

KITSAP TRANSIT
Request for Proposal
Marketing Campaigns 2022
RFP KT #22-772
May 20, 2022

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Bremerton, WA 98337
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www.kitsaptransit.org




Note: All Proposers shall acknowledge the receipt of this Addendum on their Bid Form. This Addendum contains the following:

I. Clarification of Documents

I. Clarification of Documents

- a. Kitsap Transit is making available for additional exhibits for KT 22-772. The documents are as follows:
 - i. 2019 Marketing Survey and Result Highlights
 - ii. 2020 Summer Survey and Result Highlights

I. 2019 Marketing Survey and Result Highlights



2019 Marketing Survey

Win a \$150 grocery gift card!

Help us serve you better! This survey closes at 5:00 PM Pacific on Saturday, Sept. 28. Please answer all survey questions and provide contact information to be entered in the drawing. (You must be a current resident of Kitsap County or work in Kitsap County to be eligible for the drawing.)

1. Which of the following Kitsap Transit services are you aware of? (select any)

- Routed Buses
- Worker/Driver
- Dial-A-Ride (BI Ride, SK Ride, Kingston Ride)
- ACCESS
- Local Ferries
- Fast Ferries
- Vanpool
- Park & Rides
- DoubleMap

1



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- ACCESS
- Local Ferries
- Fast Ferries
- Vanpool
- Park & Rides
- DoubleMap

2. Which of the following Kitsap Transit services **do you use?** (select any)

- Routed Buses
- Worker/Driver
- Dial-A-Ride (BI Ride, SK Ride, Kingston Ride)
- ACCESS
- Local Ferries
- Fast Ferries
- Vanpool
- Park & Rides
- DoubleMap
- I do not use any Kitsap Transit services

3. How did you usually get to work **last week?** (select any that apply)

- Car, truck, or van
- Bus
- Ferry
- Train
- Motorcycle
- Bicycle
- Walked
- Worked from home
- Other (please specify)

4. How many people, including yourself, rode in the car, truck, or van **last week?**

5. How long did it usually take you to get from home to work **last week?** (in minutes)

6. What KT bus and/or ferry routes do you ride? (if applicable)

My Bus Routes

My Ferry Routes

7. If applicable, why do you use public transit? (Choose one)

- I don't have a car available
- I could use a car, but I prefer public transit
- I am unable to drive
- Gas is too expensive
- Other (please specify)

8. If you have a car **and** ride public transit as a choice, why do you prefer it? (Choose one)

- Helps the environment
- Saves money
- Saves time
- Social activity
- Physical activity
- Avoids stress
- Other (please specify)

9. If you use public transit, what is the MOST common purpose of your trips? (Choose one)

- Commuting to/from work
- Attending school
- Shopping
- Social/entertainment
- Medical appointment or health services
- Other (please specify)

10. Do you receive KT Rider Alerts?

- Yes
- No
- Unsure

11. Do you have an ORCA card?

- Yes
- No
- Unsure

12. Do you use any of the following transportation network services?

- Uber
- Lyft
- Lime
- None
- Other (please specify)

13. What would motivate you to ride KT more often? (select any that apply)

- Improved customer service, driver friendliness
- More convenient routes
- Higher frequency (how often the bus comes)
- Later evening service
- More weekend service
- Convenient park & ride lots
- Cleanliness
- Lower fares
- Better information (i.e. trip planner, website)
- Other (please specify)

14. Where is your work (or school)?

- Bremerton
- Silverdale
- Port Orchard
- Bangor
- Poulsbo
- Bainbridge Island
- Kingston
- Suquamish
- Seattle
- Tacoma
- Not employed or in school
- Other (please specify)

15. In what zip code do you live?

16. What age group are you in?

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

17. What is your gender?

- Male
- Female
- Prefer Not to Say
- Other (please specify)

18. What is the main language you speak at home?

- English
- Spanish
- Tagalog
- Other (please specify)

19. Do you consider yourself:

- American Indian/Alaska Native
- Asian
- Black/African-American
- Hispanic/Latino/Spanish
- Native Hawaiian/Pacific Islander
- White/Caucasian
- Mixed Race

20. Which best describes your family status?

- Single, children under 18 in the household
- Single, no children in household
- Married or Domestic Partnership, children under 18 in the household
- Married or Domestic Partnership, no children in household

21. Which of the following devices do you own?

	Yes	No	Not sure
Laptop or desktop computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop or desktop computer connected to the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landline telephone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cellphone (phone, text only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smartphone (phone, text, e-mail, web browser, apps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Which of these media do you consume the MOST in a typical week? (choose one)

- Internet (includes services like Netflix)
- Television
- Radio
- Newspaper

23. How often do you use these social media sites online or on your mobile device?

	Never	Monthly	Weekly	Daily
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Which of these methods of communication would you prefer Kitsap Transit use to communicate with you about its services?

	Yes	No	Maybe	Not Applicable
In-person events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video/podcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive webinar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

25. What is the highest level of education you have completed?

- Did not attend school
- 8th grade or lower
- Some high school
- High school graduate
- Some college
- College graduate or higher

26. My expected household annual income in 2019 is:

- Less than \$15,000
- Between \$15,000 and \$29,999
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$150,000
- Over \$150,000
- Prefer Not to Say

27. Are you interested in assisting Kitsap Transit in the future in any of the following ways? If you mark any boxes, please provide your contact information in next question.

- Citizens' Advisory Committee
- Focus groups
- Market research surveys
- Individual interviews
- Website usability

28. **Your Contact Information (optional):** Please provide e-mail address and a phone number (as back-up) to reach you so you can claim your gift card if you're the raffle winner!

Email Address

Phone Number

29. Do you have any additional comments or questions you would like to share with Kitsap Transit?

2019 Marketing Survey Highlights

Sanjay Bhatt

Marketing & Public Information Director

February 2020



DEMOGRAPHICS

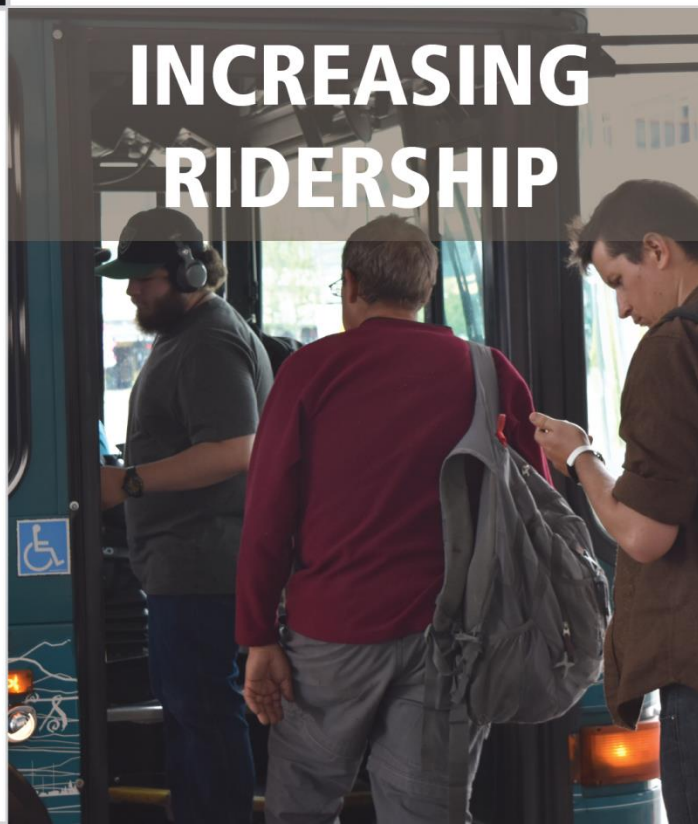
MODE



**AWARENESS
& USE
OF SERVICES**



WHY I RIDE



**INCREASING
RIDERSHIP**



**COMMUNICATIONS
& ACCESS TO
TECHNOLOGY**



Nearly 3,000 respondents!

WINNER: #338 rider in Poulsbo who filled out survey and won drawing for \$150 grocery gift card.

<http://surveymonkey.com/r/KT-Sept2019>



Marketing Survey

Help us serve you better! Fill out survey, fold in half and return by Saturday, September 28. Please answer all survey questions and provide contact information to be entered in raffle drawing.

Win a \$150 grocery gift card!

Help us serve you better! Fill out survey, fold in half and return by Saturday, September 28. Please answer all survey questions and provide contact information to be entered in raffle drawing.

Which of the following Kitsap Transit (KT) services **are you aware of?** (select any)
 Routed Buses Worker/Driver
 Dial-A-Ride (BI Ride, SK Ride, Kingston Ride)
 ACCESS Local Ferries Fast Ferries
 Vanpool Park & Rides DoubleMap

Which of the following Kitsap Transit (KT) services **do you use?** (select any)
 Routed Buses Worker/Driver
 Dial-A-Ride (BI Ride, SK Ride, Kingston Ride)
 ACCESS Local Ferries Fast Ferries
 Vanpool Park & Rides DoubleMap
 I do not use any Kitsap Transit services

How did you usually get to work **last week?** (select any that apply)
 Car, truck, or van Bus Ferry Train
 Motorcycle Bicycle Walked
 Worked from home Other: _____

How many people, including yourself, rode in the car, truck, or van **last week?** _____

How long did it usually take you to get from home to work **last week?** Minutes: _____

Why do you use public transit? (Choose one)
 I don't have a car available
 I could use a car, but I prefer public transit
 I am unable to drive Gas is too expensive
 Other (fill in): _____

If you have a car **and** ride public transit as a choice, why do you prefer it? (Choose one)
 Helps the environment Saves money
 Saves time Social activity
 Physical activity Avoids stress
 Other (fill in): _____

If you use transit, what is the **MOST** common purpose of your trips? (Choose one)
 Commuting to/from work Shopping
 Attending school Social/entertainment
 Medical appointment or health services
 Other (fill in): _____

Do you...
 ...receive KT Rider Alerts? Yes No Unsure
 ...have an ORCA card? Yes No
 ...use any of the following services?
 Uber Lyft Lime Other: _____

What would motivate you to ride KT more often? (select any that apply)
 Improved customer service, driver friendliness
 More convenient routes
 Higher frequency (how often the bus comes)
 Later evening service
 More weekend service
 Convenient park & ride lots
 Cleanliness
 Lower fares
 Better information (i.e. trip planner, website)
 Other (fill in): _____

Where is your work (or school)?
 Bremerton Silverdale Port Orchard
 Bangor Poulsbo Bainbridge Island
 Kingston Suquamish Seattle
 Tacoma Not employed or in school
 Other (fill in): _____

In what zip code do you live? _____

What age group are you in?
 18 or under 19-24 25-44
 45-64 65-74 75 or over

What is your gender? Male Female
 Other: _____ Prefer Not to Say

TRACK YOUR RIDE with DoubleMap. Visit kitsaptransit.com/TrackMyRide for details.

What is the main language you speak at home?
 English Spanish Tagalog
 Other: _____

Do you consider yourself:
 American Indian/Alaska Native
 Asian Black/African-American
 Hispanic/Latino/Spanish
 Native Hawaiian/Pacific Islander
 White/Caucasian Mixed Race

Which best describes your family status?
 Single, children under 18 in the household
 Single, no children in household
 Married or Domestic Partnership, children under 18 in the household
 Married or Domestic Partnership, no children in household

Which of the following devices do you own?
 Desktop or laptop computer Yes No Not sure
 --connected to the Internet Yes No Not sure
 Landline telephone Yes No Not sure
 Cellphone (phone, text only) Yes No Not sure
 Smartphone (phone, text, e-mail, web browser, apps) Yes No Not sure

Which of these media do you consume the **MOST** in a typical week? (choose one)
 Internet (includes services like Netflix)
 Television Radio Newspaper

How often do you use these social media sites online or on your mobile device?

	Never	Monthly	Weekly	Daily
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MY BUS ROUTE(S): _____
FERRY ROUTE(S): _____

Which of these methods of communication would you prefer Kitsap Transit use to communicate with you about its services?

	Yes	No	Maybe	N/A
In-person events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video/podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interactive webinar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____				

What is the highest level of education you have completed?
 Did not attend school 8th grade or lower
 Some high school High school graduate
 Some college College graduate or higher

My expected household income in 2019 is:
 Less than \$15,000
 Between \$15,000 and \$29,999
 Between \$30,000 and \$49,999
 Between \$50,000 and \$74,999
 Between \$75,000 and \$99,999
 Between \$100,000 and \$150,000
 Over \$150,000 Prefer Not to Say

Are you interested in assisting Kitsap Transit in the future in any of the following ways?
 Citizens' Advisory Committee
 Focus groups Market research surveys
 Individual interviews Website usability
 If you marked any boxes, please provide your contact information below.

