



# SunLine Transit Agency

## 2025 Onboard Bus Passenger Survey Report

June 2025

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## Chapter 1 | Executive Summary

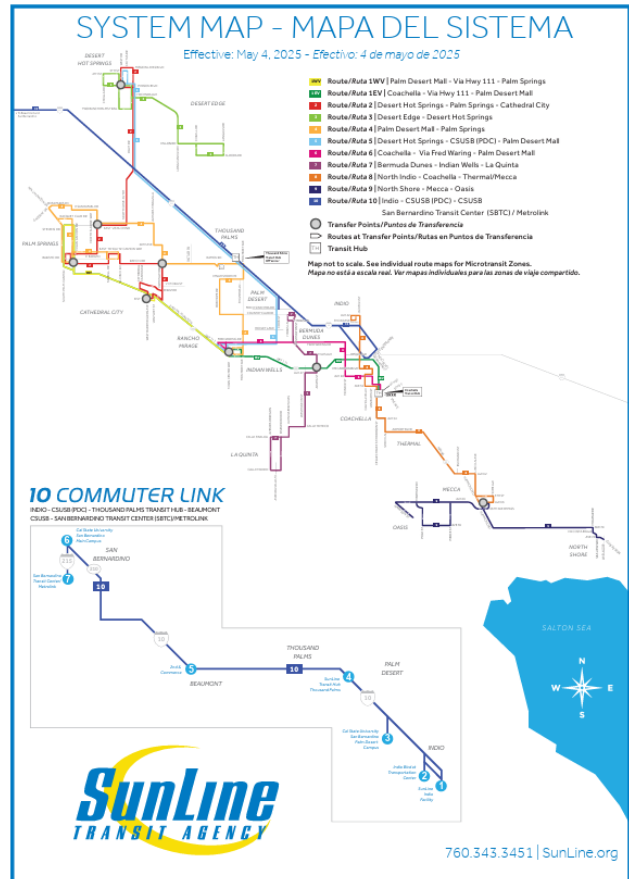
In Spring 2025, the SunLine Transit Agency engaged Moore & Associates, Inc. to conduct an onboard survey of its customers. This is the first system survey of this kind since 2019.

The SunLine Transit Agency provides public transit service within the Coachella Valley sub-region of Riverside County, California. At the time of the survey fielding, SunLine operated ten local fixed routes and one commuter link route. In 2024, the fixed-route service provided nearly 3.5 million unlinked trips.

In September 2024, SunLine made a number of adjustments to its fixed-route network designed to balance frequency across some of the routes, with a particular emphasis on the new Coachella Transit Hub and an additional stop for the Route 10 Commuter Link.

The 2025 rider survey was designed to gather information regarding travel patterns, customer demographics, overall satisfaction, and preferences for possible future service changes. The resulting survey data will likely be used to craft future service development and marketing initiatives.

The SunLine Transit Agency’s Request for Proposals stipulated a survey sample of not less than 300. In actuality, Moore & Associates achieved survey sample of 500 valid responses (474 collected via intercept and 26 online). In terms of statistical validity, the survey data reflects a 95-percent confidence level and +/- 4.32% margin of error.



### Rider profile

While each customer potentially has specific mobility needs and priorities, it is likely there are (also) some common threads across the fixed-route service lines.

In 2025, the typical local service rider uses SunLine Transit to travel either to work (35 percent) or school (16 percent). In the 2019 survey, 27 percent of survey respondents cited work while 24 percent college. The percentage of SunLine riders citing “walk” as means of access to origin bus stop, remained unchanged from the 2019 survey (83 percent).

The 2019 survey data indicated that 62 percent of the survey trips included a transfer. Interestingly, in 2025 this figure declined significantly to 37 percent. While there are a number of possible contributors to this decline, perhaps one is more streamlined routing (matching customer travel needs with route alignments).

In 2025, nearly forty percent indicated riding six or seven days in a typical week, and have done so for more than five years (40 percent). The percentage of SunLine riders who used the service four or more days per week, remained unchanged from the 2019 survey (72 percent). In 2025, 45 percent indicated riding SunLine for 2 years or less. There appears to be a positive correlation between “school” as a trip purpose, and shorter customer tenure.

Based on the 2019 survey, 83 percent of the respondents were deemed to be transit-dependent. Of these, 55 percent indicated either not owning or having access to a personal vehicle. By contrast, the incidence of vehicle owners in 2025 revealed nearly 80 percent had no access to a personal vehicle to make the surveyed trip, suggesting a high degree of transit-reliance.

The 2019 revealed 48 percent of survey participants paid with cash, while 51 percent used a pass. In 2025, 54 percent of survey participants indicated paying with cash. Further, the survey data suggests that less affluent riders are not taking advantage of non-cash fare media options.

With respect to possible service enhancements, in 2025 25 percent expressed a desire for more frequent service. Additionally, SunLine Transit earned a 76 percent overall satisfaction rating among the surveyed riders.

In 2019, 51 percent of the surveyed riders indicated being employed full-time while an additional 27 percent cited part time employments. By contrast, the 2025 survey did not differentiate between full-time and part-time employment. This year’s survey showed an overall employment rate of 45 percent, while an additional 21 percent reported being students.

Both the 2019 and 2025 surveys revealed approximately half of the surveyed riders self-identify as Hispanic/Latino. In 2025, 41 percent of survey participants indicate they speak Spanish at home, while nearly three-quarters (72.3 percent) indicate they speak English very well or are a native English speaker. While English comprehension does not appear to present a barrier to transit use in the Coachella Valley, providing bilingual service materials remains important given the data revealed.

## Chapter 2 | Survey Methodology

### Survey Instrument Design

Working collaboratively with SunLine Transit staff, Moore & Associates prepared a survey instrument consisting of 28 questions. The survey included questions regarding travel behavior, trip start and end locations, frequency of use, preferred service improvement, overall satisfaction, and demographics.

The survey instrument was printed on cardstock to facilitate easy completion while riding onboard the bus. To encourage the broadest possible participation, the survey was available in both English and Spanish. A copy of the bilingual survey instrument is included in the Appendix.

### Survey Administration

The survey was fielded using two complementary methods: 1) intercept onboard SunLine Transit buses and 2) online (self-administered, subsequent to completing their ride). Intercept surveying onboard SunLine buses took place Tuesday, March 18 through Sunday, March 23, 2025 (that is, six consecutive service days). The online survey was available March 7 to March 31, 2025.

Promotion for the online survey was made through onboard notices, and SunLine's social media channels (see the Appendix for promotional artwork).

Each surveyor wore an identification badge and yellow reflective vest. Each customer boarding throughout the survey period was offered a survey to complete. Surveyors were available to answer questions and to assist patrons in completing the survey form if so requested. Each surveyor also carried multi-lingual business cards featuring a QR code linking to the online survey, which they offered to any SunLine Transit rider who initially declined a printed survey form.

The survey, both printed and online versions, was available in English and Spanish. Eighty-three percent of participants chose to complete the survey in English. By contrast, 17 percent completed the survey in Spanish. Two routes had the highest incidence of Spanish-language survey completions: Route 1EV (4.2 percent) and Route 2 (3.6 percent).

### Sampling Plan

Moore & Associates calculated a stratified sampling plan based on each route's proportional share of total ridership, utilizing FY2024 ridership data provided by SunLine Transit. The sampling plan detailing minimum sample targets by route is included in the Appendix.

### Quality Control

Ensuring quality control is critical to the validity and accuracy of survey data. Quality control measures were incorporated during both the data collection and data processing phases to confirm participants completed the survey correctly and completely.

During data collection, a field supervisor was present to oversee the process. Each survey form was reviewed for completeness and accuracy. Each survey form was marked with the respective route. If errors were identified during the supervisor's review, corrections were made using a distinct marker to

differentiate between participant marks and those made by the supervisor. For example, if a rider wrote “hospital” as trip purpose, the response was coded as “medical”.

To be considered “complete”, a majority of the questions required responses (except for the demographic section). Once confirmed, the survey form was counted toward the sample target. Survey forms missing one or more of these questions were processed into the database, but were not counted toward the sampling target.

Online survey responses were examined for consistency, logic, participant contact information, and IP address to ensure validity. Duplicate entries were reviewed and if the integrity was questioned, they were removed from the sample.

An additional Quality Control measure which our project team utilized was independent review at the time of data entry. All data entry and coding were reviewed by trained and experienced Moore & Associates’ staff separate from the data entry team.

#### **Data Processing**

Data entry and cleaning was undertaken by trained personnel. Any open-ended questions and responses that include “other” as a response option were cleaned for consistency, and then included within similar responses. Any non-English responses/comments were translated into English.

A scrubbed MS Excel data set is also being provided to SunLine Transit.

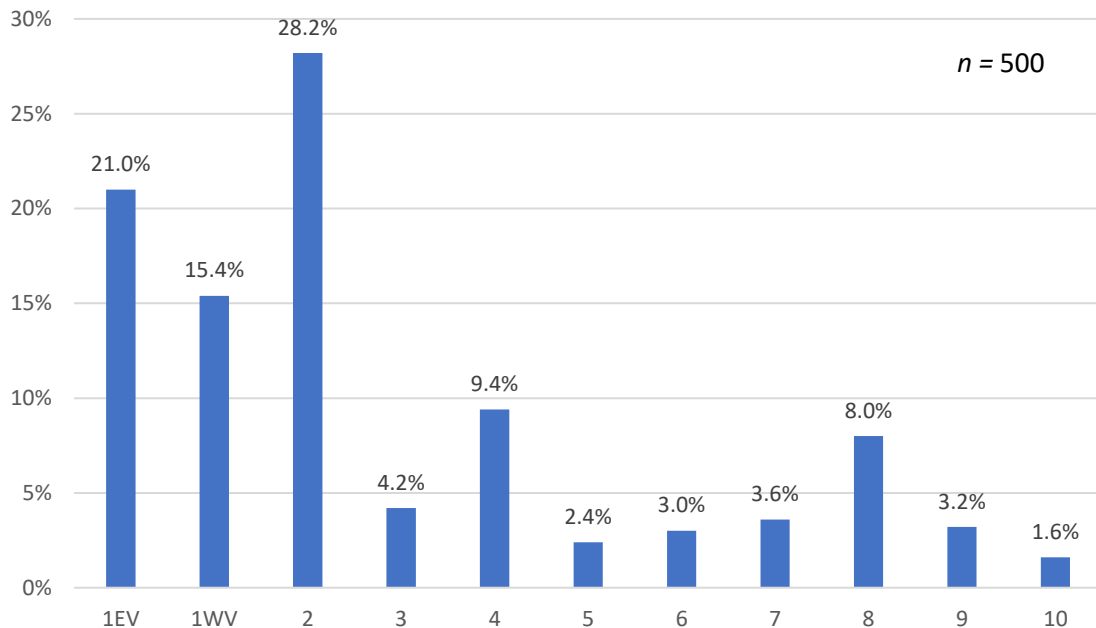
## Chapter 3 | Data Analysis

The following analysis examines each survey question on an in-depth basis, offering data cross-tabulations where appropriate to provide greater insight.

### Which SunLine Transit route are you taking this survey on?

At the time of survey fielding, SunLine Transit operated ten local routes and one commuter route. With respect to this survey, riders on three routes had the highest participation: Route 2 (28.2 percent), Route 1 EV (21.0 percent), and Route 1 WV (15.4 percent). This participation rate generally mirrors the individual route ridership data provided by SunLine.

Exhibit 3.1 Route



#### 1. Where are you coming from?

While trip origins were spread throughout the SunLine service area, Exhibit 3.2 lists the nine most-frequently cited locations.

Exhibit 3.2 Top origin locations

Origin locations	Frequency
College of the Desert	11
The Shops at Palm Desert	10
Coachella Transit Hub	6
Hwy 111 & Monroe St, Indio	6
B St & Buddy Rogers, Palm Desert	5
Indian Canyon Dr & Ramon Rd, Palm Springs	5
Bob Hope Dr & Ramon Rd, Rancho Mirage	4
47470 Van Buren St, Indio	4
88700 70th Ave, Thermal	4

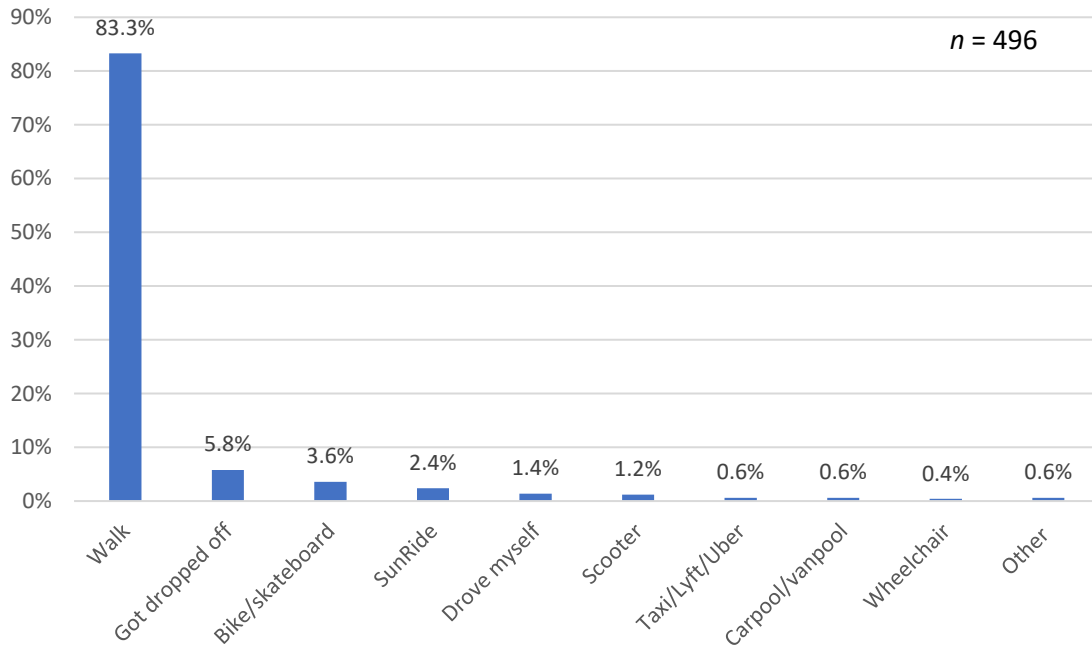
**2. How did you travel to your first bus stop today?**

Transit riders typically employ a variety of means to access a bus stop, and this appears to be true throughout the SunLine Transit service area.

Traditional sidewalks can be found throughout the urbanized portions of the Coachella Valley. While the presence of sidewalks may be less common in other portions of the service area, “walking” was the most common means of accessing the “starting” bus stop (83.3 percent).

Other than “walking”, only one other response stood out: “dropped off” (5.8 percent).

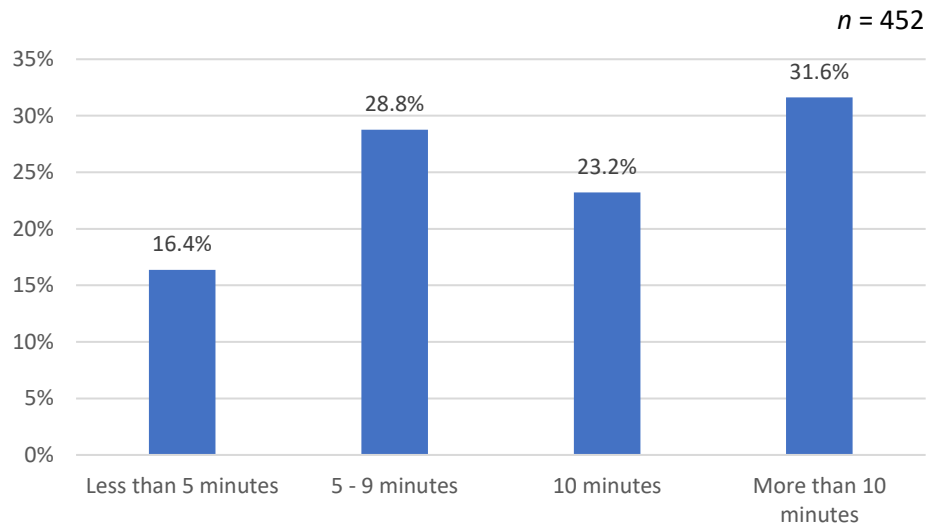
Exhibit 3.3 Access mode to first bus stop



**3. How many minutes did it take to reach your stop?**

Sixteen percent of respondents indicated walking less than five minutes, while an additional 52 percent cited walking five to ten minutes. The modest walking time (to access a bus stop) suggests the current placement of SunLine bus stops is appropriate.

