

# Jump Around Carson 2021 Route Enhancements - Public Survey Results Highlights

FULL RESULTS INCLUDED IN EXHIBIT 1 - ITEM 5-A



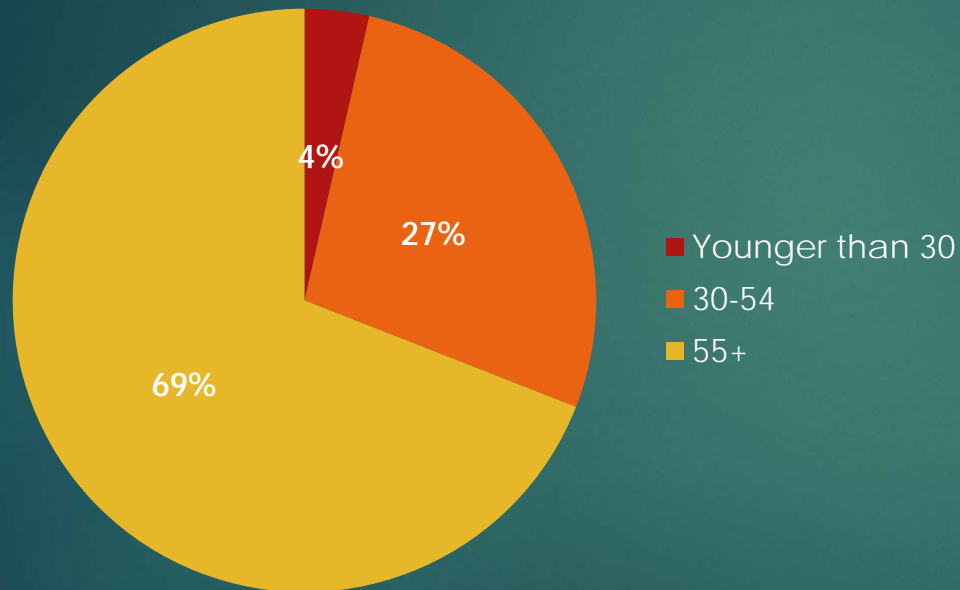
# Survey Methodology



- ▶ Surveys were distributed to Carson City residents and stakeholders through a variety of media:
  - ▶ In Person
    - ▶ Senior Center Annual Pass Sign Up Event (Late June)
    - ▶ Major bus stops including Downtown Transfer Plaza, Walmart North, and Public Library
  - ▶ Public bulletin boards, such as:
    - ▶ Grocery Stores
    - ▶ Churches
    - ▶ Public Facilities (Community Center, Library, City Hall, etc.)
  - ▶ Online/In Print
    - ▶ Carson Now
    - ▶ Public Works Facebook Page
    - ▶ Carson City Nextdoor Page
- ▶ 88 responses between June 28 and August 4, 2021.

# Age of Participants

(Q11; N=82)

