

December
2018

Fare Change Equity Analysis



Detroit Department of Transportation
Proposed Fare Change
October 26, 2018

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1.0 INTRODUCTION

The Detroit Department of Transportation (DDOT) conducted a Fare Equity Analysis to evaluate a proposal to implement fare increases for fixed-route bus service, decrease reduced fare for Medicare recipients and students, eliminate transfers, change period passes to rolling passes, and introduce a 4-Hour ticket, 24-Hour pass and mobile fare payment option.

The Fare Equity Analysis will assess the proposed fare to identify if it will have a disparate impact on our minority and low-income populations and if our low-income population will bear a disproportionate burden. If impacts are identified, mitigation strategies will be considered in an effort to avoid and minimize negative impacts. In an effort to engage affected Title VI rider populations, a public outreach effort was implemented.

2.0 TITLE VI REGULATORY REQUIREMENTS

The FEA is conducted in compliance with the Federal Transit Administration (FTA) Circular 4702.1B, which requires that under the Title VI of the Civil Rights Act of 1964, transit agencies receiving federal funding evaluate significant system-wide service and fare changes and proposed improvements at the planning stages and programming stages to determine whether those changes have a discriminatory impact on minority and low-income populations.

Title VI is a section of the Civil Rights Act of 1964 requiring that “No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” The principles of Title VI are already used by DDOT to ensure that appropriate consideration is given to all stakeholders when major operations decisions are made. DDOT fully supports the objectives of Title VI, which seek to:

- Ensure the level and quality of transit service is provided in a nondiscriminatory manner;
- Promote full and fair participation in decision-making without regard to race, color, or national origin.

3.0 DEFINITIONS

Minority Population – Minority counts are based on all individuals who self-classified as anything other than or in addition to White/Caucasian for race in the on-board rider survey. Minority populations include American Indian and Alaska Native, Asian (includes peoples of the Far East, Southeast Asia, or the Indian subcontinent), Black or African American, Hispanic or Latino (regardless of race), and Native Hawaiian or other Pacific Islander.

Low-Income population – Low-income classification is based on the self-reported income and household size questions in the ridership survey and compared to the federal poverty thresholds also based on income and household size in the City of Detroit.

Disparate Impact – A facially neutral policy or practice that affects members of a group identified by race, color, or national origin. The impact on vulnerable populations should be no less than 25% of the impact on non-vulnerable populations. This number is the result of multiplying the percentage of change for non-vulnerable populations by 75 and dividing by 100. If the percentage of change for vulnerable populations is less than the resulting threshold, there may be a disparate impact. If there is a disparate impact, DDOT must present legitimate justification and discuss alternatives that were not pursued.

Disproportionate Burden – A neutral policy or practice that disproportionately affects low-income population more than non-low-income population. In DDOT’s service standards, disparate impact and disproportionate burden have the same threshold, and should be no less than 25% of the impact on non-vulnerable populations. The disproportionate burden also uses the same calculation method and outcome as the disparate impact analysis.

4.0 PROJECT OVERVIEW

DDOT is proposing a simplification of our current fare structure, along with an increase to the standard fare, which will go into effect December 1, 2018. The proposed fare changes aim to provide simpler choices, more flexibility for bus riders, and make riding transit easier in Detroit and across the region. The main goal of the fare simplification is to simplify the fare structure. The proposed fare structure will reduce our current number of fares and passes down to six tickets/passes. The tickets and passes will be available at either a standard or a reduced fare.

5.0 FARE CHANGE PROPOSAL

Table 1 cites the current and proposed fare structure for each fare category, along with the percentage change from the current to the proposed fare. With each increase of fare there are additional benefits built in, a reduction in fare to Medicare recipients and students, elimination of transfers, changing period passes to rolling passes, and introducing a 4-Hour ticket, 24-Hour pass and a mobile fare payment option, which will be discussed below.

Table 1

Fare Type	Current Price	Proposed New Fare	Change	% Change
Cash Fares				
Regular Cash Base Fare	\$1.50	\$2.00	\$0.50	33%
Regular Transfer	\$0.25	Discontinued	-	-
Regular SMART Top-Up Fare	\$0.50	Discontinued	-	-
Regular Agency Single-Ride Ticket	\$1.50	Discontinued	-	-
Regular Agency Transfer Ticket	\$0.25	Discontinued	-	-
Senior/Disabled Cash Base Fare	\$0.50	Discontinued	-	-
Senior/Disabled Transfer	\$0.10	Discontinued	-	-
Medicare Cash Base Fare	\$0.75	\$0.50	-\$0.25	-0.66%
Medicare Transfer	\$0.10	Discontinued	-	-

Fare Type	Current Price	Proposed New Fare	Change	% Change
Student Cash Base Fare	\$0.75	\$0.50	-\$0.50	-0.66%
Student Agency Single-Ride Ticket	\$0.75	Discontinued	-	-
Student Transfer	\$0.25	Discontinued	-	-
Passes				
\$10 Value Card	\$10.00	Discontinued	-	-
Agency 2-Ride & 2-Transfer Ticket	\$3.50	Discontinued	-	-
Regular Weekly DDOT Pass	\$14.40	\$17.00	\$2.60	18%
Regular Five-Day DDOT Pass	\$14.00	Discontinued	-	-
Student ID Card	\$2.00	Discontinued	-	-
Monthly Regional Pass	\$49.50	Discontinued	-	-
Regional Plus Pass (SMART only)	\$20.00	Discontinued	-	-
Regular Monthly DDOT Pass	\$47.00	Discontinued	-	-
Regular Bi-Weekly DDOT Pass	\$27.50	Discontinued	-	-
Senior Monthly DDOT Pass	\$17.00	Discontinued	-	-
Disabled Monthly DDOT Pass	\$17.00	Discontinued	-	-
Student Semester Pass	\$136.50	Discontinued	-	-

“4-Hour Ticket and 24-Hour Pass”

The proposed new fare structure would simplify the fare by offering six new payment tickets and passes. DDOT is proposing two new options, a 4-Hour ticket and 24-Hour pass. Table 2 cites the proposed new fares, and their prices:

Table 2

Proposed New Fare	Standard Price	Reduced Price
4-Hour Ticket	\$2.00	\$0.50
24-Hour Pass	\$5.00	\$2.00
7 Day DDOT Only Pass	\$17.00	\$8.00
7 Day Regional Pass	\$22.00	\$10.00
31 Day DDOT Only Pass	\$50.00	\$17.00
31 Day Regional Pass	\$70.00	\$29.00

The proposed fare structure includes an increase of the base fares. However, there are some additional benefits built in which are: a reduction in fares for Medicare recipients and students, elimination of transfers, changing period passes to rolling passes, and introducing a 4-Hour ticket and 24-Hour and mobile payment option.

Fare Reduction for Medicare and Students

Medicare recipients and students will receive a decrease in fare from \$0.75 to \$0.50. This will be a cost benefit for our seniors ages 65 and over, our disabled community, and individuals attending middle and high school (ages 18 and under).

Elimination of Transfers

The proposed change from a single ride base fare to a 4 Hour Unlimited Ride ticket will eliminate the transfer fare between DDOT buses. The 4 hour unlimited ride ticket will also eliminate the transfer cost of \$0.50 (Regular SMART Top-Up Fare) to a Suburban Mobility Authority Regional Transit (SMART) bus. Eliminating the transfer fare and providing more regional passes will make traveling around Detroit and the region quicker, easier, and more efficient.

Rolling Passes

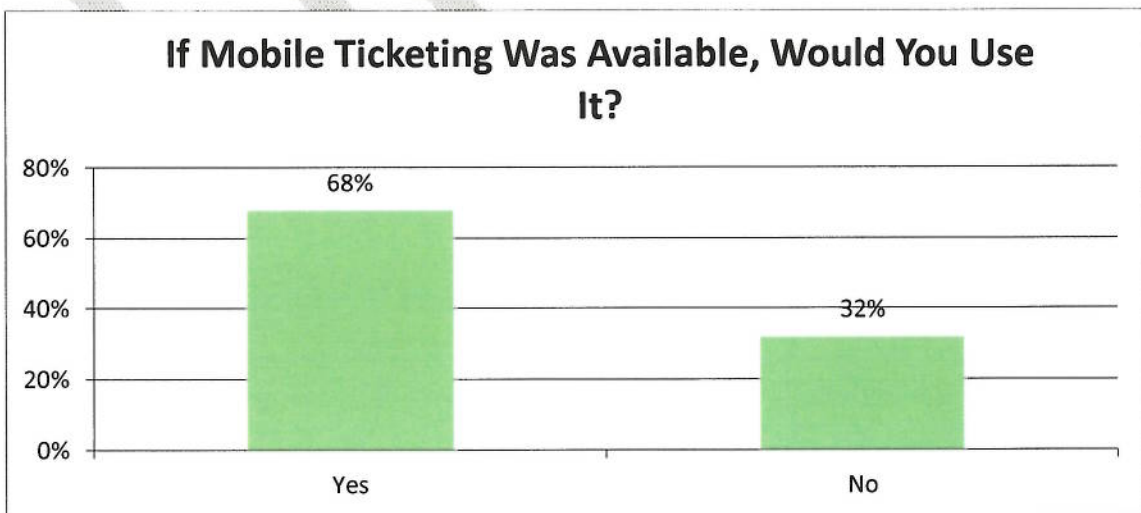
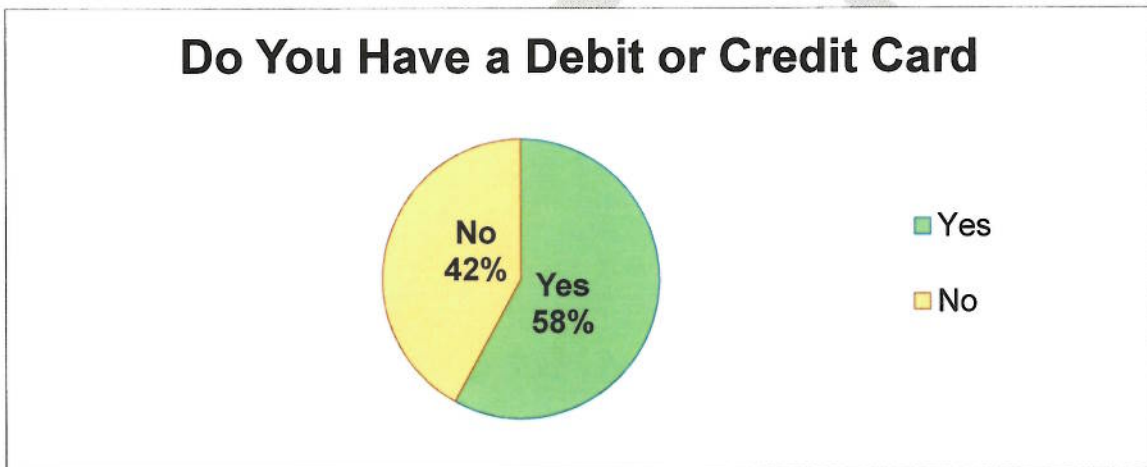
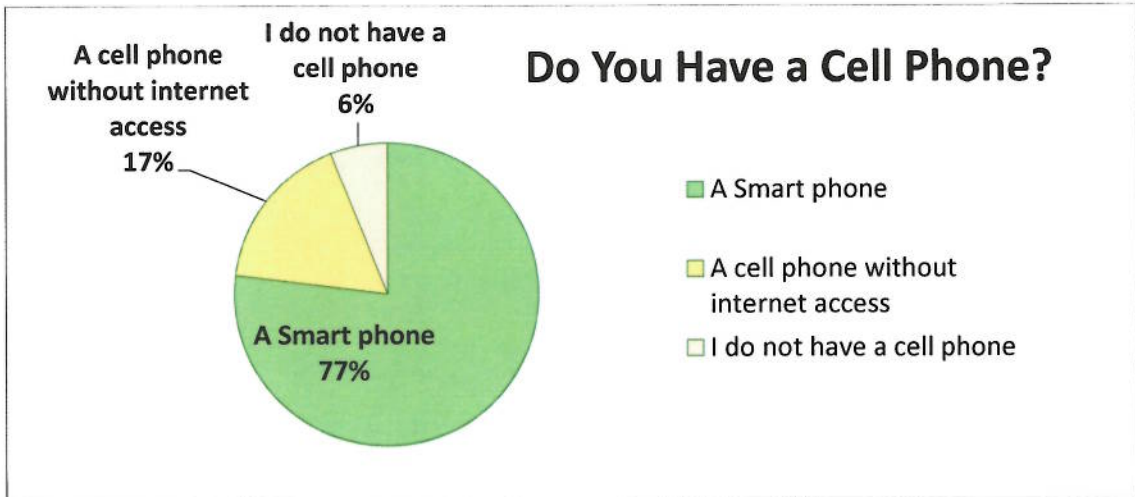
The proposed change from the period passes to rolling passes allows riders to purchase passes when it is most convenient to them. The value will remain the same regardless of when they are purchased. The passes will be activated at first use and will be valid for either the 24 hour, 7 day, 31 day time periods.

Mobile Fare Payment Option

Mobile ticketing is an application that is connected to the user's bank account, credit card, or debit card. Upon purchase of a fare, the application will charge the user's account for the amount of the pass. Fares will not be activated until the rider selects "Use Ticket" on the application which will allow riders to purchase multiple passes at a time and use them when they need to. The introduction of the mobile fare payment options should increase the convenience of riding DDOT and may encourage others to use DDOT more frequently.

Riders will simply purchase their fare using the application and show the bus operator the moving animation on the screen to verify the validity of the ticket. As long as the animation is in motion, the ticket is valid and the driver will let the rider on. Many riders are increasingly moving toward not carrying cash. DDOT is proposing a mobile fare payment option to allow for greater convenience for pass purchases and increase the safety of our riders.

As part of the *DDOT 2018 On-Board Rider Survey*, riders were asked about items related to mobile fare payment, including if they have access to a debit or credit card, if they have a smartphone, and if they would be interested in using a mobile fare payment application. The survey indicated that 58% of respondents said they use a debit or credit card. The survey also revealed that 77% said they have a smartphone and 68% said they would use a mobile ticketing application. Based on these responses, it is likely that about 60% of DDOT riders would use the mobile fare payment application if it was convenient for them. The graphs below show the breakdown of responses.



6.0 METHODOLOGY

The main steps in completing this Fare Equity Analysis include:

- Determining the number and percent of users of each fare type being changed
- Reviewing fares before and after the change
- Comparing the difference in usage of each fare between minority, low-income, and overall riders
- Assessing the proposed fare change and non-fare change impacts on minority and low-income riders
- With regard to the fare changes, using DDOT’s minority disparate impact and low-income disproportionate burden polices
- Engaging the public in assessing the potential disparate impacts and/or disproportionate burdens and developing mitigation measures
- Modifying the proposal if disparate impacts and/or disproportionate burdens are identified in order to avoid, minimize, or mitigate them and reanalyzing the proposed changes to determine whether the modifications remove potential impacts and/or burdens
- Providing justification for the proposed change showing that there are not alternatives that would have a less disparate impact or disproportionate burden

DDOT conducted an on-board rider survey from July 18th to August 3rd, 2018 and 1,602 surveys were collected. The on-board survey was collected in order to assess ridership characteristics. Data was collected on a riders trip, gender, age, race, income, number of people per household, languages spoken at home other than English, ridership frequency, method of fare payment, type of payment media used, method of Internet access, and mobile ticketing. The surveys were distributed among all routes based on the percentage of total ridership for each route. For example, Route 4 – Woodward carries 11% of the total weekday ridership, 11% of the surveys were collected on Woodward. This survey is included in Appendix A.

