REPORT FOR DETROIT DEPARTMENT OF TRANSPORTATION

2018 TITLE VI SURVEY REPORT

D.

INTRODUCTION

This report includes the results of the 2018 Detroit Department of Transportation (DDOT) Title VI Onboard Survey. Power Marketing Research (PMR) designed, developed, and analyzed a 23-question onboard, self-administered survey that was fielded from July 18, 2018, through August 5, 2018. The goal of the project was to address the nine areas prescribed in the FTA Title VI circular (race, color, language spoken at home, household income, travel patterns, fare usage, national origin, and English proficiency). Additional customer information was gathered including trip purpose, trip frequency, internet accessibility, residency, and other demographics. A total of 1,602 surveys were collected.

The overall goals of the project were to measure the following:

- Help DDOT gain an understanding of riders' demographics, travel patterns and preferences, and media use, to improving service planning, marketing and public outreach.

- Assist DDOT in setting reasonable ridership goals, and in better responding to customer's needs.

- Establish DDOT's customer service goals.

- Better understand the fares and passes that riders in different demographic subsets use each day.

- Learn DDOT rider habits including how often they ride, how they travel to a bus stop, destinations, and more.

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

- Learn if riders have access to the internet, and the type of cell phone they use.

- Test potential use of amenities such as WiFi on buses and mobile ticketing.

- Specifically address the Title VI objectives noted above.

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 undisguised—in other words, it was disclosed to participants that DDOT was sponsoring the research.

Training and Data Collection Procedures

Prior to data collection, a training session was held with all data collection staff. Eight surveyors were trained for the data collection responsibilities. The training covered the purpose of the survey, survey goals, process for data collection, incentives, and overall protocol. Once trained, the data collection team was deployed. Team members were assigned specific daily quotas for each route during different times of the day and days of the week (see Appendices for detailed route assignments). Survey quotas for each route were determined based on that route's percentage of the total DDOT ridership. The survey was administered during weekdays (Monday-Friday) and on weekends (Saturday-Sunday). Working in teams of two, staff boarded the DDOT buses and handed out the survey instrument. Once surveys were complete, the instrument was collected and an incentive was handed to the respondent. Members of the data collection team wore a DDOT badge (that had bus pass access) and a vest to identify themself.

In order to ensure that the survey process was as inclusive as possible, a business card-sized handout was developed for non-English speakers. The card directed individuals to call the DDOT Customer Service Center to complete the survey, and provided an email address for any

additional comments. The surveys were also made available in Spanish and Arabic, and riders could use a paper version of either or call DDOT customer service to have the survey read to them via an interpreter. There were no calls to the call center requesting translation. Bilingual (Spanish-speaking and Arabic-speaking) data collection staff were also assigned to several routes (see Data Collection Plan for details).

The Sampling Plan

The overall goal of the project was to obtain an adequate number of survey responses to be able to complete a snapshot analysis of DDOT riders. A sampling plan was developed that reflected this goal and also ensured that there was a representative sample based on route, day of the week, and time of day. DDOT's most recent ridership data was used to create the sampling plan and a final goal of 1,600 completed surveys was set. This includes a slight weighting based on more frequently used routes, as well as a proportional weighting based on day of the week and time of day. Additional Title VI weighting was included and is noted below. The margin of error for the entire DDOT system was for a confidence level of 95% with a margin of error of ±10-30% by route and ±3% for the entire system. Results, as reported, do not include any special weighting as the focus of the project was to obtain a snapshot of the DDOT customer base. The Title VI-focused routes and topics were reviewed for any significant results and are cited where appropriate.

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 23 questions.

Title VI Considerations

The survey instrument was designed in order to address the nine areas prescribed in the FTA Title VI circular (race, color, language spoken at home, household income, travel patterns, fare usage, national origin, and English proficiency). In addition, the survey sample plan was formulated with oversampling on specific bus routes that have stronger minority ridership

according to previous DDOT data as well as Census tract data. These routes are highlighted on the spreadsheet of routes and quotas in the Appendix.

EXECUTIVE SUMMARY

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

Topic	Results
Ridership by Day of the Week	31%-Weekdays 12%-Weekends 57%-Both
Ridership by Time of Day	53%-7 AM-3 PM 35%-After 3 PM 12%-Special Events
Ridership by Number of Days	41%-3-5 Days Per Week 35%-6-7 Days Per Week 11%-1-2 Days Per Week 9%-A Few Times Per Month
Travel Method to Bus Stop (Ingress Method)	54%-Walked 19%-Transferred from DDOT 8%-Transferred from SMART
Travel Method to Final Destination (Egress Method)	56%-Walk 23%-Transfer from DDOT 7%-Bicycle 5%-Transfer from SMART 5%-Get Dropped Off
Payment Method	55%-Cash Base Fare 7%-Cash Fare + XFer 3%-Single Ride Ticket 3%-Senior Cash Fare 3%-Transfer Ticket 3%-DDOT Monthly Pass 3%-Monthly Regional Pass

Topic	Results
Origin of Travel	56%-Home 20%-Work 8%- Errands 6%-Visiting Family/Friends
Travel Purpose	30%-Home 29%-Work 9%-Visiting Family/Friends 6%-Shopping
Gender	52%-Male 48%-Female
Age	27%-26-34 26%-35-54 17%-18-25 17%-55-64 8%-65 and over 5%-13-17
Race or Ethnicity	86%-Black/African American 9%-White /Caucasian 4%-Hispanic/Latino
Residency	88%-Inside the City of Detroit 12%-Outside the City of Detroit
Employment Status	41%-Full-time Worker 27%-Part-time Worker 11%-Retired 12%-Unemployed 6%-Student 3%-Homemaker
Driver's License	47%-Yes 53%-No

Topic	Results
Disability	16%-Yes 84%-No
Number of Household Residents	24%-2 22%-3 20%-1 17%-4 11%-5 6%-6 or more
Annual Income	34%-Under $10,000 24%-$10,000-$14,999 19%-$15,000-$24,999 12%-$25,000-$34,999 7%-$35,000-$49,999 3%-$50,000-$74,999 1%-$75,000-$99,999/$100,000 or more
Primary Language Spoken In the Home	97%-English 2%-Spanish 1%Farsi
English Speaking	98%-English 1%-Spanish
Use of Debit or Credit Card	58%-Yes 42%-No
Internet Access	40%-At Home (High Speed) 34%-Smartphone 17%-Cell Phone (text only) 13%-Library 7%-At Home (Low Speed) 5%-No Regular Access 2%-Internet Cafe

| Topic	Results
Cell Phone Use	77%-A Smartphone 17%-A cell phone without internet access 6%-I do not have a cell phone
Use of Amenities	WiFi on Buses 84%-Yes/16%-No USB Charging Ports on Buses 80%-Yes/20%-No Mobile Ticketing 68%-Yes/32%-No USB Charging Ports at Shelters 74%-Yes/26%-No

Additional Findings

- A little over half, 57% of respondents ride the bus both weekdays and weekends, and most (53%) respondents ride the bus from 7AM-3PM.

- Before boarding the bus, 54% of respondents walked to the stop, and another 56% were planning to walk once they get off the bus to get to their destination. A smaller percentage, 19% transferred from DDOT to get to the stop where they boarded the bus, and 23% were planning to transfer to DDOT to get to their final destination.

- The most frequent riders (6-7 or 3-5 days per week) were riding the bus to work or home.

- The most popular fare choice was Cash at 55%. Another 7% of respondents used Cash and a Transfer, and 3% used each of the following fare types: Single Ride Ticket, Senior Cash Fare, Transfer Ticket, DDOT Monthly Pass, and Monthly Regional Pass.

- Cash fare payers tended to be ages 26-54. As expected, most senior fare payers were 55 and older. Lower income residents (under $14,999) tend to pay cash.

- 41% of respondents were employed full time, and another 27% were employed part time. 11% were retired and 12% were unemployed.

- A majority of respondents (86%) reported their ethnicity as African American, with another 9% as Caucasian, and 4% Hispanic/Latino.

- 97% of respondents speak English in their home, and 2% speak Spanish. 99% reported English as their primary language, with 1% reporting Spanish.

- 88% of respondents live in the City of Detroit.

APPENDIX—RESULTS TABLES AND GRAPHS

1. On which day(s) do you usually ride the bus?		
Weekdays	Weekends	Both
31%	12%	57%

Ridership by Day of the Week
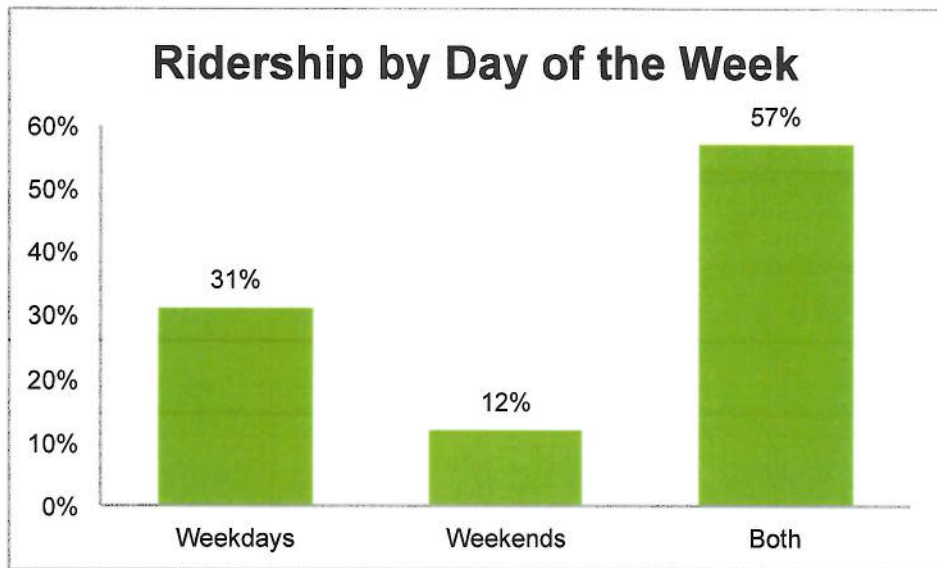
2. When do you usually ride the bus?		
7AM-3PM	**After 3PM**	**Special Events**
53%	35%	12%

