



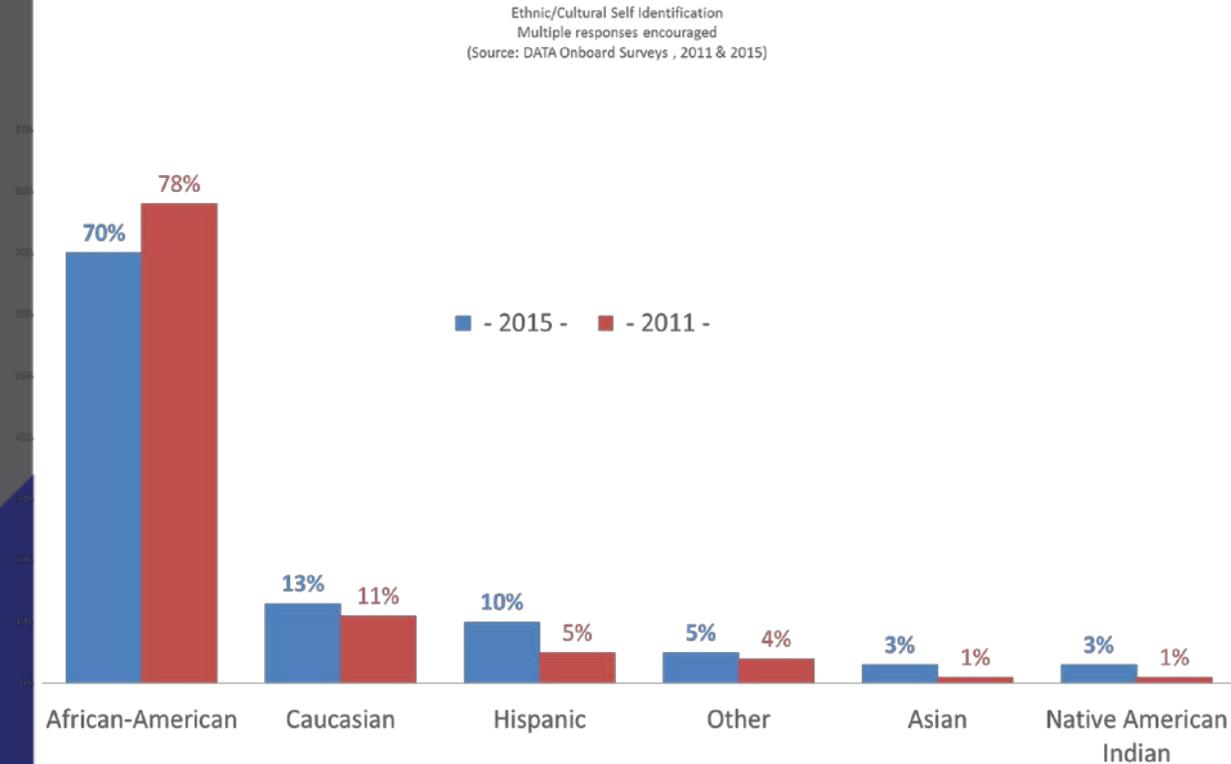
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**FY2015 Annual  
Performance  
Report**



