TriMet Board of Directors Retreat

November 8, 2023



Welcome



Ahead Today

- Attitude & Awareness Survey Results
- How A&A Results Guide Our Vision 2030 Work
- Safety & Security Ideas
- Board Discussion
- Next Steps & Timeline



Attitude & Awareness Survey 2023 November 2023





Survey administration

What we did:

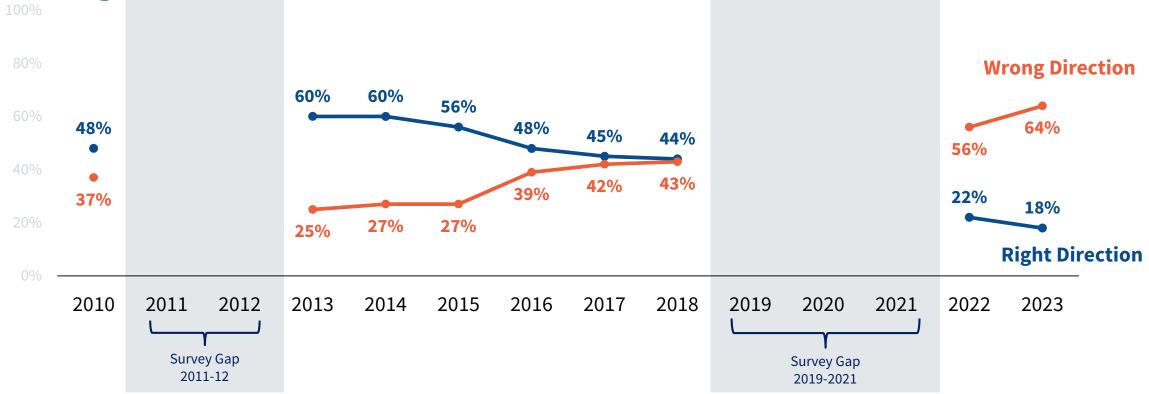
- Online survey fielded March-April 2023
- Postcard invitations mailed to 100,000 randomly selected addresses in the TriMet service area
- To incentivize participation, we conducted a drawing for a chance to win one of twenty-five \$100 gift card
- In six languages English, Simplified Chinese, Korean, Russian, Spanish, and Vietnamese

Who we heard from:

- Overall, we received 1,696 valid survey responses
- Mostly proportional demographic distribution of respondents
- Limited to people who live in the TriMet service area and reported they have knowledge of TriMet services
- Most respondents (83%) ride TriMet, even if infrequently

Public Mood

Belief that things in the Portland Metro area are going in the right direction continues to decrease

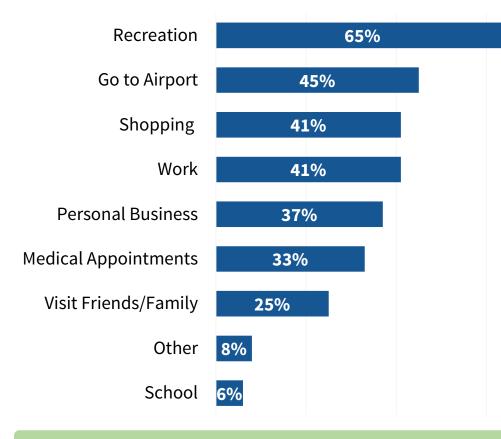


Q: Do you feel things in the Portland metropolitan area are generally going in the right direction, or do you feel things have gotten off on the wrong track? (2023 n= 1,686)

Key Findings

Key Findings: Ridership

Riders use TriMet for a variety of non-commute purposes and activities

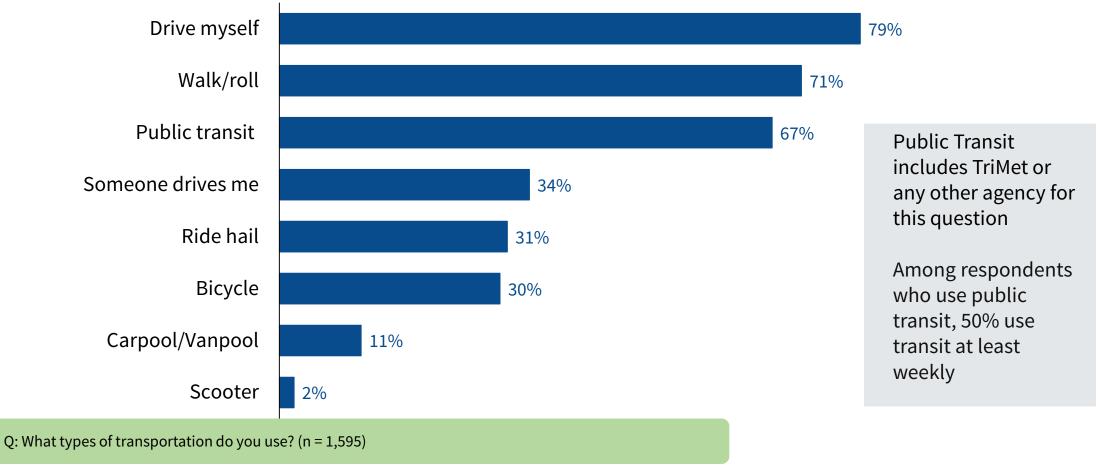


This aligns with a shift away from primarily commute-focused service towards TriMet becoming the preferred choice for a variety of travel needs.

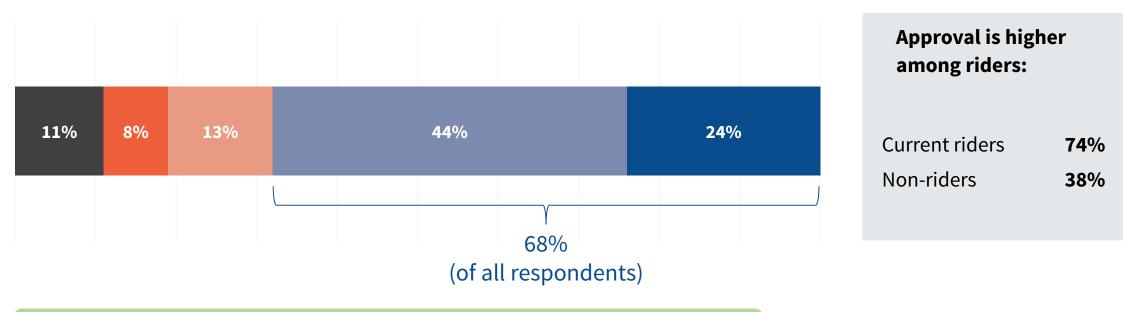
For which of the following activities do you ride TriMet? (n = 1,318)

Key Findings: Ridership

While 67% of respondents report using public transit, driving is the most common transportation type used



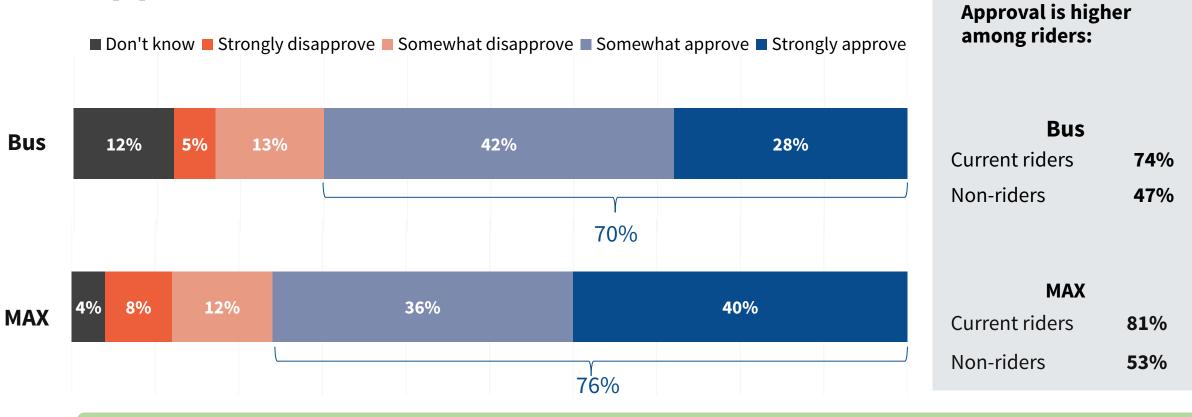
Key Findings: Approvals & Satisfaction Among current riders, 74% approve of the job TriMet is doing



