



**A Survey of
Users of TheRide
A Service of The
Ann Arbor Area Transportation Authority
October, 2015**

A study conducted by:



And



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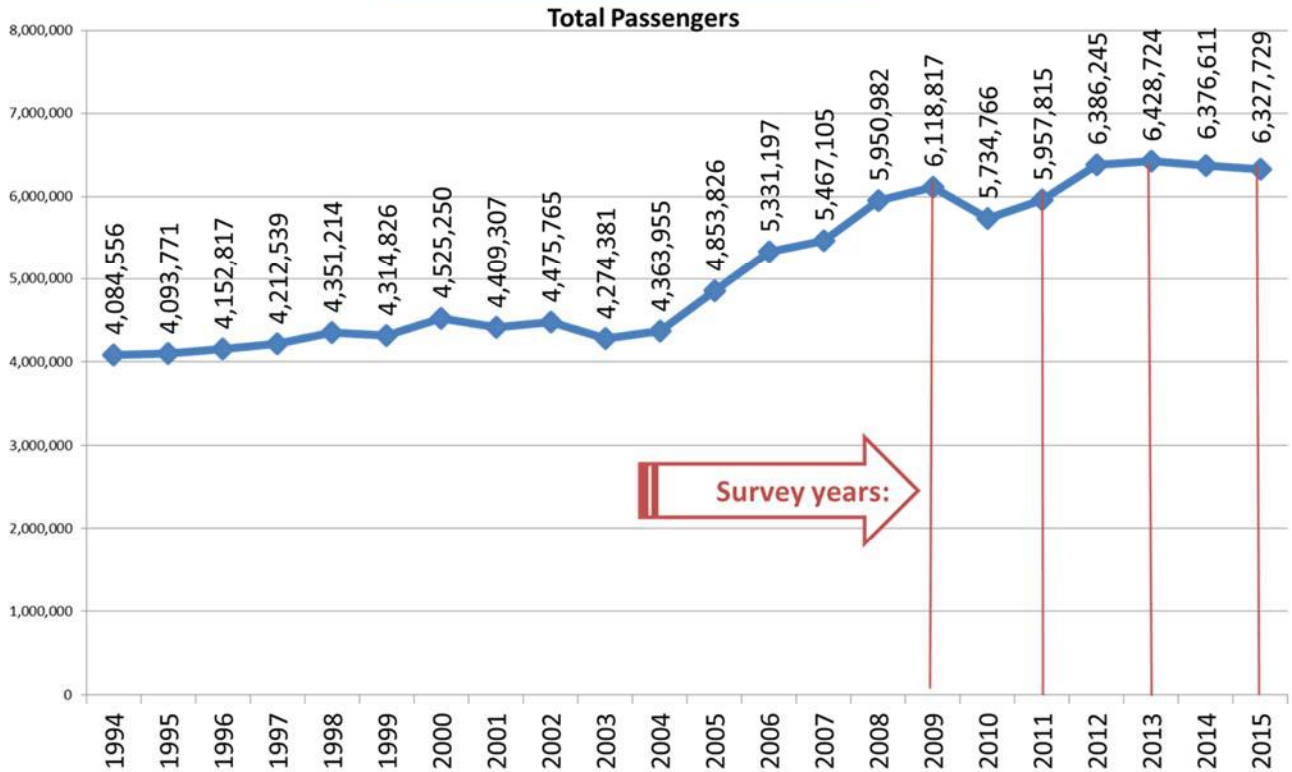
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Introduction

Figure 1 Ridership 1994 - 2015



Ridership

Fixed route ridership on TheRide remained relatively flat from 1994 through 2004, varying in a limited range from about 4 million trips in 1994 to 4.36 million in 2004, but then began a long climb to 2009 when it reached a total of 6.1 million trips. With the Great Recession, it fell back to below 6 million by 2010, but as the economy slowly recovered much of its strength, it began a rapid increase again, reaching just over 6.4 million in 2013. Subsequently there have been minor decreases such that the ridership for 2015 was approximately 6.3 million.

Survey Data Collection

A survey was conducted onboard AAATA buses from October 23 through November 1, 2015, a period very similar to the time in 2013 when the previous survey was conducted. Survey data collection occurred onboard the buses. Temporary workers were used for this purpose under the supervision of CJI Research Corporation staff. Surveyors wore both ID badges and smocks identifying them in large print as “Transit Survey” workers. This uniform helps riders visually understand the purpose of the interviewers approaching them.

Survey personnel accompanied drivers at the beginning of the shifts and rode the buses for an entire run. They approached all riders rather than a sample of riders. Thus, the bus 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 pencils to the potential respondents.

At the end of the run, 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 AAATA 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 AAATA System's overall route structure. The sample was adjusted slightly to take any such omissions into account.

The resulting total sample size is 3,383 useable responses. When all respondents are included, this sample has a sample error level of $\pm 1.6\%$. When a sub-sample is used, sample error increases somewhat, though with such a large overall sample, this would affect the findings only in very rare circumstances in which only very small sub-segments of the ridership were being examined separately. This does not occur in the report presented here.

Participation Rates

A total of 6,551 AAATA riders were approached and asked to participate in the survey. Of these, 1,402 (21%) said they had already completed a survey. Another 835 (13%) were unwilling to participate, and 199, or 3%, 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 4,058 persons. Of these, 671 (17%) accepted the questionnaire but failed to return it, 93 (2%) took the questionnaire and either gave it to another driver or mailed it back in a post-paid envelope, and 3,294 returned a useable survey form to the surveyor on the bus. Thus, the effective participation rate among everyone who was approached was 52%, and was 83% among those who initially agreed to participate.

Figure 2 Response rates

Response rates			
A total of...	6,551	adults were riding the surveyed trips and thus had a chance to participate	
Of these...	1402	said they had already completed the survey	21%
	835	refused outright	13%
	199	encountered a language barrier	3%
...and...	4,058	accepted the survey with apparent intention to complete it	62%
Thus,	4,058	represents the "effective distribution."	
	93	Completed the survey and returned it to an AATA operator on another trip	2%
	3,294	Completed it on the AATA vehicle	81%
	671	accepted but did not complete the survey	17%
	3,387	returned useable survey questionnaires	
		Of all adults riding a surveyed vehicle, this represents:	52%
		Of effective distribution, this represents:	83%

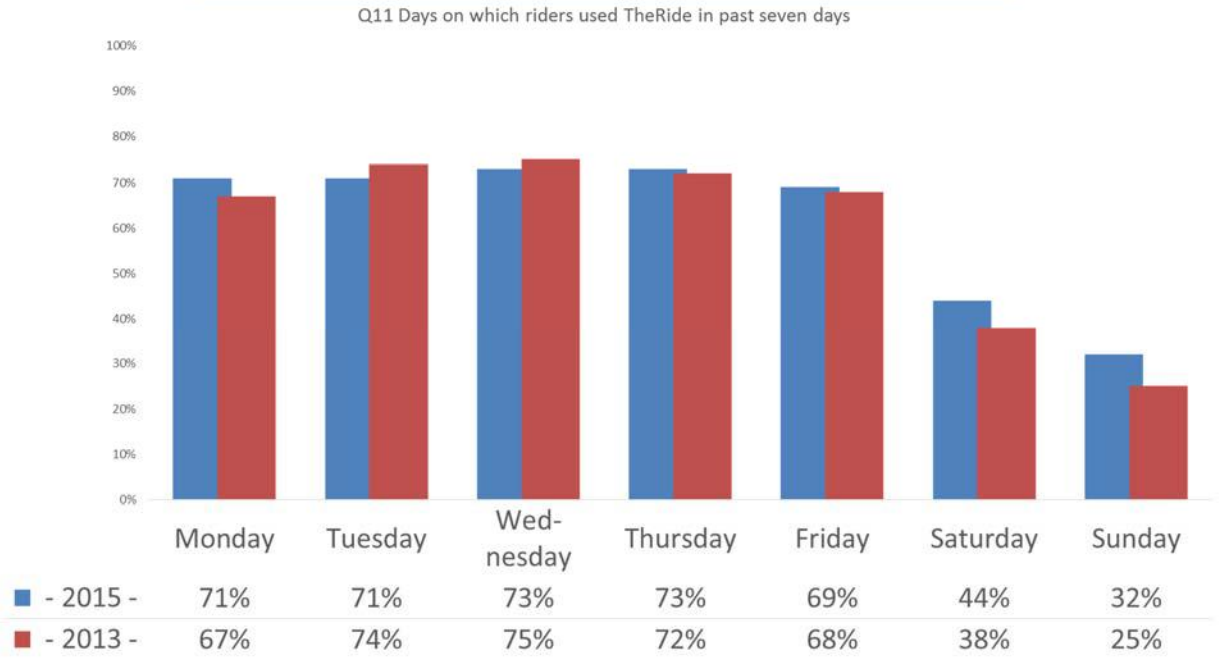
Analysis

Analysis consists primarily of cross tabulations and frequency distributions. Tables were prepared in SPSS (version 22) and charts in Excel for Office 365.

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.

Rider profile

Figure 3 Days TheRide was used in 2013 and 2015

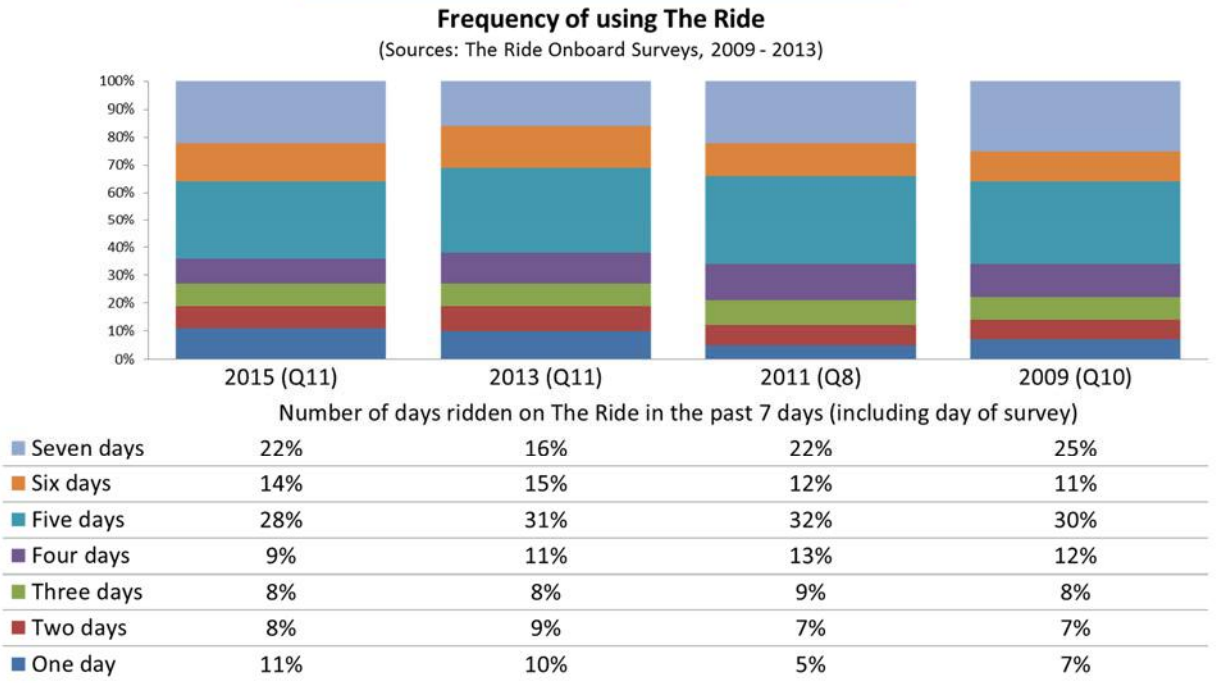


Days TheRide was used in 2013 and 2015

During the seven days prior to the survey, TheRide was used by more than 70% of the riders on every weekday but Friday when the percentage was 69%.

Weekends attract fewer riders, with 44% saying they used TheRide on Saturday, and 32% on Sunday. The primary change here was in weekend ridership, with both Saturday and Sunday reflecting increased service on those days.

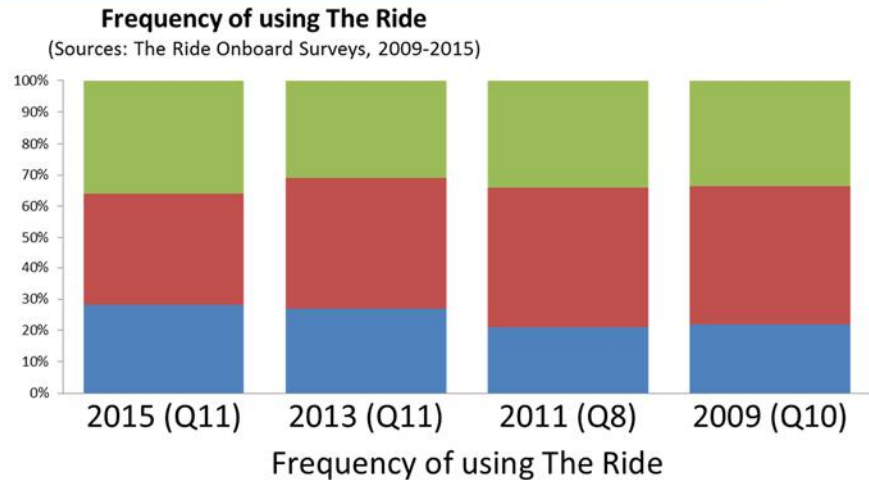
Figure 4 Frequency of using TheRide



Frequency of using TheRide

Most riders (a total of 64%) use AAATA from five to seven days a week. Twenty two percent say they use it every day, while another 14% use it six days a week. This represents a return to the frequency levels of the 2009 survey and an increase from the 2013 study when only 16% said they use TheRide every day.

Figure 5 Compressed measure of frequency of using TheRide



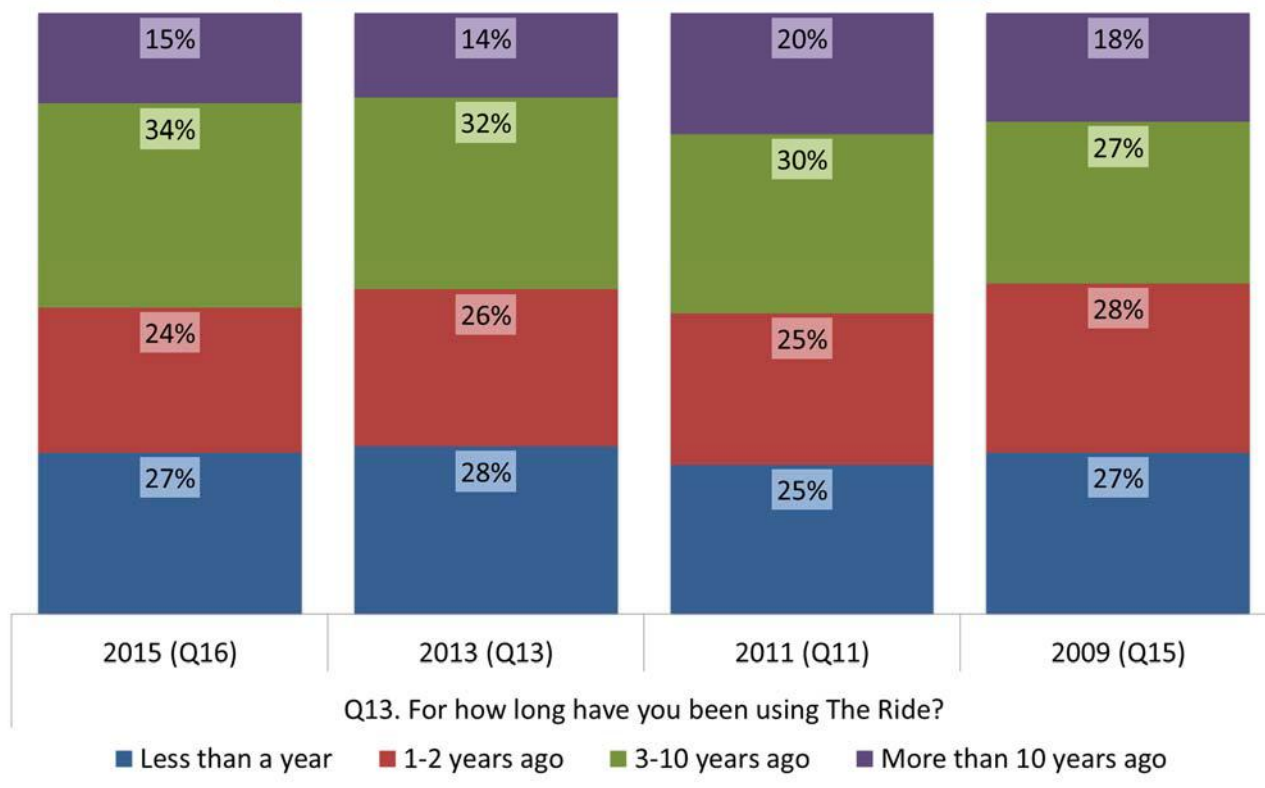
■ Intensive - Six or seven days	36%	31%	34%	34%
■ Frequent - Four or five days	36%	42%	45%	45%
■ Occasional - One to three days	28%	27%	21%	22%

Rider segments

For purposes of further analysis, the riders are grouped into three sets, depending upon how frequently the riders use TheRide. We refer to them as:

- "Occasional riders," who use TheRide one to three days a week (28%)
- "Frequent riders," who use TheRide four or five days a week (36%)
- "Intensive riders," who use TheRide six or seven days a week (36%)

Figure 6 When riders began using TheRide



When riders began using TheRide

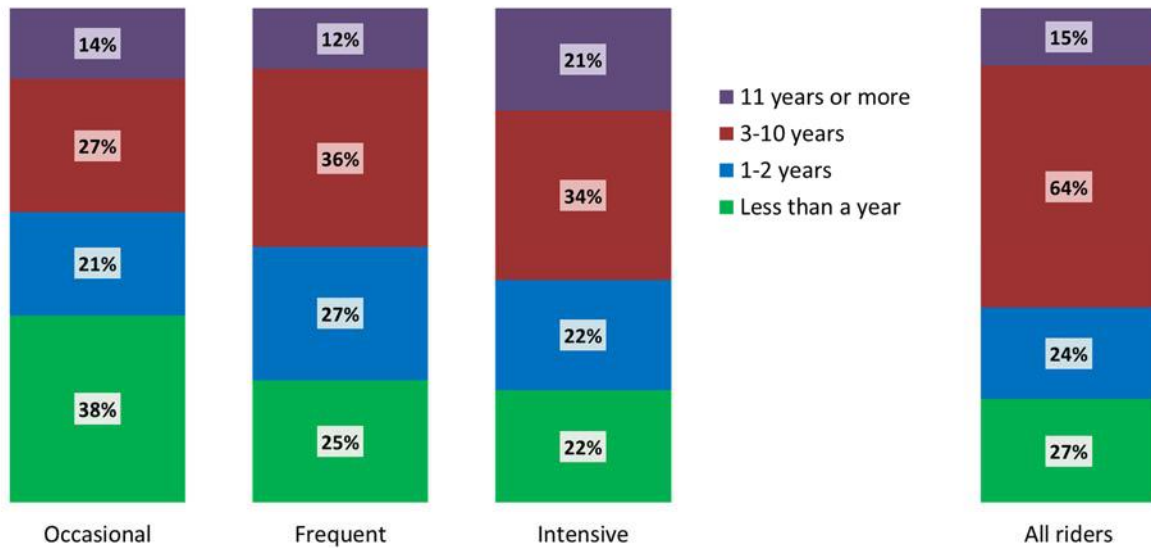
In 2015, twenty-eight percent (27%) said they had begun using TheRide only in the year of the survey. This result is very similar to the percentages of new riders observed in prior surveys. The range of differences in this respect is only 3%, ranging from 25% in 2011 to 28% in 2013¹. These are fairly typical rates of clientele turnover for all bus transit systems. Approximately another fourth (24%) had begun using TheRide between 2013 and 2015 and the balance, 49%, prior to that time.

The primary difference among the three surveys is that the percentage of long term riders using TheRide for more than ten years diminished from 20% in 2011 to only 14% in 2013 and 15% in 2015. However, the total of those using TheRide from 3-10 years or longer than 10 years remained fairly constant ranging from 45% in 2009 to 50% in 2011, 46% in 2013 and 49% in 2015.

¹ For future reference if these surveys are repeated, they were all conducted in mid to late October during periods when the universities would be in session, but there would be no home football games that would create a short term distortion in traffic and in the types of passengers riding TheRide.

Figure 7 When transit rider segments began using TheRide

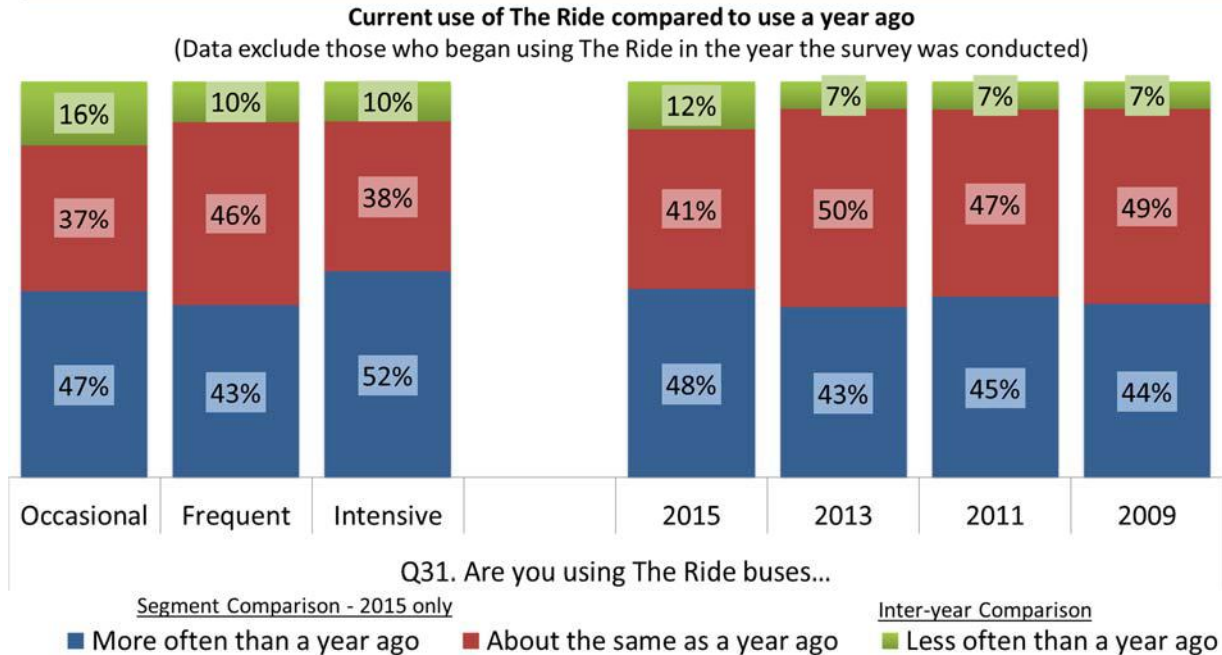
Q16. For how long have you been using The Ride?



When transit rider segments began using TheRide

By far the largest influx of recent riders is among the occasional riders among whom 38% began riding only in 2015, compared with 22% of those using TheRide six or seven days a week. Clearly, part of the marketing effort should involve retention of these riders and making it easy for them to use TheRide more frequently.

Figure 8 Change in frequency of using TheRide among pre-existing riders



Change in frequency of using TheRide among those who began using TheRide prior to 2015

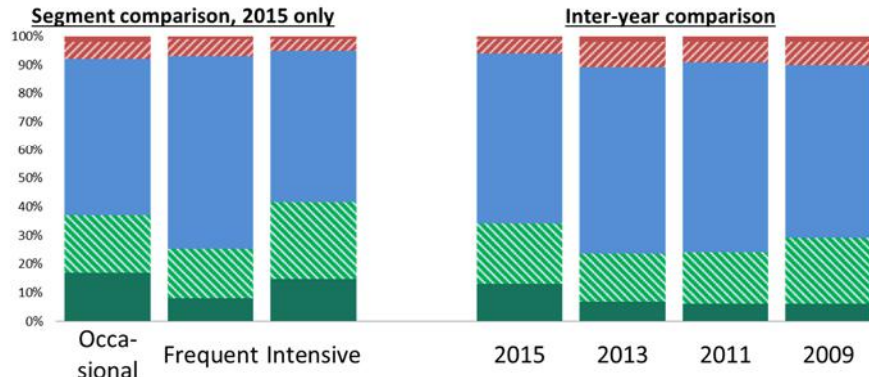
Among those riders who had a history of riding prior to 2015 when the survey was conducted, 48% said they rode more often in 2015 than in 2013. The percentage of riding less often increased from 7% to 12%, while the percent using TheRide with the same frequency declined as the percentages using it more often or less often increased.

Substantial percentages of all three rider segments say they use TheRide more often now than they did a year ago. The intensive users are more likely (52%) than frequent (43%) or occasional riders (47%) to say they ride more often currently than a year ago.

Figure 9 Intention of using transit one year from now

Future use of The Ride

(Source: The Ride Onboard Surveys, 2009-2015)



Q33. A year from now, would you prefer to (2009-2013: ..do you expect to . .)

■ Stop using TheRide for other reason	2%	1%	1%	1%	2%	2%	2%
▨ Move away from this area	6%	6%	4%	5%	9%	7%	8%
■ Keep using TheRide	55%	67%	54%	59%	66%	66%	60%
▨ Get a car but keep using TheRide	20%	17%	27%	21%	17%	18%	23%
■ Get a car and stop using TheRide	17%	8%	15%	13%	7%	6%	6%

Intention of using transit one year from now

As it is with any business, customer retention is important in the marketing of public transit. Riders were asked whether in one-year they expected to continue to be using TheRide, or whether for various reasons they would reduce their use or even discontinue use of the bus service. These decisions are determined by many things besides marketing and levels of service, such as employment levels, gasoline prices, the composition of the ridership (e.g., the percentage of students), and other factors.

In 2009, 60% indicated that they would keep using TheRide, while 23% indicated that they planned to obtain a car, but also planned to continue using TheRide. The balance, 16%, indicated that for several different reasons they planned to cease using TheRide. In 2011, the percent intending to continue using TheRide had risen from 60% in 2009 to 66%, a change accounted for almost entirely by a decrease in the percent saying that they planned to get a car but also to continue using TheRide. The 2013 results were virtually the same as those of 2011, with 66% again saying they expected to continue using TheRide, and 17% saying they planned to get a car but continue using TheRide. But then in 2015, the percentage indicating a preference for continuing to use TheRide reverted to the 60% level of 2009.

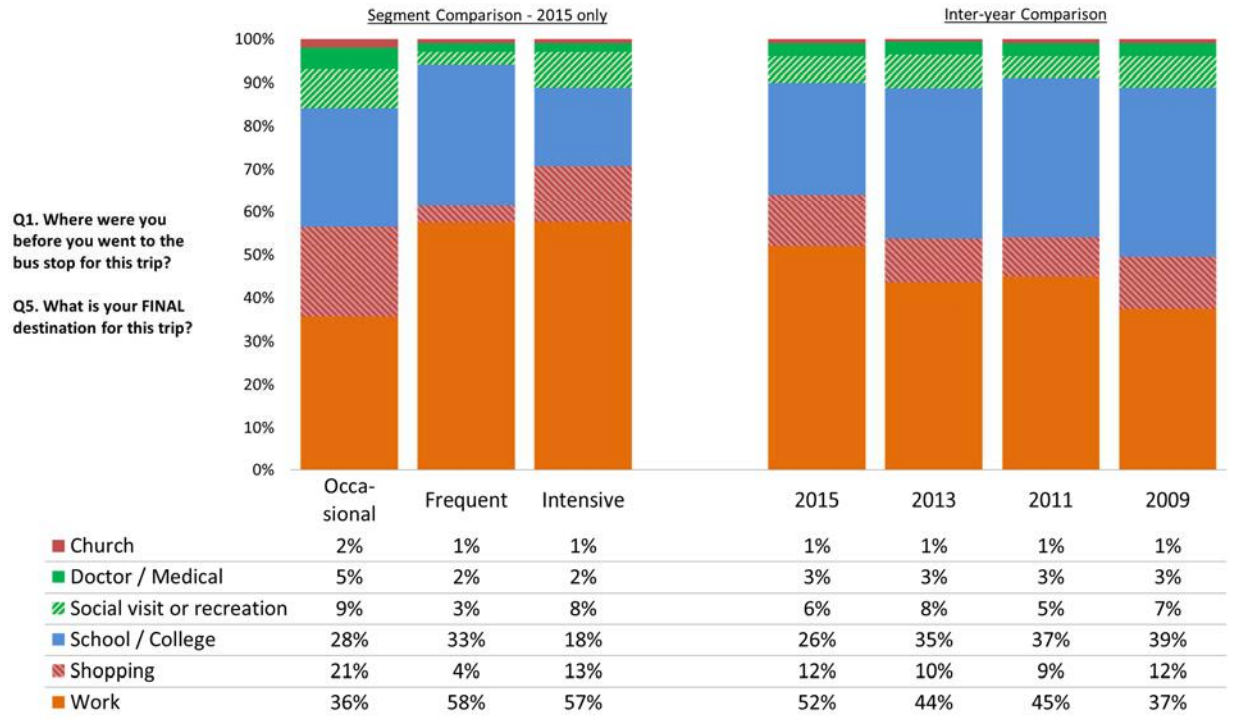
In 2015, the wording was changed from asking what people *expected* to occur to asking what they *preferred* to occur, a fundamental change in the question. The change of wording had an unknown effect on the result, but probably increased the percent saying they *preferred* (as opposed to *expected*) to get a car and stop using TheRide, a percent that rose from 7% to 13%. On the other hand, the percentage of riders who are employed and make work trips increased substantially (see Figure 10 and Figure 26), and perhaps it is also a matter of having more capacity to obtain a car.

