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ANCHORAGE ONBOARD ORIGIN DESTINATION STUDY

March 19, 2025

PREPARED FOR ANCHORAGE METROPOLITAN AREA TRANSPORTATION SOLUTIONS

SUBMITTED BY RESOURCE SYSTEMS GROUP, INC.

IN COOPERATION WITH ETC INSTITUTE

CONTENTS

LIST OF FIGURES

LIST OF TABLES

1.0 STUDY PURPOSE

The Anchorage Metropolitan Area Transportation Solutions (AMATS) has engaged RSG to conduct an on-board origin destination (OD) study to better understand ridership patterns on the People Mover System. The primary goal of this study is to provide AMATS and People Mover with insights into how riders use the People Mover System and refine the region's travel demand model and to calibrate local traffic and travel models effectively. The data collected from this study will assist AMATS, People Mover, and their local and regional partners in developing transportation plans that address the diverse travel needs and preferences of residents, ensuring that transit services align with actual ridership behaviors and demand.

In addition to the on-board survey, a comprehensive household travel diary survey will be conducted in 2025 across the greater Anchorage area to capture detailed information on household and individual travel patterns. This will provide valuable context and complement the ridership data, offering a more holistic understanding of travel behaviors within the region. The results from both surveys will be reported separately, but will be used together to inform regional planning, policy decisions, and service improvements.

By leveraging the expertise of RSG and its local partners, this study will contribute to more effective transportation planning and decision-making for AMATS and People Mover, ensuring Anchorage’s transportation system evolves to meet the growing and changing needs of the community.

2.0 SAMPLING

The study team developed sampling plans for both weekday and weekend trips. The sampling plans identified the number of surveys to be completed on each route by direction and time of day with an eye for ensuring an adequate number of surveys by boarding and alighting stop group pair. We ensured that ridership in both directions and during all times of day were represented roughly proportional to ridership. Specifically, the sampling plans and all survey efforts were constructed around the following five time periods:

- **AM Peak**: 6:00 a.m-9:29 a.m.
- **Midday**: 9:30 a.m.-1:59 p.m.
- **PM Peak**: 2:00 p.m.-5:59 p.m.
- **Evening**: After. 6:00 p.m. to 9:59 p.m.
- **Late Night**: 10:00 p.m. to 12:00 a.m.

The survey effort sampled 9% of all weekday boardings on People Mover. The weekday sampling plan was designed to collect completed OD surveys by approximately 1,000 passengers across all bus routes. The weekday sampling plan used an 8.5% sample rate at the route level with a total route level goal of 964 surveys. Overages were collected to achieve the 1,000-system wide weekday goal. Table 1 shows the average weekday daily ridership and the target number of completed surveys for each route.

TABLE 1: WEEKDAY SAMPLING BY ROUTE

ROUTE NAME	AVERAGE WEEKDAY RIDERSHIP	TOTAL SURVEYS
10 - Northern Lights	1,460	124
11 - Senior Center	135	11
20 - Mountain View	1,902	162
25 - Tudor	2,272	193
30 - Debarr	1,181	100
31 - Northeast	416	35
35 - Arctic	824	70
40 - Spenard - Airport	1,098	93
41 - Government Hill	125	11
51 - Centennial Village	189	16
55 - Lake Otis	601	51
65 - Jewel Lake Airport	340	29
85 - Old Seward - West ANC	752	64
92 - Eagle River	53	5
Total	**11,348**	**964**

The survey effort also sampled approximately 5% of all weekend boardings on Saturdays and Sundays. The weekend sampling plan was designed to collect completed OD surveys by approximately 300 passengers across all bus routes. The weekend sampling plan used a 4.5% sample rate at the route level with a total route level goal of 245 surveys. Overages were collected to achieve the 300-system wide weekend goal. Table 2 shows the average weekend daily ridership and the target number of completed surveys for each route.

TABLE 2: WEEKEND SAMPLING BY ROUTE

ROUTE NAME	AVERAGE WEEKEND RIDERSHIP	TOTAL SURVEYS
10 - Northern Lights	687	31
11 - Senior Center	69	3
20 - Mountain View	695	31
25 - Tudor	1,036	47
30 - Debarr	566	25
31 - Northeast	273	12
35 - Arctic	504	23
40 - Spenard - Airport	590	27
41 - Government Hill	68	3
51 - Centennial Village	136	6
55 - Lake Otis	240	11
65 - Jewel Lake Airport	161	7
85 - Old Seward - West ANC	431	19
Totals	**5,455**	**245**

3.0 QUESTIONNAIRE DEVELOPMENT

The 2014 questionnaire formed the basis for the 2024 questionnaire, but updates were made where appropriate. The complete questionnaire can be seen in Appendix A: Questionnaire. The OD survey was administered by an interviewer with a tablet computer. The study team designed the OD survey as a tablet-administered personal interview, leveraging tablets integrated with GIS software to enable precise real-time geocoding of survey data. Table 3 outlines the data collected for the OD survey.

TABLE 3: QUESTIONNAIRE TOPICS

TRIP BEHAVIOR	DEMOGRAPHICS
Route surveyed on	Tourist or local resident
Direction of travel	Home address (at minimum ZIP Code)
Time of trip	Gender
Origin location and type	Age
Boarding location	Race and/or ethnicity
Alighting location	Household income
Destination location and type	Employment status
Access and egress modes	Student status
Transfer information	Household size
Reverse trip	Number of employed in household
Method of fare payment	Number of vehicles in household
Alternative to using bus	Driver's license status
Car availability for trip	Debit/credit card availability
Frequency of transit use	Smartphone availability
	Language spoken at home
	English ability

4.0 SURVEY ADMINISTRATION

4.1 STAFFING AND SURVEYOR TRAINING

RSG partnered with ETC Institute (ETC), a survey research firm, to conduct the on-board survey. ETC used experienced in-house staff from previous survey efforts to conduct the interviews for this study. To support a good public image, ETC imposed dress code standards that required survey staff to wear clean appropriate clothing to present a casual, yet neat, appearance that ensured professionalism and comfort. Survey staff were provided with survey badges and vests, identifying interviewers to transit operators and passengers to further legitimize their appearance. The badge and dress code standards promoted professional appearance and reinforced survey legitimacy, which increased passengers' trust in the interviewers and the process.

4.2 OD SURVEY ADMINISTRATION

The survey was conducted on weekdays (Monday- Thursday) and weekends (Saturday and Sunday) with a pilot test occurring on September 3, 2024. During the pilot test 77 surveys were collected and no issues occurred. Full collection began the following day, September 4, 2024, and ended September 29, 2024, with a total of 1,058 weekday surveys and 307 weekend surveys being collected which includes pilot surveys. Table 4 shows the number of completes by route and day of week.

TABLE 4: COMPLETED SURVEYS BY ROUTE AND DAY OF WEEK

ROUTE	WEEKDAY	WEEKEND	TOTAL
25 - Tudor	199	58	257
20 - Mountain View	166	36	202
10 - Northern Lights	124	31	155
40 - Spenard - Airport	102	53	155
30 - Debarr	112	30	142
85 - Old Seward - West ANC	101	24	125
35 - Arctic	76	30	106
55 - Lake Otis	50	12	62
31 - Northeast	34	10	44
65 - Jewel Lake Airport	36	7	43
51 - Centennial Village	19	9	28
11 - Senior Center	16	4	20
41 - Government Hill	12	3	15
92 - Eagle River	11	N/A	11
Total	**1,058**	**307**	**1,365**

The survey was conducted through on-board interviews on transit vehicles. Tablet computers were the primary method used for data retrieval. The tablet methodology utilized on-screen mapping features, allowing for real-time geocoding of addresses and locations using exact addresses, intersections, or place names. To ensure participants were selected at random, the tablet generated numbers to determine which passengers were asked to participate in the survey after boarding the vehicle. For example, if four people boarded a bus, the tablet randomly generated a number from one to four. If the tablet generated two, the second person who boarded the bus was asked to participate in the survey. If the tablet responded “one,” the first person was asked to participate in the survey, and so forth. The selection was limited to the first six people who boarded a bus at any given stop to ensure the interviewer could keep track of the passengers as they boarded.

Interviewers selected passengers in accordance with the sampling procedures previously described. The interviewer would then approach the passenger identified and ask them to

participate in the survey. If the passenger refused, the interviewers ended the survey, excused themselves and completed three observational questions (age, race, and gender). If the passenger agreed to participate, the interviewer asked the passenger if they had at least 5 minutes to complete the survey. In the event that the person did not have at least 5 minutes on the bus, the interviewer asked the person to provide their name and mobile phone number or e-mail in order to send a link to a self-administered on-line version. This methodology ensured that people who completed short trips on public transit were well represented. If the person had at least 5 minutes on the bus, the interviewer completed the survey on the vehicle.

For respondents who did not have time to complete the survey during their bus trip, or who spoke a language different from the interviewer, an option was provided to share their phone numbers to conduct the survey at another time. Those who provided their phone numbers for callbacks were then contacted by ETC to complete the survey. Interviewers that spoke the foreign language of the passenger translated the English tablet version during the interview and recorded language the interview was conducted in. Additionally, interviewers carried paper surveys in Spanish, Hmong, Korean, and Tagalog that could be distributed for self-administration.

5.0 DATA PROCESSING

5.1 VERIFICATION OF DATA COLLECTION

RSG and ETC performed the following checks:

- Checking for valid origin and destination street names, city names, and ZIP codes;
- Ensuring the respondents who indicated that they have a valid driver's license also reported that at least one member of their household is licensed;
- Checking that the age provided is reasonable;
- Ensuring that transit route/line names and stops/stations were consistently spelled/coded;
- Ensuring that transfers to/from other transit routes/lines were possible, with some leeway provided for riders who walk several blocks to reach their next route;
- Ensuring the origin and destination addresses are not the same;
- Ensuring that the boarding and alighting addresses are not the same;
- Ensuring the boarding and alighting addresses make sense for the route;
- Ensuring that the respondent did not list the same route twice;
- Ensuring the route surveyed on was reported in the trip path;
- Checking to be sure the access/egress mode is appropriate given the distance of travel from the trip origin/destination to place where the respondent boarded/alighted transit; and
- Reviewing the total distance on transit compared to the total trip distance.

5.2 VISUAL INSPECTION

This step involved a visual inspection of the trip record. The key tasks that were conducted as part of this visual inspection include the following:

- Visually inspecting and examining key variables of survey trips with very short distances;
- Visually inspecting the sensibility of trips with zero reported transfers or two or more transfers;
- Visually inspecting the sensibility of drive access/egress trips given the distance traveled by car relative to the distance traveled by transit;

- Visually inspecting the sensibility of drive access/egress trips with more than one transfer;
- Visually inspecting sensibility of the origin-to-destination path with respect to the transit routes/lines that were used for the trip; and
- Visually inspecting the routes reported being used for the trip.

If a record passed all of the visual checks and verifications listed above, the record was classified as “useable” and tagged for inclusion in the final survey database.

The following subsections describe the quality assurance and quality control (QA/QC) processes that were implemented after the data were collected.

5.3 PROCESS FOR IDENTIFYING COMPLETE RECORDS

To classify a survey as being completed, the record must contain all elements of the one-way trip. ETC has classified required trip data as containing complete answers to the following:

- Route/Direction
- Origin place type
- Time of trip
- Destination place type
- Transfers made
- Access mode
- Home address
- Egress mode
- Origin address
- Boarding location
- Destination address
- Alighting location

In addition to the required trip-data questions, an interview must be considered complete by the online survey program. This occurs if the interviewer navigates through all questions from the survey, including demographics.

5.4 ONLINE VISUAL REVIEW TOOL

ETC's online visual review tool allowed for the review of all completed records. The tool displayed all elements of the one-way trip, as well as a series of distance ratio checks. After directions were finalized, each record went through speed/distance/time checks.

5.5 POST PROCESSING REVIEWS

ETC conducted processing data checks after data collection occurred. The first step in this process involved the application of a series of QA/QC tests. Some of the specific checks that were conducted during the preprocessing phase are listed below and included:

- Distance from the origin to the destination
- Distance from the boarding to the alighting location
- Distance from the origin to the boarding location relative to the mode of access and number of transfers
- Distance from alighting location to the destination relative to the mode of egress and number of transfers
- Ratio of the access distance to the boarding location relative to distance from the origin to the destination given the mode of access and number of transfers
- Ratio of the egress distance from the alighting location relative to distance from the origin to the destination given the mode of access and number of transfers
- Purpose of Trip relative to the person's employment and student status
- Ensuring that transfers used before and after the surveyed bus route were possible
- Ensuring that transfers from a bus route were possible
- Ensuring the time-of-day the survey was completed was reasonable given the published operating schedule for the route surveyed

The final step of the QA/QC data review process involved a visual inspection of the trip records. The key tasks that were conducted as part of this visual inspection included the sensibility of results for the following areas:

- Trips with short distances (less than 1 mile for local bus trips and less than 4 miles for express trips)
- Trips with zero transfers given location of boarding and alighting locations relative to the origin and destination
- Trips that reported three or more transfers

- Drive-access/egress trips given the distance traveled by car relative to the distance traveled by bus
- Drive-access/egress trips with more than one transfer
- Looking at the origin-to-destination to ensure that it was appropriate for the survey route that was used for the trip

If a record passed all the visual checks listed above, the record was classified as *useable* and tagged for inclusion in the final survey database.

5.6 EXPANSION WEIGHTING

Once the usable records were cleaned, the surveys were weighted and expanded to represent the rider population. The weekday surveys were weighted to average daily ridership by route, time period, direction, board location and alight location.

The weekend data did not have enough sample to support as fine-grained of a weighting scheme and were therefore simply expanded to average daily ridership by route and day of week. This should be kept in mind when using the data, as weekend data should not be analyzed by time of day or direction and should only be analyzed at the route-level and day of week-level.

6.0 RIDER PROFILE

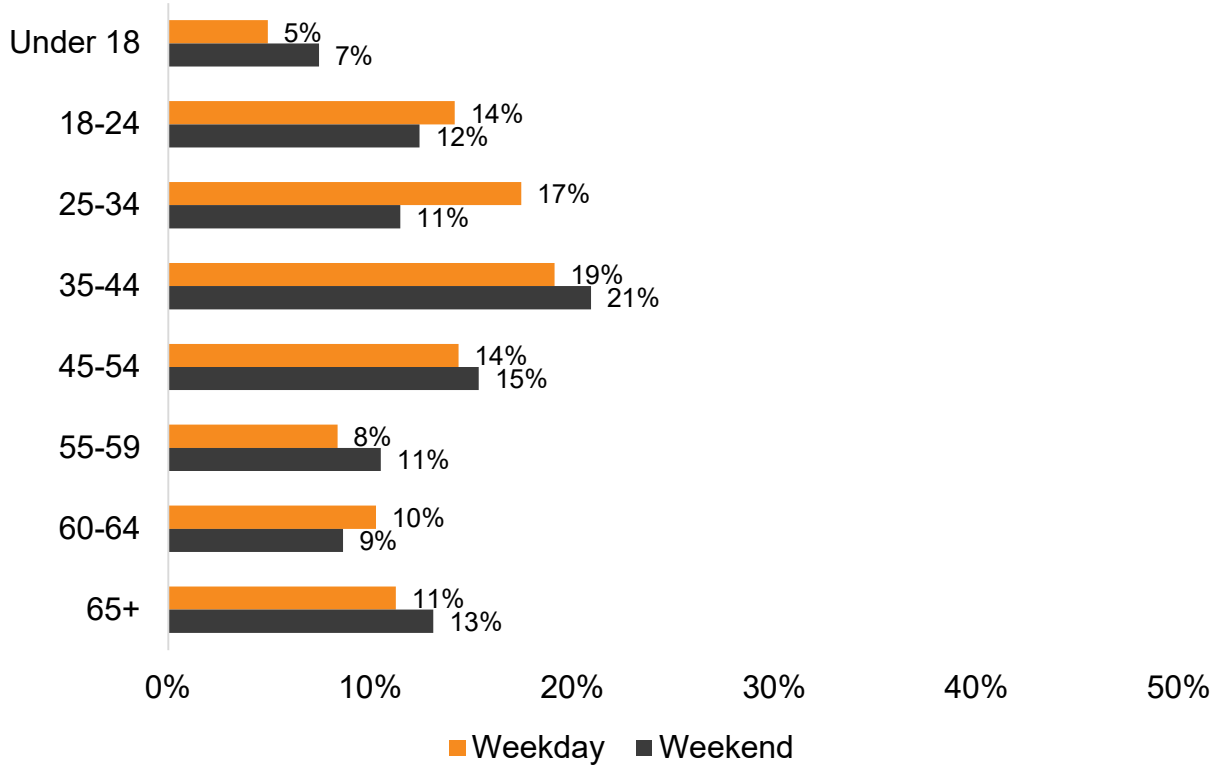
Below are summary statistics for the full sample. This includes riders captured on both weekdays and weekends. Included are demographic information such as age, gender, household characteristics, languages and ethnicity.

