



Bloomington Route Optimization Study



FALL 2018 PUBLIC OUTREACH SUMMARY

Spring 2019

Prepared for:



CONTENTS

1. Introduction.....	4
2. Public Outreach	4
Public Meetings	4
Downtown Transit Center	4
Indiana University	6
Pop-up Event (Indiana University)	7
Stakeholder Meeting	7
Meeting with Bloomington Transit Operators	9
3. Survey of Riders and Non-Riders.....	10
Key Survey Findings	11
Demographics.....	12
Employment Status	12
Household Income.....	12
Age 13	13
Access to Personal Vehicle.....	14
Commute Patterns.....	15
Motivation for Transit Use	15
Transit Riders: Reasons for Using Transit	16
Non-Riders: Reasons for not Using Transit	16
Most Frequent Transit Trip.....	17
Frequency of Trip	17
Purpose of Trip	18
Transit Trip Commute Patterns	19
Duration of Trip	20
Timing of Trip.....	21
Fare Medium Used to Complete Trip	22
Alternate Mode of Travel	22
General Transit Use	23
Most Frequently Used Bus Routes.....	23
Route Association	25
Rider Perception	26
Rider Preference.....	28
Transit Riders	28
Non-Riders.....	29
Additional Comments	30

FIGURES

Figure 1 Level of Transit Use.....	10
Figure 2 Employment Status.....	12
Figure 3 Annual Household Income	13
Figure 4 Age	14
Figure 5 Access to Person Vehicle.....	14
Figure 6 Residence and Final Destination Commute Patterns.....	15
Figure 7 Reasons for Taking Transit.....	16
Figure 8 Reasons for Not Taking Transit.....	17
Figure 9 Frequency of Transit Use	18
Figure 10 Purpose of Most Frequent Transit Trip.....	19
Figure 11 Transit Trip Commute Patterns	20
Figure 12 Length of Most Frequent Transit Trip	21
Figure 13 Timing of Most Frequent Transit Trip	21
Figure 14 Type of Fare Used on Most Recent Transit Trip	22
Figure 15 Alternative Method of Completing Most Recent Transit Trip	23
Figure 16 Bloomington Transit Route Usage	24
Figure 17 Indiana University Campus Bus Usage	24
Figure 18 Bloomington Transit Rider Perception.....	26
Figure 19 Indiana University Campus Bus Rider Perception	27
Figure 20 Rider Service Preferences.....	28
Figure 21 Non-Rider Service Preferences	29
Figure 22 Open-Ended Comments Organized by Theme	30

TABLES

Table 1 Shared Ridership.....	25
---------------------------------	----

1. INTRODUCTION

During Fall 2018, Bloomington Transit conducted public outreach on both the BT and IU systems. Outreach was intended to assess service perception and system use trends, as well as to gain valuable feedback on potential improvements. Public outreach consisted of two phases, each of which is summarized in this memorandum:

- In-person outreach with the general public, Indiana University students, community stakeholders, and Bloomington Transit operators.
- An online survey for riders and non-riders.

2. PUBLIC OUTREACH

Bloomington Transit conducted in-person public outreach on November 12 and November 13, 2018. Outreach consisted of public meetings and a pop-up event held at the Downtown Transit Center and on the Indiana University campus; a meeting with community stakeholders; and a meeting with Bloomington Transit operators.

Public Meetings

Each public meeting included a review of the project background, goals, and study approach. Participants were briefed on the results of the Market Analysis, including Transit Potential and Transit Need in the Bloomington region. At the conclusion of the presentation, attendees were posed a series of questions to invite discussion. A high-level summary of key responses to each question is summarized by public meeting below.

Downtown Transit Center

What are Bloomington Transit and/or Indiana University Campus Bus doing well?

- Routes are often on-time, particularly the 2S
- Buses are well-maintained
- The schedule is fairly reliable

How could Bloomington Transit and/or Indiana University Campus Bus serve the community better?

- Why are the poorest people paying the most for service? Should transit be free overall?
- BT could look at the Lime and Bird Scooter APIs to see where activity occurs, and modify service as needed. Potentially, BT could work with these companies to stockpile scooters at bus stops
- BT could look at where students live outside fixed route limits, and provide service to/from these areas
- Although service to Ivy Tech is warranted, BT cannot currently go outside Bloomington city limits
- Students make up 70 percent of BT ridership. However, there remains a stigma associated with riding the bus in Bloomington
- BT Routes 3 and 6 may have reduced stops in some areas
- Route 3 has constant on-time performance issues
- Integrating the IU and BT systems using one phone application would be very helpful

- Bus priority lanes on 10th Street would be welcomed, as would better pedestrian conditions around the IU Kelley School
- The west side is relatively less bikeable. The transit implications of this should be considered
- Park & Rides for commuters would be helpful. Previously, BT had a Park & Ride at Bryan Park coupled with a route that ran downtown. Although the route was very productive, the neighborhood ultimately rejected the Park & Ride

What are the top two or three most important goals that Bloomington Transit and/or Indiana University Campus Bus should focus on in the coming years?

- Mobile application integration between two systems, potentially using the Transit app
- A Park & Ride system, potentially at Whitehall Crossing Shopping Center
- Addressing the stigma associated with riding transit in Bloomington
- Sunday service or, at least, late Saturday service
- Creation of a downtown parking shuttle

Do passengers have the tools they need to understand and use Bloomington Transit and/or Indiana University campus bus?

- The system could use three dimensional signs at bus stops so that passengers could see information from multiple angles
- Consider merging the BT and IU systems under a joint name

Do Bloomington Transit and/or Indiana University Campus Bus provide an inviting passenger environment?

- The system could use additional benches and shelters
- Giving bus stops individual names could make the system more inviting

Are there other communities that “get transit right” and could serve as a model for Bloomington?

- Crimea
- Madison, Wisconsin
- Athens, Greece (transit stop names)

Indiana University

What are Bloomington Transit and/or Indiana University Campus Bus doing well?

- In high density areas around campus, moving a lot of students

How could Bloomington Transit and/or Indiana University Campus Bus serve the community better?

- Challenges come with serving when school is in session. When students are in class, 10-minute frequencies do not make sense
- Biking is often faster than taking the bus. People don't prioritize taking transit because the current traffic system does not support it. If transit were prioritized in Bloomington, people might take it more
- At the south end of Route 1, it is frustrating to not have Sunday service
- Better afternoon service would have a lot of benefits
- Fare media could be improved. Systems do not have smart cards. Smart card or smartphone compatibility could attract riders

What are the top two or three most important goals that Bloomington Transit and/or Indiana University Campus Bus should focus on in the coming years?

- Sunday service, especially regarding social equity
- Improving system reliability
- Bus priority lanes, perhaps along 10th Street. Alternatively, there could be bus/bike-only zones in certain areas during certain times of the day
- Better pedestrian conditions, including signalized crosswalks, along 10th Street around SPEA

Do passengers have the tools they need to understand and use Bloomington Transit and/or Indiana University campus bus?

- DoubleMap works well, but tracking buses can sometimes be frustrating
- The IU Campus Bus changes its routes often, which can cause confusion
- BT's interlocking system can sometimes cause confusion

Do Bloomington Transit and/or Indiana University Campus Bus provide an inviting passenger environment?

- Yes, the Downtown Transit Center is clean and well-kept
- The barrier between the Transit Center representative and the public can be uninviting

Are there other communities that "get transit right" and could serve as a model for Bloomington?

- Champaign-Urbana, Illinois has a prioritized bus system in which streets only hold buses for four or five blocks

Pop-up Event (Indiana University)

A pop-up meeting to engage passing students engaged in daily routines was also held at the Indiana Memorial Union. Key feedback included the following:

- BT Route 4 is infrequent and can be slow operating on the west side
- More northbound stops on the IU W Route (toward campus) would be welcome
- On the B route, there is lots of pedestrian traffic on Jordan Avenue between 3rd and 10th Streets. This makes for a slow ride in that area
- BT Route 2W could use more frequency on weekdays, increased Saturday service, and Sunday service
- Service at Ivy Tech is needed
- A Route buses often lay over at the stadium for an excessively long time
- Both the IU A and E routes are usually on-time, but often congested. On the A Route, this is often the case from the Stadium to McNutt Quad
- Better stop information on the E route is needed
- BT should provide better information on Routes 9 and 9 Limited on its website
- BT Route 5 could use higher frequency

Stakeholder Meeting

Bloomington Transit held a meeting of community stakeholders, delivering the same presentation given during public meetings. Attendees came from myriad organizations, including Indiana University, the City of Bloomington, Monroe County, Rural Transit, Bloomington Economic Development Corporation, and Bloomington Housing Authority. Key feedback from the stakeholder meeting is summarized in what follows.

What are Bloomington Transit and/or Indiana University Campus Bus doing well?

- The two systems serve students well

How could Bloomington Transit and/or Indiana University Campus Bus serve the community better?

- BT could do a better job of serving residents who are not students, including people working at IU, the hospital, or within the school system
- For a large segment of the population that cannot afford to live downtown, transit is not provided
- Access to healthcare could be better provided through transit. Transportation is a big issue for hospital patients
- Transit needs to adjust within a culture of scooters and microtransit, which are designed for fit, young people who are tech savvy. Services like Uber and Lyft imply economic status, and many cannot afford
- Bloomington affordable housing is often outside city limits, but BT does not serve those areas due to contract. Work out an agreement between the City and County for BT (and possibly Rural Transit) to cover gaps
- Explore potential of shuttle services to fill in fixed route gaps
- Address safety concerns associated with taking the bus

What are the top two or three most important goals that Bloomington Transit and/or Indiana University Campus Bus should focus on in the coming years?

