REPORT FOR DETROIT DEPARTMENT OF TRANSPORTATION

2018 NON-RIDER SURVEY REPORT

DDOT

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INTRODUCTION

This report includes the results of the 2018 Detroit Department of Transportation (DDOT) Non-Rider Survey. Power Marketing Research (PMR) designed, developed, and analyzed a 19-question, self-administered survey that was fielded from September 11, 2018 through September 20, 2018. The purpose of the project was to gather data from individuals who do not use DDOT transit services in order to measure overall awareness and to help inform future marketing efforts. A total of 309 surveys were collected at various locations throughout the DDOT service area.

The overall goals of the non-rider survey were to measure the following:

- Help DDOT gain an understanding of non-riders' demographics, travel patterns, and preferences in order to improve service planning, marketing, and public outreach.

- Gather data to assist DDOT to better respond to resident's needs and in setting customer service goals.

- Measure non-riders' use of public transit systems and barriers from using public transit.

- Provide DDOT with information on awareness levels of non-riders about DDOT services.

- Gauge perceptions about DDOT services and rate safety, convenience, reliability, and affordability.

- Identify reasons why non-riders do not use DDOT services.

- Gather core demographic data about non-riders, including gender, age, ethnicity, residency, employment status, and household income.

This report includes percentage responses for each question and category of response based on all valid surveys collected. An in-depth analysis of results, all open-ended responses, and cross-tabulations of selected survey questions is also included in the Appendix.

Please note that conventional rounding rules (.5 or above is rounded up to the next whole number, and .4 or below is rounded down to the previous number) have been applied to the percentages in the report tables. As a result, the percentages below may not always add up to 100 percent. Several questions allowed for multiple responses as well, and in those cases the results might be more than 100 percent.
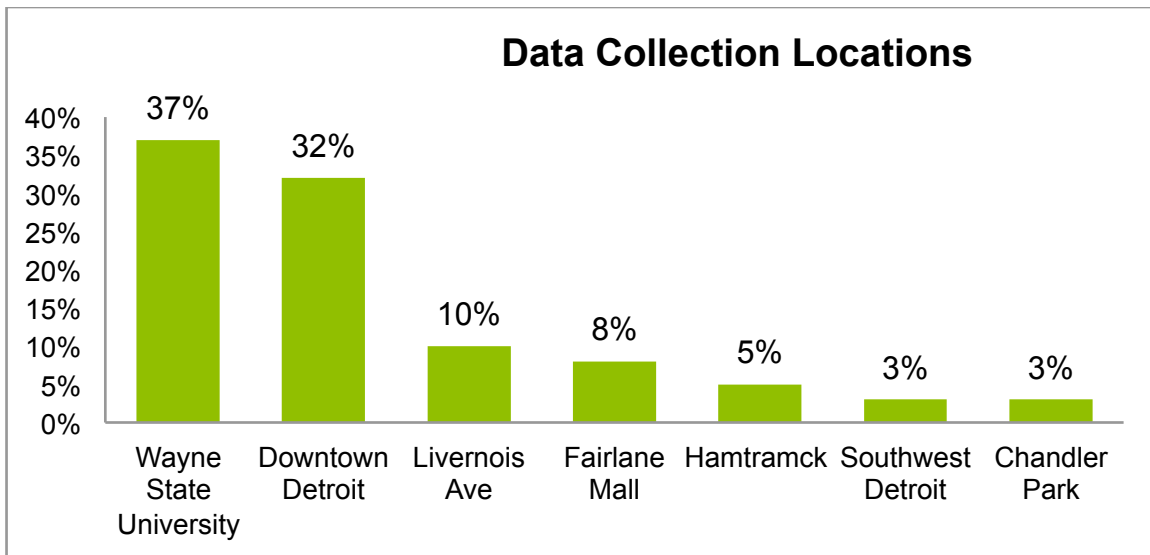
METHODOLOGY

A summary of the target audience and survey details are below. This project was disguised—in other words, it was not disclosed to participants that DDOT was sponsoring the research.

Data Collection Procedures

The survey was administered as an intercept survey—interviewers greeted potential respondents, explained the survey purpose, and asked them to participate. Respondents were given an incentive for participating. The survey was administered on the following dates and locations:

- September 11, 2018—Hamtramck (Joseph Campau Ave.)
- September 12, 2018—Downtown Detroit (Campus Martius)
- September 13, 2018—Wayne State University & Livernois Ave
- September 14, 2018—Downtown Detroit & Wayne State University
- September 15, 2018—Livernois Ave. & Chandler Park
- September 19, 2018—Southwest Detroit (Vernor Ave.)
- September 20, 2018—Fairlane Mall (Dearborn)

Data Collection Locations

Location	Percentage
Wayne State University	37%
Downtown Detroit	32%
Livernois Ave	10%
Fairlane Mall	8%
Hamtramck	5%
Southwest Detroit	3%
Chandler Park	3%

Due to the higher density of pedestrians and the potential of more people sitting outside having lunch, working, or enjoying the weather, survey efforts were focused on the Downtown Detroit and Wayne State University areas. The surveyors had a limited amount of time to collect the surveys and high traffic pedestrian areas typically yield the most efficient results. The other locations outside of Downtown and Wayne State University were less efficient as pedestrians were usually looking to get to their destination and did not have time to take a survey.

All respondents were screened to ensure that they had not ridden a DDOT bus in the past 12 months and were 18 or older. An incentive was offered for participation in the survey. Although it was not required, if a respondent needed the survey translated into a language other than English, a card was available with a phone number to call to take the survey.

Survey Instrument Preparation

A draft survey instrument was prepared by Power Marketing Research and presented to DDOT staff. After a round of adjustments were made to the document the finished product consisted of 19 questions.

EXECUTIVE SUMMARY

Below please find a table outlining the key results from the survey.

Topic	Results
Use of Local Bus-Based Public Transit	60%-Yes 40%-No
Use of Specific Systems	52%-DDOT 44%-QLINE 41%-SMART 40%-AAATA/TheRide 7%-People Mover 8%-Other
Barriers to Using Bus	40%-Bus takes too long/isn't convenient 31%-Prefer to drive 26%-Bus does not run close to me/my destination 22%-Safety waiting for the bus 16%-Safety on the bus 15%-Unsure of how to ride 2%-Mobility Disability 7%-Other
Usual Modes of Transportation	74%-Private Vehicle 45%-Walk 27%-Taxi/Uber 20%-Bicycle 14%-Carpool/Vanpool 1%-Paratransit 4%-Other
Familiarity with Public Transit Near Home	29%-Very familiar 35%-I know it exists 31%-Not familiar 5%-There isn't any

Topic	Results
Familiarity with DDOT	25%-Very familiar 31%-Somewhat familiar 32%-I know it exists 12%-Never heard of DDOT
Overall Perception of DDOT	13%-Very favorable 51%-Somewhat favorable 24%-Not very favorable 12%-Not at all favorable
Use of Public Transit	66%-Work 30%-Travel Home 22%-Entertainment 19%-Errands 18%-Shopping 13%-Visiting Family/Friends 9%-Doctor/Dentist 8%-Other
Opinions of DDOT	YES NO Safe 62% 38% Convenient 52% 48% Reliable 41% 59% Affordable 90% 10%
Consider Use of Public Transit in Detroit	76%-Yes 24%-No
Gender	54%-Male 46%-Female
Age	2%-13-17 44%-18-25 23%-26-34 17%-35-54 7%-55-64 7%-65 and over

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| Topic	Results
Race or Ethnicity	37%-Black/African American
	47%-White /Caucasian
	5%-Hispanic/Latino
	1%-Native Hawaiian or Pacific Islander
	2%-Native American or Alaska native
	3%-Other
Household Income	18%-Under $10,000
	7%-$10,000-$14,999
	7%-$15,000-$24,999
	10%-$25,000-$34,999
	11%-$35,000-$49,999
	17%-$50,000-$74,999
	10%-$75,000-$99,999
	19%$100,000 or more
Cell Phone Use	92%-A Smartphone
	8%-A cell phone without internet access
	1%-I do not have a cell phone
Primary Language Spoken In the Home	92%-English
	2%-Spanish
	2%-Arabic
	1%Farsi
	3%-Other
English Speaking	100%-English
Employment Status	51%-Full-time
	20%-Part-time
	7%-Retired
	5%-Unemployed
	1%-Homemaker
	22%-Student

Additional Findings

- Of the 309 respondents, more than half (60%) have previously used local bus-based public transit. Of those, 52% had used DDOT, 44% used the QLine service, 41% used SMART, and 40% used AAATA/The Ride.

- Respondents were asked to indicate reasons why they did not use bus services. 40%felt that the bus takes too long or isn't convenient. Another 31% prefer to drive, and 26% noted that the bus does not run close to their destinations. 22% and 16% were concerned about safety waiting and on the bus, respectively. 15% said they were unsure of how to ride the bus.

