A Survey of
Users of TheRide's Fixed Route Bus Service
October 2024

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Cover photo:
AAATA

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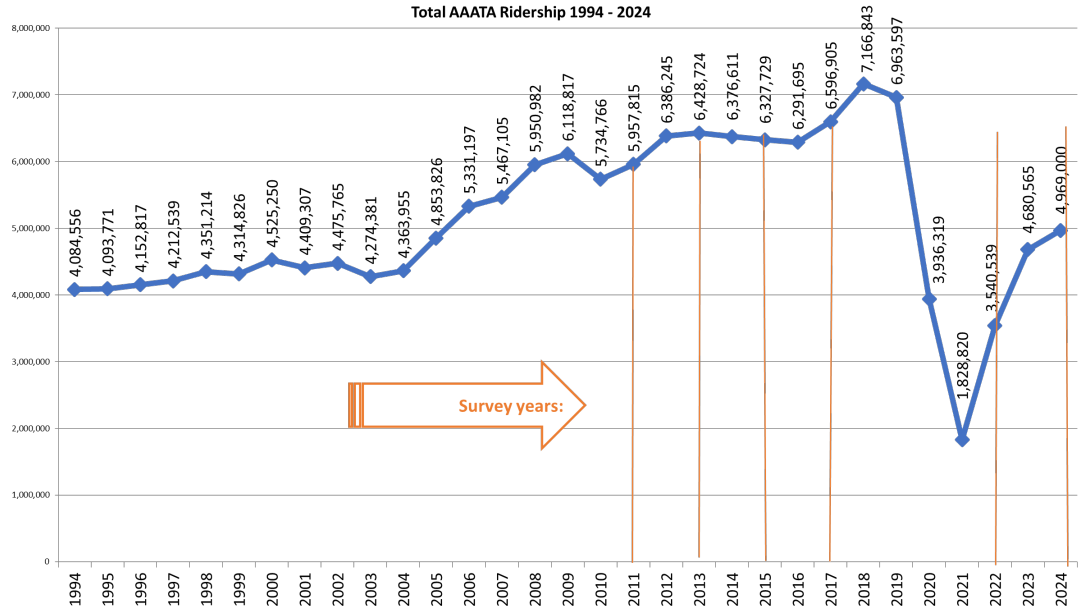
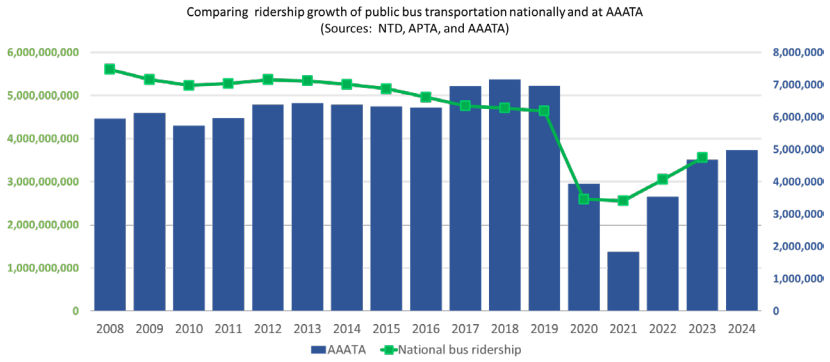


* 2022 projected by AAATA

Ridership in Context

Ridership on TheRide remained relatively flat from 1994 through 2003, changing only from 4,084,556 trips in 1994 to 4,274,381 trips in 2003. Ridership then began a long increase to a new high in 2009 when it reached a total of 6,118,817 trips. It then temporarily fell back to below six million trips by 2010. Ridership then rose to a new plateau by 2012 which persisted through 2016. In 2016 service improvements were made which were followed by a significant increase in ridership after 2016. The Big Picture from 2008 through 2019 was that TheRide experienced a long period of ridership growth reaching a peak in 2018 of 7,166,843 trips, followed by a minor decline to 6,963,597 in 2019. This high point is especially interesting because, as shown in Figure 2, bus ridership was declining nationally, not increasing.

Figure 2 Introduction: Bus Ridership Nationally and TheRide



As we are all aware, the great COVID disaster struck in 2020 sending employees and students into remote working and learning mode while also dramatically curtailing all kinds of in-person commerce such that by 2021 ridership had collapsed to 1,828,820. Ridership has been steadily recovering since then, reaching 4,969,000 in 2024, or 71% of the pre-COVID 2019 level. The ridership increase from 2023 to 2024 was in all likelihood related not only to the increasing sense that the COVID danger had passed, but also to service improvements made in 2024.

Survey Data Collection

Surveys were conducted every two years in October from 2009 to 2017. Surveys were then paused until 2022 when the COVID pandemic had passed. The 2022 survey was conducted in April. The 2024 survey reverted to the previous practice of conducting the data collection in October, specifically in mid to late October during periods when the University of Michigan would be in session. Survey weeks were chosen when no home football games were scheduled because the games might have created short-term traffic distortions and affected both the ridership and the demographics of passengers.

Unfortunately, we cannot know in detail what the impact of the April v October timing of data collection may be when we compare 2022 with other results. If there were a difference caused by timing, one difference would probably be in the percentage of students in the sample. However, the percentage of college students in the 2022 sample was 51% while the average percentage from 2011 to 2017 was 50%. There is no statistical difference in these percentages, an indication that there may be little or no impact of that changed timing

Onboard Data Collection

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

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

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

Questionnaire

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

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. Knowing only the serial number, therefore, provides all the associated information. This is a more accurate method than asking riders which route they are riding and the date when completing the survey.

Sample

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

The resulting total sample size is 1,707 useable responses. When all respondents are included, this sample has a sample error level of $\pm$2.4%. When a sub-sample is used, sample error increases somewhat.

Survey Participation Rates

A total of 4,439 passengers were approached and asked to participate in the survey. Of these, 876 (20%) said they had already completed a survey. Another 715 (16%) were unwilling to participate, and 252 (6%) presented a language barrier (i.e., other than English or Spanish). Finally, 630 (14%) were observed to be under the age of sixteen. Thus, the total "effective distribution," defined as an age-qualified rider accepting the survey materials and agreeing to complete a survey form, was 1,966 persons. Of these, 259 (13% of those accepting the survey) accepted the questionnaire but failed to return it, 10 (1%) took the questionnaire and mailed it back in a post-paid envelope, while another 1,697 completed and returned a useable survey form to the surveyor on the bus. This provided us with a total of 1,707 completed responses. Thus, the effective participation rate among everyone who was approached, spoke English or Spanish, and was sixteen or older, was 48% and was 87% among those who initially agreed to participate.

Figure 3 Introduction: Response Rates

Survey Completion Rates

A total of…	4,439	adults were riding the surveyed trips and thus had a chance to participate		
Of this total of	all adult riders.	876	said they had already completed the survey	20%
		715	refused outright	16%
		252	encountered a language barrier	6%
		630	under age	14%
	…and…	1,966	accepted the survey with apparent intention to complete it	44%
Thus,	1,966	represents the "effective distribution."	Of this effective distribution,	
		259	accepted but did not complete the survey	13%
		1,697	completed it on TheRide vehicle	86%
		10	completed the survey and returned it by mail	1%
		1,707	returned useable survey questionnaires	
			Of all adults riding a surveyed vehicle, this represents:	38%
			Of effective distribution, this represents:	87%

Analysis

Analysis consists primarily of cross tabulations and frequency distributions. Tables were prepared in the statistical analysis software, SPSS (version 29), and charts in Excel for Office 365. SPSS is software designed specifically for the analysis of surveys and similar data.

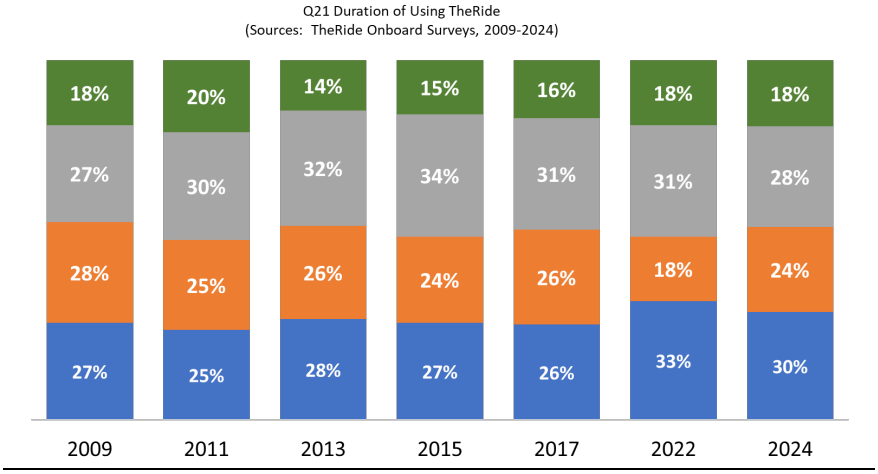
With a few exceptions, all percentages are rounded to the nearest whole number. In a few cases, when this could have caused important categories to round to zero, percentages may be carried to tenths. Rounding causes some percentage columns to total 99% or 101%. Such totals do not represent errors and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

Rider Profile

How Long Using TheRide, 2009 - 2022

The surveys conducted from 2009 to 2017 established that a "normal" range of "new riders" – defined as those who have been using TheRide for less than a year -- was between 25% and 28%. In 2022 and 2024, that rose to 33% and 30%, respectively. This influx may account in part for the post-pandemic recovery of ridership.

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



Regardless of that change, however, the more important point shown in this chart is that, consistently, more than half of the ridership has used TheRide for two years or less. In other words, there is a very high rate of turnover in the customer base. This constant influx of new users means that information services have to be very robust, and planning needs to be especially nimble to adjust services to changing demands.

Student riders

It is worth noting here that in 2024, students accounted for 51% of the riders. This would be expected in Ann Arbor, of course, but it means that of the "new riders, "73% are students. Note, however, that because most university students are local residents for only a limited time, the percentage of students declines steadily as the duration of using TheRide increases among the total ridership.

Figure 5 Duration of using TheRide, by student/non-student

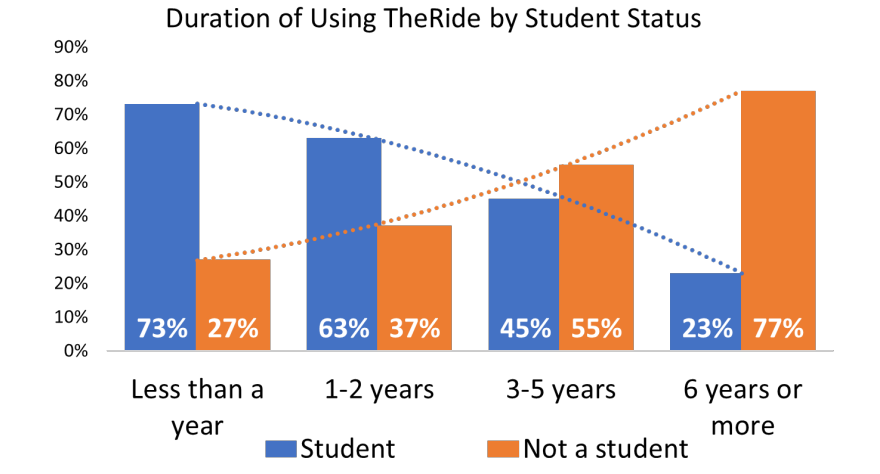
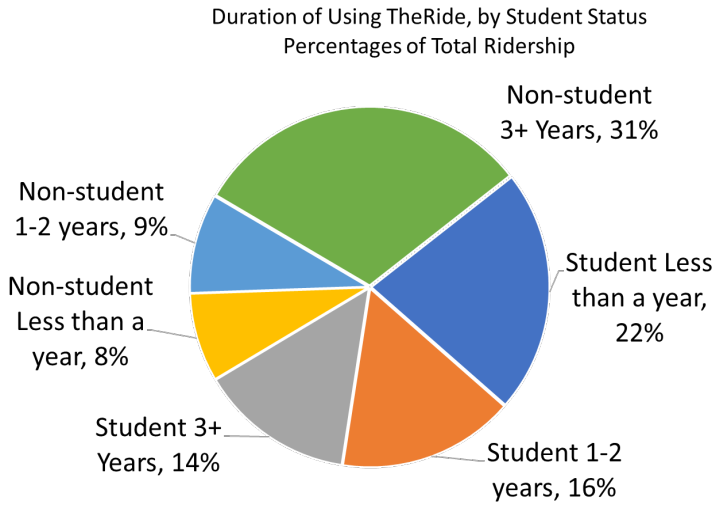


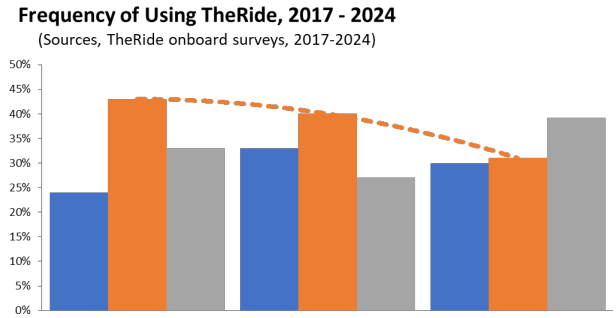
Figure 6 Duration of using TheRide, by student status



In Figure 6 we see TheRide's total ridership divided into segments based on two factors:
1. Student v non-students and
2. For how long they have been using TheRide.

For example, students using TheRide for less than a year make up 22% of the total ridership, while non-students using TheRide for three or more years comprise 31% of riders.