However, the primary message in this chart is that 59% indicated that they would *prefer* to continue using TheRide, a strong endorsement of their intent to continue using the local buses.

Figure 10 Trip purposes

Trip purposes (based on Q1 and Q5)

(Source: The Ride Onboard Surveys, 2009-2015)



Trip purposes

Trip purpose had changed considerably between 2009 and 2015, rising from 37% initially to a plateau of 44% in 2011 and 44% in 2013, but then rising to 52% in 2015. One reason for the increase in work trips in the 2009-2013 period was probably the improving economy and availability of jobs.

The change in work trips from 2013 to 2015 is related to the decline of school trips as a percentage of all trips from 35% in 2013 to 26% in 2015. The decrease was a major acceleration of a trend already occurring as the percentage of school trips declined from 39% in 2009 to 35% in 2013.

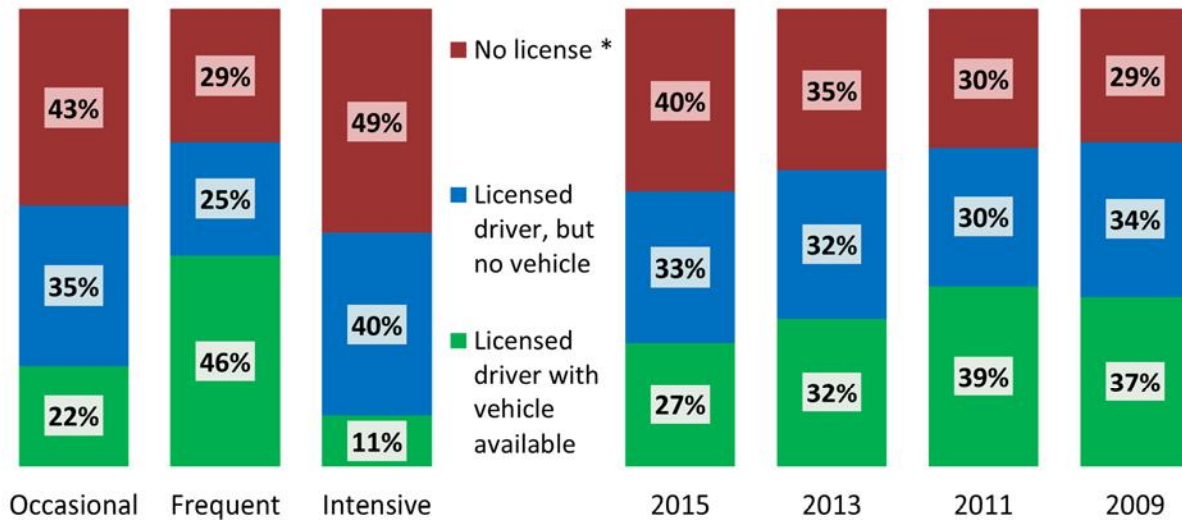
Getting to or from school or college (26%) does remain a major trip purpose, however. We shall see in a later chart (Figure 26) that 47% of AAATA riders are students, a decline since 2013 when 53% said they were students.

The increase in the percentage making work trips was also associated with the increased percentage of employed riders. We shall see in Figure 26 that the percentage of riders employed outside the home increased from 34% to 39% and the percent of employed students rose from 6% to 11%.

Notice that frequent riders tend to make trips for work (57%, up from 45% in 2013). The intensive riders continue to make school trips, 18%, but this represents a decrease within this segment from 28% in 2013. The fact that the decline in school trips is occurring among the heavier users of TheRide suggests that it is likely having a noticeable impact on ridership.

Figure 11 Modal choice

Modal choice and frequency of using The Ride
(Based on Q14 and Q15) (Source: The Ride Survey 2009-2015)



Segment Comparison - 2015 only

Inter-year Comparison

* This category includes those without a valid license. Most of this category have neither a license nor a vehicle, but a small number have a vehicle but a suspended license.

Modal choice

The proportion of TheRide's ridership with full modal choice has declined steadily from a high of 39% in 2011 to 32% in 2013, to 27% in 2015. This means that they had both a valid license and a vehicle available for their trip on the day they were surveyed on the bus. Another third (33%) are licensed drivers but had no vehicle available. The balance, 40%, had no license and for the most part even if they had a license, there was no vehicle available.

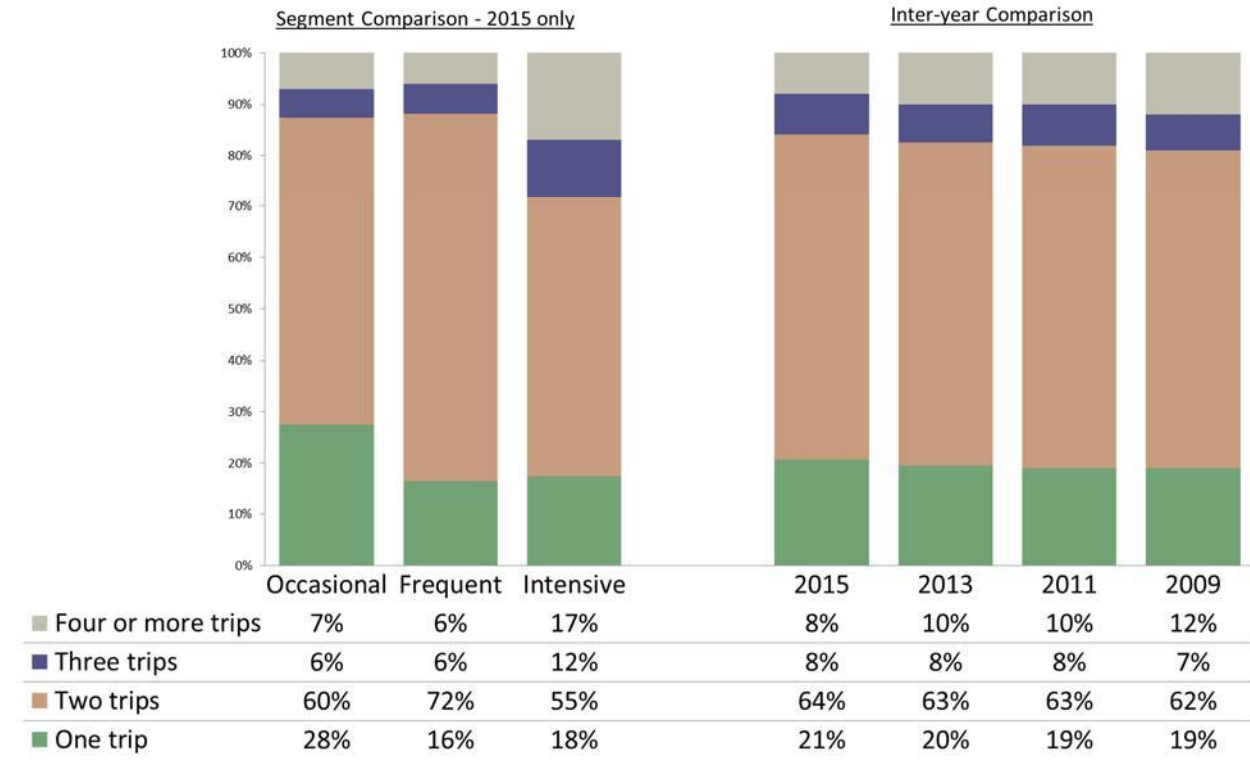
Modal choice varies considerably among the three rider segments. Frequent riders are more likely than the other rider segments to be licensed to drive and have a vehicle available (46%), and thus have the greatest level of choice. Of course, they are also more likely to be traveling for work, and thus are clearly income-earners with the options income brings. Among intensive riders, only 11% fall in this category.

The primary reasons for the differences in modal choice are economic. While 68% of intensive riders have household incomes of \$25,000 or less, 45% of the frequent rider households have such low incomes (see Figure 35).

Figure 12 Number of transit trips today

Q7. How many separate one-way trips will you make today?

(Source: The Ride Onboard Surveys, 2009-2015)



Number of transit trips today

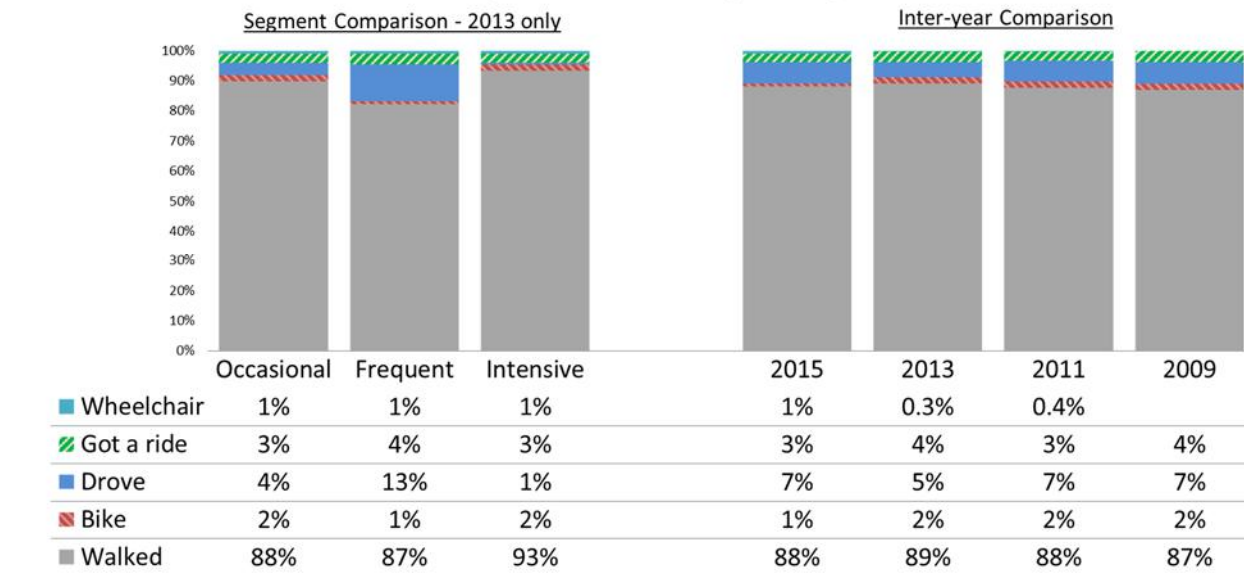
Riders were asked how many separate one-way trips they would make on the day they were surveyed. Approximately two thirds, 64%, indicated they would make two trips, while 21% indicated they would make only one, and the balance, 16%, indicated they would be making three or more trips. These results are almost identical to the prior years' results and the small differences can be ignored.

Among the intensive riders, a total of 29% make three or more trips a day, while only 12% of frequent riders and 13% of occasional riders make so many trips. In other words, the intensity of using transit as measured in the charts in this report based on the number of days per week transit is used, is magnified by the tendency of those who use AAATA on more days to use it for more trips on those days.

Figure 13 Mode to bus stop

Q3. How did you get to your stop?

(Source: The Ride Onboard Surveys, 2009-2015)



Mode to bus stop

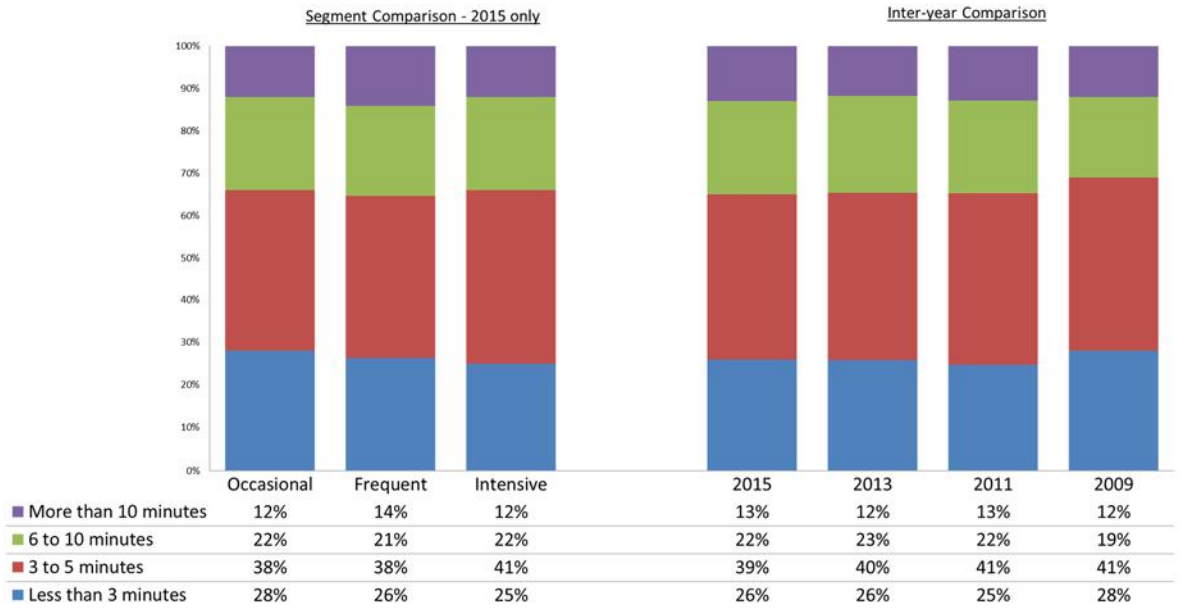
As is typical in almost all transit systems, most people (88% in the case of AAATA) walk to the bus stop. This has not changed substantially since 2009, varying from only 87% in 2009 to 89% in 2013 and 88% in 2015.

This tendency varies somewhat among the rider segments, with 13% of frequent riders indicating that they had driven to the bus stop, an increase from the 9% reported in 2013.

Figure 14 Minutes to and from the bus stop

Q4. How many minutes did it take you to get to the bus stop?

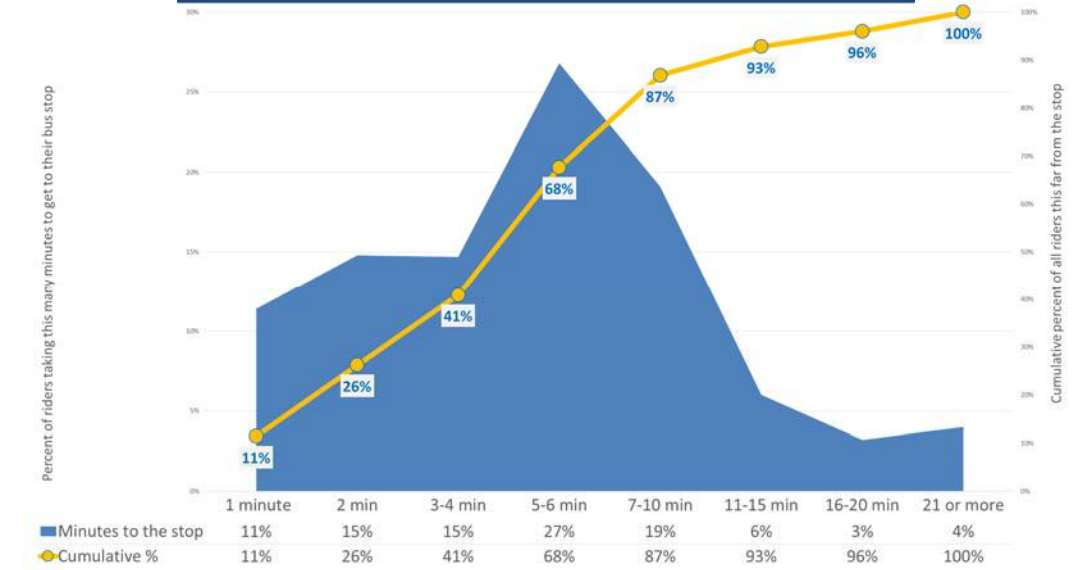
(Source: The Ride Surveys, 2009-2015)



Minutes to and from the bus stop

Riders were asked how long it takes to get to their bus stop. In general, they say it takes five minutes or less. For example, of all riders, 26% said it takes them less than three minutes to get to the bus stop, and 39% said it takes three to five minutes to get to the bus stop. These percentages remain essentially unchanged since 2009. As in previous surveys, these tendencies continue to vary only slightly among the rider segments.

Figure 15 Number of minutes to the bus stop

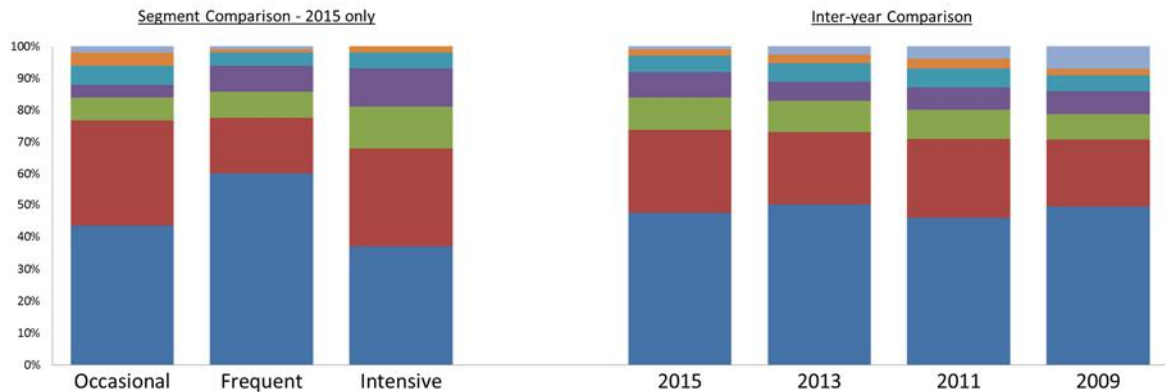


For all riders, the median time to get to the bus stop is in between four and five minutes. This means that one-half of riders spend about four and one half minutes or less getting to the bus stop and half spend more time than that.

Figure 16 How riders pay their fares

Q8. How did you pay for this trip?

(Source: The Ride Onboard Surveys, 2009-2015)



8. How did you pay for this trip?							
	Segment Comparison - 2015 only			Inter-year Comparison			
	Occasional	Frequent	Intensive	2015	2013	2011	2009
■ EMU	2%	1%	0%	1%	3%	4%	7%
■ Token	4%	1%	2%	2%	3%	3%	2%
■ Other	6%	4%	5%	5%	6%	6%	5%
■ 30-Day pass	4%	8%	12%	8%	6%	7%	7%
■ go!pass	7%	8%	13%	10%	10%	9%	8%
■ Cash	33%	17%	31%	26%	23%	25%	21%
■ MCard	43%	60%	37%	47%	50%	46%	49%

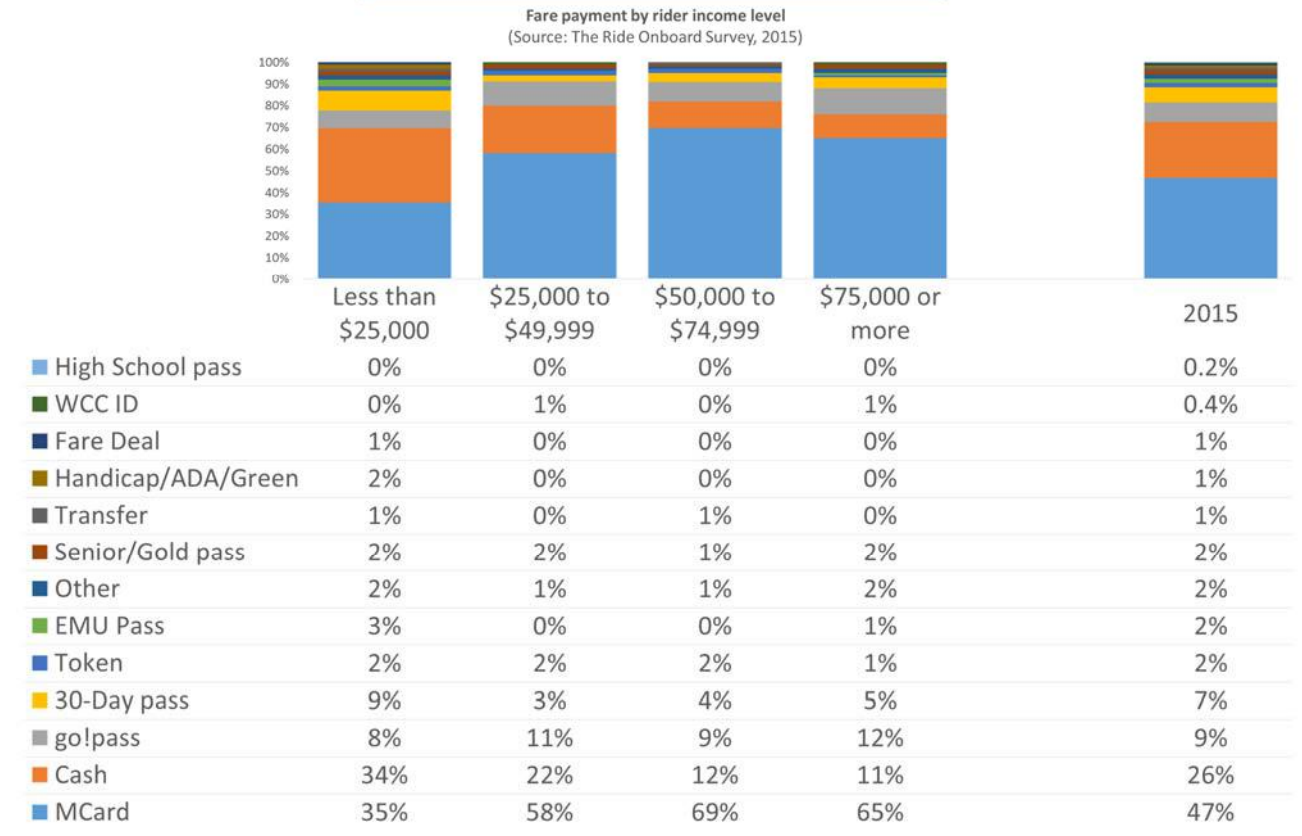
How riders pay their fares

Among all riders, half (47%) paid their fare for their trip with an MCard, while another 21% used another type of pass. This includes the go!pass, 10%, the 30-Day pass, 8%, the EMU pass, 1%, and tokens, 2%). Another 26% paid their fare with cash, an increase of 3% since 2011. That change is associated with a decrease in use of the MCard.

It is of special interest that 10% of TheRide users ride with a go!pass, a pass provided as a benefit by employers for commuting by full time employees.

As one would expect, the use of cash is greatest among the occasional transit users, among whom 33% paid the fare in cash. However, of that rider segment, 43% use an MCard and another 17% used another type of pass.

Figure 17 Fare medium and income

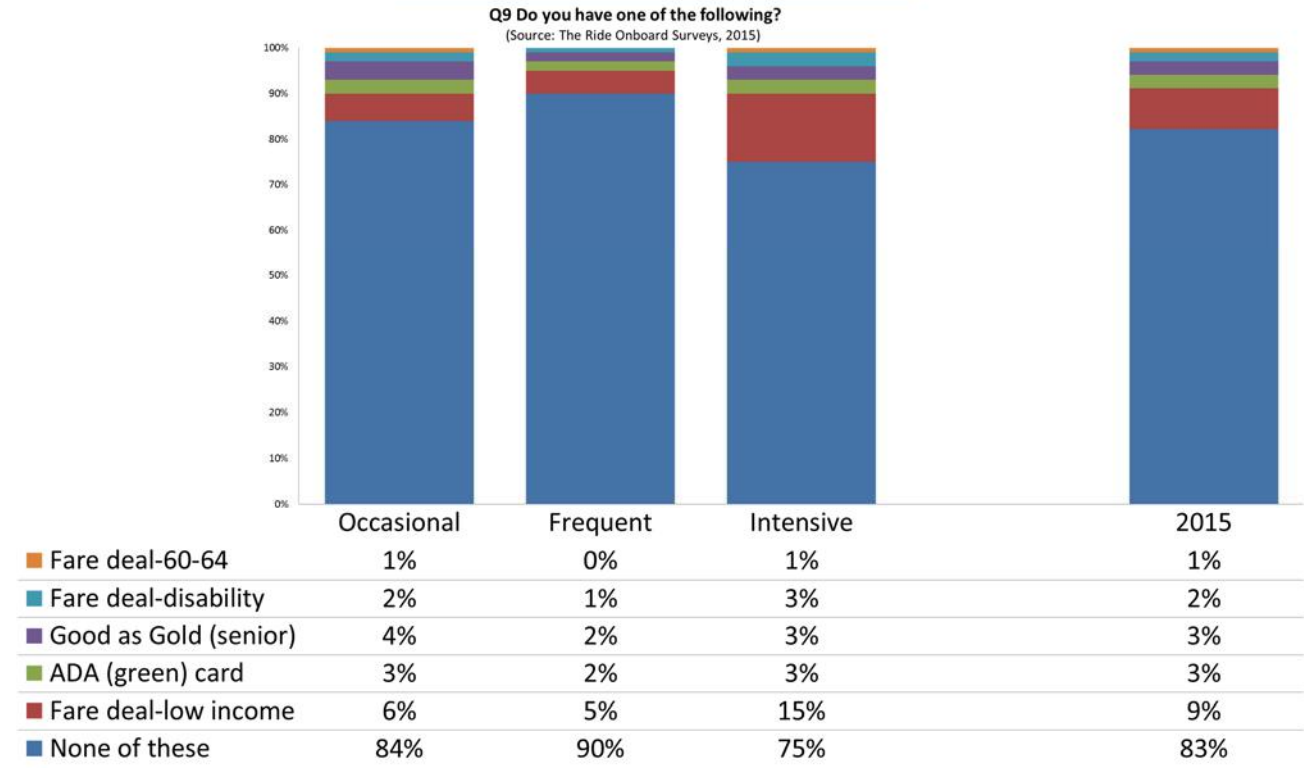


Fare medium and income

Use of the MCard, which accounts for 47% of the fares paid, is closely related to income. From the lowest level of income to the level of \$50,000 to \$74,999, the percent using an MCard increases. Then the use of the MCard does not continue to increase as income grows.

A comment we made in the 2013 study about the relationship of income to fare medium continues to apply. "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 hold discounted passes. That is the case in 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."

Figure 18 Discounted fare cards



Discounted fare cards

While most riders (83%) do not hold one of the several types of fare cards that are discounted for seniors or low income persons, a total of 17% of the riders hold one of the cards. The largest single category is the "Fare deal" card for low income persons, with 9%. As shown in the chart this card is used most heavily by the intensive users (15%).

Other category-related discounted fare cards vary in use from 1% to 3% of riders. They are related to age and disability and tend to be used by more of the occasional riders.

These percentages should not be regarded as estimates of eligibility to using these kinds of passes because if a rider holds a go!pass or MCard or other type of employer-provided pass, they would have no reason to go to the effort of applying for one of the discounted cards.

Figure 19 Routes riders say they use regularly

	Occasional	Frequent	Intensive	All riders
Route 4	30%	28%	49%	36%
Route 6	24%	16%	35%	25%
Route 2	21%	20%	23%	21%
Route 5	18%	19%	27%	21%
Route 7	14%	12%	19%	15%
Route 3	10%	12%	14%	12%
Route 1	10%	7%	12%	10%
Route 12	9%	9%	11%	10%
Route 36	10%	15%	4%	10%
Route 8	6%	7%	12%	8%
Route 22	6%	6%	8%	7%
Route 10	5%	3%	10%	6%
Route 9	5%	5%	8%	6%
Route 16	6%	5%	4%	5%
Route 20	6%	4%	6%	5%
Route 11	5%	2%	6%	4%
Route 18	3%	8%	2%	4%
Route 1U	2%	5%	5%	4%
Route 15	3%	4%	4%	3%
Route 46	2%	3%	4%	3%
Route 609	1%	6%	1%	3%
Route 13	2%	3%	1%	2%
Route 14	1%	2%	2%	2%
Route 17*	0%	1%	1%	1%
Route 33*	3%	0%	1%	1%
Route 67*	0%	0%	0%	0%

* Note: 0% means from 0% to <.005%

Routes riders say they use regularly

This table shows what percent of riders use each route regularly. For example, 35% of TheRide riders use Rt 4 regularly, 25% use Rt 6 regularly, etc.

