



Durham, NC

GoDurham

2025 Customer Satisfaction Survey

May 2026



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Section 1

Executive Summary



2025 GoDurham Customer Satisfaction Survey *Executive Summary*

Overview

From November 2025 through December 2025, GoDurham, which provides regional bus transportation throughout the City of Durham area, conducted a fixed-route rider Customer Satisfaction Survey to analyze customer opinions regarding all aspects of service. The survey design satisfied multiple objectives, including measuring overall satisfaction and understanding rider behavior.

Methodology

The survey was administered by ETC Institute's team of trained field interviewers. ETC's professional survey administrators were deployed across all GoDurham fixed-route bus lines to conduct the passenger surveys. On each route, field interviewers boarded the bus and distributed paper surveys directly to passengers onboard the vehicle during regular service hours (6:00am to 10:00pm). Riders were encouraged to complete the self-administered survey while on board, providing feedback on their travel behavior and overall transit experience. Field interviewers collected complete surveys before passengers exited the vehicle.

Throughout the data collection period, survey staff-maintained coverage across all fixed-route services, ensuring that data reflected the diversity of the GoDurham ridership base, routes, and service times. On multiple occasions, field interviewers provided direct assistance to passengers by conducting the survey as an in-person interview if needed. This approach was used in cases where passengers faced challenges such as Limited English Proficiency (LEP), difficulty understanding certain questions, or simply preferred to respond verbally rather than read the questionnaire. Survey completion was followed by a rider debrief to confirm that each question was answered to the best of the rider's ability.

In addition to the paper self-administered survey, a web option was available for riders who took short trips or wanted to complete the survey at a later time. A QR code was provided by field interviewers allowing passengers to scan and participate in the survey online.

During the pre-survey, planning phase, it was decided that the survey would be designed to mainly obtain information on service usage, ratings, and rider demographics. Once the survey questionnaire was finalized, ETC designed a paper self-administered survey as the primary instrument. The survey, included as **Section 5**, was created to ensure Title VI requirements were met and to provide additional information on riders. The survey was formatted with English on the front page and Spanish on the back.

The goal to collect a minimum of 1,705 completed surveys from riders was met, and the overall results for the sample of 1,734 riders has a margin of error of ± 2.3 at the 95% level of confidence. This means that if the survey were repeated 100 times, the results would fall within $\pm 2.3\%$ of the reported values in 95 of those instances. For an onboard customer satisfaction survey, a margin of error of $\pm 5\%$ is considered strong by industry standards. It provides a high level of precision while remaining practical for field-based data collection. Achieving this level of reliability ensures that the findings are robust and can be used with confidence to inform service planning, policy decisions, and performance evaluation.

The sampling plan was designed to obtain surveys from a minimum of 7.25% of the ridership on all fixed routes. Trips on each route were selected using a randomized sampling approach to ensure that the survey captured a representative cross-section of service throughout the study period. By randomly selecting trips across the routes included in the survey plan, the methodology reduced selection bias and allowed for a more accurate reflection of actual rider characteristics. This process ensured that trips from different times of day, service types, and operating conditions had an equal opportunity to be included, thereby strengthening reliability and statistical validity of the data collected for each bus route.

The following pages of the report contain a summary of the major findings from the survey; the full 2025 Onboard Regional Customer Satisfaction Survey report includes the following:

- Figures and reporting depicting the results of the survey (Section 2)
- Customer Satisfaction Analysis (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey (English and Spanish) (Section 5)
- Write in Comments (Section 6)

Note: Percentages within Sections 1 & 2 were calculated excluding “Don’t Know” or “Not Provided” answers. All percentages were rounded to the nearest whole percentage. Response statistics are based on 1,734 fully completed surveys.

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** The majority of GoDurham riders identified as African American/Black (66%), followed by White (14%), Hispanic (11%), Asian (5%), and Native American Indian and Other riders (3% each). The age distribution showed a relatively balanced ridership base, with 16% of riders ages 16–25, 14% ages 26–40, 14% ages 41–60, and a notable 12% ages 61 and older, indicating continued use of the system across both working-age adults and older riders. In terms of gender, 54% of riders were male and 40% were female, while 7% identified as non-binary or preferred not to say.
- **Employment and Income.** The largest share of riders reported annual household incomes of less than \$10,000 (37%), followed by \$20,000 to \$34,999 (27%), \$10,000 to \$19,999 (17%), \$50,000 or more (11%), and \$35,000 to \$49,999 (9%), indicating that the system primarily served lower-income households. Regarding employment status, 37% of riders were employed full-time, while notable shares were employed part-time (21%), unemployed (20%), and students (18%). Smaller shares of riders were retired (11%), homemakers (3%), or serving in volunteer positions (3%), reflecting a diverse ridership base that includes both working individuals and those not currently in the labor force.

Customer Transportation Habits

- **Ridership.** 89% of respondents indicated that they use GoDurham services weekly, followed by 20% using GoTriangle and 16% using GoRaleigh services. During a typical week 45% of riders use GoDurham services six to seven times per week. 36% use GoDurham four to five times per week, and 20% use it less often.
- **Typical Customer Transportation.** In 2025, many riders reported using GoDurham most often for work trips (55%), making it the most common trip purpose by a wide margin. The next most frequently cited purposes were shopping (13%) and school or college (12%), indicating that the system continued to support access to retail and educational destinations. Smaller shares of riders reported traveling primarily for recreation or events (8%), and medical or dental appointments (6%). Overall, the results showed that commuting to work remained the primary reason riders most often use GoDurham, while a meaningful portion of riders rely on the system for errands, education, healthcare, and other everyday needs.

Customer Opinions

- **Overall Quality of GoDurham services.** In 2025, riders reported generally positive perceptions of overall satisfaction with GoDurham service. 31% rated the service in the highest satisfaction category, while another 19% and 24% provided the next highest ratings. Combined, this means 74% of riders reported positive satisfaction levels across the top rating categories. A smaller share of riders reported more moderate or negative perceptions, with 17% selecting a mid-level rating and only 5% and about 2% each indicating the lowest satisfaction categories. Overall, the results indicated that most riders view GoDurham service favorably, with strong satisfaction ratings among the majority of respondents.
- **Satisfaction with Statements Regarding GoDurham Services.** Overall, riders reported generally positive perceptions across most GoDurham service components, with many attributes receiving a majority of Excellent or Very good ratings. The strongest ratings were concentrated in service value and day-to-day operations, particularly related to fare affordability and weekday service availability. Below are the Highest Rated Service Components (Excellent + Very Good Combined):
 - Cost of bus fare – 62%
 - Courtesy & helpfulness of bus operators – 50%
 - Hours the buses operate on weekdays – 50%
 - Frequency of service on weekdays – 47%

- **Importance Factors.** In 2025, riders placed the greatest importance on service reliability. Buses running on time was the most important service attribute, with 30% of riders identifying it as one of the top priorities for improvement. Other highly important factors related to cleanliness, personal safety, overall trip efficiency, and courtesy and helpfulness of bus operators, indicating that riders prioritize aspects of service that directly affect the reliability and convenience of their travel.
 - Buses running on time (30%)
 - Cleanliness of the bus interiors (15%)
 - Your sense of personal safety from other passengers (11%)
 - Total time it takes for your usual trip (8%)
 - Courtesy & helpfulness of bus operators (8%)
- The following section lists the charts and graphs for each survey question broken down into two categories: Key Characteristics of Riders and Customer Satisfaction.

