

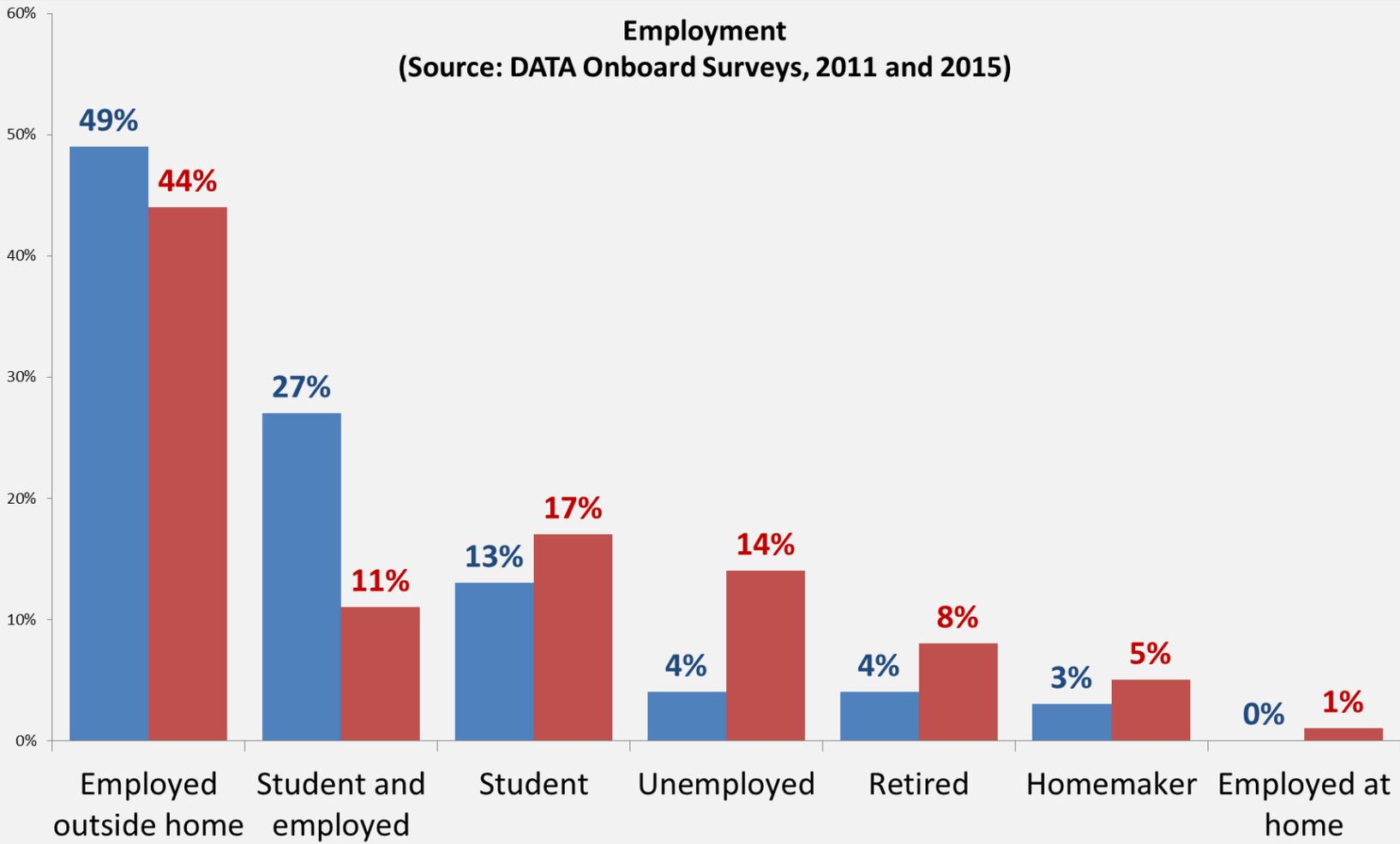


Method

- DATA survey includes 2,937 responses and has a margin of error of +/-1.8% at the 95% level of confidence.
- The BCC survey includes 219 responses and has a margin of error of +/-6.6%
- We will begin with demographics of the GoDurham riders
- We will then go into customer satisfaction ratings. They are based on a scale from 1 – 7 where 7 means “Excellent.”
- We will first deal with the survey of GoDurham riders, and then BCC riders.

