



Final Report

2025 Whatcom Transportation Authority Fixed Route
Passenger Survey

December 19, 2025

Prepared For:



Prepared By:



2025 FIXED ROUTE PASSENGER SURVEY

Whatcom Transportation Authority (WTA)

Table of Contents

1. Introduction	6
2. Survey Administration	6
2.1 Sampling Plan	6
2.2 Survey Design	7
2.3 Survey Field Administration	7
Step-by-Step On-Board Administration	7
2.4 Status Monitoring	8
3. Survey Quality Control and processing	8
3.1 Data Quality Assurance and Validation	9
Final Review and Data Integrity	9
4. Survey Findings	10
4.1 Where Riders Are Coming From	11
4.2 Where Riders Are Going	17
4.3 WTA Report Card	21
4.4 How Riders Use Transit	25
4.5 Rider Demographics	31
Appendix A Survey sampling plan	41
Appendix B Survey Questionnaire	44

Executive Summary

Background

In October of 2025, Whatcom Transportation Authority (WTA) with consultant support from ETC Institute (ETC) conducted a system-wide transit passenger survey of all WTA fixed routes. WTA provides fixed-route bus service to the communities throughout Whatcom County which includes the cities of Bellingham, Birch Bay, Blaine, Everson, Ferndale, Lynden, Nooksack, and Sumas. WTA additionally provides service to the Lummi Nation and Skagit County along the I-5 Corridor.

Survey tasks included developing a sampling plan, designing the survey instrument, conducting data collection, data entry, analyzing, and reporting the results. The data collection began October 2, 2025, and ended October 18, 2025.

Survey Design and Administration

The survey design process consisted of WTA and ETC collaborating to design the survey questionnaire and develop a sampling plan that would ensure adequate data collection to perform analysis. The goal was to obtain at least 2,500 surveys which included weekdays and weekends. A total of 2,750 surveys were collected, 2,317 for weekdays and 433 for weekends.

Survey Results

ETC created sets of statistics at the regional level. These statistics focused on passengers' transit trip, rider demographics, and service ratings.

Where Riders Are Coming From

Most riders begin their trip from home, with 57% indicating that their journey started at a residence, followed by 22% who originated from a college or other school, underscoring the student-driven nature of the system. The majority of riders accessed the bus by walking (79%) and walked less than 5 minutes (73%), highlighting the importance of pedestrian connections and stop accessibility.

Where Riders Are Going

Riders reported a wide range of destinations for their trips, with the most common being college or another school, selected by 43% of respondents, reflecting the strong student presence in the WTA system. Another 29% indicated they were headed home, while 12% indicated they were traveling to work or a work-related location. Once off the bus, most riders continued their trip on foot, with 86 percent reporting that they walked to their destination and 74% walked less than 5 minutes. These results show that WTA trips primarily support education and home-based travel, with pedestrian access serving as the critical final step in riders' journeys.

WTA Report Card

Riders expressed exceptionally strong approval of several core aspects of WTA service. The highest levels of agreement were associated with environmentally friendly operations and ease of payment: 91% of riders agreed that WTA's lower-emission buses are important for the community, and 86% said it is easy to pay their fare. Customer service also received very strong marks, with 87% of respondents stating that drivers assist them when needed.

Safety on board was another standout area, with 91% of riders reporting they felt safe while riding the bus.

Overall system satisfaction was equally strong, with 90% of riders indicating they are satisfied with WTA service. Clear and understandable information at stops and stations was also highly rated, with 84% agreeing it is readily available. These results highlight that WTA excels in delivering a safe, accessible, environmentally conscious, and user-friendly transit experience—key strengths that form a solid foundation for future improvements.

Nearly half of riders (45%) indicated there are trips they would like to make using transit but cannot, pointing to gaps in service availability rather than dissatisfaction with existing routes. The most common barriers relate to operating hours and coverage with 48% of respondents said buses do not run late enough, and 43% reported that buses do not go where they need to travel. These factors suggest that while WTA's current system meets many transportation needs, it does not fully support riders' desired travel patterns.

Riders' top service improvement priorities align closely with the barriers they identified. More than half (57%) selected increased late-night service as their most important improvement, making it the highest-ranked request. Other key enhancements included more weekday daytime service, expanded Sunday and Saturday service, and better coverage in currently underserved areas of Whatcom County. Earlier morning service also ranked as a significant need for nearly one-quarter of riders. Collectively, these results demonstrate that riders value WTA's services but seek expanded hours and broader coverage to increase the system's usability for a wider range of trips.

How Riders Use Transit

Most riders are frequent users of WTA services, with 47% riding six or seven days per week and another 41% using transit three to five days per week. The primary reason riders rely on the bus system is the lack of access to a personal vehicle; 44% reported not having a car available. However, transit also attracts riders by choice, as 34% stated they could drive but prefer public transit. If WTA services were not available, a sizable share of riders would resort to less sustainable or less accessible alternatives, including traveling by bicycle, eScooter, skateboard, or walking (30%) or driving alone (20%). Notably, 17% indicated they would not have made the trip at all.

When planning their trips, riders rely heavily on digital tools for schedule information. Google Maps was the most frequently used resource, selected by 54% of respondents, followed by the WTA Bus Tracker mobile app (36%) and the printed or online WTA Transit Guide (30%). These results indicate that riders increasingly expect real-time, app-based, and easily accessible trip information, while traditional phone-based assistance and text alerts play a minimal role. Overall, the findings highlight that WTA serves a highly transit-dependent audience that rides frequently, values convenient and reliable information sources, and would face significant mobility barriers without access to public transportation.

Rider Demographics

The demographic profile of WTA riders is young, diverse, and heavily shaped by student travel. Nearly half of all respondents (49%) are between ages 19 and 24, and another 14% are 18 or younger, reflecting the significant role of transit in supporting academic and early-career mobility. Gender distribution is fairly balanced, with 46% identifying as female and 43% as male, while a notable share identified as non-binary (7%) or third gender and 4% as transgender. Most riders identify as White (74%), though the system also serves Hispanic or Latino (12%), or Asian (11%).

Economic and employment indicators reinforce the system's importance as an essential transportation resource. A significant share of riders are full-time students (44%), and many are employed part-time (27%) or full-time (17%), suggesting transit plays a key role in supporting both education and workforce participation. Household income levels are generally low, with 42% of riders living in households earning less than \$15,000 annually and an additional 17% earning between \$15,000 and \$24,999. These figures highlight the affordability of transit as a critical factor for users who may not have access to other transportation options. Collectively, the demographics show that WTA serves a predominantly young, low-income population that relies on public transit to access education, work, and daily necessities.

1. INTRODUCTION

In October of 2025, Whatcom Transportation Authority (WTA) with consultant support from ETC Institute (ETC), conducted an on-board passenger survey of all fixed routes operated by WTA. The study was conducted in WTA's service area which covers more than 776 square miles.

Data collection was performed from October 3, 2025, through October 18, 2025. The survey yielded a dataset comprising of 2,750 surveys. This collection surpassed the initial target, indicating a sample size that would contribute to the reliability of the subsequent data analysis. Table 1 shows the overall survey goals by day of week and the number of surveys collected. Note: Overages were collected to meet the total system level sample goal of 2,500.

Table 1: Overall Survey Goals and Completions

Survey Type	Goal	Completed
Weekday Surveys	1,872	2,317
Weekend Surveys	208	433
Total Surveys	2,500	2,750

The 2025 survey collected comprehensive data regarding travel behavior and demographics of riders within the region. In addition, the data collected will be used to:

- Determine leading reasons for passengers using the bus.
- Collect passenger mode choice data (including riders who would have otherwise driven if a bus was not available).
- Identify rider preferences for service improvements.
- Gather passenger origin and destination data.

This report summarizes the survey's methods and findings. Chapter 2 provides a description of the sampling approach, survey instrument, and survey administration. Chapter 3 provides a description of quality control and data processing. Chapter 4 provides detailed information on the variables collected during the survey and summarizes the data. Included in the appendices are the survey sample goals and collected surveys for the survey (Appendix A) and the survey questionnaire (Appendix B).

2. SURVEY ADMINISTRATION

2.1 Sampling Plan

ETC Institute developed a sampling plan that would ensure the completion of the survey by at least 2,500 surveys. The sampling plan for the survey was designed to obtain surveys from a minimum of 11% of ridership on all weekdays fixed routes and 3% ridership on all weekend fixed routes. This came out to survey goals being established at 1,872 weekday and 208 weekend.

The margin of errors at the system level, using the total collected show that:

- Weekday results of 2,317 out of 17,017 population/ridership, the margin of error at a 95% confidence level is $\pm 1.9\%$.
- Weekend results of 433 out of 6,816 population/ridership, the margin of error at a 95% confidence level is $\pm 4.6\%$.

Appendix A shows the survey sample goals by route and day type. The ridership used to create the sampling plan was October 2024 and July through August 2025 averages.

2.2 Survey Design

The survey was designed to obtain information in three major categories: origin and destination place types and access/egress modes, service usage and ratings, and rider demographics. Once the survey questionnaire was finalized, ETC designed a paper self-administered survey as the primary survey medium. The survey is included as Appendix B. The survey was created to ensure Title VI requirements were met and to provide additional information on riders.

In addition to the paper self-administered survey, a web option was available for those riders who took short trips or wanted to complete the survey at a later time. A QR code was placed on the paper self-administered survey allowing passengers to scan and participate in the survey online. Twenty-one surveys were completed online.

2.3 Survey Field Administration

ETC used experienced staff from previous survey efforts to conduct the surveys. Surveyors were deployed across all WTA fixed-route bus lines to administer the passenger survey. On each route, surveyors would board the bus and distribute paper surveys directly to passengers onboard the vehicle during regular service hours (6:00am to 8:30pm). Riders were encouraged to complete the self-administered survey while on board, providing feedback on their travel behavior and overall transit experience.

Surveyors collected complete surveys before passengers exited the vehicle, ensuring a high response rate (88%) and accuracy of responses.

Throughout the data collection period, survey staff maintained coverage across all fixed-route services, ensuring that data reflected the diversity of the WTA ridership base, routes, and service times.

On multiple occasions, surveyors provided direct assistance to passengers by conducting the survey as an in-person interview. This approach was used in cases where passengers faced challenges such as limited literacy, difficulty understanding certain questions, or simply preferred to respond verbally rather than read the questionnaire.

Step-by-Step On-Board Administration

As passengers boarded the bus, surveyors would:

- Ask each passenger if they were willing to take a survey for WTA.
- Provide the passenger with a paper survey and pen if the passenger agreed. If the passenger did not have time to complete the survey, the surveyor instructed them to scan the QR code and complete the survey on-line.
- Surveyors would walk up and down the vehicle collecting surveys when passengers were finished.

- When the surveyor received the survey back, they would check for survey completeness.
- If a survey was incomplete, the surveyor would ask the passenger to complete the survey if time allowed.
- Surveyors would tally refusals on the appropriate survey envelope (the survey envelope is where complete surveys go per trip).

2.4 Status Monitoring

A field completion report was developed and maintained by the field manager to track daily survey activity at the route level. The report documented the total number of surveys collected, surveys remaining, and recorded rider refusals. Each day, surveyors entered the number of completed surveys and refusals by route into the report. The field manager utilized this information to monitor overall field progress, ensure data collection targets were being met, and assign additional survey tasks as needed. The completion report is shown below in **Figure 1**.

Figure 1 – Field Tracking Report



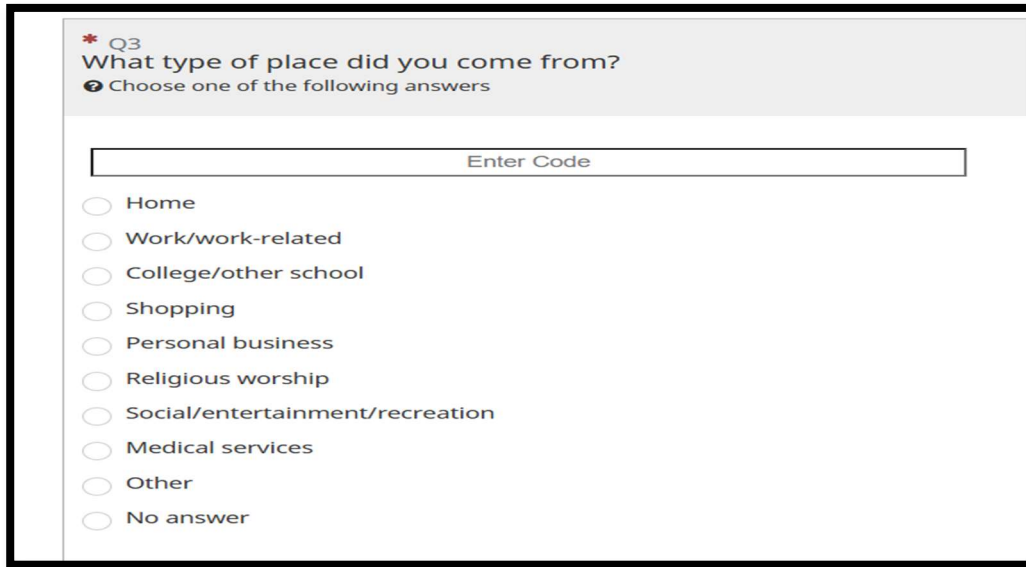
3. SURVEY QUALITY CONTROL AND PROCESSING

Once paper surveys were collected in the field, they undergo a structured data processing workflow to ensure consistency and accuracy before analysis. Surveys are first sorted by route, to verify coverage across the full sample frame. Field logs are reviewed to confirm that all distributed surveys are accounted for, including refusals. Each survey was then assigned a unique identification number and entered into a data entry system or scanned for digital capture. During this stage, responses were coded and standardized such as route numbers, trip purposes, and demographic categories to maintain uniformity across all data points.

