



North Carolina Train Service Study

PIEDMONT AND CAROLINIAN SUMMER 2016 ON-BOARD SURVEY RESULTS

NCDOT Rail Division

*Prepared by
WSP | Parsons Brinckerhoff
August 2016*



Table of Contents

1. INTRODUCTION	2
1.1 Summary of On-Board Survey III Study.....	2
2. METRICS AND OBJECTIVES	2
3. DATA COLLECTION	3
3.1 Survey Design and Administration.....	3
3.2 Database and Quality Control.....	3
4. SURVEY RESULTS AND ANALYSIS	4
4.1 Passenger Origin and Destination.....	4
4.2 Demographics Comparison Among Surveys	7
4.3 Travel Frequency.....	8
4.4 Customer Satisfaction and Passenger Preferences	9
4.5 Trip Purpose.....	15
4.6 Customers' Comments.....	16
5. EVALUATION and FINDINGS	17
6. MARKETING CONCEPTS	17

Appendix A

Appendix B

Appendix C

Appendix D

1. INTRODUCTION

The North Carolina Department of Transportation (NCDOT) Rail Division and WSP | Parsons Brinckerhoff conducted on-board surveys throughout North Carolina in June 2016 on the state-supported *Piedmont* and *Carolinian* services. Two on-board survey periods were previously conducted in 2014. The purpose of this survey was to update information about passenger statistics, preferences, and demographics for the *Piedmont* and *Carolinian* services. Results of the survey provide data to increase rider satisfaction in regards to amenities while reviewing allocation of resources. The results also give insight on areas to focus marketing efforts of the state passenger rail to increase ridership and awareness.

1.1 Summary of On-Board Survey III Study

Surveys were conducted and collected on-board the *Piedmont* and *Carolinian* services during a passenger's trip. The survey took place the week of June 6th and June 20th. Surveys were administered by trained contracted staff. Contracted staff were educated about NCDOT Rail Division and their initiatives in order to conduct the survey and help answer questions from passengers regarding the survey. During the entire month of June rail construction work was conducted between Charlotte and Raleigh weekly on Mondays, which canceled passenger rail service between Raleigh and Charlotte; therefore no surveys were completed on Mondays during the weeks of the survey. Survey questions were the same for both the *Piedmont* and *Carolinian* services; however the answer choices were tailored for each service depending on amenities and route information. For example, since the *Piedmont* only services destinations between Raleigh and Charlotte, there were only those nine stations listed as "where did you get on this train?" The *Carolinian* goes all the way to New York; therefore the answer choices included stops between Charlotte to New York City. The survey was also available in Spanish. If a passenger requested help filling out the survey, the surveyor was instructed to read the questions and answer choices to the passenger to not exclude anyone from participating. Not all passengers feel comfortable disclosing personal information therefore some surveys do not have all questions answered. The *Piedmont*, *Carolinian* and Spanish version of the surveys are provided in Appendix A.

The survey focused on the passenger experience on-board the *Piedmont* and *Carolinian* services. Questions poll passengers about their trip, first mile/last mile connectivity, important factors in taking the train, important amenities, frequency of travel, and items that will influence advertising and marketing activities including riders' demographics. The results of these questions will provide NCDOT Rail Division with information of potential areas of improvement regarding on-board experiences.

Three thousand four hundred and twenty-two surveys were completed and gathered into a comprehensive database. The summary results of these surveys are found in Appendix B.

2. METRICS AND OBJECTIVES

- Evaluate customer satisfaction with state passenger rail services
- Update passenger demographics
- Evaluate reach of the new advertising/branding campaign
- Identify potential strategies to improve advertising based on passenger data
- Evaluate services and amenities that are most important to passengers and if features can be reduced and/or eliminated while maintaining a level of service that passengers expect

3. DATA COLLECTION

3.1 Survey Design and Administration

The questions for the June 2016 survey were based on the previous two surveys, in order to have similar questions for comparison. Once the questions were compiled, they were reviewed by NCDOT Rail Division. Before the survey period began, contracted staff were trained by both WSP | Parsons Brinckerhoff and NCDOT Rail Division, to become familiar with the survey and surveying process. The PowerPoint used for training is found in Appendix D. Once trained, contracted staff were assigned surveying shifts. The first survey in April 2014 collected a total of 2,491 surveys which was about 1,000 fewer surveys than the survey in June 2016. The table below shows the number of surveys collected during each day of surveying.

Date of Survey	Number of Surveys
Tuesday, June 7	295
Wednesday, June 8	392
Thursday, June 9	281
Friday, June 10	586
Saturday, June 11	338
Sunday, June 12	389
Tuesday, June 21	191
Wednesday, June 22	88
Thursday, June 23	114
Friday, June 24	282
Saturday, June 25	116
Sunday, June 26	136
Total Surveys	3,208

3.2 Database and Quality Control

Prior to the start of surveying, an electronic version of the survey was created on SurveyMonkey. This electronic version was used to record all the surveys and was tested multiple times before surveying began to ensure that the data entered would match the hardcopy of the survey. All the surveys were manually entered into SurveyMonkey. Once all the surveys were entered into SurveyMonkey, surveys were randomly chosen to be back-checked for quality control.

4. SURVEY RESULTS AND ANALYSIS

4.1 Passenger Origin and Destination

Figure 1 shows the survey responses by passenger's home zip codes. The zip codes with the most responses are shown in dark orange, with high response areas showing up in Greensboro, Durham and Raleigh. Of the zip codes that recorded 30 or more responses, Durham and Greensboro each had four zip codes to do so, Raleigh had three, and Charlotte had one. As departure locations, Charlotte accounted for 29 percent of survey responses, Raleigh 15 percent and both Durham and Greensboro 9 percent each.

Figure 1

Carolinas Survey Responses by Zip Codes

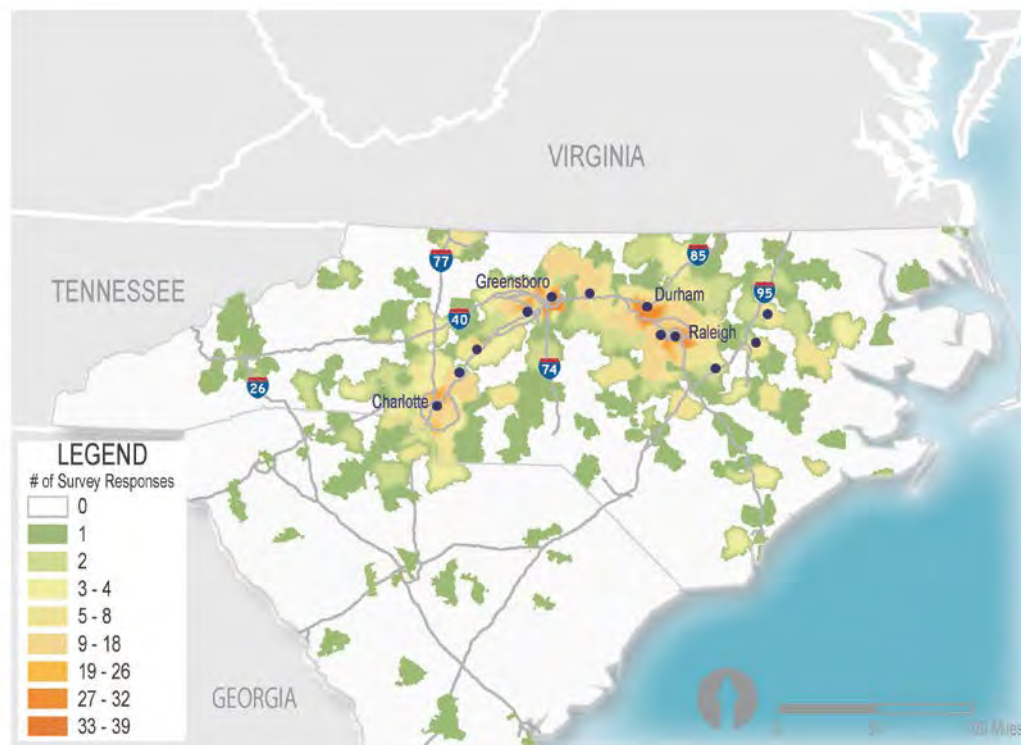


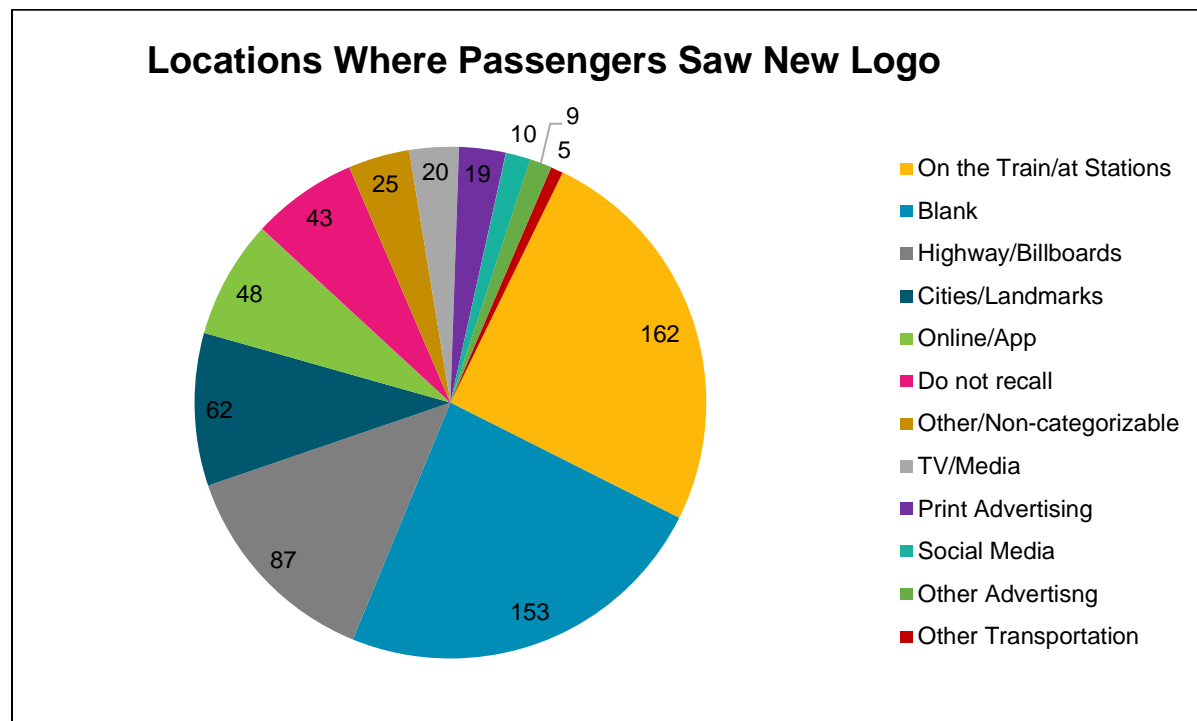
Figure 2 displays passengers who saw the new logo compared to their residence (zip code). Unlike the survey responses, which spread out further away from the stations, familiarity with the logo is more concentrated around the stations. Of the zip codes that had 10 or more passengers who noted they had previously seen the logo, Raleigh included two zip codes, Durham had one and Salisbury had one. Figure 3 gives a breakdown of locations where passengers saw the new logo.

Figure 2

Logo Familiarity by North Carolina Zip Codes

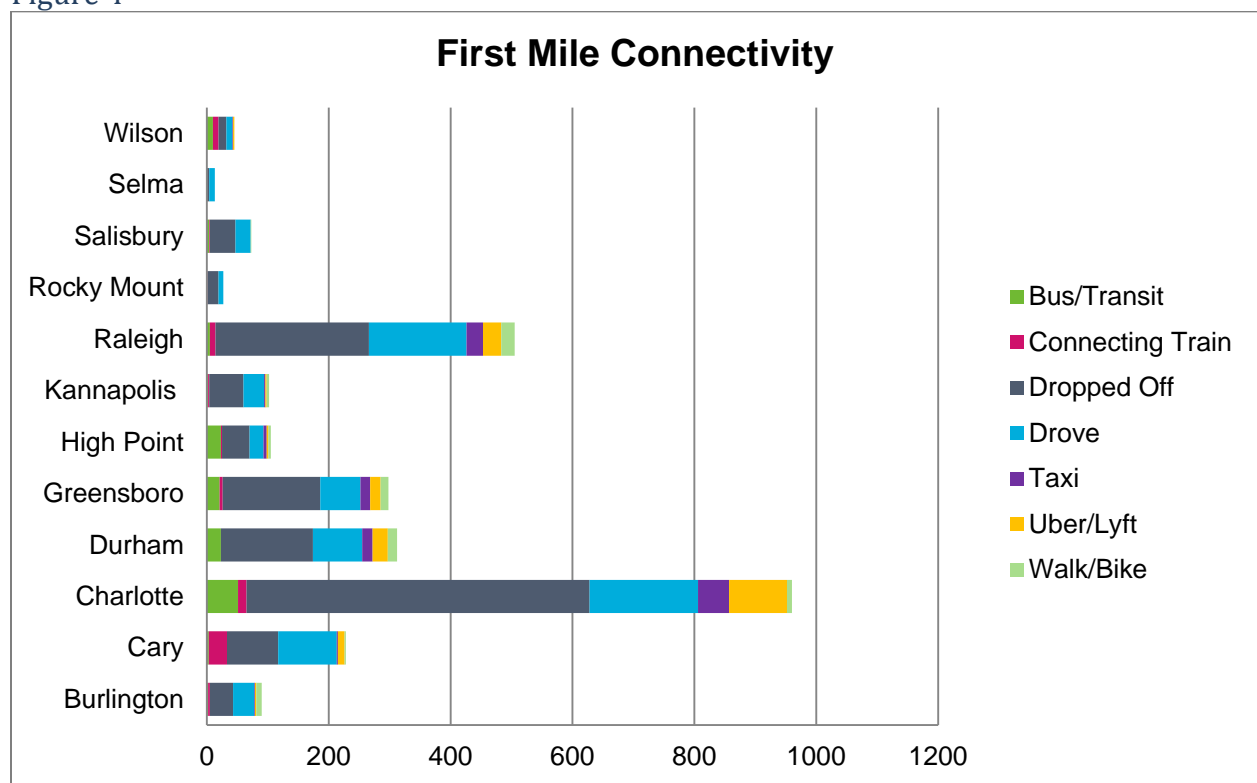


Figure 3



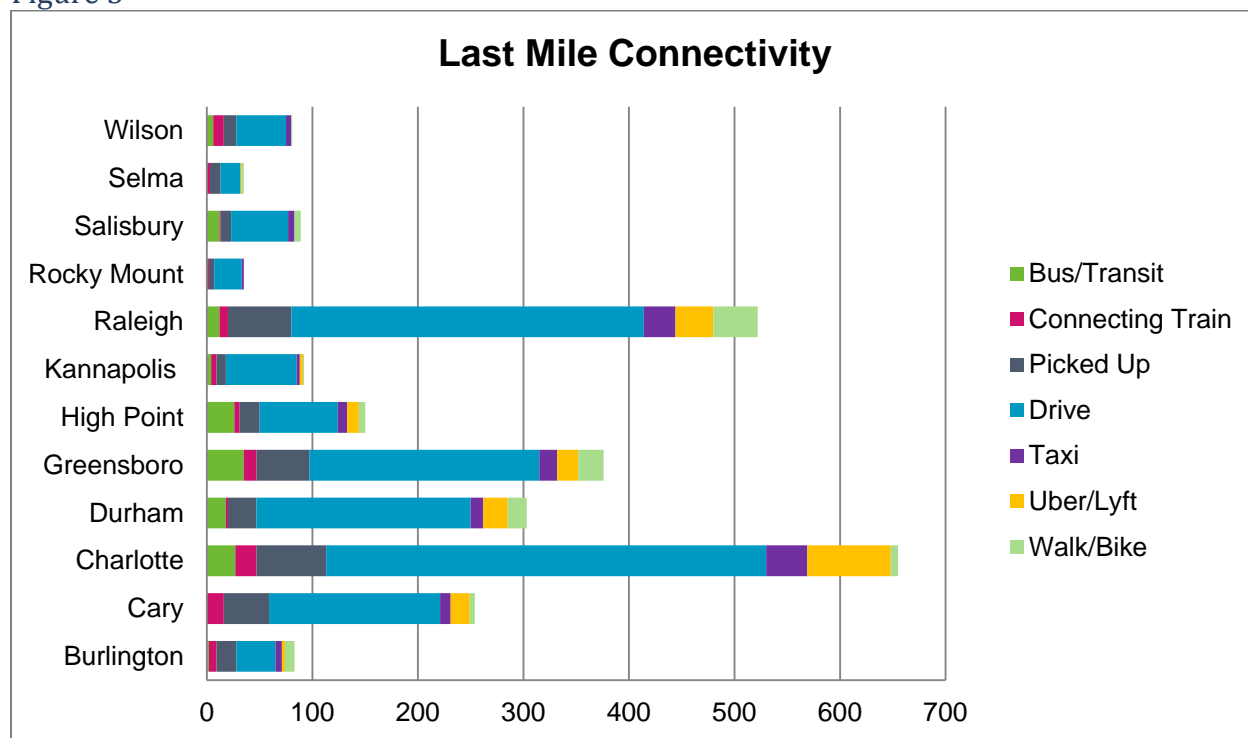
The survey asked customers about their first mile and last mile connectivity. This data provides information about what method passengers use to arrive and depart from the train stations. This information is helpful for making train service more appealing to passengers so that facilities accommodate their overall transportation methods; not just their train travel. For first mile connectivity, overall most passengers responded they were dropped off. Dropped off was the highest response for almost every station in North Carolina. In Cary, more passengers drove to the station and in Burlington, being dropped off was tied with the number of passengers who drove. Overall, the number of passengers who were dropped off was almost double the number of people who drove, which was the next highest response. There were also more passengers who took Uber or Lyft to the station than those who took a taxi, putting Uber and Lyft as the third most common response. This information is provided in Figure 4.

Figure 4



In regards to last mile connectivity, being picked up had the most responses overall and was the most common response for each station in North Carolina. Being picked up had more responses than all other answers combined. Like first mile connectivity, passengers who drove accounted for the second highest response and more passengers took Uber or Lyft than taxis. However, Uber and Lyft was the fourth most common response behind bus/transit. Figure 5 shows the full breakdown of last mile connectivity.

Figure 5



4.2 Demographics Comparison Between Survey Periods

The end of the survey allowed passengers to provide various demographic information, including level of education, employment status, age group, and household income. The same questions were included on the previous two on-board surveys in 2014, allowing for comparison among the three surveys.

Evaluating passengers' employment status, passengers were asked to describe their employment status based on five choices: Full Time, Part Time, Student, Unemployed, or Retired. One of the most notable changes across the surveys, in regards to employment status, is the decrease in the number of students. The first survey (April 2014) recorded the most students, with the *Carolinian* reporting 16 percent student passengers and the *Piedmont* 31 percent. These numbers fell slightly during the second survey (November 2014). The numbers fell even more in June 2016. Compared to the first survey, the June 2016 reported six percent fewer student passengers on the *Carolinian* and 17 percent fewer student passengers on the *Piedmont*. The first two surveys both fell within most universities' academic year, but the third survey took place during the summer, which may have contributed to the lower number of student passengers. While student passengers decreased, the number of retirees increased between the first and third surveys. Retired passengers on the *Carolinian* increased nine percent, from 22 percent in April 2014 to 31 percent in June 2016. The *Piedmont* saw an eight percent increase in retired passengers during the same period, from 12 percent in April 2014 to 20 percent in June 2016. In June 2016, students and retirees were 34 percent of the *Piedmont* passengers and 41 percent of the *Carolinian* passengers.

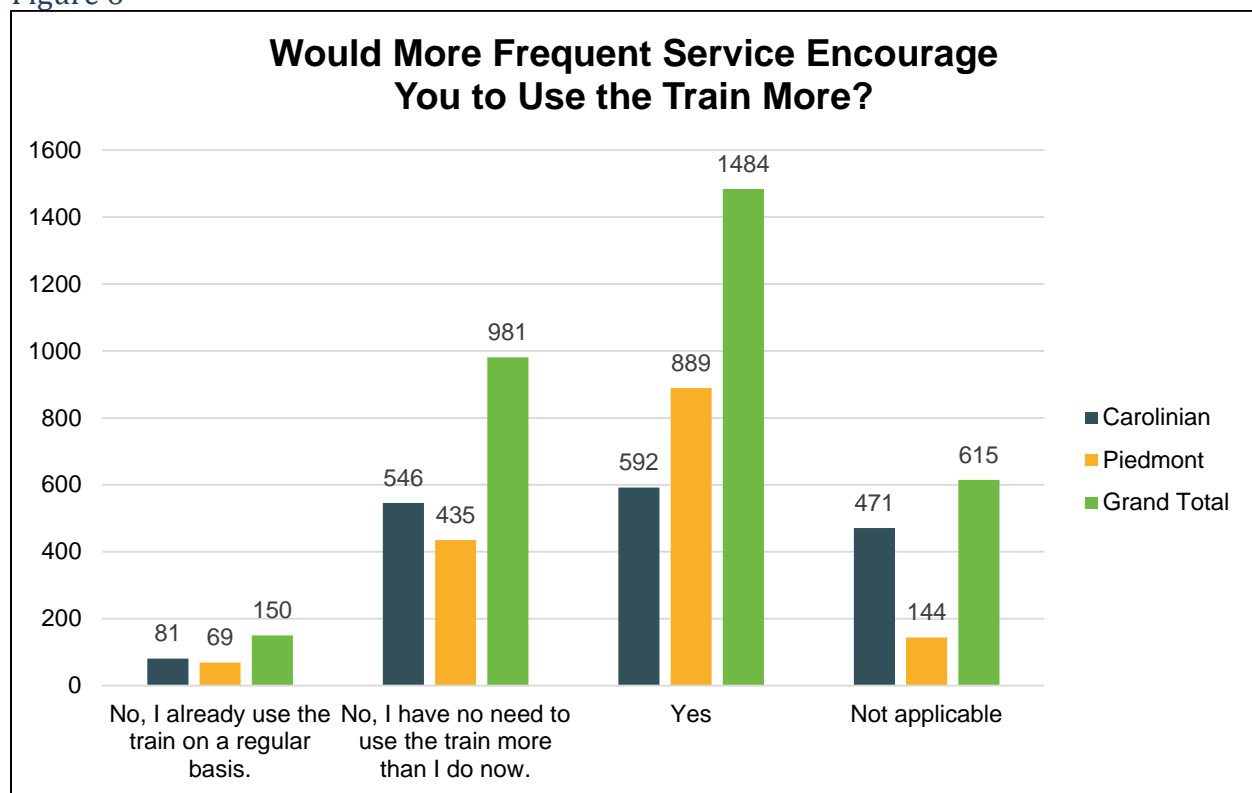
While the changes in the number of students and retirees represented the most significant demographic changes, a change in household incomes stands out. While the breakdown of passengers' household incomes remains fairly consistent across the three surveys, the

breakdown of *Piedmont* passengers' household incomes in June 2016 shows the most variation. Passengers within the \$50,000 to \$100,000 income bracket represented the greatest number of passengers and increased six percent from the April 2014 survey. In both previous surveys, the under \$25,000 income bracket represented the greatest number of passengers. In June 2016, the \$50,000 to \$100,000 income bracket represented seven percent more passengers than the under \$25,000 income bracket. The comparison charts with this information is provided in Appendix C.

4.3 Travel Frequency

NCDOT Rail Division is planning to add a fourth frequency to the *Piedmont* in 2017 and potentially a fifth frequency in 2019. The survey asked passengers, would they use the train more frequently if more frequent service were available between Raleigh and Charlotte? Ninety-four percent of passengers responded to this question; meaning that six percent left it blank. Of those, 46 percent answered **yes, more frequent service would encourage them to use the train more**. Sixty percent of those who answered yes, were *Piedmont* passengers and 40 percent were *Carolinian*. Figure 6 below shows a comparison of the responses received for this question.