■ Don't know ■ Strongly disapprove ■ Somewhat disapprove ■ Somewhat approve ■ Strongly approve

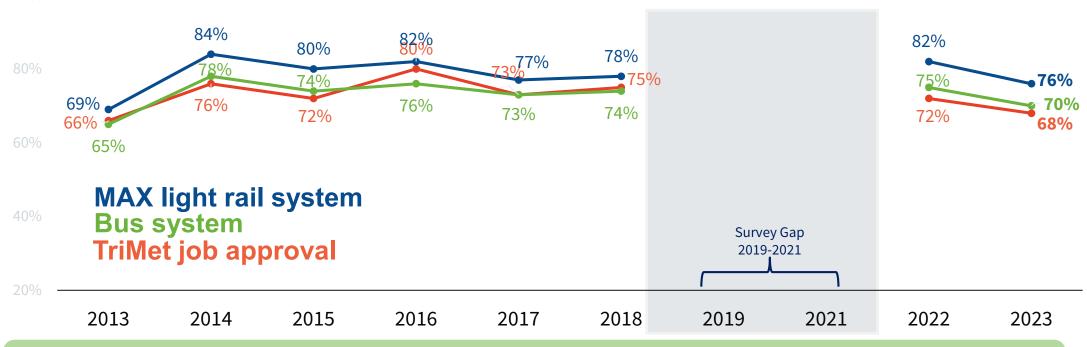
Q: From what you know or may have heard, do you approve or disapprove of the job TriMet is doing? (n=1,595)

Among current riders, 74% approve of bus and 81% approve of MAX



Q: Thinking about the TriMet bus system, with routes in the three-county metro area, do you approve or disapprove of the existing TriMet bus system? (n = 1,595) Q: Do you approve or disapprove of the existing MAX light rail system? (n = 1,595)

Consistent with prior years, most respondents approve of the transit systems and the job TriMet is doing MAX light rail remains the most popular TriMet service

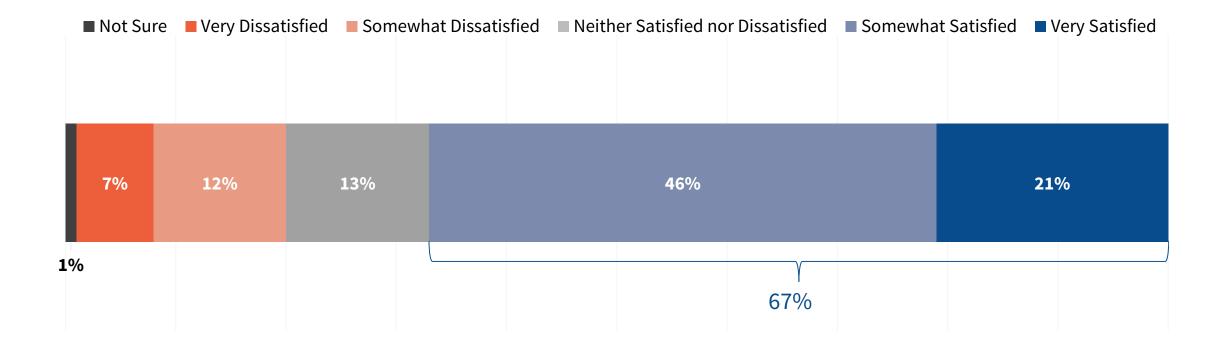


Q: Do you approve or disapprove of the existing MAX light rail system?

Q: Thinking about the TriMet bus system, with routes in the three-county metro area, do you approve or disapprove of the existing TriMet bus system?

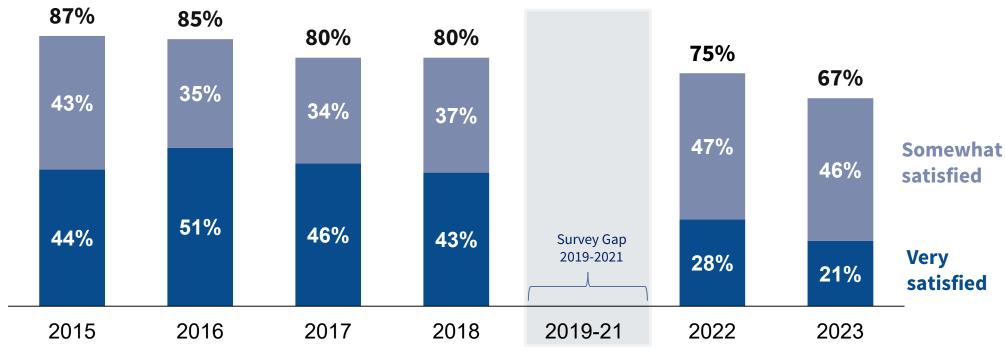
Q: From what you know or may have heard, do you approve or disapprove of the job TriMet is doing?

67% of riders are satisfied with their experience on TriMet



Q: Thinking of your travel on TriMet, how satisfied are you with your overall experience? (n = 1,318)

Even though satisfaction with TriMet experience has decreased somewhat over time, about 2 of 3 riders say they are satisfied with their overall experience



Q: Thinking of your travel on TriMet, how satisfied are you with your overall experience? (n = 1,318)

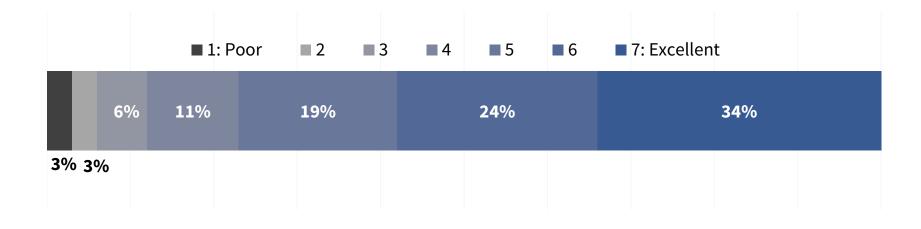
40% of respondents who ride at least several times a week would enthusiastically recommend TriMet to a friend or family member

10	40%	30%	30%
Frequent/Regular	Promoters	Passives	Detractors
Riders Net Promoter Score	 Rate 9 or 10 Enthusiastic supporters 	 Rate 7 or 8 Satisfied but not quite promoters 	 Rate 0 to 6 May discourage others from riding TriMet
-13 NPS among all	 29% among Current riders 	 28% among Current riders 	 42% among Current riders
Current Riders			

Q: How likely are you to recommend TriMet to friends or family members? (n = 1,594)

Key Findings: Fares

Most current riders say they get good value for their fare, 1 in 3 say they get excellent value

