

2023 Nashville MTA (WeGo) On-Board Survey

DRAFT REPORT
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Prepared for by ETC
Institute

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EXECUTIVE SUMMARY

The 2022 Nashville MTA (WEGO) Transit On-Board Origin-Destination (OD) Survey was conducted by ETC Institute on behalf of WEGO. The data collection began on October 5th and ended December 14th, 2022. The report will provide an overview and a detailed description of survey process. The report covers the survey findings, purpose/background, design, sampling, administration methodology, and quality control process.

SURVEY METHODOLOGY SUMMARY

ETC Institute conducted the onboard passenger intercept interviews survey using tablet PCs (tablets). ETC Institute developed the survey in cooperation with Jarrett Walker and WEGO. Passengers were selected for participation using a random sampling protocol built into the survey programming and the passenger's responses were captured in real time. For those passengers who elected to participate, the survey was administered in two portions for WEGO routes. The first portion captured a detailed account of the passenger's complete one-way trip and the second to capture various usage and demographic data. In the initial section, the survey program's mapping function allowed for the geocoding of addresses using information provided by the passenger. Passengers were able to see on-screen maps and confirm the accuracy of the location data collected. At the end of the first portion, passengers confirmed a comprehensive summary of their complete origin-to-destination one-way trip. In the second portion passengers were asked questions pertaining to their transit usage, as well as personal and household demographics. Upon completion of the survey, passengers were thanked for their time and willingness to participate.

ETC Institute interviewers were available to answer passenger questions, the most common of which involved the need to ask for personal information and how the information gathered would be used. Passengers were assured all information collected would be kept strictly confidential, that WEGO intended to use the information for research purposes designed to improve their system, and that the information would never be used for any commercial purpose.

A shorter version of the questionnaire was used for both the Yorktown and Colonial Trolley routes. This short version survey captured the passengers home address or place the passenger was staying while in the region and other usage questions.

TRANSIT TRIP CHARACTERISTICS AND PASSENGER PROFILE

The following bullets describe WEGO passenger's trip characteristics and profile for fixed route services only.

- Home is the top Origin (44%) and Destination (45%) place type.
- Most riders' walk (94%) to and from their first and final bus stop
- One third (33%) of riders are using day passes. Majority of riders (42%) pay for a single ride or ride free as they are either students or faculty.
- Majority (46%) of riders' have been riding WEGO 4 years or more.
- 20 % of riders make their trip without any planning since their trips are typical trips they previously made. 38% use a mobile app such as google to access bus arrival information.
- 60 % of WEGO riders do not have any working vehicles at home and 57% do not possess a valid driver's license, making them transit dependent.
- The typical WEGO rider (56%) live in households with two or less people. 26% of WEGO riders are between the ages of 25 to 34. (51%) are Black / African American and (20 %) have a household income of less than \$12,000 annually.

Chapter 1. SURVEY METHODOLOGY

SAMPLING PLAN

To ensure that the distribution of completed surveys mirrors the distribution of WEGO passengers, ETC Institute and WEGO established proportional sampling goals. ETC Institute developed a sampling plan that would ensure the completion of the survey by at least 3,300 weekday passengers (20%+ sampling rate). Overall, a total of 3,588 weekday surveys were collected and an additional 1,017 weekend surveys.

Table 1 shows the sampling goals used to guide the weekday collection by route, time of day, and direction for fixed route services and Table 2 shows the sampling goals used to guide the weekend collection by route, time of day, and direction for fixed route services. The source of the ridership for the sample plan was October 5th to December 14th 2022 weekday ridership.

Table 1- OD Sampling Goals Fixed Route- Weekday

DAY_OF_WEEK	FINAL_ROUTE_DIRECTION[Code]	FINAL_ROUTE_DIRECTION	goal					Direction Total	ROUTE TOTAL
			1 = Before 630A	2 = 630A-859A	3 = 900A-259P	3 = 300P-659P	4 = After 700P		
1=Weekday	WEG_2_14_00	14 WHITES CREEK [FROM DOWNTOWN]	1	2	6	6	5	20	70
1=Weekday	WEG_2_14_01	14 WHITES CREEK [TO DOWNTOWN]	1	5	5	3	1	15	
1=Weekday	WEG_2_17_00	17 12TH AVENUE SOUTH [FROM DOWNTOWN]	0	5	9	8	3	25	70
1=Weekday	WEG_2_17_01	17 12TH AVENUE SOUTH [TO DOWNTOWN]	1	5	11	7	2	27	
1=Weekday	WEG_2_18_00	18 AIRPORT [FROM DOWNTOWN]	1	6	7	5	4	24	70
1=Weekday	WEG_2_18_01	18 AIRPORT [TO DOWNTOWN]	1	4	9	7	2	22	
1=Weekday	WEG_2_19_00	19 HERMAN [TO DOWNTOWN]	4	7	11	5	2	30	100
1=Weekday	WEG_2_19_01	19 HERMAN [FROM DOWNTOWN]	1	7	13	12	5	39	
1=Weekday	WEG_2_22_00	22 BORDEAUX [TO DOWNTOWN]	6	13	24	13	5	61	180
1=Weekday	WEG_2_22_01	22 BORDEAUX [FROM DOWNTOWN]	1	6	25	23	12	68	
1=Weekday	WEG_2_23_00	23 DICKERSON PIKE [FROM DOWNTOWN]	7	19	39	33	17	116	225
1=Weekday	WEG_2_23_01	23 DICKERSON PIKE [TO DOWNTOWN]	5	14	31	22	9	81	
1=Weekday	WEG_2_28_00	28 MERIDIAN [TO DOWNTOWN]	1	3	2	2	1	9	30
1=Weekday	WEG_2_28_01	28 MERIDIAN [FROM DOWNTOWN]	0	2	3	4	2	12	
1=Weekday	WEG_2_29_00	29 JEFFERSON [FROM DOWNTOWN]	0	4	9	7	4	25	70
1=Weekday	WEG_2_29_01	29 JEFFERSON [TO DOWNTOWN]	1	4	10	6	3	24	
1=Weekday	WEG_2_3_00	3 WEST END [FROM DOWNTOWN]	2	26	31	26	9	94	225
1=Weekday	WEG_2_3_01	3 WEST END [TO DOWNTOWN]	4	14	29	26	9	82	
1=Weekday	WEG_2_34_00	34 OPRY MILLS [FROM DOWNTOWN]	0	3	8	5	2	18	40
1=Weekday	WEG_2_34_01	34 OPRY MILLS [TO DOWNTOWN]	0	0	2	4	3	8	
1=Weekday	WEG_2_4_00	4 SHELBY [FROM DOWNTOWN]	0	7	12	11	5	35	100
1=Weekday	WEG_2_4_01	4 SHELBY [TO DOWNTOWN]	3	8	15	6	2	33	
1=Weekday	WEG_2_41_00	41 GOLDEN VALLEY [FROM DOWNTOWN]	0	1	0	2	0	3	10
1=Weekday	WEG_2_41_01	41 GOLDEN VALLEY [TO DOWNTOWN]	1	1	0	0	0	2	
1=Weekday	WEG_2_42_00	42 ST. CECILIA - CUMBERLAND [TO DOWNTOWN]	1	2	3	2	1	10	40
1=Weekday	WEG_2_42_01	42 ST. CECILIA - CUMBERLAND [FROM DOWNTOWN]	0	2	6	6	2	16	
1=Weekday	WEG_2_50_00	50 CHARLOTTE PIKE [FROM DOWNTOWN]	3	19	32	24	9	88	225
1=Weekday	WEG_2_50_01	50 CHARLOTTE PIKE [TO DOWNTOWN]	3	16	34	23	11	88	
1=Weekday	WEG_2_52_00	52 NOLENSVILLE PIKE [FROM DOWNTOWN]	2	18	38	49	21	129	300
1=Weekday	WEG_2_52_01	52 NOLENSVILLE PIKE [TO DOWNTOWN]	11	34	40	25	12	122	
1=Weekday	WEG_2_55_00	55 MURFREESBORO PIKE [FROM DOWNTOWN]	3	21	58	77	37	197	430
1=Weekday	WEG_2_55_01	55 MURFREESBORO PIKE [TO DOWNTOWN]	24	55	66	34	18	198	
1=Weekday	WEG_2_56_00	56 GALLATIN PIKE [FROM DOWNTOWN]	2	26	69	55	23	174	365
1=Weekday	WEG_2_56_01	56 GALLATIN PIKE [TO DOWNTOWN]	13	27	53	31	14	138	
1=Weekday	WEG_2_6_00	6 LEBANON PIKE [TO DOWNTOWN]	4	5	9	6	1	26	70
1=Weekday	WEG_2_6_01	6 LEBANON PIKE [FROM DOWNTOWN]	1	4	8	11	3	27	
1=Weekday	WEG_2_64_00	64 STAR DOWNTOWN SHUTTLE [FROM RIVERFRONT]	0	1	0	0	0	2	5
1=Weekday	WEG_2_64_01	64 STAR DOWNTOWN SHUTTLE [TO RIVERFRONT]	0	0	0	1	0	1	
1=Weekday	WEG_2_7_00	7 HILLSBORO [FROM DOWNTOWN]	2	21	24	16	6	69	180
1=Weekday	WEG_2_7_01	7 HILLSBORO [TO DOWNTOWN]	1	7	22	19	8	57	
1=Weekday	WEG_2_75_00	75 MIDTOWN [NORTHBOUND]	0	2	1	2	0	6	30
1=Weekday	WEG_2_75_01	75 MIDTOWN [SOUTHBOUND]	0	2	2	2	0	6	
1=Weekday	WEG_2_76	76 MADISON [LOOP]	2	5	13	8	3	30	50
1=Weekday	WEG_2_77_00	77 THOMPSON WEDGEWOOD [EASTBOUND]	1	3	3	3	0	10	30
1=Weekday	WEG_2_77_01	77 THOMPSON WEDGEWOOD [WESTBOUND]	1	2	3	2	0	9	
1=Weekday	WEG_2_79_00	79 SKYLINE [WESTBOUND]	0	1	3	2	1	7	30
1=Weekday	WEG_2_79_01	79 SKYLINE [EASTBOUND]	0	1	2	1	0	5	
1=Weekday	WEG_2_8_00	8 8TH AVENUE SOUTH [FROM DOWNTOWN]	1	9	17	13	3	42	100
1=Weekday	WEG_2_8_01	8 8TH AVENUE SOUTH [TO DOWNTOWN]	2	7	15	8	4	37	
1=Weekday	WEG_2_84_00	84 MURFREESBORO [FROM NASHVILLE]	0	1	2	3	1	6	30
1=Weekday	WEG_2_84_01	84 MURFREESBORO [TO NASHVILLE]	2	1	1	1	0	5	
1=Weekday	WEG_2_86_00	86 SMYRNA - LA VERGNE [FROM NASHVILLE]	0	0	0	2	0	2	5
1=Weekday	WEG_2_86_01	86 SMYRNA - LA VERGNE [TO NASHVILLE]	1	1	0	0	0	2	
1=Weekday	WEG_2_87_00	87 GALLATIN [FROM NASHVILLE]	0	0	0	3	0	3	20
1=Weekday	WEG_2_87_01	87 GALLATIN [TO NASHVILLE]	0	4	0	0	0	4	
1=Weekday	WEG_2_88_00	88 DICKSON [FROM NASHVILLE]	0	0	0	1	0	1	5
1=Weekday	WEG_2_88_01	88 DICKSON [TO NASHVILLE]	0	1	0	0	0	1	
1=Weekday	WEG_2_89_00	89 SPRINGFIELD [FROM NASHVILLE]	0	0	0	1	0	1	5
1=Weekday	WEG_2_89_01	89 SPRINGFIELD [TO NASHVILLE]	0	1	0	0	0	1	
1=Weekday	WEG_2_9_00	9 METROCENTER [FROM DOWNTOWN]	1	8	13	2	0	25	70
1=Weekday	WEG_2_9_01	9 METROCENTER [TO DOWNTOWN]	0	0	4	4	0	9	
1=Weekday	WEG_2_90_00	90 WEGO STAR [FROM NASHVILLE]	0	0	0	18	0	18	70
1=Weekday	WEG_2_90_01	90 WEGO STAR [TO NASHVILLE]	0	17	0	0	0	17	
1=Weekday	WEG_2_93_00	93 STAR WEST END SHUTTLE [LOOP]	0	4	0	3	0	7	10
1=Weekday	WEG_2_94_00	94 CLARKSVILLE EXPRESS [FROM NASHVILLE]	0	0	1	0	0	1	20
1=Weekday	WEG_2_94_01	94 CLARKSVILLE EXPRESS [TO NASHVILLE]	0	0	0	1	0	1	
1=Weekday	WEG_2_95_00	95 SPRING HILL - FRANKLIN [FROM NASHVILLE]	0	0	0	2	0	2	20
1=Weekday	WEG_2_95_01	95 SPRING HILL - FRANKLIN [TO NASHVILLE]	0	2	0	0	0	2	