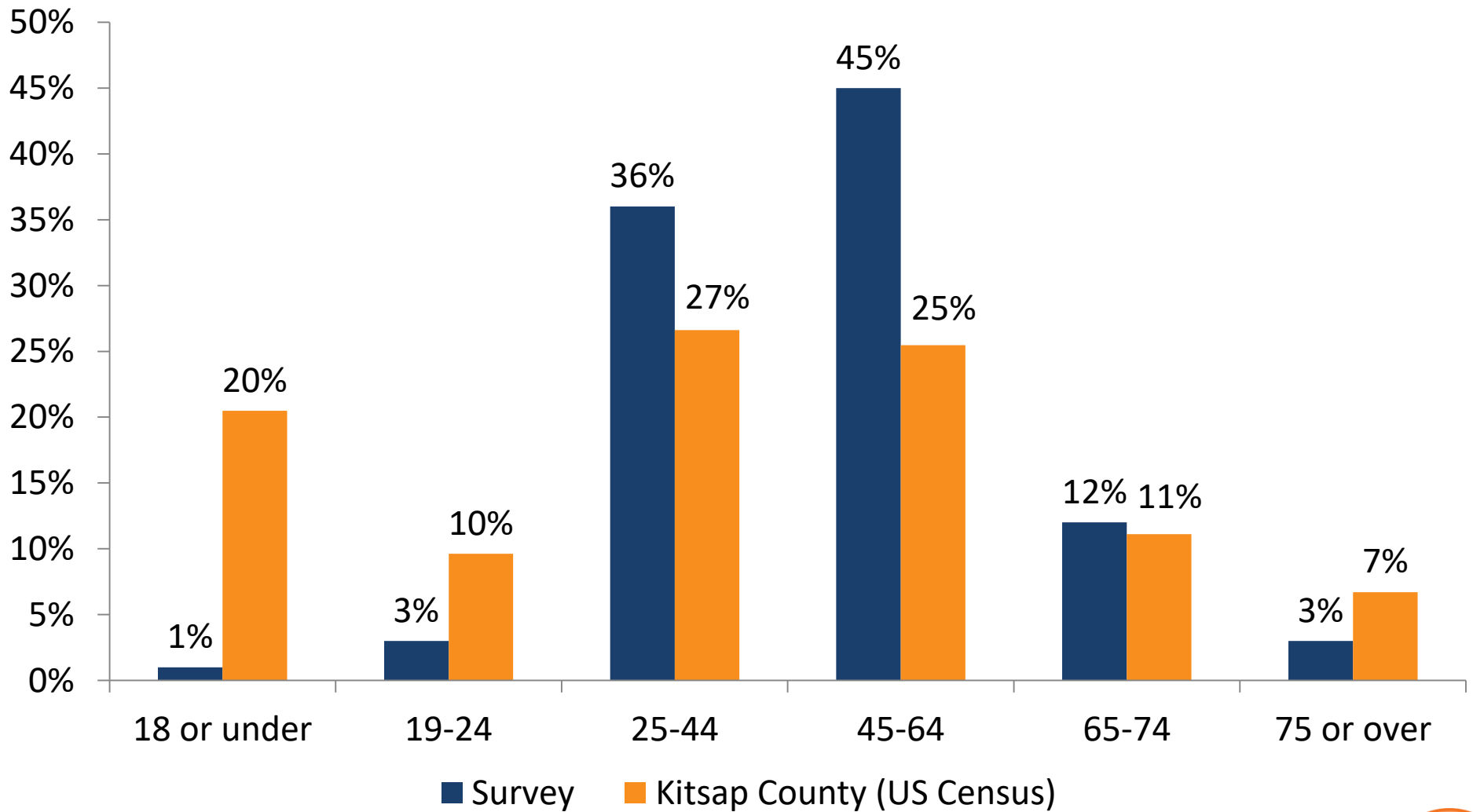
Your Contact Information (optional)
 Please provide e-mail address and a phone number (as back-up) to reach you -- write it legibly so you can claim your gift card if you're the raffle winner!
 E-mail: _____
 Phone: _____



Demographics

- How *representative* is the survey sample of the population of Kitsap County?
- Which demographic segments have a significantly higher/lower representation in the survey than in the general population?
- Let's look at three examples: age, gender and household income.

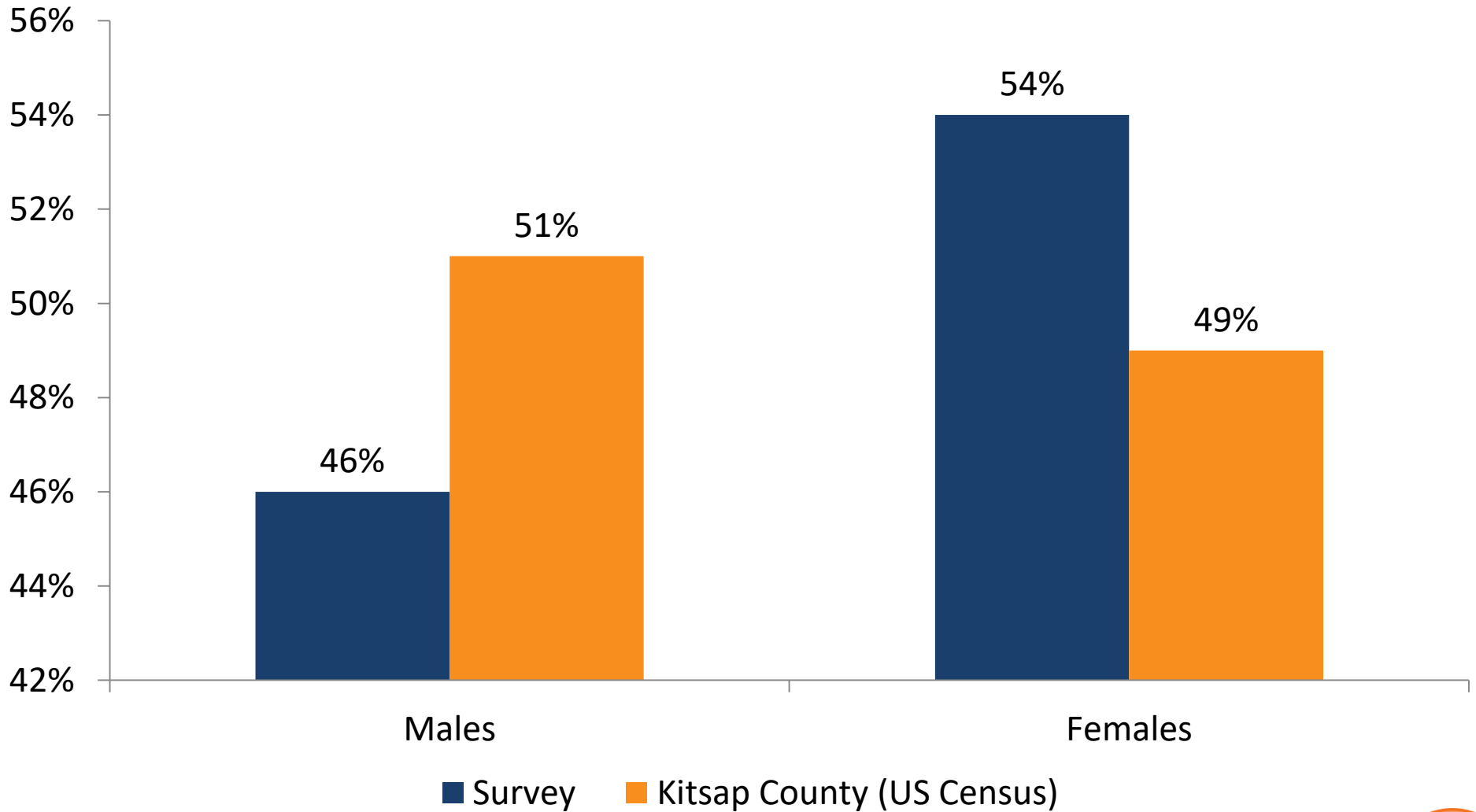
Demographics: Age



N= 2,959



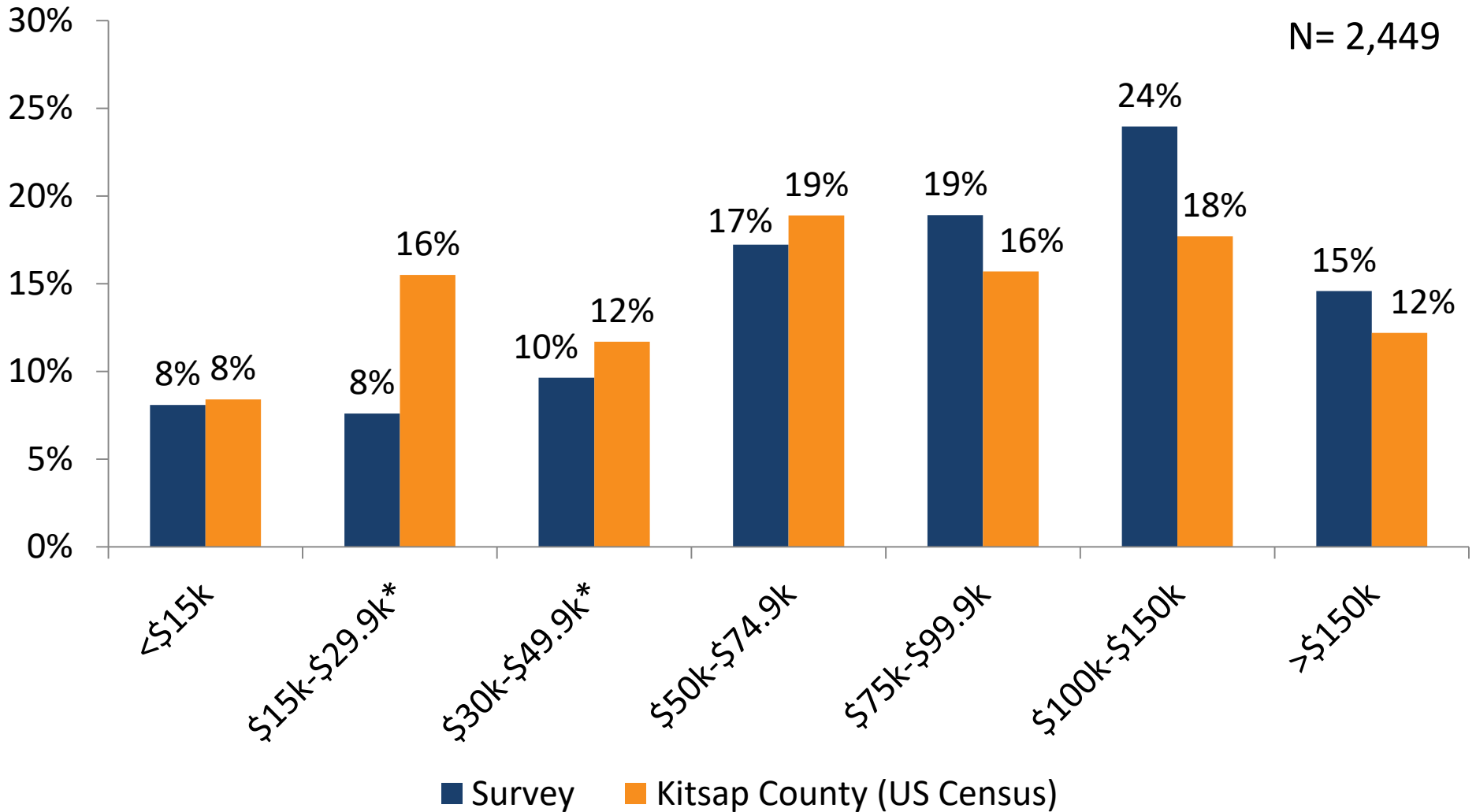
Demographics: Gender



N= 2,852



Demographics: Income



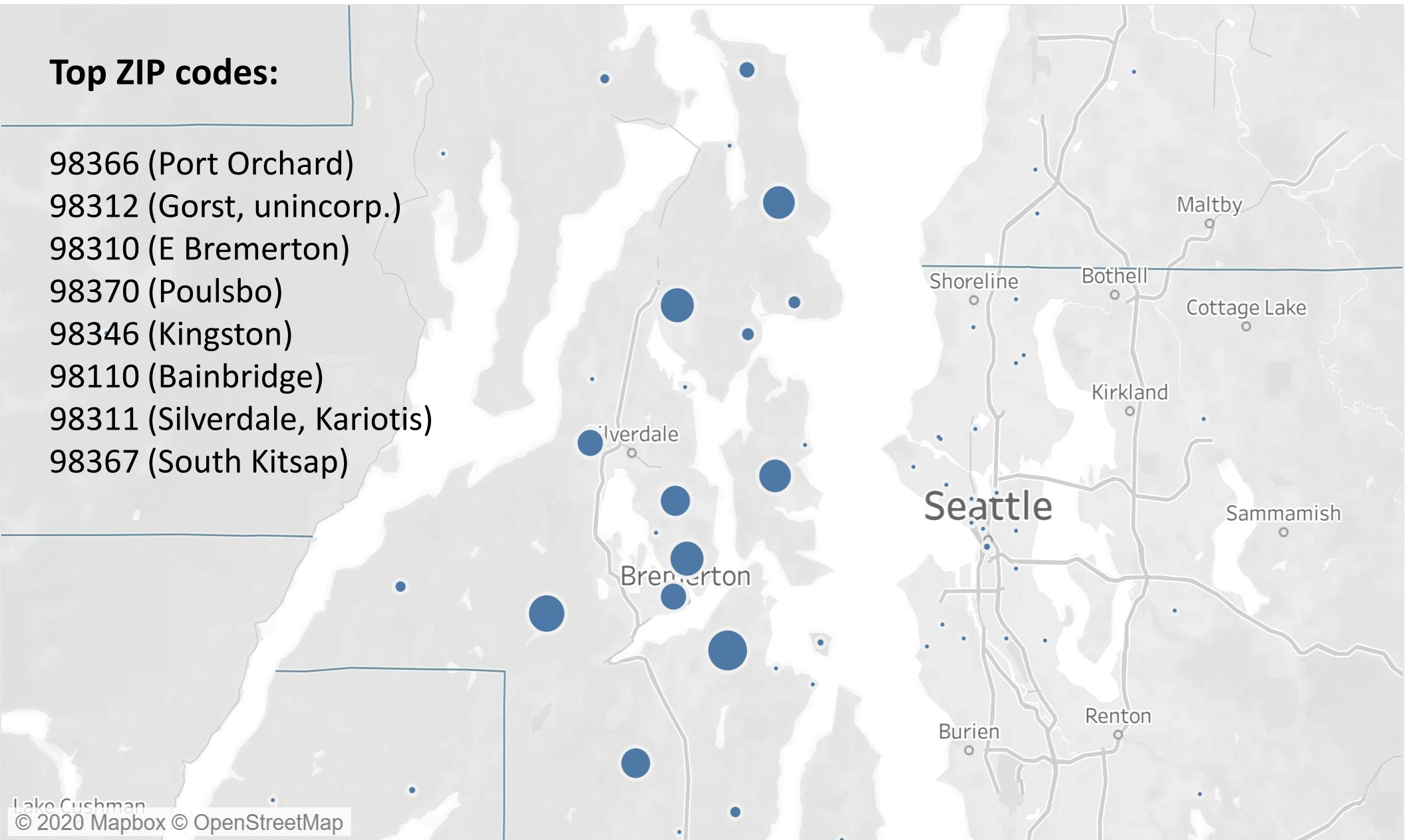
*Census reports use \$15k-\$24.9k, \$25k-\$34.9k, and \$35k-\$49.9k.