GoDurham is a vital link for many in the community

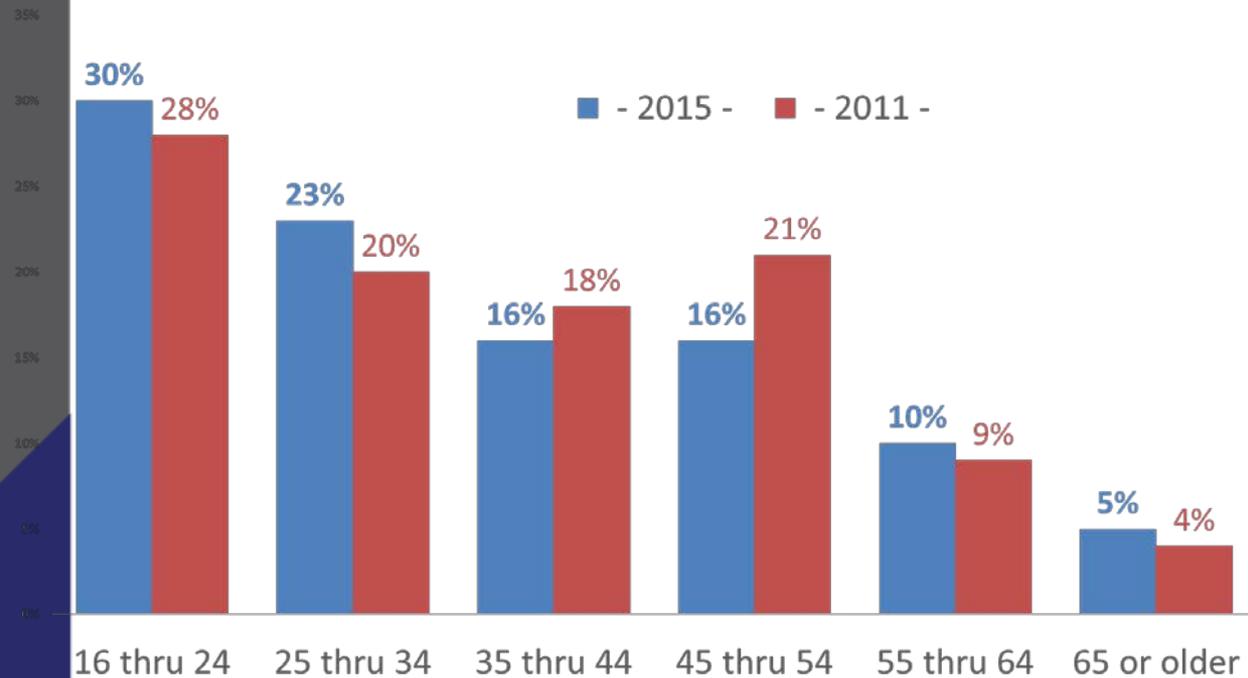
## Who are our customers?



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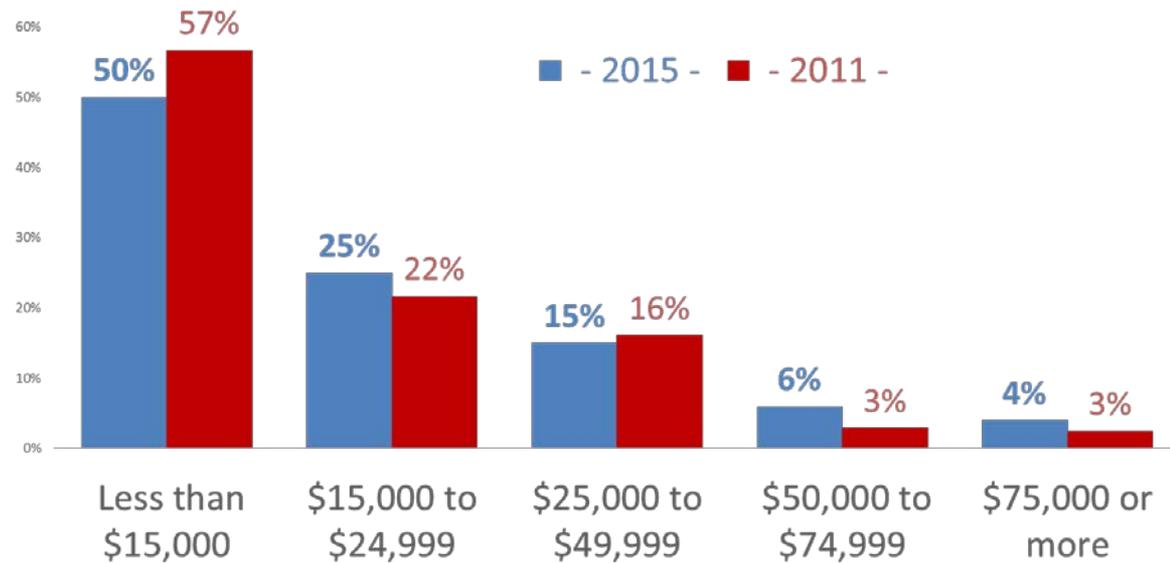
Q31 Age  
(Source: DATA Onboard Surveys, 2011 & 2015)



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## Who are our customers?

