



2026 Customer Satisfaction Survey Findings Report

June 25, 2026



Contents

Section 1: Executive Summary	4
Section 2: Methodology	8
Section 3: Findings	12
Section 4: Importance-Satisfaction Analysis	31
Section 5: National Benchmark Comparisons	37
Appendix A: Sampling Plans	42
Appendix B: Survey Instrument.....	45
Appendix C: Tabular Data	47
Appendix D: 2023 Comparisons.....	76

Table of Figures

Figure 1. Language Assistance Lanyard.....	10
Figure 2. Survey Badge.....	10
Figure 3. Overall Satisfaction	14
Figure 4. When AC Transit Doesn't Meet Your Needs	15
Figure 5. Net Promoter Score	16
Figure 6. Promoters, Passives, Detractors	16
Figure 7. Satisfaction with Service Aspects.....	17
Figure 8. Satisfaction with Service Aspects Part 2	18
Figure 9. Importance Ratings of AC Transit Service Items	20
Figure 10. Race/Ethnicity of Respondents	22
Figure 11. Age of Respondents	23
Figure 12. Gender of Respondents	24
Figure 13. Household Income of Respondents	25
Figure 14. Household Size	26
Figure 15. Student Status	27
Figure 16. Disability Status.....	28
Figure 17. Frequency.....	29
Figure 18. Information About AC Transit	30
Figure 19. Importance Satisfaction Analysis	33
Figure 20. Overall Satisfaction Benchmark Comparison.....	39
Figure 21. Net Promoter Score Benchmark Comparison.....	40
Figure 22. Satisfaction with Service Items Benchmark Comparisons	41
Figure 23. Weekday Sampling Plan.....	43
Figure 24. Weekend Sampling Plan	44
Figure 25. Survey Instrument.....	45
Figure 26. Overall Satisfaction Trend	77
Figure 27. Net Promoter Score	78
Figure 28. Promoters, Passives, Detractors	78
Figure 29. Satisfaction with Service Aspects Trend	79

Section 1

Executive Summary



2026 AC Transit Customer Satisfaction Survey Executive Summary

Survey Overview

In April 2026, Alameda-Contra Costa Transit District (AC Transit) conducted an onboard Customer Satisfaction Survey to assess rider perceptions of service quality and establish a baseline for future trend tracking. The survey gathered feedback from riders regarding their overall satisfaction with AC Transit, travel behaviors, and perceptions of key service attributes such as reliability, safety, communication, comfort, and customer service.

Methodology Overview

The survey was administered onboard AC Transit buses by ETC Institute using trained field interviewers. Surveys were distributed in proportion to route-level ridership across weekday and weekend service. Riders completed paper surveys onboard the vehicle, and a web option was also available through a QR code provided by field interviewers.

The response rate to the survey was approximately 74%. A total of 3,761 completed surveys were collected, exceeding the project goal of 3,400 completed responses. The overall margin of error for the survey was $\pm 1.6\%$ at the 95% confidence level.

Key Findings

This section of the Executive Summary contains a summary of the key findings from the survey; the full report includes the following:

- Survey Methodology (Section 2)
- Figures summarizing the survey results (Section 3)
- Importance-Satisfaction Analysis (Section 4)
- National Benchmark Comparisons (Section 5)
- Weekday and Weekend Sampling Plans (Appendix A)
- A copy of the survey instrument (Appendix B)
- Tabular data of survey results for all questions (Appendix C)
- 2023 Comparisons (Appendix D)

Note: Percentages were calculated excluding "Don't Know" or "Not Provided" answers unless otherwise specified. Response statistics are based on 3,761 fully completed surveys. Some totals may not add up to 100.0% due to rounding and the exclusion of "Don't Know" or "Not Provided" answers in some calculations.

Satisfaction

Overall satisfaction with AC Transit was strong. Three-fourths (75%) of respondents reported being either “Very satisfied” or “Satisfied” with AC Transit overall, while only 6% indicated dissatisfaction. In addition, AC Transit’s Net Promoter Score (NPS) was 25, indicating that riders were substantially more likely to recommend AC Transit than not recommend it.

The survey results also showed that AC Transit serves a highly engaged rider base. Nearly nine in ten respondents reported using AC Transit at least weekly, including 56% who reported riding daily.

Several service areas received particularly strong satisfaction ratings from riders. The highest-rated aspects of service included:

- Ease of paying fares (81%)
- Operator professionalism (79%)
- Comfort of riding (75%)
- Value for the fare paid (70%)
- Access to information (70%)

The survey also identified several areas with lower satisfaction ratings relative to other service attributes. These included:

- Cleanliness of bus stops (51%)
- Bus shelters and station amenities (55%)
- Customer service (58%)
- Service alerts and emergency communication (61%)

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis helps identify service areas that are both highly important to riders and have comparatively lower satisfaction ratings. Improvements in these areas are most likely to have the greatest impact on overall customer satisfaction. The three areas with the highest I-S Ratings are listed below.

- On-time bus arrivals
- Frequency of buses
- Personal safety onboard buses

Further information on the Importance-Satisfaction Analysis process and results can be found in **Section 4**.

National Benchmark Comparisons

AC Transit performed significantly above ETC Institute’s national transit benchmarks across all benchmarked measures. The full set of benchmark comparisons can be found in **Section 5**. Key benchmark findings included:

- Overall satisfaction for AC Transit was 75%, compared to the national benchmark of 56%
- AC Transit’s Net Promoter Score was 25, compared to the national benchmark of -16
- AC Transit exceeded national benchmark ratings for all measured service attributes

Conclusions

The 2026 Customer Satisfaction Survey indicates that AC Transit riders generally view the system positively and that AC Transit performs strongly relative to national transit benchmarks. Riders reported particularly strong satisfaction with fare payment options, operator professionalism, comfort of riding, and overall value.

The findings also highlight several opportunities for continued improvement related to reliability, safety, communication, and passenger amenities. Focusing on these high-importance service areas will provide the greatest opportunity to further strengthen customer satisfaction and rider confidence moving forward.

Section 2

Methodology



Survey Design

ETC Institute worked closely with AC Transit staff to develop the 2026 Customer Satisfaction Survey instrument and data collection plan. The primary goals of the survey were to assess rider perceptions of AC Transit service quality, establish a baseline for future trend tracking, and capture demographic and travel behavior characteristics of riders throughout the system.

Sampling Design

AC Transit provided ETC Institute with detailed ridership data by route, time of day, and travel direction. ETC researchers used this information to calculate average daily ridership levels for each route and service period. These statistics were then used to develop a comprehensive sampling plan that established route-level survey goals in proportion to system ridership.

In addition to route-level goals, ETC developed soft targets for time of day and direction of travel to help guide interviewer scheduling and ensure broad representation across the transit system. This sampling approach helped ensure that riders from different service types, trip purposes, operating conditions, and geographic areas had an opportunity to participate in the survey.

The final sample closely mirrored AC Transit's ridership distribution across the system and provided a representative cross-section of riders.

Survey Administration

The primary survey collection method was an onboard paper intercept survey administered directly on AC Transit buses. Riders were approached onboard vehicles during regular service hours and invited to participate in the survey while riding the bus. All riders aged 13 and older were eligible to participate in the survey.

To support accessibility and reduce nonresponse bias, additional survey completion options were also made available. Riders could complete the survey using a QR code linked to an online version of the questionnaire, on a tablet provided by interview staff, or over the phone if preferred. These alternative modes were intended to make participation easier for riders with language, accessibility, or time limitations, rather than serve as the primary source of survey responses. The vast majority of completed surveys were collected directly through the onboard intercept effort.

The survey was translated into seven additional languages beyond English, including Arabic, Cantonese, Filipino, Mam, Mandarin, Spanish, and Vietnamese. ETC Institute also maintained approximately 50% bilingual interview staff throughout the project to assist riders with limited English proficiency and support participation across AC Transit's diverse rider base.

Field Observations

Field staff reported that some Spanish-speaking riders appeared hesitant to participate or share information during survey collection. However, multiple language-accessible participation options were available throughout the project, including Spanish-language paper surveys, Spanish-language online surveys accessible via QR code, multilingual telephone completion options, and assistance from bilingual interviewers. Hispanic/Latino riders ultimately represented the largest racial/ethnic group among survey respondents. In addition, the demographic profile of survey participants closely aligned with the results of AC Transit's recent onboard Rider Profile survey, which included a substantially large sample size.

These findings suggest that Hispanic/Latino riders were successfully represented in the final survey dataset despite anecdotal observations of hesitancy among some riders encountered during fieldwork.

While the reasons for this hesitancy cannot be determined from the survey data, field staff noted that some riders appeared reluctant to provide personal information. This observation is included as contextual information from the data collection process and should not be interpreted as evidence of demographic underrepresentation in the survey results.

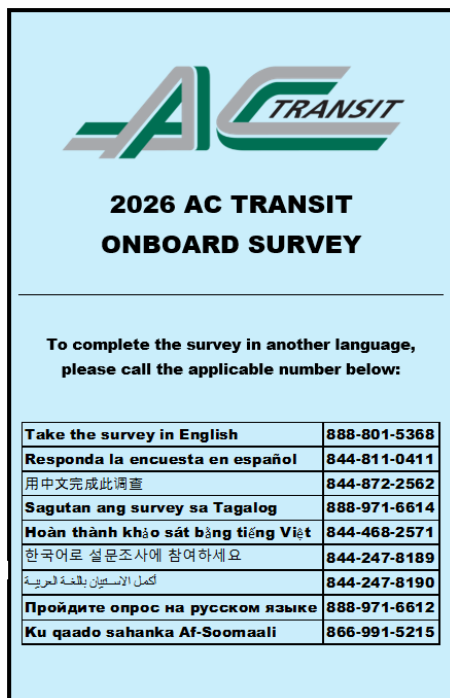
Field Interview Procedures

ETC Institute's survey team was primarily composed of core traveling interviewers with several years of experience conducting onboard customer satisfaction surveys for transit agencies throughout the United States. Prior to the start of data collection, interview staff participated in classroom-style training sessions that reviewed the survey instrument, AC Transit system characteristics, rider interaction protocols, and survey administration procedures.

Following the classroom training, interviewers completed supervised field training onboard AC Transit buses during the initial collection period. This hands-on training allowed supervisors to observe interviewer performance in the field and ensure interviewers were properly prepared to administer surveys consistently and professionally before independent assignments began.

During data collection, interviewers wore blue reflective safety vests with AC Transit Onboard Survey identification badges displayed in clear front pockets, along with survey lanyard badges that included phone completion information in multiple languages. Interviewers also wore business casual attire while conducting survey work onboard vehicles.

Figure 1. Language Assistance Lanyard



The lanyard graphic features the AC Transit logo at the top. Below it, the text reads "2026 AC TRANSIT ONBOARD SURVEY". A section titled "To complete the survey in another language, please call the applicable number below:" is followed by a table of phone numbers in various languages.

Take the survey in English	888-801-5368
Responda la encuesta en español	844-811-0411
用中文完成此调查	844-872-2562
Sagutan ang survey sa Tagalog	888-971-6614
Hoàn thành khảo sát bằng tiếng Việt	844-468-2571
한국어로 설문조사에 참여하세요	844-247-8189
أكمل الاستبيان باللغة العربية	844-247-8190
Пройдите опрос на русском языке	888-971-6612
Ku qaado sahanka Af-Soomaali	866-991-5215

Figure 2. Survey Badge



At the beginning of each assigned trip, interviewers introduced themselves to the bus operator and briefly explained the purpose of the onboard survey effort. Once onboard, interviewers used a random sampling approach to recruit participants in order to minimize response bias that could occur if only riders who independently volunteered were surveyed.

The random sampling procedure generally involved approaching every third rider onboard the vehicle and inviting them to participate in the survey. Completed surveys were returned directly to the interviewer. Interviewers then conducted a short rider debrief to review surveys for completeness and confirm that questions had been answered to the best of the rider's ability. If responses were missing, interviewers politely encouraged riders to complete unanswered questions whenever possible.

Quality Assurance and Data Processing

At the conclusion of each data collection shift, field supervisors reviewed completed surveys for completeness, interviewer consistency, and overall collection progress relative to sampling goals. Supervisors also monitored route-level completion totals throughout the project to help maintain proportional representation across the system.

Following field collection, completed surveys were returned to ETC Institute's office for additional quality assurance and quality control review. Surveys were then entered into ETC's online survey database using a dual data entry process designed to minimize keying errors. Under this process, surveys were entered independently twice and compared electronically. Any discrepancies between entries were reviewed against the original paper survey and corrected before finalizing the dataset.

A total of 3,761 completed surveys were collected during the survey effort. Based on the completed sample size, the overall results have a margin of error of approximately $\pm 1.6\%$ at the 95% confidence level. This means that if the survey were repeated 100 times using the same methodology, the results would be expected to fall within ± 1.6 percentage points of the reported results in approximately 95 of those instances.

The following section lists the charts and graphs for each survey question broken down into two categories: Respondent Perceptions and Respondent Characteristics.

Section 3

Findings



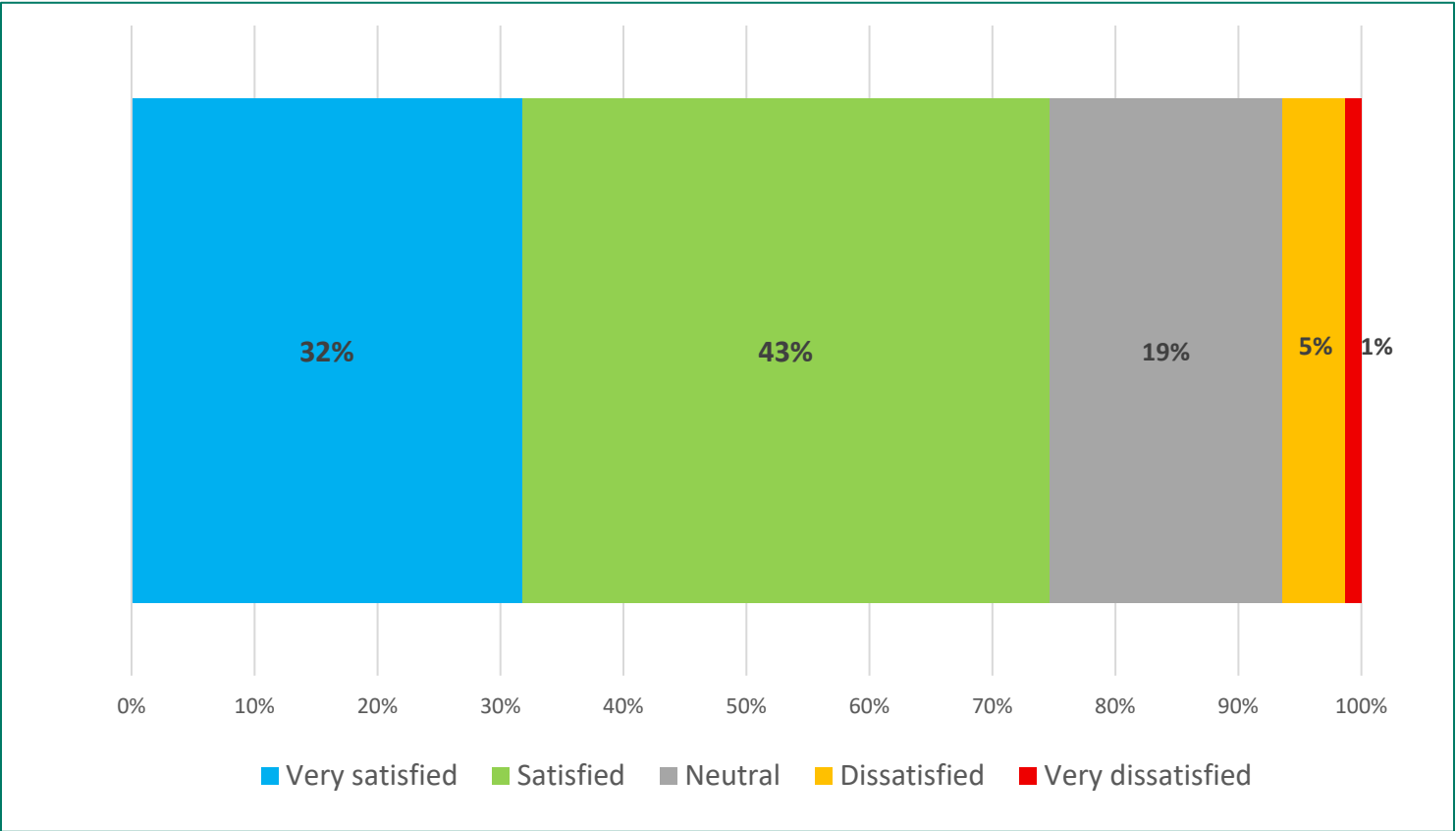
Respondent Perceptions



Overall, how satisfied are you with AC Transit?

By percentage of respondents (excluding “not provided”)

Figure 3. Overall Satisfaction

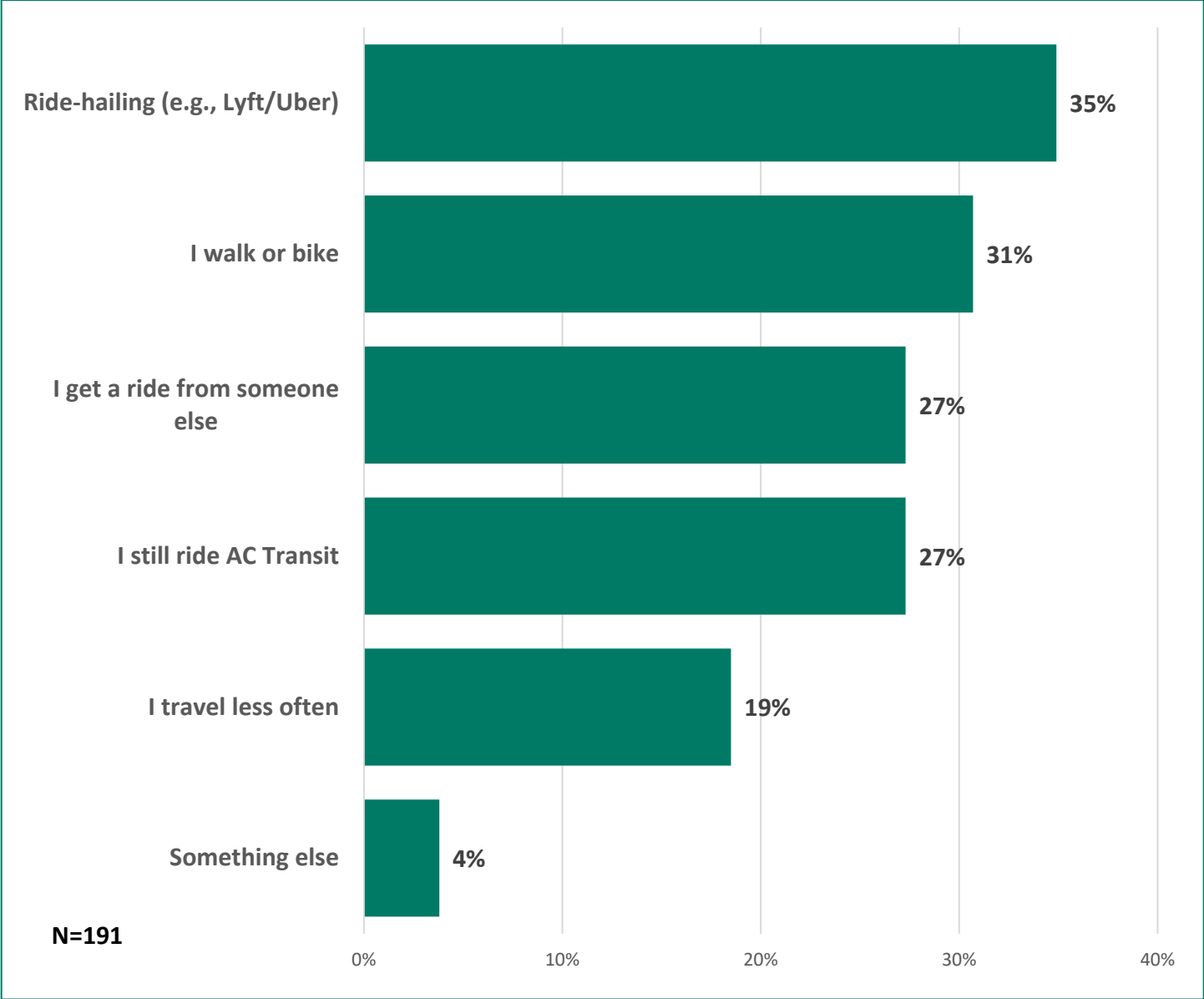


- Overall satisfaction with AC Transit was strong, with 75% of respondents reporting they were either “Very satisfied” or “Satisfied” with the system overall.
- Only 6% of respondents indicated dissatisfaction, while 19% of respondents reported being neutral.

