NB Line Shuttle Evaluation
Summer 2012
Serving
New Bedford Whaling NHP
Fort Taber
Buttonwood Park Zoo

Serving:
- New Bedford Whaling National Historical Park
- Fort Taber
- Buttonwood Park Zoo

Routes:
- Zeiterion Theatre
- NB Whaling Museum
- National Park Visitor Center
- State Pier
- Joli Gonsalves Street
- Union Street
- Purchase Street
- School Street
- William Street
- Elm Street
- 2nd Street
- State Pier
- Island Bishop Street
- Joli Gonsalves Street

Logos:
- UMass Dartmouth
- Urban Initiative
- Center for Policy Analysis
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Polling and Program Evaluation Series No.107
## Contents

**Executive Summary** ......................................................................................................................... i

1.00  **Introduction** ............................................................................................................................... 1

2.00  **Project Background** .................................................................................................................... 2

3.00  **Description of the NB Line Shuttle** ............................................................................................. 4

4.00  **On-Board Passenger Survey and Qualitative Assessment** .......................................................... 7

   4.10  **On-Board Passenger Survey** .................................................................................................... 7

   4.20  **Qualitative Assessment, NB Line Shuttle Operations** ............................................................. 15

   4.30  **Route Observations** .................................................................................................................. 15

5.00  **Telephone Survey of Local Residents** ....................................................................................... 20

   5.10  **Results** .................................................................................................................................... 20

6.00  **Key Informant Interviews** ........................................................................................................... 31

7.00  **Other Key Data** .......................................................................................................................... 33

   7.10  **Operational Costs** .................................................................................................................... 33

   7.20  **Passenger Counts** .................................................................................................................... 35

   7.30  **New Bedford Whaling NHP Visitation Counts** ...................................................................... 37

   7.40  **Walking Distance** .................................................................................................................... 38

   7.50  **Media Reports Related to the NB Line Shuttle** ..................................................................... 38

   7.60  **Environmental Sustainability** ................................................................................................ 39

8.00  **Recommendations** ....................................................................................................................... 40

**Appendix A** – **Telephone Survey Questionnaire** ................................................................................ 42

**Appendix B** – **Telephone Survey Methodology** ................................................................................ 49

**Appendix C** – **Telephone Survey Data Tables** ................................................................................ 51

**Appendix D** – **On Board Survey Questionnaire** ............................................................................... 54
EXECUTIVE SUMMARY

During the summer of 2012, the UMass Dartmouth Center for Policy Analysis conducted an evaluation of the NB Line, a shuttle service being piloted by the New Bedford Whaling National Historical Park and its partners to enhance access to and awareness of New Bedford’s cultural and recreational amenities. The evaluation is focused on Phase 2 of a 3-phased project funded through an implementation grant from the U.S. Department of Transportation, Transit in the Parks Program. Specifically, the Center was asked to assess the impact of the NB Line on visitor experience, community awareness of the park and its resources, National Park partners and collaborators, parking, and the environment. Evaluation activities also included an analysis of the shuttle’s cost-effectiveness.

Between July and September, the Center gathered data through key informant interviews, surveys, and observations conducted on board the NB Line, as well as a random sample telephone survey of greater New Bedford residents. Additional data was provided by the National Park and Southeastern Regional Transit Authority (SRTA), which operated the shuttles.

There are a number of factors that affect the evaluation team’s findings, all of which can be attributed to the fact that 2012 was the NB Line’s inaugural summer and implementation was not without its issues. These include a delayed start of operations, a shuttle going un-branded until August, the unavailability of marketing materials until late August, and limited awareness of NB Line operations among park partners.

These issues are reflected in the low level of ridership throughout the summer; the NB Line carried a total of 1,385 passengers during its 73-day schedule. The busiest route was the Downtown Loop, with 673 passengers, followed by the Fort Taber Route (431 passengers) and the Buttonwood Park Zoo Route (281 passengers). There were 44 days over the summer when at least one of the shuttles transported 10 or more passengers for the day (highlighted in gray in the table). The total number of “route days” travelled by the NB Line shuttle is 219 (73 days * 3 routes). Thus, out of 219 routes driven over the summer, 20% carried 10 or more passengers for the entire day, with a high of 47 passengers and a low of zero, while the shuttles transported 5 passengers or less on 63% of the route days.

Low ridership throughout the summer affects almost all of the evaluation team’s other findings across the areas of assessment. Those findings include:

**Visitor experience**

Based on the on-board survey results, the shuttle improved visitor experience by taking them to destinations they would not have otherwise visited. Satisfaction among shuttle riders was high (93.1% had a “very positive” experience), though many expressed a desire for interpretation along the routes.

Importantly, relatively few National Park visitors actually used the shuttle, pointing to a need for more effective and widespread marketing so that more can benefit from the positive experiences enjoyed by most NB Line riders. For example, more than half of respondents (52%) who rode the shuttle did not know about the service until they arrived at the National Park.

**Community awareness**

Based on telephone surveys, awareness of the National Park is very high; 79% of respondents are aware that there is a national park in downtown New Bedford and 71% have visited the park. Awareness of the NB Line is also relatively high; just under half of respondents (47%) report they are familiar with the NB Line, although only 14% have actually ridden the shuttle. Importantly, 61% report they would consider riding the NB Line in the future.

Awareness about the city’s historical and cultural impact, around which the New Bedford Whaling National Historical Park was formed, is also high among city
residents and suburban residents alike. For example, 67% of the telephone survey respondents feel that New Bedford played a very important role in shaping the history and culture of our country, 46% believe that New Bedford’s role in the abolishment of slavery was very important, and 51% feel that the cultural resources New Bedford offers today are very important to our country as a whole.

**National Park partners**

Most National Park partners and stakeholders interviewed for this evaluation report little to no increase in tourism/business that could be attributed to the NB Line, primarily because of the low number of shuttle riders and lack of coordination and engagement with stakeholders and the business community as a whole. There is a significant opportunity to improve the overall impact of the NB Line by more effectively engaging partners and stakeholders, who have many creative ideas to doing so. Additionally, awareness of the shuttle and its operations was inconsistent among partners, so closing this gap could result in an improved experience for riders and partners alike.

**Parking**

The impact of shuttle was limited, because park visitors typically did not learn about the shuttle’s existence until they had already parked and visited the National Park Visitors Center. Among visitors who did use the shuttle, results of the on-board survey suggest that most did not park on the street; among respondents who drove to the shuttle stop, only 11% parked on the street (both metered and un-metered parking), while 47% parked in one of New Bedford’s parking garages.

Moreover, the availability of the NB Line shuttle may not have had a significant effect on respondents’ decision to park in an off-street location; 56% report they would have parked in the same location if the NB Line shuttle service were not available, while only 16% would have parked in a different location. However, with an estimated 100,000 vehicles in the park annually, even transitioning a small percentage of vehicles from on-street to off-street parking will yield significantly less vehicle traffic in the park. Transitioning will be more successful if the NB Line is marketed to its full potential and more visitors learn about the shuttle before they arrive at the park.

**Environment**

Once again, limited ridership affected the ability of the NB Line to reduce greenhouse gases, because its own emissions were likely to have exceeded those by personal vehicles on low-ridership days. Nevertheless, the onboard survey suggests that the shuttle’s availability encouraged visitors to walk instead of drive, which points to the NB Line’s ability to succeed in this area if more people choose to ride.
1.00 INTRODUCTION

The Center for Policy Analysis at UMass Dartmouth, along with its Urban Initiative, was retained by the Southeastern Regional Transit Authority (SRTA) to conduct an evaluation of the Alternative Transportation Shuttle that serves the New Bedford Whaling National Historical Park (NHP), Buttonwood Park Zoo, and Fort Taber. Named the NB Line, the shuttle system connects visitors and residents to cultural and recreational destinations throughout New Bedford. The intended outcome of the shuttle implementation is to reduce visitor inconvenience, enhance visitor experience, and improve access to destinations, while at the same time reducing the environmental impact of National Park visitors by decreasing automobile use. Specifically, the shuttle project seeks to:

- reduce traffic congestion and reduce pollution throughout the New Bedford Whaling NHP and in downtown New Bedford by encouraging visitors to park in off-street locations,
- enhance visitor mobility, accessibility, and safety by alleviating parking shortages and traffic congestion throughout the NHP, and
- enhance visitor education, recreation, and health benefits by providing easier access to New Bedford's attractions, while promoting the history of New Bedford and creating a cohesive visitor experience for visitors.

This evaluation employs a variety of techniques and instruments to that end, including:

I. On-Board Passenger Survey and Qualitative Analysis

Conducted on-board each of the 3 NB Line shuttle routes during the week of August 6 through August 12, the survey measures visitor experience, including comfort and reliability of the shuttle, driver behavior, interpretation, walking distance, ADA accessibility, and impact on visitors’ parking behavior (which in turn offers insight into the shuttle’s overall environmental impact). The survey also captures passenger demographic data, such as education, sex, race, age, and place of residence.

Survey staff also collected data on the variation in ridership levels by time of day and ridership distribution by stop/pickup point. In addition, a qualitative assessment highlights issues related to the shuttle route and stops, schedule adherence, capacity-related problems, and vehicle and equipment reliability on each segment of the 3 shuttle routes.

II. Telephone Survey of Area Residents

A random sample telephone survey conducted with 714 residents of Acushnet, Dartmouth, Fairhaven, Freetown, and New Bedford to measure local residents’ awareness and usage of the NB Line shuttle, local community awareness of the New Bedford Whaling National Historical Park and its institutional partners, and local community awareness of New Bedford’s historical significance and impact as it relates to whaling, slavery, and arts and culture.

III. Key Informant Interviews

Twelve key informant interviews conducted with stakeholders and partners of the New Bedford Whaling NHP to gauge stakeholder opinions on the benefits of collaboration, challenges experienced while collaborating, and satisfaction with the 2012 pilot implementation of the shuttle.

IV. Other Key Data and Indicators

a. A record of media reports related to the project.
b. Passenger counts on all shuttle routes throughout the operating season.
c. Total visitation counts at the National Park Visitor Center and park partner sites.
2.00 PROJECT BACKGROUND

New Bedford Whaling National Historical Park was established by Congress in 1996 to help preserve and interpret America’s nineteenth century whaling industry. The park, which encompasses a 13-block National Historic Landmark District, is the only National Park Service area addressing the history of the whaling industry and its influence on the economic, social, and environmental history of the United States. The National Park Visitor Center is located at 33 William Street in downtown New Bedford and offers information, exhibits, and a free orientation movie.

New Bedford Whaling National Historical Park was created to be a partnership park; the federal government does not own property within the park except what is absolutely necessary to achieve the park’s mission. However, the park works with its institutional partners to achieve its mission, including the New Bedford Whaling Museum, Rotch-Jones-Duff House and Garden Museum, Seamen’s Bethel, and Schooner Ernestina.

According to the Transit in the Parks Implementation Project Proposal, New Bedford Whaling NHP hosts 300,000 visitors annually and this number is expected to increase significantly in coming years. There are approximately three visitors per vehicle at the park and it is estimated that as many 100,000 visitor vehicles are in the park annually. Peak visitation in the summer months accounts for about 70% of total visitations, which means that daily vehicle traffic is between 600 and 800 vehicles per day during peak months. The capacity of downtown New Bedford’s Elm Street Garage is 1,011 vehicles. Consequently, vehicle trips in the park could conceivably be reduced by 100% if visitors parked in the garage and relied on a shuttle and walking for transportation around the park, significantly easing traffic congestion.

The park’s 2001 General Management Plan (GMP) identifies traffic and parking as a major challenge. Moreover, the City of New Bedford’s 2004 Central Business District and New Bedford Whaling NHP Traffic and Circulation Study and Parking Master Plan specifically recommends a shuttle system to reduce parking congestion. Similarly, a 2007 Partner Strategic Action Plan also proposed a shuttle system for the park. However, since the GMP was prepared, other developments have increased the need for a shuttle, such as the 2003 opening of a new ferry terminal on the State Pier that serves ferry passengers to and from Martha’s Vineyard and Cuttyhunk Island. In addition, cruise ships now visit the terminal in the summer with 26 to 32 cruise ships bringing passengers to the park and a new hotel opened on the waterfront adjacent to the park in 2009.