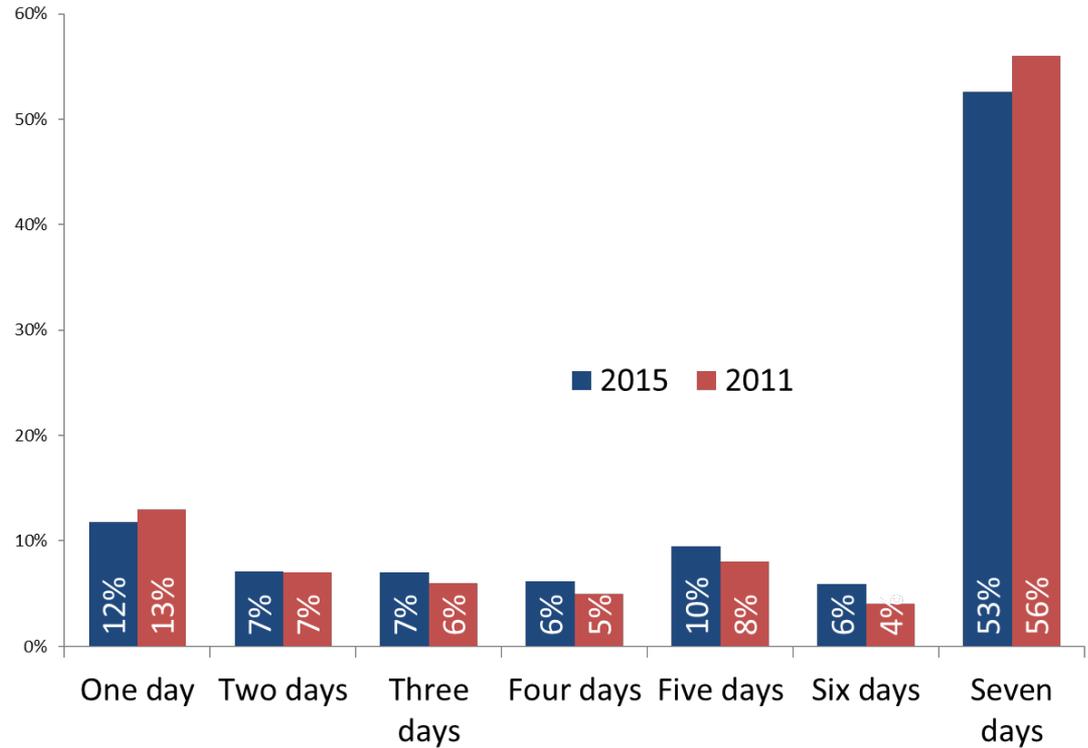
Q37 Household Income  
(Source: DATA Onboard Surveys, 2011 & 2015)



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## How often do our customers ride?

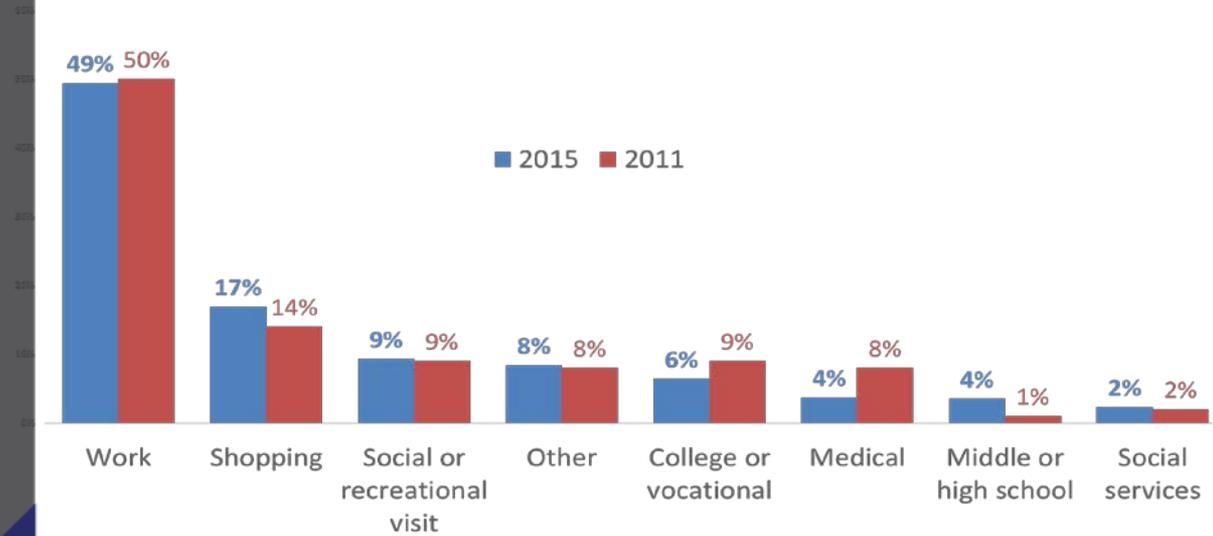
(Source: DATA Onboard Surveys, 2011 & 2015)



