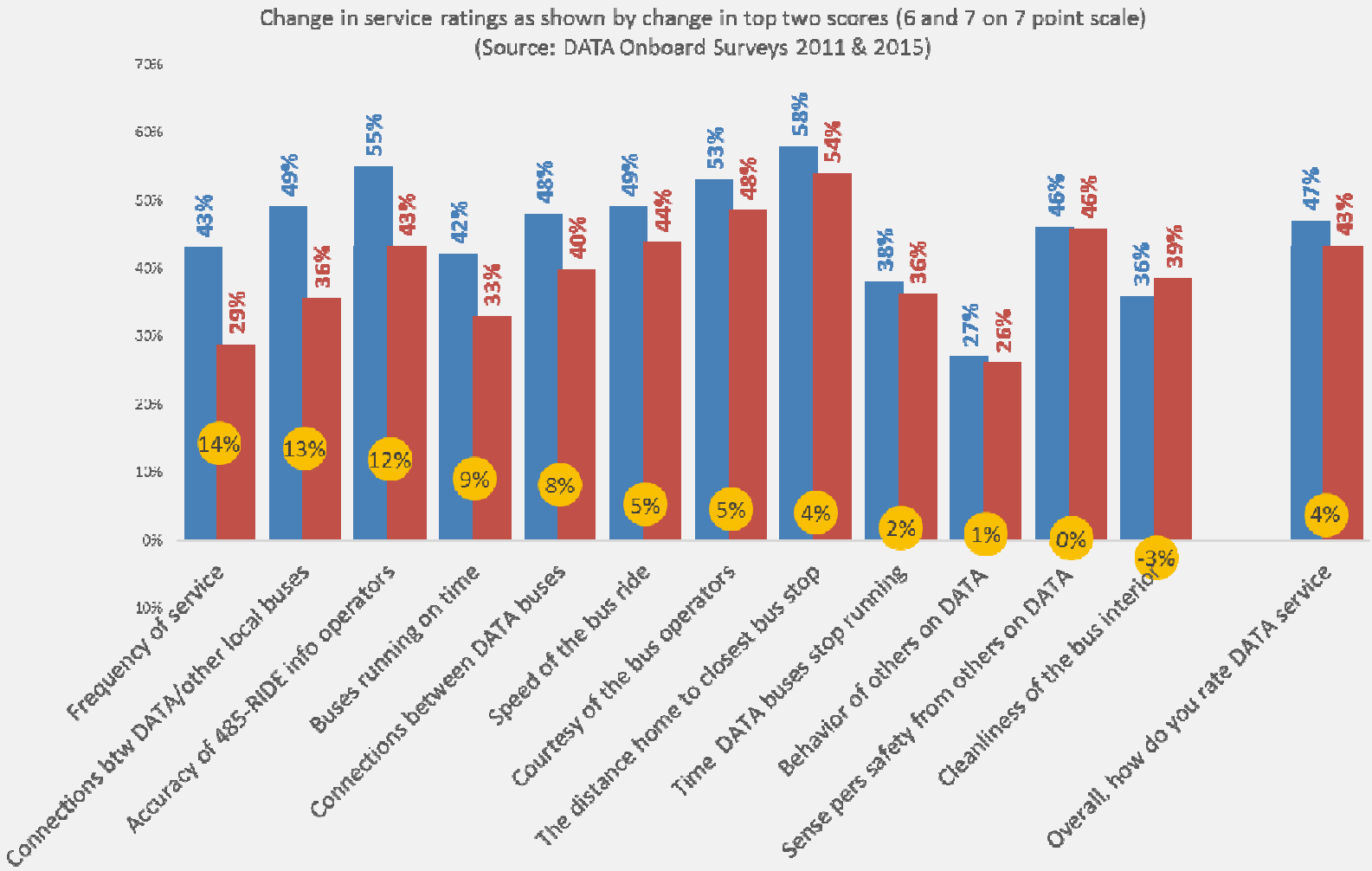
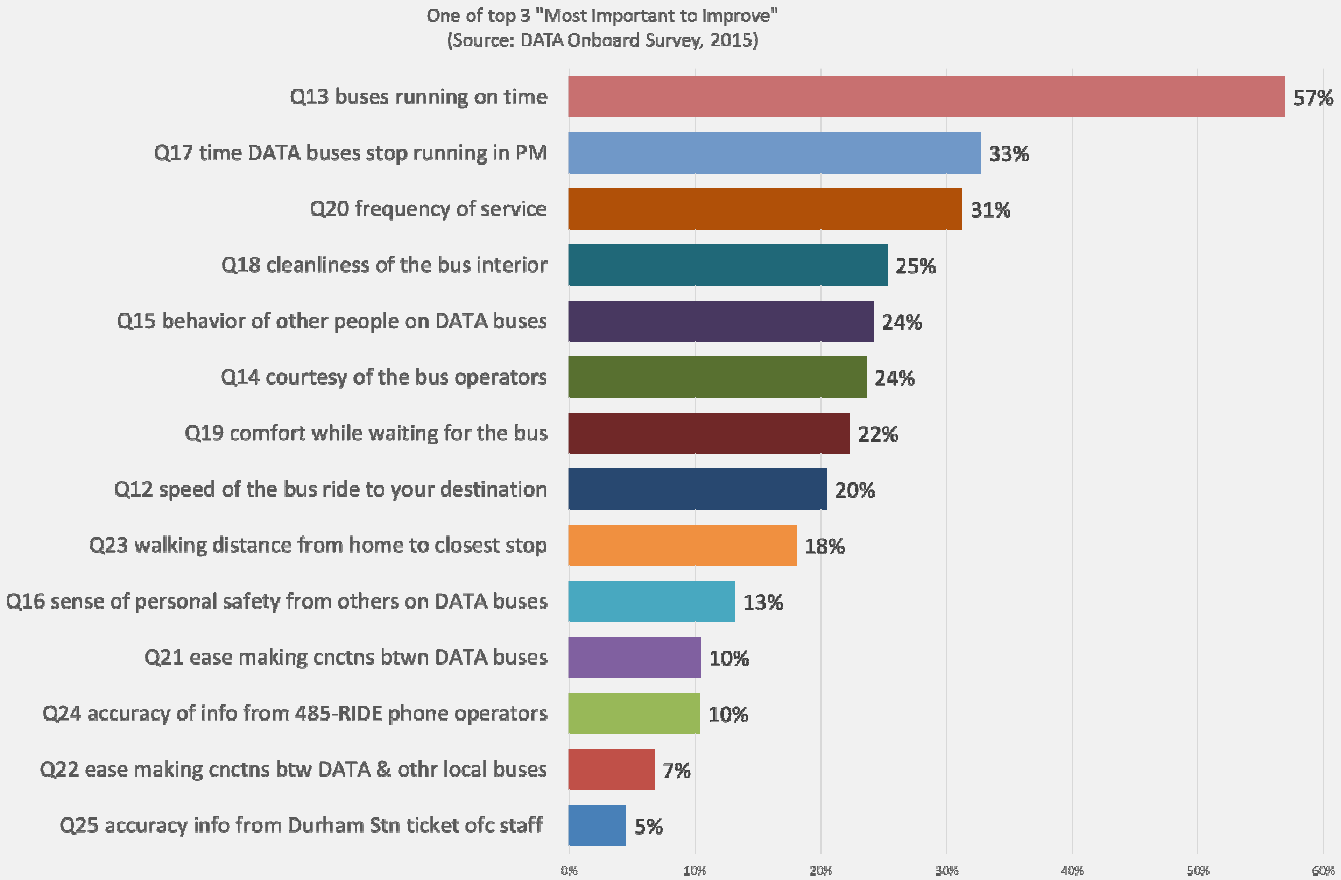
GO
Durham