A Fare Revenue Survey was also conducted on June 2018 and 1,186 surveys were collected. The fare revenue survey was collected to assess our rider’s current fare payment type and likely method of fare payment with new payment structure. This survey is included in Appendix B.

7.0 CURRENT AND PROPOSED FARE STRUCTURE

DDOT proposes to discontinue/eliminate 21 tickets and/or passes and increase the regular cash base fare to \$2.00, which would be a 33% increase of \$0.50. The Medicare recipient cash base fare and student cash base fare will decrease from \$0.75 to \$0.50, which is a 66% decrease of \$0.25.

Table 3

Fare Type	Current Price	Proposed New Fare	Change	% Change
Cash Fares				
Regular Cash Base Fare	\$1.50	\$2.00	\$0.50	33%
Regular Transfer	\$0.25	Discontinued	-	-
Regular SMART Top-Up Fare	\$0.50	Discontinued	-	-
Regular Agency Single-Ride Ticket	\$1.50	Discontinued	-	-
Regular Agency Transfer Ticket	\$0.25	Discontinued	-	-
Senior/Disabled Cash Base Fare	\$0.50	Discontinued	-	-

Fare Type	Current Price	Proposed New Fare	Change	% Change
Senior/Disabled Transfer	\$0.10	Discontinued	-	-
Medicare Cash Base Fare	\$0.75	\$0.50	-\$0.25	-0.66%
Medicare Transfer	\$0.10	Discontinued	-	-
Student Cash Base Fare	\$0.75	\$0.50	-\$0.50	-0.66%
Student Agency Single-Ride Ticket	\$0.75	Discontinued	-	-
Student Transfer	\$0.25	Discontinued	-	-
Passes				
\$10 Value Card	\$10.00	Discontinued	-	-
Agency 2-Ride & 2-Transfer Ticket	\$3.50	Discontinued	-	-
Regular Weekly DDOT Pass	\$14.40	\$17.00	\$2.60	18%
Regular Five-Day DDOT Pass	\$14.00	Discontinued	-	-
Student ID Card	\$2.00	Discontinued	-	-
Monthly Regional Pass	\$49.50	Discontinued	-	-
Regional Plus Pass (SMART only)	\$20.00	Discontinued	-	-
Regular Monthly DDOT Pass	\$47.00	Discontinued	-	-
Regular Bi-Weekly DDOT Pass	\$27.50	Discontinued	-	-
Senior Monthly DDOT Pass	\$17.00	Discontinued	-	-
Disabled Monthly DDOT Pass	\$17.00	Discontinued	-	-
Student Semester Pass	\$136.50	Discontinued	-	-

8.0 DEMOGRAPHICS, RIDERSHIP, AND FARE PROFILE

The US Census 2017 Quick Facts estimated dataset was used along with the *DDOT 2018 On-Board Ridership Survey*, which can be found in Appendix A. In order to identify Title VI populations, demographic data from DDOT's service area. With regard to the on-board survey, some respondents chose not to answer every question, which was permitted. Consequently, some columns in the data tables containing survey data do not sum to 100 percent.

Table 6

U.S. Census 2017 Quick Stats	Detroit	Michigan
Population, 2010, (v2017) estimate	673,104	9,962,311
Population, 2010 (April 1) estimates base	713,854	9,884,129
Population, percent change - April 1, 2010 - July 1, 2017	-5.7%	0.8%
Population, 2010 (April 1) estimates base	713,777	9,883,640
Persons under 5 years, percent, 2017	7.2%	5.8%
Persons under 18 years, percent, 2017	25.2%	21.8%
Persons 65 years and over, percent, 2017	12.6%	16.7%
Female persons, percent, 2017	52.7%	50.8%
White alone, percent, 2014 (a)	13.6%	79.4%
Black or African American alone, percent, 2014 (a)	79.7%	14.1%

American Indian and Alaska Native alone, percent, 2014 (a)	0.4%	0.7%
Asian alone, percent, 2017	1.4%	3.2%
Native Hawaiian and Other Pacific Islander alone, percent, 2017 (a)	0.0%	0.0%
Two or More Races, percent, 2017	2.0%	2.4%
Hispanic or Latino, percent, 2017	7.5%	5.1%
White alone, not Hispanic or Latino, percent 2012-2016	9.5%	75.2%
Household, 2012-2016	256,985	3,860,394
Persons per household, 2012-2016	2.61	2.51
Per capita money income in past 12 months (2012-2016)	15,562	\$27,549
Median household income, 2012-2016	\$26,249	\$50,803
Person below poverty level, percent,	39.4%	14.2%

Race/Ethnicity

Race and ethnicity data obtained from the 2017 US Census Quick Facts dataset and from the *DDOT 2018 On-Board Ridership Survey* is presented in the following table. African Americans represent 86% of DDOT's ridership compared to the 9% of White/Caucasians. The ridership data shows the minority proportion of the overall population 94%.

Table 4

DDOT Ridership Race/Ethnicity	Percentage
African American	86%
White/Caucasian	9%
Hispanic or Latino	4%
American Indian/Alaska Native	1%
Native Hawaiian and Pacific Islander	1%
Asian	1%
Other	1%
Total Minority	94%

Household Income

Household income data obtained from the DDOT On-Board Ridership Survey is presented in the following table.

Table 5

Ridership Household Income							
	Less than \$10,000	\$10,000 - \$14,999	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$100,000
DDOT Ridership	34%	24%	19%	12%	7%	3%	2%

Fare Usage

The ridership data provided by the *DDOT 2018 On-Board Ridership Survey* indicates that the most used fare types are “Cash Based Fare” and the Cash Fare plus transfer at 7%.

Table 6

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 and Payment by Race/Ethnicity

The DDOT On-Board Ridership Survey provides the percentage of riders by race for each fare type as summarized in the following table.

Table 7

Fare Type and Payment by Race/Ethnicity							
	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%

Fare Type and Payment by Household Income

The percentage of DDOT riders by household income and fare type is provided in the following table from the *DDOT 2018 On-Board Ridership Survey*. The following respondents were coded as “Low-Income”. Those who indicated a household income in the “\$34,999 and less” category (regardless of number of household residents).

The DDOT On-Board Ridership Survey finds that the fare type with the largest share of low-income riders use single ride ticket at 91%, followed by the cash base fare at 89%. This data showing most-used fare types for low-income riders is consistent with the most-used fare type data for minority riders.

Table 8

Fare Type and Payment by Household Income								
	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%

9.0 COMMUNITY ENGAGEMENT

In the early planning stages, DDOT held two focus groups which included select DDOT riders and bus operators, along with community transit activists. This was done in order to gauge the initial opinions of internal and external stakeholders on pricing and pass options. Based on the focus groups feedback, DDOT reduced the proposed 31-day pass from \$60.00 to \$50.00. This is a \$3.00 increase instead of a \$13.00 increase. DDOT also added a 7-Day Regional Pass based on the focus group suggestions.

DDOT held eight fare change community meetings in each of the seven city districts and one at DDOT's headquarters. A press conference was held by Mayor Mike Duggan who provided support for the proposed fare changes. Fare revenue and community meeting surveys were conducted to gather input from our community. The purpose of these events was to inform the public of the potential fare changes, gather input on the fare proposal, and collect data about existing and future fare usage. The community input meetings dates and locations are listed below:

- Monday, August 27: Redford Library, 6 – 7 PM
- Tuesday, August 28: Mike's Market, 11 AM – 12 PM
- Wednesday, August 29: Northwest Activities Center, 10 AM – 12 PM
- Thursday, August 30: East Lake Baptist Church, 10 AM – 12 PM
- Thursday, August 30: Samaritan Center, 5:30 – 7 PM
- Wednesday, September 5: Campbell Library, 10 AM – 12 PM
- Wednesday, September 5: Main Library, 5:30 – 7 PM
- Thursday, September 6: DDOT Admin Building, 11 AM – 12:30 PM
- Thursday, September 6: Metropolitan Church of God, 5:30 – 7 PM

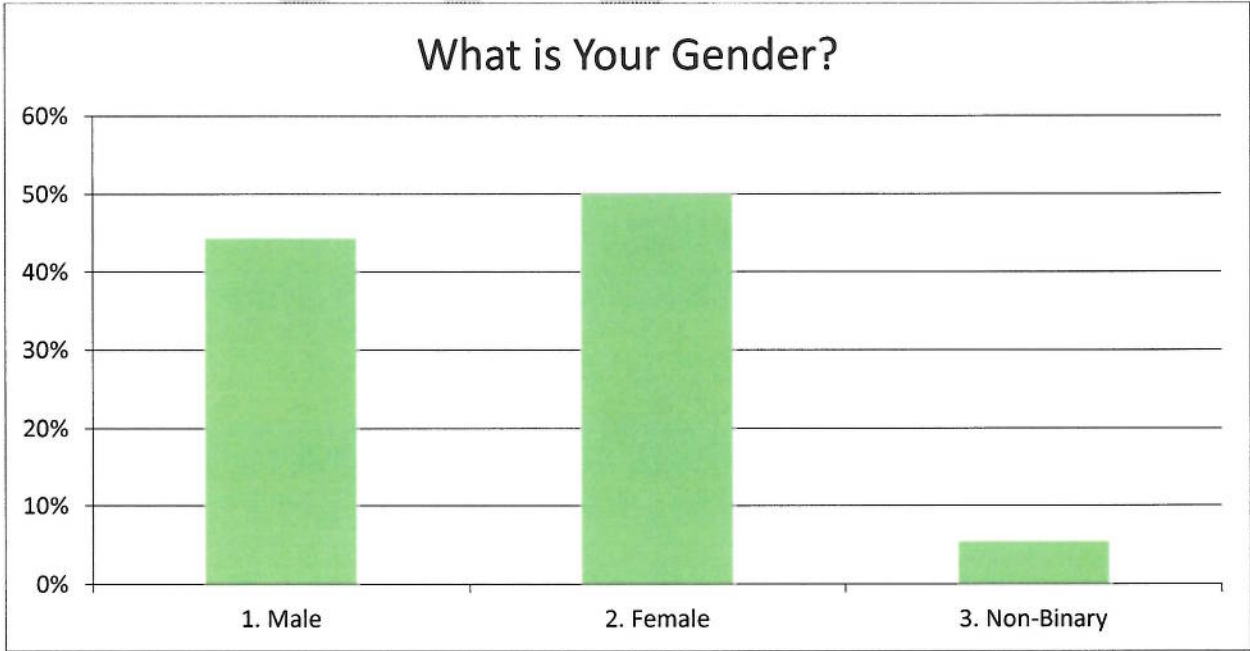
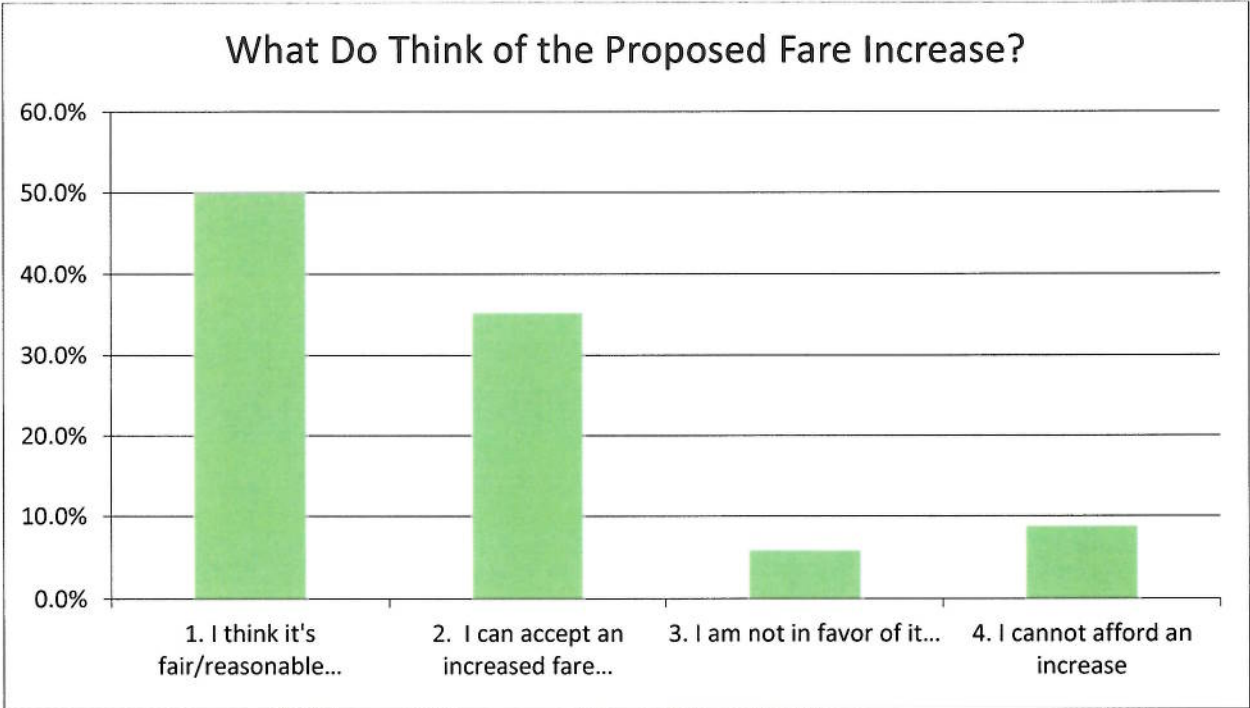
DDOT has also been working with local groups within the City of Detroit that have a stake in public transportation to obtain their input regarding the proposed fare changes. In addition, DDOT sent letters informing all 330 non-profits that purchase DDOT agency tickets of the proposed changes and community meetings. Additionally, DDOT has worked with Detroit Public Schools Community District to make it easier for students to ride DDOT buses by using only their valid student ID. Additionally, DDOT has met with advocacy groups, including Motor City Freedom Riders, Transportation Riders United, and local activists.

DDOT distributed a survey at the community input meetings to gather the following information:

- What do you think of the proposed fare increase?
- What is your gender?
- What is your race or ethnicity?

There were 34 completed surveys and the results indicated that 50% stated the fare change is reasonable and will not change their use of DDOT. While 35% stated that they can accept a fare increase if service is increased also. The remaining 15% stated they were either not in favor of the fare change or could not afford the fare change. When asked what your gender is, respondents were about equally male and female. When

asked what is your race or ethnicity, 67% of respondents identified as African American, 25% identified as Caucasian, and the remaining 8% were split between Hispanic/Latino, Asian, and Native American. The survey full results are shown below.



10.0 EQUITY ANALYSIS

Analysis

The *DDOT 2018 On-board Ridership Survey* categorized DDOT's ridership by minority/non-minority and low-income/non-low-income groups. Between 50% and 55% of each population type relies on the base cash fare and transfers. Table 9 below shows the number of minorities, non-minorities, low-income, and non-low-income riders that responded, which fare type each group uses, and the total cost of each fare type. The proposed fare restructuring does not have a simple one to one change from the current fares to the new proposed fares.

