

2024

Regional Transportation Commission of Washoe County Visitor Survey Draft Report



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1. Introduction and Executive Summary

In the fall of 2023, the Regional Transportation Commission of Washoe County (RTC) issued a request for proposals seeking professional services for the 2023-24 Washoe County Visitor Survey. The objective of the survey was to quantify the impact of tourists, convention attendees, and other business visitors on travel demand in the area. Along with other surveys conducted by RTC, this data will serve as input into RTC’s travel demand and forecasting models. The survey collected information on how visitors arrived in the area and how, when, and where they traveled during the 24-hours prior to when they participated in the survey.

The RTC periodically conducts travel behavior studies to understand evolving travel patterns and behavior. These invaluable studies offer unique insights, focusing on long-range planning efforts and initiatives in the area. The latest round of projects is particularly crucial, marking the first undertaken since the COVID pandemic. As the pandemic has significantly altered travel behavior, these studies will enable RTC officials to better comprehend its impact on resident travel.

The RTC is both the transit authority and the transportation planning agency for Washoe County. As the Metropolitan Planning Organization of the Reno metropolitan area, RTC identifies transportation challenges and explores and implements both short and long-term resolutions while simultaneously promoting sustainability, air quality improvement, enhanced mobility, and increased quality of life in the region.

The goal for the Visitor Survey was to obtain 500 completed surveys overall, and ETC Institute completed 585 total surveys.

Some of the major findings are presented below and on the following page.

Figure 1 – Major Findings

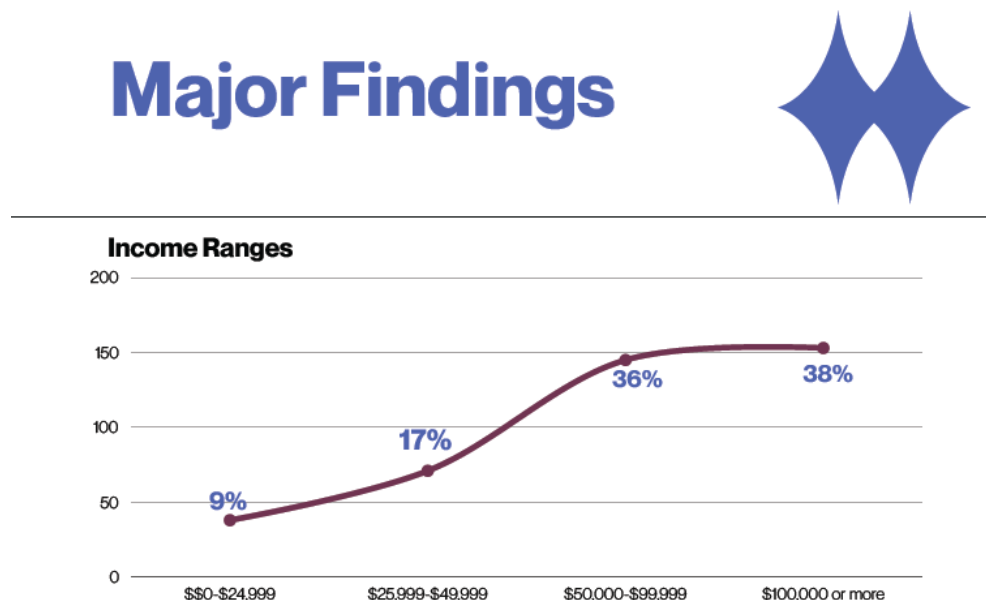
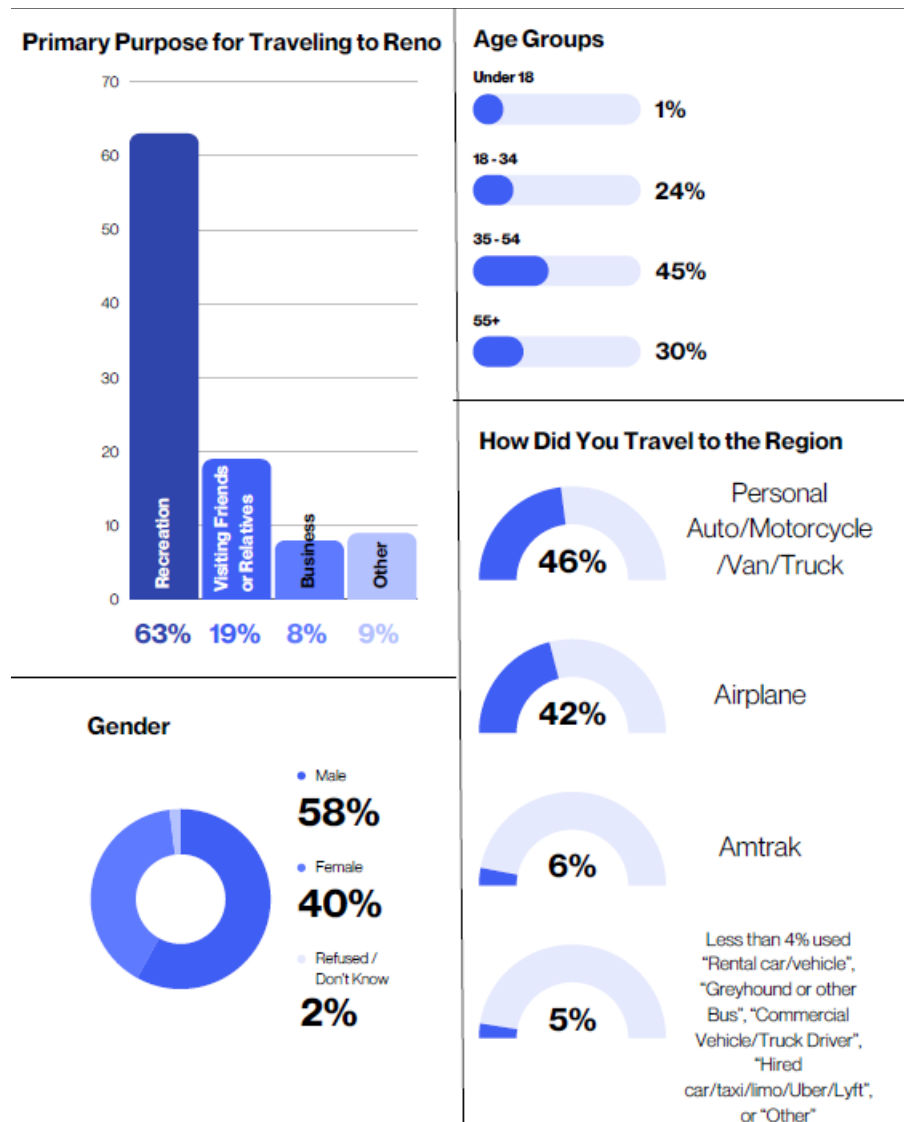