Ridership by Time of Day

60%	
50%	53%
40%	35%
30%	
20%	
10%	12%
0%	
	7AM - 3PM After 3PM Special Events

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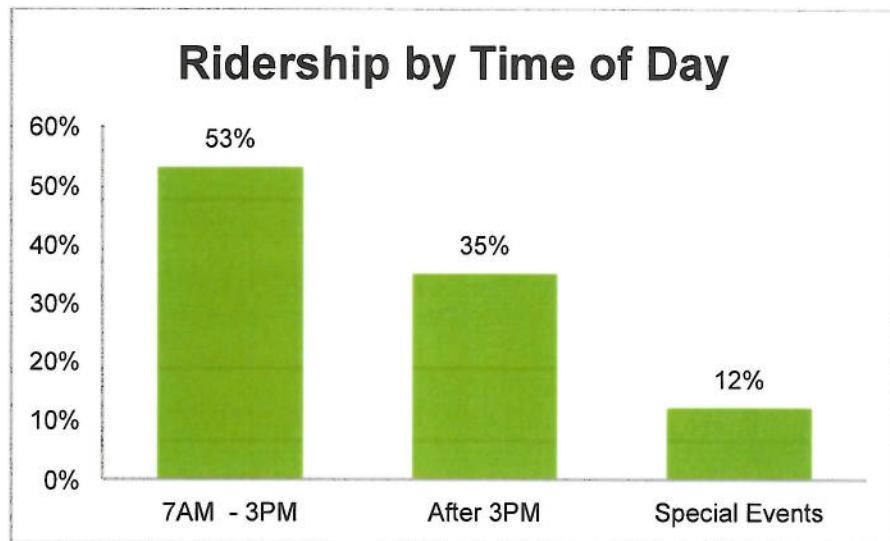
3. How many days per week do you usually ride the bus?				
6-7 Days Per Week	3-5 Days Per Week	1-2 Days Per Week	A Few Times Per Month	A Few Times Per Year
35%	41%	11%	9%	4%

Ridership by Number of Days

	41%				
		35%			
			11%	9%	
					4%
3-5 Days/Week	6-7 Days/Week	1-2 Days/Week	A few times per month	A few times per year	

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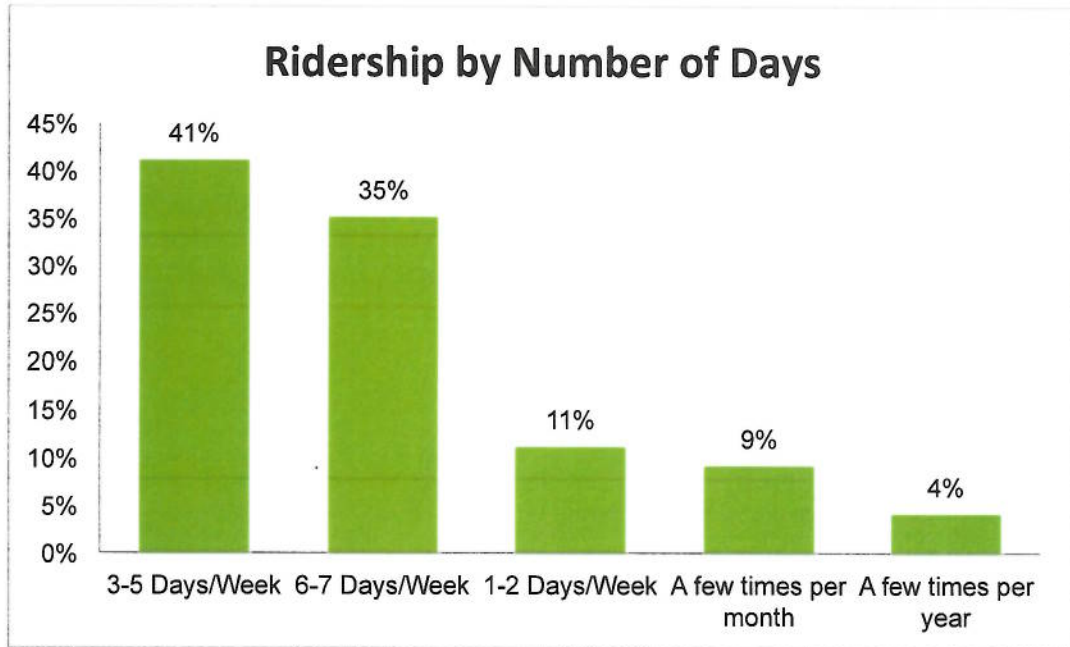
4. How did you get to the stop where you boarded this bus?	
Walked	54%
Transferred from DDOT	19%
Transferred from SMART	8%
Bicycled	6%
Dropped off	9%
Drove and Parked	3%

Ingress Method

Walked Length

.25 miles
< 5 mins
0.5 mi
2
7
10 (3)
15 (2)
1 1/2 blocks (2)
1 block (22)
1 mile (12)
1 min/minutes (8)
1-15 minutes
1-2 min
1-3 blocks
1-3 mins
1.5 miles
1/2 block (5)
1/2 hour
1/2 mile (5)
1/4 block
1/4 mile
10 min/minutes (67)
10 mins or 20
10-15 min
10-15 mins
1000 ft
11 minutes
12 mins
12 mins
15 m
15 miles
15 min/minutes (15)
15-40 min
17 mins
2 blks/blocks (29)
2 hour
2 m

2 mile (4)
2 min/minutes (35)
2 to 4 blocks
2-15 mins
2-3 blocks
2-4 blocks
20 mins
20 feet
20 min/minutes (19)
22 mins
25 min/s (3)
3 1/2 miles
3 blks
3 blocked/blocks (13)
3 miles
3 min/minutes (22)
3-5 min
30 min (5)
30 sec
4 block (7)
4 miles
4 min/minutes (6)
4 to 6 blocks
4-5 mins
45 min (2)
45 mins
5 - mins
5 blocks (3)
5 m
5 min/minutes (57)
5 to 10 minutes
5-10 min
5-10 min
5-10 minutes
50 ft
500 feet
6 min/minutes (9)
6 to 7 blocks

7 blocks (2)
7 min/minutes (9)
7-10 mins
8 mins/minutes (2)
A block (3)
A few blocks
A few feet
A few minutes
Across the street (2)
Across the street
Around corner from home
At my corner
Block (4)
Bus
Cass/10 mins
Couple blocks
Cross street
Down the street (2)
Few blocks (2)
Five min
Half mile
It depends
Less than 5 min (2)
Less then 5 min
Mile (2)
Next to house
No
Not far
Not long / Not that long (5)
Not to far
On time
One block (3)
Only some blocks
Right to the corner
Seven min (2)
Seven min
Six minutes
Ten min

5. How will you get from this bus to your destination?	
Walk	56%
Transfer from DDOT	23%
Bicycle	7%
Transfer from SMART	5%
Get dropped off	5%
Drive and Park	2%
Other	1%

Egress Method

Walked Length

< 5 mins
0-4 mi
0.2 m
0.5 mi
0 (3)
15 (2)
1 blk/block (33)
1 hour (3)
1 mile (7)
1 min/minute (12)
1 sec
1 st.
1-2 mile
1.5 miles
1/2 block (5)
1/2 mile (2)
1/2 min
1/4 mile (3)
1/8th mile
10 feet
10 m
10 min/minutes (51)
100 feet
11 mins
12 min (2)
120 sec
13-40 min
15 m
15 miles
15 min/minutes (17)
2 blocks (18)
2 m
2 mile (5)

2 min/minutes (28)
2 seconds (2)
2 to 4 blocks
2-15 mins
20 min/minutes (12)
25 mins
3 blks/blocks (10)
3 hours (2)
3 miles
3 min/minutes (15)
3 to 5 min
3-5 minutes
30 ft.
30 min (4)
35 mins
4 1/2 miles
4 blocks (4)
4-5 mins
45 min
5 blocks (3)
5 min/minutes (52)
5 to 10 minutes
5-10 min (3)
5-7 mins
6 blks/blocks (4)
6 min/minutes (4)
7 blocks
7 min/minutes (3)
7-10 mins
8 mins/minutes (6)
8-10 mins
9 blocks (2)
9 blocks

9 mins
A block (3)
A couple of blocks
A few blocks (2)
A few minutes
A half mile
Across street/ Across the street (3)
Block (2)
Couple blocks
Cross street
Depends (2)
Few blocks (3)
Few blocks
Few feet
Five min
Five minutes
Four blocks
Half mile
Less than a 1/2 mile
Like about 3 blocks
Maybe 10 min
Mile (2)
Not far (2)
Not long (4)
One block
Or walk
Seconds
Steps
To the door
Two blocks
Two min
Varies
Walk (2)
Walk 500 ft

Other Responses:

1 miles
Get picked up
It depends
Jog
Lyft or Mogo
Or transfer to Smart
Picked up (2)

Scooter from MLK & Woodard than from VA hospital
Skateboard
Transfer to another bus
Transfer to Smart (2)
Walked
Wheelchair

6. How did you pay for your fare today?	
Cash Base Fare	55%
Cash Fare + XFer	7%
Single Ride Ticket	3%
Senior Cash Fare	3%
Transfer Ticket	3%
DDOT Monthly Pass	3%
Monthly Regional Pass	3%
SMART Top Up	2%
2 Ride, 2 Transfer Ticket	2%
Student ID Card	2%
Weekly Card	2%
DDOT Bi-Weekly	2%
Monthly Senior Pass	2%
Monthly Regional Plus Pass	2%
Senior Transfer	1%
$10 Value Card	1%
Disabled Cash Fare	1%
Student Single Ride Ticket	1%
Medicare Cash Fare	1%
Medicare Transfer	1%
DDOT 7 Day Pass	1%
Student Cash Fare	1%
DDOT 5 Day Pass	1%
Monthly Disabled Pass	1%
Disabled Transfer	< 1%
Student Transfer	< 1%
Student Semester Pass	< 1%

Fare Type

Fare Type	Percentage
Monthly Disabled Pass	1%
DDOT 5 Day Pass	1%
Student Cash Fare	1%
DDOT 7 Day Pass	1%
Medicare Transfer	1%
Medicare Cash Fare	1%
Student Single Ride Ticket	1%
Disabled Cash Fare	1%
$10 Value Card	1%
Senior Transfer	1%
Monthly Regional Plus Pass	2%
Monthly Senior Pass	2%
DDOT Bi-Weekly	2%
Weekly Card	2%
Student ID Card	2%
2 Ride, 2 Transfer Ticket	2%
SMART Top Up	2%
Monthly Regional Pass	3%
DDOT Monthly Pass	3%
Transfer Ticket	3%
Senior Cash Fare	3%
Single Ride Ticket	3%
Cash Fare + XFer	7%
Cash Base Fare	55%

7. Where are you coming from?	
Home	56%
Work	20%
Errands	8%
Visiting Family/Friends	6%
Shopping	3%
Doctor/Dentist	3%
Entertainment	2%
School/College	1%
Other	1%