When AC Transit does not meet your needs, what other options do you use?

By percentage of respondents who indicated they were “Dissatisfied” or “Very dissatisfied” (multiple items could be selected)

Figure 4. When AC Transit Doesn’t Meet Your Needs



- Among respondents who indicated AC Transit does not fully meet their needs, ride-hailing services such as Lyft or Uber were the most commonly used alternative transportation option.
- Walking and biking were also commonly selected alternatives, suggesting that some riders rely on active transportation when transit service is not sufficient for a trip.
- More than one-fourth of respondents indicated they still continue to ride AC Transit even when service does not fully meet their needs, reinforcing the importance of the system for many riders.

On a scale from 0-10, where 0 means "Not at all Likely," and 10 means "Extremely Likely," how likely are you to recommend AC Transit to a friend, family member, or colleague?

By percentage of respondents (excluding "not provided")

Figure 6. Promoters, Passives, Detractors

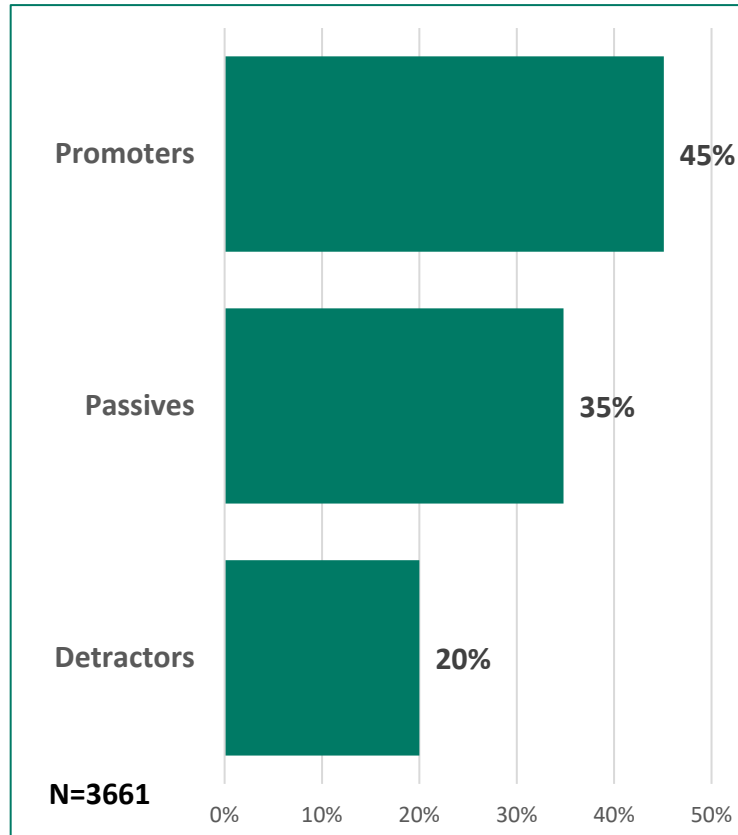
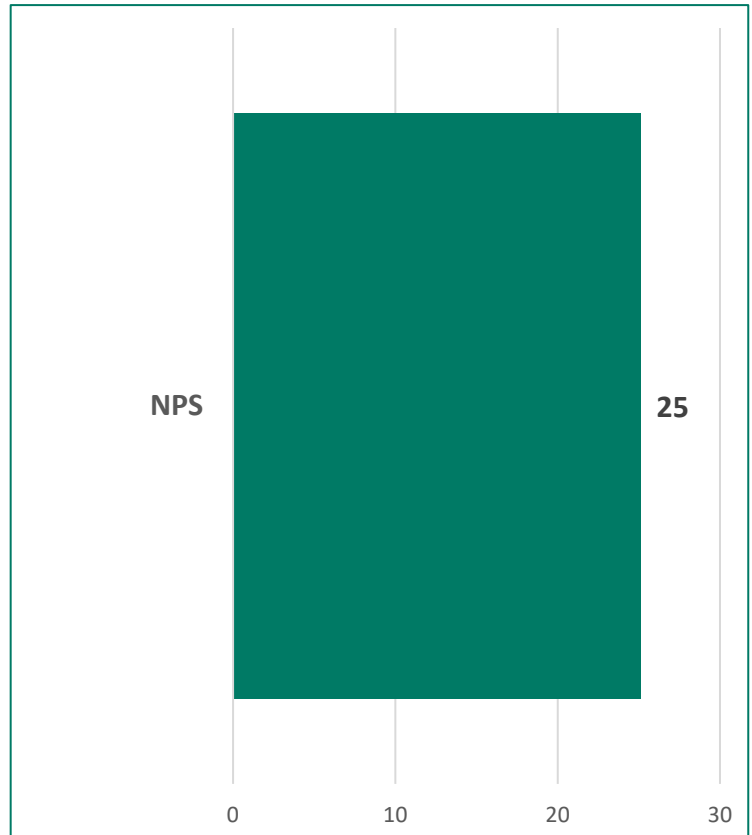


Figure 5. Net Promoter Score



- Net Promoter Score (NPS) measures how likely riders are to recommend AC Transit to others. Respondents who selected a 9 or 10 are considered "Promoters," respondents who selected a 7 or 8 are considered "Passives," and respondents who selected a 0 through 6 are considered "Detractors." The Net Promoter Score is then calculated by subtracting the number of Detractors from the number of Promoters.
- 45% of respondents were classified as Promoters, compared to 20% who were classified as Detractors, resulting in a strong Net Promoter Score of 25.

Please indicate your level of satisfaction with the following items.

By percentage of respondents (excluding “not provided”)

Figure 7. Satisfaction with Service Aspects

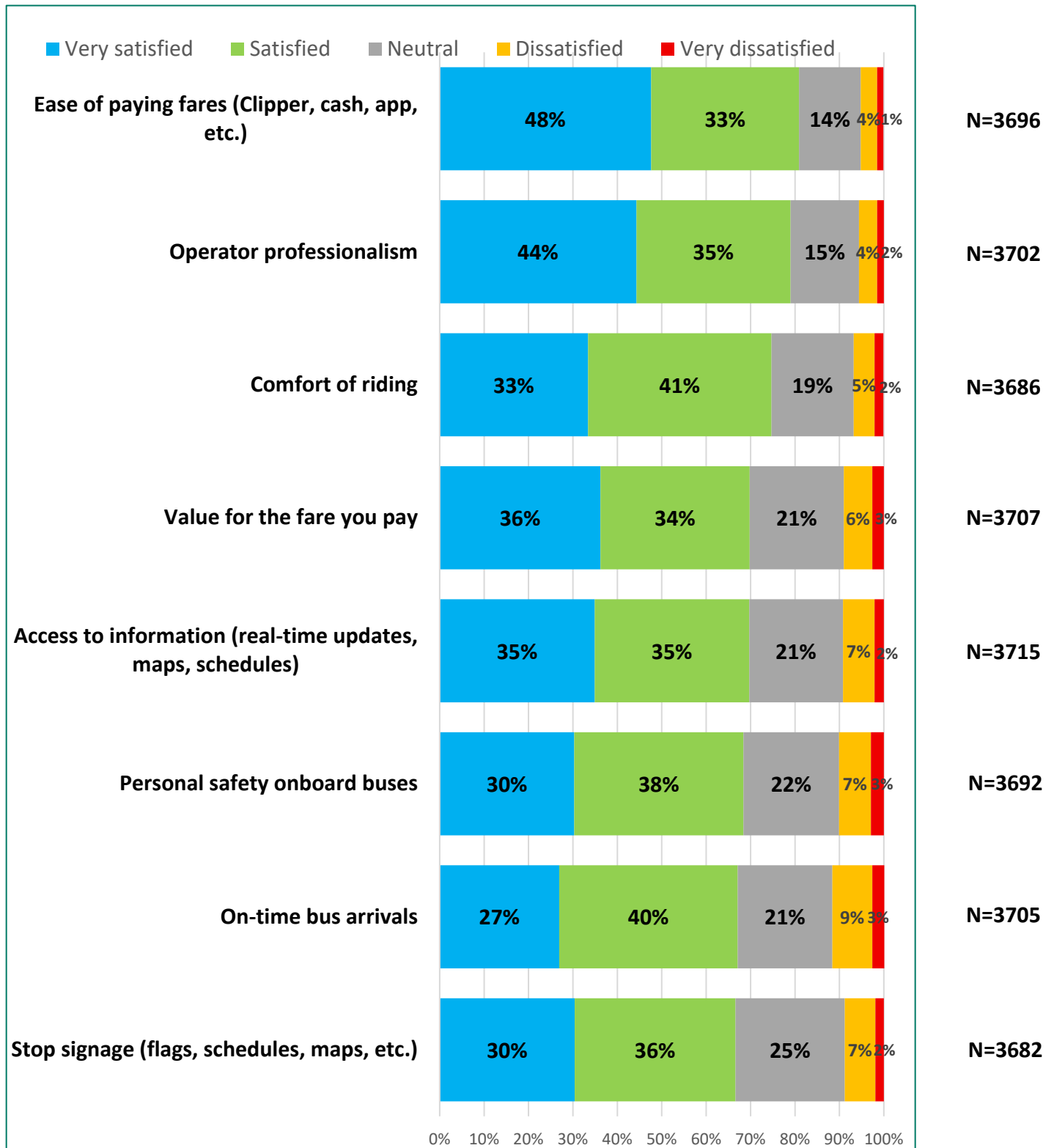
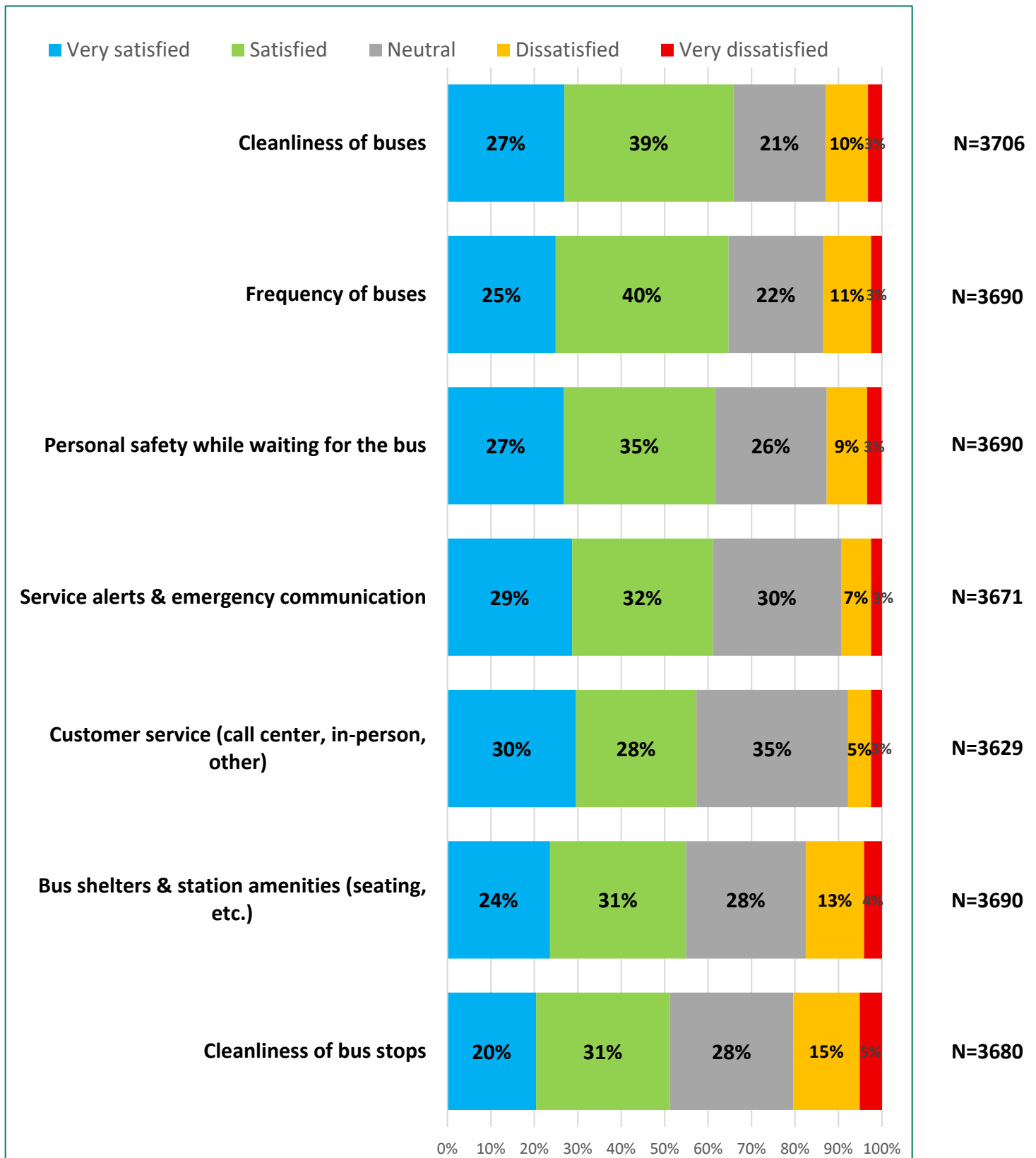


Figure 8. Satisfaction with Service Aspects Part 2



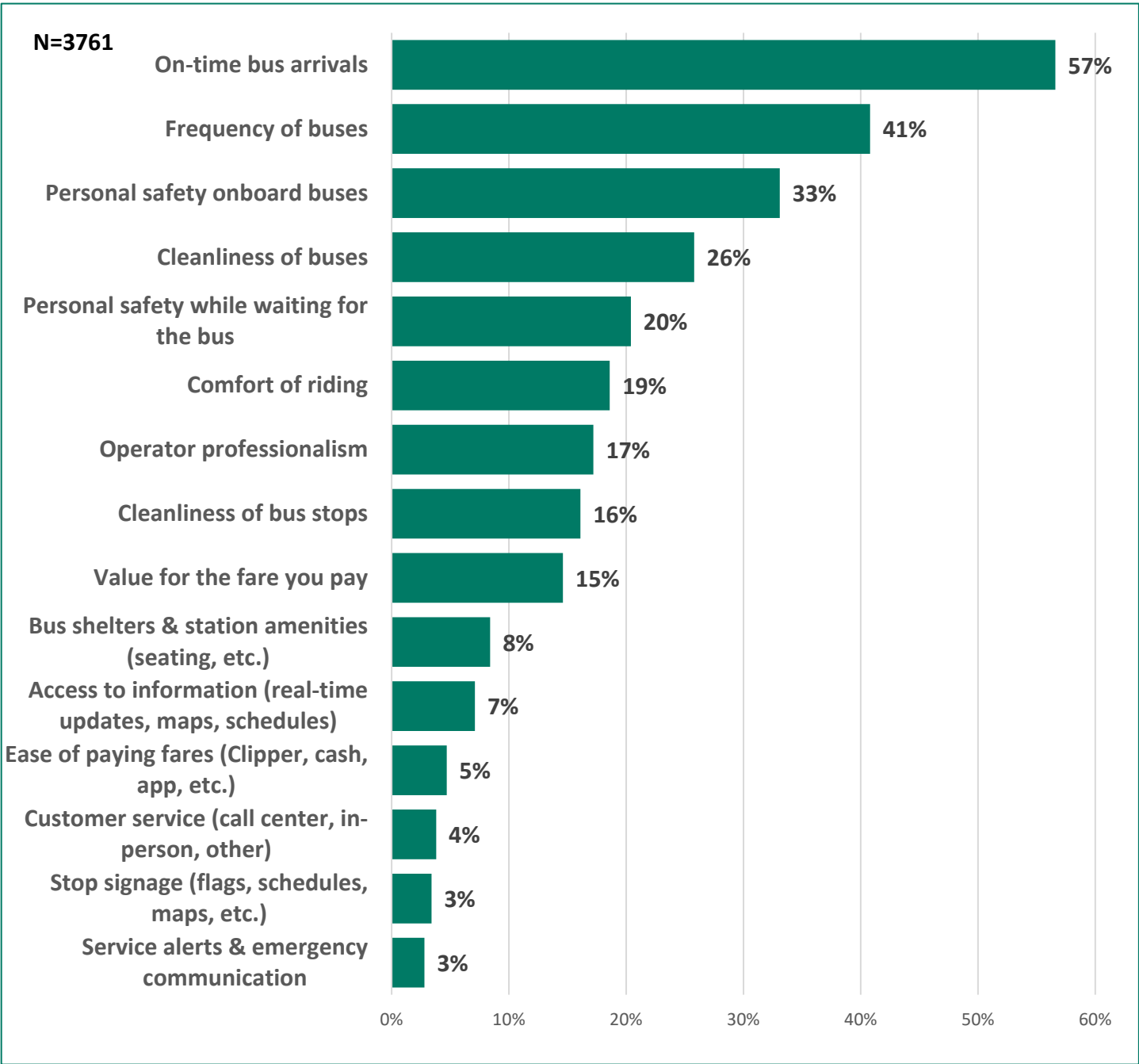
Overview of Satisfaction with Aspects of AC Transit Service

- Satisfaction ratings were strong across most service areas, with the highest ratings reported for ease of paying fares, operator professionalism, comfort of riding, and value for the fare paid.
- Ease of paying fares and operator professionalism received the highest satisfaction ratings overall, with approximately eight in ten respondents reporting they were either “Very satisfied” or “Satisfied” with each item.
- Riders also reported strong satisfaction with personal safety onboard buses, on-time bus arrivals, stop signage, and cleanliness of buses, with approximately two-thirds of respondents reporting positive ratings in these areas.
- Service areas receiving comparatively lower satisfaction ratings included cleanliness of bus stops, bus shelters and station amenities, customer service, and service alerts and emergency communication.
- Neutral ratings were relatively high for several service areas, particularly customer service, service alerts and emergency communication, and cleanliness of bus stops, suggesting opportunities to further strengthen the customer experience in these areas.