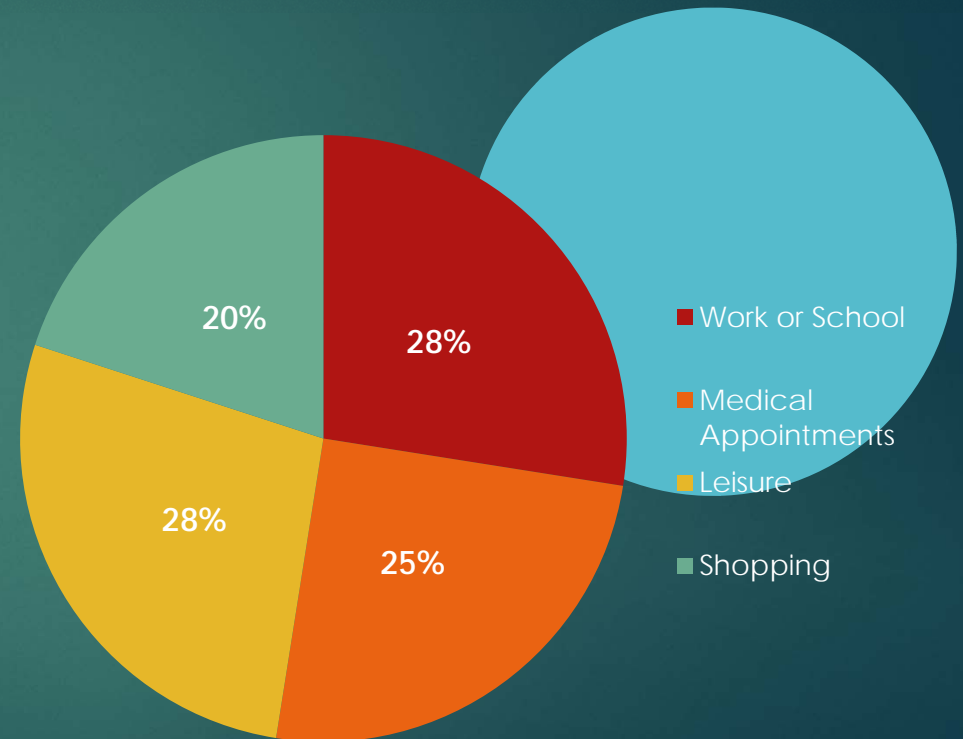


- ▶ Strong response from senior community due in part to annual transit event at Senior Center.
- ▶ Survey results reflect the needs and interests of this demographic.
- ▶ Seniors represent approx. 40% of JAC fixed-route ridership in 2018.

# Primary Transit Purpose(s)

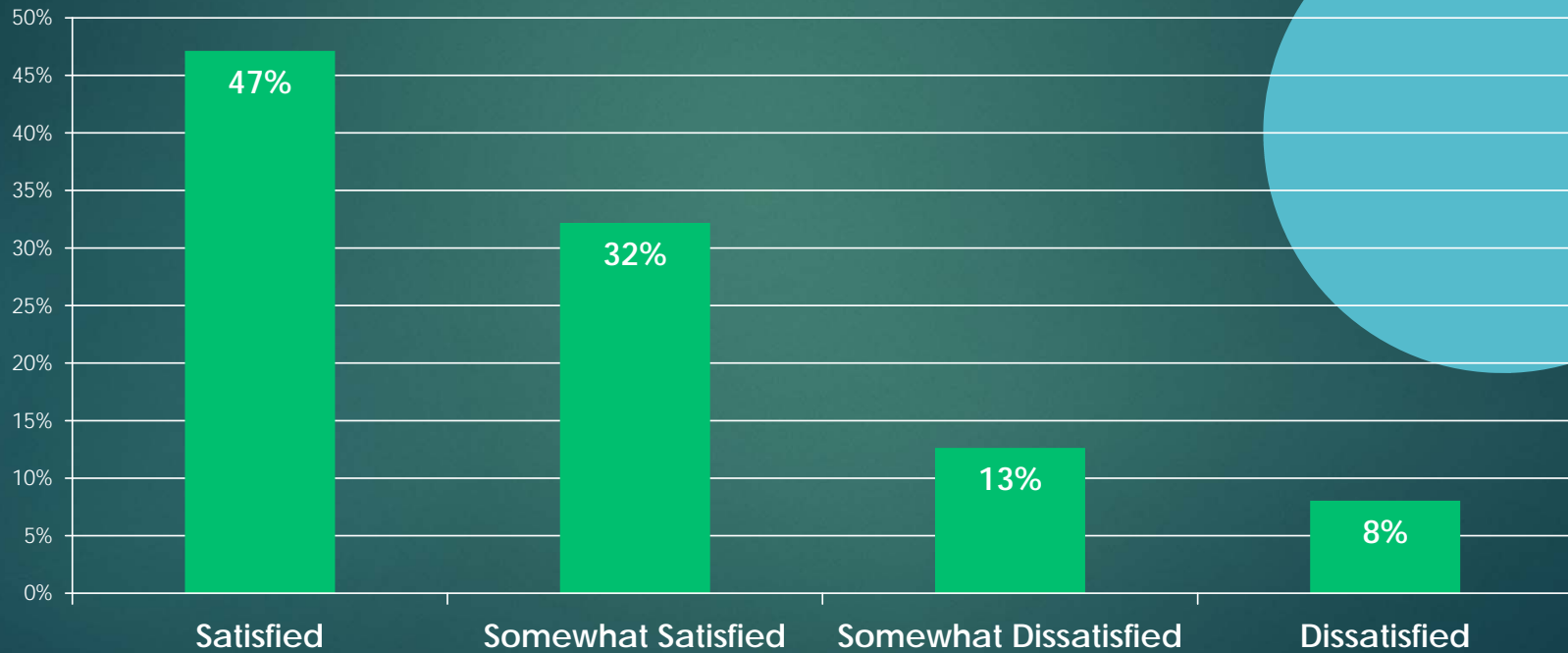
(Q13; N=62)