Exhibit 3.4 Minutes to boarding stop



**4. Where are you going to?**

While trip destinations were spread throughout the SunLine service area, Exhibit 3.5 lists the ten most frequently cited locations. The Shops at Palm Desert was the most popular cited destination.

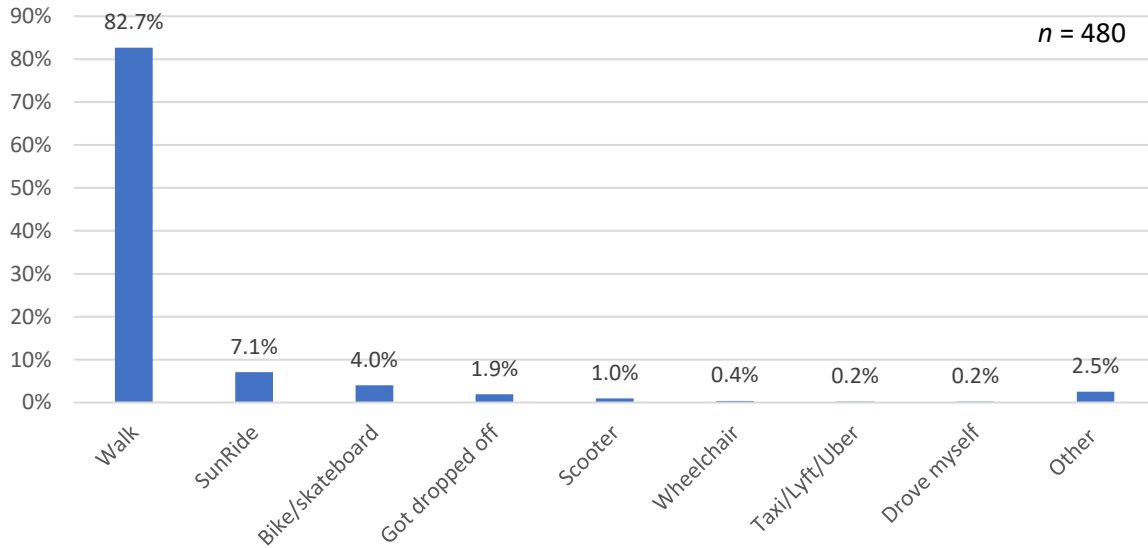
Exhibit 3.5 Top destination locations

Destination locations	Frequency
The Shops at Palm Desert	26
College of the Desert	18
5500 University Pkwy, San Bernardino (CSUSB)	10
65890 Pierson Blvd, Desert Hot Springs	8
Coachella Transit Hub	6
Indio High School	5
Sunrise Way & Vista Chino, Palm Springs	5
Hwy 111 & Las Palmas Ave, Palm Desert	5
West & Pierson, Desert Hot Springs	4
1150 N Indian Canyon Dr, Palm Springs (Desert Regional Medical Center)	4

**5. How will you travel from your last bus stop to your destination today?**

The same question was asked specific to the “final” bus stop and the rider’s ultimate destination. Eighty-three percent cited “walking”. Other than “walking”, SunRide stood out garnering 7.1 percent of responses.

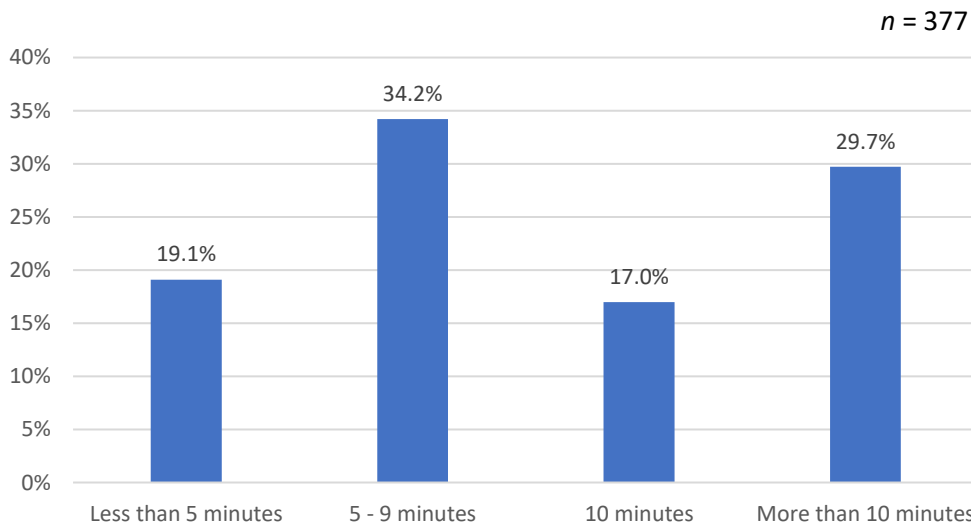
Exhibit 3.6 Access mode to destination



**6. How many minutes will it take you to reach your final destination once you get off the bus?**

Nineteen percent of respondents indicated walking 5 minutes or less, while 51.2 percent cited walking five to ten minutes. Here again, the modest walking time (from bus stop to destination) suggests the current placement of SunLine bus stops is appropriate.

Exhibit 3.7 Minutes to destination



**7. Does this one-way trip include a transfer to or from another SunLine Transit route or other public transit?**

The 2019 survey data reported 62 percent of the surveyed trips included a transfer. Interestingly, in 2025, the incidence of transfer declined significantly to 37 percent. While there are a number of possible contributors to this decline, perhaps one is more streamlined routing (that is, matching customer travel patterns with route alignments).

Exhibit 3.8 Transfer

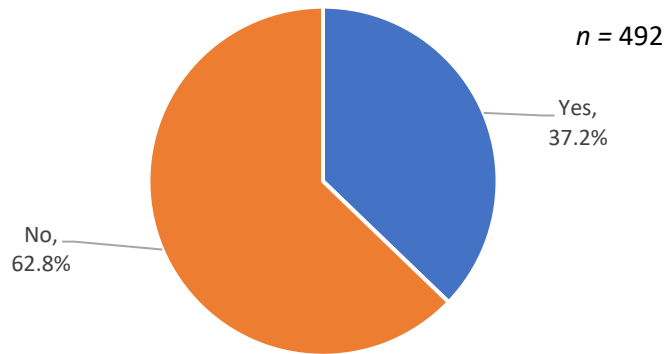
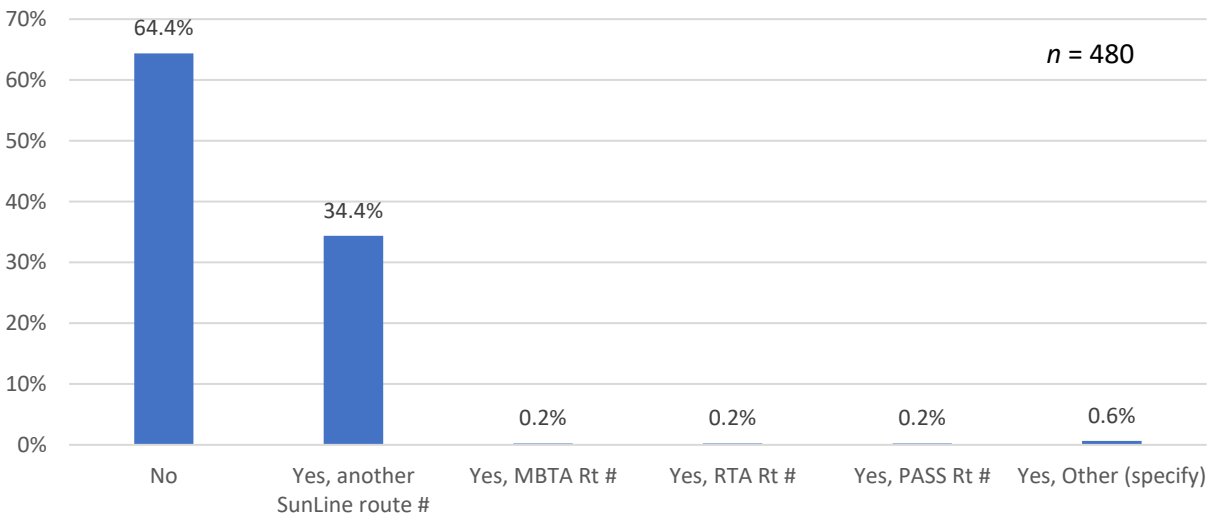


Exhibit 3.9 Transfer Activity

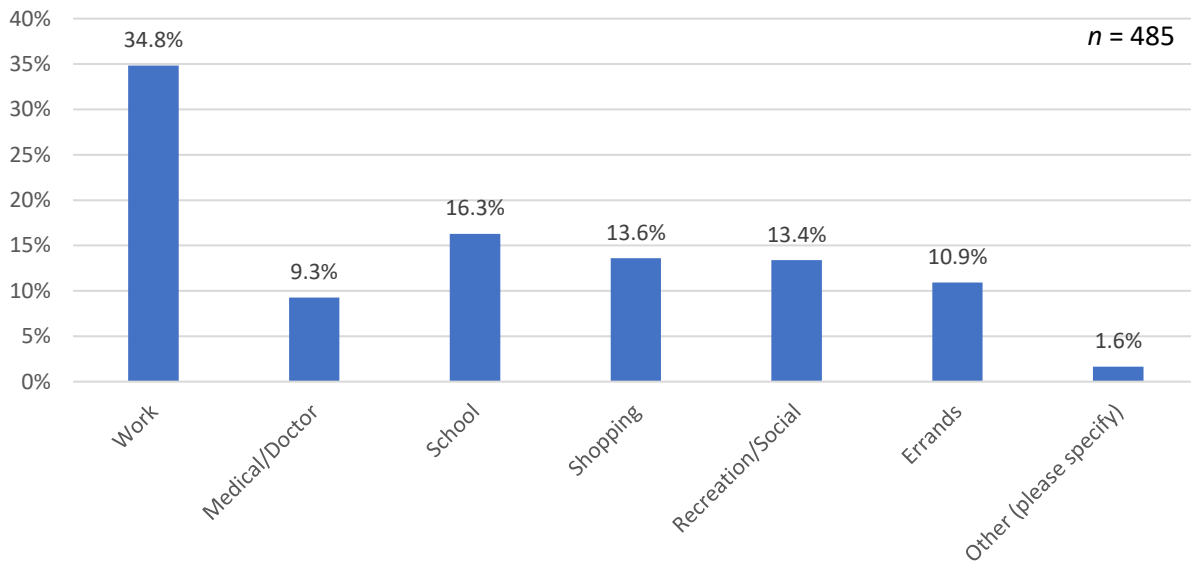


### 8. What is the purpose for your trip today?

People ride public transit for a variety of trip purposes, and such is the case with respect to SunLine Transit customers. Not surprisingly, “work” (34.8 percent) and “school” (16.3 percent) were cited most frequently.

“Shopping” was cited by 13.6 percent while “recreation/social” garnered 13.4 percent. Within the “other” response category, “court” was cited three times.

Exhibit 3.10 Trip Purpose

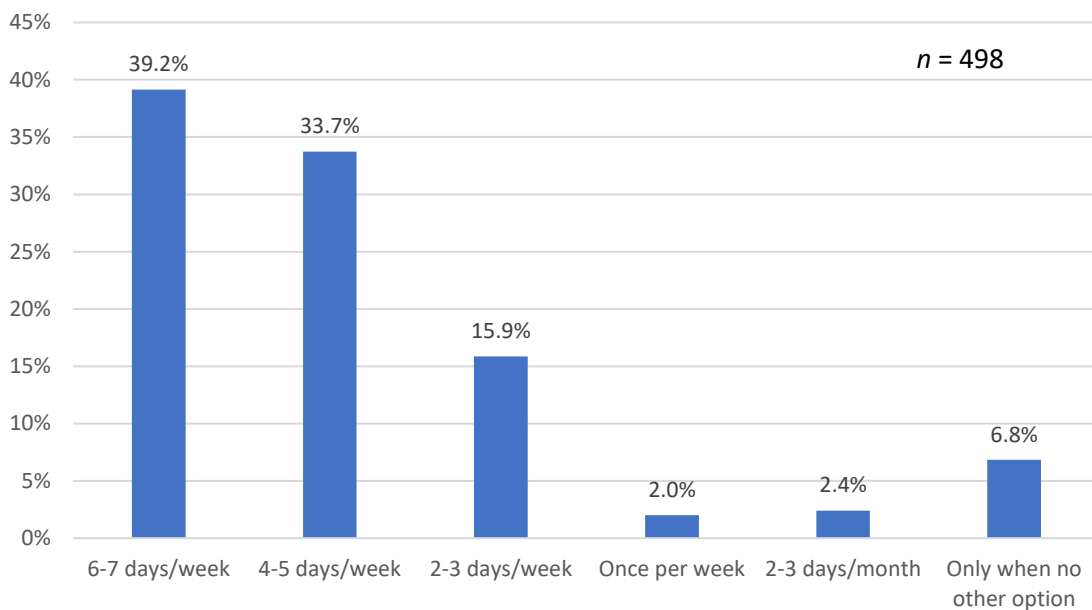


### 9. How often do you ride SunLine Transit?

Survey participants were queried as to how frequently they use SunLine Transit. Nearly forty percent indicated “6 to 7 days per week” with another 33.7 percent citing “4 to 5 days per week”. This suggests a high degree of transit usage and/or transit-reliance among the surveyed population.

The relatively high frequency of transit usage is also borne out by the results of Question 12 which revealed less than one-quarter of the surveyed riders indicated having access to a personal vehicle.

Exhibit 3.11 Frequency of use

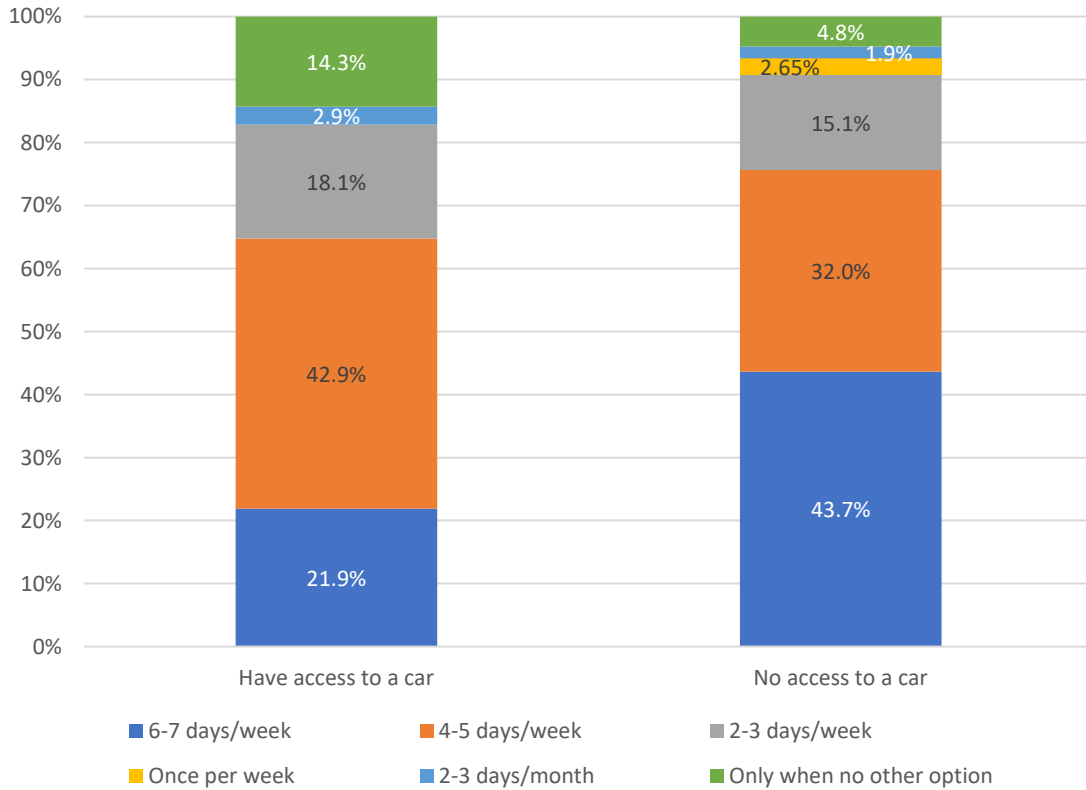


**Cross-tab: Q9. How often do you ride SunLine Transit? vs. Q12. Do you own or have access to a car?**

A cross-tabulation between frequency of ridership and ownership or access to a personal vehicle was explored to identify how access to a vehicle impacts ridership frequency. There were 483 respondents who answered both questions.

