

*IndyGo*<sup>SM</sup>

# 2022 OBS

On-Board Survey







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# Why do we do it?

## 2022 Data Collection

- Purpose is to collect travel patterns, use, and determine demographics of IndyGo ridership
- Required by FTA (every 5 year); last one was 2016
- Used in Fare Equity Analysis; could be used in planning and service equity analyses
- Contracted to ETC
- Metropolitan Planning Organization (80% federal, 20% local)

# How do we do it?

## 2022 Data Collection

- Understand total ridership to determine number of surveys to collect; by route and time of day
- Develop a survey tool
- Train surveyors
- Deploy!
  - On-board using a tablet-based survey
  - Paper survey offered in five languages
  - Language line could also be used

# Differences between 2016/2022

## 2022 Data Collection

- Red Line
- First post-pandemic
- Weekend collection

# What did we learn?

- 87% use IndyGo 3 or more times in a week
- **57% of riders report no vehicle;** 17% 2 or more vehicles
- 27% of riders would not have made the trip
- 72% are employed
- **57% from HH earning less than \$25,000**
- **94% riders walk to and from the bus stop**
- 57% female riders
- 88% are one-seat rides

# Who is a typical rider?

- African American woman
- 35-49
- Employed but less than \$25K/year
- No vehicle
- Cash on bus and short walk
- One seat ride
- Frequent rider