Importance Ratings of AC Transit Service Items

By percentage of respondents who selected each item as first, second, or third most important

Figure 9. Importance Ratings of AC Transit Service Items



- Riders identified on-time bus arrivals as the most important aspect of AC Transit service by a substantial margin, with 57% of respondents selecting it as one of their top three priorities.
- Frequency of buses and personal safety onboard buses were also identified as key priorities, reinforcing the importance riders place on reliability, service availability, and safety.
- Cleanliness of buses and personal safety while waiting for the bus also ranked among the highest-priority service areas for respondents.

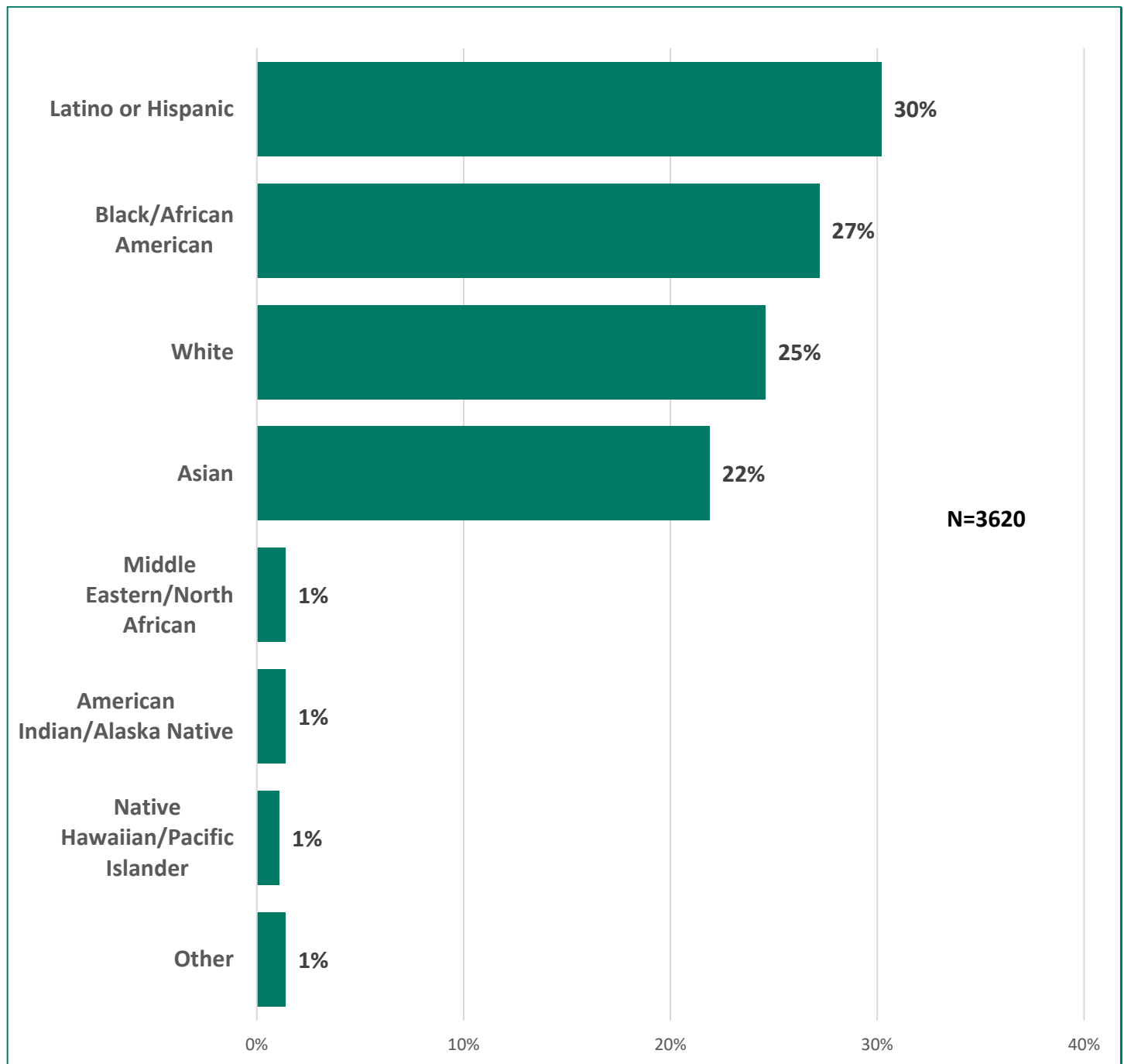
Respondent Characteristics



What is your race/ethnicity?

By percentage of respondents (excluding “prefer not to say”, multiple items could be selected)

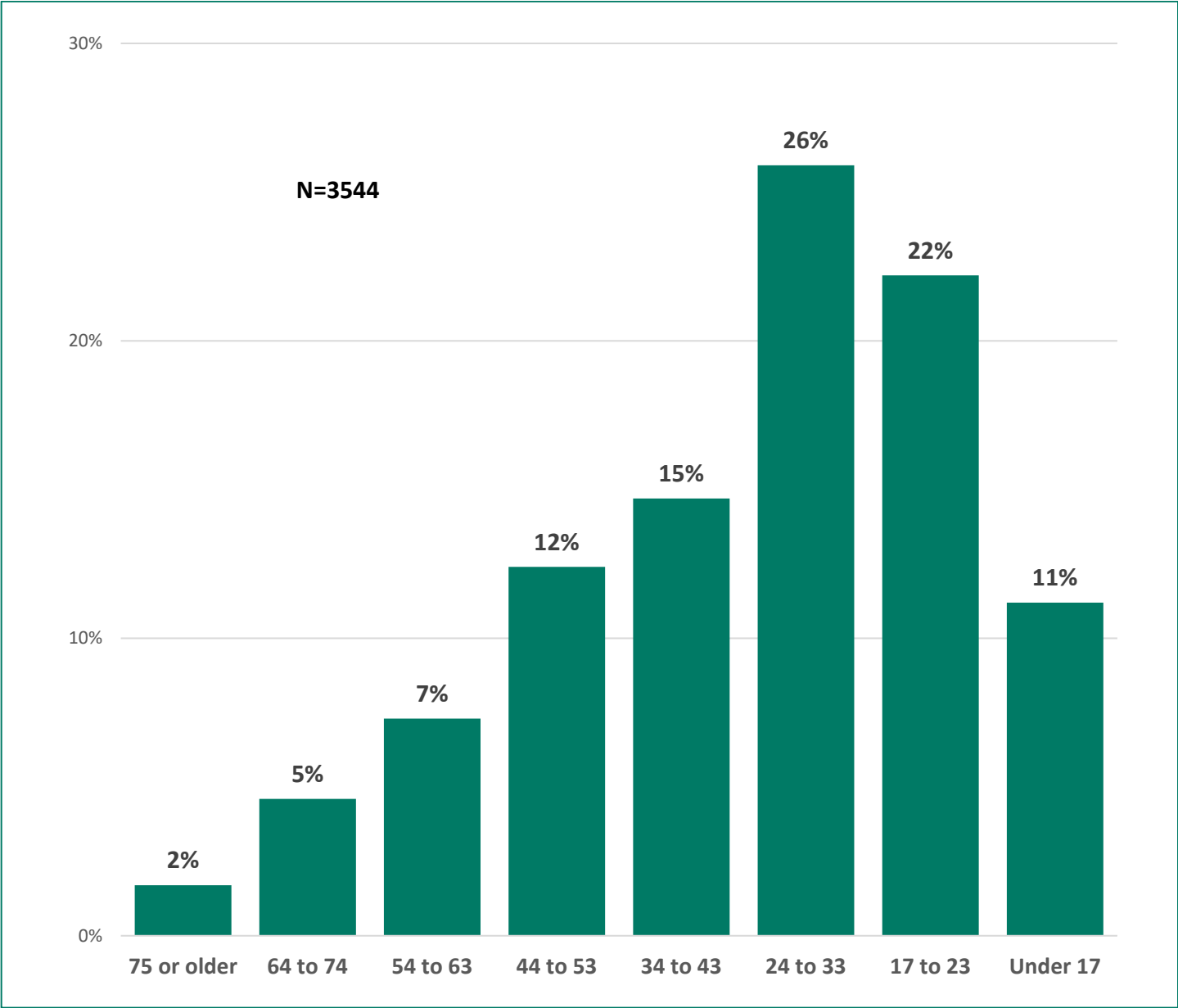
Figure 10. Race/Ethnicity of Respondents



- The survey results indicate that AC Transit serves a diverse rider base, with Latino or Hispanic respondents representing the largest share of riders, followed closely by Black/African American, White, and Asian respondents.
- No single racial or ethnic group represented a strong majority of respondents, reflecting the broad diversity of the communities served by AC Transit.
- The findings reinforce AC Transit’s role as an essential mobility provider for riders from a wide range of racial and ethnic backgrounds throughout the East Bay region.

What year were you born?
By percentage of respondents (excluding “not provided”)

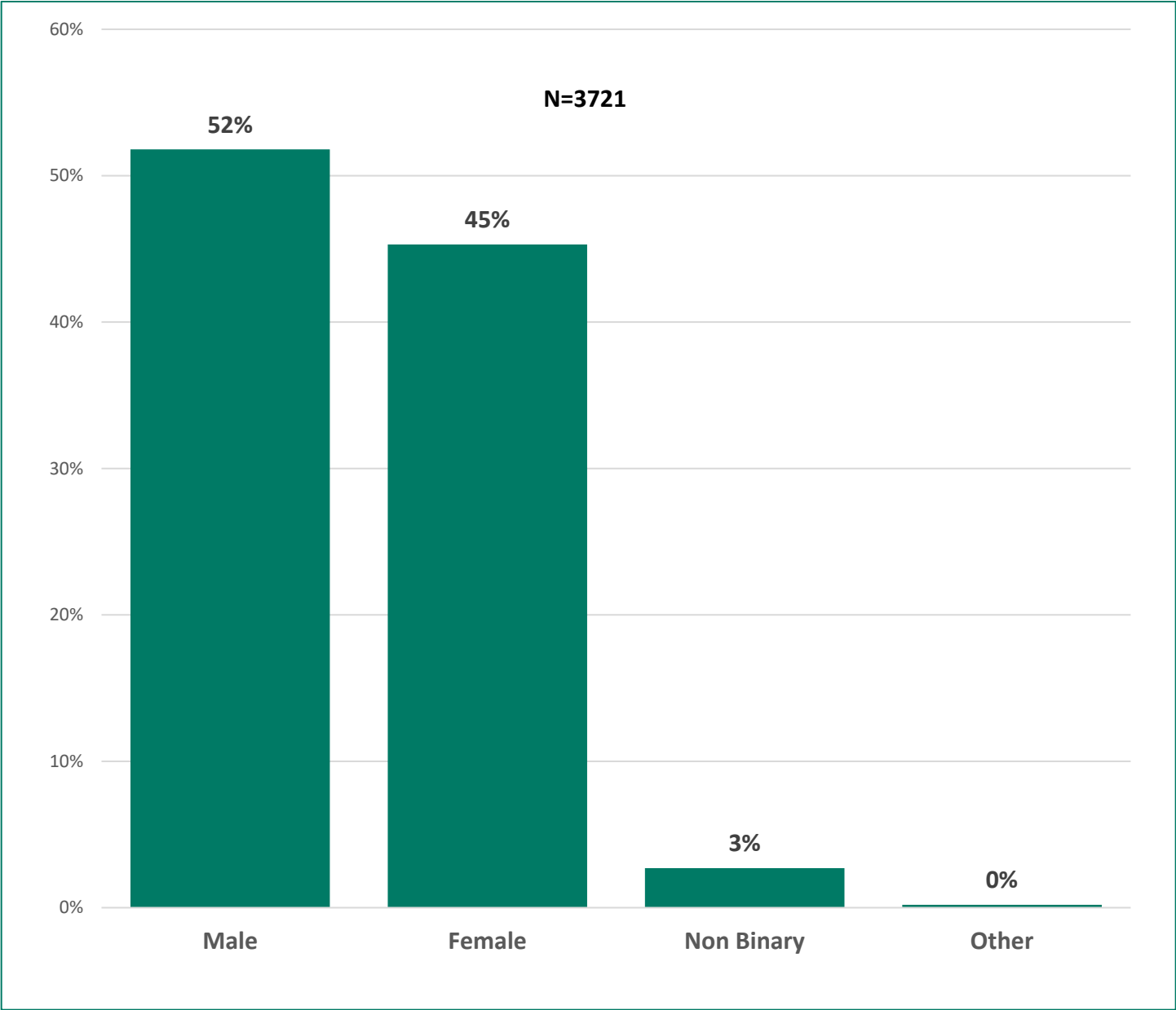
Figure 11. Age of Respondents



- AC Transit riders span a broad range of age groups, though the largest shares of respondents were younger and working-age adults.
- Respondents born between 24 and 33 years old represented the largest age group at 26%, followed by those between 17 and 23 years old at 22%.
- More than six in ten respondents were younger than 44 years old, indicating that AC Transit serves a comparatively young rider base.
- Older adults were also represented throughout the survey results, reinforcing AC Transit’s role in serving riders across multiple generations.

What is your gender?
By percentage of respondents (excluding “not provided”)

Figure 12. Gender of Respondents

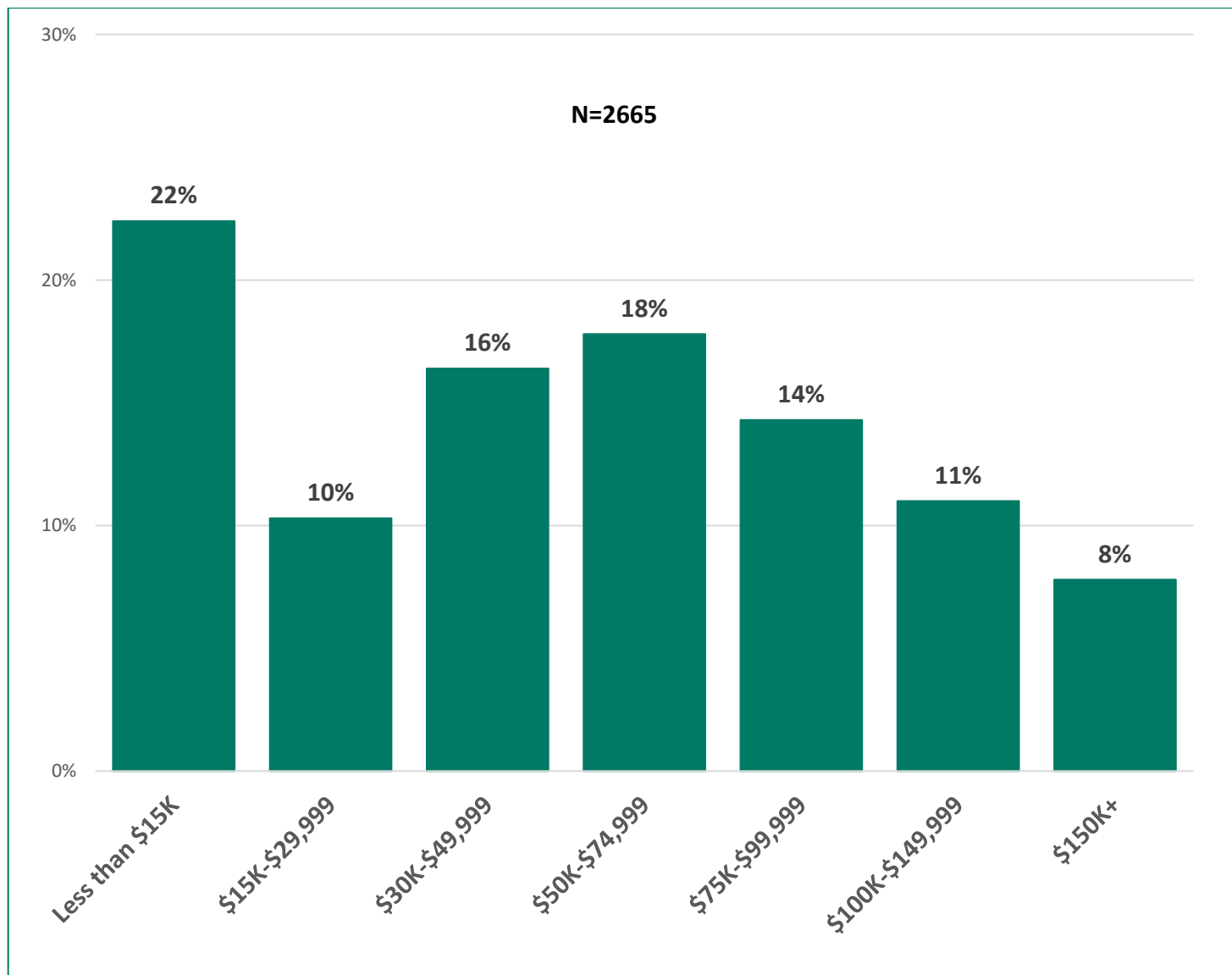


- Survey respondents were relatively balanced by gender, with 52% identifying as male and 45% identifying as female.

Which of the following best describes your total annual household income in 2025 before taxes?

