



TARC 2025 Survey Report

July 12, 2024

Prepared for TARC by WBA Research

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Background

In April of 2024, Transit Authority of River City (TARC) conducted a consumer satisfaction survey as part of a larger strategic plan. The survey consisted of two sections, an online and telephone survey of the general population and an onboard survey of TARC riders.

This document summarizes the findings of this survey. Specifically, it will review:

- **Summary of Findings**, including the entirety of the survey in total and broken out by rider type (Current riders and lapsed/non-riders);
- **Methodology**, including survey and sampling plan development, data collection, weighting and data processing;
- **Appendix 1**, total counts of completed surveys by route;
- **Appendix 2**, a copy of the sampling plan;
- **Appendix 3**, a detailed outline of the weighting plan with the final weighting tables;
- **Appendix 4**, a copy of the final survey instrument.

Executive Summary

This section gives a brief overview of the key findings of the study. The results in this section are discussed in greater detail in the Summary of Findings section.

The story of TARC is an economic one, both in what it does now and what the public wants to see it do in the future. TARC primarily serves commuting health care and service workers, essential workers who do not necessarily work a traditional 9 to 5, Monday to Friday schedule. Whether or not one is currently riding TARC, they **want to see TARC serve employment hubs and schools, providing service to those who may lack other transportation options**. If there was one common area of improvement where both current riders and the population at large could agree it was that TARC should **provide more frequent service**.

Tradeoffs

Key questions of this survey effort included the following tradeoff questions, asking riders and lapsed/non-riders alike to choose between two options for TARC services.

More frequent service to key commuting areas	Or	Even service across the entire system
Findings: Riders and the general public were in agreement in their preference for service to prioritize key areas for commuting such as business hubs and schools.		

More frequent service to communities in need	Or	Even service across the entire system
Findings: The general public is strongly in favor of service prioritizing service to areas in need. Riders specifically were more evenly split, though still favoring service to areas in need.		

Quicker trip involving a transfer	Or	Slower trip on one bus
Findings: Riders were split nearly down the middle. The general public slightly preferred fewer transfers over fast trips.		

Longer walk to a bus stop with more frequent service	Or	Shorter walk to a bus station with less frequent service
Riders and the general public were in agreement in their preference for a longer walk to a bus stop that receives more frequent service.		

More detailed analysis of tradeoff results can be found in Figures 3 through 6.

Preferred Service Improvements

When asked to identify what one service improvement would benefit them the most **the general public preferred:**

1. Buses going more places;
2. More frequent service;
3. More direct service; and
4. Better sidewalk connections.

Additionally, riders preferred:

1. More frequent service;
2. More reliable service;
3. Buses going more places; and
4. Longer hours of service.

Satisfaction with TARC

Riders reported significantly higher levels of satisfaction with the service that TARC provides. Over half (53%) of TARC riders rate their satisfaction with the service an 8 or above, while only 1 in 4 (24%) non-riders say the same.

Key Differences Between Riders and the General Public

Riders and the general public differed on number of expected attributes, including mode use, car access, income level, employment type, race, and English proficiency. TARC riders are significantly more likely to commute to work or school on weekends, more likely to work service jobs. These differences reinforce the message that TARC riders work part-time jobs at non-traditional hours and rely heavily on TARC's service to provide transportation to these jobs.

Summary of Findings

TARC Use

Recipients of the general population survey were asked first if they had ever used TARC fixed route service, or TARC's paratransit service TARC3. Of those, nearly half (45%) reported having used a TARC service at some point.

- While 45% may seem high, note that even using TARC just once would qualify people as having ridden.

Table 1: Lifetime TARC usage

Have you ever used TARC buses or TARC3 paratransit service to get around in the Louisville region? (Q3A)	Total (A) (n=408)	Current Riders (B) (n=39) ¹	Non-Riders/ Lapsed Riders (C) (n=369)
Yes	45%	100%	45%
No	55%	-	55% ^B

Base=General public survey respondents and answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

¹Current riders base is only current riders in the general population survey, leading to a small base

Of those who reported having used TARC, about 2 in 10 (21%) reported having used TARC local buses in the past 6 months and only 2% reporting having used TARC3 in the past 6 months.

Table 2: Recent TARC usage

Have you used TARC in the last 6 months? (Q3)	Total (A)	Current Riders (B)	Non-Riders/ Lapsed Riders (C)
A. TARC Local Buses	(n=1,613)	(n=1,245)	(n=368)
Yes	10%	100% ^C	-
No	90%	-	100%
B. TARC3 Paratransit	(n=880)	(n=513)	(n=367)
Yes	1%	17%	-
No	99%	83%	100%
Rider Type	(n=1,616)	(n=1,245)	(n=371)
Current rider	10%	100%	-
Non-riders/lapsed riders	90%	-	100%

Base=Those answering who have used TARC

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Of those who have ever used TARC, almost one-half (46%) said they used it prior to COVID-19 stay at home orders being implemented, which includes 68% of current riders and 40% of lapsed and non-riders. One in six (16%) said they used it at least once a week.

Table 3: TARC usage prior to COVID-19

How often did you use TARC prior to COVID-19 stay at home orders? (Q5.)	Total (A) (n=1,351)	Current Riders (B) (n=1,194)	Non-Riders/Lapsed Riders (C) (n=157)
I did not use TARC prior to the COVID-19 Pandemic	54%	32%	60% ^B
Less than once a week	30%	8%	36% ^B
1-3 days per week	5%	14% ^C	2%
4 days per week	2%	7% ^C	1%
5 days per week	4%	15% ^C	1%
More than 5 days per week	5%	24% ^C	<1%
Average	0.8	2.7^C	0.3
Median	0.0	2.4	0.0

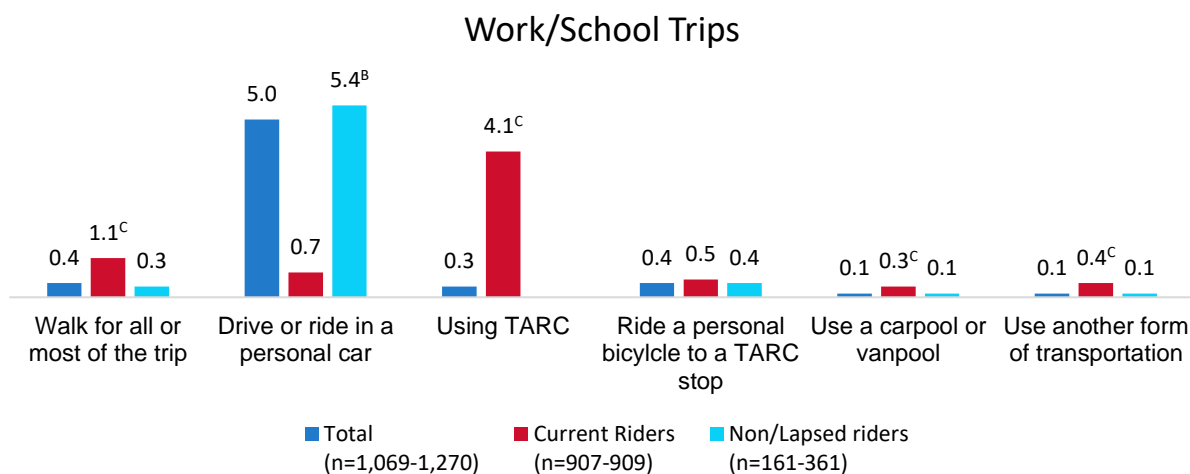
Base=Those answering who have ever used TARC

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Unsurprisingly, riders make most of their work and school trips using TARC, while non-riders make the majority of their work or school trips using a personal vehicle. TARC riders also make significantly more trips for work and school using other modes, including walking (1.1 trips per week compared to 0.3), carpooling (0.3 trips compared to 0.1) and using other forms of transportation (0.4 trips compared to 0.1). Those who are extremely transit reliant made significantly more trips using TARC than those who are not reliant, with 4.8 trips compared to 3.3.

Figure 1: Work and School trip modes

In a typical week, how many one-way trips do you take using each of the following for travel? (Q8)



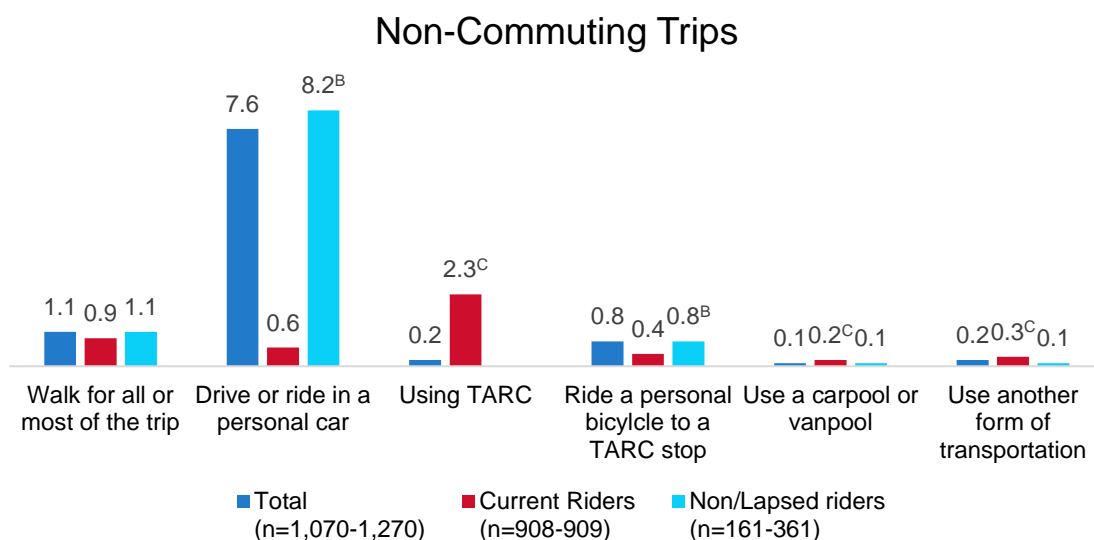
Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Drivers make more non-commuting trips, while TARC riders predominantly use TARC to commute. Drivers make an average of 7.6 one-way non-commuting trips driving per week, compared to an average of five commuting trips, whereas current TARC riders make an average two non-commuting trips on TARC compared to four commuting trips (2.3 compared to 4.1).

Figure 2: Other trip purpose trip modes

In a typical week, how many one-way trips do you take using each of the following for travel? (Q8)



Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

When asked how familiar they are with TARC, two-thirds (67%) of lapsed and non-riders reported being familiar with TARC. About one-half (51%) reported being only somewhat familiar.

