

Valley Transit Fixed Route Rider Survey

Valley Transit

Valley Transit hired RLS & Associates, Inc. to conduct a survey of fixed route riders. The purpose of the survey was to gather input that would help Valley Transit to determine the future needs of the community, and ultimately to increase the number of riders who utilize the bus service. RLS staff designed a survey questionnaire, conducted a pre-test of the survey, and administered the survey via face-to-face interviews on board Valley Transit buses and at the Downtown transit center. The survey results are statistically valid at the route level.