Section 2

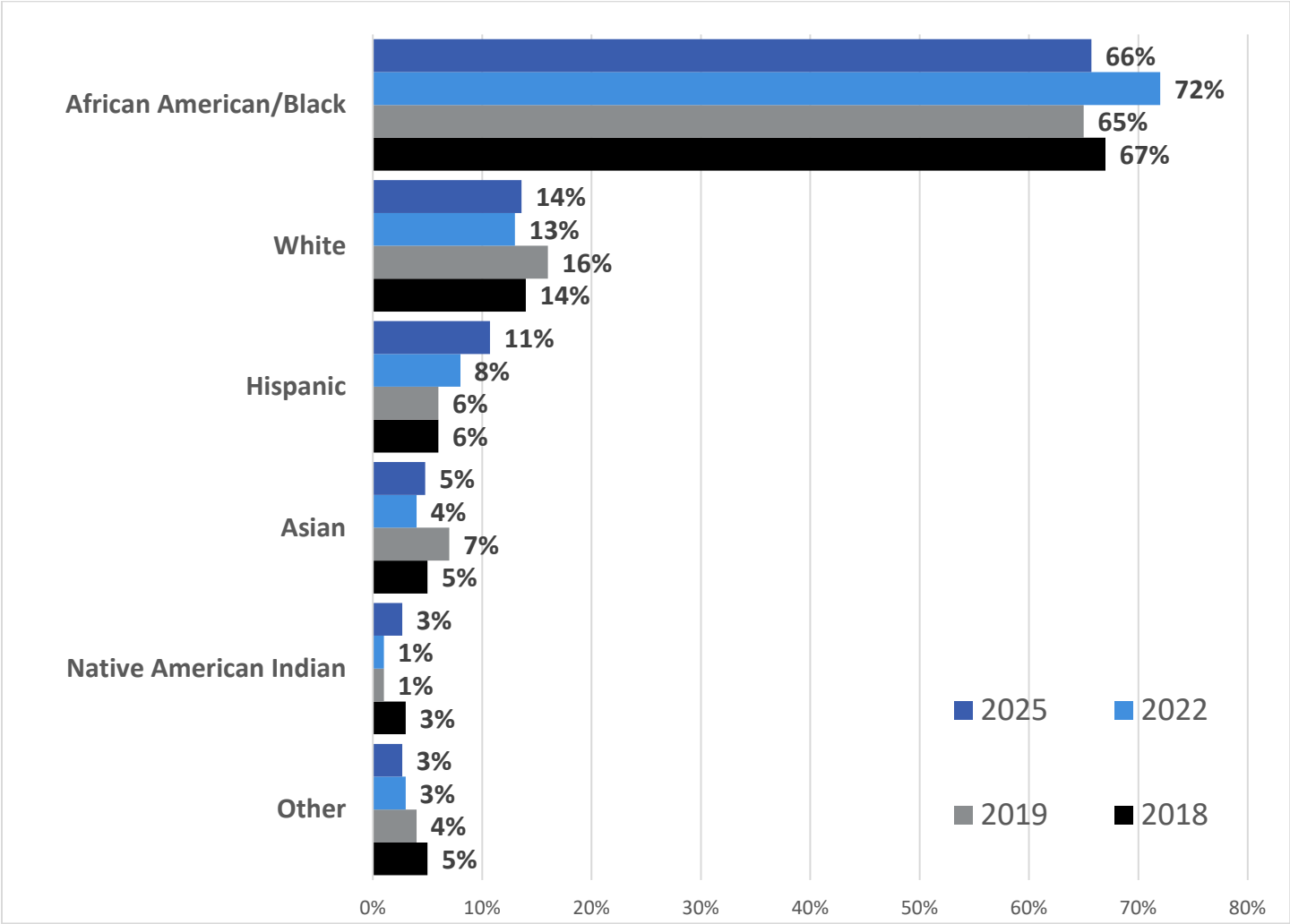
Figures & Reporting



Key Characteristics of Riders

Race/Ethnicity

Figure 1. Race/Ethnicity of Riders

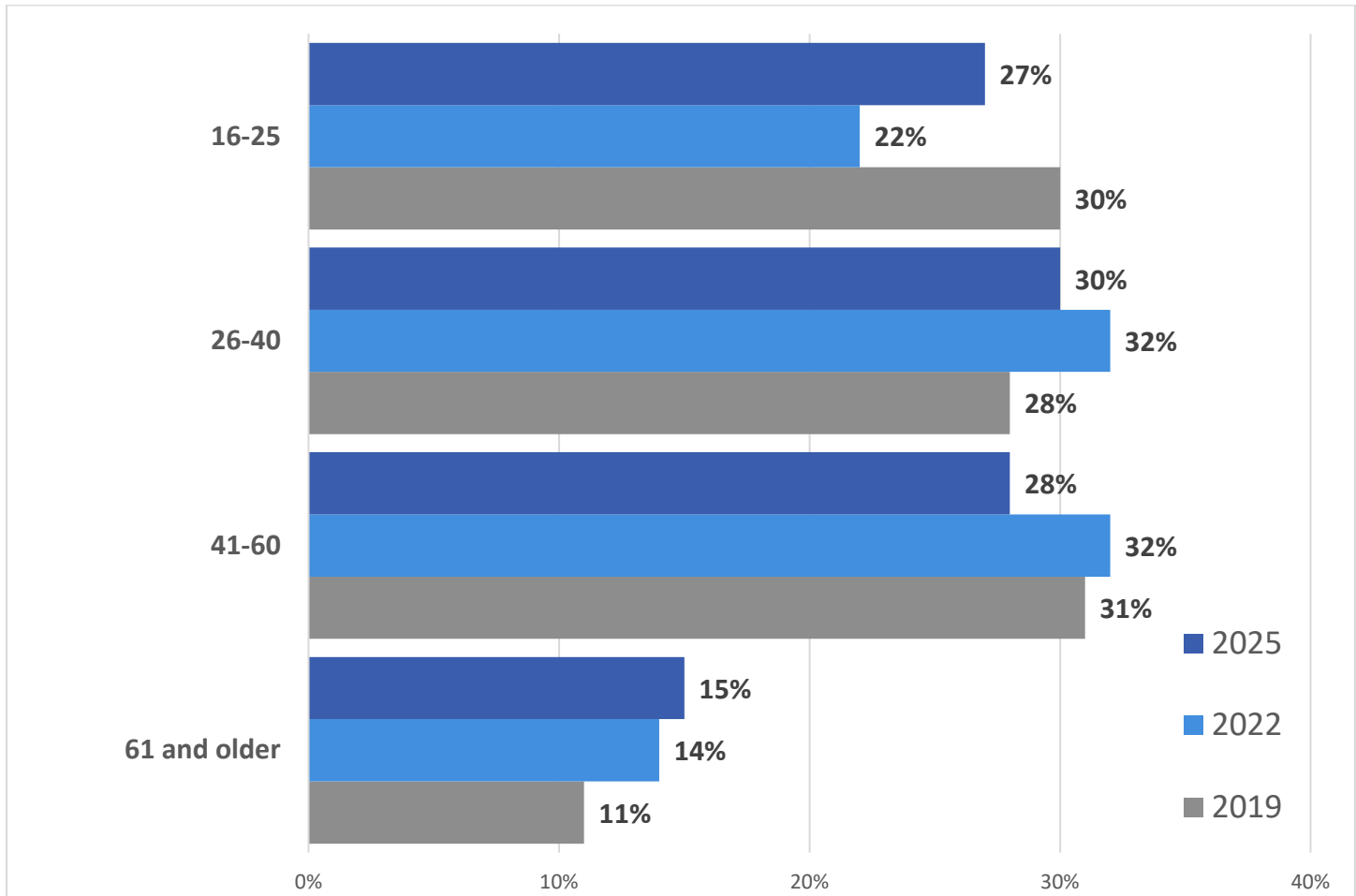


The majority of GoDurham riders identified as African American/Black (66%), representing the largest share of the system’s ridership. White riders accounted for 14%, while Hispanic riders made up 11%. Smaller shares of riders identified as Asian (5%), Native American Indian (3%), or Other (3%).

Across survey years, African American/Black riders consistently represented the largest portion of GoDurham riders, with results remaining relatively stable over time (67% in 2018, 65% in 2019, 72% in 2022, and 66% in 2025). The share of White riders remained fairly consistent, ranging between 13% and 16% across survey years. The share of Hispanic riders gradually increased, rising from 6% in 2018 and 2019 to 8% in 2022 and 11% in 2025, representing the most notable growth among racial/ethnic groups. Meanwhile, the share of Asian riders fluctuated slightly between 4% and 7%, while Native American Indian and Other categories remained relatively small and stable over time.