Table 4: Familiarity with TARC

How familiar would you say you are with TARC? (Q11)	Non-Riders/ Lapsed Riders (C) (n=371)
Net: Familiar	67%
Very Familiar	17%
Somewhat familiar	51%
Have heard of TARC, but not familiar with it	32%
Never heard of TARC	1%

Base=Non-riders or lapsed riders answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

TARC riders were significantly more likely to report commuting to work or school on weekends with nearly 7 in 10 (69%) saying that they do so compared to just 22% of non-riders. Nearly half (46%) of all riders reported commuting to work on both Saturdays and Sundays in a typical week compared to just over 1 in 10 lapsed and non-riders (12%). **Those who are low income were significantly more likely to report commuting on both Saturdays and Sundays**, with 42% reporting this compared to just 11% of those who are not low income. Those who are extremely transit reliant are significantly more likely to commute on weekends, with over 8 in 10 (81%) commuting at least one day in a typical weekend to just 6 in 10 (61%) of non-reliant riders.

Table 5: Weekend commuting

In a typical week, do you commute for work or school on weekends? (Q26)	Total (A) (n=717)	Current Riders (B) (n=501)	Non-Riders/ Lapsed Riders (C) (n=216)
Net: Yes	22%	69% ^C	18%
Yes; Saturdays only	7%	15% ^C	6%
Yes; Sundays only	1%	8% ^C	<1%
Yes; both Saturdays and Sundays	14%	46% ^C	12%
No	78%	31%	82% ^B

Base=Those answering who are employed or in school

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

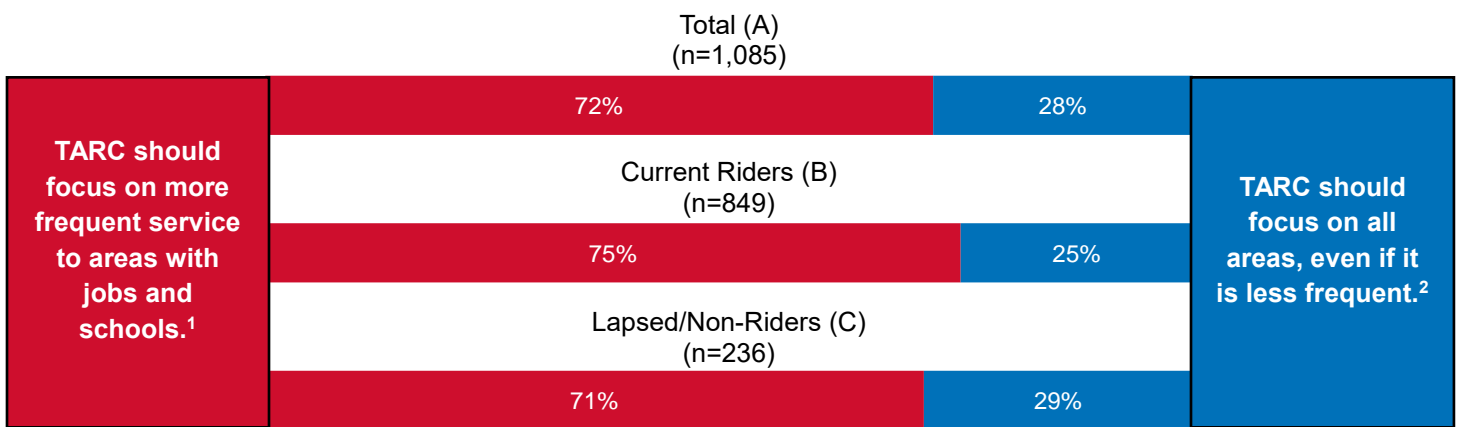
Tradeoffs

Service Tradeoffs

People were asked to compare more frequent service to schools and employment hubs at the expense of coverage of the entire area. Both riders and non-riders were in agreement that service to key areas should be prioritized, with over 7 in 10 (75% and 71%, respectively) preferring service that focuses on key areas at the expense of wider coverage. This result remains consistent across all demographics and rider types.

Figure 3: Service area tradeoff

Which would you prefer? (Q14)



Base=Those answering

¹TARC should focus on service every 15 minutes to areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service.

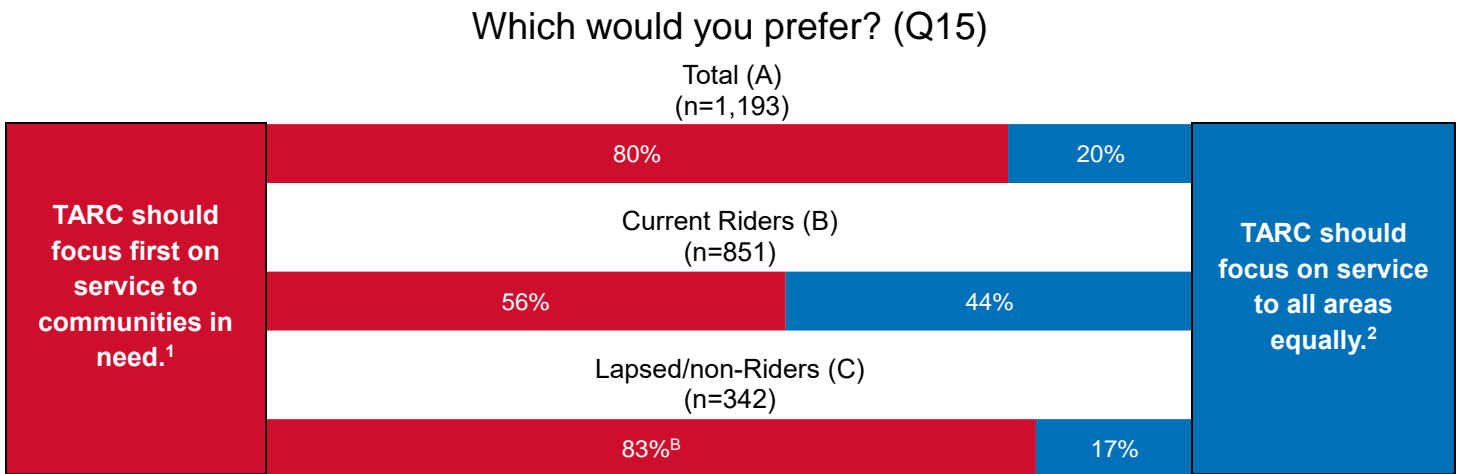
²TARC should provide service every hour or two throughout the area, so everyone has some bus service but very few people have frequent service to get to work or school on time.

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.).

Service Tradeoffs continued

Overall, 8 in 10 (80%) believe TARC should focus primarily on areas of communities with low incomes and limited access to cars versus serving all areas equally. However, riders were more evenly split than lapsed and non-riders, with fewer than 6 in 10 preferring this option compared to more than 8 in 10 (83%) lapsed and non-riders.

Figure 4: Service to communities in need tradeoff



Base=Those answering

¹Focus first on needs of communities where many people have low incomes or don't have reliable access to a personal vehicle.

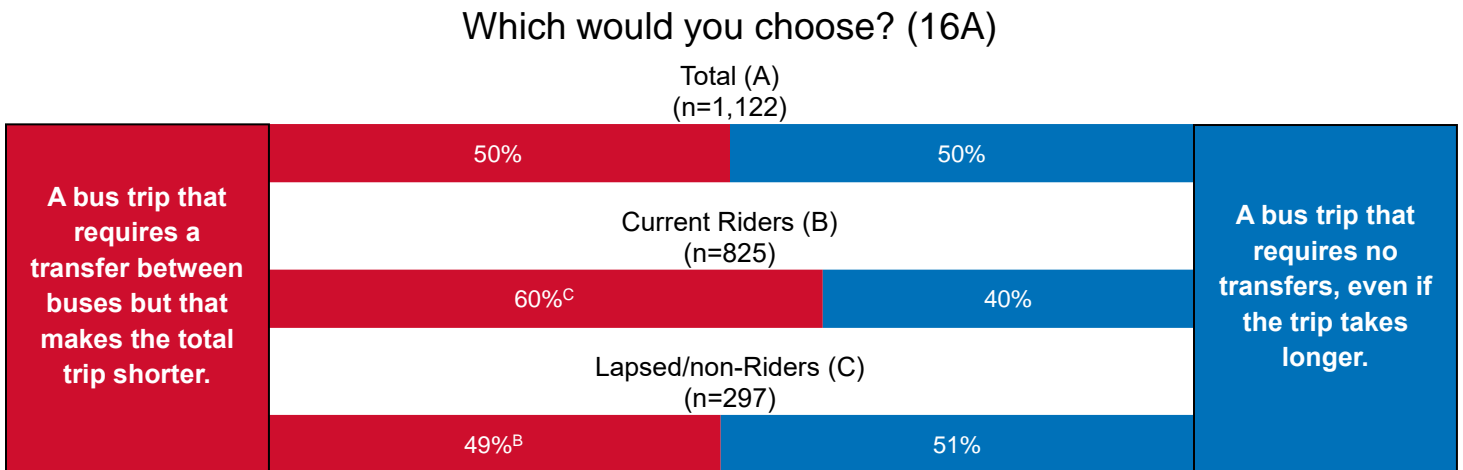
²Provide service equally to all communities, regardless of need, income or access to a personal vehicle.

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Trip Tradeoffs

People were then asked their preference between two types of trips, comparing a shorter trip with transfers to a longer trip with none. **Riders slightly preferred a trip that is faster but requires a transfer**, with 6 in 10 (60%) being open to transferring for a shorter total trip. Lapsed and non-riders were split, with about half (51%) preferring a one seat trip. This discrepancy is likely due to riders' increased familiarity with the system leading to more comfort with planning and executing a trip that requires a transfer. People 65 and older were significantly more likely to prefer a trip that does not require a transfer compared to younger riders (65% of 65+ compared to 54% of those 35 to 64 and 59% of those under 35).

Figure 5: Transfer tradeoff



Base=Those answering

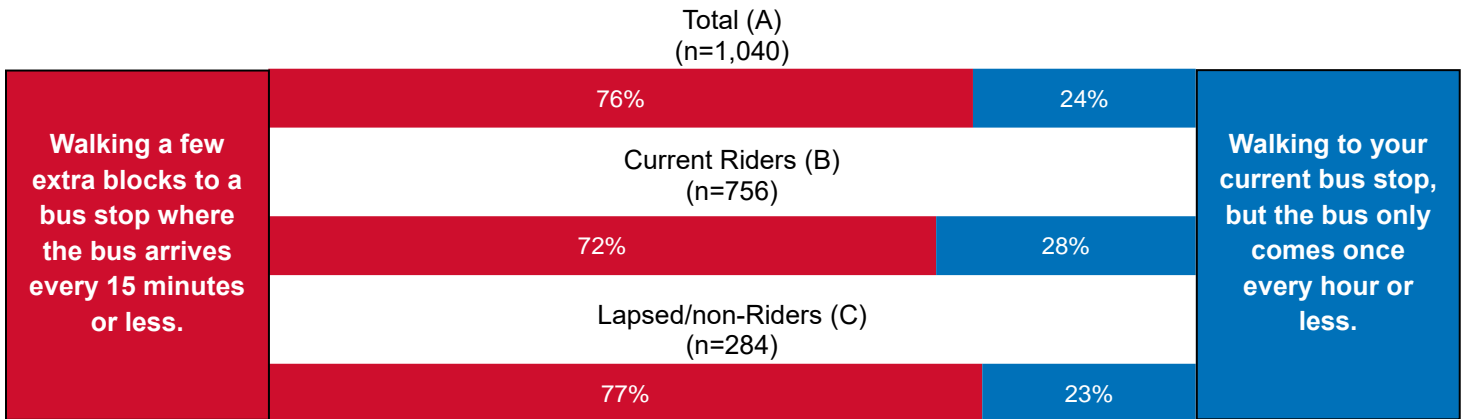
Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Trip Tradeoffs continued

Both current riders and lapsed/non-riders were in agreement that **they would prefer walking farther to a bus stop that receives frequent service** compared to a shorter walk to a stop where the bus comes once every hour or less. Shorter walks were more popular among those over the age of 65 and those who report having a disability, though notably, both groups still preferred a longer walk for more frequent service with around 6 in 10 (65% and 57% respectively) preferring this option. Men were significantly more likely to prefer a longer walk, with over 8 in 10 (84%) compared to about 7 in 10 (69%) women. Extremely transit reliant riders were significantly more likely to prefer walking to a more frequent bus with over 8 in 10 (82%) selecting this compared to less than 7 in 10 highly reliant and non-reliant riders (69% and 65% respectively).