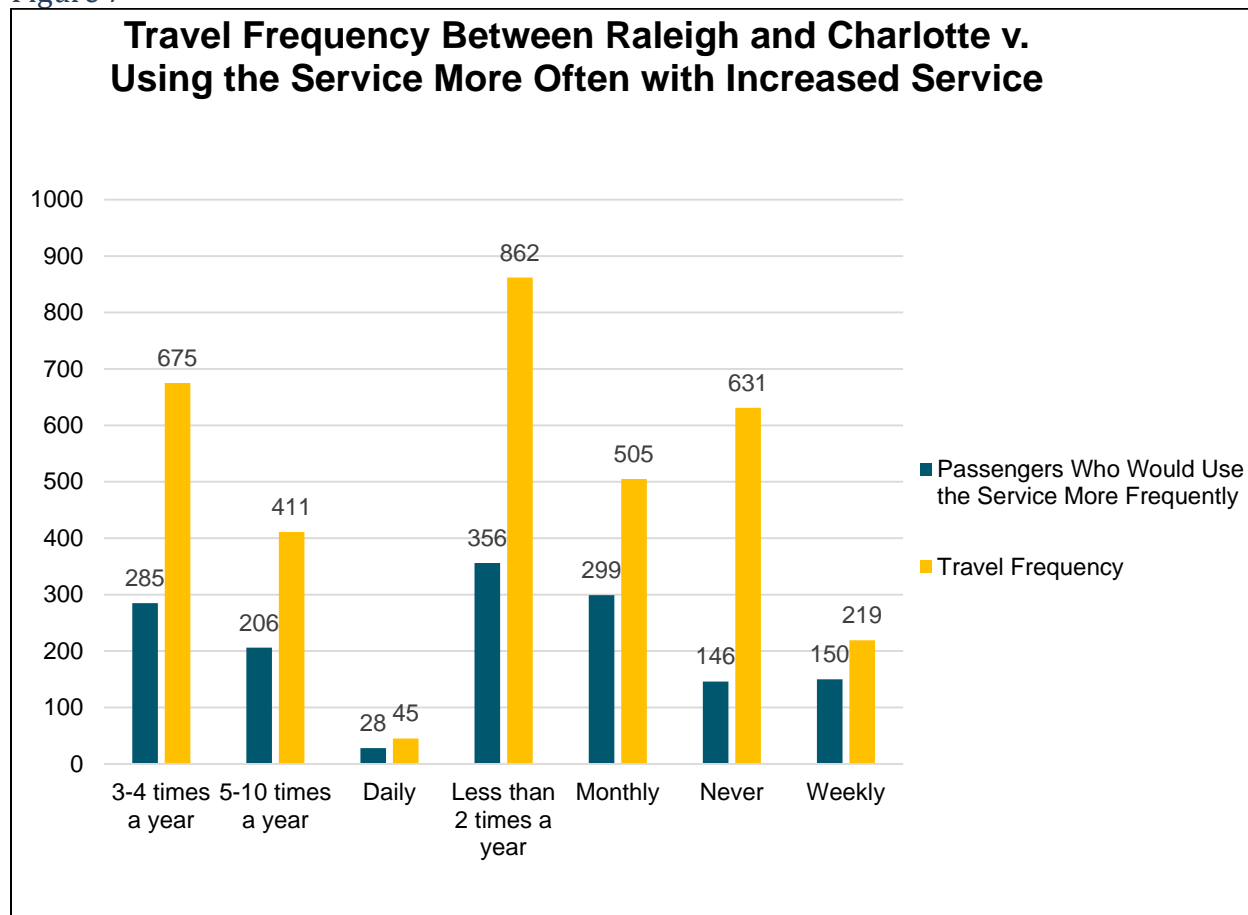
Figure 6



Passengers were also asked about their current travel frequency between Charlotte and Raleigh. Figure 7 shows the passengers' travel frequency. In addition, it illustrates within each frequency whether or not those passengers would use the service more frequently if the train ran more often between Charlotte and Raleigh. **Passengers who travel weekly between Charlotte and Raleigh have the greatest response to increased frequency with 69 percent indicating they would ride the train more often.** Sixty-three percent of daily passengers, and 61 percent of monthly passengers indicated they would ride the train more often. All other

categories, excluding passengers who never ride the train, had over 40 percent of passengers indicating they would ride the train more frequently with increased service between Charlotte and Raleigh.

Figure 7



4.4 Customer Satisfaction and Passenger Preferences

Figure 8, Figure 9 and Figure 10 show how passengers purchased their tickets during the three surveys. Most methods remained fairly consistent across the three surveys. The two methods that showed the most variation were purchasing online (www.Amtrak.com or www.NCByTrain.org) and buying through the Amtrak Mobile App. During the first survey, 73 percent of ticket purchases were made online; the Amtrak Mobile App was not an available method for purchasing tickets at the time of this survey. During The Amtrak Mobile App had been released as a method for purchasing tickets by the second survey (November 2014), and accounted for 11 percent of ticket purchases. During this same survey, online ticket purchases dropped by 14 percent to 59 percent of ticket purchases, according to survey results. In June 2016, the share of tickets bought on the Amtrak Mobile App continued to rise, accounting for 14 percent of ticket purchases. Although online was still the most popular method for purchasing tickets, sales continued to decline, accounting for 55 percent of ticket purchases.

Figure 8

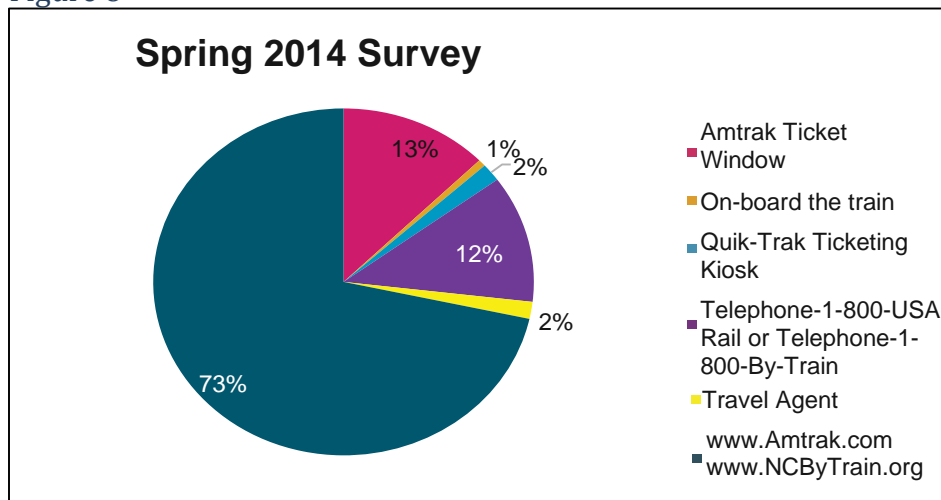


Figure 9

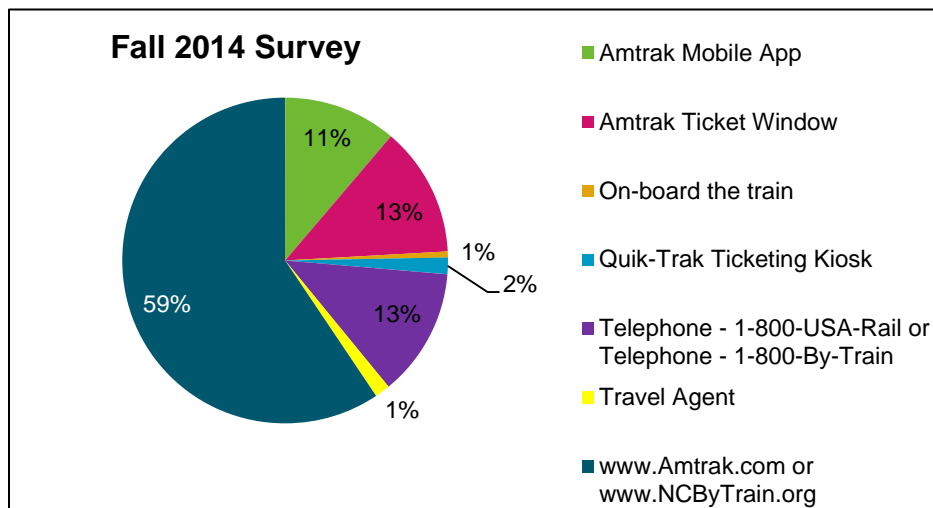
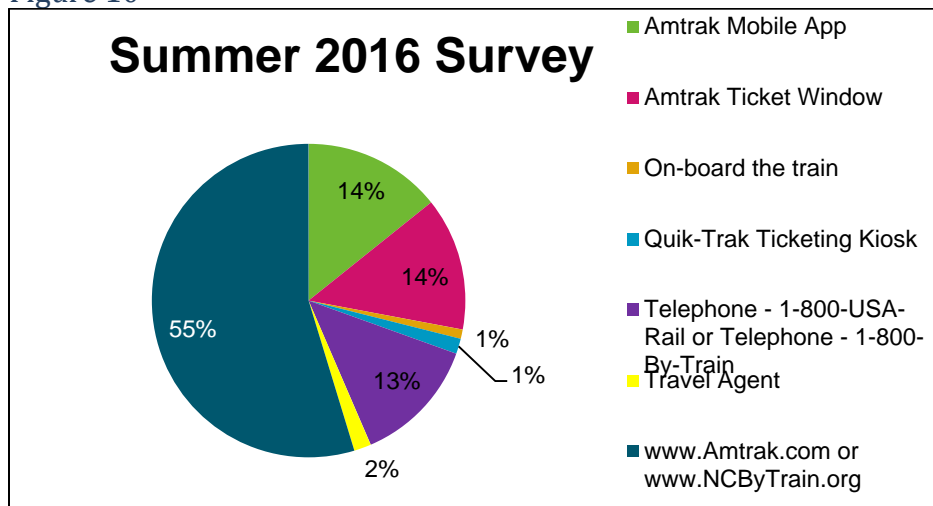
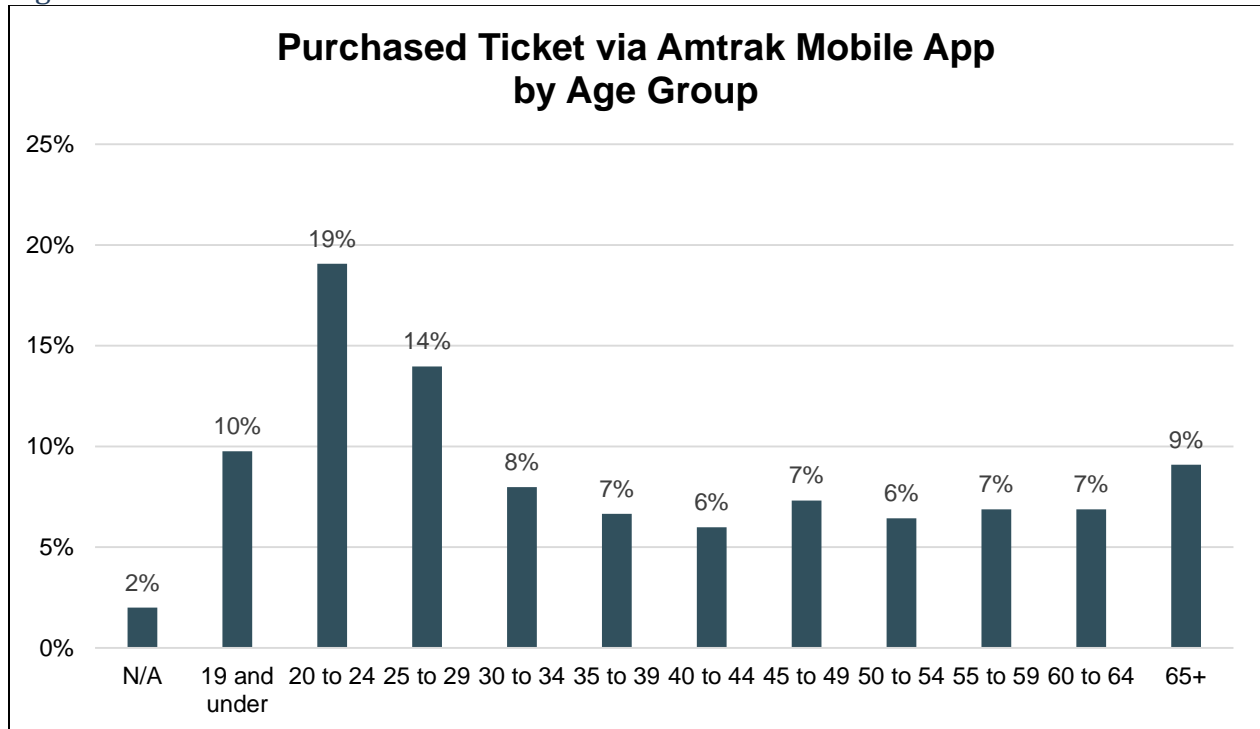


Figure 10



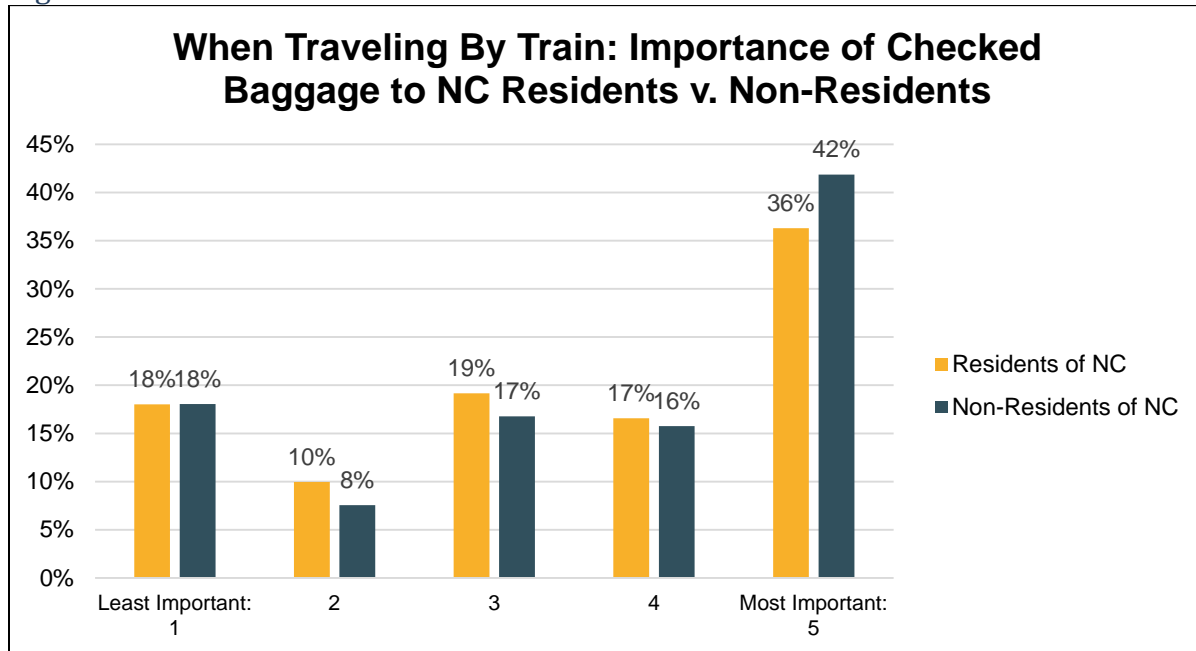
To further analyze the growing Amtrak Mobile App ticket purchases, the responses of the 14 percent of passengers who purchased their tickets via the Amtrak Mobile App were broken into age groups. Of those 14 percent of passengers, **43 percent were under the age of 30**. Passengers under the age of 34 accounted for 51 percent of the tickets purchased via Amtrak Mobile App. Figure 11 shows that passengers between the ages of 20 and 29 accounted for the largest number of passengers purchasing tickets via the Amtrak Mobile App.

Figure 11



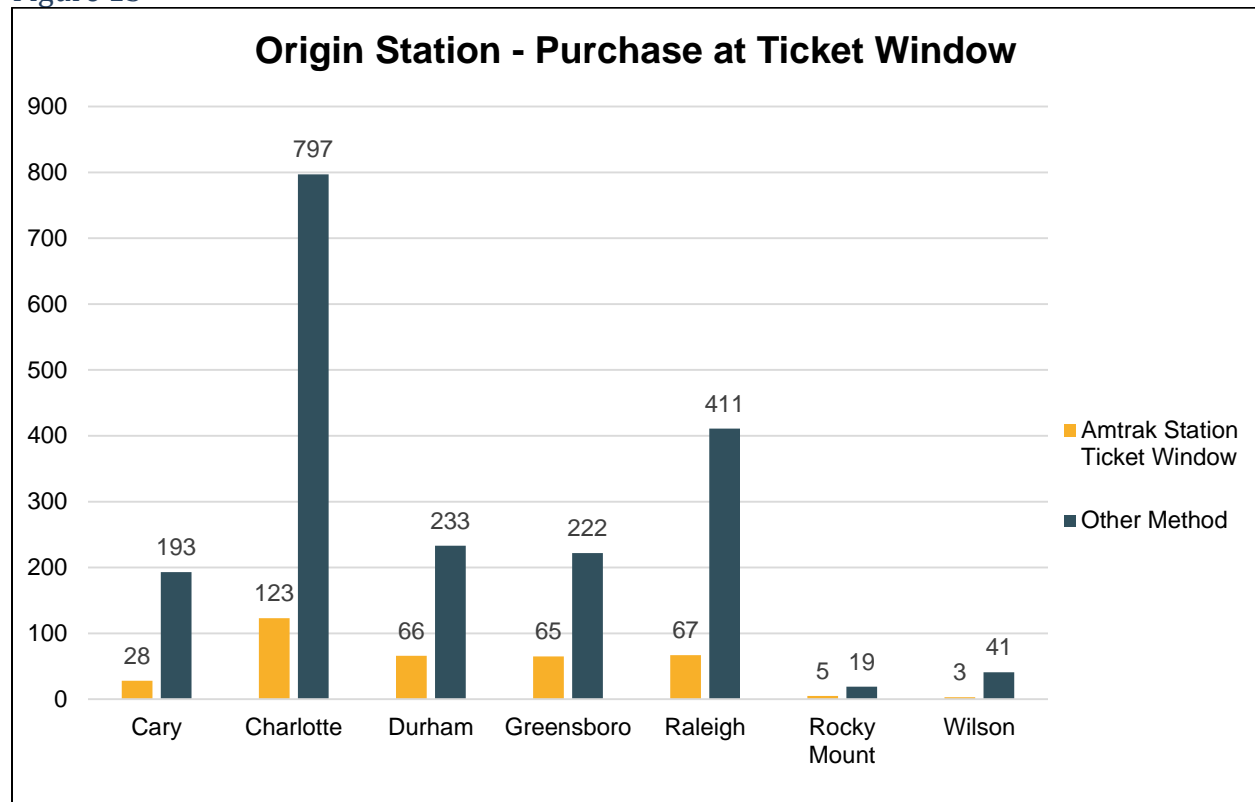
The survey asked passengers to rate aspects of traveling by train based on how important those aspects are to the passenger. This includes station staffing, checked baggage, and connecting to transit. Passengers rated these aspects on a scale of 1-5, with 1 being least important and 5 being most important. Looking at tasks performed by station staff, the two charts below show the importance of checked baggage to passengers and how many passengers purchased tickets at the ticket window. Figure 12, looking at checked baggage, shows that **over two-thirds of North Carolina residents rate checked baggage at a 3 or above. Over 35 percent of passengers, who are North Carolina residents, responded that checked baggage was most important.**

Figure 12



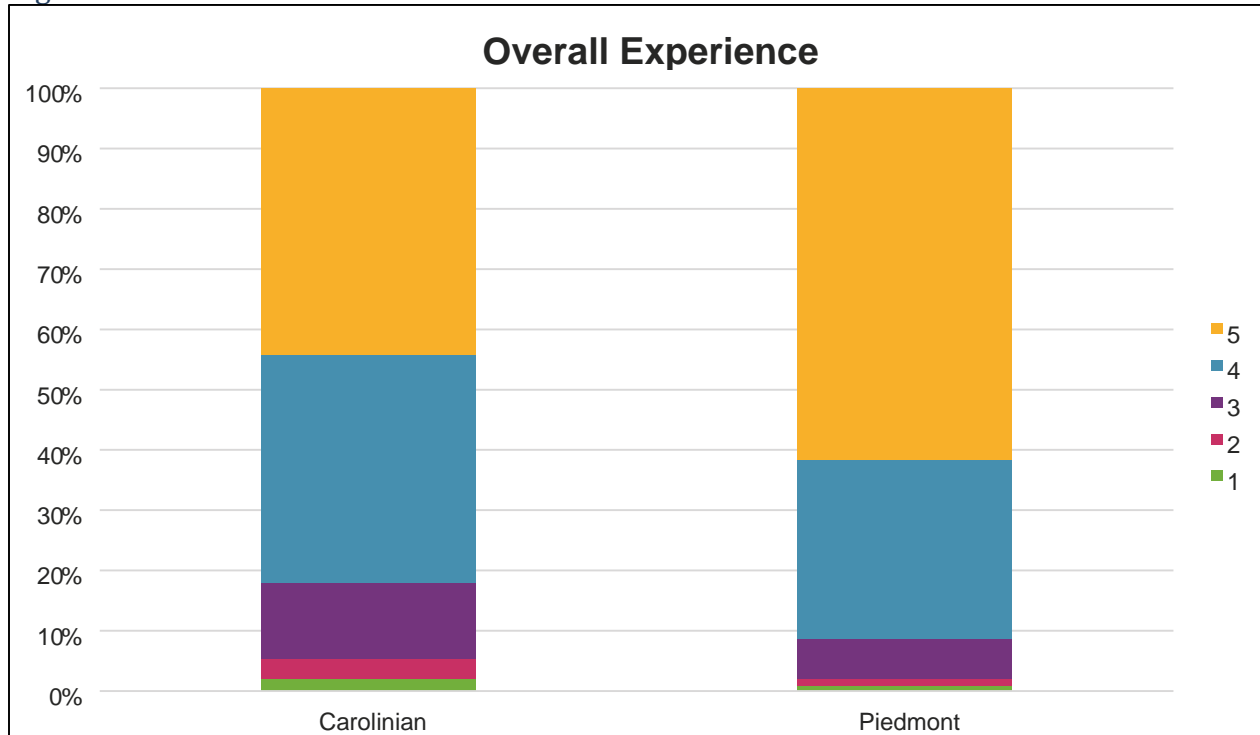
While checked baggage remains important, the Figure 13 shows how many tickets were purchased at the ticket window in North Carolina. (Only stations who sell tickets at an Amtrak ticket window are shown as NCDOT operated stations do not have the ability to sell tickets.) Charlotte saw the most, with over 100 ticket sales (12 percent of Charlotte's ticket sales) at the ticket window. Though fewer than Charlotte's number of tickets purchased at the ticket window, Durham and Greensboro's ticket window sales accounted for 20 and 22 percent of each station's ticket sales, respectively.

Figure 13



One question asked passengers to rate their overall experience on a scale of 1-5, with 1 being least satisfied and 5 being most satisfied. The overall experience varied between passengers on the *Carolinian* and *Piedmont*, with 59 percent of *Piedmont* passengers reporting being most satisfied compared to 42 percent of *Carolinian* passengers. When looking at passengers who responded with a 4 or 5, 10 percent more *Piedmont* passengers reported these levels of satisfaction than *Carolinian* passengers. Figure 14 shows the breakdown of overall experience.

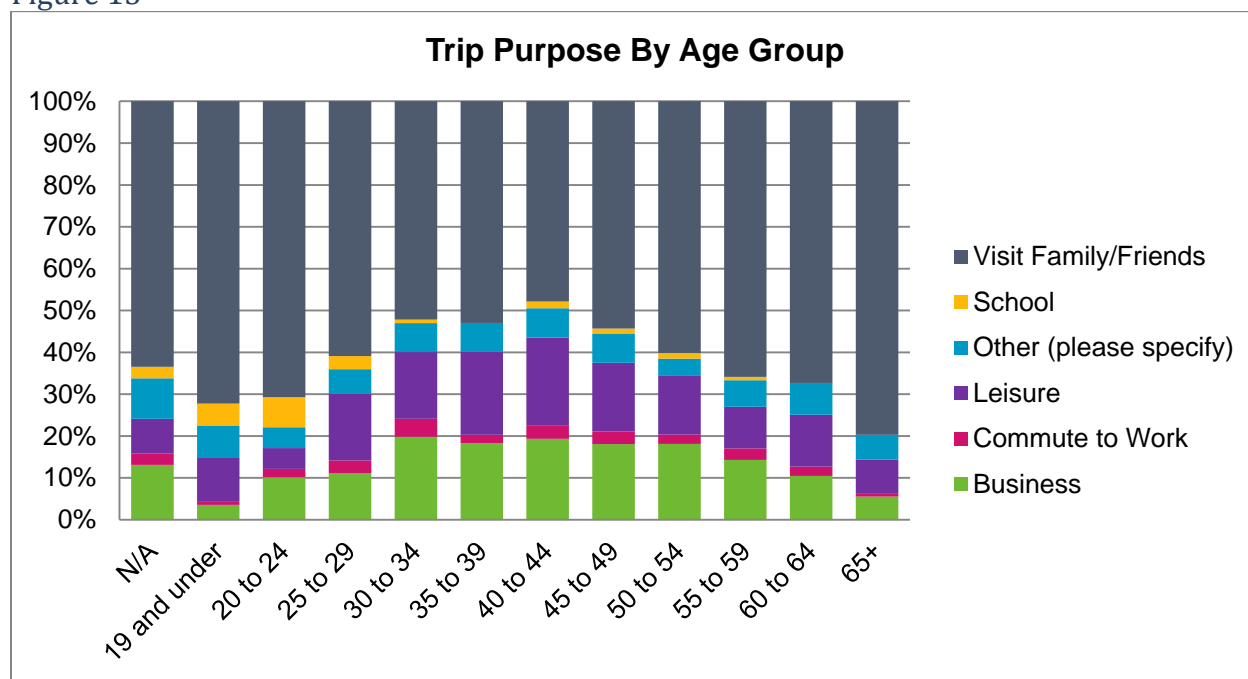
Figure 14



4.5 Trip Purpose

Passengers were asked to describe the purpose of their trip, selecting between: Visit Family/Friends, Business, Commute to Work, Leisure, School, and Other. As Figure 15 indicates, visiting family and friends was the most common reason for passengers' travel overall and across all age groups. Visiting family and friends accounted for 65 percent of all trips. Combining that with trips for leisure, the next most common response, accounts for 77 percent of trips. The third most common trip purpose was business. When business is combined with commute to work, passengers between the ages of 30 and 54 account for 51 percent of this type of travel, and account for 7 percent of travel overall. Those passengers in the age group of 30 to 34 were the most frequent business traveler, accounting for 12 percent of business travel. School was the least popular reason; however this may be due to the time of year and because the age bracket of 60 and older made up the largest group of riders (28 percent).

