



PCTPA SRTP Final Online Survey Summary

To: Mike Costa, Placer County Transportation Planning Agency and Cory Peterson, Placer County Transportation Planning Agency

From: WSP

Date: April 29, 2025

Introduction

This document contains results from the online Placer County Transportation Planning Agency's (PCTPA) Short-Range Transit Plan (SRTP) survey published on February 13th, 2025. Results detailed in this summary contain data collected between February 13th and March 28th when the survey closed.

Printed information promoting the SRTP survey was provided to PCTPA's Transit Operators Working Group (TOWG) and the SRTP project's technical advisory committee (TAC), which collectively consisted of representatives from the region's three public transit operators, PCTPA's member jurisdictions, regional social service providers, and other transportation advocates and stakeholders. Digital materials were also released via PCTPA's social media channels such as Facebook, Instagram, and X along with TOWG and the SRTP project TAC stakeholders' social media and online platforms, and through other electronic means to promote the survey. Lastly, PCTPA and local jurisdictional staff provided information about the SRTP project and survey at various public meetings held by local jurisdictions' governing bodies during the survey's availability.

In total, 282 respondents provided feedback through the available SRTP survey, which has helped inform various components within the SRTP, including joint marketing/branding, fare payment integration, and schedule coordination efforts.

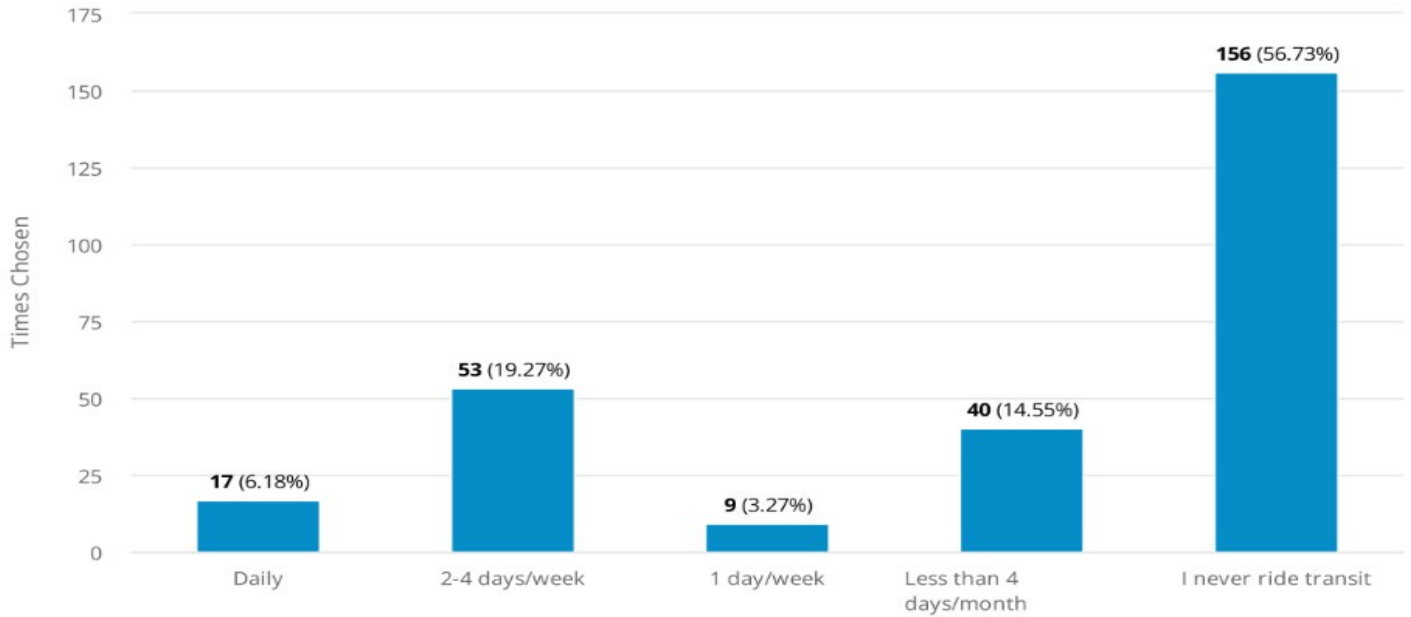


Transit Use

Question 1 - How often do you use transit (i.e., fixed route, on-demand etc.)?

- Answered: 275
- Skipped: 7

Figure 1: Frequency of Transit Use by Survey Respondents





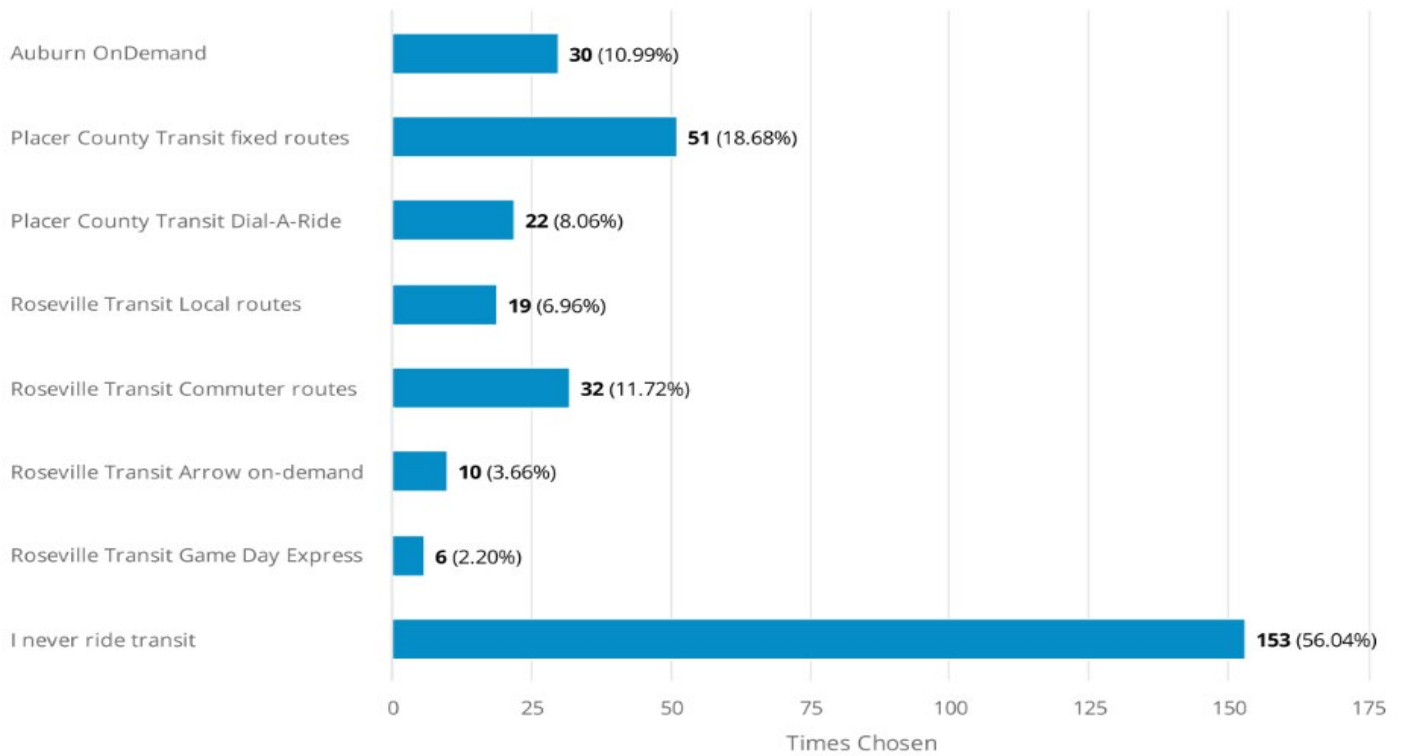
Key Takeaways

- **Daily Riders:** 6% (17) of respondents use transit every day.
- **Frequent Users:** 19% (53) enjoy the convenience of transit 2-4 days a week, and 3% (9) use it once a week.
- **Occasional Riders:** 15% (40) take advantage of transit less than four days a month.
- **Potential Riders:** 57% (156) currently do not use transit, presenting an opportunity for growth and improvement.

Question 2 - Which transit services do you use?

- Answered: 273
- Skipped: 9

Figure 2: Transit Services Used by Survey Respondents



Key Takeaways

- **Popular Services:** Placer County Transit (PCT) fixed routes are the most used, with 19% (51) of respondents utilizing them.
- **On-Demand Options:** 11% (30) of respondents use Auburn OnDemand and 4% (10) use Roseville Transit's Arrow service.
- **Commuter Routes:** Roseville Transit Commuter routes are used by 12% (32) of respondents.
- **Dial-A-Ride:** PCT Dial-A-Ride is used by 8% (22), catering to those needing more personalized transit options.