3.1 Data Quality Assurance and Validation

Surveys were entered by ETC's data entry department into ETC's survey program which is shown in Figure 2 below.

Figure 2 – Data Entry Page



The screenshot shows a data entry interface for a survey question. At the top, it says '* Q3' and 'What type of place did you come from?'. Below this, it says 'Choose one of the following answers'. There is a text input field labeled 'Enter Code'. Below the input field is a list of radio button options: Home, Work/work-related, College/other school, Shopping, Personal business, Religious worship, Social/entertainment/recreation, Medical services, Other, and No answer.

To maintain high data quality, several layers of verification are built into the post processing. A subset of the surveys (typically 5–10%) are rechecked by a secondary data entry operator to identify and correct entry discrepancies. Logic and range checks are performed to flag inconsistent or illogical responses, for example, missing key demographic variables. Surveys with unclear or illegible markings are reviewed manually to interpret intent whenever possible.

Final Review and Data Integrity

After data entry and validation, summary reports are generated to confirm survey counts by route and compare them to ridership data, ensuring that the collected sample is representative of system-wide activity. Any anomalies or outliers are investigated and corrected through consultation with field teams or through data re-verification. The final dataset is then locked and documented with a data dictionary, providing a clear audit trail of the quality control process. This comprehensive review ensures the reliability and integrity of the data used for subsequent analysis and reporting.

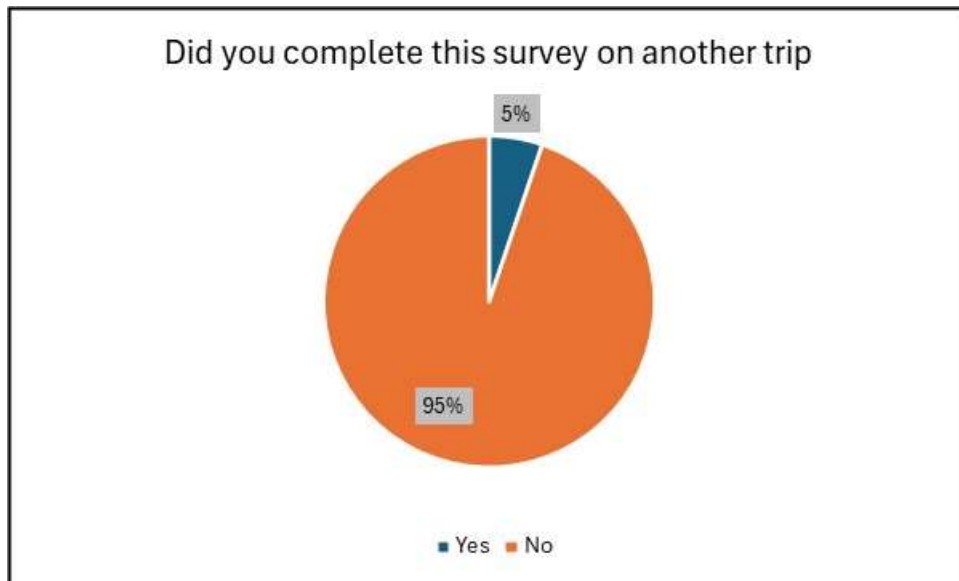
4. SURVEY FINDINGS

The results are based off of the survey instrument which is provided in **Appendix B**.

Only 5% of surveys completed had respondents completed a survey on another bus trip.

Figure 3 – Completed Survey on Another Trip

Did you complete this survey on another trip	Percent
Yes	5.2%
No	94.8%



Route Survey Was Taken. Table 2 below shows the route number that the survey was taken on. The higher ridership routes had the most surveys completed in comparison to lower ridership routes. **Appendix A** shows the breakdown of ridership / sample size goals / surveys collected.

Table 2: Route Survey Was Taken

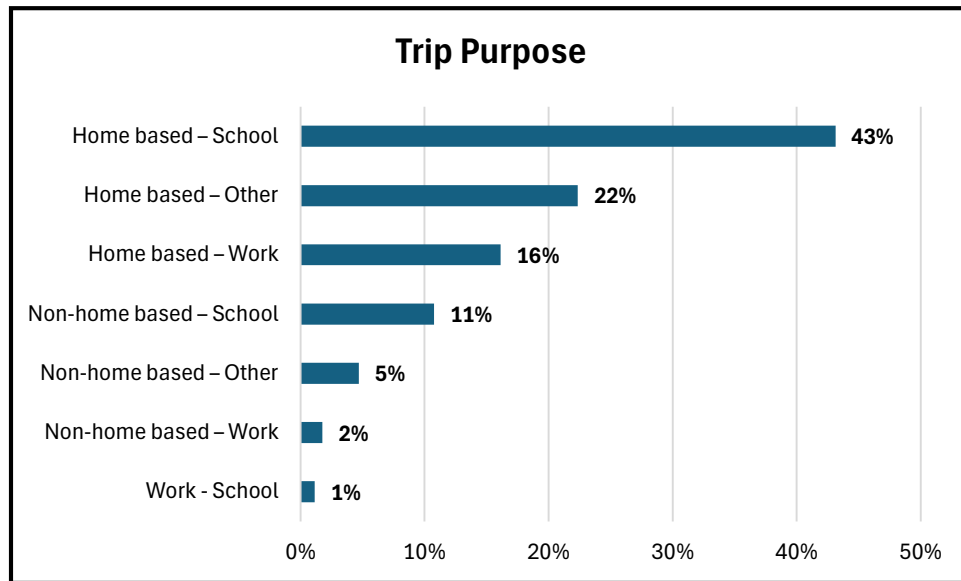
Route	Surveys	Percent
1 - Fairhaven & Downtown	124	4.5%
3 - Airport/Cordata & Airport/Downtown	62	2.3%
9 - Hospital & Downtown	14	0.5%
10 - Eldridge & Downtown	5	0.2%
14 - Fairhaven & Downtown	234	8.5%
14S - WWU	47	1.7%
15 - Cordata/WCC & Downtown	92	3.3%
18 - Hospital & Cordata/WCC	13	0.5%
24 - Cordata	24	0.9%
26 - Lynden & Cordata/WCC	41	1.5%
27 - Ferndale & Cordata/WCC	46	1.7%
29 - Cordata/Kline	13	0.5%
45 - KingMountain & Cordata/WCC	10	0.4%
47 - Harbor & Downtown	17	0.6%
48 - Cordata/WCC & Bakerview Spur	9	0.3%
49 - Downtown & Bakerview Spur	7	0.3%
50 - LummiNation & Cordata/WCC	39	1.4%
71X - Everson/Nooksack/Sumas & Cordata	21	0.8%

Route	Surveys	Percent
72X - Kendall & Bellingham	21	0.8%
75 - Blaine/Birch Bay & Bellingham	23	0.8%
80X - Mt. Vernon & Bellingham	23	0.8%
105 - Fairhaven & Downtown	188	6.8%
105S -Fairhaven & Downtown	23	0.8%
107 - WWU/Samish	109	4.0%
108 - Samish/WWU	120	4.4%
190 -Lincoln St & Downtown	301	10.9%
190S - WWU	185	6.7%
196 - WWU/Lincoln	124	4.5%
197 - Lincoln/WWU	143	5.2%
232 - Cordata/WCC & Downtown	189	6.9%
331 - Cordata/WCC & Downtown	287	10.4%
512 - Sudden Valley & Downtown	68	2.5%
525 - Barkley & Downtown	53	1.9%
533 - Yew St	39	1.4%
540 - Sunset & Downtown	36	1.3%
Total	2,750	100.0%

The majority of transit trips are made for school-related purposes, with home-based school trips accounting for the largest share at 43%. This is followed by home-based other trips at 22%, and home-based work trips at 16%, indicating that while commuting for work is significant, educational trips dominate overall usage. Non-home-based trips are less common, with non-home-based school (101%) and non-home-based other (5%) comprising a smaller portion. Trips directly between work and school (1%) and non-home-based work (2%) represent the smallest shares.

Figure 4 – Trip Purpose

Trip Purpose (Q3 & Q5)	Percent
Home based – School	43.1%
Home based – Other	22.4%
Home based – Work	16.1%
Non-home based – School	10.8%
Non-home based – Other	4.7%
Non-home based – Work	1.8%
Work - School	1.1%

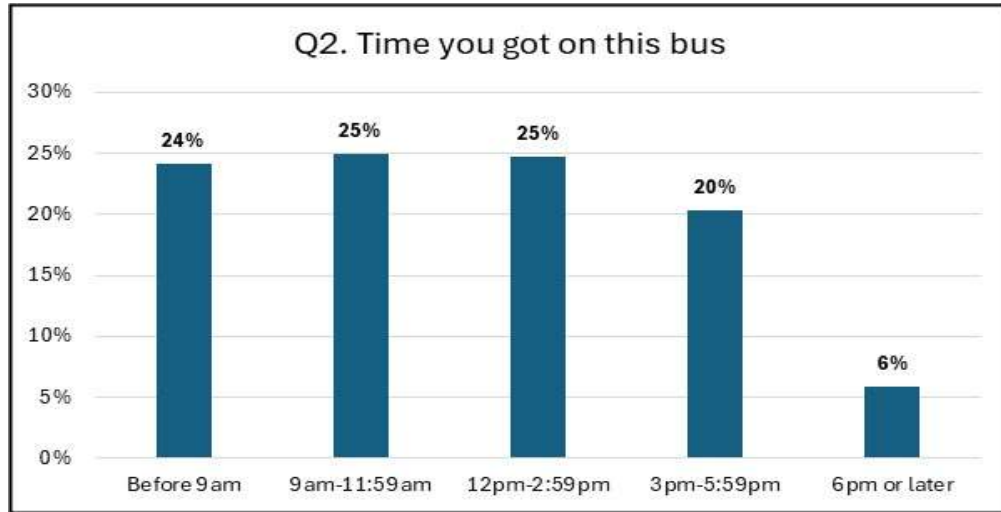


4.1 Where Riders Are Coming From

Half (50%) of surveys were completed in the mid-day time-period between the hours of 9:00a.m. and 2:59p.m. Twenty-four percent of surveys were conducted in the a.m. peak (before 9am), 20% in the p.m. peak (3-5:59p.m.), and 6% in the evening (after 6 p.m.).

Figure 5 – Boarding Time

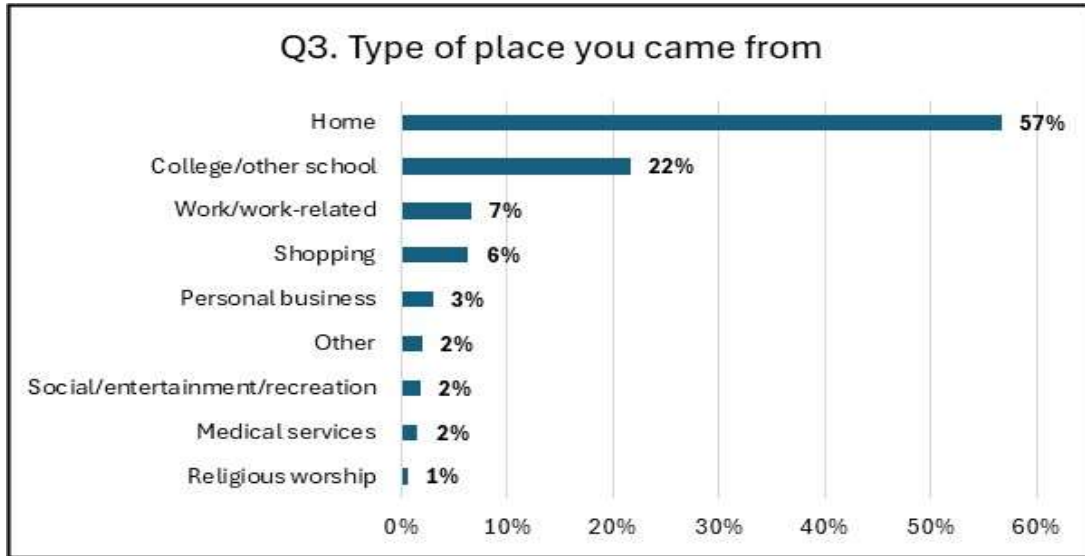
Q2. Time you got on this bus	Percent
Before 9am	24.2%
9am-11:59am	25.0%
12pm-2:59pm	24.7%
3pm-5:59pm	20.3%
6pm or later	5.9%



A majority of riders (57%) begin their trip from home, indicating the transit system's primary role in enabling daily household-based travel. Educational origins comprised the next largest category (22%), reflecting a significant proportion of students using the system for school-related travel. Work-related trips represented 7%, while shopping (6%) and personal business (3%) accounted for smaller but notable shares. Origins such as medical services, social/entertainment, religious worship, and other collectively contributed less than 10% of total trips.