# WEEKDAY BOARDING BY TIME

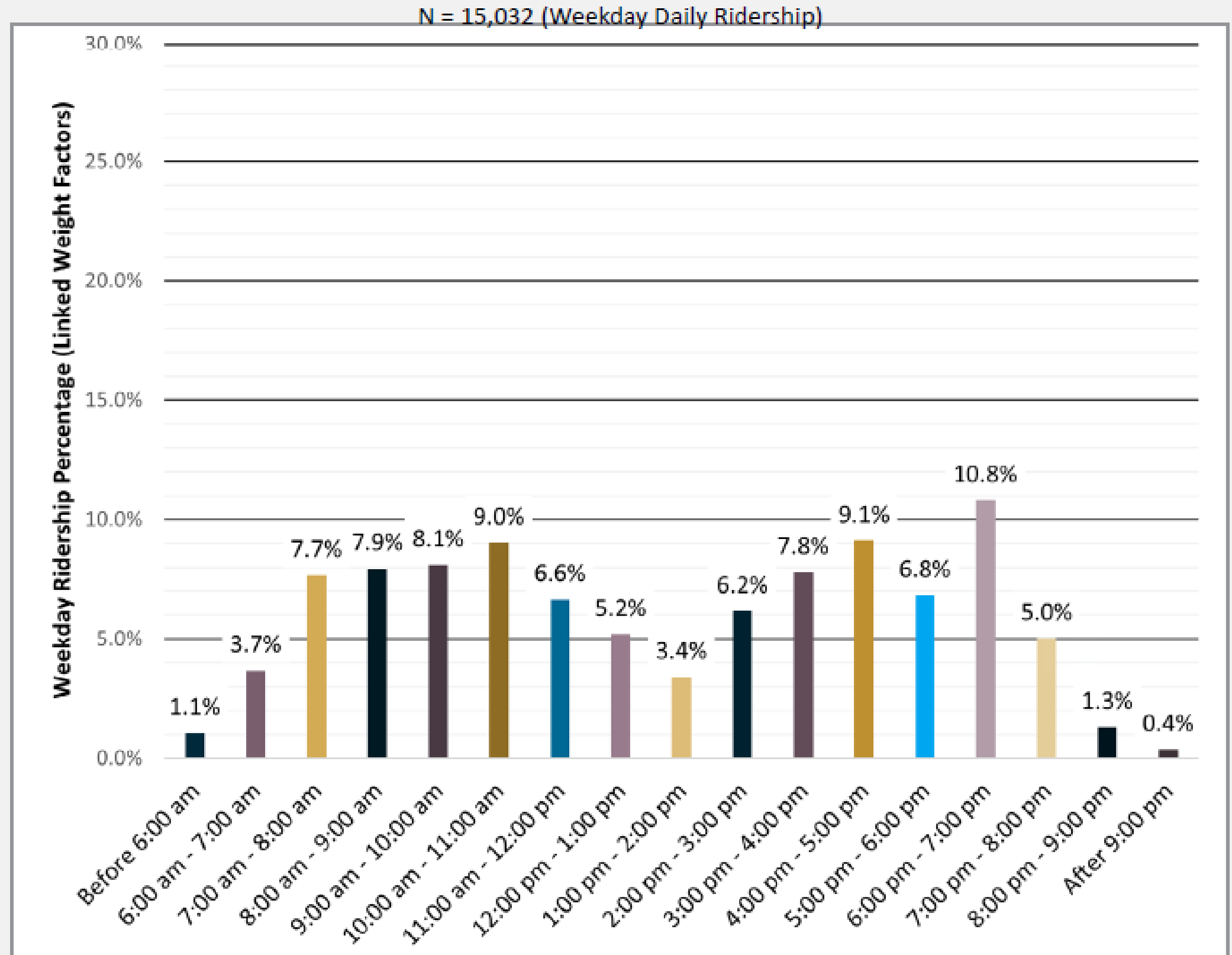


Figure 2-20: What time do weekday riders board their bus?