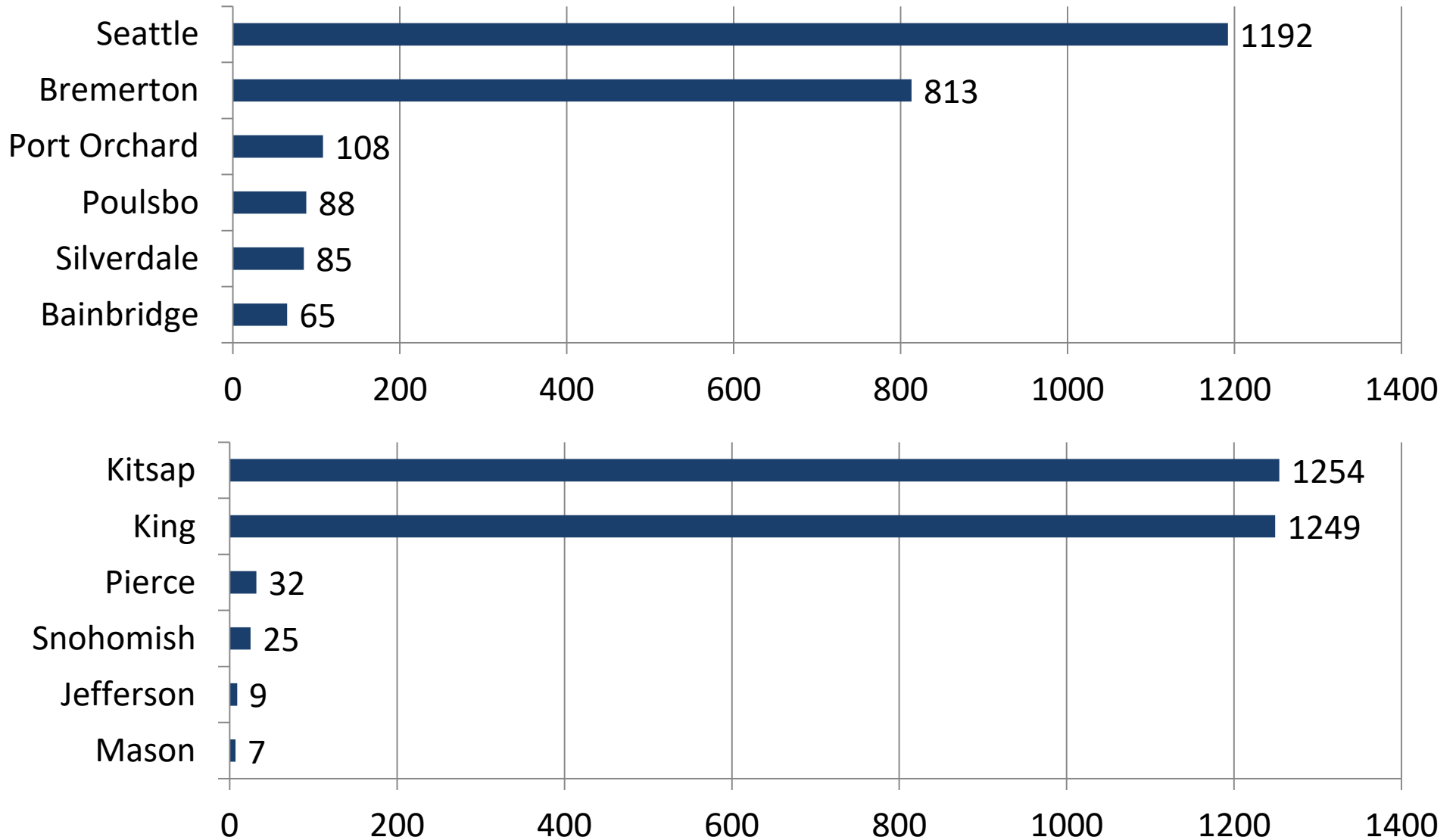
Place of Residence (ZIP code)

Top ZIP codes:

- 98366 (Port Orchard)
- 98312 (Gorst, unincorp.)
- 98310 (E Bremerton)
- 98370 (Poulsbo)
- 98346 (Kingston)
- 98110 (Bainbridge)
- 98311 (Silverdale, Kariotis)
- 98367 (South Kitsap)



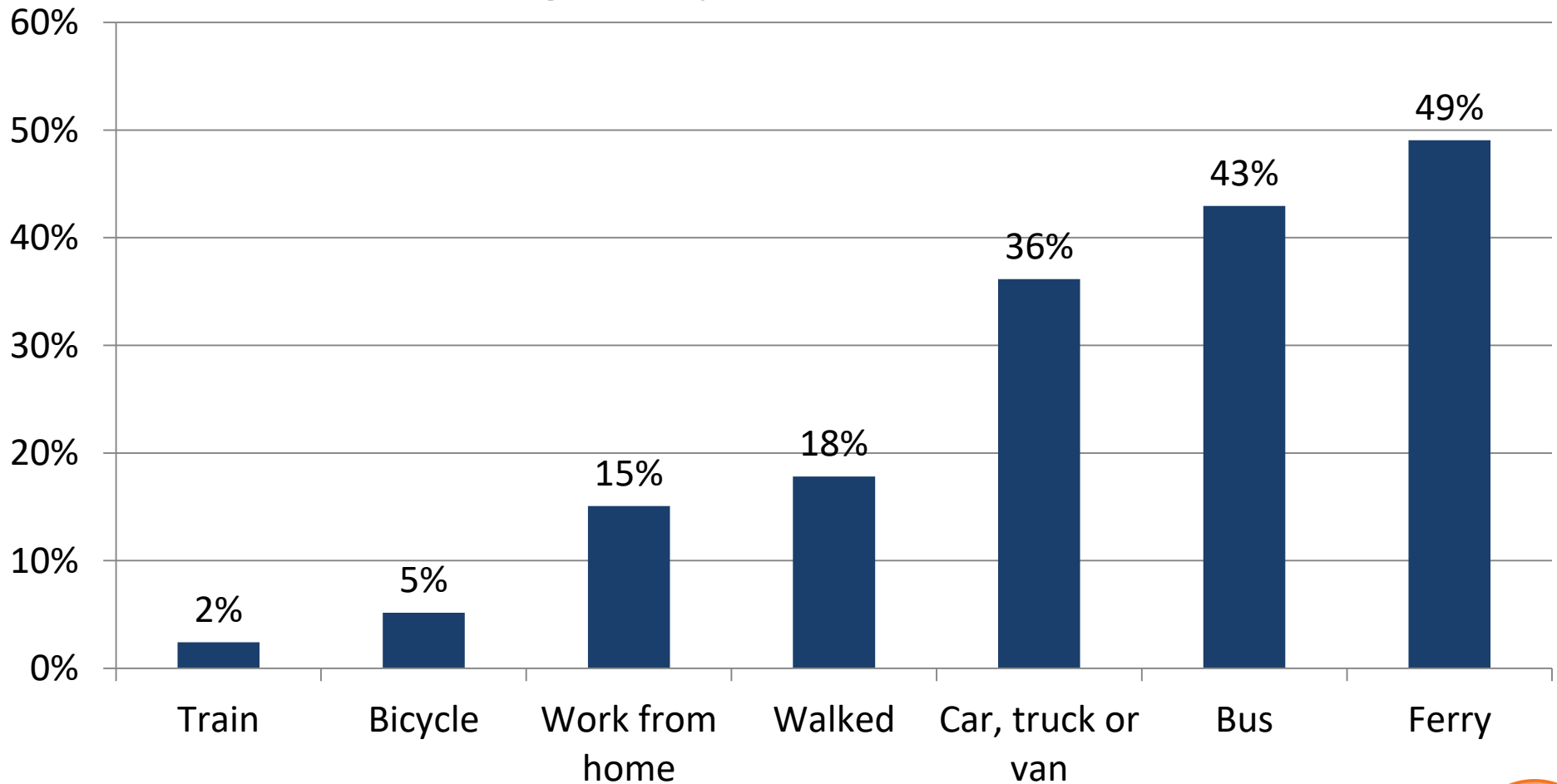
Place of Work



Commuting

How did you usually get to work last week? (select any that apply)

Percentage of respondents who checked a box



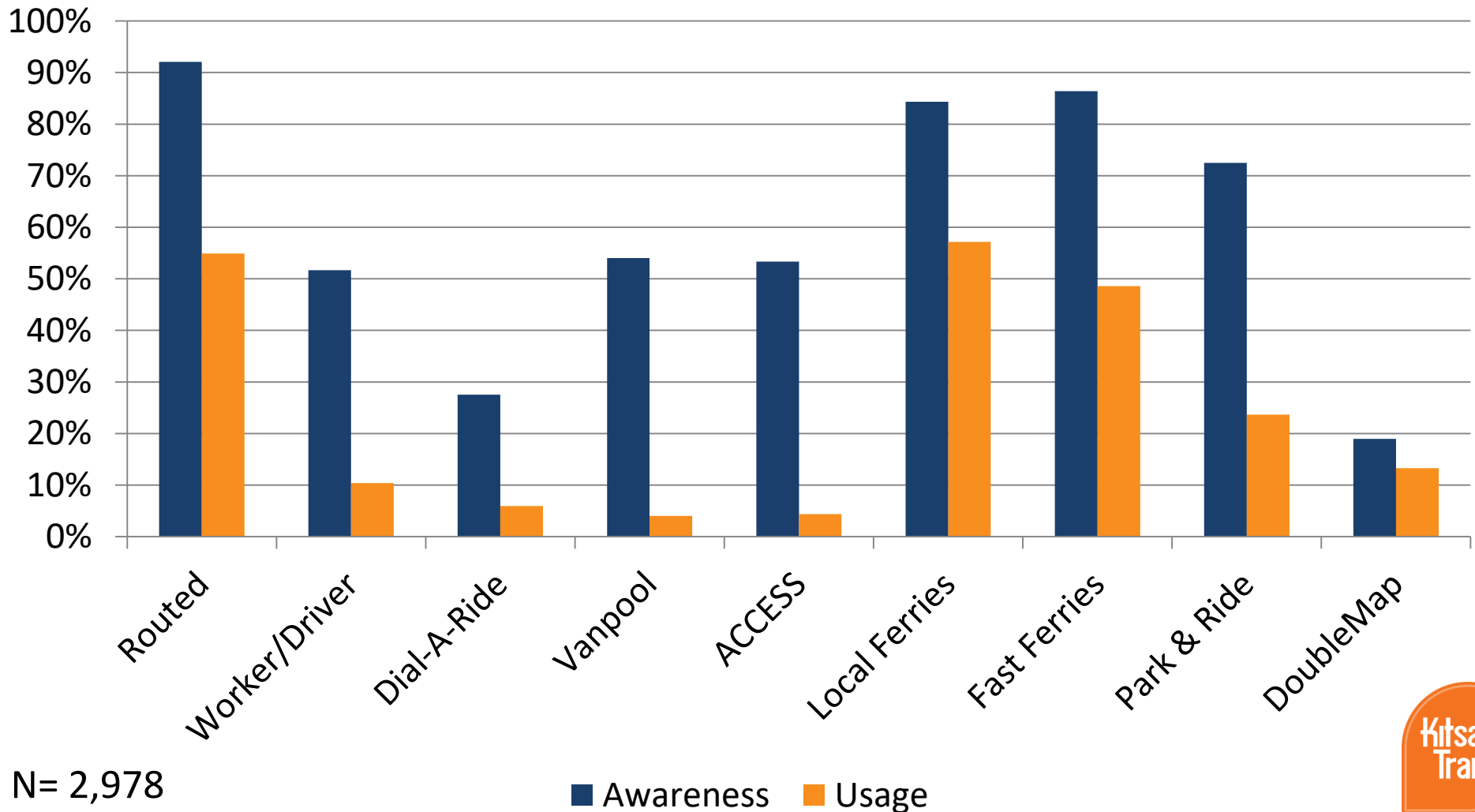
N= 2,978



Awareness vs Usage of Services

Which of the following Kitsap Transit services are you aware of? (select any)
Which of the following Kitsap Transit services do you use? (select any)

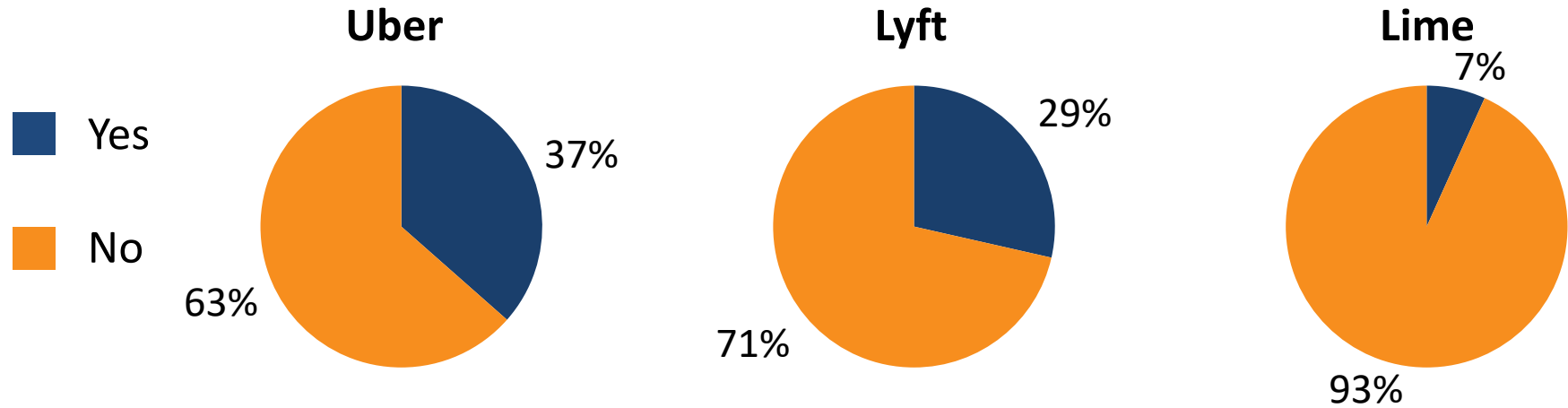
Percentage of respondents who checked a box



Transportation Tools

Do you use any of the following transportation network services?

N= 2,978

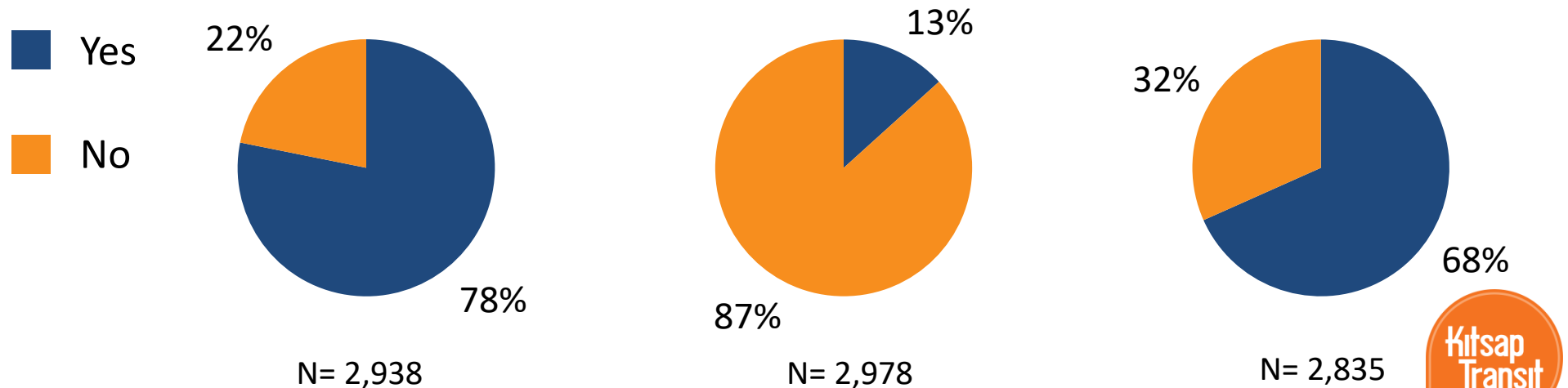


Do you...

have an **ORCA** card?

