

Planning for our future: *Vision 2044*

Phase 1 Public Preference Survey

December 2023



Planning for our future: *Vision 2044*

We're listening

Everett Transit is conducting two rounds of community engagement:

Phase 1: Confirm community needs and priorities

Phase 2: Gather input on draft service concepts
(coming soon)

In this report, we present findings from the Phase 1 community needs and priorities survey. We asked respondents about:

- Their current travel habits
- What they think Everett Transit should prioritize in the Vision 2044 plan
- About possible service changes or micro transit offerings



Survey recruitment and fielding

We used many outreach methods to invite people to take the survey, including:

- Postcard invitations were mailed to 8,000 households in the Everett area
- Ads on Everett Transit buses
- Print and digital ads in newspapers and on social media
- Public open houses held at the Everett Library and Everett Station

To incentivize participation, we conducted a drawing for a chance to win one of ten \$100 gift cards.



Survey approach:

- Open from November 20th to December 15th, 2023
- In English and Spanish languages
- Available primarily online
 - Paper surveys were available at open house events

Survey responses

We received 448 responses overall.

- Most responses were from City of Everett area zip codes:
 - 98201 (35%)
 - 98203 (21%)
 - 28208 (16%)
- Most survey responses were completed online, with about 3% were completed on paper and entered manually.
- Most responses were received in English language, with only two responses were received in Spanish.

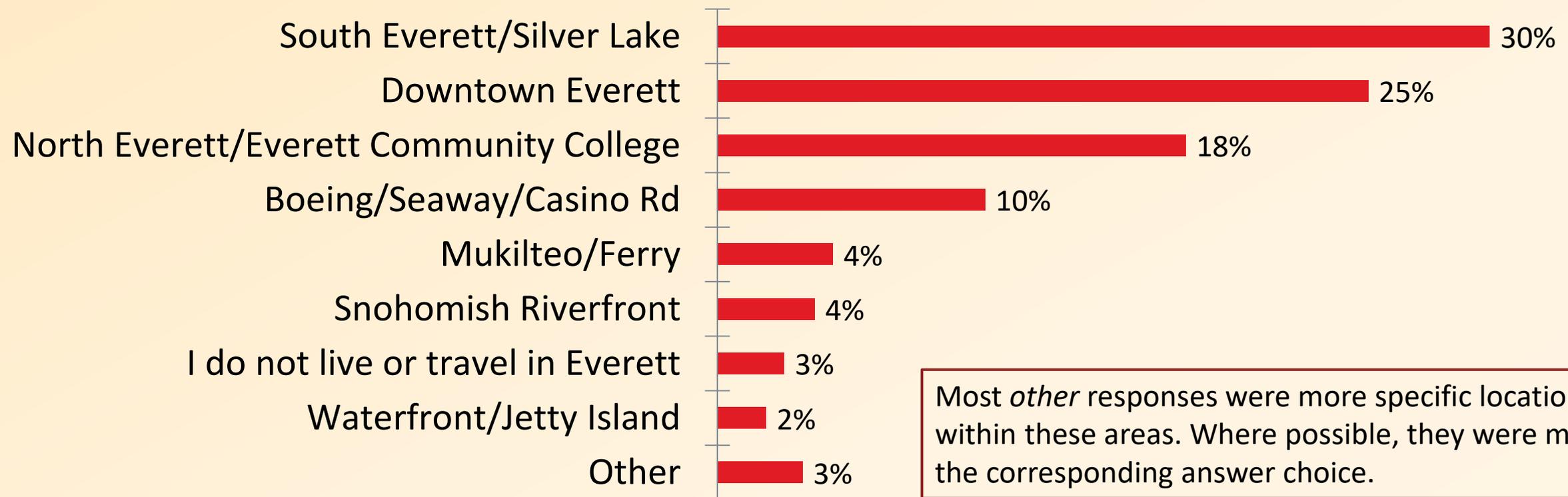


DETAILED FINDINGS: TRANSIT HABITS & PREFERENCES



Most respondents live in or travel from South Everett or Downtown Everett

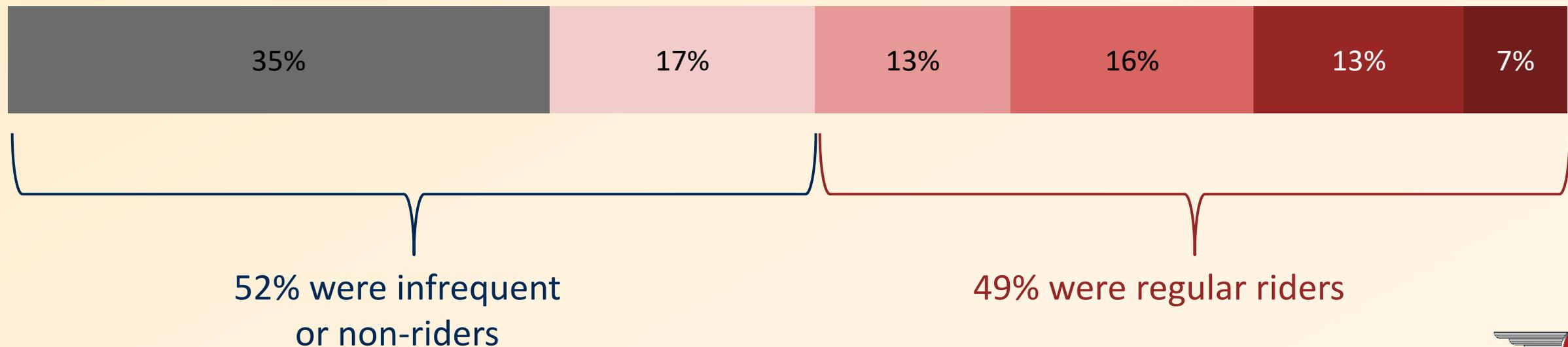
Which Everett area best describes where you live or travel from most often? (n = 423)



Respondents are closely split between those who ride Everett Transit regularly and those who do not