Table 2- OD Sampling Goals Fixed Route Weekend

_WEEK	FINAL_ROUTE_DIRECTION[Code]	DAY_OF_WEEK	FINAL_ROUTE_DIRECTION	WEEKEND
				sample_goals
2=Weekend	WEG_2_14_00		14 WHITES CREEK [FROM DOWNTOWN]	6
2=Weekend	WEG_2_14_01		14 WHITES CREEK [TO DOWNTOWN]	5
2=Weekend	WEG_2_17_00		17 12TH AVENUE SOUTH [FROM DOWNTOWN]	7
2=Weekend	WEG_2_17_01		17 12TH AVENUE SOUTH [TO DOWNTOWN]	8
2=Weekend	WEG_2_18_00		18 AIRPORT [FROM DOWNTOWN]	6
2=Weekend	WEG_2_18_01		18 AIRPORT [TO DOWNTOWN]	3
2=Weekend	WEG_2_19_00		19 HERMAN [TO DOWNTOWN]	8
2=Weekend	WEG_2_19_01		19 HERMAN [FROM DOWNTOWN]	11
2=Weekend	WEG_2_22_00		22 BORDEAUX [TO DOWNTOWN]	17
2=Weekend	WEG_2_22_01		22 BORDEAUX [FROM DOWNTOWN]	21
2=Weekend	WEG_2_23_00		23 DICKERSON PIKE [FROM DOWNTOWN]	36
2=Weekend	WEG_2_23_01		23 DICKERSON PIKE [TO DOWNTOWN]	23
2=Weekend	WEG_2_28_00		28 MERIDIAN [TO DOWNTOWN]	2
2=Weekend	WEG_2_28_01		28 MERIDIAN [FROM DOWNTOWN]	4
2=Weekend	WEG_2_29_00		29 JEFFERSON [FROM DOWNTOWN]	9
2=Weekend	WEG_2_29_01		29 JEFFERSON [TO DOWNTOWN]	8
2=Weekend	WEG_2_3_00		3 WEST END [FROM DOWNTOWN]	30
2=Weekend	WEG_2_3_01		3 WEST END [TO DOWNTOWN]	28
2=Weekend	WEG_2_34_00		34 OPRY MILLS [FROM DOWNTOWN]	9
2=Weekend	WEG_2_34_01		34 OPRY MILLS [TO DOWNTOWN]	4
2=Weekend	WEG_2_4_00		4 SHELBY [FROM DOWNTOWN]	10
2=Weekend	WEG_2_4_01		4 SHELBY [TO DOWNTOWN]	9
2=Weekend	WEG_2_41_00		41 GOLDEN VALLEY [FROM DOWNTOWN]	-
2=Weekend	WEG_2_41_01		41 GOLDEN VALLEY [TO DOWNTOWN]	-
2=Weekend	WEG_2_42_00		42 ST. CECILIA - CUMBERLAND [TO DOWNTOWN]	3
2=Weekend	WEG_2_42_01		42 ST. CECILIA - CUMBERLAND [FROM DOWNTOWN]	4
2=Weekend	WEG_2_50_00		50 CHARLOTTE PIKE [FROM DOWNTOWN]	28
2=Weekend	WEG_2_50_01		50 CHARLOTTE PIKE [TO DOWNTOWN]	28
2=Weekend	WEG_2_52_00		52 NOLENSVILLE PIKE [FROM DOWNTOWN]	46
2=Weekend	WEG_2_52_01		52 NOLENSVILLE PIKE [TO DOWNTOWN]	44
2=Weekend	WEG_2_55_00		55 MURFREESBORO PIKE [FROM DOWNTOWN]	70
2=Weekend	WEG_2_55_01		55 MURFREESBORO PIKE [TO DOWNTOWN]	74
2=Weekend	WEG_2_56_00		56 GALLATIN PIKE [FROM DOWNTOWN]	59
2=Weekend	WEG_2_56_01		56 GALLATIN PIKE [TO DOWNTOWN]	47
2=Weekend	WEG_2_6_00		6 LEBANON PIKE [TO DOWNTOWN]	7
2=Weekend	WEG_2_6_01		6 LEBANON PIKE [FROM DOWNTOWN]	7
2=Weekend	WEG_2_64_00		64 STAR DOWNTOWN SHUTTLE [FROM RIVERFRONT]	-
2=Weekend	WEG_2_64_01		64 STAR DOWNTOWN SHUTTLE [TO RIVERFRONT]	-
2=Weekend	WEG_2_7_00		7 HILLSBORO [FROM DOWNTOWN]	20
2=Weekend	WEG_2_7_01		7 HILLSBORO [TO DOWNTOWN]	15
2=Weekend	WEG_2_75_00		75 MIDTOWN [NORTHBOUND]	5
2=Weekend	WEG_2_75_01		75 MIDTOWN [SOUTHBOUND]	5
2=Weekend	WEG_2_76		76 MADISON [LOOP]	10
2=Weekend	WEG_2_77_00		77 THOMPSON WEDGEWOOD [EASTBOUND]	5
2=Weekend	WEG_2_77_01		77 THOMPSON WEDGEWOOD [WESTBOUND]	5
2=Weekend	WEG_2_79_00		79 SKYLINE [WESTBOUND]	5
2=Weekend	WEG_2_79_01		79 SKYLINE [EASTBOUND]	5
2=Weekend	WEG_2_8_00		8 8TH AVENUE SOUTH [FROM DOWNTOWN]	13
2=Weekend	WEG_2_8_01		8 8TH AVENUE SOUTH [TO DOWNTOWN]	12
2=Weekend	WEG_2_84_00		84 MURFREESBORO [FROM NASHVILLE]	-
2=Weekend	WEG_2_84_01		84 MURFREESBORO [TO NASHVILLE]	-
2=Weekend	WEG_2_86_00		86 SMYRNA - LA VERGNE [FROM NASHVILLE]	-
2=Weekend	WEG_2_86_01		86 SMYRNA - LA VERGNE [TO NASHVILLE]	-
2=Weekend	WEG_2_87_00		87 GALLATIN [FROM NASHVILLE]	-
2=Weekend	WEG_2_87_01		87 GALLATIN [TO NASHVILLE]	-
2=Weekend	WEG_2_88_00		88 DICKSON [FROM NASHVILLE]	-
2=Weekend	WEG_2_88_01		88 DICKSON [TO NASHVILLE]	-
2=Weekend	WEG_2_89_00		89 SPRINGFIELD [FROM NASHVILLE]	-
2=Weekend	WEG_2_89_01		89 SPRINGFIELD [TO NASHVILLE]	-
2=Weekend	WEG_2_9_00		9 METROCENTER [FROM DOWNTOWN]	-
2=Weekend	WEG_2_9_01		9 METROCENTER [TO DOWNTOWN]	-
2=Weekend	WEG_2_90_00		90 WEGO STAR [FROM NASHVILLE]	-
2=Weekend	WEG_2_90_01		90 WEGO STAR [TO NASHVILLE]	-
2=Weekend	WEG_2_93_00		93 STAR WEST END SHUTTLE [LOOP]	-
2=Weekend	WEG_2_94_00		94 CLARKSVILLE EXPRESS [FROM NASHVILLE]	-
2=Weekend	WEG_2_94_01		94 CLARKSVILLE EXPRESS [TO NASHVILLE]	-
2=Weekend	WEG_2_95_00		95 SPRING HILL - FRANKLIN [FROM NASHVILLE]	-
2=Weekend	WEG_2_95_01		95 SPRING HILL - FRANKLIN [TO NASHVILLE]	-

OD SURVEY INSTRUMENT

The survey was designed to obtain information in three major categories: OD travel patterns, fare/usage information, and rider demographics/Title VI. Once the survey questionnaire was finalized, ETC designed a tablet-based intercept interview survey as the primary survey medium. The OD survey is included as Appendix A of this report. The survey was created to ensure Title VI requirements were met.

The tablet survey methodology utilized the tablets on-screen mapping features allowing for real-time geocoding of addresses and locations using exact address, intersections, and/or place names. The rider then confirms the geocoded location marked on the map via an indicator icon. The interviewers used the mapping feature to collect the global positioning system (GPS) coordinates of all survey locations (home address, origin address, destination address, boarding location(s), and alighting location(s)). This method allowed the interviewer to answer any questions participants had and ensured the accuracy of the data collected. The respondent was allowed to select the answers to some demographic questions directly on the tablet to allow for more privacy (e.g., household income, gender).