# WEEKEND BOARDING BY TIME

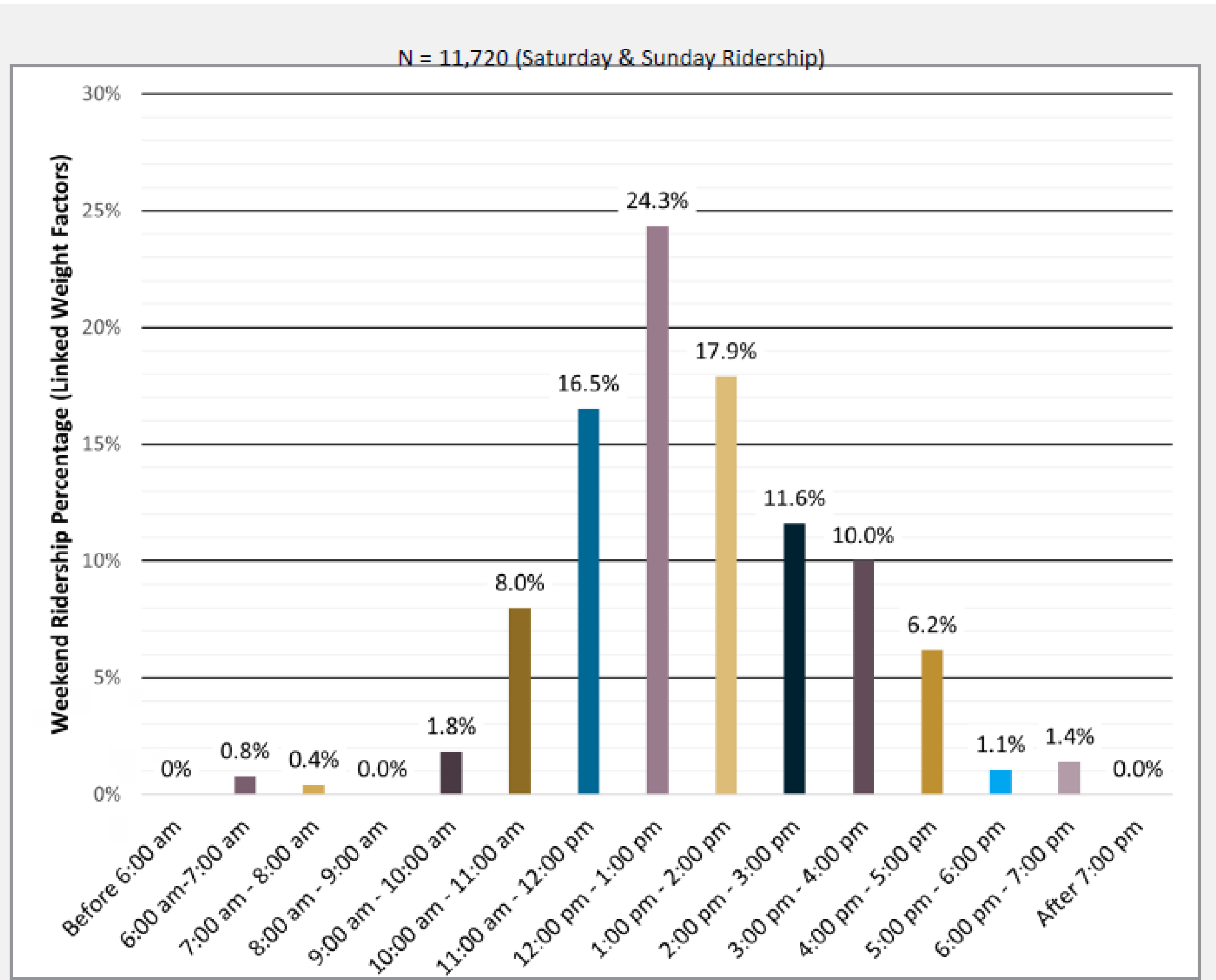


Figure 2-21: What time do weekend riders board their bus?

# FARE METHOD

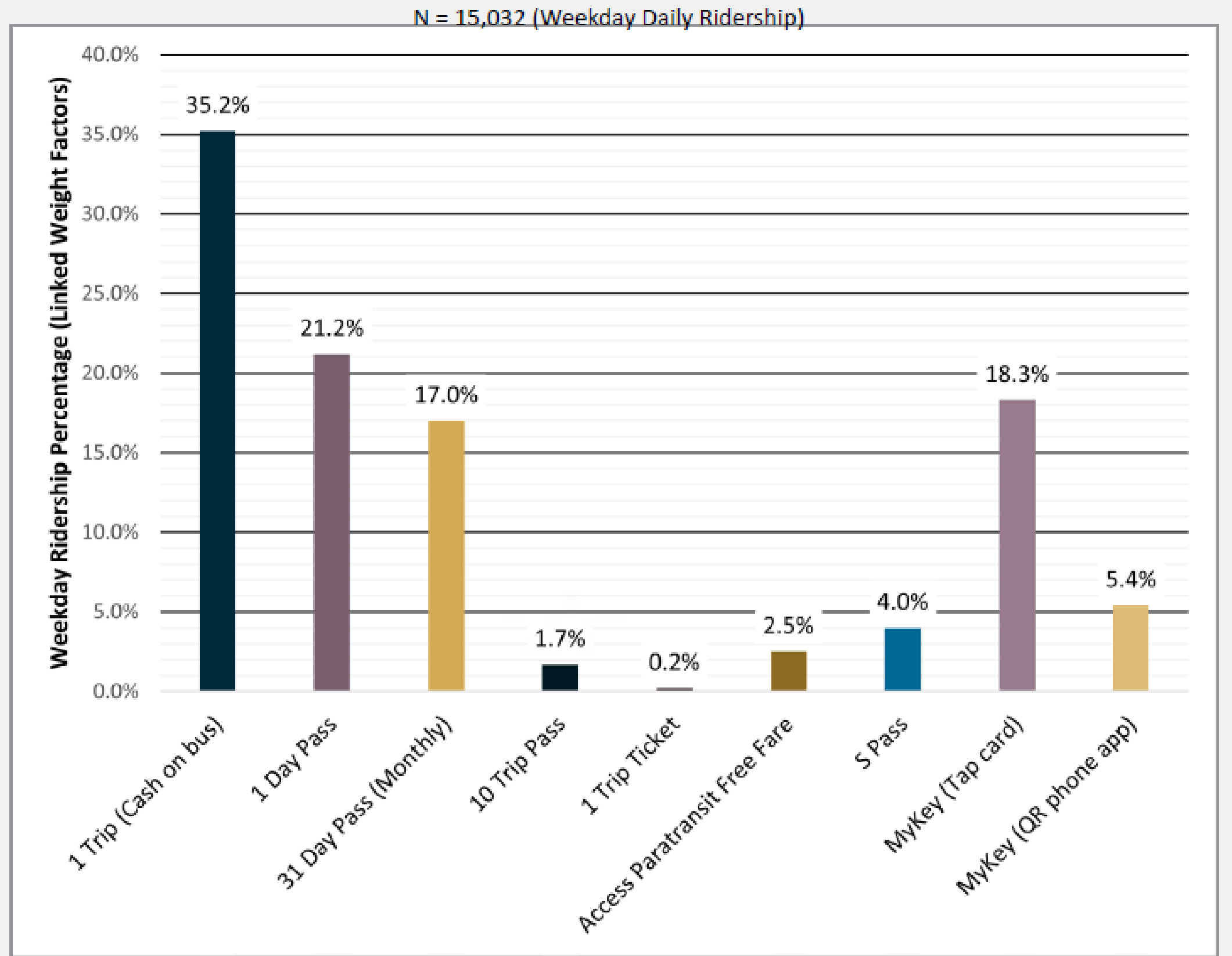


Figure 2-23: How do weekday riders pay their fare?