6.1 AGE, GENDER, INCOME, AND TECHNOLOGY ACCESS

Of riders surveyed on weekdays, approximately 82% are between 18 and 64 years of age and 53% are male. About one-quarter of the sample comes from households with an annual income of $10,000 or less and less than 10% of the sample comes from households earning more than $75,000.

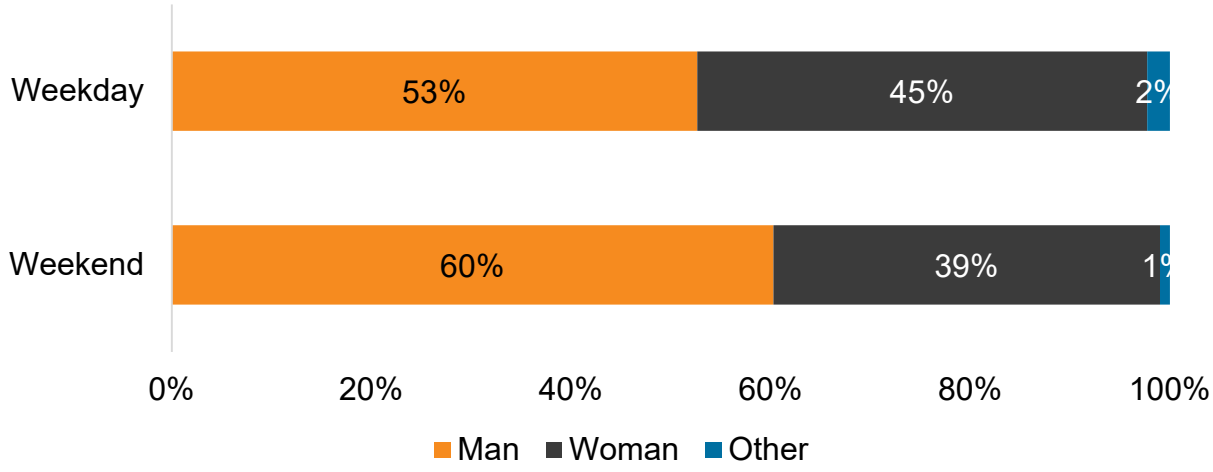
Weekend riders are slightly older, with 80% of the sample between 18 and 64 years of age. Of weekend riders, 60% are male. Household incomes are similar to weekday travelers. Nearly all passengers have access to a working smartphone with internet access and to a credit or debit card, with little difference between weekday and weekend riders.

FIGURE 1. AGE BY DAY OF WEEK



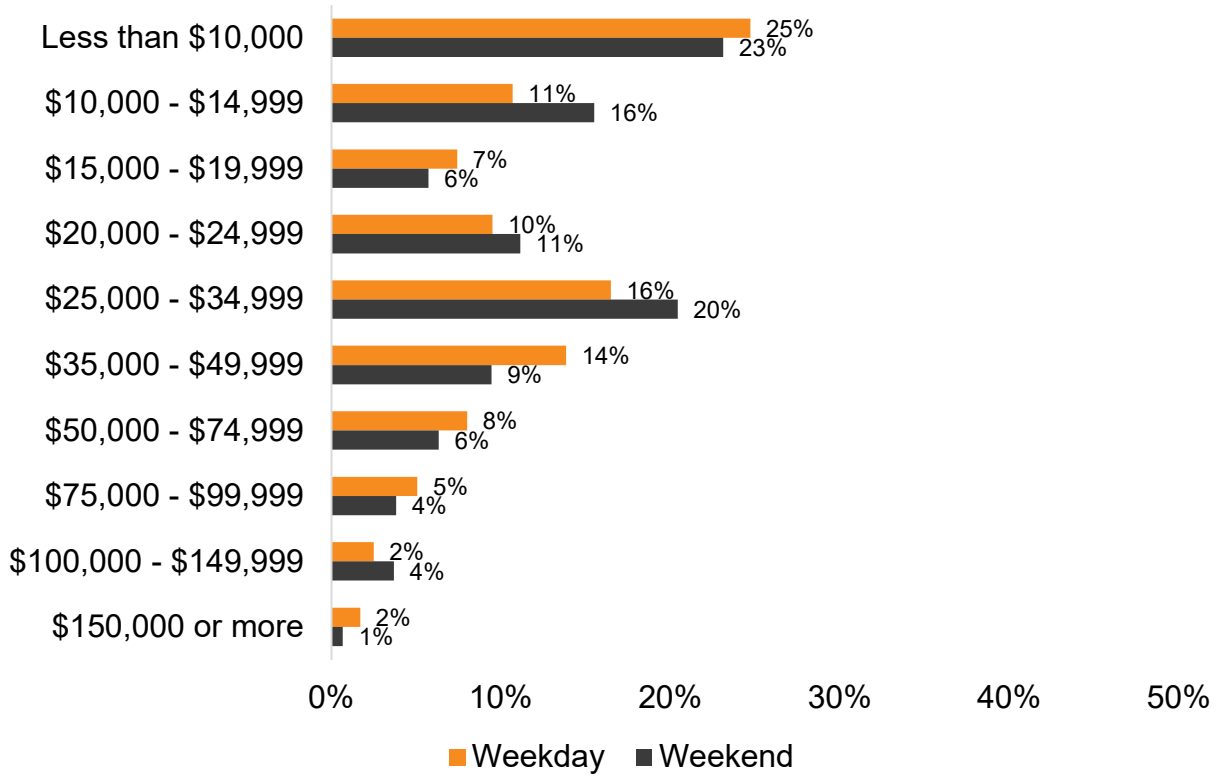
n = 1,365

FIGURE 2. GENDER BY DAY OF WEEK



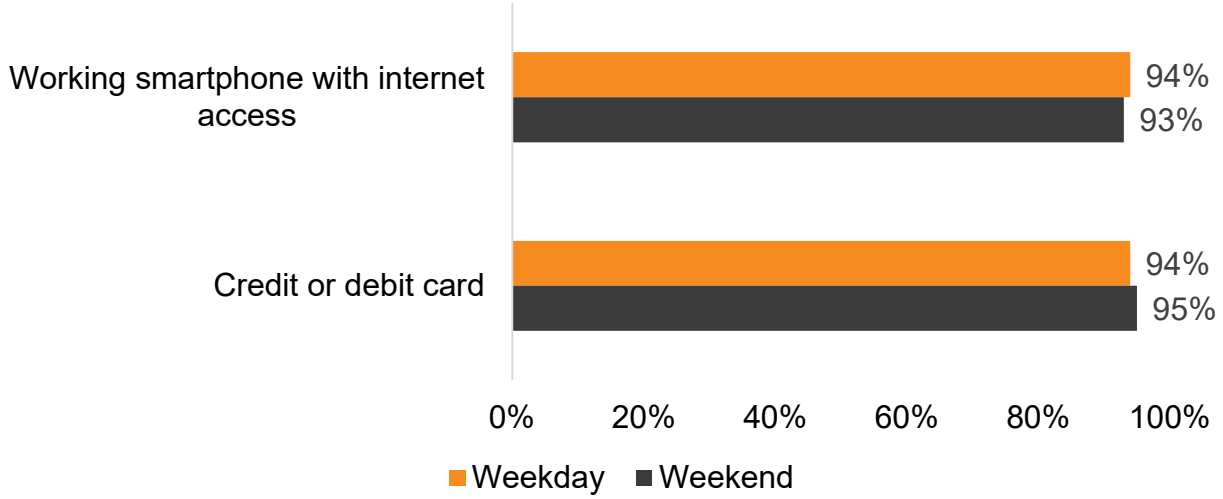
n = 1,,343

FIGURE 3. INCOME BY DAY OF WEEK



n = 1,094

FIGURE 4. POSSESSION OF SMARTPHONE AND PAYMENT CARDS BY DAY OF WEEK

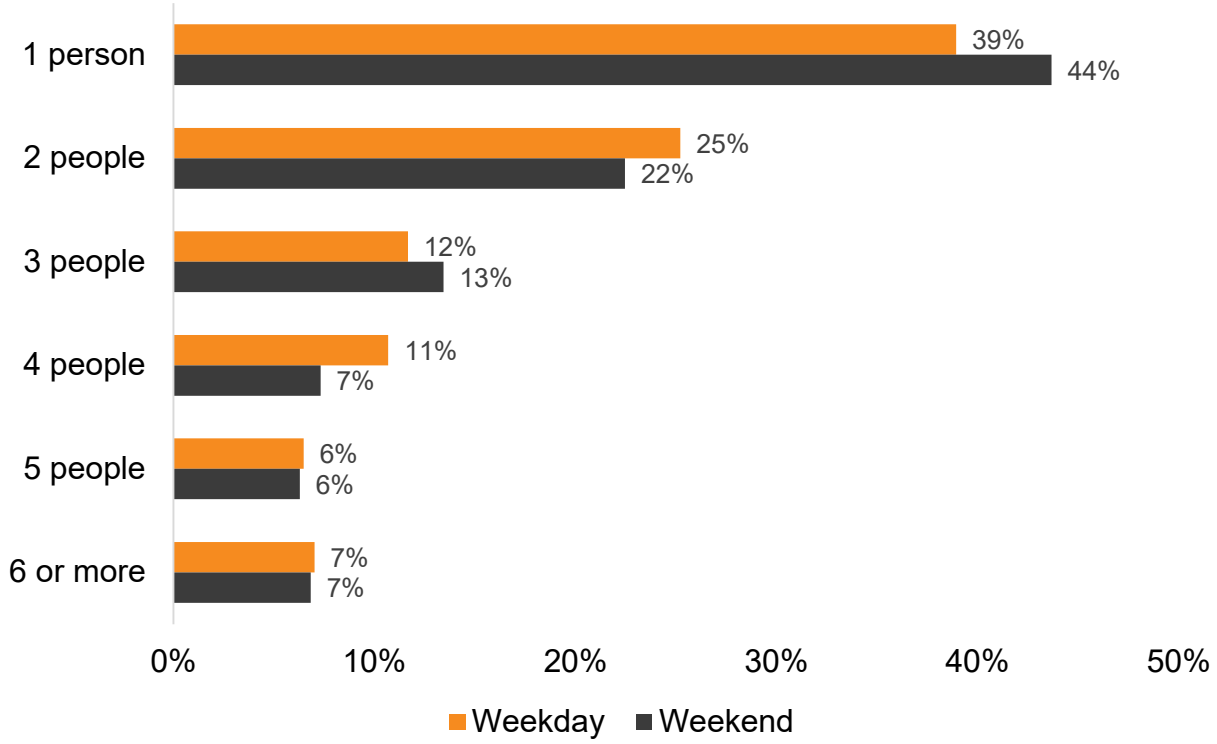


n = 1,365

6.2 HOUSEHOLD SIZE AND EMPLOYMENT

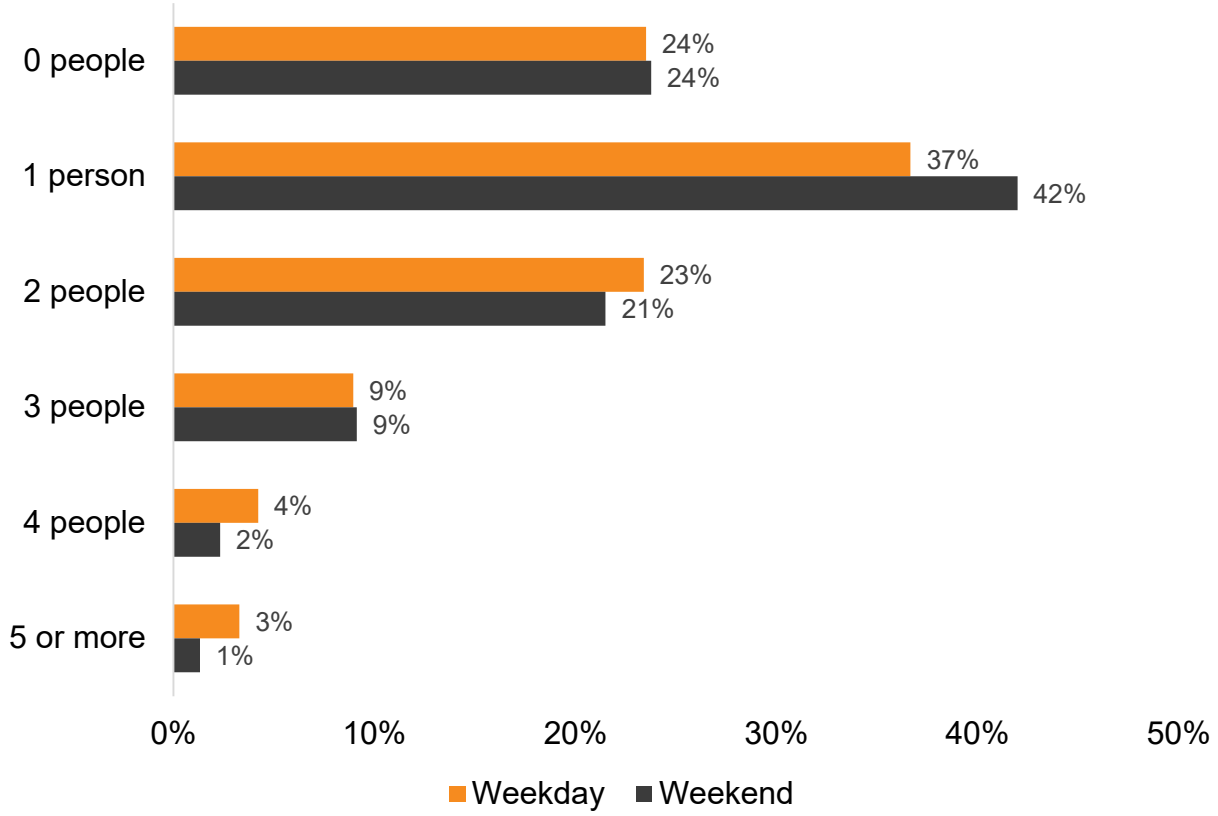
Household size varies widely, but single-person households are the most common among both weekday and weekend riders, comprising 39% and 44% of passengers, respectively. Proportions of passengers' household sizes are shown in Figure 5, and proportions for number of employed persons per household are shown in Figure 6.

