

INTRODUCTION

Public engagement is paramount to any planning process, but it is especially a vital component of a project that will be as impactful as Pittsburgh Regional Transit's (PRT) system-wide bus network redesign. To better highlight the portions of the PRT service area that need targeted attention, as well as understand the needs and desires of the riders, the project team conducted the initial phase of public engagement across multiple mediums. This process was designed to be inclusive and transparent to build community buy-in and foster public support. The responses collected will allow for better decision-making and will result in increased accountability for the project team. The following report is a summary of the engagement activities that took place throughout the latter half of 2023 and how they continue to guide the Bus Line Redesign (BLR) development process.

ENGAGEMENT PROCESS COMPONENTS

The engagement process was designed around the concepts of transparency and ownership. Any service planning project will impact people and not everyone will benefit from every change, but the goal of the engagement process is to make it clear what the public is saying they want and how PRT is responding to this input with a new system. An important part of the engagement process was to establish committees that would engage consistently through the planning process. PRT also sought to create open lines of communication with elected officials throughout the service area. Finally, the project seeks to engage the public directly throughout the project using online and in-person activities.



Steering Committee

The project team convened a Steering Committee to provide advice to PRT throughout the planning process. The Steering Committee will be active for the duration of the project and will provide expertise and oversight on overall task work, technical deliverables, findings, and decision making throughout the project. The Steering Committee is comprised of representatives from the following groups:

- PRT (Planning, Communications, Engineering/Technical Services, Operations, and Maintenance Departments)
- Allegheny County Economic Development (ACED)
- Pennsylvania Department of Transportation (PennDOT) District 11
- Southwestern Pennsylvania Commission (SPC)
- City of Pittsburgh Departments of Planning (DCP) and Mobility & Infrastructure (DOMI)
- City and County authorities including Urban Redevelopment Authority of Pittsburgh, Housing Authority of the City of Pittsburgh, and Allegheny County Housing Authority

A full list of the Steering Committee members is included in Appendix A.

During the first round of engagement, the Steering Committee met once via Zoom on September 27, 2023, and included the following:

- **Project Overview.** The project intent (rethinking the entire bus network, taking advantage of the project's opportune timing, and creating a more user-friendly, equitable, and accessible bus network), project considerations (post-pandemic travel patterns, Downtown's transit role, project tradeoffs, inter-neighborhood connections, and operator shortages), project phases (multi-directional learning, scenario development, and implementation), and the project schedule.
- **Project Objectives.** The key project objectives are to increase geographic coverage of transit, promote equity, align with PRT guidelines, and create more efficient routes and schedules.
- **Measures of Success.** The identified measures of success for the project objectives include increased ridership, more access for communities with high equity index scores, and meeting operational needs.
- **Existing Conditions.** The existing conditions work assessed ridership and demographics of PRT's distinct types of routes and their on-time performance to provide a baseline from which to compare the network scenarios that will be developed in Phase 2 of the project.
 - Plan for different service levels. PRT has a budget for 200 more operators but similarly to other agencies across the US, it is understaffed due to the ongoing nationwide driver shortage.
 - Maximize the use of the existing fixed guideways (busways and light rail). Consider changing bus routes to connect riders more to the fixed guideways and synchronize schedules to reduce wait times.
 - Frequent-to-frequent route connections. This is what makes connections work and riders will benefit from this being a more consistent part of the system.
 - Focus on quality of service, not just quantity. It is not enough to just measure *how many* people get on the bus, but *why* they get on the bus.
 - Travel time is a key metric to build into analyses.
- **Public Engagement Plan.** In addition to presenting an overview of the project, the project team shared the public participation plan.
 - As part of the public messaging, the project team should acknowledge the things PRT is doing well today. Note what is not working, but also note what is currently working well, and build on these successes.

Elected Officials

The planning process will include regular updates to elected officials both on large virtual meetings and through one-on-one meetings, as needed. The first round of engagement included one elected official briefing held online via Zoom on October 6, 2023. The project team invited all federal, state, county, and municipal elected officials in PRT service area to attend; a list of meeting attendees is found in Appendix A.

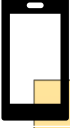
The briefing included a project overview, project objectives, measures of success, and the public and community engagement approach. The project team also shared information regarding the planned public meetings for the project with the elected officials with an ask to help share the information and promote attendance at the meetings.

Stakeholder Advisory Group

To ensure that a broader range of interests are represented in the project beyond the Steering Committee and elected officials, the project team convened a Stakeholder Advisory Group (SAG), consisting of a variety of local and regional organizations with a primary focus related to transit, mobility, and equity. The SAG will be active for the duration of the project and will serve as a touchpoint for the project team to present information to before taking it to the general public.


The first round of the public engagement process included one SAG meeting and was held online via Zoom on October 19, 2023. A list of SAG meeting attendees can be found in Appendix A. Similar to the meetings with the Steering Committee meeting and Elected Officials, the SAG meeting included a project overview, existing conditions of the bus network (including changes in daily ridership over the past several years, taking the COVID-19 pandemic into account), and the Public Engagement Plan. The project team also completed the State of the System Report that includes a deep dive on existing system ridership needs and opportunities.

Due to the size of the SAG, attendees were divided into three groups, with the groups divided along geographic areas: the North/East service area, the South/West service area, and the City/County-wide service area. Each group answered a series of questions, designed to better understand what the stakeholders think about the current bus network and service.




Assets (things PRT is doing well)

- East End service to Oakland
- Mobile app (payment and real time updates)
- High ridership (compared to other areas)
- Busways
- Access to shopping centers, schools, and hospitals, particularly within the city limits



Challenges (things that PRT needs to improve on)

- Reliability (delays, reroutes, operators)
- Lack of coverage to all areas in the county
- Infrastructure, especially at bus stops



Missing transit services

- Microtransit
- Expand hours of commuter routes
- Regular bus schedules to allow for transfers



Communities that need (better, more frequent) service

- Airport area
- Mon Valley
- McKees Rocks
- Hilltop neighborhoods
- Allegheny Valley North communities (New Kensington, Brackenridge, Tarentum, etc.)



Service delivery priorities

- First and last feet, not just miles. Sidewalks, curbs, building entrances
- Improved access to disenfranchised communities (environmental justice areas, people with disabilities)
- More frequent transit service



Goals of bus network today and five years from now

- Improved coordination with regional transit providers
- Treat all economic centers as destinations, not just Downtown Pittsburgh
- Attract more young bus riders
- Ensure transit reliant communities have

Addressing Equity through the Stakeholder Advisory Group

In addition to organizations that have a transit or mobility focus, members were also invited to address equity throughout the county. The project team specifically invited representatives from communities that have high equity index scores. Attendance at the first SAG meeting shows that there is still some additional effort that needs to be made to encourage more participation from underserved communities, including McKeesport, Braddock, Wilkinsburg, South Fayette, McKees Rocks, Monroeville, and city neighborhoods including the Hill District and Homewood.

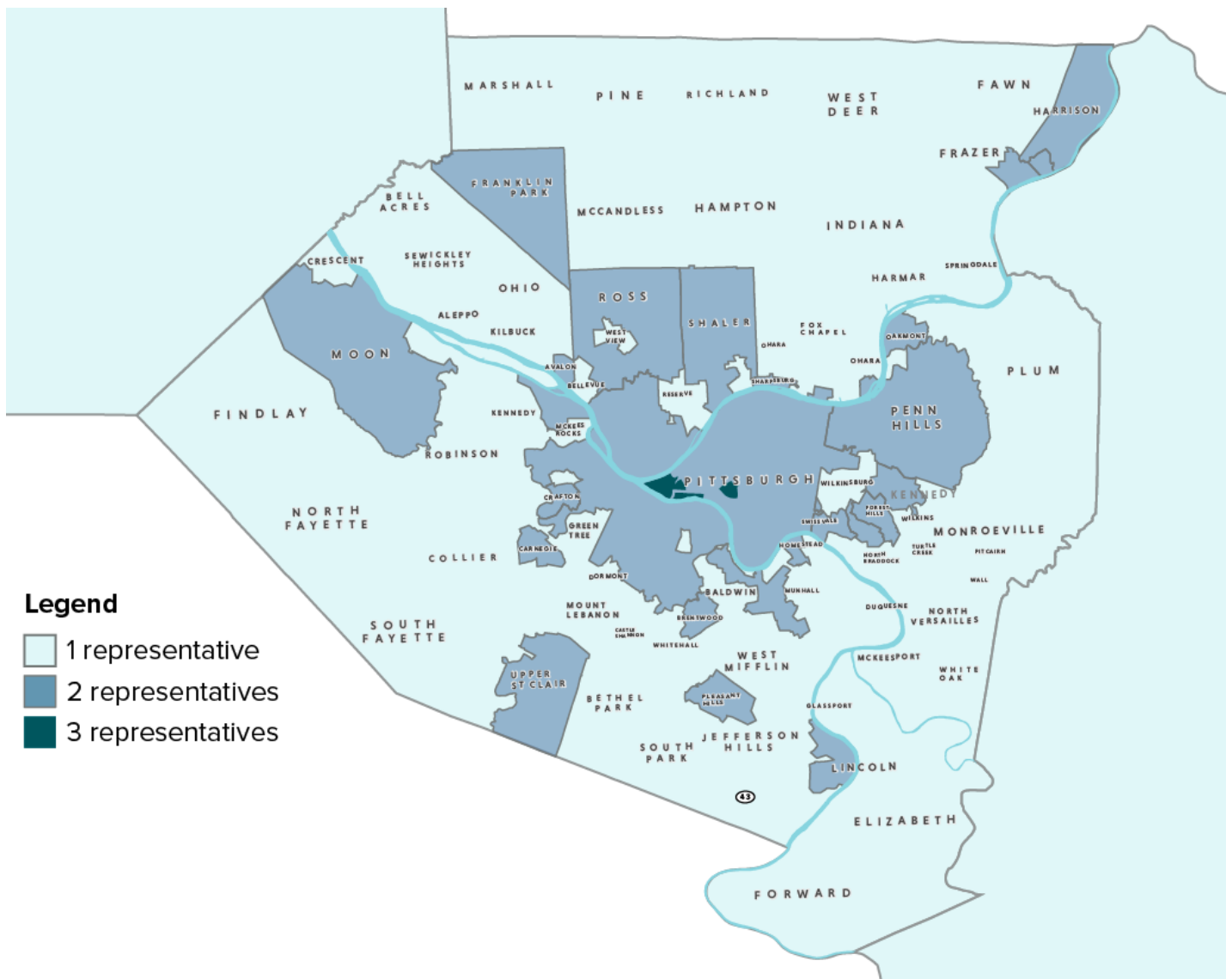


Figure 1: Number of stakeholder representatives who attended a Stakeholder Advisory Group meeting by ZIP code

Public Engagement

The overall goal of the first round of engagement was to introduce the Bus Line Redesign’s purpose and goals, review the project scope and timeline, and collect input on travel needs and preferences. Early on, the project team created a website to provide information to the public regarding the Bus Line Redesign project:

<https://engage.rideprt.org/buslineredesign>.

The first phase of public engagement consisted of three primary methods to collect input from the general public: an online survey (offered through the project website), online public meetings, and in-person pop up events.

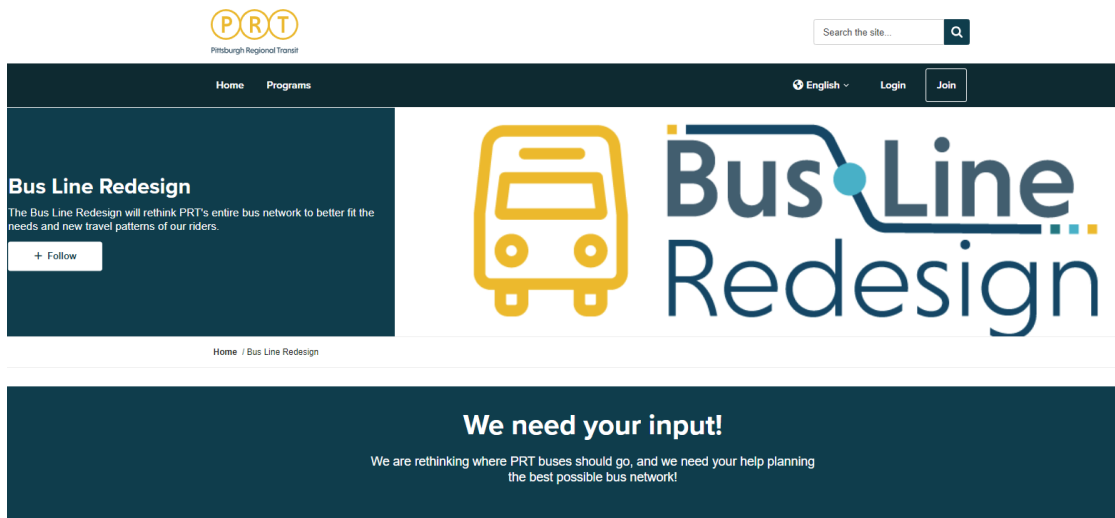
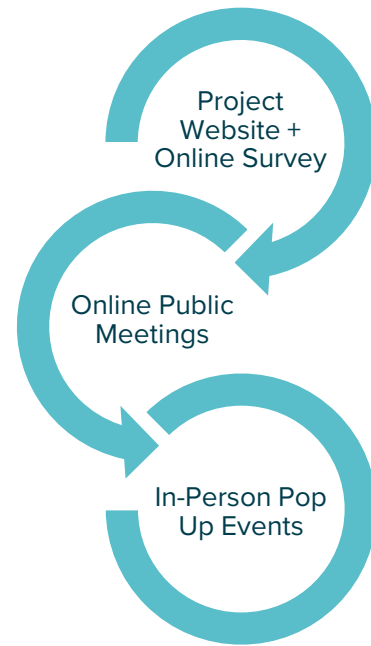
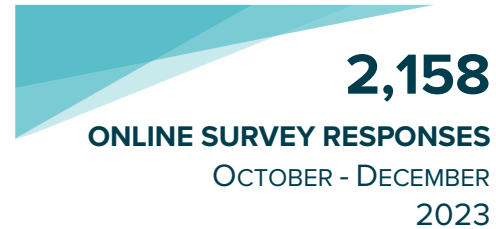


Figure 2: Bus Line Redesign Engage Page survey promotion

Online Survey

The project team launched an online survey as part of the Bus Line Redesign website serving as the first public-facing engagement activity. The goal of the survey was to gauge basic travel pattern information from respondents and to understand respondents' high-level impressions about existing transit service. The survey was available from October 19, 2023, to December 17, 2023, and a total of 2,158 responses were received.

PRT promoted the survey through their media channels, including social media, and provided ads to the SAG members to share via their channels. The survey was also promoted through the in-person pop ups and at the public meetings. The key findings are included below; the full survey questions and results are can be found in Appendix C.