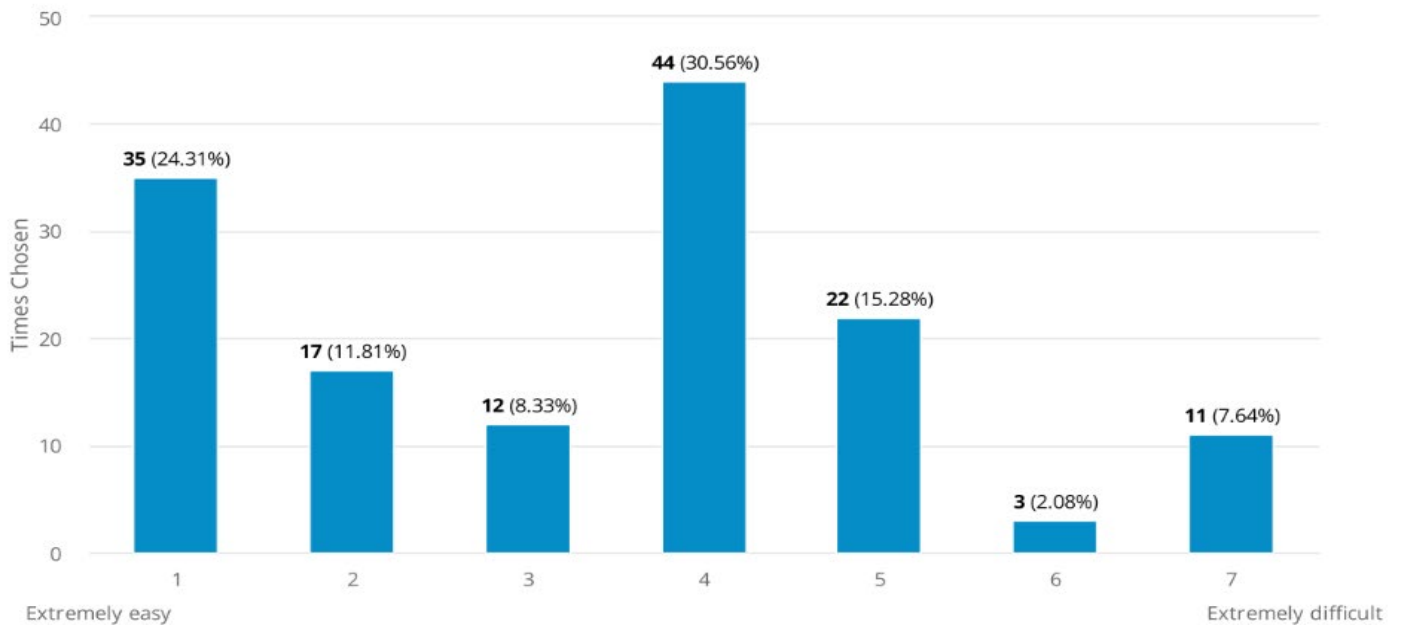
- **Local Routes:** Roseville Transit Local routes are used by 7% (19), serving local travel needs.
- **Special Services:** Roseville Transit's Game Day Express is used by 2% (6) of respondents, highlighting interest in event-specific transit.
- **Non-Usage:** A significant 56% (153) of respondents never use transit, presenting an opportunity to attract new riders.

Trip Fare

Question 3 – Rate how easy or difficult is the process of paying your transit fare when boarding a bus or using transit services

- Answered: 144
- Skipped: 138

Figure 3: Survey Respondents Experience Paying Trip Fare When Boarding Bus



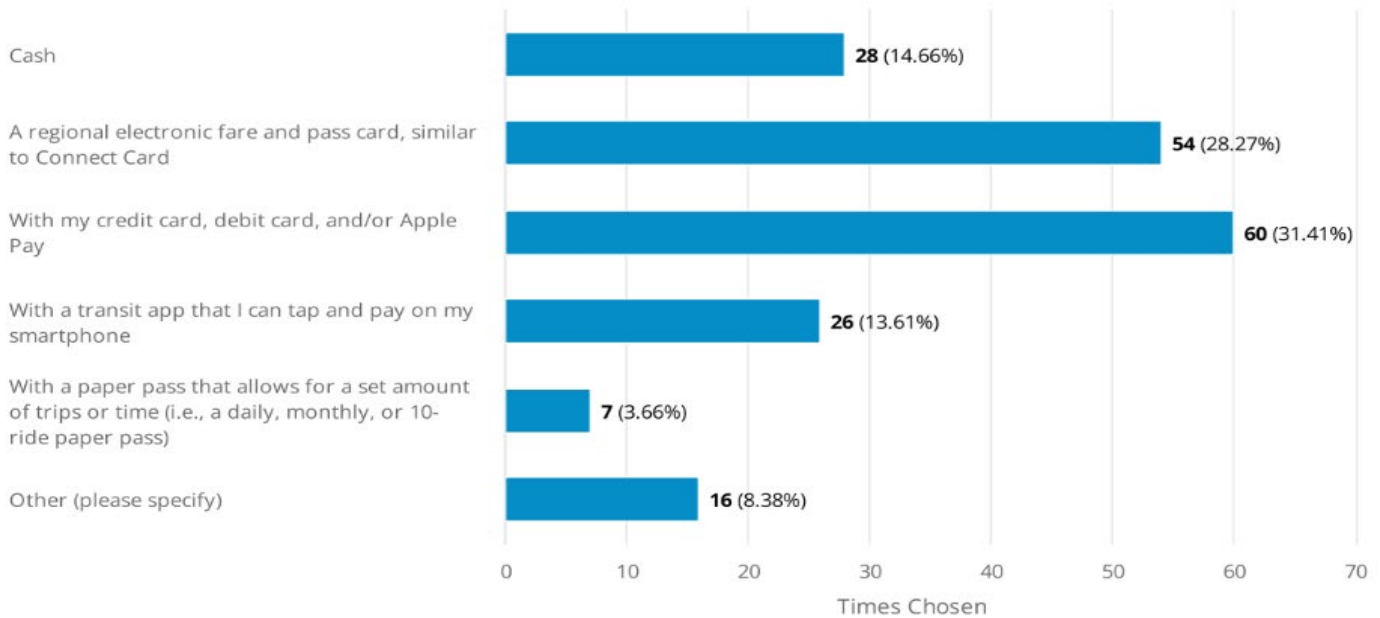
Key Takeaways

- **Ease of Payment:** A significant portion, 24% (35), find the fare payment process extremely easy (rating 1).
- **Generally positive:** Combining ratings 1-4, 75% (108) of respondents find the payment process relatively easy.
- **Moderate Difficulty:** 15% (22) rated the process as moderately difficult (rating 5).
- **High Difficulty:** A smaller group, 10% (14), find the payment process challenging (ratings 6 and 7).

Question 4 – How would you prefer to pay your fare for your transit trip(s)?

- Answered: 191
- Skipped: 91

Figure 4: Payment Preferences by Survey Respondents



Key Takeaways

- **Digital Payments Preferred:** The majority, 31% (60), prefer using credit cards, debit cards, or Apple Pay for transit.
- **Electronic Fare Cards:** 28% (54) favor a regional electronic fare and pass card, similar to Connect Card.
- **Cash Payments:** 15% (28) still prefer paying with cash.
- **Transit Apps:** 14% (26) would like to use a transit app for tap-and-pay convenience on their smartphones.
- **Paper Passes:** A smaller portion, 4% (7), prefer using paper passes for a set amount of trips or more.
- **Other Methods:** 8% (16) have other preference for paying their fare.

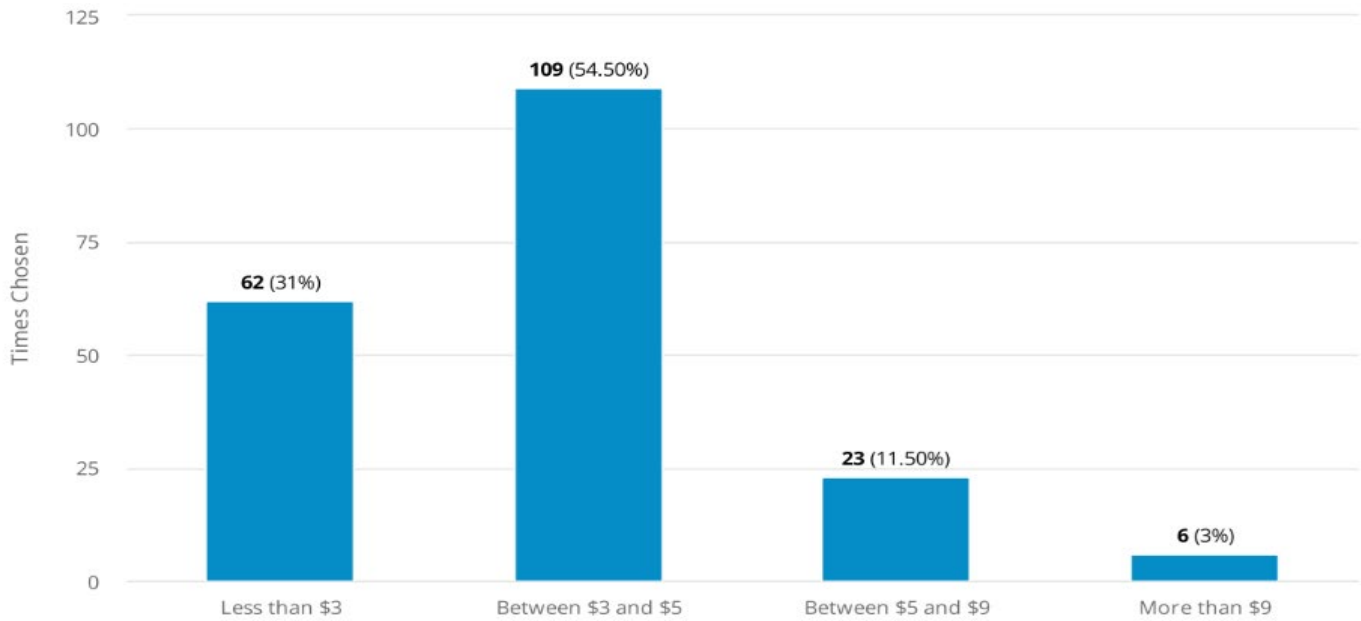
The following key themes were identified through analysis of the ‘other’ responses:

- **Non-Usage:** Most respondents who selected “other” indicated they do not use transit (none or n/a).
- **Online Payments:** Some respondents prefer the option to pay online.
- **Free Fare Preference:** A few respondents expressed a desire for free transit fare.