- ▶ Riders use JAC for a wide variety of purposes.
- ▶ 4 best-represented categories.



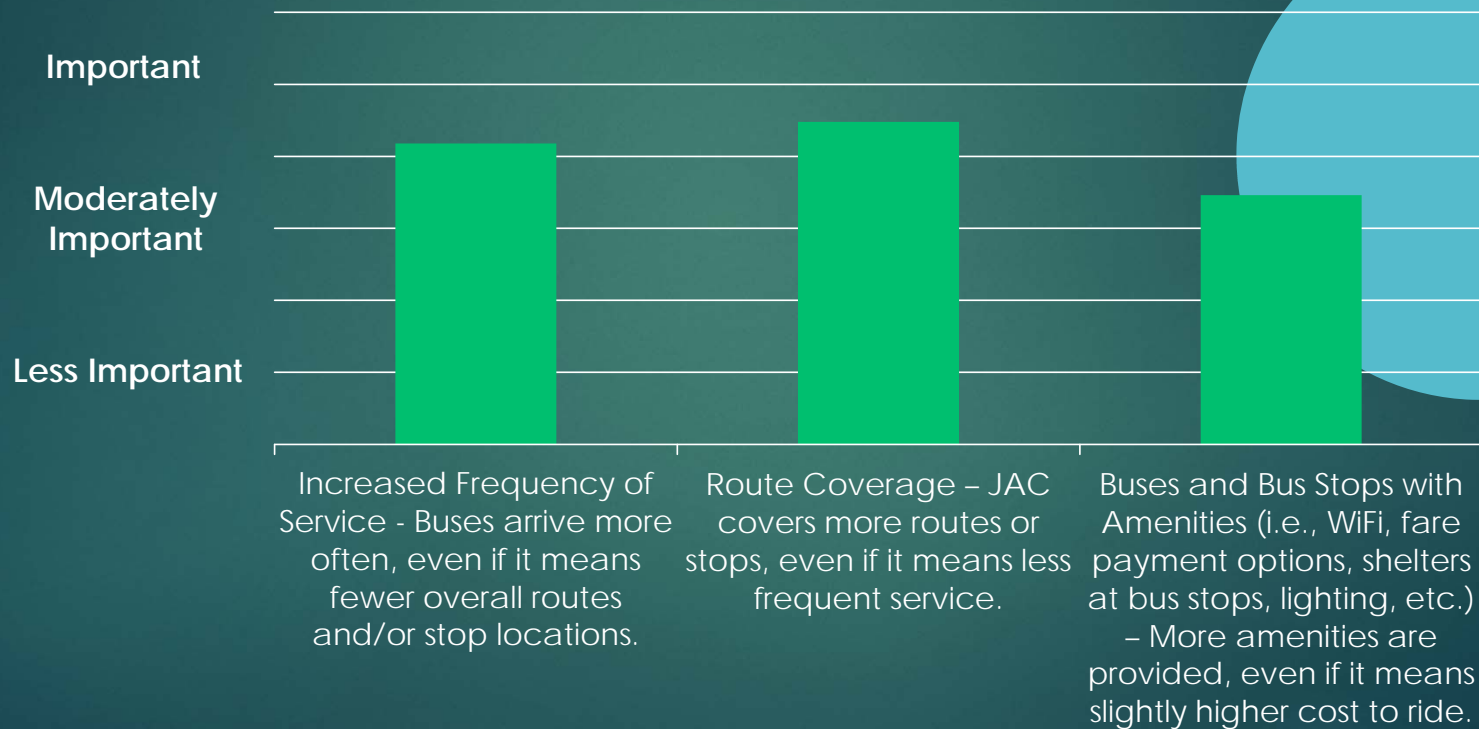
# Level of Satisfaction with Existing Routes