This evaluation is focused on the second phase of a three phased alternative transportation shuttle project that will link New Bedford Whaling NHP sites with the Elm Street Parking Garage, ferry and cruise ship terminals at the historic waterfront, the University of Massachusetts Dartmouth campus during the fall, winter, and spring, and prominent downtown New Bedford lodging and cultural sites (see Figure 1 for area map). The project is funded through an implementation grant from the U.S. Department of Transportation, Transit in the Parks Program. The City of New Bedford Office of Planning is the recipient of the grant. Phase 1 of the project, which began in 2010, evaluates an existing shuttle system currently piloted by the New Bedford Harbor Development Commission and the University of Massachusetts Dartmouth. The shuttle system serves ferry passengers and university students, staff, and faculty but does not directly serve the New Bedford Whaling NHP.

Phase 2, which is the focus of this evaluation, institutes a shuttle pilot (NB Line) that serves the park – including the Rotch-Jones-Duff House and Garden Museum – over a three-year period. It is anticipated that the
shuttle will draw more visitors to the downtown district, while reducing pollution, traffic congestion, and visitor inconvenience. In addition, the ADA compliant shuttles will help the NHP to become universally accessible. Phase 3 of the project will purchase accessible alternative energy shuttle vehicles, install shuttle stop kiosks and signage, and launch a permanent shuttle service.

Figure 1 – New Bedford Whaling National Historical Park and Other New Bedford Attractions
3.00 DESCRIPTION OF THE NB LINE SHUTTLE

The NB Line shuttle system connects visitors and residents to cultural and recreational destinations throughout New Bedford. Southeast Regional Transit Authority (SRTA) supplies and operates the shuttles. Buses are 18-passenger with a wheelchair lift and each bus is wrapped with the NB Line logo.¹

The shuttle ran daily throughout the summer of 2012 from 9:00 am to 5:00 pm, and ran an additional 4 hours on AHA! nights (the second Thursday of each month); thereafter, the shuttle operated on weekends only through October 8.² The shuttle includes three routes - Downtown, Buttonwood, and Fort Taber – with a fare of $1.00 for adults and free for children and students.³ The one-dollar fare is good for the entire day, and is transferable between the two bus routes during that day. Riders receive a colored wristband to show to the driver when they get on a bus and a different colored band was issued to riders on successive days. Two buses are used to serve the 3 routes; the Fort Taber and Buttonwood Park Zoo routes functionally comprise a single 70-minute tour. The three detailed route maps, including the stops and times follow.⁴

¹ One bus was not wrapped until August due to an error by the company in wrapping the shuttle.
² Due to the timing of the project, this evaluation only covers the July 5 through September 3 period.
³ Although the NB Line shuttle served 3 routes, they were actually only 2 buses that served all 3 routes.
⁴ Route maps courtesy of New Bedford Whaling NHP.
Buttonwood Route & Times

Visitor Center
9:45 am
10:55
12:05 pm
1:15
2:25
3:35
4:45

Buttonwood Park Zoo
9:58 am
11:08
12:18 pm
1:28
2:28
3:28
4:28

City Center
10:08 am
11:18
12:28 pm
1:38
2:38
3:38
4:38

For information about NB LINE, contact: (508) 996-4095
For information about the shuttle bus, contact: (508) 597-6767
Fort Taber Route & Times

Visitor Center  Antiques West  West Beaches  Fort Taber  East Beaches  Antiques East
12:35 pm  12:43 pm  12:45 pm  12:51 pm  12:54 pm  12:58 pm
1:45  1:53  1:55  2:01  2:04  2:08
2:55  3:03  3:05  3:11  3:14  3:18

For information about NB LINE, contact: (508) 996-4095.
For information about the shuttle bus, contact: (508) 997-0767.
4.00 On-Board Passenger Survey and Qualitative Assessment

CFPA and Urban Initiative staff rode the NB Line shuttle during all operating hours over the week of Monday, August 6 through Sunday, August 12, 2012. Staff conducted a survey with passengers during these hours and recorded anecdotal data relating to schedule adherence, capacity-related problems, and vehicle and equipment reliability on each segment of the 3 NB Line routes. These observations also included the variation in ridership levels by time of day, by day of week, and across stop/pickup points.

4.10 On-Board Passenger Survey

The on-board passenger survey was implemented using a questionnaire similar in design to other National Park Service shuttle surveys and was administered to all willing passengers age 18 and older who rode the NB Line that week. The purpose of the survey is to measure the overall visitor experience, including comfort and reliability of the shuttle, driver courtesy, walking distance, ADA accessibility, and the impact on visitors’ parking behavior (i.e., a shift in preference from parking on the streets to garage parking). The survey also captures demographic data, such as respondents’ education, sex, race, age, and place of residence.

The survey was conducted each day from 9:00 am to 5:00 pm except for August 9, when surveys were conducted from 9:00 am to 9:00 pm to accommodate AHA! night visitors. Respondents were provided the option to fill out a paper survey or complete the survey using a tablet. While all passengers age 18 years and older were asked to complete the survey, in most cases one person in the party filled out the survey for their group. Thus, although a total of 32 surveys were completed during the week, the responses of these survey-takers generally represent those of a larger group. A total of 104 passengers rode the shuttle during the survey period, with 20 under the age of 18, which equates to a survey response rate of 31%. Detailed results follow.

4.11 Previous Visitations to the New Bedford Whaling National Historical Park and NB Line Usage

Fifty-two percent of respondents (52%) were first time visitors to the New Bedford Whaling NHP, while 10% visited once before, 13% visited 2 to 4 times, and 26% visited 5 times or more (see Figure 2). Most are first-time riders; 72% were riding the NB Line shuttle for the first time, while 22% had ridden once before, and 6% had ridden 5 times or more (see Figure 3).

Figure 2
How Many Times Have You Visited the New Bedford Whaling National Historical Park?

Figure 3
How Many Times Have You Used the NB Line Shuttle?

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5 A copy of the survey can be found in Appendix D.
6 AHA! (Art, History, Architecture) is New Bedford’s free downtown cultural night and collaborative cultural organization. AHA! night is held on the second Thursday of each month.
7 Due to the low number of respondents, conclusions from the survey should be made with caution.
4.12 PARKING BEHAVIOR

Respondents were asked several questions regarding their parking behavior during their visit. Respondents were first asked how they arrived at the shuttle stop. Forty-one percent (41%) report that they walked to the stop, while 34% drove then walked from the stop to their car, 16% used public transportation, 9% used other means, and no respondents biked to the stop (see Figure 4).

One of the goals of the NB Line Shuttle is to alleviate downtown traffic congestion by transitioning visitors from parking on the street to parking in the city’s two garages. Results of the on-board survey, although limited due to the small sample size, suggest that most NB Line shuttle users did not park on the street. For example, among respondents who drove to the shuttle stop, 47% parked in one of New Bedford’s parking garages (42% in the Elm St. garage and 5% in the Zeiterion garage), while only 11% parked on the street (both metered and un-metered parking) (see Figure 5).

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Figure 4
How Did You Get to the NB Line Shuttle Today?

![Bar chart showing the distribution of how respondents arrived at the NB Line Shuttle stop.]

- Walk: 41%
- Drive, then walk to the stop from car: 34%
- Public transportation: 16%
- Other: 9%
- Bike: 0%

Figure 5
If You Drove to the Area Today, Where Did You Park?

- Elm Street parking garage: 42%
- Other: 21%
- Custom House Square parking lot: 11%
- Unmetered space on street: 5%
- Fort Tabor parking lot: 5%
- Metered space on the street: 5%
- Buttonwood Park Zoo parking lot: 5%
- Zeiterion Theater parking garage: 5%
- Parking garage, name unknown: 0%

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8 These are primarily New Bedford residents.
Importantly, the availability of the NB Line shuttle may not have had a significant effect on respondents' decision to park in an off-street location; 56% report they would have parked in the same location if the NB Line shuttle service were not available, while only 16% would have parked in a different location and 28% don’t know (see Figure 6). However, with an estimated 100,000 vehicles in the park annually, even transitioning a small percentage of vehicles from on-street to off-street parking will yield significantly less vehicle traffic in the park. For example, transitioning just 10% of the estimated 100,000 vehicles in the park annually will yield 10,000 less vehicles parking on the street.

Moreover, as subsequent analyses in this report will describe, the NB Line shuttle was not marketed to its full potential. In fact, more than half of respondents (52%) who rode the shuttle learned about it on-site; 24% learned about the shuttle from a National Park Service employee or volunteer, 17% at the Visitors Center, and 10% from the signage at a shuttle stop. Print and other media were less effective in promoting the shuttle; 7% learned about the shuttle from the newspaper, 3% from the website, 7% from the newspaper, and 0% from the guidebook (see Figure 7). A better coordinated marketing plan in the future will likely increase the percentage of visitors who use the shuttle and consequently transition a greater percentage of vehicles to off-street parking.

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Phase 3 of the project envisions the NB Line shuttle running year-round, thus the 100,000 annual vehicle estimate.
4.13 MOTIVES FOR RIDING THE NB LINE

Parking in the National Park and at other New Bedford attractions is not a significant issue for most respondents; while respondents cite various reasons for riding the NB Line, only 9% indicate that “limited availability of parking” was the reason they rode the NB Line shuttle, while 9% also indicated that “parking is too far from attractions/sites” (see Figure 8). Higher percentages of respondents cite other reasons for riding, including limited knowledge of the visitor site locations (25%), environmental friendliness of shuttles (22%), dislike driving in an unfamiliar area (19%), the opportunity to relax (17%), and other reasons (16%).

![Figure 8: Why Did You Decide to Ride the NB Line Today?](image-url)
4.14 Rider Satisfaction

Overall, respondents rate their NB Line experience positively; 93.1% had a “very positive” experience and 7% had a “somewhat positive” experience. No riders had a negative experience (see Figure 9).

![Figure 9](image)

Overall, How Would You Rate Your Experience Using the NB Line?

Respondents were asked to rate specific aspects of the shuttle service. Overall, respondents are satisfied with all aspects of the shuttle service, particularly the fare price (82% very satisfied), the comfort of the shuttle (73% very satisfied), handicap accessibility (69% very satisfied), convenience of the shuttle stop locations (67% very satisfied), and driver courtesy (65% very satisfied) (see Figure 10).

![Figure 10](image)

How Satisfied Are You With the Following?
4.15 Attractions Visited

Respondents visited or planned to visit a variety of New Bedford attractions (see Figure 11). Respondents also wrote-in several attractions they would like the shuttle to serve, including Acushnet River Antiques, North End of New Bedford, and Padanaram (Dartmouth).

![Figure 11](image)

Respondents were asked how they would have reached the attractions they visited or planned to visit if the NB Line Shuttle was not available. The highest percentage of respondents report that they would have walked to the attractions or sites (37%), while 26% would have driven and 11% would not have visited the attractions at all (see Figure 12). Thus, the NB Line shuttle did succeed in decreasing the number of visitors driving to attractions, while at the same time attracting visitors who would not have visited if it were not for the shuttle.

![Figure 12](image)

10 “Other” attractions include the hotel (N=2), library (N=2), and City Hall.
4.17 DEMOGRAPHIC BACKGROUND OF RESPONDENTS

Respondents reside in a geographically wide range of locations and represent a variety of demographic groups in terms of age, gender, income, educational attainment, and race/ethnicity (see tables that follow).

Place of Residence

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<th>Number</th>
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<tr>
<td>England</td>
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<td>St. Albans, VT</td>
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</tr>
</tbody>
</table>

Figure 13
Number of People in Group (Including Respondent)

Figure 14
Age Group of Riders
Figure 15
Gender of Respondent

Male, 56%
Female, 44%

Figure 16
Annual Household Income

< $25,000 24%
$25,000-$34,999 4%
$35,000-$49,999 4%
$50,000-$74,999 12%
$75,000 16%
Don't know 40%

Figure 17
Educational Attainment

No high school diploma 4%
High school graduate/GED 26%
Some college, no degree 11%
Associate’s degree 4%
Bachelor’s degree 30%
Graduate degree + 26%

Figure 18
Race/Ethnicity

White, non-Hispanic 80%
Hispanic or Latino 0%
American Indian 0%
Black or African American 0%
Asian 0%
Cape Verdean 7%
More than one race 0%
Don’t know 7%
4.20 **QUALITATIVE ASSESSMENT, NB LINE SHUTTLE OPERATIONS**

In addition to the on-board passenger survey, staff collected anecdotal data relating to schedule adherence, capacity-related problems, and vehicle and equipment reliability on each segment of the 3 NB Line routes during the survey week. These observations also include the variation in ridership levels by time of day, and day or week, and its distribution by stop/pickup point. Importantly, although the NB Line is described on the NPS web site as comprising three routes, two buses are utilized, and operationally the drivers perceive their operations as comprising two routes. Thus, the separate Fort Taber and Buttonwood Zoo routes functionally comprise a single 70-minute tour that travels from the NPS Visitor Center to Fort Taber and back to the Visitor Center, then west to the Zoo with a return to the Visitor Center.

