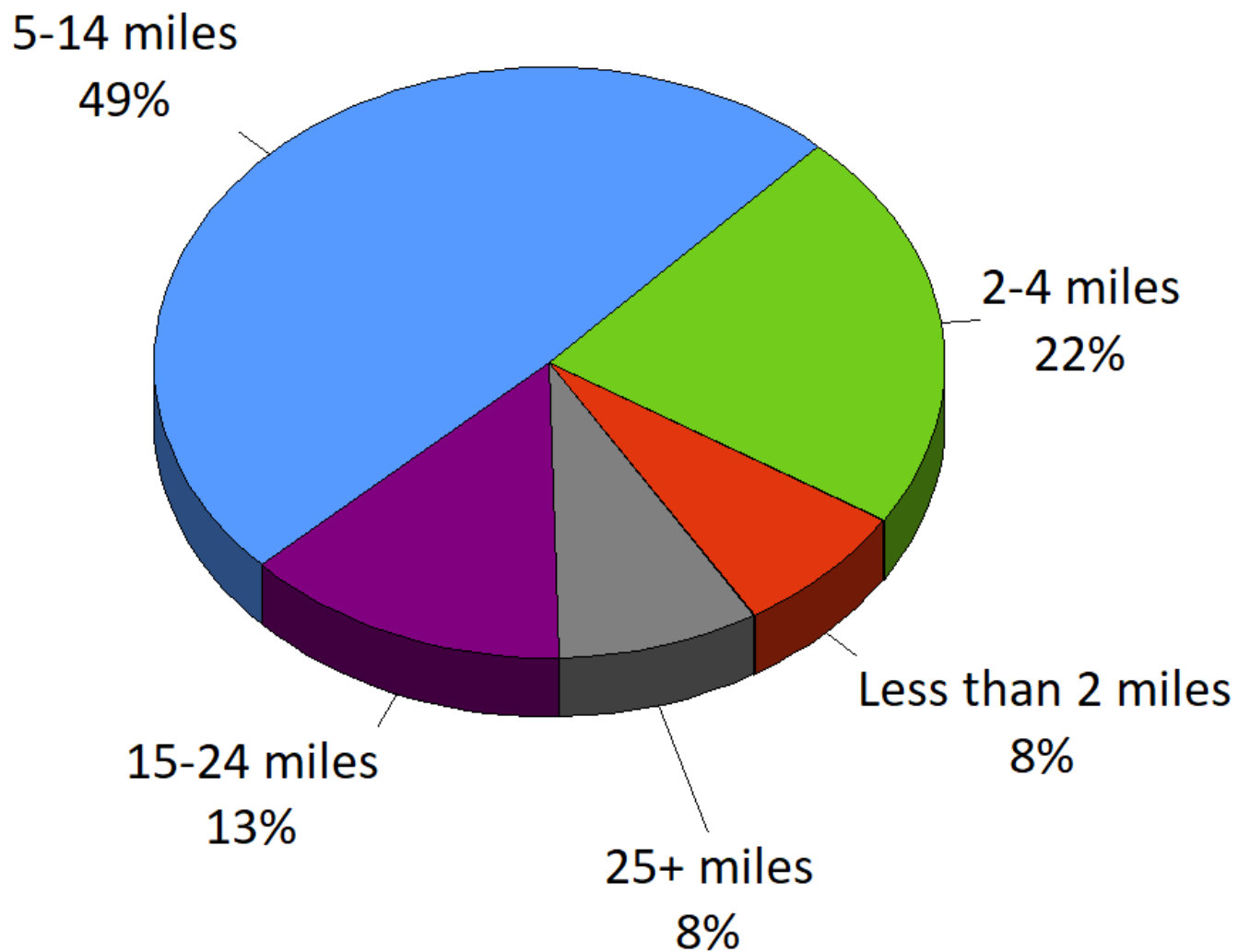
# How many days during an average week do you commute to work or school? (Q18)

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



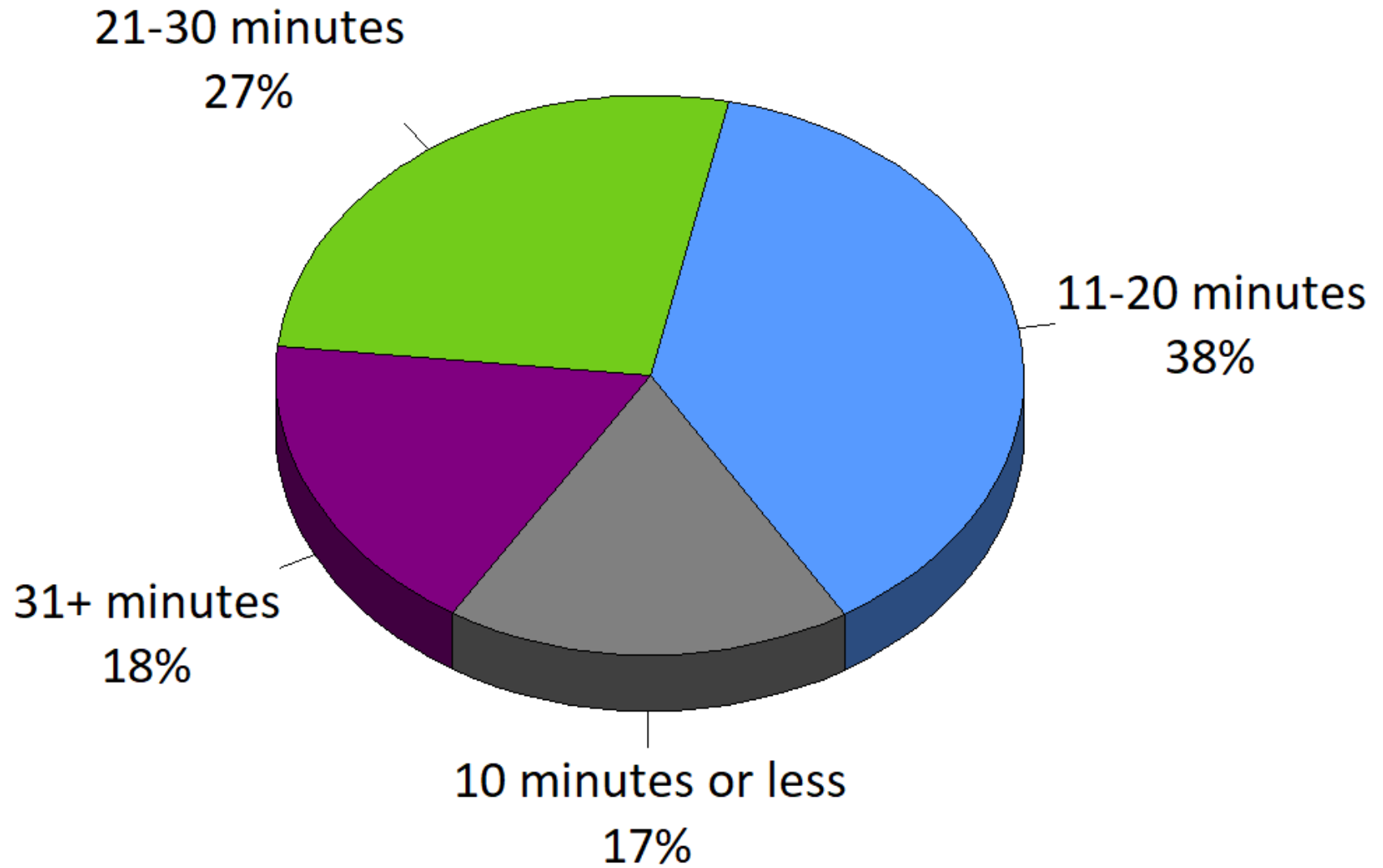
# How many miles, one-way, do you travel from home to work or school? (Q18a)

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



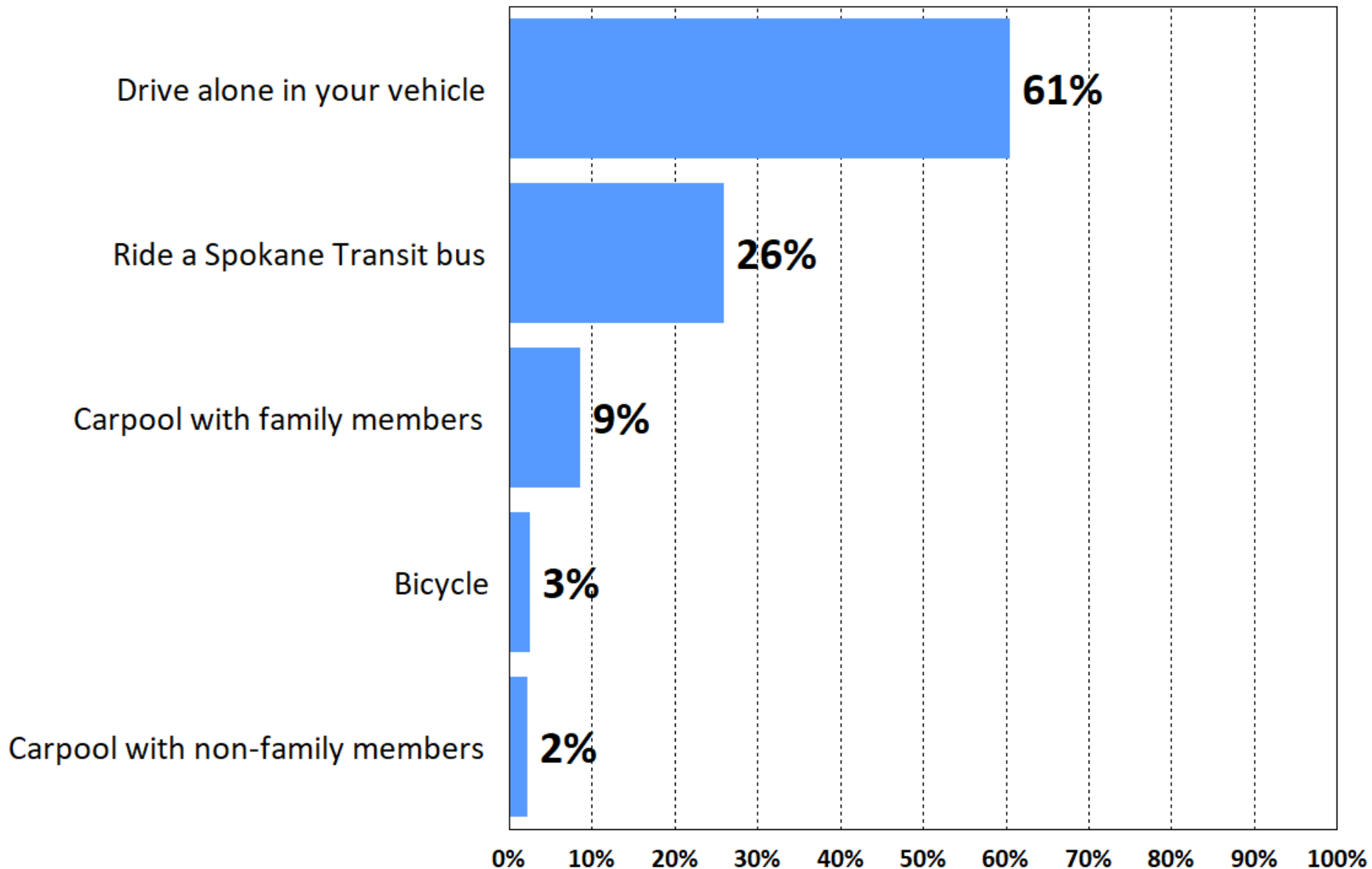
## About how long does that take you one-way? (Q18b)

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



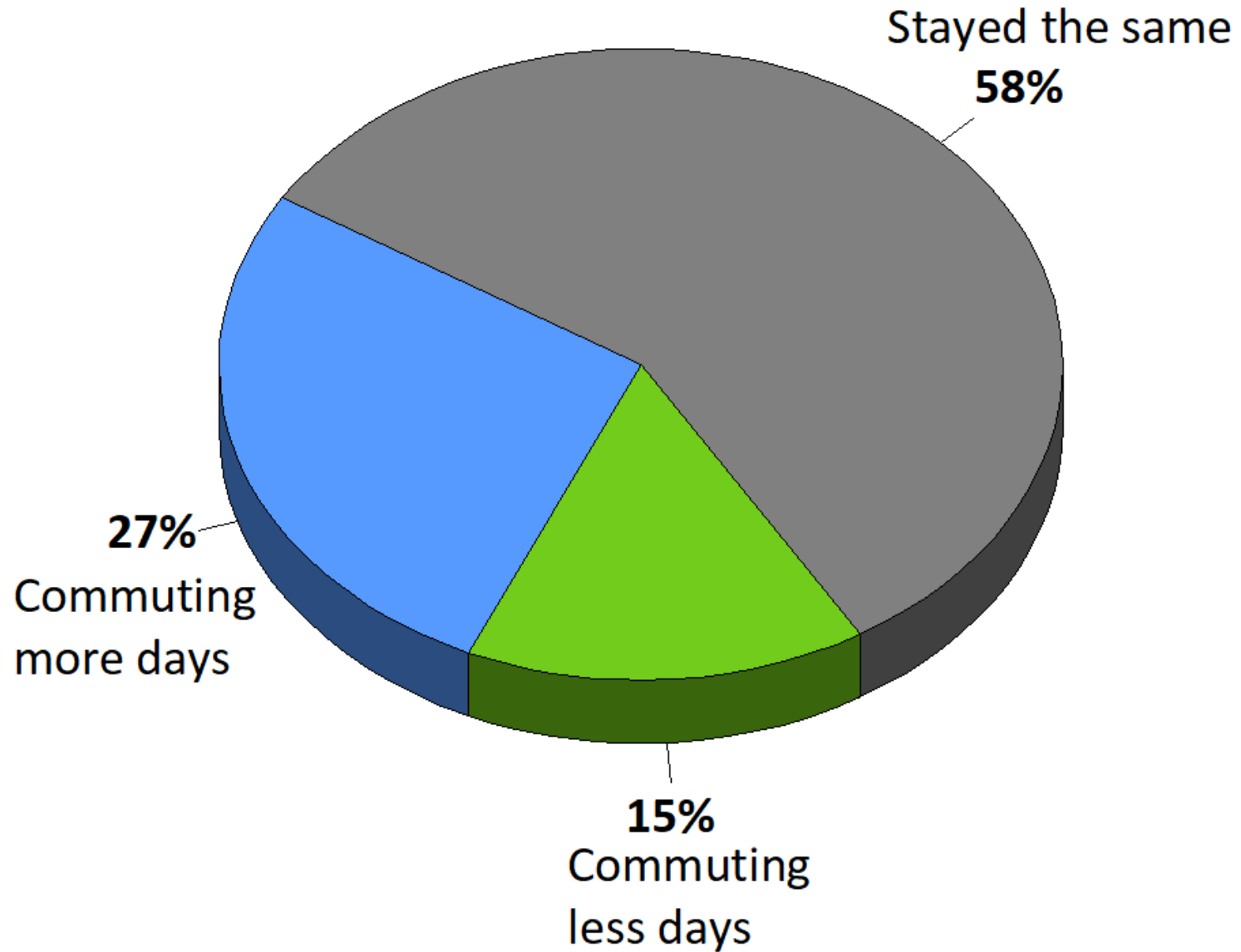
# How do you get to and from work or school? (Q18c)

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



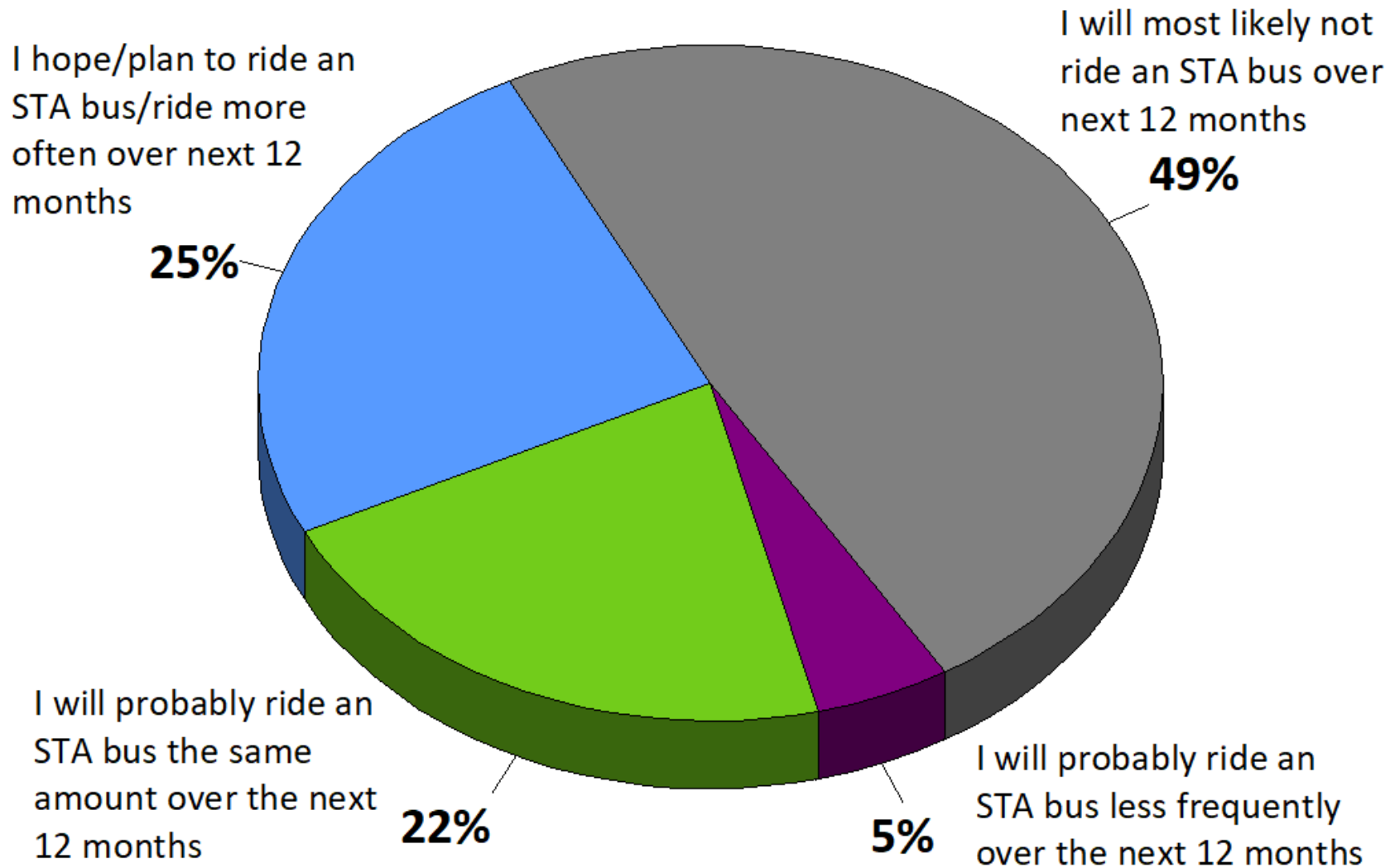
## How has your commute changed since 2019? (Q18d)

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



# 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")

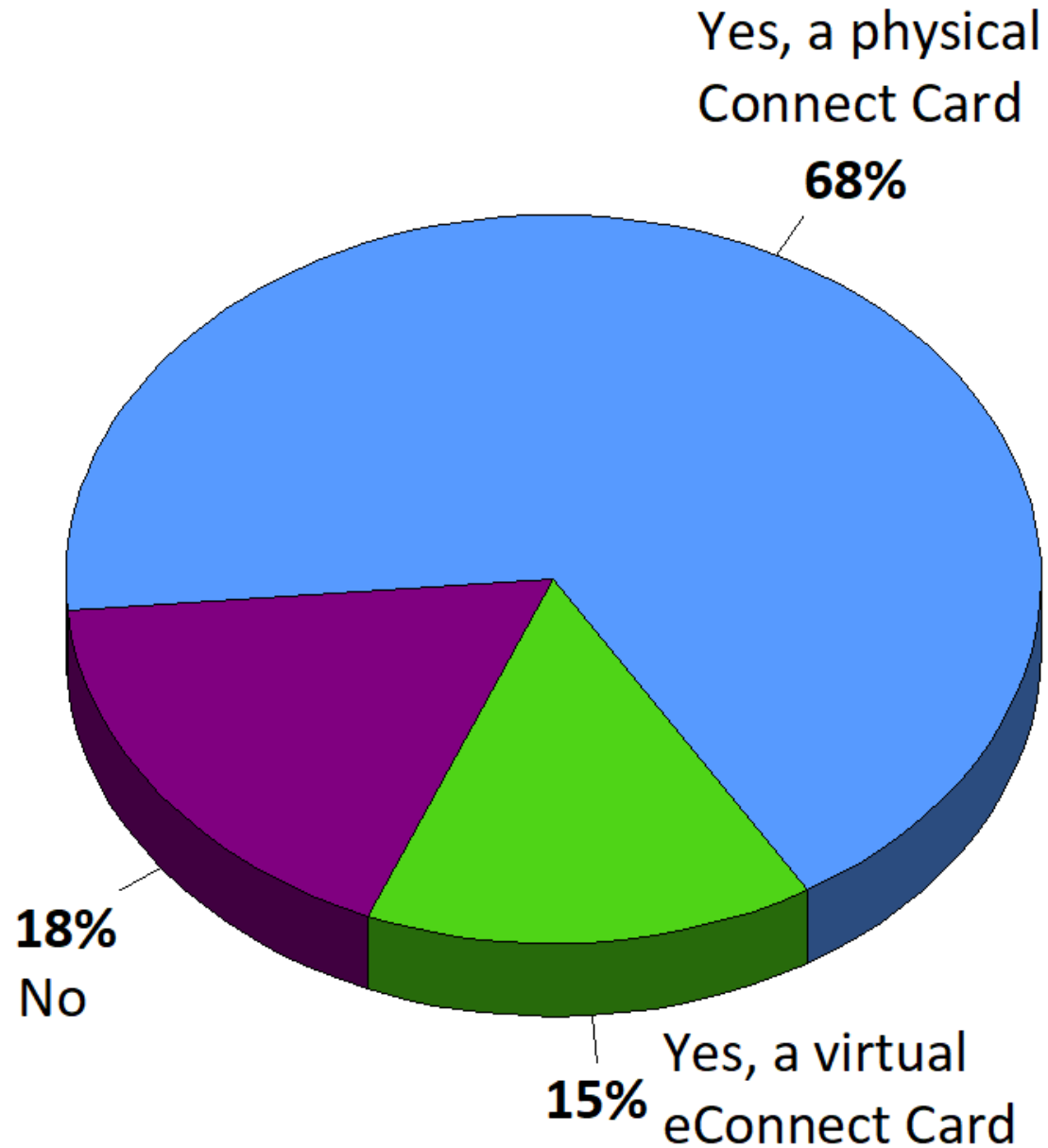




# ADDITIONAL FINDINGS

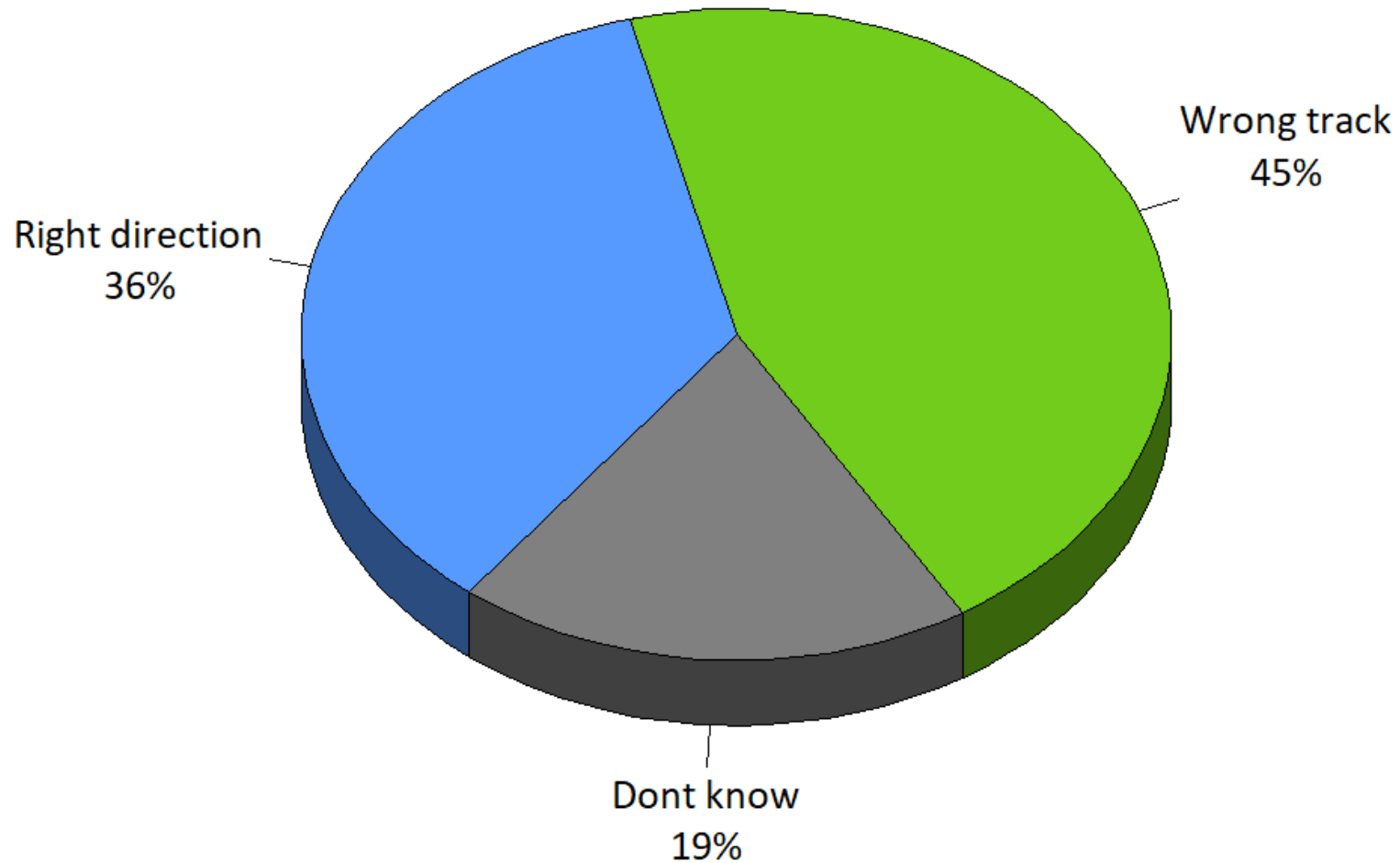
# Do you use a Connect Card? (Q8a)

by percentage of respondents (excluding "not provided")



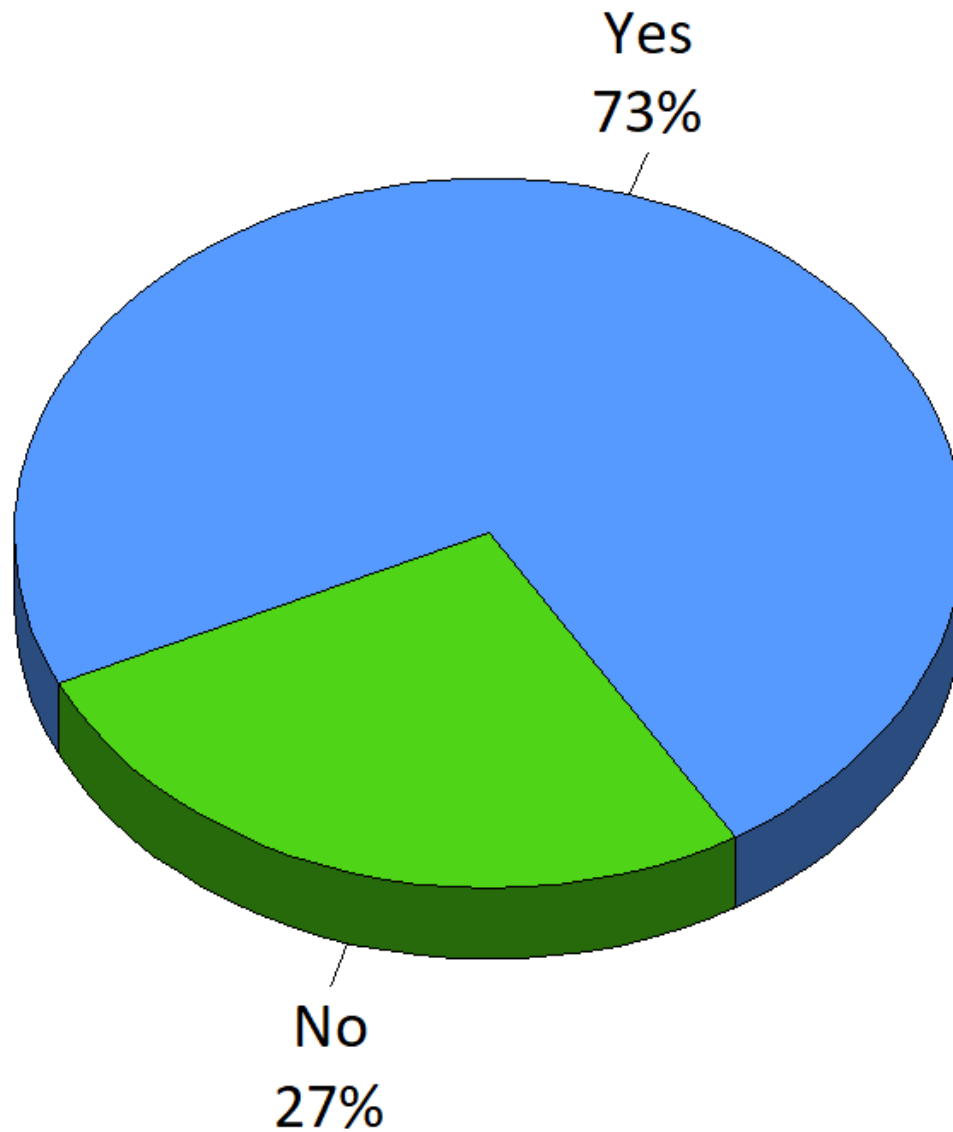
# First, do you think things in the Spokane area are generally going in the right direction, or do you feel things have gotten off on the wrong track? (Q1)

by percentage of respondents



# Are you aware that youth 18 and under ride free on Spokane Transit? (Q11)

by percentage of respondents

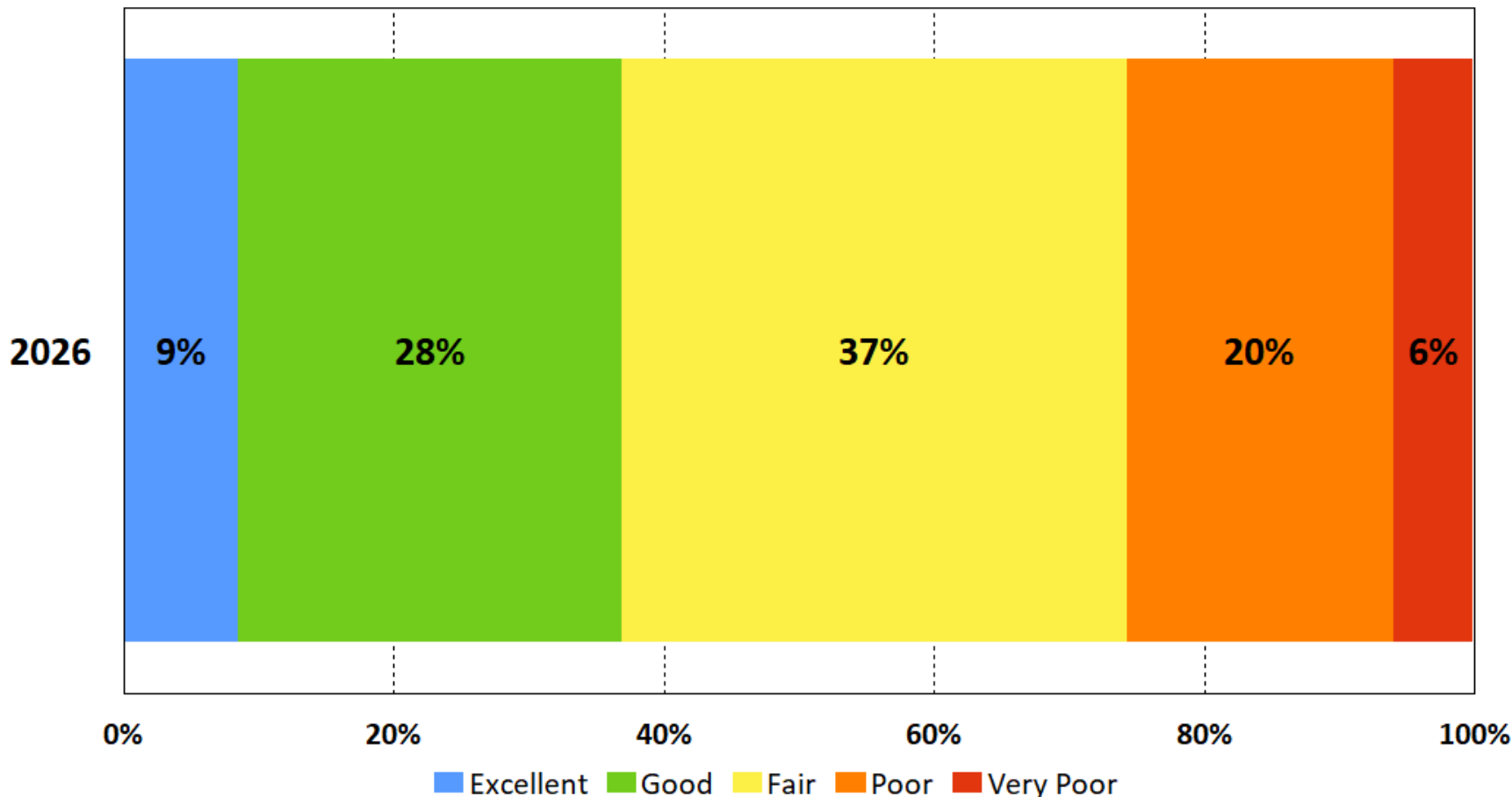




# COMMUNITY PERCEPTIONS

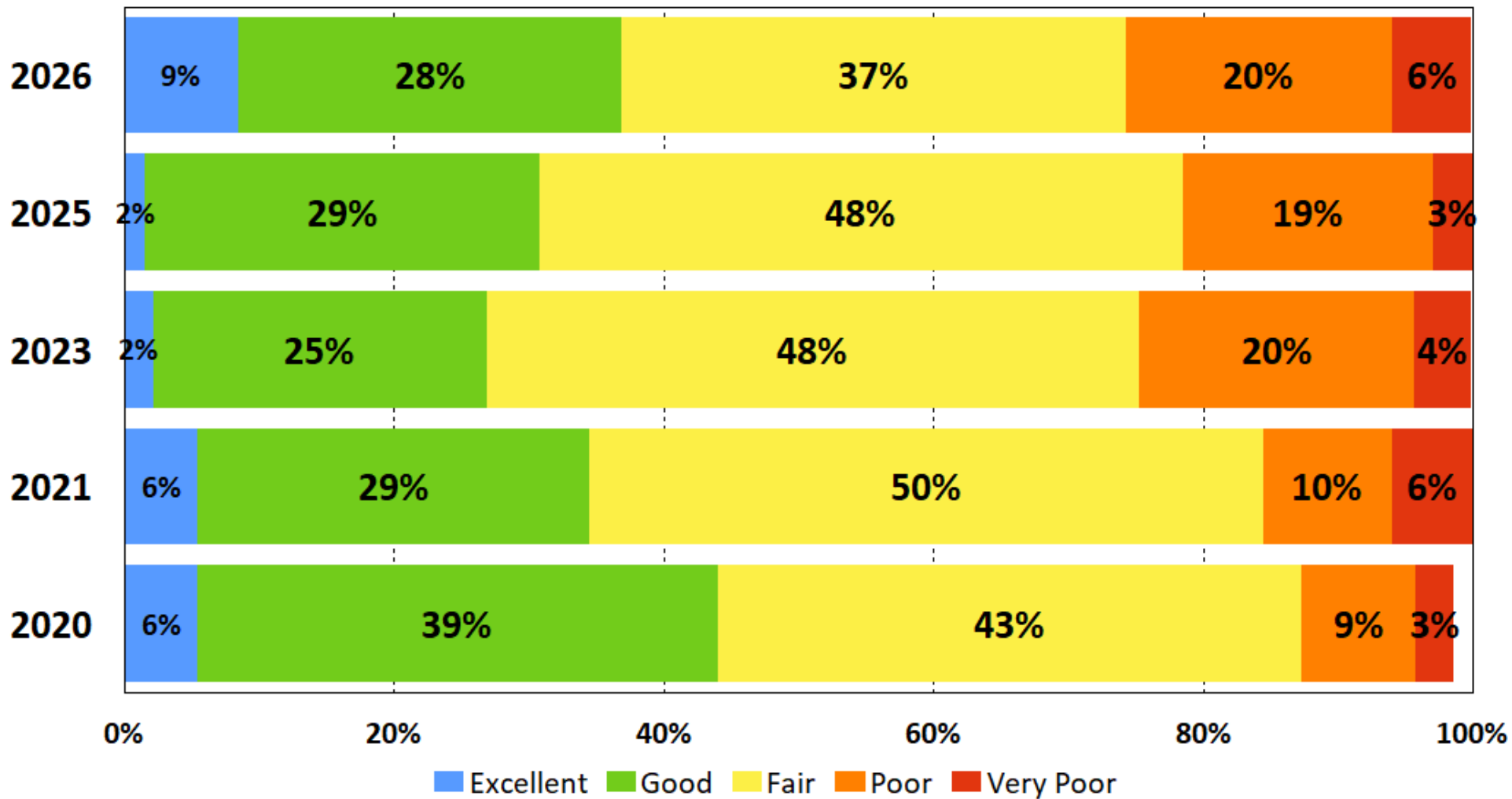
# How would you rate the transportation system in the Spokane area, by that we mean the entire system – roads, transit, sidewalks, bike ways and transportation services in general? (Q2)

by percentage of respondents (excluding “not provided”)



