



AAATA Fare Study

Technical Memo #3: Summary of Participants' Comments Final

Prepared For: Ann Arbor Area Transportation Authority (AAATA) / TheRide

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This document comprises Technical Memo #3 for the Ann Arbor Area Transportation Authority (AAATA) Fare Study. First, we will review the community engagement we conducted to obtain survey responses. Second, we will present an analysis of the responses obtained from the fare study survey. Lastly, we will compare the sociodemographic characteristics of fare study survey respondents to the characteristics of TheRide's 2017 onboard survey respondents.

Community Engagement Overview

Community engagement was conducted to obtain public feedback from riders and non-riders on fares and fare technologies. Community engagement included:

- Rider intercept surveys
 - Tuesday, April 3rd 2018 from 10:30am-1:00pm at the Central Campus Transit Center
 - Wednesday, April 4th 2018 from 2:30pm-5:00pm at the Ypsilanti Transit Center
 - Thursday, April 5th 2018 from 2:30pm-5:00pm at the Blake Transit Center
- Online rider survey
- Non-rider intercept surveys
 - Tuesday, April 3rd 2018 from 10:30am-1:00pm at the Central Campus Transit Center
- Online non-rider survey

The surveys were conducted to explore both riders' and non-riders' behaviors and opinions about TheRide, TheRide's fares, and potential future fare collection technologies. The survey was distributed electronically and as a hard copy. The online survey was open for approximately 4 weeks (surveys were collected from March 26, 2018 to April 23, 2018). AAATA posted a link to the survey on its website and advertised the survey through its email and social media channels. Members of the AAATA and Four

Nines' teams also canvassed AAATA's three main transit centers, the Central Campus Transit Center, Blake Transit Center, and the Ypsilanti Transit Center. The canvassing involved walking around with paper surveys for periods of two and a half hours each and asking people to fill out the surveys themselves or helping people go through them. In total through online and paper surveys, 343 responses were collected including 25 non-rider responses and 318 rider responses. Copies of the surveys are included as Appendix A (rider survey) and Appendix B (non-rider survey).

Non-Rider Survey Results

Non-rider surveys represent a small share of the overall surveys collected (7%). Of those, former riders comprise 36% of the responses.

When respondents were asked about why they did not use TheRide, common responses included:

- Preference to drive or carpool
- Schedule does not meet travel needs (too infrequent, not early/late enough)
- Service doesn't take them where they need to go
- Lack of understanding of how to use the service

When asked open ended questions about what would encourage them to ride, common responses included:

- More locations convenient to where respondent needs to go
- Knowing more about TheRide, where it goes, and how to navigate the system
- More frequent service

From the results above, it seems most individuals who do not use TheRide cite service considerations, as opposed to fare considerations, as their reason for not riding. It is possible that changes to the fare system could help with some concerns though. For instance, fare structure simplification or new fare payment technologies could help people better understand TheRide's services and how to navigate them.

Rider Survey Results

Most survey respondents are current users of TheRide; the vast majority of surveys collected (93%) were from current riders. It should be noted that the rider survey does not constitute a representative sample of TheRide's customers, though the number of respondents was relatively high. Instead, the survey results presented here should be thought of as providing anecdotal evidence of riders' behaviors and opinions as they relate to fares.

Most respondents to the rider survey use the Local Bus (73%). A sizable number of respondents also indicated that they use GroceryRide (10%) and/or NightRide (12%).

Current State of Fare Payment

Fare Payment & Ridership Frequency

The table below illustrates a breakdown of survey respondents by ridership frequency and most common form of payment:

Frequency	Cash Fare and/or Transfer	30-Day Pass	ARide or GoldRide ID	MCard	Token	Other	Overall
Less than 1x/week	4%	0%	2%	4%	2%	0%	12%
1-3 days per week	9%	2%	2%	7%	0.5%	2.5%	23%
4-5 days per week	13%	3%	2%	17%	0%	5%	40%
6-7 days per week	10%	5%	2%	3%	0.5%	4.5%	25%
Overall	36%	10%	8%	31%	3%	12%	100%

