JATA Market Research Study

Did you know?
About 70% of study participants countywide consider JATA service to be important to where they live – even if they do not ride.

About 49% of study participants were not aware of the services JATA provides.

Current Rider Profile:
Female
Jackson City Resident
Age 45 to 54
Job Hunting

1 In 6 Automobile Drivers Also Ride JATA!

59% Want JATA To Expand Routes & Schedules Throughout the County!

36% Consider JATA To Be Convenient!
JATA Market Research Team

♦ Market Research Study Team

○ RLS & Associates, Inc.
  - Providing Public Transit Consulting for Small Urban and Rural Communities for 26 Years

○ Lockwood Research
  - Providing Opinion Research and Consultation for Over Two Decades

○ Bergeron Marketing, LLC
## JATA Market Research Tasks

- Initiated in Winter 2014/15

<table>
<thead>
<tr>
<th>Task Number</th>
<th>Task Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Countywide Community Household and Business Survey</td>
</tr>
<tr>
<td>2</td>
<td>JATA Passenger Survey</td>
</tr>
<tr>
<td>3</td>
<td>Survey Results Report</td>
</tr>
<tr>
<td>4</td>
<td>Presentation of Survey Results to JATA Board</td>
</tr>
<tr>
<td>5</td>
<td>JATA Community Event – May 7, 2015</td>
</tr>
</tbody>
</table>
JATA’s Motivation for the Study

♦ Planning and Prioritizing for the Future of JATA
♦ Identifying the Primary and Ancillary Transportation Needs of Jackson Residents, Countywide
♦ Using the Community’s Perspective to Clarify the Focus of JATA
Survey Successes

♦ Results are Proportionate to Population Distribution in 37 of 38 Jackson County Census Tracts
  ○ One Census Tract has 8 Addresses
  ○ None Participated

♦ Participation via Mail, Internet, and Phone

♦ Valid Passenger Survey Results
Exhibit 1: Geographic Distribution of Survey Results

Legend

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.1% - 0.31%</td>
<td>0.1%</td>
</tr>
<tr>
<td>0.32% - 1.25%</td>
<td>0.31%</td>
</tr>
<tr>
<td>1.26% - 2.61%</td>
<td>0.63%</td>
</tr>
<tr>
<td>2.62% - 4.08%</td>
<td>1.25%</td>
</tr>
<tr>
<td>4.09% - 29.15%</td>
<td>1.46%</td>
</tr>
</tbody>
</table>

Jackson Area Transportation Authority

Map showing various percentages and regions within the Jackson area.
Survey Questionnaire Formation

♦ Survey Questions were Developed with Input from the Consulting Team and JATA Staff

♦ Pilot Tested
  ○ January 2015

♦ Executed
  ○ February 2- March 17, 2015
Mixed-Mode Survey Methodology

♦ Mailing Postcards
  ○ Toll-Free Phone Number
  ○ Paper Survey Mailed Upon Request
  ○ URL to an On-Line version of the Survey
  ○ Stratified Random Sample Telephone Survey

♦ Passenger Survey
  ○ Trained and Experienced Surveyors
  ○ Intercepted Passengers at Key Bus Stops
  ○ Paper Survey Format
## Number of Participants

<table>
<thead>
<tr>
<th>Approach</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Line Surveys Started/Completed</td>
<td>688/648</td>
</tr>
<tr>
<td>Paper Survey Mailed Upon Request/Completed</td>
<td>178/93</td>
</tr>
<tr>
<td>Toll-Free Phone Number Completed</td>
<td>181</td>
</tr>
<tr>
<td>Random Household Calls</td>
<td>370</td>
</tr>
<tr>
<td>On-Board Passenger Survey</td>
<td>316</td>
</tr>
</tbody>
</table>

- **Postcards** = 922 Completed Surveys
- **Random Household Calls** = 370 Completed Surveys
- **Passenger Survey** = 397 Completed Surveys
- **TOTAL**: 1,689
PASSENGER SURVEY
Frequency of Riding JATA

- 66% of respondents ride JATA 11 or more times per month (frequent riders)
- 19% ride 6 to 10 times/month
- 15% ride 1 to 5 times/month
FREQUENT RIDERS USE JATA FOR ALL PURPOSES
One-Way Commute