Many riders use more than one route. For this reason, the columns sum to more than 100%. Also it shows the percent of each rider segment that uses each route.

Figure 20 Ridership segments using each route

Row% (read left to right)	Occasional	Frequent	Intensive
1	29%	29%	42%
1U	9%	76%	15%
2	29%	36%	35%
3	33%	51%	16%
4	25%	29%	47%
5	20%	42%	38%
6	34%	18%	48%
7	33%	45%	23%
8	26%	30%	44%
9	25%	32%	43%
10	21%	25%	54%
11	39%	20%	41%
12	23%	33%	44%
13	21%	58%	21%
14	0%	59%	41%
15	40%	40%	19%
16	28%	28%	43%
17	17%	50%	33%
18	10%	83%	7%
20	35%	24%	41%
22	25%	39%	36%
33	68%	18%	14%
36	26%	66%	8%
46	25%	33%	42%
67	14%	43%	43%
609	13%	61%	26%
710	10%	86%	3%
711	16%	84%	0%

Ridership segments using each route

This table breaks the ridership of each route into the three transit rider segments. For example:

- Of Route 1 riders, 29% are occasional users of TheRide, 29% are frequent users, and 42% are intensive users.

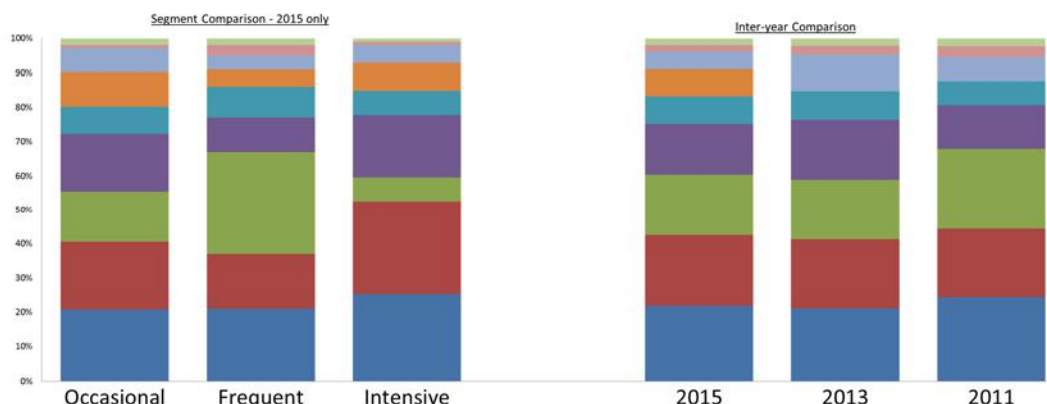
Or, another example:

- Of Route 11 riders, 39% are occasional users of TheRide, 20% are frequent users, and 41% are intensive users.

Transportation Alternatives, Including Car Sharing

Figure 21 Alternative if TheRide had not been available

Other transportation options
Source: The Ride Onboard Surveys, 2009-2015. Blank cell indicates option was not available in that year)



Q13. If TheRide were not available for this trip, what would you have done instead?

	Occasional	Frequent	Intensive	2015	2013	2011
Used Zipcar	0%	0%	0%	0%	0%	0%
Gone somewhere else	2%	2%	1%	2%	2%	2%
Carpool or vanpool	1%	3%	1%	2%	3%	3%
Bicycled	7%	4%	5%	5%	10%	7%
Used Uber or Lyft	10%	5%	8%	8%		
Taken a U of M bus	8%	9%	7%	8%	8%	7%
Not made this trip at all	17%	10%	18%	15%	18%	13%
Driven alone	15%	30%	7%	18%	18%	23%
Walked	20%	16%	27%	21%	20%	20%
Gotten a ride	21%	21%	25%	22%	21%	24%

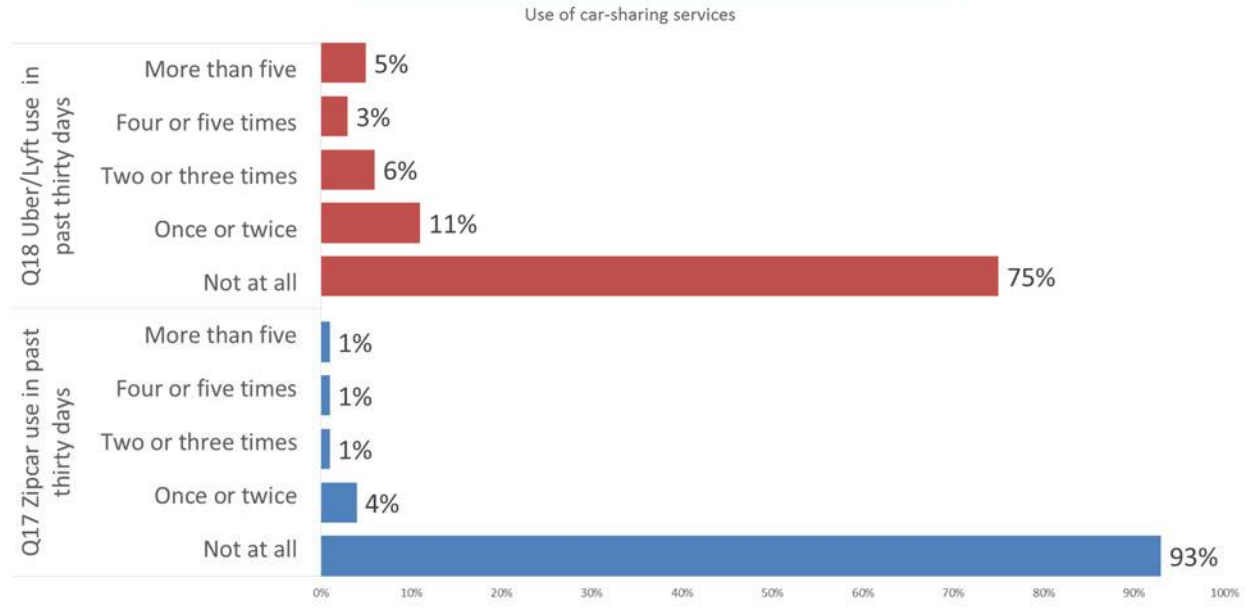
Alternative if TheRide had not been available

Riders were asked what they would have done if TheRide were not available for this trip. Since the previous survey in 2013, new car-sharing alternatives have come into play, specifically Uber and Lyft. Zipcar too became available, was not used by any of the riders surveyed.

In the absence of TheRide service, approximately one-fifth (22%) of riders said in 2015 that they would have gotten a ride, statistically unchanged from 2013 (21%), while another 18% (unchanged from 2013) said they would have driven alone. In 2015, 15% said they would not have made the trip at all, down slightly from 2013 (18%). Walking was the alternative for 21%, essentially unchanged from 20% in 2013. The latter percentage suggests that a significant proportion of the trips continue to be made via TheRide that are within walking distance from origin to destination.

The new alternative of Uber and Lyft attracted 8% of the choices as an alternative, a small but important potential market share.

Figure 22 Car sharing - Uber and Lyft



Car sharing - Uber and Lyft

Respondents were asked how often in the past 30 days, if at all they had used Uber, Lyft or ZipCar. Most had not used any of them at all, 75% in the case of Uber and Lyft, and 93% in the case of the ZipCar.

However, a total of 25% indicated that they had used Uber or Lyft.

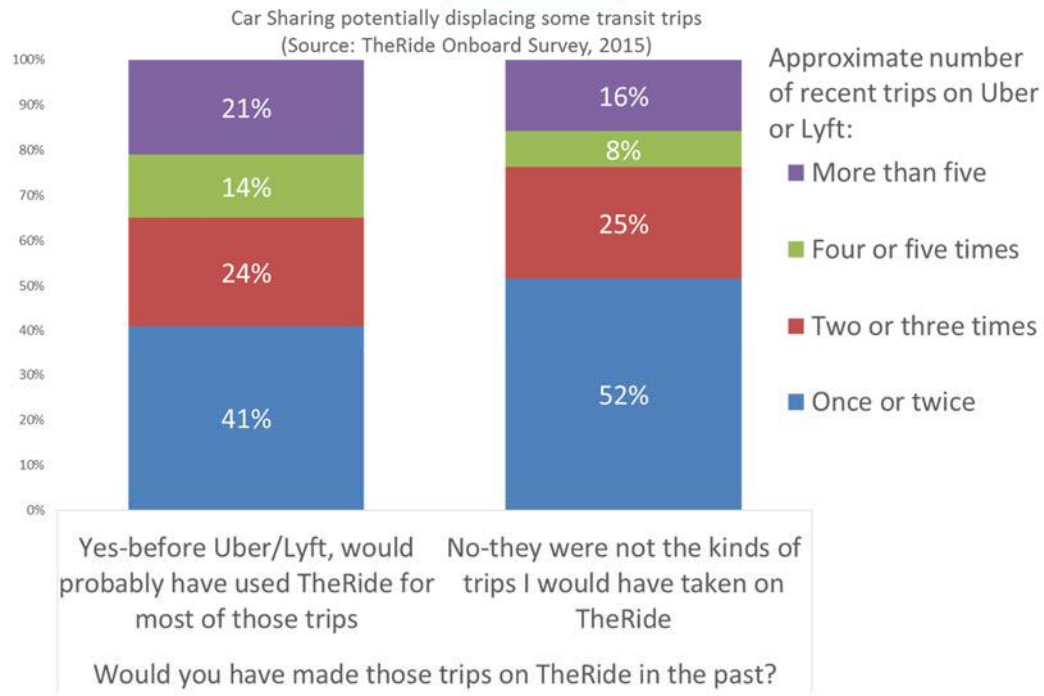
Figure 23 Car sharing

		Use of Car Sharing Services			
		Occasional	Frequent	Intensive	All Riders
Q17 Zipcar use in past thirty days	Not at all	90%	96%	91%	93%
	Once or twice	5%	2%	5%	4%
	Two or three times	2%	1%	1%	1%
	Four or five times	1%	0%	1%	1%
	More than five	1%	0%	2%	1%
Q18 Uber/Lyft use in past thirty days	Not at all	72%	78%	75%	75%
	Once or twice	14%	11%	11%	12%
	Two or three times	6%	6%	5%	6%
	Four or five times	3%	2%	3%	3%
	More than five	5%	3%	6%	5%

Car sharing

The tendency to use the car sharing services is unrelated to the frequency with which riders use TheRide.

Figure 24 Number of trips by car sharing that may have been taken by transit in the past

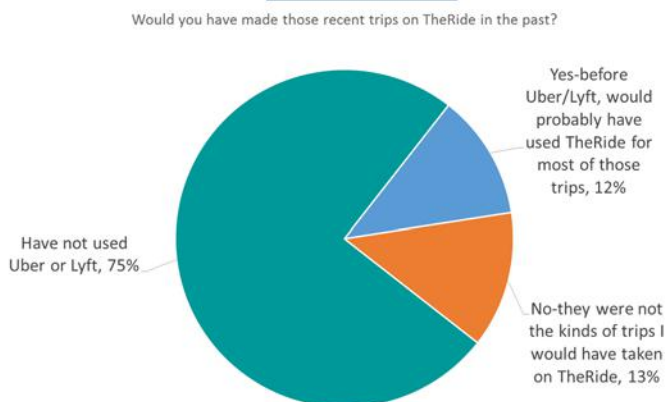


Trips by car sharing that may have been taken by transit in the past

Of all riders, 12% say that they have made recent car sharing trips on Uber or Lyft that would in the past have been via transit.

Of those 12% of car sharing users who indicated they probably would have used TheRide for most of the car sharing trips, 41% (or 5% of the riders) said they had made only one or two such trips, while the balance, 7% said they had made more such trips.

Figure 25 Extent of car sharing trips replacing transit trips

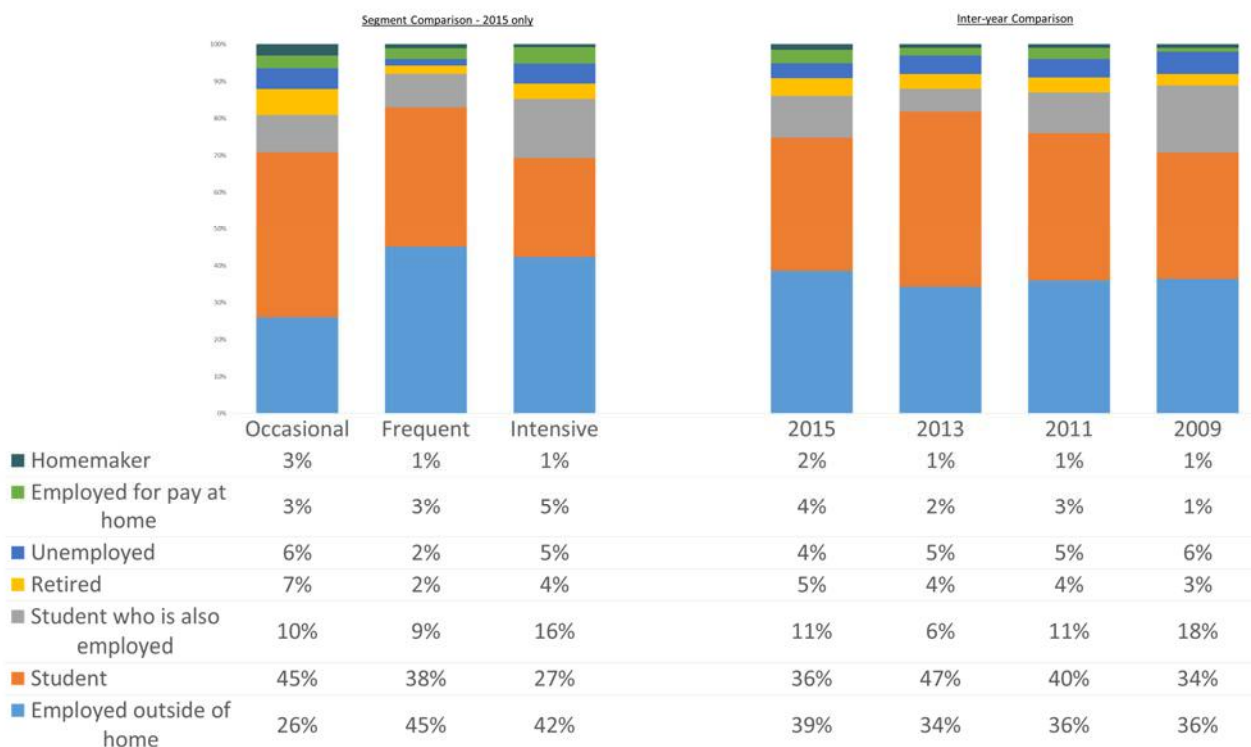


These results do not reveal the actual extent of the transit trips being displaced by car sharing. They indicate only that car sharing does have some presence in the market. Given the price differential between TheRide and car sharing, it is unlikely that the Uber/Lyft model would displace many regular transit trips taken multiple times a week. However, it is clear that these new services have the potential to make some inroads into the market for local transportation now occupied by transit.

Demographic Profile

Figure 26 Employment of riders

Q21 Employment & student status
(Source: The Ride Onboard Surveys, 2009-2015)



Employment of riders

In previous surveys, an absolute majority of riders have been students, either students-only or students who are also employed. In 2013, for example, 47% of riders indicated they were students-only and another 6% indicated they are both students and employed, for a total of 53% of TheRide’s users. In 2015, for the first time, the percentage of students in the ridership has declined to below 50%, and now stands at 47% (36% students only and 11% students who are also employed).

From 2009 through 2013 there was a consistent pattern in which the percentage of riders who were only students and not also employed rose by 13%, while the percentage of riders who are employed students declined from 18% to 6%. In 2015, the percentage of employed students returned to the 2011 level of 11%, while the students-only group declined from 47% to 36%. Why this change is occurring is not apparent from these results. In part it may be a consequence of changed in fare policies of the University. But it may also have to do with the increased number of persons working outside the home².

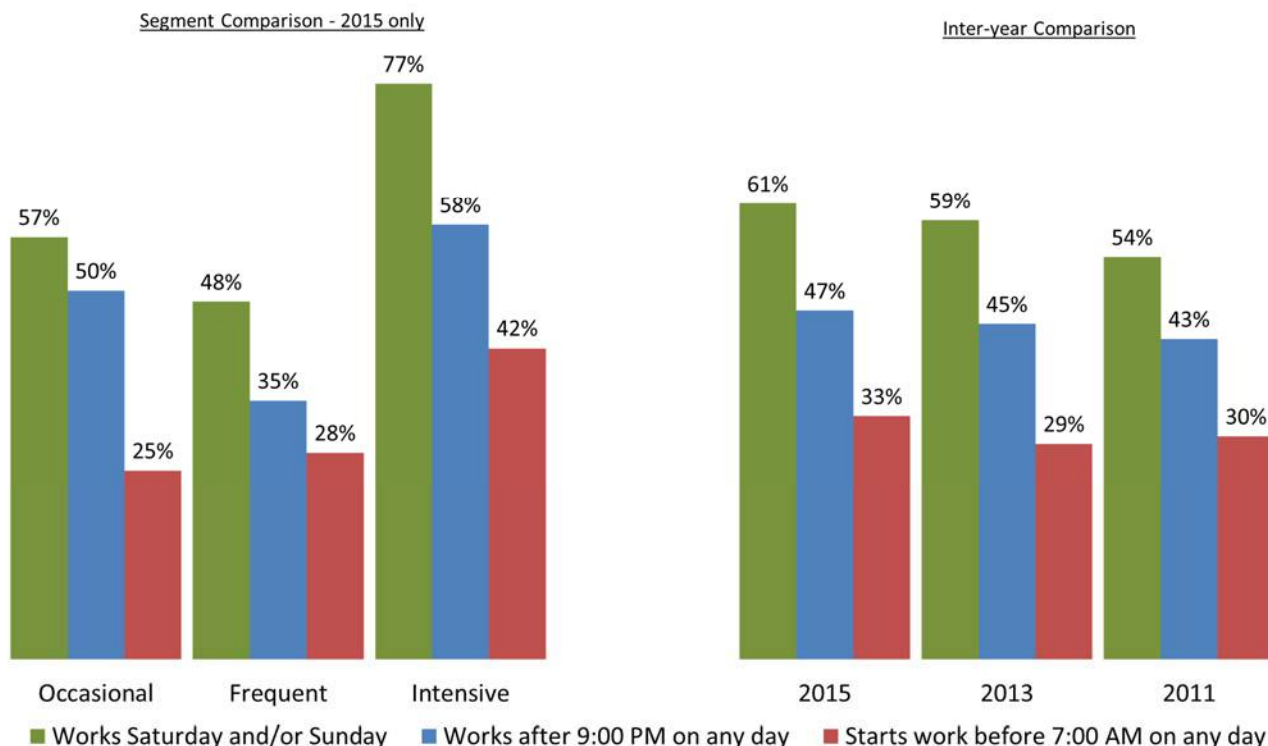
Besides students, the next largest group consists of persons who are employed for pay outside their home (39%), up slightly from 34% in 2013. Although this percentage is up slightly, it is basically little changed from 2009 through 2013 when it varied from only 36% in 2009 and 2011 to 24% in 2013.

² Further analysis of the survey data (post-report) for each of the survey years, using a consistent annual ridership measure for weighting, would quite probably help answer that question.

Figure 27 Working on non-peak days and hours

Q23. If employed, usually...

(Sources: The Ride Onboard surveys, 2011 -2015)



Working on non-peak days and hours

Those riders who are employed were asked whether they work during off-peak times, specifically weekend days, and/or after 9 PM on any day of the week. Included among the employed riders are both those who are only employed and those who are both students and employed. Of employed riders, 61% indicated that they must work on Saturday and/or Sunday. This result is up slightly from 59% in 2013 and significantly from 54% in 2011. Forty seven percent (47%, up from 45% in 2013) indicated they must work on one or more days a week after 9:00 PM, and 33% that they must begin work before 7:00 AM on at least some work days (up from 29% in 2013). It is the weekend work rather than late night or early morning work that has seen the greatest increase (+7%) since 2011. However, all three work-shift variables have shown increases since 2011. Thus the modest increase in the tendency for users of TheRide to work in off-peak periods, is an increase well-served by recently augmented service span of TheRide.

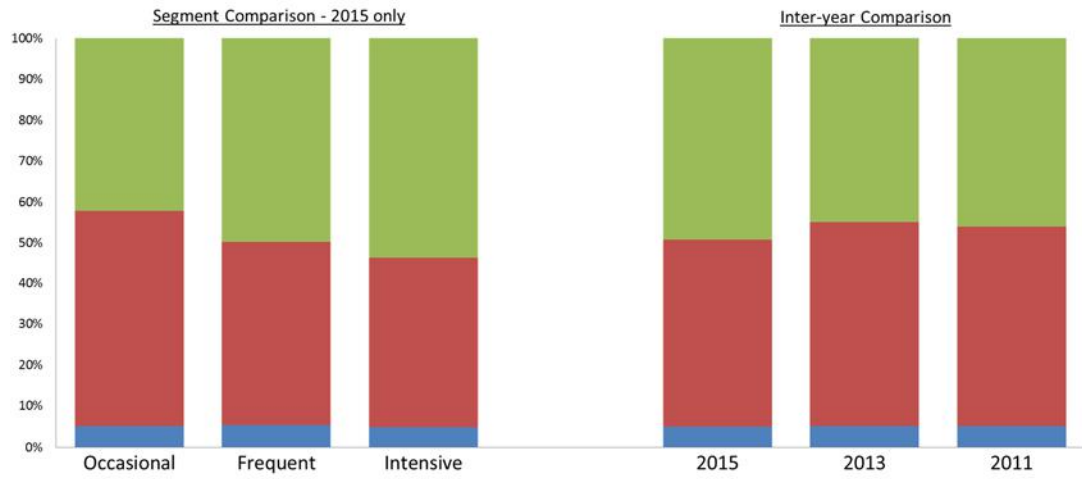
As one would anticipate, all three tendencies hold especially true for the intensive riders. They are lower in income than the other segments and would probably be more likely to have service jobs that require weekend and evening work.

It should be noted that AAATA has very substantially increased service on weekends and has increased service during the evening seven days a week.

Figure 28 Student riders

Q22. Student status

(Source: The Ride Onboard Surveys, 2009-2015)



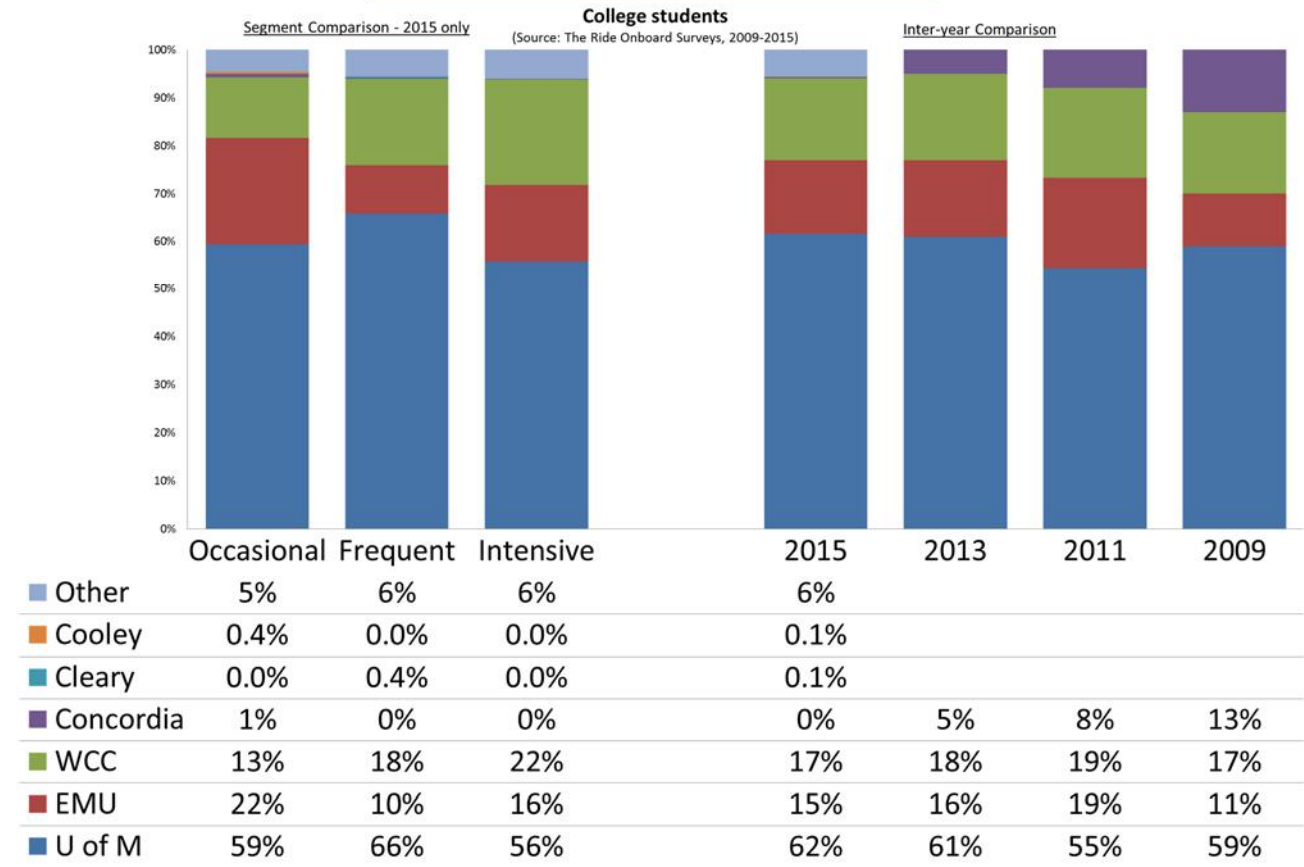
	Q22. Type of student					
■ Not a student	42%	50%	54%	49%	45%	46%
■ College student	53%	45%	42%	46%	50%	49%
■ High school student	5%	5%	5%	5%	5%	5%

Student riders

Almost half (46%) of adult riders are college students and another 5% are high school students. These percentages remained constant from 2011 to 2013, but the percentage of college students declined from 2013 (50%) to 2015 (46%).

As there was in previous years, in 2015 there is a slight inverse relationship between being a college student and frequency of using TheRide. While of occasional riders 53% are college students, fewer intensive users, 42%, are college students. In other words, occasional riders are more likely than other rider segments to be college students. Nevertheless, in all three rider groups there are a great many college students.

Figure 29 School/college attended



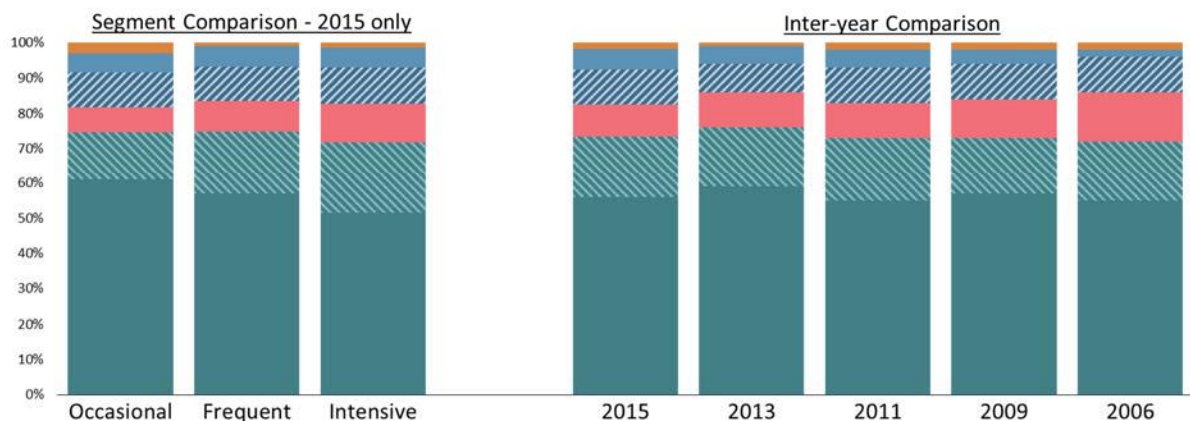
School/college attended

Those riders who indicated that they are students were asked which school they attend. Of all student riders (a category which includes both employed students and students-only) 62% said they attend the University of Michigan, while 17% attend Washtenaw Community College, 15% Eastern Michigan University, and 6.2% other schools. These proportions are generally similar to those of previous surveys.