CJI
Research
CORPORATION

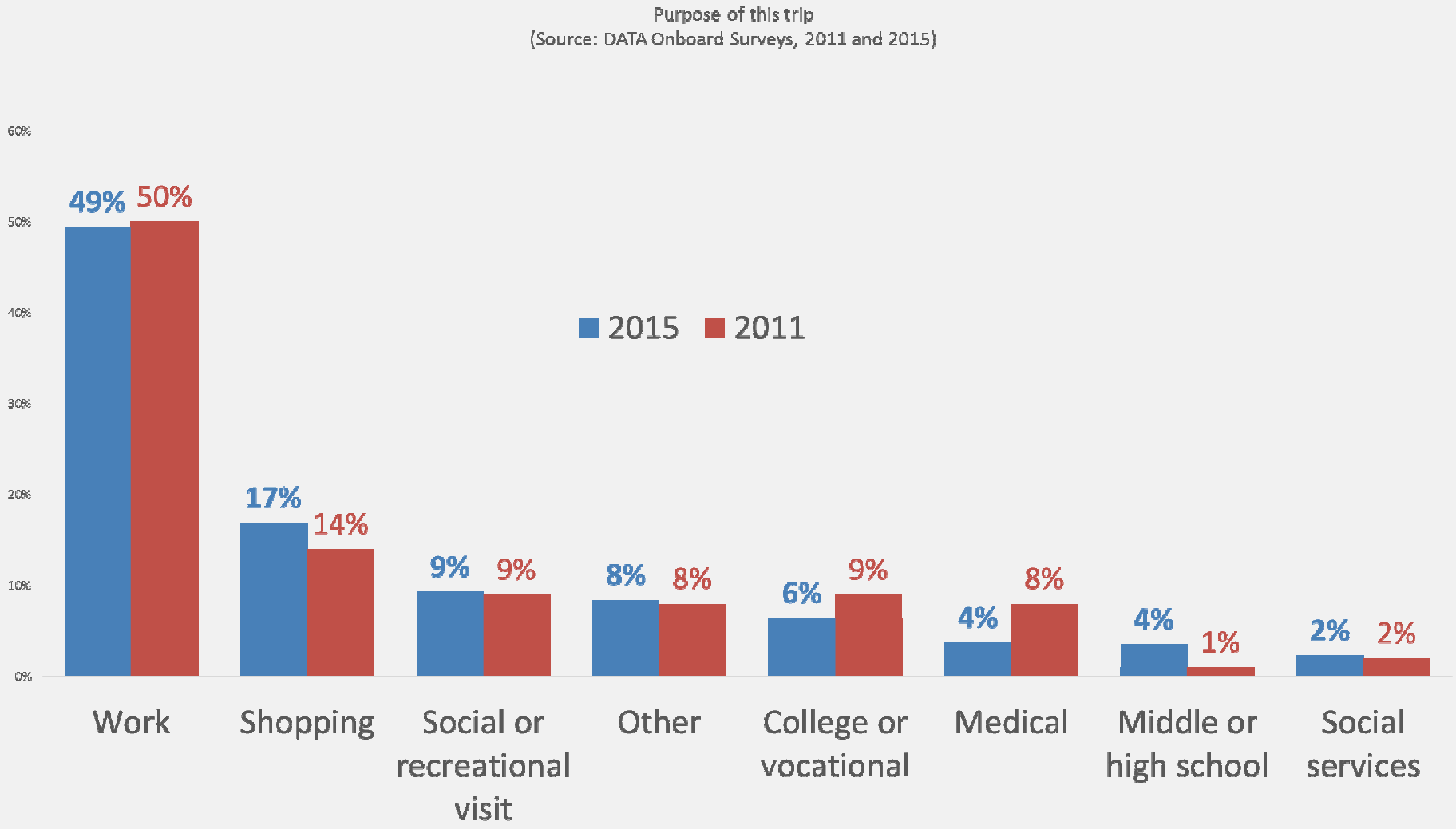
Top Scores for Each Component of GoDurham Service