Figure 7 Rider Profile: Days Per Week Using TheRide, 2009-2022



	2017	2022	2024
One to three days	24%	33%	30%
Four or five days	43%	40%	31%
Six or seven days	33%	27%	39%

Trend - Four or five days

Change in Frequency of Using TheRide, by Year of Survey

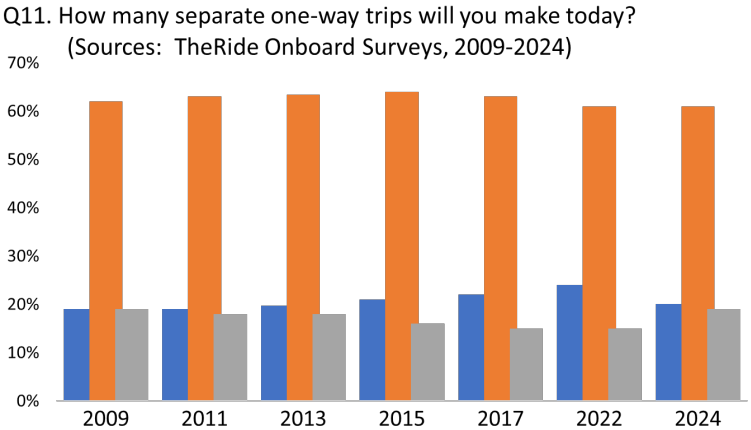
In Figure 7, riders are grouped into three segments depending upon how many days per week they use TheRide:

- Those who use TheRide one to three days a week (30%).
- Those who use TheRide four or five days a week (31%).
- Those who use TheRide six or seven days (39%).

Prior to the pandemic, while full-time employment still implied having to commute to a workplace, 43% were riding four or five days a week and only 24% rode from one to three days. During the pandemic years, 2020-2021, when no surveys were conducted, only "essential workers" would have been making work-trips. Given that these jobs are generally full time, it seems likely that during those years the average number of days on which TheRide was used increased even while the total ridership decreased dramatically.

The pandemic caused a major and lasting reset in increased remote work and school. Figure 7 shows that the four or five-day riders declined from 43% in 2017 to 40% in 2022 and 31% in 2024. As this change occurred, the infrequent, one to three-day riders increased from only 24% pre-pandemic in 2017, to 33% and 30% post-pandemic in 2022 and 2024, respectively. Perhaps this was due to increasing use of hybrid work practices combining remote and on-site hours. However, the chart also seems to suggest that some of the four to five-day riders increased their use of TheRide and began riding on six or seven days.

Figure 8 Trips per day



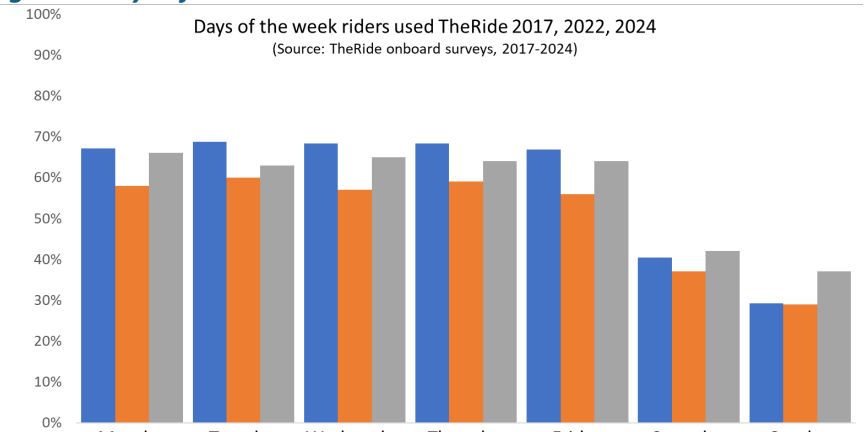
	2009	2011	2013	2015	2017	2022	2024
One trip	19%	19%	20%	21%	22%	24%	20%
Two trips	62%	63%	63%	64%	63%	61%	61%
Three or more	19%	18%	18%	16%	15%	15%	19%

Trips per day

Most riders (61%) make two trips per day. This percentage has remained quite consistent over time, varying within the narrow range from 61% to 64% between 2009 and 2024.

The mean number of trips per day in 2024 was 2.09.

Figure 9 Days of the week riders use TheRide

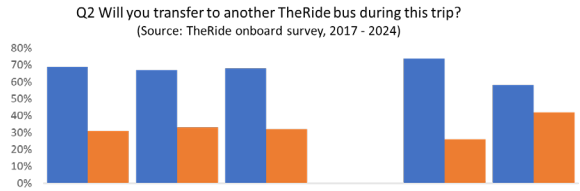


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2017	67%	69%	68%	68%	67%	40%	29%
2022	58%	60%	57%	59%	56%	37%	29%
2024	66%	63%	65%	64%	64%	42%	37%

Days of the week

The percentage of riders using TheRide on each day of the week rose between 2022 and 2024. This was particularly the case on Sundays. Riders using TheRide on Sunday jumped from 29% in both 2017 and 2022 to 37% in 2024. Saturday ridership changed within a much narrower range, from 40% in 2017 to 37% in 2022 to 42% in 2024.

Figure 10 Transferring



	2017	2022	2024	2024 - Student	2024 - Not a student
Does not transfer	69%	67%	68%	74%	58%
Transfers	31%	33%	32%	26%	42%

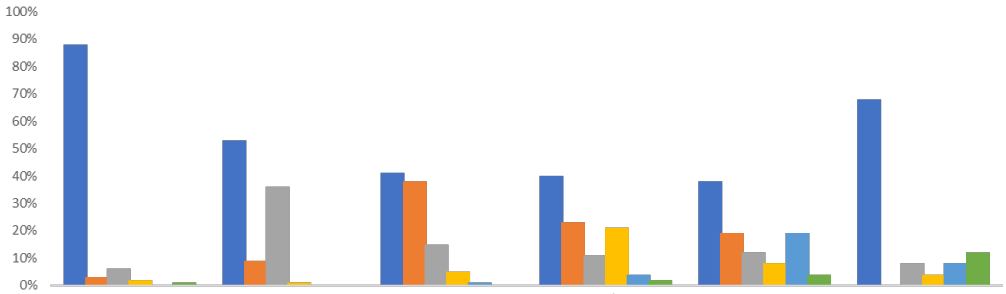
Transfers

The rate of transferring has not changed significantly since 2017. Students are much less likely (26%) than non-students (42%) to transfer during their trips. This difference is probably caused by the fact that many student trips are short, between home and campus.

Figure 11 Destination cities, by city of trip origin

Destinations of riders originating in the cities or townships shown on horizontal axis

(Number in parentheses is the unweighted count of responses originating in each locale)



Origin: / Destination:	Ann Arbor (n=966)	Ypsilanti (n=243)	Ypsilanti Twp (n=164)	Pittsfield Twp (n=53)	Superior Twp (n=26)	Scio Twp (n=25)
Ann Arbor	88%	53%	41%	40%	38%	68%
Ypsilanti Twp	3%	9%	38%	23%	19%	0%
Ypsilanti	6%	36%	15%	11%	12%	8%
Pittsfield Twp	2%	1%	5%	21%	8%	4%
Superior Twp	0%	0%	1%	4%	19%	8%
Scio Twp	1%	0%	0%	2%	4%	12%

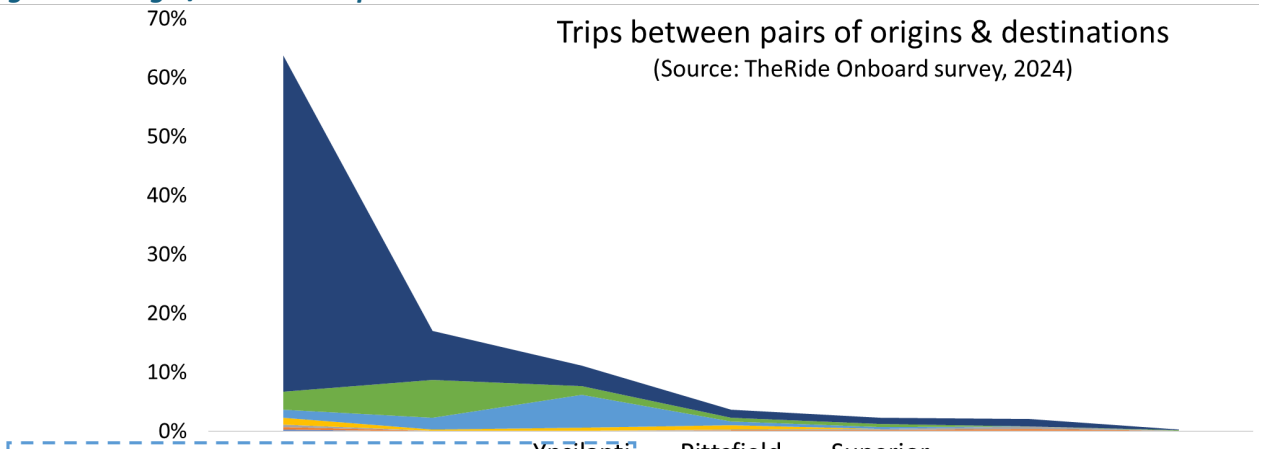
Origin & destination

Respondents were asked in what city/town/township their trip began and what the destination was. The reader should understand that people's understanding of these kinds of boundaries is only approximate, especially with respect to destinations.

One way to look at trip origin and destination locations is shown in the chart. Here we see, for example, that of the 966[1] sampled riders originating their trips in Ann Arbor, 88% have destinations also in Ann Arbor, while a total of 12% have destinations elsewhere. Of trips originating in Ypsilanti City, 53% are destinated for locations in Ann Arbor, and 36% for locations within Ypsilanti City.

[1] Research Note: The chart above displays in parentheses above each column the number of cases (unweighted) on which the percentages are based. The sub-samples of fewer than 150 in three of the townships provide suggestions as to what might be happening there, but the samples there are too small to be definitive. The data in the table itself are, like all other data in this report, weighted by route level ridership.

Figure 12 Origin/Destination pairs



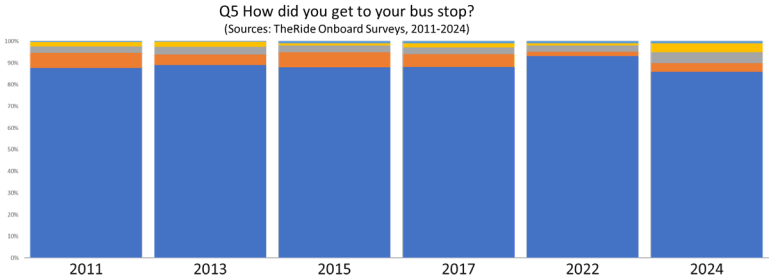
	Ann Arbor	Ypsilanti	Ypsilanti Twp	Pittsfield Twp	Superior Twp	Scio Twp	Other
Ann Arbor	57.0%	8.3%	3.5%	1.4%	1.1%	1.3%	0.1%
Ypsilanti	3.1%	6.4%	1.4%	0.6%	0.5%	0.0%	0.1%
Ypsilanti Twp	1.3%	2.0%	5.6%	0.7%	0.3%	0.0%	0.0%
Pittsfield Twp	1.2%	0.2%	0.5%	0.7%	0.0%	0.0%	0.0%
Scio Twp	0.4%	0.0%	0.0%	0.1%	0.2%	0.4%	0.0%
Superior Twp	0.4%	0.1%	0.0%	0.2%	0.2%	0.4%	0.0%
Other	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%

Origin/Destination pairs as percentages of all trips

Another way to visualize the origin/destination patterns is shown in Figure 12. It takes the origins and destinations as pairs, computing the percentage of all trips on TheRide that were made between the two locations in each pair. The percentages are computed based on the total ridership. The percentages in the whole table sum to 100%.

- More than half of all trips on TheRide (57%) are within Ann Arbor (Dark blue dashed line box).
- A total of three-fourths of trips (75%) are between or within Ann Arbor and Ypsilanti City. (Green dotted line box)
- If Ypsilanti Twp is added to these pairs of locations, the total increases to 86% of all trips. (Light blue dashed line box).

Figure 13 Mode to the bus stop



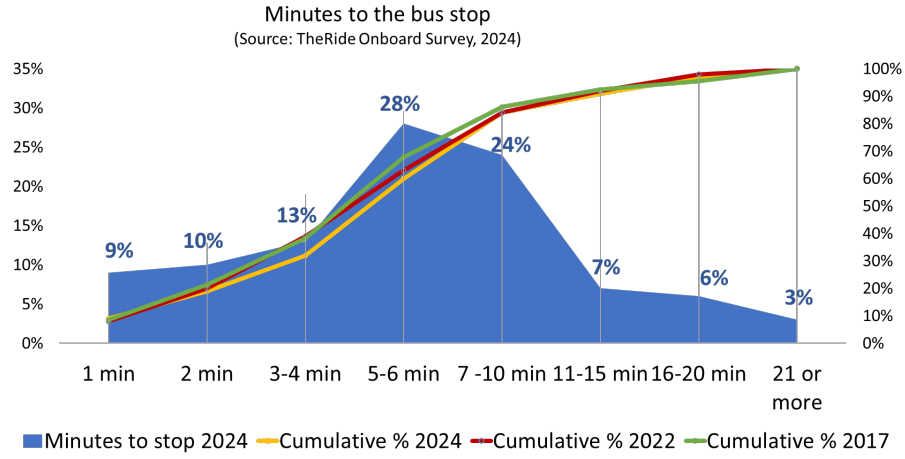
	2011	2013	2015	2017	2022	2024
Wheelchair	0.4%	0.3%	1%	1%	1%	1%
Bike	2%	2%	1%	2%	1%	4%
Got a ride	3%	4%	3%	3%	3%	5%
Drove	7%	5%	7%	6%	2%	4%
Walked	88%	89%	88%	89%	94%	85%

Mode to the bus stop

The mode used to get to the bus stop has changed somewhat over time, with somewhat fewer riders walking to their stop in 2024 (85%) than in the period 2011-2017 (88% or 89%), and more people going by bike (4%), up from 1% or 2% in earlier years. The unusually high percentage walking in 2022 (94%) is an outlier. In

2022 we suggested that the change from 2017 might be due less to a real change in walking to the stop, and more to do with the timing (April) of the survey compared to the surveys of other years (October). It is also possible that exceptional weather or some other temporary factor caused a temporary change.

