Sun Prairie Express Bus Survey Report, 2018

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Executive Summary

The City of Sun Prairie, Wisconsin, worked with the Survey Research Center (SRC) at the University of Wisconsin at River Falls (UWRF) on a survey designed to measure city residents’ interest in a weekday, express bus service to Madison, Wisconsin. During September and October of 2018, the SRC sent a two-page survey to a sample of 1,323 Sun Prairie, Wisconsin households. A total of 389 surveys (31% response rate) were completed; this report is based on those responses.

The SRC tested for non-response bias (when people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys) and found little evidence that non-response bias is an issue for this dataset. The SRC also tested to see if there were significant differences in the sample based on age. The SRC found that there are many differences in how younger and older residents would use an express bus service, but no differences in if or how frequently they would use such a service. Therefore, the SRC has not adjusted the results reported in this summary to account for the over-representation of older Sun Prairie residents in the sample. See Appendix A for a summary of these sample validation tests.

Appendix B compiles and categorizes responses to open-ended questions in the survey.

Appendix C is a summary of responses to the numeric/categorical questions.

Interest in Express Bus Service

Slightly fewer than half of the survey respondents (47%) said they would use an express bus service (Figure 1). Based on an adult population in Sun Prairie of 23,017 (ACS, 2012-2016), if 47% used an express bus service at least occasionally, more than 10,800 adults would have interest in using this service. This probably overstates the number of Sun Prairie adults who would actually use an express bus service to Madison. Responses to an open-ended question indicate that a number of participants responded to the survey based on their potential future need for bus service to Madison or on their conviction that such a service would be beneficial to Sun Prairie. While ridership estimates from this survey probably overstate actual use, they do suggest a high level of support for developing bus service linking Sun Prairie and Madison.

Such a service appeals much more strongly to residents from households earning less than $75,000 per year and to people of color. The percentage of those interested in weekday express bus service to Madison is remarkably stable across age groups.

More than half of the 47% of respondents who indicated they would use an express bus service to Madison said they would use it at least weekly; 31% said they would ride the bus 4-5 days per
week (Figure 2). If 31% of the roughly 10,800 adults living in Sun Prairie actually rode the bus almost every day, that would mean more than 3,300 daily riders. Again, this is likely an “aspirational” ridership, meaning that this proportion of adults in Sun Prairie may intend to ride the bus daily, but life events might make this impractical. If this proportion actually rode the bus most workdays one week a month, that would represent about 850 riders a day.

**Bus Service Factors**

The most popular destinations for those interested in the express bus option were downtown Madison and East Towne Mall (Figure 3).

Slightly more than half the respondents said the primary reason they would use a weekday, express bus service would be to get to work (Figure 4). Those under 55 were significantly more likely to say they would use the bus to get to work and people of color were significantly more likely to say they would use the bus to get to school.

Regardless of their reason for taking a weekday express bus, most respondents currently get to their Madison destinations by driving there alone (Figure 5). Though none of the more affluent respondents use them, 10% of those from households earning less than $75,000 said they rely on ride hailing services (e.g. Uber) or taxis to get to their typical destinations. Such services tend to be relatively expensive options in terms of out-of-pocket expense.

Less than half (45%) of the respondents said that if they drive to work, they have to pay for parking.

The most common time respondents arrive at their primary weekday destination, between 7:00 a.m. and 8:30 a.m., aligns with fairly standard times for the start of the workday (Figure 6). People of color have more dispersed typical arrival times.

The typical departure times for those who might use an express bus to get back to Sun Prairie align with when many businesses close for the day, between 4:00 p.m. and 5:30 p.m. (Figure 7). Given typical arrival times, these departure times correspond to a typical workday with time off for lunch. Those under 55 were significantly more likely to report leaving their primary weekday destination at all the time blocks after 4:00 p.m.

More than half the respondents said they would be willing to walk or drive to the bus stop/park and ride (Figure 8).

The average one-way fare that Sun Prairie residents would be willing to pay was $3.16 (Figure 9). This is significantly higher than the Metro base fare of $2.00 per ride.
Operational Imperatives

A majority of respondents said that all five operational factors (travel time, frequency of service, emergency ride home, cost, and availability of midday/evening service) were important or very important (Figure 10). Somewhat surprisingly, the cost of the weekday express bus service was only the fourth most important feature in terms of the proportion of respondents rating a feature as very important. This seemingly corresponds to the willingness to pay above region-average fares for such a service.

Some operational factors were particularly important to specific demographic groups within the Sun Prairie population:

- **Frequency of service** is more important to people of color
- **Midday/Evening service** is more important to older and lower income respondents
- **Cost** is more important to lower income respondents
- **Emergency rides home** are more important to women and lower income respondents

Demographics

The sample included more respondents in the 55-64 and 65+ age categories (Figure 11). Because of this disparity in the age distribution, the SRC, as noted above, tested for and found many instances in which the views of those over 55 were significantly different from the opinions of younger residents.

The gender balance of respondents was similar to the overall adult population in Sun Prairie (Figure 12).

There is a very tight alignment between the racial/ethnic identity of Sun Prairie sample respondents and Census figures (Figure 13).

Compared to household income as reported in the Census’ American Community Survey (ACS) for Sun Prairie as a whole, respondents to this survey were more affluent than average (Figure 14).