- 74% of survey respondents use their private vehicle as their usual mode of transportation. Another 45% walk and 20% use a bicycle. 27% use a taxi or Uber/Lyft.

- 29% of respondents are very familiar with public transit near their home, and 25% are very familiar with DDOT.

- Half of respondents' perception of DDOT is somewhat favorable, with 13% seeing DDOT as very favorable and 24% not very favorable.

- 76% of all respondents would consider using public transit in Detroit. If survey respondents were to use public transit, 66% would use it to travel to work, 30% to travel home, and 22% for entertainment. Smaller percentages of potential riders would use it for errands, shopping, visiting family/friends or for medical visits.

- Non-riders were asked to report their opinions about various aspects of DDOT. More than half—62%—feel DDOT is safe and 52% feel it is convenient. 41% feel DDOT is reliable, and a majority—90%—feel it is affordable.

- 54% of respondents were male and 46% were female. 44% were ages 18-25, 23% were 26-34, and 17% were 35-54.

- Of those non-riders surveyed, 37% were Black/African American, 47% were White/Caucasian, and 5% were Hispanic/Latino.

- Almost all—92%—of respondents had a smartphone, while 8% had a cell phone without internet access.

- 100% of respondents spoke English, while 92% spoke English in their homes.

- 51% of non-riders were employed full-time, 20% were employed part-time, and 22% were students.

- Overall, familiarity with DDOT increased as respondents' age increased.

- As respondent income increased, use of a private vehicle as the primary mode of transportation increased.

APPENDIX—RESULTS TABLES AND GRAPHS

1. Have you ever used any local bus-based public transit?	
Yes	**No**
60%	40%

Use of Local Bus-Based Public Transit
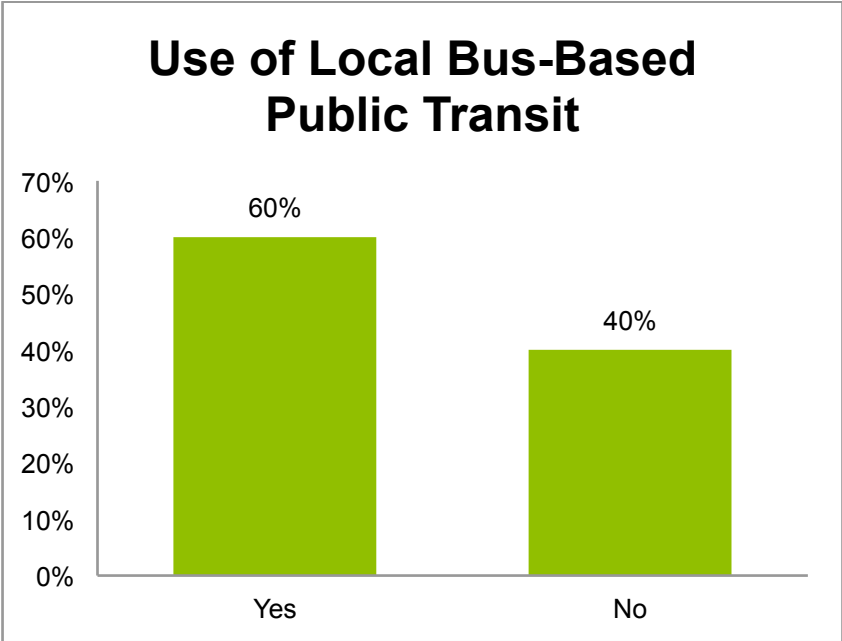
1A. If Yes, Which System(s)?	
DDOT	52%
QLINE	44%
SMART	41%
AAATA/TheRide	40%
People Mover	7%
Other	4%

Use of Specific Systems

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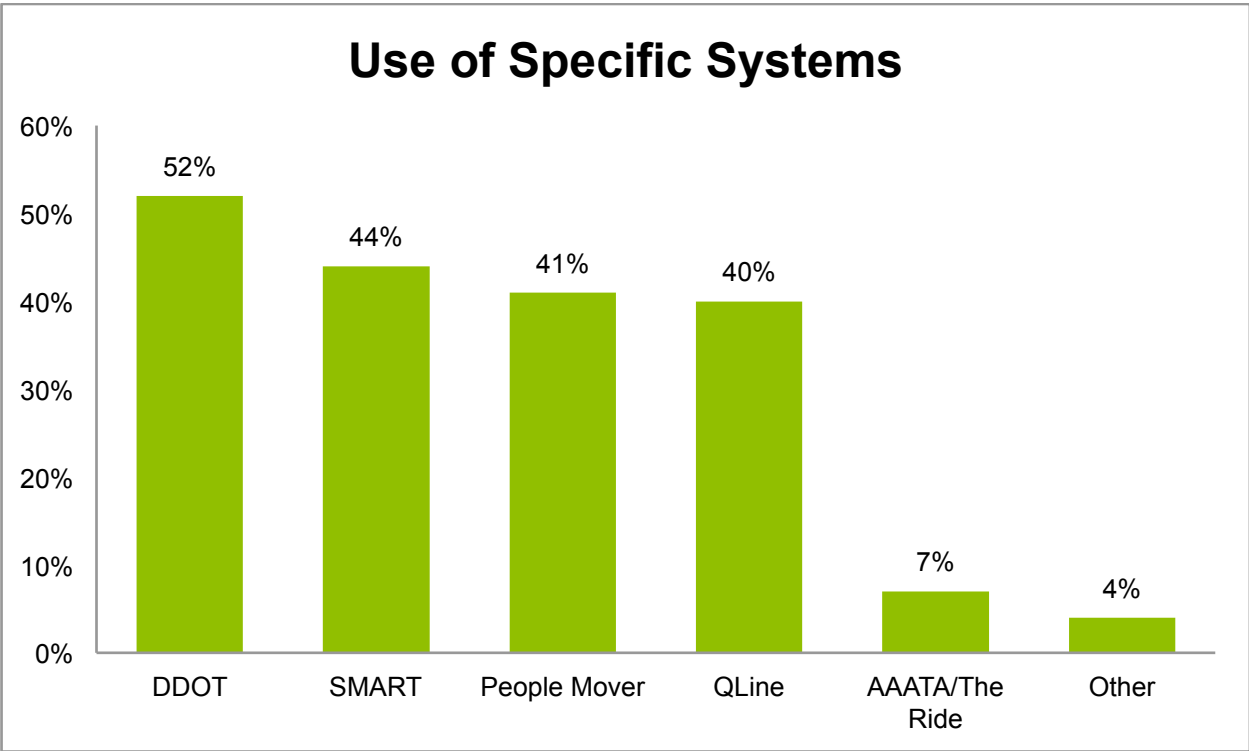
2. What, if any, barriers keep you from using the bus?	
Bus takes too long/isn't convenient	40%
Prefer to drive	31%
Bus does not run close to me/my destination	26%
Safety waiting for the bus	22%
Safety on the bus	16%
Unsure of how to ride	15%
Mobility Disability	2%
Other	7%

Barriers to Using Bus
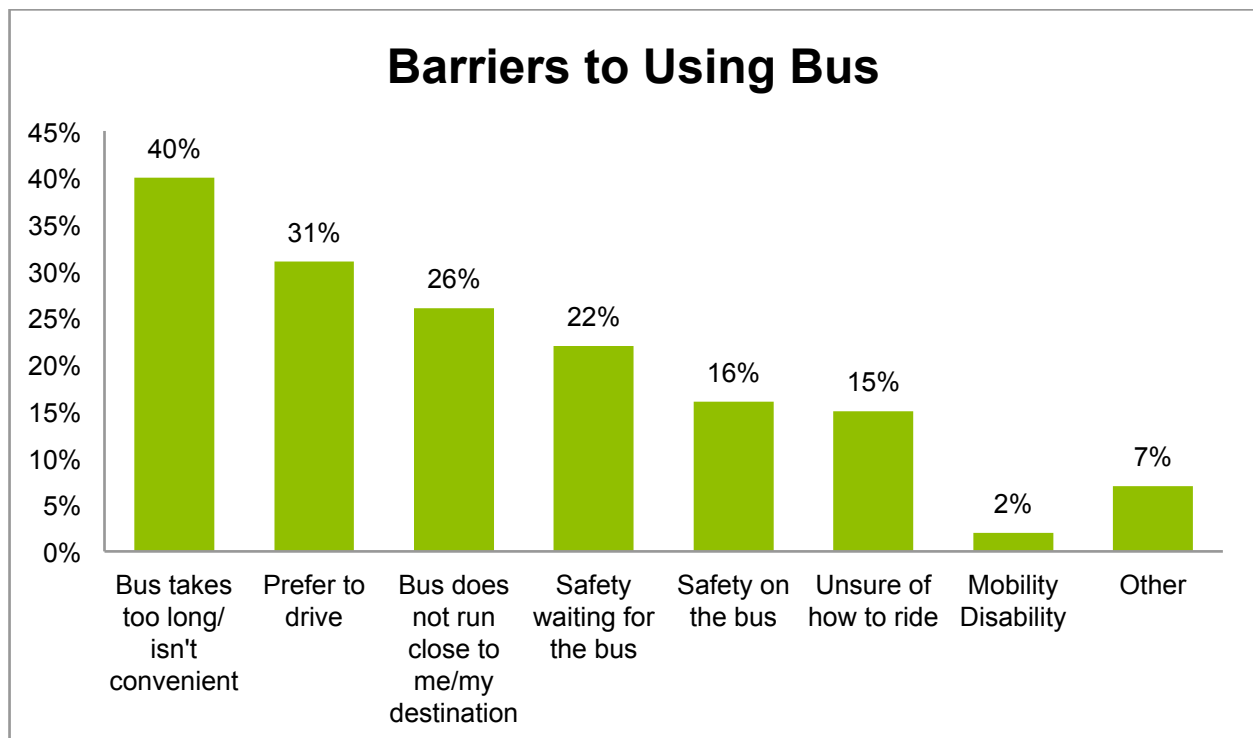
Other Responses:

- The buses are too costly
- Bus needs to run on time
- Don't know schedule
- Elderly mom I may need to get to in a hurry
- I can walk home from work
- I don't need it (3)
- I have a car
- I live on campus
- I use bus everyday
- Laziness
- Lousy
- Never have cash on me
- Not that useful
- No where to go
- Own car
- Own transportation
- People are nasty
- Routes not posted at stops
- Smell & I have a car
- Suburbs, 48026
- Times hard to find
- Use Uber

3. What are your usual modes of transportation?	
Private Vehicle	74%
Walk	45%
Taxi/Uber	27%
Bicycle	20%
Carpool/Vanpool	14%
Paratransit	1%
Other	4

Usual Modes of Transportation
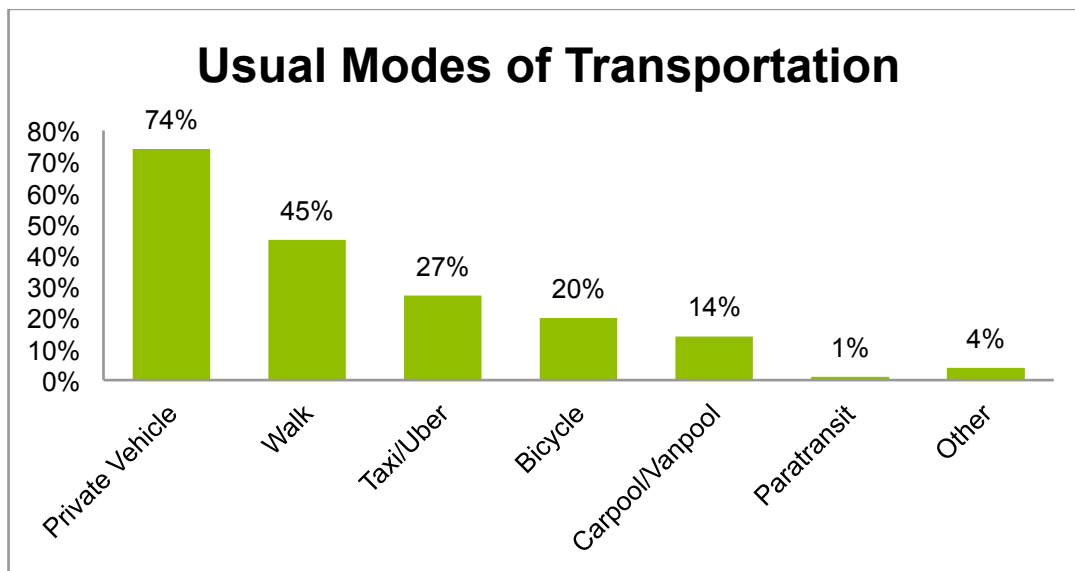
Other Responses:

- Bird
- Bus (8)
- Girlfriend
- Longboard
- Mom

- Public Transit
- QLine
- Scooter (2)
- Uber

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4. How familiar are you with any public transit near your home?	
Very familiar	29%
I know it exists	35%
Not familiar	31%
There isn't any	5%

Familiarity with Public Transit Near Home

Very familiar	I know it exists	Not familiar	There isn't any
29%	35%	31%	5%

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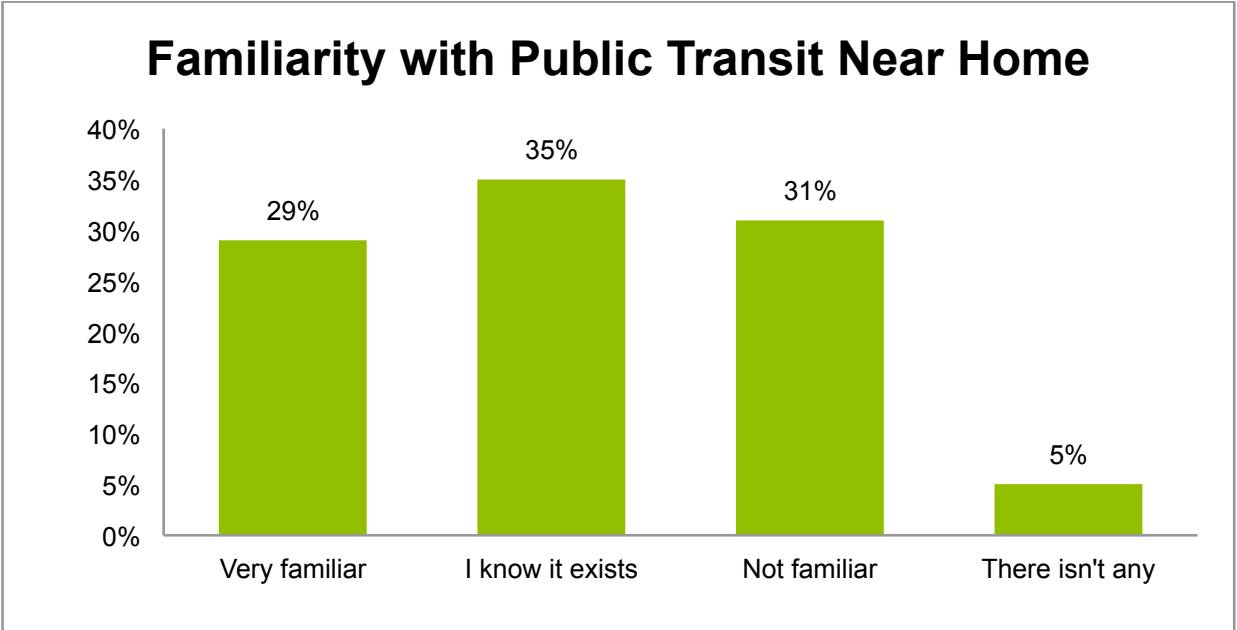
5. How familiar are you with the Detroit Department of Transportation (DDOT)?	
Very familiar	25%
Somewhat familiar	31%
I know it exists	32%
Never heard of DDOT	12%