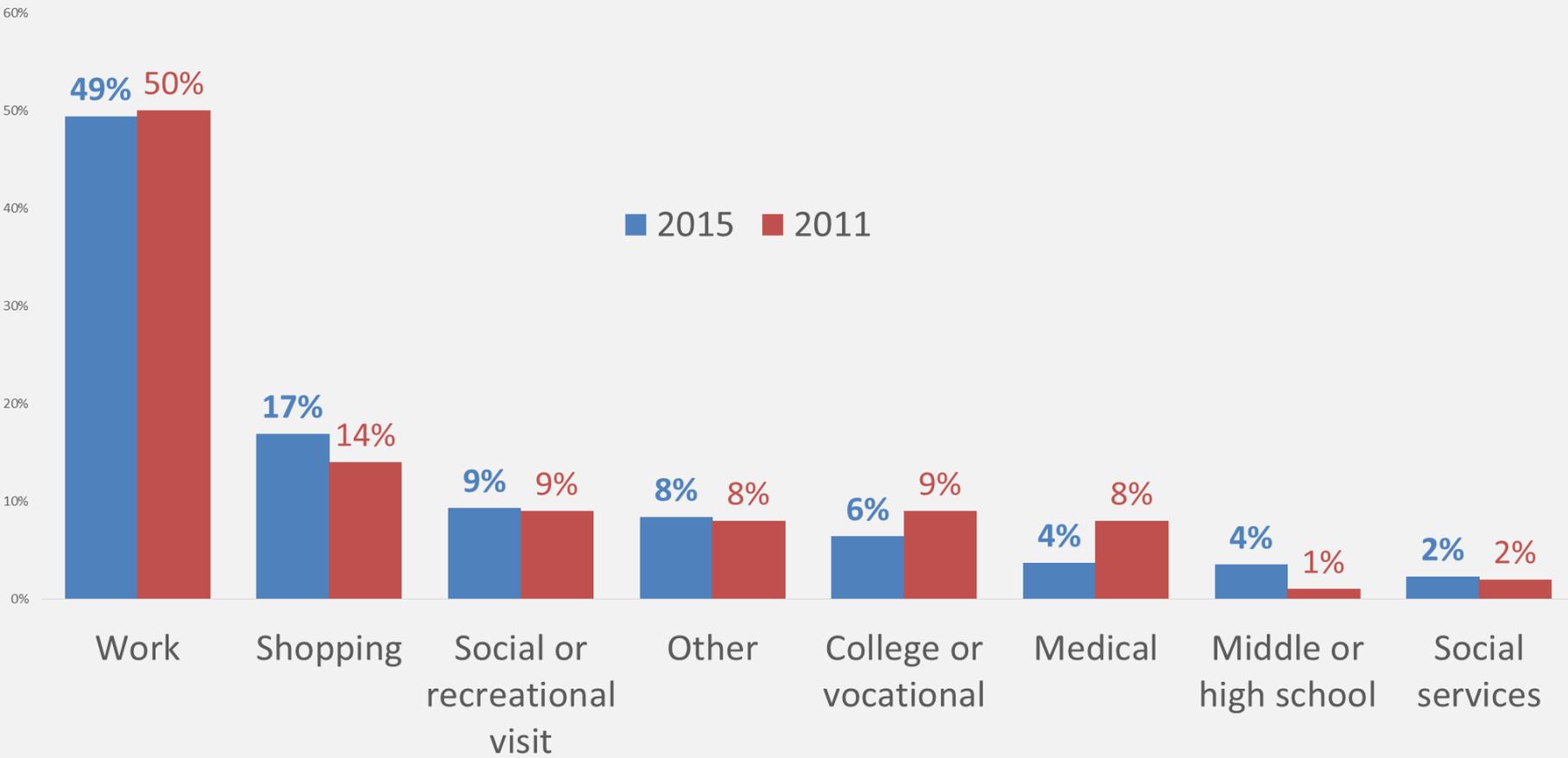
Rider Demographics

Employment



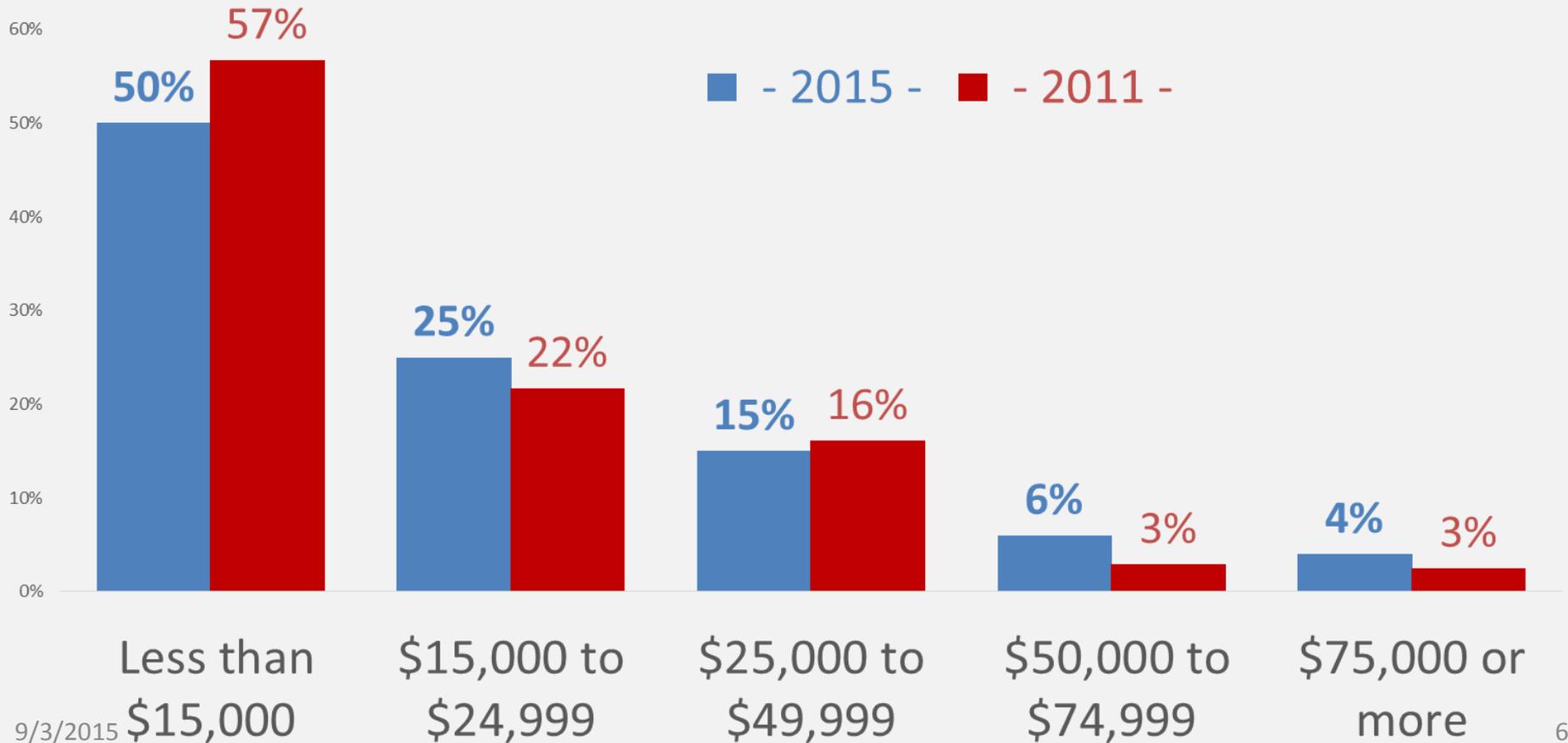
Purpose of This Trip

Purpose of this trip
(Source: DATA Onboard Surveys, 2011 and 2015)