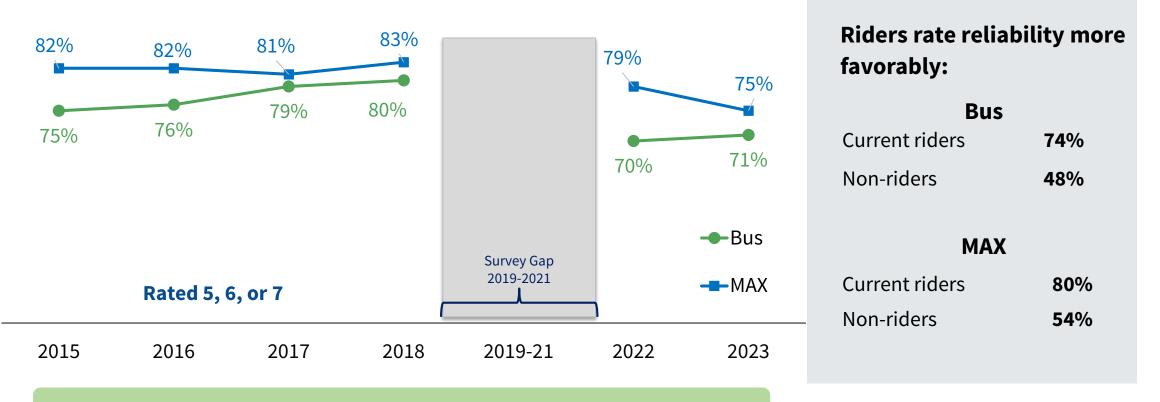


 Further, 83% say paying fares is somewhat or very easy

Q: In general, how would you rate the value of the transit service you receive for the fare paid? (n = 1,317) Q: How easy or difficult is it to pay your fare? (n = 1,317)

Key Findings: Reliability and Trip Planning

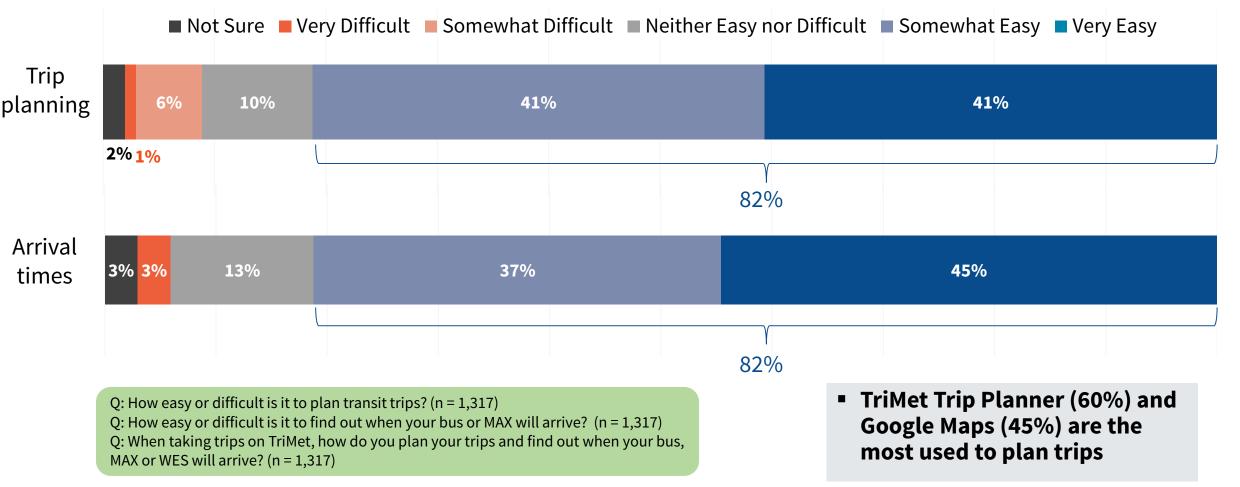
Riders continue to view MAX as being slightly more reliable than bus service



Q: From what you know or may have heard, how reliable is service on MAX/TriMet buses? (n = 1,595)

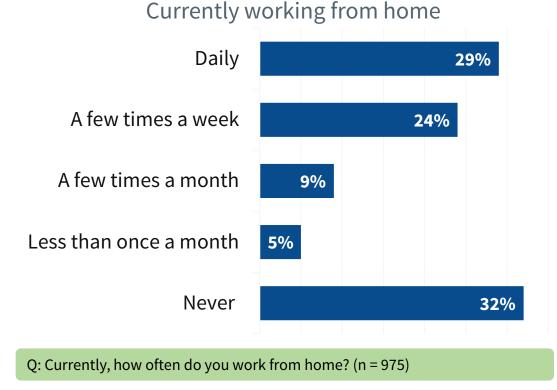
Key Findings: Reliability and Trip Planning

Riders find it easy to plan trips and track vehicle arrival times

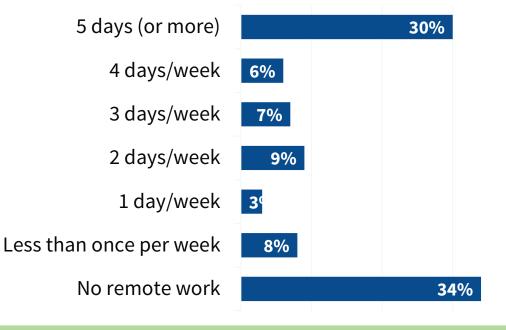


Key Findings: Travel Behavior

Among employed respondents, about a third work from home every day, a third commute every day, and another third do a mix of remote and in-person work

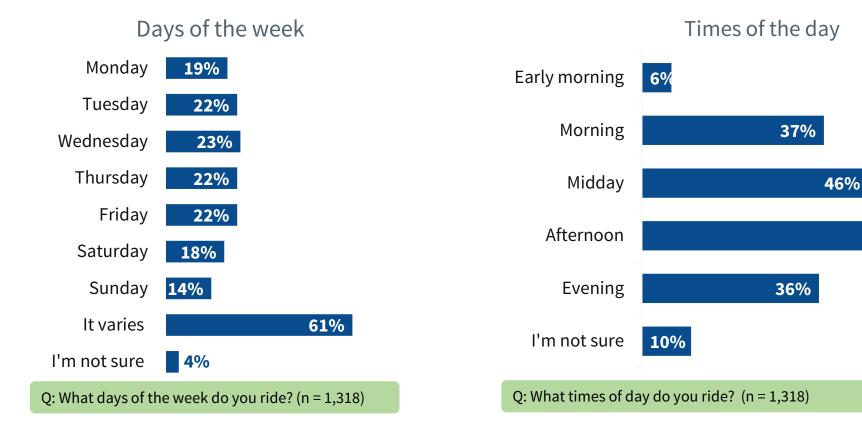


Option to work from home



Q: Which of the following work options has your employer offered? (n = 975)

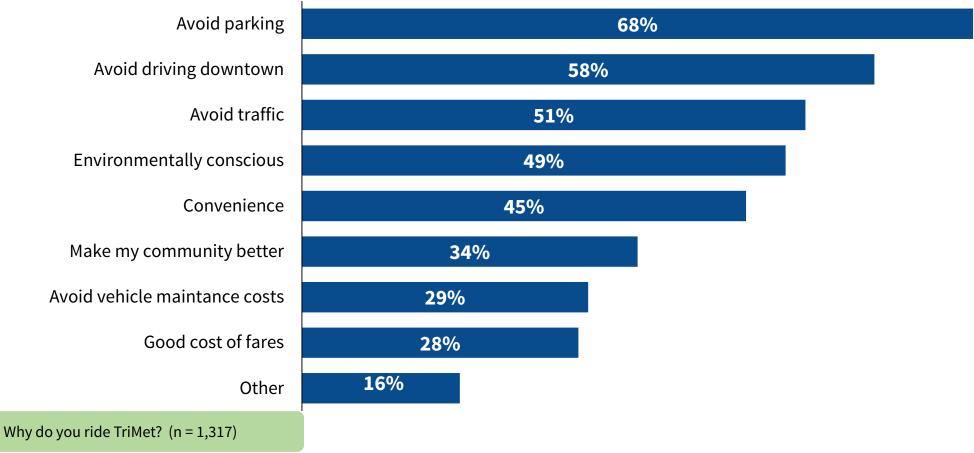
Key Findings: Travel Behavior While most riders say the days of the week they ride vary, ridership is generally higher Tuesday-Friday and in the afternoon (3pm-6pm)