Familiarity with DDOT
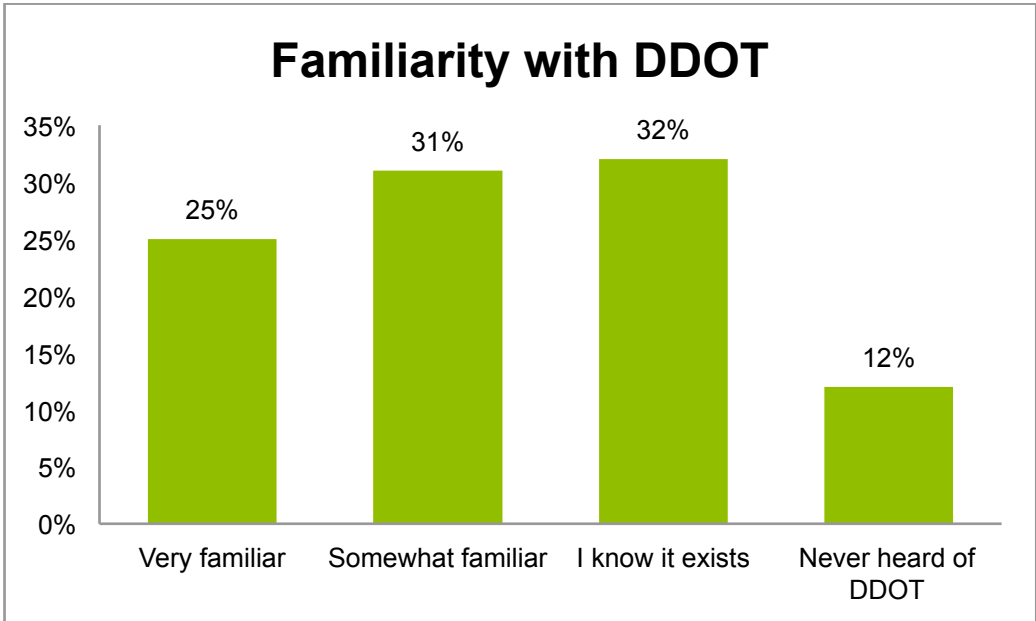
6. What is your overall perception of DDOT?	
Very favorable	13%
Somewhat favorable	51%
Not very favorable	24%
Not at all favorable	12%
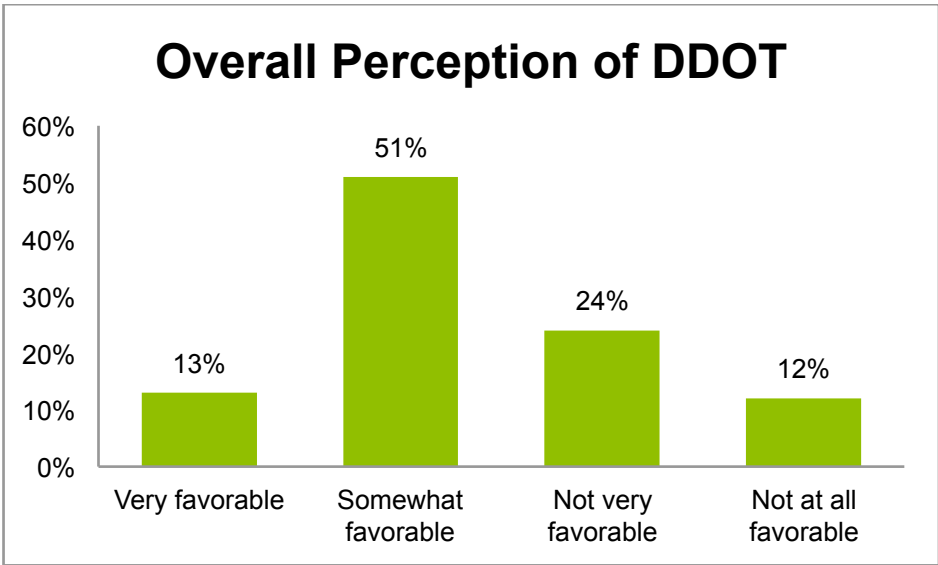
7. If you were to use bus-based public transit, what would you mainly use it for?	
Work	66%
Travel Home	30%
Entertainment	22%
Errands	19%
Shopping	18%
Visiting Family/Friends	13%
Doctor/Dentist	9%
Other	8%

Use of Public Transit
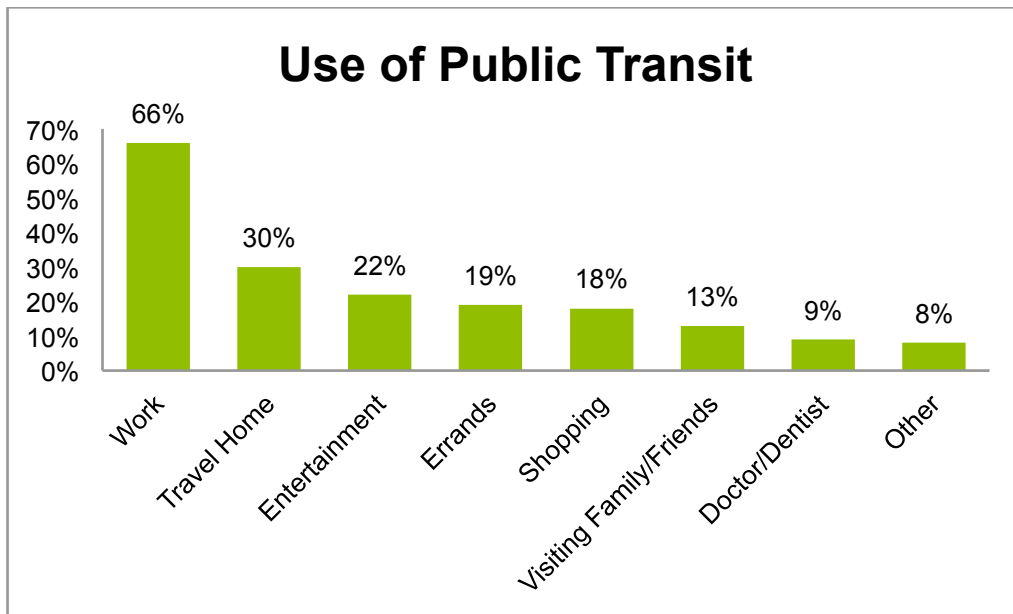
Other Responses:

- All (2)
- Any needs if fit the purpose
- College
- Drinking
- Everything
- Getting around off campus
- Haven't use it
- None (3)
- Not using it
- Retired
- School (6)
- School/college
- School/work
- Tigers
- Unusual logistics
- Work
- Wouldn't use it

8. Do you feel DDOT is:		
	YES	**NO**
Safe	62%	38%
Convenient	52%	48%
Reliable	41%	59%
Affordable	90%	10%
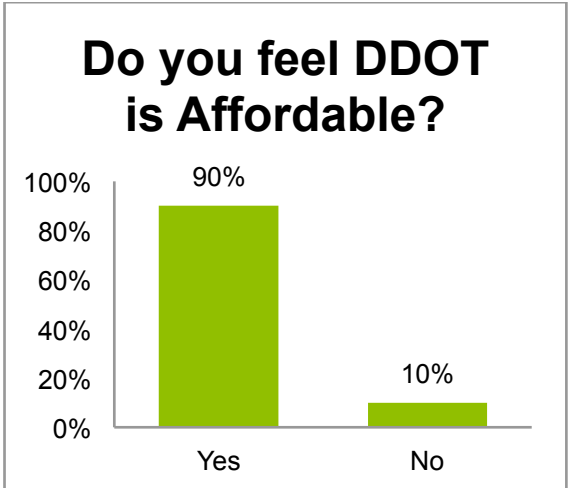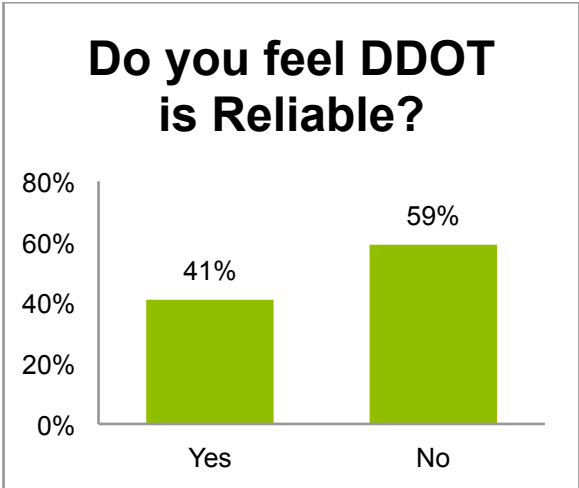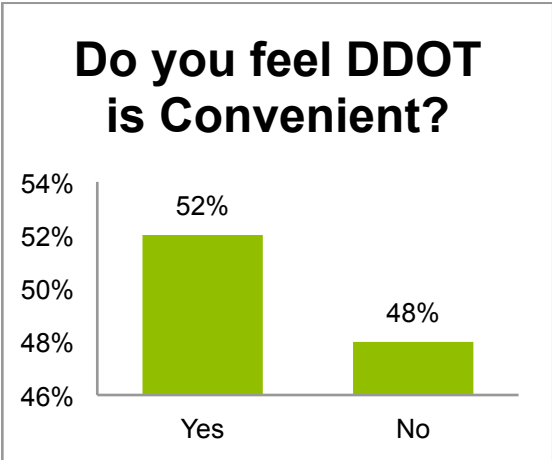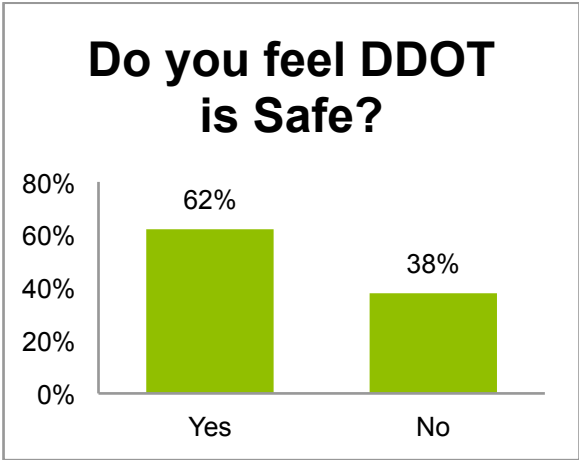
Do you feel DDOT is Safe?

Do you feel DDOT is Convenient?

Do you feel DDOT is Reliable?

Do you feel DDOT is Affordable?