Figure 15



4.6 Customers' Comments

General comments received from all the surveys were reviewed and categorized to generate a word cloud for the *Piedmont* and *Carolinian* service, shown in Figure 15 and Figure 16 below. The size of the words in the word cloud has a direct correlation to the frequency with which the themes were mentioned in survey responses, providing a snapshot of the most common survey results. The first word cloud, Figure 16, shows the comments received only from *Piedmont* passengers and the second word cloud, Figure 17, shows comments received only from *Carolinian* passengers.

Figure 16 - *Piedmont*



Figure 17 - *Carolinian*



5. EVALUATION and FINDINGS

The June 2016 survey effort supplements and validate many of the findings from the 2014 surveys. A portrait of important ridership metrics can be framed from these results and the accompanying analysis.

The most significant findings and discrepancies are enumerated below.

1. Despite a 17 percent decrease in the student passengers between the April 2014 survey and the June 2016 survey, the rider-shed of *Piedmont*-served stations has close to 50 colleges and universities. This large concentration of students provides a great potential for outreach to these universities. NCDOT Rail Division and WSP | Parsons Brinkerhoff are working with the various colleges and universities in providing marketing material for freshman orientation packets. Discussions are on-going regarding NCDOT Rail Division participating at new student orientations. This would provide the opportunity for outreach to parents, students, and staff. Many schools host festivals during the first week of classes, which would provide a great introduction of the *Piedmont* and *Carolinian* services to new and returning students;
2. NCDOT Rail Division recently revised the North Carolina Call Center agent scripts to inform potential callers of the ability to book tickets using the Amtrak Mobile App. This initiative has assisted in the use of the mobile app. Booking tickets through the mobile app and the internet decreases in popularity with increasing age, while the inverse is true for ticket window and telephone reservations. Passengers under the age of 34 accounted for 51 percent of the tickets purchased via Amtrak mobile app. Additionally, purchasing tickets on-board the train, through the Quik-Trak Ticketing Kiosk, or through a travel agent, is relatively uncommon;
3. The greatest use of the *Piedmont* or *Carolinian* is for visiting friends/family. Though riders using the train to commute to work or for business purposes continue to increase. This type of user most likely will continue to increase with the additional fourth and fifth frequency between Charlotte and Raleigh. Riders within the ages of 30 to 49 represent the greatest users from a commute//business use perspective;
4. Once the fourth and fifth frequencies are in operation, the results show that business use will increase over 55% on a monthly basis. Survey results also indicate that there would be a 69% increase in weekly users;
5. Customer service satisfaction is a common theme throughout the survey. When it comes to checked baggage, over 35 percent of passengers, who are North Carolina residents, responded that checked baggage was most important in relationship to customer service.

6. MARKETING CONCEPTS

The results of the June 2016 survey provide insight on the success of the marketing initiative NCDOT Rail Division is undertaking, as well as concepts on enhancing and improving the marketing resources. Additional concepts to enhance and focus on for improving ridership and awareness are:

1. Further promote the utilization of roadside billboards depicting the new logo and theme (as they are the most popular response for seeing the new ads);
2. Continue to build upon the partnership with universities/colleges along the corridor to promote to passenger rail service for students and the benefits/discount opportunities;
3. Extend the use of internet ads for utilizing the passenger rail service (as this form of media/marketing was popular) – which also reaches the younger generations and is cost effective;
4. Add “destinations/things to do” in NC on the NCByTrain and Amtrak Vacation pages since there is currently nothing in NC listed;
5. The “Go. Reconnect” theme is working well since most of the trips were for the purpose of visiting family/friends, but to encourage and appeal to more of the business travelers it would be beneficial to add marketing material related to the business travelers and promote those themes (such as develop a second ad to tie into wi-fi and the ability to work instead of sitting in traffic).

APPENDIX A – SAMPLE SURVEYS



June 2016 Piedmont Service Passenger Survey

In an effort to provide the best service possible, NCDOT is conducting a survey to solicit your feedback on the *Piedmont* service. A NCDOT representative is available to answer questions and will collect your completed survey before you reach your destination.

1. Where did you get on the train? *(Select one)*

- | | |
|----------------------------------|----------------------------------|
| <input type="radio"/> Charlotte | <input type="radio"/> Burlington |
| <input type="radio"/> Kannapolis | <input type="radio"/> Durham |
| <input type="radio"/> Salisbury | <input type="radio"/> Cary |
| <input type="radio"/> High Point | <input type="radio"/> Raleigh |
| <input type="radio"/> Greensboro | |

2. Where will you get off this train? *(Select one)*

- | | |
|----------------------------------|----------------------------------|
| <input type="radio"/> Charlotte | <input type="radio"/> Burlington |
| <input type="radio"/> Kannapolis | <input type="radio"/> Durham |
| <input type="radio"/> Salisbury | <input type="radio"/> Cary |
| <input type="radio"/> High Point | <input type="radio"/> Raleigh |
| <input type="radio"/> Greensboro | |

3. How did you get to the train station?

- | | |
|--|-----------------------------------|
| <input type="radio"/> Connecting Train | <input type="radio"/> Bus/Transit |
| <input type="radio"/> Drove | <input type="radio"/> Walk/Bike |
| <input type="radio"/> Dropped Off | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

4. How will you get to your final destination?

- | | |
|--|-----------------------------------|
| <input type="radio"/> Connecting Train | <input type="radio"/> Bus/Transit |
| <input type="radio"/> Drive | <input type="radio"/> Walk/Bike |
| <input type="radio"/> Picked Up | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

5. What best describes the purpose of your trip? *(Select one)*

- | | |
|--|-----------------------------------|
| <input type="radio"/> Visit Family/Friends | <input type="radio"/> Leisure |
| <input type="radio"/> Business | <input type="radio"/> School |
| <input type="radio"/> Commute to Work | <input type="radio"/> Other _____ |

6. How often do you travel to areas between Charlotte and Raleigh?

- | | |
|-------------------------------|--|
| <input type="radio"/> Daily | <input type="radio"/> 3-4 times a year |
| <input type="radio"/> Weekly | <input type="radio"/> 5-10 times a year |
| <input type="radio"/> Monthly | <input type="radio"/> Less than 2 times a year |
| | <input type="radio"/> Never |

7. How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey, New York, and Florida?

- | | |
|-------------------------------|--|
| <input type="radio"/> Daily | <input type="radio"/> 3-4 times a year |
| <input type="radio"/> Weekly | <input type="radio"/> 5-10 times a year |
| <input type="radio"/> Monthly | <input type="radio"/> Less than 2 times a year |
| | <input type="radio"/> Never |

8. If train service were not available, how would you make this trip today? *(Select one)*

- | | |
|----------------------------------|---|
| <input type="radio"/> Automobile | <input type="radio"/> Airplane |
| <input type="radio"/> Bus | <input type="radio"/> Would not make the trip |

9. How important was each factor in choosing to take the train? *(1 = least important, 5 = most important)*

	1	2	3	4	5
Only transportation available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid driving in traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work while traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reconnect with friends & family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How many people (including yourself) are traveling in your party?

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

11. Are you traveling with children under 13 years old?

- ☐ Yes. How many? _____
☐ No

12. How many nights will you stay away from home on this trip?

- ☐ 0 ☐ 2 ☐ 4
☐ 1 ☐ 3 ☐ 5+

13. Including this trip, how many train trips have you made in the past 30 days?
(Count a round trip as 2 trips)

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

14. If the train ran more often between Raleigh and Charlotte would it encourage you to use the service more frequently?

- ☐ Yes
☐ No, I have no need to use the train more than I do now.
☐ No, I already use the train on a regular basis.
☐ Not applicable

15. Do you ever purchase items on the internet?

- ☐ Yes ☐ No

16. Which media source do you use regularly?
(Select all that apply)

- ☐ Radio ☐ Magazines
☐ Television ☐ Internet
☐ Newspaper ☐ Social Media

17. For this trip, how did you purchase your ticket?

- ☐ www.Amtrak.com or www.NCByTrain.org
☐ Amtrak Mobile App
☐ Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN
☐ Amtrak Station Ticket Window
☐ Quik-Trak Ticketing Kiosk
☐ On-board the train
☐ Travel Agent

18. If the method used to purchase your ticket for this trip were not available, how would you purchase your ticket?

- ☐ www.Amtrak.com or www.NCByTrain.org
☐ Amtrak Mobile App
☐ Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN
☐ Amtrak Station Ticket Window
☐ Quik-Trak Ticketing Kiosk
☐ On-board the train
☐ Travel Agent
☐ I would not ride the train

19. Which type of ticket did you purchase?

- ☐ One-way ☐ Multi-Ride
☐ Round Trip ☐ Group

20. What is your zip code?

21. How did you learn about the *Piedmont* or *Carolinian* services? (Select all that apply)

- ☐ Have taken it before
☐ Friend/Relative/Word of Mouth
☐ Highway Sign/Billboard
☐ Advertisement (Radio, Print, Electronic)
☐ Travel Agent
☐ Events and Festivals
☐ NCByTrain.org or Amtrak.com

22. Have you seen this logo prior to today?



- ☐ Yes. Where? _____
- ☐ No

23. For this trip, please rate the importance of the following.

(1 = least important, 5 = most important)

	1	2	3	4	5
Station Staffing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Station Signage/Boarding Directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting Bus/Transit/Private Provider Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Station Security and Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (American with Disabilities Act) Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. When traveling by train, please rate the importance of the following.

(1 = least important, 5 = most important)

	1	2	3	4	5
On Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequent Train Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (American with Disabilities Act) Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Business Class/Premium Class Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trip Information/Alerts/Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat Spacing and Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility (Size and clarity of windows, scenery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continued next column...

(1 = least important, 5 = most important)

	1	2	3	4	5
Ability to Handle Bicycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NCDOT Volunteer Train Hosts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-Fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snack and Beverage Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. If you were able to bundle services with your train fare, which services would you be interested in purchasing? (Select all that apply)

- ☐ Connecting Transit
- ☐ Rental Car
- ☐ Lodging
- ☐ Tour Packages
- ☐ Dining Options at Destinations
- ☐ Sporting Event Tickets
- ☐ Taxi
- ☐ Uber/Lyft
- ☐ Bicycle Share
- ☐ None

26. Would you be interested in a bicycle share program at the stations? (A bicycle share program is designed for short point-to-point journeys and provides bicycle rental to the public at automated sites that are open 24 hours a day, seven days a week.)

- ☐ Yes ☐ No

27. Overall how would you rate your trip experience today on the Piedmont?
1 = least satisfied, 5 = most satisfied

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Do you live in North Carolina?

- ☐ Yes ☐ No

29. What is your gender

- ☐ Female ☐ Male

30. What best describes your age group?

- | | |
|------------------------------------|--------------------------------|
| <input type="radio"/> 19 and under | <input type="radio"/> 45 to 49 |
| <input type="radio"/> 20 to 24 | <input type="radio"/> 50 to 54 |
| <input type="radio"/> 25 to 29 | <input type="radio"/> 55 to 59 |
| <input type="radio"/> 30 to 34 | <input type="radio"/> 60 to 64 |
| <input type="radio"/> 35 to 39 | <input type="radio"/> 65+ |
| <input type="radio"/> 40 to 44 | |

33. What is your ethnicity?

- ☐ American Indian
- ☐ Asian/Asian American
- ☐ Black/African American
- ☐ Hispanic/Latino
- ☐ White/Caucasian
- ☐ Other _____

31. What best describes your employment status?

- | | |
|---------------------------------|----------------------------------|
| <input type="radio"/> Full Time | <input type="radio"/> Unemployed |
| <input type="radio"/> Part Time | <input type="radio"/> Retired |
| <input type="radio"/> Student | |

32. What is your highest education level?

- | | |
|--|---|
| <input type="radio"/> No HS Diploma | <input type="radio"/> Bachelor's Degree |
| <input type="radio"/> HS Diploma or GED | <input type="radio"/> Master's Degree |
| <input type="radio"/> Some College | <input type="radio"/> Post Graduate |
| <input type="radio"/> Associate's Degree | |

34. What is your total household income in the past 12 months?

- ☐ Under \$25,000
- ☐ \$25,000 to \$49,000
- ☐ \$50,000 to \$100,000
- ☐ \$100,000 or more

Additional Comments:

If you would like to receive NC By Train information, promotions and deals please provide your email address below:

Thank you for completing the survey.

For official use only:

Train Number: _____ Date: _____ Time: _____



June 2016 Carolinian Service Passenger Survey

In an effort to provide the best service possible, NCDOT is conducting a survey to solicit your feedback on the *Carolinian* service. A NCDOT representative is available to answer questions and will collect your completed survey before you reach your destination.

1. Where did you get on the train? *(Select one)*

- | | |
|-----------------------------------|---|
| <input type="radio"/> Charlotte | <input type="radio"/> Petersburg VA |
| <input type="radio"/> Kannapolis | <input type="radio"/> Richmond VA |
| <input type="radio"/> Salisbury | <input type="radio"/> Fredericksburg VA |
| <input type="radio"/> High Point | <input type="radio"/> Quantico VA |
| <input type="radio"/> Greensboro | <input type="radio"/> Alexandria VA |
| <input type="radio"/> Burlington | <input type="radio"/> Washington DC |
| <input type="radio"/> Durham | <input type="radio"/> Baltimore MD |
| <input type="radio"/> Cary | <input type="radio"/> Wilmington DE |
| <input type="radio"/> Raleigh | <input type="radio"/> Philadelphia PA |
| <input type="radio"/> Selma | <input type="radio"/> Trenton NJ |
| <input type="radio"/> Wilson | <input type="radio"/> Newark NJ |
| <input type="radio"/> Rocky Mount | <input type="radio"/> New York NY |

2. Where will you get off this train? *(Select one)*

- | | |
|-----------------------------------|---|
| <input type="radio"/> Charlotte | <input type="radio"/> Petersburg VA |
| <input type="radio"/> Kannapolis | <input type="radio"/> Richmond VA |
| <input type="radio"/> Salisbury | <input type="radio"/> Fredericksburg VA |
| <input type="radio"/> High Point | <input type="radio"/> Quantico VA |
| <input type="radio"/> Greensboro | <input type="radio"/> Alexandria VA |
| <input type="radio"/> Burlington | <input type="radio"/> Washington DC |
| <input type="radio"/> Durham | <input type="radio"/> Baltimore MD |
| <input type="radio"/> Cary | <input type="radio"/> Wilmington DE |
| <input type="radio"/> Raleigh | <input type="radio"/> Philadelphia PA |
| <input type="radio"/> Selma | <input type="radio"/> Trenton NJ |
| <input type="radio"/> Wilson | <input type="radio"/> Newark NJ |
| <input type="radio"/> Rocky Mount | <input type="radio"/> New York NY |

3. How did you get to the train station?

- | | |
|--|-----------------------------------|
| <input type="radio"/> Connecting Train | <input type="radio"/> Bus/Transit |
| <input type="radio"/> Drove | <input type="radio"/> Walk/Bike |
| <input type="radio"/> Dropped Off | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

4. How will you get to your final destination?

- | | |
|--|-----------------------------------|
| <input type="radio"/> Connecting Train | <input type="radio"/> Bus/Transit |
| <input type="radio"/> Drive | <input type="radio"/> Walk/Bike |
| <input type="radio"/> Picked Up | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

5. What best describes the purpose of your trip? *(Select one)*

- | | |
|--|-----------------------------------|
| <input type="radio"/> Visit Family/Friends | <input type="radio"/> Leisure |
| <input type="radio"/> Business | <input type="radio"/> School |
| <input type="radio"/> Commute to Work | <input type="radio"/> Other _____ |

6. How often do you travel to areas between Charlotte and Raleigh?

- | | |
|-------------------------------|--|
| <input type="radio"/> Daily | <input type="radio"/> 3-4 times a year |
| <input type="radio"/> Weekly | <input type="radio"/> 5-10 times a year |
| <input type="radio"/> Monthly | <input type="radio"/> Less than 2 times a year |
| | <input type="radio"/> Never |

7. How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey, New York, and Florida?

- | | |
|-------------------------------|--|
| <input type="radio"/> Daily | <input type="radio"/> 3-4 times a year |
| <input type="radio"/> Weekly | <input type="radio"/> 5-10 times a year |
| <input type="radio"/> Monthly | <input type="radio"/> Less than 2 times a year |
| | <input type="radio"/> Never |

8. If train service were not available, how would you make this trip today? (Select one)

- ☐ Automobile ☐ Airplane
☐ Bus ☐ Would not make the trip

**9. How important was each factor in choosing to take the train?
(1 = least important, 5 = most important)**

	1	2	3	4	5
Only transportation available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid driving in traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work while traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reconnect with friends & family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How many people (including yourself) are traveling in your party?

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

11. Are you traveling with children under 13 years old?

- ☐ Yes. How many? _____ ☐ No

12. How many nights will you stay away from home on this trip?

- ☐ 0 ☐ 2 ☐ 4
☐ 1 ☐ 3 ☐ 5+

**13. Including this trip, how many train trips have you made in the past 30 days?
(Count a round trip as 2 trips)**

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

14. If the train ran more often between Raleigh and Charlotte would it encourage you to use the service more frequently?

- ☐ Yes
☐ No, I have no need to use the train more than I do now.
☐ No, I already use the train on a regular basis.
☐ Not applicable

15. Do you ever purchase items on the internet?

- ☐ Yes ☐ No

**16. Which media source do you use regularly?
(Select all that apply)**

- ☐ Radio ☐ Magazines
☐ Television ☐ Internet
☐ Newspaper ☐ Social Media

17. For this trip, how did you purchase your ticket?

- ☐ www.Amtrak.com or www.NCByTrain.org
☐ Amtrak Mobile App
☐ Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN
☐ Amtrak Station Ticket Window
☐ Quik-Trak Ticketing Kiosk
☐ On-board the train
☐ Travel Agent

18. If the method used to purchase your ticket for this trip were not available, how would you purchase your ticket?

- ☐ www.Amtrak.com or www.NCByTrain.org
☐ Amtrak Mobile App
☐ Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN
☐ Amtrak Station Ticket Window
☐ Quik-Trak Ticketing Kiosk
☐ On-board the train
☐ Travel Agent
☐ I would not ride the train

19. Which type of ticket did you purchase?

- ☐ One-way ☐ Multi-Ride
☐ Round Trip ☐ Group

20. What is your zip code?

21. How did you learn about the *Piedmont* or *Carolinian* services? (Select all that apply)

- ☐ Have taken it before
☐ Friend/Relative/Word of Mouth
☐ Highway Sign/Billboard
☐ Advertisement (Radio, Print, Electronic)
☐ Travel Agent
☐ Events and Festivals
☐ NCByTrain.org or Amtrak.com

22. Have you seen this logo prior to today?

- ☐ Yes. Where? _____
☐ No

**23. For this trip, please rate the importance of the following.
(1 = least important, 5 = most important)**

	1	2	3	4	5
Station Staffing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Station Signage/Boarding Directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting Bus/Transit/Private Provider Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Station Security and Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (American with Disabilities Act) Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**24. When traveling by train, please rate the importance of the following.
(1 = least important, 5 = most important)**

	1	2	3	4	5
On Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequent Train Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (American with Disabilities Act) Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Business Class/ Premium Class Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trip Information/Alerts/Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat Spacing and Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility (Size and clarity of windows, scenery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to Handle Bicycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NCDOT Volunteer Train Hosts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-Fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. If you were able to bundle services with your train fare, which services would you be interested in purchasing? (Select all that apply)

- ☐ Connecting Transit
☐ Rental Car
☐ Lodging
☐ Tour Packages
☐ Dining Options at Destinations
☐ Sporting Event Tickets
☐ Taxi
☐ Uber/Lyft
☐ Bicycle Share
☐ None

26. Would you be interested in a bicycle share program at the stations? *(A bicycle share program is designed for short point-to-point journeys and provides bicycle rental to the public at automated sites that are open 24 hours a day, seven days a week.)*

- ☐ Yes ☐ No

27. Overall how would you rate your trip experience today on the Carolinian?
1 = least satisfied, 5 = most satisfied

- 1** **2** **3** **4** **5**
☐ ☐ ☐ ☐ ☐

28. Do you live in North Carolina?

- ☐ Yes ☐ No

29. What is your gender

- ☐ Female ☐ Male

30. What best describes your age group?

- ☐ 19 and under ☐ 45 to 49
☐ 20 to 24 ☐ 50 to 54
☐ 25 to 29 ☐ 55 to 59
☐ 30 to 34 ☐ 60 to 64
☐ 35 to 39 ☐ 65+
☐ 40 to 44

31. What best describes your employment status?

- ☐ Full Time ☐ Unemployed
☐ Part Time ☐ Retired
☐ Student

32. What is your highest education level?

- ☐ No HS Diploma ☐ Bachelor's Degree
☐ HS Diploma or GED ☐ Master's Degree
☐ Some College ☐ Post Graduate
☐ Associate's Degree

33. What is your ethnicity?

- ☐ American Indian
☐ Asian/Asian American
☐ Black/African American
☐ Hispanic/Latino
☐ White/Caucasian
☐ Other _____

34. What is your total household income in the past 12 months?

- ☐ Under \$25,000 ☐ \$50,000 to \$100,000
☐ \$25,000 to \$49,000 ☐ \$100,000 or more

Additional Comments:

If you would like to receive NC By Train information, promotions and deals please provide your email address below:

Thank you for completing the survey.

For official use only:

Train Number: _____ Date: _____ Time: _____



Encuesta de Pasajeros en el junio del año 2016

En un esfuerzo para proporcionar el mejor servicio posible, NCDOT está llevando a cabo una encuesta para solicitar su opinión sobre el servicio. Un representante de NCDOT está disponible para contestar preguntas y para recoger su encuesta completada antes de llegar a su destino.

1. ¿Dónde usted aborda el tren?

- | | |
|-----------------------------------|---|
| <input type="radio"/> Charlotte | <input type="radio"/> Petersburg VA |
| <input type="radio"/> Kannapolis | <input type="radio"/> Richmond VA |
| <input type="radio"/> Salisbury | <input type="radio"/> Fredericksburg VA |
| <input type="radio"/> High Point | <input type="radio"/> Quantico VA |
| <input type="radio"/> Greensboro | <input type="radio"/> Alexandria VA |
| <input type="radio"/> Burlington | <input type="radio"/> Washington DC |
| <input type="radio"/> Durham | <input type="radio"/> Baltimore MD |
| <input type="radio"/> Cary | <input type="radio"/> Wilmington DE |
| <input type="radio"/> Raleigh | <input type="radio"/> Philadelphia PA |
| <input type="radio"/> Selma | <input type="radio"/> Trenton NJ |
| <input type="radio"/> Wilson | <input type="radio"/> Newark NJ |
| <input type="radio"/> Rocky Mount | <input type="radio"/> New York NY |

2. ¿Dónde usted va a descender del tren?