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## Where do our customers go?

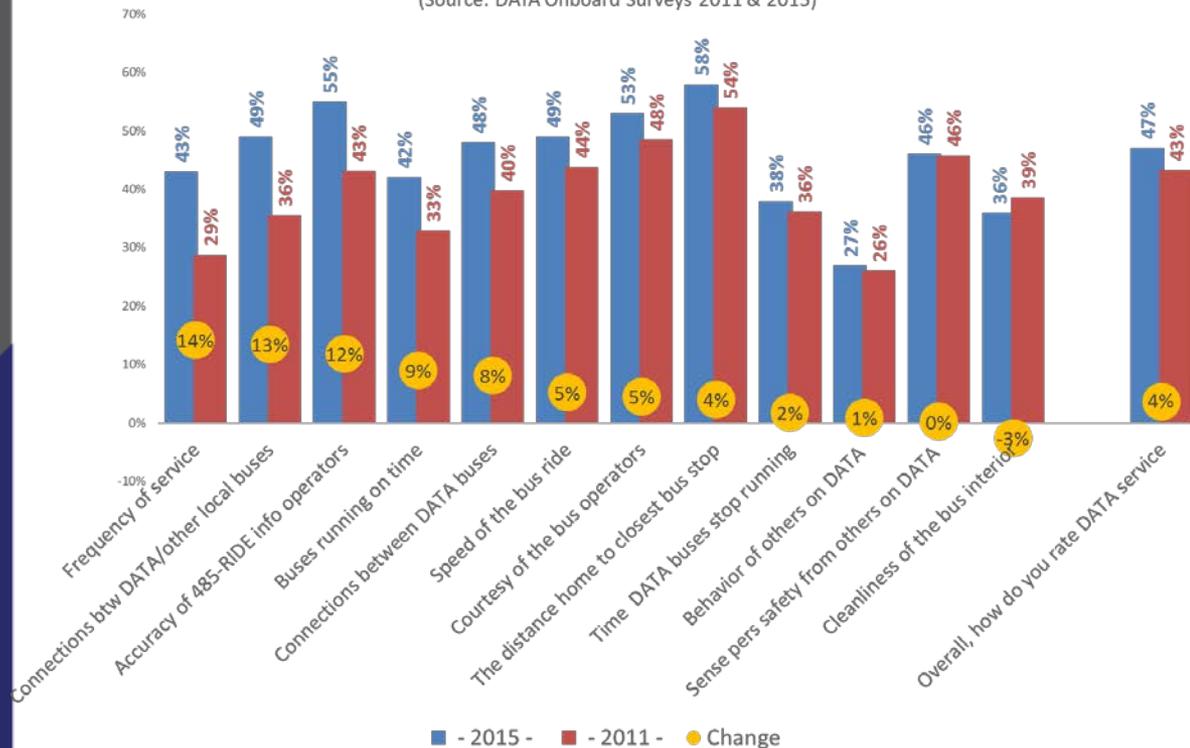
Purpose of this trip  
(Source: DATA Onboard Surveys, 2011 and 2015)



