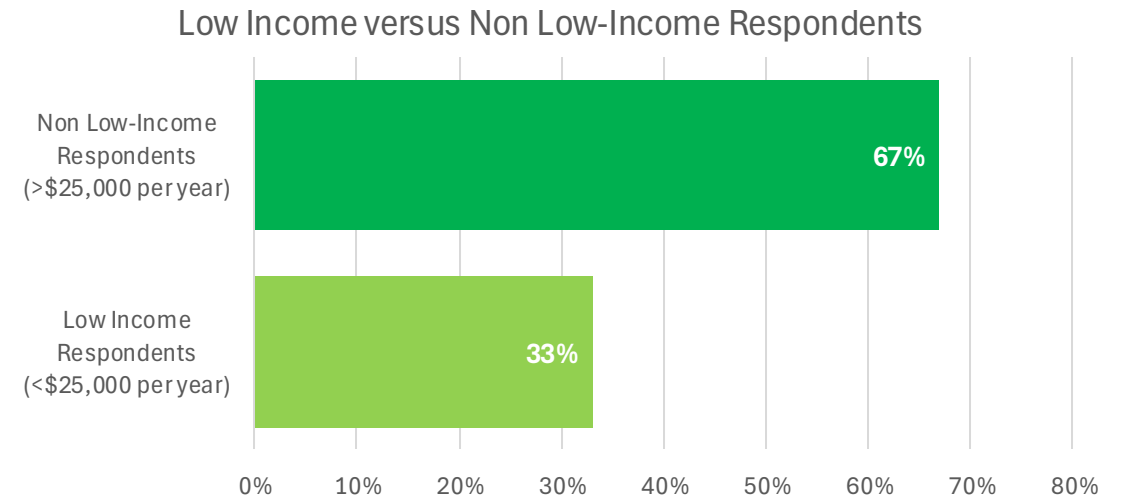
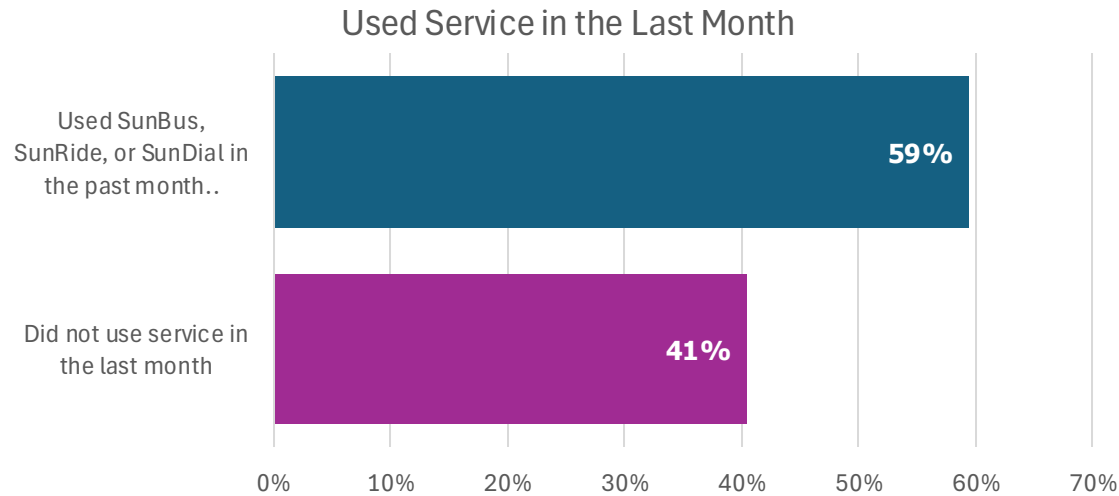