# FREQUENCY OF USE

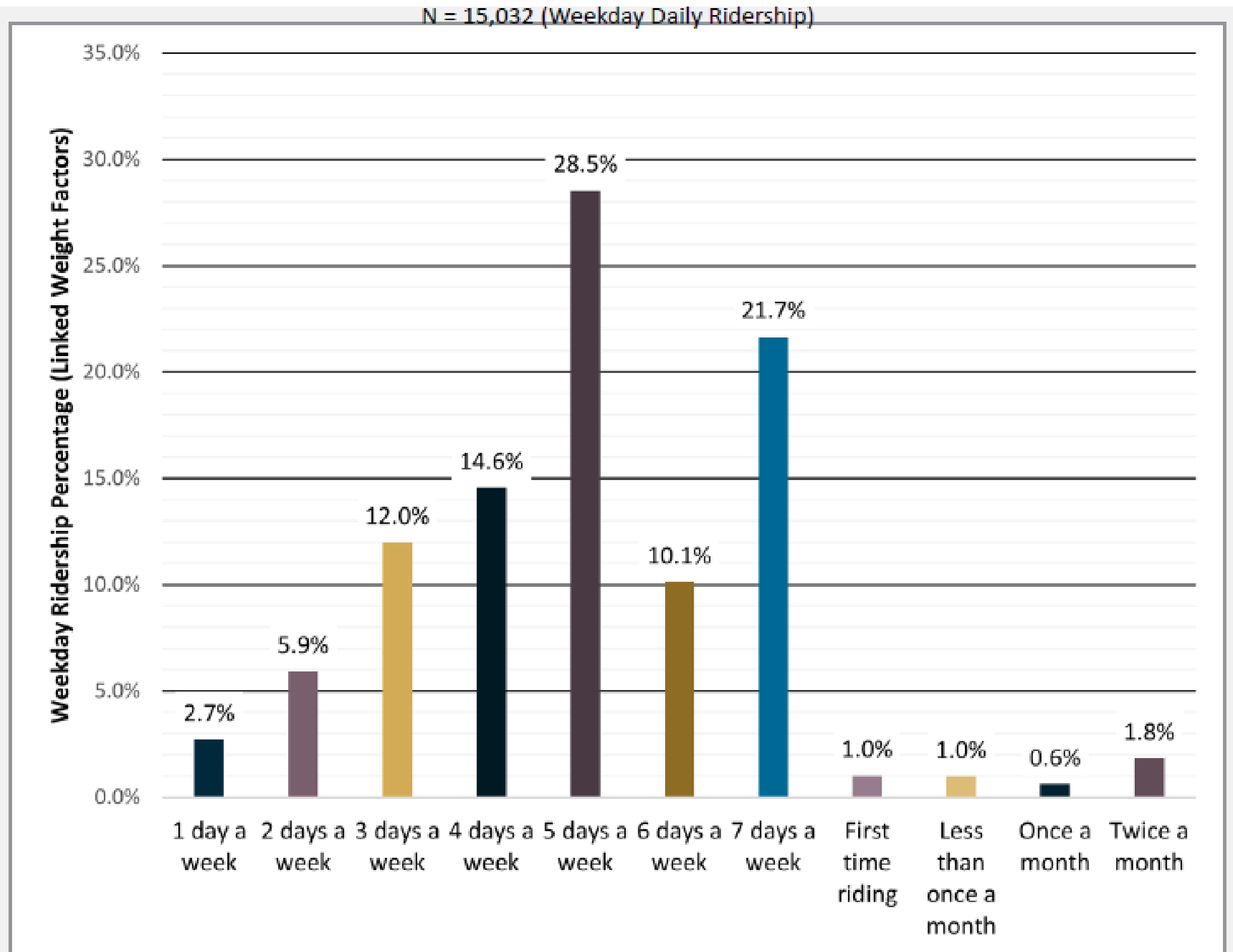


Figure 2-29: How frequently do riders use IndyGo?



# Dashboard

<https://etcinstitute.com/transit/transit-dashboards/houston-ob-survey/>