We have improved customer satisfaction scores

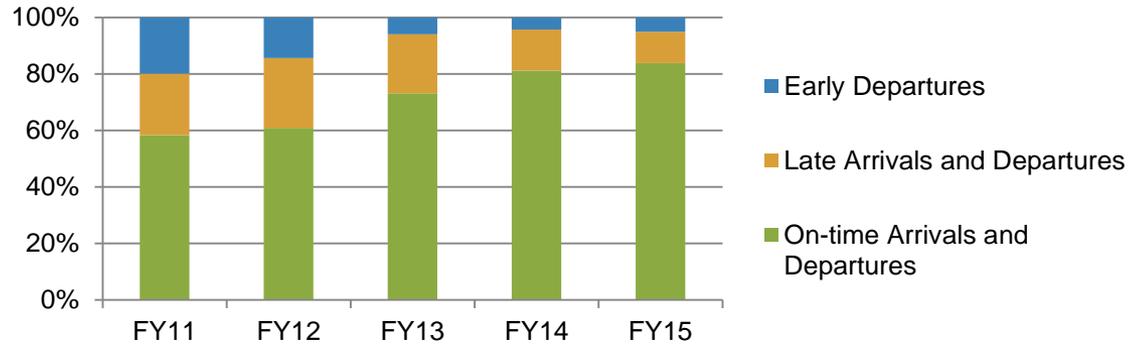


Change in service ratings as shown by change in top two scores (6 and 7 on 7 point scale)  
 (Source: DATA Onboard Surveys 2011 & 2015)

