



**A Survey of
Users of TheRide
A Service of The
Ann Arbor Area Transportation Authority
April 2022**



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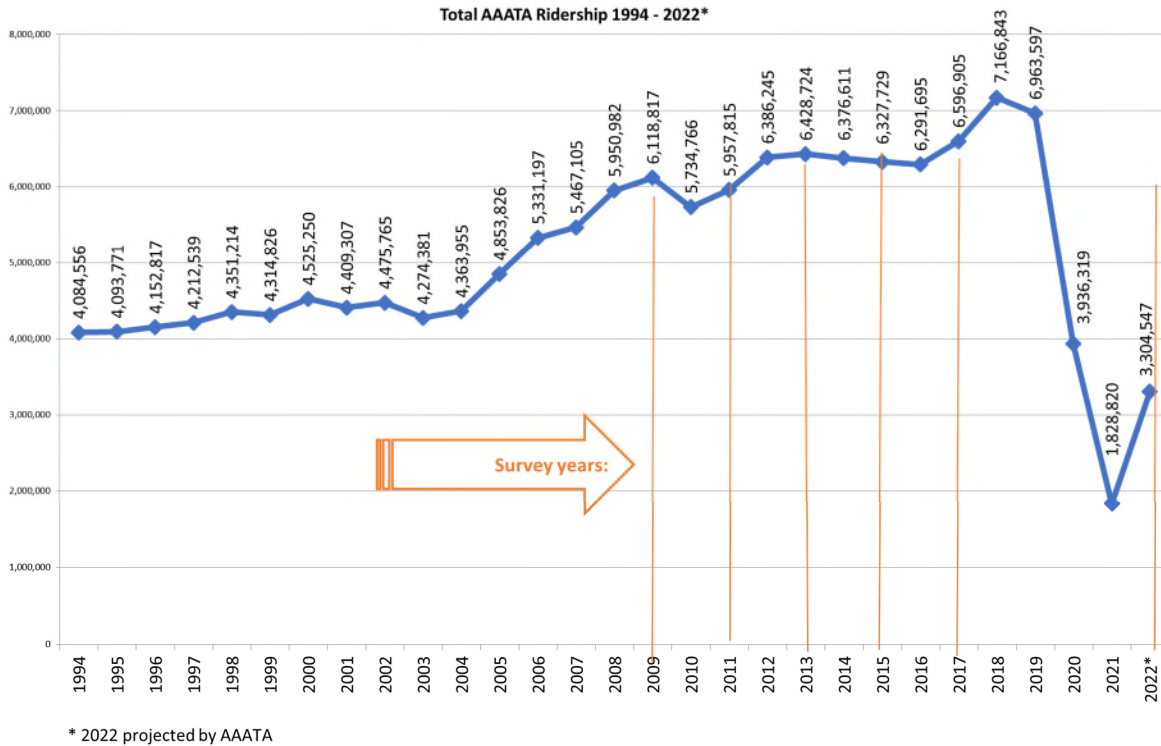
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Introduction

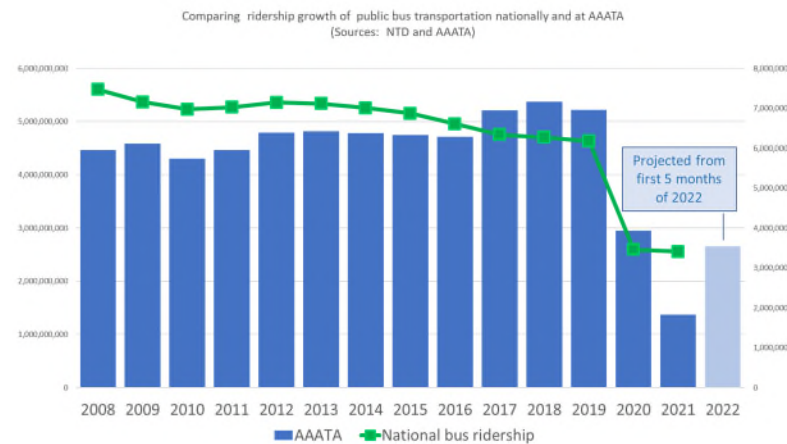
Figure 1 Introduction: Ridership 1994 - 2022

Ridership in Context



Ridership on TheRide remained relatively flat from 1994 through 2003, changing only from 4,084,556 trips in 1994 to 4,274,381 trips in 2003. Ridership then began a long increase to a new high in 2009 when it

Figure 2 Introduction: Bus Ridership Nationally and TheRide



reached a total of 6,118,817 trips. With the Great Recession, it temporarily fell back to below six million trips by 2010. In spite of that temporary decline, and flat ridership from 2012 to 2016, the big picture was that TheRide experienced a period of ridership growth lasting from, 2004 to a peak in 2018 of 7,166,843 trips, followed by only a minor decline to 2019. This is especially interesting because, as shown in Figure 2, nationally bus ridership was declining, not increasing.

As we are all aware, the great COVID disaster struck in 2020 sending employees and students into remote working and learning mode while also dramatically curtailing all kinds of in-person commerce such that by 2021 ridership had collapsed to 1,828,820. AAATA estimates that ridership will have recovered considerably during 2022, probably reaching a total of about double the 2022 figure, or 3,304,547.

Survey Data Collection

The 2022 Survey was conducted in April, 2022. The 2017 survey was conducted onboard TheRide buses from October 14 through October 22, 2017. The previous surveys were also conducted in October. They were conducted in mid to late October during periods when the University of Michigan would be in session, but during weeks when no home football games were scheduled because they would have created short-term traffic distortions and in may have affected the demographics of passengers.

Unfortunately, we cannot know what the impact may be of the differing dates of data collection for the surveys when we compare 2022 with earlier results. If there were a difference caused by timing, however, the major difference would probably be in the percentage of students in the sample. However, the percentage of college students in the 2022 sample is 46% while the average percentage from 2011 to 2017 was 46.5%. The fact that there is no statistical difference in these percentages suggests that there is very little, if any, impact cause by the different seasonality of the surveys.

Onboard Data Collection

Temporary workers were used for the purpose of data collection under the supervision of CJI Research staff. Surveyors wore smocks identifying them in large print as “Transit Survey” workers. This uniform helps riders visually understand the purpose of the interviewer’s approach.

Survey personnel accompanied drivers at the beginning of the shifts and rode the buses for an entire run. They approached all riders who appeared to be sixteen years old or older, rather than a sample of riders. Thus, the bus on its scheduled run was, in effect, a sample cluster point within which all were surveyed. Survey personnel handed surveys to riders and asked them to complete the survey. They also provided pens branded with TheRide logo to the potential respondents.

At the end of each trip, the survey personnel placed the completed surveys in an envelope marked with the route and the run and reported to the survey supervisors who completed a log form detailing the run.

Questionnaire

The questionnaire was self-administered. It is reproduced in Appendix A.

The questionnaires were serial numbered so that records could be kept for the route and day of the week on which the questionnaire was completed. This is a more accurate method than asking riders which route they are riding when completing the survey.

Sample

A random sample of runs was drawn from a list of all TheRide runs. This initial sample was examined to determine whether the randomization process in the relatively small universe of all runs had omitted any significant portion of the TheRide’s overall route structure. The sample was adjusted slightly to take any such omissions into account.

The resulting total sample size is 1,263 useable responses. When all respondents are included, this sample has a sample error level of $\pm 2.6\%$. When a sub-sample is used, sample error increases somewhat

Survey Participation Rates

A total of 1,860 of TheRide’s passengers were approached and asked to participate in the survey. Of these, 92 (5%) said they had already completed a survey. Another 153 (8%) were unwilling to participate, and 42, or 2%, presented a language barrier (i.e., other than English or Spanish). Thus, the total “effective distribution,” defined as a rider accepting the survey materials and agreeing to complete a survey form, was 1,549 persons. Of these, 286 (18% of those accepting the survey) accepted the questionnaire but failed to return it, 26 (2%) took the questionnaire and mailed it back in a post-paid envelope, while another 1,237 completed and returned a useable survey form to the surveyor on the bus. Thus, the effective participation rate among everyone who was approached was 68% and was 82% among those who initially agreed to participate.

Figure 3 Introduction: Response Rates

		<u>Completion Rates</u>	
A total of...	1,860	adults were riding the surveyed trips and thus had a chance to participate	
Of this total of	all adult riders.	92 said they had already completed the survey	5%
		153 refused outright	8%
		42 encountered a language barrier	2%
...and...		1,549 accepted the survey with apparent intention to complete it	83%
Thus,	1,549	represents the "effective distribution." Of this effective distribution,	
		286 accepted but did not complete the survey	18%
		1,237 Completed it on the AATA vehicle	80%
		26 Completed the survey and returned it by mail	2%
		1,263 returned useable survey questionnaires	
		Of all adults riding a surveyed vehicle, this represents:	68%
		Of effective distribution, this represents:	82%

Analysis

Analysis consists primarily of cross tabulations and frequency distributions. Tables were prepared in the statistical analysis software, SPSS (version 28), and charts in Excel for Office 365. SPSS is software designed specifically for the analysis of survey and similar data.

With a few exceptions, all percentages are rounded to the nearest whole number. In a few cases, when this could have caused important categories to round to zero, percentages are carried to tenths. Rounding causes some percentage columns to total 99% or 101%. Such totals do not represent errors and the deviation from 100% should be ignored.

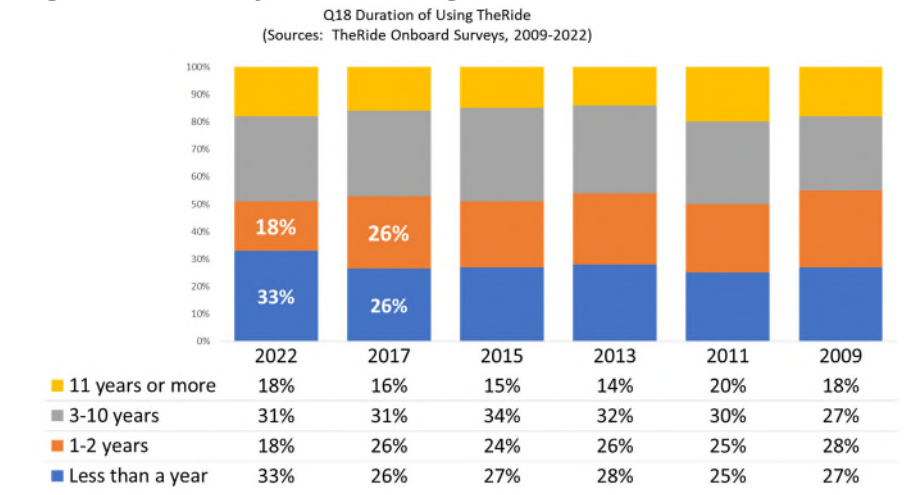
Current, 2022, Rider profile

How Long Using TheRide, 2009 - 2022

RIDERSHIP RECOVERY IN 2022 FROM PANDEMIC LEVELS IS DUE IN PART TO INFLUX OF NEW RIDERS

In 2017, 26% said they had used TheRide for less than a year at the time of survey. In other words, they were “new riders.” In 2022, that percentage jumped by seven points to 33%, a 27% increase in the

Figure 4 Rider Profile: Years Using TheRide, 2009-2022



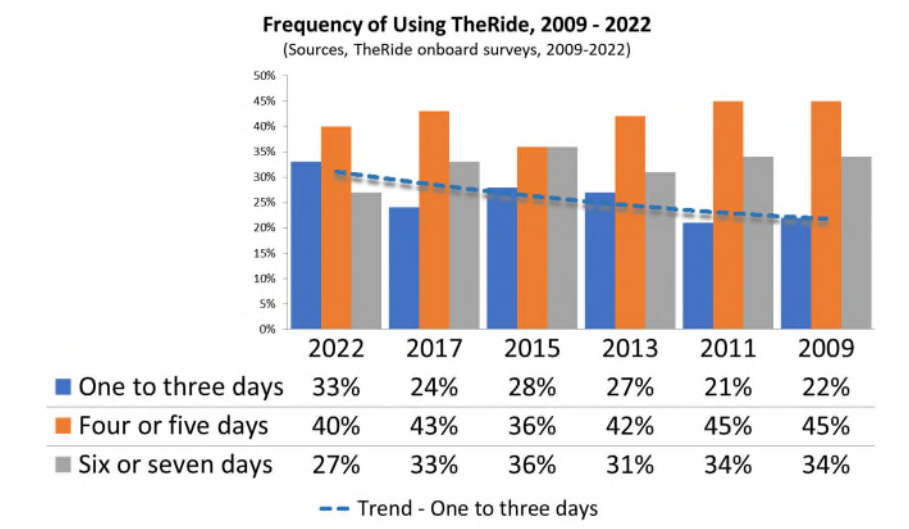
percentage of new riders. It is apparent that the gradual recovery of ridership numbers is driven in part the entry of new riders, and not only by the return of riders who ceased riding during the worst phases of COVID and are now returning.

The surveys conducted from 2009 to 2017 established that a “normal” range of new riders was between 25% and 28%. The survey-to-survey consistency of this “new rider” percentage demonstrates that the Ann Arbor

area transit market is constantly turning over at a roughly consistent rate. This makes rider retention an imperative for planning and marketing.

One might assume that in a university town the turnover rate of riders would be exceptionally high because of the inherent transience of the undergraduate population. However, the rates for TheRide are fairly typical of transit-rider turnover for all bus transit systems elsewhere in the United States.

Figure 5 Rider Profile: Days Per Week Using TheRide, 2009-2022



Change in Frequency of Using TheRide, by Year of Survey

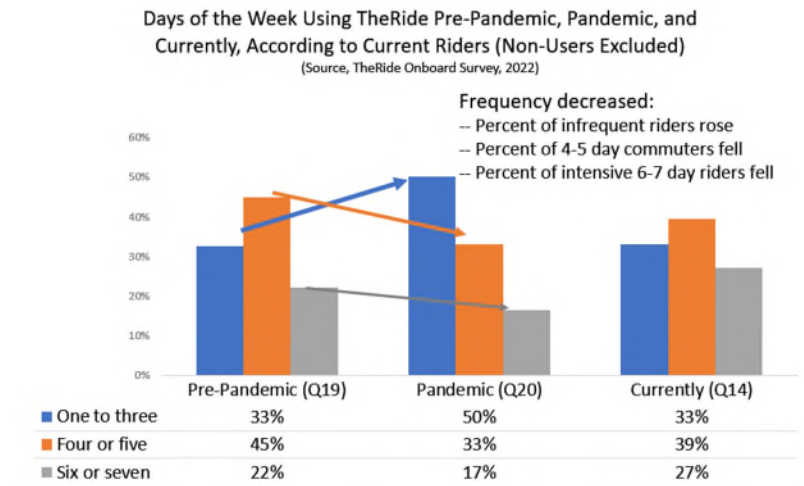
For purposes of further analysis, the riders are grouped into three “frequency segments,” depending upon how many days per week they use TheRide:

- Those who use TheRide one to three days a week (33% in 2022)
- Those who use TheRide four or five days a week (40%)
- Those who use TheRide six or seven days (27%).

Figure 5 demonstrates an interesting pattern. From 2017 to 2015 infrequent riding (one to three days) increased while the percentage of four and five day riders decreased. In 2017, however, the pattern changed suddenly as the

percentage of four to five day riders rose and that of infrequent riders declined. Whether this was a reversal of the trend or an accident of short term factors that distorted the sample is unclear. The results of 2022 appear to resume the pattern of increasing percentages of infrequent riders established from 2009 to 2015. However, because 2022 is a period of recovery from the pandemic's worst years, it is obvious that 2022 is itself exceptional. It remains to be seen whether the 2022 numbers will continue the trend if and when the pandemic truly ends. If the decreasing frequency of riding were to continue, it would present ongoing downward pressure on ridership independent of the pandemic.

Figure 6 Rider Profile: Frequency of Riding Decreased During Pandemic



Pre-Pandemic, Pandemic, Current

Another way to look at changes in frequency of using TheRide is to consider recent, pandemic-related change rather than look at it over thirteen years. Here we consider three periods related to the pandemic, pre-pandemic, pandemic, and current.

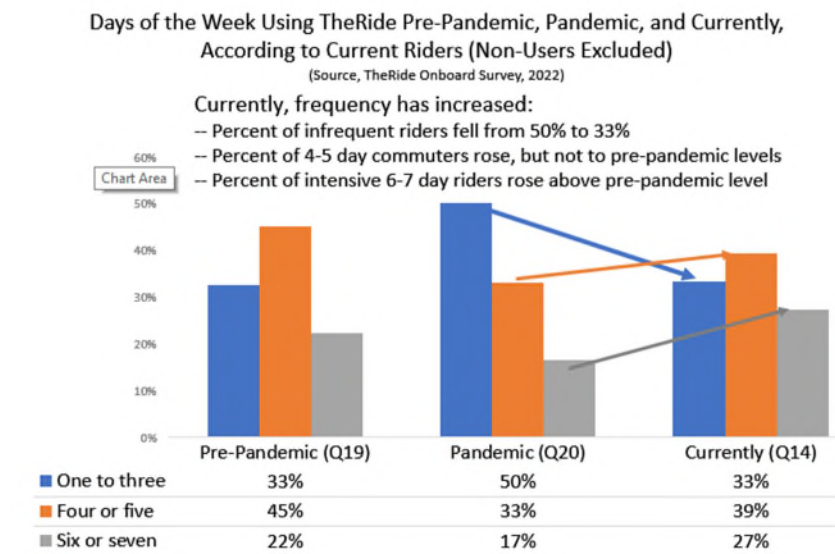
We did not conduct surveys pre-pandemic, during the height of the pandemic and currently in the early recovery phase. However, the questionnaire asked about changes in

the riders' frequency of riding during each of those three periods. This makes it possible to examine ridership before, during, and after the worst of the pandemic.

The severity of the ridership decline during the worst of the pandemic clearly meant that many riders had simply stopped using TheRide. However, other factors also contributed to the decline. One factor that

depressed ridership was that those who continued to ride did so less frequently, as shown by Figure 6.

Figure 7 Rider Profile: Frequency of Riding Recovered Somewhat from Mid-Pandemic to Current



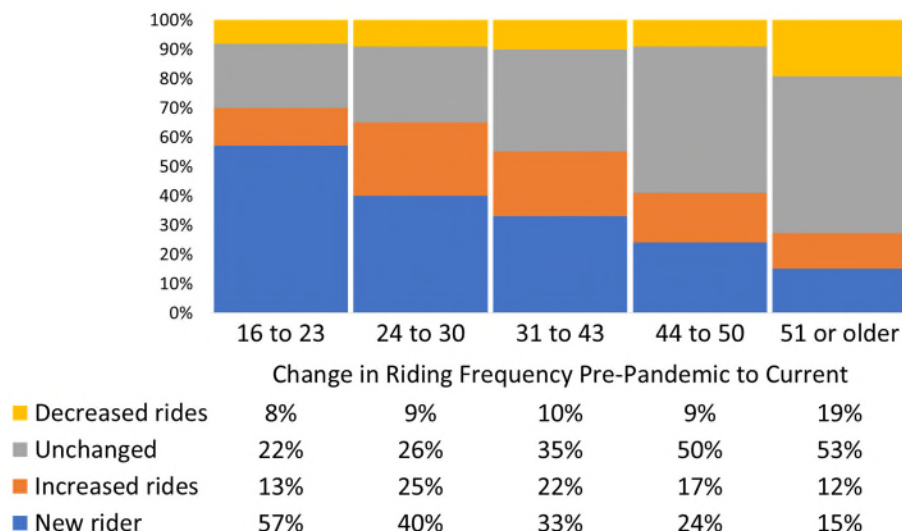
In Figure 6, 33% of current riders say that before March 2020 (pre-pandemic) they used TheRide one to three days a week, but during the pandemic (2020 and 2021) 50% rode that infrequently. Conversely, the percentage of four or five day riders dropped to 33% from 45%. The six to seven day riders declined less (22% to 17%), presumably because they tend to be more transit-dependent.

It is not surprising that the four-five day riders declined substantially

since they are more likely to hold office jobs, many of which can be done remotely. In fact, 32% of the current four to five day riders said they had worked remotely for more than a week during the pandemic. This compares to only 21% of the one to three day riders and to 20% of the six or seven day riders.

Figure 7 (previous page) shows evidence of some recovery of frequency, but less so among routine four to five day commuters than for others. This seems consistent with the tendency of many office workers to continue working from home at least some of the time since they are more likely to ride four to five days.

Figure 8 Rider Profile: Recovery in Frequency of Riding Closely Related to Rider Age



AGE AND PANDEMIC-RELATED CHANGE IN RIDING FREQUENCY

The older the riders, the more likely they are to have not changed riding habits since pre-pandemic days 2019. The younger the riders, the more likely it is that they either increased their use of TheRide, or that they are new riders.

The reasons for this close association between trip frequency and age are not immediately clear.

However, we do know that age is closely associated with income and riders tend to have lower incomes. It also seems likely that the older riders are simply more established in their riding habits.

Figure 9 Rider Profile: Long-Term Change in Frequency of Riding (Trips Per Day)

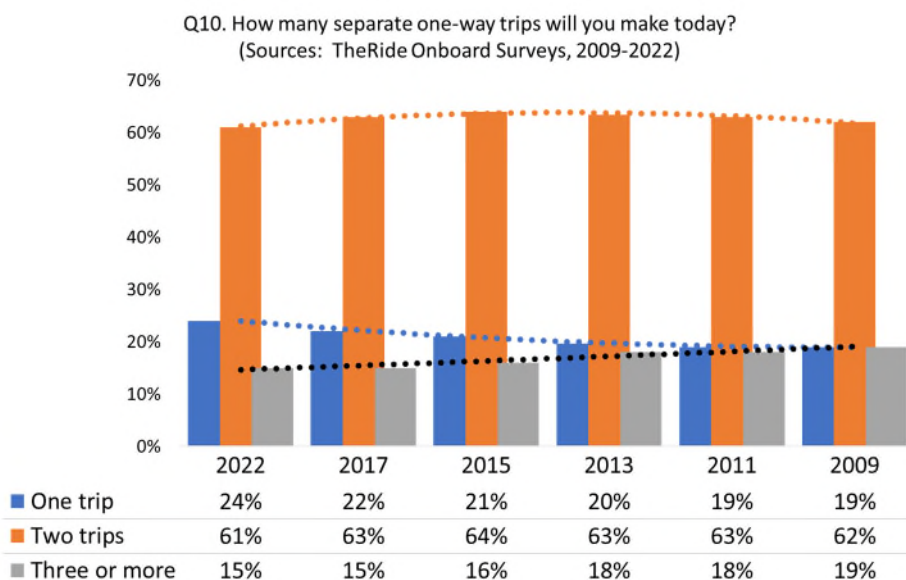
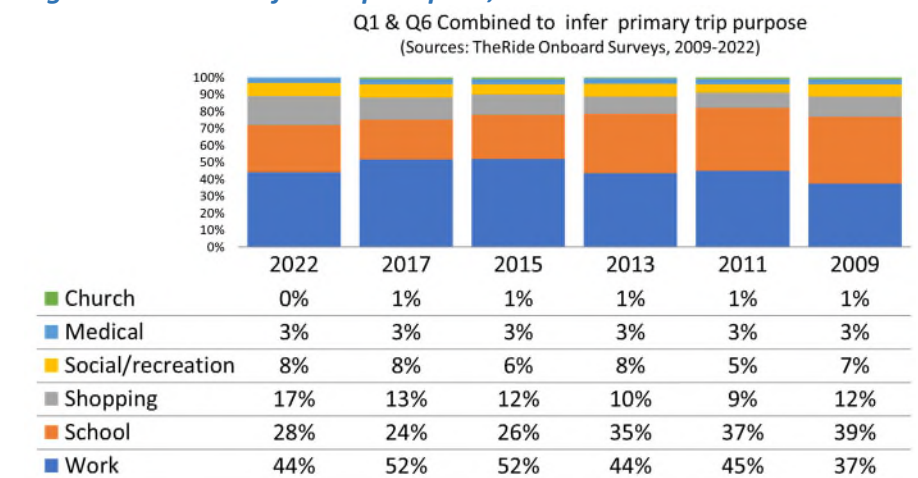


Figure 5 showed an apparent long-term decline in the number of days per week TheRide’s customers ride. Another long-term change that would tend to reduce total system ridership is the apparent gradual decrease in the number of trips riders take per day when they ride. The

year to year change has been extremely small (1% for the most part), but it has been quite consistent over time, a fact that suggests it is real and not a product of random difference in the samples.