2,158
ONLINE SURVEY RESPONSES
OCTOBER - DECEMBER
2023

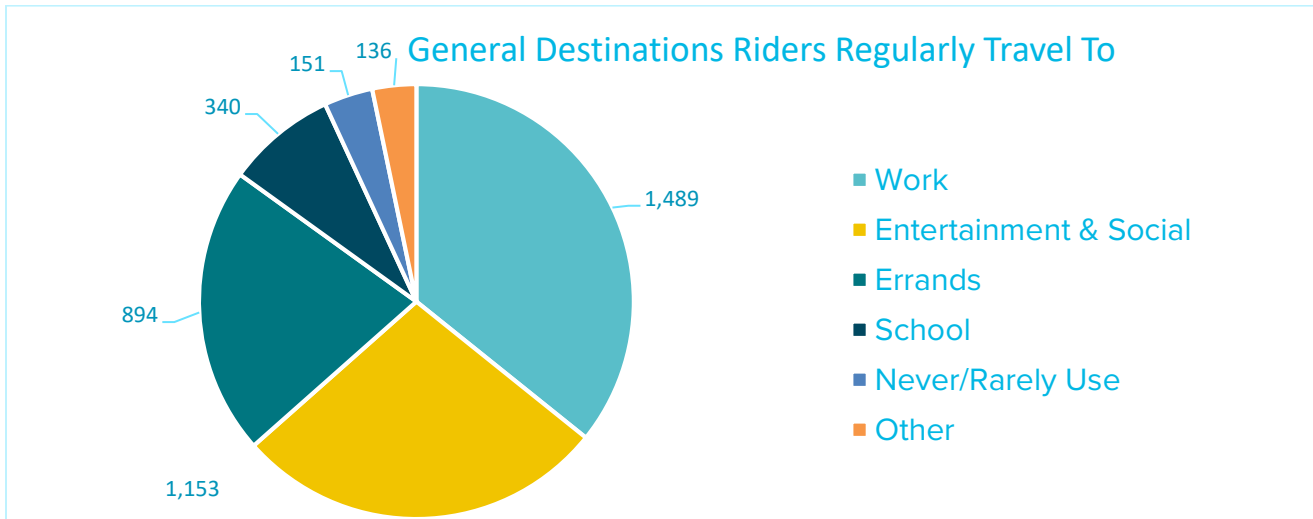


Figure 3: Work is still the top destination for riders, but entertainment/social reasons are a close second. The most common routes survey respondents use include the 61- and 71-series, 28X Airport Flyer, and light rail "T" lines.

Frequent Bus Service is the #1 Transit Priority for Survey Respondents

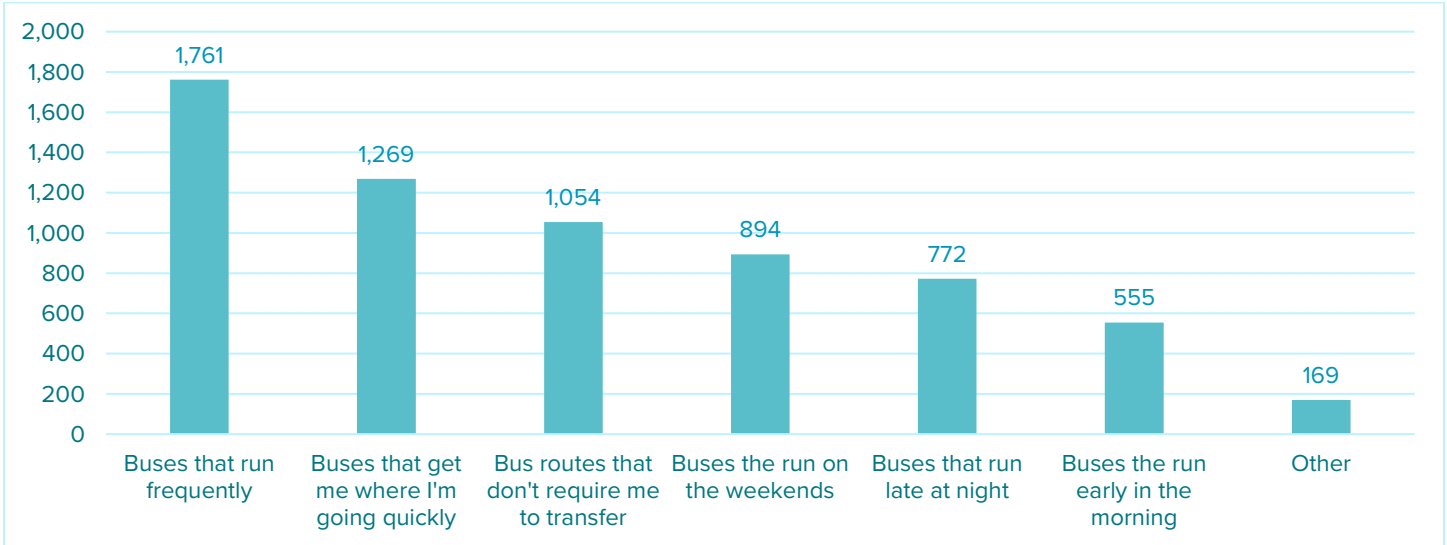


Figure 4: Frequent bus service is the top priority of survey respondents, followed by travel time and one-seat rides (those that do not require a transfer).

Frequency is the highest priority, followed by timeliness and one-seat rides (no transfers required).

The survey also asked respondents to balance tradeoffs, with the understanding that not every transit desire can be met. When asked to value length of walk to the bus vs. frequency of buses, and length of trip vs. number of transfers, most respondents indicated that they want a balance between the two but would favor longer walks to more frequent transit and would use transfers if it meant they could use more frequent and faster service.

The demographics of survey respondents is skewed towards young, white, females in higher income brackets who have access to a personal vehicle.

According to the survey, a significant number of respondents indicate that they regularly take the bus and used transit at least once in the last week. There are 27 ZIP codes within Allegheny County where no survey responses were received. However, many of these ZIP codes are located in outlying areas of the county where no transit service is currently provided today and through the project team’s Market Analysis findings, transit propensity is extremely low in the majority of these communities largely because they are more auto-centric and land use is not supportive of transit. For upcoming engagement phases, targeting outreach efforts in high equity areas with existing transit service but traditionally has a lower survey response rate, including the Mon Valley, may yield more impactful and meaningful outcomes.

Of the 27 ZIP codes where no survey responses were received, the three most populated areas are 15071 (Oakdale, Imperial, Noblestown), 15214 (Ross, Reserve, Perry South, Perry North, Northview Heights, Summer Hill), and 16046 (Mars, Seven Fields). Additional details about these three ZIP codes are described below.

- 15071 includes areas such as Noblestown, North Fayette, and Oakdale and is a large, suburban area without PRT service. Efforts could be made during the next phase of engagement to determine if extending PRT service to this area is desired.
- 15214 includes Perry South, Perry North, Northview Heights, and Summer Hill. This area has several fixed route transit lines and has both high transit propensity and equity need. Efforts should be made during the next phase of engagement to ensure that this area is targeted to determine their transit needs.
- 16046 includes Mars, is adjacent to Cranberry Township, and is without service. While this area does not have high transit propensity or equity needs, it does have a large population, and is identified as a corridor project in NEXTransit. Efforts could be made during the next phase of engagement to determine if extending PRT service to this area is desired.

Pop-Ups

The purpose of the pop-ups was to introduce the Bus Line Redesign to the public, collect input about their experience taking transit, and promote the online survey and upcoming public meetings. Pop-up events included a variety of activities, aimed at collecting information from underrepresented and underserved communities, such as attending existing meetings (i.e., the Hill District CDC meeting), attending existing events (i.e., the North Side Farmers Market), and staffing a table/tent near destinations served by transit (i.e., the Target in Downtown Pittsburgh, Clairton Library, and the McKeesport Transportation Center). The pop-ups were advertised via PRT social media, shared with the Stakeholder Advisory Group to share with their networks, and on the project website. Over 500 comments were collected at the pop-ups, which were synthesized into nine themes. A full pop-up list can be found in Appendix B.

A graphic with a teal-to-white gradient background. It features the text "500+" in large, bold, dark blue font, followed by "UNIQUE COMMENTS" in a smaller, bold, dark blue font. Below that, it says "COLLECTED AT" in a smaller, dark blue font, followed by "23 POP-UP EVENTS AROUND ALLEGHENY COUNTY" in a bold, dark blue font.

Knowing that online surveys often skew results towards a younger, more affluent demographic, the project team also hosted 23 pop-up events across Allegheny County. Pop-up locations were selected by comparing several factors, including PRT equity index score (includes four demographic factors: low-income households, cost-burdened renters, racial and ethnic minorities, and households with no vehicles), population, availability of viable pop-up locations, and success of past engagement efforts held at the proposed pop-up location.

Within Allegheny County, 25% of all block groups receive an equity score of .25 or greater (a list of these areas by zip code is included in Appendix E). To ensure that people from these communities are engaged, pop-ups were prioritized to be held in high equity areas; 18 of the 23 pop-ups were held in a high-equity block group.

Several locations that did not fall within a high equity block group were chosen because of their draw for residents from nearby priority areas. For example, the West Mifflin Walmart pop-up captured bus riders from Clairton and McKeesport, which are nearby transit-dependent communities. Monroeville Mall is another example of a regional employment center that draws transit riders from many nearby areas.

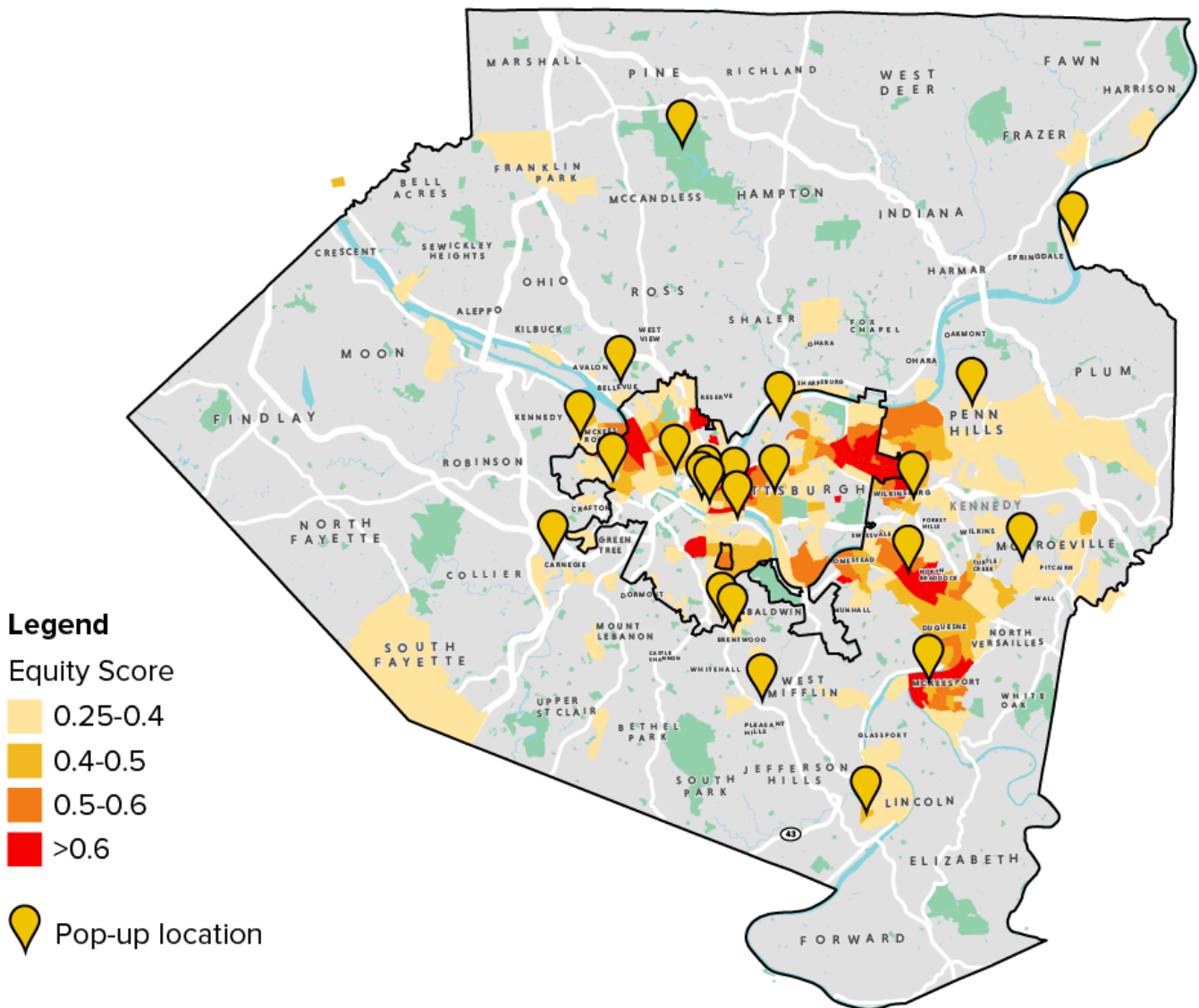


Figure 4: Pop-up locations and communities with high equity index scores



Photo from Hill CDC stakeholder meeting



Photo from the pop-up event at the McKeesport Transportation Center



Photo from the pop-up event at the Target Downtown



Photo from the pop-up event at the Sto-Rox Library

Figures 5: Pictures from various pop-up locations held during phase one engagement

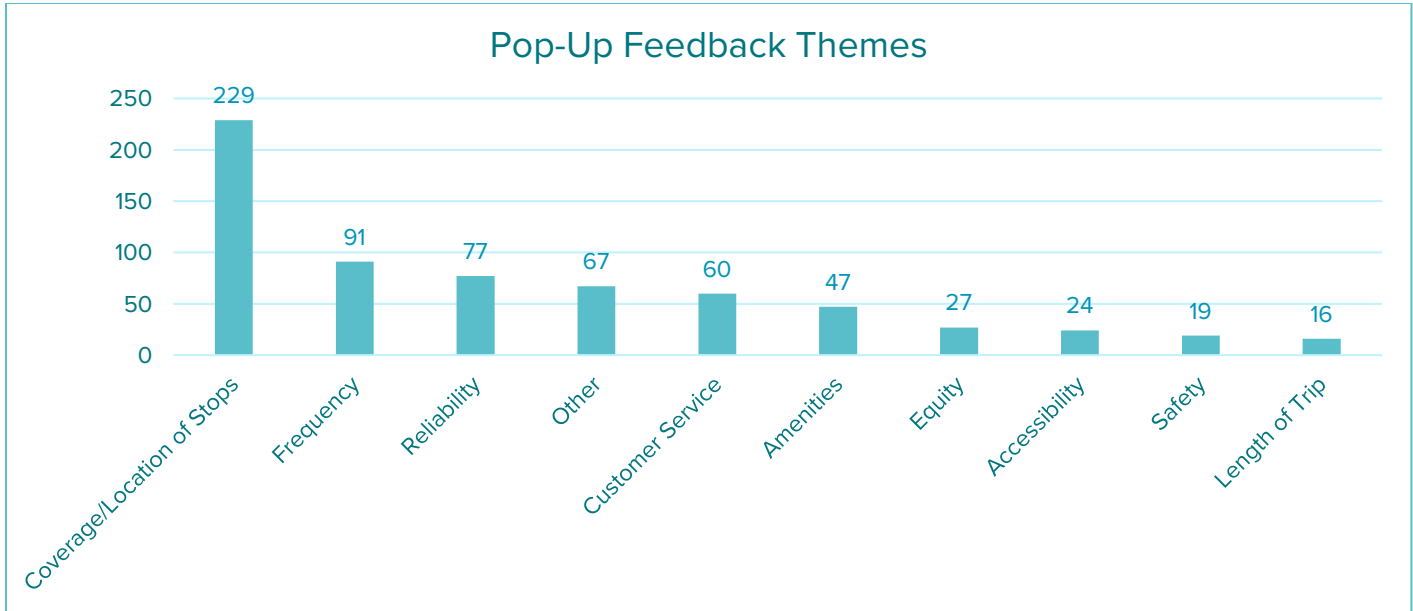


Figure 6: General feedback themes summarized results from the pop-ups held during phase 1 of BLR engagement

The frequency and reliability of bus service are the highest priorities.

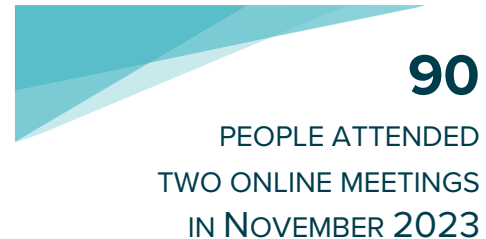
Frequency of buses is a top priority for respondents. Many respondents indicate that they want more consistent and reliable departures, more frequent buses, and late-night service. For the ‘other’ responses, answers varied widely and ranged from questions on how to become an operator, specific reasons why transit does not work for their lifestyle, and requests for greenspace and better design at stations.

Many people want to take PRT to the Airport area, Oakland, and other neighborhoods without having to go Downtown.