Table 9 – Minority and Low Income fare usage based on the on-board survey

Current Fare Usage by Rider Classification									
Fare Media		Minorities		Non-Minorities		Low Income		Non-Low-Income	
Type	Cost	Count	Cost	Count	Cost	Count	Cost	Count	Cost
10 Value Card	\$10.00	11	\$110.00	4	\$40.00	10	\$100.00	5	\$50.00
2 Ride 2 Transfer	\$3.50	35	\$122.50	4	\$14.00	32	\$112.00	7	\$24.50
Cash and Transfer	\$1.75	98	\$171.50	7	\$12.25	73	\$127.75	32	\$56.00
Cash Base Fare	\$1.50	809	\$1,213.50	67	\$100.50	624	\$936.00	252	\$378.00
DDOT 5 Day Pass	\$14.00	11	\$154.00	0	\$0.00	7	\$98.00	4	\$56.00
DDOT 7 Day Pass	\$14.40	12	\$172.80	2	\$28.80	9	\$129.60	5	\$72.00
DDOT Bi-Weekly Pass	\$27.50	33	\$907.50	1	\$27.50	22	\$605.00	12	\$330.00
DDOT Monthly Pass	\$47.00	52	\$2,444.00	2	\$94.00	34	\$1,598.00	20	\$940.00
Disabled Cash Fare	\$0.50	15	\$7.50	0	\$0.00	13	\$6.50	2	\$1.00
Disabled Transfer	\$0.10	4	\$0.40	1	\$0.10	3	\$0.30	2	\$0.20
Medicare Cash Fare	\$0.75	14	\$10.50	1	\$0.75	7	\$5.25	8	\$6.00
Medicare Transfer	\$0.10	7	\$0.70	1	\$0.10	5	\$0.50	3	\$0.30
Monthly Disabled Pass	\$17.00	14	\$238.00	0	\$0.00	13	\$221.00	1	\$17.00
Monthly Regional Pass	\$49.50	64	\$3,168.00	8	\$396.00	48	\$2,376.00	24	\$1,188.00
Monthly Senior Pass	\$17.00	32	\$544.00	1	\$17.00	25	\$425.00	8	\$136.00
Senior Cash Fare	\$0.50	41	\$20.50	7	\$3.50	25	\$12.50	23	\$11.50
Senior Transfer	\$0.10	15	\$1.50	2	\$0.20	10	\$1.00	7	\$0.70
Single Ride Ticket	\$1.50	48	\$72.00	4	\$6.00	34	\$51.00	18	\$27.00
SMART Top Up	\$0.25	24	\$6.00	3	\$0.75	15	\$3.75	12	\$3.00
Student Cash Fare	\$0.75	12	\$9.00	2	\$1.50	5	\$3.75	9	\$6.75
Student ID Card	\$2.00	24	\$48.00	2	\$4.00	18	\$36.00	8	\$16.00
Student Semester Pass	\$136.50	2	\$273.20	0	\$0.00	2	\$273.20	0	\$0.00
Student Single Ride Ticket	\$0.75	13	\$9.75	0	\$0.00	8	\$6.00	5	\$3.75
Student Transfer	\$0.25	5	\$1.25	2	\$0.50	5	\$1.25	2	\$0.50
Weekly Card	\$14.40	25	\$360.00	0	\$0.00	17	\$244.80	8	\$115.20
Transfer Ticket	\$0.25	36	\$9.00	4	\$1.00	30	\$7.50	10	\$2.50
Totals	\$361.95	1,456	\$10,075.10	125	\$748.45	1,094	\$7,381.65	487	\$3,441.90

11.0 FARE REVENUE ANALYSIS

Before considering any changes in our current fare structure, DDOT undertook a comprehensive fare revenue analysis. The fare revenue analysis consisted of a survey and revenue prediction.

Fare Revenue Analysis Survey

The purpose of the fare revenue survey was to gauge which fares our riders currently use and what they might switch to, based on our five (5) proposed fares at that time. The fare revenue survey was created and distributed to the Operations Division Leaders to collect riders' response at five locations (5): Fairlane Shopping Center, Rosa Parks Transit Center, Bel Air Shopping Center at Eight Mile and Gratiot, State Fair Grounds, and St. John Hospital. A total of 1,186 survey responses were collected and compiled. Below is a percentage breakdown of which fares our riders said they would switch to:

Table 10

Proposed Fare	% Percentage
31 Day DDOT	24%
31 Day Regional	23%
Base Fare	20%
7 Day	18%
24 hour	15%

Fare Revenue Prediction Analysis

The fare revenue survey responses was used to calculate a conversion factor. The calculations were based on three factors: Fiscal Year 2017 sales volume, the conversion factor, and the unit conversion (which is the predicted sales volume based on FY17 sales and an assumption of eight (8) rides per week). The results are as follows:

Table 11

Fiscal Years 2017	\$18,431,007.69
Projected	\$22,439,266.76
Revenue Increase	\$4,008,258.98 (+22%)

The fare conversion survey yielded 1,182 responses and the corresponding data was analyzed and usage percentages were calculated. The usage percentage helps DDOT understand which fares riders are using now and which of the new proposed fares riders will switch to. For example, we were able to determine that overall 24% of riders would like to switch to a 31-Day DDOT Pass from their current fare. This usage factor was important in determining the impact to minority and low-income populations because some fares are proposed to be eliminated and this data allows DDOT to see which fares riders would convert to if their normal fare did not exist.

Overall Fare Conversion Data from Survey

The conversion factor calculations also include a conversion factor for the new fare media usage, which assumes that the average rider will use transit eight times a week, or four round trips. A rider converting from a bi-weekly pass to a seven day pass will need to purchase two new passes to cover the same time period. A rider converting from cash fare to a monthly pass will only need to purchase 1 pass rather than the 32 assumed individual payments. The costs and counts of fare types included in the ridership survey but not the conversion survey were calculated before aggregating them with the closest option. For example, the counts and costs of the five day pass and the seven day pass were calculated separately before combining the totals into the seven day pass. As there was only one option in the conversion survey for the seven day pass, the regional version is used in this calculation.

Table 12 – Current Fares to Proposed New Fare Conversion Factors

Pass to Pass Conversion Factors										
Fare Types	4 Hour Ticket		24 hour Pass		7 day Pass		31 day DDOT Pass		31 day regional Pass	
	Conv.*	Usage	Conv.	Usage	Conv.	Usage	Conv.	Usage	Conv.	Usage
\$10 value card	1	11.76%	1	5.88%	1	29.41%	1	52.94%	1	0.00%
2R2T-Agency Ticket	2	16.67%	1	16.67%	0.25	0.00%	0.0625	16.67%	0.0625	50.00%
Adult - Agency Ticket	1	0.00%	0.5	35.71%	0.125	35.71%	0.03125	28.57%	0.03125	0.00%
Base - Reduced (Cash)	1	31.97%	0.5	18.37%	0.125	17.01%	0.03125	20.41%	0.03125	12.24%
Base - Regular (Cash)	1	23.98%	0.5	17.52%	0.125	22.28%	0.03125	20.41%	0.03125	15.82%
DDOT Bi-Weekly	16	6.25%	8	9.38%	2	15.63%	0.5	21.88%	0.5	46.88%
DDOT Monthly	32	6.36%	16	7.27%	4	9.09%	1	40.00%	1	37.27%
DDOT Monthly (Reduced)	32	7.69%	16	11.54%	4	3.85%	1	59.62%	1	17.31%
Regional Pass	32	4.00%	16	0.00%	4	1.00%	1	15.00%	1	80.00%
Student - Reduced/ID Card	1	38.60%	0.5	21.05%	0.125	8.77%	0.03125	14.04%	0.03125	17.54%
Student - Semester Pass	128	28.57%	64	14.29%	16	42.86%	4	14.29%	4	0.00%
Student Ticket	1	18.18%	0.5	3.03%	0.125	42.42%	0.03125	27.27%	0.03125	9.09%
Weekly Pass	8	17.39%	4	21.74%	1	8.70%	0.25	26.09%	0.25	26.09%

**Conv. = conversion factor used based on an average 8 trips per week.*

The population counts for current fare usage were broken out based on the usage percentage determined from the fare media survey. The usage percentage is the proportion of riders that would plan to switch to the proposed new pass from their current fare. For example, 11.76% of respondents said they would switch from the \$10 value card to the new 4 Hour Ticket. By applying each of these percentages to the new fares, the expected number of each new fare was calculated for the protected and non-protected populations. Multiplying the population counts by individual fare cost and the correction factor count yields the total cost for that population. Table 12 shows the breakdown of how many riders from protected and non-protected populations would purchase each type of pass.

Table 13 - Total cost of new fare by minority and low income populations

Proposed Fare Usage by Rider Classification								
Fare Media	Minority		Non-Minority		Low-Income		Higher-Income	
	Count	Cost	Count	Cost	Count	Cost	Count	Cost
Regular Fare								
4-Hour Ticket	246.66	\$1,046.22	20.46	\$79.60	188.44	\$763.58	78.67	\$362.24
24 Hour Pass	216.87	\$1,153.34	17.92	\$70.63	165.21	\$825.29	69.59	\$398.68
7 Day Pass	255.35	\$1,515.09	21.78	\$114.66	194.30	\$1,092.40	82.83	\$537.35
31 Day DDOT	275.80	\$2,355.18	23.52	\$195.14	208.44	\$1,672.55	90.88	\$877.77
31 Day Regional	263.32	\$6,099.94	22.31	\$561.11	198.61	\$4,403.02	87.03	\$2,258.03
Reduced Fare								
4-Hour Ticket	49.52	\$114.12	5.41	\$3.86	33.86	\$97.06	21.08	\$20.92
24 Hour Pass	29.19	\$230.01	2.86	\$6.44	20.58	\$192.79	11.47	\$43.67
7 Day Pass	33.79	\$246.86	3.95	\$6.43	22.25	\$220.52	15.49	\$32.77
31 Day DDOT	58.85	\$502.17	4.42	\$12.16	43.23	\$415.32	20.04	\$99.01
31 Day Regional	26.65	\$247.83	2.36	\$7.00	19.09	\$202.07	9.93	\$52.76
Totals	1,456	\$13,510.76	125	1,057.03	1,094	\$9,884.60	487	\$4,683.18

Impacts to Minority and Low Income Populations

DDOT’s Title VI fare program does not place a limit on the percentage of a cost increase, and because this is not an exact conversion, the actual increase in cost for each population can be a challenge to measure. In general the cost appears to increase between 30% and 40%. However, this does not take the added value of an easier and flexible fare experience, more time on the rolling passes, and money saved with four hours of unlimited rides and transfers built into the base fare. DDOT’s Title VI Service standard for disparate impact and disproportionate burden policy state that the percent difference between protected and non-protected populations should be no more than 25%. This means that no more than 25% of a protected population should be negatively impacted by the fare changes.

Based on the analysis of both the on-board survey data and fare conversion survey, DDOT was able to determine the proportion of riders that would be negatively affected by the fare changes. This was calculated by comparing the total costs of each new fare type to each other. It was determined that approximately 17% of minority riders would be negatively affected by the proposed fare changes. Additionally, fewer than 6% of low income riders would be negatively affected.

Table 14 - Disparate Impact of Fare Changes on Minority Riders

Cost Difference between Minority and Non-Minority Riders		
	Minority	Non-Minority
Cost of Current Fare	\$10,075.10	\$748.45
Cost of Proposed Fare	\$13,510.76	\$1,057.03
Percent Increase	34.10%	41.23%
Percent Negatively Affected	-17.29%	No Disparate Impact

Table 15 - Disproportionate Burden of Fare Changes on Low Income Riders

Cost Difference between Low Income and Higher Income Riders		
	Low-Income	Higher-Income
Cost of Current Fare	\$7,381.65	\$3,441.90
Cost of Proposed Fare	\$9,884.60	\$4,683.18
Percent Increase	33.91%	36.06%
Percent Negatively Affected	-5.98%	No Disproportion Burden

12.0 FORMAL PUBLIC HEARINGS

The formal public hearings were held on:

- Tuesday, October 2: Wilder Branch of the Detroit Public Library, 11AM – 12:30 PM
- Wednesday, October 3: Rosa Parks Transit Center, 5:30 PM – 7 PM
- Thursday, October 4: Redford Branch of the Detroit Public Library, 11 AM – 12 PM

Public comments were collected through comment forms at all public meetings and public hearings. Additional comments were collected through fax, mail, and email. The phone number and mailing and email addresses for public comments were provided on the comment forms. Information on name, address, email, stakeholder type, voluntary demographic data, transit system patronized, issues noted and specific comments were entered into a comment database.

In total, 47 people attended the meetings and provided written and/or verbal comments. Comments collected, which totaled 17, fell into the following categories:

Concerns:

- Concern about the lack of on-time performance with fixed bus service
- Concerns about fare box reliability
- Concern about low-income riders being able to afford the increase
- Concern over the reasons for the fare increase
- Concern that the QLine and People Mover was not included in the fare restructuring

- Concern about the lack of communication between DDOT and the public
- Concern about discourteous drivers, will customer service be improved with fare increase
- Several respondents expressed concerns regarding the fare remaining the same

Support for Proposed Changes

- Several of the comments supported the overall new fare structure
- Support the idea of changing period passes to rolling passes and the elimination of transfers
- Support mobile fare payment option

Suggestions

- Suggest to expand reduced fare categories to include low-income and university students.

Per DDOT's Public Participation Plan, we allowed the public 15 days to respond or submit written comments, either by email or in person. The Formal Public Hearing Presentation was posted to the DDOT website as a reference for the public and also indicated that written comments were due by Friday, October 19, 2018, (15) days from the final public hearing. The formal comment methods are shown below:

- Email: ddotcomments@detroitmi.gov
- Phone: (313) 933-1300
- Mail or In Person:
Detroit Department of Transportation
Attention: Coordinator of Public Hearings
1301 E Warren Ave
Detroit, MI 48207

A summary of the formal public comments are listed in Appendix C.

13.0 CONCLUSION

The Detroit Department of Transportation proposes to simplify its current fare structure by implementing fare increases for fixed-route bus service, decrease reduced fare for Medicare recipients and students, eliminate transfers, change period passes to rolling passes, and introduce a 4-Hour ticket, 24-Hour pass and mobile fare payment option. Our analysis found that our proposed changes does not create not a disparate impact for our minority population. Neither does it create a disproportionate burden for our low-income population. Therefore, we propose the implementation of the new fare structure to help improve the transit rider's experience in the City of Detroit and surrounding suburban communities.

APPENDIX A
DDOT 2018 ON-BOARD RIDERSHIP SURVEY

SUBMITTED: 9/11/18

REPORT FOR DETROIT DEPARTMENT
OF TRANSPORTATION
2018 TITLE VI SURVEY REPORT



PREPARED | SUBMITTED BY

POWER
MARKETING | RESEARCH

DDOT

2018 TITLE VI SURVEY REPORT

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 themselves.