Not surprisingly, those without access to a vehicle were most likely to be the most frequent riders. However, nearly 43 percent of those with access to a vehicle indicated riding four to five days per week. While the number of respondents with access to a car was significantly lower than those without, this percentage is notable. It potentially indicates choice riders who use SunLine regularly, though it may also include those who own a car even if they may not always have access to it.

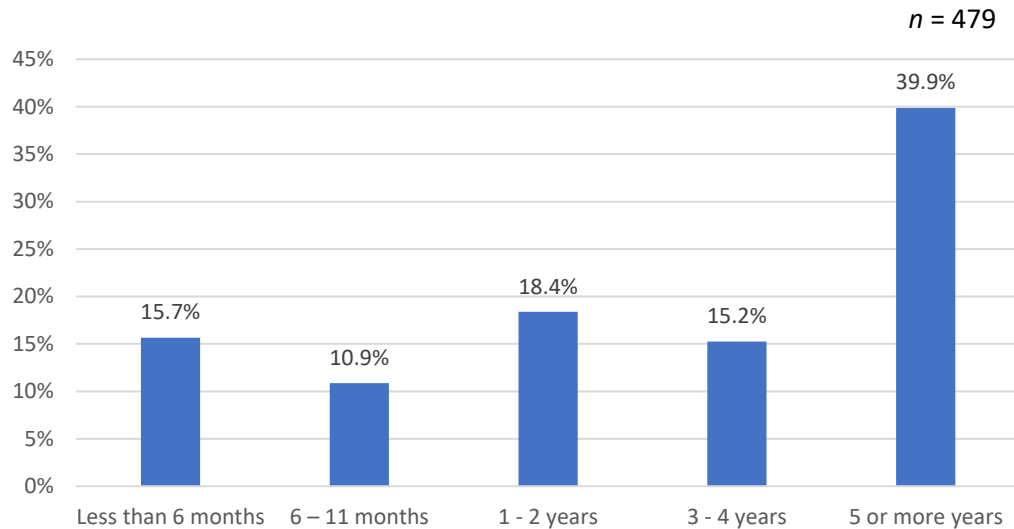
**Exhibit 3.12 Cross-tab: Frequency of use vs. Access to a personal vehicle**



**10. How long have you been riding SunLine Transit?**

Transit rider tenure is a useful gauge of customer satisfaction as well as service effectiveness. Forty percent of survey participants reported riding SunLine Transit for “5 or more years”, while an additional 18.4 percent cited “1 to 2 years”. The data suggests SunLine has been successful in not only customer retention but also customer attraction.

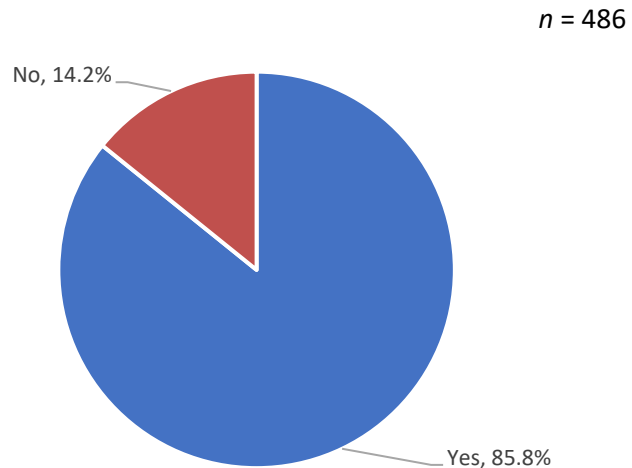
Exhibit 3.13 Ridership tenure



**11. Do you have a smartphone or tablet that you can use to access the Internet?**

The high device ownership and access to the internet compares favorably with other public transit providers in California. This data may be beneficial to SunLine for multiple reasons including supporting transition from traditional (and often costly) service information tactics (e.g., printed brochures) and possible introduction of alternative service delivery options such as micro-transit.

Exhibit 3.14 Access to internet

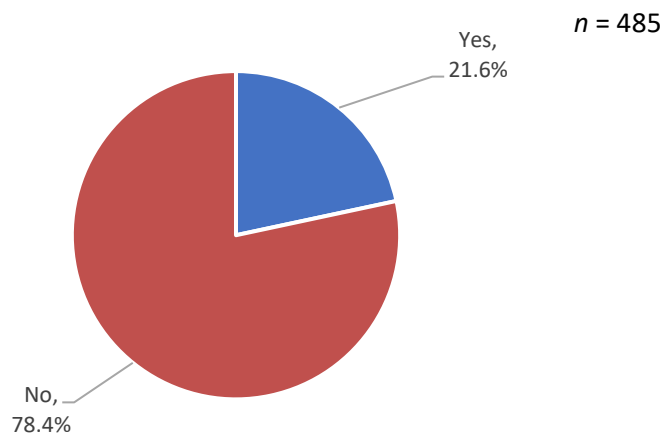


**12. Do you own or have access to a car?**

Nearly eighty percent of the surveyed riders reported not having access to a personal vehicle. We believe this data ties in with that revealed in Question 7, “How often do you ride SunLine Transit”. Collectively, the data suggests a high degree of transit- reliance among the surveyed riders.

According to the 2023 American Community Survey (ACS), 3.9 percent of Coachella CCD residents has no access to a vehicle, while 31.6 percent has access to one vehicle. The 2025 surveyed SunLine riders indicated living in households with far less access to a personal vehicle than the population at large.

Exhibit 3.15 Access to a car

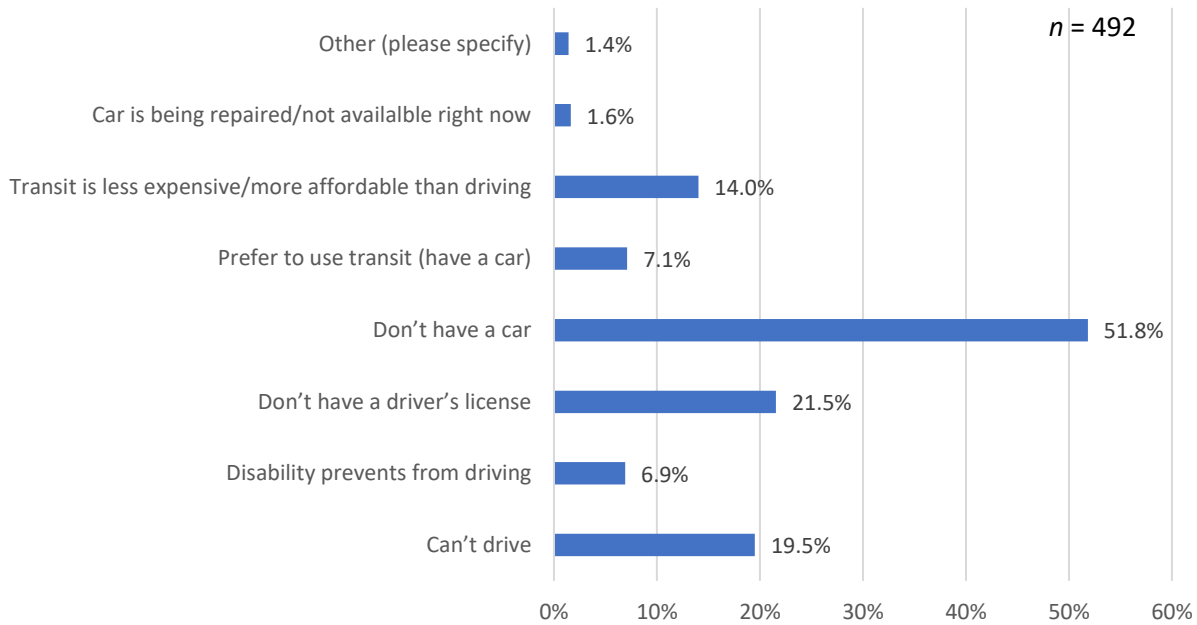


**13. What is the main reason you ride SunLine?**

The four most common motivators for riding SunLine were “don’t have a car” (51.8 percent), “no license” (21.5 percent), “can’t drive” (19.5 percent), and “less expensive than driving” (14.0 percent). While the first three motivators likely pertain to transit-reliant persons, the third may pertain to “choice-riders”.

“Other” responses included “don’t like to drive” and “reducing carbon foot print”.

Exhibit 3.16 Reason for riding



*\*Total equals more than 100 percent as survey participants were allowed to select more than one response option*

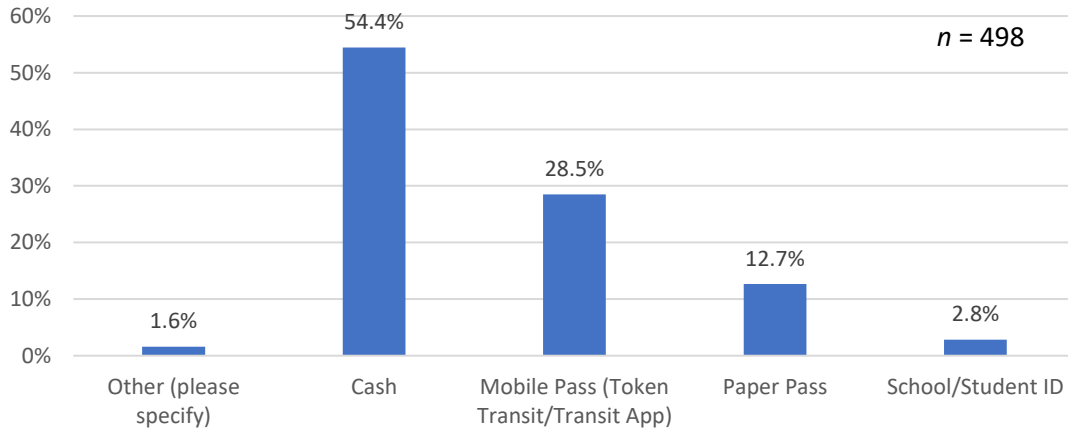
A cross-tabulation between survey participants selecting “less expensive than driving” and those indicating their household income (sample: 41) was considered. This data cross-tabulation revealed more than half cited an annual household income of less than \$25,000. While subjectively important, the overall cost influencer is likely less important than “limited or no access to a personal vehicle”.

Perhaps more revealing is the relationship between cost and frequency of use. That is, the more frequently a person rides SunLine Transit in a typical week, the more important cost is as an influencing factor.

**14. How did you pay your fare for this trip?**

At the time of survey fielding, SunLine had an adult base fare of one dollar as well as a reduced fare for qualifying individuals. With respect to non-cash fare payment options, three were available at the time of the survey: day pass, 10-ride pass, and 31-day pass. Non-cash fare media offer both convenience and savings for the customer. They can also translate to reduced administrative burden for a transit provider.

Exhibit 3.17 Fare payment

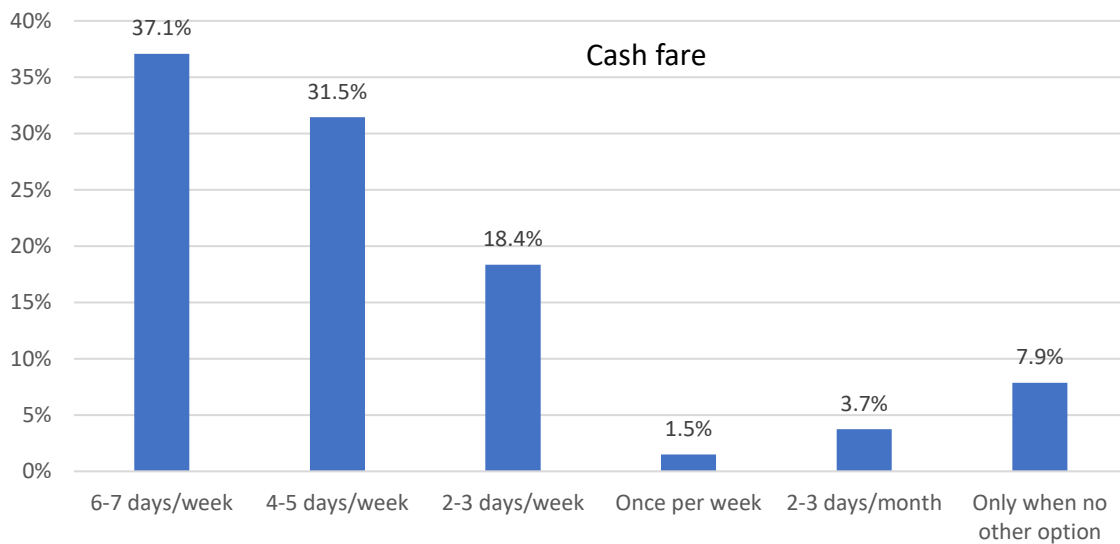


**Cross-tab: Q9. How often do you ride SunLine? vs. Q14. How did you pay your fare for this trip?**

A cross-tabulation between frequency of use and those who indicated paying cash for their trip demonstrated a significant opportunity to shift those riders from cash payment to the use of passes. More than half of respondents cited paying with cash, of which nearly 70 percent ride at least four days per week. These riders may be able to save money by purchasing a 31-day pass. (Note: It was unclear how many of the cash-paying riders purchased a day pass onboard the bus, versus purchasing a single ride.)

The finding that many frequent (yet less affluent) riders continue to rely on single-ride (cash fares) is not unique to SunLine Transit. Similar market research conducted for other transit providers suggests less affluent riders may not have access to a credit/debit card or simply cannot afford the price of a monthly pass. One tactic employed by transit providers to address fare inequity is fare capping (either on a daily or monthly basis).

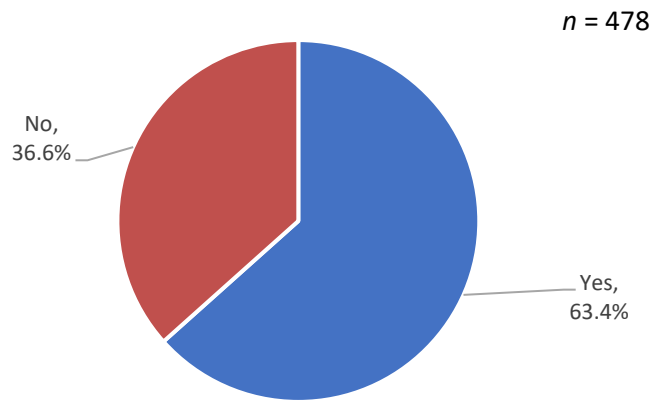
Exhibit 3.18 Cross-tab: Frequency of use vs. Fare payment



**15. Are you aware of SunLine’s zero-emission fuel efforts?**

Historically, the SunLine Transit Agency has been an industry leader with respect to mobile source air quality improvement. The agency’s current zero-emission initiative is further evidence of its commitment to clean air which is particularly important given the topography of the Coachella Valley. As such, it is rewarding to learn nearly two-thirds of the surveyed riders had unaided awareness of this important initiative.

Exhibit 3.19 Zero-emission awareness

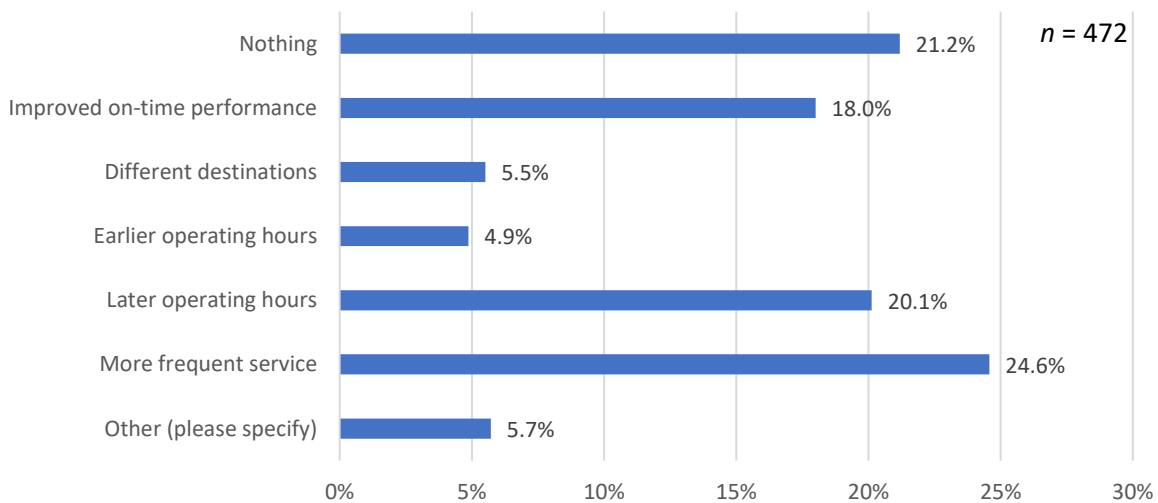


**16. Which of the following is your preferred service improvement? (Select only one.)**

Survey participants were presented with a selection of possible service enhancement to consider, and asked to identify the single most important potential service enhancement.

