CHAPTER 5: RIDERSHIP OPINION

INTRODUCTION

A survey was jointly administered by Shoreline Metro staff and by the Bay-Lake Regional Planning Commission to assess ridership opinion concerning Shoreline Metro transit services. The first section of this report discusses findings from the 2020 passenger opinion survey. The second section of this report compares the results of the 2020 passenger opinion survey to previous passenger opinion surveys; all of these previous surveys were conducted by the Bay-Lake Regional Planning Commission.

2020 ON-BOARD & ONLINE RIDERSHIP OPINION SURVEY

Methodology

The ridership opinion survey was conducted to gather data from users of Shoreline Metro. The survey was conducted on Thursday, January 23, 2020, both using traditional paper copies onboard buses and online using a Google Forms survey. The online survey was made available on the same day that the on-board surveys were conducted; online responses were accepted until the morning of Monday, February 10, 2020. Shoreline Metro staff administered paper copies of the survey onboard buses. Bay-Lake Regional Planning Commission staff administered the online survey, which Shoreline Metro marketed using a clickable pop-up link on the Shoreline Metro website and on posts from the Shoreline Metro Facebook page. These posts were boosted twice: once at the beginning of the online survey period, and once in early February.

Riders on all regular (non-school tripper) transit routes were surveyed for the span of one day of typical weekday service. Wednesdays were ruled out, because Sheboygan Area School District (SASD) students are released early on this day, which influences the timing and duration of peak times.

The objectives of the survey were to identify the profile of existing transit users, to determine how current users rate Shoreline Metro, and to determine how various factors would influence riders' use of the transit system. A total of 228 questionnaires was collected, including 123 paper copies and 105 online responses. One online questionnaire was removed from the sample because several questions were answered in a joking and vulgar manner. This removal brought the total usable questionnaires to 227.

The questionnaire for the ridership opinion survey was designed to rate Shoreline Metro on eleven attributes of transit service. The attributes included: (1) riding comfort of buses; (2) interior and exterior cleanliness of buses; (3) timeliness of buses; (4) courtesy of drivers; (5) ease of understanding bus routes; (6) cost of service; (7) the time it takes to reach one's destination using bus service; (8) passenger safety; (9) hours of service; (10) the Bus Buddy program; and (11) modern amenities, such as the Bus Tracker app, social media presence, and onboard USB chargers.

Attributes 1 through 9 were also measured on previous passenger opinion surveys, making direct comparisons possible. Attributes 10 and 11 appeared on the passenger opinion survey for the first time in 2020.

The paper copy passenger opinion survey consisted of 18 questions, with a free response section at the end. These questions were designed to be brief and easily completed in a short period of time. The survey was presented to riders as a single two-sided sheet, and alternative formats of

the survey were available in large print for the visually impaired as well as in Spanish. First-time riders were asked to complete the entire questionnaire, while repeat riders were asked to complete only the first two questions of the survey.

The online passenger opinion survey contained all the same questions as the paper version. Just as with the paper version, first-time riders were asked to complete the entire questionnaire, while repeat riders were asked to complete only the first two questions and submit their responses.

Paper copies were entered online into the Google Forms survey by Bay-Lake staff to merge the two datasets. A note indicating "paper copy" in the free response question allowed staff to determine how each questionnaire was administered.

Characteristics of Transit Riders

Trip Purpose

The most common trip purposes were: work related (106 responses, or 47.3 percent); shopping (103 responses, or 46.0 percent); medical (80 responses, or 35.7 percent) and personal business (59 responses, or 26.3 percent). Other common trip purposes were: school (49 responses, or 21.9 percent) and social/recreational (43 responses, or 19.2 percent). Some 16 respondents (or 7.1 percent of all respondents) listed a human service agency visit as their trip purpose, while only 10 respondents (or 4.5 percent of all respondents) listed "other" as their trip purpose. Some responses in the "other" category could reasonably be assigned to existing categories, but this was not done so as not to change existing results. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had multiple purpose trips. Some 224 respondents answered this question, for a 98.7 percent response rate.

Method of Travel if the Bus Were Not Available

Respondents were asked how they would get to their destinations if the bus were not available. Some 67 respondents (30.2 percent) stated that they would walk to their destinations if the bus were not available. Another 44 respondents (19.8 percent) indicated that they would ride as a passenger in someone's vehicle if transit service were not available. Another 42 respondents (18.9 percent) stated that they would not make their trip if transit service were not available. Another 37 respondents (16.7 percent) indicated that they would utilize taxi service if transit service were not available. In addition, 12 respondents (5.4 percent) stated that they would travel by bicycle to their destinations if transit service were not available. Some 11 respondents (5.0 percent) noted that they would drive a vehicle to their destinations if transit service were not available. Finally, nine respondents (4.1 percent) gave other responses to this question. Percentages in this category added to slightly over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one travel option if the bus were not available. Some 222 respondents answered this question, for a 97.8 percent response rate.

Frequency of Ridership

The highest percentage of respondents (40.2 percent) rode Shoreline Metro 3 to 6 times per week, with 22.8 percent riding more than 10 times per week, and with 18.8 percent riding 7 to 10 times per week. Some 13.8 percent of respondents rode Shoreline Metro 1 to 2 times per week, and only about 4.5 percent of respondents rode Shoreline Metro less than once per week. Some 224 respondents answered this question, for a 98.7 percent response rate.

Residential Distance from Nearest Bus Stop

Some 51.1 percent of the respondents stated that they lived within one block of a Shoreline Metro bus stop, with 81.1 percent of the respondents living within three blocks of a Shoreline Metro bus stop, the traditional service area standard. Some 7.1 percent of respondents lived 4 to 5 blocks from a Shoreline Metro bus stop, and 11.7 percent lived 6 or more blocks from a Shoreline Metro bus stop. Some 223 respondents answered this question, for a 98.2 percent response rate.

Availability of Public Transportation as a Factor in Choice of Housing Location

Some 56.2 percent of the respondents stated that the availability of public transportation was a factor in where they chose to reside. Some 219 respondents answered this question, for a 96.5 percent response rate.

Possession of Driver's License

Some 75.2 percent of the respondents did not possess a driver's license. Some 222 respondents answered this question, for a 97.8 percent response rate.

Vehicle Availability for This Trip

Some 91.4 percent of the respondents did not have a personal vehicle available for the transit trip which they were making. Some 220 respondents answered this question, for a 96.9 percent response rate.

Number of Vehicles in Household

Some 52.9 percent of the respondents had no vehicle in their household, with an additional 29.1 percent of respondents having only one vehicle in their household. Some 223 respondents answered this question, for a 98.2 percent response rate.

Disability Which Impacts Use of Transit Service

Approximately 12.3 percent of the respondents stated that they had some type of disability which impacted their use of transit service. Some 219 respondents answered this question, for a 96.5 percent response rate.