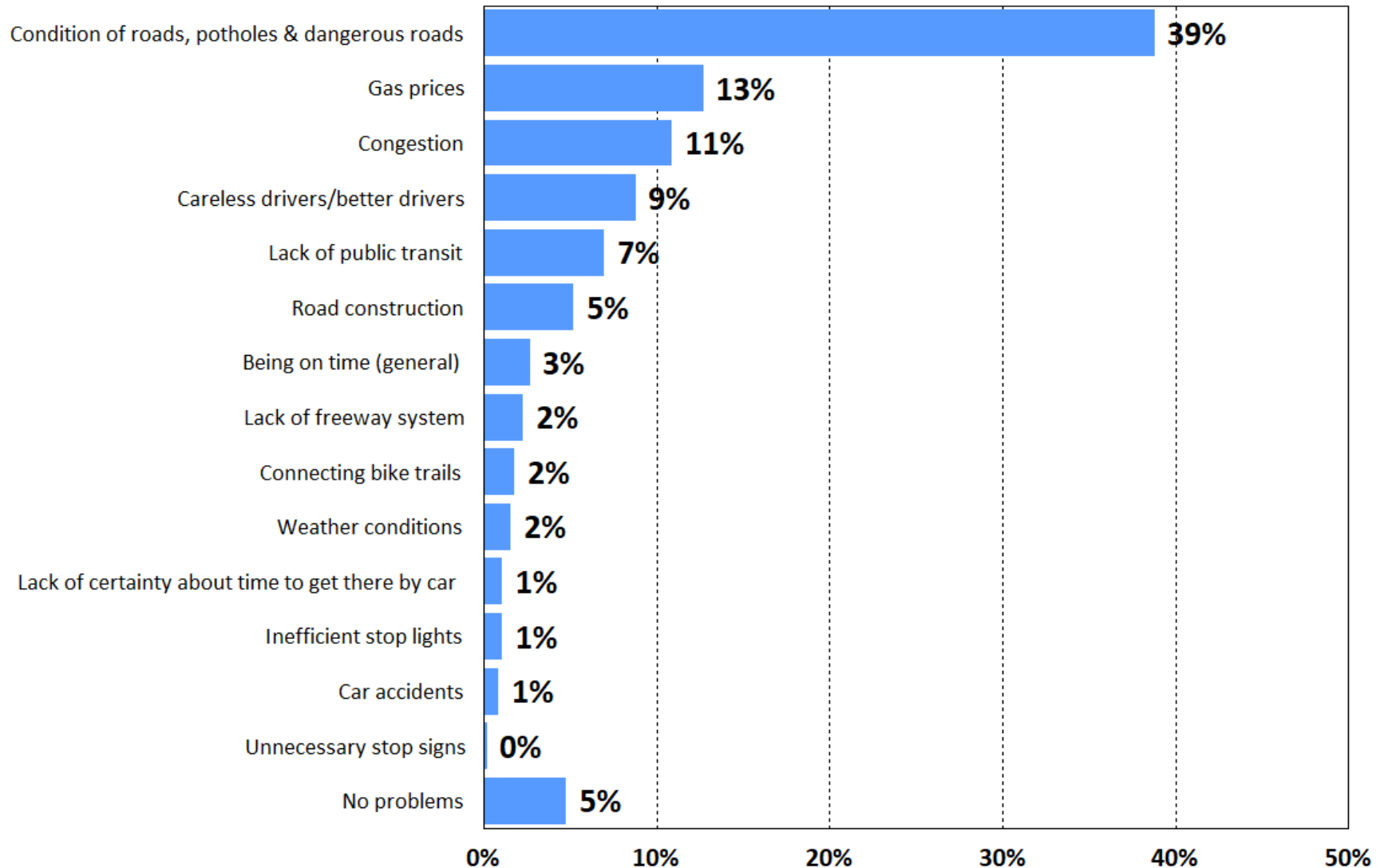
# Trends: How would you rate the transportation system in the Spokane area, by that we mean the entire system – roads, transit, sidewalks, bike ways and transportation services in general? (Q2)

by percentage of respondents (excluding “not provided”)



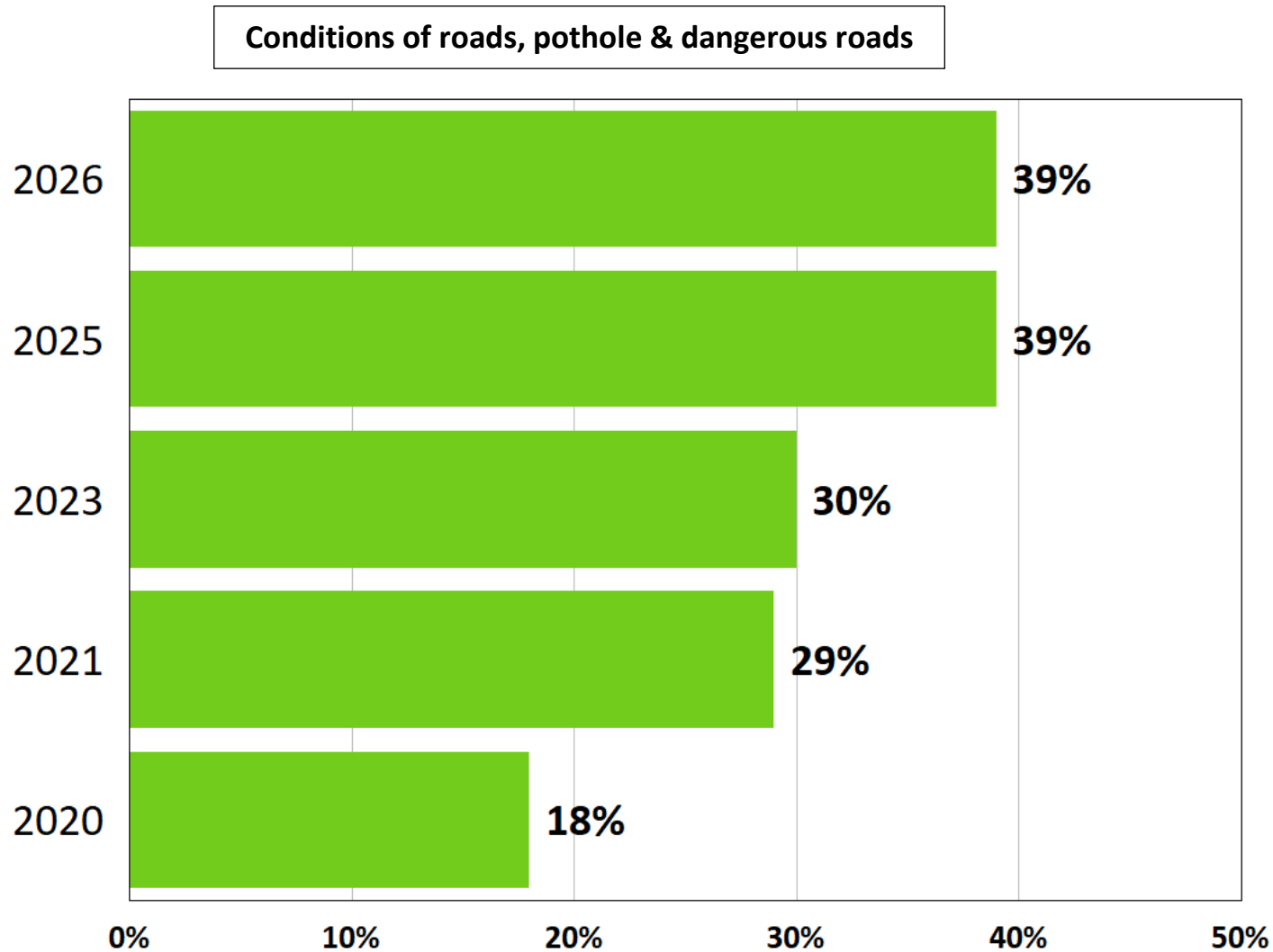
# Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area? (Q3)

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



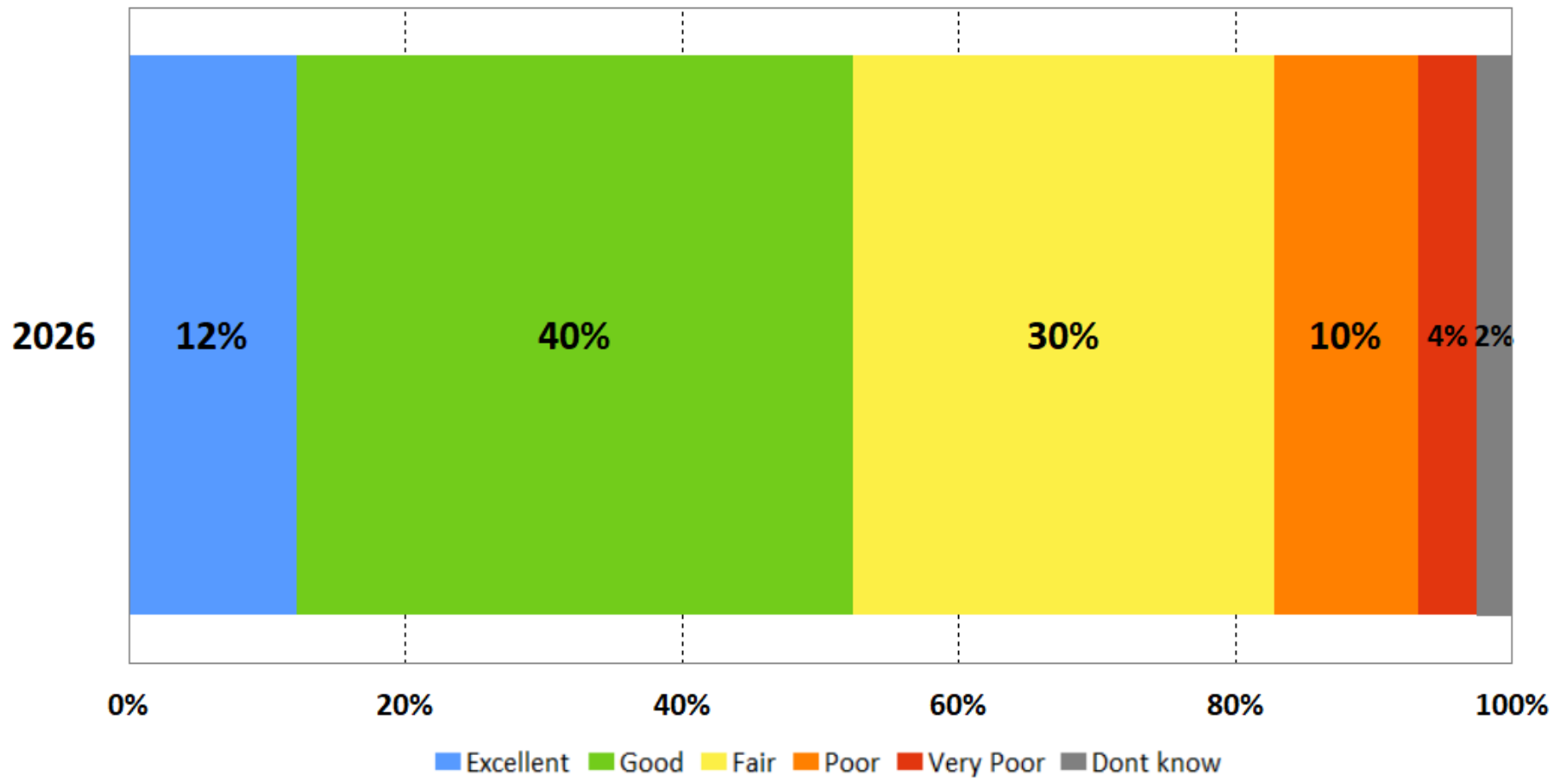
# Trends: Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in the Spokane area? (Q3)

by percentage of respondents (excluding “not provided”)



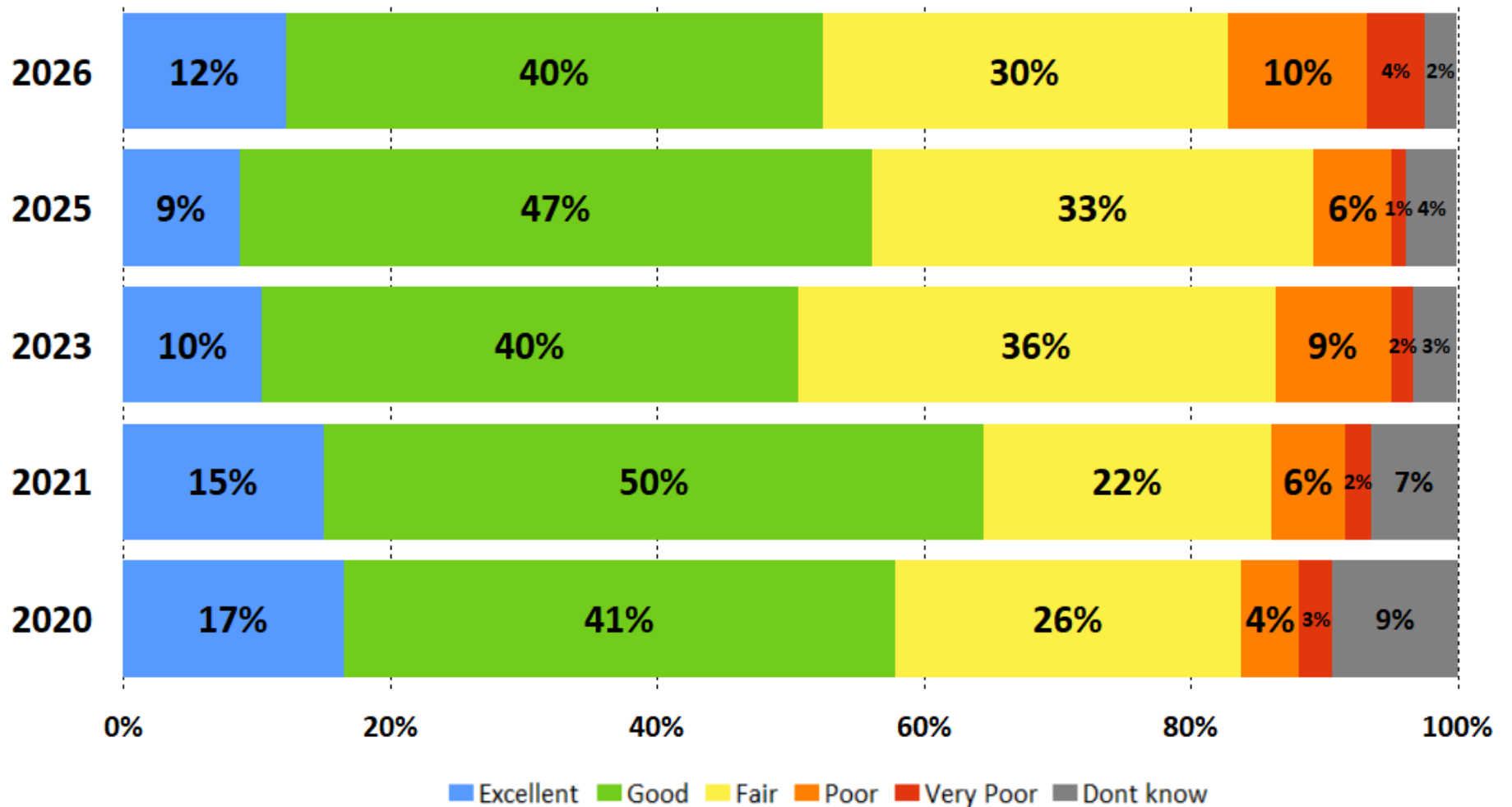
**Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area?  
(Q6)**

by percentage of respondents



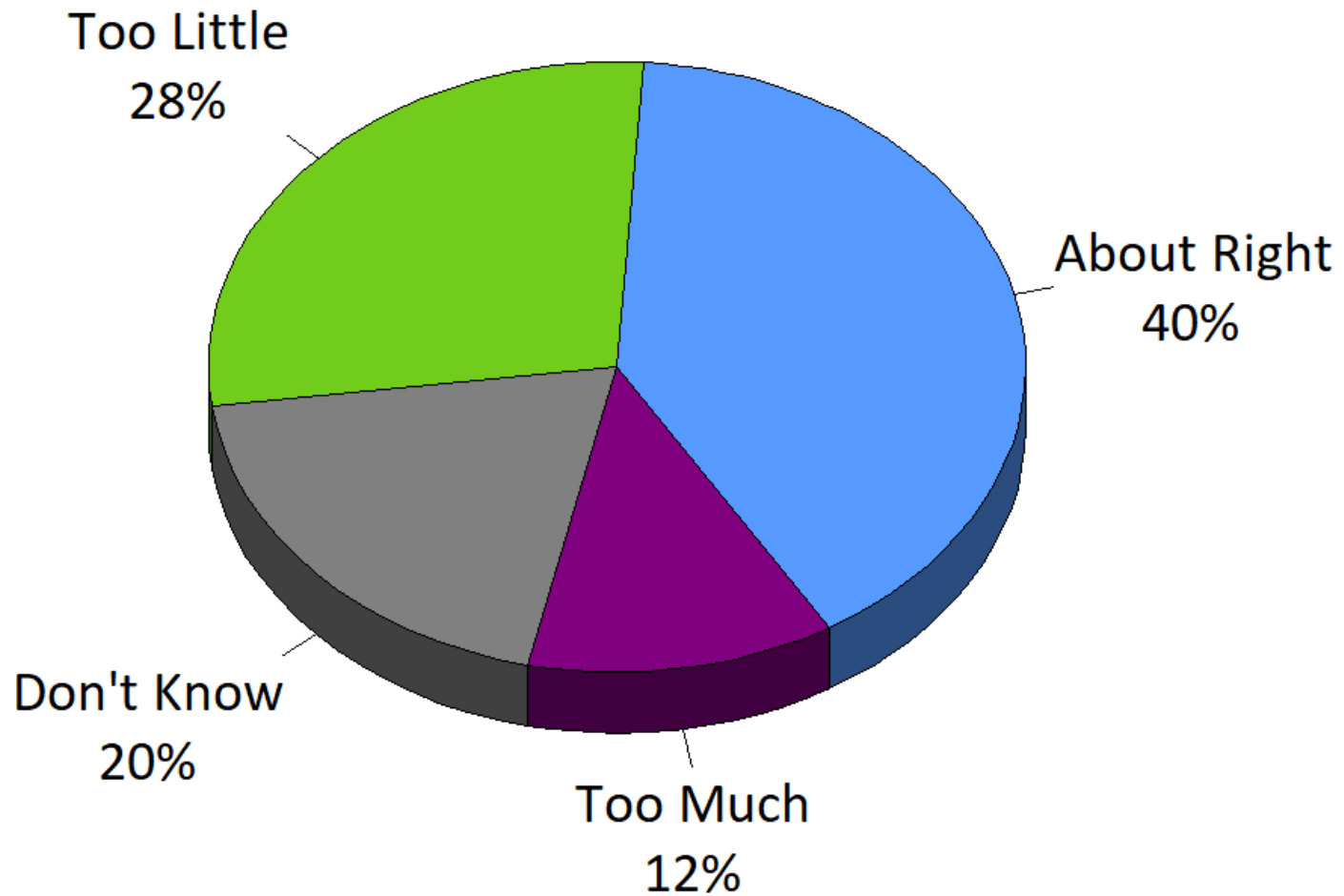
# Trends: Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (Q6)

by percentage of respondents



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

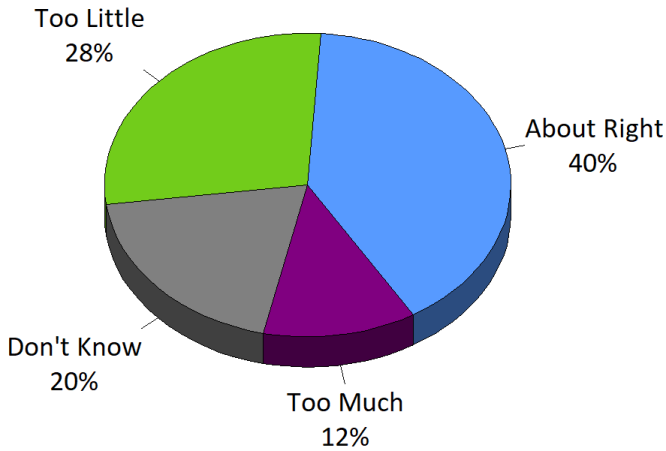
by percentage of respondents



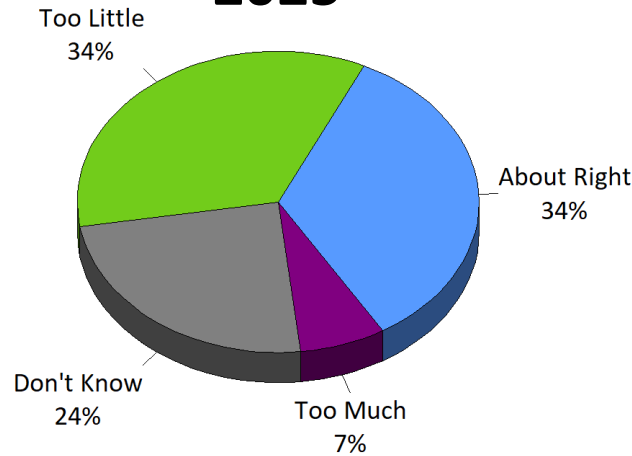
# Trends: In your opinion, is the amount of bus service that Spokane Transit currently provides for the community: (Q5)

by percentage of respondents

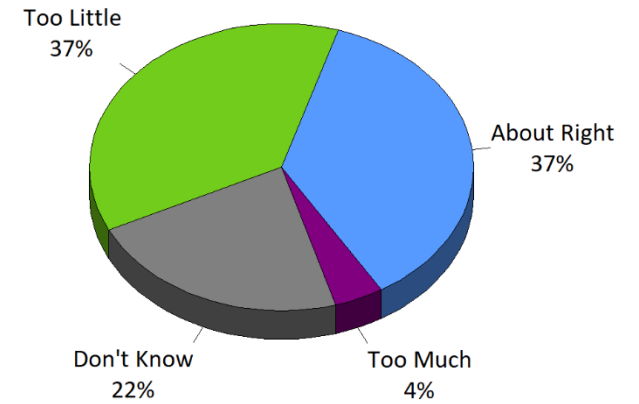
**2026**



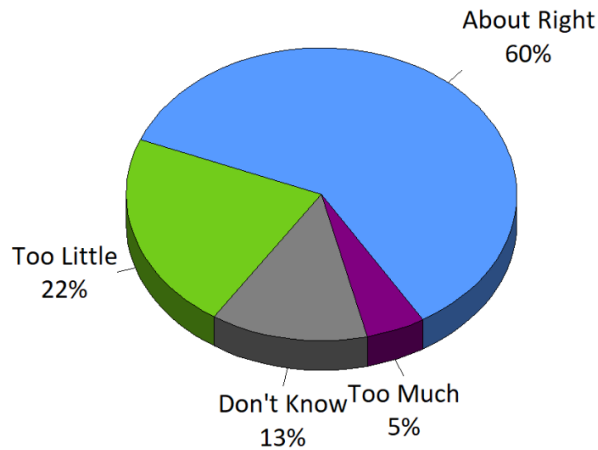
**2025**



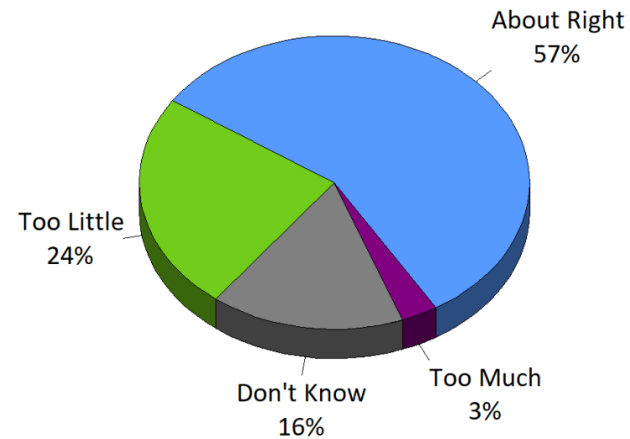
**2023**



**2021**

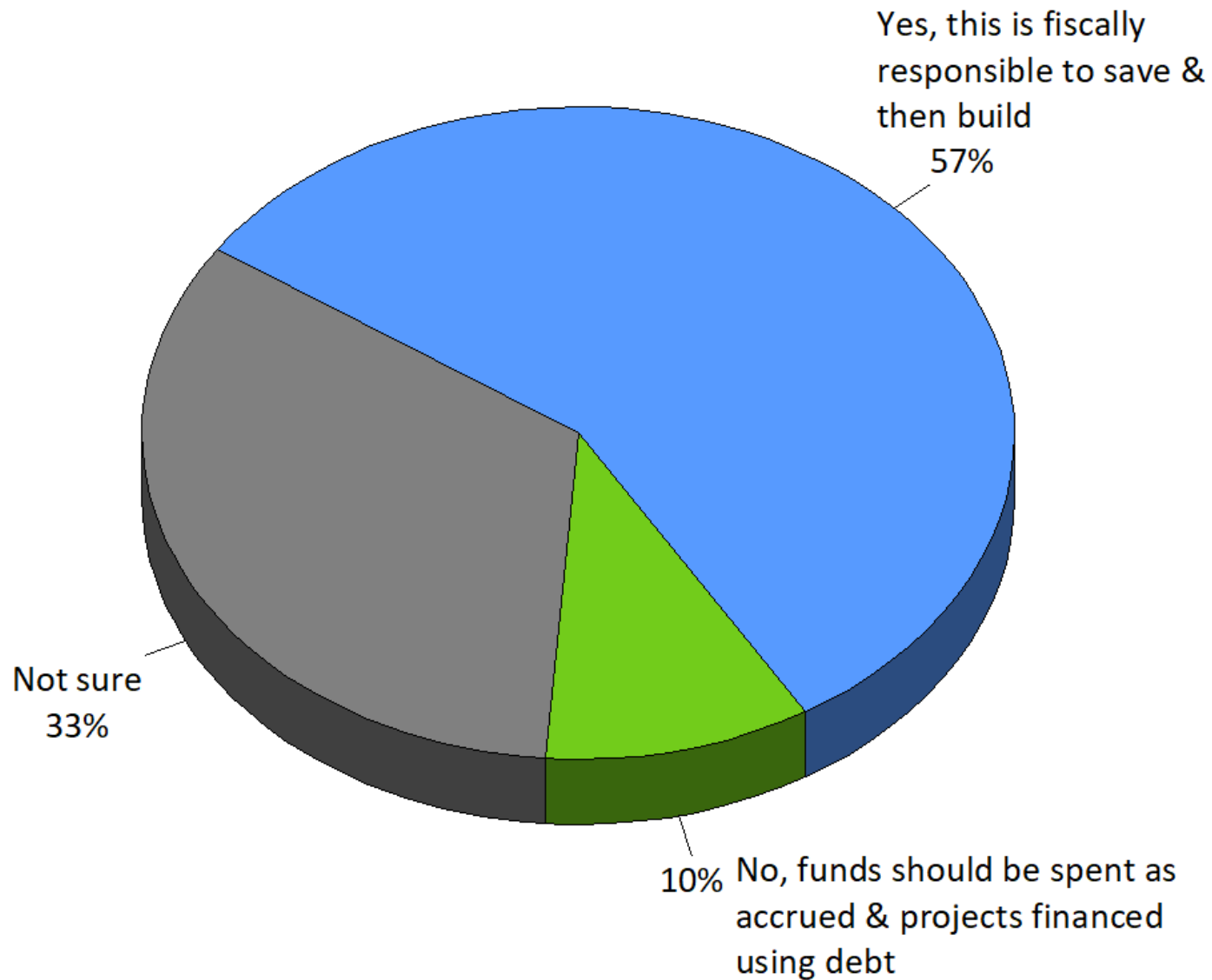


**2020**



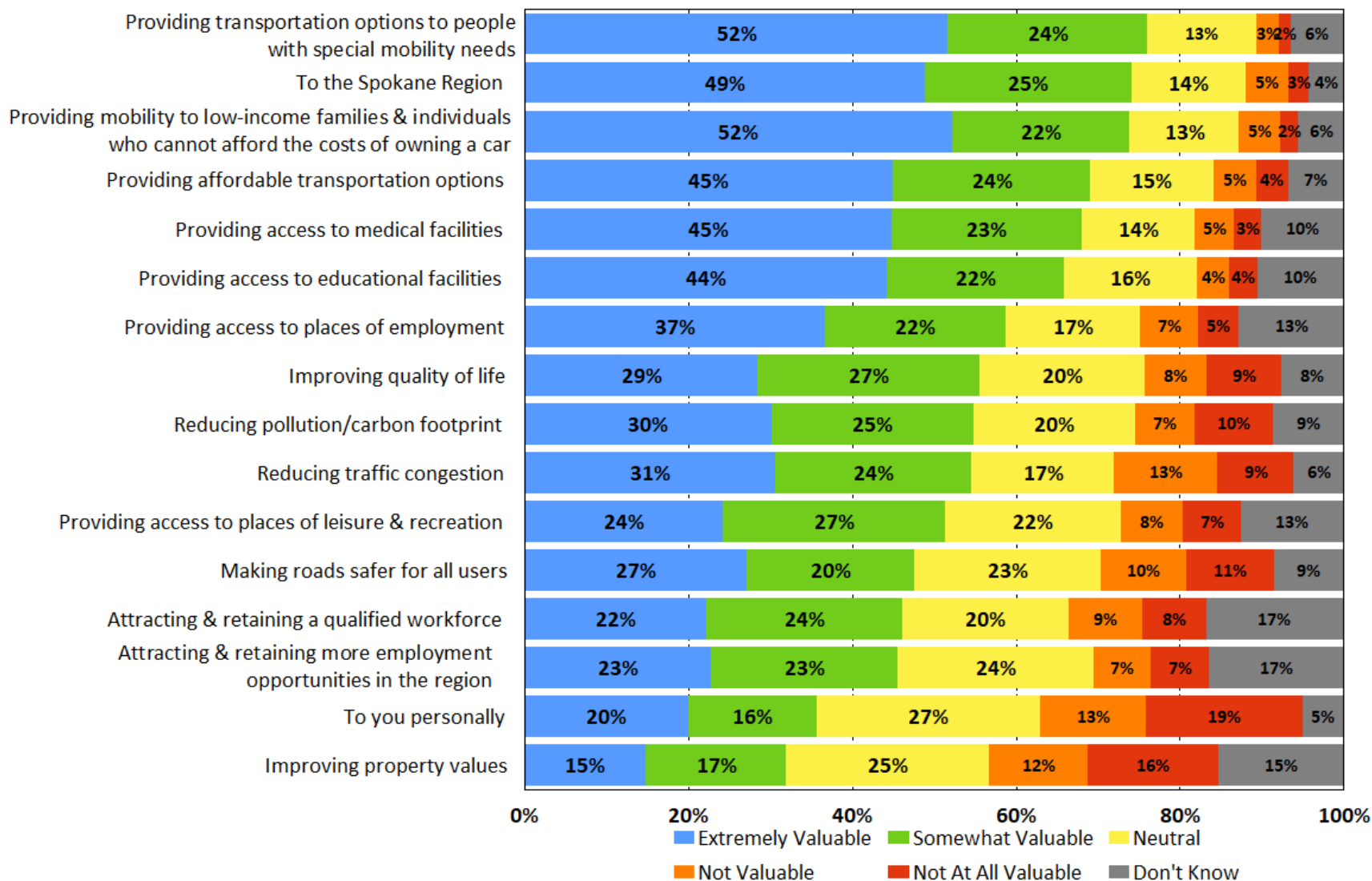
# Do you support STA's zero-debt strategy as an appropriate method to finance capital construction projects? (Q16)

by percentage of respondents



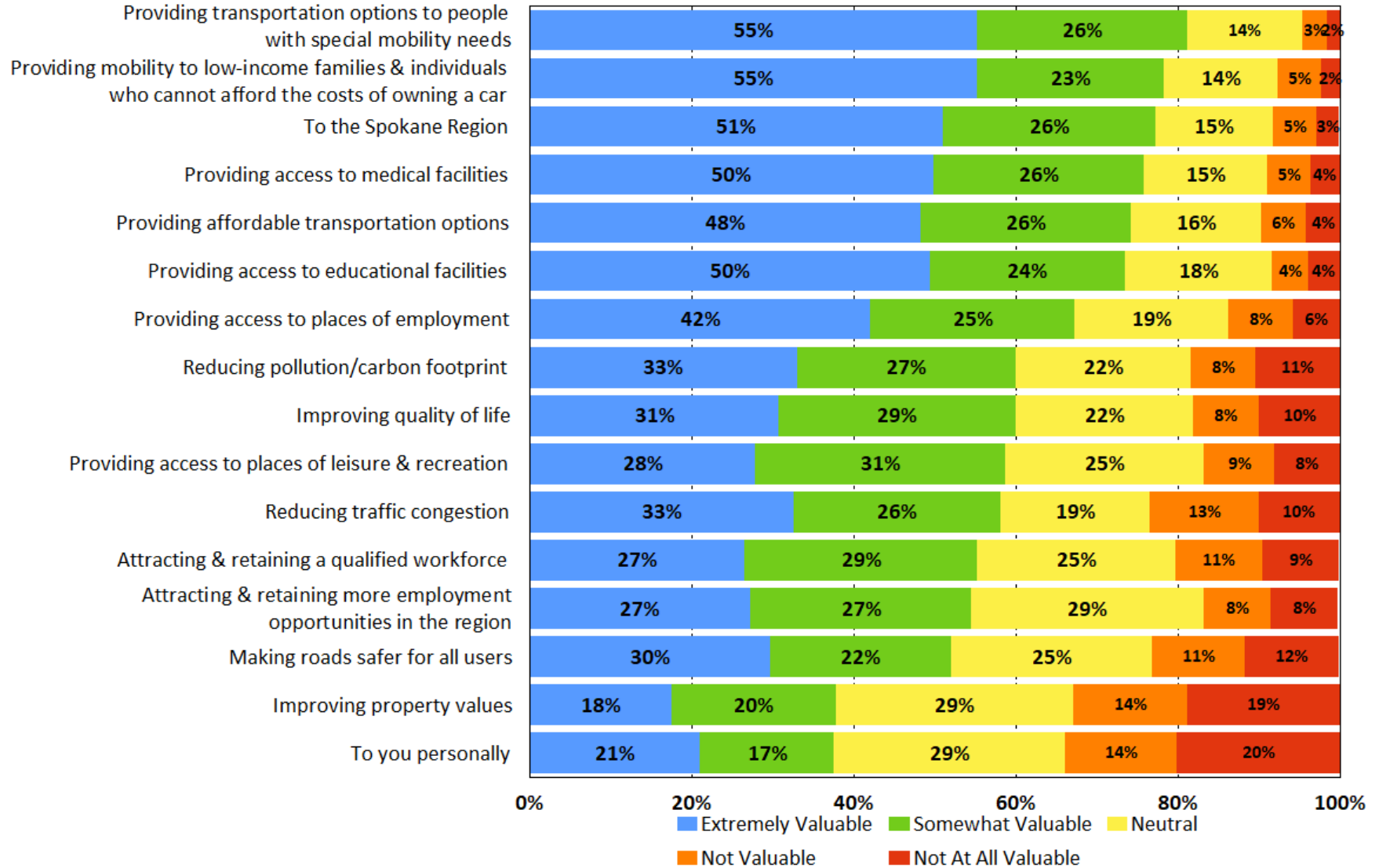
# On a scale of 1-5, with 5 meaning “Extremely Valuable” and 1 meaning “Not at all Valuable,” how valuable do you feel STA is regarding... (Q7)

by percentage of respondents



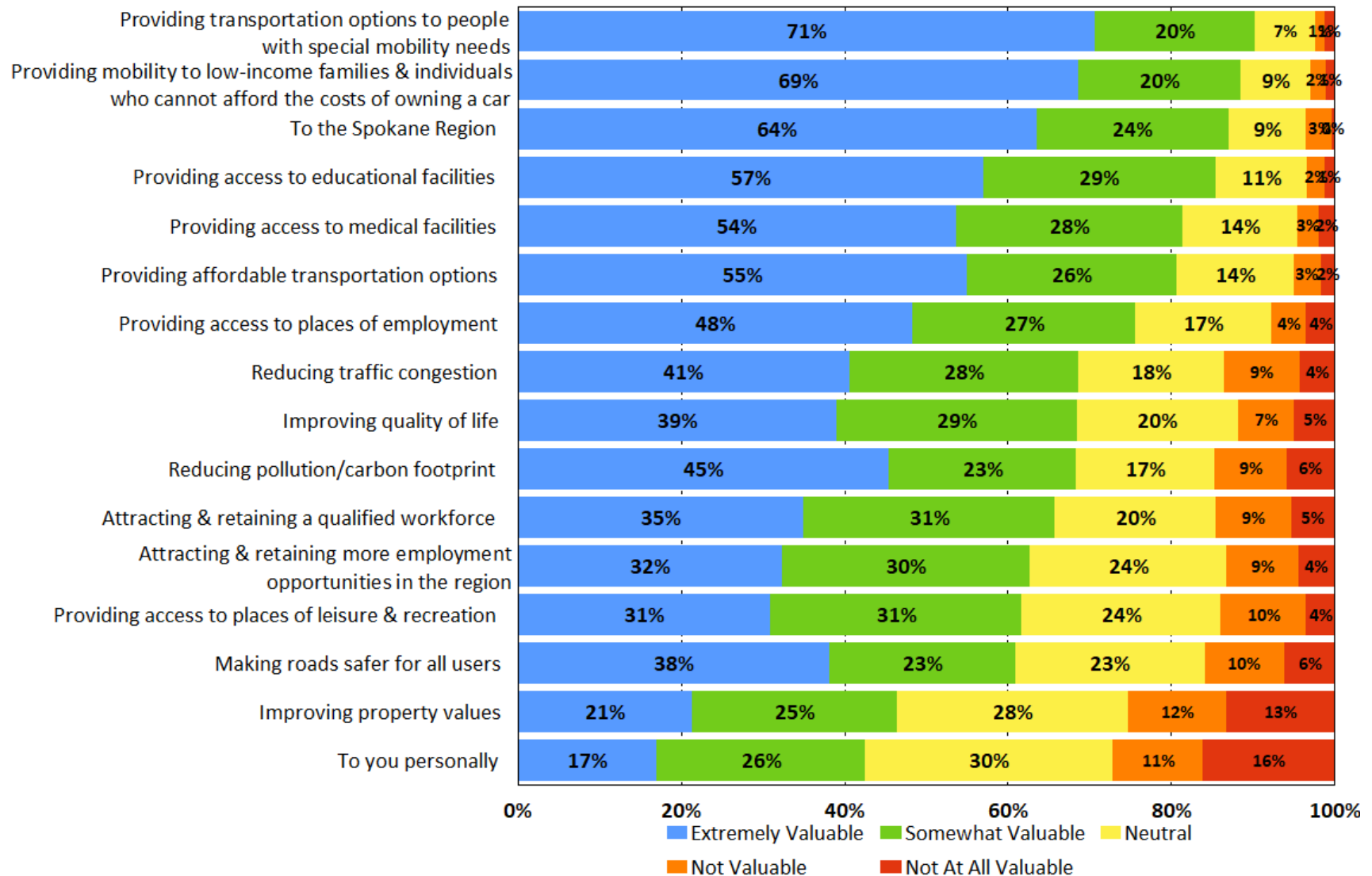
# On a scale of 1-5, with 5 meaning “Extremely Valuable” and 1 meaning “Not at all Valuable,” how valuable do you feel STA is regarding... (Q7)

by percentage of respondents (excluding “don’t know”)