4.30 **ROUTE OBSERVATIONS**

Downtown Loop

Twelve, twenty minute trips per day were scheduled for the Downtown route. The Downtown Route was not operated as shown on the NB Line brochure map and on the NPS website due to ongoing construction activity that necessitated closure of the Elm Street intersection with Route 18.

Fort Taber Route

Seven complete seventy minute trips per day are scheduled on the Fort Taber Route. The beginning of the Fort Taber leg of the trip was not operated as shown on the NB Line brochure map and on the NPS website due to ongoing construction activity that necessitated closure of the Elm Street intersection with Route 18.

Buttonwood Park Zoo Route

Seven complete trips per day are scheduled on the Buttonwood Park Zoo route. The beginning of the Buttonwood Park Zoo leg of the trip is operated as shown on the NB Line brochure map and on the NPS website, although similar to the other routes, the route when entering the National Park was not operated as shown on the NB Line brochure map and on the NPS website due to ongoing construction activity that necessitated closure of the Elm Street intersection with Route 18.

4.31 **SCHEDULING ISSUES**

The routes are vastly different with regard to pacing and scheduling. The Downtown Route is very challenging for the driver, while the Fort Taber/Buttonwood Park Zoo Route is much easier.

**Downtown Route (20 minutes)**

The 20-minute Downtown Route has no slack built in to the schedule. A conscientious driver can only keep to the schedule if no time is spent loading or discharging passengers, waiting at traffic-lit intersections or at slowdowns caused by Route 18 road construction, or taking driver lunch and bathroom breaks. Ironically, it would be impossible to keep to the schedule if the Downtown Route were to become highly utilized. If many people rode the shuttle, too much time would be required for loading/unloading passengers, paying fees, and dispensing wristbands, and the current schedule could not be met.

The driver of the Downtown Route must make 17 turns on public thoroughfares during each 20-minute trip. Ten of these turns are right-hand turns. Seven of the turns are left-hand turns against one lane of oncoming traffic. The total of 17 turns does not include additional turns required off-road at the State Pier. These turns vary in number and direction according to the ever-changing positioning of vehicles and pedestrians on the busy pier.
Much time is also lost on the Downtown Route while carefully maneuvering the wide bus between parked cars on narrow, one-way city streets. This is particularly true on Johnnycake Hill, passing the Whaling Museum and Seamen’s Bethel, and on Madison Street, traveling along the northern boundary of the Rotch-Jones-Duff House property. If a car is parked far from the curb, or if large SUVs or pickup trucks are parked on either side of the street, the driver may have to abandon that portion of the route and make a detour. The driver calls in to the dispatch office when he or she must abandon a portion of the route and make a detour from scheduled service. The drivers report that the worst outcome is to drive into a tight situation on a one-way city street, discover that it is not possible to get past the obstruction or to proceed further; meanwhile, traffic fills in behind the bus making it impossible to back out. If this happens, drivers are instructed to call the office and wait for help. Johnnycake Hill poses a particularly thorny problem, insofar as its elevation makes it impossible for a driver to look ahead and estimate whether there is a traffic obstacle on the far side of the hill.

During the survey week, extensive road construction work on Route 18 in front of State Pier caused significant delays on this portion of the Downtown Route. It is ironic that so much time was lost here, since the State Pier is not an oft-used stop on the route. As a rule, NB Line passengers almost never board or leave the shuttle bus at the State Pier. Tourists at the State Pier are bound for or returning from Martha’s Vineyard; they travel at no charge on the trolley between the Whale’s Tooth Parking Lot to the north and the State Pier.

In addition to time lost to construction delays near the State Pier, it is also worth noting that Thursday and Friday are heavier-traffic days in New Bedford, particularly near the State Pier as tourists prepare for long weekends on Martha’s Vineyard. The downtown shuttle gets off schedule simply by making empty, fruitless trips to the State Pier during these times.

It must be noted that the shuttle drivers are conscientious and cannot do anything more to speed their travel on the route. Drivers on the 20-minute downtown route typically go without breaks and eat lunch at the wheel in order to keep to schedule. It is admirable that drivers want to keep to schedule, but these practices may not fully support safe operation of the vehicle.

Lastly, while riding the poorly-marked SRTA shuttle buses, Center staff became aware of the attractive trolley service operating to and from the Whale’s Tooth Parking Lot and the State Pier. At 9:05 am on Friday, the trolley brought eight people from the parking lot to State Pier, while the NB Line bus carried no passengers. It is likely that the tourists riding the trolley are not interested in New Bedford, nor will they spend their tourism dollars in the city. Their focus is on a tourism experience on Martha’s Vineyard, not in New Bedford, and yet the attractive and fun experience of riding the trolley is dedicated to supporting Vineyard excursions. This anecdote leads to a basic point; the importance of not merely decorating the New Bedford buses with graphic wraps, but using shape, form, color, graphics, and electronic signage to immediately and unequivocally signal their purpose.

Fort Tabor / Buttonwood Park Zoo route (70 minutes):

In contrast to the downtown route, the 70-minute Fort Tabor/Buttonwood Park Zoo route has perhaps too much slack time built into the schedule. Drivers wait for long periods at the Visitor Center stop, and have ample time to eat lunch and take comfort breaks throughout the day. In addition, there are no tight city streets to negotiate on the established route, although during the survey week, the closure of the Elm Street exit to Route 18 due to road construction necessitated running this route over Johnnycake Hill. Unlike the downtown route, the Fort Tabor/Buttonwood Park Zoo route is characterized by long drives on wide roads, with few turns and good sight lines ahead to scan for obstacles, traveling along scenic vistas of Clark’s Cove, the Fort, and the eastern beaches.
4.32 Ridership Issues

NB Line is intended to connect visitors and residents to New Bedford’s cultural and recreational destinations. Those who ride are often low-income residents. On hot summer days, for a fee of one dollar, local riders can get on and off the bus and benefit from its air conditioned enclosure as needed throughout the day. Residents are indeed welcome to ride, but tourism support has not yet been generated to any significant degree.

Some stops do not generate any ridership such as the State Pier, which was described earlier. Zeiterion Theatre stop is located around the corner from the theatre entrance against a blank wall. Few or no pedestrians are typically seen at this stop, apart from people who actually want to board a shuttle. Moreover, Zeiterion programming typically takes place in the evening, after the NB Line stops running. Only one stop was made at the Rotch-Jones-Duff House in the entire week of observations; two tourist passengers were discharged but not picked up later in the day. While it is true that the service is in its infancy and perhaps has not been well promoted, certain locations, such as the stop along the blank south wall of the Zeiterion Theatre, do not seem to promise success under any scenario.

Another issue is that many out-of-town tourists who board the bus expect to receive a guided tour. The bus drivers are generally motivated individuals who like to share what they know about the city of New Bedford. Talking while they drive, they attempt to do a good job, but the typical presentation is by no means professional in tone. Future NB Line brochures and the website can make it clear that the shuttle provides transportation only.

The busiest passenger days for the week were Wednesday, August 8 for the Downtown Loop and Friday, August 10 for the Fort Taber/Buttonwood Park Zoo Loop (see Figure 19). In terms of specific stops, the National Park Visitors Center was by far the busiest stop for the Downtown Loop (see Figure 20), while the Visitor Center and Fort Tabor were the busiest stops on the Fort Taber/Buttonwood Park Zoo routes (see Figure 21). There were no passengers who boarded or disembarked at the Zeiterion (Downtown Loop), Antiques West (Fort Taber Route), West Beaches (Fort Taber Route), or Antiques East (Fort Tabor Route).
Figure 20
Downtown Loop: Pick-Up and Drop-Off By Location

Figure 21
Fort Taber-Buttonwood Loop: Pick-Up and Drop-Off By Location
4.33 **BUS AND ROUTE IDENTIFICATION ISSUES**

The electronic message signage on the two designated shuttle buses alternates between two messages: “Shuttle” and “Welcome Aboard.” There is no attempt to use the electronic signage to inform potential riders of the purpose of and destinations served by the vehicle.

In addition, the decorative, exterior graphic wraps on the two designated 18-passenger shuttle buses are attractive, but not informative. There is no way that a potential rider can determine the purpose of the vehicle by looking at its exterior graphic wrap. The graphic wrap doesn’t communicate the purpose of the bus, where the bus travels, or for whose use it is intended. For example, on one particular day the State Pier was very busy mid-morning due to the arrival of the ferry from Martha’s Vineyard (the Cuttyhunk ferry may also have been docked at the pier). The NB Line bus was hailed by a disembarking passenger, who asked: “Do you go past Avis?” It was understandable that she should ask this question. To her, it would seem logical that the shuttle, arriving on the State Pier at that time and displaying only a “Welcome Aboard!” message, should have been sent for her benefit to travel to an automotive rental agency.

NB Line signage at each stop consists of one small sign printed with small fonts, mounted at a height suitable for a tall adult to read. Those of shorter stature or in wheelchairs would find the sign difficult or impossible to read. At some locations, such as the City Center stop, the small sign is set back so far from the roadway that potential riders may miss it.

5.14 **COMPETING SERVICES**

The Fairfield Inn (one of the NB Line shuttle stops) operates its own shuttle bus as a free service, upon request of a client, within a five-mile radius of the Inn. The Inn bus has taken clients to local downtown locations such as the New Bedford Whaling Museum, and also to further destinations such as the New Bedford Airport. However, it does not make regular trips. A front desk staffer at the Inn conferred that the Inn recommends the NB Line bus to its clients, although the survey week saw little use of the NB Line by Inn guests.
5.00 **Telephone Survey of Local Residents**

A random sample telephone survey was conducted with residents 18 years of age and older from the communities of Acushnet, Dartmouth, Fairhaven, Freetown, and New Bedford. The purpose of the survey was threefold:

- to measure local residents’ awareness and usage of the NB Line shuttle,
- to measure local community awareness of the New Bedford Whaling National Historical Park and its institutional partners, and
- to measure local community awareness of New Bedford’s historical significance and impact, particularly as it relates to whaling, slavery, and arts and culture.

A total of 714 telephone interviews were conducted from August 20, 2012 through August 30, 2012 using a questionnaire developed by the Center for Policy Analysis and staff from the New Bedford National Whaling NHP. The overall margin of error for the poll is +/-3.7 percent for the complete set of data and the response rate for the survey is 16.9% (AAPOR#4). Twenty test interviews were conducted before full implementation of the survey began and Spanish and Portuguese speaking interviewers were available to administer the survey in those languages.

To ensure equal representation among the five communities, a proportional sample of surveys was conducted based on each community’s population 18 years of age and older (See Table 2).

<table>
<thead>
<tr>
<th>Town/City</th>
<th>*Census Pop 18+</th>
<th>% Census Pop 18+</th>
<th># Completed Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acushnet</td>
<td>8,121</td>
<td>6.4%</td>
<td>46</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>27,469</td>
<td>21.7%</td>
<td>155</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>12,989</td>
<td>10.3%</td>
<td>73</td>
</tr>
<tr>
<td>Freetown</td>
<td>6,865</td>
<td>5.4%</td>
<td>39</td>
</tr>
<tr>
<td>New Bedford</td>
<td>70,983</td>
<td>56.1%</td>
<td>401</td>
</tr>
</tbody>
</table>


5.10 **Results**

Basic frequencies are presented for each survey question. In addition, crosstabulations were run by each question to determine if significant differences exist among respondents based on their demographic background. In most cases, the survey results are presented for all respondents as well as by New Bedford versus its surrounding suburban towns, which may provide useful market segmentation data. The detailed data tables that include all crosstabulations can be found in Appendix C. Results follow.