Community Survey #2

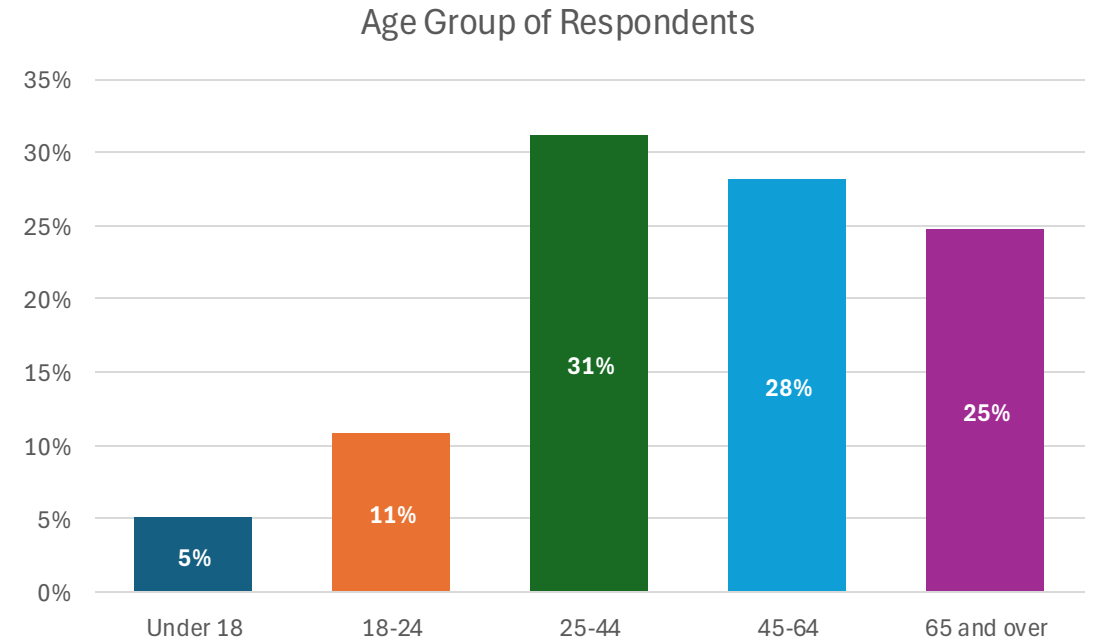
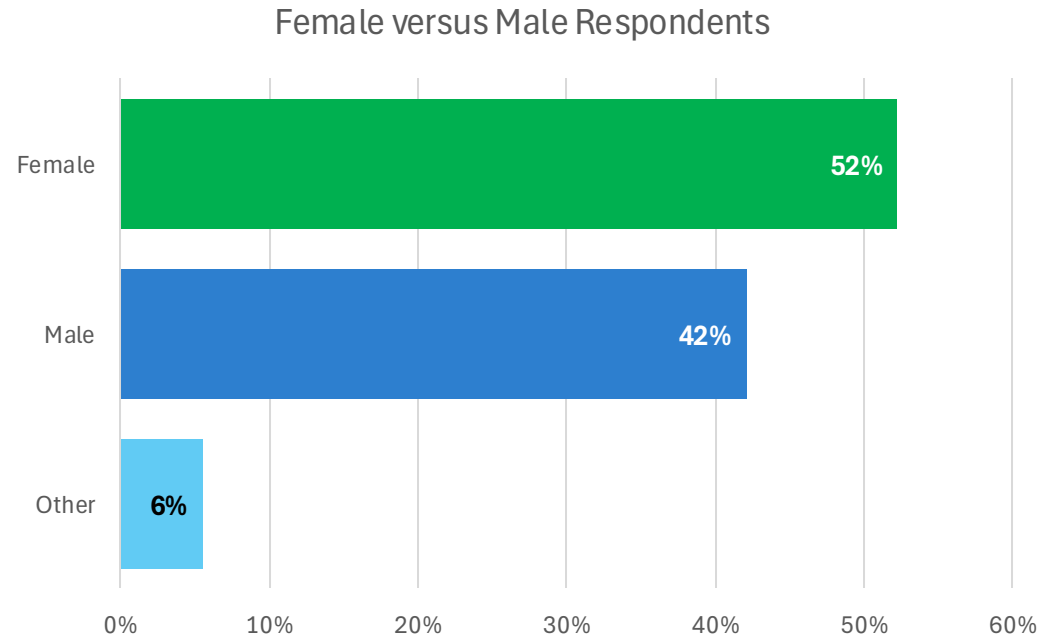
Response Frequencies



Key Stats

- 791 valid responses —statistically valid as representation of the valley population.
- Majority of respondents (59%) had used the service at least once in the last month —either SunBus, SunRide, or SunDial.
- One-third of respondents (33%) live in households that earn less than \$25,000 per year.

