



Grand Valley Transit

2023 Onboard Survey, Counts, and Analysis

Final Report

August 17, 2023



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Prepared for

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INTRODUCTION

Mesa County encompasses a scenic region of western Colorado, marked by famous natural landmarks such as the Colorado National Monument, the Grand Mesa National Forest, and the Colorado and Gunnison Rivers, among others. The county is home to 152,962 residents, most of whom live in either the county seat of Grand Junction or in the communities of Fruita, Palisade, Collbran, De Beque, Clifton, Fruitvale, Loma, Orchard Mesa, or Redlands. Grand Junction is the largest city in the region and serves as the urban cultural and economic center of Mesa County.



Grand Valley Transit (GVT) provides public transit services for the greater Grand Junction-area. Owned by Mesa County and administered by the Mesa County Regional Transportation Planning Office (RTPO), GVT began operating in 2000 and has grown to consist of 11 fixed routes and a complementary paratransit service. GVT services are available Monday through Friday between 4:45 AM and 8:35 PM and on Saturdays from 6:45 AM to 10:35 PM. GVT is an integral part of the greater transportation system in Mesa County, enhancing local mobility by providing an alternative to private automobiles.



Public outreach is an important tool for transit agencies; well-conducted public outreach efforts provide information on who rides the bus, passenger needs, popular service improvements, and public perceptions of the transit system. Mesa County contracted with LSC Transportation Consultants, Inc. (LSC) to complete the 2023 Onboard Passenger Survey, Counts, and Analysis (2023 Survey) for GVT. As a part of this effort, LSC also conducted an online community survey to learn more about how the greater community, beyond typical passengers, views and utilizes GVT. The primary focuses of the 2023 Survey were to learn about passenger characteristics and impressions of GVT, to better understand the impacts of the COVID-19 pandemic on ridership and travel patterns, and to collect data for the Grand Valley Metropolitan Planning Organization (GVMPO) Travel Demand Model (TDM).

The onboard survey and boarding/alighting counts were conducted May 2nd through 4th, 2023, and the online community survey was available to the public from June 14th to July 10th, 2023. This document presents the final GVT 2023 Onboard Survey, Counts, and Analysis study and analyzes the data generated by all three project components.

ORGANIZATION OF THIS REPORT

Chapter 2 presents the objectives and design of the 2023 onboard survey instrument, boarding and alighting forms, and online community survey instrument. The survey designs considered Mesa County/GVT's goals for the project, the most recent onboard survey effort conducted in 2014, and how to best determine changes in transit use stemming from the COVID-19 pandemic. The onboard survey in particular was designed so the resulting data can be compared to both past and future survey efforts.

Chapter 3 describes the sampling plan that was used to administer the onboard survey and boarding and alighting counts. The sampling plan was designed so that all routes were surveyed for the equivalent of an entire weekday. The plan ensured that the completed surveys captured a representative sample of GVT passengers.



Chapter 4 presents the results of the onboard passenger survey through both discussion and visuals. The results are presented by topic. The onboard survey data is compared to the 2014 survey effort to determine how GVT passenger characteristics and travel patterns have changed over time.

Chapter 5 presents the results of the online community survey. The results are also presented by topic and analyzed through discussion and graphics. When appropriate, the online community survey results are compared to those of the onboard survey to decipher if there are differences between regular riders and the community-at-large in regard to how GVT is perceived and why people choose to ride GVT.

Chapter 6 highlights some of the most important takeaways from the onboard and online community survey efforts that should be considered during future Mesa County transit planning efforts. The 2023 Survey findings should be used to design service changes that will encourage passengers to return to GVT post-pandemic.

The appendices provide copies of the actual survey materials used during the 2023 Survey, as well as detailed visuals depicting the boarding and alighting counts and other survey analysis components.

INTRODUCTION

The GVT 2023 Onboard Survey, Counts, and Analysis (2023 Survey) study consisted of three individual data collection efforts: the onboard survey, the boarding and alighting counts, and the online community survey. Each study component was thoughtfully planned, with the associated materials designed to capture data that will be useful and informative for Mesa County and GVT staff. This chapter discusses the objectives of the 2023 Survey and how the materials for each part of the study were designed.

OBJECTIVES

Transit agencies need to continuously assess how services are performing and whether the transit services being offered are meeting the needs of the public. Designing an effective transit system not only requires an understanding of recent transit operations but also of the actual transit passengers. Through the 2023 Survey, GVT has learned more about the demographics and travel patterns of current passengers, as well as what service changes or improvements passengers most want. The boarding and alighting data bolsters current data and provides further information on travel patterns across the GVT service area, helping GVT staff to understand bus capacities, potentially modify existing routes, and prioritize capital projects related to passenger amenities. The online community survey provides insight into transit use and perceptions among the community at large, allowing GVT to better understand what services or service improvements would be the most likely to increase transit ridership. The data from all three of these efforts was analyzed with the goal of identifying why GVT's annual ridership has not yet returned to pre-pandemic levels and what GVT can do going forward to encourage increased transit ridership. Data from this study will also be utilized to inform the public transit component of the upcoming GVMPO TDM.

SURVEY DESIGN

LSC prepared both physical and online materials for the 2023 Survey. Data collection efforts were conducted with a hybrid approach of physical and virtual techniques to reach as many people as possible. All survey materials were developed in collaboration with GVT staff to ensure the final products would support the objectives of the study.

Onboard Passenger Survey

The onboard survey was developed in both English and Spanish and in both hard-copy and online formats to cater to as many passengers as possible. The hard-copy survey had the English version on one side and the Spanish version on the other side. The online versions of the survey were provided through SurveyMonkey and advertised to passengers through onboard flyers, which are described further below. All versions of the onboard survey contained the same set of questions. Depending on the passengers' needs and preferences, they were able to choose which form of the survey they would like to complete upon boarding the bus. Appendix A contains the hard-copy onboard survey instrument.

The onboard survey contains a short introduction followed by 24 questions in multiple choice, short-answer, or comment format. The questions were designed so that the resulting data is comparable to the data collected during the 2014 survey effort to assess how passenger demographics, travel patterns, and perceptions have changed over time. The questions were also designed so the data can be easily utilized for the upcoming GVMPO TDM. For instance, several of the multiple-choice questions are phrased so that the categories relate directly to metrics used for the development of the TDM.



The demographic questions were intended to gather information on typical passenger characteristics and their relative transit need compared to the greater Mesa County population. Some of the questions asked about the passengers' current trips, such as what route they were riding, when they boarded the bus, and how they got to the bus stop, etc. Other questions focused more on general travel habits, such as how often the passengers use transit and on what days they typically ride the bus. The final set of questions allowed passengers to assess the current GVT services and describe any thoughts they had on operations or potential service improvements they would like to see implemented.

Boarding and Alighting Forms

LSC developed forms to record boarding and alighting counts for each fixed route. These forms included an area for the person collecting the data to record their name, the date, and the time of the run. All of the stops along the route were listed in order, with two columns for surveyors to record how many people boarded or alighted at each stop. The forms also had space for the surveyors to record how many passengers were on the bus at the beginning of the run and how many stayed on at the end. Only one form was used for each run to accurately measure how many people were riding each route at different times throughout the day. The boarding and alighting forms are included in Appendix B.

Online Community Survey

To learn more about how GVT is perceived and utilized by the greater Mesa County community beyond current transit riders, LSC also designed and conducted an online community survey. The online community survey was provided through SurveyMonkey. The survey was intended to gather information on how, or if, people currently utilize GVT and what types of service improvements are the most popular. These questions generated particularly important data that will ultimately be used to inspire strategies for growing ridership to pre-pandemic levels, whether by recruiting new riders or encouraging previous riders to return to transit. A hard-copy version of the online community survey instrument is included in Appendix C. The online community survey included similar demographic questions to the onboard survey so the data on the two pools of respondents could easily be compared. There were questions on past transit use to learn about the respondents' travel patterns, such as whether the person rode GVT in the past and how frequently they ride GVT now.



**Mesa County Residents,
What is your
Experience with GVT?**



**Click to
Take the
Survey**

The online community survey also included questions for the respondents to assess GVT services, providing insight into how the greater community perceives GVT and what service aspects should be prioritized for improvements. The final set of questions were unique to the online community survey and asked directly about why the respondents have not used GVT recently, if COVID-19 changed their use of GVT, and what service improvements, if implemented, would be the most likely to encourage them to use GVT in the future. The data from these questions can be used to direct future conversations about service improvements to encourage increased ridership.

Flyers and Advertisements

LSC's graphic design staff created flyers to advertise the onboard and online surveys. The flyers for the onboard survey included imagery, a brief description of the survey effort, and a QR code for passengers to scan to take the survey on SurveyMonkey. Flyers were in both English and Spanish. LSC printed and posted the flyers onboard the buses the week of the onboard survey.

LSC's graphic design staff also created flyers and advertisements (ads) for the online community survey. The online community survey flyers were similar to those for the onboard survey, and included imagery, information regarding the survey, and a link for people to access the survey. The flyers and ads clearly invited all Mesa County residents, both those who ride GVT as well as those who do not, to participate. The flyers and ads were in both English and Spanish. The flyers were distributed with information on the online survey to local stakeholders and regional media outlets such as The Daily Sentinel and Western Slope Now to share with the community. All flyers and ads made by LSC for the 2023 Survey are included in Appendix D.

OTHER DATA

LSC developed a list of additional data needs that included items which were used to develop the onboard survey instrument, the boarding and alighting forms, the online community survey instrument, and the onboard survey sampling plan. The additional data, provided by GVT, was used to organize geographical data and to contextualize the study results within the greater ridership trends experienced by GVT throughout the last few years. The data LSC requested from GVT included:

- Bus stop locations (GIS shapefiles)
- Route information (GPS file format or latitude/longitude information)
- Written descriptions of the current GVT services
- Written list of the bus stops along each fixed route
- Information on any planned route changes or new bus stops
- Ridership and boarding data for the past several years

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SAMPLING PLAN AND METHODOLOGY

INTRODUCTION

An effective sampling plan helps to prevent bias by ensuring a large, representative group of transit passengers have the opportunity to participate. This chapter describes the sampling plan developed by LSC that was used to administer the onboard survey and collect boarding and alighting counts.

METHODOLOGY

Staff Training

In order to complete the surveying within a reasonable time frame, LSC contracted with a local temporary employment agency, Labor Etc., to recruit a team of 11 workers to assist LSC with the active surveying. The onboard survey effort was conducted on three consecutive days (May 2nd-4th, 2023) so that the same workers were available to work all three days. These temporary workers were responsible for survey distribution and collection and for counting passengers boarding and alighting at each stop.

LSC staff met with the team of surveyors for a two-hour training on May 2nd at the GVT office building in Grand Junction. LSC began the training by reviewing the purpose of the 2023 Survey and the basic role of the surveyor. LSC then described expectations for conduct and behavior and reviewed basic job instructions. The whole group reviewed the survey instrument to ensure all surveyors had a basic understanding of the questions being asked and the purpose of the survey in case transit passengers had questions. The survey instrument itself is described in greater detail in Chapter 2 and is included in Appendix A. The temporary workers simulated distributing surveys to transit passengers using their peers as models to get more comfortable with how to interact with passengers. LSC also instructed the surveyors on how to record boarding and alighting counts using sample boarding and alighting forms, described in detail in Chapter 2 and Appendix B. Workers were provided the appropriate materials—i.e., pencils, pens, clipboard, questionnaires, and count sheets—to complete the survey and count program.

Sampling Plan

After the surveyor training, LSC officially began the onboard survey effort. The sampling plan was designed so that each of GVT's 11 fixed routes were surveyed for the equivalent of one full weekday. Surveyors were given schedules detailing their assigned routes, with one surveyor being stationed on each bus. One LSC staff member was stationed at the Downtown Transfer Facility and the other was stationed at the Clifton Transfer Station to help the surveyor staff at each respective facility. LSC staff were present throughout the entire effort to assist the surveyors with any questions or needs, and to facilitate required breaks.

LSC actively assessed how the surveyors were performing by checking in with each person and reviewing the data and counts they collected. Surveyors that performed below expected levels of accuracy were individually retrained. LSC dismissed any surveyors who were not fulfilling their role. LSC staff ensured all surveyors took a 60-minute lunch during their shifts by surveying themselves when other workers were off-duty. At the end of each day, LSC instructed the surveyors on when and where their shifts began the

following day and collected all materials for safe keeping. The survey effort concluded on May 4th, at which point LSC collected and organized all materials to be either scanned or mailed back to LSC.

The sampling plan was designed to gather a normal, representative set of data. The survey was conducted the first week of May to avoid conflicting with finals week at Colorado Mesa University, when students often ride the bus less than usual. Additionally, in consideration of Bike to Work/School Day on May 3rd, an event sponsored by the Mesa County Public Health Department and Healthy Mesa County, the College Connector service (Route 7) was instead surveyed on May 2nd and May 4th in case students chose to bicycle to campus. Ultimately, each route was surveyed for the equivalent of one full weekday's worth of service, with the exception of Routes 2, 8, and 9. On Routes 2, 8, and 9 the equivalent of one full weekday minus one hour was surveyed due to the surveyors having unexpected scheduling conflicts at the last moment.

INTRODUCTION

The GVT 2023 Survey began with the onboard survey and boarding and alighting counts. In total, 1,830 people were recorded boarding, nearly identical to the 1,833 average weekday boardings recorded for the month of May. 272 surveys were collected, yielding a survey response rate of 15 percent. This chapter explores the onboard survey results through discussion as well as statistical and visual analyses.

OBJECTIVES

The onboard survey focused on gathering data related to passenger demographics, trip patterns, travel purpose, and passenger opinions. The two key goals affecting the design of the onboard survey were to generate data that could be easily compared to the 2014 onboard survey and data that could be used in the development of the upcoming GVMPO TDM. A more detailed discussion of the objectives of the 2023 Survey, and specifically of the onboard survey, is presented in Chapter 2.

SURVEY FINDINGS

Demographics

The onboard survey contained multiple demographic questions intended to learn more about who is riding GVT. While the demographic trends evident in the data are ultimately influenced by who chose to participate in the survey, the results clearly indicate that GVT serves a wide range of community members.

Age

The ages of the survey respondents are shown by cohort in Figure 1. Most were adults between the ages of 35 and 54 (30 percent, or 71 respondents). One quarter of the respondents were 25 or younger, with almost an equal number of children (0 to 18 years old) and young adults (19 to 25 years old) participating (12 and 13 percent of the total respondents, respectively). 10 percent of the respondents were adults ages 65 or older. Overall, the 2023 onboard survey participants were older than in 2014. The biggest decrease in cohort size was observed in the 18 and younger age group (-5 percent from 2014), and the largest increases were observed in the cohorts of adults 55 to 64 years old (+7 percent) and those 65 years and older (+6 percent).

Race and Ethnicity

GVT serves a diverse group of Mesa County residents, as evidenced by Figure 2. The majority of passengers surveyed were White (69 percent). The second most prevalent racial/ethnic group were people who identify as Hispanic/Latino (14 percent). Other racial/ethnic groups represented by the surveyed passengers include American Indian/Alaskan Native (7 percent), Black/African American (4 percent), and Asian (2 percent).

Figure 1: Ages of GVT Passengers

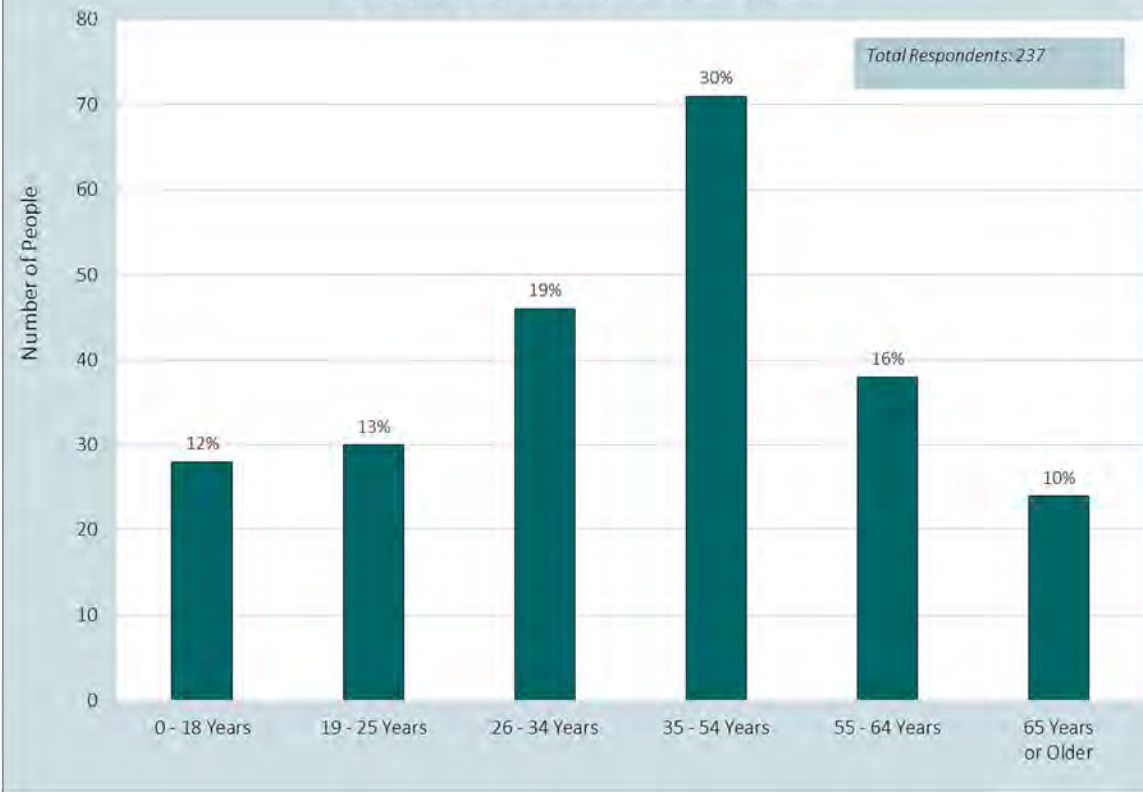
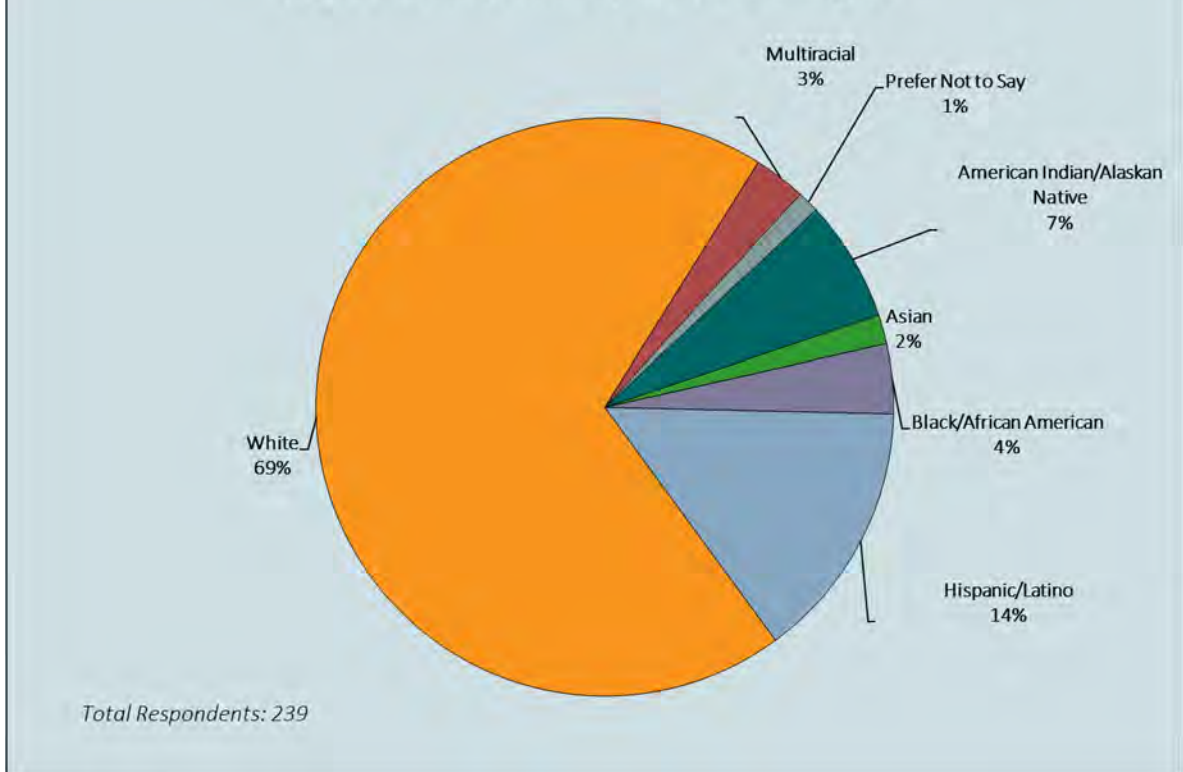


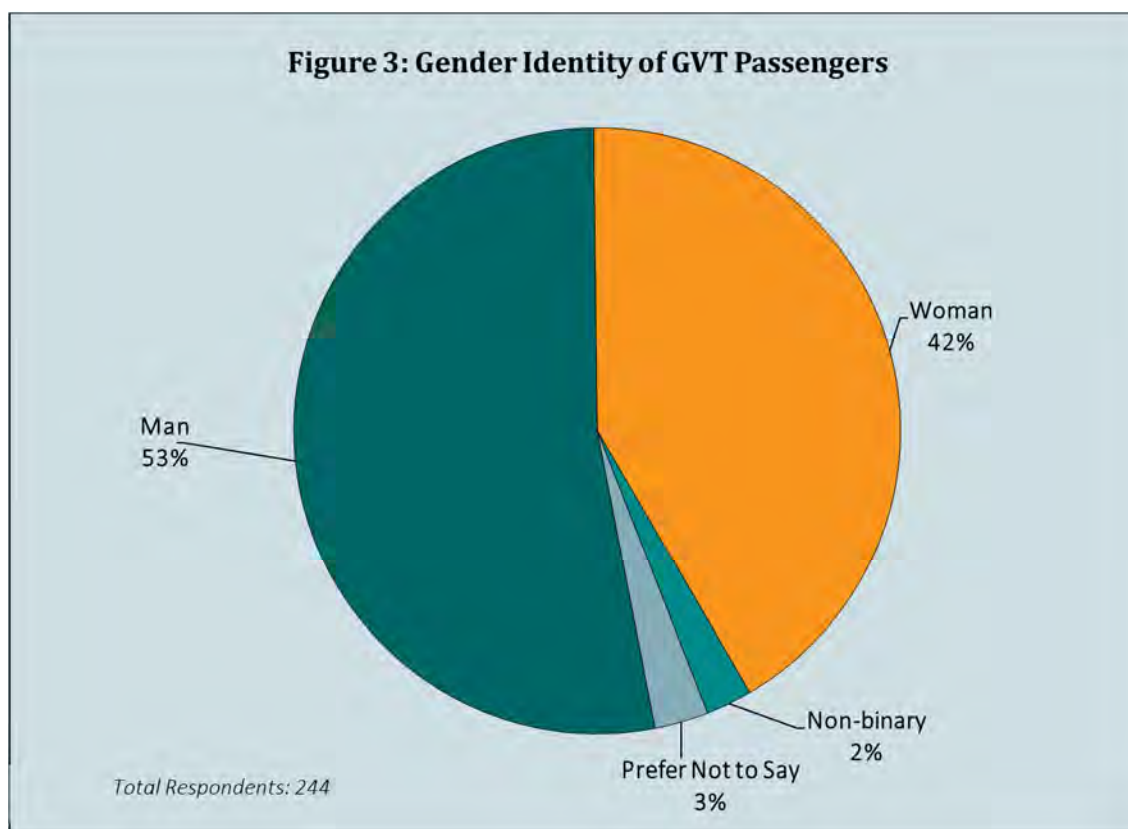
Figure 2: Race/Ethnicity of GVT Passengers



Respondents were able to select multiple races if they desired, and 3 percent indicated they were multiracial. These results are similar to the 2014 survey, in which 70 percent of the respondents were White, 16 percent were Hispanic/Latino, 7 percent were American Indian/Alaskan Native, and 3 percent were Black/African American. GVT passengers collectively are more diverse than the greater Mesa County population, as according to data from the 2020 United States Census, 80 percent of the total Mesa County population is White, 16 percent is Hispanic/Latino, and only 3 percent is either American Indian/Alaskan Native, Asian, or Black.

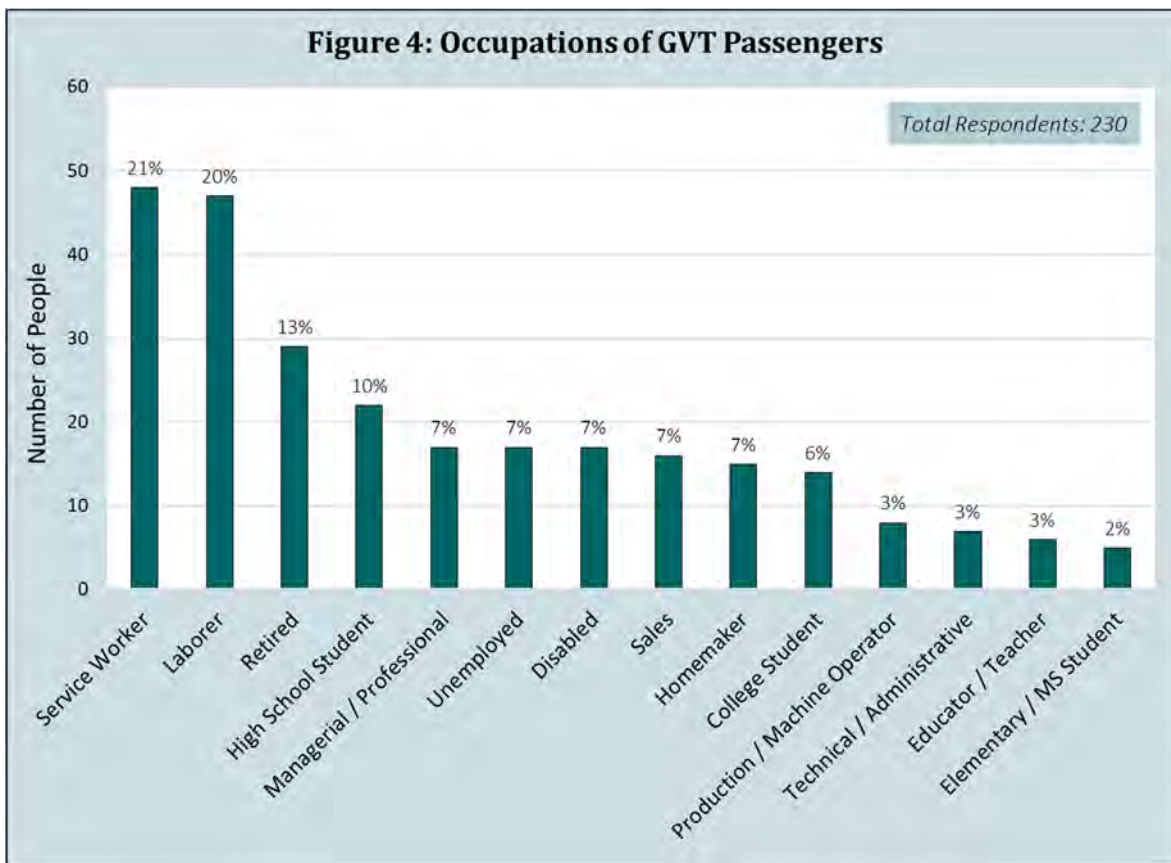
Gender Identity

Just over half, or 53 percent, of the survey respondents identified as men, which is similar to the 2014 survey in which 54 percent of the respondents indicated they were male. Women represented 42 percent of the total respondents, and non-binary persons represented 2 percent. These results are displayed in Figure 3.



Occupation

The 2023 onboard survey asked the participants to select what employment category best described their current occupation. People were also provided with space to write their occupation if they felt that none of the categories listed accurately described their roles. Respondents were able to provide multiple answers in case they hold multiple positions. All open-ended answers were classified accordingly during analysis.

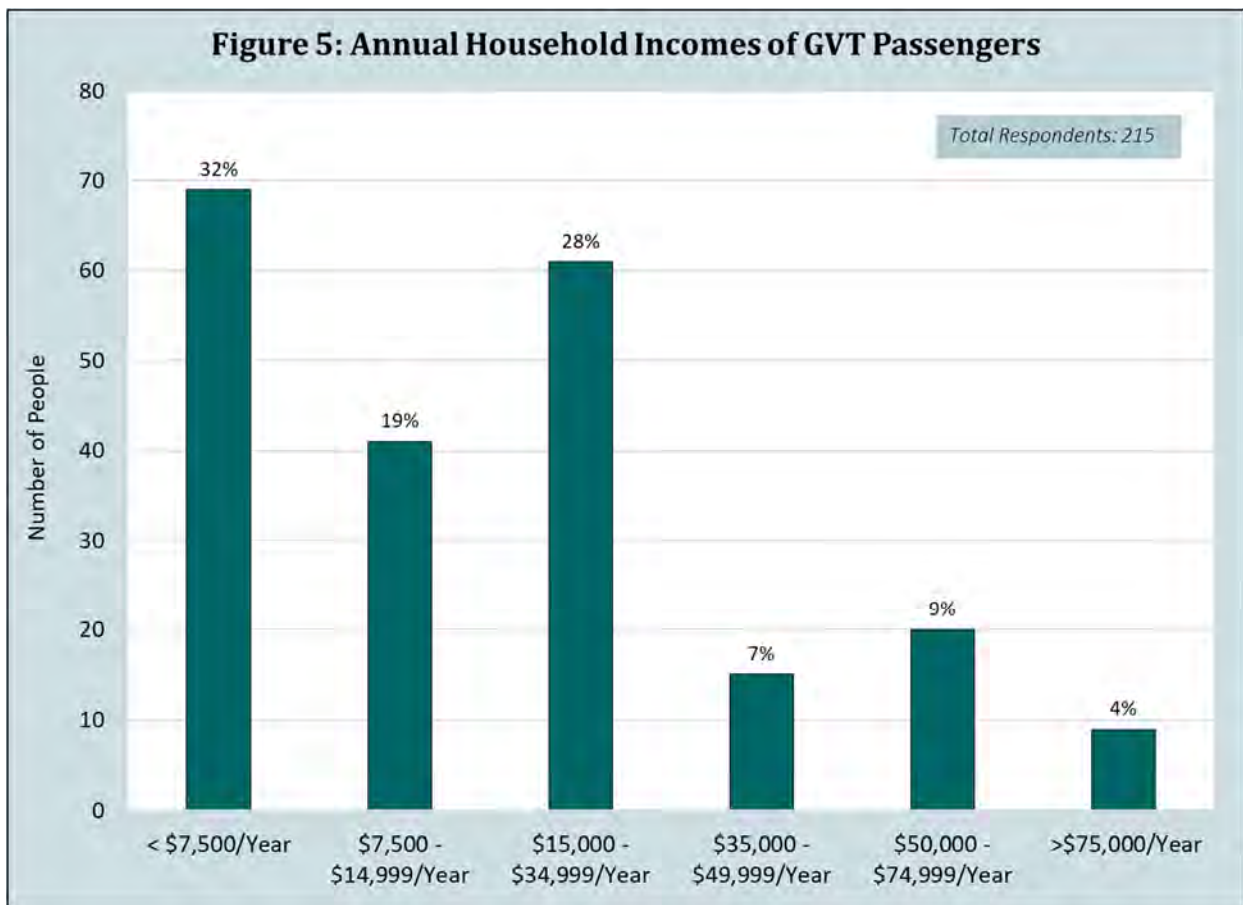


The results regarding the participants’ occupations are shown in Figure 4. Most of the surveyed passengers were service workers (21 percent, or 48 respondents) or laborers (20 percent, or 47 respondents). 13 percent of the 2023 respondents were retired versus only 5 percent in 2014, which is likely related to the increase in the number of adults 65 and older who completed the survey. College, high school, middle school, and elementary school students all participated in the survey and represented 18 percent of the total respondents. The proportion of surveyed passengers who identified themselves as students was similar in both the 2023 and 2014 surveys. Less passengers reported being unemployed or unemployed due to a disability in 2023 compared to 2014 (-2 percent).

Annual Household Income

Household income has been found to be related to how frequently people ride transit, with lower-income people more likely to be dependent on transit services due to the many costs associated with owning and maintaining a personal vehicle. Data on the annual household income of the 2023 onboard survey respondents is shown in Figure 5. The majority of the respondents’ households earn less than \$15,000 per year (51 percent, or 106 respondents). 28 percent live in households which earn between \$15,000 to \$34,999 per year.

Altogether, the data reveals that GVT passengers’ annual household incomes have increased since 2014. In 2023, fewer respondents live in households which earn less than \$15,000 per year (-12 percent from 2014), and more live in households which earn \$50,000 or more per year (+6 percent).



A likely contributing factor to this upwards trend is rising wages during the nine years since the previous survey was conducted. Per 2021 American Community Survey 5-Year Estimates released by the US Census Bureau, most GVT passengers' annual household incomes are below the median United States household income of \$70,784 and the median Colorado household income of \$80,184.