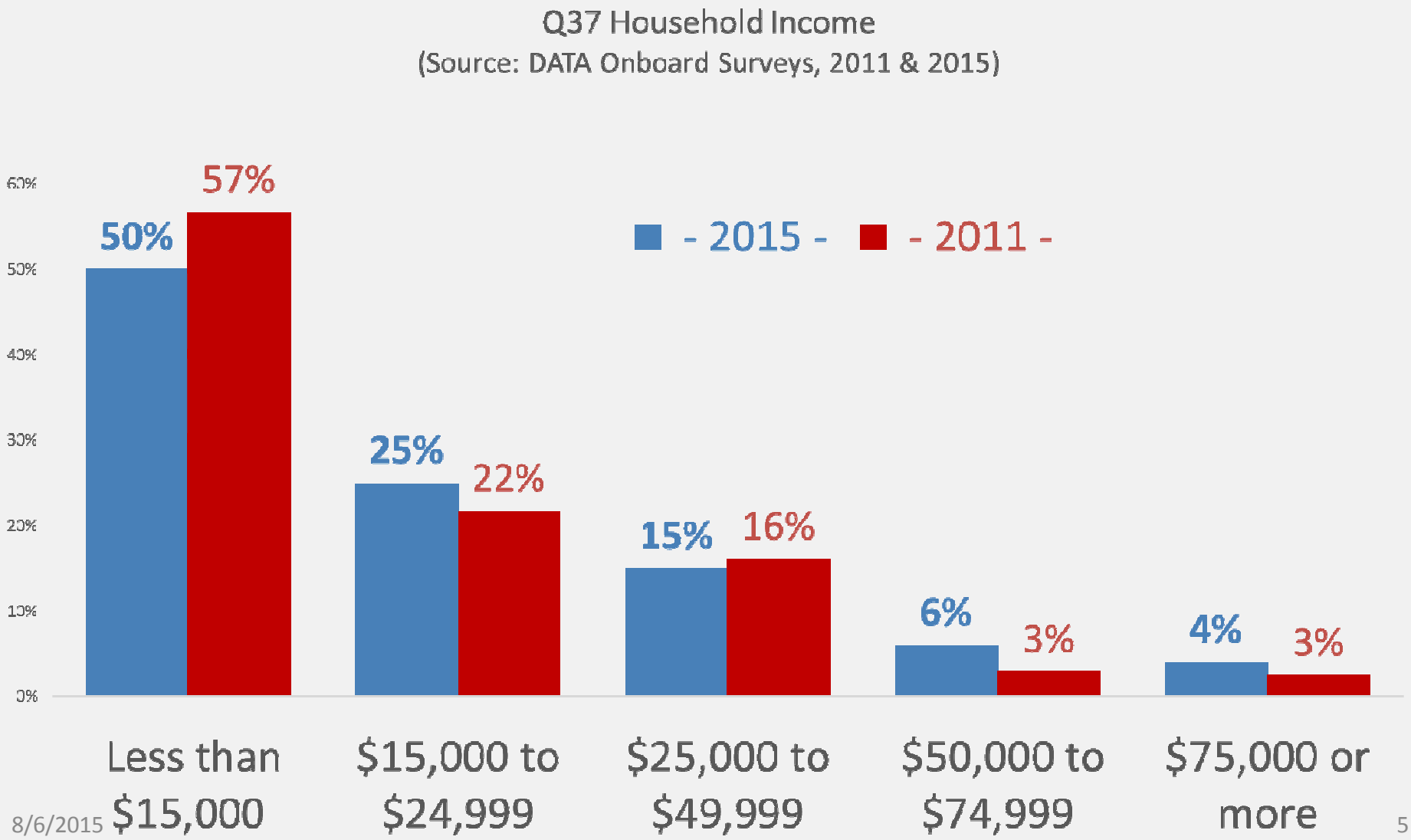
Percent Naming Each Aspect of Service as One of The Top Three to Improve