- | | |
|-----------------------------------|---|
| <input type="radio"/> Charlotte | <input type="radio"/> Petersburg VA |
| <input type="radio"/> Kannapolis | <input type="radio"/> Richmond VA |
| <input type="radio"/> Salisbury | <input type="radio"/> Fredericksburg VA |
| <input type="radio"/> High Point | <input type="radio"/> Quantico VA |
| <input type="radio"/> Greensboro | <input type="radio"/> Alexandria VA |
| <input type="radio"/> Burlington | <input type="radio"/> Washington DC |
| <input type="radio"/> Durham | <input type="radio"/> Baltimore MD |
| <input type="radio"/> Cary | <input type="radio"/> Wilmington DE |
| <input type="radio"/> Raleigh | <input type="radio"/> Philadelphia PA |
| <input type="radio"/> Selma | <input type="radio"/> Trenton NJ |
| <input type="radio"/> Wilson | <input type="radio"/> Newark NJ |
| <input type="radio"/> Rocky Mount | <input type="radio"/> New York NY |

3. ¿Cómo llegaste a la estación del tren?

- | | |
|--|--|
| <input type="radio"/> Conexión de tren | <input type="radio"/> El autobús / el transporte público |
| <input type="radio"/> Conduciendo | <input type="radio"/> Caminando / Bicicleta |
| <input type="radio"/> Alguien lo dejó | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

4. ¿Cómo va a llegar a su destino final?

- | | |
|---|--|
| <input type="radio"/> Conexión de tren | <input type="radio"/> El autobús / el transporte público |
| <input type="radio"/> Conduciendo | <input type="radio"/> Caminando/Bicicleta |
| <input type="radio"/> Alguien lo recoge | <input type="radio"/> Uber/Lyft |
| <input type="radio"/> Taxi | |

5. ¿Qué actividad mejor describe el propósito de su viaje? (Seleccione una)

- | | |
|--|----------------------------------|
| <input type="radio"/> Visitar Familia/Amigos | <input type="radio"/> Placer |
| <input type="radio"/> Negocio | <input type="radio"/> Estudios |
| <input type="radio"/> Ir al trabajo | <input type="radio"/> Otro _____ |

6. ¿Con qué frecuencia viajas a zonas entre Charlotte y Raleigh?

- | | |
|------------------------------------|---|
| <input type="radio"/> Diariamente | <input type="radio"/> 5-10 veces al año |
| <input type="radio"/> Semanalmente | <input type="radio"/> 3-4 veces al año |
| <input type="radio"/> Mensualmente | <input type="radio"/> Menos de 2 veces al año |
| | <input type="radio"/> Nunca |

7. ¿Con qué frecuencia viajas a zonas entre Carolina del Norte, Virginia, Washington D.C., Nueva Jersey, Nueva York y Florida?

- | | |
|------------------------------------|---|
| <input type="radio"/> Diariamente | <input type="radio"/> 5-10 veces al año |
| <input type="radio"/> Semanalmente | <input type="radio"/> 3-4 veces al año |
| <input type="radio"/> Mensualmente | <input type="radio"/> Menos de 2 veces al año |
| | <input type="radio"/> Nunca |

8. ¿Si el servicio de trenes no estuviera disponible, cómo haría usted este viaje? (Seleccione una)

- ☐ Un automóvil ☐ Un Avión
☐ El autobús ☐ No haría el viaje

9. ¿Qué importancia tuvo cada factor en su elección de tomar el tren hoy?
(1 = Menos Importante y 5 = Más importante)

	1	2	3	4	5
único medio de transporte disponible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ahorrando tiempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ahorrando dinero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evitar manejar en el tráfico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La capacidad de trabajar durante el viaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La experiencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relajación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beneficios ambientales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reconectando con amigos y familiares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. ¿Cuántas personas (incluido usted) viajan en su grupo?

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

11. ¿Viaja usted con niños menores de 13 años?

- ☐ Sí. ¿Cuántos? _____ No ☐

12. ¿Cuántas noches se va a quedar usted fuera de casa durante este viaje?

- ☐ 0 ☐ 2 ☐ 4
☐ 1 ☐ 3 ☐ 5+

13. ¿Incluyendo este viaje, cuántos viajes en tren ha hecho usted en los últimos 30 días? (cuente un viaje de ida-regreso como 2 viajes)

- ☐ 1 ☐ 3 ☐ 5+
☐ 2 ☐ 4

14. ¿Si el tren corría con más frecuencia entre Raleigh y Charlotte, le será más probable que utilice el servicio con más frecuencia?

- ☐ Sí
☐ No. No tengo necesidad de utilizar el tren más de lo que hago ahora.
☐ No. Ya utilizo el tren regularmente.
☐ No aplica

15. ¿Compra productos en el Internet?

- ☐ Sí ☐ No

16. ¿Que medios de comunicación usa usted regularmente? (seleccione todas las que apliquen)

- ☐ La Radio ☐ Las Revistas
☐ La Televisión ☐ El Internet
☐ Los Periódicos ☐ Redes Sociales

17. ¿Para este viaje, como compraste su boleto?

- ☐ www.Amtrak.com o www.NCByTrain.org
☐ La aplicación móvil de Amtrak
☐ Por teléfono - 1-800-USA-RAIL O 1-800 BY-TRAIN
☐ Cabina de boleto de Amtrak
☐ El quiosco de "Quik-Trak"
☐ A bordo del tren
☐ Agente de viaje

18. ¿Si el método utilizado para comprar su boleto para este viaje no estuviera disponible, cómo compraría usted su boleto??

- ☐ www.Amtrak.com o www.NCByTrain.org
☐ La aplicación móvil de Amtrak
☐ Por teléfono - 1-800-USA-RAIL O 1-800 BY-TRAIN
☐ Cabina de boleto de Amtrak
☐ El quiosco de "Quik-Trak"
☐ A bordo del tren
☐ Agente de viaje
☐ No viajara en el tren

19. ¿Qué tipo de boleto compró usted?

- ☐ Billeto sin retorno
 ☐ Billeto de varias viajes
☐ Billeto de vuelta
 ☐ Billeto de grupo

20. ¿Cuál es su código postal? _____

21. ¿Cómo aprendió acerca de los servicios del Piedmont o Carolinian? (Seleccione todos los que apliquen)

- ☐ Ha usado antes los servicios
☐ Amigos/Familiares/Recomendación
☐ Cartelera
☐ La internet
☐ Anuncio (de radio, medios impresos, o electrónicos)
☐ Agente de viaje
☐ Eventos y Festivales
☐ NCByTrain.org o Amtrak.com

22. ¿Usted ha visto este logo antes de hoy?



- ☐ ¿Sí? ¿Adonde? _____
☐ No

23. Para este viaje, por favor seleccione la importancia de lo siguiente. (1 = Menos Importante y 5 = Más importante)

	1	2	3	4	5
Personal de la estación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Señalización de la estación y direcciones de embarque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de estacionamiento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conexión a los servicios de autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio de equipaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La seguridad de la estación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (Ley sobre Estadounidenses con Discapacidades) Instalaciones cumplen con las regulaciones de la ADA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Cuando se viaja en tren, por favor seleccione la importancia de lo siguiente. (1 = Menos Importante y 5 = Más importante)

	1	2	3	4	5
Los trenes estén a tiempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio frecuente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilidades Limpias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA (Ley sobre Estadounidenses con Discapacidades) Instalaciones cumplen con las regulaciones de la ADA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio Clase Ejecutiva/Clase Prima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Información sobre el trayecto / Alertas / Estado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asientos Cómodos y Espaciados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibilidad (El tamaño y la claridad de las ventanas, escenografía)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio de equipaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacidad para transportar bicicletas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anfitriones voluntarios en el tren de la NCDOT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-Fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio de Comida (Carolinian) o servicio de aperitivos (Piedmont)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. ¿Si usted pudiera agrupar servicios con su boleto de tren, que servicios estaría usted interesado en comprar? (Seleccione todos los que apliquen)

- ☐ Conexión de transporte
☐ Carro rentado
☐ Hospedaje
☐ Paquetes turísticos
☐ Locales de restauración en destinos
☐ Entradas para eventos deportivos
☐ Servicios de taxi
☐ Servicios de Uber/Lyft
☐ Bicicletas de alquiler
☐ Ninguno

26. ¿Estaría usted interesado en un programa de compartir bicicletas en la estación? *(un programa de compartir bicicletas se ha diseñado para trayectos cortos punto a punto y ofrece alquiler de bicicletas para el público en los sitios automatizados que están abiertos las 24 horas del día, los siete días de la semana)*

☐ Si ☐ No

27. ¿En general cómo usted calificaría su experiencia en el viaje de hoy en el Carolinian? *(1 = menos satisfecho y 5= más satisfecho)*

1 **2** **3** **4** **5**
☐ ☐ ☐ ☐ ☐

28. ¿Usted vive en Carolina del Norte?

☐ Si ☐ No

29. ¿Cuál es tu sexo?

☐ Femenino ☐ Masculino

30. ¿Cuál describe mejor su grupo de edad?

☐ 19 años o menos ☐ 45 a 49
☐ 20 a 24 ☐ 50 a 54
☐ 25 a 29 ☐ 55 a 59
☐ 30 a 34 ☐ 60 a 64
☐ 35 a 39 ☐ 65+
☐ 40 a 44

31. ¿Cuál describe mejor su situación de empleo?

☐ Tiempo completo ☐ Desempleado
☐ Tiempo parcial ☐ Retirado
☐ Estudiante

32. ¿Cuál es su nivel de educación más alto?

☐ Sin Diploma de Escuela Secundaria ☐ Grado de Asociado
☐ Diploma de Escuela Secundaria o GED ☐ Grado de Bachiller
☐ Algunas clases de la universidad ☐ Grado de Maestría
☐ Postgrado

33. ¿Cuál es su origen étnico?

☐ Indio Americano
☐ Asiático
☐ Black/ Afroamericano
☐ Hispano/Latino
☐ Blanco/ Caucásico
☐ Otro _____

34. ¿Cuál es el ingreso total de tu hogar en los últimos 12 meses?

☐ Menos de \$25,000 ☐ \$50,000 a \$100,000
☐ \$25,000 a \$49,000 ☐ más de \$100,000

Comentarios adicionales:

Si desea recibir información, promociones y ofertas con respecto a "NC By Train", por favor proporcione su dirección de correo electrónico:

Gracias por completar esta encuesta.

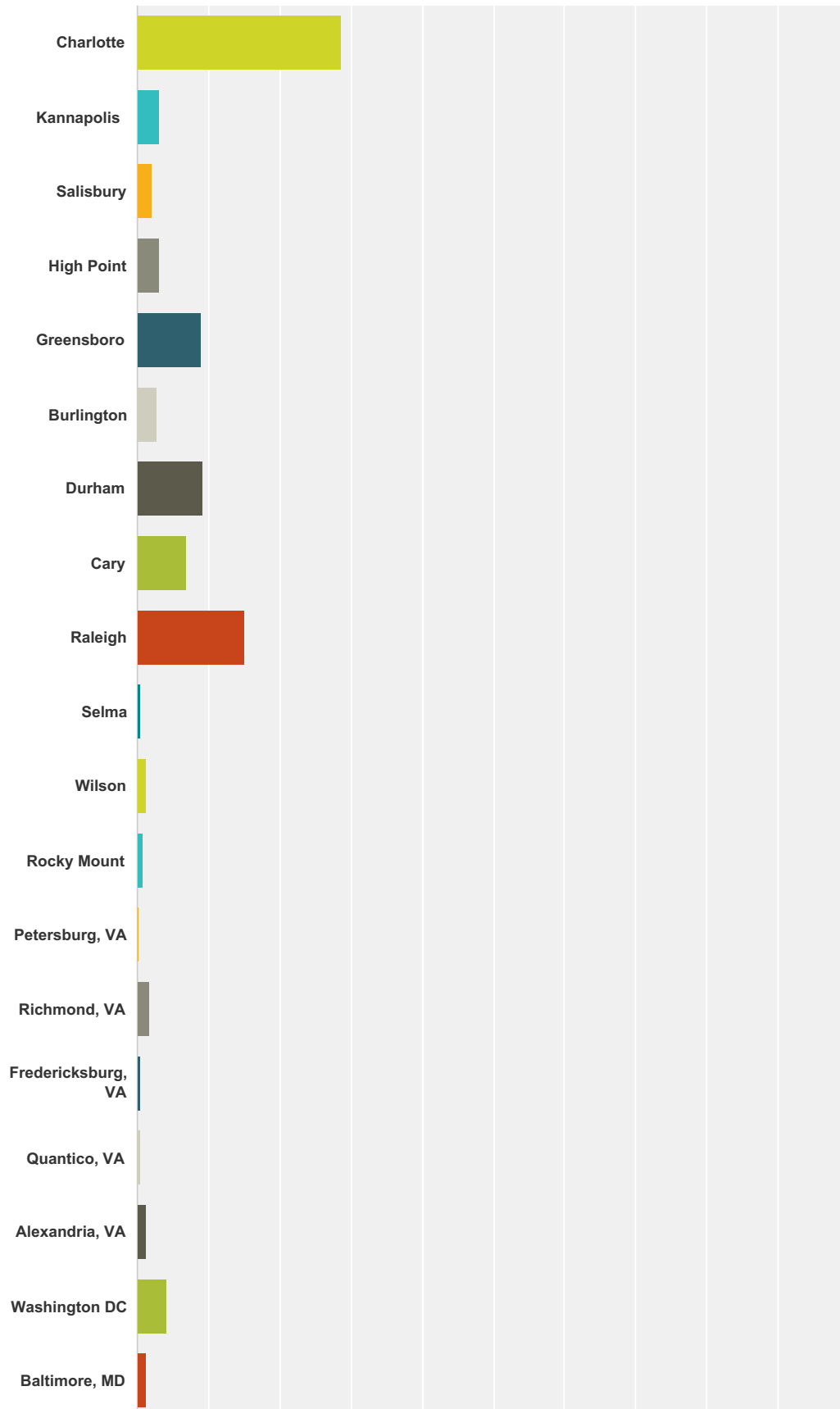
For Official Use Only: Exclusivamente para uso oficial:

Train Number: _____ Date: _____ Time: _____

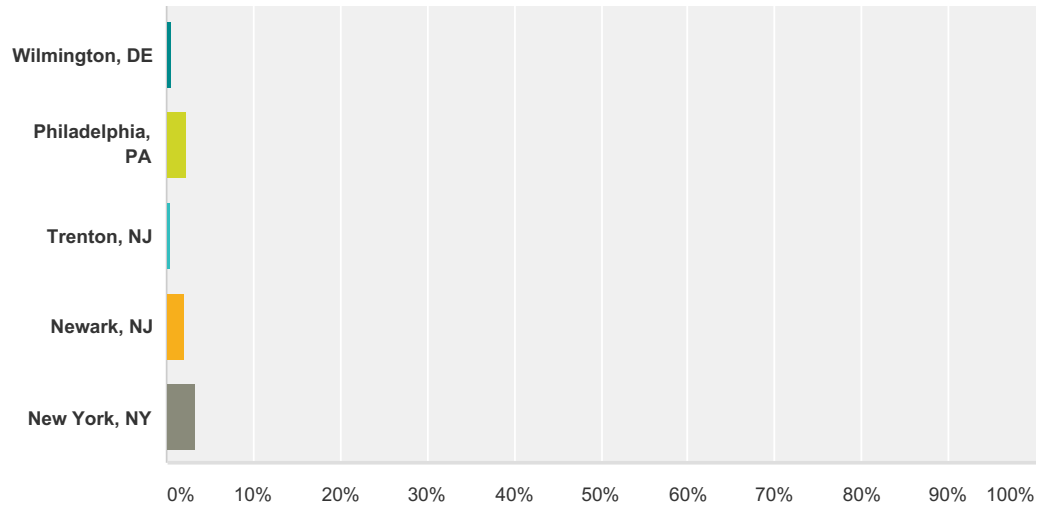
APPENDIX B – SURVEY RESULTS

Q1 Where did you get on the train?

Answered: 3,389 Skipped: 36



NCDOT On-Board Rail Survey June 2016



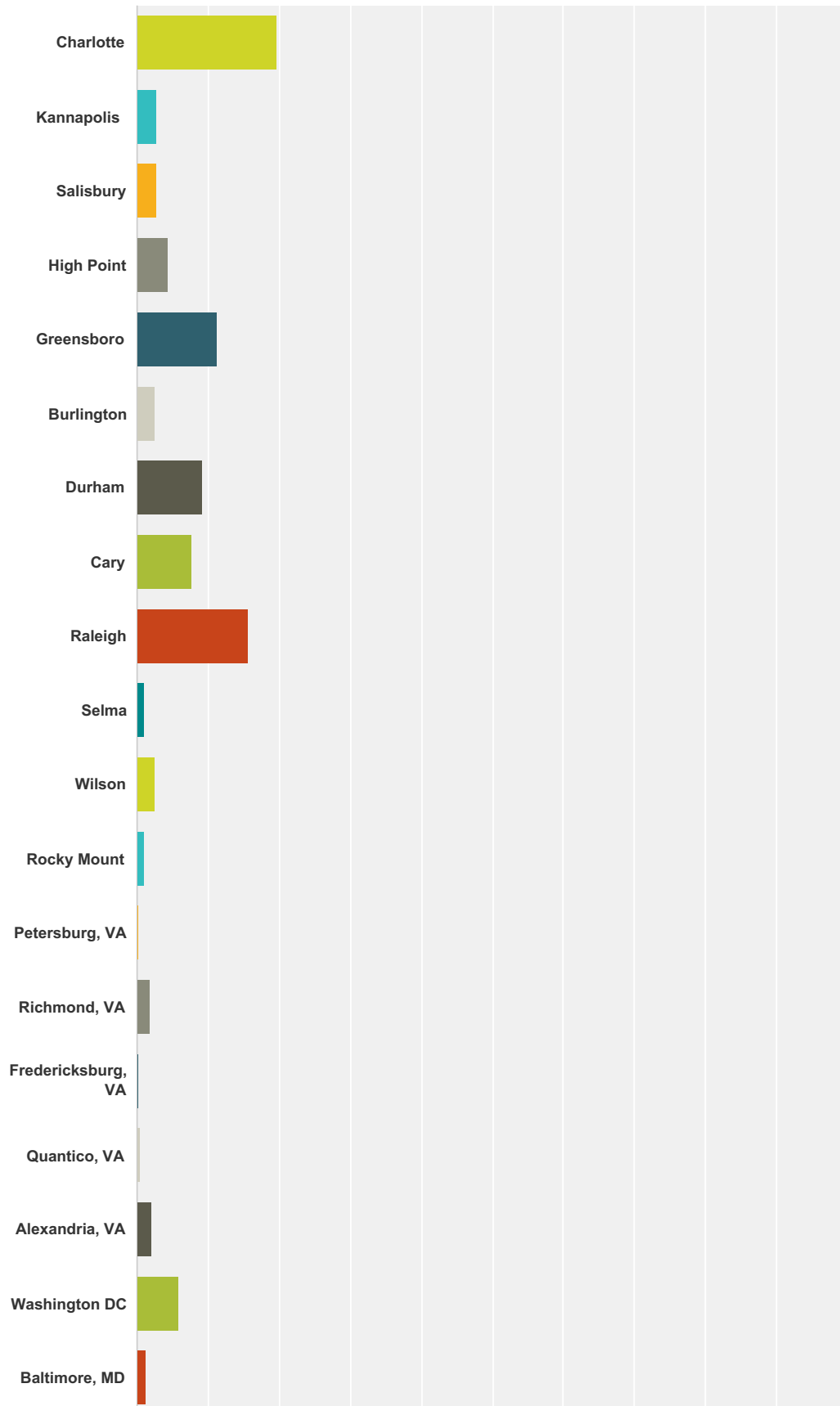
Answer Choices	Responses
Charlotte	28.50% 966
Kannapolis	3.10% 105
Salisbury	2.18% 74
High Point	3.16% 107
Greensboro	8.94% 303
Burlington	2.66% 90
Durham	9.27% 314
Cary	6.79% 230
Raleigh	15.05% 510
Selma	0.38% 13
Wilson	1.30% 44
Rocky Mount	0.80% 27
Petersburg, VA	0.30% 10
Richmond, VA	1.59% 54
Fredericksburg, VA	0.35% 12
Quantico, VA	0.32% 11
Alexandria, VA	1.30% 44
Washington DC	4.19% 142
Baltimore, MD	1.15% 39
Wilmington, DE	0.56% 19
Philadelphia, PA	2.36% 80
Trenton, NJ	0.44% 15
Newark, NJ	2.04% 69

NCDOT On-Board Rail Survey June 2016

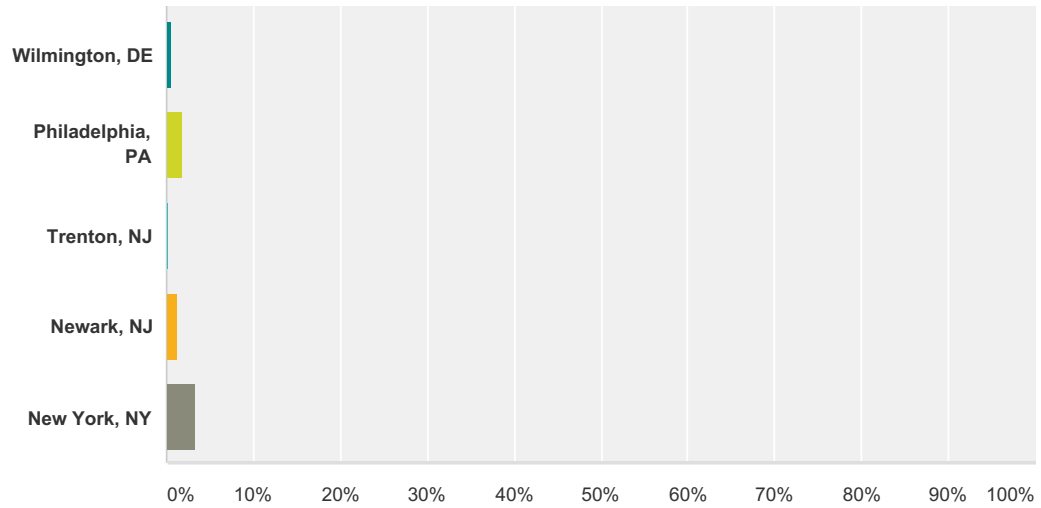
New York, NY	3.28%	111
Total		3,389

Q2 Where did you get off this train?

Answered: 3,366 Skipped: 59



NCDOT On-Board Rail Survey June 2016



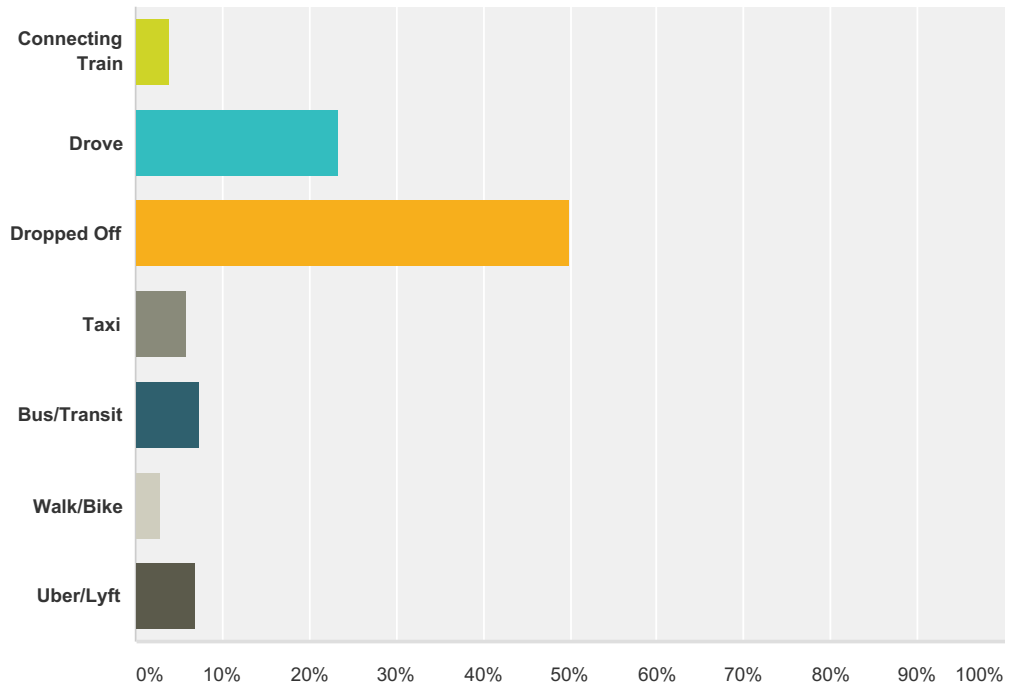
Answer Choices	Responses
Charlotte	19.61% 660
Kannapolis	2.79% 94
Salisbury	2.67% 90
High Point	4.46% 150
Greensboro	11.35% 382
Burlington	2.47% 83
Durham	9.12% 307
Cary	7.66% 258
Raleigh	15.72% 529
Selma	1.10% 37
Wilson	2.53% 85
Rocky Mount	1.04% 35
Petersburg, VA	0.27% 9
Richmond, VA	1.96% 66
Fredericksburg, VA	0.27% 9
Quantico, VA	0.36% 12
Alexandria, VA	1.99% 67
Washington DC	5.91% 199
Baltimore, MD	1.28% 43
Wilmington, DE	0.56% 19
Philadelphia, PA	1.90% 64
Trenton, NJ	0.24% 8
Newark, NJ	1.34% 45

NCDOT On-Board Rail Survey June 2016

New York, NY	3.42%	115
Total		3,366

Q3 How did you get to the train station?