Figure 10 Rider Profile: Trip Purpose, 2009 to 2022



Trip Purpose

Riders were asked where they were coming from to get their bus, and where they were going. For example, were they coming from home and going to work? Trip purposes were inferred by combining the responses to both questions.

Figure 10 presents trip purpose data from 2009 through 2022. It shows generally consistent proportions of work school and other trips over time. However, there was a long term trend from 2009 through 2017 that may have been disrupted by the different results in 2022.

Consider Figure 11 and Figure 12.

Figure 11 shows that prior to the pandemic, there was an eight year period in which the percentage of work trips increased while that of school/college trips declined.

However, as Figure 12 shows, the recovery year survey of 2022 changed that pattern, at least in the short-term, because the percentage of riders citing school/college as their trip purpose rose relative to 2017 while work trips declined. 2022 is, however, exceptional, and it will be until the next survey in 2024, before we will know whether or not the pre-pandemic pattern of increasing proportions of work-trips and declining school trips has resumed.

Figure 11 Rider Profile: Pre-Pandemic Trends in Trip Purposes: 2009-2017

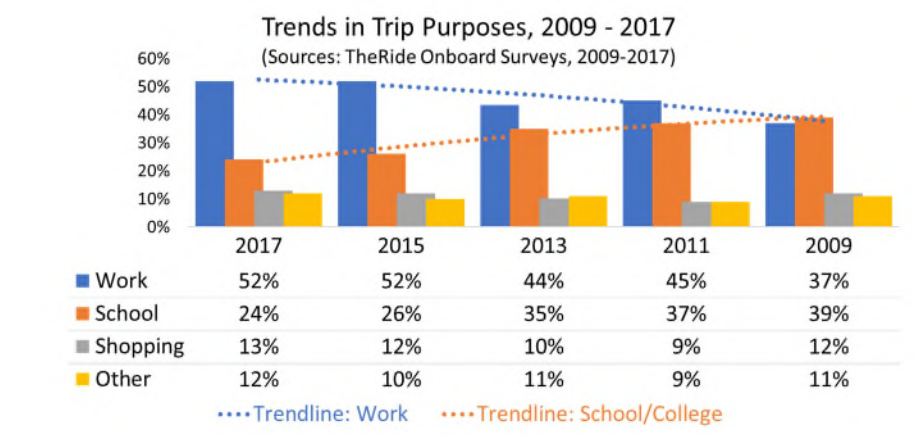


Figure 12 Rider Profile: Trends in Trip Purposes 2009 - 2022

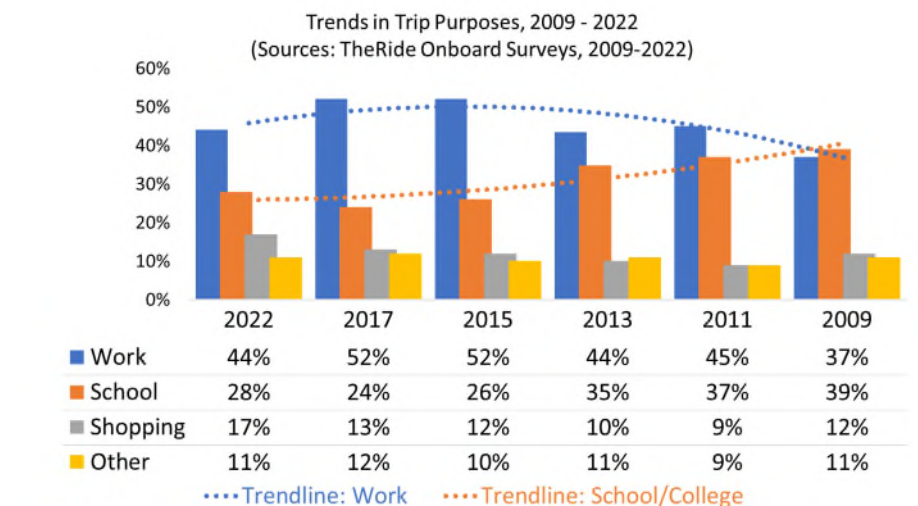
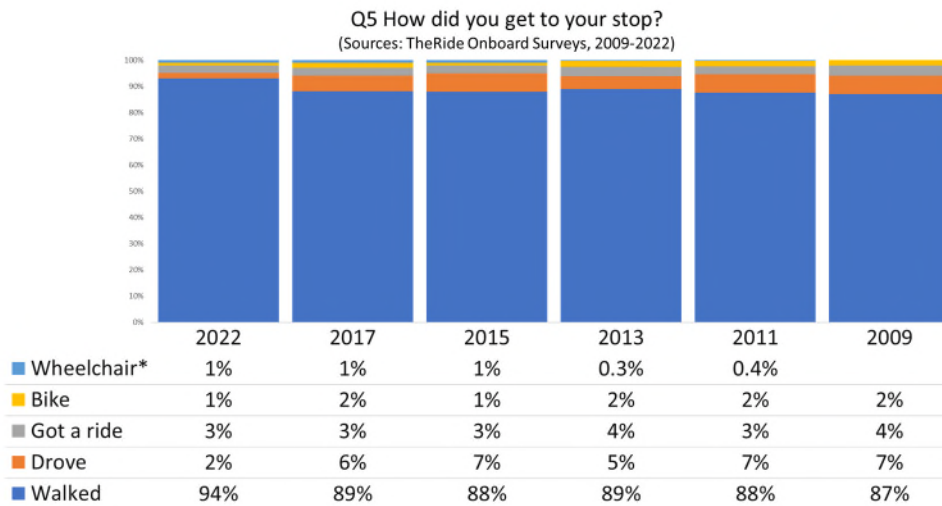


Figure 13 Rider Profile: Mode to the Bus Stop, 2009 - 2022



* Wheelchair not provided as an response option in 2009

Mode to the bus stop

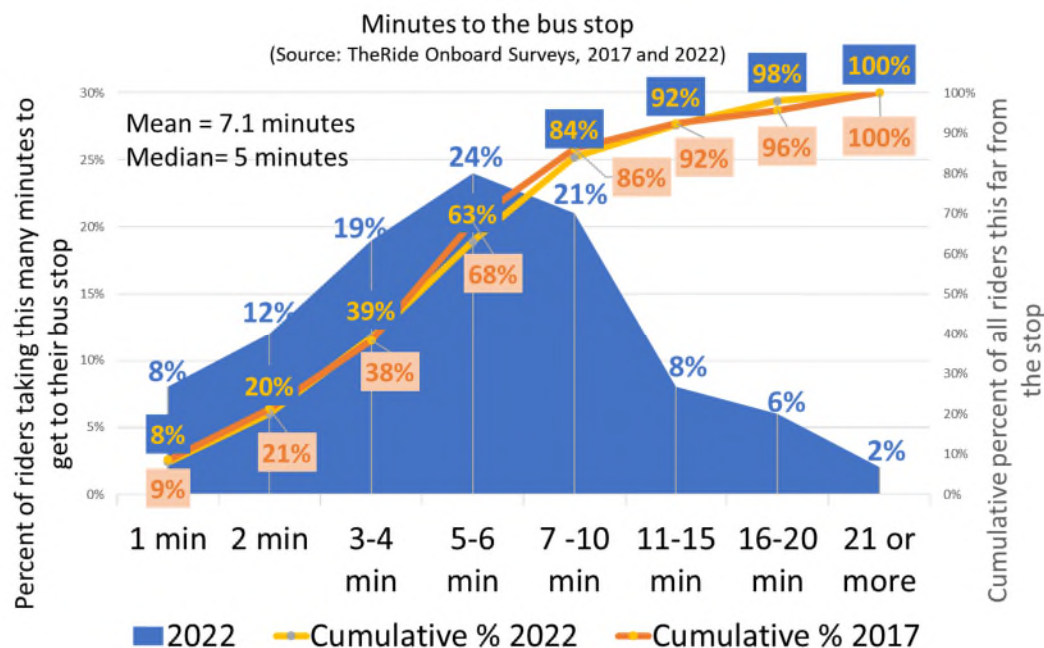
Walking to the bus stop has been the dominant mode to the bus stop in each survey. It varied only from 87% to 89% from 2009 to 2017. In 2022, however, it rose to 94%. In large part this was caused by the diminished percentage who said they drove to their stop. It went from 6% in 2017 to 2% in 2022.

Those who drive to their stop tend to be the four to

five day riders. These riders are more likely than others to be office workers working routine work-weeks. In the 2022 survey, these four or five day-a-week riders were less likely than others to have resumed their pre-pandemic levels of riding than others. In the 2017 survey they were also more likely than others to have driven to their stop (12% compared to 4% for one to three day riders and 1% for six or seven day riders). Thus, with the increase in office jobs shifting to remote work because of the pandemic, they appear

to account for the reduction in park-and-ride customers.

Figure 14 Rider Profile: Minutes to the Bus Stop

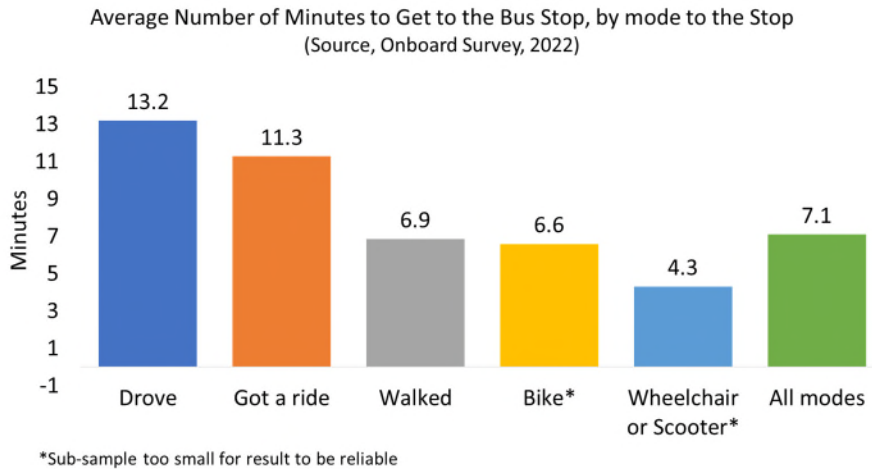


MINUTES TO THE BUS STOP

The time to get to the bus stop changed very little as shown in Figure 14. The 2022 mean is 7.1 minutes. In 2017 it was 7.2 minutes. The median time is unchanged at 5 minutes.

The dual and closely parallel cumulative percentage lines in Figure 14 indicate that between 2017 and 2022, the time it took most riders to get to their bus stop was generally unchanged. For example, in 2022, 38% and in 2017, 39%, took from one to four minutes to get to their boarding stop.

Figure 15 Rider Profile: Average (mean) Minutes to the Bus Stop for Each Mode



MEAN TIME TO THE BUS STOP, BY MODE TO THE STOP

While the overall mean time to the bus stop was 7.1 minutes, the several modes differed somewhat as shown in Figure 15.

As we saw earlier in Figure 13, the dominant mode to the stop is walking. In 2017, the mean time by walking was 6.2 minutes, and in 2022 is 6.9 minutes. Driving took 20.1 minutes in 2017 and for the smaller proportion who drive

in 2022, the mean was 13.2. Getting a ride was essentially unchanged at 11.6 minutes in 2017 and 11.3 minutes in 2022.

In Figure 16 we see that the mean total trip duration in 2022 was 28 minutes. The median was 20 minutes, meaning that half the riders made trips of less than 20 minutes, and half longer. Having to transfer adds considerably to the total duration of the trip. While transferring adds the advantage of coverage, there is a price to pay in elapsed time.

Figure 16 Rider Profile: Total Duration of Trip

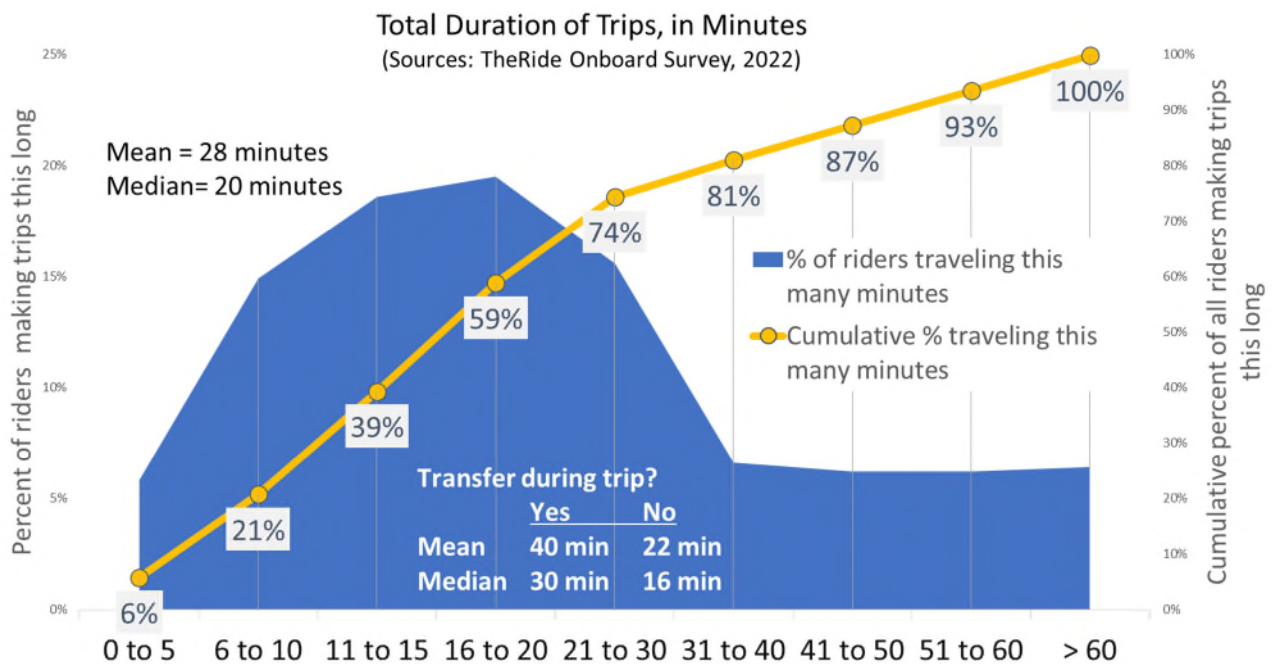
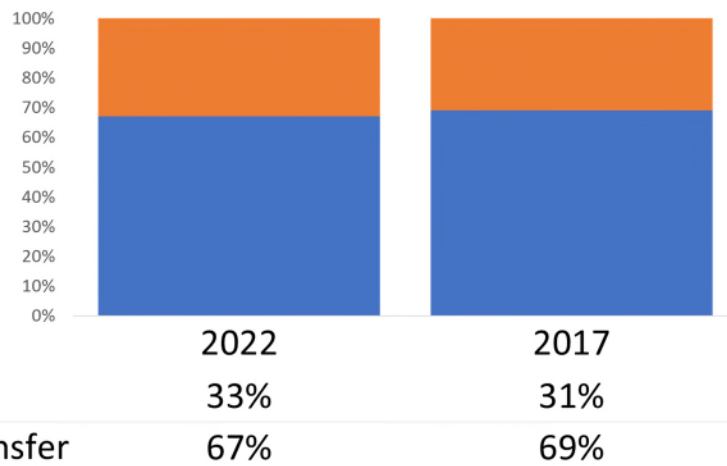


Figure 17 Rider Profile: Transfers, 2017 and 2022

Q2 Will you transfer to another TheRide bus during this trip?
(Source: TheRide onboard survey, 2017 and 2022)



Transferring

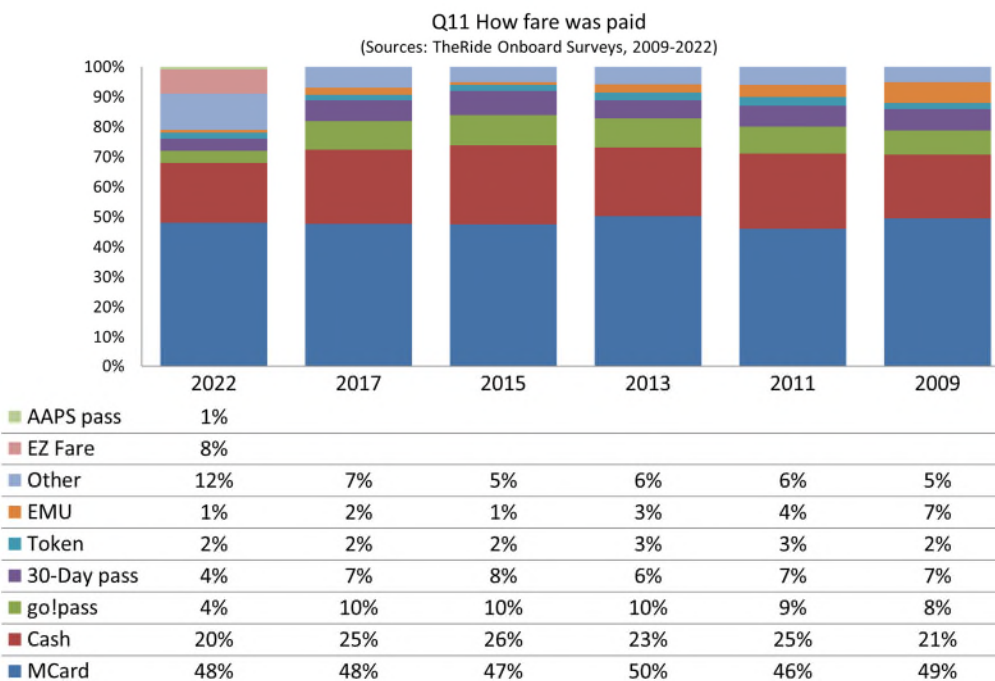
The tendency to transfer during a trip is statistically unchanged in 2022 (33%) from 2017 (31%).

Paying the Fare

As in previous surveys, the MCard is the fare medium used more often than other fare media (48%). Other findings:

- Use of cash fare decreased somewhat, from 25% in 2017 to 20% in 2022.
- The EZ fare appears in 2022 for the first time (8%).
- Use of the go!pass declined from 10% to 4%, perhaps because of the pandemic reduction in downtown office work.

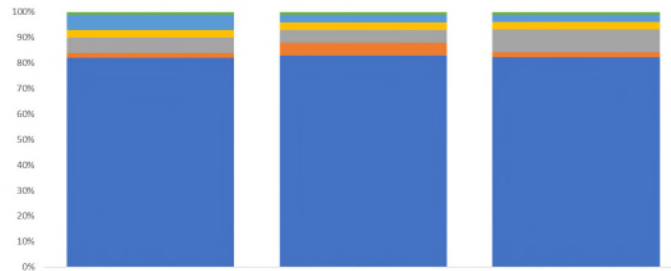
Figure 18 Rider Profile: How the Fare Was Paid



- A small number of riders (1%) wrote in the “Other” category that they had used an Ann Arbor Public Schools pass – the first time we have seen that entry.
- Other written responses to that question were able to be coded into the original response categories.

Figure 19 Rider Profile: Discount Fare Cards

Q12 Do you have one of the following discount cards?
(Sources: TheRide Onboard Surveys, 2015-2022)



Discount Card Type	2022	2017	2015
Fare Deal Card (age 60-64)	1%	1%	1%
Good as Gold (senior card)	6%	3%	3%
ADA (green) card	3%	3%	3%
Fare Deal Card (low income)	6%	5%	9%
Fare Deal Card (disability)	2%	5%	2%
No discount card	82%	83%	83%

DISCOUNT FARE CARDS

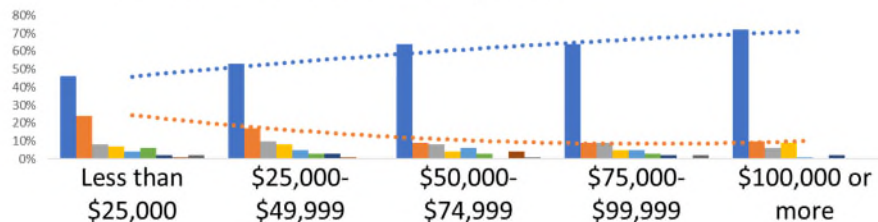
The percentage of riders holding any discount card was stable, at 17% in 2015 and 2017, and statistically the same in 2022, at 18%.

Use of the MCard, which accounts for 48% of the fares paid in 2022, is positively related to income. That is, the greater the income, the greater the odds that a rider will use an MCard to pay the fare. Stated in a different way, the percent using an MCard

increases from 46% at the lowest level of income to 72% at the highest level of \$100,000 or more. In contrast, the use of cash is inversely related to income. The lower the income, the greater the odds that a rider will use cash for the fare.

Figure 20 Rider Profile: Fare Media Used, and Household Income

Q11 Fare Medium Used by Income Groups
(Source: TheRide Onboard Survey 2022)

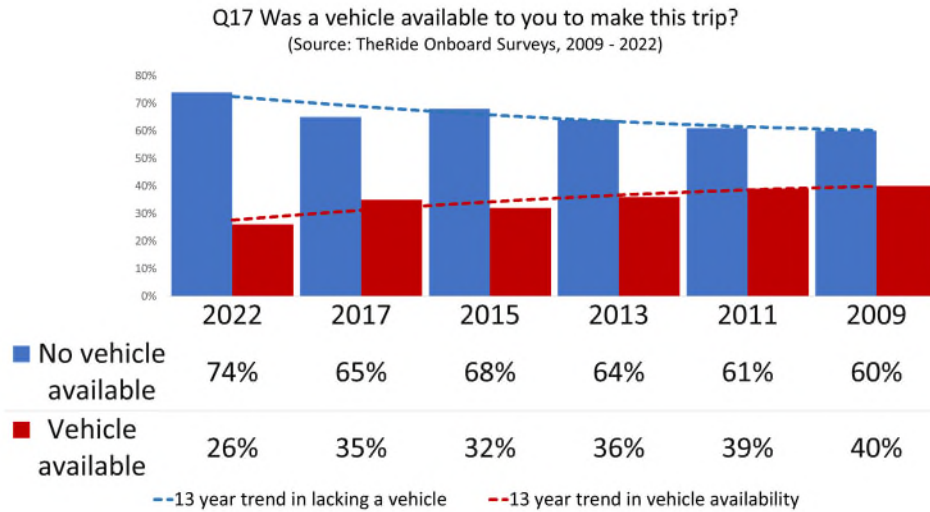


Fare Medium	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more
MCard	46%	53%	64%	64%	72%
Cash	24%	17%	9%	9%	10%
EZFare	8%	10%	8%	9%	6%
Used a discount card	7%	8%	4%	5%	9%
go!pass	4%	5%	6%	5%	1%
30 day pass	6%	3%	3%	3%	0%
Token	2%	3%	0%	2%	2%
Transfer	1%	1%	4%	0%	0%
EMU pass	2%	0%	1%	2%	0%

What was said in previous reports continues to hold true regarding the relationship of income to fare medium. The 2017 report said: "It is generally the case in public transit markets that people from lower income households are more likely than those from households with higher incomes to use cash rather than to pay in advance for discounted passes. That is the case for those using TheRide. However, unlike riders on most transit systems, the reason is not so much that they are less likely to purchase a thirty-day pass for income-related reasons, but rather that they are much less likely to have a pass subsidized by the University."

Alternatives to Using TheRide

Figure 21 Alternatives to TheRide: Vehicle Available



Vehicle Availability

There has been a very gradual increase in rider dependency on TheRide in the years since 2009. The change was consistent from 2009 through 2015, then paused in 2017, apparently resuming in 2022.

However, the 2022 survey occurred just as a sense of non-pandemic normalcy was returning. Thus the

survey was conducted in unusual times unlike those from 2009 – 2017. Therefore, we cannot be completely sure that the trend toward decreasing vehicle availability has resumed. That clearly appears to be the case, however.

Ride Sharing Services

Beginning in 2015, use of ride-sharing services was included in the onboard survey. Between 2015 and 2017, the use of such services grew in two ways. First, more people used them. Between 2009 and 2022 use went from 25% of riders to 44% and 45% (respectively) in 2017 and 2022. Secondly, the percentage of riders making three or more ride-share trips rose from 14% to 33% in that same time period.

A trend of more people making more ride-share trips indicates serious competition if many of the trips are replacing trips on TheRide.

