



Study Objectives

- Gather information about riders:
 - Ridership habits
 - Trip making details
 - Demographics
 - Customer satisfaction and importance
 - Identify rider preferences for service improvements

Staffing Plan

- ETC used experienced staff to conduct the surveys.
- Surveyors were deployed across all WTA fixed-route bus lines.
- Paper surveys were distributed directly to passengers.
- Riders were encouraged to complete the survey on

Collection Methodology

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 survey and pen.
- Receive the survey back and review for completeness.

3

