Chapter 2. SURVEY ADMINISTRATION

OD PASSENGER SURVEY INTERVIEWER ROLES

ETC used experienced staff members from previous survey efforts to conduct the interviews for this study. The interviewer boarded their assigned vehicle and selected passengers at random to participate in the survey. While conducting the survey, the interviewer recorded each response provided to them by the passenger.

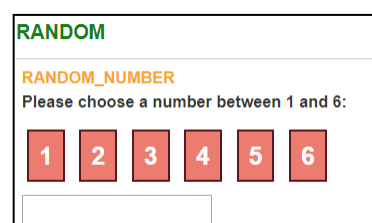
SURVEY ADMINISTRATION

SELECTION OF PARTICIPANTS

For the OD interview, the tablet generated a random number (shown in Figure 1) to determine which passengers were asked to participate in the survey after boarding the vehicle.

If four people boarded a bus, the tablet randomly generated a number from 1 to 4. If the tablet responded “2,” the second person who boarded the bus was asked to participate in the survey. If the tablet responded “1,” the first person was asked to participate in the survey, and so forth. The selection was limited to the first six people who boarded a bus or train at any given stop to ensure the interviewer could keep track of the passengers as they boarded. For example, if 20 people boarded a vehicle, the tablet program would randomly pick one of the first six people for the survey. If the interview was refused by the randomly selected passenger, then the passenger who boarded before the passenger selected would be attempted.

Figure 1- OD Survey Random Number Generator



OD SURVEY PROCEDURE

Interviewers selected passengers in accordance with the sampling procedures previously described. The interviewer then:

- Approached the passenger, identified themselves, and asked the passenger to participate in the survey.
- If the passenger refused, the interviewer ended the survey, excused themselves and completed three observational questions (age, race, and gender).
- If the passenger agreed to participate, the interviewer asked the passenger if they had at least 5 minutes to complete the survey.
- If the passenger did not have at least 5 minutes on the bus, the interviewer asked the passenger to provide their name and phone number for in order to text a survey link which included a self-administered web survey. This methodology ensured that people who completed short trips on public transit were well represented. However, all records were able to be completed on-board the bus.
- If the person had at least 5 minutes on the bus, the interviewer completed the survey on the vehicle.

IN-FIELD QUALITY ASSURANCE/QUALITY CONTROL

ETC Institute field supervisor reviewed the interviewer's data reviewing the following elements to ensure they were administering the interview properly:

- ▲ Distribution of surveys by demographics.
- ▲ Distribution of surveys by trip characteristics.
- ▲ Length of each survey in minutes.
- ▲ Percentage of refusals.

The tablet PCs that are used to collect the Origin Destination (OD) survey data contain an on- screen mapping feature that allows for real-time geocoding of locations based off of the following: address, intersection, or place searches gathered from feedback of respondents. The respondents then confirm the geocoded location based on the on-screen map that shows the searched address/location via a Google Map indicator icon.

The mapping feature collects the GPS coordinates of major survey locations including the home address, origin address, destination address, parking location, boarding location, and alighting location. In addition, the tablet PC program also allows the interviewer to walk through each question with the respondent to answer any questions as well as to ensure appropriate interpretation of the survey questions.

IN-FIELD SUPERVISOR QUALITY CHECKS

ETC Institute employs Field Supervisors (FS) who are responsible for: training, scheduling, and managing transit data collection efforts. ETC Institute continually adds steps to improve the FS' ability to effectively manage field staff. One tool is the use of an online dashboard created for each project. The online survey database that stores all the data collected in the field allows for connection to multiple Business Intelligence (BI) dashboards. This allows ETC Institute to create dashboard that allows FS to instantly see the data collected in a variety of formats.

Sampling goals by route, direction, and time of day are instantly able to be viewed to support effective management of sampling goals. The dashboard also displays a breakdown of the overall trip information and demographics collected, both overall and by individual interviewers. Individual interviewer data reviews are conducted throughout the day to ensure sampling procedures are being followed, and the findings are discussed with that interviewer daily when they check in with the FS.

SECRET SHOPPER / RIDE ALONG

FS and secret shoppers also ride on bus routes to gauge interviewers' demeanor, overall behavior, and adherence to protocols during interviews.

ADDITIONAL IN-FIELD CHECKS AND PROCESSES

ETC Institute has a comprehensive In-Field Quality Control/Quality Assurance Program in place for all surveys we design and administer. The QAQC Program was developed and refined through our experience with hundreds of studies that involved the design and administration of surveys, focus groups and other data collection and analysis services. It is tailored to the particular needs of any survey project.

All elements of each project are subject to QAQC scrutiny: Survey Design, Staff Recruitment, Staff Training, Trip Logic, Sampling Distribution by Boarding Stop, Data Accuracy and Prevention of Survey Falsification among them.

SURVEY DESIGN

The OD Survey is designed to make it extremely difficult and time-consuming to create a falsified trip. Because of this, falsified trips are easily identified/red-flagged and subsequently deleted by our formal data review/trip logic assessment process. The review process is conducted by an independent TRT team at our corporate headquarters.

STAFF RECRUITMENT AND TITLE VI

In order to ensure ETC Institute includes a representative sampling of system ridership in the survey process, ETC studies all available data regarding non-English speaking and Limited English Proficiency (LEP) riders and recruits bilingual survey staff in numbers that represent the distribution of LEP customers as expressed as a percentage of individual route ridership. At any given time, at least 50% of the ETC survey team will be bilingual. In the event a Title VI Survey is included in the project, recruitment of bilingual staff for the OD Survey is intended to reflect proportional representation of system ridership evidenced by the Title VI Survey results.

STAFF TRAINING AND SUPPLEMENTAL TRAINING

As a part of classroom training, all potential interviewers are required to pass a quiz and demonstrate mastery of the survey by conducting practice surveys with their fellow trainees. Our trip logic testing is explained to the trainees, and they are required to demonstrate a complete understanding of that process before they begin field training. Those who are unable to demonstrate adequate proficiency are removed from the training program before ever going out in the field. In an average classroom training session, 10-20% of all pre-screened candidates will not advance to field training.

In field training, candidates will work on a bus or train for at least a half shift (4 hours) and demonstrate to a supervisor travelling with them that they have mastered not only the survey, but our random sampling protocol for selecting customers to interview. At the end of field training, we put each of their completed surveys through our trip logic testing and explain what we are seeing to the trainee. If, and only if, the candidate demonstrates complete understanding and mastery of the survey and our protocols, will they be offered an opportunity to join the survey team. Each new interviewer is considered "probationary" for the first two weeks of their survey team participation. Any deviation from ETC survey protocol results in immediate removal from the project. Probationary staff are subject to daily trip review and spot checks by field supervisory staff.

CORE TEAM SURVEYS, BENCHMARK ESTABLISHMENT AND ASSIGNMENT ROTATION

For each project we establish a "Core Team" at the outset. This is comprised of a small group of our very best candidates and/or various interviewers from around the country who have worked with us before and proved themselves excellent interviewers. This Core Team will generally spend the first two to three weeks of the project conducting a representative number of surveys on a system's primary routes. Their results will establish "benchmark data" or statistical norms we will use in Quality Control assessments of other staff members as the project progresses.

In addition, all survey staff will rotate among route assignments so that no one individual interviewer will ever complete an unacceptably high percentage of a given route's total survey goal.

TRIP LOGIC CHECKS

As discussed in more detail later in this QAQC, every completed survey is analyzed by ETC's Transit Review Team (TRT) using trip logic algorithms to ensure its accuracy and validity. Our trip logic analysis program is called, "ELVIS". A number of logic tests, including distance ratios, time ratios, etc., are used to red flag any trip which either does not make sense or for which we have some question about whether the data entered is valid. While each completed survey is routinely ELVIS checked at our corporate headquarters, field supervisors also are able to monitor individual trips as needed and will do so frequently, especially with new interviewers.

REMOTE VERIFICATION; CALLBACKS

Each week the TRT at our corporate headquarters will call 10-20% of completed survey respondents who provide contact information at the end of the survey. They attempt to verify surveys conducted by at least half of our survey team each week. Callers verify that the survey was conducted and may ask a few other questions based on our needs and/or concerns at the time. A report summarizing the verification call responses is sent to the Field Supervisor each week. The Supervisor initiates corrective action as needed.

SAMPLING DISTRIBUTION BY BOARDING STOP

As a part of our Project Planning phase, ETC identifies the busiest routes in the system (by direction and time of day) and the busiest boarding stops on each route using APC data, our own Boarding To Alighting Survey results, previous surveys results or any other valid ridership information available. Once ETC has identified the busiest boarding locations, we monitor the number of surveys we complete which originate at those stops. If the percentage of our completed surveys on that route which begin at the stops in question drops below the expected level based on existing ridership data we analyze individual interviewer performance, location, etc. using archived GPS records and survey timestamps to determine the cause of the underrepresentation of any primary boarding stop. We also review staff adherence to our strict random sampling protocol to ensure every rider boarding at every stop has a legitimate opportunity to be selected to take the survey.

DATA ACCURACY AND PREVENTION OF SURVEY FALSIFICATION

As discussed above, ETC uses Title VI Survey results, previous survey data and Core Team Benchmarks to set statistical norms for a system regarding demographic data and trip characteristics.

Each day, ETC's Field Supervisors review each employee's completed survey data with regard to the following elements to assess whether the employee is conducting the Survey properly:

- Distribution of Surveys by various demographics.
- Distribution of Surveys by trip characteristics.
- Length of each Survey in minutes/ Survey duration
- Percentage of refusals.
- Percentage of short trips.

In addition to daily reviews of demographic responses, trip speed, etc., a comprehensive weekly report is created at the direction of the Field Supervisor which includes a detailed itemized breakdown of each interviewer's performance for the week; specifically analyzing distribution of Survey responses in relation to the norms. The weekly report highlights any area for which the interviewer's completed responses do not fall within the expected and acceptable range. For example, if ridership information and Title VI Survey results suggest 25% of a particular route's ridership identifies as "African-American" and one of the interviewers completed 45% of their weekly Surveys on that route interviewing riders who identified as African-American, that is highlighted in the weekly report and the ETC Field Supervisor addresses the issue.

The weekly report is reviewed by all supervisory staff and discussed during a weekly meeting/conference call during which a corrective action plan is formulated in each case. A member of the supervisory team is assigned to each issue. That supervisor takes the proscribed corrective action then adds a dated note to the weekly report describing in detail remedial action taken. The same supervisor is assigned to follow up on the issue with the interviewer in question during the current week. If the corrective plan does not prove successful the interviewer is removed from the schedule, either temporarily pending supplemental training or permanently where such action is deemed appropriate by the Field Supervisor. In addition, ETC's Field Supervisors routinely conduct spot checks on assigned bus routes and make frequent unannounced visits to stops and stations. Supervisors also utilize anonymous "secret shoppers" to pose as passengers on buses to check up on staff attitude, appearance, performance and compliance with ETC rules and procedures. Also, Field Supervisors verify if a staff member is on the assigned route at the assigned time by viewing the displayed geographic location of the interviewers completed interviews and refusals. Using random ELVIS trip logic tests, supervisors also track staff productivity and data accuracy in real time. These checks ensure data integrity and help identify any interviewer who falls short of our rigid quality standards for field survey collection.

