

# Has ridership increased over time?

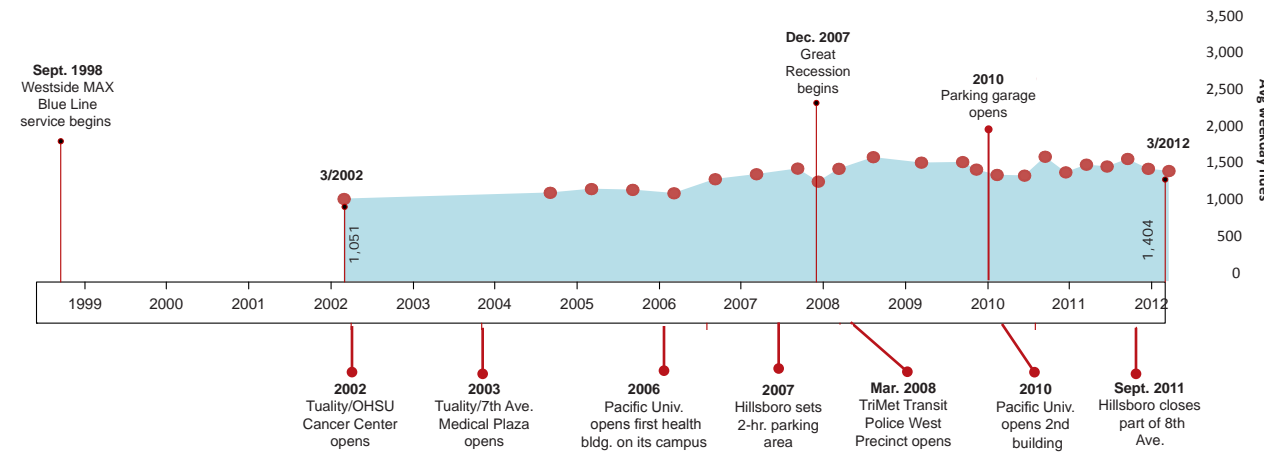
We found ridership increased for all three stations, but both the rate of increase and number of rides taken annually was more dramatic for the East 162<sup>nd</sup> station. Tuality Hospital is an employee destination, while at the other two stations, ridership is primarily from residents commuting to work.