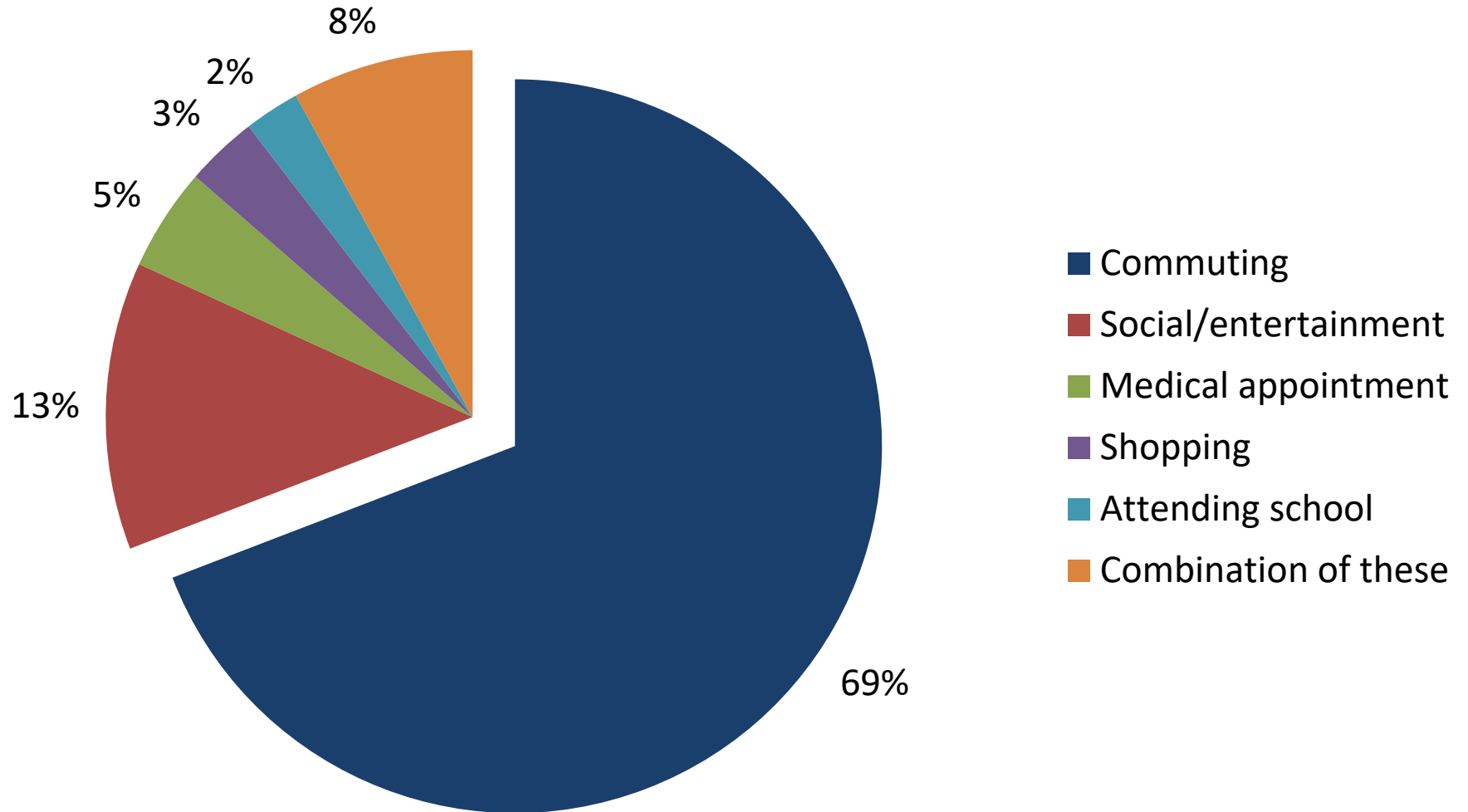
use **DoubleMap**?

receive **KT Rider Alerts**?



Purpose of Transit Trips

If you use public transit, what is the MOST common purpose of your trips? (choose one)

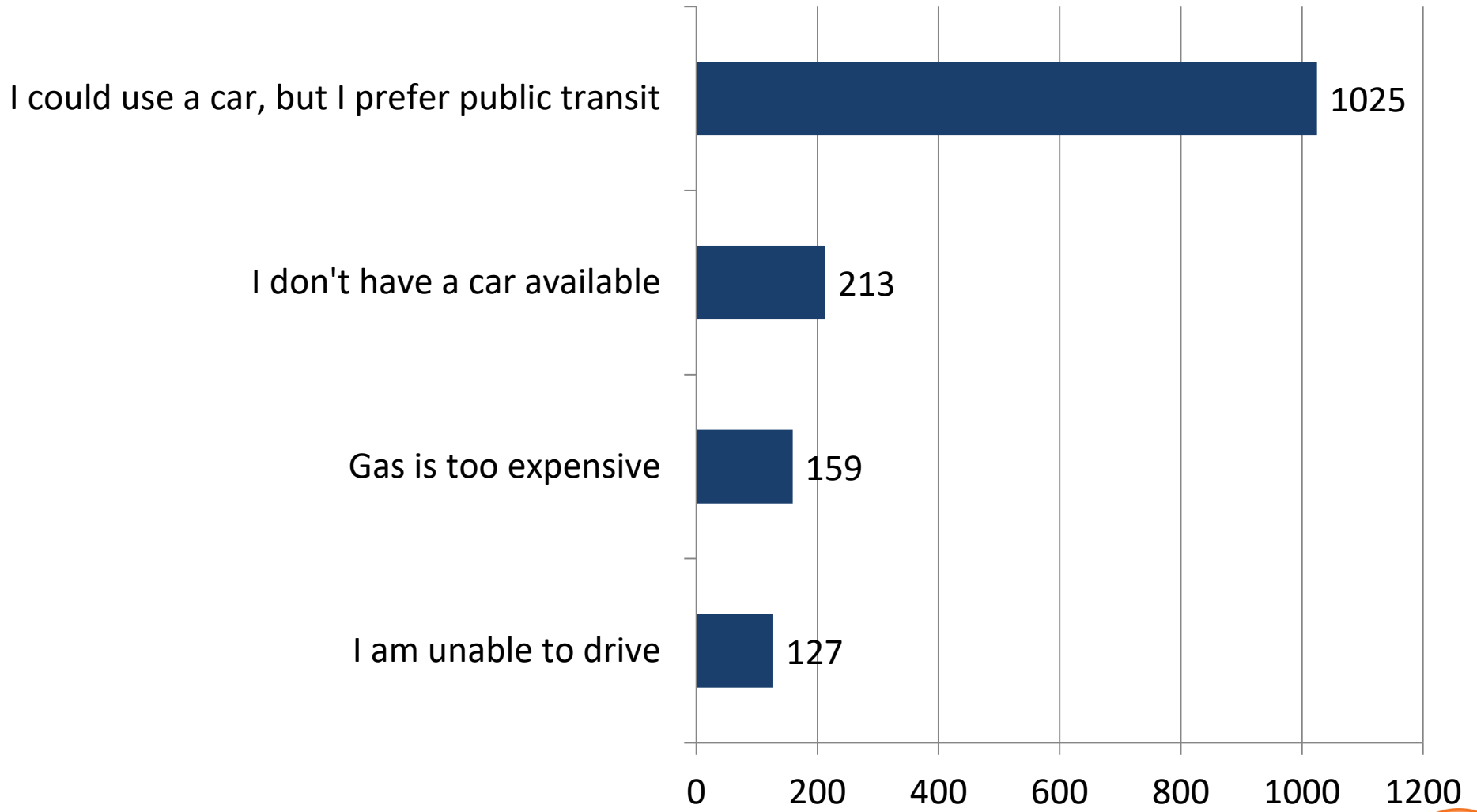


N= 2,737



Why I Ride Transit

If applicable, why do you use public transit? (choose one)

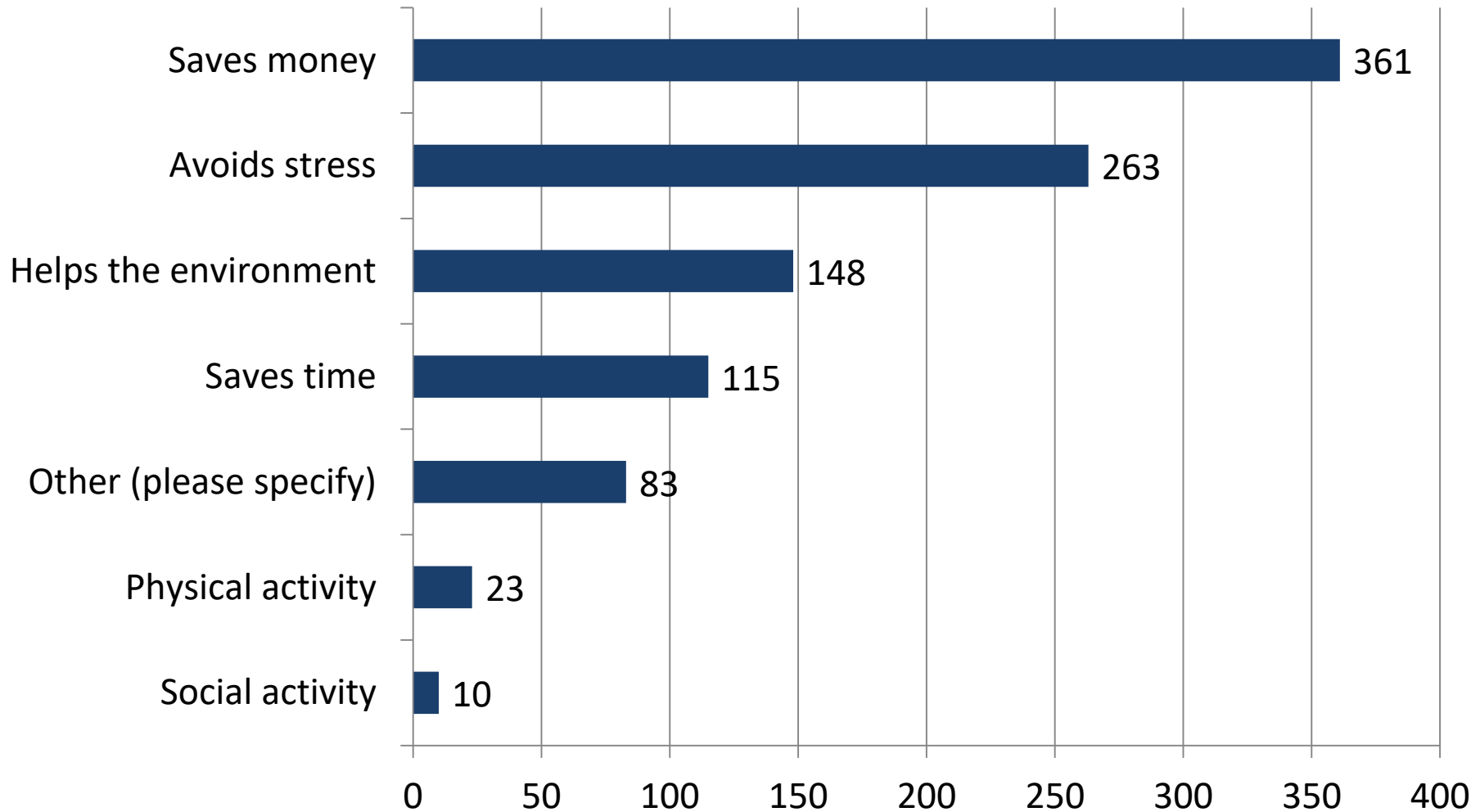


N= 1,524



Reasons for Choice Riders

If you have a car and ride public transit as a choice, why do you prefer it? (choose one)

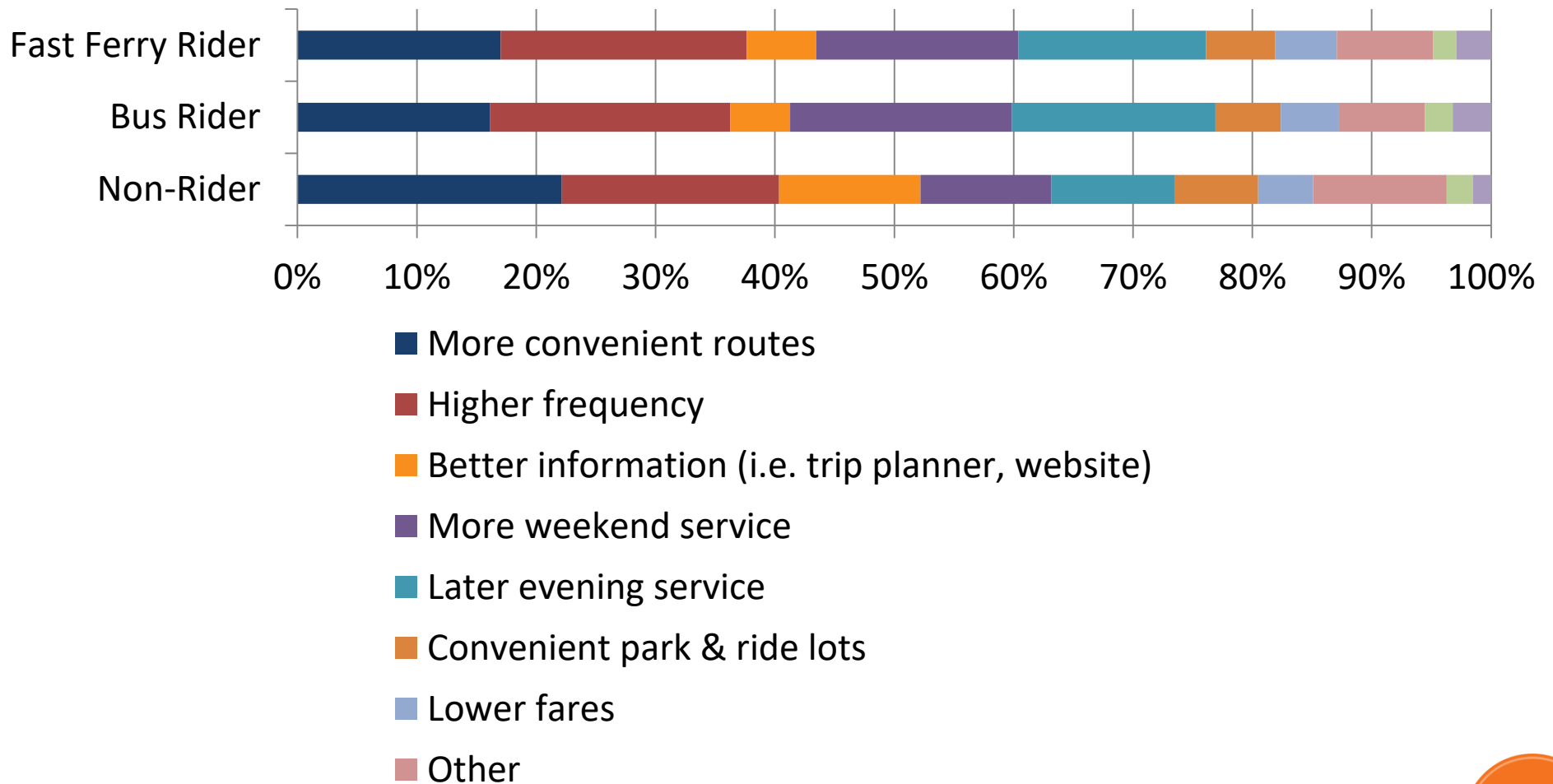


N= 1,003



What Would Incentivize Greater Usage

What would motivate you to ride KT more often? (select any that apply)