Figure 6: Stop distance tradeoff

Which would you choose? (16B.)



Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Service Improvements

People were then asked to select the service improvement that would benefit them the most, if TARC were to implement it.

Riders focused more on improvements to current service, with 4 in 10 (40%) reporting that they would prefer **more frequent service**, and nearly 2 in 10 (19%) reporting that they would benefit most from **more reliable service**. Riders were also significantly more likely than lapsed and non-riders to select longer hours of service and lower fares as the most beneficial improvements.

Lapsed and non-riders preferred more changes to existing service. Nearly 3 in 10 (28%) of lapsed and non-riders selected **buses going to more places** as the most beneficial improvement. They were also significantly more likely to report more direct service (17% compared to 3%) and better sidewalk connections (10% compared to 3%) than riders.

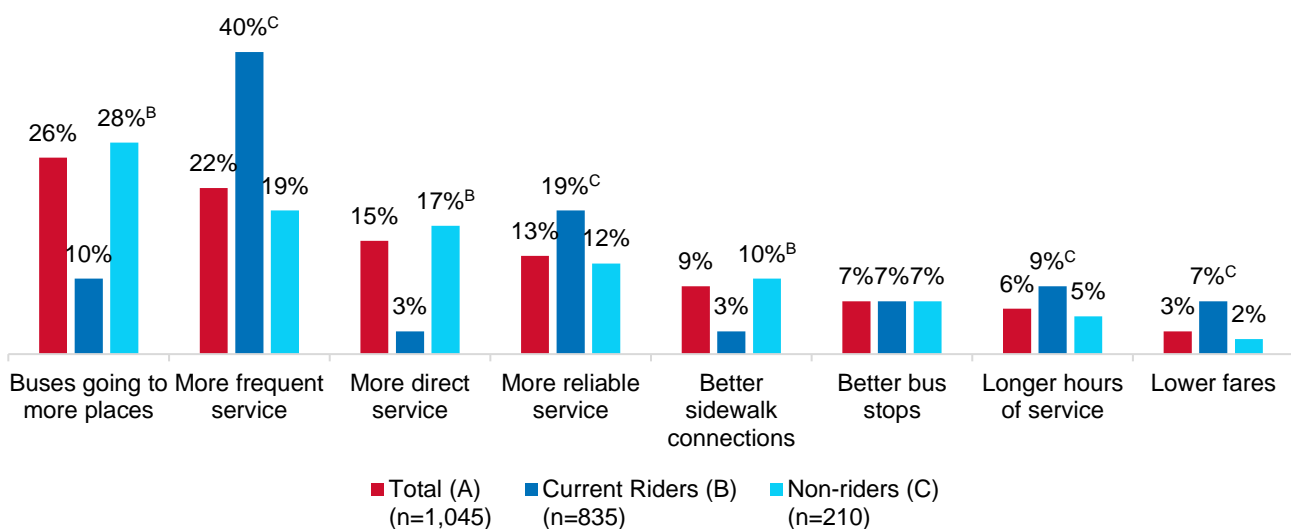
Those riding on weekends were significantly more likely to prefer buses going more places (14% compared to 8% of weekday riders) while weekday riders were significantly more likely to prefer more frequent service (44% compared to 34% of weekend riders).

People under 35 were the most likely group to prefer better sidewalk connections, with nearly 2 in 10 (18%) preferring this option. Those with disabilities were most likely to prefer more direct service with around 3 in 10 (29%) preferring this option.

More reliable service was particularly popular among extremely transit reliant riders (26% compared to 16% of moderately reliant riders), while more frequent service was popular among highly reliant riders (46% compared to 31 percent of non-reliant riders).

Figure 7: Service improvements

If TARC were to improve service for existing routes, which would help you the most? (Q17)



Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Use of On-Demand Service

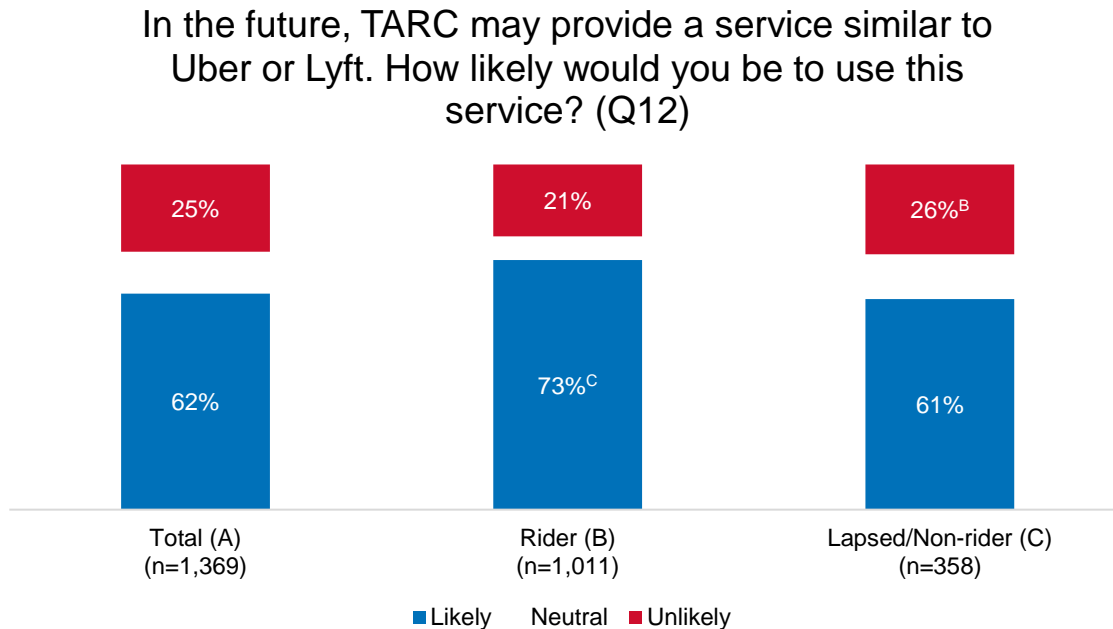
People were asked for their thoughts on a proposed TARC microtransit service, regardless of whether they are current TARC riders.

Riders were significantly more likely to report that they would likely use this service, with over 7 in 10 (73%) identifying as likely compared to 6 in 10 (61%) lapsed and non-riders. Notably, while it is smaller, the portion of lapsed and non-riders who say they would likely use the service still represents the majority.

Both those under 35 and those 35 to 64 were more likely to report being likely to use such a service compared to those over 65 (72% and 65% compared to 53%).

Nearly 4 in 10 (39%) of those without a car available reported being “very likely” to use this service, a significantly higher figure compared to the people with a car available who reported the same (20%).

Figure 8: Use of a microtransit service



Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

In order to account for survey respondents typically overpredicting how likely they are to purchase or use products or services in the future (a common problem with survey research), a factor was applied to those who said they were very and somewhat likely to use micro transit in the future. With this factor applied, it can be estimated that two in ten residents (21%) are likely to seriously consider using micro transit in the future.

Table 6: Likelihood to use

Likelihood to Use	Factor	Total		Current Riders		Lapsed/Non-Riders	
		%	Factored %	%	Factored %	%	Factored %
Very likely	.6	22%	13%	44%	26%	20%	12%
Somewhat Likely	.2	40%	8%	29%	6%	42%	8%
Net: Likely		62%	21%	73%	32%	61%	20%

Those who reported being likely to use the service were then asked how their TARC use would change if this service was offered. Lapsed and non-riders were significantly more likely to report that the implementation of this service would lead to them using TARC more often, with nearly 8 in 10 (79%) compared to around 7 in 10 (69%) riders.

Overview of Conversion Scoring

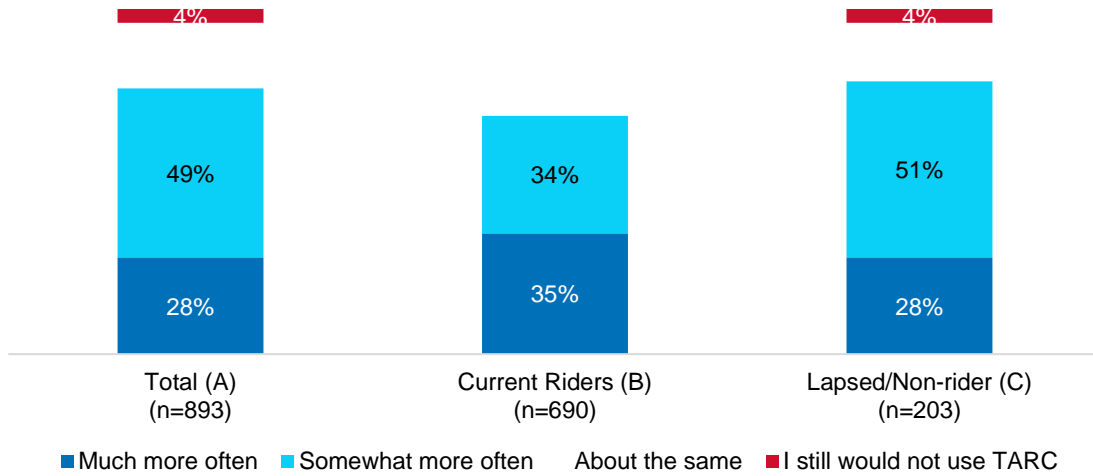
Experience has shown that although a survey respondent may report they are likely to change their travel behavior, they will not necessarily do so. Therefore, the results for their likelihood to use microtransit have been factored down using industry accepted variables (Ipsos, 2016) in order to estimate the true proportion who might ride if the service were available. (Jamieson, 1989) (Morwitz, 2001)

Specifically, the proportion of people who indicate they are very likely to use has been adjusted, assuming only 60% of area residents giving that rating would seriously consider changing their behavior if the circumstances changed as described in the questionnaire. Similarly, this conversion scoring assumes 20% of those saying they would be somewhat likely to use would actually do so.