In terms of payment type, people who pay with a cash fare and/or transfer constituted the largest percentage of respondents at 36%. MCard followed closely behind as a payment method at 31% of respondents. These response rates generally align with actual fare usage: in 2017, people who paid with a cash fare and/or transfer constituted 27% of boardings, while MCard usage constituted 39% of boardings. Both of these payment types had the highest percentage of their users as people who use TheRide’s services 4-5 days per week. Unsurprisingly, 30-Day Pass users (10% of overall responses) were most commonly people who use TheRide 6-7 days per week. ARide and GoldRide customers (8% of overall responses) were spread equally among ridership frequency categories. Tokens came in as the least frequent method of payment (3% of overall responses) that was still large enough to separate into its own category. All other forms of payment were added to the “Other” category.

Reasons for Liking Current Fare Payment Options

Reason for liking current fare payment	% of riders who selected option
Fares are easy to understand	31%
Use a pass from my employer, school, or college that makes it easy for me to ride	30%
Fares are reasonably priced	28%
Can board and pay quickly	28%
Can pay with cash when boarding	21%
Ride for free with ARide or GoldRide card	10%
504 reasons selected by 343 survey takers	

TheRide’s customers like a number of aspects of the current fare payment options. People seem to find the fares easy to understand and well-priced. A significant proportion of respondents use an employer, school, or college pass that they feel makes it easy to take TheRide. Other respondents also indicated that their fare media of choice allowed them to board and pay quickly. The ability to pay with cash was of slightly less importance than the other aspects mentioned above.

Reasons for Not Liking Current Fare Payment Options

Reason for not liking current fare payment	% of riders who selected option
Don’t like carrying cash	22%
Want easier way to pre-pay for trip	13%
Don’t like having to ask for transfer	10%
Fares are too high	9%
Have trouble using the farebox	6%
Hard to understand how to qualify for discount fare	5%
Fares are difficult to understand	2%
230 reasons selected by 343 survey takers	

People’s most common complaint regarding the current fare payment system is the perception that they must carry cash in order to board. While pre-pay options are available that accept payment forms other than cash, these findings may indicate that those options do not provide the same flexibility or on-demand ability as paying with cash upon boarding. Hence, the rider would still feel the need to carry cash for last-minute or unexpected rides. This is further supported by the number of individuals responding that they would like an easier way to pre-pay for their trip. Some respondents do not like having to ask for a transfer or believe that fares are too high, but these are of less importance than the cash element. An even smaller number of survey respondents indicated that they have trouble using the farebox when boarding (e.g., bills aren’t accepted, change cards or transfers aren’t read), have difficulty

understanding how to qualify for a discount fare, or do not understand fares generally.

Discount Fare Eligible Individuals

Discount Fare Type	Aggregate % of respondents by discount fare type	Specific Discount Fare Category	% of respondents by specific discount fare category
Half-Fare Discount on Fixed Route	24%	FareDeal - Low Income	12%
		FareDeal - Disability non-ADA eligible	3%
		FareDeal - Individuals ages 60-64	1%
		Youth (K-12 Student)	8%
Free Fare on Fixed Route	14%	GoldRide (Senior 65+)	7%
		A-Ride (ADA paratransit eligible)	7%

Survey respondents were asked to indicate if they are eligible for any of the free or discount fares that TheRide offers to its customers. The results of that question are contained in the table above. About a quarter of the individuals who took the survey are eligible to ride on fixed route services at a 50% discount either by purchasing a reduced fare single-ride trip or a reduced fare 30-Day Pass. Another 14% of individuals who took the survey can ride fixed route services for free with either their ARide or GoldRide pass. This brings the percentage of fare study survey respondents who receive a discount to 38%.

This proportion of discount fare riders differs from the 19% of riders found to use a discount card in TheRide’s 2017 onboard survey, meaning the discount rider population was likely oversampled in the fare study survey. This oversampling should be kept in mind when interpreting the results contained within this document.