- **Downtown** - Many people would like to travel in between neighborhoods without going through or transferring Downtown, while others would like easier and faster access to Downtown.
- **The Airport area** - Access to and from the airport is consistently difficult, as the bus becomes overcrowded during holiday seasons, and has specific boarding and alighting restrictions.
- **Oakland** - As public conversation about the PRTX and the associated University Line route changes was ongoing during the pop-ups, many comments requested the restoration of short-turned Oakland routes to Downtown. In addition, comments requested better direct access to Oakland from other areas in the region, particularly from areas in the northern portion of the County.
- **Northside & Southside** – ‘Other’ locations mentioned includes the Northside and South Side. Regional coverage of the bus system was often mentioned and requests for specific bus stop locations were captured. The primary request was for bus stops to be closer to the entrances of grocery stores and other shopping areas and increase accessibility to both the bus network and shopping opportunities.

Public Meetings

About midway through the first phase of engagement, the project team hosted two online meetings via Zoom on November 14, 2023, at 5:30 PM and November 16, 2023, at 11:30 AM, with a combined attendance of 90 people. PRT promoted the meetings through their media channels, including social media, and provided ads to the SAG members to share with their networks. The meetings were also promoted through the in-person pop ups and the project website.

A decorative graphic featuring a teal triangle pointing to the right, with the number "90" in a large, bold, dark teal font. Below the number, the text "PEOPLE ATTENDED TWO ONLINE MEETINGS IN NOVEMBER 2023" is written in a smaller, dark teal font.

90
PEOPLE ATTENDED
TWO ONLINE MEETINGS
IN NOVEMBER 2023

Similar to the SAG meeting, the public meetings included a project overview, existing conditions of the bus network (including changes in daily ridership over the past several years, taking the COVID-19 pandemic into account), and the public engagement plan. The project team also presented the State of the System Report, containing information about transit supply, travel patterns, transit service metrics, planned capital projects, and gaps and opportunities. Due to the size of the meetings, attendees were divided into two groups to facilitate discussion.

Connections and routes that are working:

- Routes that connect in between neighborhoods outside of Downtown, such as connections from the Southside to Oakland
- Use the busways more: additional routes and/or better connections from the busway to other neighborhoods
- The East End is served well by transit and when the buses are reliable, the experience is good

Improve service through:

- Airport area connections
- The 61- and 71-series routes; recent service changes have not been well received
- Inter-neighborhood (outside of Downtown) connections
- Create transit hubs where there are transfer possibilities between multiple routes
- Connections between the west and north
- Connections to the East End communities
- Reliability of service
- Higher frequency to avoid bus overcrowding

Walking distance vs. length of time on bus: a longer walk to a bus stop can reduce the travel time on the bus

- Topography is particularly important when considering length of walk
- A two-minute walk for some may be a lot longer for others with mobility challenges
- Making connections can be difficult if bus stops are not close together
- Local and express buses could satisfy both options
- Fewer lines with more frequency are preferred, so long as buses are reliable, arrive frequently, and headways are oriented to a clock-face schedule
- Longer walks are okay if buses are reliable and there are comfortable places to wait

- Transfers need to be easier – bus stop spacing adjustments needed
- Frequency is important for flexibility in planning
- Restore use of clock headways

Additional comments include:

- Desire for several night routes, understanding that it would not be feasible for the entire bus network
- Discussion about microtransit, the definition of what it is, and how accessible it is
- How reduced fare programs can increase ridership
- How will PRT measure the impact of the changes to the bus network? Concerned about PRT’s ability to deliver this redesign, and how standards will be maintained
- Frustrated with frequency and reliability off routes today
- Improve PRT communications and be more transparent with data

Poll Results

Several polls were taken during the public meetings, and the full results can be found in Appendix D. Questions were taken from the online survey, and asked attendees about travel patterns and transit values. Most attendees stated that they ride the bus for social engagements or for work and ride the bus two or three days a week. Most attendees had taken the bus within the last week (in relation to the date of the public meeting). The two most highly rated transit values were frequency of buses and length of trip.

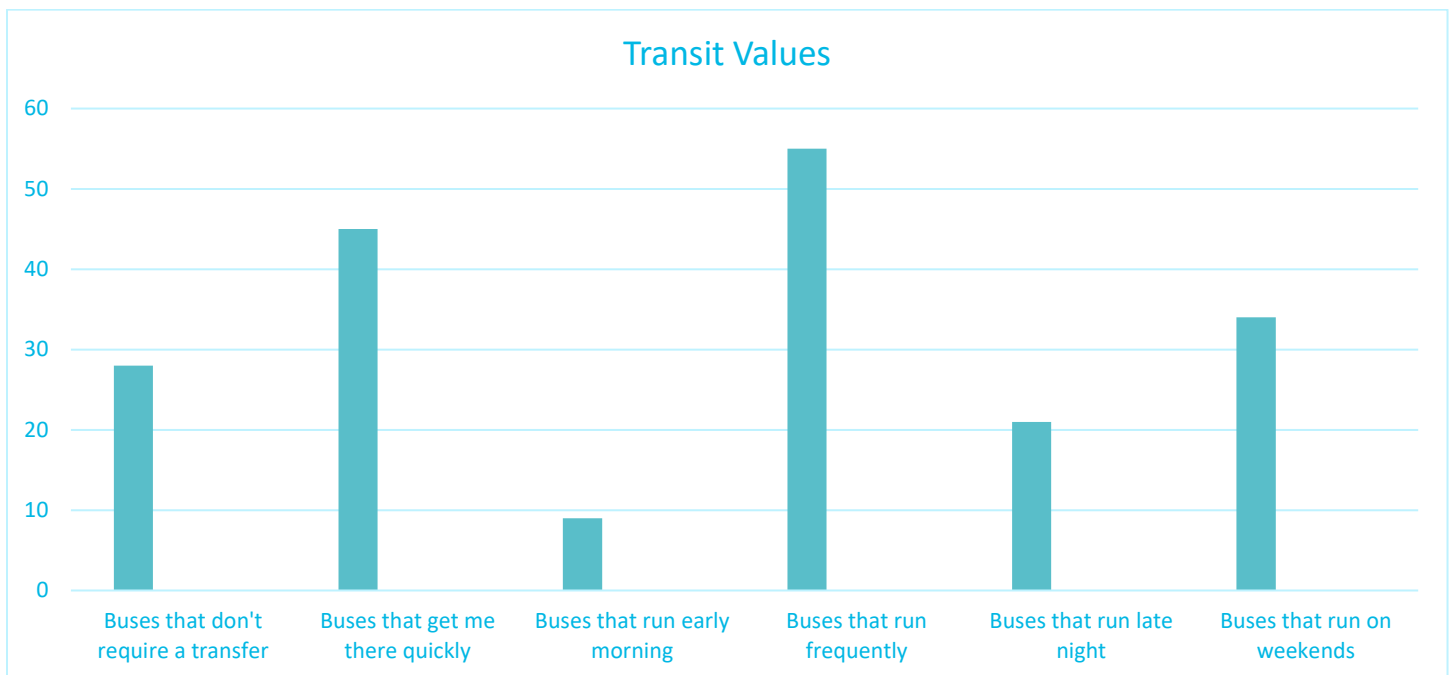


Figure 7: Poll results from the public meeting when attendees were asked to select their top transit values.

APPENDIX A – MEETING ATTENDANCE

Steering Committee Attendance

Name	Organization
Adam Brandolph	Pittsburgh Regional Transit
Allison Cotte	Pittsburgh Regional Transit
Amy Silbermann	Pittsburgh Regional Transit
Andre Carr	Pittsburgh Regional Transit
Angie Martinez	City of Pittsburgh
Ann Ogoreuc	Allegheny County
Derek Dauphin	Pittsburgh Regional Transit
Eleanor Newman	Pittsburgh Regional Transit
James MacNeil	Pittsburgh Regional Transit
Jessica Delaney	Pittsburgh Regional Transit
Matthew McConnell	Pittsburgh Regional Transit
Phillip St. Pierre	Pittsburgh Regional Transit
Rey Sosa	City of Pittsburgh
Stevie Mathews	Pittsburgh Regional Transit
Tom Klevan	Southwestern Pennsylvania Commission
Brandon Wilson	Urban Redevelopment Authority of Pittsburgh
Darnise Demery	Pittsburgh Regional Transit
Charles Rompala	Pittsburgh Regional Transit
Janai Williams Smith	E-Holdings
Alexis Meier	E-Holdings
Ryann McMahon	E-Holdings
Justin Miller	Michael Baker International
Jim Baker	Nelson\Nygaard
Stephanie Kambic	Michael Baker International
Kathryn Schlesinger	Michael Baker International

Stakeholder Advisory Group Attendance

Name	Organization
Alan Blahovec	Westmoreland County Transit Authority
Alena Anderson	United Way
Alex Graziani	Borough of Churchill
Allison Harnden	City of Pittsburgh
Amy Criss	Amazon
Angela Martinez	City of Pittsburgh
Adam Ravenstahl	Ross Township
Amy Rockwell	Harrison Township
Bethani Cameron	Mobilify
Adam Benigni	Upper St. Clair Township
Dominique Davis	Borough of Braddock
Scot Fodi	Oakmont Borough
Denise Tocco	Borough of Brackenridge
Cheryl Sorrentino	Braddock Hills Borough
Brandon Wilson	Urban Redevelopment Authority of Pittsburgh
Cristina Ballarta Silva	Latino Community Center
Chris Lovato	Shaler Township
Chris Sandvig	Mobilify
Deneen Underwood	Carnegie Borough
George Zboyovsky	Brentwood Borough
Ian Ramsey	Freedom Transit
Jaclyn Karolski	Allegheny County
Jeff Garstka	Sports & Exhibition Authority
Jonathan Pearson	University of Pittsburgh
Jodi Lincoln	Action Housing
Joshua Miser	Swissvale Borough
Jim Price	Crafton Borough
Joy Ruff	Local Government Academy
Kelly Theiss	Pleasant Hills Borough
Kellie Lesniak	Carnegie Borough
Katie Stringent	Moon Township
Kathy Ulanowicz	Blawnox Borough

Name	Organization
Laura Chu Wiens	Pittsburghers for Public Transit
Leanne McLaughlin	Avalon Borough
HOWARD BEDNAR	City of Clairton
Ray McCutcheon	Coraopolis Borough
Christine DeRunk	Sharpsburg Borough
Dwight Boddorf	Tarentum Borough
Mary Jo Morandini	Beaver County Transit Authority
Melissa Fuller	Boys & Girls Club of Western Pennsylvania
Mark Minoski	Duquesne University
Megan Patton	City of Pittsburgh Schools
Mavis Rainey	Oakland Transportation Management Association
Frank Porco	Forest Hills Borough
Ron Borczyk	Ross Township
Rege Ebner	Franklin Park Borough
Rey Sosa	City of Pittsburgh
Steve Beuter	Carnegie Borough
Scott Brillhart	Moon Township
Roberta Farls	Stowe Township
Seth Bush	Bike Pittsburgh
Shawn Hicks	African American Chamber of Commerce of Western Pennsylvania
Ted Black	Point Park University
Tyler Schaub	Pittsburgh Community Reinvestment Group

APPENDIX B – POP-UP LOCATIONS

Location	Zip code	Date	Time
Wilkinsburg Station	15221	10/23/2023	7:00 – 9:30 AM
McKeesport Transportation Center	15132	10/24/2023	7:30 – 10:00 AM
Bellevue Farmers Market	15202	10/25/2023	3:00 – 6:00 PM
Market Square Farmers Market	15222	10/26/2023	11:00 AM – 2:00 PM
Braddock Trunk or Treat	15104	10/28/2023	2:00 – 5:00 PM
Carnegie Library Southside	15203	10/30/2023	12:00 – 3:00 PM
Atwood Station	15213	10/31/2023	10:00 AM – 1:00 PM
Target Downtown	15219	11/1/2023	11:00 AM – 2:00 PM
Walmart (West Mifflin)	15122	11/2/2023	11:00 AM – 2:00 PM
Northside Farmers Market	15212	11/3/2023	3:00 – 6:00 PM
Sheraden Station	15204	11/8/2023	8:00 – 11:00 AM
Carnegie Library Carrick	15210	11/8/2023	1:00 – 4:00 PM
Lawrenceville Farmers Market	15201	11/14/2023	3:00 – 6:00 PM
Sto-Rox Public Library	15136	11/14/2023	10:00 AM – 1:00 PM
Carrick Farmers Market	15210	11/15/2023	3:00 – 6:00 PM
North Park Boathouse	15101	11/16/2023	2:00 – 5:00 PM
Clairton	15025	11/17/2023	10:00 AM – 1:00 PM
Light Up Night	15222	11/18/2023	3:00 – 6:00 PM
Carnegie Holiday Farmer's Market	15106	11/19/2023	12:00 – 3:00 PM
New Kensington	15068	11/27/2023	1:00 – 3:00 PM
Monroeville Mall	15146	11/28/2023	2:00 – 5:00 PM
Penn Hills Library	15235	11/29/2023	4:00 – 6:00 PM
Hill District Community Meeting	15219	11/30/2023	6:00 – 8:00 PM

During the 23 pop-up events general feedback on existing transit service, needs, and opportunities was collected and recorded in a comment log. The [comment log](#) is categorized by location and includes additional fields including thematic area, relevant route or geographic area, and additional insights from one-on-one conversations during pop-ups.

APPENDIX C – PHASE ONE SURVEY QUESTIONS, SUMMARIZED RESULTS, & ANALYSIS

Survey Questions

Your Travel Patterns

1. When you ride PRT, where are you typically going? (check all that apply) Required
 - Work
 - School
 - Errands
 - Entertainment/Social
 - I never/hardly ever use PRT
 - Other (please specify)
2. How often do you typically ride PRT? Required
 - 6+ days per week
 - 4-5 days per week
 - 2-3 days per week
 - 1 day per week
 - 1-3 times per month
 - Less than once a month
 - Never
3. What is your current home ZIP code? Required
4. When was the last time you took a trip on a PRT bus? Required
 - Today
 - In the past week
 - In the past month
 - In the past year
 - Not since before the pandemic shutdown (March 2020)
 - Never
5. When taking the bus, what route(s) do you typically take? Required. Please choose up to 3
6. Do you own or have regular access to a vehicle?
 - Yes
 - No

Values and Trade-Offs

Consider the following four trade-off scenarios outlined below. Select the option that most closely corresponds with your preference between the trade-offs.

1. Shorter walk to a bus that comes less frequently, or a longer walk to a bus that comes more frequently
2. A faster/more frequent trip with transfers, or a slower/less frequent trip with no transfers
3. Of the following transit values, what are the three most important values to you? Required Please pick your top three
 - Buses that run late at night
 - Buses that run early in the morning
 - Buses that run frequently
 - Buses that get me where I'm going quickly
 - Bus routes that don't require me to transfer
 - Buses that run on the weekends
 - Other (please specify)

About You

The demographic information you provide PRT is very important. It will allow us to best identify and calculate transit propensity and need.