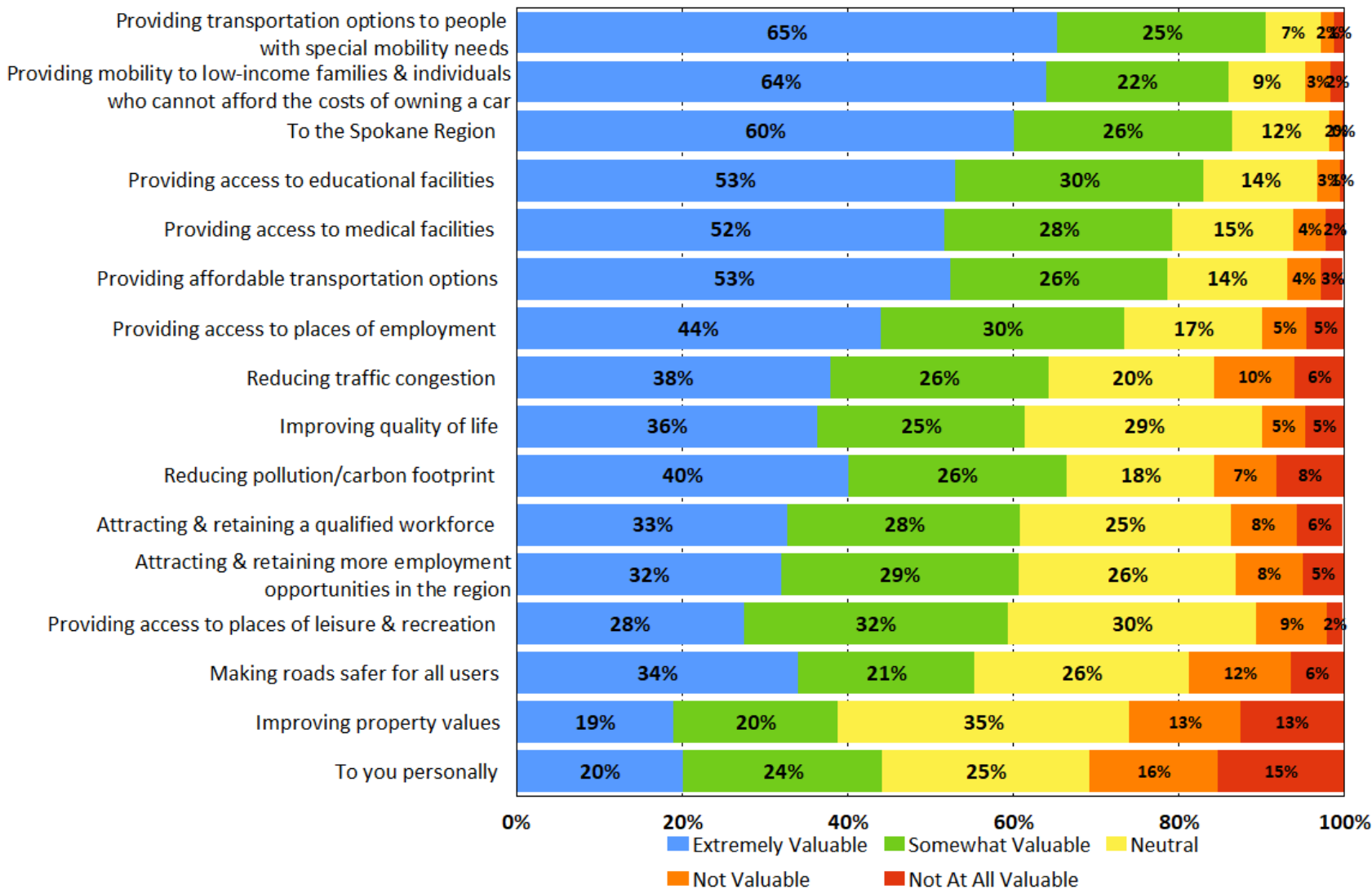
# 2025 Trend: On a scale of 1-5, with 5 meaning “Extremely Valuable” and 1 meaning “Not at all Valuable,” how valuable do you feel STA is regarding... (Q7)

by percentage of respondents (excluding “don’t know”)



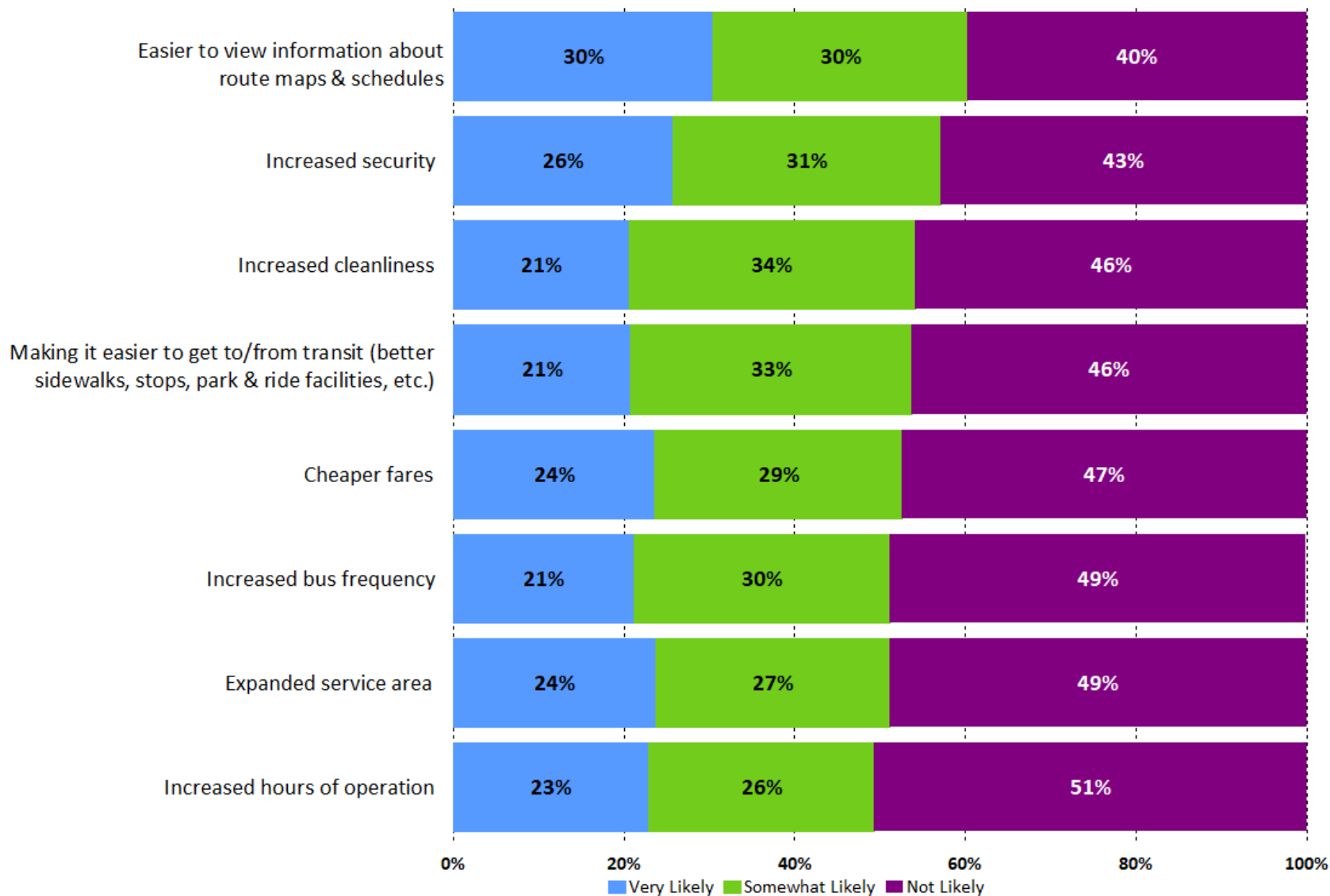
# 2023 Trend: On a scale of 1-5, with 5 meaning “Extremely Valuable” and 1 meaning “Not at all Valuable,” how valuable do you feel STA is regarding... (Q7)

by percentage of respondents (excluding “don’t know”)



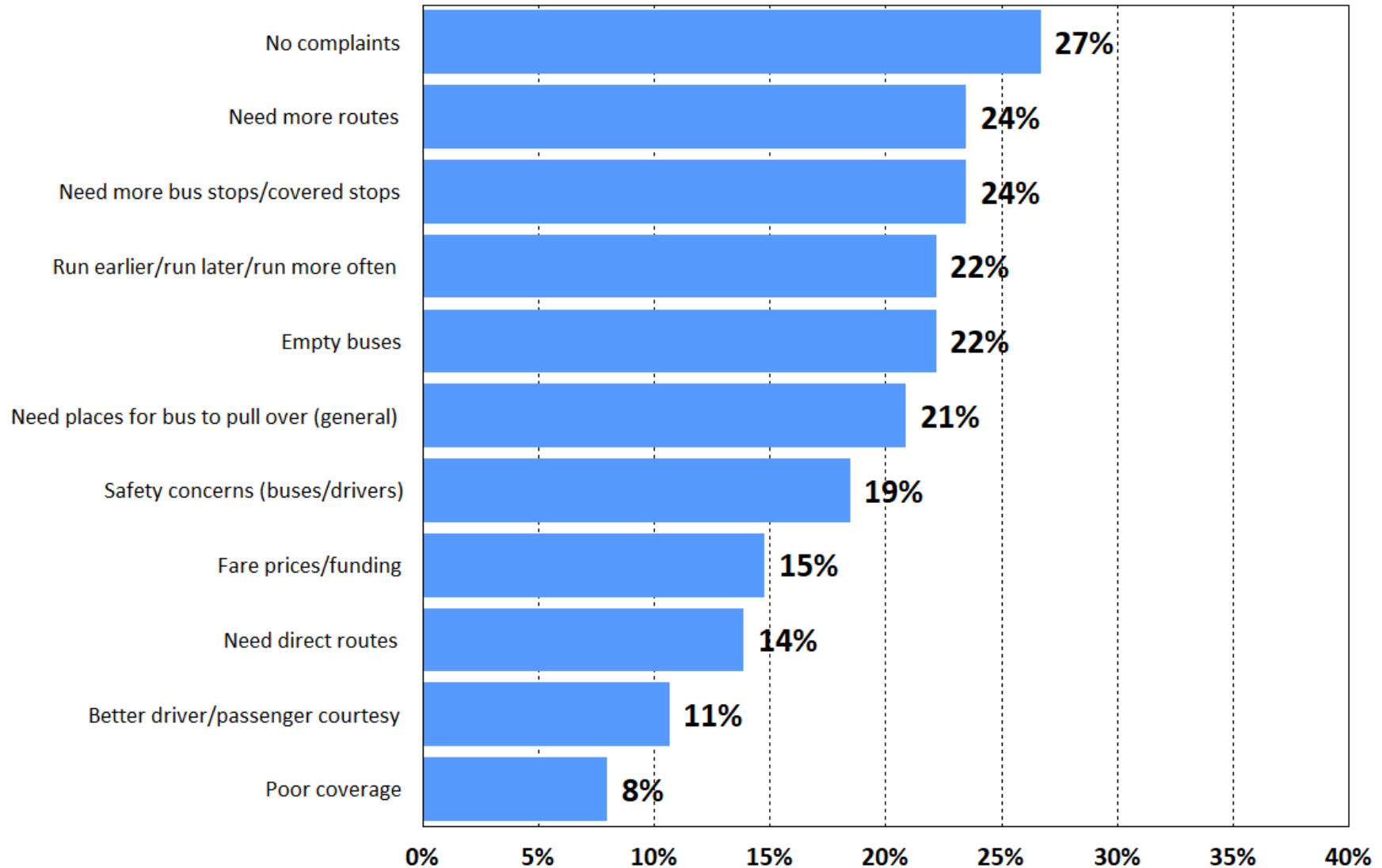
# Please indicate if each of these amenities would increase your usage or public transit. (Q8b)

by percentage of respondents (excluding “not provided”)



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

by percentage of respondents



# NET PROMOTER SCORE (Q12)

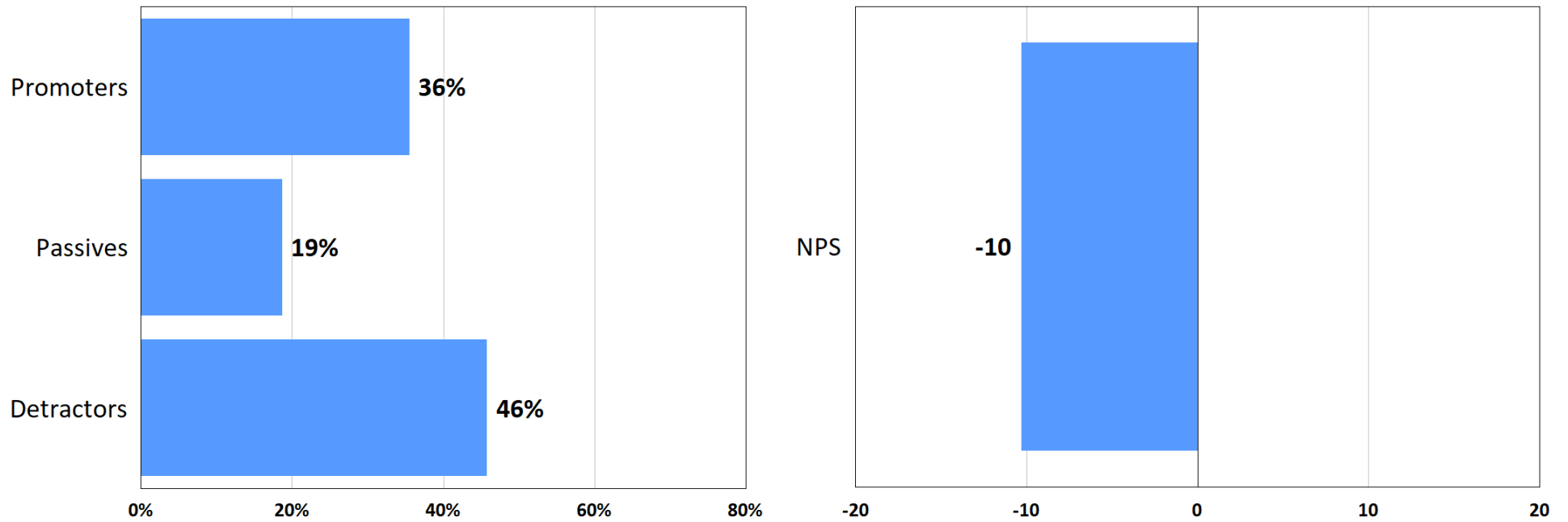
Using a 10-point scale, where 10 means “Very Likely,” and 1 means “Not Likely At All,” how likely would you be to recommend STA bus service to a friend, colleague, or family member?

“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)

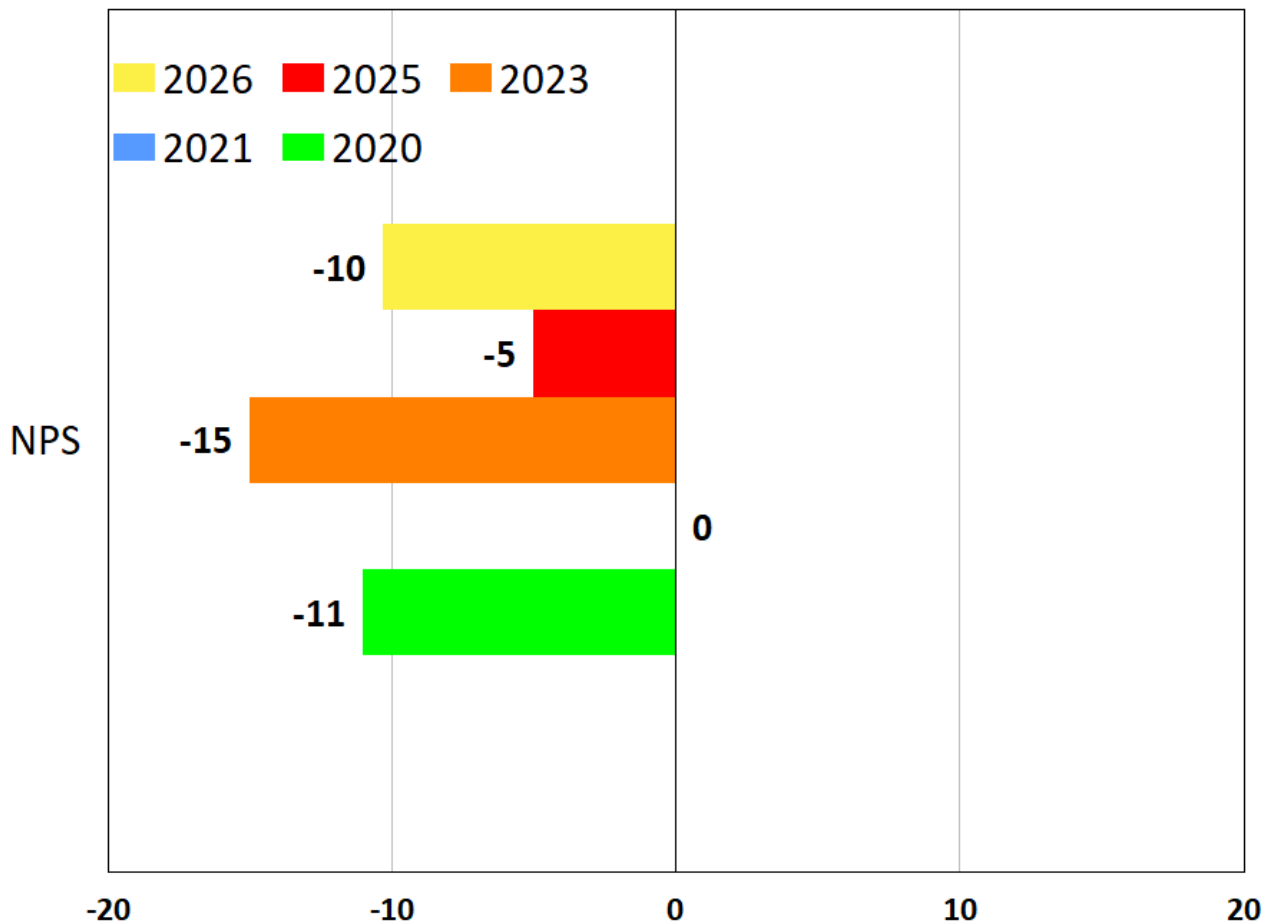
Using a 10-point scale, where 10 means “Very Likely,” and 1 means “Not Likely At All,” how likely would you be to recommend STA bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

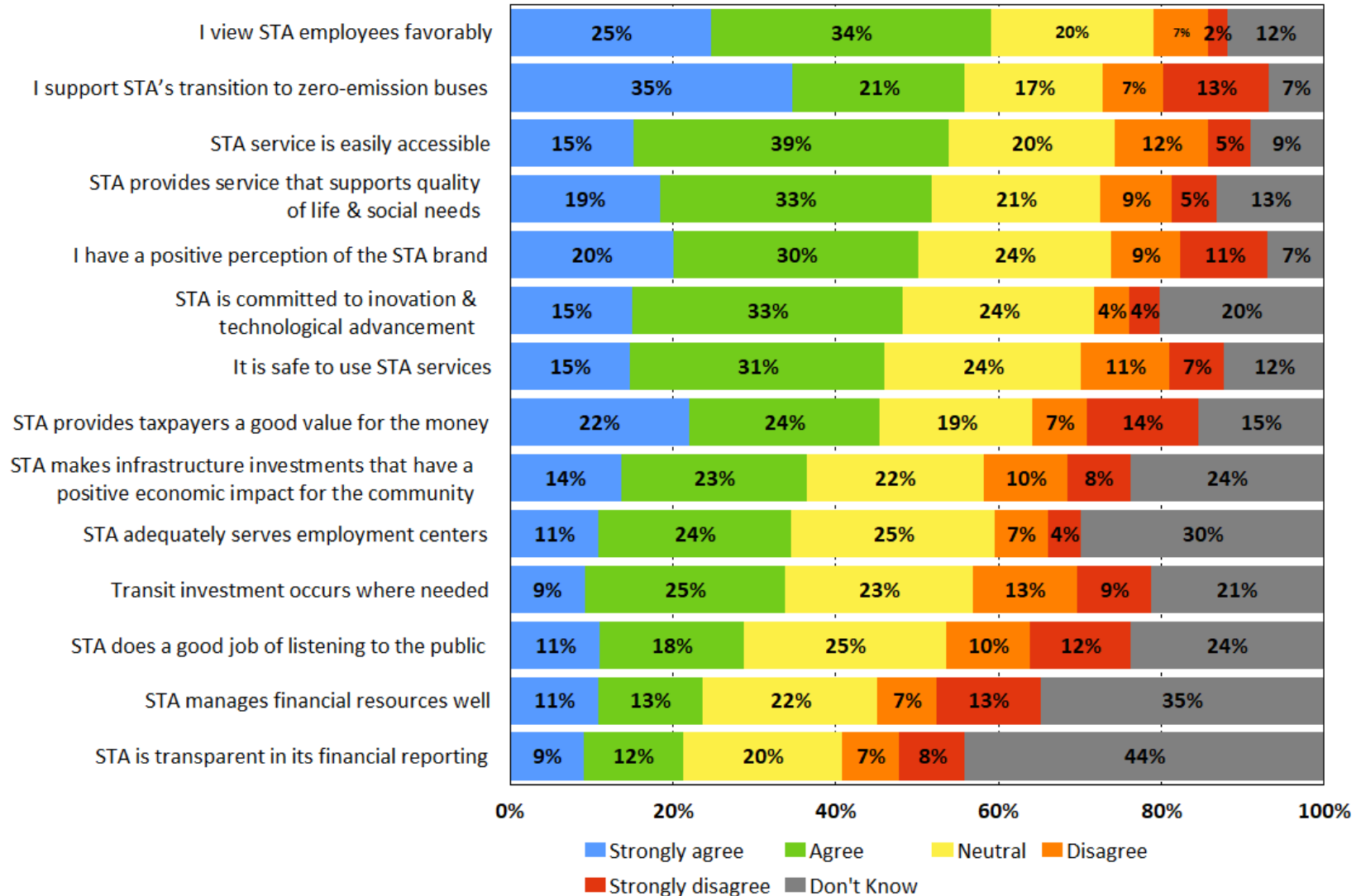
“Detractor” = 6-1

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



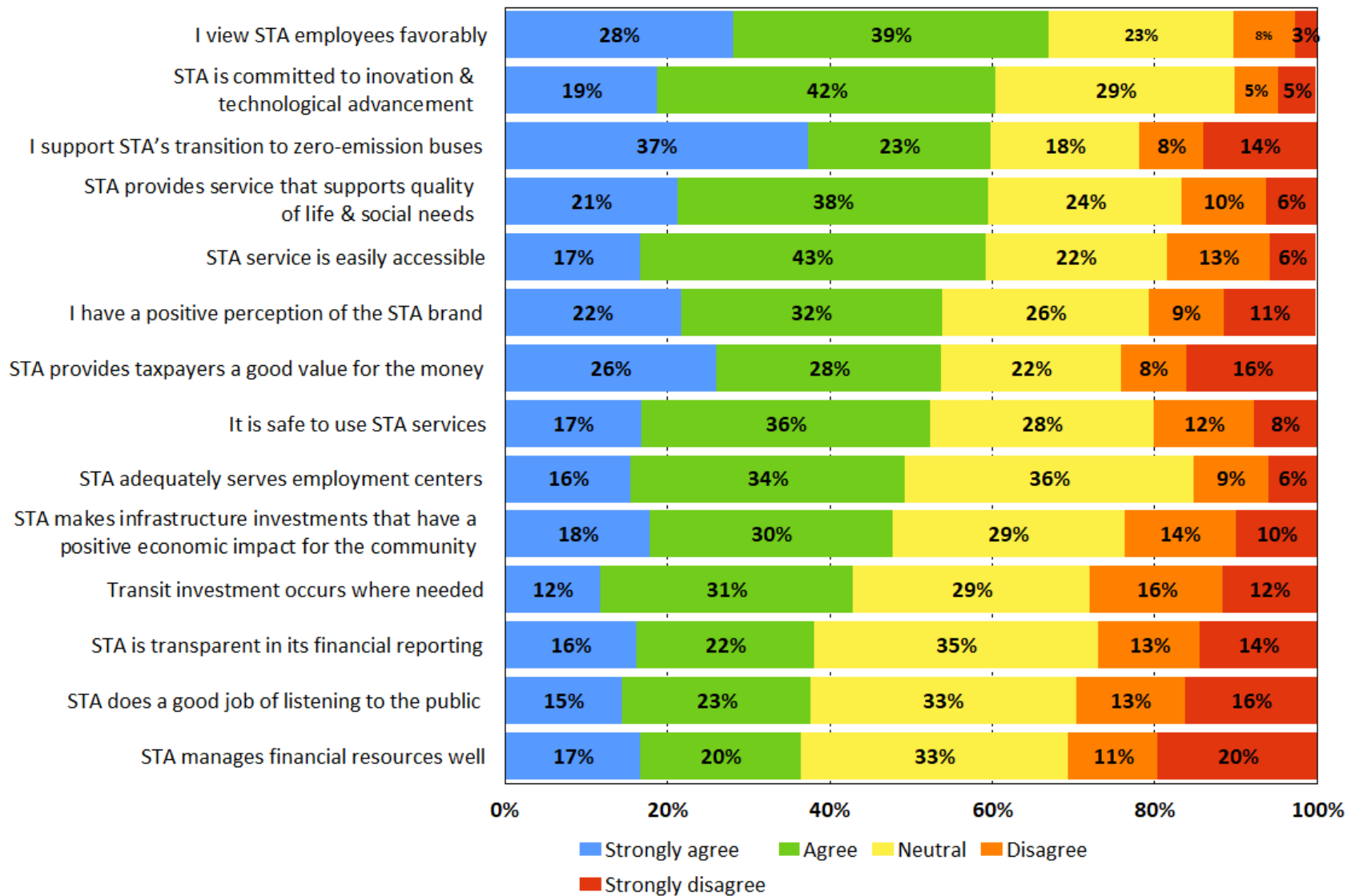
# Using a scale of 1 to 5, with 5 meaning “Strongly Agree” and 1 meaning “Strongly Disagree,” how much do you agree with the following statements about STA? (Q13)

by percentage of respondents



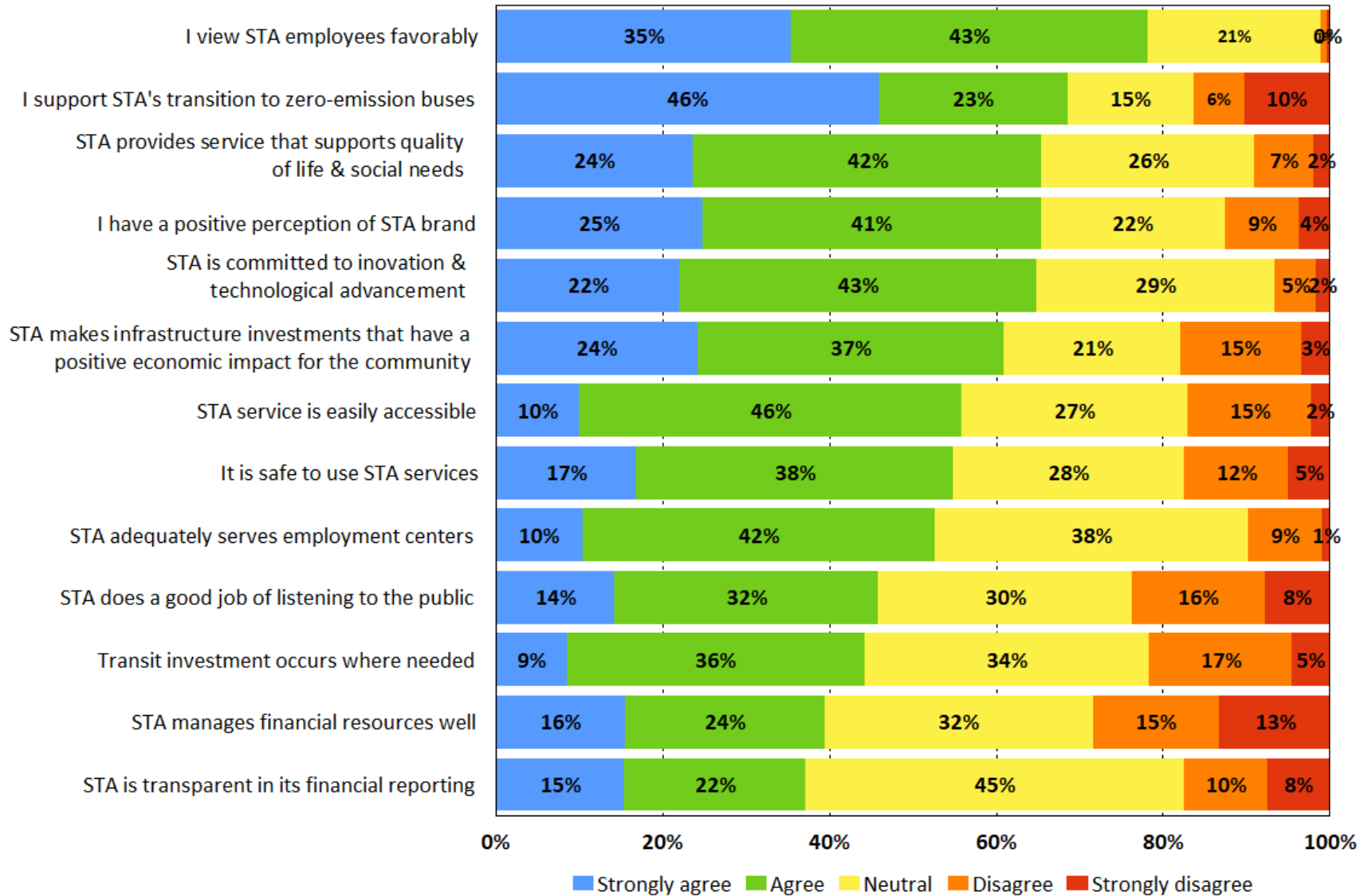
# Using a scale of 1 to 5, with 5 meaning “Strongly Agree” and 1 meaning “Strongly Disagree,” how much do you agree with the following statements about STA? (Q13)

by percentage of respondents (excluding “don’t know”)



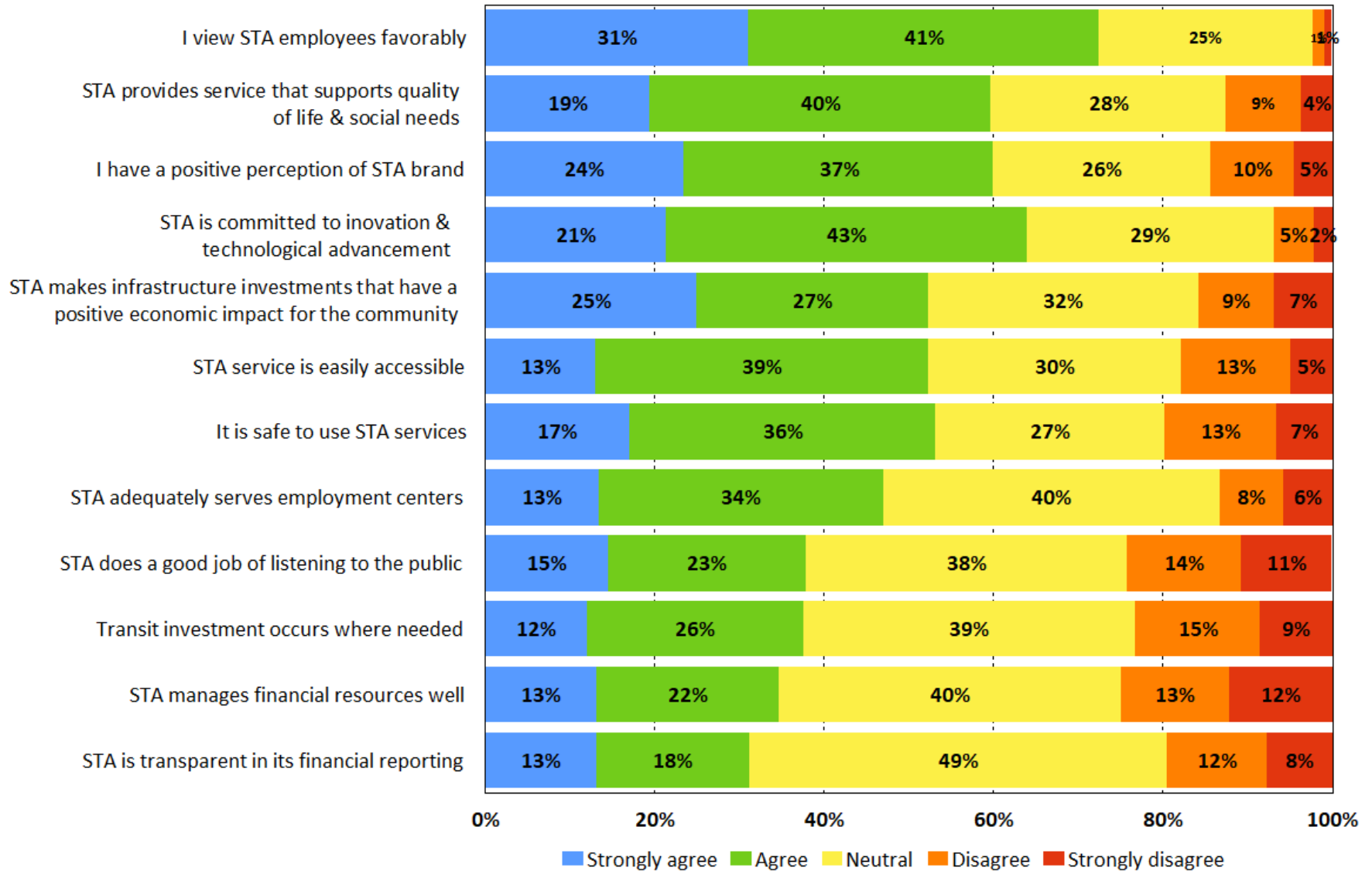
# 2025 Trend: Using a scale of 1 to 5, with 5 meaning “Strongly Agree” and 1 meaning “Strongly Disagree,” how much do you agree with the following statements about STA? (Q13)

by percentage of respondents (excluding “don’t know”)



# 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”)



**3**

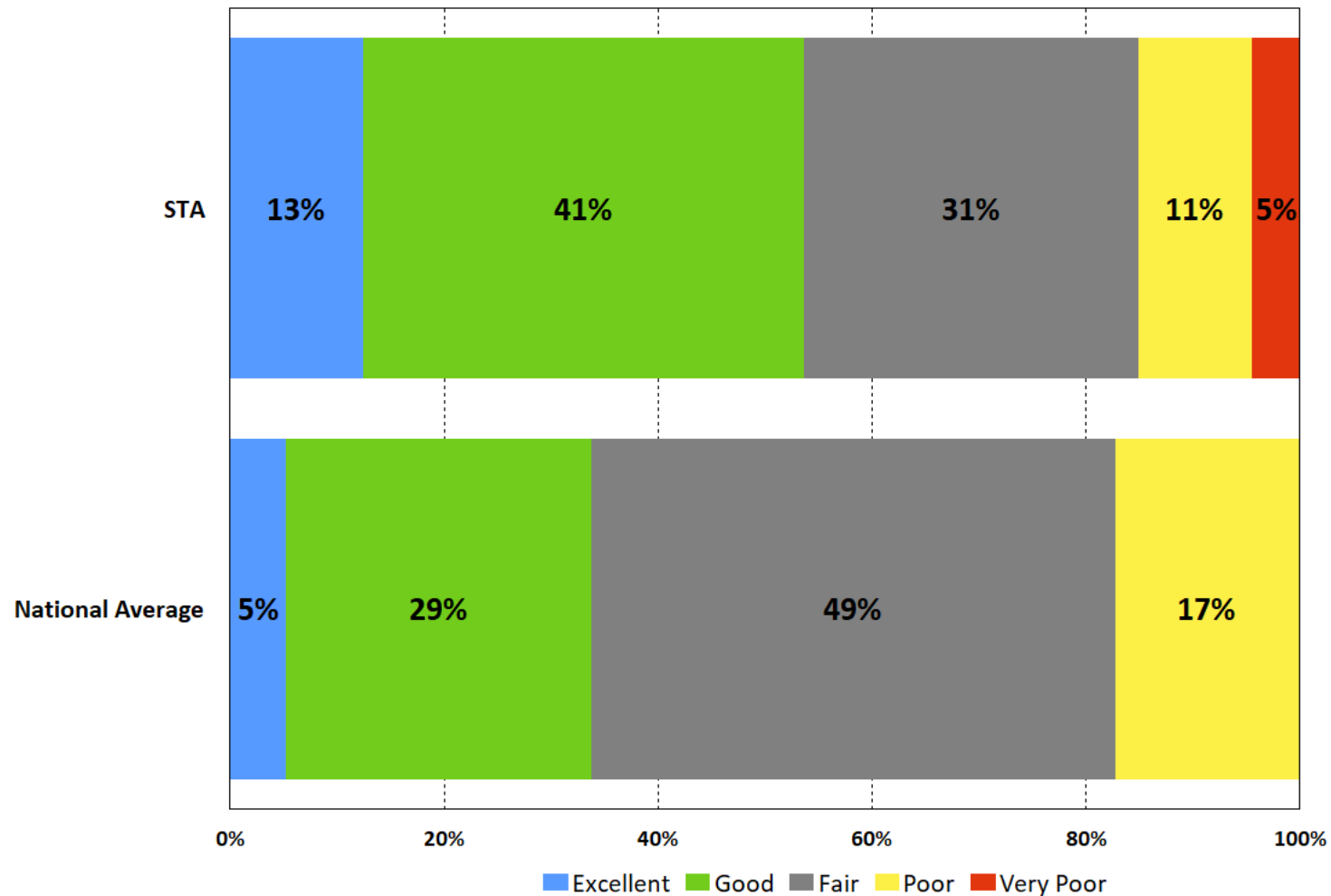
# Benchmarks

# NATIONAL BENCHMARKS

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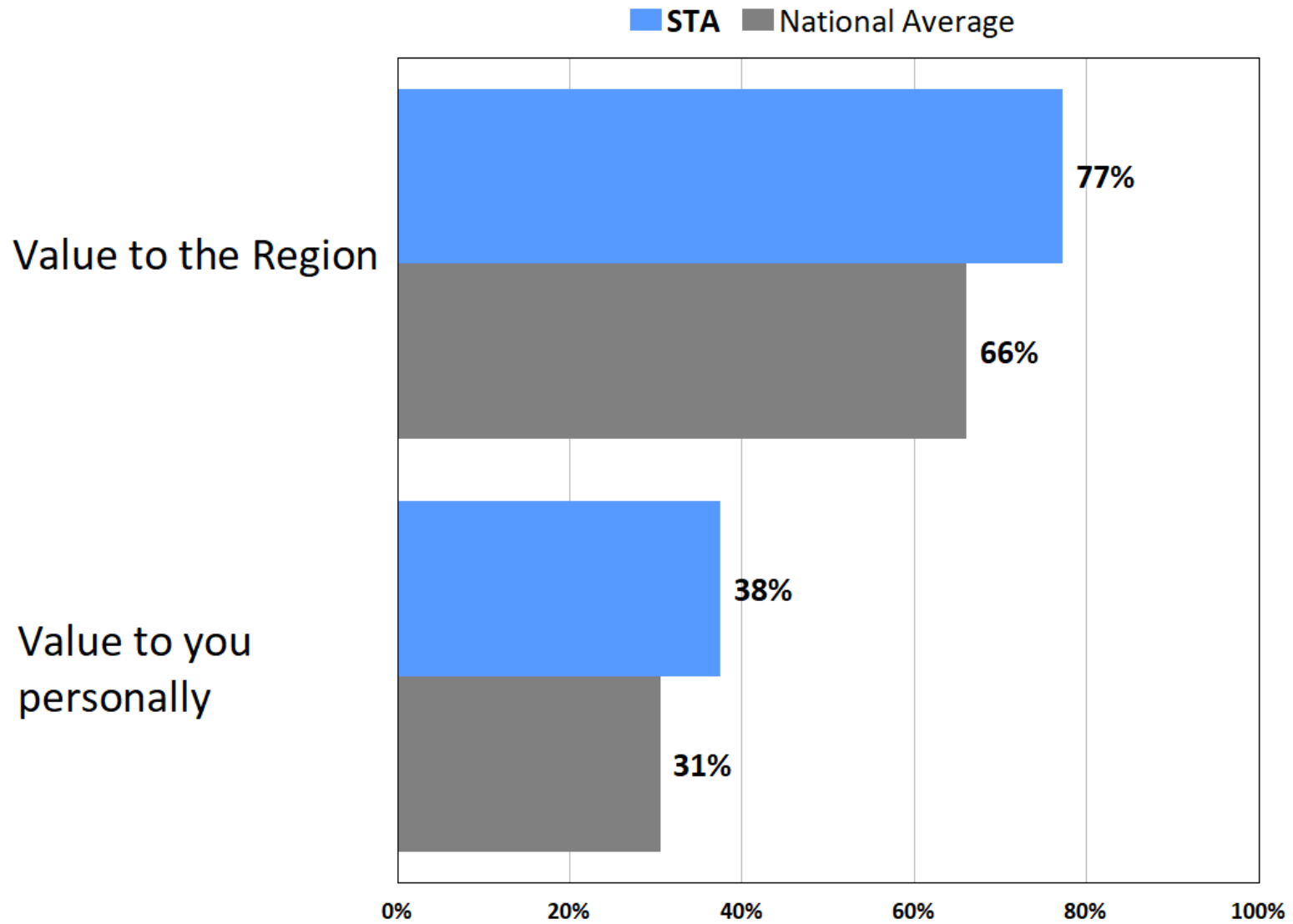
# Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think Spokane Transit is doing in providing public transit service in the Spokane area? (Q6)