Age of Riders

Figure 2. Age of Riders



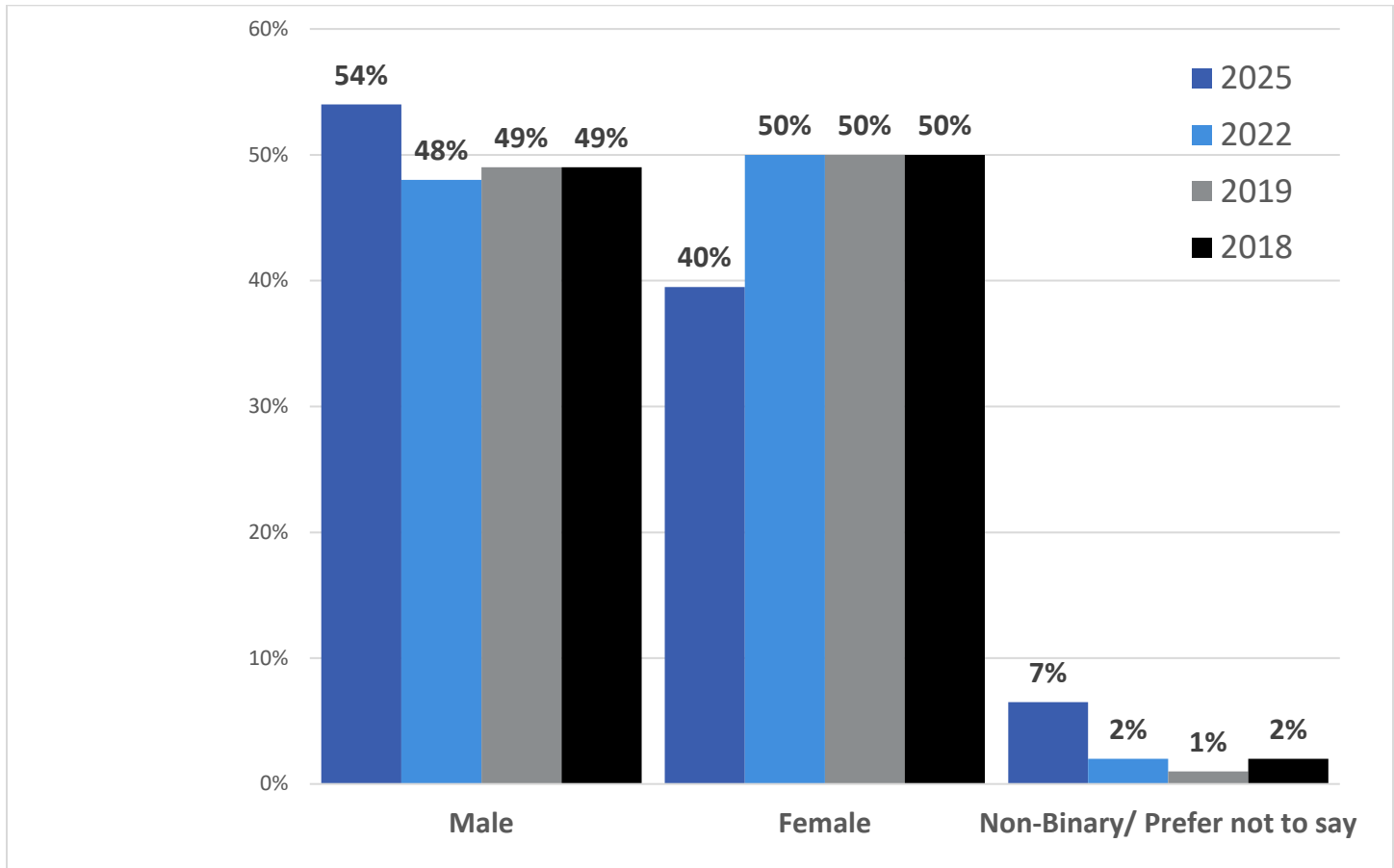
In 2025, the age distribution of GoDurham riders showed a broad mix of working-age adults and younger riders, with several notable shifts compared with prior years. Riders ages 26–40 remained the largest group at 30%, relatively consistent with 32% in 2022 and slightly higher than 28% in 2019, indicating stable representation among core working-age adults. Riders ages 41–60 accounted for 28% in 2025, representing a modest decline from 32% in 2022 and 31% in 2019.

Younger riders ages 16–25 made up 27% of riders in 2025, increasing from 22% in 2022 but remaining slightly below 30% in 2019, suggesting some recent growth among younger riders. Meanwhile, the share of riders ages 61 and older increased to 15%, up from 14% in 2022 and 11% in 2019, indicating a gradual upward trend in older adult ridership over time.

Overall, the results show that ridership continues to be concentrated among adults in their primary working years, while both younger and older rider groups showed signs of modest growth or recovery compared with recent survey years.

Gender of Riders

Figure 3. Gender of Riders

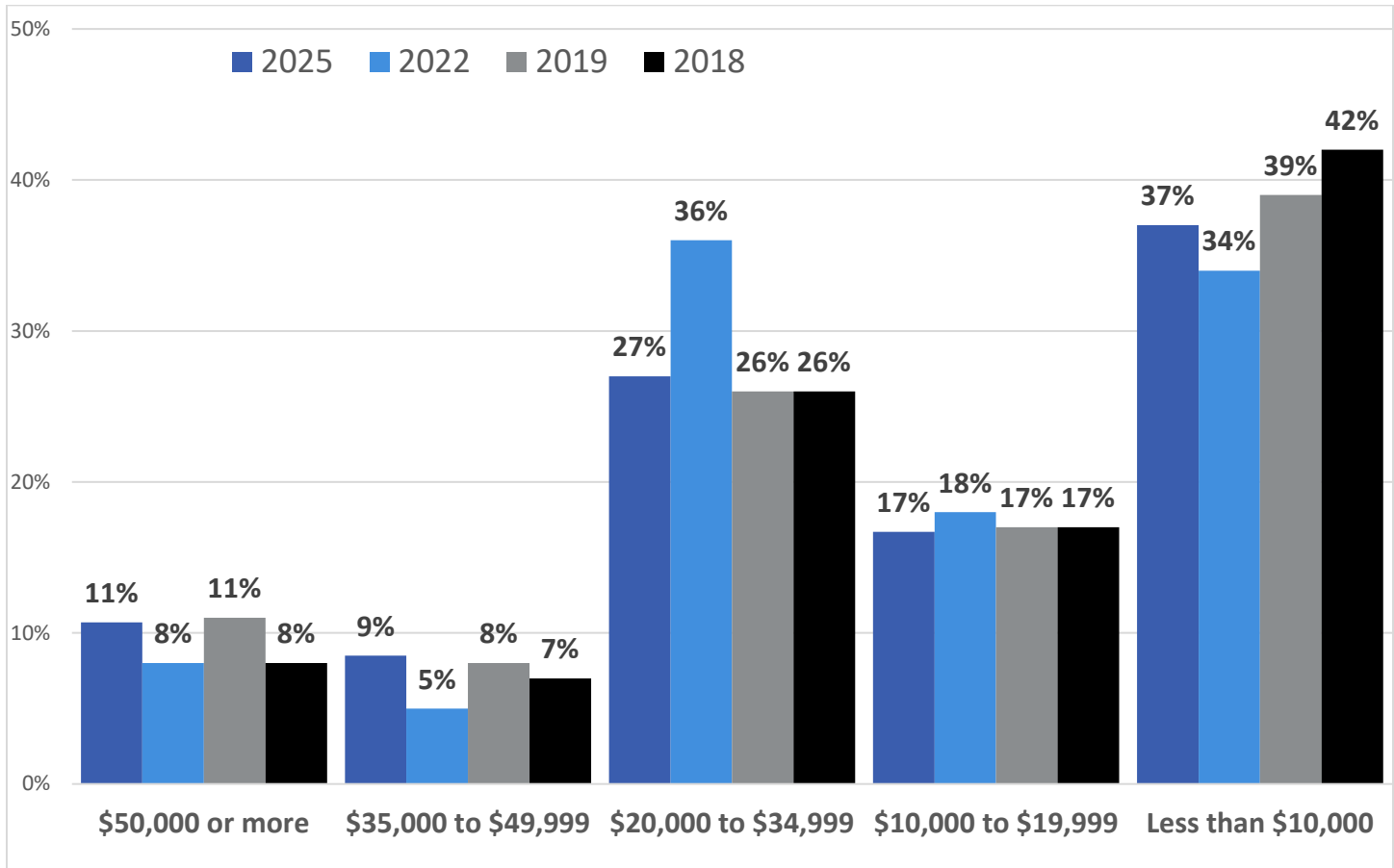


In 2025, the majority of GoDurham riders identified as male (54%), while 40% identified as female. An additional 7% of riders selected non-binary or prefer not to say. These results indicate that male riders represent the largest share of ridership, while female riders still make up a significant portion of the system's users.

In previous survey years, the gender distribution of riders was more evenly balanced between male and female riders. Female riders represented about half of riders in earlier surveys (50% in 2022, 2019, and 2018), while male riders made up 48–49%. In 2025, the share of male riders increased to 54%, while the share of female riders declined to 40%, marking a noticeable shift in the gender distribution compared with previous years. The non-binary/prefer not to say category increased to 7% in 2025, compared with 2% in 2022 and 2018 and 1% in 2019. This increase was largely due to riders selecting “prefer not to say,” which accounted for about 5% of responses.