Figure 22 Alternatives to TheRide: Increased Use of Uber/Lyft, 2015-2022

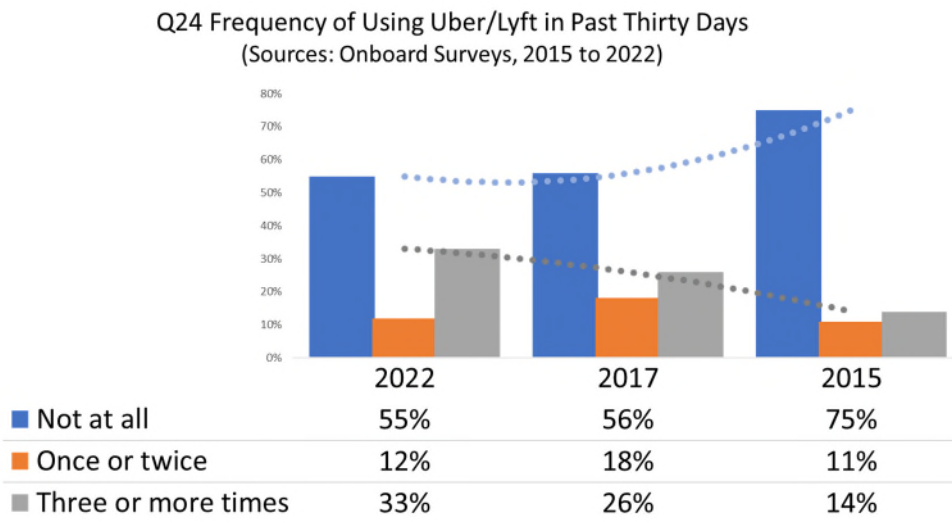
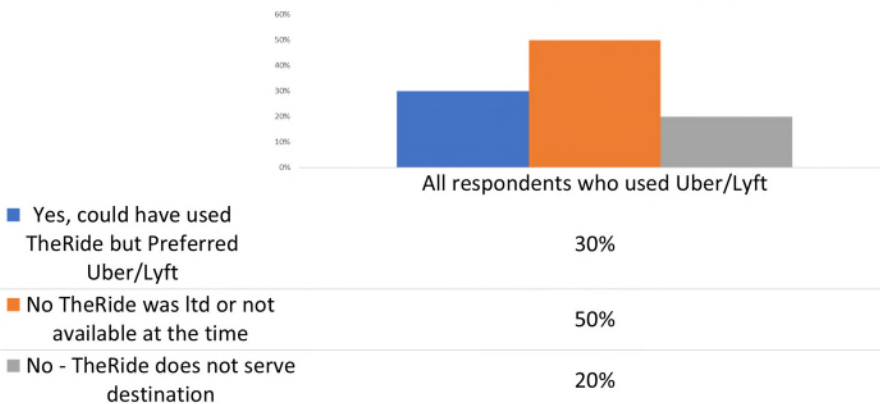


Figure 23 Alternatives to TheRide: Use of Uber/Lyft Instead of TheRide

Q25 If you used Uber/Lyft in the past 30 days, did TheRide have service you could have used for that trip? (Source, 2022 Onboard Survey. Includes only those who used Uber or Lyft)



Those who said they had used Uber or Lyft in the past thirty days were asked whether TheRide had service they could have used instead. Thirty percent (30%) of the 45% of riders who had used Uber/Lyft (amounting to 14% of all riders) said that they could have used TheRide, but preferred to use Uber or Lyft. The balance said either that service on TheRide was unavailable at that time (50% of ride-share users, or 23% of all riders) or that it did not serve the places the rider needed to go (20% of ride-share users or 9% of all riders).

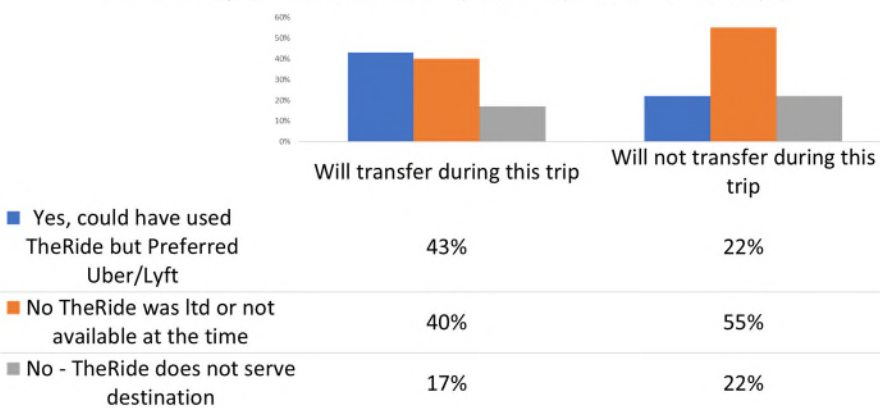
RIDE-SHARING REPLACING TRIPS ON THE RIDE?

Those who said they had used Uber or Lyft in the past thirty days were asked whether TheRide had service they could have used instead.

Thirty percent (30%) of the 45% of riders who had used Uber/Lyft (amounting to 14% of all riders) said that they could have used TheRide, but preferred to use Uber or Lyft.

Figure 24 Alternatives to TheRide: Transferring and Preference for Ride-Sharing

Q25 If you used Uber/Lyft in the past 30 days, did TheRide have service you could have used for that trip? (Source, 2022 Onboard Survey. Includes only those who used Uber or Lyft)



UNDER WHAT CONDITIONS DO SOME RIDERS PREFER TO USE UBER/LYFT?

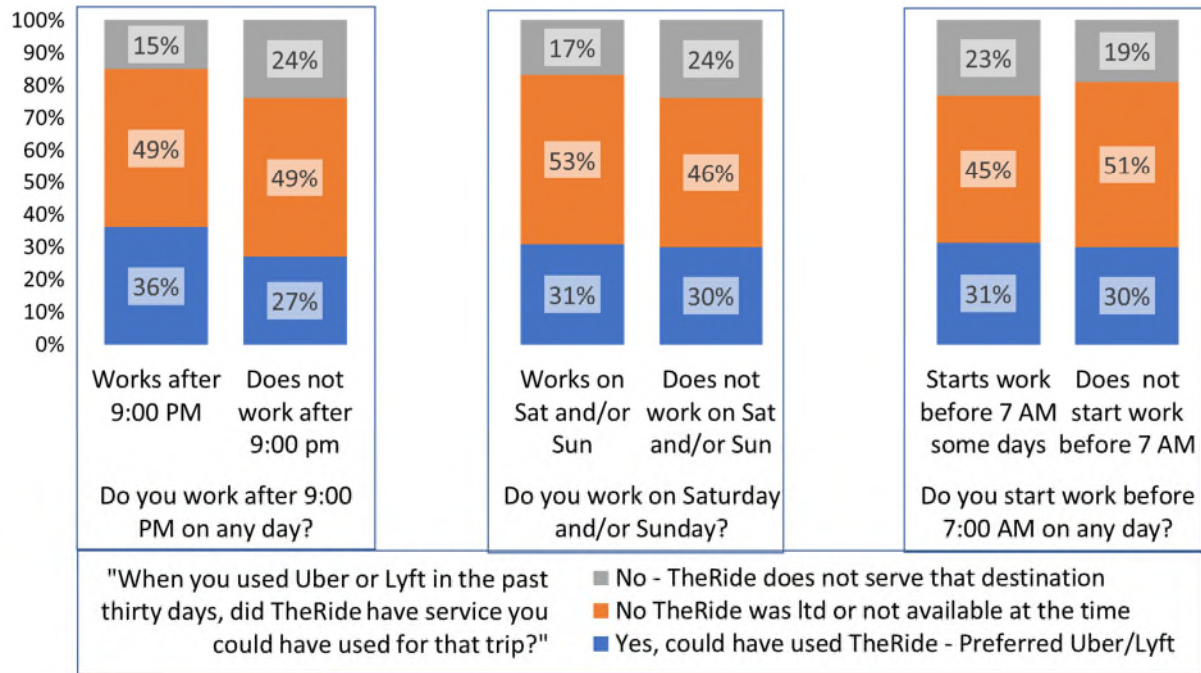
Given that many of the 45% of riders who used ride-sharing said they could have used TheRide, but preferred to use a ride-share, the question is what might have made them prefer the ride-share. Riders were not asked directly why they chose to ride-share rather than use TheRide if service was available. Therefore, we have to approach the matter by inference.

Having to transfer during a trip might be a reason to ride-share either to replace a trip on TheRide or to replace a transfer portion of the trip. We have seen (Figure 16, page 18) that a transfer-trip takes substantially longer than a trip on a direct route. For that reason, then, time pressure might cause some riders to opt for a faster trip on Uber or Lyft even when TheRide service was available. Figure 24 demonstrates that those who transfer on their trip are more likely (43%) than those who do not transfer (22%) to say they used a ride-share because they preferred it. In contrast, those who do not transfer and who used a ride-sharing service in the past thirty days, are more likely to say that they used Uber/Lyft because TheRide service was not available at the time they needed it.

Figure 25 Alternatives to TheRide: Use of Uber/Lyft, by Working at Off-Peak Times

Q25 Substitution of Uber/Lyft for TheRide

(Source: TheRide Onboard Survey, 2022)



WORK SCHEDULE AND USE OF UBER/LYFT

Another reason for preferring to ride-share appears to be related to work schedule. Riders were more likely to prefer to use ride-sharing if they work after nine PM on some days. Of those who work after 9:00 PM, 36% said they preferred to use Uber/Lyft while fewer (27%) who do not work after 9:00 said that they preferred to use Uber/Lyft. This finding does not account for all those who prefer ride-sharing, but it suggests a reason for the preference among at least some of the riders. (See similar discussion regarding preference for getting one’s own vehicle on page 32, Figure 35.

Similarly, those who work on weekend days and use Uber or Lyft, are more likely (53%) than others (46%) to say they used them because TheRide does not provide service at the time on the weekend when they needed it.

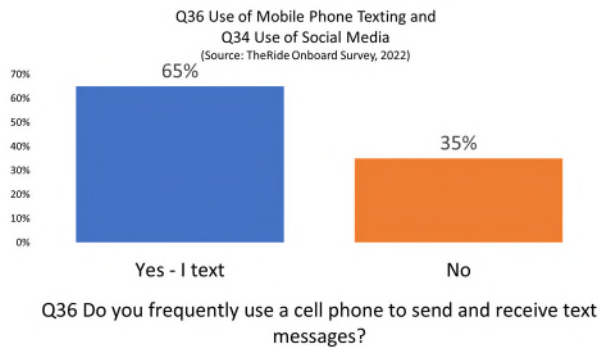
- “Would appreciate if the bus is available on midnight and also has a better arrival time during weekends (ex bus only available on a 1-hour interval on a weekend at my stop)”
- Service workers need reliable transport. Many of us cannot afford to live where we work (Ann Arbor) and our schedules often go far past 9PM,-financially we need public transit but can’t rely on it to get us to & from work
- Schedule info needs improvement (app please!) Weekend late nights highly desired!!!
- Run longer on Saturdays
- Run later on Sundays, at least until 9PM.
- Run late on Sundays

Those who begin work before 7:00 AM do not show a clear, logical pattern in these respects. A few riders, however, did offer comments about their need for early service. For example:

- “I wish weekend started earlier, i have to uber to work on weekends b/c buses start later.”
- “We should have earlier buses on weekends & later routes too & more shelters.
- They need to have 1 earlier #4 going to the hospital m-f.

Communication

Figure 26 Communication: Texting on Mobile Phone



Texting

Approximately two-thirds (65%) of riders say that they use their cell phone to send and receive text messages. Thus, whether or not these are *smartphones* (most probably are), we know that most riders are able to interact with TheRide via text messages. We may assume that most of these cellphones are smartphones. Therefore, the capabilities for communicating with TheRide go well beyond text messages¹.

Getting Information on Routes and Schedules

Smartphones are used by many riders to obtain route and schedule information on TheRide website (46%) or by using a smartphone app (30%).

These are not the only means of obtaining route/schedule information. Figure 28 shows sources of information in 2022:

- 46% use a smartphone to access TheRide website. This is a surprising decline from 59% in 2017.
- Computers, laptop or desktop, are used by 29% to get route and schedule information. This is a decline from 40% in 2017 .

Figure 27 Communication: Using Smartphone for Route/Schedule Information

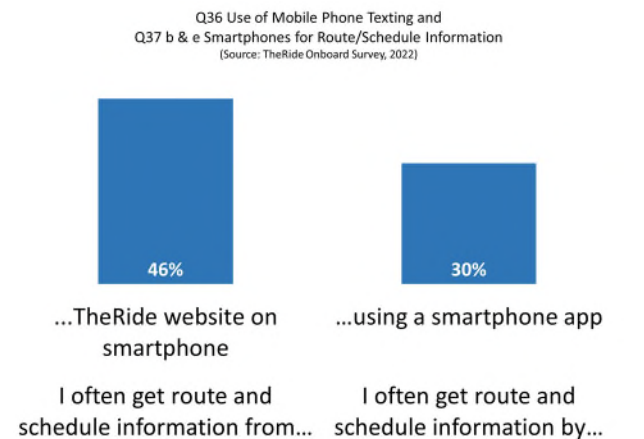
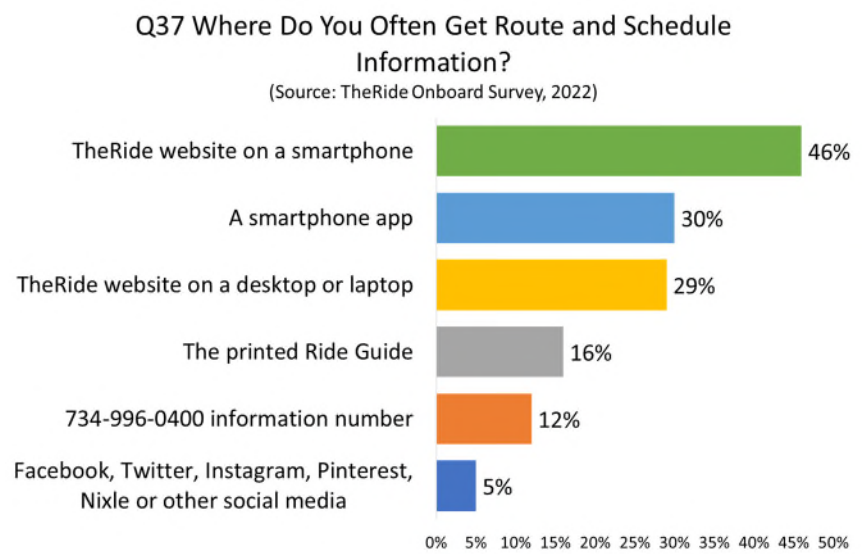


Figure 28 Communication: Where Do You Get Route/Schedule Information?

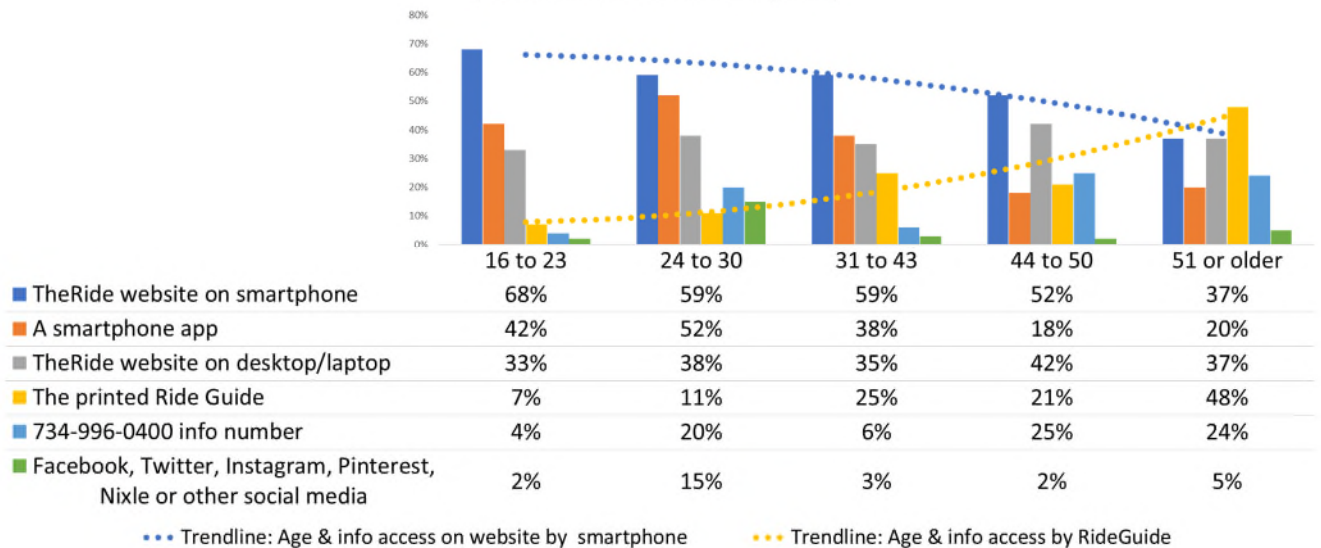


- Use of laptop or desktop computers to get route and schedule information declined from 40% in 2017 to 29% in 2022.
- 30% use a smartphone app, about the same (28%) as in 2017.
- The printed Ride Guide continues to have a core of users, but its use declined from 42% in 2017 to 16% in 2022.
- 12% say they use the information phone number, slightly lower than in 2017 (16%).
- 5% say they use social media as their source. This source was not included in options in 2017.

¹ Industry statistics show that 85% of adults in the United States own a *smartphone* and a total of 98% of women and 97% of men own a cellphone (either regular or smart). See: [zipppia.com/advice.us-smartphone-industry-statistics](https://zipppia.com/advice/us-smartphone-industry-statistics)

Figure 29 Communication: Age and Frequent Use of Several Transit Information Sources

Q37 Where do you often get route and schedule information?
(Source: TheRide Onboard Survey, 2022)

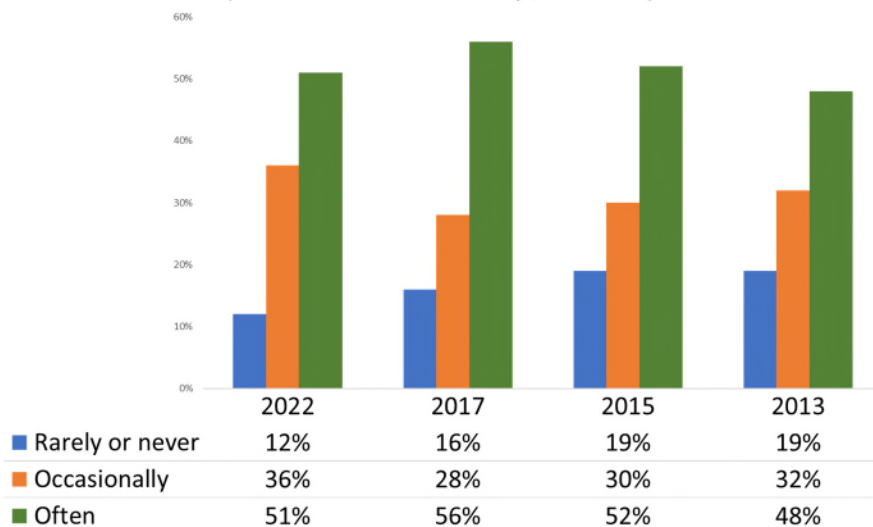


AGE AND SOURCES OF INFORMATION ON ROUTES AND SCHEDULES

Age is closely related to the selection of information sources to use. Figure 29 displays this relationship for all six sources examined in this survey. To illustrate the relationship, the chart shows a trendline (polynomial regression, i.e., “curved”) for only the two with the strongest relationship. The younger the riders, the more likely they are to use a smartphone to access information on TheRide website. Similarly, the older riders, the more likely they are to rely on the Ride Guide.

Figure 30 Communication: Frequency with which Riders Use Social Media

Q34 Frequency of Using Social Media
(Source: TheRide Onboard Surveys, 2014 - 2022)

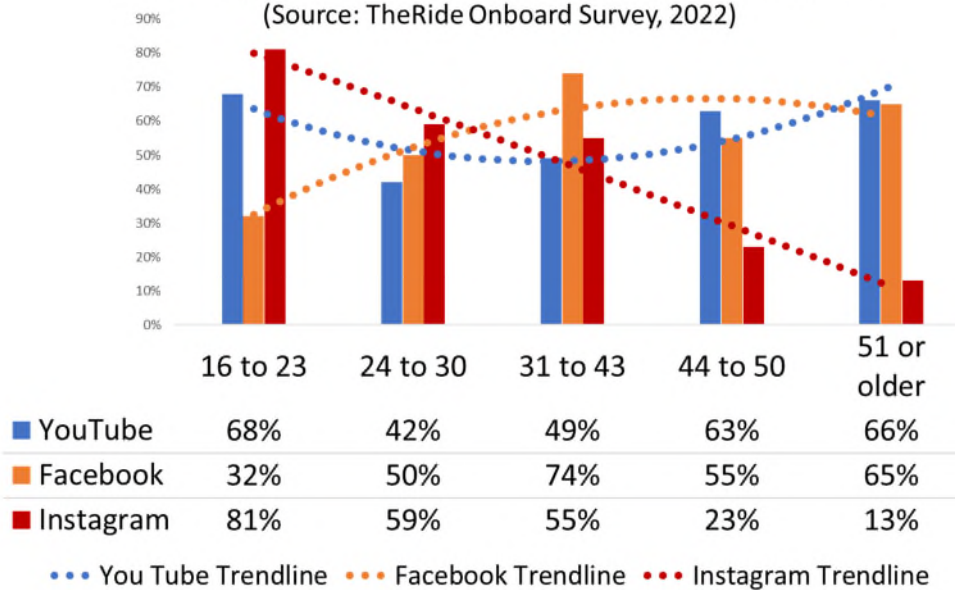


Use of Social Media

Riders were asked how often they use social media (regardless of purpose). Since 2017, the occasional use of social media increased from 28% to 36% of riders. Occasional use gained from both the “rarely or never” use and the “Often use” categories.

Figure 31 Communication: Age of YouTube, Facebook, and Instagram Users

Use of Top Three Social Media Providers, by age-group
(Source: TheRide Onboard Survey, 2022)



AGE AND THE USE OF SOCIAL MEDIA

The use of social media is closely related to age. To over-simplify a bit, Figure 31 demonstrates that:

- Instagram is a young rider’s social media source.
- Facebook is a source for millennials and boomers.
- YouTube is harder to simplify. It is used by many (68%) of the youngest riders, but usage falls off to 42% in the next age cohort

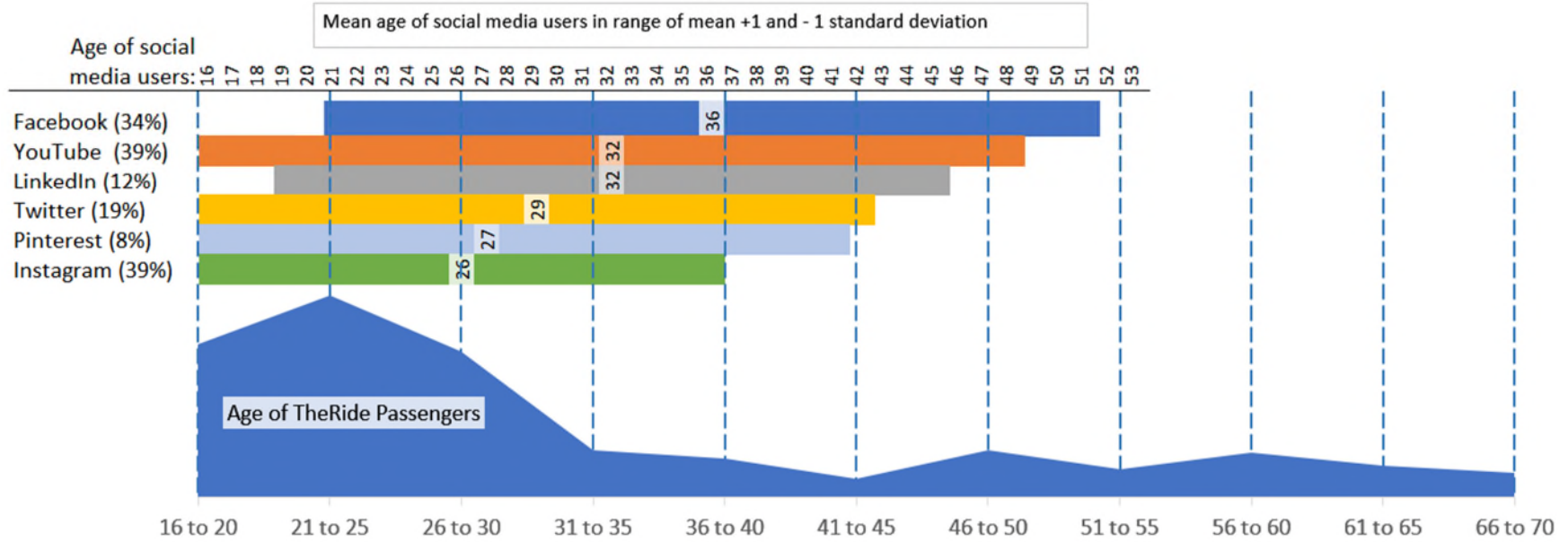
(24-30), then increases steadily through the oldest group.