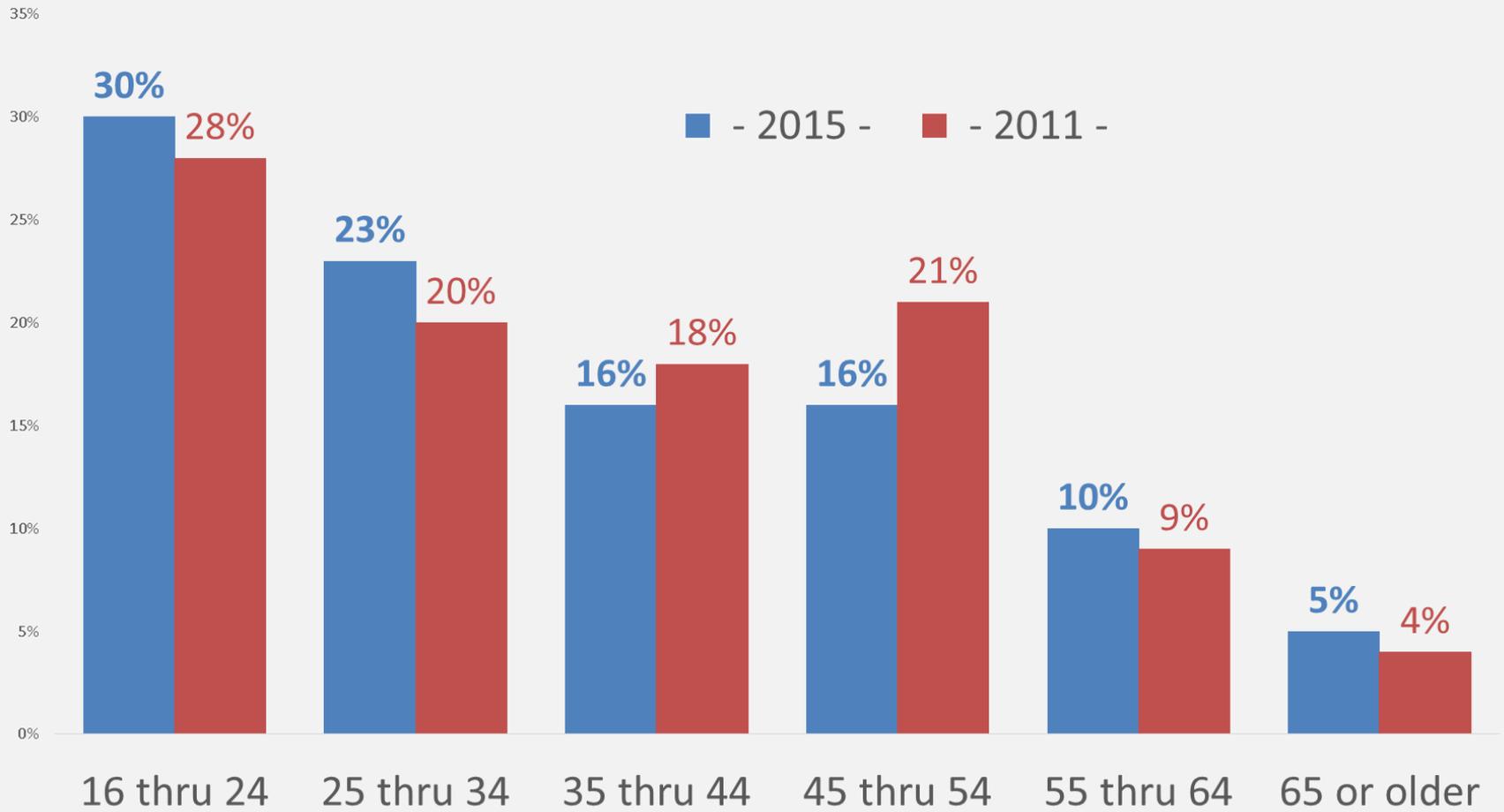
Income

Q37 Household Income
(Source: DATA Onboard Surveys, 2011 & 2015)



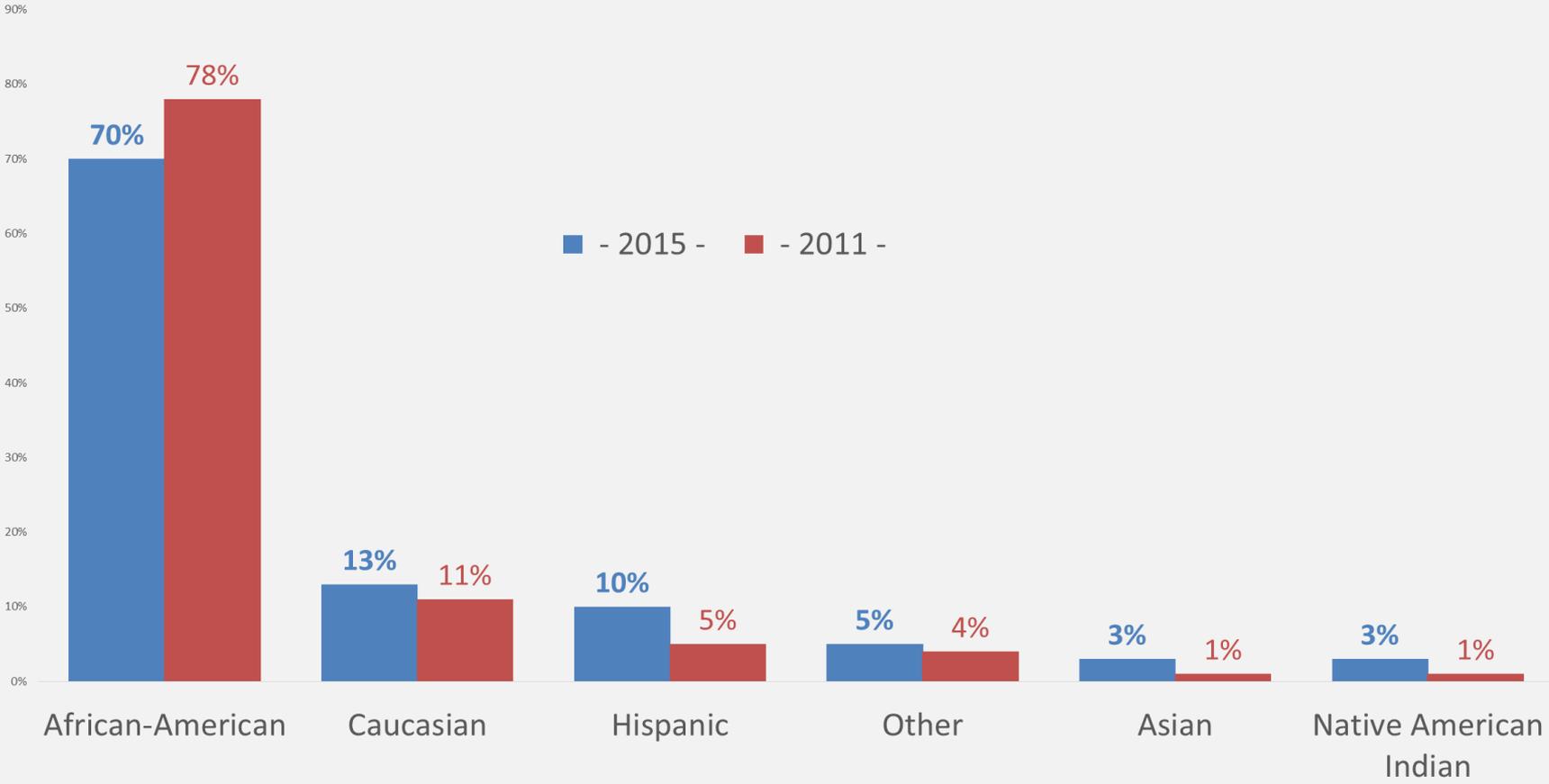
Age

Q31 Age
(Source: DATA Onboard Surveys, 2011 & 2015)