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11 A copy of the questionnaire can be found in Appendix A.
12 The number of respondents for some questions is lower, thus the margin of error is higher in those instances.
13 More on the methodology can be found in Appendix B.
14 Demographic crosstabulations are presented within the main body of the report only if they are statistically significant at the .05 level and below.
5.11 AWARENESS AND USAGE OF NB LINE SHUTTLE

Just under half of respondents (47%) report they are familiar with the NB Line, with a higher percentage of New Bedford respondents (56%) being familiar with the shuttle in comparison to respondents from surrounding communities (36%) (see Figure 22). Similar percentages of respondents report they have seen the NB Line shuttle while they were walking or driving around New Bedford during the summer (see Figure 23).

**Figure 22**
Are You Familiar With the NB Line Shuttle That Connects Sites Throughout the New Bedford Whaling National Historical Park and With Buttonwood Park Zoo and Fort Taber?

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>New Bedford Residents</th>
<th>Suburban Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiar (%)</td>
<td>47</td>
<td>56</td>
<td>36</td>
</tr>
</tbody>
</table>

**Figure 23**
Have You Seen the NB Line Shuttle While Driving or Walking Around New Bedford?

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>New Bedford Residents</th>
<th>Suburban Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seen (%)</td>
<td>48</td>
<td>56</td>
<td>36</td>
</tr>
</tbody>
</table>

Although significant percentages of respondents are familiar with the NB Line and have seen it driving around the city, only 14% of respondents have ridden the shuttle, with more than twice the percentage of New Bedford respondents (17%) riding in comparison to respondents from surrounding communities (7%) (see Figure 24).

**Figure 24**
Have You Ridden the NB Line Shuttle?

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>New Bedford Residents</th>
<th>Suburban Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridden (%)</td>
<td>14</td>
<td>17</td>
<td>7</td>
</tr>
</tbody>
</table>
5.12 POTENTIAL RIDERSHIP

Sixty-one percent of respondents (61%) report they would consider riding the NB Line in the future, with New Bedford respondents (64%) slightly more likely to consider riding than suburbanites (58%) (see Figure 25). In addition, respondents with lower levels of education are more likely to ride; 66% <=high school diploma, 64% some college/Associate’s, 54% Bachelor’s or higher would consider riding. Conversely, respondents with higher incomes are less likely to consider riding the NB Line; 21% <$50K, 29% $50K-$100K, and 34% 100K+ indicate that they would not ride the shuttle.

**Figure 25**

*Would You Consider Riding the NB Line Shuttle If You Visited New Bedford Whaling National Historical Park, Buttonwood Park Zoo, or Fort Taber In the Future?*

Among respondents who would consider riding the NB Line (from Figure 25 above), 42% report they are very likely to ride, 44% are somewhat likely to ride, 10% are not likely to ride, and 3% don’t know (see Figure 26). New Bedford respondents report that they are slightly more likely to ride in comparison to suburban respondents (45% vs. 39%).

**Figure 26**

*How Likely Are You to Ride the NB Line Shuttle During Your Visit to Any of These Places?*
Respondents who report they would not ride the NB Line were asked the reason. The highest percentages of respondents report that they would not ride because it is easier to walk/they would rather walk (36%), they would rather drive their care/they have a car (27%), and because the shuttle is too inconvenient (27%).

Figure 27
Reasons Respondent Would Not Ride the New Bedford Line Shuttle

Note: Percentages do not add to 100% because respondents were allowed to choose more than one category.

15 Crosstabulations by New Bedford/suburban communities and other demographic data is not provided due to the small number of respondents.
5.13 AWARENESS OF NEW BEDFORD WHALING NATIONAL HISTORICAL PARK

Seventy-nine percent (79%) of respondents are aware that there is a national park in downtown New Bedford, with a slightly higher percentage of New Bedford respondents (81%) being aware of the NHP in comparison to suburban respondents (75%) (see Figure 28). In addition, older respondents are more aware of the park in comparison to respondents in younger age cohorts; 74% age 18-34, 71% 35-49, 85% 50-64, 89% age 65 and older are aware of the park.

Figure 28

Did You Know That There Is a National Park In Downtown New Bedford?
(% “Yes”)

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>New Bedford Respondents</th>
<th>Suburban Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>81%</td>
<td>75%</td>
<td></td>
</tr>
</tbody>
</table>

Respondents who are aware of the NHP were asked the degree to which they are aware of what the park comprises and offers to visitors. Nearly a quarter of respondents (24%) report they are very aware of what the park offers and comprises, while 55% are somewhat aware and 21% are not aware (see Figure 29). There are only minor differences in levels of awareness between New Bedford and suburban respondents.

Respondents with higher levels of education are more aware of what the NHP comprises; 30% who have a Bachelor’s or higher are very aware compared to 20% with a high school diploma or less. Similarly, older respondents are more aware of what the park comprises in comparison to respondents in younger age cohorts; 17% age 18-34, 25% 35-49, 26% 50-64, 31% age 65 and older are aware of what the NHP offers and comprises.

Figure 29

How Aware Would You Say You Are About the National Park In Terms of What It Comprises and Offers to Visitors?

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>New Bedford Respondents</th>
<th>Suburban Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>26%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>55%</td>
<td>53%</td>
<td>57%</td>
<td></td>
</tr>
</tbody>
</table>
5.14 PARK VISITATION

Seventy-one percent (71%) of respondents report they have visited the New Bedford Whaling NHP, with a slightly higher percentage of New Bedford respondents (74%) having visited in comparison to suburban respondents (68%) (see Figure 30).

Respondents with higher levels of education are more likely to have visited the Park; 80% of respondents with at least a Bachelor’s degree have visited, compared to 61% of respondents with a high school diploma or less. Similarly, respondents in older age cohorts have visited the NHP in comparison to respondents in younger age cohorts; 61% age 18-34, 78% 35-49, 72% 50-64, 74% age 65 and older have visited.

![Figure 30](image)

Respondents who have not visited the National Park were asked to explain why they have not visited. The highest percentage of respondents report they have not visited the park because they have no time (29%), followed by the fact that they are just not interested (22%), other reasons (6%), they don’t know (6%), they don’t have transportation (6%), they can’t afford it (5%), and they don’t feel safe in the area (4%) (see Figure 31).\(^{16}\)

![Figure 31](image)

**Note:** Percentages do not add to 100% because respondents were allowed to choose more than one category.

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\(^{16}\) Other reasons include disability/medical issues (N=8), too many small children (N=1), and parking/construction difficulties (N=1).
5.15 Familiarity with National Park Partners and Institutions

Respondents were asked if they are familiar with various New Bedford museums and institutions. Specifically, respondents were asked:

“Can you tell me if you are familiar with any of the following New Bedford museums and institutions?”

Respondents who reported they are familiar with a museum or institution were then asked if they are aware that it is an institutional partner of the NHP. Specifically, respondents were asked:

“And before this interview, did you know that <museum or institution name> was part of the Whaling National Historical Park?”

Respondents are generally aware of each of the museums and institutions; 97% are aware of the Whaling Museum, followed by the Seamen’s Bethel (84% aware), the Schooner Ernestina (71% aware), Rotch-Jones Duff House and Garden Museum (68% aware), Waterfront Visitors Center (60% aware), and the National Park Visitor Center (50% aware) (see Figure 32).

Respondents are also largely aware that these museums or institutions are part of the National Park.17 For example 77% of respondents who are familiar with the National Park Visitors Center are aware that it is a partner of the National Park, followed by 70% for the Whaling Museum, 68% for the Waterfront Visitors Center, 67% for the Seamen’s Bethel, 63% for the Schooner Ernestina, and 54% for the Rotch-Jones Duff House and Garden Museum (see Figure 32). Respondents who reside in New Bedford are more likely to be aware of each museum and institution than are respondents who reside in the surrounding communities. Similarly, respondents with higher levels of education are more likely to be aware of each museum and institution than are respondents with lower levels of education and are also more likely to know that each is part of the NHP. Lastly, older respondents are also more likely to be aware of each museum and institution than are respondents in younger age cohorts.

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17 Again, this question was only asked if a respondent was aware of the museum or institution.
5.16 RECOMMENDATIONS FOR FUTURE EVENTS AND ACTIVITIES

All respondents were asked to specify events or activities that the National Park could sponsor that would encourage them to visit the Park. Responses include:\(^\text{18}\)

- Concerts/festivals. (N=30)
- More advertising/marketing. (N=21)
- Children’s activities. (N=21)
- Historical events. (N=13)
- AHA Night! (N=10)
- More handicap accessible. (N=6)
- Fisherman Festival. (N=5)
- Summerfest events. (N=5)
- Food festival. (N=4)
- Free admission to events. (N=4)
- Family-oriented events. (N=3)
- Film events. (N=3)
- Outdoor events. (N=3)
- Tours. (N=3)
- Waterfront events. (N=3)
- Animals. (N=2)
- Car shows. (N=2)
- Gay Pride events. (N=2)
- Thursday night free shuttle.
- More holiday celebrations.
- Free booklets.
- Special events announced in advance.
- 4th of July parade.
- 50s night.
- Community-related programming.
- More present-day events.
- Black Freedom Trail.
- Underground railway.
- Plants show.
- Bring back the Charles W. Morgan.
- Bioneers.
- Renovate certain sections.
- Senior days.
- Butterfly house.
- Big Band dances.
- More sidewalk cafes.

\(^{18}\) In some cases the actual wording of responses was grouped into general categories and themes.
5.17 AWARENESS OF NEW BEDFORD’S HISTORICAL SIGNIFICANCE AND IMPACT

The telephone survey included 5 questions that measure respondent awareness of New Bedford’s impact and imprint on our country’s history and identity in terms of whaling, slavery, and art and culture, issues around which the New Bedford Whaling National Historical Park was formed and organized. The questions seek to measure the connection between the history of New Bedford and the mission of the Whaling NHP in presenting and preserving that history. Overall, results show that respondents are generally aware of New Bedford’s historical significance.

Role in Shaping the History and Culture of Our Country

Over two-thirds of respondents (67%) feel that New Bedford played a very important role in shaping the history and culture of our country, while 26% feel the city played a somewhat important role, 3% feel it played not a very important role, 1% feel that its role was not important at all, and 3% don’t know (see Figure 33). There are only minor differences between the results of New Bedford and suburban respondents. However, respondents with higher levels of education and respondents in older age cohorts are more likely to feel that New Bedford played a very important role in shaping the history and culture of our country than respondents with lower levels of education and younger respondents.

Figure 33
Looking Back Over the Past 200 Years, How Important Do You Feel the Role of New Bedford Was in Shaping the History and Culture of Our Country?
Role in the Abolishment of Slavery

Forty-six percent of respondents (46%) feel that New Bedford’s role in the abolishment of slavery was very important, while 30% feel it was somewhat important, 5% feel it was not very important, 3% feel it was not important at all, and 15% don’t know. A slightly lower percentage of suburban respondents feel that New Bedford’s role in the abolishment of slavery was very important in comparison to suburban respondents (49% vs. 42%), although this difference is within the survey’s margin of error. In addition, respondents with a high school diploma or less feel that New Bedford’s role in the abolishment of slavery was very important in comparison to respondents with a Bachelor’s degree or higher (48% vs. 40%). Respondents in older age cohorts are also more likely to feel that New Bedford’s role in the abolishment of slavery was very important in comparison to respondents in younger age cohorts; 36% age 18-34, 40% 35-49, 51% 50-64, 62% age 65 and older.

Figure 34
How Important Do You Feel New Bedford’s Role Was In the Abolishment of Slavery?

Importance of Cultural Resources

Just over half of respondents (51%) believe that the cultural resources New Bedford offers today are very important to our country as a whole, while 40% believe they are somewhat important, 3% believe they are not very important, 2% believe they are not important at all, and 4% don’t know (see Figure 35). There are only minor differences between the results of New Bedford and suburban respondents. Respondents in older age cohorts believe that the cultural resources New Bedford offers today are very important to our country as a whole; 45% age 18-34, 45% 35-49, 54% 50-64, and 65% age 65 and older.