Origin of Travel
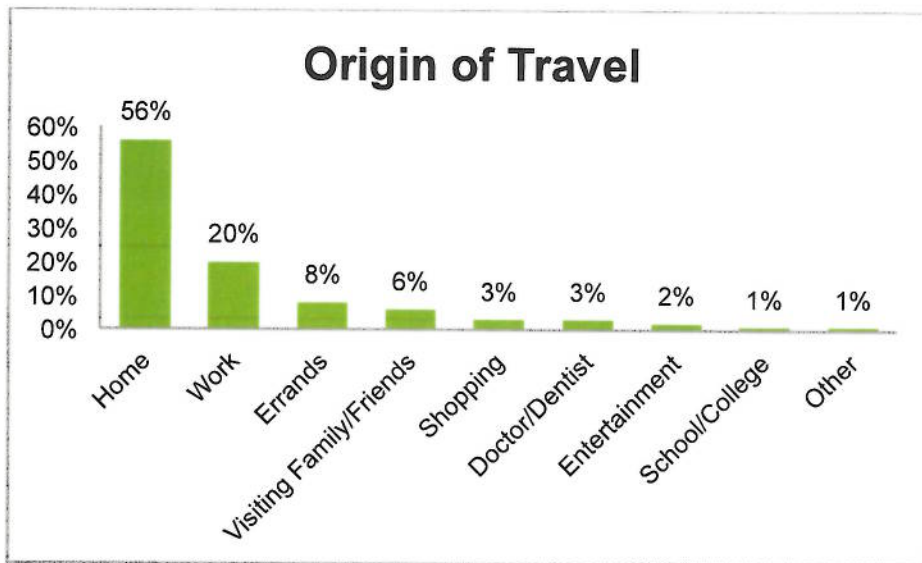
School/College:

- Wayne State (4)
- WCCC/ Wayne County Community College (5)
- Advance Technology Academy
- Cass Tech
- Covenant
- Henry Ford
- VA

Other Responses:

- Church (5)
- FOC
- Greektown
- Job interview

8. Where are you going on this trip?	
Home	30%
Work	29%
Errands	12%
Visiting Family/Friends	9%
Shopping	6%
Doctor/Dentist	5%
Entertainment	5%
School/College	2%
Other	1%

Travel Purpose

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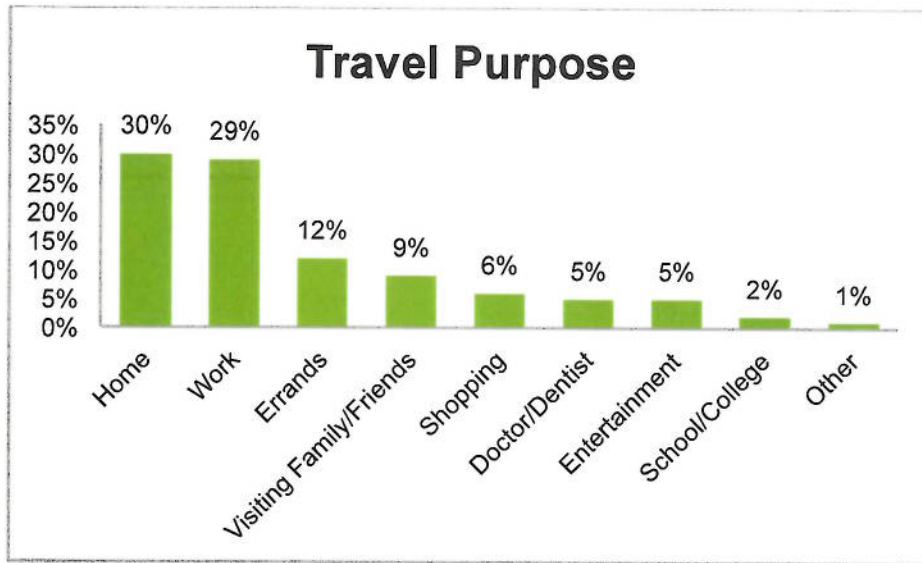
School/College:

- Wayne State University (7)
- WCCC/ Wayne County Community College (4)
- Central High School
- MRFSDC to volunteer in the neighborhood
- Henry Ford

- Michigan Barber School
- U of D
- U of D Jesuit
- Wayne County
- WCS

Other Responses:

- Church (5)
- Childcare
- Dining
- Errands
- Events
- Friend house
- Going to eat
- Got a ride there
- IHOP
- Interview
- Job hunting
- Job interview

- Job search
- Library
- Library Job Search
- Methadone Clinic
- Nursing home to visit mother
- Out to eat
- Secretary of State
- Several other stops
- Soup kitchen
- VA
- VFW Hall, Joe Louis

9. What is your gender?	
Male	52%
Female	48%
Prefer to Self-Describe	1%
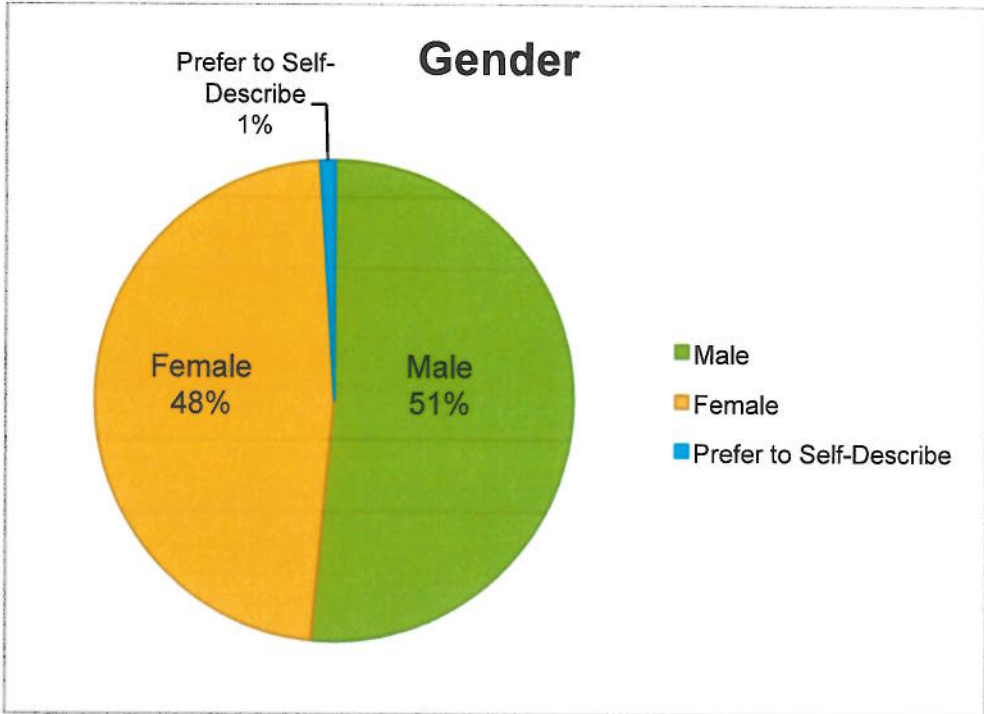
Other Responses:

- Single mother
- A nice beautiful woman
- Senior
- Both

10. How Old Are You?	
13-17	5%
18-25	17%
26-34	27%
35-54	26%
55-64	17%
65 and over	8%

Age
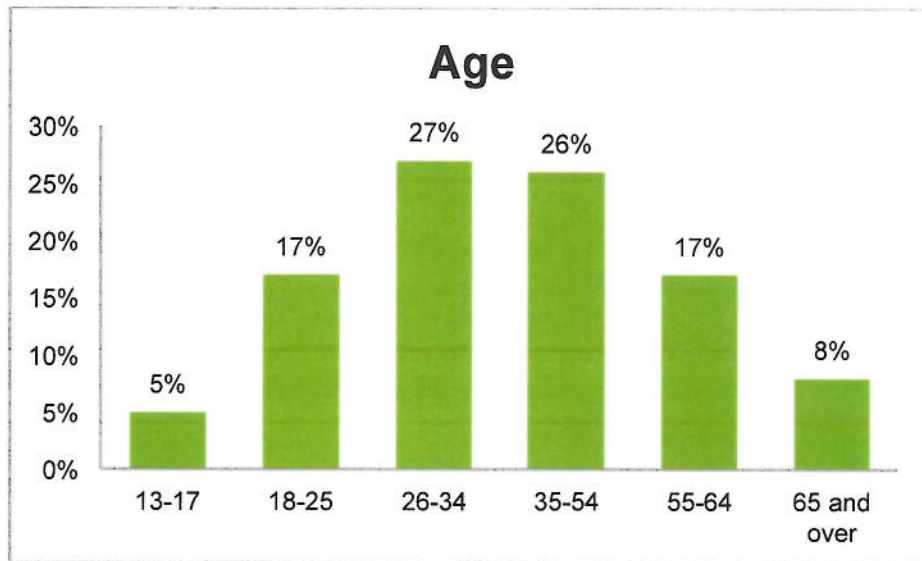
11. Race or Ethnicity	
Black or African American	86%
White /Caucasian	9%
Hispanic/Latino	4%
Asian	1%
Native Hawaiian or Pacific Islander	1%
Native American or Alaska Native	1%
Other	1%

Race or Ethnicity
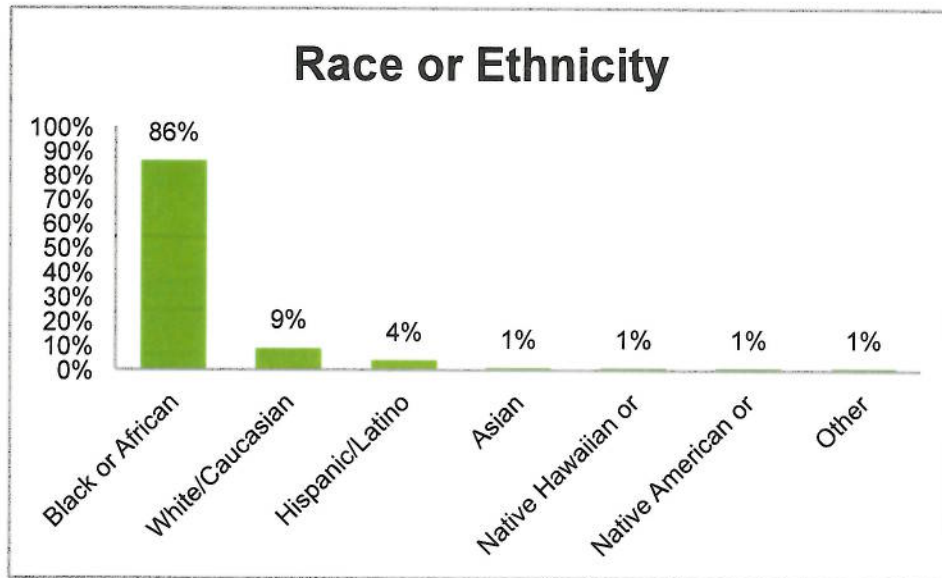
Other Responses:

- Mixed (2)
- Arabic
- Armenian
- Asian-Indian
- Asiatic

- Biracial
- Cherokee
- Farsi
- Human
- Indian
- Italian
- Moorish

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12. Where do you live?	
In City of Detroit	Outside City of Detroit
88%	12%