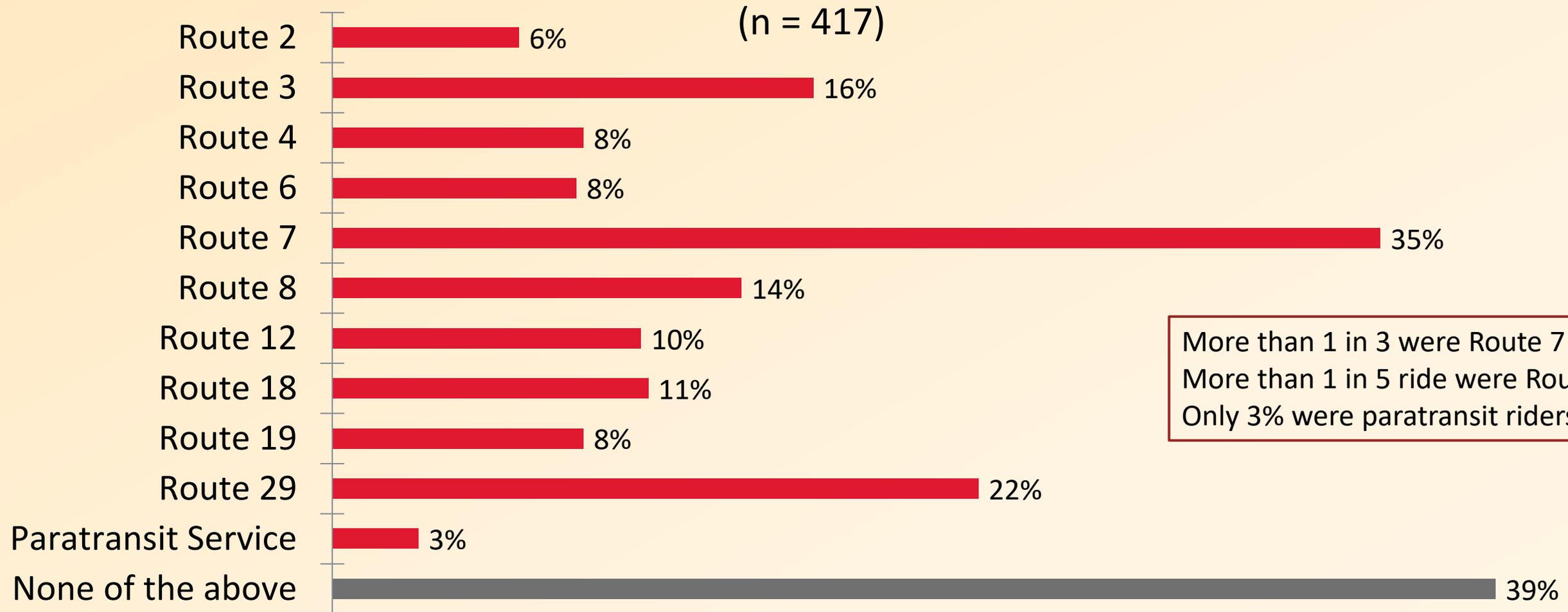
In a typical month, how often do you ride Everett Transit?
(n = 423)

- I do not currently ride Everett Transit
- Less than once per month
- 1-3 days per month
- 1-3 days per week
- 4-5 days per week
- 6-7 days per week



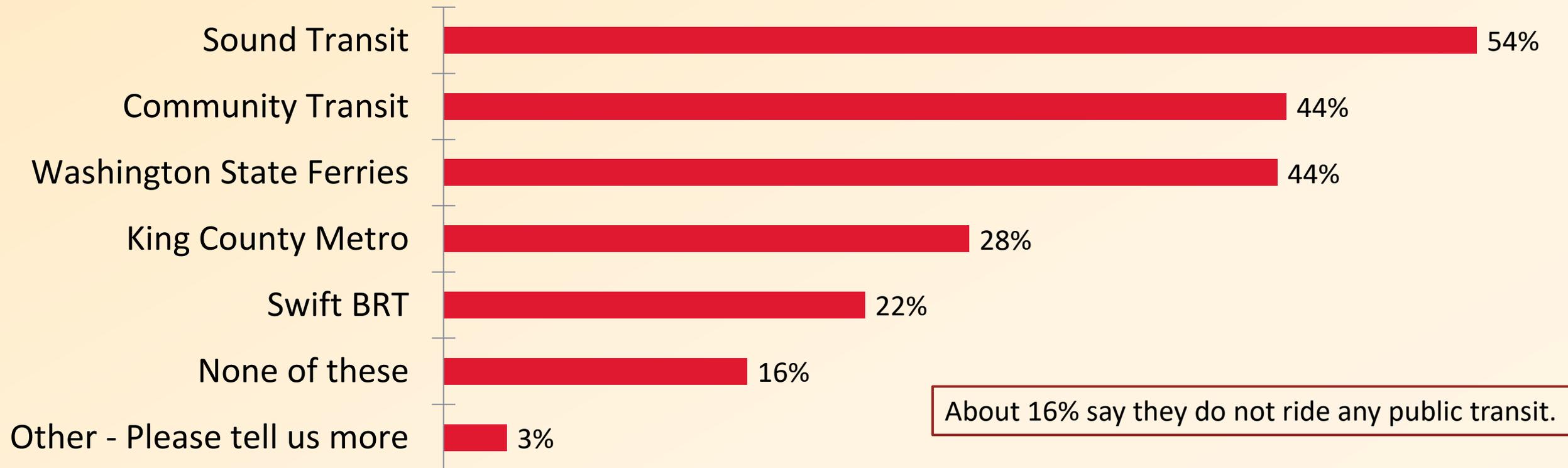
We heard from respondents currently using all Everett Transit routes.

What Everett Transit routes do you currently use? Select all that apply.