Figure 2 – Major Findings (Cont'd)



- The majority of visitors’ total annual household income falls into the range of \$100,000 or above.
- The primary purpose visitors were traveling to Reno for included “Recreation” (63%).
- The largest age category of visitors was 35-54 (45%).
- The majority of visitors traveled to Reno by way of “Personal Auto/Motorcycle/Van/Truck” (46%).
- “Male” was the largest *observed* gender of visitors that participated in the survey (58%).

2. Survey Methodology

The 2023-24 Washoe County Visitor Survey scope of work included two major tasks: survey design and survey implementation. Survey design consisted of survey instrument design that met the needs of RTC's model inputs. The survey implementation task included developing the data collection methods, sample site selection, interviewer selection and training, and the main survey data collection. Each of these tasks is described below.

2.1 Survey Design

A survey instrument was designed to capture demographic and travel behavior from each respondent. The survey instrument can be found in Appendix A. Only non-Washoe County residents who were 21 years of age or older and had been in the Reno area at least 24 hours prior to when they were intercepted were eligible to participate in the survey. The latter criterion of hours in the Reno area was implemented to screen out recent arrivals to ensure some trip-making behavior was captured in the survey as well as to ensure a consistent reference point of when the trip-making occurred.

The following background information was collected from each respondent.

- Age of respondent
- Total annual household income
- Gender of respondent and fellow travelers
- The size of the travel party
- Respondent's home zip code
- Mode of travel to Reno
- Purpose of visit
- Accommodation in Reno
- Transportation means in Reno
- Total nights planned in Reno
- Total amount planned to spend in Reno

Once background information about the respondent was collected, interviewers asked details about each trip the respondent made over the 24-hours prior to the intercept interview. The following details were asked:

- Departure location (address, place name)
- Departure time
- Arrival location (address, place name)
- Arrival time
- Mode of transportation
- Number of other persons who were on the trip
- Primary and secondary trip purposes
- For respondents who didn't make any trips during the reference time, reason for not making any trips

2.2 Survey Implementation

2.2.1 Data Collection Methods

The Washoe County Visitor Survey utilized an in-person intercept method for collecting data. For respondents who chose to participate in the intercept survey, interviewers were equipped with tablet personal computers with Internet access with a direct link to the survey instrument.

Interviewers were stationed at select locations within Washoe County (see Section 2.2.2 Site Selection and Sites Surveyed for details) and they asked every fifth person who walked by to participate in the survey. The initial screening of respondents (21 years of age and older, non-Washoe County resident, and in Reno at least 24-hours prior to the intercept interview) was conducted prior to launching the survey. Once eligibility was affirmed, the interviewer conducted the survey with that respondent. If there was more than one person in the group, only that one person whose eligibility was affirmed was interviewed.

2.2.2. Site Selection and Sites Surveyed

ETC Institute identified several locations to survey visitors to the Reno area. The map below in Figure 3 shows the various locations where interviewers were stationed. Additionally, Table 1 lists out the locations interviewers were able to choose from when selecting the site they were at.