Residency
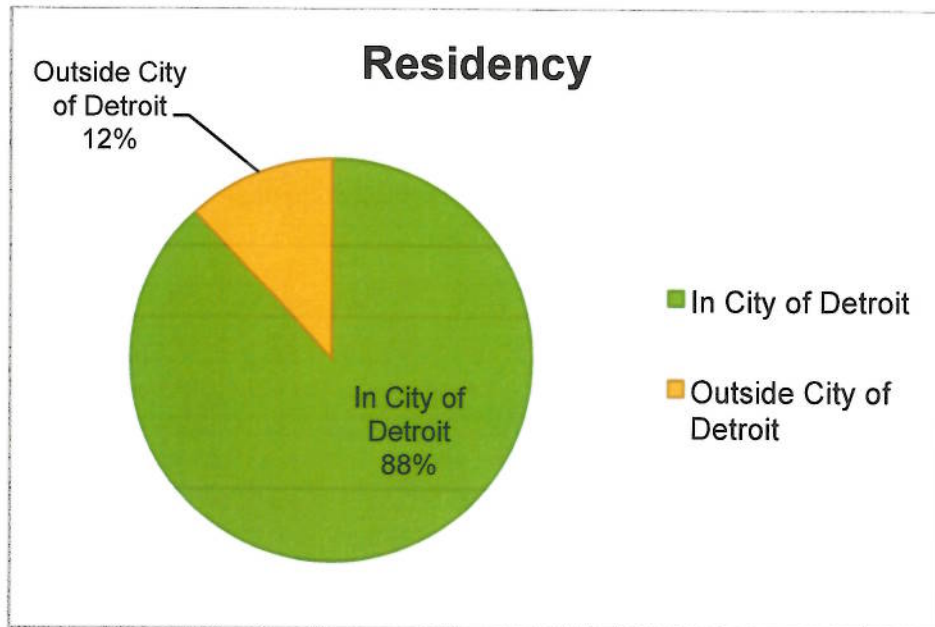
Zip Code Outside City of Detroit

40204	48187	48226 (3)
43077	48195	48227 (19)
44721	48201 (16)	48228 (13)
45214	48202 (7)	48229
48036	48203 (19)	48230
48047	48204 (8)	48233
48066 (3)	48205 (17)	48234 (14)
48073	48206 (8)	48235 (14)
48075	48207 (21)	48236
48076	48208 (14)	48238 (7)
48080	48209 (4)	48239
48088	48210 (4)	48254
48089 (2)	48211 (5)	48270
48092	48212 (7)	48271
48105	48213 (11)	48277
48120	48214 (10)	48308
48122	48215 (5)	48310
48126	48216 (9)	48402
48127 (2)	48217 (2)	48704
48128	48219 (6)	48710
48141	48220 (3)	48719
48160	48221 (5)	48777
48172 (2)	48222	48809
48184	48223 (3)	60431
48185	48224 (15)	60435
	48225	90207
		90250
		98214

13. What is your employment status?	
Full Time	41%
Part Time	27%
Retired	11%
Unemployed	12%
Homemaker	3%
Student	6%

Employment Status

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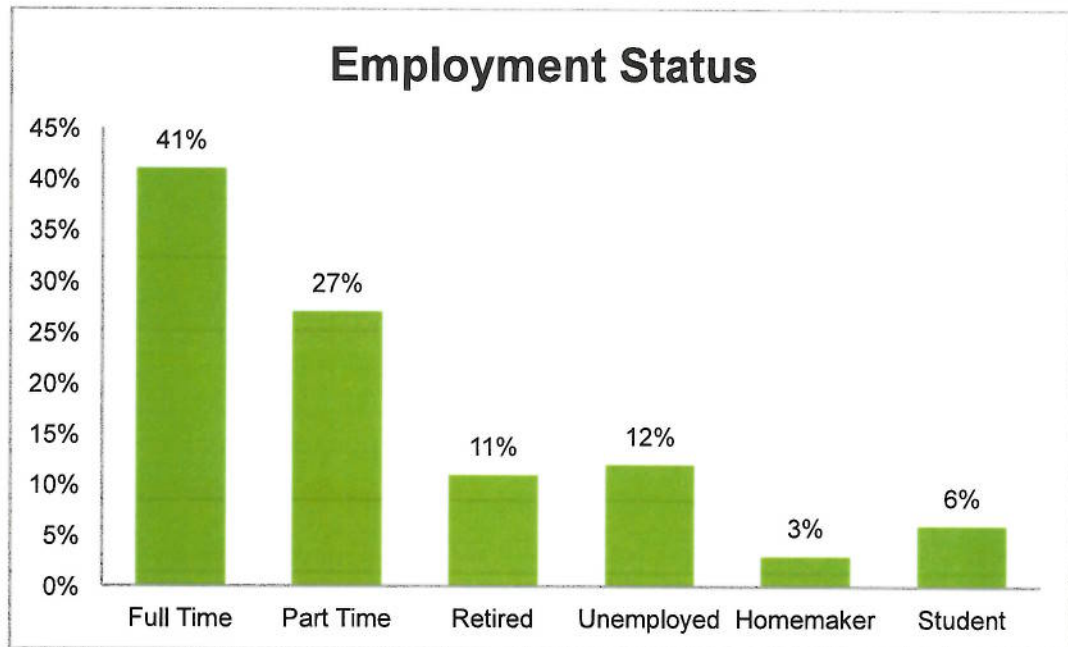
14. Do you have a driver's license?	
Yes	No
47%	53%

Driver's License
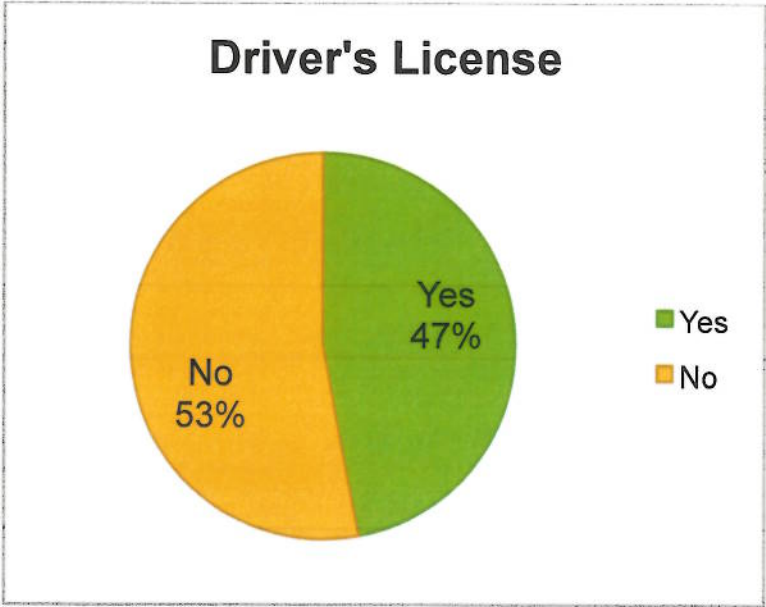
15. Do you have a disability that limits your mobility?	
Yes	No
16%	84%

Disability
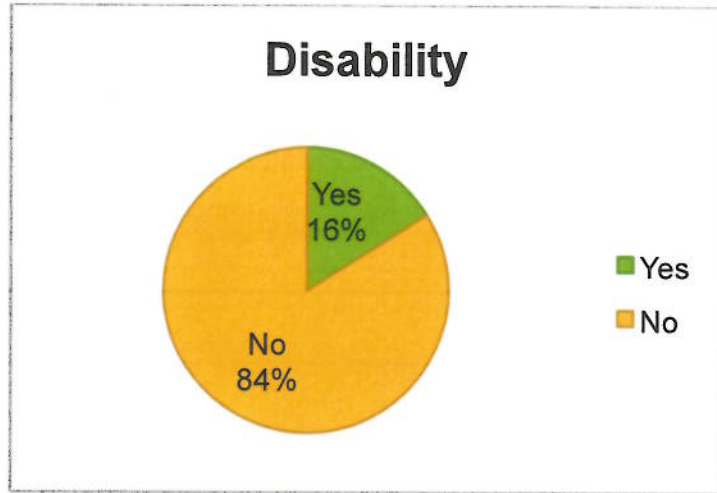
16. How many people currently live in your household?	
1	20%
2	24%
3	22%
4	17%
5	11%
6+	6%

Number of Household Residents

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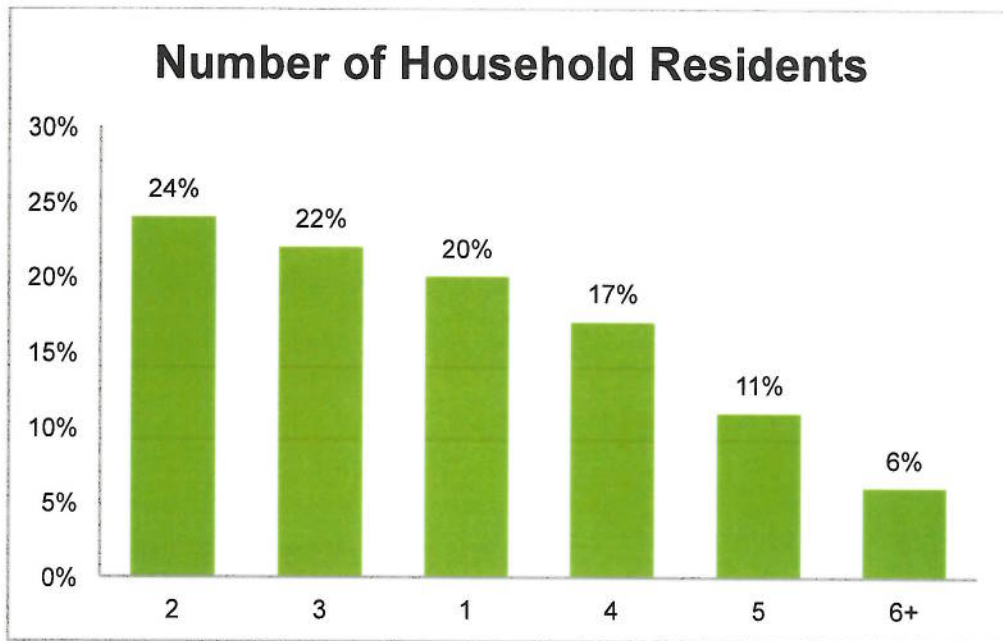
17. What was your total household income in 2017 before taxes?	
Under $10,000	34%
$10,000-$14,999	24%
$15,000-$24,999	19%
$25,000-$34,999	12%
$35,000-$49,999	7%
$50,000-$74,999	3%
$75,000-$99,999	1%
Over $100,000	1%
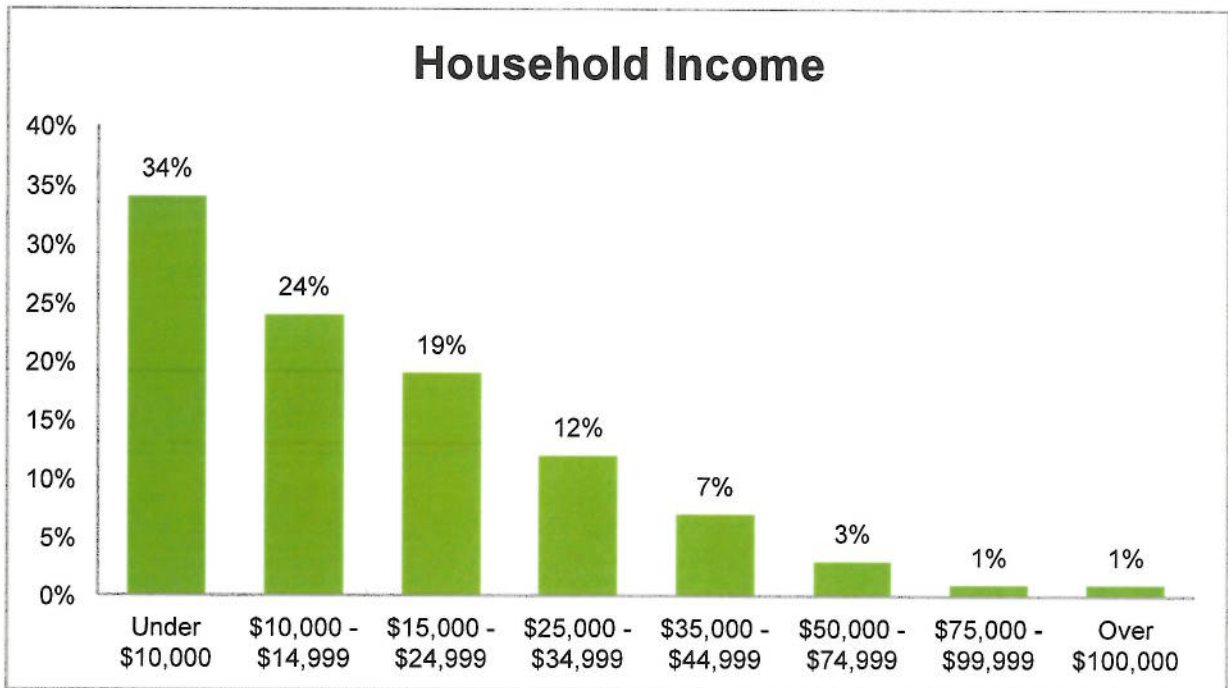
Household Income