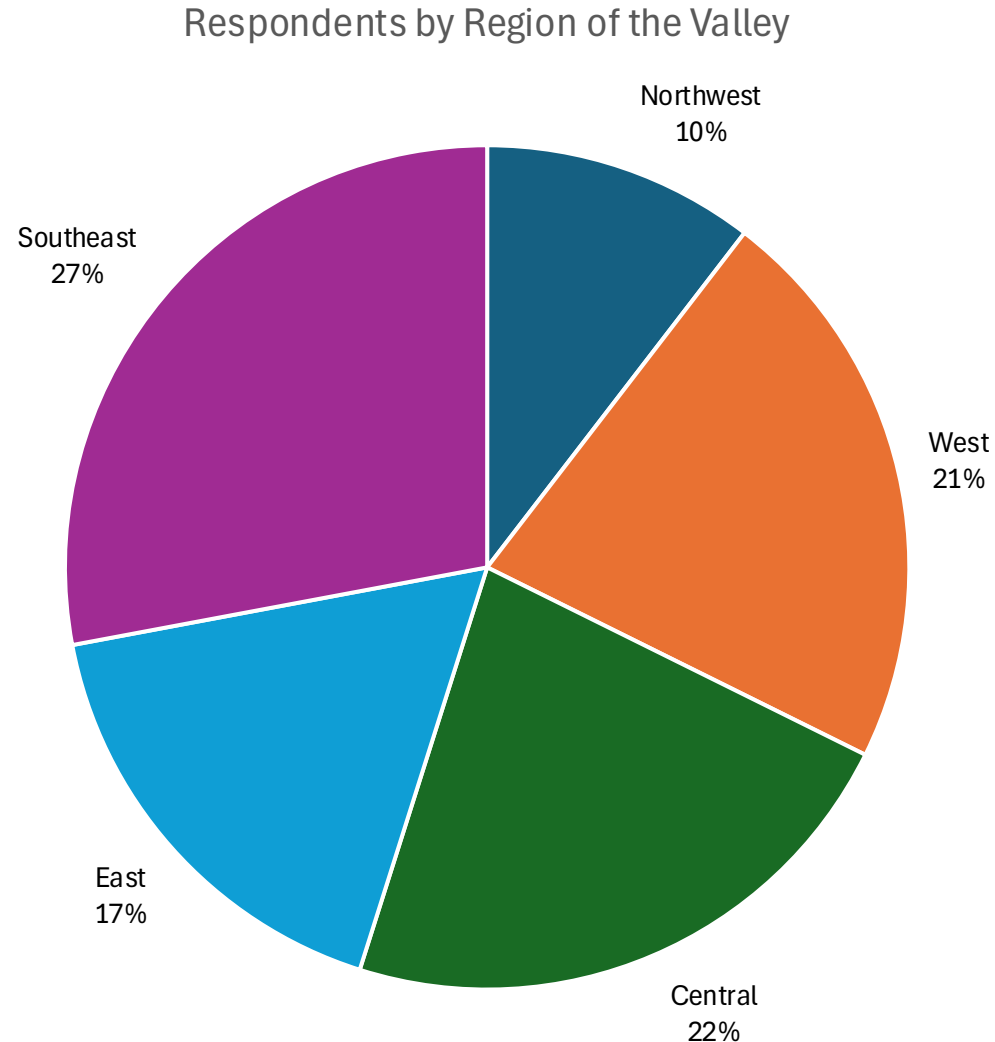
Response Frequencies



Key Stats

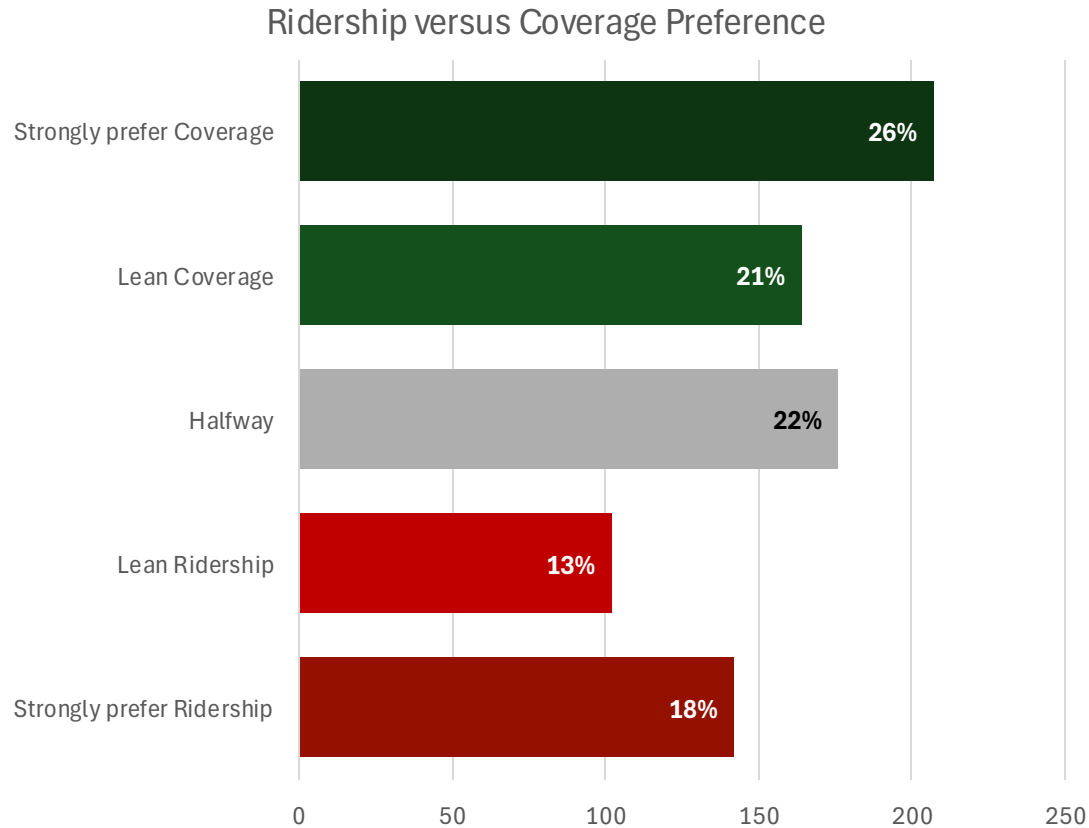
- Majority of respondents (52%) were female.
- 1 in 5 respondents (25%) was a senior resident. This group is overrepresented.
- Only 16% of respondents was youth under 18 or young adult 18 to 24. This group is underrepresented.

Response Frequencies



- As a function of population in each region, the survey responses comprise a relatively balanced representation of all regions in the valley.
 - The Northwest, West, and Central regions have similar levels of representation.
 - The East region is relatively underrepresented with a low proportion of responses against population.
 - Southeast region is relatively overrepresented with a high proportion of responses against population.

Ridership versus Coverage Preferences



Overall Response Highlights

- Clear preference for the Coverage Concept — close to 50 percent of preferences.
- 1 in 4 (26%) leaned strongly toward the Coverage Concept.
- Yet, about 1 in 3 (31%) preferred the Ridership Concept.
- And about 1 in 5 (22%) are undecided or halfway in between.
- If those in the middle are split equally, the overall response leans towards a 60/40 percent between coverage and ridership.

Did you use the service in the last month?