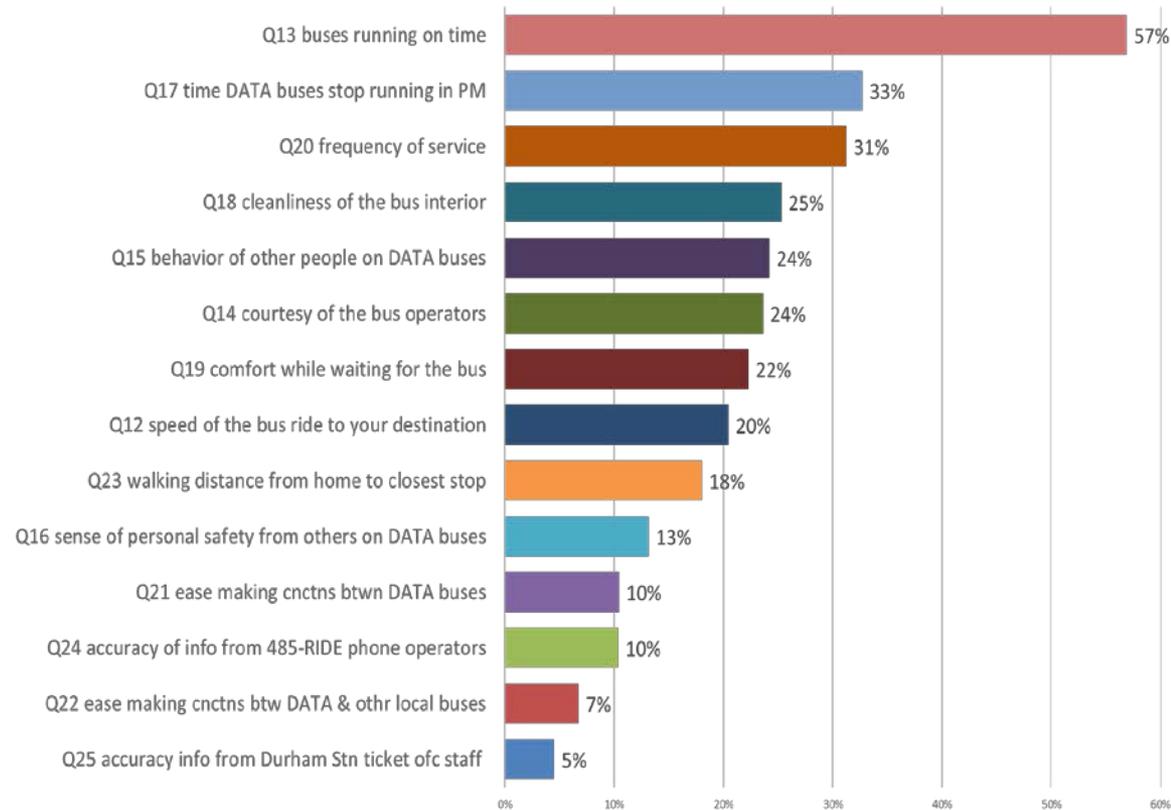


Schedule reliability is improving, but not good enough

## GoDurham On-Time Performance 5-Year Trend (All Timepoints)

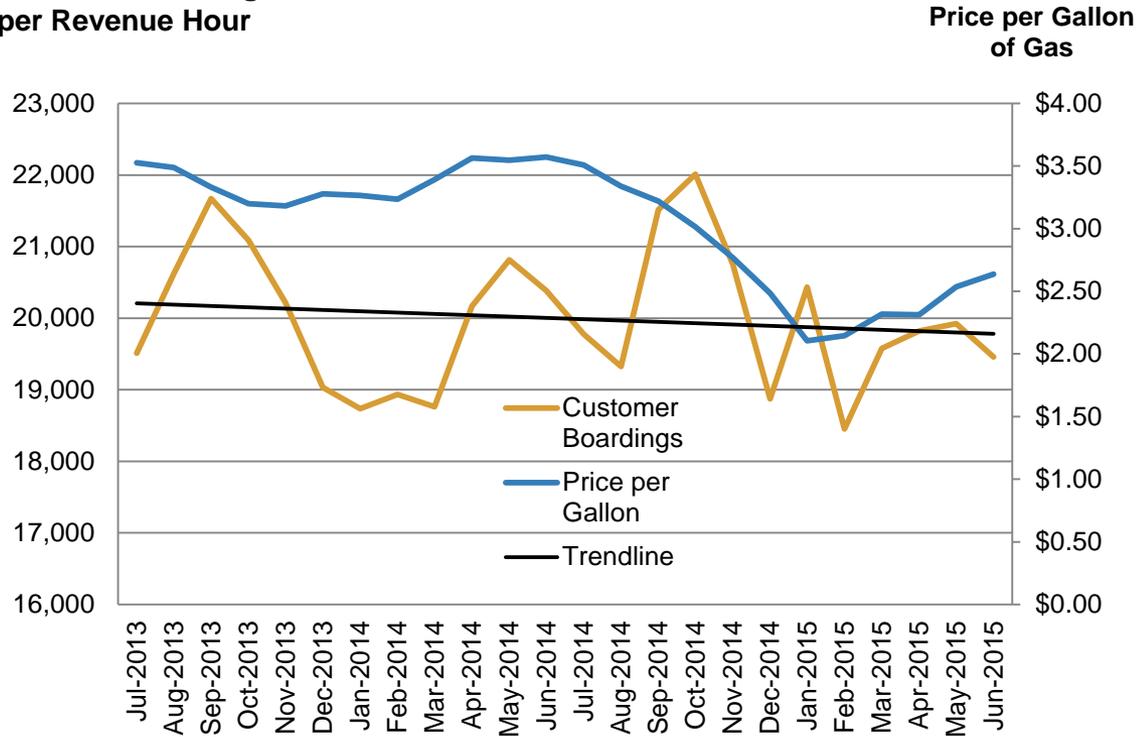


One of top 3 "Most important to improve"  
(Source: DATA Onboard Survey, 2015)