1. What is your current age?
 - 16-19
 - 20-24
 - 25-44
 - 45-54
 - 55-59
 - 60+
 - prefer not to answer
2. What gender do you identify with?
 - Female
 - Male
 - Other
 - Prefer not to answer
3. What race/ethnicity do you identify with?
 - Caucasian/White
 - African American/Black
 - Hispanic/Latino
 - Asian/Pacific Islander
 - Native American/Alaska Native
 - Middle Eastern/North African
 - Prefer not to answer
 - Other (please specify)
4. What is your average annual household income?
 - Less than \$10,000
 - \$10,000 - \$14,999
 - \$15,000 - \$19,999
 - \$20,000 - \$24,999
 - \$25,000 - \$34,999
 - \$35,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 - \$124,999
 - \$125,000 - \$149,999
 - \$150,000 +
 - Prefer not to answer

5. What is the primary language spoken in your home?

- English
- Spanish
- Vietnamese
- Chinese - Cantonese
- Chinese - Mandarin
- Arabic
- French
- Italian
- Nepali
- Portuguese
- Other (please specify)

6. What's the best way for us to engage with you during the planning process? Required. Select all that apply

- Social Media
- Emails
- Text Messages
- Newsletters
- Project website (engage.rideprt.org/buslineredesign)
- Attend a community meeting
- Stop by a table or pop-up event
- Stop into our Customer Service Center (Downtown Pittsburgh)
- Signage on buses/at bus stops
- Other (please specify)

Selection of results from the online survey

Race

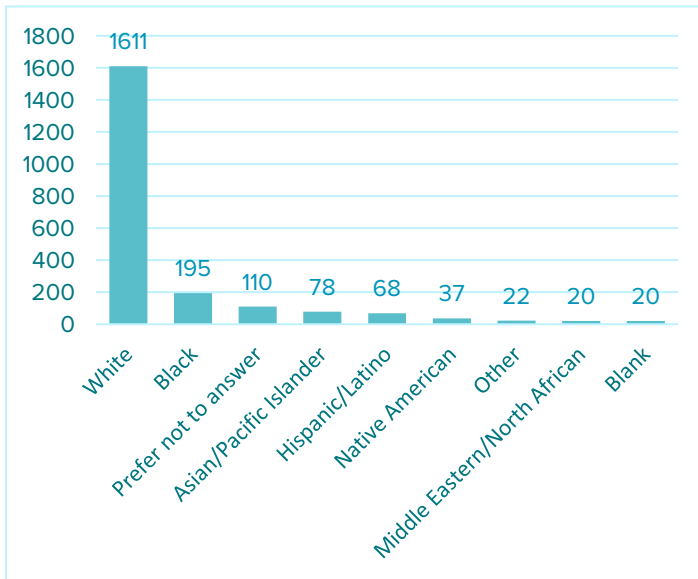


Figure 8: Responses by Race

Age

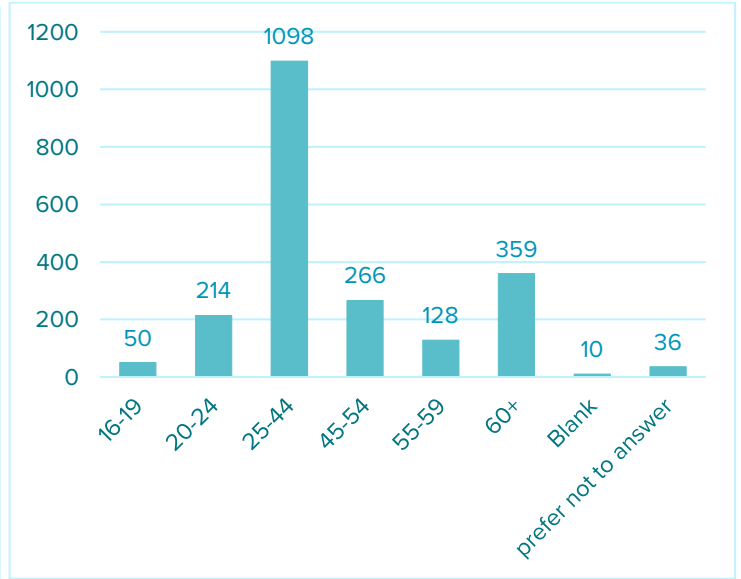


Figure 9: Responses by Age.

Gender

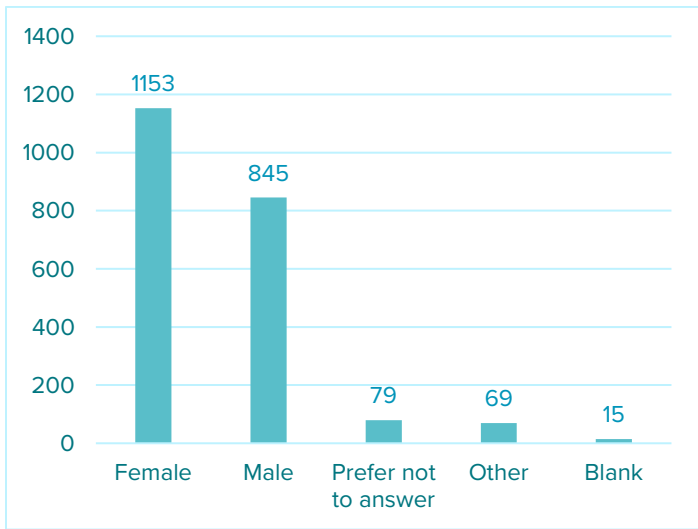


Figure 10: Responses by Gender

Income

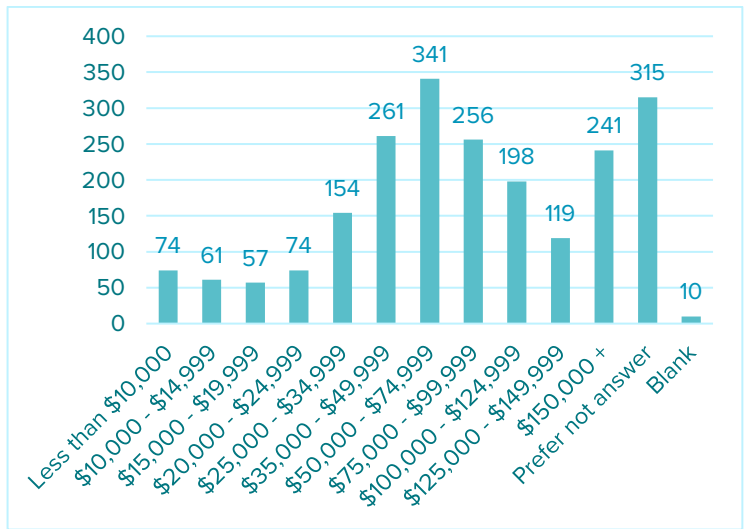


Figure 11: Responses by Income.

When you ride PRT, where are you typically going? (multiple choice)

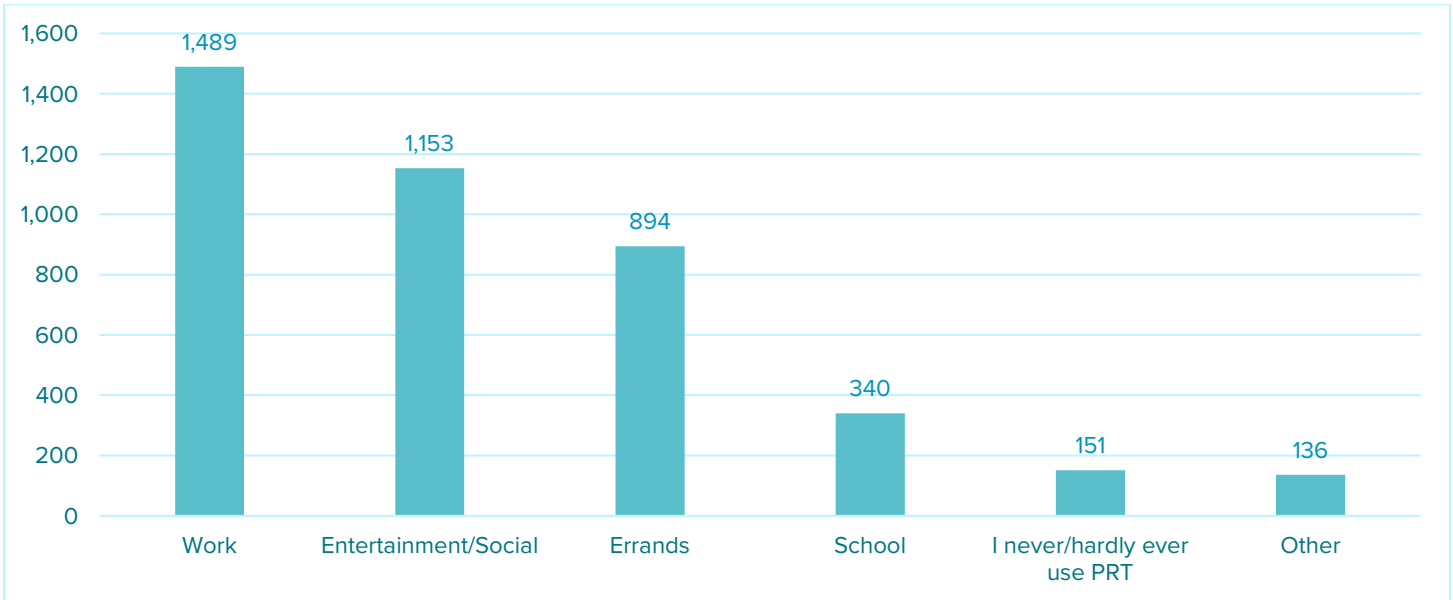


Figure 12: How Respondents are Using PRT

When taking the bus, what route(s) do you typically take?



Figure 13: Most Commonly Used Bus Routes

Of the following transit values, what are the three most important values to you? (multiple choice)

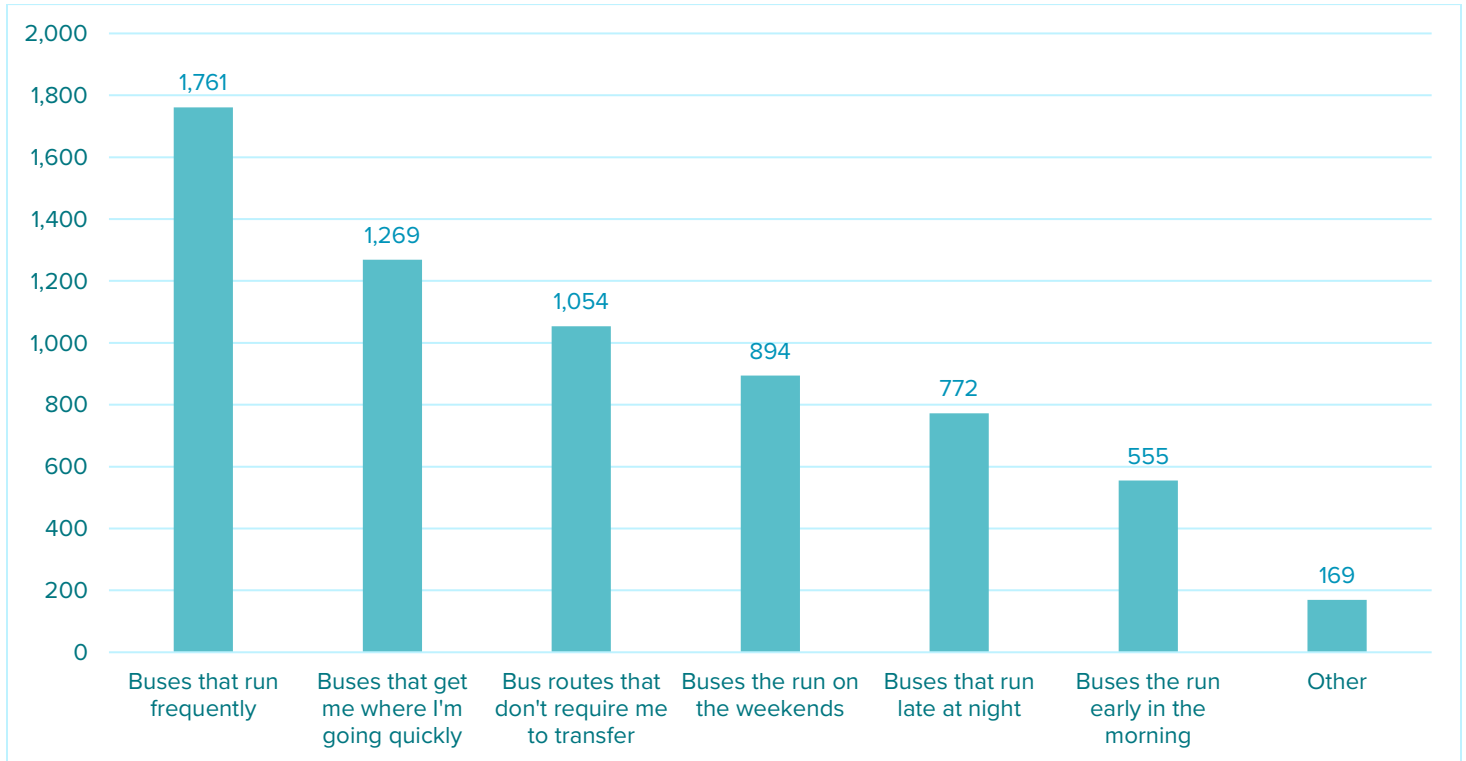


Figure 14: Transit Values

Which would you prefer?

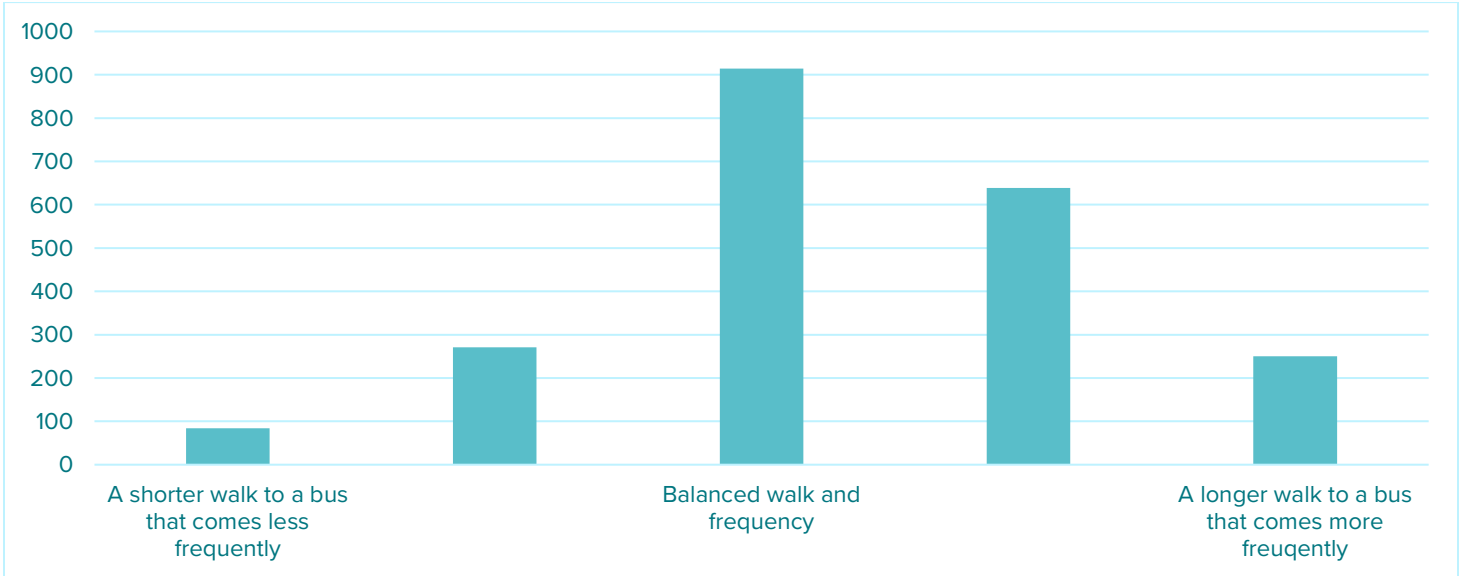


Figure 15: Rider Preferences: Walking vs. Frequency

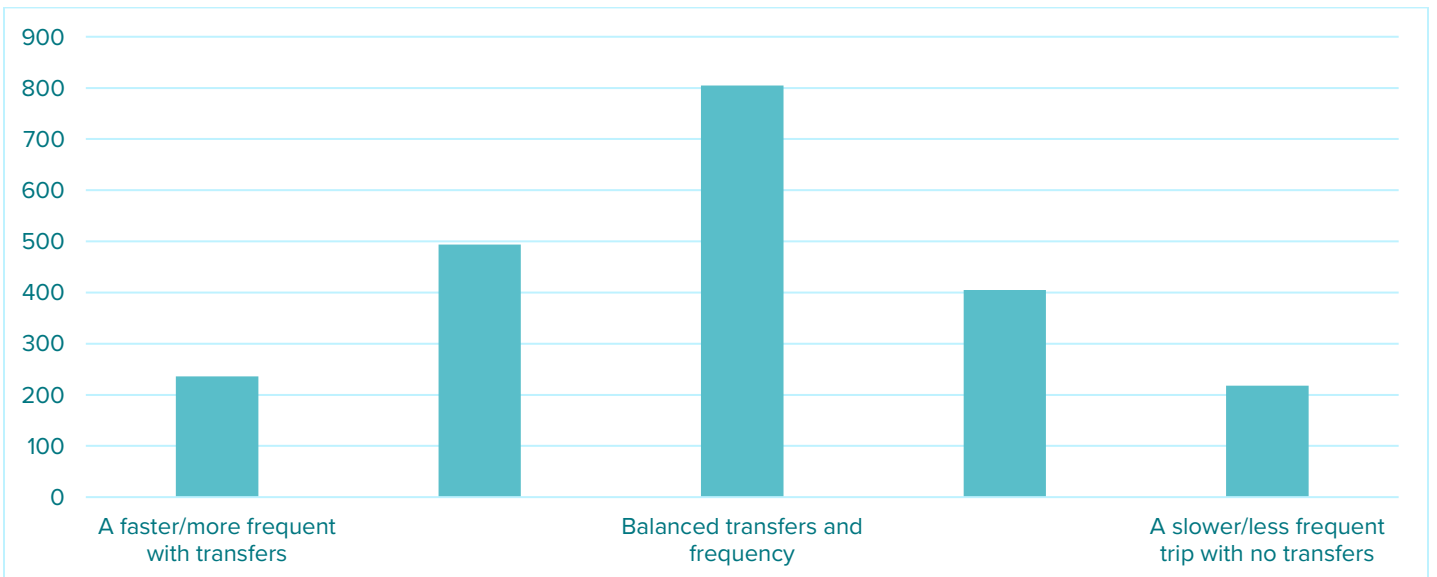


Figure 16: Rider Preferences: Frequency vs. Transfers

Survey Analysis

Overview

During the first series of public engagement for Bus Line Redesign, conducting an online survey was one of the various tactics used to engage and receive initial feedback from the public. The survey had three primary goals:

- 1) Gauge basic travel pattern information from respondents
- 2) Understand respondent's high-level impressions about PRT's existing transit service
- 3) Spread awareness about the Bus Line Redesign planning process. To provide more than sufficient time for the public to weigh in, the survey was conducted between Thursday, October 19 through Sunday, December 17.

Although the pop-ups and survey both asked comparable questions, the format and structure differed between the two and thus, responses varied between these outreach tactics which makes it more difficult to draw conclusions. In total, the survey contained 15 questions that included gathering demographic information, two trade-off scenarios, transit values, and current transit utilization.

Overall, the survey received 2,158 unique responses (N = 2,158). While this is a significant sample size, the results are not a representative sample of PRT's ridership. In general, survey respondents skew towards being white, affluent, and female and of the 2,009 responses received on the race/ethnicity survey question, only 263 respondents (13.1 percent) indicate that they are either African American or Hispanic.

High-Level Geographic Survey Analysis

Survey respondents represent 228 unique home ZIP codes. Of these, 92 ZIP codes (40 percent) come from Allegheny County. Outside of respondents from Allegheny County, many responses came from ZIP codes across Pennsylvania (mostly the southwestern 10-county and Philadelphia region) as well as other states, including Washington (98146). Some of these out-of-state respondents may have previously lived in or visited Pittsburgh, but only assumptions can be made. For this document's purpose, only respondents in Allegheny County will be highlighted in the following sections.

As shown in both *Map 1* and *Table 1* below, there are a few pockets of ZIP codes in the east, north, and west, both within the city and county, that received the greatest number of responses. There is also a fair amount of ZIP codes that received between 3-42 responses and some also align with areas in Allegheny County with the highest Equity Index Score (see *Map 2* below). In upcoming engagement efforts, reaching these communities in-person rather than through an online survey is essential to achieve more meaningful and intentional engagement for both the project team and public.

Although there are many ZIP codes on the outer edges of the county that received few overall survey responses, most of these ZIP codes are not currently served by PRT. Since Bus Line Redesign does not intend to expand existing transit service and many of these ZIP codes score on the lower side of PRT's Equity Index, targeting these areas for future engagement efforts, both in person and online, should not be the project team's main priority.

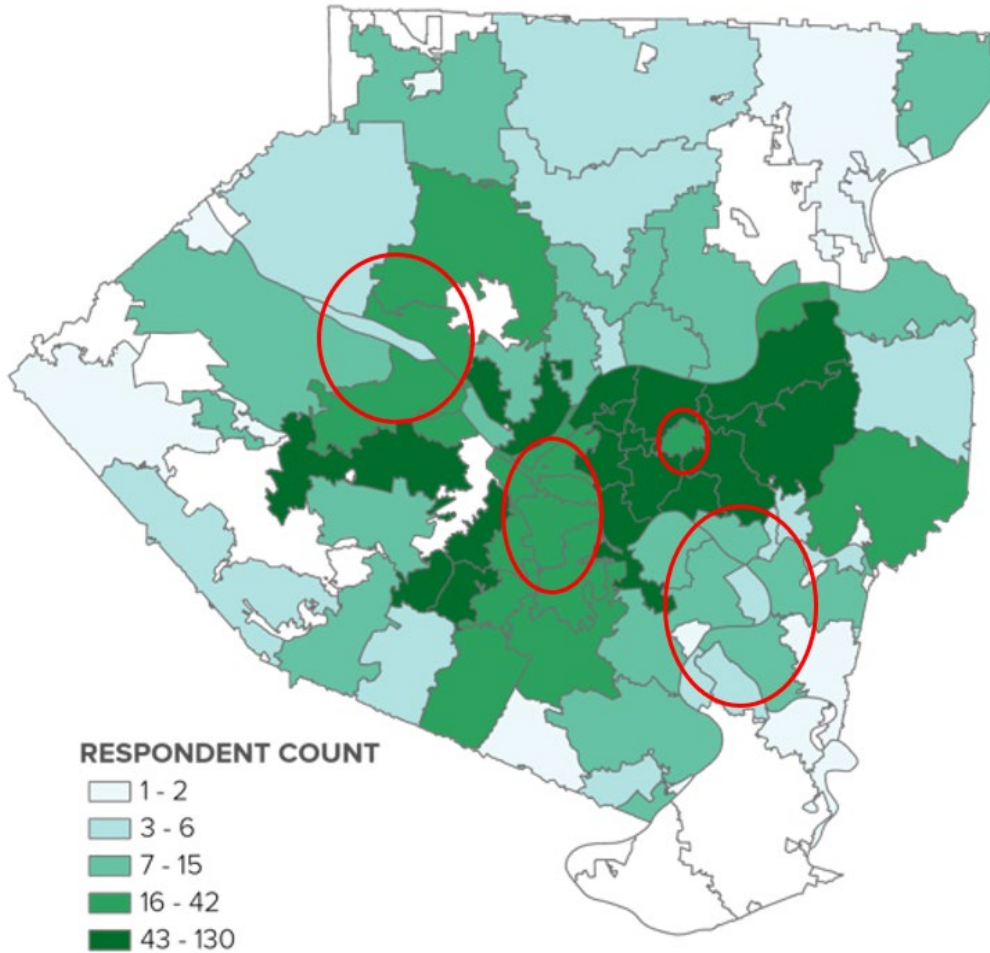


Figure 17: Respondents by ZIP code in Allegheny County, excludes respondents from outside of the county or those who did not respond (N=1,945). Red circles indicate areas with high Equity Index Scores and those that received between 3-42 respondents.

Home ZIP Code	Neighborhood/Municipality	Number of Respondents
15217	Squirrel Hill (City of Pittsburgh)	130
15206	Sharpsburg (Allegheny County)	114
15216	Dormont (Allegheny County)	103
15205	Crafton/Ingram/Green Tree (Allegheny County)	103
15221	Wilksburg/Forest Hills/Braddock Hills/Wilkins/Churchill (Allegheny County)	94

Table 1: Breakdown of survey respondents by ZIP code, top five (N = 1,945)

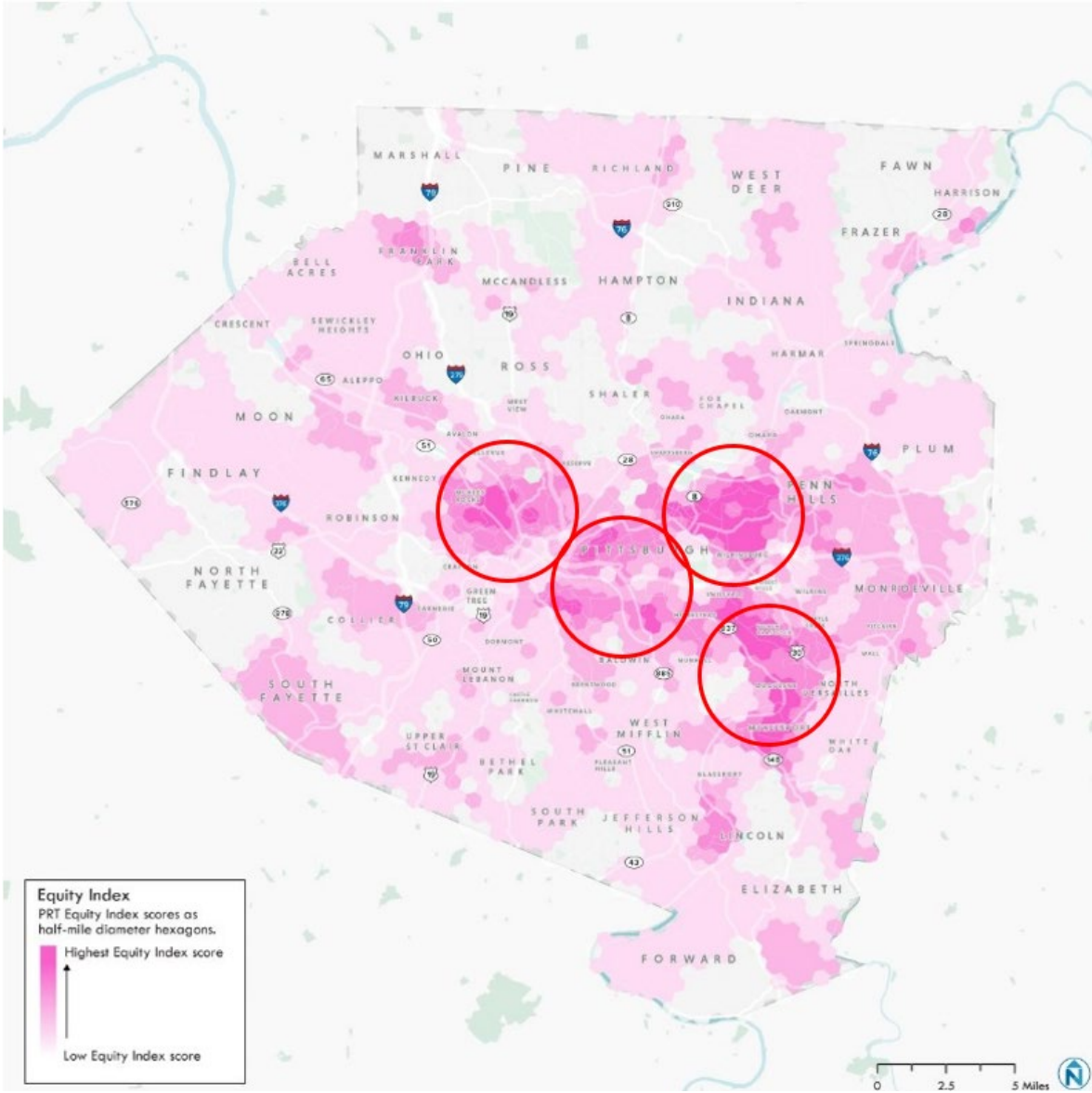


Figure 18: PRT's Equity Index Scores; red circles indicate some examples of the highest Equity Scores across the County.

Key Survey Insights

This section includes several crosstabs between some of the primary survey questions and demographic info to gain additional insights about the survey sample size. Some questions from the survey, including what route is most often taken, are not included in the visualizations and narrative below since the way this question was framed made it difficult to extrapolate more meaningful conclusions.

Looking more closely at the survey results, the following points summarize some of the high-level demographic, transit values, and trade-off results:

- Of 2,096 responses, 1,430 people (68%) own or have regular access to a vehicle 666 people (32%) do not own or have regular access to a vehicle.
- Of 2,151 responses, 1,098 people (51%) are aged 24-44. Of 2,146 responses, 1,153 people (54%) are female. Of 2,141 responses, 1,611 people (75%) were White/Caucasian.
- Of 2,158 responses 694 people (32%) took a trip on a PRT bus today. 848 people (39%) took a trip on a PRT bus in the past week.
- Of 2,158 responses, 1,489 people (69%) use PRT to go to work. 1,153 people (53%) use PRT to access entertainment/social.
- Coverage vs. Frequency (1-5 scale, N=2,158) 914 people (42%) prefer to balance walking distance and bus frequency (3). 639 people (30%) lean towards a longer walk to a bus that comes more frequently (4).
- Transfers vs. Frequency (1-5 scale, N=2,158). 805 people (37%) prefer to balance transfers and bus frequency (3). 494 people (23%) lean towards a faster/more frequent trip with transfers (2).

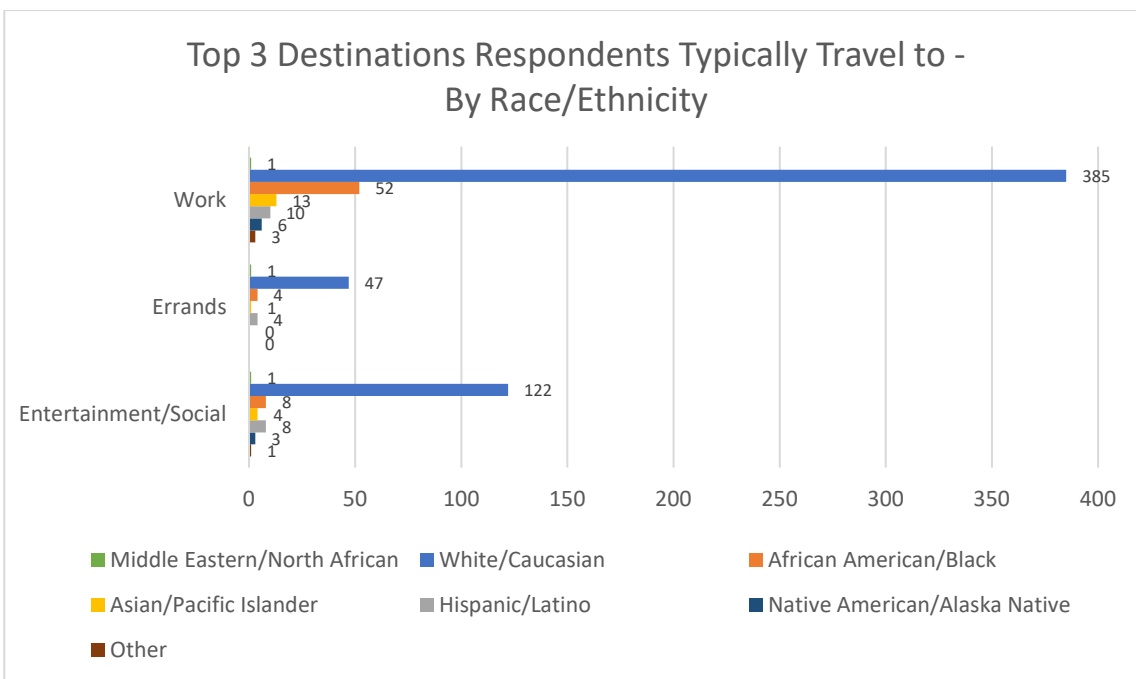


Figure 19: A breakdown of the top three destinations typically travelled to by race/ethnicity. In all three categories, white respondents far outweigh all minority respondents, which follows the overall trend of the online survey results.