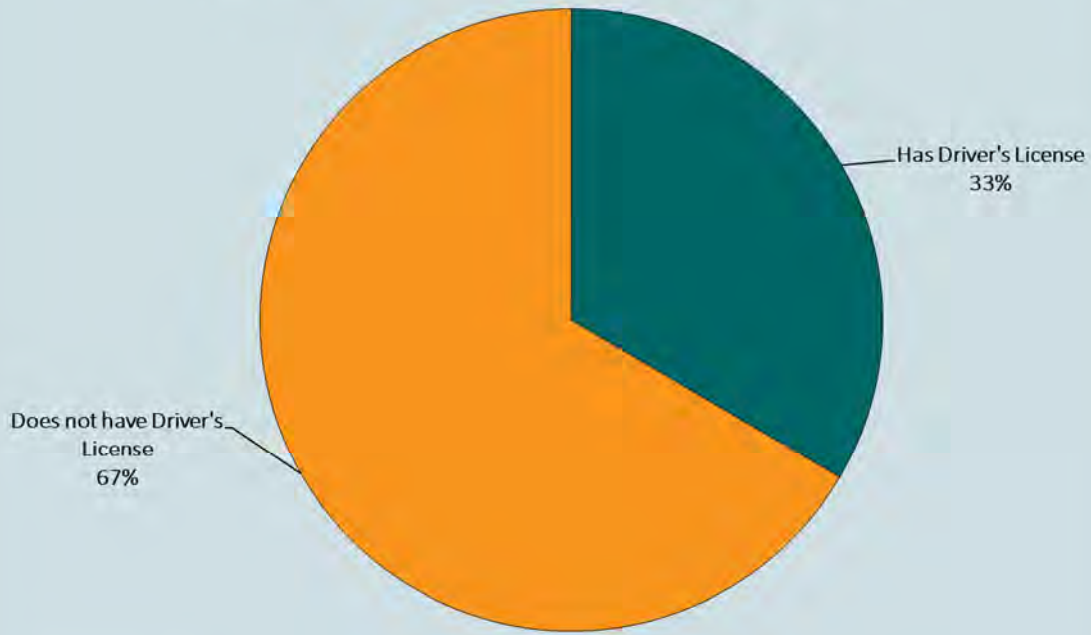
Driver's License Status

Whether or not someone has a driver's license is another indicator that someone is possibly reliant on the public transit system for their transportation needs. Only 33 percent of the respondents indicated that they had their driver's license, as seen in Figure 6. Based on this data, it can be assumed that a large number of GVT passengers are likely dependent on transit. This figure also represents a 7 percent decrease in the number of surveyed passengers who are licensed compared to 2014.

Vehicle Availability by Household

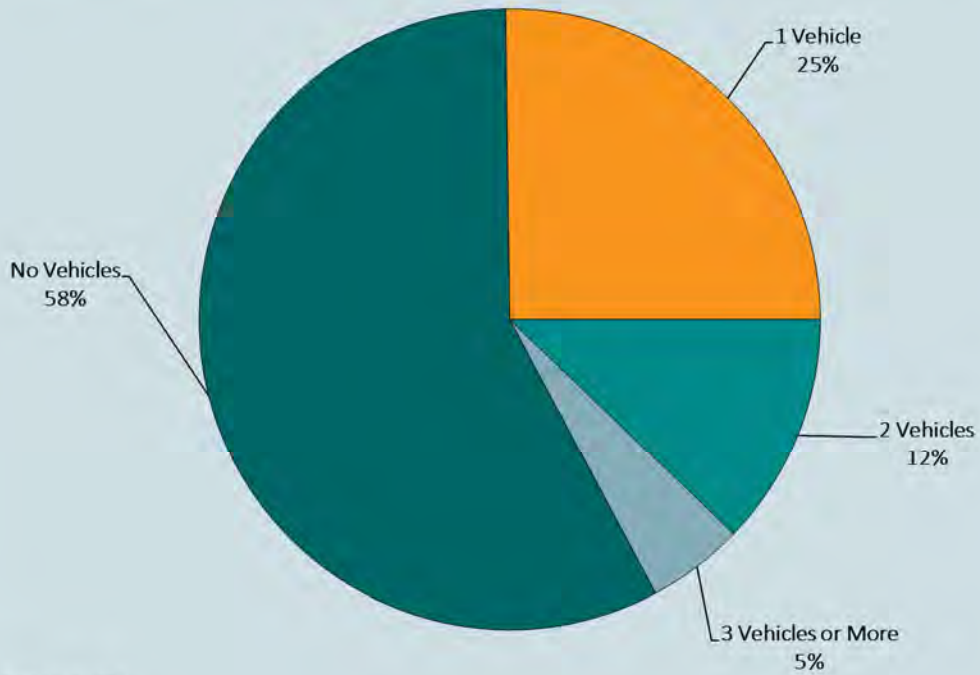
As previously mentioned, personal vehicles are expensive and difficult to maintain. Due to these challenges, many people live in homes with limited or even no access to operational vehicles. The onboard survey participants were asked how many operational vehicles were available in their homes at the time of the survey. The results to this question are detailed in Figure 7.

Figure 6: Driver's License Status of GVT Passengers



Total Responses: 260

Figure 7: Number of Operational Vehicles in the GVT Passengers' Households



Total Responses: 238

The majority of respondents reported that they live in homes with no access to operational vehicles (58 percent, or 137 respondents). One-quarter reported that they live in a home with one vehicle available (25 percent, or 58 respondents). The remaining 17 percent of respondents reported their homes have two or more vehicles available. Compared to 2014, more of the 2023 respondents live in zero-vehicle households (+8 percent) and less live in households with two or more vehicles (-2 percent).

Table 1 presents an analysis of vehicle ownership by driver’s license status among the onboard survey respondents. Very few of the participants both have their license and live in a home with an operational vehicle (15 percent, or 36 respondents). Only 5 percent of the total respondents have their driver’s license and live in a household with access to two or more vehicles. This data corroborates the other onboard survey results that suggest the majority of GVT passengers are reliant on transit for mobility.

Table 1: Trends in Vehicle Ownership Based on Driver's License Status					
Driver's License Status	# of Operational Vehicles Available to Household				Total
	0	1	2	3+	
Has Driver's License	43	24	8	4	79
Does Not Have Driver's License	93	36	21	8	158
Total	136	60	29	12	237

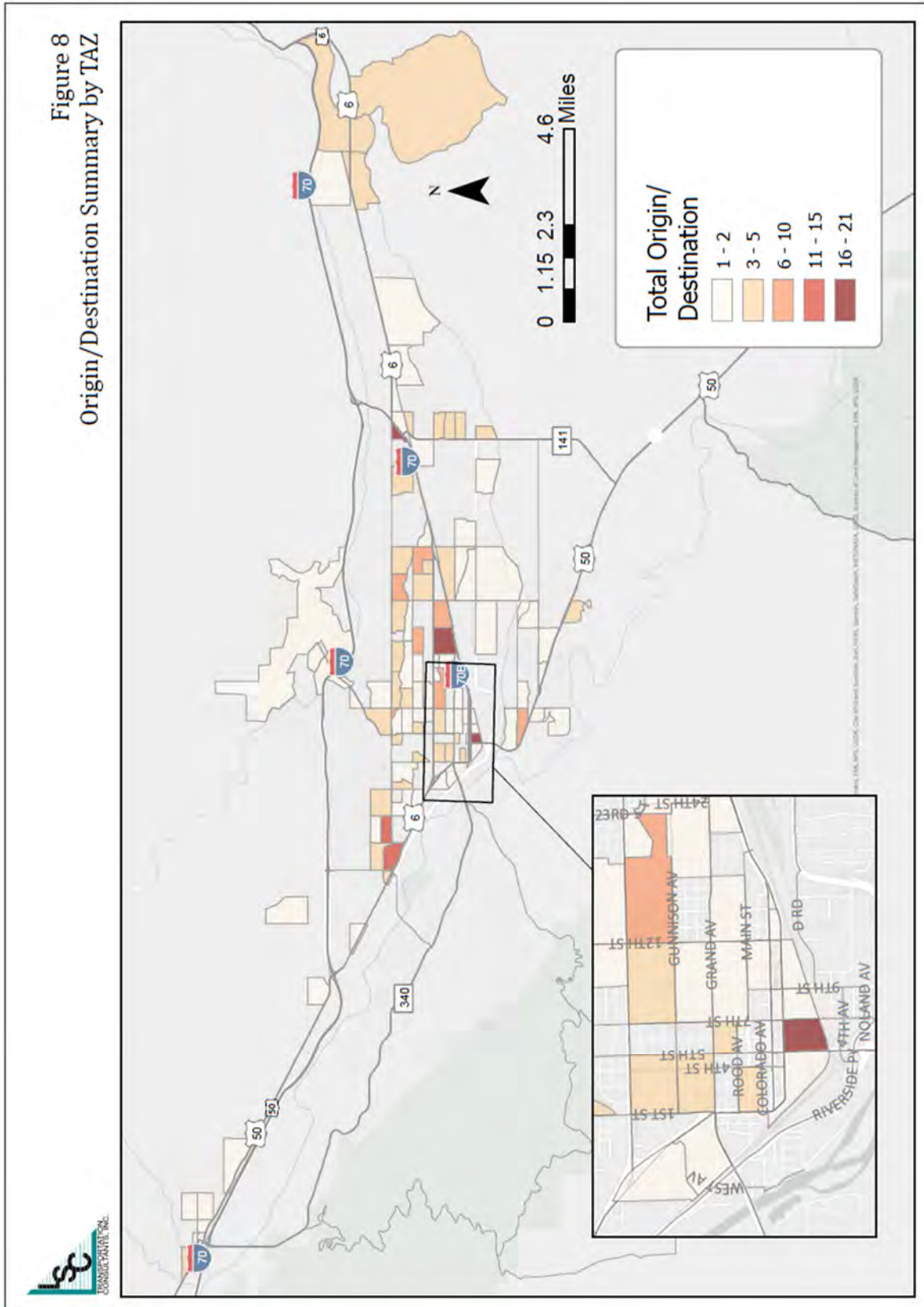
Trip Characteristics

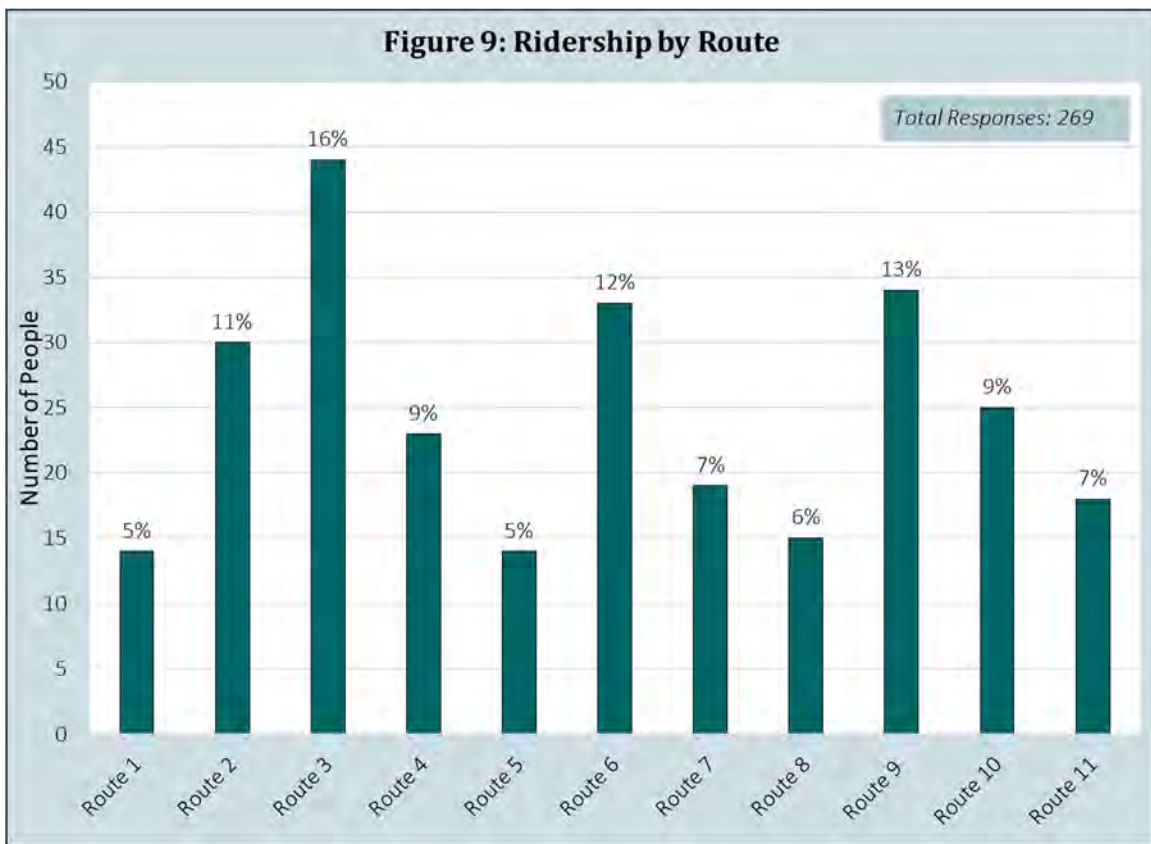
Multiple questions gathered data about the specific trip the passenger was taking while completing the onboard survey. As a part of the survey, passengers were asked where they were coming from (Origin) and where they were going to (Destination). This data was summarized to show volumes of origin and destinations by TAZ (Figure 8). This section provides insights into where and when GVT passengers utilize transit to travel around Mesa County.

Ridership by Route

Passengers completed surveys on all of the GVT fixed routes. As seen in Figure 9, Route 3 passengers completed the most surveys (16 percent of the total, or 44 respondents). The routes with the next highest rates of survey participation were Route 9 (13 percent of the total collected surveys), Route 6 (12 percent), and Route 2 (11 percent). Fewer passengers participated in the onboard survey on Route 1 (5 percent of the total collected surveys), Route 5 (5 percent), and Route 8 (6 percent). While there are many factors that potentially influenced the number of responses collected on each route, one contributing factor is overall ridership rates. For instance, Route 9 is typically the most ridden GVT route, and Route 9 passengers completed the second most surveys.

Figure 8
Origin/Destination Summary by TAZ





Transfer Requirements

Understanding the transfer needs of passengers is important, as whether or not a person has to transfer when making a trip may affect if they choose to ride the bus at all. It is also valuable to know how many passengers are making transfers to ensure that bus schedules facilitate transfer opportunities. The GVT system is designed based on a “hub and spoke” model where multiple routes meet together at “hubs,” resulting in very short transfer times, but a greater chance that passengers will have to complete one or multiple transfers in order to complete their trips.

Given these considerations, the survey asked passengers to indicate whether or not they needed to transfer in order to complete the trip they were making. The majority of the survey participants reported that they indeed needed to transfer in order to reach their final destination (55 percent, or 145 respondents) (Figure 10). The remainder only needed to take one bus to complete their trip (45 percent, or 117 respondents). This data is nearly identical to the 2014 survey, in which 56 percent of respondents reported that they needed to transfer. Of those that reported they needed to transfer in order to complete their trip, 70 percent reported that they needed to make one transfer, 22 percent said they needed to make two transfers, and 8 percent said they needed to make three or more transfers.

Transfer Patterns

To learn more about the passengers’ complete journeys, the survey participants were asked to list all of the routes that they planned to ride in order to complete their trip, including any transfers. These results were then compared with what routes the passengers were riding when surveyed to identify popular

transfer patterns. Table 2 shows the different routes participants planned to take based on what routes the participants were surveyed on. The two routes that the most survey participants said they were going to transfer between were Routes 9 and 10 (7 percent, or 11 respondents). Other popular transfer pairs were Routes 3 and 11 (5 percent of the total respondents) and Routes 2 and 10 (5 percent).

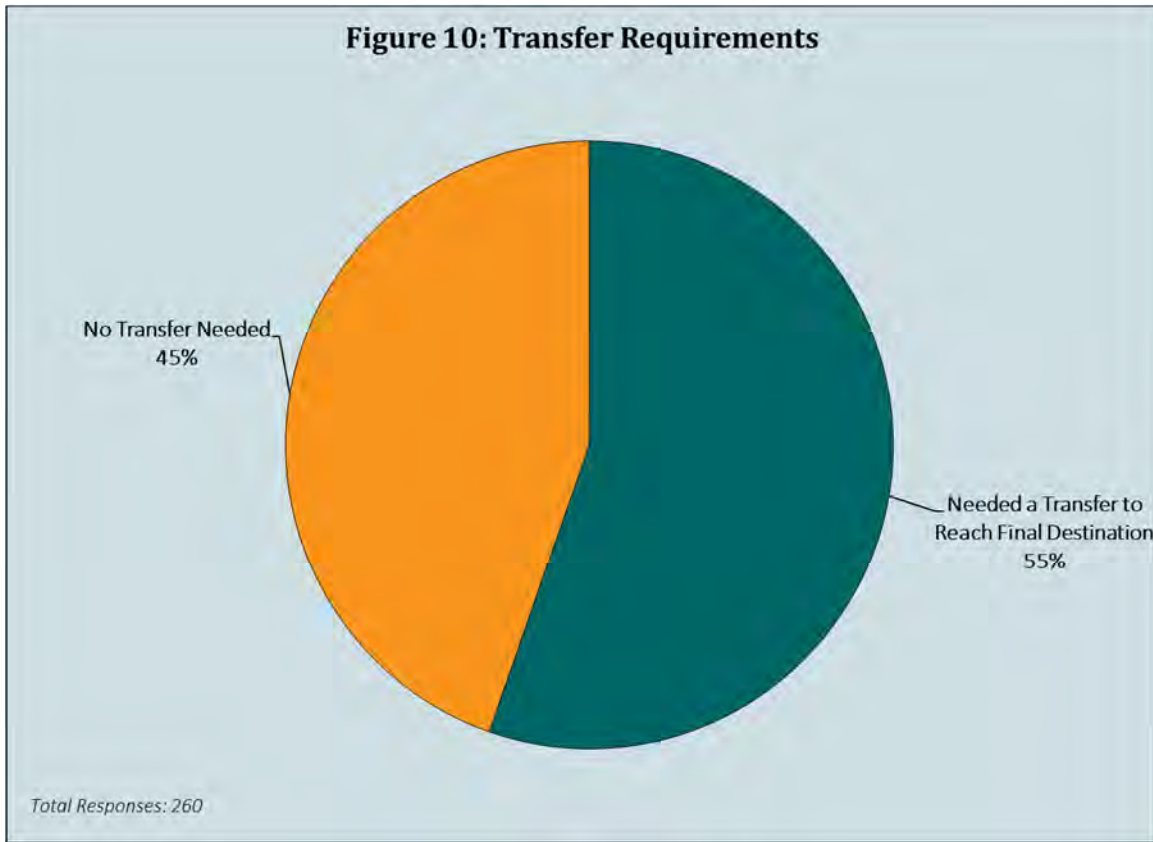


Table 2: Route Transfer Patterns

Surveyed Route	Routes Included as Part of Planned Trip											Total
	1	2	3	4	5	6	7	8	9	10	11	
1	0	0	2	0	1	1	0	0	1	0	0	5
2	2	0	3	0	1	0	1	1	1	2	1	12
3	1	3	0	3	4	3	3	0	2	4	5	28
4	0	2	3	0	1	0	1	1	2	0	0	10
5	1	0	2	1	0	0	0	0	1	0	3	8
6	1	2	2	1	1	0	3	0	3	0	3	16
7	2	0	0	0	0	2	0	3	0	0	0	7
8	0	1	0	0	2	0	1	0	1	0	4	9
9	1	3	4	2	5	0	0	0	0	5	1	21
10	0	5	2	1	0	2	0	0	6	0	1	17
11	3	3	3	1	2	1	5	2	2	0	0	22
Total	11	19	21	9	17	9	14	7	19	11	18	155

Boarding Activity by Time of Day

Passengers completed the onboard survey throughout the entire GVT service day, suggesting that local residents and workers are able to use GVT to get to appointments, work shifts, and other commitments that start at different times. Data about what time the respondents boarded the bus is shown in Table 3. Based on the survey respondents' travels, there were slight increases in boarding activity during the morning hours of 7:00 AM to 10:59 AM and then later during the afternoon hours of 3:00 PM to 4:59 PM. Less participants boarded the bus in the first two or last two hours of the service day, however it should be noted that routes are beginning and ending at different times during these periods, so there are fewer overall service hours provided. These trends in boarding activity are supported by other data collected by GVT in recent years.

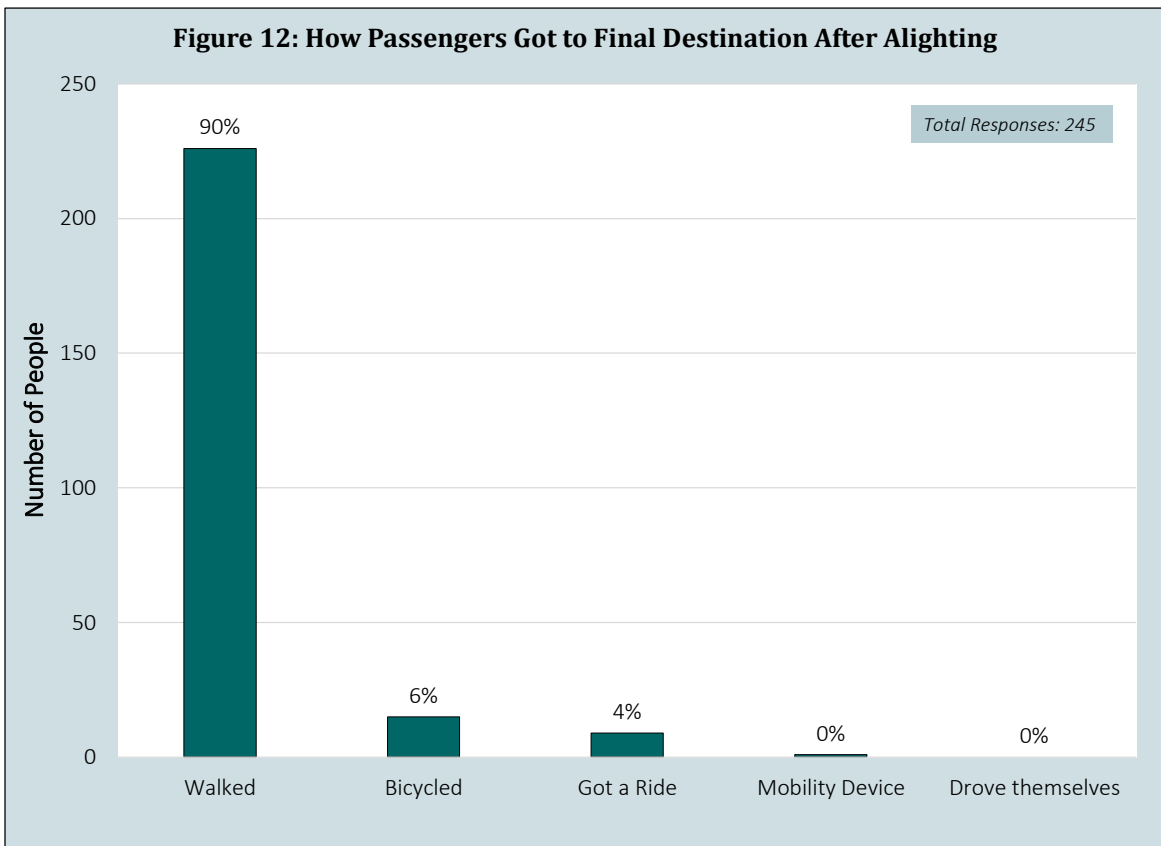
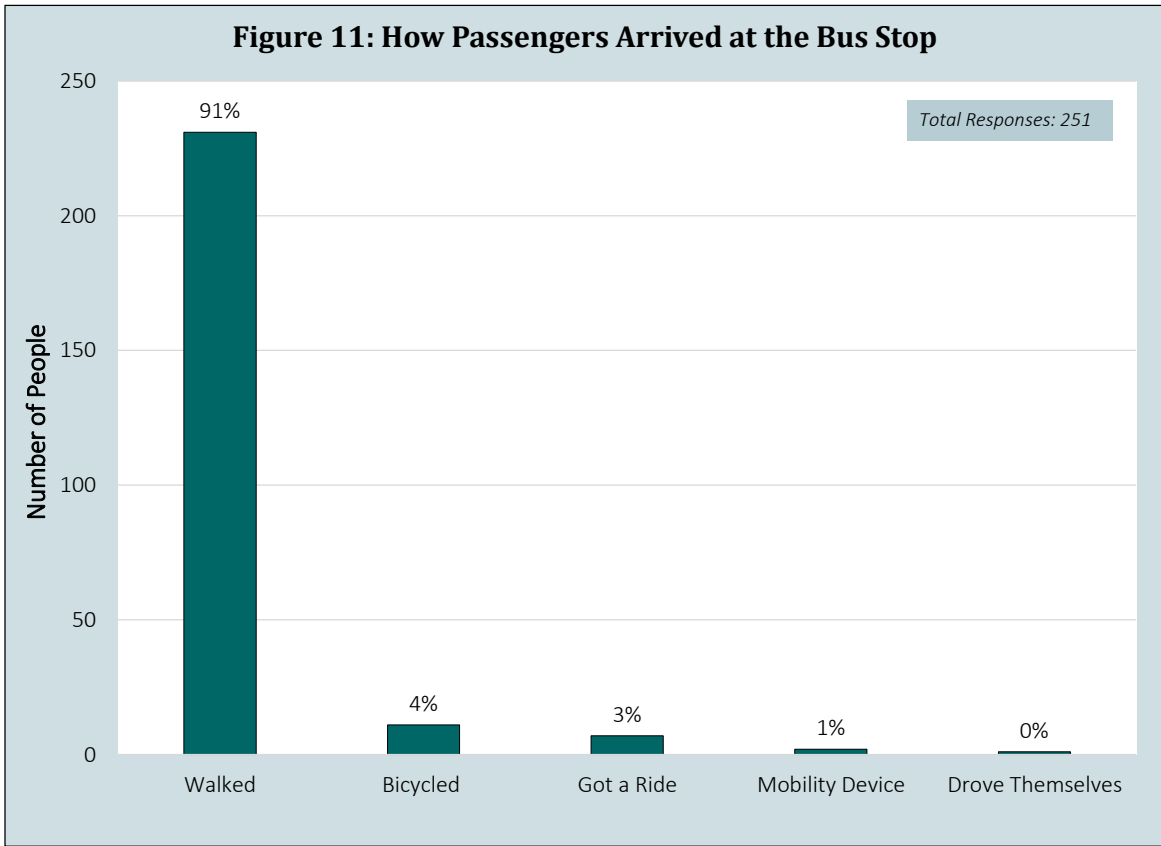
Time	# of Participants	% of Participants
5:00 AM - 6:59 AM	20	10%
7:00 AM - 8:59 AM	34	17%
9:00 AM - 10:59 AM	35	17%
11:00 AM - 12:59 PM	25	12%
1:00 PM - 2:59 PM	21	10%
3:00 PM - 4:59 PM	36	18%
5:00 PM - 6:59 PM	27	13%
7:00 PM - 8:59 PM	6	3%
Total Responses	204	100%

First / Last Mile Travel Modes

The portion of a transit passenger's trip from their origin to where they access the transit system is often referred to as the passenger's "first mile." Similarly, the trip portion the passenger makes after disembarking before getting to their destination is referred to as the "last mile." Transit ridership tends to increase when the transit system is easier to access, or when the passengers' first and last miles can be easily completed with minimal time and energy. In the most streamlined scenario, a passenger would board the bus directly outside their origin and then disembark right at their desired destination.

The onboard survey asked the participants how they accessed the bus stop prior to boarding, and then how they planned on getting to their final destination after alighting. Figure 11 displays how the participants completed their "first mile." The vast majority of the GVT passengers surveyed walked to the bus stop (91 percent, or 231 respondents). The next most utilized travel modes to access the bus stops were bicycles (4 percent) or a ride in someone else's vehicle (3 percent). The proportion of respondents who walked to get to the bus stop increased by 10 percent from the 2014 onboard survey. In both 2014 and 2023, 0 percent of the respondents drove themselves to catch the bus.

The travel modes used by the survey participants to complete their "last miles" are shown in Figure 12. As expected, the majority of the respondents also walked to get to their final destination (90 percent, or 226 respondents). Only a few reported that they rode their bicycle (6 percent of the total) or got a ride (4 percent). Once again, compared to the 2014 survey, more of the 2023 participants walked to their final destination (+9 percent). Note that this survey was conducted prior to the City of Grand Junction's electric scooter pilot program. Future studies will be needed to determine how this program and micromobility options in general may assist GVT passengers with first/last mile travel.



Trip Origins and Destinations

A few of the onboard survey questions asked the respondents about where they came from and where they were going. The data generated by these origin/destination questions provides additional context about why people ride GVT and where they travel via transit. Some people provided multiple answers, indicating their trips were multipurpose. Multipurpose trips were counted once for each specified category.

On the day they completed the survey, most of the respondents began their trips at home (54 percent, or 140 respondents), as seen in Table 4. The other top places of origin were work (24 percent), shopping or errands (13 percent), and medical appointments (6 percent). This data is in line with the results of the 2014 onboard survey, in which 50 percent of respondents began their trips at home.

Origin	# of Participants	% of Participants
Home	140	54%
Work	63	24%
Shopping/Errands	34	13%
Medical Appt.	16	6%
Recreation	11	4%
Middle/High School	10	4%
University/College	3	1%
Social Services	3	1%
Other	3	1%
Total Responses	258	100%

However, more people reported that they began their trip at work or doing errands in 2023 compared to 2014. In 2014, more respondents reported their travel origin was school or college (+6 percent).

Destination	# of Participants	% of Participants
Home	85	35%
Work	59	24%
Shopping/Errands	56	23%
Middle/High School	19	8%
Medical Appt.	16	7%
Recreation	13	5%
University/College	6	2%
Social Services	2	1%
Bus Transfer	2	1%
Total Responses	242	100%

Table 5 summarizes where the passengers later alighted. About a third of passengers were heading home after disembarking from the bus (35 percent, or 85 respondents). Almost equal numbers of the survey respondents were either headed to work or to go shopping/do errands (24 and 23 percent, respectively). Similar to the origin data, more participants were

traveling to work or to errands in 2023 compared to 2014. Similar proportions of the respondents were travelling to their school or college during both the 2014 and 2023 survey efforts (8 percent and 10 percent, respectively).

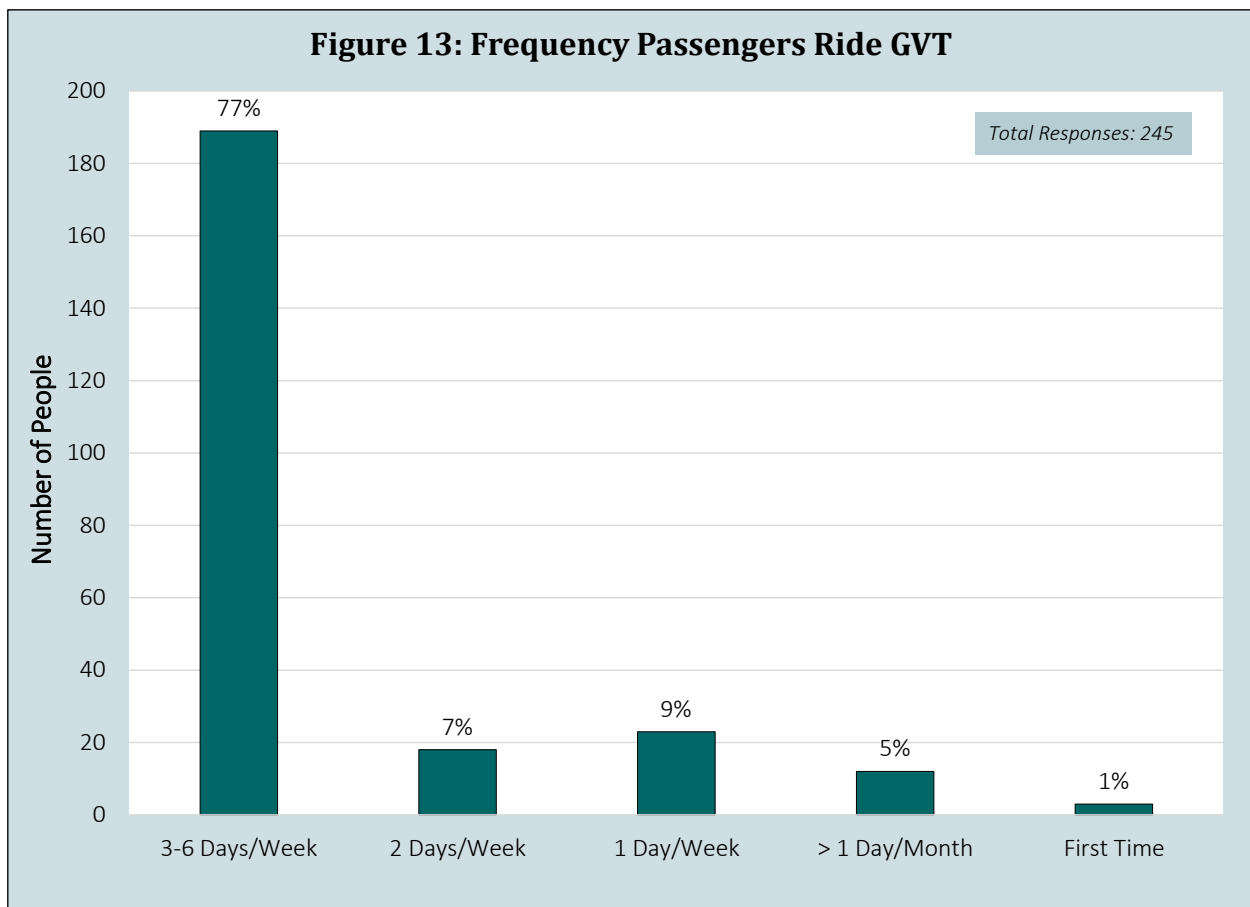
To understand with greater detail where the passengers were travelling, the survey respondents were also asked to list the intersections nearest to their origins and destinations. This data has been mapped by Traffic Analysis Zone (TAZ) to be referenced in the upcoming GVMPO TDM. Maps showing the survey participants' origins and destinations are included in Appendix E.

Ridership Patterns

It is important to understand passengers' ridership patterns when planning transit services. Understanding larger trends in transit ridership is especially important given how travel has changed since the COVID-19 pandemic prompted the more widespread use of remote meeting technology for professional, educational, and even medical purposes. This section presents data on the onboard survey respondents' typical transit use.