Ethnicity

Ethnic/Cultural Self Identification
Multiple responses encouraged
(Source: DATA Onboard Surveys , 2011 & 2015)

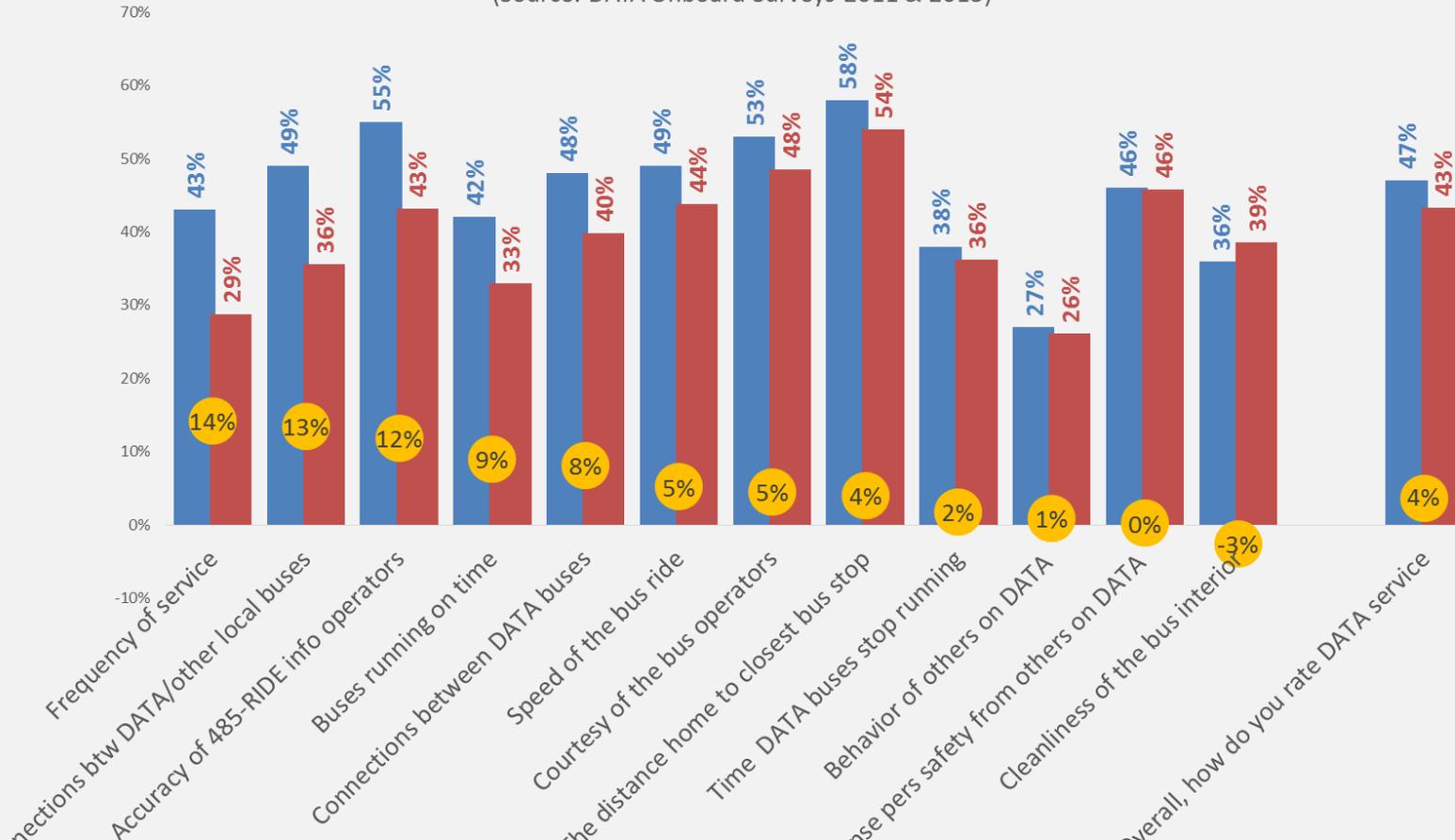


GoDurham Service Ratings

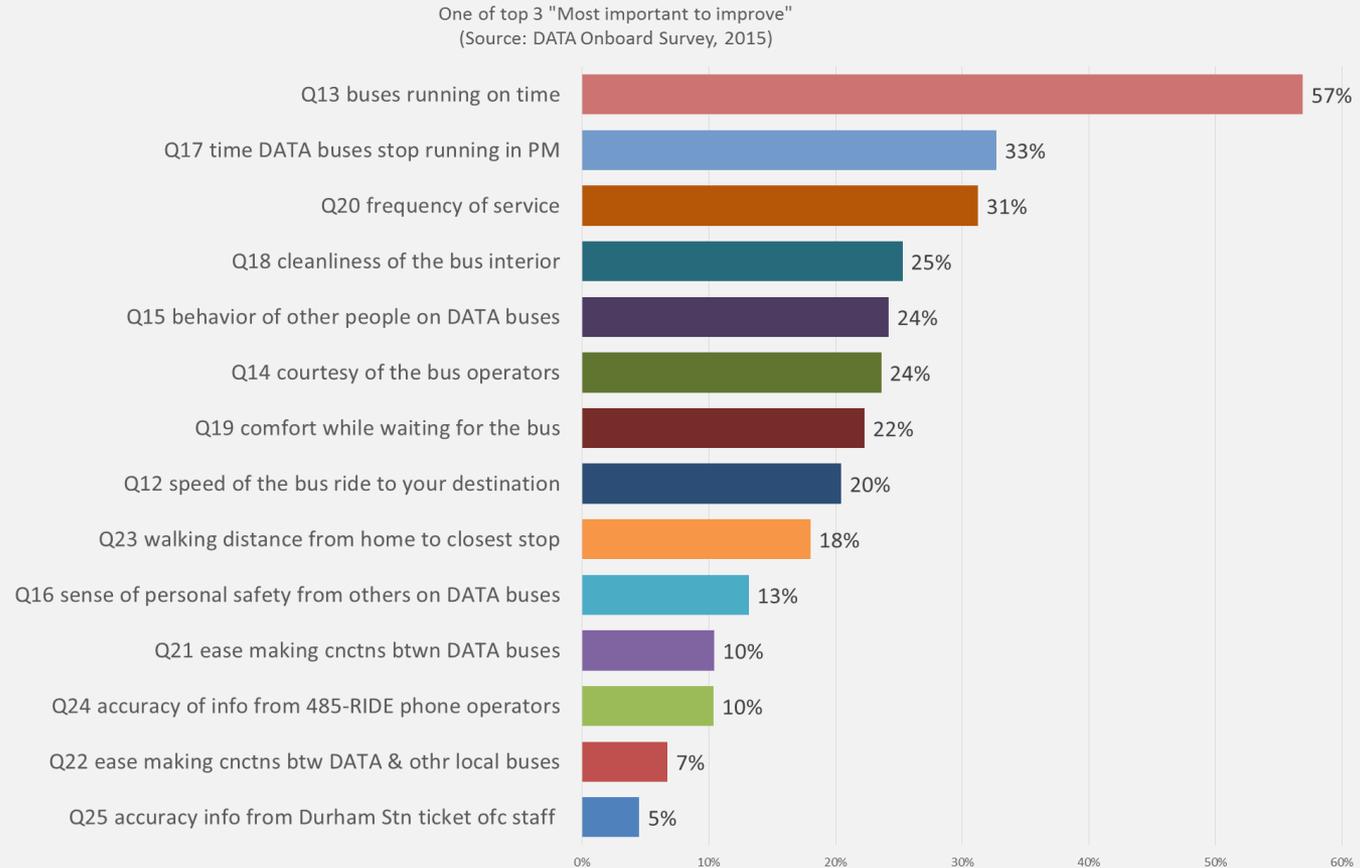
Top Scores for Each Component of GoDurham Service