Figure 14 Minutes to get to the bus stop



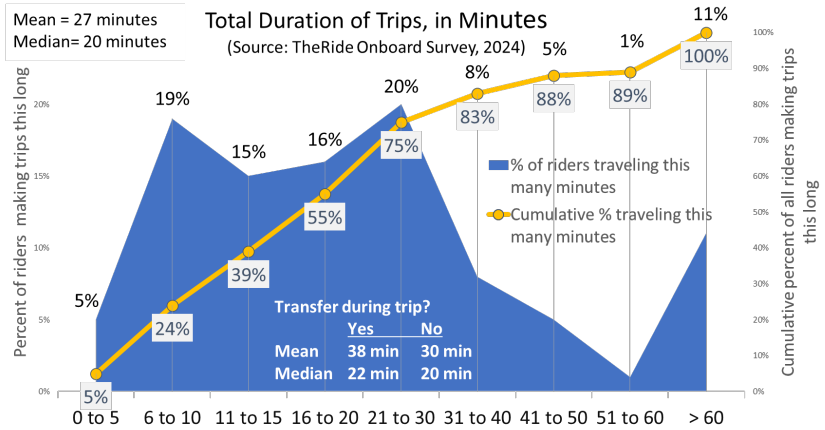
Minutes to the bus stop

Half (50%) of all riders say they spend 6 minutes or less to get to their bus stop. This includes the 9% who say it takes only one minute, 10% 2 minutes, 13% 3-4 minutes and 28% who say it takes them 5-6 minutes. Another 24% of riders say they get to their stop in seven to ten minutes. Thus, a total of almost three-fourths of riders (74%) say it takes them ten minutes or less to get to their stop.

As shown visually by the almost identical ascending cumulative total percentages of riders taking a given number of minutes to get to their stops during the surveys of 2017, 2022, and 2024, the time spent by the total ridership has changed very little since 2017.

It should go without saying that these are not *measured times.* They are elapsed times as perceived by the riders and as such may be impacted by many things besides the actual elapsed time. However, in terms of rider behavior it is the perceived time that counts. Moreover, most trips are for work or school, functional destinations that operate on schedules. Therefore, we can expect a high level of accuracy in the perceptions.

Figure 15 Total duration of the trip

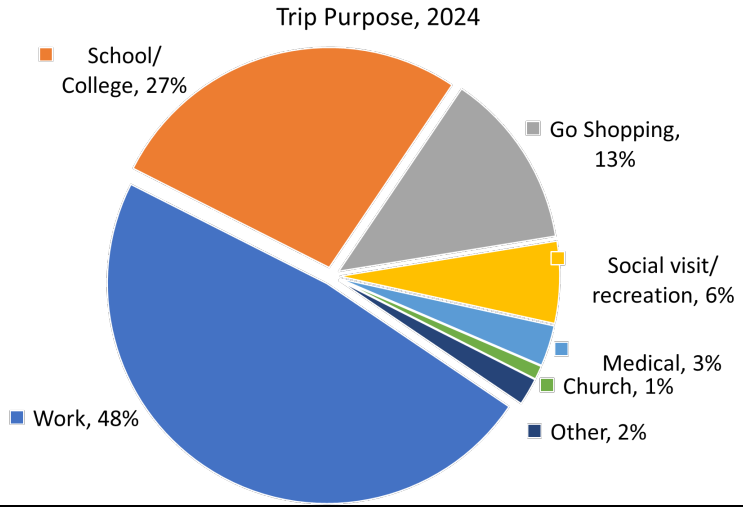


Total duration of the trip

In Figure 15, the yellow line plots the cumulative percentage traveling a given number of minutes. A total of 75% say they travel 30 minutes or less. The blue shaded area represents the percentage of riders who say their trip takes the number of minutes shown on the horizontal axis.

The total perceived mean trip duration in 2024 is 26.9 minutes and the median is 20 minutes. Having to transfer, increases perceived mean trip time by 41%, from 27 minutes to 38 minutes.

Figure 16 Rider Profile: Trip Purpose, 2024



Trip Purpose

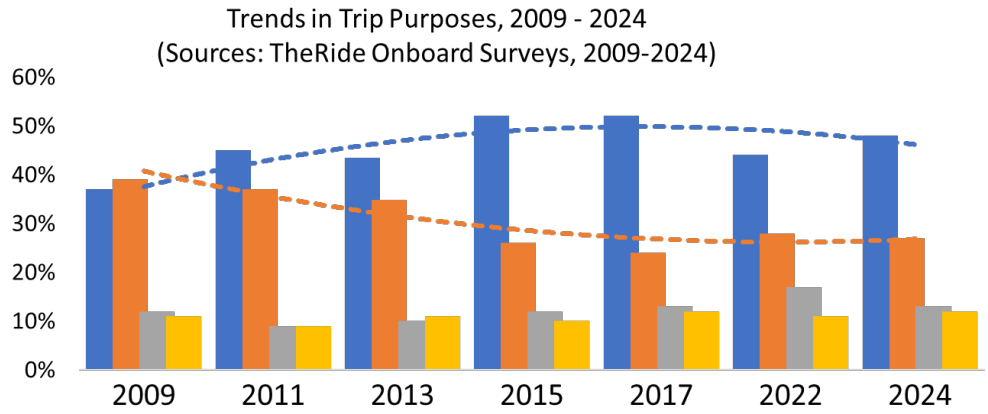
Riders were asked where they were coming from to get their bus, and where they were going. For example, were they coming from home and going to work? Trip purposes were inferred by combining the responses to both questions.

Figure 16 presents trip purpose in 2024. Work trips comprise just under half (48%), while trips to/from school make up just over one-fourth (27%) of trips.

Trip purpose trends

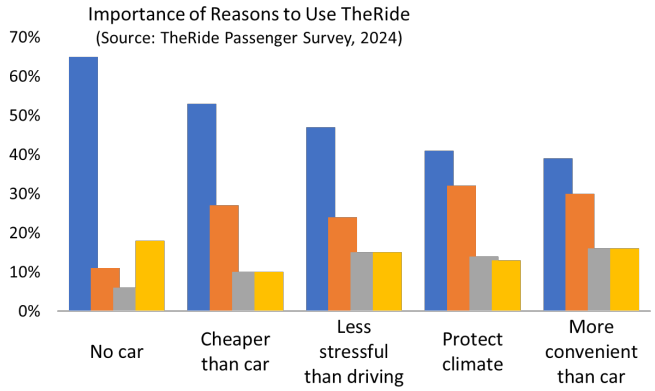
Since 2009, there has been a trade-off between trips for school/college and trips for work. In 2009, school trips (39%) and work trips (37%) were close to equal, but school trips declined from then through 2017 as work trips came to dominate at a ratio of approximately 2:1. Since then, the ratio has changed somewhat, with work-trips still dominating but with school trips increasing slightly since the low of 2017.

Figure 17 Rider Profile: Trends in Trip Purposes 2009 - 2024



	2009	2011	2013	2015	2017	2022	2024
Work	37%	45%	44%	52%	52%	44%	48%
School	39%	37%	35%	26%	24%	28%	27%
Shopping	12%	9%	10%	12%	13%	17%	13%
Other	11%	9%	11%	10%	12%	11%	12%

Figure 18 How important is each of these reasons for which you use TheRide?



	No car	Cheaper than car	Less stressful than driving	Protect climate	More convenient than car
Extremely important	65%	53%	47%	41%	39%
Somewhat important	11%	27%	24%	32%	30%
Not very important	6%	10%	15%	14%	16%
Not important at all	18%	10%	15%	13%	16%

Reasons to use TheRide

The dominant reason given for choosing to use TheRide is that the rider has no private vehicle.

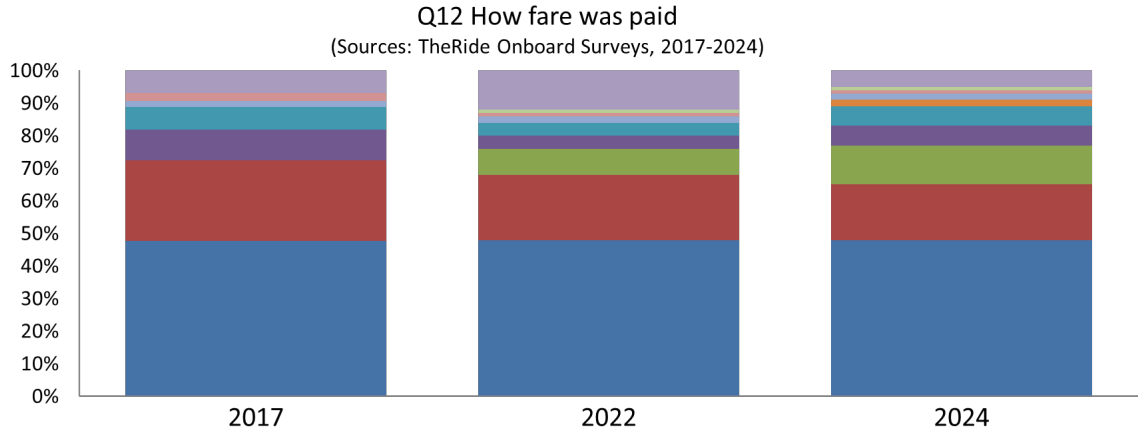
TheRide is also seen by many as cheaper than car ownership and less stressful than driving.

Some riders cite climate protection or overall convenience as being extremely important motivators, but these are not bread and butter issues and are clearly of lower priority to riders.

Paying the fare

Since 2017, the use of cash has declined from 25% to 17%. It appears that use of cash has been reduced as the EZ Fare has gained users. Use of the MCard has remained constant at 48%.

Figure 19 How riders paid their fares



	2017	2022	2024
Other	7%	12%	5%
AAPS pass	Category not included	1%	1%
EMU	2%	1%	1%
Token	2%	2%	2%
Transfer	Category not included	Category not included	2%
30-Day pass	7%	4%	6%
go!pass	10%	4%	6%
EZ Fare	Category not included	8%	12%
Cash	25%	20%	17%
MCard	48%	48%	48%

Q12 Percentage of total sample using each fare medium			
Standard fare card	96.20%	Lifetime pass	0.057%
GoldRide Card	2.62%	Day Pass	0.037%
Fare Deal	0.27%	Year long pass	0.037%
Half Fare	0.21%	Student pass	0.018%
A ride	0.16%	Employee pass	0.003%
School Pass	0.15%	2 Ride Pass	0.001%
Change Card	0.10%	PCA	0.001%
ADA	0.09%	Yellow	0.001%
Bus card	0.06%	Youth Pass	0.001%

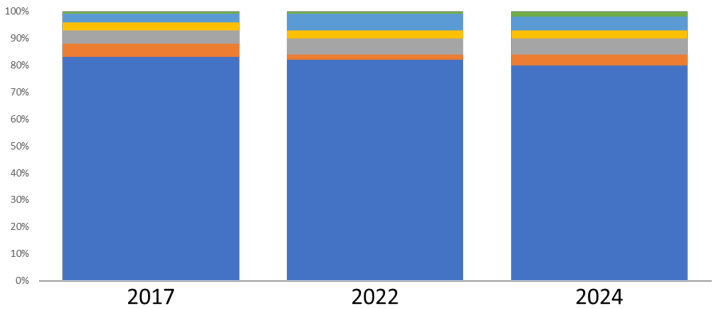
In Figure 19, 5% said they had paid their fare by an "other" means not listed in the responses provided with the survey question. Of these, about half (2.62%) said they had used a GoldRide Card. Others cited various types of fares listed in the adjacent table.

Discounted fares

The use of discounted fare media has been quite stable since 2017 with 17% to 20% using discount cards and 80% to 83% paying a standard fare. However, the use of discounted cards has increased slightly since 2017 from 17% to 20% with the senior fare accounting for most of the increase.

