

2015 COMMUNITY ENGAGEMENT REPORT

WHAT WILL IT TAKE TO GET YOU ON A TRANSFORT BUS?



TAKE 2 STICKERS AND PLACE THEM IN THE A

STRATEGY

Gather public input through on-site, unmanned engagement displays to better understand the barriers and behaviors of non-riders as well as build awareness of Transfort routes.

TOTAL RESPONSES:

967

LOCATIONS

October 5 – November 23

- Colorado State University's Campus Transit Center
- Old Town Library
- Northside Aztlan Community Center
- Fort Collins Senior Center
- Chamber of Commerce
- Pateros Creek Brewing Company
- Old Town Square
- Larimer County Building
- Innosphere
- South Transit Center

WHAT WILL IT TAKE TO GET YOU ON A TRANSFORT BUS?

TOTAL RESPONSES: 750

26%

NIGHTS AND SUNDAYS

25%

COMES MORE OFTEN

23%

GOES WHERE I NEED TO GO

11%

ON TIME

max

EASY AS MAX

3%

SAFETY

WHERE DID YOU START AND HOW DID YOU GET HERE?

TOTAL RESPONSES: 217



Types of transportation varied, however **car travel is by far the most common result.** Bicycling is second most common, then walking, with bus travel least common.

RECOMMENDATIONS

How can Transfort use this data for Transit Service Development?

People definitely care about frequency. Buses that come more often provide more reliable transportation and can help increase ridership.

Providing night and Sunday service is another highly-requested service improvement. Funding and resourcing this can be challenging; however, a pilot project or dedicated funding for a short period of time (May – September) is recommended to gather data.

Can this approach be applied to future marketing efforts?

We think so! As the community gets busier and more spread out, placing portable and reusable signs in common public areas encourages fast input. It is suggested that the outreach plan include additional locations for the displays.

Example questions and feedback requested:

- Would you use a mobile app for more flexible transit service?
- Would you share rides with 4–10 people to get you where you need to go inexpensively?
- How many Sundays a month would you use Transfort or MAX?

PROPOSED ACTIONS

1

Create a summary with graphics and public input for City Council to keep them up-to-date on the community's demand for additional services. Summary would include:

- Engagement results from this effort
- Comments from Transfort's communications log (sans names)
- Rider survey results that reflect this demand

2

In early 2016, Bringing You Closer promotes MAX's service on nights/Saturdays

3

Partnership with businesses: SFBA, Foothills, DBA — how to get their businesses to promote MAX