Technology Access

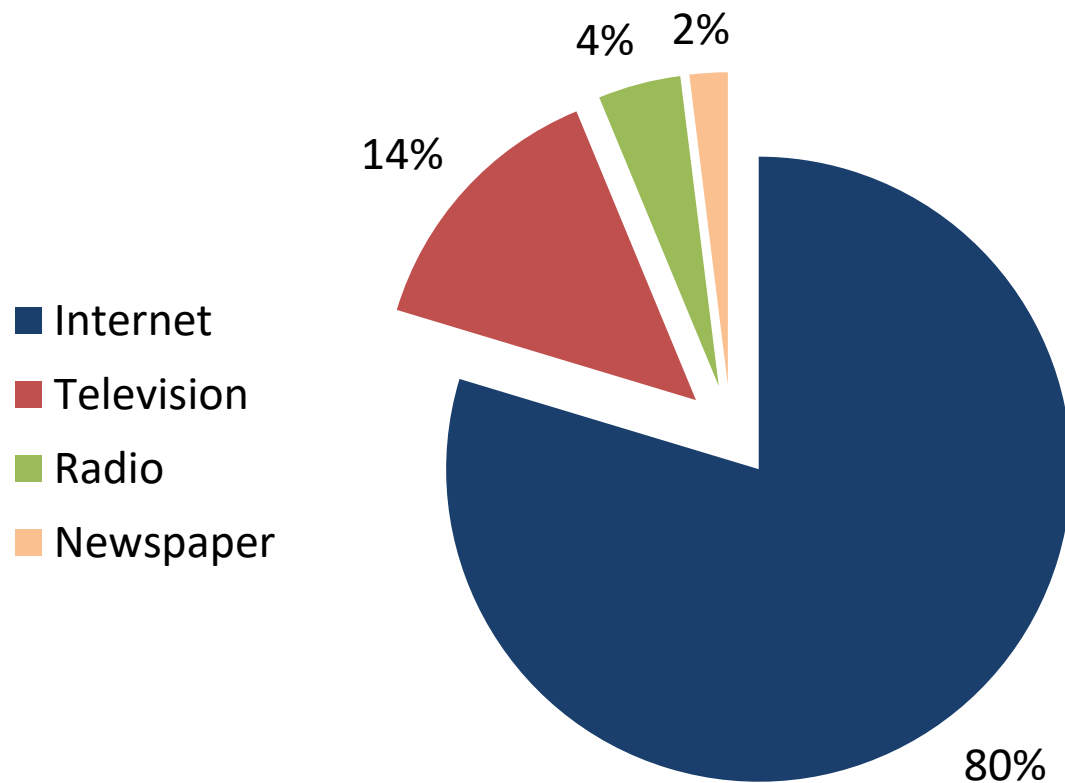
Which of the following devices do you own?

96% of respondents own a smartphone (phone, text, e-mail, web browser, apps)

94% of respondents own a laptop or desktop connected to the Internet

68% of respondents do **not** have a landline telephone

Which of these media do you consume the MOST in a week? (choose one)



N= 2,945



Social Media Usage

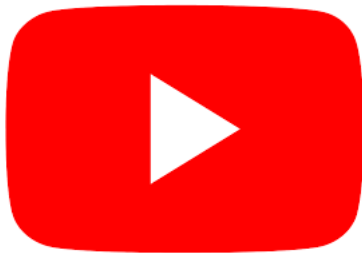
How often do you use these social media sites online or on your mobile device?



Facebook
Daily: 51%
Weekly: 15%
Never: 25%



Twitter
Daily: 10%
Weekly: 7%
Never: 69%



YouTube
Daily: 24%
Weekly: 32%
Never: 15%



LinkedIn
Daily: 5%
Weekly: 13%
Never: 55%



Instagram
Daily: 23%
Weekly: 12%
Never: 52%



Pinterest
Daily: 5%
Weekly: 11%
Never: 61%

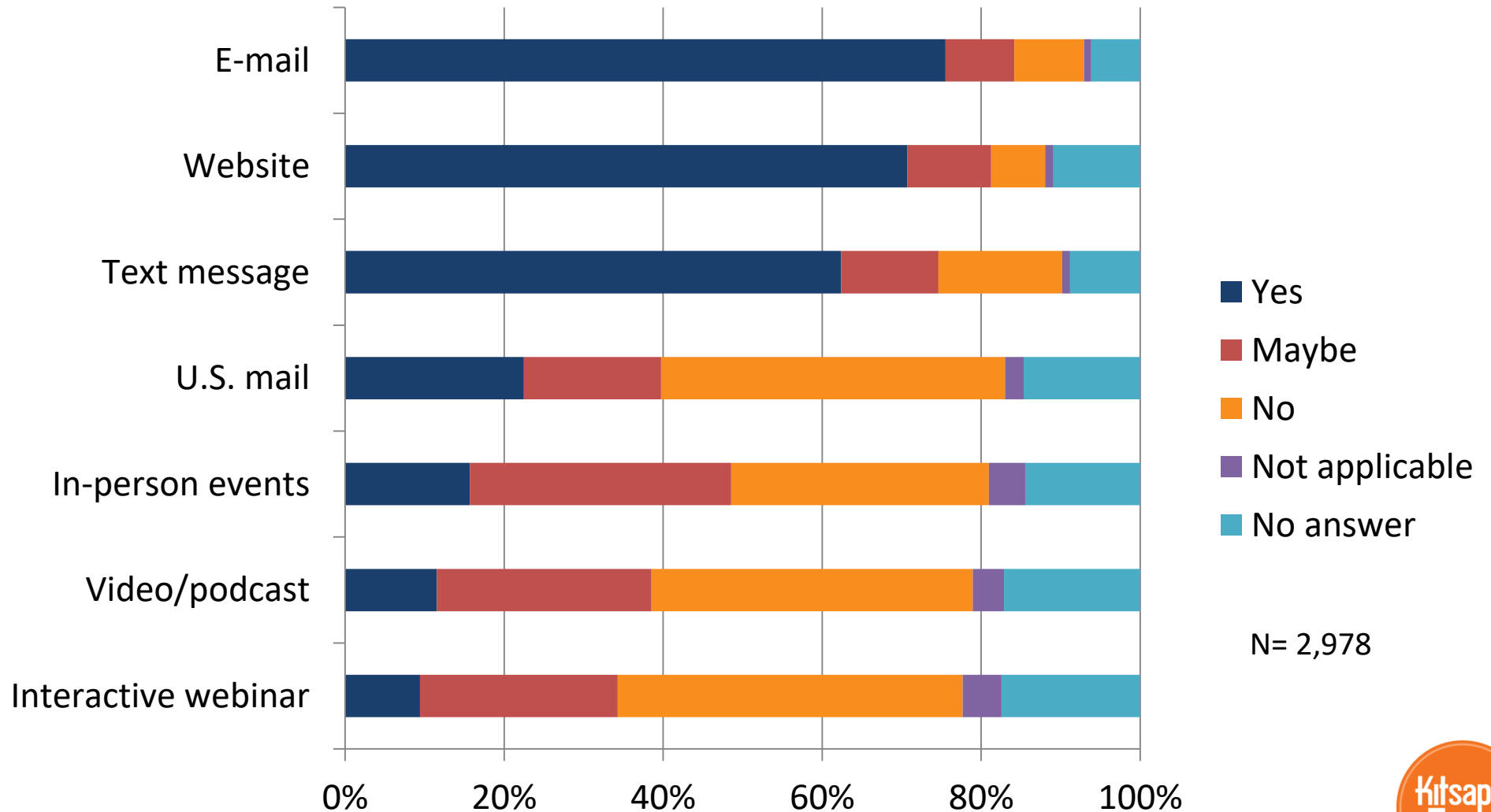


Snapchat
Daily: 5%
Weekly: 5%
Never: 80%

N= 2,978

Preferred Communication Channel

Which of these methods of communication would you prefer Kitsap Transit use to communicate with you about its services?



Future Direction

- Analyze customer/market segments to inform future campaigns and public outreach
- Prioritize staff time and advertising spend in marketing channels with high engagement
- Identify areas that need attention, resources
- Engage respondents in focus groups, website usability and Citizens Advisory Committee

II. 2020 Summer Survey and Result Highlights

Kitsap Transit Summer 2020 Survey

Win a \$150 grocery gift card!
Help us serve you better! This survey closes on Sunday, June 21, 2020.

Kitsap Transit is committed to providing service during the COVID-19 pandemic while keeping our customers and employees healthy and safe.

In this survey we want to learn about the choices you are making during COVID-19 and how your travel choices may be affected by COVID-19 in order to best meet your public transportation needs and help prevent the spread of illness.

Your answers are anonymous and will be reported only in combination with other people's responses. This survey is expected to take less than 15 minutes to complete.

After completing the survey, you can provide an e-mail address or phone number we will use to contact you if you are the winner of the gift-card drawing. You must be a current resident of Kitsap County or work in Kitsap County to be eligible for the drawing.

Please be sure to scroll all the way to the bottom of the page if you are completing the survey on a smartphone or tablet.

Do not use the "Back" arrow in your browser. Use the "Prev" button at the bottom of each page if you want to return to an earlier page.

Click the "Next" button below to begin taking the survey.

1

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Click the "Next" button below to begin taking the survey.

Kitsap Transit Summer 2020 Survey

* 1. How likely is it that you would recommend Kitsap Transit to a friend or colleague?

NOT AT ALL LIKELY

EXTREMELY LIKELY

0 1 2 3 4 5 6 7 8 9 10

2. Why did you give Kitsap Transit that rating?

* 3. What best describes your current work status? Please select all that apply.

- Employed working from home
 Unemployed
 Employed working outside the home
 Retired
 Student
 Other (please tell us more)

* 4. In your opinion, how safe is it to do the following activities at this point in time?

	Very unsafe	Somewhat unsafe	Neither unsafe nor safe	Somewhat safe	Very safe
Exercise outside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a drug store/pharmacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a grocery store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit health-care provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride Kitsap Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a hair & nail salon / barber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat in a restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up rack card or brochure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take a taxi or Uber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 5. For each one of the following, please indicate if this is something you have done, are considering doing, or have not considered in the past 7 days.

In the past 7 days, I have...

	Have done this	Am considering doing this	Have not considered doing this
Worn a mask/face covering when outside of my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kept distance from others when outside of my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carried hand sanitizer when outside of my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. Please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I have a face covering or mask.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can afford to buy a face mask.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a medical condition/disability that prevents me from wearing a face covering or mask.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe wearing a face covering or mask in public is necessary.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 7. Please indicate the extent to which you agree or disagree with the following statements.

In public places...

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
...wearing a face covering protects others from getting my flu-like illness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...wearing a face covering protects me from touching my mouth and nose with unclean hands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...only people who are sick should wear a face covering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...everyone should wear a face covering, unless a doctor advises a person against it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...a person infected with the virus that causes COVID-19 can spread it to others, even if he/she doesn't show symptoms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 8. Which of the following best characterizes your use of Kitsap Transit services (bus, ferry, or vanpool)?

- Currently using Kitsap Transit during COVID-19
- Used Kitsap Transit in the past, but not now due to COVID-19
- Used Kitsap Transit in the past, but stopped for reasons other than COVID-19
- Have never used Kitsap Transit

Kitsap Transit Summer 2020 Survey

Current rider

* 9. How long have you been using Kitsap Transit?

- | | |
|--|--|
| <input type="radio"/> Less than 6 months | <input type="radio"/> 3-5 years |
| <input type="radio"/> 6 months to less than 1 year | <input type="radio"/> 6-10 years |
| <input type="radio"/> 1-2 years | <input type="radio"/> More than 10 years |

* 10. Which of the following Kitsap Transit services do you currently use and how frequently do you use them?
Please select all that apply.

	3+ times a week	1-2 times a week	Less than once a week	Less than once a month	Never
Routed bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worker/Driver bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bremerton/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kingston/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foot ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCESS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dial-A-Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park & Ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 11. Why do you typically ride Kitsap Transit? Please select all that apply.

- Get to work
- Get to school
- Shopping or errands
- Seeing friends or family
- Religious services
- Social/recreational activities
- Medical appointments
- Other (please tell us more)

* 12. During COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 13. Kitsap Transit has done many things in response to COVID-19. Please tell us which of the following **bus and ferry service improvements** you were aware of before this survey. Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Some seats are roped off to encourage social distancing | <input type="checkbox"/> Posters reminding people how to stop the spread of COVID-19 |
| <input type="checkbox"/> No fare payment required | <input type="checkbox"/> Requiring all Kitsap Transit employees to wear face coverings on the job |
| <input type="checkbox"/> Letting riders know our services are for essential trips only | <input type="checkbox"/> Strongly urging all riders to wear a face covering |
| <input type="checkbox"/> Daily disinfection of all high-touch areas on all buses and ferries in operation | <input type="checkbox"/> Was not aware of any of these improvements |
| <input type="checkbox"/> Limits on passenger loads on buses and ferries to support social distancing | |

* 14. Please rate how much each of the following current or potential **bus and ferry service improvements** increases the chances you will use Kitsap Transit during COVID-19.