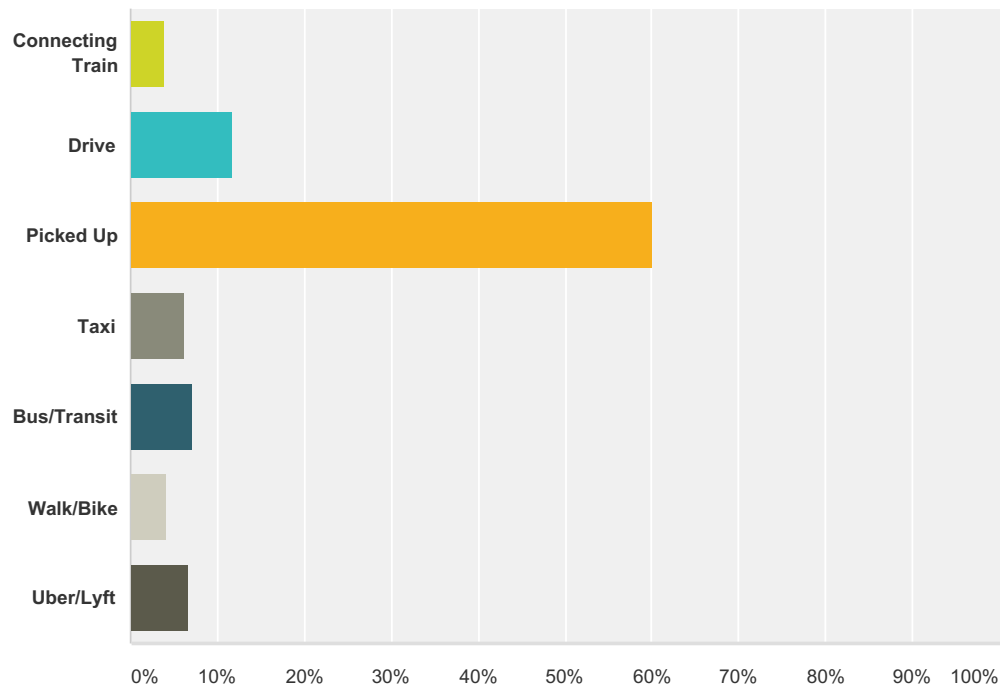
Answered: 3,368 Skipped: 57



Answer Choices	Responses	
Connecting Train	3.98%	134
Drove	23.28%	784
Dropped Off	49.82%	1,678
Taxi	5.91%	199
Bus/Transit	7.36%	248
Walk/Bike	2.85%	96
Uber/Lyft	6.80%	229
Total		3,368

Q4 How will you get to your final destination?

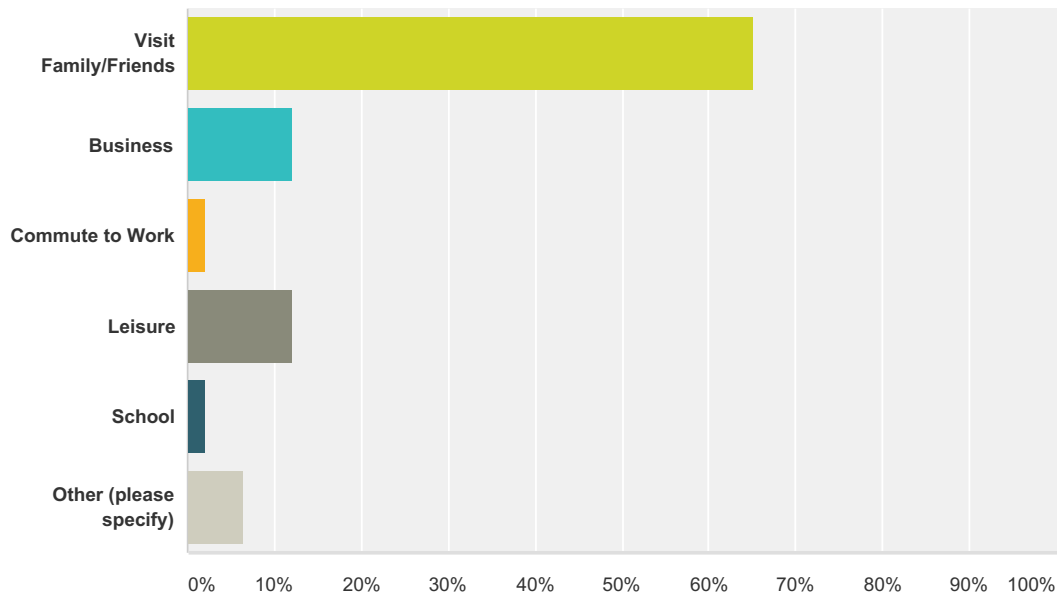
Answered: 3,347 Skipped: 78



Answer Choices	Responses	
Connecting Train	4.03%	135
Drive	11.65%	390
Picked Up	60.02%	2,009
Taxi	6.36%	213
Bus/Transit	7.17%	240
Walk/Bike	4.15%	139
Uber/Lyft	6.60%	221
Total		3,347

Q5 What best describes the purpose of your trip? (Select one)

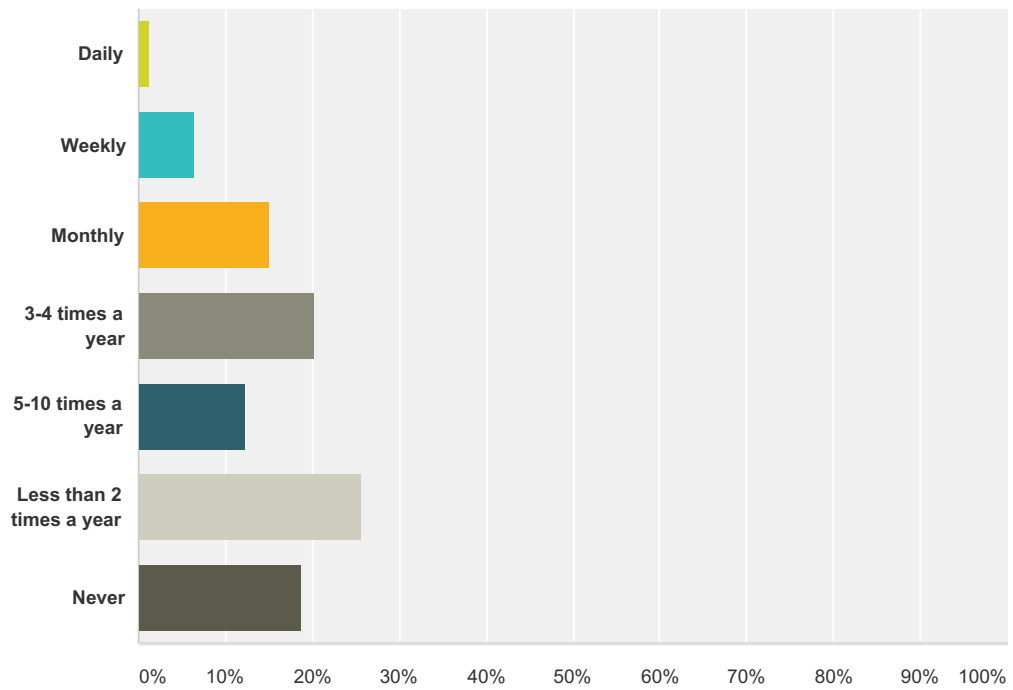
Answered: 3,358 Skipped: 67



Answer Choices	Responses	
Visit Family/Friends	65.13%	2,187
Business	12.09%	406
Commute to Work	2.17%	73
Leisure	12.12%	407
School	2.08%	70
Other (please specify)	6.40%	215
Total		3,358

Q6 How often do you travel to areas between Charlotte and Raleigh?

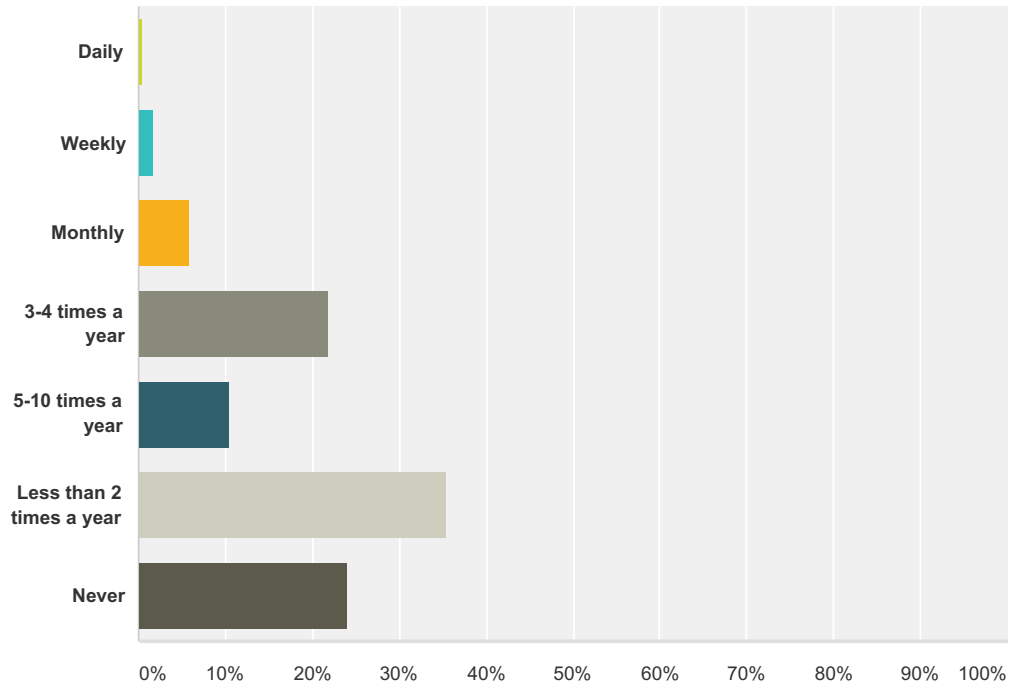
Answered: 3,348 Skipped: 77



Answer Choices	Responses	
Daily	1.34%	45
Weekly	6.54%	219
Monthly	15.08%	505
3-4 times a year	20.19%	676
5-10 times a year	12.28%	411
Less than 2 times a year	25.72%	861
Never	18.85%	631
Total		3,348

Q7 How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey, New York, and Florida?

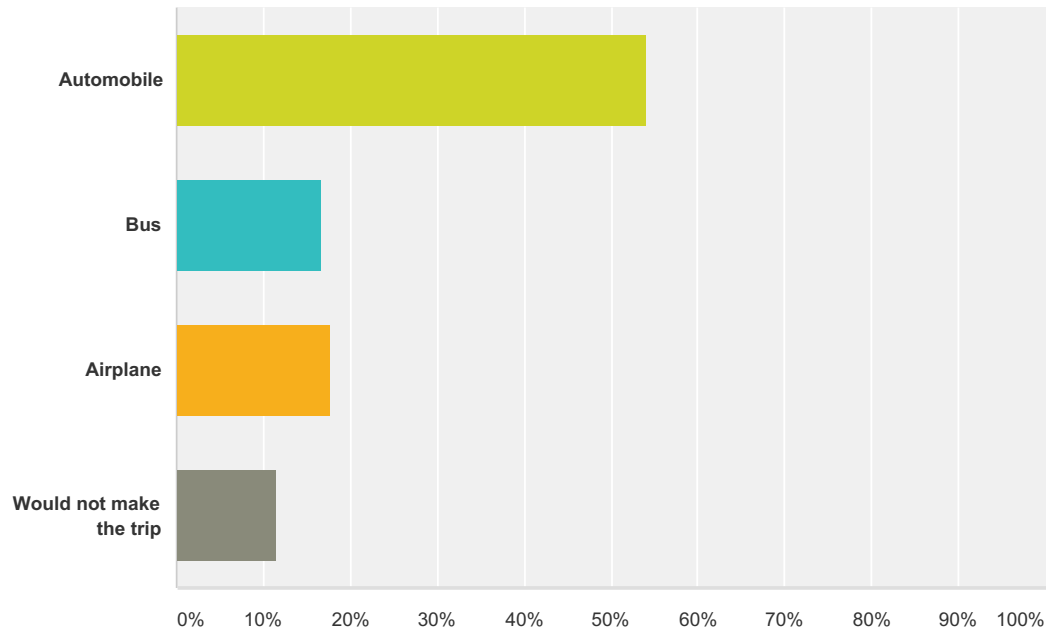
Answered: 3,337 Skipped: 88



Answer Choices	Responses	
Daily	0.51%	17
Weekly	1.59%	53
Monthly	5.87%	196
3-4 times a year	21.97%	733
5-10 times a year	10.43%	348
Less than 2 times a year	35.54%	1,186
Never	24.09%	804
Total		3,337

Q8 If train service were not available, how would you make this trip today? (Select one)

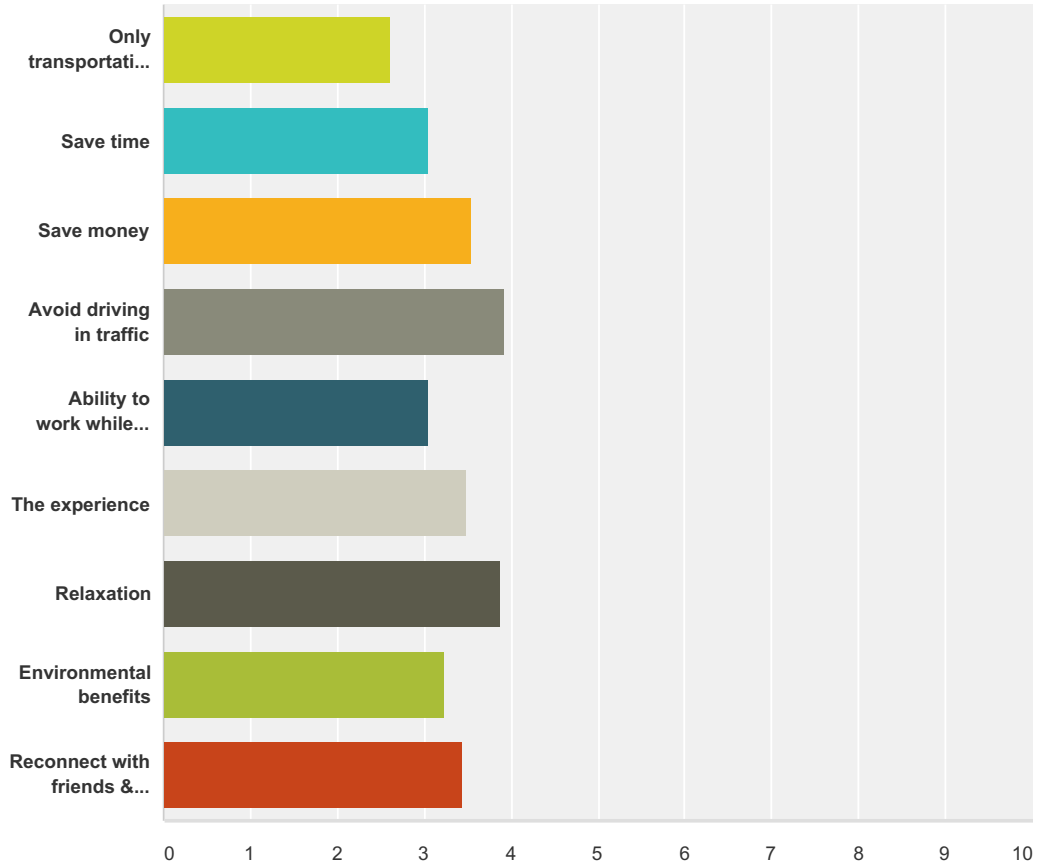
Answered: 3,289 Skipped: 136



Answer Choices	Responses	
Automobile	54.03%	1,777
Bus	16.72%	550
Airplane	17.70%	582
Would not make the trip	11.55%	380
Total		3,289

Q9 How important was each factor in choosing to take the train? (1 = least important)

Answered: 3,288 Skipped: 137



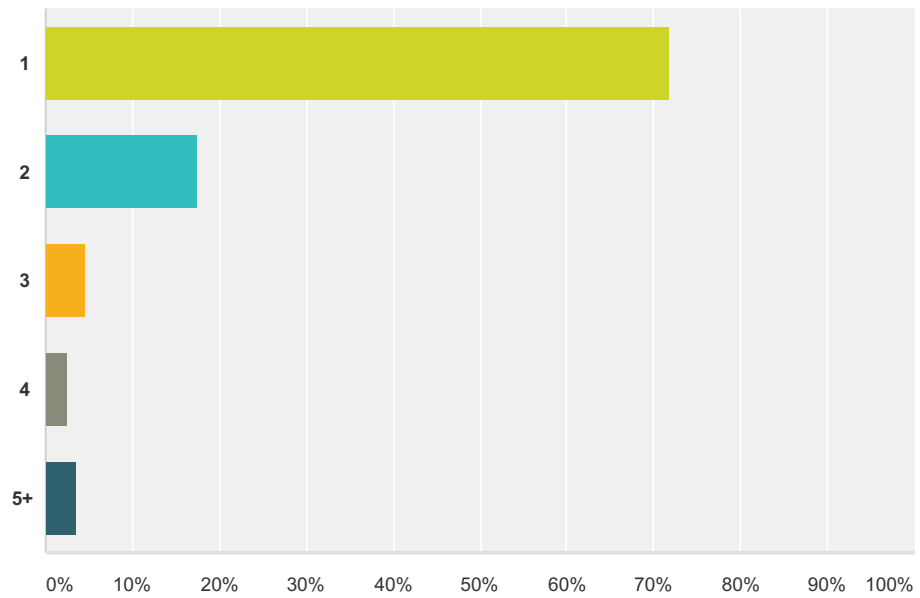
	1	2	3	4	5	Total	Weighted Average
Only transportation available	41.54% 1,174	8.95% 253	16.70% 472	11.96% 338	20.84% 589	2,826	2.62
Save time	27.94% 798	10.89% 311	16.98% 485	17.65% 504	26.54% 758	2,856	3.04
Save money	17.18% 502	7.80% 228	16.80% 491	18.93% 553	39.29% 1,148	2,922	3.55
Avoid driving in traffic	13.45% 405	4.61% 139	10.13% 305	18.66% 562	53.15% 1,601	3,012	3.93
Ability to work while traveling	31.85% 897	7.95% 224	14.06% 396	16.16% 455	29.97% 844	2,816	3.04
The experience	16.89% 490	8.96% 260	18.17% 527	19.96% 579	36.02% 1,045	2,901	3.49
Relaxation	8.88% 265	6.37% 190	16.52% 493	24.79% 740	43.45% 1,297	2,985	3.88
Environmental benefits	20.61% 583	10.53% 298	21.95% 621	18.84% 533	28.07% 794	2,829	3.23

NCDOT On-Board Rail Survey June 2016

Reconnect with friends & family	24.28% 709	6.34% 185	12.57% 367	13.32% 389	43.49% 1,270	2,920	3.45
---------------------------------	----------------------	---------------------	----------------------	----------------------	------------------------	-------	------

Q10 How many people (including yourself) are traveling in your party?

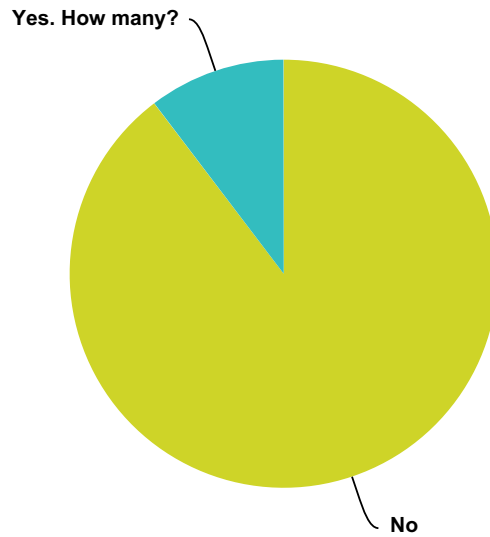
Answered: 3,254 Skipped: 171



Answer Choices	Responses	
1	71.88%	2,339
2	17.46%	568
3	4.64%	151
4	2.43%	79
5+	3.60%	117
Total		3,254

Q11 Are you traveling with children under 13 years old?

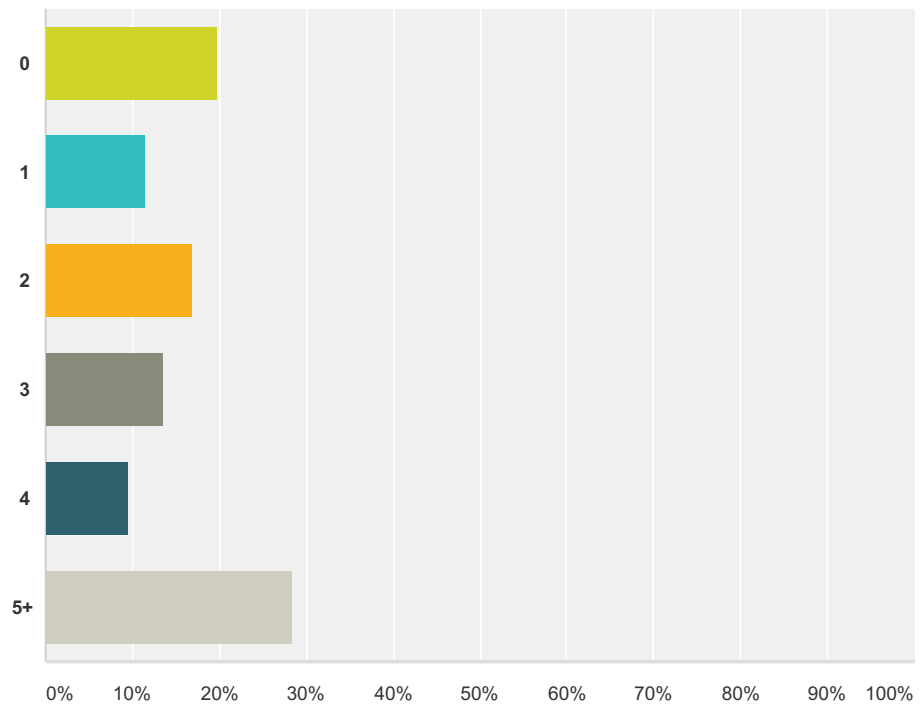
Answered: 3,260 Skipped: 165



Answer Choices	Responses	
No	89.66%	2,923
Yes. How many?	10.34%	337
Total		3,260

Q12 How many nights will you stay away from home on this trip?

