

SURVEY RESULTS

Respect. Kindness. Inclusivity.

THIS IS WHAT DRIVES US.

Behavior

As a result of the Drive Change initiative, I have changed my behavior to be more respectful, kind and inclusive while using Metro Transit, during or after the Drive Change campaign.

Neutral (57%)

Strongly Disagree (20%)

Somewhat Disagree (9%)

Strongly Agree (7%)

Somewhat Agree (7%)

I have noticed when other riders display respect, kindness or inclusivity while using Metro Transit, during or after the Drive Change campaign.

Neutral (49%)

Strongly Disagree (23%)

Somewhat Disagree (14%)

Strongly Agree (9%)

Engagement

How did you encounter the Drive Change campaign?

Light rail audio announcements (23%)

Interior bus advertisement (22%)

Light rail poster (19%)

Metro Transit website (16%)

Facebook (15%)

Customer Recommendations

How do you think Metro Transit should address street harassment on transit vehicles or at transit stops?

Top Categories

- Policing
 - Place police where needs are greatest (37%)
 - Improve police response time (6%)
- Non-policing
 - Anti-harassment and de-escalation training for police and public. (11%)
- Code of Conduct
 - Harassment should be included in Code of Conduct for better enforcement. (9%)

Survey Demographics (367 People responded)

Average age: 45 years old

18-35 years old: 28% (102)

36-45 years old: 23% (85)

46-55 years old: 25% (92)

56+ years old: 24% (88)

Gender:

Female: 52%

Male: 44%

Nonbinary: 2%

Student: 5%

Our customers ride:

4 – 5 times a week (36%)

Every day (36%)

A few times a week (16%)

A few times a month (11%)

for events (2%)