Figure 3 – Visitor Sites Surveyed

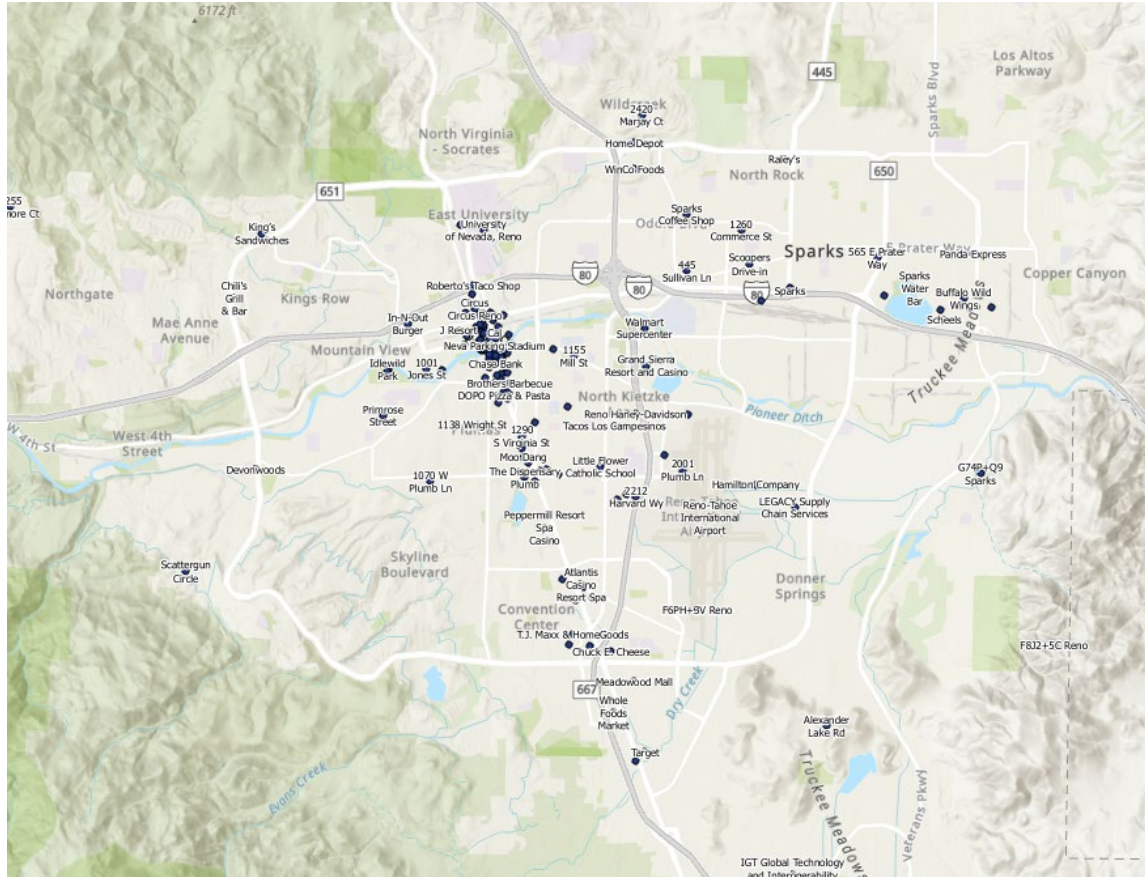


Table 1 - Sites Surveyed

| Sites Surveyed | | |
|-----------------------------------|------------|-------------|
| Sites Surveyed | Count | Percentage |
| Reno Downtown Casino Area | 335 | 57% |
| Reno-Tahoe International Airport | 99 | 17% |
| Reno Arch (Sign) Area | 57 | 10% |
| National Automobile Museum | 14 | 2% |
| Reno Downtown Bowling Center Area | 7 | 1% |
| Reno Convention Center | 5 | 1% |
| Select From Map | 3 | 1% |
| Other Location | 65 | 11% |
| Grand Total | 585 | 100% |

Figure 4 shows a heatmap of the locations of the places the respondents stayed at while in the Washoe County area in a more consolidated view. Figure 5 on the following page shows the same data on a larger scale.