Regardless, it will be important to keep the special needs and considerations of these discount riders in mind when evaluating possible future fare payment technologies and other improvements to TheRide’s fare system.

New Fare Payment Technologies

In addition to asking about current fare payment methods, the survey asked about people’s interest in new fare payment technologies, including smartcards and mobile ticketing. When evaluating riders’ responses to future fare technologies, It is important to consider not only their *willingness* to use smartcards or mobile ticketing, but also their *ability* to use these technologies. Mobile ticketing platforms usually require riders to be (1) banked so that they can purchase fares and passes online and (2) able to bring the same device with which they purchased the fare or pass onboard to show proof of payment. Smartcard system requirements, depending on the media distribution and reloading channels, can be less rigid with regards to these two requirements. Still, these rider characteristics are important to acknowledge when doing any fare collection technology planning or analysis. Thus, responses to the question of interest in future fare payment technologies categorized by access to a device with internet and access to banking services (credit/debit card, pre-paid debit card, or mobile payment) are below:

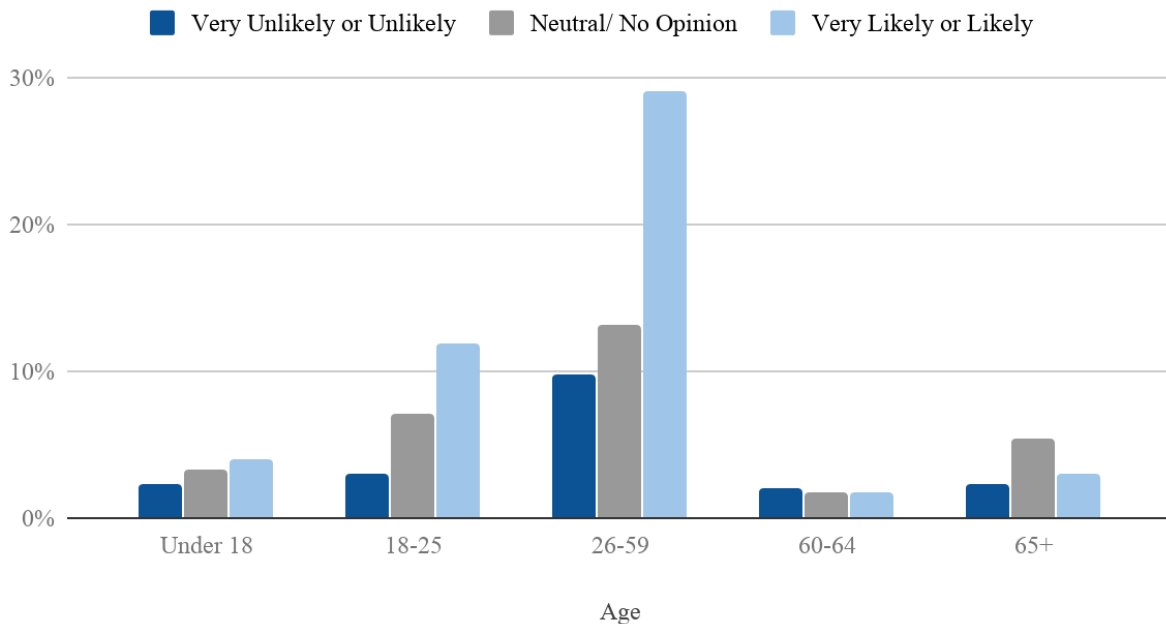
Likelihood of Using Smartcard or Mobile Ticketing	No Device w/ Internet		Yes Device w/ Internet		Totals
	No Banking	Yes Banking	No Banking	Yes Banking	
Very Unlikely or Unlikely	3%	2%	3%	12%	20%
Neutral/No Opinion	3%	2%	6%	16%	27%
Very Likely or Likely	3%	2%	7%	37%	49%
Totals	9%	6%	16%	65%	100%

The above table shows that the majority of rider survey respondents (65%) have access to both a mobile device with internet and banking services. The primary concern for TheRide, based on the data above, will be riders’ access to banking services, not their access to a mobile device. The overwhelming majority of respondents (81%) have access to a device with internet access. A smaller majority, though, have access to banking services (71%).