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 $\pm 10\text{-}30\%$ by route and $\pm 3\%$ 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

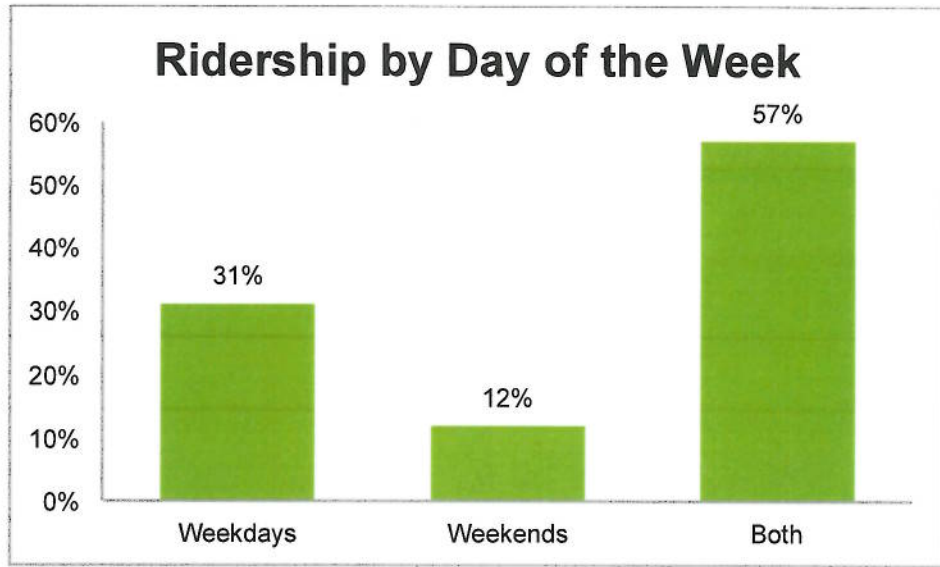
Additional Findings

- 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.

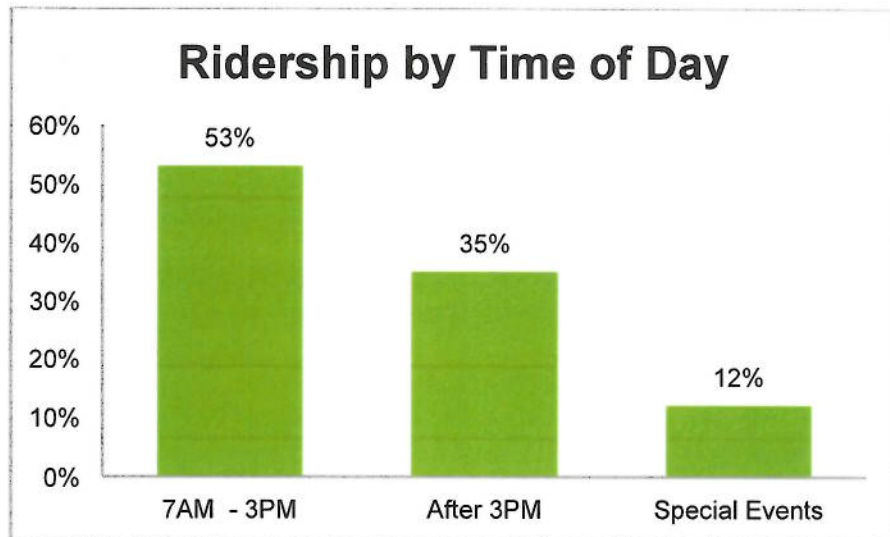
APPENDIX—RESULTS TABLES AND GRAPHS

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



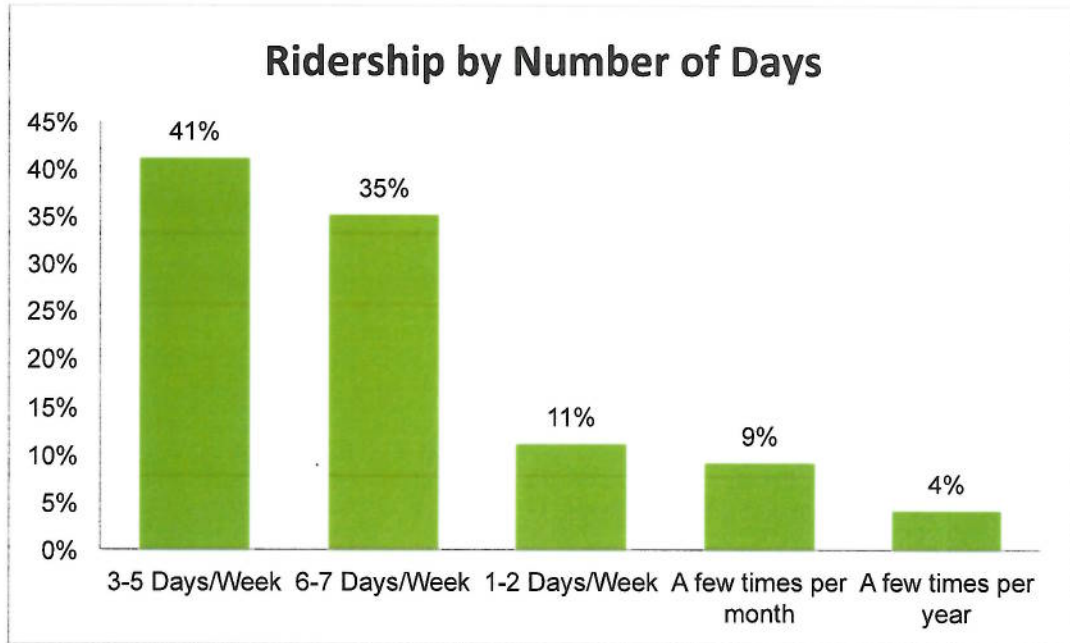
2. When do you usually ride the bus?

7AM-3PM	After 3PM	Special Events
53%	35%	12%



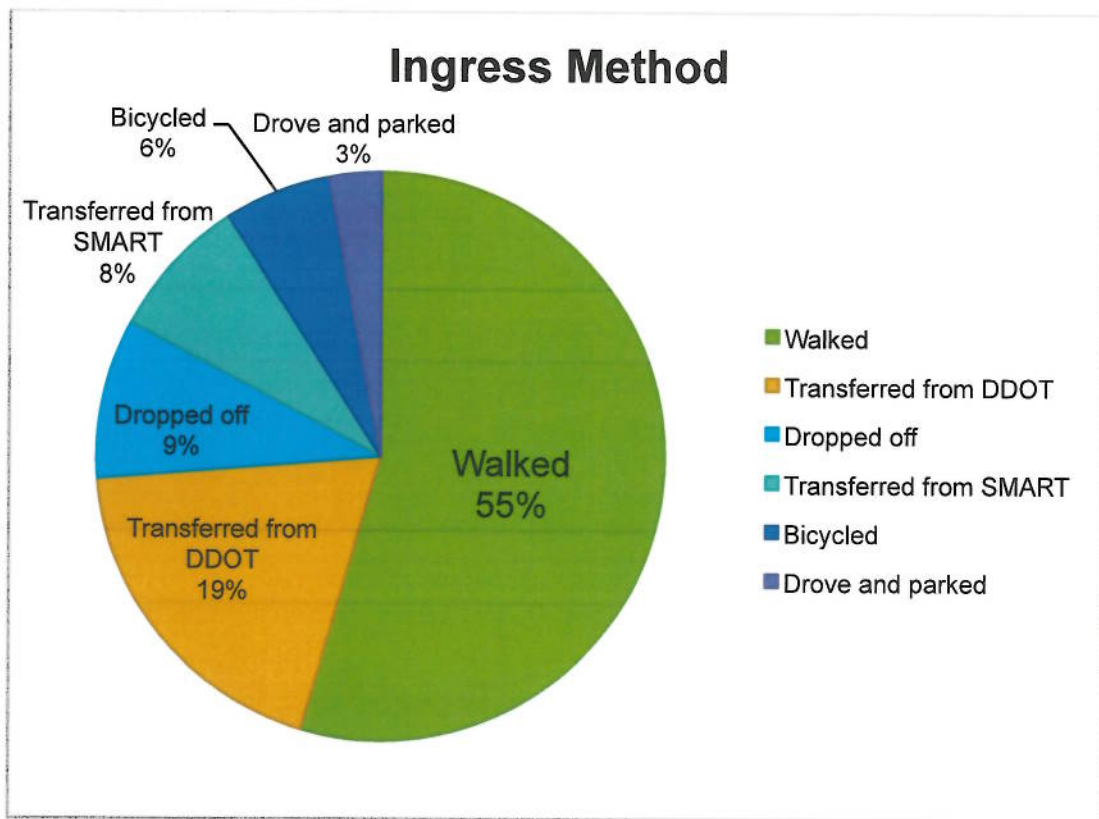
3. How many days per week do you usually ride the bus?

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%



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%

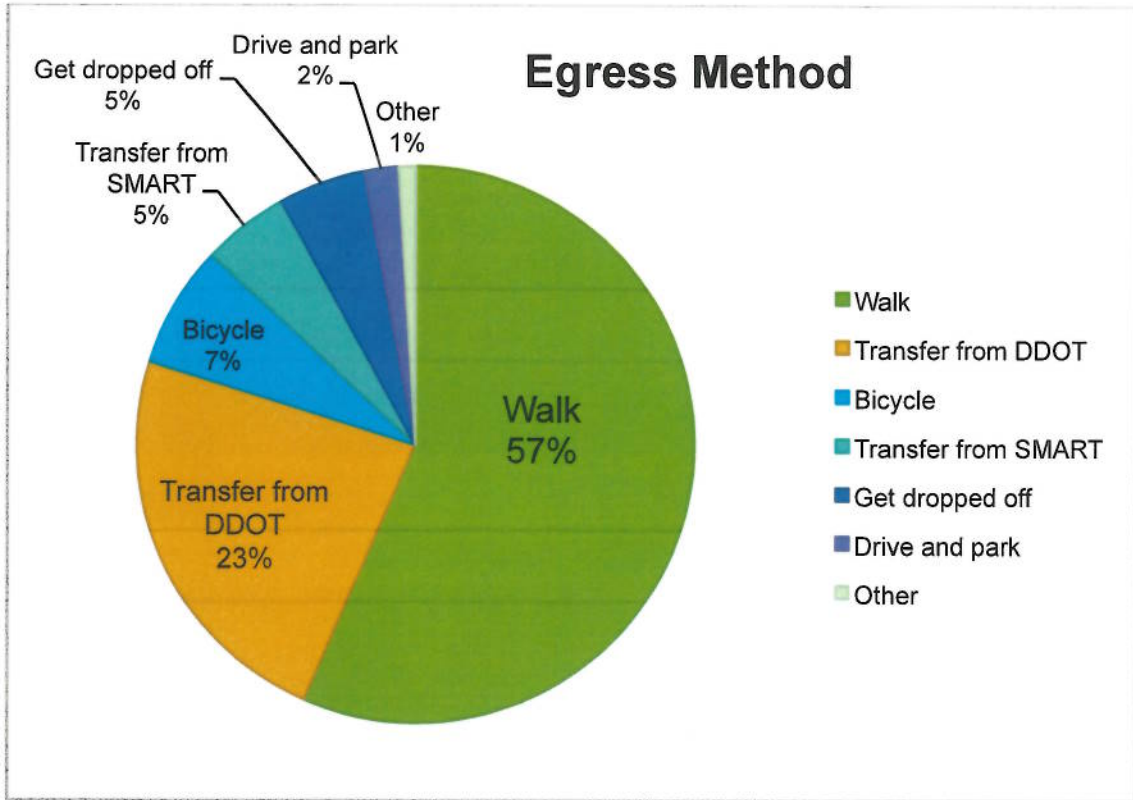


Walked Length

.25 miles	2 mile (4)	7 blocks (2)
< 5 mins	2 min/minutes (35)	7 min/minutes (9)
0.5 mi	2 to 4 blocks	7-10 mins
2	2-15 mins	8 mins/minutes (2)
7	2-3 blocks	A block (3)
10 (3)	2-4 blocks	A few blocks
15 (2)	20 mins	A few feet
1 1/2 blocks (2)	20 feet	A few minutes
1 block (22)	20 min/minutes (19)	Across the street (2)
1 mile (12)	22 mins	Across the street
1 min/minutes (8)	25 min/s (3)	Around corner from home
1-15 minutes	3 1/2 miles	At my corner
1-2 min	3 blks	Block (4)
1-3 blocks	3 blocked/blocks (13)	Bus
1-3 mins	3 miles	Cass/10 mins
1.5 miles	3 min/minutes (22)	Couple blocks
1/2 block (5)	3-5 min	Cross street
1/2 hour	30 min (5)	Down the street (2)
1/2 mile (5)	30 sec	Few blocks (2)
1/4 block	4 block (7)	Five min
1/4 mile	4 miles	Half mile
10 min/minutes (67)	4 min/minutes (6)	It depends
10 mins or 20	4 to 6 blocks	Less than 5 min (2)
10-15 min	4-5 mins	Less then 5 min
10-15 mins	45 min (2)	Mile (2)
1000 ft	45 mins	Next to house
11 minutes	5 - mins	No
12 mins	5 blocks (3)	Not far
12 mins	5 m	Not long / Not that long (5)
15 m	5 min/minutes (57)	Not to far
15 miles	5 to 10 minutes	On time
15 min/minutes (15)	5-10 min	One block (3)
15-40 min	5-10 min	Only some blocks
17 mins	5-10 minutes	Right to the corner
2 blks/blocks (29)	50 ft	Seven min (2)
2 hour	500 feet	Seven min
2 m	6 min/minutes (9)	Six minutes
	6 to 7 blocks	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%



Walked Length

< 5 mins	2 min/minutes (28)	9 mins
0-4 mi	2 seconds (2)	A block (3)
0.2 m	2 to 4 blocks	A couple of blocks
0.5 mi	2-15 mins	A few blocks (2)
0 (3)	20 min/minutes (12)	A few minutes
15 (2)	25 mins	A half mile
1 blk/block (33)	3 blks/blocks (10)	Across street/ Across the street (3)
1 hour (3)	3 hours (2)	Block (2)
1 mile (7)	3 miles	Couple blocks
1 min/minute (12)	3 min/minutes (15)	Cross street
1 sec	3 to 5 min	Depends (2)
1 st.	3-5 minutes	Few blocks (3)
1-2 mile	30 ft.	Few blocks
1.5 miles	30 min (4)	Few feet
1/2 block (5)	35 mins	Five min
1/2 mile (2)	4 1/2 miles	Five minutes
1/2 min	4 blocks (4)	Four blocks
1/4 mile (3)	4-5 mins	Half mile
1/8th mile	45 min	Less than a 1/2 mile
10 feet	5 blocks (3)	Like about 3 blocks
10 m	5 min/minutes (52)	Maybe 10 min
10 min/minutes (51)	5 to 10 minutes	Mile (2)
100 feet	5-10 min (3)	Not far (2)
11 mins	5-7 mins	Not long (4)
12 min (2)	6 blks/blocks (4)	One block
120 sec	6 min/minutes (4)	Or walk
13-40 min	7 blocks	Seconds
15 m	7 min/minutes (3)	Steps
15 miles	7-10 mins	To the door
15 min/minutes (17)	8 mins/minutes (6)	Two blocks
2 blocks (18)	8-10 mins	Two min
2 m	9 blocks (2)	Varies
2 mile (5)	9 blocks	Walk (2)
		Walk 500 ft

Other Responses:

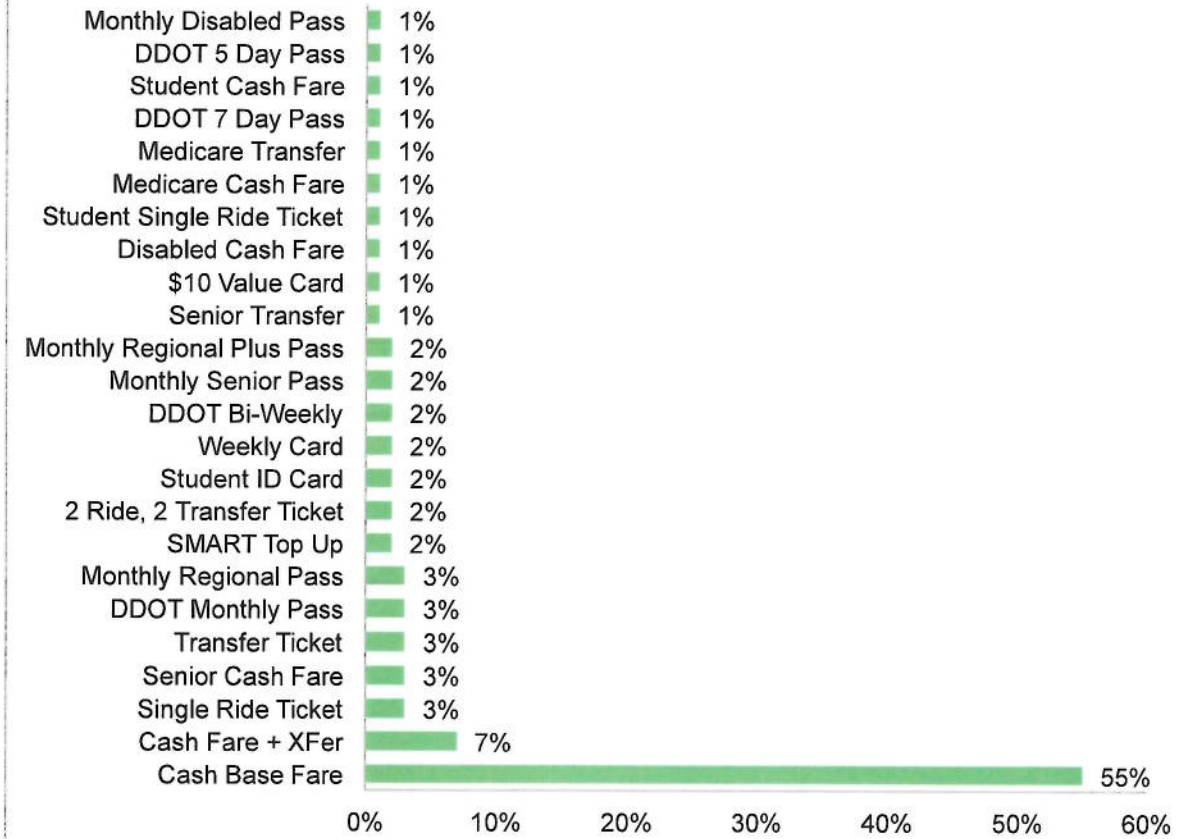
1 miles
Get picked up
It depends
Jog
Lyft or Mogo
Or transfer to Smart
Picked up (2)

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?

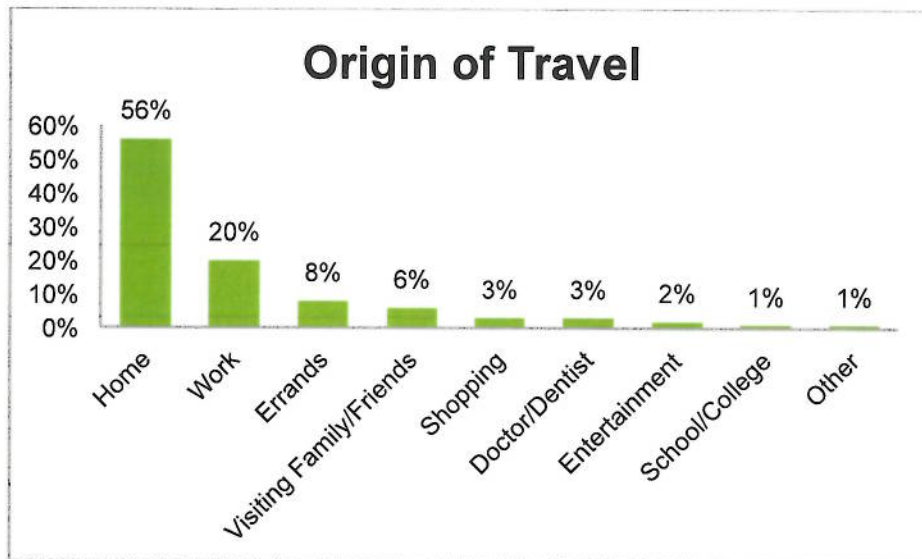
Cash Base Fare	55%
Cash Fare + XFer	7%
Single Ride Ticket	3%
Senior Cash Fare	3%
Transfer Ticket	3%
DDOT Monthly Pass	3%
Monthly Regional Pass	3%
SMART Top Up	2%
2 Ride, 2 Transfer Ticket	2%
Student ID Card	2%
Weekly Card	2%
DDOT Bi-Weekly	2%
Monthly Senior Pass	2%
Monthly Regional Plus Pass	2%
Senior 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



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%



School/College:

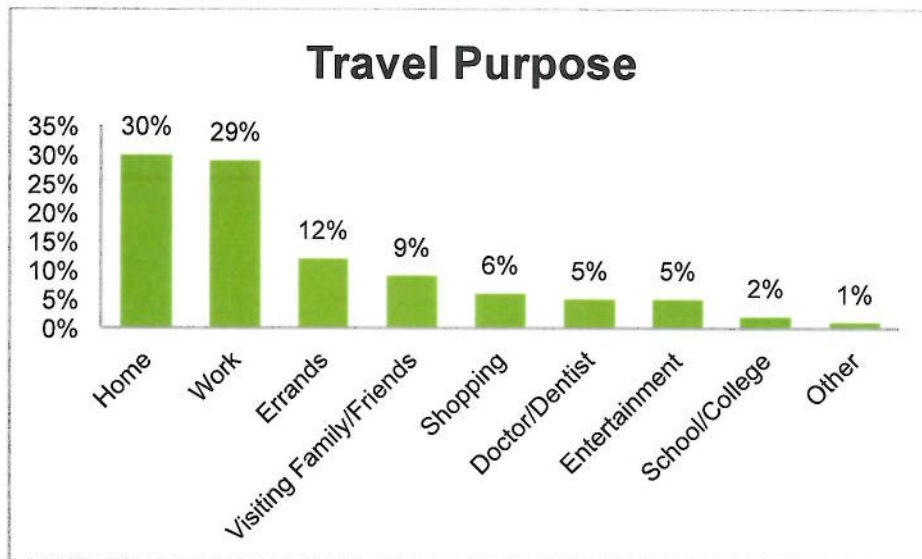
- Wayne State (4)
- WCCC/ Wayne County Community College (5)
- Advance Technology Academy
- Cass Tech
- Covenant
- Henry Ford
- VA

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%



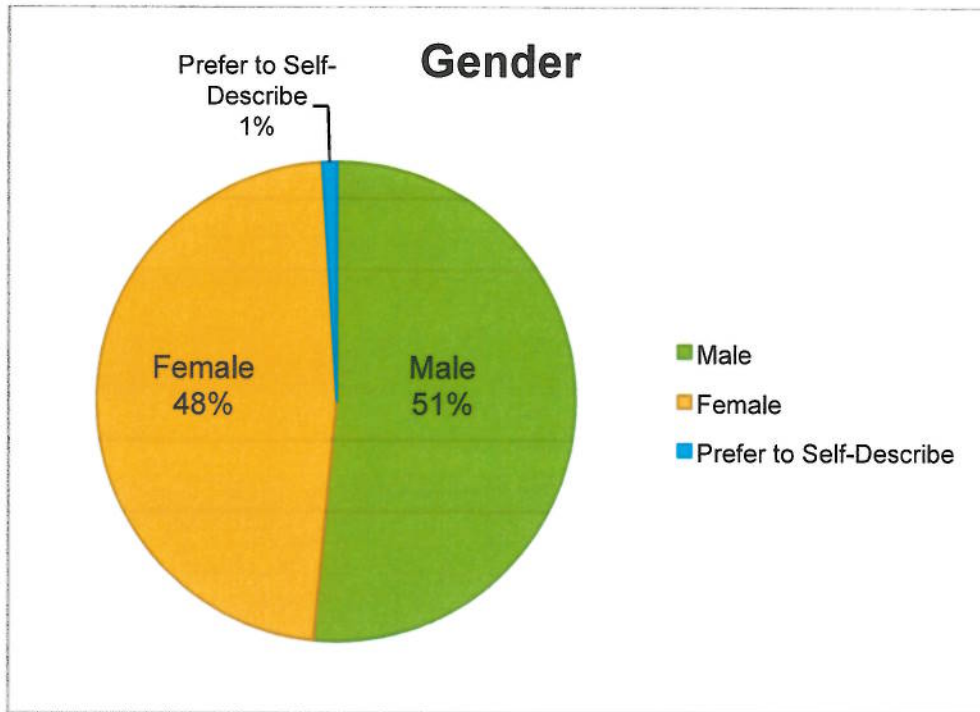
School/College:

- 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%

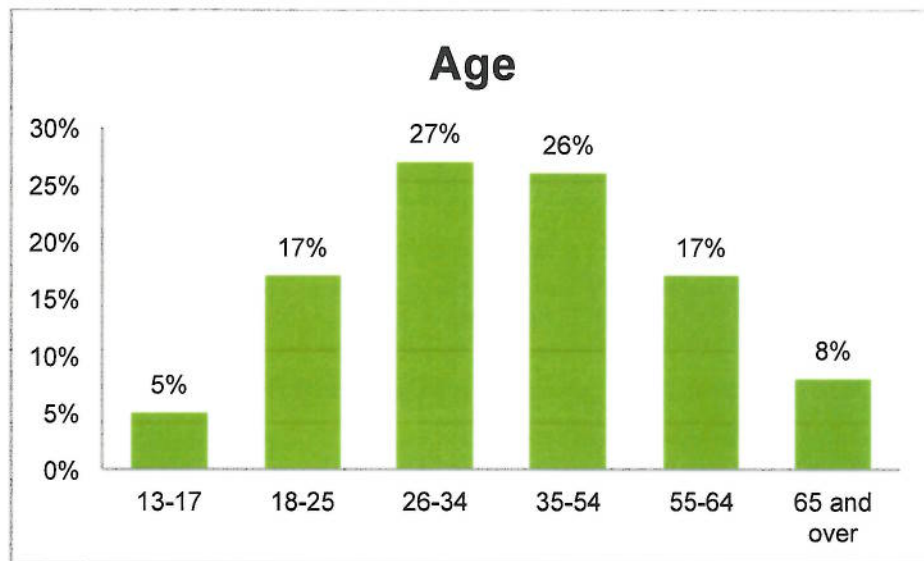


Other Responses:

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

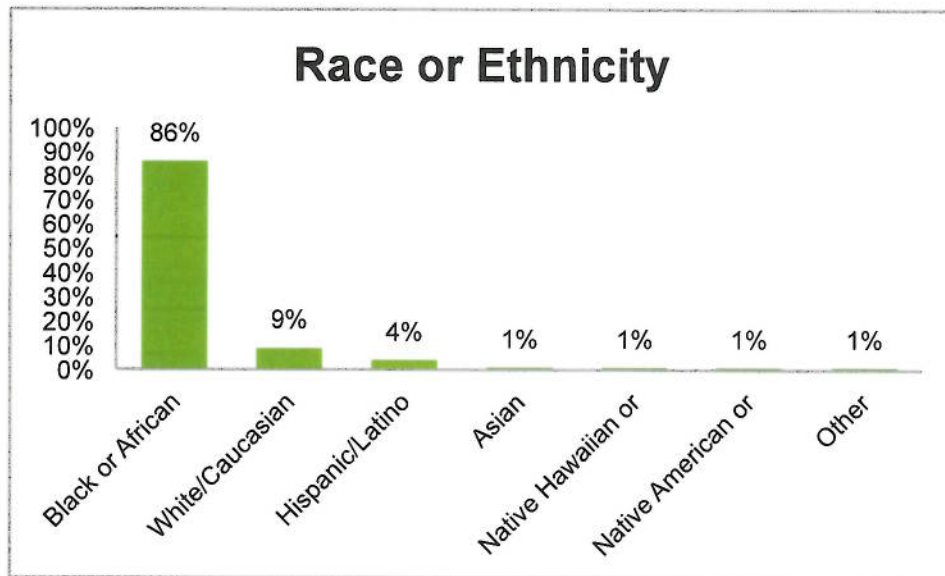
10. How Old Are You?

13-17	5%
18-25	17%
26-34	27%
35-54	26%
55-64	17%
65 and over	8%



11. Race or Ethnicity

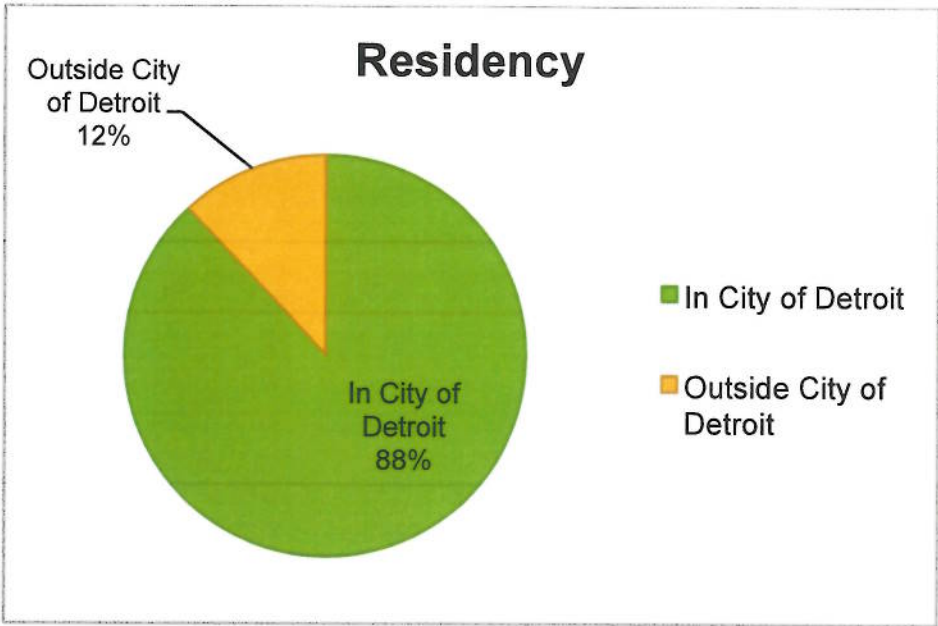
Black or African American	86%
White /Caucasian	9%
Hispanic/Latino	4%
Asian	1%
Native Hawaiian or Pacific Islander	1%
Native American or Alaska Native	1%
Other	1%



Other Responses:

- Mixed (2)
- Arabic
- Armenian
- Asian-Indian
- Asiatic
- Biracial
- Cherokee
- Farsi
- Human
- Indian
- Italian
- Moorish