FIGURE 5. HOUSEHOLD SIZE BY DAY OF WEEK



n = 1,365

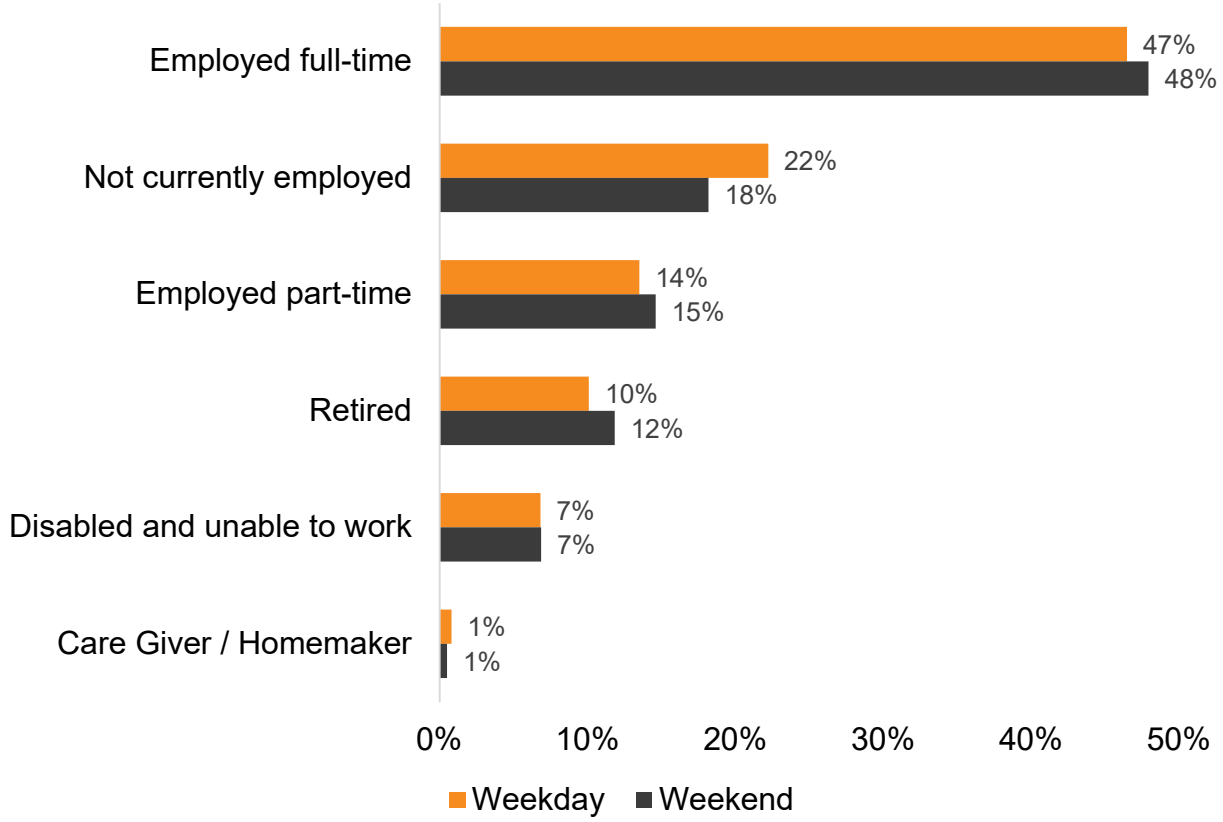
FIGURE 6. NUMBER OF EMPLOYED PERSONS IN HOUSEHOLD BY DAY OF WEEK



n = 1,365

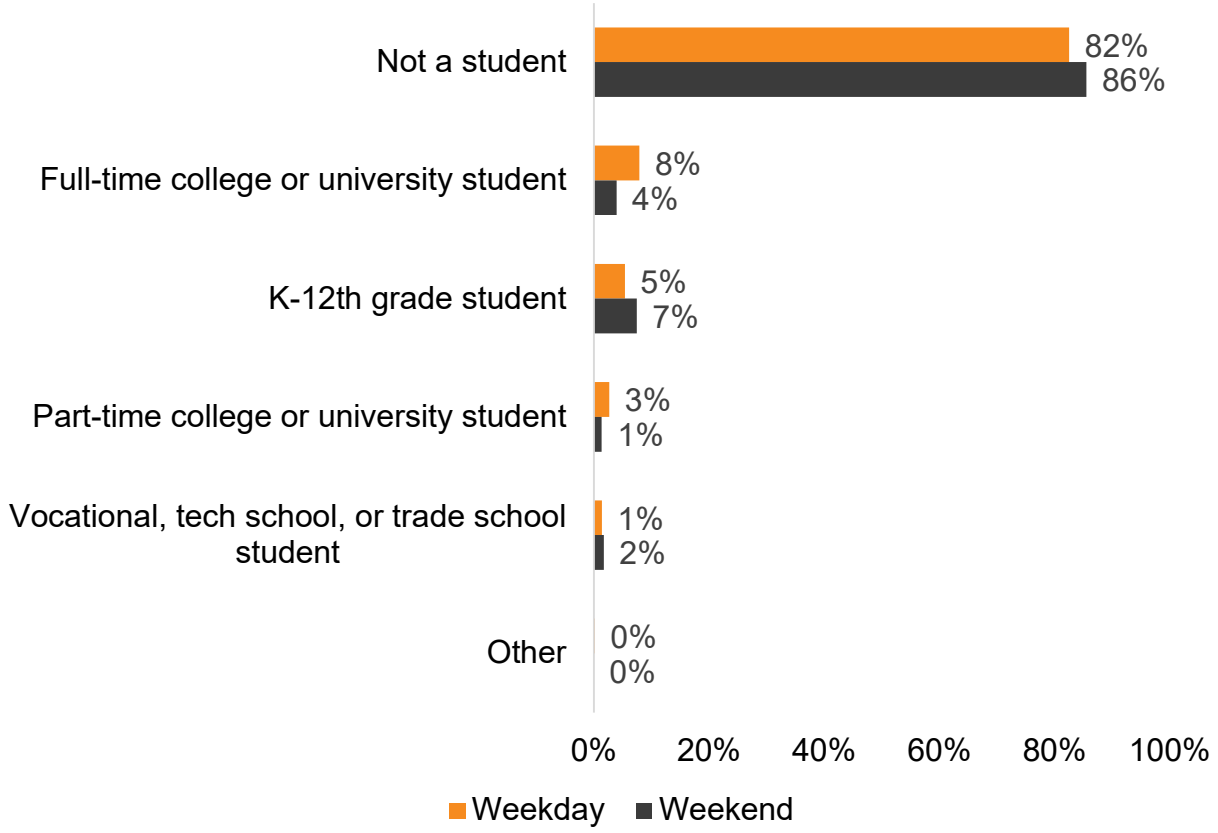
Nearly half of respondents were employed full-time (47% on weekdays and 48% on weekends) while around an additional 15% are employed part-time (14% on weekdays and 15% on weekends). The remainder were unemployed, retired or homemakers as shown in Figure 7. Of weekday riders, 18% were students, including full time college or university (8%), K-12 (5%) and part time college or university (3%). Of weekend riders, 14% were students, including full time college or university (4%), K-12 (7%) and part time college or university (1%), as shown in Figure 8.

FIGURE 7. EMPLOYMENT STATUS BY DAY OF WEEK



n = 1,365

FIGURE 8. STUDENT STATUS BY DAY OF WEEK

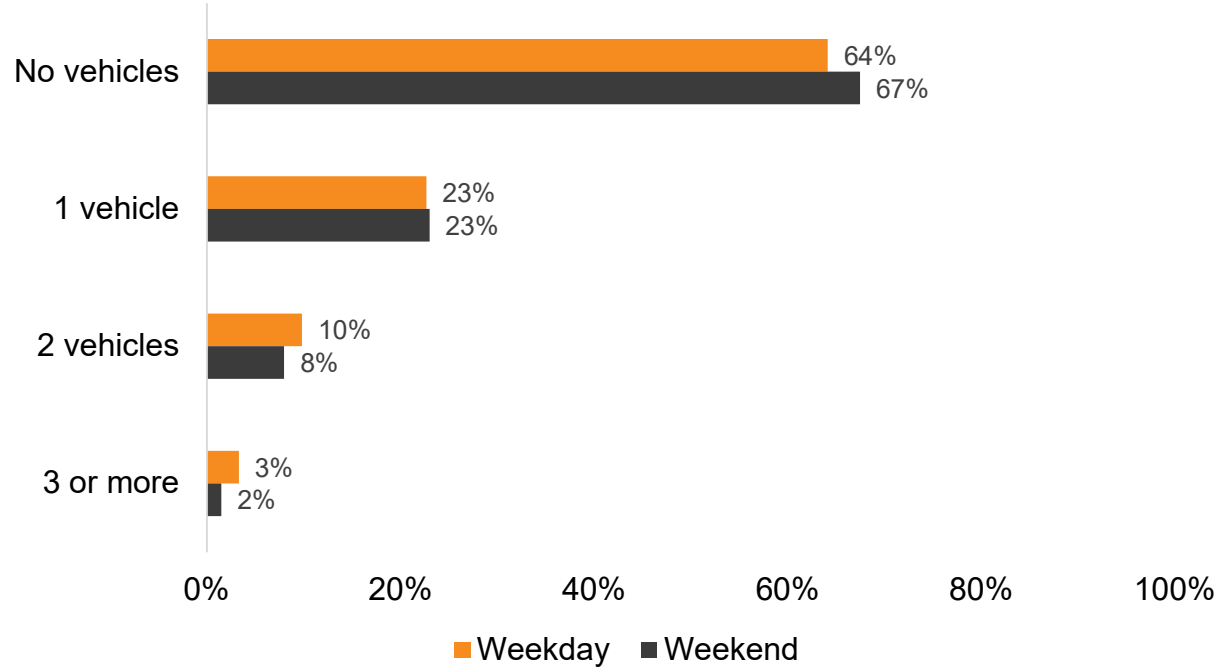


n = 1,365

6.3 HOUSEHOLD VEHICLES AND LICENSING

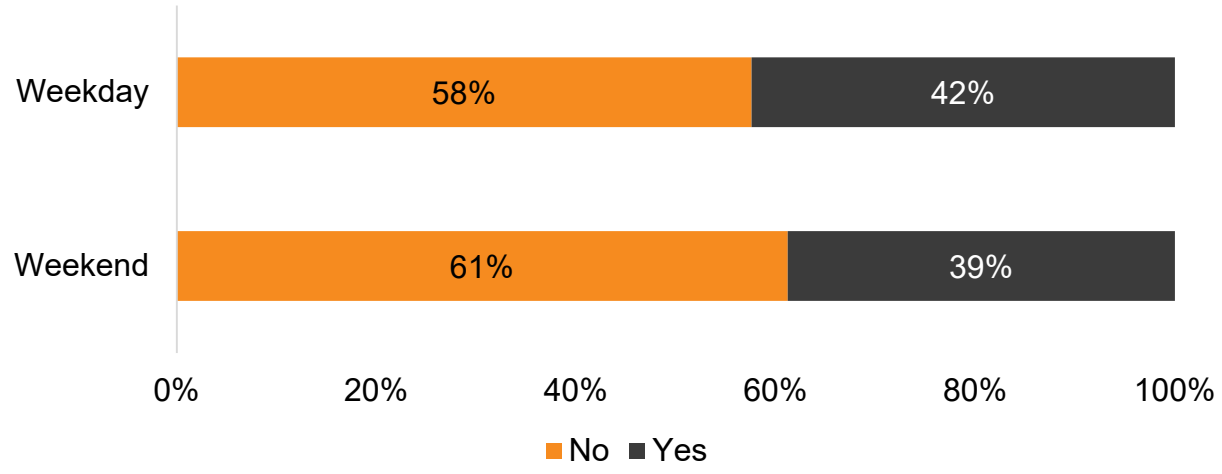
Figure 9 displays the number of vehicles in the household by day of week and Figure 10 shows possession of a license by day of week. A majority of weekday riders (64%) come from a household without any vehicles while 58% do not have a valid driver's license. Weekend riders are even more likely to come from a household without vehicles (67%) while 61% do not have a driver's license.

FIGURE 9. NUMBER OF VEHICLES IN HOUSEHOLD BY DAY OF WEEK



n = 1,365

FIGURE 10. POSSESSION OF LICENSE BY DAY OF WEEK

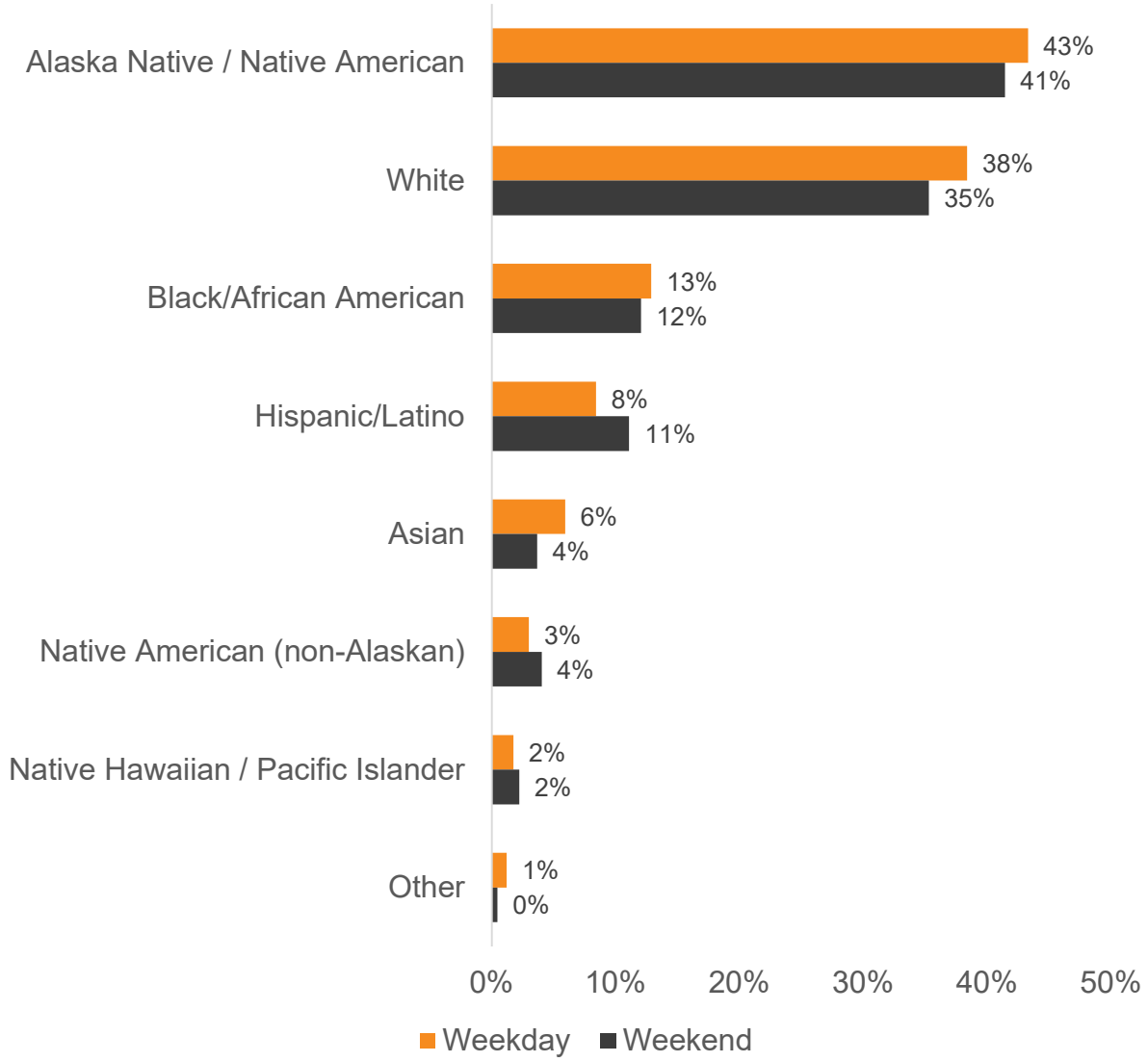


n = 1,365

6.4 LANGUAGE AND ETHNICITY

The ethnicities of the sample are shown in Figure 11. Respondents were asked to “select all that apply” in this case, therefore the percentages do not add up to 100%. On weekdays, 43% of riders identified as Alaska Native while 38% identified as White and 13% identified as Black/African American. Weekend riders had a very similar profile with 41% identifying as Alaska Native, 35% as White, and 12% as Black/African American.