Gender of Respondents

The majority of respondents were female (56.8 percent), while males comprised 38.3 percent of respondents. The remainder preferred not to say or stated a different gender identity. Some 206 respondents answered this question, for a 90.7 percent response rate.

Age of Respondents

Some 14.5 percent of respondents were under 18 years of age; of these, 6.8 percent were under age 16, while 7.7 percent were age 16 or 17. Other frequent age categories among respondents included: 18 to 24 (13.5 percent); 25 to 34 (13.5 percent); 35 to 44 (15.5 percent); and 45 to 54 (14.5 percent). Only 11.1 percent of respondents were 65 or older. Some 207 respondents answered this question, for a 91.2 percent response rate.

Ethnic Background of Respondents

Some 80.7 percent of respondents were Caucasian, 12.4 percent were African American, 5.9 percent were Hispanic/Latino, 4.5 percent were Native American, 2.5 percent were Asian, and 1.0 percent were of "other" ethnic background. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some

individuals had more than one ethnic background. Some 202 respondents answered this question, for an 89.0 percent response rate.

Number of Persons in Household

Some 31.1 percent of respondents resided in a one person household, while an additional 21.8 percent of respondents lived in a two person household. In addition, some 14.1 percent of respondents resided in a three person household, while another 11.2 percent of respondents had four persons in their household. Finally, 21.8 percent of respondents had five or more persons in their household. Some 206 respondents answered this question, for a 90.7 percent response rate.

Occupational Status of Respondents

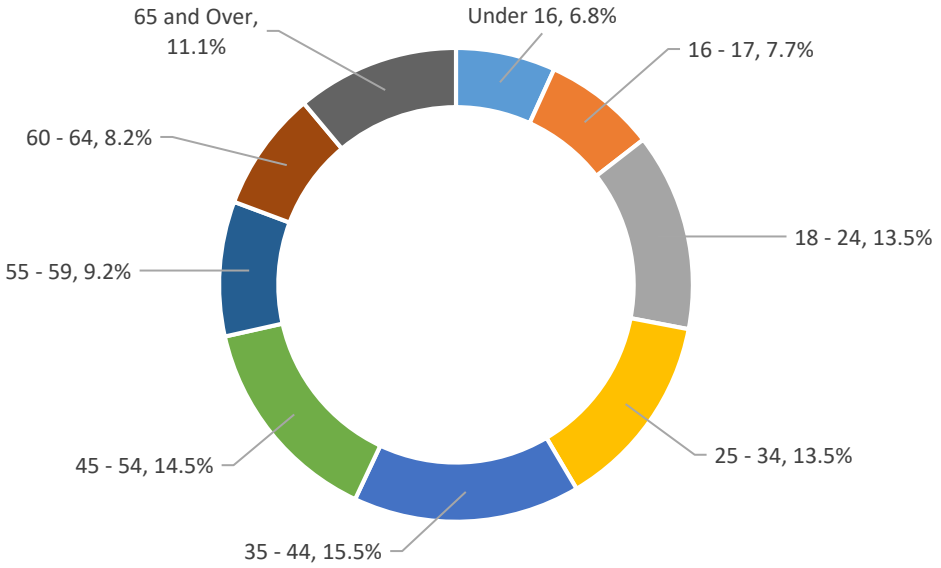
Some 30.2 percent of respondents stated that they were employed full-time. Another 28.2 percent of respondents indicated that they were employed part-time. Some 14.9 percent of respondents noted that they were unemployed, with another 16.8 percent of respondents reporting that they were retired, and 13.4 percent of respondents indicating that they were students. An additional 3.5 percent of respondents commented that they were homemakers. Some 0.5 percent of respondents stated that they were temporary laid off. Finally, 6.5 percent of respondents indicated "other" as their employment status, with "disabled" or a variant thereof being given by far as the most common response in this category. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one occupational status at the time the survey was administered. Some 202 respondents answered this question, for an 89.0 percent response rate.

Household Income Levels of Respondents

The largest annual household income group represented among respondents was the under $10,000 income group (32.8 percent), with the second highest being the $10,000 to $19,999 income group (23.3 percent), and with the third highest being the $20,000 to $29,999 income group (21.1 percent). Generally, as annual household income increases, the percentage of respondents in the income category decreases. Some 180 respondents answered this question, for a 79.3 percent response rate. This is the highest response rate for this question to date, far surpassing the previous record, which was the 69.1 percent response rate obtained in 2015.

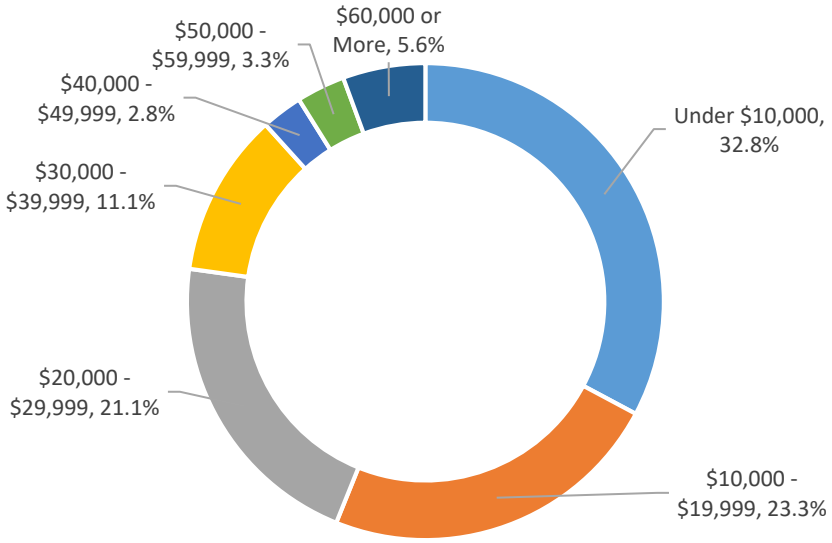
These and other demographic characteristics are shown in Figures 5.1 and 5.2, as well as in Tables 5.1 through 5.4.

Figure 5.1: Ages of 2020 Ridership Opinion Survey Respondents



Source: Bay-Lake Regional Planning Commission, 2020.

Figure 5.2: Annual Household Income Levels of 2020 Ridership Opinion Survey Respondents



Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.1: Employment Status of 2020 Ridership Opinion Survey Respondents

Employment Status	Percentage
Full-Time Employment	30.2%
Part-Time Employment	28.2%
Unemployed	14.9%
Retired	16.8%
Student	13.4%
Homemaker	3.5%
Temporarily Laid Off	0.5%
Other	6.5%

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one occupational status at the time the survey was administered.