Question 5 - What is the maximum fare that you are willing to pay to ride transit during a given day?

- Answered: 200
- Skipped: 82

Figure 5: Maximum Fare Per Day to Ride Transit by Survey Respondents



Key Takeaways

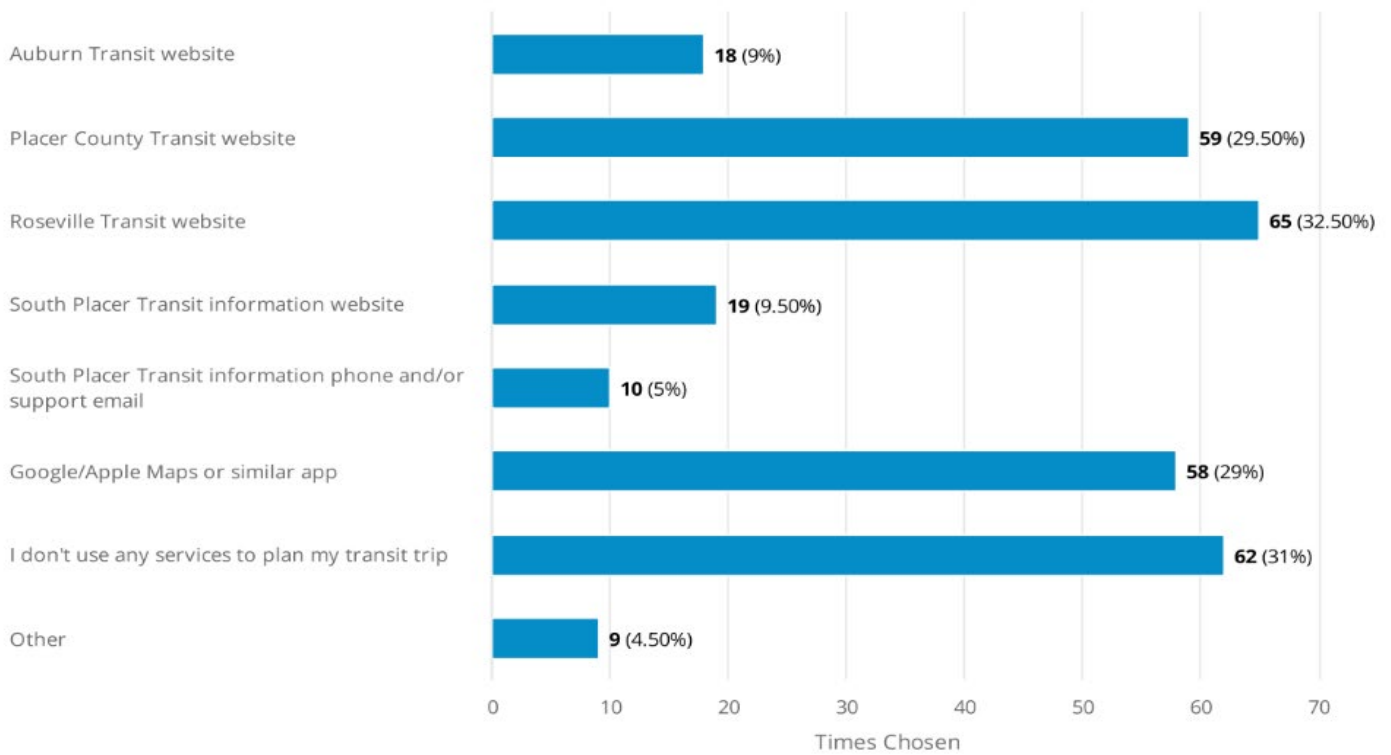
- **Affordable Fare Preference:** The majority, 55% (109), are willing to pay between \$3 and \$5 for a day's transit fare.
- **Low Fare Preference:** 31% (62) prefer to pay less than \$3.
- **Moderate Fare Acceptance:** 12% (23) are comfortable paying between \$5 and \$9.
- **High Fare Acceptance:** A small group, 3% (6), are willing to pay more than \$9.

Trip Planning

Question 6 – What services do you use to plan your transit trip(s)?

- Answered: 200
- Skipped: 82

Figure 6: Services Used to Plan Transit Trips by Survey Respondents



Key Takeaways

- **Popular Planning Tools:** The Roseville Transit website is the most used service, with 33% (65) of respondents utilizing it.
- **County Websites:** The PCT website is used by 30% (59), showing strong reliance on county-specific resources.
- **Mapping Apps:** 29% (58) of respondents prefer using Google/ Apple Maps or similar apps for planning their transit trips.
- **Non-Usage:** A significant 31% (62) do not use any services to plan their transit trips.
- **Other Services:** Smaller groups use the Auburn Transit website (9%), South Placer Transit information website (9.50%), and South Placer Transit information phone/email option (5%).

The following key themes were identified through analysis of the 'other' responses:

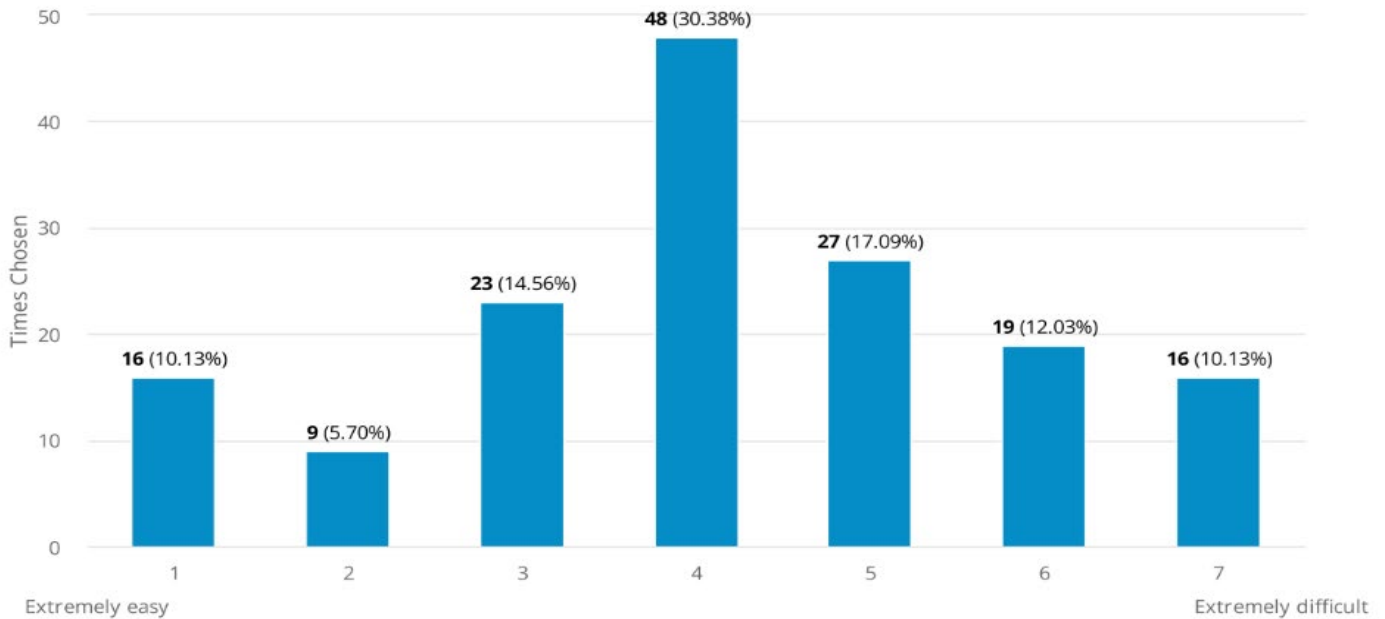
- **App Usage:** Several respondents prefer using various transit apps and mobile bus trackers for planning their trips.