(Q4; N=85)



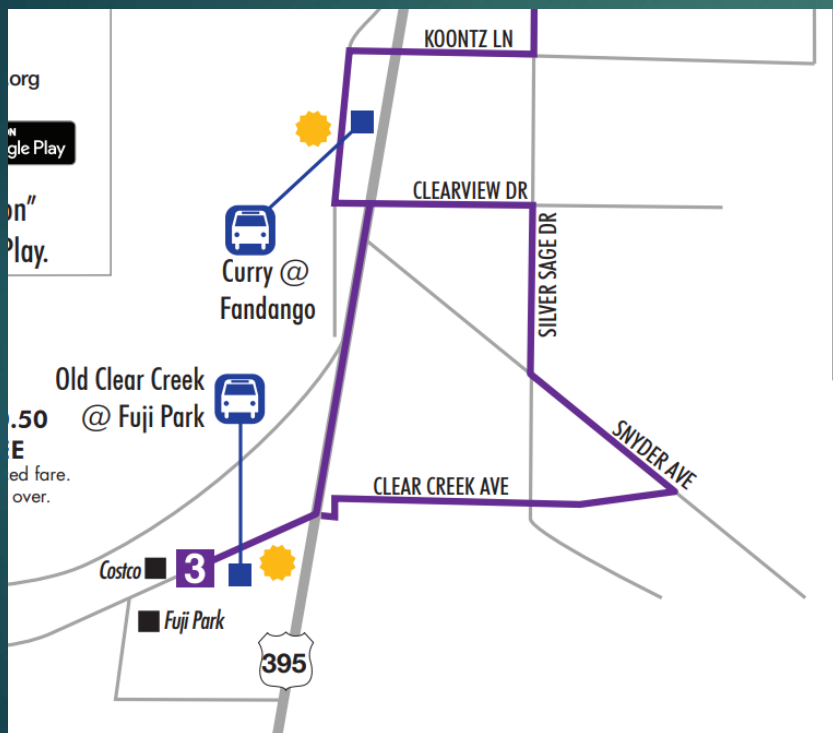
# Service Improvements Ranked by Importance

(Q3; N=84)