Figure 6 – Origin Place Type

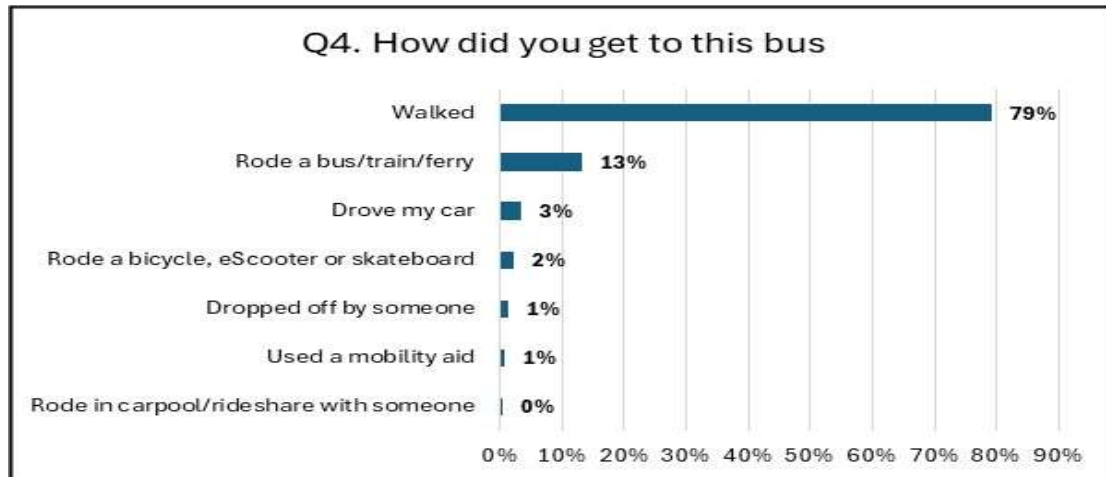
Q3. Type of place you came from	Percent
Home	56.7%
College/other school	21.6%
Work/work-related	6.6%
Shopping	6.3%
Personal business	3.0%
Other	<u>2.0%</u>
Social/entertainment/recreation	1.8%
Medical services	1.5%
Religious worship	0.6%



The vast majority of riders (79%) accessed the bus they were surveyed on by walking, illustrating the strong pedestrian orientation of the system and the importance of stop locations within walkable environments. Transfers from other transit represented the second most common access mode, with 13% of riders arriving via another bus, train, or ferry, indicating substantial intermodal connectivity. A smaller proportion relied on personal vehicles, with 3% driving and 1% being dropped off. Micro-mobility options such as bicycles, e-scooters, or skateboards were used by 2% of riders, while only 1% used a mobility aid. Less than 1% of riders accessed the system via carpool or rideshare arrangements.

Figure 7 – Access Mode

Q4. How did you get to this bus	Percent
Walked	79.2%
Rode a bus/train/ferry	13.2%
Drove my car	3.3%
Rode a bicycle, eScooter or skateboard	2.1%
Dropped off by someone	1.3%
Used a mobility aid	0.7%
Rode in carpool/rideshare with someone	0.3%



Out of the riders that walked to access their bus (79%), riders reported minimal walking time to access their bus stop, indicating that the majority of stops are conveniently located relative to passengers' starting points. Nearly three-quarters of respondents (73%) walked five minutes or less to reach their bus, demonstrating strong proximity and accessibility for most users. An additional 20% walked between six and ten minutes, suggesting that one in five riders experience a moderate access walk. Longer walking times were far less common. Only 4% of respondents walked between 11 and 15 minutes, and 2% reported a walk of 16 to 20 minutes. A very small share—1% each—walked between 21 and 30 minutes or more than 31 minutes.

Table 3: Access Minutes Walked (If Access was Walked)

Q4-1. Number of minutes you walked	Percent
0 to 5	72.7%
6 to 10	19.6%
11 to 15	4.2%
16 to 20	1.6%
21 to 31	1.3%
31 plus	0.7%

Among riders who used a mobility aid, such as a wheelchair, walker, cane, or other assistive device (1%), the majority traveled relatively short distances to access the bus. Forty-six percent of respondents using a mobility aid reported a travel time of six to ten minutes, representing the most common experience among this group. Another 36% indicated that their travel time was five minutes or less. However, nearly one in five mobility-aid users (18%) reported needing more than eleven minutes to reach the bus stop.

Table 4: Access Minutes Mobility Aid (If Access was Mobility Aid)

Q4-2. Number of minutes you used a mobility aid	Percent
0 to 5	36.4%
6 to 10	45.5%
11 plus	18.2%

Riders who accessed transit using a bicycle, eScooter, or skateboard (>1%) experienced generally short travel times to reach their bus stop. More than two-thirds of respondents (68%) reported trips of five minutes or less, indicating that micromobility devices are primarily used for short first-mile connections. An additional 20% traveled between six and ten minutes, reflecting a moderate but manageable trip length for many users. A smaller share of riders (12%) reported micromobility travel times exceeding eleven minutes.

Table 5: Access Minutes Bike/eScooter/Skateboard (If Access was Bike/eScooter/Skateboard)

Q4-3. Number of minutes you rode a bicycle, eScooter or skateboard	Percent
0 to 5	68.0%
6 to 10	20.0%
11 plus	12.0%

Nearly all surveyed riders that transferred for their access (13%), reported using services operated by the Whatcom Transportation Authority (WTA) for the trip on which they were surveyed. WTA accounted for 89% of all responses, confirming its position as the primary transit provider in the region and the dominant service used by participants in this study. A small share of riders reported using other transit providers. Skagit Transit represented 6% of boardings. Intercity rail service Amtrak accounted for 2% of riders.

Table 6: Previous Transfer System

Q4-7. Transit agency	Percent
WTA	89.2%
Skagit Transit	6.1%
Amtrak	2.2%
Flixbus	0.7%
Bus (unknown)	1.9%

Survey results indicate that riders that took another bus prior (13%), transferred from a wide range of routes before boarding the vehicle on which they were surveyed. The most frequently reported transfer occurred from Route 331, which accounted for 14% of responses.

Route 232 was the second most common transfer route, representing 12% of riders. Several other routes contributed smaller but still meaningful shares of transfer activity, including Routes 190 and 108 (each at 6%) and Routes 1 and 14 (each at 5%). The following table shows the top 9 routes transferred from. All other routes were below 3%.

Table 7: Previous Transfer Route (Top 9)

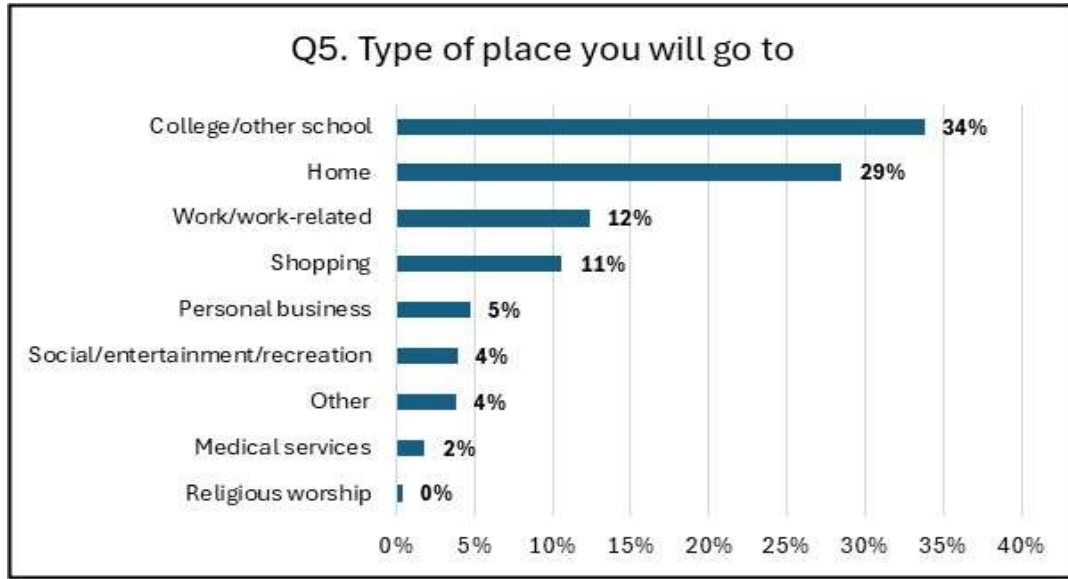
Q4-7. Route number	Percent
331	13.7%
232	12.2%
190	5.5%
108	5.5%
1	4.7%
14	4.7%
3	3.9%
80X	3.1%
50	3.1%

4.2 Where Riders Are Going

WTA rider destination locations indicate that the system plays a critical role in facilitating education-related trips, with 34% of riders traveling to college or other schools, the most common destination reported. Nearly one-third of riders (29%) were headed home, demonstrating the system's importance in daily return travel. Employment-based trips accounted for 12%, while shopping (11%) and personal business (5%) represented other frequent destinations. Smaller shares of riders reported traveling to social or recreational activities (4%), medical services (2%), or other purposes (4%), while virtually no trips were made to religious worship locations.

Figure 8 – Destination Place Type

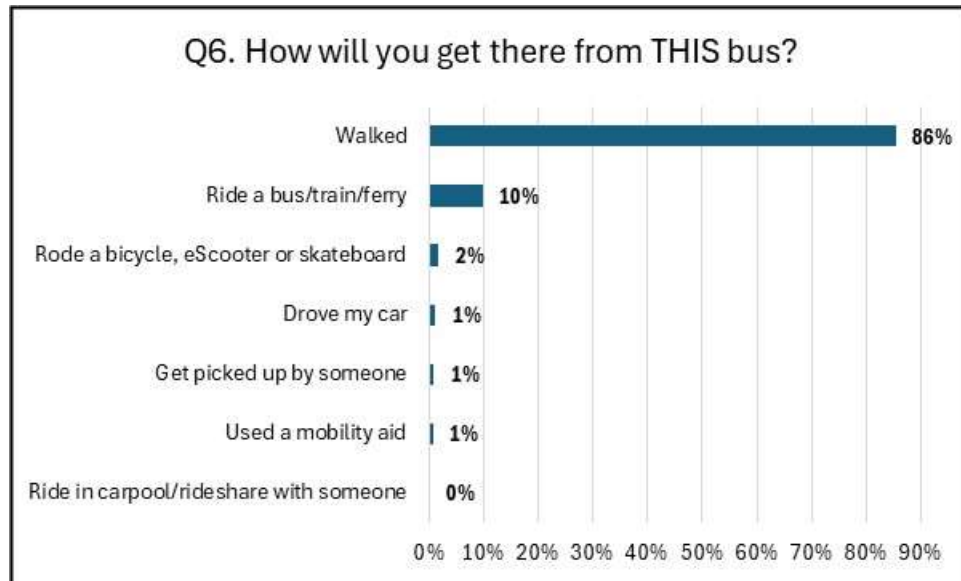
Q5. Type of place you will go to	Percent
College/other school	33.8%
Home	28.5%
Work/work-related	12.4%
Shopping	10.6%
Personal business	4.7%
Social/entertainment/recreation	3.9%
Other	3.8%
Medical services	1.8%
Religious worship	0.4%



The overwhelming majority of riders (86%) completed their trip by walking from the bus stop to their final destination, reinforcing the system's strong pedestrian connectivity and the importance of sidewalk infrastructure near stops. Transfers to another bus, train, or ferry represented the next most common egress method at 10%, highlighting the role of multi-leg transit journeys. Micro-mobility options such as bicycles, e-scooters, or skateboards accounted for 2% of riders, while very small portions of passengers relied on personal vehicles or were picked up (1% each). Less than 1% of riders continued their trip via carpool or rideshare.

Figure 9 – Egress Mode

Q6. How will you get there from THIS bus?	Percent
Walked	85.5%
Ride a bus/train/ferry	9.9%
Rode a bicycle, eScooter or skateboard	1.7%
Drove my car	1.2%
Get picked up by someone	0.9%
Used a mobility aid	0.7%
Ride in carpool/rideshare with someone	0.2%



Out of those riders that walked to their destination (86%), the majority of riders reported short walking times to reach their destination reinforcing the system's strong spatial accessibility. Nearly three-quarters (74%) of respondents walked five minutes or less, demonstrating that most riders end their trips within close proximity to a bus stop. An additional 20% reported walking between six and ten minutes, indicating that one in five riders experience a moderate walk when accessing transit. Longer access walks were relatively uncommon.