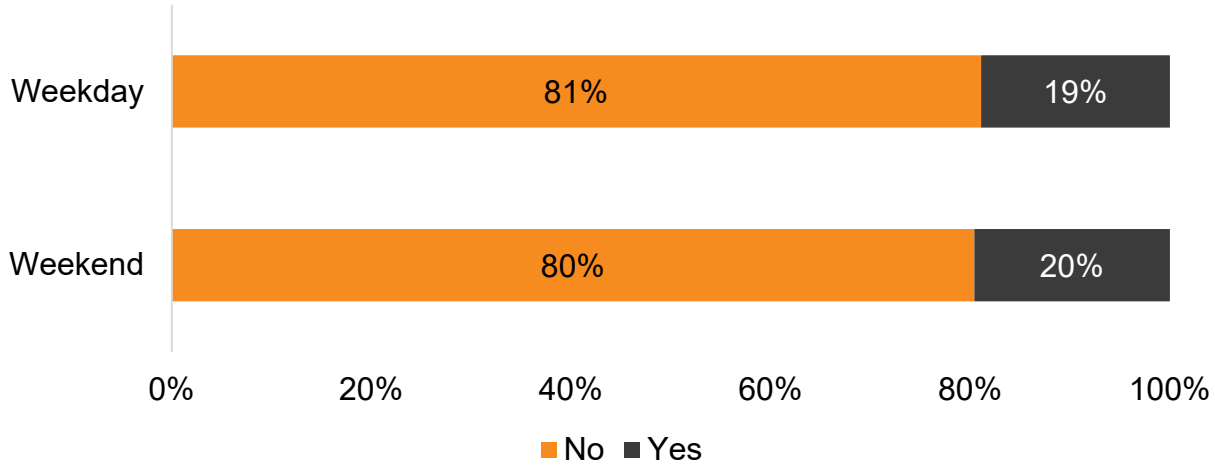
FIGURE 11. RACE AND ETHNICITY BY DAY OF WEEK



n = 1,365

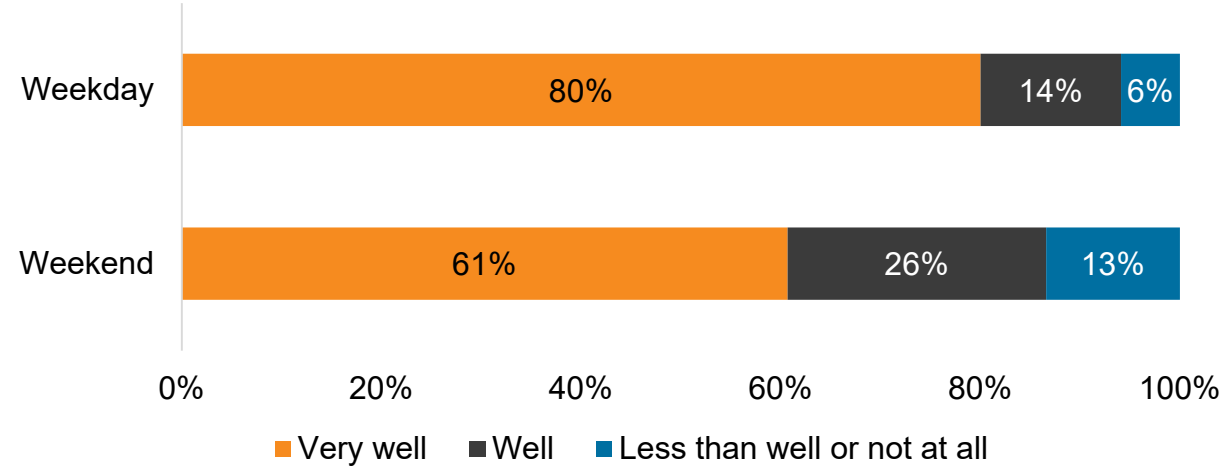
Figure 12 shows the percentage of respondents who speak a language other than English at home, Figure 13 shows the level of English proficiency of those respondents that do not speak English at home, and Figure 14 shows the prevalence of other languages spoken at home. On weekdays, 19% of respondents indicated that they speak a language other than English at home. Of these, 80% spoke English very well and 14% spoke English well. On weekends, 20% of respondents spoke a language other than English at home, while 61% of these spoke English very well and 26% spoke well. Overall, 8% of respondents spoke English less than well or not at all. Among riders who do not speak English at home, Spanish is the most common language, spoken by 36% of weekday riders and 37% of weekend riders in this group. Following Spanish, Alaska Native and Native American languages such as Yupik, Inupiaq, and others are also widely spoken, with 19% of weekday riders and 15% of weekend riders speaking one of these languages.

FIGURE 12. USE OF LANGUAGES OTHER THAN ENGLISH AT HOME BY DAY OF WEEK



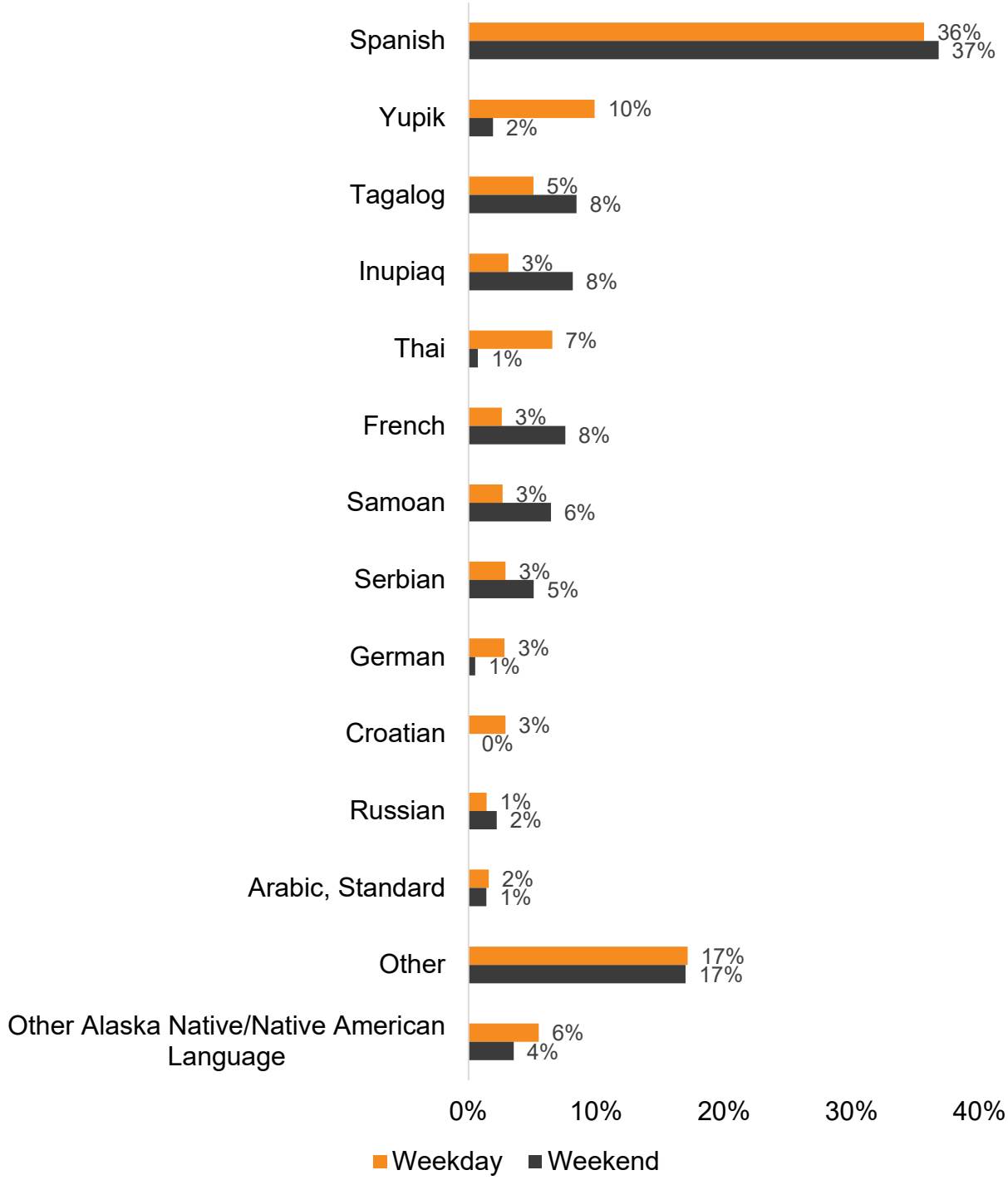
n = 1,365

FIGURE 13. ENGLISH PROFICIENCY BY DAY OF WEEK



n = 279

FIGURE 14. OTHER LANGUAGES SPOKEN AT HOME



n = 279

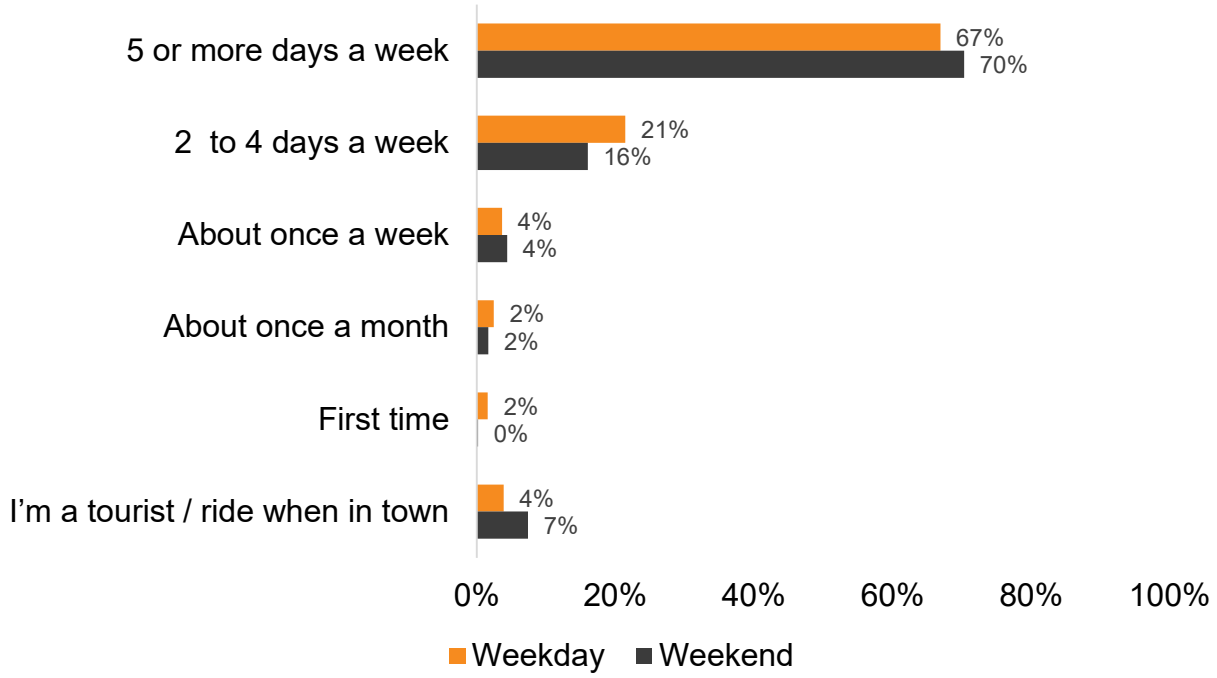
7.0 TRIP PROFILE

In addition to demographic characteristics, respondents answered a series of questions about the nature of their trip. These include the starting and ending locations, frequency of transit use, payment method, fare subsidies, number of transfers and access and egress modes.

7.1 TRANSIT FREQUENCY

All survey respondents were asked about the frequency of their transit use. Most ride transit five or more days a week, with this being slightly more common among weekend riders (70%) than weekday riders (67%). Weekday riders are somewhat more likely to ride two to four days a week (21%) than weekend riders (16%). Both groups show little difference in less frequent transit use (Figure 15).

FIGURE 15. TRANSIT USE FREQUENCY BY DAY OF WEEK



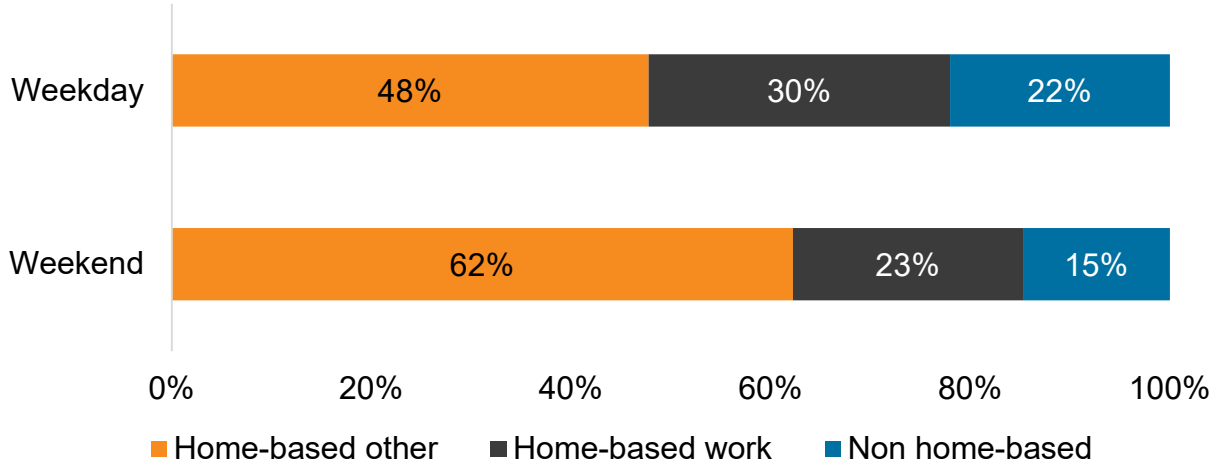
n = 1,365

7.2 TRIP PURPOSE

The questionnaire asks respondents about the type of location for their origin and destination addresses. Typical location types could include home, work, school or shopping. From this

question we can interpret the purpose of each trip. The location types for OD pairs have been divided into three general categories: home-based work trips (between home and work or a work-related location), home-based non-work trips (between home and another place) and trips that are not home-based (neither the origin nor the destination is the respondent's home). These trip types are shown in Figure 16; 30% of weekday trips were home-based work trips while 48% were home-based other trips. On weekends, 23% of trips were home-based work trips, while 62% were home-based other trips.

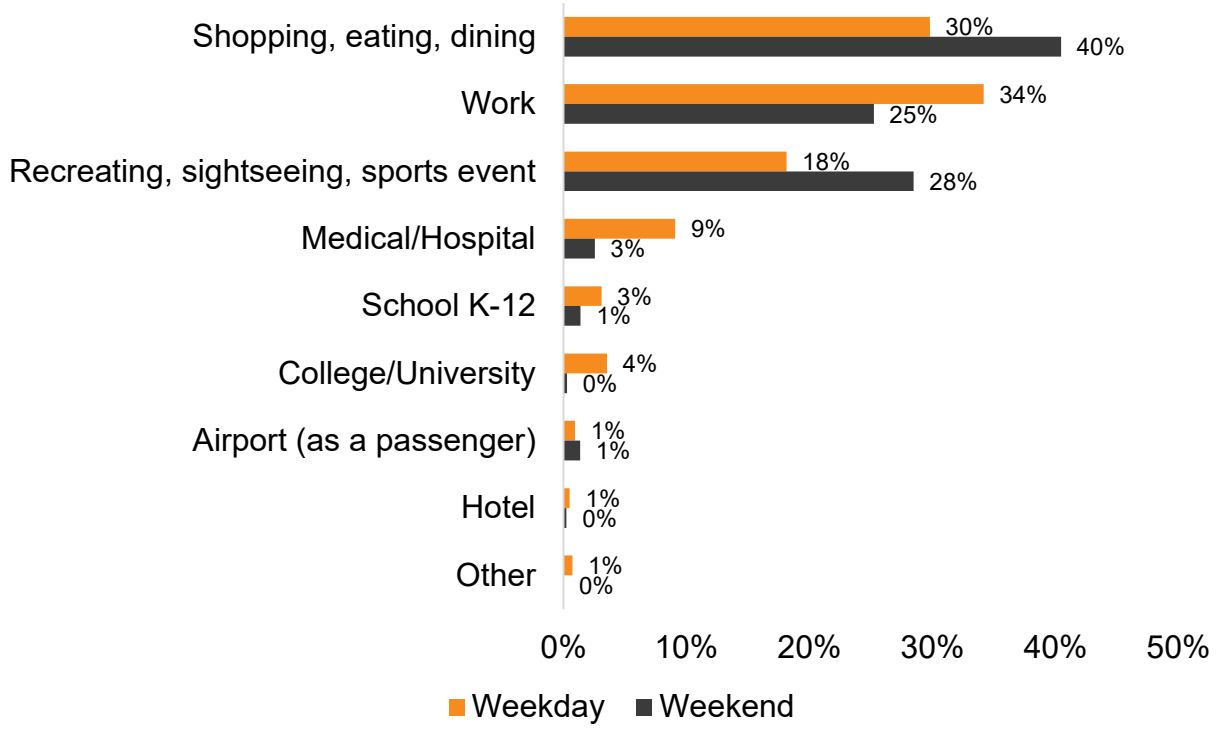
FIGURE 16. TRIP TYPE BY DAY OF WEEK



n = 1,365

Trip purpose is shown in more detail in Figure 17. Purpose was derived from the location of the destination trip end, except in cases when the destination was listed as home then purpose was derived from the location of the origin of the trip. On weekdays, the most common trip purposes were to and from work (34%), and shopping, eating or dining (30%). College or university related travel accounted for 4% of trips and travel for medical purposes accounted for 9%. On weekends, travel to and from work accounted for 25% of trips while shopping, eating or dining accounted for 40%. Travel for the purpose of recreation, sightseeing or sporting events accounted for 28% of weekend trips.