Figure 4 – Places Stayed Heatmap

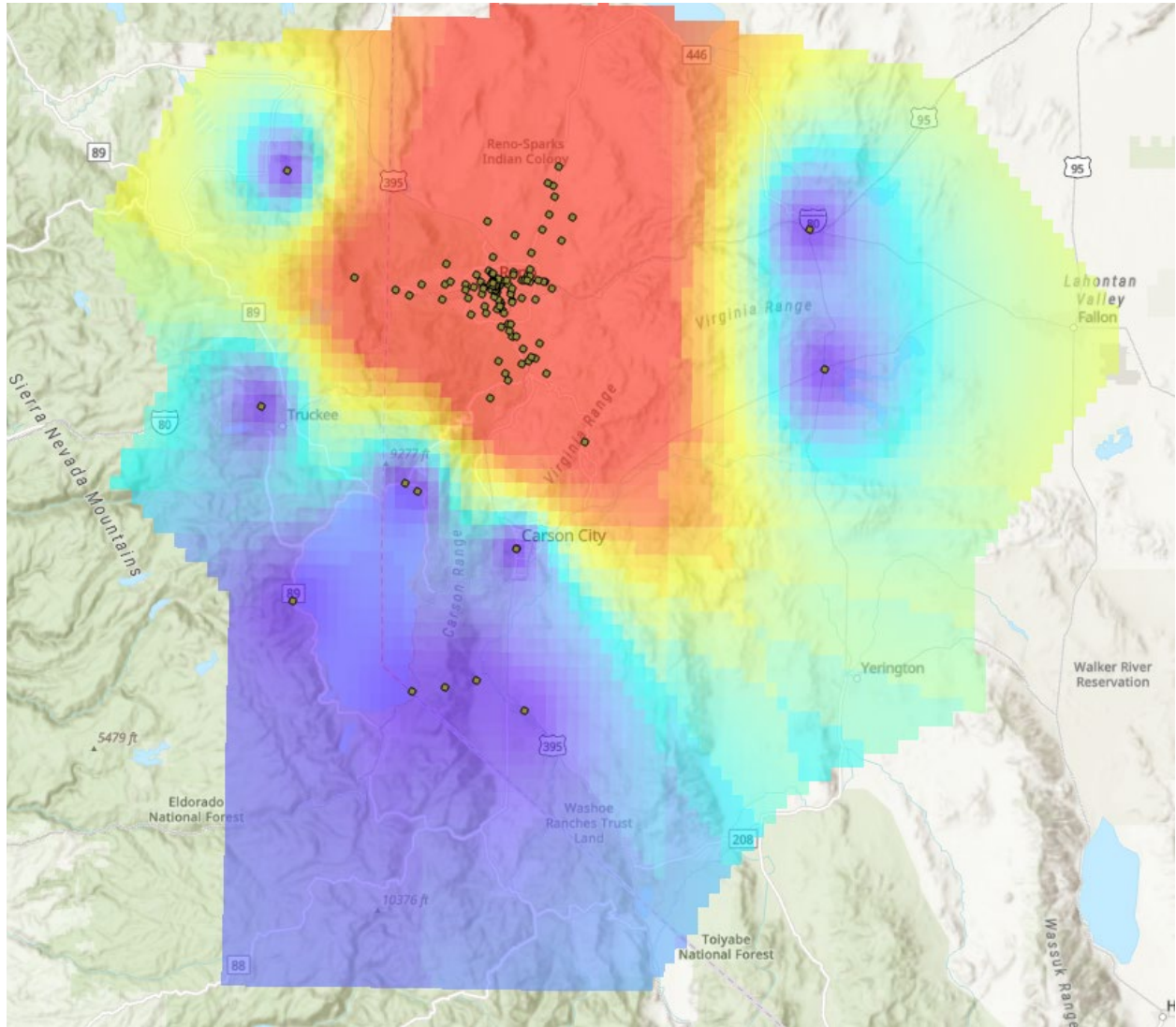
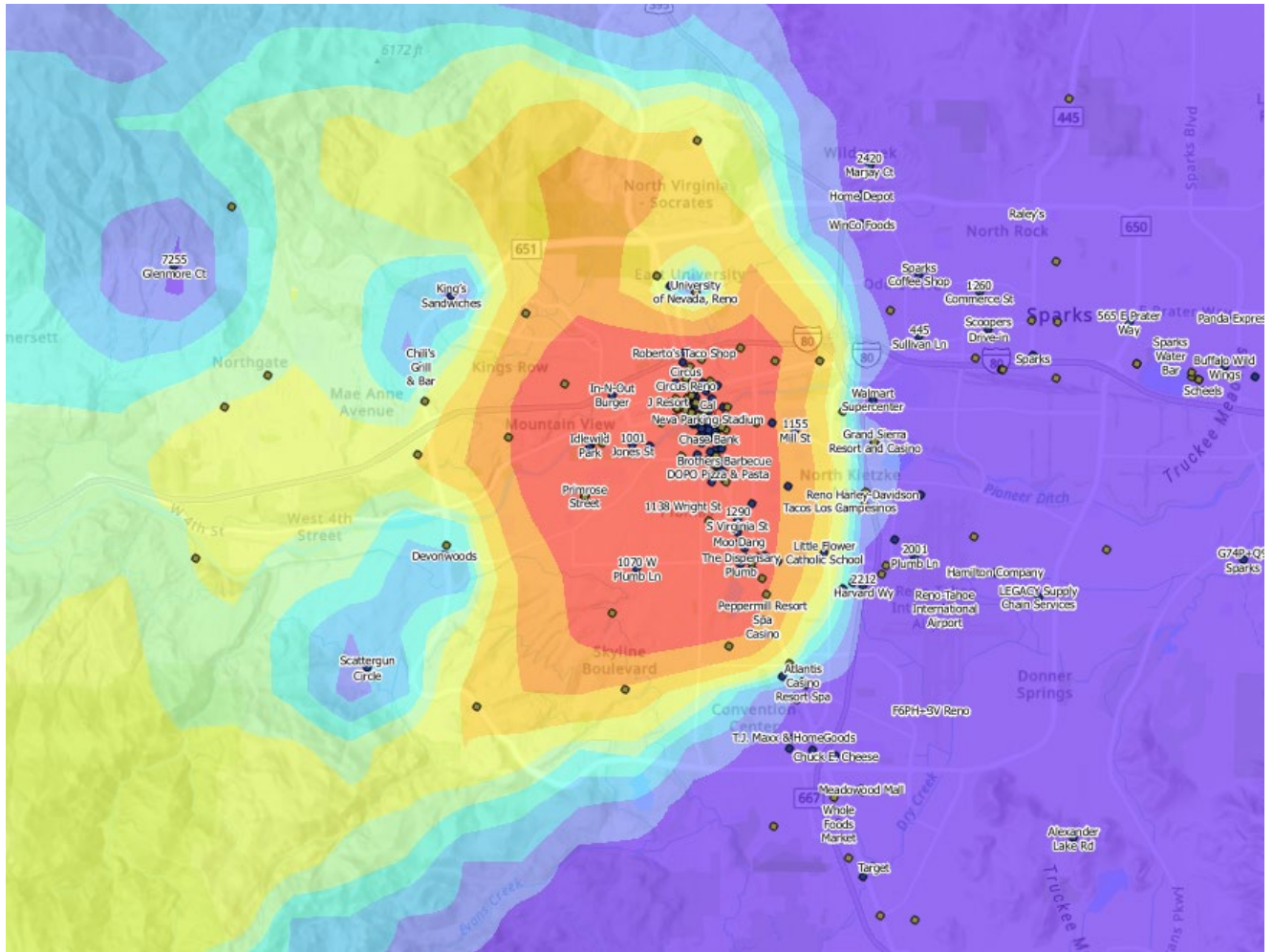