Table 5.2: Ages of 2020 Ridership Opinion Survey Respondents

Age Category	Percentage
Under 16	6.8%
16 - 17	7.7%
18 - 24	13.5%
25 - 34	13.5%
35 - 44	15.5%
45 - 54	14.5%
55 - 59	9.2%
60 - 64	8.2%
65 and Over	11.1%

Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.3: Household Income Levels of 2020 Ridership Opinion Survey Respondents

Annual Household Income Level	Percentage
Under $10,000 Annually	32.8%
$10,000 - $19,999 Annually	23.3%
$20,000 - $29,999 Annually	21.1%
$30,000 - $39,999 Annually	11.1%
$40,000 - $49,999 Annually	2.8%
$50,000 - $59,999 Annually	3.3%
$60,000 or More Annually	5.6%

Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.4: Trip Purposes of 2020 Ridership Opinion Survey Respondents

Trip Purpose	Percentage
Work Related	47.3%
Shopping	46.0%
Medical	35.7%
Personal Business	26.3%
School	21.9%
Social/Recreational	19.2%
Human Service Agency Visit	7.1%
Other	4.5%

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals were making a trip with more than one purpose.

Rating of Shoreline Metro Attributes

Overall, respondents to the passenger opinion survey rated Shoreline Metro very well. Most characteristics received strongly positive mean ratings. There were no characteristics which had a mean rating of less than 2.00 on a scale with "1" being poor and with "3" being good. The rated attributes of Shoreline Metro are shown in Table 5.5, with the most positively rated attribute appearing first.

Using the scale for rating attributes, any attribute rated above 2.50 overall is considered to have a positive rating. An attribute with a mean rating between 2.00 and 2.50 is considered to have neutral to slightly positive rating. Eight attributes received positive mean ratings. Three attributes (buses run on schedule, Bus Buddy program, and hours of service) received a mean rating in the neutral to slightly positive range.

The relatively low ranking of the Bus Buddy program could reflect a lack of knowledge about the program. While it had the lowest number of responses (202), its response rate was still a robust 89.0 percent. This attribute was the only one with more neutral rankings than poor or good. Taken together, these facts could indicate that some respondents could have assigned it a neutral ranking without having detailed knowledge of the program.

Table 5.5: Ranked Attributes of Shoreline Metro According to 2020 Ridership Opinion Survey Respondents

Rank	Attribute	Mean Rating
1	Passenger Safety	2.72
2	Ease of Understanding Bus Routes	2.69
3	Courtesy of Driver	2.67
4	Cost of Service	2.62
5	Interior/Exterior Cleanliness of Bus	2.62
6	Riding Comfort of Buses	2.60
7	Modern Amenities (Bus Tracker App, Facebook Page, and USB Chargers on Buses)	2.57
8	Length of Ride Time	2.51
9	Buses Run on Schedule	2.41
10	Bus Buddy Program	2.33
11	Hours of Service	2.20

Source: Bay-Lake Regional Planning Commission, 2020.

For further analysis of the data collected from Shoreline Metro users, the respondents were divided into subcategories. The categories of age, trip purpose and gender of the respondents were analyzed separately. The age classification divided respondents into two categories: under age 18 and age 18 and over. The trip purpose classification was based on work trips and non-work trips. Table 5.6 shows the rating of the Shoreline Metro attributes by age category.
As seen by the responses in Table 5.6, passengers 18 years of age and older gave higher ratings for eight of eleven attributes of the Shoreline Metro operation when compared to passengers under 18 years of age. The exceptions were ease of understanding bus routes, hours of service, and modern amenities.

Both groups came closest in their ratings regarding driver courtesy; both age groups were within one one-hundredth of a point of one another for this attribute. Both groups differed by one tenth of a point or less for five other attributes: ease of understanding bus routes; cost of service; length of ride time; hours of service; and the Bus Buddy program. The two groups came within one and two tenths of a point of each other in regard to two attributes: riding comfort of buses and passenger safety. The two groups came within two and three tenths of a point of one another in regard to the following attributes: buses running on schedule and modern amenities. Both groups were furthest in their ratings regarding bus cleanliness, with a greater than five tenths of a point difference between the age groups.

Respondents age 18 and over ranked passenger safety as their highest attribute, with the single highest rating across the two groups. Driver courtesy was ranked third for both groups. Ease of understanding bus routes ranked first for respondents under age 18 and fourth for respondents age 18 and over. Both groups ranked cost of service and riding comfort of buses between fourth and sixth. For both groups, hours of service and buses running on schedule ranked ninth or lower. The two groups' ratings were most divergent for bus cleanliness, which was ranked second for respondents age 18 and over and was ranked eleventh (last) for respondents under age 18. For respondents under age 18, the average ratings for riding comfort of buses and length of ride time are identical, at 2.50 points for each. For respondents over age 18, the average rating for modern amenities (2.524) is slightly higher than for length of ride time (2.520).

Table 5.6: Ranking and Rating of Attributes of Shoreline Metro by Age of Respondent

Respondents Under Age 18			Respondents Age 18 and Over		
Rank	**Attribute**	**Average Rating**	**Rank**	**Attribute**	**Average Rating**
1	Ease of Understanding Bus Routes	(2.73)	1	Passenger Safety	(2.75)
2	Modern Amenities	(2.73)	2	Interior/Exterior Cleanliness of Buses	(2.71)
3	Courtesy of Driver	(2.67)	3	Courtesy of Driver	(2.68)
4	Cost of Service	(2.60)	4	Ease of Understanding Bus Routes	(2.67)
5	Passenger Safety	(2.57)	5	Riding Comfort of Buses	(2.64)
T6	Riding Comfort of Buses	(2.50)	6	Cost of Service	(2.62)
T6	Length of Ride Time	(2.50)	7	Modern Amenities	(2.52)
8	Bus Buddy Program	(2.29)	8	Length of Ride Time	(2.52)
9	Hours of Service	(2.23)	9	Buses Run on Schedule	(2.44)
10	Buses Run on Schedule	(2.21)	10	Bus Buddy Program	(2.33)
11	Interior/Exterior Cleanliness of Buses	(2.13)	11	Hours of Service	(2.17)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

Table 5.7 indicates the ratings and rankings of transit system attributes for respondents with a work or non-work trip purpose. Respondents with a work trip purpose rated eight out of eleven attributes lower than respondents with a non-work trip purpose. The three exceptions were: riding comfort of buses, interior/exterior cleanliness of buses, and passenger safety, for which both groups' ratings were within two tenths of a point of each other. Of the other eight attributes, the ratings diverged by less than one tenth of a point for four attributes: buses running on schedule, ease of understanding bus routes, the Bus Buddy program, and modern amenities. An additional three attributes diverged between one and two tenths of a point of each other: driver courtesy, cost of service, and length of ride time. The notable exception was hours of service, which was rated more than three tenths of a point lower by respondents with a work trip purpose than by respondents with a non-work trip purpose. However, even this attribute was rated above 2.00 points and remained in the "neutral" to "good" range in both groups.