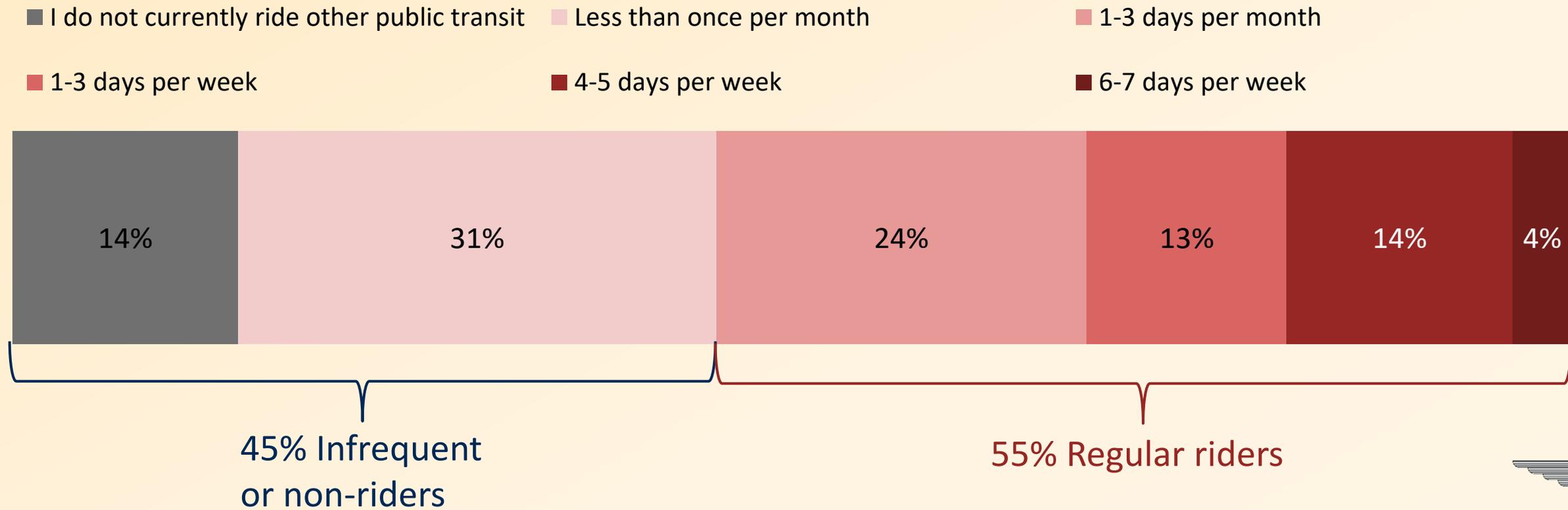
Many respondents ride area public transit services

What other public transit services do you typically use? Select all that apply.
(n = 421)



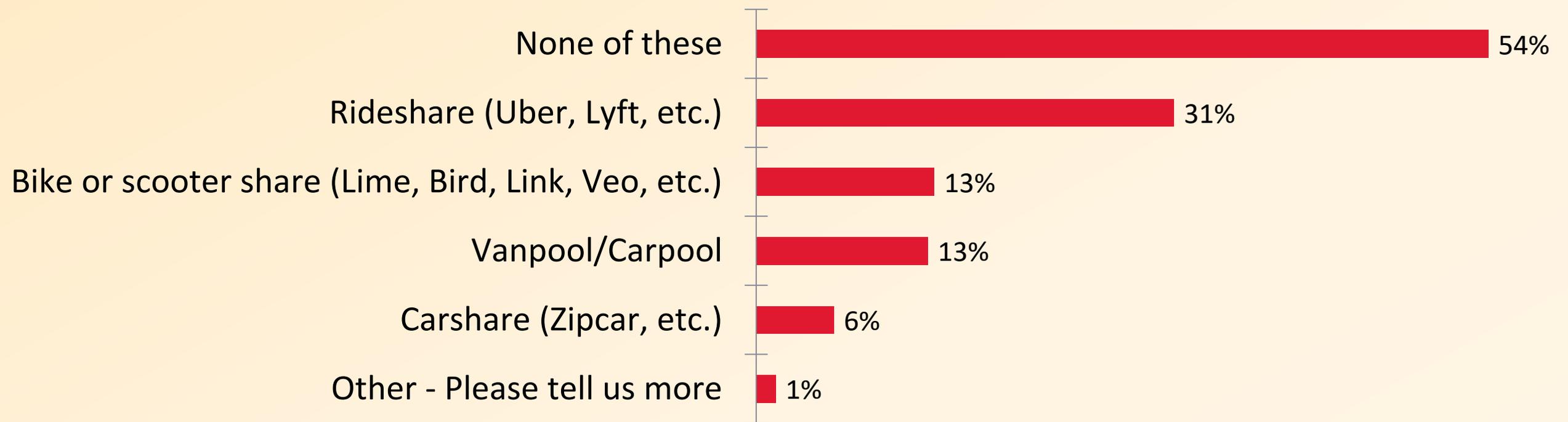
More than half of respondents ride some transit at least once per month

In a typical month, how often do you ride other public transit (ferries, buses, light rail, vanpool, etc.)?
(n = 421)