Figure 5 – Places Stayed Heatmap



2.2.3 Interviewer Selection and Training

ETC Institute utilized the services of local staffing agencies to provide local interviewers. Every applicant underwent a multiple step process prior to being hired: a telephone interview, a personal interview, a criminal history/background check, and finally an orientation. The criteria set for interviewer selection on the visitor survey were the following:

- Must have good communication skills.
- Must have reliable transportation (to get to/from the survey sites each day).
- Must be personable and outgoing.
- Past interviewing/data collection experience preferred but not required.

Interviewer training consisted of three main parts:

1. Project Overview and Standards of Ethics in Research
2. Survey Instrument Training and Mock Interviews
3. Practice Live Interviews in the Field

Interviewer training took place in an office or conference room type setting to allow trainer from ETC Institute to walk interviewers through each phase of the process, such as explaining the purpose and importance of the survey, as well as to conduct mock interviews of the survey instrument with the interviewers in a closed setting. All interviewers had to pass the mock interviews before being hired to conduct the survey.

2.2.4 Main Survey Data Collection

The main survey took place from December 2023 – January 2024. The goal was to complete 500 and 585 surveys were completed and delivered. Surveys were conducted on Monday through Friday to obtain travel behavior data across the entire week. Table 1 summarizes the day-of-week distributions.

Table 2 - Day-of-Week Distributions

| Day of Week | Count | Percentage |
|--------------------|------------|-------------|
| Sunday | 31 | 6% |
| Monday | 14 | 3% |
| Tuesday | 50 | 10% |
| Wednesday | 112 | 22% |
| Thursday | 126 | 25% |
| Friday | 117 | 23% |
| Saturday | 54 | 11% |
| Grand Total | 504 | 100% |

3. Data Preparation

3.1 Data Cleaning, Checking, and Editing

Data processing occurred at two points during the survey – during data collection and after data collection was completed.

During data collection, for those respondents who participated in the intercept survey, interviewers would record a respondent's travels for the previous 24-hour period and ask for additional information if the information provided appeared to have incorrect or confusing information. Interviewers would verify with the respondent in person to confirm all information that had been provided. Once all information had been confirmed with the respondent, the interviewer would thank the respondent for their participation in the Visitor Survey and submit their responses, which would be later confirmed by an ETC Institute employee.

Once the trips were verbally verified, an incentive was emailed to the participant by our banking partner Tango Card and an email was sent from ETC Institute with instructions on how to identify the incentive email and redeem the reward. All respondents who completed the survey process and were verified received a \$50 incentive as issued solely at the discretion of ETC Institute and not affiliated with RTC.

An additional incentive was used for those respondents who fully completed the Visitor Survey in the form of a \$100 raffle giveaway at the conclusion of the survey.

4. Survey Results

4.1 Survey Results

The following section presents a descriptive analysis of the responses collected from the 2,392 interviews delivered in the final Visitor Survey dataset.

4.1.1 Demographic Results

Table 2 shows the age category of respondents. One-quarter (24%) of respondents indicated they were between the ages of 45-54, the highest age category of survey respondents, followed very closely by 35-44 (21%) and 55-64 (18%).

Table 3 - Respondent's Age

| Age Group (Excluding Refused) | Count | Percentage |
|-------------------------------|------------|-------------|
| Under 18 | 5 | 1% |
| 18-24 | 44 | 8% |
| 25-34 | 96 | 16% |
| 35 – 44 | 122 | 21% |
| 45 – 54 | 139 | 24% |
| 55 – 64 | 105 | 18% |
| 65+ | 71 | 12% |
| Grand Total | 582 | 100% |

Table 3 shows the primary purpose of the respondent's visit to the Reno area. Unsurprisingly, "Recreation" was the top reason at 63%.

Table 4 - Primary Purpose of Visit

| Primary Purpose in Reno | count | Percentage |
|-------------------------------|------------|-------------|
| Recreation | 371 | 63% |
| Visiting Friends or Relatives | 113 | 19% |
| Business | 47 | 8% |
| Other | 54 | 9% |
| Grand Total | 585 | 100% |

Table 4 shows how respondents indicated they traveled to the region. Nearly half (46%) used “Personal Auto/Motorcycle/Van/Truck” as their mode of travel, while only 1% used “Greyhound or other Bus”.