Ridership Frequency

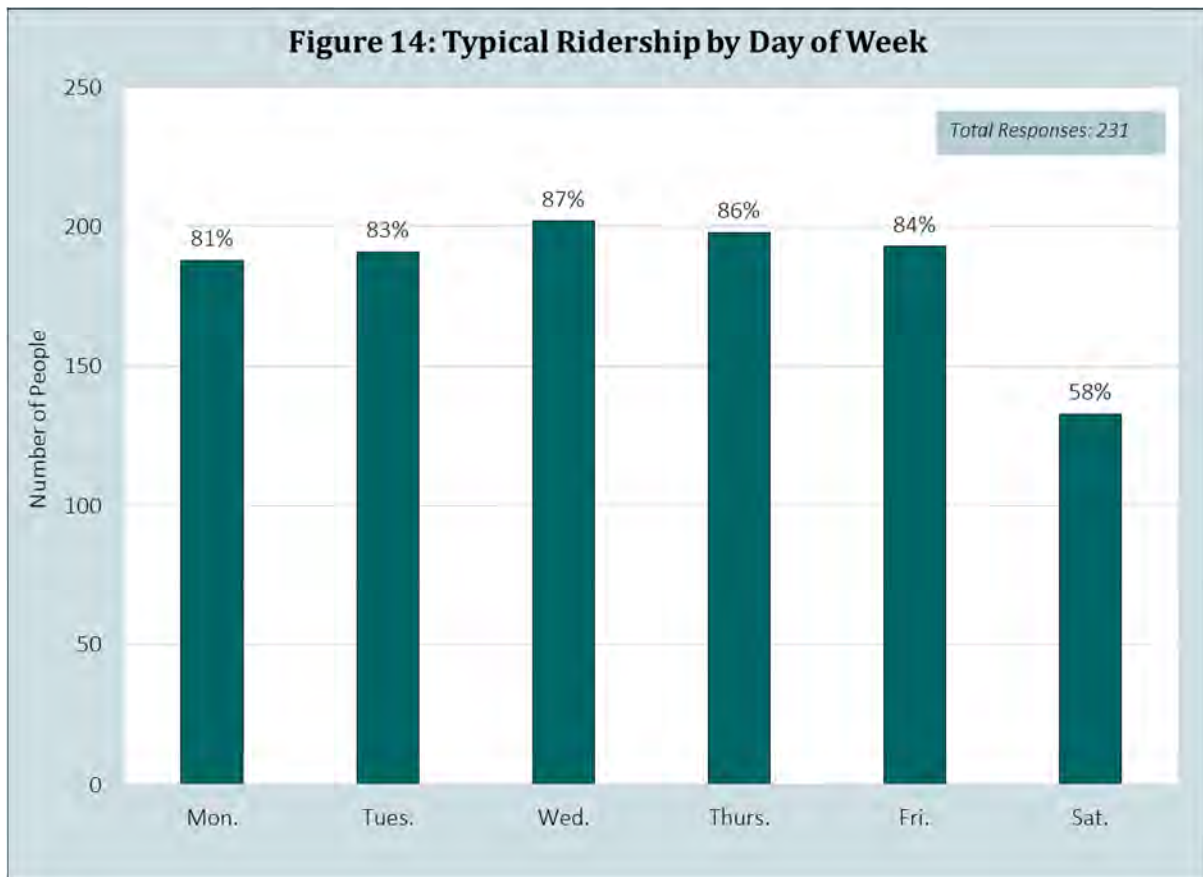
The surveyed passengers ride GVT frequently, with most indicating they ride the bus three to six days per week (77 percent, or 189 respondents) (Figure 13). It should be noted that when the onboard survey instrument was designed, GVT was operating reduced Saturday service. Once the survey instrument was finalized, but prior to the onboard survey actually being conducted, GVT reinstated full day Saturday service. The survey instrument did not reflect this service schedule however, as there was no option for respondents to indicate they ride the bus six days per week; the closest option was three to five days per week. It can be assumed that some of the respondents who selected that they ride the bus three to five days per week on the survey may actually ride six if they also ride on Saturdays. This answer option was relabeled during analysis to reflect this possibility. A few participants reported they were riding GVT for the first time when they completed the survey (1 percent).



These results represent a drop in ridership frequency compared to the 2014 survey. In 2023, fewer respondents ride the bus 3 or more days per week (-9 percent). Only 8 percent of the 2014 participants rode GVT just 1 or 2 days per week, but in 2023 this group increased to 16 percent of the total respondents. While the vast majority of GVT passengers are still frequent riders who ride the bus almost daily, the change in ridership frequency evident in the 2023 onboard survey results may indicate that travel patterns have changed in the wake of the COVID-19 pandemic.

Ridership by Day of Week

Figure 14 shows what days of the week the respondents typically ride GVT. The data does not indicate any significant difference in ridership rates on weekdays; 81 to 87 percent of the respondents reported riding the bus each weekday. Fewer people reported riding GVT on Saturdays compared to the weekdays. The observed difference in weekday and weekend ridership levels among the GVT onboard survey participants is consistent with other collected GVT boarding data and typical of transit systems across the United States.



Most Important Reasons for Riding GVT

The top reasons why the survey participants ride GVT are that the participant lives in a house without a car (40 percent, or 99 respondents) or they don't drive (31 percent, or 78 respondents). Other common reasons for riding the bus included that it is economical (11 percent of the total), convenient (11 percent), the household car was being used by someone else (9 percent), or the person was experiencing a car issue that prevented them from driving (9 percent). This information is summarized in Table 6. The 2014

survey also found the top two reasons the survey respondents rode the bus were they either didn't drive or they lived in a household with no vehicle available, however the proportions of respondents indicating these two answers differed between the two survey efforts. In 2023, more people cited their family not having a vehicle as the top reason they ride GVT compared to 2014 (+10 percent).

Reason	# of Participants	% of Participants
Household Does Not Have Car	99	40%
Don't Drive	78	31%
Bus is Economical	28	11%
Bus is Convenient	27	11%
Household Car Used by Someone Else	23	9%
Car Trouble/No Car Insurance	22	9%
Environment	5	2%
Parking Issues	4	2%
Avoid Traffic	4	2%
Other	2	1%
Total Responses	249	100%

Opinions of GVT

Finally, two questions were designed to learn more about the passengers' perceptions of the current service and desired service improvements. These results are discussed briefly below.

Service Rating

The survey respondents were asked to rate various characteristics of the current GVT service on a scale of "Poor" to "Very Good." Based on this scale, the maximum score a feature could receive would be 4.0, meaning that all respondents thought the amenity was very good. A score of 1.0 would mean that all the respondents thought the amenity was poor. The 2023 average ratings are compared to the average ratings from 2014 in Table 7.

Overall, the 2023 onboard survey respondents rated GVT highly. All of the factors considered received an average rating of "Good" or higher except for the hours of operation. The highest rated GVT characteristics were driver safety, driver friendliness, and bus stop safety (all 3.3). The two lowest rated characteristics were the hours of operation and the service frequency (2.9 and 3.0, respectively). The factors that saw the greatest improvement in their ratings from 2014 to 2023 were service frequency (+0.6), reliability/on-time performance (+0.5), bus stop safety (+0.4), and bus stop locations (+0.4). The only service characteristics that were ranked lower in 2023 compared to 2014 were the hours of operation and service area (both -0.2).

Table 7: Passengers' Opinions of GVT Service Over Time

Attribute	Year of Survey		Change from 2014 to 2023
	2014	2023	
Bus Appearance	2.9	3.1	0.2
Driver Friendliness	3.2	3.3	0.1
Reliability / On-Time Performance	2.6	3.1	0.5
Bus Stop Locations	2.7	3.1	0.4
Service Frequency	2.4	3.0	0.6
Hours of Operation	3.1	2.9	-0.2
Schedules Easy to Understand	2.9	3.1	0.2
Service Area	3.3	3.1	-0.2
Driving Safety	3.2	3.3	0.1
Bus Stop Safety	2.9	3.3	0.4
GVT Website	2.9	3.1	0.2

Source: GVT Onboard Surveys 2014, 2023

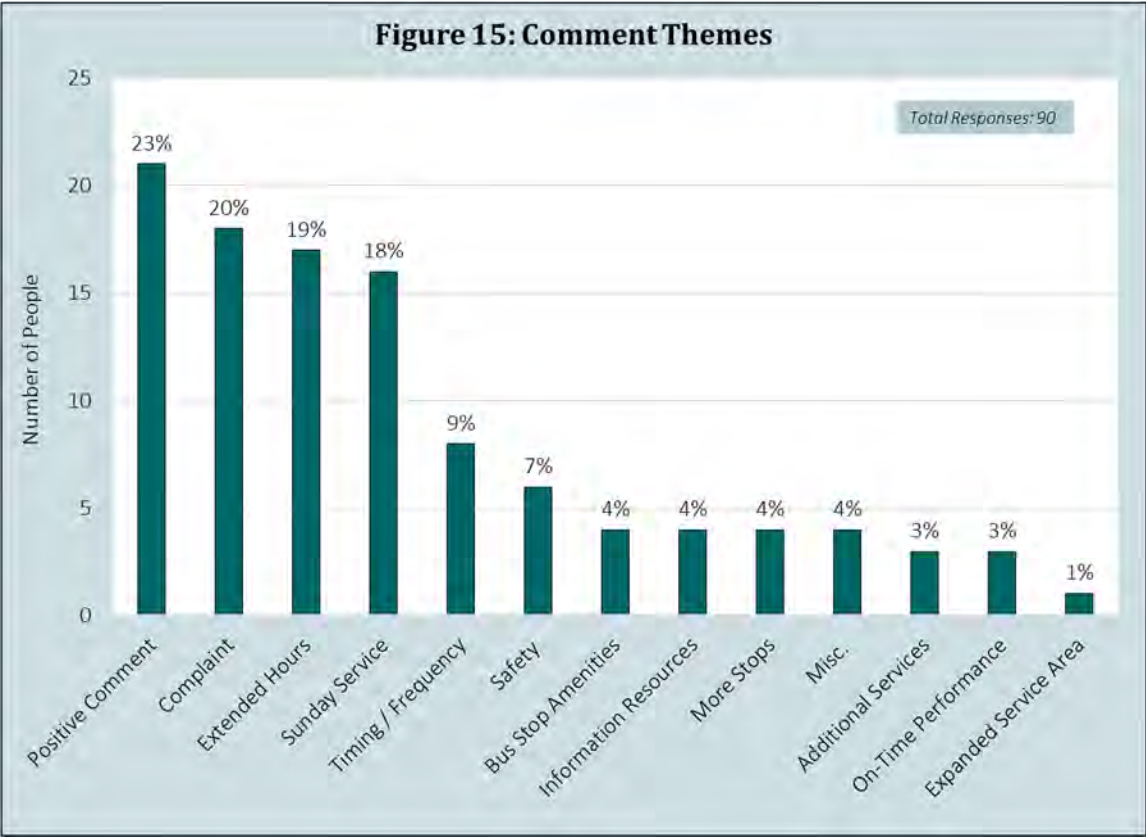
Additional Comments

The last question of the survey provided passengers with the opportunity to share any additional comments they may have had. The full list of comments is included in Appendix F. The comments were also categorized based on their primary themes. If multiple themes were mentioned, the comment was counted for each of the respective categories. Figure 15 shows the top themes represented in the survey respondents’ additional comments. About one quarter of the comments were compliments or positive feedback regarding GVT (23 percent, or 21 respondents). The most popular service improvement requests were for extended service hours, particularly in the evening (19 percent), Sunday service (18 percent), and more frequent service (9 percent). 20 percent of the comments were complaints. In all, the comments provided by the 2023 onboard survey respondents addressed similar concerns and needs as the comments provided during the 2014 survey. Compared to 2014, a greater proportion of the comments were compliments (+9 percent) and a similar proportion were complaints (+1 percent).

BOARDING AND ALIGHTING COUNTS

The second component of the GVT 2023 Survey study was to collect boarding and alighting counts for the equivalent of one complete day of operations on each of the 11 fixed routes. The data collection was completely successful on all the routes except for Routes 2, 8, and 9. On these routes, data was recorded for all but one run due to the respective surveyors being unable to complete their assigned shifts.

The resulting boarding and alighting data were subsequently entered and analyzed to assess GVT passengers’ travel patterns. LSC staff then used the data to produce maps depicting the total daily boarding and alighting activity along each route, as well as across the entire GVT system. These maps are included in Appendix G.



ONLINE COMMUNITY SURVEY SUMMARY

INTRODUCTION

The online community survey was the third component of the GVT 2023 Survey study. The community survey was available virtually from June 14th through July 10th, 2023. Advertisements were posted on the Grand Junction Sentinel website and in the Western Slope Now online newsletter for two weeks while the survey was open to encourage participation. Ultimately, 89 people from across Mesa County responded. This chapter discusses the online community survey results.

OBJECTIVES

The objective of the online community survey was to generate data that could be used to inform potential service changes and marketing strategies. The community survey respondents represent both transit riders as well as non-riders, therefore their opinions provide valuable insight into what service improvements would be the most likely to increase ridership rates across the greater community. Chapter 2 includes a more detailed description of the online community survey's objectives.

SURVEY FINDINGS

Demographics

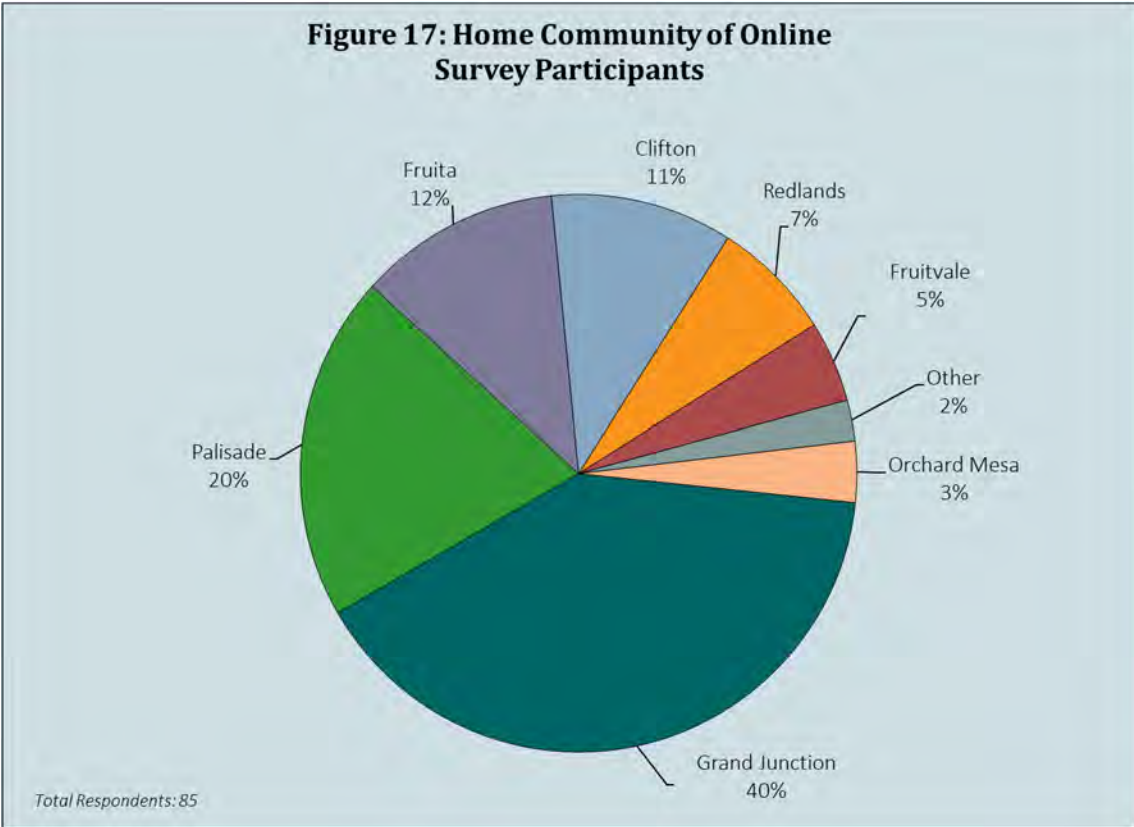
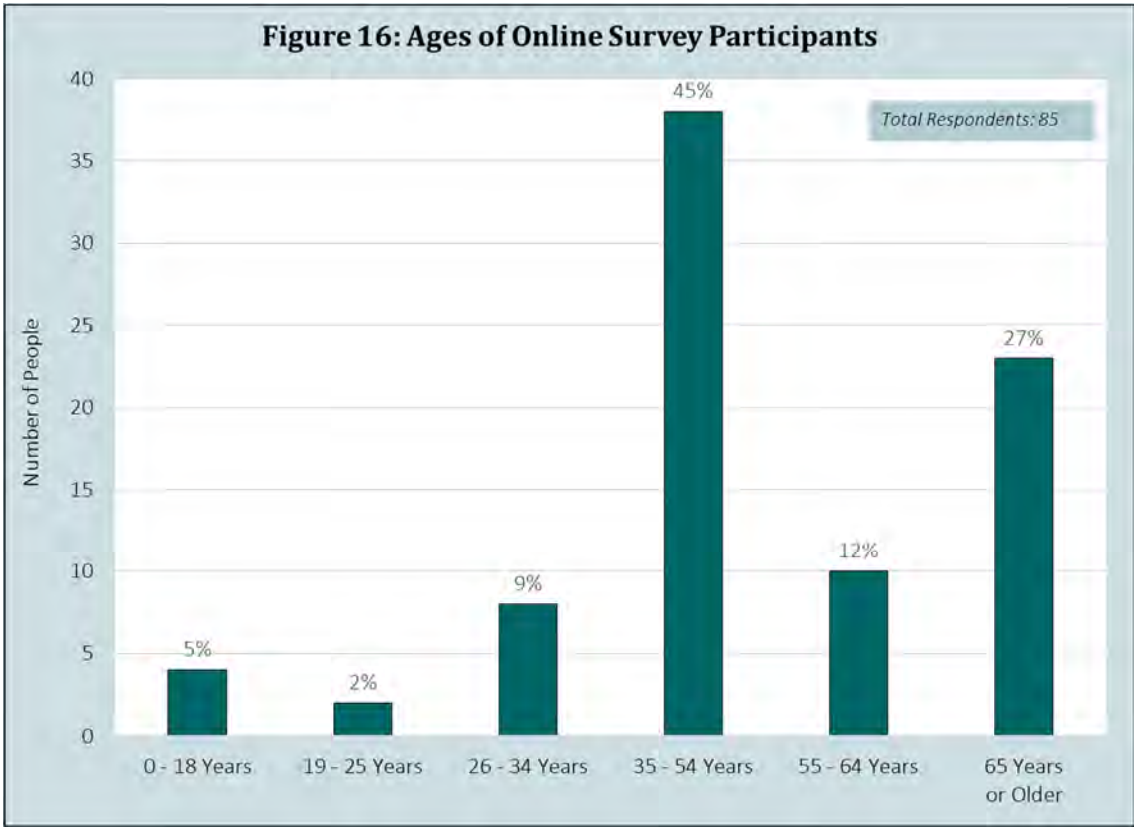
Demographic data provides important context about what perspectives are being represented in the survey results. This section explores the online community survey demographic data. When relevant, the online survey participants are compared to the onboard survey participants to identify demographic differences that likely influenced other results discussed in this report.

Age

The ages of the online community survey respondents are shown by cohort in Figure 16. Nearly half of the respondents were between the ages of 35 and 54 (45 percent, or 38 respondents). Only 7 percent of the participants were under the age of 25, which is significantly less compared to the onboard survey (-18 percent). Also, more community survey participants were 65 or older compared to the onboard survey (+17 percent). These results demonstrate that the online community survey respondents were older on average compared to the onboard survey respondents.

Home Community

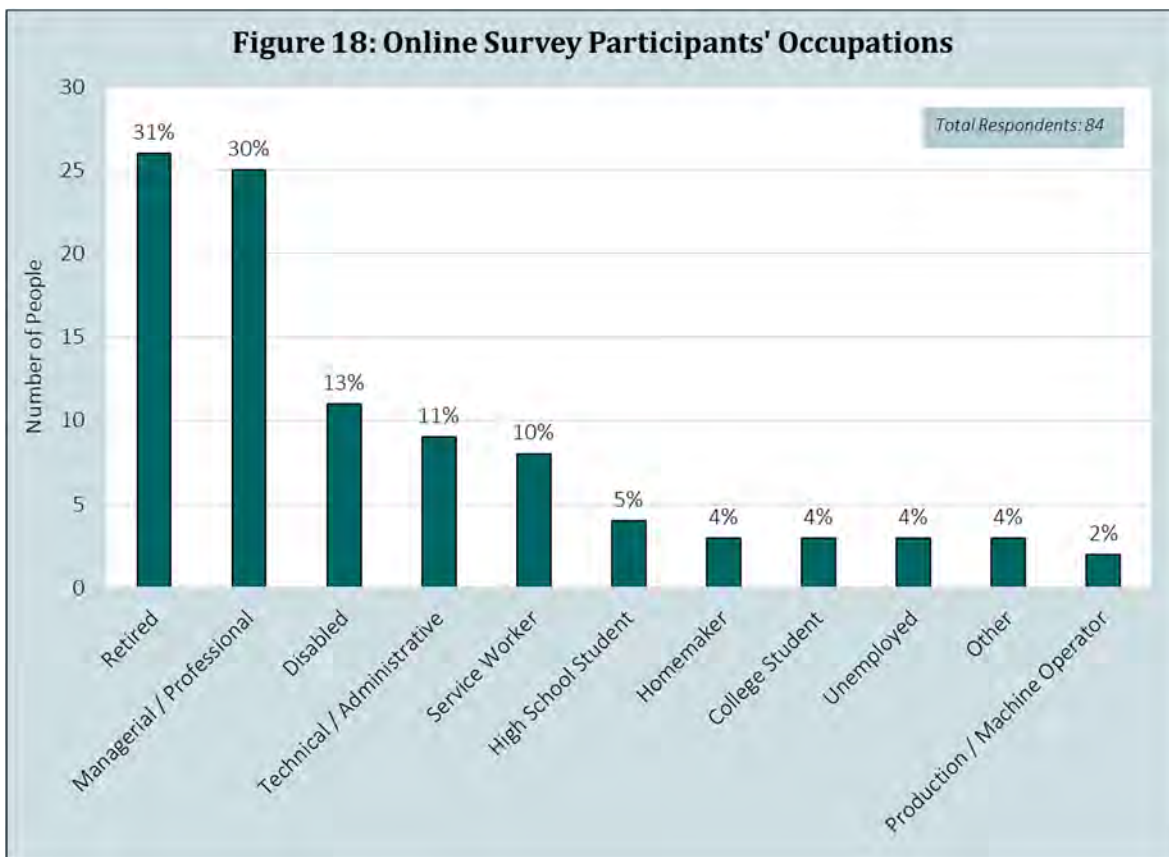
The community survey participants live across Mesa County. Unsurprisingly, most live in Grand Junction, as seen in Figure 17 (40 percent, or 35 respondents). Other communities where the online community survey respondents live include Palisade (20 percent of the total), Fruita (12 percent), and Clifton (11 percent). Palisade residents represented a greater proportion of the community survey respondents compared to what would be expected based on actual population levels (per the 2020 US Census, only 2 percent of the total Mesa County population lives in Palisade).



Occupation

Similar to the onboard survey, the online community survey asked respondents to select what category of employment best described their current occupation. The participants could also type out their specific occupation if they felt that none of the categories accurately described their roles. Participants were able to indicate multiple employment categories in case they held multiple positions. During analysis, all open-ended answers were categorized appropriately.

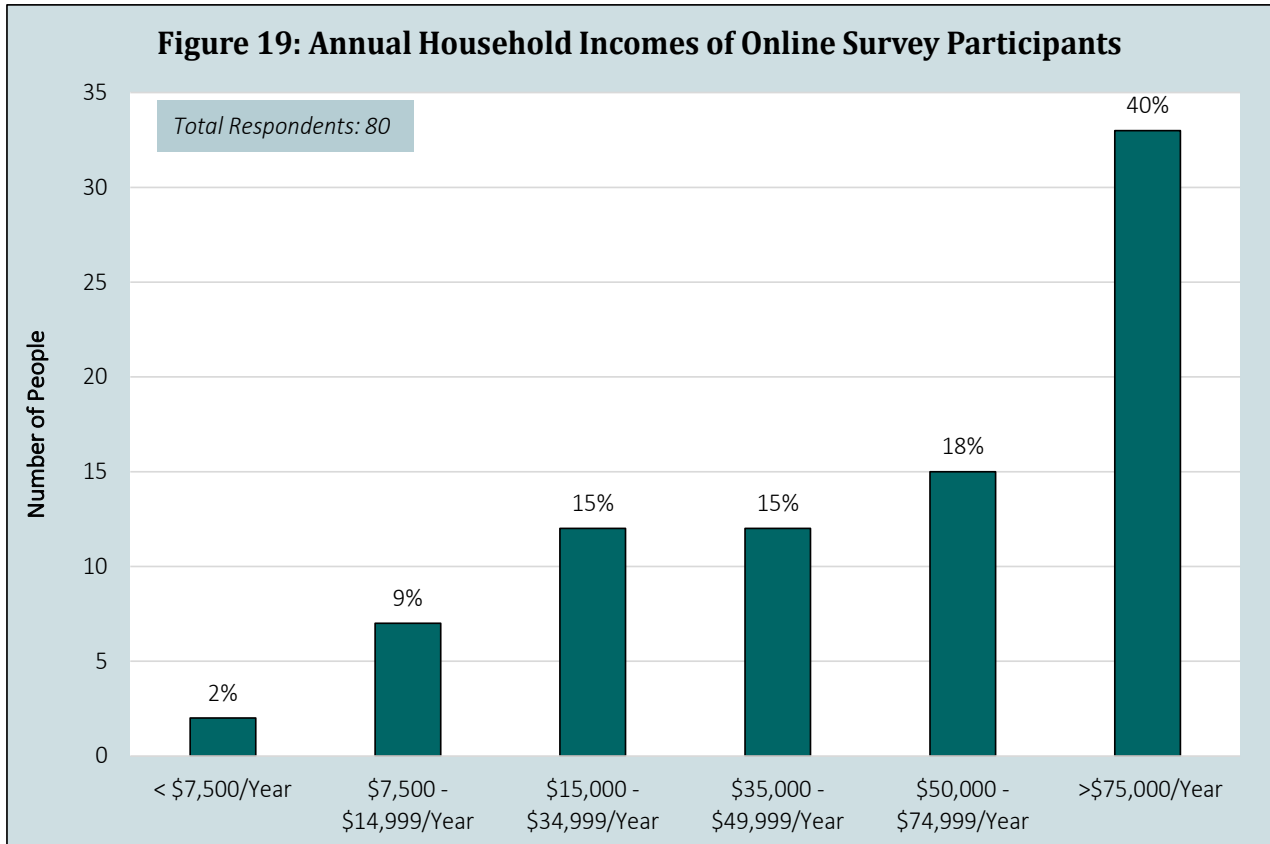
As seen in Figure 18, the majority of the online survey respondents were either retired (30 percent, or 26 respondents) or in a managerial/professional role (30 percent, or 25 respondents). Only 10 percent reported they were service workers, and none said they were laborers. In all, more of the community survey respondents were either retired adults or workers with what are traditionally considered “white-collar” roles compared to the onboard survey respondents, who were more likely to be working-age adults with what are traditionally considered “blue-collar” roles.



A few of the community survey participants were either high school or college students (9 percent, or 7 respondents). Of the participants who reported that they were high school students, two attended Palisade High School, one attended Grand Junction High School, and one attended Grand River Academy. Of the participants who reported that they were college or university students, one attended Colorado Mesa University, one attended New York University online, and one attended Seattle University online.

Annual Household Income

As previously mentioned, household income can be an indicator of how frequently people ride transit, with people from lower-income homes being more likely to use transit and people from higher-income homes are less likely. Figure 19 shows the annual household incomes of the online community survey respondents. The majority of the community survey respondents' households earn \$75,000 or more each year (40 percent, or 34 respondents). Another 18 percent live in households which earn between \$50,000 to \$74,999 annually. Only 2 percent reported they live in households which earn \$7,500 or less per year.

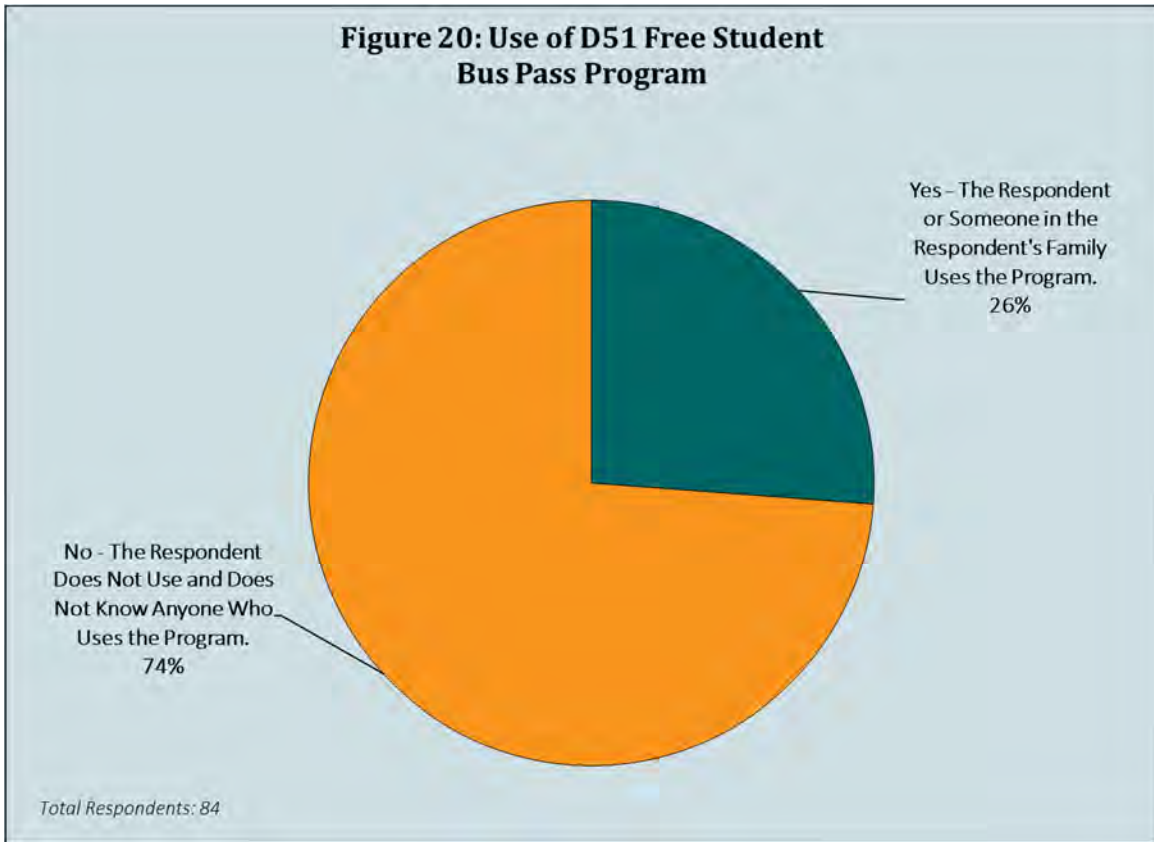


It can be concluded that the online community survey participants live, on average, in higher income households compared to the onboard survey respondents; comparatively, a far greater proportion live in households with incomes of \$75,000 or greater (+36 percent) and a far smaller proportion live in homes that make \$34,999 or less (-43 percent). The community survey participants' annual household incomes are, on average, closer to the median United States household income of \$70,784 and the median Colorado household income of \$80,184 (ACS 2021 Five-Year Estimates).

D51 Free Student Bus Pass Program

Mesa County Valley School District 51 (D51) is the largest school district on the Western Slope, serving 21,000 students. GVT, in partnership with the Mesa County Regional Transportation Planning Office (RTPO) and the Mesa County Workforce Center, offered the D51 Free Student Bus Pass Program during the 2021-22 and 2022-23 school years for D51 middle and high school students. To enroll, the students' parents or guardians had to complete a financial form, however all students who completed the form received bus passes regardless of the answers. Once approved, the students received a GVT pass sticker

to put on their student ID that was valid for one year. About one quarter of the community survey respondents indicated they either used the D51 Free Student Bus Pass Program or someone in their family used the program (Figure 20).