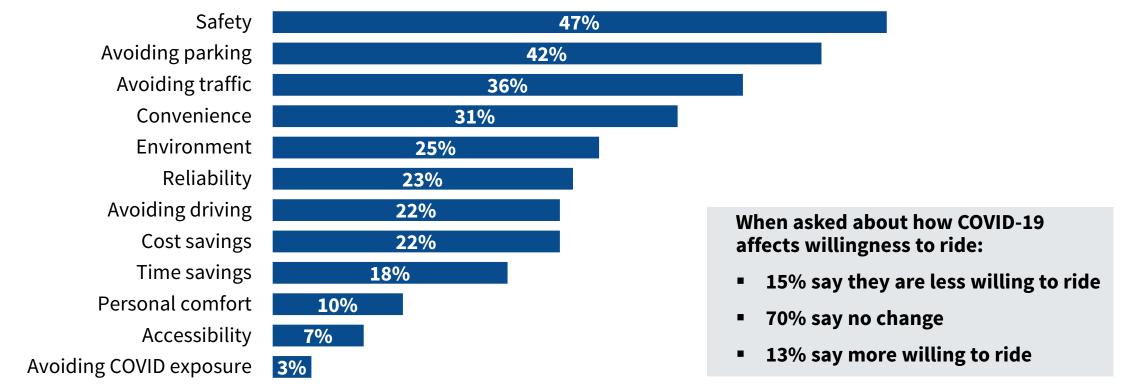
58%

Key Findings: Motivators

Most current riders say they ride TriMet to avoid parking, downtown driving, and traffic, followed by environment reasons and convenience



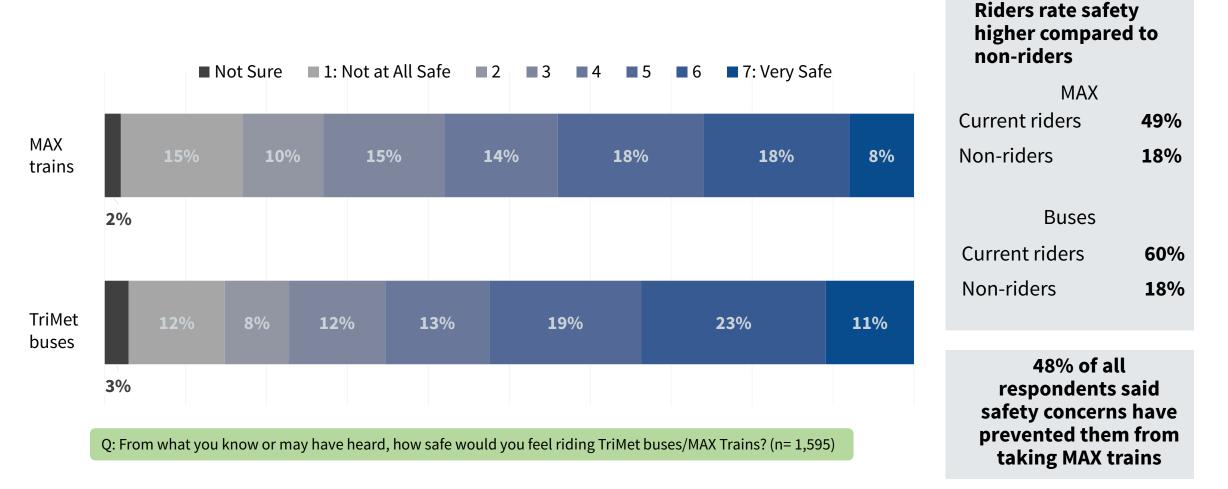
Key Findings: Safety When choosing how to travel around town, respondents' top three priorities are safety followed by avoiding parking and traffic



Q: Here are some priorities people have when choosing how to travel around town. Select your top 3 choices that are most important to you. (n = 1,594) Q: Currently, does COVID-19 affect your willingness to ride TriMet? (n = 1595)

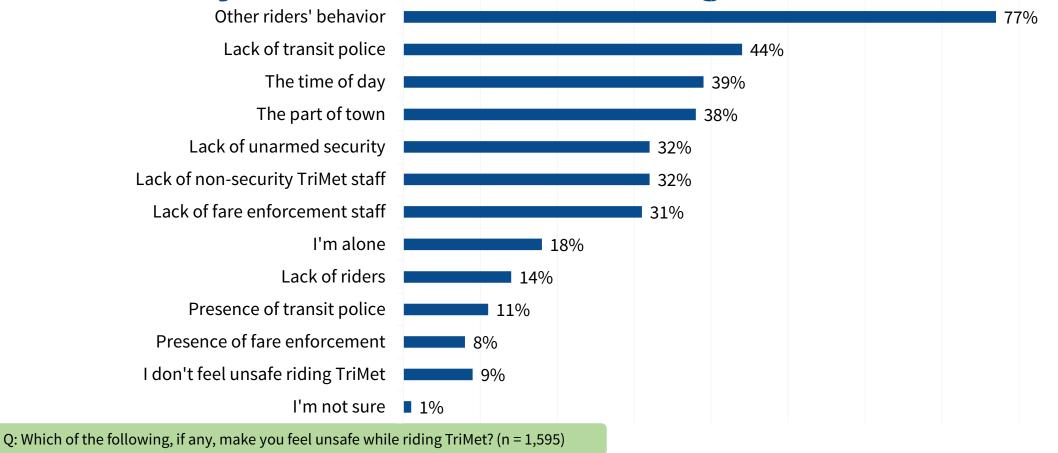
Key Findings: Safety

Overall, respondents feel safer on buses than on MAX



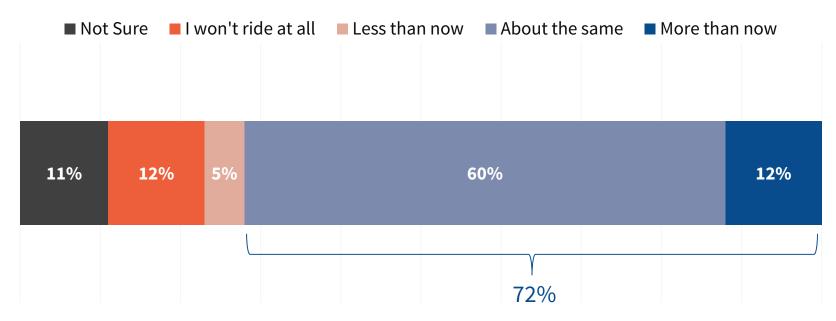
Key Findings: Safety

Nearly 8 in 10 riders cite other riders' behavior as the reason they feel unsafe while riding TriMet



Key findings: Future Ridership

In the next six months 72% of respondents say they intend to ride as much or more than they currently do