Arrayed in descending order of change since 2011.

Change in service ratings as shown by change in top two scores (6 and 7 on 7 point scale)
(Source: DATA Onboard Surveys 2011 & 2015)



Percent Naming Each Aspect of Service as One of The Top Three to Improve



GoDurham Travel Characteristics

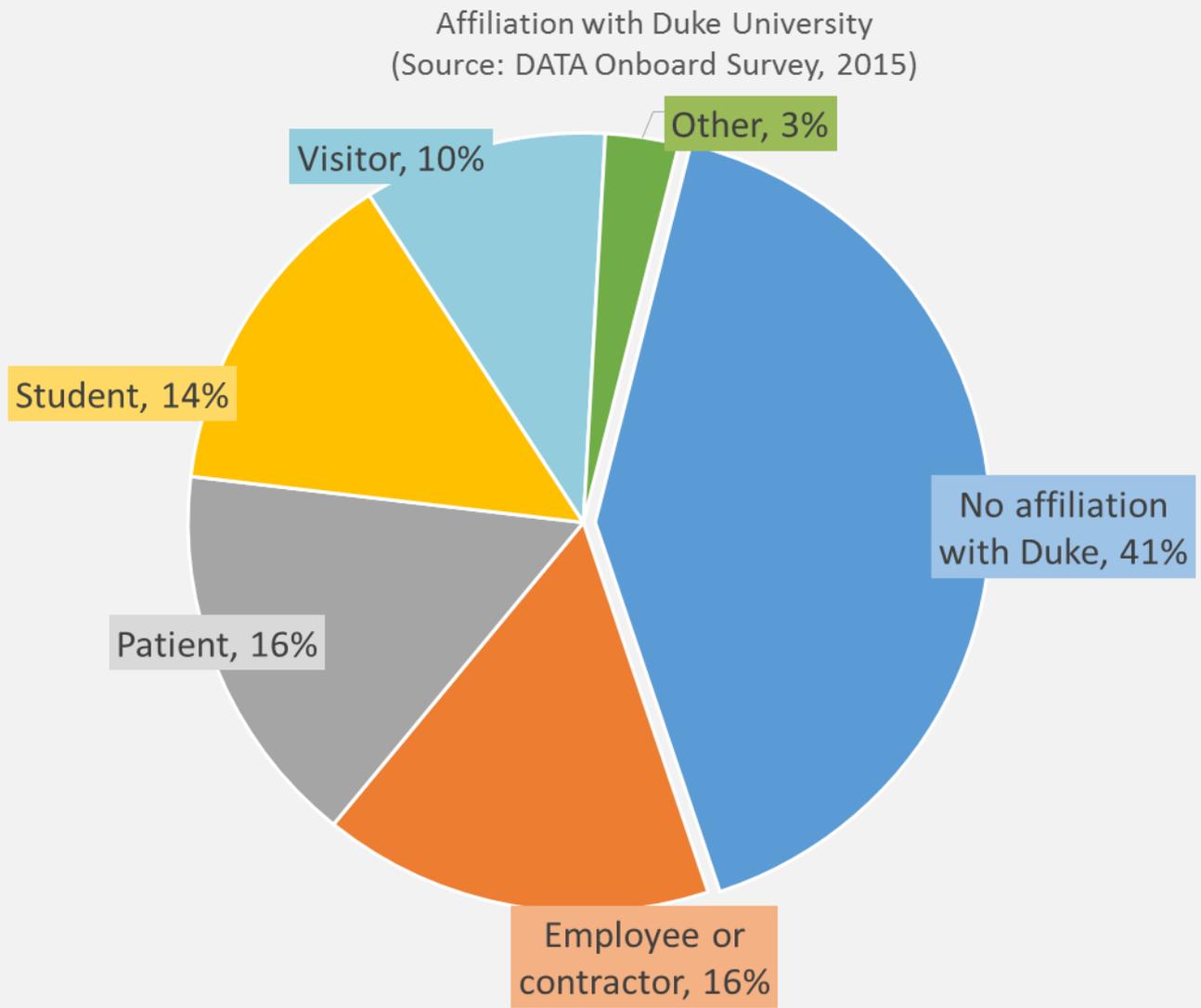
- More GoDurham riders travel seven days a week (56% in 2015 and 53% in 2011) than follow any other pattern.
- Like ridership of most transit systems, GoDurham's ridership has many riders who are relatively new to the system. In both 2011 and 2015, 23% of riders stated they had been using GoDurham for <1 year.

Fare Media and Communication

- GoPass usage is up from 3% in 2011 to 13% in 2015.
- 91% have a cell phone, 73% use the internet on it.
- Mobile communication also appears to be building the use of 485-RIDE. It was the choice of 22% in 2011 and 35% in 2015.