Household Income

Figure 4. Household Income of Riders

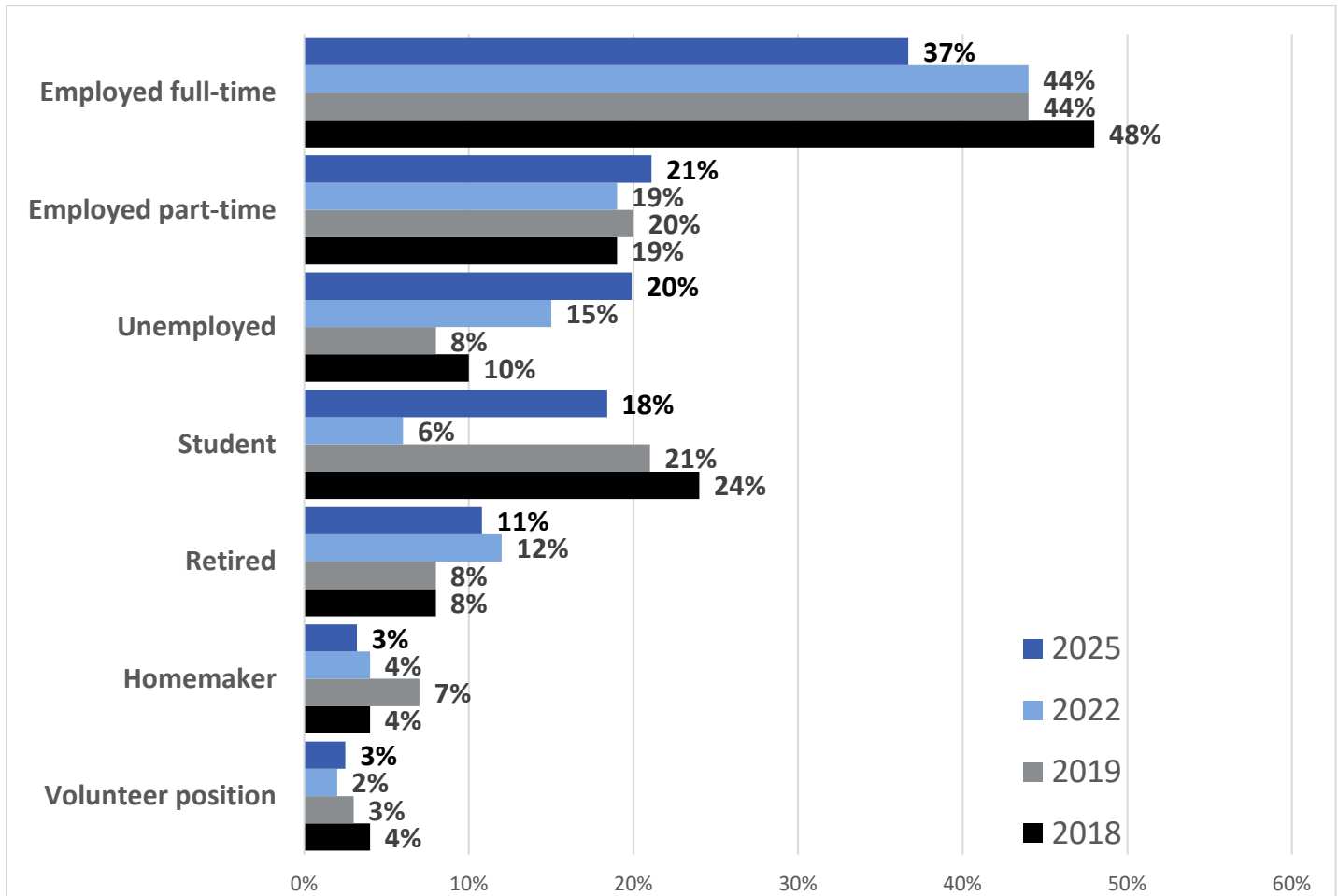


In 2025, GoDurham riders were predominantly from lower-income households. The largest share of riders (37%) reported household incomes less than \$10,000, followed by 27% earning between \$20,000 and \$34,999. Another 17% reported incomes between \$10,000 and \$19,999, while smaller shares reported higher income levels, including 11% earning \$50,000 or more and 9% earning between \$35,000 and \$49,999.

Across survey years, the largest share of riders consistently reported household incomes below \$10,000, though this share declined slightly from 42% in 2018 and 39% in 2019 to 37% in 2025. The share of riders earning \$20,000 to \$34,999 peaked in 2022 at 36% but decreased to 27% in 2025, closer to earlier survey levels. Meanwhile, the share of riders in higher income categories (\$35,000 and above) remained relatively small but showed slight growth in 2025 compared with 2022, suggesting modest diversification in income levels among riders while the system continues to serve a large share of lower-income households.

Employment Status

Figure 5. Employment Status of Riders

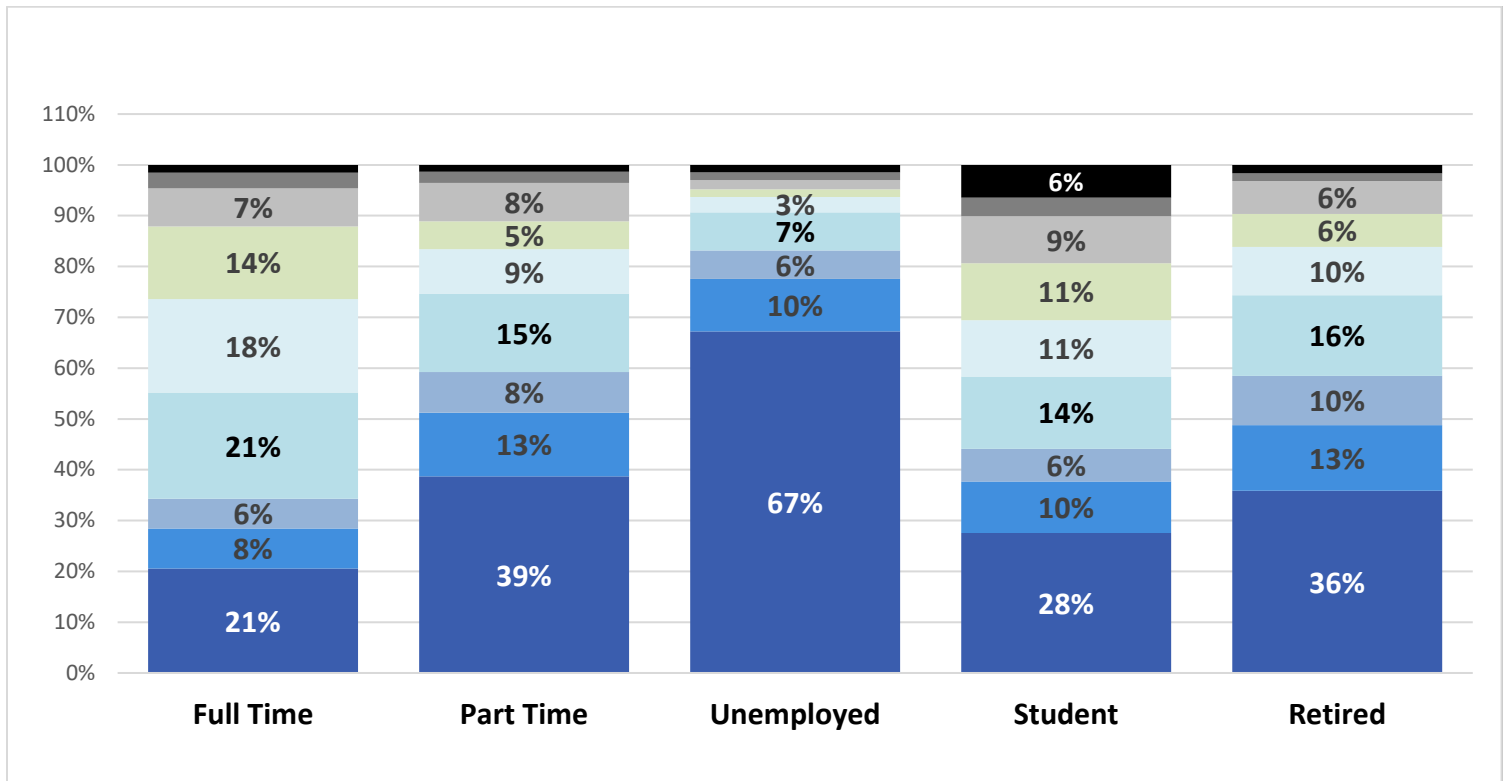


In 2025, the largest share of GoDurham riders were employed full-time (37%), followed by those employed part-time (21%). Another 20% of riders reported being unemployed, while 18% identified as students. Smaller shares of riders included retired individuals (11%), homemakers (3%), and those in volunteer positions (3%).

Over time, the share of full-time employed riders declined, dropping from 48% in 2018 and 44% in both 2019 and 2022 to 37% in 2025. At the same time, the share of unemployed riders increased to 20% in 2025, up from 15% in 2022 and lower levels in earlier surveys. The share of students decreased compared with earlier years, falling from 24% in 2018 and 21% in 2019 to 18% in 2025, though it remained a notable portion of the ridership. Part-time employment remained relatively stable around 19–21% across survey years, while categories such as retired riders, homemakers, and volunteers continued to represent smaller shares of riders.

Overall, the results indicated a more diverse mix of employment statuses among riders, with fewer full-time commuters and a somewhat higher share of unemployed riders in 2025.

Figure 6. Employment Status by Household Income



	Full Time	Part Time	Unemployed	Student	Retired
More than \$100,000	2%	1%	1%	6%	2%
\$75,000 to \$100,000	3%	2%	2%	4%	2%
\$50,000 to \$74,999	7%	8%	2%	9%	6%
\$35,000 to \$49,999	14%	5%	2%	11%	6%
\$25,000 to \$34,999	18%	9%	3%	11%	10%
\$20,000 to \$24,999	21%	15%	7%	14%	16%
\$15,000 to \$19,999	6%	8%	6%	6%	10%
\$10,000 to \$14,999	8%	13%	10%	10%	13%
Less than \$10,000	21%	39%	67%	28%	36%

The relationship between employment status and household income level showed clear differences in income distribution across groups, with lower-income levels most common among unemployed riders and students, while full-time and retired riders were more evenly distributed across income categories. Among unemployed riders, the majority reported lower household incomes, with 67% earning less than \$10,000, and only small shares reporting incomes above \$25,000. Similarly, students were concentrated in lower income categories, with 28% earning less than \$10,000 and another 10% earning between \$10,000 and \$14,999, reflecting limited or part-time earnings while in school. Part-time workers also showed a strong presence in lower income brackets, with 39% earning less than \$10,000 and 13% earning between \$10,000 and \$14,999. However, part-time workers were somewhat more distributed across mid-range income levels compared with unemployed riders.

