This report summarizes and analyzes the results from the 2013 survey of the BUS system. The report has two primary objectives:

1. Determine the characteristics of the population who ride the BUS system; and
2. Identify areas of improvement.

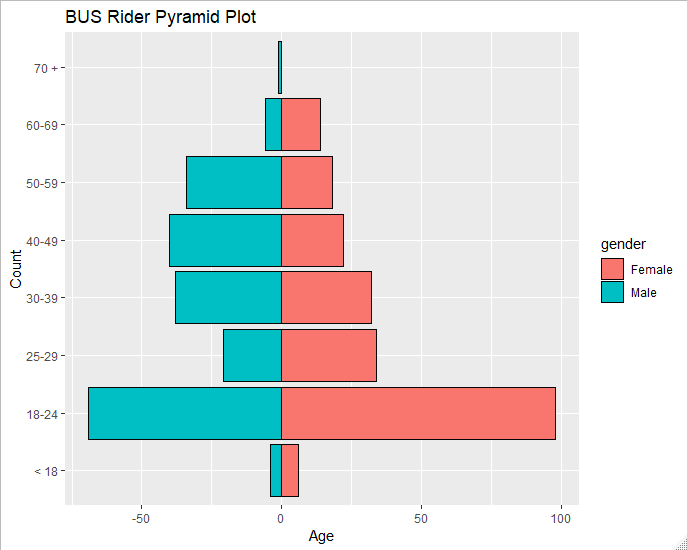
To answer these questions the report is divided into three sections. The first describes the people who use the BUS system. This includes demographic information, such as race and age, in addition to why people ride and how they pay for their trip. The second section identifies areas of deficiency in existing service. The third section prioritizes recommendations for improvement based on the issues riders find most important.

The instrument underpinning this report is a questionnaire with 33 questions. There are responses from 493 individuals captured in this questionnaire. Respondents are actual users of the BUS system and the questionnaires were completed during people’s commute.

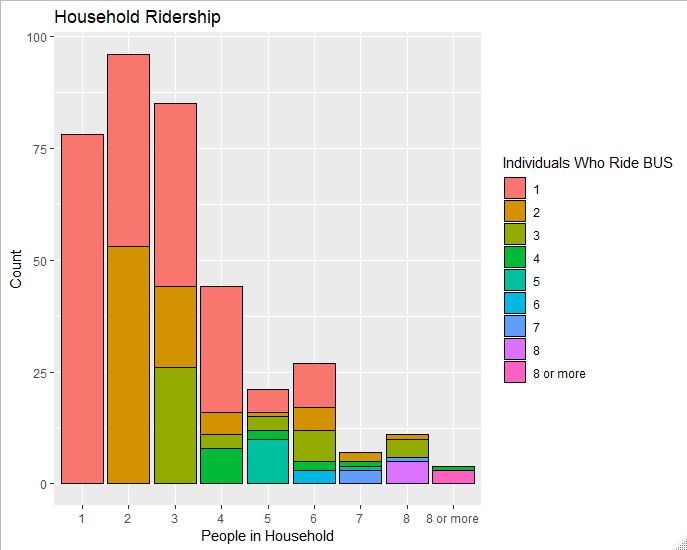
**Section 1: Rider Profiles**

*Describing BUS Riders*

The ridership of BUS skews younger and has slightly more female riders than male riders. The gender split of



*How and Why People Use BUS*



**Section 2: Areas of Deficiency**

**Section 3: Recommendations for Improvement**