Table 8: Egress Minutes Walked (If Egress was Walk)

Q6-1. Number of minutes you walked	Percent
0 to 5	73.6%
6 to 10	20.7%
11 to 15	3.1%
16 to 20	1.3%
21 to 31	0.8%
31 plus	0.4%

Among riders who used a mobility aid, such as a wheelchair, walker, cane, or other assistive device (1%) for their egress, travel times to reach the bus stop were split between very short and extended access durations. More than four out of five riders (82%) using a mobility aid reported traveling five minutes or less to reach the bus stop, indicating that most accessibility-dependent riders begin their journey in close proximity to transit.

Table 9: Egress Minutes Mobility Aid (If Egress was Mobility Aid)

Q6-2. Number of minutes you used a mobility aid	Percent
0 to 5	81.8%
6 to 10	0.0%
11 plus	18.2%

Out of those riders who used a bicycle, eScooter, or skateboard to reach their destination (2%), generally experienced short travel times, highlighting the effectiveness of micromobility as a last-mile egress option. Nearly three quarters (69%) of respondents reported trips of five minutes or less, reflecting that micromobility devices are primarily used for close-proximity travel to fixed-route transit. An additional 19% traveled six to ten minutes, indicating that a portion of riders use micromobility to extend their access radius beyond a short walk. A smaller share (13%) reported travel times exceeding eleven minutes.

Table 10: Egress Minutes Bike/eScooter/Skateboard (If Egress was Bike/eScooter/Skateboard)

Q6-3. Number of minutes you rode a bicycle, eScooter or skateboard	Percent
0 to 5	68.8%
6 to 10	18.8%
11 plus	12.5%

Survey responses indicate that the overwhelming majority of riders that transferred for egress (10%), transferred to services operated by the Whatcom Transportation Authority (WTA) after the bus on which they were surveyed. WTA accounted for 91% of reported transfers. A much smaller portion of riders transferred from other systems. Skagit Transit represented 6% of transfers, reflecting regional travel between counties or cross-system connectivity. Long-distance and specialized services played only a marginal role, with Amtrak accounting for 1% of transfers.

Table 11: Post Transfer System

Q6-7. Transit agency	Percent
WTA	90.9%
Skagit	5.6%
Amtrak	1.0%
Bus (unknown)	2.5%

Survey results indicate that riders that took another bus for their egress (10%), transferred to a wide range of routes after exiting the vehicle on which they were surveyed. The most frequently reported transfer occurred from Route 29, , which accounted for 16% of responses. Route 232 was the second most common transfer route, representing 13% of riders. Several other routes contributed smaller but still meaningful shares of transfer activity, including Route 14 (9%). The following table shows the top 10 routes transferred from. All other routes were below 3%.

Table 12: Post Transfer Route (Top 10)

Q6-7. Route number	Percent
29	16.0%
232	12.7%
14	9.4%
15	5.5%
105	5.0%
3	4.4%
190	3.9%
80X	3.3%
27	3.3%
525	3.3%

4.3 WTA Report Card

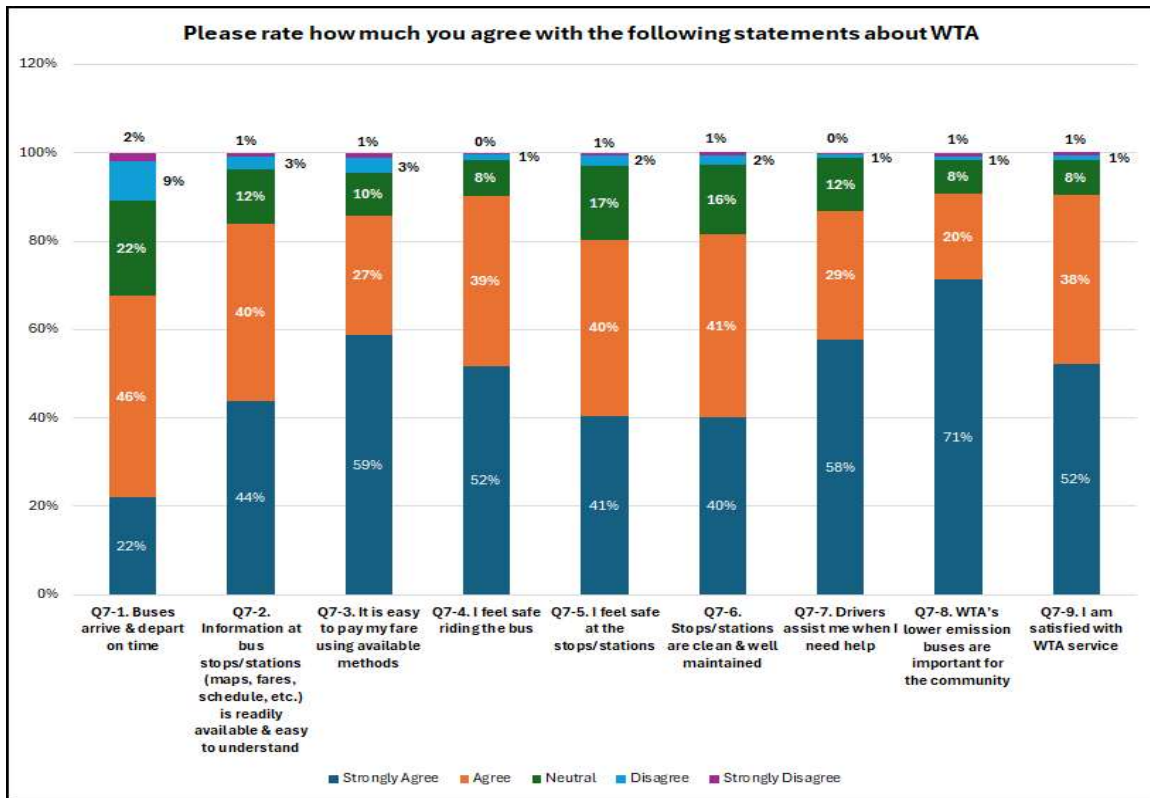
Survey feedback demonstrates consistently positive perceptions of WTA's core service functions and reliability. Riders expressed confidence in the system's timeliness, with 68% agreeing or strongly agreeing that buses arrive and depart on schedule. Access to service information was also rated highly, with 84% of respondents indicating that maps, fares, and schedule details at stops and stations are easy to understand. Additionally, fare payment systems continue to perform well, as nearly nine out of ten riders (86%) reported that paying their fare is easy using the available methods.

Safety continues to be a defining strength for the agency. More than 90% of riders stated they feel safe while riding WTA buses, and although perceptions of safety at stops and stations were slightly more varied, a strong majority (80%) still expressed confidence in station environments. Cleanliness and maintenance standards remain favorable, with over 81% of respondents agreeing that stops and stations are well maintained. These findings indicate that both onboard and off-board environments contribute positively to the overall rider experience.

Customer engagement and community alignment further strengthen WTA's reputation. Nearly 87% of riders agree that drivers assist them when needed, reinforcing the agency's emphasis on quality customer service. The strongest indicator of public support was associated with WTA's sustainability efforts: over 90% of respondents believe that the agency's lower-emission buses are important for the community. This aligns closely with broader satisfaction levels, as 90% of riders report being satisfied with WTA service overall.

Figure 10 – WTA Ratings

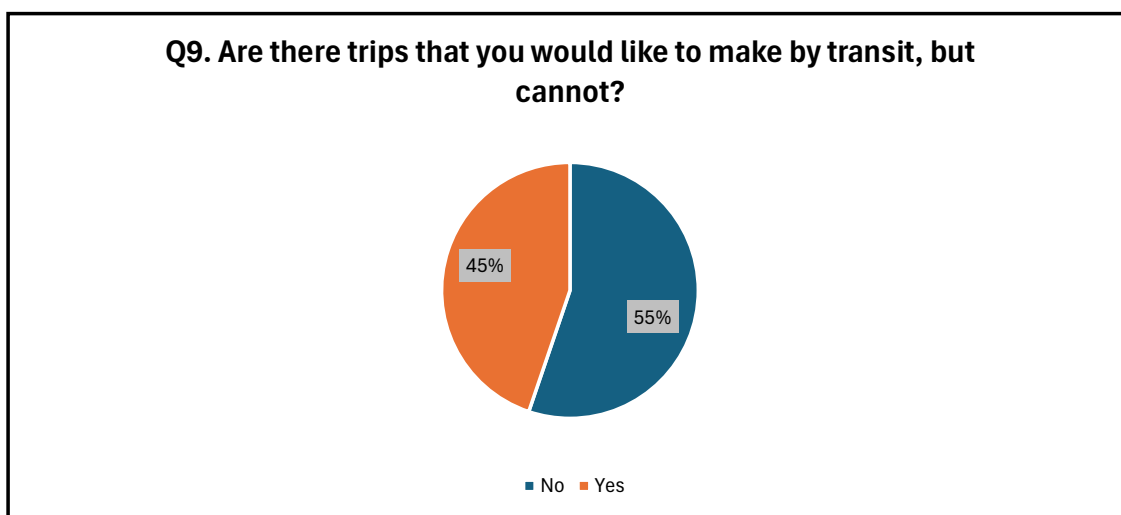
Please rate how much you agree with the following statements about WTA	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q7-1. Buses arrive & depart on time	22.1%	45.6%	21.5%	8.8%	1.9%
Q7-2. Information at bus stops/stations (maps, fares, schedule, etc.) is readily available & easy to understand	43.9%	40.1%	12.3%	2.9%	0.8%
Q7-3. It is easy to pay my fare using available methods	58.7%	27.2%	9.5%	3.4%	1.2%
Q7-4. I feel safe riding the bus	51.7%	38.5%	8.2%	1.2%	0.4%
Q7-5. I feel safe at the stops/stations	40.5%	39.8%	16.7%	2.3%	0.7%
Q7-6. Stops/stations are clean & well maintained	40.2%	41.3%	15.9%	2.0%	0.7%
Q7-7. Drivers assist me when I need help	57.8%	28.9%	12.2%	0.7%	0.4%
Q7-8. WTA's lower emission buses are important for the community	71.3%	19.5%	7.6%	0.7%	0.8%
Q7-9. I am satisfied with WTA service	52.1%	38.4%	7.8%	1.1%	0.7%



Riders were asked whether there are trips they would like to make by transit but currently cannot. A majority of respondents (55%) indicated that the existing transit system adequately meets their travel needs. However, a significant portion (45%) reported that there are destinations or trip types they are unable to access using current transit services.

Figure 11 – Trips Not Accessible by Transit

Q9. Are there trips that you would like to make by transit, but cannot?	Percent
No	55.2%
Yes	44.8%

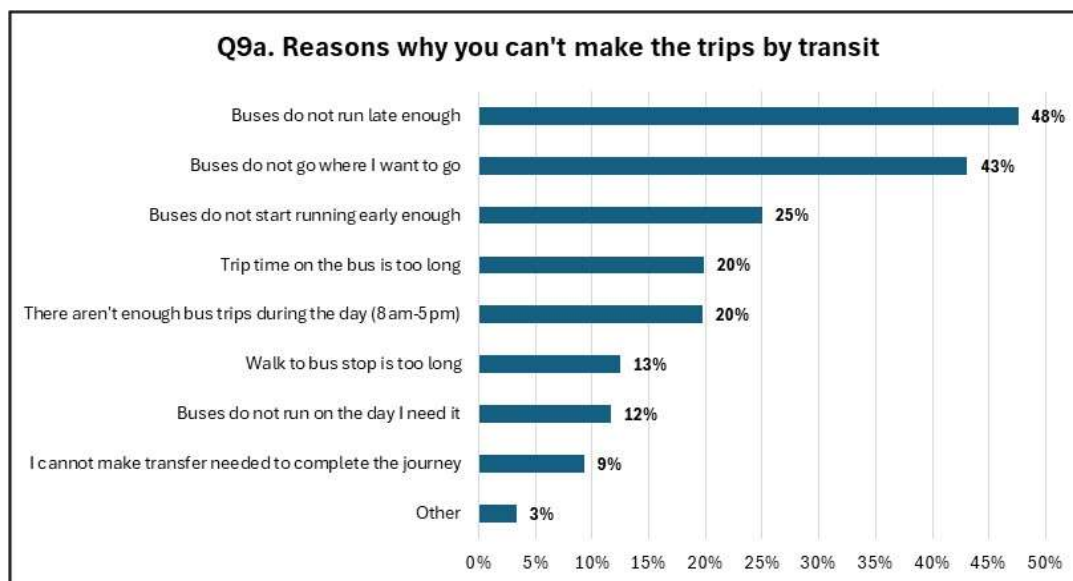


Among respondents who indicated that there are trips they would like to make by transit but cannot, several key barriers emerged. The most commonly cited issue was that buses do not run late enough, reported by 48% of riders. Similarly, 43% stated that buses do not go where they want to go, indicating significant gaps in route coverage. Service span limitations were also a recurring theme. Twenty-five percent of respondents noted that buses do not start early enough, and 12% reported that buses do not run on the days they need service. In addition, 20% felt that there are not enough trips during the day, and another 20% indicated that the trip time on the bus is too long, suggesting concerns related to service frequency and travel efficiency.