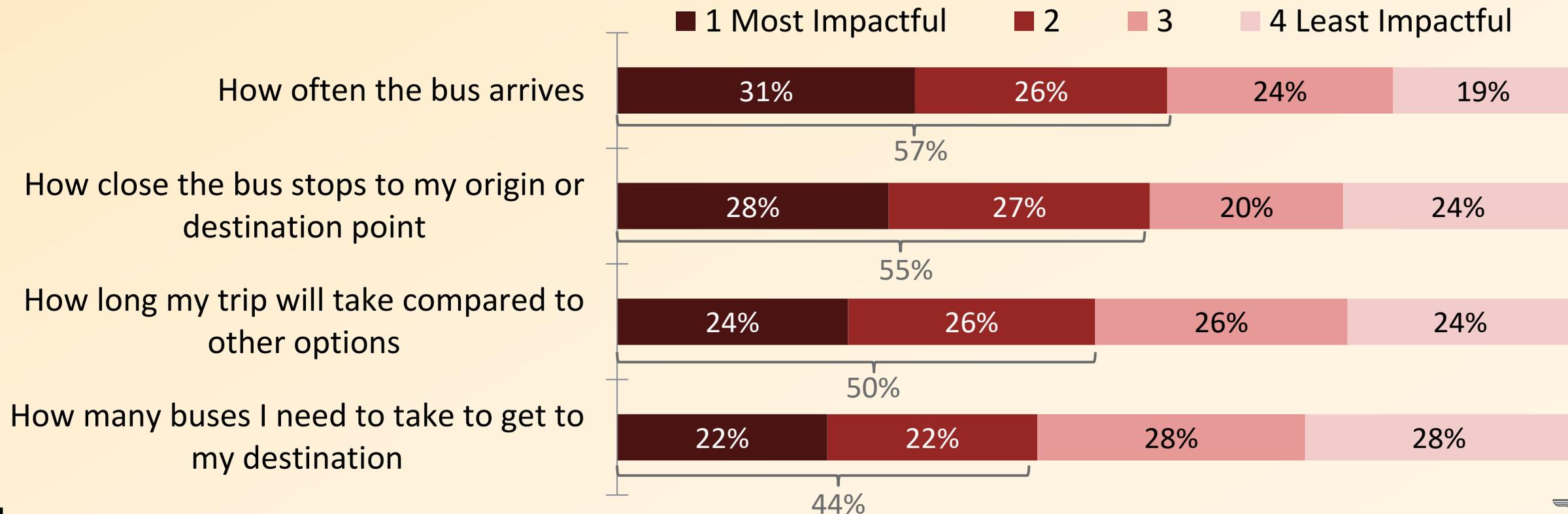
Most riders do not use other shared transit; rideshare is most common among those who do.

Do you currently use any other forms of shared transportation? Select all that apply.
(n = 417)



Frequency of service, proximity to bus stops, and length of trip impact respondents' decision to ride ET

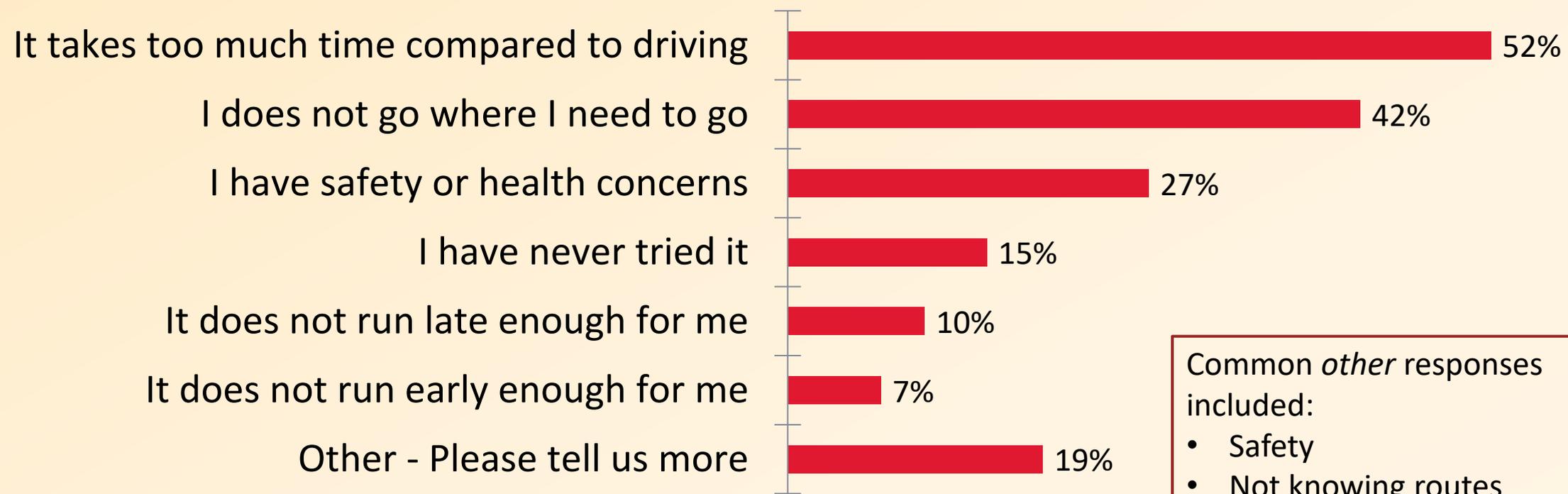
When you consider taking Everett Transit for a trip, how do these factors impact your decision making? (n = 199)



Respondents say they do not ride due to trip times and service not going where they need

Which of the following reasons best describes why you don't ride Everett Transit, or ride infrequently? Choose up to three.

(n = 218)



Common *other* responses included:

- Safety
- Not knowing routes
- Stops are too far away



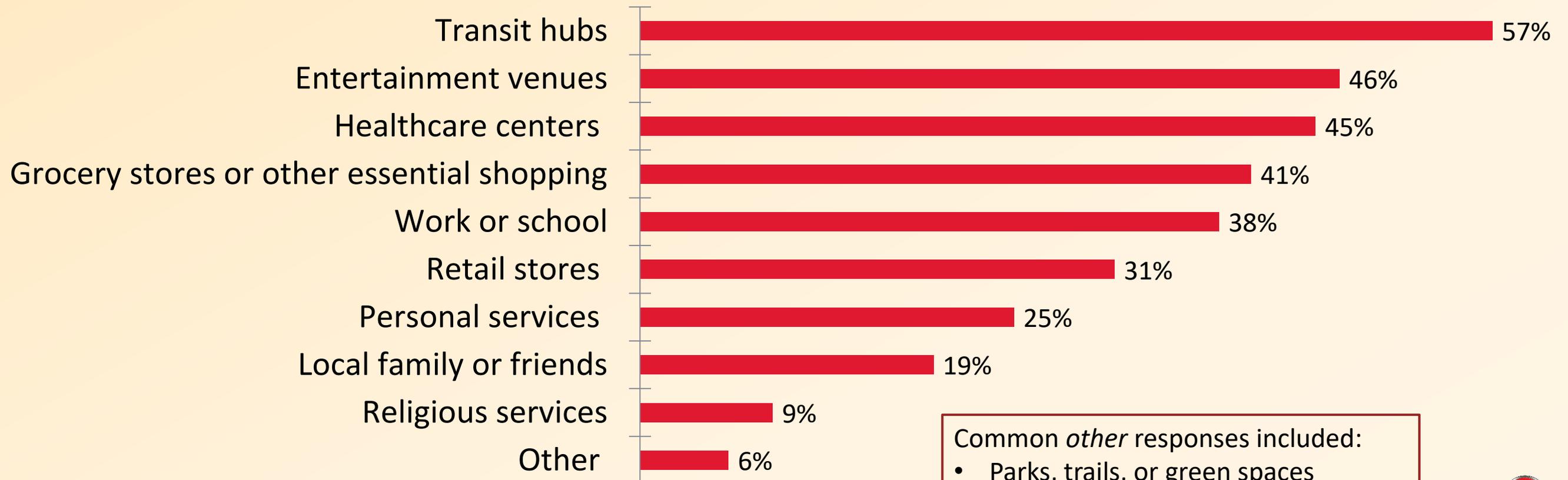
SURVEY RESPONSES: FUTURE PRIORITIES & MICRO TRANSIT



Many respondents would use micro transit to connect to other transit routes and services

If Everett Transit offered micro transit in your immediate area, what types of destinations would you use it to reach?

(Select all that apply) (n = 375)



Common *other* responses included:

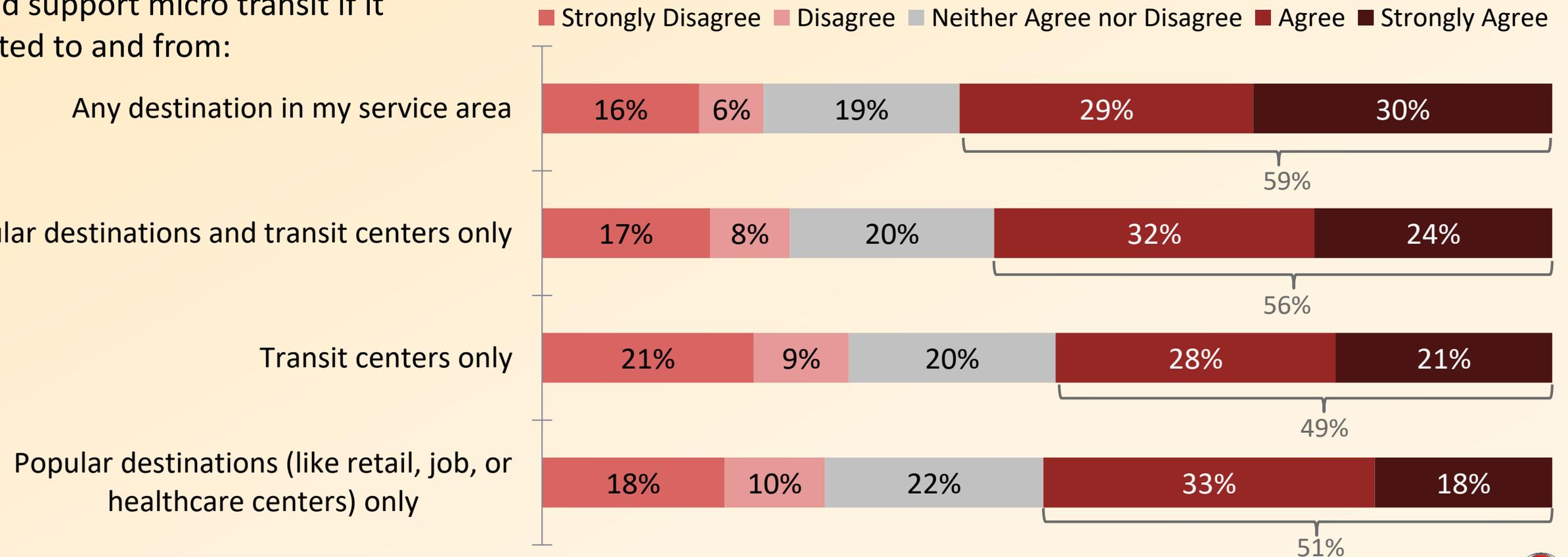
- Parks, trails, or green spaces
- Paine Field/airport



Respondents are most supportive of micro transit that runs anywhere in their service area

Do you agree with each of the following statements?
(n = 418)

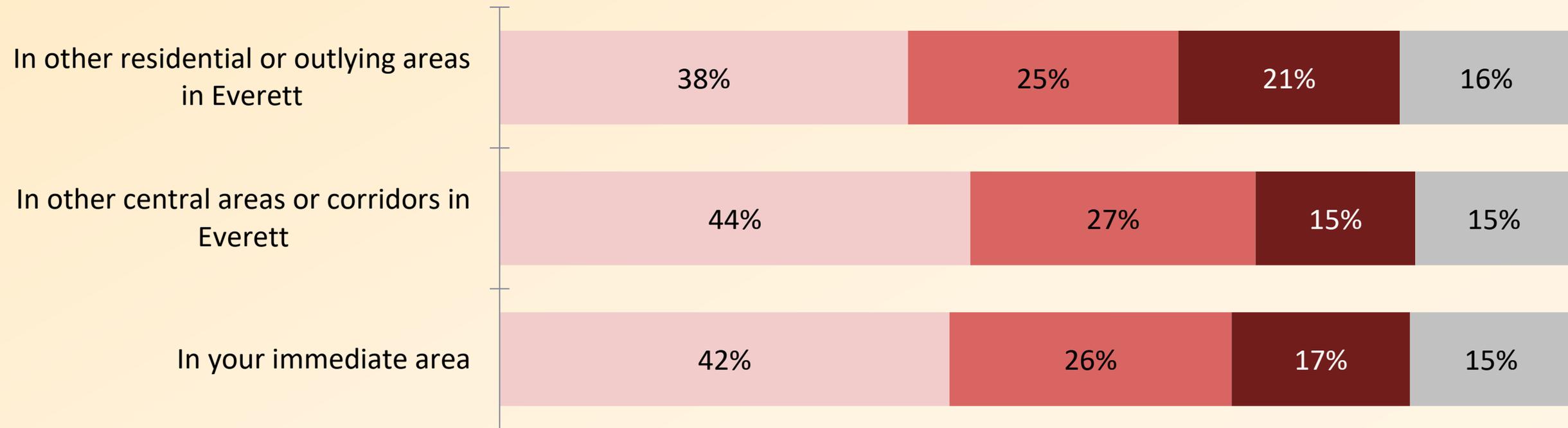
I would support micro transit if it operated to and from:



Respondents are slightly more open to shifting from bus to micro transit in residential or outlying areas

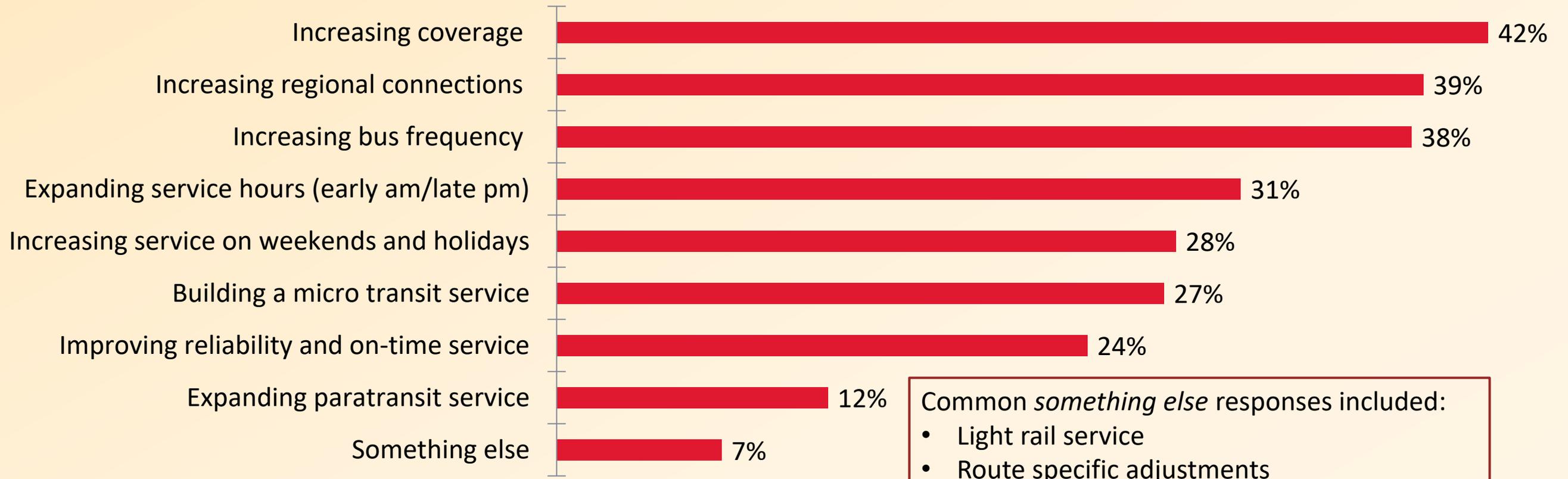
What service changes would you be most in favor of? (n = 405)

- Maintain or increase current bus service, no micro transit
- Minor bus service reductions, limited micro transit
- Moderate bus service reductions, full service micro transit
- No preference



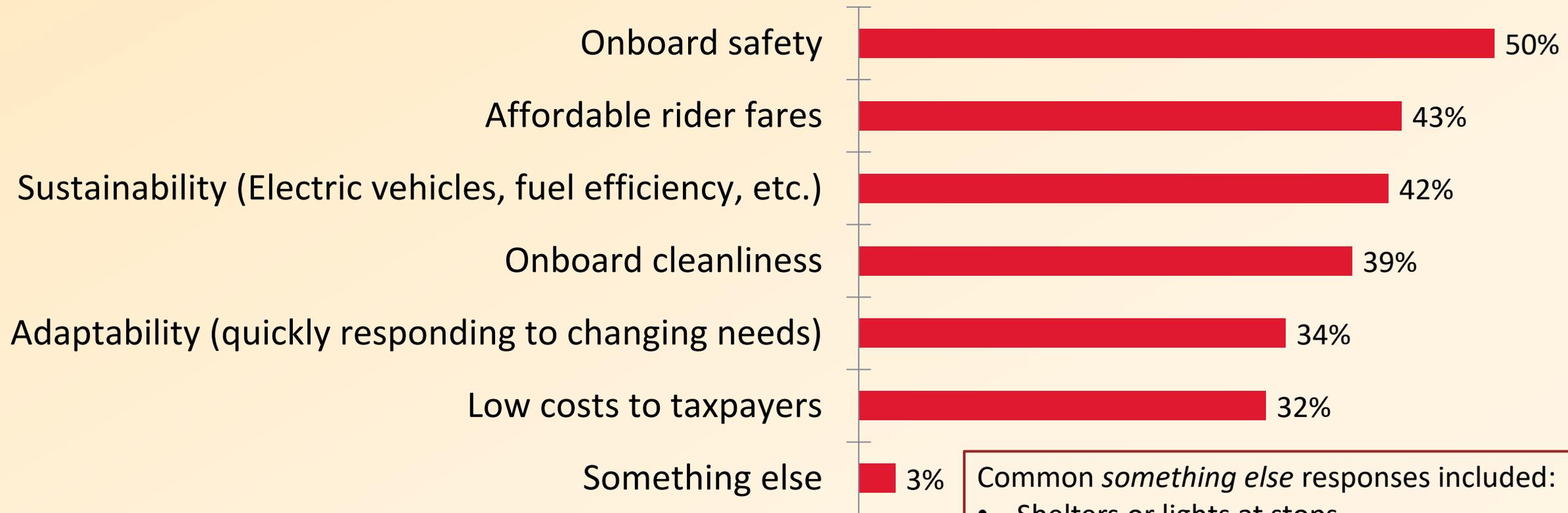
Respondents list service area coverage, regional connections, and frequency as top areas for focus.