Figure 20 Discount fare cards

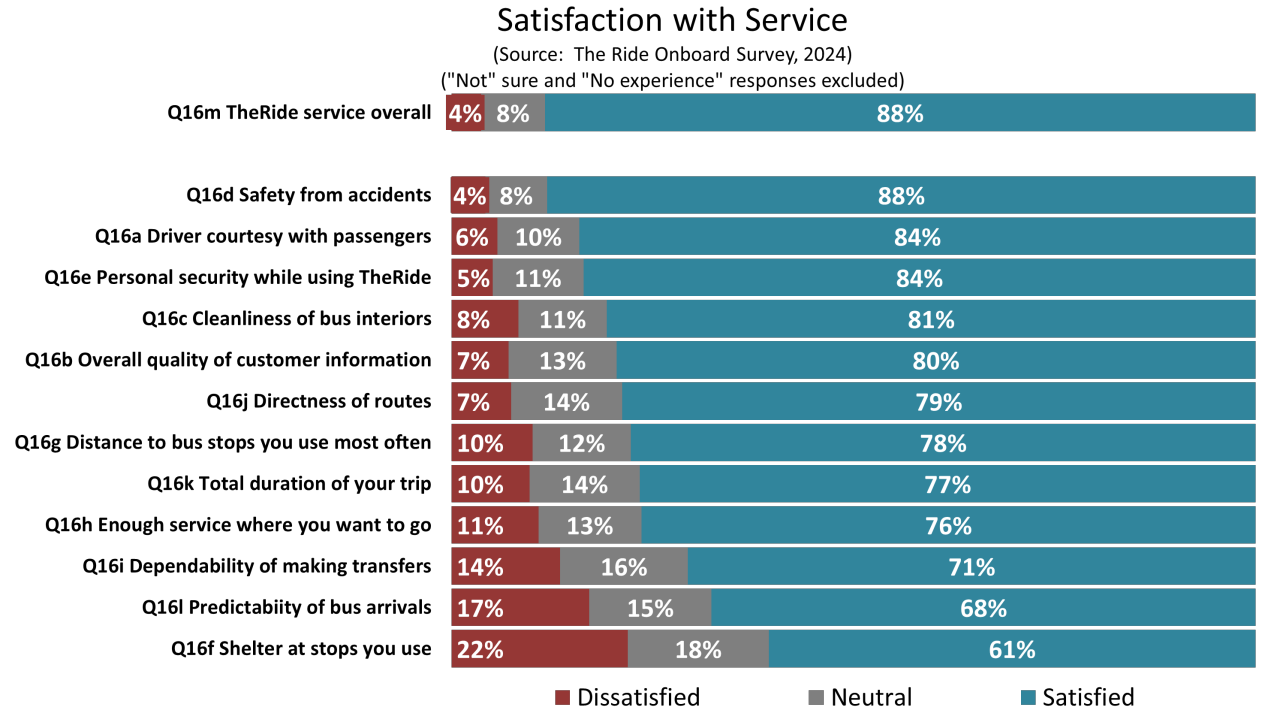
Q13 Do you have one of the following discount cards?
(Sources: TheRide Onboard Surveys, 2017-2024)



	2017	2022	2024
Fare Deal Card (age 60-64)	1%	1%	2%
Good as Gold (senior card)	3%	6%	5%
ADA (green) card	3%	3%	3%
Fare Deal Card (low income)	5%	6%	6%
Fare Deal Card (disability)	5%	2%	4%
No discount card	83%	82%	80%

Customer Satisfaction

Figure 21 Satisfaction scores



Satisfaction scores

Respondents were asked to rate a series of thirteen aspects of TheRide service using a scale from one to seven on which one means dissatisfied, four means neutral, and seven means satisfied. To simplify the chart in Figure 21, we have compressed the scores into three levels: Dissatisfied (1,2,3), Neutral (4), and Satisfied (5,6,7). Greater detail is presented in Figure 22.

Notice that more than 60% of the riders rated all aspects of service as satisfactory, and 88% said they were satisfied with "TheRide service overall." Other observations:

- The four best rated aspects are:
    - Safety from accidents
    - Driver courtesy
    - Personal security while using TheRide
    - Cleanliness of bus interiors
- The four lowest rated aspects of service, and thus in need of attention, are:
    - Shelter at stops
    - Predictability of bus arrivals
    - Dependability of making transfers (which is related to predictability)
    - Coverage

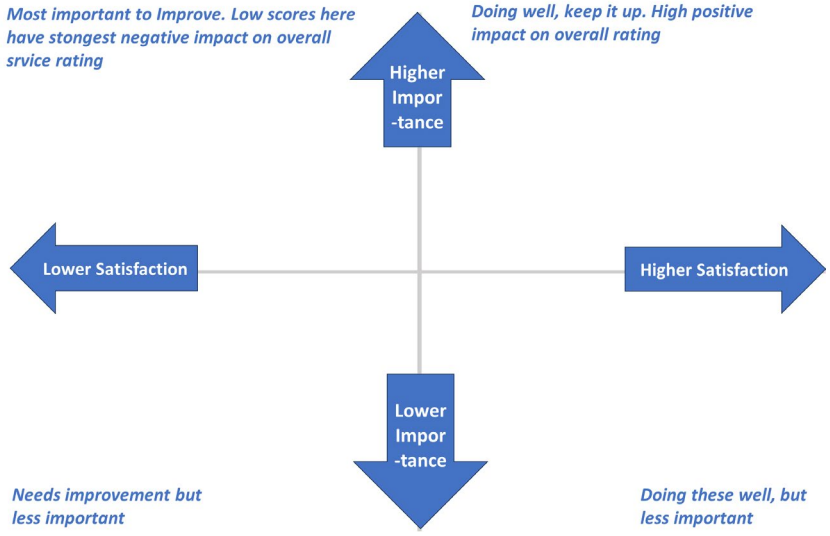
Figure 22 Detail of service satisfaction scores

Detail of service satisfaction scores (2024)							
	Dissatisfied			Neutral	Satisfied		
Score:	1	2	3	4	5	6	7
Q16d Safety from accidents	2%	0%	2%	8%	8%	19%	62%
Q16a Driver courtesy with passengers	3%	1%	2%	10%	8%	15%	61%
Q16e Personal security while using TheRide	1%	2%	2%	11%	9%	20%	54%
Q16b Overall quality of customer information	2%	1%	4%	13%	13%	18%	49%
Q16c Cleanliness of bus interiors	2%	3%	4%	11%	15%	20%	46%
Q16g Distance to bus stops you use most often	3%	2%	5%	12%	12%	20%	46%
Q16i Dependability of making transfers	4%	4%	6%	16%	12%	15%	44%
Q16h Sufficient service to areas you want to go to	2%	3%	5%	13%	14%	19%	43%
Q16j Directness of routes	2%	1%	5%	14%	16%	21%	42%
Q16k Total duration of your trip	2%	2%	6%	14%	15%	23%	39%
Q16f Shelter at stops you use	6%	5%	10%	18%	11%	16%	34%
Q16l Predictabiity of bus arrivals	4%	6%	8%	15%	17%	18%	33%
Q16m TheRide service overall	***2%***	***0%***	***1%***	***8%***	***18%***	***28%***	***42%***

Figure 22 presents the same data shown in Figure 21, and in the same order, but in full detail.

As is usually the case in service satisfaction ratings, most variation in scores occurs within the neutral to positive range from 4 to 7 on the seven-point rating scale. Relatively few riders offer negative scores in the 1-3 range. Riders tend to be satisfied with each aspect service and to disagree primarily on the degree to which they feel positive about them.

Figure 23 Schematic of relative satisfaction and importance matrix



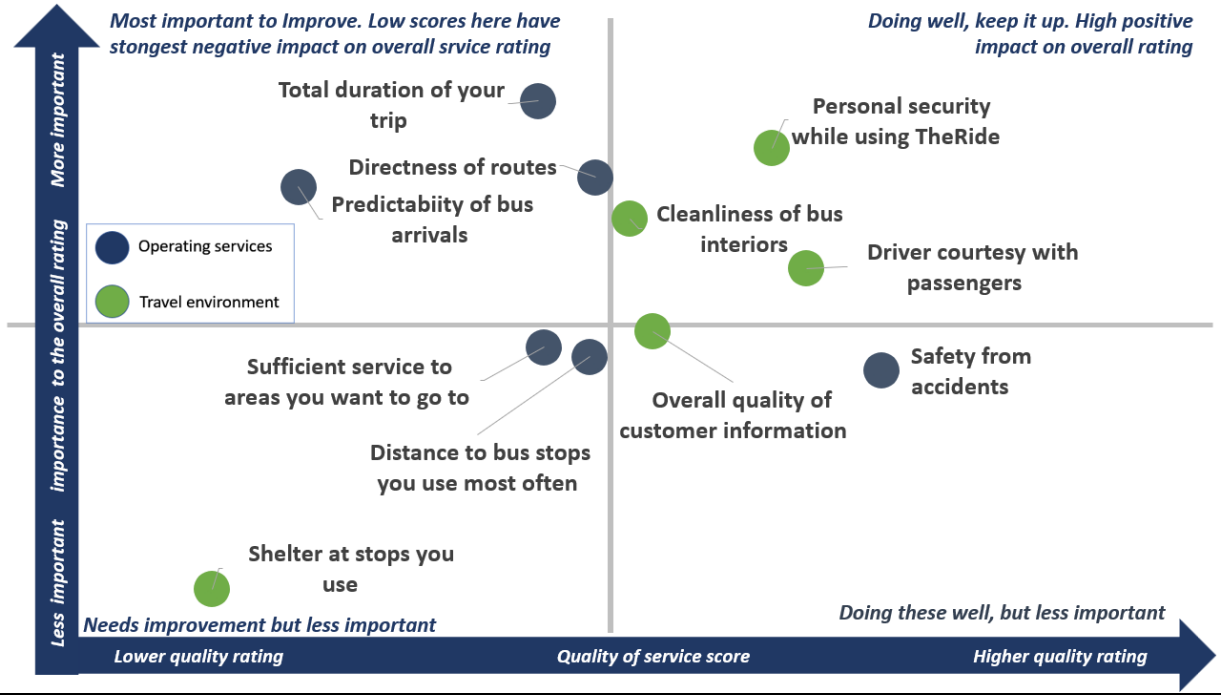
Prioritizing services for improvement

If most riders are satisfied with most elements of service, how can TheRide decide what to prioritize for improvement? One way to differentiate is to ask, "Which elements of service are *relatively* more or less satisfactory compared to the others?" Figure 23 displays a matrix that allows us to represent the *relative* importance of each aspect of service to the overall satisfaction score.

We use correlation analysis to determine how strongly each element of service is related to the rating of service overall. The strength of the correlation determines the placement of the aspect of service on the vertical axis, while the satisfaction score determines its left/right placement on the horizontal axis. The result is a four-quadrant chart that places each aspect of service in a combined importance/ satisfaction location from which managers can infer the priority they wish to give each aspect of service.

In Figure 24 we have classified services into two types, "Operating services" (shown as blue circles) and "Travel environment" (shown as green circles) The former are those services that involve the actual movement of passengers and buses while the latter involve the environment in which passengers travel.

Figure 24 Customer satisfaction matrix



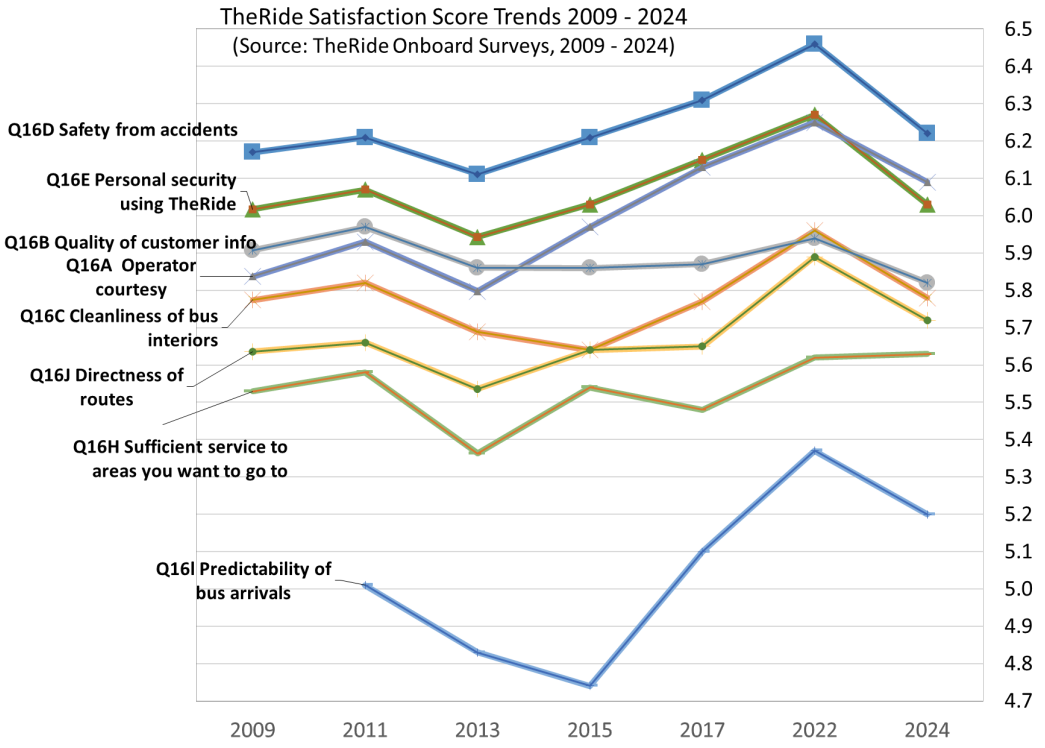
The priority matrix

With the exception of shelter at bus stops, all of what we label as aspects of the "Travel Environment" are in or near the upper right quadrant, meaning that they are both relatively high in satisfaction and relatively important to overall satisfaction compared to all of the other service components. Shelter at bus stops is the lowest rated service element and it appears in the lower left quadrant of the matrix because its low rating has little relationship to the score for TheRide service overall.

Many riders have concerns with aspects of service, concerns that they consider more important than others. These are the items in the upper left quadrant which are low rated but important to the overall satisfaction score. These are operational components of service: duration of the trip, predictability of bus arrivals, and directness of routes.

Coverage and the distance to bus stops are only moderately important to overall satisfaction.
The other operational aspect of service (safety from accidents) is well rated but relatively unimportant to overall satisfaction, probably because serious accidents are so rare.