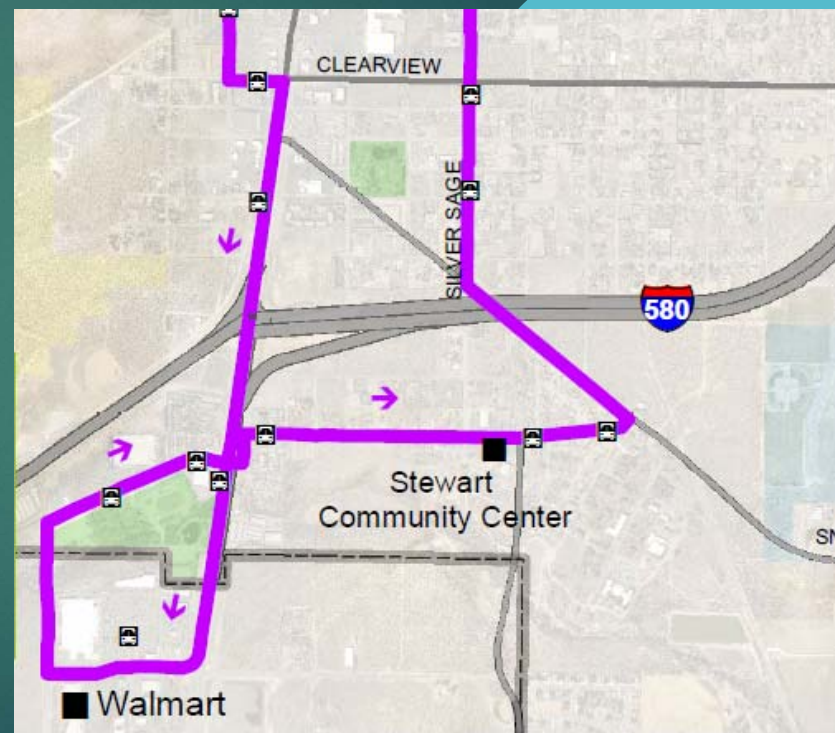


# Will the new Route 3's service to the Walmart on Topsy Lane benefit you?

(Q8; N=76)



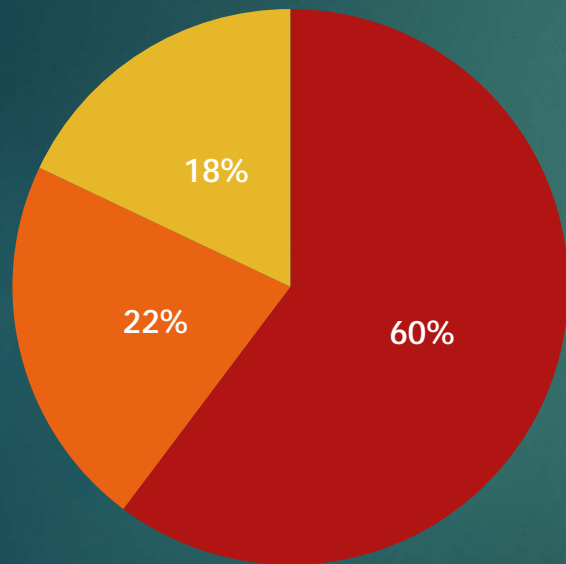
Current



Proposed

# Will the new Route 3's service to the Walmart on Topsy Lane benefit you?

(Q8; N=76)



■ Yes – I plan to use these new stops.

■ Maybe – I might use these new stops in the future.