- **Inconvenience:** Some respondents find transit inconvenient, which affects their use of planning services.
- **Service Expansion:** There is interest in expanding transit services, such as adding shuttle routes to the airport.

Question 7 - Rate how easy or difficult it is to plan transit trips.

- Answered: 158
- Skipped: 124

Figure 7: Survey Respondents Experience Planning Transit Trips



Key Takeaways

- **Mixed Ease:** Responses are spread across the scale, with 30% (48) rating the ease of planning transit trips as neutral (rating 4).
- **Ease and Difficulty:** 30% (48) find planning relatively easy (ratings 1-3), while 39% (62) find it difficult (ratings 5-7).
- **Improvement Needed:** The significant portion of respondents who find planning difficult suggests there is room for enhancing the ease of planning transit trips.

Question 8 - What services would you like to use to plan your transit trip(s) (i.e., mobile/online app and/or bus stops with real-time arrival/ schedule information?).

- Answered: 129
- Skipped: 153



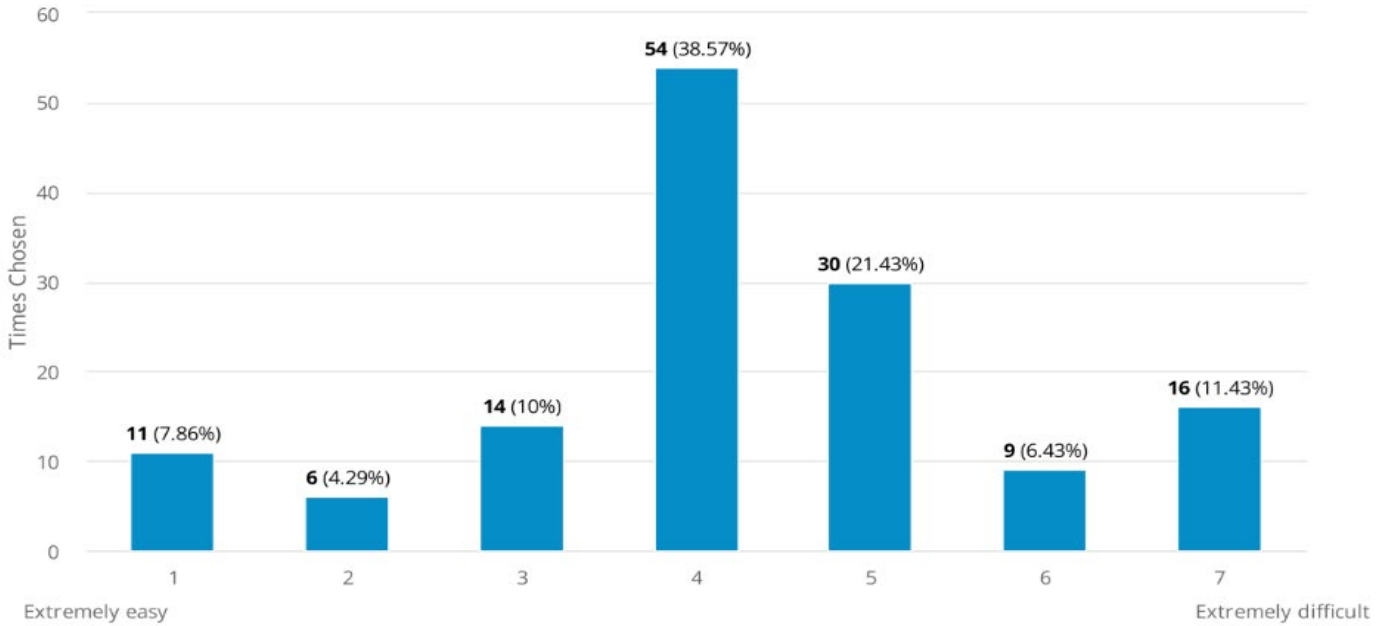
This was an open-ended question and respondents provided various responses as to what services they would like to use to plan their transit trip(s). The following is a thematic analysis of responses.

- **Preference for Mobile Apps:** Most respondents prefer using mobile apps or Apple/Google Maps to plan their transit trips.
- **Real-Time Information:** The second highest preference is for real-time arrival and schedule information at bus stops or available online.
- **Non-Usage:** Some respondents indicated they do not use any services to plan their transit trips.

Transferring Between Services

Question 9 – Rate how easy or difficult it is to transfer between Auburn Transit, Placer County Transit, and/or Roseville Transit services.

Figure 8: Survey Respondents Experience Transferring Between Services



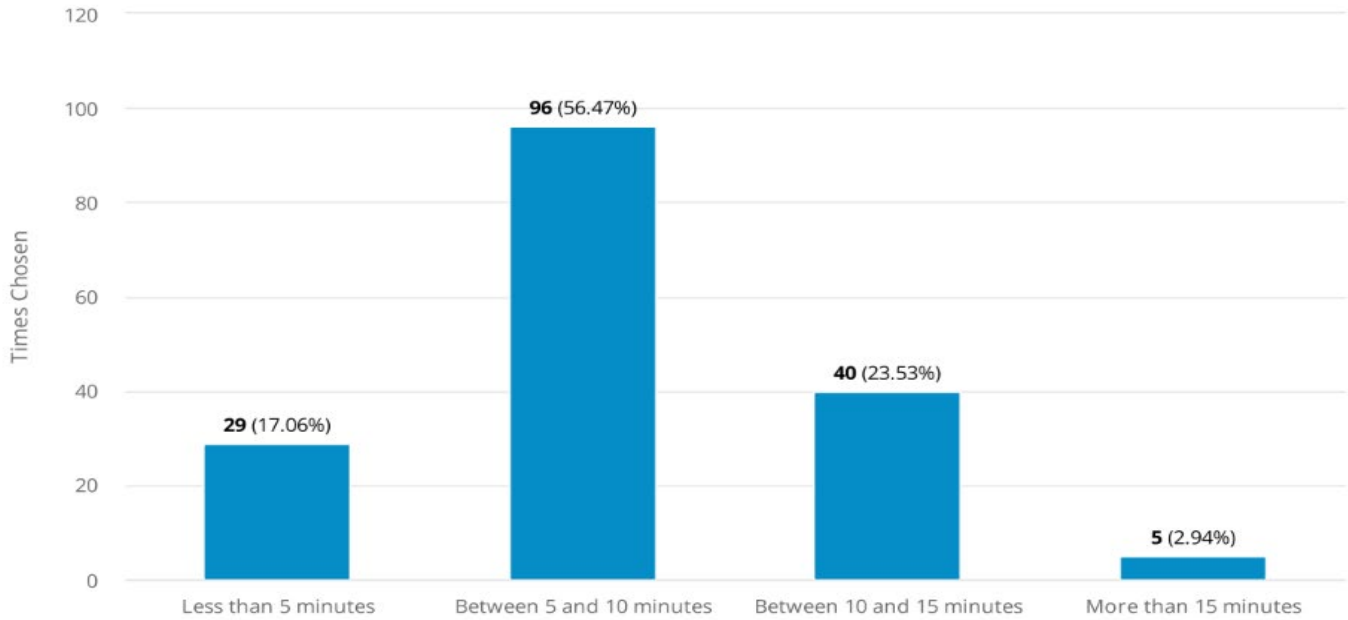
Key Takeaways

- **Neutral Experience:** The largest group, 39% (54), rated the ease of transferring between services as neutral (rating 4).
- **Ease and Difficulty:** 22% (31) find transferring relatively easy (ratings 1-3), while 39% (55) find it difficult (ratings 5-7)
- **Enhancement Opportunities:** The significant portion of respondents who find transferring difficult indicates a need for improvements in the transfer process between transit services.

Question 10 – If you must transfer between buses to complete a trip, what amount of time would you be comfortable with waiting for the next connecting bus?

- Answered: 170
- Skipped: 112

Figure 9: Preferred Wait Times for Transfers by Survey Respondents



Key Takeaways

- **Short Wait Times Preferred:** The majority, 56% (96), are comfortable waiting between 5 and 10 minutes for the next connecting bus.
- **Minimal Wait Times:** 17% (29) prefer waiting less than 5 minutes.
- **Moderate Wait Times:** 24% (40) are willing to wait between 10 and 15 minutes, while only 3% (5) are comfortable with waiting more than 15 minutes.

Bus Stop Information

Question 11 – Rank (from most important to least important) the information you would like to see displayed on a bus stop sign.

- Answered: 178
- Skipped: 104

Figure 10: Ranked Information Displayed on Bus Stop Sign by Survey Respondents

Rank	Choice	Distribution	Score	Times Ranked
1.	The routes served by the bus		649	172
2.	Direction of travel and/or destination of the bus		630	171
3.	A website and QR code to look up more information about the transit service provided to that bus stop		458	171
4.	A phone number to call for information and/or to inquire about bus services		422	168
5.	The transit agency logo an/or name		342	165
		Lowest Highest		

Key Takeaways

- **Routes Served:** The most important information for respondents is the routes served by the bus, ranked 172 times.
- **Direction and Destination:** Nearly as important, the direction of travel and/or destination of the bus was ranked 171 times.
- **Additional Information:** A website and QR code for more information about the transit service provided at the bus stop was also ranked 171 times.
- **Contact Information:** A phone number to call for information and inquiries about bus services was ranked 168 times.
- **Transit Branding:** The transit logo and/or name was ranked 165 times.