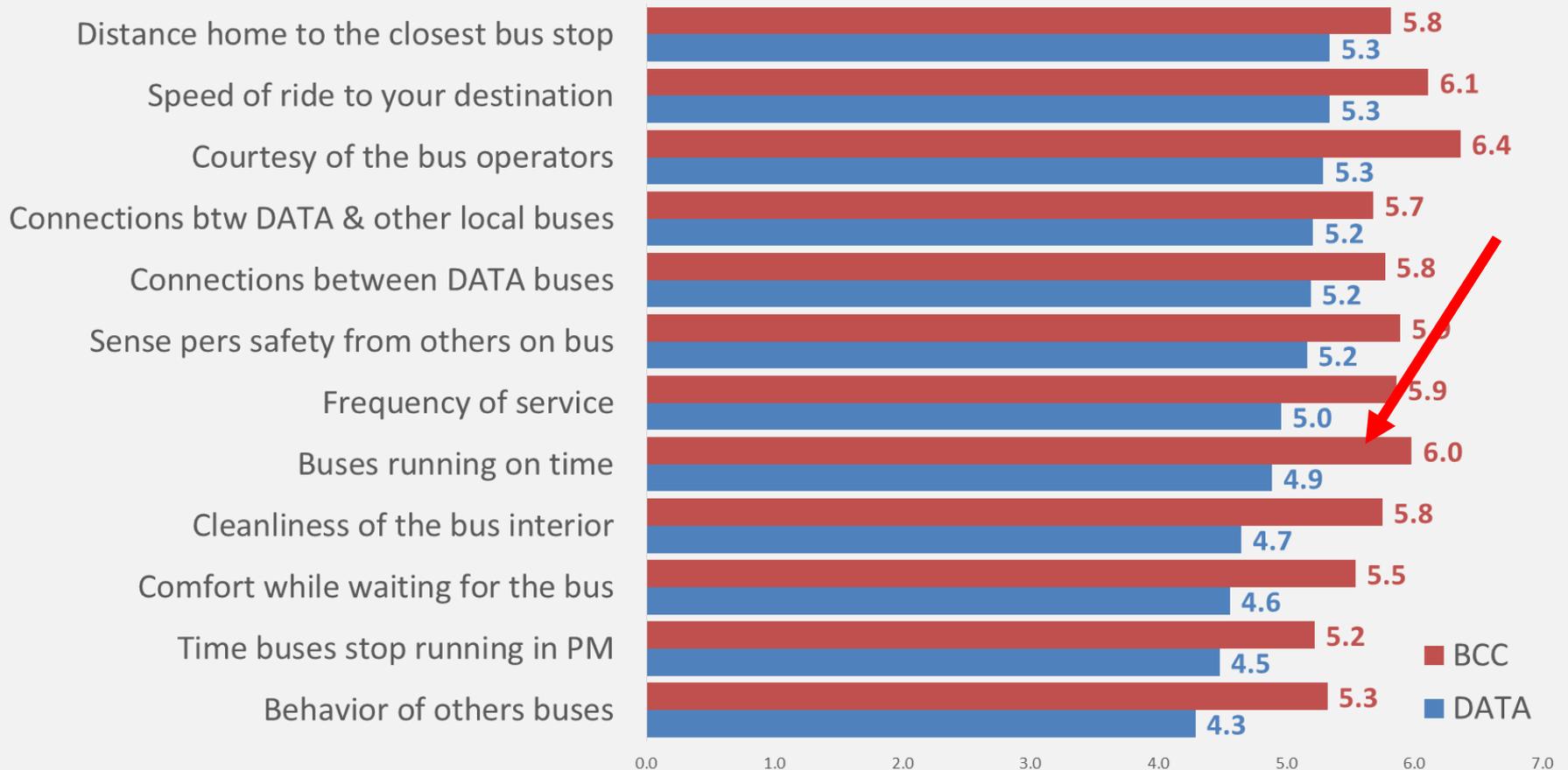


BCC Affiliation with Duke University

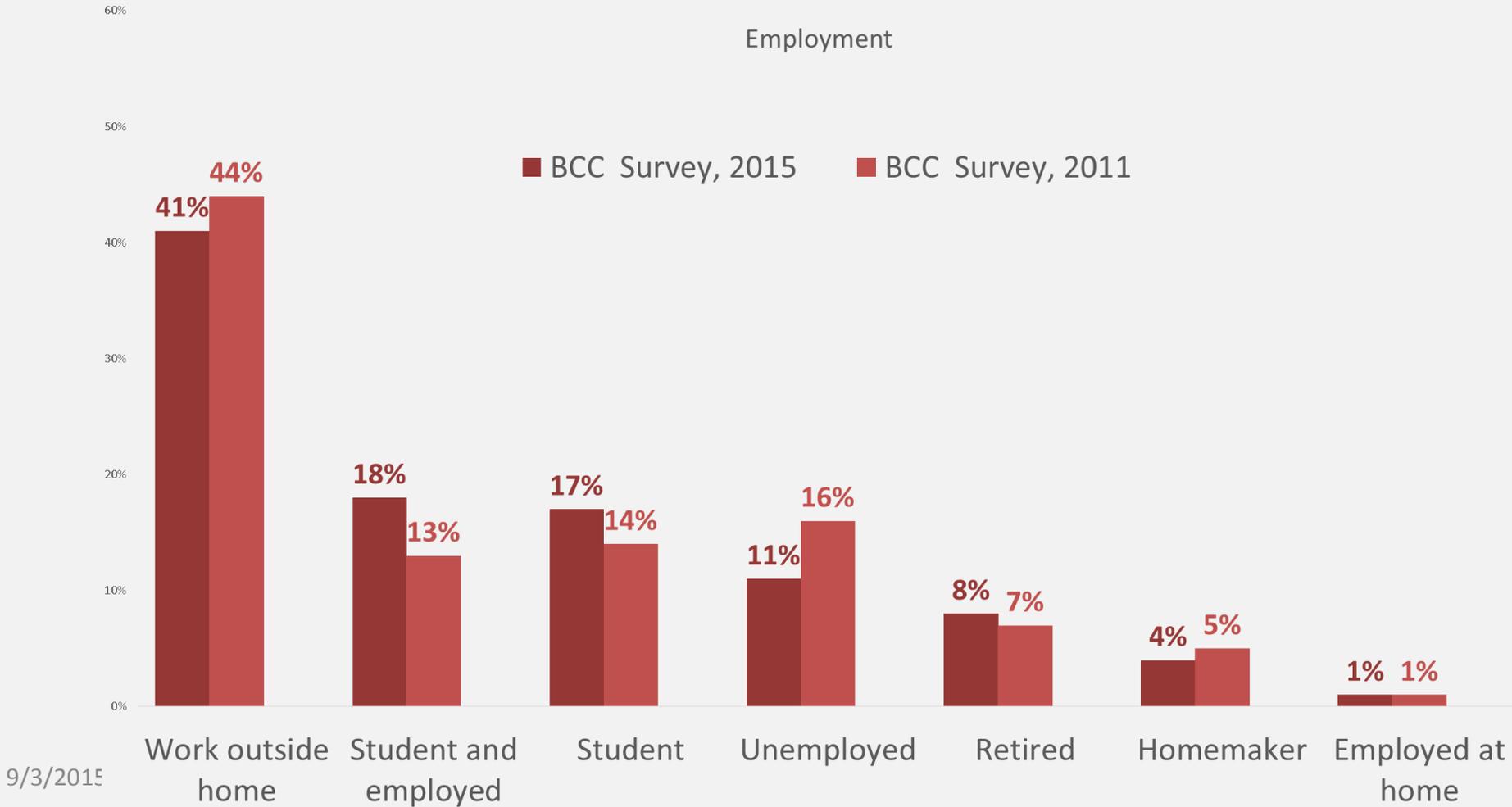


Service Ratings of GoDurham & BCC

Comparison of Ratings of DATA and BCC
(Mean scores)