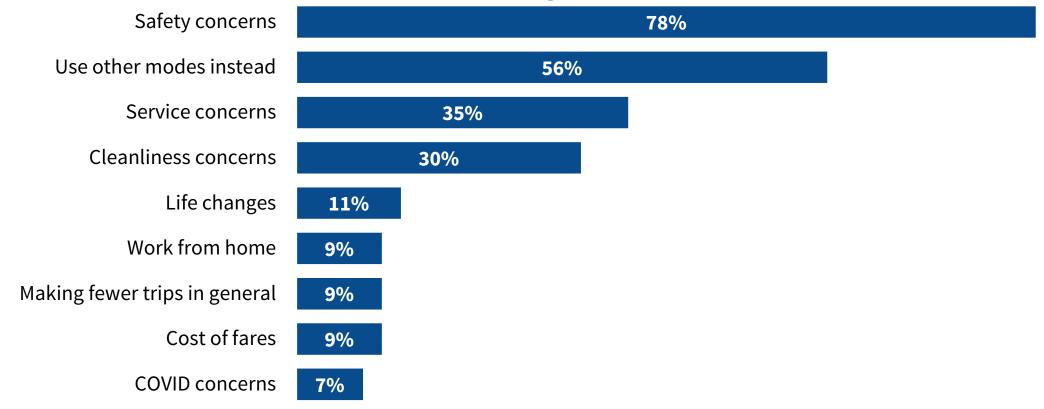


Q: In the next six months, do you expect to ride TriMet? (n = 1,595)

Key Findings: Future Ridership

Among people planning to ride less or not ride at all, more than 3 in 4 cite safety concerns as a reason why

Top three reasons for riding less or not at all in the future:



Q: Which of the following reasons, if any, describe why you may ride TriMet less or not at all? (n = 276)

Key Findings: Future Ridership

When asked what TriMet could do to get them to ride more often, safety and service was top of mind

About 22% say general safety improvements would get them to ride more

Comments on safety generally revolved around:

- Staffing on vehicles
- Removing problem riders
- Fare enforcement

Q: What could TriMet do to get you to ride more often? (n = 1,690)

Respondents also mentioned:

- Increased service frequency (12%)
- Shorter rides or direct routes (9%)
- Lower or no fares (7%)
- Onboard police or security (7%)
- Decreased or free fares (7%)
- Wider service area (6%)
- Greater fare enforcement (5%)
- Cleaner vehicles or stops (5%)

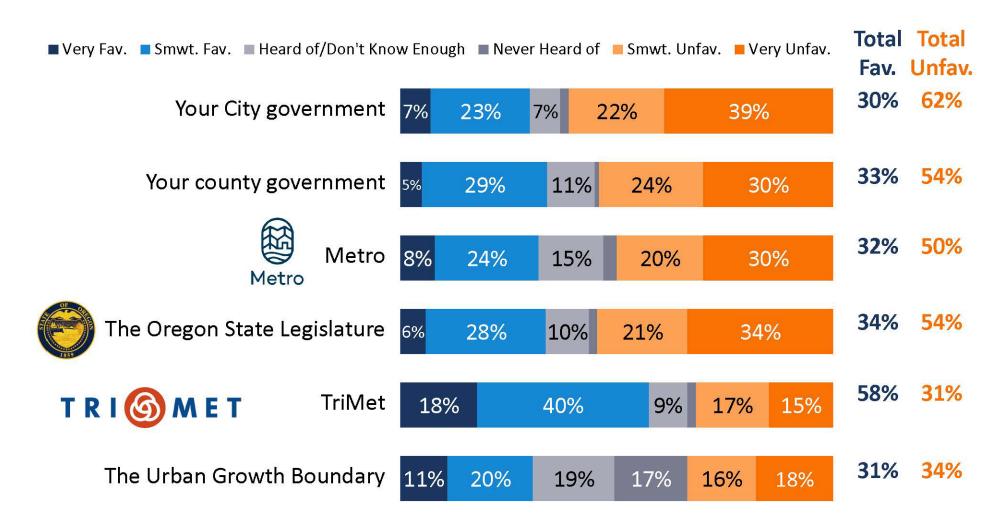
An additional 6% shared that they ride frequently and are satisfied with services.

Thank You!





Most see TriMet favorably; there is significant dissatisfaction with most other levels of government.

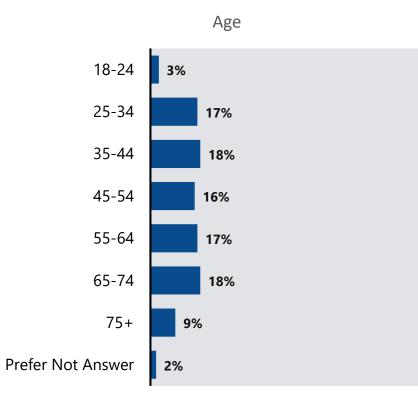


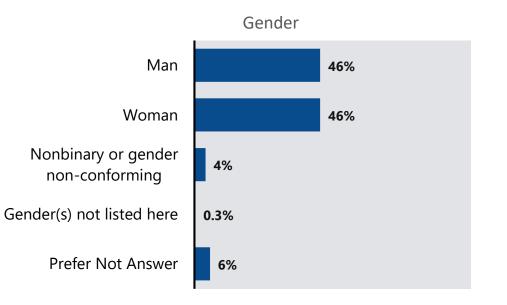


Q2. I'm going to read a list. I would like you to tell me if you have a generally favorable or generally unfavorable opinion of that item. If you've never heard of it or don't know enough about it to offer an opinion, please say so.

Demographic Characteristics

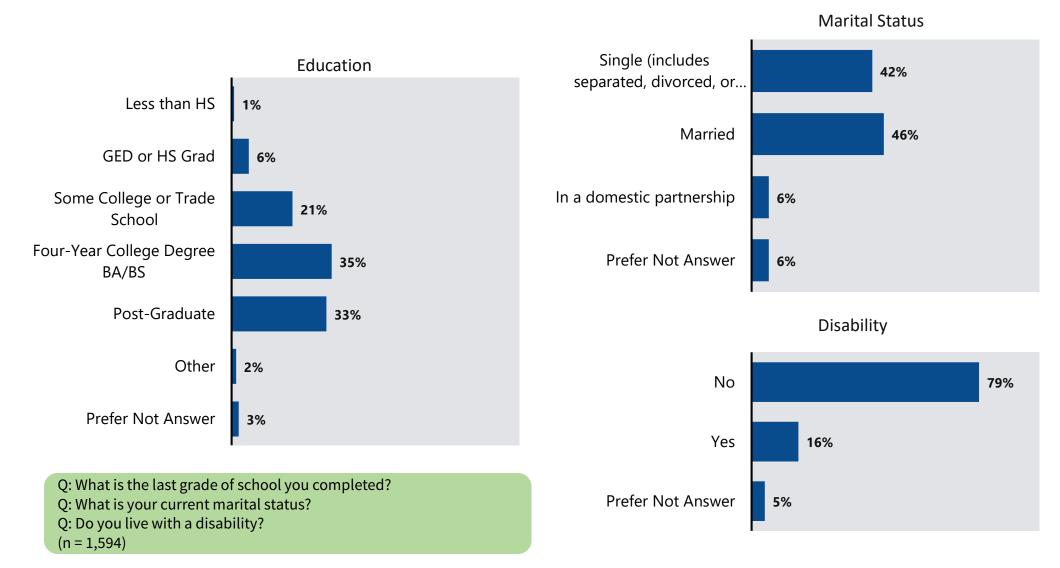
Demographic Characteristics:



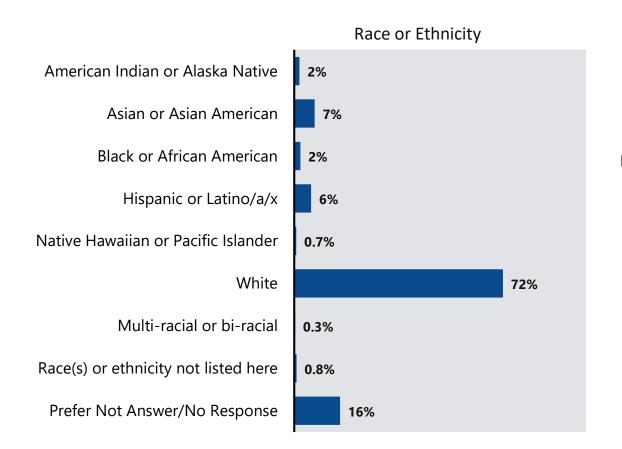


Q: How old are you? (n = 1,594) Q: What is your gender identity? (n = 1,594)