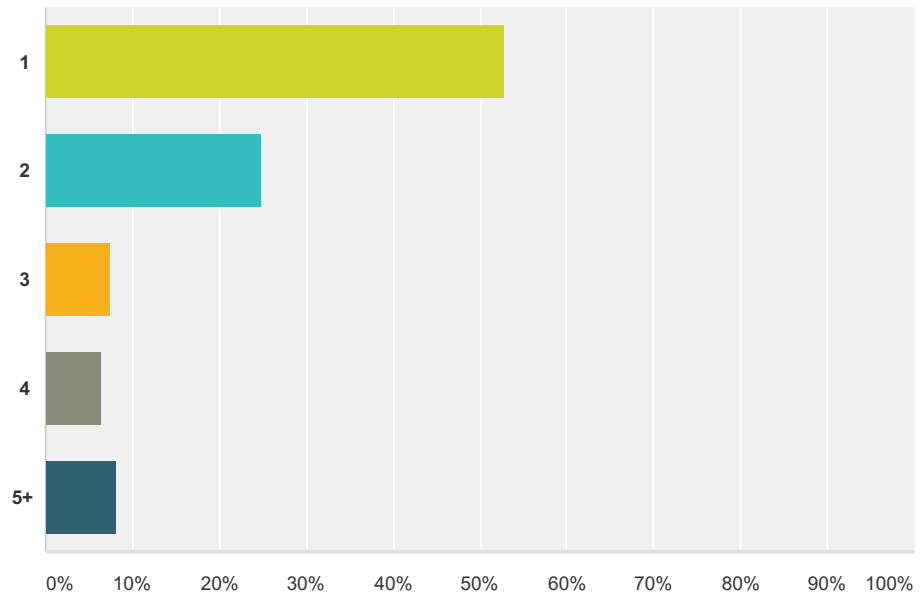
Answered: 3,242 Skipped: 183



Answer Choices	Responses	
0	19.90%	645
1	11.51%	373
2	17.00%	551
3	13.66%	443
4	9.56%	310
5+	28.38%	920
Total	3,242	

Q13 Including this trip, how many train trips have you made in the past 30 days? (round trip is 2 trips)

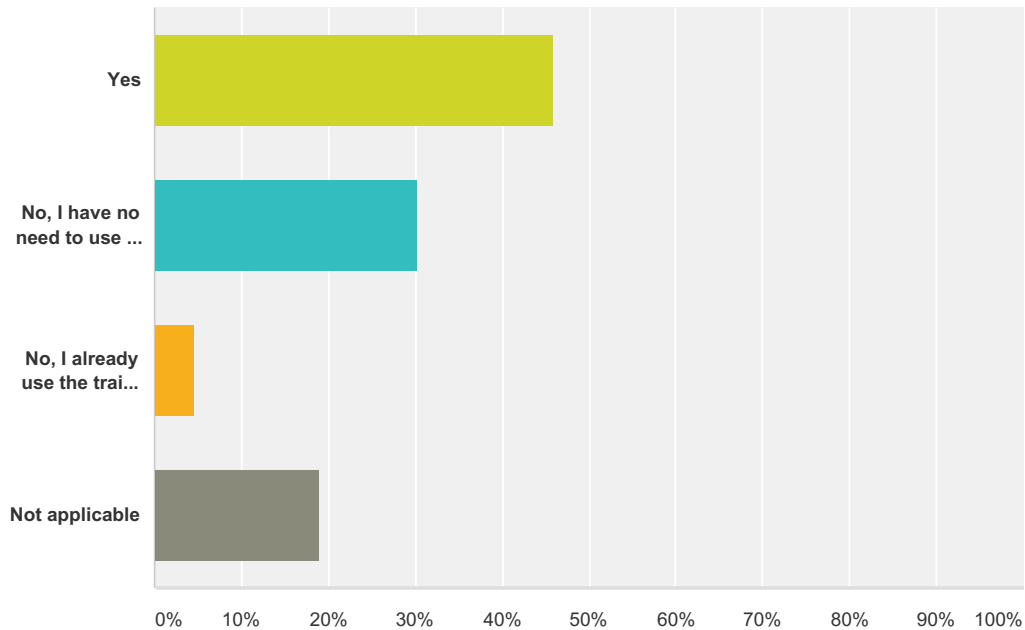
Answered: 3,137 Skipped: 288



Answer Choices	Responses	
1	52.85%	1,658
2	24.93%	782
3	7.55%	237
4	6.57%	206
5+	8.10%	254
Total		3,137

Q14 If the train ran more often between Raleigh and Charlotte would it encourage you to use the service more frequently?

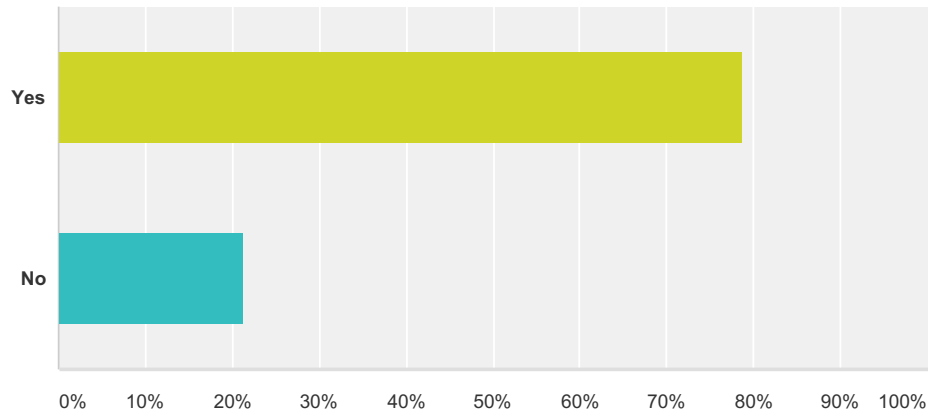
Answered: 3,230 Skipped: 195



Answer Choices	Responses	
Yes	45.91%	1,483
No, I have no need to use the train more than I do now.	30.37%	981
No, I already use the train on a regular basis.	4.64%	150
Not applicable	19.07%	616
Total		3,230

Q15 Do you ever purchase items on the internet?

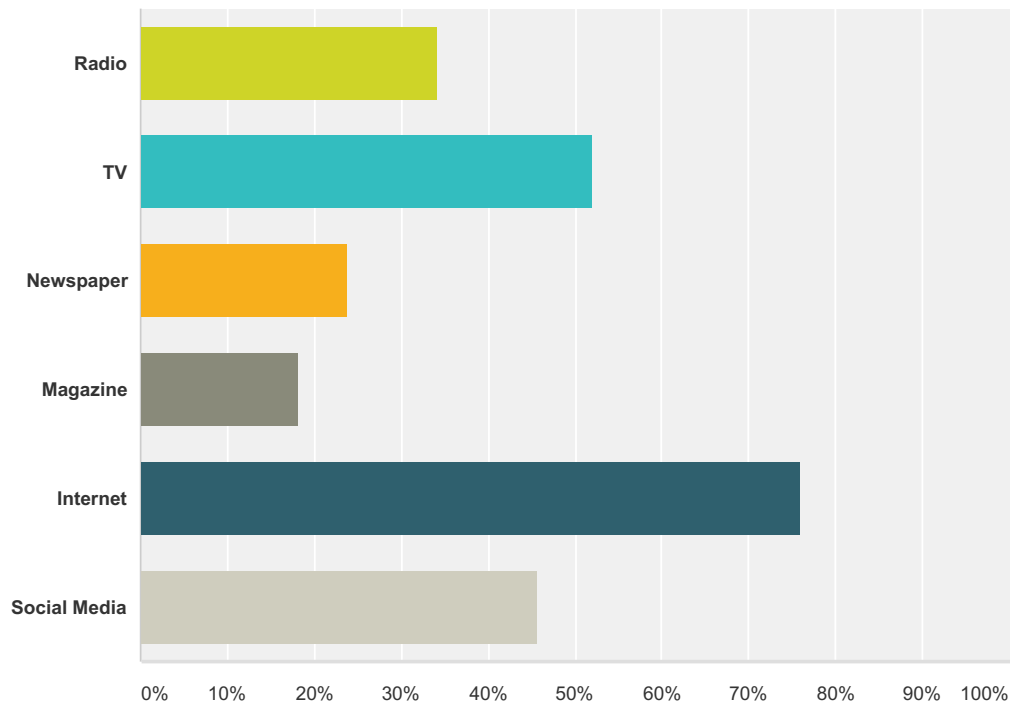
Answered: 3,212 Skipped: 213



Answer Choices	Responses	
Yes	78.77%	2,530
No	21.23%	682
Total		3,212

Q16 Which media source do you use regularly?

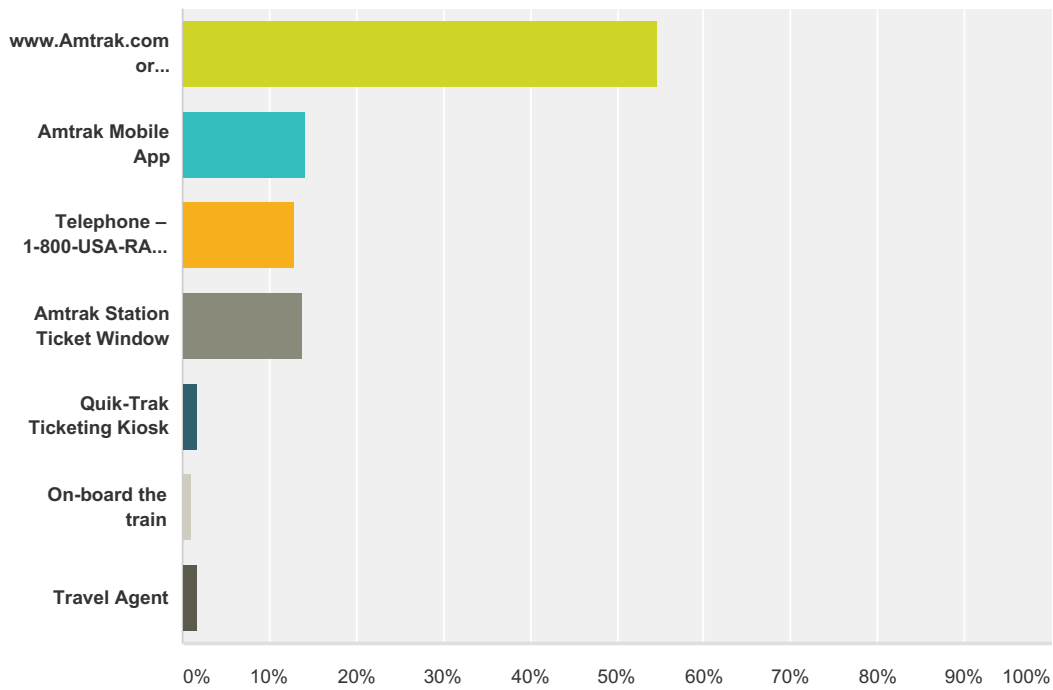
Answered: 3,233 Skipped: 192



Answer Choices	Responses	
Radio	34.21%	1,106
TV	52.06%	1,683
Newspaper	23.88%	772
Magazine	18.13%	586
Internet	75.94%	2,455
Social Media	45.75%	1,479
Total Respondents: 3,233		

Q17 For this trip, how did you purchase your ticket?

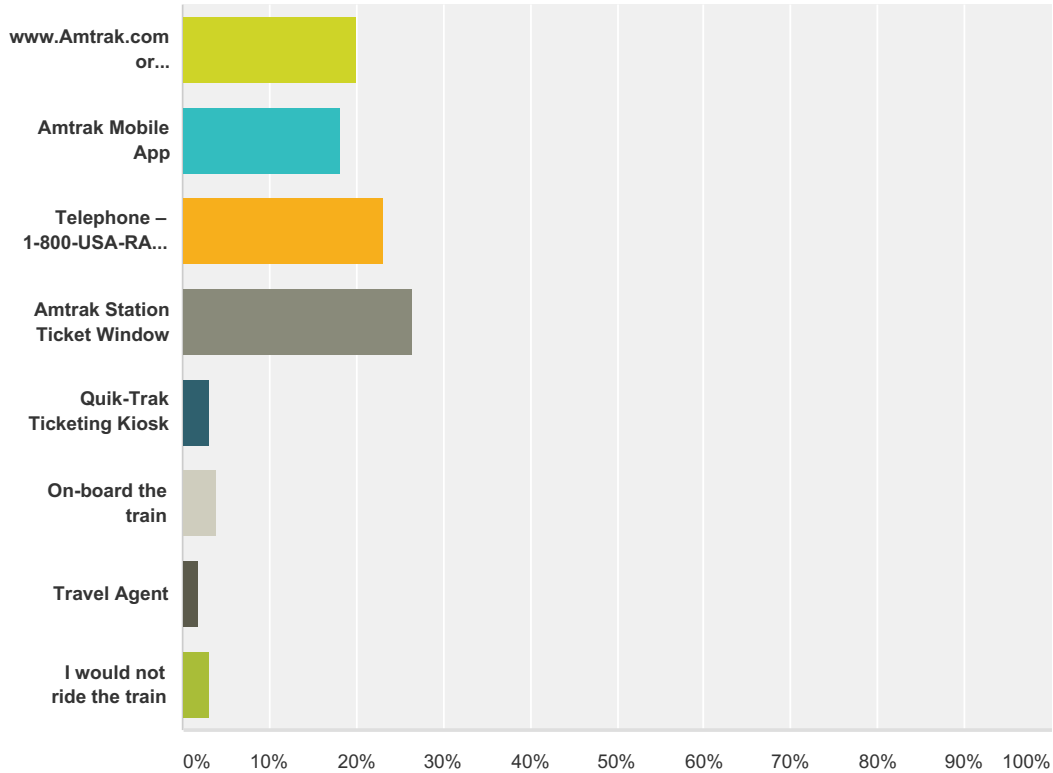
Answered: 3,226 Skipped: 199



Answer Choices	Responses	
www.Amtrak.com or www.NCByTrain.org	54.71%	1,765
Amtrak Mobile App	14.26%	460
Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN	13.02%	420
Amtrak Station Ticket Window	13.70%	442
Quik-Trak Ticketing Kiosk	1.58%	51
On-board the train	0.96%	31
Travel Agent	1.77%	57
Total		3,226

Q18 If the method used to purchase your ticket for this trip were not available, how would you purchase your ticket?

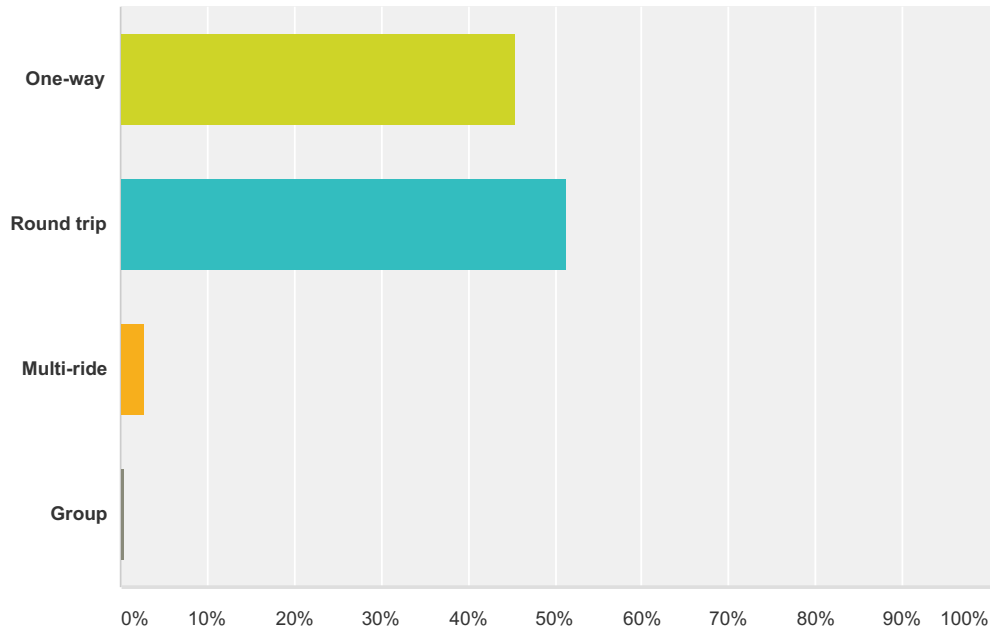
Answered: 3,206 Skipped: 219



Answer Choices	Responses	
www.Amtrak.com or www.NCByTrain.org	19.99%	641
Amtrak Mobile App	18.25%	585
Telephone – 1-800-USA-RAIL or 1-800 BY-TRAIN	23.27%	746
Amtrak Station Ticket Window	26.45%	848
Quik-Trak Ticketing Kiosk	3.06%	98
On-board the train	3.99%	128
Travel Agent	1.81%	58
I would not ride the train	3.18%	102
Total		3,206

Q19 Which type of ticket did you purchase?

Answered: 3,240 Skipped: 185



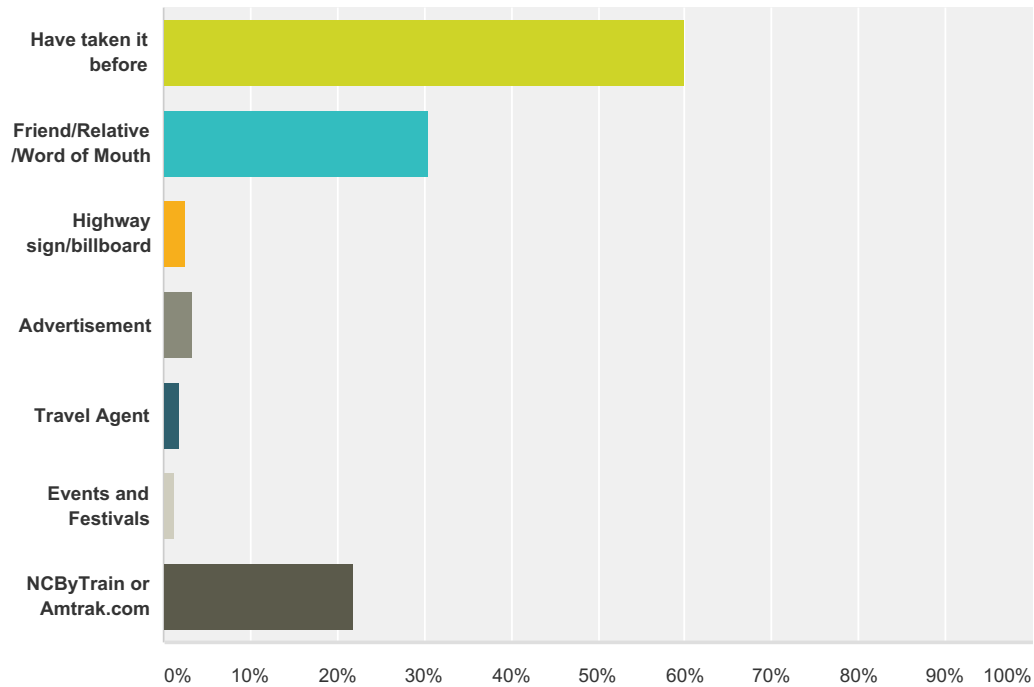
Answer Choices	Responses	
One-way	45.56%	1,476
Round trip	51.27%	1,661
Multi-ride	2.78%	90
Group	0.40%	13
Total		3,240

Q20 What is your zip code?

Answered: 2,745 Skipped: 680

Q21 How did you learn about the Piedmont or Carolinian services? (Select all that apply)

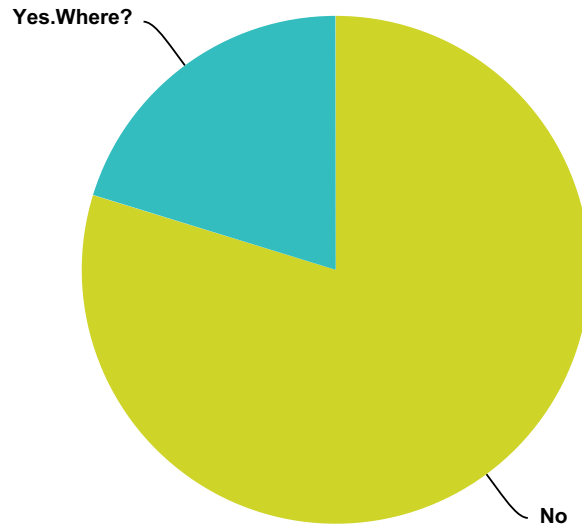
Answered: 3,153 Skipped: 272



Answer Choices	Responses	
Have taken it before	59.94%	1,890
Friend/Relative/Word of Mouth	30.42%	959
Highway sign/billboard	2.41%	76
Advertisement	3.39%	107
Travel Agent	1.93%	61
Events and Festivals	1.30%	41
NCByTrain or Amtrak.com	21.98%	693
Total Respondents: 3,153		

Q22 Have you seen this logo prior to today?

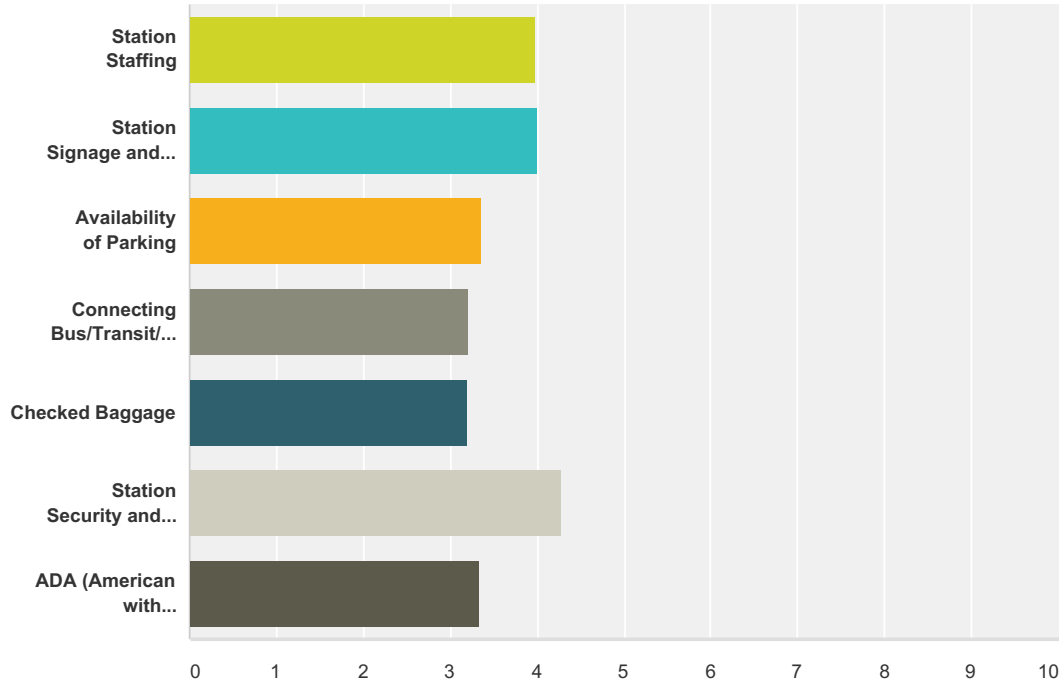
Answered: 3,178 Skipped: 247



Answer Choices	Responses
No	79.77% 2,535
Yes.Where?	20.23% 643
Total	3,178

Q23 1. For this trip, please rate the importance of the following. (Matrix with answer choices showing: 1 = least important, 5 = most important)

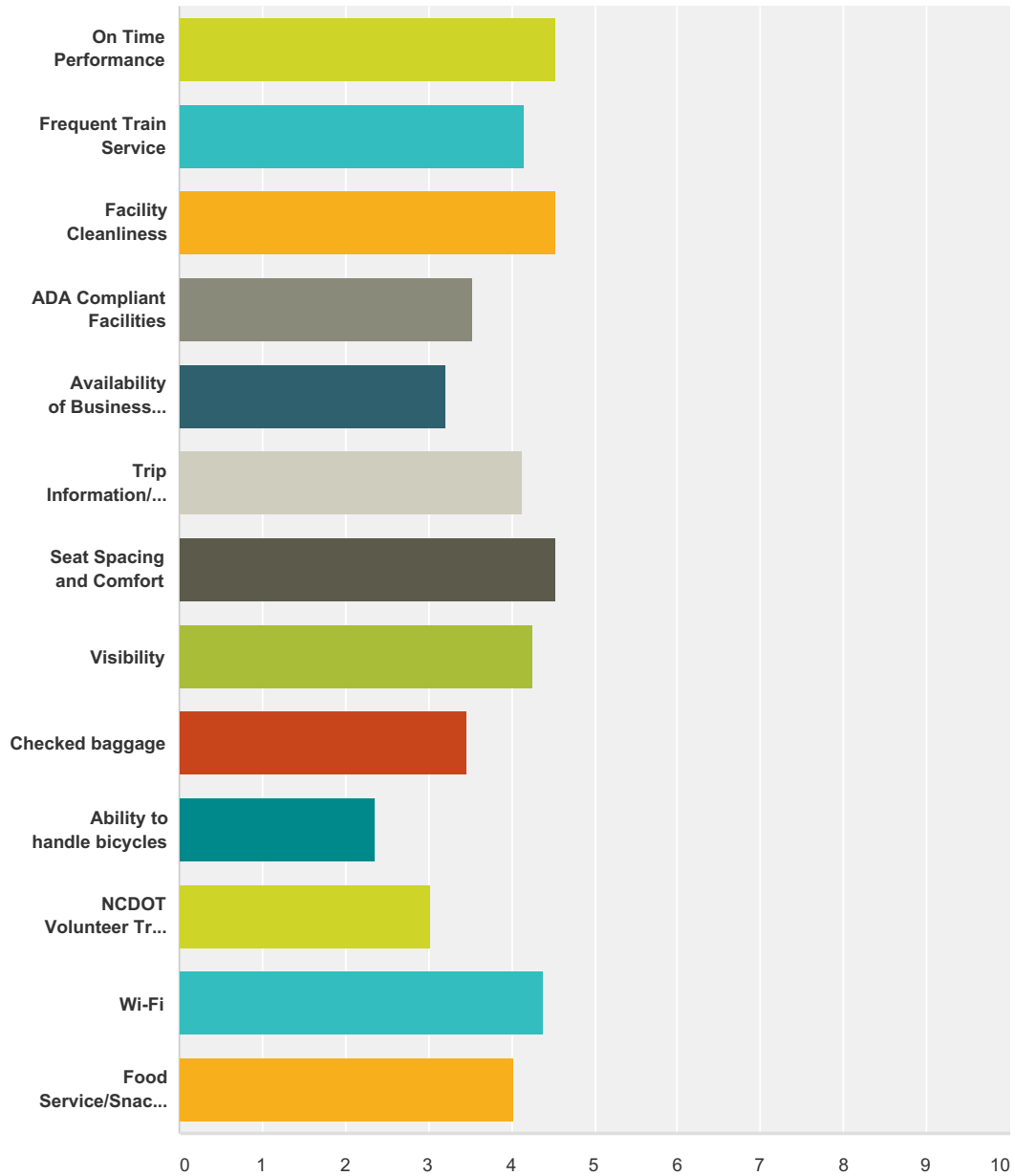
Answered: 3,174 Skipped: 251



	1	2	3	4	5	Total	Weighted Average
Station Staffing	6.55% 202	5.74% 177	17.03% 525	23.98% 739	46.69% 1,439	3,082	3.99
Station Signage and Boarding Directions	6.17% 186	5.27% 159	17.10% 516	24.10% 727	47.36% 1,429	3,017	4.01
Availability of Parking	23.79% 705	7.93% 235	14.38% 426	15.36% 455	38.54% 1,142	2,963	3.37
Connecting Bus/Transit/Private Provider Services	26.73% 775	8.24% 239	15.52% 450	15.70% 455	33.80% 980	2,899	3.22
Checked Baggage	27.97% 837	8.49% 254	14.34% 429	15.21% 455	33.99% 1,017	2,992	3.19
Station Security and Safety	5.43% 165	3.03% 92	11.20% 340	18.27% 555	62.07% 1,885	3,037	4.29
ADA (American with Disabilities Act) Compliant Facilities	26.07% 755	6.42% 186	13.88% 402	14.95% 433	38.67% 1,120	2,896	3.34