The three top-ranked improvements were “more frequent service” (24.6 percent), “later hours” (20.1 percent), and “improved on-time performance” (18 percent). Interestingly, more than one-fifth of the surveyed riders chose “nothing” (21.2 percent) which suggest appreciable satisfaction with the current service model.

Exhibit 3.20 Preferred service improvement



As noted above, “more frequent service” was the top-ranked potential service enhancement. Of the riders selecting this improvement option, 32.7 percent (18 people) cited 15-minute service while 23.6 percent (13 people) cited 30-minute service.

Among those survey participants selecting “later operating hours”, 24.6 percent (16 people) indicated 11:00 pm while 15.4 percent (10 people) cited 10:00 pm.

Among those survey participants selecting “earlier operating hours”, 30 percent (3 people) indicated 4:00 am.

Exhibit 3.21 Preferred service improvement: Other

Other	Frequency
1E and 1W changed so the distance/time is further to walk/challenging.	1
A bus stop going south between Dillon and AM/PM on Palm Dr.	1
Alternatives to big bus; other small routes.	1
Better customer service	1
Better routes with more buses that go straight to the end of that road.	1
Bigger bike racks.	1

Other	Frequency
Clean up riff raff and garbage at stops.	1
Coordinated transfers; often missing the connection by 5 mins or less, could they be synchronized?	1
Driver customer service etiquette and training.	1
Drivers should have communication and wait for transfers.	1
Enforce service animal policy.	1
Fairly new to the service. Still figuring it out.	1
Go back to line Palm Springs to Indio with no transfer.	1
Kinder drivers	1
Later operating hours, different bus stops	1
Line 6 weekend service	1
More low emissions.	1
More stops west from Coachella to Indio.	1
Need more frequent weekend service.	1
Need more time to transfer between routes.	1
Not taking midday and weekends off for Routes 5 and 6.	1
Omit sound from blinker.	1
Should be no break until end of line.	1
Split Line 2 between north and south.	1

Exhibit 3.22 Preferred service improvement: Different destinations

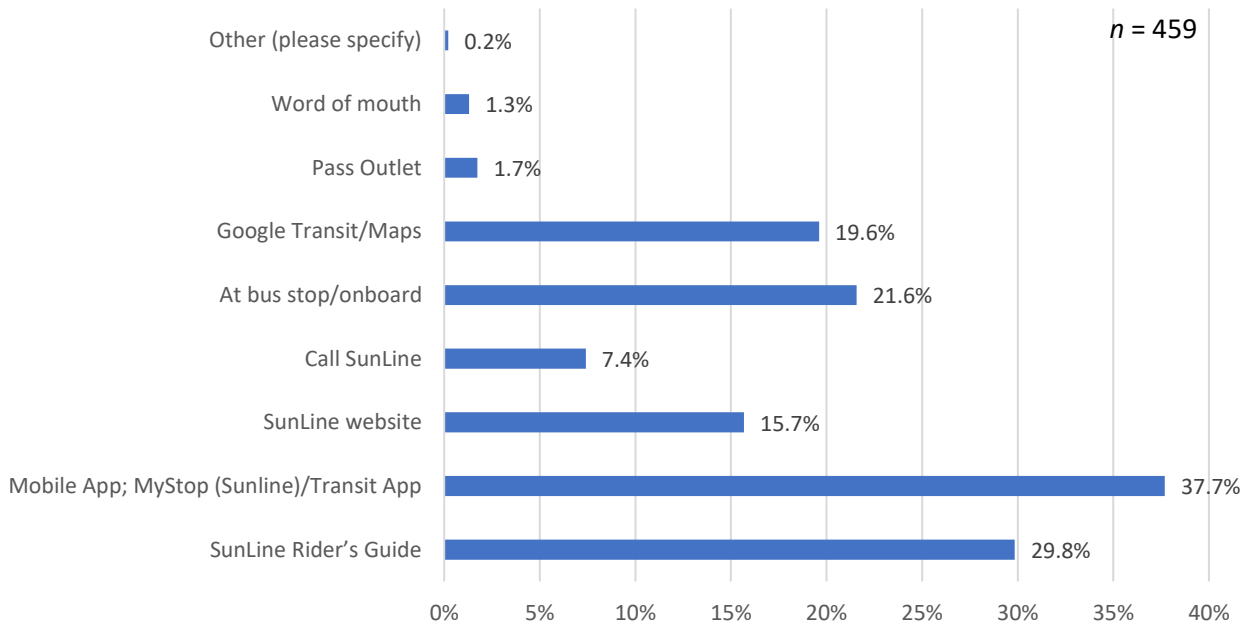
Different destinations	Frequency
Bubbling Wells Elementary School	3
A Route on Dillon from Indian all the way to the casino.	1
Ave 66, Thermal	1
Beaumont	1
Dennys near the 10 in Desert Hot Springs	1
Fantasy Springs Casino	1
Need more simplified routes in and out of Desert Hot Springs to the rest of the valley.	1
Los Angeles	1
Palm Desert	1
Route 2 should go through Cathedral City	1
Riverside	1
Walmart	1
Windy Point	1

**17. Where do you typically obtain information about SunLine Transit services? (Select all that apply.)**

Slightly more than one-half of the total survey participants self-identified as 44 years or younger. This demographic cohort typically access transit service information via various electronic platforms versus traditional means such as printed brochures.

Five information channels stood out: “Mobile App/Transit App” (37.7 percent), “SunLine Rider’s Guide” (29.8 percent), “at bus stop/onboard” (21.6 percent), “Google Transit/Maps” (19.6 percent), and “SunLine website” (15.7 percent).

Exhibit 3.23 Information access



*\*Total equals more than 100 percent as survey participants were allowed to select more than one response option*

### 18. Do you feel safe at SunLine bus stops and while on the buses?

The perception of personal safety at bus stops and while onboard is a key influencer when considering public transit as a mobility option. While 83 percent responded “yes”, we believe this matter warrants further discussion.

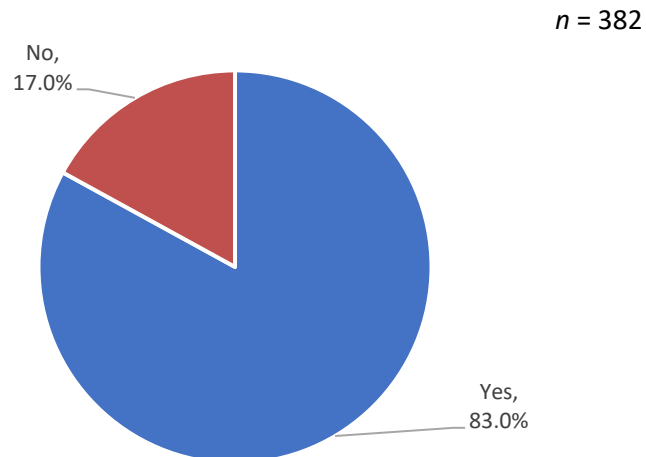
Later in the survey, riders were asked to indicate their satisfaction regarding a variety of SunLine attributes. “Safety” garnered a positive composite score of 65.1 percent. (To calculate the composite score, we combined the “excellent” and “good” percentages.)

Several factors can influence a customer’s perception of safety while onboard including driver behavior (i.e., safe bus operation), seating availability, vehicle cleanliness, and the presence and disposition of other riders. Fortunately, such factors usually lie within the control of the transit service provider.

The positive composite score for “availability of bus stop amenities” was 54.3 percent, the service attribute with the lowest score. “Availability” can be somewhat subjective. It can be defined in a literal sense (that is, do amenities exist), and perhaps in qualitative sense (that is, are the amenities adequate and/or appropriate). Based on our experience, three bus stop elements are often top-of-mind for transit riders (and potential riders): lighting, adequate seating, and service information availability.

Further, Question 18 asked, “Do you feel safe at SunLine bus stops and while onboard the buses?” 17 percent said “no”.

Exhibit 3.24 Perceived safety



The top reasons cited include unhoused persons and transients (both onboard the buses and at bus stops) and inadequate lighting at stops (see Exhibit 3.25).

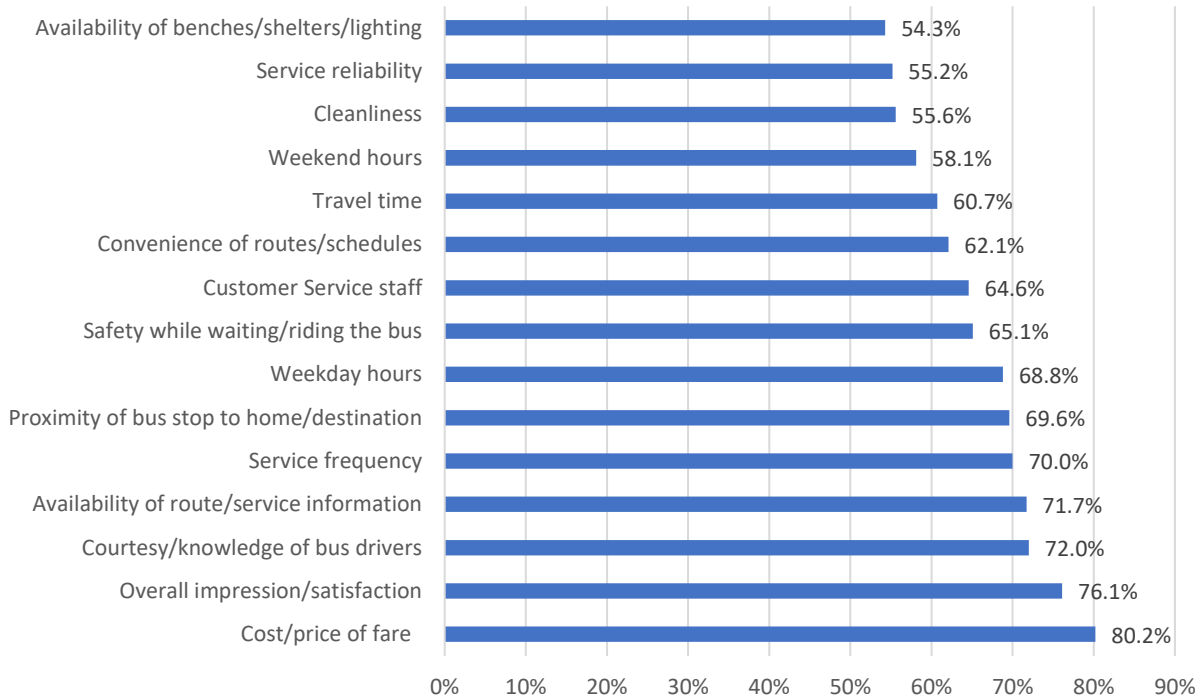
Exhibit 3.25 Perceived safety: Reason for answering no

If no, specify why	Frequency
Homeless people/drug addicts (on board and at bus stops)	32
Need more lights at stops	6
Behavior of some passengers	5
Criminal activity	4
Being a woman	1
Bus drivers drive so fast	1
Driver slammed breaks in 2019 and needed surgery; scary at bus stops	1
Improper or no shade covering at stops	1
I've been robbed before and SunLine took no action	1
I'm blind	1
It takes a long time	1
No shelter and there are many people at the 7-Eleven	1

**19. Please rate the following SunLine attributes:**

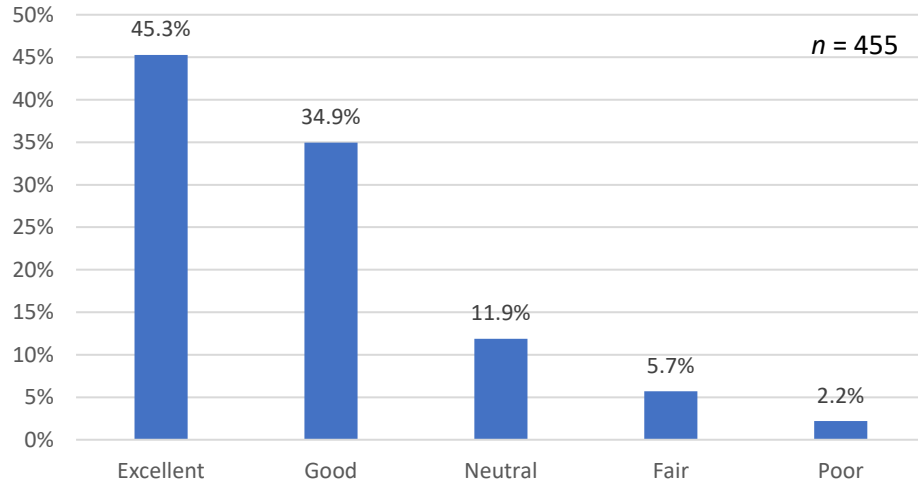
Survey participants were invited to indicate their satisfaction regarding fifteen different SunLine attributes. Ratings reflect a five-point Likert scale (excellent, good, neutral, fair, poor). In addition to presenting the basic ratings, we calculated a positive composite score. To calculate the composite score, we combined the “excellent” and “good” percentages.

Exhibit 3.26 Satisfaction: All attributes



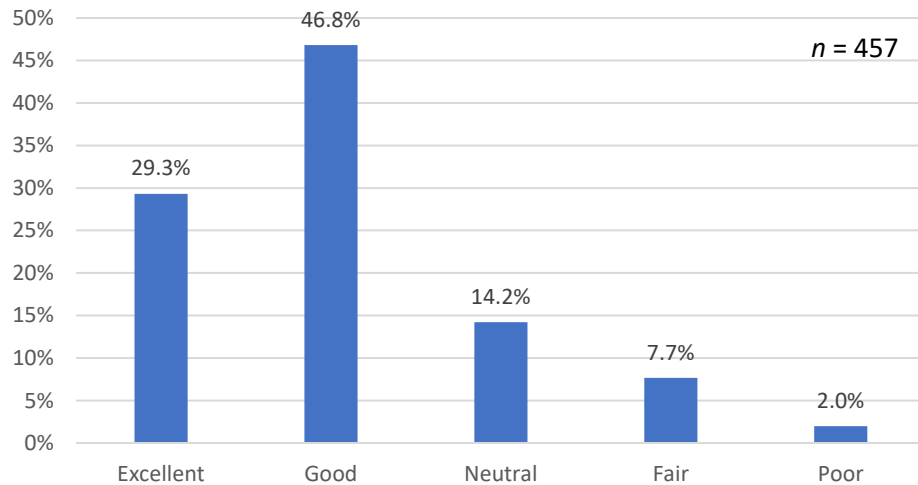
A. Cost/price of fare: Positive composite: 80.2%

Exhibit 3.27 Satisfaction: Cost



B. Overall impression/satisfaction of SunLine: Positive composite: 76.1%

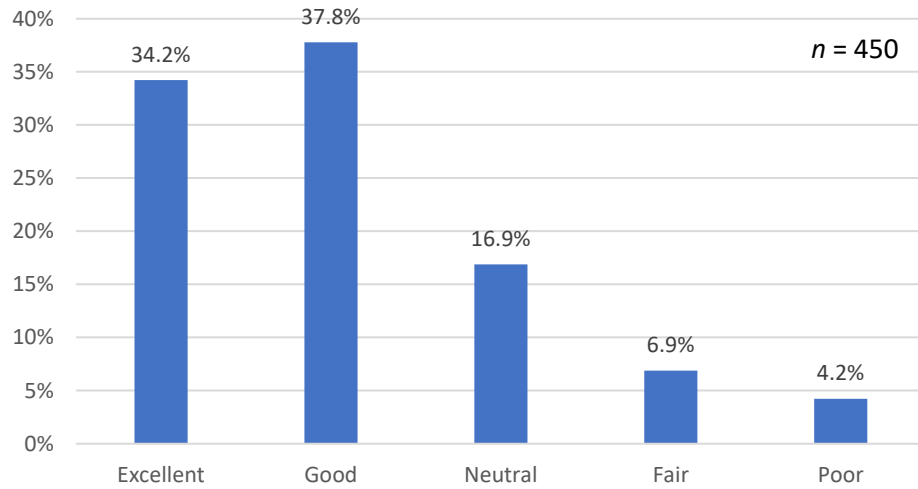
Exhibit 3.28 Overall Satisfaction



Drilling down on the data from frequency of use (Question 9) and overall customer satisfaction, it appears there is a positive relationship between how often a surveyed participants rides SunLine and positive perception. That is, the more often a customer rides (i.e., 4-7 days per week) the stronger their overall satisfaction perception with the service.