As Everett Transit plans for the future, which of these service elements would you most like them to focus on? Choose up to three. (n = 378)



Onboard safety is the top operational concern for respondents.

As Everett Transit plans for the future, which of these operational elements would you most like them to focus on? Choose up to three. (n = 382)



Common *something else* responses included:

- Shelters or lights at stops
- Schedule accuracy
- Onboard comfort

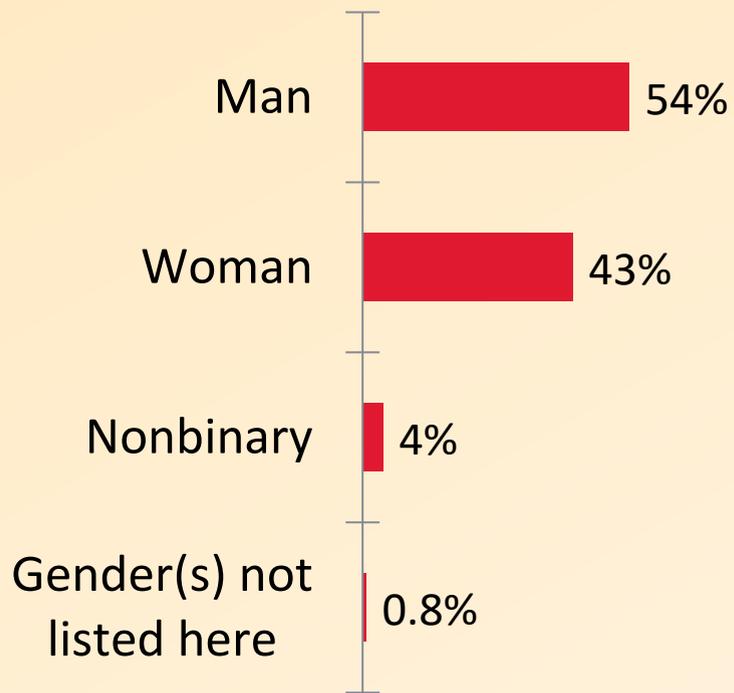


RESPONDENT DEMOGRAPHICS

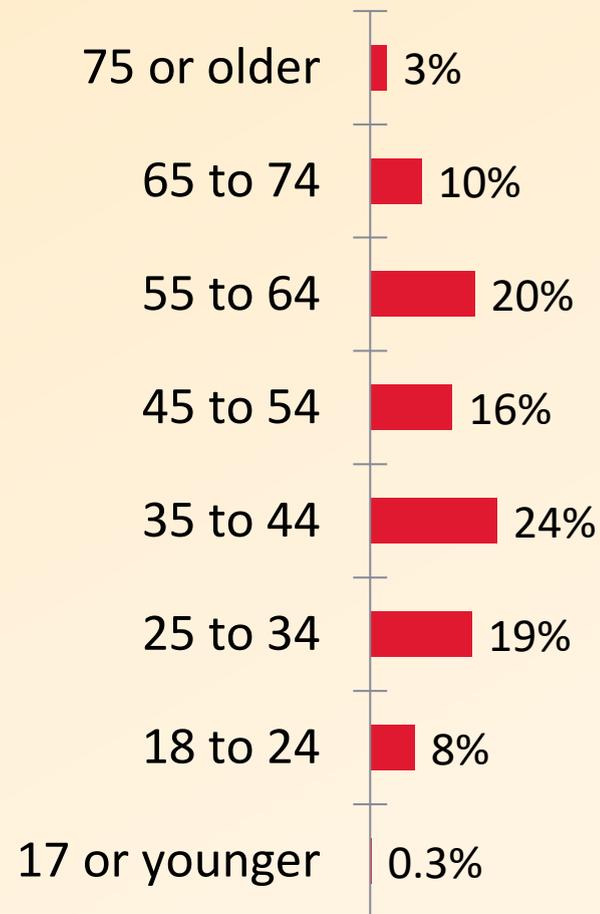


Respondent Demographics

How do you identify?
(Select all that apply)
(n = 383)



How old are you?
(n = 380)