By percentage of respondents (excluding “prefer not to say”)

Figure 13. Household Income of Respondents

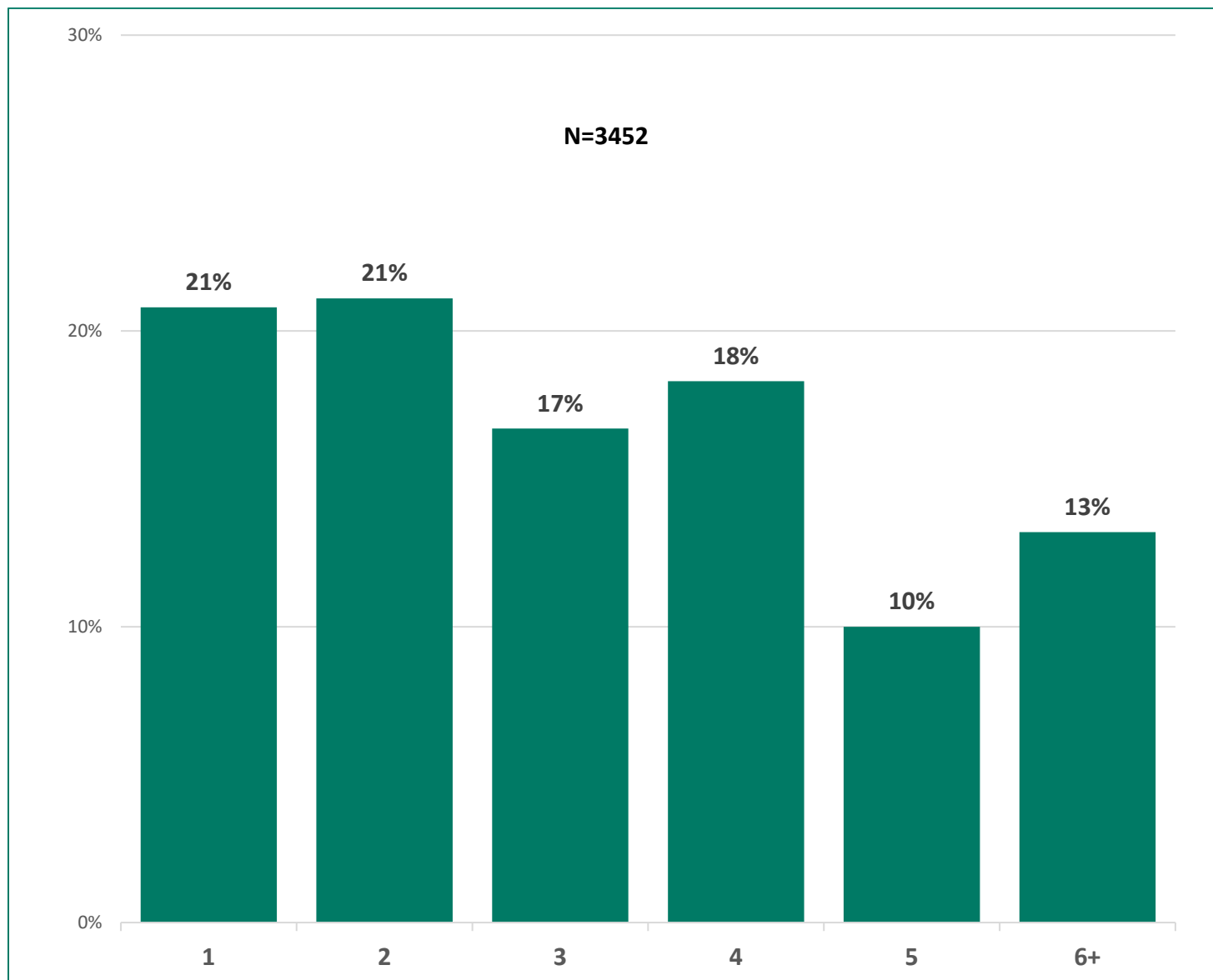


- AC Transit serves riders across a wide range of household income levels, reflecting the broad economic diversity of the communities served by the District.
- The largest share of respondents reported annual household incomes of less than \$15,000, indicating the importance of AC Transit for many lower-income riders.
- At the same time, respondents were represented across all income categories, including riders from moderate- and higher-income households.
- The findings reinforce AC Transit’s role as an essential transportation option for riders with varying financial and mobility needs.

Including you, how many people live in your household?

By percentage of respondents (excluding “not provided”)

Figure 14. Household Size

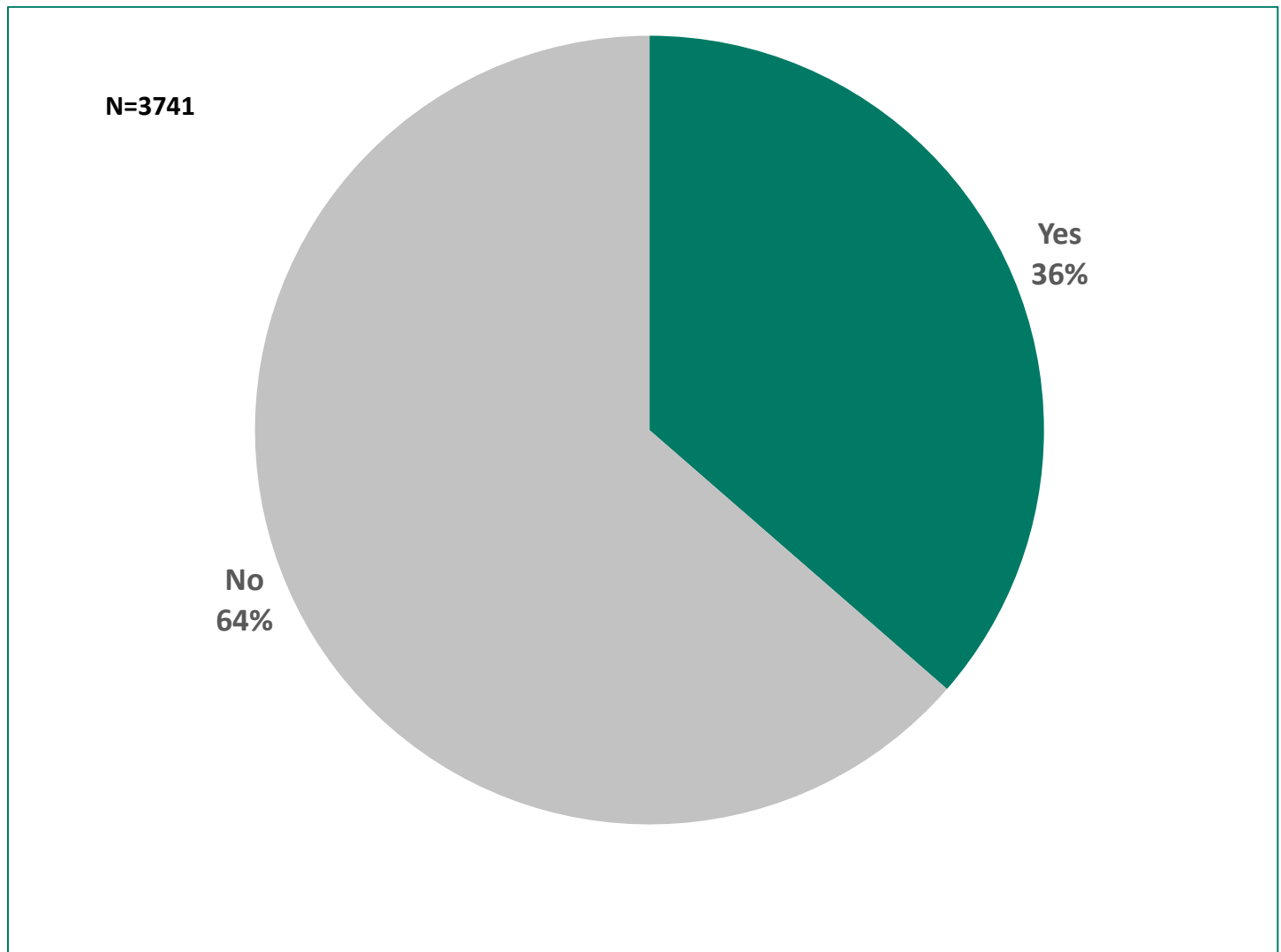


- Household sizes among respondents were distributed across a wide range of categories, with one- and two-person households representing the largest shares of riders.
- More than half of respondents reported living in households with three or more people, reflecting the diversity of household structures served by AC Transit.

Are you currently a student?

By percentage of respondents (excluding “not provided”)

Figure 15. Student Status

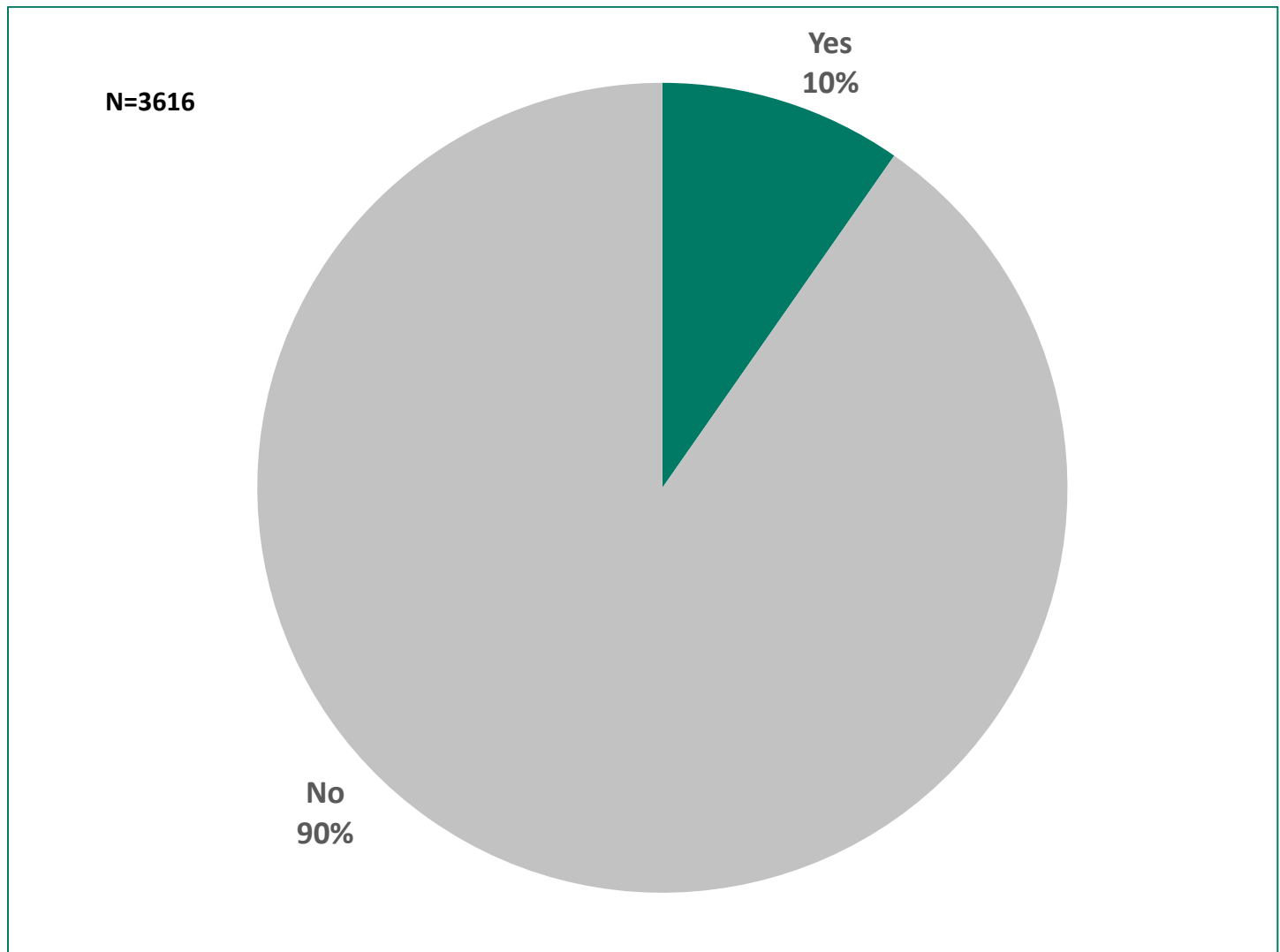


- More than one-third of respondents reported currently being students, indicating that AC Transit plays an important role in supporting access to schools, colleges, and universities throughout the East Bay region.
- The findings suggest that students represent a meaningful segment of AC Transit’s rider base and rely on the system for regular transportation needs.

Do you have a disability that limits your mobility?

By percentage of respondents (excluding “prefer not to say”)

Figure 16. Disability Status

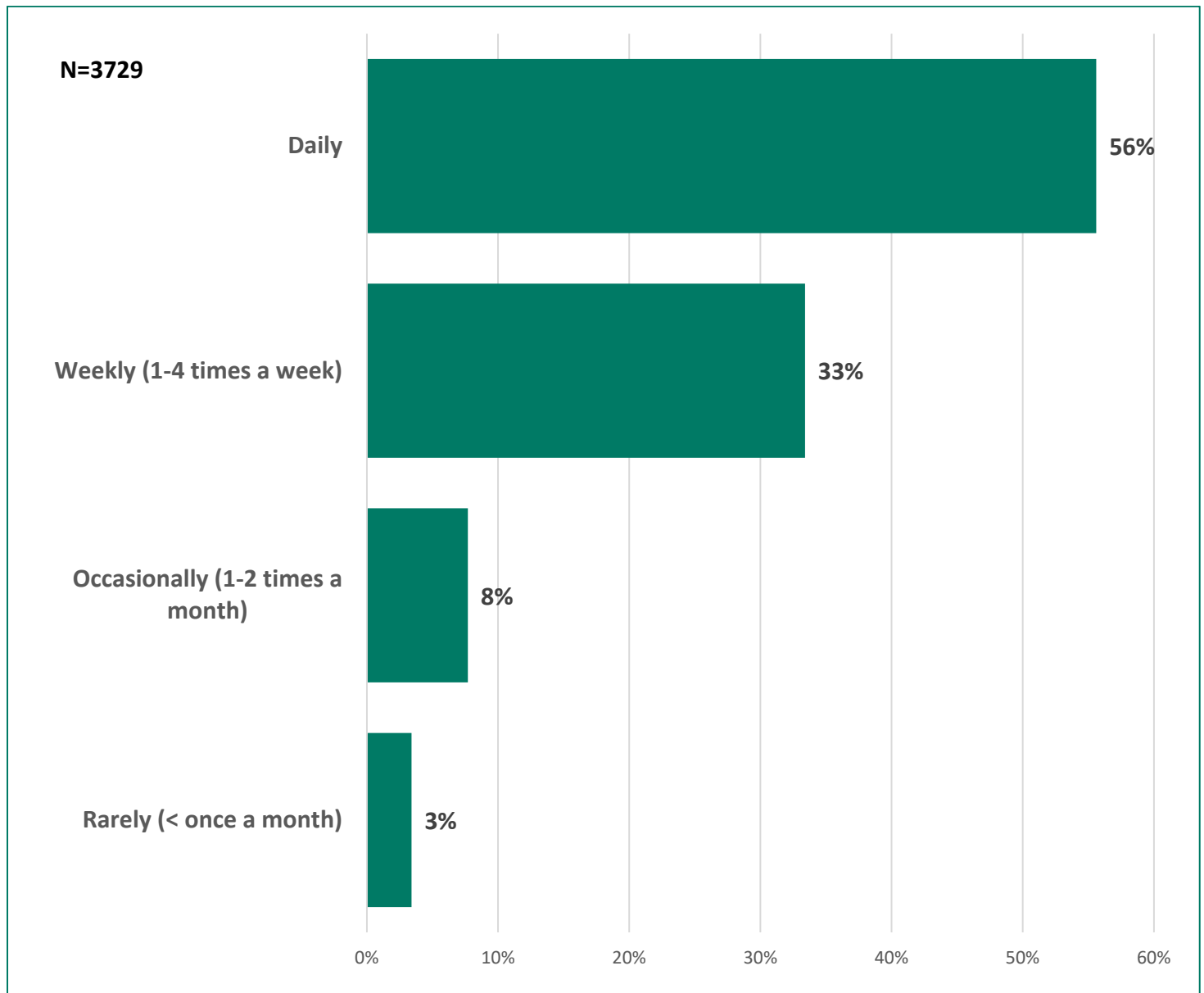


- One in ten respondents reported having a disability that limits their mobility, highlighting the importance of accessible and reliable transit service for many AC Transit riders.
- Maintaining accessible vehicles, stops, passenger amenities, and clear service information remains important to supporting an inclusive rider experience.

How often do you use AC Transit?

By percentage of respondents (excluding “not provided”)

Figure 17. Frequency

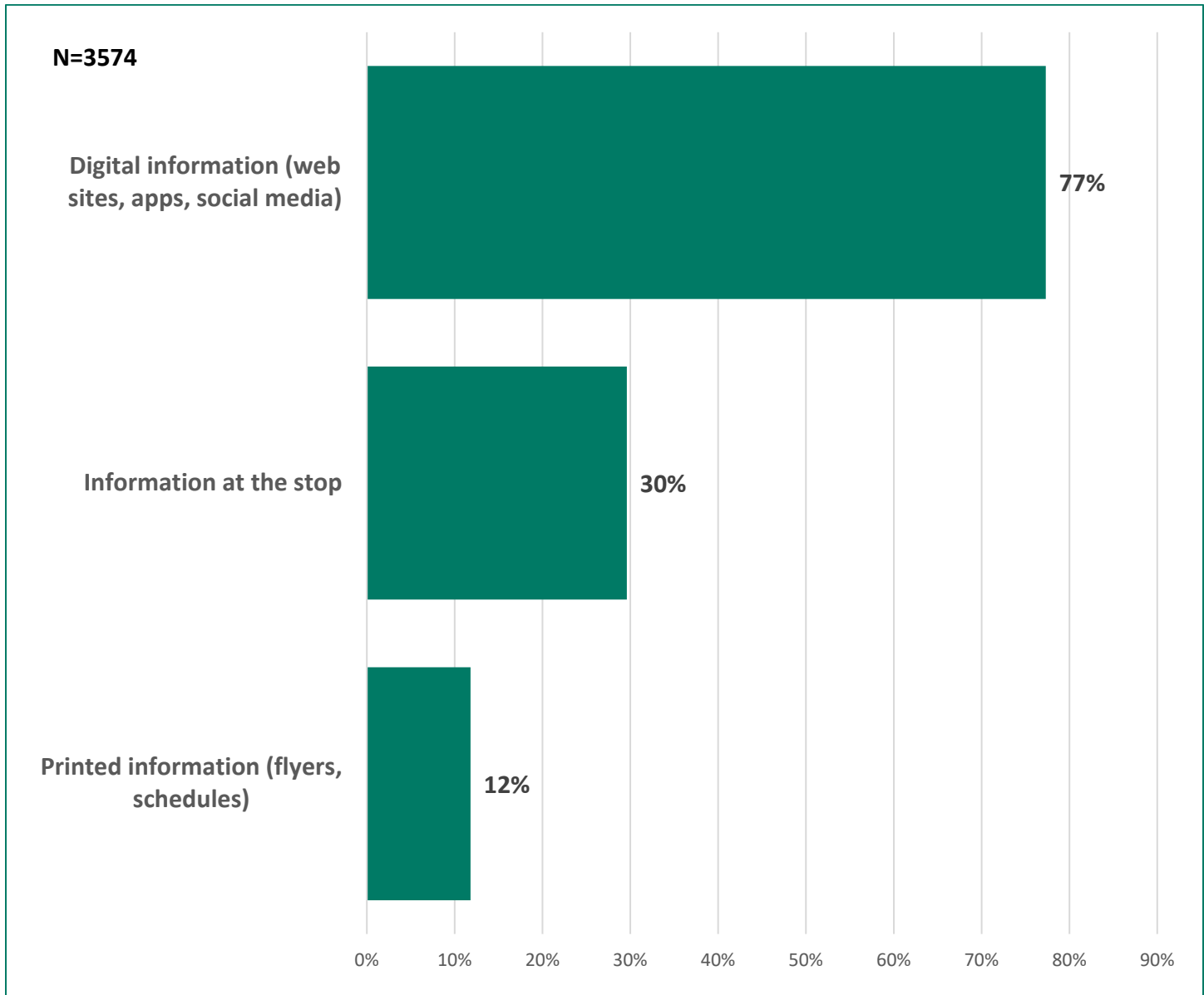


- The survey results indicate that AC Transit riders use the system frequently and consistently, with nearly nine in ten respondents reporting that they ride at least weekly.
- More than half of respondents reported using AC Transit daily, reinforcing the system’s importance for regular transportation and essential mobility needs.
- Only a small share of respondents reported using the system occasionally or rarely, indicating that the survey primarily captured feedback from frequent and highly engaged riders.

How do you get information about AC Transit?

By percentage of respondents (multiple items could be selected)

Figure 18. Information About AC Transit



- Digital information sources such as websites, apps, and social media were the primary way riders obtained information about AC Transit service.
- More than three-fourths of respondents reported using digital information sources, highlighting the importance of reliable and accessible online communication tools.
- Information posted at bus stops also continued to play an important role for many riders, while printed materials were used less frequently.
- The findings suggest that maintaining accurate real-time digital information remains a critical component of the customer experience.