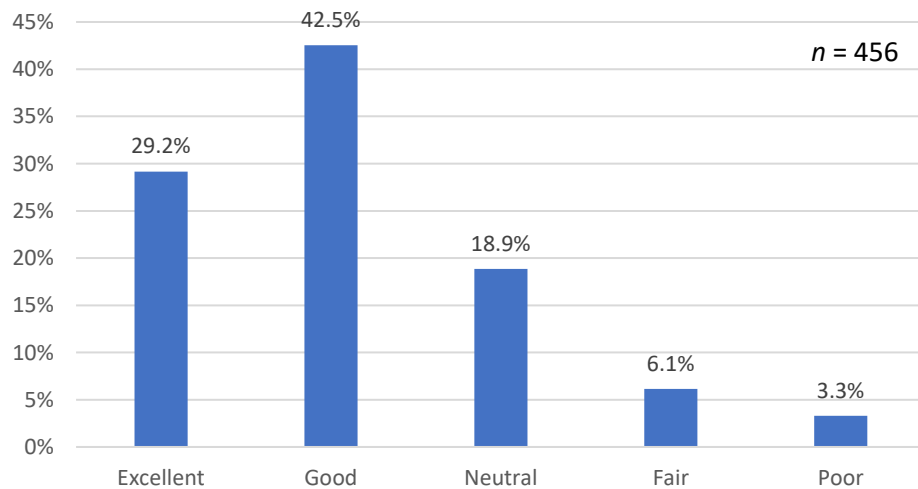
C. Courtesy/knowledge of bus drivers: Positive composite: 72.0%

Exhibit 3.29 Satisfaction: driver courtesy



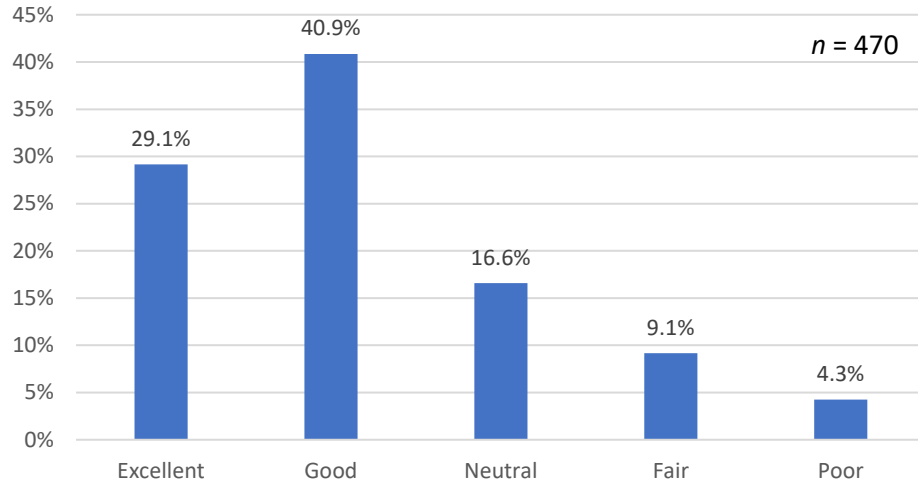
D. Availability of route/service information: Positive composite: 71.7%

Exhibit 3.30 Satisfaction: info availability



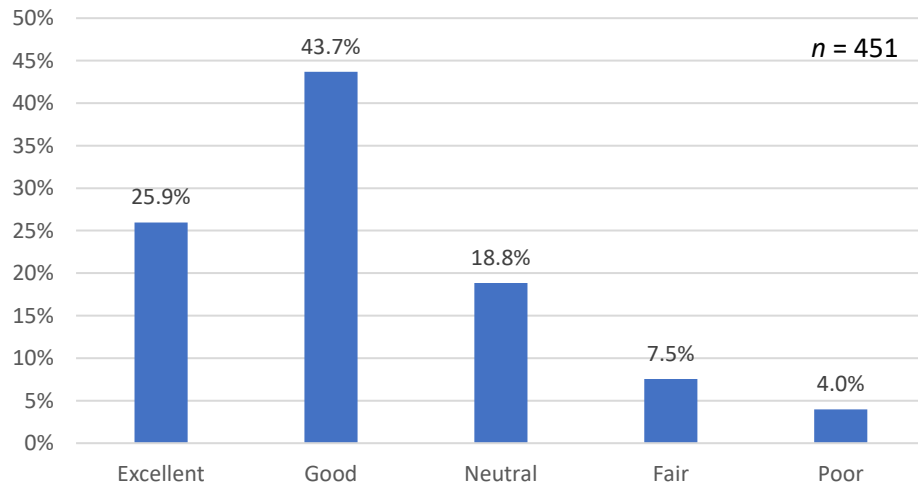
E. Service frequency: Positive composite: 70%

Exhibit 3.31 Satisfaction: service frequency



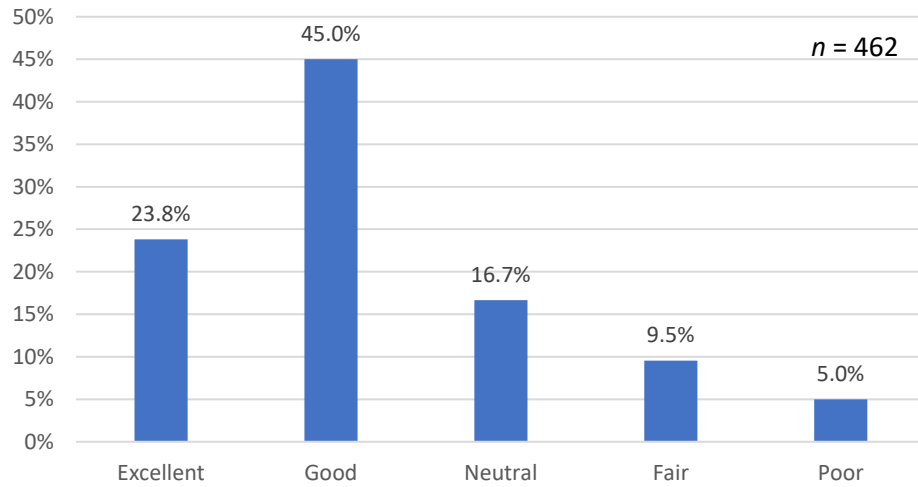
F. Proximity of bus stop to home/destination: Positive composite: 69.6%

Exhibit 3.32 Satisfaction: bus stop location



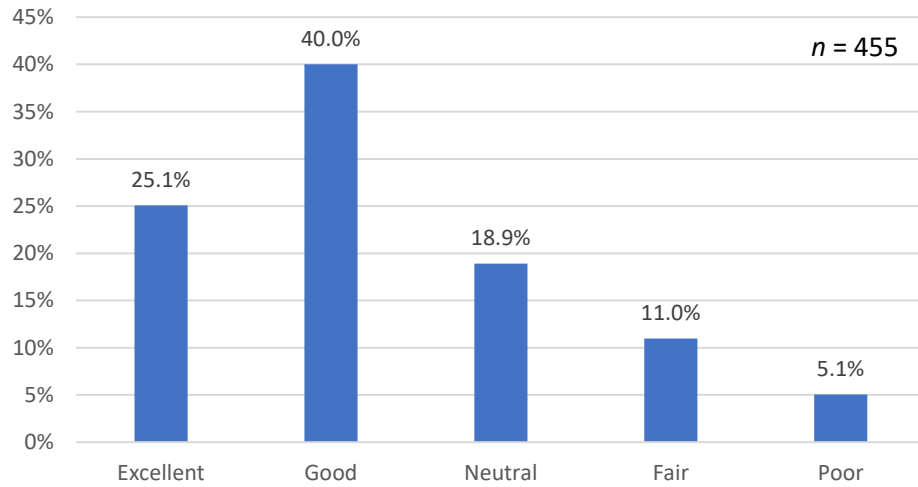
G. Weekday hours: Positive composite: 68.8%

Exhibit 3.33 Satisfaction: weekday hours



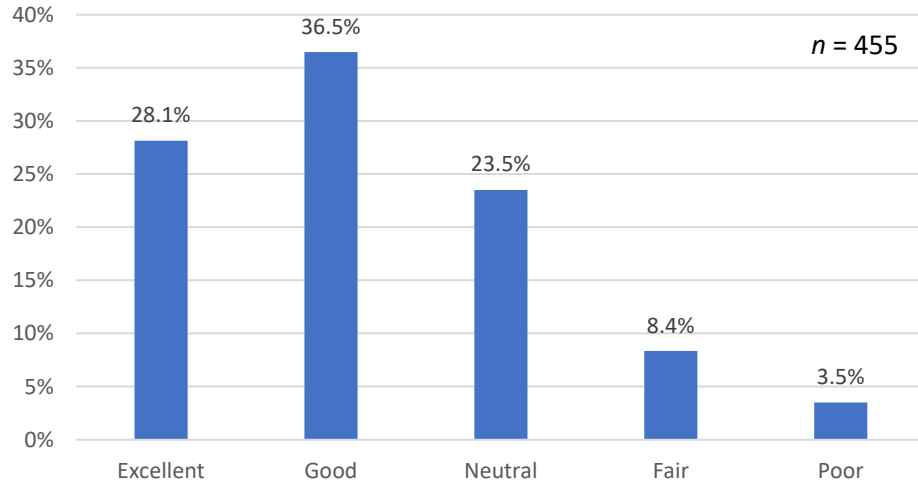
H. Safety while waiting/riding the bus: Positive composite: 65.1%

Exhibit 3.34 Satisfaction: perceived safety



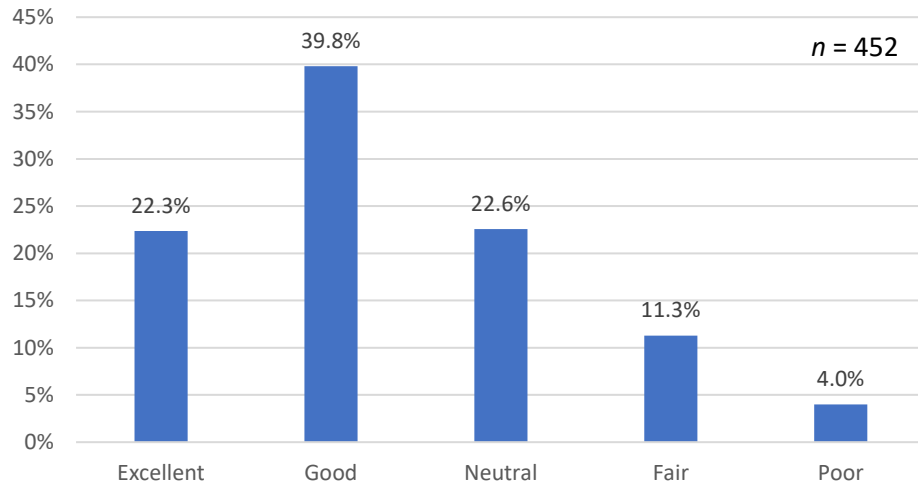
I. Customer Service staff: Positive composite: 64.6%

Exhibit 3.35 Satisfaction: customer service



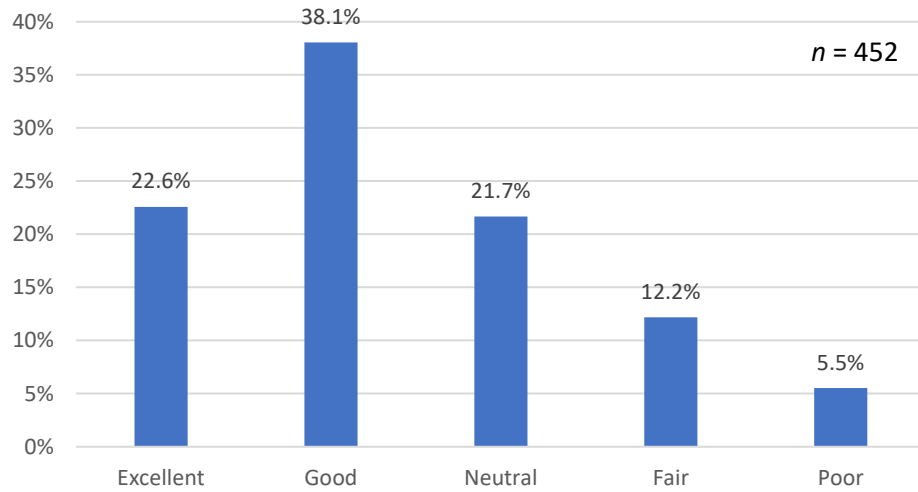
J. Convenience of routes/schedules: Positive composite 62.1%

Exhibit 3.36 Satisfaction: convenience



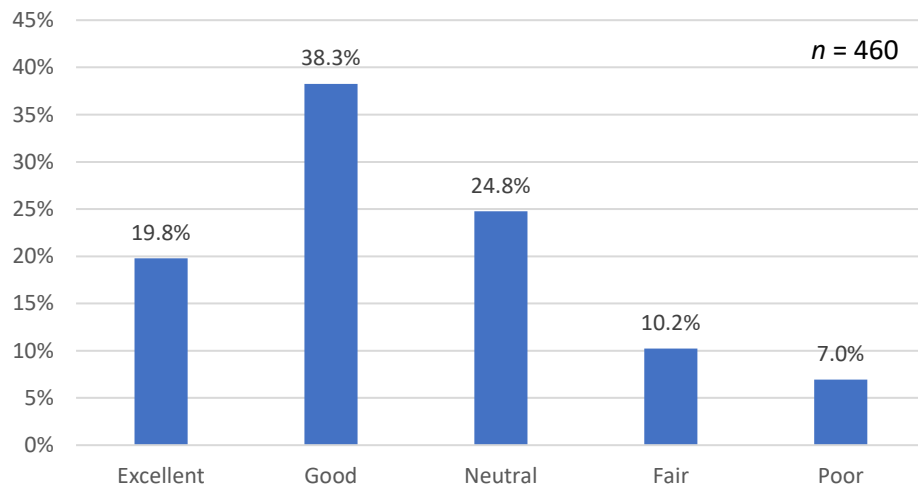
K. Travel time: Positive composite 60.7%

Exhibit 3.37 Satisfaction: travel time



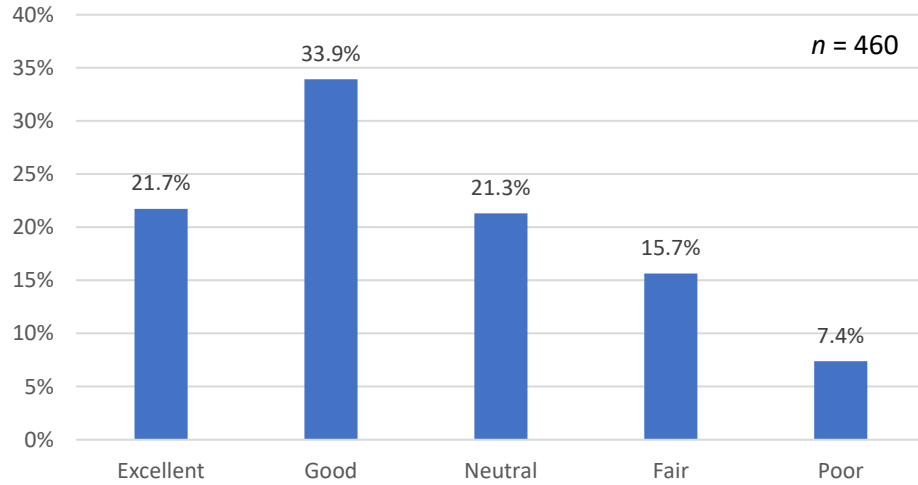
L. Weekend hours: Positive composite: 58.1%