Chapter 3. DATA REVIEW PROCESS

Many of the monitoring processes described previously in the report are essential elements of the overall quality assurance/quality control (QA/QC) process that was implemented throughout the survey. The establishment of specific sampling goals and procedures for managing the goals ensured that a representative sample was obtained. The geocoding tools embedded in Google map searches, ETC Institute Visual Review program, and Caliper® Maptitude geographic information system (GIS) software, allowed for the high level of geocoding accuracy that was achieved. The following subsections describe the QA/QC processes that were implemented after the data was collected.

PROCESS FOR IDENTIFYING COMPLETE RECORDS

To classify a survey as being completed, the record must contain all elements of the one-way trip. ETC Institute has classified required trip data as containing complete answers to the following:

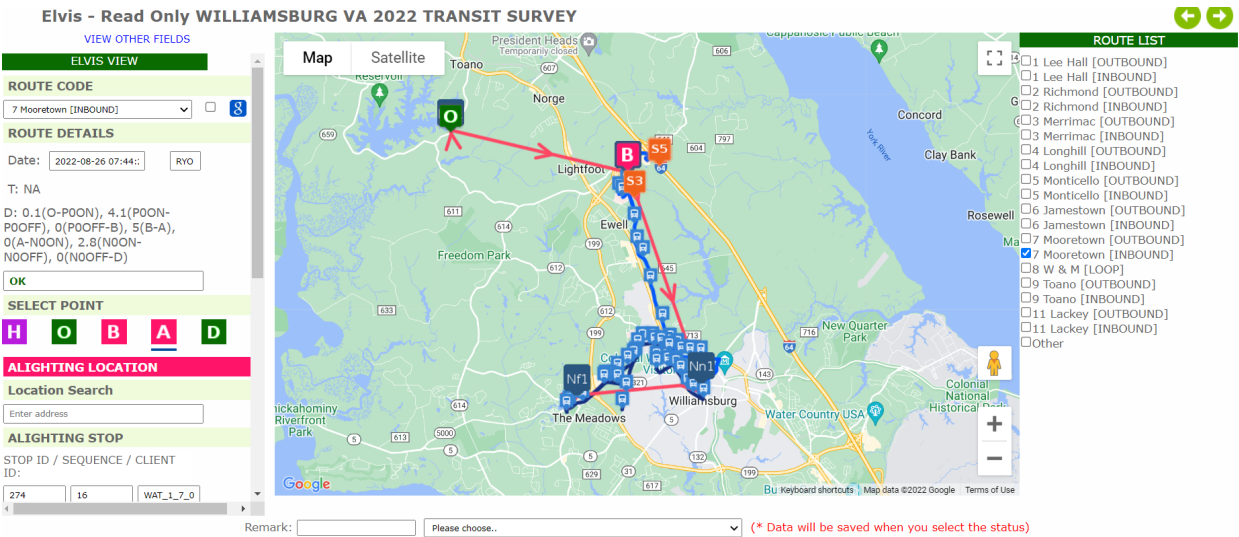
- | | |
|-----------------------|--------------------------|
| ▲ Route/Direction | ▲ Origin place type |
| ▲ Time of trip | ▲ Destination place type |
| ▲ Transfers made | ▲ Access mode |
| ▲ Home address | ▲ Egress mode |
| ▲ Origin address | ▲ Boarding location |
| ▲ Destination address | ▲ Alighting location |

The exception to this requirement are the “non-destination” trips. For these interviews only the location information prior to the interview was captured, but not any location information after the interview because the trip did not have a specific destination. In addition to the required trip-data questions, an interview must be considered complete by the online survey program. This occurs if the interviewer navigates through all questions from the survey, including demographics.

ONLINE VISUAL REVIEW TOOL

ETC Institute’s online visual review tool allowed for the review of all completed records. The tool displayed all elements of the one-way trip, as well as a series of distance ratio checks. After directions were finalized, each record went through speed/distance/time checks. Figure 1 shows an example of an online visual review tool.

Figure 1- Online Visual Review Tool (Editable Version)



PRE-DISTANCE CHECKS

The series of distance and ratio checks were contained in the online visual review tool for ETC Institute's Transit Review Team (TRT) to systematically approach the reviewing of completed records. The TRT process for editing surveys is described later in this section. *Note: The distance and ratio checks described are meant to alert the reviewer that closer evaluation may be needed. However, this does not indicate the record was inaccurate or unusable.*

The distances for the checks are created using the great circle distance formula that is based on a straight line from point A to point B that considers the curvature of the earth. A few of the distance checks are listed below:

- Access/Egress- Mode Distance Check (distances from origin to boarding and alighting to destination).
- Origin- to- Destination Check (distance from origin to destination).
- Boarding- and- Alighting Distance Check (distance checks from boarding to alighting location).

PRE-RATIO CHECKS

After all transfer reviews were conducted, three QA/QC ratio checks were conducted. First, the distance between the boarding and alighting location was divided by the distance between origin and destination. Second, the distance between origin and boarding location was divided by the distance between origin and destination. Third, the distance between the alighting location and destination was divided by the distance between origin and destination.

TRANSIT REVIEW TEAM

The TRT reviewed all completed records, paying special attention to records that were flagged by the previously described checks. Typically, around 10 percent of all records receive an automatic flag. The issues listed in Table 1 result in actions that allow about 30 percent of those records that are flagged to be retained.

Table 1- General Issues

Issue	Description of Issue	Action
Origin/Destination Condition 1	Origin/Destination appears incorrect because the wrong location of a multiple-location organization was selected	If, for example, an Origin/Destination appears illogical based on the college campus that was selected, but an appropriate campus of the same college does appear logical given the other points and answer choices of the trip, then the appropriate campus will be selected.
Origin/Destination Condition 2	Origin/Destination appears to have been geocoded to the incorrect city/state	If for example, an Origin/Destination appears illogical based on the city/state that was geocoded, but the address/intersection is logical within the trip if the city/state are changed. This occurs occasionally because the interviewer selects the wrong choice from the list of address choices that appear in the online survey instrument, then the appropriate address information will be inserted.
Access/Egress Mode	Access/Egress Mode seems illogical based on trip	If the access/egress mode involves the use of a vehicle and the distance from either origin to boarding or alighting to destination is less than 0.2 miles, then the access/egress mode is recoded to walk/walked and that change will be reflected in the database.

Directionality of Record	Boarding and alighting locations indicate that the trip is going in the opposite direction of what was selected by the interviewer	Change direction of route selected and, if necessary, update boarding and alighting locations based on appropriate direction.
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POST-PROCESSING ADDITIONAL CHECKS

After records were reviewed by the TRT, the next step involves the application of QA/ QC non-trip checks. Non-trip related checks included:

- ▲ Ensuring the respondents who indicated they were employed reported that at least one member of the household was employed.
- ▲ Ensuring the time-of-day a survey was completed was reasonable given the published operating schedule for the route.
- ▲ Ensuring that the appropriate fare type was used given the age of respondent.
- ▲ Removing personal information to protect the anonymity of the respondents.

Once all records complete the pre-processing and post-processing QA/QC checks, those deemed complete and usable are appended to the completion report to ensure that goals are met. After the final review is completed, a data dictionary was created to describe the data in the database.

Chapter 4. SURVEY WEIGHTING AND EXPANSION

WEGO fixed route records were expanded by route, time period, direction and stop groupings using APC data. This section describes the methodology used to develop the expansion factors. The data was expanded using the average daily ridership from January 2022 through May 2022. Trolley records were not expanded.

ROUTE SEGMENTATION WITH APC DATA

ETC Institute created segments for bus routes based on boarding percentages of the route. Stop-level ridership was allocated based on direction, then divided into two segments based on the total boardings ridership and two segments based on the total alighting's. After approximately half of the route's total ridership had boarded, a new segment began. The same scenario occurred for the alighting segmentation.

LINKED TRIP EXPANSION FACTORS

The linked-trip expansion factor helps to account for the number of transfers that were made by each passenger. Linked expansion factors are generated after the unlinked expansion factors are created. The equation that is used to calculate the linked trip multiplying factor is shown below:

$$\text{Linked Trip Multiplying Factor} = [1 / (1 + \# \text{ of transfers})]$$

If a passenger did not make a transfer, the linked trip factor would be 1.0 because the person would have only boarded one vehicle. If a person made two transfers, the linked trip expansion factor would be 0.33 because the person would have boarded three transit vehicles during his/her one-way trip. An example of the linked trip expansion factors is provided in Table 1.

Table 1- Sample Calculations of Linked Trip Multiplying Factors

Number of Transfers	Calculation [1/(1+Number of Transfers)]	Linked Trip Multiplying Factor
0	[1/(1+0)]	1
1	[1/(1+1)]	0.5
2	[1/(1+2)]	0.33
3	[1/(1+3)]	0.25

Once the linked trip multiplier is created, it is multiplied by the unlinked expansion factor to create the linked expansion factor.

LINKED TRIP DECOMPOSITION ANALYSIS

Decomposition analysis measures the overall representativeness of the survey records relative to linked and unlinked trips on an individual route basis. Self-enumeration surveys have historically suffered from substantial errors in route level boarding levels when linked trips were determined by simply dividing the boarding factor by one plus the number of transfers.

The advent of the personal interview, coupled with tablet technology, and more effective management of interviewers has reduced this issue. The decomposition analysis examines each record and the recorded sequence of routes and tabulates boardings for each route using this information. After all records have been examined, total boardings by route are summarized and compared with the observed level of boardings. The result of this analysis will help to determine the relationship between observed and estimated boardings by route.

The decomposition analysis below and on the following pages shows the summed link factors for the routes on which the survey was conducted. The findings from the decomposition analysis show that the overall results for the on-board survey do an excellent job of representing the system. In fact, at the overall level, there is 0.00% difference between the total boardings calculated from the summed linked weight factors and the observed ridership. The routes that deviate the farthest from the summed linked factors compared to the observed counts are typically the routes that are expected to deviate the most as they are low volume ridership routes and therefore have a higher inherit error probability.

Table 2 below shows the weekday decomposition results at the route level.