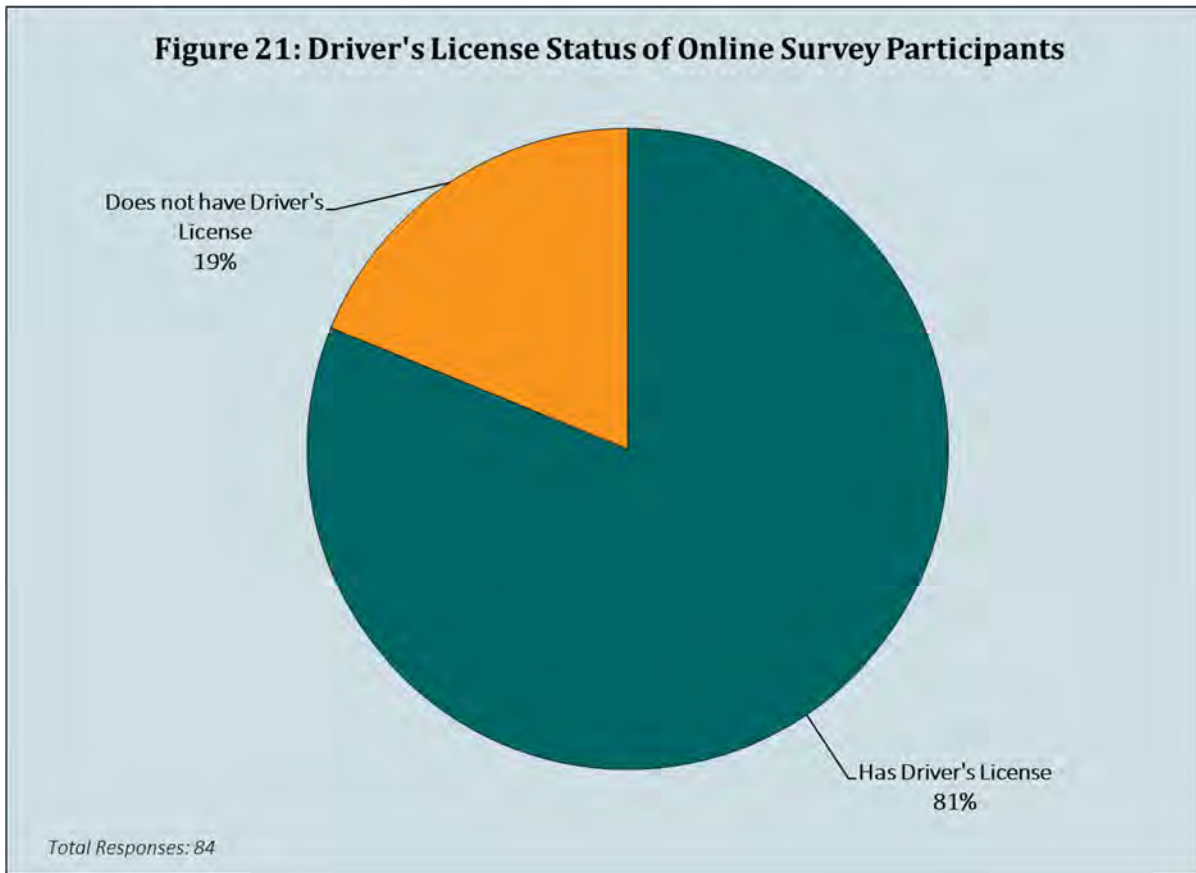
Driver's License Status

The vast majority of the online community survey participants indicated they had their driver's license (81 percent, or 69 respondents) (Figure 21). This data contrasts with the onboard survey results, in which only 33 percent of the participants reported having their driver's license. The high proportion of licensed drivers among the community survey respondents suggests that most are not transit dependent.

Current Use of GVT

The online community survey contained questions aimed at better understanding how the greater Mesa County community interacts with and utilizes GVT. These questions gathered valuable data about how GVT impacts community members ranging from the likely transit dependent to those who don't ride transit at all.

Figure 21: Driver's License Status of Online Survey Participants



Typical GVT Ridership

The community survey respondents, and their respective friends and families, represent different types of GVT riders. Only 24 percent of the online community survey respondents identified as being regular GVT riders, which is a far smaller proportion compared to the onboard survey in which 77 percent reported they ride the bus three to five days per week (Table 8).

Table 8: Typical GVT Ridership by Online Survey Participants, Friends, and Family

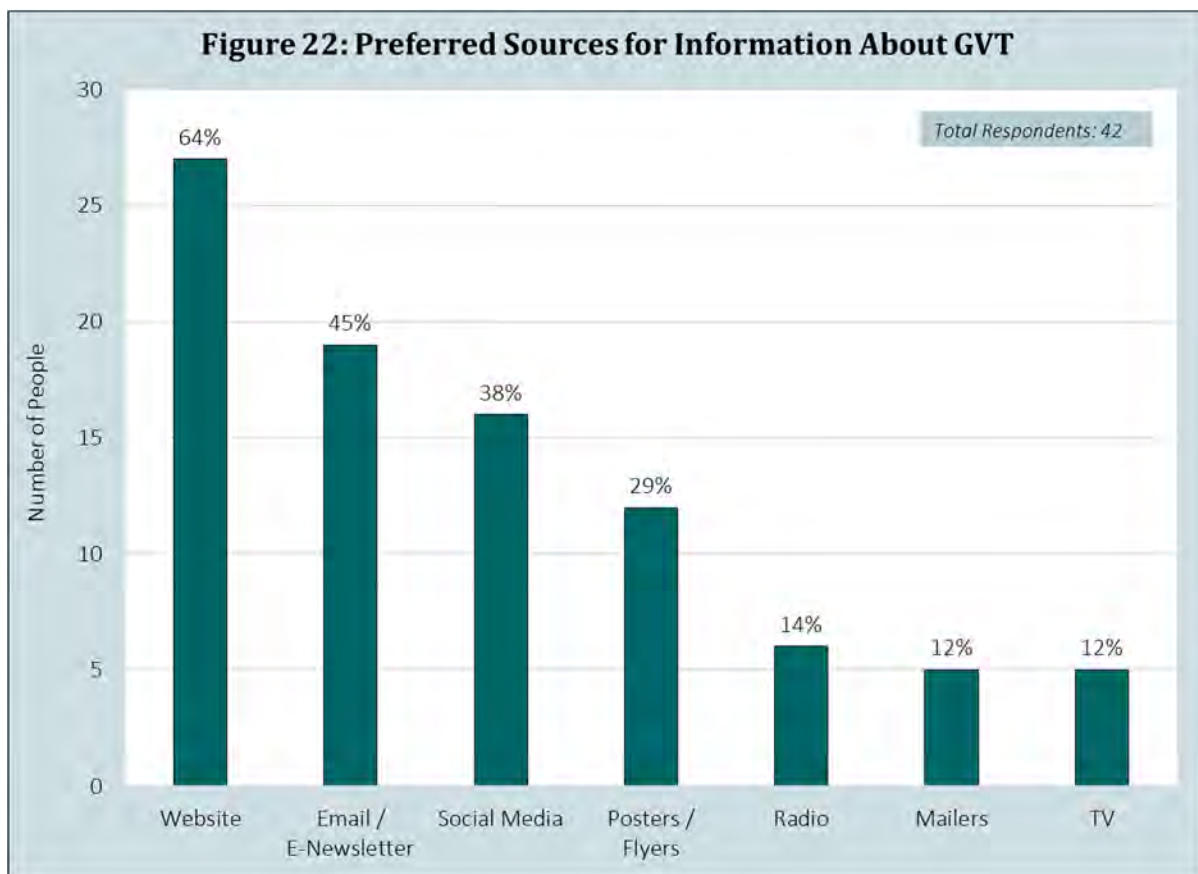
Frequency	# of Participants	% of Participants
Regular GVT Rider	21	24%
Occasional GVT Rider	23	26%
Someone in Household Rides GVT	9	10%
Friends or Family Outside of Household Rides GVT	11	12%
Does Not Ride GVT, and Does Not Know Anyone Who Rides GVT	25	28%
Total Responses	89	100%

26 percent of the participants said they are occasional riders. 22 percent of the participants do not ride GVT themselves, but know of someone, either in their household or outside of their household, who does ride GVT. The remaining 28 percent of the online survey respondents indicated they do not ride GVT, and they don't know anyone who does.

These results confirm what was suggested by the community survey demographic data, which is that the online community survey participants are not as dependent on GVT for mobility as the onboard survey participants. The community survey data is therefore more reflective of the views held by the greater Mesa County community-at-large versus those of the typical GVT passenger.

Sources of GVT Information

The online community survey applied survey logic, so only those participants who reported to being either regular or occasional GVT riders were asked how they prefer to get information about GVT. Overall, the respondents prefer to get transit information from online sources, with the most popular source being the official GVT website (64 percent, or 27 respondents). Other transit information sources commonly used by the community survey respondents include email or e-newsletters (45 percent of the total), social media (38 percent), and posters or flyers around the community (29 percent) (Figure 22).



Reasons Participants Do Not Ride Transit

The community survey respondents that do not ride GVT themselves were asked to select the top reasons why that is the case. These reasons are shown in Table 9. According to the participants, the top factor discouraging them from riding GVT is having a form of personal transportation available (78 percent, or 35 respondents). Many people also said that they are discouraged from riding GVT because of how challenging it is for them to access bus stops due to issues such as distance or a lack of pedestrian infrastructure (40 percent). The GVT service characteristics with the greatest negative impact on the respondents’ ridership rates are travel times (49 percent of the total), the service area (38 percent), the service frequency (29 percent), and transfer requirements (29 percent).

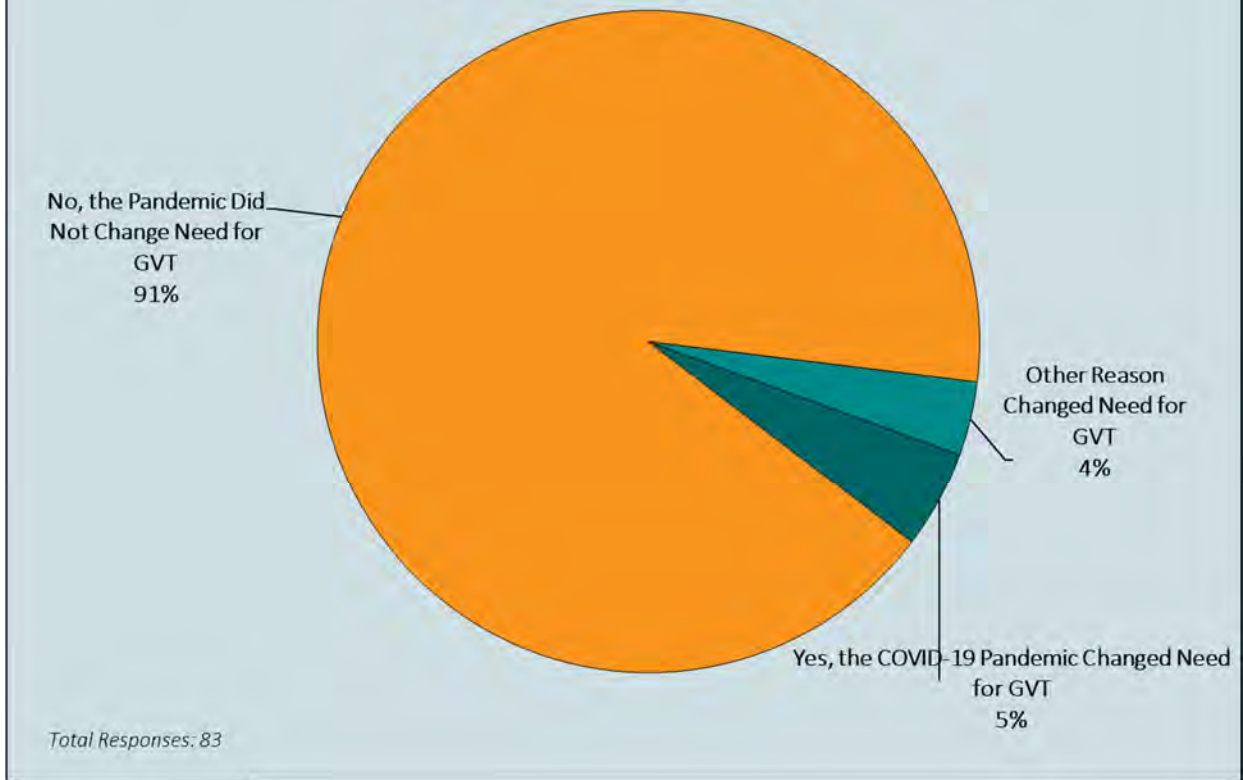
Frequency	# of Participants	% of Participants
Personal Transportation Available	35	78%
Travel Times	22	49%
Hard to Access Bus Stops	18	40%
Service Area	17	38%
Service Frequency	13	29%
Transfer Requirements	13	29%
Service Hours	11	24%
Don't Know How to Use GVT	9	20%
Safety Concerns	9	20%
Service is Not On-Demand	6	13%
Don't Know About GVT	4	9%
Fares are too Expensive	3	7%
Has Ridden GVT Recently	1	2%
Bus Stops are Uncomfortable	1	2%
Total Responses	46	100%

Impact of COVID-19 Pandemic on Need for GVT

The COVID-19 pandemic forced workplaces, schools, and businesses to limit in-person operations. Although the pandemic has now subsided, a lasting impact has been that it is now much more common for businesses or schools to have a hybrid in-person/remote structure, or even to be fully remote. The increased use of remote meeting technology has in turn impacted transit operations; many people don't need to leave the house as much as they used to.

The online community survey asked respondents whether the COVID-19 pandemic has impacted their need for GVT. As seen in Figure 23, the vast majority of the respondents reported that the pandemic did *not* impact their need for transit (91 percent, or 76 respondents). Only 5 percent said the pandemic changed their need for GVT. Almost all of these participants indicated that the pandemic negatively impacted their need for GVT; only one individual stated that they have ridden GVT more frequently since the pandemic. This data does not support observed ridership trends, however, as in 2022 GVT systemwide ridership was still 37 percent lower compared to 2019 (last full year pre-pandemic).

Figure 23: Impact of COVID-19 Pandemic on Online Survey Participants' Need for GVT



Popular Service Improvements

GVT should prioritize service improvements which are the most likely to boost ridership levels. Table 10 shows which service improvements were ranked by the community survey participants as being the most likely to encourage them to ride GVT more often. Expanding the GVT service area was the highest ranked improvement (4.2), followed by more frequent service (4.0), and bus stop improvements (3.7). The respondents indicated that earlier service, either on weekdays or on Saturdays, would have the least impact on whether or not they ride GVT.

If GVT were to expand or improve services, 73 percent of the community survey respondents indicated they would use the new services to travel to destinations in Grand Junction (Figure 24). Other communities the respondents reported they would travel to on new routes on services were Fruita (51 percent), Palisade (51 percent), Redlands (44 percent), and Orchard Mesa (41 percent). These responses

Table 10: Top Service Improvements to Encourage Increased Ridership

Attribute	Average Score
Expanded Service Area	4.2
More Frequent Service	4.0
Bus Stop Improvements	3.7
Onboard Electronic Payments	3.5
Better Information	3.4
Bus Stops Closer to Home	3.4
Later Saturday Service	3.4
Later Weekday Service	3.3
Sunday Service	3.3
Earlier Weekday Service	2.9
Earlier Saturday Service	2.9

Source: GVT Online Community Survey 2023

were likely influenced by where the online community survey respondents live; as previously discussed, 32 percent of the respondents live in either Palisade or Fruita.

Table 11 shows where the community survey respondents indicated that they would travel on expanded GVT services based on their home community. Grand Junction residents primarily want expanded transit services within the City itself (65 percent of the respondents who live in Grand Junction), as well as to Fruita (56 percent), Palisade (56 percent), Orchard Mesa (50 percent), Redlands (50 percent), and Clifton (38 percent). The top community Palisade residents would like additional GVT services to is Grand Junction (59 percent of the respondents who live in Palisade). Fruita residents indicated they would prefer for expanded transit to be implemented to Grand Junction (70 percent of the respondents who live in Fruita) and Redlands (60 percent).

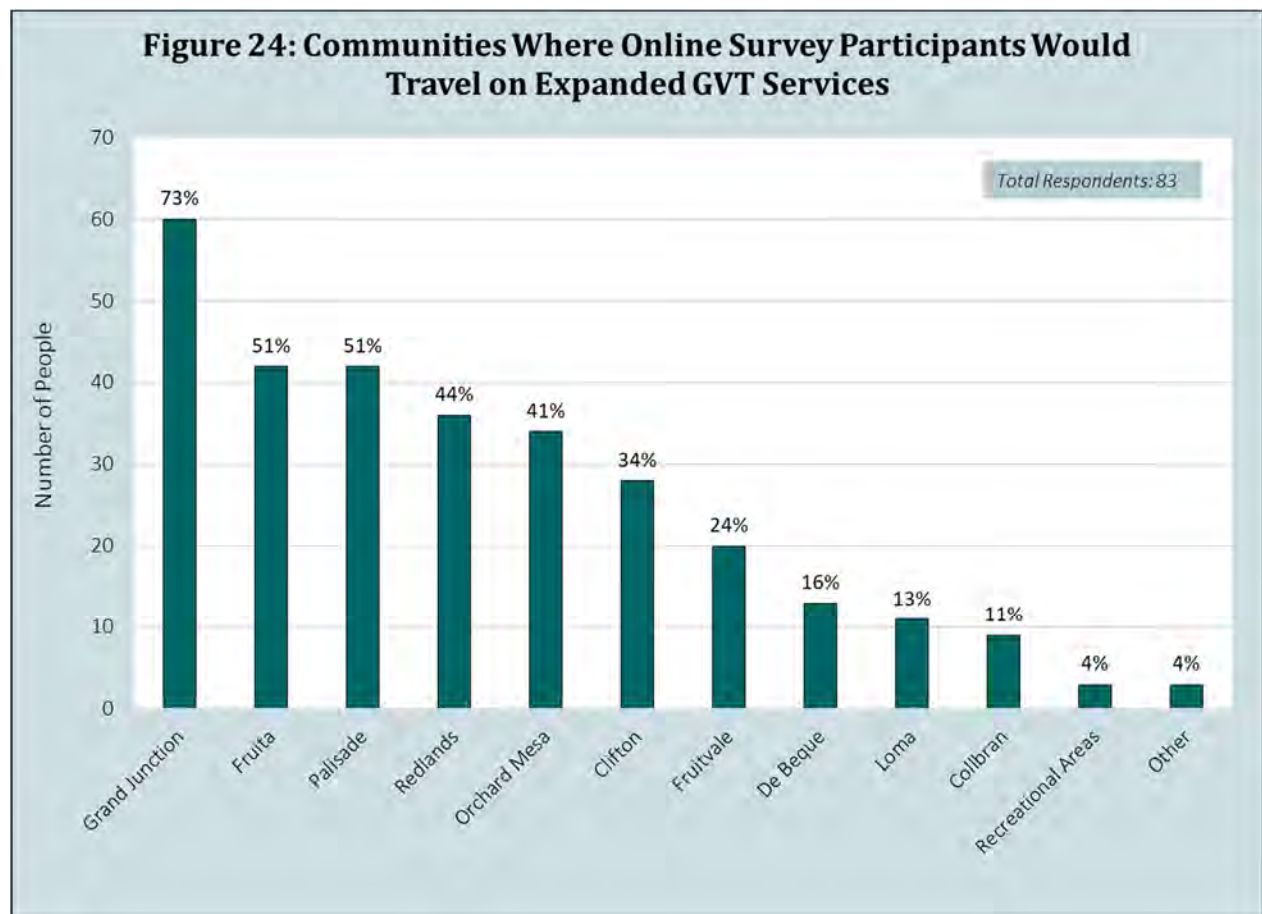


Table 11: Where Online Community Survey Participants Would Travel on Expanded GVT Services Based on Home Community

Home Community	Communities Respondents Would Travel to on Expanded Transit Services										
	Grand Junction	Fruita	Palisade	De Beque	Colbran	Clifton	Fruitvale	Loma	Orchard Mesa	Redlands	Other
Grand Junction	22	19	19	4	4	13	9	3	17	17	2
Fruita	7	3	4	3	1	2	2	2	2	6	0
Palisade	10	5	5	2	2	4	2	3	5	4	4
Clifton	6	7	5	3	2	6	4	2	5	4	0
Fruitvale	3	1	3	0	0	2	2	1	3	1	1
Loma	0	0	0	0	0	0	0	0	0	0	0
Orchard Mesa	1	2	2	1	0	0	0	0	0	1	0
Redlands	5	3	2	0	0	0	0	0	2	2	1
Other	2	1	1	0	0	0	1	0	0	1	1
Total	56	41	41	13	9	27	20	11	34	36	9

Views of GVT

The final set of community survey questions asked the respondents about their opinions and perceptions of GVT. As a community service, it is important the Mesa County community-at-large sees GVT as being a valuable and worthwhile investment for the region. Understanding the community’s ideas and goals for GVT provides direction for future service improvements as well.

Current Perceptions of GVT

The online community survey respondents were asked to describe the current GVT service with three words. The top descriptors used by the respondents are shown in the word cloud depicted in Figure 25. Unfortunately, the most popular words were primarily negative (inconvenient, infrequent, limited, etc.). The community survey participants’ perceptions of the current GVT service directly relate to why the participants said they don’t ride GVT; as previously mentioned, travel times, bus stop access, the service area, and service frequency were some of the top reasons cited by the online survey participants for why they don’t use transit. Marketing campaigns should focus on disproving the more negative perceptions of GVT held by community members.

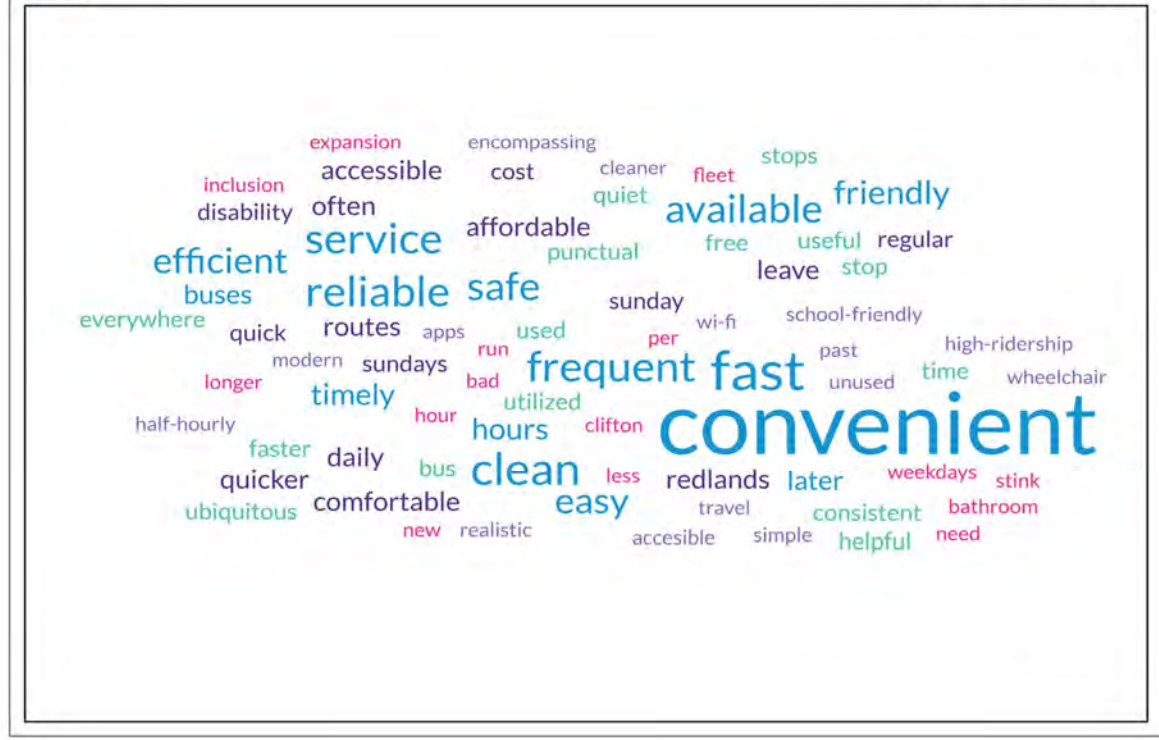
Ideal Vision for GVT

The community survey respondents were also asked what three words they would use to describe their ideal version of GVT. The most popular descriptors are shown in Figure 26. As seen in the figure, “convenient” was the top characteristic used by the online community survey participants to describe their improved version of GVT. Other ideal service attributes included “fast,” “frequent,” and “reliable.” These service features describe what Mesa County residents would like provided by GVT and should be referenced when prioritizing potential service improvements or designing marketing campaigns.

Figure 25:
Current Perceptions of GVT

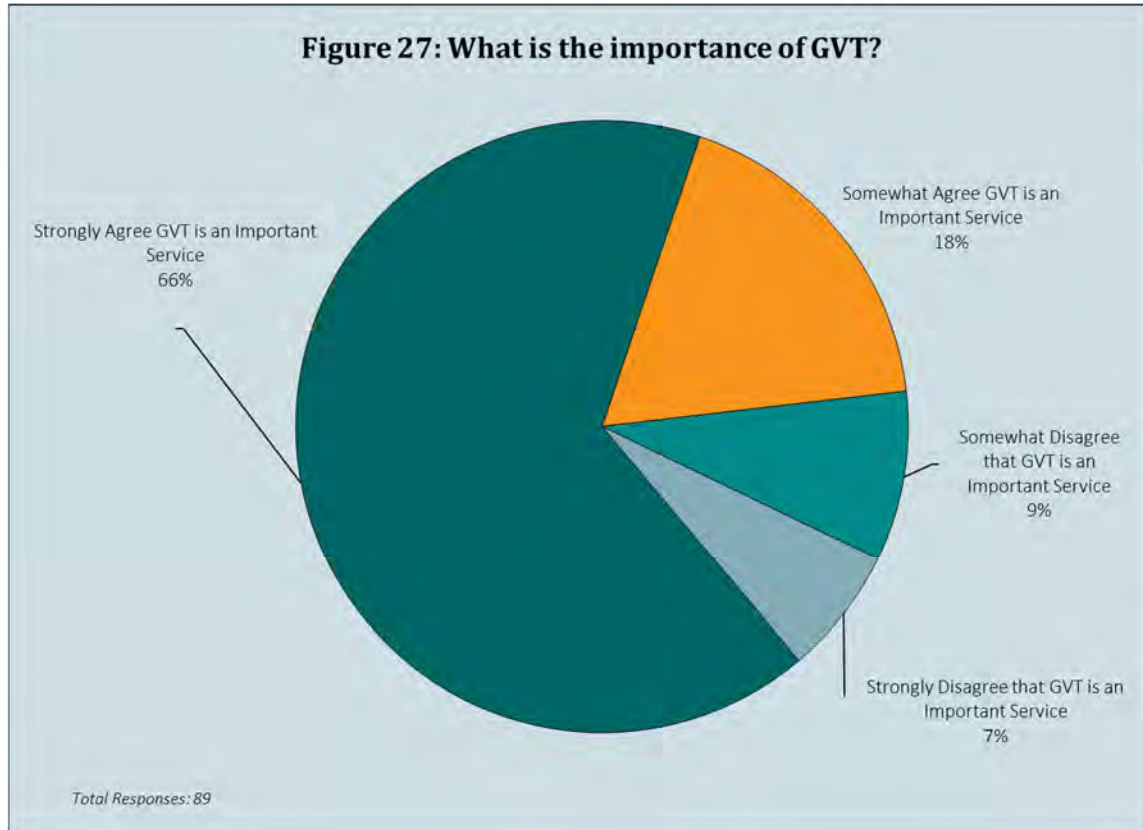


Figure 26:
Ideal Vision for GVT



Importance of GVT

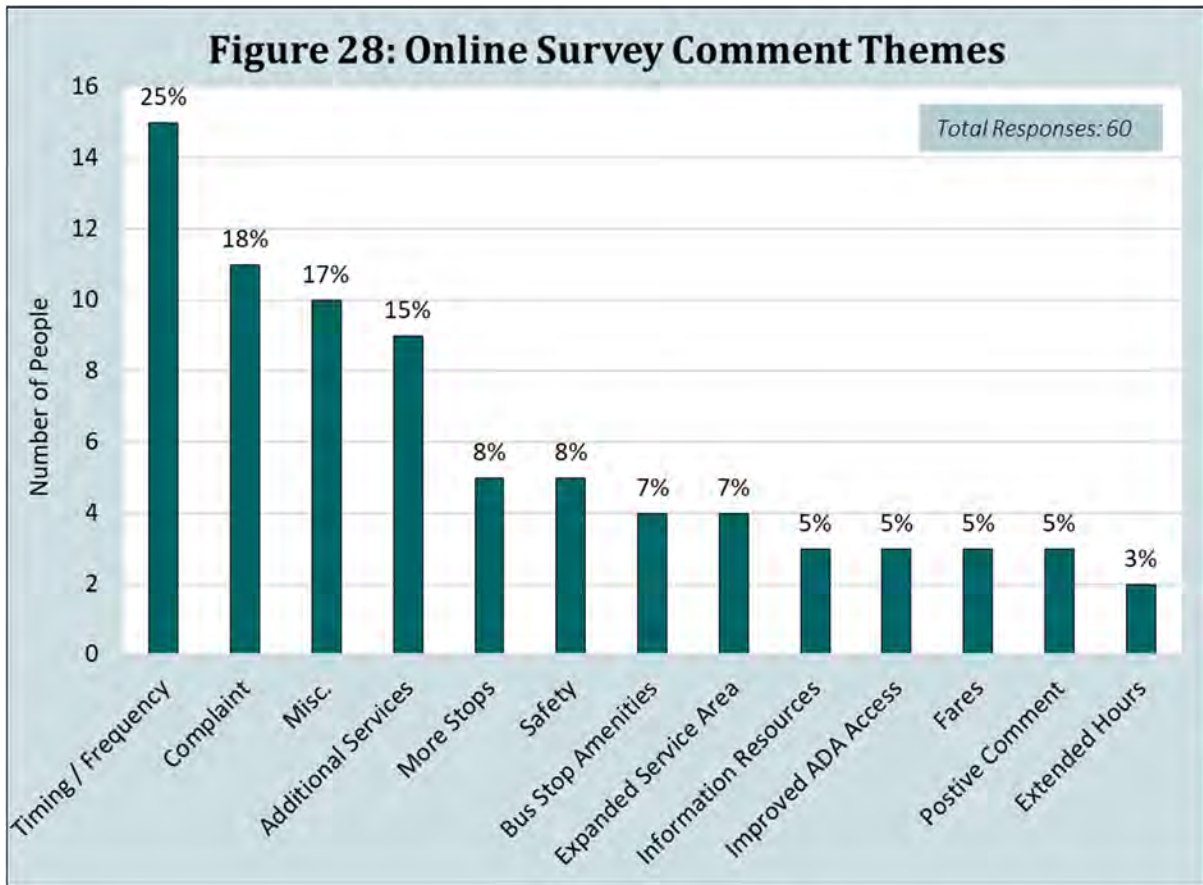
Even though the online community survey respondents do not ride GVT often, the majority still strongly agreed that GVT is an important service in the community (66 percent, or 59 respondents) (Figure 27). Another 18 percent somewhat agreed that GVT is an important service in Mesa County. The remaining 16 percent of the online community survey participants did not think that GVT is a necessary amenity.



Additional Comments

Similar to the onboard survey, the last question of the online community survey provided participants with the opportunity to share additional comments. The full list of online survey comments is included in Appendix F.

Figure 28 summarizes the online survey comments by theme. Comments that discussed multiple topics were assigned to multiple themes. A quarter of the comments discussed issues, concerns, or ideas for improvements related to GVT travel times or service frequency. Other popular issues discussed within the community survey respondents' comments were the need for additional services (15 percent of the total), more stops (8 percent), and improved safety. Only 3 percent requested extended service hours, which is a far smaller proportion compared to the onboard survey in which 19 percent of the comments asked for extended hours. A smaller proportion of the community survey comments were compliments for GVT compared to the onboard survey (-18 percent), which can likely be attributed to the fact that most of the community survey participants do not ride the bus frequently and therefore do not directly benefit from GVT very often.



INTRODUCTION

The GVT 2023 Onboard Survey, Counts, and Analysis study generated meaningful data about who rides GVT, where people travel, and why passengers choose to ride. The survey data also revealed clear opportunities for service improvements to encourage increased transit ridership across the greater Mesa County region. In this final chapter, key takeaways from the 2023 Survey that should be used to enhance future transit planning efforts are identified.

CURRENT PASSENGERS

GVT is an essential service for many local residents. The following characteristics accurately describe GVT's riders in 2023:

- GVT passengers represent a diverse assortment of Mesa County residents, including people of different ages, races, and genders.
- Most passengers are employed as either service workers or laborers.
- Local college and high school students continue to use GVT for transportation.
- GVT passengers are primarily transit dependent, with the majority reporting they do not have a driver's license and they live in a home with no vehicle available.
- The proportion of GVT passengers considered to be transit dependent increased from 2014 to 2023.
- The top reason why passengers ride is they don't have access to a working vehicle.
- Most passengers get to and from GVT bus stops by walking.
- The majority of passengers live in households that earn less than the average household in either Colorado or the United States.

PERCEPTIONS OF EXISTING SERVICE

It is crucial that GVT is considered highly by both passengers and non-passengers alike. Mesa County residents' opinions and perceptions of GVT can be summarized as follows:

- Current passengers think highly of the GVT service.
- The service attributes ranked most highly during the onboard survey were driver friendliness, driving safety, and bus stop safety.
- The service attributes that received the lowest ranks during the onboard survey were service frequency and hours of operation.
- The passengers who completed an onboard survey in 2023 had mostly improved opinions of GVT compared to 2014.
- The community survey participants are not satisfied with the existing GVT services, describing GVT as inconvenient, infrequent, limited, and slow.

COVID-19 IMPACTS

The onboard survey results indicate that existing riders are riding GVT less frequently compared to past years. Fewer passengers reported riding GVT three or more days per week and more reported they ride only one to two days per week in 2023 compared to 2014, suggesting an overall decrease in ridership frequency. In the online community survey, 5 percent of respondents said the COVID-19 pandemic impacted their overall need for GVT. Based on the additional comments provided in both survey efforts, however, the pandemic is no longer a forefront concern for most residents.

FACTORS LIMITING RIDERSHIP

The most common reasons why Mesa County residents choose not to ride GVT are:

- They have personal transportation available.
- GVT travel times are too long.
- It is difficult to access GVT bus stops.
- They cannot take GVT to where they need to go.
- Service is too infrequent.
- There are too many transfers required.

IDEAS FOR SERVICE IMPROVEMENTS

Based on the 2023 Survey data, as well as actual comments provided by the onboard and online survey participants, the following categories of potential service improvements were identified as being the most likely to result in increased ridership on GVT if implemented:

- Extended service hours.
- Reduced travel times.
- Increased service frequency.
- Improved safety both onboard and at bus stops.
- Expanded service area.
- Bus stop improvements.
- Improved information and marketing.

Appendix A
Onboard Survey Instrument

Grand Valley Transit is currently conducting a survey to improve transportation services. Please take a few moments to complete this short survey. Thank you for your participation!
 If you have already taken this survey, please stop after Question 10.