COVERAGE OF AGE COHORTS BY SOCIAL MEDIA

On the following page Figure 32 juxtaposes the age continuum with social media consumption. This shows the age-range coverage of each social media service, visually showing what is largely covered and what is largely missed by each of the six services. The range of one standard deviation means that approximately 68% of riders fall within the ranges depicted in the chart.

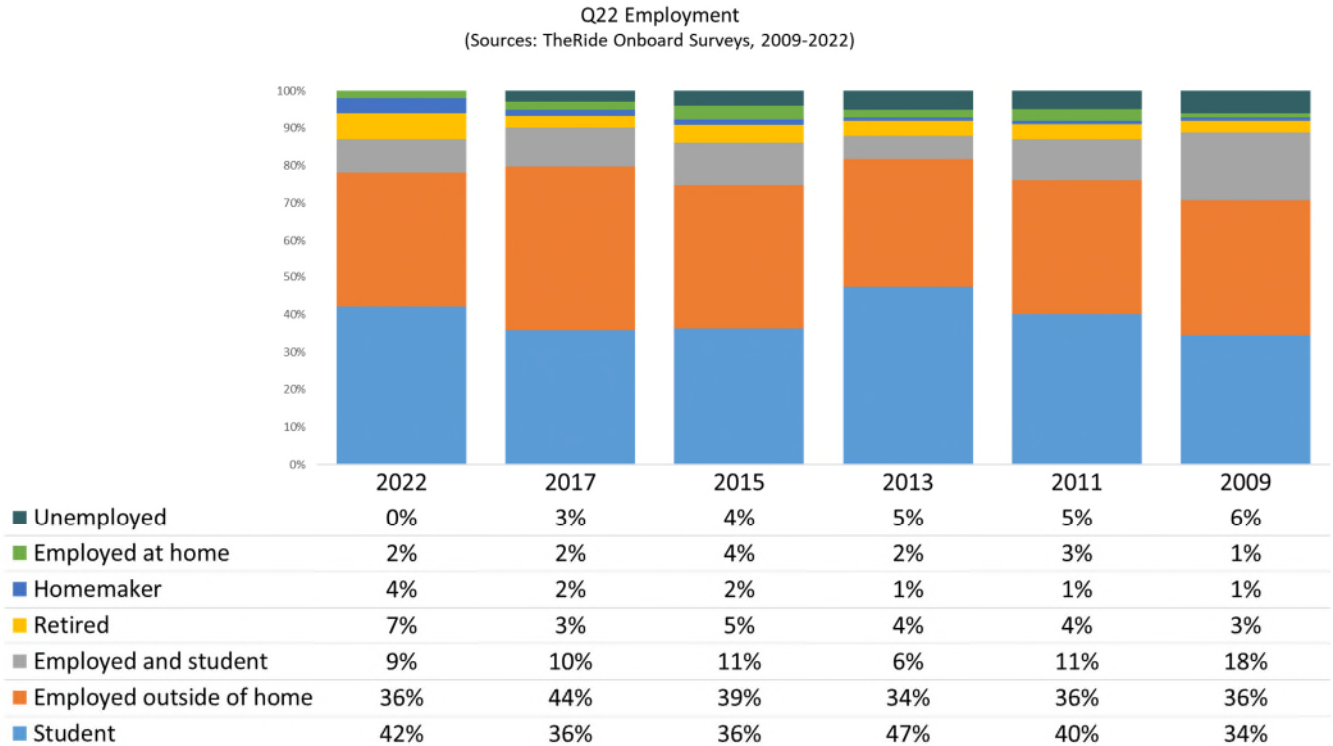
For example, a social media buy targeting the youngest riders would do well to focus on Instagram and YouTube, because of their coverage in that age group and because of their relatively high percentage of all riders using them. Conversely, a campaign targeting those older than forty would use Facebook and YouTube only.

Figure 32 Communication: Age Coverage of Social Media Sites among TheRide's Customers



Demographics

Figure 33 Demographics: Employment



Employment

Students (42%) and students who are also employed (9%) constitute a total of 51% of the ridership in 2022. That represents a small increase from 46% in 2017. This may, of course, be an exceptional phenomenon caused either by the timing of the survey (spring rather than fall) or emergence from the pandemic, or a combination.

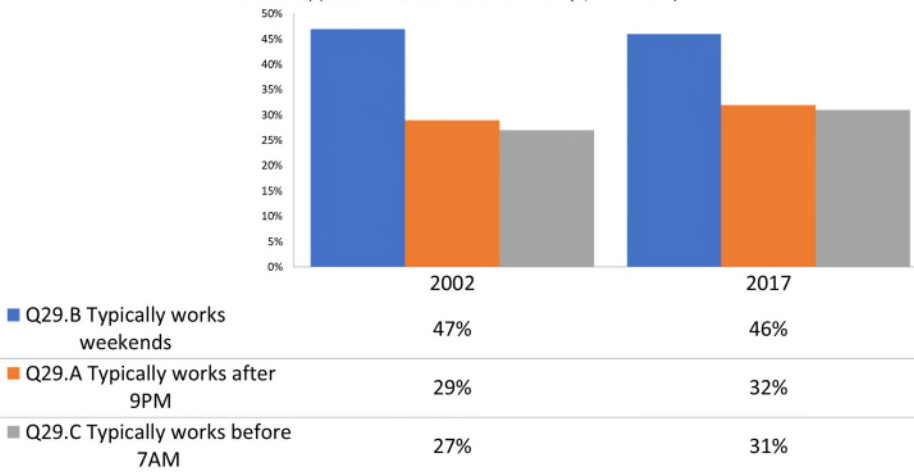
In 2022 those who are not students and are employed outside the home constitute another 36% of the riders, down from 44% in 2017. However, 2017 appears to have been exceptional in this respect. The 2022 percentage is much closer to the average of 36.5% found in the four earlier surveys from 2009 to 2015. For this reason, we consider the 2022 figure to be a better representation of the ridership.

Other findings: of interest:

- For the first time, no one in the sample characterized themselves as unemployed.
- Perhaps surprisingly, given the well known extent of working remotely during the pandemic, only 2% said that they were employed at home, a figure that is roughly consistent with previous surveys.
- The homemaker category is small, but has increased gradually from 1% in 2009 to 4% in 2022
- Retirees constitute 7% of the ridership. Retirees too have increased gradually since 2009 when they stood at 3%.

Figure 34 Demographics: Employment at Non-Peak Times

Q21A,B,C Typically work during off-peak hours
 (Percentages reflect only the positive responses among only those who are employed outside of the home) (Sources: TheRide Onboard Surveys, 2017-2022)

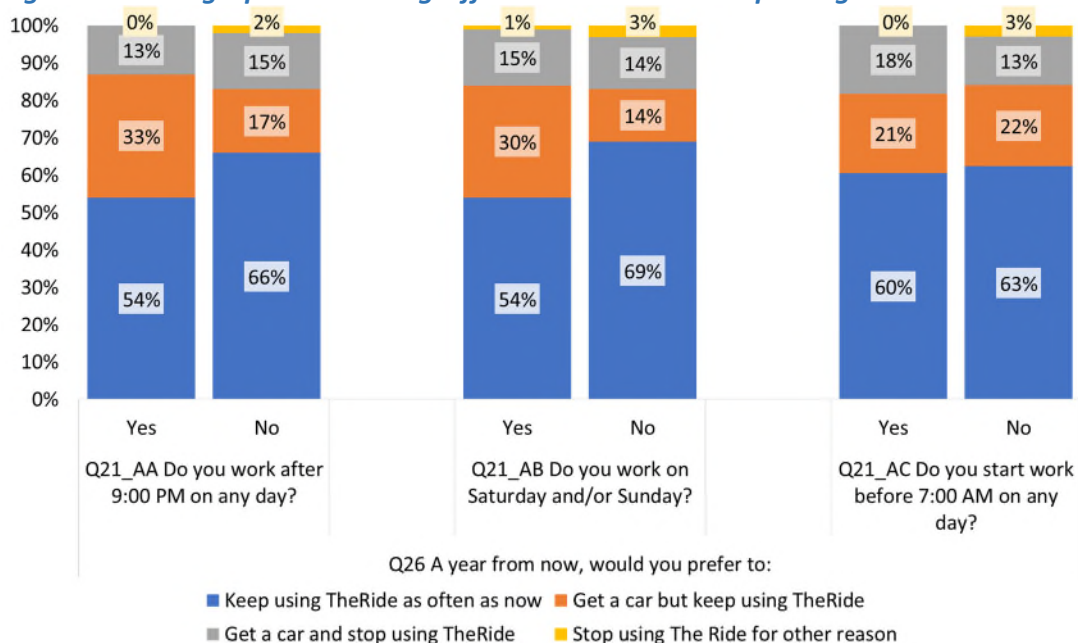


unchanged since 2017 (46%).

The need to work later than nine-PM may have decreased very slightly from 32% in 2017 to 29% in 2022, but that difference is at the edge of the 2.6% sample error and may or may not represent a real change. The more important aspect of the number is not the change, but the fact that more than one-fourth and almost one-third of the employed riders work late at least some of the time. This represents 15% of the total ridership (29% of the 51% employed), a substantial component of the rider market.

Figure 35 demonstrates that the need to work late in the evening and working weekends are related to a preference for getting one’s own vehicle. For example, of those employed riders who work later than nine PM, 33% say that a year from now they would prefer to get a car (but keep using TheRide as well)

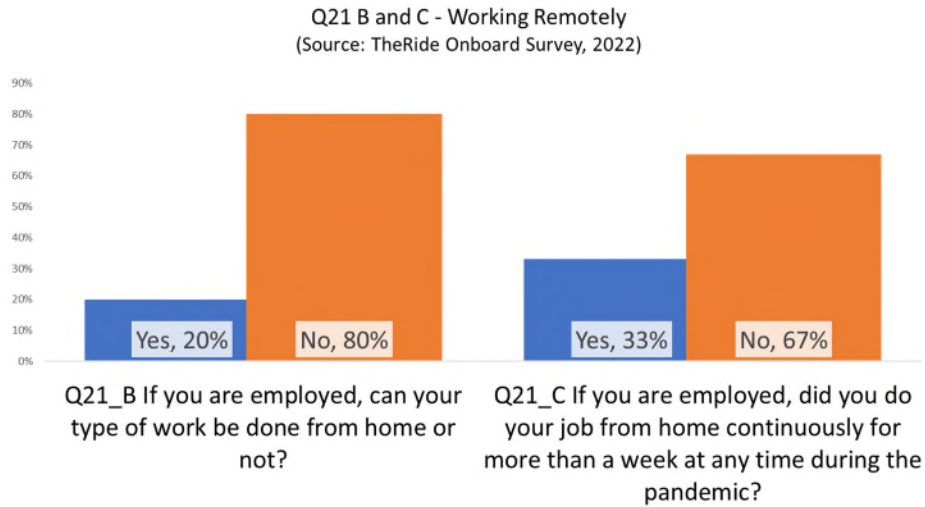
Figure 35 Demographics: Working Off-Peak & Desire to Keep Using The Ride



compared to only 17% who do not work that late. Similarly, those who work on weekend days are more likely to say that they would prefer to get a car but continue using TheRide as well.

There is no similar statistical relationship among those who begin work before seven AM.

Figure 36 Demographics: Working Remotely

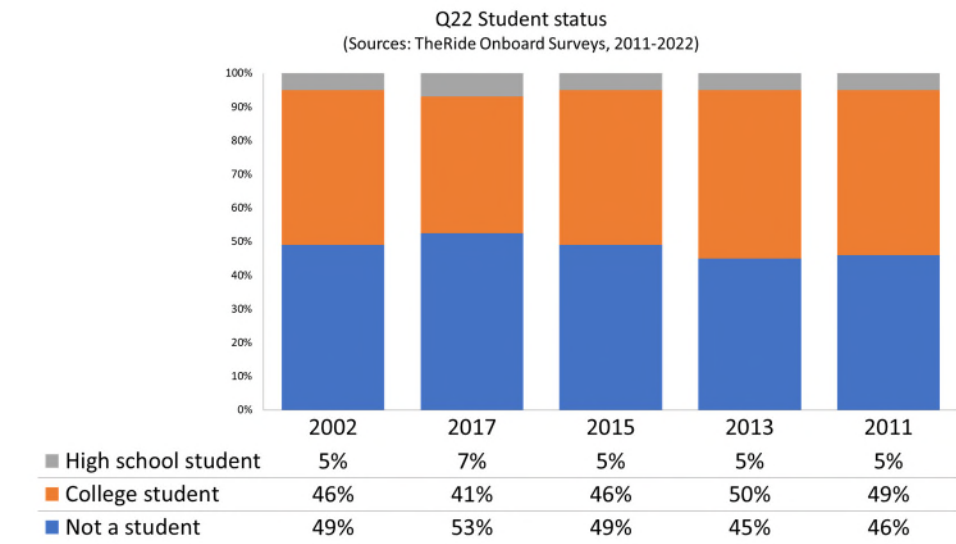


WORKING REMOTELY

Riders were asked two questions about remote work: (1) Could their jobs be done remotely? (2) And had they done their job continuously for more than a week during the pandemic.

Paradoxically, only 20% said that their job could be done remotely, but 32% said they had worked from home for more than a week during the pandemic.

Figure 37 Demographics: Student Status



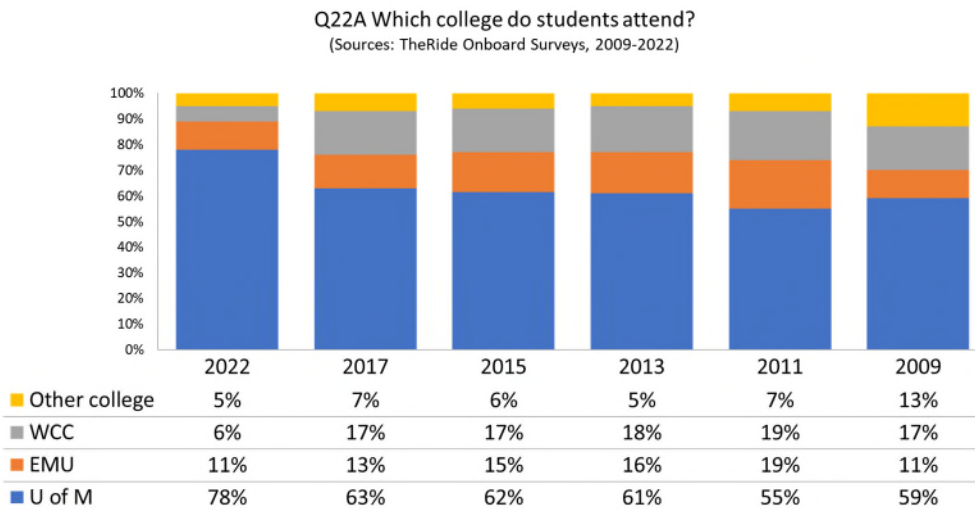
We have no way to know how respondents interpreted these questions to come to this paradoxical result. Possibly the second question about doing their job continuously from home was interpreted to mean “Did they have to stay at home for a week during the pandemic when normally they would have been at work?” And/or perhaps those who answered that their job could *not* be done from home were exaggerating and really meant that it cannot be done

as well or to the same extent at home rather than at work.

Whatever the case, it seems clear that 33% of employed riders spent at least one (and perhaps more than one) continuous week not commuting to work during the pandemic.

Students

Figure 38 Demographics: Which Institution Do College Students Attend?



The percentage of students within the ridership since 2011 has, except in 2017, varied in a narrow four point range from 45% to 49%. In the unusual year of 2017, it rose to 53%, but that was out of the norm.

Consistently in all of the surveys, the great majority of the students were college, not high school,

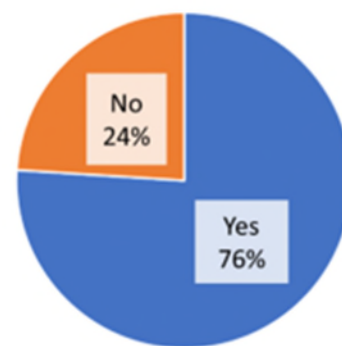
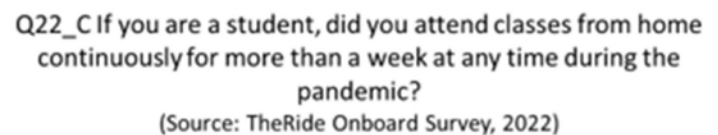
students. In 2022 the ratio was 5% high school and 46% college.

WHICH COLLEGES DO STUDENTS ATTEND?

In previous surveys, the percentage of college student riders attending the University of Michigan (UM) has varied only within the range of 55% to 63%. However, in 2022, 78% of the college students attended UM.

This does not necessarily mean that more UM student were riding. That is because fewer students from other institutions, especially from Washtenaw Community College (WCC) students were riding, thus artificially increasing the percent of the total coming from UM. The real question is not why the UM student percentage increased, but why students at WCC, EMU, and other colleges decreased. Institutions were emerging from COVID restrictions and returning to in-person classes at differing rates. TheRide had also substantially altered service to cope with the pandemic. Returning to more normal levels of ridership would take time. Whatever the reason, the distribution in the 2022 survey is exceptional and seems unlikely to continue.

Figure 39 Demographics: Attended Remote Classes?

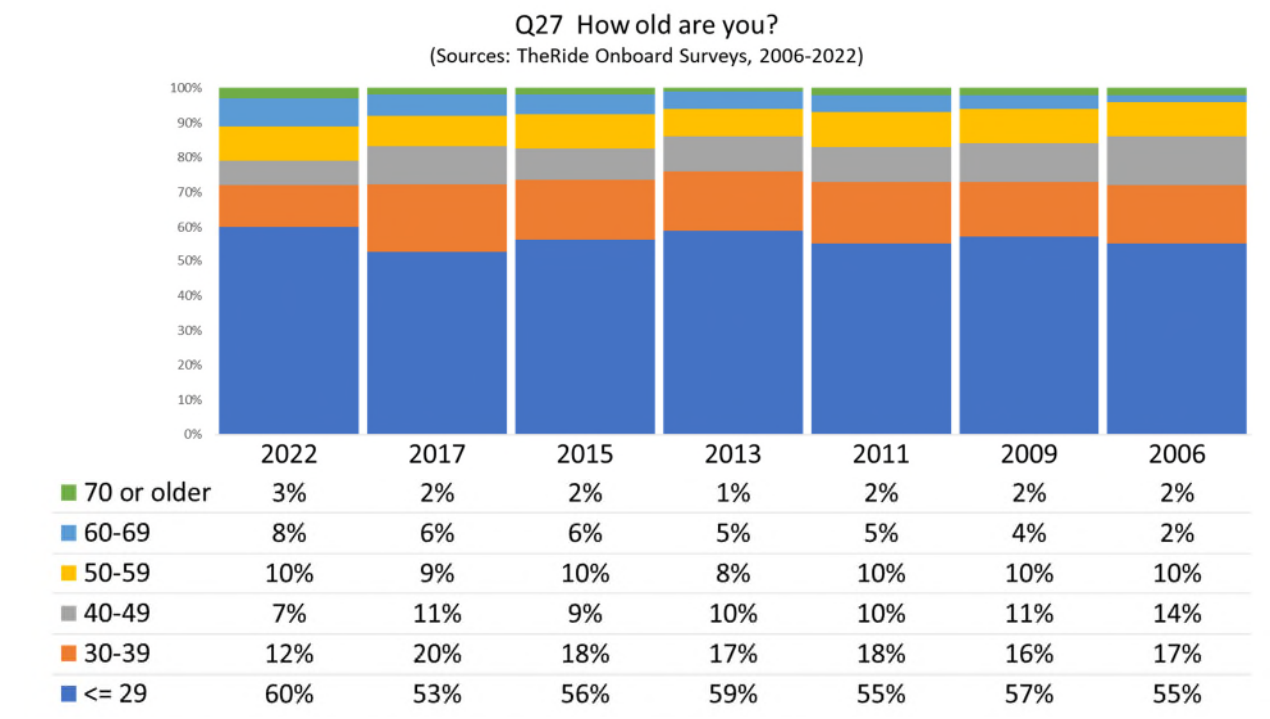


ATTENDING SCHOOL REMOTELY

One of the obvious factors affecting student use of TheRide during the pandemic was the substitution of online for in-person classes. We do not know the extent of online classes that had begun in the school-year 2021-2022 and were ending at or about the time of the survey. However, three-fourths of students (76%) said that they had attended classes from home continuously for more than a week during the pandemic. If

some institutions still had significant numbers of student taking classes online at the time of the survey that would have had a significant but unknown impact on ridership to and from that institution.

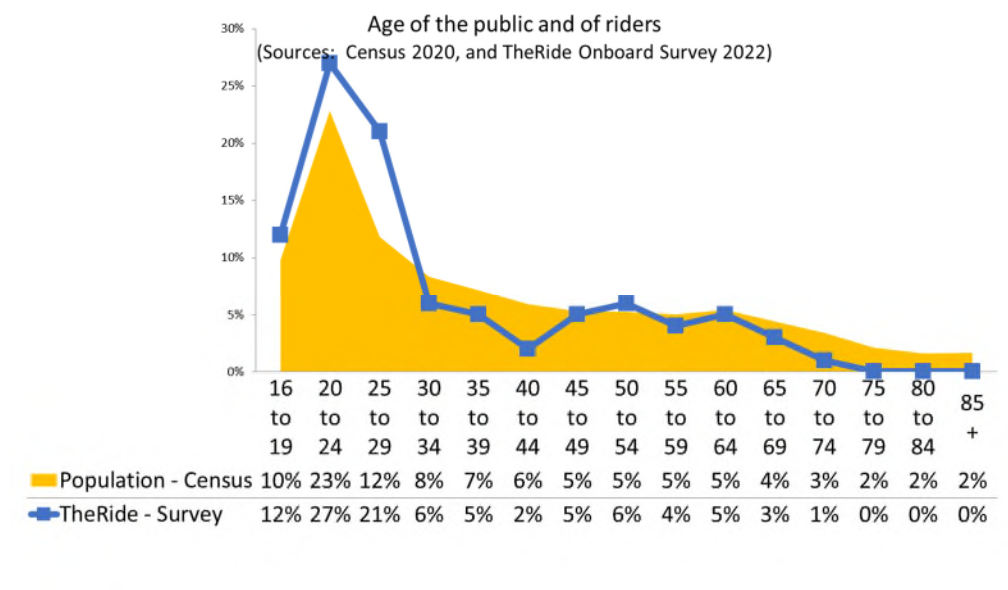
Figure 40 Demographics: Age, 2006 to 2022



Rider Age Distribution

The age distribution of TheRide’s ridership has been fairly stable from 2006 through 2022 (Figure 40). The

Figure 41 Demographics: Age of Riders and of General Public

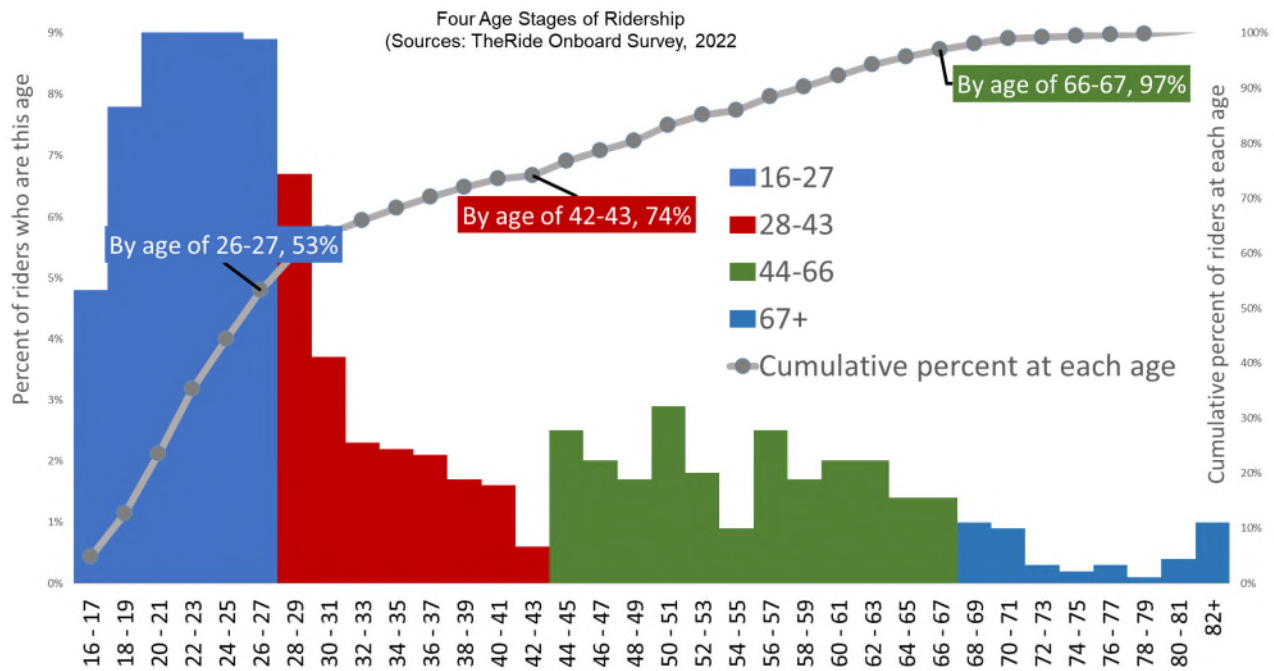


dominant fact related to age is that the youngest cohort (younger than thirty) has always been dominant with no less than 53% of all riders and ranging up to 60% in the 2022 survey.