No vehicle by income

Summing the highest and lowest income brackets by no regular access to a vehicle, lower-income survey respondents (income up to \$24,999) have less regular access to a vehicle aligned with research and PRT’s initial assumptions. Interestingly, 62 survey respondents with higher incomes (over \$100,000) also have no regular access to a vehicle. These may be choice riders who live in proximity to work and other destinations and have good access to transit. It is also important to note that this question was framed to ask about an individual’s vehicle ownership status rather than householder vehicle ownership status so it is possible that some of these households may in fact own a car.

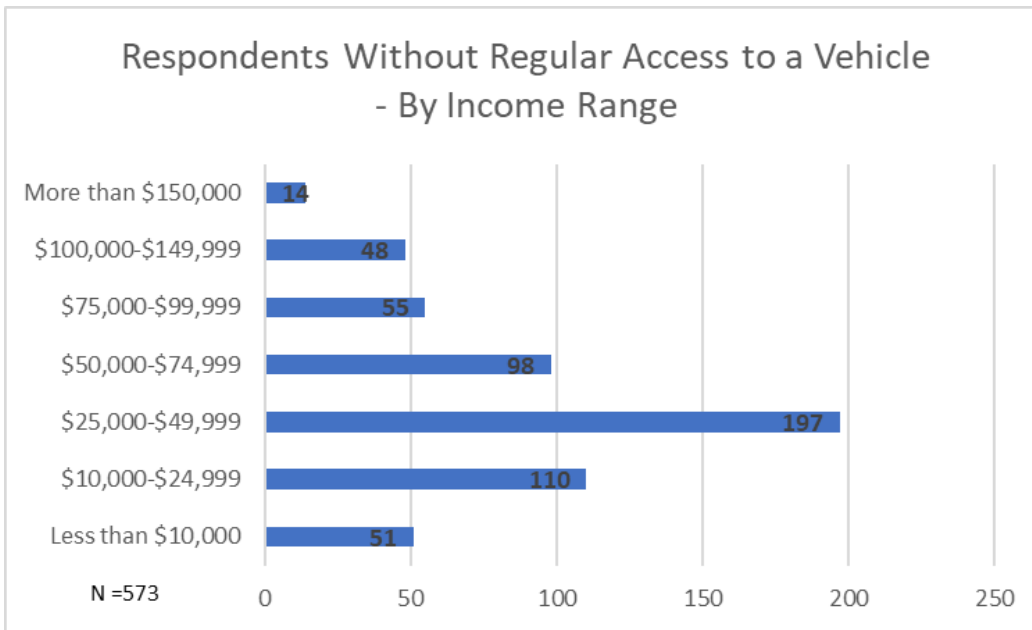


Figure 20: A closer look at respondent’s who do not have regular access to a vehicle by their income range (N = 573). Of these respondents, those making \$25,000-\$49,999 fall in the largest range.

Access to a vehicle for Minority respondents

Most survey respondents self-identified as White/Caucasian, so it is not surprising that no regular access to a vehicle is also skewed towards this population. Almost 100 self-identified African American/Black respondents also reported not having regular access to a vehicle. Based on the chart below, of the survey respondents who identify as African American/Black, this is the only group that had more respondents without regular access to a vehicle than with regular access to a vehicle.

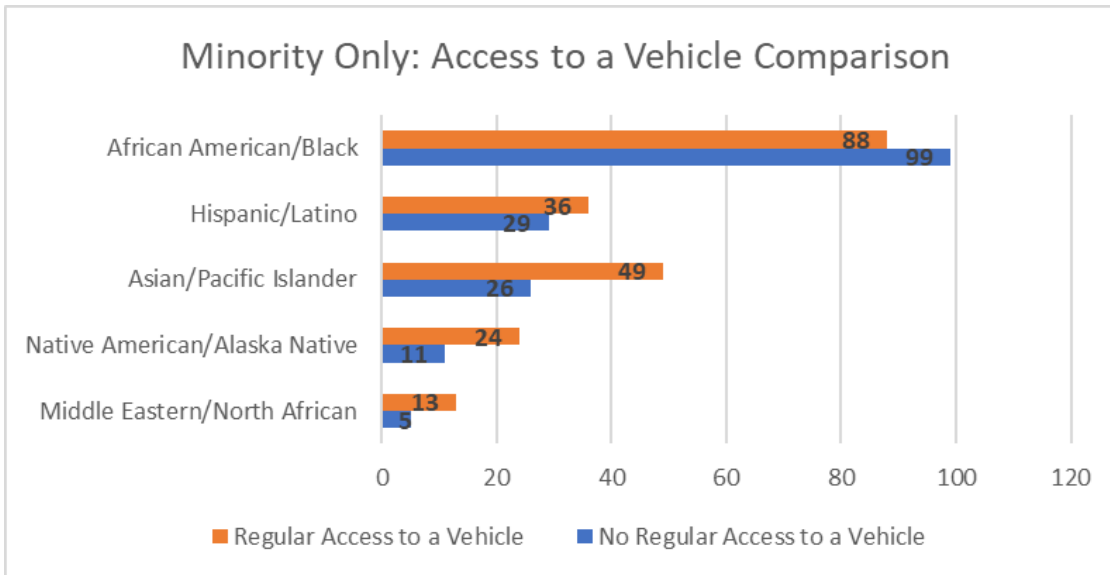


Figure 21: Visualization 3: A look at all respondents who identified as minority race/ethnicity broken down by those who have regular access to a vehicle and those who do not (N = 380).

Transit trade-offs by minority race and income

Looking at the coverage vs. frequency preference trade-off by race and income, we see that both high- and low-income individuals favor a balance between walking distance and bus frequency. Among low-income respondents, there is more of a split between coverage and frequency while high income respondents are more concerned about frequency. Low-income Hispanic/Latino and Native American/Alaska Native survey respondents are the only minority groups who prefer coverage over frequency (i.e., prefer a shorter walk to a bus that comes less frequently).

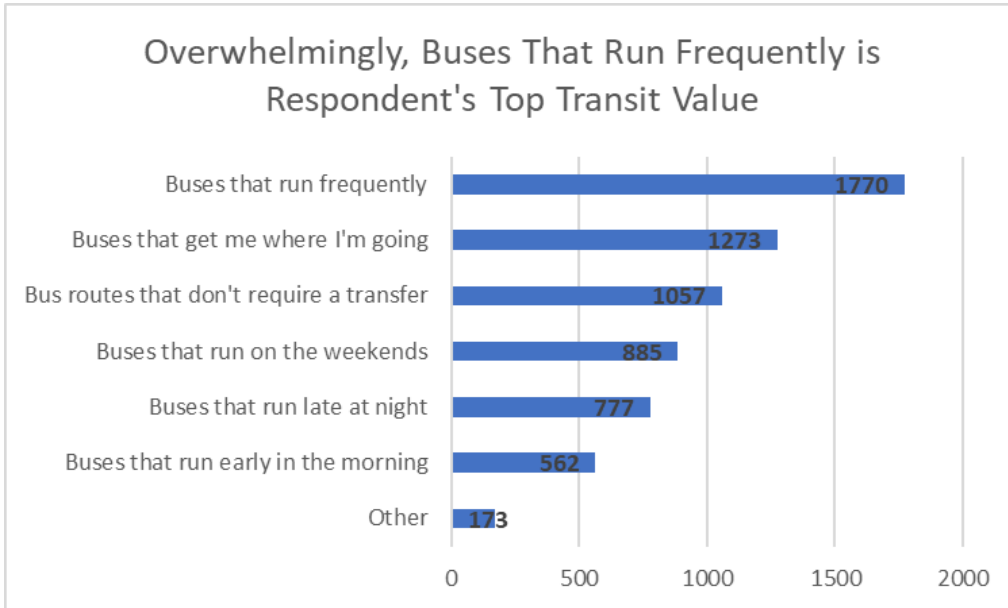


Figure 22: Respondents indicate that their priority transit value is high frequency buses (N = 2,158).

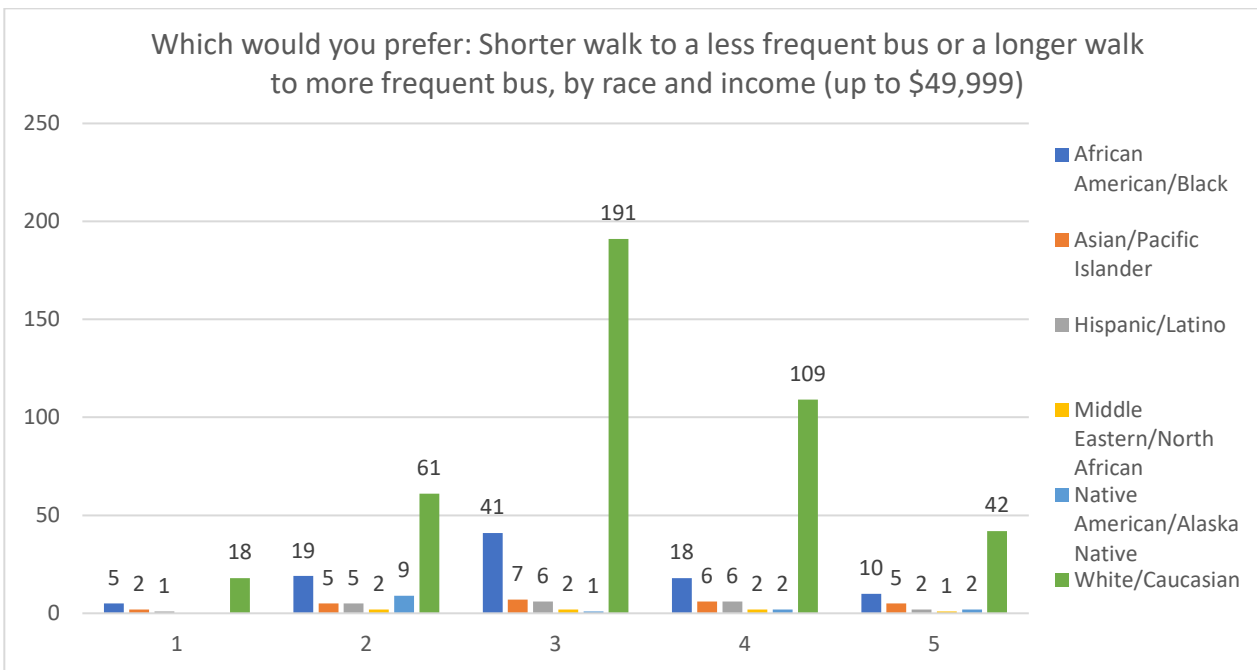


Figure 23: When asked about trade-offs, respondents in this income range (\$0-\$49,999) lean most towards option 3 (balanced walk and frequency). For minority respondents in this income range, options 2, 3, and 4 are just behind option 3.

Looking at the transfer vs. frequency preference trade-off, we see that across income and race the preference for a balanced approach is represented in the responses. However, low-income responses by race appear to be far more split on this topic with a slim majority leaning toward a faster and more frequent trip with transfers (26 responses for 1-2 vs. 24 responses for 4-5). The same is reflected in high income minority group responses (25 responses for 1-2 vs. 18 responses for 4-5).

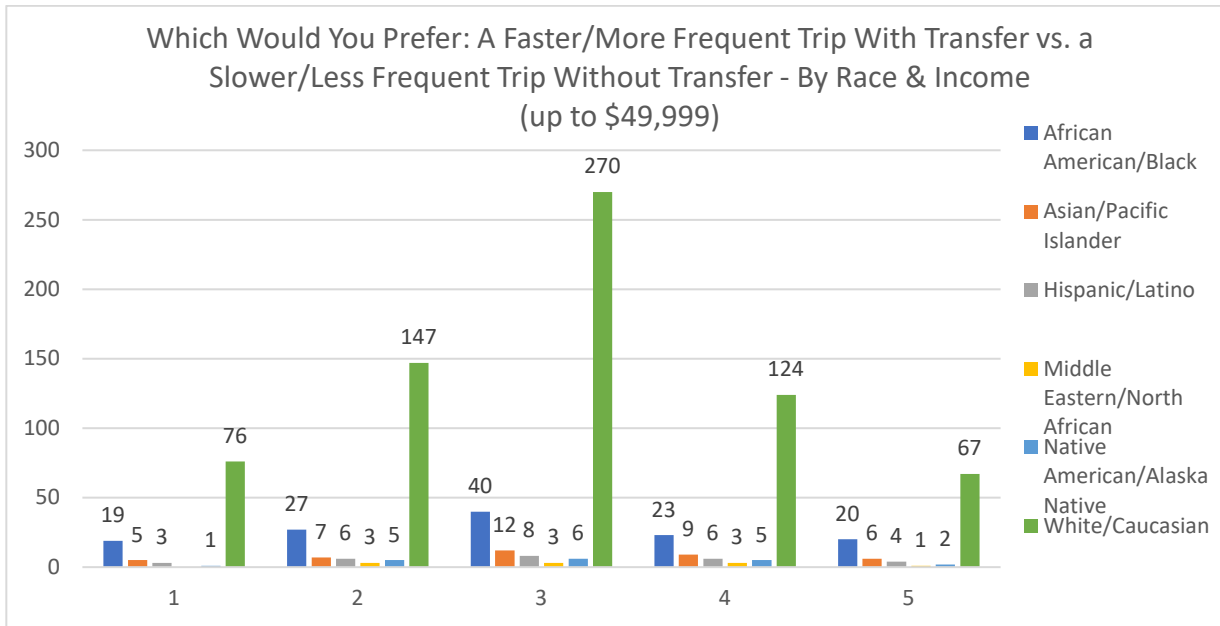


Figure 24: When asked about trade-offs, respondents selected option 3 (balanced transfers and frequency). Interestingly, African Americans in this income range (\$0-\$49,999) are more split across the available options.

Last PRT trip by minority race and income

Across income levels and races, we see that most of these survey respondents took a trip on a PRT bus either today or in the past week. Of the low-income minority respondents, zero had not used PRT buses since before the pandemic while, of high-income minority respondents, a few reported being absent from transit use since then. Of high-income individuals (respondents who indicated they make \$100,000+), Asian/Pacific Islander respondents were the highest count for taking a trip on a PRT bus in the past week while for low-income individuals, African American/Black respondents were the highest count for taking a trip on a PRT bus today.