1. What route are you currently riding? 1 2 3 4 5 6 7 8 9 10 11
2. What time of day/evening did you board this bus? _____ AM PM (Circle one)
3. Where are you currently coming from? Home Work Middle/High School University/College Shopping/Errands
 Medical Appt Recreation Other _____
4. What is the nearest intersection to where you are coming from?
 _____ and _____
5. How did you get to your first bus stop? Walked Drove myself I was driven Bicycled Other _____
6. Where are you traveling to? Home Work Middle/High School University/College Shopping/Errands
 Medical Appt Recreation Other _____
7. What is the nearest intersection to your final destination?
 _____ and _____
8. How will you get from your last bus stop to your final destination? Walk Drive myself Get driven Bicycle
 Other _____
9. Is a bus transfer needed to reach your final destination? Yes No 10. If yes, which routes are used to reach your final destination (check all that apply)? 1 2 3 4 5 6 7 8 9 10 11

Please only complete the following questions once during the survey week May 1st-May 5th.

11. Are you a licensed driver? Yes No
12. What is the nearest major intersection to your home? _____ and _____
13. How often do you ride the bus? 1 day/wk 2 days/wk 3-5 days/wk Less than once/month This is my first time
14. What days of the week do you typically ride the bus? Check all that apply. Mon. Tues. Wed. Thurs. Fri. Sat.
15. What is the most important reason you ride the bus? My household doesn't have a car. Parking is a problem
 Bus is economical Someone else uses the household car Car trouble/no insurance Traffic is bad
 Bus is convenient I don't drive Environment Other _____
16. How many operational vehicles does your household have? None 1 2 3 or more
17. What is your total household income? Less than \$7,500/year \$7,500-\$14,999/year \$15,000 - \$34,999/year
 \$35,000 - \$49,999/year \$50,000 - \$74,999/year \$75,000 or more/year
18. How do you identify? Man Woman Non-binary Prefer not to say
19. What is your age? 0-18 19-25 26-34 35-54 55-64 65+
20. What is your race/ethnicity (check all that apply)? American Indian/Alaskan Native Asian Black/African American
 Hispanic/Latino White Other _____
21. What is your occupation? Homemaker Laborer Managerial/Professional Technical/Administrative
 Service Worker College Student High School Student Elementary/Middle School Student Sales
 Unemployed Retired Production/Craft/Repair/Machine Operator Disabled Other _____
22. How do you rate the current GVT bus service?

	Poor	Fair	Good	Very Good
Bus Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver Friendliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of service/Buses on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus Stop Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of Operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedules are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses go where you need to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GVT Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Is there anything else you would like to share? _____
24. Would you like to stay involved with local transit planning efforts? Yes, Email: _____ No

Please contact Justine Marmesh at justine@lsctrans.com or (530) 583-4053 for information.

Grand Valley Transit está llevando a cabo una encuesta para mejorar los servicios de transporte. Por favor tóme unos minutos para completar esta breve encuesta. ¡Gracias por su participación!
Si ya ha realizado esta encuesta, por favor pare después de la pregunta 10.

1. ¿Qué ruta estás recorriendo actualmente? 1 2 3 4 5 6 7 8 9 10 11
2. ¿A qué hora del día/noche abordaste este autobús? _____ AM PM (Círculo uno)
3. ¿De dónde vienes actualmente? Casa Trabajo Escuela intermedia/secundaria Universidad /Colegio
 Compras /Mandados Cita Médica Recreación Otros _____
4. ¿Cuál es la intersección más cercana de donde vienes?
_____ y _____
5. ¿Cómo llegaste a tu primera parada de autobús? Caminé Conduje yo mismo Me condujeron Bicicleta Otros _____
6. ¿A dónde viajas? Casa Trabajo Escuela intermedia/secundaria Universidad/Colegio Compras/Mandados
 Cita Médica Recreación Otros _____
7. ¿Cuál es la intersección más cercana a su destino final?
_____ y _____
8. ¿Cómo llegarás de tu última parada de autobús hasta tu destino final? Caminar Conducir yo mismo Conducir Bicicleta
 Otros _____
9. ¿Se necesita un traslado en autobús para llegar a su destino final? Sí No
10. En caso de si, ¿qué rutas se utilizan para llegar a su destino final (¿marque todas las que apliquen?) 1 2 3 4 5 6 7 8 9 10 11

Por favor, complete las siguientes preguntas una vez durante la semana de la encuesta del 1 al 5 de mayo.

11. ¿Es usted un conductor con licencia? Sí No
 12. ¿Cuál es la intersección principal más cercana a su hogar? _____ y _____
 13. ¿Con qué frecuencia viajas en autobús? 1 día/sem. 2 días/sem. 3-5 días/sem. Menos de una vez/mes Esta es mi primera vez
 14. ¿Qué días de la semana típicamente viajar en autobús? Marque todo. Lun. Mar. Mié. Jue. Vie. Sáb.
 15. ¿Cuál es la razón más importante por la que viajas en autobús? Mi hogar no tiene coche. El estacionamiento es un problema El autobús es económico Alguien más usa el automóvil de mi hogar Problemas con el automóvil/sin seguro El tráfico es malo El autobús es conveniente No conduzco Medio ambiente Otro _____
 16. ¿Cuántos vehículos operativos tiene su hogar? Ninguno 1 2 3 o más
 17. ¿Cuál es el ingreso total de su hogar? Menos de \$7,500/año \$7,500-\$14,999/año \$15,000 - \$34,999/año \$35,000 - \$49,999/año \$50,000 - \$74,999/año \$75,000 o más/año
 18. ¿Cómo te identificas? Hombre Mujer No binario Prefiero no decir
 19. ¿Cuál es tu edad? 0-18 19-25 26-34 35-54 55-64 65+
 20. ¿Cuál es su raza/etnicidad? (marque todas las que apliquen) Indios americanos/nativos de Alaska Asiáticos Negros/Afroamericanos Hispano/Latino Blanco Otros _____
 21. ¿Cuál es su ocupación? Ama de casa Obrero Gerencial/Profesional Técnico/Administrativo Trabajador de servicios Estudiante universitario Estudiante de secundaria Estudiante de primaria/secundaria Ventas Desempleado Jubilado Operador de producción/artesanía/repelación/operador de máquina Deshabilitado Otros _____
- | 22. ¿Cómo califican el servicio actual de autobuses GVT? | Pobre | Justo | Bueno | Muy Bueno |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Apariencia del autobús | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Amabilidad del conductor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fiabilidad del servicio/autobuses a tiempo | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ubicación de la parada de autobús | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Frecuencia de servicio | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Horario de operaciones | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Los horarios son fáciles de entender | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Los autobuses van a donde necesitas ir | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Seguridad en la conducción | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Seguridad en la parada de autobús | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sitio web de GVT | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
23. ¿Hay algo más que te gustaría compartir? _____
 24. ¿Le gustaría seguir participando en los esfuerzos de planificación del tránsito? Sí, correo electrónico: _____ No

Comuníquese con Justine Marmesh en justine@lscstrans.com o al (530) 583-4053 para obtener información.

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Appendix B
Boarding and Alighting Forms

ROUTE 1: Airport (1/2)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Downtown Transfer Facility		
Ute Ave west of 3rd Street		
Main Street west of 3rd Street (Hampton Inn)		
Main Street east of 3rd Street		
Main Street east of 4th Street		
Main Street east of 5th Street		
Main Street east of 6th Street		
Main Street east of 8th Street (Ratekin Towers)		
Main Street East of 11th Street		
12th Street north of Main Street		
12th Street south of Grand Avenue		
12th Street north of Ouray Avenue		
12th Street & North Avenue (Lincoln Park Barn)		
Colorado Mesa University		
12th Street south of Orchard Avenue		
12th Street north of Walnut Avenue		
12th Street north of Wellington Avenue		
12th Street north of Hermosa Avenue		
12th Street at Fairmont Medical Plaza		
12th Street at Atrium		
Horizon Drive east of 12th Street (Safeway)		
Horizon Drive north of G Road		
Horizon Drive at Denny's Restaurant		
Horizon Drive at Taco Bell		
Horizon Drive at Wendy's		
Horizon Drive (America's Best Value Inn)		
Horizon Drive at Motel 6		
Grand Junction Regional Airport		
FLIP OVER		

ROUTE 1: Airport (2/2)			
Surveyor Name _____	Passengers		
Date _____	On	Off	
Social Security Office			
Horizon Drive across from Motel 6			
Horizon Drive - Grand Vista Hotel			
Horizon Drive at Clarion Inn			
Horizon Drive at Freddy's			
Horizon Drive at Applebee's			
Horizon Drive east of G Road			
Horizon Drive at Safeway			
12th Street at Northwood Apartments			
12th Street and Lakeside Drive			
12th Street at Mesa Manor Care Center			
12th Street north of Bookcliff Avenue			
12th Street south of Walnut Avenue			
Colorado Mesa University			
Lincoln Park			
12th Street north of Grand Avenue			
4 Main Street west of 11th Street			
Main Street east of 8th Street (Ratekin Towers)			
Main Street west of 7th Street			
Main Street west of 6th Street			
Main Street west of 5th Street			
Main Street west of 4th Street			
Main Street east of 1st Street			
1st Street and Pitkin Avenue (Catholic Outreach)			
Pitkin Ave east of 3rd Street			
Downtown Transfer Facility			
<i>Passengers staying on at end of run</i>			
TOTAL			

ROUTE 2: Patterson (1/2)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Clifton Transfer Station		
32 Road south of Patterson Road (Library)		
Patterson Road west of 32 Road		
Patterson Road west of Entrada Street		
Patterson Road east of Orchard Run Drive		
Patterson Road east of Peace Drive		
Patterson Road west of 31 Road		
Patterson Road west of Lodgepole Street		
Patterson Road west of Mesa Valley Drive		
Patterson Road west of Round Table Drive		
Patterson Road west of 30 Road (Rite-Aid)		
Patterson Road east of Broken Spoke Road		
Patterson Road east of 29 ½ Road		
Patterson Road west of 29 ½ Road (Maverick)		
Patterson Road west of Cris Mar Drive		
Patterson Road west of 29 Road (Safeway)		
Patterson Road east of 28 ¾ Road		
Patterson Road west of 28 ¼ Road		
Patterson Road east of 28 Road		
Patterson Road west of Beechwood Street		
Hermosa Avenue west (The Commons)		
15th Street south of Hermosa Avenue (Larchwood)		
Patterson Road west of 12th Street (Life Center)		
Patterson Road west of 26 ¾ Road (by the ATM)		
St. Mary's Hospital		
Patterson Road west of 1st Street		
Patterson Road east of 25 ½ Road		
Patterson Road east of Foresight Circle		
2478 Patterson Road		
West Transfer Facility		
FLIP OVER		

ROUTE 2: Patterson (2/2)	Passengers	
Surveyor Name _____		
Date _____		
Patterson Road east of Commerce Street		
Patterson Road east of 25 Road		
Patterson Road east of Northgate Drive		
Patterson Road east of 25 ½ Road		
Patterson Road west of 1st Street		
Patterson Road (west of St. Mary's Entrance)		
Patterson Road and 9th Street (St. Mary's Pavilion)		
Patterson Road west of 12th Street		
Patterson Road east of 12th Street (City Market)		
Patterson Road east of 15th Street		
Patterson Road east of 27 ½ Road		
Patterson Road west of 28 ¼ Road (Mantey Heights)		
Patterson Road east of Grand Cascade Way		
Patterson Road east of West Indian Creek Drive		
Patterson Road east of 29 Road (Safeway)		
Patterson Road east of 29 ½ Road		
Patterson Road east of Placer Street		
Patterson Road east of 30 Road		
Patterson Road west of McMullin Drive		
Patterson Road west of Shoshone Street		
Patterson Road at Cross Orchards Historic Farm		
Patterson Road and east of 31 Road		
Patterson Road at Long Family Memorial Park		
Patterson Road west of 31 ½ Road		
Patterson Road west of Ford Street		
Patterson Road east of Conestoga Circle		
32 Road south of Patterson Road (Clifton Library)		
Clifton Transfer Station		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 3: Orchard Ave (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____	Passengers	
Date _____	On	Off
Downtown Transfer Facility		
7th Street south of Colorado Avenue (Enstrom's)		
7th Street north of White Avenue		
7th Street north of Gunnison Avenue		
7th Street north of Teller Avenue		
Colorado Mesa University		
Orchard Avenue east of 12th Street (True Value)		
Orchard Avenue east of 17th Street		
Orchard Avenue east of 23rd Street		
Orchard Avenue (Columbine Park)		
Orchard Avenue east of 28 ½ Road		
Orchard Avenue west of 28 ¾ Road		
Orchard Avenue east of 29 Road		
Bookcliff Middle School		
Orchard Avenue east of 29 ½ Road		
Orchard Avenue west of Hall Avenue		
Orchard Avenue east of 30 Road		
E ½ Road west of Grand Valley Drive		
E ½ Road east of East Valley Drive		
E ½ Road east of Hoover Court		
E ½ Road west of Warrior Way (Walmart)		
Clifton Transfer Station		
E ½ Road west of 32 Road (Coronado Plaza)		
Long Family Memorial Park and Walmart		
E ½ Road west of 31 Road		
E ½ Road east of Sun Valley Drive		
E ½ Road west of Grand Valley Drive		
E ½ Road and Peachwood Drive		
Orchard Avenue west of 30 Road		
Orchard Avenue east of 29 ½ Road		
Bookcliff Middle School		
Orchard Avenue east of 29 Road		
Orchard Avenue west of 28 ¾ Road		
Orchard Avenue west of 28 ½ Road		
Orchard Avenue east of 28 ¼ Road		
Orchard Avenue east of Court Road		
Orchard Avenue west of 23rd Street		
Walnut Park Apartments		
Orchard Avenue east of 12th Street		
Orchard Avenue west of 9th Street		
7th Street at Elm Avenue		
7th Street north of Teller Avenue		
7th Street north of Gunnison Avenue		
7th Street north of White Avenue		
Downtown Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 4: Palisade (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Clifton Transfer Station		
Peachtree Shopping Center		
Front Street east of 3rd Street		
Front Street west of 33 Road		
34 Road south of Highway 6		
34 ½ Road north of F Road (Blossom Care Center)		
Highway 6 at Mount Garfield Middle School		
Highway 6 west of 35 ½ Road		
Highway 6 west of 36 Road (Church)		
Highway 6 at Palisade High School		
Elberta Avenue south of Frontage Road		
Rodeo Road west of Logan Street (Riverbend Park)		
Iowa Avenue north of Pendleton Street		
Upper Iowa Avenue		
Iowa Avenue south of Frontage Road		
7th Street west of Peach Avenue (Fire Station)		
Kluge Avenue at 7th Street		
3rd Street east of Main Street		
Bower Avenue north of 2nd Street		
1st Street east of Main Street		
1st Street east of Majestic Court (by the brick wall)		
Elberta Street north of Crawford Lane		
Elberta Street north of Highway 6 (Dollar General):		
Highway 6 at Palisade High School		
Highway 6 at Mount Garfield Middle School		
35 Road south of Highway 6		
F Road west of 35 Road		
34 ½ Road north of F Road (Blossom Care Center)		
34 Road south of Highway 6		
Highway 6 west of 33 Road (No Sign)		
Highway 6 east of Lois Street		
Clifton Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 5: Midtown (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Downtown Transfer Facility		
1st Street north of Rood Avenue (City Market)		
North Avenue east of 2nd Street		
North Avenue east of 5th Street		
North Avenue east of 8th Street		
Colorado Mesa University		
North Avenue east of 12th Street (Stocker Stadium)		
Veterans Hospital		
North Avenue east of 23rd Street (Teller Arms)		
North Avenue east of 28 Road		
North Avenue east of 28 ¼ Road (Solaris Square)		
North Avenue east of 28 ½ Road (Homeward Bound)		
North Avenue east of 28 ¾ Road (Walmart)		
North Avenue east of 29 Road		
North Avenue west of 29 ½ Road (Career Center):		
Community Services Campus		
29 ½ Road south of Mesa Avenue		
29 ½ Road north of Cedar Place		
Patterson Road west of 29 ½ Road (Maverick)		
29 Road south of Patterson Road (Safeway)		
29 Road at Graff Dairy		
29 Road north of Orchard Avenue		
29 Road south of Texas Avenue		
North Avenue west of 29 Road (Big O Tires)		
Texas Road House		
East Gate Shopping Center		
North Avenue west of 28 Road		
Veterans Hospital		
North Avenue west of 14th Street		
Colorado Mesa University		
North Avenue west of 7th Street		
North Avenue west of 5th Street		
North Avenue west of 3rd Street		
1st Street north of Rood Avenue (Burger King)		
1st Street and Pitkin Avenue (Catholic Outreach)		
Downtown Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 6: Orchard Mesa (1/1)		Start Time of Run _____ AM PM	
Surveyor Name _____		Passengers	
Date _____		On	Off
Downtown Transfer Facility			
UnawEEP Avenue west of Aspen Street			
UnawEEP Avenue west of Linden Avenue			
UnawEEP Avenue east of 27 ¼ Road			
27 ½ Road south of UnawEEP Avenue			
27 ½ Road north of B ½ Road			
B ½ Road west of 27 ¾ Road (City Market)			
B ½ Road west of 28 Road			
B ½ Road east of Arlington Drive			
28 ½ Road north of B 4/10 Road			
28 ½ Road north of B Road			
Orchard Mesa Market			
29 Road north of Shelley Drive			
29 Road south of Chipeta Golf Course Entrance			
29 Road north of B ½ Road			
29 Road across from Florida Street			
29 Road north of D Road (Maverick)			
29 Road south of North Avenue			
North Avenue east of 29 Road			
North Avenue west of 29 ½ Road (Career Center)			
Community Service Campus			
29 ½ Road south of Mesa Avenue			
Orchard Avenue west of 29 ¼ Road			
29 Road south of Texas Avenue			
29 Road south of North Avenue			
29 Road north of D Road (Maverick)			
29 Road north of Florida Street			
29 Road south of UnawEEP Avenue			
B ½ Road west of 29 Road			
B ½ Road east of Arlington Drive			
B ½ Road west of 28 Road			
27 ¾ Road south of B ½ Road (City Market)			
27 ½ Road north of B ½ Road			
27 ½ Road north of Sunshine Lane			
27 ½ Road south of UnawEEP Avenue			
Orchard Mesa Middle School			
UnawEEP Avenue west of Cedar Street			
27 Road north of Milo Drive			
Linden Avenue north of B ¾ Road (Linden Point)			
UnawEEP Avenue west of Roubideau Street			
UnawEEP Avenue west of Aspen Street			
Highway 50 north of Santa Clara Avenue			
Downtown Transfer Facility			
<i>Passengers staying on at end of run</i>			
TOTAL			

ROUTE 7: College Connector (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Downtown Transfer Facility		
5th Street north of Main Street		
Mesa County Library		
5th Street north of Teller Avenue		
North Avenue east of 5th Street		
Science Center, Grand Junction High School		
Bookcliff Avenue east of 7th Street (Highlands)		
Wellington Avenue west of Little Bookcliff Drive		
750 Wellington Avenue (Surgical Center / Dialysis)		
1st Street south of West Park Drive		
West Middle School		
Independent Avenue west of 1st Street		
Independent Avenue east of Poplar Drive		
25 ½ Road north of Independent Avenue (Sam's Club)		
25 ½ Road north of Pinyon (Food Bank)		
Pomona Elementary		
25 ½ Road south of Dewey Place		
Xcel Energy		
Western Colorado Community College Outbound		
F ¼ Road west of 25 Road		
F ¼ Road at Goodwill		
West Transfer Facility		
F ¼ Road east of Balanced Rock Way		
F ¼ Road west of 25 Road		
Western Colorado Community College Inbound		
Excel Energy		
25 ½ Road north of Patterson Road		
Patterson Road east of 25 ½ Road		
Patterson Road west of 1st Street		
Patterson Road 7th Street (west of St. Mary's Entrance)		
St. Marys Hospital (West Side)		
750 Wellington Avenue (Surgical Center Eastbound)		
Wellington Avenue east of 8th Street		
Bookcliff Avenue west of Little Bookcliff		
Grand Junction High School / Science Center		
North Avenue west of 7th Street		
4th Street south of Gunnison Avenue		
4th Street north of Grand Avenue (Chamber of Commerce)		
4th Street south of Main Street (Wells Fargo Bank)		
Downtown Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 8: Fruita (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
West Transfer Facility		
Patterson Road at Home Depot		
Market Street north of Patterson Road		
F 1/2 Road west of Market Street		
G Road west of 24 Road		
G Road west of 24 Road (Community Hospital)		
G Road east of 23 Road (Outbound)		
G Road west of Arrowest Road		
Highway 6 and 50 south of I 70 (Red Roof Inn)		
Highway 6 and 50 west of Valley Court		
Highway 6 and 50 west of 21 Road (Church)		
Highway 6 and 50 east of 20 Road		
Fruita High School		
Pine Street north of Kiefer Avenue (Dollar General)		
Pine Street north of Carolina Avenue		
Pine Street north of Aspen Avenue		
Pine Street south of Ottley Avenue		
Ottley Avenue east of Sycamore Street		
Ottley Avenue east of Maple Street		
Coulson Street at Independence Village		
Aspen Avenue east of Coulson Avenue		
Dinosaur Museum		
Kokopelli Boulevard east of Highway 340		
Kokopelli Boulevard north of Jurassic Avenue		
Plum Street south of Aspen Avenue (City Market)		
Chamber Of Commerce		
Aspen Street east of Sycamore Street		
Pine Street north of Carolina Avenue		
Pine Street north of Kiefer Avenue		
Pine Street north of Highway 6 And 50 (Car Wash)		
Highway 6 and 50 at 22 Road (Pilot Travel Center)		
G Road west of Arrowest Road		
G Road east of 23 Road (Inbound)		
G Road east of 23 ½ Road (Community Hospital)		
G Road east of 23 3/4 Road		
F ½ Road east of 24 Road		
Market Street at City Market		
West Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 9: North Avenue (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____	Passengers	
Date _____	On	Off
Downtown Transfer Facility		
1st Street north of Rood Avenue (City Market)		
Grand Avenue and east of 2nd Street		
Grand Avenue west of 5th Street (Library)		
Grand Avenue east of 7th Street		
Grand Avenue west of 10th Street (Strive)		
Grand Avenue east of 13th Street		
Grand Avenue east of 15th Street		
Grand Avenue east of 17th Street		
Grand Avenue east of 22nd Street (R 5 High School)		
24th Street north of Ouray Avenue		
24th Street south of Teller Avenue		
Veterans Hospital		
North Avenue east of 23rd Street (Teller Arms)		
North Avenue east of 28 Road		
North Avenue east of 28 ¼ Road (Solaris Square)		
North Avenue east of 28 ½ Road (Homeward Bound)		
North Avenue east of 28 ¾ Rd (Walmart)		
North Avenue east of 29 Road		
North Avenue west of 29 ½ Road (Career Center)		
North Avenue and Harmony Drive (True Value)		
Clifton Transfer Station		
Community Services Campus		
North Avenue east of 29 ¼ Road		
North Avenue west of 29 Road (Big O Tires)		
North Avenue west of 28 ¾ Road (Texas Road House)		
East Gate Shopping Center		
North Avenue west of 28 Road (Party Land)		
Veterans Hospital		
24th Street south of Teller Avenue		
24th Street south of Ouray Avenue		
Grand Avenue west of 22nd Street (R 5 High School)		
Grand Avenue west of 15th Street		
Grand Avenue west of 13th Street		
Grand Avenue west of 10th Street (Strive)		
Grand Avenue west of 8th Street		
Grand Avenue east of 5th Street (Library)		
Grand Avenue east of 3rd Street		
1st Street north of Rood Avenue (Burger King)		
1st Street and Pitkin Avenue (Catholic Outreach)		
Downtown Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

ROUTE 10: Clifton (1/2)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Clifton Transfer Facility		
32 Road and Kennedy Avenue		
E Road east of Green Acres Street		
32 ½ Road north of E Road		
32 ½ Road south of Lucile Avenue		
32 ½ Road south of E ½ Road		
E ½ Road west of 32 ⅝ Road		
E ½ Road east of Honeycomb Lane		
33 Road north of San Felipe Avenue		
33 Road north of E Road		
D ½ Road west of 33 Road		
Rocky Mountain Elementary		
D ½ Road west of Carson Lake Drive		
32 Road south of D ½ Road		
D Road west of Roberts Road		
D Road west of 31 ½ Road		
D Road Crystal Drive		
D Road east of Alamo Street		
D Road west of Wedgewood Avenue		
D Road west of 30 Road		
D Road and Broken Arrow Drive		
D Road east of 29 Road (Maverick)		
FLIP OVER		

ROUTE 10: Clifton (2/2)			
Surveyor Name _____		Passengers	
Date _____		On	Off
29 Road south of North Avenue			
North Avenue west of 29 ½ Road (Career Center)			
Community Services Campus			
29 ½ Road south of Mesa Avenue			
Orchard Avenue east of 29 ½ Road			
Orchard Avenue west of Hall Avenue			
30 Road north of Texas Avenue			
30 Road north of Gunnison Avenue			
Pear Park Elementary			
D ½ Road 30 ½ Road			
D ½ Road 30 ¾ Road			
D ½ Road west of 31 Road			
D ½ Road and Clear Creek Drive			
Chatfield Elementary			
Rocky Mountain Elementary			
2 ½ Road and south of D ¼ Road			
D Road west of Riverwood Drive			
32 Road north of Candlewood (C & F Food Store)			
32 Road north Of D ½ Road			
32 Road and D ¾ Road			
32 Road north of E Road (Corner Store)			
32 Road and Elm Avenue			
Clifton Transfer Facility			
<i>Passengers staying on at end of run</i>			
TOTAL			

ROUTE 11: Shopping Malls (1/1)	Start Time of Run _____ AM PM	
Surveyor Name _____ Date _____	Passengers	
	On	Off
Downtown Transfer Facility		
Rood Avenue west of 1st Street		
Rice Street north of White Avenue (Mesa County Sheriff)		
Power Road at Safeway Grocery Store		
Highway 340 west of West Avenue (Riverside)		
Mulberry Street north of West Ouray Avenue		
Maldonado Street north of Gunnison Avenue		
Base Rock Street and Rimrock Avenue (Walmart)		
Bogart Lane and West Independent Avenue (Chick Fil A)		
West Independent Avenue east of 24 ¾ Road		
24 ¾ Road north of Highway 6 and 50 (Grand Mesa Center)		
24 ½ Road at Picture Show		
West Transfer Facility		
Mesa Mall at Cabelas and JcPenny's		
Frontage Road west of 24 ¾ Road		
West Independent Avenue east of 24 ¾ Road		
Sonic Drive In		
Rim Rock Shopping Plaza (Lowe's)		
Base Rock Road south of Rimrock Avenue (Walmart)		
Maldonado Street north of Gunnison Avenue		
Mulberry Street and West Ouray Avenue		
Spruce Street north of Rood Avenue (Justice Center)		
1st Street and Pitkin Avenue (Catholic Outreach)		
Downtown Transfer Facility		
<i>Passengers staying on at end of run</i>		
TOTAL		

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Online Community Survey Instrument

Grand Valley Transit (GVT) is conducting a survey of Mesa County residents. Please answer the following questions so that we can learn about your familiarity with available public transit services and how public transit can better serve your needs. We appreciate your input on the future of transit in Mesa County. Thanks!

1. What three words would you use to describe the current GVT service? _____
2. What three words would you use to describe what you would ideally like GVT to be? _____
3. GVT provides an important community service in the wider Grand Junction metropolitan area:
 Strongly agree Somewhat agree No opinion Somewhat disagree Strongly disagree
4. Which statement most closely describes you? I use GVT regularly I use GVT occasionally. I don't use GVT, but someone in my household does. No one in my household uses GVT, but I have friends or family members do. No one in my household uses GVT and I do not have friends or family members that do.

GVT Users: Thank you for riding GVT! Can you tell us a little bit more about your experience with us?

5. How do you prefer to get information about GVT? (Check all that apply) Email/e-newsletter Website Posters flyers
 Mailers TV Radio Social Media (Facebook/Instagram)

So you don't currently use GVT? Please tell us more...

6. What are the major reasons you don't ride GVT? (Check all that apply)
 I don't know about the public transit services I don't know how to use the public transit services I don't feel safe
 I have my own transportation I cannot easily get to a bus stop (no sidewalks, too far, etc.)
 It doesn't go where I need to go It takes too much time I have to transfer It doesn't run frequently enough
 It doesn't operate in the hours I need It costs too much money It's not on-demand like Uber or Lyft
 I have ridden GVT recently Other _____

7. Did the COVID pandemic change your need for Grand Valley Transit services? Yes No
 If yes, please explain why: _____

8. On a scale of 1 (definitely would not) to 5 (definitely would), how likely is it that you would use GVT more often given the following improvements?

	1 (definitely would not)	2	3 (neutral)	4	5 (definitely would)
Later weekday service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earlier weekday service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Later Saturday service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earlier Saturday service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More frequent service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stops closer to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved bus stops (shelters/benches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service to additional destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic payments onboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Which community do you live in? Grand Junction Fruita Palisade De Beque Collbran Clifton
 Fruitvale Loma Orchard Mesa Redlands Other _____

10. Which communities/neighborhoods would you go to using transit if transit service was expanded or improved? (Check all that apply) Grand Junction Fruita Palisade De Beque Collbran Clifton Fruitvale Loma Orchard Mesa Redlands
 Other _____

11. What is your age? 0-18 yrs 19-25 yrs 26-34 yrs 35-54 yrs 55-64 yrs 65+ yrs
12. What is your occupation? Homemaker Laborer Managerial/Professional Technical/Administrative
 Service Worker College Student High School Student Elementary/Middle School Student Sales
 Unemployed Retired Production/Craft/Repair/Machine Operator Disabled Other _____
13. If you are a student, where do you attend school/class? _____
14. Do you, or does someone in your family use the D51 free student bus pass program? Yes No
15. Are you a licensed driver? Yes No
16. What is your total household income? Less than \$7,500/year \$7,500-\$14,999/year \$15,000 - \$34,999/year
 \$35,000 - \$49,999/year \$50,000 - \$74,999/year \$75,000 or more/year
17. Are there any other improvements you would like to suggest or comments you'd like to share regarding GVT?
Route ideas? Stop ideas? Other ideas? We would love to hear any ideas you might have no matter how big or small! _____

18. Would you like to join our email list and be entered to win an annual bus pass?
 Yes, Email: _____ No

Please contact Claire at claire@lsctrans.com or (530) 583-4053 for information.

Grand Valley Transit (GVT) está llevando a cabo una encuesta de los residentes del condado de Mesa. Responda las siguientes preguntas para que podamos conocer su familiaridad con los servicios de transporte público disponibles y cómo el transporte público puede satisfacer mejor sus necesidades. Agradecemos su opinión sobre el futuro del tránsito en el condado de Mesa. ¡Gracias!

1. ¿Qué tres palabras usarías para describir el servicio GVT actual? _____
2. ¿Qué tres palabras usarías para describir lo que idealmente te gustaría que fuera GVT?

3. GVT proporciona un servicio comunitario importante en el área metropolitana más amplia de Grand Junction:
 Totalmente de acuerdo Algo de acuerdo No tengo opinión Algo en desacuerdo Totalmente en desacuerdo
4. ¿Qué declaración te describe más de cerca? Uso GVT regularmente Uso GVT ocasionalmente Yo no uso GVT, pero alguien en mi hogar sí. Nadie en mi hogar usa GVT, pero tengo amigos o familiares que sí. Nadie en mi hogar usa GVT y no tengo amigos o familiares que lo hagan.

GVT Usuarios: ¡Gracias por usar GVT! ¿Puedes contarnos un poco más sobre tu experiencia con nosotros?

5. ¿Cómo prefiere obtener información sobre GVT? (Marque todo lo que aplique) Correo electrónico/boletín electrónico Sitio web Carteles folletos Correos TV Radio Redes sociales (Facebook/Instagram)

¿Entonces actualmente no usas el servicio GVT? Por favor, cuéntanos más...

6. ¿Cuáles son las razones principales por las que no viajas en GVT? (Marque todo lo que apliquen)
 No sé sobre los servicios de transporte público No sé cómo usar los servicios de transporte público No me siento seguro Tengo mi propio transporte No puedo llegar fácilmente a una parada de autobús (sin aceras, demasiado lejos, etc.) No va a donde necesito ir Toma demasiado tiempo tengo que transferir No se ejecuta con la frecuencia suficiente No funciona en las horas que necesito Cuesta demasiado dinero No es bajo demanda como Uber o Lyft He montado GVT recientemente Otro ____

7. ¿La pandemia de COVID cambió su necesidad de servicios de Transito de Grand Valley? Sí No
En caso de que si, explique por qué: _____

8. En una escala de 1 (definitivamente no) a 4 (definitivamente lo haría), ¿qué tan probable es que use GVT con más frecuencia dadas las siguientes mejoras?

	1 (definitivamente no)	2	3 (neutral)	4	5 (definitivamente lo haría)
Servicio tarde entre semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio temprano entre semana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más tarde el sábado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más temprano el sábado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio de domingo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio más frecuente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejor información	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paradas de autobús más cerca de casa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejora de las paradas de autobús (banacas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio a destinos adicionales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pagos electrónicos a bordo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. ¿En qué comunidad vives? Grand Junction Fruita Palisade De Beque Collbran Clifton Fruitvale Loma Orchard Mesa Redlands Otros ____

10. ¿A qué comunidades / vecindarios iría usando el transporte público si el servicio de tránsito se ampliara o mejorara? (Marque todo lo que corresponda) Grand Junction Fruita Palisade De Beque Collbran Clifton Fruitvale Loma Orchard Mesa Redlands Otro _____

11. ¿Cuántos años tienes? 0-18 años 19-25 años 26-34 años 35-54 años 55-64 años 65 + años
12. ¿Cuál es tu ocupación? Ama de casa Obrero Gerencial/Profesional Técnico/Administrativo
 Trabajador de servicios Estudiante universitario Estudiante de secundaria Estudiante de primaria/secundaria Ventas
 Desempleado Jubilado Producción/Artesanía/Reparación/Operador de máquina Deshabilitado Otro ____
13. Si eres estudiante, ¿dónde asistes a la escuela / clase? _____
14. ¿Usted, o alguien de su familia, usa el programa de pase de autobús estudiantil gratuito D51? Sí No
15. ¿Es usted un conductor con licencia? Sí No
16. ¿Cuál es el ingreso total de su hogar? Menos de \$7,500/año \$7,500-\$14,999/año \$15,000 - \$34,999/año
 \$35,000 - \$49,999/año \$50,000 - \$74,999/año \$75,000 o más/año
17. ¿Hay alguna otra mejora que le gustaría sugerir o comentarios que le gustaría compartir con respecto a GVT?
¿Ideas de rutas? ¿Detener ideas? ¿Otras ideas? ¡Nos encantaría escuchar cualquier idea que pueda tener sin importar cuán grande o pequeña sea!
- _____
- _____
18. ¿Te gustaría unirse a nuestra lista de correo electrónico y participar para ganar un pase anual de autobús?
 Sí, correo electrónico: _____ No

Comuníquese con Claire al claire@lsctrans.com o al (530) 583-4053 para obtener información.