TheRide’s customers reflect the general population of the AAATA service area which has a young population as Figure 41 demonstrates.

Like ridership nationally, TheRide passengers tend to be somewhat younger than the general population. The difference with TheRide is that the total 16-29 year old population on the service area is younger than in most urban areas in the United states.

Figure 42 Demographics: Ridership Age Stages

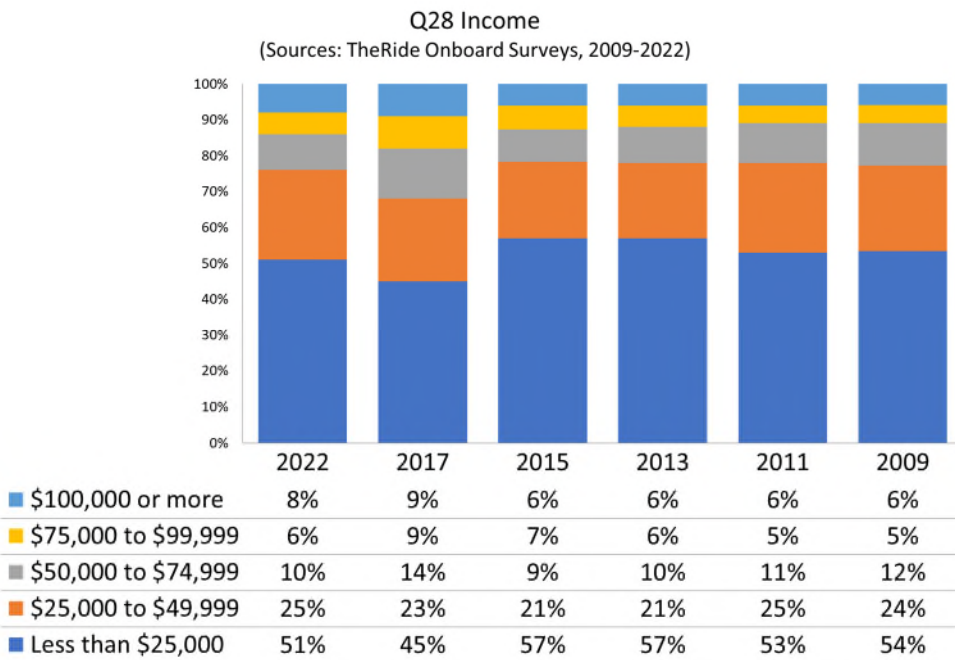


RIDERSHIP LIFE STAGES

There are four general age-related life stages among riders of most of the transit systems CJI has studied. To examine these stages, we break the sample into two-year age sets such as 16-17, 18-19, and so forth. We then plot the distribution of these age groups, noting when there is a major change in percentage from one age group to the next. This not a precise rule. The cut off points between stages involve judgment calls and could be set differently. Arguably, the second stage in the 2022 data could be designated as beginning as early as the age of 32-33, for example. However, the general points hold, that the ridership is primarily young, and that as age increases from sixteen to the late twenties, his or her probability of using transit increases. In the late twenties and early thirties, the probability of finding riders in each successive two-year age grouping decreases rapidly. It then stabilizes within a narrow range of ups and down until retirement nears.

In terms of trying to increase ridership, the message is clear. The odds of increasing share among those who have settled into a lifestyle pattern in their forties or older are slim to none. The possibility of increasing share among the younger population whose peers already have some propensity to ride are greater. Retaining riders in their thirties for another six months or a year, similarly, has potential.

Figure 43 Demographics: Household Income, 2009-2022



Income

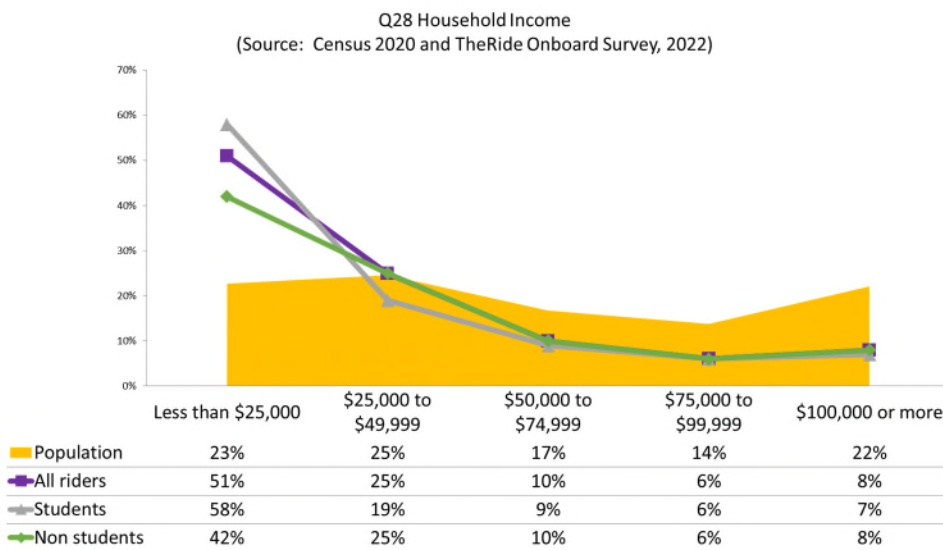
The income distribution among TheRide passengers has changed somewhat in the past thirteen years. In 2009, 78% of riders had household incomes of less than \$50,000. In 2022, 86% had that level of income. Thus, the ridership has become somewhat poorer. The fact that these are not inflation adjusted figures magnifies the change.

There was one unusual year (2017) when rider income was somewhat higher than in previous surveys. The fact that the 2022 data are more in line with data prior to 2017 suggests that the 2017 result was atypical, and not the beginning of a new trend.

INCOME AND THE GENERAL POPULATION

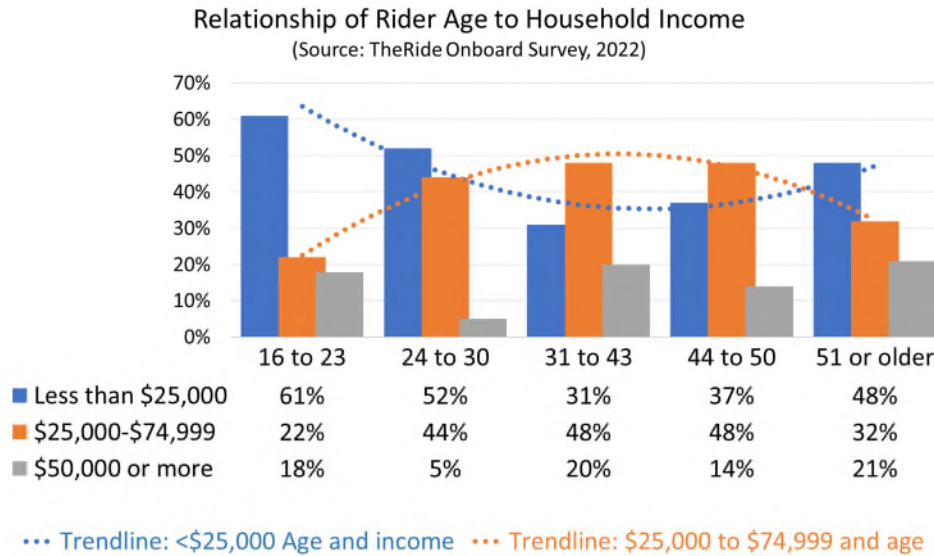
As is typical for bus riders in most United States transit systems, TheRide’s riders are almost twice as likely as the general population to have very low household incomes. One might assume that the high proportion of student riders would explain this contrast. The inherently low incomes of most student riders

Figure 44 Demographics: Household Income of Riders and Population



do explain it in part. Student household incomes are lower than non-student household incomes as Figure 44 shows visually and in the table. However, all riders, including non-students, tend to have low household incomes, so the high proportion of student among the riders does not explain the riders’ low income characteristics.

Figure 45 Demographics: Relationship of Age to Income



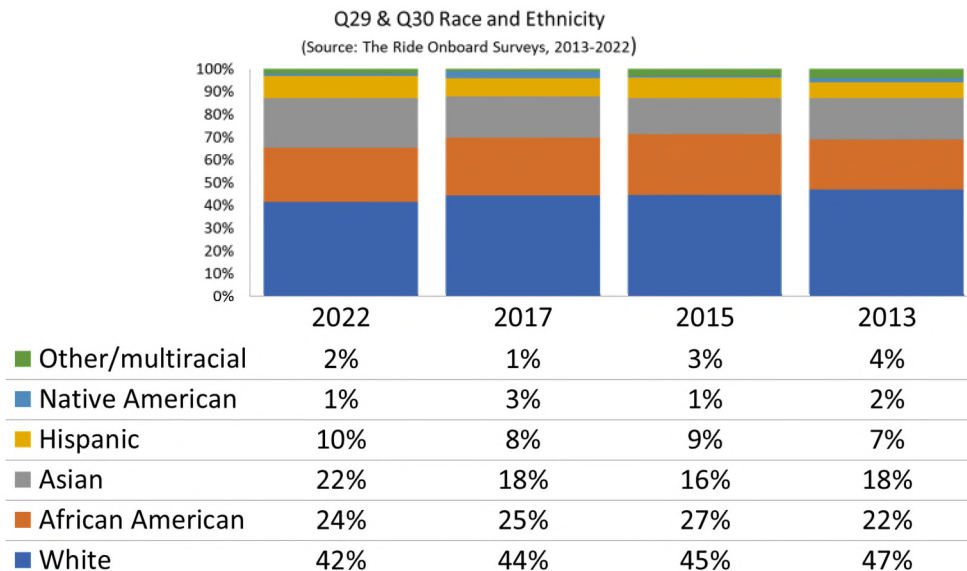
AGE AND INCOME

Household income is very low among the youngest riders but rises somewhat with age, presumably because people get jobs and earn more as they grow older.

However, the percentage of riders with low incomes then increases among riders in their early forties and peaks among those older than fifty.

We cannot tell from the data whether increasing income followed by a sharp decline is a life-cycle tendency that younger riders can expect as they age, or if it is a tendency specific to the age cohorts in the current rider sample. However, for purposes of understanding the existing market in 2022, it shows the income characteristics of each age group.

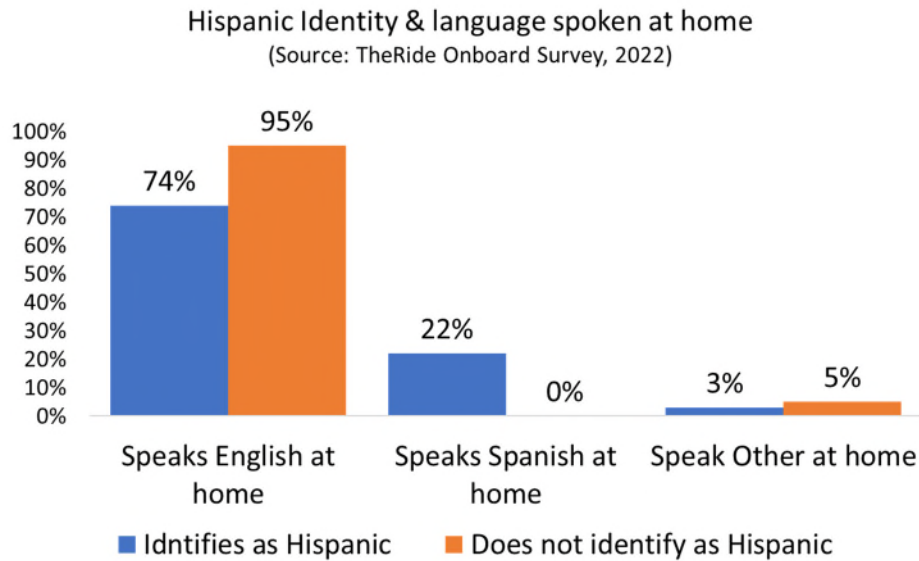
Figure 46 Demographics: Race & Ethnicity



Race and Ethnicity

Since 2013, the percentage of Asian, African-American, and Hispanic minorities has increased gradually from a total of 47% in 2013 to 56% in 2022.

Figure 47 Demographics: Hispanic Identity and Language Spoken at Home



LANGUAGE

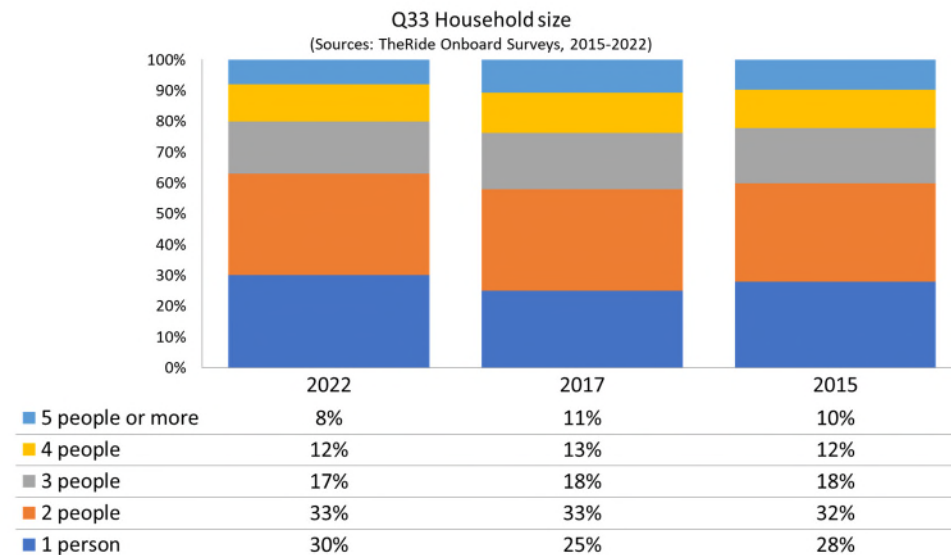
Almost three-fourths (74%) of those riders who identify as Hispanic say that they speak English at home, while 22% speak Spanish.

Among those who do not identify as Hispanic, only 5% say they speak a language other than English or Spanish at home.

Size of Riders' Households

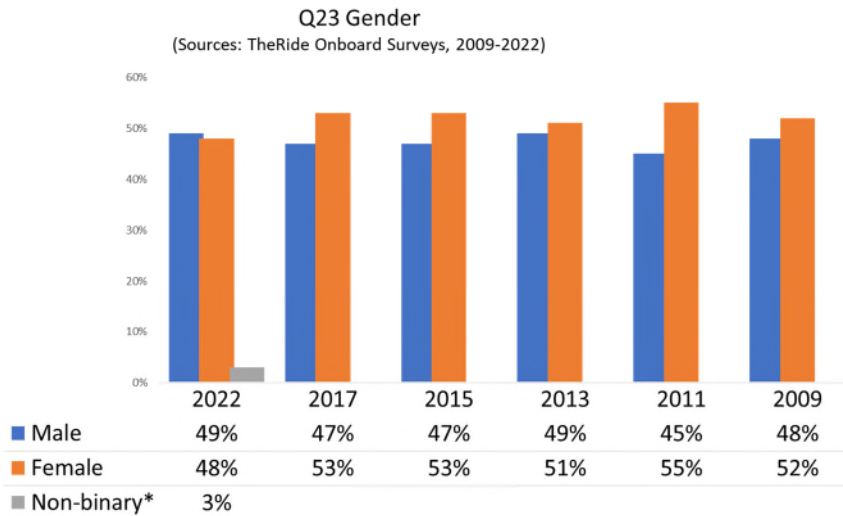
Riders' household size has not changed significantly since the survey first measured it in 2015. Two-person households made up about one-third (32%) of households then and 33% now. Single person households comprise another 28% of the rider population.

Figure 48 Demographics: Number of Persons in the Household



Multi-person households with three or more people face different transportation costs and logistic challenges than single or even two person households. They currently comprise 37% of the rider households.

Figure 49 Demographics: Gender



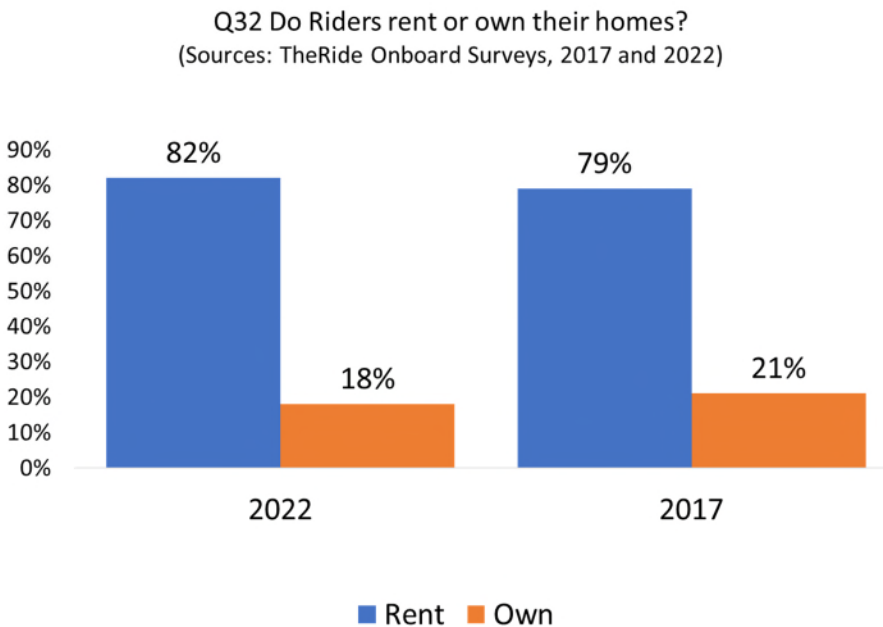
*Category not included until 2022

Gender

From 2009 through 2017, only the traditional bifurcated gender definition of male/female was used in the surveys. With those options, a small majority of respondents consistently chose to identify themselves as female.

In 2022 the options of non-binary and prefer-not-to-answer were added. In the current survey, 4% chose “prefer not to answer.” They have been dropped from the chart above. The rest of the sample now is at parity in terms of male/female identity (49% to 48%), but 3% identify as non-binary.

Figure 50 Demographics: Renting/Owning, 2017, 2022

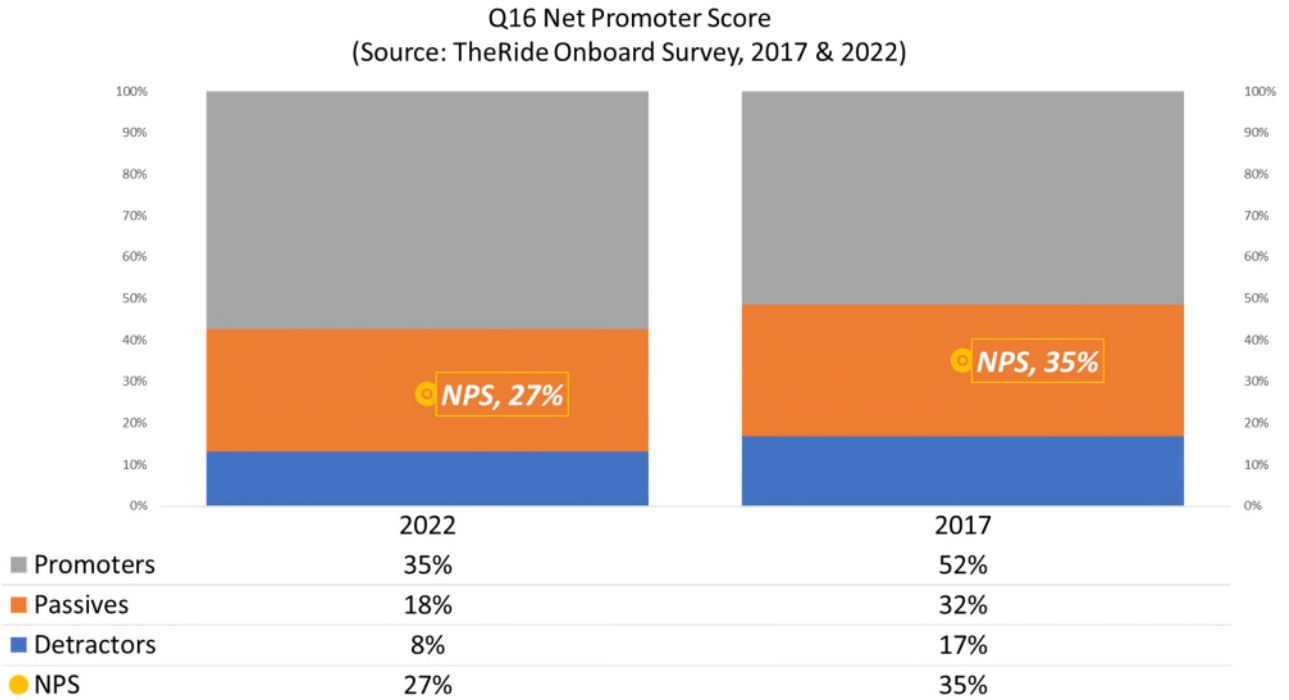


Renting/Owning

In 2022, as in 2017, most riders (82%) live in rented homes. This is a small increase over 2017 when 79% said they rented. The difference could be a matter of sample error. However, given the challenges of affordable housing in Ann Arbor and vicinity, it would be reasonable to assume that the change may be a real reflection of a gradual change in housing practices.

Customer Satisfaction

Figure 51 Customer Satisfaction: Net Promoter Score



* Net Promoter® and NPS® are registered trademarks and Net Promoter Score and Net Promoter System are trademarks of Bain & Company, Satmetrix Systems and Fred Reichheld.

The Net Promoter Score

The Net Promoter Score, or NPS®, is a commercially marketed analysis tool that is widely used among corporations to compare performance on a common customer satisfaction standard. It is computed based on the response to the question: *How likely are you to recommend TheRide to a friend or colleague?* Responses are recorded on an eleven-point scale from zero to ten.