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18. What is the primary language spoken in your home?			
English	Spanish	Farsi	Persian (other than Farsi)
97%	2%	1%	0%

Language Spoken in Home

Farsi 1%

Spanish 2%

English 97%

- English
- Spanish
- Farsi
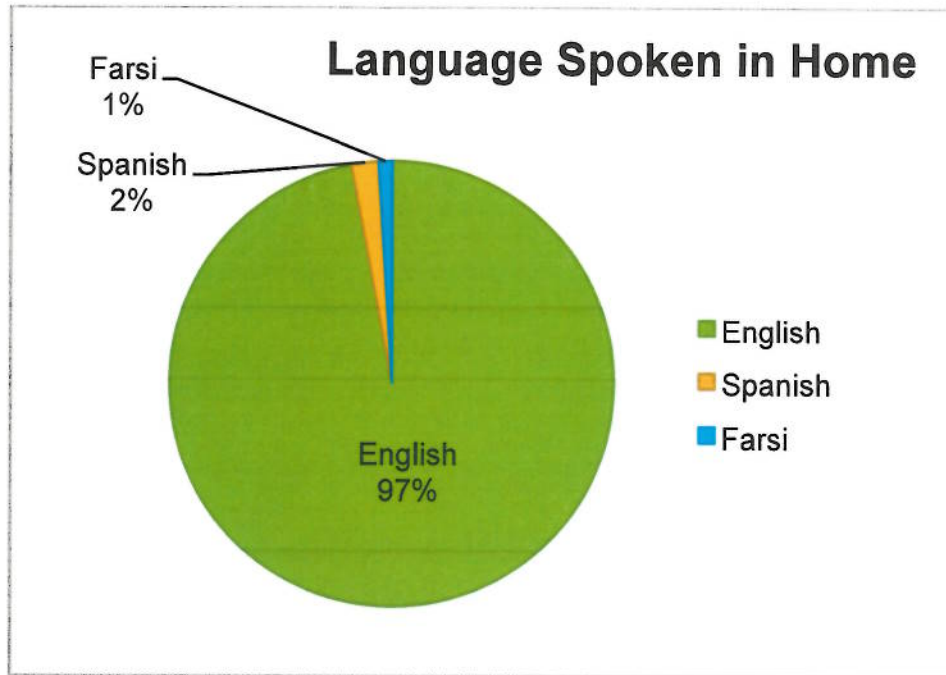
Other Responses:

- Arabic (3)
- German
- Slang

19. Do you speak English?	
Yes	No
99%	1%
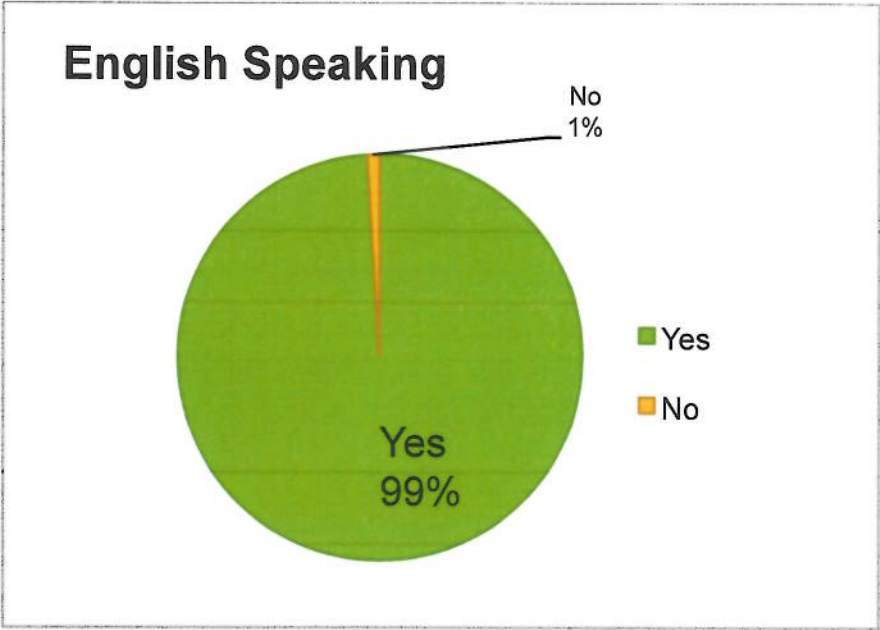
English Speaking

No
1%

Yes
99%

- Yes
- No

20. Do you use a debit or credit card?	
Yes	No
58%	42%

Use of Debit or Credit Card
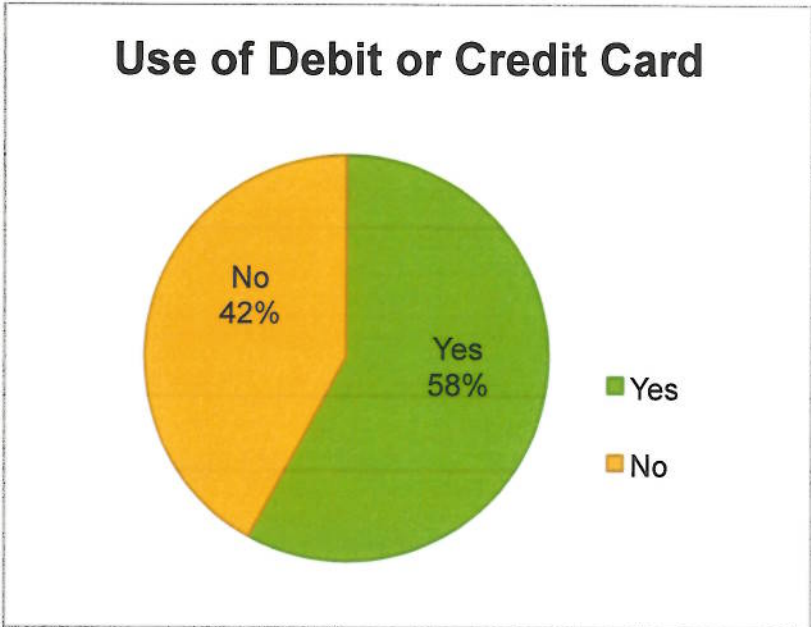
21. How do you get access to the Internet?	
At Home (High Speed)	40%
At Home (Low Speed)	7%
Cell Phone (text only)	17%
Library	13%
Smartphone	34%
Internet Cafe	2%
No Regular Access	5%
Other	3%
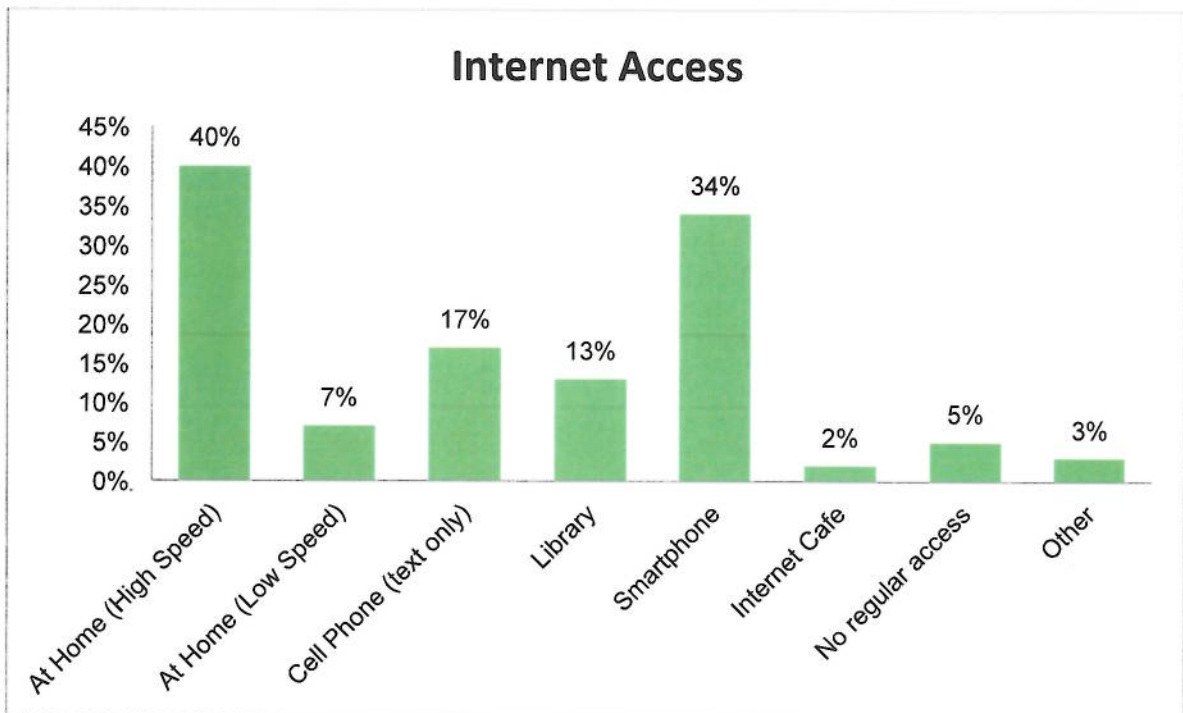
Internet Access

