



Survey Questionnaire

Universe: VTA Riders

Mode: Online & Intercept Survey

Goal Length: 5 minutes

EMC Research #24-9384

Please Note:

- **(T)** = Tracking from previous survey
- Items in parentheses are not visible to survey respondents. For phone surveys these items code non-responses or refusals; in online surveys these items code questions that a respondent chooses to skip even after a reminder.
- Boldface items are programming instructions.

INTRO: The Valley Transportation Authority (VTA) is seeking to better understand if riders feel safe using their service. The following questions are sensitive, but will help VTA improve safety. Your response is important even if you choose to skip some questions. The survey is for adults (18 years or older). All responses will be kept confidential. To show our gratitude for your participation, you can enter to win one of five \$200 Visa gift cards.*

**You must be at least 18 years old to participate. To enter the drawing without taking the survey, send a postcard with your name, mailing address, and phone number to 2001 Broadway Suite 110, Oakland, CA 94612. Limit one entry per person.*

**REQUEST RESPONSE ALL QUESTIONS UNLESS OTHERWISE SPECIFIED
FORCE ALL DEMOGRAPHIC QUESTIONS
CODE SKIPS AS "(Don't know/Refused)"**

ONLINE DISTRIBUTION MODES

1. Email-to-web via VTA customer lists
2. Link-to-web on VTA website
3. Link-to-web on VTA wi-fi service
4. Social media post-to-web on VTA
5. QR code + URL redirect-to-web via physical signage ("everywhere possible" at stops and stations)
6. Take One newsletter
7. Static link-to-web on Transit app

LANGUAGE OF INTERVIEW

1. English
2. Spanish
3. Vietnamese
4. Chinese

[BEGIN SCREENING QUESTIONS]

1. Are you 18 years of age or older? **(FORCE RESPONSE)**
 1. Yes
 2. No → **TERMINATE**
 3. Prefer not to respond → **TERMINATE**
2. How often do you typically use VTA?
 1. 2 or more days a week
 2. 1-4 days a month
 3. A few times a year or less
 4. Never → **TERMINATE**
 5. (Don't know/Refused) → **TERMINATE**

[BEGIN GENERAL RIDERSHIP & SATISFACTION QUESTIONS]

3. When using VTA's services, what service do you typically use? Please Select all that apply.
 1. VTA light rail
 2. VTA bus
 3. VTA Access Paratransit

4INT. Now, you will be asked more specifically about your VTA usage. How often do you typically do each of the following?

ASK ONE PER PAGE; BEFORE (QX): *How often do you typically...*

SCALE:

1. 6 - 7 days per week
2. 5 days per week
3. 2 - 4 days per week
4. 1 day per week
5. A couple times per month
6. A few times a year
7. Less than once a year
8. Never
9. (Don't know/Refused)

(ASK IN ORDER)

4. **(T)** Ride a VTA bus
5. **(T)** Ride VTA light rail
6. **(T)** Ride VTA ACCESS paratransit

7. **(T) (IF QX=1-7 VTA BUS>NEVER, ASK)** Which VTA bus route(s) do you typically use for the trip you take most often? Please select all that apply. **(ACCEPT MULTIPLE RESPONSES)**

1. 20
2. 21
3. 22
4. 23
5. 25
6. 26
7. 27
8. 31
9. 37
10. 39
11. 40
12. 42
13. 44
14. 47
15. 51
16. 52
17. 53
18. 55
19. 56
20. 57
21. 59
22. 60
23. 61
24. 64A
25. 64B
26. 66
27. 68
28. 70
29. 71
30. 72
31. 73
32. 77
33. 83
34. 84
35. 85
36. 86
37. 87
38. 89
39. 200 Shuttle
40. SCVMC Shuttle
41. Express 101
42. Express 102
43. Express 103
44. Express 104
45. Express 121
46. Rapid 500

47. Rapid 522
 48. Rapid 523
 49. Rapid 568
 50. (Don't know/Refused)
8. **(IF QX=1-7 VTA LIGHT RAIL>NEVER, ASK)** Which VTA light rail do you typically use for the trip you take most often? Please select all that apply. **(ACCEPT MULTIPLE RESPONSES)**
1. Blue Line
 2. Green Line
 3. Orange Line
 4. (Don't know/Refused)
9. **(T*)** How satisfied are you with your **overall experience** with VTA's transit services?
1. 1 – Not at all satisfied
 2. 2
 3. 3
 4. 4
 5. 5 – Extremely satisfied
 6. Not sure
 7. (Don't know/Refused)
10. **(T)** On a scale from 0-10, how likely are you to recommend VTA public transit options to a friend or colleague? Drag the slider to your desired point on the scale. **(SLIDER SCALE)**
1. 0 – Not at all likely to recommend
 2. 1
 3. 2
 4. 3
 5. 4
 6. 5
 7. 6
 8. 7
 9. 8
 10. 9
 11. 10 – Extremely likely to recommend
 12. (Don't know/Refused)

[BEGIN SAFETY QUESTIONS]

11INT. The following questions ask about your experiences using VTA over the past year or so. Think about all parts of a transit trip, both onboard and while waiting at stations or stops.

11. How often do you feel safe using VTA?

1. 1 – Never
2. 2
3. 3
4. 4
5. 5 – Always
6. (Don't know/Refused)

12INT. Have you experienced any of the following yourself or seen them happen to others while using VTA in the past year?