Figure 30 Age

Age

(Source: The Ride Onboard Surveys, 2006-2015)



Q20. How old are you?

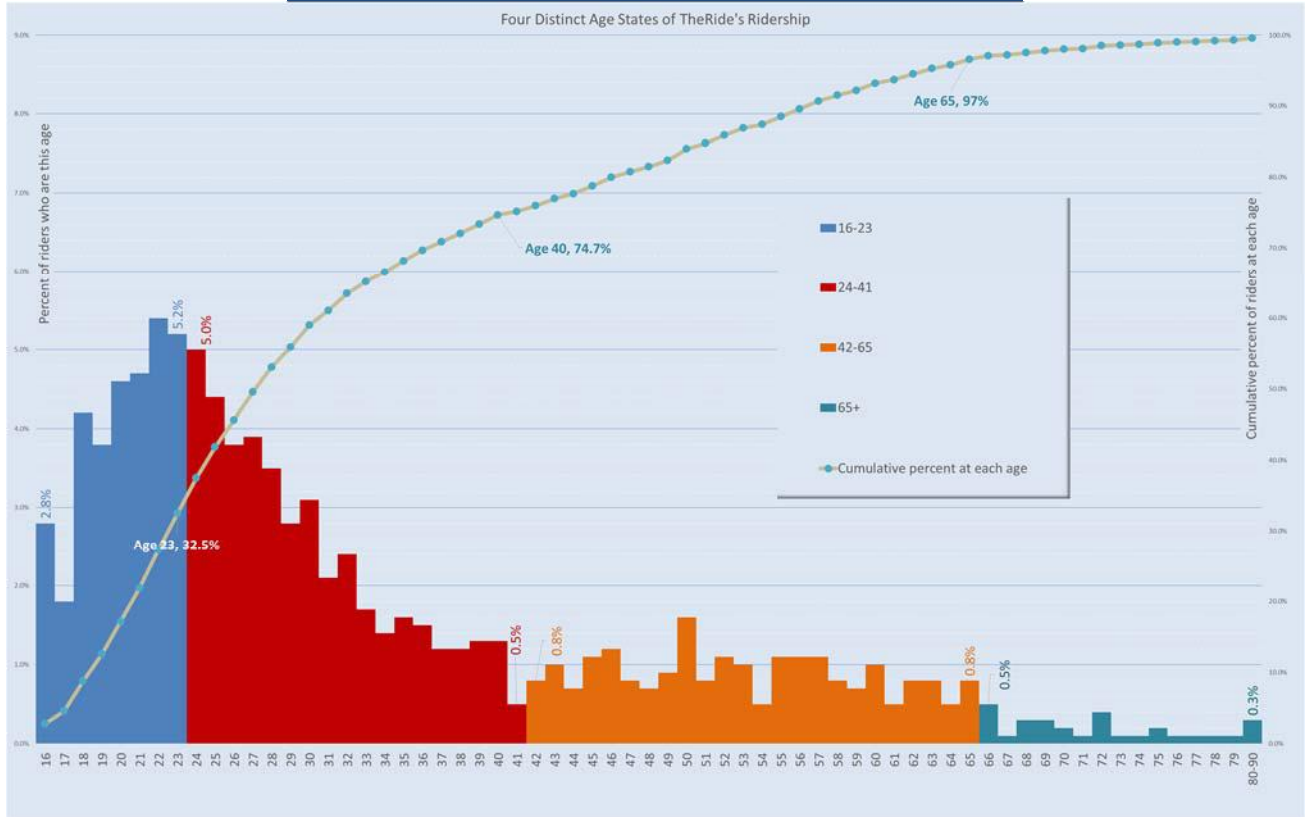
■ 70+	3%	1%	1%	2%	1%	2%	2%	2%
■ 60-69	5%	6%	6%	6%	5%	5%	4%	2%
■ 50-59	10%	10%	10%	10%	8%	10%	10%	10%
■ 40-49	7%	9%	11%	9%	10%	10%	11%	14%
■ 30-39	14%	18%	20%	18%	17%	18%	16%	17%
■ <=29	61%	57%	51%	56%	59%	55%	57%	55%

Age of riders

In the United States, transit riders tend to be young, even in towns without major universities. This is especially true, however, in university towns such as Ann Arbor. Of all those using TheRide in 2015, 56% are under the age of thirty, slightly lower than the 59% in 2013. Given that students make up a very substantial portion of the total ridership, this is not surprising. Since 2006, the age distribution of the ridership has changed only marginally. The 56% of 2015 is actually more in line with the long term results of 2006 to 2011 than the 59% of 2013 which was somewhat out of line with the prior years.

The occasional riders (61%) are more likely than the frequent (57%) and intensive users (51%) to be under the age of thirty, presumably because more of them are college students with irregular class times and study schedules.

Figure 31 Four life stages of transit ridership

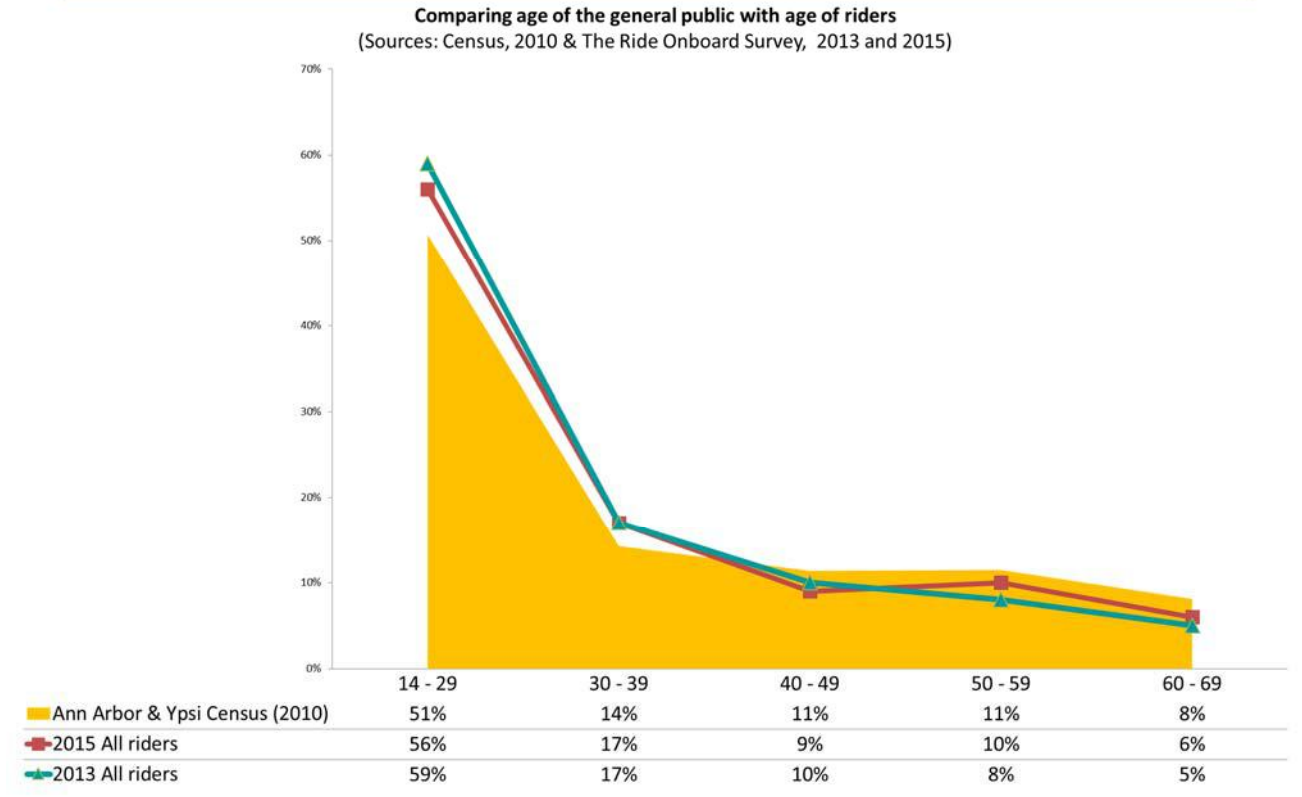


Four Life Stages of Transit Ridership

There are four age-related life stages of ridership that have an impact on the total system ridership. The proportion of riders rises with age until the age of twenty four, then declines rapidly from that peak to the age of forty. The age-distribution then becomes essentially flat during career years of 42 to 64, when, as retirement sets in at the age of 65, it declines again and again remains flat.

While the chart in Figure 31 represents the age distribution of the total ridership as a static snapshot, it also suggests that this is a trajectory of individuals' probabilities of becoming a transit rider. As age increases from sixteen to twenty three, his or her probability of using transit increases. Then from 24 to 42 his or her probabilities of using transit decrease rapidly, then stabilize.

Figure 32 Contrast - general public age (Census 2010) and AAATA riders

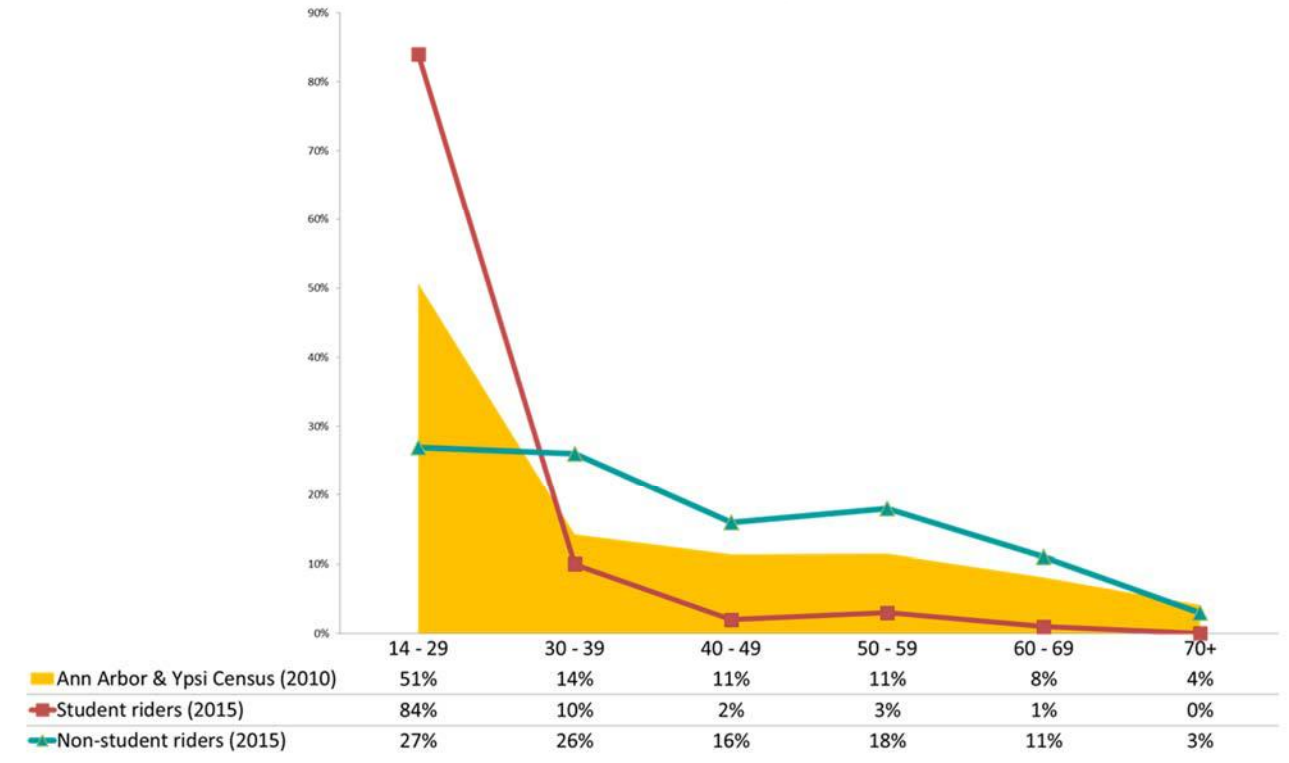


Age of the general public and age of AAATA riders

In most transit systems we observe an immense gap between the ages of the population and the ridership, with the ridership being far younger than the general public. In the case of TheRide, the differences do exist in the usual direction, but they are very minor differences, far smaller than we usually observe. As a result, the age profile of all riders in 2015 (red line in Figure 32), including all riders, matches fairly closely the profile of Ann Arbor and Ypsilanti (yellow area). There is also very little difference between the age distribution in 2013 and that of 2015.

Figure 33 Age distribution of student and non-student riders

Comparing age of the general public with age of student and non-student riders
(Sources: Census, 2010 & The Ride Onboard Survey, 2013 and 2015)



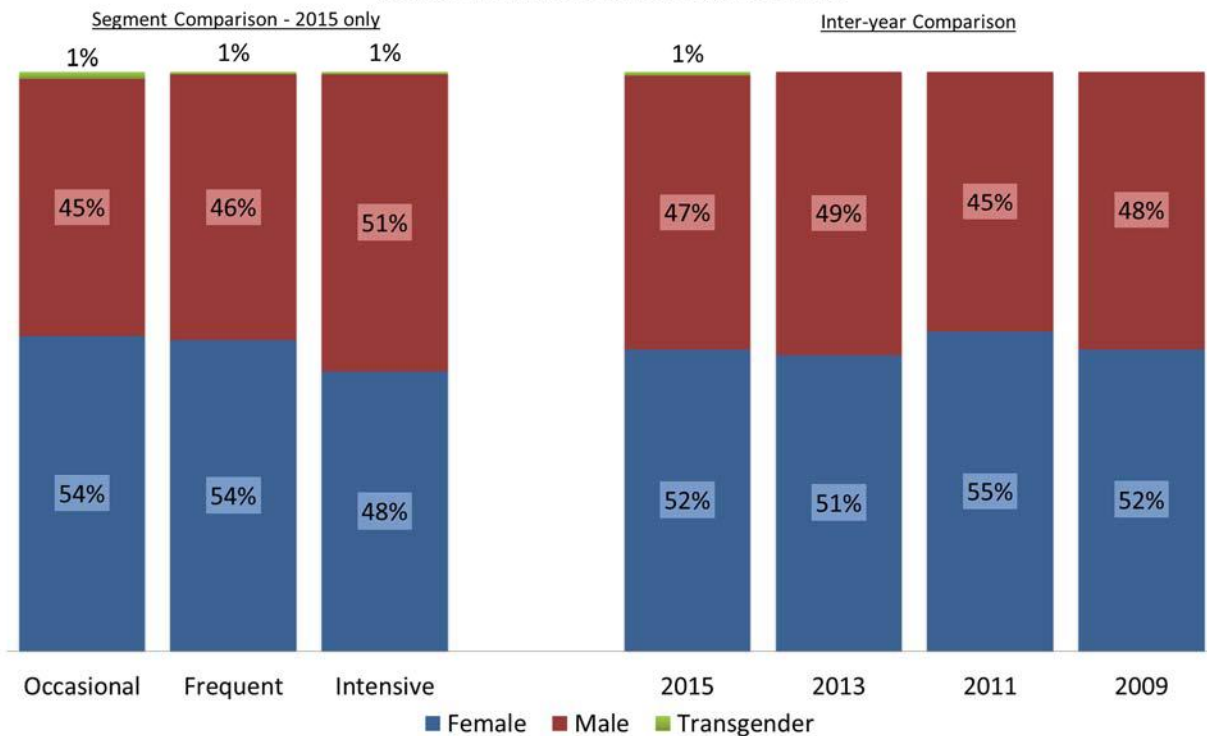
Age distribution of student and non-student riders

The age distributions of student ridership (red line) and the non-student ridership (green line) are quite different from each other. Non-student riders are older than the ridership as a whole, with fewer in the under-30 range and more in the age range of 30 through 59. Nevertheless, even the non-students are relatively young.

Figure 34 Gender

Gender

(Source: The Ride Onboard Surveys, 2009-2015)



Gender of riders

According to the Census of 2010, the total population of Ann Arbor and Ypsilanti is 51% female, 49% male. In 2011, the gender distribution of riders was significantly different from that distribution with a ratio of 55% women to 45% men, but in 2015 the percentage of women (52%) is essentially the same as the total population. The exceptionally high percentage of women in 2011 (55%) was exceptional and probably was caused by some unknown short term factor affecting the ridership at that time.

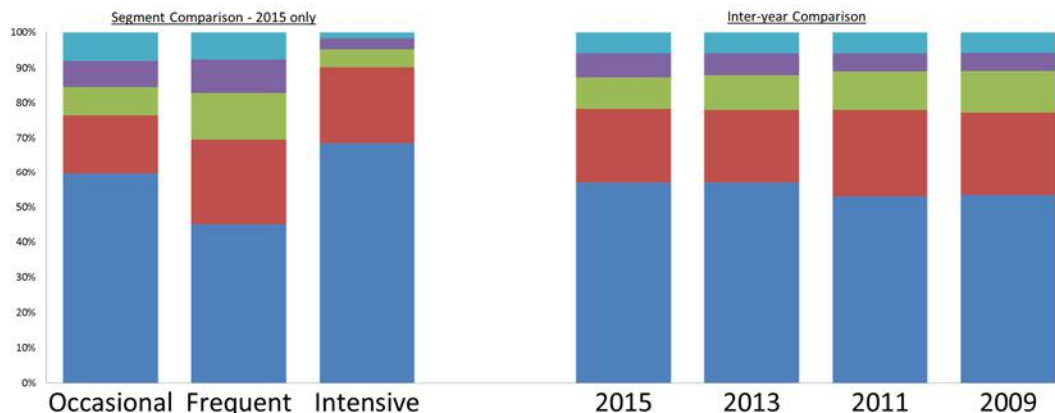
As the meaning of "gender" in the culture changes, the category *transgender* has been added to the survey. There is a major debate within the survey research profession regarding how to ask the question. It was asked as a simple direct question in TheRide survey: "Are you, Male, Female, Transgender" rather than (as with ethnicity) as a self-identification question ("Do you identify yourself primarily as...") Future surveys may alter this wording. One percent (1%) identified themselves in TheRide survey as transgender.

Occasional (54%) and frequent (also 54%) riders are more often female than are the intensive riders (48%).

Figure 35 Income

Household income

(Source: The Ride Onboard Surveys, 2009-2015)



Q25. What is your total combined annual household income?

	Occasional	Frequent	Intensive	2015	2013	2011	2009
■ \$100,000 or more	8%	8%	2%	6%	6%	6%	6%
■ \$75,000 to \$99,999	8%	10%	3%	7%	6%	5%	5%
■ \$50,000 to \$74,999	8%	13%	5%	9%	10%	11%	12%
■ \$25,000 to \$49,999	17%	24%	22%	21%	21%	25%	24%
■ Less than \$25,000	60%	45%	68%	57%	57%	53%	54%

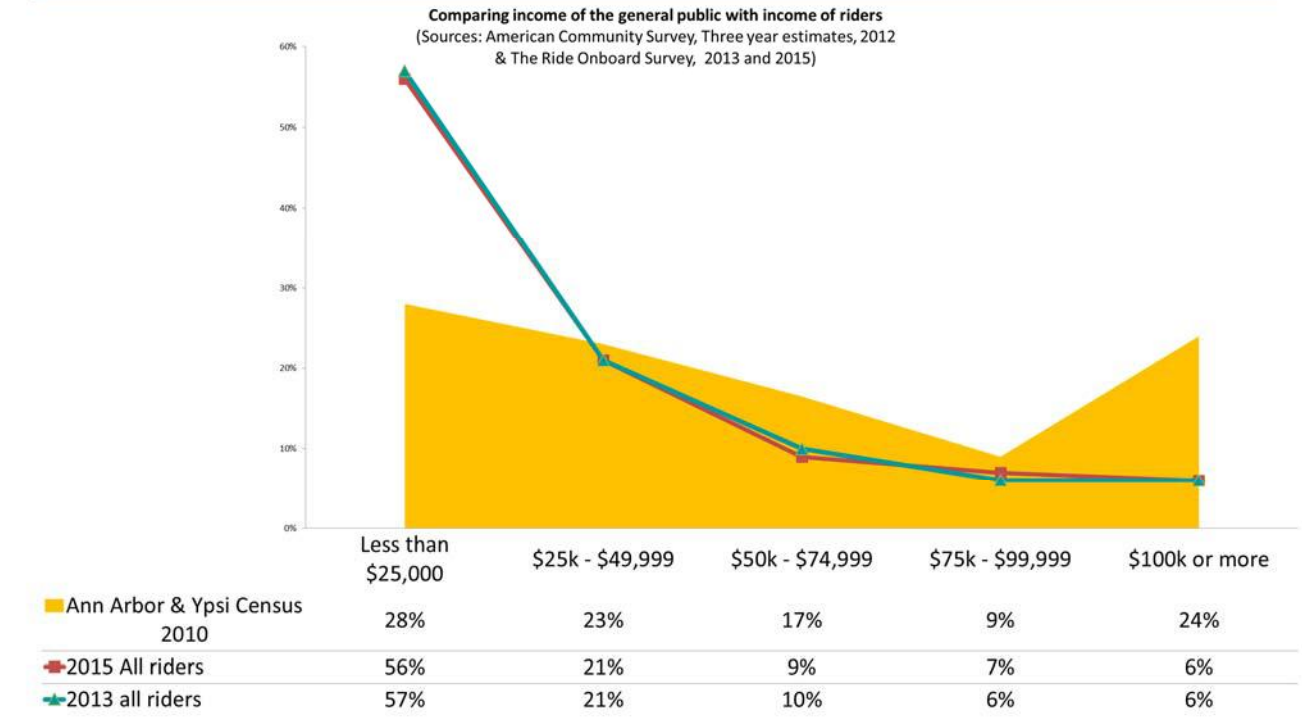
Income of rider households

In 2015, as in previous years, more than half of all riders (57%) report household incomes of less than \$25,000 annually. There was a small but statistically significant increase in the percentage of riders in this lowest income category from 2011 to 2013 which went from 53% to 57% in that period, but the percentage remained constant at 57% from 2013 to 2015.

As is true of virtually all transit systems in the United States, the incomes of most frequent users of TheRide ("Intensive") are more likely to be in the lowest category than are the incomes of the less frequent riders. For example, 68% of the households in the intensive rider category report income of less than \$25,000 annually, but "only" 45% of the frequent riders report incomes this low. Frequent riders are more often gainfully employed, and this accounts for their households' higher incomes.

Of the intensive riders, a total of only 10% report household incomes in the categories \$50,000 or more. Of frequent riders, 31%, and of the occasional riders, 24% report incomes of \$50,000 or more.

Figure 36 Contrast - general public income (ACS results) and AAATA riders



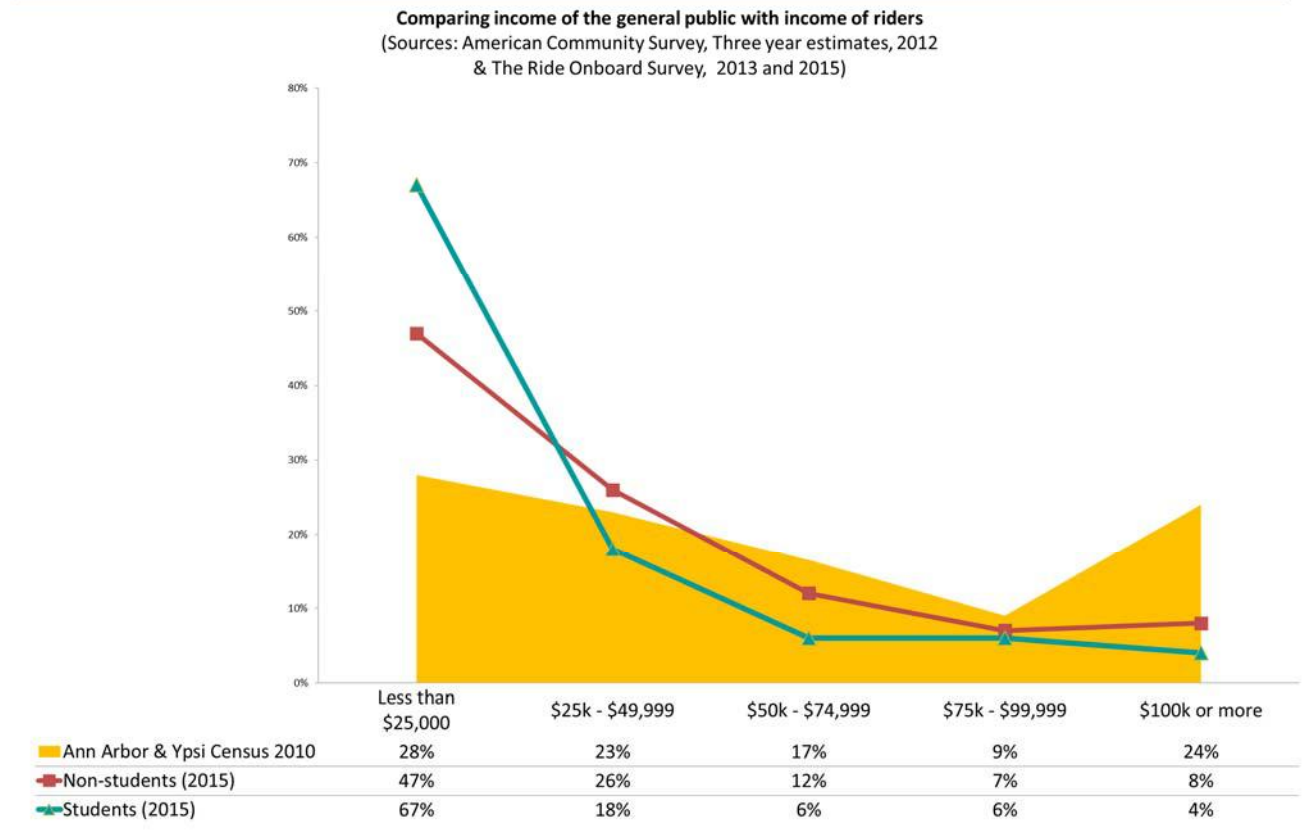
Comparing the incomes of households in Ann Arbor and Ypsilanti with those of AAATA riders

Figure 36 displays a comparison of household income for the whole service area with the household income of the ridership. For general public household income we have used the *American Community Survey (ACS)*, which is a household random sample survey the Census Bureau conducts on an ongoing basis between the decennial census periods. Household income data from that survey are compared in the chart above to the income distribution among rider households taken from TheRide Onboard Surveys of 2015 and 2013.

There is no statistically significant difference between the rider income distributions of 2013 and 2015.

The contrasting income levels of rider households and all households in the cities of Ann Arbor and Ypsilanti and TheRide riders are shown in the figure. Compared to all households in the two cities, all riders in 2015 as in 2013 are two times more likely (56% to 28%) to fall into the lowest income category (Less than \$25,000). Also in 2015 as in 2013, compared to the populations of Ann Arbor and Ypsilanti, TheRide's riders are also one-fourth as likely (6% to 24%) to fall into the highest income category.