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22. Do you use:		
A Smartphone	A cell phone without internet access	I do not have a cell phone
77%	17%	6%

Cell Phone Use

I do not have a cell phone
6%

A cell phone without internet access
17%

A Smart phone
77%

- A Smart phone
- A cell phone without internet access
- I do not have a cell phone
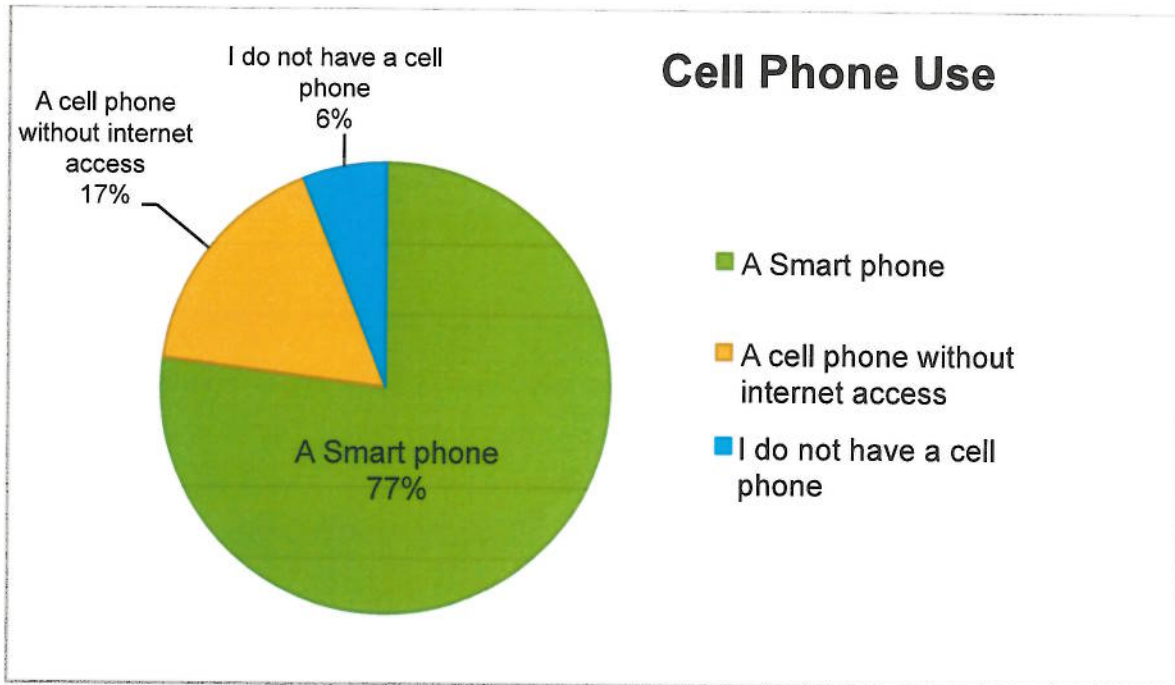
23. If the following amenities were available, would you use them?	YES	NO
WiFi on Buses	84%	16%
USB Charging Ports on Buses	80%	20%
Mobile Ticketing	68%	32%
USB Charging Ports at Shelters	74%	26%

Use of Amenities
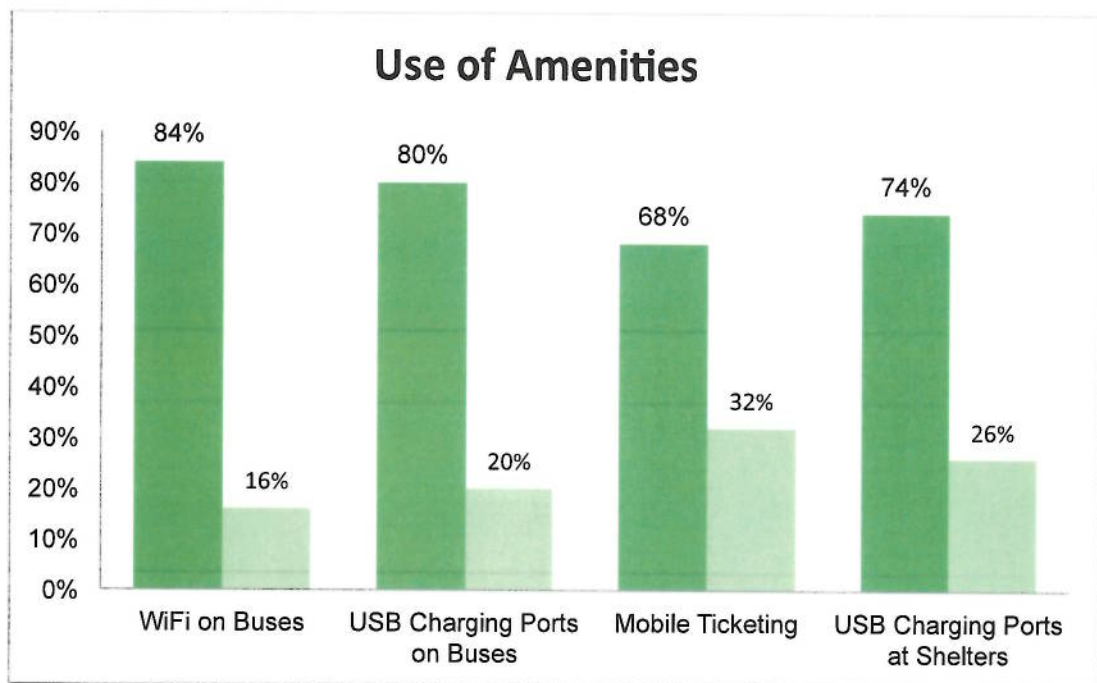
CROSS TABULATIONS

	3. How many days per week do you usually ride the bus? 6. How did you pay for your fare today?				
	6-7 Days/Week	3-5 Days/Week	1-2 Days/Week	A few times per month	A few times per year
Cash Base Fare	53%	57%	57%	58%	47%
Cash Fare + XFer	9%	6%	4%	5%	5%
SMART Top Up	2%	0%	2%	4%	8%
Single Ride Ticket	3%	3%	3%	7%	3%
Senior Cash Fare	2%	3%	4%	5%	3%
Senior Transfer	1%	1%	3%	1%	0%
$10 Value Card	1%	1%	2%	1%	0%
Transfer Ticket	2%	4%	1%	0%	2%
Disabled Cash Fare	1%	1%	0%	1%	0%
Disabled Transfer	0%	0%	0%	0%	0%
DDOT Monthly Pass	4%	3%	4%	2%	2%
Student Single Ride Ticket	1%	1%	1%	0%	2%
Medicare Cash Fare	0%	1%	3%	1%	2%
Medicare Transfer	0%	0%	2%	0%	0%
DDOT 7 Day Pass	1%	1%	1%	1%	0%
2 Ride, 2 Transfer Ticket	2%	4%	2%	0%	2%
Student Cash Fare	1%	1%	1%	1%	0%
Student Transfer	1%	0%	0%	1%	0%
Student ID Card	1%	3%	0%	1%	2%
Student Semester Pass	0%	0%	0%	0%	0%
Weekly Card	1%	1%	2%	1%	5%
DDOT 5 Day Pass	1%	1%	1%	1%	0%
DDOT Bi-Weekly	3%	2%	1%	1%	2%
Monthly Regional Pass	5%	2%	1%	2%	2%
Monthly Disabled Pass	1%	0%	1%	1%	0%
Monthly Senior Pass	1%	0%	5%	4%	16%
Monthly Regional Plus Pass	3%	1%	0%	0%	2%

	6-7 Days/Week	3-5 Days/Week	1-2 Days/Week	A few times per month	A few times per year
3. How many days per week do you usually ride the bus?					
8. Where are you going on this trip?					
Home	24%	29%	42%	34%	44%
Work	37%	31%	18%	11%	8%
Shopping	5%	7%	6%	4%	3%
Errands	15%	9%	14%	12%	13%
Doctor/Dentist	4%	6%	5%	9%	10%
Visiting Family/Friends	7%	11%	10%	11%	7%
Entertainment	3%	4%	3%	16%	15%
School/College	3%	3%	0%	3%	0%
Other	2%	1%	2%	1%	0%

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	6. How did you pay for your fare today? 10. How Old Are You?					
	13-17	18-25	26-34	35-54	55-64	65 and over
Cash Base Fare	4%	19%	30%	27%	16%	4%
Cash Fare + XFer	3%	19%	32%	37%	4%	6%
SMART Top Up	0%	19%	30%	22%	15%	15%
Single Ride Ticket	2%	20%	31%	33%	10%	4%
Senior Cash Fare	0%	0%	0%	6%	31%	63%
Senior Transfer	0%	0%	0%	12%	18%	71%
$10 Value Card	0%	20%	27%	40%	13%	0%
Transfer Ticket	5%	20%	33%	35%	3%	5%
Disabled Cash Fare	0%	0%	7%	33%	47%	13%
Disabled Transfer	0%	0%	0%	20%	40%	40%
DDOT Monthly Pass	4%	19%	22%	22%	31%	2%
Student Single Ride Ticket	54%	31%	8%	8%	0%	0%
Medicare Cash Fare	0%	0%	0%	40%	40%	20%
Medicare Transfer	0%	0%	0%	50%	13%	38%
DDOT 7 Day Pass	14%	0%	14%	43%	29%	0%
2 Ride, 2 Transfer Ticket	3%	13%	44%	21%	15%	5%
Student Cash Fare	57%	21%	14%	7%	0%	0%
Student Transfer	17%	83%	0%	0%	0%	0%
Student ID Card	54%	38%	4%	0%	0%	4%
Student Semester Pass	50%	0%	50%	0%	0%	0%
Weekly Card	0%	25%	29%	21%	17%	8%
DDOT 5 Day Pass	18%	18%	9%	45%	9%	0%
DDOT Bi-Weekly	0%	6%	48%	21%	21%	3%
Monthly Regional Pass	0%	17%	30%	26%	24%	2%
Monthly Disabled Pass	0%	0%	0%	36%	57%	7%
Monthly Senior Pass	0%	3%	0%	6%	48%	42%
Monthly Regional Plus Pass	0%	4%	32%	44%	12%	8%