- Simplifying service
- Fixed route service that hits visitor points such as hotels
- Expand service to the west, to employment centers, housing complexes, and to Ivy Tech. Link Ivy Tech with IU
- For IU, improve information as well as connectivity. Lots of students do not know how to ride to places like the mall without Uber
- Improve connectivity from outlying areas to downtown areas
- Serve unserved areas of Curry Pike, including trailer park around Vernell and Curry
- Connect service employers to transit, in the name of equity
- Install transit at new library branch on southwest side

Do passengers have the tools they need to understand and use Bloomington Transit and/or Indiana University campus bus?

- When elderly people lose the capacity to drive their own vehicles, they do not necessarily have smartphones to get passenger information. Passenger information on bus stops would alleviate concerns
- Can get to the library and get schedules, but you also have to have knowledge of where help is available
- Transit ambassadors could work well at places like Kroger, farmer's market, Walmart. Major employers can pick staff people to be transit contacts/ambassadors
- More locations to purchase fares could be useful

Are there other communities that “get transit right” and could serve as a model for Bloomington?

- Portland, Oregon has a fare-free zone
- Spokane, Washington transit center
- Dallas, Texas
- Chicago, Illinois, where transit is on a grid
- Arlington, Virginia program where seniors are taught to ride

Additional Notes

- An app-based approach involving demand response be appealing in some low-density areas, but knowledge limitations would be an issue for some residents. Hiring ambassadors to educate on this technology could be helpful
 - Such a service could serve as a collector for larger services. However, given that Bloomington is a small community, a lack of one-seat rides to downtown could raise issues

Meeting with Bloomington Transit Operators

Bloomington Transit operators were also consulted on the state of existing service. Key feedback, which consisted in part of specific suggestions for future service, included the following:

- On-time performance in the downtown area is a major issue
- On the east side, Route 3 could serve the new hospital
- To save time, when approaching downtown, Route 2 could bypass the Downtown Transit Center via College Avenue. The route would then loop south, and end at the Transit Center
- The removal of deviations on Route 3 West could save additional time
- On Fridays, drivers frequently do not have enough time to make timepoints or take breaks on Route 3
- A new route could operate primarily between Walmart and Whitehall Crossing
- Stemming from slow boarding procedures, traffic, and other issues, Routes 2 and 3 constantly face issues with on-time performance
- At Indiana University, routes are commonly stuck along 10th Street

3. SURVEY OF RIDERS AND NON-RIDERS

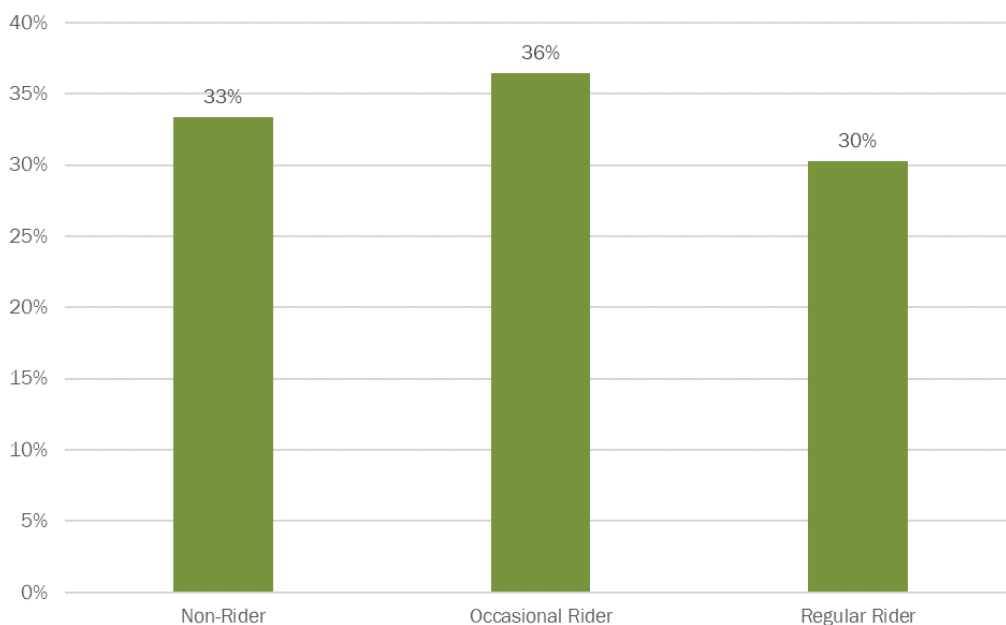
Among the best way to understand how well a transit system is serving its community, is to ask the people who interact with it most. This includes riders, who in many cases experience the system daily, and non-riders who may still be considered “stakeholders” in their capacity as prospective riders, employers, advocates, service providers, or simply tax-payers.

To complement in-person public outreach, an online survey was available for the general public from November 12 to December 31, 2018. The survey asked respondents to provide basic demographic information, details about their transit use, and preferences with respect to Bloomington Transit and Indiana University Campus Bus transit service.

625 survey responses were received in total. Regarding transit usage, respondents were almost evenly split: 33 percent reported not being regular transit riders, 36 percent were occasional riders, and 30 percent were regular riders (**Figure 1**). For the purposes of this memo, “occasional riders” and “regular riders” are typically combined and referred to more generally as “riders”.

The input summarized in this memo, along with the technical analyses described in previous deliverables, will be used to develop a series of service improvement recommendations for the two fixed routes services operating in Bloomington.

Figure 1 | Level of Transit Use



Key Survey Findings

Several key themes and findings emerged from the summary and analysis of the rider survey responses, including the following:

- The presence of Indiana University has an obvious effect on the makeup of transit ridership in Bloomington, including the number of riders who are students, young, lower income, and those who directly attributed their transit use with concern for the environment and lack of affordable parking options.
- Survey results revealed that there appear to be a relatively high percentage of “choice riders” in Bloomington, or individuals who choose transit over other modes. 58 percent of riders indicated that they have regular access to a personal vehicle, but nonetheless use transit either regularly or occasionally. 51 percent of riders reported that they choose to ride transit because it is cheaper than paying for gas, parking is expensive, or that they prefer to do things other than drive during their commute. Furthermore, when asked how they would complete their trip if transit were not an option, 22 percent of riders indicated that they would have driven alone.
- Riders are generally pleased with the quality of transit service in Bloomington, particularly with respect to reasonable fares, comfortable and clean buses, and professional and courteous staff and drivers. On the whole, existing schedules adequately satisfy people’s needs, but some riders expressed dissatisfaction with this aspect of service provision.
- Both riders and non-riders prefer more frequent service to additional coverage at a rate of two to one. Riders expressed a preference for more weekend service relative to weekday service, although non-riders were more evenly split.
- An analysis of open-ended comments revealed that requests for more weekend service was the most common topic mentioned. Service to new neighborhoods and more frequent service were also mentioned frequently.

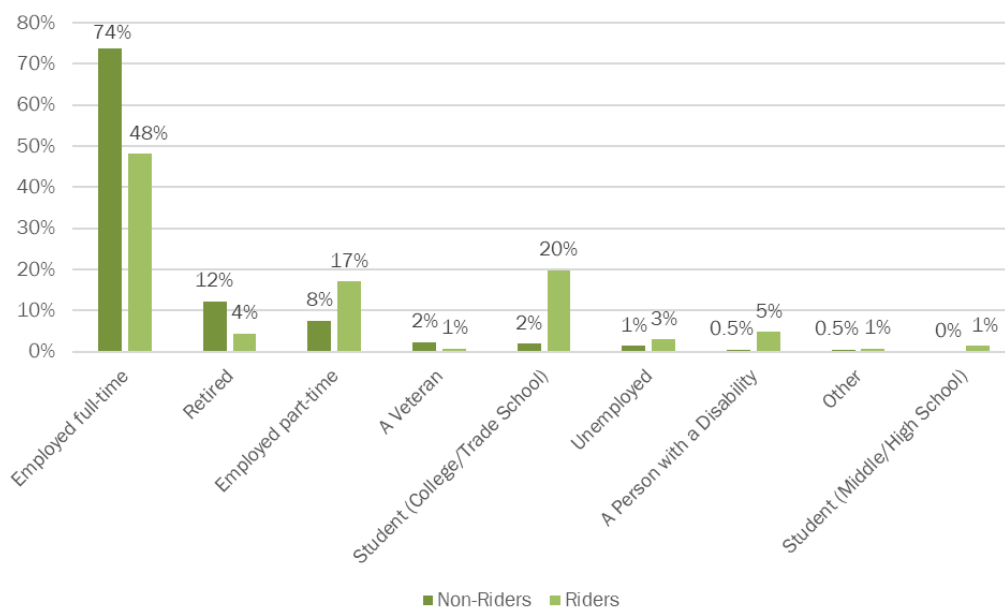
Demographics

Employment Status

Figure 2 summarizes the employment status of riders and non-riders. Approximately half of riders reported being employed full-time (48 percent). When combined with those employed on a part-time basis, the percentage of employed respondents increased to 65 percent. Students made up 20 percent of rider respondents, the majority of which were studying at the college or trade school level. The presence of Indiana University helps to explain the relatively large proportion of undergraduate and graduate student riders. Seven percent of riders reported being out of work, four percent of whom were retired and three percent who were unemployed. By comparison, in December 2019, the unemployment rate in the Bloomington region was 3.6 percent.¹

Non-riders were significantly more likely to be employed full-time or retired (74 percent and 12 percent). They were less likely, however, to be students, with only two percent of respondents identifying as such.

