



Information Update – 2022 IndyGo On-Board Survey

To: Chair and Board of Directors
Through: President/CEO Inez P. Evans
From: Manager of Special Projects and Regional Mobility Integration Ryan Wilhite
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2022 INDYGO ON-BOARD SURVEY

BACKGROUND:

Federal regulations require that IPTC conduct a survey to understand the demographics of its riders. The survey is completed approximately every five years. IPTC partners with the Indianapolis Metropolitan Planning Organization (IMPO) to conduct the survey. The IMPO provides federal transportation planning funds and IPTC matches with its local funds. The IMPO manages the project in close coordination with IPTC.

The last on-board survey was conducted in 2016, with a final report produced in 2017. The 2022 on-board survey was conducted in September of 2022 with a final report delivered to IPTC and IMPO in March 2023. An on-board survey requires the surveying company to employ and train surveyors who board vehicles and request riders to participate in the survey. Surveyors are trained to receive surveys from all types of riders, including English as a second language and visually and hearing impaired.

The survey vendor ensures the survey is statistically valid through its methodology. A certain number of surveys are collected across the network and by route; these are then expanded based upon IPTC ridership. The statistical significance provides assurance to IPTC that the responses are representative of its daily ridership.

Few changes were made to the methodology to ensure a comparison between 2016 and 2022. IPTC did request two modifications: weekend (Saturday and Sunday) service was surveyed, in addition to weekday; and rapid transit was separated as a mode.

Highlights from the Executive Summary:

- 87% of riders can be considered “frequent riders” and use IndyGo 3 or more times per week
- 57% of riders reported no vehicles available to their household
- 27% of riders would not have made the trip if IndyGo was not available
- 72% of riders are employed
- 57% of riders are from households that earn less than \$25,000 annually

The typical IndyGo rider in 2022 was an African American Woman between the ages of 35-49 who is employed but likely has a household income of less than \$25,000. There is no vehicle available to her and she uses cash on board the bus. She does not transfer. She uses the bus five days a week to travel between home and work.

Additional notable statistics:

- 94% access the bus by walking to the stop
- 18% of weekday riders walk more than a mile
- 88% of weekday riders versus 80% of weekend riders use one bus
- Weekend boardings typically occur between 11:00 am and 1:00 pm
- 1 trip (cash on bus), 1 day pass, and then MyKey (tap card) are the top three forms of payment for weekday riders
- 35% of weekend riders would not have made the trip without IndyGo
- 85% of riders have a smart phone with a data plan (up from 77% in 2016)
- 44% of weekday riders have a driver's license
- 16% of riders spoke a language other than English at home; 70% of those individuals spoke Spanish

IPTC staff are working with IMPO staff to procure a dashboard for the on-board survey statistics. The dashboard is powered by Power BI, a Microsoft product, and populated with the data from the 2016 and 2022 surveys. The product will allow IPTC staff to quickly query the 2022 data and use that information for planning and policy decisions. An example of this dashboard can be found at <https://etcinstitute.com/transit/transit-dashboards/houston-ob-survey/>.

RECOMMENDATION:

Receive the report.

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