FIGURE 17. DETAILED TRIP PURPOSES BY DAY OF WEEK

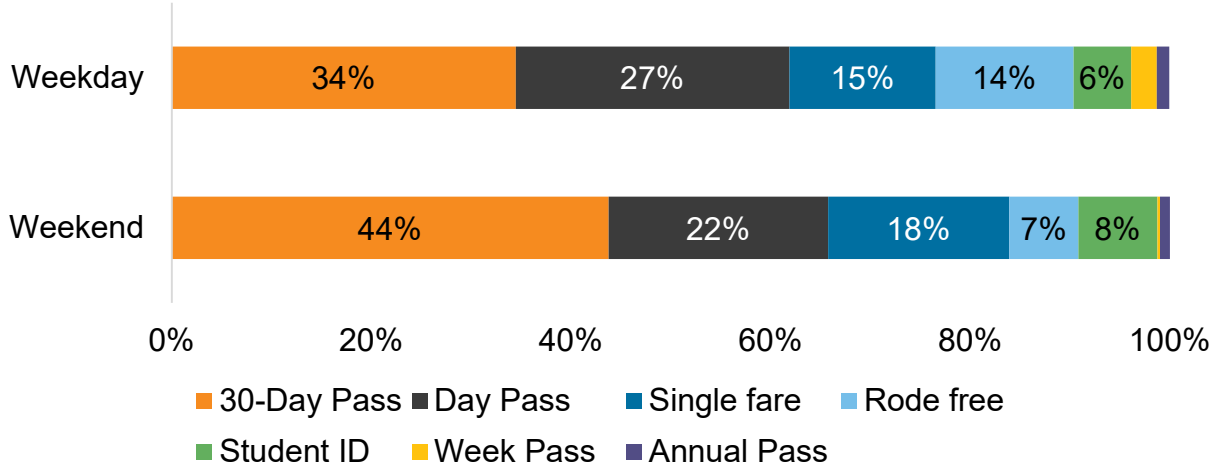


n = 1,365

7.3 PAYMENT AND TRANSFER

The most common payment methods used by respondents are the 30-day pass, day passes, and single cash fares (Figure 18). On weekdays, the 30-day pass was used by 34% of riders while day passes accounted for 27% and single fares accounted for 15%. Student ID's, annual passes, other fare payment methods and "rode free" were used by 24% of weekday riders. On weekends, the 30-day pass was used by 44% of riders while day passes accounted for 22% and single fares accounted for 18%.

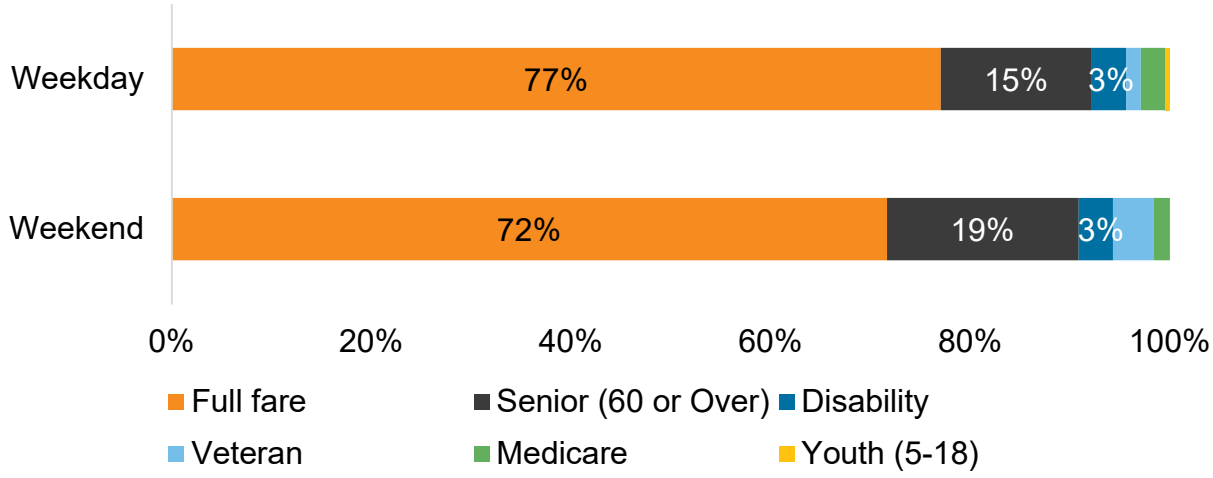
FIGURE 18. FARE USED BY DAY OF WEEK



n = 1,365

Approximately one-quarter of both weekday (23%) and weekend (27%) riders were eligible for a discount due to age, disability or veteran status (Figure 19).

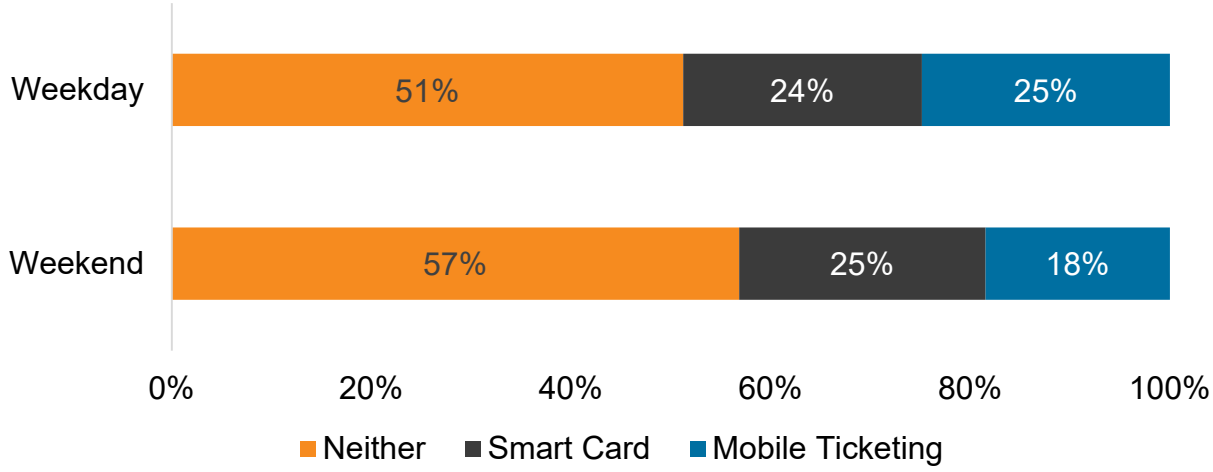
FIGURE 19. FREE OR REDUCED FARE ELIGIBILITY BY DAY OF WEEK



n = 1,128

When asked about their use of Smart Cards or Mobile Ticketing on their trip, most riders on both weekdays (51%) and weekends (57%) had used neither. On weekdays, Smart Cards (24%) and Mobile Ticketing (25%) were used at similar rates. However, on weekends, Smart Cards (25%) were more commonly used than Mobile Ticketing (18%), as shown in Figure 20.

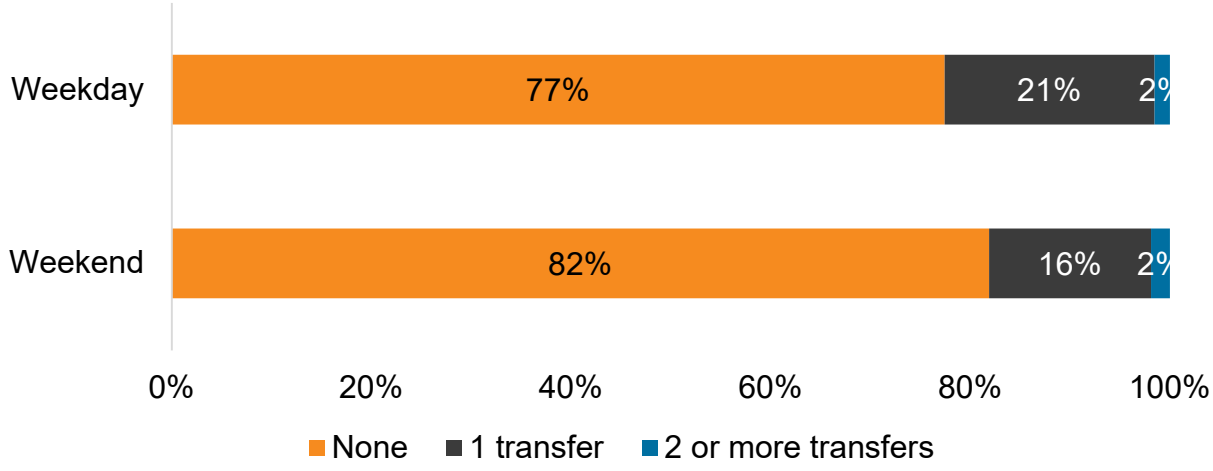
FIGURE 20. SMART CARD AND MOBILE TICKETING USE BY DAY OF WEEK



n = 1,365

The majority of trips were completed using only one bus (Figure 21). On weekdays, 21% of trips involved one transfer while 16% of weekend trips involved one transfer. Only 2% of trips were comprised of two or more transfers.

FIGURE 21. TRANSFERS MADE BY DAY OF WEEK



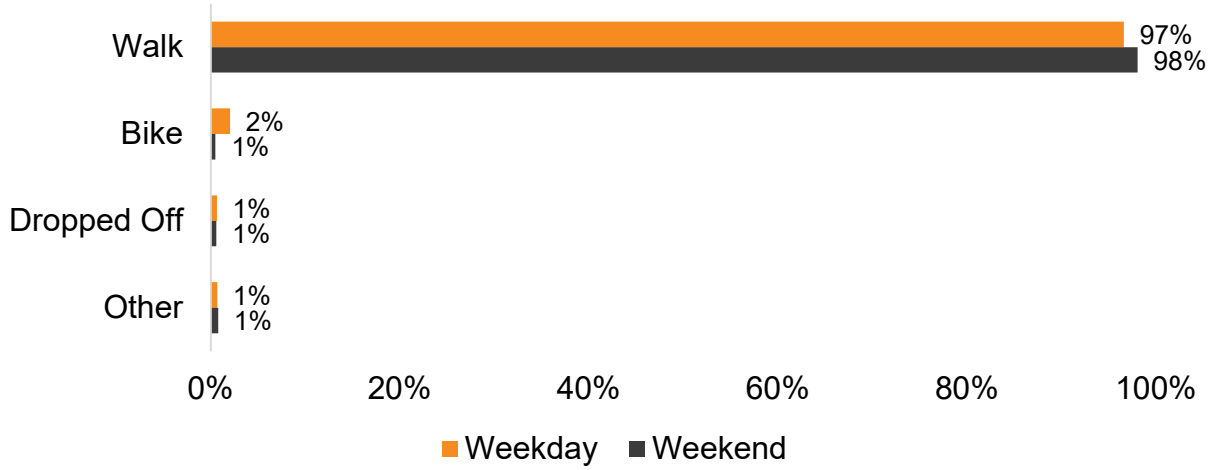
n = 1,365

7.4 ACCESS AND EGRESS

The vast majority of respondents on both weekdays and weekends reported walking as their access to and egress from their bus trip (Figure 22 and Figure 24). Biking accounted for 2% of

access and egress trips while other modes including driving alone or with somebody, skateboard and shuttle account for 1% together.

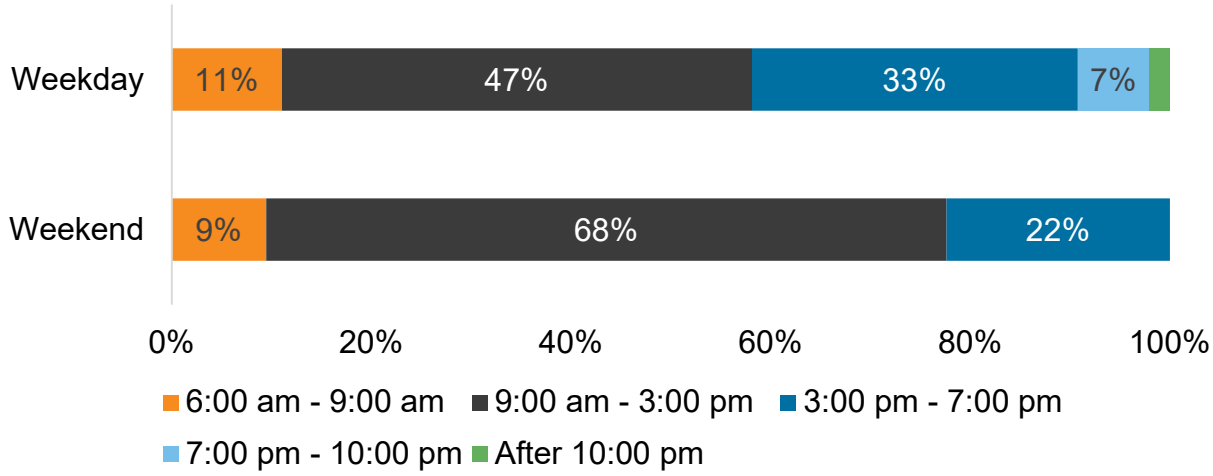
FIGURE 22. ACCESS MODES BY DAY OF WEEK



n = 1,365

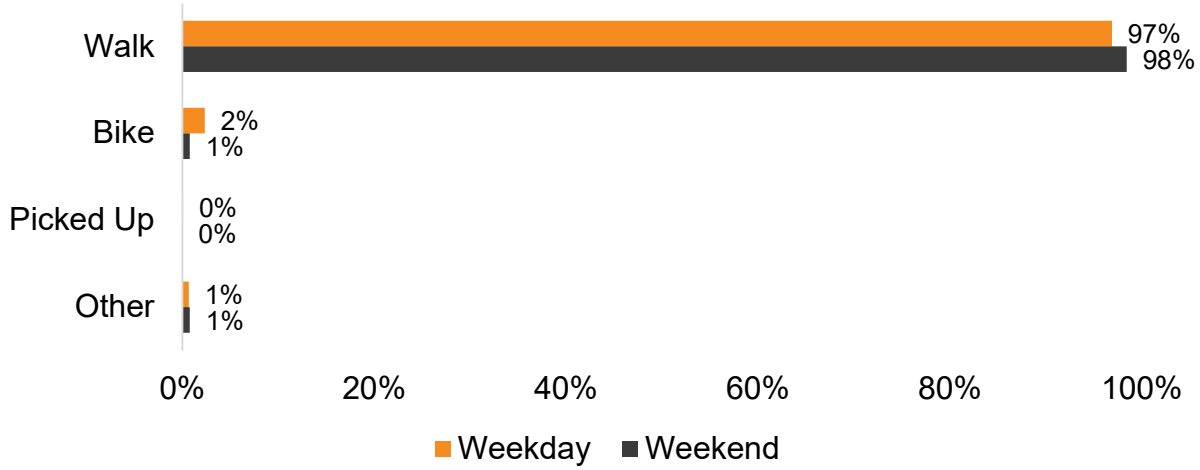
The largest share of riders boarded between the morning and afternoon peaks (9:00 AM to 3:00 PM), accounting for 47% of weekday riders and 68% of weekend riders. The next largest segment boarded during the afternoon peak (3:00 PM to 7:00 PM), with 33% of weekday riders and 22% of weekend riders traveling during this period (Figure 23).