Figure 2 | Employment Status



Household Income

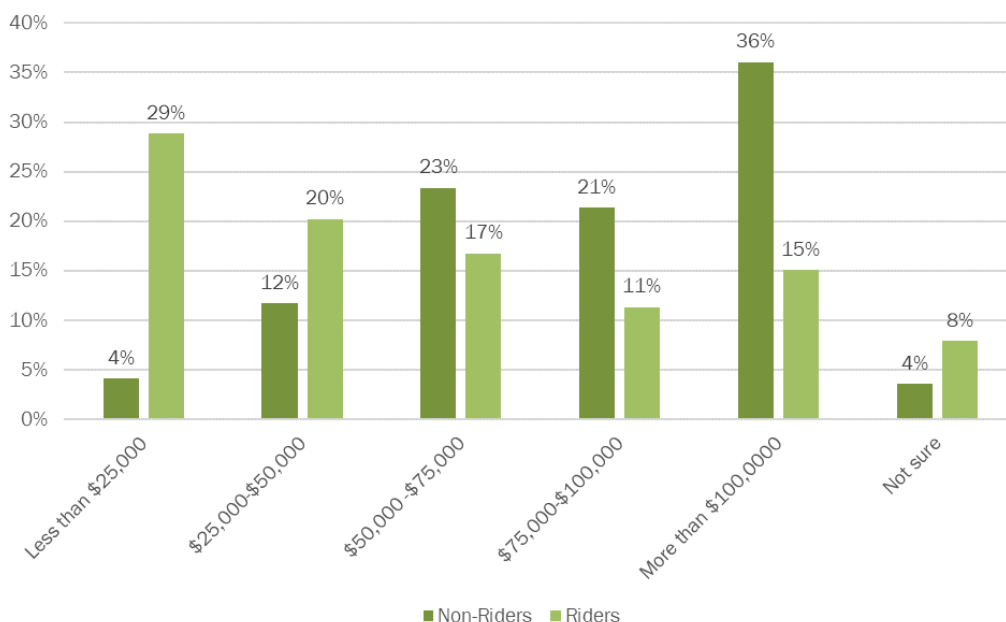
As of 2017, the median household income in Bloomington was \$33,172, 42 percent below the U.S. median income, \$57,652.² A significant number of riders reported earning less than the local and national median household income: 29 percent reported earning less than \$25,000 per year; 49 percent earn less than \$50,000 per year. The large percentage of student riders likely contributes to this number. At the same time, a significant percentage of riders are from high-income households: 26 percent earn more than \$75,000 per year, more than twice the local median income.

¹ Bloomington, Indiana Unemployment Rate, BLS: https://www.bls.gov/regions/midwest/in_bloomington_msa.htm

² United States Census, Quickfacts: Bloomington, Indiana
<https://www.census.gov/quickfacts/fact/table/bloomingtoncityindiana,US/PST045218>

Non-riders reported earning significantly more than riders. Only 16 percent of non-riders earn less than \$50,000, as compared to 49 percent of riders. On the other end of the income spectrum, 57 percent of non-riders reported earning more than \$75,000, as compared to 26 percent of riders (**Figure 3**).

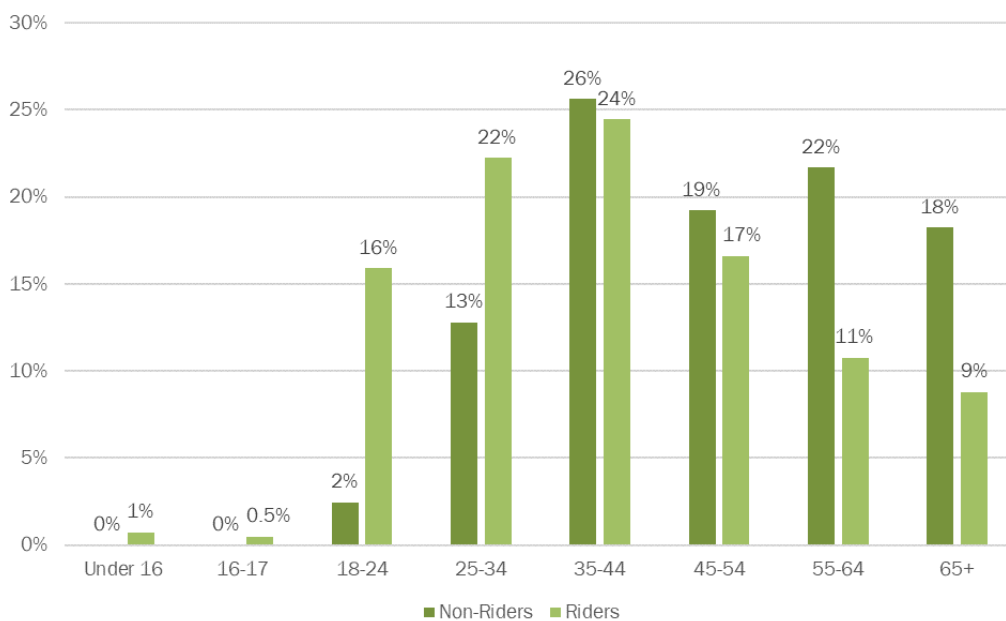
Figure 3 | Annual Household Income



Age

Figure 4 summarizes the age distribution of rider and non-rider respondents. Perhaps due to the presence of Indiana University, the age of transit riders in Bloomington skews younger than it does for non-riders. 64 percent of riders were below the age of 44, with 39 percent below the age of 34. Conversely, 41 percent of non-riders were below the age of 44, with only 15 percent below the age of 34. At the same time, only 20 percent of riders reported being over the age of 55, while the percentage of non-rider respondents was twice that.

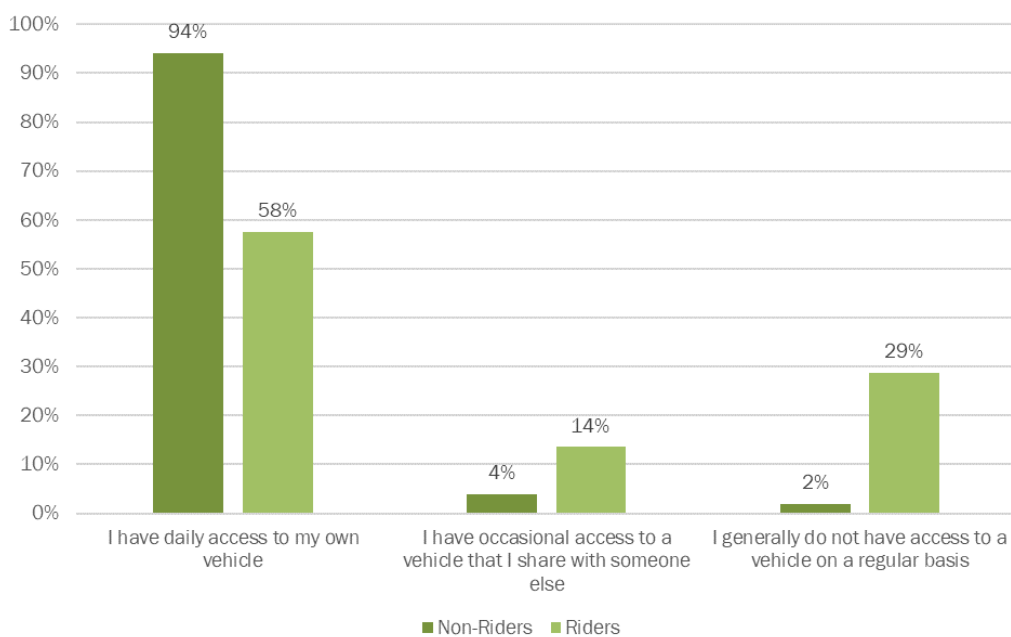
Figure 4 | Age



Access to Personal Vehicle

Unsurprisingly, the percentage of respondents who had access to a personal vehicle varied widely between transit riders and non-riders (**Figure 5**). While 94 percent of non-riders reported having regular access to a car, only 58 percent of riders indicated the same. The reverse was also true: while only two percent of non-riders do not have access to a personal vehicle, 29 percent of riders reported being in the same situation.