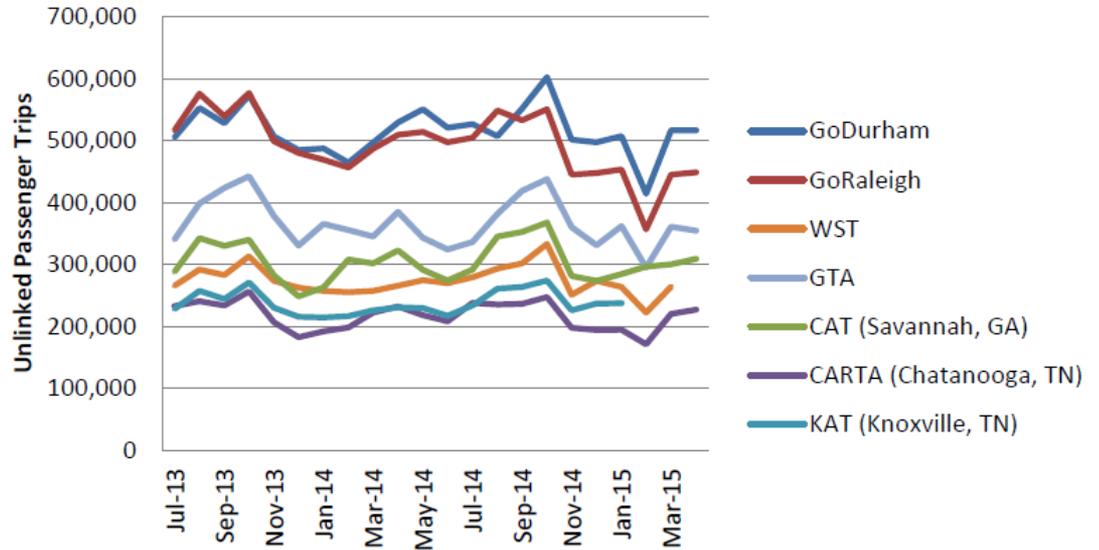
Systemwide ridership and productivity have declined slightly over the past year