Table 5.7: Ranking and Rating of Attributes of Shoreline Metro by Trip Purpose of Respondent

Respondents With a Non-Work Trip Purpose			Respondents With a Work Trip Purpose		
Rank	**Attribute**	**Average Rating**	**Rank**	**Attribute**	**Average Rating**
1	Courtesy of Driver	(2.78)	1	Passenger Safety	(2.75)
2	Ease of Understanding Bus Routes	(2.72)	2	Interior/Exterior Cleanliness of Buses	(2.69)
3	Passenger Safety	(2.70)	3	Riding Comfort of Buses	(2.69)
4	Cost of Service	(2.69)	4	Ease of Understanding Bus Routes	(2.66)
5	Modern Amenities	(2.59)	5	Courtesy of Driver	(2.60)
6	Length of Ride Time	(2.58)	6	Modern Amenities	(2.55)
7	Interior/Exterior Cleanliness of Buses	(2.55)	7	Cost of Service	(2.55)
8	Riding Comfort of Buses	(2.53)	8	Length of Ride Time	(2.43)
9	Buses Run on Schedule	(2.45)	9	Buses Run on Schedule	(2.37)
10	Hours of Service	(2.35)	10	Bus Buddy Program	(2.31)
11	Bus Buddy Program	(2.34)	11	Hours of Service	(2.04)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

The responses of male passengers and female passengers also have been compared. Table 5.8 indicates the relationship between these two classifications of respondents. Ratings between male and female respondents were less than one tenth of a point apart for nine of the eleven attributes. However, male and female respondents were more than two tenths of a point apart for the remaining two attributes: hours of service and modern amenities. Male respondents rated hours of service higher, while female respondents rated modern amenities higher. For eight of the eleven attributes, males rated the attributes slightly higher than females. The three attributes females rated higher were driver courtesy, ease of understanding bus routes, and modern amenities. While males and females rated driver courtesy at 2.71 points and rated length of ride time at 2.54 points, both are due to rounding. For driver courtesy, the average rating for females was slightly higher than it was for males. For length of ride time, the average rating for females was slightly lower than it was for males.

Table 5.8: Ranking and Rating of Attributes of Shoreline Metro by Gender

Male Respondents			Female Respondents		
Rank	**Attribute**	**Average Rating**	**Rank**	**Attribute**	**Average Rating**
1	Passenger Safety	(2.76)	1	Ease of Understanding Bus Routes	(2.74)
2	Courtesy of Driver	(2.71)	2	Passenger Safety	(2.74)
3	Interior/Exterior Cleanliness of Buses	(2.69)	3	Courtesy of Driver	(2.71)
4	Ease of Understanding Bus Routes	(2.68)	4	Modern Amenities	(2.68)
5	Riding Comfort of Buses	(2.66)	5	Cost of Service	(2.63)
6	Cost of Service	(2.66)	6	Riding Comfort of Buses	(2.62)
7	Length of Ride Time	(2.54)	7	Interior/Exterior Cleanliness of Buses	(2.62)
8	Buses Run on Schedule	(2.44)	8	Length of Ride Time	(2.54)
9	Modern Amenities	(2.40)	9	Buses Run on Schedule	(2.42)
10	Bus Buddy Program	(2.38)	10	Bus Buddy Program	(2.33)
11	Hours of Service	(2.33)	11	Hours of Service	(2.08)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents for each of the above attributes.

Online responses and onboard paper survey responses have also been compared. These two groups presented by far the most divergent responses out of any pair of survey subgroups examined in this chapter. For each of the eleven attributes, the average rating was higher among on-board paper survey respondents than among online respondents. Two attributes had ratings less than one tenth of a point apart: bus cleanliness and modern amenities. No attributes were between one tenth and two tenths of a point apart. Five attributes had average ratings between two and three tenths of a point apart: riding comfort of buses, ease of understanding bus routes, cost of service, passenger safety, and the Bus Buddy program. Two attributes were between three tenths and four tenths of a point apart: driver courtesy and length of ride time. Finally, two attributes had differences between four tenths and five tenths of a point: buses running on schedule and hours of service. Hours of service stands out for two reasons. First, with a difference of 0.49 points (almost half a point), this attribute has the largest difference in average rating between any two groups which were analyzed. Second, its average rating of 1.94 points among online respondents is the single lowest rating of any group analyzed, and the only rating from any group below 2.00 points.

Table 5.9: Ranking and Rating of Attributes of Shoreline Metro by Survey Method

On-Board Paper Survey Respondents			Online Respondents		
Rank	**Attribute**	**Average Rating**	**Rank**	**Attribute**	**Average Rating**
1	Courtesy of Driver	(2.83)	1	Interior/Exterior Cleanliness of Buses	(2.60)
2	Passenger Safety	(2.83)	2	Passenger Safety	(2.59)
3	Ease of Understanding Bus Routes	(2.82)	3	Ease of Understanding Bus Routes	(2.54)
4	Cost of Service	(2.74)	4	Modern Amenities	(2.52)
5	Riding Comfort of Buses	(2.70)	5	Courtesy of Driver	(2.51)
6	Length of Ride Time	(2.68)	T6	Cost of Service	(2.49)
7	Buses Run on Schedule	(2.65)	T6	Riding Comfort of Buses	(2.49)
8	Interior/Exterior Cleanliness of Buses	(2.63)	8	Length of Ride Time	(2.31)
9	Modern Amenities	(2.61)	9	Buses Run on Schedule	(2.24)
10	Bus Buddy Program	(2.44)	10	Bus Buddy Program	(2.21)
11	Hours of Service	(2.43)	11	Hours of Service	(1.94)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents for each of the above attributes.

Transit Usage Influence Factors

In addition to the rating of Shoreline Metro attributes, respondents were asked to indicate how a series of factors would influence their usage of transit. The rating scale for these factors ranges from "1," indicating that the respondent would ride less often, to "2," having no effect, to "3," indicating that the respondent would ride more often.

Table 5.10 indicates influences which would increase or decrease the amount of usage by existing weekday transit riders. Factors which had the greatest potential to increase ridership according to survey respondents included: (1) more frequent bus travel; (2) building better waiting areas (passenger shelters); (3) making transfers easier; (4) having the bus stop at the nearest corner to one's house; (5) increasing the availability of modern amenities; (6) making it easier to know all of the routes and schedules; (7) implementing a weekly bus pass; and (8) having special discounts to ride the bus offered through one's employer. Factors in which survey respondents were more neutral as to the factor's ability to attract or decrease ridership included: (1) having transit maps and schedules available in one's language; (2) expanding the Bus Buddy program; and (3) providing training on how to use the bus. There were two factors which survey respondents indicated would decrease the amount of transit usage: (1) a 25-cent fare increase; and (2) moving the bus route 7 to 8 blocks from one's house. Tabulations in Table 5.10 are for the entire survey sample.