Figure 35
How Important Are the Cultural Resources New Bedford Offers Today - For Example, the Museums, the Artifacts, the Architecture, and the Streetscapes - to Our Country As a Whole?
Whaling and Wealth

Most all respondents (94%) are aware that New Bedford was once the nation’s leading whaling port. There are only minor differences between New Bedford and suburban respondents.

![Figure 36: Did You Know That In the Mid 1800's New Bedford was the Nation's Leading Whaling Port? (% "Yes")](image)

Sixty-three percent (63%) of respondents report that they know that New Bedford was the wealthiest city in the country during its whaling peak, with a slightly higher percentage of respondents from New Bedford knowing this fact in comparison to suburban respondents (65% vs. 59%).

![Figure 37: Did You Know That During This Same Period New Bedford was the Wealthiest City In the Country? (% "Yes")](image)
6.00 Key Informant Interviews

During August 2012, twelve key informant interviews were conducted with stakeholders and partners of the New Bedford Whaling NHP to gauge satisfaction with the pilot implementation of the NB Line shuttle and recommendations for the NB Line going forward. Key informants interviewed include:

- Edward Anthes-Washburn, Acting Executive Director, Harbor Development Commission, Port of New Bedford
- Diane Arsenault, Executive Director, Downtown New Bedford, Inc.
- Frank Baylies, Volunteer Coordinator, Fort Taber – Fort Rodman Military Museum
- Arthur Bennett, Vice President, Downtown New Bedford, Inc., Park Volunteer
- Renee Dufour, City of New Bedford Parks and Recreation Department
- Donna Gagne, Manager, New Bedford Antiques at the Cove
- Sara Haslam, General Manager, Fairfield Inn & Suites, New Bedford
- Lee Heald, Program Director, AHA!
- Harry and Jeannine James, Owners, New England Demolition and Salvage
- Staff member, Pour Farm Tavern (adjacent to City Center shuttle stop)
- Matthew Morrissette, Executive Director, New Bedford Economic Development Council (NBEDC)
- Sonia Schonning, Executive Director, Buttonwood Park Zoological Society

Four standardized questions were asked to each key informant, while various follow-up questions were asked depending on the direction of the interview. The standard questions included:

- Are you familiar with the NB Line Shuttle?
- Were you engaged to be a National Park Service sponsor?
- How does the NB Line Shuttle serve your organization and its clients?
- How could shuttle service be developed to more effectively serve the city, your organization, or its clients?

6.10 Interview Summary

Of the twelve persons interviewed, all but one was familiar with the NB Line Shuttle. Half report they were engaged to be a partner with the National Park Service and participated in the process of planning the shuttle. Nearly all key informants agree that the NB Line does not contribute significantly to their organizational mission because of the low number of shuttle riders. Key informants attribute low ridership to a lack of awareness of the NB Line among local residents and tourists, which is primarily attributable to inadequate marketing and coordination among the partners and key stakeholders. Many comments from key informants echo what was observed during the on-board survey; shuttle buses were poorly marked, some shuttle stops were not in good locations, and pamphlets that described the NB Line and New Bedford's attractions were generally not available on the NB Line or at local businesses and attractions. Most key informants report little to no increase in tourism/business that could be attributed to the NB Line.

While shuttle ridership was low, some organizations did see benefits. For example, the city’s Parks and Recreation Department cited the importance of the NB Line shuttle as the only bus running to the Fort Tabor beaches on Sundays and the city’s only public transit option operating on Sundays. Higher ridership on AHA! Nights was also cited as a benefit. Overall, however, interview participants cited the need for a broader and more visible

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19 One of the shuttle buses was not wrapped with the NB Line design until the middle of August.
20 Marketing issues are supported by results from the on-board survey; more than half of respondents (52%) who rode the shuttle learned about it on-site. Print and other media were less effective in promoting the shuttle; only 7% learned about the shuttle from the newspaper, 3% from the website, 7% from the newspaper, and 0% from the guidebook.
marketing and promotional campaign for 2013. Their suggestions include getting the word out earlier, particularly through email and Facebook, as well as having printed brochures at all stops at the beginning of the season. Many of the interviewees reported either never receiving brochures, only just receiving them at the end of August, or were unsure if any were printed. Other suggestions include:

- Focus marketing on tourists from the marinas on the New Bedford side of the harbor, since many boaters have no means of transportation on land.
- Provide noontime guided tours aimed at those who commute to New Bedford for work.
- Create a new stop at the new recreation center at 181 Hillman St. to connect east and west sides of the city.
- Create a stop at the Whale’s Tooth Parking lot. This may make it possible for a park ranger or park volunteer to greet tourists getting off ferries and to offer guided tours that end at their vehicle at the Whales Tooth lot.
- Install card racks in the buses that promote attractions and provide an opportunity for the advertisement of events.
7.00 Other Key Data

7.10 Operational Costs

7.11 Operational Data

Operational Overview

The New Bedford Line service was operated 73 days between July 5, 2012 and October 8, 2012. During this time the vehicles used to provide this service averaged 141 miles per day and 987 miles per week for a total of 10,152 miles during the operational period. SRTA estimates that 1,350 passengers rode the New Bedford Line during this period. The service was provided by 3 new E-455 Ford shuttles, 2012 model. Two of these served as primary vehicles and one as backup.

Wages & Benefits Cost

Wages to operate this service totaled $47,922.00 during the trial period. The hourly wage per driver was $39.12 (wages and benefits) and a total of 1,225 hours of labor was paid during the operational trial.

Fuel & Maintenance Cost

The fuel and maintenance cost data was aggregated by SRTA so only the combined data is available at this time. Fuel and maintenance cost totaled $10,146.92 for the trial period, which equates to $0.9995 per mile or $8.283 per hour of service.

Administrative Cost

There is a marginal administrative cost associated with running the NB Line shuttle. Although this cost is undefined, SRTA has an existing administrative framework that can likely absorb the marginal cost of coordinating this route without incurring significant additional administrative cost.

7.12 Vehicle Cost

The 3 E-455 Ford shuttles used for the NB Line were purchased outright resulting in no yearly financing cost. These vehicles have a useful life of 5 to 7 years up to approximately 150,000 miles. The purchase price of each vehicle was $75,451.15 and total cost of the 3 vehicles was $226,353.45. Divided over 5 years of service, the yearly vehicle cost for the 3 shuttles assigned to this route is $45,270.69.21

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21 The mileage being placed on these vehicles is limited when compared to their potential because they are only being used 3 months of the year. There is potential for these vehicles to be used on other routes, which will absorb some of the total vehicle cost. For example, assuming a 5-year lifespan at 30,000 miles per year, SRTA has the potential of using these vehicles up to 79,848 miles spread across the three shuttles on other routes during the year. This assumes that the total mileage driven on the NB Line routes remains constant at 10,152 annually. Based on this maximum potential scenario, the percentage of vehicle cost attributable to the NB Line would be only 11.3% of the total purchase price of the 3 vehicles, or $5,105.53 per year.
7.13 TOTAL ANNUAL COST

Total annual program cost is summarized in the table below. Estimated hourly and daily cost for the vehicles were derived from operational data (e.g. number of days of operation, total miles driven). Fuel, maintenance, and labor costs were provided by SRTA.

Total annual program cost is estimated at $64,142.91. This includes $5,267.68 in annual vehicle costs, $10,287.89 in annual fuel and maintenance costs, and $48,587.34 in annual labor costs (see Table 3).

<table>
<thead>
<tr>
<th></th>
<th>Estimated Hourly Cost</th>
<th>Estimated Daily Cost</th>
<th>Annual Program Cost</th>
</tr>
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<tr>
<td>Vehicle(s)</td>
<td>$4.24</td>
<td>$72.16</td>
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<td>Fuel &amp; Maintenance</td>
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<td>$140.93</td>
<td>$10,287.89</td>
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<tr>
<td>Labor</td>
<td>$39.12</td>
<td>$665.58</td>
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<td>Totals</td>
<td>$51.64</td>
<td>$878.67</td>
<td>$64,142.91</td>
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7.20 **Passenger Counts**

The NB Line carried a total of 1,385 passengers during its 73-day schedule. The busiest route was the Downtown Loop, with 673 passengers, followed by the Fort Taber Route (431 passengers) and the Buttonwood Park Zoo Route (281 passengers) (see Table 4). There were 44 days over the summer when at least one of the shuttles transported 10 or more passengers for the day (highlighted in gray in the table). The total number of “route days” travelled by the NB Line shuttle is 219 (73 days * 3 routes). Thus, out of 219 routes driven over the summer, 20% carried 10 or more passengers for the entire day, with a high of 47 passengers and a low of zero, while the shuttles transported 5 passengers or less on 63% of the route days.

<table>
<thead>
<tr>
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<th>Buttonwood Route</th>
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<tr>
<th>Date</th>
<th>Downtown Loop</th>
<th>Fort Taber Route</th>
<th>Buttonwood Route</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>673</td>
<td>431</td>
<td>281</td>
<td>1,385</td>
</tr>
</tbody>
</table>

---

22 This total does not represent unique passengers; passengers were counted each time they boarded even if they had previously ridden that day. This differs from passenger data recorded by the consultant during the week of August 6-August 12, which counted unique passengers, i.e. passengers were counted only once during the day regardless of the number of times they disembarked or boarded. While SRTA maintains data on the number of wrist bands sold, this does not represent an accurate count of the total number of unique passengers since children and students rode the shuttle free and did not always receive wrist bands. Therefore, the number of unique passengers who rode over the summer cannot be determined.
In terms of passengers per day, the Downtown Loop carried the highest average number of passengers (9 per day), followed by the Fort Taber route (6 per day), and the Buttonwood Park Zoo route (4 per day). A higher number of riders used the shuttle in the weeks of August, with a peak of 240 riders for the week of August 5 through August 11 (see Figure 39). This may be due to an increase in awareness of the NB Line among local residents and tourists as the summer progressed and the fact that the second shuttle was not wrapped until early in August.

Figure 38

Passengers Per Day, 2012

Figure 39

Total Passengers By Week, 2012

Note: The July 5 – July 7 data point is a partial week. In addition, the shuttles ran only on weekends after September 3.
7.30 **New Bedford Whaling NHP Visitation Counts**

A total of 273,680 people visited the Whaling NHP in FY 2012, which is an increase of 0.7% from the previous fiscal year. Not surprisingly, the busiest months for the Whaling NHP are July (135,774 visitors FY12) and August (21,810 visitors FY12). With total ridership of 333 in July and 863 in August, riders on the NB Line represent approximately 0.25% of visitors to the Whaling NHP in July and 4.0% of visitors in August. These percentages are somewhat over-estimated because some NB Line riders visited non-NHP sites such as Fort Taber, Buttonwood Park Zoo, or the stops in between.

Importantly, while the Whaling NHP attracted a significantly lower number of visitors in August compared to July, ridership on the NB Line more than doubled from July to August. This may be attributed to an increased level of awareness of the NB Line as the summer progressed.

<table>
<thead>
<tr>
<th>New Bedford Whaling National Historical Park Attendance By Month</th>
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<tbody>
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</tr>
<tr>
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</tr>
<tr>
<td>October</td>
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<tr>
<td>July</td>
</tr>
<tr>
<td>August</td>
</tr>
<tr>
<td>September</td>
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<tr>
<td></td>
</tr>
</tbody>
</table>

Source: New Bedford Whaling NHP

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23 The National Park’s fiscal year runs from October through September.
24 July attendance figures include totals from the Greater New Bedford Summerfest, which brings together over 70 renowned and emerging performers and 90 juried arts and crafts vendors in New Bedford’s authentic historic district during the first weekend in July.
7.40 **Walking Distance**

Table 6 highlights the walking distance from the National Park Visitor Center and the shuttle routes to key sites. While the Downtown Loop carried the most passengers over the summer, most attractions are within a half mile walking distance. The furthest walking distance in the Downtown from the Visitors is to the Rotch-Jones-Duff House, although this is one of the least used stops on the route and is one of the lowest attended of the Whaling NHP partner sites.