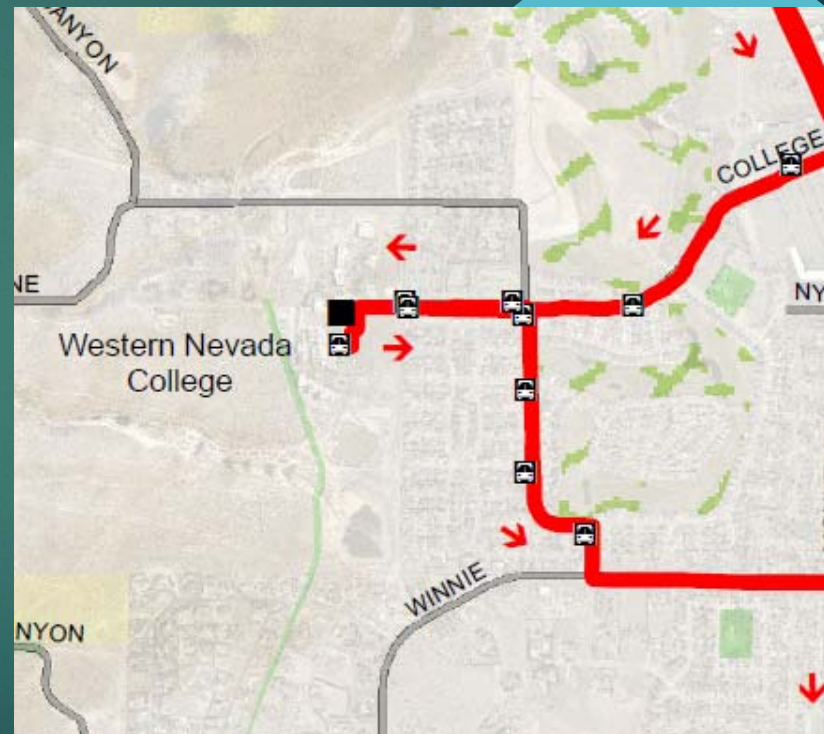
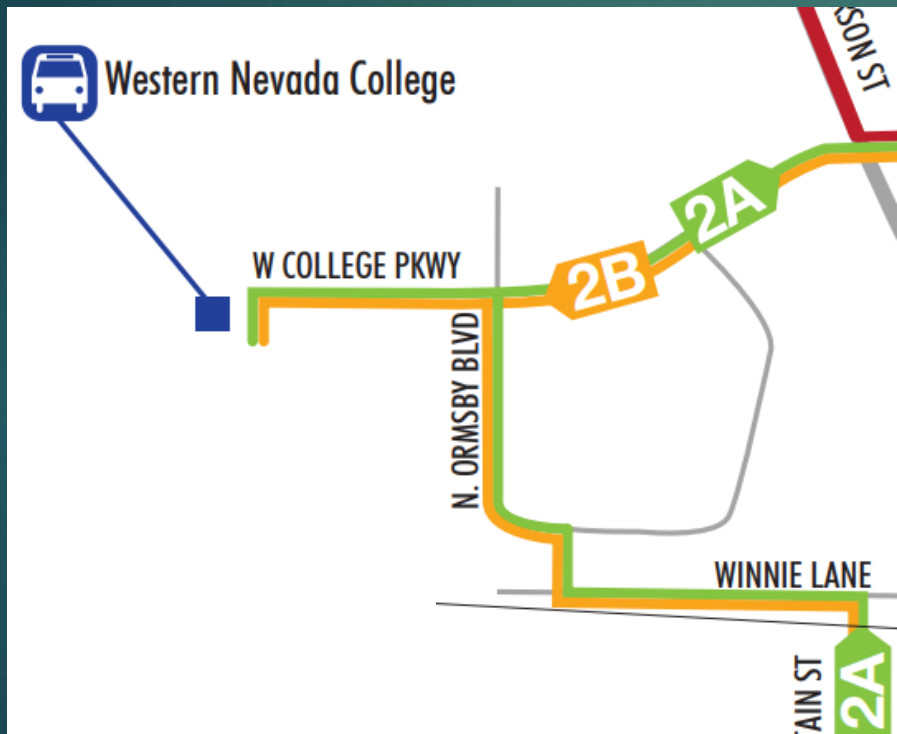
■ No – I will not travel to these locations on JAC.

- ▶ Strong support for service extension to Topsy Lane
- ▶ Consistent with 2017 Rider Survey results