Demographics Characteristics:

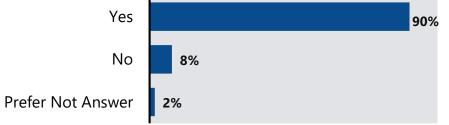


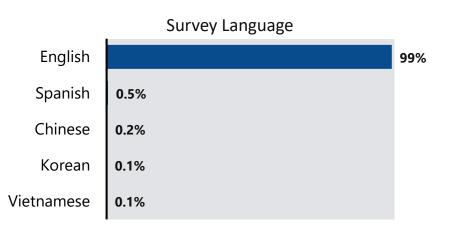
Demographic Characteristics:



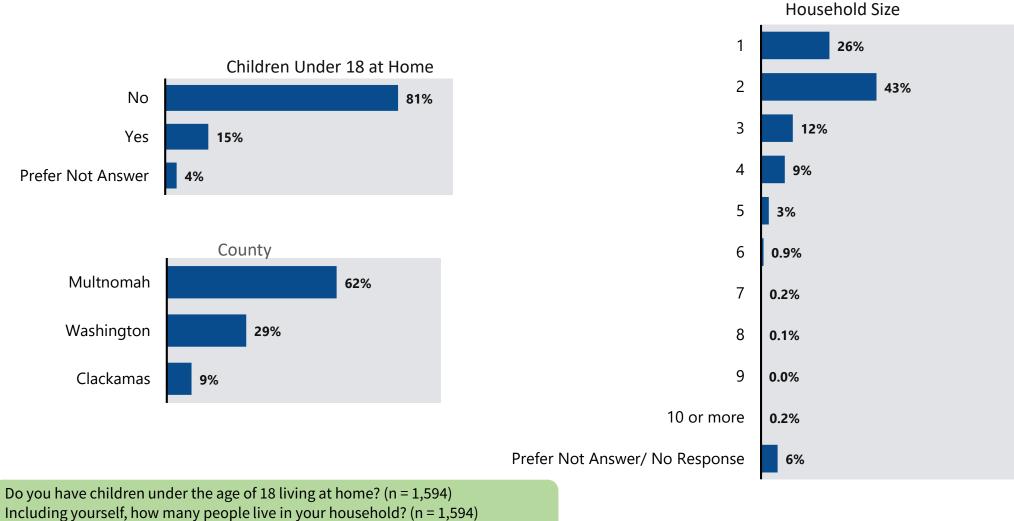
Q: What is your race or Ethnicity? Is English your first Language? (n = 1,594) Language of Survey Attempt (n = 1,690)

English as First Language





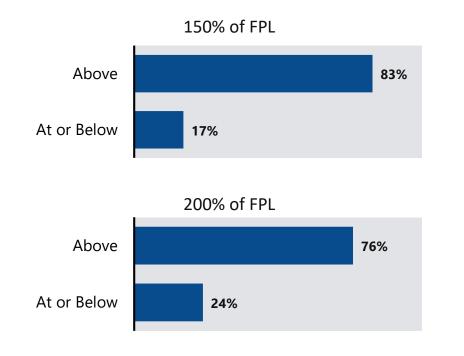
Demographic characteristics:



County information obtained from invitations (n = 1,594)

Demographics Characteristics:

Household Income

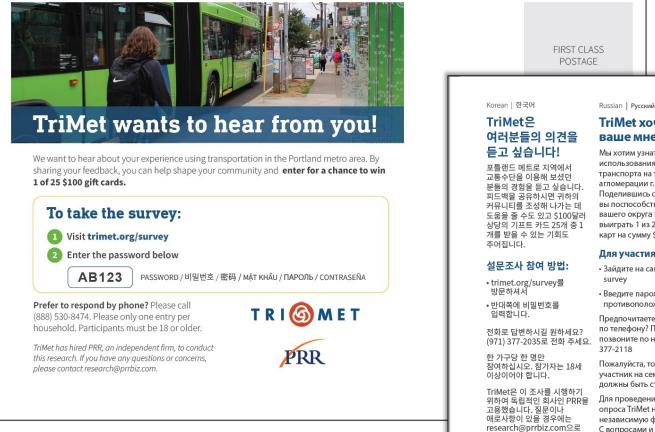




Q: What was your total household income before taxes in 2022? (n =1,594) Income at or above 150% of Federal Poverty Line / 200% of Federal Poverty Line (n = 1,248)

Appendix: Recruitment materials

Appendix: Recruitment materials



TriMet хочет узнать ваше мнение!

Мы хотим узнать ваш опыт использования общественного транспорта на территории агломерации г. Портленд. Поделившись своими отзывами, вы поспособствуете развитию вашего округа и получаете шанс выиграть 1 из 25 подарочных карт на сумму \$100.

Для участия в опросе:

survev

по телефону? Пожалуйста, позвоните по номеру: (971) 377-2118

문의해 주시기 바랍니다.

trimet.org/survey

Пожалуйста, только один

• Зайдите на сайт: trimet.org/ Введите пароль на противоположной стороне Предпочитаете пройти опрос

участник на семью. Участники

должны быть старше 18 лет. Для проведения данного опроса TriMet наняло

независимую фирму PRR. С вопросами и жалобами, пожалуйста, обращайтесь по адресу: research@prrbiz.com.

会区使用交通工具的体验。 您可以通过分享反馈来帮 助塑1您的社区并有机会 赢取张\$100礼品卡(共有 25张)。

想要参加问卷调查:

Simplified Chinese 简体中文

TriMet 希望听到

我们想听听您在波特兰都

您的意见!

・请访问 trimet.org/ survey

 ・
 输入密码(密码在背面)
 想要通过电话回答问卷?请

拨打 (971) 377-2164

每户家庭仅能填写一份问 卷调查。参与者必须年满 18岁。

TriMet 已聘请独立公 司 PRR 进行这项研究。 如有问题或疑虑,请联系 research@prrbiz.com

como mínimo 18 años. TriMet ha contratado a PRR. una compañía independiente,

Spanish | Español

:TriMet desea conocer su opinión!

Nos gustaría saber de su experiencia al usar el transporte público en el área metropolitana de Portland. Al compartir su opinión, puede ayudar a su comunidad y tener la oportunidad de ganar 1 de las 25 tarjetas regalo de \$100.

Realice la encuesta:

Visite trimet.org/survey

Ingrese la contraseña en

;Prefiere responder a la

al (833) 771-3329

encuesta por teléfono? Llame

Una encuesta por hogar. Los

participantes deben tener

para llevar a cabo este

research@prrbiz.com.

estudio. Si tiene preguntas,

envíe un correo electrónico a

el reverso

tri giá \$100. Để thực hiên khảo sát:

 Truy cập: trimet.org/survey Nhập mật khẩu in tại mặt bên kia

Vietnamese | Tiếng Việt

TriMet mona

Quý vi!

được lắng nghe

Chúng tôi muốn tìm hiểu trải

dung phương tiên giao thông

tai khu vưc đô thi Portland.

Quý vị có thể giúp định hình

giành 1 trong 25 thẻ guà tăng

Bằng cách chia sẻ ý kiến,

công đồng, và có cơ hội

nghiêm của Quý vi khi sử

Để thực hiện qua điện thoại? Vui lòng goi (971) 377-1985

Mỗi hộ gia đình tham gia một lần. Người thực hiện khảo sát phải từ 18 tuổi trở lên.