Figure 37 Income comparison: Student/non-student riders and general public

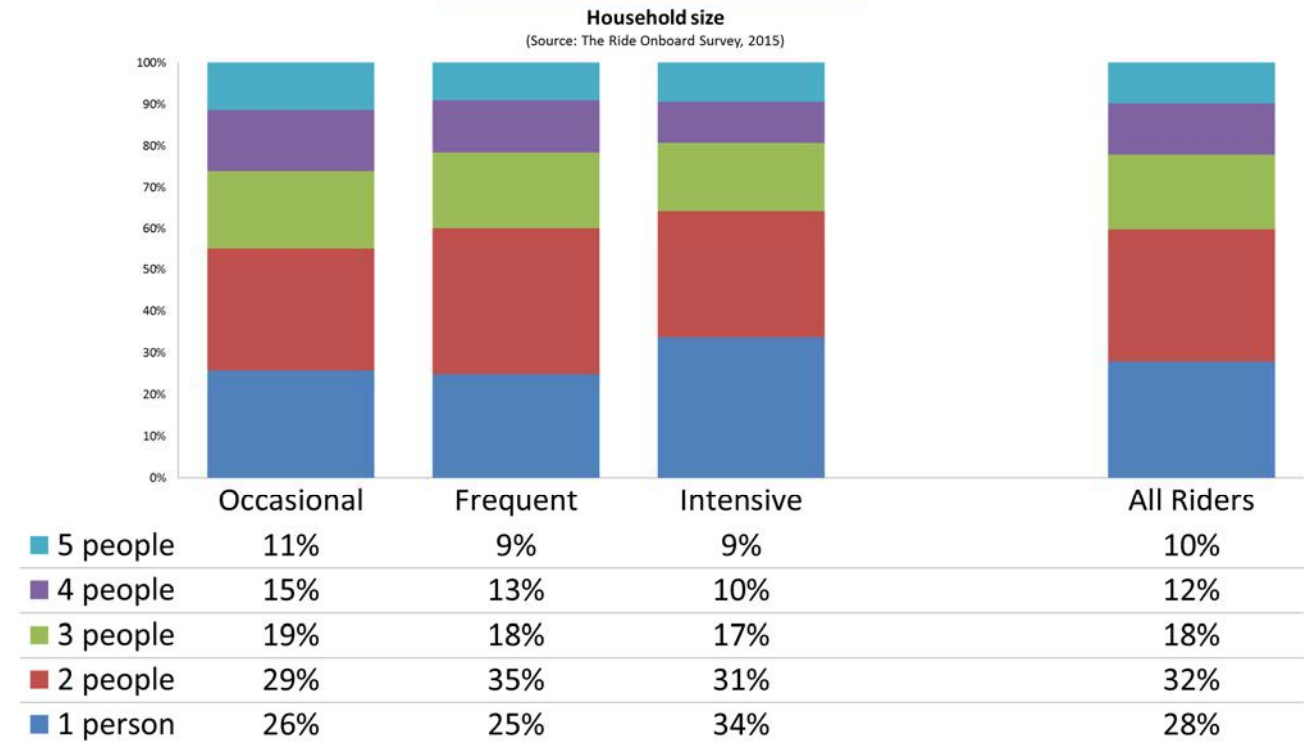


Income comparison: Student/non-student riders and general public

Because students are likely to have low incomes, but to be preparing for careers in which they are likely to have much higher future incomes, students and non-students are shown separately in the Figure 37.

Students in general, if only because of their youth and lack of career-based income, do have incomes lower than others. Indeed, while approximately half (47%) of non-student riders have incomes in the lowest income level, two thirds of the students (67%) fall into that very low income group.

Figure 38 Household size



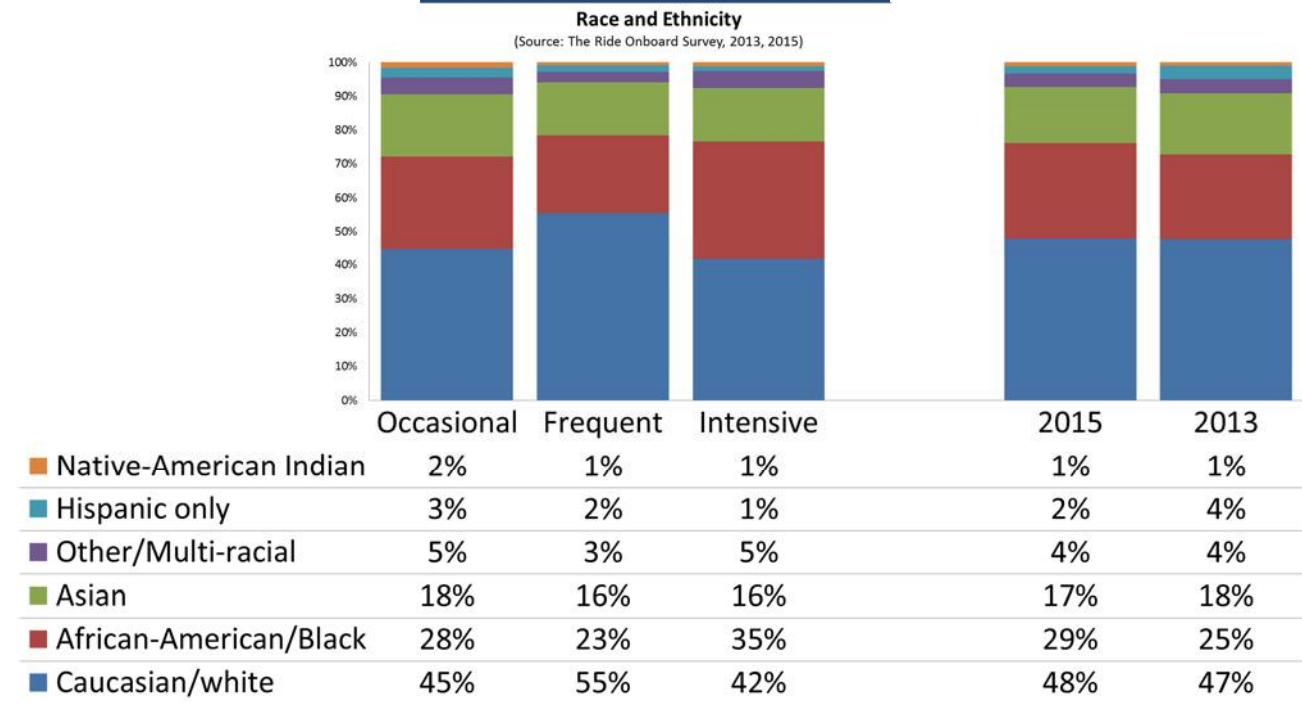
Household Size

More than one-fourth (28%) of TheRide's users live alone. Another approximate third (32%) live in two person households. The balance (40%) live in larger households with three or more persons.

The intensive riders are more likely (34%) than the frequent (25%) and occasional riders (26%) to live in single person households.

Household size is important to the computation of federal poverty level incomes which are based on per capita income within a household. An analysis of poverty level income will be provided as a supplement to this report for purposes of Title VI reporting.

Figure 39 Race and ethnicity

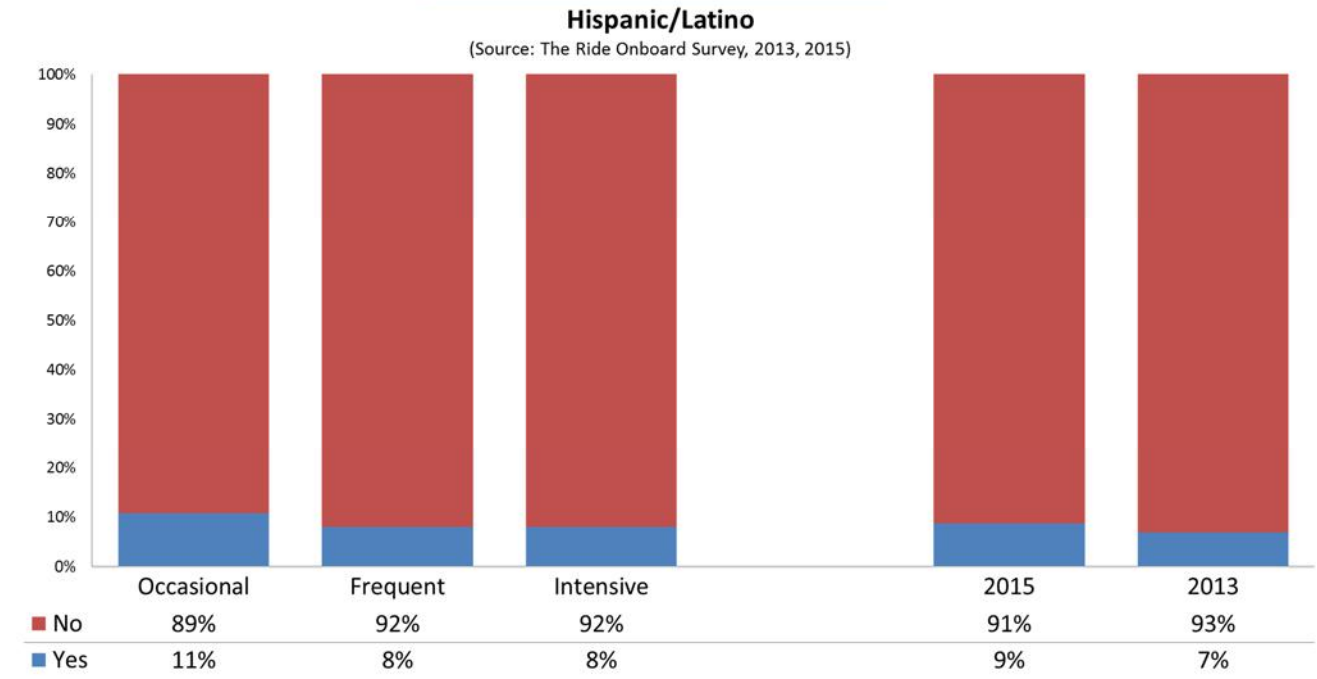


Race and ethnicity

Almost the same as in 2013, when it stood at 47%, the ridership is 48%, or roughly half, Caucasian. Another 29% identify themselves as African American, an increase from 25% in 2013. Another 17% self-identify as Asian. Two percent (2%) identify themselves as Hispanic without also indicating a racial group.

The racial groups vary substantially among the rider segments. More of the intensive riders (35%) self-identify as African-American/Black than do the frequent riders (23%) or occasional riders (28%). Conversely, the frequent riders are more likely (55%) than the intensive (42%) or occasional riders (45%) to self-identify as Caucasian/white.

Figure 40 Hispanic ridership



Hispanic ridership

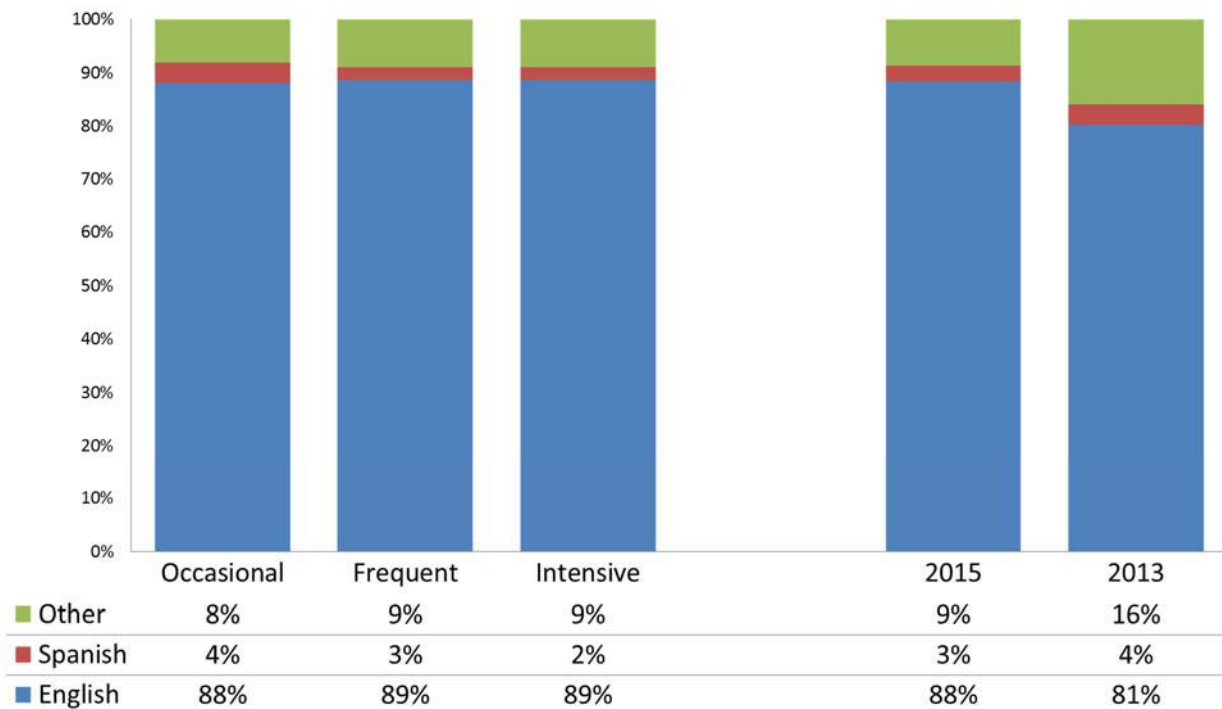
While only 2% of the ridership identified themselves as Hispanic in response to the question on race without also identifying a racial group, a total of 9% identified themselves as Hispanic when that question was asked separately. The result was only slightly different than in 2013 (7%).

The occasional riders (11%) are slightly more likely than others (8%) to say they are of Hispanic heritage.

Figure 41 Language spoken at home

Primary language

(Source: The Ride Onboard Survey, 2013, 2015)

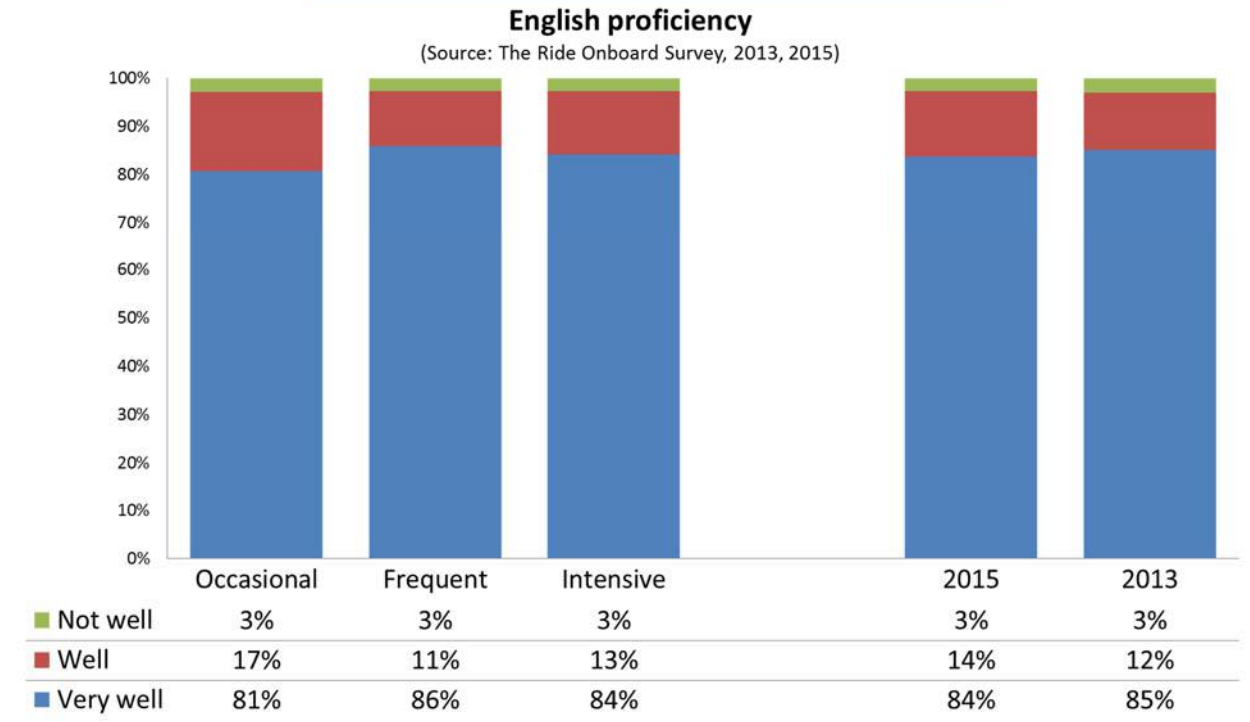


Language spoken at home

Respondents were asked what language they most often speak at home. Given the ethnic makeup of the ridership, it is not a surprise that 88% indicate that they speak English at home, and another 3% said they speak Spanish, while 9% said they speak another language. It is interesting, however that languages other than English and Spanish declined as a share of the languages spoken by riders from 16% in 2013 to 9% in 2015.

The rider frequency segments do not differ significantly in terms of the language spoken at home.

Figure 42 How well do you speak English?



How well do you speak English?

The overwhelming majority, 84%, answered that they speak English very well. Another 14% indicated that they speak English well. Only 3% indicated that they do not speak English well. This tendency differs only somewhat among the rider frequency groups.

Customer Satisfaction with Service

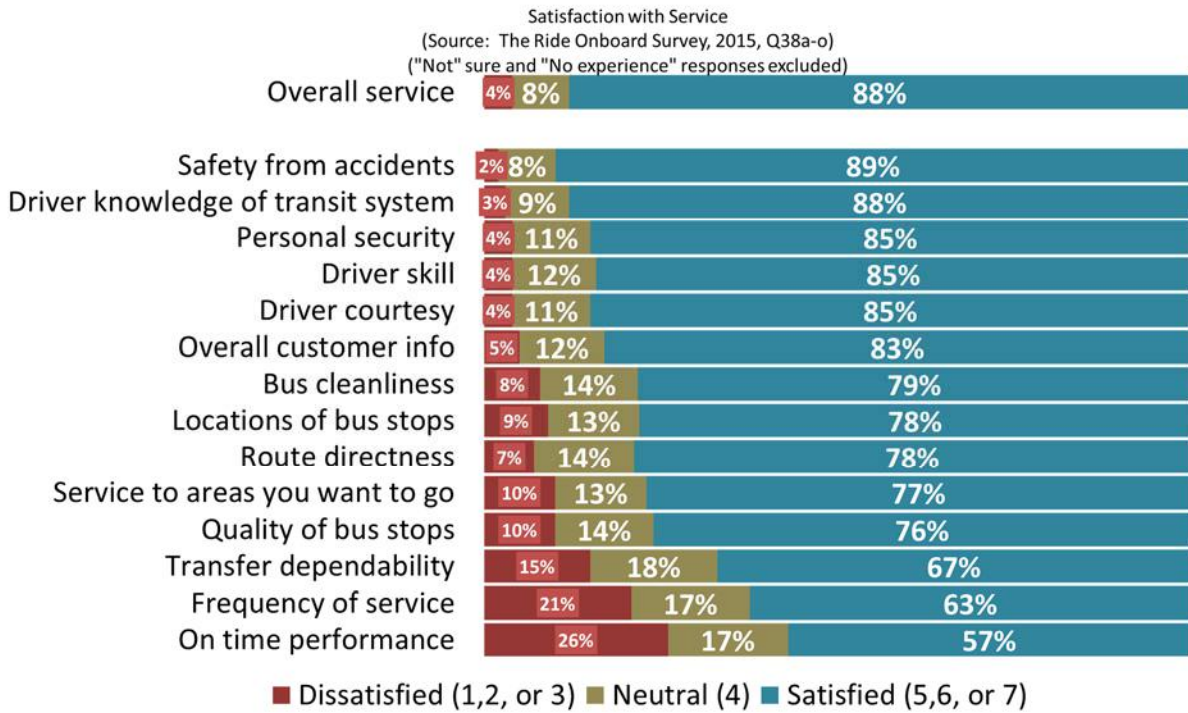
Figure 43 Customer satisfaction questions

38. How satisfied or dissatisfied are you with TheRide service in each of the following areas?	Don't know	Dissatisfied			Neutral			Satisfied
		☹			☺		☺	
a. Drivers' skill	<input type="checkbox"/>	1	2	3	4	5	6	7
b. Drivers' courtesy with passengers	<input type="checkbox"/>	1	2	3	4	5	6	7
c. Drivers' knowledge of the TheRide system	<input type="checkbox"/>	1	2	3	4	5	6	7
d. Overall quality of customer information	<input type="checkbox"/>	1	2	3	4	5	6	7
e. Bus cleanliness	<input type="checkbox"/>	1	2	3	4	5	6	7
f. Safety from accidents	<input type="checkbox"/>	1	2	3	4	5	6	7
g. Personal security	<input type="checkbox"/>	1	2	3	4	5	6	7
h. Quality of bus stops you use	<input type="checkbox"/>	1	2	3	4	5	6	7
i. Locations of bus stops you use	<input type="checkbox"/>	1	2	3	4	5	6	7
j. On-time performance	<input type="checkbox"/>	1	2	3	4	5	6	7
k. Frequency of service	<input type="checkbox"/>	1	2	3	4	5	6	7
l. Dependability of making transfers	<input type="checkbox"/>	1	2	3	4	5	6	7
m. Directness of routes	<input type="checkbox"/>	1	2	3	4	5	6	7
n. Service to areas where you want to go	<input type="checkbox"/>	1	2	3	4	5	6	7
o. TheRide Service overall	<input type="checkbox"/>	1	2	3	4	5	6	7

Customer satisfaction questions

For the sake of better understanding the tables that follow, the original wording and format of the satisfaction questions is shown above.

Figure 44 Service satisfaction - overview



Service satisfaction – overview

Riders were asked to rate 14 aspects of service and to rate TheRide on the scale from 1 to 7 on which scores of five, six and seven indicated a positive level of satisfaction, a score of four an indication of neutrality scores from one to three indicating dissatisfaction, and a special checkbox indicating that the passenger lacked sufficient information to be able to make a judgment.

Figure 44 above combines all responses that indicate satisfaction with a service (scores 5, 6, 7) and dissatisfied responses (scores 1, 2, 3). Neutral scores (4 on the scale from 1 – 7) are also shown. The percent who were not sure how to respond are excluded.

The first thing to notice is that all of the scores are very positive, including the rating of service overall, which has a positive rating by 88% of riders. Secondly, the rank order of the service satisfaction ratings is fairly typical of customer service ratings in other all-bus transit systems CJI has studied. For example, typically, safety from accidents is well rated as are ratings of personnel including bus operators and information personnel in terms of courtesy, skill, and knowledge. In some systems the sense of personal security is ranked low, while for TheRide is it near the top of the rankings. But the communities where it is rated poorly and thus low in the rankings, generally are more urban and are economically and demographically more diverse than Ann Arbor.

It was true in 2013, and it is true in 2015 as well, that for TheRide, as for most other systems, the service elements items low in the rank order are operational. These include frequency of service and on time performance. These are obviously very difficult elements of service to alter in a manner that would produce consistently high scores. The fact that majorities of 56% and 58%, respectively rate those aspects positively represents better performance than in many systems we have studied.

Figure 45 Service satisfaction in detail among those able to rate

Detail of service satisfaction ratings (Don't know responses shown, but excluded when calculating %)								
	Dissatisfied			Neutral			Satisfied	Don't know
	1	2	3	4	5	6	7	
Safety from accidents	1%	0%	1%	8%	10%	23%	56%	2%
Driver knowledge of transit system	1%	0%	2%	9%	12%	22%	54%	6%
Personal security	1%	1%	2%	11%	11%	23%	51%	2%
Driver skill	1%	1%	2%	12%	12%	22%	51%	2%
Driver courtesies	1%	1%	2%	11%	13%	22%	50%	1%
Overall customer info	1%	1%	3%	12%	15%	23%	45%	3%
Bus cleanliness	2%	2%	4%	14%	17%	24%	38%	1%
Locations of bus stops	2%	2%	5%	13%	15%	21%	42%	1%
Route directness	1%	2%	4%	14%	18%	23%	37%	2%
Service to areas you want to go	2%	3%	5%	13%	17%	23%	37%	1%
Quality of bus stops	2%	3%	5%	14%	15%	21%	40%	1%
Transfer dependability	5%	4%	6%	18%	14%	17%	36%	19%
Frequency of service	5%	6%	10%	17%	17%	18%	28%	1%
On time performance	6%	8%	12%	17%	17%	16%	24%	1%
Overall service	1%	1%	2%	8%	21%	31%	36%	1%

Service satisfaction in detail “Don’t know” response shown but excluded from rating percent

The chart above presents a more 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 5, 6, or 7. 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 computation of the percentages giving 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 sufficiently large to strongly affect the satisfaction score is 19% for transfer dependability.

The real variation in scores occurs between a score of four and a score of seven. Scores of one, two, and three are given relatively 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 rated many of the services very negatively. The real difference is not between a negative view of service and a positive view, but the differences on a continuum of mostly positive ratings. The only exceptions to this are frequency of service and on time performance, and even those scores are far more positive than negative.

The rating of frequency of service and on-time performance are relatively low rated but have to be seen in two contexts. First the relatively lower ratings of these two elements of service are almost universal among CJI's studies of all bus systems. Given the normal challenges of operating in traffic, in all weather, all manner of street configurations, and the realities of budgetary limits on frequency, the relatively lower rankings of these aspects of service within the list of all services is virtually inherent in the operation of buses in other than dedicated lanes, and is not surprising.

Figure 46 Changing ratings over time

Customer satisfaction, 2006 through 2015							
Multi-year questions - All riders (excluding "don't know")	Mean					Change	Rank
	2015	2013	2011	2009	2006	2013 to 2015	2015
Safety from accidents	6.21	6.11	6.21	6.17	6.02	0.10	1
Drivers' knowledge of The Ride system	6.12	6.05	6.17	6.07	6.00	0.07	2
Drivers' skill	6.05	5.94	5.98	5.96	5.83	0.11	3
Personal security	6.03	5.94	6.07	6.02	5.92	0.09	4
Drivers' courtesy with passengers	5.97	5.80	5.93	5.84	5.73	0.17	5
The Ride information in general	5.86	5.86	5.97	5.91	5.82	0.00	6
Bus cleanliness	5.64	5.69	5.82	5.77	5.74	-0.05	8
Directness of routes	5.64	5.54	5.66	5.64	na	0.10	9
Service to areas where you want to go	5.54	5.36	5.58	5.53	na	0.18	11
Dependability of making transfers	5.29	5.30	5.42	5.35	5.51	-0.01	12
On-time performance	4.74	4.83	5.01	4.97	5.19	-0.09	14
Frequency of service	4.98	4.72	4.96	4.98	5.05	0.26	13
Questions introduced after 2006							
Locations of bus stops you use	5.65	5.65	5.78	na	5.56		7
Quality of bus stops you use	5.63	5.51	5.65				10
The Ride service overall	5.85	5.80	5.93	5.85	5.84		

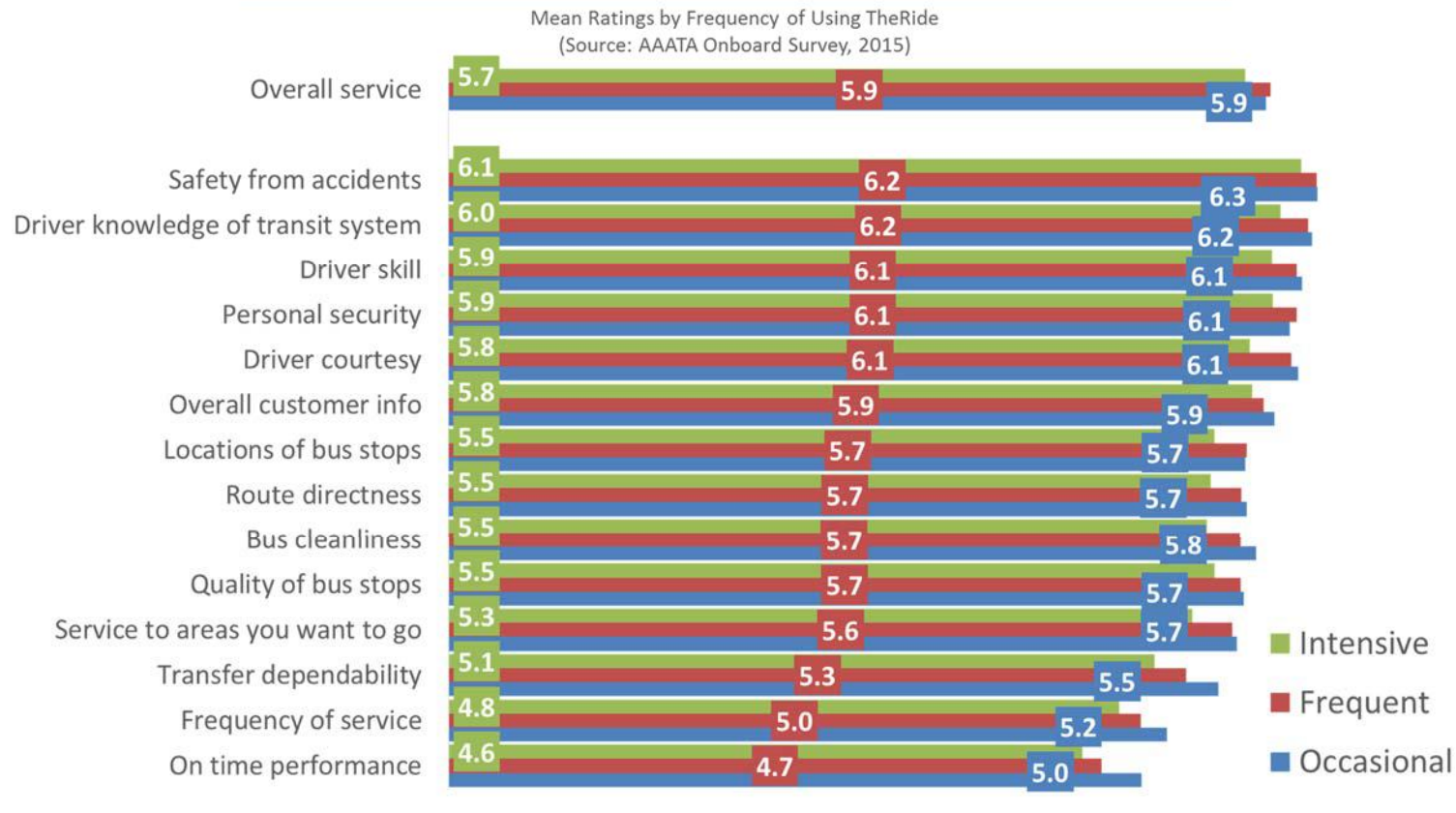
Changing ratings over time

There have been several changes in mean ratings (simple average ratings on the scale from 1 to 7) since 2013. The largest of these is in the frequency of service which gained .26 points from 4.722 4.98. While this may seem trivial, it reverses a long-term trend present since 2006 in a declining mean score for this aspect of service. It remains to be seen whether this will continue and become a trend.