- Note that the factors used by WBA are more conservative than those frequently used by others. This is done to give us a greater degree of confidence in our results.

Figure 9: TARC use with micro transit

If TARC offered this service, would you use TARC about the same, or more often than you do now? (Q13)



Base=Those answering who are likely to use on-demand service

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Trip Characteristics (Riders only)

Trip characteristics were asked of riders with questions about the current trip being limited to only those who were surveyed onboard buses.

More than 4 in 10 riders (43%) reported using TARC more than 5 days per week, with another 3 in 10 (28%) reporting using TARC exactly 5 days per week. Those without access to a car were significantly more likely to report using TARC more than 5 days per week, with about one-half (49%) reporting this compared to one-quarter (26%) of those with access to a car.

Table 7: TARC frequency of use

How often do you typically use TARC? (Q4)	Current Riders (B) (n=1,203)
Less than once a week	4%
1-3 days per week	14%
4 days per week	11%
5 days per week	28%
More than 5 days per week	43%
Average	4.5
Median	4.5

Base=Those answering who have used TARC in the last 6 months

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Home was the most common origin, accounting for nearly half (48%) of all trips. About 3 in 10 (29%) riders reported coming from work.

Table 8: Origin type

Where are you coming from now? (Q6)	Current Riders (B) (n=1,078)
Home	48%
Work	29%
Shopping/Restaurant	6%
Doctor, Medical service, or hospital (non-work only)	5%
Recreation/social	5%
School/college (student only)	3%
Religious/community	1%
Sporting or special event	<1%
Airport (passengers only)	<1%
Other	2%

Base=Onboard respondents answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Home and work were also the two most common destinations, with more than 4 in 10 (44%) reporting going home, and around 3 in 10 (31%) reporting going to work.

Table 9: Destination Type

What type of place is your final destination on this one-way trip? (Q7)	Current Riders (B) (n=1,051)
Home	44%
Work	31%
Recreation/social	6%
Shopping/Restaurant	5%
Doctor, Medical service, or hospital (non-work only)	4%
School/college (student only)	4%
Religious/community	2%
Sporting or special event	<1%
Airport (passengers only)	<1%
Other	3%

Base=Onboard respondents answering

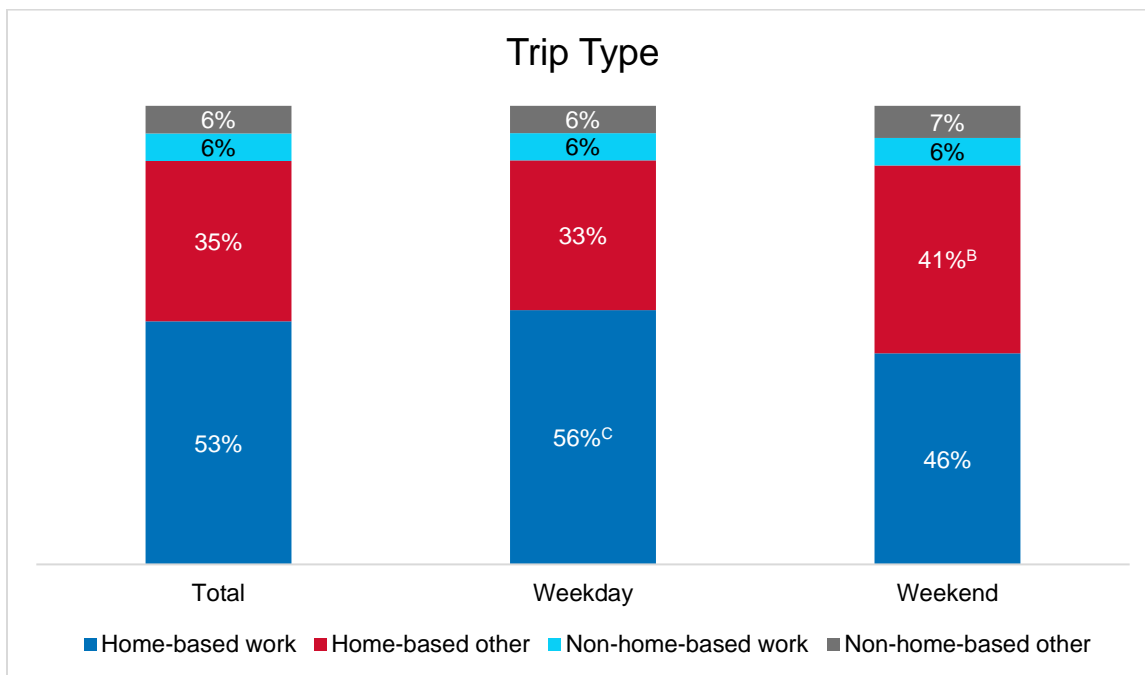
Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Trips were categorized by their combined origin and destination into the following categories:

- Home-based work – trips that have an O-D combination of home and work.
- Home-based other – trips that have an O-D combination of home and another location.
- Non-home-based work – trips that have an O-D combination of a non-home location and work.
- Non-home-based other – trips that have an O-D combination of home and another location.

More than half (53%) of all trips were categorized as home-based work, and another 35% were categorized as home-based other. Those with low incomes were significantly more likely to be making home-based trips somewhere other than work, with over 4 in 10 (43%) trips compared to less than 3 in 10 (29%) of those who are not classified as low income.

Figure 10: Trip type



Satisfaction

Those who have ridden TARC were asked to rate their satisfaction with TARC’s general performance. Lapsed and non-riders were significantly more likely to give ratings of 5 and lower (46%) compared to just 2 in 10 (22%) riders. Riders were significantly more likely to give ratings of 8 or higher with over half (53%) giving these high ratings compared to about 1 in 4 (24%) lapsed riders.

Table 10: General satisfaction

How would you rate your satisfaction with TARC’s overall general performance? (Q11A)	Total (A) (n=1,141)	Current Riders (B) (n=1,031)	Lapsed Riders (C) (n=110)
Net: 0-5	41%	22%	46% ^B
Net: 6-7	29%	25%	30%
Net: 8-10	31%	53% ^C	24%
Average	6.0	7.4 ^C	5.5
Median	6.0	8.0	6.0

Base=Those answering who have ridden TARC

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

These patterns remained similar when people were asked how likely they would be to recommend TARC to a friend or colleague.

This can be used to calculate TARC’s net promotor score (NPS), which is a good measure of word-of-mouth, which can have a tremendous impact on whether the public views TARC service positively or negatively and whether or not people will consider using TARC. TARC is viewed positively in general by current riders (+14 NPS). Notably, however, TARC is viewed very negatively by former riders (-49).

Table 11: Likelihood to recommend TARC

How likely would you be to recommend using TARC to a friend or colleague? (Q11B)	Total (A) (n=1,155)	Current Riders (B) (n=1,021)	Lapsed Riders (C) (n=134)
Detractors (0-6)	60%	31%	67% ^B
Passives (7-8)	19%	25% ^C	17%
Promoters (9-10)	21%	45% ^C	16%
Average	5.5	7.5 ^C	5.0
Median	5.0	8.0	5.0
Net Promoter Score	-49	+14	-49

Base=Those answering who have ridden TARC

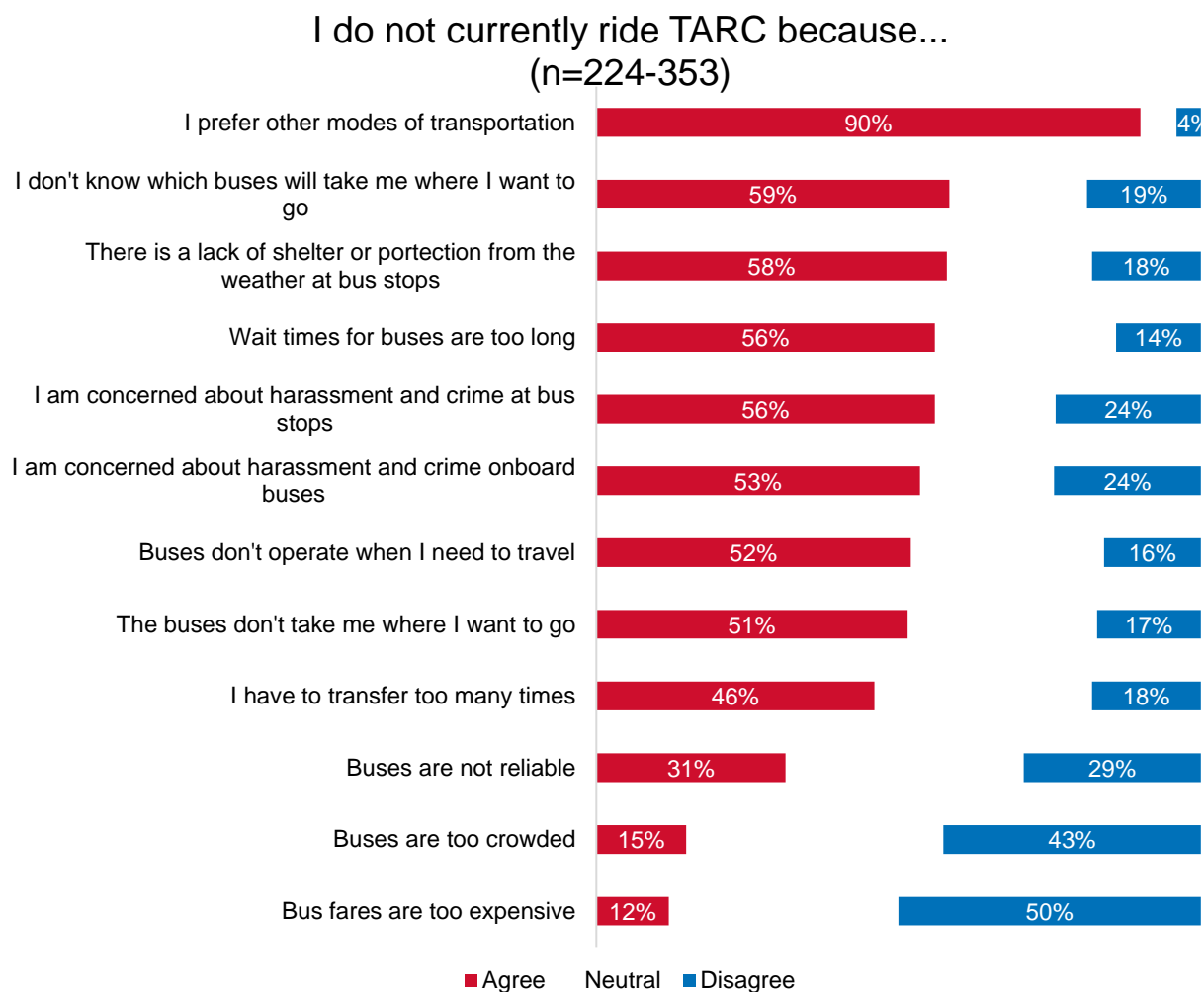
Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Lapsed and non-riders were asked whether they agreed with a series of questions regarding why they do not use TARC. By far, the most common reason was that **they simply prefer other modes of transportation**, with 9 in 10 (90%) agreeing that this is a reason they do not use TARC. Additionally, there were a number of other reasons people said they don't ride – lack of knowledge of the system, lack of shelters, wait times, concerns about crime and harassment, span, and inability to get where they need to go. These were all reported by between 5 and 6 in 10 people (51% to 59%)

While bus fares were the least common answer overall, nearly 4 in 10 (37%) low-income non-riders reported that bus fares being too expensive is a reason they don't ride.