Access barriers were identified as well: 13% of riders said that the walk to the bus stop is too long, and 9% reported an inability to make the necessary transfer to complete their trip. A smaller share (3%) selected other reasons, reflecting individualized concerns not captured in the response categories provided. This question was asked as multiple choice, allowing for more than one response. The total percentage will be greater than 100%.

Figure 12 – Trips Not Accessible by Transit Reason

Q9a. Reasons why you can't make the trips by transit	Percent
Buses do not run late enough	47.6%
Buses do not go where I want to go	43.1%
Buses do not start running early enough	25.0%
Trip time on the bus is too long	19.8%
There aren't enough bus trips during the day (8am-5pm)	19.7%
Walk to bus stop is too long	12.5%
Buses do not run on the day I need it	11.6%
I cannot make transfer needed to complete the journey	9.3%
Other	3.3%

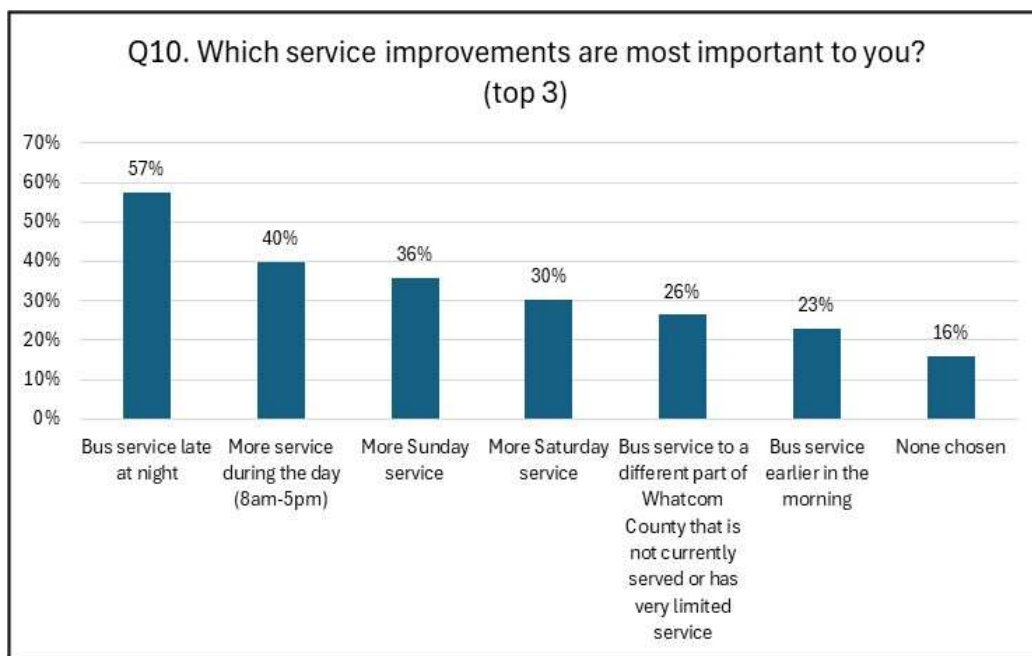


Riders expressed the strongest demand for expanded service hours, particularly in the late evening. More than half of respondents (57%) identified bus service late at night as their top priority. Additional daytime service enhancements were also a notable request, with nearly 40% of riders seeking increased service between 8 a.m. and 5 p.m. Interest in expanded weekend service was also substantial, with 36% of riders prioritizing more Sunday service and 30% requesting improved Saturday service, highlighting the need for greater flexibility and frequency across the full week.

Beyond service frequency and hours, geographic expansion emerged as a secondary yet meaningful priority. Over one-quarter of respondents (26%) expressed a desire for bus service to areas of Whatcom County that currently have limited or no transit access. Demand for earlier morning service was identified by 23% of riders, illustrating the travel needs of early-shift workers, students, and commuters. Only 15.9% of respondents indicated no improvements were needed.

Figure 13 – Service Improvements Top Choice

Q10. Which service improvements are most important to you? (top 3)	Percent
Bus service late at night	57.4%
More service during the day (8am-5pm)	39.7%
More Sunday service	35.8%
More Saturday service	30.3%
Bus service to a different part of Whatcom County that is not currently served or has very limited service	26.4%
Bus service earlier in the morning	22.9%
None chosen	15.9%



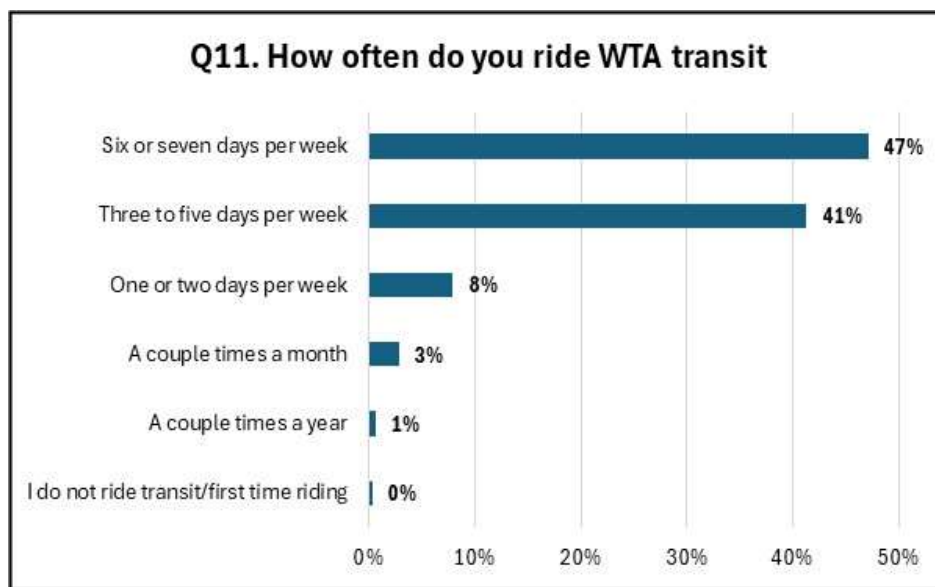
4.4 How Riders Use Transit

Survey results indicate that most riders are frequent users of WTA transit services. Nearly half of respondents (47%) reported riding transit six or seven days per week, underscoring a strong dependence on public transportation for daily mobility needs. Another 41% ride three to five days per week, meaning that 88% of riders use the system at least several times per week. Far fewer respondents indicated occasional use, with only 8% riding one or two days per week and 3% using the system a couple of times a month. Infrequent use was minimal, just 1% ride a couple of times a year, and less than 1% indicated that they were first-time or non-transit riders.

These findings suggest that WTA's rider base primarily consists of habitual users who rely on the service as a regular part of their weekly travel patterns.

Figure 14 – Transit Use Frequency

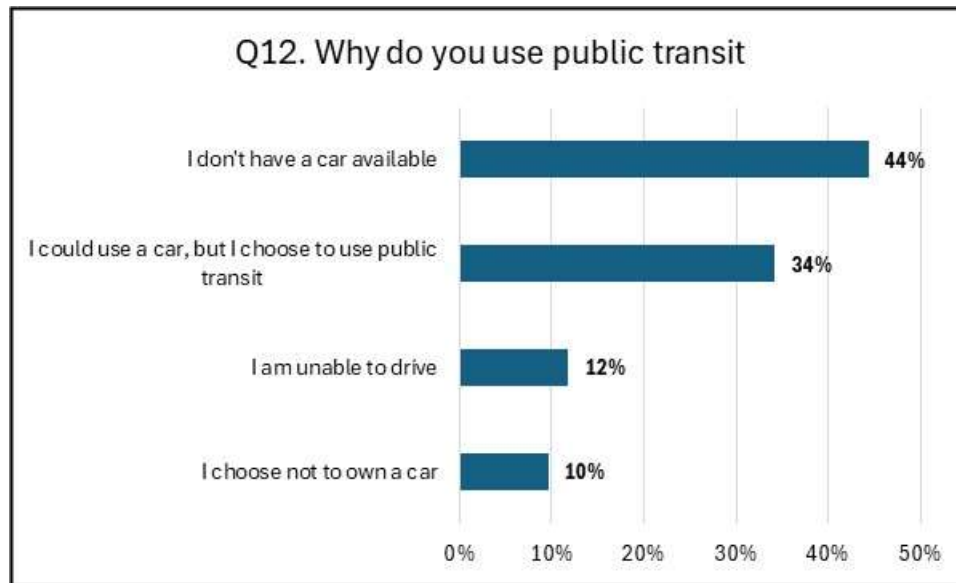
Q11. How often do you ride WTA transit	Percent
Six or seven days per week	47.1%
Three to five days per week	41.3%
One or two days per week	7.9%
A couple times a month	2.8%
A couple times a year	0.6%
I do not ride transit/first time riding	0.3%



The most common reason riders use public transit is a lack of access to a personal vehicle. Forty-four percent of respondents reported that they do not have a car available, indicating that WTA services play a critical role in meeting the mobility needs of individuals without other transportation options. An additional 34% stated that they could use a car but choose to use public transit instead. This suggests that a substantial portion of riders view transit as a preferred or more convenient travel mode, even when alternatives are available. Twelve percent of respondents indicated that they are unable to drive, which further underscores the system's importance in serving populations with limited transportation independence. Another 10% reported that they choose not to own a car.

Figure 15 –Transit Use Reason

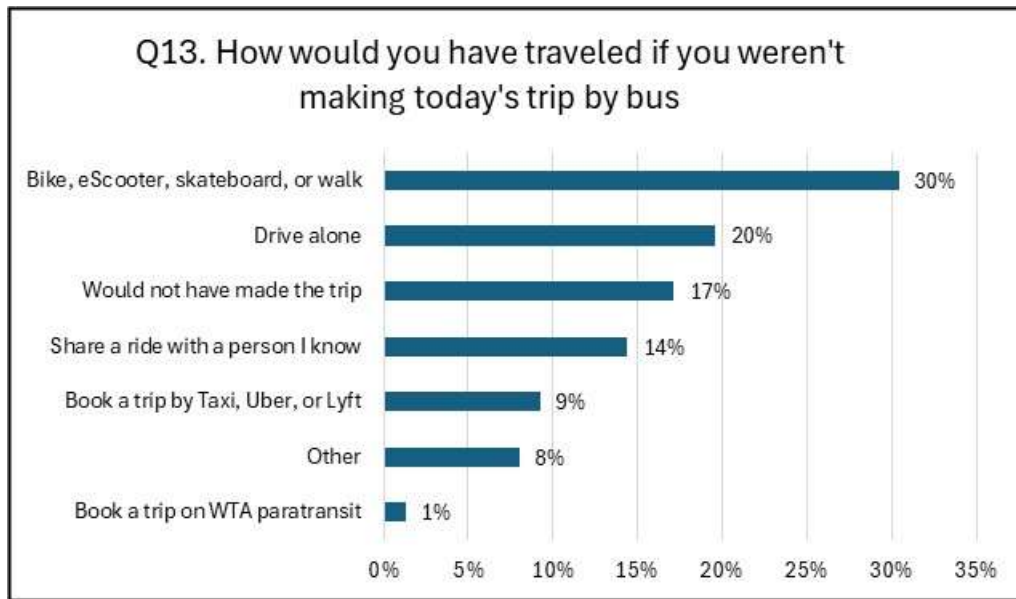
Q12. Why do you use public transit	Percent
I don't have a car available	44.3%
I could use a car, but I choose to use public transit	34.2%
I am unable to drive	11.8%
I choose not to own a car	9.7%



When asked how riders would have traveled if they were not making their current trip by bus, nearly one-third of riders (30%) stated that they would have biked, used an eScooter, skateboarded, or walked. Twenty percent of respondents indicated they would have driven alone, while 14% reported they would have shared a ride with someone they know. Additionally, 9% said they would have booked a trip using a ride-hailing service such as Taxi, Uber, or Lyft. At the same time, 17% of respondents stated that they would not have made the trip at all without transit, demonstrating that WTA provides essential access that enables travel which might otherwise be foregone. A small number of riders selected other travel options (8%), and only 1 percent indicated they would have booked a trip on WTA paratransit.