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



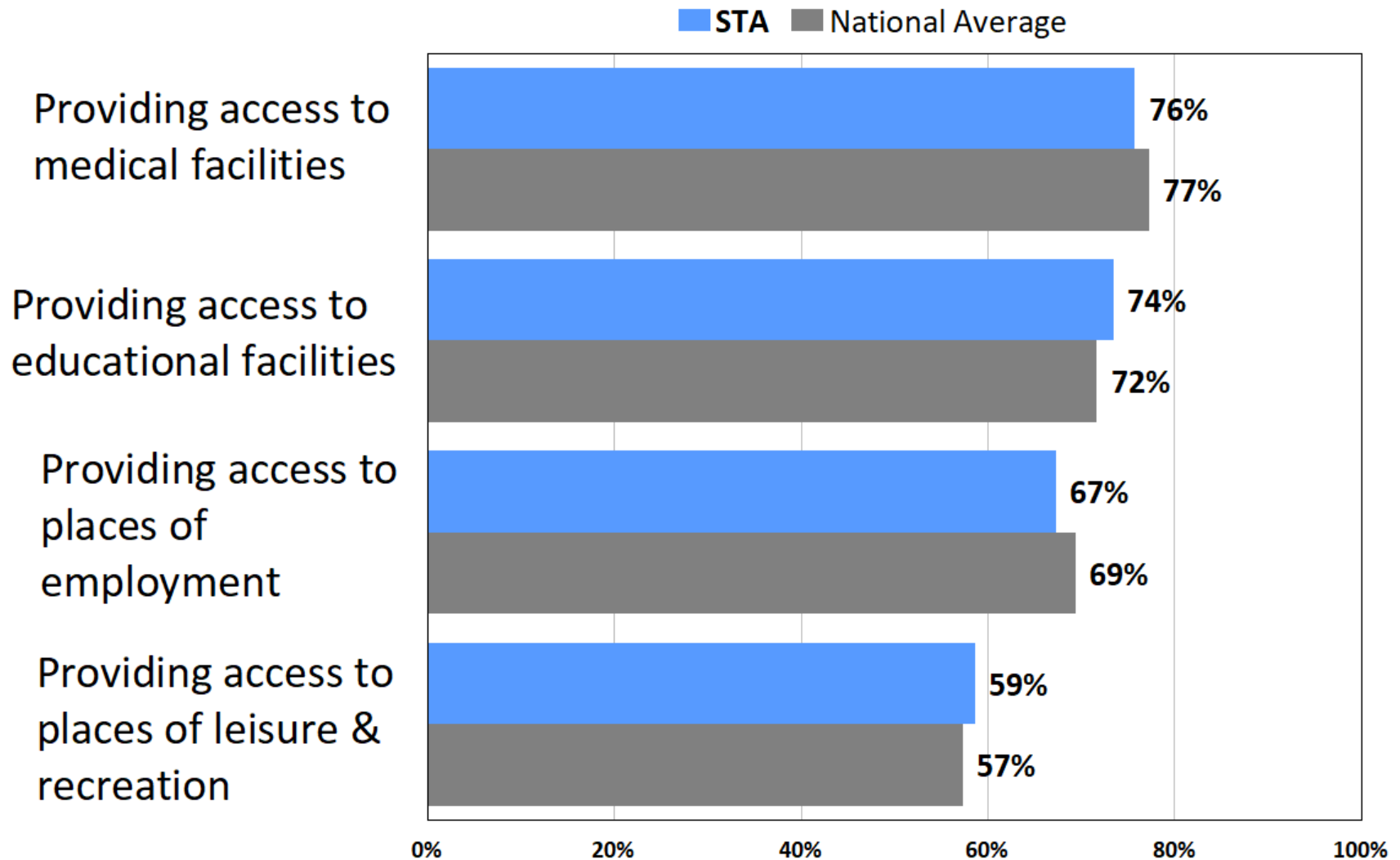
## How valuable is STA in the following areas: (Q7)

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



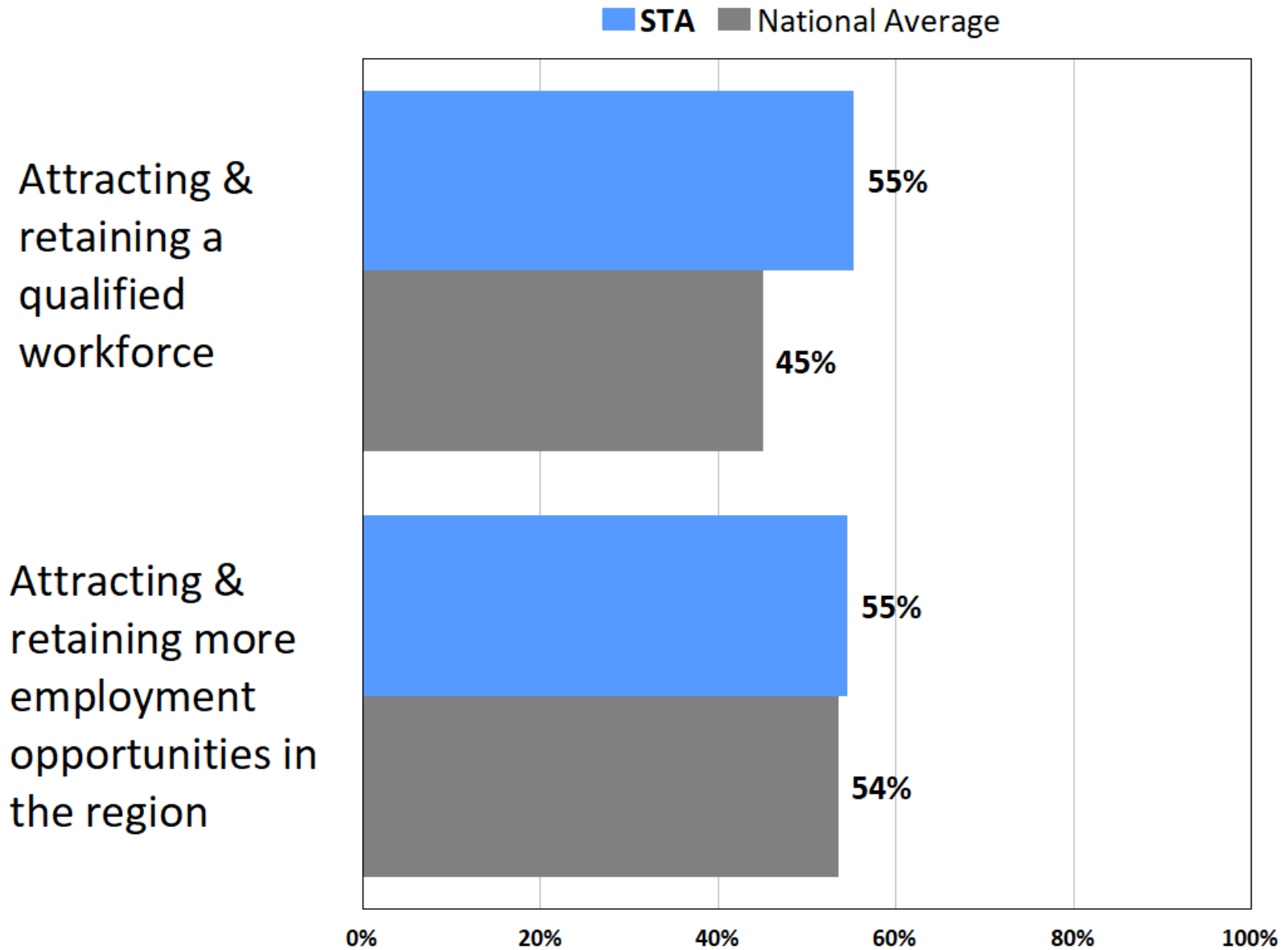
## How valuable is STA in the following areas: (Q7)

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



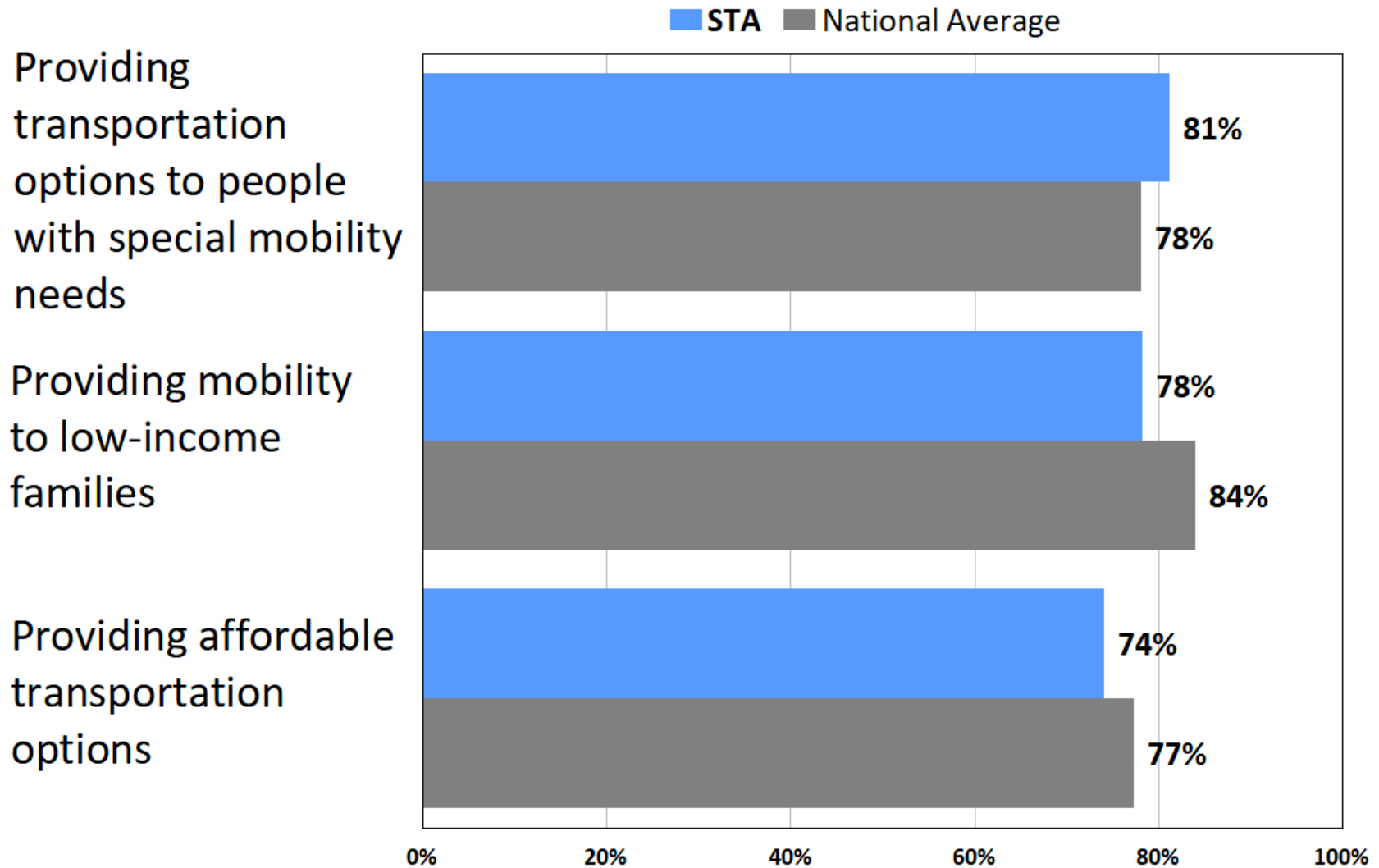
# How valuable is STA in the following areas: (Q7)

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



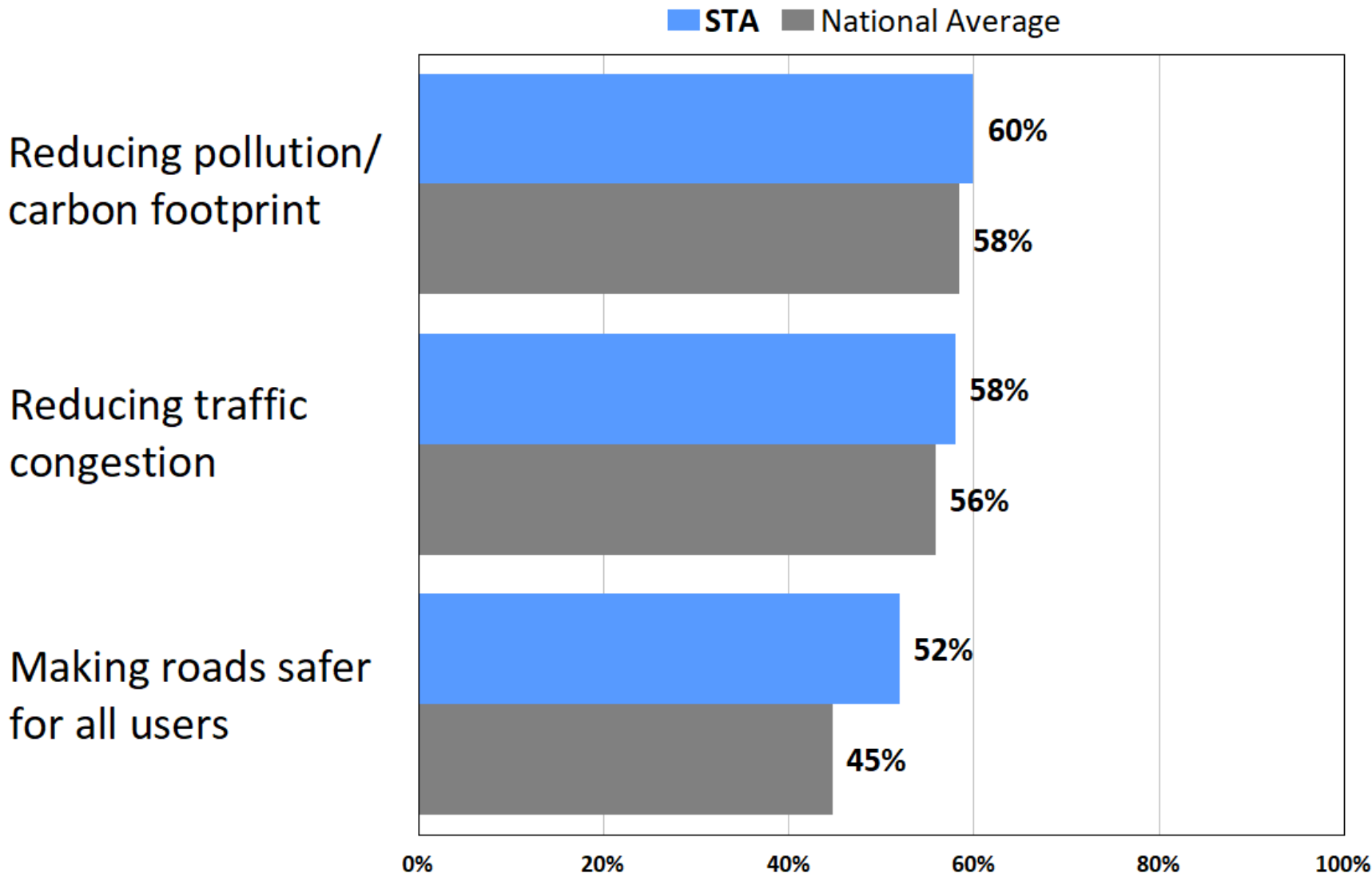
# How valuable is STA in the following areas: (Q7)

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



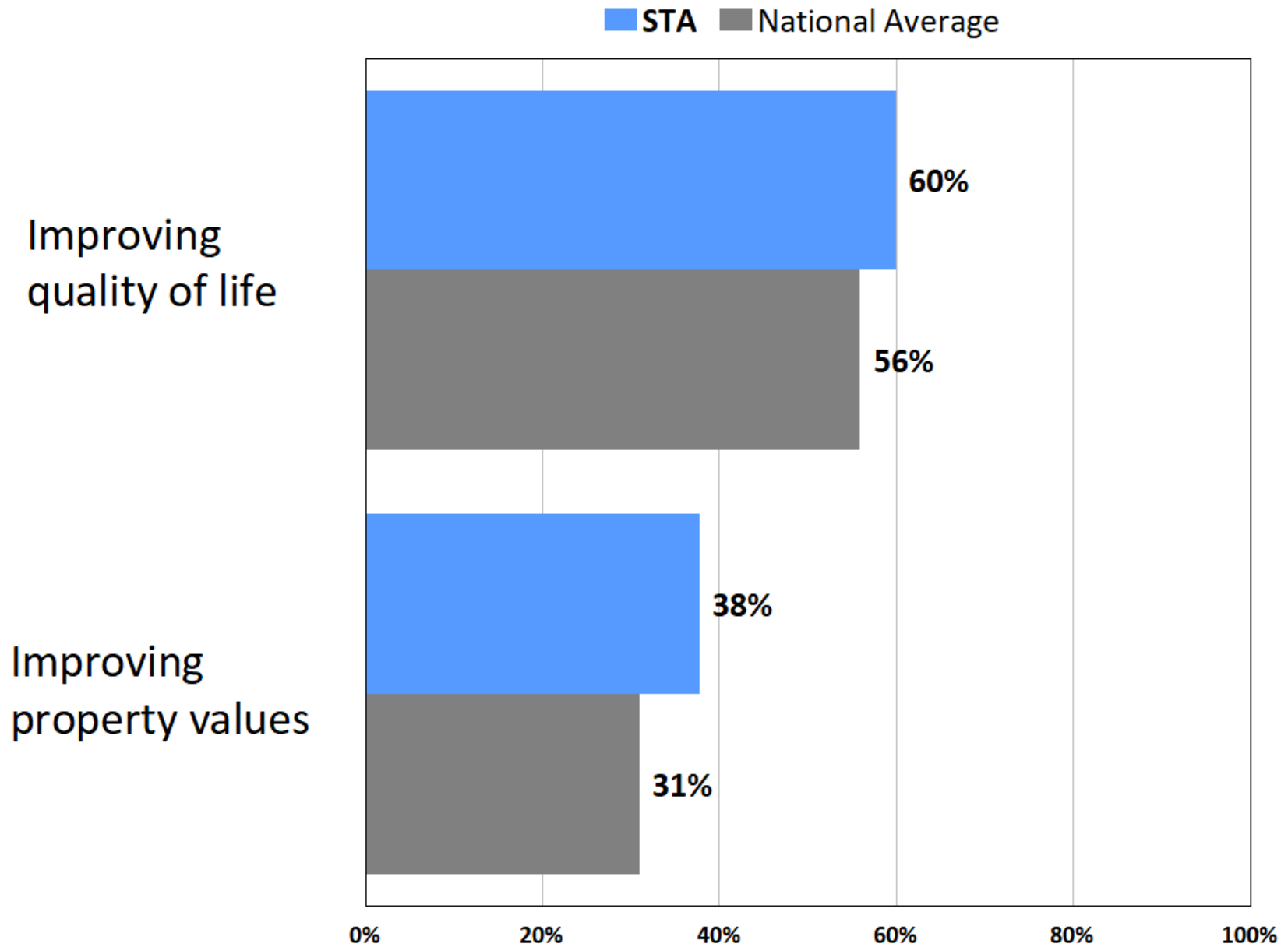
## How valuable is STA in the following areas: (Q7)

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")



# NET PROMOTER SCORE (Q12)

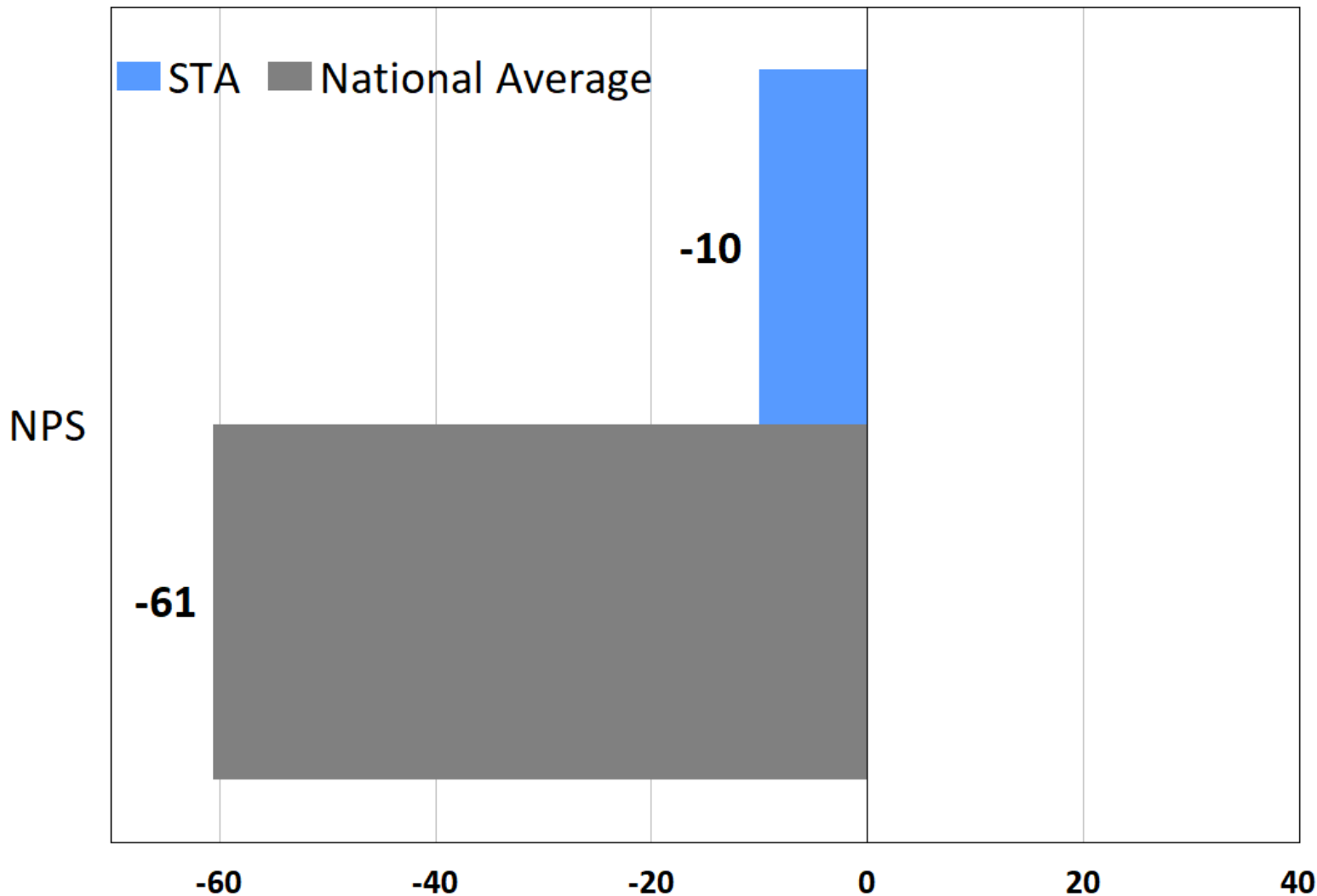
Using a 10-point scale, where 10 means “Very Likely,” and 1 means “Not Likely At All,” how likely would you be to recommend STA bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

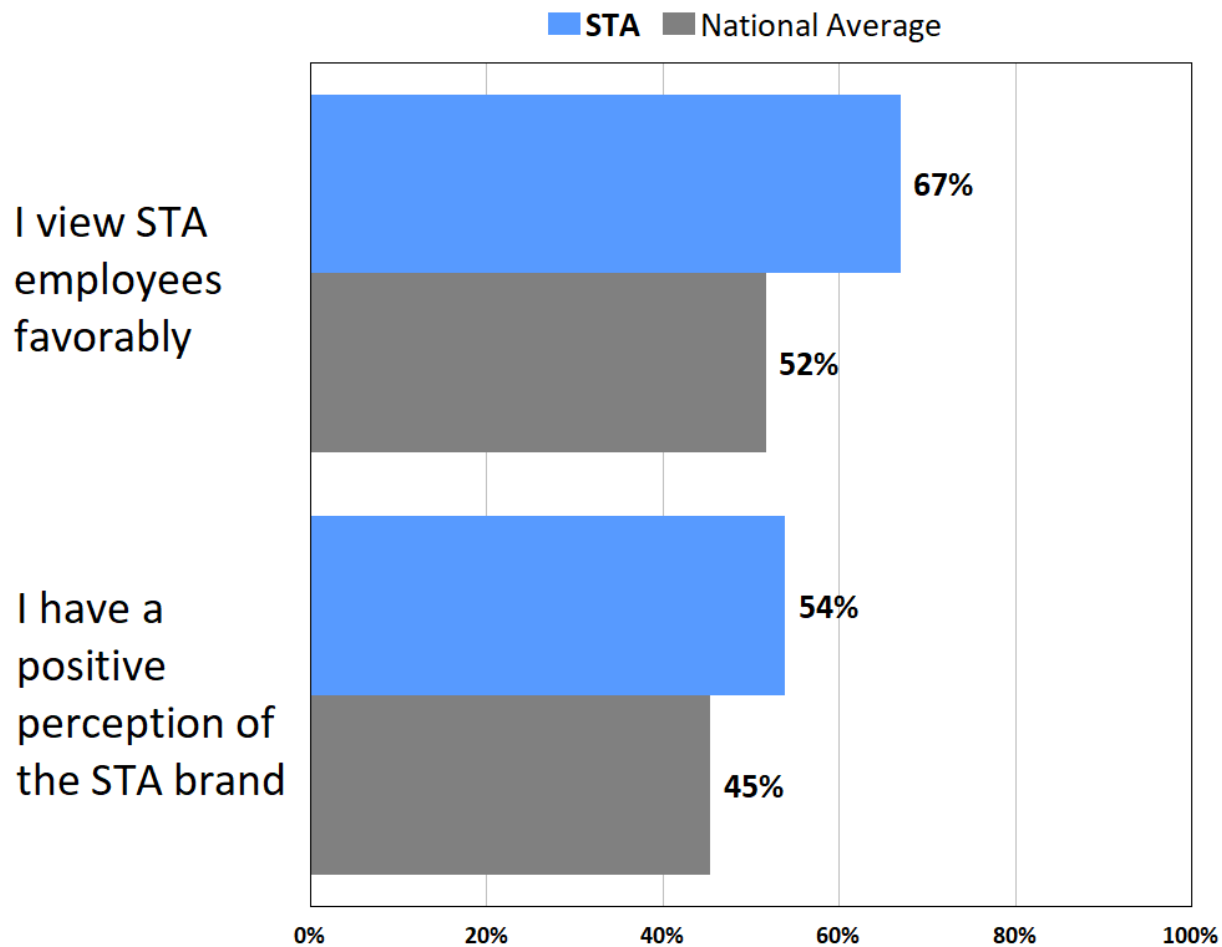
“Detractor” = 6-1

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)

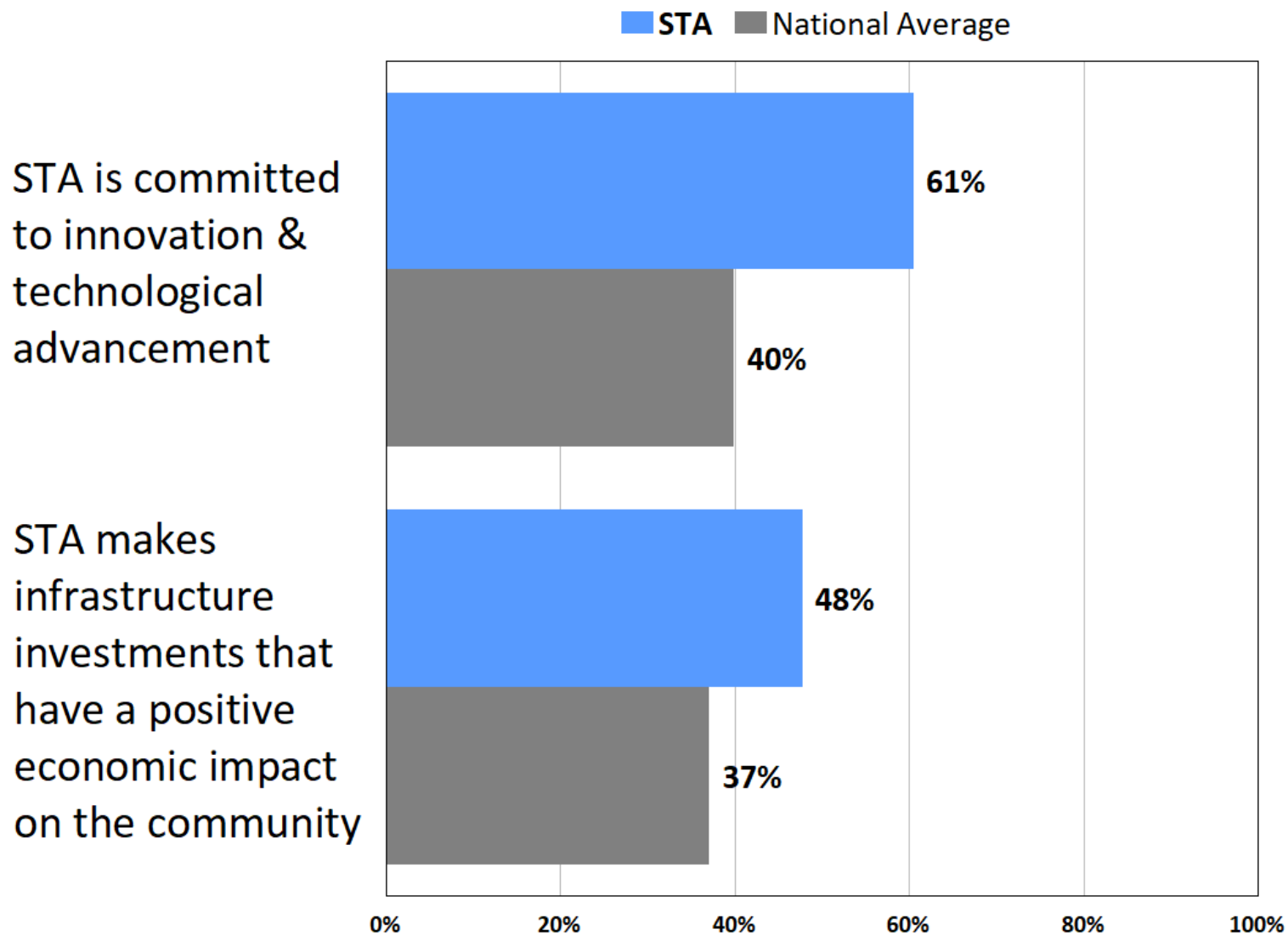
by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "don't know")



\*The national average is for each organization's employees

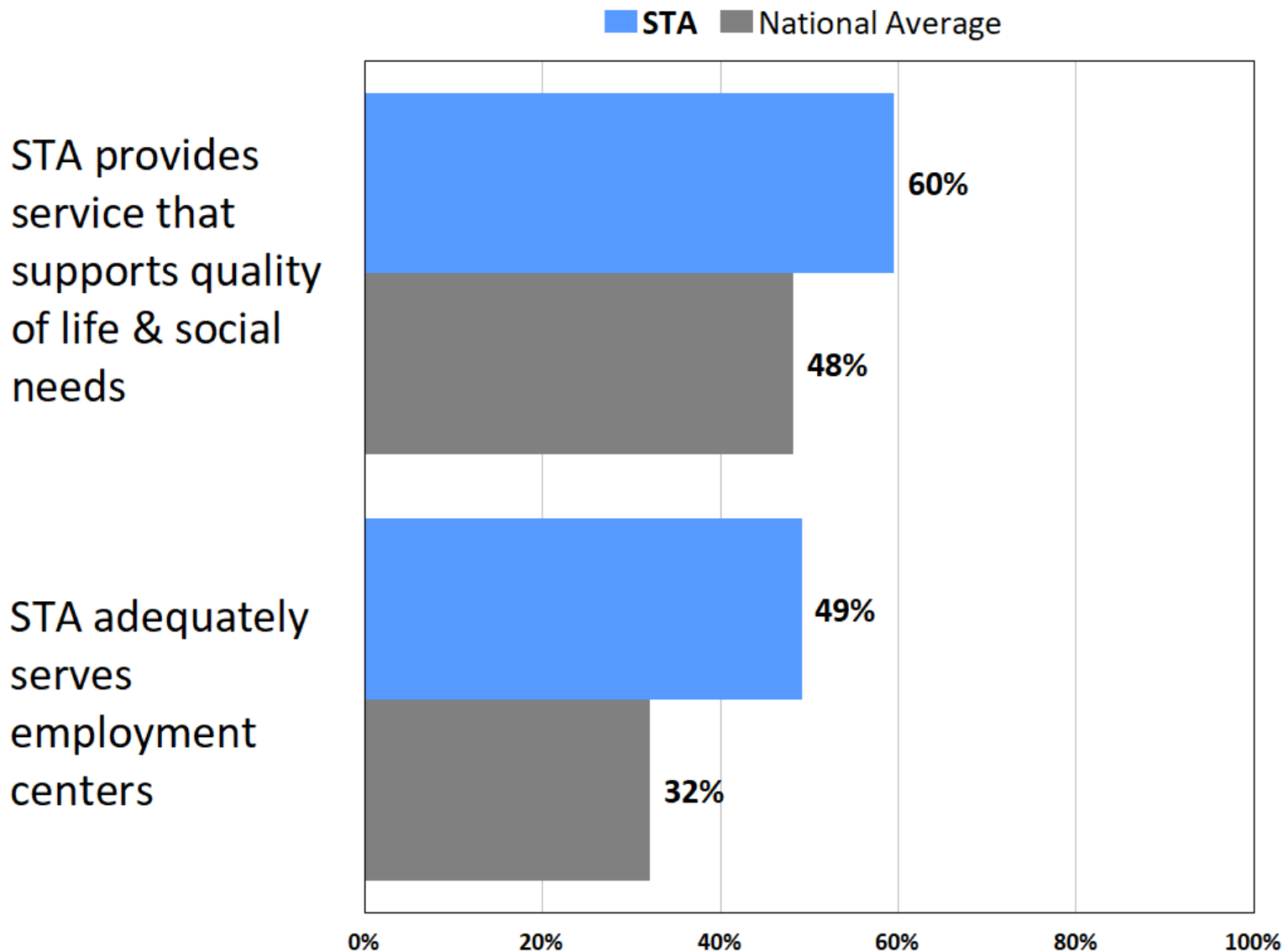
# How much do you agree with the following statements about STA? (Q13)

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



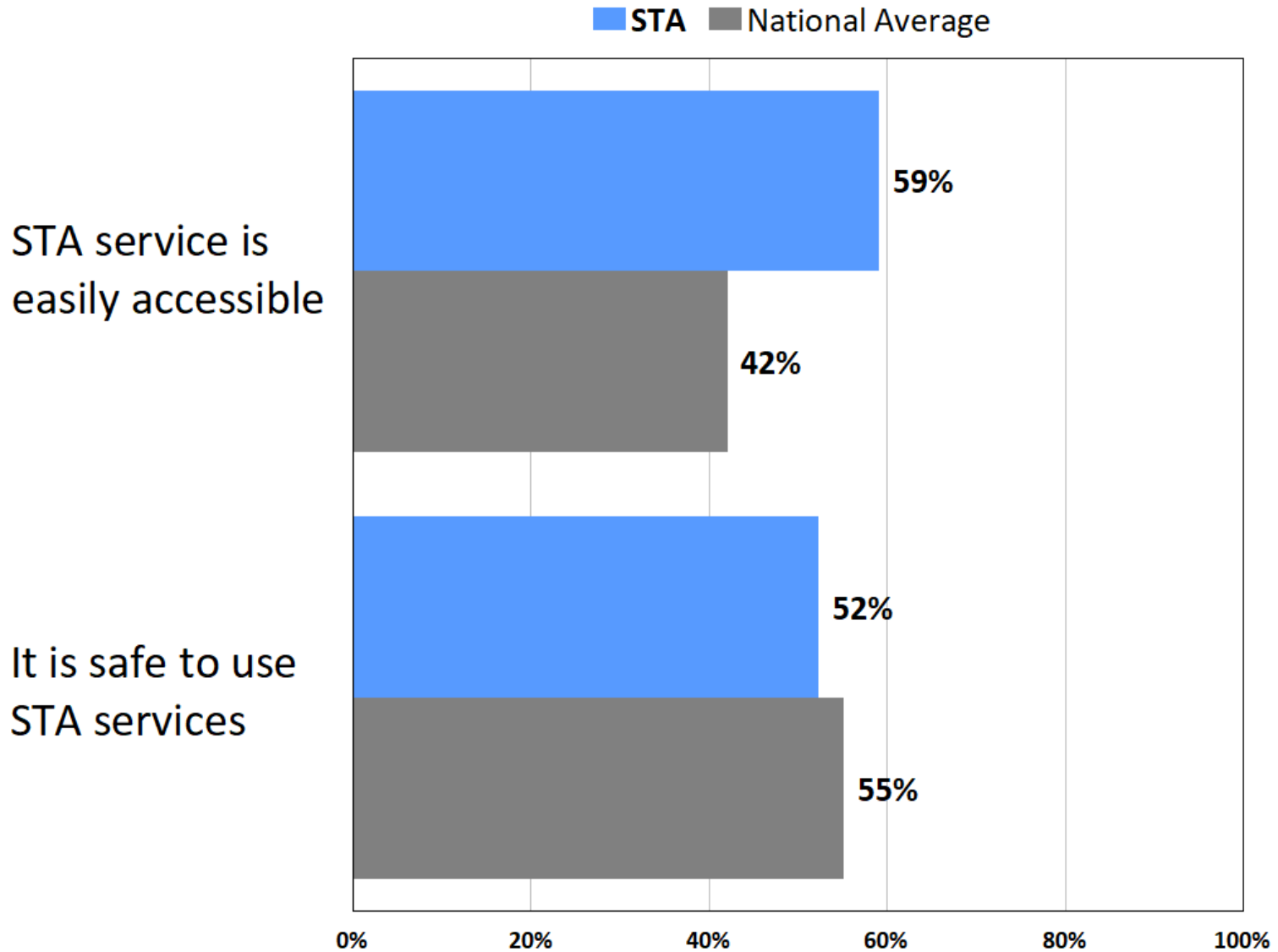
# How much do you agree with the following statements about STA? (Q13)