**Tuality Hospital Station**

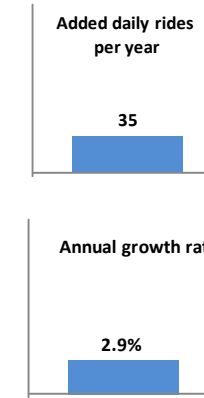
## Average weekly rides over time

Source: Metro Auditor's Office analysis, TriMet ridership data



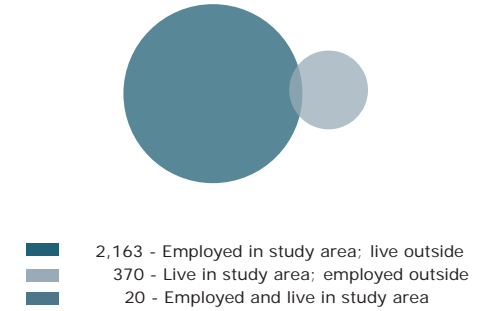
## Ridership growth

Source: Metro Auditor's Office analysis, TriMet ridership data

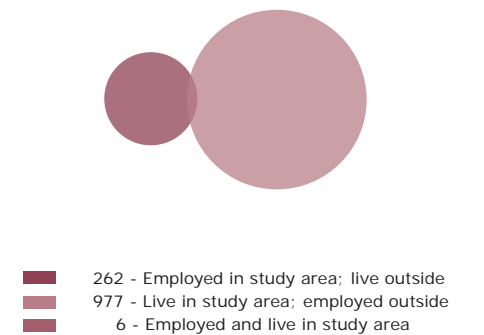
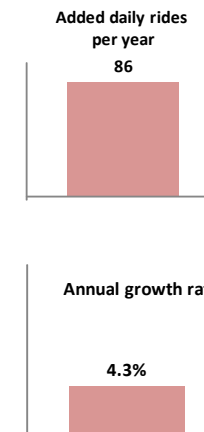
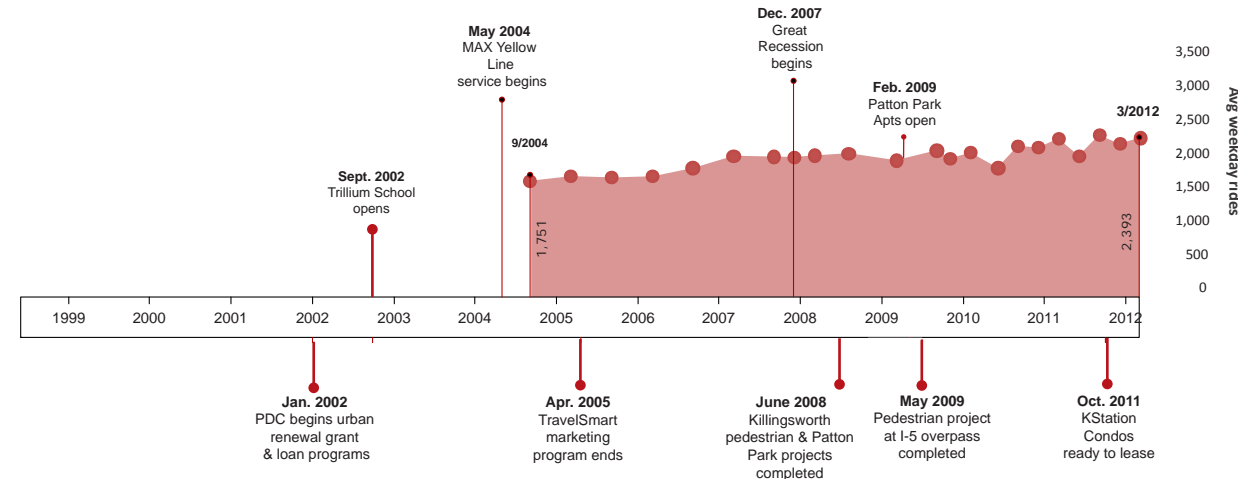


## People coming and going (2010)

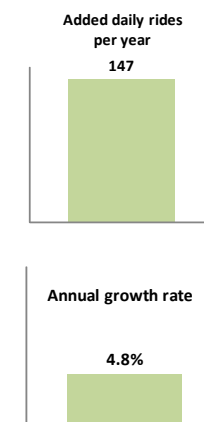
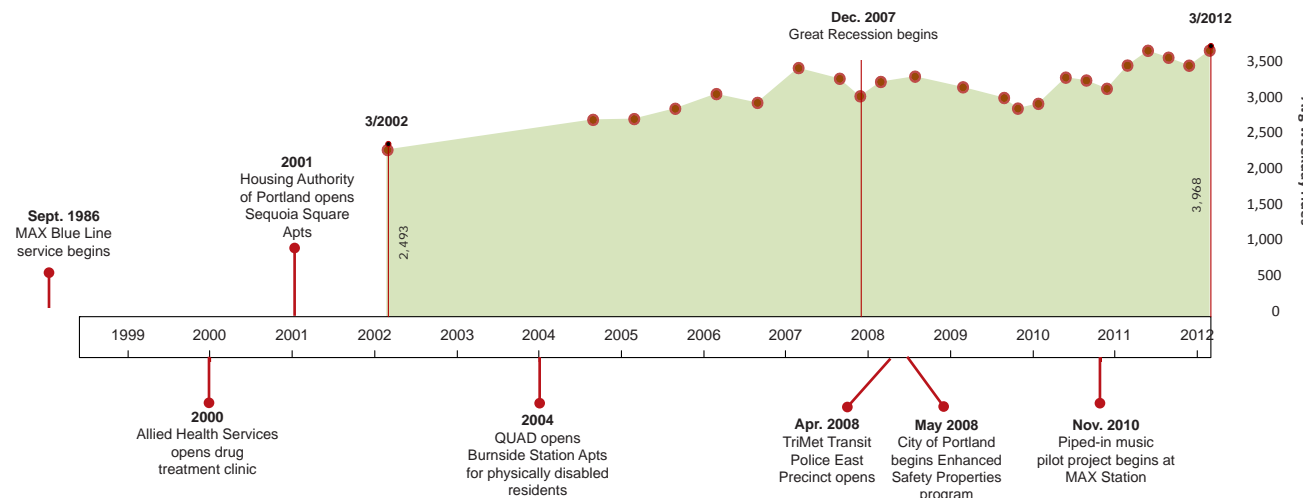
Source: U.S. Census Bureau



**Killingsworth Station**



**East 162<sup>nd</sup> Station**



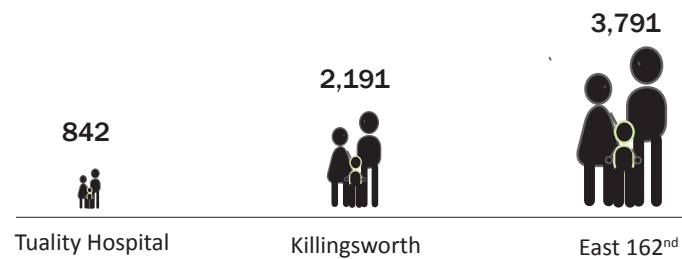
## Who lives near these stations?