- **30%+ Commute**
  - 45 to 90 Minutes

- **26% Commute**
  - 30 to 44 Minutes

- **28% Commute**
  - 15 to 29 Minutes

- **11% Commute**
  - Less than 15 Minutes
Distance to Bus Stop

40% Live Less Than One Block from A Bus Stop

34% Travel 3 or More Blocks to a Bus Stop
Transfers

- 52%: 1 Bus
- 41%: 2 Buses
- 8%: 3 or More Buses
Vehicle Availability
## Customer Satisfaction

<table>
<thead>
<tr>
<th>Service Topics</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of Service</td>
<td>4.06</td>
</tr>
<tr>
<td>Days of Service</td>
<td>4.37</td>
</tr>
<tr>
<td>JATA Information is Easy to Find</td>
<td>4.72</td>
</tr>
<tr>
<td>Schedules are Easy to Read</td>
<td>4.88</td>
</tr>
<tr>
<td>Bus Fares are Reasonable</td>
<td>4.81</td>
</tr>
<tr>
<td>Buses are usually On-Time</td>
<td>4.30</td>
</tr>
<tr>
<td>Buses come Frequently Enough</td>
<td>4.62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Topics</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus stops are Close to My Home</td>
<td>4.71</td>
</tr>
<tr>
<td>Sometimes I Miss My Connection</td>
<td>3.77</td>
</tr>
<tr>
<td>I Can Quickly Go Where I Want</td>
<td>4.45</td>
</tr>
<tr>
<td>Drivers are Courteous</td>
<td>4.68</td>
</tr>
<tr>
<td>Buses are Clean</td>
<td>4.74</td>
</tr>
<tr>
<td>Meets Needs of Rural Residents</td>
<td>4.46</td>
</tr>
<tr>
<td>JATA is a Valuable Resource</td>
<td>5.10</td>
</tr>
<tr>
<td>I Feel Safe &amp; Secure Using JATA</td>
<td>5.06</td>
</tr>
<tr>
<td>Overall JATA Service Satisfaction</td>
<td>4.99</td>
</tr>
</tbody>
</table>
## Top 3 Priorities for 3 Years

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<tr>
<th>Priority Topics</th>
<th>Response Percent</th>
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<td>Extend hours</td>
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<td>55%</td>
<td>175</td>
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<td>Reduce cost - - be more effective</td>
<td>32%</td>
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<td>Improve quality and on time performance</td>
<td>20%</td>
<td>64</td>
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<tr>
<td>Improve public awareness</td>
<td>17%</td>
<td>54</td>
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<td>Improve fleet and facilities</td>
<td>15%</td>
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<td>Improve information/website/signage</td>
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THE PEOPLE OF JACKSON COUNTY
Socio-Economic Characteristics

**Respondent Income:**
- 18% Under $15K
- 13% - $15K to $25K
- 23% - $25K to $50K
- 31% - $50K or More

Respondents with lower income ride JATA more frequently than respondents with higher income.
Demographic Characteristics

Most respondents were age 35 or older.
What is the zip code where you work?

70% Within Jackson City limits
49201 38%
49202 17%
49203 15%
49204 <1%

12% Outside Jackson City limits, within Jackson County
8% Washtenaw County
6% Ingham County
3% Calhoun County
1% Wayne County
<1% Cass County
Socio-Economic Characteristics

- None: 36%
- One: 33%
- Two: 26%
- Three or more: 5%

For those not employed outside the household, what best describes you?

- Retired: 60%
- Unemployed looking for work: 11%
- Homemaker: 10%
- Work from home: 5%
- Student: 2%
- Unemployed, not looking for work: 1%
- Other: 11%

n = 436
JATA Passenger Profile

What Do We Think We Know About JATA Riders?

- Mostly Female
- Job Seeking
- Lower-Income
- One-Person Household
IMPORTANCE AND AWARENESS OF TRANSIT
Importance of Transit Here

7 Of 10 Consider It Important To Have Transit Services Where They Live
Availability of Transit Here

43% OF Respondents Said Transit IS NOT ACCESSIBLE TO Them /
36% Said Transit IS Accessible To Them

47% OF Those Who Said Public Transit Options are Easily Accessible Are NOT JATA Riders

n = 945
Awareness of Reserve-A-Ride

51% of the sample was aware that JATA provides demand response transportation.