Q24 When traveling by train, please rate the importance of the following. (Matrix with answer choices showing: 1 = least important, 5 = most important)

Answered: 3,195 Skipped: 230



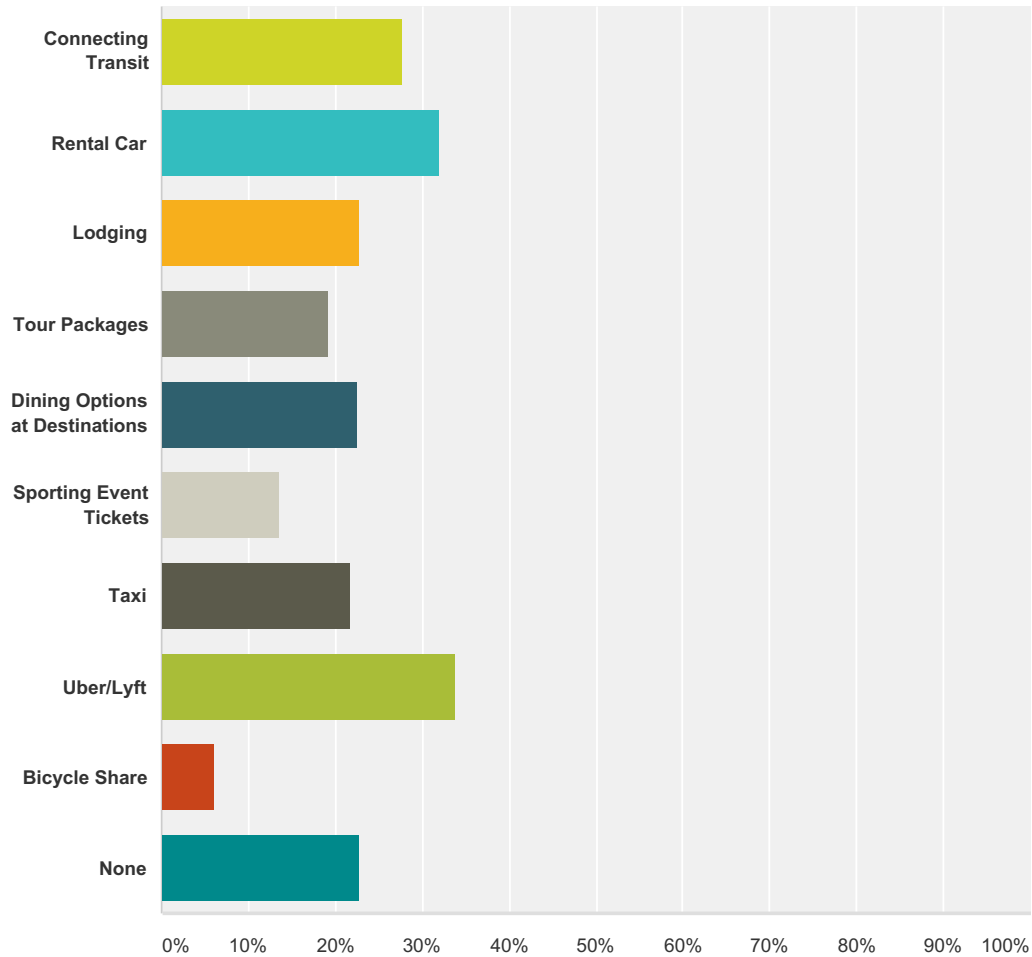
	1	2	3	4	5	Total	Weighted Average
On Time Performance	2.27% 71	1.92% 60	6.46% 202	18.83% 589	70.52% 2,206	3,128	4.53
Frequent Train Service	3.93% 118	4.33% 130	15.47% 464	25.10% 753	51.17% 1,535	3,000	4.15

NCDOT On-Board Rail Survey June 2016

Facility Cleanliness	1.92% 59	1.92% 59	6.77% 208	19.62% 603	69.77% 2,144	3,073	4.53
ADA Compliant Facilities	19.86% 583	7.05% 207	14.68% 431	17.07% 501	41.33% 1,213	2,935	3.53
Availability of Business Class/Premium Class Service	23.26% 680	10.91% 319	19.09% 558	15.36% 449	31.37% 917	2,923	3.21
Trip Information/Alerts/Status	4.11% 123	3.98% 119	16.28% 487	24.97% 747	50.65% 1,515	2,991	4.14
Seat Spacing and Comfort	1.75% 54	1.27% 39	6.98% 215	20.75% 639	69.24% 2,132	3,079	4.54
Visibility	2.72% 83	3.34% 102	14.00% 427	25.02% 763	54.92% 1,675	3,050	4.26
Checked baggage	18.02% 541	9.16% 275	18.42% 553	16.36% 491	38.04% 1,142	3,002	3.47
Ability to handle bicycles	47.70% 1,348	11.50% 325	13.91% 393	10.93% 309	15.96% 451	2,826	2.36
NCDOT Volunteer Train Hosts	24.36% 700	12.53% 360	23.00% 661	16.01% 460	24.11% 693	2,874	3.03
Wi-Fi	5.29% 158	1.98% 59	7.81% 233	17.93% 535	66.99% 1,999	2,984	4.39
Food Service/Snack and Beverage Service	6.56% 197	5.16% 155	16.78% 504	22.84% 686	48.65% 1,461	3,003	4.02

Q25 If you were able to bundle services with your train fare, which services would you be interested in purchasing? (Select all that apply)

Answered: 3,123 Skipped: 302



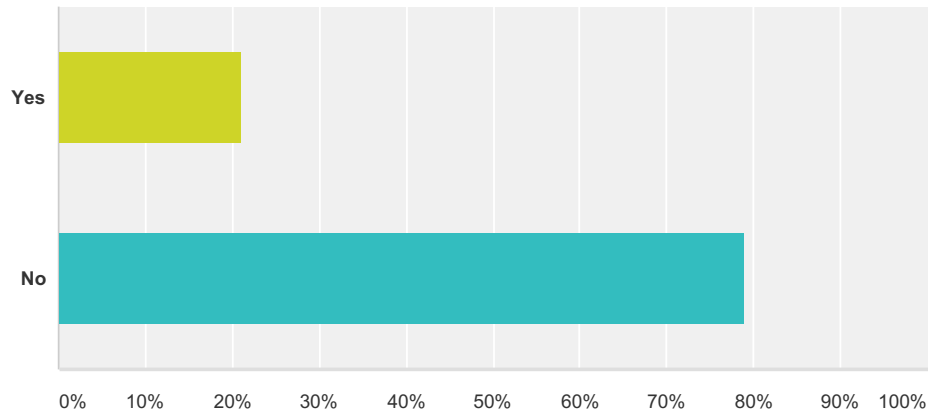
Answer Choices	Responses	
Connecting Transit	27.79%	868
Rental Car	31.89%	996
Lodging	22.77%	711
Tour Packages	19.21%	600
Dining Options at Destinations	22.54%	704
Sporting Event Tickets	13.64%	426
Taxi	21.74%	679
Uber/Lyft	33.75%	1,054
Bicycle Share	5.99%	187

NCDOT On-Board Rail Survey June 2016

None	22.67%	708
Total Respondents: 3,123		

Q26 Would you be interested in a bicycle share program at the stations?

Answered: 3,160 Skipped: 265

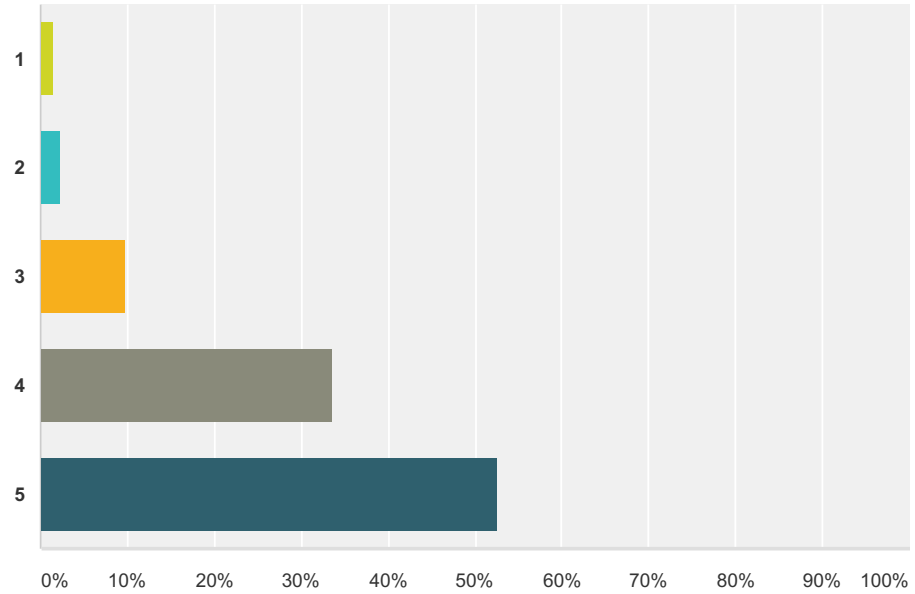


Answer Choices	Responses	
Yes	21.14%	668
No	78.86%	2,492
Total		3,160

Q27 Overall how would you rate your trip experience today ?

1 = least satisfied, 5 = most satisfied

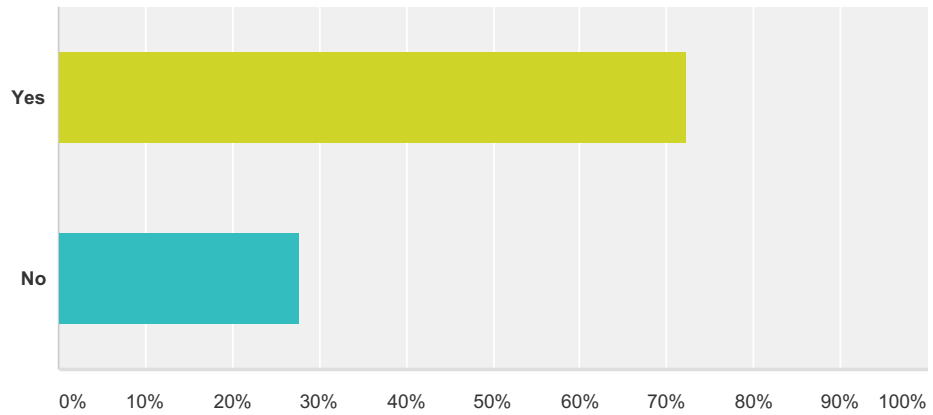
Answered: 3,107 Skipped: 318



Answer Choices	Responses
1	1.54% 48
2	2.32% 72
3	9.91% 308
4	33.67% 1,046
5	52.56% 1,633
Total	3,107

Q28 Do you live in North Carolina?

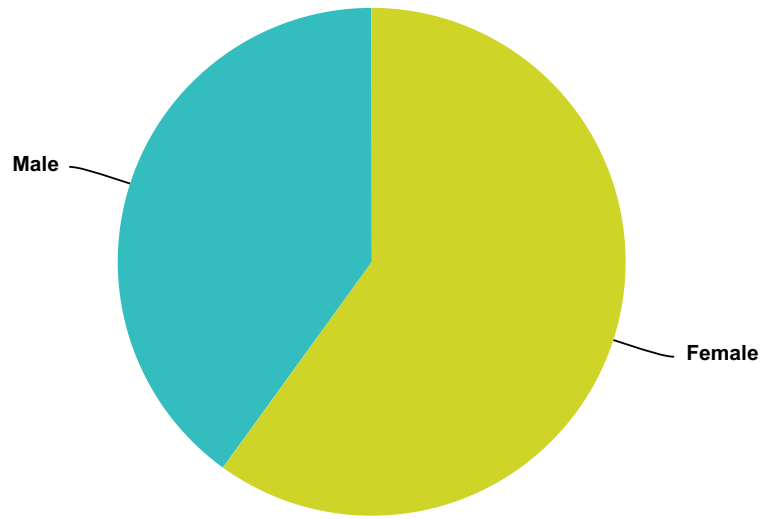
Answered: 3,212 Skipped: 213



Answer Choices	Responses	
Yes	72.20%	2,319
No	27.80%	893
Total		3,212

Q29 What is your gender?

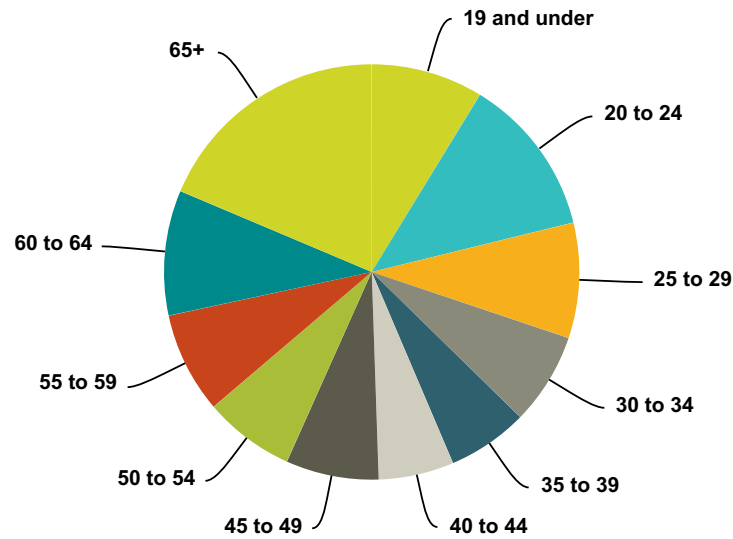
Answered: 3,182 Skipped: 243



Answer Choices	Responses	
Female	59.96%	1,908
Male	40.04%	1,274
Total		3,182

Q30 What best describes your age group?

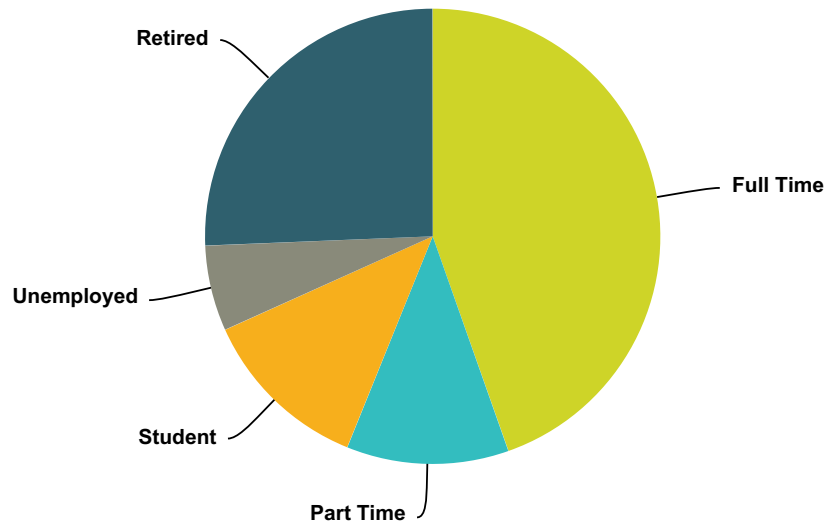
Answered: 3,243 Skipped: 182



Answer Choices	Responses
19 and under	8.73% 283
20 to 24	12.46% 404
25 to 29	8.97% 291
30 to 34	7.15% 232
35 to 39	6.29% 204
40 to 44	5.86% 190
45 to 49	7.25% 235
50 to 54	7.06% 229
55 to 59	7.86% 255
60 to 64	9.74% 316
65+	18.62% 604
Total	3,243

Q31 What best describes your employment status?

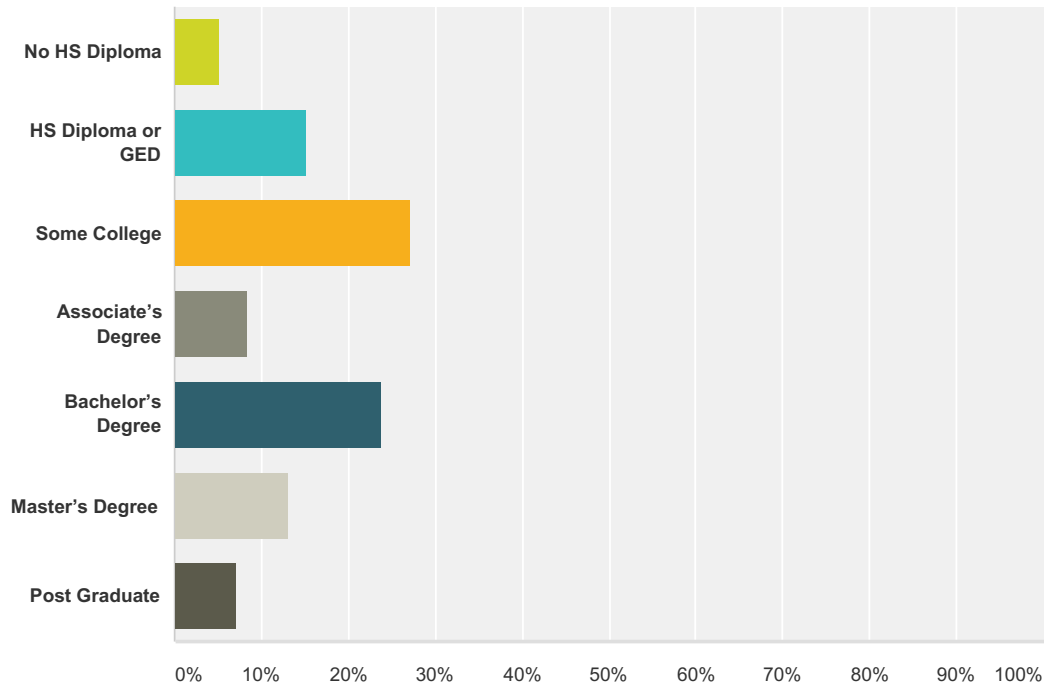
Answered: 3,221 Skipped: 204



Answer Choices	Responses	
Full Time	44.61%	1,437
Part Time	11.52%	371
Student	12.14%	391
Unemployed	6.09%	196
Retired	25.64%	826
Total		3,221

Q32 What is your highest education level?

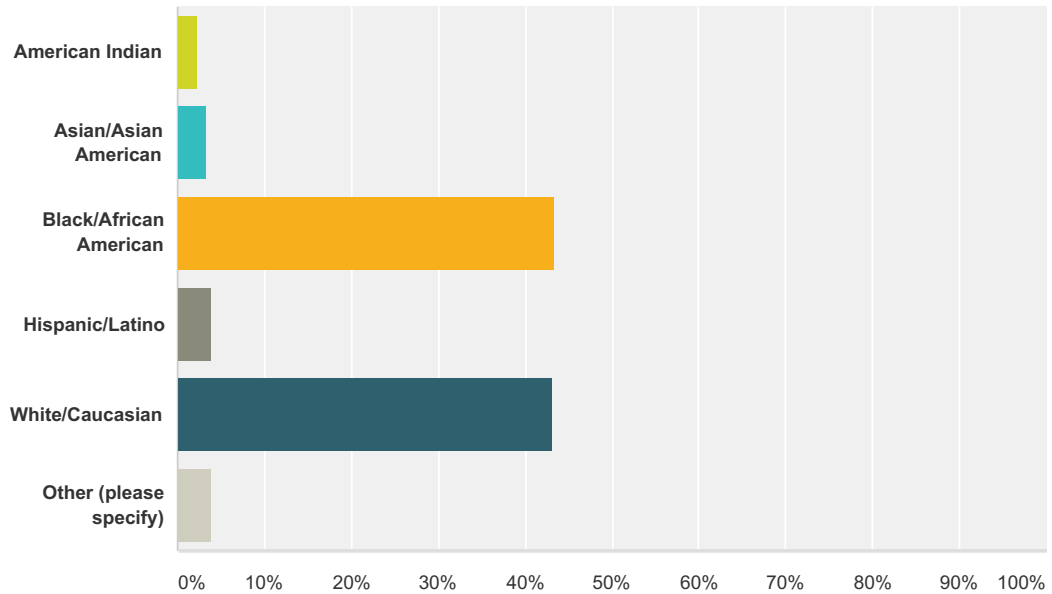
Answered: 3,167 Skipped: 258



Answer Choices	Responses
No HS Diploma	5.12% 162
HS Diploma or GED	15.25% 483
Some College	27.06% 857
Associate's Degree	8.43% 267
Bachelor's Degree	23.87% 756
Master's Degree	13.17% 417
Post Graduate	7.10% 225
Total	3,167

Q33 What is your ethnicity?

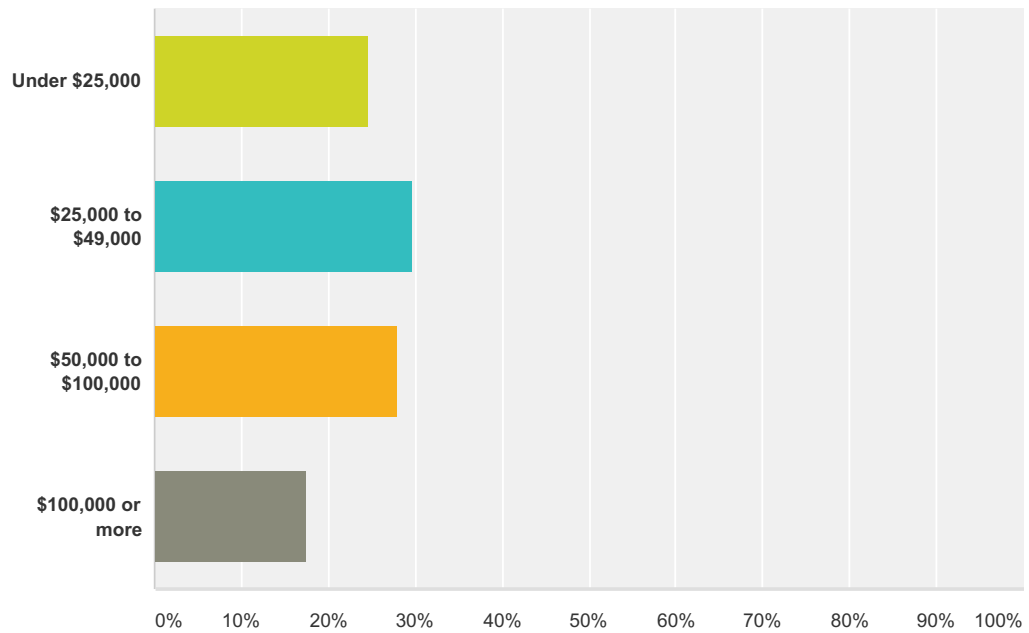
Answered: 3,135 Skipped: 290



Answer Choices	Responses	
American Indian	2.20%	69
Asian/Asian American	3.35%	105
Black/African American	43.38%	1,360
Hispanic/Latino	3.92%	123
White/Caucasian	43.16%	1,353
Other (please specify)	3.99%	125
Total		3,135

Q34 What is your total household income in the past 12 months?