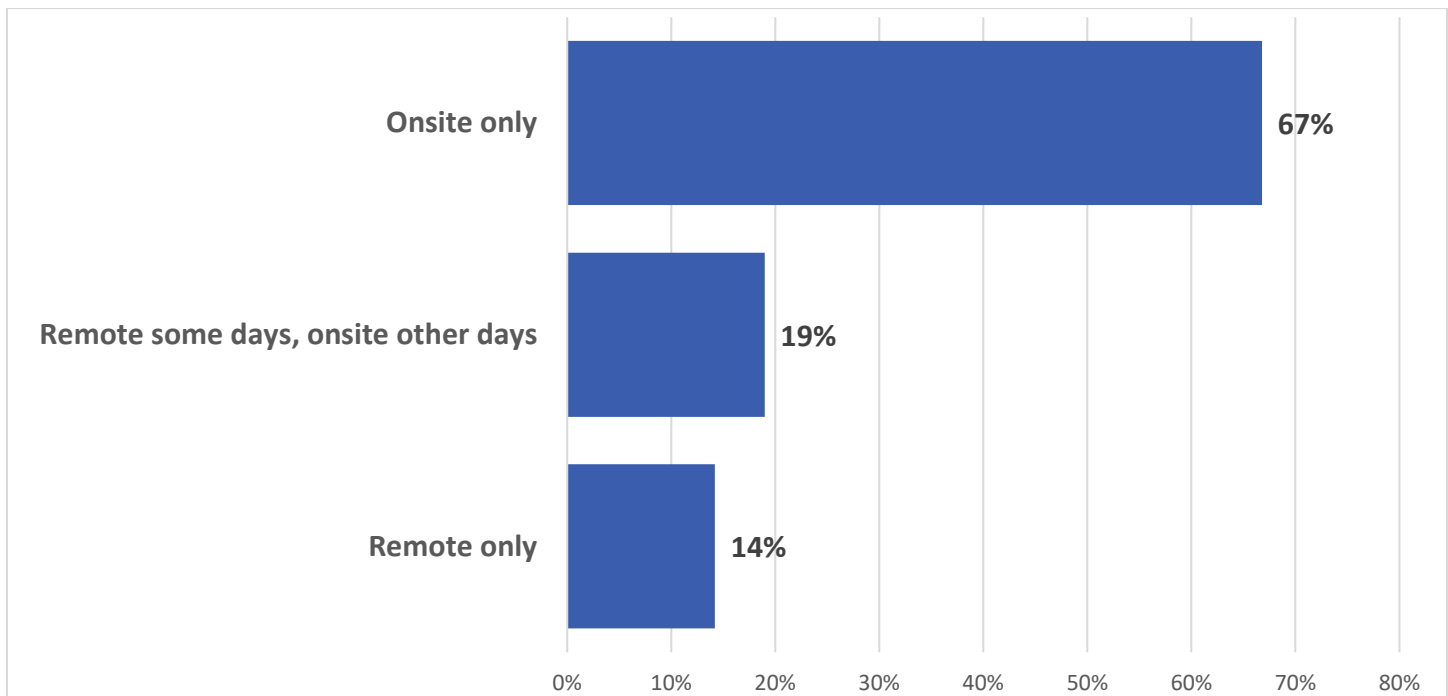
In contrast, full-time workers demonstrated a more balanced income distribution. While 21% reported incomes below \$10,000, substantial shares fell into mid-range categories, including 21% earning between \$20,000 and \$24,999, 18% earning between \$25,000 and \$34,999, and 14% earning between \$35,000 and

\$49,999. This pattern reflected greater income stability among full-time workers compared to other groups. Retired riders also showed a relatively broad distribution across income levels, with 36% earning less than \$10,000, but meaningful shares reported incomes in the \$20,000 to \$24,999 (16%) and \$25,000 to \$34,999 (10%) ranges, suggesting a mix of fixed retirement incomes.

Overall, the findings indicate that income levels are closely tied to employment status, with unemployed riders and students disproportionately represented in the lowest income categories, while full-time and retired riders show more diversified income distributions across low- and middle-income ranges

Work/School Location

Figure 7. Work and School Location

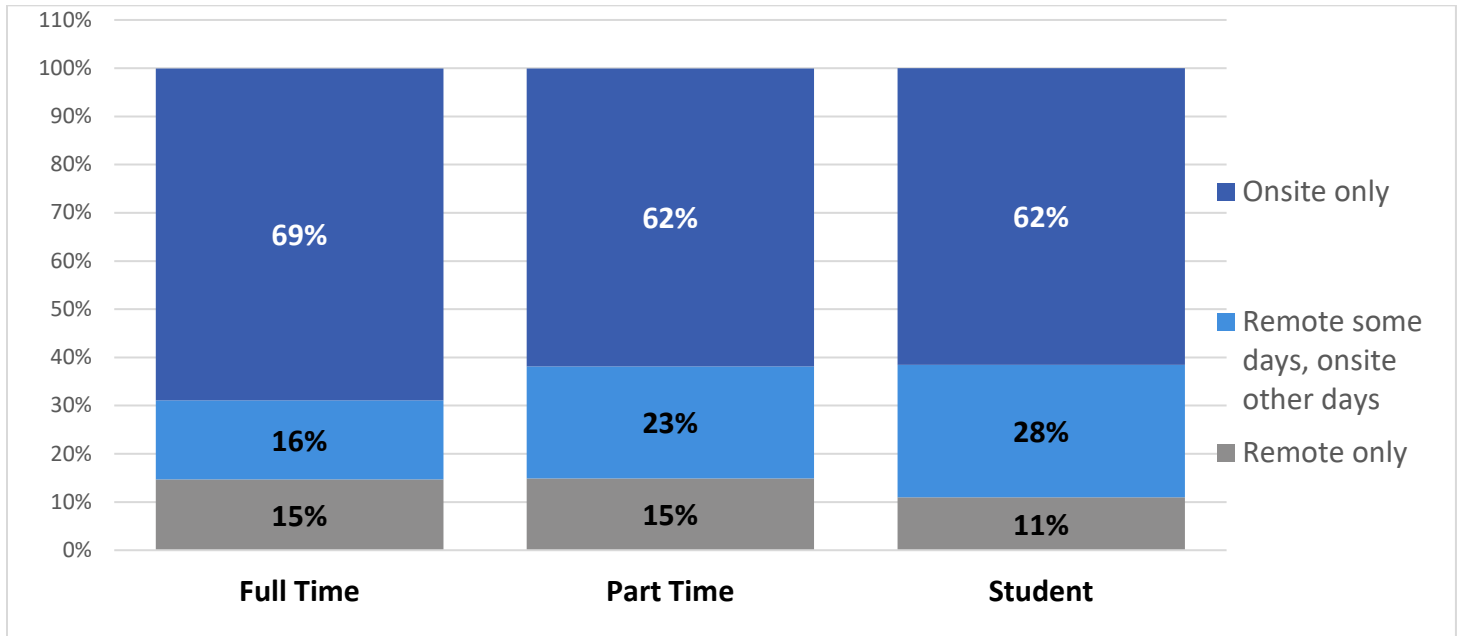


Among riders who were employed or students, the majority reported working or attending school onsite only (67%). Another 19% reported a hybrid schedule, working or attending school remotely some days and onsite other days, while 14% reported participating remotely only.

These results indicate that most riders still travel to a physical workplace or school location, reinforcing the continued importance of transit for daily commuting and school trips. At the same time, a notable portion of riders reported hybrid or fully remote arrangements, reflecting the presence of more flexible work and school patterns.