Section 4

Importance-Satisfaction Analysis



Overview

Today, transit officials have limited resources which need to be targeted to activities that are of the most benefit to their riders. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to riders; and (2) to target resources toward those services where riders are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the transit agency to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the agency's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the service aspects they think are most important for AC Transit to provide. Fifty-seven percent (56.6%) of respondents selected *on-time bus arrivals*, as one of the most important services for AC Transit to provide.

With regard to satisfaction, 67.1% of respondents surveyed rated AC Transit's overall performance in the *on-time bus arrival*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *on-time bus arrival*, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 56.6% was multiplied by 32.9% (1-0.671). This calculation yielded an I-S rating of 0.1862 which ranked first out of 15 major service components.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of the top three most important areas of service and 0% indicate they are positively satisfied with the delivery in this area.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.10 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.05 to 0.10 identify service areas that should receive increased emphasis. Ratings less than 0.05 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.10$)
- *Increase Current Emphasis* ($0.05 \leq IS < 0.10$)
- *Maintain Current Emphasis* ($IS < 0.05$)

The results for AC Transit are provided on the following pages.

Importance-Satisfaction Analysis Ratings 2026 AC Transit Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Definitely Increase Emphasis						
On-time bus arrivals	56.6%	1	67.1%	7	0.1862	1
Frequency of buses	40.8%	2	64.7%	10	0.1440	2
Personal safety onboard buses	33.1%	3	68.4%	6	0.1046	3
Increase Current Emphasis						
Cleanliness of buses	25.8%	4	65.8%	9	0.0882	4
Cleanliness of bus stops	16.1%	8	51.2%	15	0.0786	5
Personal safety while waiting for the bus	20.4%	5	61.6%	11	0.0783	6
Maintain Current Emphasis						
Comfort of riding	18.6%	6	74.7%	3	0.0471	7
Value for the fare you pay	14.6%	9	69.8%	4	0.0441	8
Bus shelters & station amenities (seating, etc.)	8.4%	10	54.9%	14	0.0379	9
Operator professionalism	17.2%	7	79.0%	2	0.0361	10
Access to information (real-time updates, maps, schedules)	7.1%	11	69.7%	5	0.0215	11
Customer service (call center, in-person, other)	3.8%	13	57.3%	13	0.0162	12
Stop signage (flags, schedules, maps, etc.)	3.4%	14	66.6%	8	0.0114	13
Service alerts & emergency communication	2.8%	15	61.1%	12	0.0109	14
Ease of paying fares (Clipper, cash, app, etc.)	4.7%	12	80.9%	1	0.0090	15

Interpretation of the Importance-Satisfaction Ratings

The Importance-Satisfaction Analysis identified on-time bus arrivals, frequency of buses, and personal safety onboard buses as the highest priority opportunities for continued improvement. These service areas received the three highest importance ratings from respondents and also had comparatively lower satisfaction ratings than many other service categories, resulting in the highest overall I-S scores.

On-time bus arrivals received the highest I-S rating overall and ranked as the single most important service attribute to riders. More than half of respondents (56.6%) identified on-time performance as one of the three most important aspects of AC Transit service. Although overall satisfaction with on-time bus arrivals was generally positive, the extremely high importance riders place on reliability caused this service area to emerge as the top improvement priority. Similarly, personal safety onboard buses ranked sixth overall in satisfaction ratings; however, because one-third of respondents identified it as one of the most important service attributes, it also received one of the highest I-S ratings overall.

Frequency of buses also emerged as a major area of focus. More than four in ten respondents identified frequency of buses as one of the most important aspects of service, while satisfaction ratings ranked in the lower half of all measured service categories. These findings reinforce the importance riders place on reliable and convenient service availability throughout the AC Transit system.

The analysis also identified cleanliness of buses, cleanliness of bus stops, and personal safety while waiting for the bus as service areas where additional emphasis may further improve the customer experience. Satisfaction ratings for these service areas ranked in the lower half of all measured attributes, while riders continued to identify them as important elements of the overall transit experience. In particular, cleanliness of bus stops received the lowest satisfaction rating among all measured service attributes, while personal safety while waiting for the bus ranked eleventh overall in satisfaction. These findings suggest that stop environments and waiting conditions remain important opportunities for continued improvement.

By comparison, service areas such as operator professionalism, ease of paying fares, comfort of riding, and access to information received comparatively lower I-S ratings primarily because satisfaction levels in these areas were already relatively high. Operator professionalism and ease of paying fares received the two highest satisfaction ratings overall, indicating AC Transit is currently performing well in several core customer experience areas.

Overall, the Importance-Satisfaction Analysis suggests that the greatest opportunities to further improve customer satisfaction are concentrated around reliability, service frequency, safety, and cleanliness-related concerns. Improvements in these areas are likely to have the greatest impact on riders' overall perceptions of AC Transit service moving forward.

Importance-Satisfaction Analysis

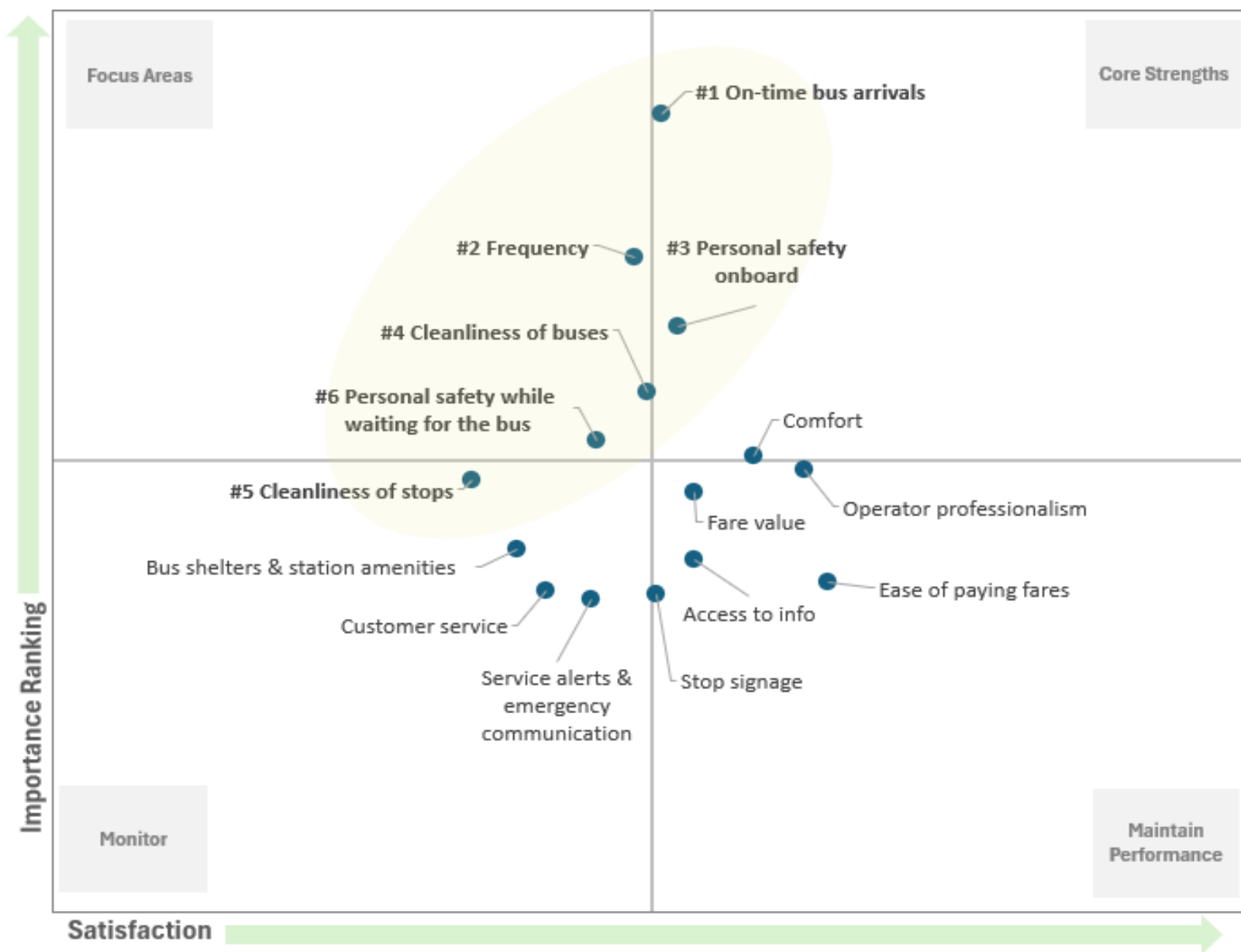
The Importance-Satisfaction Analysis is based on the concept that public agencies can maximize overall customer satisfaction by emphasizing improvements in areas where satisfaction is relatively low and perceived importance is relatively high. The accompanying **Importance-Satisfaction scatter plot** displays the perceived importance of service attributes relative to customer satisfaction. The two axes represent Mean Satisfaction (horizontal) and Mean Importance (vertical).

The I-S (Importance-Satisfaction) Scatter Plot should be interpreted as follows. The Scatter Plot provides a relative comparison of service attributes. Priority rankings are based on the Importance-Satisfaction Analysis, which is the primary prioritization tool.

- **Core Strengths (above average importance and above average satisfaction).** This area shows where the agency meets customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The agency should maintain (or slightly increase) emphasis on items in this area.
- **Maintain Performance (below average importance and above average satisfaction).** This area shows where the agency is performing significantly better than customers expect the agency to perform. Items in this area do not significantly affect the overall level of satisfaction that customers have with the services provided. The agency should maintain (or slightly decrease) emphasis on items in this area.
- **Focus Areas (above average importance and below average satisfaction).** This area shows where the agency is not performing as well as customers expect the agency to perform. This area has a significant impact on customer satisfaction, and the agency should increase emphasis on items in this area.
- **Monitor (below average importance and below average satisfaction).** This area shows where the agency is not performing well compared to the agency's performance in other areas; however, this area is generally considered to have lower levels of importance to respondents. This area does not significantly affect overall satisfaction with transit services because the items are less important to customers. The agency should maintain current levels of emphasis on items in this area.

The Scatter Plot showing the results for AC Transit is provided on the following page. The Scatter Plot provides a visual comparison of service attributes relative to one another and is intended to provide context regarding strengths, focus areas, and areas to monitor.

Importance-Satisfaction Scatter Plot of Service Attributes



Section 5

National Benchmark Comparisons



NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with AC Transit is not authorized without written consent from ETC Institute.

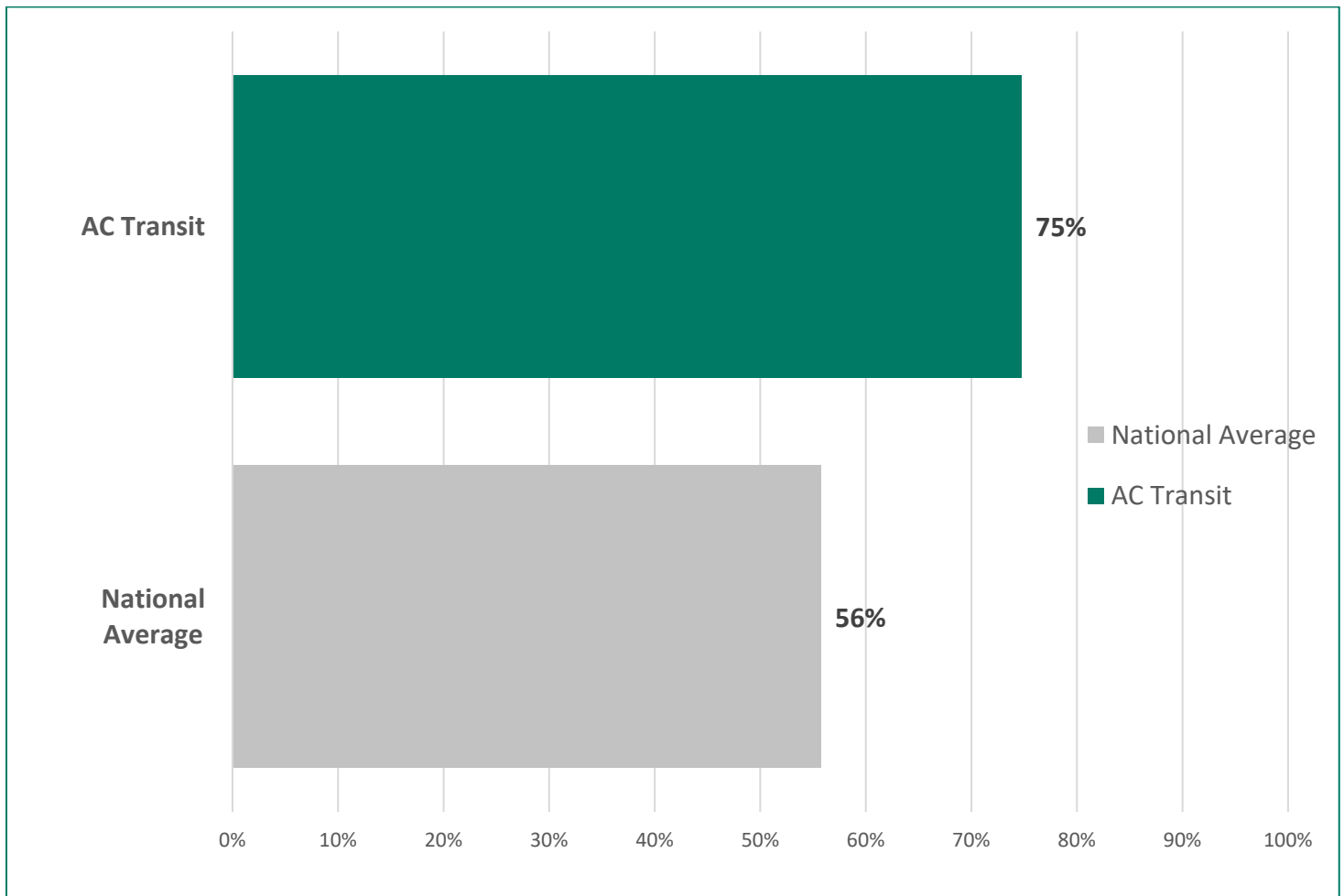
ETC Institute's benchmark survey data comes from a panel of transit riders drawn from surveys conducted within the past five years across all 50 states. Responses from users of more than 80 transit systems were included.

The benchmark survey data provided in this report was collected during the Spring of 2025. Results were monitored to ensure distribution in proportion to population size of each transit system's region (i.e. the largest percentage of respondents were users of transit systems in California).

Overall Satisfaction Benchmark Comparison

By percentage of respondents who selected "Very satisfied" or "Satisfied"
(excluding "not provided")

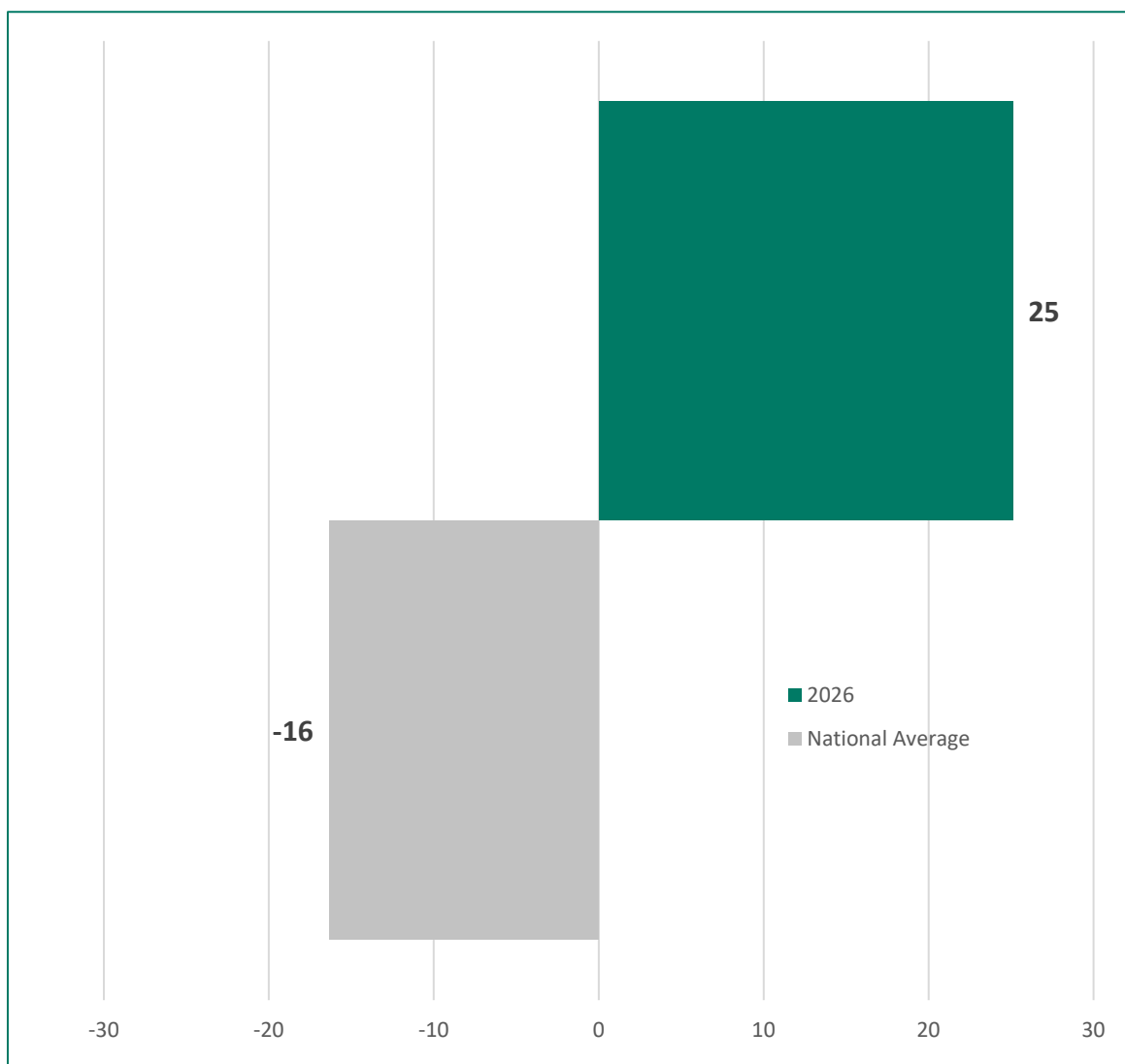
Figure 20. Overall Satisfaction Benchmark Comparison



Net Promoter Score Benchmark Comparison

By percentage of respondents (excluding “not provided”)