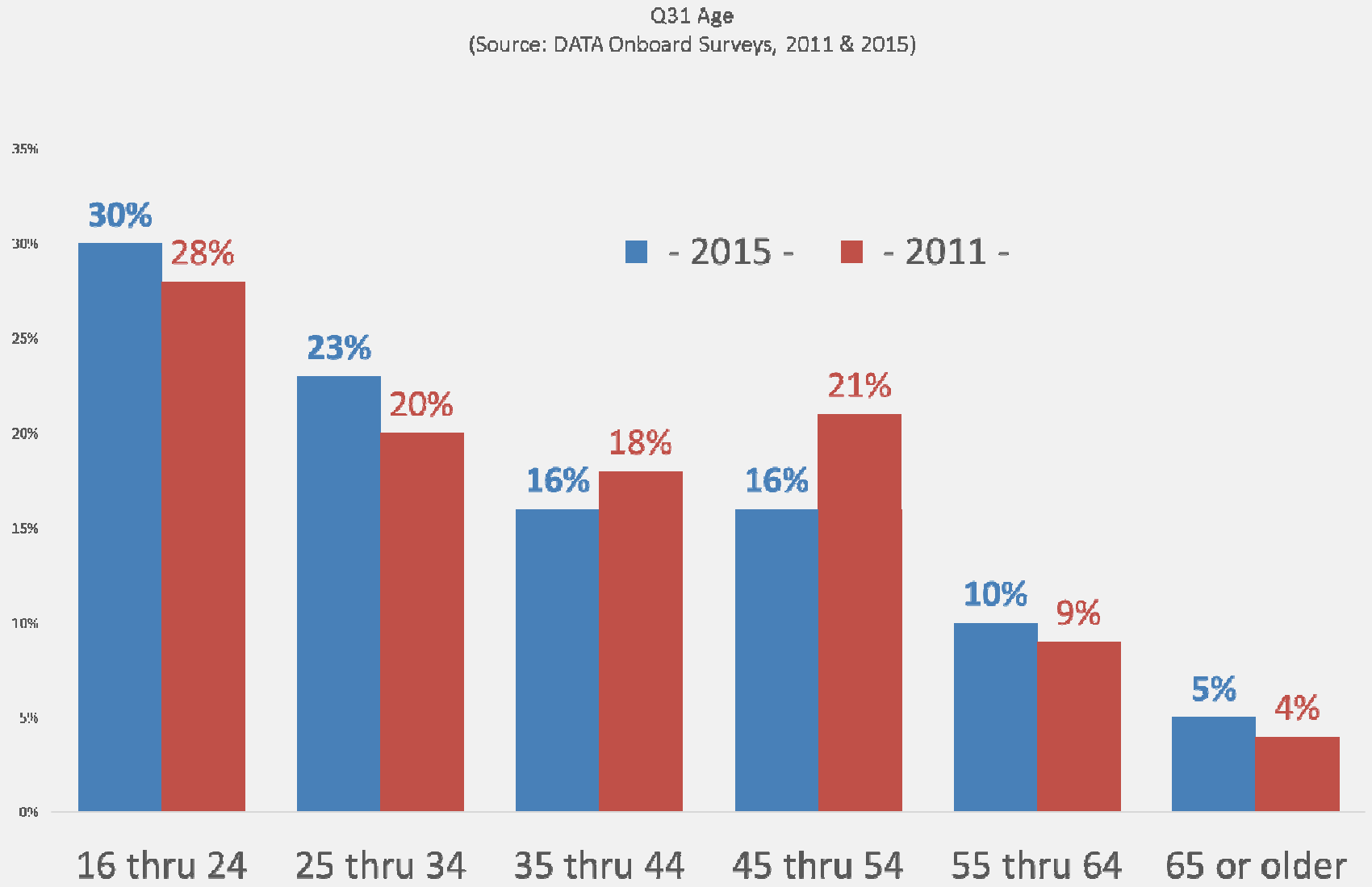
Purpose of This Trip



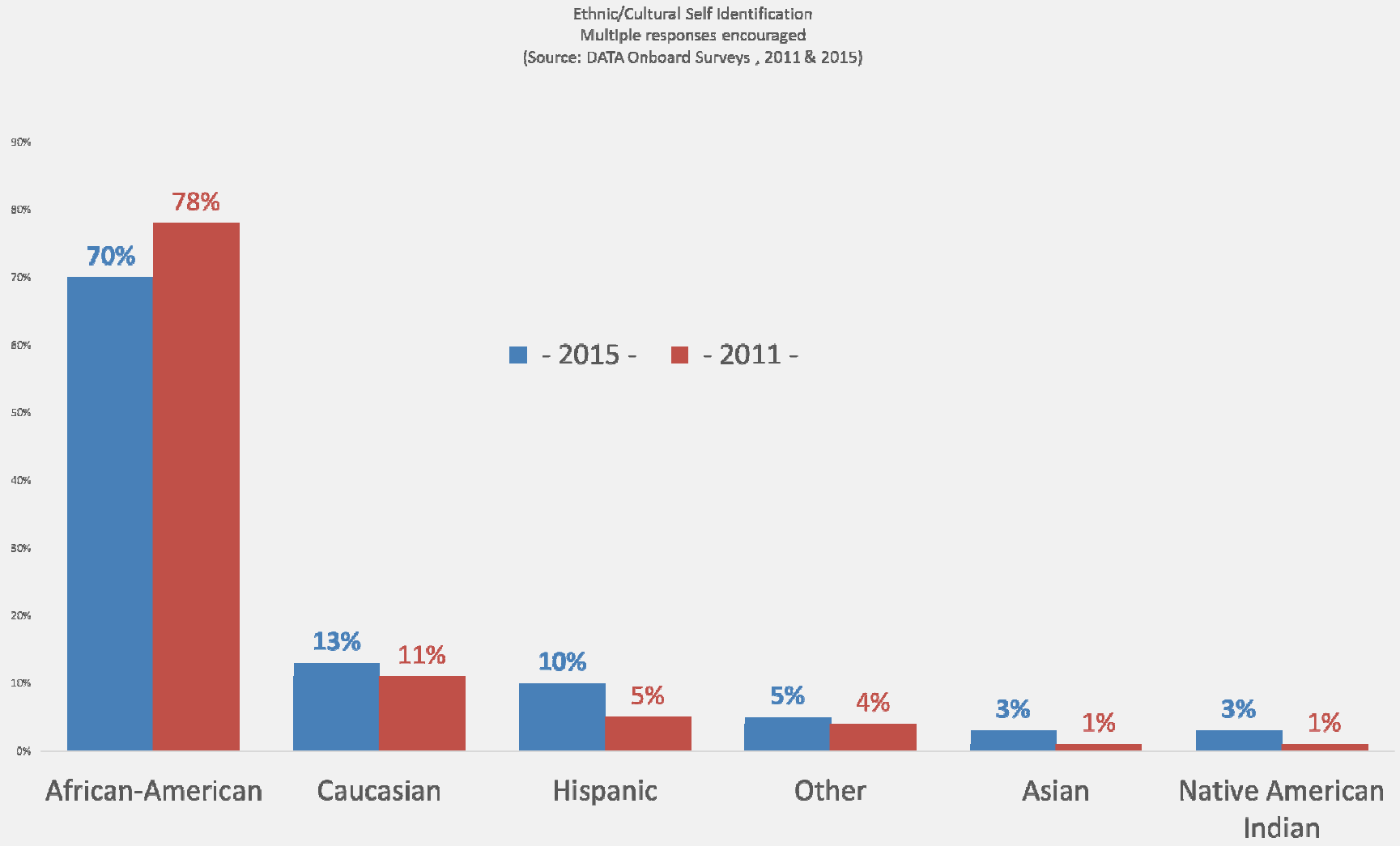
Income


Q37 Household Income
(Source: DATA Onboard Surveys, 2011 & 2015)
60%
50%
40%
30%
20%
10%
0%
- 2015 -
- 2011 -
50%
57%
25%
22%
15%
16%
6%
3%
4%
3%
Less than $15,000
$15,000 to $24,999
$25,000 to $49,999
$50,000 to $74,999
$75,000 or more

Age


Q31 Age
(Source: DATA Onboard Surveys, 2011 & 2015)
35%
30%
25%
20%
15%
10%
5%
0%
- 2015 -
- 2011 -
30%
28%
23%
20%
16%
18%
16%
21%
10%
9%
5%
4%
16 thru 24
25 thru 34
35 thru 44
45 thru 54
55 thru 64
65 or older

Ethnicity


Ethnic/Cultural Self Identification
Multiple responses encouraged
(Source: DATA Onboard Surveys , 2011 & 2015)
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
- 2015 -
- 2011 -
70%
78%
13%
11%
10%
5%
5%
4%
3%
1%
3%
1%
African-American
Caucasian
Hispanic
Other
Asian
Native American Indian

GoDurham Travel Characteristics

- More GoDurham riders travel seven days a week (56% in 2015 and 53% in 2011) than follow any other pattern.