	Not at all	Slightly	Moderately	Very Much
Closing some seats to encourage social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily disinfection of all high-touch areas on buses/ferries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters on how to help stop the spread of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requiring all passengers to wear a face covering (except those with medical reason)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a face mask to riders who need one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing hand sanitizer to riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on passenger loads to support social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch-free fare collection (no cash) on KT services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restore bus trips that were temporarily suspended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend fare-free period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Please rate how much each of the following **vanpool service improvements** increases the chances you will use Kitsap Transit vanpools during COVID-19.

	Not at all	Slightly	Moderately	Very much
Fare free for those who are not using their van or reduced fares for those traveling less in their van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service drop-off and pick-up during scheduled vehicle maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Each van is disinfected before given to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ridership requirements have been lowered to a minimum of two people for new and existing groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passengers are encouraged to wear masks or face coverings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 16. Now that you know more about what Kitsap Transit has done in response to COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 17. Now that you know more about what Kitsap Transit has done in response to COVID-19, how likely are you to continue to use Kitsap Transit during COVID-19?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Kitsap Transit Summer 2020 Survey

Former rider

* 18. How long did you use Kitsap Transit before you stopped?

- | | |
|--|--|
| <input type="radio"/> Less than 6 months | <input type="radio"/> 3-5 years |
| <input type="radio"/> 6 months to less than 1 year | <input type="radio"/> 6-10 years |
| <input type="radio"/> 1-2 years | <input type="radio"/> More than 10 years |

* 19. Which of the following Kitsap Transit services have you used in the past and how frequently did you use them? Please select all that apply.

	3+ times a week	1-2 times a week	Less than once a week	Less than once a month	Never
Routed bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worker/Driver bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bremerton/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kingston/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foot ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCESS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dial-A-Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park & Ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. What was the usual purpose of your trips on Kitsap Transit? Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Get to work | <input type="checkbox"/> Religious services |
| <input type="checkbox"/> Get to school | <input type="checkbox"/> Social/recreational activities |
| <input type="checkbox"/> Shopping or errands | <input type="checkbox"/> Medical appointments |
| <input type="checkbox"/> Seeing friends or family | |
| <input type="checkbox"/> Other (please tell us more) | |

* 21. During COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 22. Kitsap Transit has done many things in response to COVID-19. Please tell us which of the following **bus and ferry service improvements** you were aware of before this survey. Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Some seats are roped off to encourage social distancing | <input type="checkbox"/> Posters reminding people how to stop the spread of COVID-19 |
| <input type="checkbox"/> No fare payment required | <input type="checkbox"/> Requiring all Kitsap Transit employees to wear face coverings on the job |
| <input type="checkbox"/> Letting riders know our services are for essential trips only | <input type="checkbox"/> Strongly urging all riders to wear a face covering |
| <input type="checkbox"/> Daily disinfection of all high-touch areas on all buses and ferries in operation | <input type="checkbox"/> Was not aware of any of these improvements |
| <input type="checkbox"/> Limits on passenger loads on buses and ferries to support social distancing | |

* 23. Please rate how much each of the following current or potential **bus and ferry service improvements** increases the chances you will use Kitsap Transit during COVID-19.

	Not at all	Slightly	Moderately	Very Much
Closing some seats to encourage social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily disinfection of all high-touch areas on buses/ferries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters on how to help stop the spread of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requiring all passengers to wear a face covering (except those with medical reason)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a face mask to riders who need one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing hand sanitizer to riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on passenger loads to support social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch-free fare collection (no cash) on KT services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restore bus trips that were temporarily suspended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend fare-free period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Please rate how much each of the following **vanpool service improvements** increases the chances you will use Kitsap Transit vanpools during COVID-19.

	Not at all	Slightly	Moderately	Very much
Fare free for those who are not using their van or reduced fares for those traveling less in their van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service drop-off and pick-up during scheduled vehicle maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Each van is disinfected before given to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ridership requirements have been lowered to a minimum of two people for new and existing groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passengers are encouraged to wear masks or face coverings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 25. Now that you know more about what Kitsap Transit has done in response to COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 26. Now that you know more about what Kitsap Transit has done in response to COVID-19, how likely are you to start using Kitsap Transit again during COVID-19?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Kitsap Transit Summer 2020 Survey

Former rider, NOT due to COVID-19

* 27. How long did you use Kitsap Transit before you stopped?

- | | |
|--|--|
| <input type="radio"/> Less than 6 months | <input type="radio"/> 3-5 years |
| <input type="radio"/> 6 months to less than 1 year | <input type="radio"/> 6-10 years |
| <input type="radio"/> 1-2 years | <input type="radio"/> More than 10 years |

* 28. Which of the following Kitsap Transit services have you used in the past and how frequently did you use them? Please select all that apply.

	3+ times a week	1-2 times a week	Less than once a week	Less than once a month	Never
Routed bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worker/Driver bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bremerton/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kingston/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foot ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCESS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dial-A-Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park & Ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 29. What was the usual purpose of your trips on Kitsap Transit? Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Get to work | <input type="checkbox"/> Religious services |
| <input type="checkbox"/> Get to school | <input type="checkbox"/> Social/recreational activities |
| <input type="checkbox"/> Shopping or errands | <input type="checkbox"/> Medical appointments |
| <input type="checkbox"/> Seeing friends or family | |
| <input type="checkbox"/> Other (please tell us more) | |

* 30. Why did you stop using Kitsap Transit's services?

* 31. During COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 32. Kitsap Transit has done many things in response to COVID-19. Please tell us which of the following **bus and ferry service improvements** you were aware of before this survey. Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Some seats are roped off to encourage social distancing | <input type="checkbox"/> Posters reminding people how to stop the spread of COVID-19 |
| <input type="checkbox"/> No fare payment required | <input type="checkbox"/> Requiring all Kitsap Transit employees to wear face coverings on the job |
| <input type="checkbox"/> Letting riders know our services are for essential trips only | <input type="checkbox"/> Strongly urging all riders to wear a face covering |
| <input type="checkbox"/> Daily disinfection of all high-touch areas on all buses and ferries in operation | <input type="checkbox"/> Was not aware of any of these improvements |
| <input type="checkbox"/> Limits on passenger loads on buses and ferries to support social distancing | |

* 33. Please rate how much each of the following current or potential **bus and ferry service improvements** increases the chances you will use Kitsap Transit during COVID-19.

	Not at all	Slightly	Moderately	Very Much
Closing some seats to encourage social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily disinfection of all high-touch areas on buses/ferries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters on how to help stop the spread of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requiring all passengers to wear a face covering (except those with medical reason)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a face mask to riders who need one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing hand sanitizer to riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on passenger loads to support social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch-free fare collection (no cash) on KT services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restore bus trips that were temporarily suspended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend fare-free period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. Please rate how much each of the following **vanpool service improvements** increases the chances you will use Kitsap Transit vanpools during COVID-19.

	Not at all	Slightly	Moderately	Very much
Fare free for those who are not using their van or reduced fares for those traveling less in their van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service drop-off and pick-up during scheduled vehicle maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Each van is disinfected before given to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ridership requirements have been lowered to a minimum of two people for new and existing groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passengers are encouraged to wear masks or face coverings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 35. Now that you know more about what Kitsap Transit has done in response to COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 36. Now that you know more about what Kitsap Transit has done in response to COVID-19, how likely are you to start using Kitsap Transit again during COVID-19?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Kitsap Transit Summer 2020 Survey

Never used Kitsap Transit

* 37. How long have you lived in Kitsap County?

- Less than 6 months
 3-5 years
 6 months to less than 1 year
 More than 5 years
 1-2 years
 I don't live in Kitsap County

* 38. Which of the following Kitsap Transit services would you be interested in potentially using and how often? Please select all that apply.

	3+ times a week	1-2 times a week	Less than once a week	Less than once a month	Never
Routed bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worker/Driver bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bremerton/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kingston/Seattle Fast Ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Southworth/Seattle Fast Ferry (future)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local foot ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCESS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dial-A-Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park & Ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 39. What would be the purpose of your trips on Kitsap Transit? Please select all that apply.

- Get to work
 Religious services
 Get to school
 Social/recreational activities
 Shopping or errands
 Medical appointments
 Seeing friends or family
 Other (please tell us more)

* 40. During COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 41. Kitsap Transit has done many things in response to COVID-19. Please tell us which of the following **bus and ferry service improvements** you were aware of before this survey. Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Some seats are roped off to encourage social distancing | <input type="checkbox"/> Posters reminding people how to stop the spread of COVID-19 |
| <input type="checkbox"/> No fare payment required | <input type="checkbox"/> Requiring all Kitsap Transit employees to wear face coverings on the job |
| <input type="checkbox"/> Letting riders know our services are for essential trips only | <input type="checkbox"/> Strongly urging all riders to wear a face covering |
| <input type="checkbox"/> Daily disinfection of all high-touch areas on all buses and ferries in operation | <input type="checkbox"/> Was not aware of any of these improvements |
| <input type="checkbox"/> Limits on passenger loads on buses and ferries to support social distancing | |

* 42. Please rate how much each of the following current or potential **bus and ferry service improvements** increases the chances you will use Kitsap Transit during COVID-19.

	Not at all	Slightly	Moderately	Very Much
Closing some seats to encourage social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily disinfection of all high-touch areas on buses/ferries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters on how to help stop the spread of COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requiring all passengers to wear a face covering (except those with medical reason)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing a face mask to riders who need one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing hand sanitizer to riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on passenger loads to support social distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch-free fare collection (no cash) on KT services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restore bus trips that were temporarily suspended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend fare-free period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. Please rate how much each of the following **vanpool service improvements** increases the chances you will use Kitsap Transit vanpools during COVID-19.

	Not at all	Slightly	Moderately	Very much
Fare free for those who are not using their van or reduced fares for those traveling less in their van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service drop-off and pick-up during scheduled vehicle maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Each van is disinfected before given to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ridership requirements have been lowered to a minimum of two people for new and existing groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passengers are encouraged to wear masks or face coverings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 44. Now that you know more about what Kitsap Transit has done in response to COVID-19, how safe do you think it is to use Kitsap Transit?

- Not at all safe
- Slightly safe
- Moderately safe
- Very safe

* 45. Now that you know more about what Kitsap Transit has done in response to COVID-19, how likely are you to use Kitsap Transit during COVID-19?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Kitsap Transit Summer 2020 Survey

Current rider: Likely to use KT during COVID-19

* 46. Why are you likely to continue using Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Don't have a vehicle | <input type="checkbox"/> Faster than other alternatives |
| <input type="checkbox"/> Have a disability that stops me from driving | <input type="checkbox"/> A less expensive option |
| <input type="checkbox"/> Rely on Kitsap Transit to get to my job | <input type="checkbox"/> It's good for the environment |
| <input type="checkbox"/> Kitsap Transit is keeping customers safe | <input type="checkbox"/> Reduces traffic congestion |
| <input type="checkbox"/> Rely on Kitsap Transit to get essential services (including food and medical care) | <input type="checkbox"/> Allows me to work while traveling |
| <input type="checkbox"/> Prefer to use Kitsap Transit than drive | <input type="checkbox"/> Provides less stressful travel |
| <input type="checkbox"/> Other (please tell us more) | |

47. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to continue using our services?

Kitsap Transit Summer 2020 Survey

Former rider: Likely to use KT during COVID-19

* 48. Why are you likely to start using Kitsap Transit again during COVID-19? Please select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Don't have a vehicle | <input type="checkbox"/> Prefer to use Kitsap Transit than drive |
| <input type="checkbox"/> Have a disability that stops me from driving | <input type="checkbox"/> A less expensive option |
| <input type="checkbox"/> Rely on Kitsap Transit to get to my job | <input type="checkbox"/> It's good for the environment |
| <input type="checkbox"/> Kitsap Transit is keeping customers safe | <input type="checkbox"/> Reduces traffic congestion |
| <input type="checkbox"/> Rely on Kitsap Transit to get essential services (including food and medical care) | <input type="checkbox"/> Allows me to work while traveling |
| <input type="checkbox"/> Faster than other alternatives | <input type="checkbox"/> Provides less stressful travel |
| <input type="checkbox"/> Other (please tell us more) | |

* 49. When are you likely to start using Kitsap Transit again? Please select all that apply.

- Don't plan on using again
- Once I feel safe from COVID-19 on the bus/ferry
- Once gatherings of UP TO 50 people are allowed
- Once gatherings of MORE THAN 50 people are allowed
- Once my employer asks me to return to work
- After schools open
- When transit service levels increase
- When infection rates drop
- After a treatment or vaccine exists
- Other (please tell us more)

50. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Kitsap Transit Summer 2020 Survey

Former rider (not due to COVID): Likely to use KT during COVID-19

* 51. Why are you likely to start using Kitsap Transit again during COVID-19? Please select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Don't have a vehicle | <input type="checkbox"/> Prefer to use Kitsap Transit than drive |
| <input type="checkbox"/> Have a disability that stops me from driving | <input type="checkbox"/> A less expensive option |
| <input type="checkbox"/> Rely on Kitsap Transit to get to my job | <input type="checkbox"/> It's good for the environment |
| <input type="checkbox"/> Kitsap Transit is keeping customers safe | <input type="checkbox"/> Reduces traffic congestion |
| <input type="checkbox"/> Rely on Kitsap Transit to get essential services (including food and medical care) | <input type="checkbox"/> Allows me to work while traveling |
| <input type="checkbox"/> Faster than other alternatives | <input type="checkbox"/> Provides less stressful travel |
| <input type="checkbox"/> Other (please tell us more) | |

* 52. When are you likely to start using Kitsap Transit again? Please select all that apply.

- Don't plan on using again
- Once I feel safe from COVID-19 on the bus/ferry
- Once gatherings of UP TO 50 people are allowed
- Once gatherings of MORE THAN 50 people are allowed
- Once my employer asks me to return to work
- After schools open
- When transit service levels increase
- When infection rates drop
- After a treatment or vaccine exists
- Don't know
- Other (please tell us more)

53. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Kitsap Transit Summer 2020 Survey

Never used KT: Likely to use KT during COVID-19

* 54. Why are you likely to ride Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Don't have a vehicle | <input type="checkbox"/> Prefer to use Kitsap Transit than drive |
| <input type="checkbox"/> Have a disability that stops me from driving | <input type="checkbox"/> A less expensive option |
| <input type="checkbox"/> Need to get to my job | <input type="checkbox"/> It's good for the environment |
| <input type="checkbox"/> Kitsap Transit is keeping customers safe | <input type="checkbox"/> Reduces traffic congestion |
| <input type="checkbox"/> Need to get essential services (including food and medical care) | <input type="checkbox"/> Allows me to work while traveling |
| <input type="checkbox"/> Faster than other alternatives | <input type="checkbox"/> Provides less stressful travel |
| <input type="checkbox"/> Other (please tell us more) | |

* 55. When are you likely to start using Kitsap Transit? Please select all that apply.