Table 5.10: Transit Usage Influence Factor Ratings According to 2015 Ridership Opinion Survey Respondents

Rank	Factor	Mean Rating
1	Buses Travel More Frequently	2.72
2	Better Waiting Areas are Built	2.53
3	Transfers Become Much Easier	2.49
4	The Bus Stops on the Nearest Corner to One's House	2.48
5	Availability of Modern Amenities (Bus Tracker App, Facebook Page, and USB Chargers on Buses) Increases	2.47
6	It Becomes Easier to Know All the Routes and Schedules	2.45
7	A Weekly Bus Pass is Implemented	2.35
8	Special Discounts are Offered Through One's Employer	2.33
9	Transit Maps and Schedules Becomes Available in One's Language	2.22
10	Bus Buddy Program is Expanded	2.18
11	Training is Provided on How to Use the Bus	2.13
12	Fares Increase 25 Cents	1.74
13	The Bus Route is moved 7 to 8 Blocks from One's House	1.40

Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.11 indicates transit usage influence factors based on the age category and work or non-work trip purpose of the respondent. Table 5.11 indicates that the top transit usage influence factor for both respondents under age 18 and respondents age 18 and over was having buses travel more frequently. Other leading (top five) transit usage influence factors in both age groups included: (1) building better waiting areas; (2) making transfers much easier; (3) having the bus stop on the nearest corner to one's house; and (4) increasing the availability of modern amenities. Table 5.11 also indicates that the two factors that would drive respondents away from transit usage in both age groups were: (1) having the bus route moved 7 to 8 blocks from the home of the respondent; and (2) a 25-cent fare increase.

Table 5.11 indicates that respondents under age 18 rated (gave an average numerical rating to) ten of thirteen transit usage influence factors higher than respondents age 18 and over. Respondents age 18 and over ranked the following factors higher than respondents under age 18: (1) implementing a weekly bus pass; and (2) having special discounts offered through one's employer. Having transit maps and schedules become available in one's language was ranked the same by both age groups. All other usage factors were ranked higher by respondents under age 18.

Table 5.11 indicates that the top transit usage influence factor for both respondents with a non-work trip purpose and respondents with a work trip purpose was having buses travel more frequently. Two factors were ranked higher for respondents with a work trip purpose: (1) increasing the availability of modern amenities; and (2) having special discounts offered through one's employer. The following factors were ranked higher for respondents with a non-work trip purpose: (1) building better waiting areas; (2) making transfers much easier; (3) making it easier to know all the routes and schedules; and (4) implementing a weekly bus pass. The top-ranked, the fourth-ranked, and the five lowest ranked factors were ranked the same by both respondents with a work trip purpose and respondents with a non-work trip purpose.

Table 5.11: Transit Usage Influence Factors by Age and Trip Purpose of Respondent

Rank	Respondents Under Age 18	Respondents Age 18 and Over	Respondents With a Non-Work Trip Purpose	Respondents With a With a Work Trip Purpose
1	Buses Travel More Frequently (2.90)	Buses Travel More Frequently (2.69)	Buses Travel More Frequently (2.65)	Buses Travel More Frequently (2.78)
2	Transfers Become Much Easier (2.72)	Better Waiting Areas are Built (2.51)	Better Waiting Areas are Built (2.51)	Availability of Modern Amenities Increases (2.58)
3	Better Waiting Areas are Built (2.90)	The Bus Stops on the Nearest Corner to One's House (2.47)	Transfers Become Much Easier (2.50)	Better Waiting Areas are Built (2.53)
4	Availability of Modern Amenities Increases (2.69)	Transfers Become Much Easier (2.46)	The Bus Stops on the Nearest Corner to One's House (2.46)	The Bus Stops on the Nearest Corner to One's House (2.51)
5	The Bus Stops on the Nearest Corner to One's House (2.55)	Availability of Modern Amenities Increases (2.45)	It Becomes Easier to Know All the Routes and Schedules (2.45)	Transfers Become Much Easier (2.49)
6	It Becomes Easier to Know All the Routes and Schedules (2.53)	It Becomes Easier to Know All the Routes and Schedules (2.44)	Availability of Modern Amenities Increases (2.37)	It Becomes Easier to Know All the Routes and Schedules (2.45)
7	Transit Maps and Schedules Become Available in One's Language (2.21)	A Weekly Bus Pass is Implemented (2.38)	A Weekly Bus Pass is Implemented (2.30)	Special Discounts are Offered Through One's Employer (2.40)
8	Bus Buddy Program is Expanded (2.28)	Special Discounts are Offered Through One's Employer (2.38)	Special Discounts are Offered Through One's Employer (2.27)	A Weekly Bus Pass is Implemented (2.39)
9	A Weekly Bus Pass is Implemented (2.21)	Transit Maps and Schedules Become Available in One's Language (2.21)	Transit Maps and Schedules Become Available in One's Language (2.25)	Transit Maps and Schedules Become Available in One's Language (2.19)
10	Training is Provided on How to Use the Bus (2.17)	Bus Buddy Program is Expanded (2.17)	Bus Buddy Program is Expanded (2.19)	Bus Buddy Program is Expanded (2.17)
11	Special Discounts are Offered Through One's Employer (2.17)	Training is Provided on How to Use the Bus (2.13)	Training is Provided on How to Use the Bus (2.13)	Training is Provided on How to Use the Bus (2.13)
12	Fares Increase 25 Cents (1.77)	Fares Increase 25 Cents (1.74)	Fares Increase 25 Cents (1.79)	Fares Increase 25 Cents (1.70)
13	The Bus Route is Moved 7 to 8 Blocks from One's House (1.41)	The Bus Route is Moved 7 to 8 Blocks from One's House (1.40)	The Bus Route is Moved 7 to 8 Blocks from One's House (1.44)	The Bus Route is Moved 7 to 8 Blocks from One's House (1.37)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

Table 5.12 indicates transit usage influence factors based on the sex of the respondent. For both male and female respondents, buses traveling more frequently was the top-ranked factor and a 25-cen fare increase and moving the bus route 7 to 8 blocks from one's house were ranked at the bottom. Building better waiting areas, making transfers much easier, and increasing the availability of modern amenities appear in the top five factors for both groups.

Male respondents ranked five of the thirteen transit usage influence factors higher than female respondents: (1) making transfers much easier; (2) making it easier to know all the routes and schedules; (3) having special discounts offered through one's employer; (4) expanding the Bus Buddy program; and (5) providing training on how to use the bus. Female respondents ranked four factors higher than male respondents: (1) having the bus stop on the nearest corner to one's house; (2) increasing the availability of modern amenities; (3) implementing a weekly bus pass; and (4) having transit maps and schedules available in one's language. The remaining four factors were ranked the same by both groups.