People under 35 were significantly more likely to report inconvenience-based reasons for not riding, with significant portions reporting wait times being too long, buses being too crowded, buses being unreliable, and too many transfers.

Figure 11: Reasons for not using TARC



Base=Non-riders or lapsed riders answering

Please rate your agreement with the following statements. I do not ride TARC because... (Q12.)

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Transit Reliance

Transit reliance is the level of reliance on public transportation that an individual has in order to travel. The questions used to determine transit reliance for this study were:

- Q18, “Do you have access to a car or motorcycle in your household?”;
- Q19, “Do you have a valid driver’s license?”; and
- Q19B, “Thinking about your most recent trip on TARC, if TARC had not been available, how would you have made your trip?”

Depending on the responses to these questions, riders were categorized as being either Extremely Reliant, Highly Reliant, Moderately Reliant, or Not Reliant on public transit. These were defined as:

- **Extremely Reliant** – Would not have made this trip if TARC was not available;
- **Highly Reliant** – Would have made the trip another way if TARC was not available, but do not have a valid driver’s license;
- **Moderately Reliant** – Do have a valid driver’s license, but do not have access to a working vehicle; and
- **Not Reliant** – Would have driven themselves were TARC not available.

Almost six in ten riders (56%) can be categorized as extremely or highly reliant on transit. Low-income riders were significantly more likely to be categorized as extremely and highly reliant, with nearly one-fourth (24%) in the former and over 4 in 10 (42%) in the latter compared to those who are not low-income.

Table 12: Transit reliance

Transit Reliance	Total (A) (n= 964)	Current Riders (B) (n=964)	Non-Riders/ Lapsed Riders (C) (n= -)
Extremely reliant	19%	19%	-
Highly reliant	37%	37%	-
Moderately reliant	30%	30%	-
Not reliant	14%	14%	-

Base=Those who have ridden TARC

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

There is a great disparity between riders and non-riders in both car ownership and driver's license possession. Only about one-fifth (21%) of riders have access to a car, while nearly all (97%) non-riders do. Similarly, less than half (45%) of riders have a valid driver's license while the vast majority (98%) of lapsed and non-riders report having a valid driver's license.

Table 13: Access to a vehicle and driver's license

Do you have access to a car or motorcycle in your household? (Q18)	Total (A) (n=1,309)	Current Riders (B) (n=940)	Non-Riders/ Lapsed Riders (C) (n=369)
Yes	91%	21%	97% ^B
No	9%	79% ^C	3%
Do you have a valid driver's license? (Q19)	(n=1,1294)	(n=926)	(n=368)
Yes	94%	45%	98% ^B
No	6%	55% ^C	2%

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Those who have ridden TARC were asked how they would have made their last TARC trip were the service not available. Lapsed riders were significantly more likely to report that they would have driven a vehicle, with nearly half (47%) doing so compared to 1 in 8 riders (12%). Riders were significantly more likely to report using modes such as rideshare (30% compared to 14%), walking (21% compared to 7%), bicycling (5% compared to 1%), and not making the trip at all (15% compared to 8%).

Table 14: Alternate trip mode

Thinking about your most recent trip on TARC, if TARC had not been available, how would you have made your trip? (Q19B)	Total (A) (n=1,014)	Current Riders (B) (n=862)	Lapsed Riders (C) (n=152)
Drive a vehicle directly to your final destination	42%	12%	47% ^B
Ride with someone to your final destination	20%	15%	20%
Rideshare service such as Uber, Lyft, or taxi	16%	30% ^C	14%
Walk	9%	21% ^C	7%
Bike or scooter to your final destination	2%	5% ^C	1%
Some other way	2%	4%	2%
Would not make this trip	10%	15% ^C	8%

Base=Those answering who have ridden TARC

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Demographics

The average TARC rider is significantly younger (43.1) than the average lapsed or non-rider (54.3). TARC riders are significantly more likely to fall into all age groups below 44 when compared to lapsed and non-riders.

Table 15: Age

Please select the category that includes your age. (Q2)	Total (A) (n=1,553)	Current Riders (B) (n=1,182)	Non-Riders/ Lapsed Riders (C) (n=371)
18 to 24	3%	13% ^C	1%
25 to 34	13%	20% ^C	12%
35 to 44	15%	22% ^C	14%
45 to 64	37%	36%	37%
65 or older	32%	9%	35% ^B
Average	53.2	43.1	54.3 ^B
Median	55.0	41.9	56.4

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

TARC riders are more likely to live alone, with over 3 in 10 reporting this compared to one-fourth of non-riders saying the same.

Table 16: Household size

Including yourself, how many people live in your household? (Q20)	Total (A) (n=1,173)	Current Riders (B) (n=829)	Non-Riders/ Lapsed Riders (C) (n=344)
1	26%	34% ^C	25%
Net: 2+	74%	66%	75% ^B
Average	2.3	2.8 ^C	2.2
Median	2.0	2.0	2.0

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

TARC riders have a significantly lower average income compared to lapsed and non-riders. TARC riders have a median household income of \$25,000. Current riders are far more likely to be low income with nearly half (48%) receiving the distinction compared to just 1 in 20 (5%) of non-riders.

Table 17: Income

Which of the following best describes your total annual income? (Q21)	Total (A) (n=1,179)	Current Riders (B) (n=884)	Non-Riders/ Lapsed Riders (C) (n=295)
Less than \$15,000	4%	27% ^C	1%
\$15,000 to less than \$20,000	2%	14% ^C	1%
\$20,000 to less than \$25,000	2%	9% ^C	2%
\$25,000 to less than \$30,000	4%	10% ^C	3%
\$30,000 to less than \$35,000	3%	6% ^C	3%
\$35,000 to less than \$40,000	1%	7% ^C	1%
\$40,000 to less than \$45,000	3%	7% ^C	3%
\$45,000 to less than \$50,000	5%	6%	5%
\$50,000 to less than \$75,000	15%	6%	16% ^B
\$75,000 to less than \$100,000	14%	4%	15% ^B
\$100,000 to less than \$125,000	14%	1%	16% ^B
\$125,000 to less than \$150,000	7%	1%	8% ^B
\$150,000 to less than \$200,000	11%	<1%	12% ^B
\$200,000 or more	13%	<1%	15% ^B
Average	\$107.4K	\$32.1K	\$115.2K^B
Median	\$92.1K	\$25.0K	\$99.9K
% Low income	9%	48%^C	5%

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Nearly 3 in 10 TARC riders speak a language other than English at home, which is significantly higher than the 6% of lapsed and non-riders who do the same.

Table 18: Language spoken at home

Do you speak a language other than English at home? (Q22)	Total (A) (n=1,290)	Current Riders (B) (n=924)	Non-Riders/ Lapsed Riders (C) (n=366)
Yes	8%	29% ^C	6%
No	92%	71%	94% ^B

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Of those who speak another language, the majority (58%) speak Spanish. Notably, over 1 in 3 people reported speaking a language that was not on the list.

Table 19: Language spoken at home continued

Which language? (Q23)	Total (A) (n=125)	Current Riders (B) (n=120)	Non-Riders/ Lapsed Riders (C) (n=5)
Spanish (including all dialects)	58%	54%	60%
Arabic	3%	8% ^C	-
French (including all dialects)	1%	3%	-
Chinese (including Mandarin)	1%	2%	-
Somali	1%	2%	-
Vietnamese	1%	2%	-
Other	36%	29%	40%

Base=Those who speak another language at home and answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

The three language-focused questions were examined in conjunction to determine the portion of people who speak a language other than English and speak English less than very well. These are the people who would benefit most from multilingual signage. Riders are significantly more likely to speak Spanish and speak English less than very well, making up 3% of riders compared to 1% of lapsed and non-riders. In total, 1 in 20 (5%) riders speak a language other than English and speak English less than very well.

Table 20: English Proficiency by alternate language

English Proficiency	Total (A) (n=1,250)	Current Riders (B) (n=884)	Non-Riders/ Lapsed Riders (C) (n=366)
Speaks primarily English	93%	75%	94% ^B
Speaks English very well	6%	20% ^C	5%
Speaks English less than very well	1%	5%	1%
Spanish	1%	3% ^C	1%
French (including all dialects)	<1%	<1%	-
Arabic	<1%	<1%	-
Somali	<1%	<1%	-
Chinese (including Mandarin)	<1%	<1%	-
Vietnamese	-	-	-
Other	<1%	1%	-

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Nearly 8 in 10 of those who speak another language report still speaking English “very well.” When including those who do not speak another language, **94% of riders speak English very well overall.**

Table 21: English proficiency

How well do you speak English? (Q24)	Total (A) (n=238)	Current Riders (B) (n=225)	Non-Riders/ Lapsed Riders (C) (n=13)
Very well	87%	78%	90%
Well	4%	13% ^C	-
Not well	9%	7%	10%
Not at all	<1%	1% ^C	-

Base=Those who speak another language and answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Four-fifths of riders (79%) report being employed and are significantly more likely to be employed than lapsed and non-riders (64%). Notably, this difference is partially accounted for by 3 in 10 non-riders who are retired (compared to less than 1 in 10 riders). Riders and lapsed/non-riders are employed full time at similar rates, but riders are significantly more likely to be employed part-time, with nearly 2 in 10 (18%) compared to less than 1 in 10 (6%) of lapsed and non-riders.

Table 22: Employment status

What is your current employment status? (Q25)	Total (A) (n=1,061)	Current Riders (B) (n=700)	Non-Riders/ Lapsed Riders (C) (n=361)
Net: Employed	65%	79%^C	64%
Employed full time (30 or more hours per week)	57%	54%	57%
Employed part time (less than 30 hours per week)	7%	18% ^C	6%
Student, also employed	<1%	3% ^C	<1%
Self employed	1%	-	1%
Net: Not employed	34%	25%	35%^B
Student, not employed	<1%	4% ^C	-
Unemployed, furloughed, or disabled	4%	14% ^C	3%
Retired	29%	7%	31% ^B
Homemaker	1%	-	1% ^C
Other	<1%	1%	<1%

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

The most common industry of employment among all surveyed is healthcare, with about 2 in 10 (22%) working in this field. Three in ten (29%) riders working in hospitality, food, recreation, or leisure, which is significantly greater than the 1 in 20 (4%) lapsed and non-riders in the same field.