(Source: U.S. Census Bureau)

Everything was not the same in the neighborhoods surrounding our transit station study areas. East 162<sup>nd</sup> and Killingsworth stations were on opposite ends of the spectrum in terms of median household income, educational attainment, racial diversity and foreign-born residents, while Tuality Hospital was in the middle.

### Which area is the most populated?

There are 3,791 residents in the East 162<sup>nd</sup> study area. This is more than four times the number of residents living in the Tuality Hospital area.



### How do the areas vary in educational attainment?

45% of residents near the Killingsworth station have at least a bachelor's degree. This is up from 19% in the 2000 census.



### What is the household income?

The East 162<sup>nd</sup> area has a lower average household income than the other two stations.



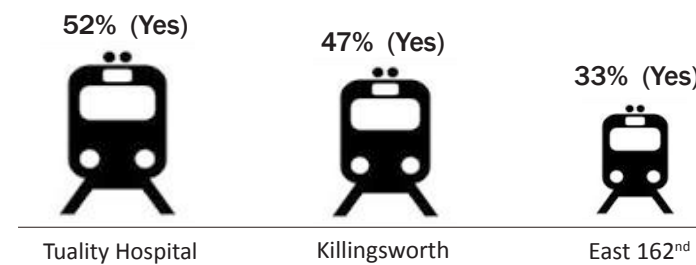
## What did they tell us?

(Source: Metro Auditor's Office survey)

There were other factors in addition to operational improvements that affected their choice to ride the MAX or not.

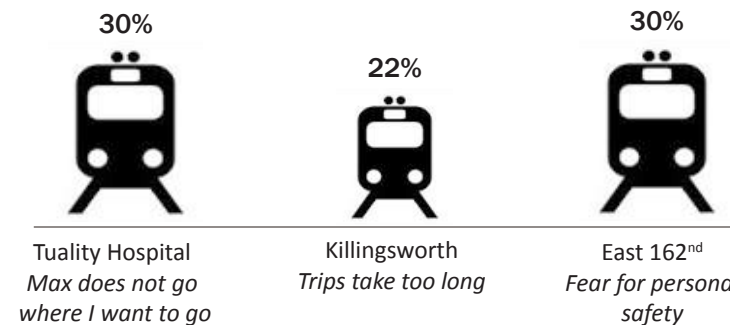
### Are riders more likely to ride after improvements near the station?

Overall, 42% of riders said they were more likely to take the MAX because of improvements that had been made since the line started.



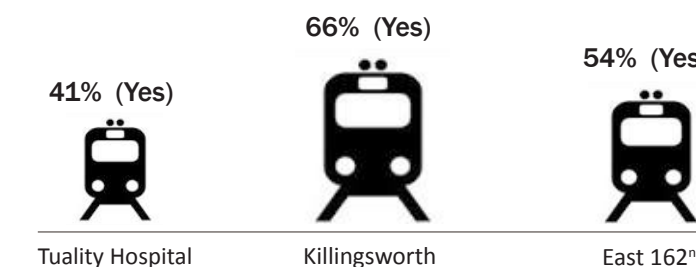
### What is the top reason why non-riders do not ride?

The top reasons that were cited by non-riders for not taking MAX were not related to the amenities or new buildings near the station.



### Did riders move to the area because of MAX?

Two-thirds of riders said they moved to the area of the Killingsworth station in part because of the MAX. This was true for over 1/2 of riders living near the East 162<sup>nd</sup> station.



### What would make both riders and non-riders ride more?

We asked residents in the station areas what would make them ride MAX more and asked them to choose from a list of 17 items. We combined those into larger categories of:

- Operations, which included more frequent service, better bus connections and lower fares;
- Security, which included more police at stations or on the trains;
- Design, which included more stores, a more pleasant walking environment and other activities around the station, and;
- External factors, such as higher gas prices or parking fees.

We found that Tuality Hospital and Killingsworth station area residents overwhelmingly chose operational factors. At East 162<sup>nd</sup>, concerns over personal safety were nearly as important as operational factors.