People calling the toll free # were more likely to be aware of the services (63%)

People on-line were more likely to say they were not aware of the service (53%)
Sources for JATA Information

4 out of 5 county residents did not respond to the question about sources of information suggesting a lack of knowledge or thought about where information can be found.

n = 183
MOBILITY
Transportation Mode

9% of the participants who were using a personal auto also rode JATA 1 to 5 times in an average month.

- Personal auto: 79%
- Walk: 30%
- Family/Friend: 27%
- Public transit (JATA): 17%
- Bike/Cycle: 14%
- Reserve-A-Ride: 6%
- Carpool: 5%
- Other: 5%

n = 946
49% of the households that used JATA Bus and 42% that used Reserve-A-Ride had no vehicle in the household.
Transportation Mode

JATA Bus Riders: 43% had 1 licensed driver
26% had 2 licensed drivers
26% had 0 licensed drivers

n = 909
Need for Travel Assistance

- 74% for Personal Trips
- 72% Non-Emergency Medical
- 25% Work
- 10% School
- 17% Other

n = 925
SERVICE RATINGS
8 of 10 Fixed Route Riders are Satisfied
7 of 10 Reserve-A-Ride Riders are Satisfied
The Most Frequent Riders were also The Most Satisfied Riders
JATA Service Ratings Scale of 1-5

n = 912
JATA Service Ratings Scale of 1-5

- Information about JATA is easy to find: 3.65
- Bus schedules are easy to read: 3.79
- Bus stops are close to my home: 3.02
- I can quickly go to where I want by bus: 3.11
- Meets the needs of rural residents: 2.57

n = 912
JATA Service Ratings Scale of 1-5

- Drivers are courteous
- Buses are clean and well maintained
- Bus fares are reasonable
- I feel safe and secure using JATA transportation
- JATA is a valuable resource for the County

n = 912
Likely To Use Reserve-A-Ride If It Were Expanded

Overall: Most were “Neutral” to “Very Unlikely” to Use Expanded Reserve-A-Ride

Those who “Never” Ride JATA were “Very Unlikely” (35%) to Use Reserve-A-Ride

Frequent JATA Riders were “Very Likely” (40%) to Use Reserve-A-Ride

Those Who Need Assistance were “Very Likely” (40%) to Use Reserve-A-Ride
PRIORITIES
Top 3 Priorities for 3 Years

1. Expand JATA's routes and schedules throughout Jackson County (59%)
2. Improve public awareness, understanding and support regarding JATA's current... (47%)
3. Improve customer information, including bus schedules, maps, website & signage (33%)
4. Expand routes & schedules to include "Commuter Services" outside Jackson Co. (31%)
5. Focus on reducing costs and improving efficiency of the current services (30%)
6. Extend the hours that current JATA service operate each day (29%)
7. Expand JATA's routes & schedules within the City of Jackson (18%)
8. Improve personal safety and security for JATA riders (10%)
9. Improve the quality, reliability & on-time performance of current services (10%)
10. Improve JATA's fleet and facilities to better serve current riders (8%)

n = 877
CONCLUSIONS
Conclusions

♦ **Highest** Level of Agreement with the Statement:

   *JATA is a valuable resource for the county.*

♦ **Lowest** Level of Agreement with the Statement:

   *JATA Service meets the needs of rural residents.*
Conclusions & Recommendations

♦ Support Exists for JATA Service Expansions But It Could Be Strengthened
  ○ Half of County Residents Do Not Know Enough About JATA to Answer Detailed Questions About Service
  ○ One-Third Felt JATA Information Was Easy To Find
    ▪ Many Have Not Sought Out Information
Conclusions & Recommendations

♦ If JATA Is Able To Expand, The Information Piece Will Become Even More Important As County Residents Will Need to Know Where and How to Ride
## Passenger Feedback: Top 3 Priorities for 3 Years

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n = 877
Questions?

Please Ask Questions Throughout the Morning or Call / Email Us Later At

Laura Brown, RLS & Associates, Inc. – Project Manager: (813) 482-8828 or lbrown@rlsandassoc.com

Tammy Lockwood, Lockwood Research – Community Survey: tammy@lockwoodresearch.com

Ed Bergeron, Bergeron Marketing, LLC – Marketing: Edward.Bergeron@charter.net