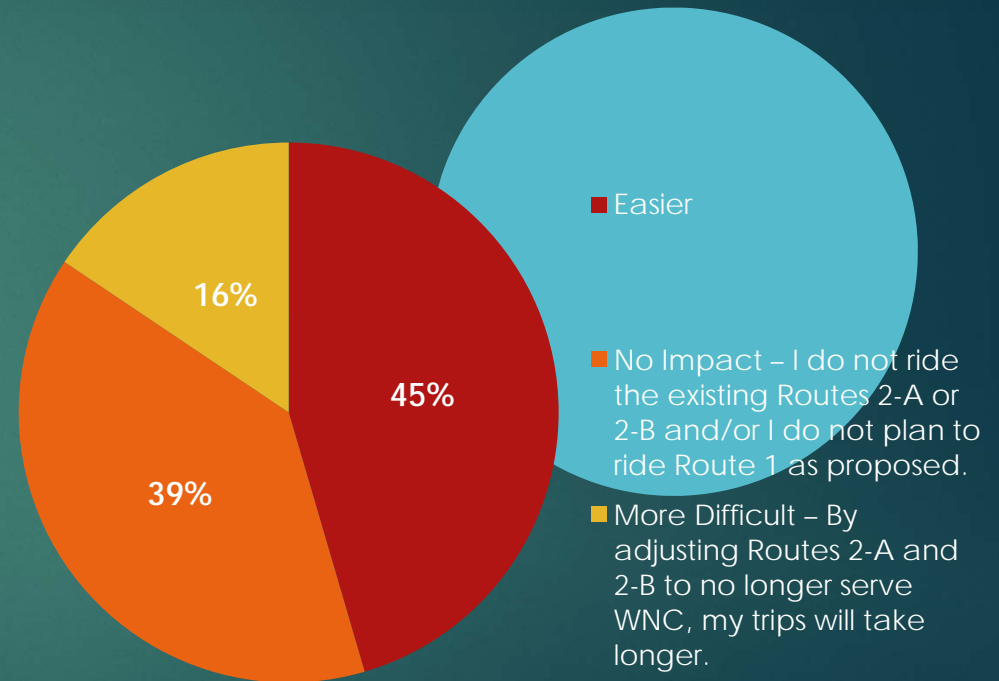
Will serving WNC via Route 1 instead of Routes 2A & 2B make your trips easier or more difficult?

(Q5; N=75)

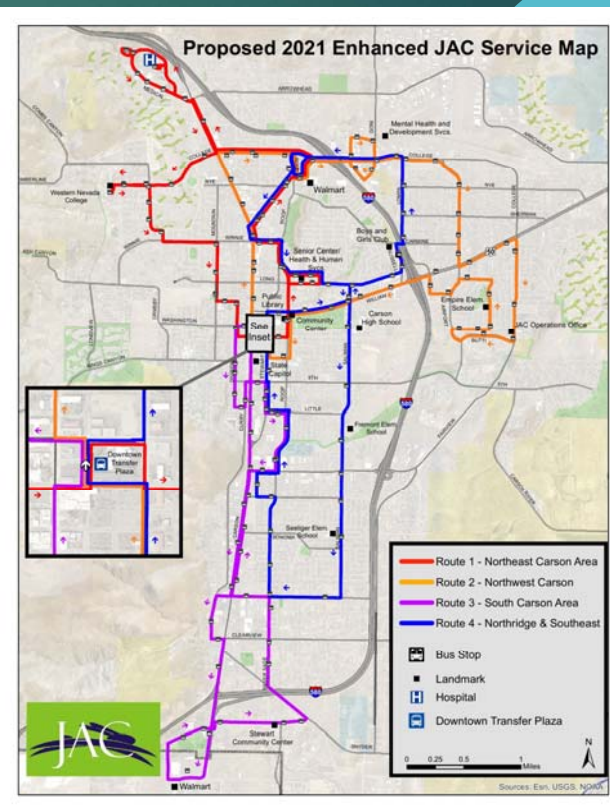
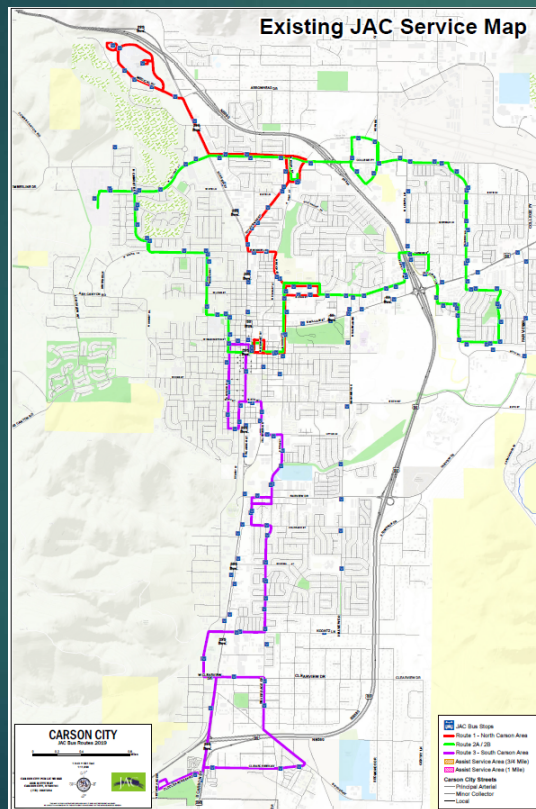