Nearly half the respondents said they live in the West or Northwestern portion of Sun Prairie and the fewest reside in the Southwestern portion of the city (Figure 15).
The Data

The City of Sun Prairie, Wisconsin, worked with the Survey Research Center (SRC) at the University of Wisconsin at River Falls (UWRF) on a survey designed to measure city residents’ interest in a weekday, express bus service to Madison, Wisconsin. On September 7, 2018, the SRC sent a two-page survey to a sample of 1,323 Sun Prairie, Wisconsin households. Non-respondents received a postcard reminder two weeks after the initial mailing. Those who had still not responded received a second survey two weeks after the postcard.

The SRC over-sampled people of color and under-sampled those 65 and older. This was done based on expected response rates and the desire to have a sample of respondents that matched the demographic profile of the city as closely as possible. A total of 85 surveys were returned as non-deliverable. This report is based on the 389 surveys (31% response rate) that were completed. The survey included web addresses for those who preferred completing the survey online; the SRC received 69 of the 389 surveys from the online option. The survey was also available in Spanish and Hmong, but no surveys were completed using those options.

Sample Validation

All surveys have to be concerned about “non-response bias,” which occurs when people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Appendix A summarizes the results of a standard way of testing for non-response bias. Based on that analysis, there is little evidence that non-response bias is an issue for this dataset.

The City of Sun Prairie was also concerned that, because those over 55 years of age were over-represented in the sample, age bias might also be a concern for this survey. Therefore, the SRC also tested to see if there were significant differences based on age. The SRC found that there are many differences in how younger and older residents would use an express bus service, but no differences in if or how frequently they would use such a service. Because the age differences that exist seem unlikely to affect conclusions about the overall demand for this service, the SRC has not adjusted the results reported in this summary to account for the over-representation of older Sun Prairie residents in the sample. The age bias analysis is also included in Appendix A.

Appendix B compiles and categorizes responses to open-ended questions in the survey.

Appendix C is a summary of responses to the numeric/categorical questions.
Interest in Express Bus Service

The first question in the survey was, “Would you ever use a weekday express bus service (with emergency guaranteed ride home) between Sun Prairie and Madison? As Figure 1 indicates slightly fewer than half (47%) said they would use such a service. Based on Sun Prairie’s adult population of 23,017 (ACS, 2012-2016), if 47% used an express bus service at least occasionally, more than 10,800 adults would use this service. This probably overstates the number of Sun Prairie adults who would actually use an express bus service to Madison. Responses to an open-ended question indicate that a number of participants responded to the survey based on their potential future need for bus service to Madison or on their conviction that such a service would be beneficial to Sun Prairie. While ridership estimates from this survey probably overstate actual use, they do suggest a high level of support for developing bus service linking Sun Prairie and Madison.

![Figure 1: Would Use Sun Prairie-Madison Weekday Express Bus Service, 2018](image)

There is a strong negative statistical relationship between income and the probability of respondents saying they would use an express bus service. In particular, there is a sharp break at household incomes above $75,000. Of the 151 who reported that their household income was less than $75,000, 60% said they would use a weekday express bus service to Madison; only 38% of those earning more than that amount were interested. Since lower-income households are under-represented in the sample, it is possible that somewhat more than 47% of adults in Sun Prairie would use this bus service.

In addition, people of color living in Sun Prairie were more likely to express interest in an express bus service to Madison (66% said they would use the bus vs. 42% of white respondents).
The percentage of those interested in weekday express bus service to Madison is remarkably stable across the age groups. For respondents between the 25 – 34 and 65+ age categories, the smallest proportion saying they were interested in bus service was 42% and the largest was 49%.

If a respondent said they would not use a weekday express bus service to Madison, they were asked to skip to the questions asking about their age, gender, race/ethnicity, and income. For the 178 who were interested in a weekday express bus service, the SRC asked them a number of follow-up questions. The first follow-up question was to indicate how often they would typically ride a weekday bus service. Answer options were 4-5 days per week, 2-3 days per week, 1 day a week, a few days a month, less than once a month.

Figure 2 indicates that more than half the respondents interested in bus service to Madison would use it at least weekly. Further, if 31% of the roughly 10,800 adults living in Sun Prairie who are estimated to be interested in this service actually rode the bus almost every day, more than 3,300 daily riders. This is likely an “aspirational” ridership. These respondents may intend to ride the bus daily, but life events might make this impractical (appointments after work, the need to take bulky/heavy items to or from work, inclement weather, etc.). If these riders only manage to ride the bus most workdays one week a month, that would represent about 850 riders a day.

**Bus Service Factors**

The SRC asked those interested in this service to identify to which destinations they would take the bus at least once a month. They could select as many as they wanted from the list shown in Figure 3. Of the 150 who identified at least one destination to which they would take the bus at least once a month, about half or more would be going to downtown Madison or the East Towne
Mall. About one-quarter would use the bus to get to UW-Madison, MATC-Truax Campus, or the UW-Madison West Campus. Among the “other” destinations noted were the West Towne Mall, the airport, and various hospitals/medical clinics.

A majority of the 168 who responded said the primary reason they would use a weekday, express bus service would be to get to work (Figure 4). There were also a large number of “other” reasons specified for using a bus service to Madison, many of which mentioned shopping, getting to appointments, and going to restaurants or other entertainment venues. Only 7% said they would use the bus primarily to get to school.
Not surprisingly, those under 55 were significantly more likely to say they would use the bus to get to work than were respondents older than that. People of color were significantly more likely than white respondents to say they would use the bus to get to school.

Regardless of their reason for taking a weekday express bus, most respondents currently get to their Madison destinations by driving there alone (Figure 5). Most of the “other” responses in Figure 5 said a friend or family member usually drives them to their destination.