A second item that shows improvement is service to areas where passengers want to go. It increased by .18, from a mean score 5.36 to a mean of 5.54. Again this may appear trivial, but it is extremely difficult to achieve change in such ratings among a large number of transit users in a short period of time, and we consider this an important clue that riders collectively see improvement.

Other areas that showed improvement include driver courtesy with passengers, drivers' skill, safety from accidents, and directness of routes.

Figure 47 Satisfaction ratings and frequency of using TheRide



Satisfaction ratings and frequency of using TheRide

It is fairly typical for intensive riders to offer service ratings that are somewhat lower compared to ratings given by frequent and occasional riders. A primary reason is that the intensive riders often lack the regular hours and simplicity of commuting routes that the frequent riders are more likely to experience. In addition, they are more transit dependent. Thus they usually use the system differently from less frequent users. For example they are likely to transfer more to obtain the coverage they need, making more trips per day, and using transit during hours of reduced service and on weekends. Finally, simply by making more trips per day on more days each week, they simply have more opportunities to observe whatever may go wrong in the normal course of a service day.

While most of the ratings are lower for the intensive riders, matters of on time performance and coverage (service to areas where you want to go) show the greatest contrast.

Identifying the Relatively Greater and Lesser Levels of Satisfaction with Service

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 48 on page 64 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: "How important is each element, like driver courtesy or frequency of service (etc.) to the passengers' rating of TheRide service overall?" and thus "What actions should the TheRide's administration take with respect to each element of service?"

A coefficient of correlation can vary from -1 to +1. The rating scores vary from 1 – 7. Because these are such different numbers in absolute terms, the only realistic 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 there have been improvements in the ratings of service frequency, service to areas riders would like to go to and other areas. The quadrant chart makes clear that in the riders' view there is still room for improvement in the five basic operational elements of service in the top left quadrant: On time performance, frequency of service, getting to places they want to go, directness, and transfer dependability. These, are, of course all related, very fundamental, and very costly to improve. The good news is that collectively the riders have noticed improvement with respect to several of these. The challenge is that there is still room for improvement. We would also note that for most transit systems, the same kinds of operational elements appear in this quadrant.

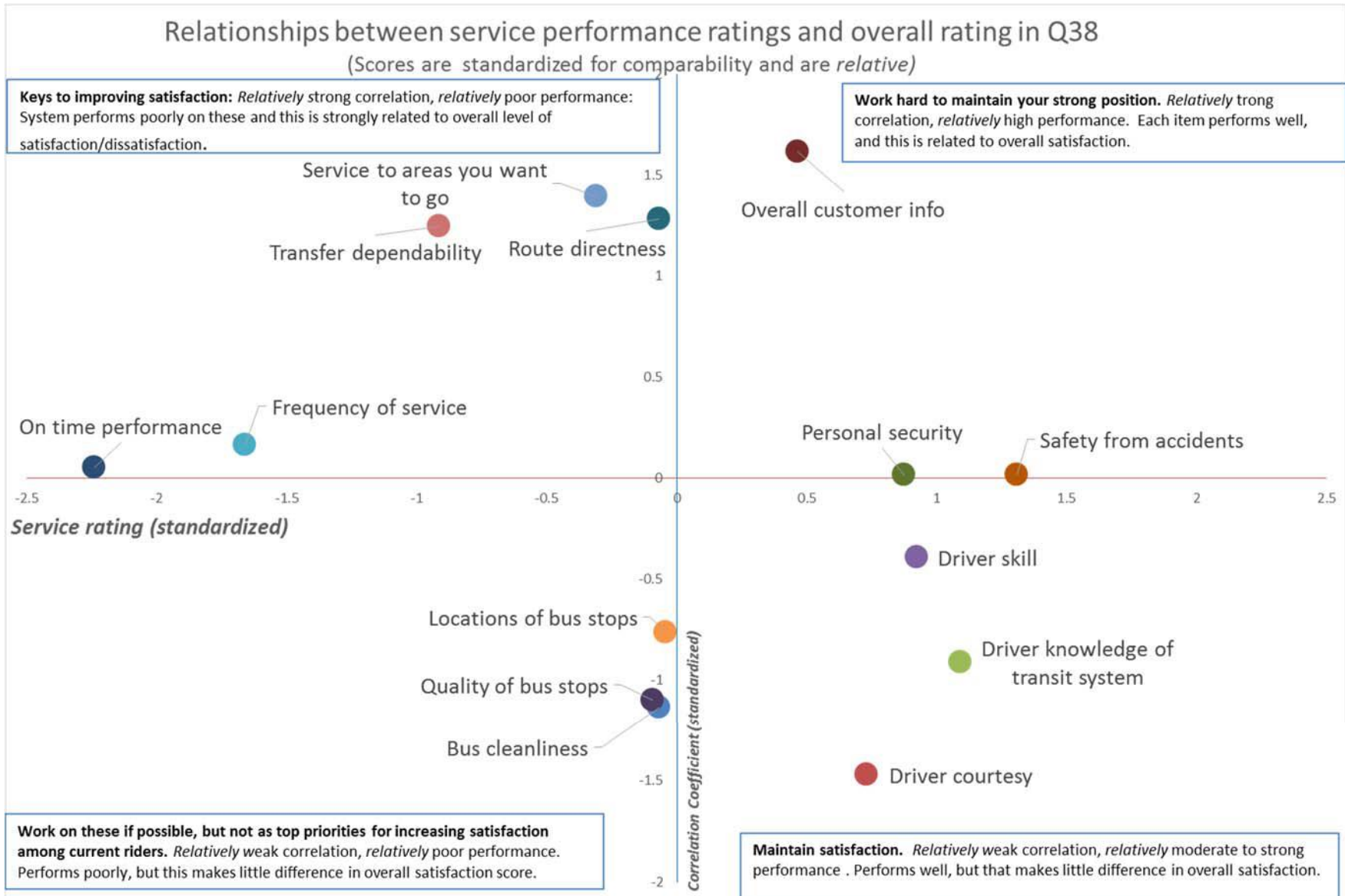
At the upper right are particular strengths that impact a positive attitudes toward the system overall. In this case, they include customer information, a sense of personal security and safe operations.

Also positive, but relatively less important to the overall attitude toward TheRide are the drivers' skill, courtesy and knowledge of the transit system.

At the lower left are those service elements that on a relative basis are less well rated than others, and that are not especially important to the overall rating of TheRide. These are physical characteristics, including location and quality of the bus stops, and cleanliness of the buses.

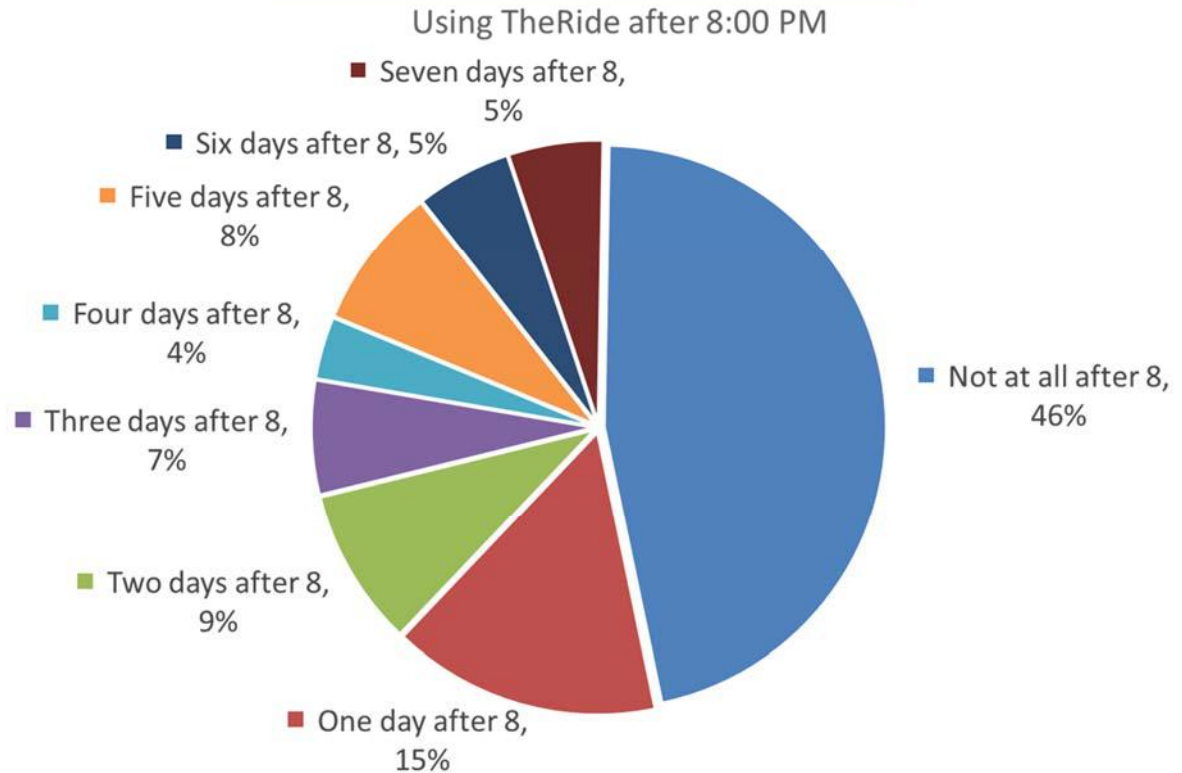
In some systems we have seen the items in the upper left quadrant that we do not see in the case of TheRide. For example, quality of the bus stops, bus cleanliness, and personal security. It appears that TheRide has done well to take care of those kinds of issues that are irritants to riders thus leaving the very basic and most difficult elements in the need-to-improve quadrant.

Figure 48 A priority analysis based on service satisfaction scores



Off-Peak Use of TheRide

Figure 45 Use of TheRide after 8:00 PM



Use of TheRide after 8:00 PM

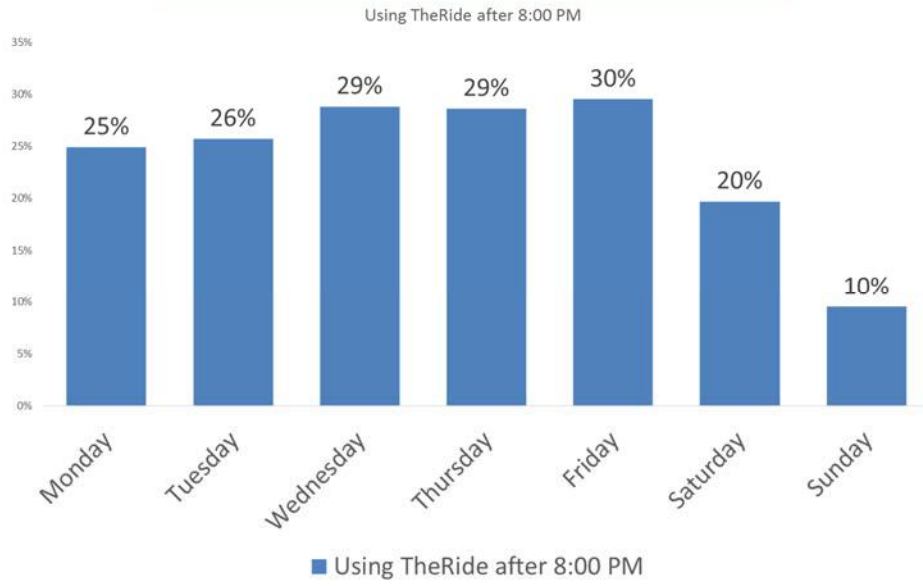
The span of service, including service after 8:00 PM, was increased after the success of the 2014 levy for service expansion. In 2015, substantial numbers of riders, 54%, are using TheRide after 8:00 PM on one or more days, and 18% are using it five or more days a week.

The span was increased by

- 6% on weekdays
- 33% on Saturdays
- 9% on Sundays.

The section of the report will demonstrate how this expansion is associated with significant changes in both rider behavior and rider attitudes.

Figure 49 Using TheRide after 8:00 pm

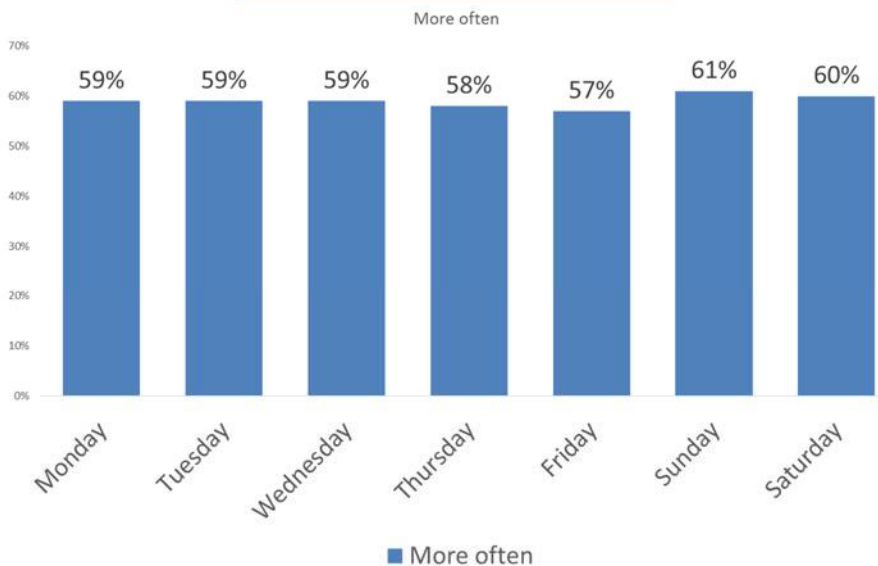


Using TheRide after 8:00 pm

The percentage of riders who use TheRide after 8:00 pm varies through the week, with Mondays and Tuesdays finding only 25% and 26% (respectively) riding after eight. Riding after eight increases on Wednesday and Thursday to 29% and on Friday to 30%.

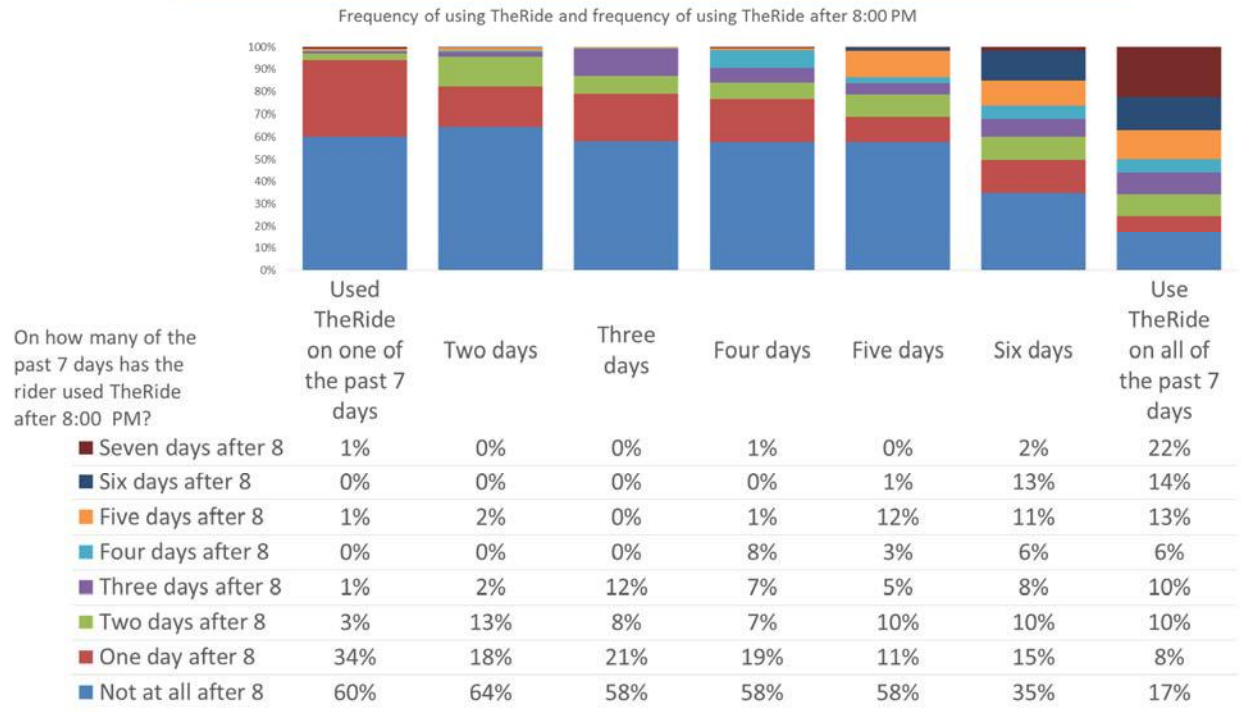
Like ridership in general, post 8:00 pm ridership falls off on the weekend, to 20% on Saturday and 10% on Sunday.

Figure 50 Using TheRide more often after 8:00 pm than a year ago, by day of week



Regardless of on which day (or days) they use TheRide after 8:00 pm, when asked whether they are using TheRide after 8:00 pm more often, less often, or about the same as a year ago, from 57% to 61% say they are using it more often after eight o'clock in the evening. The differences are small, but this seems to be particularly true of those who use it after eight on Saturday or Sunday compared to Thursday or Friday.

Figure 46 Use of TheRide in general and use after 8:00 PM

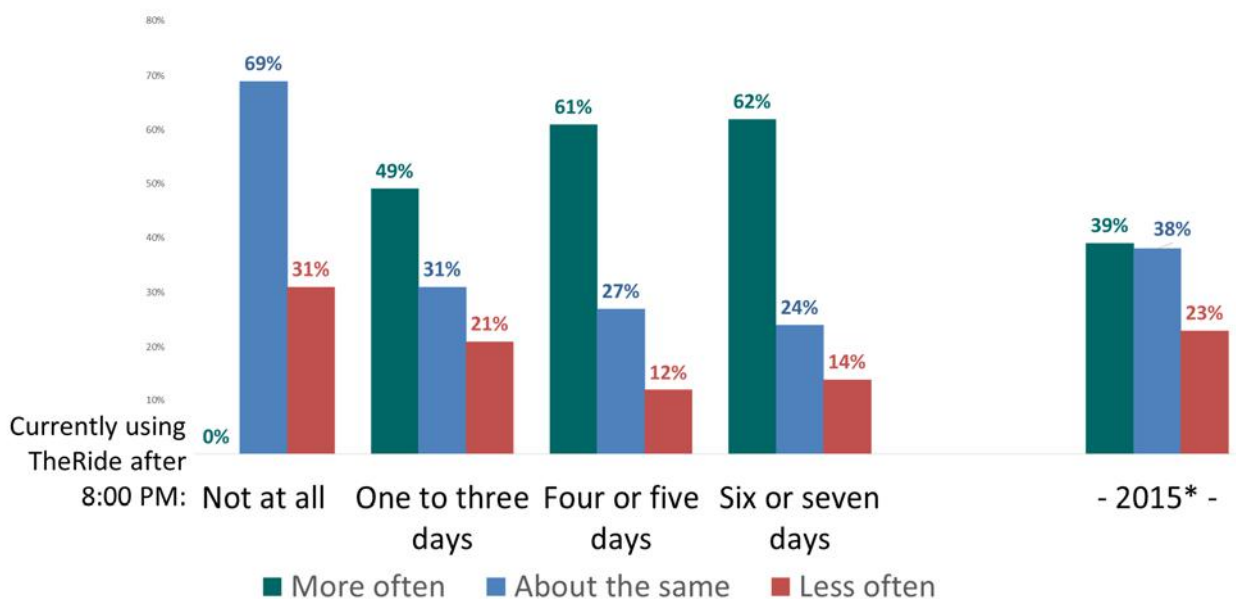


Use of TheRide in general and use after 8:00 PM

To a certain extent there is a relationship (correlation equals .467) is between use of TheRide in general, and its use after 8:00 PM in the evening. The relationship is particularly strong among the six and seven day users who are the most likely not only to use it during regular hours but also in the evening.

Figure 47 Are riders using the bus more often or less often after 8 PM than a year ago?

Current use of TheRide after 8:00 PM, by whether it is used more often or less often after 8:00 PM than a year ago (Includes only those who were riding the previous year)



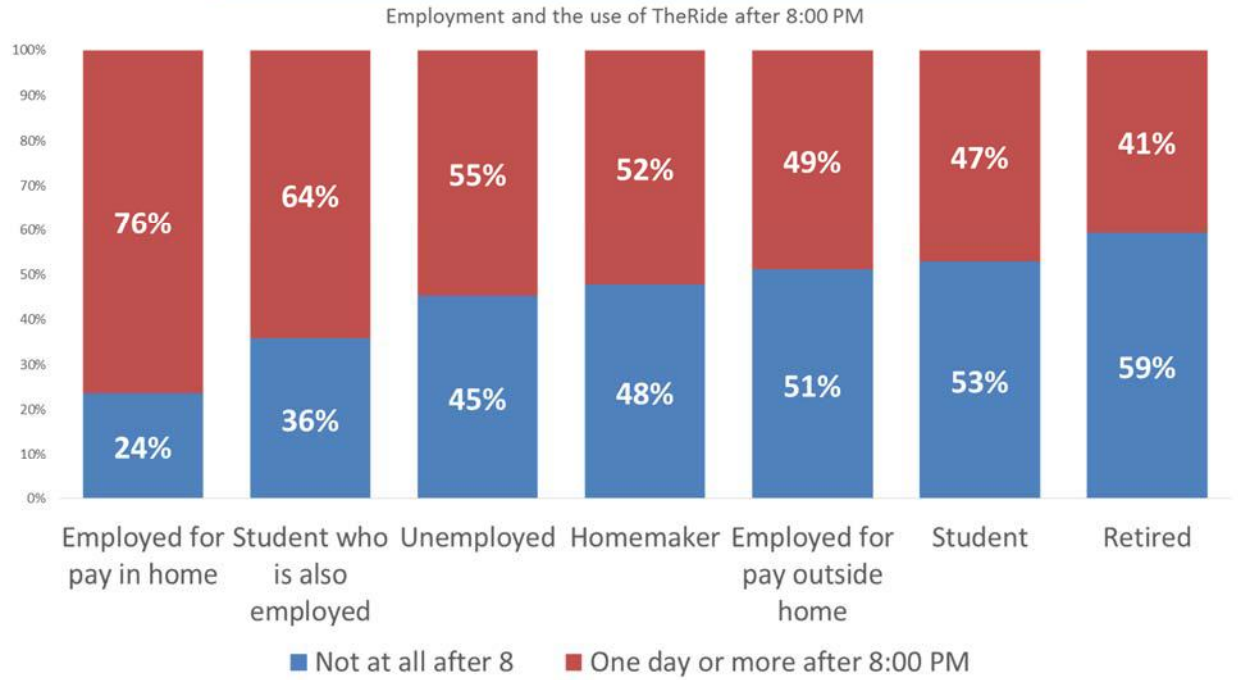
Are riders using the bus more often or less often after 8 PM than a year ago?

Riders were asked whether they were using the bus more often or less often after 8 PM than they were a year ago. Overall, of those who were riding TheRide in the previous year (2014) and thus had an appropriate base for comparison, 39% said they were using TheRide more often, 38% about the same and 23% less often after 8:00.

Figure 45 indicated that 46% of riders are not using TheRide after 8 PM. Of that group, more than two thirds (69%) indicated that they are using the bus after 8 PM at about the same rate they were a year ago, which is to say not at all. The balance of this group, 31%, indicated that they are using it less often. Of those who say they are using the bus from 1 to 3 days more, 49% said they are using it more often, 31% about the same, and 21% less often.

The primary increase in use of the buses after 8 o'clock appears to be among those who are using it four or five days a week or six or seven days a week after eight. Among those two sets of riders 61% and 62%, respectively, indicated that they are using TheRide more often than a year ago.

Figure 48 Employment and use of TheRide after 8 PM



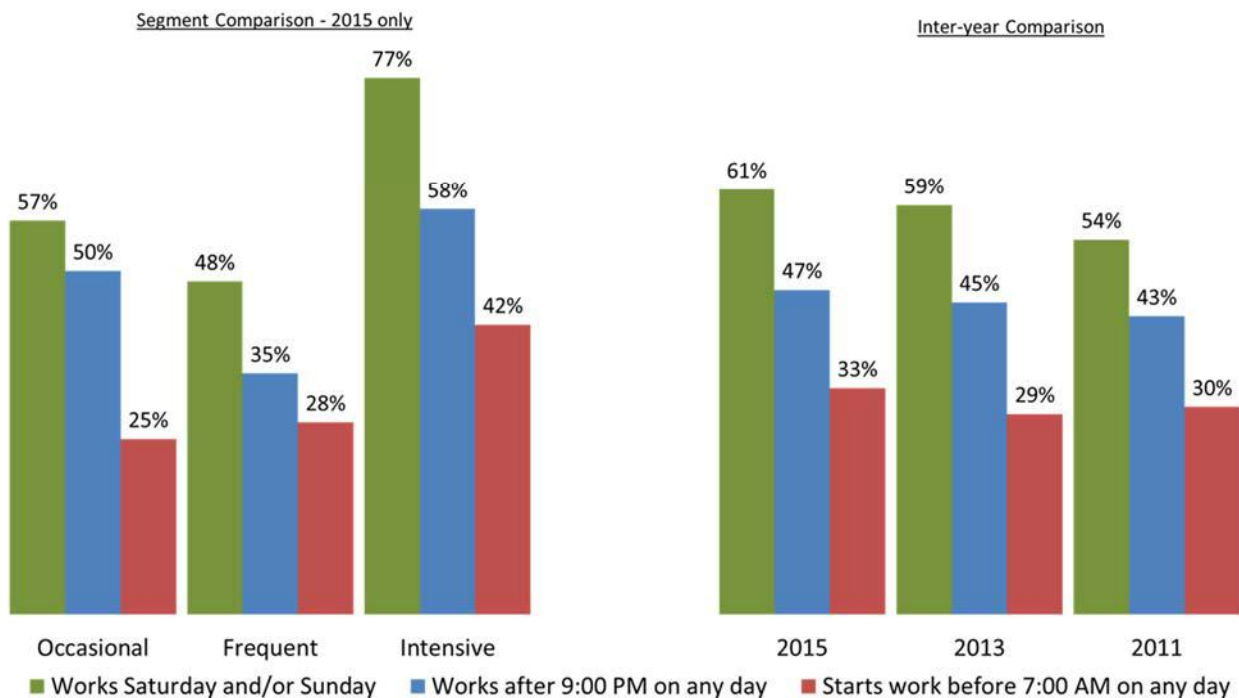
Employment and use of TheRide after 8 PM

Although the subsample is very small, and the resulting margin of error (+/-8%) is large, it appears that those who say they are employed for pay in their home are more likely than others to say they use public transit after 8 PM. Students who are also employed would be expected to have heavy usage after 8 PM because so many who are employed are employed in retail or service work it would require evening hours. Within that group, almost two thirds, 64%, indicate that they use TheRide after 8 PM at least one day a week.

Figure 49 Employment during off peak periods

Q23. If employed, usually...