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



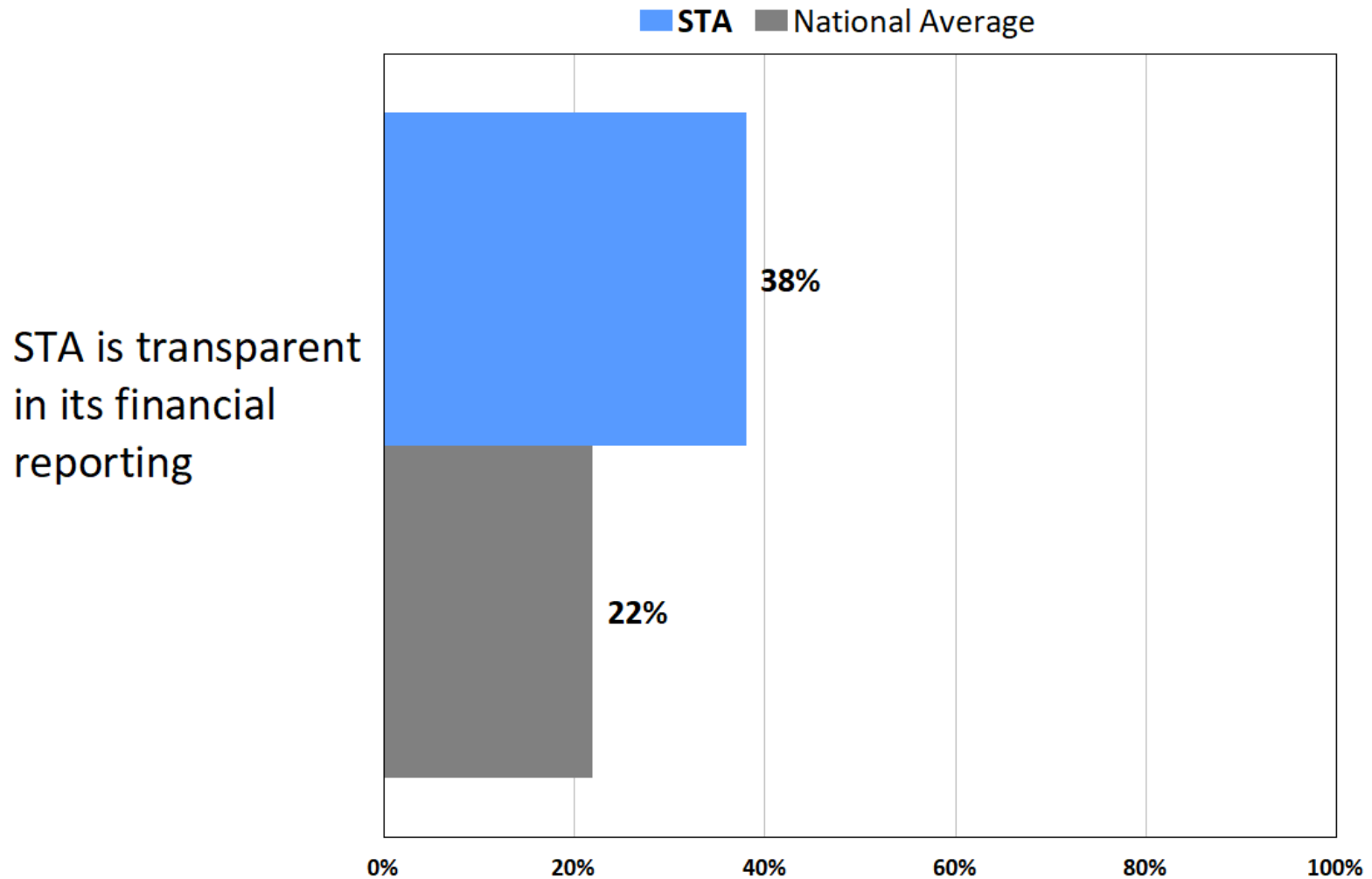
# How much do you agree with the following statements about STA? (Q13)

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



# 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=460

	Q7-9. Providing affordable transportation options					
	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	45.0%	24.1%	15.0%	5.2%	3.9%	6.7%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>						
More Liberal	64.7%	13.4%	10.9%	5.9%	3.4%	1.7%
More Moderate	47.2%	32.1%	10.4%	2.8%	0.9%	6.6%
More Conservative	31.1%	33.6%	19.7%	4.1%	4.1%	7.4%
Don't know/refused	37.2%	17.7%	18.6%	8.0%	7.1%	11.5%

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

N=460

	Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive					
	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	51.7%	24.3%	13.3%	2.8%	1.5%	6.3%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>						
More Liberal	68.1%	21.0%	3.4%	4.2%	2.5%	0.8%
More Moderate	56.6%	21.7%	11.3%	2.8%	1.9%	5.7%
More Conservative	41.8%	27.9%	20.5%	2.5%	0.8%	6.6%
Don't know/refused	40.7%	26.5%	17.7%	1.8%	0.9%	12.4%

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

N=460

	Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car					
	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	52.2%	21.7%	13.3%	5.0%	2.2%	5.7%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>						
More Liberal	68.1%	16.0%	7.6%	4.2%	1.7%	2.5%
More Moderate	58.5%	22.6%	10.4%	2.8%	1.9%	3.8%
More Conservative	45.1%	27.0%	16.4%	4.9%	2.5%	4.1%
Don't know/refused	37.2%	21.2%	18.6%	8.0%	2.7%	12.4%

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

N=460

	Q13-5. STA manages financial resources well					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	10.9%	12.8%	21.5%	7.2%	12.8%	34.8%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>						
More Liberal	16.0%	21.0%	16.8%	5.9%	3.4%	37.0%
More Moderate	10.4%	11.3%	27.4%	4.7%	7.5%	38.7%
More Conservative	9.0%	9.0%	19.7%	11.5%	13.9%	36.9%
Don't know/refused	8.0%	9.7%	23.0%	6.2%	26.5%	26.5%

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

N=460

	Q13-12. STA does a good job of listening to the public					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	11.1%	17.6%	25.0%	10.2%	12.4%	23.7%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>						
More Liberal	16.8%	30.3%	21.8%	5.0%	6.7%	19.3%
More Moderate	14.2%	15.1%	25.5%	16.0%	7.5%	21.7%
More Conservative	7.4%	14.8%	27.0%	8.2%	13.9%	28.7%
Don't know/refused	6.2%	9.7%	25.7%	12.4%	21.2%	24.8%

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

N=460

	Q14. How important is it for the region to support & fund public transportation				
	Very important	Somewhat important	Not sure	Not important	Not provided
Total	61.1%	25.4%	7.0%	6.5%	0.0%
<u>Q21. Do you consider yourself to be more Liberal, more Moderate, or more Conservative</u>					
More Liberal	84.9%	10.1%	3.4%	1.7%	0.0%
More Moderate	67.9%	28.3%	1.9%	1.9%	0.0%
More Conservative	44.3%	36.9%	10.7%	8.2%	0.0%
Don't know/refused	47.8%	26.5%	11.5%	14.2%	0.0%

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

N=460

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

	Should be reduced	Should stay the same	Should be somewhat greater than it is ...	Should be much greater than it is ...	Not provided
Total	18.3%	28.7%	33.5%	14.3%	5.2%

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

More Liberal	5.9%	16.0%	42.9%	27.7%	7.6%
More Moderate	10.4%	34.0%	37.7%	15.1%	2.8%
More Conservative	26.2%	36.1%	29.5%	3.3%	4.9%
Don't know/refused	30.1%	29.2%	23.9%	11.5%	5.3%

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

N=460

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

	Yes, this is fiscally responsible to save & t...	No, funds should be spent as accrued & p...	Not sure
Total	57.0%	9.8%	33.3%

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

More Liberal	60.5%	8.4%	31.1%
More Moderate	55.7%	9.4%	34.9%
More Conservative	64.8%	12.3%	23.0%
Don't know/refused	46.0%	8.8%	45.1%

**Q23. What is your annual household income before taxes?**

N=460

	Q7-9. Providing affordable transportation options					
	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	45.0%	24.1%	15.0%	5.2%	3.9%	6.7%
<u>Q23. Your annual household income before taxes</u>						
Less than \$15K	45.9%	16.2%	18.9%	2.7%	8.1%	8.1%
\$15K-\$24,999	58.3%	27.8%	5.6%	0.0%	0.0%	8.3%
\$25K-\$34,999	54.3%	25.7%	14.3%	5.7%	0.0%	0.0%
\$35K-\$49,999	48.1%	20.4%	20.4%	7.4%	1.9%	1.9%
\$50K-\$74,999	40.4%	21.3%	25.5%	6.4%	0.0%	6.4%
\$75K-\$99,999	50.8%	30.5%	10.2%	3.4%	0.0%	5.1%
\$100K+	43.5%	25.8%	8.1%	4.8%	8.1%	9.7%
Prefer not to answer	36.9%	23.8%	16.2%	6.9%	6.9%	9.2%

**Q23. What is your annual household income before taxes?**

N=460

	Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive					
	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	51.7%	24.3%	13.3%	2.8%	1.5%	6.3%
<u>Q23. Your annual household income before taxes</u>						
Less than \$15K	54.1%	18.9%	16.2%	2.7%	0.0%	8.1%
\$15K-\$24,999	55.6%	33.3%	5.6%	2.8%	0.0%	2.8%
\$25K-\$34,999	68.6%	17.1%	11.4%	2.9%	0.0%	0.0%
\$35K-\$49,999	61.1%	22.2%	5.6%	7.4%	0.0%	3.7%
\$50K-\$74,999	48.9%	25.5%	17.0%	2.1%	0.0%	6.4%
\$75K-\$99,999	64.4%	22.0%	8.5%	1.7%	0.0%	3.4%
\$100K+	43.5%	24.2%	19.4%	0.0%	4.8%	8.1%
Prefer not to answer	40.8%	26.9%	16.2%	3.1%	3.1%	10.0%

**Q23. What is your annual household income before taxes?**

N=460

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

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Total	52.2%	21.7%	13.3%	5.0%	2.2%	5.7%
<u>Q23. Your annual household income before taxes</u>						
Less than \$15K	51.4%	27.0%	5.4%	5.4%	2.7%	8.1%
\$15K-\$24,999	66.7%	25.0%	5.6%	0.0%	0.0%	2.8%
\$25K-\$34,999	68.6%	20.0%	5.7%	2.9%	0.0%	2.9%
\$35K-\$49,999	55.6%	18.5%	16.7%	1.9%	1.9%	5.6%
\$50K-\$74,999	51.1%	25.5%	12.8%	6.4%	2.1%	2.1%
\$75K-\$99,999	64.4%	18.6%	10.2%	3.4%	1.7%	1.7%
\$100K+	45.2%	21.0%	16.1%	3.2%	6.5%	8.1%
Prefer not to answer	40.8%	21.5%	18.5%	9.2%	1.5%	8.5%

**Q23. What is your annual household income before taxes?**

N=460

Q13-5. STA manages financial resources well

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	10.9%	12.8%	21.5%	7.2%	12.8%	34.8%
<u>Q23. Your annual household income before taxes</u>						
Less than \$15K	21.6%	18.9%	24.3%	5.4%	5.4%	24.3%
\$15K-\$24,999	16.7%	16.7%	27.8%	2.8%	2.8%	33.3%
\$25K-\$34,999	5.7%	28.6%	25.7%	5.7%	5.7%	28.6%
\$35K-\$49,999	5.6%	13.0%	14.8%	5.6%	7.4%	53.7%
\$50K-\$74,999	6.4%	8.5%	25.5%	2.1%	14.9%	42.6%
\$75K-\$99,999	16.9%	8.5%	20.3%	6.8%	10.2%	37.3%
\$100K+	11.3%	9.7%	17.7%	8.1%	17.7%	35.5%
Prefer not to answer	8.5%	10.8%	21.5%	11.5%	20.0%	27.7%

**Q23. What is your annual household income before taxes?**

N=460

	Q13-12. STA does a good job of listening to the public					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Total	11.1%	17.6%	25.0%	10.2%	12.4%	23.7%
<u>Q23. Your annual household income before taxes</u>						
Less than \$15K	24.3%	18.9%	32.4%	0.0%	10.8%	13.5%
\$15K-\$24,999	19.4%	16.7%	27.8%	13.9%	5.6%	16.7%
\$25K-\$34,999	5.7%	34.3%	28.6%	11.4%	2.9%	17.1%
\$35K-\$49,999	11.1%	14.8%	22.2%	13.0%	9.3%	29.6%
\$50K-\$74,999	14.9%	10.6%	29.8%	10.6%	10.6%	23.4%
\$75K-\$99,999	11.9%	23.7%	25.4%	10.2%	3.4%	25.4%
\$100K+	9.7%	14.5%	21.0%	4.8%	17.7%	32.3%
Prefer not to answer	5.4%	15.4%	22.3%	13.1%	20.8%	23.1%

**Q23. What is your annual household income before taxes?**

N=460

	Q14. How important is it for the region to support & fund public transportation				
	Very important	Somewhat important	Not sure	Not important	Not provided
Total	61.1%	25.4%	7.0%	6.5%	0.0%
<u>Q23. Your annual household income before taxes</u>					
Less than \$15K	75.7%	16.2%	8.1%	0.0%	0.0%
\$15K-\$24,999	80.6%	13.9%	2.8%	2.8%	0.0%
\$25K-\$34,999	68.6%	25.7%	2.9%	2.9%	0.0%
\$35K-\$49,999	68.5%	22.2%	7.4%	1.9%	0.0%
\$50K-\$74,999	63.8%	21.3%	6.4%	8.5%	0.0%
\$75K-\$99,999	54.2%	37.3%	6.8%	1.7%	0.0%
\$100K+	50.0%	25.8%	6.5%	17.7%	0.0%
Prefer not to answer	53.8%	28.5%	9.2%	8.5%	0.0%

**Q23. What is your annual household income before taxes?**

N=460

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

	Should be reduced	Should stay the same	Should be somewhat greater than it is ...	Should be much greater than it is ...	Not provided
Total	18.3%	28.7%	33.5%	14.3%	5.2%

**Q23. Your annual household income before taxes**

Less than \$15K	32.4%	24.3%	21.6%	13.5%	8.1%
\$15K-\$24,999	2.8%	25.0%	44.4%	19.4%	8.3%
\$25K-\$34,999	5.7%	20.0%	54.3%	14.3%	5.7%
\$35K-\$49,999	9.3%	33.3%	33.3%	20.4%	3.7%
\$50K-\$74,999	17.0%	31.9%	34.0%	12.8%	4.3%
\$75K-\$99,999	15.3%	33.9%	35.6%	13.6%	1.7%
\$100K+	29.0%	25.8%	27.4%	14.5%	3.2%
Prefer not to answer	22.3%	29.2%	30.0%	11.5%	6.9%

**Q23. What is your annual household income before taxes?**

N=460

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

	Yes, this is fiscally responsible to save & t...	No, funds should be spent as accrued & p...	Not sure
Total	57.0%	9.8%	33.3%

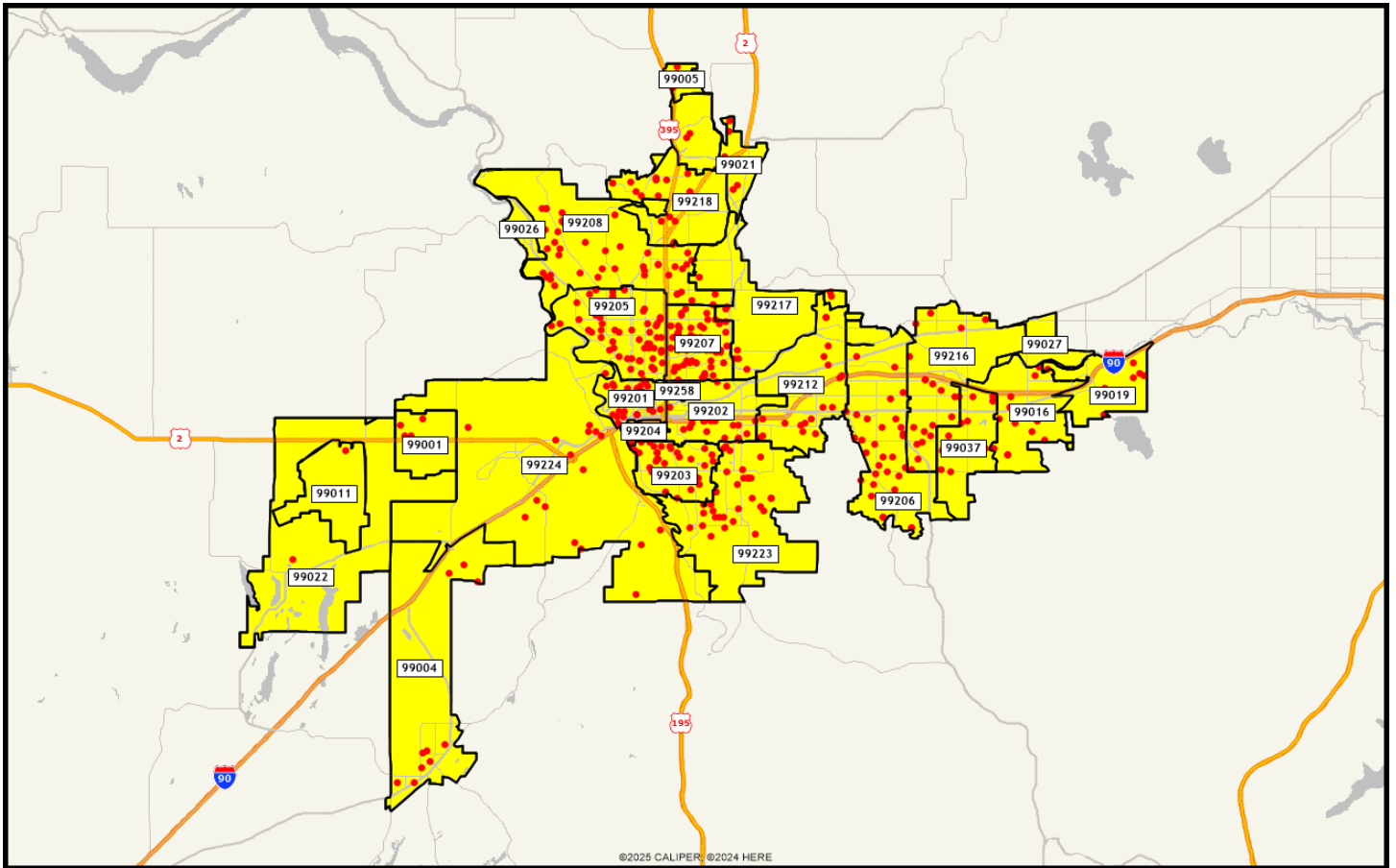
**Q23. Your annual household income before taxes**

Less than \$15K	37.8%	21.6%	40.5%
\$15K-\$24,999	72.2%	8.3%	19.4%
\$25K-\$34,999	62.9%	8.6%	28.6%
\$35K-\$49,999	59.3%	7.4%	33.3%
\$50K-\$74,999	48.9%	12.8%	38.3%
\$75K-\$99,999	61.0%	5.1%	33.9%
\$100K+	64.5%	9.7%	25.8%
Prefer not to answer	53.1%	9.2%	37.7%

A dark blue horizontal bar with a white circle on the left containing the number 5. To the right of the circle, the text "GIS Response Maps" is written in white.

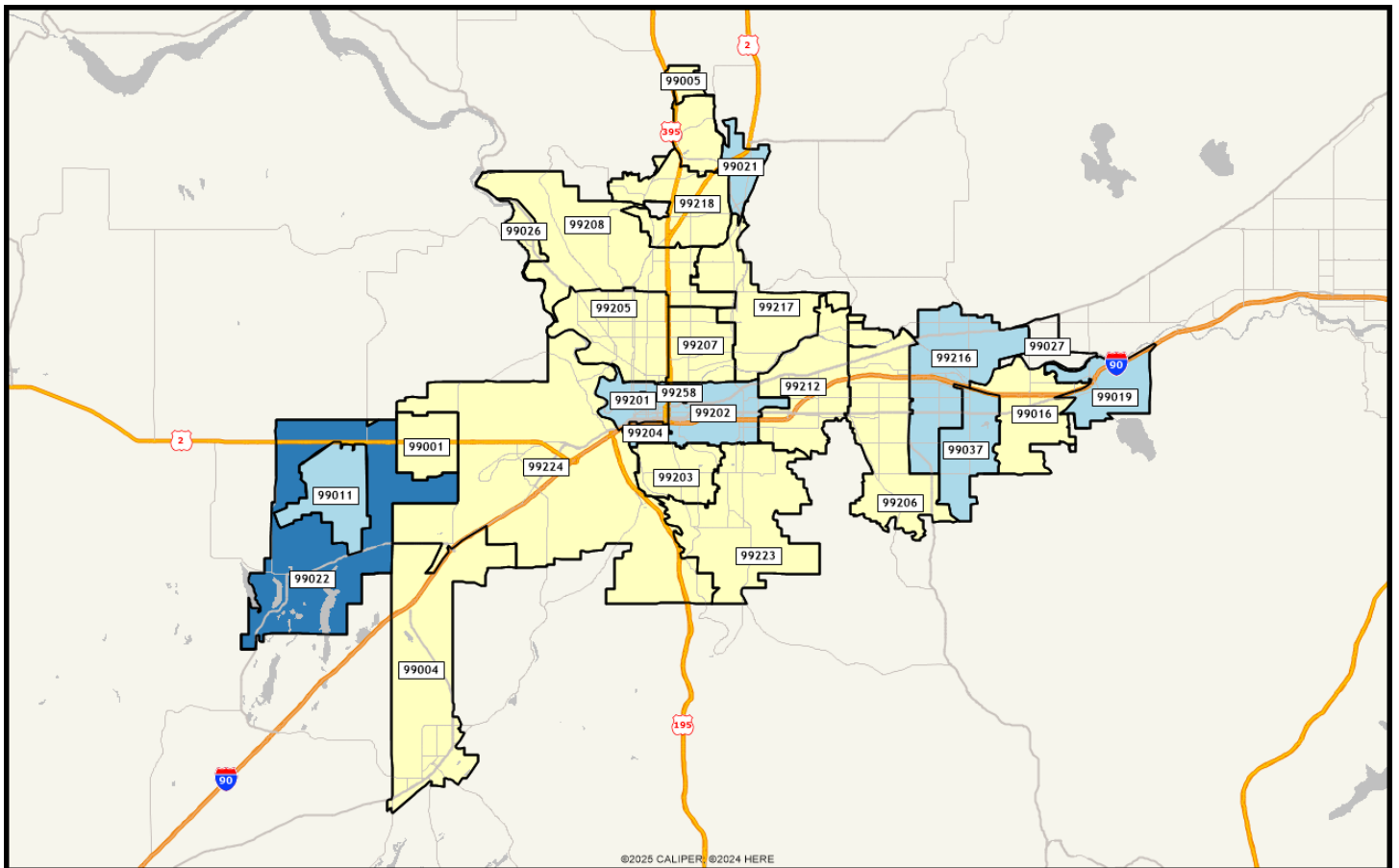
**5** GIS  
Response Maps

## Location of Responses (by Zip Code)

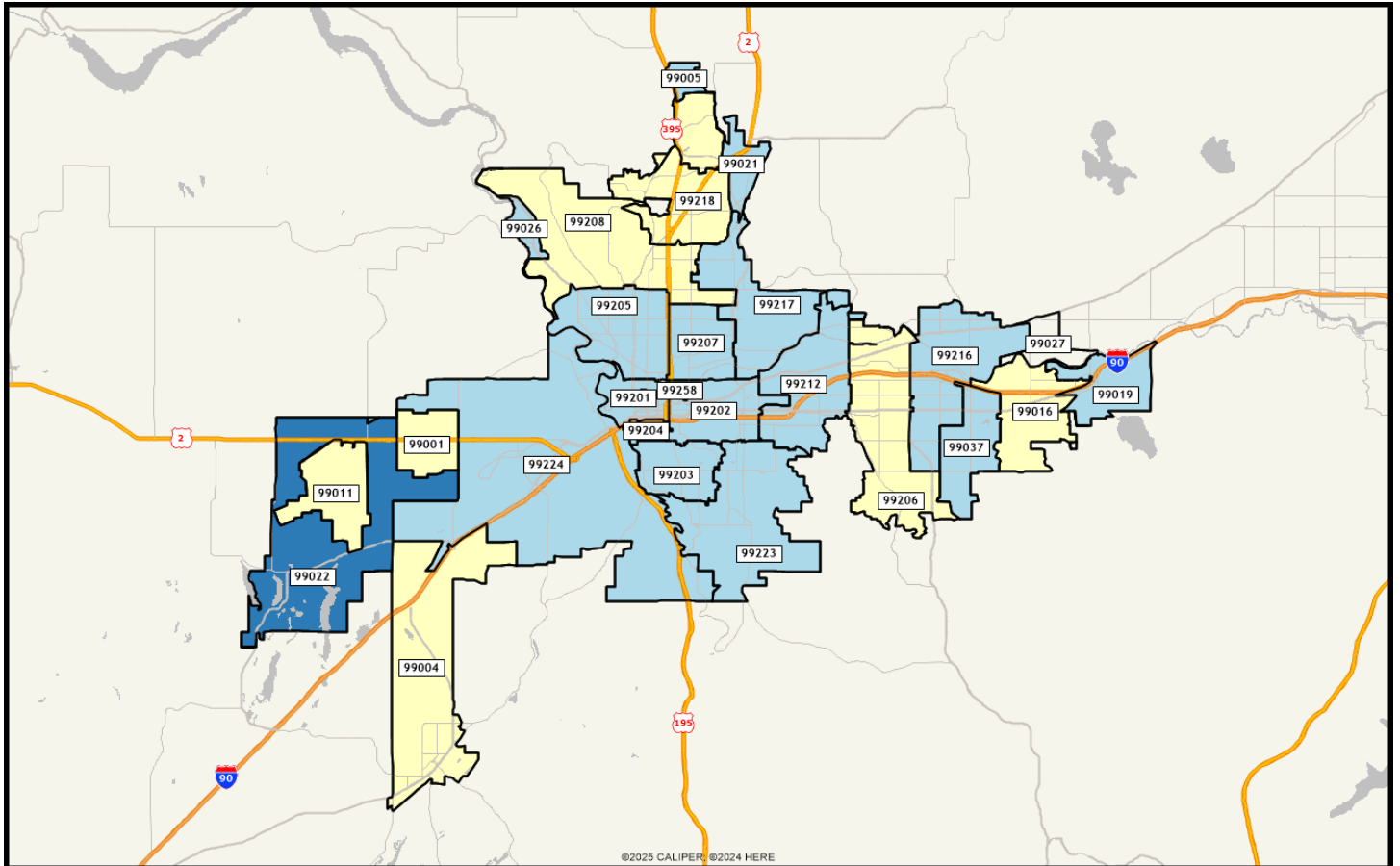


\*Heat maps on the following pages show average rating on a 5-point scale for each Zip Code.

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?



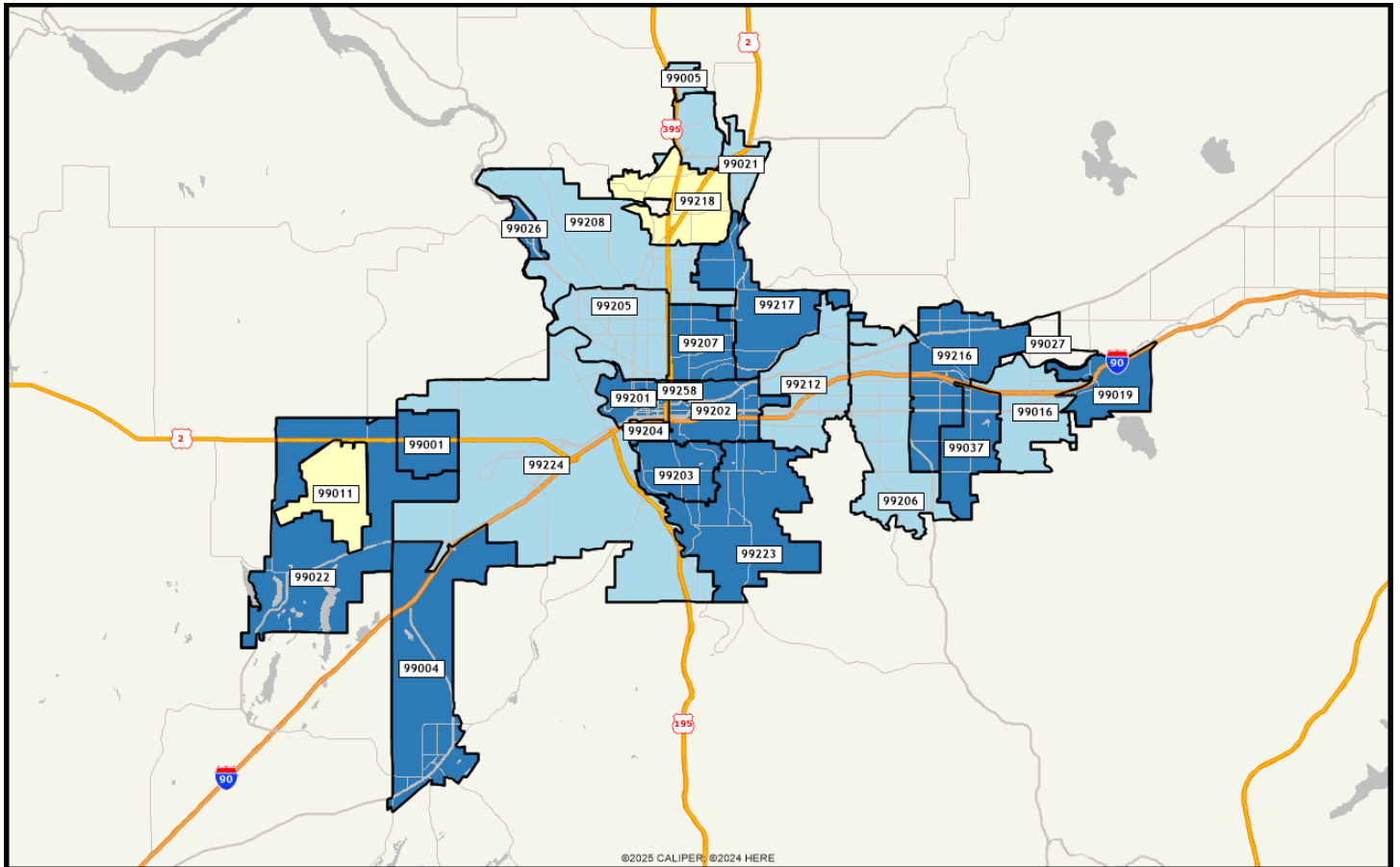
Q6. Based on your personal experience or anything you may have seen, read, or heard, how would you rate the overall job you think STA is doing in providing public transit service in the Spokane area?



**Legend**

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

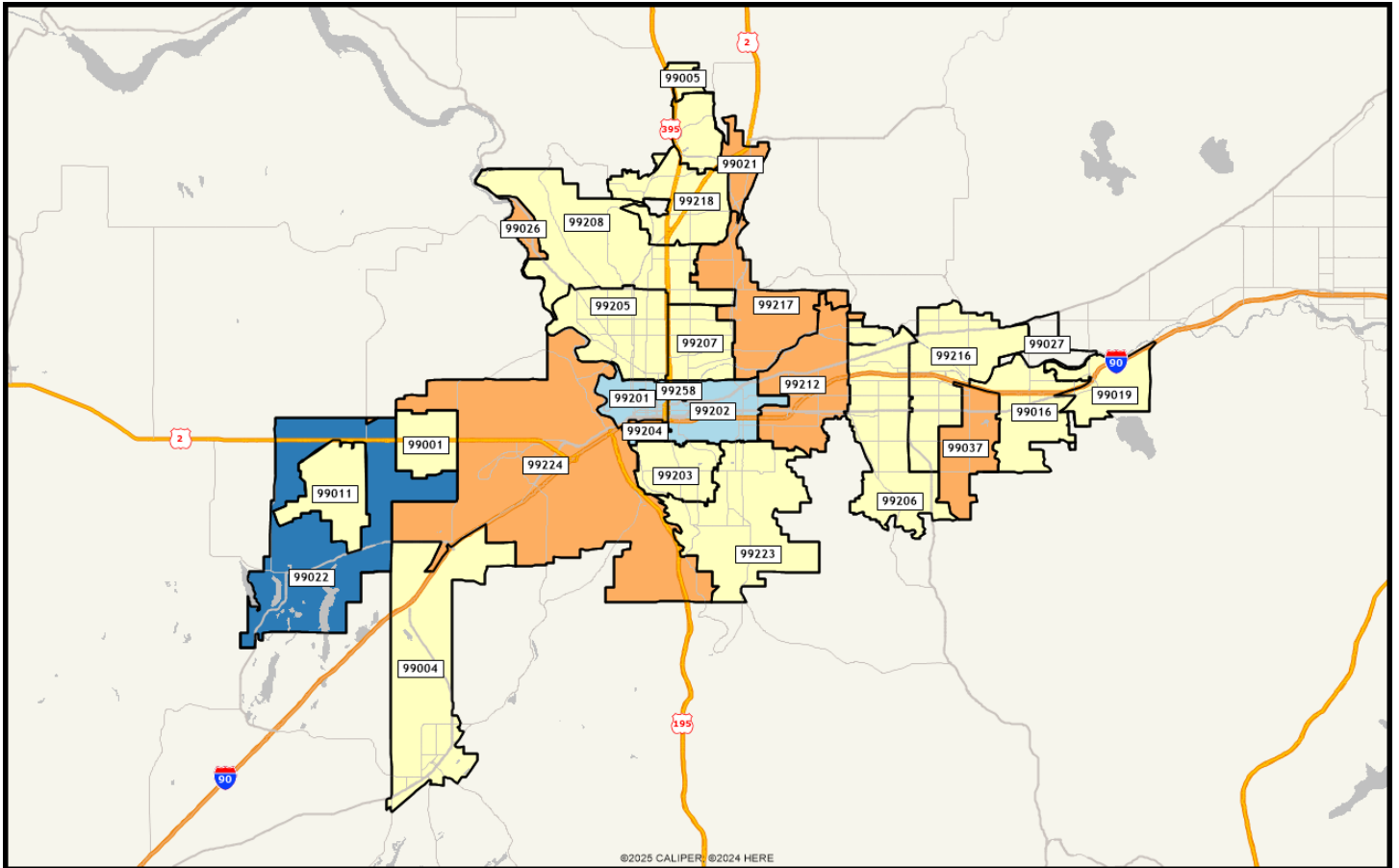
# Q7-1. How valuable do you feel STA is to the Spokane Region?



**Legend**

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

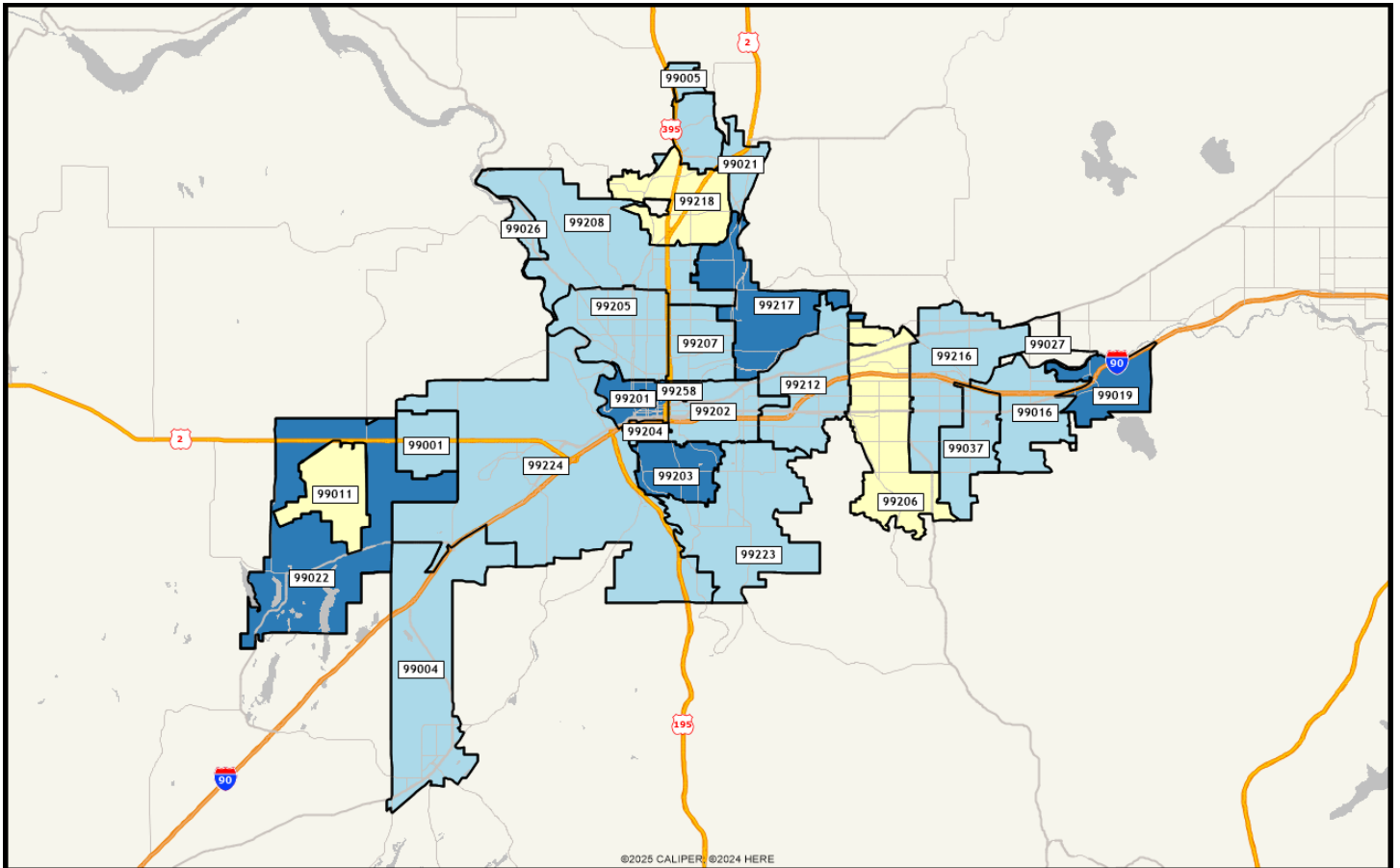
# Q7-2. How valuable do you feel STA is to you personally?