![Figure 5: How Respondents Currently Get to Madison Destinations, 2018](image)

Interestingly, no one from more affluent households said they use a ride hailing company like Uber or a taxi to get to their destination. In contrast, 10% of those from households earning less than $75,000 said they rely on those services, which are typically more expensive ways of getting to one’s destination.

Less than half (45%) of the respondents said that if they drive to work, they have to pay for parking. Clearly, the fact that parking is free for a majority of these respondents creates a certain disincentive for using an express bus. Interestingly, a significantly higher proportion of people of color (61%) said they have to pay for parking when they drive to work than was the case for white respondents (38%).

The next two graphs summarize the times that respondents typically arrive at their primary weekday destination (Figure 6) and when they typically depart from that destination (Figure 7). Respondents could select multiple arrival and departure times, so the values in Figures 6 and 7 sum to more than 100%.
As one would expect, the most common time respondents arrive at their primary weekday destination aligns with fairly standard times for the start of the workday (Figure 6). Respondents typically arrive between 7:00 a.m. and 8:30 a.m. at their primary weekday destination.

The typical arrival times of demographic subgroups differ in substantial ways:

- Respondents from households reporting less than $75,000 per year and people of color have a more dispersed typical arrival time with higher proportions arriving prior to 7:00 a.m. and between 8:30 a.m. and 10:00 a.m.
- Respondents younger than 55 are significantly more likely to report arriving at their weekday destination between 7:00 a.m. and 8:30 a.m. Older respondents were significantly more likely to say they arrive at their destination between 10:30 a.m. and noon.

The typical departure times for those who might use an express bus to get back to Sun Prairie align with when many businesses close for the day (Figure 7, next page). Most leave their typical weekday destination between 4:00 p.m. and 5:30 p.m., which, given typical arrival times, corresponds to a typical workday with time off for lunch.
The primary demographic difference in terms of when respondents leave their primary weekday destination is with respect to age. Those under 55 were significantly more likely to report leaving their primary weekday destination at all the time blocks after 4:00 p.m. People of color were more likely to report leaving their primary destination before 3:00 p.m. and most time slots after 4:30 p.m.

We asked those interested in a weekday express bus service how they would be willing to get to a bus stop or park and ride lot to catch the bus. They could select as many options as applied from driving, biking, walking, or taking a taxi to the park and ride or bus stop. As Figure 8 indicates, more than half said they would be willing to walk or drive to catch the bus.
Different demographic groups have distinct preferences for getting themselves to the place where they could catch the bus:

- **Walk** – Younger respondents, people of color and those from less affluent households were significantly more likely to say they would be willing to walk
- **Bike** – Men and younger respondents were more willing to bike
- **Taxi** – lower income respondents, people of color, and older respondents were more likely to be willing to take a taxi to the bus stop

The average one-way fare that Sun Prairie residents would be willing to pay was $3.16. As Figure 9 shows, the distribution is somewhat skewed to the right; about one-third of respondents would be willing to pay $4 or more for a one-way fare. However, the majority would be willing to pay $3 or less.

![Figure 9: Acceptable One-Way Fare, 2018](image)

There were no statistically significant differences in the amount demographic subgroups would be willing to pay as a one-way fare.

**Operational Imperatives**

We asked respondents how important five operational factors were in terms of their decision to use an express bus service. The operational factors were travel time to the destination, frequency of service, availability of midday and evening service, cost, and an emergency ride home.

Answer options were very important, important, neutral, unimportant, and very unimportant.
Figure 10: Importance of Express Bus Operational Features

- Travel Time
- Frequency of Service
- Emergency Ride Home Service
- Cost
- Availability of Midday/Evening Trips

Figure 10 indicates that a majority of respondents said that all five of these operational factors were important or very important. Somewhat surprisingly, the cost of the weekday express bus service was only the fourth most important feature in terms of the proportion of respondents rating a feature as very important. Considering important and very important answers together, cost is still substantially less important to respondents than the travel time to their destination and frequency of service. Only the emergency ride home service was deemed as unimportant or very unimportant by more than 10% of the respondents.

Demographically:

- **Frequency of service** is more important to people of color
- **Midday/Evening service** is more important to older and lower income respondents
- **Cost** is more important to lower income respondents
- **Emergency rides home** are more important to women and lower income respondents
Demographics

The Sun Prairie Express Bus Survey included five questions that provide a demographic glimpse of respondents. In the figures that follow, when available, the SRC included comparable data about all adults in Sun Prairies based on the 2012-2016 American Community Survey of the U.S. Census.

Age of Respondents

Figure 11 shows the proportion of the 379 respondents who fell into the six age categories shown. The Census data indicated that 12% of the adult population of Sun Prairie are 65 or older. Because people 65 and older tend to respond to surveys at higher rates than younger cohorts and because they might be less likely to use a week-day express bus service if they are retired, this group was under-sampled. Only 7.5% of the sample was expected to be over 65. Despite this, Figure 11 shows that the sample included more respondents in the 55-64 and 65+ age categories. Because of this disparity in the age distribution, the SRC, as noted above, tested for and found many instances in which the views of those over 55 were significantly different from those younger than that. As noted earlier in this report, the SRC found that, while there are many differences in how younger and older residents would use an express bus service, there are no differences in if or how frequently they would use such a service. Because the age differences that exist seem unlikely to affect conclusions about the overall demand for this service, the SRC did not weight the results reported in this summary to account for the over-representation of older Sun Prairie residents in the sample. Instead, we noted significant differences in response patterns by age throughout the report.