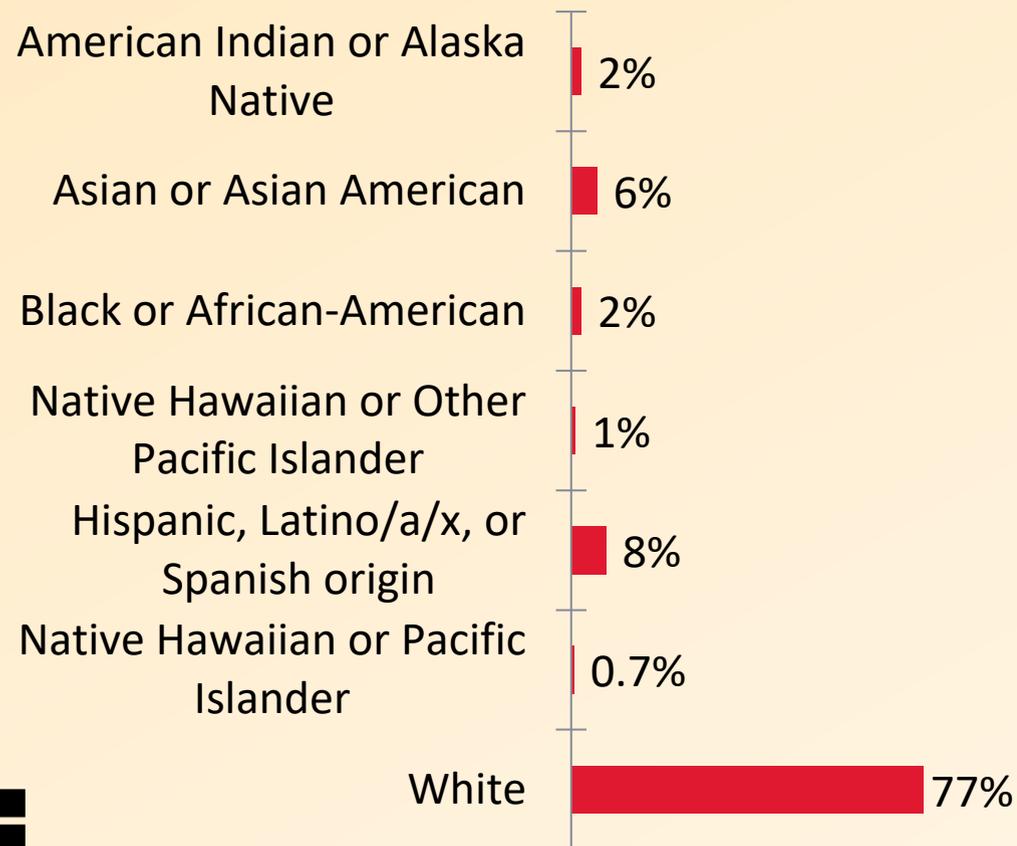


What languages do you speak at home?
(Select all that apply)
(n = 366)



Respondent Demographics

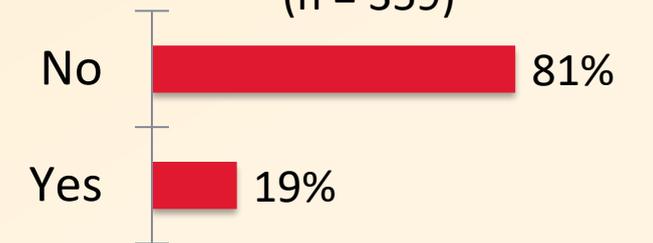
How do you identify?
(Select all that apply)
(n = 409)



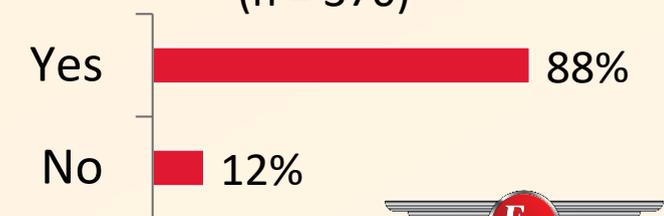
What was your household income in 2022 before taxes?
Your best guess is fine
(n = 338)



Do you have any disabilities that impact how you use bus or public transit service?
(n = 359)

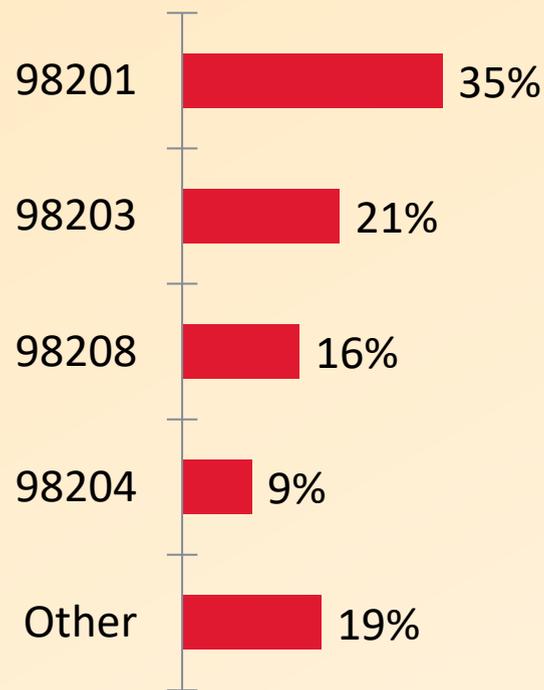


Do you or someone in your household have a car that you can use?
(n = 370)

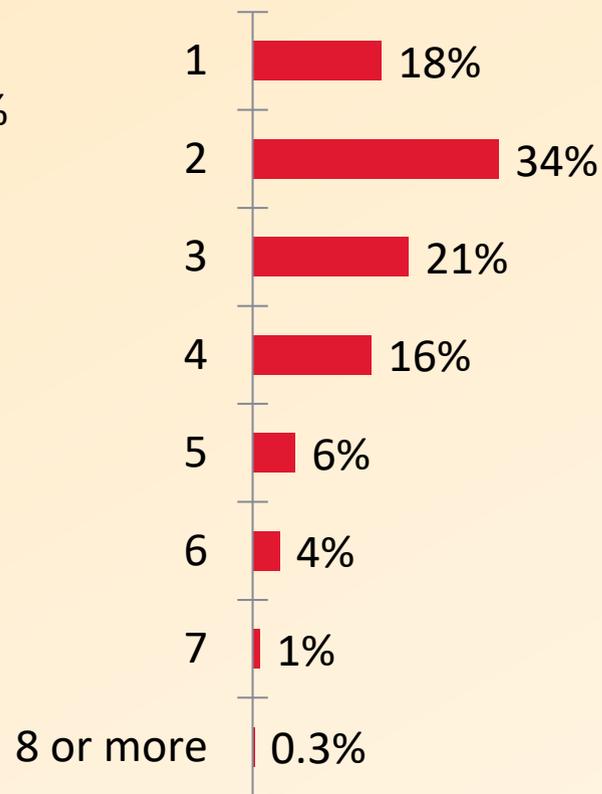


Respondent Demographics

What is your home zip code?
(n = 374)



Including yourself, how many people live in your household?
(n = 374)



What best describes your current work status?
(Select all that apply) (n = 370)