Answered: 2,768 Skipped: 657



Answer Choices	Responses	
Under \$25,000	24.67%	683
\$25,000 to \$49,000	29.73%	823
\$50,000 to \$100,000	28.07%	777
\$100,000 or more	17.52%	485
Total		2,768

Q35 Additional Comments

Answered: 740 Skipped: 2,685

Q36 Email Address

Answered: 337 Skipped: 3,088

Q37 Train Number

Answered: 3,411 Skipped: 14

Q38 Date

Answered: 3,415 Skipped: 10

Q39 Time

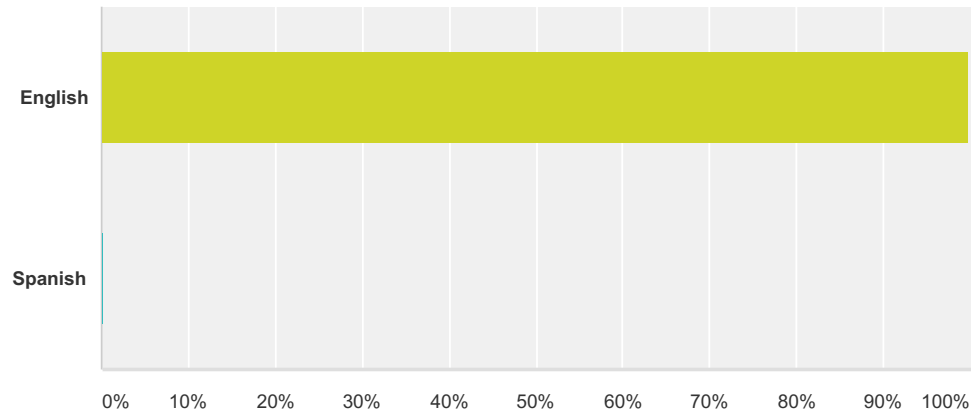
Answered: 3,414 Skipped: 11

Q40 Survey Number

Answered: 3,407 Skipped: 18

Q41 English or Spanish

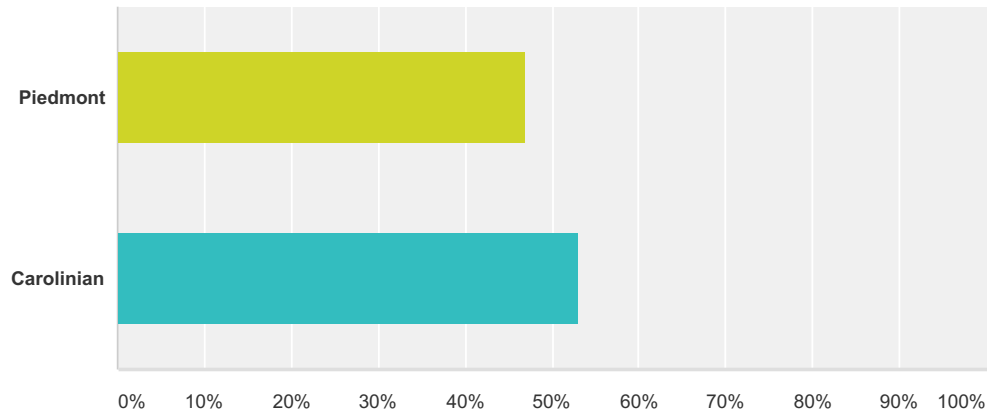
Answered: 3,423 Skipped: 2



Answer Choices	Responses	
English	99.77%	3,415
Spanish	0.23%	8
Total		3,423

Q42 Piedmont or Carolinian

Answered: 3,422 Skipped: 3

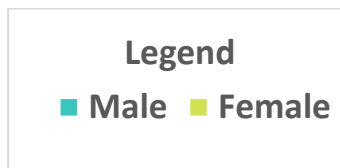
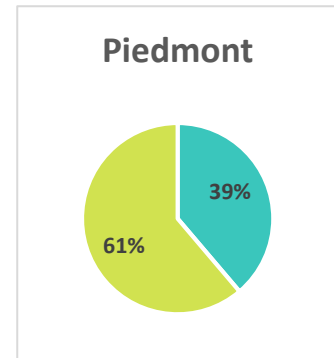
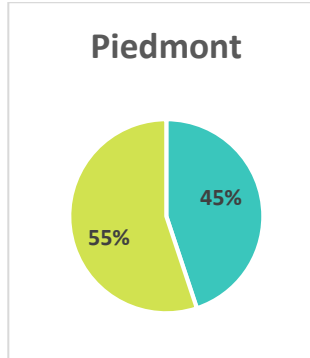
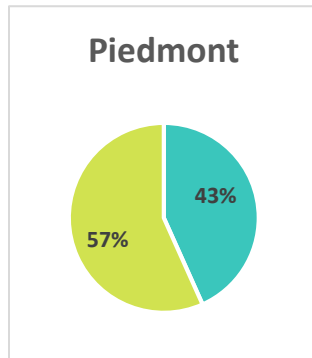
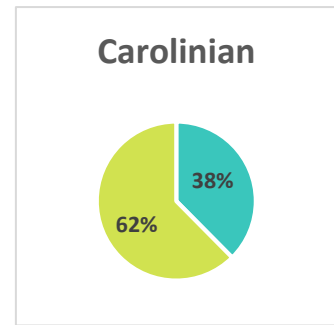
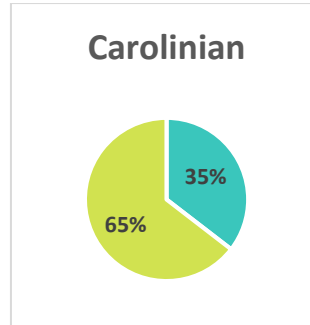
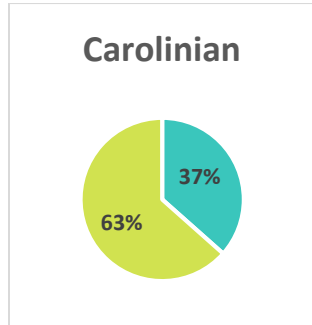


Answer Choices	Responses	
Piedmont	47.05%	1,610
Carolinian	52.95%	1,812
Total		3,422

APPENDIX C – DEMOGRAPHIC COMPARISON

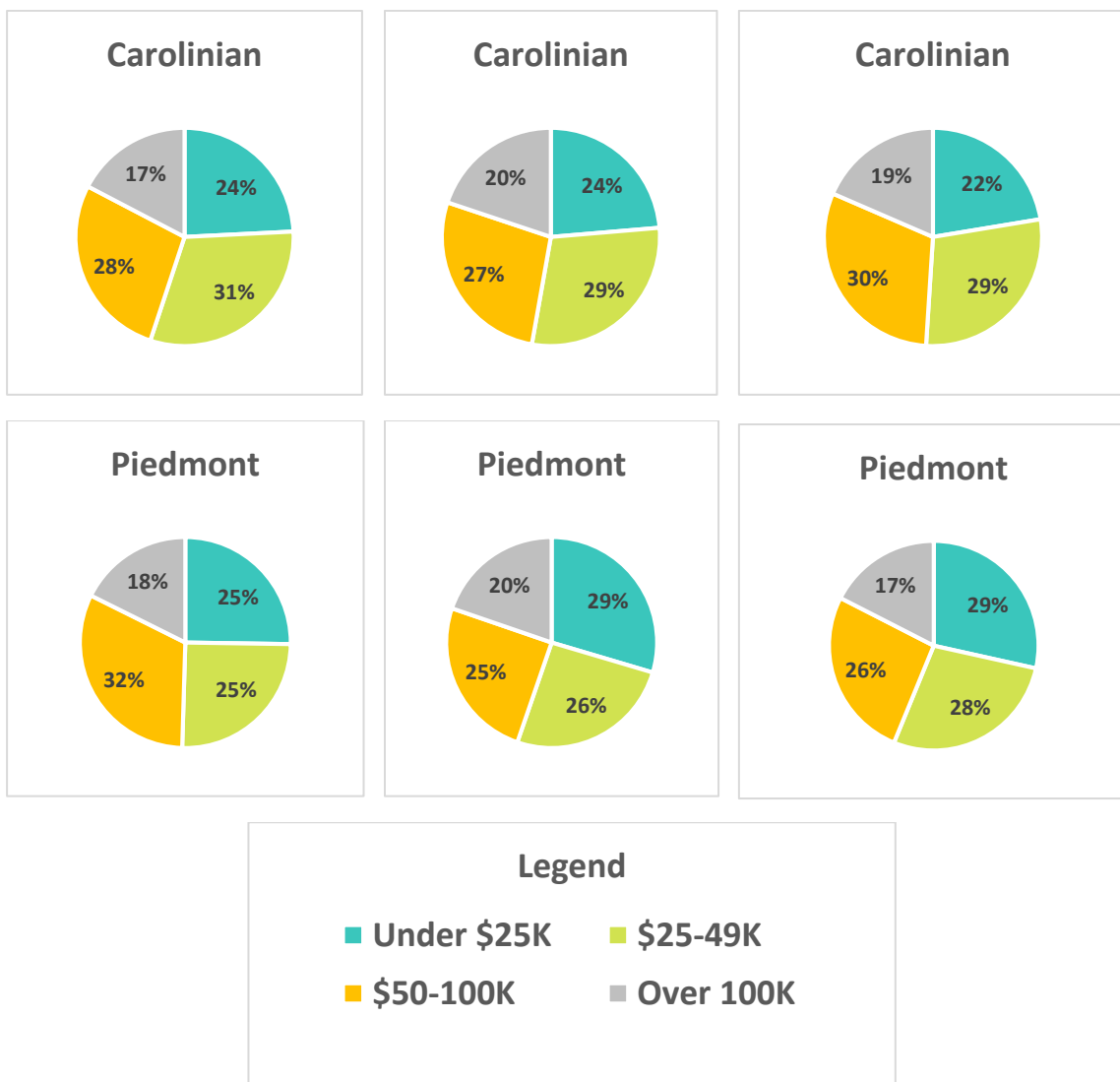
Survey Responses by Gender

	June 2016		Survey II		Survey I	
	<i>Carolinian</i>	<i>Piedmont</i>	<i>Carolinian</i>	<i>Piedmont</i>	<i>Carolinian</i>	<i>Piedmont</i>
<i>Male</i>	613	659	1077	1209	292	609
<i>Female</i>	1064	863	1961	1484	485	961



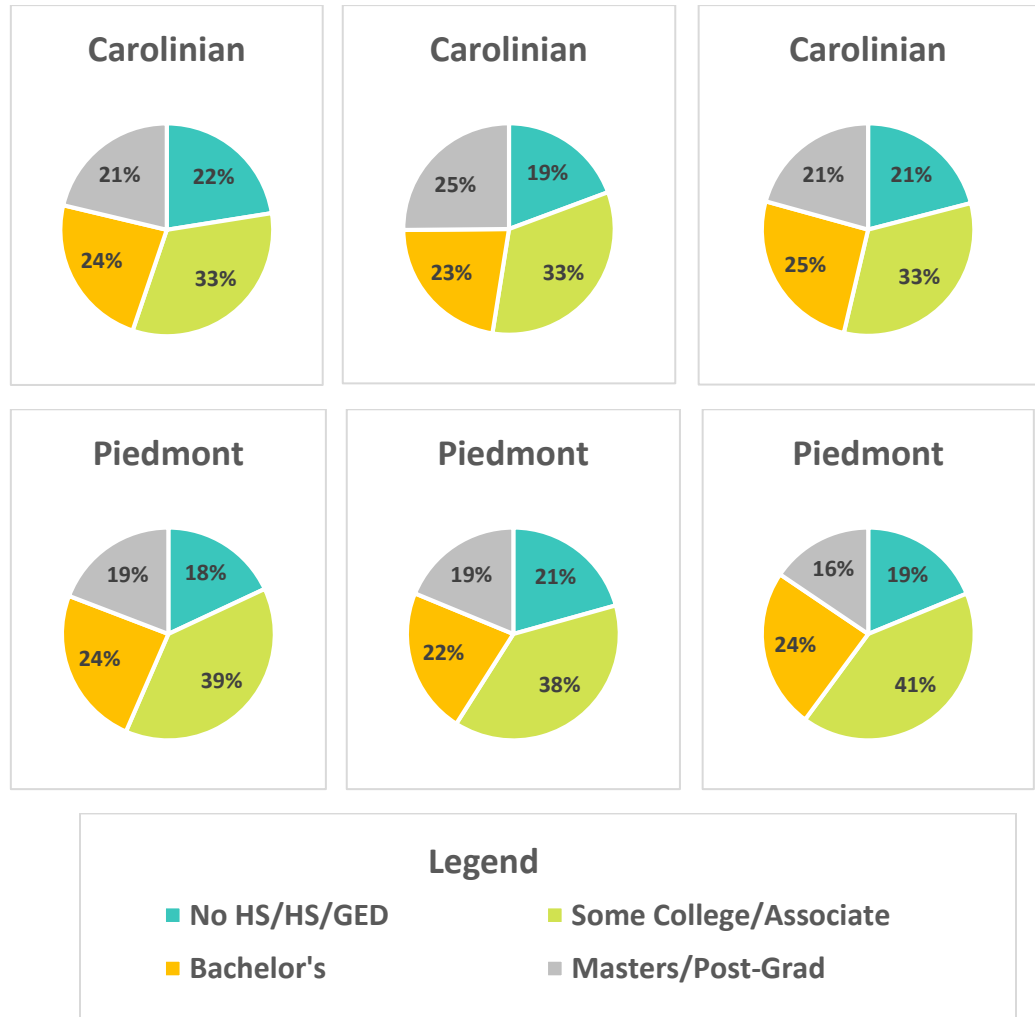
Survey Responses by Household Income

	June 2016		Survey II		Survey I	
	Carolinian	Piedmont	Carolinian	Piedmont	Carolinian	Piedmont
Under \$25K	338	346	630	700	155	409
\$25-49K	431	346	776	608	198	398
\$50-100K	385	437	728	591	211	378
Over 100K	242	242	529	467	128	251



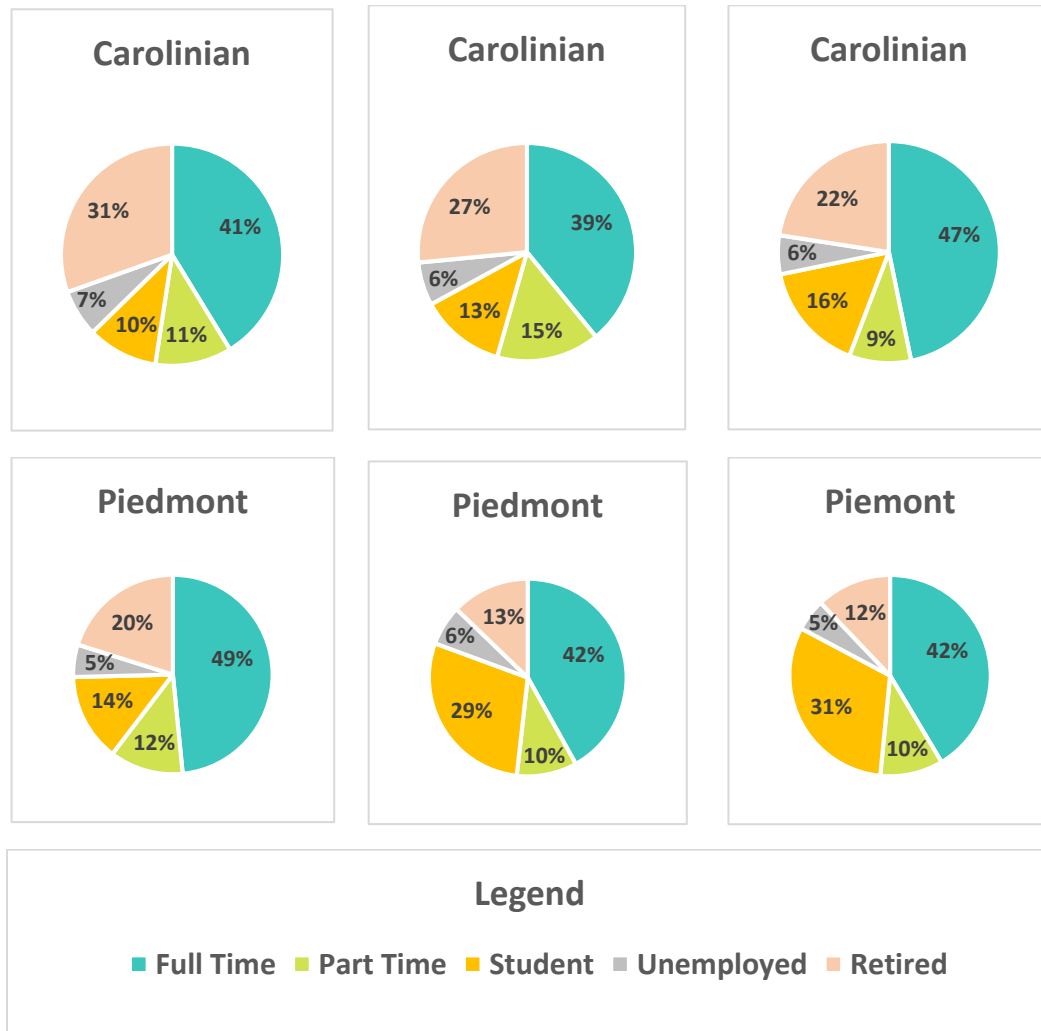
Survey Responses by Education

	June 2016		Survey II		Survey I	
	Carolinian	Piedmont	Carolinian	Piedmont	Carolinian	Piedmont
No HS/HS/GED	374	271	546	522	154	288
Some College/Associate	544	578	937	968	240	633
Bachelor's	391	365	631	561	188	373
Masters/Post-Grad	354	288	710	474	152	238

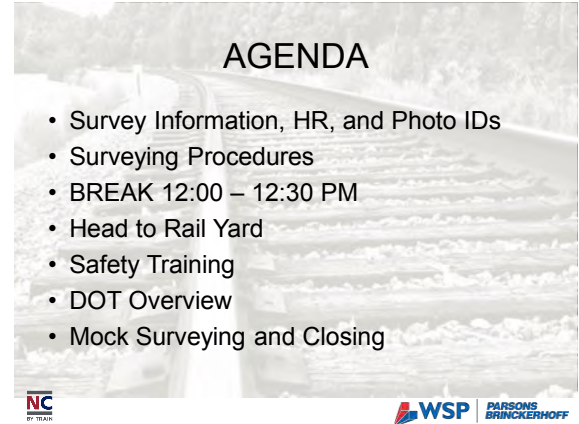


Survey Responses by Employment

	June 2016		Survey II		Survey I	
	Carolinian	Piedmont	Carolinian	Piedmont	Carolinian	Piedmont
<i>Full Time</i>	699	738	1293	1138	363	664
<i>Part Time</i>	189	182	506	268	70	162
<i>Student</i>	174	217	418	783	124	500
<i>Unemployed</i>	116	80	212	178	44	82
<i>Retired</i>	516	307	877	348	175	194



APPENDIX D – POWERPOINT



YOU! Our Surveyors

- You are the face and hands of our surveying process
- You represent NCDOT on this project
- Your participation and commitment are essential and are appreciated
- Let us know if you have any questions or concerns at any time



Objectives for Surveyors

- **Pick up appropriate survey materials on time**
 - Engage passengers early and often
 - Questions and answers
 - Describe the opportunity the survey provides, and entice customers to voice their opinions
 - Distribute and collect surveys efficiently
 - Drop off completed surveys appropriately at Raleigh or Charlotte stations.
 - Communicate with our staff



Your shift

- Arrive early
- Wear your ID badge
- Ticket from the window, check number of expected passengers
- Check in with your PB contact
- Appropriate materials
- Lunch
- Personal Belongings



Survey Materials and Giveaways

- Survey Forms – color coded
 - CAROLINIAN
 - PIEDMONT
 - SPANISH
- Train tracing books
- Amtrak conductor hats
- Logo pens
- Your survey bag



Charlotte

1914 North Tryon Street,
704-376-4416

- Arrive early
 - 6:30 AM
- Parking Pass
- Materials
- Ticket
- Check for any completed surveys from the previous day
- GET OFF IN ROCKY MOUNT!



Raleigh

320 West Cabarrus Street,
919-833-7594

- Arrive early
 - 6:15 AM
 - 11:15 AM
- Parking Pass
- Materials
- Ticket
- Check for any completed surveys from the previous day
- GET OFF IN CHARLOTTE!



SURVEYING ONLY

- Introduce yourself to Amtrak staff
- Have your ticket scanned
- Be friendly and courteous; it's their train
- We do **NOT** work for Amtrak
- Emergency situation you are a passenger
- Do **NOT** help customers with baggage
- Stay out of the way
- Customers with questions about the service should be directed to Amtrak
- Communicate with Genevieve/Rachel if there are any issues



Objectives for Surveyors

- Pick up appropriate survey materials on time
- **Engage passengers early and often**
- Questions and answers
- Describe the opportunity the survey provides, and entice customers to voice their opinions
- Distribute and collect surveys efficiently
- Drop off completed surveys appropriately at Raleigh or Charlotte stations.
- Communicate with our staff



Know your topic

- What is NCDOT?
- NCDOT owns and maintains trains in North Carolina
- Improving service and ridership
- Be KNOWLEDGEABLE – what does the survey say?
- LEARN MORE: <http://www.ncbytrain.org/>



Relate to customers

- Introduce yourself
- Connect to them with a friendly, professional demeanor
- Ask them to share their concerns and feedback
- Listen and respond



Implement the survey

- Approach with an open-ended question
- The first “no” is not the end of our interaction
- Convey the importance of their opinion and the need to get them to complete surveys
- Distribute giveaways as needed, or when asked



Things we want to say

- North Carolina would like your opinion about the train service
- Please take this quick survey to weigh in on your experience
- North Carolina would like to improve public transportation services for you and it begins with your participation in this brief survey



DO NOT SAY

- Do you want to take a survey?
- Do you have time to talk?

The answer will almost always be **NO!**



Turn Negatives into a Positive

- “I’m sorry the train is late, unfortunately there isn’t anything I can do about that but I would like to hear about how the rest of your trip has been, has the staff been good, have you tried the food, etc.?”
- “I’m sorry you had a negative experience in another state, how has service been here/today?”



Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage passengers early and often
- Questions and answers
- Describe the opportunity the survey provides, and entice customers to voice their opinions
- **Distribute and collect surveys efficiently**
- Drop off completed surveys appropriately at Raleigh or Charlotte stations.
- Communicate with our staff



Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage passengers early and often
- Questions and answers
- Describe the opportunity the survey provides, and entice customers to voice their opinions
- Distribute and collect surveys efficiently
- **Drop off completed surveys appropriately at Raleigh or Charlotte stations**
- **Communicate with our staff**



Survey Distribution

- Collect prior to destination
- Do not ask passengers to leave surveys on the seat
- Amtrak is NOT responsible for the surveys
- Check for completion
- Fill out the back

If you would like to receive NC By Train information, promotions and deals please provide your email address below:

Thank you for completing the survey.
For official use only:

Train Number: _____ Date: _____ Time: _____



TAKE ALL SURVEY MATERIALS WITH YOU WHEN YOU LEAVE THE TRAIN

One exception



What do I do with my completed surveys?

- Charlotte/Raleigh
- Envelopes
- All completed surveys for the Piedmont trains are to be turned in at Raleigh station only
- All completed surveys for the Carolinian trains are to be turned in at Charlotte station only



Next Steps

- Surveys begins **June 7th**
 - Schedules
 - **Communication is essential**
 - **If you cannot make your shift do not wait until the day of!**
 - Call Genevieve (Charlotte based surveyors) or Rachel (Raleigh based surveyors) if there are conflicts
 - No surveying on Mondays



Contact

- Genevieve Rubrecht (Charlotte)
 - rubrechtg@pbworld.com
 - 704-342-5419 (office)
 - 703-508-8819 (cell)
- Rachel Gaylord-Miles (Raleigh)
 - gaylordmilesr@pbworld.com
 - 919-836-4045 (office)
 - 704-995-1402 (cell)



Thank you for your participation!