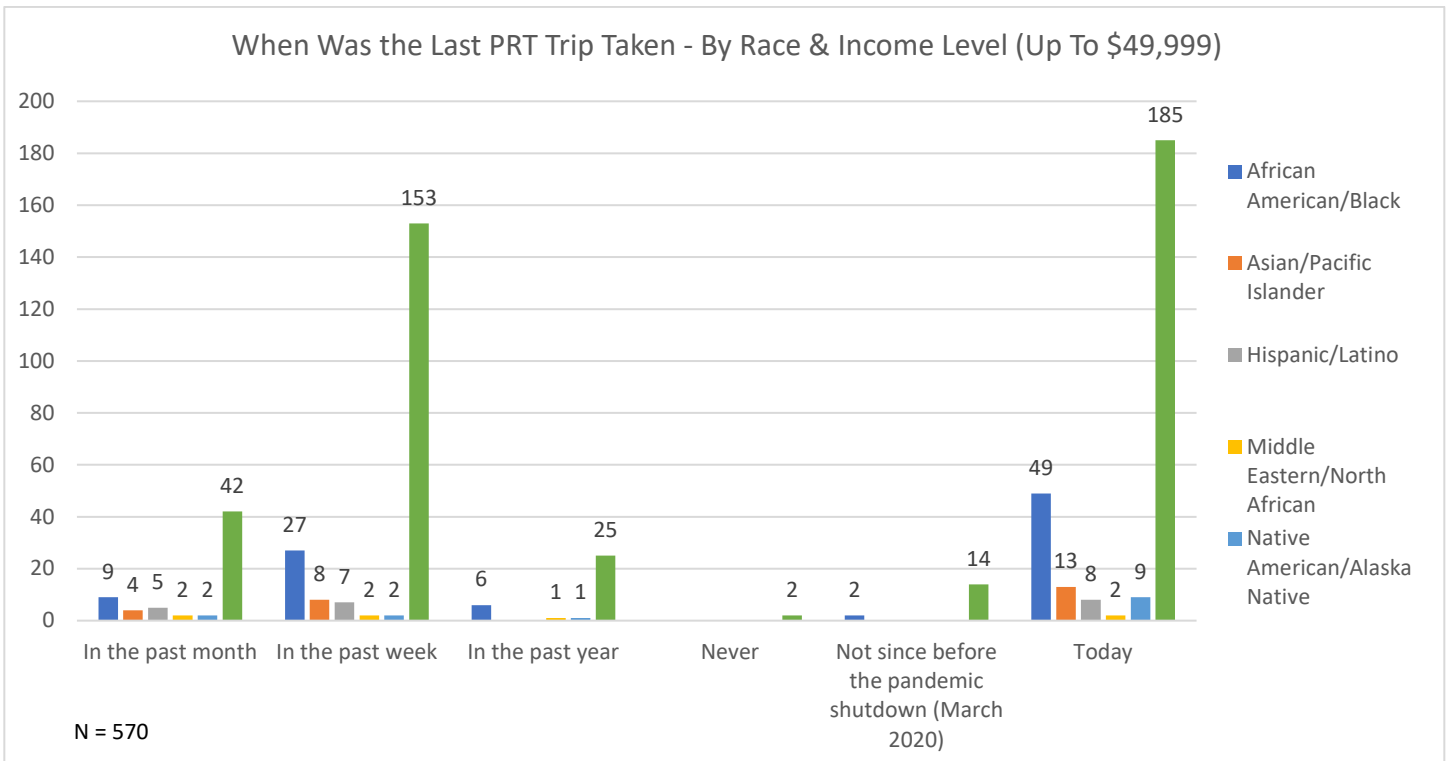
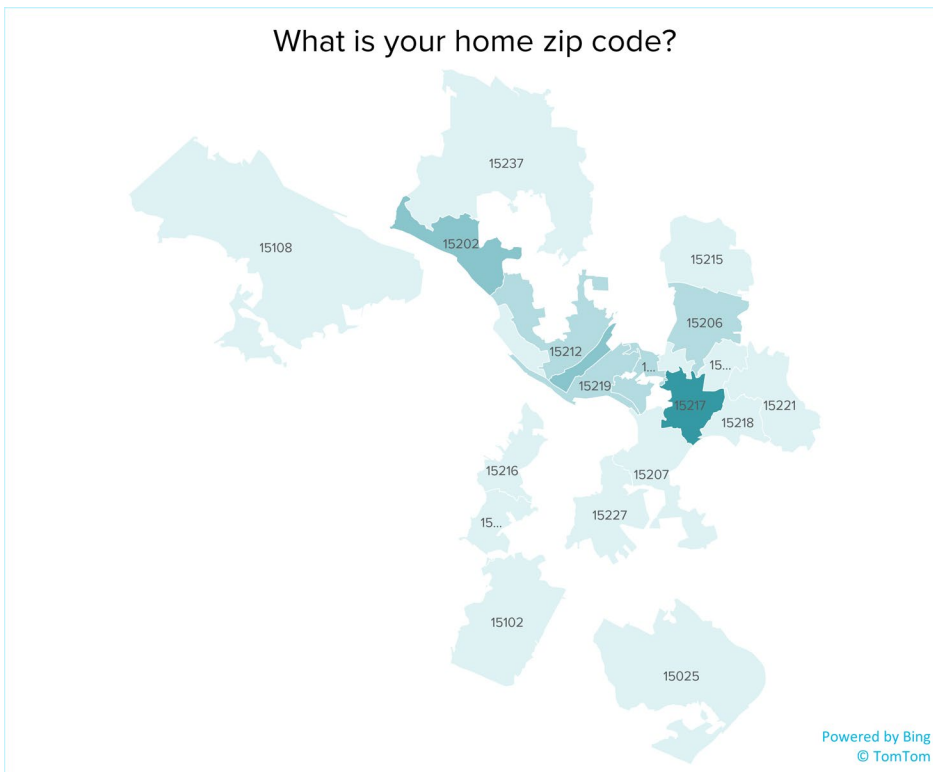
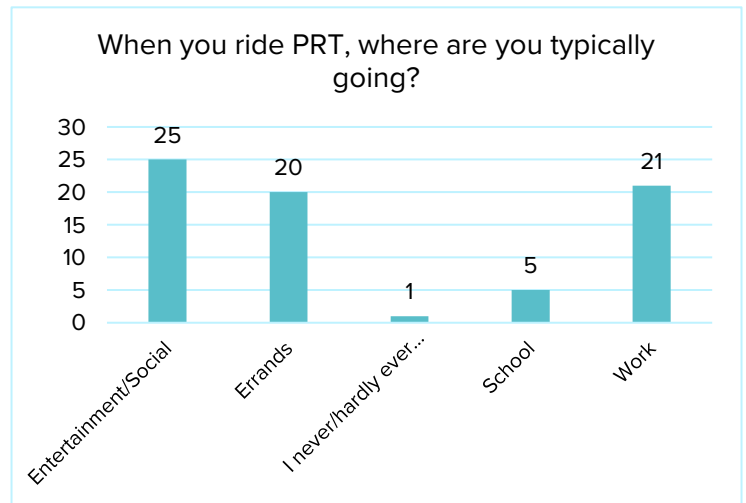
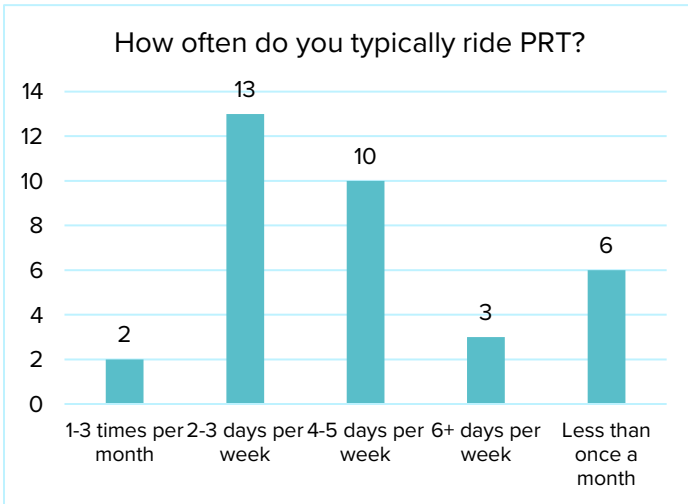


Figure 25: Overall, most respondents indicated that they have taken a trip in the past week or today, regardless of race/ethnicity. However, a small percentage of minority respondents also selected the option in the past month.

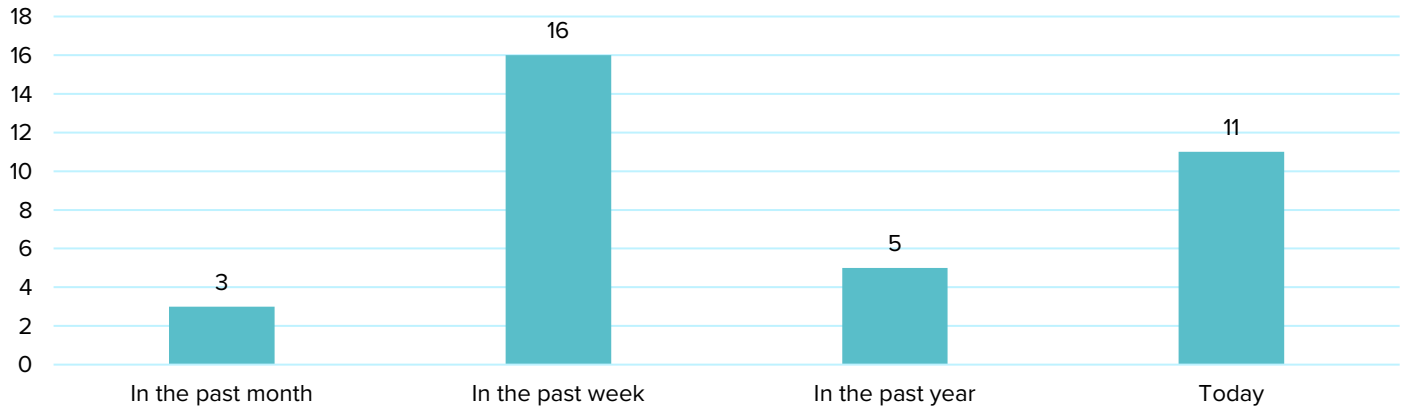
APPENDIX D – PUBLIC MEETING ZIP CODE POLL RESULTS

November 14

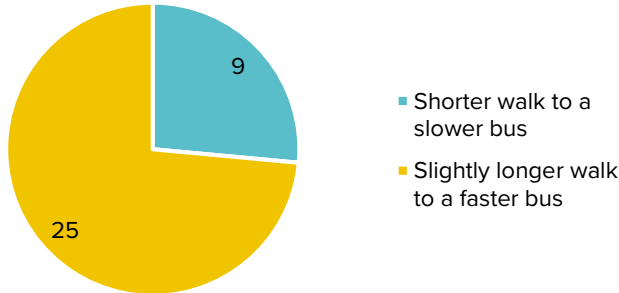


Zip code	Count
15217	5
15202	3
15222	3
15206	2
15212	2
15213	2
15219	2
15025	1
15102	1
15108	1
15207	1
15208	1
15215	1
15216	1
15218	1
15221	1
15227	1
15228	1
15232	1
15233	1
15237	1

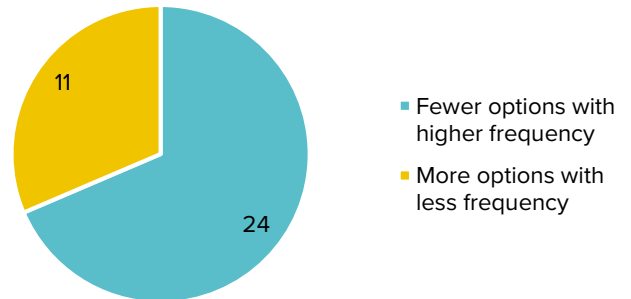
When was the last time you took a trip on a PRT bus?



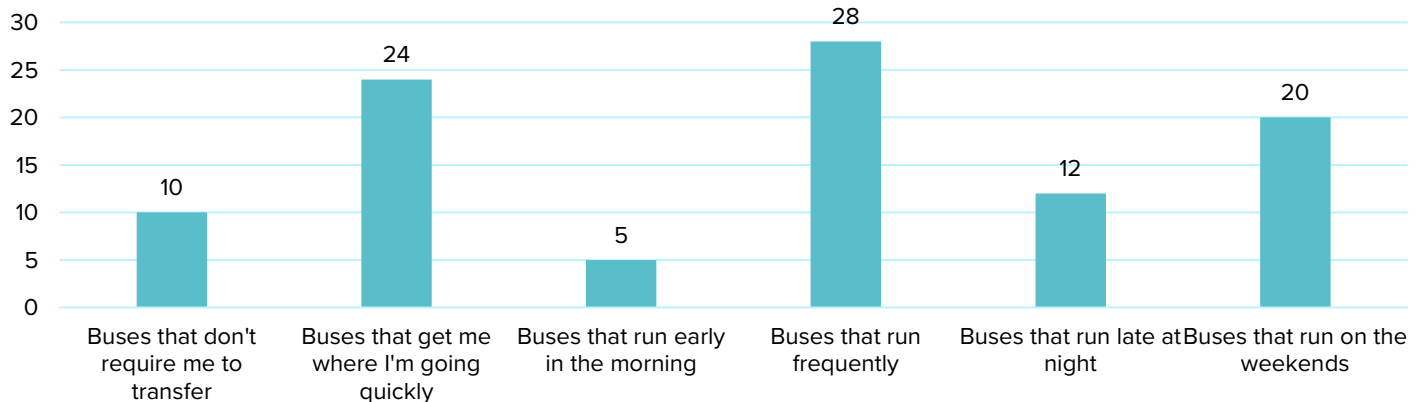
Which would you prefer?



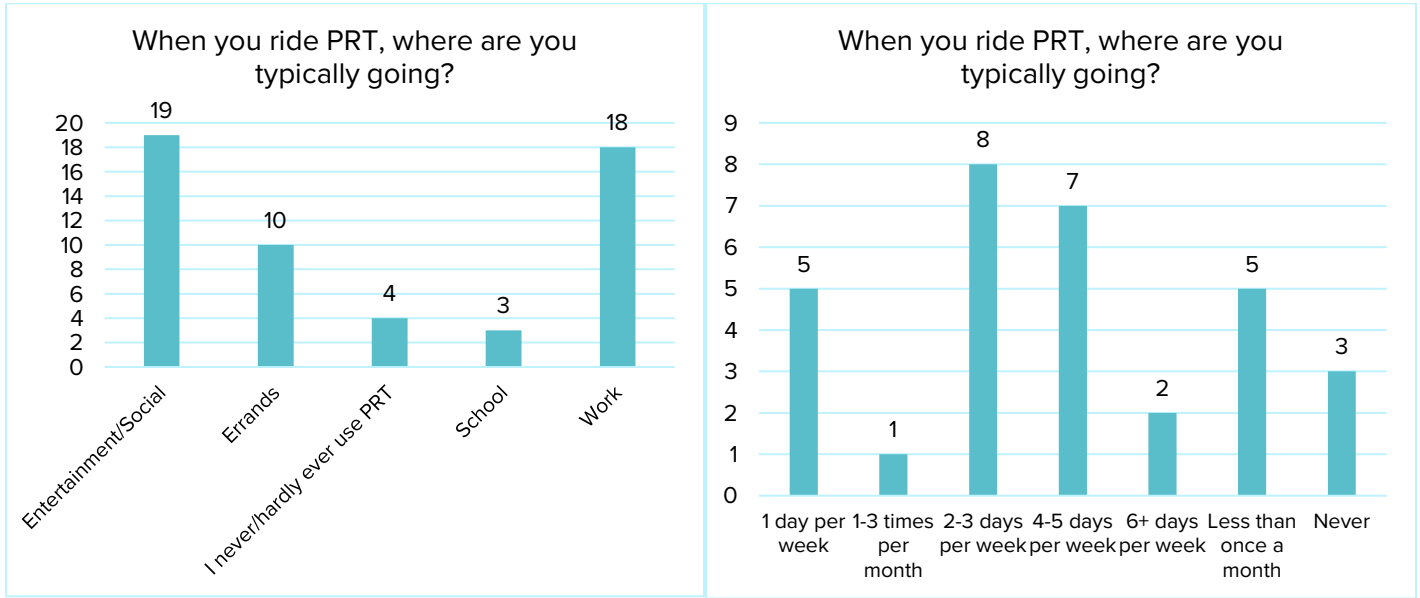
Which would you prefer?