Table 23: Employment industry

What type of industry do you work in? (Q27)	Total (A) (n=646)	Current Riders (B) (n=438)	Non-Riders/ Lapsed Riders (C) (n=208)
Healthcare	22%	15%	22% ^B
Education	11%	4%	12% ^B
Industrials	10%	5%	10% ^B
Financial/Insurance	9%	<1%	10% ^B
Professional services such as law or consulting	8%	2%	9% ^B
Federal or State government	7%	3%	7% ^B
Hospitality, food, recreation, or leisure	6%	29% ^C	4%
Retail or E-commerce	4%	7%	4%
Public or social services	4%	6%	3%
Media or creative industries	3%	1%	3%
Warehousing	3%	16%	2%
Transport or logistics (such as shipping)	2%	5%	2%
Data infrastructure or telecommunications	2%	<1%	2%
Energy or utilities	2%	1%	2%
Non-profit	2%	-	2%
Childcare	2%	<1%	2%
Agriculture, forestry, or mining	<1%	1%	-
Life sciences (such as lab technician or microbiologist)	<1%	<1%	-
Something else	3%	5%	3%

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Riders are also significantly more likely to be considered essential workers, with three-fourths (76%) saying they are an essential worker compared to only about half (54%) of lapsed and non-riders.

Table 24: Essential worker status

Are you considered an essential worker? (Q28)	Total (A) (n=621)	Current Riders (B) (n=416)	Non-Riders/ Lapsed Riders (C) (n=205)
Yes	56%	76% ^C	54%
No	44%	24%	46% ^B

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Two-thirds of riders (66%) are African-American/Black. Lapsed and non-riders are overwhelmingly more likely to be Caucasian or white (75%), compared to one in seven (15%) riders. This reflects ongoing trends in ridership after the pandemic, where many systems have seen decreases in the proportion of riders who are White or Caucasian and increases in the proportion of riders who are People of Color.

Table 25: Race/ethnicity

What is your race or ethnicity? (Q29)	Total (A) (n=1,374)	Current Riders (B) (n=1,035)	Non-Riders/ Lapsed Riders (C) (n=339)
Caucasian or white Only	69%	15%	75% ^B
Net: POC	31%	85% ^C	25%
African American or Black	18%	66% ^C	13%
Hispanic or Latino	5%	11% ^C	4%
Asian	4%	3%	4%
Native Hawaiian or other Pacific Islander	2%	1%	2%
American Indian or Alaska Native	1%	5% ^C	1%
Middle Eastern/North African	1%	1% ^C	1%
Multi-Racial	<1%	1% ^C	-
Other	<1%	2% ^C	-

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Nearly 6 in 10 riders (58%) are male, which is significantly higher than the less than half (47%) of lapsed and non-riders.

Table 26: Gender identity

What is your gender identity? (Q30)	Total (A) (n=1,396)	Current Riders (B) (n=1,045)	Non-Riders/ Lapsed Riders (C) (n=351)
Female	51%	41%	52% ^B
Male	48%	58% ^C	47%
Non-Binary	1%	1%	1%
You use a different term	<1%	<1%	-

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

On average, riders have a lower level of education, with levels below an associates or technical degree being significantly more common among riders. Bachelor's degrees and graduate degrees are significantly more common among lapsed and non-riders.

Table 27: Education level

What is your highest level or education? (Q31)	Total (A) (n=1,379)	Current Riders (B) (n=1,017)	Non-Riders/ Lapsed Riders (C) (n=362)
Less than high school	1%	8% ^C	<1%
High school or GED	10%	48% ^C	7%
Some college credit	15%	20% ^C	14%
Associate's or technical degree	9%	10%	9%
Bachelor's or undergraduate degree	30%	9%	32% ^B
Graduate or professional degree	35%	6%	38% ^B

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Riders are more likely to report having a disability (21%) compared to less than 1 in 10 (9%) lapsed and non-riders.

Table 28: Disability status

Do you consider yourself to have a disability? (Q32)	Total (A) (n=1,264)	Current Riders (B) (n=906)	Non-Riders/ Lapsed Riders (C) (n=358)
Yes	10%	21% ^C	9%
No	90%	79%	91% ^B

Base=Those answering

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Among those with disabilities, the most common mobility devices used are support canes and wheelchairs.

Table 29: Mobility devices

Do you use any of the following mobility devices when riding? (Q33)	Total (A) (n=213)	Current Riders (B) (n=181)	Non-Riders/ Lapsed Riders (C) (n=32)
Net: Use mobility device	41%	39%	42%
Support cane	25%	16%	27%
Manual wheelchair	15%	1%	18% ^B
Scooter	6%	1%	7%
Respirator tank	5%	2%	6%
Walker	3%	7%	3%
Braces	1%	5% ^C	-
Long cane (for the blind)	1%	4% ^C	-

Base=Those answering who have a disability

*Top Mentions

Superscript letters (e.g., B, or C) indicate that the labeled percentage is significantly higher than the percentage in the corresponding segment (i.e., B for current riders, C for non-riders/lapsed riders.)

Methodology

The survey was administered in two ways – a paper survey distributed onboard that riders could either fill out and return to a survey distributor onboard the bus, fill out later and return by mail, or go online to complete; and mail invitations sent to a sampling of households in the TARC service area giving recipients the options of completing the survey online, calling WBA’s call center to complete the survey by phone, or receiving a telephone call from WBA asking them to complete the survey by phone.

The questionnaire was developed by both TARC staff and the research team. It contained 33 questions and took approximately ten minutes to complete. The questionnaire was available in both English and Spanish.

In total, 3,500 English paper surveys and 350 Spanish surveys were printed (3,850 printed surveys in total). For the general public survey, 25,000 letters were printed and mailed to residents in TARC’s service area, a technique known as address-based sampling (ABS).

The online version of the questionnaire could be accessed via a QR code or shortlink on both the paper questionnaire and invitation letter. Respondents then used a unique ID from the paper copy of the survey/mail invitation to access the survey online. This unique ID allowed the research team to link paper and web surveys to the trip on which they were distributed or the household to which the survey was sent.

The survey covered the following key topics:

- Preferences for TARC service,
- Trip characteristics,
- Frequency of TARC use,
- Transit reliance,
- Demographics and Title VI information.

Once the survey was completed, customers were invited to enter into a drawing to win a \$100 gift card as a thank you for participating. This incentive was also advertised by interviewers to help improve response rates.

Onboard Sampling Plan

A sampling plan for onboard distribution was designed based on ridership from October 2024 to determine how many completed surveys would be needed by each surveyed route and by each daypart (Weekday, Weekend), and the estimated number of survey distribution shifts needed to collect those surveys. Additionally, once the sampling plan was approved, the research team further divided the weekday quotas by time period (AM peak, PM peak, and off peak), to ensure responses were representative of a typical day. The sampling plan included the majority of routes, with input from TARC on routes to prioritize.

A sampling plan for ABS surveying was designed based on the TARC service area. 25,000 invitation letters were mailed to addresses with ZIP codes within the area that TARC serves. A list of these ZIP codes, along with the onboard sampling plan is located in **Appendix 2: Sampling Plan**.

Survey Methodology

For the onboard portion of the survey, data was collected between April 21st and April 26th, 2024. Interviewers boarded buses and distributed paper surveys. For the general population portion of the study, data was collected between April 2nd and April 21st, 2024. A copy of the survey can be found in **Appendix 4: Survey Tool**.

Data Cleaning and Quality Control

Following the end of data collection, initial cross-tabulations were run to examine the data in total and identify any remaining outliers or entry errors.

Data Weighting

In order to adjust the data to be representative of the system as a whole, smoothing weights were created and applied to each record to make them representative of the region for both riders and non-riders, and by route among riders. Weights to the proportion of riders versus non-riders was determined based on public transportation usage for the greater Louisville area from the National Household Travel Survey (NHTS). The total data were also weighted by race/ethnicity and household income based on American Community Survey (ACS) data for the area. Additional rider-specific weights were calculated using ridership during the fielding period provided by TARC. A full explanation of the process and the final weights can be found in **Appendix 3: Weighting Methodology**.

Appendix

Appendix 1: Survey Totals

Route	Total	AM peak	PM Peak	Off Peak	Weekend
2	26	6	-	20	-
4	128	22	13	48	45
6	130	16	-	69	45
10	135	14	15	91	15
15	52	-	29	13	10
17	21	2	-	19	-
18	17	7	-	10	-
19	132	-	22	61	49
21	41	6	-	23	12
22	8	-	3	5	-
23	168	14	27	78	49
27	43	-	29	14	-
28	124	-	18	23	83
29	29	8	-	21	-
31	2	-	-	2	-
40	12	-	5	7	-
43	55	-	9	11	35
52	2	-	-	2	-
63	39	-	16	23	-
71	27	1	-	26	-
72	15	-	12	3	-
Total	1,206	96	198	569	343

Appendix 2: Sampling Plan

Route Information					Passenger Boarding					
Obj ID	Route No.	Route Type	Day	Route Name	WEEKDAY		WEEKEND		WEEKDAY SHIFTS	WEEKEND SHIFTS
					Total Boardings	Daily Average	Total Boardings	Daily Average		
1	4	F	WKD	Fourth Street	46,515	2,114	8,414	940	3	1
5	6	L	WKD	Sixth Street	14,456	657	3,006	339	1	1
2	10	F	WKD	Dixie Highway RAPID	38,134	1,733	9,083	1,020	3	1
7	15	L	WKD	Market Street	24,199	1,100	3,587	403	2	1
8	17	L	WKD	Bardstown Road	9,378	426	1,918	216	1	
9	18	L	WKD	18th Street - Dixie Highway	13,276	603	3,049	339	1	
10	19	L	WKD	Muhammad Ali Blvd	30,044	1,366	5,870	661	3	1
12	22	L	WKD	Twenty-Second Street	977	44			1	
3	23	F	WKD	Broadway	85,706	3,896	14,492	1,612	7	1
14	27	L	WKD	Hill Street	10,767	489	2,337	262	1	
15	28	L	WKD	Jackson Street - Preston Highway	48,401	2,200	8,688	982	3	1
16	29	L	WKD	Eastern Parkway	15,600	709	2,976	335	1	
17	31	L	WKD	Shelbyville Road	9,327	424	1,758	194	1	
18	40	L	WKD	Taylorville Road	10,089	459	1,499	170	1	
19	43	L	WKD	Poplar Level	19,400	882	2,785	307	2	1
21	63	L	WKD	Crums Lane	11,131	506	2,195	245	1	
22	71	L	WKD	Jeffersonville-Louisville-New Albany	9,601	436	2,056	230	1	
23	72	L	WKD	Clarksville	8,058	366	1,863	208	1	

ABS ZIP codes

ZIP	County	State	ZIP	County	State
47150	Clark	Indiana	40229	Jefferson	Kentucky
47129	Clark	Indiana	40228	Jefferson	Kentucky
47130	Clark	Indiana	40213	Jefferson	Kentucky
40258	Jefferson	Kentucky	40218	Jefferson	Kentucky
40272	Jefferson	Kentucky	40206	Jefferson	Kentucky
40118	Jefferson	Kentucky	40205	Jefferson	Kentucky
40216	Jefferson	Kentucky	40280	Jefferson	Kentucky
40211	Jefferson	Kentucky	40041	Jefferson	Kentucky
40212	Jefferson	Kentucky	40207	Jefferson	Kentucky
40214	Jefferson	Kentucky	40220	Jefferson	Kentucky
40215	Jefferson	Kentucky	40222	Jefferson	Kentucky
40209	Jefferson	Kentucky	40291	Jefferson	Kentucky
40210	Jefferson	Kentucky	40243	Jefferson	Kentucky
40208	Jefferson	Kentucky	40223	Jefferson	Kentucky
40292	Jefferson	Kentucky	40299	Jefferson	Kentucky
40203	Jefferson	Kentucky	40025	Jefferson	Kentucky
40217	Jefferson	Kentucky	40242	Jefferson	Kentucky
40204	Jefferson	Kentucky	40241	Jefferson	Kentucky
40202	Jefferson	Kentucky	40023	Jefferson	Kentucky
40219	Jefferson	Kentucky	40245	Jefferson	Kentucky

Appendix 3: Weighting Methodology

All results from questions asked of the general population were weighted by rider type, ethnicity, and income level.