In the NPS concept:

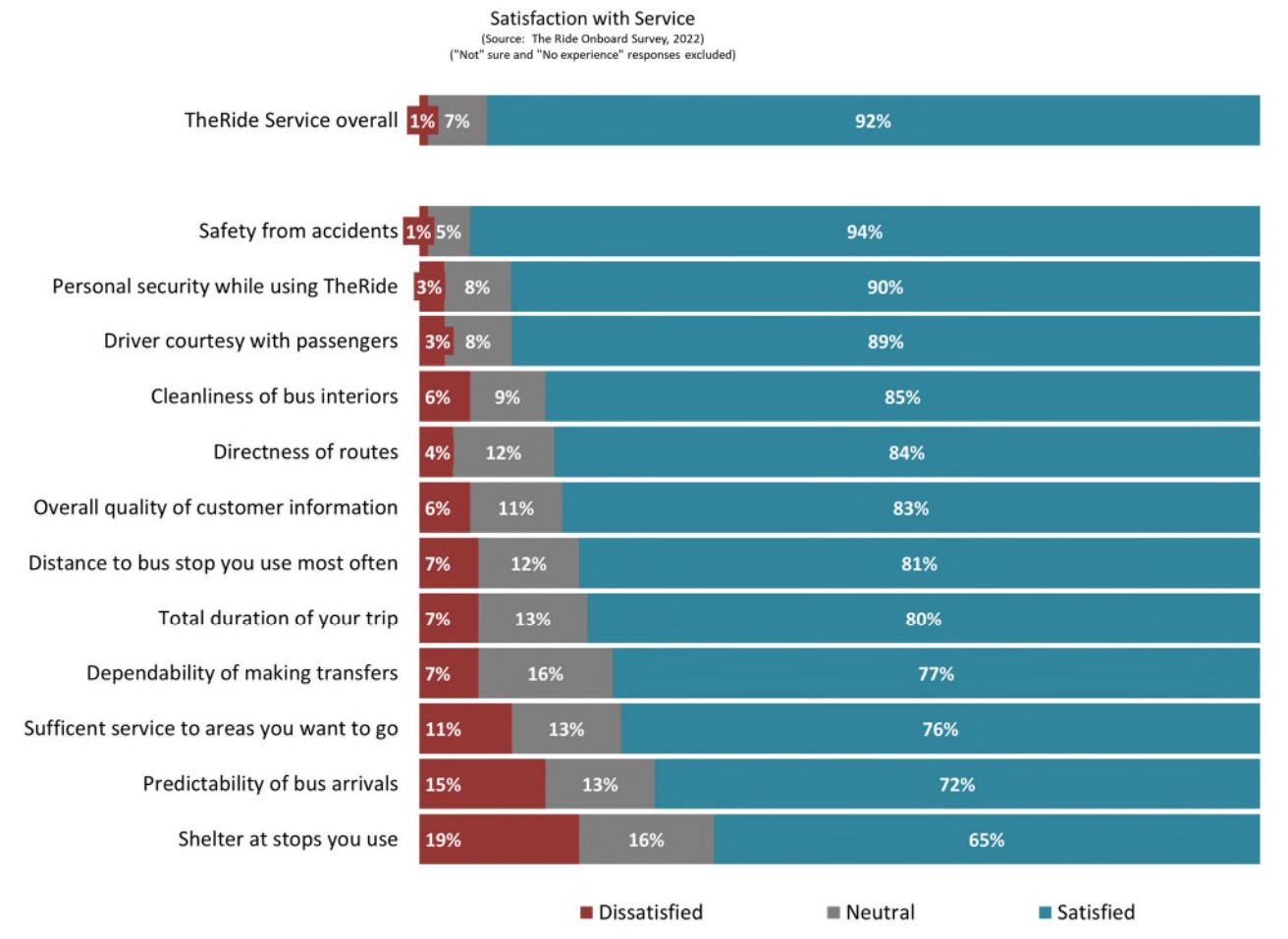
- Promoters (score 9-10) are loyal enthusiasts who will continue to be customers and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate the Net Promoter Score (NPS®), take the percentage of customers who are Promoters and subtract the percentage who are Detractors².

For all riders of TheRide in 2017 NPS score was 35%. In 2022, it declined to 27%. Of course, the pandemic had caused a long period of reduced service which many riders may remember, and more recently operator shortages may have resulted in missed trips. Paradoxically, however, with only one exception, the rating scores for specific aspects of service detailed in the charts that follow show no similar decline (see Figure 52).

² Quoted from the Net Promoter Community website, Satmetrix, at <http://www.netpromoter.com/know/>

Figure 52 Customer Satisfaction: Overview of Scores



Overview of Satisfaction Ratings

As in previous surveys, the satisfaction scores are all largely positive. The overall rating is 92% positive, certainly an endorsement of the system’s performance overall.

The percentages giving negative ratings on specific elements of service are very low, but it is worth considering the three service elements with more than 10% negative ratings. They are:

- Shelter at bus stops riders use receives the highest negative at 19%, the highest neutral (16%) and the lowest positive score (65%).
- Predictability of bus arrivals has the second highest negative, at 15%, 13% neutral, and 72% positive. That is perennially among the lowest score in transit surveys because of the difficulties inherent in managing on-schedule performance.
- Coverage (sufficient service to areas you want to go to) is the third element with more than 10% of riders in the negative category. In this case 11% negative, 11% neutral and 76% positive.

The basic environment of local bus travel includes a sense of safety from accidents (94% positive), a sense of personal security (90%), courteous operators (89%), cleanliness inside the bus (85%), all receive very positive scores and very low negatives below 10%. Operational elements too get positive scores with negatives below 10% and positives in the range from 77% to 84%. These include directness of routes, distance to the bus stop, duration of the trip, and the dependability of making transfers.

Figure 53 Customer Satisfaction: Detailed Customer Satisfaction Rating Table

Detail of service satisfaction scores								
	Don't Score: know	Dissatisfied			Neutral		Satisfied	
		1	2	3	4	5	6	7
Q15.D Safety from accidents	1%	0%	0%	1%	6%	8%	22%	62%
Q15.E Personal security while using TheRide	1%	1%	1%	2%	7%	9%	23%	57%
Q15.A Drivers' courtesy with passengers	1%	1%	1%	2%	9%	9%	20%	58%
Q15.B Overall quality of customer information	2%	1%	1%	3%	10%	15%	22%	47%
Q15.G Distance to bus stop you use most often	1%	2%	2%	3%	9%	11%	19%	54%
Q15.F Shelter at stops you use	1%	2%	2%	4%	9%	13%	24%	46%
Q15.C Cleanliness of bus interiors	0%	1%	1%	4%	12%	16%	24%	43%
Q15.J Directness of routes	2%	2%	2%	5%	11%	17%	23%	39%
Q15.H Sufficient service to areas you want to go	2%	3%	3%	7%	11%	14%	22%	39%
Q15.K Total duration of your trip	0%	2%	4%	7%	14%	16%	22%	35%
Q15.I Dependability of making transfers	21%	3%	4%	6%	18%	15%	18%	36%
Q15.L Predictability of bus arrivals	1%	5%	5%	9%	14%	17%	21%	29%
Q15_M TheRide Service overall	1%	0%	0%	2%	6%	18%	37%	37%

Satisfaction with Service

The table above presents a detailed overview of the satisfaction scores. As in the previous chart, and, with the exception of the rating for overall service, the ratings are displayed in descending order of the percent giving positive scores of five, six, or seven. But now the levels within the satisfaction scores are broken out. In this table, those who indicated they were unsure how to answer are shown, but not included in the denominator of the percentage computation for each rating. In this way, in a single table we can see both the level of familiarity with the service and the opinions of those with enough familiarity to offer a score. The only aspect of service with a "don't know" percentage that would have been sufficiently large to strongly affect the satisfaction score if it were included, is 21% for transfer dependability. This is the same percentage as in the 2017 survey.

The real variation in scores occurs between a score of four and a score of seven. Scores of one, two, and three are given infrequently. This is typical of most satisfaction scores and is not surprising. After all, these are people who are using TheRide with some regularity and it would be surprising if they continued to do so while rating many of the services very negatively. The real differences are not between a negative view of service and a positive view, but rather in the levels in the continuum of mostly positive ratings.

Four aspects of service have scores exceeding 10% in the one to three range. They are “Sufficient service to areas you want to go,” “Total duration of your trip,” “Dependability of making transfers,” “Predictability of bus arrivals.”

The relatively lower ratings of these elements of service are common among CJI's studies of bus systems. Given the necessary trade-offs between frequency and coverage, normal challenges of operating in traffic, and the realities of budgetary limits, the relatively lower rankings of these aspects of service within the list of all services is virtually inherent in the bus operations and is not surprising.

Figure 54 Customer Satisfaction: Detailed Mean Scores on Service Ratings

Customer satisfaction, 2006 through 2022								
Multi-year questions - All riders (excluding "don't know")	Mean on scale of 1 - 7							Rank order
	2022	2017	2015	2013	2011	2009	2006	2022
Q15_D Safety from accidents	6.46	6.31	6.21	6.11	6.21	6.17	6.02	1
Q15_E Personal security while using TheRide	6.27	6.15	6.03	5.94	6.07	6.02	5.92	2
Q15_A Drivers' courtesy with passengers	6.25	6.13	5.97	5.80	5.93	5.84	5.73	3
Q15_C Cleanliness of bus interiors*	5.96	5.77	5.64	5.69	5.82	5.77	5.74	4
Q15_B Overall quality of customer information	5.94	5.87	5.86	5.86	5.97	5.91	5.82	5
Q15_J Directness of routes	5.89	5.65	5.64	5.54	5.66	5.64	na	6
Q15_G Distance to bus stop you use most often**	5.85	5.93	5.65	5.65	5.78	na	5.56	7
Q15_K Total duration of your trip	5.79	na	na	na	na	na	na	8
Q15_I Dependability of making transfers	5.72	5.34	5.29	5.30	5.42	5.35	5.51	9
Q15_H Sufficient service to areas you want to go to	5.62	5.48	5.54	5.36	5.58	5.53	na	10
Q15_L Predictability of bus arrivals ***	5.37	5.10	4.74	4.83	5.01	4.97	5.19	11
Q15_F Shelter at stops you use?****	5.20	5.84	5.63	5.51	5.65	na	na	12
The Ride service overall	6.04	5.92	5.85	5.80	5.93	5.85	5.84	
*Previously "Bus cleanliness."								
** Previously "Locations of bus stops you use"								
*** Previously "Ontime performance"								
**** Previously "Quality of bus stops you use "								

Satisfaction with Service Over Time

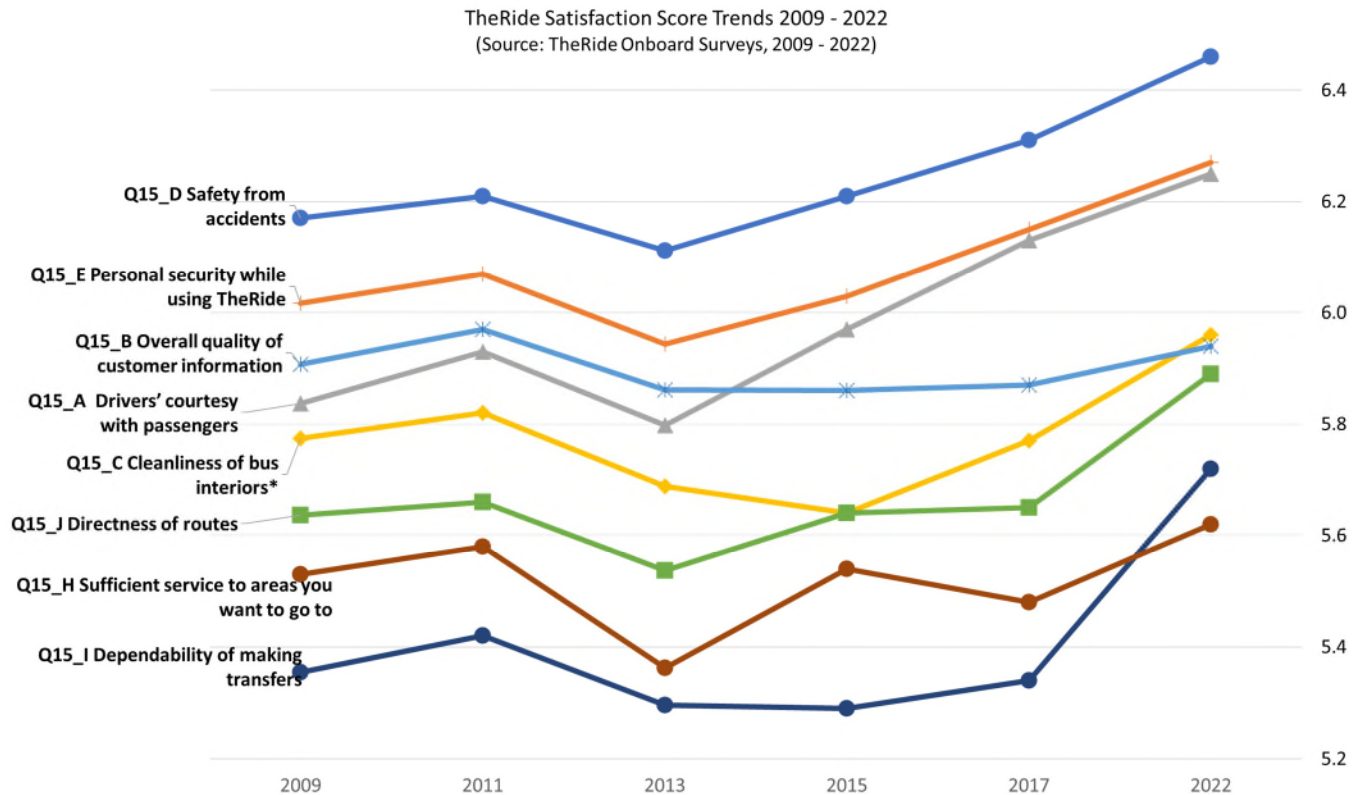
When the wording of questions has been consistent over time among the surveys, we can track the satisfaction score changes. Changes in scores over time on the scale of 1-7 have occurred in only a very narrow range, typically less than one point change in the mean score from one survey to the next. However, what we are interested in is the direction of change within that narrow range, and that has been positive.

Two items are included in Figure 54 above but are omitted from Figure 55 on the following page:

- The overall satisfaction score has risen from 5.84 in 2006 to 6.04 in 2022.
- All scores have improved since 2006 if the question was first asked then, with the exception of shelter at the bus stop. However, there is a reason for this exception. The wording of the bus-stop question was substantially changed from 2011 when it was first asked to 2022. From 2011 to 2015 the wording was "Quality of the bus stops you use." In 2017 it was changed to "The physical condition of the bus stops you use." In 2022 it was changed again to "Shelter at stops you use." The only constant is the term "Bus stops."
- Figure 55 on the following page begins in 2009 when all of the items included in the chart were asked and the question was included in all later surveys. The zig-zag but overall upward trends for each comparable question are shown visually in Figure 55.

- In that figure all elements, with one exception increased. The one exception was the quality of customer information. However, it is important to remember that the nature of the way information was provided was changing during this period and adoption of the newer technologies was differentiated by age. This means that riders were not all responding to the same types of information.

Figure 55 Customer Satisfaction: Trends in Mean Scores on Service Ratings



Identifying the Relatively Greater and Lesser Levels of Service Satisfaction

Introduction to a Quadrant Chart Method of Displaying Service Improvement Priorities

Prioritizing areas for service improvement is a major operational challenge for a transit system. Manipulating survey data from passengers to try to divine their priorities is similarly a tricky proposition. Figure 56 on page 50 presents one approach to that task.

The concept of the chart is this. The satisfaction questions include one rating of TheRide service "overall" and a series of many ratings of individual elements of service. The key objective of the chart is to combine the individual rating of each element of service and the relationship of each element with the overall rating. The intent is to answer the question: "Relative to all other aspects of service, how important is each element, like driver courtesy or frequency of service, etc. to the passengers' overall rating of TheRide service?" and thus, "What priority should the TheRide's administration assign to each element of service?"



We use correlation analysis to determine how strongly each element of service is related to the overall rating. A coefficient of correlation can vary from -1 through 0, to +1. The rating scores vary from one to seven. Because these are such different numbers in absolute terms, the best way to compare them is to *standardize* them. This simply means to relativize them with respect to each other so that they can be compared. Thus, the resulting chart is not a chart of absolute scores on each service but a combination of how well a service was rated and how strongly that rating is associated with the overall rating of TheRide's service.

The resulting chart contains four quadrants:

High Correlation of each service rating with the rating of overall service	Keys to improving satisfaction: <i>Relatively</i> poor performance on these services compared to others and this is related to overall level of satisfaction. Performance here hurts overall rating.	Maintain your strong position. Each item performs <i>relatively</i> well compared to other items and is related to overall satisfaction.
	Work on this if possible, but not as top priority for increasing satisfaction among current riders. <i>Relatively</i> poor performance but that makes little difference in overall satisfaction score. Riders would be happier with improvement.	Maintain satisfaction. Performance of this service is well rated <i>relative</i> to other services, but that makes little difference in overall satisfaction.
Service performance rating Low High		

In a chart presented earlier in this report we saw that all aspects of service have rather high marks. Even the lowest ratings are given positive scores by more than two-thirds of the riders. What is especially interesting about the quadrant matrix shown in Figure 56, then, is that it represents riders' perceptions of a system that they already regard quite positively. The differences are differences in positivity. Therefore, we use relative scores rather than absolute scores for the matrix. In an absolute sense, then, riders are happy, but relative to what they have, they would like still more—more predictability, more places served, shorter duration, and more direct service.

One difference between the matrix provided in 2017 and the matrix in this report is that we have classified services into two types, “Operating services” (shown as blue circles) and “Travel environment” (shown as green circles) The former are those services that involve the actual movement of passengers and buses while the latter involve the environment in which passengers travel.

-  Operating services
-  Travel environment

The matrix results are quite similar in terms of what riders want to those in the matrix in the 2017 report.

It may not be feasible to meet all of the riders’ preferences. For example, it would not be self-evident to most riders that there may be a contradiction between a desire for “directness of routes” and for “sufficient service to areas you want to go to.”. Nevertheless, these are the rider perceptions that are related to the overall satisfaction score.

At the upper right are particular strengths that have a relatively strong and positive impact on overall satisfaction, compared to other aspects of service. In this survey, there is only one variable, the quality of information. This was also true in 2015 and 2017.

Also positive, but relatively less important to the overall attitude toward TheRide, are items at the right side of the chart, but below the horizontal center line indicating the difference between more important (above the line) and less important (below). In other words, these elements are perceived positively by riders, but have relatively little impact on the overall rating. They appear to have become simply assumed positive qualities of TheRide. However, it is important not to allow these to slip in quality because they are very personal aspects of local bus travel. The challenge here is maintenance, not improvement.

Uniquely among systems we have studied, the lower left quadrant is once again empty as it was in 2017. At the lower left would be those service elements that on a relative basis are less well rated than others, but that are not especially important to the overall rating of TheRide. In 2015, three elements appeared in this quadrant, but they were positioned very close to the midpoint on the horizontal quality of service axis. In 2017 and 2022, they all moved up in quality and have moved to the right of the midpoint.

It should be noted that in some systems we see items in the upper left quadrant that occupy the lower right quadrant for TheRide. For example, bus interior cleanliness, shelter the bus stops, and personal security are, in some systems, at the upper left. In part, that has to do with the size and nature of the urban area being served. However, it also appears that TheRide has done well to take care of those kinds of issues that are irritants to riders, thus leaving the very basic and most difficult elements in the need-to-improve quadrant.

To repeat, it is important to remember that these are *relative measures*. For example, the fact that shelter at bus stops in in the lower right quadrant does not mean that riders consider it highly satisfactory. In fact, it had the lowest rating of all services in Figure 52. It just means that improving shelter-at-stops would do less to improve the overall service rating than any item in the upper left quadrant.

Figure 56 Customer Satisfaction: Combined Ratings and Importance Matrix

Rating Matrix



Appendix A: Questionnaires, English and Spanish

PASSENGER SURVEY — Please let TheRide know how to serve you better!

18. For how long have you been using TheRide?

- a Less than a year b 1-2 year c 3-5 years
 d 6-10 years e 11-15 years f more than 15 years

19. Before the pandemic which began in March 2020, on how many days a week did you typically use TheRide? 1 Not at all 2 One to three 3 Four or five 4 Six or seven

20. During the pandemic in 2020 and 2021, on how many days a week did you typically use TheRide? 1 Not at all 2 One to three 3 Four or five 4 Six or seven

21. Which one of the following best describes you? Are you (circle only one):

- 1 Employed for pay outside your home 2 Employed for pay in your home
 3 Student 4 Homemaker 5 Unemployed 6 Retired

A. If you are employed, in a typical week, do you usually?

- a. Work after 9:00 PM on any day? 1 Yes 2 No
 b. Work Saturday and/or Sunday 1 Yes 2 No
 c. Start work before 7:00 am on any day? 1 Yes 2 No

B. If you are employed, can your type of work be done from home or not? 1 Yes 2 No

C. If you are employed, did you do your job from home continuously for more than a week at any time during the pandemic? 1 Yes 2 No

22. Are you a student? 1 Yes 2 No

- A. 1 High school student 2 College student 3 Not a student

B. If you are a college student, which college?

- 1 U of M 2 EMU 3 WCC 4 Concordia
 5 Cleary 6 Cooley 7 Other: _____

C. If you are a student, did you do attend classes from home continuously for more than a week at any time during the pandemic? 1 Yes 2 No

23. Do you identify as... 1 Male 2 Female 3 Non-binary 4 Prefer not to answer

24. In the past 30 days, about how many times, if at all, have you used Uber or Lyft?

- 1 Not at all 2 Once 3 Two or three times 4 Four or five times 5 More than five

25. If you used Uber or Lyft in the past thirty days, did TheRide have service you could have used for that trip?

- 1 Yes – I could have used TheRide, but preferred to use Uber or Lyft
 2 No – Could not have used TheRide because it was a time of day when TheRide had no or very limited service
 3 No – Could not have used TheRide because those were trips to places where TheRide had no or very limited service

26. A year from now, would you prefer to:

- 1 Keep using TheRide as often as now 2 Get a car but keep using TheRide also
 3 Get a car and stop using TheRide 4 Stop using TheRide for other reason

27. How old are you? _____ Years old

28. What is your total combined annual household income?

- 1 Less than \$10,000 2 \$10,000 to \$14,999 3 \$15,000 to \$19,999
 4 \$20,000 to \$24,999 5 \$25,000 to \$34,999 6 \$35,000 to \$49,999
 7 \$50,000 to \$74,999 8 \$75,000 to \$100,000 9 More than \$100,000

29. Do you identify as... (Circle all that apply):

- 1 African-American/Black 2 Asian 3 Caucasian/white 4 Native-American Indian
 5 Pacific Islander/Hawaiian 6 Other: _____

30. Do you (also) identify as Hispanic/Latino(a)? 1 Yes 2 No

31. What language do you most often speak at home?

- 1 English 2 Spanish 3 Other: _____

32. Do you rent or own the home where you live? 1 Rent 2 Own

33. How many people live in your household? 1 2 3 4 5 or more

34. Do you use social media? 1 Often 2 Occasionally 3 Rarely or never

35. If you use social media, which of the following do you use regularly? (Circle all that apply)

- Facebook Twitter Instagram Pinterest LinkedIn YouTube Nixle

36. Do you frequently use a cell phone to send and receive text messages? 1 Yes 2 No

37. Where do you often get route and schedule information?

- a. TheRide website on a desktop/laptop 1 Yes 2 No
 b. TheRide website on a smartphone 1 Yes 2 No
 c. The printed Ride Guide 1 Yes 2 No
 d. 734-996-0400 information number 1 Yes 2 No
 e. A smartphone app 1 Yes 2 No
 f. Facebook, Twitter, Instagram, Pinterest, Nixle or other social media 1 Yes 2 No

38. Have you any comments or suggestions for TheRide?

ENCUESTA PARA PASAJEROS — ¡Dígale a TheRide cómo podemos servirlo mejor!

18. ¿Cuánto tiempo has estado usando TheRide?