Distances are greater between the stops and attractions on the Buttonwood and Fort Taber routes, although the number of passengers using these routes is lower than the Downtown Loop. This is particularly true of the Buttonwood route, which carried an average of only 3 passengers per day. The relatively significant walking distance between the Buttonwood Park Zoo and downtown (compounded by the lack of stops/attractions along the route) may be affecting ridership along the Buttonwood Route. Potential zoo and park visitors may be put off by the need to wait 70 minutes for a return shuttle, particularly if they are concerned about its reliability. Additionally, they may be disinclined to walk the two miles back to the National Park Visitors Center, particularly if visitors are unfamiliar with the city.

**Table 6**

<table>
<thead>
<tr>
<th>NB Line Route and Stop</th>
<th>National Park Visitor Center</th>
<th>Ocean Explorium (In Miles or Feet)</th>
<th>Seamen’s Bethel</th>
<th>New Bedford Whaling Museum</th>
<th>Artworks</th>
<th>Waterfront Visitors Center</th>
<th>Schooner Ernestina</th>
<th>NB Fire Museum</th>
<th>Public Library/Whaleman Statue</th>
<th>NB Art Museum</th>
<th>Gallery X</th>
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<td>466 ft.</td>
<td>430 ft.</td>
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</tbody>
</table>

*Note: Highlighted cells are those that are more than .5 mile walking distance.*

7.50 **Media Reports Related to the NB Line Shuttle**

Six stories related to the NB Line were featured over the summer; 4 articles appeared in The Standard-Times (New Bedford) and 2 were featured on-line. The list includes:

7.60 **Environmental Sustainability**

The final component of this evaluation was a consideration of the shuttle’s impact in respect to environmental sustainability. Theoretically, by encouraging more National Park visitors to ride the shuttle instead of driving between destinations, the NB Line will reduce vehicle emissions. And if those visitors park their cars in parking garages, they would further reduce greenhouse gases by mitigating downtown traffic congestion caused by an excess of cars parked on city streets.

Because one of the key findings of this evaluation is that shuttle ridership represented such a low proportion of National Park visitors, it is unlikely that, during its pilot summer, the NB Line had a positive environmental impact. Indeed, on days when ridership was particularly low, it is entirely possible that overall greenhouse gas emissions would have been lower if riders had used their own vehicles. And as section 7.40 demonstrates, walking distances between downtown stops are very short. It may be more environmentally beneficial if downtown visitors are encouraged to walk the short distances between downtown destinations, and only use the shuttle to reach places to which visitors would otherwise drive (or not visit at all). Finally, the on-board survey suggests that the NB Line had no impact on visitors’ parking decisions. These findings suggest that if the NB Line is to achieve positive environmental outcomes, marketing efforts must be stepped up both to enhance ridership and encourage people to alter their parking decisions *before* arriving at the National Park.
8.00 RECOMMENDATIONS

As noted, usage of the NB Line shuttle in its inaugural summer was tepid. However, data collected over the summer shows that there is both local and non-local demand for the shuttle and that an earlier and better strategized marketing plan will likely increase awareness and ultimately usage of the NB Line. The recommendations below serve to put the NB Line on a more solid footing going forward in 2013.

Marketing

- Ensure that NB Line pamphlets and supportive materials are always available at the Whaling NHP Visitor Center, Waterfront Visitors Center, Schooner Ernestina, Fairfield Inn, State Pier, Rotch-Jones-Duff House, City Hall, New Bedford Art Museum, New Bedford Chamber of Commerce, Buttonwood Park Zoo, small business locations throughout the downtown area, and antique centers on the Fort Taber loop.
- Recruit attendants at the Elm Street Parking Garage to offer pamphlets to drivers of all vehicles with out-of-state license plates and to drivers with Massachusetts plates who are not regular users of the facility.
- Install card racks in the shuttles that promote attractions and provide an opportunity for the advertisement of events.
- Include special offers for shuttle passengers who display their wristbands at local businesses, which will serve to both increase NB Line ridership and spending at local businesses. A similar program was implemented on July 5 of 2012, with NB Line riders receiving offers such as 10% off print or framed art at Arthur Moniz Gallery, free admission at the Buttonwood Park Zoo, 10% off a meal at Destination Soups, free tasting at Travessia Winery, and buy one get one at the New Bedford Whaling Museum. Offers such as these should be extended throughout the summer.

Shuttle Routes and Schedule

- Shuttle schedules should be adjusted to reflect actual practice. For example, the time available for completing the Downtown Route should be expanded to a half hour, or unpatronized stops like the State Pier and Zeiterion Theatre should be removed.
- End the posting of arrival/departure times for each stop on the Downtown Route. The route would simply be called a “twenty-minute loop” or a “thirty-minute loop” and the shuttle would be expected to arrive at some point within that time.
- Revise shuttle routes for greater effectiveness. For example, the Rotch-Jones-Duff stop could be relocated to the corner of County Street and Madison Street. No longer would buses attempt to negotiate narrow Madison Street, which often must be bypassed due to poorly-parked vehicles that block bus travel. The bus would instead travel further north on County Street (through an equally historic and more visually attractive neighborhood), then turn right and travel east on Spring Street before resuming the current course.

Signage

- Redesign NB Line signage at each stop so signs are larger and more visible to those of shorter stature or in wheelchairs and move the signs closer to the street.

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25 The Transit in the Parks Program grant submitted by the City of New Bedford estimates that the annual number of persons who will use the NB Line at project completion is 80% to 100%.
26 In Paris, France, bus drivers are authorized to write tickets for poorly-parked cars that block bus routes, and these tickets have the same force of law as if a police officer wrote them.
Shuttle Buses

- An emphasis should be made on not merely decorating the New Bedford buses with graphic wraps, but using shape, form, color, graphics, and electronic signage to immediately and unequivocally signal their purpose.

Other

- The Center’s interviews with NPS partners and stakeholders yielded particularly valuable information and ideas around current and future operations of the NB Line. This suggests that further interviews with principals and representatives of local businesses and agencies should be conducted to get their observations and recommendations.
- Recruit volunteer members of the New Bedford Preservation Society, Inc. as tour guides to ride the buses and interpret the architecture of New Bedford for the benefit of tourist visitors. This need is particularly acute since many NB Line riders expected that a narrated tour would be part of the shuttle experience.
- SRTA employees in unmarked cars tail the NB Line shuttles to assure that the bus remains on schedule (even though the cars are unmarked, drivers can spot them easily and accurately). By ending this scheduling component, the cost savings could be used to support NPS interpretation on-board the shuttles.
APPENDIX A – TELEPHONE SURVEY QUESTIONNAIRE

<INTRO>

Hi, my name is _________ and I’m calling from UMass Dartmouth. How are you today? We are conducting a short 5-minute survey about the New Bedford Whaling National Historical Park and the NB Line shuttle. Your opinions are important to our study even if you have never visited the National Park and we would greatly appreciate your participation. Keep in mind that all responses are strictly confidential and that we do not have any information about you other than your telephone number.

[INTERVIEWER: IF ASKED - THIS SURVEY SHOULD TAKE NO MORE THAN 5 MINUTES OF YOUR TIME.] [IF RESPONDENT SAYS THEY ARE NOT INTERESTED IN PARTICIPATING IN THE SURVEY OR SEEMS READY TO END THE INTERVIEW, READ:

“YOUR OPINIONS ON THIS ISSUE ARE VERY IMPORTANT AND WE’D LIKE TO GIVE YOU AN OPPORTUNITY TO MAKE YOUR OPINIONS HEARD, EVEN IF YOU HAVE NEVER VISITED THE NATIONAL PARK. ARE YOU SURE YOU DO NOT HAVE JUST A FEW MINUTES TO COMPLETE THE SURVEY?”]

Q1. To confirm that we are talking only to residents in our study area, can you tell please tell me in which city or town you live?

1. Acushnet
2. Dartmouth, North Dartmouth, or South Dartmouth
3. Fairhaven
4. Freetown, Assonet, or East Freetown
5. New Bedford
6. Other [INTERVIEWER READ: SORRY, BUT YOU DO NOT RESIDE IN THE AREA WE ARE STUDYING] (SKP END)
9. Refused (SKP END)

Q2. And since we need to ensure that every resident has an equal chance of participating, may I please speak with the adult living in your household aged 18 or older - including yourself -- who had the most recent birthday? I don’t mean who is the youngest, but rather, who had the most recent birthday.

1. Current Respondent (SKIP TO Q6)
2. Someone else: Ask to speak to that person (DISPLAY INTRO THEN SKP Q4)
3. Person with most recent birthday not available [SCHEDULE CALLBACK]
4. Don’t know all birthdays, only some (CONTINUE Q3)
5. Don’t know any birthdays other than own (SKP Q6)
6. No person 18 or over available (SCHEDULE CALLBACK)
99. Refused (SKP END)
Q3. Of the ones that you do know, who had the most recent birthday?

1. Current informant (SKIP TO Q6)
2. Someone else: Ask to speak to that person (DISPLAY INTRO THEN SKP Q4)
3. Person with most recent birthday not available (SCHEDULE CALLBACK)
99. Refused (SKP END)

Q4. Do you have a few minutes to complete the survey?

1. Yes (SKP Q6)
2. No

Q5. Your opinions on this issue are very important and we’d like to give you an opportunity to make your opinions heard. Are you sure you do not have just a few minutes to complete the survey?

1. Yes, will participate
2. No, will not participate [SKP END]

Q6. INTERVIEWER: RECORD RESPONDENT’S SEX

1. Male
2. Female

Q7. OK, thanks. Let’s begin. Did you know that there is a National Park in downtown New Bedford?

1. Yes
9. Refused

Q8. Are you familiar with the NB Line shuttle that connects sites throughout the New Bedford Whaling National Historical Park and with Buttonwood Park Zoo and Fort Taber?

1. Yes
2. No [INTERVIEWER READ: LET ME BRIEFLY EXPLAIN WHAT THE NB LINE SHUTTLE IS ALL ABOUT. THE SHUTTLE CONNECTS THE NEW BEDFORD WHALING NATIONAL HISTORICAL PARK WITH BUTTONWOOD PARK ZOO AND FORT TABER. THERE ARE SEVERAL STOPS WITHIN THE NATIONAL PARK AND YOU CAN RIDE THE SHUTTLE ALL DAY FOR JUST A DOLLAR.] (SKP Q10)
99. Refused (SKP Q10)

Q9. Have you ridden the NB Line shuttle?

1. Yes
2. No
Q10. (IF Q1<5 OR Q1>5) Have you been to New Bedford this summer?
1. Yes
2. No (SKP Q12)
9. Refused (SKP Q12)

Q11. Have you seen the NB Line shuttle while driving or walking around New Bedford?
1. Yes
2. No
3. Not sure (Vol.)
9. Refused

Q12. Would you consider riding the NB Line shuttle if you visited New Bedford Whaling National Historical Park, Buttonwood Park Zoo, or Fort Taber in the future?
1. Yes
2. No (SKP Q14)
3. Not sure (Vol.) (SKP Q14)
4. Don’t plan on ever visiting those places (Vol.) (SKP Q15)
9. Refused (SKP Q15)

Q13. How likely are you to ride the NB Line shuttle during your visit to any of these places? [INTERVIEWER: READ CHOICES]
1. Very likely (SKP Q15)
2. Somewhat likely (SKP Q15)
3. Not likely
8. Don’t know (Vol.) (SKP Q15)
9. Refused (SKP Q15)

Q14. Why wouldn’t you ride the NB Line shuttle? Is it because [INTERVIEWER: READ ALL CHOICES AND CHECK ALL THAT APPLY]
<Randomize>
1. You don’t ever plan on visiting the National Park, Buttonwood Zoo, or Fort Taber
2. Too inconvenient
3. Don’t know enough about it
4. Easier to walk/Would rather walk
5. The shuttle doesn’t run frequently enough
6. The shuttle doesn’t stop where you want it to
7. Not enough stops
8. Don’t want to pay a dollar to ride
9. Other (please specify) __________________
88. Don’t know
99. Refused
Q15. Now I would like to ask you just a few questions about the New Bedford Whaling National Historical Park. (IF Q7>1 SKP Q18)

Q15a. How aware would you say you are about the National Park in terms of what it comprises and offers to visitors? Are you [INTERVIEWER: READ CHOICES]

1 Very aware
2 Somewhat aware
3 Not aware
8 Don’t know (Vol.)
9 Refused

Q16. Have you visited the Park?