Table 2 – Decomposition Analysis

route_name	Route Surveyed	Transfer Route	Total Summed Link	Observed Boarding	Total Difference	% Difference
1 Lee Hall	210.69	87.04	297.73	290.66	-7.07	-2.4%
2 Richmond	435.01	90.19	525.20	537.96	12.76	2.4%
3 Merrimac	221.06	104.86	325.92	302.71	-23.21	-7.7%
4 Longhill	106.84	17.35	124.19	133.22	9.03	6.8%
5 Monticello	268.68	91.14	359.82	337.56	-22.25	-6.6%
6 Jamestown	112.57	16.70	129.27	135.02	5.76	4.3%
7 Mooretown	130.42	59.61	190.04	195.79	5.75	2.9%
8 W & M	93.08	0.00	93.08	93.08	0.00	0.0%
9 Toano	77.27	18.01	95.28	118.29	23.01	19.4%
11 Lackey	38.20	7.51	45.72	41.94	-3.77	-9.0%
Total	1693.82	492.41	2186.24	2186.24	0.00	0.0%

Chapter 5. WEEKDAY OD SURVEY SYSTEM RESULTS

The summary statistics below are based on the linked weight factors created during the data expansion process conducted by ETC Institute, unless otherwise stated. A linked passenger trip is a trip from origin to destination on the transit system and accounts for transfers made during a one-way trip. Unlinked passenger trips count each boarding as a separate trip regardless of transfers.

WHAT TYPE OF PLACE ARE YOU COMING FROM NOW? (THE STARTING PLACE FOR YOUR ONE-WAY TRIP)

44% of WEGO riders' origin place type was home while 25% of riders' origin is work. Table 1 below shows riders origin place types.

Table 1– Origin Place Type

What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	Weight Factor (%)
Your WORK PLACE	25.1%
Your HOME	43.5%
Hotel or Lodging	2.2%
Other work related	1.0%
College / University (students only)	1.8%
School (K-12) (students only)	3.1%
Medical appointment / Doctor Visit / Clinic (non-work)	2.4%
Shopping	7.9%
Personal business (paying a bill, social services, etc)	4.9%
Restaurant / Sightseeing	2.7%
Social Visit / Church / Personal / Friend's House	4.7%
Airport (passengers only)	0.5%
Other	0.1%

HOW DID YOU GET FROM YOUR ORIGIN

Nearly all (94.4%) of WEGO riders' mode of access from their origin to their first bus stop was walk. Approximately 5% of riders used some kind of vehicle for their access mode. Table 2 below shows riders access modes.

Table 2 – Access Mode

How did you GET FROM your origin	Weight Factor (%)
Walk	94.4%
Wheelchair	0.3%
Personal Bike	0.7%
Bike Share (B-cycle), scooter share	0.1%
WeGo Link (Uber or Mobility Solutions)	0.0%
Was dropped off by someone going someplace else	3.0%
Drove alone and parked	0.9%
Drove or rode with others and parked	0.4%
Car share (e.g. Zip Car, Car2Go, etc.)	0.0%
Uber, Lyft, etc.	0.2%
Other	0.0%

WHAT TYPE OF PLACE ARE YOU GOING TO NOW? (THE ENDING PLACE FOR YOUR ONE-WAY TRIP)

45% of WEGO riders' destination place type was home while 24% of riders' destination is work. Table 3 below shows riders destination place types.

Table 3 – Destination Place Type

What type of place are you GOING TO NOW? (the ending place for your one-way trip)	Weight Factor (%)
Your WORK PLACE	24.1%
Your HOME	44.7%
Hotel or Lodging	1.3%
Other work related	2.0%
College / University (students only)	1.3%
School (K-12) (students only)	1.7%
Medical appointment / Doctor Visit / Clinic (non-work)	2.1%
Shopping	7.7%
Personal business (paying a bill, social services, etc)	5.1%
Restaurant / Sightseeing	3.6%
Social Visit / Church / Personal / Friend's House	5.9%
Airport (passengers only)	0.4%
Other	0.2%

HOW WILL YOU GET TO YOUR DESTINATION

95% of WEGO riders' mode of egress from their last bus to their destination was walk. Only 4% of riders used some kind of vehicle for their egress mode. Table 4 below shows riders' egress modes.

Table 4 – Egress Mode

How will you GET TO your destination	Weight Factor (%)
Walk	94.9%
Wheelchair	0.3%
Personal Bike	0.7%
Bike Share (B-cycle), scooter share	0.1%
WeGo Link (Uber or Mobility Solutions)	0.1%
Be picked up by someone going someplace else	2.4%
Get in a parked vehicle and drive alone	0.9%
Get in a parked vehicle and drive / ride with others	0.1%
Car share (e.g. Zip Car, Car2Go, etc.)	0.0%
Uber, Lyft, etc.	0.6%
Other	0.1%

TOTAL NUMBER OF IN-SYSTEM TRANSFERS

Over half (51%) of WEGO riders take no bus to get from their origin to their destination. 48% of riders use one bus to make their trip. Table 5 below shows the number of transfers used by WEGO riders.

Table 5 – Total Number of Buses Used to Make Trip

Total number of in-system transfers	Weight Factor (%)
(00) None	51.7%
(01) One Transfer	47.8%
(02) Two Transfers	0.5%
(03) Three Transfers	0.0%

HOW DID YOU PAY FOR THIS TRIP?

The majority (40 %) of WEGO riders pay cash for their trip. 24% of riders use a QuickTicket Cards for their trips. Table 6 below shows purchase type used by WEGO riders.

Table 6: How did you pay for this trip?

How did you pay for this trip?	Weight Factor (%)
Cash	40.3%
School Sponsored pass (StriDe)	5.1%
Employer or College/University sponsored pass (WeGo Ride)	10.5%
QuickTicket Mobile App	10.9%
QuickTicket Card	24.1%
Paper ticket with black stripe	4.5%
N/A (Free ride)	4.6%

WHAT TYPE OF PASS DID YOU USE?

33% of WEGO riders use a Day Pass for their fare type. Many riders (42%) pay for a single ride or ride free as they are either students or faculty. Table 7 below show riders' fare types.

Table 7 – Fare Type

What type of pass did you use?	Weight Factor (%)
Transfer	20.3%
Day Pass	33.2%
7 Day Pass	2.1%
20 Ride Pass	0.1%
31 Day Pass	2.4%
10 Ride Pass (WeGo Star only)	0.1%
N/A (select N/A if rider paid for a single ride or School/Employer)	41.7%

IF YOU USED QUICK TICKET, WHAT TYPE OF PASS DID YOU USE?

Table 8 below shows the types of passes used by WEGO riders. 43% of riders use a 31 Day Pass and approximately 30% use Loaded Money.

Table 1: If you used Quick ticket, what type of pass did you use?

If you used Quick ticket, what type of pass did you use?	Weight Factor (%)
Loaded Money	29.8%
10 Ride Pass (WeGo Star service only)	0.4%
Day Pass	12.6%
7 Day Pass	10.9%
20 Ride Pass	2.9%
31 Day Pass	43.3%

IF TRANSIT SERVICE WERE NOT AVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?

Table 9 below shows how WEGO riders would have made their trips had transit service not been available. 28% of riders would have rode with someone else and 16% would have walked. 22% said they would have used Uber, Lyft, etc.

Table 2: If transit service were not available, how would you have made this trip?

If transit service were not available, how would you have made this trip?	Weight Factor (%)
Walk	15.5%
Bicycle	2.6%
Drive myself	7.7%
Ride with someone else	28.0%
Would not make this trip	21.4%
Care share (e.g. Zip Car, Car2Go, etc.)	0.6%
Taxi	1.3%
Uber, Lyft, etc.	22.8%
Other	0.2%

ARE YOU A VISITOR TO THE NASHVILLE REGION?

Table 10 below shows that the majority of WEGO riders (91%) are not visitors to the Nashville area.

Table 10: Are you a visitor to the Nashville region?

Are you a visitor to the Nashville region?	Weight Factor (%)
Yes	8.9%
No	91.1%

HOW LONG HAVE YOU BEEN USING WEGO SERVICES?

Nearly half (46%) of riders have been riding WEGO for 4 years or more. 18% of WEGO riders have been using the service for less than a year. Table 11 shows the number of years riders' have been using WEGO.

Table 11- Years Riding WEGO Services

How long have you been using WeGo services?	Weight Factor (%)
Less than 1 year	18.9%
1-2 years	17.7%
3-4 years	17.1%
More than 4 years	46.3%

HOW OFTEN DO YOU RIDE SOME FORM OF TRANSIT IN THE NASHVILLE AREA?

Approximately 61% of WEGO riders use some form of Nashville area transit 5 or more times a week. 23% of riders use Nashville area transit 3-4 times a week. Table 12 below shows how often WEGO riders use transit in the Nashville area.

Table 12- Transit Use Frequency

How often do you ride some form of transit in the Nashville area?	Weight Factor (%)
First time riding	0.7%
Less than once a month	2.1%
1 - 3 times a month	4.0%
1 - 2 times a week	9.9%
3 - 4 times a week	22.6%
5 or more times a week	60.8%

HOW DO YOU ACCESS BUS ARRIVAL INFORMATION? IF NONE APPLY, HOW WOULD YOU PREFER TO GET THIS INFORMATION?

Table 13 below shows how WEGO riders access bus arrival information. The majority of riders (38%) use a mobile app, while 23% use the WEGO website.

Table 13 How do you access bus arrival information? If none apply, how would you prefer to get this information?

How do you access bus arrival information? If none apply, how would you prefer to get this information?	Weight Factor (%)
WeGo Website	22.8%
Calling Customer Care	3.9%
Mobile App (Transit, Google, etc.)	38.0%
N/A - I don't need this information	19.6%
Real time sign at bus stop / bus bay	15.8%

DO YOU HAVE A WORKING SMART PHONE?

91% of WEGO riders' have a working smart phone with data plan. Table 14 below shows the number of riders with working smart phones with a data plan.

Table 3 – Smart Phone with Data Plan

Do you have a working smart phone?	Weight Factor (%)
Yes	90.9%
No	9.1%

DO YOU HAVE A DEBIT OR CREDIT CARD?

Table 15 below shows the number of WEGO riders who have a debit or credit card. 83% of WEGO riders have debit/credit cards.

Table 15 Do you have a debit or credit card?

Do you have a debit or credit card?	Weight Factor (%)
Yes	83.3%
No	16.7%

HOW MANY WORKING VEHICLES (CARS, TRUCKS, OR MOTORCYCLES) ARE AVAILABLE TO YOUR HOUSEHOLD?

Table 16 below shows the number of working vehicles in WEGO riders' households. 60% of riders do not have a working vehicle at their household. 27% of riders have one working vehicle at home.