- Don't plan on using again
- Once I feel safe from COVID-19 on the bus/ferry
- Once gatherings of UP TO 50 people are allowed
- Once gatherings of MORE THAN 50 people are allowed
- Once my employer asks me to return to work
- After schools open
- When transit service levels increase
- When infection rates drop
- After a treatment or vaccine exists
- Don't know
- Other (please tell us more)

56. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Kitsap Transit Summer 2020 Survey

Current rider: Unlikely to ride KT during COVID-19

* 57. Why are you unlikely to use Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Have a vehicle | <input type="checkbox"/> Less traffic on the roads now |
| <input type="checkbox"/> Concerned about catching COVID-19 | <input type="checkbox"/> Gas is cheaper now |
| <input type="checkbox"/> Don't rely on Kitsap Transit to get where I need to go | <input type="checkbox"/> No longer have a job |
| <input type="checkbox"/> Can work from home | <input type="checkbox"/> Places I usually go are closed |
| <input type="checkbox"/> Prefer to drive | |

Other (please tell us more)

58. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to continue using our services?

Kitsap Transit Summer 2020 Survey

Former rider: Unlikely to ride KT during COVID-19

* 59. Why are you unlikely to use Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Have a vehicle | <input type="checkbox"/> Less traffic on the roads now |
| <input type="checkbox"/> Concerned about catching COVID-19 | <input type="checkbox"/> Gas is cheaper now |
| <input type="checkbox"/> Don't rely on Kitsap Transit to get where I need to go | <input type="checkbox"/> No longer have a job |
| <input type="checkbox"/> Can work from home | <input type="checkbox"/> Places I usually go are closed |
| <input type="checkbox"/> Prefer to drive | |

Other (please tell us more)

60. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Kitsap Transit Summer 2020 Survey

Former rider (not due to COVID): Unlikely to ride during COVID-19

* 61. Why are you unlikely to use Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Have a vehicle | <input type="checkbox"/> Less traffic on the roads now |
| <input type="checkbox"/> Concerned about catching COVID-19 | <input type="checkbox"/> Gas is cheaper now |
| <input type="checkbox"/> Don't rely on Kitsap Transit to get where I need to go | <input type="checkbox"/> No longer have a job |
| <input type="checkbox"/> Can work from home | <input type="checkbox"/> Places I usually go are closed |
| <input type="checkbox"/> Prefer to drive | |

Other (please tell us more)

62. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Never used KT: Unlikely to ride during COVID-19

* 63. Why are you unlikely to use Kitsap Transit during COVID-19? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Have a vehicle | <input type="checkbox"/> Less traffic on the roads now |
| <input type="checkbox"/> Concerned about catching COVID-19 | <input type="checkbox"/> Gas is cheaper now |
| <input type="checkbox"/> Don't rely on Kitsap Transit to get where I need to go | <input type="checkbox"/> No longer have a job |
| <input type="checkbox"/> Can work from home | <input type="checkbox"/> Places I usually go are closed |
| <input type="checkbox"/> Prefer to drive | |

Other (please tell us more)

64. What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Kitsap Transit Summer 2020 Survey

Demographics

* 65. What is your home zip code?

66. If you work outside of Kitsap County, please indicate the location of your work. Select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Seattle | <input type="checkbox"/> Mason County |
| <input type="checkbox"/> King County, other than Seattle | <input type="checkbox"/> Jefferson County |
| <input type="checkbox"/> Pierce County | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> Other (please tell us more) | |

* 67. How do you identify?

- Female
- Male
- Gender(s) not listed here
- Prefer not to say

* 68. Does your employer provide you a subsidy or pass to ride public transit?

- Yes
- No
- Don't know
- Not applicable

* 69. How old are you?

- | | |
|-----------------------------------|-----------------------------|
| <input type="radio"/> 18 or under | <input type="radio"/> 45-54 |
| <input type="radio"/> 19-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> 65-74 |
| <input type="radio"/> 35-44 | <input type="radio"/> 75+ |

* 70. Do you have a motor vehicle you can use?

- Yes
- No

71. Are you of Hispanic, Latino or Spanish origin?

- Yes
- No

72. How do you identify? Please select all that apply.

- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Asian or Asian American
- White
- Black or African American
- Race not listed here (please tell us more)

* 73. Do you consider yourself at high risk for severe illness from COVID-19?

- Definitely no
- Probably no
- Probably yes
- Definitely yes

74. Do you have any disabilities that impact how you use public transportation or vanpool?

- Yes
- No

* 75. What was your total household income in 2019 before taxes?

- Less than \$25,000
- \$25,000 - \$34,999
- \$35,000 - \$44,999
- \$45,000 - \$59,999
- \$60,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$250,000
- More than \$250,000
- Don't know

Kitsap Transit Summer 2020 Survey

Almost done!

Before you submit the survey, please consider these two optional questions. Kitsap Transit will store your answers to these questions separately from your responses to the survey.

76. Are you interested in assisting Kitsap Transit in the future in any of the following ways? If you mark any boxes, please provide your contact information in next question.

Focus groups

Individual interviews

Surveys

Website/app usability

Customer panels

Advisory committees

77. **Your Contact Information (optional):** Please provide e-mail address and a phone number (as back-up) to reach you so you can claim your gift card if you're the winner of the drawing!

Email Address

Phone Number

You've reached the end of the survey! Once you're ready to submit your survey, click the "DONE" button at the bottom of your screen. Thank you for helping us serve you better.

Kitsap Transit Summer 2020 Survey

*July 13, 2020
Interim Report*

Survey Overview

Goal: Understand customer needs, attitudes and expectations of Kitsap Transit during COVID-19 pandemic

Conducted: June 12-21 (before statewide mask mandate)





Key questions:

- HOW safe do riders perceive transit to be?
- WHEN will riders resume using transit in the era of COVID?
- WHAT will persuade former riders to use transit during COVID?
- WHY are some former riders unlikely to return?


1,731 Responses in 10 Days

Responses by Referral Source

Kitsap Transit Distribution Channels

			
KT E-mail subscribers	KT social media	KT website	Flyers on KT fleet
1,192	105	35	138
69%	6%	2%	8%

Partners



261
15%

Demographics of All Respondents

55%
Female

83%
Have vehicle
access

51%
\$75,000 or
more

57%
Not high risk
for COVID-19

Majority
live in
Kitsap

75%
25-64 years
old

95%
Non-Hispanic

37%
Working from
home

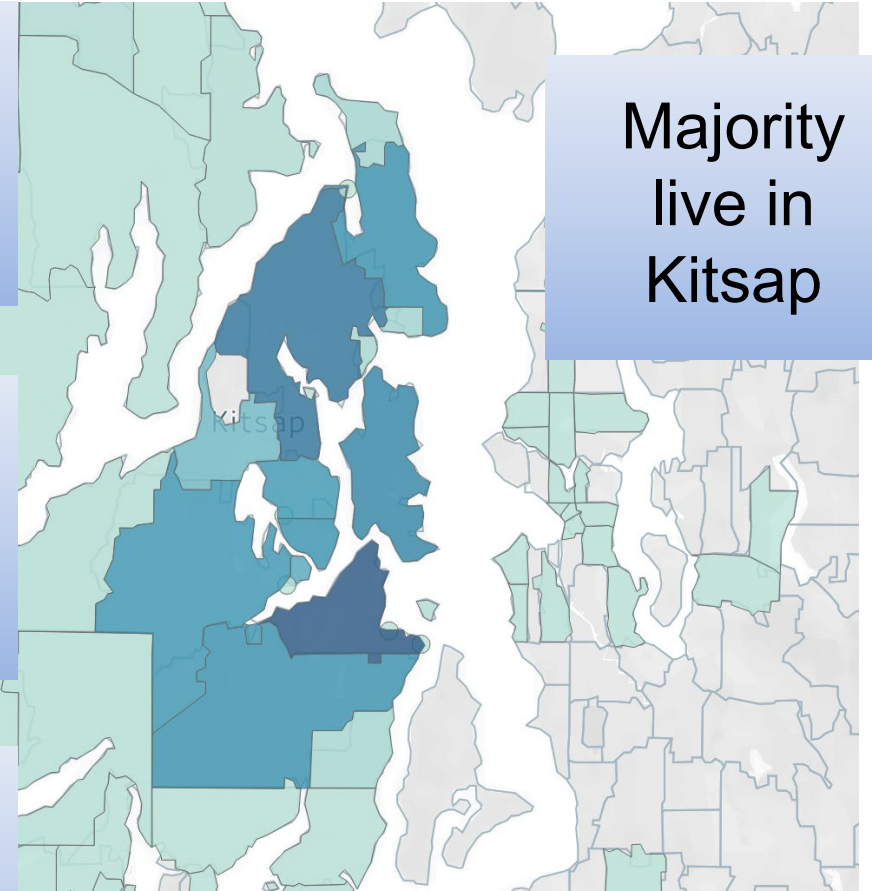
47%
Get transit
subsidy from
employer

80%
White

86%
Do not have
a disability

39%
Working
outside home

43%
Former riders
due to
COVID-19



Respondents' Use of Kitsap Transit

32%

Currently Using
(n = 552)

43%

Stopped: COVID-19
(n = 752)

18%

Stopped: Other
(n = 317)

6%

Never Used
(n = 110)

	Currently Using (n = 552)	Stopped: COVID-19 (n = 752)	Stopped: Other (n = 317)
Bus*	73%	74%	80%
Fast Ferry	64%	66%	59%
Local Ferry	49%	39%	46%
Vanpool	11%	15%	8%
ACCESS	10%	7%	8%



*Routed, Worker/Driver or Dial-A-Ride.

How safe is it to do the following activities at this point in time?

Percentage who selected “Somewhat Safe” or “Very Safe”

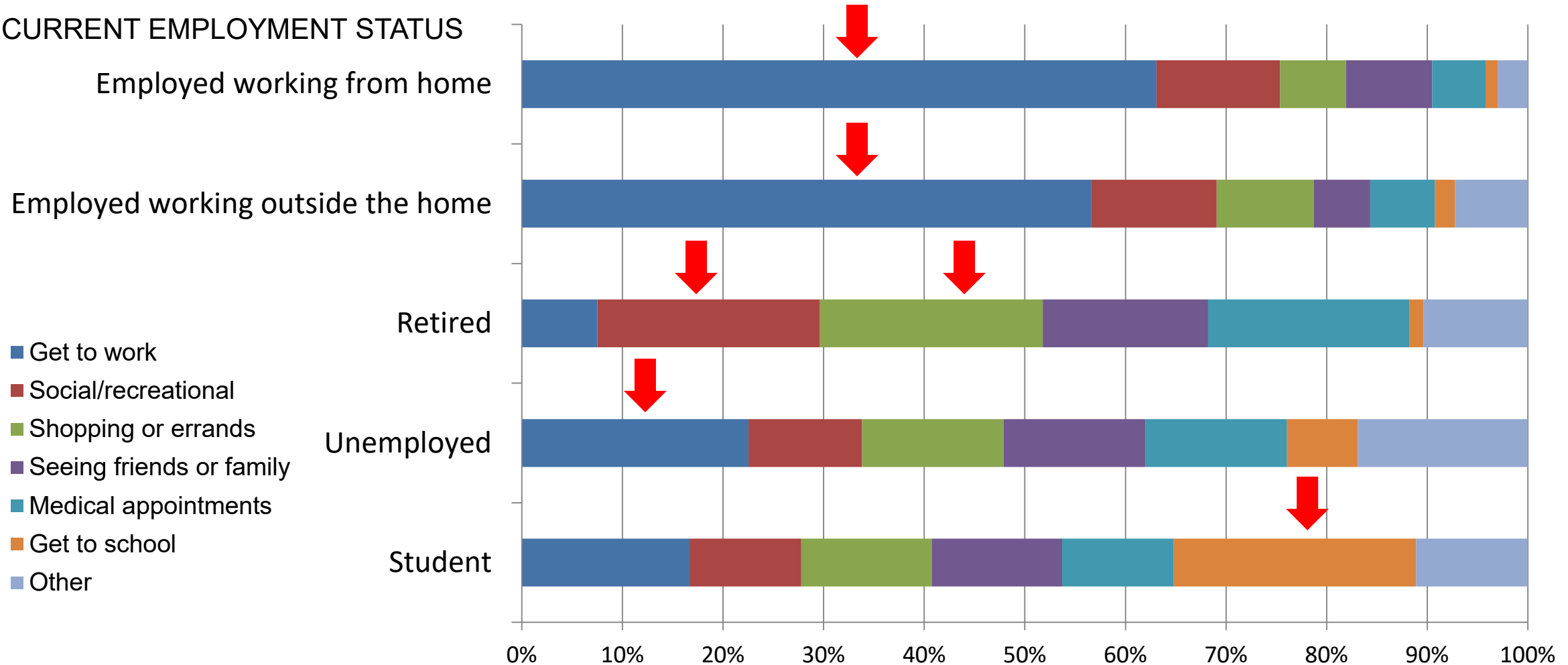
	Currently Using	Stopped: COVID	Stopped: Other	Never Used	Total
Exercise outside	89%	90%	90%	93%	90%
Visit a health-care provider	72%	61%	64%	62%	65%
Visit a pharmacy	70%	54%	58%	56%	60%
Visit family	68%	52%	57%	59%	58%
Visit a grocery store	67%	52%	54%	56%	58%
Ride Kitsap Transit	72%	32%	43%	23%	46%
Visit friends	55%	38%	41%	40%	44%
Visit a hair & nail salon	47%	31%	35%	39%	37%
Pick up rack card/brochure	45%	32%	37%	31%	37%
Eat in a restaurant	41%	26%	34%	29%	33%
Take a taxi or Uber	37%	16%	23%	23%	25%

Total n = 1,731

Former Riders due to COVID-19

What was the usual purpose of your trips?

CURRENT EMPLOYMENT STATUS



n = 699

Which safety improvements were customers aware of before the survey? Select all that apply.

Improvement	% Responses
Limits on passenger loads on buses and ferries to support social distancing.	61%
No fare payment required	60%
Daily disinfection of all high-touch areas on all buses and ferries in operation	54%
Requiring all Kitsap Transit employees to wear face coverings on the job	46%
Some seats are roped off to encourage social distancing	44%
Strongly urging all riders to wear a face covering	44%
Letting riders know our services are for essential trips only	42%
Posters reminding people how to stop the spread of COVID-19	35%
Was not aware of any of these improvements	16%

n = 733

How much will each of these current or potential service improvements increase the chances you will use Kitsap Transit during COVID-19?