1 Yes (SKP Q18)
2 No
3 Don’t know (Vol.)
9 Refused

Q17. We are interested in knowing why some people do not visit the National Park. I’m going to read you reasons that might explain why some people have not visited. Please tell me if any of these reasons apply to you. How about: [INTERVIEWER: READ CHOICES]

<Randomize>

1 You are just not interested
2 You have no time
3 You don’t know enough about it
4 You can’t afford it
5 You don’t have transportation
6 You don’t feel safe in the area
7 Any other reasons? (please specify) ______________________________
8 Don’t know
9 Refused
Q18. Can you tell me if you are familiar with any of the following New Bedford museums and institutions? How about:

<Randomize>

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q18a. New Bedford Whaling Museum</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Q18b. Rotch-Jones Duff House and Garden Museum</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Q18c. Seamen's Bethel</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Q18d. Waterfront Visitor Center</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Q18e. Schooner Ernestina</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Q18f. National Park Visitor Center</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>

Q19. (IF Q18a through Q18f=1 THEN ASK) And before this interview, did you know that <museum or institution name> was part of the Whaling National Historical Park?

1. Yes
2. No [INTERVIEWER: CODE “NOT SURE” OR DON”T KNOW” as “NO.”]
9. Refused

Q20. Are there any events or activities that the National Park could sponsor that would encourage you to visit the Park?

1. Yes (Please specify) ____________________
2. No/Don’t know
9. Refused

Now I’d like to ask you just a few questions about New Bedford and its historical significance. I would like you to answer each of these questions on a scale of very important, somewhat important, not very important, or not important at all. You can also answer don’t know if you are not sure.

Q21. Looking back over the past 200 years, how important do you feel the role of New Bedford was in shaping the history and culture of our country? [INTERVIEWER: READ CHOICES]

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all
8. Don’t know
9. Refused
Q22. And how important do you feel New Bedford’s role was in the abolishment of slavery?
   1. Very important
   2. Somewhat important
   3. Not very important
   4. Not important at all
   8. Don’t know
   9. Refused

Q23. And lastly, how important are the cultural resources New Bedford offers today -- for example, the museums, the artifacts, the architecture, and the streetscapes -- to our country as a whole?
   1. Very important
   2. Somewhat important
   3. Not very important
   4. Not important at all
   8. Don’t know
   9. Refused

Q24. Did you know that in the mid 1800’s New Bedford was the nation’s leading whaling port?
   1. Yes
   2. No
   9. Refused

Q25. And did you know that during this same period New Bedford was the richest city in the country?
   1. Yes
   2. No
   9. Refused

The final questions are for statistical purposes only, so that we can make sure we interview a representative group of people. I want to remind you that your responses will be kept confidential.

Q26. Can you please tell me your age?
   ____ years
   97. 97 or older
   99. Don’t know/Refused (VOL.)

Q27. And how many people are in your household? ________
Q28. What is the last grade or class that you completed in school? [INTERVIEWER: DO NOT READ CHOICES]

1. None, or grade 1-8
2. High school incomplete (Grades 9-11)
3. High school graduate (Grade 12 or GED certificate)
4. Technical, trade, or vocational school AFTER high school
5. Some college, associate degree, no 4-year degree
6. College graduate (B.S., B.A., or other 4-year degree)
7. Post-graduate training or professional schooling after college
   (e.g., toward a master's Degree or Ph.D.; law or medical school)
8. Don't know/Refused (VOL.)

Q29. Now I’m going to read to you some racial and ethnic categories. Can you please tell me which racial or ethnic group you identify yourself with? You can choose more than one. [INTERVIEWER: READ CHOICES AND CHECK ALL THAT APPLY]

1. White, non-Hispanic
2. Black or African American
3. Hispanic or Latino
4. Portuguese or Azorean
5. Cape Verdean
6. Asian
7. American Indian
8. More than one race
88. Don’t know
99. Refused

Q30. I am going to read several different income categories. Without telling me your exact income, into which category did your total household income for the past year fall? [INTERVIEWER: READ CHOICES]

1. Under $25,000
2. $25,000 up to $50,000
3. $50,000 up to $75,000
4. $75,000 up to $100,000
5. Over $100,000
99. Don’t know/refused

Thank you very much for your participation.
APPENDIX B – TELEPHONE SURVEY METHODOLOGY

A total of 714 telephone interviews were conducted from August 20, 2012 through August 30, 2012 using a questionnaire developed by the Center for Policy Analysis and staff from the New Bedford National Whaling NHP. The overall margin of error for the poll is +/-3.7 percent for the complete set of data and the response rate for the survey is 16.9% (AAPOR#4). Twenty test interviews were conducted before full implementation of the survey began and Spanish and Portuguese speaking interviewers were available to administer the survey in those languages.

To ensure equal representation among the five communities, a proportional sample of surveys was conducted based on each community’s population 18 years of age and older (See Table 7).

<table>
<thead>
<tr>
<th>Town/City</th>
<th>*Census Pop 18+</th>
<th>% Census Pop 18+</th>
<th># Completed Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acushnet</td>
<td>8,121</td>
<td>6.4%</td>
<td>46</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>27,469</td>
<td>21.7%</td>
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</tr>
<tr>
<td>Fairhaven</td>
<td>12,989</td>
<td>10.3%</td>
<td>73</td>
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<tr>
<td>Freetown</td>
<td>6,865</td>
<td>5.4%</td>
<td>39</td>
</tr>
<tr>
<td>New Bedford</td>
<td>70,983</td>
<td>56.1%</td>
<td>401</td>
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</table>


The household member surveyed was randomly chosen using the “latest birthday” screen. Interviews were conducted between 2:00 pm and 8:00 pm on weekdays and 10:00 am and 4:00 pm on Saturday and Sunday. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Return calls were scheduled at the convenience of the respondents, primarily during the morning hours. Respondents were called a minimum of 5 times before they were determined to be unreachable.

A total of 15,497 dialings were made during the survey period. Overall, interviews averaged 7.1 minutes, with the shortest survey completed in 4.1 minutes and the longest survey taking nearly 16 minutes. The Center’s senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures.

Sampling Procedures

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The Genesys Sampling System is used by many private and university-based polling and survey research organizations. The system uses a list of all possible telephone numbers in a particular geographic area (e.g., a state) to randomly generate a telephone sample for the designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample insures an equal and known probability of selection for every residential telephone number (listed and unlisted) in the sample geographic frame.

Survey Administration

The Center for Policy Analysis uses Computer Assisted Telephone Interviewing, or CATI, to conduct telephone surveys. Specifically, CFPA uses WinCATI software from Sawtooth Technologies, which is one of most widely used CATI systems in the world. Using WinCATI, telephone interviewers conduct interviews via computers, which provides highly reliable data because the computer controls the questionnaire, skip patterns are executed.

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The number of respondents for some questions is lower, thus the margin of error is higher in those instances.
exactly as intended, responses are within range, and there are no missing data. Spanish and Portuguese speaking interviewers were available for respondents who speak those languages.

**Telephone Interviewer Training and Supervision**

Center staff and student research assistants were employed as telephone interviewers. These interviewers have conducted numerous telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

**Sample Weighting**

The data have been weighted by the number of adults in a household and the number of landline telephone numbers at which adults in the household can be reached in order to equalize the chances of an individual in the study area being selected. The sample was then weighted to account for sampling bias. Sampling bias is defined as the tendency of a sample to exclude some members of the sampling universe and over-represent others. In this sample, females and older respondents are over-represented. Weighting the data allocates more “weight” to groups that are under-represented (e.g. younger males), while providing less weight to groups that are over-represented (e.g. older females). In other words, weighting adjusts the sample so that it looks more like the actual population of the study area as defined by the U.S. Census Bureau (2005-2009 American Community Survey estimates). All data in this report have been weighted to adjust for sex and age, although the differences between the weighted and unweighted samples for each question are generally small (between 0.1% and 2.5%).
APPENDIX C – TELEPHONE SURVEY DATA TABLES

NB Line Shuttle Survey

Margins & Crosstabs

(Note: Percentages may not add to 100% do to rounding)
Cells highlighted are statistically significant at the .05 level
Study Dates: August 20 through August 30, 2012
Margin of Error: 3.7%
Response Rate (AAPOR #4): 16.9%

Q6. Are you familiar with the NB Line shuttle that connects
sites throughout the New Bedford Whaling National
Historical Park and with Buttonwood Park Zoo and Fort
Tabor?

<table>
<thead>
<tr>
<th>Sex</th>
<th>City/Suburbs</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>New Bedford</td>
<td>18-34</td>
<td></td>
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<td></td>
<td>417</td>
</tr>
<tr>
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<td>Suburbs</td>
<td>18-34</td>
<td></td>
<td></td>
<td>406</td>
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</table>

Q7. Have you ridden the NB Line shuttle?

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<th>City/Suburbs</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>New Bedford</td>
<td>18-34</td>
<td></td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Female</td>
<td>New Bedford</td>
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<td></td>
<td></td>
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<tr>
<td>Male</td>
<td>Suburbs</td>
<td>18-34</td>
<td></td>
<td></td>
<td>417</td>
</tr>
<tr>
<td>Female</td>
<td>Suburbs</td>
<td>18-34</td>
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<td></td>
<td>406</td>
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</tbody>
</table>

Q8. Have you seen the NB Line shuttle while driving or
walking around New Bedford?

<table>
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<th>Sex</th>
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<th>Education</th>
<th>Age</th>
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<td>Suburbs</td>
<td>18-34</td>
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<td></td>
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</tbody>
</table>

Q9. Would you consider riding the NB Line shuttle if you
visited New Bedford Whaling National Historical Park,
Buttonwood Park Zoo, or Fort Tabor in the future?

<table>
<thead>
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<th>Sex</th>
<th>City/Suburbs</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
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<td>406</td>
</tr>
</tbody>
</table>

Q10. How likely are you to ride the NB Line shuttle during your
visit to any of these places?

<table>
<thead>
<tr>
<th>Sex</th>
<th>City/Suburbs</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>New Bedford</td>
<td>18-34</td>
<td></td>
<td></td>
<td>42</td>
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<tr>
<td>Female</td>
<td>New Bedford</td>
<td>18-34</td>
<td></td>
<td></td>
<td>41</td>
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<tr>
<td>Male</td>
<td>Suburbs</td>
<td>18-34</td>
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<td></td>
<td>417</td>
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<tr>
<td>Female</td>
<td>Suburbs</td>
<td>18-34</td>
<td></td>
<td></td>
<td>406</td>
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</table>

Q11. Why wouldn’t you ride the NB Line shuttle?