**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?

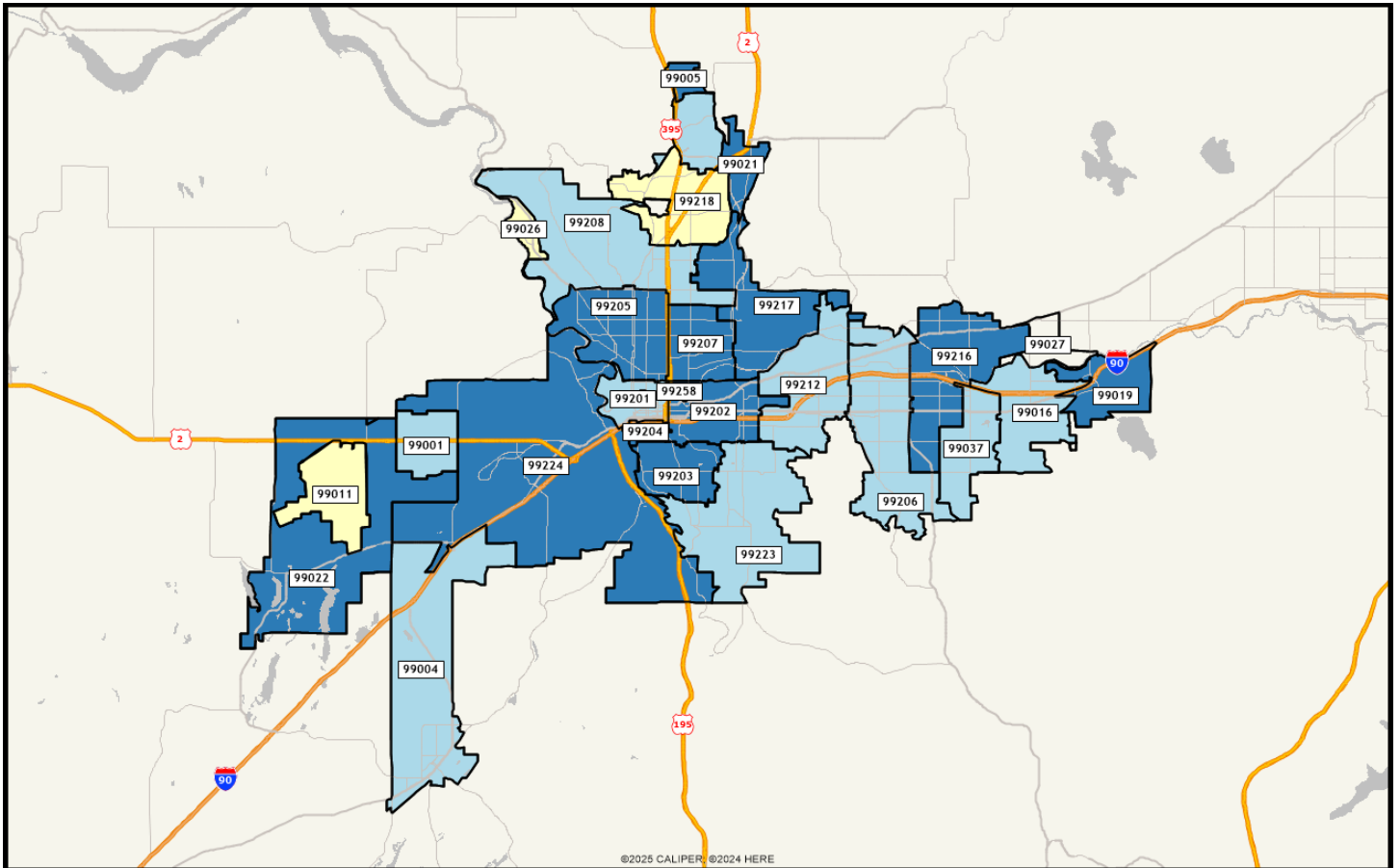


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## Legend

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

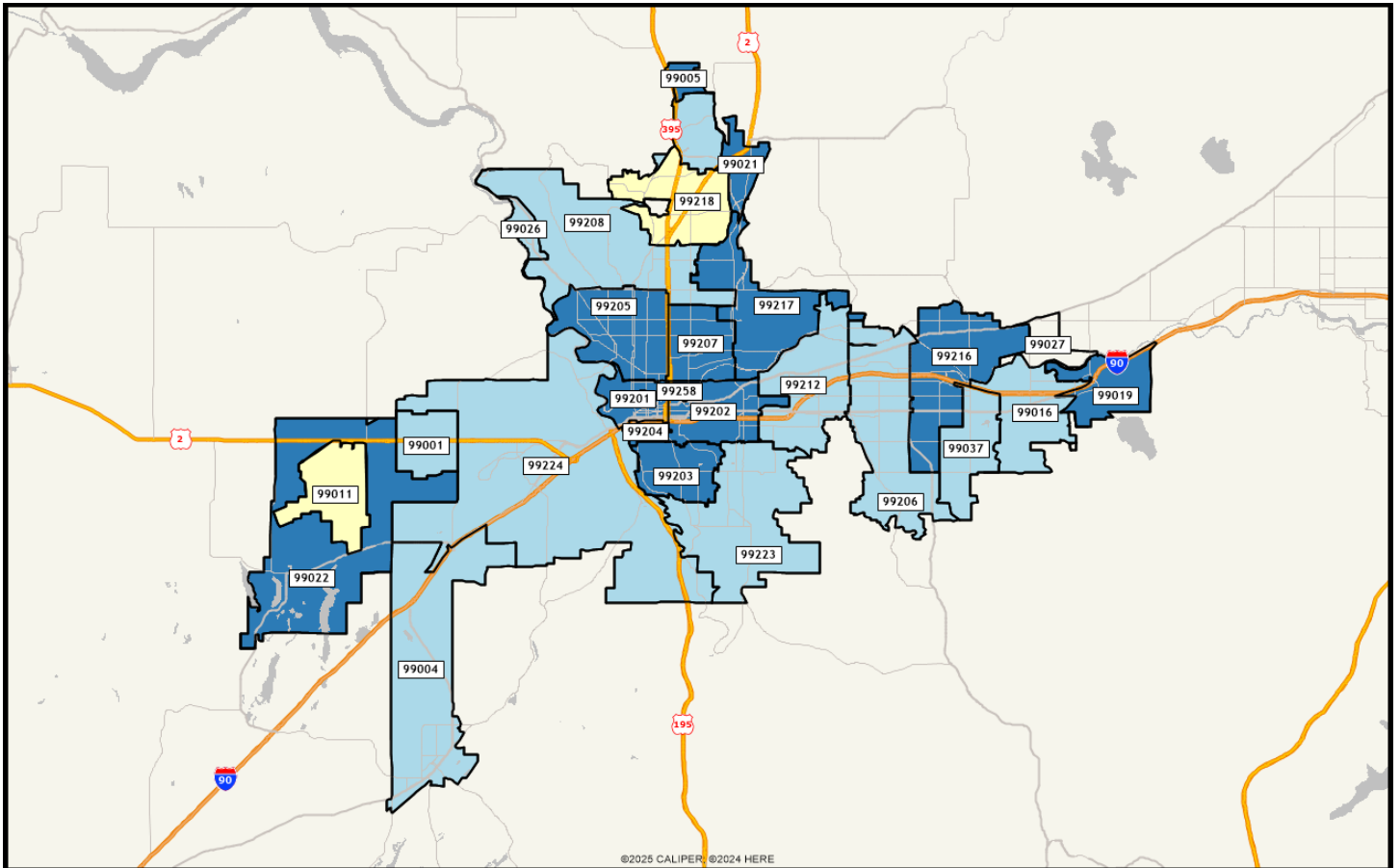
# Q7-4. How valuable do you feel STA is in providing access to medical facilities?



### Legend

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

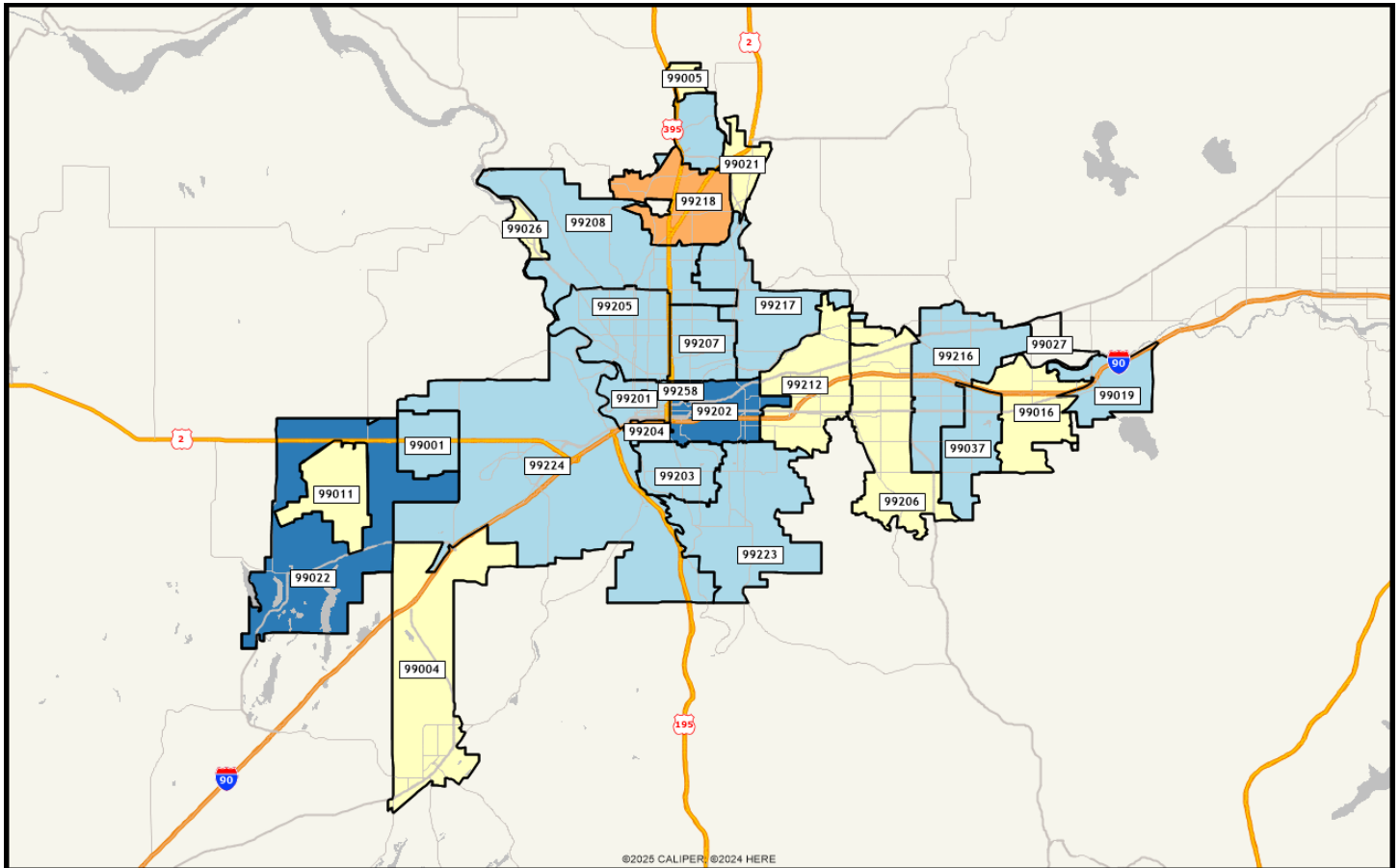
# Q7-5. How valuable do you feel STA is in providing access to educational facilities?



**Legend**

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

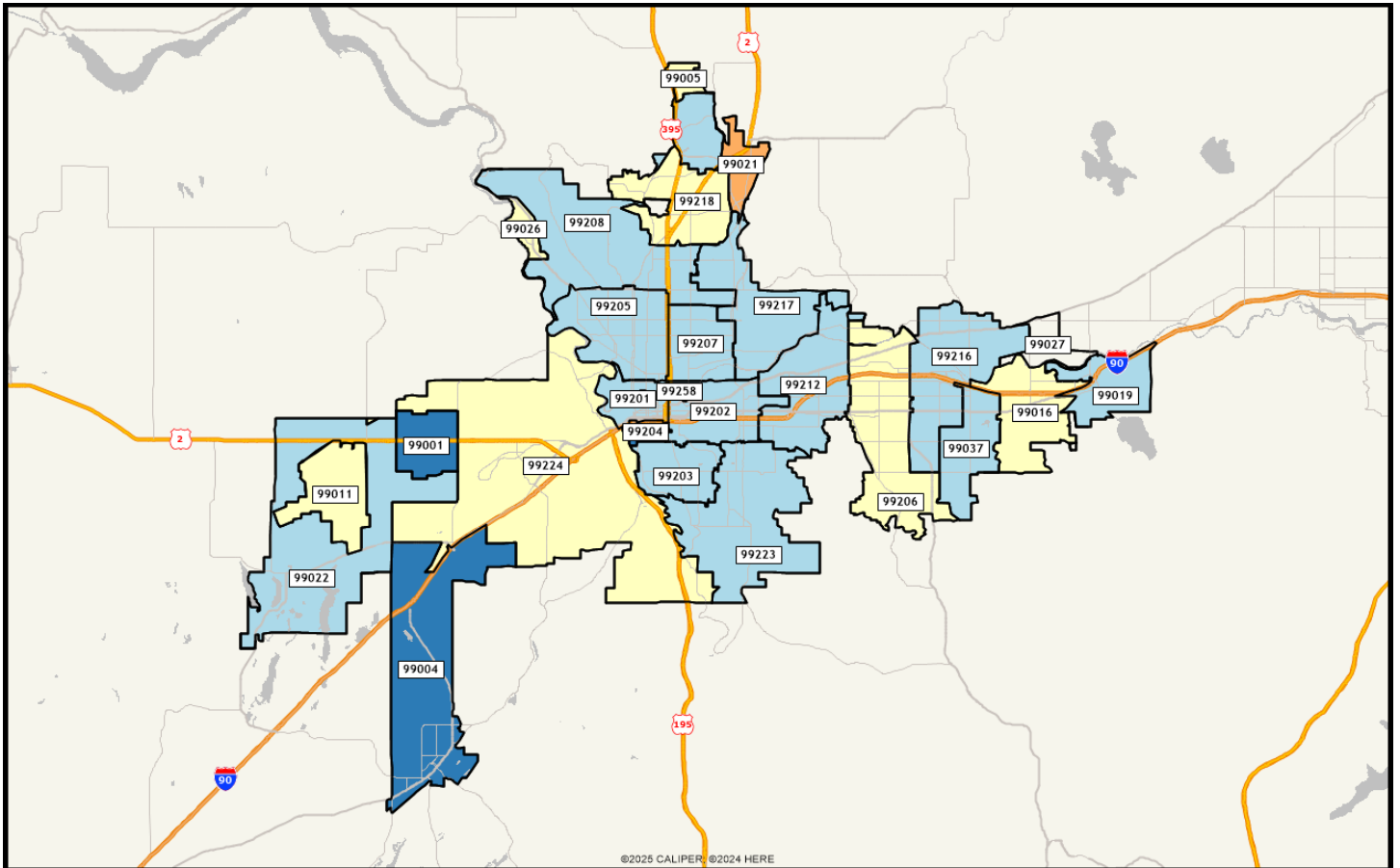
# Q7-6. How valuable do you feel STA is in providing access to places of leisure and recreation?



**Legend**

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

# Q7-7. How valuable do you feel STA is in attracting and retaining more employment opportunities in the region?

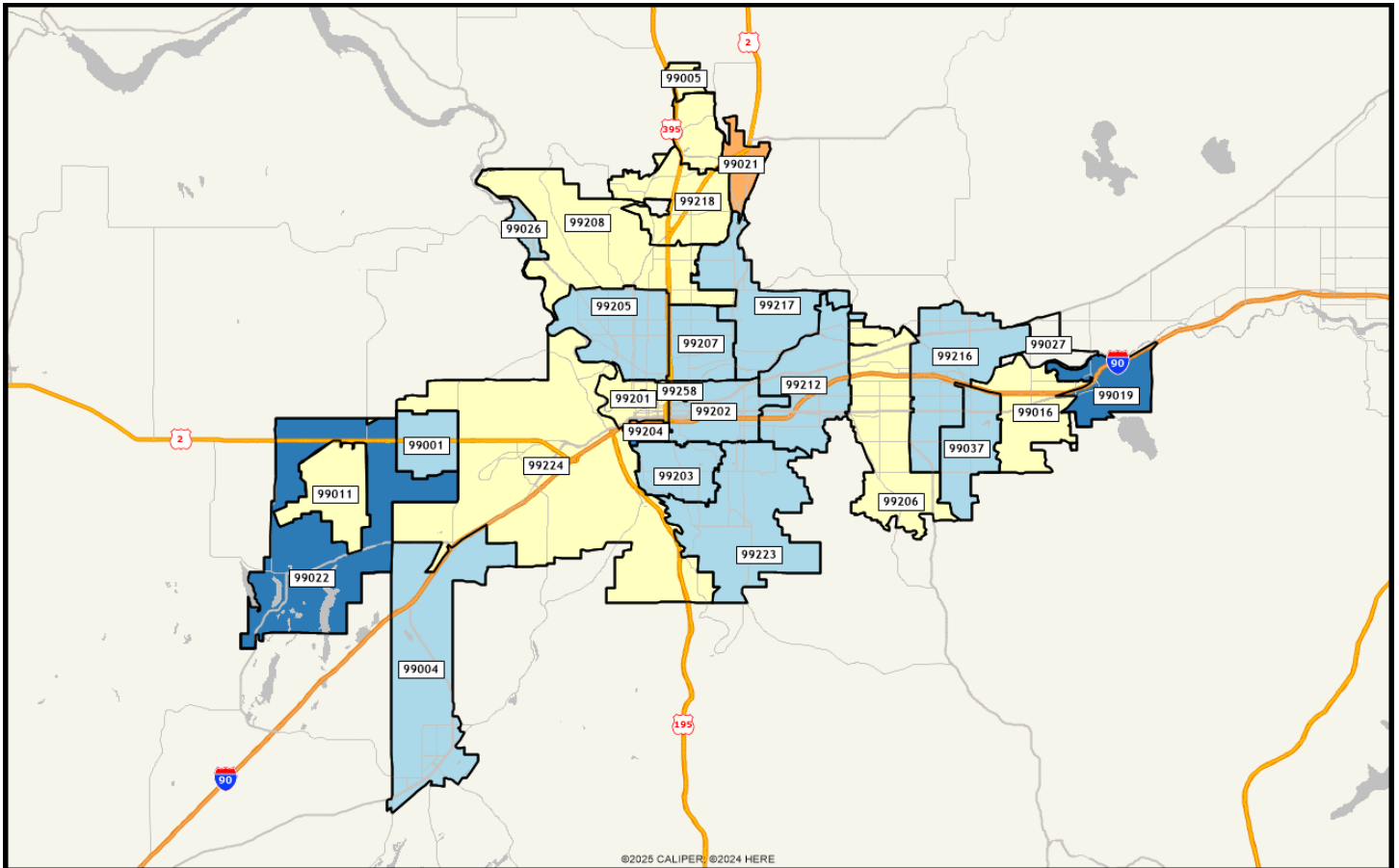


**Legend**

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

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

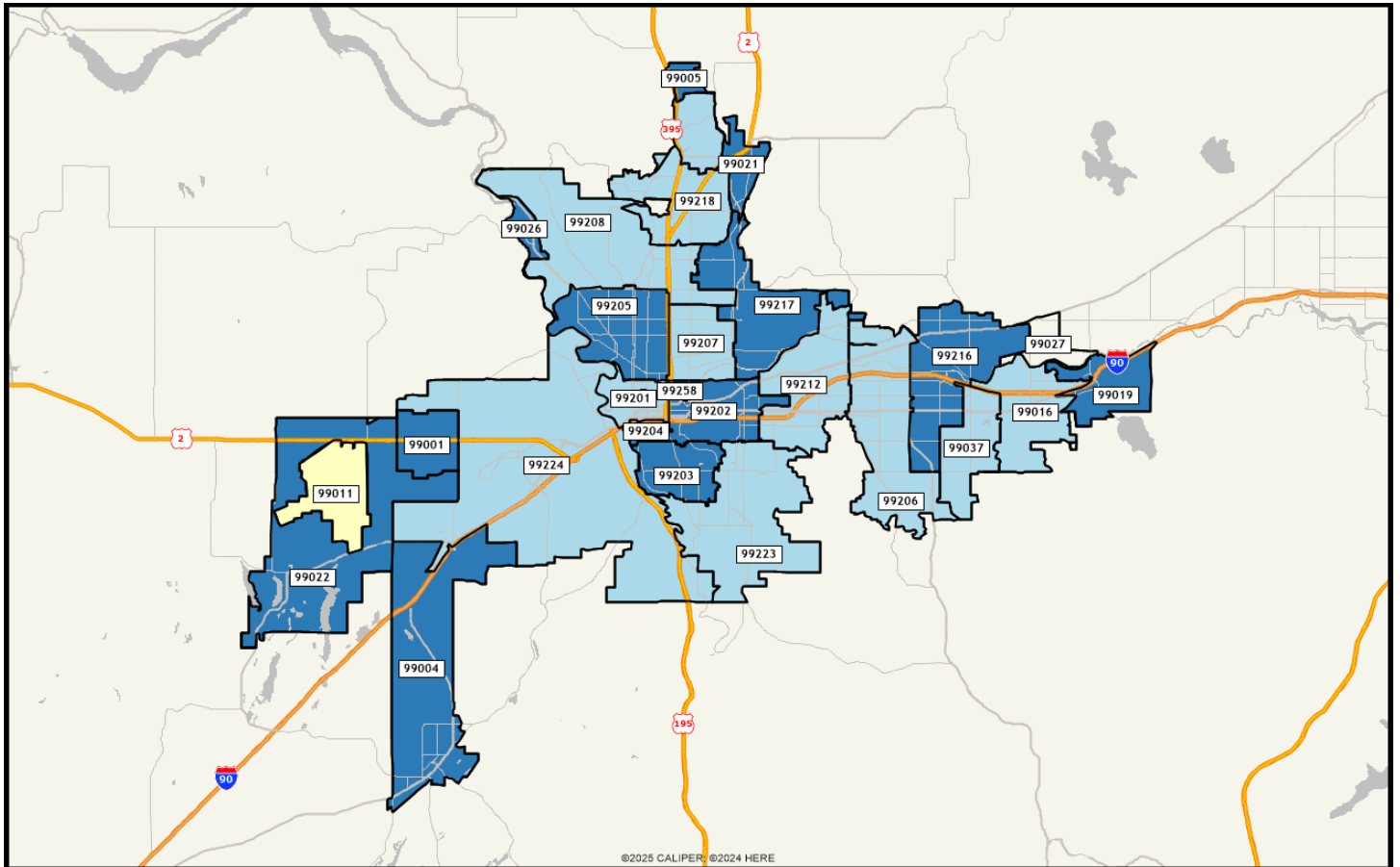


**Legend**

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

**ETC INSTITUTE**

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

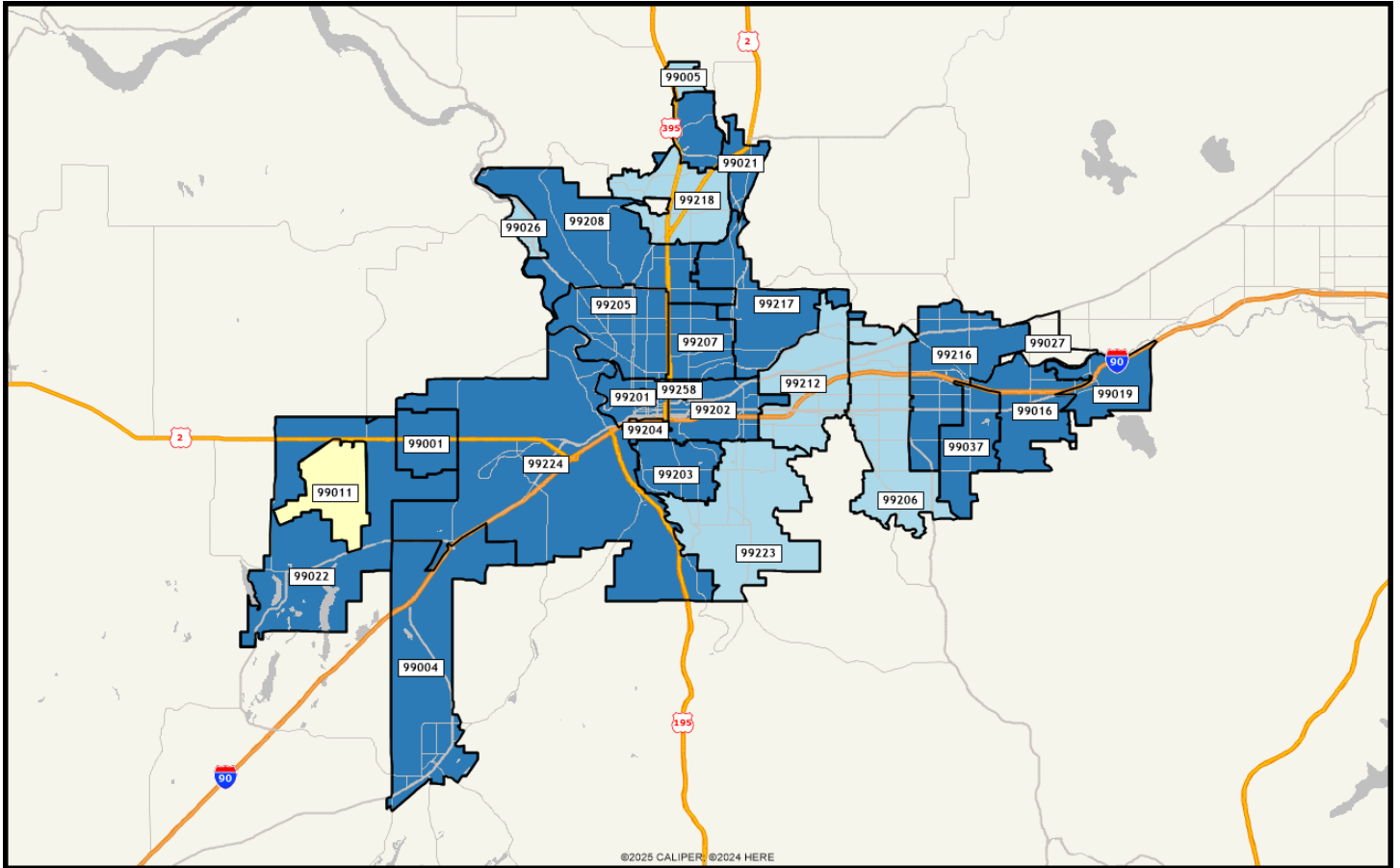


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## Legend

- 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?

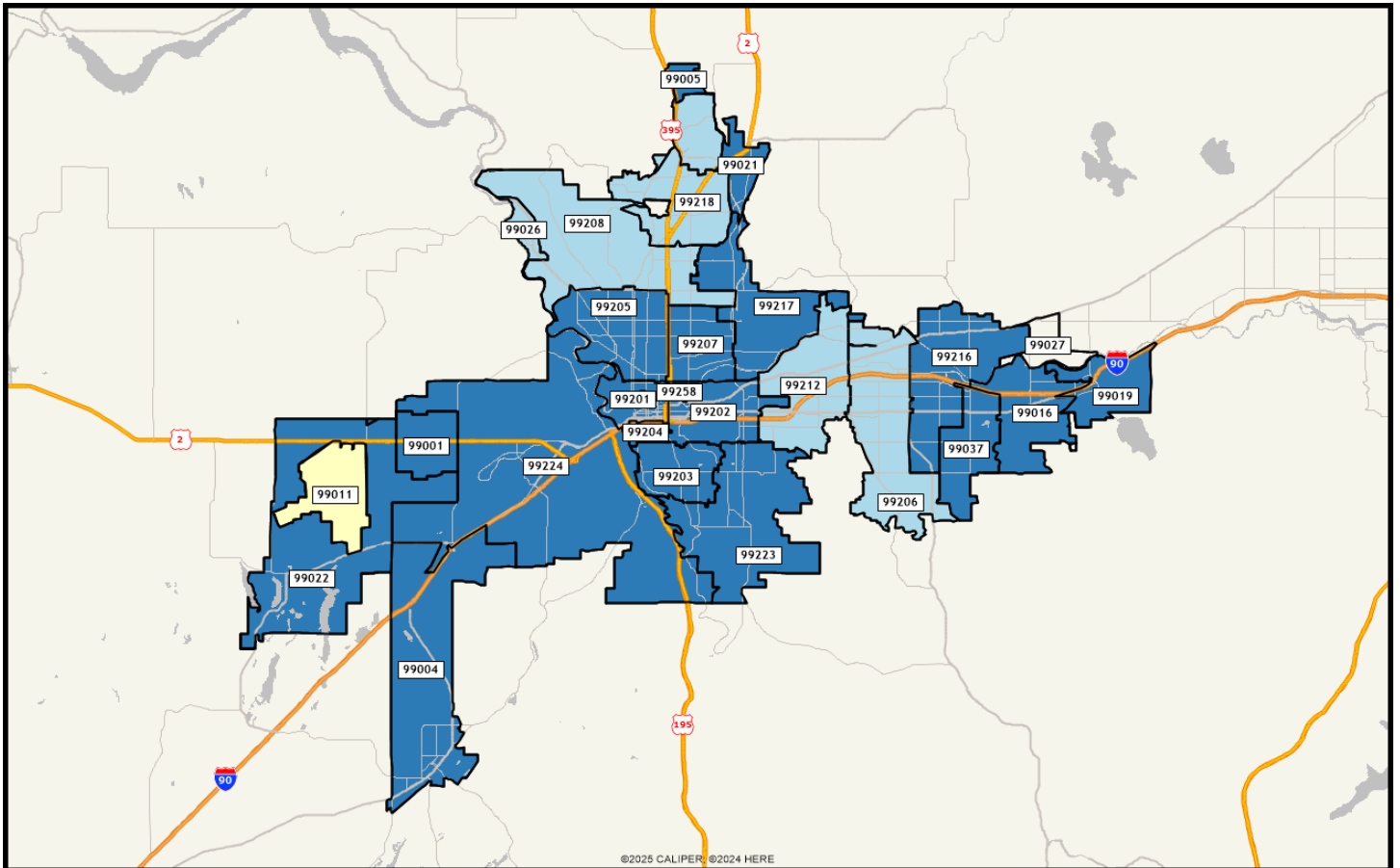


**Legend**

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

**ETC INSTITUTE**

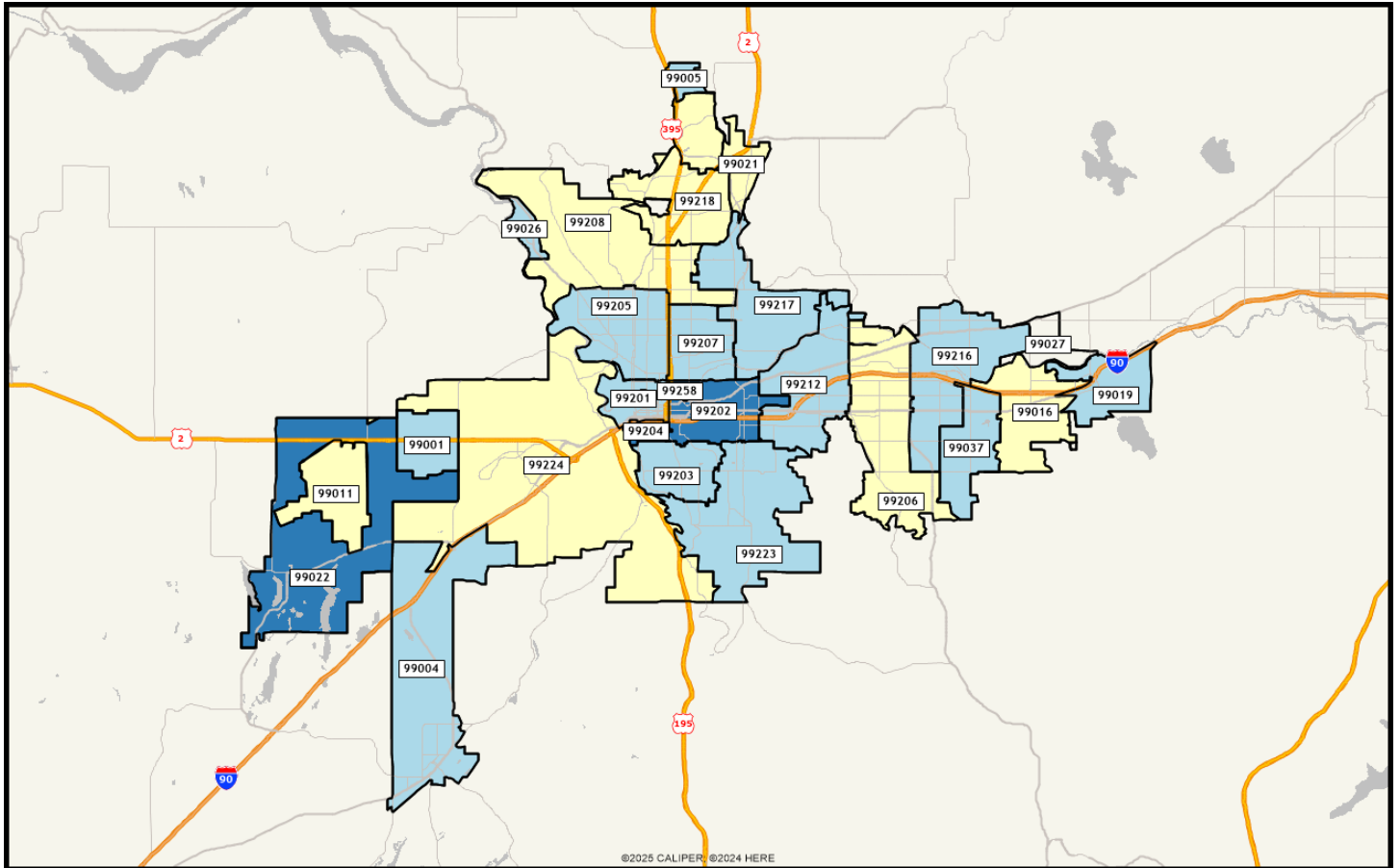
Q7-11. How valuable do you feel STA is in providing mobility to low-income families and individuals who cannot afford the cost of owning a car?







**Legend**



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

# Q7-12. How valuable do you feel STA is in reducing traffic congestion?

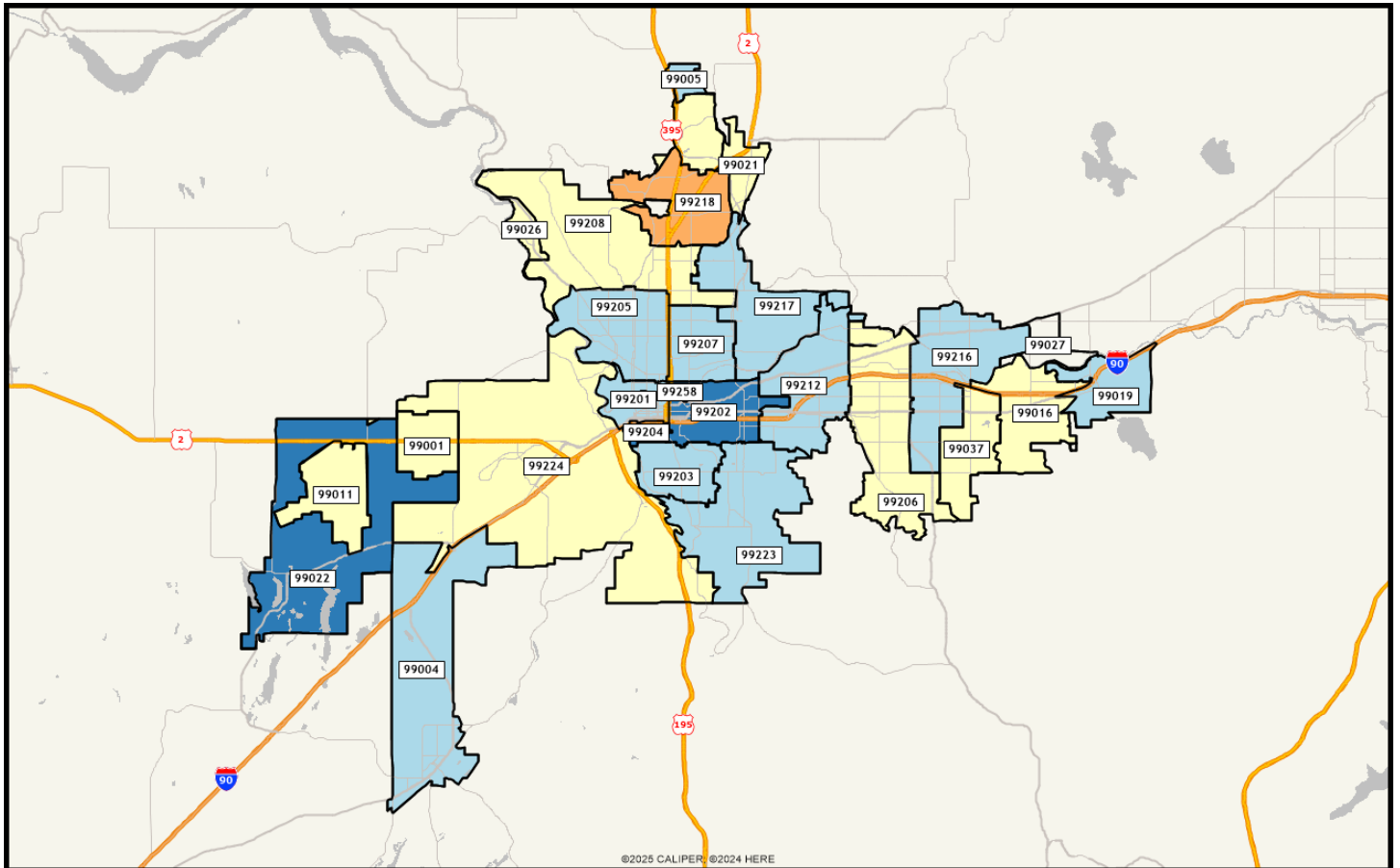


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Legend	
	Extremely Valuable
	Somewhat Valuable
	Neutral
	Not Valuable
	Not at all Valuable
	Don't Know

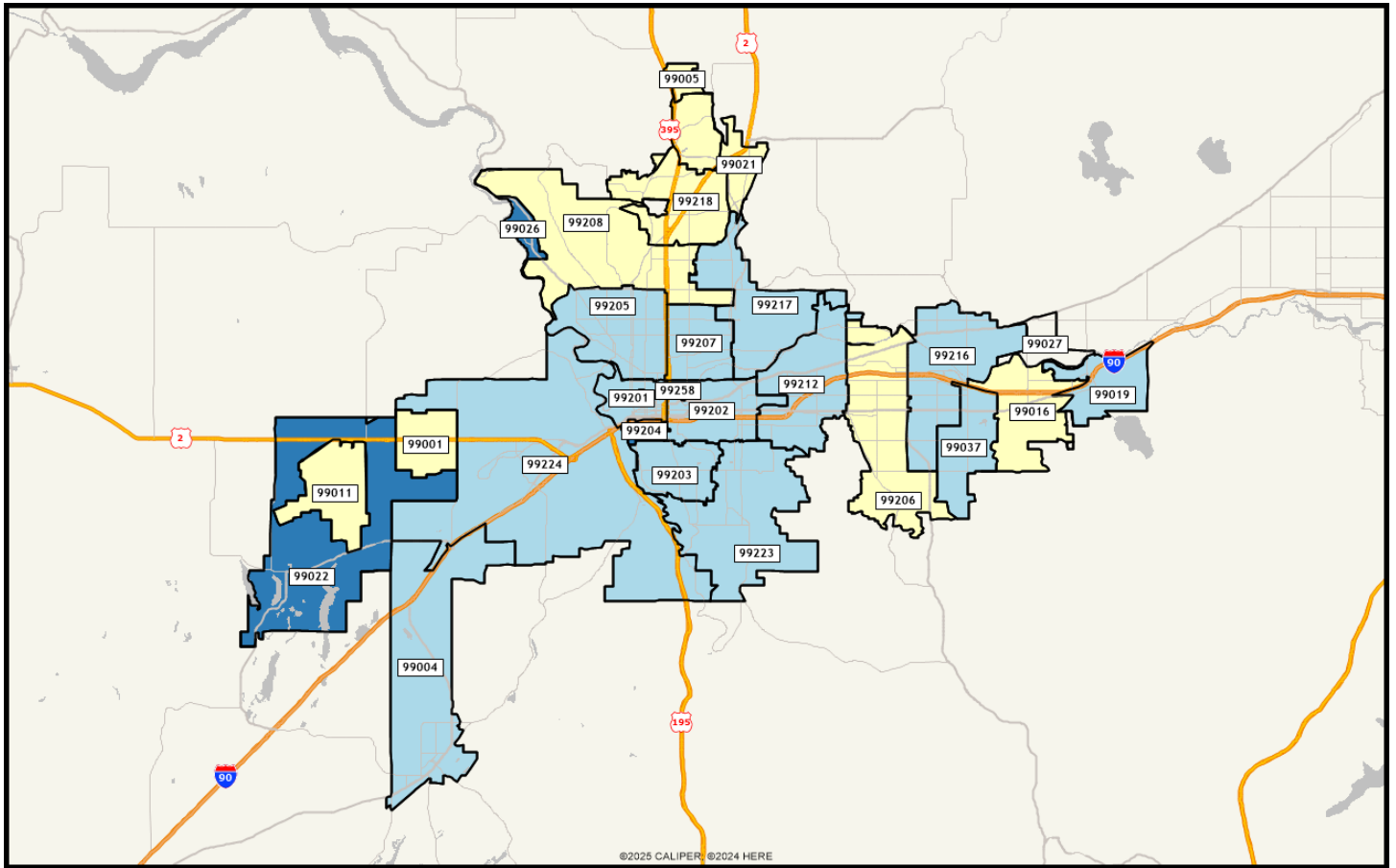
# Q7-13. How valuable do you feel STA is in making roads safer for all users?