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Appendix D

Flyers and Advertisements

Help us Make Grand Valley Transit the Best it Can Be!



Use your Smartphone to scan the QR code or visit www.surveymonkey.com/GVT2023survey

Grand Valley Transit is currently conducting passenger surveys. This survey will help us better understand how you currently use public transit and how we can make GVT a better experience for you.

Please help us by completing the passenger survey form on the bus or use the QR code to complete the survey online. Survey representatives will be on buses if you have any questions or need assistance with the form.

Don't miss your opportunity to give us input!



Please contact Claire Hutchinson at (860) 534-0008 or claire@lsctrans.com with any questions or comments.



¡Ayúdanos a hacer el Grand Valley Transit lo mejor que puede ser!



Use su teléfono para escanear el código QR o visita www.surveymonkey.com/GVT2023encuesta

Grand Valley Transit (GVT) está realizando encuestas a los pasajeros. Esta encuesta lo ayudará a comprender mejor cómo utiliza actualmente el transporte público y cómo podemos hacer de GVT una mejor experiencia para usted.

Por favor completando el formulario de encuesta de pasajeros en el autobús o use el código QR para completar la encuesta en línea. Los representantes de la encuesta estarán en algunos autobuses si tiene una pregunta o necesita ayuda.

¡No pierda la oportunidad de darnos su opinión!



Por favor contacte Claire Hutchinson a (860) 534-0008 o claire@lsctrans.com con cualquier pregunta o comentario



We want to hear from you!

Mesa County residents, we want to know what you think about GVT!



Use your Smartphone to
Scan the QR code or visit

[https://www.surveymonkey.com/r/
GVTcommunitysurvey](https://www.surveymonkey.com/r/GVTcommunitysurvey)



If you don't use transit, we'd like to know why not and if there are changes we can make GVT work for you. If you use public transit, we want to know how we can make it a better experience. Your opinion is important to us!

Scan the QR code or click on the link to take the survey now.

Don't miss your opportunity to give us input!
The online survey will close June 30th



Please contact Claire Hutchinson
at 530-583-4053 or
claire@lsctrans.com
with any questions or comments.



Nosotras
queremos
saber de tí!

Residentes del condado de Mesa, queremos saber lo que piensan sobre GVT!



Use su teléfono para escanear
el código QR o visite
[www.surveymonkey.com/r/
GVTencuestacomunitaria](http://www.surveymonkey.com/r/GVTencuestacomunitaria)



Grand Valley Transit (GVT) quiere saber de usted. Si no utiliza el transporte público, nos gustaría saber por qué no y si hay cambios que podemos hacer para que GVT funcione para usted. Si usted usa el transporte público, queremos saber cómo podemos hacer que sea una mejor experiencia. ¡Su opinión es importante para nosotros! Escanee el código QR o haga clic en el enlace para realizar la encuesta ahora.

¡No pierdas la oportunidad de darnos tu opinión!
La encuesta en línea está abierta ahora y cierra el 30 de junio.



Comuníquese con Claire Hutchinson al
860-534-0008
o claire@lsctrans.com
cualquier pregunta o comentario.



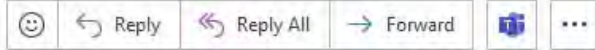
GVT Online Community Survey Banner Advertisement - Western Slope Now

CMU Hosts Huge Basketball Camp



KREX <info@nxsemail.westernslopenow.com>

To: KREX Digital





Thu 6/29/2023 7:02 AM

If there are problems with how this message is displayed, click here to view it in a web browser.


Catch up on today's top story.


If you have trouble reading this email, [view it in a browser](#).

June 29, 2023




**Mesa County Residents,
What is your
Experience with GVT?**




Recommended by 

KREX TOP LOCAL STORIES



CMU Hosts Huge Basketball Camp

GRAND JUNCTION, Colo. (KREX) — 139 teams from high schools all across the Mountain ...



10 things we know about the Spring Creek Fire in Garfield County

GARFIELD COUNTY, Colo. (KREX) — Nearly 3 thousand acres of forest land are burning ...



GVT Online Community Survey Square Advertisement - Western Slope Now

CMU Hosts Huge Basketball Camp



KREX <info@nxsemail.westernslopenow.com>

To: KREX Digital



Reply

Reply All

Forward



Thu 6/29/2023 7:02 AM

If there are problems with how this message is displayed, click here to view it in a web browser.



Spring Creek Fire at 20% containment

The Rocky Mountain Area Complex Incident Management Team (RMA CIMT2) is now leading ...



June 28, 2023 Forecast First

Temperatures are slightly above average for this time of year. Windy and dry conditions ...

MORE LOCAL NEWS



Recommended by 1

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PASSENGER ORIGIN/DESTINATION DATA

INTRODUCTION

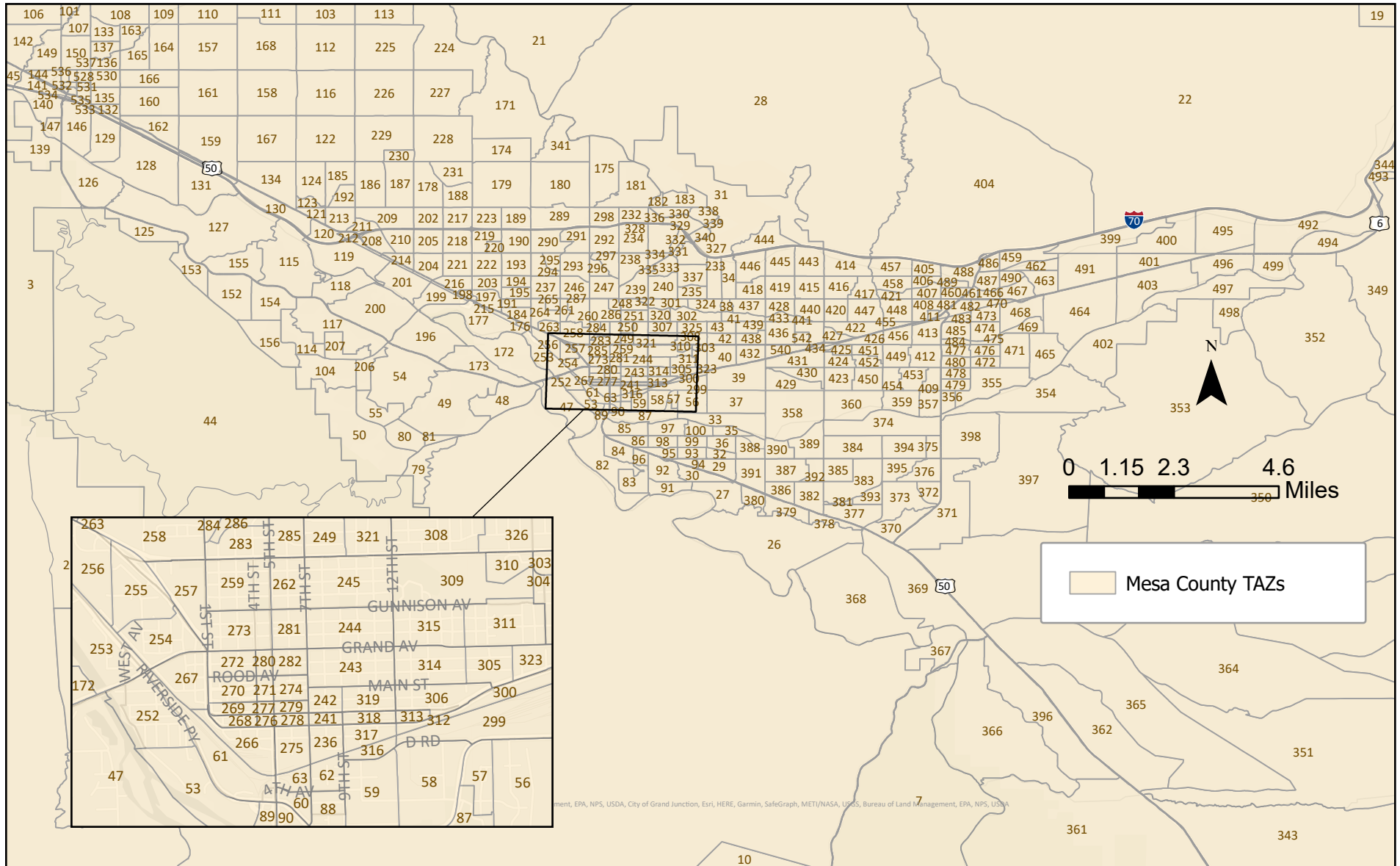
The following maps show the origin and destination of the passengers surveyed during the 2023 GVT onboard survey. The survey respondents wrote down the street names of the intersections nearest to their trip origin and planned destination. LSC Transportation Consultants, Inc. (LSC) then converted all of the street names into latitude and longitude data. The latitude and longitude data were then mapped by Traffic Analysis Zone (TAZ). The origin and destination data presented in this Appendix will be used during the development of the Grand Valley Metropolitan Planning Organization's Traffic Demand Model.

A list of the figures is as follows:

- Figure E-1: TAZ Map
- Figure E-2: Trip Origin
- Figure E-3: Trip Destination



Figure E-1
Mesa County TAZs



Source: EPA, NPS, USDA, City of Grand Junction, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA

Figure E - 2
Trip Origin

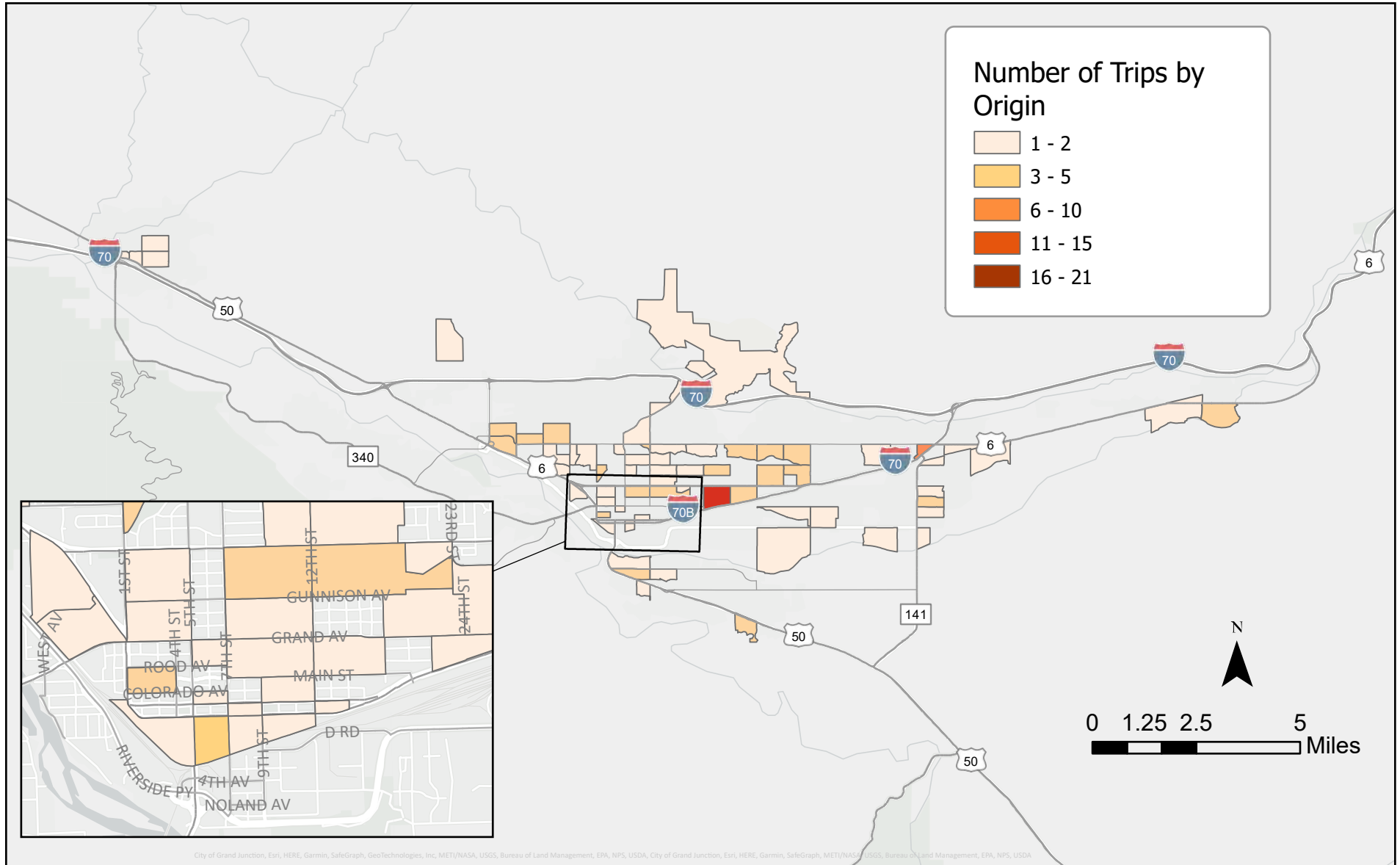
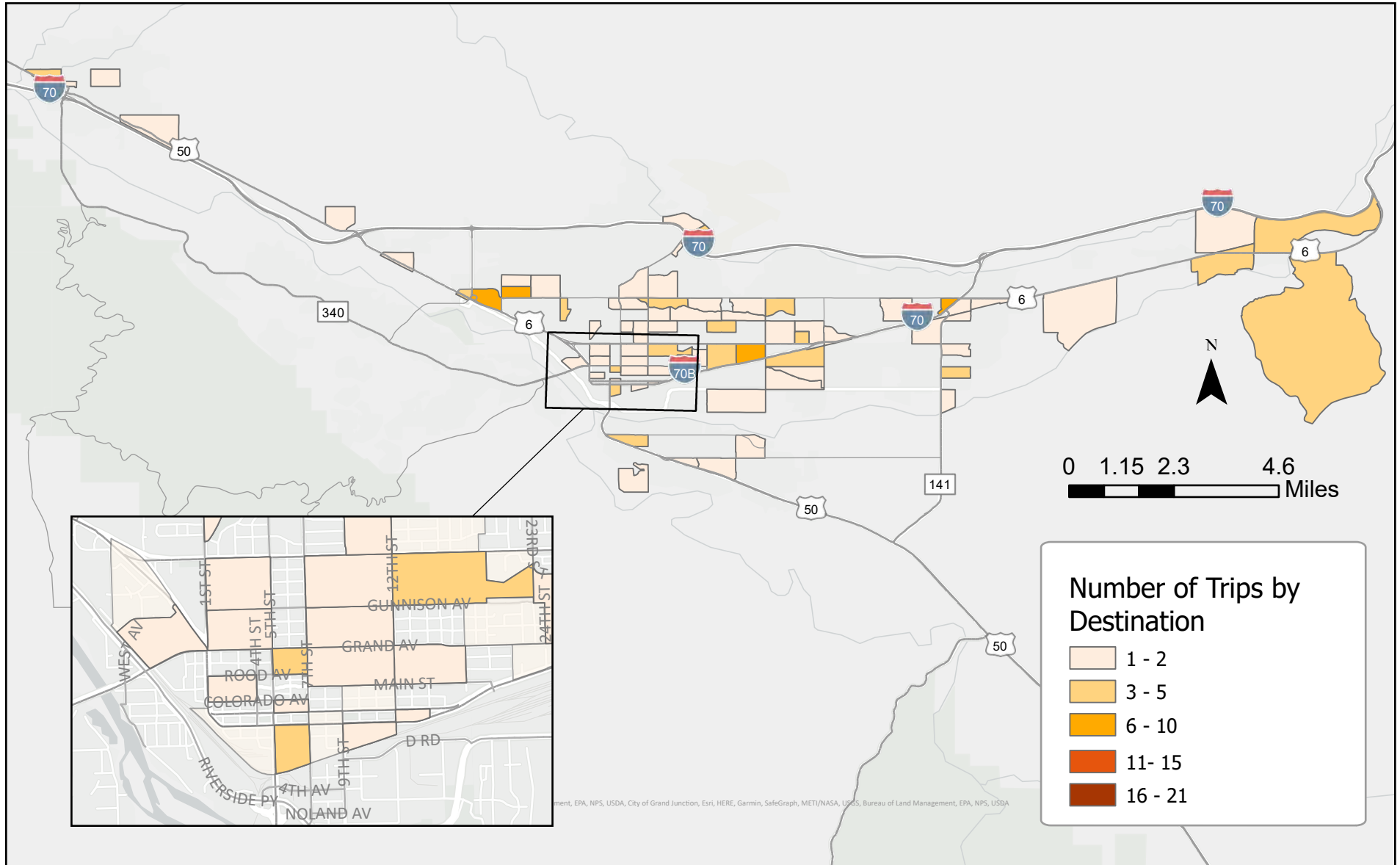


Figure E - 3
Trip Destination



ADDITIONAL SURVEY COMMENTS

Appendix F

ADDITIONAL SURVEY COMMENTS

INTRODUCTION

The final questions on both the onboard survey and the online community survey allowed participants the opportunity to write down any other comments they may have had regarding GVT services. This appendix presents the additional comments by participants of the GVT 2023 Onboard Survey, Counts, and Analysis study and organizes the comments by whether they were a complaint, compliment, or suggestion for a potential service improvement.

A list of the tables is as follows:

- Table F-1: Onboard Survey Complaints
- Table F-2: Onboard Survey Compliments
- Table F-3: Onboard Survey Improvement Suggestions
- Table F-4: Online Community Survey Complaints and Compliments
- Table F-5: Online Community Survey Improvement Suggestions (1)
- Table F-6: Online Community Survey Improvement Suggestions (2)

Table F-1: Onboard Survey Complaints

	Topic	Comments
Complaint	Cleanliness	Plz stop wetting the seats. not ok with that.
	Cleanliness	Bus needs to be washed!
	Comfort	New bus drivers need breaking training.
	Comfort	Buses rattle super loud.
	Comfort	Bus very bumpy.
	Comfort	Ride is bad very bumpy.
	Comfort	The bus is very loud.
	Comfort	Good service, buses are uncomfortable and noisy though
	Drivers	I've pull stop cable, driver kept driving(lady on 5 and 9)has kept driving 3 times this happend. I have also been passed at the bus stop several times.
	Drivers	I have been passed 3 times at stops. Drivers are rude most days.
	Drivers	Karl poor driver friendliness
	Drivers	[Translated] The person driving the route in the morning hates hispanics.
	Safety	The new drivers do not brake safely.
	Safety	The driver of Route 9 from 9:45-10:45 today drove a little bit crazy, kept slamming brakes and passing stops.
	Safety	some bus drivers drive too fast
	Safety	Sometimes the drivers aren't great at rule enforcement to people.
	Multiple	[Abbreviated] Why does GVT Take Advantage of seniors? The make them buy 2 separate bus passes for Paratransit and another for other routes...We need longer hours . Get drivers who don't use Marijuana edibles and stop/pull over to smoke a joint..
	Multiple	Need to stop catering to homeless, where did free transfer go?

Table F-2: Onboard Survey Compliments

	Topic	Comments
Compliment	Drivers	Greg is the best he should get a raise.
	Drivers	Best driver, driver needs a raise.
	Drivers	Greg needs more benjamin \$\$\$
	Drivers	Greg is the best driver.
	Drivers	Route 10 has excellent drivers.
	Drivers	Very impressed with recent drivers.
	Drivers	Bus driver greg and monty are the best
	Drivers	A compliment to the shuttle and bus drivers.
	Drivers	Absolutely amazing drivers.
	Drivers	The driver are very nice.
	Drivers	I appreciate all the drivers.
	General	I've been riding for 2+ years and I love it
	General	Thanks for the great service and friendly staff.
	General	Great service
	General	Like that i can ride when i need too.
	General	thank you - I would be lost week emtit
	General	Thank you.
	General	You guys r great!

Table F-3: Onboard Survey Improvement Suggestions

	Topic	Comments
Suggestion	Additional Services	Airshow service
	Additional Services	Another route between D rd and Hwy 6
	Bus Stop Amenities	Bring back Route 12 for the Redlends.
	Bus Stop Amenities	More shelter - Palisade/7th
	Bus Stop Amenities	Have bus stops illuminated.
	Bus Stop Amenities	[Shortened] Put the bus benches back in.
	Extended Hours	Longer run times during the week.
	Extended Hours	Earlier Saturday hours would be nice
	Extended Hours	later hours
	Extended Hours	Same hours every day
	Extended Hours	Run a little later, till 10 pm all days
	Extended Hours	Run later in evening/ midnight.
	Extended Hours	Keep extended Sat. hrs
	Extended Hours	[Translated] The bus should run later.
	Extended Hours	I would extend every & weekend hours
	Information Resources	Would be helpful if times were on signs.
	Information Resources	New to GVT hard to learn what to do.
	Information Resources	Better route maps
	Misc.	A/C all summer please.
	Misc.	Change the wather bus
	Misc.	Pay the bus drivers more!
	More Stops	I wish things were more accessable.
	More Stops	South bound on Rt #2 to stop at the commons walking is a problem.
	More Stops	Not enough bus stops Palisade
	More Stops	More frequent stops in Palisades.
	Multiple	road conditions affect service, more pull in's on busy streets (patterson)
	Multiple	For "schedules are easy to understand", central run later and on Sunday.
	Multiple	sunday bus and later on Fri/ Sat
	Multiple	Service frequency and hours ops. to increase.
	Multiple	I appreciate you! Streamline route 8, too long.
	Multiple	[Abbreviated] Need bus to run longer and get people to stop stealing phones and wallets..longer time points.
	Multiple	When 25' avg some do not wait! 5 minute lee way grateful, ruff braking
	Multiple	Longer hours weekdays, Sunday service
	Multiple	Need extended hours & sunday
	Multiple	Run on Sundays, more frequent buses, extended hours.
	On-Time Performance	Try to maybe get to school on time.
	On-Time Performance	Try to get me on time to school.
	On-Time Performance	Bus routes need to temporarily change during road construction. It can cause weeks or months of being late.
	Service Area	To go actually places to go.
	Sunday Service	Great folks, run sunday!
	Sunday Service	Sunday service.
	Sunday Service	Sunday service.
	Sunday Service	Sunday service.
	Sunday Service	Sunday service, likes the new maps.
	Sunday Service	Sunday service.
Sunday Service	Sunday service.	
Sunday Service	Sunday service.	
Sunday Service	I wish there was some Sunday service	
Sunday Service	Sunday Rides!	
Timing / Frequency	Would like more frequent buses	
Timing / Frequency	More frequent	
Timing / Frequency	It would be cool if it ran every 30 minutes until 11pm.	
Timing / Frequency	Ned to run more frequently every 30 minutes	

Table F-4: Online Community Survey Complaints and Compliments

	Topic	Comments
Complaint	Cleanliness	[Abbreviated] The trash at the Clifton transfer has been overflowing for over a week...Someone needs to do maintenance.
	Cleanliness	[Abbreviated] During summer it seems [GVT's] purpose is to ride transients around and gives them a place to be out of the sun.
	Cleanliness	[Abbreviated] Some riders have horrible hygiene and smell awful, that is one reason I don't like to ride. I also hate when someone gets on the bus and reeks of pot, I don't want to sit on the bus and smell that for my whole ride. I will keep driving or biking if this can't improve.
	Comfort	[Translated] The buses make a lot of noise with the vibrations from the street. My ears hurt a lot when the bus shakes.
	Drivers	Better drivers. Due to bases running red lights I bought a dash cam to protect myself legally if I get tboned at an intersection.
	Drivers	[Abbreviated] Most of your drivers are great and they are very helpful...but one driver that is very rude and grumpy.
	General	Knock off the taxpayer paid fairs. Stop being a joke to Mesa County.
	Multiple	[Abbreviated] Get rid of the homeless in the shelters...give your drivers a raise !!!! Fix the AC inside the buses
	Multiple	Better cleaning of bus stop sites, especially at 1280 Walmart and Homeward Bound (both on North Avenue). Keeping "street people" from crowding at bus stops in these areas.
	Multiple	[Abbreviated] Clean the bus...Tired of certain groups (specifically homeless) dictating the bus experience.
	Traffic	Quit blocking traffic
Compliment	Fares	Thank you for the student passes, they have been very helpful.
	Multiple	The bus drivers are nice and I appreciate them. I also appreciate being able to bring my bike on the bus.
	General	We love you and thank you for all you do to keep Mesa County mobile. Public transportation and sufficient funding for it are among the most important factors in an inclusive and sustainable community. GVT is excellent given our population size.

Table F-5: Online Community Survey Suggestions (1)

		Topic	Comments
Suggestion	ADA Access		My son has had trouble accessing certain stops because of wheelchair accessibility ie no sidewalks
	Additional Services		Direct travel from community to events such as Pork and Hops, parade of lights or along the river front trail
	Additional Services		[Abbreviated] In Palisade, go down 1st to G4/10 rd to G rd to 33 rd to highway! To Clifton transfer!
	Additional Services		airport shuttle or equivalent route, would help reduce the expense of parking
	Additional Services		A seasonal shuttle to the sights at the monument
	Additional Services		[Abbreviated] A Main Street to Main Street express bus, especially on the weekends, would be great.
	Bus Stop Amenities		Shelter at bus stops. More stops
	Bus Stop Amenities		Stops need shelter.
	Expanded Service Area		[Abbreviated] I would love to have a paratransit be available to me on the Redlands.
	Expanded Service Area		Circular in Fruita with stops in subdivisions such as Village at Country Creek
	Extended Hours		Run later into the night. Not everyone works 9-5. You could add more shifts and drivers, and help everyone.
	Fares		This should be a free or nearly free program.
	Fares		Ability to pay with credit card or buy tickets online/through app would target more users [going] to work/social engagements.
	Fares		[Abbreviated] I previously lived in a [city]...They had special rates for seniors plus discounted off peak times (10-2).
	Information Resources		Hold widely-advertised "introductions" of bus services focused on specific groups to highlight how public transportation works for them. Also regularly offer senior citizens a 'class' on how to utilize the bus system because their circumstances/needs can quickly change.
	Information Resources		[Abbreviated] Use advertising to encourage taking the bus a cool thing. Use advertising to promote specific uses, destinations, especially the airport, Amtrak, Bustang, and Greyhound.
	Information Resources		[Abbreviated] It's been one of my goals to start riding the bus at one point (I'm interested in doing so from an environmental perspective), but I simply am not very aware of GVT bus routes! A general educational campaign would be helpful, I think. Also, as someone involved in the local arts community, I'm always an advocate for more local art in public spaces, including at stops!
	Misc.		More seating facing forward.
	Misc.		Replace fleet with vehicles people want to use.
	Misc.		[Abbreviated] Please hire an advertising company that will put together and stay on top of advertising GVT.
	Misc.		[Abbreviated] wheelchairs need more convenient and quicker ways to be loaded/unloaded on bus.
	Misc.		[Abbreviated] Be transparent about the cost per ride... I just want to know much my tax dollars subsidize each rider.
	Misc.		Strict No Smoking Policy at All Transfer Points
	Misc.		Get the newer busses going. The stairs on the old busses are difficult when driver does not park next to curb.
	More Stops		Closer stops between routes for easier transfers
	More Stops		Increased number of stops, increased proximity to my house in OM and schools in the Redlands.
More Stops		Stop at Mariposa and Monument	
Multiple		[Abbreviated] I'd love to take public transport to weekend events downtown, to the movies/mall. I'd love to know it's safe and easy for my teens to visit and hang out with their friends and get home by 10pm weekdays and midnight on weekends.	
Multiple		Fast and direct trips from Palisade to GJ, Palisade to Fruita. Late night trip options from downtown bar scene to get people home safely. Helping shuttle during large events.	
Multiple		More availability would be wonderful. For workers who have a set schedule it's inconvenient to only have a bus come every hour. A way to pay outside of cash would also be great. It's a small thing, but a different type of seat would be nice. The fabric for the seats makes the bus feel dirty. The later hours don't matter to me, but they do for other people.	
Multiple		I would like to see service expanded to Loma at some point in the future. I also think that the Para Transit service for people with disabilities could be improved and that the buses should schedule appointments to pick people up instead of having electronic tablets with manifest.	

Table F-6: Online Community Survey Suggestions (2)

		Topic	Comments
Suggestion	Multiple		I would just like to see some of the "blanks" filled in. Some areas are not easily accessible in between the available routes. More importantly, I think later bus service would be a huge benefit. I work until 11 PM. I can get to work easily on the bus. I cannot get back home. I have actively explored doing away with my vehicle to save money. The primary reason I haven't moved forward with that idea is I don't have a another consistently reliable method of transportation. I have told people repeatedly that if I lived in a bigger city with more reliable public transportation, I'd do without my vehicle. If Grand Junction's public transportation was more reliable (mainly with later times) for me, I would be able to do that.
	Multiple		Better busses. Please clean the busses. More control to the drivers to curtail the rude and obnoxious riders that disrupt the other riders. Stop the free ride weeks. I get a pass that pays for the bus and don't get reimbursed for that week. It also increases the number of disruptive riders that get on.
	Multiple		Safer pull-outs alongside busy roads. Proper shelter from the environment. Electrical buses. Consistent loop routes
	Multiple		[Abbreviated] The 11 and 7 go in pretty much the same direction and I can reach a lot of the same places if I need to. However, if I miss one bus I am missing both busses. It would be nice if one came from the other side of town that the other was going. I know we do not have the bussing staff to have 2 busses on the same line but honestly, every hour makes being late a whole lot to handle. Also, all buses should be required to stop for 30 seconds at every stop. Our buses go so fast from one end of town to the other that they have literally driven past me. Kids should be allowed to ride free without a sticker because if my kid forgets his badge at then he is stranded and as a parent who does not drive this puts me in a panic.
	Multiple		[Abbreviated] A full loop from Downtown transit to Fruita via Redlands would be a great service... Weekday service ran til 10pm when we moved here in 2011, and was cancelled...the lack of M-F evening service not only makes community events and destinations unaccessible 5 days a week, but makes work commuting impossible for any person.. who needs to take later shifts. The buses are absolutely filthy... Other metros I've lived in had made sure full scrub-downs of ALL surface happened every 24hrs. Not just a light broom and a trash bag swap.
	Multiple		More stops downtown? Keep the vagrants from loitering at the bus stops/on the benches.
	Multiple		Clearer signs at stops, more frequent busses going between Fruita and Grand Junction
	Multiple		I would love to see a stop by Murdock's. Love to see maybe two buses a route so it doesn't take as long.
	Safety		I love the idea of the free student ride but really don't feel safe putting my children on the bus with homeless individuals riding the bus ALL day to escape the cold/heat.
	Timing / Frequency		[Abbreviated] I don't use GVT because it takes a whole hour to get to most places I would need - including in town.
	Timing / Frequency		[Abbreviated] I am begging you to have consistent hours across all days, including Saturdays/Sundays. Bus commuters need to be able to commute to work reliably.
	Timing / Frequency		I would like if the GVT had another buss for people who plan ahead so that they can get to where they are going faster. Or a bus just for students to use to get to and from school.
	Timing / Frequency		[Abbreviated] Let's get an express route from Palisade to the Horizon drive/airport. Fruita should have the same. As someone who worked near the airport for 25 years, it was faster for me to ride my bike. That's insane.
	Timing / Frequency		[Abbreviated] Direct service to the airport would be fantastic...I would ride the bus to work if [I didn't need to] wait.
	Timing / Frequency		Make the route to Palisade an express route - only keep the stops at the middle and high school on the way to town.
	Timing / Frequency		CMU should be a terminus, busses should go directly to campus from Patterson
	Timing / Frequency		[Abbreviated] It would be GREATLY helpful if the bus travels both ways on the route in Fruita.
Timing / Frequency		Use a grid style system layout with frequent buses on major corridors to allow easy transfers	
Timing / Frequency		Better service to/from the airport	

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BOARDING AND ALIGHTING MAPS

Appendix G

BOARDING AND ALIGHTING MAPS

INTRODUCTION

The attached boarding and alighting maps visually present the count data collected by trained surveyors from May 2nd to May 4th, 2023, on the Grand Valley Transit (GVT) fixed routes. The data represents the boarding and alighting activity observed on the routes over the course of one typical weekday of service. The maps make it easy to identify the stops and route segments with higher relative boarding and alighting activity. A map showing the overall boarding and alighting activity across the entire GVT system is also included.