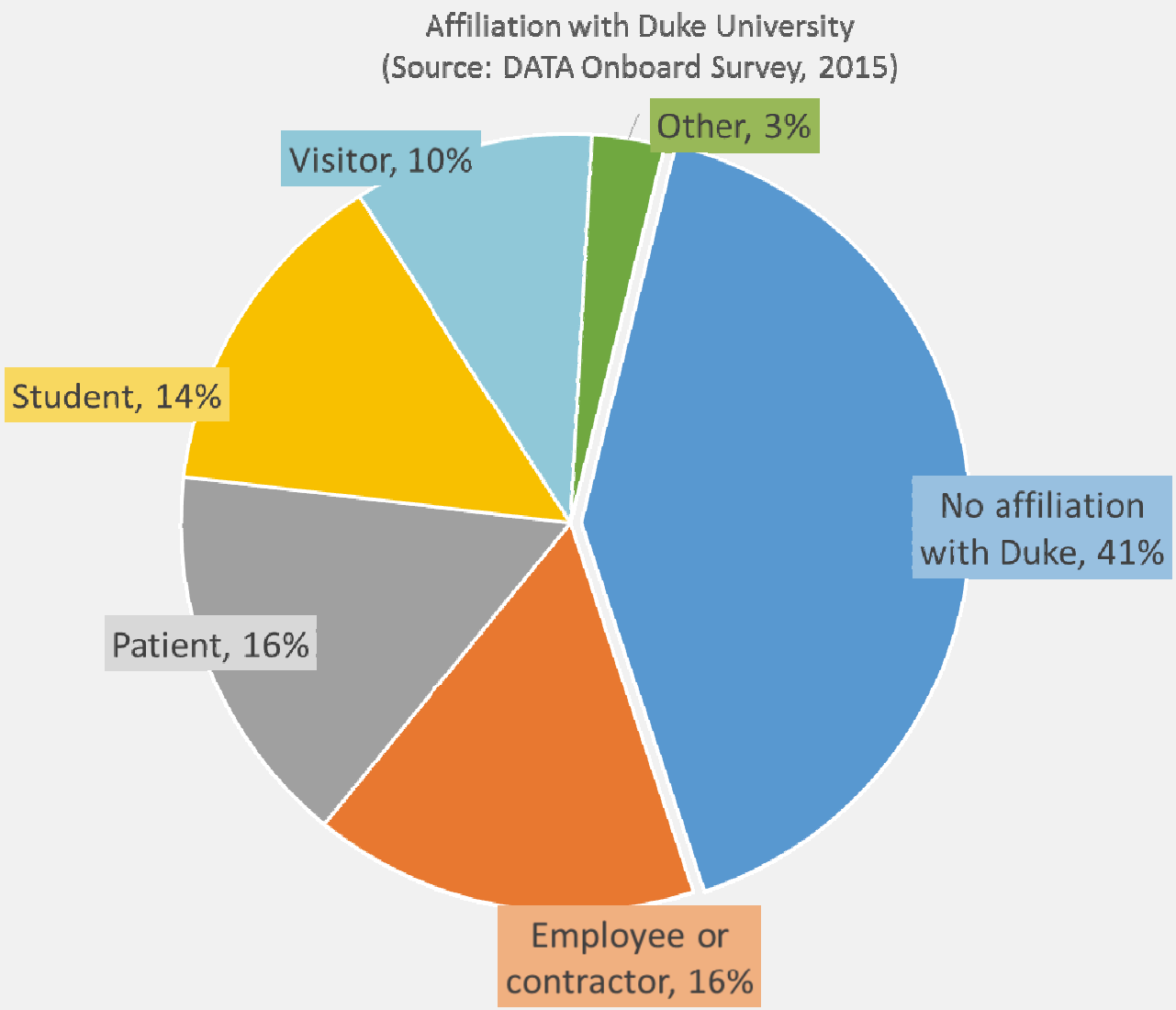
- Like ridership of most transit systems, GoDurham's ridership has many riders who are relatively new to the system. In both 2011 and 2015, 23% of riders stated they had been using GoDurham for <1 year.