The following key themes were identified through analysis of the 'other' responses:

- **Number of Responses:** 30

- **Route Maps:** Majority of respondents want route maps at bus stops to better understand where the lines are going.
- **Real-Time Updates:** Respondents would like real-time bus schedules and updates for delays to stay informed.
- **Live Digital Screens:** There is a strong preference for live digital screens at bus stops displaying time estimates and scheduling.

Question 12 – Rank (from most important to least important) the following considerations for bus stops.

- Answered: 181
- Skipped: 101

Figure 11: Ranked Bus Stop Considerations by Survey Respondents

Rank	Choice	Distribution	Score	Times Ranked
1.	Bus stops need to have a shelter		723	177
2.	Bus stops need to have proper signage displaying the services provided to that location		664	176
3.	Bus stops need to have adequate lighting		629	172
4.	Bus stops need to have a bench		595	172
5.	Bus stops need to be fully accessible with a sidewalk or clear path of travel		590	176
6.	Bus stops need to have trash cans		397	169
		Lowest Highest		

Key Takeaways

- **Shelter:** The most important consideration, ranked 177 times, is that bus stops need to have shelter to protect passengers from the elements.
- **Signage:** Proper signage displaying the services provided at the location is crucial, ranked 176 times.
- **Accessibility:** Bus stops need to be fully accessible with a sidewalk or clear path of travel, also ranked 176 times.
- **Lighting:** Adequate lighting at bus stops is important for safety and visibility, ranked 172 times.

- **Seating:** Having a bench at bus stops is equally important, ranked 172 times.
- **Trash Cans:** Bus stops need to have trash cans to maintain cleanliness, ranked 169 times.

The following key themes were identified through analysis of the ‘other’ responses:

- **Number of responses:** 23
- **Safety Enhancements:** Many respondents emphasized the need for better lighting and security cameras at bus stops to improve safety.
- **Bike Lockers:** There was a notable request for bike lockers, indicating a desire for secure bike storage options.
- **Expanded Transportation Locations:** Multiple respondents requested additional transportation locations, suggesting a need for more comprehensive transit coverage.

Question 13 – Aside from running the buses more frequently or expanding service coverage, what other improvements could be made to enhance your transit service experience?

- Answered: 120
- Skipped: 162

This was an open-ended question, and participants shared a range of preferences regarding the services they would use to plan their trips. Below is a thematic analysis of their responses:

- Safety and Security Enhancements
 - **Improved Lighting:** Respondents expressed the need for better lighting at bus stops and on buses to deter criminal activities and enhance passenger safety, especially at night.
 - **Increased Security Personnel:** Respondents commented that security personnel on buses and at transit stations will prevent incidents and provide a sense of safety when taking public transportation.
 - **Surveillance Cameras and Emergency Communication Systems:** Respondents expressed an interest in installing surveillance cameras to monitor activities and improve safety. They also recommended that public transit have accessible emergency communication systems, such as panic buttons or emergency phones to ensure quick response times in critical situations.
- Bus Maintenance and Upgrades
 - **Well-Maintained Buses:** Respondents stated regular maintenance to ensure buses are clean, reliable, and in good working conditions is a great factor in their public transit experience.
 - **Comfortable Seating:** Respondents often requested that upgrades in public transit seating will make long journeys more pleasant and attract more passengers.
 - **Availability of Wi-Fi:** Respondents mentioned adding Wi-Fi on buses will greatly improve their transit experience.



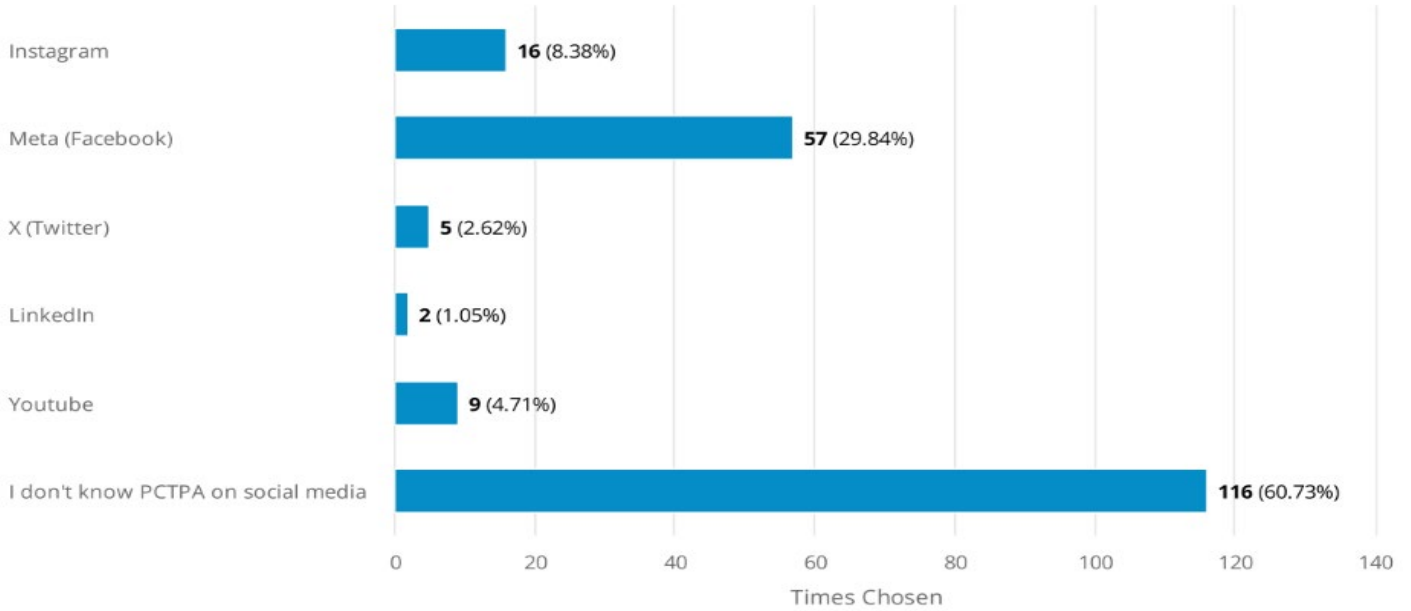
- Bus Scheduling and Route Optimization
 - **Scheduling Recommendations:** Respondents often had comments about reducing waiting times and ensuring timely arrivals and departures.
 - **Route Location Requests:** Respondents requested adding new routes or adjusting existing ones to better serve passenger needs.

Communication Preferences

Question 14 - Do you currently follow PCTPA on any social media platforms?