Figure 11: Age of Express Bus Survey Respondents, 2018
As is usually the case in surveys, there were substantially fewer respondents in the under 25 and 25 to 34 age categories. The proportion of respondents in the middle age categories (35-44 and 45-54) were very close to what was expected given the census numbers.

**Gender of Respondents**

As Figure 12 indicates, there was a slightly higher proportion of males in the sample than in the overall adult population in Sun Prairie. But, the gender balance in the sample is within the sampling error. Compared to males, female respondents reported significantly lower household income.

![Figure 12: Gender of Express Bus Survey Respondents, 2018](image)

**Race/ Ethnicity**

Because people of color often respond to surveys at somewhat lower rates, the SRC oversampled this segment of the Sun Prairie population. The Census indicates that people of color comprise about 16% of the adult population of Sun Prairie; this group made up 32% of the SRC initial mailing. As Figure 13 (next page) shows, there is a very tight alignment between the racial/ethnic identity of Sun Prairie sample respondents and Census figures.

People of color in the sample were significantly younger and from households with lower incomes than were respondents who identified as white or Caucasian.
Household Income

 Compared to household income as reported in the Census’ American Community Survey (ACS) for Sun Prairie as a whole, respondents to this survey were more affluent than average. Both the national and state economy have experienced significant growth over the 2012-2016 period. Since the ACS data reflects an average over those years, one would expect the 2016 income levels to be higher given the growth experienced. However, it does appear that the survey responses will over-represent the opinions of higher income households in Sun Prairie (Figure 14). Income was significantly lower among women, people of color and older residents. Income was also significantly lower among residents in the Central and West Central (see map below) portions of Sun Prairie and highest in the Northwest.
Residence in Sun Prairie

As Figure 15 indicates, nearly half the respondents said they live in the West or Northwestern portion of Sun Prairie and the fewest reside in the Southwestern portion of the city. It is not clear the degree to which this distribution aligns with household numbers by area.

Figure 15: Region of Sun Prairie of Express Bus Survey Respondents, 2018
Conclusions

The results of this survey indicate a relatively strong demand for a weekday, express bus service between Sun Prairie and Madison. Nearly half the respondents said they would use such a service at least occasionally and, based on the adult population of Sun Prairie, this means in excess of 10,000 residents might use the bus at least occasionally. Further, the percentage of those interested in this bus service was very similar across age group up to the typical retirement age of 65. Bus service is particularly interesting to lower income residents and people of color.

Sun Prairie residents are most likely to use the bus to get to East Towne Mall or downtown Madison at predictable times; between 7:00 and 8:30 in the morning and 4:00 and 5:30 in the evening. The average fare they would be willing to pay for a one-way trip is slightly more than $3.00.

Respondents are particularly concerned about the time it would take to get to their destination on the bus, how frequently busses would run between Sun Prairie and Madison, and the cost of a fare.

The SRC believes that the survey sample is broadly representative of adult residents of Sun Prairie. To the extent there are biases, the over-representation of older and wealthier residents suggests that the results reported may under-estimate interest in a bus service between Sun Prairie and Madison.
Appendix A – Sample Validation

Non-Response Bias

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose that only people who are particularly interested in an express bus service responded to this survey. In that case, we would expect that the percentage saying they would use such a service to be greater than would be true if a truly random sample of Sun Prairie residents responded to the survey.

A standard way to test for non-response bias is to compare the responses of those who responded to the first invitation to take the questionnaire to those who responded to subsequent invitations. Those who respond to subsequent invitations are, in effect, samples of non-respondents (to the first invitation), and we assume that they are representative of that group. In this survey, 239 people responded to a first invitation and 150 responded to subsequent invitations.

We tested 45 variables and found 5 with statistically significant differences between the mean responses of these two groups of respondents. These differences are summarized in Table A1.

A higher proportion of those who responded to the second or subsequent reminders were more likely to take a bus to UW-Madison West Campus, to arrive at their primary weekday destination between 7:30 and 7:59 a.m., and leave that destination between 4:30 and 4:59 p.m. Those who responded to the first invitation were significantly older than those who responded subsequently. The travel time from Sun Prairie to their destination was more important to those who responded to second or third reminders.

Based on this analysis, there is little evidence that non-response bias is an issue for this dataset.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean First Invitation</th>
<th>Mean After Reminder</th>
<th>Statistical Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3. Destination — UW Madison West Campus</td>
<td>0.09</td>
<td>0.19</td>
<td>.025</td>
</tr>
<tr>
<td>Q5 Typical arrival time 7:30 – 7:59 a.m.</td>
<td>0.10</td>
<td>0.20</td>
<td>.026</td>
</tr>
<tr>
<td>Q6 Typical departure time 4:30 – 4:59 p.m.</td>
<td>0.11</td>
<td>0.24</td>
<td>.005</td>
</tr>
<tr>
<td>Q11 Importance of travel time</td>
<td>1.98</td>
<td>1.64</td>
<td>.018</td>
</tr>
<tr>
<td>Q14 Age of respondent</td>
<td>4.20</td>
<td>3.83</td>
<td>.011</td>
</tr>
</tbody>
</table>
Age Bias

Because younger Sun Prairie residents were somewhat under-represented and older ones over-represented in the sample, the SRC also tested to see if there were significant differences based on age. We looked for statistically significant differences in the responses of those under 55 years of age compared to those 55 and over. Those 55 and over comprised 40% of the sample but only 25% of the overall adult population in Sun Prairie according to Census estimates. The SRC found that there are many differences in how younger and older residents would use an express bus service, but no differences in if or how frequently they would use such a service.