Fare Media and Communication

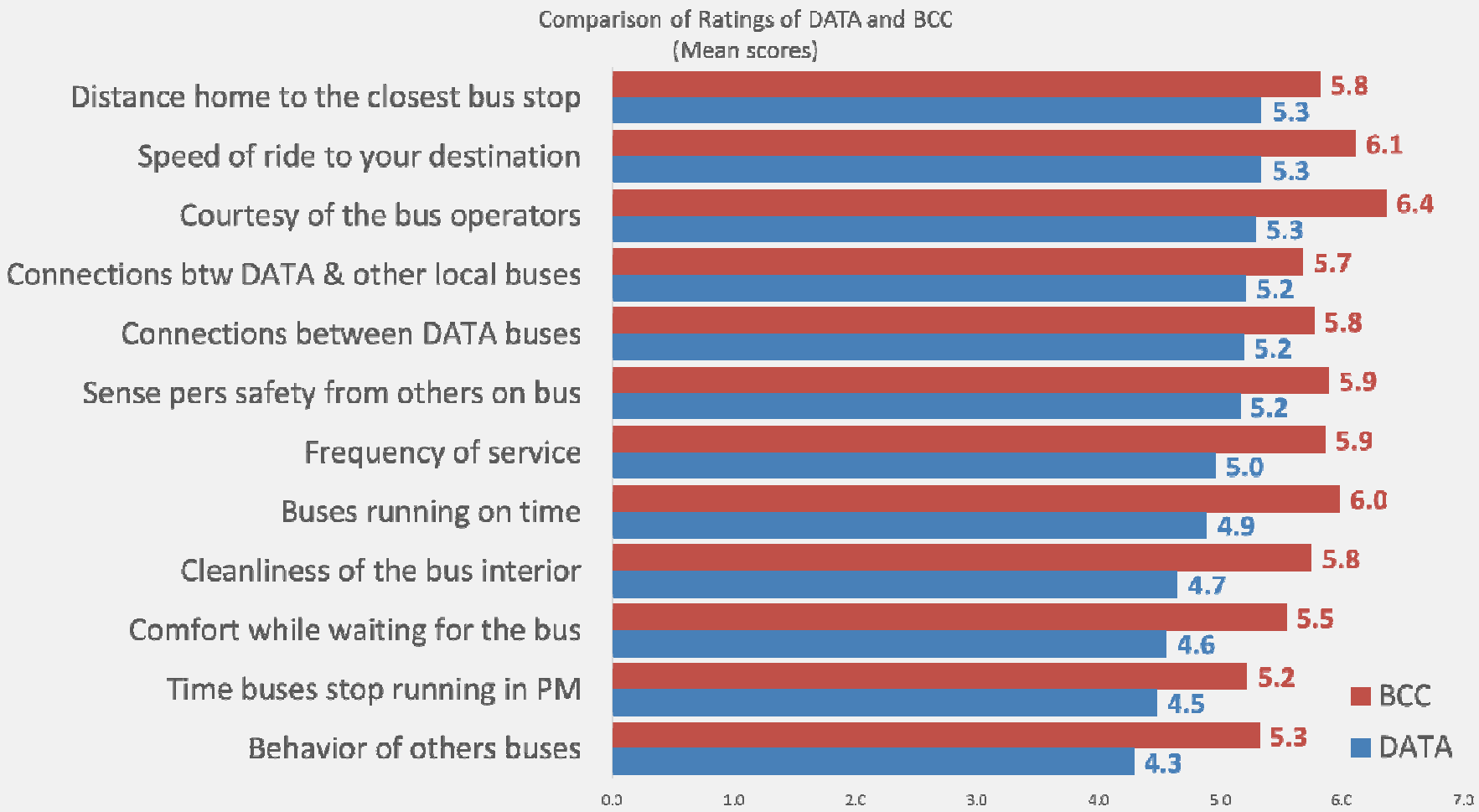
- GoPass usage is up from 3% in 2011 to 13% in 2015.
- 91% have a cell phone, 73% use the internet on it.
- Mobile communication also appears to be building the use of 485-RIDE. It was the choice of 22% in 2011 and 35% in 2015.