### Legend

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

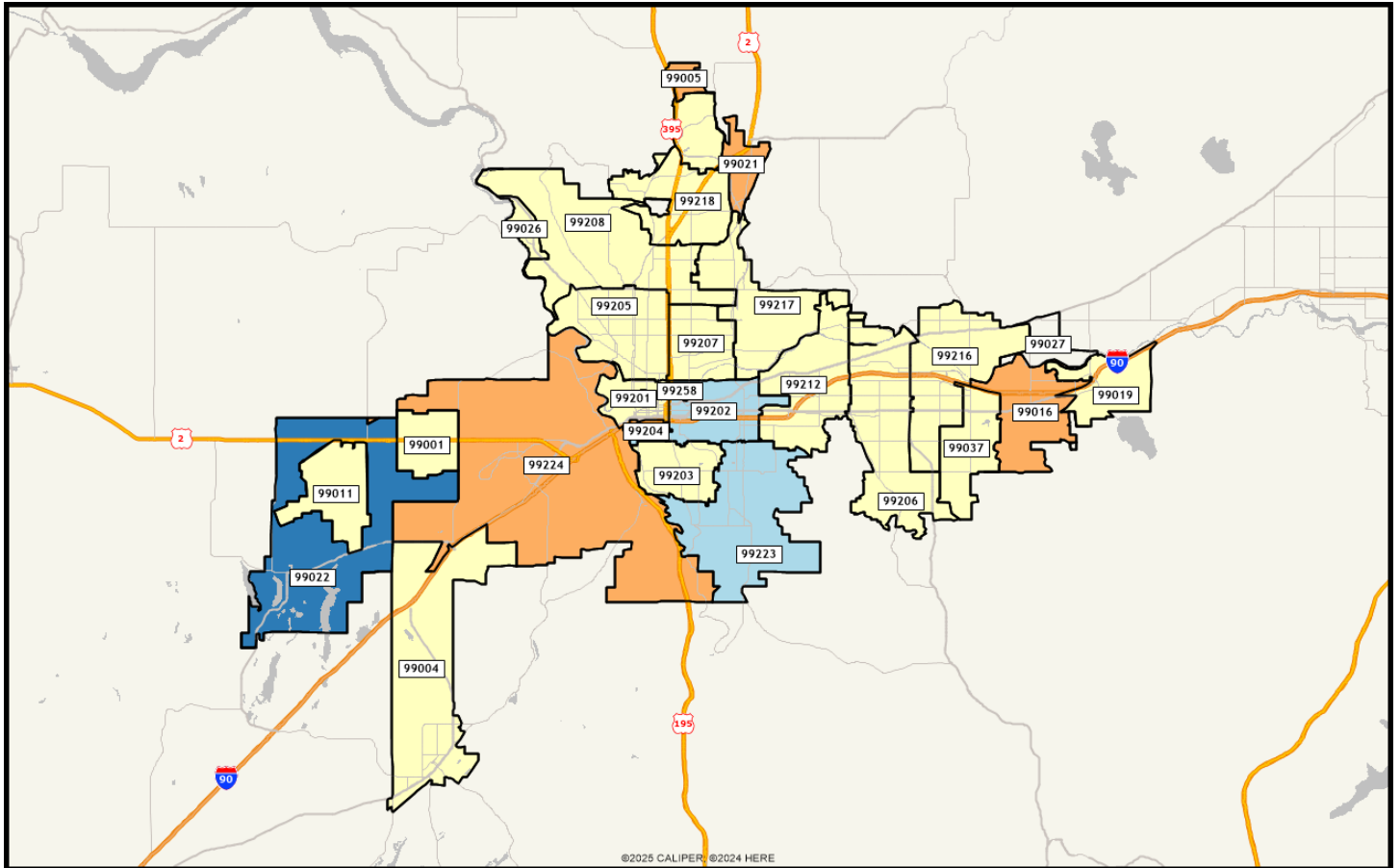
# Q7-14. How valuable do you feel STA is in reducing pollution/carbon footprint?








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

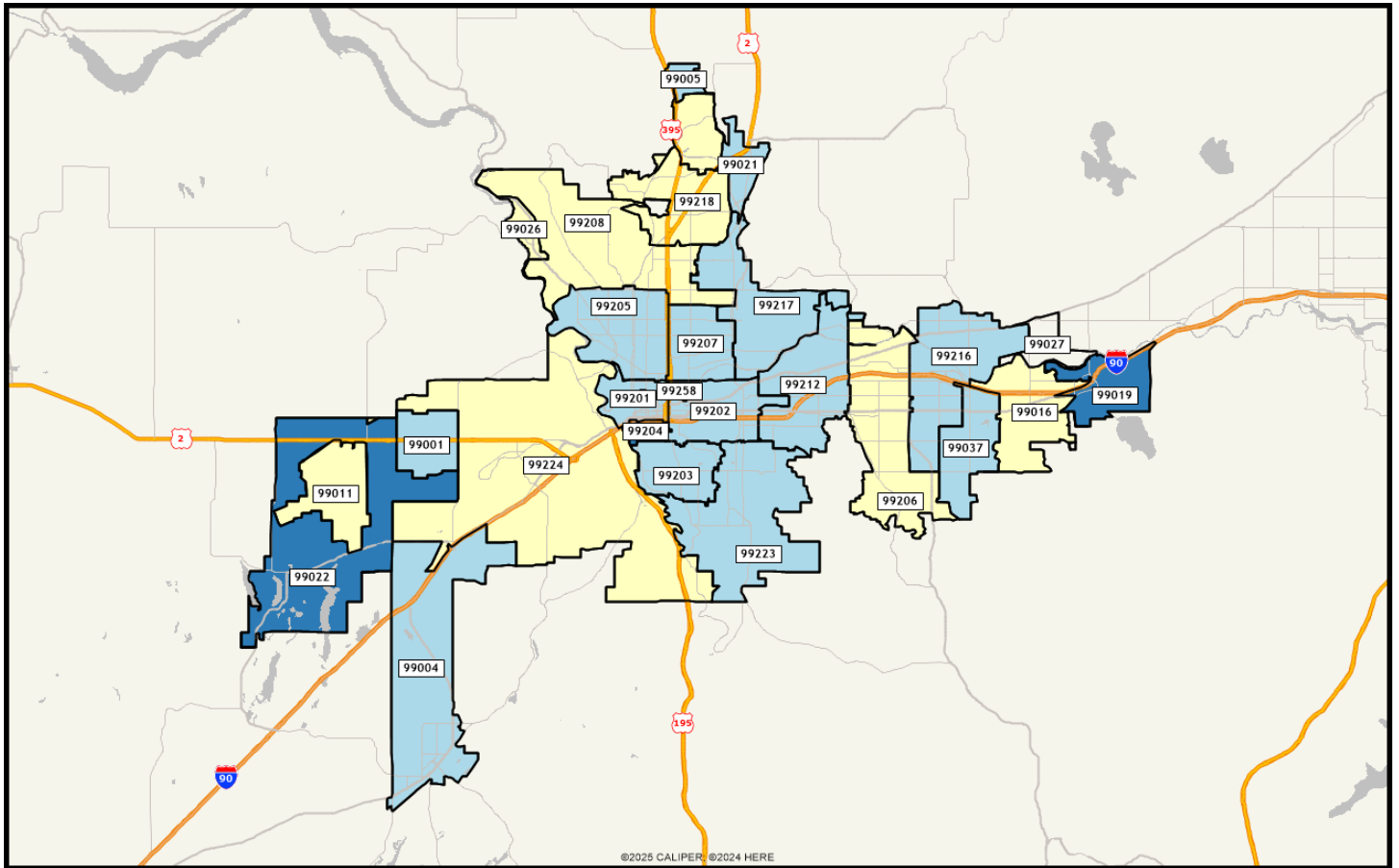
# Q7-15. How valuable do you feel STA is in improving property values?



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?



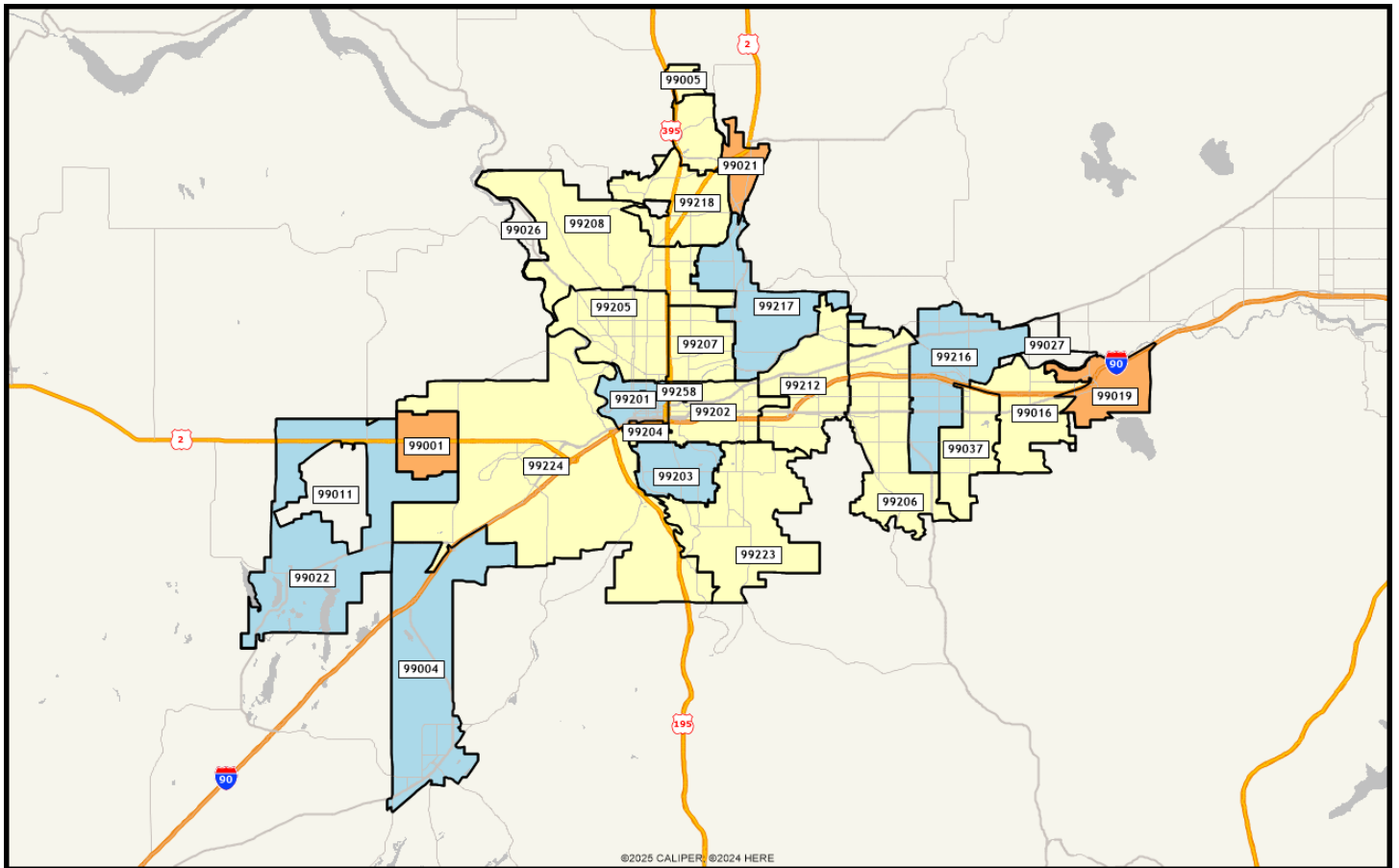
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**Legend**

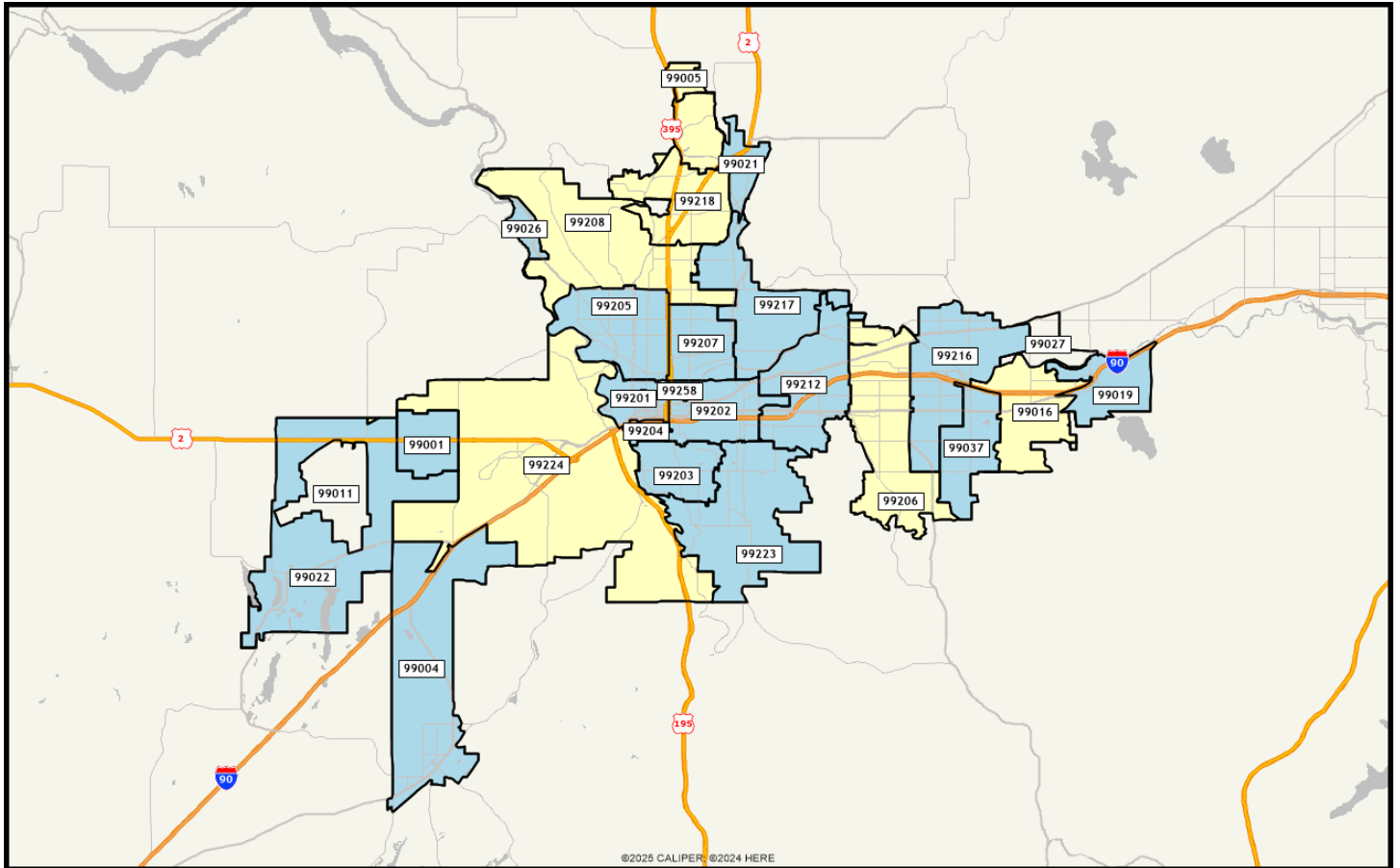
- Extremely Valuable
- Somewhat Valuable
- Neutral
- Not Valuable
- Not at all Valuable
- Don't Know

**ETC INSTITUTE**

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



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

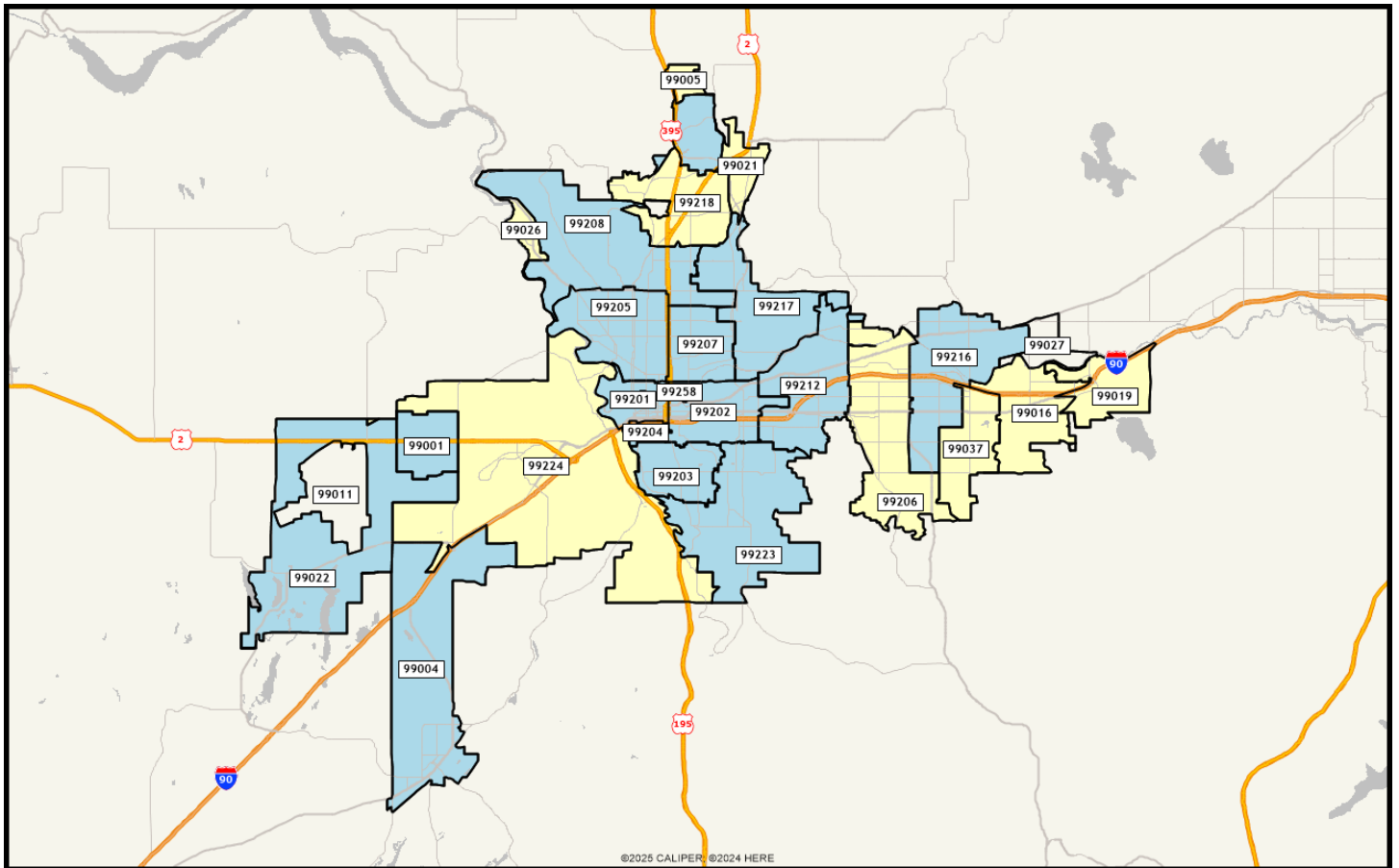


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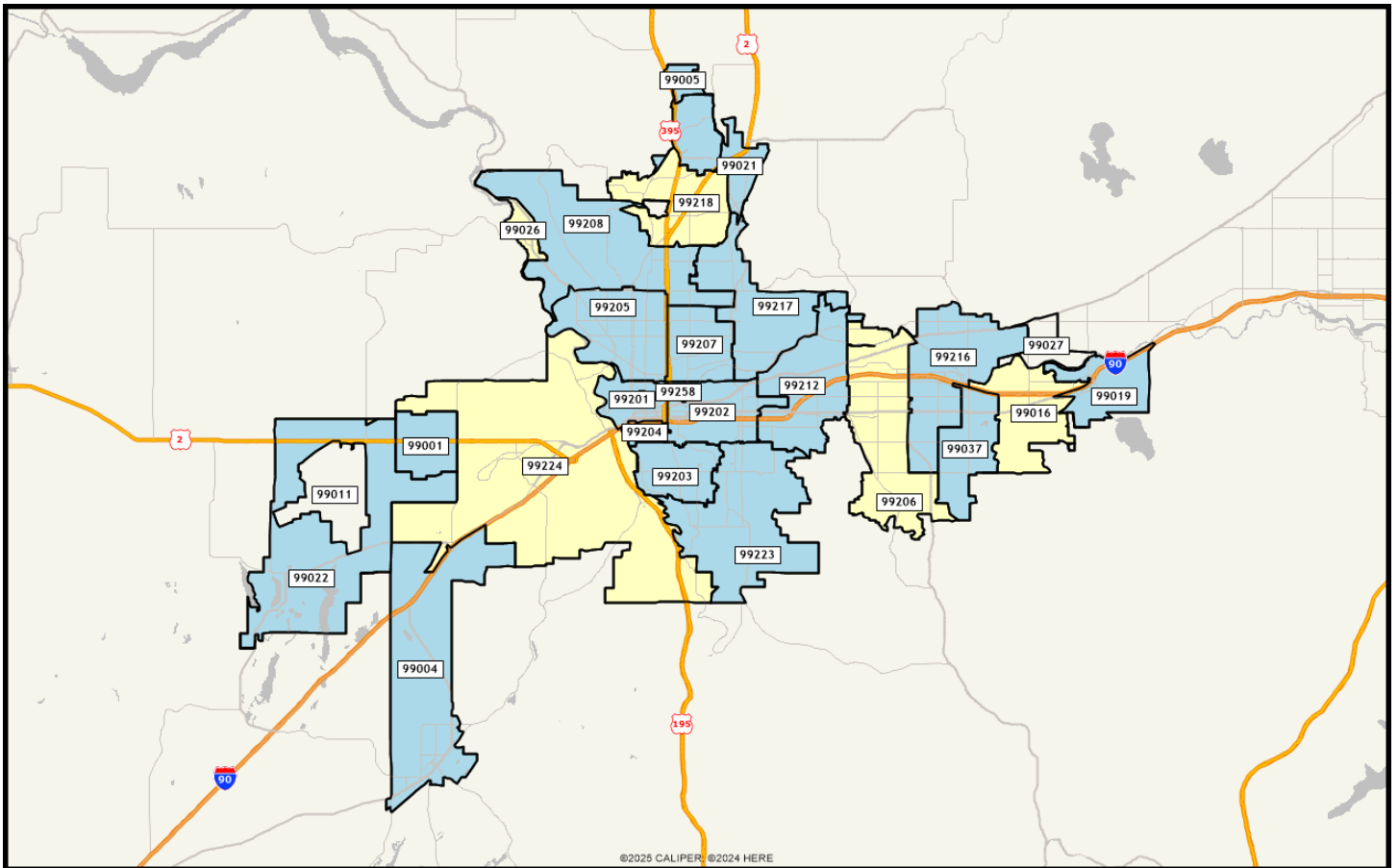
Legend	
	Strongly Agree
	Agree
	Neutral
	Disagree
	Strongly Disagree
	Don't Know

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

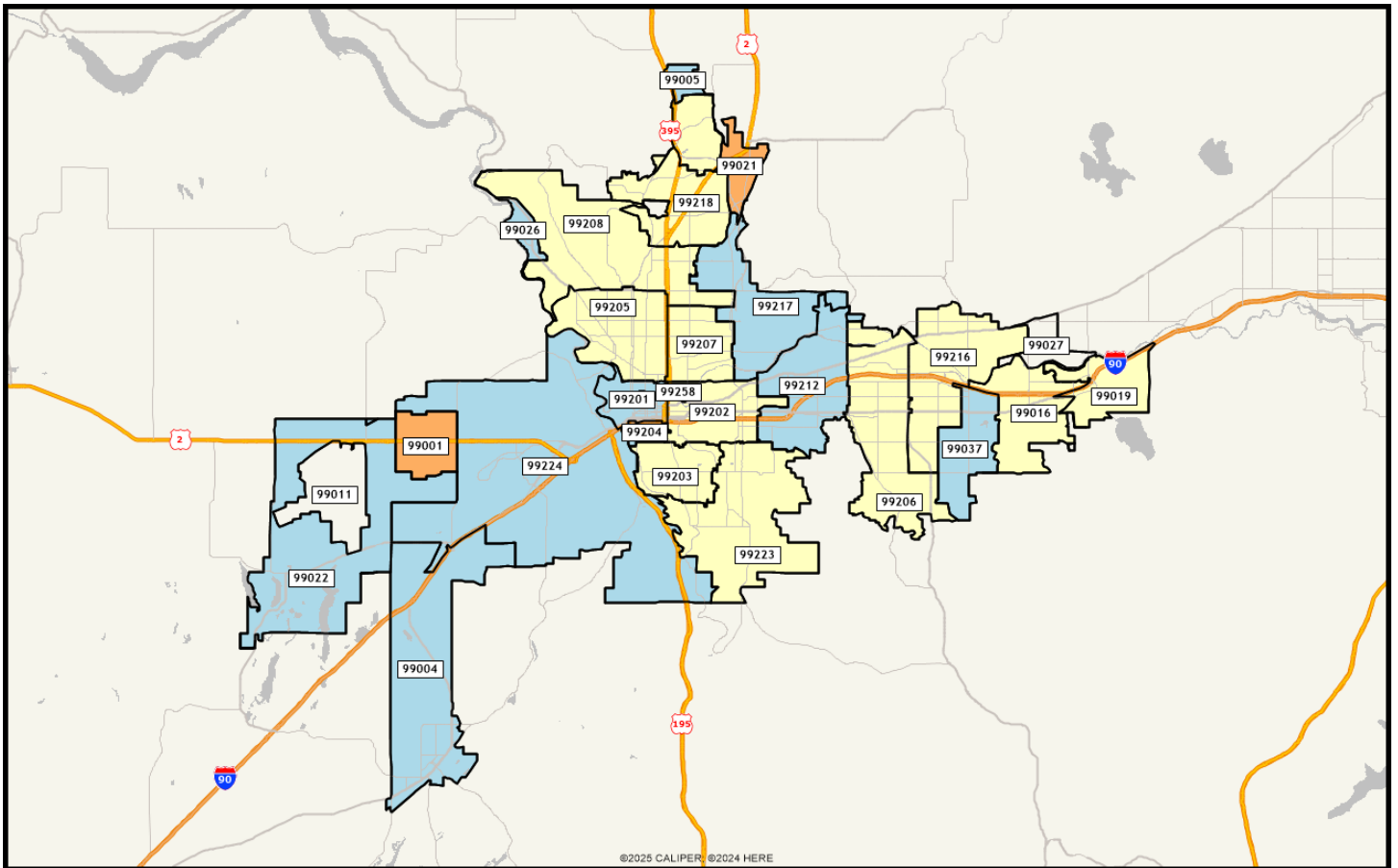


Q13-4. How much do you agree with the following statement about STA? STA provides service that supports quality of life and social needs.

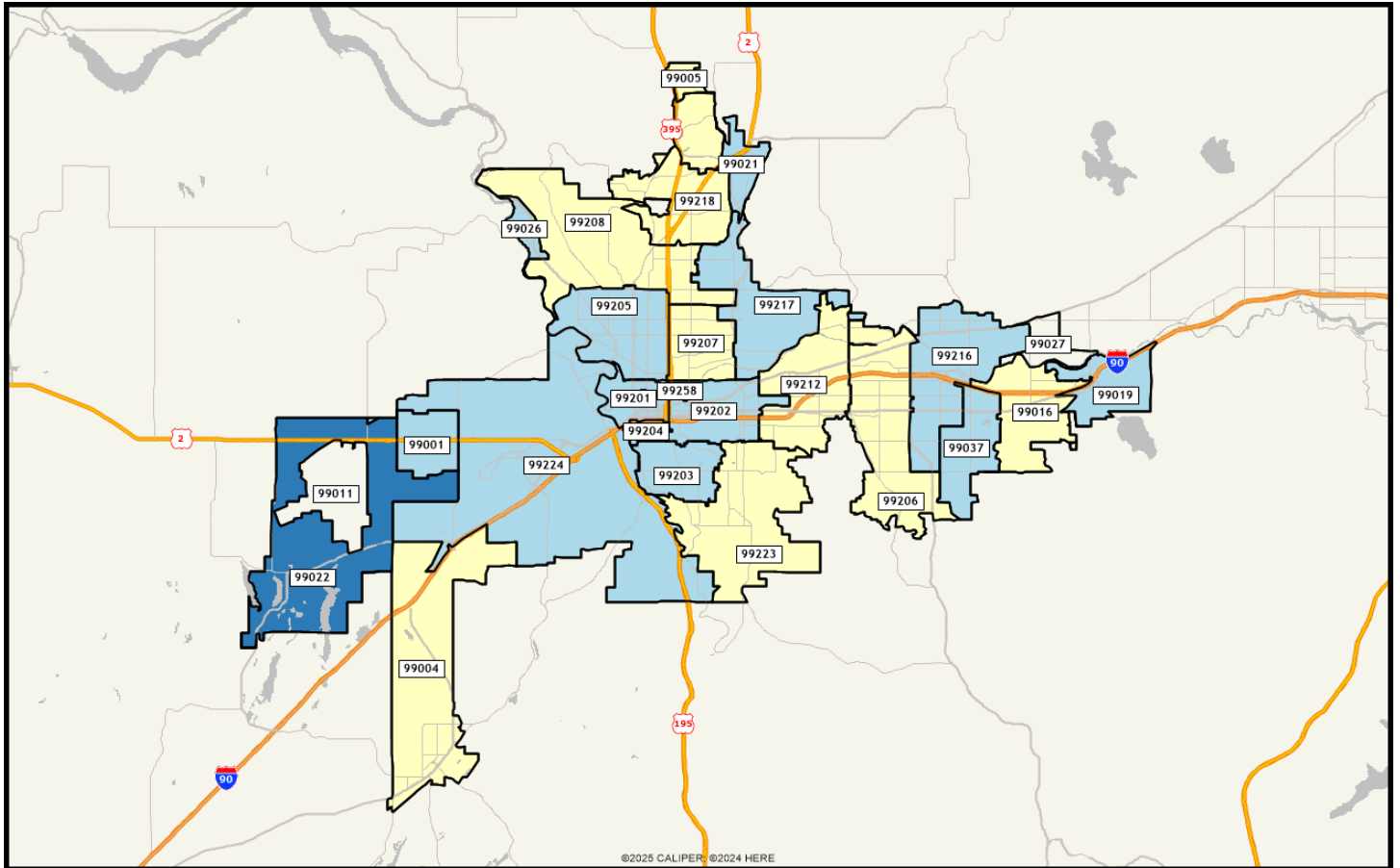




Q13-6. How much do you agree with the following statement about STA? STA is transparent in their financial reporting.



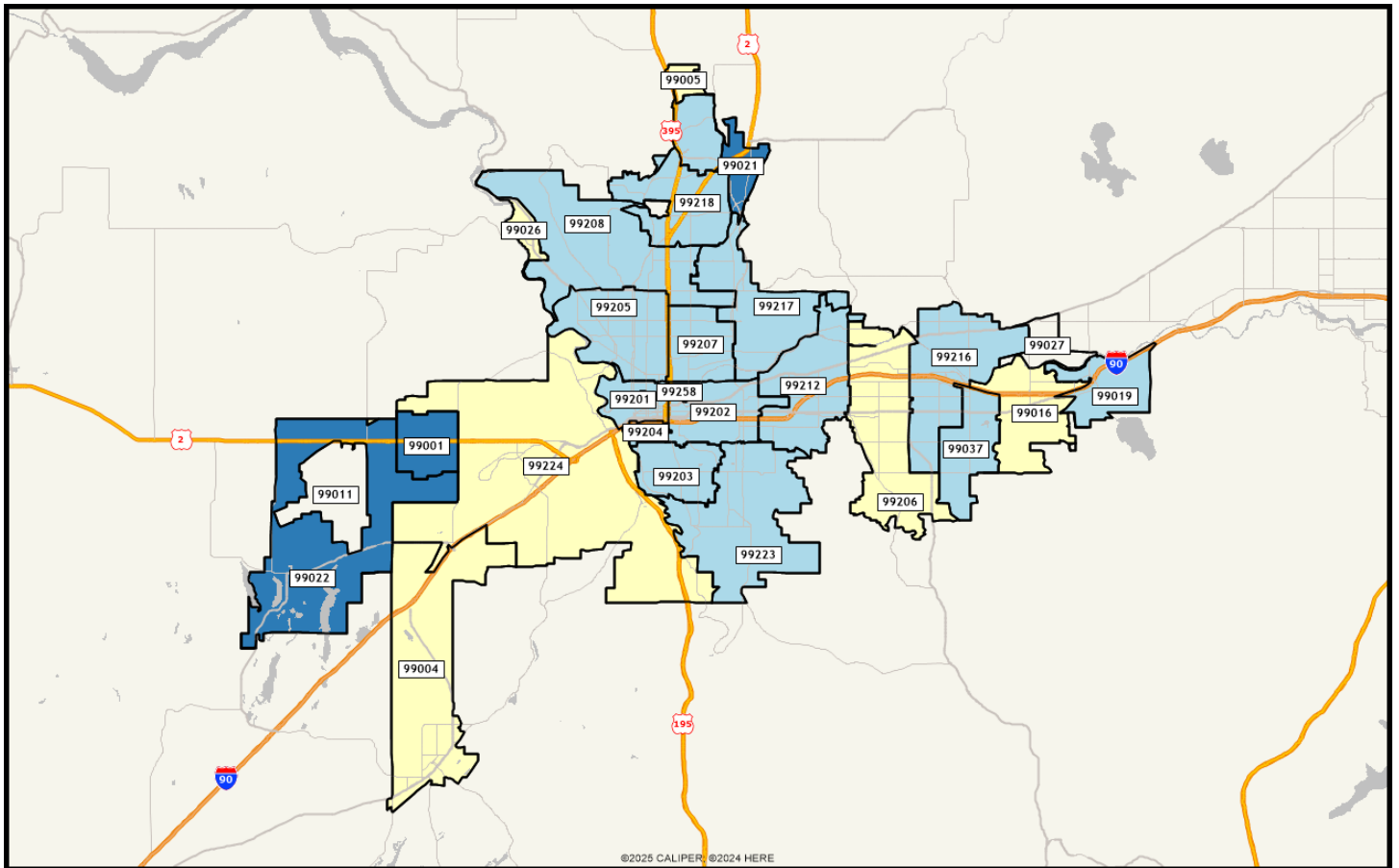
Q13-7. How much do you agree with the following statement about STA? It is safe to use STA services.



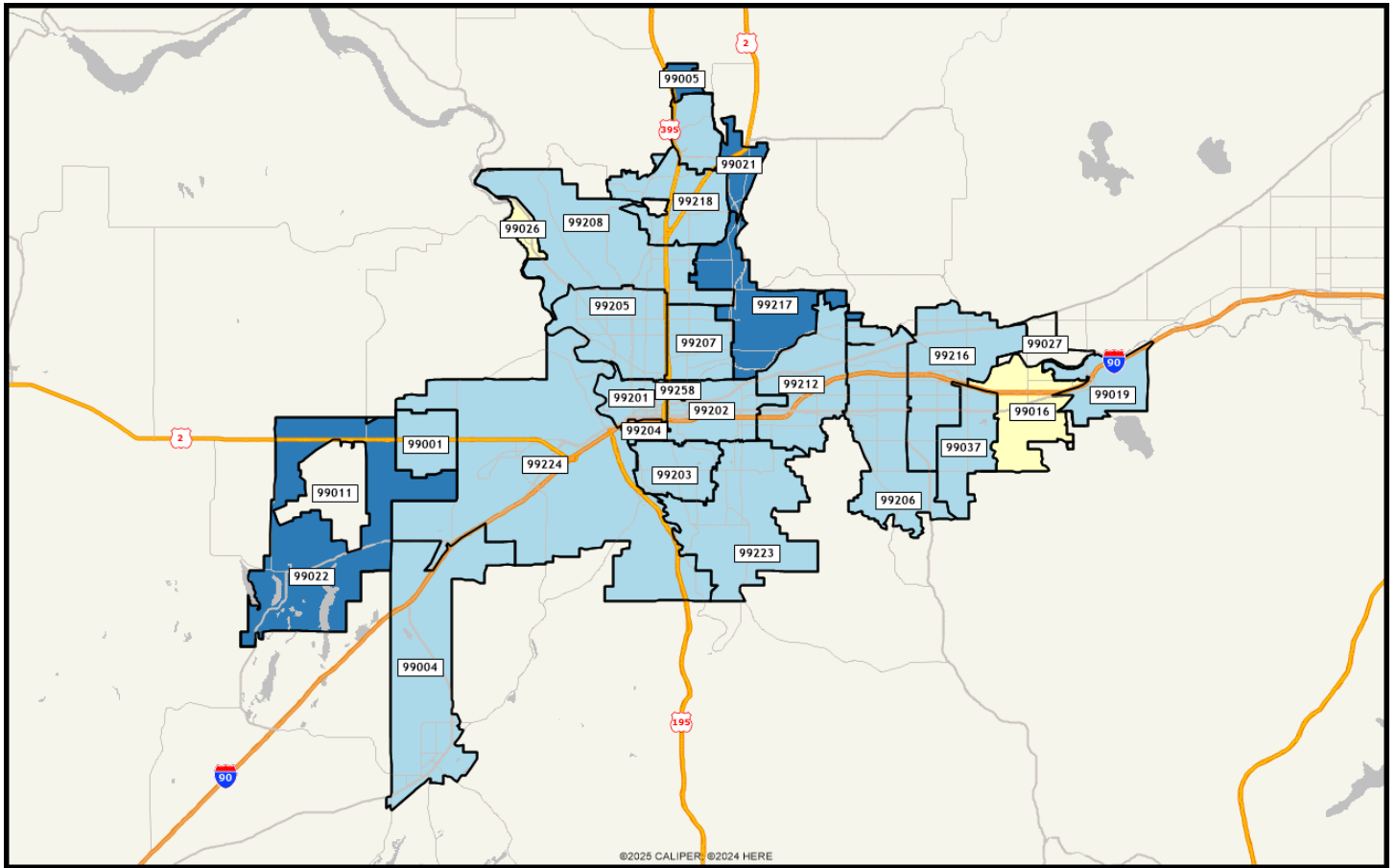
**Legend**

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

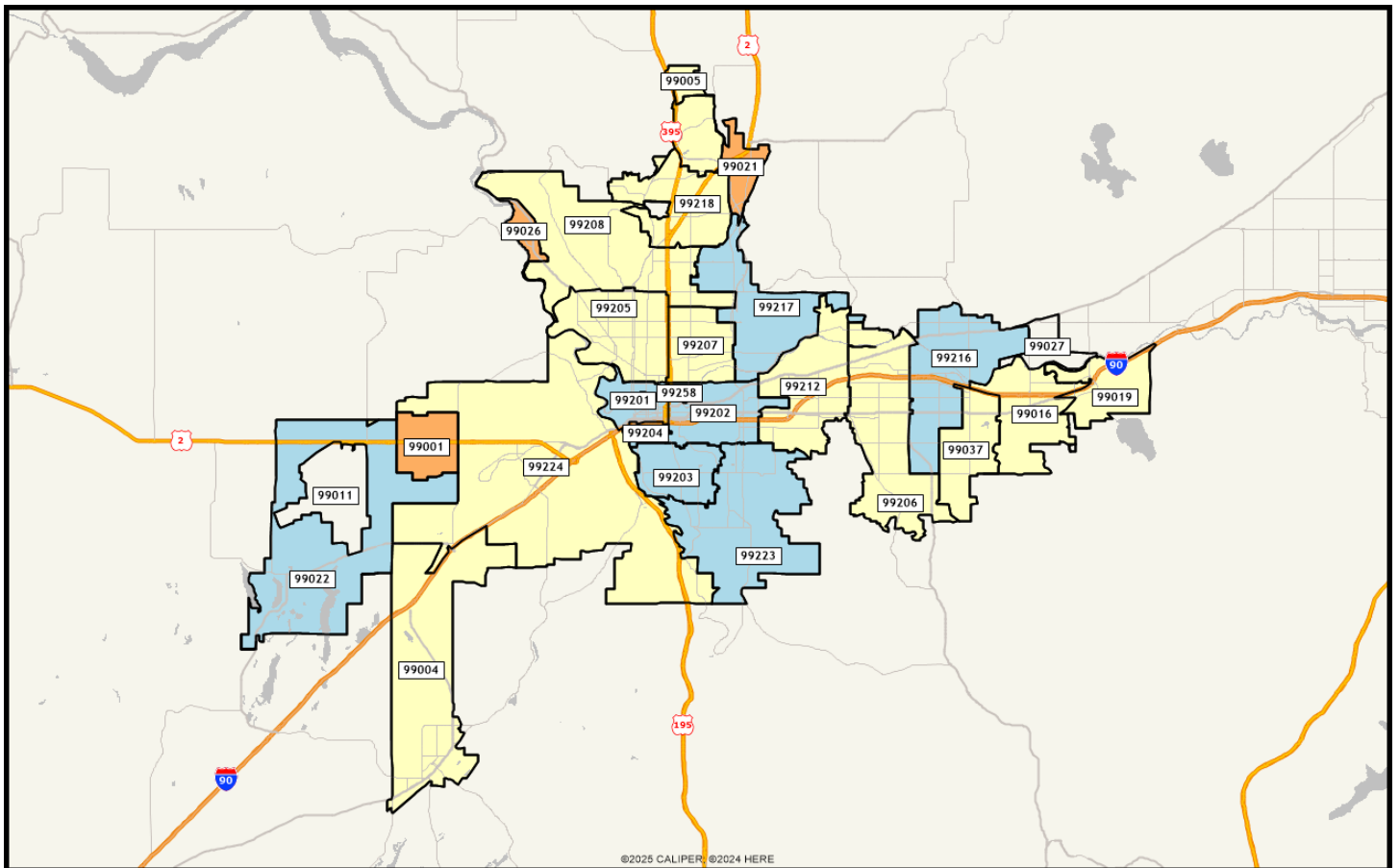
Q13-8. How much do you agree with the following statement about STA? STA is committed to innovation and technological advancement.