TriMet đã thuê PRR, môt công tự độc lập, để tiến hành nghiên cứu này. Nếu có câu hỏi hoặc thắc mắc, xin vui lòng liên lạc: research@ prrbiz.com.

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Appendix: Recruitment materials, cont.

1501 Fourth Ave, Ste. 550 Seattle, WA 98101

T R I 🙆 M E T PRR



TriMet wants to hear from you!

We regularly ask riders and non-riders about their experiences using transportation services in the Portland metro area. By sharing your feedback, you can help shape your community and enter for a chance to win 1 of 25 \$100 gift cards.



Prefer to respond by phone? Please call (888) 530-8474. Please only one entry per household. Participants must be 18 or older.

TriMet has hired PRR, an independent firm, to conduct this research. If you have any questions or concerns, please contact research@prrbiz.com.

Korean 한국어	
TriMet은	

여러분들의 의견을 듣고 싶습니다!

포틀랜드 메트로 지역에서 교통수단을 이용해 보셨던 분들의 경험을 듣고 싶습니다. 피드백을 공유하시면 귀하의 커뮤니티를 조성해 나가는 데 도움을 줄 수도 있고 \$100달러 상당의 기프트 카드 25개 중 1 개를 받을 수 있는 기회도 주어집니다.

설문조사 참여 방법:

• trimet.org/survey를 방문하셔서 • 반대쪽에 비밀번호를

입력합니다. 전화로 답변하시길 원하세요? (971) 377-2035로 전화 주세요.

한 가구당 한 명만 참여하십시오. 참가자는 18세 이상이어야 합니다.

TriMet은 이 조사를 시행하기 위하여 독립적인 회사인 PRR을 고용했습니다. 질문이나 애로사항이 있을 경우에는 research@prrbiz.com으로 문의해 주시기 바랍니다.

Russian Русский

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адресу: research@prrbiz.com.

Пожалуйста, только один участник на семью. Участники должны быть старше 18 лет.

Для проведения данного опроса TriMet наняло независимую фирму PRR. С вопросами и жалобами, пожалуйста, обращайтесь по Simplified Chinese 简体中文 TriMet 希望听到

您的意见!

我们想听听您在波特兰都 会区使用交通工具的体验。 您可以通过分享反馈来帮 助塑1您的社区并有机会 赢取张\$100礼品卡(共有 25张)。

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 ・
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el reverso

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Vietnamese | Tiếng Việt

TriMet mona

Quý vi!

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được lắng nghe

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trimet.org/survey

TRIMET ATTITUDE & AWARENESS SURVEY 2023

A&A Results & Our Vision 2030 Plan



Attitude & Awareness

2023 Survey Results

Vision 2030

Guiding Framework

Exploring how TriMet's Vision 2030 guiding framework will address survey findings and shape our improvement efforts



1. Infrastructure



Vision 2030 Alignment:

Enhance infrastructure to accommodate increasing ridership and improve system reliability and safety.

Addressing Survey Findings:

Prioritize investments in reliable infrastructure, addressing concerns about safety and reliability for both current and potential riders.



Vision 2030 Alignment:

Build strong relationships with key rider groups and entities to foster community engagement.

Addressing Survey Findings:

Engage with the community to understand concerns, especially among nonriders, and develop targeted strategies to raise awareness and approval.

T R I 🙆 M E T

3. Zero Emissions

Vision 2030 Alignment:

TRI

Transition to zero emissions buses, focusing on hydrogen fuel-cell technology.

Addressing Survey Findings:

ΛΕΤ

Introduce eco-friendly buses to address environmental concerns and attract environmentally conscious ridership.





4. Information Technology



Vision 2030 Alignment:

Accurate and easy-to-use information, nimble and secure technology, and invest in people and tech to improve operational efficiency and enhance service quality.



Addressing Survey Findings:

Implement technology-driven solutions for realtime trip planning, addressing the need for convenient and accessible information for riders.

5. Ridership

Vision 2030 Alignment:

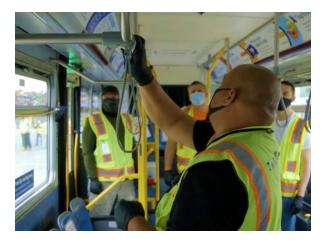
TRI

Focus on improving staffing, cleanliness, access control, and overall rider experience.

Addressing Survey Findings:

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Enhance the overall ridership experience, addressing concerns about safety, cleanliness, and convenience to attract and retain riders.





Vision 2030 Alignment:

Focus on providing reliable service, enhancing accessibility, and ensuring equity in services.

Addressing Survey Findings:

Improve the overall experience by focusing on accessibility, safety, and equitable service to meet diverse rider needs.

7. Equitable Service



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Vision 2030 Alignment:

Ensure equitable service levels, fair fares, and accessibility for all demographics.

Addressing Survey Findings:

Address concerns raised by different demographic groups, ensuring that services are inclusive and accessible to everyone.

8. Welcoming System

Vision 2030 Alignment:

Focus on creating a welcoming atmosphere for riders and the community, fostering positive impact.

Addressing Survey Findings:

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Implementing initiatives to make public transportation a safe, positive and inclusive experience, addressing concerns and fostering a sense of belonging.



9. Safety and Security

Vision 2030 Alignment:

Prioritize reliability, convenience, and frequent service to enhance safety and security.

• Addressing staffing and coverage, cleanliness and access control.

Addressing Survey Findings:

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Increase safety measures and reliability, addressing concerns raised by both current and potential riders.



Comments/Questions?



Break



Safety & Security Discussion

Bonnie Todd, Chief Operating Officer Andrew Wilson, Chief Safety Officer Dan Blair, Interim Executive Director, Maintenance Operations

November 8, 2023



Security Discussion



Bonnie Todd, Chief Operating Officer Andrew Wilson, Chief Safety Officer



Continuous Security Improvement

- Increased security presence
- Operator Safety Panels
- Safety Monitors on buses
- Access control expansion
- Live monitoring of camera feeds
- 24-hour security desk

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- Enhanced rider communication tools
- Crime Prevention Through Environmental Design (CPTED)

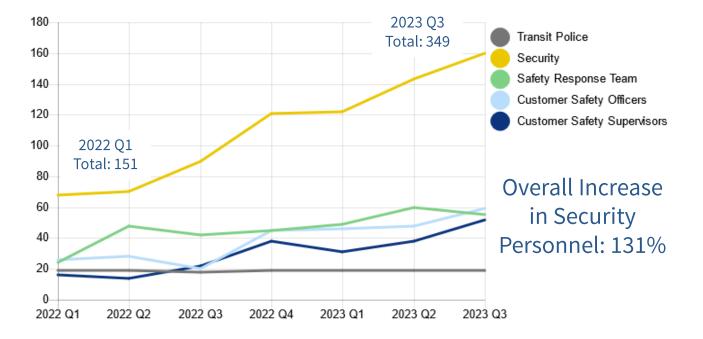


Current Security Team Staffing

Security Staffing by Quarter 2022-2023

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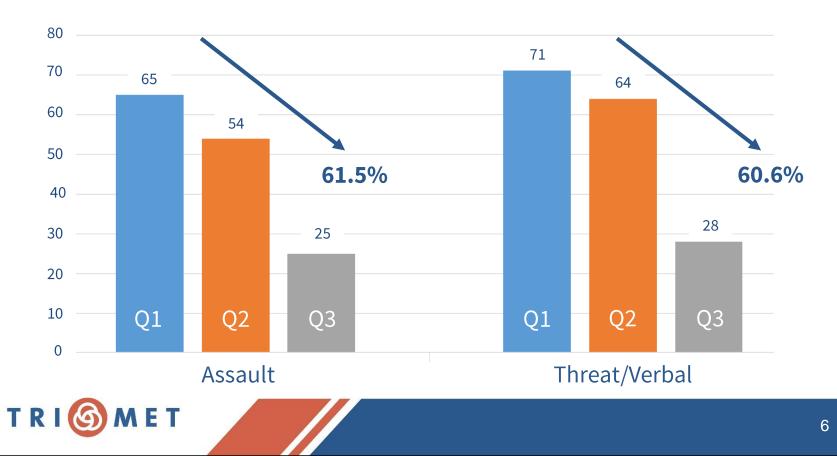