Work/ School Location by Employment Status

Figure 8. Work and School Location by Employment Status

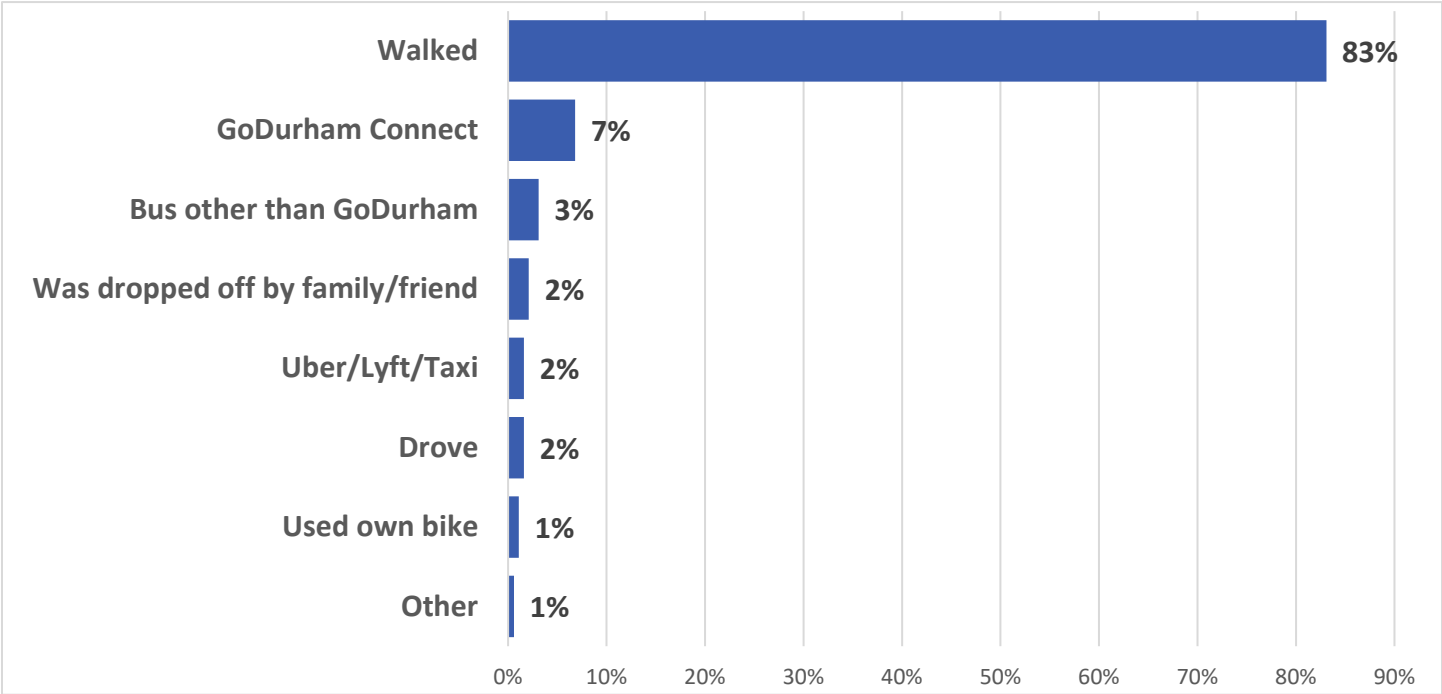


The results showed that the majority of riders who were employed or students primarily worked or attended school onsite, with smaller shares participating in hybrid or fully remote arrangements. Among full-time employees, 69% reported working onsite only, while 16% reported working remotely some days and onsite other days, and 15% reported working remotely only. This indicates that most full-time workers relied on in-person work arrangements, which likely supported consistent transit travel patterns. Similarly, among part-time employees, 62% reported working onsite only, while 23% reported a hybrid schedule, and 15% reported working remotely only. Compared with full-time workers, part-time employees were somewhat more likely to have flexible or hybrid work arrangements.

Among students, 62% reported attending school onsite only, while a larger share (28%) reported attending remotely some days and onsite other days, and 11% reported attending remotely only. This suggests that students were the most likely group to participate in hybrid schedules. Overall, the findings indicate that in-person work and school attendance remain the dominant arrangement across employment groups, though hybrid schedules—particularly among students and part-time workers—represent a meaningful share of travel patterns that may influence transit demand throughout the week.

Access Method

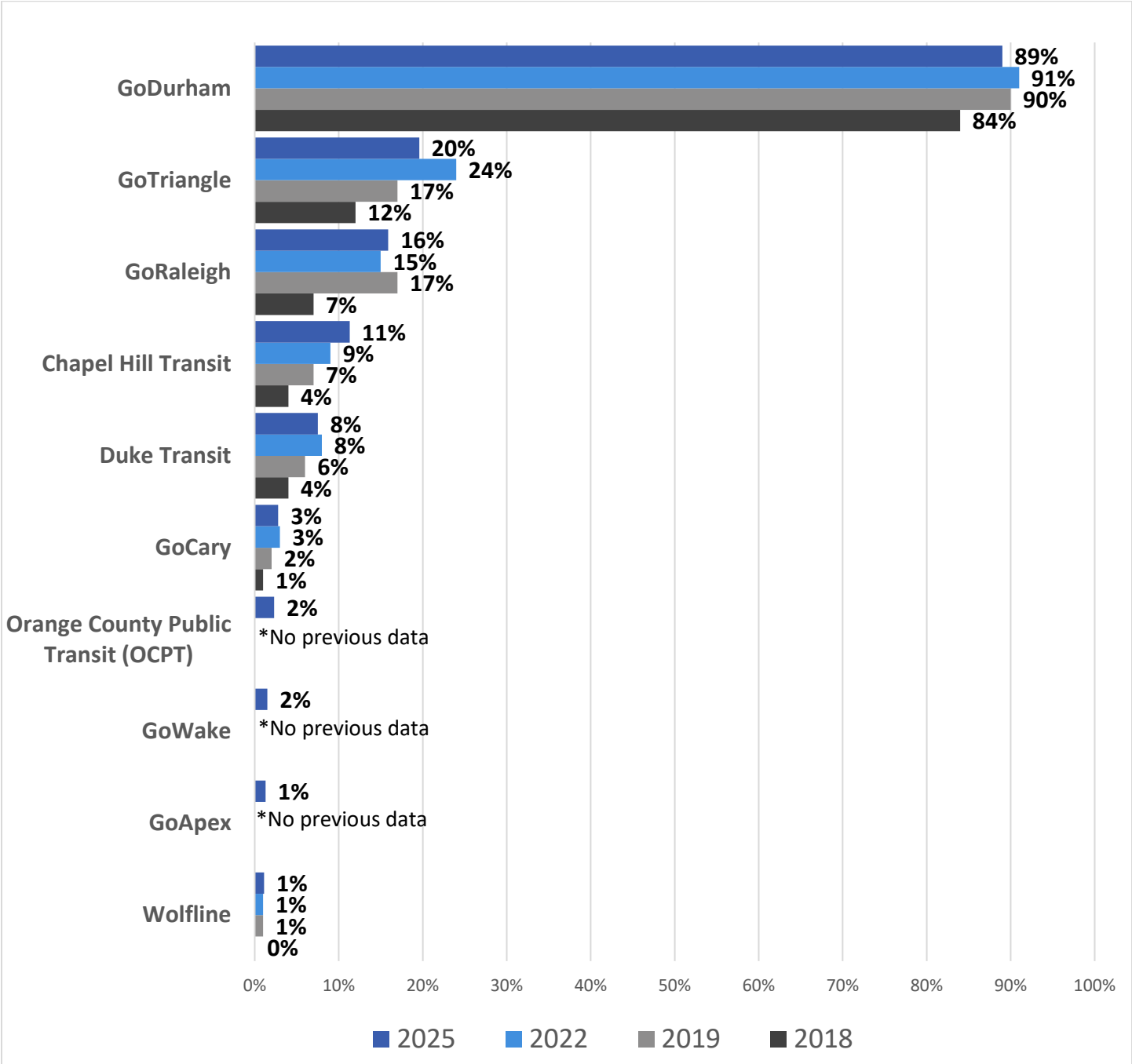
Figure 9. Access Method



Most riders got to the stop where they boarded their first GoDurham bus by walking, with 83% reporting that they walked to access the stop. A smaller share of riders used other transportation options. Seven percent used GoDurham Connect, while 3% transferred from another bus not operated by GoDurham. Very small shares reported being dropped off by a family member or friend (2%), using Uber, Lyft, or a taxi (2%), or driving themselves (2%). Only 1% of riders used their own bike, and another 1% selected another method. Overall, the findings indicated that walking was by far the primary way riders accessed bus stops, while all other access modes were used by relatively few riders.