The survey also showed that there is strong interest in new fare collection technologies. Almost half of riders indicated that they would either be likely or very likely to use a smartcard or mobile ticketing, while only 20% said they would be unlikely or very unlikely to do so. The remainder of survey respondents indicated that they felt neutral about the question or had no opinion.

Age & Interest in New Fare Payment Technologies

Likelihood of Using New Fare Collection Technologies by Age

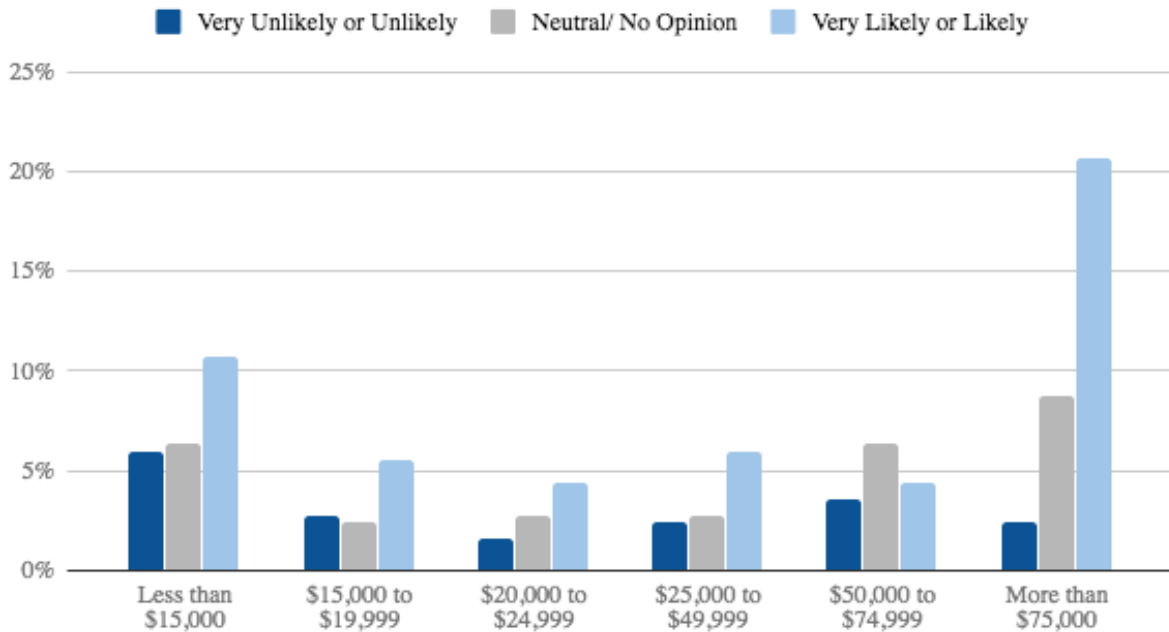


The majority of respondents ages 18-25 and 26-59 are likely or very likely to use the new fare collection technologies presented to them in the survey. While the margins were slimmer, the number of respondents in the Under 18 and 65+ age categories who stated they would be likely or very likely to use the new technologies outweighed the number who said they would be unlikely or very unlikely to use them. Only the 60-64 age group had a higher number of respondents who indicated they would be

unlikely or very unlikely versus likely or very likely to use smartcards or mobile ticketing. According to these results, the majority of ages using TheRide would be willing to consider new fare payment technologies.

Income & Interest in New Fare Payment Technologies

Likelihood of Using New Fare Collection Technologies by Income



All income brackets expressed a higher response rate for likely or very likely to use new fare payment technologies as compared to unlikely or very unlikely. Only the respondents in one income bracket, those whose households earn \$50,000 to \$74,999 per year, had neutral or no opinion as the most frequent answers. These findings seem to indicate that smartcards and mobile ticketing would be attractive to riders across the income spectrum.