Results from riders were weighted by route ridership proportionally to other routes. In order to calculate expansion weights:

1. The average daily ridership for each given day type and route was calculated using ridership provided to the research team by TARC.
2. Then, average daily ridership for each route on a given day type was divided by the number of records from each route on that day type to calculate the expansion weight. Full rider expansion weights are shown in the table below.



Route No.	Route Type	Day	Route Name	Average Monthly Riders	Sample	Weight
2				5,467	26	0.50314
4	F	WKD	Fourth Street	54,929	128	1.02684
6	L	WKD	Sixth Street	17,462	130	0.32141
10	F	WKD	Dixie Highway RAPID	47,217	135	0.83691
15	L	WKD	Market Street	27,786	52	1.27860
17	L	WKD	Bardstown Road	11,296	21	1.28711
18	L	WKD	18th Street - Dixie Highway	16,325	17	2.29782
19	L	WKD	Muhammad Ali Blvd	35,914	132	0.65103
21				16,732	41	0.97651
22	L	WKD	Twenty-Second Street	977	8	0.29222
23	F	WKD	Broadway	100,198	168	1.42712
27	L	WKD	Hill Street	13,104	43	0.72920
28	L	WKD	Jackson Street - Preston Highway	57,089	124	1.10165
29	L	WKD	Eastern Parkway	18,576	29	1.53273
31	L	WKD	Shelbyville Road	11,085	2	13.26225
40	L	WKD	Taylorsville Road	11,588	12	2.31067
43	L	WKD	Poplar Level	22,185	55	0.96518
52				1,172	2	1.40220
63	L	WKD	Crums Lane	13,326	39	0.81761
71	L	WKD	Jeffersonville-Louisville-New Albany	11,657	27	1.03308
72	L	WKD	Clarksville	9,921	15	1.58262
Unknown/ABS Riders					39	1.00000
TOTAL				504006	1245	
Without Unknowns					1206	

Appendix 4: Final Survey Instrument



WBA Research
24-208
March 2024

TARC Rider Survey

ONBOARD SURVEY: Please take a few minutes to help TARC plan for your transit needs by completing this survey. If you complete this survey you can be entered into a random drawing to receive 1 of 10 \$100 gift cards. All personal information will be kept strictly confidential and WILL NOT be shared or sold.

GENERAL PUBLIC SURVEY: Please take a few minutes to complete this survey and allow regional transportation providers learn about your travel choices and help to inform future transportation investments around the Louisville region. If you complete this survey you can be entered into a random drawing to receive 1 of 10 \$100 gift cards. All personal information will be kept strictly confidential and WILL NOT be shared or sold.

CATI: Hello, my name is _____, and I am calling from WBA Research, a national research firm. **We are conducting a survey regarding customer satisfaction on behalf of regional transportation providers in the Louisville area.** We are not selling anything; this is strictly for research purposes and we are only interested in your opinions. All personal information will be kept strictly confidential and WILL NOT be shared or sold. In order to ensure quality, **this call may be monitored or recorded. (READ IF NECESSARY:** This survey will take around 10 minutes to complete.)

PROGRAMMER NOTE: “**READ LIST**” and other instructions for phone administered survey only.

SCREENER

Q1. What is the ZIP code of your primary residence?

_____ **[FORCE 12345 FORMAT]**
99998 Refused → **THANK & TERMINATE**

Q2. Please select the category that includes your age. **(READ LIST.)**

- 01 Under 18 → **THANK & TERMINATE**
- 02 18 - 24
- 03 25 - 34
- 04 35 - 44
- 05 45 - 64
- 06 65 or older
- 98 **DO NOT READ:** Refused → **THANK & TERMINATE**

GENERAL PUBLIC SURVEY ONLY:

Q3A. Have you **ever** used TARC buses or TARC3 paratransit service to get around in the Louisville region?

- 01 Yes
- 02 No
- 99 **DO NOT READ:** Don't know/Refused

THOSE WHO HAVE USED TARC AT ANY POINT [Q3A(01)] OR ONBOARD, ASK:

Q3. Have you used TARC **in the last 6 months?**

		Yes	No	DNR: DK/Rfsd
A.	TARC local buses	01	02	99
B.	TARC3 paratransit service	01	02	99

RIDER TYPE TRACKING QUOTA

Non-Riders/Lapsed Riders: [(Q3A(02,99)) OR (Q3A(01) AND Q3(02,99) TO ALL)]
Riders: [(Q3A(01) AND Q3(01 TO EITHER)) OR ONBOARD]

THOSE WHO HAVE USED TARC IN THE LAST 6 MONTHS [Q3(01) TO ANY], ASK:

Q4. How often do you typically use TARC?

- 01 Less than once a week
- 02 1-3 days per week
- 03 4 days per week
- 04 5 days per week
- 05 More than 5 days per week
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know/Not sure

THOSE WHO HAVE USED EVER USED TARC [Q3A(01)] OR ONBOARD, ASK:

Q5. Just prior to the COVID-19 stay at home orders were implemented in 2020 (i.e., January to March of 2020), how often did you typically use TARC?

00	I did not use TARC prior to the COVID-19 pandemic
01	Less than once a week
02	1-3 days per week
03	4 days per week
04	5 days per week
05	More than 5 days per week
98	DO NOT READ: Refused
99	DO NOT READ: Don't know/Not sure

GENERAL PUBLIC SURVEY ONLY:

Q3A. Have you **ever** used TARC buses or TARC3 paratransit service to get around in the Louisville region?

- 03 Yes
- 04 No
- 99 **DO NOT READ:** Don't know/Refused

THOSE WHO HAVE USED TARC AT ANY POINT [Q3A(01)] OR ONBOARD, ASK:

Q3. Have you used TARC **in the last 6 months?**

		Yes	No	DNR: DK/Rfsd
A.	TARC local buses	01	02	99
B.	TARC3 paratransit service	01	02	99

RIDER TYPE TRACKING QUOTA

Non-Riders/Lapsed Riders: [(Q3A(02,99)) OR (Q3A(01) AND Q3(02,99) TO ALL)]
Riders: [(Q3A(01) AND Q3(01 TO EITHER)) OR ONBOARD]

THOSE WHO HAVE USED TARC IN THE LAST 6 MONTHS [Q3(01) TO ANY], ASK:

Q4. How often do you typically use TARC?

- 06 Less than once a week
- 07 1-3 days per week
- 08 4 days per week
- 09 5 days per week
- 10 More than 5 days per week
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know/Not sure

THOSE WHO HAVE USED EVER USED TARC [Q3A(01)] OR ONBOARD, ASK:

Q5. Just prior to the COVID-19 stay at home orders were implemented in 2020 (i.e., January to March of 2020), how often did you typically use TARC?

00	I did not use TARC prior to the COVID-19 pandemic
01	Less than once a week
02	1-3 days per week
03	4 days per week
04	5 days per week
05	More than 5 days per week
98	DO NOT READ: Refused
99	DO NOT READ: Don't know/Not sure

THOSE WHO ARE ONBOARD, ASK:

Q6. Where are you **COMING FROM NOW**? This is the starting place of the one-way trip where you received this survey. **(SELECT ONE.)**

- 01 Home
- 02 Work
- 03 Recreation/Social
- 04 School/College (student only)
- 05 Doctor, medical service, or hospital (non-work only)
- 06 Shopping/Restaurant
- 07 Religious/Community
- 08 Airport (passengers only)
- 09 Sporting or special event
- 95 Other **(specify)**
- 98 **DO NOT READ:** Prefer not to answer

Q7. What TYPE OF PLACE is your **FINAL DESTINATION** on THIS ONE-WAY TRIP? **(SELECT ONE.)**

- 01 Home [DO NOT SHOW IF Q6(01)]
- 02 Work
- 03 Recreation/Social
- 04 School/College (student only)
- 05 Doctor, medical service, or hospital (non-work only)
- 06 Shopping/Restaurant
- 07 Religious/Community
- 08 Airport (passengers only)
- 09 Sporting or special event
- 95 Other **(specify)**
- 98 **DO NOT READ:** Prefer not to answer

TRIP CHARACTERISTICS

ASK EVERYONE:

Q8. In a **TYPICAL WEEK**, how many **ONE-WAY** trips do you take using each of the following for travel? If more than one method is used for a **ONE-WAY** trip, please count the method used for most of the distance of that trip.

Please count each round trip as two one-way trips.

	# of one-way Trips for Work or School	# of one-way Trips for Other Purposes
A. Walk for all or most of the trip	___ Trips	___ Trips
B. Drive or ride in a personal car, truck, SUV, moped, or motorcycle	___ Trips	___ Trips
C. [IF Q3A(01) OR ONBOARD]: Using TARC	___ Trips	___ Trips
D. [IF Q3A(01) OR ONBOARD]: Ride a personal bicycle to a TARC stop and ride TARC	___ Trips	___ Trips
E. Use a carpool or vanpool	___ Trips	___ Trips
F. Use another form of transportation (specify)	___ Trips	___ Trips

Q9. Thinking about all of the trips you take in a typical week, how many **ONE-WAY** trips do you take for the following purposes? Your best guess is fine. **(READ LIST. RANDOMIZE A-D.)**

Please count each round trip as two one-way trips.

	# of one-way Trips
A. Shopping or errands	___ Trips
B. Employment or school	___ Trips
C. Medical appointments	___ Trips
D. Visiting, recreation, social, or out for a meal	___ Trips
E. Any other purposes (specify)	___ Trips

Q10. Many places in the Louisville area currently do not have adequate bus service (including, perhaps, where you live). What **one** place would you travel to or from by bus if there was increased bus service to this place?

ONLINE ONLY: You can identify the location by dragging the red “choose location” marker to the map or enter the address or location manually in the provided text field and hit the search button.

ONBOARD:

Name of place/business/building: _____

Street: _____

Street Number Street Name

Cross Street 1: _____

&

Cross Street 2: _____

City: _____ State: _____ ZIP: _____

- 97 There is nowhere I would travel by bus even if it went there
- 99 Not sure

NON-RIDERS ONLY [(Q3A(02,99)) OR (Q3A(01) AND Q3(02,99) TO ALL)], ASK:

Q11. How familiar would you say you are with TARC?