9. Would you ever consider using public transit in Detroit?	
Yes	**No**
76%	24%

Consider Use of Public Transit in Detroit

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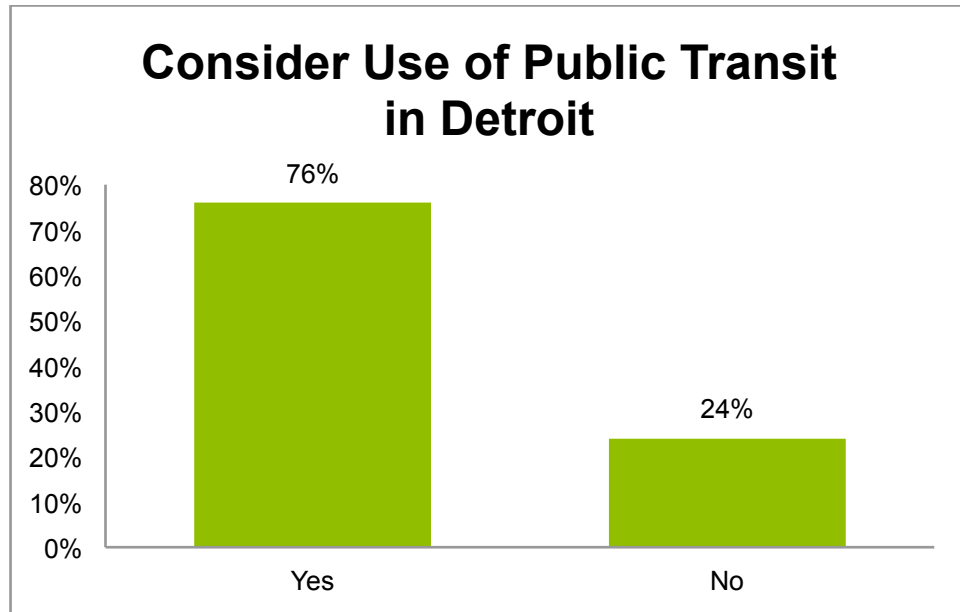
10. What is your gender?	
Male	54%
Female	46%
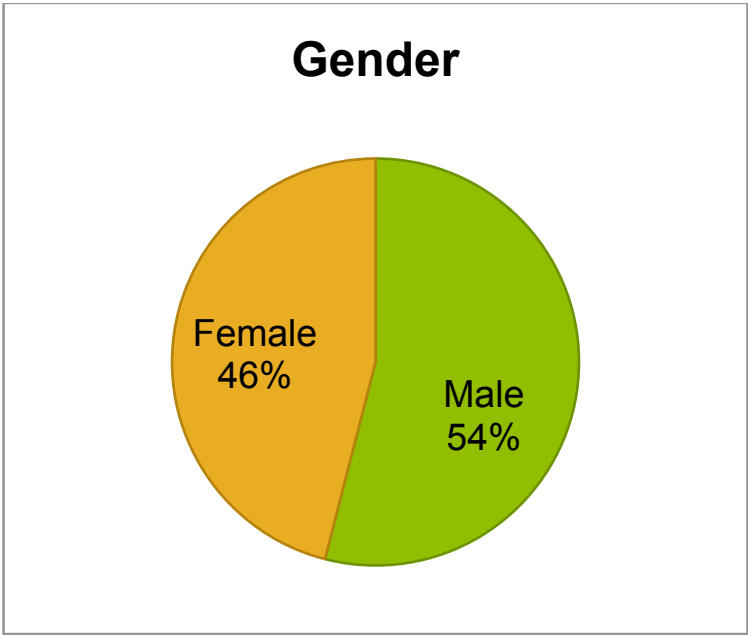
11. How Old Are You?	
13-17	2%
18-25	44%
26-34	23%
35-54	17%
55-64	7%
65 and over	7%

Age
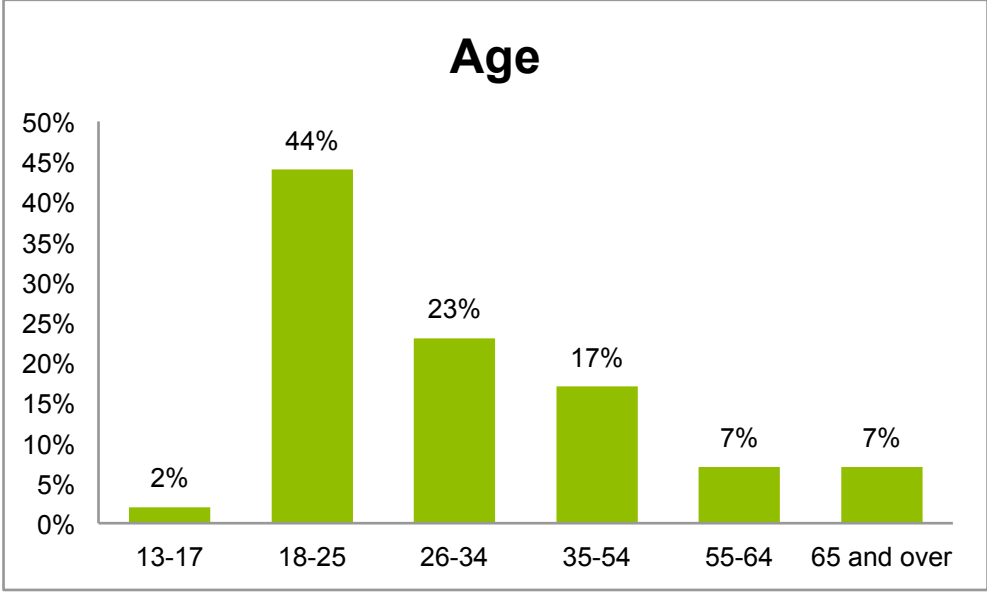
12. Race or Ethnicity	
Black or African American	37%
White /Caucasian	47%
Hispanic/Latino	5%
Asian	10%
Native Hawaiian or Pacific Islander	1%
Native American or Alaska Native	2%
Other	3%

Race or Ethnicity
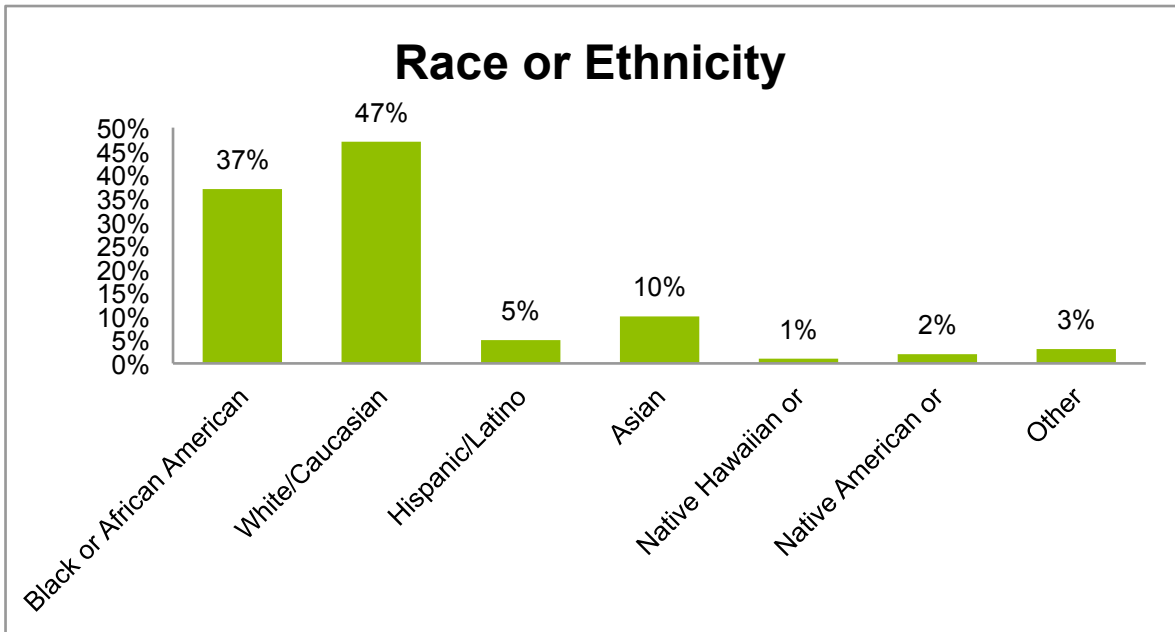
Other Responses:

- Arab (2)
- Arab American
- Arabic
- Canadian
- Chinese Indian
- Hungarian
- Middle Eastern (4)
- Mixed