Mobile Ticketing versus Smartcards

Preferred new fare payment technology	% of respondents
Mobile ticketing	38%
Smartcards	62%

When asked which technology, mobile ticketing or smartcards, TheRide’s customers would choose to use, survey respondents selected smartcards almost ⅔ of the time. During survey distribution, some riders responded verbally that they would use either technology, but the way the question was structured forced respondents to choose only one technology. By forcing respondents to choose, TheRide has data on riders’ preferences that it can reference if the agency is forced to choose only one technology due to financial constraints.

Reasons for Liking New Fare Payment Technologies

Reason for liking mobile ticketing and/or smartcards	
Don't need cash	39%
Like technology	33%
Can board more easily	30%
Can reload value to account automatically	30%
Can purchase fare from anywhere	29%
Like using smartphone	24%
Saves time since don't need to go to a retailer	19%
Protected from loss & theft	18%
760 reasons selected by 343 survey takers	

Among all respondents, 760 reasons for liking new fare payment technologies were selected. The table above illustrates what percentage of survey responses chose each option. Note that since respondents were allowed to choose more than one reason, the percentage values may not sum to 100. Not needing cash was the most common reason for liking new fare payment technology options. In order of decreasing selection frequency, respondents also liked using technology generally, felt they could board more easily using the new technology, and liked that they could reload value to their account automatically.

Reasons for Not Liking New Fare Payment Technologies

Reasons for not liking mobile ticketing and/or smartcards	
Prefer cash	13%
Prefer current form of payment	10%
Don't want to share the necessary information	6%
No smartphone	6%
No credit/debit card	4%
Don't use TheRide	3%
Difficult to understand	3%
127 reasons selected by 343 survey takers	

Among all respondents, only 127 reasons for not liking new fare payment technologies were selected. This is far fewer responses than were selected as reasons riders did like the thought of using new fare payment technologies, which further supports the conclusion that riders are generally amenable to mobile ticketing and/or smartcards. As in the section above, percentages are presented as the percent of respondents who selected each reason.

By far the most common reason for not liking new fare payment technologies was a rider preferring their current form of payment. However, it is unlikely that people would be forced to migrate to the new payment technologies immediately, and the migration would not affect all fare types. Thus, this response is less of a concern. To investigate this question further, though, the below table was constructed.

Individuals who Indicated Preference for Current Fare Payment over New Fare Payment Technologies		
Current Form of Payment	# of Respondents	% of Respondents
Mcard	19	56%
Cash fare and/or transfer	7	21%
ARide or GoldRide Card	5	15%
30-Day Pass	2	6%
Credit/debit card on FlexRide	1	3%

Only those forms of fare payment that appeared for respondents who indicated a preference for their current form of payment appear in the table. The majority of this segment of survey respondents swipe their MCard to board the bus. It makes sense that these riders would want to maintain an MCard as their form of payment because of its ease of use and the fact that the actual rider does not pay to board the bus when using this fare medium. The same type of logic follows for respondents who flash their ARide or GoldRide ID card to board for free. The main concern here would be the cash riders who prefer this payment method over new technologies. However, numbering just 7 respondents, this group of survey takers constitutes less than 2% of all individuals who responded to the fare study survey.

The next most common reason for not liking new payment technologies was a rider not wanting to share the necessary information to participate. This sentiment is not unexpected considering the current news stories surrounding misuse of user data and data breaches by a number of corporations and institutions. If TheRide does choose to move forward with mobile ticketing and/or smartcards, the agency will need to prove to riders that it will handle their data securely and appropriately. Given proper data management practices and technology provider sourcing, TheRide should be able to assuage riders' concerns about their data.

Sociodemographic Characteristics of Respondents

In order to give the fare study survey further context, a number of sociodemographic characteristics have been compared to response rates from TheRide’s 2017 onboard survey which contained 3,096 useable responses. Because the sample size for the fare study survey was much smaller than the 2017 onboard survey, similar sociodemographic statistics between the two surveys would point to the fare study survey being representative.