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

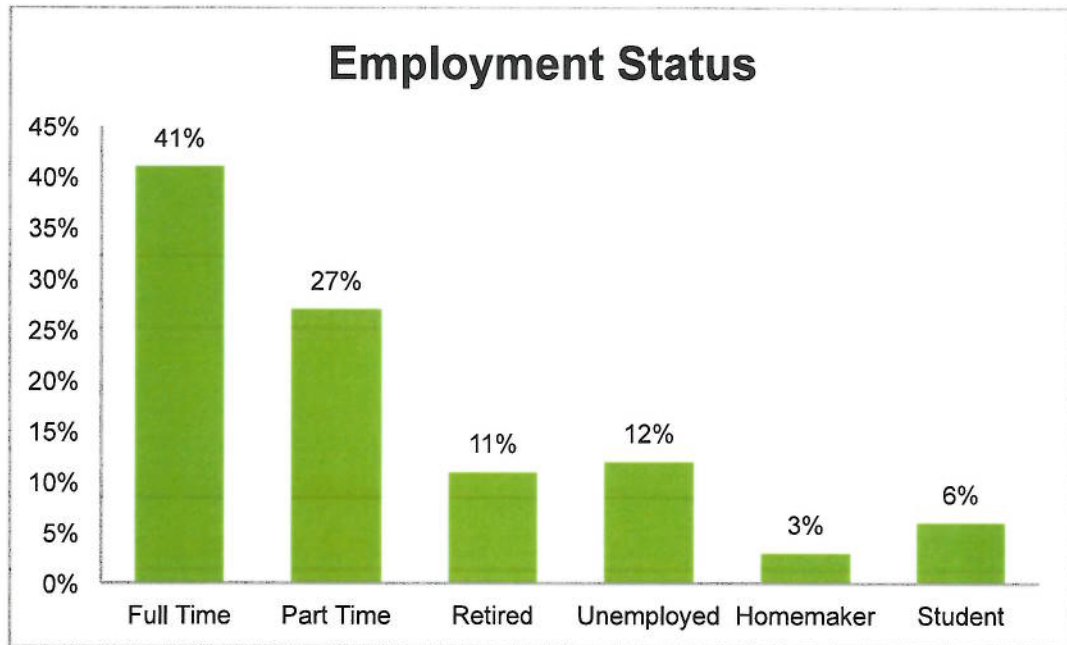


**Zip Code Outside City of
Detroit**

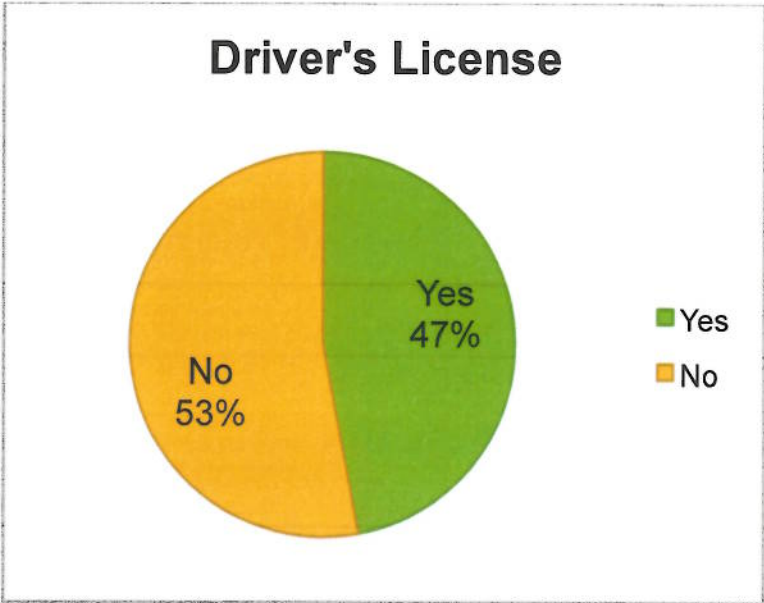
40204	48187	48226 (3)
43077	48195	48227 (19)
44721	48201 (16)	48228 (13)
45214	48202 (7)	48229
48036	48203 (19)	48230
48047	48204 (8)	48233
48066 (3)	48205 (17)	48234 (14)
48073	48206 (8)	48235 (14)
48075	48207 (21)	48236
48076	48208 (14)	48238 (7)
48080	48209 (4)	48239
48088	48210 (4)	48254
48089 (2)	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%

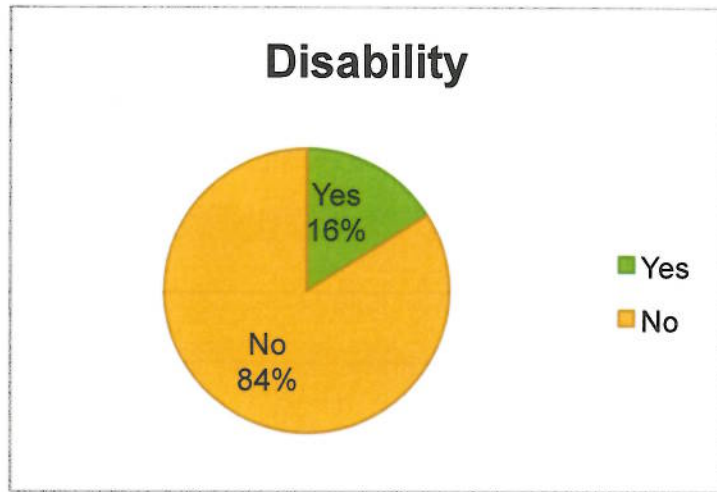


14. Do you have a driver's license?	
Yes	No
47%	53%



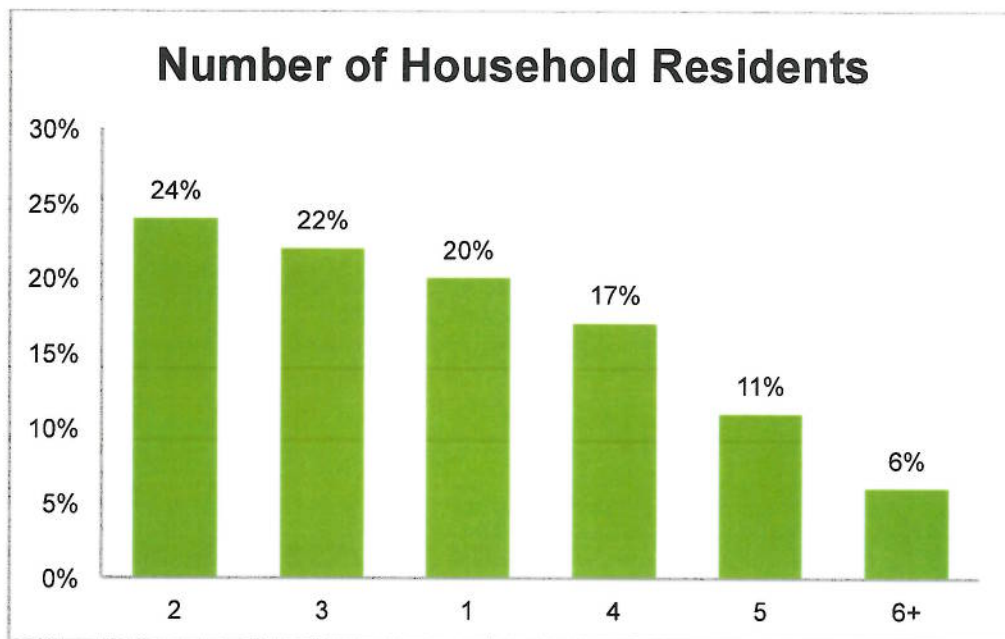
15. Do you have a disability that limits your mobility?

Yes	No
16%	84%



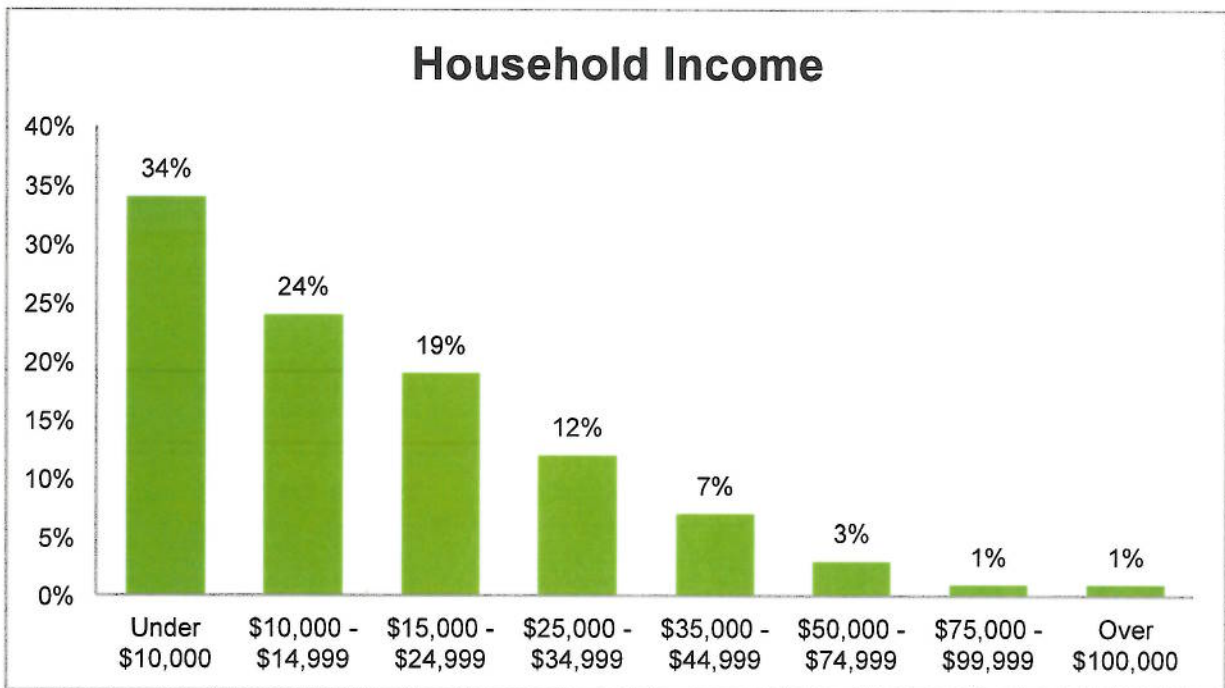
16. How many people currently live in your household?

1	20%
2	24%
3	22%
4	17%
5	11%
6+	6%

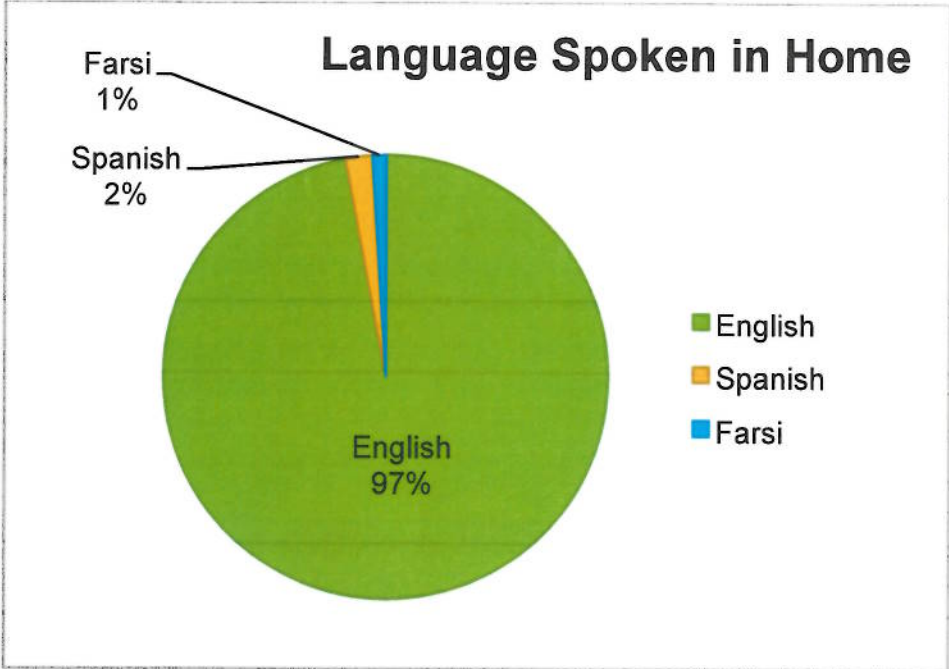


17. What was your total household income in 2017 before taxes?

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%



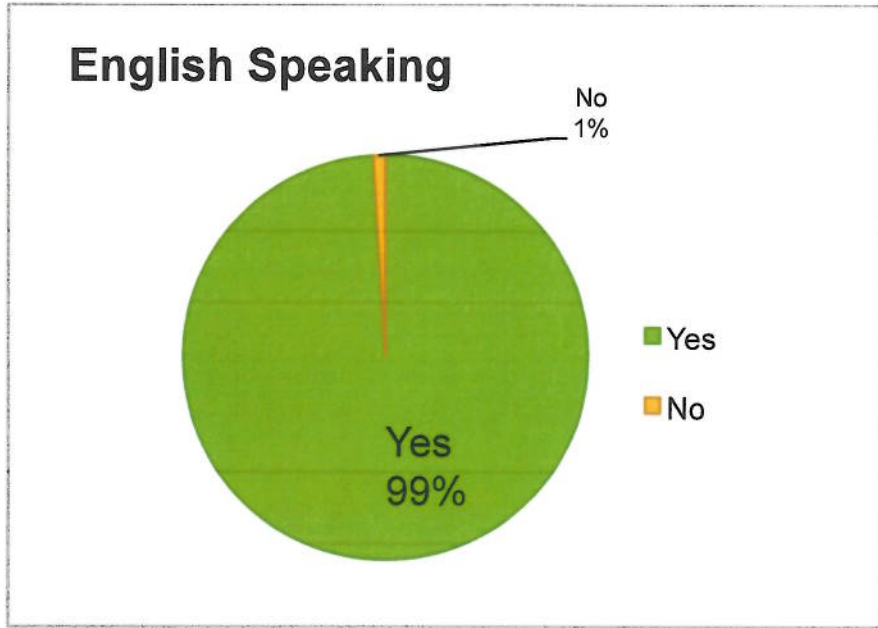
18. What is the primary language spoken in your home?			
English	Spanish	Farsi	Persian (other than Farsi)
97%	2%	1%	0%



Other Responses:

- Arabic (3)
- German
- Slang

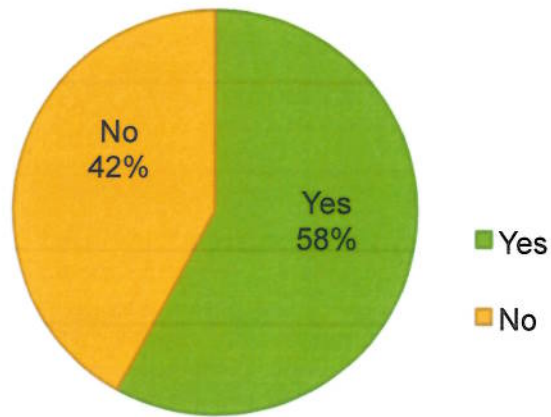
19. Do you speak English?	
Yes	No
99%	1%