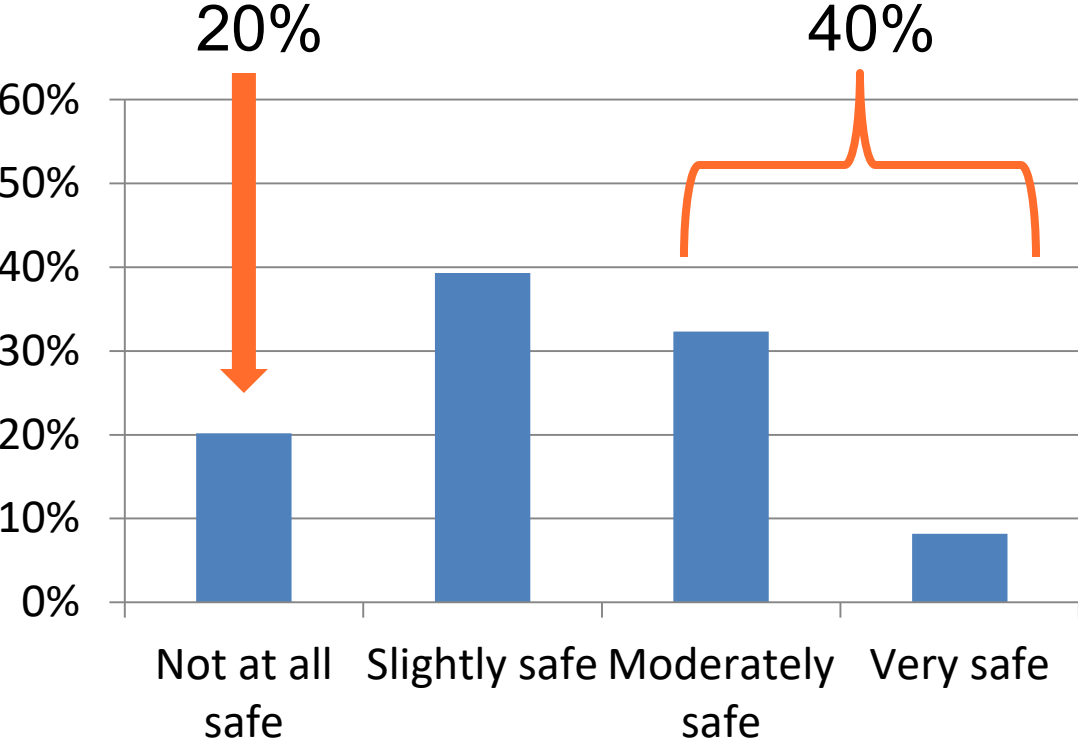
Top Rated Improvements	Very Much	Moderately or Very Much
Requiring all passengers to wear a face covering (except those with medical reason)	61%	80%
Providing a face mask to riders who need one	59%	80%
Providing hand sanitizer to riders	51%	78%
Daily disinfection of all high-touch areas on buses/ferries	49%	75%
Limits on passenger loads to support social distancing	48%	78%

Extension of fare-free period and restoring suspended trips registered low scores.

n = 733

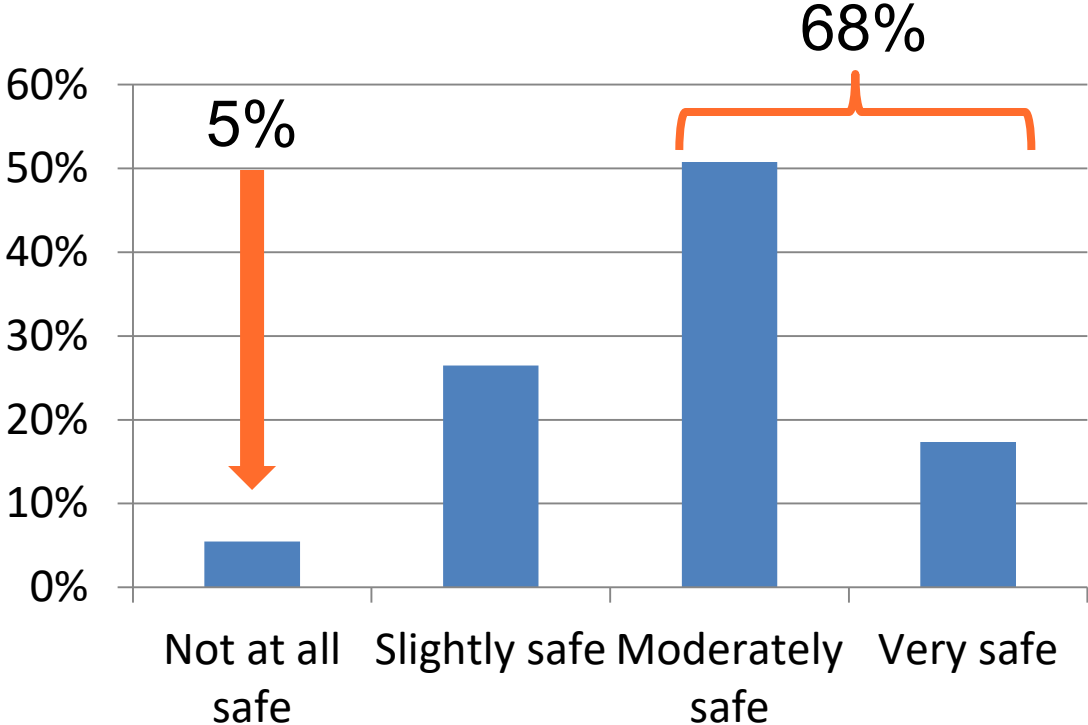
Awareness Increases Confidence in Transit

During COVID-19, how safe do you think it is to ride Kitsap Transit?



Former riders who stopped due to COVID-19 (n = 733)

Now that you know more about what Kitsap Transit has done in response to COVID-19, how safe do you think it is to ride Kitsap Transit?



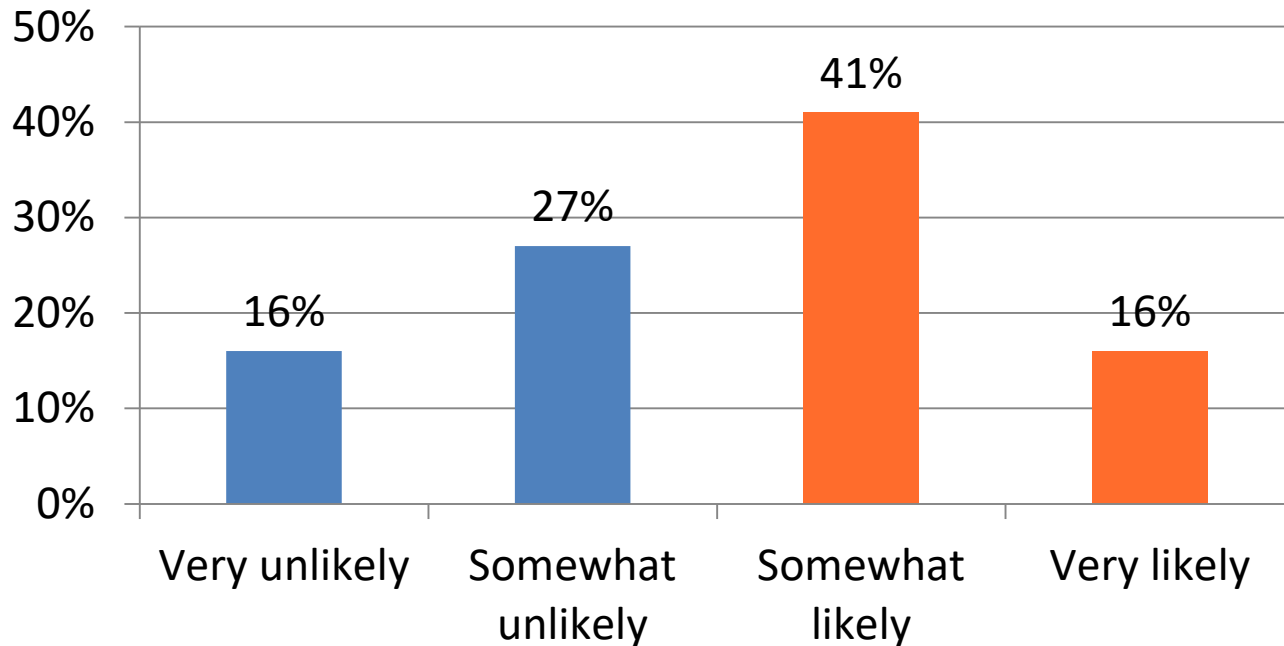
How likely are you to start using Kitsap Transit again during COVID-19?

43%
Unlikely

57%
Likely



Now that you know more about what Kitsap Transit has done in response to COVID-19, how likely are you to start riding Kitsap Transit again during COVID-19?



Service	Unlikely	Likely
Routed Bus	46%	54%
Worker/Driver Bus	36%	64%
Dial-A-Ride Bus	33%	67%
ACCESS Bus	28%	72%
Bremerton/Seattle Fast Ferry	40%	60%
Kingston/Seattle Fast Ferry	39%	61%
Local Foot Ferry	43%	57%
Vanpool	43%	57%

When are you likely to start using Kitsap Transit again?

Leading reasons

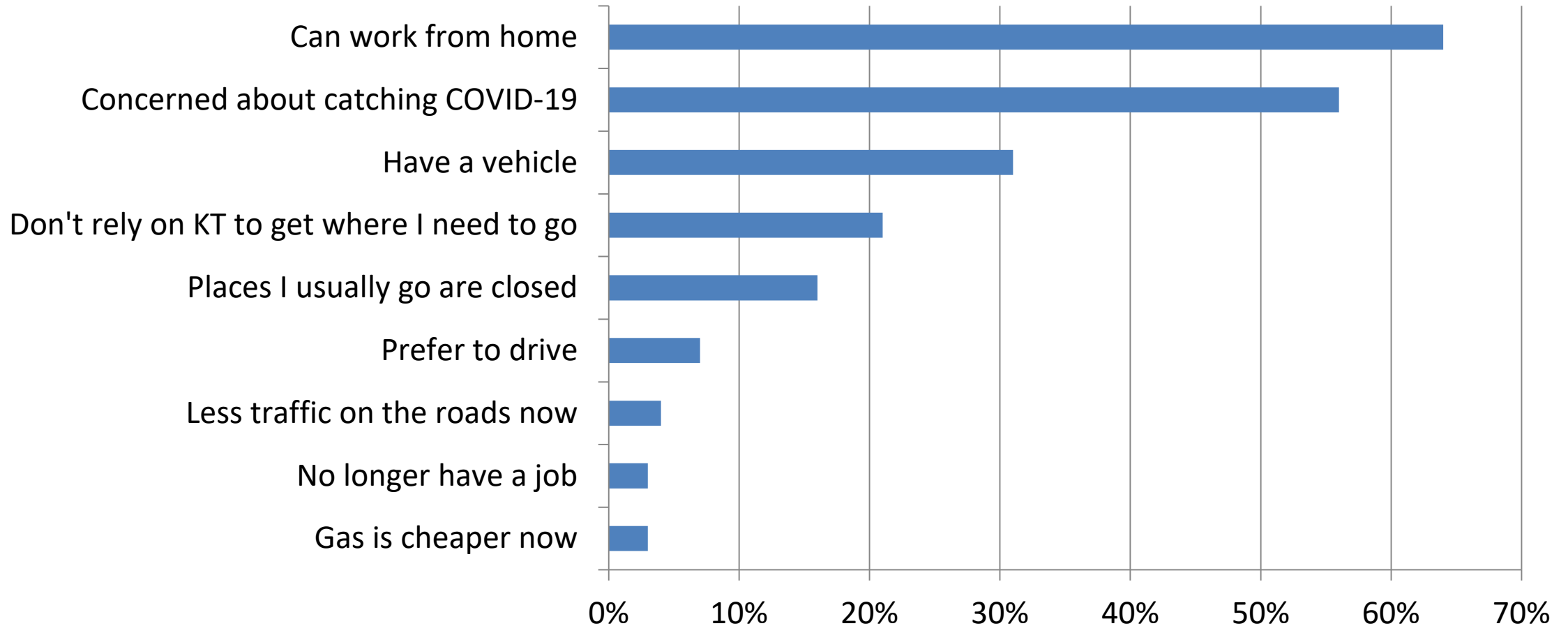
- 53%** Once my employer asks me to return to work
- 31%** Once I feel safe from COVID-19 on the bus/ferry
- 27%** When infection rates drop
- 16%** After a treatment or vaccine exists

Not factors

- 12%** When transit service levels increase
- 11%** Once gatherings of MORE THAN 50 are allowed
- 10%** Once gatherings of UP TO 50 are allowed
- 4%** After schools open

0% Don't plan on using again

Why are you unlikely to use KT during COVID-19?



What else does Kitsap Transit need to do in response to COVID-19 to encourage you to use our services?

Nothing You Can Do

“It’s not you, it’s me. I just have nowhere to go.”

“Nothing. There just needs to be a vaccine for COVID.”

“As soon as allowed to go to work I will use it, but until then I have to work from home so nothing KT can do.”

“I think you are doing a great job. I’m just staying home to avoid problems.”

“I don’t know that there is anymore you can do. It’s in the hands of the people to do their part by complying.”

Disinfect & Ventilate Cabin Often

“Clean/Disinfect more than once per day.”

“Disinfect seats and railings at the end of each run.”

“Open the windows to get air circulation.”

“Increase cabin ventilation on the fast ferry.”

“Consider using UV light for disinfectant.”



Communicate, Communicate, Communicate

“It would be nice to know which services are maxed out so I can schedule my commuting trips.”

“If there was more communication about how full the trips are or even reservations allowed then I’d use it again.”

“Publicize the steps you are taking, be consistent and diligent in following them, gently but firmly ensure all passengers follow them.”

“Be vocal about what needs to happen to stop the spread of viruses.”

“Consistent updates”

Require Face Masks, Provide PPE

“Require masks and enforce social distancing.”

“Provide face masks and hand sanitizer.”

“Don't allow passengers who refuse to wear a mask.”

“Hand sanitizer when entering and exiting.”

“Drivers with medical issues should have other PPE, like face shields”



Takeaways

- Educating the public about risk-reduction tactics has a meaningful impact on confidence in safety of using transit
- About half of former riders may resume using transit – when depends on employers and controlling outbreaks
- Transit must provide reasons to believe in safety, support customers with PPE and communicate updates often
- About half of former riders may not return during COVID for various reasons – being able to work & shop from home, unemployed or at high risk for illness

Questions?

Sanjay Bhatt

Marketing & Public Information Director

360-824-4926

sanjayb@kitsaptransit.com

All other terms and conditions remain the same.

END ADDENDUM 2

Please remember to acknowledge this addendum.