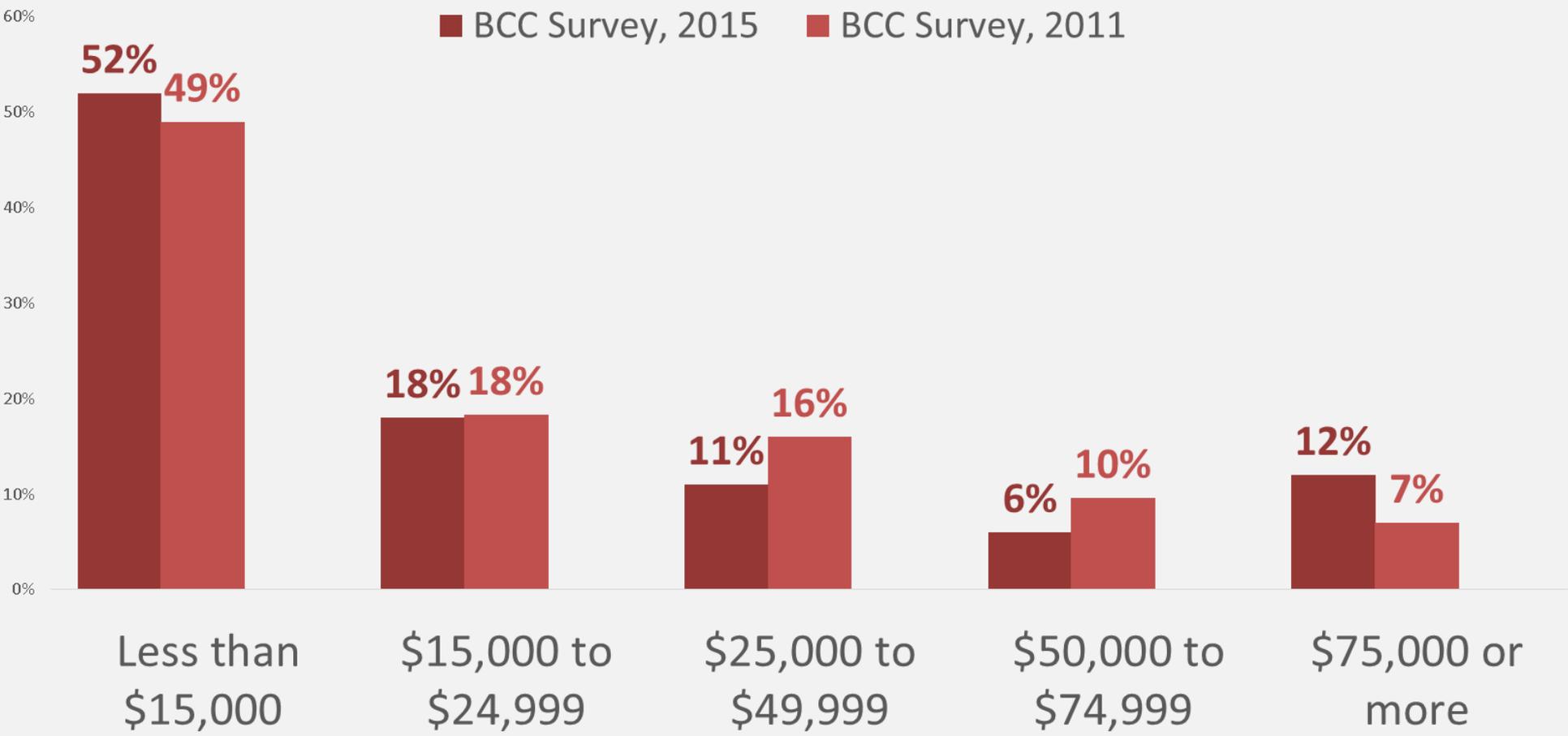


BCC and GoDurham Riders' Employment

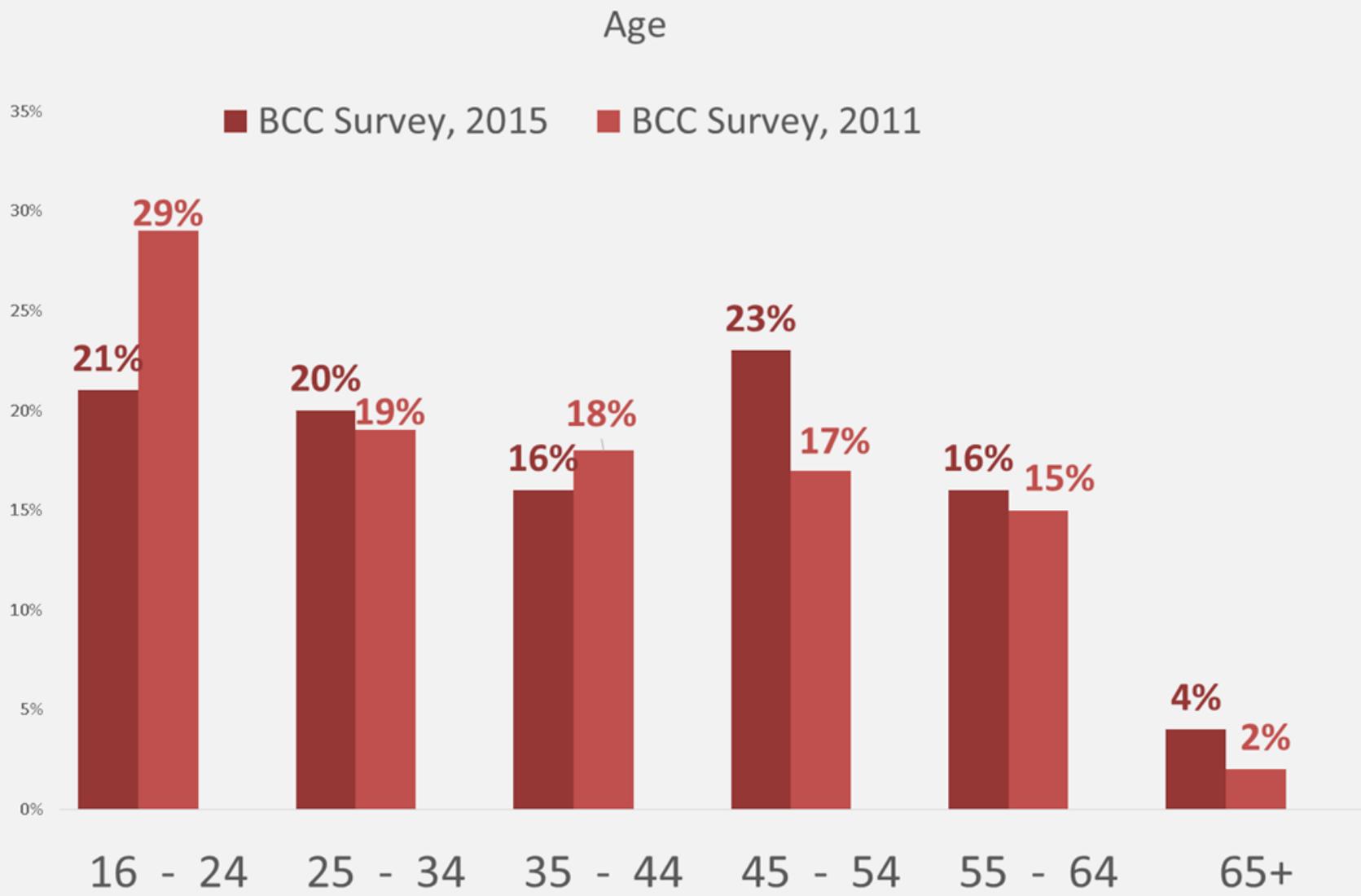


BCC and GoDurham Riders' Income

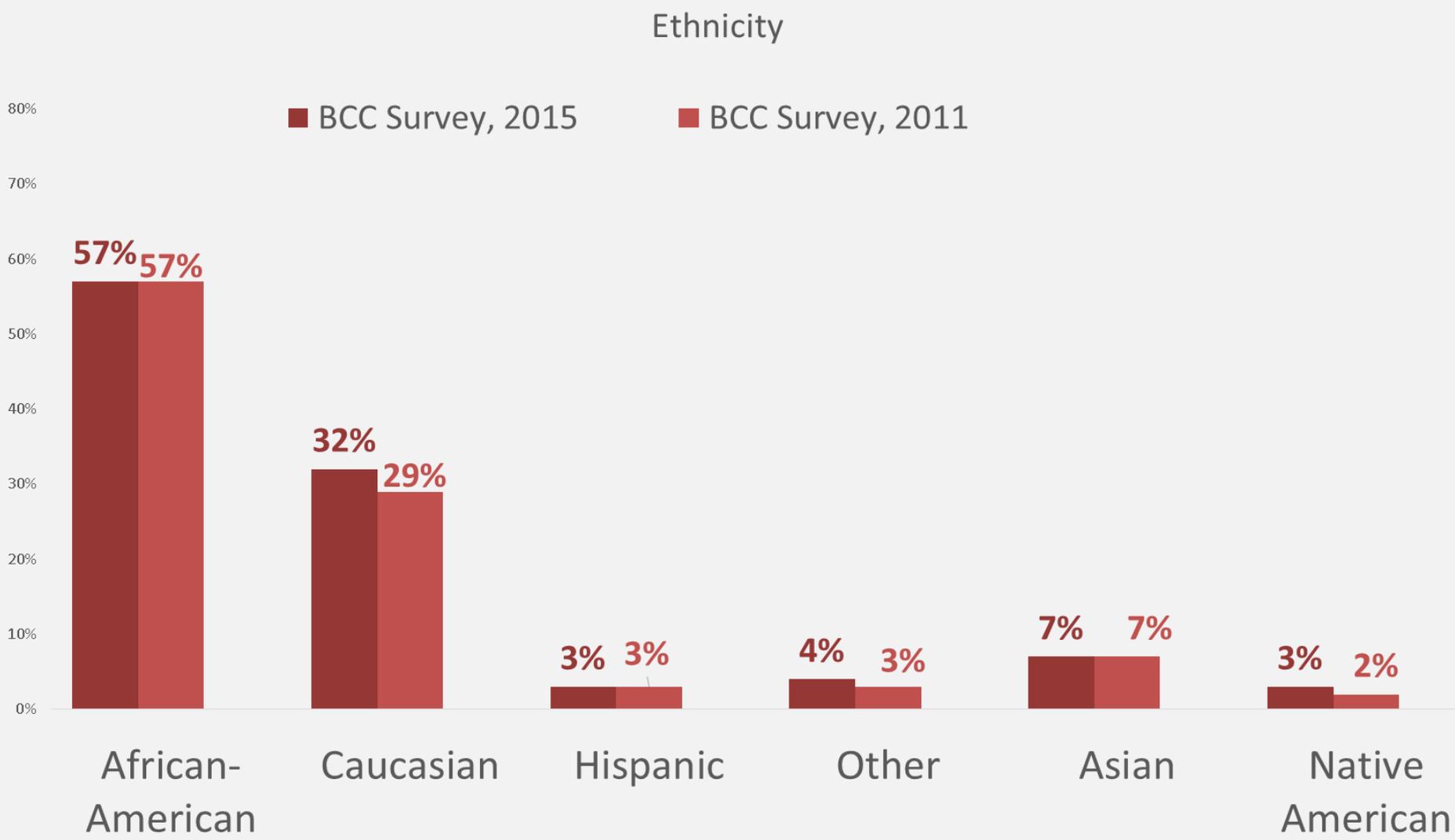
Household Income



BCC and GoDurham Riders' Age



BCC and GoDurham Riders' Ethnicity



BCC Travel Characteristics

- 38% use BCC every day it is offered (56% for all GoDurham routes).
- 41% have been riding BCC for less than one year (23% for all GoDurham routes).

Bull City Connector Fare Media and Communication

- 56% have internet access on cell phones (73% for all GoDurham routes).
- 29% of customers utilized 485-RIDE in 2015, up from 12% in 2011.
- TransLōc (app providing real time bus schedule information) is used by 24% of BCC customers compared to 17% of GoDurham customers for 2015 (not available during the 2011 survey).

Questions?

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