20. Do you use a debit or credit card?

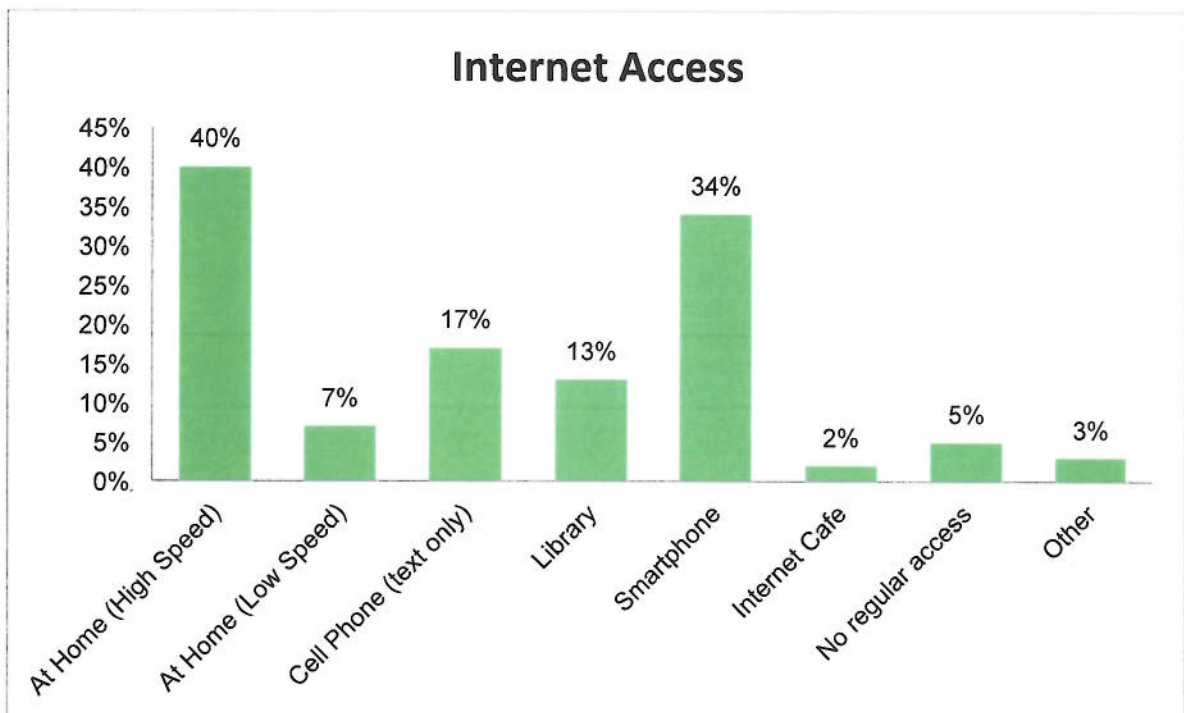
Yes	No
58%	42%

Use of Debit or Credit Card

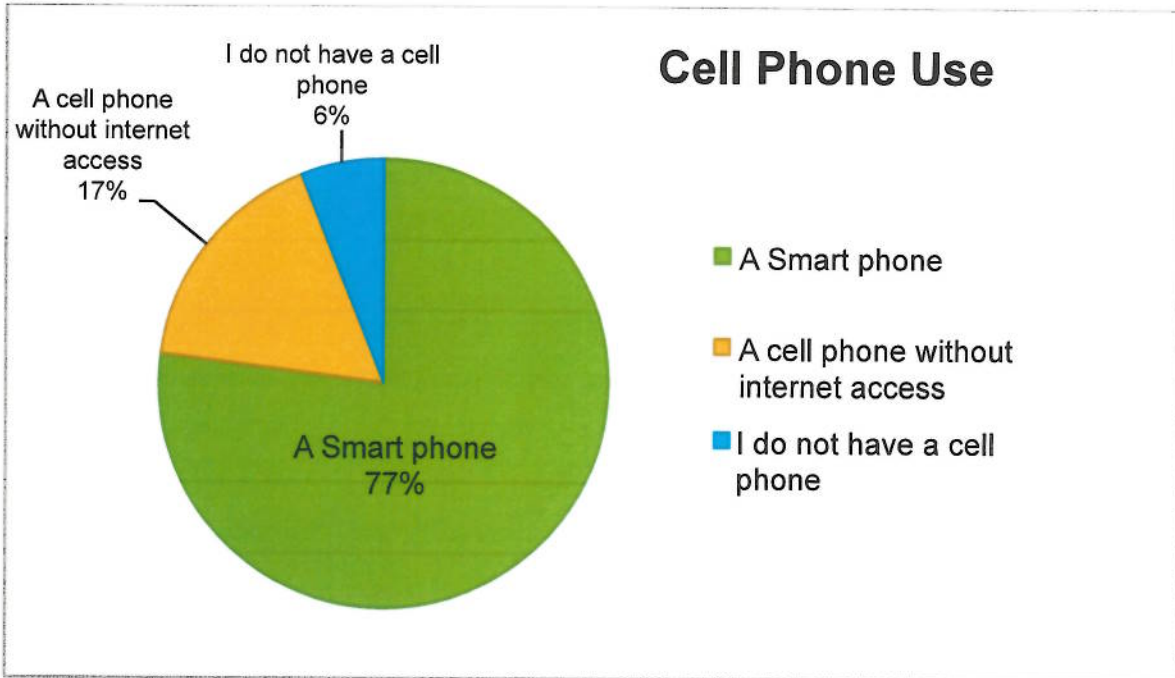


21. How do you get access to the Internet?

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%

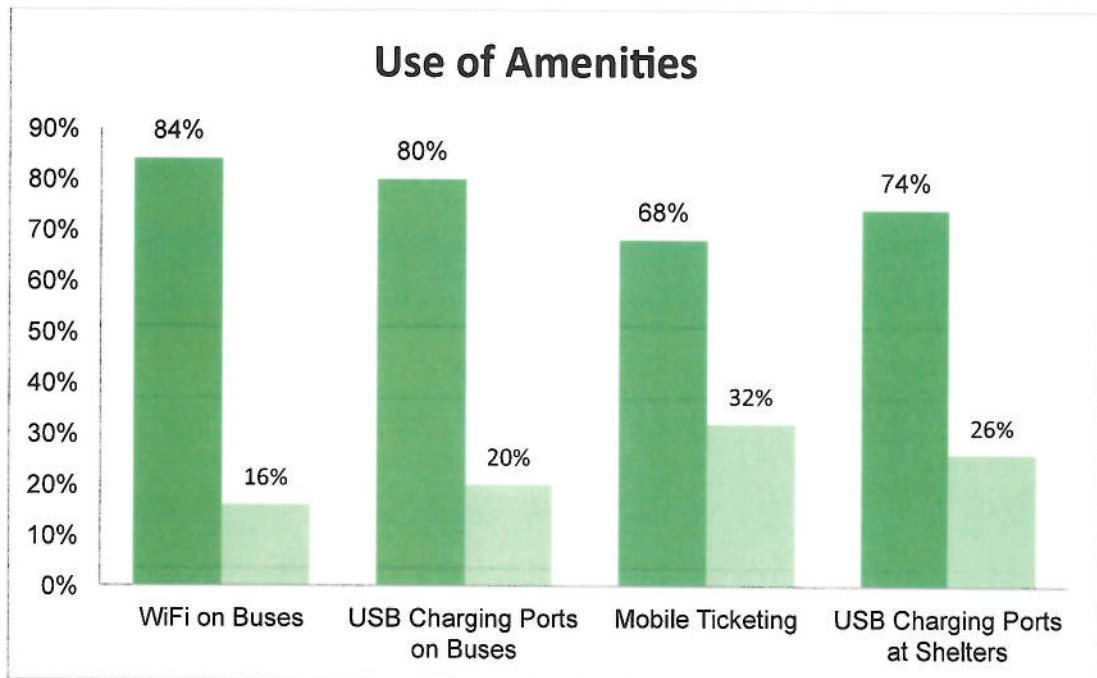


22. Do you use:		
A Smartphone	A cell phone without internet access	I do not have a cell phone
77%	17%	6%



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%



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%

3. How many days per week do you usually ride the bus?

8. Where are you going on this trip?

	6-7 Days/Week	3-5 Days/Week	1-2 Days/Week	A few times per month	A few times per year
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%

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%

6. How did you pay for your fare today?

11. Race or Ethnicity

	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%

6. How did you pay for your fare today?

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

	English	Spanish	Farsi	Persian (Other than 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%

6. How did you pay for your fare today?

19. Do you speak English?

	Yes	No
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%

6. How did you pay for your fare today?

20. Do you use a debit or credit card?

	Yes	No
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%	-	-

11. Race or Ethnicity

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

	Black or African American	White/Caucasian	Hispanic/Latino	Asian	Native Hawaiian or Pacific Islander	Native American or Alaska native	Other
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%

12. Where do you live?

8. Where are you going on this trip?

	In City of Detroit	Outside City of Detroit
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%

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?

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Cash Base Fare | <input type="checkbox"/> Cash Fare + XFer | <input type="checkbox"/> SMART Top Up | <input type="checkbox"/> Single Ride Ticket |
| <input type="checkbox"/> Senior Cash Fare | <input type="checkbox"/> Senior Transfer | <input type="checkbox"/> \$10 Value Card | <input type="checkbox"/> Transfer Ticket |
| <input type="checkbox"/> Disabled Cash Fare | <input type="checkbox"/> Disabled Transfer | <input type="checkbox"/> DDOT Monthly Pass | <input type="checkbox"/> Student Single Ride Ticket |
| <input type="checkbox"/> Medicare Cash Fare | <input type="checkbox"/> Medicare Transfer | <input type="checkbox"/> DDOT 7 Day Pass | <input type="checkbox"/> 2 Ride, 2 Transfer Ticket |
| <input type="checkbox"/> Student Cash Fare | <input type="checkbox"/> Student Transfer | <input type="checkbox"/> Student ID Card | <input type="checkbox"/> Student Semester Pass |
| <input type="checkbox"/> Weekly Card | <input type="checkbox"/> DDOT 5 Day Pass | <input type="checkbox"/> DDOT Bi-Weekly | <input type="checkbox"/> Monthly Regional Pass |
| <input type="checkbox"/> Monthly Disabled Pass | <input type="checkbox"/> Monthly Senior Pass | | <input type="checkbox"/> 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

2018 Detroit Department of Transportation Rider Survey



11. Race or Ethnicity – Choose all that apply

- Black or African American White/Caucasian
- Hispanic/Latino Asian
- Native Hawaiian or Pacific Islander Native American 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 $\pm 3\%$ 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	109	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	23	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	6
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	1,040	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	103	573	6	4	2	0
Clairmount	11	323	144	18	485	5	3	2	0
Tireman	47	301	83	89	473	5	3	2	0
Russell	40	392	77	38	469	6	5	1	1
Mid City Loop	42	148	71	38	257	3	5	1	0
		72,072	44,927	29,266	146,265	1600	2	1	0

TOTAL COMPLETED SURVEYS 1600
MULTIPLIER 0.01093905

APPENDIX B
FARE REVENUE SURVEY



Fare Option Survey

1. Of these options, how do you most often pay for DDOT fare? (check one)

- | | |
|---|--|
| <input type="checkbox"/> Cash base fare | <input type="checkbox"/> DDOT Bi-Weekly |
| <input type="checkbox"/> Cash fare + transfer | <input type="checkbox"/> \$10 value card |
| <input type="checkbox"/> SMART top up | <input type="checkbox"/> Agency 2-ride & 2-transfer ticket |
| <input type="checkbox"/> Agency single ride ticket | <input type="checkbox"/> Regular DDOT weekly pass |
| <input type="checkbox"/> Student pass | <input type="checkbox"/> Reduced DDOT weekly pass |
| <input type="checkbox"/> Monthly pass | <input type="checkbox"/> Student fare ID card |
| <input type="checkbox"/> Monthly regional pass | <input type="checkbox"/> Student semester fare |
| <input type="checkbox"/> Monthly regional PLUS pass | |

Which reduced fare do you pay?

- Student
- Senior with card
- Medicare
- Disabled
- N/A I pay standard fare

2. Of the options below, which would you most likely switch to? (check one)

Note: All options are rolling meaning the time frame starts at first use. For example, Karen buys the 31 day pass on June 11th and uses it first on June 13th. The 31 day time period starts on June 13th and is valid for the next 30 days)

- Cash fare
- Cash fare + transfer
- Base fare valid for 4 hours.
- 24-hour pass
- 7 day pass
- 31 day pass

3. For the option you selected please add what you believe is a reasonable price.

Cash fare \$_____

Cash fare + transfer \$_____

Base fare valid for 4 hours. \$_____

24-hour pass \$_____

7 day pass \$_____

31 day pass \$_____

APPENDIX C
FORMAL PUBLIC COMMENTETS



DDOT's Quarterly Community Input Meeting Comments Log

Thursday, October 18, 2018

Name	Comment	Yes	No	Email Address/ Home Address
Michael Wallace	No comment			mwallace10008@gmail.com
De Angela Johnson	It is not fair to the older people. The disable and the ones that depend on d.o.t. low income			
Walter C. Shield II	I have been riding ddot for years and I have witnessed terrible service over the years and some bus drivers passing me up at the bus stop. I'm puzzled at the fare change but will only agree with the change if bus route continue to improve with schedule time.			
Anthony Green	Fare should stay the same			
Shayla Grier	Fare Change is a good idea. Would be nice to have a long lasting transfer to get on the same bus, and a different bus. Thanks for helping me get around. Some drivers have a really good heart			
Marc Mays	Only if it is given to drivers should it increase			
Terrance Smith	Faster service and run 24-hour			
Shavell Cottrell	I Don't think the Bus fare should go up. We as Detroiters pay enough just living here.			
Marcellus Cobb	To Be on Time			
James Toles	I ride the bus daily from school and work. The drivers could be more courteous and respectful of riders.			
Poris Boalter	I feel like the fair should go up but only if the bus are up to par. Bus must have a/c and ramps that work.			
Viola Akins	No raise until better bus service especially when cold			
Alexias Toles	I feel that the drivers can be more courteous to the riders and the bus should be cleaned.			
Julonia Edwards	If our fare goes up, the buses must be on time everyday.			
Chris Toodle	I don't think they should raise the prices o the bus			



DDOT's Quarterly Community Input Meeting Comments Log

Thursday, October 18, 2018

Page 2

Name	Comment	Yes	No	Email Address/ Home Address
Amy Hughes	I would not mind the increase, however scratch my back and I will scratch yours. Accommodate us. Buses need to be clean, on time and safe for us. Don't just increase the fare and still give us the same crappy service and smelly buses with the rude bus drivers otherwise I prefer to pay cash as usual.			
Joe Harrell	If I put \$5 on a bus, please can I have my change back like on the SMART buses does sir/ma'am. New machines			
Jazmine PM	If you make the bus fare \$2 you should make sure they are on time, clean and efficient, not crowded. I should be able to get where I am going on time with minium hassel.			
Jane Doe	I feel like it should not go up because its people that's barely can have money to feed less known to get back and forth to work so my vote is no!!			
Tihe Taylor	I feel id the fares go up then the drivers should have a better customer service			
Tanika Taylor	I want it to be \$1.75 and bus card at \$49.50			
Jerimiah Thomas	Keep the fare the same \$1.50 / \$1.75 transfer			
Mikayah Purnell	If the fare is to be raised, then by all means necessary increase the number of drivers if possible. The buses should be more clean and provide safer routes when passengers travel. Finally, the buses should arrive on time everyday.			
Roe Davis	With these prices rising, the buses need to be on time and 24/7.			
Deborah Miller	Need to have a bus services office open on weekend at RPTC and 8 mile and Woodward to sell passes and tickets for bus fares to public			
Terrie Hart	I think they should go down on the bus fare			
Meka Frazier	Need to improve Plymouth service hours longer Do not move RPTC			
Myrtle Menear	Usually great service. Buses usually true to schedule. I ride often. I am handicap and usually lowers bus for me. Overall satisfied			
Ronnie	Winter is coming, make sure the buses are on time.			