- Answered: 191
- Skipped: 91

Figure 12: PCTPA Social Media Platforms Followed by Survey Respondents



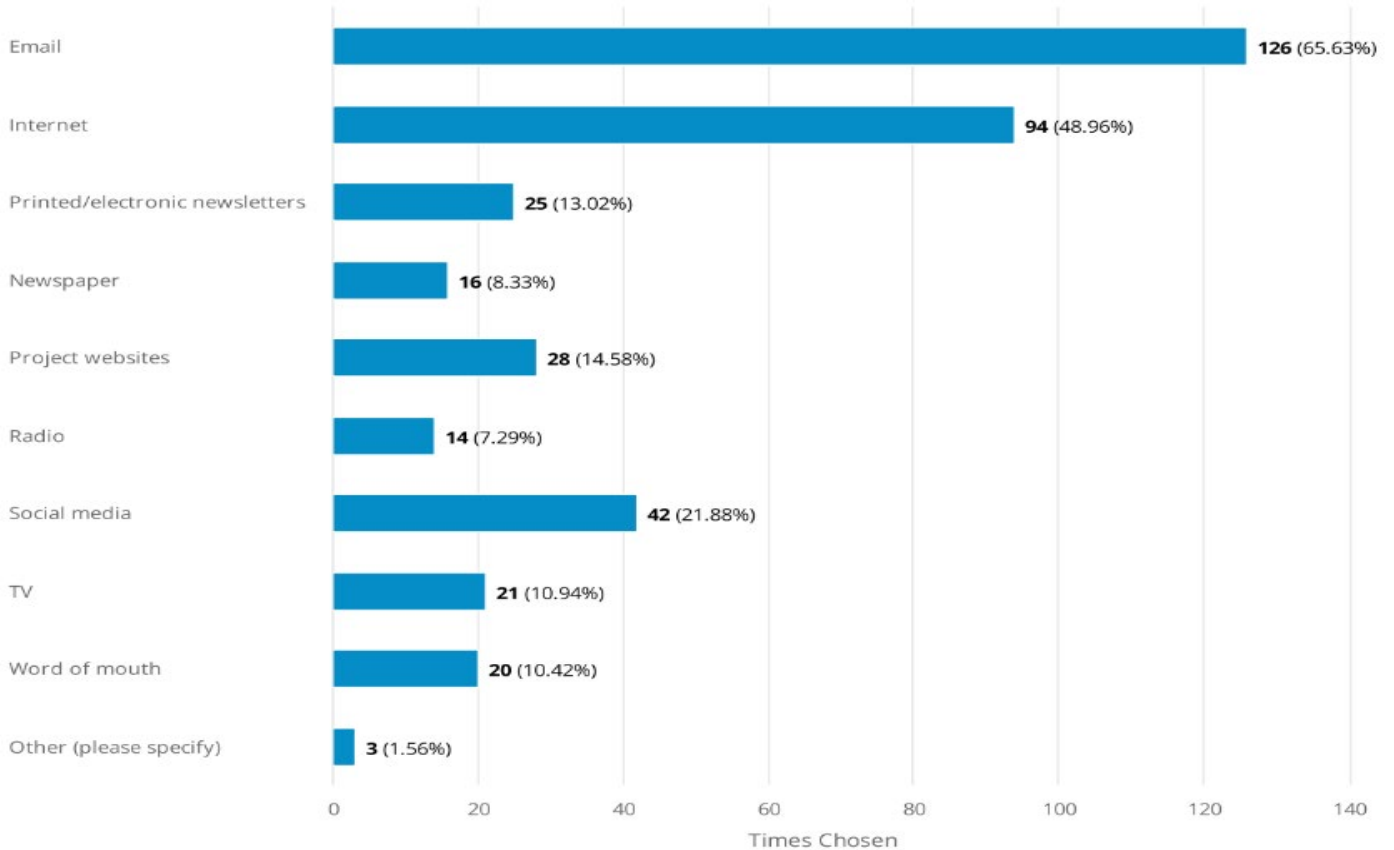
Key Takeaways

- **Low Awareness:** A significant portion, 61% (116), of respondents are unaware that PCTPA is on social media.
- **Most Popular Platform:** Meta is the most followed platform, with 30% (57) of respondents following PCTPA there.
- **Other Platforms:** Instagram (8% or 16), YouTube (5% or 9), X (3% or 5), and LinkedIn (1% or 1) have lower followings.

Question 15- What is your preferred source of information?

- Answered: 192
- Skipped: 90

Figure 13: Survey Respondents Preferred Source of Information



Key Takeaways

- **Email Dominance:** The majority, 66% (126), prefer receiving information via email.
- **Digital Preferences:** Internet, 49% (94) and social media, 22% (42) are popular sources of information.
- **Traditional Media:** Printed/ electronic newsletters, 13% (25), newspapers, 8% (16), radio, 7% (14), and TV, 11% (21) have lower preferences.
- **Project Websites:** 15% (28) of respondents prefer project-specific websites for information.
- **Word of Mouth:** 10% (20) rely on word of mouth for information.
- **Other Sources:** A small group, 2% (3), prefer other unspecified sources.

Respondents had the option to specify any other options for information sources. Three responses were submitted detailing text or app communications as well as video communication as a preferred source of information.



Question 16 - If you would like to receive email updates, please provide your email address.

- Answered: 71
- Skipped: 211



Demographics

Question 17 - Would you like to enter the raffle?

Answered 192 | Skipped 90

8.2 Q18 - What is the zip code of your residence?

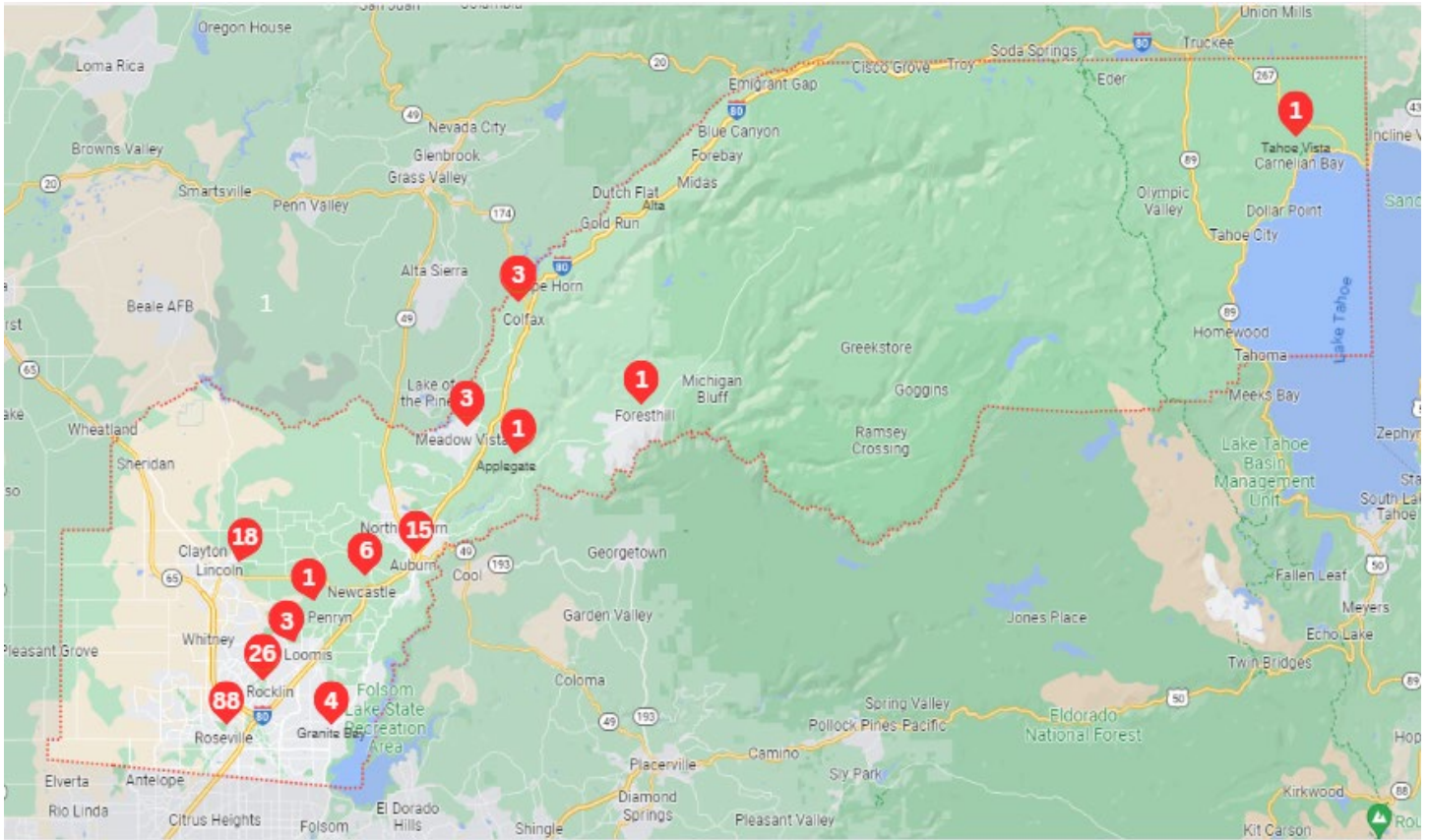
- Answered: 180
- Skipped: 102

Table 1: Survey Respondents by Zip Code

City	Zip Code	Population	Responses
Roseville	95678	45,136	15
	95747	75,019	32
	95661	32,847	41
Colfax	95713	9,156	3
Lincoln	95648	54,483	18
Rocklin	95677	28,351	9
	95765	43,120	17
Auburn	95603	28,021	11
	95602	18,364	3
	95604	49	1
Applegate	95703	1,943	1
Granite Bay	95746	22,166	4
Tahoe Vista	96148	993	1
Penryn	95663	2,905	1
Loomis	95650	13,446	3
Foresthill	95631	6,362	1
Meadow Vista	95722	4,682	3
New Castle	95658	6,532	6

- Total responses within Placer County: 174
- Responses outside of Placer County: 6