TPD Calls for Service 2022 – 2023



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Declining Incidents Targeting Employees in 2023



Low Perception of Safety Continues on MAX

- Rider perception of safety on MAX light rail remains low
- Media coverage of high profile incidents on the MAX, and in Portland, overshadows data showing that MAX is becoming safer
- A clear rider demand exists for a more visible security presence (A&A Study, rider and operator feedback)



Benefits of Increased Presence

- Visible security improves rider perception
- Real-time reporting by security professionals produces better security outcomes
- Decreased cleanliness issues, biohazards, and service disruptions
- Enhanced rider and employee safety
- More immediate code violation responses and repeat offender management



Program Modification One

Overview:

Provide increased security presence by placing one security officer on each MAX consist (train) for every train during the entire service day

- Daily pull outs: **41** (*Ruby Junction: 28, Elmonica: 13*)
- Shifts to cover daily pull outs: 3 (to cover 24 hours)
- Additional Security Officers needed: 123
- Additional Field Supervisors needed (6:1 ratio): 21
- Hourly bill rate: Security Officers: \$46.25, Field Supervisors: \$47.25

Estimated Cost:

Annually: \$13,890,000 minimum



Modification One Considerations

- As conditions in the area improve, the need for security personnel on the system may decrease
- Security contracts allow for staffing flexibility
- Security hourly rates will likely need to increase above current rates



Program Modification Two

Overview:

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Provide increased security presence through the Customer Safety Supervisor (CSS) Code Enforcement Program

Staffing Level	Sample Coverage	Estimated Annual Cost		
8 additional CSS & 1 additional Lead CSS	Consistent and visible on Green Line, 82nd Ave. / Milwaukie buses, and the Oregon City Transit Center	\$ 1,230,700		
16 additional CSS & 1 additional Lead CSS	Covers all shifts out of Clackamas Town Center locations, 7 days per week	\$ 2,461,400		
Doubling current CSS Program: 42 CSS, 5 Lead CSS, 3 Assistant Managers & 1 Manager	Capability to provide increased code enforcement during all service hours	\$ 7,042,400		

Modification Two Considerations

- Customer Safety Supervisors enforce code on the system and issue citations
- Code compliance addresses up to 49 different types of violations
- Customer Safety Supervisors are full-time TriMet employees by ATU labor contract



MAX Light Rail Hours of Service Discussion



Bonnie Todd, Chief Operating Officer

Dan Blair, Interim Executive Director, Maintenance Operations



MAX – Hours of Service Discussion

Overview of current hours:

Light rail service begins at 2:59 a.m. and ends at 2:12 a.m., the following day, resulting in 47 minutes without riders

Agency	Duration without riders
Sound Transit	1 hour, 37 minutes
Sacramento Regional Transit	2 hours, 50 minutes
San Francisco Municipal Transportation Agency	4 hours, 30 minutes
Santa Clara Valley Transportation Authority	4 hours, 50 minutes

Comparison with other light rail agencies:



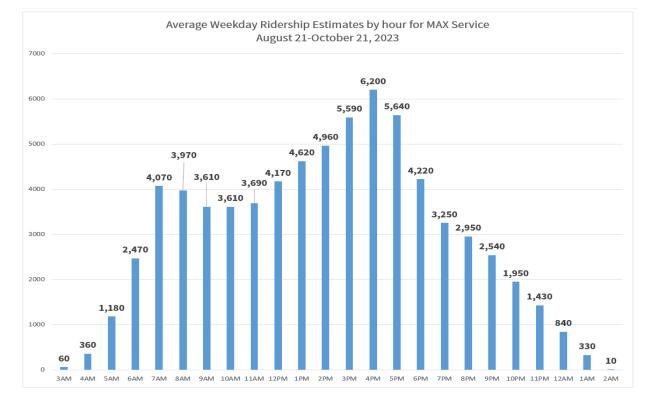
MAX – Hours of Service Discussion

Challenges of long hours of service:

- High cost per rider
- Small maintenance window
- Excessive equipment and infrastructure wear and tear
- Increasing state of good repair maintenance needs
- Marked increase in security events in the latest hours of service



Average Weekday Ridership by Hour

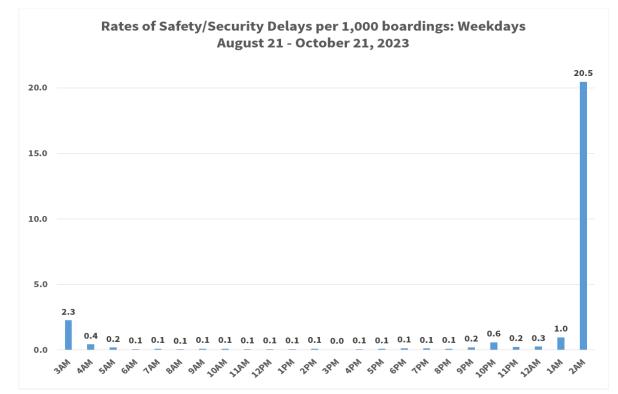


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Safety & Security Incidents by Hour



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MAX – Hours of Service Discussion

Possible modifications with estimated costs/savings:

New End of Service	Light Rail Reduction of Service (hours)	Maintenance Window (Gateway)	Marginal Cost Savings	Security Savings	LRV Mileage Avoided	Cost of Bus Service (30-minute headways)	Daily Savings	Annual Savings
End at 1:12 a.m.	1	1 hr, 49 mins	\$ 2,873	\$ 3,194	221	\$ 3,429	\$ 2,638	\$ 962,739
End at 12:42 a.m.	1.5	2 hrs, 19 mins	\$ 5,028	\$ 4,791	387	\$ 5,144	\$ 4,675	\$ 1,706,459
End at 12:12 a.m.	2	2 hrs, 49 mins	\$ 6,740	\$ 6,388	519	\$ 6,858	\$6,270	\$ 2,288,455
End at 11:42 p.m.	2.5	3 hrs, 19 mins	\$ 8,617	\$ 7,985	664	\$ 8,573	\$ 8,029	\$ 2,930,651
End at 11:12 p.m.	3	3 hrs, 49 mins	\$ 10,853	\$ 9,582	836	\$ 8,500	\$ 11,935	\$ 4,356,162

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Significant Upcoming Maintenance Activities

- Ultrasonic Testing, annually
- Track Maintenance, including rail grinding, lining, and surfacing, on-going
- Type I Substation Replacement Program, FY21 FY37
- Banfield Tie Replacement, February 2024
- Overhead Catenary System Climate Resiliency Retrofit Pilot, FY24 FY25
- Blue Line Station Rehabilitation (BLSR), FY24 FY28
- Light Rail Electrification and Signaling Systems, FY 25 FY28



MAX – Hours of Service Discussion

Impact to riders:

• Riders would use replacement bus service

Benefits to riders:

- Reduced delays in the late night as those who rider after 11:30 p.m. experience four times the number of delays related to safety and security incidents
- Fewer planned rail shutdowns for maintenance
- Increased system reliability



MAX – Hours of Service Discussion

Other considerations:

- Timing of implementation
- Permanent or long-term temporary solution
- Full impact analysis



Board Discussion







Final Thoughts



Questions?