Figure 16 – Alternative Travel Mode

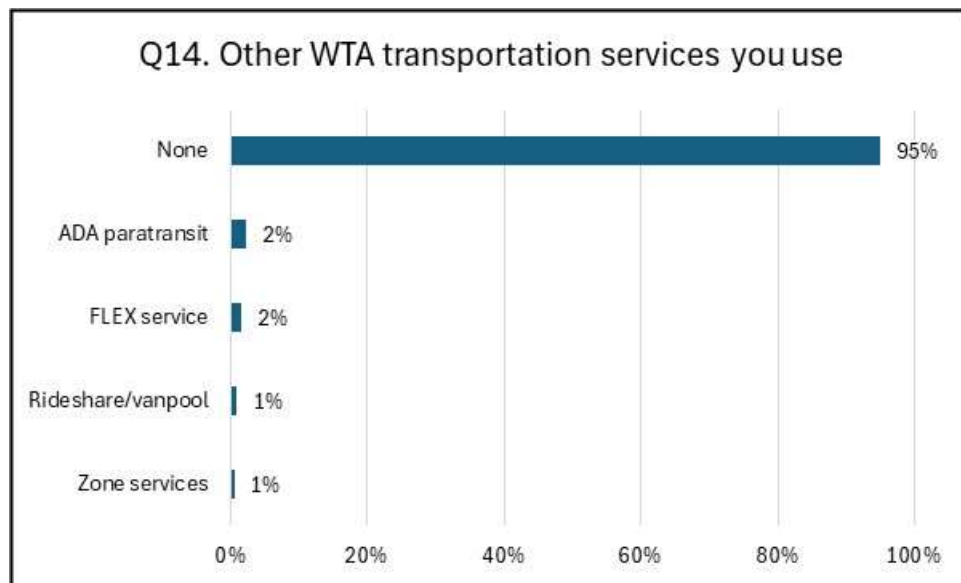
Q13. How would you have traveled if you weren't making today's trip by bus	Percent
Bike, eScooter, skateboard, or walk	30.4%
Drive alone	19.6%
Would not have made the trip	17.1%
Share a ride with a person I know	14.4%
Book a trip by Taxi, Uber, or Lyft	9.3%
Other	8.0%
Book a trip on WTA paratransit	1.3%



The vast majority of surveyed riders (95%) reported that they do not use any additional WTA transportation services beyond the fixed-route bus system. Among riders who do use other services, participation is relatively limited. ADA paratransit was the most frequently used complementary service, cited by 2% of respondents. Smaller proportions reported using FLEX service (2%), rideshare or vanpool programs (1%), and Zone services (1%). These findings suggest that while alternative WTA transportation programs are available, their usage is significantly lower compared to the fixed-route system.

Figure 17 – Additional WTA Services Used

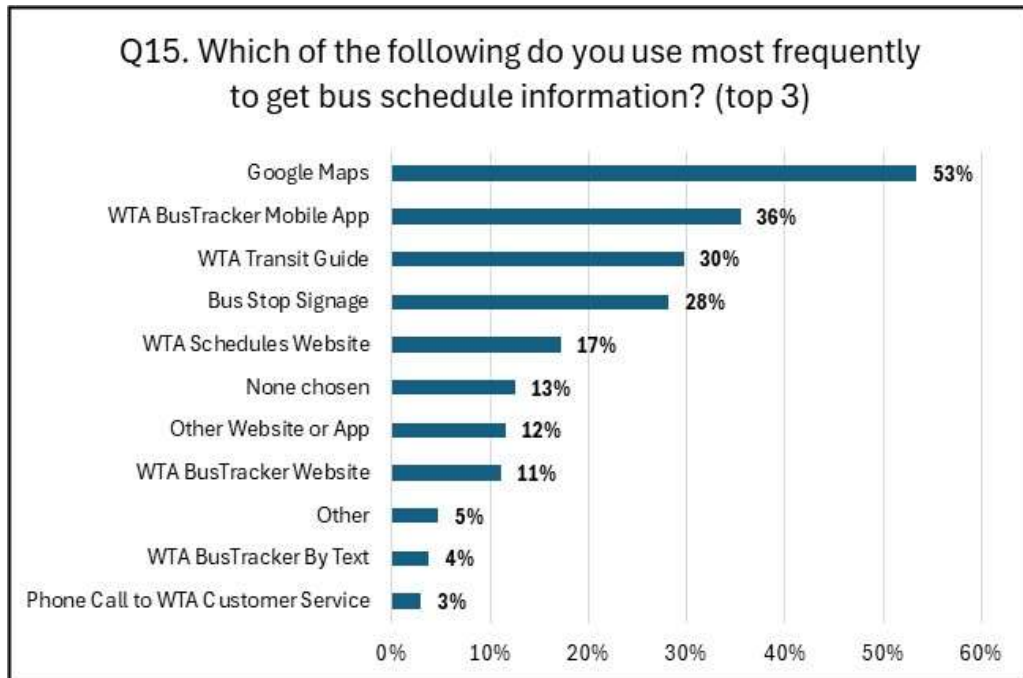
Q14. Other WTA transportation services you use	Percent
None	95.0%
ADA paratransit	2.4%
FLEX service	1.6%
Rideshare/vanpool	0.9%
Zone services	0.6%



Riders rely heavily on digital tools to access bus schedule information, with Google Maps emerging as the dominant choice among respondents. More than half of riders (53%) reported using Google Maps most frequently. The WTA BusTracker Mobile App was the second most utilized tool, with 36% of riders relying on it for schedule information, followed closely by the WTA Transit Guide at 30%. While digital options lead overall, traditional resources still play a meaningful role. Nearly 28% of riders reported using bus stop signage. Web-based options, including the WTA Schedules Website (17%) and other apps or websites, remain relevant for a smaller portion of users.

Figure 18 – Receive Buse Schedule Information

Q15. Which of the following do you use most frequently to get bus schedule information? (top 3)	Percent
Google Maps	53.4%
WTA BusTracker Mobile App	35.5%
WTA Transit Guide	29.7%
Bus Stop Signage	28.2%
WTA Schedules Website	17.2%
None chosen	12.5%
Other Website or App	11.6%
WTA BusTracker Website	11.1%
Other	4.7%
WTA BusTracker By Text	3.8%
Phone Call to WTA Customer Service	3.0%



4.5 Rider Demographics

Survey results show that more than half of riders reside within ZIP code 98225, which accounted for 53% of respondents and represents the primary residential area served by WTA. The next most common ZIP code was 98226, reported by 13% of riders, followed closely by 98229 at 12%. Smaller shares of riders reported living in ZIP codes 98248 (3%) and 98264 (2%). All other reported zip codes are less than 2%. The map below shows only those reported zip codes in the region. Some other zip codes (regional visitors) include states such as Arizona, California, Colorado, Florida, Indiana, Illinois, Michigan, Minnesota, Pennsylvania, and Texas.

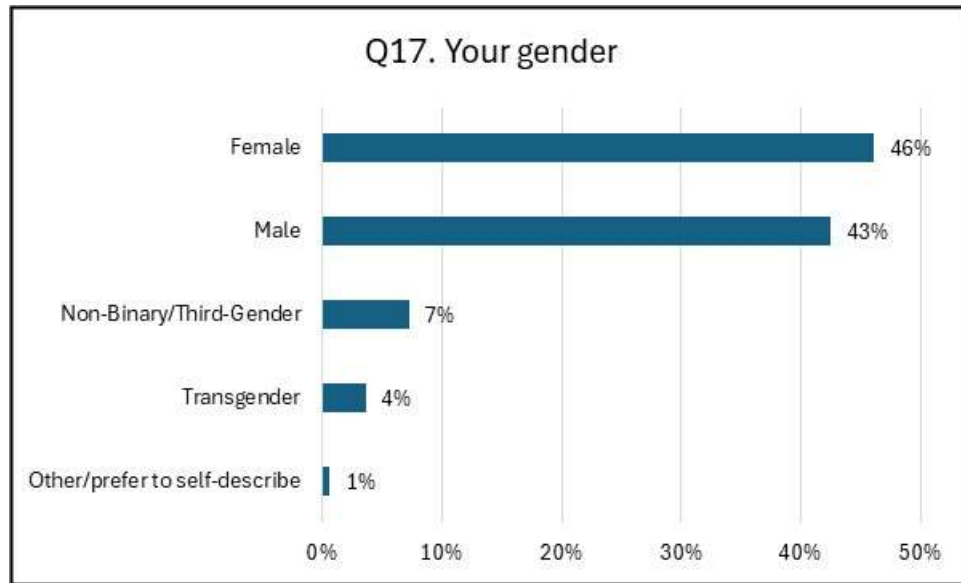
Figure 19 – Home Zip Codes (Top 5 Zip)

Q16. Your home zip code	Percent
98225	52.9%
98226	13.2%
98229	12.4%
98248	2.9%
98264	1.7%

The gender composition of WTA riders reflects a relatively balanced distribution, with a slight majority identifying as female. Forty-six percent of respondents reported being female, while 43% identified as male. This near-even split suggests that WTA services are used by riders of all genders at comparable rates. A smaller but notable share of the rider population identified outside the traditional gender binary. Seven percent of respondents reported being non-binary or third gender, and an additional 4% identified as transgender. One percent selected “other” or chose to self-describe their gender identity. These findings highlight the diversity of WTA’s ridership and underscore the importance of maintaining an inclusive and welcoming transit environment for all passengers.

Figure 20 – Gender

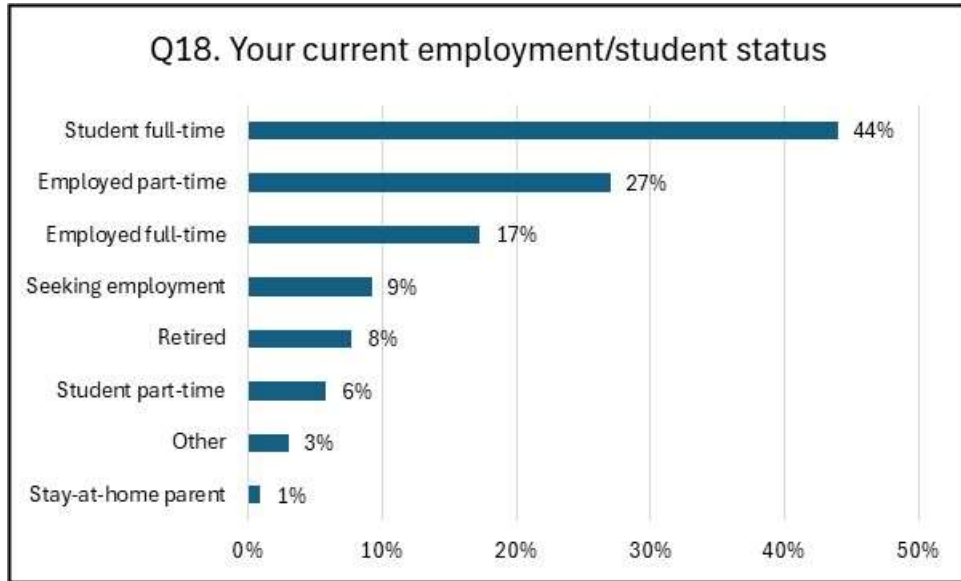
Q17. Your gender	Percent
Female	46.1%
Male	42.5%
Non-Binary/Third-Gender	7.2%
Transgender	3.6%
Other/prefer to self-describe	0.6%



Survey findings show that transit plays a critical role in supporting students, with full-time students making up the largest share of riders at 44%, another 6% identified as part-time students. Employment-related travel also represents a significant portion of ridership. Twenty-seven percent of respondents reported being employed part-time, and 17% indicated they were employed full-time. An additional 9% were seeking employment, suggesting that transit provides essential mobility for those actively engaged in the job market. Smaller proportions of riders identified as retired (8%), in the “other” category (3%), or as stay-at-home parents (1%). These results highlight the diverse purposes for which riders rely on public transit, with a strong emphasis on education and employment-related travel.

Figure 21 – Employment / Student Status

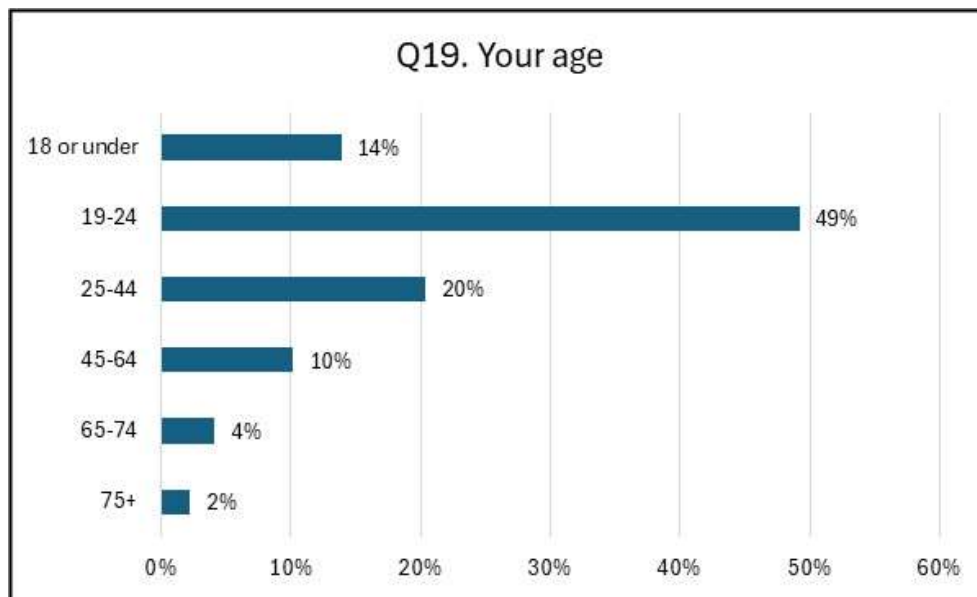
Q18. Your current employment/student status	Percent
Student full-time	44.0%
Employed part-time	27.0%
Employed full-time	17.3%
Seeking employment	9.2%
Retired	7.7%
Student part-time	5.8%
Other	3.0%
Stay-at-home parent	0.9%



The age profile of WTA riders is heavily concentrated among younger adults. Nearly half of all respondents (49%) reported being between the ages of 19 and 24, making this group by far the largest segment of the ridership. An additional 14% indicated they were 18 or younger, further demonstrating that WTA services are a key mobility resource for youth and young adults. Riders aged 25 to 44 accounted for 20% of respondents, while 10% were between 45 and 64 years old. Older adults represented a smaller share of the ridership, with 4% between ages 65 and 74 and 2% aged 75 or older.