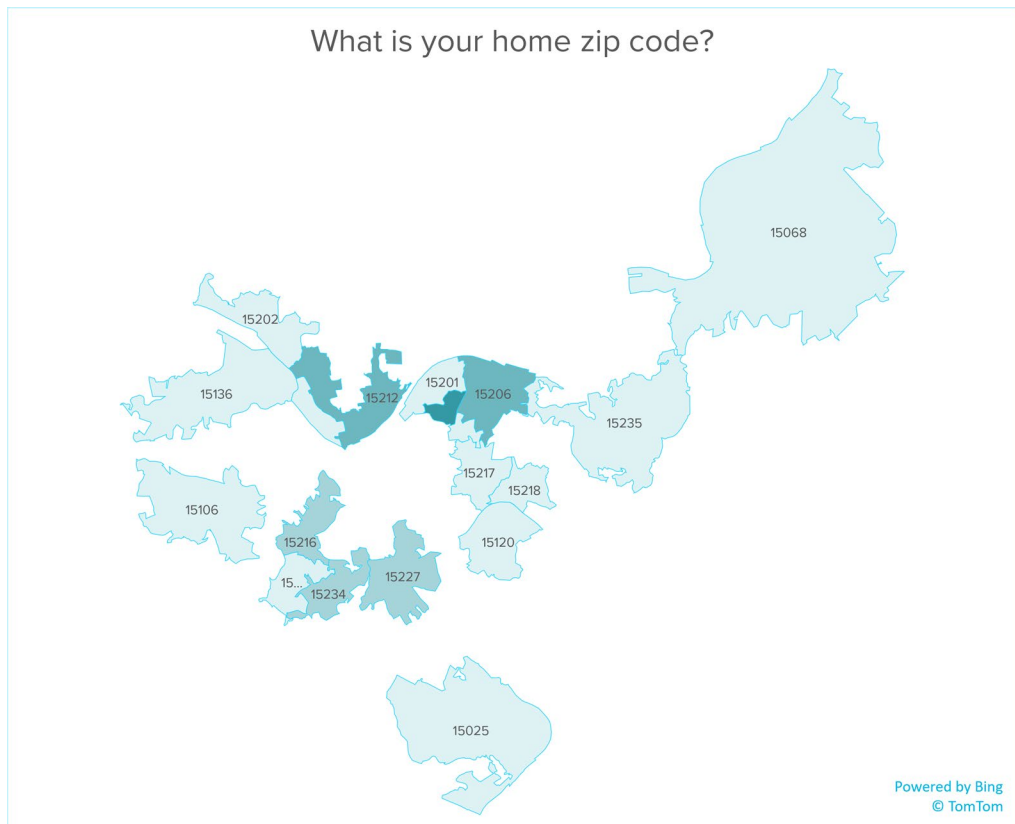
Transit values

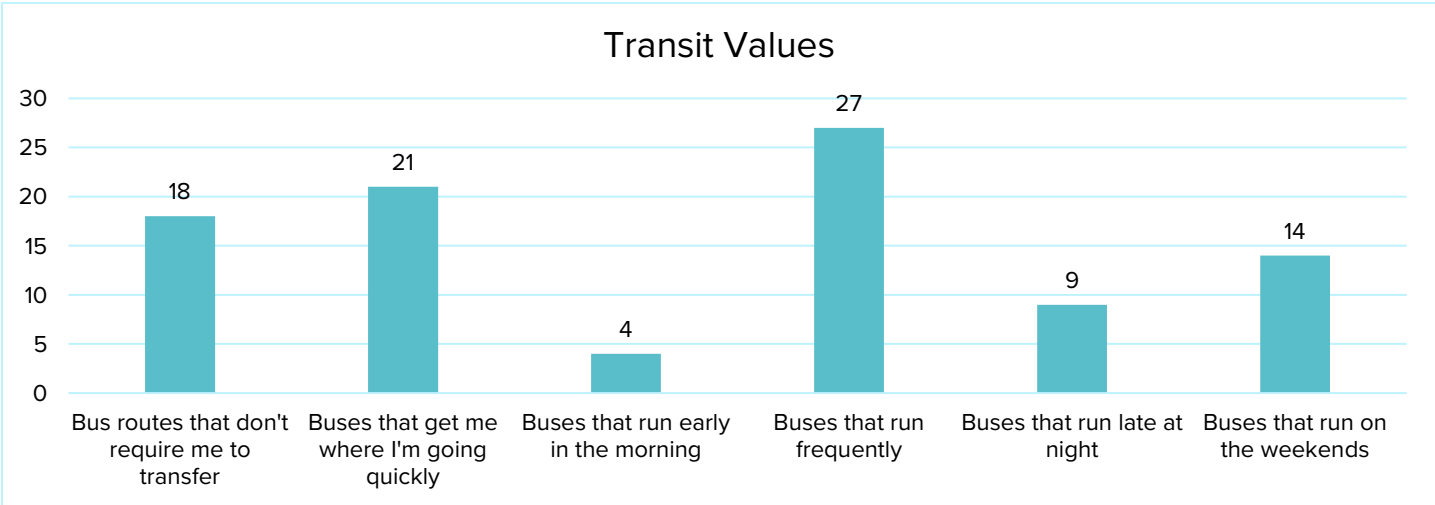
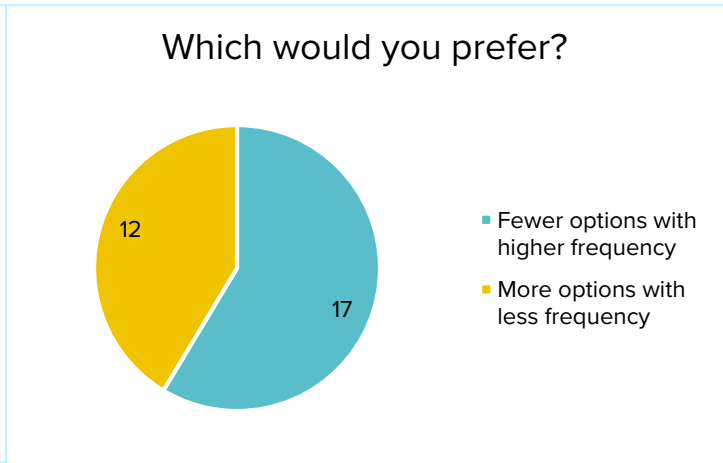
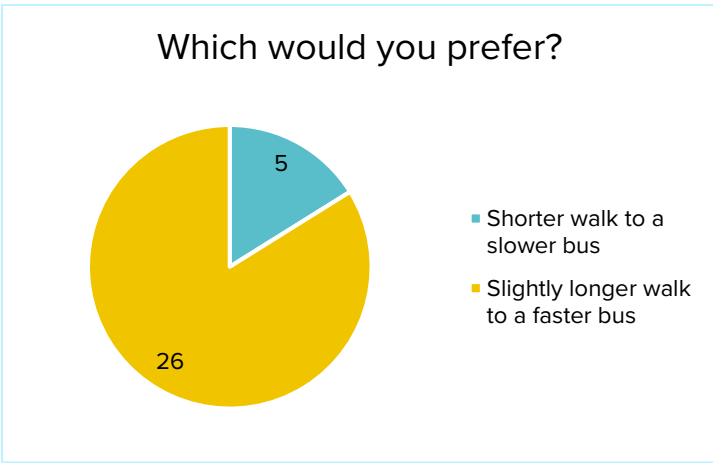
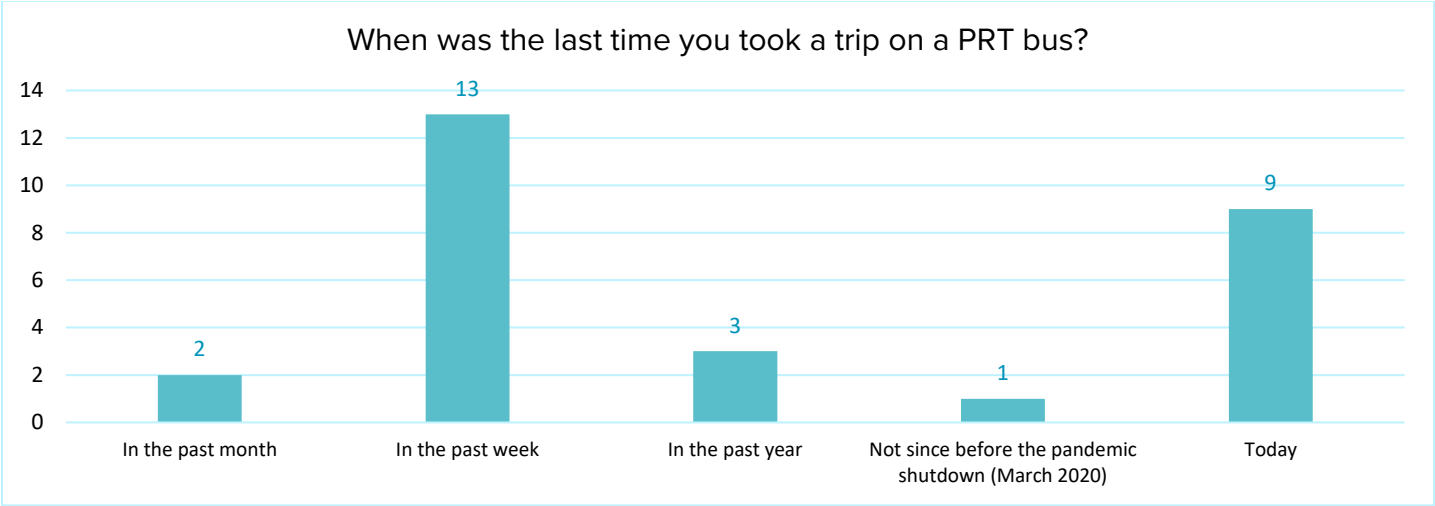


November 16



Zip code	Count
15224	4
15206	3
15212	3
15216	2
15227	2
15234	2
15025	1
15068	1
15106	1
15120	1
15136	1
15201	1
15202	1
15217	1
15218	1
15228	1
15232	1
15233	1
15235	1







Series 1 Public Engagement Summary
v02 draft March 22, 2024



APPENDIX E – EQUITY DEMOGRAPHICS

Zip Code	Pop-Up	Survey Response Received	Highest Propensity	Highest PRT Equity Score	Total Pop.	% in Poverty	% Minority	% with a Disability	% No Vehicle Available	% Limited English Prof. (LEP)
15005	no	yes	<0.65	<0.5	9,480	5.50%	7.34%	14.01%	0.50%	0.38%
15006	no	yes	<0.65	<0.5	273	27.47%	0.00%	0.00%	33.90%	0.00%
15007	no	yes	<0.65	<0.5	482	53.94%	4.56%	39.42%	0.00%	0.00%
15020	no	yes	<0.65	<0.5	567	0.00%	11.29%	46.03%	0.00%	0.00%
15024	no	yes	<0.65	<0.5	9,107	9.27%	8.48%	11.91%	2.30%	0.98%
15025	yes	no	<0.65	<0.5	16,545		22.50%	16.00%	1.80%	2.90%
15028	no	yes	<0.65	<0.5	174	4.02%	3.45%	23.56%	6.80%	0.57%
15031	no	yes	<0.65	<0.5	428	31.07%	24.30%	14.25%	0.00%	6.54%
15035	no	yes	<0.65	<0.5	2,074	5.21%	15.28%	19.09%	6.00%	0.00%
15037	no	yes	<0.65	<0.5	10,380	7.55%	4.36%	16.43%	2.70%	0.35%
15038	no	yes	<0.65	<0.5	248	0.00%	0.00%	32.26%	0.00%	0.00%
15047	no	yes	<0.65	<0.5	182	0.55%	0.00%	50.00%	0.00%	0.00%
15051	no	yes	<0.65	<0.5	437	0.92%	12.81%	8.70%	0.00%	0.00%
15056	no	yes	<0.65	<0.5	1,057	5.39%	23.46%	6.24%	8.50%	1.61%
15064	no	yes	<0.65	<0.5	238	5.04%	7.14%	21.01%	0.00%	0.00%
15068	yes	no	<0.65	<0.5	35,815		12.10%	15.80%	3.70%	0.90%
15071	no	yes	<0.65	<0.5	11,778	6.46%	12.29%	11.03%	1.00%	0.93%
15075	no	yes	<0.65	<0.5	30	36.67%	0.00%	36.67%	0.00%	0.00%
15076	no	yes	<0.65	<0.5	916	8.52%	3.71%	22.60%	0.00%	0.33%
15081	no	yes	<0.65	<0.5	325	13.54%	4.31%	17.23%	0.00%	0.00%
15082	no	yes	<0.65	<0.5	247	5.26%	0.00%	8.91%	0.00%	0.00%
15083	no	yes	<0.65	<0.5	987	6.89%	1.22%	10.33%	0.00%	0.20%

Zip Code	Pop-Up	Survey Response Received	Highest Propensity	Highest PRT Equity Score	Total Pop.	% in Poverty	% Minority	% with a Disability	% No Vehicle Available	% Limited English Prof. (LEP)
15086	no	yes	<0.65	<0.5	656	4.88%	13.87%	0.00%	0.00%	2.74%
15087	no	yes	<0.65	<0.5	82	0.00%	6.10%	6.10%	0.00%	0.00%
15088	no	yes	<0.65	<0.5	456	15.35%	8.77%	18.86%	3.90%	0.00%
15101	yes	no	<0.65	<0.5	25,913		7.50%	8.80%	0.70%	1.40%
15104	yes	no	0.71	0.62	7,871		67.30%	25.40%	19.80%	0.50%
15106	yes	no	<0.65	<0.5	19,523		15.60%	14.40%	3.60%	1.20%
15110	no	no	0.84	0.55	5,241	25.82%	61.69%	22.42%	35.30%	1.58%
15120	no	no	0.96	0.64	18,136	16.25%	27.03%	19.13%	9.80%	1.32%
15122	yes	no	<0.65	<0.5	18,954		16.30%	17.30%	2.70%	1.10%
15132	yes	no	1	0.68	18,710		44.00%	24.50%	12.10%	2.20%
15136	yes	no	<0.65	0.53	22,786		26.00%	14.50%	8.60%	1.00%
15142	no	yes	<0.65	<0.5	1,635	2.69%	8.13%	8.32%	3.50%	1.77%
15146	yes	no	<0.65	<0.5	27,929		27.90%	13.50%	2.00%	2.60%
15147	no	no	<0.65	0.5	16,694	12.89%	26.15%	18.95%	3.80%	1.13%
15201	yes	no	<0.65	<0.5	12,959	12.60%	24.80%	12.10%	6.90%	0.80%
15202	yes	no	<0.65	<0.5	19,502	9.00%	16.10%	15.10%	4.50%	1.10%
15203	yes	no	<0.65	<0.5	10,302	21.80%	17.10%	7.30%	5.30%	1.40%
15204	yes	no	<0.65	0.54	8,276	15.80%	54.20%	16.70%	3.80%	3.40%
15206	no	no	0.66	0.72	29,316	13.17%	43.28%	13.40%	14.60%	3.39%
15208	no	no	<0.65	0.7	9,037	21.66%	62.17%	14.44%	7.60%	1.70%
15210	yes	no	0.96	0.64	26,138	22.90%	42.60%	17.70%	18.20%	5.10%
15212	yes	no	0.9	0.63	27,256	17.65%	37.65%	16.52%	16.60%	1.45%
15213	yes	no	0.97	0.67	17,893	49.10%	34.60%	17.60%	28.90%	8.50%
15214	no	yes	0.84	0.67	14,719	20.40%	43.00%	16.48%	7.80%	3.17%
15216	no	no	0.66	<0.5	22,134	8.75%	16.96%	13.75%	5.70%	0.06%
15219	yes	no	0.93	0.8	10,644	34.60%	76.20%	17.40%	26.70%	3.00%

Zip Code	Pop-Up	Survey Response Received	Highest Propensity	Highest PRT Equity Score	Total Pop.	% in Poverty	% Minority	% with a Disability	% No Vehicle Available	% Limited English Prof. (LEP)
15221	yes	no	0.91	0.69	29,432	19.90%	51.50%	19.30%	10.40%	1.70%
15222	yes	no	<0.65	<0.5	4,091	8.80%	24.50%	8.20%	23.40%	1.70%
15233	no	no	<0.65	0.64	2,783	14.55%	55.34%	16.39%	10.20%	0.00%
15235	yes	no	<0.65	<0.5	34,251	12.40%	48.90%	16.90%	4.40%	0.70%
15260	no	no	0.97	<0.5	0	0.00%	0.00%	0.00%	0.00%	0.00%
15290	no	yes	<0.65	<0.5	0	0.00%	0.00%	0.00%	0.00%	0.00%
16046	no	yes	<0.65	<0.5	18,772	2.68%	8.99%	6.32%	0.80%	1.34%