Overall Response

- **47% prefer coverage**
- 22% are halfway
- **31% prefer ridership**

The overall response leans towards a 60/40 percent balance between coverage and ridership.

Used the Service

- **48% prefer coverage**
- 19% are halfway
- **33% prefer ridership**

Those that have used the service at least once in the past month, had a slightly more polarized response.

This “lived experience” reflects the need for both services that provide coverage and services that generate ridership.

Not Used the Service

- **49% prefer coverage**
- 22% are halfway
- **29% prefer ridership**

Those that have not used the service lean a bit further toward coverage.

Low-Income vs. Non-Low-Income Respondents

Overall Response

- **47% prefer coverage**
- 22% are halfway
- **31% prefer ridership**

Low Income

- **46% prefer coverage**
- 26% are halfway
- **28% prefer ridership**

Low-income residents had slightly more balanced preferences, with a higher proportion of responses in the middle, but also trending to a 60/40 percent split overall.

Higher Income

- **45% prefer coverage**
- 19% are halfway
- **36% prefer ridership**

Higher income residents had a more polarized response, with a higher preference for ridership, and trending to a 55/45 percent split overall.

Preferences by Gender

Overall Response

- **47% prefer coverage**
- 22% are halfway
- **31% prefer ridership**

Female

- **51% prefer coverage**
- 23% are halfway
- **26% prefer ridership**

Female respondents expressed a higher preference for coverage, trending to a 63/37 percent split between coverage and ridership.

Women generally make multiple trips in the day, and care trips with others—children or older adults, and for this reason lean toward coverage options that will bring service close to home.

Male

- **45% prefer coverage**
- 16% are halfway
- **39% prefer ridership**

In contrast, male respondents expressed a higher preference for ridership, trending to a 53/47 percent split between coverage and ridership.

Men typically make more work trips that are time-sensitive and require traveling longer distances, and for this reason lean toward ridership options that will allow them to get there faster.

Preferences by Age Group

Youth & Young Adults

- **43% prefer coverage**
- 23% are halfway
- **34% prefer ridership**

Youth (under 18) and young adults (18 to 24) had a higher preference for ridership than the overall response, trending to a 55/45 split between coverage and ridership.

Generally, this group prefers walking a longer distance to frequent service.

Adults

- **43% prefer coverage**
- 21% are halfway
- **36% prefer ridership**

Adults (25 to 44) also had a higher preference for ridership than the overall response, also trending to a 55/45 split between coverage and ridership.

Generally, this group prefers more frequent service to travel to work or time-sensitive trips.

Middle Age

- **45% prefer coverage**
- 21% are halfway
- **34% prefer ridership**

Middle-aged adults (45 to 64) expressed a similar trend, but with a slightly more polarized views regarding ridership and coverage.

Seniors

- **60% prefer coverage**
- 17% are halfway
- **23% prefer ridership**

Older adults (65 and over) had a marked preference for coverage than all other groups, trending to a 70/30 split overall.

Generally, seniors prefer to walk shorter distances and make more discretionary trips the don't require frequent service.

Preferences by Region

Northwest

- **40% prefer coverage**
- 26% are halfway
- **34% prefer ridership**

Includes:

- Desert Hot Springs
- Desert Edge

Balanced preferences between coverage and ridership with an overall split of 53/47 percent.

West

- **32% prefer coverage**
- 22% are halfway
- **46% prefer ridership**

Includes:

- Palm Springs
- Cathedral City

Strong preference for the ridership concept with an overall split of 40/60 percent between coverage/ridership.

Central

- **57% prefer coverage**
- 13% are halfway
- **31% prefer ridership**

Includes:

- Indian Wells
- Palm Desert
- Rancho Mirage
- Thousand Palms

Strong preference for the coverage concept with and overall split of 63/37 percent.

East

- **50% prefer coverage**
- 19% are halfway
- **31% prefer ridership**

Includes:

- Indio
- La Quinta
- Bermuda Dunes

High preference for the coverage concept with and overall split of 60/40 percent.