	Black or African American	White/ Caucasian	Hispanic /Latino	Asian	Native Hawaiian or Pacific Islander	Native American or Alaska native	Other
Cash Base Fare	87%	9%	3%	1%	1%	1%	1%
Cash Fare + XFer	86%	8%	2%	2%	1%	2%	3%
SMART Top Up	74%	11%	4%	4%	4%	4%	0%
Single Ride Ticket	78%	8%	6%	2%	0%	2%	4%
Senior Cash Fare	83%	15%	0%	2%	0%	0%	0%
Senior Transfer	88%	12%	0%	0%	0%	0%	0%
$10 Value Card	73%	27%	0%	0%	0%	0%	0%
Transfer Ticket	83%	10%	10%	0%	0%	0%	0%
Disabled Cash Fare	100%	0%	0%	0%	0%	0%	0%
Disabled Transfer	80%	20%	0%	0%	0%	0%	0%
DDOT Monthly Pass	85%	8%	2%	2%	2%	4%	4%
Student Single Ride Ticket	85%	0%	8%	0%	0%	15%	8%
Medicare Cash Fare	86%	7%	7%	0%	0%	0%	0%
Medicare Transfer	88%	13%	0%	0%	0%	0%	0%
DDOT 7 Day Pass	71%	14%	7%	21%	0%	0%	0%
2 Ride, 2 Transfer Ticket	87%	11%	3%	0%	0%	0%	0%
Student Cash Fare	85%	15%	0%	0%	0%	0%	0%
Student Transfer	71%	29%	0%	0%	0%	0%	0%
Student ID Card	88%	8%	4%	0%	0%	0%	0%
Student Semester Pass	100%	0%	0%	0%	0%	0%	0%
Weekly Card	88%	0%	12%	0%	0%	0%	0%
DDOT 5 Day Pass	100%	0%	0%	0%	0%	0%	0%
DDOT Bi-Weekly	94%	6%	6%	0%	3%	0%	0%
Monthly Regional Pass	83%	11%	2%	2%	2%	4%	0%
Monthly Disabled Pass	100%	0%	0%	0%	0%	0%	0%
Monthly Senior Pass	88%	3%	9%	0%	0%	0%	0%
Monthly Regional Plus Pass	80%	12%	8%	0%	0%	0%	0%

	6. How did you pay for your fare today? 12. Where do you live?	
	In City of Detroit	**Outside City of Detroit**
Cash Base Fare	89%	11%
Cash Fare + XFer	88%	12%
SMART Top Up	79%	21%
Single Ride Ticket	84%	16%
Senior Cash Fare	91%	9%
Senior Transfer	100%	0%
$10 Value Card	73%	27%
Transfer Ticket	61%	39%
Disabled Cash Fare	86%	14%
Disabled Transfer	80%	20%
DDOT Monthly Pass	88%	12%
Student Single Ride Ticket	100%	0%
Medicare Cash Fare	93%	7%
Medicare Transfer	88%	13%
DDOT 7 Day Pass	83%	17%
2 Ride, 2 Transfer Ticket	92%	8%
Student Cash Fare	85%	15%
Student Transfer	86%	14%
Student ID Card	92%	8%
Student Semester Pass	100%	0%
Weekly Card	100%	0%
DDOT 5 Day Pass	100%	0%
DDOT Bi-Weekly	100%	0%
Monthly Regional Pass	88%	12%
Monthly Disabled Pass	100%	0%
Monthly Senior Pass	94%	6%
Monthly Regional Plus Pass	72%	28%

6. How did you pay for your fare today?

17. What was your total household income in 2017 before taxes?

	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
Cash Base Fare	36%	25%	16%	12%	6%	3%	1%	1%
Cash Fare + XFer	32%	25%	14%	11%	15%	1%	1%	0%
SMART Top Up	9%	26%	35%	9%	9%	4%	9%	0%
Single Ride Ticket	39%	24%	17%	11%	2%	4%	0%	2%
Senior Cash Fare	9%	21%	37%	21%	9%	2%	0%	0%
Senior Transfer	18%	12%	47%	6%	6%	6%	6%	0%
$10 Value Card	33%	20%	20%	13%	13%	0%	0%	0%
Transfer Ticket	33%	13%	20%	23%	13%	0%	0%	0%
Disabled Cash Fare	47%	33%	13%	7%	0%	0%	0%	0%
Disabled Transfer	75%	0%	25%	0%	0%	0%	0%	0%
DDOT Monthly Pass	24%	29%	24%	8%	8%	4%	2%	0%
Student Single Ride Ticket	55%	18%	0%	27%	0%	0%	0%	0%
Medicare Cash Fare	45%	9%	9%	27%	9%	0%	0%	0%
Medicare Transfer	43%	0%	43%	14%	0%	0%	0%	0%
DDOT 7 Day Pass	31%	23%	15%	8%	15%	8%	0%	0%
2 Ride, 2 Transfer Ticket	59%	13%	18%	8%	0%	3%	0%	0%
Student Cash Fare	31%	0%	0%	46%	8%	8%	8%	0%
Student Transfer	33%	17%	33%	0%	17%	0%	0%	0%
Student ID Card	48%	14%	19%	10%	5%	5%	0%	0%
Student Semester Pass	100%	0%	0%	0%	0%	0%	0%	0%
Weekly Card	17%	39%	22%	4%	4%	9%	0%	4%
DDOT 5 Day Pass	22%	44%	22%	11%	0%	0%	0%	0%

DDOT Bi-Weekly	15%	29%	32%	12%	9%	3%	0%	0%
Monthly Regional Pass	34%	29%	20%	12%	2%	2%	0%	0%
Monthly Disabled Pass	43%	43%	0%	0%	7%	7%	0%	0%
Monthly Senior Pass	19%	29%	39%	6%	0%	6%	0%	0%
Monthly Regional Plus Pass	21%	21%	25%	21%	0%	4%	4%	4%

				Persian (Other than Farsi)	
6. How did you pay for your fare today? **18. What is the primary language spoken in your home?**					
	English	**Spanish**	**Farsi**	**Farsi**	**Other**
Cash Base Fare	97%	2%	0%	0%	1%
Cash Fare + XFer	95%	3%	0%	0%	2%
SMART Top Up	93%	4%	4%	0%	0%
Single Ride Ticket	94%	4%	2%	0%	0%
Senior Cash Fare	98%	2%	0%	0%	0%
Senior Transfer	100%	0%	0%	0%	0%
$10 Value Card	100%	0%	0%	0%	0%
Transfer Ticket	97%	3%	0%	0%	0%
Disabled Cash Fare	100%	0%	0%	0%	0%
Disabled Transfer	80%	20%	0%	0%	0%
DDOT Monthly Pass	100%	0%	0%	0%	0%
Student Single Ride Ticket	100%	0%	0%	0%	0%
Medicare Cash Fare	93%	7%	0%	0%	0%
Medicare Transfer	88%	0%	13%	0%	0%
DDOT 7 Day Pass	83%	0%	8%	8%	0%
2 Ride, 2 Transfer Ticket	100%	0%	0%	0%	0%
Student Cash Fare	100%	0%	0%	0%	0%
Student Transfer	100%	0%	0%	0%	0%
Student ID Card	100%	0%	0%	0%	0%
Student Semester Pass	100%	0%	0%	0%	0%
Weekly Card	96%	4%	0%	0%	0%
DDOT 5 Day Pass	100%	0%	0%	0%	0%
DDOT Bi-Weekly	97%	3%	0%	0%	0%
Monthly Regional Pass	100%	0%	0%	0%	0%
Monthly Disabled Pass	100%	0%	0%	0%	0%
Monthly Senior Pass	97%	3%	0%	0%	0%
Monthly Regional Plus Pass	100%	0%	0%	0%	0%

	Yes	No
6. How did you pay for your fare today?		
19. Do you speak English?		
Cash Base Fare	99%	1%
Cash Fare + XFer	98%	2%
SMART Top Up	96%	4%
Single Ride Ticket	100%	0%
Senior Cash Fare	100%	0%
Senior Transfer	100%	0%
$10 Value Card	100%	0%
Transfer Ticket	97%	3%
Disabled Cash Fare	100%	0%
Disabled Transfer	100%	0%
DDOT Monthly Pass	98%	2%
Student Single Ride Ticket	100%	0%
Medicare Cash Fare	93%	7%
Medicare Transfer	100%	0%
DDOT 7 Day Pass	100%	0%
2 Ride, 2 Transfer Ticket	100%	0%
Student Cash Fare	100%	0%
Student Transfer	75%	25%
Student ID Card	100%	0%
Student Semester Pass	100%	0%
Weekly Card	96%	4%
DDOT 5 Day Pass	100%	0%
DDOT Bi-Weekly	100%	0%
Monthly Regional Pass	100%	0%
Monthly Disabled Pass	100%	0%
Monthly Senior Pass	94%	6%
Monthly Regional Plus Pass	100%	0%

	Yes	No
6. How did you pay for your fare today?		
20. Do you use a debit or credit card?		
Cash Base Fare	56%	44%
Cash Fare + XFer	69%	31%
SMART Top Up	64%	36%
Single Ride Ticket	57%	43%
Senior Cash Fare	67%	33%
Senior Transfer	40%	60%
$10 Value Card	93%	7%
Transfer Ticket	68%	32%
Disabled Cash Fare	62%	38%
Disabled Transfer	20%	80%
DDOT Monthly Pass	63%	38%
Student Single Ride Ticket	50%	50%
Medicare Cash Fare	69%	31%
Medicare Transfer	75%	25%
DDOT 7 Day Pass	73%	27%
2 Ride, 2 Transfer Ticket	33%	67%
Student Cash Fare	38%	62%
Student Transfer	75%	25%
Student ID Card	48%	52%
Student Semester Pass	0%	100%
Weekly Card	38%	63%
DDOT 5 Day Pass	50%	50%
DDOT Bi-Weekly	58%	42%
Monthly Regional Pass	75%	25%
Monthly Disabled Pass	79%	21%
Monthly Senior Pass	57%	43%
Monthly Regional Plus Pass	59%	41%

10. How Old Are You?						
11. Race or Ethnicity						
	13-17	18-25	26-34	35-54	66-64	65 and over
Black or African American	94%	83%	84%	85%	87%	84%
White/Caucasian	3%	10%	9%	10%	7%	10%
Hispanic/Latino	5%	4%	4%	3%	2%	2%
Asian	1%	1%	1%	1%	1%	2%
Native Hawaiian or Pacific Islander	-	1%	1%	-	-	1%
Native American or Alaska native	3%	2%	1%	-	1%	-
Other	1%	1%	2%	1%	-	-

10. How Old Are You?						
13. What is your employment status?						
	13-17	18-25	26-34	35-54	55-64	65 and over
Full Time	13%	36%	53%	55%	25%	11%
Part Time	34%	33%	31%	26%	25%	9%
Retired	-	2%	1%	4%	26%	59%
Unemployed	5%	11%	10%	11%	18%	9%
Homemaker	-	-	2%	2%	5%	12%
Student	47%	17%	3%	2%	-	-

	Black or African American	White/ Caucasian	Hispanic/ Latino	Asian	Native Hawaiian or Pacific Islander	Native American or Alaska native	Other
11. Race or Ethnicity							
18. What is the primary language spoken in your home?							
English	99%	96%	75%	71%	90%	95%	74%
Spanish	1%	3%	25%	14%	-	-	-
Farsi	-	-	-	7%	10%	-	11%
Persian (Other than Farsi)	-	-	-	7%	-	-	-
Other	-	1%	-	-	-	5%	16%