Customer Boardings per Revenue Hour

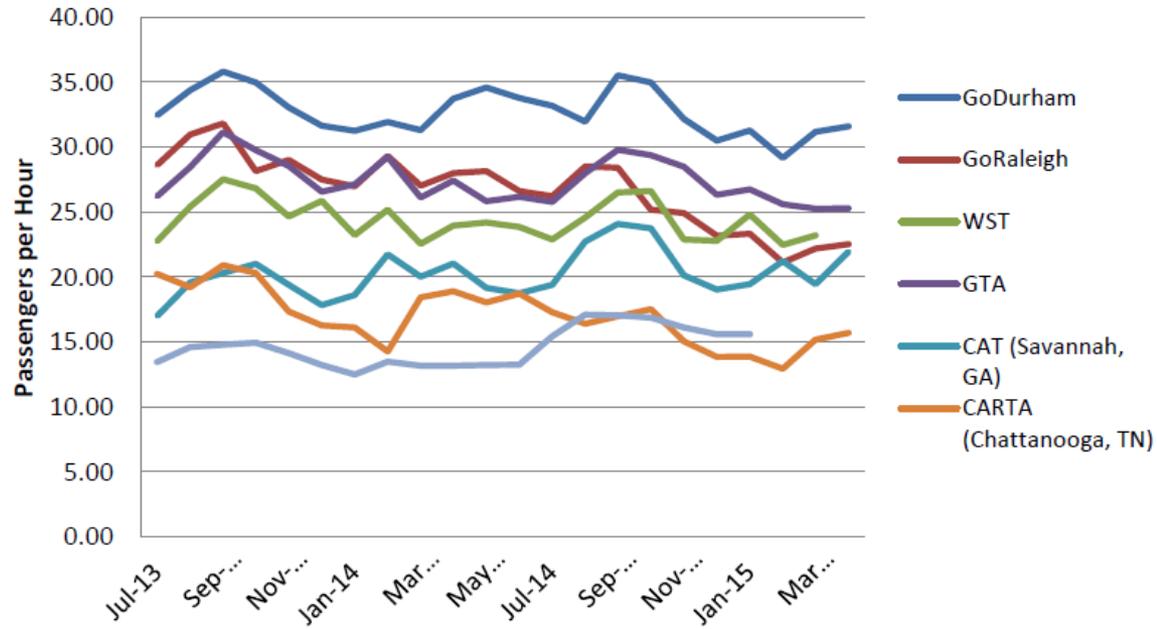


GoDurham  
remains strong  
compared with  
peers

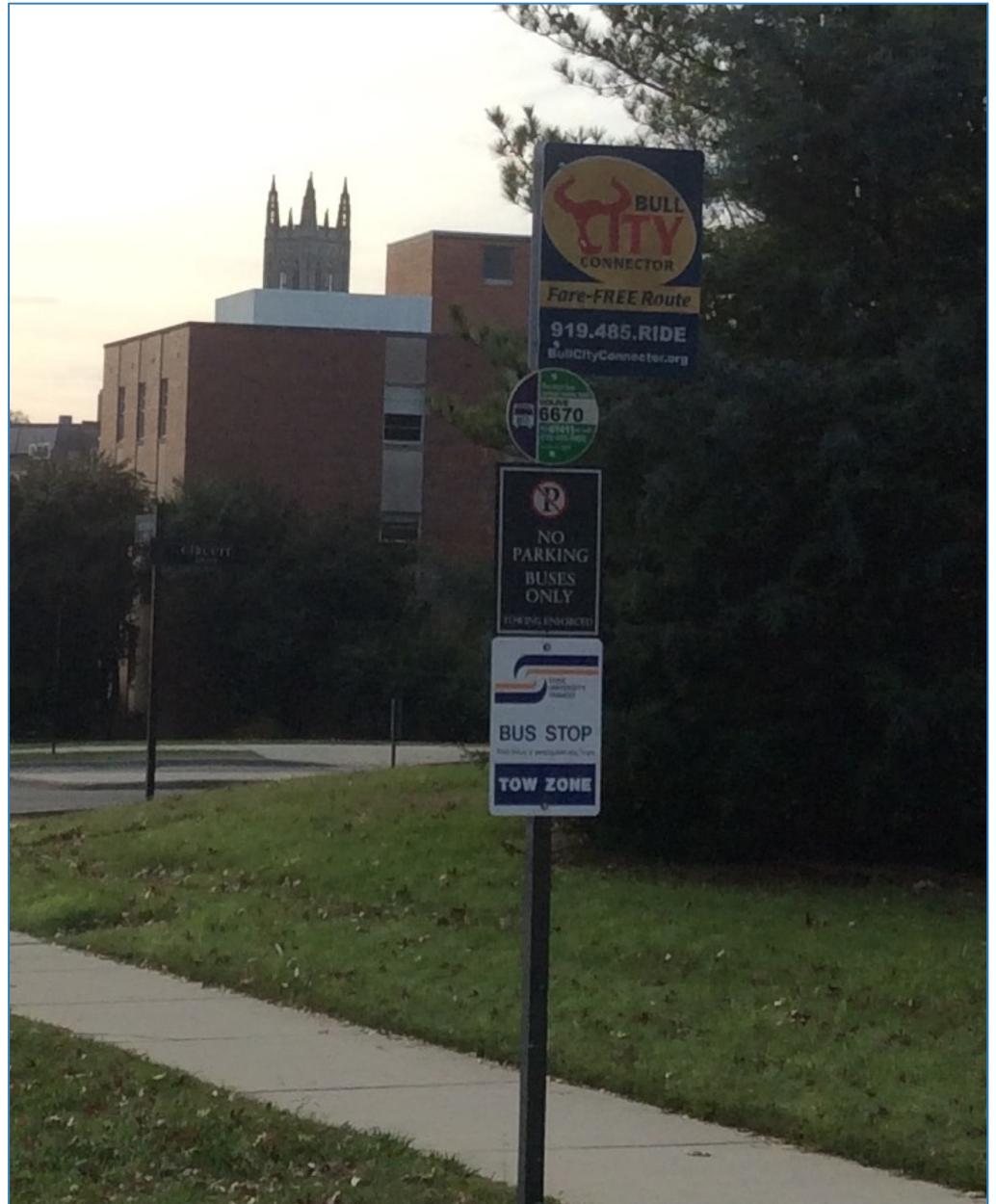
### Peer Comparison (Passenger Trips)



### Peer Comparison (Passengers per Hour)



We made changes  
to the  
Bull City Connector  
in August



We are seeing  
ridership shifts –

Employees and  
students are  
choosing to live  
on BCC route



We are seeing  
ridership shifts –

Conference  
attendees are  
connecting from  
hotels to Duke



We are seeing  
ridership shifts –

Alightings at  
Duke stops are  
up 12%



We are focusing  
on improving what  
we can control

- On-Time Performance
  - + Customer Service
  - + Effective Communication
  - + Bus Stop Improvements
  - + Service Additions
- 

= Improved Customer Experience



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