- 05 Very familiar
- 04 Somewhat familiar
- 02 Have heard of TARC, but not familiar with it
- 01 Never heard of TARC

ATTITUDES TOWARDS TARC

IF TARC RIDER [Q3(01)] OR ONBOARD, ASK:

Q11A. Using a scale from 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with **TARC’s Overall General Performance?**

Very dissatisfied											Very satisfied	Don’t know
00	01	02	03	04	05	06	07	08	09	10	99	

Q11B. On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend using TARC to a friend or colleague?

Not at all likely										Very likely	Don't know
00	01	02	03	04	05	06	07	08	09	10	99

IF NON-RIDER OR LAPSED RIDER [(Q3A(02,99)) OR (Q3A(01) AND Q3(02,99) TO ALL)], ASK:

Q12A. Please rate your agreement with the following statements.

I do not ride TARC buses because... (RANDOMIZE.)

	Completely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Completely disagree
a. I don't know which buses will take me where I want to go	05	04	03	02	01
b. The buses don't take me where I want to go	05	04	03	02	01
c. Wait times for buses are too long	05	04	03	02	01
d. I am concerned about harassment and crime onboard buses	05	04	03	02	01
e. I am concerned about harassment and crime at bus stops	05	04	03	02	01
f. I prefer other modes of transportation	05	04	03	02	01
g. Buses are too crowded	05	04	03	02	01
h. Bus fares are too expensive	05	04	03	02	01
i. Buses are not reliable	05	04	03	02	01
j. I have to transfer too many times	05	04	03	02	01
k. Buses don't operate when I need to travel	05	04	03	02	01
l. There is a lack of shelter or protection from the weather at bus stops	05	04	03	02	01

TRANSIT CONCEPTS AND NEW SERVICES

ASK EVERYONE:

Q12. In the future, TARC may provide a service similar to Uber or Lyft. Customers will have the freedom to go from any point to any other point within a designated area in smaller vehicles just by using an app on their phones.

How likely would you be to use this service if it was available to you?

- 01 Very unlikely
- 02 Somewhat unlikely
- 03 Neither likely nor unlikely
- 04 Somewhat likely
- 05 Very likely
- 99 **DO NOT READ:** Don't know/Refused

THOSE WHO ARE LIKELY TO USE ON-DEMAND SERVICE [Q12(04-05)], ASK:

Q13. If TARC offered this service, would you use TARC about the same, somewhat more often, or much more often than you do now?

- 00 **[NON-RIDERS AND LAPSED RIDERS ONLY [(Q3A(02,99)) OR (Q3A(01) AND Q3(02,99) TO ALL]:** I still would not use TARC
- 01 About the same
- 02 Somewhat more often
- 03 Much more often
- 99 **DO NOT READ:** Don't know/Refused

ASK EVERYONE:

SHOW TO ALL: Now for a different kind of question. TARC is a public agency that relies on a small percentage of tax dollars. It has only a limited number of buses and limited money to operate them. That means they have to make hard choices about how much service they can provide and where in the greater Louisville area they can provide it.

Q14. If you could tell TARC which of the following to choose, what would you tell them? **(RANDOMIZE PUNCHES 01 & 02.)**

- 01 TARC should focus on service **every 15 minutes** in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, **but that means some people don't have any service**
- 02 TARC should provide service every hour or two throughout the area, so **everyone has some bus service but very few people have frequent service** to get to work or school on time
- 99 Not sure

Q15. As a public transportation service, TARC also has to decide whether to prioritize the needs of people who have fewer transportation choices. If you could tell TARC which of the following to choose, what would you tell them? **(RANDOMIZE PUNCHES 01 & 02.)**

- 01 **Focus first on needs** of communities where many people have low incomes or don't have reliable access to a personal vehicle
- 02 **Provide service equally to all communities, regardless of need**, income or access to a personal vehicle
- 99 Not sure

Q16A. If you had to choose one of the following, which would you choose? **(RANDOMIZE PUNCHES 01 & 02.)**

- 01 A bus trip that requires **no transfers**, even if the **trip takes longer**
- 02 A bus trip that **requires a transfer** between buses but that makes the **total trip shorter**
- 99 Not sure

Q16B. If you had to choose one of the following, which would you choose? **(RANDOMIZE PUNCHES 01 & 02.)**

- 01 Walking **a few extra blocks** to a bus stop the bus arrives **every 15 minutes or less**
- 02 Walking to **your current bus stop**, but the bus only comes **once every hour or less**

Q17. If TARC were to improve service for existing routes, please indicate which one improvement would help you the most. **(RANDOMIZE. ACCEPT ONE RESPONSE ONLY.)**

- 01 More frequent service for existing routes
- 02 Longer hours of service for existing routes
- 03 More reliable service
- 04 Lower fares
- 05 Buses going to more places in the greater Louisville area
- 06 More direct service/Fewer transfers
- 07 Better sidewalk connections to TARC stops
- 08 Better bus stops
- 99 **DO NOT READ:** Don't know

RIDER INFORMATION

These last few questions are for classification purposes only.

Q18. Do you have access to a car or motorcycle in your household?

- 01 Yes
- 02 No
- 98 Prefer not to answer

Q19. Do you have a valid driver's license?

- 01 Yes
- 02 No
- 98 Prefer not to answer

IF TARC RIDER [Q3(01)] OR ONBOARD, ASK:

Q19B. Thinking about your most recent trip on TARC, if TARC had not been available, how would you have made your trip?

- 01 Drive a vehicle directly to your final destination
- 02 Ride with someone to your final destination
- 03 Rideshare service such as Uber, Lyft, or Taxi
- 04 Bike or scooter to your final destination
- 05 Walk
- 95 Some other way (**specify**)
- 96 Would not make this trip
- 99 Not sure

ASK EVERYONE:

Q20. Including yourself, how many people live in your household? (**RANGE=1-9.**)

___ ___ number of people in household

10 10 or more people

98 Prefer not to answer

Q21. Which of the following **BEST** describes your **TOTAL ANNUAL HOUSEHOLD INCOME** in 2023 before taxes?

01 Less than \$15,000

02 \$15,000 to less than \$20,000

03 \$20,000 to less than \$25,000

04 \$25,000 to less than \$30,000

05 \$30,000 to less than \$35,000

06 \$35,000 to less than \$40,000

07 \$40,000 to less than \$45,000

08 \$45,000 to less than \$50,000

09 \$50,000 to less than \$75,000

10 \$75,000 to less than \$100,000

11 \$100,000 to less than \$125,000

12 \$125,000 to less than \$150,000

13 \$150,000 to less than \$200,000

14 \$200,000 or more

98 Prefer not to answer

Q22. Do you **predominantly** speak a language other than English at home?

01 Yes

02 No

98 Prefer not to answer

THOSE WHO SPEAK ANOTHER LANGUAGE [Q23(01)], ASK:

Q23. Which language?

- 01 Spanish (including all dialects)
- 02 Arabic
- 03 Vietnamese
- 04 Chinese (including Mandarin)
- 05 Somali
- 06 French (including all dialects)
- 95 Other (**specify**)
- 98 Prefer not to answer

Q24. How well do you **speak** English?

- 04 Very well
- 03 Well
- 02 Not well
- 01 Not at all
- 98 Prefer not to answer

ASK EVERYONE:

Q25. What is your *current* employment status? (**ACCEPT ONE RESPONSE ONLY.**)

- 01 Employed full time (30 or more hours per week)
- 02 Employed part time (less than 30 hours per week)
- 03 Student, also employed
- 04 Student, not employed
- 05 Unemployed, furloughed, or disabled
- 06 Retired
- 95 Other (**specify**)
- 98 Prefer not to answer

THOSE WHO ARE EMPLOYED OR IN SCHOOL [Q25(01-04)], ASK:

Q26. In a typical week, do you commute for work or school on weekends (Saturdays or Sundays)?

- 01 Yes; on Saturdays only
- 02 Yes; on Sundays only
- 03 Yes; on both Saturdays and Sundays
- 04 No; I do not commute for work or school on the weekends

THOSE WHO ARE EMPLOYED OR EMPLOYED AND IN SCHOOL [Q25(01-03)], ASK:

Q27. What type of industry do you work in? **(ACCEPT ONE RESPONSE ONLY. READ LIST.)**

- 01 Agriculture, forestry, or mining
- 02 Industrials (such as manufacturing or construction)
- 03 Energy or utilities
- 04 Transport or logistics (such as shipping)
- 15 Warehousing
- 05 Media or creative industries
- 06 Data infrastructure or telecommunications
- 07 Healthcare
- 08 Education
- 09 Life sciences (such as lab technician or microbiologist)
- 16 Military
- 17 Federal or state government
- 10 Retail or e-commerce (such as a store owner or employee)
- 11 Hospitality, food, recreation, or leisure travel
- 12 Public or social services
- 13 Financial/Insurance services
- 14 Professional services such as law or consulting
- 95 Something else **(specify)**
- 98 Prefer not to answer
- 99 Don't know

Q28. Are you considered an essential worker?

- 01 Yes
- 02 No
- 98 Prefer not to answer

ASK EVERYONE:

Q29. What is your race or ethnicity? **(SELECT ALL THAT APPLY.)**

- 01 African American or Black
- 02 American Indian or Alaska Native
- 03 Asian
- 04 Caucasian or White
- 05 Hispanic or Latino
- 06 Native Hawaiian or other Pacific Islander
- 07 Middle Eastern/North African
- 95 Other **(specify)**
- 98 Prefer not to answer

Q30. What is your gender identity?

- 01 Female
- 02 Male
- 03 Non-binary
- 95 You use a different term **(specify)**
- 98 Prefer not to answer

Q31. What is your highest level of education?

- 01 Less than high school
- 02 High school or GED
- 03 Some college credit
- 04 Associate's or technical school degree
- 05 Bachelor's or undergraduate degree
- 06 Graduate or professional degree
- 99 Don't know/Prefer not to answer

Q32. Do you consider yourself to have a disability?

- 01 Yes
- 02 No
- 98 Prefer not to answer

THOSE WHO REPORT HAVING A DISABILITY [Q32(01)], ASK:

Q33. Do you use any of the following mobility device or devices when riding? If so, please select them from the following list. *Select all that apply.* **(SELECT ALL THAT APPLY.)**

- 97 I do not use mobility devices
- 01 Manual wheelchair
- 02 Motorized wheelchair
- 03 Scooter
- 04 Braces
- 05 Prosthesis
- 06 Service / Guide animal
- 07 Support cane
- 08 Long cane (for the blind)
- 09 Crutches
- 10 Walker
- 11 Respirator / Oxygen tank
- 95 Other (**specify**)
- 98 Prefer not to answer

ASK EVERYONE:

Q34. Please enter your name, email, and telephone number so we can send the gift card to you if you are selected. *(Participation in drawing is optional)*

Your Name

Email

Telephone Number

- 99 Do not wish to enter drawing

Thank you for your help!