Exhibit 3.38 Satisfaction: weekend hours



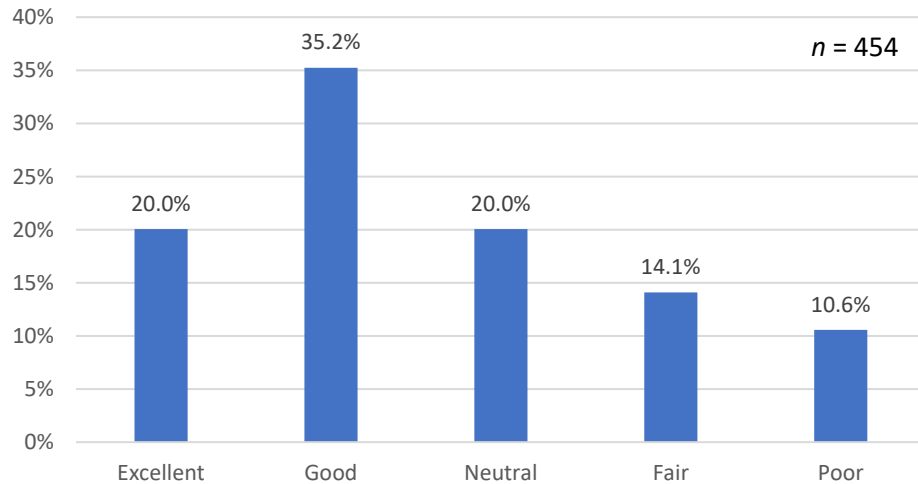
M. Cleanliness: Positive composite: 55.6%

Exhibit 3.39 Satisfaction: cleanliness



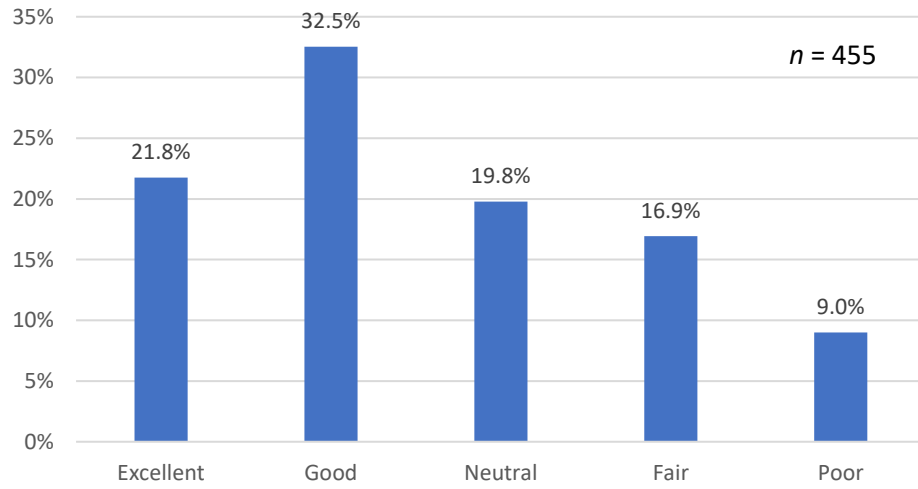
N. Service reliability: Positive composite: 55.2%

Exhibit 3.40 Satisfaction: service reliability



O. Availability of benches/shelters/lighting: Positive composite: 54.3%

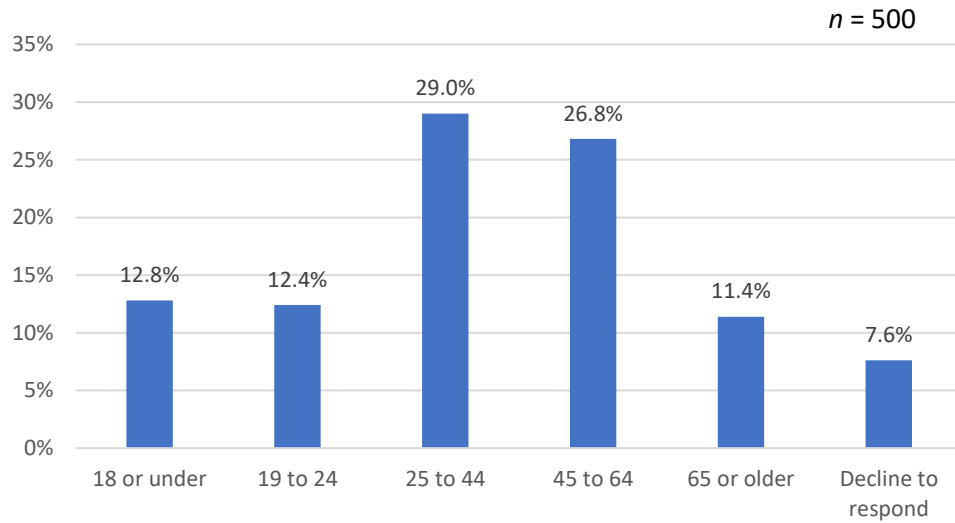
Exhibit 3.41 Satisfaction: bus stop amenities



**20. Which of the following includes your age?**

The 2025 survey data reveal more than half of current riders are of working age (25 to 64, 56 percent). According to the 2023 American Community Survey, the median age within the Coachella CCD was 39 years.

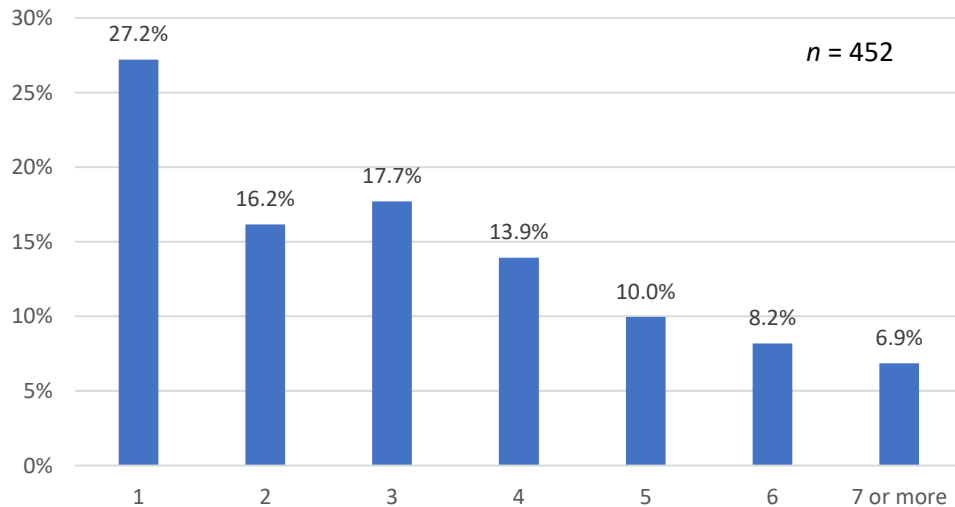
Exhibit 3.42 Age



**21. How many people live in your household (including you)?**

According to the 2023 American Community Survey, the number of persons per household was 2.9.

Exhibit 3.43 Household size

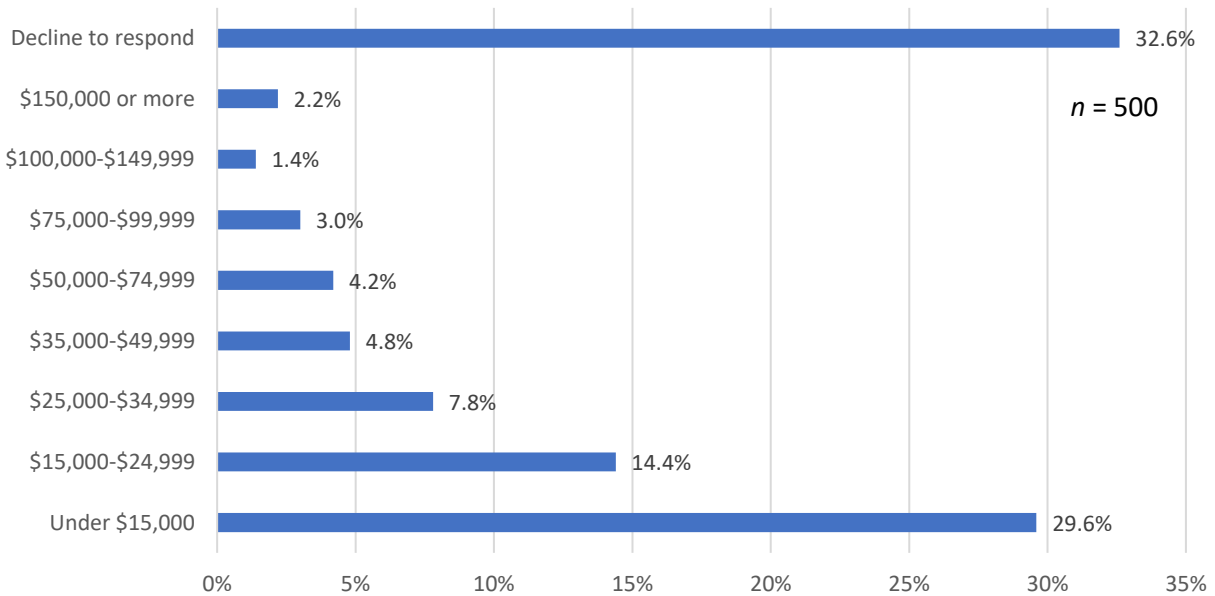


**22. What is your approximate annual household income?**

According to the 2023 American Community Survey (ACS), the median household income was \$73,073. The ACS also revealed 35 percent of households had annual incomes of under \$50,000.

In 2024, 12 percent of households in the Coachella CCD were identified as below the Federal poverty line (single-person household: \$15,060, two-person household: \$20,440).

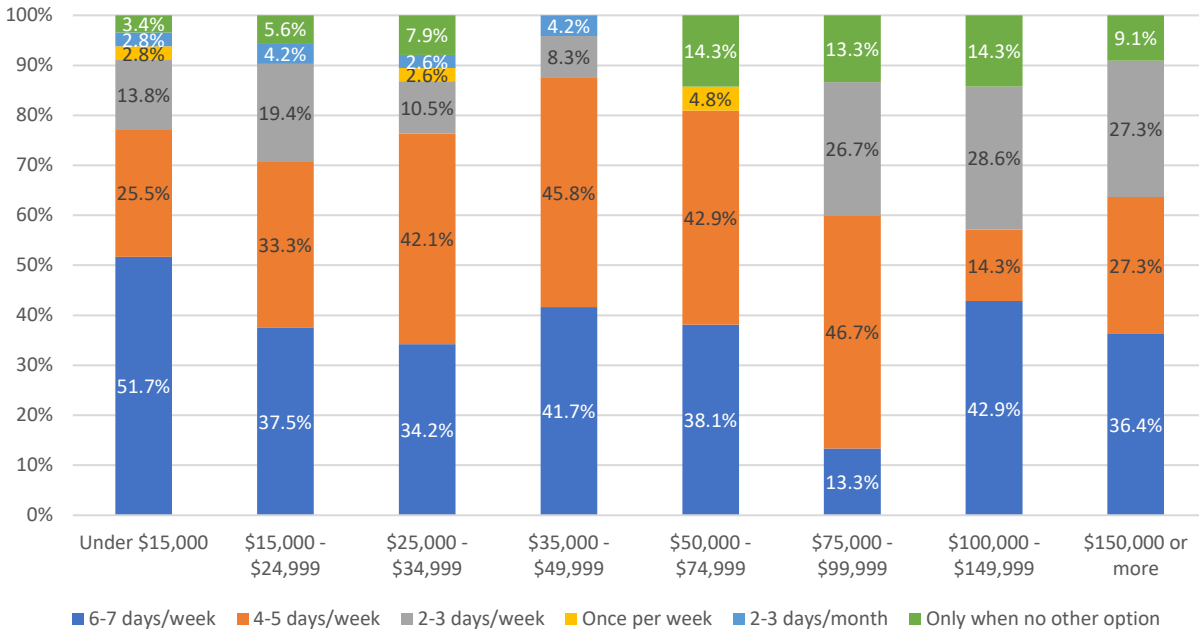
Exhibit 3.44 Household income



**Cross-tab: Q9. How often do you ride SunLine Transit? vs. Q22. What is your approximate annual household income?**

A data cross-tabulation between frequency of ridership and annual household income was explored to identify how income impacts ridership frequency. There were 333 respondents who answered both questions (those who responded “Decline to respond” to the income question were excluded from this comparison). It was not surprising that more than half of those in the lowest income category indicated riding six to seven days per week, or that another 26 percent said they rode four to five days per week. However, a similar pattern was also seen in the higher income brackets. While the total number of riders in the top two income categories was significantly lower, the highest percentage of respondents indicated riding six to seven days per week. This suggests a core group of choice riders who not only use SunLine to commute to work, but potentially also for non-work trips such as access to education or training.

Exhibit 3.45 Cross-tab: Frequency of use vs. Household income



**23. What is your home zip code?**

Among the 416 respondents who provided a home zip code, 39 distinct zip codes were identified. Exhibit 3.46 presents those zip codes which garnered 20 or more responses.

Exhibit 3.46 Zip code

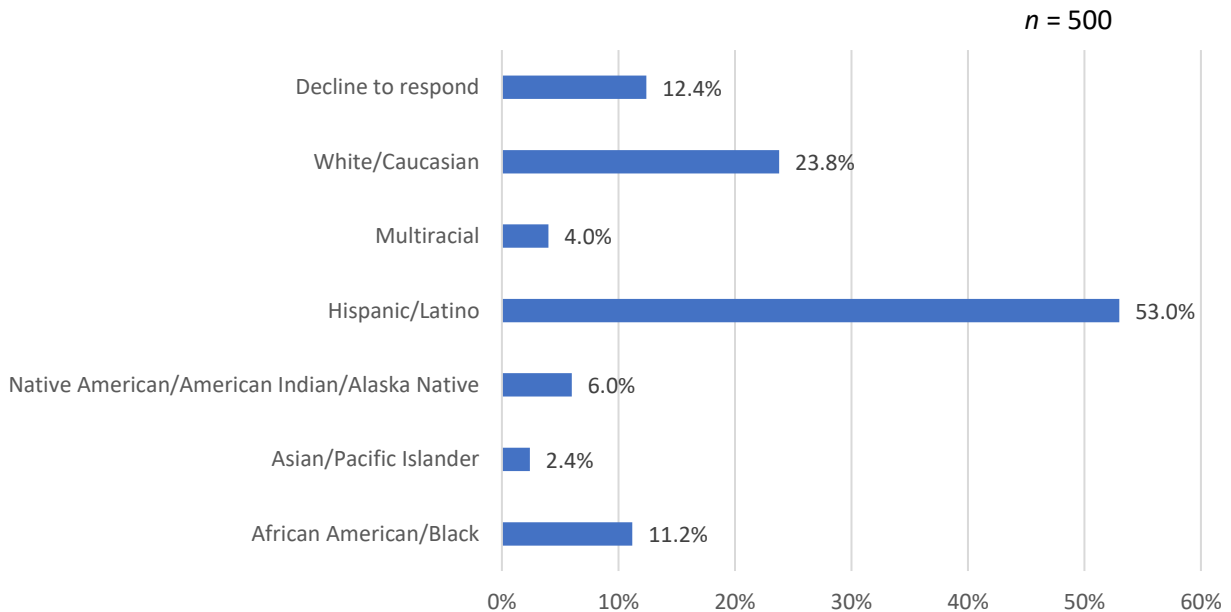
Zip code	Frequency
92240 (Desert Hot Springs)	85
92201 (Indio)	51
92262 (Palm Springs)	49
92234 (Cathedral City)	46
92236 (Coachella)	44
92264 (Palm Springs)	23
92274 (Thermal)	20



**24. Which of the following best describes you? (Select all that apply.)**

Both the 2019 and 2025 surveys revealed approximately half of the surveyed riders self-identify as Hispanic/Latino.