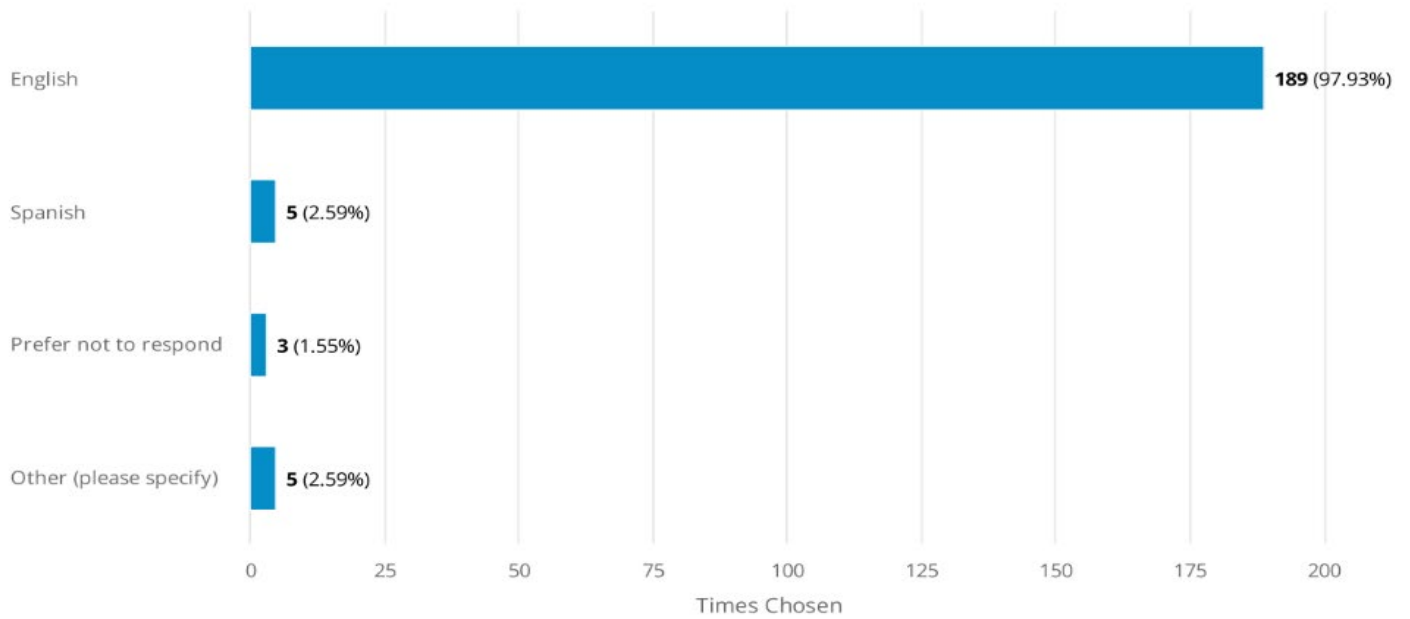
Figure 14: Survey Respondents by Geography



Question 19 - What are the main languages spoken in your household?

- Answered: 193
- Skipped: 89

Figure 15: Primary Language of Survey Respondents



Key Takeaways

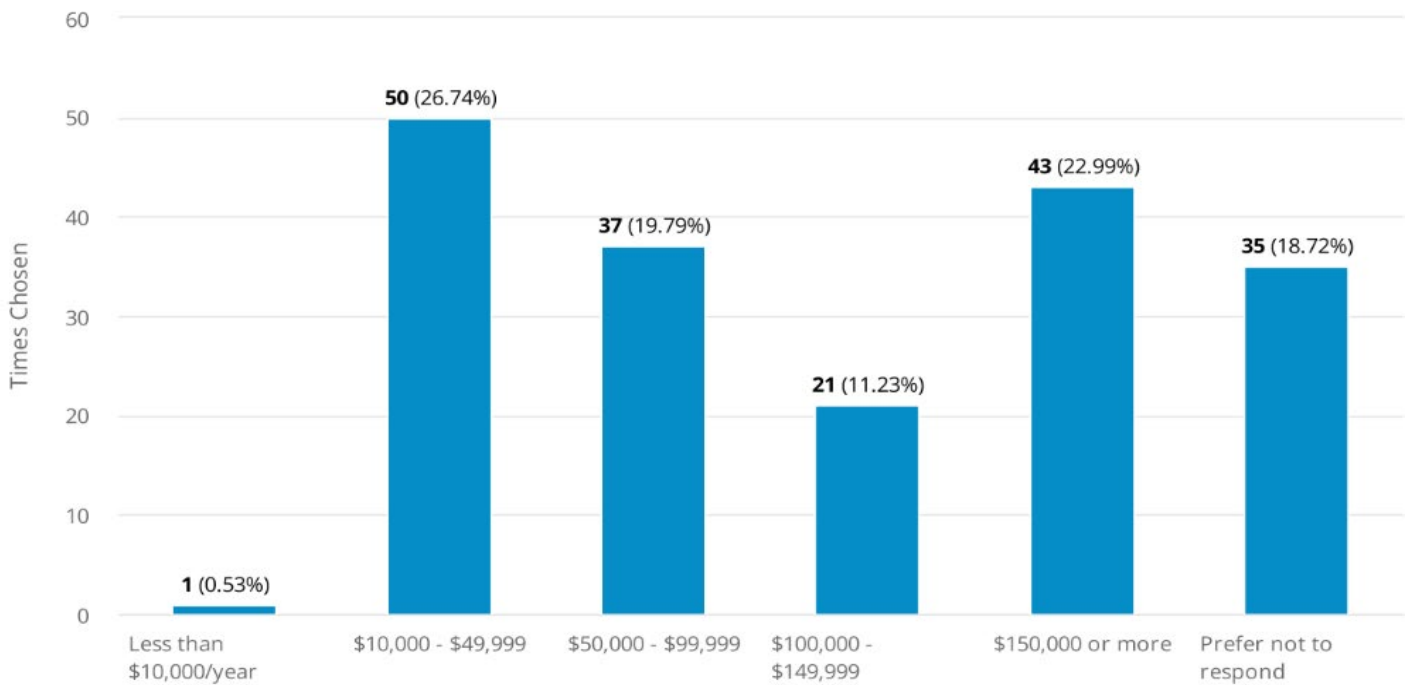
- **Predominant Language:** The vast majority, 98% (189), of respondents' households primarily speak English.
- **Spanish Speakers:** A small portion, 3% (5), of households speak Spanish.
- **Other Languages:** 3% (5) of respondents indicated other languages are spoken in their households.
- **Non-Respondents:** A minimal 2% (3) preferred not to respond.

Respondents had the opportunity to specify other primary languages spoken in their household. Four respondents specified Filipino, Tagalog and Hindi as the main languages spoken in their household.

Question 20 - What is your annual household income?

- Answered: 187
- Skipped: 95

Figure 16: Annual Income of Survey Respondents



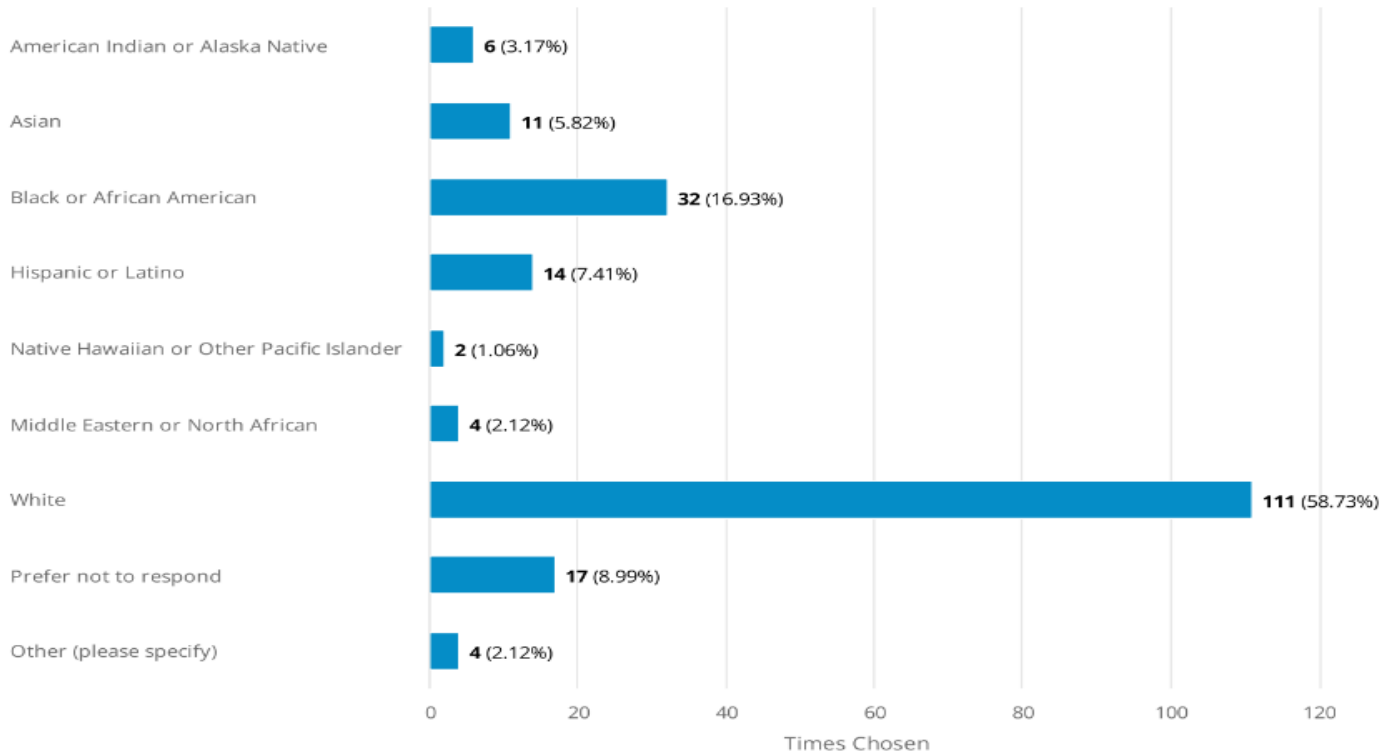
Key Takeaways

- **Income Range \$10,000 - \$49,999:** The largest group, 27% (50), reported an annual household income within this range.
- **Income Range \$150,000 or More:** 23% (43) of respondents have an annual household income of \$150,000 or more.
- **Income Range \$50,000 - \$99,999:** 20% (37) of respondents fall within this income range.
- **Income Range \$100,000 - \$149,999:** 11% (21) of respondents earn between \$100,000 and \$149,999.
- **Income Less Than \$10,000:** A small portion, 1% (1), reported earning less than \$10,000 a year.
- **Non-Respondents:** 19% (35) preferred not to disclose their annual household income.