Table 16– Household Vehicles

How many working vehicles (cars, trucks, or motorcycles) are available to your household?	Weight Factor (%)
None (0)	60.2%
One (1)	26.7%
Two (2)	10.9%
Three (3)	1.7%
Four (4)	0.4%
Five (5)	0.1%
Six (6)	0.1%
Eight (8)	0.0%

COULD YOU HAVE USED ONE OF THESE VEHICLES FOR THIS TRIP?

Out of the respondents that answered having one or more working vehicles at home (39.9%), 63% of them stated that they could not have used any of the available household vehicles to make their current trip. Table 17 describes below.

Table 17– Could Have Used Household Vehicle on Current Trip (If Working Household Vehicle Available)

Could you have used one of these vehicles for this trip?	Weight Factor (%)
Yes	36.7%
No	63.3%

INCLUDING YOU HOW MANY PEOPLE (ADULTS AND CHILDREN) LIVE IN YOUR HOUSEHOLD?

Over half (56%) of WEGO riders live in households with two or less people. Table 18 below shows the number of household members.

Table 18– Household Members

Including YOU how many people (adults and children) live in your household?	Weight Factor (%)
One (1)	28.6%
Two (2)	27.8%
Three (3)	17.5%
Four (4)	11.8%
Five (5)	8.8%
Six (6)	3.0%
Seven (7)	1.1%
Eight (8)	0.6%
Nine (9)	0.1%
Ten or More (10+)	0.8%

INCLUDING YOU, HOW MANY ADULTS (AGE 18+) LIVE IN YOUR HOUSEHOLD?

38% of WEGO riders live in households with at least one adult. Table 19 below shows number of adults in each member household.

Table 19 Including YOU, how many adults (age 18+) live in your household?

Including YOU, how many adults (age 18+) live in your household?	Weight Factor (%)
None (0)	0.2%
One (1)	37.9%
Two (2)	41.3%
Three (3)	14.1%
Four (4)	3.5%
Five (5)	1.3%
Six (6)	0.4%
Seven (7)	0.4%
Eight (8)	0.3%
Ten or More (10+)	0.7%

INCLUDING YOU HOW MANY PEOPLE WHO LIVE IN YOUR HOUSEHOLD (OVER AGE 15) ARE EMPLOYED FULL OR PART-TIME?

69% of WEGO riders live in households where at least 2 members are either employed full or part-time. Table 20 below shows the number of employed household members of WEGO riders.

Table 20: Including YOU how many people who live in your household (over age 15) are employed full or parttime?

Including YOU how many people who live in your household (over age 15) are employed full or part-time?	Weight Factor (%)
None (0)	14.8%
One (1)	34.3%
Two (2)	35.0%
Three (3)	10.5%
Four (4)	2.5%
Five (5)	1.3%
Six (6)	0.4%
Seven (7)	0.3%
Eight (8)	0.3%
Ten or More (10+)	0.5%

WHAT IS YOUR EMPLOYMENT STATUS? (CHECK THE ONE RESPONSE THAT BEST DESCRIBES YOU)

59% of surveyed WEGO riders are employed either full or part time. Table 21 below shows employment status.

Table 21 What is your employment status? (check the one response that BEST describes you)

What is your employment status? (check the one response that BEST describes you)	Weight Factor (%)
Employed full-time (at least 35 hours)	59.1%
Employed part-time (less than 35 hours)	15.4%
Not currently employed, but seeking work	4.4%
Not currently employed, and NOT seeking work	14.5%
Retired	5.6%
Homemaker	0.9%

WHAT IS YOUR STUDENT STATUS? (CHECK THE ONE RESPONSE THAT BEST DESCRIBES YOU)

14% of WEGO riders are students. 6% of riders are college students, 16% are vocational/technical/ or trade school students, and 6.5% are high school students. Table 22 below shows student status.

Table 22 – Student Status

What is your student status? (check the one response that BEST describes you)	Weight Factor (%)
Not a student	85.7%
Yes - Vocational / Technical	1.6%
Yes – K-12th grade	6.5%
Other	0.1%
Yes - College / University / Community College	6.0%

DO YOU HAVE A VALID DRIVER'S LICENSE?

57% of WEGO riders do not have a valid drivers' license. Table 23 shows drivers' license status.

Table 23– Driver's License Status

Do you have a valid driver's license?	Weight Factor (%)
Yes	43.0%
No	57.0%

WHAT IS YOUR AGE?

26% of WEGO riders are between the ages of 25 to 34. Table 24 below shows the ages of WEGO riders.

Table 24 – Age

What is your AGE?	Weight Factor (%)
5 - 15	2.5%
16 - 19	5.4%
20 - 24	11.5%
25 - 34	25.8%
35 - 44	20.0%
45 - 54	16.2%
55 - 64	12.8%
65 and older	5.7%

WHAT IS YOUR GENDER?

Table 25 below shows the gender of WEGO riders. 55% are male.

Table 25: What is your gender?

What is your gender?	Weight Factor (%)
Male	54.6%
Female	45.1%
Other	0.3%

WHAT IS YOUR RACE/ETHNICITY? (CHECK ALL THAT APPLY)

51% of WEGO riders are Black / African American. The second largest ethnic group of riders are White / Caucasian (38%). Table 26 below shows riders' race / ethnicity.

Table 4 – Race / Ethnicity

What is your race/ethnicity? (check all that apply)	Weight Factor (%)
Black / African / African American	50.5%
White / Caucasian	37.6%
Hispanic / Latino	8.6%
American Indian / Alaska Native	0.5%
Asian	2.2%
Native Hawaiian / Pacific Islander	0.7%

DO YOU SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME?

12.4% of WEGO riders speak another language other than English at home. Table 27 below shows the percentages of passengers that speak other languages at home.

Table 5 – Other Languages Spoke at Home (Other than English)

Do you speak a language other than English at home?	Weight Factor (%)
Yes	12.4%
No	87.6%

HOW WELL DO YOU SPEAK ENGLISH?

Table 28 below shows the percentage of WEGO riders who speak English well. 55% of WEGO riders speak English well, while 12% speak English less than well.

Table 28: How well do you speak English?

How well do you speak English?	Weight Factor (%)
Very Well	55.3%
Well	31.7%
Less Than Well	12.2%
Not At All	0.7%

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME IN 2021 BEFORE TAXES?

20% of WEGO riders' household income is less than \$12,000 annually. 18% of WEGO riders' annual household income is between the ranges of \$15,500 to \$29,999. Table 29 below shows WEGO riders 2021 annual household income before taxes.

Table 29 – Household Income

Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2021 before taxes?	Weight Factor (%)
Less than \$12,000	19.8%
\$12,000 - \$14,999	8.9%
\$15,000 - \$29,999	17.6%
\$30,000 - \$39,999	16.8%
\$40,000 - \$49,999	12.1%
\$50,000 - \$59,999	8.6%
\$60,000 - \$74,999	6.1%
\$75,000 - \$89,999	4.6%
\$90,000 - \$114,999	2.8%
Over \$115,000	2.6%

Chapter 6. WEEKEND OD SURVEY RESULTS

WHAT TYPE OF PLACE ARE YOU COMING FROM NOW? (THE STARTING PLACE FOR YOUR ONE-WAY TRIP)

40 % of WEGO riders' origin place type was home while 16% of riders' origin is work. Table 1 below shows riders' origin place types..

Table 1: What type of place are you COMING FROM NOW? (the starting place for your one-way trip)

What type of place are you COMING FROM NOW? (the starting place for your one-way trip)	Weight Factor (%)
Your WORK PLACE	16.2%
Your HOME	40.0%
Hotel or Lodging	2.0%
Other work related	1.2%
Medical appointment / Doctor Visit / Clinic (non-work)	2.8%
Shopping	15.5%
Personal business (paying a bill, social services, etc)	5.2%
Restaurant / Sightseeing	6.4%
Social Visit / Church / Personal / Friend's House	10.1%
Airport (passengers only)	0.4%
Other	0.1%

HOW DID YOU GET FROM YOUR ORIGIN

Nearly all (96%) of WEGO riders' mode of access from their origin to their first bus stop was walk. Approximately 2.6% of riders used some kind of vehicle for their access mode. Table 2 below shows riders access modes.

Table 2: How did you GET FROM your origin.

How did you GET FROM your origin	Weight Factor (%)
Walk	96.1%
Wheelchair	0.8%
Personal Bike	0.4%
Bike Share (B-cycle), scooter share	0.1%
Was dropped off by someone going someplace else	2.0%
Drove alone and parked	0.1%
Drove or rode with others and parked	0.1%
Uber, Lyft, etc.	0.4%

WHAT TYPE OF PLACE ARE YOU GOING TO NOW? (THE ENDING PLACE FOR YOUR ONE-WAY TRIP)

42% of WEGO riders' destination place type was home while 16% of riders' destination is work. Table 3 below shows riders destination place types.

Table 3: What type of place are you GOING TO NOW? (the ending place for your one-way trip)

What type of place are you GOING TO NOW? (the ending place for your one-way trip)	Weight Factor (%)
Your WORK PLACE	15.5%
Your HOME	41.8%
Hotel or Lodging	1.8%
Other work related	0.8%
College / University (students only)	0.2%
Medical appointment / Doctor Visit / Clinic (non-work)	2.5%
Shopping	13.8%
Personal business (paying a bill, social services, etc)	4.6%
Restaurant / Sightseeing	6.7%
Social Visit / Church / Personal / Friend's House	11.5%
Airport (passengers only)	0.8%
Other	0.1%

HOW WILL YOU GET TO YOUR DESTINATION

96% of WEGO riders' mode of egress from their last bus to their destination was walk. Less than 3% of riders used a vehicle for their egress mode. Table 4 below shows riders' egress modes.

Table 4: How will you GET TO your destination.

How will you GET TO your destination	Weight Factor (%)
Walk	96.0%
Wheelchair	0.8%
Personal Bike	0.2%
Bike Share (B-cycle), scooter share	0.1%
Be picked up by someone going someplace else	2.1%
Uber, Lyft, etc.	0.8%

HOW DID YOU PAY FOR THIS TRIP?

The majority (53%) of WEGO riders pay cash for their trip. 22% of riders use a QuickTicket Card for their trips. Table 5 below shows purchase type used by WEGO riders.

Table 5: How did you pay for this trip?

How did you pay for this trip?	Weight Factor (%)
Cash	53.0%
School Sponsored pass (StrlDe)	0.6%
Employer or College/University sponsored pass (WeGo Ride)	3.7%
QuickTicket Mobile App	14.9%
QuickTicket Card	21.9%
Paper ticket with black stripe	1.1%
N/A (Free ride)	4.9%

WHAT TYPE OF PASS DID YOU USE?

Table 6 below shows the types of passes used by WEGO riders. 50% of riders use a Day Pass and approximately 26% pay for a single ride.