Regional Bus System Usage

Figure 10. Regional Bus System Usage

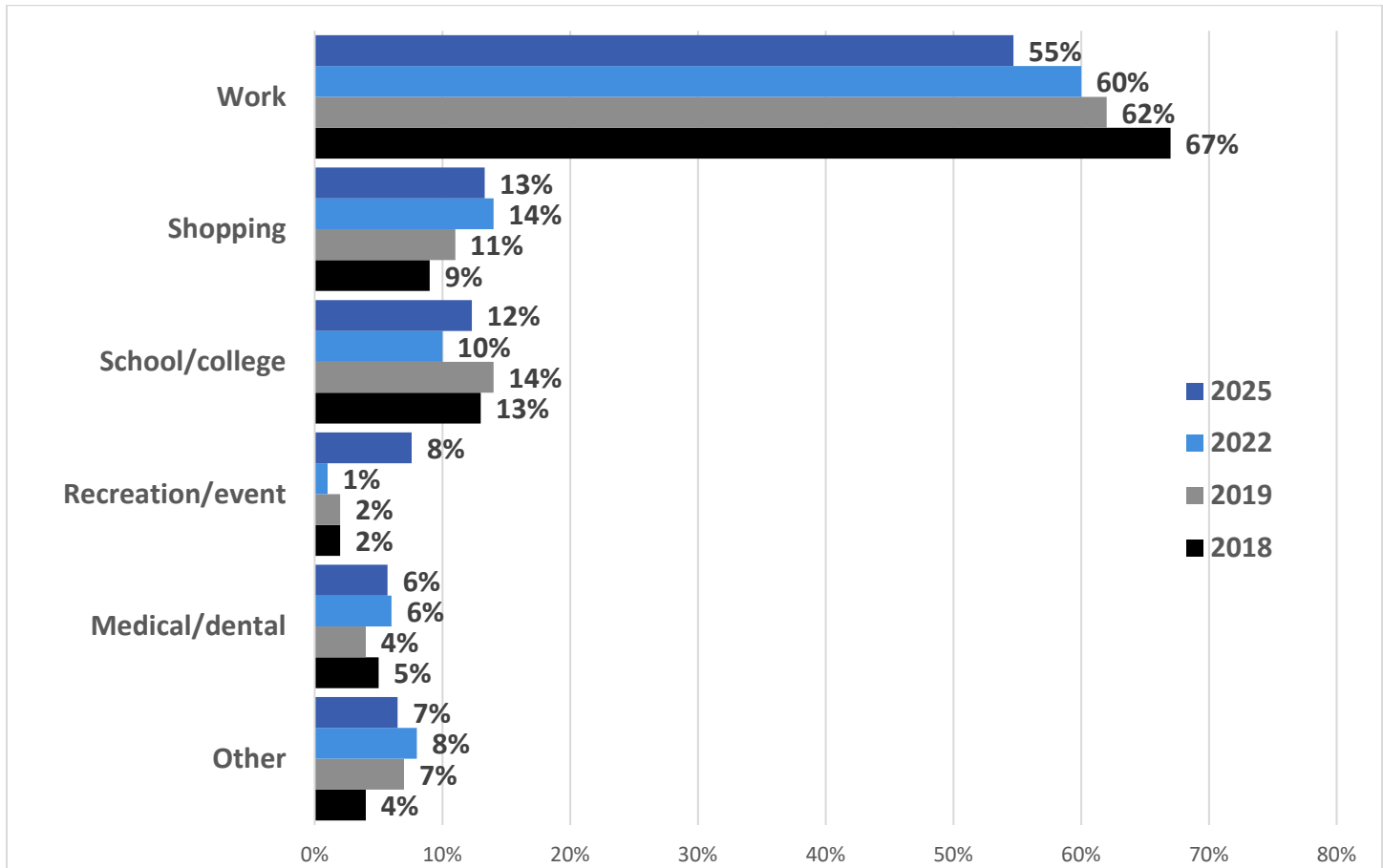


Many respondents reported using multiple transit systems across the Region. In 2025, the most commonly used systems besides GoDurham were GoTriangle (20%) and GoRaleigh (16%), followed by Chapel Hill Transit (11%). Smaller shares reported using Duke Transit (8%), GoCary (6%), OOTP (2%), and GoWake (2%), while GoApex, and Wolfline were each used by only 1% of riders.

Trend results show little fluctuation in other system usage among GoDurham riders.

Trip Purpose

Figure 11. Main Purpose of Trips

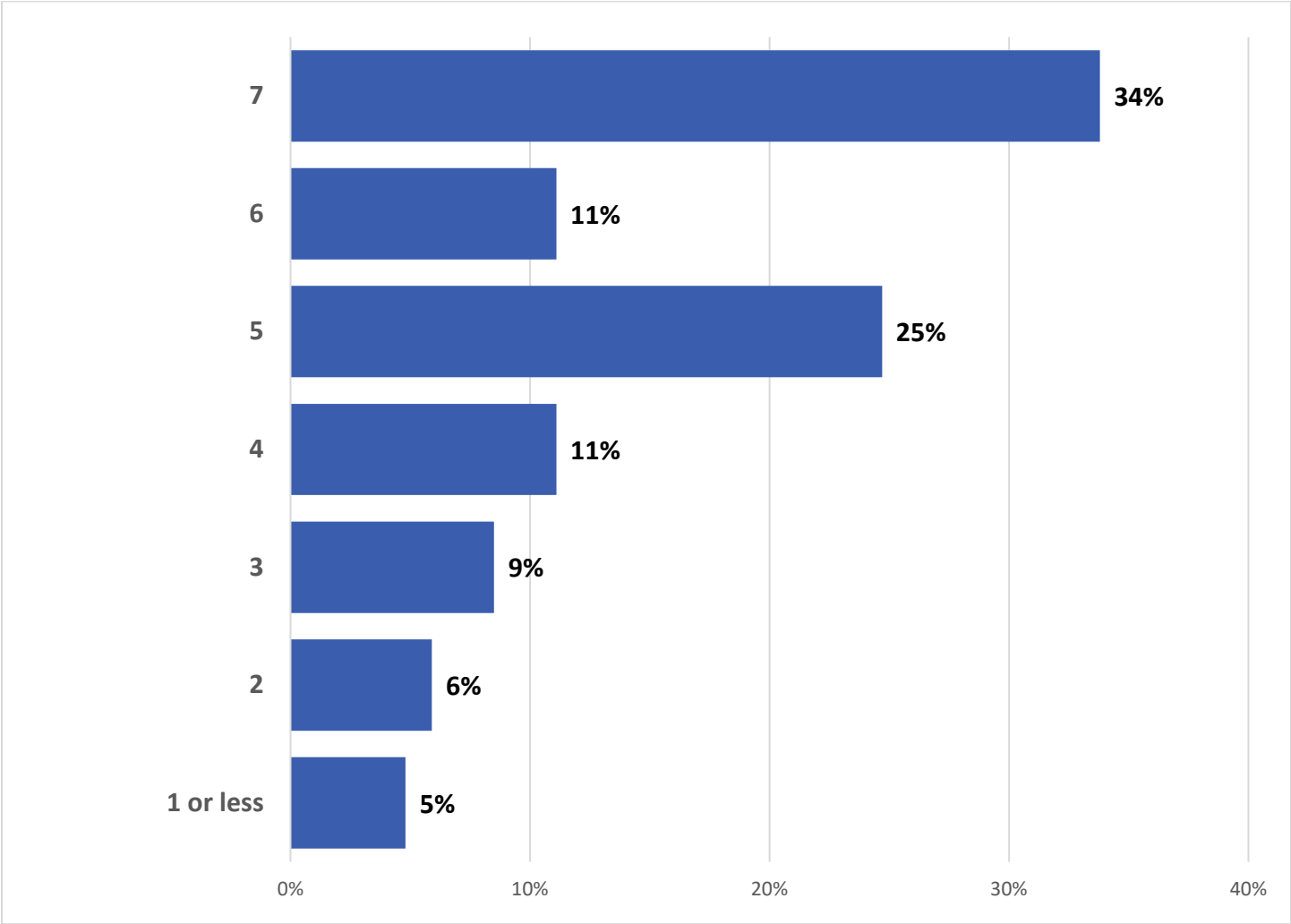


When asked, “What is ONE main purpose for which you most often used the GoDurham bus?,” the majority of riders reported using the service for work trips (55%), making it by far the most common trip purpose. Although work remained the leading reason for transit use, the share of riders traveling for work declined compared with prior years (60% in 2022, 62% in 2019, and 67% in 2018), suggesting a gradual shift toward a more diverse mix of trip purposes. The next most frequently cited purposes in 2025 were shopping (13%) and school or college (12%), indicating that the system continued to play an important role in helping riders access retail destinations and educational institutions. Shopping trips remained relatively stable across survey years, while school-related trips showed modest fluctuation but remained a consistent secondary use of the system. Smaller shares of riders reported their main trip purpose as recreation or events (8%), other purposes (7%), and medical or dental appointments (6%). Notably, trips for recreation or events increased compared with earlier years (1% in 2022 and 2% in both 2019 and 2018), suggesting growing use of transit for social and discretionary activities. Medical and other personal trips remained relatively stable over time.

Overall, the results show that commuting to work remained the primary reason riders most often used GoDurham, while a meaningful portion of riders relied on the system for errands, education, healthcare, and personal activities. These findings highlighted GoDurham’s role not only in supporting employment-related travel but also in providing essential mobility for a broad range of everyday needs.