A list of the figures is as follows:

- Figure G-1: Route 1 – Boarding and Alighting Activity
- Figure G-2: Route 2 – Boarding and Alighting Activity
- Figure G-3: Route 3 – Boarding and Alighting Activity
- Figure G-4: Route 4 – Boarding and Alighting Activity
- Figure G-5: Route 5 – Boarding and Alighting Activity
- Figure G-6: Route 6 – Boarding and Alighting Activity
- Figure G-7: Route 7 – Boarding and Alighting Activity
- Figure G-8: Route 8 – Boarding and Alighting Activity
- Figure G-9: Route 9 – Boarding and Alighting Activity
- Figure G-10: Route 10 – Boarding and Alighting Activity
- Figure G-11: Route 11 – Boarding and Alighting Activity
- Figure G-12: GVT Systemwide Boarding and Alighting Activity



**Figure G-1:
Route 1 - Boarding and Alighting Activity**

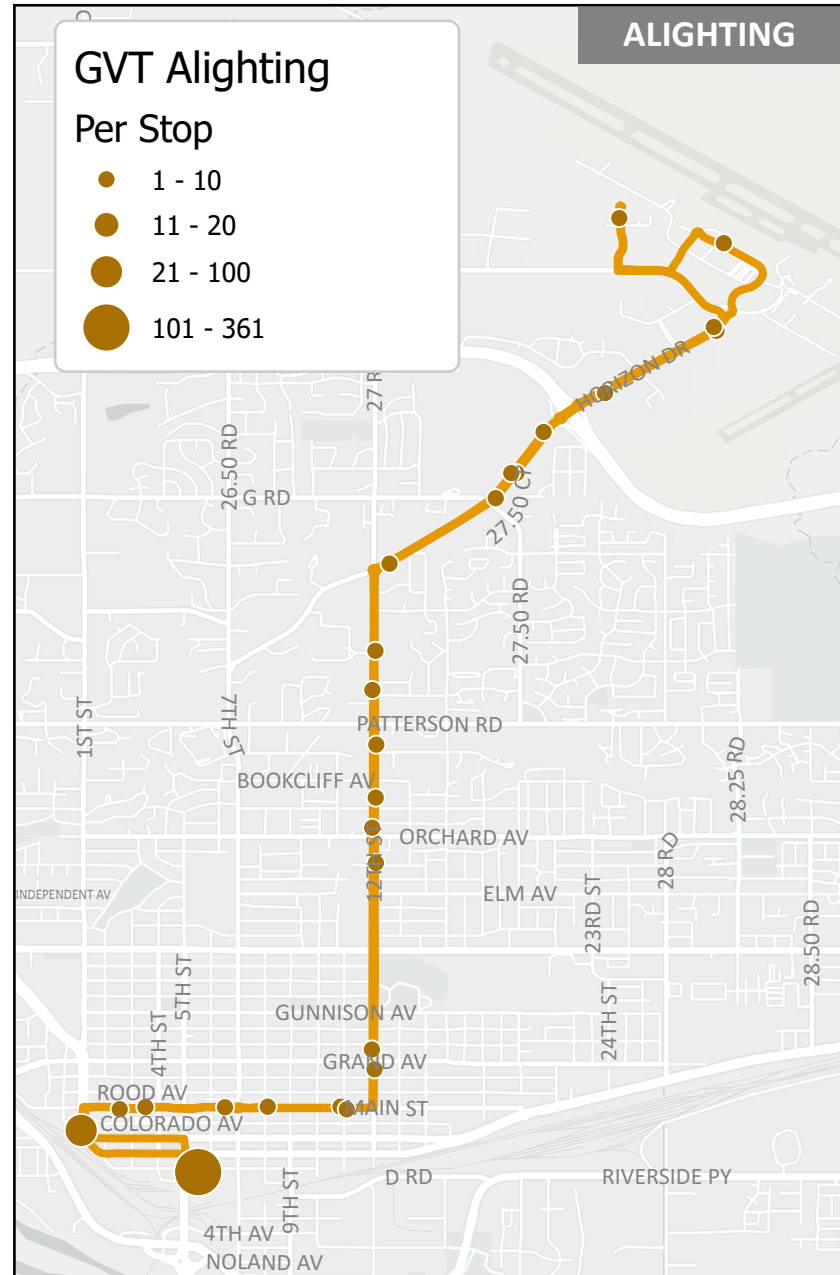
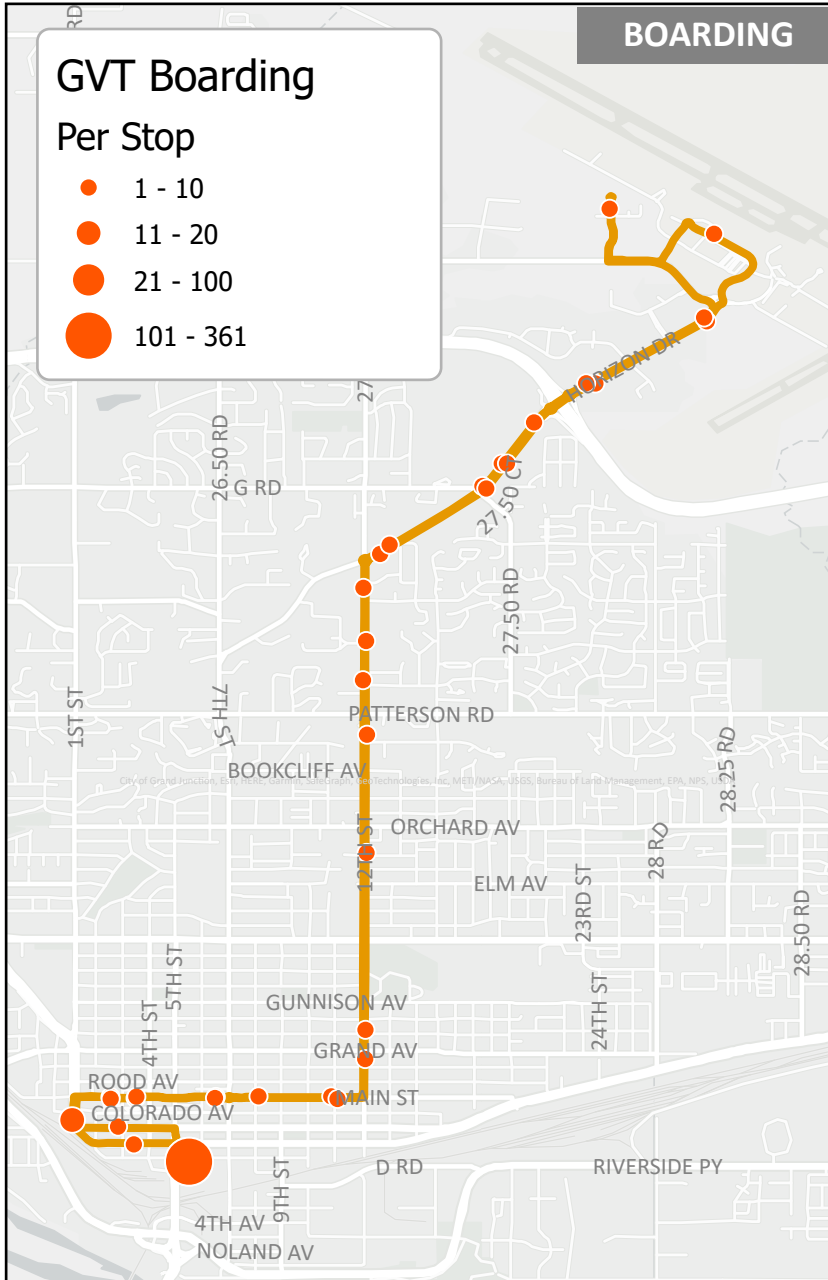
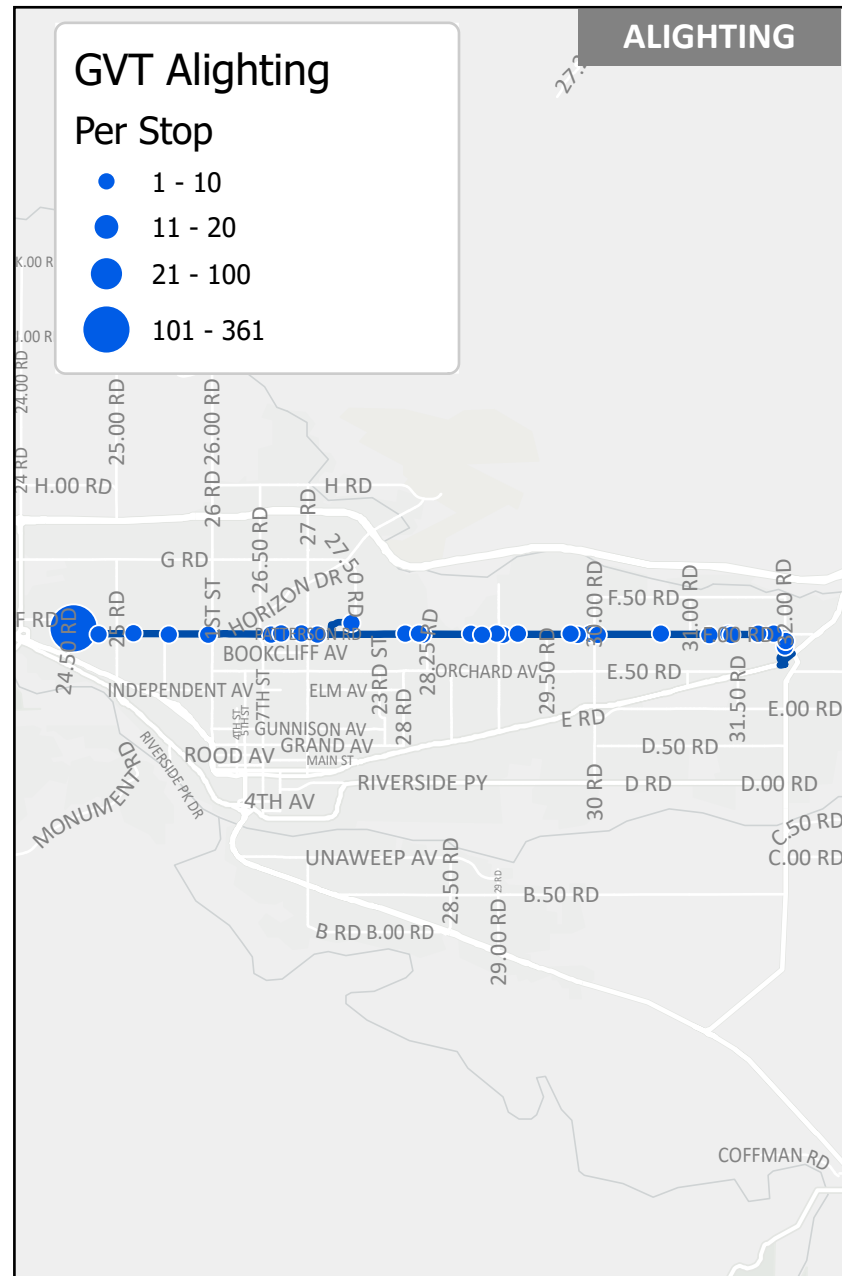
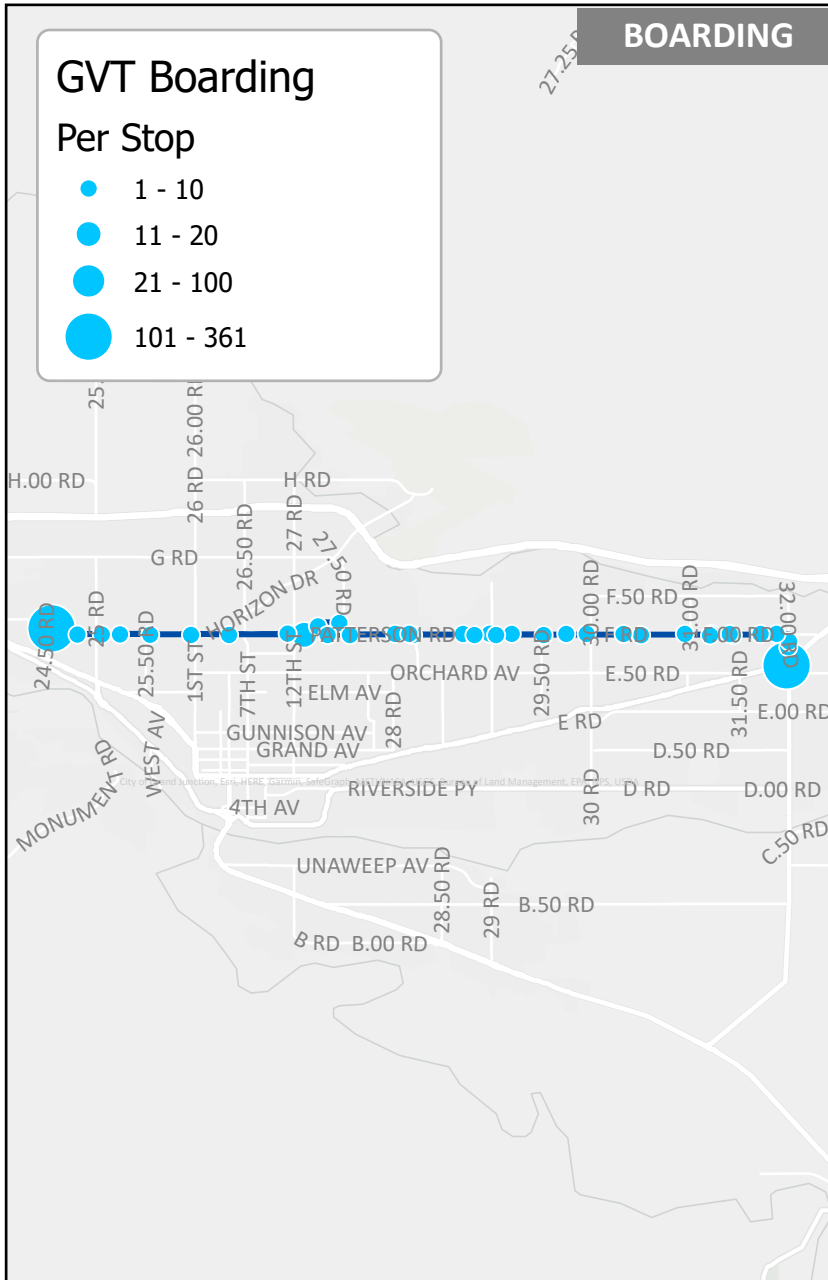




Figure G-2:

Route 2 - Boarding and Alighting Activity





**Figure G-3:
Route 3 - Boarding and Alighting Activity**

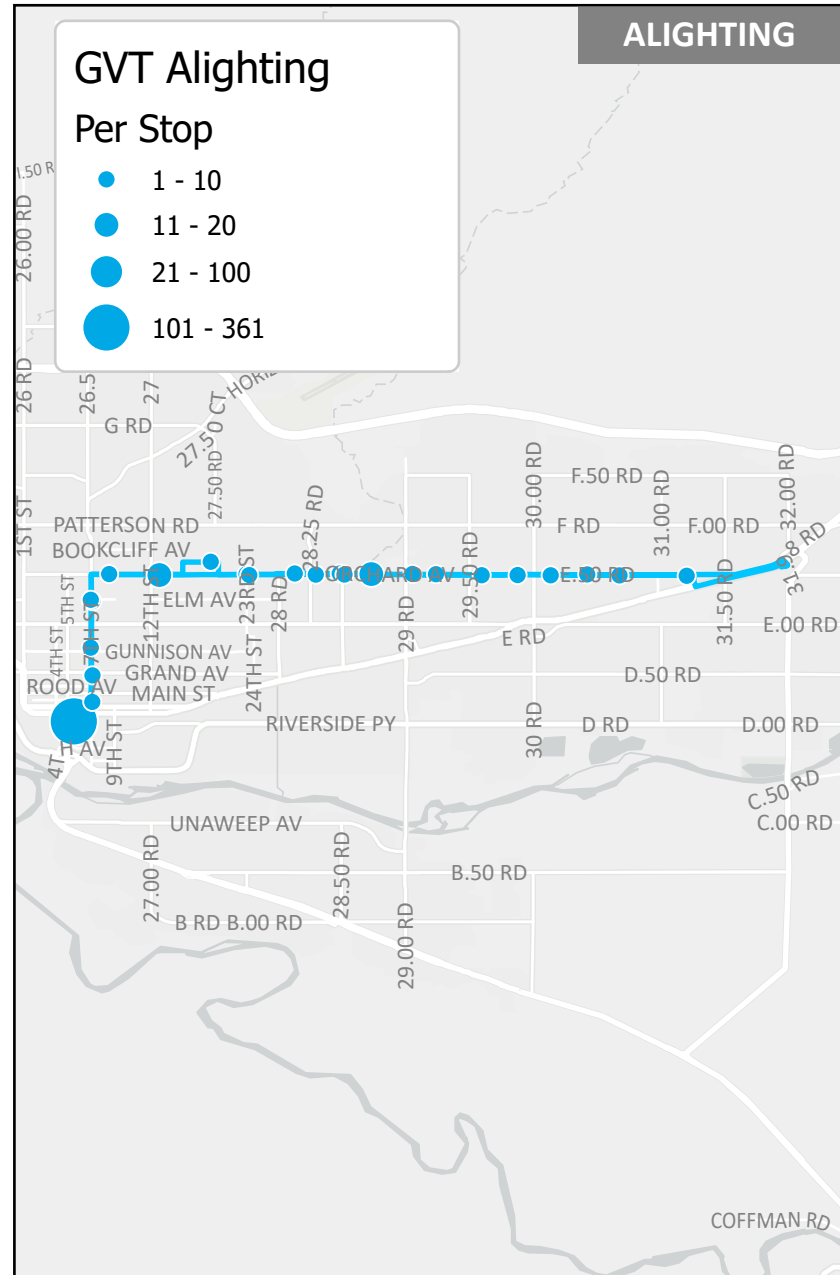
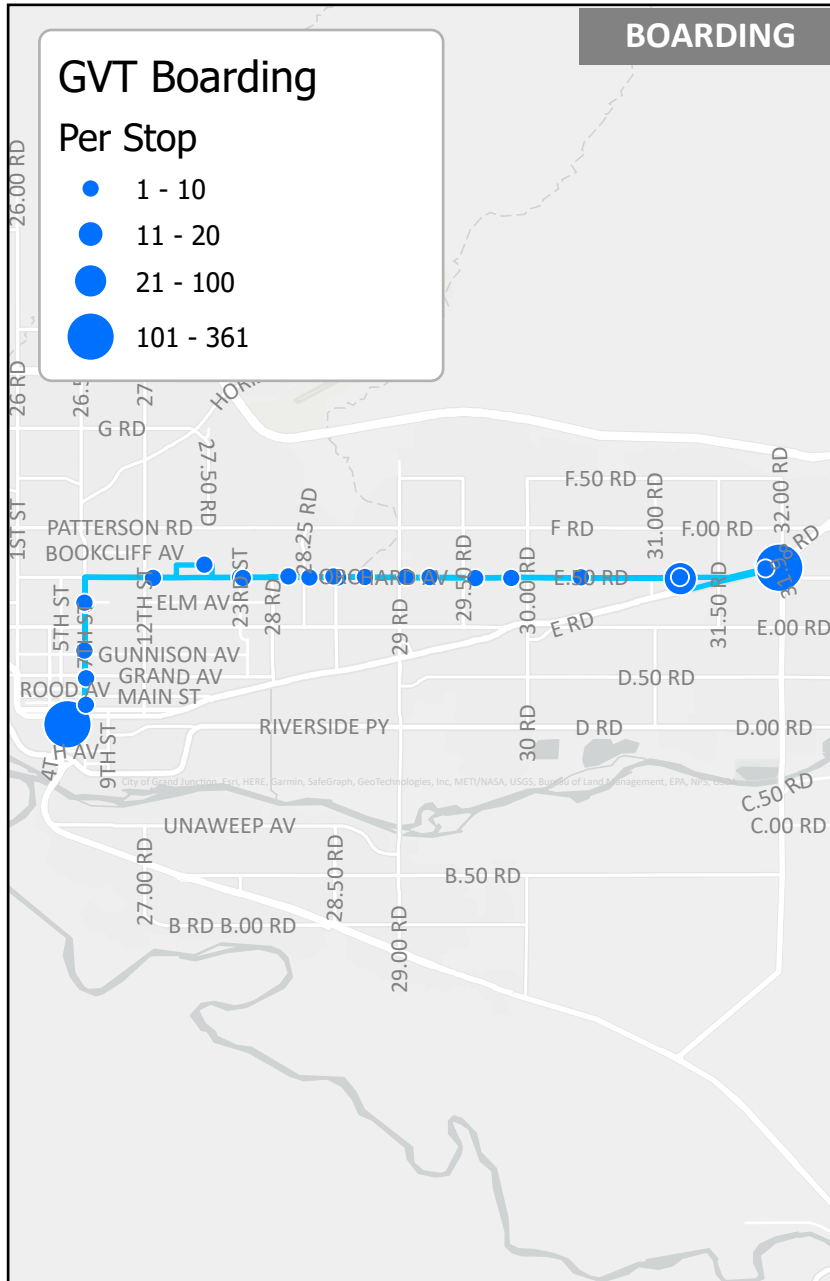
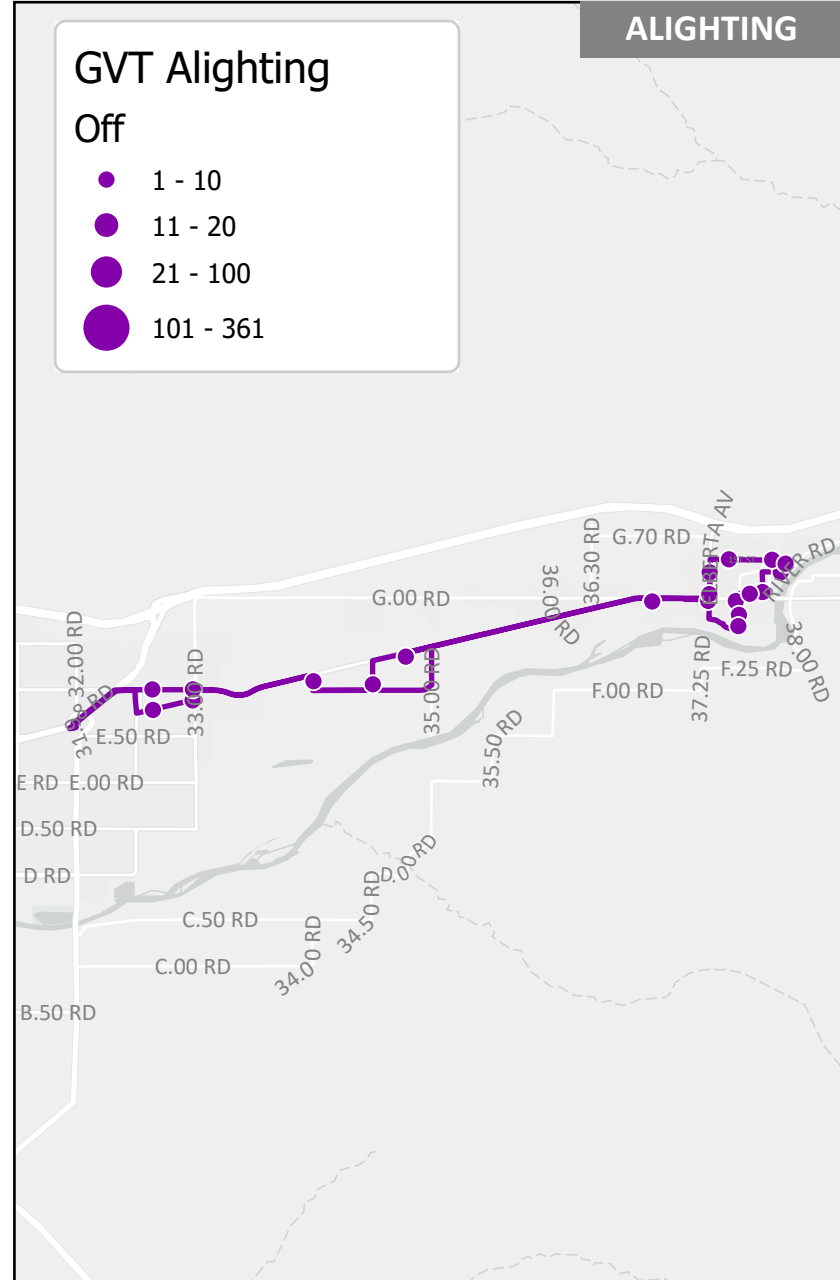
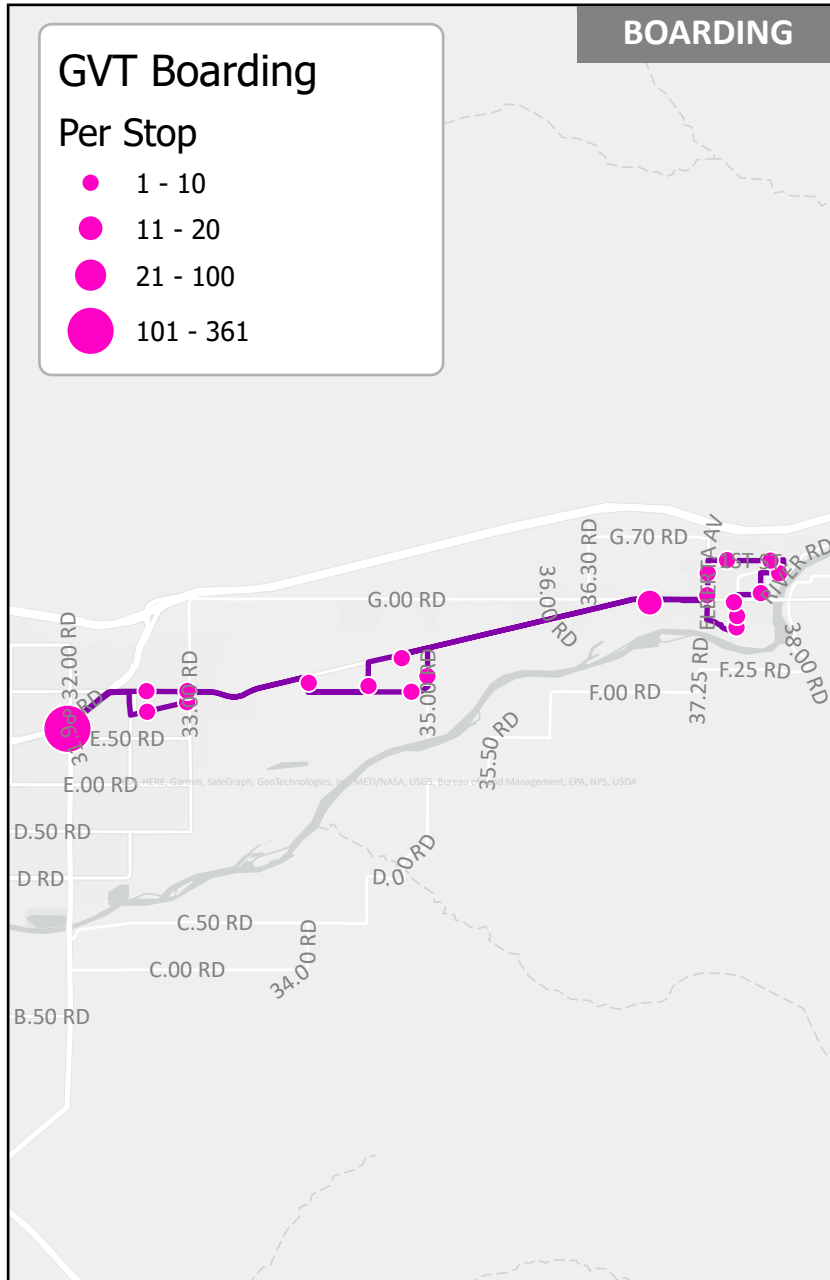




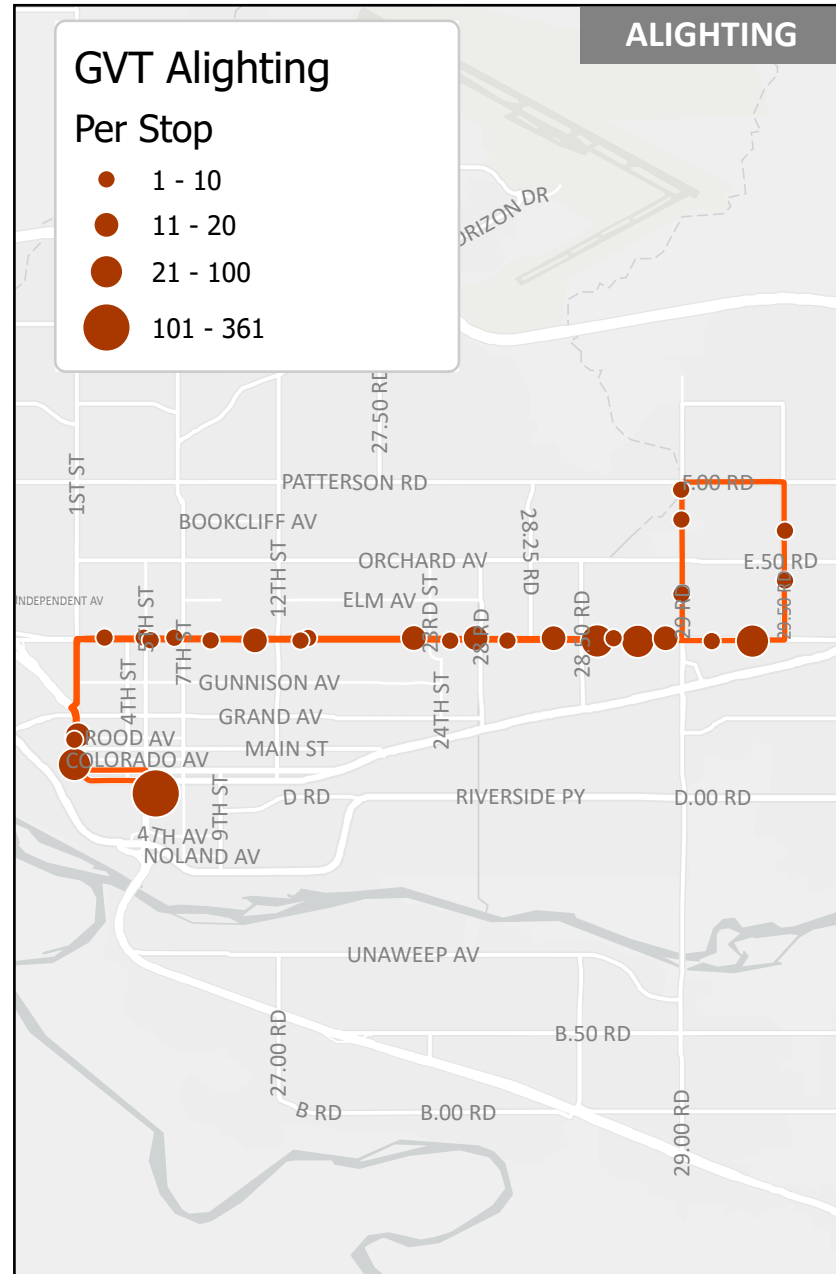
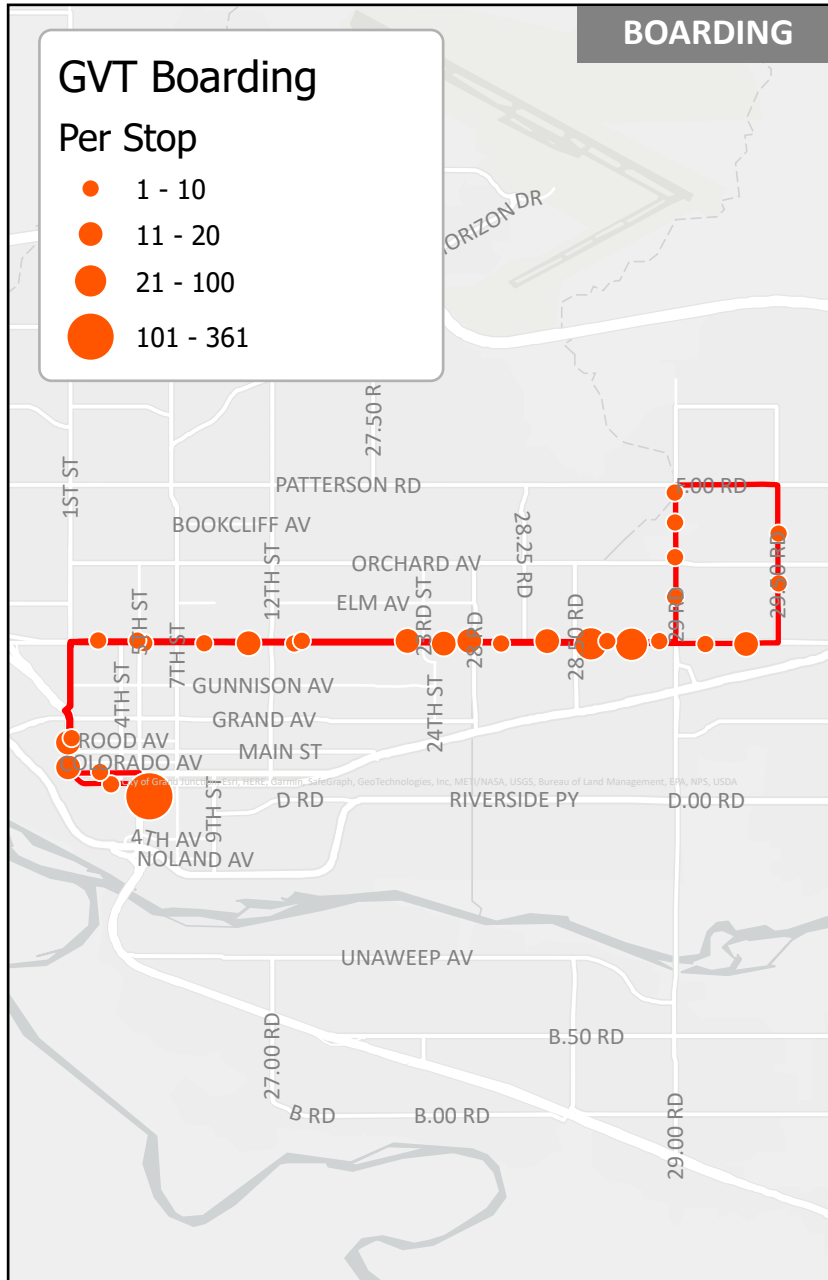
Figure G-4:

Route 4 - Boarding and Alighting Activity





**Figure G-5:
Route 5 - Boarding and Alighting Activity**





**Figure G-6:
Route 6 - Boarding and Alighting Activity**

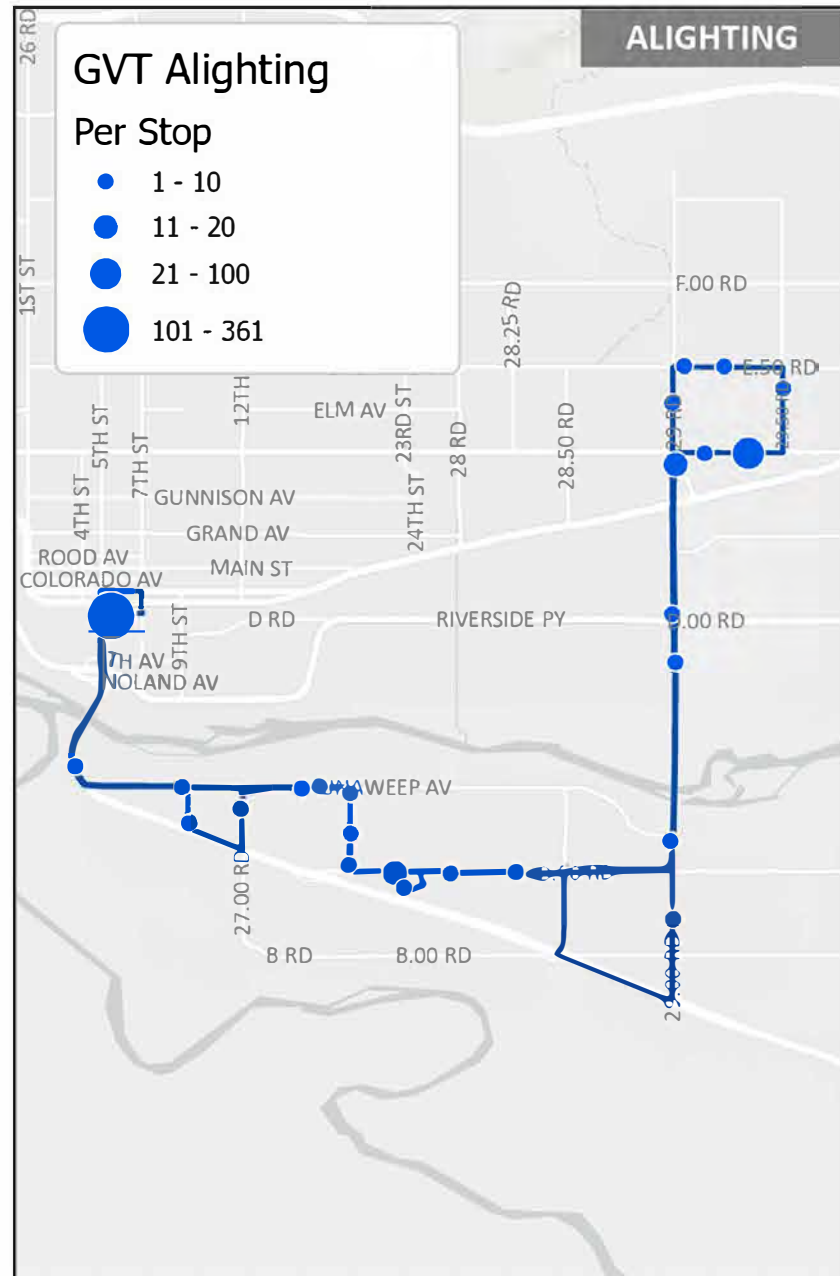
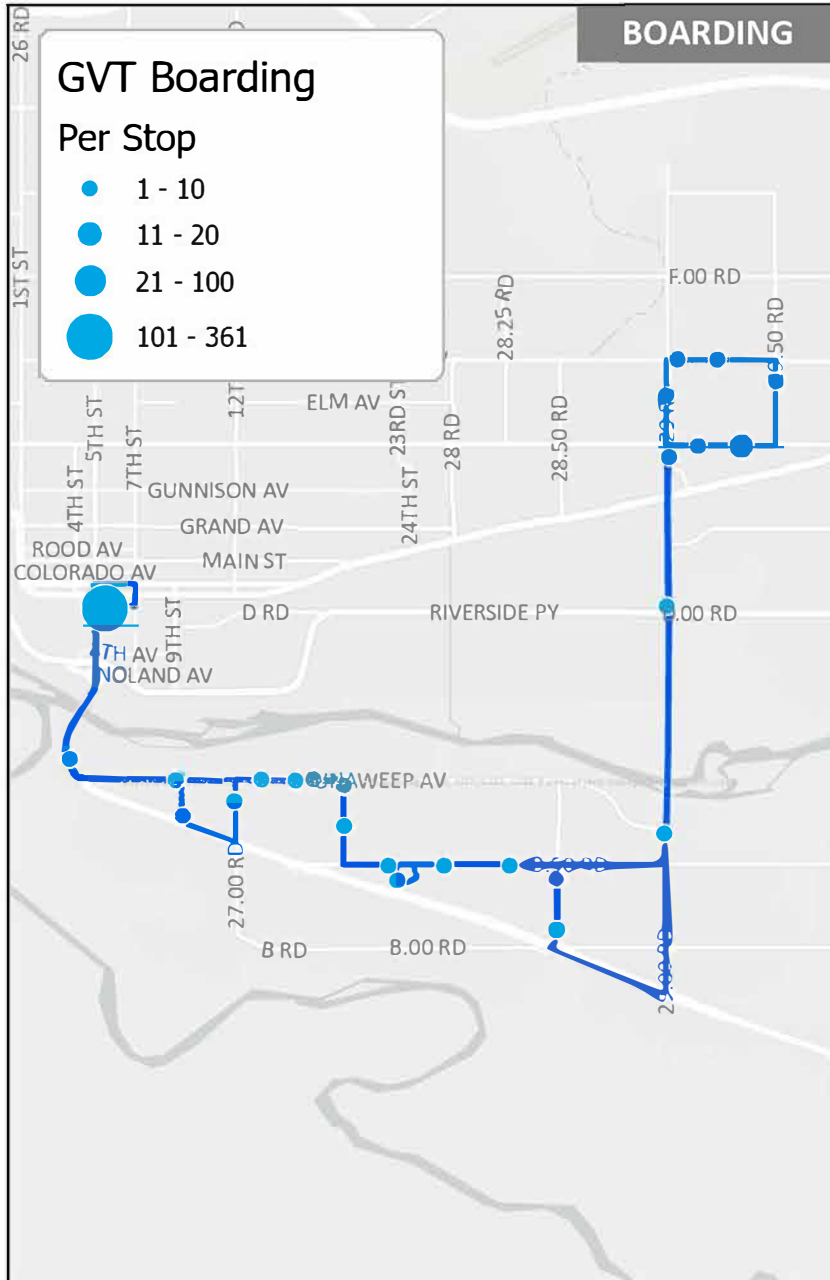
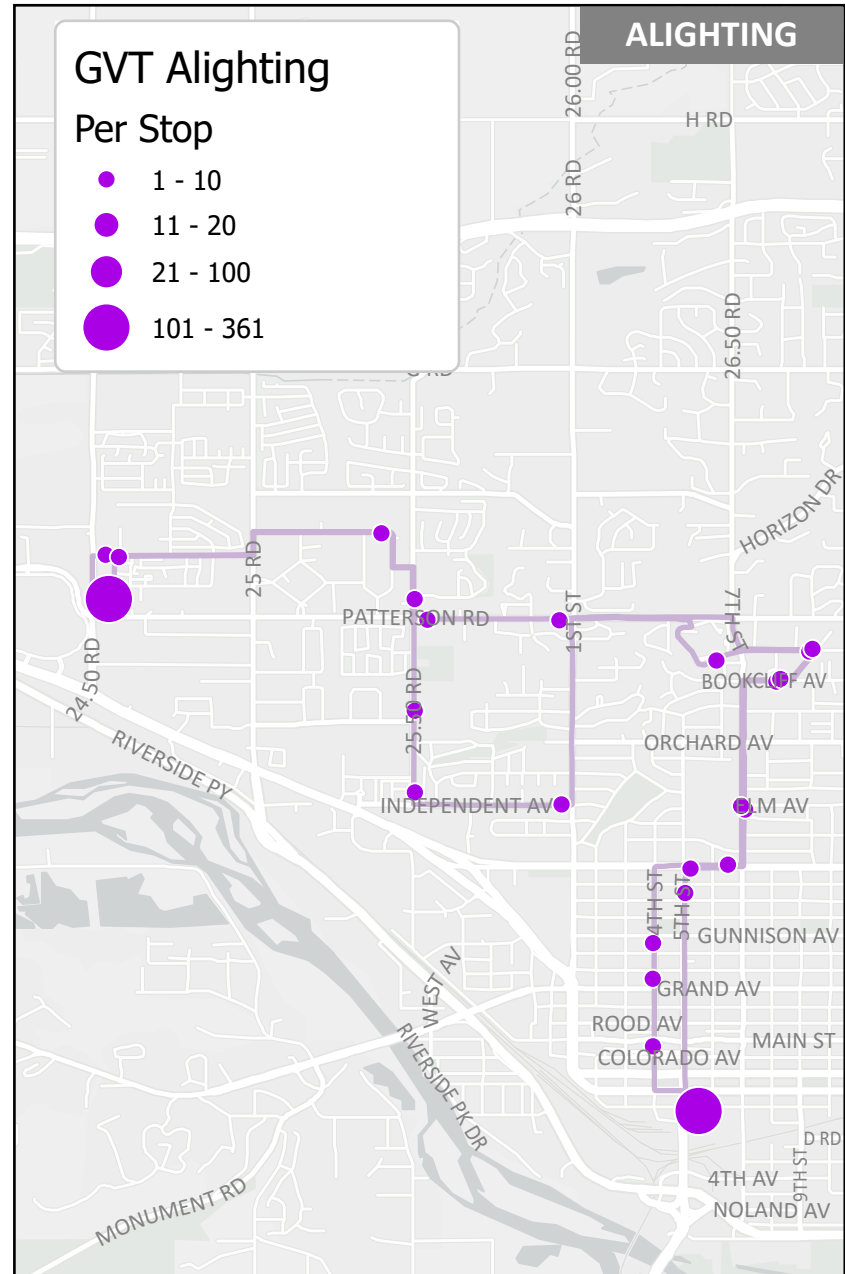
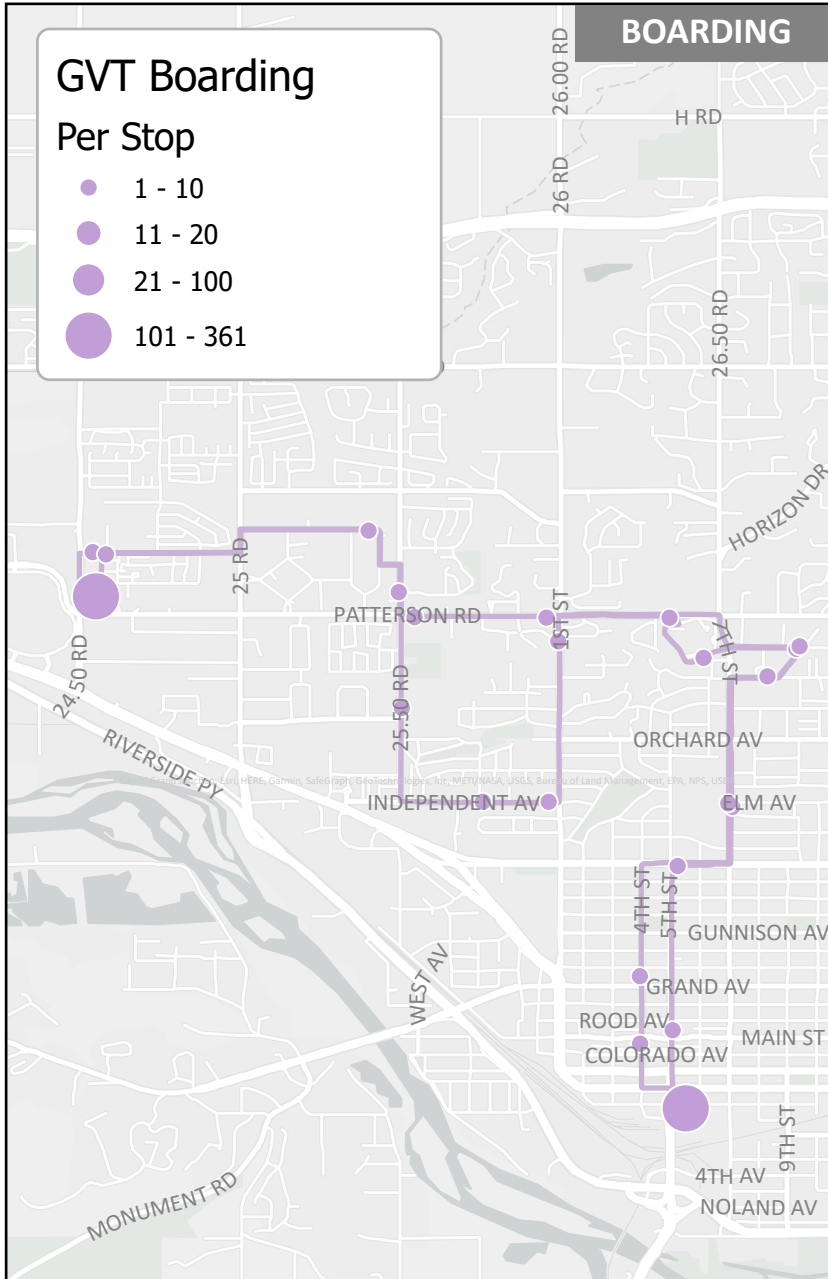




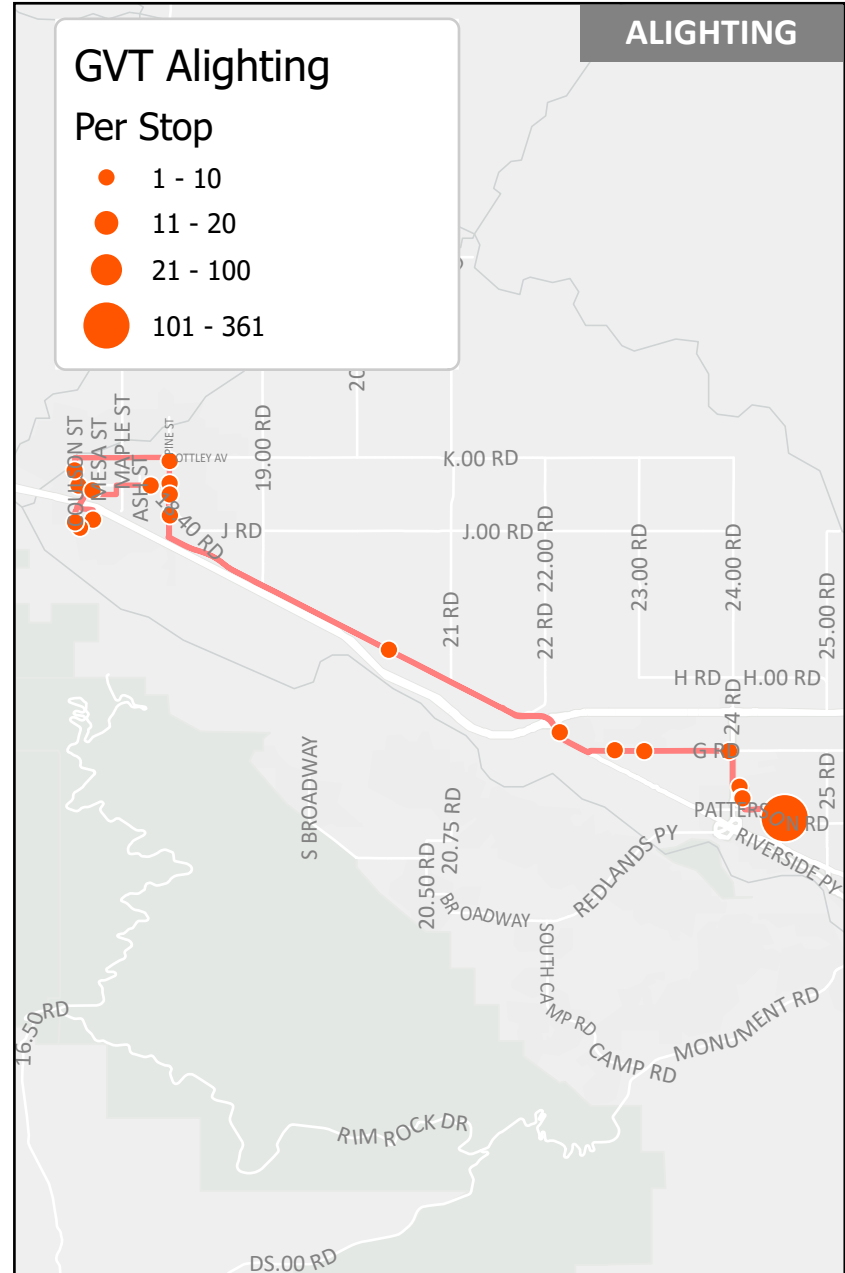
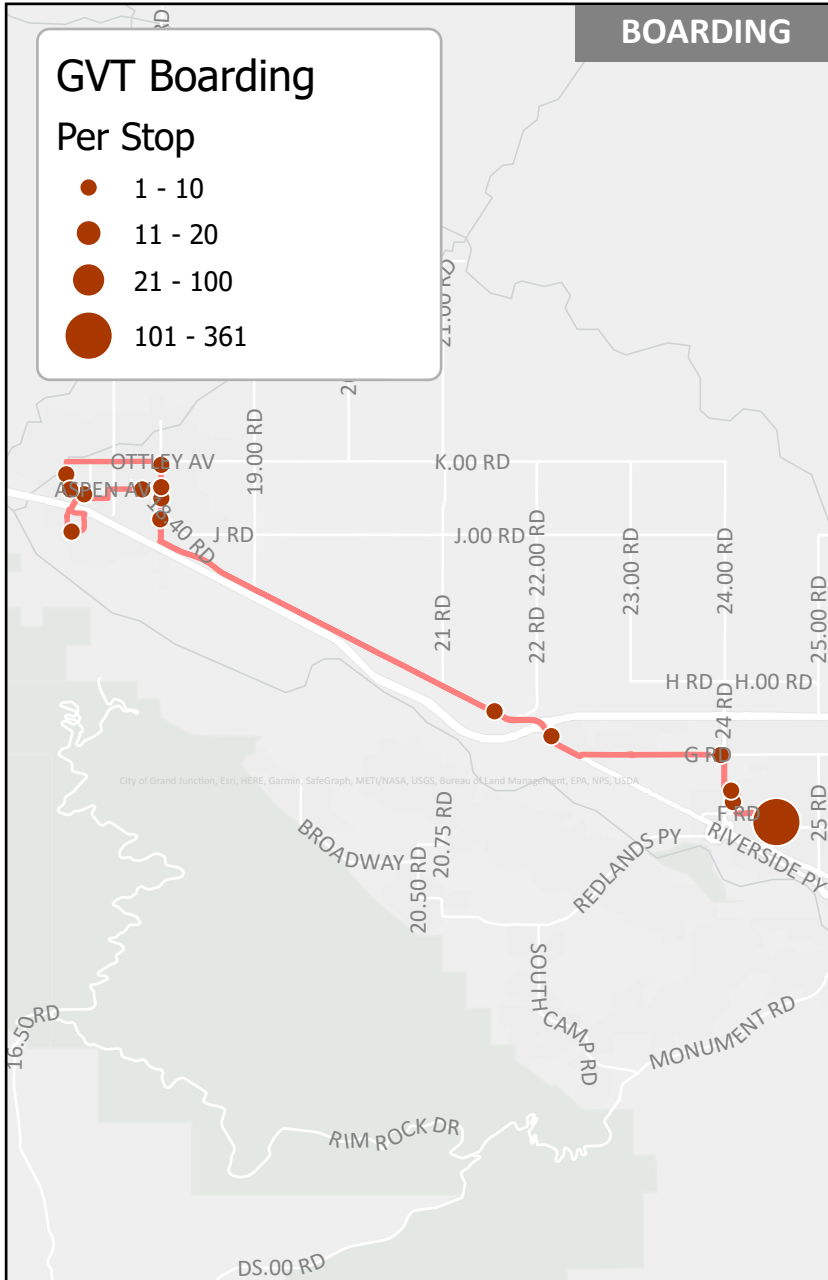
Figure G-7:

Route 7 - Boarding and Alighting Activity





**Figure G-8:
Route 8 - Boarding and Alighting Activity**





**Figure G-9:
Route 9 - Boarding and Alighting Activity**

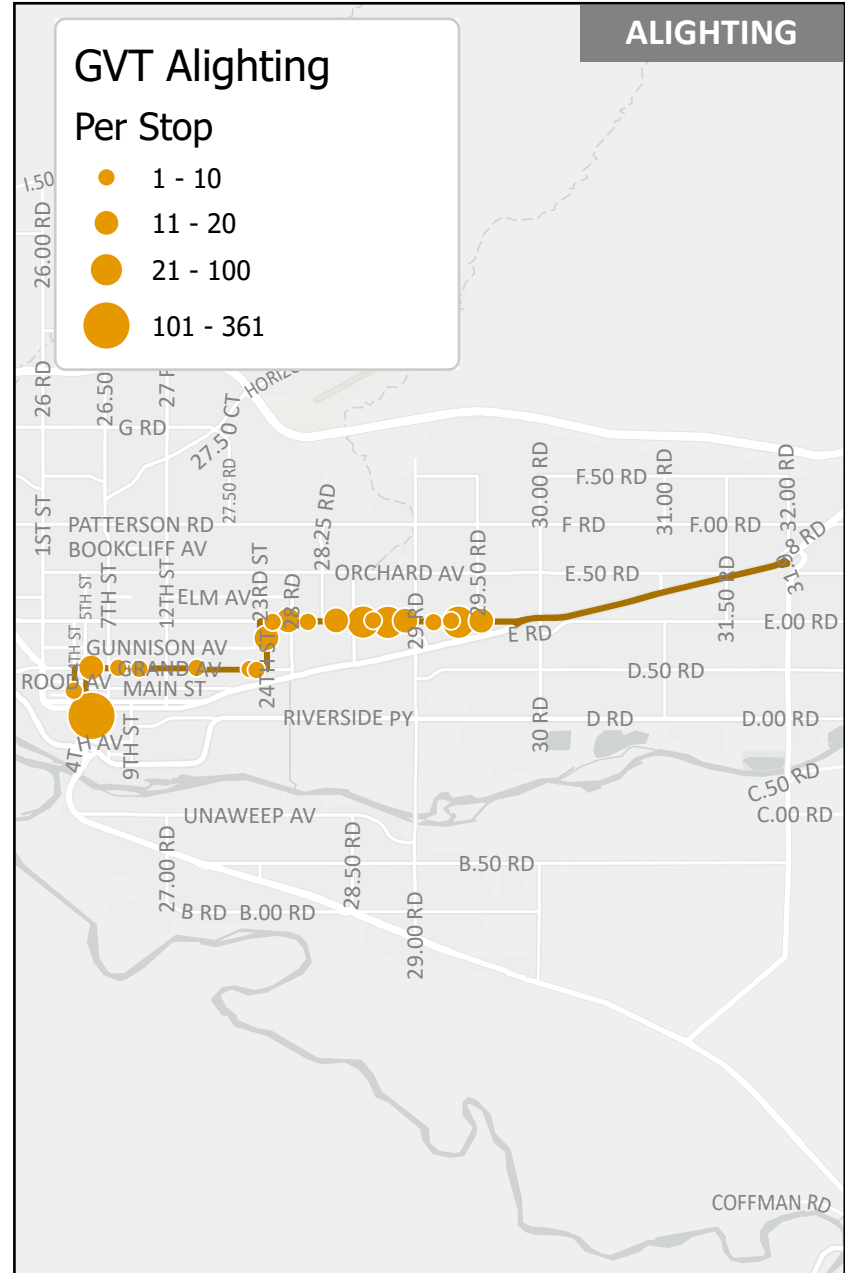
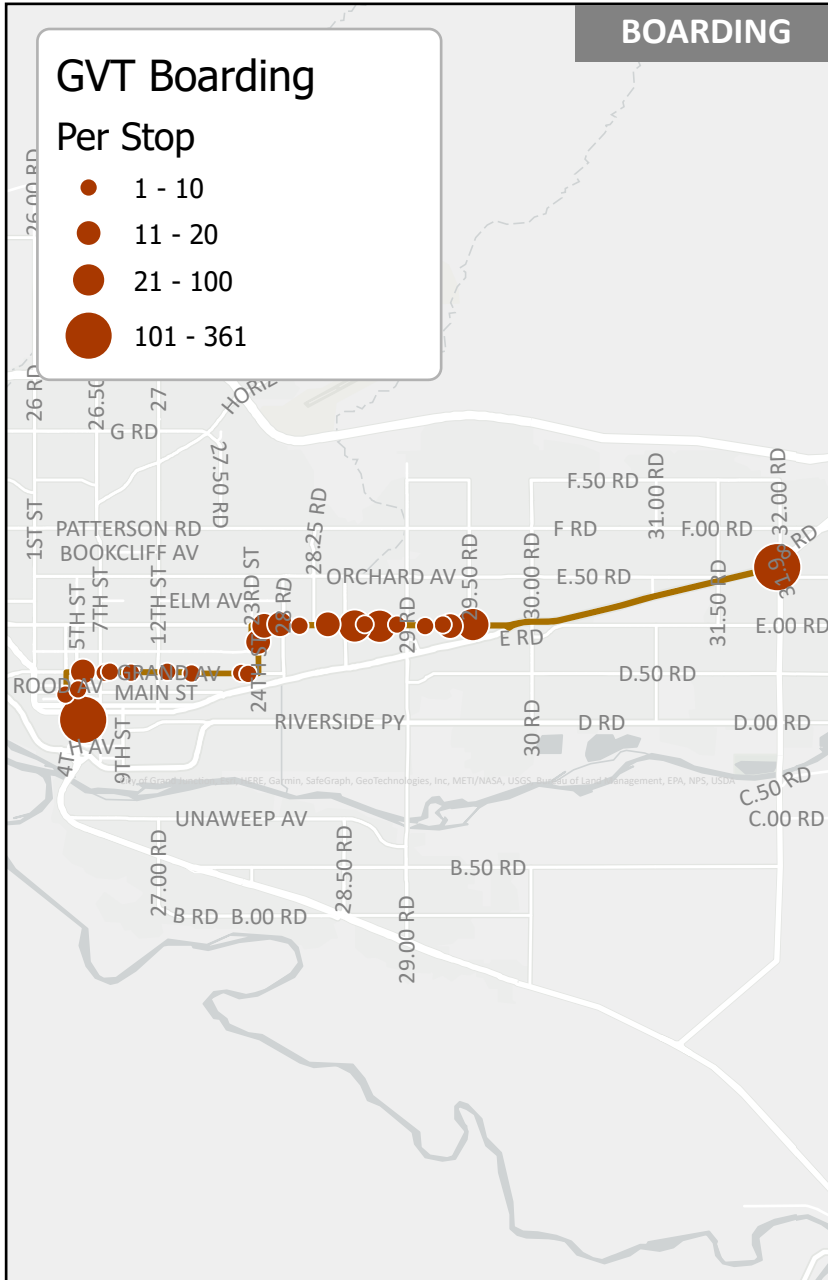




Figure G-10:

Route 10 - Boarding and Alighting Activity

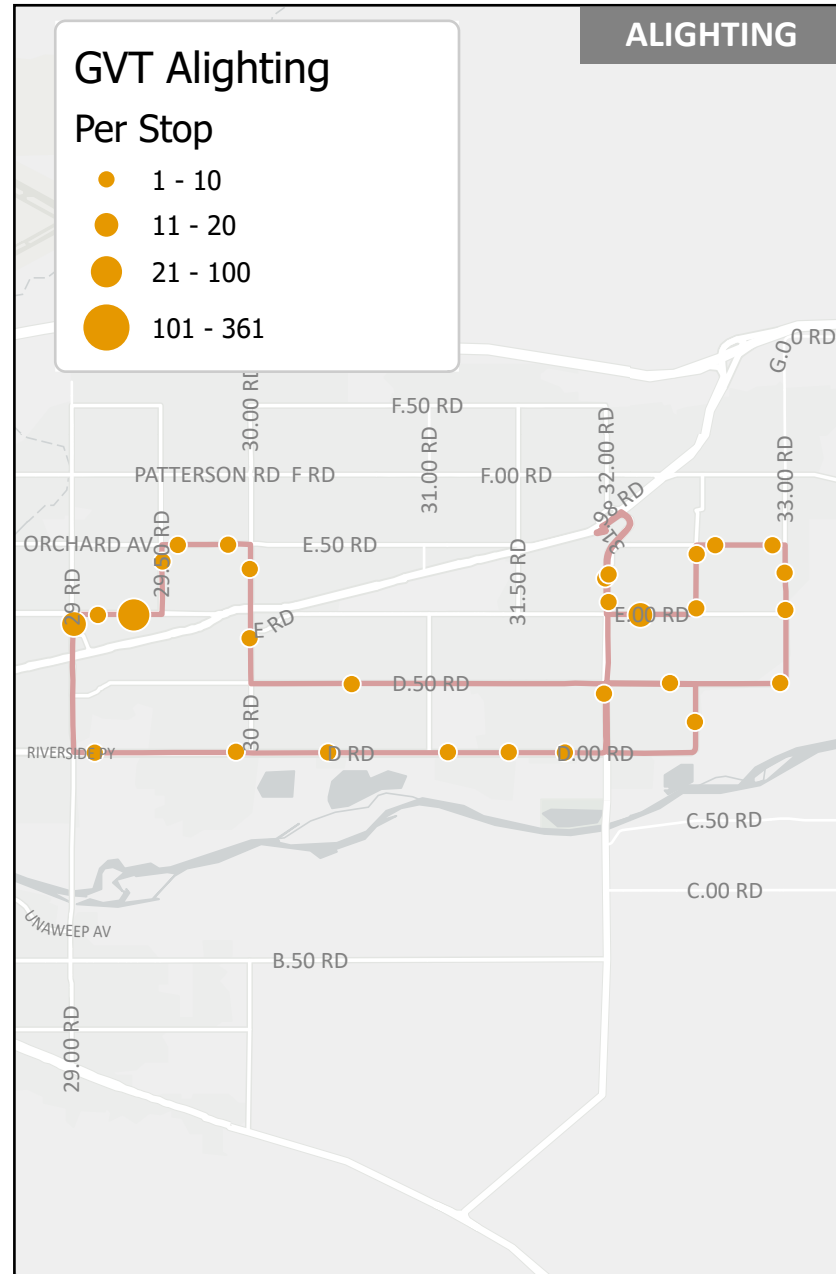
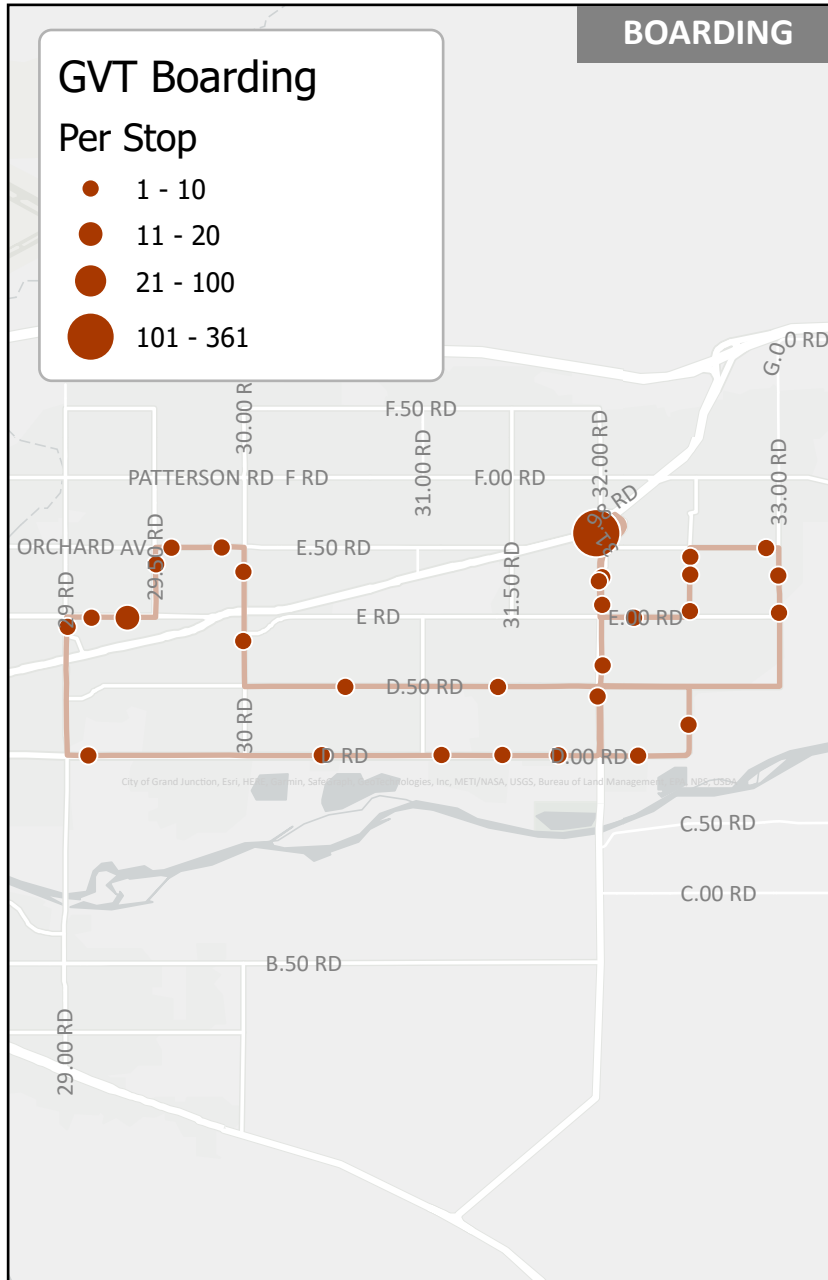




Figure G-11:

Route 11 - Boarding and Alighting Activity