Figure 25 Trends 2009-2024 in customer satisfaction mean scores



Changes in ratings over time

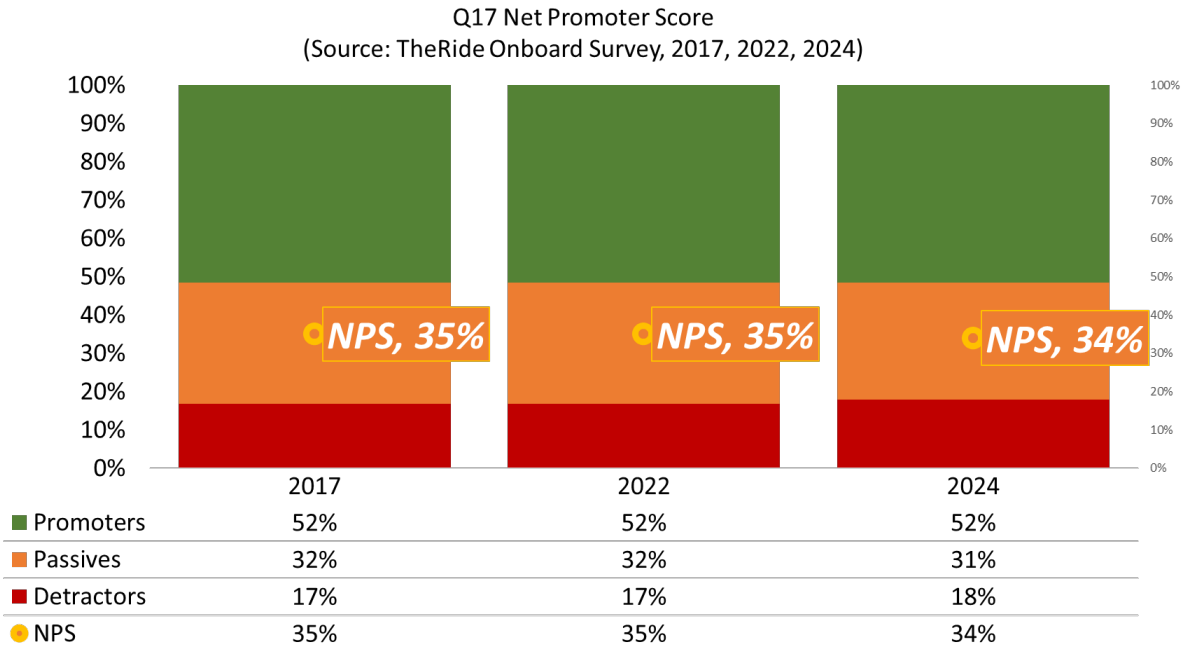
Services have been rated on the same seven-point scale in all of TheRide's passenger surveys since 2009. Besides the rating of "Service overall," eleven specific components of service have been rated in each survey. However, because of changing concerns of TheRide's management, only seven have been included in every survey since 2009, and one since 2011, and can be tracked. Figure 25 displays changes in the mean scores of those components over time.

- The scores tend to vary within only a narrow range of positive mean scores, varying by only tenths of a point in most cases.
- With some exceptions, satisfaction scores have tended to follow parallel patterns of highs and lows. The exceptions include operator courtesy and the cleanliness of bus interiors, both of which improved more rapidly than other component ratings between 2011 and 2022.
- For most components, the basic high/low pattern shows a dip in scores in 2013 followed by steady improvement until 2022 followed by a slight decline in 2024 except for directness of routes, which did not decline.
- Each service element ended the 2009-2024 period with either a minor improvement or basically the same score as in their base year (2009 or 2011) after peaking in 2022.
- Two elements showed mean score improvements of .2 or more over their base scores, driver courtesy and predictability of bus arrival.
- Quality of information was the only aspect that slipped slightly negatively (-.08) from 2009 to 2024.
- In 2022 and 2024 the wording of the item on bus shelters was changed from earlier surveys and for that reason shelter at stops is not included in the chart. However, in 2022 and 2024 consistent wording was used and the scores were 5.51 and 5.65, respectively, an improvement of .14.
- Another item not shown in the chart is duration of the trip. It was added only in 2022. The 2022 and 2024 scores were 5.79 and 5.62 respectively.

Net promoter score

The "Net Promoter score," or NPS, for TheRide has been statistically unchanged since it was first used in 2017.

Figure 26 Net Promoter Score



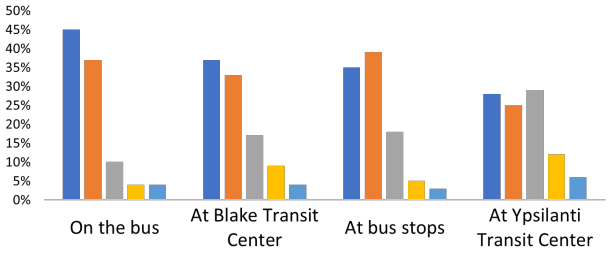
	2017	2022	2024
Promoters	52%	52%	52%
Passives	32%	32%	31%
Detractors	17%	17%	18%
NPS	35%	35%	34%

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

Personal Security

Figure 27 Sense of security, by place

Q19 When using TheRide, how secure do you feel in each of these places?
(Source: TheRide Onboard Survey, 2024)



	On the bus	At Blake Transit Center	At bus stops	At Ypsilanti Transit Center
Very secure	45%	37%	35%	28%
Secure	37%	33%	39%	25%
I don't think about it	10%	17%	18%	29%
Insecure	4%	9%	5%	12%
Very Insecure	4%	4%	3%	6%

Sense of security in four locations

In general, riders feel secure when using TheRide. However, as Figure 27 shows, the surroundings matter. The greatest sense of security people feel is while they are on the bus. The feeling of security at the Blake Transit Center is only slightly less than on the buses themselves. Waiting at bus stops somewhat less than at Blake. The lowest sense of security is associated with the YTC.

Figure 28 Gender, place, and feeling secure

Gender and perception of personal security at four locations

		Male	Female
On the buses	Very secure	47%	43%
	Secure	35%	39%
	Less secure	18%	18%
BTC	Very secure	41%	33%
	Secure	32%	32%
	Less secure	27%	35%
YTC	Very secure	32%	26%
	Secure	23%	22%
	Less secure	45%	52%
Bus stops	Very secure	38%	34%
	Secure	37%	41%
	Less secure	25%	25%

Gender and sense of security

The percentage of both male and female riders who feel "very secure" in each location is greatest on the buses, and least at the YTC. However, in each location, men are more likely than women to say they feel very secure.

The problematic aspect shown in this table is the substantial percentages who say that in each situation, they feel less than very secure or secure. For women, more than one-third, 35%, say they feel less than fully secure at the Blake Transit Center, and more than half, 52%, at the Ypsilanti Transit Center. While for men those percentages are lower, 27% and 45% respectively, they are still higher than one would prefer to see among regular customers, especially since limiting turnover in regular customers could aid in rider retention.

Figure 29 Racial/Ethnic identity place, and feeling secure

Perception of personal security in four locations

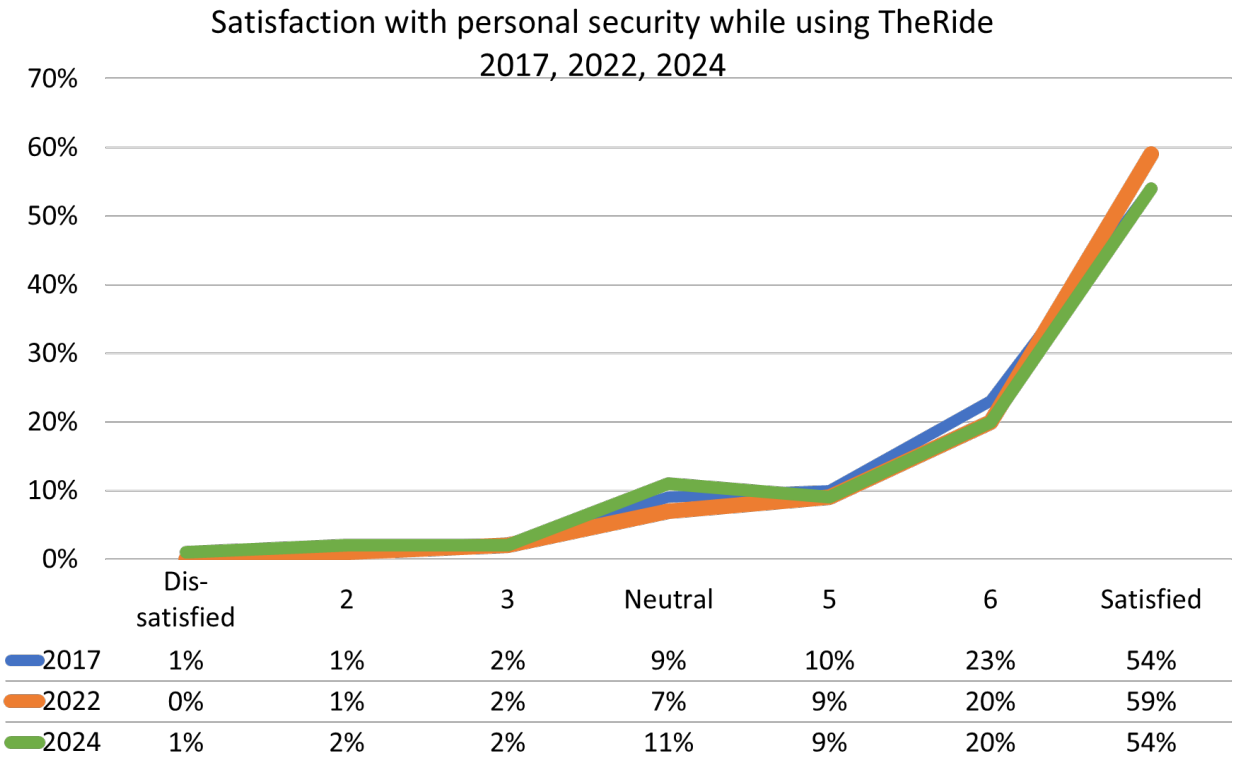
		African-American / Black	Asian	Caucasian / White	Hispanic
On the bus	Very secure	48%	42%	45%	50%
	Secure	26%	42%	42%	40%
	Less secure	26%	16%	13%	10%
BTC	Very secure	43%	28%	37%	45%
	Secure	28%	41%	33%	32%
	Less secure	29%	30%	30%	23%
YTC	Very secure	33%	21%	28%	35%
	Secure	25%	22%	23%	22%
	Less secure	42%	57%	49%	43%
Bus stops	Very secure	40%	30%	33%	32%
	Secure	33%	47%	42%	44%
	Less secure	27%	23%	25%	24%

Racial/Ethnic identity and sense of security

There is no general and consistent pattern linking racial/ethnic identity to a sense of security while using transit. However, there is one exception. In each location, Asian riders are less likely than others to feel very secure. That tendency may be related to the fact that most Asian riders are students. If they tend to be *international* students who are accustomed to other cultures and perhaps to other urban transportation systems, that may be a reason they feel less comfortable than others in using TheRide.

	African American/ Black	Asian	Caucasian/ White	Hispanic
Student	43%	80%	42%	59%
Not a student	57%	20%	58%	41%

Figure 30 Satisfaction with sense of personal security 2017-2024



	Dis-satisfied	2	3	Neutral	5	6	Satisfied
2017	1%	1%	2%	9%	10%	23%	54%
2022	0%	1%	2%	7%	9%	20%	59%
2024	1%	2%	2%	11%	9%	20%	54%

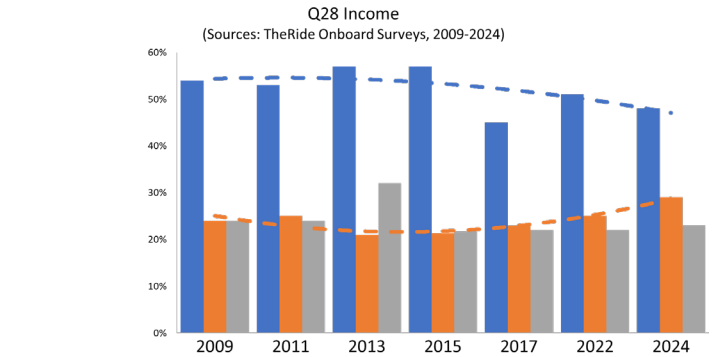
Trends in sense of security

Although concerns with personal security on public transportation have received much attention nationally in recent months, the satisfaction scores for TheRide on that dimension have been positive and very consistent since 2017.

To illustrate this point, Figure 30 tracks a different question from those examined in the previous figures. In this figure the question was included among the service satisfaction rating questions. The chart demonstrates the high level of satisfaction with the sense of security and the high degree of consistency in that perception from 2017 to 2024.

Demographics

Figure 31 Household income 2002-2024



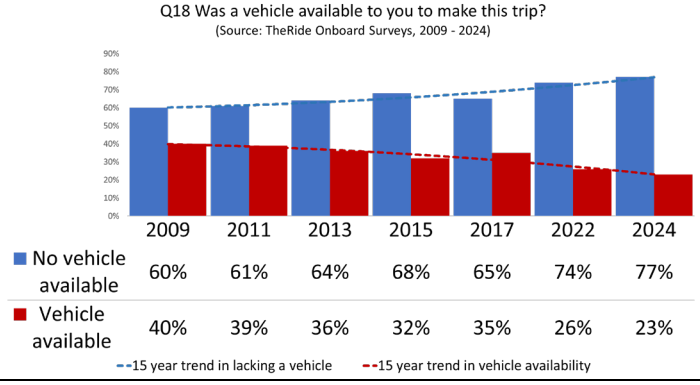
	2009	2011	2013	2015	2017	2022	2024
Less than $25,000	54%	53%	57%	57%	45%	51%	48%
$25,000 to $49,999	24%	25%	21%	21%	23%	25%	29%
$50,000 to $74,999	24%	24%	32%	22%	22%	22%	23%

Household income

Self-reported household income figures are only approximations because many respondents are not aware of incomes of others in the household, and because many people think in terms of monthly or weekly, not annual, income. Wage inflation also complicates comparisons over time. However, respondents do tend to have a good sense of where they lie relative to others on the income continuum.