BULL CITY CONNECTOR

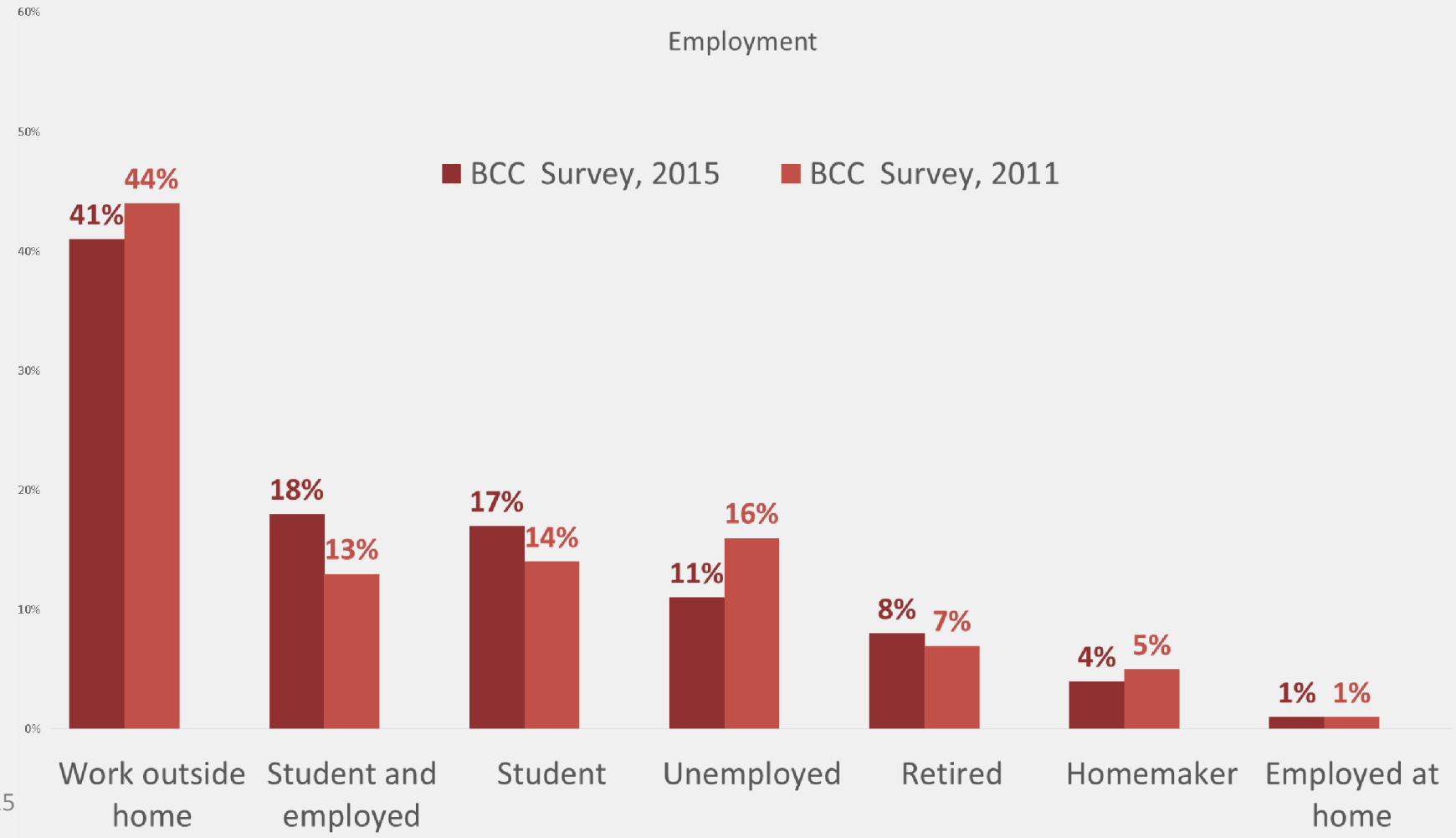
BCC Affiliation with Duke University



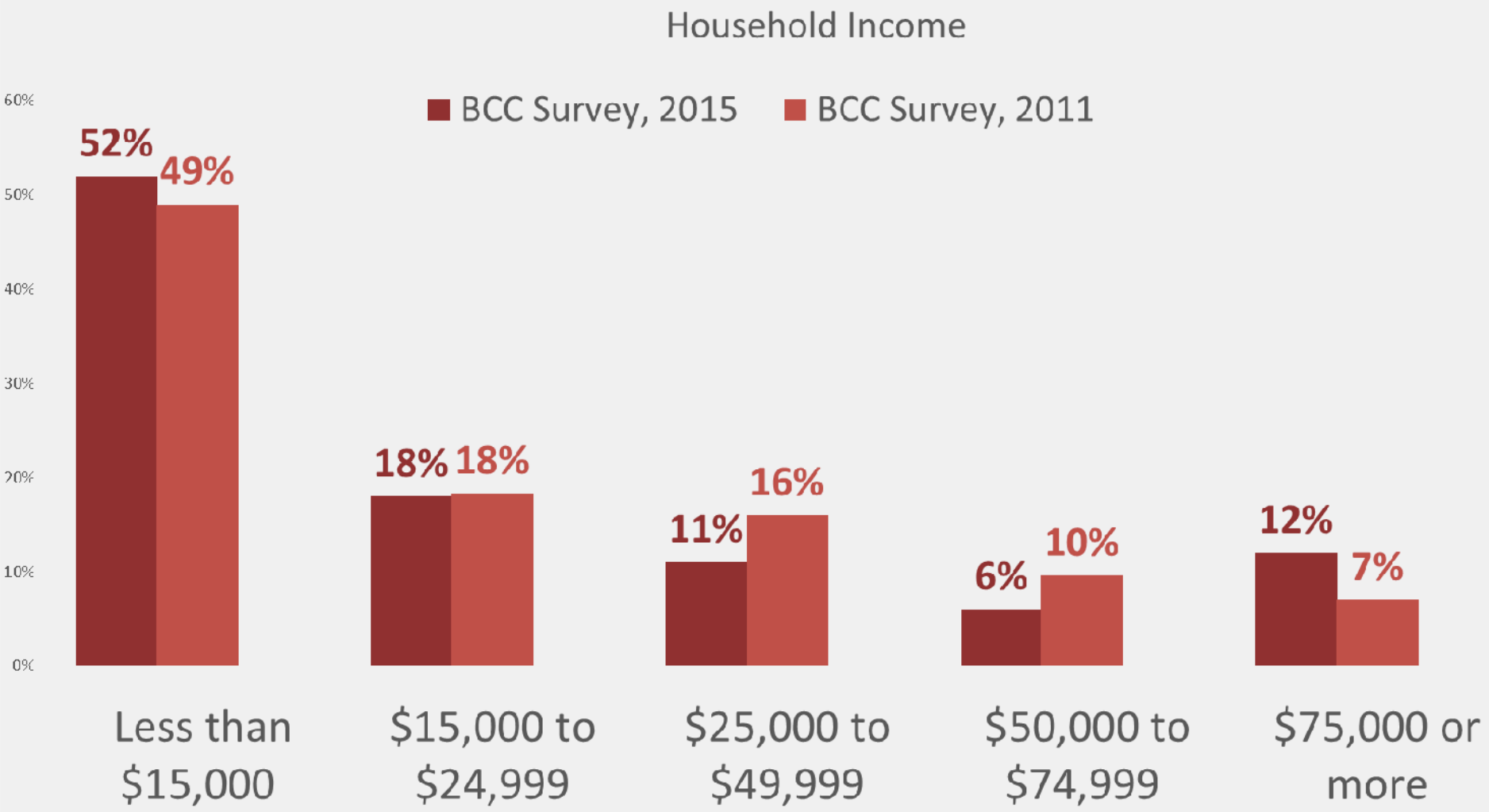
Service Ratings of GoDurham & BCC



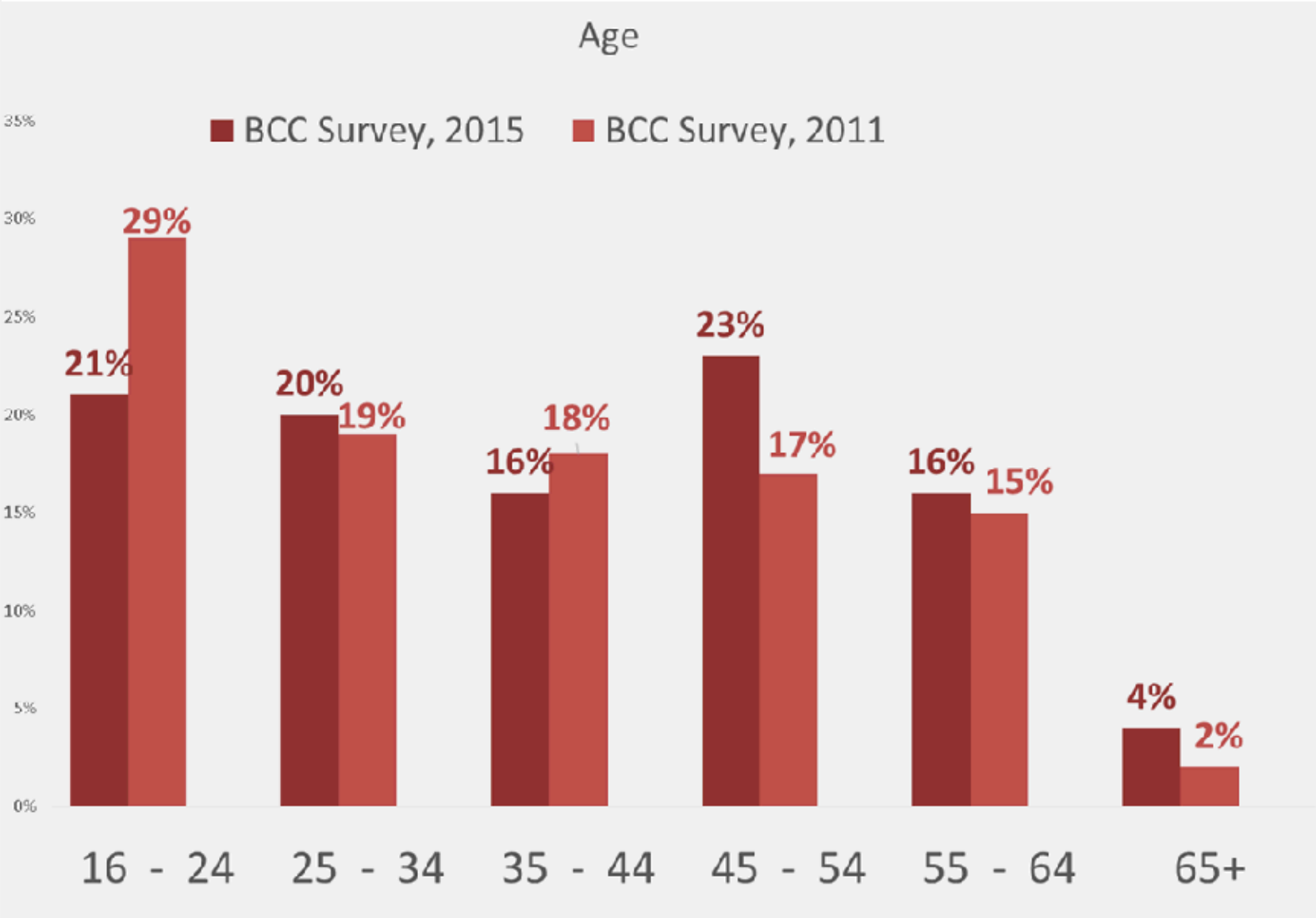