- a Menos de un año b 1-2 años c 3-5 años
d 6-10 años e 11-15 años f más de 15 años

19. Antes de la pandemia que comenzó en marzo de 2020, ¿cuántos días a la semana solía usar TheRide?

- 1 Para nada 2 uno a tres 3 cuatro o cinco 4 seis o siete

20. Durante la pandemia en 2020 y 2021, ¿cuántos días a la semana solía usar TheRide?

- 1 Para nada 2 uno a tres 3 cuatro o cinco 4 seis o siete

21. ¿Cuál de los siguientes te describe mejor? eres tu (Circula solo uno):

- 1 Empleado/a por pago fuera de su hogar 2 Empleado/a por pago en su casa
3 Estudiante 4 Amo/a de casa 5 Desempleado/a 6 Jubilado/a

A. Si está empleado, en una semana típica, ¿usualmente?

- a. ¿Trabaja después de las 9:00 PM en cualquier día? 1 Sí 2 No
b. Trabajo sábado y/o domingo 1 Sí 2 No
c. ¿Empieza a trabajar antes de las 7:00 am en cualquier día? 1 Sí 2 No

B. Si está empleado, ¿su tipo de trabajo se puede hacer desde casa o no? 1 Sí 2 No

C. Si está empleado, ¿hizo su trabajo desde casa continuamente durante más de una semana en algún momento durante la pandemia? 1 Sí 2 No

22. ¿Es usted un estudiante? 1 Sí 2 No

- A. 1 Estudiante de High school 2 Estudiante de universidad 3 No un estudiante

B. Si eres estudiante universitario, ¿de qué universidad?

- 1 U of M 2 EMU 3 WCC 4 Concordia
5 Cleary 6 Cooley 7 Otra: _____

C. Si es estudiante, ¿asistió a clases desde su casa continuamente durante más de una semana en algún momento durante la pandemia? 1 Sí 2 No

23. ¿Te identificas como... 1 Masculino 2 Femenino 3 No-binario 4 Prefiero no responder

24. En los últimos 30 días, ¿cuántas veces, si es que alguna vez, usó Uber o Lyft?

- 1 Para nada 2 Una 3 dos o tres veces 4 cuatro o cinco veces 5 Más de cinco

25. Si usó Uber o Lyft en los últimos treinta días, ¿TheRide tenía un servicio que podría haber usado para ese viaje?

- 1 Sí — Podría haber usado TheRide, pero preferir usar Uber o Lyft
2 No — No podría haber usado TheRide porque era un momento del día en que TheRide no tenía servicio o tenía un servicio muy limitado
3 No — No podría haber usado TheRide porque esos eran viajes a lugares donde TheRide no tenía servicio o tenía un servicio muy limitado.

26. Dentro de un año, ¿preferirías:

- 1 Seguir usando TheRide tanto como ahora 2 Obtener un auto pero seguir usando TheRide
3 Obtener un auto y dejar de usar TheRide 4 Dejar de usar TheRide por otro motivo

27. ¿Cuántos años tienes? _____ Años

28. ¿Cuál es su ingreso familiar anual combinado total?

- 1 Menos de \$10,000 2 \$10,000 a \$14,999 3 \$15,000 a \$19,999
4 \$20,000 a \$24,999 5 \$25,000 a \$34,999 6 \$35,000 a \$49,999
7 \$50,000 a \$74,999 8 \$75,000 a \$100,000 9 más de \$100,000

29. ¿Te identificas como... (Circule todo lo que corresponda):

- 1 Afroamericano/Negro 2 Asiático 3 Caucásico/Blanco 4 Indio Nativo Americano
5 Isleño del Pacífico/Hawaiano 6 Otro _____

30. ¿Te identificas (también) como hispano (a)/latino (a)? 1 Sí 2 No

31. ¿Qué idioma habla con más frecuencia en casa?

- 1 Inglés 2 Español 3 Otro: _____

32. ¿Rentas o es dueño de la casa donde vive? 1 Rento 2 Dueño

33. ¿Cuántas personas viven en su hogar? 1 2 3 4 5 o más

34. ¿Usas las redes sociales? 1 Seguido 2 De vez en cuando 3 Rara vez o nunca

35. Si usa las redes sociales, ¿cuáles utiliza habitualmente? (Circule todo lo que corresponda)

- Facebook Twitter Instagram Pinterest LinkedIn YouTube Nixle

36. ¿Utiliza con frecuencia un celular para enviar y recibir mensajes de texto? 1 Sí 2 No

37. ¿Dónde suele obtener información sobre rutas y horarios?

- a. Sitio web TheRide en una computadora de escritorio/portátil 1 Sí 2 No
b. Sitio web de TheRide en un teléfono inteligente 1 Sí 2 No
c. La Guía de Viaje impresa 1 Sí 2 No
d. Número de información 734-996-0400 1 Sí 2 No
e. Una aplicación para teléfonos inteligentes 1 Sí 2 No
f. Facebook, Twitter, Instagram, Pinterest, Nixle u otras redes sociales 1 Sí 2 No

38. ¿Tiene algún comentario o sugerencia para TheRide?

Appendix B: Rider Comments

- YOU'RE AMAZING
- YOU NEED MORE SHELTERS!
- YES, EMPLOY BETTER DRIVERS W/ SOME GOOD PERSONALITY TRAITS
- WOULD BE BETTER IF THE BUSES ARE MORE ON TIME.
- WOULD APPRECIATE IF THE BUS IS AVAILABLE ON MIDNIGHT AND ALSO HAS A BETTER TIME ARRIVAL DURING WEEKENDS (EX BUS ONLY AVAILABLE ON A 1-HOUR INTERVAL ON A WEEKEND AT MY STOP)
- WITHOUT THE RIDE IT WOULD BE VERY DIFFICULT/IMPOSSIBLE TO GO TO WORK AND MAKE A LIVING. THANK YOU FOR THIS SERVICE!!!
- WISHING BUS ROUTES BE LIKE BEFORE PANDEMIC MORE OFTEN, MORE ROUTES, MORE STOPS
- WISH YOU GOT CLOSER TO KEY PLACES LIKE MEDICAL CENTER & GROCERY STORE - HAPPY OVERALL BUT EVENINGS AND WEEKENDS ARE HARD TO RIDE ON
- WISH WEEKEND STARTED EARLIER, I HAVE TO UBER TO WORK ON WEEKENDS B/C BUSES START LATER
- WISH WE HAD MORE ROUTES THAT LINK PACKARD WITH WASHTENAW ALSO THE 5 COMING BACK GOING STRAIGHT DOWN PACKARD 5D
- WISH IT WAS QUICKER TO GET FROM DOWNTOWN YPSI TO A2.
- WISH I HAD A STOP CLOSER TO MY HOME, AND BUS RAN EARLIER ON SATURDAYS
- ROUTE CONNECTION TIMING FOR THOSE WHO LIVE ON THE 44 & 42 & 43 ROUTES NEED REVISION.
- WHEN WILL THEY BE GETTING RID OF WEARING A MASK WHILE ON BOARD
- WHEN A COMPLAINT AGAINST THE DRIVER IS MADE, FOLLOW UP WITH THE CUSTOMER ABOUT WHAT WILL BE DONE.
- WEB BUS TRACKER NEVER LOADS
- WE SHOULD HAVE EARLIER BUSES ON WEEKENDS & LATER ROUTES TOO & MORE SHELTERS
- WE NEED MORE AND TIMELIER INFO ON DETOURS/SERVICE AVAILABLE ON WEBSITE OR TEXTS
- WALKING 10 BLOCKS TO AND FROM STOP IS HEALTHY - ADDING 5 OR 6 BLOCKS TO GET TO STOP BY 5:45 CAN BE TIRING. OVERALL, I WANT TO SAY THAT I HAVE UTMOST RESPECT FOR ANYONE WHO DRIVES BUSES IN THIS TOWN. ESPECIALLY CONSIDERING THE NEW OBSTACLE COURSES ON EAST WILLIAM. BIKE LANES ARE GREAT BUT THERE'S ONLY SO MUCH
- VERY SATISFIED WITH SERVICE
- VERY GOOD, I'M SATISFIED!
- VERY GOOD SERVICE
- USB PORTS FOR CHARGING RELIABLE SCHEDULED ROUTES
- UPDATE YOUR VARIOUS MEDIA WITH CURRENT SCHEDULE. THE CHANGES ARE NOT ON TEXT OR WEBSITE.
- TRANSIT APP

- TRANSFER TIMING FOR SOME ROUTES CAN BE FRUSTRATING AS 2ND BUS LEAVES TOO SOON.
- TO TRY TO ADD BACK SOME OF THE DISCONTINUED #4 BUS ROUTES.
- TO PUT MORE SEATS AT BUS STOP OR CUBICLES TO BE COVERED FROM RAIN AND SNOW
- TIMES PRINTED @ BUS SHELTERS AGAIN WOULD BE CONVENIENT FOR ME. THANK YOU.
- THX!
- THEY NEED TO HAVE 1 EARLIER #4 GOING TO THE HOSPITAL M-F
- THEY MESSED UP W R 46 43 46 AN 47 SHOULD NOT BE LEAVING ALL AT THE SAME TIME
- THERE IS NO TIME-TABLE AT THE BTC LIKE THERE WAS BEFORE THE PANDEMIC AND IT WAS REALLY USEFUL BEFORE AND I WOULD LOVE FOR IT TO DO -
- THERE IS A LOT OF TRASH AT BUS STOPS. IF POSSIBLE, HAVING GARBAGE CANS AVAILABLE WOULD BE GREAT! HAVING A MORE RELIABLE APP WITH BUS ARRIVAL TIMES WOULD MAKE A POSITIVE DIFFERENCE AS WELL.
- THERE DOESN'T SEEM TO BE A WAY TO SAVE A TRIP ON THE WEBSITE. A PHOTO OF THE ACTUAL STOP WOULD BE NICE
- THE TRACK MY BUS APP IS HELPFUL. I ALWAYS CHECK IT TO SEE WHERE MY BUS IS.
- THE TIMING OF ARRIVALS COULD BE MORE ACCURATE THANK YOU!
- THE TEXT APP NO LONGER WORKS. I ALSO WISH THERE WAS MORE REGULAR AFTERNOON PICK-UPS.
- THE SERVICE IS GREAT.
- THE SEATS SHOULD BE CLEAN. SOME BUSES HAVE A PLASTIC CUSHION. THOSE SEATS ARE CLEANER. THE STOPS SHOULDN'T BE IN GRASS WITH DOG POOP. CONCRETE IS BETTER
- THE ROUTE AND STOP ALWAYS CHANGE HARD TO FIND IT ON GOOGLE MAP (23, 65)
- THE RIDE NEED TO EXPAND THEIR SERVICE OUTSIDE ANN ARBOR 4 BETTER CUSTOMER SERVICE OUTSIDE ANN ARBOR
- THE RIDE IS THE BEST WAY TO GET AROUND THE A2 AREA. MANY ROUTES TO GET WHERE YOU NEED TO GO. THE 1 HOUR OR 1/2 HOUR ROUTES MAKE IT GREAT FOR PLANNING!
- THE RIDE APP HASN'T WORKED FOR ME SINCE THE PANDEMIC SO I RELY ON GOOGLE MAPS BUT NEVER KNOW HOW UP TO DATE IT IS
- THE RADIAL STRUCTURE OF TRANSPORT, CENTERED ON BTC, MAKES HARD TO REACH ALL THE PARTS OF CITY BESIDES THE DOWNTOWN.
- THE POPULAR BUSES COMING MORE FREQUENTLY ON WEEKENDS
- THE NEW PATHS/CHANGE IN ROUTES REALLY MESSED UP MY SCHEDULING./WORK AT SOUTH QUAD AND IT IS HARD TO GET HOME IN 30 IN. I LOVE MY RIDE IN ONLY 30 MIN. :)
- THE MOBILE BUS TRACKING APP COULD BE MORE USER-FRIENDLY!
- THE MASK POLICY ABSOLUTELY SUCKS. SOME DRIVERS FOCUS MORE ON MASKS THAN DRIVING.

- THE LADIES (SOME) ARE NOT NICE POLITE @ THE BLAKE TRANSIT CENTER
- THE BUS STOP FOR 22 GOING TO DOWNTOWN NEEDS A SHELTER ESP DURING VERY COLD WEATHER IN THE WINTER.
- THE BUS STOP AT MADISON & MAIN STREET HEADED TOWARDS THE BLAKE PLEASE MOVE IT BACK TO WHERE IT WAS (ON MAIN STREET IN FRONT OF THE YARD). THE PATCH OF GRASS ON THE SIDE OF THE BUS STATION UGLY
- THE ARRIVAL TIME ON THE RIDE APP OFTEN DOES NOT MATCH THE ACTUAL ARRIVAL TIME OF THE BUS
- THE APP IS AWFUL- I HAVE TO GO THROUGH ADS TO GET TO THE RATES, AND OFTEN I TRY TO "PLAN MY RIDE" MY STOPS DON'T SHOW UP BUS DRIVERS ARE AMAZING
- THE APP COULD BE BETTER!
- THE AATA HAS THE BEST SERVICE & DRIVERS IN MICHIGAN
- THE 4 NEEDS TO RUN MORE OFTEN!
- THE 25 ROUTE OFTEN COMES EARLY TO MAIN & PONDS VIEW & THERE AREN'T FREQUENT ENOUGH BUSES FOR IT TO BE RELIABLE IN THE MORNING. AFTER 8/9PM, THE BLAKE TRANSIT CENTER IS A BIT UNCERTAIN RE: SAFETY AS A WOMAN. IT'S A DETERRENT TO ME.
- THANKS!
- THANKS!
- THANKS TO THIS 23 BUS DRIVER - SHE IS GREAT ROUTE 23 & 25 ARE MY FAVORITES SO CONVENIENT
- THANKS FOR PROVIDING SUCH A GOOD SERVICE
- THANKS FOR PROVIDING STELLAR PUBLIC TRANSIT SERVICE TO OUR COMMUNITY. KEEP IT UP!
- THANKS FOR DOING THE SURVEY AND MAKING IT SO ACCESSIBLE
- THANK YOU! KEEP UP THE AWESOME SERVICE.
- THANK YOU!
- THANK YOU VERY MUCH! I LOVE AAATA!
- THANK YOU THE RIDE
- THANK YOU SO MUCH FOR THE EXCELLENT SERVICE!
- THANK YOU GUYS!
- THANK YOU FOR YOUR WORKING
- THANK YOU FOR YOUR SERVICE! :)
- THANK YOU FOR YOUR SERVICE
- THANK YOU FOR YOUR SERVICE
- THANK YOU FOR THE RIDE!
- THANK YOU FOR ALL OF YOUR TIME AND SERVICE! NO COMMENTS.
- THANK YOU ANN ARBOR

- THANK YOU
- THANK YOU
- TELL DRIVERS TO WAIT WHEN THERE IS A HOLD CALLED
- TAKE GOOD CARE OF HANDICAP PEOPLE!
- SYNCH BETTER WITH GOOGLE TEST USABILITY OF THE RIDE APP
- STOP FOR 44 CLOSE TO WILLOW RUN
- STAY AS YOU ARE
- START ON LATE, LATE RIDE EVERY HOUR 1/2 FROM DOWNTOWN ON 4 ONLY (ILLEGIBLE); LATE NIGHT RIDE AT 1:30 PARTY RIDE LOL
- SPACE BUSES OUT MORE EVENLY ON THE H4.
- SOME DRIVERS DRIVE TOO QUICKLY, OTHER TIMES THE MOVE WHEN YOU BARELY GOT ON THE BUS. SOME DON'T EVEN SAY HI. SOME ARE JUST AWESOME.
- SOME DRIVERS CAN SOMETIMES BE RUDE/IMPATIENT
- SMELLS LIKE OUID
- SHORTER PERIODS
- SET UP THE ROUTE MORE STRAIGHTLY IN A MORE TIME-SAVING WAY.
- SERVICE WORKERS NEED RELIABLE TRANSPORT. MANY OF US CANNOT AFFORD TO LIVE WHERE WE WORK (ANN ARBOR) AND OUR SCHEDULES OFTEN GO FAR PAST 9P,-FINANCIALLY WE NEED PUBLIC TRANSIT BUT CAN'T RELY ON IT TO GET US TO & FROM WORK
- SERVICE TO DEXTER IN THE FUTURE WOULD BE NICE
- SEATBELTS AVAILABLE FOR THOSE WHO CHOOSE TO USE THEM
- SEAT BELTS OR MORE SEATING ROW
- SCHEDULE INFO NEEDS IMPROVEMENT (APP PLEASE!) WEEKEND LATE NIGHTS HIGHLY DESIRED!!!
- RUN LONGER ON SATURDAYS
- RUN LATER ON SUNDAYS, AT LEAST UNTIL 9PM.
- RUN LATE ON SUNDAYS
- ROUTE TO WALMART (AT SALINE) WOULD BE GREAT!
- ROUTE MAPS NEED ALL CROSS STREETS - HARD TO SEE STOPS THAT ARE MINOR STOPS. SHELTERS SHOULD HAVE HAS SCHEDULE INFO - DON'T ASSUME EVERYONE CAN USE A SMARTPHONE. TOO MUCH WAIT TIME IN SCHEDULE MY BUS PASSES MY STOP TOO EARLY THEN SITS AND WAITS AT LATER STOPS-TIGHTEN UP THE SCHEDULE
- ROUTE 61/65 WAS REDUCED, WHICH IS NOT CONVENIENT. ITS A GOOD ROUTE.
- ROUTE 61 STARTS FROM CCTC 50 MIN INTO HOUR, 1 WOULD WANT TO PUSH THAT BACK 2 MIN B.C AS IS I HAVE TO LEAVE U OF M CLASSES 5 MIN EARLY EVERY TIME

- ROUTE 4 IS WAY TO CROWDED FILLED TO CAPACITY AT 4:12 PM. M-F. NOT COVID SAFE.
- ROUTE 23 (GREEN RD) INCREASE SERVICE AFTER 5 PM.
- RIDE SERVICE FOR ROUTE 5 FROM MEIJER TO YPSILANTI ON SUNDAYS
- RETRAIN RUDE DRIVERS AND HAVE THEM EAT GLASS SANDWICHES
- RESTART 24 ROUTE FROM NORTHBROOK & OAKBROOK EAST TO BRIARWOOD MALL AND EAST-WEST
- REMOVE ANTI-HOMELESS BANS FROM BENCHES AT COVERED STOPS
- RELIABLE APP FOR LIVE TRACKING BUSES!
- REINSTATE THE STOP NEAR HILL AUDITORIUM FOR THE #23.
- RAIN & SNOW COVERS @ MORE STOPS SHOVELING OUT BUS STOPS
- PUT AN ENTRANCE INTO THE BLAKE TRANSIT CENTER GATE
- PUT A STOP AT 5900 BRIDGE RD YPSILANTI MI 48197
- PROBABLY TOO EXPENSIVE, BUT MORE FREQUENT RIDES ON THE WEEKEND WOULD BE NICE.
- PRIORITIZE SERVICE OVER SCHEDULE - STOP MOVING ROUTES AWAY FROM CAMPUS.
- PRETTY GREAT SERVICE! JUST WISH THERE WERE EARLY BUSES (LIKE 630) ON SATURDAY SO I COULD USE IT TO GET TO WORK LIKE OTHER DAYS.
- PLS MAKE MOBILE INSTRUCTION EASIER TO UNDERSTAND! THANK YOU!
- PLEASE RUN #4 PAST 7 ON SUNDAYS I GET STRANDED AND HAVE A CALL A FRIEND OR UBER
- PLEASE RESTORE CANTON EXPRESS ROUTE AND MORE FREQUENT LOCAL SCHEDULES!
- PLEASE REPLACE YOUR BUS FLEET WITH FULLY ELECTRIC BUSES. WE ARE IN A CLIMATE CRISIS
- PLEASE PUT A STOP AT ARBOR MEADOWS OFF MI AVE AND CARPENTER. MANY PEOPLE NEED BUS SERVICE BADLY.
- PLEASE PRINT ACCURATE PAPER SCHEDULES PLEASE HAVE A DIRECT ROUTE FROM BLAKE TO PLYMOUTH RD.
- PLEASE POST BUS STOP NUMBERS AT ALL STOPS SO RIDERS CAN TEXT AAATA 41411 FOR REAL-TIME UPDATES. THIS FEATURE WOULD BE SO MUCH MORE USEFUL IF WE HAD ACCESS TO STOP NUMBERS. LOVE THE GO! PASS!!
- PLEASE KEEP AND IMPROVE PUBLIC TRANSPORTATION
- PLEASE INCREASE RIDES FOR THE 24 THEY DON'T RUN OFTEN ENOUGH.
- PLEASE IMPROVE DRIVER KINDNESS
- PLEASE IMPROVE BUS ARRIVAL TIME INFO - ESP. IN THE WINTER.
- PLEASE GO TO WALMART AND THE STRIP CLUB
- PLEASE CONSIDER ADDING MORE HIGH SCHOOL BUS ROUTES - I'VE HEARD MANY FAMILIES WANT TO USE THE RIDE BUT IT WOULD TAKE 2-3 TRANSFERS TO GET TO SCHOOL
- PLEASE BRING BACK THE PRINTED GUIDE. I WOULD MAKE USE OF LATE-NIGHT BUSES, IF YOU RAN THEM LATER. I APPRECIATE THE SERVICE VERY MUCH. DRIVING & PARKING DOWNTOWN IS IMPOSSIBLE.

- PLEASE ARRIVAL ON TIME
- PLASTIC - CUSHIONS ON SEATS. MORE FREQUENT BUSES ON 62 ROUTE
- PLAIN MASKS AKA NOT ONES W/ AMERICAN FLAG. MORE INFO ABOUT SHELTER/HOUSING FOR HOMELESS PPL, MORE RESOURCES SHOWN B/W THESE ARE HARD TIMES
- PERHAPS CHANGE ARRIVAL AT CCTC TO ARRIVE ON 55 SO STUDENTS TO GET TO CLASS!
- PARTNER WITH THE TRANSIT APP MAKE BUYING TICKETS EASIER.
- OVERALL VERY SATISFIED
- OVERALL THE AATA GIVES A GREAT SERVICE. HOWEVER, PROFESSIONALISM AND IMPORTANCE OF HOW WE DEPEND ON THIS SERVICE TO GET TO WORK; ON TIME! SHOULD BE REALLY EXPRESSED TO THE EMPLOYEES. ITS VERY IMPORTANT WE DEPEND ON AATA. THANK YOU
- OVER ALL I AM VERY HAPPY WITH THE BUS SERVICE IN ANN ARBOR
- OPEN UP STOPS THAT WERE SHUT DOWN ADD MORE STOPS IN FARTHER DISTANCES
- NOPE, IM PRETTY HAPPY WITH THE RIDE
- NONE - I HAVE ALWAYS BEEN VERY SATISFIED WITH AATA - ITS GREAT!
- NO, THANK YOU!
- NO, DRIVERS ARE KIND, SERVICE IS GREAT.
- NO THANK YOU
- NO PERFUMES OR CHEMICAL ODORS NO HOSTILE CONSTRUCTION TOWARD HOMELESS PEOPLE
- NEED MORE RIDES, SOME PLACES ARE HARD TO GO -> TOO MANY TRANSFERS
- NIGHT & WEEKEND SERVICE
- NICE BUS SERVICE.
- NEW TEMPORARY TIMES AT BJS STOP
- NEW BUSES ARE INACCESSIBLE W/O PULL CORDS. PEOPLE MISS STOPS THE RIDE SITE ISN'T UPDATED
- NEED MORE SERVICE THROUGHOUT 7 AM - 10 PM AND ON WEEKENDS
- MY BIGGEST PROBLEM IS THE LATENESS. I GET TO A STOP 5-10 MIN EARLY AND THEN THE BUS IS 5 MIN - 20 MIN LATE. SOMETIMES ITI'S REALLY COLD OUTSIDE & SHELTER ISN'T (ILLEGIBLE).
- MOVE WEEKEND SERVICE
- MOST OF THE BUS DRIVERS ARE VERY COURTEOUS & I LIKE SEEING THE SAME DRIVERS CONSISTENTLY
- MORE TRIPS ON SUNDAYS. THE FREQUENCY IS LESS ON SUNDAY.
- MORE TIMES FOR THE 4 BUS FROM 12-2 (LIKE 12:30 - 12:45)
- MORE TIME TO MAKE TRANSFERS AT BLAKE. BUSSES OFTEN ARRIVE AT SAME TIME AS BUSSES ARE LEAVING.
- MORE SUBSIDIARY ROUTES!
- MORE STOPS NEAR THE PARK & RIDE ON EAST SIDE (NORTH CAMPUS)

- MORE SHELTERS AT BUS STOPS SHOULD BE AN OPTION. SO SHOULD LATE NIGHT RIDES FOR SERVICE WORKERS. I THINK IT WOULD KEEP MORE PEOPLE SAFE AND SAVE MONEY.
- MORE SERVICE IN EVENINGS! HARD TO GET HOME WHEN I WORK LATE.
- MORE ROUTES ON THE WEEKEND AND TO PLACES LIKE THE SUPER MARKET
- MORE ROUTES FOR SUNDAY MORNING
- MORE ROUTES AND FREQUENT BUS SCHEDULE WOULD BE VERY HELPFUL
- MORE RIDES ON WEEKENDS
- MORE OFTEN ON WEEKENDS AT WOODBURY GARDENS
- MORE FREQUENT STOPS TO GREEN RD DURING DAY
- MORE FREQUENT SERVICE!
- MORE FREQUENT ROUTES ON WEEKEND
- MORE FREQUENT BUSES FOR SOME ROUTES
- MORE CHARGERS
- MORE BUSES TO/FROM YPSI. THE BUSES ARE ALMOST ALWAYS FULL... OFTEN WITH PEOPLE STANDING. ESPECIALLY MORNING/EVENING RUSH HOUR COMMUTES.
- MORE BUSES ON WEEK-ENDS & HOLIDAY SERVICE
- MORE BUS SERVICE LIKE BEFORE COVID
- MORE AVAILABILITY DURING THE EVENING
- MORE 63 PLZ
- MORE 62 BUSES.
- MAKING TRANSFERS AT BTC IS A PROBLEM - LIKE MY RECURRING BUS TO BTC MAKES IT JUST AS TRANSFER BUS IS LEAVING BEFORE I GET ON.
- MAKING IT SO THAT MAYBE ON THURS TO SUNDAY THAT THE BUS GO UNTIL 2:00 AM
- MAKE THE WEBSITE EASIER TO NAVIGATE FROM MOBILE
- MAKE THE BUS CLEANER
- MAKE SURE DRIVERS FEEL SUPPORTED WHEN IN ALTERCATIONS W/ DIFFICULT PASSENGERS. DIFFICULT PASSENGERS ARE REALLY THE ONLY NEGATIVE ABOUT THE RIDE!
- MAKE ROUTES COVER DOWNTOWN & MICHIGAN MEDICINE MORE EVENLY.
- MAKE RIDE ACCESSIBLE AT NIGHT ON S STATE ST
- MAKE LONGER ON SUNDAY RUN BUS 5 IN YPSI ON SUNDAY
- MAKE ACCESSIBLE @ NIGHT
- LOVE TRANSFERS AND HOW THEY TYPICALLY GREET YOU WITH A SMILE
- LOVE THE RIDE! THANK YOU!