Exhibit 3.47 Race

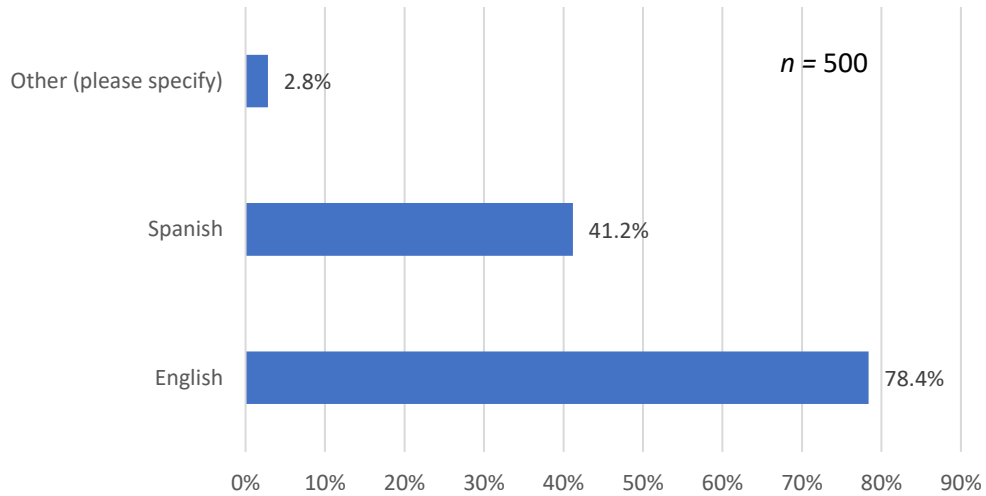


*\*Total equals more than 100 percent as survey participants were allowed to select more than one response option.*

**25. Please indicate which languages are spoken in your home. (Select all that apply.)**

In 2025, 41 percent of survey participants indicated they speak Spanish at home, while nearly three-quarters (72.3 percent) indicated speaking English very well or identified as a native English speaker. While English comprehension does not appear to present a barrier to transit use in the Coachella Valley, providing bilingual service materials remains important given the significant presence of Spanish-speaking persons residing in SunLine Transit’s primary service area.

Exhibit 3.48 Language spoken at home



\*Total equals more than 100 percent as survey participants were allowed to select more than one response option.

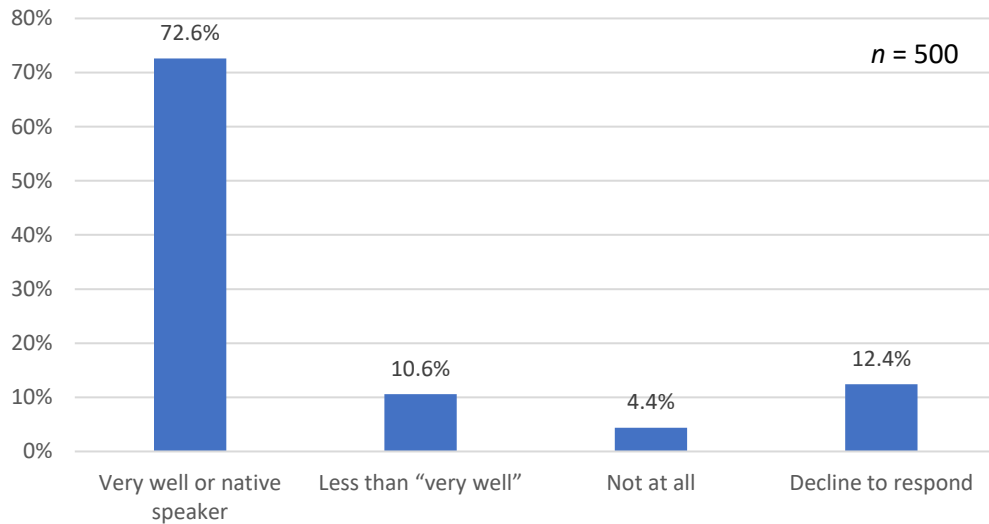
Exhibit 3.49 Language spoken at home: Other

Other	Frequency
Arabic	1
ASL	2
French	3
German	2
Greenlandic	1
Italian	1
Japanese	1
Korean	1
Purepecha dialecto	1

**26. How well do you speak English?**

Based on the 2023 American Community Survey, the percentage of LEP households in the Coachella Valley was 18.5 percent. The percentage of LEP Spanish language individuals was 21.9 percent of the total population.

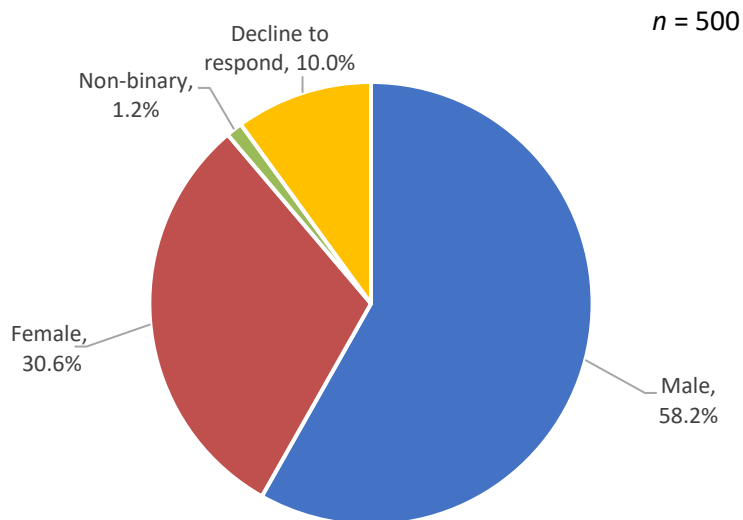
Exhibit 3.50 English proficiency



**27. What gender do you identify as?**

According to the 2023 American Community Survey, male and female each comprised 50 percent of the population in the Coachella CCD.

Exhibit 3.51 Gender

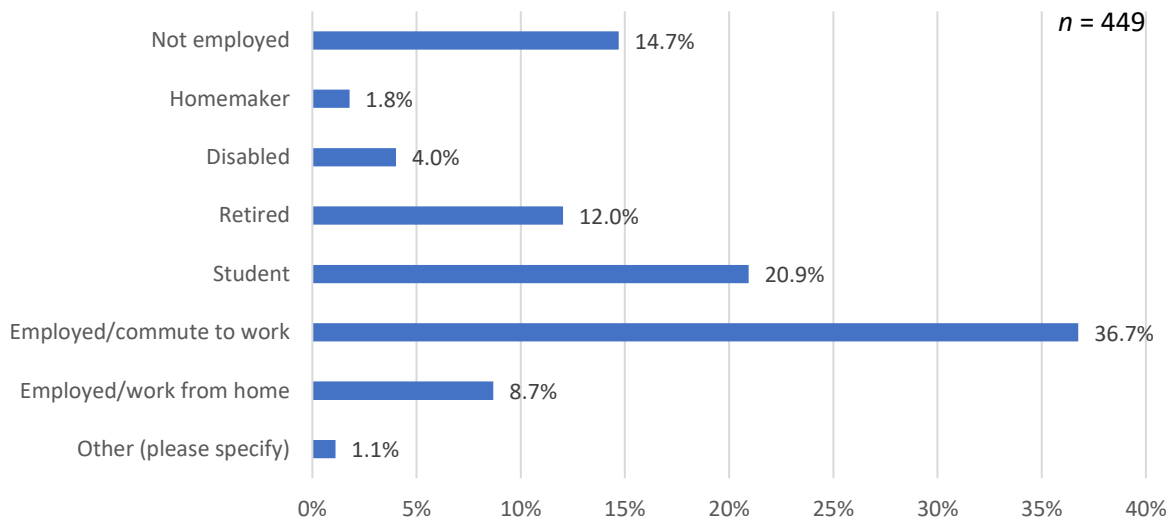


**28. Which of the following best describes you?**

According to the 2023 ACS, the number of work-age adults (16 years and older) residing in the Coachella Valley CCD was 151,00. At the time of the survey, the unemployment rate was estimated to be 4.3 percent.

In 2019, 51 percent of the surveyed riders indicated being employed full-time while an additional 27 percent cited part time-employment. By contrast, the 2025 survey did not differentiate between full-time and part-time employment. This year’s survey revealed an overall employment rate of 45 percent, while an additional 21 percent identified as students.

Exhibit 3.52 Employment status



In addition to providing answers to the formal survey questions, some of the surveyed riders provided additional comments. Presented below is a summary of those comments.

Exhibit 3.53 Comments

Comments
The last bus in Mecca is 6 pm. I would work more hours if later route.
Please omit the sound from the bus blinkers. Other big cities are able to do this. Ban cell phone sounds. Meaning headphones/earbuds must be on/low enough so others don't hear it. These are due to neurologic disabilities that worsen each time I ride the bus.
Excellent bus driver.
Homeless people make it difficult to arrive on time.
Drivers brake too hard most of them.
Maintenance needed on the bus stops (cleaning and lighting).
Sometimes people on the bus can get rowdy.
I also ride the Sundail, but I get on SunBus every day and you're the best. Thank you so much.
1 WV: I wish you can start and end at Via Escuela instead of Dennys.
Indio needs more buses.
Transit App is not accurate.

# Appendix

Exhibit A.1 English survey Instrument (front)

Thank you for participating in this important survey. Your feedback helps us understand how people use public transit in the Coachella Valley as well as opportunities to improve service. Everyone who completes a survey by **March 25, 2025** will be entered into a random drawing for a chance to win one of five **\$200 VISA gift cards**. Your responses will remain confidential.

For office use    Route: \_\_\_\_\_    Date: \_\_\_\_\_    Time: \_\_\_\_\_    AM/PM \_\_\_\_\_

**Section 1: Tell us about THIS ONE-WAY TRIP.**

**Example of a One-Way Trip:**

TRIP START **Transfer** TRIP END

**Note: Your trip may look different!**

TRIP START	TRIP END																						
<p><b>1. Where are you coming from?</b> (The location where you started this one-way trip, NOT where you got on this bus. Ex. HOME, WORK, Etc. <i>If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.</i>) Address: _____ Landmark: _____ Cross-street #1: _____ Cross-street #2: _____</p> <p><b>2. How did you travel to your first bus stop today?</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Walk</td> <td><input type="checkbox"/> Got dropped off</td> </tr> <tr> <td><input type="checkbox"/> Wheelchair</td> <td><input type="checkbox"/> Carpool/vanpool</td> </tr> <tr> <td><input type="checkbox"/> Bike/skateboard</td> <td><input type="checkbox"/> Taxi/Lyft/Uber</td> </tr> <tr> <td><input type="checkbox"/> Drove myself</td> <td><input type="checkbox"/> SunRide</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Other (specify): _____</td> </tr> </table> <p><b>3. How many minutes did it take to reach your stop?</b> (The bus stop or transit center where you boarded) _____</p>	<input type="checkbox"/> Walk	<input type="checkbox"/> Got dropped off	<input type="checkbox"/> Wheelchair	<input type="checkbox"/> Carpool/vanpool	<input type="checkbox"/> Bike/skateboard	<input type="checkbox"/> Taxi/Lyft/Uber	<input type="checkbox"/> Drove myself	<input type="checkbox"/> SunRide	<input type="checkbox"/> Other (specify): _____		<p><b>4. Where are you going to?</b> (The location where you will end this one-way trip, NOT where you will get off this bus. Ex. HOME, WORK, Etc. <i>If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.</i>) Address: _____ Landmark: _____ Cross-street #1: _____ Cross-street #2: _____</p> <p><b>5. How will you travel from your last bus stop to your destination today?</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Walk</td> <td><input type="checkbox"/> Got dropped off</td> </tr> <tr> <td><input type="checkbox"/> Wheelchair</td> <td><input type="checkbox"/> Carpool/vanpool</td> </tr> <tr> <td><input type="checkbox"/> Bike/skateboard</td> <td><input type="checkbox"/> Taxi/Lyft/Uber</td> </tr> <tr> <td><input type="checkbox"/> Drove myself</td> <td><input type="checkbox"/> SunRide</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Other (specify): _____</td> </tr> </table> <p><b>6. How many minutes will it take you to reach your final destination once you get off the bus?</b> _____</p>	<input type="checkbox"/> Walk	<input type="checkbox"/> Got dropped off	<input type="checkbox"/> Wheelchair	<input type="checkbox"/> Carpool/vanpool	<input type="checkbox"/> Bike/skateboard	<input type="checkbox"/> Taxi/Lyft/Uber	<input type="checkbox"/> Drove myself	<input type="checkbox"/> SunRide	<input type="checkbox"/> Other (specify): _____			
<input type="checkbox"/> Walk	<input type="checkbox"/> Got dropped off																						
<input type="checkbox"/> Wheelchair	<input type="checkbox"/> Carpool/vanpool																						
<input type="checkbox"/> Bike/skateboard	<input type="checkbox"/> Taxi/Lyft/Uber																						
<input type="checkbox"/> Drove myself	<input type="checkbox"/> SunRide																						
<input type="checkbox"/> Other (specify): _____																							
<input type="checkbox"/> Walk	<input type="checkbox"/> Got dropped off																						
<input type="checkbox"/> Wheelchair	<input type="checkbox"/> Carpool/vanpool																						
<input type="checkbox"/> Bike/skateboard	<input type="checkbox"/> Taxi/Lyft/Uber																						
<input type="checkbox"/> Drove myself	<input type="checkbox"/> SunRide																						
<input type="checkbox"/> Other (specify): _____																							
<p><b>7. Does THIS ONE-WAY TRIP include a transfer to or from another SunLine route or other public transit?</b></p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Yes, another SunLine route # _____</p> <p><input type="checkbox"/> Yes, MBTA Rt # _____    <input type="checkbox"/> Yes, RTA Rt # _____</p> <p><input type="checkbox"/> Yes, OmniTrans Rt # _____    <input type="checkbox"/> Yes, PASS Rt # _____</p> <p><input type="checkbox"/> Yes, Other (specify): _____</p>	<p><b>8. What is the purpose of your trip today? DO NOT indicate HOME (if you are going home, select the option that most closely matches the place you just left). (Select only one)</b></p> <p><input type="checkbox"/> Work    <input type="checkbox"/> Medical/Doctor    <input type="checkbox"/> School</p> <p><input type="checkbox"/> Shopping    <input type="checkbox"/> Recreation/Social    <input type="checkbox"/> Errands</p> <p><input type="checkbox"/> Other (specify): _____</p>																						
<p><b>Section 2. Tell us about your travel habits.</b></p>																							
<p><b>9. How often do you ride SunLine?</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> 6-7 days/week</td> <td><input type="checkbox"/> 4-5 days/week</td> </tr> <tr> <td><input type="checkbox"/> 2-3 days/week</td> <td><input type="checkbox"/> Once per week</td> </tr> <tr> <td><input type="checkbox"/> 2-3 days/month</td> <td><input type="checkbox"/> Only when no other option</td> </tr> </table> <p><b>10. How long have you been riding SunLine?</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Less than 6 months</td> <td><input type="checkbox"/> 6 - 11 months</td> </tr> <tr> <td><input type="checkbox"/> 1 - 2 years</td> <td><input type="checkbox"/> 3 - 4 years</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> 5 or more years</td> </tr> </table> <p><b>11. Do you have a smartphone or tablet that you can use to access the Internet?</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p><b>12. Do you own or have access to a car?</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	<input type="checkbox"/> 6-7 days/week	<input type="checkbox"/> 4-5 days/week	<input type="checkbox"/> 2-3 days/week	<input type="checkbox"/> Once per week	<input type="checkbox"/> 2-3 days/month	<input type="checkbox"/> Only when no other option	<input type="checkbox"/> Less than 6 months	<input type="checkbox"/> 6 - 11 months	<input type="checkbox"/> 1 - 2 years	<input type="checkbox"/> 3 - 4 years	<input type="checkbox"/> 5 or more years		<p><b>13. What is the main reason you ride SunLine?</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Can't drive</td> <td><input type="checkbox"/> Disability prevents from driving</td> </tr> <tr> <td><input type="checkbox"/> Don't have a driver's license</td> <td><input type="checkbox"/> Don't have a car</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Prefer to use transit (have a car)</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Transit is less expensive/more affordable than driving</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Other (specify): _____</td> </tr> </table> <p><b>14. How did you pay your fare for this trip?</b></p> <p><input type="checkbox"/> Cash</p> <p><input type="checkbox"/> Mobile Pass (Token Transit/Transit App)</p> <p><input type="checkbox"/> Paper Pass</p> <p><input type="checkbox"/> Other (specify): _____</p>	<input type="checkbox"/> Can't drive	<input type="checkbox"/> Disability prevents from driving	<input type="checkbox"/> Don't have a driver's license	<input type="checkbox"/> Don't have a car	<input type="checkbox"/> Prefer to use transit (have a car)		<input type="checkbox"/> Transit is less expensive/more affordable than driving		<input type="checkbox"/> Other (specify): _____	
<input type="checkbox"/> 6-7 days/week	<input type="checkbox"/> 4-5 days/week																						
<input type="checkbox"/> 2-3 days/week	<input type="checkbox"/> Once per week																						
<input type="checkbox"/> 2-3 days/month	<input type="checkbox"/> Only when no other option																						
<input type="checkbox"/> Less than 6 months	<input type="checkbox"/> 6 - 11 months																						
<input type="checkbox"/> 1 - 2 years	<input type="checkbox"/> 3 - 4 years																						
<input type="checkbox"/> 5 or more years																							
<input type="checkbox"/> Can't drive	<input type="checkbox"/> Disability prevents from driving																						
<input type="checkbox"/> Don't have a driver's license	<input type="checkbox"/> Don't have a car																						
<input type="checkbox"/> Prefer to use transit (have a car)																							
<input type="checkbox"/> Transit is less expensive/more affordable than driving																							
<input type="checkbox"/> Other (specify): _____																							