	In City of Detroit	Outside City of Detroit
12. Where do you live?		
8. Where are you going on this trip?		
Home	30%	28%
Work	29%	24%
Shopping	6%	4%
Errands	12%	11%
Doctor/Dentist	5%	7%
Visiting Family/Friends	9%	12%
Entertainment	4%	11%
School/College	2%	2%
Other	2%	1%

20. Do you use a debit or credit card? 10. How Old Are You?		
	Use a Debit or Credit Card	Do Not Use a Debit or Credit Card
13-17	3%	9%
18-25	18%	17%
26-34	28%	25%
35-54	29%	25%
55-64	15%	17%
65 and over	8%	8%

22. Do you use: 10. How Old Are You?			
	A Smartphone	A cell phone without internet access	I do not have a cell phone
13-17	6%	3%	2%
18-25	20%	8%	6%
26-34	30%	16%	16%
35-54	26%	27%	22%
55-64	13%	30%	38%
65 and over	5%	16%	16%

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2018 Detroit Department of Transportation Rider Survey

Tell Us About Your Trip

1. On which day(s) do you usually ride the bus?
☐ Weekdays ☐ Weekends ☐ Both

2. When do you usually ride the bus?
☐ 7AM – 3PM ☐ After 3PM ☐ Special Events

3. How many days per week do you usually ride the bus?
☐ 6-7 Days/Week ☐ 3-5 Days/Week
☐ 1-2 Days/Week ☐ A few times per month
☐ A few times per year

4. How did you get to the stop where you boarded this bus?
☐ Walked ➔ How Long? _____
☐ Transferred from DDOT ☐ Bicycled
☐ Transferred from SMART ☐ Dropped Off
☐ Drove and Parked
☐ Other: _____

5. How will you get from this bus to your destination?
☐ Walk How Long? _____ ➔
☐ Transfer from DDOT ☐ Bicycle
☐ Transfer from SMART ☐ Get Dropped Off
☐ Drive and Park
☐ Other: _____

6. How did you pay for your fare today?

☐ Cash Base Fare ☐ Cash Fare + XFer ☐ SMART Top Up ☐ Single Ride Ticket
☐ Senior Cash Fare ☐ Senior Transfer ☐ $10 Value Card ☐ Transfer Ticket
☐ Disabled Cash Fare ☐ Disabled Transfer ☐ DDOT Monthly Pass ☐ Student Single Ride Ticket
☐ Medicare Cash Fare ☐ Medicare Transfer ☐ DDOT 7 Day Pass ☐ 2 Ride, 2 Transfer Ticket
☐ Student Cash Fare ☐ Student Transfer ☐ Student ID Card ☐ Student Semester Pass
☐ Weekly Card ☐ DDOT 5 Day Pass ☐ DDOT Bi-Weekly ☐ Monthly Regional Pass
☐ Monthly Disabled Pass ☐ Monthly Senior Pass ☐ Monthly Regional Plus Pass

7. Where are you coming from? (choose one)
☐ Home ☐ Work ☐ Shopping
☐ Errands ☐ Doctor/Dentist
☐ Visiting Family/Friends ☐ Entertainment
☐ School/College ➔ Name? _____

☐ Other: _____

8. Where are you going on this trip? (choose one)
☐ Home ☐ Work ☐ Shopping
☐ Errands ☐ Doctor/Dentist
☐ Visiting Family/Friends ☐ Entertainment
☐ School/College ➔ Name? _____

☐ Other: _____

Tell Us About Yourself

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

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

11. 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): _____

12. Where do you live?

☐ In City of Detroit ☐ Outside City of Detroit
☐ Zip Code: _____

13. What is your employment status?

☐ Full Time ☐ Part Time
☐ Retired ☐ Unemployed
☐ Homemaker ☐ Student

14. Do you have a driver's license?

☐ Yes ☐ No

15. Do you have a disability that limits your mobility?

☐ Yes ☐ No

16. How many people currently live in your household

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6+

17. 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

18. What is the primary language spoken in your home?

☐ English ☐ Spanish
☐ Farsi ☐ Persian (Other than Farsi)
☐ Other: _____

19. Do you speak English?

☐ Yes ☐ No

20. Do you use a debit or credit card?

☐ Yes ☐ No

21. How do you get access to the Internet?

☐ At Home (High Speed) ☐ Library
☐ At Home (Low speed) ☐ Smartphone
☐ Cell Phone (text only) ☐ Internet Cafe
☐ No Regular Access ☐ Other

22. Do you use:

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

23. If the following amenities were available, would you use them?

WiFi on Buses	☐ Yes	☐ No
USB Charging Ports on Buses	☐ Yes	☐ No
Mobile Ticketing	☐ Yes	☐ No
USB Charging Ports at Shelters	☐ Yes	☐ No

Route #

☐7 ☐9 ☐10 ☐11 ☐12 ☐13 ☐14 ☐15 ☐16 ☐17 ☐18
☐19 ☐21 ☐22 ☐23 ☐25 ☐27 ☐29 ☐30 ☐31 ☐32 ☐34
☐37 ☐38 ☐39 ☐40 ☐41 ☐42 ☐43 ☐45 ☐46 ☐47 ☐48
☐49 ☐53 ☐54 ☐60 ☐80 ☐89 ☐92 ☐95 ☐96

Day on Bus ☐Weekday ☐Saturday ☐Sunday
Time on Bus ☐7AM – 9AM ☐9AM – 3PM ☐3PM – 6PM ☐6PM – 9PM

2018 DDOT TITLE VI SURVEY
DATA COLLECTION PLAN

Target Audience: DDOT Riders

Total Number of Completed Surveys: 1,600

This document outlines the data collection plan and procedures for the 2018 DDOT Title VI Survey. The goal of the project is to address the nine areas prescribed in the FTA Title VI circular (Race, Color, Language spoken at home, Household income, Travel patterns, Fare usage, National origin, and English proficiency) and to obtain an adequate number of survey responses to be able to complete a snapshot analysis of DDOT riders. A sampling plan was developed that reflected this goal and also ensured that there was a representative sample based on route, day of the week. The population ridership data was used to create the sampling plan and a final goal of 1,600 completed surveys was set. This reflects proportional weighting based on ridership and on day of the week. The margin of error for the entire DDOT system is for a confidence level of 95% with a margin of error of ±3% for the entire system. In addition, the survey sample plan was formulated with oversampling of 10% on specific bus routes that have stronger minority ridership according to previous DDOT data as well as Census tract data.

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 DDOT riders 13 and older. If a rider does not speak English and wants to participate, the staff member will hand the rider a card with a phone number to use to collect their responses (calling rider will use DDOT's 3rd party translation service via the phone). Green Arrow will also provide Spanish speaking/bilingual staff while riding buses with Spanish speaking population. Staff will also have a card with general contact information (phone and email) if a rider has additional comments to share.

DDOT operators will be notified of the presence of surveyors on the buses during the days designated for data collection. Members of the Data Collection Team will all wear a DDOT badge (that has bus pass access) and a vest to identify themselves. Data collection will occur in teams of two. A small incentive will be given to the rider after the rider turns in the survey.

Training Briefing

The DDOT, 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, on board bus etiquette and protocols, and respond to any questions.

Data Collection Process

Members of the Data Collection Team will board buses at the start of a route and ride it through the end of the route. The goal will be to hand out surveys to all riders and gather completed survey instruments back from them.

The survey will be administered during weekdays (Monday-Friday) and on weekends (Saturday-Sunday) during July 2018. Surveys will be administered on all routes with goals for the number of completes per route to be determined. The goal will be to complete the data collection by August 14, 2018.

The process for administering the survey is:

1. Staff member of the Data Collection team boards bus and introduces themselves to the bus operator, and their purpose.
2. Staff hands out survey instrument and pencils to everyone on board 13 and older who agrees to participate.
3. Staff politely asks riders to fill out the survey. Staff informs riders that upon completion of survey they will receive incentive.
4. Staff assists anyone having problems reading/filling out the survey.
5. Staff gathers all surveys from riders as they complete the survey, or as they exit the bus.
6. When the survey is collected the rider receives the incentive.
7. Staff member departs bus at end of route.

All surveys will be administered and collected on board the bus.

ROUTE	NUMBER	WEEKDAY	SATURDAY	SUNDAY	TOTAL	COMPLETES	WEEKDAY	SATURDAY	SUNDAY
Woodward	53	8,211	5,833	4,109	18,153	196	89	63	44
Grand River	21	6,208	4,213	2,669	13,090	141	67	46	29
Eight Mile	17	5,297	3,585	2,157	11,039	119	57	39	23
Dexter	16	5,632	3,127	2,242	11,001	119	61	34	24
Seven Mile	45	4,956	3,021	2,113	10,090	109	54	33	23
Gratiot	34	4,224	3,110	1,981	9,315	101	46	34	21
Greenfield	22	4,147	2,782	1,574	8,503	92	45	30	17
Crosstown	14	3,546	1,925	1,382	6,853	74	38	21	15
McNichols	32	2,393	1,405	766	4,564	49	26	15	8
Van Dyke-Lafayette	48	2,168	1,374	939	4,481	48	23	15	10
Jefferson	25	2,207	1,293	867	4,367	53	27	16	10
Mack	31	2,115	1,219	699	4,033	44	23	13	8
Michigan	37	1,741	1,341	811	3,893	47	21	16	10
Plymouth	38	1,681	985	719	3,385	37	18	11	8
Evergreen	60	1,727	1,000	519	3,246	35	19	11	6
Fenkell	18	1,666	865	559	3,090	33	18	9	6
Joy	27	1,521	784	650	2,955	32	16	8	7
Chicago-Davison	15	1,216	620	429	2,265	24	13	7	5
Fort	19	1,054	731	374	2,159	23	11	8	4
Hamilton	23	920	543	450	1,913	21	10	6	5
Vernor	49	875	574	450	1,899	23	11	7	5
Cadillac-Harper	7	697	524	422	1,643	18	8	6	5
Schaefer	41	855	457	330	1,642	20	10	5	4
Linwood	29	794	453	256	1,503	16	9	5	3
Livernois	30	714	456	292	1,462	16	8	5	3
Schoolcraft	43	758	419	281	1,458	16	8	5	3
Chene	10	697	437	287	1,421	17	8	5	3
Wyoming	54	722	371	256	1,349	16	9	4	3
Conant	12	544	327	169	1040	13	7	4	2
Conner	13	503	223	140	866	9	5	2	2
Puritan	39	401	212	126	739	8	4	2	1
Chalmers	9	319	169	103	591	6	3	2	1
Southfield	46	399	174		573	6	4	2	0
Clairmount	11	323	144	18	485	5	3	2	0
Tireman	47	301	83	89	473	5	3	1	1
Russell	40	392	77		469	6	5	1	0
Mid City Loop	42	148	71	38	257	3	2	1	0
		72,072	44,927	29,266	146,265	1600			

TOTAL COMPLETED SURVEYS: 1600

MULTIPLIER: 0.01093905