- LOVE IT!
- LIKE A REMOTE BUTTON/WEBSITE BUTTON THAT LETS A PASSENGER RESERVE A BUS STOP SO THE DRIVER KNOWS
- LESS HEAT IN WINTER PLEASE - I'M BUNDLED UP FOR THE WALK TO THE STOP AND GET WAY TOO HOT ON BUS
- LATER WEEKDAY BUS SERVICE WOULD BE NICE TAP ON/OFF FARE CARDS WOULD BE BETTER THAN SWIPING
- LATER TIMES FOR ROUTE 61 WOULD BE AMAZING !
- LATER FRIDAY AND SATURDAY SERVICE WEEKLY UNLIMITED FARE DEALS ONLY 1 DAY/MONTHLY RIGHT NOW
- LATER COVERAGE WOULD BE APPRECIATED. MORE FREQUENT COVERAGE ON THE WEEKENDS
- LATER BUSES!!
- LATELY MY RIDE HAS BEEN BETTER THAN USUAL. BUSES SEEM TO COME WHEN SCHEDULED. HOWEVER, SOME BUSES DON'T HAVE A CONSISTENT SCHEDULE LIKE THE 4. SOMETIMES IN THE DAY I CAN MAKE MY TRANSFER AND OTHERS I CAN'T
- KEEP UP THE GREAT WORK
- KEEP UP THE GREAT SERVICE-ROUTE AVAILABILITY CONSIDER ALLOWING DOGS IN A BAF. MAKE ROUTE INTO EASIER TO ACCESS ONLINE& KEEP INFO ABOUT WHEN THE BUS IS ARRIVING IN REAL TIME EASY TO ACCESS
- KEEP UP THE GOOD WORK! HAVE DRIVERS MORE INFORMED ON STOPS ON THEIR ROUTE!
- KEEP UP THE GOOD WORK!
- KEEP UP THE GOOD WORK!
- KEEP UP THE GOOD WORK YOUR DOING GOOD!
- KEEP UP THE GOOD WORK THANK YOU!
- KEEP UP THE GOOD WORK AND THANK YOU TO ALL THE BUS DRIVERS!!
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE GOOD WORK
- KEEP UP THE AWESOME WORK! THANK YOU
- KEEP THE SCHEDULE CONSISTENT INCREASE FREQUENCY OF RIDES
- KEEP ON DOING GOOD SERVICE
- KEEP IT UP! THANK YOU!!
- KEEP 62 GOING THROUGH SPC ALL DAY

- JUST KEEP UP THE GOOD WORK
- JUST KEEP IMPROVING LIKE YOU HAVE
- ITS VERY CONVENIENT FOR MY FRIENDS AND ME!
- ITS PRETTY EASY TO MISS THE BUS AT INTERMEDIATE STOPS UNLESS YOU GET THERE 5/10 MIN EARLY - LOTS OF VARIANCE AT ARRIVAL TIMES
- ITS GOOD
- ITS FREE FOR SENIORS KEEP IT THAT WAY
- IT WOULD REALLY BE NICE IF YOU COULD ALLOW THE #24 BUS TO RUN DOWN ON CLARK RD LIKE IT DID IN THE PAST ESPECIALLY IN THE WINTERTIME IT WAS NICE BEING PICKED UP AND DROPPED OFF IN FRONT OF MY COMPLEX.
- IT WOULD GREAT IF 23 COULD COME EVERY 10 MINUTES INSTEAD OF 15 DURING THE DAYS COME EVERY 15 OR 20 MIN IN THE EVENING. MORE FREQUENT PLS.
- IT WOULD BE NIVE IF A ROUTE WENT DOWN STADIUM!
- IT WOULD BE HELPFUL TO SING UP FOR RIDE ALERTS VIA TEXT FOR SPECIFIC ROUTES. (EX: "ROUTE 23 IS RUNNING BEHIND") WITH ROUTE CHANGES/CANCELLATIONS ARE HARD WITH DEPENDING ON AATA BUTT I LOVE THE AATA!
- IT WOULD BE HELPFUL TO HAVE MORE TIMES FOR THE 23 BETWEEN 645-830 AM 3-530 PM
- IT WOULD BE GREAT IF THE RIDE WOULD HAVE MORE FREQUENT RIDES DURING WEEKENDS
- IT WOULD BE APPRECIATED TO INCREASE THE ROUTES AND FREQUENCY OF RIDES AND TIME SPECIALLY OVER THE WEEKEND.
- IT IS IRKSOME THAT THERE IS NO SPOT ON THE RIDE WEBSITE WITH A LIST OF TIMES THAT BUSES PASS CERTAIN STOPS.
- IT IS IMPORTANT TO ME THAT THERE IS ROBUST SERVICE TO THE PLYMOUTH MALL (ANN ARBOR) STOP IN PARTICULAR
- IT IS A LONG WALK TO HOLMES & RIDGE. FROM (ILLEGIBLE) (TOWN & COUNTRY MOBILE HOMES, (E OF HOLMES & RIDGE.) (SORRY HARD TO WRITE ON BUS
- IT GETS YOU WHERE YOU NEED TO BE
- IT A GOOD BUS SERVICE
- IS THERE SOMEWHERE WE CAN SEE ALL THE PLACES THE BUS STOPS NOT JUST SELECTED AREAS THAT COULD BE REALLY HELPFUL
- INFORMATION SERVICES NEED IMPROVEMENT DON'T MIND DELAYS-IF I KNOW WHEN THEY ARE HAPPENING POOR INFO & DELAYS
- -INCREASED/LATER SERVICE ON WEEKENDS(8AM-9PM)
- INCREASED ATTENTION TO SNOW/ICE REMOVAL NEAR BUS STOPS, PLEASE!

- INCREASE TIMES FOR ROUTE 61
- INCREASE TIME 1 TRIP 90 MINUTES TO 1 DAY TRIP OR 120 MINUTES.
- INCREASE ROUTE 62 FREQUENCY BACK TO 3 BUSES. SOMETIMES THE WAIT FOR A BUS IS ALMOST 30 MIN
- INCREASE FREQUENCY ON THE 3 BUS
- INCREASE FREQUENCY OF ROUTE 22.
- INCREASE 65 BACK TO MORE THAN 1 HOUR EACH OR HAVE 23 ALWAYS GO TO GREEN P&R
- IN ORDER TO GET TO HOME ON THE WEEKENDS I HAVE TO CALL A CAB, THERE NEEDS TO BE ANOTHER BUS TIME ON WEEKEND AMS
- IMPROVING EXPECTED WAIT TIMES COULD BE VERY HELPFUL
- IMPROVE CUSTOMER SERVICE
- I'M GRATEFUL FOR YOUR SERVICES
- I'M EXTREMELY GRATE FOR THE SERVICES PROVIDED BY THE RIDE
- IF THE BUS COMING TO BTC IS A BIT LATE, IT'D BE GREAT IF THE CONNECTING BUS COULD WAIT A BIT FOR IT
- IF THE BUS COMES EARLY TO A STOP, COULD BE STOPPED THERE TILL ITS PERFECT DEPARTURE TIME.
- IF THE BUS CAME AROUND 5 AM IT WOULD HELP TO GET TO WORK
- IF POSSIBLE, PLEASE PROVIDE AN APP FOR ROUTE INFO RATHER THAN WEBSITE ONLY
- IF POSSIBLE, RUN SOME ROUTES EARLY MORNING LIKE 4:30- FOR FOLKS THAT WORK EARLY
- IF COFFEE SPILLED ON SEATS OR IF A SEAT IS SOILED, USE A SOILED SEAT MARKER (LIKE A SIGN)
- ID PREFER MASKS STAY ON. NO OTHER COMMENTS.
- I'D LIKE MORE SHELTERS AT MORE STOPS. STANDING IN THE SNOW/RAIN/COLD/HEAT IS LESS FUN.
- I WOULD LOVE IF THE BUSES CAME EARLIER THEN 6:30 A.M. AND LATER THEN 11:30 PM, ESPECIALLY ON WEEKENDS, MORE FREQUENT (ILLEGIBLE)
- I WISH YOU WOULD BRING BACK THE BUS STOP AT OAK VALLEY AND LOHR SO THAT I DIDN'T HAVE TO DRIVE TO MEIJER TO CATCH THE BUS
- I WISH U DIDN'T CHANGE THE SCHEDULE ON SAT & SUN. THE ROUTE I TAKE ON STATE ST. DOESN'T GO PAST STIMPSON ON THE WEEKENDS. THANKS
- I WISH THEY WOULD BRING BACK THE BUS RIDE TIME OF 8:00 AM FROM US & PARK & RIDE TO TAUBMAN CENTER @ U OF M HOSPITAL. I OFTEN MISS THE 9:45 AM BUS.
- I WISH THERE WERE MORE FREQUENT BUSES ON THE WEEKENDS. HOWEVER, I UNDERSTAND WHY THEY WOULD BE LESS FREQUENT. THANK YOU :)
- I WISH THE BUS WENT TO UM WEST AA CLINIC 20 MIN WALK-SOME SIDEWALKS BUT NOT ALL. WOULD PREFER TO TAKE THE BUS BUT USUALLY HAVE TO TAKE A LYFT TO THE DOCTOR.
- I WISH MY TRIP HOME/TO WORK ON THE 23 WERE SHORTER

- I WISH 33 RAN ON WEEKENDS
- I USUALLY LEAVE TO MY STOPS FROM BLAKE. HOWEVER, ON THE WAY BACK I HAVE A HARD TIME FINDING THE BUS STOP. MORE LABELING WOULD BE NICE.
- I USE TRANSIT APP. WOULD LIKE LATER BUS ROUTE ON THE WEEKENDS
- I USE GOOGLE MAPS TO SEE WHEN BUSES ARE COMING/FIND THE BEST ROUTES
- I THINK THE BUS BEEN THERE LIFE TO WORK NEVER HAPPY AND THEY SEEM TO HATE DRIVER THE BUS. NOT ALL BUT MOST.
- I REALLY LOVE THE RIDE AND UNDERSTAND THAT PANDEMIC MAKES THINGS DIFFICULT. IT IS EASY TO ADJUST WITH THE RIDE
- I REALLY LIKE THE RIDE, TIMES I USE UBER INSTEAD ARE WHEN I HAVE LIMITED TRAVEL TIME.
- I REALLY APPRECIATE THE ACCESSIBILITY USING THE RIDE GIVE ME. THE WEBSITE IS EXTREMELY HELPFUL & EASY TO USE FOR PLANNING TIMES /LOCATIONS. THE BUS DRIVERS ARE ALWAYS WELCOMING & HELPFUL. I APPRECIATE IT ALL SOO MUCH.
- I ONLY WISH IT DIDN'T TAKE AS MUCH TIME TO GET AROUND. ALSO \$1.50 FARE IS REASONABLE BUT THE RIDE PASS ISN'T WORTH IT FOR ME. I SPEND \$3.00 A DAY, 6 DAYS A WEEK FOR ABOUT 4 HRS TOTAL PER DAY.
- I LOVE THE RIDE. MY SON IS A DRIVER. I CONTINUALLY ENCOURAGE OTHERS TO USE THE RIDE. I'M ONE OF YOUR BIGGEST FANS
- I LOVE THE AATA SERVICE
- I LIKE THE BUS DRIVER
- I KNOW BUDGES NECESSITATED SERVICE CUTS, BUT I HAVE STARTED DRIVING INSTEAD OF BUS MOST DAYS BC OF #4 CUTS. WOULD LOVE TO HAVE THAT SERVICE BACK - ALSO EVENING & WEEKEND!!
- I HAVEN'T BEEN ON IN A WHILE BUT I LOVE THE TRANSFER CHANGE
- I HAVE WALK 5 CITY BLOCKS TO GET TO WORK ON TIME BECAUSE 6 LEAVES WAY LATE.
- I HAVE TO WALK 1.4 MILES TO GET TO THE ARBORLAND STOP ON SAT. & SUN. BUT THE FIRST BUS OF THE DAY DOESN'T COME UNTIL AFTER I HAVE TO BE AT WORK.
- I GET MY RIDE INTO FROM GOOGLE MAPS. I WISH THE RIDE APP WORKED BETTER
- I FIND THAT ROUTE 22 WOULD BE MORE BENEFICIAL IF, AFTER IT STOPS AT PIERPONT, IT WENT TO THE CCTC BEFORE HEADING NORTH AGAIN
- I ENJOY RIDING THE BUS IT GETS ME TO WHERE I NEED TO BE
- I ENJOY RIDING #24! 42 IS VERY SWEET AND ACCOMMODATING!! I ENJOY TALKING TO HER AS SHE IS GREAT WITH CUSTOMERS!!!
- I DON'T KNOW IF IT CAN BE CHANGED OR FIXED, BUT IT IS FRUSTRATING WHEN A BUS DISAPPEARS OOF THE MAP THEN SHOWS UP. MORE AIR RIDE HOURS (EARLIER!) I APPRECIATE ALL THE FRIENDLY DRIVERS! :)
- I DON'T KNOW IF THERE IS A SMART PHONE APP, WOULD BE GOOD TO HAVE ONE.

- I DISLIKE THAT THE 6 BUS ROUTE IS EVERY HOUR INSTEAD OF HALF-HOUR AFTER 7 PM. SHOULD CHANGE LATER, MAYBE AT 9 PM.
- I APPRECIATE YOUR EXCELLENT SERVICE
- I APPRECIATE WHEN THE BUS COMES A FEW MINUTES EARLY & WAITS UNTIL THE SCHEDULED TIME. SAVED ME FROM MISSING THE RIDE A FEW TIMES
- I APPRECIATE THE RIDE AND ITS SERVICES! THANK YOU
- I APPRECIATE ALL THAT THE DRIVERS GO THROUGH AND DO KEEP IT UP I LOVE MY AAATA.
- I AM & WILL 4EVA BE GRATEFUL - RIP BLAKE!
- HOPE THE INFORMATION OF THE ROUTE ON THE GOOGLE MAP BECOME MORE ACCURATE. I MISSED BUS SEVERAL TIME BECAUSE OF THIS.
- HIGHER FREQUENCY ON 62 PLEASE!!
- HAVE THE #4 BUS RIDE THRU DEPOT TOWN TO RIVER AND TO YPSI TRANSIT A COUPLE OF TIMES PER DAY.
- HAVE SOME BUSES RUN A LITTLE BIT LONGER ON SUNDAYS.
- HAVE MORE TRANSFER POINTS BETWEEN ROUTES, NOT JUST AT THE BLAKE OR BWOOD.
- HAVE MORE SCHEDULED FOR WEEKENDS
- HAVE CLIPBOARDS FOR FOLKS TAKING A SURVEY
- HAVE BUS GO TO SPC ALL DAY PLEASE
- HAVE A BUS THAT GOES TO YPSILANTI FROM BLAKE LEAVING AT 10:45 PM ON SATURDAYS
- HAVE A BETTER BUS TRACKER THAT IS LIVE
- HAD A GREAT RIDE! THANK YOU!
- GREATER ACCESS TO MEIJER FROM YPSILANTI
- GREAT SERVICE THANKS!
- GREAT SERVICE EVERY TIME
- GREAT JOB. KEEP IT UP. AND DOUBLE PAY NEXT YEAR HOPEFULLY FOR YOU ALL.
- GREAT JOB!
- GREAT JOB :)
- GREAT
- GOOD WORK SATISFIED
- GOOD WORK & SERVICE
- GOOD SERVICE!
- GOOD SERVICE
- GOOD SERVICE
- GET NO #6 BACK TO CONGRESS ONE DOWNTOWN AND BACK TO CONGRESS

- GET FREE WIFI ON BUSES!
- FREQUENCY ON WEEKENDS NEED TO INCREASE.
- FOR THE REDUCED SCHEDULE HAVE MORE TIME OPTIONS BEFORE 8 AM & 9 AM FOR PEOPLE WHO HAVE CLASS & WORK AND START AT THOSE TIMES
- FIX GOOGLE MAPS TIMING FOR THE RIDE'S BUSES
- EXTENDED ROUTE 4 AND 44 ON WEEKENDS
- EXTEND THE #45 BACK TO 45 MIN ROUTE A LOT OF RIDERS NO LONGER RIDE BECAUSE THEY HAVE TO WALK TOO FAR FROM STOP TO STOP
- EXTEND EVENING AND WEEKEND HOURS
- EXPANDED ROUTES TO PITTSFIELD TOWNSHIP WOULD BE INCREDIBLY HELPFUL.
- EXPAND YOUR ROUTE
- EXPAND TEXT MESSAGES FOR RIDE INFO.
- EVERYTHING "OKAY"
- ENJOY MOST OCCASIONS WHEN RIDING
- ENFORCE NO SMOKING SIGNS EAST-WEST SHUTTLE IN ANN ARBOR MORE SHELTERS. ONE AT EACH STOP CYCLE WHICH ROUTES GET NICER BUSES
- EARLIER/LATER SERVICE PLEASE
- EARLIER START TIME FOR BUS. BETTER NIGHT RIDE/HOLIDAY RIDE HOURS/SERVICE - OFTEN BOOKED UP, DON'T MAKE DISABLED OPTIONS (A-RIDE) SO RESTRICTED - PAPERWORK/ELIGIBILITY.
- EARLIER RIDE WEEKEND BEFORE 8:00 AM. (SATURDAYS/SUNDAY) I WOULD LIKE TO STAY 7:00 A.M.
- DRIVERS SHOULD ENFORCE BUS RULE-DO NOT ALWAYS DO THIS NO EATING OR DRINKING MASK REQUIRED
- DRIVERS OFTEN RIDE PASS PASSENGERS AT STOPES #24 DOESN'T HAVE A ROUTE WHICH IS CAUSING PASSENGERS NOT TO RIDE (VERY UNPREDICTABLE) PLACE SHELTERS AT ALL STOPS
- DRIVERS DON'T WAIT LONG ENOUGH FOR TRANSFERS WAIT AT LEAST 5 MINUTES
- DRIVE SLOWER, WHAT'S THE HURRY, GOING IN CIRCLES. THE BUMPS JOLTS HE SPINE I FELL ONCE WHEN THE DRIVER WAS IN A HURRY. I SHOULD HAVE CALLED 911 SLOW DOWN
- DON'T CHANGE ROUTES OR STOPS TOO OFTEN
- DEVELOPING AN APP THAT TRACKS THE BUSES. (WHERE THEY ARE, WHEN THEY COME)
- CUSTOMER SERVICE @ THE BLAKE IS HORRIBLE
- COULD ALL THE BUSES BE NEW LIKE THE ON 42 BUS
- CONTINUE ROLLING
- CONSISTENT BUSES COMING (SOMETIMES WAIT ON HOUR). & ACCURATE TIMES ADVERTISED
 - COMMUNICATION VERY POOR. BUS WAS CUT FROM A.M & P.M ROUTE - NO PASSENGER AT THE STOP WERE

AWARE.

- COME ON TIME, NOT EARLY NOT LATE, BUT THE SCHEDULED TIME
- CLEAR THE BUS STOP FROM SNOW
- BUSS 491 GOOD SEAT UPHOLSTERY - SMOOTH RIDE ON STREETS
- BUS THAT GOES ALL THE WAY DOWN STADIUM
- BUS NUMBER INSIDE PLUS DIRECTION
- BUS DRIVERS SOMETIMES DON'T ACKNOWLEDGE WHEN I USE EZFARE BC THEY DON'T SCAN ANYTHING
- BUS DRIVERS NICE & POLITE
- BUMPY RIDE, SO MY ANSWERS ARE SHAKY
- BRING BACK THE BUSES WITH OUTLETS! AND THE OLD ROUTE BY ROUTE RIDE GUIDES. ALSO EARLIER THAN 6:30 AM SERVICE PLEASE.
- BRING BACK THE 6:45 AM BUS FOR THE 65
- BRING BACK MORE OF THE 65! ITS NEEDED TO PLAN TRIPS WITH IT BEING ON THE ROUTE
- BRING BACK BUS TRACKING ON THE APP. AS OF NOW, YOU CAN ONLY READ THE SCHEDULE ON THE MOBILE APP.
- BETTER TIME SCHEDULES FOR BUSY ROUTES. CLEANER BUS INTERIORS & NO PROFANITY ON BUSES.
- BETTER SERVICE FRO SE PACKARD/PLATT TO NORTH/HURON RIVER DR & PLYMOUTH RD. BETTER SERVICE TO BIRD HILLS AREA
- BETTER APP/RIDE TIMES WOULD BE HELPFUL
- BEING ABLE TO TRACK THE BUSES MORE ACCURATELY WOULD BE FANTASTIC!
- BE ON TIME.
- BE AT MAIN STOPS CLOSE TO SCHEDULES
- AS GREAT AS USUAL!
- ARRIVAL TIMES ON GOOGLE MAPS ARE A BIT OFF
- APPRECIATE LIVING IN THIS AREA THAT HAS BUS SERVICE THAT IS ON TIME & DOES NOT COST ALOT.
- APPRECIATE BEING ABLE TO TAKE THE RIDE. KEEP UP THE GOOD WORK KEEP AT BEING HEATHY PHYSICAL AND SPIRITUALITY
- ALL THE DRIVER ARE TYPICALLY VERY NICE & HELPFUL
- ALL THE BUS ROUTES NOT POSTED THE STOP ON HURON & GLEN
- ADD MORE BUS DURING THE WEEKEND.
- ADD BACK THE BUS TIMES REMOVED BEGINNING OF THE YEAR
- ACCURACY OF BUS TIMES AND ARRIVALS
- A LINE THAT GOES FROM SOUTH CAMPUS TO NORTH CAMPUS
- A BUS ROUTE GOING TO WALMART IS NEEDED, ALSO YALL DESERVE MORE FUNDING - A 90'S BABY WHOSE

(ILLEGIBLE)

- 64 TO CTTC LEAVES MEDFORD MANCHESTER CORNER CONSISTENTLY 64 FIRST BUS DOESN'T CONTINUE TO UH AS 63 AS THE SCHEDULE STATES STRANDED AT CTTC ON 1ST TUN AT 6:51 AM 4 NEED TO STOP AT THE UM HOSPITAL MAIN ENTRANCE
- 15 MINS CYCLES, 30 MS IS TOO LONG ON SOME BUSES
- 1.) DRIVERS TO BE MORE RESPECTFUL 2) MORE (ILLEGIBLE)
- 1 OR 2 HOURS EXTRA FOR SUNDAY
- 1 MORE HOUR AT NIGHT FOR THE 44 BUS ON SATURDAY. INSTEAD OF 9:45 BEING THE LAST ONE 10:45 WOULD BE PERFECT.
- :)
- *THE BUS DRIVERS ARE RUDE AF (MOST OF FEMALES) *THE MALES ARE LEGIT COOL AF
- (1) RUNS SIX/HOUR (2) EXTEND LINES IN SCIO TOWNSHIP. I CAN'T WALK TO THE NEAREST BUS STOP (NO SIDEWALK) SO MUST DRIVE TO IT.