FIGURE 23. VEHICLE BOARDING TIMES BY WEEKDAY AND WEEKEND



n = 1,365

FIGURE 24. EGRESS MODES BY DAY OF WEEK

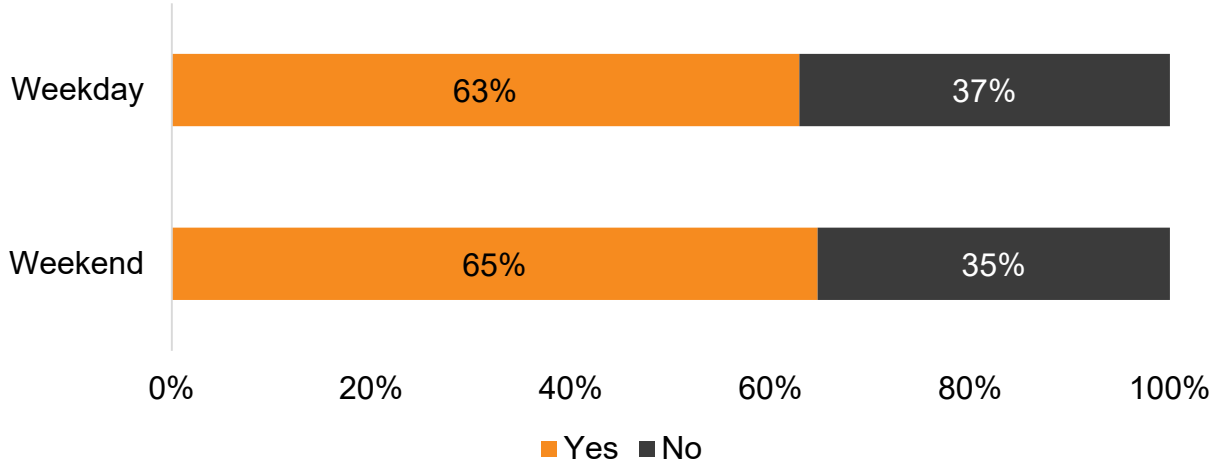


n = 1,365

7.5 RETURN TRIP

Respondents were asked if they intended to make a return trip in the exact opposite direction of the trip they were currently on. On weekdays 63% returned using the same route, while on weekends 65% returned using the same route (Figure 25).

FIGURE 25. WHETHER RESPONDENT WILL MAKE ROUND TRIP BY DAY OF WEEK



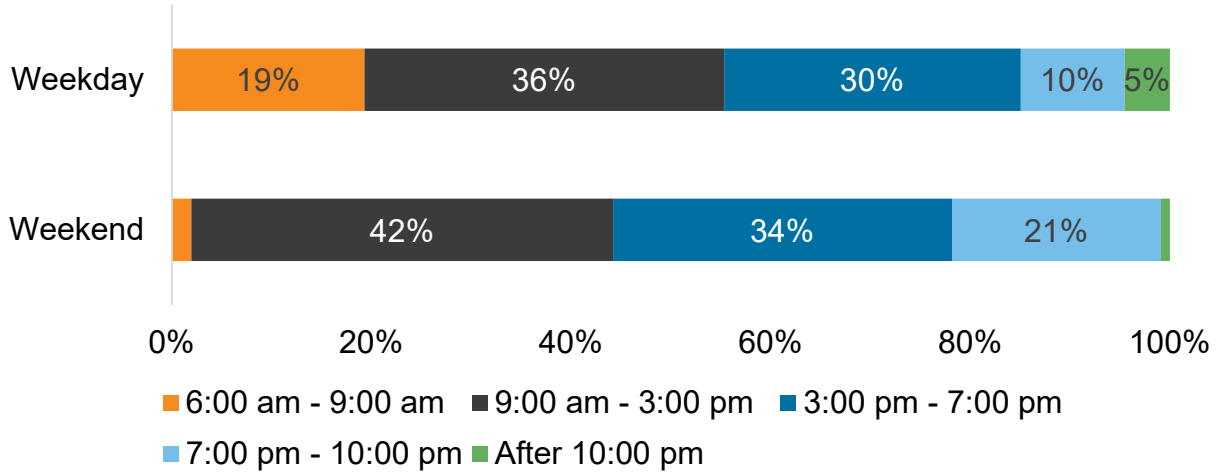
n = 1,365

These two periods were also the most common boarding times for return trips; 36% of weekday riders and 42% of weekend riders boarded between 9:00 AM and 3:00 PM while 30% of

weekday riders and 34% of weekend riders boarded between 3:00 PM and 7:00 PM. Notably, on weekends, 21% of riders boarded between 7:00 PM and 10:00 PM (Figure 26).

Between 9:00 AM and 3:00 PM, 36% of weekday riders and 42% of weekend riders boarded for their return journey, while 30% of weekday riders and 34% of weekend riders did so between 3:00 PM and 7:00 PM. Notably, on weekends, 21% of riders boarded between 7:00 PM and 10:00 PM (Figure 26).

FIGURE 26. RETURN TRIP TIMES BY DAY OF WEEK

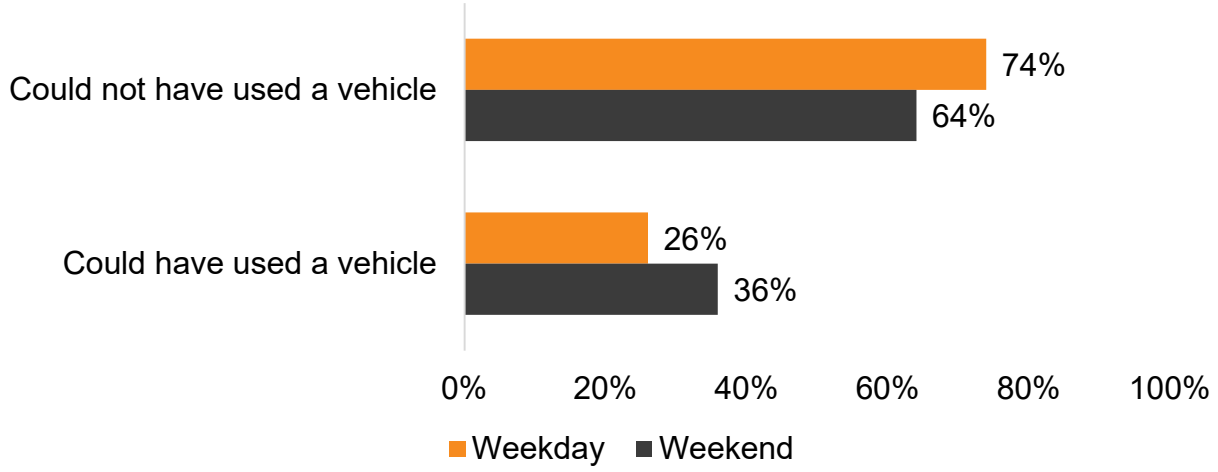


n = 854

7.6 TRANSPORTATION CHOICES

When asked whether they could have used a vehicle to complete their transit trip, most riders said they could not. While 64% of weekend riders reported they could not have used a vehicle, nearly three-quarters (74%) of weekday riders said the same (Figure 27).

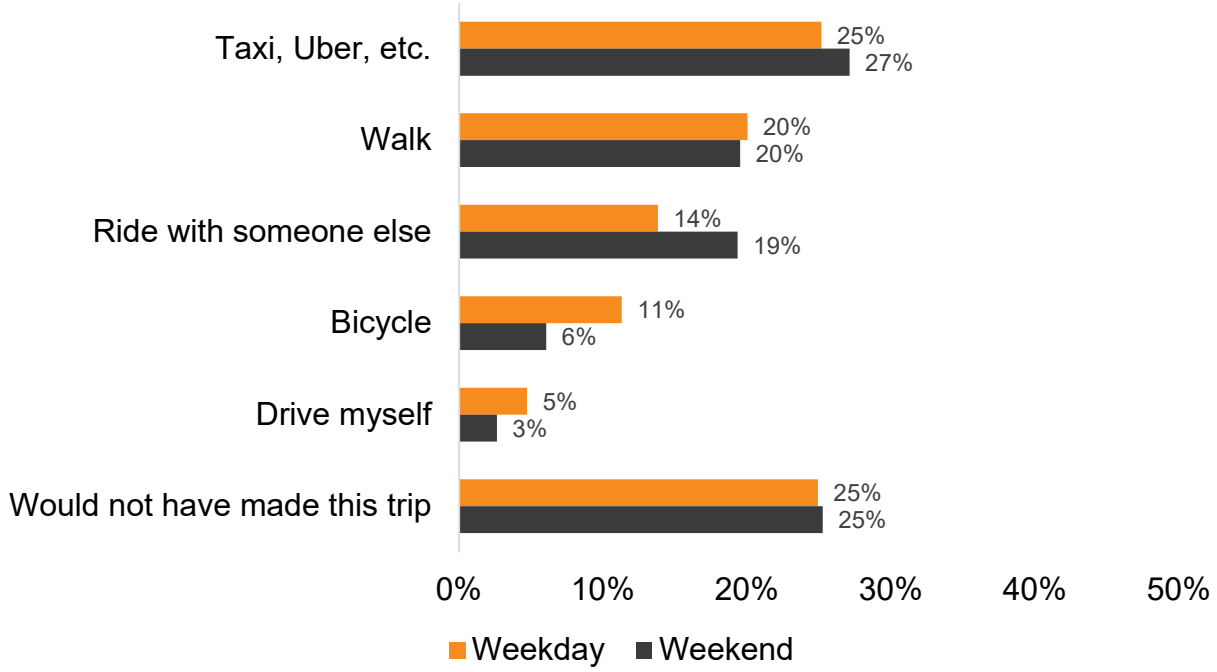
FIGURE 27. POSSIBLE VEHICLE USE FOR TRANSIT TRIP BY DAY OF WEEK



n = 473

If transit were not available, around a quarter of respondents said they would use a taxi, Uber, or another similar option—25% of weekday riders and 27% of weekend riders. Additionally, 20% of both weekday and weekend riders said they would walk. One quarter (25%) of both groups also indicated that if transit were not available, they would not have made their trip (Figure 28).

FIGURE 28. ALTERNATE MODE BY DAY OF WEEK



n = 1,365

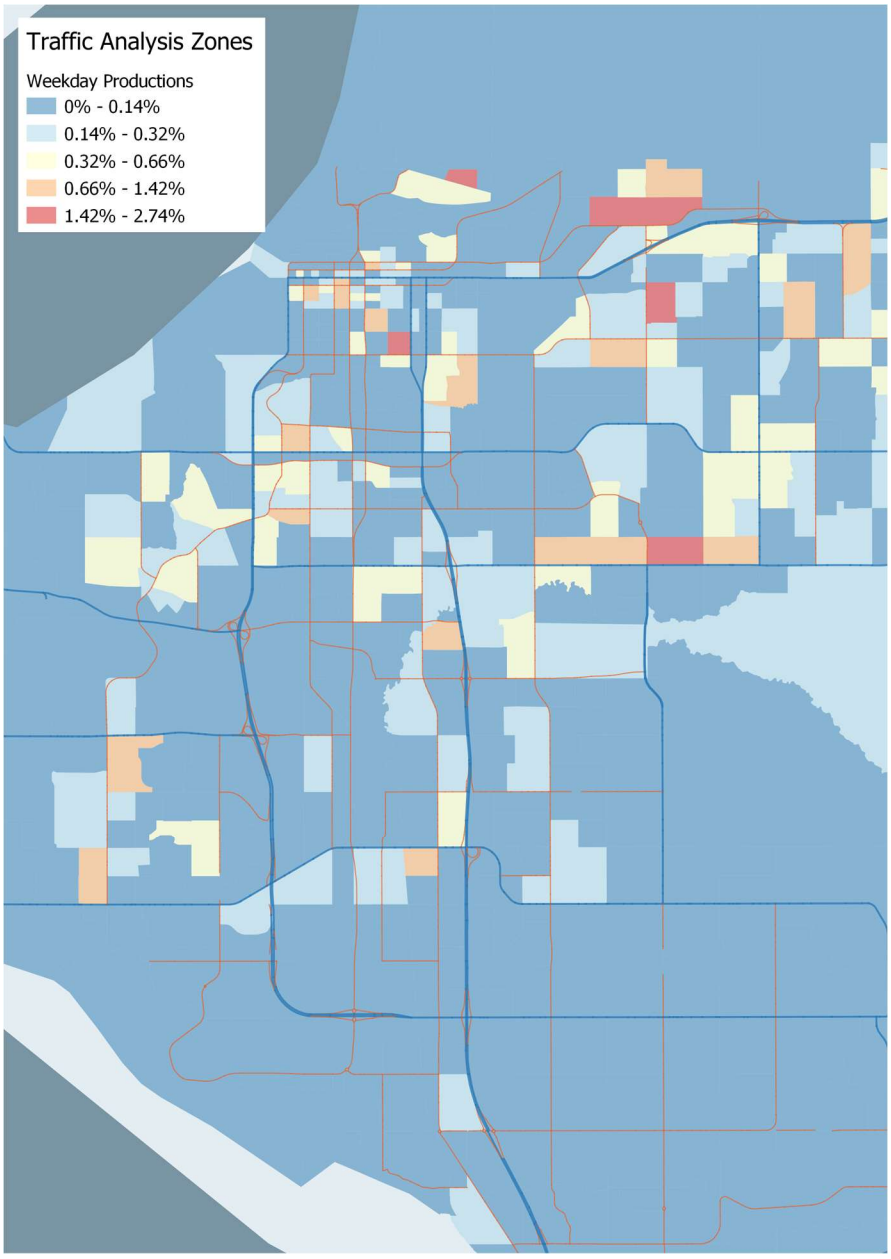
8.0 ORIGIN-DESTINATION ANALYSIS

The maps below illustrate trip production and attraction by TAZ (traffic analysis zone) district for both weekday and weekend travel. Each zone is shaded based on the percentage of total travelers who either begin or end their trip within that zone. These maps show the center of Anchorage; however, trips have origins or destinations beyond the displayed boundaries.

8.1 WEEKDAY TRIP PRODUCTION AND ATTRACTION MAPS

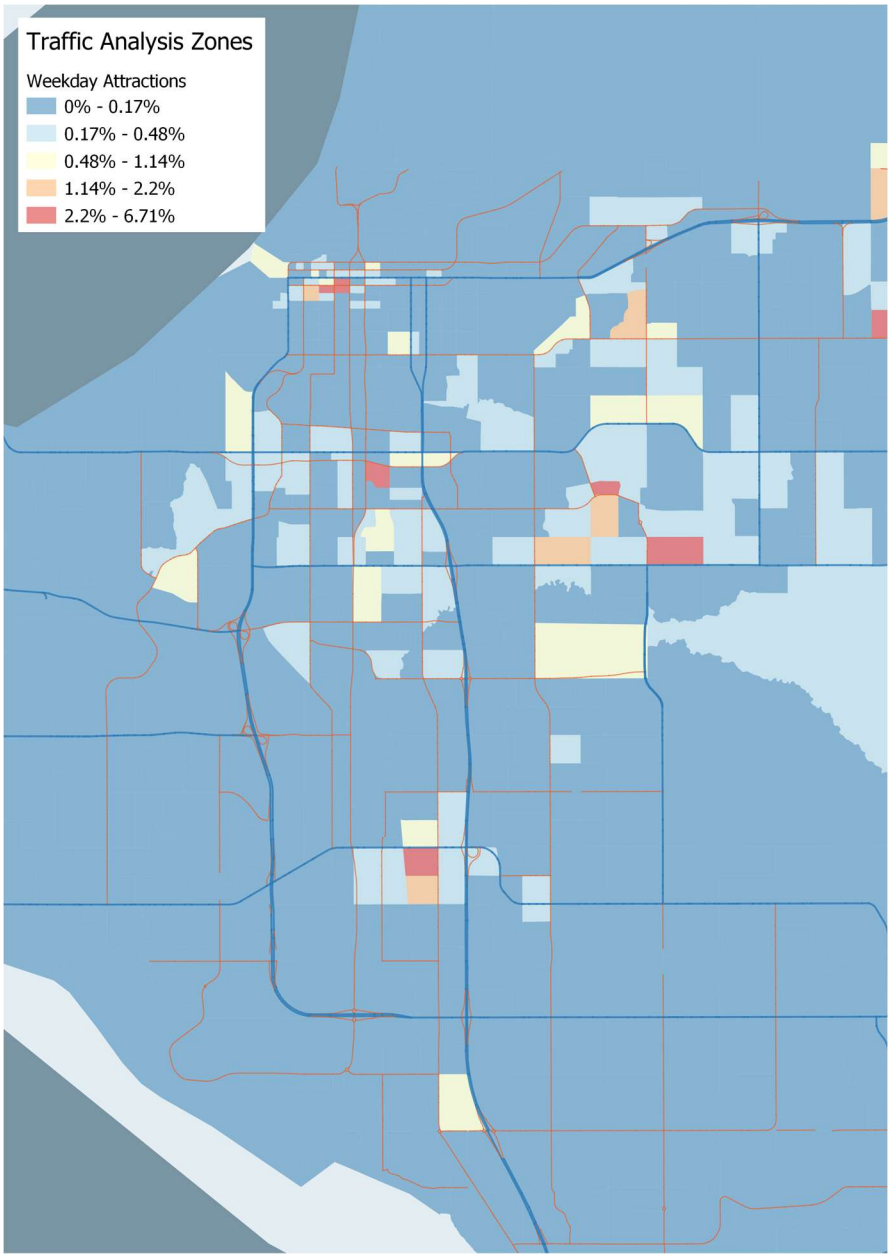
As shown in Figure 29. weekday trip productions to Figure 32, weekday trip origins and destinations are scattered throughout the region. However, many trips end in the southern parts of downtown, east of Merrill Field Airport near Alaska Regional Hospital and Northway Mall, near the University of Alaska, and along Dimond Boulevard east of the Walter J. Hickel Freeway