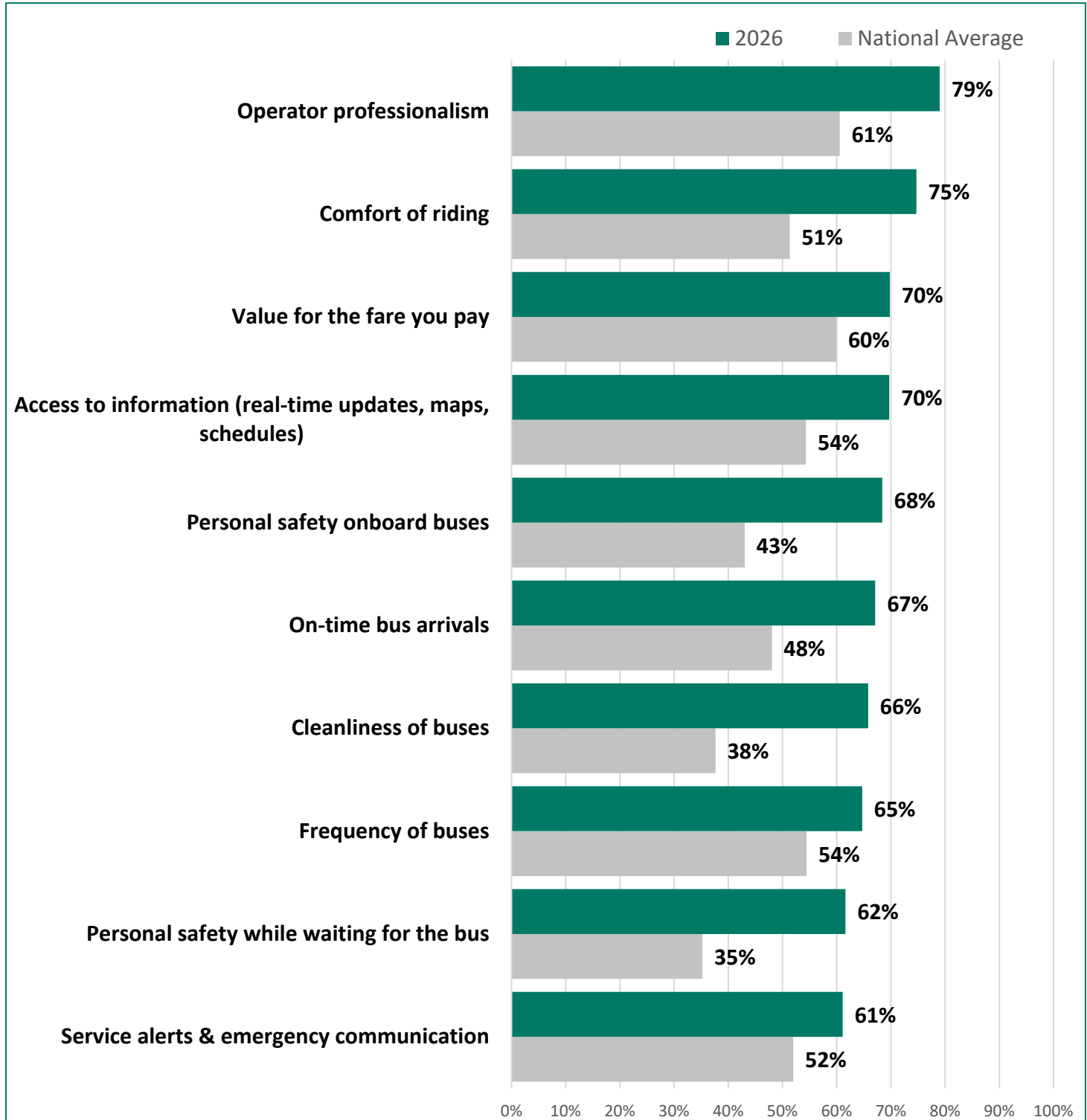
Figure 21. Net Promoter Score Benchmark Comparison



Satisfaction with Service Items Benchmark Comparison

By percentage of respondents who selected "Very satisfied" or "Satisfied"
(excluding "not provided")

Figure 22. Satisfaction with Service Items Benchmark Comparisons



Appendix A

Sampling Plans



Figure 23. Weekday Sampling Plan

Route	Average WD Riders	Survey Goal	Survey Count
6	4665	90	94
7	739	14	14
9	3981	77	80
12	2597	50	74
14	2788	54	64
18	5979	116	117
19	240	5	5
22	2187	42	71
27	2364	46	45
28	652	13	13
30	1983	38	41
31	1252	24	49
34	672	13	13
35	673	13	13
36	3061	59	87
40	6322	122	123
41	603	12	12
45	1207	23	23
52	2862	55	67
54	1237	24	23
56	421	8	11
57	5382	104	104
60	1088	21	21
62	1476	29	54
65	374	7	7
67	307	6	6
70	883	17	17
71	1041	20	19
72	3838	74	90
73	1816	35	35
74	988	19	20
76	1903	37	37
86	1317	25	42
88	2650	51	76
90	636	12	32
93	880	17	17
95	224	4	4
96	1342	26	28
97	2922	57	57
98	1098	21	21
200	1281	25	26
210	1196	23	23
211	1361	26	42
216	292	6	6
231	780	15	16
239	929	18	17
251	187	4	4
281	241	5	10
701	32	1	2
702	13	0	1

Route	Average WD Riders	Survey Goal	Survey Count
703	20	0	1
800	467	9	7
801	301	6	8
802	67	1	3
805	82	2	2
840	63	1	1
851	90	2	4
1T	15626	302	296
46L	164	3	3
51A	5946	115	185
51B	7106	137	133
72M	2946	57	57
72L	2236	43	43
E	183	4	4
F	2223	43	43
FS	130	3	3
G	174	3	2
J	256	5	4
L	147	3	4
NL	2491	48	48
NX	228	4	6
NX3	120	2	3
O	1269	25	40
P	361	7	8
U	293	6	6
V	223	4	5
W	154	3	3
604	117	4	8
621	385	14	21
623	1049	39	38
625	342	13	20
631	243	9	15
641	287	11	10
646	314	12	12
648	143	5	8
649	104	4	10
653	130	5	10
654	223	8	8
655	263	10	11
657	261	10	10
658	166	6	6
667	170	10	10
675	324	12	12
677	112	4	5
682	174	7	10
684	195	7	7
687	216	8	8
DB	499	10	11
DB1	400	8	9
Total	132450	2662	3053

Figure 24. Weekend Sampling Plan

Route	Average WE Riders	Survey Goal	Survey Count
6	5616	23	23
7	3995	16	16
9	2889	12	12
12	3158	13	13
14	1196	5	5
18	5264	21	22
19	343	1	11
22	2960	12	12
27	3058	12	13
30	3004	12	12
31	1644	7	25
28	825	3	16
34	1031	4	4
35	1005	4	4
36	2751	11	26
40	5674	23	21
41	805	3	3
45	906	4	5
52	2405	10	10
54	1054	4	3
56	539	2	2
57	7588	31	38
60	1265	5	5
62	958	4	15
70	562	2	9
71	828	3	16
72	4761	19	19
73	2202	9	9
74	685	3	3
76	1733	7	7

Route	Average WE Riders	Survey Goal	Survey Count
86	1177	5	5
88	2490	10	10
90	657	3	3
93	813	3	3
95	248	1	0
96	1895	8	8
97	2766	11	11
98	807	3	3
200	1725	7	7
210	1223	5	0
211	1784	7	7
216	398	1	2
231	1380	6	5
239	1561	6	6
251	217	0	1
281	425	2	2
800	958	4	4
801	558	3	2
802	99	0	1
805	141	1	2
840	114	0	1
851	149	1	0
1T	23291	95	96
51A	6604	26	27
51B	10806	44	45
72M	4158	17	21
72L	4979	20	27
F	3237	12	13
NL	2294	10	10
O	1500	6	7
Total	149158	606	708

Appendix B

Survey Instrument



Figure 25. Survey Instrument



Alameda-Contra Costa Transit Customer Satisfaction Survey

Please take a moment to complete this brief survey about your satisfaction with AC Transit. Responses are confidential. Please return this survey to the surveyor when finished. As a thank you for your time, there is a chance to win one of ten \$100 Visa gift cards.

SUPERVISOR ONLY

Surveyor ID: _____ Date: _____ Route: _____
Time: Before 6a 6-10a 10a-3p 3-7p After 7p
Day of the Week M T W Th F Sa Su

*Participation in this survey is limited to individuals ages 13 and older.

1. How often do you use AC Transit?

- ____(1) Daily
____(2) Weekly (1-4 times a week)
____(3) Occasionally (1-2 times a month)
____(4) Rarely (< once a month)

2. Which AC Transit bus routes do you ride most often? [Write up to 3 of your most used AC Transit routes. Please write the Route Number only (Example: 1st: 57 2nd: 18 3rd: 51A). 1st: _____ 2nd: _____ 3rd: _____]

3. On a scale from 0-10, where 0 means "Not at all Likely," and 10 means "Extremely Likely," how likely are you to recommend AC Transit to a friend, family member, or colleague? [Circle your answer below.]

0 1 2 3 4 5 6 7 8 9 10

4. Overall, how satisfied are you with AC Transit?

- ____(5) Very Satisfied [Skip to Q5.] ____ (3) Neutral [Skip to Q5.] ____ (1) Very Dissatisfied [Answer Q4a.]
____(4) Satisfied [Skip to Q5.] ____ (2) Dissatisfied [Answer Q4a.]

4a. When AC Transit does not meet your needs, what other options do you use? [Select all that apply.]

- ____(1) I still ride AC Transit ____ (3) I get a ride from someone else ____ (5) I travel less often
____(2) Ride-hailing (e.g., Lyft/Uber) ____ (4) I walk or bike ____ (6) Something else: _____

5. Please indicate your level of satisfaction with the following:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
01. On-time bus arrivals.	5	4	3	2	1
02. Frequency of buses.	5	4	3	2	1
03. Cleanliness of buses.	5	4	3	2	1
04. Cleanliness of bus stops.	5	4	3	2	1
05. Personal safety onboard buses.	5	4	3	2	1
06. Personal safety while waiting for the bus.	5	4	3	2	1
07. Operator professionalism.	5	4	3	2	1
08. Comfort of riding.	5	4	3	2	1
09. Bus shelters and station amenities (seating, etc.).	5	4	3	2	1
10. Stop signage (flags, schedules, maps, etc.).	5	4	3	2	1
11. Ease of paying fares (Clipper, cash, app, etc.).	5	4	3	2	1
12. Value for the fare you pay.	5	4	3	2	1
13. Access to information (real-time updates, maps, schedules).	5	4	3	2	1
14. Service alerts and emergency communication.	5	4	3	2	1
15. Customer Service (call center, in-person, other).	5	4	3	2	1

6. Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT? [Write in your answer below using the numbers from the list in Question 5. For example, if "Comfort of riding" is the most important, then write "8" as your 1st choice.]

1st: _____ 2nd: _____ 3rd: _____

7. How do you get information about AC Transit? [Select all that apply.]

- ____(1) Printed information (flyers, schedules) ____ (2) Digital information (web sites, apps, social media) ____ (3) Information at the stop

DEMOGRAPHICS

8. What year were you born? _____

9. What is your gender? ____ (1) Male ____ (2) Female ____ (3) Nonbinary ____ (4) Other: _____

10. What is your race/ethnicity? [Select all that apply.]

- ____(01) Latino or Hispanic ____ (04) Asian ____ (07) Middle Eastern/North African
____(02) Black/African American ____ (05) American Indian/Alaska Native ____ (08) Prefer not to say
____(03) White ____ (06) Native Hawaiian/Pacific Islander ____ (99) Other (please specify): _____

11. Are you currently a student? ____ (1) Yes ____ (2) No

12. Do you have a disability that limits your mobility? ____ (1) Yes ____ (2) No ____ (3) Prefer not to say

13. Including you, how many people live in your household: _____

14. Home Zip Code: _____

15. Which of the following best describes your total annual household income in 2025 before taxes?

- ____(1) Less than \$15,000 ____ (3) \$30,000 - \$49,999 ____ (5) \$75,000 - \$99,999 ____ (7) \$150,000 or more
____(2) \$15,000 - \$29,999 ____ (4) \$50,000 - \$74,999 ____ (6) \$100,000 - \$149,999 ____ (8) Prefer not to say

16. May we contact you in the future to ask your opinion about AC Transit? Your information will be kept confidential.

- ____(1) Yes [Enter contact information at the bottom.] ____ (2) No

17. Would you like to be entered into the drawing for a chance to win one of ten \$100 VISA gift cards?

- ____(1) Yes [Enter contact information below if not already provided.] ____ (2) No

Name: _____ Email: _____ or Phone: _____

*Drawing Rules: Open to residents of California who are at least 18 years old at the time of entry. Employees of AC Transit and their family/household are not eligible.

Thank you for your feedback!

Appendix C

Tabular Data



Q1. How often do you use AC Transit?

<u>Q1. How often do you use AC Transit</u>	<u>Number</u>	<u>Percent</u>
Daily	2072	55.1 %
Weekly (1-4 times a week)	1246	33.1 %
Occasionally (1-2 times a month)	286	7.6 %
Rarely (< once a month)	125	3.3 %
<u>Not provided</u>	<u>32</u>	<u>0.9 %</u>
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q1. How often do you use AC Transit? (without "not provided")**

<u>Q1. How often do you use AC Transit</u>	<u>Number</u>	<u>Percent</u>
Daily	2072	55.6 %
Weekly (1-4 times a week)	1246	33.4 %
Occasionally (1-2 times a month)	286	7.7 %
<u>Rarely (< once a month)</u>	<u>125</u>	<u>3.4 %</u>
Total	3729	100.0 %

Q2. Which AC Transit bus routes do you ride most often?

Q2. Top choice	Number	Percent
6	137	3.6 %
7	15	0.4 %
9	84	2.2 %
12	129	3.4 %
14	97	2.6 %
18	169	4.5 %
19	26	0.7 %
1T	290	7.7 %
22	69	1.8 %
27	57	1.5 %
28	29	0.8 %
30	53	1.4 %
31	35	0.9 %
34	20	0.5 %
35	15	0.4 %
36	87	2.3 %
40	121	3.2 %
41	19	0.5 %
45	37	1.0 %
46L	3	0.1 %
51A	283	7.5 %
51B	190	5.1 %
52	58	1.5 %
54	26	0.7 %
56	15	0.4 %
57	177	4.7 %
60	32	0.9 %
62	46	1.2 %
65	7	0.2 %
67	6	0.2 %
70	42	1.1 %
71	12	0.3 %
72	162	4.3 %
72L	45	1.2 %
72M	64	1.7 %
73	25	0.7 %
74	22	0.6 %
76	60	1.6 %
86	33	0.9 %
88	57	1.5 %
90	31	0.8 %
93	20	0.5 %
95	6	0.2 %
96	39	1.0 %
97	65	1.7 %
98	30	0.8 %
200	36	1.0 %
210	25	0.7 %
211	42	1.1 %
231	18	0.5 %
239	25	0.7 %
251	13	0.3 %

Q2. Which AC Transit bus routes do you ride most often?

Q2. Top choice	Number	Percent
281	1	0.0 %
604	8	0.2 %
621	19	0.5 %
623	33	0.9 %
625	9	0.2 %
631	11	0.3 %
641	10	0.3 %
646	10	0.3 %
648	10	0.3 %
649	6	0.2 %
653	6	0.2 %
654	3	0.1 %
655	15	0.4 %
657	9	0.2 %
658	6	0.2 %
667	5	0.1 %
675	10	0.3 %
677	2	0.1 %
682	9	0.2 %
684	4	0.1 %
687	8	0.2 %
701	2	0.1 %
703	1	0.0 %
800	6	0.2 %
801	3	0.1 %
802	1	0.0 %
805	1	0.0 %
840	1	0.0 %
DB	8	0.2 %
DB1	6	0.2 %
E	4	0.1 %
F	78	2.1 %
FS	3	0.1 %
G	3	0.1 %
J	6	0.2 %
L	3	0.1 %
NL	64	1.7 %
NX	11	0.3 %
NX3	4	0.1 %
O	42	1.1 %
P	8	0.2 %
U	3	0.1 %
V	7	0.2 %
W	2	0.1 %
607	1	0.0 %
721	1	0.0 %
663	5	0.1 %
S1B	1	0.0 %
633	1	0.0 %
52B	1	0.0 %
SLA	1	0.0 %
629	1	0.0 %

Q2. Which AC Transit bus routes do you ride most often?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
620	1	0.0 %
627	1	0.0 %
688	1	0.0 %
606	1	0.0 %
Total	3681	97.9 %

Q2. Which AC Transit bus routes do you ride most often?

Q2. 2nd choice	Number	Percent
6	107	2.8 %
7	33	0.9 %
9	85	2.3 %
12	98	2.6 %
14	60	1.6 %
18	149	4.0 %
19	22	0.6 %
1T	110	2.9 %
22	90	2.4 %
27	80	2.1 %
28	55	1.5 %
30	64	1.7 %
31	42	1.1 %
34	17	0.5 %
35	15	0.4 %
36	50	1.3 %
40	91	2.4 %
41	7	0.2 %
45	36	1.0 %
46L	5	0.1 %
51A	157	4.2 %
51B	132	3.5 %
52	44	1.2 %
54	13	0.3 %
56	5	0.1 %
57	115	3.1 %
60	25	0.7 %
62	65	1.7 %
65	1	0.0 %
67	6	0.2 %
70	23	0.6 %
71	22	0.6 %
72	136	3.6 %
72L	50	1.3 %
72M	69	1.8 %
73	26	0.7 %
74	13	0.3 %
76	22	0.6 %
86	18	0.5 %
88	80	2.1 %
90	34	0.9 %
93	20	0.5 %
95	7	0.2 %
96	52	1.4 %
97	32	0.9 %
98	30	0.8 %
200	13	0.3 %
210	26	0.7 %
211	19	0.5 %
216	3	0.1 %
231	7	0.2 %
239	10	0.3 %

Q2. Which AC Transit bus routes do you ride most often?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
251	4	0.1 %
281	6	0.2 %
604	1	0.0 %
621	1	0.0 %
623	2	0.1 %
625	2	0.1 %
631	3	0.1 %
641	1	0.0 %
648	2	0.1 %
653	2	0.1 %
654	5	0.1 %
655	1	0.0 %
657	2	0.1 %
667	2	0.1 %
675	3	0.1 %
677	3	0.1 %
684	1	0.0 %
703	1	0.0 %
800	9	0.2 %
801	2	0.1 %
805	1	0.0 %
DB	4	0.1 %
DB1	1	0.0 %
F	43	1.1 %
G	2	0.1 %
L	2	0.1 %
NL	53	1.4 %
NX	5	0.1 %
O	43	1.1 %
U	2	0.1 %
V	2	0.1 %
W	4	0.1 %
651	3	0.1 %
650	2	0.1 %
99	2	0.1 %
680	1	0.0 %
620	1	0.0 %
663	3	0.1 %
688	1	0.0 %
SLA	2	0.1 %
52B	1	0.0 %
51a	1	0.0 %
51b	1	0.0 %
72l	1	0.0 %
Total	2725	72.5 %

Q2. Which AC Transit bus routes do you ride most often?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
6	66	1.8 %
7	26	0.7 %
9	49	1.3 %
12	69	1.8 %
14	43	1.1 %
18	82	2.2 %
19	16	0.4 %
1T	121	3.2 %
22	52	1.4 %
27	54	1.4 %
28	13	0.3 %
30	54	1.4 %
31	24	0.6 %
34	12	0.3 %
35	18	0.5 %
36	45	1.2 %
40	49	1.3 %
41	1	0.0 %
45	15	0.4 %
46L	1	0.0 %
51A	78	2.1 %
51B	77	2.0 %
52	22	0.6 %
54	12	0.3 %
56	4	0.1 %
57	75	2.0 %
60	15	0.4 %
62	22	0.6 %
65	3	0.1 %
67	2	0.1 %
70	15	0.4 %
71	13	0.3 %
72	79	2.1 %
72L	23	0.6 %
72M	37	1.0 %
73	23	0.6 %
74	4	0.1 %
76	14	0.4 %
86	5	0.1 %
88	51	1.4 %
90	18	0.5 %
93	18	0.5 %
95	2	0.1 %
96	29	0.8 %
97	14	0.4 %
98	22	0.6 %
200	7	0.2 %
210	6	0.2 %
211	10	0.3 %
216	2	0.1 %
231	4	0.1 %
239	2	0.1 %