Figure 22 – Age

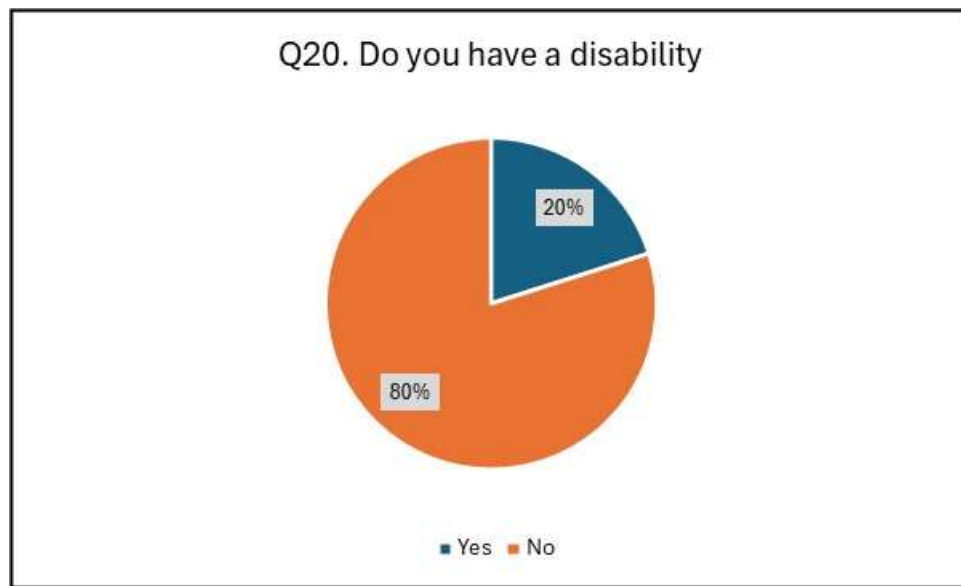
Q19. Your age	Percent
18 or under	13.9%
19-24	49.2%
25-44	20.4%
45-64	10.2%
65-74	4.1%
75+	2.2%



One in five riders reported having a disability, with 20% of respondents indicating that they live with a condition that may affect their mobility or daily activities. The remaining 80% reported no disability. This finding illustrates that WTA plays an important role in providing accessible transportation options, ensuring equitable mobility for individuals with disabilities who rely on transit to reach essential destinations.

Figure 23 – Disability Status

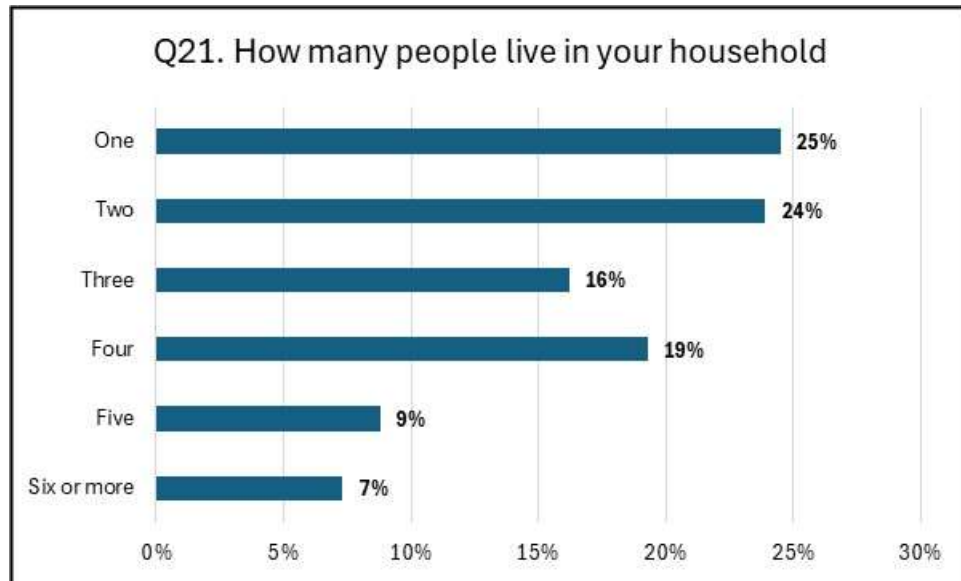
Q20. Do you have a disability	Percent
Yes	20.1%
No	79.9%



Survey results indicate that most WTA riders live in relatively small households. One-quarter of respondents (25%) reported living alone, making single-person households the most common among transit users. Nearly the same share (24%) reported living in two-person households. Households with three or four people were also well represented, accounting for 16% and 19% of riders, respectively. Larger households were less common with 9% of respondents living in five-person households, and 7% reported six or more people in their home.³

Figure 24 – Household Size

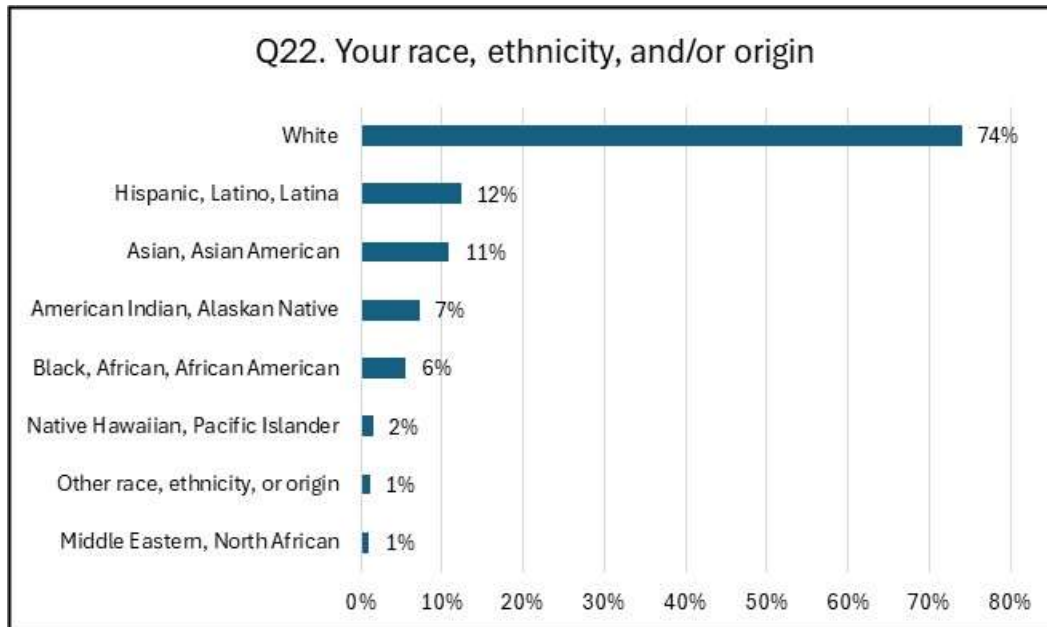
Q21. How many people live in your household	Percent
1	24.5%
2	23.9%
3	16.2%
4	19.3%
5	8.8%
6+	7.3%



The majority of surveyed WTA riders identified as White, representing 74% of respondents. Hispanic–Latino riders accounted for 12%, making them the second largest demographic group, followed by Asian or Asian American riders at 11%. Smaller proportions of respondents identified as American Indian or Alaskan Native (7%) and Black-African American (6%). Two percent of riders identified as Native Hawaiian or Pacific Islander (2%), another race or ethnicity not listed (1%), or Middle Eastern or North African (1%).

Figure 25 – Race / Ethnicity

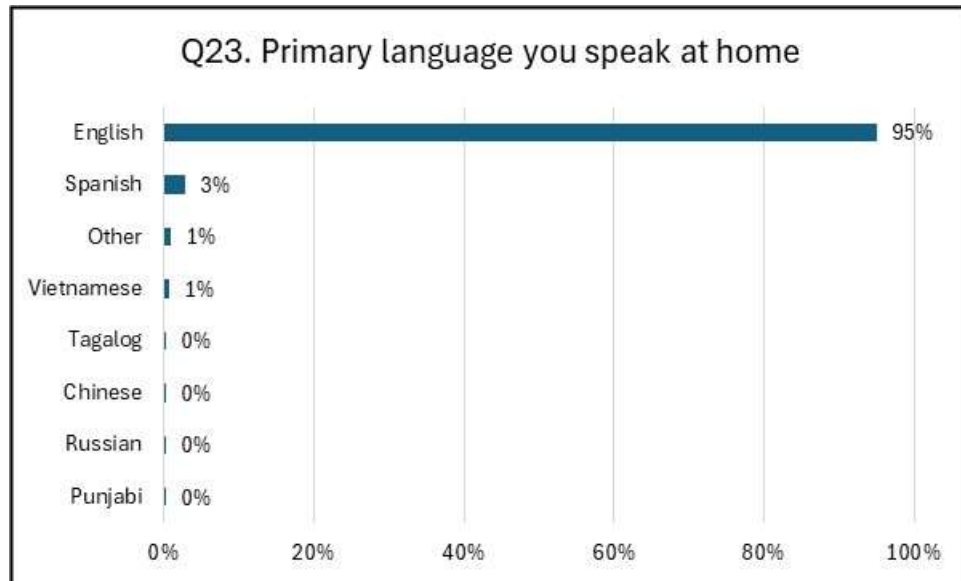
Q22. Your race, ethnicity, and/or origin	Percent
White	74.0%
Hispanic, Latino, Latina	12.3%
Asian, Asian American	10.9%
American Indian, Alaskan Native	7.2%
Black, African, African American	5.6%
Native Hawaiian, Pacific Islander	1.5%
Other race, ethnicity, or origin	1.1%
Middle Eastern, North African	1.0%



Nearly all surveyed riders reported speaking English as their primary language at home, with 95 percent selecting English. Spanish was the second most common language, spoken by 3% of respondents, though its share was significantly smaller in comparison. Other languages were represented at much lower levels, each comprising less than one percent of responses. These included Vietnamese, Punjabi, Russian, Chinese, and Tagalog.

Figure 26 – Primary Home Language

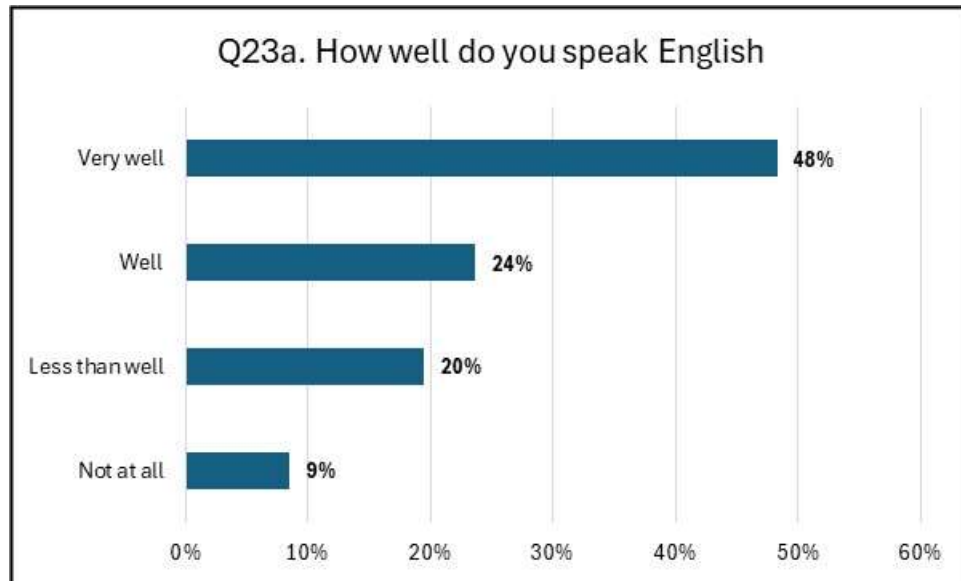
Q23. Primary language you speak at home	Percent
English	94.9%
Spanish	2.8%
Other	0.9%
Vietnamese	0.7%
Punjabi	0.2%
Russian	0.2%
Chinese	0.2%
Tagalog	0.2%



Out of those riders that speak another language other than English at home, nearly half (48%) reported a strong level of English proficiency indicating they speak English *very well*, while an additional 24% stated they speak it *well*. However, a notable share of riders reported more limited proficiency. Twenty percent of riders that speak another language other than English at home indicated they speak English *less than well*, and 9% reported that they do not speak English *at all*. These results highlight the importance of providing multilingual resources and clear, accessible communication to ensure that all riders regardless of language ability can navigate the transit system successfully.