Table A1 – Statistically Significant Differences Between Responses of Those <55 and 55 and Over

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean &lt; 55 Years Old</th>
<th>Mean 55+ Years Old</th>
<th>Statistical Significance</th>
</tr>
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<tbody>
<tr>
<td>Q3. Destination – Madison College – Truax Campus</td>
<td>0.18</td>
<td>0.07</td>
<td>.001</td>
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<tr>
<td>Q3. Destination – UW Madison</td>
<td>0.19</td>
<td>0.11</td>
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<td>Q4. Main reason take bus</td>
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<td>2.30</td>
<td>.000</td>
</tr>
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<td>Q5 Typical arrival time 6:30 – 6:59 a.m.</td>
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<td>0.02</td>
<td>.001</td>
</tr>
<tr>
<td>Q5 Typical arrival time 7:00 – 7:29 a.m.</td>
<td>0.20</td>
<td>0.07</td>
<td>.000</td>
</tr>
<tr>
<td>Q5 Typical arrival time 7:30 – 7:59 a.m.</td>
<td>0.19</td>
<td>0.05</td>
<td>.014</td>
</tr>
<tr>
<td>Q5 Typical arrival time 8:00 – 8:29 a.m.</td>
<td>0.18</td>
<td>0.09</td>
<td>.011</td>
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<td>Q5 Typical arrival time 10:00 – noon</td>
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<td>0.16</td>
<td>.015</td>
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<td>0.18</td>
<td>0.08</td>
<td>.006</td>
</tr>
<tr>
<td>Q6 Typical departure time 4:30 – 4:59 p.m.</td>
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<td>0.07</td>
<td>.000</td>
</tr>
<tr>
<td>Q6 Typical departure time 5:00 – 5:29 p.m.</td>
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<td>Q6 Typical departure time 5:30 – 5:59 p.m.</td>
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<td>Q6 Typical departure time 6:00 – 6:29 p.m.</td>
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<td>0.02</td>
<td>.029</td>
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<tr>
<td>Q6 Typical departure time 6:30 – 6:59 p.m.</td>
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<td>Q9. Bike to bus stop</td>
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<td>Q11c. Importance of availability midday/eve service</td>
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<td>.006</td>
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<td>Q11c. Importance of availability of emrg ride home</td>
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<td>1.94</td>
<td>.036</td>
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<td>Q12. Where in S.P reside</td>
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<td>Q16. Race/Ethnicity</td>
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</tr>
<tr>
<td>Q17. Household income</td>
<td>4.80</td>
<td>4.17</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table A2 shows that younger respondents would be more likely:

• to take the bus to different destinations (Madison College – Truax Campus, UW-Madison)
• use the bus primarily to get to work (64% of those under 55 vs. 33% of older respondents)
• use the bus before 8:30 a.m. to get to work, but less likely to use the bus after 10:30 a.m.
• use the bus between 4:00 and 7:00 p.m. to get home from work
• to walk or bike to the bus stop
• to have a lower maximum average fare they’d be willing to pay
• find less value in the availability of midday/evening service or emergency rides home
• to reside in the western portion of Sun Prairie
• to be non-white
• to have higher average household incomes

Because the age bias that exists in this sample is mainly about how an express bus service would be used (destinations, timing of service, etc.) and not in the overall demand for this service, the SRC has not adjusted the results reported in this summary to account for this bias.
Appendix B – Sun Prairie Express Bus Survey Open-Ended Comments

Question 3: To which destinations would you take a weekday express bus at least once a month? Other. (84 Responses)

- Airport (x2)
- Big East UW
- Capitol
- Council for the blind
- Dane County Airport
- East Transfer Point
- Hill Farms Gov’t building
- Madison Area Rehabilitation (MARC) Center
- Madison West
- Middleton
- None
- Nothing, not used Hilldale
- Oakwood village east, Horizon School
- Old Sauk
- Prairies Lakes Area. Shopping. Dean Clinic-Stoughton Road
- SSM
- SSS Hospital
- St. Mary’s Hospital
- UW Hospital (East Park)
- Walmart East
- West Town Mall
- West Town Mall or transfer point.
- West Towne
- West Transfer SME
- Work Mon. Thru Fri.
- Would love to see service to Oregon, Verona
Question 4: What is the main reason you would take a weekday express bus? Text. (71 Responses)

- Shopping (x12)
- Appointments (x3)
- Doctor (x2)
- Dr. Appts (x2)
- Entertainment (x2)
- Leisure (x2)
- Recreation (x2)
- Activities in Madison. Save mileage on vehicle.
- Airport, Shop, MATC class, Capitol/State Street, Entertainment
- Airports/appointments/meetings
- Anything as I don't drive
- Appts, Shopping
- Badger Game
- Badger Games, nightlife
- Big Events/Parking
- Car not working
- Doctor's appointments and shopping
- Dr. Shop
- Errands
- Events
- Food Places
- Fun
- Get Downtown
- Going downtown for a concert or similar
- Health Concerns
- Hospital-Shopping
- Just because/carpool
- Meal site/tourism
- Medical appointments, shopping
- Mother in law has no car
- My kids
- Never
- No longer drive
- Not used
- Personal
- Restaurants, Museum, Games
- Save $, not use vehicle
- Shop
- Shop, go to government offices
- Shop/Visit
- Shopping & restaurants, also appointments on left side
- Shopping Events
- Shopping/appointments
- Shopping-restaurants
- Sporting events, special events
- Travel/reduce pollution
- Unsure
- Volunteer Work
- When kids need car
- Work downtown, shopping, meet daughter at UW Madison
- Work for son
Question 5: My typical arrival time at my primary weekday destination is: Text. (20 Responses)
- 3pm (x2)
- Evening (x2)
- NA (x2)
- ?
- 11:00-9:00pm
- 2:00-8:00
- 6:30 pm
- Any
- Appt. Times
- Appts.
- Depending on activity.
- Depends on appt.
- Late afternoon/early evening
- Not used
- Random
- Variable
- Varies