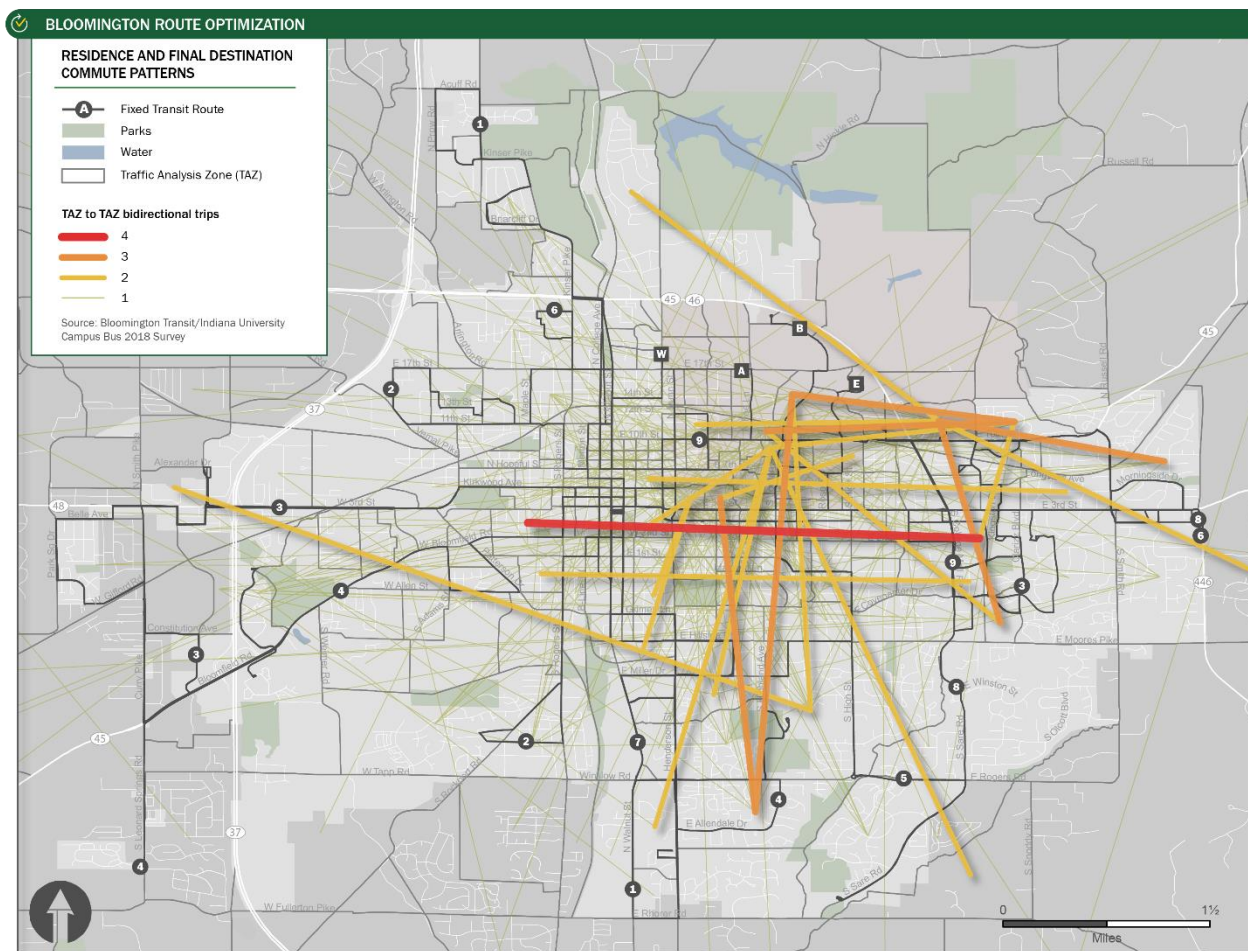
Figure 5 | Access to Person Vehicle



Commute Patterns

Survey respondents were asked to indicate their place of residence and the final destination of their typical daily commute, regardless of mode. An understanding of this information can reveal whether gaps exist in a region's transit system. Bidirectional trip flows based on responses to this question, aggregated at the transportation analysis zone (TAZ) level, are shown in **Figure 6**. Based on this analysis, many trips end or begin in southeast Bloomington as well as on and around the IU campus. In addition, a relatively high number of east-west daily commutes occur between Prospect Hill and the College Mall area.

Figure 6 | Residence and Final Destination Commute Patterns



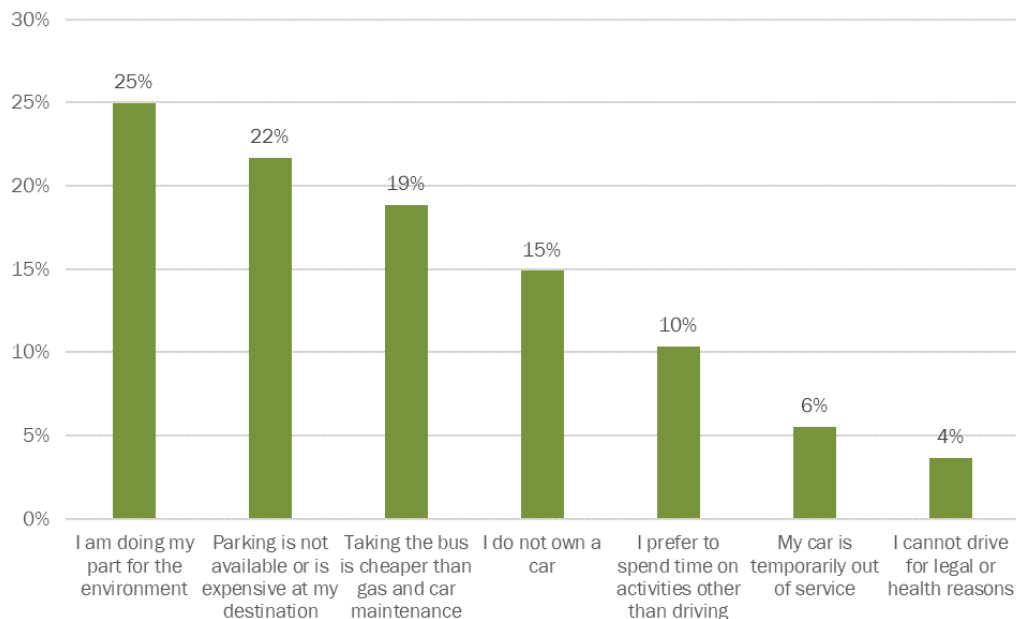
Motivation for Transit Use

In order to better understand residents' motivations, survey respondents were asked why they choose to either take or not take transit. Riders were asked to select the reasons which contribute to their decisions to utilize transit, including issues of convenience, cost, necessity, and care of the environment. Non-riders, on the other hand, were asked to identify the reasons that they choose to not use transit, including a lack of interest, convenience, or information.

Transit Riders: Reasons for Using Transit

Figure 7 summarizes riders' reasons for using transit. Topping the list was the environment: 25 percent of riders indicated that their transit usage was connected with their concern for the environment. The availability and cost of parking, and the cost of taking transit versus owning a car were also among the most commonly reported reasons (22 percent and 19 percent, respectively). While 29 percent of respondents said that they do not have regular access to a personal vehicle, only 15 percent reported using transit because they do not own a car. 10 percent reported either having a temporarily unavailable vehicle or being unable to drive.

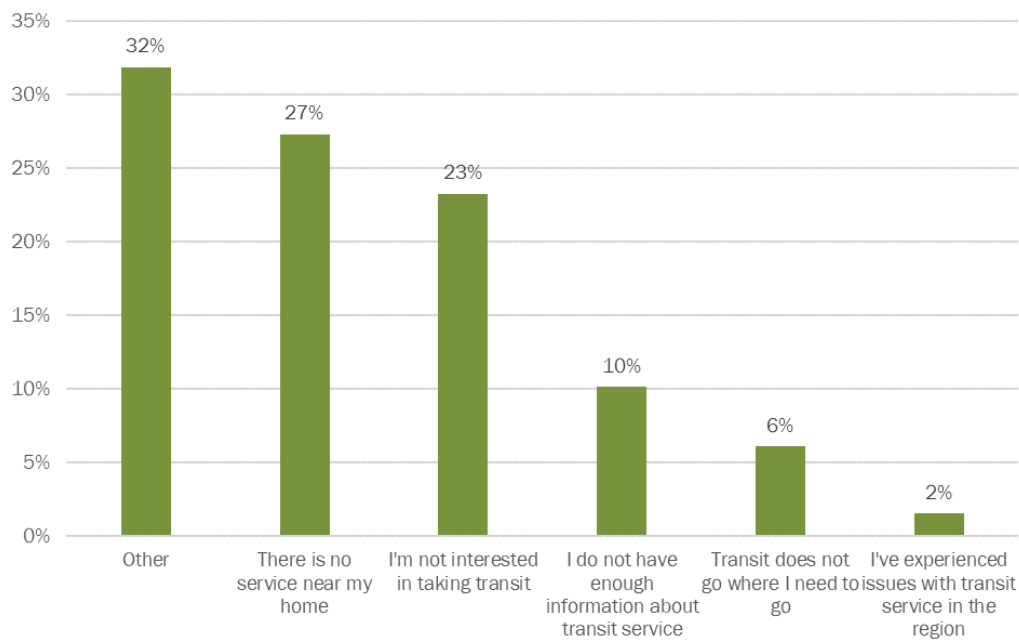
Figure 7 | Reasons for Taking Transit



Non-Riders: Reasons for not Using Transit

Survey responses revealed two primary reasons why residents choose to forego transit (**Figure 8**). Twenty-seven percent of non-riders cited a dearth of transit service near their home, while 23 percent simply expressed a lack of interest in transit. To a lesser extent, respondents said that they did not have adequate information about public transit (10 percent), or that transit did not go where they needed it (six percent). Two percent cited previous bad experiences while using transit in the region. 32 percent indicated some other reason for choosing not to take transit. Within this subset, reasons cited included access to a personal vehicle (10 percent), access to a personal bicycle (six percent), preference for walking (nine percent), and that total travel time on transit took too much time relative to other options (five percent).