(Sources: The Ride Onboard surveys, 2011 -2015)

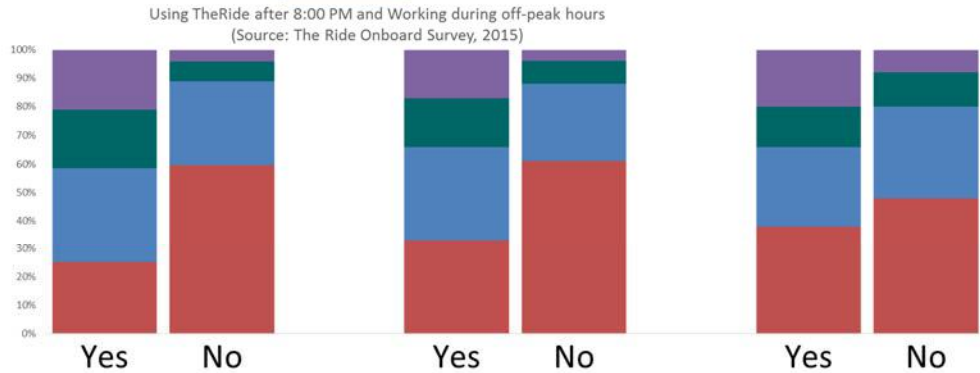


Employment during off peak periods

Employment during off-peak periods includes weekends, working after 9 PM, or starting work prior to 7 AM. Working during these time periods has increased somewhat since the survey of 2011. For example, working on the weekend has increased from 54% of the ridership in 2011 to 59% in 2013, and 61% in 2015. Increases in late evening work and early morning work have been much smaller with the former rising from 43% to 47%, and the latter from 30% to 33%.

As one would expect, the tendency to work in off-peak periods is greatest among those who are intensive users of transit. In that group, 77% indicate they work on the weekend, while 58% work after 9 PM, and 42% begin work prior to 7 AM.

Figure 50 How using TheRide after 8 PM is related to work during off-peak periods



On how many days a week do you use TheRide after 8:00 PM?	Do you work after 9 PM?		Do you work Saturday and/or Sunday?		Do you start work before 7AM?	
	Yes	No	Yes	No	Yes	No
Ride 6-7 days after 8	21%	4%	17%	4%	20%	8%
Ride 4-5 days after 8	20%	7%	17%	8%	14%	12%
Ride 1-3 days after 8	33%	29%	33%	27%	28%	32%
Not at all after 8:00	25%	59%	33%	61%	38%	48%

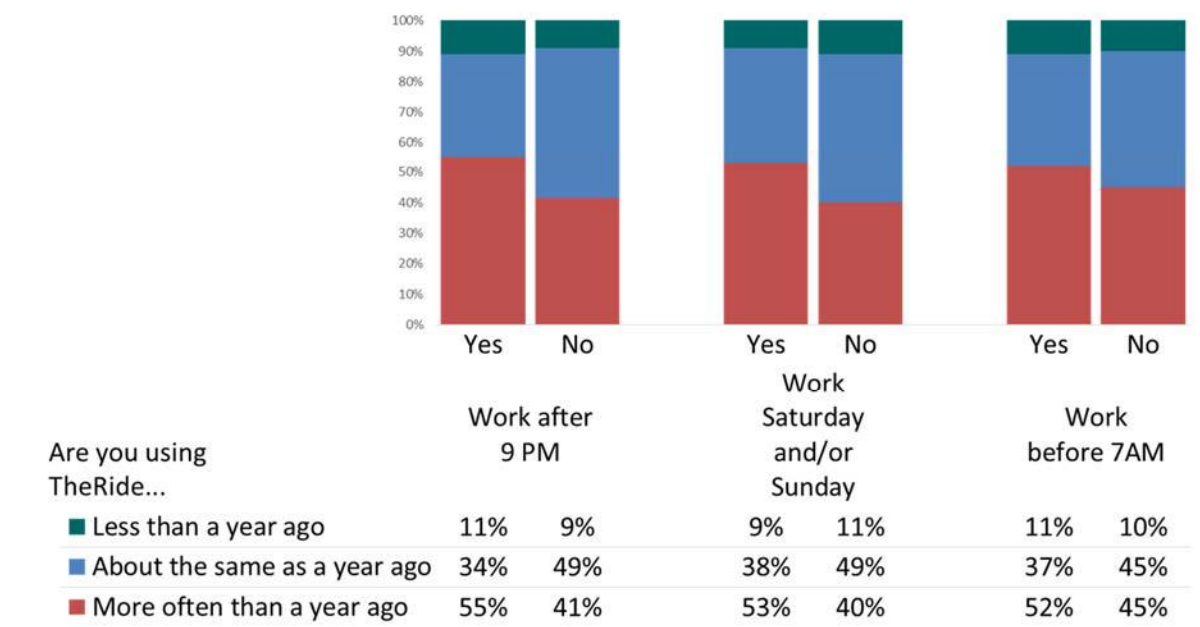
How using TheRide after 8:00 PM is related to work during off-peak periods

As one would expect, those who must work after 9 PM are more likely than others to use TheRide after 8 PM. For example of those who have to work after 9 PM, 21% say they use TheRide after 8 PM six or seven days a week compared to only 4% who do not have to work that late.

A less direct relationship is found among those who must work on Saturday or Sunday. Given the types of service work that is often involved in late evening shifts, including on the weekends, it is not surprising that those who must work on the weekend are more likely than others to use TheRide after 8 PM. For example, of that group, 17% indicate they use it after 8 PM six or seven days a week, compared to only 4% who do not work on the weekends.

Figure 51 Off-peak employment and using TheRide more often or less often than a year ago

Change in overall use of TheRide, and employment during off-peak times
(Source, TheRide Onboard Survey, 2015)



Off-peak employment and using TheRide more often or less often than a year ago

Respondents were asked whether they were using TheRide more or less often in general compared to a year ago and whether they were using it more or less often after 8:00 PM. As we have seen in previous charts, they were also asked if they work after 9:00 PM, on weekends, and before 7:00 AM on any day.

If service improvements in service span, especially on the weekends are having the desired effect, then we would expect two things to occur:

1. Riders in general should tend to say they are riding more often than a year ago since there are more hours of service.
2. Those who have to work late in the evening or at other off-peak periods should be more likely than others to indicate both that they are riding more often in general than a year ago and specifically that they are riding more often after 8:00 PM.

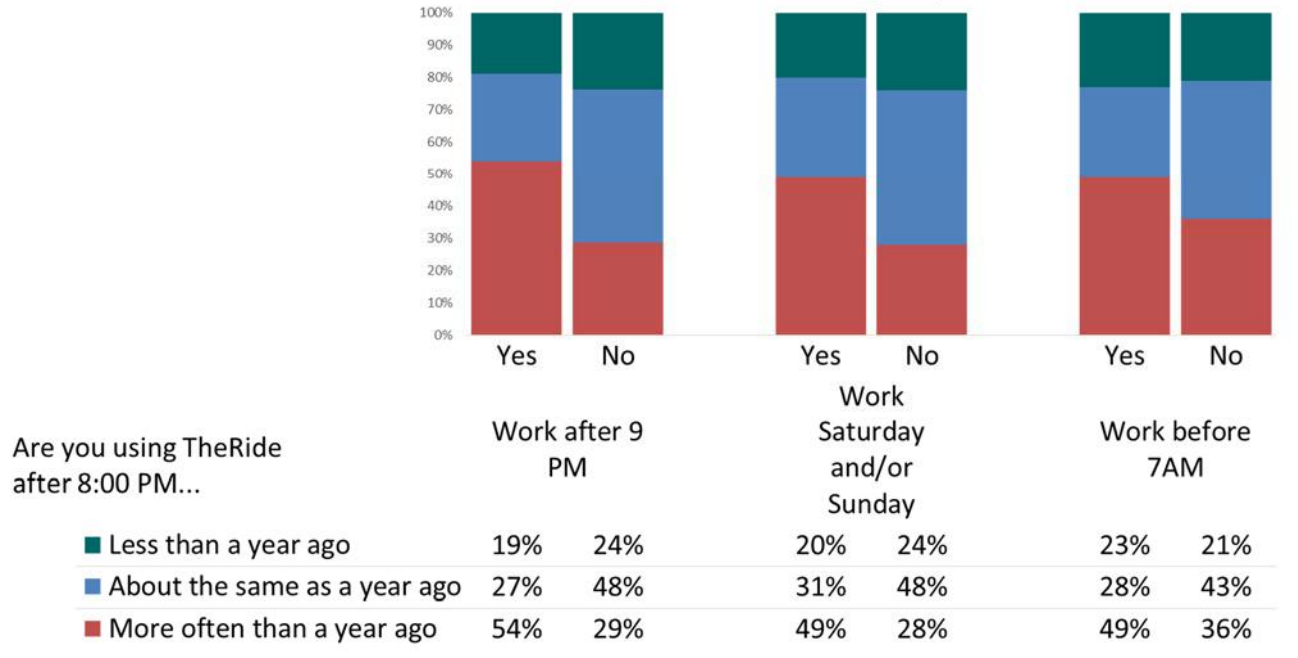
The results confirm that this is precisely what has occurred.

For example, of those who indicate they must work after 9 PM, 55% indicate they are riding more often than a year ago, while 34% are riding at the same rate. Compare that with those who do not work after 9:00 PM, among whom only 41% indicate they are riding more often now, and 49% at about the same rate as a year ago. The result for those who work weekends is similar.

Given the increase in service span, those increases are gratifying but not unexpected. It is very interesting, however, that 40% or more of those who do not work off-peak also say they are using TheRide more often.

Figure 52 Off-peak employment and using TheRide after 8:00 PM compared to a year ago

Change in use of TheRide after 8:00 PM, and employment during off-peak times
(Source, TheRide Onboard Survey, 2015)

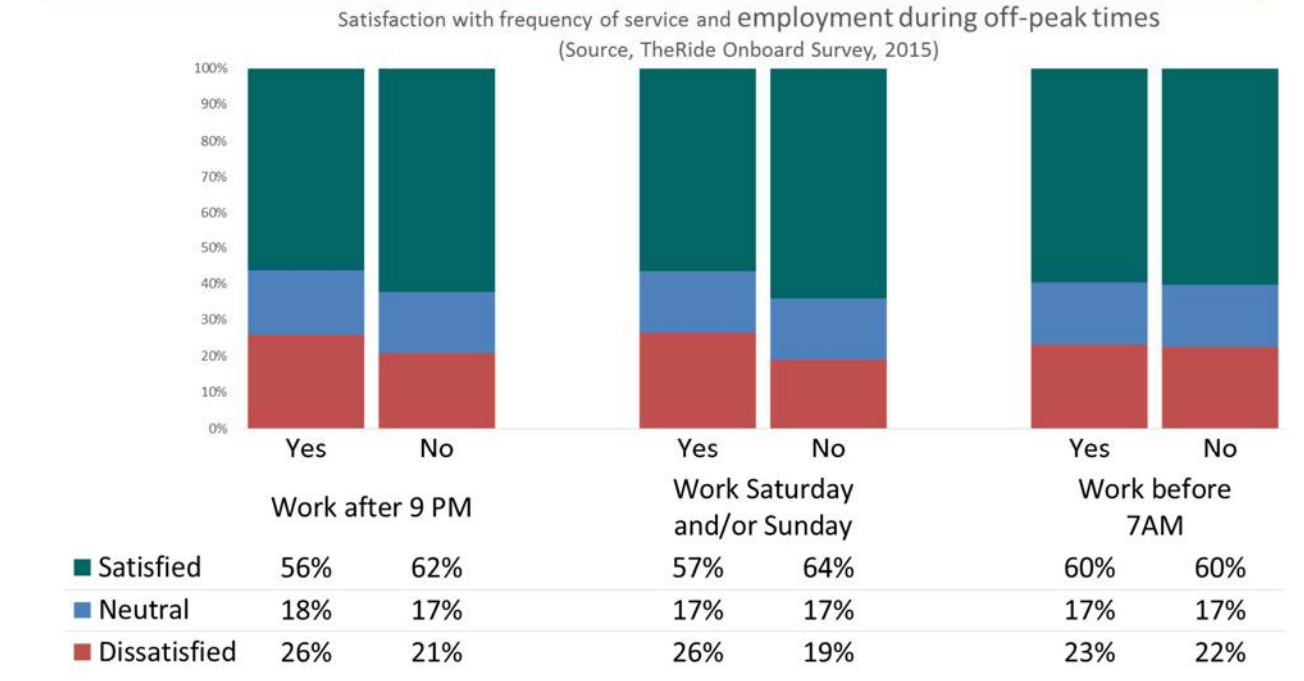


Off-peak employment and use of TheRide after 8:00 PM compared to a year ago

We saw in Figure 51 that those working during off-peak periods have increased their use of TheRide. In Figure 52 above we can see that while the increased use may have been across the board, it has included using TheRide after 8:00 PM more often than in the previous year.

For example, of those who work after 9:00 PM, 54% said they are using TheRide after 8:00 PM more often than a year ago compared to only 29% of those who do not work after 9:00 PM. The results for weekend workers are similar, 49% to 28%. Interestingly, even those who go to work before 7:00 AM also are more likely (49%) than others (36%) to say they are now using TheRide more often after 8:00 PM than they had a year before. This would appear to be a result of overall increases in service rather than of any specific effect of increases in evening service.

Figure 53 Off-peak employment and satisfaction with frequency of service

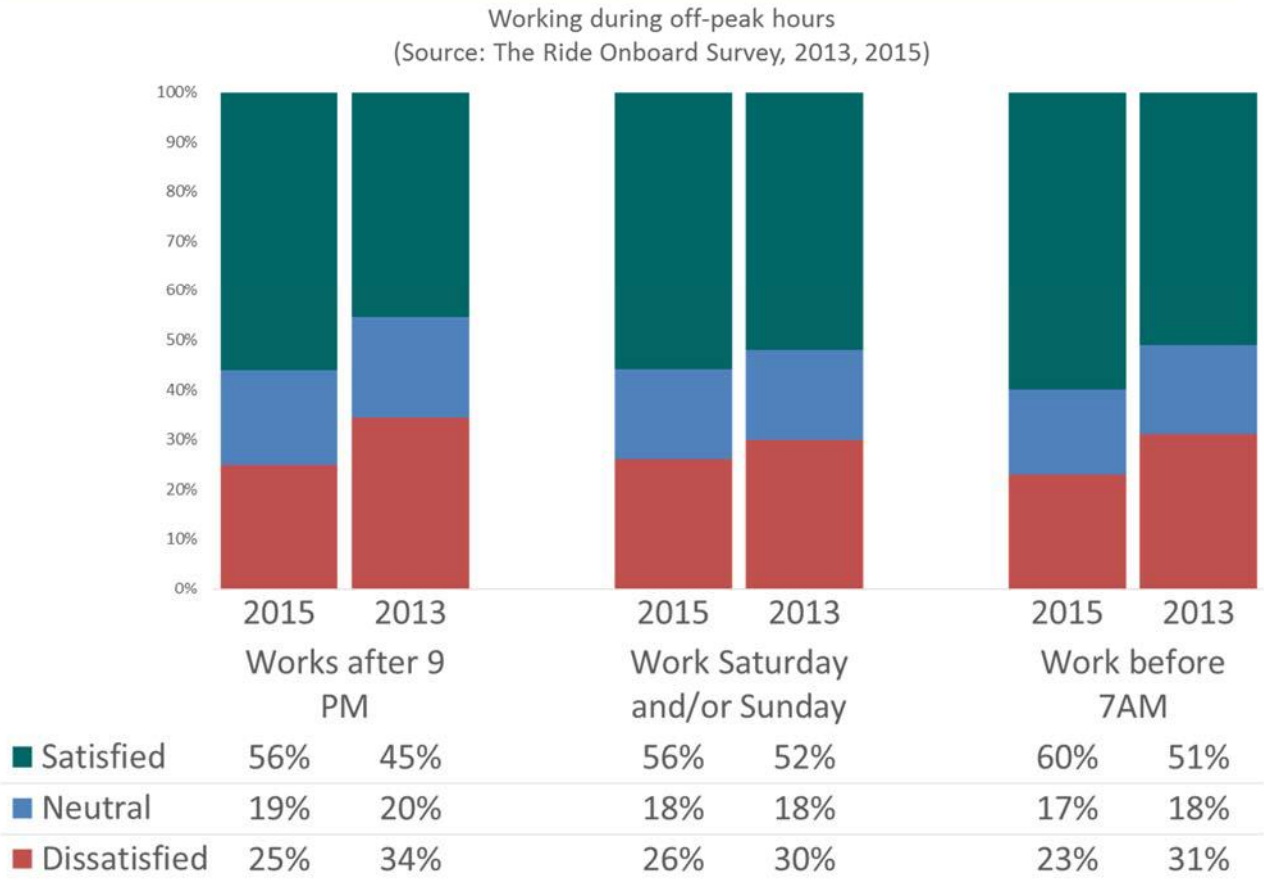


Off-peak employment and satisfaction with frequency of service

Figure 53 demonstrates that riders who must work outside the common routine of working Monday to Friday, 9 to 5 tend to provide lower satisfaction scores for service frequency. Given that service operates at reduced levels at those times, this is not surprising. While 62% of those who are employed and work after 9:00 PM say they are satisfied with the frequency of service, only 56% of those who must work those late hours say they are satisfied. There is a similar relationship among those who work (or do not) on weekends. There is no such relationship with satisfaction among those who begin work before 7:00 AM and those who do not.

The challenge is that off-peak employment appears to be increasing. For example, Figure 27 indicated that the percent of employed riders saying they work after 9:00 PM increased from 54% in 2011 to 59% in 2013 and then, a smaller increase, to 61% in 2015. Servicing that increasing market in a way that satisfies riders is very difficult.

Figure 54 Satisfaction with frequency of service, by off-peak work schedule



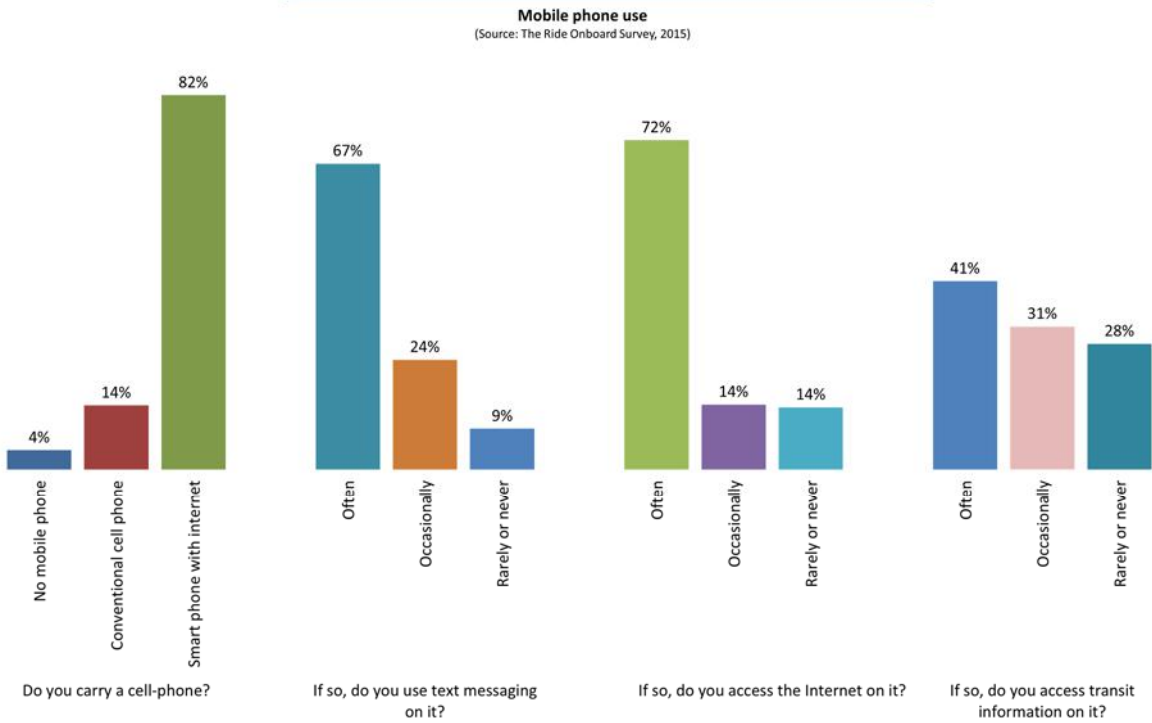
Satisfaction with frequency of service, by having to work weekends or late or early shifts

Earlier in this report, we have seen that the mean score for satisfaction with frequency of service has improved among all riders since 2013. In Figure 54 above, the percent of those employees working during off-peak hours who give scores of "satisfied" also increased from 2013 to 2015. For example, the percent satisfied among those working after 9:00 PM went from 45% in 2013 to 56% in 2015, a truly impressive increase in a score for such a fundamental aspect of service.

The increase in satisfaction among those working weekends was lesser, but still significant (52% to 56%). And those working before 7:00 AM also improved, in that case from 51% in 2013 to 60% in 2015.

Use of Electronic Information Sources

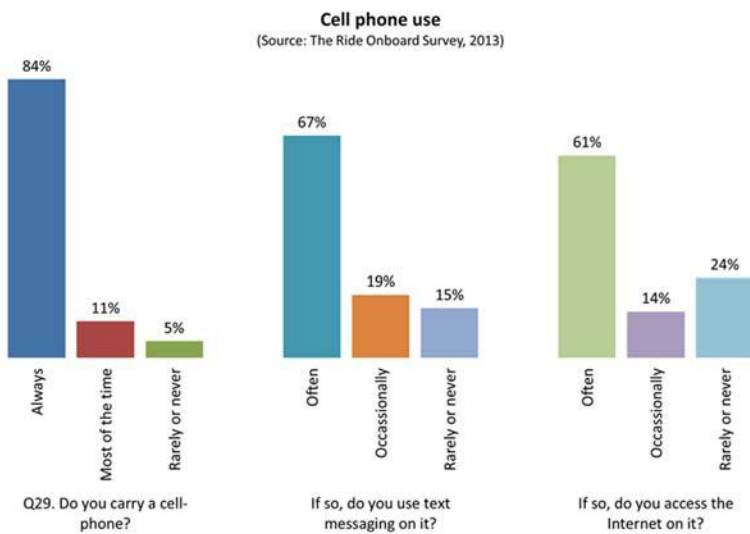
Figure 55 Use of cell and smart phones



Use of cell and smart phones

Riders were asked whether they usually carry a cell phone and if so, of what type. Ninety six percent (96%) indicated they do carry either a conventional cell phone (14%) or a smartphone (82%). In 2013, 84% said they carried a cell phone and of those, 61% (or 51% of all riders) said they accessed the Internet on their phone, thus indicating it was a smartphone³. Thus, within the ridership, smart phone use has increased from 51% to 84% of all riders.

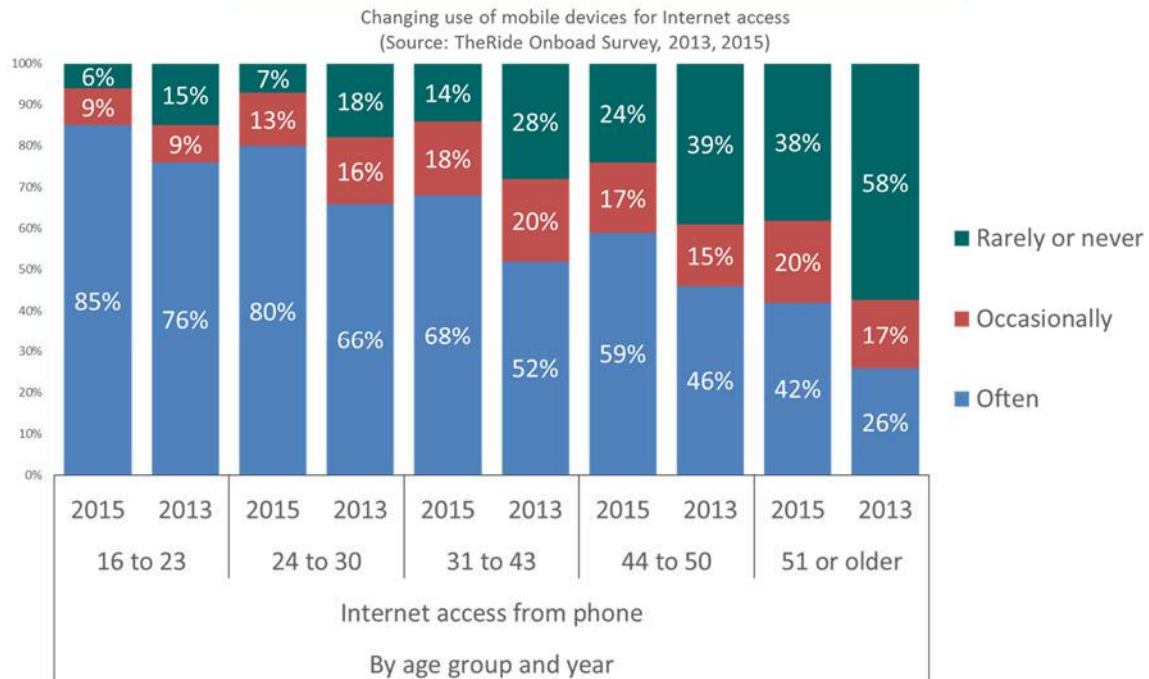
Figure 56 Use of cell and smartphones, 2013



Of all riders, 67% said that they send text messages on their phones, and 72% said they access the Internet on it (up from 61% in 2013). The tendencies to carry some sort of cell phone and to send text messages with it have not changed meaningfully since 2011.

³ People have difficulty defining the difference between a smartphone and a “conventional cell phone.” Of those saying they had a “conventional cell phone,” 64% said they access the Internet on it. This presents an analysis decision in enumerating the percent who use a smartphone. CJJ’s practice is, as a result of this study, to consider respondents who indicate that they access the Internet on their mobile phone, as smartphone users.

Figure 57 Age and the Use of Smart Phones



Age and the Use of Smart Phones and Tablets

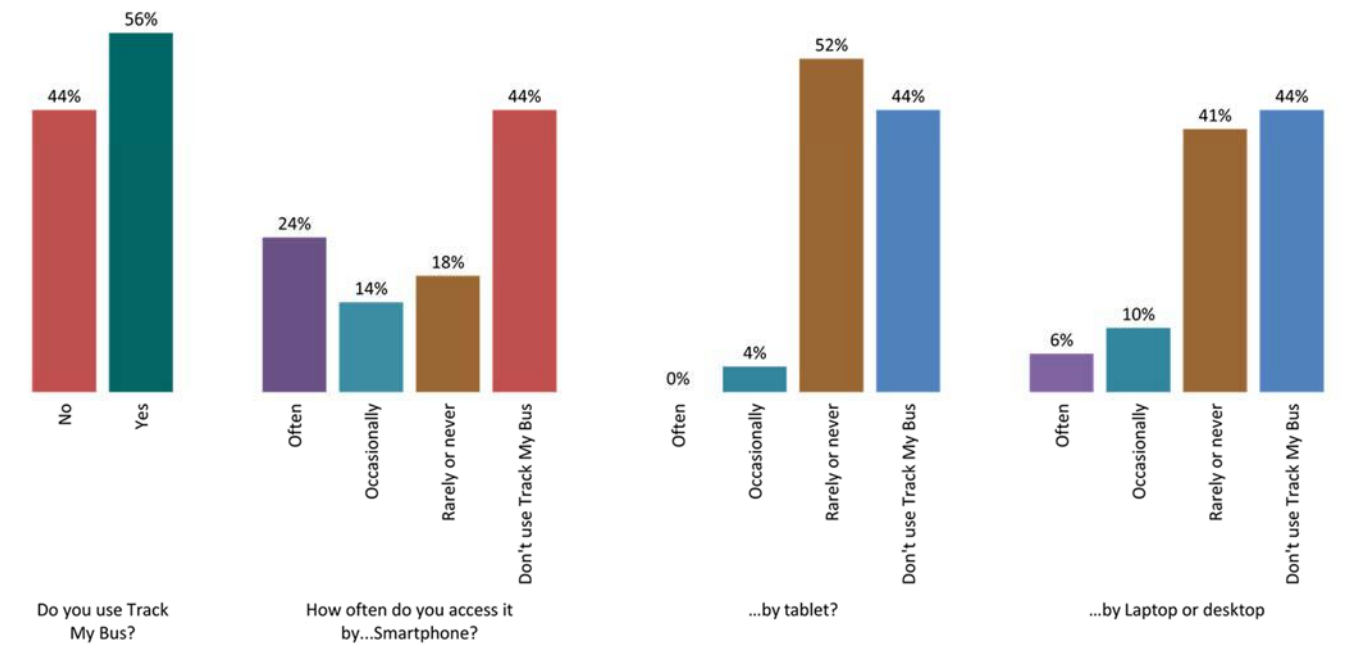
The use of mobile devices, specifically smart phones, is directly related to age. For example while 85% of the youngest group of riders say they regularly use a smartphone for Internet access, only 26% of those who are fifty one or older do so.

Because the ridership is young, in spite of the fact that relatively few of those over the age of 50 are using smart phones to access the Internet wirelessly, 72% of the ridership as a whole say they use a smartphone to access the Internet wirelessly.

Social media, including visual communication, posting and messaging are, and will be, critically important in the coming years. But they must all be mobile because just as the cellphone is rapidly displacing the landline phone, the smartphone is displacing the desktop and laptop as primary communications devices. It had been thought that the tablet would also play a role in this, and perhaps it does, but apparently not while people are mobile. Presumably this is a result of the fact that with constant cellular connectivity the phone is not dependent on wireless and to achieve that with a tablet requires an additional cellular connection.