Table 5.12: Transit Usage Influence Factors by Sex of Respondent

Male Respondents			Female Respondents		
Rank	**Factor**	**Average Rating**	**Rank**	**Factor**	**Average Rating**
1	Buses Travel More Frequently	(2.65)	1	Buses Travel More Frequently	(2.76)
2	Transfers Become Much Easier	(2.46)	2	The Bus Stops on the Nearest Corner to One's House	(2.59)
3	Better Waiting Areas are Built	(2.43)	3	Better Waiting Areas are Built	(2.58)
4	It Becomes Easier to Know All the Routes and Schedules	(2.42)	4	Availability of Modern Amenities Increases	(2.56)
5	Availability of Modern Amenities Increases	(2.41)	5	Transfers Become Much Easier	(2.51)
6	The Bus Stops on the Nearest Corner to One's House	(2.34)	6	It Becomes Easier to Know All the Routes and Schedules	(2.46)
7	Special Discounts are Offered Through One's Employer	(2.33)	7	A Weekly Bus Pass is Implemented	(2.37)
8	A Weekly Bus Pass is Implemented	(2.32)	8	Special Discounts are Offered Through One's Employer	(2.34)
9	Bus Buddy Program is Expanded	(2.20)	9	Transit Maps and Schedules Become Available in One's Language	(2.30)
10	Training is Provided on How to Use the Bus	(2.10)	10	Bus Buddy Program is Expanded	(2.19)
11	Transit Maps and Schedules Become Available in One's Language	(2.10)	11	Training is Provided on How to Use the Bus	(2.14)
12	Fares Increase 25 Cents	(1.81)	12	Fares Increase 25 Cents	(1.72)
13	The Bus Route is Moved 7 to 8 Blocks from One's House	(1.44)	13	The Bus Route is Moved 7 to 8 Blocks from One's House	(1.37)

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents under each of the above categories.

Table 5.13 indicates transit usage influence factors based on the survey method used: either on-board paper surveys or online surveys. Both groups ranked having buses travel more frequently as the top factor. Building better waiting areas, making transfers easier, and increasing the availability of modern amenities appear in the top five factors for both groups. Online respondents ranked four factors higher: (1) building better waiting areas; (2) having the bus stop on the nearest corner to one's house; (3) having special discounts offered through one's employer; and (4) having transit maps and schedules available in one's language. The two groups ranked their top factor the same, as well as their fourth-ranked factor, increasing the availability of modern amenities. Both groups also shared rankings for their bottom three factors: (1) providing training on how to use the bus; (2) a 25-cent fare increase; and (3) moving the bus route 7 to 8 blocks from one's house. The remaining four factors were ranked higher by respondents using paper survey forms.

Table 5.13: Transit Usage Influence Factors by Survey Method

On-Board Paper Survey Respondents			Online Respondents		
Rank	**Factor**	**Average Rating**	**Rank**	**Factor**	**Average Rating**
1	Buses Travel More Frequently	2.66	1	Buses Travel More Frequently	2.77
2	Transfers Become Much Easier	2.47	2	Better Waiting Areas are Built	2.62
3	Better Waiting Areas are Built	2.44	3	The Bus Stops on the Nearest Corner to One's House	2.57
4	Availability of Modern Amenities Increases	2.42	4	Availability of Modern Amenities Increases	2.52
5	It Becomes Easier to Know All the Routes and Schedules	2.41	5	Transfers Become Much Easier	2.51
6	The Bus Stops on the Nearest Corner to One's House	2.38	6	It Becomes Easier to Know All the Routes and Schedules	2.49
7	A Weekly Bus Pass is Implemented	2.31	7	Special Discounts are Offered Through One's Employer	2.45
8	Special Discounts are Offered Through One's Employer	2.22	8	A Weekly Bus Pass is Implemented	2.38
9	Bus Buddy Program is Expanded	2.21	9	Transit Maps and Schedules Become Available in One's Language	2.25
10	Transit Maps and Schedules Become Available in One's Language	2.20	10	Bus Buddy Program is Expanded	2.15
11	Training is Provided on How to Use the Bus	2.15	11	Training is Provided on How to Use the Bus	2.11
12	Fares Increase 25 Cents	1.83	12	Fares Increase 25 Cents	1.65
13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.50	13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.31

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents under each of the above categories.

Opinion on Whether Bus Service Hours Should be Adjusted

Some 203 survey respondents answered the question "Should the bus service hours be adjusted?" Of these, 123 (60.6 percent) responded affirmatively. Of the 123 affirmative responses, 107 individuals took the time to explain their affirmative response. Of these respondents:

- Some 28 respondents asked for some form of late-night transit service, including comments specifically referencing second or third shift workers;
- Some 24 respondents wanted a combination of expanded services (any combination of early morning service, late night service, longer or more frequent Saturday service, and/or reinstatement of some form of Sunday service, with two or more of these listed in the response);
- Some 13 respondents asked for reinstatement of Sunday service;
- Some 12 respondents asked for improved transit service on Saturday (a longer service day and/or more frequent service); and
- Some nine respondents asked for improved transit service on weekends (expanded Saturday service and reinstatement of Sunday service).

In addition, smaller numbers of respondents requested that (1) there be some form of more frequent service (five responses); (2) there be earlier transit service in the morning on weekdays (three responses); (3) there be route-specific service improvements be made (with Routes 10 and 20 each mentioned once); and (4) there be improved or expanded service to areas already receiving transit service (with the City of Sheboygan Falls mentioned twice and the Village of Kohler, Georgia Avenue, the UW Green Bay Sheboygan campus, and Deer Trace Shopping Center each mentioned once). One respondent requested separate buses for Sheboygan Area School District (SASD) students, and one respondent requested improvements to scheduling so that SASD students have a shorter waiting period for transit. There was also a small number of written responses that did not specify a form of expanded service.

COMPARISON OF PASSENGER OPINION SURVEY FINDINGS

Demographics Compared

Age, gender and household income statistics were compared to better establish the relationship between the various populations being discussed in this analysis. The following analyses contain data from the four most recent passenger opinion surveys conducted for Shoreline Metro. In Table 5.14, Shoreline Metro's 2005, 2009, 2015, and 2020 passenger opinion surveys and *2014 – 2018 American Community Survey (ACS)* demographic data are presented. These comparisons are important in assessing the strengths and weaknesses of each type of data discussed.

Table 5.14: Comparison of Survey Respondent Groups

Characteristic	2005 Ridership Opinion Survey	2009 Ridership Opinion Survey	2015 Ridership Opinion Survey	2020 Ridership Opinion Survey	2014 - 2018 ACS
Age					
Under 18	24%	26%	19%	15%	24%
18 - 24	16%	14%	11%	14%	8%
25 - 34	12%	12%	14%	14%	14%
35 - 44	16%	12%	18%	15%	12%
45 - 54	15%	14%	16%	14%	12%
55 - 64	11%	13%	15%	17%	13%
65 and over	6%	9%	7%	11%	17%
Sex					
Male	44%	43%	43%	38%*	50%
Female	56%	57%	57%	57%*	50%
Annual Household Income					
Under $10,000	33%	47%	49%	33%	4%
$10,000 - $19,999	28%	24%	29%	23%	12%
$20,000 - $29,999	14%	12%	11%	21%	12%
$30,000 or More	25%	16%	11%	23%	72%

Source: U.S. Bureau of the Census, *2014 – 2018 American Community Survey 5-Year Estimates*, Table S0101 (Age and Sex) and S1901 (Income in the Past 12 Months, in 2018 Inflation-Adjusted Dollars); and Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

*Percentage by sex does not sum to one hundred percent because some respondents chose not to answer or did not identify as male or female.