FIGURE 29. WEEKDAY TRIP PRODUCTIONS



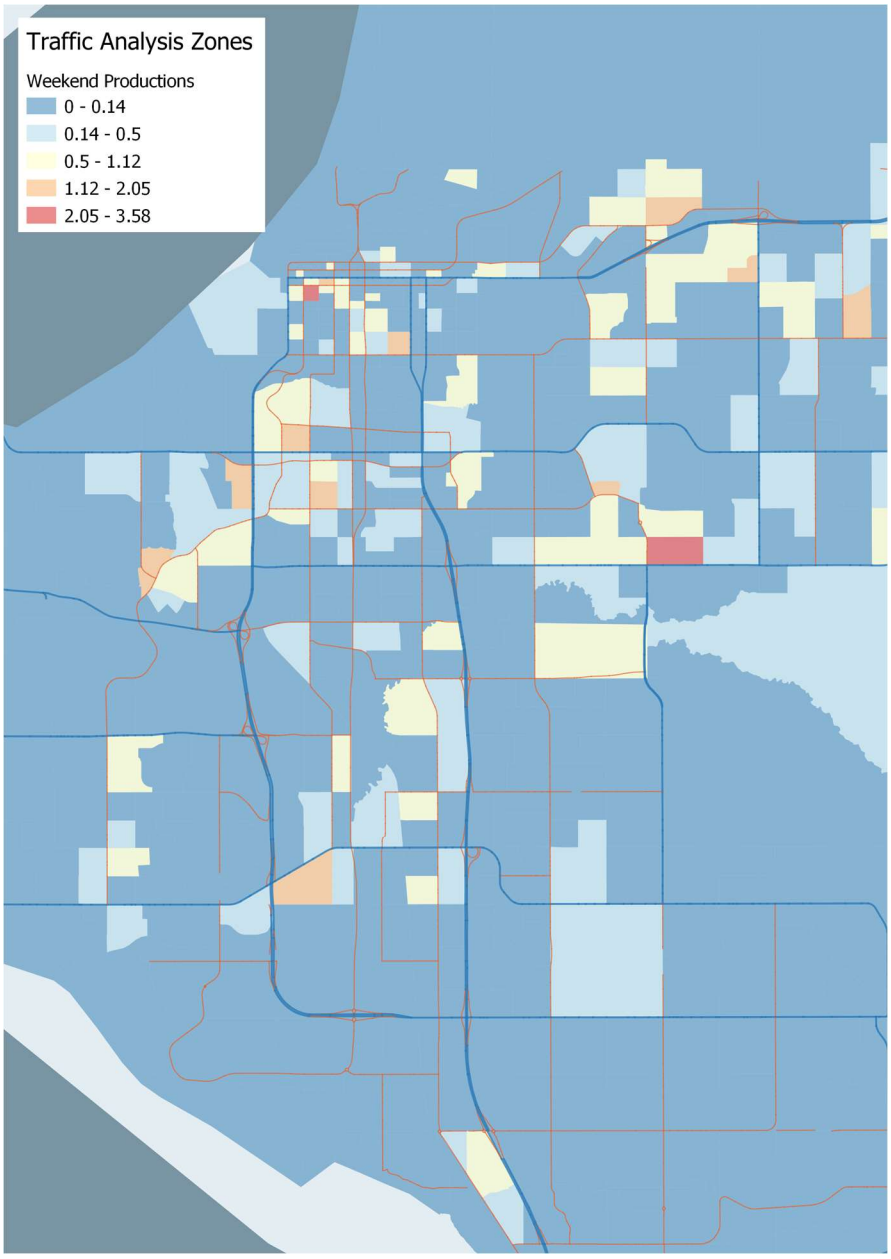
n = 1,058

FIGURE 30. WEEKDAY TRIP ATTRACTIONS



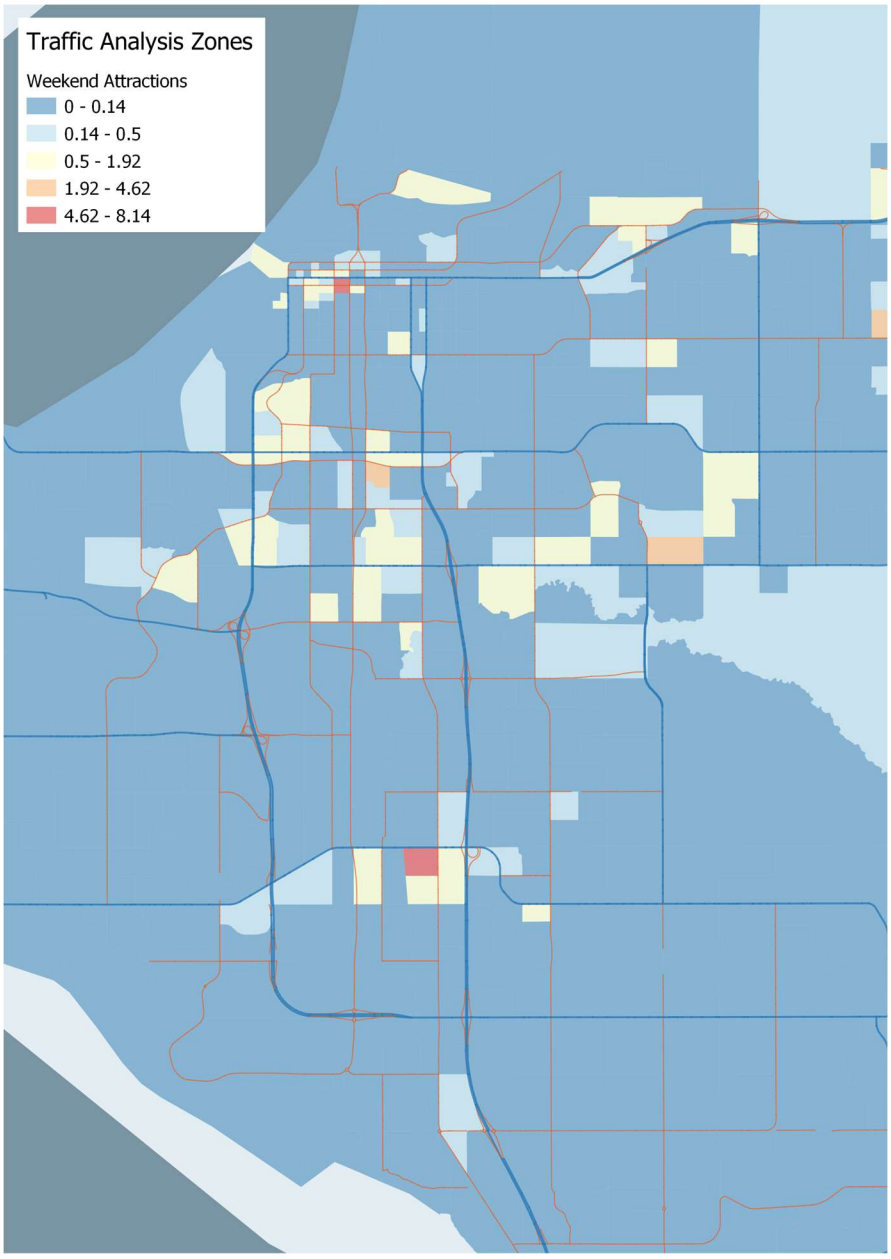
n = 1,058

FIGURE 31. WEEKEND TRIP PRODUCTIONS



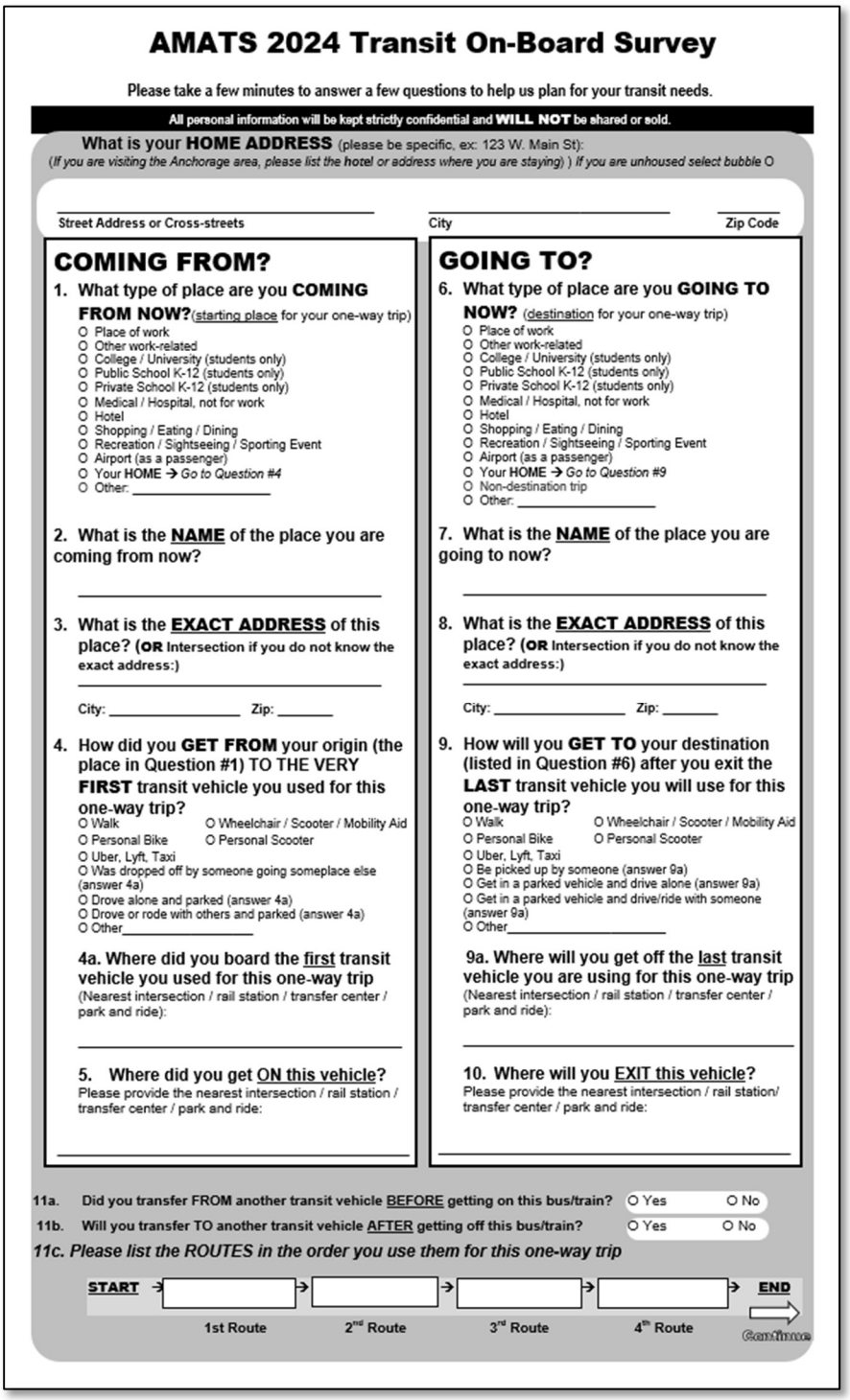
n = 307

FIGURE 32. WEEKEND TRIP ATTRACTIONS



n = 307

9.0 APPENDIX A: QUESTIONNAIRE



AMATS 2024 Transit On-Board Survey

Please take a few minutes to answer a few questions to help us plan for your transit needs.

All personal information will be kept strictly confidential and WILL NOT be shared or sold.

What is your **HOME ADDRESS** (please be specific, ex: 123 W. Main St):
(If you are visiting the Anchorage area, please list the hotel or address where you are staying)) If you are unhoused select bubble O

Street Address or Cross-streets _____ City _____ Zip Code _____

COMING FROM?

1. What type of place are you **COMING FROM NOW?** (starting place for your one-way trip)
   - O Place of work
   - O Other work-related
   - O College / University (students only)
   - O Public School K-12 (students only)
   - O Private School K-12 (students only)
   - O Medical / Hospital, not for work
   - O Hotel
   - O Shopping / Eating / Dining
   - O Recreation / Sightseeing / Sporting Event
   - O Airport (as a passenger)
   - O Your **HOME** → *Go to Question #4*
   - O Other: _____

2. What is the **NAME** of the place you are coming from now?
   _____

3. What is the **EXACT ADDRESS** of this place? (**OR** Intersection if you do not know the exact address:)
   _____
   City: _____ Zip: _____

4. How did you **GET FROM** your origin (the place in Question #1) TO THE VERY **FIRST** transit vehicle you used for this one-way trip?
   - O Walk
   - O Wheelchair / Scooter / Mobility Aid
   - O Personal Bike
   - O Personal Scooter
   - O Uber, Lyft, Taxi
   - O Was dropped off by someone going someplace else (answer 4a)
   - O Drove alone and parked (answer 4a)
   - O Drove or rode with others and parked (answer 4a)
   - O Other_____

   4a. Where did you board the first transit vehicle you used for this one-way trip (Nearest intersection / rail station / transfer center / park and ride):
   _____

5. Where did you get ON this vehicle?
   Please provide the nearest intersection / rail station / transfer center / park and ride:
   _____

GOING TO?