Table 1: What type of pass did you use?

What type of pass did you use?	Weight Factor (%)
Transfer	20.2%
Day Pass	50.0%
7 Day Pass	0.9%
20 Ride Pass	0.8%
31 Day Pass	2.3%
N/A (select N/A if rider paid for a single ride or School/Employer)	25.8%

IF YOU USED QUICK TICKET, WHAT TYPE OF PASS DID YOU USE?

Table 7 below shows the types of passes used by WEGO riders. 39% of riders use a Loaded Money and approximately 24% use 31Day Pass.

Table 2: If you used Quick ticket, what type of pass did you use?

If you used Quick ticket, what type of pass did you use?	Weight Factor (%)
Loaded Money	39.3%
Day Pass	19.9%
7 Day Pass	13.0%
20 Ride Pass	4.2%
31 Day Pass	23.6%

IF TRANSIT SERVICE WERE NOT AVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?

Table 8 below shows how WEGO riders would have made their trips had transit service not been available. 27% of riders would have rode with someone else and 11% would have walked. 28% said they would use Uber, Lyft, etc.

Table 8: If transit service were not available, how would you have made this trip?

If transit service were not available, how would you have made this trip?	Weight Factor (%)
Walk	11.3%
Bicycle	3.3%
Drive myself	3.1%
Ride with someone else	27.3%
Would not make this trip	25.6%
Taxi	0.9%
Uber, Lyft, etc.	28.1%
Other	0.4%

ARE YOU A VISITOR TO THE NASHVILLE REGION?

Table 9 below shows that the majority of WEGO riders (93%) are not visitors to the Nashville area.

Table 9: Are you a visitor to the Nashville region?

Are you a visitor to the Nashville region?	Weight Factor (%)
Yes	7.2%
No	92.8%

HOW LONG HAVE YOU BEEN USING WEGO SERVICES?

Nearly half (45%) of riders' have been riding WEGO for 4 years or more. 17% of WEGO riders have been using the service for less than a year. Table 10 shows the number of years riders' have been using WEGO.

Table 10: How long have you been using WeGo services?

How long have you been using WeGo services?	Weight Factor (%)
Less than 1 year	16.6%
1-2 years	18.2%
3-4 years	20.6%
More than 4 years	44.6%

HOW OFTEN DO YOU RIDE SOME FORM OF TRANSIT IN THE NASHVILLE AREA?

Approximately 50 % of WEGO riders use some form of Nashville area transit 5 or more times a week. 27% of riders use Nashville area transit 3-4 times a week. Table 11 below shows how often WEGO riders use transit in the Nashville area.

Table 11: How often do you ride some form of transit in the Nashville area?

How often do you ride some form of transit in the Nashville area?	Weight Factor (%)
First time riding	0.1%
Less than once a month	2.1%
1 - 3 times a month	5.2%
1 - 2 times a week	16.3%
3 - 4 times a week	26.7%
5 or more times a week	49.6%

HOW DO YOU ACCESS THE BUS ARRIVAL INFORMATION? IF NONE APPLY, HOW WOULD YOU PREFER TO GET THIS INFORMATION?

Table 12 below shows how WEGO riders access bus arrival information. Majority of riders (36%) use a mobile app, while 21% use the WEGO website.

Table 12: How do you access bus arrival information? If none apply, how would you prefer to get this information.

How do you access bus arrival information? If none apply, how would you prefer to get this information?	Weight Factor (%)
WeGo Website	21.4%
Mobile App (Transit, Google, etc.)	35.8%
N/A - I don't need this information	27.7%
Calling Customer Care	3.7%
Real time sign at bus stop / bus bay	11.4%

DO YOU HAVE A WORKING SMART PHONE?

86% of WEGO riders' have a working smart phone with data plan. Table 13 below shows the number of riders with working smart phones with a data plan.

Table 13: Do you have a working smart phone?

Do you have a working smart phone?	Weight Factor (%)
Yes	85.9%
No	14.1%

DO YOU HAVE A DEBIT OR CREDIT CARD?

Table 14 below shows the number of WEGO riders who have a debit or credit card. 79% of WEGO riders have debit/credit cards.

Table 14: Do you have a debit or credit card?

Do you have a debit or credit card?	Weight Factor (%)
Yes	78.9%
No	21.1%

HOW MANY WORKING VEHICLES (CARS, TRUCKS, OR MOTORCYCLES) ARE AVAILABLE TO YOUR HOUSEHOLD?

Table 15 below shows the number of working vehicles in WEGO riders' households. 67% of riders do not have a working vehicle at their household. 24% of riders have one working vehicle at home.

Table 15: How many working vehicles (cars, trucks, or motorcycles) are available to your household?

How many working vehicles (cars, trucks, or motorcycles) are available to your household?	Weight Factor (%)
None (0)	67.1%
One (1)	24.3%
Two (2)	6.6%
Three (3)	1.3%
Four (4)	0.3%
Five (5)	0.4%

COULD YOU HAVE USED ONE OF THESE VEHICLES FOR THIS TRIP?

Out of the respondents that answered having one or more working vehicles at home (32.9%), 78% of them stated that they could not have used any of the available household vehicles to make their current trip. Table 16 describes below.

Table 16 Could you have used one of these vehicles for this trip?

Could you have used one of these vehicles for this trip?	Weight Factor (%)
Yes	21.7%
No	78.3%

INCLUDING YOU HOW MANY PEOPLE (ADULTS AND CHILDREN) LIVE IN YOUR HOUSEHOLD?

Over half (58%) of WEGO riders live in households with two or less people. Table 17 below shows the number of household members.

Table 17: Including YOU how many people (adults and children) live in your household?

Including YOU how many people (adults and children) live in your household?	Weight Factor (%)
One (1)	32.1%
Two (2)	25.7%
Three (3)	18.1%
Four (4)	12.0%
Five (5)	6.0%
Six (6)	2.8%
Seven (7)	0.8%
Eight (8)	0.9%
Ten or More (10+)	1.6%

INCLUDING YOU, HOW MANY ADULTS (AGE 18+) LIVE IN YOUR HOUSEHOLD?

35% of WEGO riders live in households with at least one adult. Table 18 below shows number of adults in each member household.

Table 18: Including YOU, how many adults (age 18+) live in your household?

Including YOU, how many adults (age 18+) live in your household?	Weight Factor (%)
None (0)	0.1%
One (1)	34.9%
Two (2)	40.2%
Three (3)	14.8%
Four (4)	6.1%
Five (5)	1.3%
Seven (7)	0.2%
Eight (8)	0.9%
Ten or More (10+)	1.5%

INCLUDING YOU HOW MANY PEOPLE WHO LIVE IN YOUR HOUSEHOLD (OVER AGE 15) ARE EMPLOYED FULL OR PART-TIME?

64% of WEGO riders live in households where at least 2 members are either employed full or part-time. Table 19 below shows the number of employed household members of WEGO riders.

Table 19: Including YOU how many people who live in your household (over age15) are employed full or part-time.

Including YOU how many people who live in your household (over age 15) are employed full or part-time?	Weight Factor (%)
None (0)	17.4%
One (1)	34.6%
Two (2)	29.7%
Three (3)	9.5%
Four (4)	5.0%
Five (5)	1.5%
Six (6)	0.4%
Seven (7)	0.2%
Eight (8)	0.5%
Ten or More (10+)	1.3%

WHAT IS YOUR EMPLOYMENT STATUS? (CHECK THE ONE RESPONSE THAT BEST DESCRIBES YOU)

78% of surveyed WEGO riders are employed either full or part time. Table 20 below shows employment status.

Table 20: What is your employment status? (Check the one response that BEST describes you)

What is your employment status? (check the one response that BEST describes you)	Weight Factor (%)
Employed full-time (at least 35 hours)	61.3%
Employed part-time (less than 35 hours)	16.4%
Not currently employed, but seeking work	3.7%
Not currently employed, and NOT seeking work	10.0%
Retired	8.4%
Homemaker	0.2%

WHAT IS YOUR STUDENT STATUS? (CHECK THE ONE RESPONSE THAT BEST DESCRIBES YOU)

8% of WEGO riders are students. 6% of riders are college students, 1.7% are vocational/ technical/ or trade school students, and less than 1% are high school students. Table 21 below shows student status.

Table 21: What is your student status? (Check the one response that BEST describes you)

What is your student status? (check the one response that BEST describes you)	Weight Factor (%)
Not a student	91.6%
Yes - Vocational / Technical	1.7%
Yes – K-12th grade	0.8%
Other	0.3%
Yes - College / University / Community College	5.6%

DO YOU HAVE A VALID DRIVER'S LICENSE?

56% of WEGO riders do not have a valid drivers' license. Table 22 shows drivers' license status.

Table 22: Do you have a valid driver's license?

Do you have a valid driver's license?	Weight Factor (%)
Yes	44.1%
No	55.9%

WHAT IS YOUR AGE?

31% of WEGO riders are between the ages of 25 to 34. Table 23 below shows the age categories of WEGO riders.

Table 23: What is your AGE?

What is your AGE?	Weight Factor (%)
16 - 19	3.4%
20 - 24	10.0%
25 - 34	31.1%
35 - 44	21.7%
45 - 54	17.7%
55 - 64	9.5%
65 and older	6.7%

WHAT IS YOUR GENDER?

Table 24 below shows the gender of WEGO riders. 56% are male.

Table 24: What is your gender?

What is your gender?	Weight Factor (%)
Male	55.7%
Female	44.1%
Other	0.2%

WHAT IS YOUR RACE/ETHNICITY? (CHECK ALL THAT APPLY)

50 % of WEGO riders are Black / African American. The second largest ethnic group of riders are White / Caucasian (39%). Table 25 below shows riders' race / ethnicity.

Table 25: What is your race/ethnicity? (Check all that apply)

What is your race/ethnicity? (check all that apply)	Weight Factor (%)
Black / African / African American	50.0%
Hispanic / Latino	7.5%
White / Caucasian	38.6%
Asian	2.9%
Native Hawaiian / Pacific Islander	0.3%
American Indian / Alaska Native	0.7%

DO YOU SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME?

12.2% of WEGO riders speak another language other than English at home. Table 26 below shows the percentages of passengers that speak other languages at home.

Table 26: Do you speak a language other than English at home?

Do you speak a language other than English at home?	Weight Factor (%)
Yes	12.2%
No	87.8%

LANGUAGE RESPONDENT SPEAKS AT HOME OTHER THAN ENGLISH

60 % of WEGO riders speak Spanish at home. Table 27 below shows the percentages of passengers that speak other languages at home.

Table 27: Language respondent speaks at home other than English.