As Table 5.14 illustrates, the proportion of individuals under the age of 18 utilizing regular routes of the transit operation and responding to the survey has declined since previous survey efforts, and was lower than the share of the population in this age group in the transit service area according to the *2014 – 2018 American Community Survey (ACS)*. The proportion of young adults (ages 18 to 24) responding to the survey rebounded from its low point in 2015 and was higher than the share of the population in this age group in the transit service area according to

the *2014 – 2018 ACS*. The proportion of persons in the 25 to 34 age group responding to this survey was similar to what it was in previous survey efforts, and was similar to the share of the population in this age group in the transit service area according to the *2014 – 2018 ACS*.

Table 5.14 also indicates that the proportion of persons in the 35 to 44 age group responding to this survey was about the same as it was in 2005, was higher than it was in 2009, was lower than it was in 2015, and was higher than the share of the population in this age group in the transit service area according to the *2014 – 2018 ACS*. The proportion of persons in the 45 to 54 age group responding to this survey was similar to this proportion in previous surveys, but was higher than the share of the population in this age group in the transit service area according to the *2014 – 2018 ACS*. The proportion of persons in the 55 to 64 age group responding to this survey is higher than it was in previous surveys, and was higher than the share of the population in this age group in the transit service area according to the *2014 – 2018 ACS*. Finally, the proportion of persons age 65 and over responding to this survey was higher than what was observed in previous surveys, but was lower than the share of the population in this age group in the transit service area according to the *2014 – 2018 ACS*.

In the four passenger opinion surveys that have been conducted for Shoreline Metro for which data are presented, the percentage of females responding to the survey exceeded the proportion of females in the transit service area according to the *2014 – 2018 ACS*, and has consistently exceeded the number of male respondents in every survey period. The percentage of respondents identifying as female in 2020 was similar to the percentages set in 2009 and 2015, while the percentage of respondents identifying as male in 2020 reached its lowest point. Some respondents to the 2020 survey either chose not to answer this question or stated that they identified as nonbinary individuals.

In all four of the most recent passenger opinion surveys that have been conducted for Shoreline Metro, a higher percentage of respondents reported lower annual household incomes (less than $20,000) than what was observed for the service area in the *2014 – 2018 ACS*. In fact, a majority of survey respondents reported an annual household income of less than $20,000 in all four survey years. The proportion of respondents reporting an annual household income of less than $20,000 steadily increased from 2005 to 2015, but then declined from 78 percent in 2015 to 56 percent in 2020. The economic segment of respondents which grew the most between the 2015 and 2020 surveys was the group with annual household incomes between $20,000 and $29,999. The 2008 economic crisis (which lingered for several years) was a contributing factor to the increased percentage of transit rider households making less than $20,000 per year between the 2005 and 2009 surveys, and may have also been responsible for the increased percentage of transit rider households making less than $20,000 per year between the 2009 and 2015 surveys. Still, survey respondents reported generally lower household incomes than the population of the transit service area as a whole. While 56 percent of respondents to the 2020 survey lived in a household with an income of less than $20,000, only about 16 percent of households in the transit service area were at this income level according to the *2014 – 2018 ACS*. It should also be noted that the real "buying power" of the dollar decreases over time, so a gradual shift toward higher household income should be expected under normal circumstances of economic growth.

Comparison of Transportation Characteristics of Respondents

Transportation characteristics of respondents to the passenger opinion survey were compared for the four most recent years in which the survey was administered. In Table 5.15, transportation characteristics of ridership opinion survey respondents are compared for 2005, 2009, 2015 and 2020.

In 2020, over 75 percent of survey respondents did not possess a driver's license; this statistic is lower than what was observed in the 2005 and 2009 surveys, but is fairly similar to what was observed in the 2015 survey.

In 2020, almost 53 percent of survey respondents did not have a motor vehicle available in their household, which is lower than what was observed in 2015 but is higher than what was observed in 2005 and in 2009. Also in 2015, about 82 percent of survey respondents had either no vehicle or one vehicle available in their household; this was higher than what was observed in the 2005 and 2009 survey efforts, but was slightly lower than what was observed in 2015.

Table 5.15: Transportation Characteristics of Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Characteristic	2005 Results	2009 Results	2015 Results	2020 Results
Licensed Driver				
Yes	24%	18%	25%	25%
No	76%	82%	75%	75%
Household Motor Vehicles				
None Available	44%	51%	61%	53%
One Available	28%	25%	23%	29%
Two Available	21%	17%	9%	15%
Three or More Available	7%	8%	6%	3%
Distance from Bus Stop				
One Block	52%	54%	50%	51%
Two Blocks	18%	17%	16%	20%
Three Blocks	10%	9%	9%	10%
Four Blocks	4%	4%	5%	3%
Five or More Blocks	16%	16%	19%	16%
Trips Made Per Week				
Less Than One Trip	4%	4%	2%	5%
1 - 2 Trips	10%	11%	10%	14%
3 - 6 Trips	43%	37%	42%	40%
7 - 10 Trips	19%	19%	23%	19%
More Than 10 Trips	24%	29%	23%	23%

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

Some 80 percent of survey respondents lived within three blocks of a bus stop in 2005; this proportion remained at 80 percent in 2009, decreased to around 75 percent in 2015, and rebounded to 81 percent in 2020. The decrease from 2009 to 2015 could reflect the continued decentralization of the urban area population even at its core, the transit service area. The increase from 2015 to 2020 could reflect an increased transit service area and better-planned routes and stops in recent years.

The proportion of survey respondents who are "frequent riders" (three or more trips per week) has remained in the 80 to 90 percent range since 2005. The most dependent sector of the ridership (those who ride ten or more times per week) was 23 percent in 2020, which was similar to what was observed in 2015, but was lower than what was observed in 2005 and 2009. The

percentage of "infrequent riders" (those riders who make two or fewer trips per week, which is one round trip or fewer) reached a peak of over 18 percent in 2020. Interestingly, this peak of infrequent ridership follows the lowest observed percentage of infrequent ridership, which was 12 percent in 2015.