Figure 58 Track my Bus

Q37. Use of "Track My Bus,"
(Source: The Ride Onboard Survey, 2015)

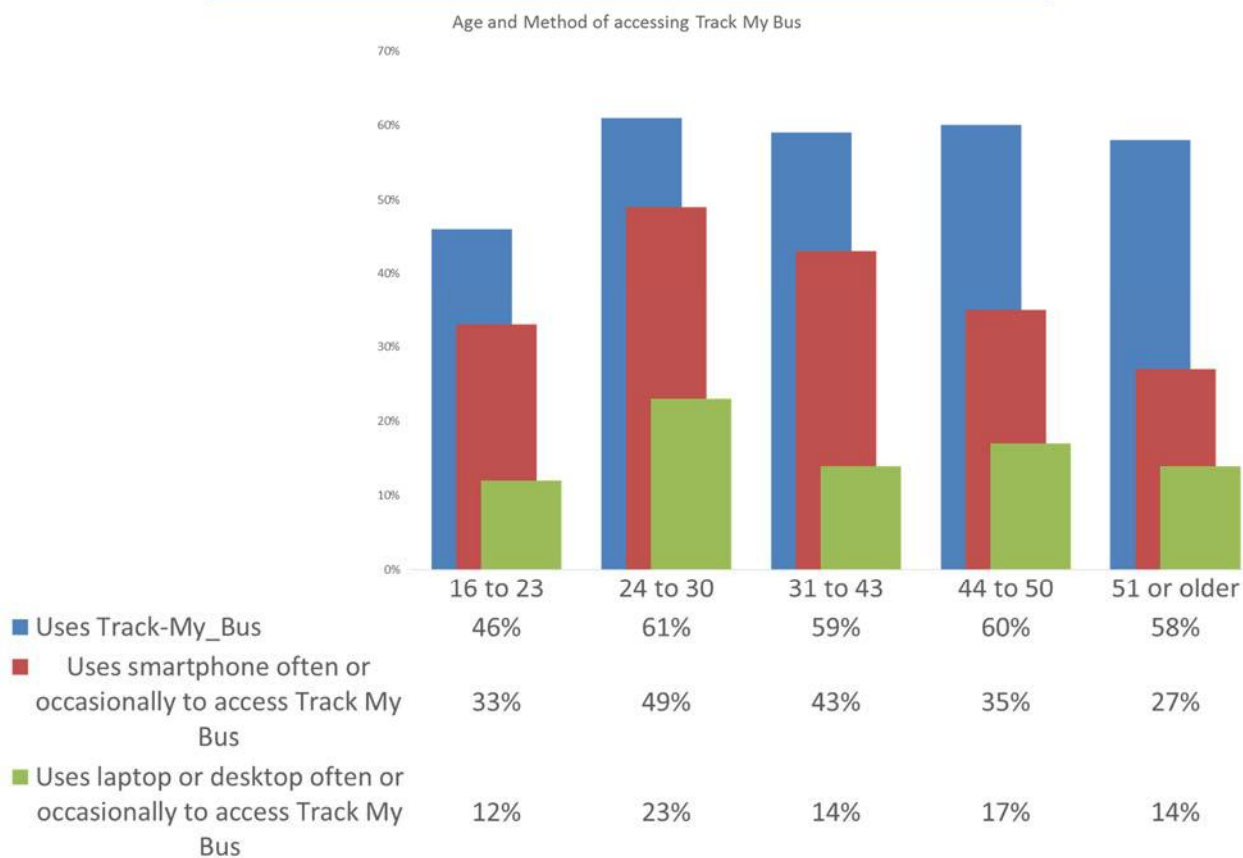


Track My Bus

Of all TheRide's passengers, 56% indicated they use Track My Bus while 44% do not. Of all riders, 24% said they use it often and do so via their smartphones. Another 14% indicate they use the app occasionally and do so on their smartphones.

Tablets and computers are less often used to access this app than are smartphones. The app is used occasionally on tablets by only 4%, and is used often on computers by 6% and occasionally by 10%.

Figure 59 Age and the use of the Track My Bus app

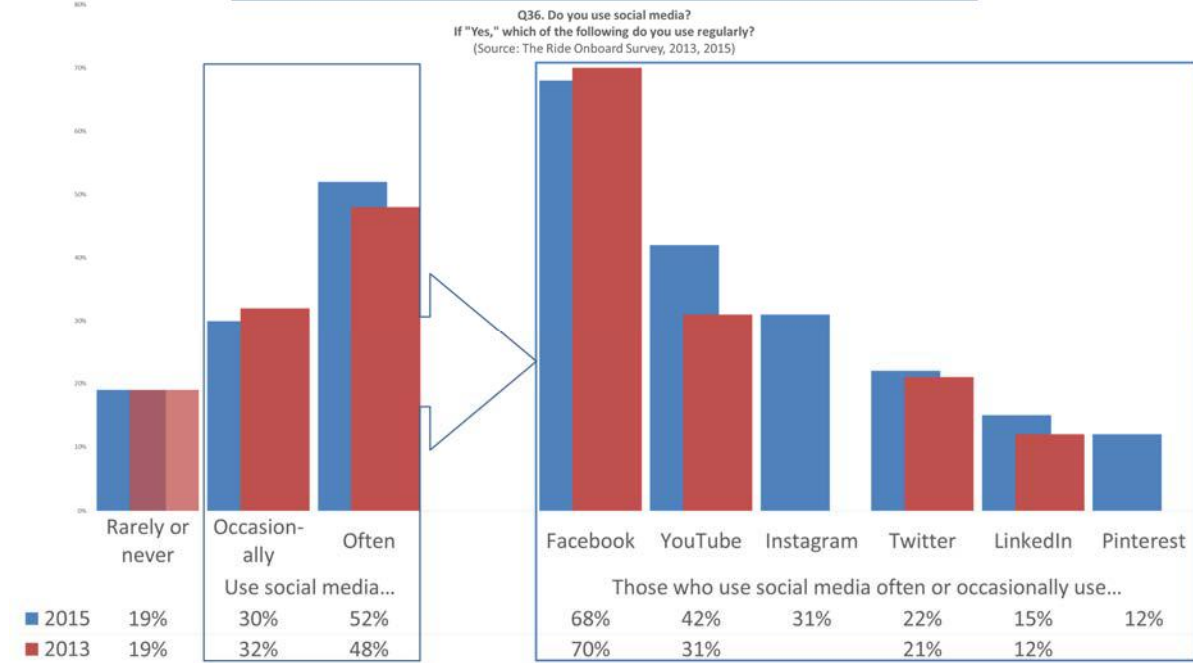


Age and the use of the Track My Bus app

Age is related to the use of the Track My Bus app in an interesting manner. Surprisingly, it is less often used by the youngest age cohort than by most other age groups. Access to the app via laptop or desktop has no particular relationship to age, rising or falling independent of age.

However, access by smartphone, in the age range from the age of twenty four through the oldest riders, is directly and negatively related to age – the older the rider, the less likely he or she is to access the app by a smartphone. However, it is important to note that even among those older than fifty, 27% use Track My Bus via a smartphone often or occasionally.

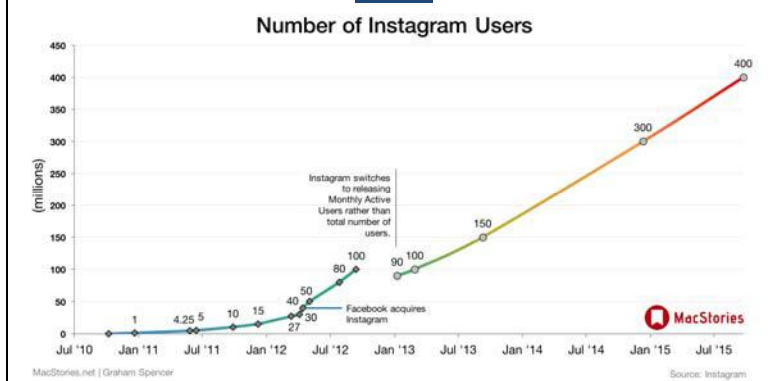
Figure 60 Do you use social media regularly?



Do you use social media regularly?

Riders were asked whether they use social media. Fifty two percent (52%) of riders say they do so often and another 30% that they do so occasionally. This represents a modest increase from 2013 when 48% said they used social media often and 32% occasionally⁴. Of all riders, 68% say they use Facebook, comparable to the 70% in 2013. Facebook remains by far the most commonly used social medium. YouTube is next with 42%, up from 31% in 2013. Google+, with 18% and Twitter with 17% are used by fewer riders.

Figure 61 Growth in Instagram Users, 2010 to 2015



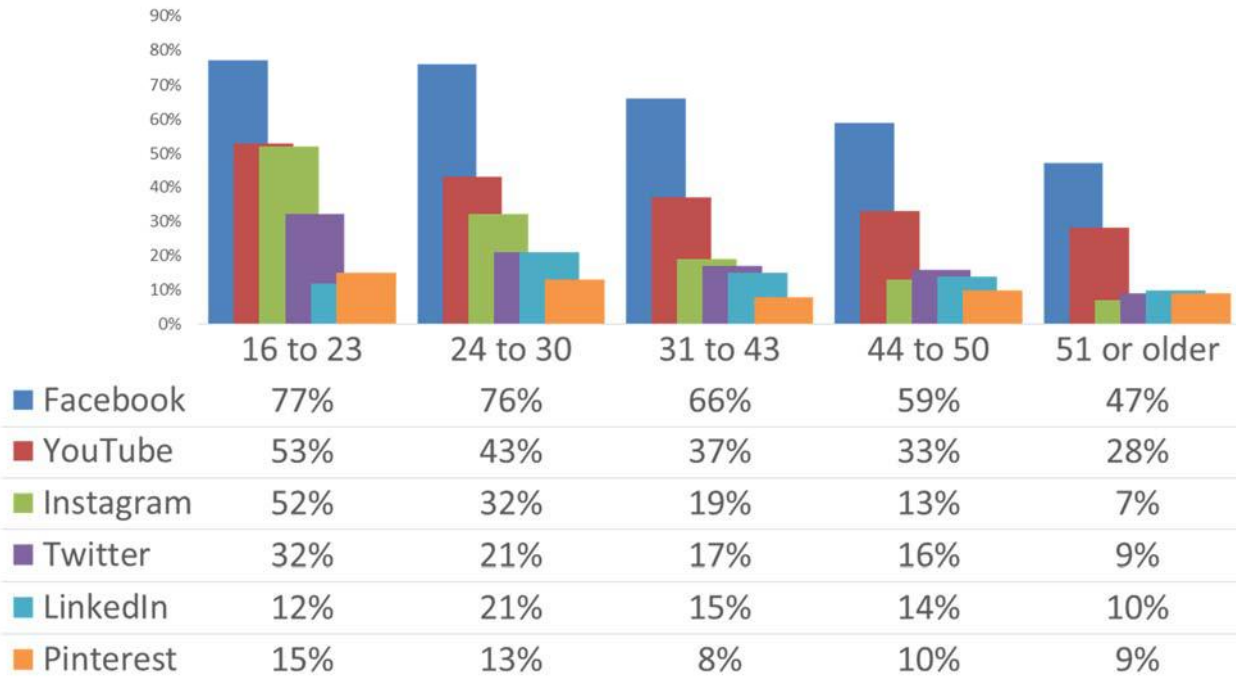
LinkedIn and Twitter have changed only minimally in terms of the percent of riders using them. The major change has been the advent of new players, Instagram and Pinterest, especially the former. Instagram was not included in the 2013 survey. It was established in 2009, but was still a relatively small player until 2014 when it reached four hundred million users. Thus, in 2015, 31% of TheRide's users said they were using

it occasionally or often, an illustration of how rapidly the environment of the online world, and the integration of the visual capacities of the smartphone with social networking can rapidly change the information environment.

⁴ The percentages reported here for 2013 are somewhat different from the percentages in the 2013 report. The reason is that the questions were asked in a slightly different manner and they had to be made as comparable as possible in terms of the percentage base.

Figure 62 Age and the use of social media

Use of social media, by age group
(Source: TheRide Onboard Survey, 2015)



Age and the use of social media

The use of social media services tends to be age-related. For example, of those under twenty four, 77% indicate that they use Facebook, but of those older than fifty, only 47% say they use it. Instagram is the most pronounced in this respect. While 52% of those 16-23 say they use it, only 7% of those older than fifty do so. LinkedIn, which is career-related rather than "social," is the exception, with no relationship between age and use.

Appendix A: Questionnaire

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



1. Where were you before you went to the bus stop for this trip?

- 1 Home 2 Work 3 Shopping 4 School/college
 5 Social visit or recreation 6 Doctor/medical 7 Church
 8 Other _____

2. What are the cross streets at that location?

Street: _____
 Cross street: _____
 What city? 1 Ann Arbor area 2 Ypsilanti area 3 Other _____

3. How did you get to your stop?

- 1 Walked 2 Wheelchair/scooter 3 Bike 4 Drove 5 Got a ride

4. How many minutes did it take you to get to the bus stop? _____

5. What is your FINAL destination for this trip?

- 1 Home 2 Work 3 Shopping 4 School/college
 5 Social visit or recreation 6 Doctor/medical 7 Church
 8 Other _____

6. What are the cross streets at your final destination?

Street: _____
 Cross street: _____
 What city? 1 Ann Arbor area 2 Ypsilanti area 3 Other: _____

7. How many separate one-way bus trips will you make today? (For example, even if you transfer, going to work is only one trip; going home from work is a second trip)

- a 1 trip b 2 trips c 3 trips d 4 trips e Other _____ (how many?)

8. How did you pay for this trip?

- 1 Cash 2 MCard 3 Transfer 4 30-Day pass
 5 go/pass 6 Token 7 EMU Pass 8 Other _____

9. Do you have one of the following:

- 1 An ADA (green) card 2 Good as Gold (senior card) 3 Fare Deal Card (for disability)
 4 Fare Deal card (for low income) 5 Fare Deal Card (age 60-64)

10. Which TheRide routes do you use regularly? (Choose up to 4)

Routes: 1U 1 2 3 4 5 6 7 8 9 10 11 12 13
 14 15 16 17 18 20 22 33 36 46 67 609

11. Including today, on which of the past seven days have you ridden on TheRide? (All that apply)

- 1 Mon 2 Tue 3 Wed 4 Thurs 5 Fri 6 Sat 7 Sun

12. On which of the past seven days have you used TheRide after 8:00 PM? (All that apply)

- 1 Mon 2 Tue 3 Wed 4 Thurs 5 Fri 6 Sat 7 Sun

13. If TheRide were not available for this trip, what would you have done instead?

- 1 Driven alone 2 Gotten a ride 3 Taken a U of M bus 4 Taken a carpool or vanpool
 5 Walked 6 Bicycled 7 Used Uber or Lyft 8 Used Zipcar
 9 Gone somewhere else 10 Not made this trip at all

14. Do you have a valid driver's license? 1 Yes 2 No

15. Was a car (or truck or motorcycle) available to you to make this trip?

- 1 Yes 2 No

16. For how long have you been using TheRide?

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

17. In the past 30 days, about how many times, if at all, have you used Zipcar?

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

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

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

19. If you used Uber or Lyft recently, were those trips you would in the past have made on TheRide?

- 1 Yes — before Uber/Lyft, would probably have used TheRide for most of those trips
 2 No — they were not the kinds of trips I would have taken on TheRide

20. How old are you? _____ years old

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

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

22. Are you a...

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

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

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

23. If 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

24. Are you? 1 Male 2 Female 3 Trans gender

25. 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

Please turn the survey over and complete the questions on the back. ➡

Please let TheRide know how to serve you better!

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

27. Which do you consider yourself (All that apply):
 1 African-American/Black 2 Asian 3 Caucasian/white
 4 Native-American Indian 5 Pacific Islander/Hawaiian
 6 Other _____

28. Are you Hispanic/Latino(a)? 1 Yes 2 No

29. How well do you speak English...
 1 Very well 2 Well 3 Not well

30. What language do you most often speak at home?
 1 English 2 Spanish 3 Other _____

31. Are you using TheRide buses ...
 1 More often than a year ago 2 About the same as a year ago
 3 Less often than a year ago

32. Are you using TheRide buses after 8:00 PM in the evening ...
 1 More often than a year ago 2 About the same as a year ago
 3 Less often than a year ago

33. A year from now, would you prefer to:
 1 Keep using TheRide 2 Get a car but keep using TheRide also
 3 Get a car and stop using TheRide 4 Move away from this area
 5 Stop using TheRide for other reason

34. Do you usually carry a mobile-phone?
 1 Yes – conventional cell phone 2 Yes – Smart phone with Internet access
 3 No – No mobile phone

35. If you usually carry a mobile phone...
 a. Do you text on it? 1 Often 2 Occasionally 3 Rarely or never
 b. Do you access the Internet on it? 1 Often 2 Occasionally 3 Rarely or never
 c. Do you access information about TheRide on it? 1 Often 2 Occasionally 3 Rarely or never

36. Do you use social media? 1 Often 2 Occasionally 3 Rarely or never
 a. If you use social media, which of the following do you use regularly? (All that apply)
 1 Facebook 2 Twitter 3 Instagram 4 Pinterest
 5 LinkedIn 6 YouTube

37. If you use "Track My Bus," how often do you use...
 I do not use "Track my bus."
 a. Smartphone 1 Often 2 Occasionally 3 Rarely or never
 b. Tablet 1 Often 2 Occasionally 3 Rarely or never
 c. Laptop or desktop computer 1 Often 2 Occasionally 3 Rarely or never

38. How satisfied or dissatisfied are you with TheRide service in each of the following areas?	Don't know	Dissatisfied		Neutral		Satisfied		
		☹		☺		☺		
a. Drivers' skill	<input type="checkbox"/>	1	2	3	4	5	6	7
b. Drivers' courtesy with passengers	<input type="checkbox"/>	1	2	3	4	5	6	7
c. Drivers' knowledge of the TheRide system	<input type="checkbox"/>	1	2	3	4	5	6	7
d. Overall quality of customer information	<input type="checkbox"/>	1	2	3	4	5	6	7
e. Bus cleanliness	<input type="checkbox"/>	1	2	3	4	5	6	7
f. Safety from accidents	<input type="checkbox"/>	1	2	3	4	5	6	7
g. Personal security	<input type="checkbox"/>	1	2	3	4	5	6	7
h. Quality of bus stops you use	<input type="checkbox"/>	1	2	3	4	5	6	7
i. Locations of bus stops you use	<input type="checkbox"/>	1	2	3	4	5	6	7
j. On-time performance	<input type="checkbox"/>	1	2	3	4	5	6	7
k. Frequency of service	<input type="checkbox"/>	1	2	3	4	5	6	7
l. Dependability of making transfers	<input type="checkbox"/>	1	2	3	4	5	6	7
m. Directness of routes	<input type="checkbox"/>	1	2	3	4	5	6	7
n. Service to areas where you want to go	<input type="checkbox"/>	1	2	3	4	5	6	7
o. TheRide Service overall	<input type="checkbox"/>	1	2	3	4	5	6	7

39. Have you any comments or suggestions for TheRide?



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



1. ¿En dónde estaba usted antes de ir a la parada de autobús para este viaje?

- 1 Casa 2 Trabajo 3 De compras 4 Escuela/universidad
 5 Visita social o diversión 6 Cita médica 7 Iglesia
 8 Otro lugar _____

2. ¿Cuáles son las calles que se cruzan en esa ubicación?

Calle: _____

Calle que la cruza: _____

¿Qué ciudad? 1 La zona Ann Arbor 2 La zona Ypsilanti 3 Otra _____

3. ¿Cómo llegó a su parada?

- 1 Caminando 2 En silla de ruedas/scooter 3 En bicicleta 4 Manejó 5 Lo llevaron

4. ¿Cuántos minutos tardó para llegar a la parada de autobús? _____

5. ¿Cuál es su destino FINAL en este viaje?

- 1 Casa 2 Trabajo 3 De compras 4 Escuela/universidad
 5 Visita social o diversión 6 Cita médica 7 Iglesia
 8 Otro lugar _____

6. ¿Cuál es su destino FINAL en este viaje?

Calle: _____

Calle que la cruza: _____

¿Qué ciudad? 1 La zona Ann Arbor 2 La zona Ypsilanti 3 Otra _____

7. ¿Cuántos viajes individuales de ida hará usted hoy? (Por ejemplo, aunque haga trasbordo, ir a trabajar es un viaje; ir del trabajo a casa es un segundo viaje)

- a 1 viaje b 2 viajes c 3 viajes d 4 viajes e Otro _____ (¿cuántos?)

8. ¿Cómo pagó este viaje?

- 1 Efectivo 2 MCard 3 Traslado 4 Pase de 30-Días
 5 go/pass 6 Ficha 7 EMU Pass 8 Otro _____

9. ¿Tiene alguna de las siguientes tarjetas?

- 1 Tarjeta ADA (verde) 2 Good as Gold (tarjeta para personas mayores)
 3 Tarjeta Fare Deal (para discapacitados) 4 Tarjeta Fare Deal (para personas de bajos ingresos)
 5 Tarjeta Fare Deal (para personas de 60 a 64 años)

10. ¿Qué rutas de TheRide usa usted de forma regular? (Escoja hasta 4)

Rutas: 1U 1 2 3 4 5 6 7 8 9 10 11 12 13
 14 15 16 17 18 20 22 33 36 46 67 609

11. Incluyendo hoy, ¿cuáles de los últimos siete días viajó en TheRide? (Marque todas las que apliquen)

- 1 Lun 2 Mar 3 Mié 4 Jue 5 Vie 6 Sáb 7 Dom

12. ¿Cuáles de los últimos siete días viajó en TheRide después de las 8:00 PM? (Marque todas las que apliquen)

- 1 Lun 2 Mar 3 Mié 4 Jue 5 Vie 6 Sáb 7 Dom

13. Si TheRide no hubiera estado disponible para este viaje, ¿qué hubiera hecho?

- 1 Hubiera manejado su automóvil 2 Hubiera pedido que lo lleven
 3 Hubiera tomado un autobús U de M 4 Hubiera ido en coche o una camioneta compartidos
 5 Hubiera caminado 6 Hubiera ido en bicicleta 7 Hubiera usado Uber o Lyft
 8 Hubiera usado Zipcar 9 Hubiera ido a otro lugar 10 No hubiera hecho este viaje

14. ¿Tiene licencia de conducir válida? 1 Sí 2 No

15. ¿Había un automóvil (o camión o motocicleta) disponible para usted para hacer este viaje?

- 1 Sí 2 No

16. ¿Durante cuánto tiempo ha 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

17. En los últimos 30 días, ¿cuántas veces, si cualquier, utilizó Zipcar?

- 1 Nada 2 Una o dos veces 3 Dos o tres veces 4 Cuatro o cinco veces 5 Más de cinco

18. En los últimos 30 días, ¿cuántas veces, si cualquier, utilizó Uber or Lyft?

- 1 Nada 2 Una o dos veces 3 Dos o tres veces 4 Cuatro o cinco veces 5 Más de cinco

19. Si ha utilizado Uber o Lyft recientemente, ¿habría tomado esos viajes en el autobús en el pasado?

- 1 Sí – antes de Uber/Lyft, probablemente habría utilizado TheRide para la mayoría de esos viajes
 2 No – no eran los tipos de viajes que habría utilizado en TheRide

20. ¿Qué edad tiene? _____ años

21. ¿Cuál de las siguientes opciones lo describe mejor? Usted actualmente es... (Marque una opción):

- 1 Empleado que recibe pago fuera de su casa 2 Empleado que recibe pago en su casa
 3 Estudiante 4 Ama de casa 5 Desempleado 6 Jubilado

22. ¿Es usted...?

- 1 Estudiante de escuela secundaria 2 Estudiante universitario 3 No es estudiante

a. Si es estudiante universitario, ¿de qué universidad?

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

23. Si está empleado, ¿generalmente...?

- a. Trabaja después de las 9 p.m. 1 Sí 2 No
 b. Trabaja sábados y/o domingos 1 Sí 2 No
 c. Comienza a trabajar antes de las 7 a.m. cualquier día 1 Sí 2 No

24. ¿Es usted...? 1 Hombre 2 Mujer 3 Transgénero

25. ¿Cuál es el ingreso anual total combinado de su hogar?

- 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

Dé vuelta a la encuesta y conteste las preguntas de atrás. ➡

¡Dígale a TheRide cómo podemos servirlo mejor!

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

27. ¿De qué raza se considera usted? (Marque todas las que apliquen):
 1 Afroamericana/Negra 2 Asiática 3 Caucásica/Blanca
 4 Indígena norteamericana 5 De las islas del Pacífico/nativo de Hawái
 6 Otra _____

28. ¿Es usted hispano(a) o latino(a)? 1 Sí 2 No

29. ¿Qué tan bien habla inglés?
 1 Muy bien 2 Bien 3 No bien

30. ¿Qué idioma habla usted con más frecuencia en su hogar?
 1 Inglés 2 Español 3 Otro _____

31. ¿Utiliza los autobuses de TheRide...?
 1 Con mayor frecuencia que hace un año 2 Casi con la misma frecuencia que hace un año
 3 Con menos frecuencia que hace un año

32. ¿Está utilizando autobuses TheRide después de 8:00 PM de la noche?
 1 Con mayor frecuencia que hace un año 2 Casi con la misma frecuencia que hace un año
 3 Con menos frecuencia que hace un año

33. Dentro de un año, ¿usted espera...?
 1 Seguir usando TheRide 2 Comprar un auto pero seguir usando TheRide
 3 Comprar un auto y dejar de usar TheRide 4 Mudarme de esta zona
 5 Dejar de usar TheRide por otros motivos

34. ¿Lleva un teléfono celular con usted?
 1 Sí – teléfono celular convencional 2 Sí – teléfono inteligente con acceso a Internet
 3 No – No tengo teléfono móvil

35. Si por lo general lleva un teléfono móvil...
 a. ¿Usted usa texto en él? 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca
 b. ¿Tiene acceso a Internet en él? 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca
 c. ¿lo usa para conseguir información sobre el autobús? 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca

36. ¿Usa los medios sociales? 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca
 a. Si la respuesta es sí, ¿cuáles de los siguientes usa regularmente? (Marque todas las que apliquen)
 1 Facebook 2 Twitter 3 Instagram 4 Pinterest
 5 LinkedIn 6 YouTube

37. Si utiliza "Track My Bus," ¿con qué frecuencia se utiliza ...
 Yo no uso "Track my bus."
 a. Teléfono inteligente 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca
 b. Tableta 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca
 c. Portátil o computadora de escritorio 1 A menudo 2 Ocasionalmente 3 Rara vez o nunca

38. ¿Cuán satisfecho o insatisfecho está con el servicio de TheRide en cada uno de los siguientes aspectos?	No sabe	Insatisfecho						Neutro	Satisfecho
		☹						☺	☺
a. La habilidad del conductor	<input type="checkbox"/>	1	2	3	4	5	6	7	
b. La cortesía del conductor con los pasajeros	<input type="checkbox"/>	1	2	3	4	5	6	7	
c. El conocimiento del conductor del sistema de TheRide	<input type="checkbox"/>	1	2	3	4	5	6	7	
d. La información de TheRide en general	<input type="checkbox"/>	1	2	3	4	5	6	7	
e. Limpieza del autobús	<input type="checkbox"/>	1	2	3	4	5	6	7	
f. La seguridad de los accidentes	<input type="checkbox"/>	1	2	3	4	5	6	7	
g. La seguridad personal	<input type="checkbox"/>	1	2	3	4	5	6	7	
h. Calidad de paradas de autobús que utiliza	<input type="checkbox"/>	1	2	3	4	5	6	7	
i. Ubicaciones de las paradas de autobús que utiliza	<input type="checkbox"/>	1	2	3	4	5	6	7	
j. Puntualidad	<input type="checkbox"/>	1	2	3	4	5	6	7	
k. Frecuencia del servicio	<input type="checkbox"/>	1	2	3	4	5	6	7	
l. Confiabilidad de los trasbordos	<input type="checkbox"/>	1	2	3	4	5	6	7	
m. Rutas directas	<input type="checkbox"/>	1	2	3	4	5	6	7	
n. Servicio en áreas donde usted desea ir	<input type="checkbox"/>	1	2	3	4	5	6	7	
o. El servicio de TheRide en general	<input type="checkbox"/>	1	2	3	4	5	6	7	

38. ¿Tiene algún comentario o sugerencia para TheRide?



Appendix B: Comments by Riders - Under Separate Cover

Appendix C: Demographics for Title VI (Under separate cover)