## Will serving WNC via Route 1 instead of Routes 2A & 2B make your trips easier or more difficult? (Q5; N=75)

- ▶ Respondents are largely in support of or unaffected by this change.
- ▶ Lowest rate of negative response.

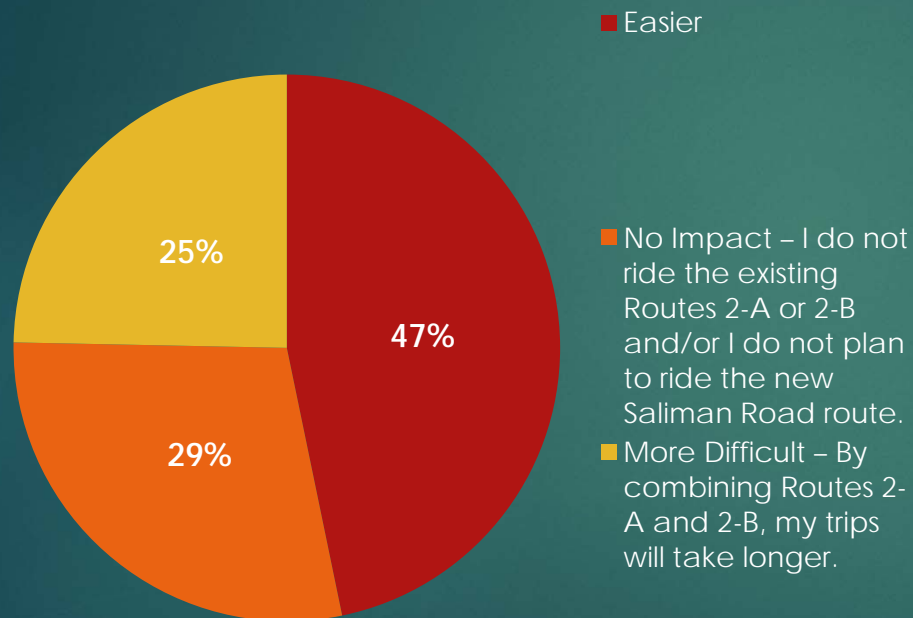


Will the consolidation of Routes 2A and 2B into a single Route 2 and the addition of service along Saliman Road make your trips easier or more difficult?  
(Q6; N=75)



# Will the consolidation of Routes 2A and 2B into a single Route 2 and the addition of service along Saliman Road make your trips easier or more difficult?

(Q6; N=75)



- ▶ Strong 47% support for this change.
- ▶ Noticeable increase in “More Difficult” responses.
  - ▶ 2A/2B currently provide redundant service, which will end as proposed.
  - ▶ Reduction in service creates opportunity for increased bus coverage.

# Proposed 2021 Enhanced JAC Service Map