Clearly, more riders perceive that their households lie in the lowest, rather than in a middle or high-income segment. Although the progression has been uneven (2017 was an outlier), it appears that the percentage identifying their households with the lowest income category may be declining while the percentage identifying with the next higher group ($25,000 to $49,999) may be increasing slightly.

Figure 32 Trend in vehicle availability, 2009-2024

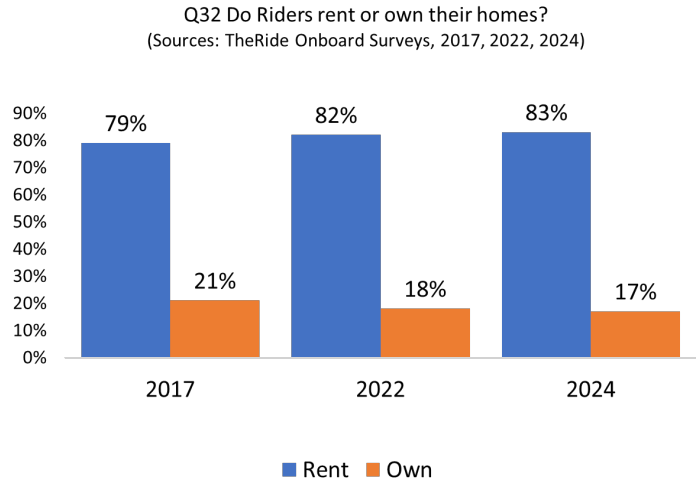


	2009	2011	2013	2015	2017	2022	2024
No vehicle available	60%	61%	64%	68%	65%	74%	77%
Vehicle available	40%	39%	36%	32%	35%	26%	23%

Transit dependency

In the past fifteen years TheRide's customers have become more transit-dependent as more of them over time have lacked access to a personal vehicle. 2024 saw a high-point in this respect, with 77% reporting having no vehicle, and only 23% reporting having a vehicle available. In 2009, the comparable figures were 60% and 40%. This is a glacial pace of change but an important one.

Figure 33 Owning/renting homes

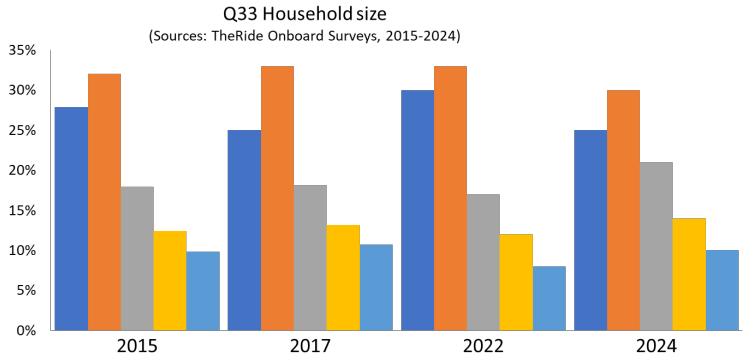


Housing

Most riders (79%) rent their homes rather than own them. While we have data from only three surveys over seven years, the numbers show that renters increased from 79% in 2017 to 83% in 2024.

This fits with what we are seeing in many other cities, where buying a home has gradually become less affordable.

Figure 34 Household size



	2015	2017	2022	2024
1 person	28%	25%	30%	25%
2 people	32%	33%	33%	30%
3 people	18%	18%	17%	21%
4 people	12%	13%	12%	14%
5 people or more	10%	11%	8%	10%

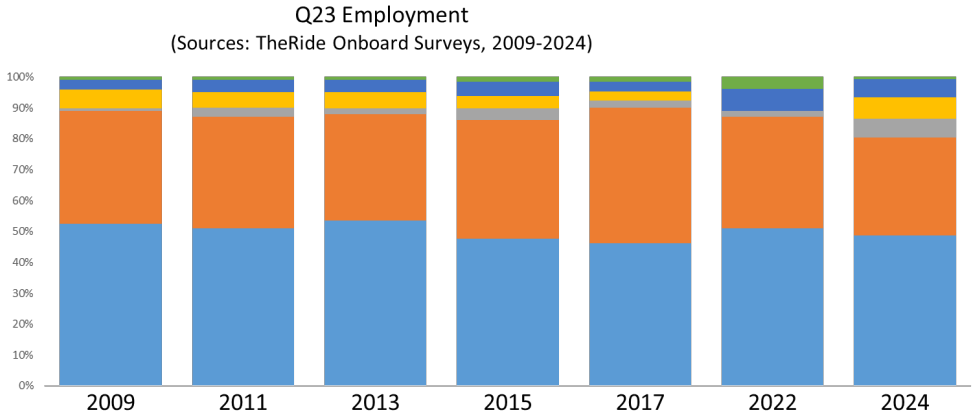
Household size

Household size has fluctuated slightly since the question was first asked in 2015, but there is no obvious trend.

The mean number of persons per rider household is 2.54. For Michigan's population as a whole, the mean is smaller, 2.45.

One-fourth of TheRide's riders (25%) live in single person households, while most, 51%, live in 2-3 person households, and the balance (24%) in larger households.

Figure 35 Employment in detail



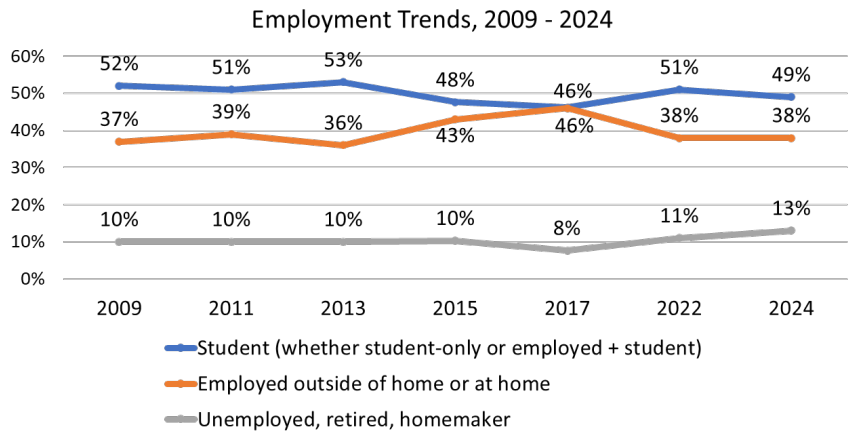
	2009	2011	2013	2015	2017	2022	2024
Homemaker	1%	1%	1%	2%	2%	4%	1%
Retired	3%	4%	4%	5%	3%	7%	6%
Unemployed	6%	5%	5%	4%	3%	0%	7%
Employed at home	1%	3%	2%	4%	2%	2%	6%
Employed outside of home	36%	36%	34%	39%	44%	36%	32%
Student	52%	51%	53%	48%	46%	51%	49%

Employment & student status

In each survey, respondents are asked two questions about employment. The first question asks their primary characterization of their employment situation with responses as shown in Figure 35. Because riders can be both employed and students, they are asked a second question: "Are you a student?" Since 2009, riders who are students comprised the largest category among riders (49% in 2024).

- The percentage employed outside the home has varied in the range from 34% in 2013 to 44% in 2017.
- The percentage saying they are employed at home has varied from 1% in 2009 to 4% in 2015, then to 6% in 2024. No survey was conducted during the major COVID years of 2020 and 2021.
- 7% said they were unemployed in 2024, higher than the figure for Washtenaw County as a whole, for which the official rate was 3.7% at the time of the survey (St Louis Fed).

Figure 36 Employment/Student/Other, 2009-2024



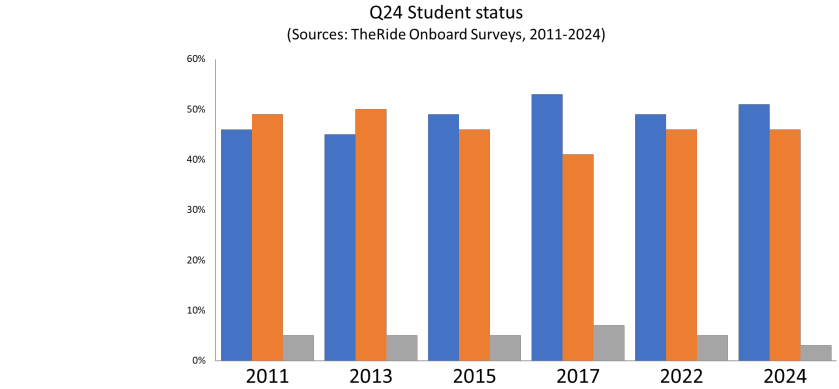
Employment trends

The percentage of riders who are employed (either outside the home or at home) has fluctuated within a range of 36% to 46%.

Note that the relative proportions of riders who were students or employed have fluctuated in almost a mirror image fashion from 2013 to 2024.

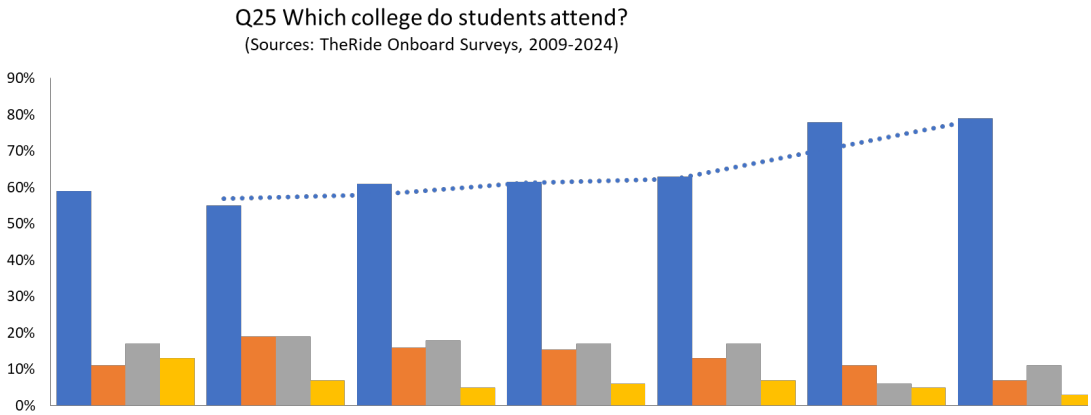
- The student percentage declined from 53% in 2013 to 46% in 2017 and then rose to 51% in 2022.
- At the same time, the percentage of employed riders grew from 36% in 2013 to 46% in 2017 and then declined to 38% in 2022.
- The 2024 ratio of 49% students to 38% employed is close to the ratio of 52% student to 37% employed in 2009. It seems likely that, while there will be additional fluctuations, this approximate ratio is probably the long-term norm and that 2015 and 2017 were exceptions for some reason.
- It also appears that the combined percentage of unemployed, homemakers, and retired is rising, probably because of the increasing population of retirees.

Figure 37 Student status



In 2024, riders break down into non-students (51%), and students (49%). Students include 46% college students and 3% high school students. These numbers have been fairly stable since 2011

`Figure 38 Which college or university do student riders attend?



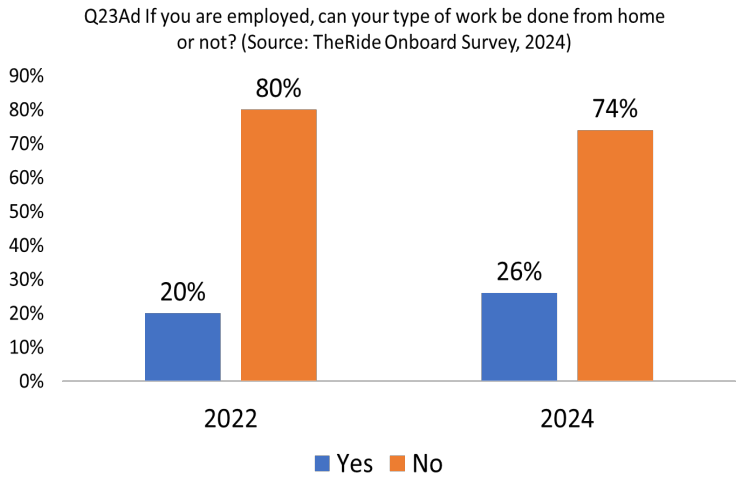
	2009	2011	2013	2015	2017	2022	2024
U of M	59%	55%	61%	62%	63%	78%	79%
EMU	11%	19%	16%	15%	13%	11%	7%
WCC	17%	19%	18%	17%	17%	6%	11%
Other college	13%	7%	5%	6%	7%	5%	3%

..... Moving average

Which university do you attend?

The University of Michigan has always provided a strong majority of student riders in the survey samples. There was a small four-point increase in the UM percentage from 2009 to 2017. Then from 2017 to 2022 and 2024, it jumped from 63% to 78% and 79% respectively, an increase of fifteen percentage points. In 2022 this increase had appeared to be simply a random exceptional event. But the consistency between 2022 and 2024 suggests that this is a real difference. There is no ready explanation as to why this change may have occurred. However, the downward fluctuations in the percentages of students attending EMU and WCC observed in the table would cause the proportion of UM riders to increase.