Language respondent speaks at home other than English	Weight Factor (%)
Other	1.6%
Spanish	60.0%
Chinese, Mandarin	1.6%
Filipino	3.2%
Pidgin, Nigerian	1.6%
Hindi	3.2%
Arabic, Standard	7.2%
Old Spanish	3.2%
Chinese, Cantonese	3.2%
French	4.8%
American Sign Language (ASL)	1.6%
Polish	0.8%
Korean	0.8%
Hebrew	0.8%
German	1.6%
Swahili	0.8%
Portuguese	0.8%
Tagalog	1.6%
Khmer	1.6%

HOW WELL DO YOU SPEAK ENGLISH?

Table 28 below shows the percentage of WEGO riders who speak English well. 62% of WEGO riders speak English well, while 5% speak English less than well.

Table 28: How well do you speak English?

How well do you speak English?	Weight Factor (%)
Very Well	61.6%
Well	33.6%
Less Than Well	4.8%

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME IN 2021 BEFORE TAXES?

28% of WEGO riders' household income is less than \$12,000 annually. 10% of WEGO riders' annual household income is between the ranges of \$15,500 to \$29,999. Table 29 below shows WEGO riders 2021 annual household income before taxes.

Table 29: Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2021 before taxes

Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2021 before taxes?	Weight Factor (%)
Less than \$12,000	28.4%
\$12,000 - \$14,999	4.4%
\$15,000 - \$29,999	10.2%
\$30,000 - \$39,999	19.1%
\$40,000 - \$49,999	15.1%
\$50,000 - \$59,999	10.4%
\$60,000 - \$74,999	5.5%
\$75,000 - \$89,999	4.9%
\$90,000 - \$114,999	1.1%
Over \$115,000	0.9%

APPENDIX A: SURVEY INSTRUMENT

Nashville Area 2022 Transit On Board Survey

Please take a few minutes to answer a few questions to help us plan for your transit needs.

All personal information will be kept strictly confidential and **WILL NOT** be shared or sold.

What is your HOME ADDRESS (please be specific, ex: 123 W. Main St):

(If you are visiting the Nashville area, please list the **hotel name** or address where you are staying)

Street Address _____

City _____

State _____

Zip Code _____

COMING FROM?

1. What type of place are you

COMING FROM NOW?

(the starting place for your one-way trip)

- ☐ Your Work Place
- ☐ Other Work Related
- ☐ College / University (students only)
- ☐ School K-12 (students only)
- ☐ Medical appointment / Doctor Visit / Clinic / (non-work)
- ☐ Shopping (retail vs grocery)
- ☐ Personal Business (paying a bill, social services, etc.)
- ☐ Restaurant / Sightseeing
- ☐ Social Visit / Church / Personal / Friend's House
- ☐ Airport (passengers only)
- ☐ Your **HOME** → Go to Question #4
- ☐ Hotel or lodging
- ☐ Other: _____

2. What is the **NAME** of the place you are coming from now?

3. What is the **EXACT ADDRESS** of this place? (OR Intersection if you do not know the exact address:)

City: _____ State: _____ Zip: _____

4. How did you **GET FROM** your origin (the place in Question #1) **TO THE VERY FIRST bus / train** you used for this one-way trip?

- ☐ Walk ☐ Wheelchair
- ☐ Personal Bike ☐ Bike share (B-cycle)
- ☐ Paratransit
- ☐ Was dropped off by someone I know (answer 4a)
- ☐ Drove alone and parked (answer 4a)
- ☐ Drove or rode with others and parked (answer 4a)
- ☐ Car share (e.g. Zip Car, Car2Go, etc.) (answer 4a)
- ☐ Taxi (answer 4a)
- ☐ Uber, Lyft, etc. (answer 4a)
- ☐ WeGo Link (Uber or Mobility Solutions) (answer 4a)
- ☐ Other: _____

4a. Where did you board the **first bus / train** you used for this one-way trip (Nearest intersection / Park & Ride lot / Transit Center / Station Name):

5. Where did you get **ON this bus / train**?

Please provide the nearest intersection / transit center / Station Name / Park & Ride lot:

GOING TO?

6. What type of place are you

GOING TO NOW?

(the ending place for your one-way trip)

- ☐ Your Work Place
- ☐ Other Work Related
- ☐ College / University (students only)
- ☐ School K-12 (students only)
- ☐ Medical appointment / Doctor Visit / Clinic / (non-work)
- ☐ Shopping
- ☐ Personal Business (paying a bill, social services, etc.)
- ☐ Restaurant / Sightseeing
- ☐ Social Visit / Church / Personal / Friend's House
- ☐ Airport (passengers only)
- ☐ Your **HOME** → Go to Question #9
- ☐ Hotel or lodging
- ☐ Other: _____

7. What is the **NAME** of the place you are going to now?

8. What is the **EXACT ADDRESS** of this place? (OR Intersection if you do not know the exact address:)

City: _____ State: _____ Zip: _____

9. How will you **GET TO** your destination (listed in Question #6) after you get off the **LAST bus / train** you will use for this one-way trip? Match question 4

- ☐ Walk ☐ Wheelchair
- ☐ Personal Bike ☐ Bike share (B-cycle)
- ☐ Paratransit
- ☐ Be picked up by someone I know (answer 9a)
- ☐ Get in a parked vehicle & drive alone (answer 9a)
- ☐ Get in a parked vehicle & drive/ride w/others (answer 9a)
- ☐ Car share (e.g. Zip Car, Car2Go, etc.) (answer 9a)
- ☐ Taxi (answer 9a)
- ☐ Uber, Lyft, etc. (answer 9a)
- ☐ WeGo Link (Uber or Mobility Solutions) (answer 9a)
- ☐ Other: _____

9a. Where will you get off the **last bus / train** you are using for this one-way trip (Nearest intersection / Park & Ride lot / Transit Center / Station Name):

10. Where will you get **OFF this bus / train**?

Please provide the nearest intersection / Transit Center / Station Name / Park & Ride lot:

11a. Did you transfer **FROM** another bus/train **BEFORE** getting on this bus/train? ☐ Yes ☐ No

11b. Will you transfer **TO** another bus/train **AFTER** getting off this bus/train? ☐ Yes ☐ No

11c. Please list the **BUS / TRAIN ROUTES** in the exact order you use them for this one-way trip

START → → → → → **END**

1st Route 2nd Route 3rd Route 4th Route

Continue →

OTHER INFORMATION ABOUT THIS TRIP

12. What time did you BOARD this bus / train? _____ : _____ am / pm (circle one)
13. Will you (or did you) make this same trip in exactly the opposite direction today?
☐ No ☐ Yes - At what time did / will you leave for this trip in the opposite direction? _____ : _____ am/pm (circle one)
14. How did you pay on the bus today?
☐ Cash
☐ Employer or College/University sponsored pass (WeGo Ride) ☐ School Sponsored (StriDe) pass
☐ QuickTicket Mobile App (answer 14a.)
☐ Paper ticket with black stripe
☐ N/A (Free Ride)
☐ QuickTicket card (answer 14a.)
- 14a. If you used QuickTicket, what type of pass did you use?
☐ Loaded Money ☐ Day Pass ☐ 7 Day Pass ☐ 20 Ride Pass ☐ 31 Day Pass ☐ 10 Ride Pass (WeGo Star service only)
15. If transit service were not available, how would you have made this trip?
☐ Walk ☐ Bicycle ☐ Drive myself ☐ Ride with someone else ☐ Would not make this trip
☐ Taxi ☐ Car share (e.g. Zip Car, Car2Go, etc.) ☐ Uber, Lyft ☐ Other _____

ABOUT YOU AND YOUR HOUSEHOLD

17. Are you a visitor to the Nashville region? ☐ No ☐ Yes (if YES, please skip to Q28)
18. How long have you been using WeGo services?
☐ Less than 1 year ☐ 1 - 2 years ☐ 3 - 4 years ☐ More than 4 years
19. How often do you ride some form of transit in the Nashville area?
☐ 1-3 times per month ☐ 1-2 times per week ☐ Less than once per month
☐ 3-4 times per week ☐ five or more times per week ☐ First time riding
20. How do you access bus arrival information? If none apply, how would you prefer to get this information?
☐ Real Time sign at bus stops / Bus bay ☐ WeGo Website
☐ Calling Customer Care ☐ Mobile App (Transit App, Google, etc.)
☐ N/A - I don't need this information ☐ Other _____
21. Do you have a working smart phone? ☐ Yes ☐ No
22. Do you have a debit or credit card? ☐ Yes ☐ No
23. How many working vehicles (cars, trucks, or motorcycles) are available to your household? _____ vehicles
- 23a. [If #23 is more than NONE] Could you have used one of these vehicles for this trip? ☐ Yes ☐ No
24. Including YOU, how many people (adults and children) live in your household? _____ people
- 24a. Including YOU, how many adults (age 18+) live in your household? _____ people
25. Including YOU, how many people who live in your household (over age 15) are employed full or part-time? _____ people
26. What is your employment status? (check the one response that BEST describes you)
☐ Employed full-time (at least 35 hours) ☐ Not currently employed but seeking work ☐ Retired
☐ Employed part-time (less than 35 hours) ☐ Not currently employed and NOT seeking work ☐ Homemaker
27. What is your student status? (check the one response that BEST describes you)
☐ Not a student ☐ Yes - College / University / Community College (what college / university)
☐ Yes - K - 12th grade ☐ Yes - Vocational / Technical ☐ Other _____
28. Do you have a valid driver's license? ☐ Yes ☐ No
29. What is your AGE?
☐ 5-15 ☐ 16-19 ☐ 20-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 and older
30. What is your race / ethnicity? (check all that apply)
☐ American Indian/Alaska Native ☐ Asian ☐ Black/African/African American ☐ Hispanic/Latino
☐ Native Hawaiian/Pacific Islander ☐ White/Caucasian ☐ Other: _____
31. What is your gender? ☐ Male ☐ Female ☐ Other _____
32. Do you speak a language other than English at home? ☐ No ☐ Yes - Which language? _____
- 32a. [If #32 is Yes] How well do you speak English? ☐ Very Well ☐ Well ☐ Less than well ☐ Not at all
33. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2021 before taxes?
☐ Less than \$12,000 ☐ \$30,000 - \$39,999 ☐ \$60,000 - \$74,999 ☐ Over \$115,000
☐ \$12,000 - \$14,999 ☐ \$40,000 - \$49,999 ☐ \$75,000 - \$89,999
☐ \$15,000 - \$29,999 ☐ \$50,000 - \$59,999 ☐ \$90,000 - \$114,999

People who submit an accurately completed survey will be entered in a random drawing for one of at least five \$100 rewards. Would you like me to enter you into the drawing? ☐ Yes ☐ No

Your Name: _____ Phone Number: (____) _____ Email: _____

Would you be interested in participating in future surveys? ☐ Yes ☐ No