Southeast

- **55% prefer coverage**
- 25% are halfway
- **20% prefer ridership**

Includes:

- Coachella
- Thermal
- Mecca
- Oasis
- North Shore

Strong preference for the coverage concept with and overall split of 67/33 percent.

What do you like about the Ridership Concept?

Recurrent Themes

- 15-minute service would make transit more appealing.
- More frequency creates better connections between buses.
- Service will be more consistent, convenient, and reliable.
- Easier to commute to work. Reduced waiting in the heat and faster bus rides.
- Emphasis on connecting major employment centers with residential areas.
- Access gains to additional jobs and other opportunities. For instance, direct link to Eisenhower Medical Center and shopping.

"Populated and well used lines like the 1EV/1WV that take you from one side of the valley run more frequently making it easier and more convenient to use. Which could increase more ridership."

"Reduce wait times and more people will ride. Nobody wants to get to work an hour early because that was the only bus available to get you there on time."

"I like the fact that we can depend on the bus arriving every 15 to 30 minutes, so that we're not having to stand in the heat (especially for us elderly individuals)."

"More frequency for routes so that passengers have more opportunities to catch a bus to their destination in a timely manner in case they miss a bus."

What do you dislike about the Ridership Concept?

Recurrent Themes

- Lack of coverage. Cutting out too many outlying/low-density areas.
- No service to Thousand Palms. No service to Oasis and North Shore.
- No coverage to equity areas that need service the most.
- Dislike the longer walking distance to reach stops. Inconvenient for seniors and people carrying bags/strollers.
- Lack of express options from Palm Springs to Coachella.
- Not enough frequency on Route 2.

"I dislike the longer walking distances required to reach a bus stop. Walking long stretches in the desert heat is impractical and makes the faster bus ride less appealing if the walk leaves riders exhausted before they even board."

"What I dislike is that obviously we need more funding to get better coverage and shorter wait times together, and you guys need to demand for that funding."

"The plan leaves too many people without affordable and dependable transportation out in the cold. It excludes the needs of less affluent community living in more affordable areas, who may depend on public transportation. ."

What do you like about the Coverage Concept?

Recurrent Themes

- Provides higher coverage than today. Equal opportunity to all areas, and more inclusive.
- 7-day service on all routes; better way to get around on weekends.
- Bus stops closer to home; shorter walking distances.
- More access to service to those in need. Access to more opportunities.
- Use of SunRide to increase coverage.
- All day service to Oasis and North Shore.
- Service to North Indio and Thousand Palms.

"I appreciate that the Coverage Network Concept maintains service in more neighborhoods, especially areas where people rely heavily on transit and may not have access to a car. Preserving access for seniors, students, and low-income riders is important for equity."

"I like how it expands the [SunRide] services as well as still offer ridership towards less populated areas."

"I like that more of the valley will be accessible because I feel like right now a lot of places are far or hard to get to."

"I appreciate the focus on ensuring that more people have a bus stop within a reasonable distance of their homes."

What do you dislike about the Coverage Concept?

Recurrent Themes

- Low or not enough frequency. Some areas like DHS lose service.
- Wait times are too long; mostly hourly service; every 2 hours to Oasis/North Shore.
- Lack of options if bus breaks down or any service interruption.
- Diminished convenience of service. Challenging to use for day-to-day life.
- Buses may go around empty. Service to too many areas of low demand.
- Adequacy of service to high demand corridors. Fewer buses on busy routes reduces access.
- Use of resources on routes that do not get demand. Underutilization of service and inefficiency.

"A lot of one hour wait times. 30 minutes can sometimes be too long when there's no shade/covered waiting area. ."

"I dislike the 30- to 60-minute wait times and the longer, less direct routes. Stretching the resources this thin significantly increases the total commute time, making the system much harder to rely on for daily travel compared to driving."

"No one likes to wait a long time. It's a shame we have to choose between more frequent buses and coverage of an area that needs it."

"People less likely to use the system if they wait a long time for a bus. Also feels less safe to wait a long time at a bus stop. Definitely would not do it in the heat."