BCC and GoDurham Riders' Employment



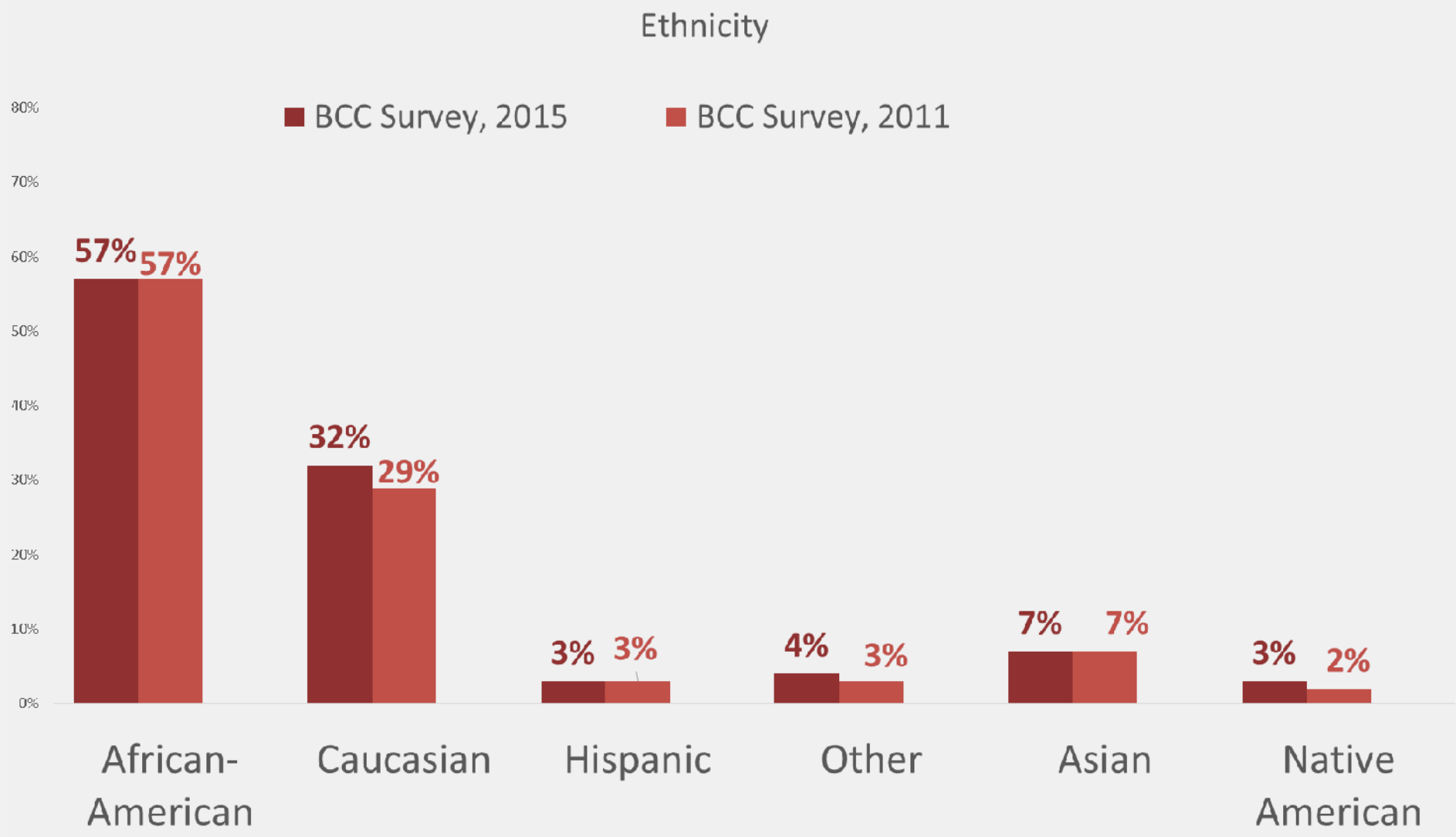
BCC and GoDurham Riders' Income



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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