Figure 8 | Reasons for Not Taking Transit



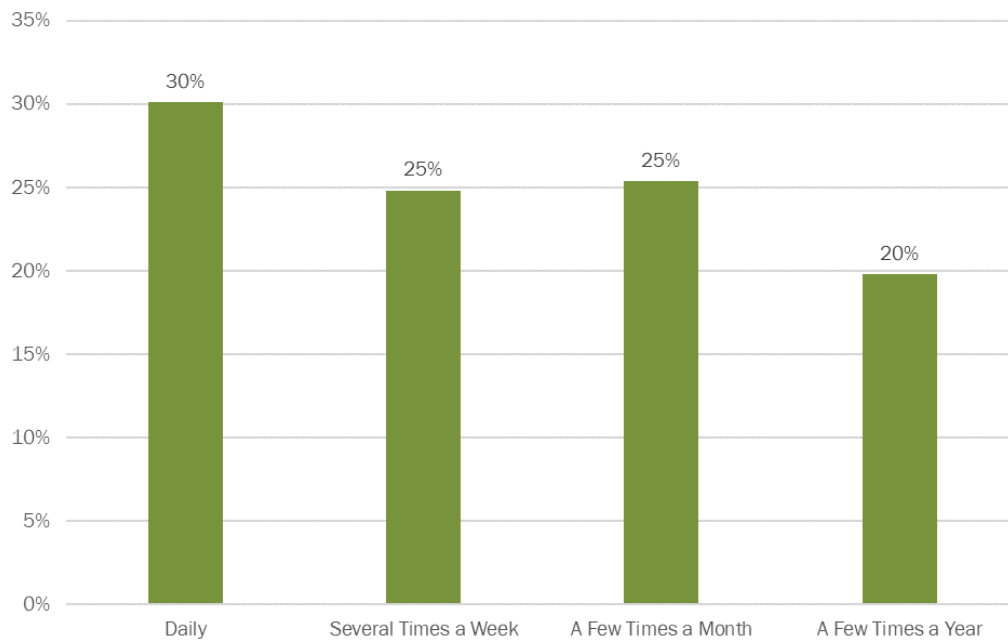
Most Frequent Transit Trip

Survey respondents who had indicated that they were transit riders were asked to consider their most frequent trip and then answer a series of related questions. When coupled with a meaningful variance in the data corresponding with the divergent concerns of regular and occasional riders, the following questions have been broken out by “occasional” and “regular” riders.

Frequency of Trip

Frequency of transit trips among transit riders is summarized in **Figure 9**. Over half of riders indicated that they use transit at least a few times every week: 30 percent daily and 25 percent several times a week. 45 percent of riders use transit only a few times per month or less.

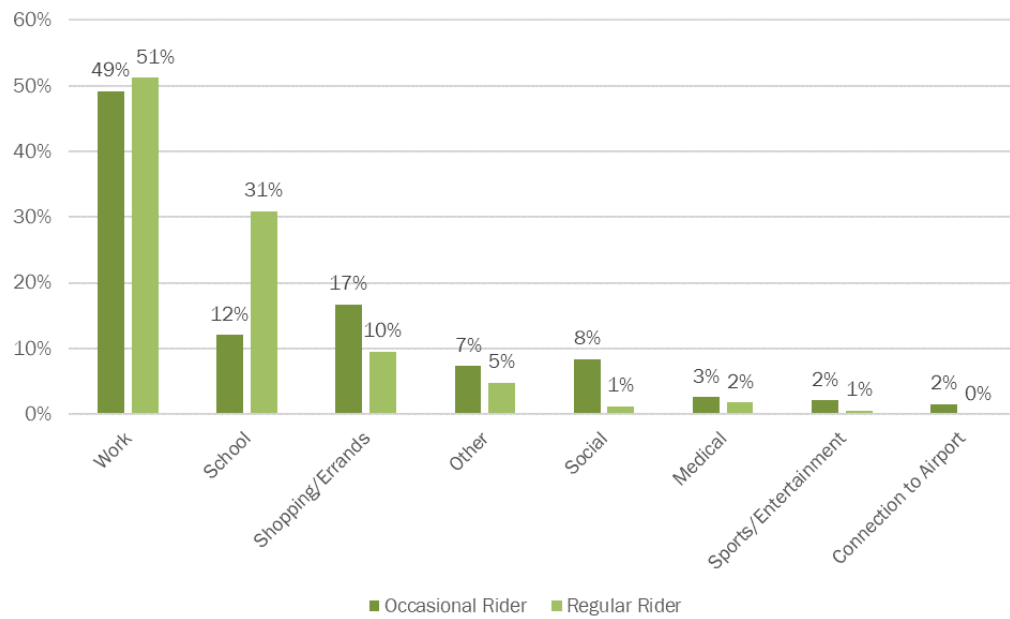
Figure 9 | Frequency of Transit Use



Purpose of Trip

Figure 10 shows the purpose of respondents' most frequent transit trip, broken out by occasional and regular riders for the sake of comparison. Both occasional and regular riders use transit to commute to and from work. Relative to occasional riders, however, a significantly higher percentage of regular riders make their most frequent trip in order to get to school (31 percent versus 12 percent). The student population at Indiana University likely accounts for this fact. A higher percentage of occasional riders, on the other hand, use transit for shopping or social purposes (25 percent versus 11 percent).

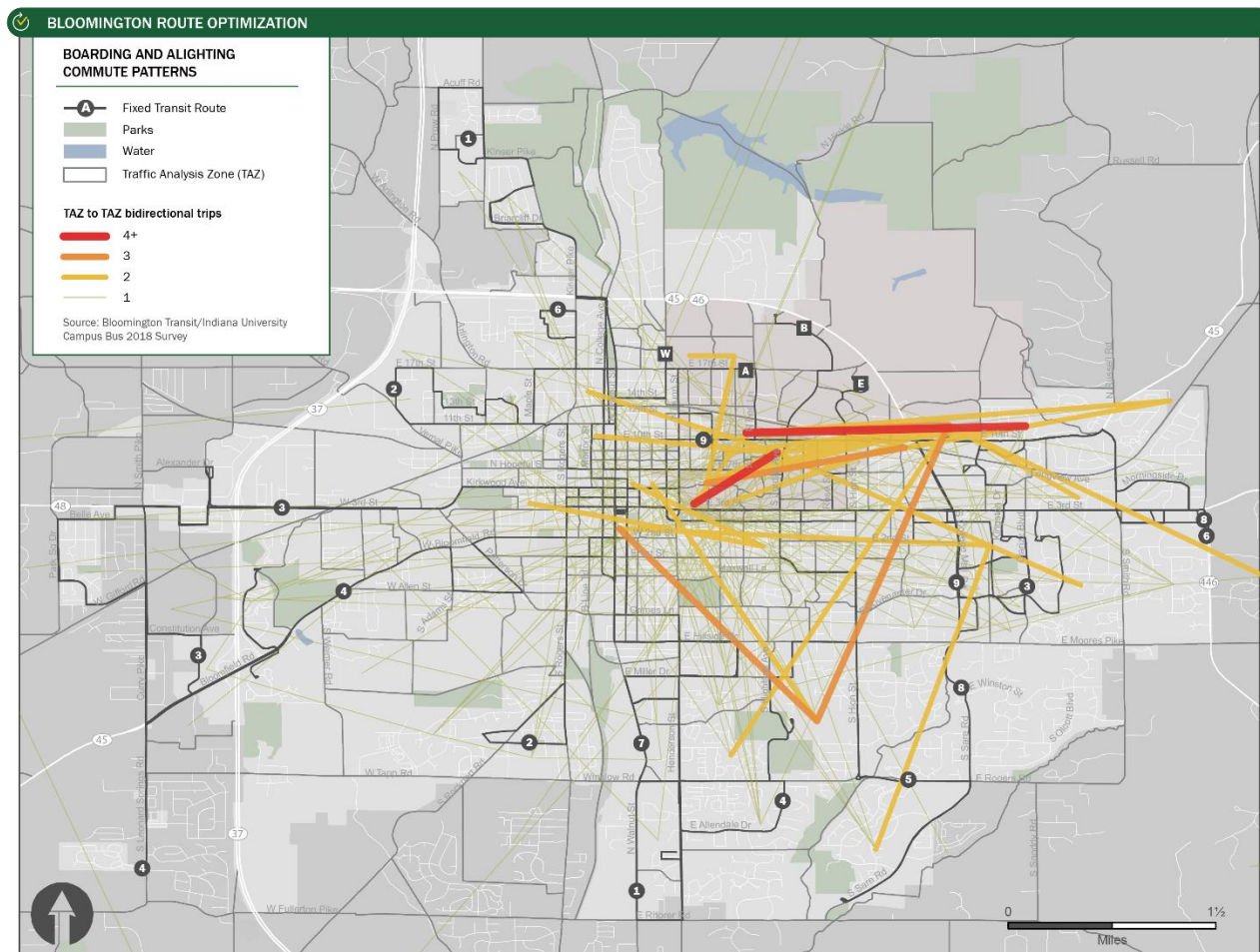
Figure 10 | Purpose of Most Frequent Transit Trip



Transit Trip Commute Patterns

With regard to typical transit trips, transit riders were asked to indicate where they generally board the first transit vehicle and alight the final one. **Figure 11** maps bidirectional responses to this question, aggregated by TAZ. A relatively high number of transit trips begin or end on or around the IU campus, connecting with downtown Bloomington as well as apartment complexes along East 10th Street. In addition, several transit trip flows link southeast Bloomington with downtown and the IU campus.

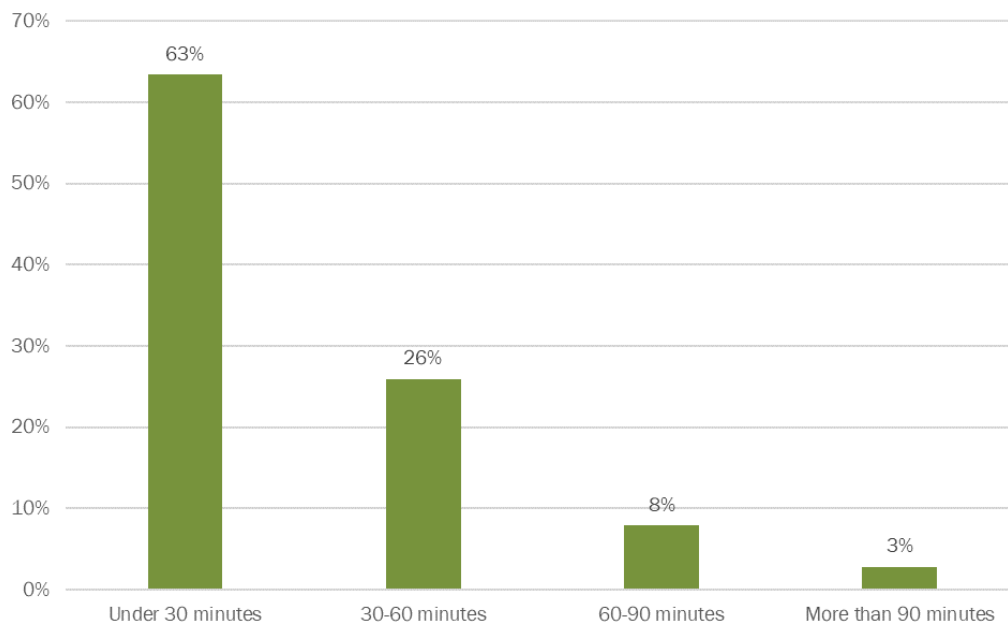
Figure 11 | Transit Trip Commute Patterns



Duration of Trip

The majority of respondents (63 percent) said that their most frequent transit trip takes less than 30 minutes. 11 percent reported that this trip takes more than 60 minutes (**Figure 12**).