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



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.

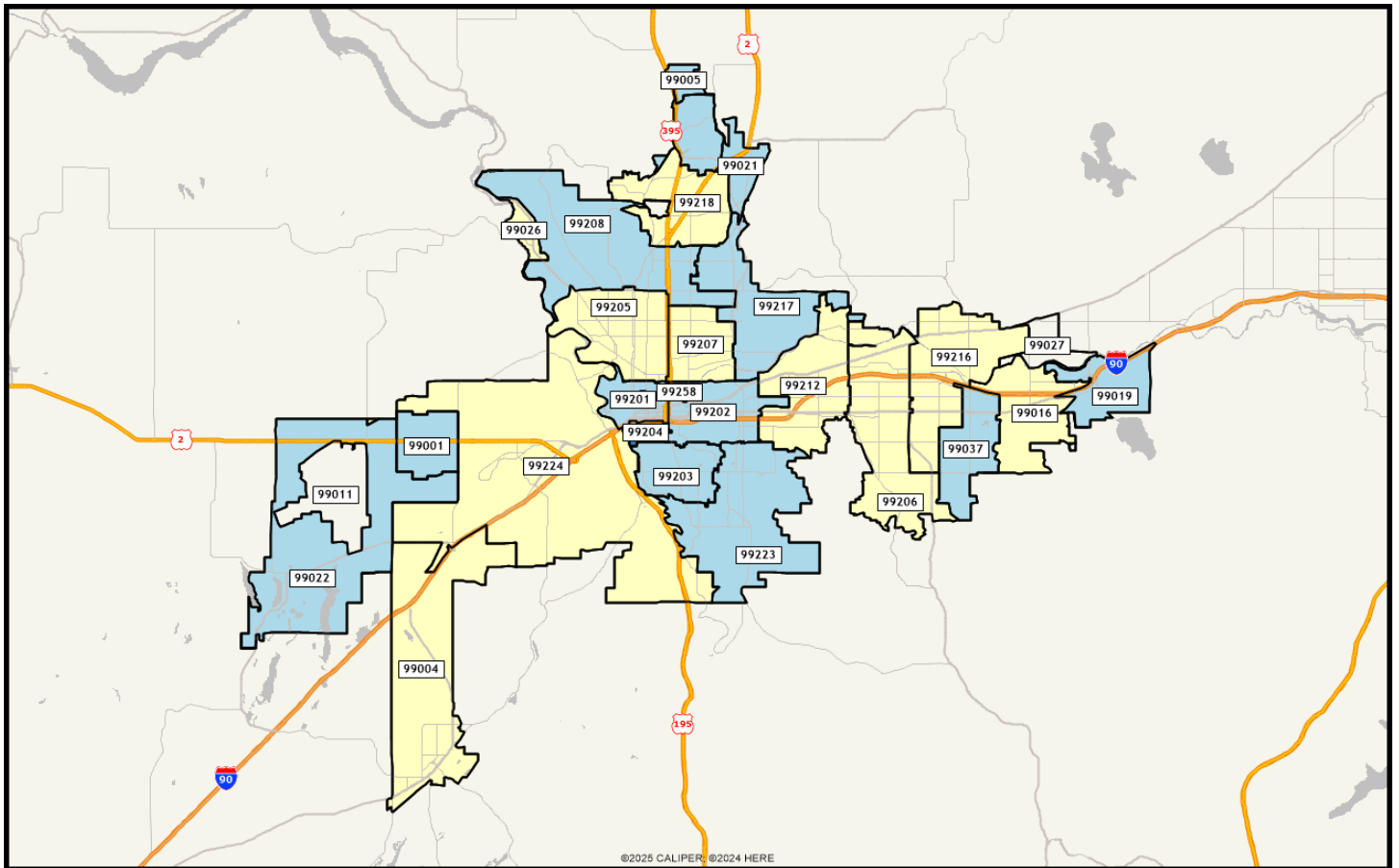


**Legend**

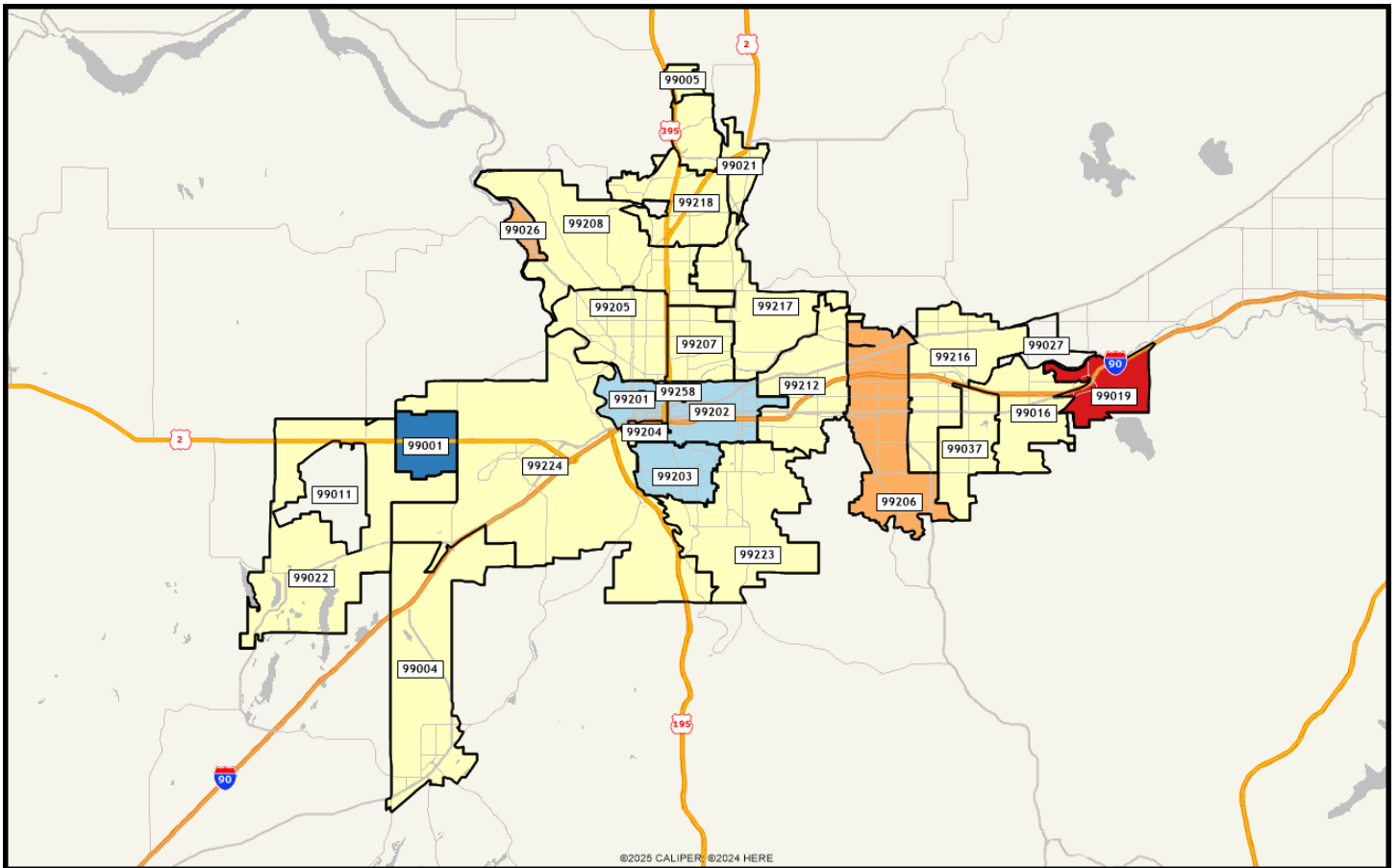
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Don't Know

**ETC INSTITUTE**

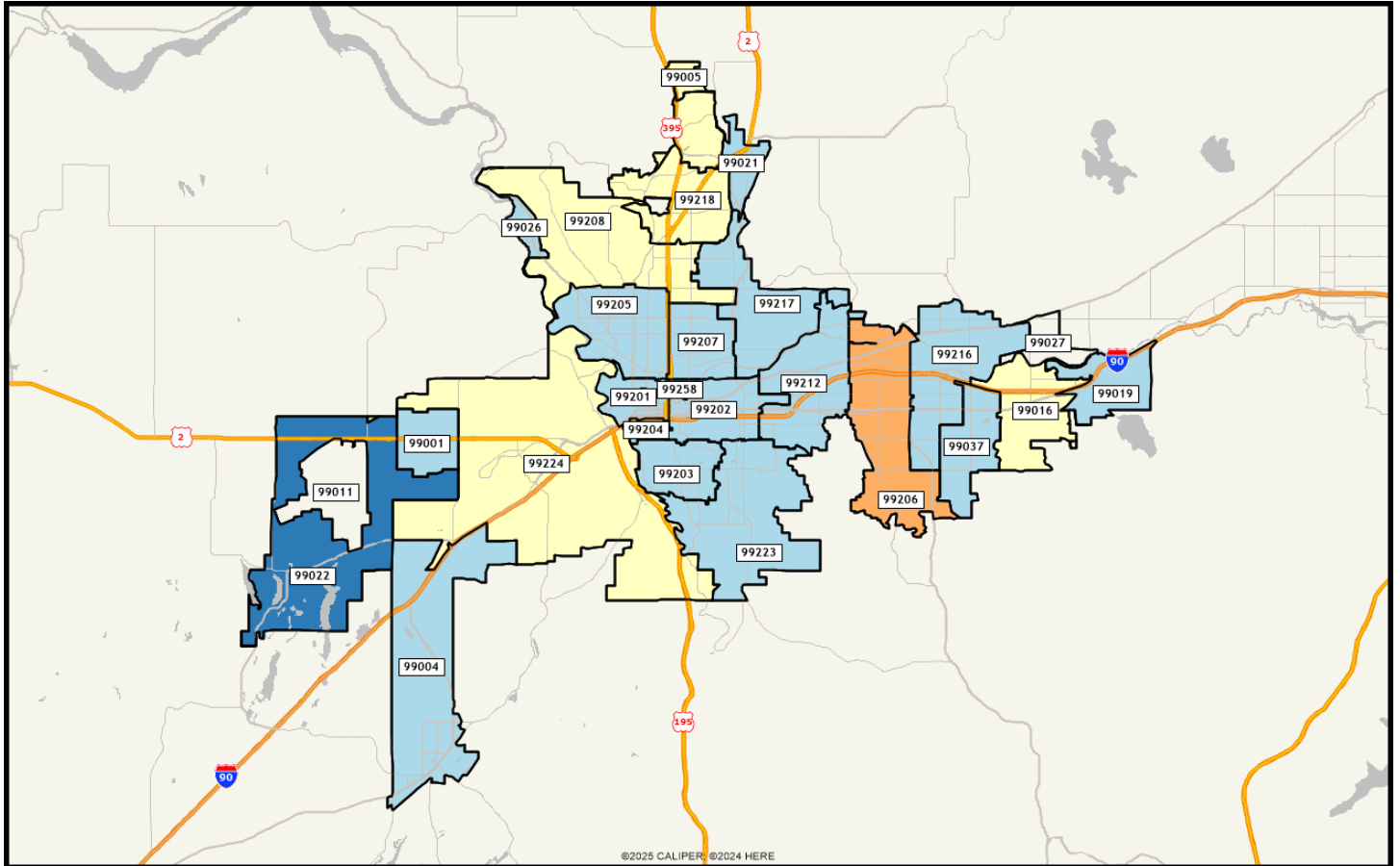
Q13-11. How much do you agree with the following statement about STA? I have a positive perception of the STA brand.



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



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





# 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. 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?

	Number	Percent
Right direction	164	35.7 %
Wrong track	208	45.2 %
Don't know	88	19.1 %
Total	460	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. 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?

	Number	Percent
Right direction	164	44.1 %
Wrong track	208	55.9 %
Total	372	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, by that we mean the entire system - roads, transit, sidewalks, bike ways and transportation services in general?

	Number	Percent
Excellent	39	8.5 %
Good	130	28.3 %
Fair	171	37.2 %
Poor	90	19.6 %
Very poor	27	5.9 %
Not provided	3	0.7 %
Total	460	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, by that we mean the entire system - roads, transit, sidewalks, bike ways and transportation services in general?

	Number	Percent
Excellent	39	8.5 %
Good	130	28.4 %
Fair	171	37.4 %
Poor	90	19.7 %
Very poor	27	5.9 %
Total	457	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. 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?

	Number	Percent
Condition of roads, potholes & dangerous roads	171	37.2 %
Congestion	48	10.4 %
Road construction	23	5.0 %
Lack of public transit	31	6.7 %
Lack of certainty about time to get there by car	5	1.1 %
Careless drivers/better drivers	39	8.5 %
Gas prices	56	12.2 %
Inefficient stop lights	5	1.1 %
Car accidents	4	0.9 %
Connecting bike trails	8	1.7 %
Lack of freeway system	10	2.2 %
Unnecessary stop signs	1	0.2 %
Weather conditions	7	1.5 %
Being on time (general)	12	2.6 %
No problems	21	4.6 %
Not provided	19	4.1 %
Total	460	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. 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?

	Number	Percent
Condition of roads, potholes & dangerous roads	171	38.8 %
Congestion	48	10.9 %
Road construction	23	5.2 %
Lack of public transit	31	7.0 %
Lack of certainty about time to get there by car	5	1.1 %
Careless drivers/better drivers	39	8.8 %
Gas prices	56	12.7 %
Inefficient stop lights	5	1.1 %
Car accidents	4	0.9 %
Connecting bike trails	8	1.8 %
Lack of freeway system	10	2.3 %
Unnecessary stop signs	1	0.2 %
Weather conditions	7	1.6 %
Being on time (general)	12	2.7 %
No problems	21	4.8 %
Total	441	100.0 %

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

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

	Number	Percent
Too much	55	12.0 %
About right	186	40.4 %
Too little	129	28.0 %
Don't know	90	19.6 %
Total	460	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. In your opinion, is the amount of bus service that Spokane Transit currently provides for the community:

	Number	Percent
Too much	55	14.9 %
About right	186	50.3 %
Too little	129	34.9 %
Total	370	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. 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?

	Number	Percent
Excellent	56	12.2 %
Good	185	40.2 %
Fair	140	30.4 %
Poor	48	10.4 %
Very poor	20	4.3 %
Not provided	11	2.4 %
Total	460	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. 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?

	Number	Percent
Excellent	56	12.5 %
Good	185	41.2 %
Fair	140	31.2 %
Poor	48	10.7 %
Very poor	20	4.5 %
Total	449	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=460)

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable	Don't know
Q7-1. To the Spokane Region	48.9%	25.2%	13.9%	5.2%	2.6%	4.1%
Q7-2. To you personally	20.0%	15.7%	27.2%	13.0%	19.1%	5.0%
Q7-3. Providing access to places of employment	36.7%	22.0%	16.5%	7.0%	5.0%	12.8%
Q7-4. Providing access to medical facilities	44.8%	23.3%	13.7%	4.8%	3.3%	10.2%
Q7-5. Providing access to educational facilities	44.3%	21.5%	16.3%	3.9%	3.5%	10.4%
Q7-6. Providing access to places of leisure & recreation	24.3%	27.0%	21.5%	7.6%	7.0%	12.6%
Q7-7. Attracting & retaining more employment opportunities in the region	22.8%	22.8%	23.9%	7.0%	7.0%	16.5%
Q7-8. Attracting & retaining a qualified workforce	22.2%	23.9%	20.4%	8.9%	7.8%	16.7%
Q7-9. Providing affordable transportation options	45.0%	24.1%	15.0%	5.2%	3.9%	6.7%
Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive	51.7%	24.3%	13.3%	2.8%	1.5%	6.3%
Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	52.2%	21.7%	13.3%	5.0%	2.2%	5.7%
Q7-12. Reducing traffic congestion	30.7%	23.9%	17.4%	12.6%	9.3%	6.1%
Q7-13. Making roads safer for all users	27.2%	20.4%	22.8%	10.4%	10.7%	8.5%
Q7-14. Reducing pollution/ carbon footprint	30.2%	24.6%	19.8%	7.2%	9.6%	8.7%

**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
Q7-15. Improving property values	14.8%	17.2%	24.8%	12.0%	15.9%	15.4%
Q7-16. Improving quality of life	28.5%	27.0%	20.2%	7.6%	9.1%	7.6%

**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=460)

	Extremely valuable	Somewhat valuable	Neutral	Not valuable	Not at all valuable
Q7-1. To the Spokane Region	51.0%	26.3%	14.5%	5.4%	2.7%
Q7-2. To you personally	21.1%	16.5%	28.6%	13.7%	20.1%
Q7-3. Providing access to places of employment	42.1%	25.2%	19.0%	8.0%	5.7%
Q7-4. Providing access to medical facilities	49.9%	25.9%	15.3%	5.3%	3.6%
Q7-5. Providing access to educational facilities	49.5%	24.0%	18.2%	4.4%	3.9%
Q7-6. Providing access to places of leisure & recreation	27.9%	30.8%	24.6%	8.7%	8.0%
Q7-7. Attracting & retaining more employment opportunities in the region	27.3%	27.3%	28.6%	8.3%	8.3%
Q7-8. Attracting & retaining a qualified workforce	26.6%	28.7%	24.5%	10.7%	9.4%
Q7-9. Providing affordable transportation options	48.3%	25.9%	16.1%	5.6%	4.2%
Q7-10. Providing transportation options to people with special mobility needs, such as the elderly, disabled, & people who are unable to drive	55.2%	26.0%	14.2%	3.0%	1.6%
Q7-11. Providing mobility to low-income families & individuals who cannot afford the costs of owning a car	55.3%	23.0%	14.1%	5.3%	2.3%
Q7-12. Reducing traffic congestion	32.6%	25.5%	18.5%	13.4%	10.0%
Q7-13. Making roads safer for all users	29.7%	22.3%	24.9%	11.4%	11.6%
Q7-14. Reducing pollution/carbon footprint	33.1%	26.9%	21.7%	7.9%	10.5%
Q7-15. Improving property values	17.5%	20.3%	29.3%	14.1%	18.8%
Q7-16. Improving quality of life	30.8%	29.2%	21.9%	8.2%	9.9%

**Q8. Which best describes you?**

Q8. Which following best describes you	Number	Percent
I have ridden on a Spokane Transit bus in last 30 days	70	15.2 %
I have ridden on a Spokane Transit bus before, but not in last 30 days	243	52.8 %
I have never ridden on a Spokane Transit bus	147	32.0 %
Total	460	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	46	65.7 %
Yes, a virtual eConnect card	10	14.3 %
No	12	17.1 %
Not provided	2	2.9 %
Total	70	100.0 %

**WITHOUT NOT PROVIDED**

**Q8a. Do you use a Connect Card to pay your transit fare? (without "not provided")**

Q8a. Do you use a Connect Card to pay your transit fare	Number	Percent
Yes, a physical Connect card	46	67.6 %
Yes, a virtual eConnect card	10	14.7 %
No	12	17.6 %
Total	68	100.0 %

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

(N=390)

	Very likely	Somewhat likely	Not likely	Not provided
Q8b-1. Expanded service area	22.3%	25.6%	45.9%	6.2%
Q8b-2. Increased bus frequency	19.2%	27.2%	44.1%	9.5%
Q8b-3. Increased security	23.3%	28.5%	39.0%	9.2%
Q8b-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	19.0%	30.0%	42.3%	8.7%
Q8b-5. Increased cleanliness	17.9%	29.2%	40.0%	12.8%
Q8b-6. Cheaper fares	21.3%	26.2%	42.8%	9.7%
Q8b-7. Increased hours of operation	20.3%	23.3%	44.9%	11.5%
Q8b-8. Easier to view information about route maps & schedules	27.9%	27.4%	36.4%	8.2%

**WITHOUT NOT PROVIDED**

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

(N=390)

	Very likely	Somewhat likely	Not likely
Q8b-1. Expanded service area	23.8%	27.3%	48.9%
Q8b-2. Increased bus frequency	21.2%	30.0%	48.7%
Q8b-3. Increased security	25.7%	31.4%	42.9%
Q8b-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	20.8%	32.9%	46.3%
Q8b-5. Increased cleanliness	20.6%	33.5%	45.9%
Q8b-6. Cheaper fares	23.6%	29.0%	47.4%
Q8b-7. Increased hours of operation	22.9%	26.4%	50.7%
Q8b-8. Easier to view information about route maps & schedules	30.4%	29.9%	39.7%

**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	123	26.7 %
Safety concerns (buses/drivers)	85	18.5 %
Need more routes	108	23.5 %
Run earlier/run later/run more often	102	22.2 %
Empty buses	102	22.2 %
Fare prices/funding	68	14.8 %
Need more bus stops/covered stops	108	23.5 %
Better driver/passenger courtesy	49	10.7 %
Need places for bus to pull over (general)	96	20.9 %
Poor coverage	37	8.0 %
Need direct routes	64	13.9 %
Total	942	

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

Q10. What are your plans to ride an STA bus in next 12 months	Number	Percent
I hope/plan to ride an STA bus/ride more often over next 12 months	112	24.3 %
I will probably ride an STA bus the same amount over next 12 months	97	21.1 %
I will probably ride an STA bus less frequently over next 12 months	22	4.8 %
I will most likely not ride an STA bus at all over next 12 months	219	47.6 %
Not provided	10	2.2 %
Total	460	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 are your plans to ride an STA bus in next 12 months	Number	Percent
I hope/plan to ride an STA bus/ride more often over next 12 months	112	24.9 %
I will probably ride an STA bus the same amount over next 12 months	97	21.6 %
I will probably ride an STA bus less frequently over next 12 months	22	4.9 %
I will most likely not ride an STA bus at all over next 12 months	219	48.7 %
Total	450	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	333	72.4 %
No	123	26.7 %
Not provided	4	0.9 %
Total	460	100.0 %

**WITHOUT NOT PROVIDED**

**Q11. Are you aware that youth 18 and under ride free on Spokane Transit? (without "not provided")**

Q11. Are you aware that youth 18 & under ride free on Spokane Transit	Number	Percent
Yes	333	73.0 %
No	123	27.0 %
Total	456	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=460)

	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	24.8%	7.4%	9.8%	7.2%	7.4%	11.7%	4.3%	3.3%	3.3%	11.5%	9.3%

**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=460)

	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	27.3%	8.2%	10.8%	7.9%	8.2%	12.9%	4.8%	3.6%	3.6%	12.7%

**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=460)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. Transit investment occurs where needed	9.3%	24.6%	23.0%	12.8%	9.1%	21.1%
Q13-2. STA service is easily accessible	15.2%	38.7%	20.4%	11.5%	5.2%	8.9%
Q13-3. STA adequately serves employment centers	10.9%	23.7%	25.0%	6.5%	4.1%	29.8%
Q13-4. STA provides service that supports quality of life & social needs	18.5%	33.3%	20.7%	8.9%	5.4%	13.3%
Q13-5. STA manages financial resources well	10.9%	12.8%	21.5%	7.2%	12.8%	34.8%
Q13-6. STA is transparent in its financial reporting	9.1%	12.2%	19.6%	7.0%	8.0%	44.1%
Q13-7. It is safe to use STA services	14.8%	31.3%	24.1%	10.9%	6.7%	12.2%
Q13-8. STA is committed to innovation & technological advancement	15.0%	33.3%	23.5%	4.3%	3.7%	20.2%
Q13-9. I view STA employees favorably	24.8%	34.3%	20.0%	6.7%	2.4%	11.7%
Q13-10. STA makes infrastructure investments that have a positive economic impact for the community	13.7%	22.8%	21.7%	10.4%	7.6%	23.7%
Q13-11. I have a positive perception of the STA brand	20.2%	30.0%	23.7%	8.5%	10.7%	7.0%
Q13-12. STA does a good job of listening to the public	11.1%	17.6%	25.0%	10.2%	12.4%	23.7%
Q13-13. I support STA's transition to zero-emission buses & vehicles	34.8%	21.1%	17.0%	7.4%	13.0%	6.7%
Q13-14. STA provides taxpayers a good value for the money	22.0%	23.5%	18.7%	6.7%	13.7%	15.4%

**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=460)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. Transit investment occurs where needed	11.8%	31.1%	29.2%	16.3%	11.6%
Q13-2. STA service is easily accessible	16.7%	42.5%	22.4%	12.6%	5.7%
Q13-3. STA adequately serves employment centers	15.5%	33.7%	35.6%	9.3%	5.9%
Q13-4. STA provides service that supports quality of life & social needs	21.3%	38.3%	23.8%	10.3%	6.3%
Q13-5. STA manages financial resources well	16.7%	19.7%	33.0%	11.0%	19.7%
Q13-6. STA is transparent in its financial reporting	16.3%	21.8%	35.0%	12.5%	14.4%
Q13-7. It is safe to use STA services	16.8%	35.6%	27.5%	12.4%	7.7%
Q13-8. STA is committed to innovation & technological advancement	18.8%	41.7%	29.4%	5.4%	4.6%
Q13-9. I view STA employees favorably	28.1%	38.9%	22.7%	7.6%	2.7%
Q13-10. STA makes infrastructure investments that have a positive economic impact for the community	17.9%	29.9%	28.5%	13.7%	10.0%
Q13-11. I have a positive perception of the STA brand	21.7%	32.2%	25.5%	9.1%	11.4%
Q13-12. STA does a good job of listening to the public	14.5%	23.1%	32.8%	13.4%	16.2%
Q13-13. I support STA's transition to zero-emission buses & vehicles	37.3%	22.6%	18.2%	7.9%	14.0%

**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")**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-14. STA provides taxpayers a good value for the money	26.0%	27.8%	22.1%	8.0%	16.2%

**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	281	61.1 %
Somewhat important	117	25.4 %
Not sure	32	7.0 %
Not important	30	6.5 %
Total	460	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 the current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	84	18.3 %
Should stay the same	132	28.7 %
Should be somewhat greater than it is now	154	33.5 %
Should be much greater than it is now	66	14.3 %
Not provided	24	5.2 %
Total	460	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 the current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	84	19.3 %
Should stay the same	132	30.3 %
Should be somewhat greater than it is now	154	35.3 %
Should be much greater than it is now	66	15.1 %
Total	436	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	262	57.0 %
No, funds should be spent as accrued & projects financed using debt	45	9.8 %
Not sure	153	33.3 %
Total	460	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	262	85.3 %
No, funds should be spent as accrued & projects financed using debt	45	14.7 %
Total	307	100.0 %

**Q17. What is your current employment status?**

Q17. What is your current employment status	Number	Percent
Work full-time outside the home	213	46.3 %
Work part-time outside the home	46	10.0 %
Work from home	38	8.3 %
Student & does not work	8	1.7 %
Student & works full-time	6	1.3 %
Student & works part-time	5	1.1 %
Homemaker	6	1.3 %
Unemployed	11	2.4 %
Retired	101	22.0 %
Unable to work/disabled	17	3.7 %
Refused	9	2.0 %
Total	460	100.0 %

**WITHOUT REFUSED**

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

Q17. What is your current employment status	Number	Percent
Work full-time outside the home	213	47.2 %
Work part-time outside the home	46	10.2 %
Work from home	38	8.4 %
Student & does not work	8	1.8 %
Student & works full-time	6	1.3 %
Student & works part-time	5	1.1 %
Homemaker	6	1.3 %
Unemployed	11	2.4 %
Retired	101	22.4 %
Unable to work/disabled	17	3.8 %
Total	451	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	1.4 %
Two	13	4.7 %
Three	32	11.5 %
Four	35	12.6 %
Five	169	60.8 %
Six	16	5.8 %
Seven	4	1.4 %
Zero/do not commute/work from home	4	1.4 %
Don't know/depends	1	0.4 %
Total	278	100.0 %

**WITHOUT DON'T KNOW/DEPENDS**

**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	1.4 %
Two	13	4.7 %
Three	32	11.6 %
Four	35	12.6 %
Five	169	61.0 %
Six	16	5.8 %
Seven	4	1.4 %
Zero/do not commute/work from home	4	1.4 %
Total	277	100.0 %

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

Q18a. How many miles one-way do you travel from home to work or school	Number	Percent
Less than 2 miles	20	7.3 %
2-4 miles	59	21.6 %
5-14 miles	131	48.0 %
15-24 miles	36	13.2 %
25+ miles	22	8.1 %
Don't know/refused	5	1.8 %
Total	273	100.0 %

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

Q18a. How many miles one-way do you travel from home to work or school	Number	Percent
Less than 2 miles	20	7.5 %
2-4 miles	59	22.0 %
5-14 miles	131	48.9 %
15-24 miles	36	13.4 %
25+ miles	22	8.2 %
Total	268	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	47	17.2 %
11-20 minutes	103	37.7 %
21-30 minutes	72	26.4 %
31+ minutes	48	17.6 %
Don't know/refused	3	1.1 %
Total	273	100.0 %

**WITHOUT DON'T KNOW/REFUSED****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	47	17.4 %
11-20 minutes	103	38.1 %
21-30 minutes	72	26.7 %
31+ minutes	48	17.8 %
Total	270	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	161	59.0 %
Ride a Spokane Transit bus	69	25.3 %
Carpool with family members	23	8.4 %
Carpool with non-family members	6	2.2 %
Bicycle	7	2.6 %
Don't know	7	2.6 %
Total	273	100.0 %

**WITHOUT DON'T KNOW**

**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	161	60.5 %
Ride a Spokane Transit bus	69	25.9 %
Carpool with family members	23	8.6 %
Carpool with non-family members	6	2.3 %
Bicycle	7	2.6 %
Total	266	100.0 %

**Q18d. How has your commute changed since 2019?**

Q18d. How has your commute changed since 2019	Number	Percent
Commuting less days	39	14.3 %
Stayed the same	148	54.2 %
Commuting more days	70	25.6 %
Not provided	16	5.9 %
Total	273	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	39	15.2 %
Stayed the same	148	57.6 %
Commuting more days	70	27.2 %
Total	257	100.0 %

**Q19. What is your age range?**

Q19. Your age	Number	Percent
18 to 34	80	17.4 %
35 to 44	98	21.3 %
45 to 54	79	17.2 %
55 to 59	51	11.1 %
60 to 64	45	9.8 %
65+	86	18.7 %
Refused	21	4.6 %
Total	460	100.0 %

**WITHOUT REFUSED**

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

Q19. Your age	Number	Percent
18 to 34	80	18.2 %
35 to 44	98	22.3 %
45 to 54	79	18.0 %
55 to 59	51	11.6 %
60 to 64	45	10.3 %
65+	86	19.6 %
Total	439	100.0 %

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

Q20. Your race/ethnicity	Number	Percent
Asian or Asian Indian	17	3.7 %
Black or African American	14	3.0 %
American Indian or Alaska Native	10	2.2 %
White	393	85.4 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Hispanic or Latino	34	7.4 %
Other	5	1.1 %
Prefer not to say	11	2.4 %
Total	486	

**WITHOUT PREFER NOT TO SAY**

**Q20. Which of the following best describes your race/ethnicity? (without "prefer not to say")**

Q20. Your race/ethnicity	Number	Percent
White	393	87.5 %
Hispanic or Latino	34	7.6 %
Asian or Asian Indian	17	3.8 %
Black or African American	14	3.1 %
American Indian or Alaska Native	10	2.2 %
Other	5	1.1 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Total	475	

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

Q20-7. Self-describe your race/ethnicity	Number	Percent
Multi-cultural	1	20.0 %
Mixed	1	20.0 %
Middle Eastern	1	20.0 %
Romanian	1	20.0 %
Multiple	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	119	25.9 %
More Moderate	106	23.0 %
More Conservative	122	26.5 %
Don't know/refused	113	24.6 %
Total	460	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	119	34.3 %
More Moderate	106	30.5 %
More Conservative	122	35.2 %
Total	347	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)	8	1.7 %
GED or high school graduate (12 years)	161	35.0 %
Some college or trade school (13-15 years)	89	19.3 %
Four-year college degree BA/BS (16 years)	92	20.0 %
Post-graduate work (17 years or more)	76	16.5 %
Don't know/refused	34	7.4 %
Total	460	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)	8	1.9 %
GED or high school graduate (12 years)	161	37.8 %
Some college or trade school (13-15 years)	89	20.9 %
Four-year college degree BA/BS (16 years)	92	21.6 %
Post-graduate work (17 years or more)	76	17.8 %
Total	426	100.0 %

**Q23. What is your annual household income before taxes?**

Q23. Your annual household income before taxes	Number	Percent
Less than \$15K	37	8.0 %
\$15K-\$24,999	36	7.8 %
\$25K-\$34,999	35	7.6 %
\$35K-\$49,999	54	11.7 %
\$50K-\$74,999	47	10.2 %
\$75K-\$99,999	59	12.8 %
\$100K+	62	13.5 %
Prefer not to answer	130	28.3 %
Total	460	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	37	11.2 %
\$15K-\$24,999	36	10.9 %
\$25K-\$34,999	35	10.6 %
\$35K-\$49,999	54	16.4 %
\$50K-\$74,999	47	14.2 %
\$75K-\$99,999	59	17.9 %
\$100K+	62	18.8 %
Total	330	100.0 %

**Q24. Your gender:**

Q24. Your gender	Number	Percent
Male	222	48.3 %
Female	227	49.3 %
Non-Binary	6	1.3 %
Not provided	5	1.1 %
Total	460	100.0 %

**WITHOUT NOT PROVIDED**

**Q24. Your gender: (without "not provided")**

Q24. Your gender	Number	Percent
Male	222	48.8 %
Female	227	49.9 %
Non-Binary	6	1.3 %
Total	455	100.0 %



# Survey Instrument



March 2026

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](http://stacommunityvaluesurvey.com).

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Carly Cortright', with a long horizontal flourish extending to the right.

Carly Cortright  
Chief Communications and Customer Service Officer

# 2026 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. STA provides taxpayers a good value for the money	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

## Demographics

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

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Work full-time outside the home | <input type="checkbox"/> (07) Homemaker [Skip to Q19.]               |
| <input type="checkbox"/> (02) Work part-time outside the home | <input type="checkbox"/> (08) Unemployed [Skip to Q19.]              |
| <input type="checkbox"/> (03) Work from home [Skip to Q19.]   | <input type="checkbox"/> (09) Retired [Skip to Q19.]                 |
| <input type="checkbox"/> (04) Student and does not work       | <input type="checkbox"/> (10) Unable to work/Disabled [Skip to Q19.] |
| <input type="checkbox"/> (05) Student and works full-time     | <input type="checkbox"/> (11) Refused [Skip to Q19.]                 |
| <input type="checkbox"/> (06) Student and works part-time     |  |

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

- |                                    |                                   |  |
|------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> (1) One   | <input type="checkbox"/> (4) Four | <input type="checkbox"/> (7) Seven   |
| <input type="checkbox"/> (2) Two   | <input type="checkbox"/> (5) Five | <input type="checkbox"/> (8) Zero/do not commute/work from home [Skip to Q19.] |
| <input type="checkbox"/> (3) Three | <input type="checkbox"/> (6) Six  | <input type="checkbox"/> (9) Don't know/Depends                                |

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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> (1) Less than 2 miles | <input type="checkbox"/> (3) 5-14 miles  | <input type="checkbox"/> (5) 25 miles or more   |
| <input type="checkbox"/> (2) 2-4 miles         | <input type="checkbox"/> (4) 15-24 miles | <input type="checkbox"/> (9) Don't know/Refused |

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

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (1) 10 minutes or less | <input type="checkbox"/> (3) 21-30 minutes      | <input type="checkbox"/> (9) Don't know/Refused |
| <input type="checkbox"/> (2) 11-20 minutes      | <input type="checkbox"/> (4) 31 or more minutes |   |

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

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Drive alone in your vehicle | <input type="checkbox"/> (5) Carpool with non-family members                      |
| <input type="checkbox"/> (2) Ride a Spokane Transit bus  | <input type="checkbox"/> (6) Spokane Transit vanpool, that is five or more people |
| <input type="checkbox"/> (3) Carpool with family members | <input type="checkbox"/> (7) Bicycle  |
| <input type="checkbox"/> (4) Walk                        | <input type="checkbox"/> (9) Don't know   |

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

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> (1) Commuting less days | <input type="checkbox"/> (2) Stayed the same | <input type="checkbox"/> (3) Commuting more days |
|--|--|--|

### 19. What is your age range?

- |                                       |                                       |   |                                      |
|---------------------------------------|---------------------------------------|---|--------------------------------------|
| <input type="checkbox"/> (1) 18 to 34 | <input type="checkbox"/> (3) 45 to 54 | <input type="checkbox"/> (5) 60 to 64     | <input type="checkbox"/> (7) Refused |
| <input type="checkbox"/> (2) 35 to 44 | <input type="checkbox"/> (4) 55 to 59 | <input type="checkbox"/> (6) 65 and older |                                      |

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

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian            | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American        | <input type="checkbox"/> (06) Hispanic or Latino                        |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (88) Prefer not to say                         |
| <input type="checkbox"/> (04) White                            | <input type="checkbox"/> (99) Other: _____                              |

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

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> (1) More Liberal | <input type="checkbox"/> (2) More Moderate | <input type="checkbox"/> (3) More Conservative | <input type="checkbox"/> (9) Don't know/Refused |
|---|--|--|---|

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

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Less than high school (0-11 years)         | <input type="checkbox"/> (4) Four-year college degree BA/BS (16 years) |
| <input type="checkbox"/> (2) GED or high school graduate (12 years)     | <input type="checkbox"/> (5) Post-graduate work (17 years or more)     |
| <input type="checkbox"/> (3) Some college or trade school (13-15 years) | <input type="checkbox"/> (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

Your responses will remain completely confidential. If your address is not correct, please provide the correct information. Thank you.