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13. What was your total household income in 2017 before taxes?	
Under $10,000	18%
$10,000-$14,999	7%
$15,000-$24,999	7%
$25,000-$34,999	10%
$35,000-$49,999	11%
$50,000-$74,999	17%
$75,000-$99,999	10%
Over $100,000	19%
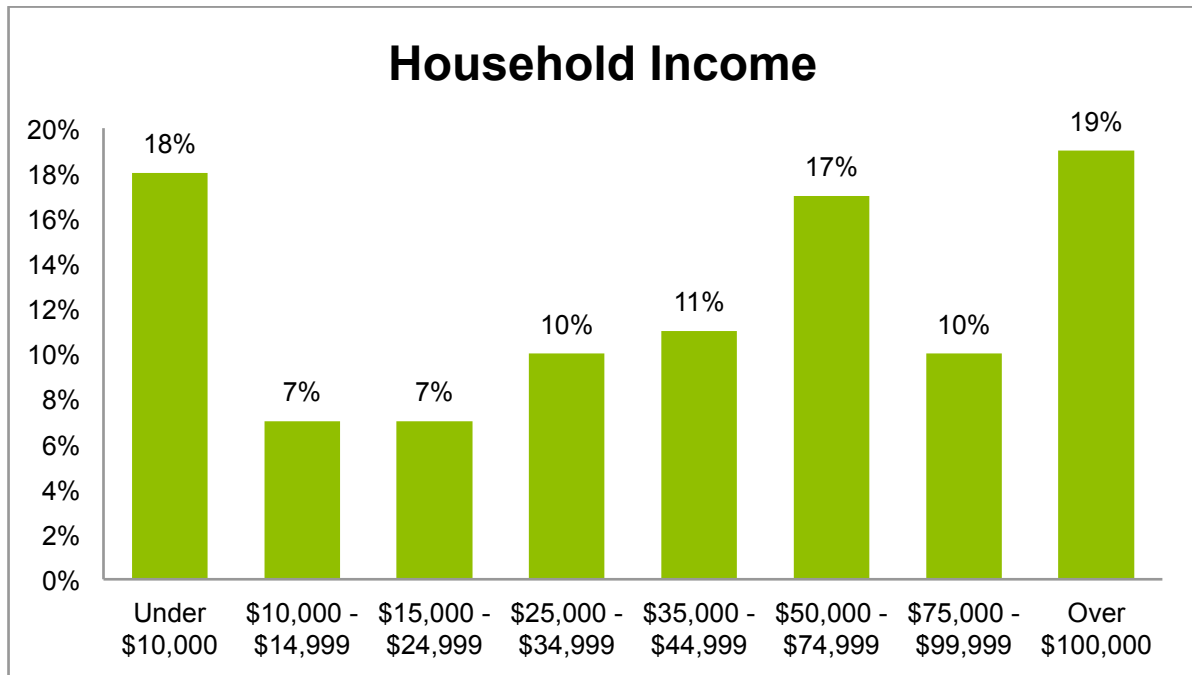
Household Income

14. Do you use:		
A Smartphone	A cell phone without internet access	I do not have a cell phone
92%	8%	1%
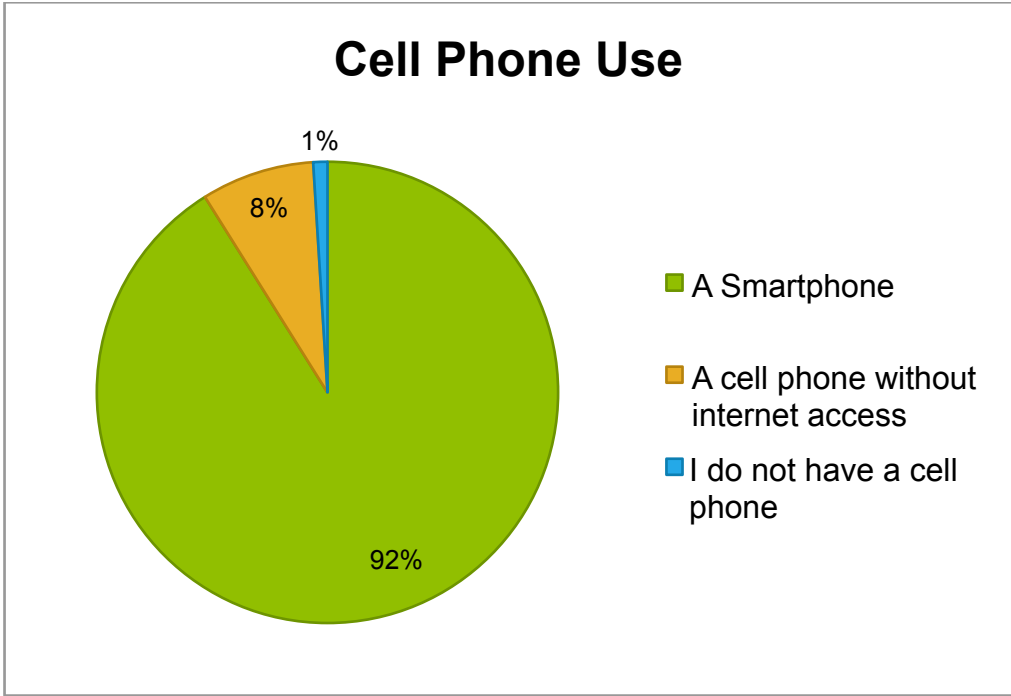
Cell Phone Use

- A Smartphone
- A cell phone without internet access
- I do not have a cell phone

1%
8%
92%

15. What is the primary language spoken in your home?					
English	Spanish	Arabic	Farsi	Persian (other than Farsi)	Other
92%	2%	2%	1%	0%	3%

Primary Language Spoken In the Home

- Spanish, 2%
- Arabic, 2%
- Farsi, 1%
- Other, 3%
- 92%

Legend: ■ English ■ Spanish ■ Arabic ■ Farsi ■ Other
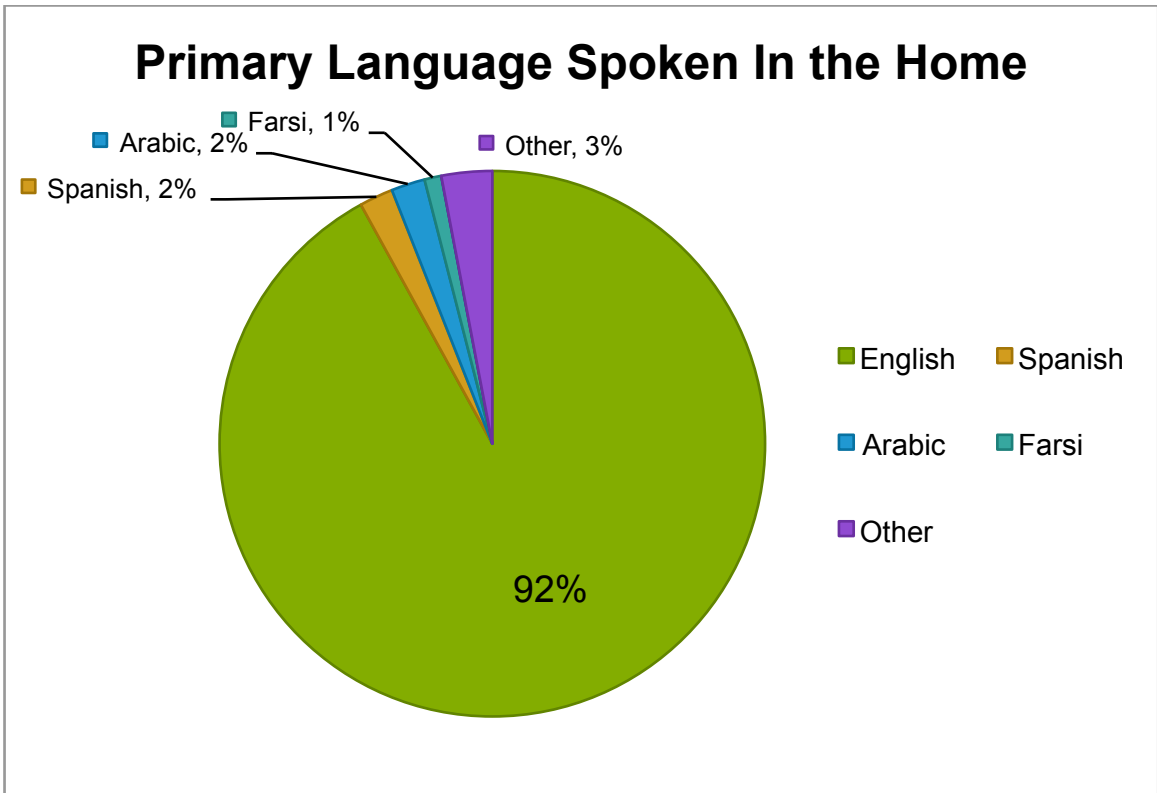
Other Responses:

- Chinese
- Filipino
- Marathi (2)
- Romanian

- Telugu
- Urdu (2)
- Vietnamese
- Yugoslavian

16. Do you speak English?	
Yes	**No**
100%	0%

English Speaking
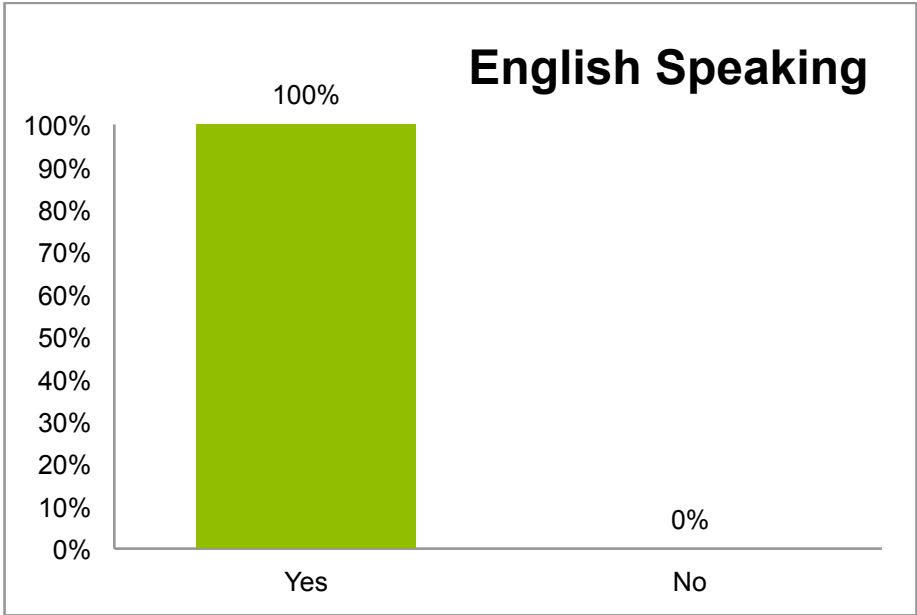
17. What is your employment status?	
Full Time	51%
Part Time	20%
Retired	7%
Unemployed	5%
Homemaker	1%
Student	22%

Employment Status

18. What is your zip code?

18072	48108	48219 (2)
18201	48111	48220 (2)
18212	48125	48221 (14)
48007	48126 (2)	48223 (3)
48017 (2)	48127 (2)	48224 (4)
48021 (3)	48128	48226 (11)
48026	48134	48227 (2)
48030 (3)	48141 (3)	48228 (10)
48033	48146 (2)	48229
48034	48150 (2)	48230 (4)
48035 (4)	48150	48232
48037 (2)	48154	48234 (3)
48038	48162	48235 (4)
48041	48167 (2)	48236 (3)
48044 (2)	48168 (2)	48237 (4)
48051	48173 (2)	48238 (2)
48060	48174 (2)	48239 (3)
48066	48180	48306
48067 (5)	48185 (3)	48310 (3)
48069	48186 (3)	48312 (4)
48071 (2)	48187 (4)	48313
48072	48188 (2)	48320
48073 (2)	48192	48322
48075 (3)	48193 (2)	48331 (3)
48080	48197 (2)	48334
48081	48198 (2)	48335 (2)
48082 (2)	48201 (12)	48362
48083 (2)	48202 (20)	48371 (2)
48084	48204 (2)	48375
48085	48205 (4)	48377 (2)
48088	48206 (6)	48707
48089	48207 (7)	49009
48091	48209 (4)	49071
48092	48210 (2)	49449
48101 (3)	48212 (11)	49506
48103 (2)	48213 (3)	49622
48104 (3)	48214 (6)	60605
	48215 (2)	98439
	48216 (3)	

19. Do you have any other comments?

- A friend used DDOT and it didn't go very well at all, but another did and it was good, so it's not looking the best for me.
- Buses run in packs.
- Commuter service for people with limited stops to downtown Detroit downriver, park & rides on Ford Rd, Trenton Rd (people miss the old ones) to save on parking, prevent difficult drive in winter.
- DDOT is great to have in the city of Detroit, and shows support for people don't have a ride.
- DDOT needs to improve their signage at stops - where each bus goes, etc.
- Don't use bus service in over 20 years.
- Easier to but monthly passes...I always go to Rosa Park to buy.
- Fix asap.
- Good job.
- I'd used DDOT more but being from suburbs it is not a conducive way to travel.
- Jesus loves you!
- Learn to be on time, Schoolcraft, Plymouth routes. Get it together, clean the buses, Smart is clean.
- Love Detroit!!
- More customer service.
- None (31)
- Need free transit for WSU students, etc.
- Need to fix them (the buses).
- No (41)
- No comment.
- No complaints.
- No not at the moment.
- No, thanks!
- Nope (5)
- Not on time.
- Not sure of the reliability.
- Please fix rates for passes for low-income families.
- Please get passes on phone.
- QLine does not go far enough.
- QLine should run up through 8 - mile & longer hours.
- Thank you.
- The buses are too costly.
- There needs to be more buses on route 8 between 9pm and 11pm a lot of people wait for an hour or more to get home at night.
- Think about the people first.

- Thx for the hand sanitizer.
- When I do catch the bus I only use reliable routes that come based on the schedule.
- Why can't I buy a monthly pass online.
- You very nice.

CROSS TABULATIONS

	13-17	18-25	26-34	35-54	55-64	65 and over
11. How Old Are You?						
3. What are your usual modes of transportation?						
Private Vehicle	57%	71%	74%	90%	67%	74%
Walk	57%	56%	42%	29%	38%	16%
Taxi/Uber	29%	32%	33%	16%	10%	16%
Bicycle	0%	22%	31%	10%	24%	5%
Carpool/Vanpool	29%	23%	8%	4%	5%	0%
Paratransit	0%	0%	0%	0%	10%	11%
Other	0%	4%	4%	6%	0%	0%

11. How Old Are You? 5. How familiar are you with the Detroit Department of Transportation (DDOT)?						
	13-17	18-25	26-34	35-54	55-64	65 and over
Very familiar	25%	0%	17%	33%	29%	45%
Somewhat familiar	31%	29%	36%	25%	24%	36%
I know it exists	32%	57%	34%	29%	41%	5%
Never heard of DDOT	12%	14%	14%	13%	6%	14%

11. How Old Are You? 7. If you were to use bus-based public transit, what would you mainly use it for?						
	13-17	18-25	26-34	35-54	55-64	65 and over
Travel Home	30%	50%	37%	26%	20%	29%
Work	66%	67%	67%	74%	74%	38%
Shopping	18%	17%	16%	23%	12%	24%
Errands	19%	17%	18%	29%	12%	10%
Doctor/Dentist	9%	17%	8%	7%	8%	29%
Visiting Family/Friends	13%	17%	13%	17%	8%	10%
Entertainment	22%	17%	21%	26%	28%	24%
Other	8%	17%	6%	7%	10%	19%

11. How Old Are You? 9. Would you ever consider using public transit in Detroit?						
	13-17	18-25	26-34	35-54	55-64	65 and over
Yes	76%	71%	77%	77%	73%	80%
No	24%	29%	23%	23%	27%	20%

13. What was your total household income in 2017 before taxes? 3. What are your usual modes of transportation?								
	Under $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$50,000-$74,999	$75,000-$99,999	Over $100,000
Private Vehicle	74%	51%	65%	50%	68%	88%	88%	90%
Walk	45%	55%	40%	40%	57%	34%	31%	41%
Taxi/Uber	27%	26%	20%	35%	18%	34%	20%	17%
Bicycle	20%	23%	10%	25%	29%	25%	12%	24%
Carpool/Vanpool	14%	17%	0%	5%	25%	9%	20%	14%
Paratransit	1%	8%	0%	0%	0%	0%	0%	0%
Other	4%	8%	0%	5%	0%	3%	2%	3%

13. What was your total household income in 2017 before taxes? **5. How familiar are you with the Detroit Department of Transportation (DDOT)?**								
	Under $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$50,000-$74,999	$75,000-$99,999	Over $100,000
Very familiar	25%	42%	38%	35%	21%	30%	15%	3%
Somewhat familiar	31%	19%	29%	35%	46%	42%	27%	34%
I know it exists	32%	30%	24%	25%	29%	24%	48%	45%
Never heard of DDOT	12%	9%	10%	5%	4%	3%	10%	17%

13. What was your total household income in 2017 before taxes? **6. What is your overall perception of DDOT?**								
	Under $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$50,000-$74,999	$75,000-$99,999	Over $100,000
Very favorable	13%	18%	30%	10%	18%	6%	13%	4%
Somewhat favorable	51%	49%	45%	70%	54%	56%	50%	56%
Not very favorable	24%	27%	20%	15%	21%	19%	28%	22%
Not at all favorable	12%	6%	5%	5%	7%	19%	9%	19%