Question 6: My typical departure time at my primary weekday destination is: Text. (20 Responses)
- NA (x2)
- 10:00 pm (x2)
- 6:59-12:30AM
- 8:30
- 9:00 p.m. Or later
- 9:00pm
- 9:45 pm
- Any
- Depending on activity.
- Depends on appt.
- During
- Late evening night time
- Not used
- Off at 7pm
- Random
- Return from UW- Appt. East Park
- Variable
- Varies

Question 7: How do you most often get to your primary Madison destination now? Text. (14 Responses)
- Friends (x2)
- Always stay in south
- City Bus
- Daughter drives me
- Drive to transfer point and bus
- Driven, when necessary, by son
- Friend/family
- I don't have a primary Madison destination.
- Ride it to 1st Wash to catch the bus
- Someone takes me
- Spouse
- Uber
- Varies

Question 16: Of which racial/ethnic group do you consider yourself? Text. (9 Responses)
- Asian (x2)
- 3 or More races
- Black/white
- Brazilian
- Human
- Human Race, there is no color to describe race
- Husband is Asian American
- Indian American
Question 18 - Comments: Please use the space below to provide any further comments or information that will assist us in planning for this service if it is decided to move forward with the proposal. Text. (99 Responses)

Positive/Supportive Sentiments (49 Responses)

- A very worthwhile project
- Although I live just NE of Sun Prairie, I would occasionally use a bus to Madison or within Sun Prairie if convenient.
- Although I would not use the bus service, I think it's important to offer it to those that would.
- Although I would not use this service, I support it and believe that it could be helpful to many.
- Because I would only use bus service sporadically, I cannot give any specifics. If it were consistently reliable, I know that I would use it.
- Being able to access a bus in the Sun Prairie area would be extremely helpful, especially if you consider that sometimes vehicles may have to be fixed or just having the option to ride the bus.
- Both wife and I would be interested.
- Bus in S.P. service as the area is growing.
- Bus service in and out to different cities would be fine!
- Bus Service would be and is much needed for Sun Prairie.
- Good idea.
- Great idea. Happy to have even if I never use it.
- Have Bus go to East Park UW Center (Hospital and ER). So many use this ER and Hospital.
- I also have family that use the Madison bus service. This opens options to come to Sun Prairie & work in Sun Prairie.
- I am a self-employed carpenter. I need a vehicle and tools each day, so the bus is not an option much. Where I to change jobs, I would be more inclined to use it daily.
- I am blind and depend on public transportation.
- I am sure the bus would be good for people who do have other transportation.
- I am sure this service would be greatly appreciated by many in S.P. just not me. Go for it.
- I believe bus service to and from Madison would be great. It is needed. I don't personally need it at this time.
Positive/Supportive Sentiments (continued)

- I believe that this service will benefit a lot of SP residents. It will create a better way to travel to Madison. SP is expanding, and many people would love this service. I personally would use this service to get to work and to get to other destinations. The planet is important, and we have to save it. The less pollution we use the better. Also, this would provide increased opportunities. A bus route to SP to Madison would pay off. I hope you consider my idea and believe that it would be beneficial to all. I love Madison Metro and they all work so hard every day to keep it going!

- I believe the only route in Sun Prairie would be Reiner, O’Keefe, Main, Grande Ave. Pickup locations near YMCA, Walmart, Main/Grande Ave, and Target/Woodman’s

- I do not need this service, but I know many others do.

- I do not travel to Madison daily. When I moved to Sun Prairie, I chose my location in part based on the proximity to Madison and its bus system -- hoping it would one day be extended to Sun Prairie. When I retire in a few years, I believe I would use bus service to Madison for leisure activities. For example, take the bus to UW to attend hockey games and avoid the parking issues, or to use the State Historical Society library. I could see taking it downtown to the Farmers’ Market on Saturday mornings, if it was available.

- I see a large number of low-income individuals who need bus service to get to their jobs. They simply do not have enough income to have housing and a reliable auto. A bus would provide a real benefit.

- I think it is a great idea!

- I think Sun Prairie is long overdue for a connection to the Madison Metro System Transit options will attract more people to

- I think this will be great for Sun Prairie

- I used to live in Europe. Mass transit is great! It is badly needed here.

- I would be interested in using to conferences downtown or events but that would be only a handful of times per year

- I would definitely use this service if it were offered directly to UW Hospital. It currently takes me ~45 minutes to commute from my home to UW Hospital, so keeping travel time somewhat close to that would be ideal.

- I would use the bus service to stay off winter roads and during rush hour traffic.

- I would use the bus to get to work downtown Madison if it was convenient and cost effective. I would get a monthly pass if it's cheaper than the gas I would use.

- I'm recently retired, but if I was still working in Madison, I would definitely be interested in using this service.

- Interested in bus service for my adult son with a disability

- It would be a help to younger teenager that live by high school and work at Walmart.

- Let's be a real City!