Comparison of Passenger Opinions

Opinions of respondents to the survey in 2005, 2009, 2015 and 2020 were compared. As was stated previously, a rating of "1" is "poor," "2" is "neutral," and "3" is "good" for purposes of this survey over the 2009, 2015 and 2020 survey periods. Since the rating system was less elaborate than what was used in 2005 (a scale of 1 to 5 was used in that year in which "1" was "very poor," "3" was "neutral," and "5" was "very good"), average ratings from the previous years were converted to the scale used for the 2009 through 2020 survey efforts so that scores could be directly compared.

Table 5.16 shows how passengers rated various attributes of Shoreline Metro in the 2005, 2009, 2015 and 2020 opinion surveys. Six of eleven attributes rated in 2020 were also rated in 2005, 2009 and 2015, and are compared in Table 5.16. The 2009, 2015 and 2020 surveys asked passengers to rate interior and exterior cleanliness of buses as one rating, while interior and exterior bus cleanliness were rated separately in the 2005 survey; therefore, these ratings were not directly comparable. In addition, the 2009, 2015 and 2020 surveys asked passengers to rate two attributes that were not rated in the 2005 survey; these attributes were: (1) riding comfort of buses; and (2) hours of service. The 2020 survey added two new attributes: (1) the Bus Buddy program; and (2) modern amenities, such as the Bus Tracker app, Shoreline Metro's Facebook page, and USB chargers on buses.

Table 5.16: Comparison of Rated Attributes of Shoreline Metro According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Attribute	2005 Mean Rating	2009 Mean Rating	2015 Mean Rating	2020 Mean Rating
Courtesy of Driver	2.67	2.79	2.80	2.67
Length of Ride Time	2.53	2.60	2.63	2.51
Bus Service Information/Ease of Understanding Bus Routes	2.64	2.66	2.71	2.69
Passenger Safety	2.63	2.75	2.75	2.72
Timeliness of the Bus/Buses Run on Schedule	2.55	2.59	2.53	2.41
Cost of Service	2.36	2.32	2.59	2.62

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

According to Table 5.16:

- The cost of service was rated higher in 2020 than it was rated in all previous survey years, even above the previous high in 2015;
- Length of ride time reached its lowest rating in 2020, which was significantly lower than 2009 and 2015, but was only slightly lower than in 2005;
- Bus service information/ease of understanding bus routes was rated lower in 2020 than in 2015, yet was rated higher than in 2005 and 2009;
- Driver courtesy in 2020 was rated lower than in 2009 and 2015, but was rated the same as it was in 2005;
- Passenger safety was rated lower than it was in 2009 and 2015, yet was rated higher than it was in 2005;

- Timeliness of the bus/buses run on schedule reached its lowest rating in 2020, dropping below 2.50 points for the first time;
- For the first time in 2020, the highest rated attribute was not driver courtesy, but passenger safety, with bus service information/ease of understanding bus routes also being rated higher than driver courtesy; and
- The cost of service was the lowest rated attribute in 2005 and in 2009, while timeliness of the bus/buses run on schedule was the lowest rated attribute in 2015 and in 2020.

Comparison of Transit Usage Influence Factors

Eleven of thirteen transit usage influence factors in the 2020 survey were addressed in three or more previous survey efforts (although the wording was slightly different in one case between survey years). Two new factors were new in 2020, and correspond to the two new attributes. These two new usage factors are: (1) expanding the Bus Buddy program; and (2) increasing the availability of modern amenities. As was stated previously, a rating of "1" meant "ride less often," "2" meant "have no effect," and "3" meant "ride more often" for purposes of the 2009, 2015 and 2020 surveys. Since the rating system was less elaborate than what was used in 2005 (a scale of 1 to 5 was used in that year where "1" meant "definitely ride less often," "3" meant "have no effect," and "5" meant "definitely ride more often"), average ratings from the previous years were converted to the scale used for the 2009, 2015, and 2020 survey efforts so that scores could be directly compared.

Table 5.17 shows how passengers rated transit usage influence factors for Shoreline Metro in the 2005, 2009, 2015 and 2020 opinion surveys; eleven of the thirteen transit usage influence factors were rated for all four years, while two new transit usage influence factors were introduced in 2020.

Table 5.17: Comparison of Transit Usage Influence Factor Ratings According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Factor	2005 Mean Rating	2009 Mean Rating	2015 Mean Rating	2020 Mean Rating
Fares Increase 25 Cents	1.80	1.71	1.74	1.74
Transfers Become Much Easier	2.30	2.42	2.36	2.49
Better Waiting Areas are Built	2.40	2.45	2.41	2.53
Bus Stops on Nearest Corner to House	2.35	2.42	2.34	2.48
Buses Travel More Frequently	2.46	2.55	2.57	2.72
Special Discounts Offered Through Employer	2.35	2.35	2.30	2.33
Easier to Know All Routes and Schedules	2.34	2.38	2.36	2.45
Bus Route Moved 7 to 8 Blocks from House	1.68	1.51	1.52	1.40
Training Provided on How to Use the Bus	2.14	2.17	2.13	2.13
Transit Maps/Schedules in One's Language	2.20	2.22	2.18	2.22
Weekly Bus Pass is Implemented	2.27	2.32	2.37	2.35
Bus Buddy Program Expanded	NA	NA	NA	2.18
Increased Availability of Modern Amenities	NA	NA	NA	2.47

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

For transit usage influence factors that appeared in all four survey years (see Table 5.17):

- Having the fare increase 25 cents was rated the same in 2020 as in 2015, which was lower than in 2005 but higher than in 2009. Not surprisingly, fare increases made riders less likely to use transit in all four surveys, and was consistently the second lowest ranked factor;

- Moving the bus route 7 to 8 blocks from one's home was rated significantly lower in 2020 than in any preceding survey. Not surprisingly, this was the lowest rated factor in each survey period;
- Making transfers easier, building better waiting areas, having the bus stop at the nearest corner to one's house, and making it easier to know all the routes and schedules were all rated higher in 2020 than in the three preceding surveys. The previous highest ratings for each of these factors were reached in 2009;
- Having buses travel more frequently was rated significantly higher in 2020 than in the three preceding surveys;
- Having special discounts offered through one's employer was rated lower in 2020 than in 2005 and 2009, but was rated higher than in 2015;
- Providing training on how to use the bus tied for its lowest rating in 2020, although the ratings were similar across all four survey periods;
- Making transit maps and schedules available in one's language tied for its highest rating in 2020, although the ratings were similar across all four survey periods; and
- Implementing a weekly bus pass was rated higher in 2020 than it was rated in 2005 and 2009, but was rated lower than it was rated in 2015.

For transit usage influence factors that appeared for the first time in the 2020 survey (see Table 5.17):

- Expanding the Bus Buddy program was rated relatively low. This factor had a reasonably high response rate, yet a significant portion of respondents rated it as neutral, and it is likely that many respondents answered this question without having familiarity with the program; and
- Increasing the availability of modern amenities was the fifth-highest rated attribute in 2020.