Income	% of respondents Fare Study survey		% of respondents 2017 onboard survey
Less than \$14,999	25%	44%	44%
\$15,000 to \$19,999	10%		
\$20,000 to \$24,999	9%		
\$25,000 to \$49,999	11%		23%
\$50,000 to \$74,999	14%		14%
More than \$75,000	31%		18%

The spread of household income was similar to the 2017 onboard survey, except that households making \$25,000 to \$49,999 were undersampled and households making more than \$75,000 were oversampled in the fare study survey.

Gender	% of respondents Fare Study survey	% of respondents 2017 onboard survey
Female	50%	53%
Male	48%	47%
Non-binary/ third gender/ gender non-conforming	2%	not included

The percentage of respondents for each gender identification were similar to the 2017 onboard survey, especially given that the fare study survey included a third option for those who identify as neither female nor male.

Race/Ethnicity	% of respondents Fare Study survey	% of respondents 2017 onboard survey
African-American	23%	25%
Asian	9%	18%
Caucasian/White	59%	44%
Hispanic	2%	8%
Native-American Indian	1%	3%
Pacific Islander/Hawaiian	0%	1%
2 or more selected	6%	

In terms of race/ethnicity, the percentage of individuals identifying as Asian or Hispanic was undersampled while the percentage of individuals identifying as Caucasian/White or who selected two or more races was oversampled within the fare study survey as compared to the 2017 onboard survey.

Due to the breakdown of age groups in the 2017 onboard survey versus the fare study survey, a comparison of the two was unable to be made. The age breakdown of respondents to the fare study survey is still included in the table below, however, to give context to the response data.

Age	% of respondents
Under 18	9%
18-25	22%
26-59	52%
60-64	5%
65+	11%

Appendix A: Rider Survey

SURVEY FOR CURRENT CUSTOMERS

Tell Us What You Think About Fares

TheRide is conducting a study to learn more about our current fares, what changes you'd like to see, and how technology could be used to pay fares in the future. The outcomes of the study will determine possible alternatives for future fare improvements.

1. Which of the following of TheRide's services do you use? **(mark all that apply)**

- | | | | |
|---|-----------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Local bus | <input type="checkbox"/> A-Ride | <input type="checkbox"/> NightRide | <input type="checkbox"/> ExpressRide to Canton or Chelsea |
| <input type="checkbox"/> Park & Ride to local bus | <input type="checkbox"/> GoldRide | <input type="checkbox"/> HolidayRide | <input type="checkbox"/> Ypsilanti Twp Express - Route 81 |
| <input type="checkbox"/> GroceryRide | <input type="checkbox"/> FlexRide | <input type="checkbox"/> AirRide | <input type="checkbox"/> VanRide |

2. In a typical week, how many days do you use TheRide's services?

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> 1 day per week | <input type="checkbox"/> 4-5 days per week | <input type="checkbox"/> A few times per month | <input type="checkbox"/> A few times a year |
| <input type="checkbox"/> 2-3 days per week | <input type="checkbox"/> 6-7 days per week | <input type="checkbox"/> About once a month | |

3. If you use TheRide's fixed route, express route, FlexRide, or NightRide services, how do you pay your fare the majority of the time?

- | | | |
|--|--|---|
| <input type="checkbox"/> Cash fare/transfer | <input type="checkbox"/> go!pass pass | <input type="checkbox"/> University of Michigan ID card (MCard) |
| <input type="checkbox"/> Token | <input type="checkbox"/> MyCommuter Card from Google | <input type="checkbox"/> Exceptional Pass from AAPS |
| <input type="checkbox"/> Day Pass | <input type="checkbox"/> Eastern Michigan University 30-Day Pass | <input type="checkbox"/> Credit/debit card on FlexRide |
| <input type="checkbox"/> 30-Day Pass | <input type="checkbox"/> Washtenaw Community College ID card | <input type="checkbox"/> My ARide or GoldRide ID card lets me ride free |
| <input type="checkbox"/> Other (please specify): _____ | | |