- Ride to Dr. App to and back from Madison
Positive/Supportive Sentiments (continued)

- Service from Sun Prairie to UW-Madison Campus would have been great for my kids
- Sun Prairie has such a close proximity to Madison and other communities in the area that it only makes sense to utilize public transportation as a service to other citizens. Bus service is available to most of the suburbs surrounding Madison and with Sun Prairie being the largest city outside of Madison, it only makes sense.
- Taxi service to Madison is currently inadequate. We need to add a connection to Madison. Express to downtown would be fabulous, but connecting to Madison’s system during all their hours should be first goal.
- This service is very important to the elderly and disabled to get out in the community. As of now, they only have access to transportation for medical appointments. I think it’s critical to maintain employment for low-income individuals.
- This would also be a great way for teens to be able to be self-sufficient for work and other activities.
- Use mainly in wintertime for events, decreased parking space and lower cost of parking in Madison. Special events at the capital (concert on square).
- We need bus for go to buy grocery’s in Sun Prairie (woodman’s, Walmart, pick ’n save, target, movie theater)
- We need this express bus service badly. If you don't own a vehicle and live in Sun Prairie, you feel like you're trapped here. Please get the express buses.
- We would personally not use this service as we each have vehicles, but I could see it as some useful option for other families.
- Thank you for considering this service-anything to help cut down on traffic and keep the cost of community low.
- We would love bus service to Madison as it is hard for us to get their cause Uber is very expensive.
- While I think this is important for some residents I personally would probably not use this service
- Nice idea. Commuter train would be better, but this would be a start. If train, may use daily
- Currently don't work in Madison but might in the near future. Bus service would be extremely helpful to avoid rush hour and exorbitant parking fees. Would also use on evenings and weekends to go downtown and avoid the same traffic and parking fees.
**Recommendations (12 Responses)**

- Although I would not use this service because of age, there are lots of people who need this service if their daily cost is not too great. It must be affordable. I hope S.P. offers this Bus service needs to benefit those with disabilities. Please talk to organizations like MARC, Care WI, IRIS, to explore how this service in Sun Prairie will help.
- Bus service should not be focused on certain demographics. If the service is not part of an effective network, it is much more difficult to be successful.
- Can we also focus on security of vehicles left at park and ride? Kids will break in that is Sun Prairie now.
- I think bus service across Sun Prairie would be more beneficial than bus service to and from Madison.
- I would not mind a weekend service to downtown
- I would use a weekend service for rides to and from social gatherings
- Just wanted to mention it would be beneficial to a lot of people if bus would go to St. Mary's Hospital also.
- Minimal stops along the route would be ideal since these are express buses.
- Need a w/out handicapped taxi
- Service should stop at Madison transfer points. We share a car to carpool downtown. We'd use the bus if one of us had to attend after hours work meetings, which happens occasionally.
- Start out slow and grow into it based on demand
- You should consider weekend service or at least Saturdays 6am to 8pm

**Wouldn’t Meet Our Needs (10 Responses)**

- I am retired and live in the town of Sun Prairie, so bus service would not be convenient
- I and my spouse have a car, so we do not need to find public transportation
- I commute to downtown Madison and would think that my 30-45-minute trip would be faster
- I work in Beaver Dam and my wife works in S.P.- Weekday bus service is not suited for us
- I would only use bus service if I couldn't drive or no longer had a car.
- I would use for going to work each day if I worked in Madison, but unfortunately, I work in Oregon, WI
- My job requires variable hours and days off work. Public transportation does not fit my needs
- Sorry about the grease stain I had a fish fry. As of now we don't need a bus service, for us, we drive ourselves but down the road it's a possibility :)
- These answers apply if I was to become hired in a job downtown Madison.
- We live in a rural area and would not ride a bus
### Opposed (10 Responses)

- As a taxpayer, I deserve to know how much this service costs, or will cost, and what other services with not be provided due to this.
- I do not think there should be a bus from Sun Prairie
- I feel it would be used to bus more non-residence kids into our school district, there are already many kids attending our schools that claim residency by using relatives addresses!!
- I do not want it because probably subsidized with taxes and you already tax us enough.
- I don't think this is a good use of taxpayer money.
- I have never seen a mass transit system that paid for itself and thus cost most of an area's taxpayer base money to operate, I don't support.
- Not to be subsidized by Sun Prairie tax payers
- Please do not raise property taxes to pay for this service since they are already too high!
- Sun Prairie is feeling "too big". Adding and weekend bus service would add to traffic congestion on main and Windsor
- You're inviting more crime into Sun Prairie if you do this. You're already creating a mini south Madison in Sun Prairie.

### Miscellaneous (7 Responses)

- I'm 92 years old. Nice for younger people
- Hello, I no longer reside in Sun Prairie, so I don't think it would be appropriate to respond to the questions. Best of luck to you.
- I don't work in Madison
- I filled this out with my children mind oppose to my needs due finance and schedules
- If you want to know skin color, just ask
- No comment
- You would still have to get to the bus stop. Where would you park?
- When my wife had surgery and could not drive, there was limited resources, so I took off from work. The services-Taxis etc. Are limited expensive and have scheduling issues.
Sun Prairie Express Bus Survey

The City of Sun Prairie is considering adding weekday express bus service to the City of Madison. The future service may be operated by Metro Transit or a private provider, depending on availability of Metro buses and the destinations residents need to reach. Your feedback will help determine if there is sufficient demand for express bus service and, if so, the optimal operating times and destinations for the service. Thank you for your time.