Figure 27 – English Proficiency

Q23a. How well do you speak English	Percent
Very well	48.3%
Well	23.7%
Less than well	19.5%
Not at all	8.5%

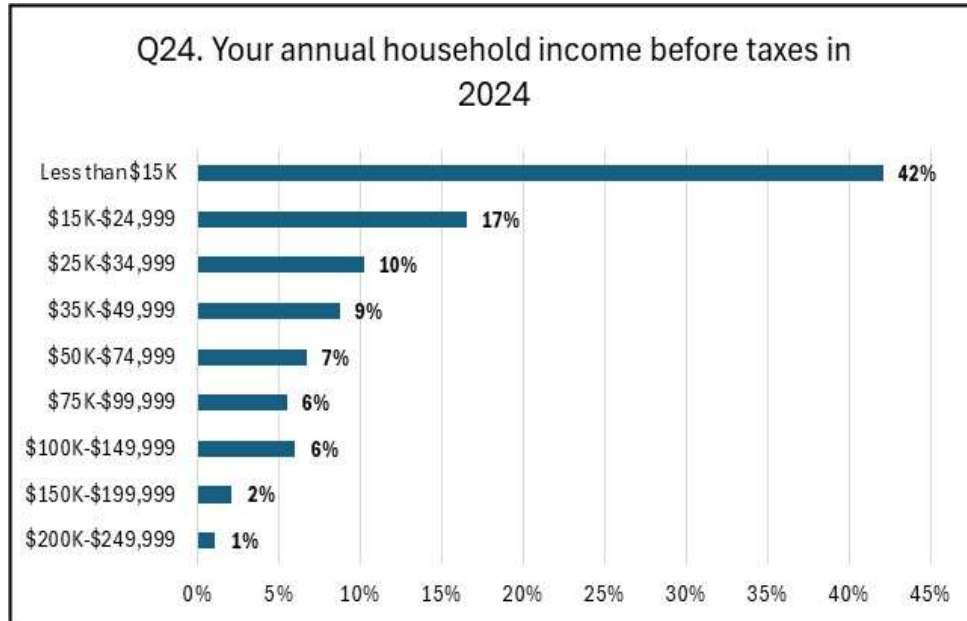


Survey data indicate that WTA riders are predominantly from lower-income households. More than two in five respondents (42%) reported an annual household income of less than \$15,000, highlighting the essential role that public transit plays in providing mobility for individuals with limited financial resources. An additional 17% reported household incomes between \$15,000 and \$24,999, while 10% fell within the \$25,000 to \$34,999 range. Nine percent reported incomes between \$35,000 and \$49,999, and 7% earned between \$50,000 and \$74,999 annually.

Higher income categories represented a smaller share of the rider base. Six percent of respondents reported incomes between \$75,000 and \$99,999, and another 6% reported income between \$100,000 and \$149,999. Only 2% had incomes between \$150,000 and \$199,999, and 1% reported incomes between \$200,000 and \$249,999.

Figure 28 – Household Income

Q24. Your annual household income before taxes in 2024	Percent
Less than \$15K	42.1%
\$15K-\$24,999	16.5%
\$25K-\$34,999	10.2%
\$35K-\$49,999	8.7%
\$50K-\$74,999	6.7%
\$75K-\$99,999	5.5%
\$100K-\$149,999	6.0%
\$150K-\$199,999	2.1%
\$200K-\$249,999	1.1%
\$250K+	1.2%



APPENDIX A SURVEY SAMPLING PLAN

Route #	WEEKDAY			WEEKEND		
	Route Total Ridership	Route Sample Size	Total Surveys Collected	Route Total Ridership	Route Sample Size	Total Surveys Collected
1	504	55	99	272	8	25
3	367	40	51	154	5	11
9	23	3	4	17	1	10
10	24	3	4			
14	1,594	175	211	525	16	23
14S	206	23	47	206		
15	552	61	82	272	8	10
18	43	5	11	31	1	2
24	102	11	20	58	2	4
26	271	30	33	112	3	8

2025 Fixed Route Passenger Survey

Route #	WEEKDAY			WEEKEND		
	Route Total Ridership	Route Sample Size	Total Surveys Collected	Route Total Ridership	Route Sample Size	Total Surveys Collected
27	307	34	38	103	3	8
29	81	9	12	33	1	1
45	40	4	6	35	1	4
47	92	10	12	81	2	5
48	6	1	8	4	1	1
49	32	4	4	10	1	3
50	208	23	32	131	4	7
71X	67	7	14	16	1	7
72X	151	17	19	65	2	2
75	166	18	21	41	1	2
80X	90	10	11	22	1	12

Route #	WEEKDAY			WEEKEND		
	Route Total Ridership	Route Sample Size	Total Surveys Collected	Route Total Ridership	Route Sample Size	Total Surveys Collected
105	1,253	138	148			
105S	104	11	23	583	17	40
107	690	76	100	154	5	9
108	764	84	100	298	9	20
190	1,624	179	233	1,129	34	68

2025 Fixed Route Passenger Survey

190S	1,552	171	185			
196	676	74	105	290	9	19
197	717	79	113	326	10	30
232	1,492	164	167	533	16	22
331	2,220	244	245	1,037	31	42
512	328	36	54	157	5	14

Route #	WEEKDAY			WEEKEND		
	Route Total Ridership	Route Sample Size	Total Surveys Collected	Route Total Ridership	Route Sample Size	Total Surveys Collected
525	240	26	41	134	4	12
533	157	17	34	87	3	5
540	274	30	30	106	3	6
TOTALS	17,017	1,872	2,317	7,022	208	433

APPENDIX B SURVEY QUESTIONNAIRE

WTA | CONNECTING PEOPLE TO OPPORTUNITY

WTA LISTENS RIDER SURVEY

By telling us how you use WTA, you can help us improve. The information you provide is anonymous. (data can not be linked to specific individuals). Please return the survey to the surveyor. You will not be contacted by WTA about this survey. Thanks for riding!

SCAN TO COMPLETE SURVEY ONLINE

☐ Check this box if you completed this survey on another trip.

1. Route number of this bus? Route _____ (Example: 3, 80X)
 2. At what time did you get on this bus, roughly?
 _____ : _____ AM / PM

WHERE YOU CAME FROM

3. What type of place did you come from? (Choose only one)
- ☐ Home ☐ Religious worship
☐ Work/work-related ☐ Social/entertainment/recreation
☐ College/other school ☐ Medical services
☐ Shopping ☐ Other _____
☐ Personal business

4. How did you get from there to THIS bus?

- ☐ Walked (number of minutes: _____)
☐ Used a mobility aid (number of minutes: _____)
☐ Rode a bicycle, e-scooter or skateboard (number of minutes: _____)
☐ Drove my car
☐ Dropped off by someone
☐ Rode in carpool/rideshare with someone
☐ Rode a bus/train/ferry: Transit Agency _____ Route# _____
 (Example: Skagit Transit, Lummi Island Ferry, Greyhound, Amtrak)

WHERE YOU'LL GO

5. What type of place will you go to? (Choose only one)
- ☐ Home ☐ Religious worship
☐ Work/work-related ☐ Social/entertainment/recreation
☐ College/other school ☐ Medical services
☐ Shopping ☐ Other _____
☐ Personal business

6. How will you get there from THIS bus?

- ☐ Walk (number of minutes: _____)
☐ Use a mobility aid (number of minutes: _____)
☐ Ride a bicycle, e-scooter or skateboard (number of minutes: _____)
☐ Drive my car
☐ Get picked up by someone
☐ Ride in carpool/rideshare with someone
☐ Ride a bus/train/ferry: Transit Agency _____ Route# _____
 (Example: Skagit Transit, Lummi Island Ferry, Greyhound, Amtrak)

WTA REPORT CARD

7. Please rate how much you agree with the following statements about WTA:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Buses arrive and depart on time	5	4	3	2	1
2. Information at bus stops/stations (maps, fares, schedule, etc.) is readily available and easy to understand	5	4	3	2	1
3. It is easy to pay my fare using the available methods	5	4	3	2	1
4. I feel safe riding the bus	5	4	3	2	1
5. I feel safe at the stops/stations	5	4	3	2	1
6. Stops/stations are clean and well maintained	5	4	3	2	1
7. Drivers assist me when I need help	5	4	3	2	1
8. WTA's lower emission buses are important for the community	5	4	3	2	1
9. I am satisfied with WTA service	5	4	3	2	1

8. Based on your above ratings, what is one improvement to WTA's bus system you would make?

9. Are there trips that you would like to make by transit, but cannot?
☐ No ☐ Yes

9a. If yes, please indicate why (choose all that apply)

- ☐ The buses do not start running early enough
☐ The buses do not run late enough
☐ The bus does not go where I want to go
☐ The walk to the bus stop is too long
☐ I cannot make the transfer needed to complete the journey
☐ The trip time on the bus is too long
☐ There aren't enough bus trips during the day (8 AM - 5 PM)
☐ The buses do not run on the day I need it
☐ Other _____

SUPERVISOR ONLY Route Number _____ ☐ Weekday ☐ Weekend

10. Which service improvements are most important to you?

(Write in your answers below using the numbers from the list)

01. More service during the day (8 AM - 5 PM)
 02. More Saturday service
 03. More Sunday service
 04. Bus service late at night
 05. Bus service earlier in the morning
 06. Bus service to a different part of Whatcom County that is not currently served or has very limited service
 1 _____ 2 _____ 3 _____

HOW YOU USE TRANSIT

11. How often do you ride WTA transit?

- ☐ Six or seven days per week ☐ A couple times a month
☐ Three to five days per week ☐ A couple times a year
☐ One or two days per week ☐ I do not ride transit/first time riding

12. Why do you use public transit? (Choose only one)

- ☐ I don't have a car available ☐ I choose not to own a car
☐ I could use a car, but I choose to use public transit ☐ I am unable to drive

13. If you weren't making today's trip by bus, how would you've traveled?

- ☐ Drive alone ☐ Book a trip on WTA paratransit
☐ Bike, e-scooter, skateboard, or walk ☐ Would not have made the trip
☐ Share a ride with a person I know ☐ Other _____
☐ Book a trip by Taxi, Uber, or Lyft

14. Do you use any other WTA transportation services?

(Check as many as apply)

- ☐ No ☐ Zone Services ☐ Rideshare/Vanpool
☐ ADA paratransit ☐ FLEX service

15. Which of the following do you use most frequently to get bus schedule information? (Write in your answers below using the numbers from the list)

01. WTA Transit Guide 06. Google Maps
 02. WTA Bus Tracker Mobile App 07. Other Website or App
 03. WTA Bus Tracker Website 08. Phone call to WTA customer service
 04. WTA Bus Tracker By Text 09. Bus stop signage
 05. WTA Schedules Website 10. Other: _____
 1 _____ 2 _____ 3 _____

ABOUT YOU

16. What is your 5 digit home zip code? _____

17. What is your gender?

- ☐ Female ☐ Transgender ☐ Other/prefer to self-describe
☐ Male ☐ Non-binary/third-gender

18. Which of the following best describes your current employment/student status?

(Select all that apply)

- ☐ Employed full-time ☐ Seeking employment ☐ Student part-time
☐ Employed part-time ☐ Stay-at-home parent ☐ Other
☐ Retired ☐ Student full-time ☐ None of the above

19. What age group are you in?

- ☐ 18 or under ☐ 25-44 ☐ 65-74
☐ 19-24 ☐ 45-64 ☐ 75 and over

20. Do you have a disability?

- ☐ Yes ☐ No ☐ Prefer not to answer

21. Including you, how many people live in your household? _____

22. How do you describe your race, ethnicity, and/or origin?

(Select all that apply)

- ☐ American Indian, Alaskan Native
☐ Asian, Asian American
☐ Black, African, African American
☐ Hispanic, Latino, Latina
☐ Middle Eastern, North African
☐ Native Hawaiian, Pacific Islander
☐ White
☐ Other race, ethnicity, or origin (please describe) _____
☐ Prefer not to answer

23. What is the primary language you speak at home?

- ☐ English ☐ Chinese
☐ Punjabi ☐ Vietnamese
☐ Russian ☐ Tagalog
☐ Spanish ☐ Other _____

23a. [If not English] How well do you speak English?

- ☐ Very Well ☐ Less than well
☐ Well ☐ Not at all

24. Which of the following best describes your annual household income before taxes in 2024?

- ☐ Less than \$15,000
☐ \$15,000-\$24,999
☐ \$25,000-\$34,999
☐ \$35,000-\$49,999
☐ \$50,000-\$74,999
☐ \$75,000-\$99,999
☐ \$100,000-\$149,999
☐ \$150,000-\$199,999
☐ \$200,000-\$249,999
☐ \$250,000+
☐ Prefer not to answer

Thank you for taking this survey!