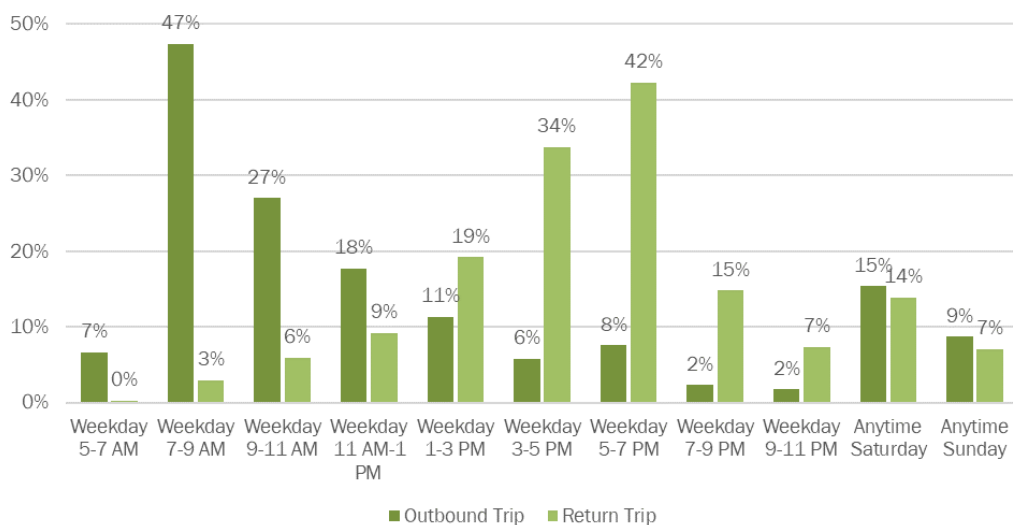
Figure 12 | Length of Most Frequent Transit Trip



Timing of Trip

Regarding trip timing (**Figure 13**), transit riders indicated that they primarily travel during peak periods between 7:00 AM and 9:00 AM, and between 5:00 PM and 7:00 PM. Return travel was somewhat more dispersed than the outgoing travel times. Saturdays accounted for an average of 15 percent of most frequent trips, while Sundays averaged approximately eight percent.

Figure 13 | Timing of Most Frequent Transit Trip

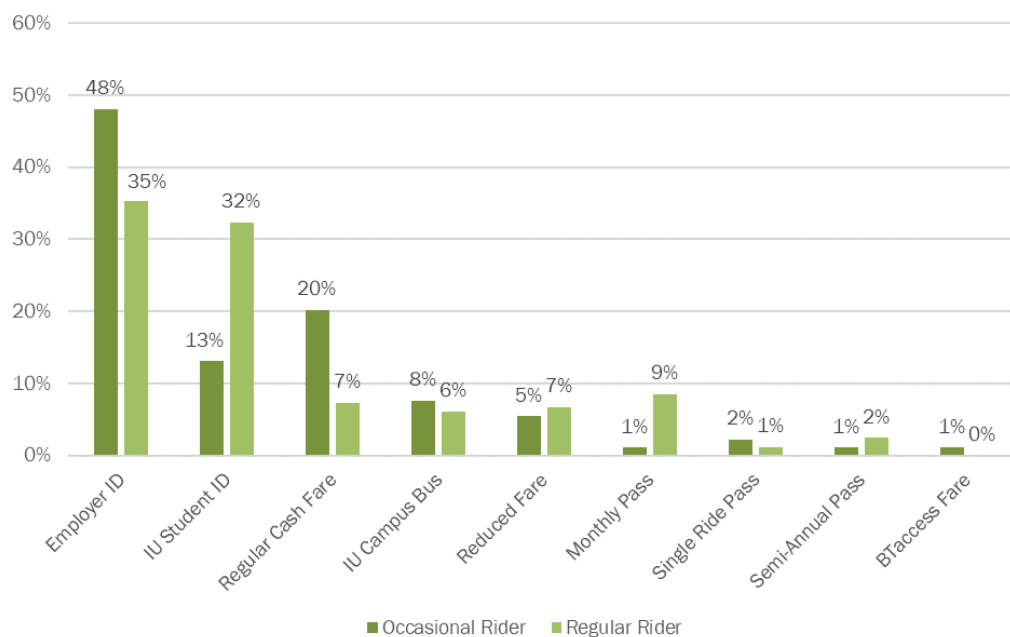


Fare Medium Used to Complete Trip

A majority of riders (64 percent, averaged among occasional and regular riders) reported using some form of employer or student identification card to pay for their most frequent transit trip: 42 percent used an employer ID and 22 percent used an Indiana University student ID. Only 14 percent reported paying a regular cash fare. Nine percent reported using some other type of transit pass.

Broken out by type of transit rider, a higher percentage of occasional riders use an employer ID to pay for their transit fare, relative to regular riders (48 percent versus 35 percent). The same is true for riders who pay the regular cash fare: 20 percent of occasional riders do so versus only seven percent of regular riders. On the other hand, a higher percentage of regular riders utilize an Indiana University student ID or a monthly pass to pay for their fare (**Figure 14**).

Figure 14 | Type of Fare Used on Most Recent Transit Trip

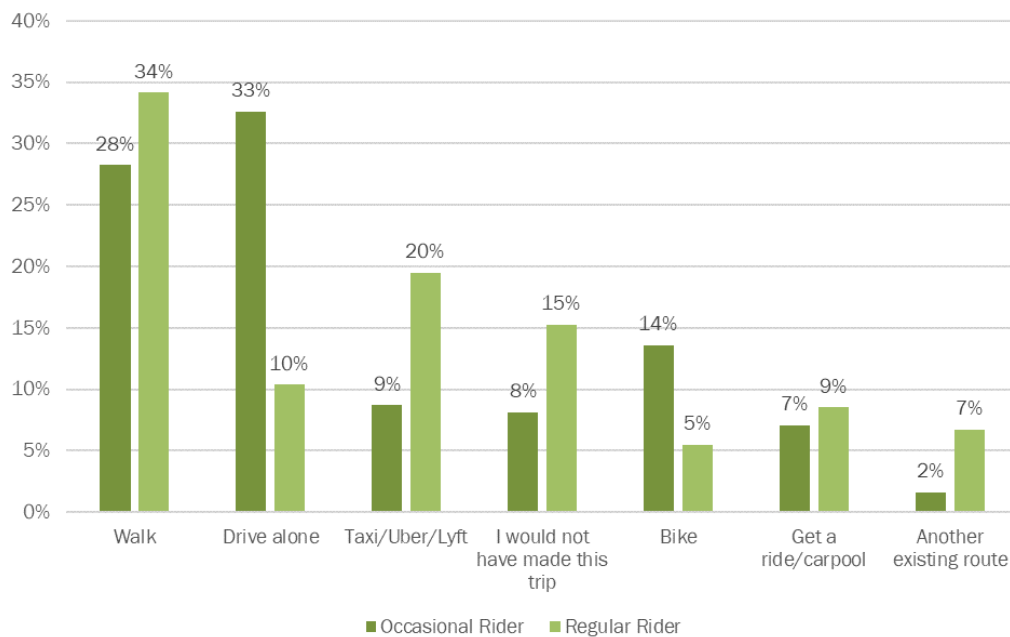


Alternate Mode of Travel

Survey respondents were asked to evaluate their transportation options if it were not possible to make the trip by bus (**Figure 15**). Averaged among occasional and regular riders, walking scored highest (31 percent), followed by driving alone (22 percent), and ride sourcing (14 percent). Only four percent of respondents would use another transit route, and 11 percent would not make the trip at all if transit were not feasible. Ten percent would use a bike to make the trip. The relatively high percentage of respondents who would choose to drive alone if transit were not available suggests that many riders are not strictly dependent upon transit to meet their travel needs.

If their preferred bus route were not available, regular riders reported being much more likely to walk, take a taxi/Uber/Lyft, use another transit route, or not make the trip at all. This suggests that many regular riders do not have access to a personal vehicle. 33 percent of occasional riders reported that they would have driven alone, compared with 10 percent of regular riders.