(PROGRAM AS MATRIX WITH INTRODUCTION ON SAME PAGE; NO RESPONSE VALIDATION)

SCALE:

1. Happened to me
2. Saw it happen to others
3. (Don't know/Refused)

(DISPLAY IN ORDER)

- 12A. Hostile comments, sounds, or gestures
- 12B. Sexual comments, sounds, looks, or gestures (asking you to have sex, calling you “babe,” whistling, kissing noises, leering, etc.)
- 12C. Following or stalking
- 12D. Unwanted groping, kissing, or other inappropriate touching
- 12E. Pushing, spitting, coughing on you, or other physical assault
- 12F. Personal property damaged or stolen
- 12G. Showing pornographic or offensive pictures or words
- 12H. Exposing private body parts
- 12I. Sexual assault or rape
- 12J. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**

(SKIP TO DEMO SECTION IF HAVE NOT EXPERIENCED OR SEEN ANY OF THE BEHAVIORS LISTED ABOVE)

(IF AT LEAST 1 OF Q12A-Q12J=HAPPENED TO ME OR SAW IT HAPPEN)

13. How often did you experience or see any of these behaviors when using VTA in the past year?
1. 1 – Never
 2. 2
 3. 3
 4. 4
 5. 5 – Frequently
 6. (Don't know/Refused)
14. Where did these incidents happen? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. At stops/stations
 2. On board
 3. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 4. (Don't know/Refused)
15. When did these incidents happen? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. Daytime
 2. After dark
 3. (Don't know/Refused)
16. When these incidents happened, were you alone or with traveling companions? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. Alone
 2. With traveling companions
 3. (Don't know/Refused)
17. When these incidents happened, did you report any of them? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. Did not report any
 2. To VTA (in person, online, by phone, via social media, etc.)
 3. To police/law enforcement
 4. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 5. (Don't know/Refused)

(IF Q17 = 2-4, ASK Q18)

18. Did you receive an appropriate response?
1. Yes
 2. No
 3. Sometimes
 4. (Don't know/Refused)

19. When these incidents happened, do you think the victim was targeted because of...? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES) (FORCE RESPONSE)**
1. Race or ethnicity
 2. Religion
 3. Language spoken
 4. Income
 5. Gender/gender expression
 6. Sexual orientation
 7. Age
 8. Disability
 9. Obesity
 10. None – it was random
 11. Don't know
 12. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
20. Do you currently take any safety precautions when using VTA to avoid being harassed? *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. Don't ride at night
 2. Avoid certain routes, stops, or stations
 3. Don't ride alone
 4. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 5. No – don't take any safety precautions when using VTA
 6. (Don't know/Refused)

(RESUME ASKING ALL)

[BEGIN DEMOGRAPHIC QUESTIONS]

Demos. These questions are included to be sure we survey a mix of riders. **(FORCE RESPONSE ON ALL DEMOS UNLESS OTHERWISE INDICATED)**

21. Please select your age.
1. 18 - 34
 2. 35 - 64
 3. 65 and older
 4. Prefer not to respond
22. Please enter your home ZIP code. **(INSERT TEXT BOX, VALIDATE FOR ZIP CODE)**
23. What is your primary language?
1. English
 2. Chinese
 3. Spanish
 4. Tagalog
 5. Vietnamese
 6. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 7. Prefer not to respond
24. Please select your race or ethnic identification. *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. American Indian or Alaska Native
 2. Asian or Pacific Islander
 3. Black or African American
 4. Hispanic/Latino
 5. White
 6. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 7. Prefer not to respond
25. Do you have any disabilities that affect your experience using VTA?
1. Yes
 2. No
 3. Prefer not to respond
26. Please select your gender. *Please select all that apply.* **(ACCEPT MULTIPLE RESPONSES)**
1. Female
 2. Male
 3. Nonbinary
 4. Transgender
 5. Other (Please specify) **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 6. Prefer not to respond
27. Do you identify as LGBTQIA+ (lesbian, gay, etc.)?
1. Yes
 2. No
 3. Prefer not to respond

28. Please select your annual household income.
1. Under \$25,000
 2. \$25,000 - \$49,999
 3. \$50,000 - \$99,999
 4. \$100,000+
 5. Prefer not to respond
29. What would you say is your religion?
1. **(INSERT TEXT BOX; FORCE RESPONSE IF SELECTED)**
 2. None
 3. Prefer not to respond
30. Comments or experience related to safety/harassment on VTA: **(OPEN END, INSERT TEXT BOX; FORCE RESPONSE)**
- (MARK AS COMPLETE)**
31. We may be doing other transit-related studies in the future that may involve a small financial incentive. May we contact you again if we do? *These studies could be surveys or focus groups. Your responses to this particular survey will never be connected with you personally.*
1. Yes - Okay to contact → **ASK NAME, EMAIL, PHONE NUMBER**
 2. No - Don't contact **[SKIP TO THANK]**
32. Would you like to be entered into a drawing to win one of five \$200 VISA gift cards? **(FORCE RESPONSE)**
1. Yes
 2. No → **THANK AND CONCLUDE**
- (IF Q32 = 1, YES, ASK Q25)**
33. Please enter your name and the best email address to send the gift card to if you win.
1. Name: **(INSERT TEXT BOX, FORCE RESPONSE)**
 2. Email: **(INSERT TEXT BOX, VALIDATE FOR EMAIL ADDRESS)**

Thank you for completing the survey!