6. What type of place are you **GOING TO NOW?** (destination for your one-way trip)
   - O Place of work
   - O Other work-related
   - O College / University (students only)
   - O Public School K-12 (students only)
   - O Private School K-12 (students only)
   - O Medical / Hospital, not for work
   - O Hotel
   - O Shopping / Eating / Dining
   - O Recreation / Sightseeing / Sporting Event
   - O Airport (as a passenger)
   - O Your **HOME** → *Go to Question #9*
   - O Non-destination trip
   - O Other: _____

7. What is the **NAME** of the place you are going to now?
   _____

8. What is the **EXACT ADDRESS** of this place? (**OR** Intersection if you do not know the exact address:)
   _____
   City: _____ Zip: _____

9. How will you **GET TO** your destination (listed in Question #6) after you exit the **LAST** transit vehicle you will use for this one-way trip?
   - O Walk
   - O Wheelchair / Scooter / Mobility Aid
   - O Personal Bike
   - O Personal Scooter
   - O Uber, Lyft, Taxi
   - O Be picked up by someone (answer 9a)
   - O Get in a parked vehicle and drive alone (answer 9a)
   - O Get in a parked vehicle and drive/ride with someone (answer 9a)
   - O Other_____

   9a. Where will you get off the last transit vehicle you are using for this one-way trip (Nearest intersection / rail station / transfer center / park and ride):
   _____

10. Where will you EXIT this vehicle?
    Please provide the nearest intersection / rail station/ transfer center / park and ride:
    _____

11a. Did you transfer FROM another transit vehicle BEFORE getting on this bus/train? O Yes O No

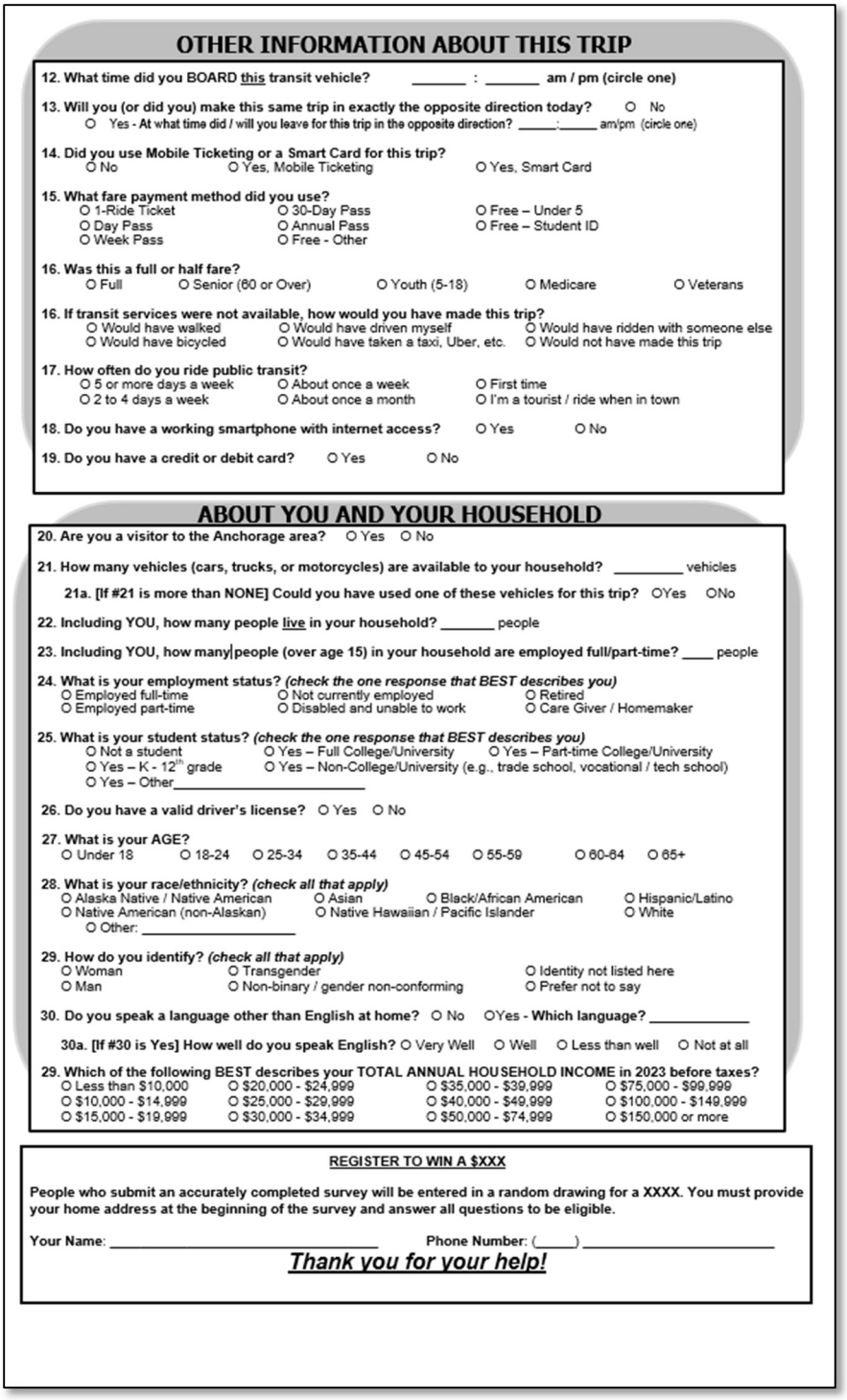
11b. Will you transfer TO another transit vehicle AFTER getting off this bus/train? O Yes O No

11c. Please list the ROUTES in the order you use them for this one-way trip

START → [ ] → [ ] → [ ] → [ ] → END

1st Route | 2nd Route | 3rd Route | 4th Route

Continue



OTHER INFORMATION ABOUT THIS TRIP

12. What time did you BOARD this transit vehicle? _____ : _____ **am / pm (circle one)**

13. Will you (or did you) make this same trip in exactly the opposite direction today? O No
O Yes - **At what time did / will you leave for this trip in the opposite direction?** _____:_____ am/pm (circle one)

14. Did you use Mobile Ticketing or a Smart Card for this trip?
O No O Yes, Mobile Ticketing O Yes, Smart Card

15. What fare payment method did you use?
O 1-Ride Ticket O 30-Day Pass O Free – Under 5
O Day Pass O Annual Pass O Free – Student ID
O Week Pass O Free - Other

16. Was this a full or half fare?
O Full O Senior (60 or Over) O Youth (5-18) O Medicare O Veterans

16. If transit services were not available, how would you have made this trip?
O Would have walked O Would have driven myself O Would have ridden with someone else
O Would have bicycled O Would have taken a taxi, Uber, etc. O Would not have made this trip

17. How often do you ride public transit?
O 5 or more days a week O About once a week O First time
O 2 to 4 days a week O About once a month O I'm a tourist / ride when in town

18. Do you have a working smartphone with internet access? O Yes O No

19. Do you have a credit or debit card? O Yes O No

ABOUT YOU AND YOUR HOUSEHOLD

20. Are you a visitor to the Anchorage area? O Yes O No

21. How many vehicles (cars, trucks, or motorcycles) are available to your household? _____ vehicles

21a. [If #21 is more than NONE] Could you have used one of these vehicles for this trip? OYes ONo

22. Including YOU, how many people live in your household? _____ people

23. Including YOU, how many people (over age 15) in your household are employed full/part-time? ____ people

24. What is your employment status? ***(check the one response that BEST describes you)***
O Employed full-time O Not currently employed O Retired
O Employed part-time O Disabled and unable to work O Care Giver / Homemaker

25. What is your student status? ***(check the one response that BEST describes you)***
O Not a student O Yes – Full College/University O Yes – Part-time College/University
O Yes – K - 12th grade O Yes – Non-College/University (e.g., trade school, vocational / tech school)
O Yes – Other_____

26. Do you have a valid driver's license? O Yes O No

27. What is your AGE?
O Under 18 O 18-24 O 25-34 O 35-44 O 45-54 O 55-59 O 60-64 O 65+

28. What is your race/ethnicity? ***(check all that apply)***
O Alaska Native / Native American O Asian O Black/African American O Hispanic/Latino
O Native American (non-Alaskan) O Native Hawaiian / Pacific Islander O White
O Other: _____

29. How do you identify? ***(check all that apply)***
O Woman O Transgender O Identity not listed here
O Man O Non-binary / gender non-conforming O Prefer not to say

30. Do you speak a language other than English at home? O No OYes - **Which language?** _____

30a. [If #30 is Yes] How well do you speak English? O Very Well O Well O Less than well O Not at all

29. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes?
O Less than $10,000 O $20,000 - $24,999 O $35,000 - $39,999 O $75,000 - $99,999
O $10,000 - $14,999 O $25,000 - $29,999 O $40,000 - $49,999 O $100,000 - $149,999
O $15,000 - $19,999 O $30,000 - $34,999 O $50,000 - $74,999 O $150,000 or more

REGISTER TO WIN A $XXX

People who submit an accurately completed survey will be entered in a random drawing for a XXXX. You must provide your home address at the beginning of the survey and answer all questions to be eligible.

Your Name: _____ **Phone Number:** (_____) _____

Thank you for your help!

10.0 APPENDIX B: GENERAL SURVEY RESPONSES

What is your age? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Under 18	5%	7%	6%
18-24	14%	12%	14%
25-34	17%	11%	15%
35-44	19%	21%	20%
45-54	14%	15%	15%
55-59	8%	11%	9%
60-64	10%	9%	10%
65+	11%	13%	12%
Other	0%	0%	0%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 683 (50%)

How do you identify? (check all that apply) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Man	53%	60%	55%
Woman	45%	39%	43%
Other	2%	1%	2%
Overall	100%	100%	100%
Column n	1042	301	1343

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1343; total n = 1365; 22 missing; effective sample size = 666 (50%)

Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2023 before taxes? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Less than $10,000	25%	23%	24%
$10,000 - $14,999	11%	16%	12%
$15,000 - $19,999	7%	6%	7%
$20,000 - $24,999	10%	11%	10%
$25,000 - $34,999	16%	20%	18%
$35,000 - $49,999	14%	9%	12%
$50,000 - $74,999	8%	6%	7%
$75,000 - $99,999	5%	4%	5%
$100,000 - $149,999	2%	4%	3%
$150,000 or more	2%	1%	1%
Overall	100%	100%	100%
Column n	854	240	1094

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1094; total n = 1365; 271 missing; effective sample size = 598 (55%)

Including YOU, how many people live in your household? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
1 person	39%	44%	41%
2 people	25%	22%	24%
3 people	12%	13%	12%
4 people	11%	7%	10%
5 people	6%	6%	6%
6 or more	7%	7%	7%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 689 (50%)

Including YOU, how many people age 15 and older in your household are employed full or part-time? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
0 people	24%	24%	24%
1 person	37%	42%	38%
2 people	23%	21%	23%
3 people	9%	9%	9%
4 people	4%	2%	4%
5 or more	3%	1%	3%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 761 (56%)

What is your employment status? (Check the one response that BEST describes you) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Employed full-time	47%	48%	47%
Not currently employed	22%	18%	21%
Employed part-time	14%	15%	14%
Retired	10%	12%	11%
Disabled and unable to work	7%	7%	7%
Care Giver / Homemaker	1%	1%	1%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 709 (52%)

What is your student status? (select the one response that BEST describes you) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Not a student	82%	86%	83%
Full-time college or university student	8%	4%	7%
K-12th grade student	5%	7%	6%
Part-time college or university student	3%	1%	2%
Vocational, tech school, or trade school student	1%	2%	1%
Other	0%	0%	0%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 761 (56%)

How many vehicles (cars, trucks, or motorcycles) are available to your household? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
No vehicles	64%	67%	65%
1 vehicle	23%	23%	23%
2 vehicles	10%	8%	9%
3 or more	3%	2%	3%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 706 (52%)

Do you have a valid driver's license? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
No	58%	61%	59%
Yes	42%	39%	41%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 683 (50%)

What is your race / ethnicity? (check all that apply) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Alaska Native / Native American	43%	41%	43%
White	38%	35%	37%
Black/African American	13%	12%	13%
Hispanic/Latino	8%	11%	9%
Asian	6%	4%	5%
Native American (non-Alaskan)	3%	4%	3%
Native Hawaiian / Pacific Islander	2%	2%	2%
Other	1%	0%	1%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 700 (51%)

Do you speak a language other than English at home? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
No	81%	80%	81%
Yes	19%	20%	19%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 647 (47%)

How well do you speak English? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Very well	80%	61%	73%
Well	14%	26%	18%
Less than well or not at all	6%	13%	8%
Overall	100%	100%	100%
Column n	215	64	279

Total sample; Weight: Combined weekday and weekend linked weight; base n = 279; total n = 1365; 1086 missing; effective sample size = 136 (49%)

Which language?1 by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Spanish	36%	37%	36%
Yupik	10%	2%	7%
Tagalog	5%	8%	6%
Inupiaq	3%	8%	5%
Thai	7%	1%	5%
Other	34%	39%	36%
Other Alaska Native/Native American Language	6%	5%	5%
Overall	100%	100%	100%
Column n	215	64	279

Total sample; Weight: Combined weekday and weekend linked weight; base n = 279; total n = 1365; 1086 missing; effective sample size = 155 (56%)

Are you a visitor to the Anchorage area? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Visitor	8%	11%	9%
Not a Visitor	92%	89%	91%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 683 (50%)

Day type survey was marked completed on by Do you have X

Column %	Row %	Has	Does not have
A working smartphone with internet access	Weekday	94%	6%
	Weekend	93%	7%
	Overall	94%	6%
A credit or debit card	Weekday	94%	6%
	Weekend	95%	5%
	Overall	94%	6%

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 666 (49%)

How often do you ride public transit? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
5 or more days a week	67%	70%	68%
2 to 4 days a week	21%	16%	20%
About once a week	4%	4%	4%
About once a month	2%	2%	2%
First time	2%	0%	1%
I'm a tourist / ride when in town	4%	7%	5%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 757 (55%)

Trip Purpose (HBW, HBSchool, HBO, or NHB) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Home-based other	48%	62%	53%
Home-based work	30%	23%	28%
Non home-based	22%	15%	20%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 686 (50%)

Detailed Trip Purpose (Work, Recreation, etc.) by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Shopping, eating, dining	30%	40%	33%
Work	34%	25%	31%
Recreating, sightseeing, sports event	18%	28%	22%
Medical/Hospital	9%	3%	7%
School K-12	3%	1%	3%
College/University	4%	0%	2%
Airport (as a passenger)	1%	1%	1%
Hotel	1%	0%	0%
Other	1%	0%	0%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 864 (63%)

What type of fare did you use for this trip? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
30-Day Pass	34%	44%	38%
Day Pass	27%	22%	26%
Single fare	15%	18%	16%
Rode free	14%	7%	12%
Student ID	6%	8%	6%
Week Pass	3%	0%	2%
Annual Pass	1%	1%	1%
Other	0%	0%	0%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 807 (59%)

Was this a full or half fare? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Full fare	77%	72%	75%
Senior (60 or Over)	15%	19%	17%
Disability	3%	3%	3%
Veteran	1%	4%	2%
Medicare	2%	2%	2%
Youth (5-18)	0%	0%	0%
Overall	100%	100%	100%
Column n	862	266	1128

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1128; total n = 1365; 237 missing; effective sample size = 553 (49%)

Did you use Mobile Ticketing or a Smart Card for this trip? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Neither	51%	57%	53%
Smart Card	24%	25%	24%
Mobile Ticketing	25%	18%	23%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 646 (47%)

What time did you GET ON this bus by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Before 6:00 am	0%	0%	0%
6:00 am - 9:00 am	11%	9%	11%
9:00 am - 3:00 pm	47%	68%	54%
3:00 pm - 7:00 pm	33%	22%	29%
7:00 pm - 10:00 pm	7%	0%	5%
After 10:00 pm	2%	0%	1%
Other	0%	0%	0%
Refused/No Answer	0%	0%	0%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 683 (50%)

How many transit vehicles did you travel on BEFORE and AFTER you boarded? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
None	77%	82%	79%
1 transfer	21%	16%	19%
2 or more transfers	2%	2%	2%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 736 (54%)

How did you GET FROM your origin by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Walk	97%	98%	97%
Bike	2%	1%	2%
Was dropped off by someone going someplace else	1%	1%	1%
Other	1%	1%	1%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 891 (65%)

How will you GET TO your destination by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Walk	97%	98%	97%
Bike	2%	1%	2%
Be picked up by someone	0%	0%	0%
Other	1%	1%	1%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 757 (55%)

Will you (or did you) make this same trip in exactly the opposite direction today? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Yes	63%	65%	63%
No	37%	35%	37%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 683 (50%)

At what time did/will you leave for this trip in the opposite direction? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Before 6:00 am	1%	0%	0%
6:00 am - 9:00 am	19%	2%	13%
9:00 am - 3:00 pm	36%	42%	38%
3:00 pm - 7:00 pm	30%	34%	31%
7:00 pm - 10:00 pm	10%	21%	14%
After 10:00 pm	5%	1%	3%
Overall	100%	100%	100%
Column n	666	188	854

Total sample; Weight: Combined weekday and weekend linked weight; base n = 854; total n = 1365; 511 missing; effective sample size = 525 (61%)

Could you have used one of these vehicles to complete this trip? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Could not have used a vehicle	74%	64%	71%
Could have used a vehicle	26%	36%	29%
Overall	100%	100%	100%
Column n	368	105	473

Total sample; Weight: Combined weekday and weekend linked weight; base n = 473; total n = 1365; 892 missing; effective sample size = 236 (50%)

If transit services were not available, how would you have made this trip? by Day type survey was marked completed on

Column %	Weekday	Weekend	Overall
Taxi, Uber, etc.	25%	27%	26%
Would not have made this trip	25%	25%	25%
Walk	20%	20%	20%
Ride with someone else	14%	19%	16%
Bicycle	11%	6%	10%
Drive myself	5%	3%	4%
Overall	100%	100%	100%
Column n	1058	307	1365

Total sample; Weight: Combined weekday and weekend linked weight; base n = 1365; effective sample size = 691 (51%)