<table>
<thead>
<tr>
<th>Sex</th>
<th>City/Subrubs</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>New Bedford</td>
<td>18-34</td>
<td></td>
<td></td>
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<tr>
<td>Female</td>
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<tr>
<td>Female</td>
<td>Suburbs</td>
<td>18-34</td>
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<td></td>
<td>406</td>
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Center for Policy Analysis
51
University of Massachusetts Dartmouth
### NB Line Shuttle Evaluation, Summer 2012

#### Marginal & Crosstabs

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
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<tbody>
<tr>
<td>Number</td>
<td>561</td>
<td>153</td>
<td>714</td>
</tr>
<tr>
<td>Percent</td>
<td>50.0%</td>
<td>19.2%</td>
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#### Age Group by HH Income

<table>
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<tr>
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<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
<th>&lt;50K</th>
<th>$50K-100K</th>
<th>$100K-150K</th>
<th>&gt;150K</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
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<td>20</td>
<td>28</td>
<td>22</td>
<td>20</td>
<td>39</td>
<td>37</td>
<td>44</td>
<td>32</td>
<td>226</td>
</tr>
<tr>
<td>Percent</td>
<td>12.3%</td>
<td>9.2%</td>
<td>13.1%</td>
<td>10.6%</td>
<td>9.1%</td>
<td>16.8%</td>
<td>17.2%</td>
<td>22.6%</td>
<td>14.2%</td>
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#### Sex by HH Income

<table>
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<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Number</td>
<td>287</td>
<td>274</td>
<td>561</td>
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<tr>
<td>Percent</td>
<td>40.8%</td>
<td>39.0%</td>
<td>42.0%</td>
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</tbody>
</table>

#### Sex by Age Group

<table>
<thead>
<tr>
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<th>Female</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Number</td>
<td>320</td>
<td>296</td>
<td>616</td>
</tr>
<tr>
<td>Percent</td>
<td>49.5%</td>
<td>48.0%</td>
<td>42.0%</td>
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#### Total by HH Income

<table>
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<tr>
<th></th>
<th>&lt;50K</th>
<th>$50K-100K</th>
<th>$100K-150K</th>
<th>&gt;150K</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>464</td>
<td>226</td>
<td>30</td>
<td>32</td>
<td>725</td>
</tr>
<tr>
<td>Percent</td>
<td>49.0%</td>
<td>29.5%</td>
<td>3.4%</td>
<td>3.4%</td>
<td>42.0%</td>
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#### Waterfront Visitor Center - Awareness and Visitation

### New Bedford Whaling National Historical Park - Awareness and Visitation

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>600</td>
<td>194</td>
<td>794</td>
</tr>
<tr>
<td>Percent</td>
<td>75.5%</td>
<td>24.5%</td>
<td>82.0%</td>
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</tbody>
</table>

#### City/Suburbs

<table>
<thead>
<tr>
<th></th>
<th>New Bedford</th>
<th>Suburbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>533</td>
<td>261</td>
</tr>
<tr>
<td>Percent</td>
<td>73.0%</td>
<td>33.4%</td>
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</tbody>
</table>

#### Age Group

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>270</td>
<td>162</td>
<td>309</td>
<td>254</td>
<td>193</td>
<td>1412</td>
</tr>
<tr>
<td>Percent</td>
<td>18.5%</td>
<td>11.5%</td>
<td>21.0%</td>
<td>17.8%</td>
<td>13.7%</td>
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#### HH Income

<table>
<thead>
<tr>
<th></th>
<th>&lt;50K</th>
<th>$50K-100K</th>
<th>$100K-150K</th>
<th>&gt;150K</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>276</td>
<td>113</td>
<td>13</td>
<td>17</td>
<td>725</td>
</tr>
<tr>
<td>Percent</td>
<td>34.6%</td>
<td>14.3%</td>
<td>1.6%</td>
<td>2.2%</td>
<td>42.0%</td>
</tr>
</tbody>
</table>

### Q17. Why have you not visited the Park?

<table>
<thead>
<tr>
<th></th>
<th>City/Suburbs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>123</td>
<td>590</td>
</tr>
<tr>
<td>Percent</td>
<td>23.6%</td>
<td>75.5%</td>
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</table>

#### Just not interested

<table>
<thead>
<tr>
<th></th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>499</td>
<td>100</td>
<td>600</td>
</tr>
<tr>
<td>Percent</td>
<td>83.2%</td>
<td>16.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Q18. Can you tell me if you are familiar with any of the following New Bedford museums and institutions? (% “Yes”)

<table>
<thead>
<tr>
<th></th>
<th>City/Suburbs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>620</td>
<td>794</td>
</tr>
<tr>
<td>Percent</td>
<td>77.9%</td>
<td>82.0%</td>
</tr>
</tbody>
</table>

#### New Bedford Whaling Museum

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>599</td>
<td>195</td>
<td>794</td>
</tr>
<tr>
<td>Percent</td>
<td>76.0%</td>
<td>24.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

#### Waterfront Visitor Center

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>329</td>
<td>161</td>
<td>490</td>
</tr>
<tr>
<td>Percent</td>
<td>66.9%</td>
<td>33.1%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Q19. And before this interview, did you know that a museum or institution was part of the Whaling National Historical Park? (% “Yes”)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>560</td>
<td>134</td>
<td>694</td>
</tr>
<tr>
<td>Percent</td>
<td>79.6%</td>
<td>20.4%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
### New Bedford and Its Historical Significance

**Q21.** Looking back over the past 200 years, how important do you feel the role New Bedford was in shaping the history and culture of our country?

<table>
<thead>
<tr>
<th>Sex</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>City/Suburbs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
</tr>
<tr>
<td>Very important</td>
<td>66</td>
<td>74</td>
<td>71</td>
<td>65</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>32</td>
<td>46</td>
<td>48</td>
<td>63</td>
</tr>
<tr>
<td>Not very important</td>
<td>30</td>
<td>51</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
</tr>
<tr>
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</tr>
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<tr>
<td>Not very important</td>
<td>30</td>
<td>51</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

**Q22.** And how important do you feel New Bedford’s role was in the abolishment of slavery?

<table>
<thead>
<tr>
<th>Sex</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>City/Suburbs</th>
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<td><strong>Male</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
</tr>
<tr>
<td>Very important</td>
<td>66</td>
<td>74</td>
<td>71</td>
<td>65</td>
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<tr>
<td>Somewhat important</td>
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<td>46</td>
<td>48</td>
<td>63</td>
</tr>
<tr>
<td>Not very important</td>
<td>30</td>
<td>51</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
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<tr>
<td>Very important</td>
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<td>74</td>
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<td>65</td>
</tr>
<tr>
<td>Somewhat important</td>
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<td>46</td>
<td>48</td>
<td>63</td>
</tr>
<tr>
<td>Not very important</td>
<td>30</td>
<td>51</td>
<td>54</td>
<td>52</td>
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<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

**Q23.** How important are the cultural resources New Bedford offers today -- for example, the museums, the artifacts, the architecture, and the streetscapes -- to our country as a whole?

<table>
<thead>
<tr>
<th>Sex</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>City/Suburbs</th>
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<tr>
<td><strong>Male</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
</tr>
<tr>
<td>Very important</td>
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<tr>
<td>Somewhat important</td>
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<td>63</td>
</tr>
<tr>
<td>Not very important</td>
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<td>51</td>
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<td>52</td>
</tr>
<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
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<tr>
<td><strong>Female</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
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<tr>
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<td>71</td>
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<td>Somewhat important</td>
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<td>48</td>
<td>63</td>
</tr>
<tr>
<td>Not very important</td>
<td>30</td>
<td>51</td>
<td>54</td>
<td>52</td>
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<tr>
<td>Not at all</td>
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<td>12</td>
<td>14</td>
<td>13</td>
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</tbody>
</table>

**Q24.** And how important do you feel the role of New Bedford was in shaping the nation’s leading whaling port?

<table>
<thead>
<tr>
<th>Sex</th>
<th>Education</th>
<th>Age</th>
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<th>City/Suburbs</th>
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<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
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<td>74</td>
<td>71</td>
<td>65</td>
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<tr>
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<td>46</td>
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<td>52</td>
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<tr>
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<td>12</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>&lt;18-34</td>
<td>18-54</td>
<td>&lt;50K</td>
<td>Suburbs</td>
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<tr>
<td>Very important</td>
<td>66</td>
<td>74</td>
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<td>Somewhat important</td>
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<td>46</td>
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<tr>
<td>Not very important</td>
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<td>52</td>
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<tr>
<td>Not at all</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

**Q25.** Did you know that in the mid 1800’s New Bedford was the nation’s leading whaling port?

<table>
<thead>
<tr>
<th>Sex</th>
<th>Education</th>
<th>Age</th>
<th>HH Income</th>
<th>City/Suburbs</th>
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<tbody>
<tr>
<td>Yes</td>
<td>66</td>
<td>74</td>
<td>71</td>
<td>65</td>
</tr>
<tr>
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<td>13</td>
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</table>

<table>
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<th>Age</th>
<th>HH Income</th>
<th>City/Suburbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>66</td>
<td>74</td>
<td>71</td>
<td>65</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>12</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>
# APPENDIX D – ON BOARD SURVEY QUESTIONNAIRE

**ABOUT THIS TRIP**

1. Where did you start your trip before you got on this bus or arrived at the terminal?
   - Work
   - Home
   - Shopping
   - Restaurant
   - College/University
   - Other School
   - Doctor/hospital
   - Government building (ex: courthouse, library, City Hall, Post Office)
   - Social, church, or other personal business
   - Other: _______________

2. How did you get to this bus or to this terminal?
   - Walked
   - Car
   - Bicycle
   - Taxi
   - Transferred from SRTA bus
   - Transferred from non-SRTA bus (ex: Bonanza, Dattco)
   - Other: _______________

3. What type of fare did you pay?
   - Regular ($1.25)
   - Monthly pass
   - Senior ($0.60)
   - Disabled ($0.60)
   - Medicare ($0.60)

4. Where are you going now?
   - Work
   - Home
   - Shopping
   - Restaurant
   - College/University
   - Other School
   - Doctor/hospital
   - Government building (ex: courthouse, library, City Hall, Post Office)
   - Social, church, or other personal business
   - Other: _______________

5. How often do you use the bus to get to this destination during one week?
   - 6 days/week
   - 1-2 days/week
   - 5 days/week
   - I don’t make this trip
   - 3-4 days/week regularly

6. How long will this entire trip take, including the time it takes to get to and from the bus stop?
   - 15 minutes or less
   - 16-30 minutes
   - More than one hour
   - 31-45 minutes

7. Once you get off the bus, how will you reach your destination?
   - Walk
   - Car
   - Bicycle
   - Taxi
   - Transfer to another SRTA bus
   - Transfer to non-SRTA bus (ex: Bonanza, Dattco)
   - Other: _______________

8. If bus service was not available, how would you make this trip?
   - Walk
   - Drive my car
   - Get a ride
   - Taxi
   - Bicycle
   - I would not make this trip

**YOUR EXPERIENCE RIDING SRTA**

9. How often do you ride a SRTA bus?
   - Every day buses run
   - 2-3 times per month
   - Several times per week
   - Once per month
   - Once a week
   - Several times per year
   - This is my first time riding SRTA
   - Unsure

10. Below are a few suggested changes to bus service. If the change was made, would you ride SRTA buses more than you already do?

   a. Lower fares
   b. Extended evening hours
   c. Sunday service
   d. More bus routes
   e. Free transfers
   f. More information on schedules, routes, etc.
   g. More reduced-fare bus pass options
   h. Improved access for passengers with disabilities

   - Yes
   - No
   - Don’t know

Continued on next page...
11. How satisfied are you with the following aspects of SRTA service? (check one box for each item)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>VERY</th>
<th>UNSATISFIED</th>
<th>VERY</th>
<th>UNSATISFIED</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Ability to get everywhere you need to go</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>b. Time spent waiting for the bus</td>
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<tr>
<td>c. Amount of time spent on the bus</td>
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<tr>
<td>d. Safety, comfort, and shelter of bus stops</td>
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<tr>
<td>e. Buses arriving and departing on schedule</td>
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<td></td>
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<tr>
<td>f. Cleanliness and comfort of buses</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>g. Courtesy of drivers</td>
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<tr>
<td>h. Ability to find a seat onboard the bus</td>
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<td></td>
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<td></td>
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<tr>
<td>i. The days and hours buses operate</td>
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<tr>
<td>j. Cost to ride the bus</td>
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</tr>
</tbody>
</table>

12. Please tell us what places in the area you would like to visit that cannot be reached by bus:


INFORMATION ABOUT YOU

13. What is your zip code OR what is the name of your street and the closest cross-street?

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Street Name</th>
<th>Cross-Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>02740</td>
<td></td>
<td></td>
</tr>
<tr>
<td>02741</td>
<td></td>
<td></td>
</tr>
<tr>
<td>02742</td>
<td></td>
<td></td>
</tr>
<tr>
<td>02743</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. How old are you?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-69
- 65-74
- 75-84
- 85 or older

15. Your gender:

- Male
- Female

16. How many people live in your household, including yourself?

17. How many working vehicles are in your household?

18. What was your total household income last year?

- Less than $10,000
- $10,000-$14,999
- $15,000-$24,999
- $25,000-$34,999
- $35,000-$49,999
- $50,000-$74,999
- $75,000 or more
- Unsure

19. What best describes your educational background?

- No high school diploma
- High school graduate
- Some college, no degree
- Associate's degree or technical certification
- Bachelor's degree
- Graduate or professional degree
- Unsure

20. What is your employment status?

- Employed full-time
- Employed part-time
- Retired
- Homemaker
- Student
- Unemployed
- Disabled
- Unsure

21. What racial or ethnic group do you identify yourself with?

- White, non-Hispanic
- Black or African American
- American Indian
- Asian
- Hispanic or Latino
- Guatemalan Mayan
- Cape Verdean
- More than one race
- Unsure