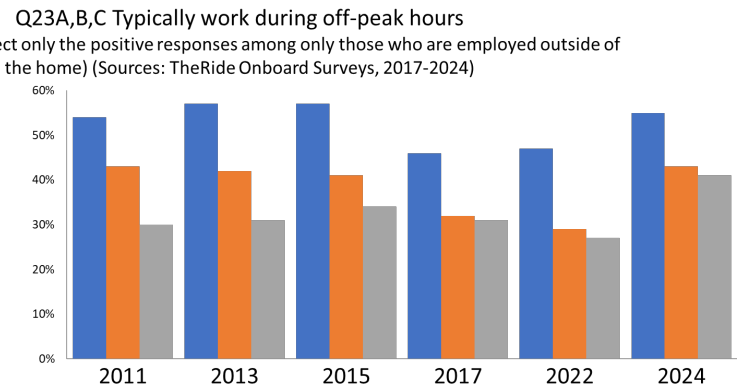
Figure 39 Work from home



Work from home

More employed riders now say that their jobs could be done from home than said that in 2022. In the 2022 survey, 20% of employed riders said they could work from home. By 2024, this number had increased to 26%. On this matter also we have no ready answer to the question of why that increase occurred.

Figure 40 Working in off-peak hours



	2011	2013	2015	2017	2022	2024
Q29.B Typically works weekends	54%	57%	57%	46%	47%	55%
Q29.A Typically works after 9PM	43%	42%	41%	32%	29%	43%
Q29.C Typically works before 7AM	30%	31%	34%	31%	27%	41%

Off-peak work hours

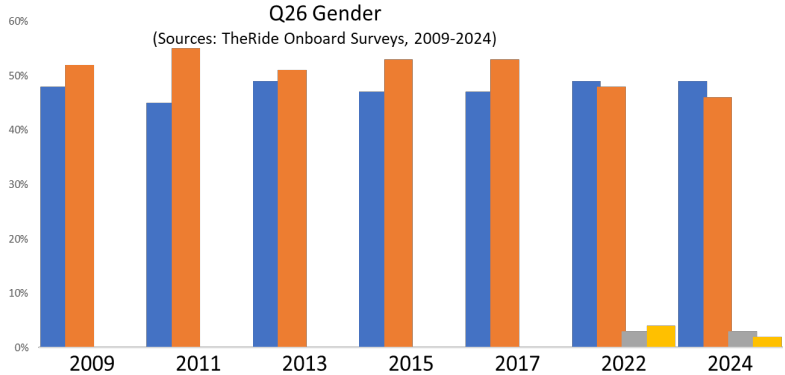
Early morning commutes have increased significantly since 2022. Between 2011 and 2022, the percentage of riders beginning work before 7:00 AM ranged from a high of 34% in 2015 to a low of 27% in 2022. However, this number increased to 41% in 2024.

Late-night work has followed a similar pattern. The percentage of riders working after 9:00 PM increased sharply from 29% in 2022 to 43% in 2024.

Weekend ridership has always been higher than early morning or late-night ridership, though the exact numbers have fluctuated over the years. In 2024, after having fluctuated between a low of 46% in 2017 and a high of 57% in both 2013 and 2015, the percentages working weekends and/or after 9:00 PM returned to what they were in 2011. However, the percentage working before 7:00 AM shot up from 27% in 2022 to 41% in 2024.

Such changes could result from changes in the local economy or changes in off-peak service, or, more likely, a combination of the two.

Figure 41 Gender



	2009	2011	2013	2015	2017	2022	2024
Male	48%	45%	49%	47%	47%	49%	49%
Female	52%	55%	51%	53%	53%	48%	46%
Non-binary*						3%	3%
Prefer not to answer*						4%	2%

*Category not included until 2022

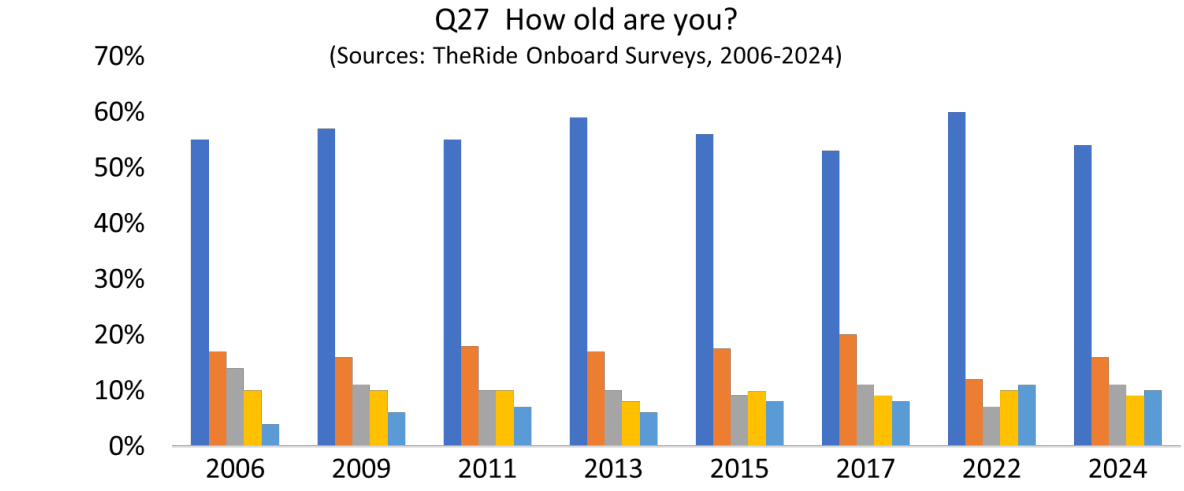
Gender

Since 2013, the percentage of riders identifying as male has remained relatively stable, ranging only from 47% to 49%—up only slightly from 45% in 2011.

From 2011 through 2022, the percentage of riders identifying as female consistently exceeded 50%. However, it declined to 48% in 2022 and then to

46% in 2024. Why? The change is more likely to have been caused by a change in the response categories offered in the survey than in any real change in the gender ratio. In 2022 the survey was updated to include the response options “non-binary” and “prefer not to answer.”

Figure 42 Age trend, 2006 to 2024



	2006	2009	2011	2013	2015	2017	2022	2024
<= 29	55%	57%	55%	59%	56%	53%	60%	54%
30-39	17%	16%	18%	17%	18%	20%	12%	16%
40-49	14%	11%	10%	10%	9%	11%	7%	11%
50-59	10%	10%	10%	8%	10%	9%	10%	9%
60 or older	4%	6%	7%	6%	8%	8%	11%	10%

Age

The age distribution of ridership has fluctuated somewhat over time, but the essential pattern has remained quite constant. Riders younger than thirty consistently comprise more than 50% of the ridership.

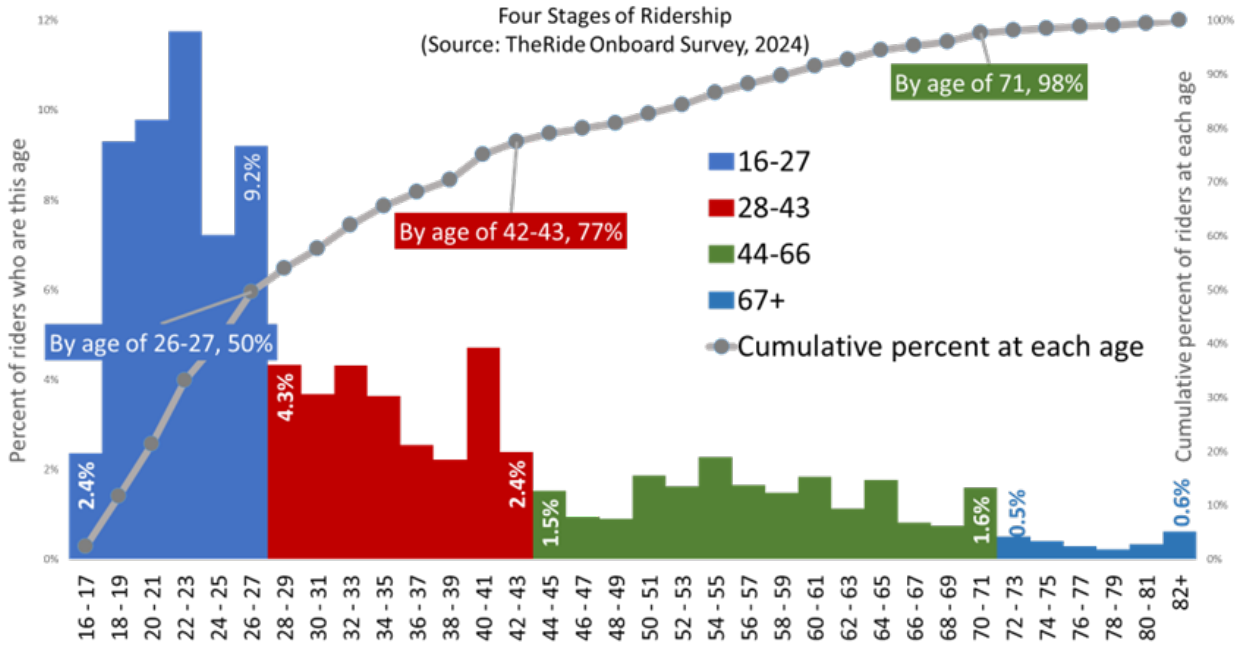
Riders sixty or older have gradually increased as a percentage of the ridership, rising from a range of 4% to 6% between 2006 and 2009 to a range of 10% to11% in 2022 and 2024. However, this does not alter the fact that the youthful rider dominates TheRide’s customer base.

Age cohorts

Figure 43 represents four age-cohorts within the total ridership. It displays riders' ages in two-year sets, 16-17, 18-19, etc. The chart divides phases of riders' lives into four stages defined by the point at which a substantial gap appears between the percentage of riders in one two-year set and the percentage in the next two-year set.

- Half (50%) of the riders are younger than 28 and presumably are preparing for adult life (shown as blue columns in the chart).
- The next distinct age grouping (shown in red) from 28 to 43 years old includes 27% of the riders. At this age they are likely to be settling into their work-lives. Many people in their age cohort will have ceased using TheRide, moved to the suburbs and/or obtained a car, or moved to another locale entirely.
- The third age set from 44 to 71 (shown in green), adds another 21% to the cumulative ridership curve, bringing the total to 98%. Each two-year age set in this cohort includes less than 2% of the ridership. Presumably, these riders are in a long-term career situation.
- The final age cohort, from 72 through 82+ years, is presumably retirement. It includes only 2% of the ridership.

Figure 43 Four age- stages of ridership

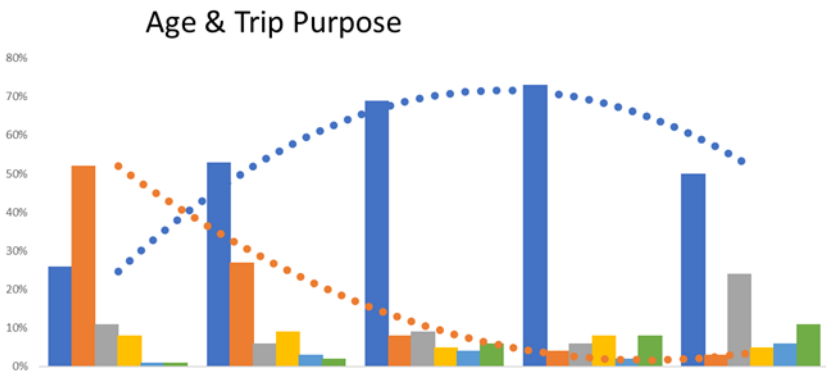


Age & trip purpose

Trip purpose varies widely with age:

- As one would expect, riders who are 16 to 23 are most likely to be traveling to/from school (52%).
- In the next age group (24 to 30) the school-trip percentage falls by almost half to 27%.
- As traveling to or from work continually increases up to the age of 50, school trips decline as the primary trip-purpose. At that age, work-trips then decline relative to shopping, medical, and other types of trips.

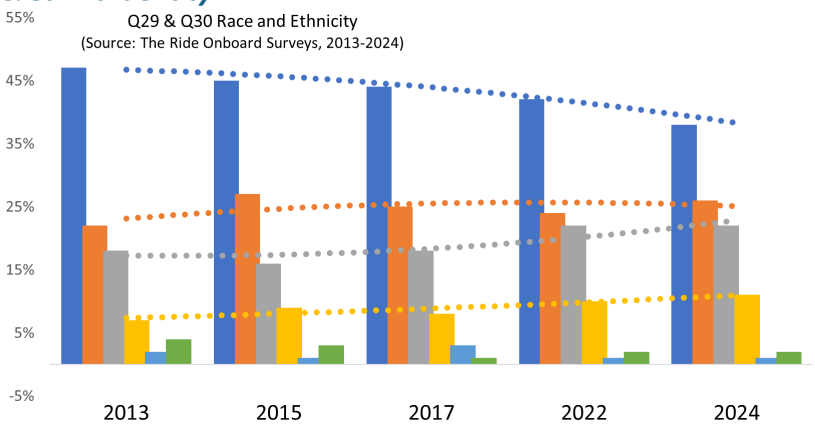
Figure 44 Trip purpose related to age



	16 to 23	24 to 30	31 to 43	44 to 50	51 or older
Work	26%	53%	69%	73%	50%
SchoolCollege	52%	27%	8%	4%	3%
Go Shopping	11%	6%	9%	6%	24%
Social visit/ recreation	8%	9%	5%	8%	5%
Doctor/Medical	1%	3%	4%	2%	6%
Other	1%	2%	6%	8%	11%

These results demonstrate that much of the loss of riders after the age of 27 occurs among those who had been making school/College trips. This is obviously due to no fault of TheRide. It is not a loss of ridership for reasons involving poor service that could be remedied by improved service. It is a matter of college students moving on with life. In a college town this is a structural characteristic of the structure of ridership and is for the most part unavoidable.

