Describe typical rider and different rider profiles

* How/Why people ride
  + Bus service used Q1\_1 – Q1\_4
    - Ppl who use trolley use other service?
    - Such small percentages who don’t use regular bus service … maybe not worth time
  + How often do you ride Q2
  + What used instead of bus Q3
    - Car drivers vs everyone else
  + Purpose of trip Q4
  + How to pay Q12
  + Qualify for reduced fares Q13
* Neighborhoods
  + Zip code Q22
  + Neighborhood start and end
* Describe individual
  + Gender Q23
  + Age Q24
    - Gender pyramid plot
    - Min, max, median age for total and by race
  + Race Q25
    - ANOVA of county race vs ridership race
  + Ppl in Home Q28
  + Ppl in home who ride bus Q29
  + Annual income Q30
  + Have bank account/debit/credit cart Q31\_1, \_2, \_3
  + Have smartphone or access to internet Q31\_4 & Q31\_5

Identify areas of deficiency with service

* Start with summary of question 20
  + Pretty good
* Question 18 & 19 – find lowest levels of satisfaction
  + Bus stops (lighting and benches) and fare are biggest losers
* Question 6 and 7 – reasonable amount of time for bus trip

Identify high priority recommendations for addressing bus service

* Summarize outcomes of questions 21
* Contrast with most pressing areas of deficiency (reference question 20)