DDOT's Fare Change Proposal - Public Hearings Comments Log

Name	Comments	Yes	No	Email Address/ Home Address
Jacqueline "Jackie" Grimes	<p>Question 1: Any consideration to fee-partner w/SMART for some suburban routes - i.e. Birmingham, Berkely, Southfield, Novi, Canton-Plymouth, and Livonia?</p> <p>Question 2: Is it possible to put a shed and/or bench at most bus stops? (Hate seeing people standing long and in inclement weather).</p> <p>*What Improvements will be made by changes/fixes to fare boxes? * When will DDOT place a priority on <u>customer service</u>? This * negatively affects its image.</p> <p>*Why isn't the Qline included as part of a transfer service - or the people mover? *Putative bad service</p>			<p>oneitaj@yahoo.com</p> <p>313-451-3532/</p>
Oneita Jackson	My children got kicked off the bus. What provisions are being made for Detroit school children to catch the bus to go to school?			
Stacey Young				
Maddox	<p>On the 4 hour passes will we be able to add more time on it?</p> <p>Generally supports this change. Will make transfers easier and riding simpler :) Rolling 31 & 7 day is very useful. Concerned that some people may need to pay more and urge DDOT to explore a low-income fare. Like student fare going down, should be extended to college students. Also love mobile fare payment option !!</p>			
Megan Owens				
Mason Herson-Herd	<p>*Revenue Neutral?</p> <p>Necessary upgrades - DDOT placing</p>			
Larry Donald Verse	\$2.00 good for those who transfer to SMART - paying more for less			



DDOT's Fare Change Proposal - Public Hearings Comments Log

Page 2

Name	Comments	Yes	No	Email Address/ Home Address
Marilyn Dodson	<p>Better public information What happens to \$17 disabled monthly pass? Can please re-instate bus stop at Woodward and Jefferson.</p>			
Toria Chandler	<p>Reduced Senior Citizen - What age would that start @ 55 or 62 or 65?</p>			
Derek Hollaway (Chose not to speak)	<p>Unaffordable Low income category added to reduced fare</p>			
Kris Gervin (did not speak)	<p>What will be the overall affect if the bus prices are risen beyond 1.50, and how will the everyday people be affect by the fare changes?</p>			
Ernest Horn	<p>Info RE: Use phone as it relates to purchase and use of a 31 day Regional pass?</p>			
Wardell Montgomery	<p>Is this Transit Center sold or for sale to Dan Gilbert or someone?</p>			
Steven Hammontree	<p>I support the new merged fare but not the continuation of separate passes as it prevents the system from becoming truly regional. We need a consistent system of lower fares for reduced or low income folk. We need consistent and generous treatment for parents with multiple small children. Lower fares for youth 6-18 rather than basing it on school attendance. We need as much education, input, and consultation with rider and general public. Fare box reliability.</p>			<p>48210-2461; daniel253146@gmail.com</p>
Daniel Duane Spyker (Chose not to speak)				



DDOT's Fare Change Proposal - Public Hearings Comments Log

Page 3

Name	Comments	Yes	No	Email Address/ Home Address
James (Chose not to speak)	<p>Why is there always two Woodward's going in the same direction on side of the street?</p> <p>Why when making complaints over the phone they want your mailing address and other information and they never follow up on your complaint?</p> <p>Why raise the bus fare when the bus service is getting worst!!!! Not satisfied with leadership of DDOT!!!!</p>			
Candace Jones (Chose not to speak)	<p>If the buses fare is the same why a only DDOT pass? \$2 equal both DDOT & SMART = Same Prices Can catch a 24 hour bus to SMART if SMART stops at 12 midnight, bring back start time @ 6 am.</p>			

APPENDIX D
FARE CHANGE PUBLIC NOTIFICATIONS



FARE CHANGES

DDOT is exploring new ways to offer simpler and easier fares for our riders. Currently, DDOT has over 30 different fares and tickets. Join us at one of the below community meetings to find out how we're proposing to simplify and add more value to our current fare structure.

MON
8.27

6:00pm - 7:30pm
Redford Library
21200 Grand River Ave
Detroit, MI 48219

WED
9.05

10:00am - 12:00pm
Campbell Library
8733 Vernor Hwy
Detroit, MI 48209

WED
8.29

10:00am - 12:00pm
Northwest Activity Center
18100 Meyers Rd
Detroit, MI 48235

WED
9.05

5:30pm - 7:00pm
Main Library
5201 Woodward Ave
Detroit, MI 48202

THURS
8.30

10:00am - 12:00pm
East Lake Baptist Church
12400 E Jefferson Ave
Detroit, MI 48215

THURS
9.06

11:00am - 12:30pm
DDOT Admin Bldg
1301 East Warren Ave.
Detroit, MI 48207

THURS
8.30

5:30pm - 7:00pm
Samaritan Center
5555 Conner St #2210
Detroit, MI 48213

THURS
9.06

5:30pm - 7:00pm
Metropolitan Church of God
13400 Schaefer Hwy
Detroit, MI 48227



PROPOSED DDOT FARE CHANGES



Navigating the many different DDOT fare options is hard for both riders and operators, which is why a number of changes to the fare structure are being explored as a way to make riding DDOT simpler and easier. The existing 25 different fares will be consolidated to 6 fares, each with a standard and reduced price. New prices for standard fares will accompany the fare simplification, along with a number of additional rider benefits. On December 1st, 2018, these changes are proposed to take effect.

Proposed New Fares:

4 Hour Ride Ticket \$2 - Standard Fare \$.50 - Reduced Fare	24 Hour Pass \$5 - Standard Fare \$2 - Reduced Fare	7 Day DDOT Pass \$17 - Standard Fare \$8 - Reduced Fare	7 Day Regional Pass \$22 - Standard Fare \$10 - Reduced Fare	31 Day DDOT Pass \$60 - Standard Fare \$17 - Reduced Fare	31 Day Regional Pass \$70 - Standard Fare \$29 - Reduced Fare
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4 Hour Ride Ticket

The base fare paid by riders on the bus will be replaced with a 4 Hour, unlimited ride ticket. This will eliminate the need for a transfer ticket and will offer a better value per trip for riders.



24 Hour Pass

This new pass will offer unlimited DDOT bus rides for 24 Hours for just \$5 (\$2 for those that qualify for a reduced fare). The new Day Passes will be available for purchase on the bus using cash or at any of the locations where bus passes are sold.



Rolling Passes

The 7 Day, 31 Day DDOT, and 31 Day Regional passes will be changed from period passes to rolling passes. The new passes will not be activated until the first time a rider uses it.



Mobile Pass

DDOT's new mobile fare payment system will allow riders to purchase 24 Hour and 31 Day Regional passes using their smartphone. Riders will use a free account to buy a pass and then show operators the countdown animation shown on the screen.



Elimination of Transfer Fare

With the introduction of the 4 Hour Ride Ticket, transfer fares will be eliminated as riders will be able to travel as much as they want in 4 hours. Transfers between DDOT and SMART will be free for those using the 4 Hour Ticket, 24 Hour Pass, 7 Day Regional Pass, and 31 Day Regional Pass.

Please contact Eric Dryer at eridry@detroitmi.gov or (313) 833-7695 with questions

www.ridedetroittransit.com • Follow us on social media @riddeddot



Detroit Department of Transportation

PUBLIC HEARINGS NOTICE

PROPOSED FARE CHANGES



DDOT is exploring new ways to offer simpler and easier fares for our riders. Currently, DDOT has over 30 different fares and tickets. Join us to find out how we're proposing to simplify and add more value to our current fare structure.

You are invited to attend any one of three (3) public hearings to learn how your fare will be impacted.

Tuesday, October 2nd

11:00am - 12:30pm

Wilder Public Library

7140 E. Seven Mile
Detroit, MI 48234

Wednesday, October 3rd

5:30pm - 7:00pm

Rosa Parks Transit Center

1310 Cass Ave
Detroit, MI 48226

Thursday, October 4th

11:00am - 12:30pm

Redford Public Library

21200 Grand River Avenue
Detroit, MI 48219



FOLLOW US ON
SOCIAL MEDIA
@RIDE DOT



Any person with a disability or needs accommodations to participate in this meeting should contact DDOT Customer Service Office at 313-933-1300 or DDOT-ADA@DETROITMI.GOV at least 5 days in advance of the meeting for request assistance.

Cualquier persona con una discapacidad o las necesidades de alojamiento para participar en esta reunión debe dirigirse DDOT oficina de servicio al cliente en 313-933-1300 o DDOT-ADA@DETROITMI.GOV al menos 5 días antes de la reunión para pedir asistencia.

قدمخ ببتكفم عاهتجال اذه يف تفراشملل قماقرا تاجايتجا وا قواعال عم صخش يا لصرتنا نا يغبن يو لببق لقالا علع ماي 5 DDOT-ADA@DETROITMI.GOV وا 313-933-1300 يف تودء الماعلا قدعاسملا ببلطل عاهتجال داقعنا



Departamento del Transporte de Detroit

AVISO DE AUDIENCIAS PÚBLICAS

PROPUESTOS CAMBIOS A LA TARIFA

El DDOT está explorando nuevas formas de ofrecer tarifas más simples y razonables para nuestros viajeros. Actualmente el DDOT tiene cerca de 30 tarifas y boletos distintos. Únase a nosotros para saber cómo proponemos simplificar y añadir más valor a nuestra estructura de tarifas actuales

Está invitado a asistir a una de tres(3) audiencias públicas para saber cómo se verá afectada su tarifa.

SÍGANOS EN REDES SOCIALES @RIDEEDDOT



Martes 2 de octubre

11:00am - 12:30pm

Biblioteca Pública Wilder

7140.E Seven Mile
Detroit, MI 48234

Miércoles 3 de octubre

5:30pm - 7:00pm

Rosa Parks Centro De Tránsito

1310 Cass Ave
Detroit, MI 48226

Jueves 4 de octubre

11:00am - 12:30pm

Biblioteca Pública Redford

21200 Grand River Avenue
Detroit, MI 48219



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Cualquier persona con una discapacidad o las necesidades de alojamiento para participar en esta reunión debe dirigirse DDOT oficina de servicio al cliente en 313-933-1300 o DDOT-ADA@DETROITMI.GOV al menos 5 días antes de la reunión para pedir asistencia.

مقدم ببتكفم عامتجال اذه يف ظفراشملل ةمراق! نتاجايحوا وا تقاعال عم صخش يا لصتا نا يغبن يو لبق لقالا ملع ماما 5 DDOT-ADA@DETROITMI.GOV وا 313-933-1300 يف تود ءالمعلا ةدعاسملا بلطلل عامتجال داقعنا



إدارة النقل في ديترويت

إشعار جلسات الاستماع العامة

تغييرات الأجرة المقترحة



تستطلع إدارة النقل في ديترويت (DDOT) طرقًا جديدة لتقديم أسعار أجرة أبسط وأسهل لراكبينا. إدارة النقل في ديترويت لديها حاليًا أكثر من 30 سعرًا مختلفًا للأجرة وتذاكر الركوب. انضم إلينا للتعرف على مقترحاتنا لتبسيط هيكل الأجرة الحالي لدينا وإضافة المزيد من القيمة إليه.

أنت مدعو لحضور إحدى جلسات الاستماع العامة الثلاث (3) لمعرفة كيف ستتأثر الأجرة الخاصة بك.

الثلاثاء، 2 تشرين الأول (أكتوبر)
11:00 ص - 12:30 ظ

مكتبة وايلدر العامة

(Wilder Public Library)

E. Seven Mile Detroit, 7140
MI 48234

الأربعاء، 3 تشرين الأول (أكتوبر)
5:30 م - 7:00 م

مركز روزا باركس للنقل

Rosa Parks Transit Center

1310 Cass Ave
Detroit, MI 48226

الخميس، 4 تشرين الأول (أكتوبر)
11:00 ص - 12:30 ظ

مكتبة ريدفورد العامة

(Redford Public Library)

Grand River Avenue 21200
Detroit, MI 48219



تابعنا على مواقع
التواصل
الاجتماعي



RIEDDOT@

Any person with a disability or needs accommodations to participate in this meeting should contact DDOT Customer Service Office at 313-933-1300 or DDOT-ADA@DETROITMI.GOV at least 5 days in advance of the meeting for request assistance.

Cualquier persona con una discapacidad o las necesidades de alojamiento para participar en esta reunión debe dirigirse DDOT oficina de servicio al cliente en 313-933-1300 o DDOT-ADA@DETROITMI.GOV al menos 5 días antes de la reunión para pedir asistencia.

قدمخ بعتكم عامتجالا اذه يف ظفراشملل قماق! تاجايتحا وا ققاعلا عم صخش نا لصرتا نا يغبن يو لبق لقالا على عاهايا 5 DDOT-ADA@DETROITMI.GOV وا 313-933-1300 يف تعود عالعمل عاهايا بلطل عامتجالا داوعنا



1301 E Warren Ave Detroit, MI 48207 • 313.933.1300

www.ridedetroittransit.com

[Twitter](#) [Facebook](#) [Instagram](#) @rideddot

Dear Valued DDOT Non-Profit Member,

Navigating the multitude of DDOT fares can be challenging, which is why we are embarking on a simplification of our fare structure. In December 2018, we are proposing to streamline the 25 different fares, tickets, and passes to six fares; each with a standard and reduced rate. The five proposed fare options and new prices are as follows:

Proposed New Fare	Standard Fare	Reduced Fare
4 Hour Ticket	\$2	\$0.50
24 Hour Pass	\$5	\$2
7 Day DDOT Pass	\$17	\$8
7 Day Regional Pass	\$22	\$10
31 Day DDOT Pass	\$60	\$17
31 Day Regional Pass	\$70	\$29

As a non-profit, your agency likely deals with DDOT Agency Tickets, and under this proposal all Agency tickets will be consolidated into the 4 Hour Ride Ticket or 24 Hour Pass, depending on the value you are looking to provide to those you serve. We will also be eliminating transfers by offering the 4 Hour Ride Ticket, valid for unlimited rides for 4 Hours. These new pass options will provide a greater value to riders and will make it easier for your agency to navigate the available options.

As part of the fare simplification process, DDOT will be introducing additional benefits to riders. Mobile payment using a new smartphone app will be introduced in December 2018, starting with the 24 Hour and 31 Day Regional passes, and adding the other fare types in the next phase. The weekly and monthly passes will change to a rolling date, meaning that the new passes will expire 7 or 31 days from the time of first use, depending on the pass. Finally, the 4 Hour Ride Ticket, 24 Hour Pass, 7 Day Regional, and 31 Day Regional Pass will valid on both DDOT and SMART systems.

In order to add these benefits, and to reduce the need for transfers between SMART and DDOT buses, the standard fare prices are proposed to increase slightly. The new proposed standard fares would range from \$2 for a 4 Hour Ride Ticket to \$70 for a 31 Day Regional Pass. All fares for reduced fare riders (senior, disabled, Medicare, and student) will be the same price, starting at \$0.50 for a 4 Hour Ride Ticket.

We understand this transition from the current fare structure to the proposed new fare structure may be difficult, but we at DDOT believe the benefits of a simpler fare structure outweigh the negatives. If you or your organization have questions or suggestions related to the proposed fare changes, please contact **Eric Dryer** at eridry@detroitmi.gov or Monday-Friday, 9am – 5pm at **313-833-7695**. Additionally, if you would like to meet in person to discuss the proposed changes, please let us know.