Figure 45 Racial & ethnic identity



	2013	2015	2017	2022	2024
White/Caucasian	47%	45%	44%	42%	38%
African American/Black	22%	27%	25%	24%	26%
Asian	18%	16%	18%	22%	22%
Hispanic	7%	9%	8%	10%	11%
Native American	2%	1%	3%	1%	1%
Other/multiracial	4%	3%	1%	2%	2%

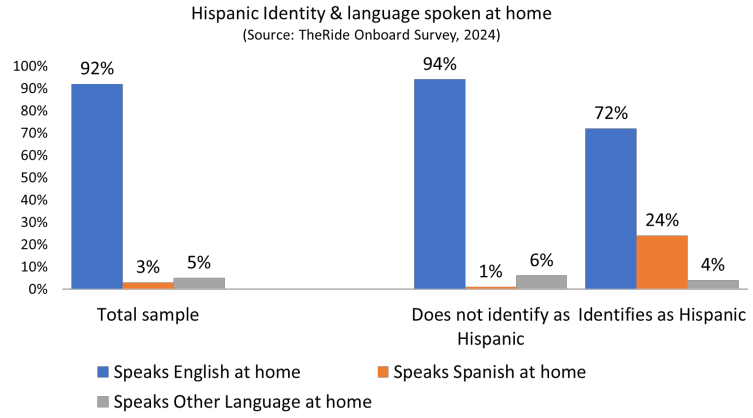
Racial and ethnic identity

Consistently since 2013 riders who identify as Caucasian/White (currently 38%) have comprised the largest ethnic/racial group among TheRide's riders.

Those identifying as African American/Black (currently 26%) have consistently been the second largest group. Three changes have emerged, however:

- First, the percentage identifying as White/Caucasian has declined continually from 47% in 2013 to 38% in 2024.
- Second, the percentage of the ridership identifying as Asian has increased gradually from 18% in 2013 to 22% in 2024.
- Third, during the same time-frame, those identifying as Hispanic increased from 7% to 11% .

Figure 46 Hispanic identity and language spoken at home



Language

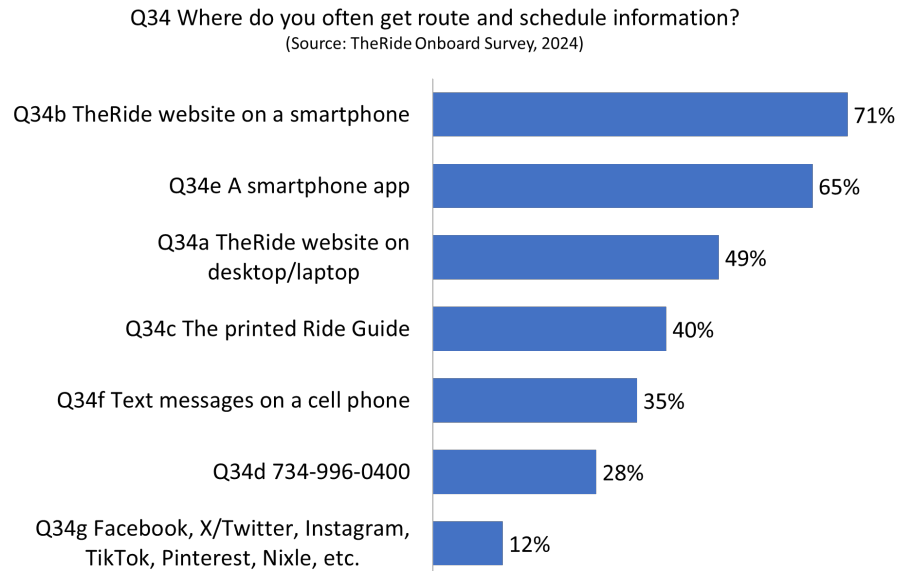
Of the total sample, 92% say they speak English at home, while 3% speak Spanish and 5% other languages.

Among the 11% of riders who identify as Hispanic, 72% speak English at home while 24% speak Spanish.

Of those not identifying as Hispanic, 94% speak English at home and 1% say they speak Spanish.

Information Sources

Figure 47 Sources of route & schedule information

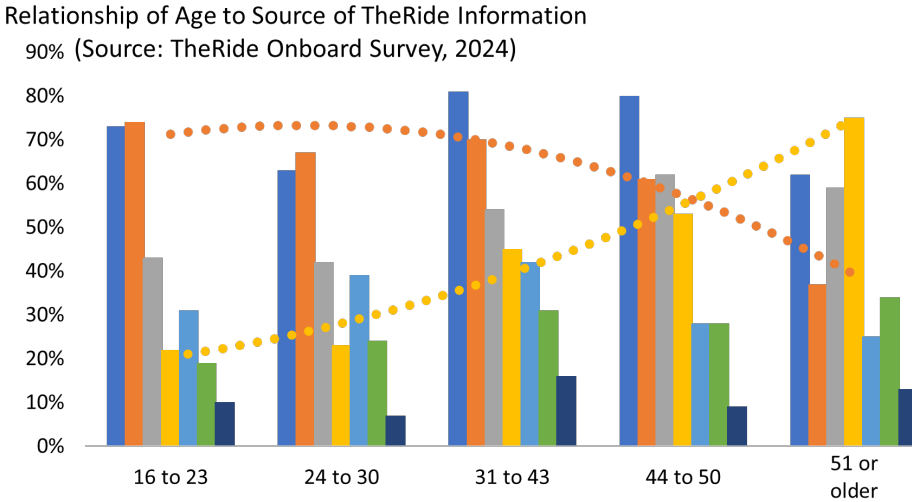


How riders get route & schedule information

The dominance of the smartphone as an information tool is apparent in Figure 47 which shows 71% accessing TheRide website on a smartphone and 65% accessing a smartphone transit app for this same purpose.

This contrasts with traditional sources including TheRide Guide (40%) and information phone line (28%). It also contrasts with less mobile information access tools like desktops and laptops (49%). Text messaging for this sort of information (35%) is cited by only about one third (35%) and social media is cited by only 12%.

Figure 48 Age and information sources



	16 to 23	24 to 30	31 to 43	44 to 50	51 or older
Q34b TheRide website on a smartphone	73%	63%	81%	80%	62%
Q34e A smartphone app	74%	67%	70%	61%	37%
Q34a TheRide website on desktop/laptop	43%	42%	54%	62%	59%
Q34c The printed Ride Guide	22%	23%	45%	53%	75%
Q34f Text messages on a cell phone	31%	39%	42%	28%	25%
Q34d 734-996-0400	19%	24%	31%	28%	34%
Q34g Social media*	10%	7%	16%	9%	13%

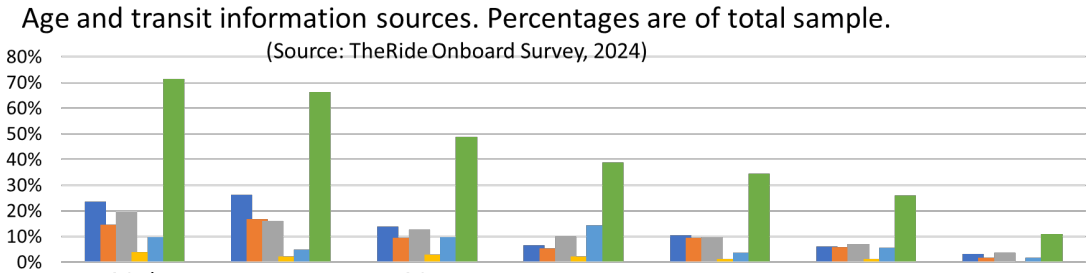
* Facebook, X/Twitter, Instagram, TikTok, Pinterest, Nixle, or other

Age & the use of a smartphone for travel information

Trend lines in Figure 48 show the strong relationship of age to information sources. (Trendlines are shown for only the smartphone app and the Ride Guide to avoid visual clutter and confusion.)

The older the riders, the less likely they are to use a smartphone app for route & schedule information. The older the riders, the more likely they are to use the printed ride Guide or the telephone information line.

Figure 49 Age + information source



	Q34b TheRide website on a smart-phone	Q34e A smart-phone app	Q34a TheRide website on desktop/ laptop	Q34c The printed Ride Guide	Q34f Text messages on a cell phone	Q34d 734-996-0400	Q34g Social media*
16 to 23	24%	26%	14%	7%	10%	6%	3%
24 to 30	15%	17%	10%	5%	10%	6%	2%
31 to 43	20%	16%	13%	10%	10%	7%	4%
44 to 50	4%	2%	3%	2%	1%	1%	0%
51 or older	10%	5%	10%	14%	4%	6%	2%
Total - This Source	71%	66%	49%	39%	35%	26%	11%

* Facebook, X/Twitter, Instagram, TikTok, Pinterest, Nixle, or other

Age and share of ridership using each information source

For media planning purposes, Figure 49 shows the percentage of total ridership within each specific age cohort who tend to use each source for route and schedule information.

- The lowest line in the chart in Figure 49 displays the total percentage of riders using each information source[2]. The individual cells in the table show the percentage of the total ridership who are of a specific age-group and use a specific information source.
- For example, a total of 71% of riders access TheRide's website from a smartphone. Among them, 24% are between the ages of 16 and 23, while only 10% are 51 or older.
- Only 12% of riders use social media for this type of information, and of those, just 5% belong to the dominant rider age group (under 30).

The chart may be useful as a guide to the value of allocating time and other resources to develop and maintain each source. Of course, the table is not a perfect indicator of priority. For example, it shows that the Ride Guide and telephone information system are used by relatively few riders. But many of those users are older persons who may never use a transit app or smartphone. Thus, the table may help prioritize but also may serve as an indicator of transition from traditional to all-digital information.

[2] This information was also provided on slide 54, though rounding may cause differences of up to 1%.

Appendix: Questionnaire

TheRide Passenger Survey

Please let TheRide know how to serve you better!

1. 1Where 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. Will you transfer to another TheRide bus during this trip? 1 Yes 2 No

3. What are the cross streets at the place you are coming from now?

Street: _____

Cross street: _____

4. What city/Twp? (Circle one): 1 Ann Arbor City 2 Ypsilanti City 3 Pittsfield Twp 4 Scio Twp 5 Superior Twp 6 Ypsilanti Twp 7 Other: _____

5. How did you get to the first bus stop you used on this trip?

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

6. How many minutes did it take to get to the first bus stop you used on this trip? _____ Minutes

7. 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_____

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

Street: _____

Cross street: _____

9. What city/Twp? (Circle one): 1 Ann Arbor City 2 Ypsilanti City 3 Pittsfield Twp 4 Scio Twp 5 Superior Twp 6 Ypsilanti Twp 7 Other: _____

10. About how many minutes will this total trip take? _____

11. 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)

1 trip 2 trips 3 trips 4 trips Other _____(how many?)

12. How did you pay for this trip?

1 Cash 2 EZFare 3 MCard 4 Transfer 5 30-Day pass
6 go!pass 7 Token 8 EMU Pass 9 Other _____

13. Do you have one of the following:

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

14. Which routes do you use regularly on TheRide? (choose up to 4)

Routes: 3 4 5 6 22 23 25 26 27 28 29 30 31 32 33 34
42 43 44 45 46 47 61 62 63 64 65 66 67 68 104

15. 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 8 All 7 days

16. How satisfied or dissatisfied are you with TheRide service in each of the following areas?

	Don't know/	Dissatisfied ☹			Neutral 😐			Satisfied ☺
a. Drivers' courtesy with passengers	☐	1	2	3	4	5	6	7
b. Overall quality of customer information	☐	1	2	3	4	5	6	7
c. Cleanliness of bus interiors	☐	1	2	3	4	5	6	7
d. Safety from accidents	☐	1	2	3	4	5	6	7
e. Personal security while using TheRide	☐	1	2	3	4	5	6	7
f. Shelter at stops you use	☐	1	2	3	4	5	6	7
g. Distance to bus stop you use most often	☐	1	2	3	4	5	6	7
h Sufficient service to areas you want to go to	☐	1	2	3	4	5	6	7
i. Dependability of making transfers	☐	1	2	3	4	5	6	7
j. Directness of routes	☐	1	2	3	4	5	6	7
k. Total duration of your trip	☐	1	2	3	4	5	6	7
l. Predictability of bus arrivals	☐	1	2	3	4	5	6	7
m. TheRide Service overall	☐	1	2	3	4	5	6	7

17. How likely are you to recommend TheRide to a friend or colleague?

Not at all likely Extremely likely
0 1 2 3 4 5 6 7 8 9 10

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

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

1 Yes 2 No

19. **When using TheRide, how secure do you feel in each of these places?**

	Very insecure	Insecure	I don't think about it	Secure	Very secure
a. On the buses	1	2	3	4	5
b. Blake Transit Center	1	2	3	4	5
c. Ypsilanti Transit Center	1	2	3	4	5
d. Bus stops	1	2	3	4	5

20. **Why do you feel that way?**

21. **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

22. **How important is each of these reasons for which you use TheRide?**

	Not important at all	Not very important	Somewhat Important	Extremely important
a. I don't have a car	1	2	3	4
b. TheRide more convenient than having a car	1	2	3	4
c. Using TheRide cheaper than a car	1	2	3	4
d. Protect the climate	1	2	3	4
e. TheRide less stressful than driving	1	2	3	4
Which is the **ONE MOST** important reason?	a	b	c	d	e

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

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

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

a. Work after 9:00 PM on any day? 1 Yes 2 No
b. Work Saturday and/or Sunday 1 Yes 2 No
c. Start work before 7:00 am on any day? 1 Yes 2 No
d. If you are employed, can your type of work be done from home or not? 1 Yes 2 No

24. **Are you a student?** 1 Yes 2 No

1 High school student 2 College student 3 Not a student

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

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

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

27. **How old are you?** _____ **Years old**

28. **What is your total combined annual household income?**

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

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

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

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

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

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

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

34. **Where do you often get route and schedule information?**

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

35. **Have you any comments or suggestions for TheRide?**

_____

_____