Table 5 – How Respondent Traveled to the Region

| How Did you Travel to the Region | Count | Percentage |
|------------------------------------|------------|-------------|
| Personal Auto/Motorcycle/Van/Truck | 271 | 46% |
| Airplane | 247 | 42% |
| Amtrak | 36 | 6% |
| Rental car/vehicle | 18 | 3% |
| Greyhound or other Bus | 3 | 1% |
| Commercial Vehicle/Truck Driver | 2 | 0% |
| Hired car/taxi/limo/Uber/Lyft | 1 | 0% |
| Other | 7 | 1% |
| Grand Total | 585 | 100% |

Table 5 below shows how the respondent traveled to the place they are staying at while in Reno, once they were in the region. The same amount used “Personal Auto/Motorcycle/Van/Truck” while in the region as did that got to the region (46%). Thirty-five percent (35%) used some type of hired vehicle (“Private shuttle (SuperShuttle, employer, hotel, etc.)”, “Rental car/vehicle”, or “Hired car/taxi/limo/Uber/Lyft”).

Table 6 – How Did you Travel to the Place You’re Staying Once You Arrived

| How Did you Travel to the Place You’re Staying Once you Arrived | Count | Percentage |
|---|------------|-------------|
| Personal Auto/Motorcycle/Van/Truck | 271 | 46% |
| Private shuttle (SuperShuttle, employer, hotel, etc.) | 81 | 14% |
| Rental car/vehicle | 70 | 12% |
| Hired car/taxi/limo/Uber/Lyft | 55 | 9% |
| Walk | 33 | 6% |
| Bike | 4 | 1% |
| Commercial Vehicle/Truck Driver | 4 | 1% |
| RTC Ride (regular bus service) | 3 | 1% |
| Personal E-Scooter / One-wheel | 2 | 0% |
| Bird E-Scooter | 1 | 0% |
| Other Private Transit | 1 | 0% |
| RTC Regional Connector (to Carson City) | 1 | 0% |
| Other | 59 | 10% |
| Grand Total | 585 | 100% |

Table 6 shows how long the respondent plans to stay in Washoe County on this trip. The majority (37%) are staying for a length of 3 days, followed by “5 or More Days” (28%).

Table 7 – How Long Staying in Washoe County

| How Long Staying in Washoe County | Count | Percentage |
|-----------------------------------|------------|-------------|
| 1 | 8 | 1% |
| 2 | 94 | 16% |
| 3 | 214 | 37% |
| 4 | 103 | 18% |
| 5 or More Days | 166 | 28% |
| Grand Total | 585 | 100% |

Table 7 shows the total number of people traveling with respondent on their trip. This could include household members if they are traveling to the region for “Recreation” or “Visiting Friends or Relatives” or could include colleagues if they are traveling to the region for “Business”. Only five percent (5%) of respondents are traveling alone, with the majority traveling with 2 other members (35%).

Table 8 – Total Number of Traveling Members

| Total Number of Traveling Members | Count | Percentage |
|-----------------------------------|------------|-------------|
| 0 | 31 | 5% |
| 1 | 102 | 17% |
| 2 | 202 | 35% |
| 3 | 68 | 12% |
| 4+ | 182 | 31% |
| Grand Total | 585 | 100% |

Table 8 shows the type of place respondent is staying in while in Reno. Over three-fourths of all respondents indicated they are staying in a “Hotel/Motel” (79%), with the least staying in a “Timeshare/Condominium” (1%).

Table 9 – Type of Place You’re Staying While in Reno

| Type of Place You're Staying While in Reno | Count | Percentage |
|--|------------|-------------|
| Hotel/Motel | 461 | 79% |
| Friend/Relative’s Home | 85 | 15% |
| AirBnB/VRBO/short term rental | 19 | 3% |
| Timeshare/Condominium | 8 | 1% |
| Other (Specify) | 12 | 2% |
| Grand Total | 585 | 100% |

Table 9 shows the income as indicated by respondents for their annual household income. Combined, the majority have a total annual household income of \$100,000+ (38%), followed by \$50,000-\$99,999 (36%).

Table 10 – Household Income

| Household Income (Excluding Don't Know & Refused) | Count | Percentage |
|--|------------|-------------|
| Less than \$9,999 | 11 | 3% |
| \$10,000 to \$14,999 | 6 | 1% |
| \$15,000 to \$19,999 | 7 | 2% |
| \$20,000 to \$24,999 | 14 | 3% |
| \$25,000 to \$29,999 | 15 | 4% |
| \$30,000 to \$34,999 | 16 | 4% |
| \$35,000 to \$39,999 | 6 | 1% |
| \$40,000 to \$44,999 | 20 | 5% |
| \$45,000 to \$49,999 | 14 | 3% |
| \$50,000 to \$54,999 | 22 | 5% |
| \$55,000 to \$59,999 | 8 | 2% |
| \$60,000 to \$64,999 | 14 | 3% |
| \$65,000 to \$69,999 | 16 | 4% |
| \$70,000 to \$74,999 | 29 | 7% |
| \$75,000 to \$79,999 | 19 | 5% |
| \$80,000 to \$99,999 | 37 | 9% |
| \$100,000 to \$124,999 | 60 | 15% |
| \$125,000 to \$149,999 | 23 | 6% |
| \$150,000 to \$199,999 | 27 | 7% |
| \$200,000 or more | 43 | 11% |
| Grand Total | 407 | 100% |

4.1.2 Trip Results

The following sections go over the trip survey results of the RTC Washoe County Visitor Survey.