➔ **CONTINUE ON BACK**

Exhibit A.2 English survey Instrument (back)

**Section 3. Tell us what you think about SunLine.**

**15. Are you aware of SunLine’s zero emission fuel efforts?**  
 Yes  No

**16. Which of the following is your preferred service improvement? (Select only one)**  
 More frequent service (How frequent? \_\_\_\_\_)  
 Later operating hours (Until when? \_\_\_\_\_)  
 Earlier operating hours (Starting when? \_\_\_\_\_)  
 Different destinations (To where? \_\_\_\_\_)  
 Improved on-time performance  
 Nothing  
 Other (specify): \_\_\_\_\_

**17. Where do you typically get bus service information? (schedules, fares, route destinations, etc.)**  
 SunLine Rider’s Guide  
 Mobile App; MyStop (Sunline)/Transit App  
 SunLine website  
 Call SunLine  
 At bus stop/onboard  
 Google Transit/Maps  
 Pass Outlet  
 Other (specify): \_\_\_\_\_

**18. Do you feel safe at SunLine bus stops and while onboard the buses?**  
 Yes  No  
 If no, specify why: \_\_\_\_\_

**19. Please rate the following SunLine attributes:**

	Excellent	Good	Neutral	Fair	Poor
How often buses run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours the bus runs on weekdays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours the bus runs on weekends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time it takes to make a trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of routes/schedules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of benches, shelters, and lighting at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy/knowledge of bus drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety while waiting/riding the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus Reliability (On-time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity of bus stop to home/destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of route/service information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall impression/satisfaction of SunLine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Section 4. Tell us about yourself.**

**20. Which of the following groups includes your age?**  
 18 or under  19 to 24  25 to 44  
 45 to 64  65 or older  Decline to respond

**21. How many people live in your household (including you)?**  
 1  2  3  4  
 5  6  7 or more

**22. What is your approximate annual household income?**  
 Under \$15,000  \$50,000-\$74,999  
 \$15,000-\$24,999  \$75,000-\$99,999  
 \$25,000-\$34,999  \$100,000-\$149,999  
 \$35,000-\$49,999  \$150,000 or more  
 Decline to respond

**23. What is your home zip code?** \_\_\_\_\_

**24. Which of the follow best describes you? (Select all that apply)**  
 African American/Black  Asian/Pacific Islander  
 Native American/American Indian/Alaska Native  
 Hispanic/Latino  Multiracial  
 White/Caucasian  Decline to respond  
 Other (specify): \_\_\_\_\_

**25. Please indicate which languages are spoken in your home (Select all that apply):**  
 English  Spanish  
 Other (specify): \_\_\_\_\_

**26. How well do you speak English?**  
 Very well or native speaker  Less than “very well”  
 Not at all  Decline to respond

**27. What gender do you identify as?**  
 Male  Female  Non-binary  
 Decline to respond

**28. Which of the following best describes you?**  
 Employed/work from home  
 Employed/commute to work  
 Student  Retired  
 Homemaker  Not employed  
 Other (specify): \_\_\_\_\_

**Thank you for your participation! Provide your contact info to be entered into a random drawing for the chance to win one of five \$200 VISA gift cards.**

**Name:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

Exhibit A.3 Spanish survey Instrument (front)

Gracias por participar en esta importante encuesta. Sus comentarios nos ayudan a entender cómo la gente utiliza el transporte público en Coachella Valley, así como las oportunidades para mejorar el servicio. Todas las personas que completen la encuesta antes del **25 de marzo de 2025** participarán en un sorteo al azar para ganar una de las cinco **tarjetas de regalo de VISA de \$200**. Sus respuestas serán confidenciales.

Para uso interno    Ruta: \_\_\_\_\_    Fecha: \_\_\_\_\_    Hora: \_\_\_\_\_    a. m./p. m.

**Sección 1: Cuéntenos sobre ESTE VIAJE DE IDA.**

**Ejemplo de un viaje de ida:**

COMIENZO DEL VIAJE

1. CASA    2. Caminata    3. Autobús    4. TRABAJO

**Nota: ¡Su viaje puede verse diferente!**

5. Lyft

FIN DEL VIAJE

COMIENZO DEL VIAJE	FIN DEL VIAJE
<p><b>1. ¿Desde dónde viene?</b> (El lugar donde comenzó este viaje de ida, NO el lugar donde se tomó este autobús. Por ejemplo, CASA, TRABAJO, etc. Si este lugar es su casa, o si no sabe la dirección exacta, indique un punto de referencia o la intersección más cercana.) Dirección: _____ Punto de referencia: _____ Intersección 1: _____ Intersección 2: _____</p> <p><b>2. ¿Cómo viajó hasta su primera parada de autobús hoy?</b></p> <p><input type="checkbox"/> A pie                                    <input type="checkbox"/> Me llevaron  <input type="checkbox"/> Silla de ruedas                      <input type="checkbox"/> Vehículo compartido  <input type="checkbox"/> Bicicleta/patineta                    <input type="checkbox"/> Taxi/Lyft/Uber  <input type="checkbox"/> Conduje yo                              <input type="checkbox"/> SunRide  <input type="checkbox"/> Otro (especifique): _____</p> <p><b>3. ¿Cuántos minutos le llevó llegar a la parada?</b> (La parada de autobús o el centro de tránsito donde abordó) _____</p>	<p><b>4. ¿Hacia dónde se dirige?</b> (El lugar donde terminará este viaje de ida, NO el lugar donde se bajará de este autobús. Por ejemplo, CASA, TRABAJO, etc. Si este lugar es su casa, o si no sabe la dirección exacta, indique un punto de referencia o la intersección más cercana.) Dirección: _____ Punto de referencia: _____ Intersección 1: _____ Intersección 2: _____</p> <p><b>5. ¿Cómo viajará desde su última parada de autobús hasta su destino hoy?</b></p> <p><input type="checkbox"/> A pie                                    <input type="checkbox"/> Me llevarán  <input type="checkbox"/> Silla de ruedas                      <input type="checkbox"/> Vehículo compartido  <input type="checkbox"/> Bicicleta/patineta                    <input type="checkbox"/> Taxi/Lyft/Uber  <input type="checkbox"/> Conduciré yo                            <input type="checkbox"/> SunRide  <input type="checkbox"/> Otro (especifique): _____</p> <p><b>6. ¿Cuántos minutos le llevará llegar a su destino final una vez que se baje del autobús?</b> _____</p>
<p><b>7. ¿Este VIAJE DE IDA incluye un trasbordo hacia o desde otra ruta de SunLine u otro transporte público?</b></p> <p><input type="checkbox"/> No  <input type="checkbox"/> Sí, la ruta SunLine nro. _____  <input type="checkbox"/> Sí, la ruta de MBTA nro. _____  <input type="checkbox"/> Sí, la ruta de RTA nro. _____  <input type="checkbox"/> Sí, la ruta de OmniTrans nro. _____  <input type="checkbox"/> Sí, la ruta de PASS nro. _____  <input type="checkbox"/> Sí, otro (especifique): _____</p>	<p><b>8. ¿Cuál es el motivo de su viaje de hoy? NO escriba CASA (si se dirige a su casa, seleccione la opción que más se acerque al lugar del cual se acaba de ir). (Marque solo una opción)</b></p> <p><input type="checkbox"/> Trabajo    <input type="checkbox"/> Médico    <input type="checkbox"/> Escuela  <input type="checkbox"/> Compras    <input type="checkbox"/> Recreación/social    <input type="checkbox"/> Trámites  <input type="checkbox"/> Otro (especifique): _____</p>

**Sección 2. Cuéntenos sobre sus hábitos de viaje.**

<p><b>9. ¿Con qué frecuencia viaja en SunLine?</b></p> <p><input type="checkbox"/> 6-7 días/semana    <input type="checkbox"/> 4-5 días/semana  <input type="checkbox"/> 2-3 días/semana    <input type="checkbox"/> Una vez por semana  <input type="checkbox"/> 2-3 días/mes        <input type="checkbox"/> Solo cuando no hay otra opción</p> <p><b>10. ¿Desde hace cuánto viaje en SunLine?</b></p> <p><input type="checkbox"/> Menos de 6 meses    <input type="checkbox"/> 6-11 meses  <input type="checkbox"/> 1-2 años                <input type="checkbox"/> 3-4 años  <input type="checkbox"/> 5 años o más</p> <p><b>11. ¿Tiene un teléfono inteligente o una tableta que pueda usar para acceder a internet?</b></p> <p><input type="checkbox"/> Sí                          <input type="checkbox"/> No</p> <p><b>12. ¿Tiene auto o acceso a uno?</b></p> <p><input type="checkbox"/> Sí                          <input type="checkbox"/> No</p>	<p><b>13. ¿Cuál es la razón principal por la que viaja en SunLine?</b></p> <p><input type="checkbox"/> No sé conducir  <input type="checkbox"/> Una discapacidad me impide conducir  <input type="checkbox"/> No tengo una licencia de conducir  <input type="checkbox"/> No tengo auto  <input type="checkbox"/> Prefiero usar el transporte público (tengo auto)  <input type="checkbox"/> El transporte público es menos caro/más barato que conducir  <input type="checkbox"/> Otro (especifique): _____</p> <p><b>14. ¿Cómo pagó la tarifa de este viaje?</b></p> <p><input type="checkbox"/> Efectivo  <input type="checkbox"/> Pase móvil (Token Transit/aplicación Transit)  <input type="checkbox"/> Pase en papel  <input type="checkbox"/> Otro (especifique): _____</p>
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➔ **SIGUE EN LA PARTE DE ATRÁS**

## Exhibit A.4 Spanish survey Instrument (back)

**Sección 3. Cuéntenos qué piensa de SunLine.**

15. ¿Conoce los esfuerzos de SunLine por reducir a cero las emisiones de combustible?  
 Sí  No
16. ¿Cuál de las siguientes mejoras del servicio prefiere? (Marque solo una opción)  
 Servicio más frecuente (¿con qué frecuencia? \_\_\_\_\_)  
 Que funcione hasta más tarde (¿hasta qué hora? \_\_\_\_\_)  
 Que empiece a funcionar más temprano (¿a qué hora? \_\_\_\_\_)  
 Destinos diferentes (¿A dónde? \_\_\_\_\_)  
 Mejora de la puntualidad  
 Nada  
 Otro (especifique): \_\_\_\_\_
17. En general, ¿de dónde obtiene información de los servicios del autobús? (Horarios, tarifas, destinos de las rutas, etc.)  
 Guía de SunLine  
 Aplicación móvil; myStop (SunLine)/aplicación Transit  
 Sitio web de SunLine  
 Llamada telefónica a SunLine  
 En la parada de autobús/a bordo  
 Google Transit/Maps  
 Puntos de venta de pases  
 Otro (especifique): \_\_\_\_\_
18. ¿Se siente seguro en las paradas de autobús de SunLine y mientras está a bordo de los autobuses?  
 Sí  No  
 Si la respuesta es no, indique por qué: \_\_\_\_\_

**19. Califique los siguientes atributos de SunLine:**

	Excelente	Bueno	Neutro	Regular	Malo
Frecuencia con la que andan los autobuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horarios en los que andan los autobuses en días de semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horarios en los que andan los autobuses en fines de semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiempo que lleva hacer un viaje	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conveniencia de las rutas/horarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de bancos, casetas y luces en las paradas de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesía/conocimiento de los conductores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costo de la tarifa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seguridad durante la espera/viaje en el autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limpieza del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiabilidad del autobús (puntualidad)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximidad de la parada del autobús a casa/destino	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal de atención al cliente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disponibilidad de información de rutas/servicios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impresión/satisfacción general con SunLine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

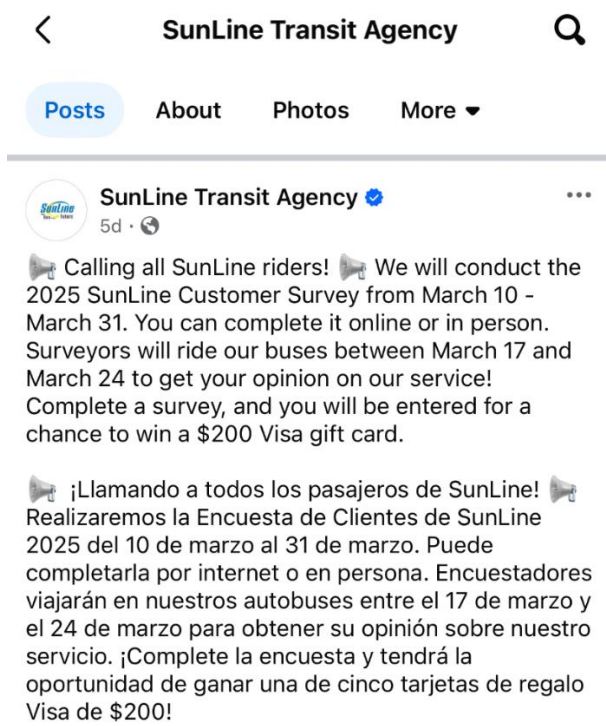
**Sección 4. Cuéntenos sobre usted.**

20. ¿Cuál de los siguientes grupos incluye su edad?  
 18 o menos  19 a 24  25 a 44  
 45 a 64  65 o más  Prefiero no responder
21. ¿Cuántas personas viven en su hogar (incluido usted)?  
 1  2  3  4  
 5  6  7 o más
22. ¿Cuáles son los ingresos anuales aproximados del hogar?  
 Menos de \$15,000  \$50,000-\$74,999  
 \$15,000-\$24,999  \$75,000-\$99,999  
 \$25,000-\$34,999  \$100,000-\$149,999  
 \$35,000-\$49,999  \$150,000 o más  
 Prefiero no responder
23. ¿Cuál es su código postal? \_\_\_\_\_
24. ¿Cuál de las siguientes opciones lo describe mejor? (Marque todas las que correspondan)  
 Afroamericano/negro  
 Asiático/nativo de las Islas del Pacífico  
 Nativo americano/indígena americano/nativo de Alaska  
 Hispano/latino  
 Blanco/caucásico  
 Multiracial  
 Prefiero no responder  
 Otro (especifique): \_\_\_\_\_
25. Indique qué idiomas hablan en su hogar (marque todos los que correspondan):  
 Inglés  Español  
 Otro (especifique): \_\_\_\_\_
26. ¿Qué tan bien habla inglés?  
 Muy bien o nativo  Menos que "muy bien"  
 No hablo  Prefiero no responder
27. ¿Con qué género se identifica?  
 Masculino  Femenino  No binario  
 Prefiero no responder
28. ¿Cuál de las siguientes opciones lo describe mejor?  
 Empleado/trabajo desde casa  
 Empleado/viajo al trabajo  
 Estudiante  Jubilado  
 Amo(a) de casa  Desempleado  
 Otro (especifique): \_\_\_\_\_
- ¡Gracias por su participación! Indique su información de contacto para participar en un sorteo al azar para ganar una de las cinco tarjetas de regalo de VISA de \$200.**  
**Nombre:** \_\_\_\_\_  
**Teléfono:** \_\_\_\_\_

Exhibit A.5 Bilingual Onboard Notice



## Exhibit A.6 Social Media



## Exhibit A.7 Sampling Plan

Route	Target	Totals
1EV	95	105
1WV	71	77
2	116	141
3	14	21
4	36	47
5	4	12
6	7	15
7	15	18
8	30	40
9	9	16
10	6	8
<b>Total</b>	<b>403</b>	<b>500</b>