Q2. Which AC Transit bus routes do you ride most often?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
281	4	0.1 %
604	1	0.0 %
625	1	0.0 %
631	1	0.0 %
641	1	0.0 %
654	1	0.0 %
655	1	0.0 %
657	4	0.1 %
658	1	0.0 %
667	1	0.0 %
675	2	0.1 %
677	3	0.1 %
800	8	0.2 %
801	4	0.1 %
805	2	0.1 %
851	3	0.1 %
DB	3	0.1 %
E	1	0.0 %
F	36	1.0 %
J	2	0.1 %
L	1	0.0 %
NL	34	0.9 %
NX	3	0.1 %
NX3	1	0.0 %
O	23	0.6 %
U	3	0.1 %
W	1	0.0 %
624	2	0.1 %
662	1	0.0 %
72R	1	0.0 %
651	1	0.0 %
660	1	0.0 %
633	1	0.0 %
Total	1671	44.4 %

SUM OF ALL THREE**Q2. Which AC Transit bus routes do you ride most often? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
6	310	8.2 %
7	74	2.0 %
9	218	5.8 %
12	296	7.9 %
14	200	5.3 %
18	400	10.6 %
19	64	1.7 %
1T	521	13.9 %
22	211	5.6 %
27	191	5.1 %
28	97	2.6 %
30	171	4.5 %
31	101	2.7 %
34	49	1.3 %
35	48	1.3 %
36	182	4.8 %
40	261	6.9 %
41	27	0.7 %
45	88	2.3 %
46L	9	0.2 %
51A	518	13.8 %
51B	399	10.6 %
52	124	3.3 %
54	51	1.4 %
56	24	0.6 %
57	367	9.8 %
60	72	1.9 %
62	133	3.5 %
65	11	0.3 %
67	14	0.4 %
70	80	2.1 %
71	47	1.2 %
72	377	10.0 %
72L	118	3.1 %
72M	170	4.5 %
73	74	2.0 %
74	39	1.0 %
76	96	2.6 %
86	56	1.5 %
88	188	5.0 %
90	83	2.2 %
93	58	1.5 %
95	15	0.4 %
96	120	3.2 %
97	111	3.0 %
98	82	2.2 %
200	56	1.5 %
210	57	1.5 %
211	71	1.9 %
216	5	0.1 %
231	29	0.8 %
239	37	1.0 %

SUM OF ALL THREE**Q2. Which AC Transit bus routes do you ride most often? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
251	17	0.5 %
281	11	0.3 %
604	10	0.3 %
621	20	0.5 %
623	35	0.9 %
625	12	0.3 %
631	15	0.4 %
641	12	0.3 %
646	10	0.3 %
648	12	0.3 %
649	6	0.2 %
653	8	0.2 %
654	9	0.2 %
655	17	0.5 %
657	15	0.4 %
658	7	0.2 %
667	8	0.2 %
675	15	0.4 %
677	8	0.2 %
682	9	0.2 %
684	5	0.1 %
687	8	0.2 %
701	2	0.1 %
703	2	0.1 %
800	23	0.6 %
801	9	0.2 %
802	1	0.0 %
805	4	0.1 %
840	1	0.0 %
851	3	0.1 %
DB	15	0.4 %
DB1	7	0.2 %
E	5	0.1 %
F	157	4.2 %
FS	3	0.1 %
G	5	0.1 %
J	8	0.2 %
L	6	0.2 %
NL	151	4.0 %
NX	19	0.5 %
NX3	5	0.1 %
O	108	2.9 %
P	8	0.2 %
U	8	0.2 %
V	9	0.2 %
W	7	0.2 %
607	1	0.0 %
624	2	0.1 %
651	4	0.1 %
650	2	0.1 %
99	2	0.1 %
680	1	0.0 %

SUM OF ALL THREE**Q2. Which AC Transit bus routes do you ride most often? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
662	1	0.0 %
72I	2	0.1 %
663	8	0.2 %
S1B	1	0.0 %
633	2	0.1 %
52B	2	0.1 %
SLA	3	0.1 %
629	1	0.0 %
72R	1	0.0 %
620	2	0.1 %
627	1	0.0 %
660	1	0.0 %
688	2	0.1 %
606	1	0.0 %
51a	1	0.0 %
51b	1	0.0 %
Total	8077	

Q3. On a scale from 0-10, where 0 means "Not at all Likely," and 10 means "Extremely Likely," how likely are you to recommend AC Transit to a friend, family member, or colleague?

(N=3761)

	Extremely likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q3. How likely are you to recommend AC Transit to a friend, family member, or colleague	29.2%	14.7%	19.2%	14.7%	6.3%	5.8%	2.9%	2.1%	0.9%	0.5%	1.0%	2.7%

WITHOUT NOT PROVIDED**Q3. On a scale from 0-10, where 0 means "Not at all Likely," and 10 means "Extremely Likely," how likely are you to recommend AC Transit to a friend, family member, or colleague? (without "not provided")**

(N=3761)

	Extremely likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q3. How likely are you to recommend AC Transit to a friend, family member, or colleague	30.0%	15.1%	19.7%	15.1%	6.5%	6.0%	3.0%	2.1%	0.9%	0.5%	1.0%

Q4. Overall, how satisfied are you with AC Transit?

<u>Q4. How satisfied are you with overall AC Transit</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	1186	31.5 %
Satisfied	1599	42.5 %
Neutral	707	18.8 %
Dissatisfied	189	5.0 %
Very dissatisfied	49	1.3 %
Not provided	31	0.8 %
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q4. Overall, how satisfied are you with AC Transit? (without "not provided")**

<u>Q4. How satisfied are you with overall AC Transit</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	1186	31.8 %
Satisfied	1599	42.9 %
Neutral	707	19.0 %
Dissatisfied	189	5.1 %
Very dissatisfied	49	1.3 %
Total	3730	100.0 %

Q4a. When AC Transit does not meet your needs, what other options do you use?

<u>Q4a. What other options do you use when AC Transit does not meet your needs</u>	<u>Number</u>	<u>Percent</u>
I still ride AC Transit	65	27.3 %
Ride-hailing (e.g., Lyft/Uber)	83	34.9 %
I get a ride from someone else	65	27.3 %
I walk or bike	73	30.7 %
I travel less often	44	18.5 %
Something else	9	3.8 %
Total	339	

Q4a-6. Something else:

<u>Q4a-6. Something else</u>	<u>Number</u>	<u>Percent</u>
DRIVE	4	57.1 %
BART	3	42.9 %
Total	7	100.0 %

Q5. Please indicate your level of satisfaction with the following statement:

(N=3761)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q5-1. On-time bus arrivals	26.5%	39.6%	21.0%	8.9%	2.6%	1.5%
Q5-2. Frequency of buses	24.4%	39.0%	21.4%	10.8%	2.5%	1.9%
Q5-3. Cleanliness of buses	26.5%	38.3%	21.0%	9.5%	3.2%	1.5%
Q5-4. Cleanliness of bus stops	19.9%	30.2%	27.8%	15.0%	5.0%	2.2%
Q5-5. Personal safety onboard buses	29.7%	37.4%	21.1%	7.1%	2.9%	1.8%
Q5-6. Personal safety while waiting for the bus	26.3%	34.2%	25.3%	9.2%	3.2%	1.9%
Q5-7. Operator professionalism	43.6%	34.2%	15.2%	4.0%	1.5%	1.6%
Q5-8. Comfort of riding	32.7%	40.5%	18.2%	4.7%	2.0%	2.0%
Q5-9. Bus shelters & station amenities (seating, etc.)	23.1%	30.7%	27.1%	13.2%	4.0%	1.9%
Q5-10. Stop signage (flags, schedules, maps, etc.)	29.8%	35.4%	24.0%	6.7%	1.9%	2.1%
Q5-11. Ease of paying fares (Clipper, cash, app, etc.)	46.8%	32.8%	13.7%	3.7%	1.4%	1.7%
Q5-12. Value for the fare you pay	35.7%	33.1%	20.9%	6.3%	2.6%	1.4%
Q5-13. Access to information (real-time updates, maps, schedules)	34.5%	34.4%	20.8%	7.0%	2.0%	1.2%
Q5-14. Service alerts & emergency communication	28.0%	31.6%	28.8%	6.7%	2.4%	2.4%
Q5-15. Customer service (call center, in-person, other)	28.5%	26.8%	33.7%	5.1%	2.4%	3.5%

WITHOUT NOT PROVIDED**Q5. Please indicate your level of satisfaction with the following statement: (without "not provided")**

(N=3761)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. On-time bus arrivals	26.9%	40.2%	21.3%	9.0%	2.7%
Q5-2. Frequency of buses	24.9%	39.8%	21.8%	11.0%	2.5%
Q5-3. Cleanliness of buses	26.9%	38.9%	21.3%	9.7%	3.2%
Q5-4. Cleanliness of bus stops	20.4%	30.8%	28.4%	15.3%	5.1%
Q5-5. Personal safety onboard buses	30.3%	38.1%	21.5%	7.2%	2.9%
Q5-6. Personal safety while waiting for the bus	26.8%	34.8%	25.7%	9.3%	3.3%
Q5-7. Operator professionalism	44.3%	34.7%	15.4%	4.1%	1.5%
Q5-8. Comfort of riding	33.4%	41.3%	18.5%	4.7%	2.0%
Q5-9. Bus shelters & station amenities (seating, etc.)	23.6%	31.3%	27.6%	13.4%	4.1%
Q5-10. Stop signage (flags, schedules, maps, etc.)	30.4%	36.2%	24.6%	6.9%	1.9%
Q5-11. Ease of paying fares (Clipper, cash, app, etc.)	47.6%	33.3%	13.9%	3.7%	1.4%
Q5-12. Value for the fare you pay	36.2%	33.6%	21.2%	6.4%	2.6%
Q5-13. Access to information (real-time updates, maps, schedules)	34.9%	34.8%	21.1%	7.1%	2.1%
Q5-14. Service alerts & emergency communication	28.7%	32.4%	29.5%	6.9%	2.5%
Q5-15. Customer service (call center, in-person, other)	29.6%	27.7%	34.9%	5.3%	2.5%

Q6. Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT?

Q6. Top choice	Number	Percent
On-time bus arrivals	1370	36.4 %
Frequency of buses	576	15.3 %
Cleanliness of buses	266	7.1 %
Cleanliness of bus stops	138	3.7 %
Personal safety onboard buses	389	10.3 %
Personal safety while waiting for the bus	188	5.0 %
Operator professionalism	136	3.6 %
Comfort of riding	215	5.7 %
Bus shelters & station amenities (seating, etc.)	71	1.9 %
Stop signage (flags, schedules, maps, etc.)	31	0.8 %
Ease of paying fares (Clipper, cash, app, etc.)	44	1.2 %
Value for the fare you pay	103	2.7 %
Access to information (real-time updates, maps, schedules)	57	1.5 %
Service alerts & emergency communication	22	0.6 %
Customer service (call center, in-person, other)	43	1.1 %
None chosen	112	3.0 %
Total	3761	100.0 %

Q6. Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT?

Q6. 2nd choice	Number	Percent
On-time bus arrivals	463	12.3 %
Frequency of buses	675	17.9 %
Cleanliness of buses	351	9.3 %
Cleanliness of bus stops	237	6.3 %
Personal safety onboard buses	439	11.7 %
Personal safety while waiting for the bus	288	7.7 %
Operator professionalism	252	6.7 %
Comfort of riding	195	5.2 %
Bus shelters & station amenities (seating, etc.)	113	3.0 %
Stop signage (flags, schedules, maps, etc.)	30	0.8 %
Ease of paying fares (Clipper, cash, app, etc.)	41	1.1 %
Value for the fare you pay	159	4.2 %
Access to information (real-time updates, maps, schedules)	58	1.5 %
Service alerts & emergency communication	25	0.7 %
Customer service (call center, in-person, other)	41	1.1 %
None chosen	394	10.5 %
Total	3761	100.0 %

Q6. Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT?

Q6. 3rd choice	Number	Percent
On-time bus arrivals	294	7.8 %
Frequency of buses	282	7.5 %
Cleanliness of buses	353	9.4 %
Cleanliness of bus stops	230	6.1 %
Personal safety onboard buses	416	11.1 %
Personal safety while waiting for the bus	290	7.7 %
Operator professionalism	258	6.9 %
Comfort of riding	291	7.7 %
Bus shelters & station amenities (seating, etc.)	133	3.5 %
Stop signage (flags, schedules, maps, etc.)	67	1.8 %
Ease of paying fares (Clipper, cash, app, etc.)	91	2.4 %
Value for the fare you pay	288	7.7 %
Access to information (real-time updates, maps, schedules)	151	4.0 %
Service alerts & emergency communication	57	1.5 %
Customer service (call center, in-person, other)	59	1.6 %
None chosen	501	13.3 %
Total	3761	100.0 %

SUM OF TOP THREE**Q6. Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT? (top 3)**

Q6. Top choice	Number	Percent
On-time bus arrivals	2127	56.6 %
Frequency of buses	1533	40.8 %
Cleanliness of buses	970	25.8 %
Cleanliness of bus stops	605	16.1 %
Personal safety onboard buses	1244	33.1 %
Personal safety while waiting for the bus	766	20.4 %
Operator professionalism	646	17.2 %
Comfort of riding	701	18.6 %
Bus shelters & station amenities (seating, etc.)	317	8.4 %
Stop signage (flags, schedules, maps, etc.)	128	3.4 %
Ease of paying fares (Clipper, cash, app, etc.)	176	4.7 %
Value for the fare you pay	550	14.6 %
Access to information (real-time updates, maps, schedules)	266	7.1 %
Service alerts & emergency communication	104	2.8 %
Customer service (call center, in-person, other)	143	3.8 %
None chosen	112	3.0 %
Total	10388	

Q7. How do you get information about AC Transit?

Q7. How do you get information about AC Transit	Number	Percent
Printed information (flyers, schedules)	442	11.8 %
Digital information (web sites, apps, social media)	2909	77.3 %
Information at the stop	1115	29.6 %
Total	4466	

Q8. What year were you born?

Q8. What year were you born	Number	Percent
Before 1951	59	1.6 %
1952-1961	163	4.3 %
1962-1971	259	6.9 %
1972-1981	438	11.6 %
1982-1991	522	13.9 %
1992-2001	919	24.4 %
2002-2008	788	21.0 %
After 2009	396	10.5 %
Not provided	217	5.8 %
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q8. What year were you born? (without "not provided")**

Q8. What year were you born	Number	Percent
Before 1951	59	1.7 %
1952-1961	163	4.6 %
1962-1971	259	7.3 %
1972-1981	438	12.4 %
1982-1991	522	14.7 %
1992-2001	919	25.9 %
2002-2008	788	22.2 %
After 2009	396	11.2 %
Total	3544	100.0 %

Q9. What is your gender?

Q9. Your gender	Number	Percent
Male	1926	51.2 %
Female	1685	44.8 %
Non Binary	101	2.7 %
Other	9	0.2 %
Not provided	40	1.1 %
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q9. What is your gender? (without "not provided")**

<u>Q9. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	1926	51.8 %
Female	1685	45.3 %
Non Binary	101	2.7 %
Other	9	0.2 %
Total	3721	100.0 %

Q9-4. Self-describe your gender:

<u>Q9-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
TRANSGENDER	1	50.0 %
TRANSWOMAN	1	50.0 %
Total	2	100.0 %

Q10. What is your race/ethnicity?

<u>Q10. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Latino or Hispanic	1095	29.1 %
Black/African American	985	26.2 %
White	891	23.7 %
Asian	791	21.0 %
American Indian/Alaska Native	52	1.4 %
Native Hawaiian/Pacific Islander	41	1.1 %
Middle Eastern/North African	52	1.4 %
Prefer not to say	141	3.7 %
Other	49	1.3 %
Total	4097	

WITHOUT PREFER NOT TO SAY**Q10. What is your race/ethnicity? (without "prefer not to say")**

<u>Q10. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Latino or Hispanic	1095	30.2 %
Black/African American	985	27.2 %
White	891	24.6 %
Asian	791	21.9 %
American Indian/Alaska Native	52	1.4 %
Middle Eastern/North African	52	1.4 %
Other	49	1.4 %
Native Hawaiian/Pacific Islander	41	1.1 %
Total	3956	

Q10-9. Self-describe your race/ethnicity:

Q10-9. Self-describe your race/ethnicity	Number	Percent
INDIAN	5	19.2 %
MIXED	4	15.4 %
JEW	2	7.7 %
FILIPINO	2	7.7 %
KISH	1	3.8 %
FILIPINO-AMERICAN	1	3.8 %
GREEK URAGY	1	3.8 %
AFGHAN AMERICAN	1	3.8 %
SOMALI	1	3.8 %
GERMAN ITALIAN	1	3.8 %
IRANIAN	1	3.8 %
EASTERN EUROPEAN	1	3.8 %
LATINA PHILLAPINO	1	3.8 %
ITALIAN	1	3.8 %
ASIAN/WHITE	1	3.8 %
CHINESE	1	3.8 %
BI-RACIAL	1	3.8 %
Total	26	100.0 %

Q11. Are you currently a student?

Q11. Are you currently a student	Number	Percent
Yes	1362	36.2 %
No	2379	63.3 %
Not provided	20	0.5 %
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q11. Are you currently a student? (without "not provided")**

Q11. Are you currently a student	Number	Percent
Yes	1362	36.4 %
No	2379	63.6 %
Total	3741	100.0 %

Q12. Do you have a disability that limits your mobility?

<u>Q12. Do you have a disability that limits your mobility</u>	<u>Number</u>	<u>Percent</u>
Yes	352	9.4 %
No	3264	86.8 %
Prefer not to say	145	3.9 %
Total	3761	100.0 %

WITHOUT PREFER NOT TO SAY**Q12. Do you have a disability that limits your mobility? (without "prefer not to say")**

<u>Q12. Do you have a disability that limits your mobility</u>	<u>Number</u>	<u>Percent</u>
Yes	352	9.7 %
No	3264	90.3 %
Total	3616	100.0 %

Q13. Including you, how many people live in your household?