Table 11 shows the distribution of trip purposes a respondent made on their travel day. “Entertainment or cultural activity” and “Restaurant / Dining out” were the highest types of trips purposes at 28% and 23% respectively.

Table 11 - Distribution of Trip Purpose

| Trip Purpose | Count | Percentage |
|--|------------|-------------|
| Entertainment or cultural activity | 141 | 28% |
| Restaurant / Dining out | 118 | 23% |
| Gaming / Casino | 56 | 11% |
| Sports, nature activity, hiking, stroll | 47 | 9% |
| Shopping | 39 | 8% |
| Other (specify) | 29 | 6% |
| Visiting friends or relatives | 17 | 3% |
| Work-related or business meeting | 15 | 3% |
| Home/Lodging | 14 | 3% |
| Work | 13 | 3% |
| Passenger drop-off or pick-up, accompanying other | 7 | 1% |
| Personal business (e.g. laundry, barber, bank, etc.) | 6 | 1% |
| Medical or health services | 1 | 0% |
| Civic or religious activity | 1 | 0% |
| Grand Total | 504 | 100% |

Table 12 shows the travel mode the respondent used to travel to their different locations on their travel day. Just under half used “Walk” to get to their various locations (48%). Less than 1% total used “Amtrak”, “Wheelchair/Mobility Scooter”, or “Commercial Vehicle/Truck Driver”.

Table 12 - Average Party Size by Travel Mode

| Travel Mode | Count | Percentage |
|---|------------|-------------|
| Walk | 240 | 48% |
| Personal Auto/Motorcycle/Van/Truck | 136 | 27% |
| Rental car/vehicle | 71 | 14% |
| Hired car/taxi/limo/Uber/Lyft | 25 | 5% |
| RTC Ride | 12 | 2% |
| Other (specify) | 7 | 1% |
| Bird E-Scooter | 4 | 1% |
| Bike | 3 | 1% |
| Private shuttle (SuperShuttle, employer, hotel, etc.) | 3 | 1% |
| Amtrak | 1 | 0% |
| Wheelchair/Mobility Scooter | 1 | 0% |
| Commercial Vehicle/Truck Driver | 1 | 0% |
| Grand Total | 504 | 100% |

Table 13 shows reasons for no trips made on assigned travel day by respondent. The highest percentage (56%) showed that a respondent “STAYED THE WHOLE DAY AT THE HOTEL WHERE I’M STAYING (GAMING, SHOPPING, EATING, ETC)”.

Table 13 - Reason for No Trips on Travel Day

| No Travel Reason | Count | Percentage |
|--|------------|-------------|
| STAYED THE WHOLE DAY AT THE HOTEL WHERE I’M STAYING (GAMING, SHOPPING, EATING, ETC.) | 143 | 56% |
| RESTED IN MY HOTEL ROOM/RESTED AT FRIEND’S HOME/OTHER PLACE WHERE I’M STAYING. | 98 | 38% |
| PERSONALLY SICK | 4 | 2% |
| TAKING CARE OF CHILD OR ELDERLY FAMILY WHERE I’M STAYING | 3 | 1% |
| OTHER [Specify below.] | 7 | 3% |
| Grand Total | 255 | 100% |

5. Appendices

Appendix A – Intercept Survey Online Tool

Below is a selection of images taken from the online intercept survey tool.

* Hello, my name is 999 and I'm working on behalf of the Regional Transportation Commission of Washoe County. The Commission is conducting a brief Visitor survey to gain a better understanding of how visitors travel in the region and to assist with planning for the future.

Are you a Resident of Washoe County?

No (continue survey)

Yes (stop survey)

I do not speak English

* Would you please participate in the survey?

Yes, I would like to take the Visitor Survey

No, I do not wish to take the Visitor Survey

[✕ Exit and clear survey](#) [← Previous](#) [Next →](#)

* What is your age?

Under 18

18-24

25-34

35 – 44

45 – 54

55 – 64

65+

Refused

* Including all sources, what was your annual household income in 2022?

Less than \$9,999

\$10,000 to \$14,999

\$15,000 to \$19,999

\$20,000 to \$24,999

\$25,000 to \$29,999

\$30,000 to \$34,999

\$35,000 to \$39,999

\$40,000 to \$44,999

\$45,000 to \$49,999

\$50,000 to \$54,999

\$55,000 to \$59,999

\$60,000 to \$64,999

\$65,000 to \$69,999

\$70,000 to \$74,999

\$75,000 to \$79,999

\$80,000 to \$99,999

\$100,000 to \$124,999

\$125,000 to \$149,999

\$150,000 to \$199,999

\$200,000 or more

Don't Know

Refused

✗ Exit and clear survey

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Next ▶

* What is the length of your stay in Washoe County?