4. If you don't purchase a 30-Day pass, why do you not currently purchase a 30-Day pass? (please write in any comments)

5. If you are eligible for a free or discounted fare, which program do you participate in?

- | | | |
|---|--|--|
| <input type="checkbox"/> A-Ride (ADA paratransit) | <input type="checkbox"/> Youth (K-12 Student) | <input type="checkbox"/> FareDeal - Individuals ages 60-64 |
| <input type="checkbox"/> GoldRide (Senior 65+) | <input type="checkbox"/> FareDeal - Low Income | <input type="checkbox"/> FareDeal - Disability (non-ADA) |

6. What do you like about how you pay for your fare? **(mark all that apply)**

- | | |
|---|--|
| <input type="checkbox"/> Fares are easy to understand | <input type="checkbox"/> I feel like I can board the bus and pay quickly |
| <input type="checkbox"/> Fares are reasonably priced | <input type="checkbox"/> I ride for free with my A-Ride or GoldRide card |
| <input type="checkbox"/> I can pay with cash when I board | <input type="checkbox"/> My employer or school pass makes it easy for me to ride |
| <input type="checkbox"/> Other (please specify): _____ | |

7. What don't you like about how you pay your fare? (mark all that apply)

- I don't like carrying cash
- I don't like having to ask for a transfer
- Fares are difficult to understand
- I have trouble using the farebox (bills aren't accepted, transfer or change card can't be read/returned)
- Other (please specify): _____
- Cost of the fare is too high
- Qualifying for a discount fare isn't easy to understand
- I wish I could more easily pre-pay for my trip

TheRide is looking into new and innovative ways for people to pay their fare such as smart cards or mobile ticketing. Smart cards enable customers to pay with a plastic card by prepaying for their rides at a retail location. Mobile ticketing enables customers to pay for rides with the use of a smartphone app.

8. Would you be interested in using a smart card or mobile ticketing to pay your fare?

- Very unlikely
- Unlikely
- Neutral
- Likely
- Very likely
- Not applicable/no opinion

9. Which would you be more interested in?

- Smart card
- Mobile ticketing

10. What do you like about being able to use a smart card or mobile ticketing to pay your fare? (mark all that apply)

- I like using technology
- I don't need to carry cash
- I can board more easily
- I don't need to buy my pass from a retailer
- I can see and buy my fare on my smartphone
- My fares and passes are protected from loss/theft
- I can purchase my fare anywhere
- I can reload my fare automatically
- Other (please specify): _____

11. Why wouldn't you be interested in using a smart card or mobile ticketing? (mark all that apply)

- Too difficult to understand
- I prefer to pay cash
- I don't want to share the required information
- I don't have a smartphone
- I prefer to use current form of payment
- I don't plan to use TheRide's services
- I don't have a credit card or a debit card
- Other (please specify): _____

12. Do you currently use any of the following? (mark all that apply)

- Credit card
- Debit card
- Pre-paid debit card
- Mobile payment (such as Apple Pay or Android Pay)

13. Do you have a smartphone or tablet with internet access?

- Yes
- No

14. Are there other ways that technology could improve how you pay your fare? (please write in any comments)

15. How old are you?

- Under 18
- 18-25
- 26-59
- 60-64
- 65+

16. What is your gender?

- Female
- Male
- Non-binary/third gender/gender non-conforming

17. Which do you consider yourself? **(mark all that apply)**

- African-American/Black Caucasian/White Native-American Indian Asian
 Hispanic Pacific Islander/Hawaiian Other (please specify): _____

18. What is your total combined annual household income?

- Less than \$14,999 \$20,000 to \$24,999 \$50,000 to \$74,999
 \$15,000 to \$19,999 \$25,000 to \$49,999 More than \$75,000

19. Please provide any additional comments about TheRide’s current fares and ways they might be improved to meet your needs.

20. If you are interested in participating in future surveys or public outreach, please write in your email address.

Email Address: _____

Appendix B: Non-Rider Survey

SURVEY FOR FORMER CUSTOMERS AND NON-CUSTOMERS

Tell Us What You Think About Fares

TheRide is conducting a study to learn more about our current fares, what changes you'd like to see, and how technology could be used to pay fares in the future. The study outcomes will determine possible alternatives for fare improvements.