Interest in Express Bus Service

1) Would you ever use a weekday express bus service (with emergency guaranteed ride home) between Sun Prairie and Madison? (fill only one bubble)
   - Yes: 178
   - No (Please go to Question 14): 199

2) How often would you typically ride a weekday express bus service? (fill only one bubble)
   - 4-5 days a week: 57
   - 2-3 days a week: 28
   - 1 day a week: 17
   - A few days a month: 45
   - Less than once a month: 36

3) To which destinations would you take a weekday express bus at least once a month? (fill all bubbles that apply)
   - 28 American Center
   - 90 East Towne Mall
   - 45 Madison College (MATC) – Truax Campus
   - 113 Downtown Madison
   - 51 UW – Madison Campus
   - 40 UW – Madison West Campus (UW, VA Hospitals area)
   - 28 Other (please specify): See Appendix B

4) What is the main reason you would take a weekday express bus? (fill only one bubble)
   - 85 Work
   - 11 School
   - 72 Other (please specify): See Appendix B

5) My typical arrival time at my primary weekday destination is: (fill all bubbles that apply)
   - 11 6:00 – 6:29 a.m.: 27
   - 16 6:30 – 6:59 a.m.: 18
   - 48 7:00 – 7:29 a.m.: 13
   - 44 7:30 – 7:59 a.m.: 35
   - 49 8:00 – 8:29 a.m.: 18

6) My typical departure time at my primary weekday destination is: (fill all bubbles that apply)
   - 26 noon – 2:59 p.m.: 54
   - 25 3:00 – 3:29 p.m.: 23
   - 24 3:30 – 3:59 p.m.: 16
   - 46 4:00 – 4:29 p.m.: 20
   - 52 4:30 – 4:59 p.m.: 15

7) How do you most often get to your primary Madison destination now? (fill only one bubble)
   - 140 Drive Alone
   - 11 Carpool
   - 1 Vanpool
   - 5 Taxi
   - 4 Ride hailing company (Uber or Lyft)
   - 2 Bicycle
   - 13 Other (please specify): See Appendix B

8) If you drove to work, would you have to pay for parking? (fill only one bubble)
   - Yes: 79
   - No: 98
9) How would you be willing to access the express bus service? (fill all bubbles that apply)

- Drive to park & ride lot: 127
- Bike to bus stop or park & ride lot: 40
- Walk to bus stop or park & ride lot: 113
- Sun Prairie Taxi to bus stop or park & ride lot: 19

10) What is the highest one-way fare that you would be willing to pay for the express bus service? (fill only one bubble)

- $2: 56
- $3: 74
- $4: 32
- $5: 23

11) How important (imp) are the following in your decision to use the express bus service? (fill only one bubble per factor)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very Imp</th>
<th>Imp</th>
<th>Neutral</th>
<th>Unimp</th>
<th>Very Unimp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel time</td>
<td>91</td>
<td>59</td>
<td>31</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Frequency of service</td>
<td>76</td>
<td>82</td>
<td>27</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Availability of midday/ evening trips</td>
<td>51</td>
<td>71</td>
<td>53</td>
<td>9</td>
<td>7</td>
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<tr>
<td>Cost</td>
<td>55</td>
<td>77</td>
<td>46</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Emergency ride home service</td>
<td>69</td>
<td>53</td>
<td>45</td>
<td>18</td>
<td>6</td>
</tr>
</tbody>
</table>

12) Please fill the bubble corresponding to where your residence is in Sun Prairie? (fill only one bubble)

<table>
<thead>
<tr>
<th>West</th>
<th>Northwest</th>
<th>East</th>
<th>Central</th>
<th>West</th>
<th>South</th>
<th>West</th>
<th>South</th>
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</thead>
<tbody>
<tr>
<td>51</td>
<td>52</td>
<td>45</td>
<td>24</td>
<td>35</td>
<td>19</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13) Do you have a valid driver’s license and vehicle to use regularly for trips to your primary weekday destination? (fill only one bubble)

- Yes: 217
- No: 21

14) What is your age? (fill only one bubble)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
<td>45</td>
</tr>
<tr>
<td>35-44</td>
<td>85</td>
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<tr>
<td>45-54</td>
<td>87</td>
</tr>
<tr>
<td>55-64</td>
<td>88</td>
</tr>
<tr>
<td>65+</td>
<td>66</td>
</tr>
</tbody>
</table>

15) What is your gender? (fill only one bubble)

- Male: 192
- Female: 182
- Don’t identify as either: 4

16) Of which racial/ethnic group do you consider yourself? (fill only one bubble)

- White/Caucasian: 305
- Black/African American: 16
- Indian/Alaska Native: 1
- Asian American: 26
- Hispanic/Latino/Spanish: 9
- Native Hawaiian/Pacific Islander: 0
- 2 or more races: 10
- Other (please specify): __See Appendix B__

17) What best describes the combined total income (before taxes) in 2017 for everyone in your household? (fill only one bubble)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Count</th>
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</thead>
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<tr>
<td>Under $15,000</td>
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<tr>
<td>$15,000-$34,999</td>
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</tr>
<tr>
<td>$35,000-$49,999</td>
<td>143</td>
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<tr>
<td>$50,000-$74,999</td>
<td>65</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>66</td>
</tr>
<tr>
<td>$100,000+</td>
<td>143</td>
</tr>
</tbody>
</table>

Comments

Please use the space below to provide any further comments or information that will assist us in planning for this service if it is decided to move forward with the proposal.

__See Appendix B__