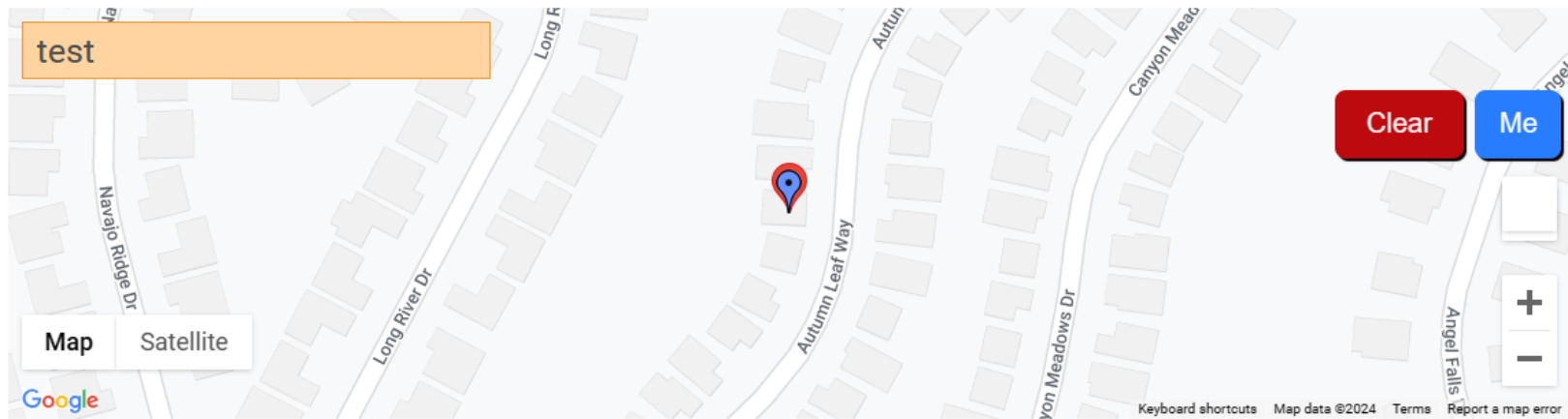
5 days

What is the name of the place you are staying?

test

* What is your current lodging location or address?

Testify Church | Reno House Church @ 9583 Autumn Leaf Way, Reno, Nevada, 89506



✕ Exit and clear survey

◀ Previous

Next ▶

* How did you travel to your lodging site once you arrived?

- Walk
- Bike
- Wheelchair/Mobility Scooter
- Other Non-Motorized (please specify)
- Commercial Vehicle/Truck Driver
- Personal Auto/Motorcycle/Van/Truck
- Rental car/vehicle
- Hired car/taxi/limo/Uber/Lyft
- Bird E-Scooter
- Personal E-Scooter / One-wheel
- Private shuttle (SuperShuttle, employer, hotel, etc.)
- Other Private Transit (please specify)
- RTC Ride (regular bus service)
- RTC Access (Paratransit Service)
- RTC Regional Connector (to Carson City)
- RTC Rapid

* How did you travel to the region?

- Commercial Vehicle/Truck Driver
- Personal Auto/Motorcycle/Van/Truck
- Rental car/vehicle
- Hired car/taxi/limo/Uber/Lyft
- Greyhound or other Bus
- Airplane
- Amtrak
- Other

- RTC Vanpool
- TART (Tahoe Public Transit)
- Amtrak
- Other

✗ Exit and clear survey

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Next →

* Did you travel anywhere else yesterday?

YES

NO

* Now I am going to ask you to provide details about your trips and activities from yesterday.

At 3:00 AM yesterday, were you at the place you are staying [Testify Church | Reno House Church 9583 Autumn Leaf Way] or someplace else?

PLACE I AM STAYING

SOMEPLACE ELSE

Where were you at 3:00 am yesterday?



* Where did you go next?

Testwave LLC @ 1461 Greg St, Sparks, Nevada, 89431



* What time did you arrive at?



Close Next

* What time did you arrive at?

6:53 PM



* What mode of transportation did you use to get there? ()

Walk

Other Private Transit (please specify)

Bike

RTC Ride

Wheelchair/Mobility Scooter

RTC Access (Paratransit Service)

Commercial Vehicle/Truck Driver

RTC Intercity

Personal Auto/Motorcycle/Van/Truck

Sierra Spirit

Rental car/vehicle

RTC Rapid

Hired car/taxi/limo/Uber/Lyft

RTC Vanpool

Bird E-Scooter

TART

Personal E-Scooter / One-wheel

Amtrak

Private shuttle (SuperShuttle, employer, hotel, etc.)

Other (specify)

* How many others traveled with you?

NONE

Close

Next

* How many others traveled with you?

 NONE

Was it the last stop of the day?

Yes - I stayed there for the night ()

No - I visited another place after that

No - I went back to my hotel/place I am staying ([Testify Church](#) | [Reno House Church \(9583 Autumn Leaf Way\)](#))

* What time did you leave this place/stop?

Close Next

* What is the amount of money you intend on spending during your stay in Washoe County? (In U.S. Dollars)

\$0 - \$499

\$5,000 - \$9,999

\$75,000 - \$99,999

Refused

\$500 - \$999

\$10,000 - \$24,999

\$100,000 - \$249,999

\$1,000 - \$2,499

\$25,000 - \$49,999

\$250,000 or more

\$2,500 - \$4,999

\$50,000 - \$74,999

Don't Know

[✕ Exit and clear survey](#)

[← Previous](#)

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* Thank you for your time and effort in helping to improve transportation in the Reno/Sparks area. As a small token of our appreciation for your time, would you like to be entered into the raffle for one \$100 Visa Gift card? I just need your email or mobile number.

Would you like to be entered into the drawing?

Yes

No

How do you prefer to be contacted?

Please fill in at least one answer

Mobile PHONE:

EMAIL Address:

[✕ Exit and clear survey](#)

[← Previous](#)

[Next >](#)