	Under $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$50,000-$74,999	$75,000-$99,999	Over $100,000
13. What was your total household income in 2017 before taxes? **7. If you were to use bus-based public transit, what would you mainly use it for?**								
Travel Home	30%	46%	29%	25%	33%	29%	22%	22%
Work	66%	62%	71%	55%	70%	77%	71%	67%
Shopping	18%	35%	5%	20%	19%	10%	22%	11%
Errands	19%	29%	14%	25%	11%	16%	18%	15%
Doctor/ Dentist	9%	25%	5%	5%	4%	13%	4%	0%
Visiting Family/ Friends	13%	19%	10%	0%	15%	10%	14%	11%
Entertainment	22%	23%	0%	30%	15%	16%	27%	19%
Other	8%	8%	14%	10%	4%	10%	8%	4%

17. What is your employment status? 5. How familiar are you with the Detroit Department of Transportation (DDOT)?						
	Full Time	**Part Time**	**Retired**	**Unemployed**	**Homemaker**	**Student**
Very familiar	25%	28%	23%	20%	67%	50%
Somewhat familiar	31%	29%	39%	40%	7%	0%
I know it exists	32%	34%	28%	30%	20%	0%
Never heard of DDOT	12%	9%	10%	10%	7%	50%

17. What is your employment status? 6. What is your overall perception of DDOT?						
	Full Time	**Part Time**	**Retired**	**Unemployed**	**Homemaker**	**Student**
Very favorable	13%	14%	9%	11%	20%	0%
Somewhat favorable	51%	49%	56%	58%	53%	50%
Not very favorable	24%	24%	28%	16%	13%	50%
Not at all favorable	12%	12%	7%	16%	13%	0%

17. What is your employment status? 7. If you were to use bus-based public transit, what would you mainly use it for?						
	Full Time	**Part Time**	**Retired**	**Unemployed**	**Homemaker**	**Student**
Travel Home	30%	21%	42%	21%	50%	0%
Work	66%	73%	71%	21%	64%	100%
Shopping	18%	13%	24%	21%	43%	0%
Errands	19%	13%	25%	16%	29%	0%
Doctor/ Dentist	9%	5%	14%	21%	36%	0%
Visiting Family/ Friends	13%	11%	14%	5%	14%	0%
Entertainment	22%	25%	15%	11%	29%	0%
Other	8%	7%	12%	16%	0%	0%

17. What is your employment status? 9. Would you ever consider using public transit in Detroit?						
	Full Time	**Part Time**	**Retired**	**Unemployed**	**Homemaker**	**Student**
Yes	76%	72%	79%	78%	87%	50%
No	24%	28%	21%	22%	13%	50%

2018 Detroit Department of Transportation Non- Rider Survey

Surveyor Use Only ☐ **DT** ☐ **LA** ☐ **VA** ☐ **JC** ☐ **CP** ☐ **FM** ☐ **WSU**

1. Have you ever used any local bus-based public transit?
☐ Yes ☐ No
If Yes, Which System(s)?
☐ DDOT ☐ SMART ☐ People Mover
☐ QLine ☐ AAATA/TheRide ☐ Other

2. What, if any, barriers keep you from using the bus?
☐ Bus does not run close to me/my destination
☐ Bus takes too long/isn't convenient
☐ Safety waiting for the bus
☐ Safety on the bus ☐ Unsure of how to ride
☐ Mobility Disability ☐ Prefer to drive
☐ Other: _____

3. What are your usual modes of transportation? (check all that apply)
☐ Private Vehicle ☐ Walk
☐ Taxi/Uber ☐ Bicycle
☐ Carpool/Vanpool ☐ Paratransit
☐ Other:_____

4. How familiar are you with any public transit near your home?
☐ Very Familiar ☐ I Know it Exists
☐ Not Familiar ☐ There Isn't Any

5. How familiar are you with the Detroit Department of Transportation (DDOT)?
☐ Very Familiar ☐ Somewhat Familiar
☐ I Know it Exists ☐ Never Heard of DDOT

6. What is your overall perception of DDOT?
☐ Very Favorable ☐ Somewhat Favorable
☐ Not Very Favorable ☐ Not At All Favorable

7. If you were to use bus-based public transit, what would you mainly use it for?
☐ Travel Home ☐ Work ☐ Shopping
☐ Errands ☐ Doctor/Dentist
☐ Visiting Family/Friends ☐ Entertainment
☐ Other: _____

8. Do you feel DDOT is:
Safe?	☐	Yes	☐	No
Convenient?	☐	Yes	☐	No
Reliable?	☐	Yes	☐	No
Affordable?	☐	Yes	☐	No

9. Would you ever consider using public transit in Detroit?
☐ Yes ☐ No

Tell Us About Yourself

10. What is your gender?
☐ Male ☐ Female
☐ Prefer to Self-Describe: _____

11. How Old Are You?
☐ 13-17 ☐ 18-25
☐ 26-34 ☐ 35-54
☐ 55-64 ☐ 65 and Over

12. Race or Ethnicity – Choose all that apply
☐ Black or African American ☐ White/Caucasian
☐ Hispanic/Latino ☐ Asian
☐ Native Hawaiian or ☐ Native American
  Pacific Islander or Alaska Native
☐ Other (Please Describe): _____

13. What is your total household income in 2017 before taxes?
☐ Under $10,000 ☐ $35,000 - $49,999
☐ $10,000 - $14,999 ☐ $50,000 - $74,999
☐ $15,000 – $24,999 ☐ $75,000 - $99,999
☐ $25,000 - $34,999 ☐ Over $100,000

14. Do you use:
☐ A Smartphone with internet access
☐ A cell phone without internet access
☐ I do not have a cell phone

15. What is the primary language spoken in your home?
☐ English ☐ Spanish
☐ Arabic ☐ Farsi
☐ Persian (Other than Farsi)
☐ Other: _____

16. Do you speak English?
☐ Yes ☐ No

17. What is your employment status?
☐ Full Time ☐ Part Time
☐ Retired ☐ Unemployed
☐ Homemaker ☐ Student

18. What is your Zip Code?
_____

19. Do you have any other comments?
_____
_____

2018 DDOT NONRIDER SURVEY
DATA COLLECTION PLAN

Target Audience: Non DDOT Riders

Total Number of Completed Surveys: 300-500

This document outlines the data collection plan and procedures for the 2018 DDOT Non Rider Survey. The goal of the project is to gather data from non riders to gauge opinions about use of public transit, perceptions of DDOT bus service, and potential use of DDOT service. The survey will be administered as in intercept—staff will greet potential respondents, explain the survey purpose, and ask them to participate. Survey details include:

- Surveys will be gathered at the following locations: Downtown, Livernois Ave., Vernor Ave., Jos Campau Ave., Chandler Park, Wayne State University, and Fairlane Mall. If permission is required to survey in any location it will be obtained in advance of survey deployment.
- All respondents will be screened to ensure that they have not ridden a DDOT bus in the past 12 months.
- All respondents will be 18 or older.
- Surveys will be self-administered unless a respondent needs assistance.
- An incentive will be offered for participation in the survey.
- If a respondent needs the survey translated into a language other than English, a card will be provided with a phone number to call to take the survey.
- Surveys will be administered over a two-week period in September, 2018.

Survey Team

The survey team will consist of the Project Manager (AECOM) and the Data Collection Team (Green Arrow). The role of the Project Manager will be to respond to any direct questions from staff in the field. The role of the Data Collection Team will be to administer all surveys to the general public. Staff will also have a card with general contact information (phone and email) if a non rider has additional comments to share.

Members of the Data Collection Team will all wear a DDOT badge to identify themselves. Data collection will occur in teams of two. A small incentive will be given to the non rider after the non rider turns in the survey.

Training Briefing

The Project Manager and Power Marketing Research will conduct a brief training with the Data Collection Team members. The purpose of the training will be to brief staff on the purpose of the project, review the data collection process, review safety protocols, and respond to any questions.

Data Collection Process

Members of the Data Collection Team will be stationed at the locations noted above during weekdays (Monday-Friday) and on weekends (Saturday-Sunday) during September, 2018. A goal of 300-500 surveys is desired.

The process for administering the survey is:

1. Staff member of the Data Collection team will randomly choose potential respondents at their location. Depending upon the potential pool of participants, every 5th or 10th individual will be approached.
2. The individual approached will be told the purpose of the survey and asked specifically if they have used DDOT service in the past 12 months. If they have they will be thanked and the staff member will move on to the next potential participant. If they have not, they will be asked to participate and the incentive will be mentioned.
3. Only one individual from a group of potential participants will be approached. So, for example, if a family of three people is walking in Fairlane Mall, only one survey response will be gathered.
4. Staff hands out survey instrument on a clipboard with a pen to the respondent.
5. Staff politely asks non riders to fill out the survey.
6. Staff assists anyone having problems reading/filling out the survey.
7. Staff gathers all surveys from non riders and thanks them for participating.
8. When the survey is collected the non rider receives the incentive.
9. Staff member approaches next potential participant.