Question 21 - How would you describe your ethnicity?

- Answered: 189
- Skipped: 93

Figure 17: Survey Respondents Ethnicity



Key Takeaways

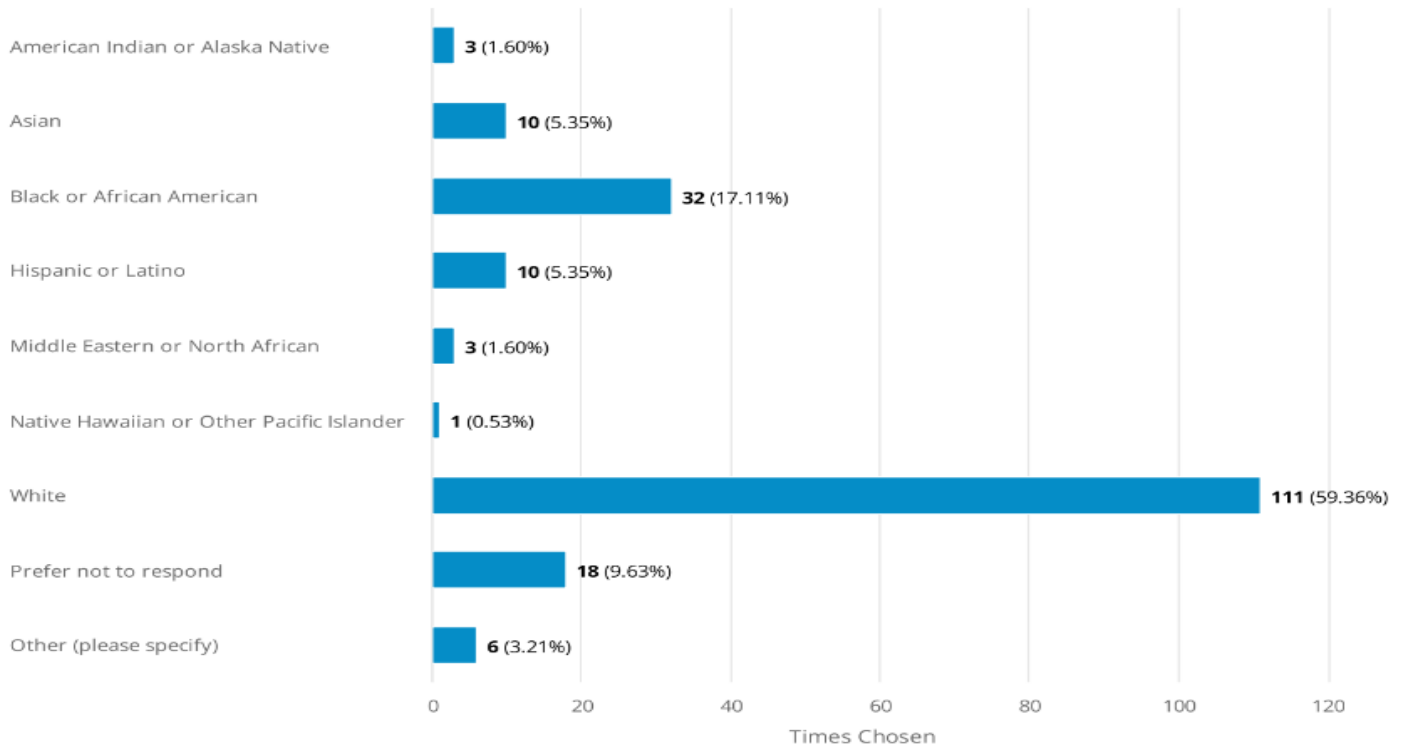
- **Predominant Ethnicity:** Most respondents, 59% (111), identified as White.
- **Diverse Representation:** Significant portions of respondents identified as Black or African American (17% or 32), Hispanic or Latino (7% or 14), and Asian (6% or 11).
- **Other Ethnicities:** Smaller groups identified as American Indian or Alaska Native (3% or 6), Native Hawaiian or Pacific Islander (1% or 2), Middle Eastern or North African (2% or 4), and Other (2% or 4).
- **Non-Respondents:** 9% (17) preferred not to disclose their ethnicity.

Respondents had the opportunity to provide text answers for other ethnicities. Of the four responses, the majority identified as White.

Question 22 - How would you describe your race?

- Answered: 187
- Skipped: 95

Figure 18: Survey Respondents Race



Key Takeaways

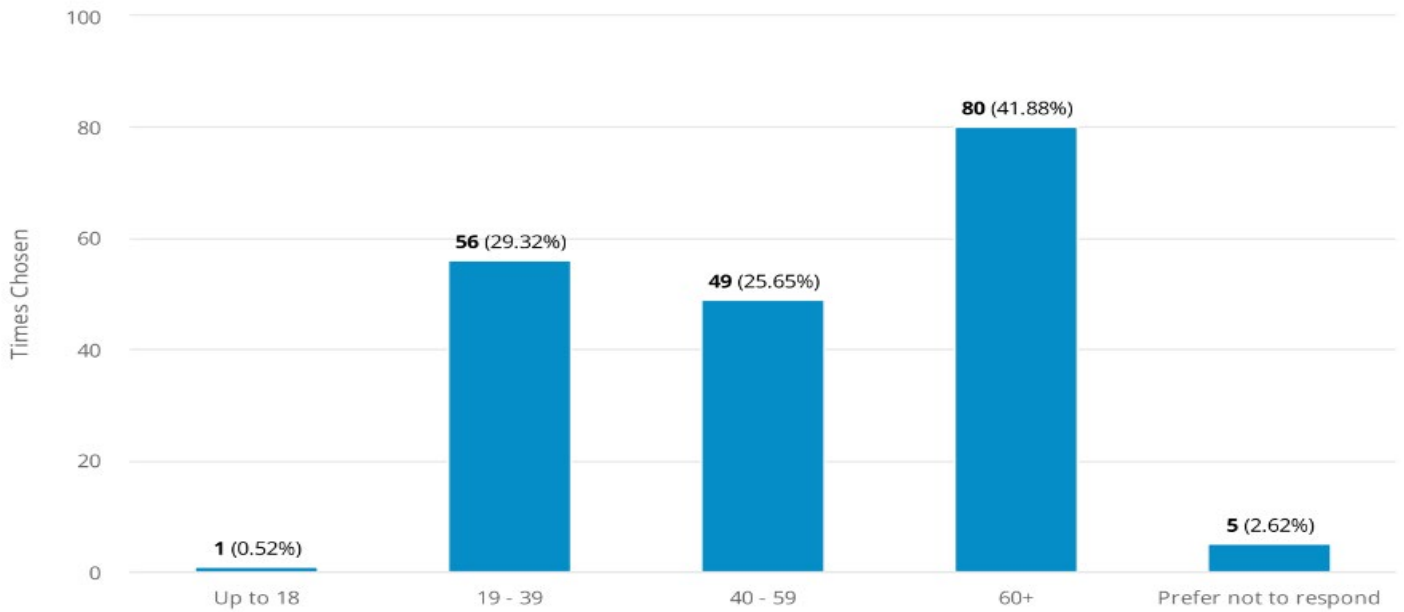
- **Predominant Race:** The majority of respondents, 59% (111), identified as White.
- **Diverse Representation:** Significant portions of respondents identified as Black or African American (17% or 32), Hispanic or Latino (5% or 10), and Asian (5% or 10).
- **Other Races:** Smaller groups identified as American Indian or Alaska Native (2% or 3), Native Hawaiian or Pacific Islander (1% or 1), Middle Eastern or North African (2% or 3), and Other (3% or 6).
- **Non-Respondents:** 10% (18) preferred not to disclose their race.

Respondents had the opportunity to provide text answers for other ethnicities. Similar to the above, of the six responses, the majority identified as White.

Question 23 – How old are you?

- Answered: 191
- Skipped: 91

Figure 19: Survey Respondents Age



Key Takeaways

- **Senior Respondents:** The largest group, 42% (80), are aged 60 and above.
- **Young Adults:** 29% (56) of respondents are between 19 and 39 years old.
- **Mature Adults:** 26% (49) of respondents fall within the 40 to 59 age range.
- **Youth:** A small portion, 1% (1), of respondents are under 18 years old.
- **Non-Respondents:** 3% (5) preferred not to disclose their age.