TheRide provides a variety of services, including: fixed route local bus service, express bus service to Canton, Chelsea, and Ypsilanti, Park & Ride facilities, FlexRide, Vanpool, A-Ride for passengers with disabilities, GoldRide to provide seniors with enhanced mobility options, and AirRide to get people to and from the Detroit airport.

1. Why do you currently not use TheRide? (mark all that apply)

- | | |
|---|---|
| <input type="checkbox"/> TheRide doesn't take me where I need to go | <input type="checkbox"/> Service does not run early or late enough |
| <input type="checkbox"/> I don't know how to use the service | <input type="checkbox"/> I have safety concerns about using TheRide |
| <input type="checkbox"/> I prefer to drive or carpool | <input type="checkbox"/> I don't know how to pay for my trip |
| <input type="checkbox"/> I prefer to walk or bike | <input type="checkbox"/> Fares are too complicated to understand |
| <input type="checkbox"/> Schedule does not meet my travel needs | <input type="checkbox"/> Cost of the fare is too high |
| <input type="checkbox"/> Service is too infrequent | <input type="checkbox"/> Other (please specify): _____ |

2. What would encourage you to use TheRide's services? (please write in any comments)

TheRide is looking into new and innovative ways for people to pay their fare such as smart cards or mobile ticketing. Smart cards enable customers to pay with a plastic card by prepaying for their rides at a retail location. Mobile ticketing enables customers to pay for rides with the use of a smartphone app.

1. Would you be interested in using a smart card or mobile ticketing to pay your fare?

- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> Very unlikely | <input type="checkbox"/> Neutral | <input type="checkbox"/> Very likely |
| <input type="checkbox"/> Unlikely | <input type="checkbox"/> Likely | <input type="checkbox"/> Not applicable/no opinion |

2. Which would you be more interested in?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Smart card | <input type="checkbox"/> Mobile ticketing |
|-------------------------------------|---|

3. What do you like about potentially being able to use a smart card or mobile ticketing to pay your fare? **(mark all that apply)**

- | | |
|---|--|
| <input type="checkbox"/> I like using technology | <input type="checkbox"/> I can purchase my fare from anywhere |
| <input type="checkbox"/> I don't need to carry cash | <input type="checkbox"/> I can see and purchase my fare on my smartphone |

- I can board the bus more easily
- I can reload my fare automatically
- I save time since I don't need to go to a retailer to purchase my pass
- The value and passes stored in my account are protected from loss and theft
- Other (please specify): _____

4. Why wouldn't you be interested in using a smart card or mobile ticketing? **(mark all that apply)**

- Too difficult to understand
- I don't have a credit card or a debit card
- I don't have a smartphone
- I prefer to use current form of payment
- I prefer to pay cash
- I don't want to share the required information
- I don't currently use or plan to use TheRide's services
- Other (please specify): _____

5. Do you currently use any of the following? **(mark all that apply)**

- Credit card
- Debit card
- Pre-paid debit card
- Mobile payment (such as Apple Pay or Android Pay)

6. Do you have a smartphone or tablet with internet access?

- Yes
- No

7. Are there other ways that technology could improve how you pay your fare? (please write in any comments)

8. How old are you?

- Under 18
- 18-25
- 26-59
- 60-64
- 65+

9. What is your gender?

- Female
- Male
- Non-binary/third gender/gender non-conforming

10. Which do you consider yourself? **(mark all that apply)**

- African-American/Black
- Caucasian/White
- Native-American Indian
- Asian
- Hispanic
- Pacific Islander/Hawaiian
- Other (please specify): _____

11. What is your total combined annual household income?

- Less than \$14,999 \$20,000 to \$24,999 \$50,000 to \$74,999
 \$15,000 to \$19,999 \$25,000 to \$49,999 More than \$75,000

12. Please provide any additional comments about TheRide’s current fares and ways that they might be improved to meet your needs.

13. If you are interested in participating in future surveys or public outreach, please write in your email address.

Email Address: _____