Figure 15 | Alternative Method of Completing Most Recent Transit Trip

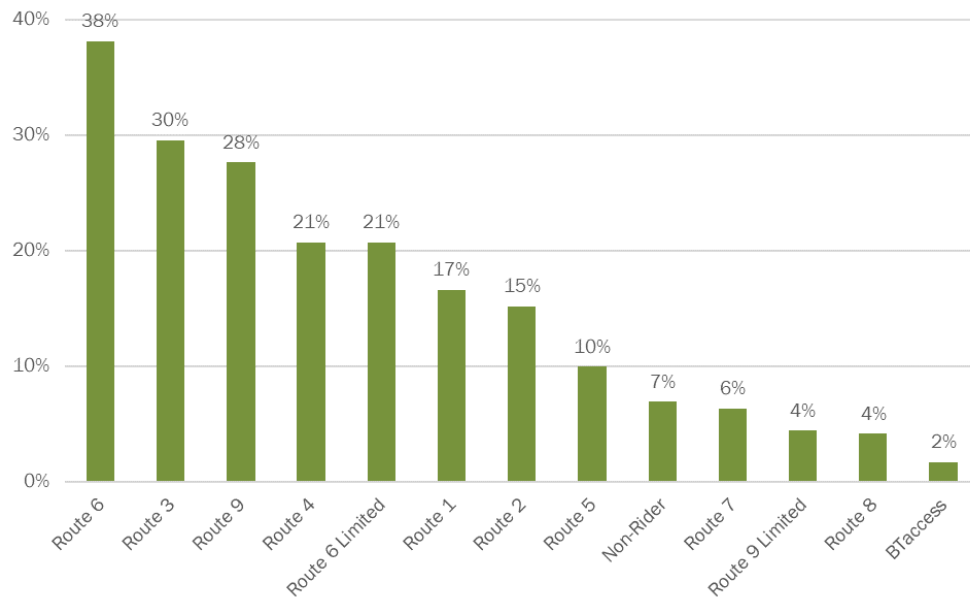


General Transit Use

Most Frequently Used Bus Routes

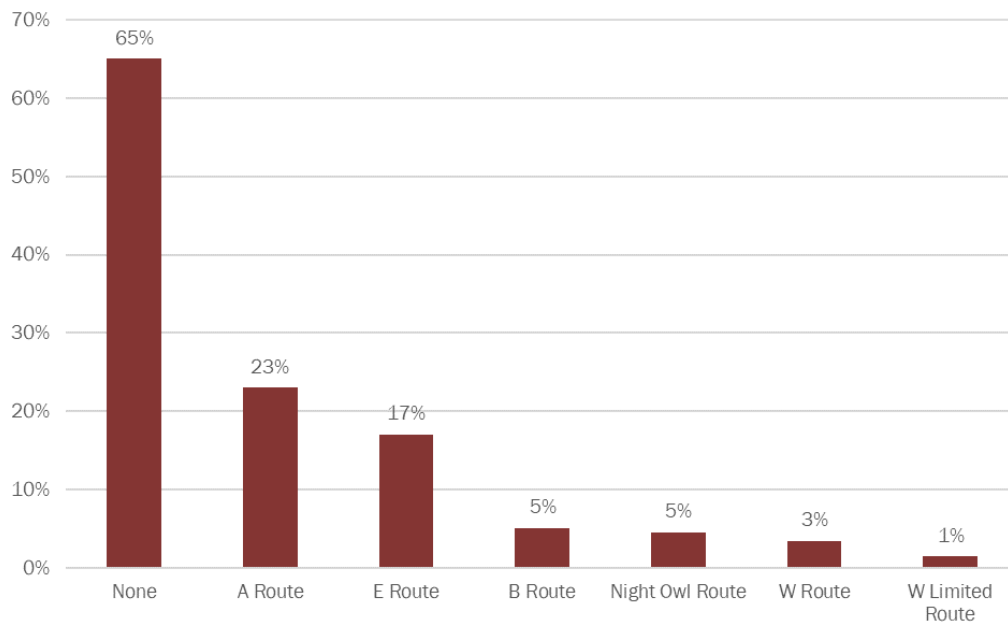
As summarized in **Figure 16**, riders were asked to identify the three Bloomington Transit bus routes that they most frequently use. Route 6 was the most common answer with 38 percent. Route 3 and Route 9 rounded out the top three, with 30 percent and 28 percent, respectively. Route 9 Limited, Route 8, and BTaccess were the least common answers. Note that the numbers in **Figure 16** do not represent actual ridership and therefore do not necessarily reflect route performance.

Figure 16 | Bloomington Transit Route Usage



Riders were also asked to identify the three Indiana University Campus Bus routes that they most frequently use (**Figure 17**). The majority of respondents indicated that they do not use the Indiana University Campus Bus (65 percent). The A and E Routes were the most commonly utilized routes, with 23 percent and 17 percent respectively.

Figure 17 | Indiana University Campus Bus Usage



Route Association

Understanding where ridership overlaps between routes in the system can help drive decision making concerning service changes. Based on survey responses regarding routes used rather than actual ridership patterns, by each BT and IU Campus Bus route,³ **Table 1** summarizes the three routes sharing the greatest percentage of regular usage. For example, a high percentage of riders indicating that they rode Route 1 also indicated riding Route 3. In general, patterns displayed in **Table 1** reaffirm the relatively high usage of BT Routes 3, 6, and 9, and the IU Campus Bus A Route.

Table 1 | Shared Ridership

Route	First Ranking	Second Ranking	Third Ranking
Route 1	Route 3	Route 2	A Route
Route 2	Route 3	Route 4	Route 1
Route 3	Route 6	Route 2	A Route
Route 4	Route 3	Route 5	Route 2
Route 5	Route 4	A Route	Route 9
Route 6	Route 9	A Route	E Route
Route 7	Route 1	Route 9	Route 6
Route 8	Route 3	Route 6	A Route
Route 9	Route 6	E Route	A Route
A Route	Route 9	Route 6	E Route
B Route	A Route	Route 9	E Route
E Route	Route 9	Route 6	A Route
W Route	A Route	Route 9	Route 6
Night Owl	A Route	Route 6	Route 9

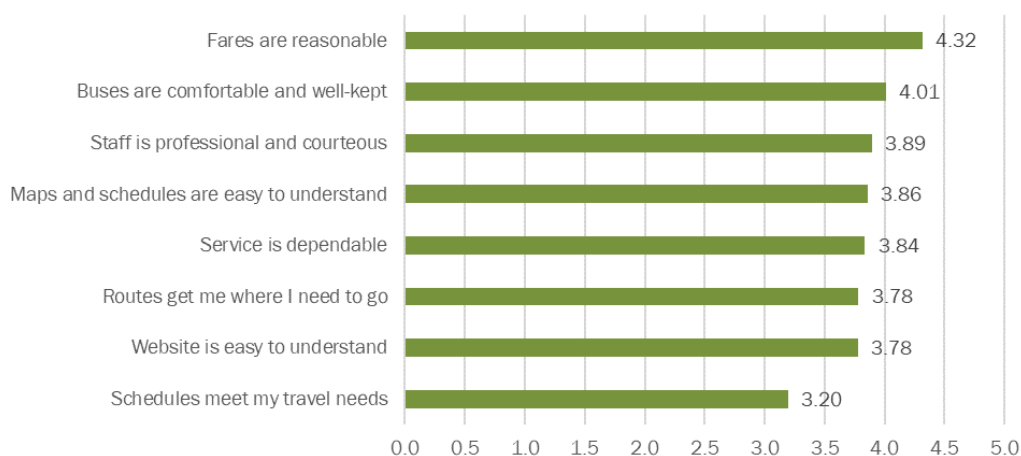
³ Limited iterations of routes have been combined with full route versions in this table.

Rider Perception

Survey respondents were asked to evaluate the quality of Bloomington Transit service and Indiana University Campus Bus service on a scale of one to five, based on their experience. A weighted average was calculated to create a single metric comparable across questions.

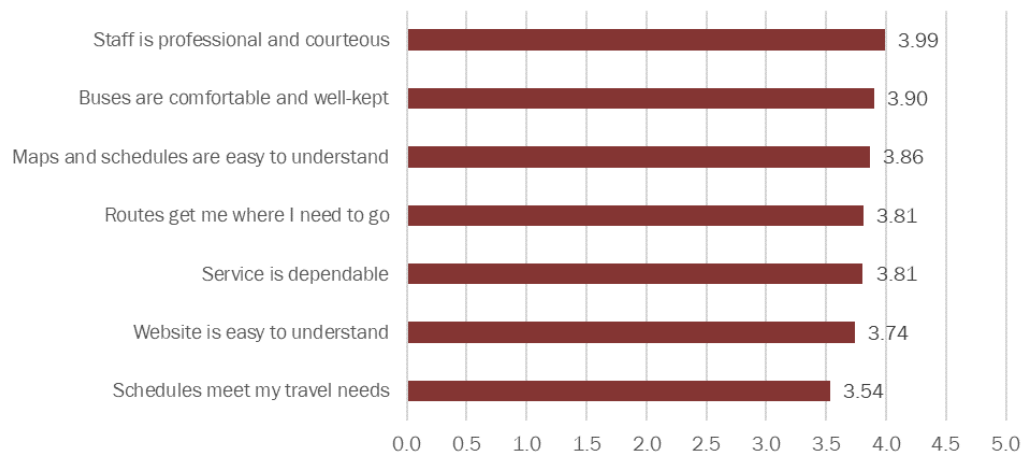
The results, shown in **Figure 18**, indicate that on average, current riders are satisfied with Bloomington Transit's current quality of service. Respondents indicated that they thought transit fares were reasonable, with the highest percentage of respondents "strongly agreeing" with this statement (52 percent and score of 4.32). Riders also reported that transit buses were comfortable and clean, with over 77 percent either in agreement or strong agreement (4.01). Courteous staff, easy to understand rider information, and dependable service also scored high marks (3.89, 3.86, 3.84, respectively). The placement and location of routes, and Bloomington Transit's website did not score as well (both scored 3.78). Many riders also did not think that transit schedules aligned or satisfied their travel needs, with almost 30 percent of respondents in disagreement or strong disagreement with the statement, by far the most of any category (3.20).