<u>Q13. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	717	19.1 %
2	729	19.4 %
3	575	15.3 %
4	633	16.8 %
5	344	9.1 %
6+	454	12.1 %
Not provided	309	8.2 %
Total	3761	100.0 %

WITHOUT NOT PROVIDED**Q13. Including you, how many people live in your household? (without "not provided")**

<u>Q13. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	717	20.8 %
2	729	21.1 %
3	575	16.7 %
4	633	18.3 %
5	344	10.0 %
6+	454	13.2 %
Total	3452	100.0 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
94601	266	7.9 %
94501	229	6.8 %
94605	138	4.1 %
94606	121	3.6 %
94608	120	3.6 %
94607	112	3.3 %
94704	107	3.2 %
94610	106	3.2 %
94609	99	2.9 %
94602	99	2.9 %
94612	99	2.9 %
94611	86	2.6 %
94603	69	2.1 %
94621	66	2.0 %
94703	65	1.9 %
94804	62	1.8 %
94709	59	1.8 %
94545	59	1.8 %
94706	55	1.6 %
94710	53	1.6 %
94705	53	1.6 %
94702	52	1.5 %
94806	49	1.5 %
94544	48	1.4 %
94619	47	1.4 %
94541	46	1.4 %
94577	45	1.3 %
94801	44	1.3 %
94587	42	1.3 %
94618	40	1.2 %
94530	38	1.1 %
94579	37	1.1 %
94539	37	1.1 %
94555	31	0.9 %
94578	30	0.9 %
94580	26	0.8 %
94707	25	0.7 %
94701	24	0.7 %
94720	22	0.7 %
94536	22	0.7 %
94538	20	0.6 %
94560	19	0.6 %
94805	18	0.5 %
94502	18	0.5 %
94803	12	0.4 %
94109	9	0.3 %
94102	8	0.2 %
94604	8	0.2 %
94546	7	0.2 %
94110	7	0.2 %
99601	6	0.2 %
95035	5	0.1 %

Q14. Your home zip code:

<u>Q14. Your home zip code</u>	<u>Number</u>	<u>Percent</u>
94021	4	0.1 %
94568	4	0.1 %
94708	4	0.1 %
94121	4	0.1 %
95831	4	0.1 %
94523	4	0.1 %
94507	4	0.1 %
94596	3	0.1 %
94562	3	0.1 %
94542	3	0.1 %
94552	3	0.1 %
94802	3	0.1 %
94002	3	0.1 %
94565	3	0.1 %
94124	3	0.1 %
94595	3	0.1 %
94114	3	0.1 %
94519	3	0.1 %
94103	3	0.1 %
94065	3	0.1 %
94503	3	0.1 %
94576	2	0.1 %
94617	2	0.1 %
94108	2	0.1 %
98404	2	0.1 %
94712	2	0.1 %
94700	2	0.1 %
94570	2	0.1 %
94015	2	0.1 %
94360	2	0.1 %
94014	2	0.1 %
94107	2	0.1 %
95148	2	0.1 %
94566	2	0.1 %
94780	2	0.1 %
94505	2	0.1 %
94350	2	0.1 %
94564	2	0.1 %
94677	2	0.1 %
94235	2	0.1 %
94030	2	0.1 %
99701	2	0.1 %
99605	2	0.1 %
95376	2	0.1 %
94101	2	0.1 %
94005	2	0.1 %
94614	2	0.1 %
94770	2	0.1 %
94504	2	0.1 %
94509	2	0.1 %
94569	2	0.1 %
98102	2	0.1 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
94534	2	0.1 %
94537	2	0.1 %
94600	2	0.1 %
74605	2	0.1 %
94589	2	0.1 %
94134	2	0.1 %
94520	2	0.1 %
94115	2	0.1 %
94853	2	0.1 %
94106	2	0.1 %
94001	2	0.1 %
95038	2	0.1 %
94122	2	0.1 %
94003	2	0.1 %
94123	2	0.1 %
94620	2	0.1 %
94807	2	0.1 %
94511	2	0.1 %
44545	1	0.0 %
94829	1	0.0 %
94819	1	0.0 %
37151	1	0.0 %
74806	1	0.0 %
11215	1	0.0 %
94844	1	0.0 %
95126	1	0.0 %
94582	1	0.0 %
54400	1	0.0 %
94133	1	0.0 %
97077	1	0.0 %
90704	1	0.0 %
94591	1	0.0 %
94586	1	0.0 %
84501	1	0.0 %
94680	1	0.0 %
94521	1	0.0 %
94903	1	0.0 %
95706	1	0.0 %
94105	1	0.0 %
92486	1	0.0 %
64601	1	0.0 %
94362	1	0.0 %
97546	1	0.0 %
95206	1	0.0 %
95134	1	0.0 %
94139	1	0.0 %
97509	1	0.0 %
94068	1	0.0 %
94008	1	0.0 %
19453	1	0.0 %
54941	1	0.0 %
92618	1	0.0 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
60500	1	0.0 %
94901	1	0.0 %
94231	1	0.0 %
95363	1	0.0 %
14706	1	0.0 %
94182	1	0.0 %
96421	1	0.0 %
80300	1	0.0 %
74530	1	0.0 %
94719	1	0.0 %
99609	1	0.0 %
94303	1	0.0 %
94120	1	0.0 %
94117	1	0.0 %
90292	1	0.0 %
94220	1	0.0 %
95007	1	0.0 %
95747	1	0.0 %
92503	1	0.0 %
94158	1	0.0 %
94718	1	0.0 %
29135	1	0.0 %
94581	1	0.0 %
94860	1	0.0 %
37203	1	0.0 %
94129	1	0.0 %
95438	1	0.0 %
50104	1	0.0 %
96060	1	0.0 %
98610	1	0.0 %
91711	1	0.0 %
94553	1	0.0 %
95133	1	0.0 %
94528	1	0.0 %
95726	1	0.0 %
64610	1	0.0 %
94629	1	0.0 %
74580	1	0.0 %
94118	1	0.0 %
94713	1	0.0 %
94547	1	0.0 %
11490	1	0.0 %
98004	1	0.0 %
32498	1	0.0 %
91605	1	0.0 %
94878	1	0.0 %
94490	1	0.0 %
99612	1	0.0 %
45770	1	0.0 %
94812	1	0.0 %
94301	1	0.0 %
77084	1	0.0 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
98606	1	0.0 %
94056	1	0.0 %
64711	1	0.0 %
94685	1	0.0 %
97601	1	0.0 %
94554	1	0.0 %
92601	1	0.0 %
95545	1	0.0 %
94518	1	0.0 %
74804	1	0.0 %
94671	1	0.0 %
74701	1	0.0 %
74577	1	0.0 %
94655	1	0.0 %
93458	1	0.0 %
76701	1	0.0 %
94201	1	0.0 %
79501	1	0.0 %
91935	1	0.0 %
94310	1	0.0 %
96603	1	0.0 %
94615	1	0.0 %
94380	1	0.0 %
94627	1	0.0 %
94526	1	0.0 %
94571	1	0.0 %
94372	1	0.0 %
58791	1	0.0 %
64330	1	0.0 %
98706	1	0.0 %
94401	1	0.0 %
97805	1	0.0 %
94549	1	0.0 %
94406	1	0.0 %
99705	1	0.0 %
94630	1	0.0 %
95619	1	0.0 %
95052	1	0.0 %
93254	1	0.0 %
96607	1	0.0 %
92646	1	0.0 %
94585	1	0.0 %
64577	1	0.0 %
94641	1	0.0 %
94678	1	0.0 %
94083	1	0.0 %
90336	1	0.0 %
99706	1	0.0 %
95056	1	0.0 %
94535	1	0.0 %
12068	1	0.0 %
95104	1	0.0 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
90250	1	0.0 %
96418	1	0.0 %
99602	1	0.0 %
94006	1	0.0 %
90650	1	0.0 %
92508	1	0.0 %
95307	1	0.0 %
93407	1	0.0 %
40037	1	0.0 %
74618	1	0.0 %
94018	1	0.0 %
94679	1	0.0 %
94127	1	0.0 %
95806	1	0.0 %
85234	1	0.0 %
94662	1	0.0 %
94623	1	0.0 %
93257	1	0.0 %
90706	1	0.0 %
29695	1	0.0 %
77494	1	0.0 %
60618	1	0.0 %
90703	1	0.0 %
60103	1	0.0 %
94500	1	0.0 %
90303	1	0.0 %
94797	1	0.0 %
91377	1	0.0 %
19801	1	0.0 %
99861	1	0.0 %
94150	1	0.0 %
99404	1	0.0 %
99801	1	0.0 %
98733	1	0.0 %
94800	1	0.0 %
99508	1	0.0 %
94809	1	0.0 %
95150	1	0.0 %
90509	1	0.0 %
94155	1	0.0 %
95723	1	0.0 %
92866	1	0.0 %
95814	1	0.0 %
97568	1	0.0 %
97801	1	0.0 %
94517	1	0.0 %
94531	1	0.0 %
97470	1	0.0 %
95804	1	0.0 %
94561	1	0.0 %
95530	1	0.0 %
94515	1	0.0 %

Q14. Your home zip code:

Q14. Your home zip code	Number	Percent
94403	1	0.0 %
94506	1	0.0 %
97621	1	0.0 %
94261	1	0.0 %
94074	1	0.0 %
91709	1	0.0 %
94696	1	0.0 %
94204	1	0.0 %
91790	1	0.0 %
28074	1	0.0 %
95402	1	0.0 %
45050	1	0.0 %
99065	1	0.0 %
92648	1	0.0 %
75035	1	0.0 %
95460	1	0.0 %
94572	1	0.0 %
64901	1	0.0 %
97603	1	0.0 %
94345	1	0.0 %
75036	1	0.0 %
94691	1	0.0 %
94270	1	0.0 %
90063	1	0.0 %
94087	1	0.0 %
94302	1	0.0 %
94112	1	0.0 %
93060	1	0.0 %
84704	1	0.0 %
94078	1	0.0 %
24612	1	0.0 %
91754	1	0.0 %
91755	1	0.0 %
74704	1	0.0 %
Total	3357	100.0 %

Q15. Which of the following best describes your total annual household income in 2025 before taxes?

Q15. Your total annual household income in 2025 before taxes

	Number	Percent
Less than \$15K	596	15.8 %
\$15K-\$29,999	275	7.3 %
\$30K-\$49,999	438	11.6 %
\$50K-\$74,999	475	12.6 %
\$75K-\$99,999	380	10.1 %
\$100K-\$149,999	292	7.8 %
\$150K+	209	5.6 %
Prefer not to say	1096	29.1 %
Total	3761	100.0 %

WITHOUT PREFER NOT TO SAY**Q15. Which of the following best describes your total annual household income in 2025 before taxes? (without "prefer not to say")**

Q15. Your total annual household income in 2025 before taxes

	Number	Percent
Less than \$15K	596	22.4 %
\$15K-\$29,999	275	10.3 %
\$30K-\$49,999	438	16.4 %
\$50K-\$74,999	475	17.8 %
\$75K-\$99,999	380	14.3 %
\$100K-\$149,999	292	11.0 %
\$150K+	209	7.8 %
Total	2665	100.0 %

Appendix D

2023 Comparisons



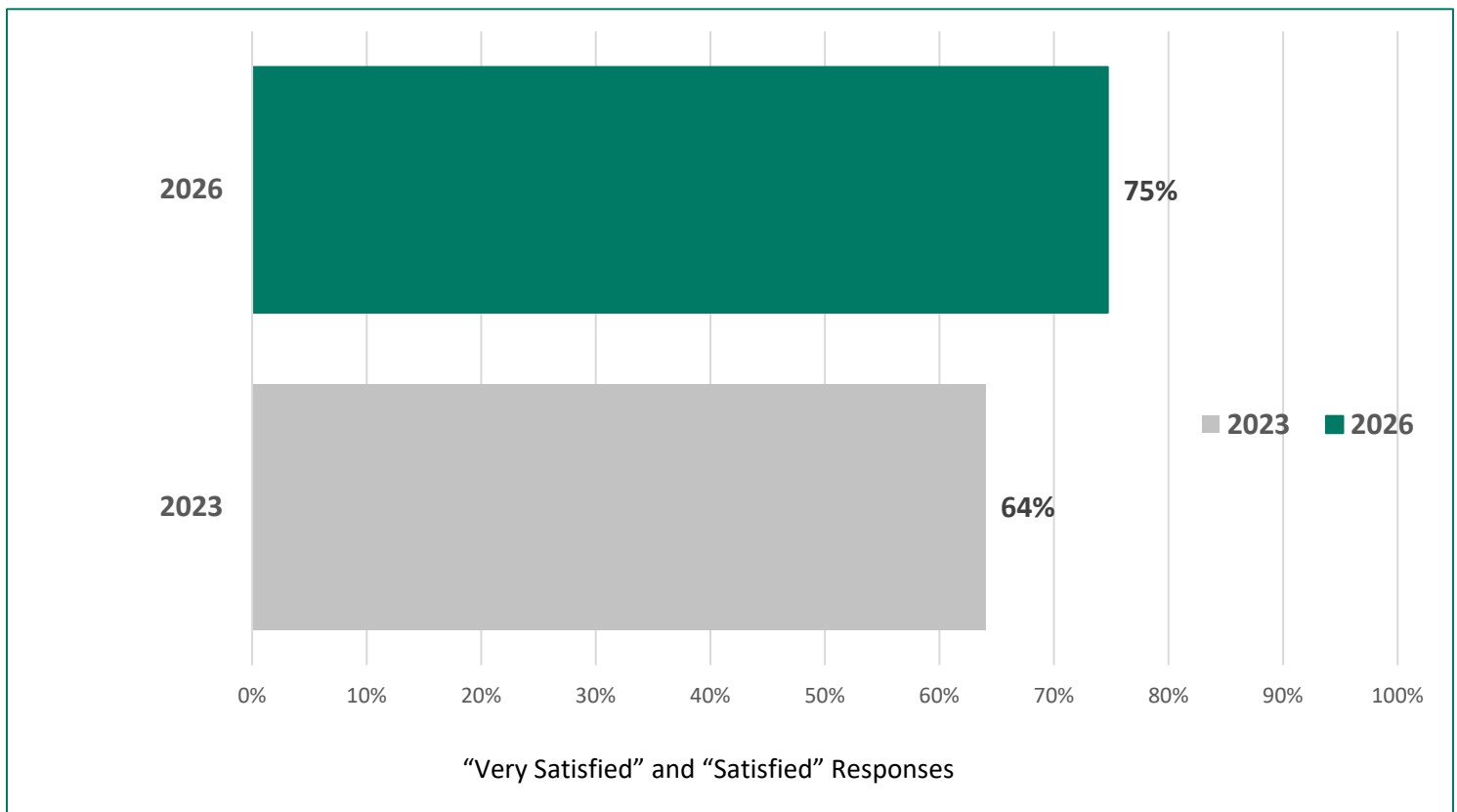
2023 Comparison Note

2023 trend data is not intended to serve as an official comparison to the 2026 results. Significant changes in survey methodology occurred between survey efforts, creating uncertainty regarding the validity and comparability of direct year-to-year comparisons.

2023 survey results were not collected in proportion to ridership at the line level and were predominantly recorded online via QR code and other online promotions. Demographic results captured during the 2023 survey differed significantly from results captured during other representatively sampled onboard survey efforts. As a result, direct comparisons between survey years should be interpreted with caution.

Overall, how satisfied are you with AC Transit? By percentage of respondents who selected “Very satisfied” or “Satisfied” (excluding “not provided”)

Figure 26. Overall Satisfaction Trend



On a scale from 0-10, where 0 means "Not at all Likely," and 10 means "Extremely Likely," how likely are you to recommend AC Transit to a friend, family member, or colleague?

By percentage of respondents (excluding "not provided")

Figure 28. Promoters, Passives, Detractors

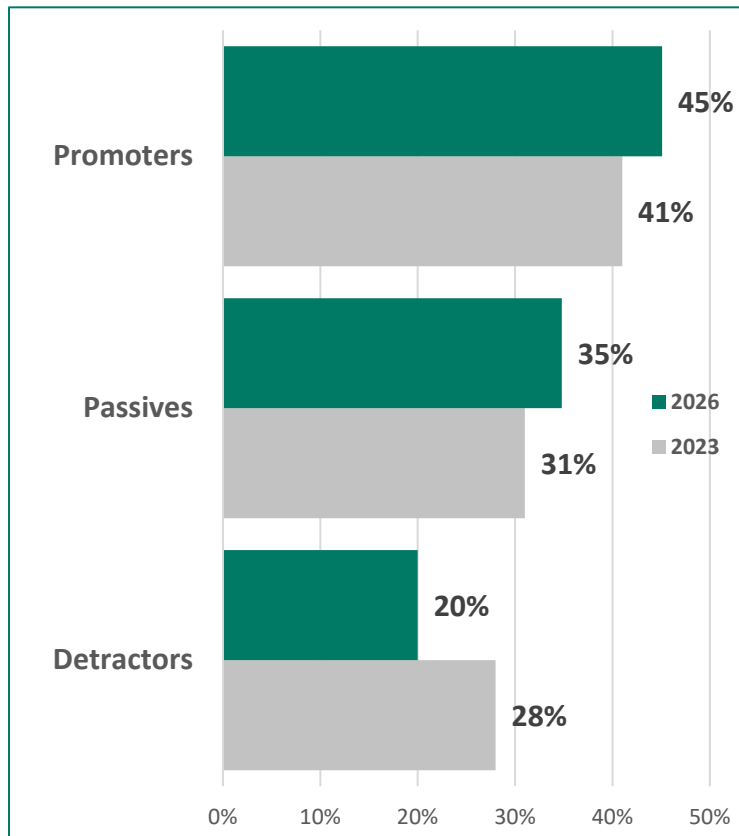
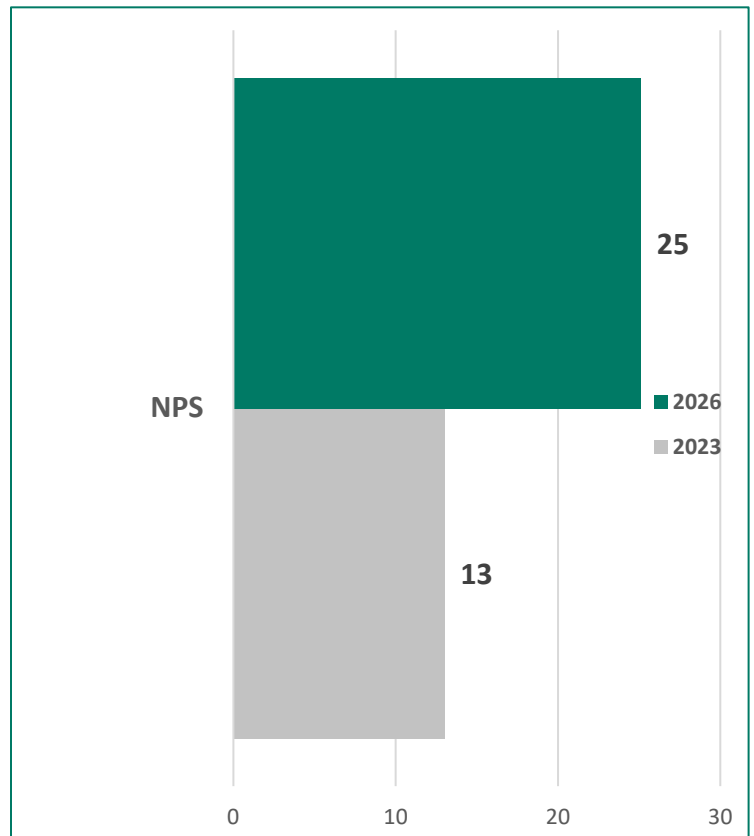


Figure 27. Net Promoter Score



Please indicate your level of satisfaction with the following items.

By percentage of respondents who selected “Very satisfied” or “Satisfied”
(excluding “not provided”)

Figure 29. Satisfaction with Service Aspects Trend