Figure 18 | Bloomington Transit Rider Perception



The Indiana University Campus Bus service scored both higher and lower than Bloomington Transit, depending on category. The system's courteous staff scored highest with 35 percent of respondents strongly agreeing with this statement (3.99). Riders of the IU system also largely thought that the service's schedules did not meet their travel needs (3.54), with 18 percent of respondents in disagreement or strong disagreement with the statement.

Figure 19 | Indiana University Campus Bus Rider Perception



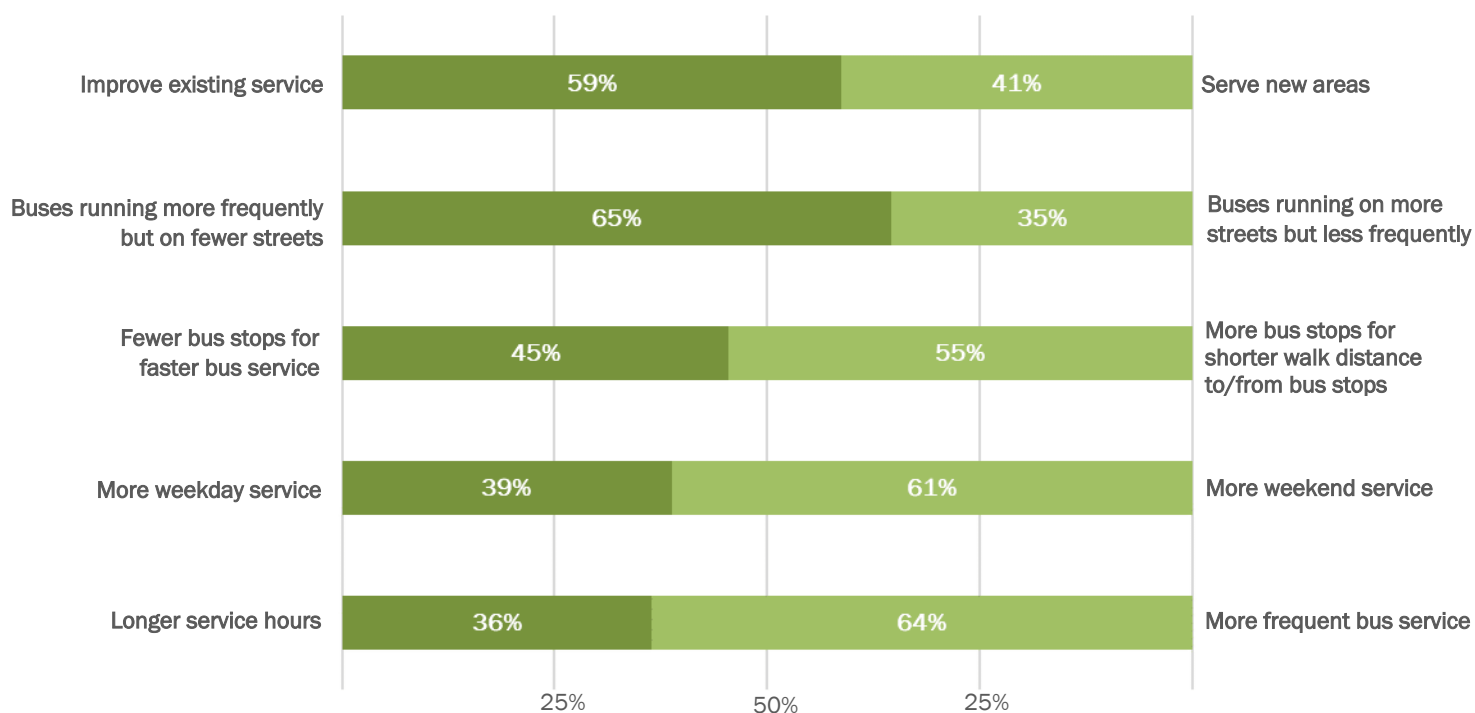
Rider Preference

Survey respondents were asked to select their preference between a series of theoretical service improvement options. As these service improvements were posed as mutually exclusive options, respondents were asked to choose which type of improvement they would prefer to see adopted. Preference questions focused on service frequency, span of service, and coverage patterns. The data was broken out by riders and non-riders in order to show any potential differences.

Transit Riders

As shown in **Figure 20**, responding riders preferred to improve existing service, rather than serve new areas of the region (59 percent versus 41 percent). Even more strongly, riders preferred more frequent service, rather than expanding coverage to more areas (65 percent versus 35 percent). They also preferred more frequent service over earlier and later service hours (64 percent versus 36 percent). Finally, riders indicated that they preferred more weekend service over additional weekday service (61 percent versus 39 percent).

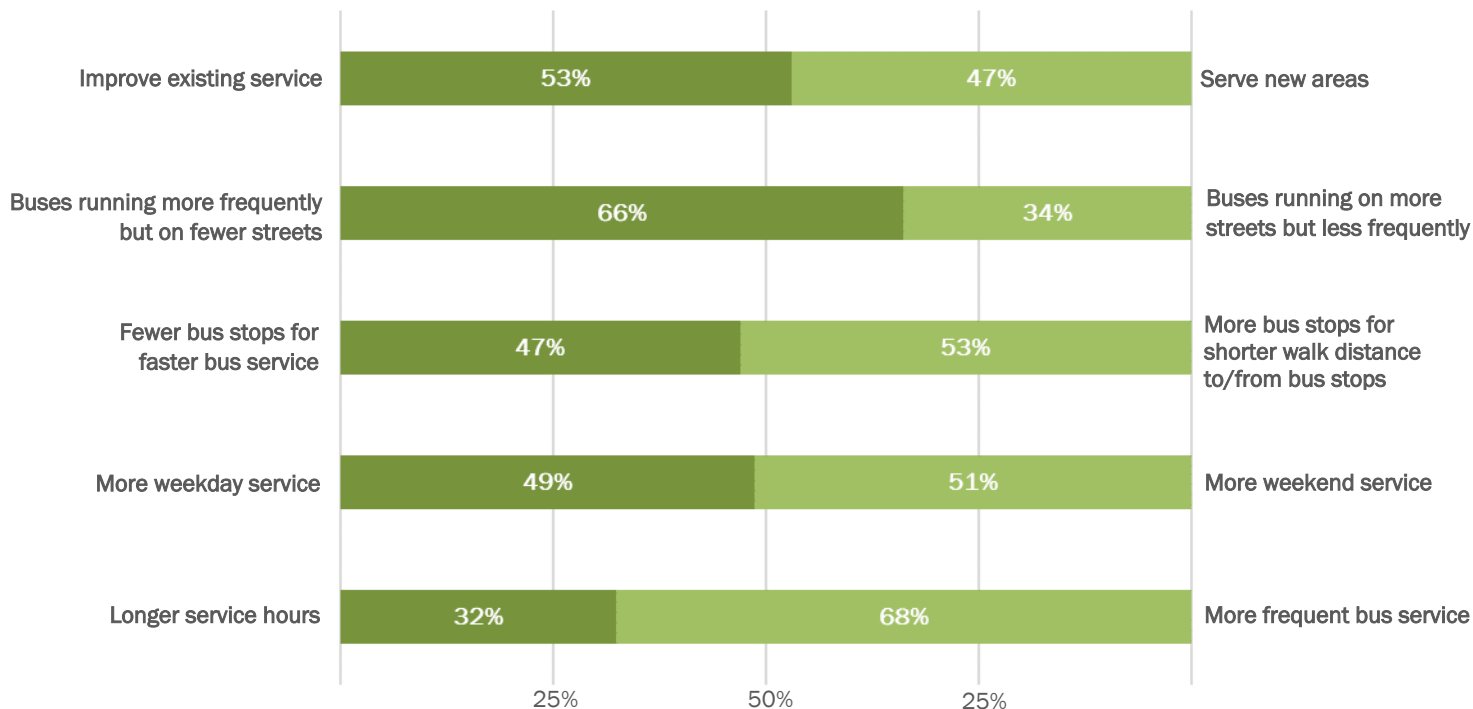
Figure 20 | Rider Service Preferences



Non-Riders

Survey responses from non-riders generally aligned with the preferences of riders (**Figure 21**). A slight majority (53 percent), preferred improving existing service over serving new areas. Like riders, non-riders expressed a clear preference for more frequent service on fewer streets, rather than less frequent service but more coverage. Notably, the largest difference between riders and non-riders occurred when respondents were asked whether they preferred more weekday service or more weekend service. While riders preferred the latter (61 to 39 percent), non-riders were more evenly split: 51 to 49 percent in favor of more weekend service.

Figure 21 | Non-Rider Service Preferences



Additional Comments

The rider survey included the opportunity for respondents to write an open-ended comment. Of the 625 completed surveys, 265 (42 percent) included a written comment. While many riders discussed one specific topic, a number of the responses included comments and suggestions on a variety of topics. For this analysis, each discussed topic was assigned to broader categories to help identify recurring themes (**Figure 22**).

The most frequent theme to emerge from an analysis of open-ended comments was the request for more weekend service, accounting for over 14 percent of all comments. Suggestions for transit service to a new area or neighborhood constituted almost 13 percent of comments. Other common topics included calls for more frequent service (12 percent), general praise for local transit service (10 percent), and requests for expanded weekday service hours (seven percent). Generally positive comments outnumbered negative comments by more than three-to-one, suggesting that many residents are supportive of local transit, regardless of whether they actually use the system. Of the 46 comments which offered general praise of the transit system, six of these comments came from non-riders who nonetheless were supportive of transit in Bloomington.

Figure 22 | Open-Ended Comments Organized by Theme