Frequency of GoDurham Use

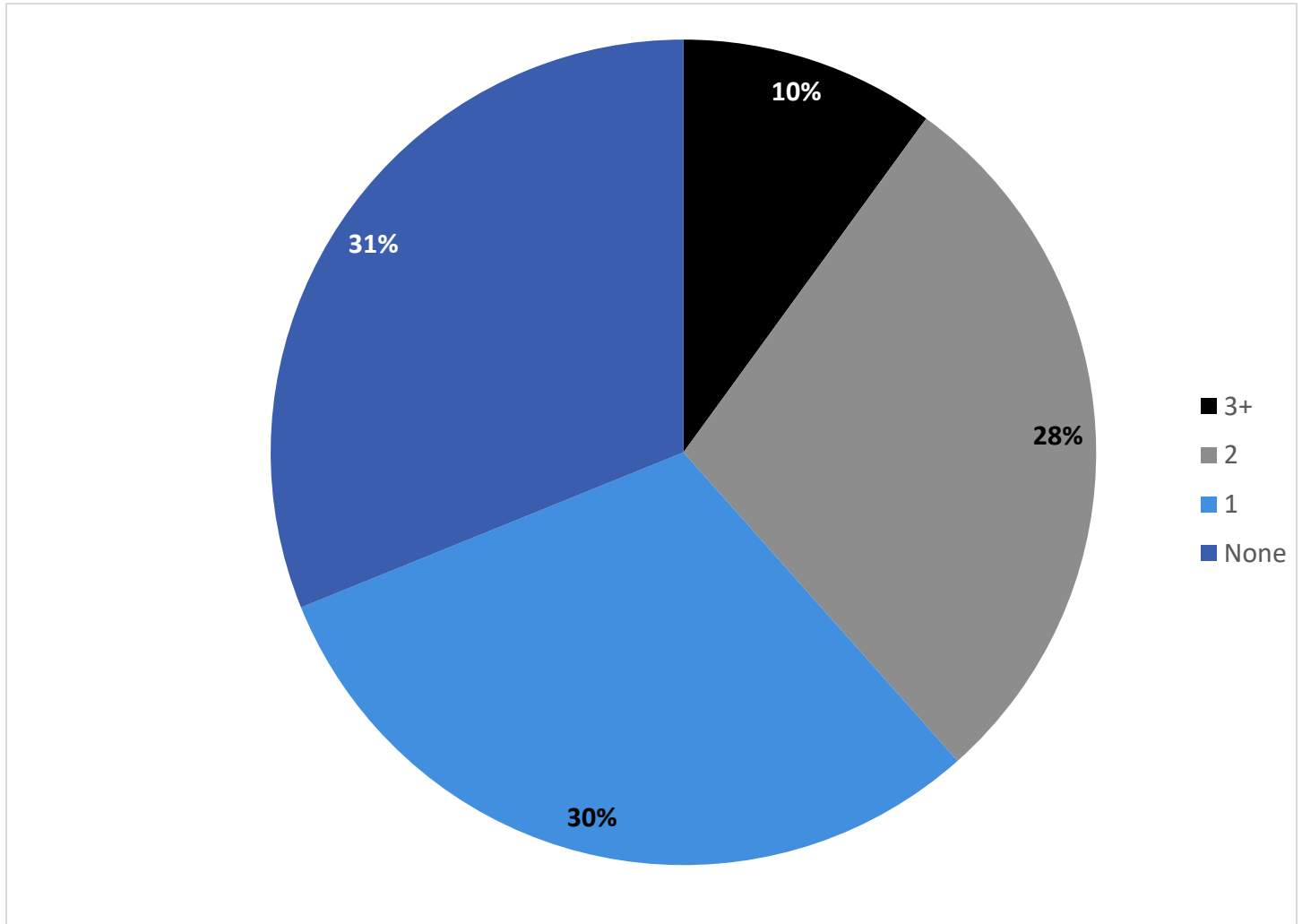
Figure 12. Frequency of GoDurham Use Trends



In 2025, riders reported using GoDurham service frequently throughout the week. The largest share of riders, 34%, reported using the service seven days per week, followed by 25% who used the bus five days per week. Additional shares reported riding six days per week (11%), four days per week (11%), and three days per week (9%). Smaller proportions of riders reported less frequent use, including 6% who rode two days per week and 5% who reported zero or one day per week. Overall, the results indicate that many riders relied on GoDurham service multiple days per week, highlighting the system’s role as a regular and essential transportation option for a substantial portion of customers.

Number of Transfers

Figure 13. Number of Transfers

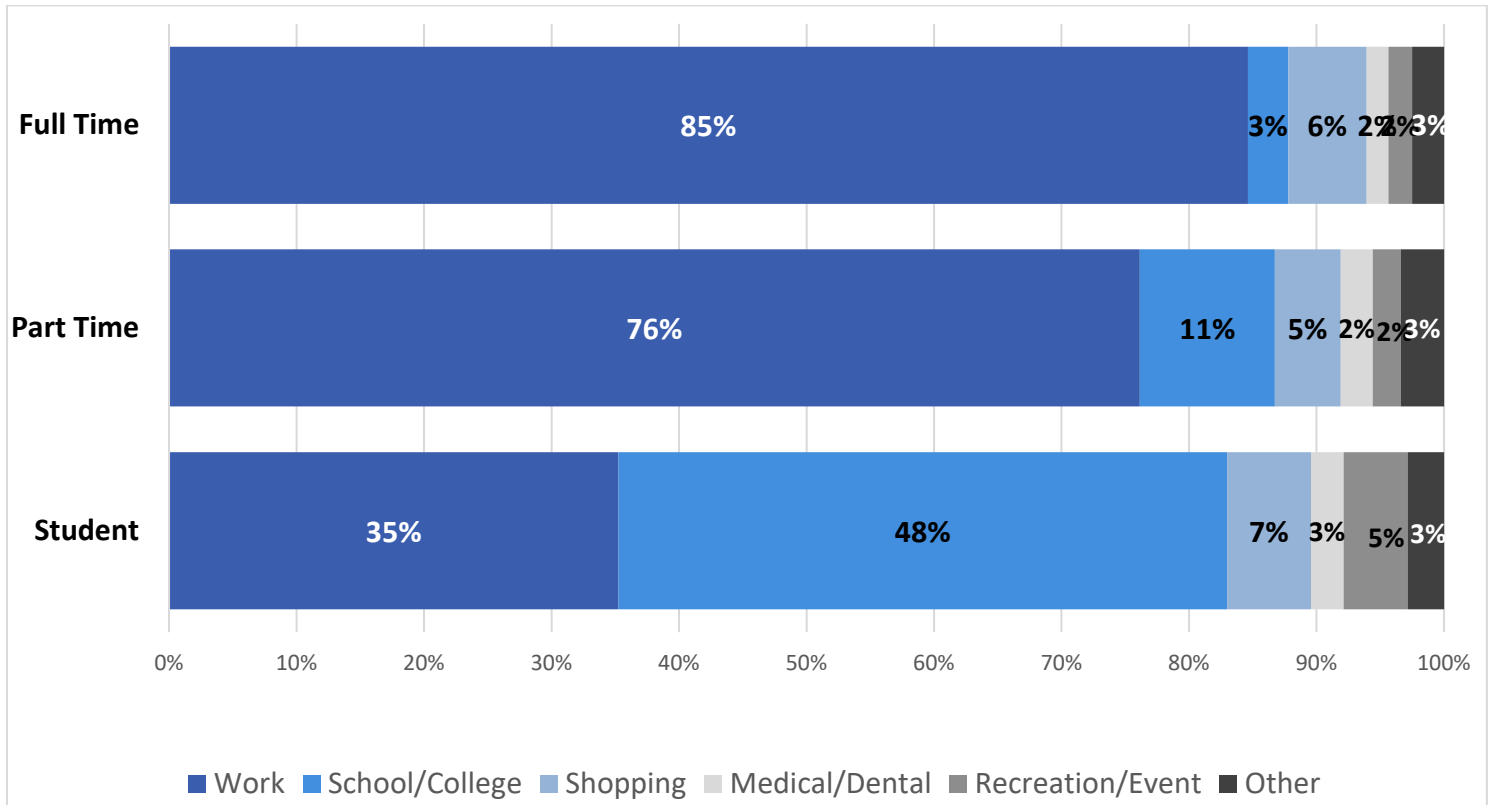


When asked, “In making this trip to where you are going right now, how many times do you have to change to another bus at any point to complete the trip, whether it is a GoDurham bus or a bus from another system?”, responses indicate that most riders were able to complete their trips with few or no transfers, though a substantial share required at least one connection. The largest share of riders, 31%, reported making their trip without transferring to another bus, indicating that many trips could be completed using a single route. A nearly equal share, 30%, reported making one transfer, suggesting that transferring between buses is a common part of the travel experience for a significant portion of riders. An additional 28% reported making two transfers, reflecting more complex travel patterns that may involve longer distances or connections between routes or systems. A smaller share of riders, 10%, reported making three or more transfers to complete their trip. While this group represented a minority of riders, it highlights that some trips require multiple connections, which can increase travel time and complexity.

Overall, the results show that most riders completed their trips with zero to two transfers, while a smaller but meaningful share relied on multiple transfers. These findings underscore the importance of efficient connections and coordinated schedules to support riders who depend on transfers to reach their destinations.

Trip Purpose by Employment Status

Figure 14. Trip Purpose by Employment Status



	Work	School/College	Shopping	Medical/Dental	Recreation/Event	Other
Full Time	85%	3%	6%	2%	2%	3%
Part Time	76%	11%	5%	2%	2%	3%
Student	35%	48%	7%	3%	5%	3%

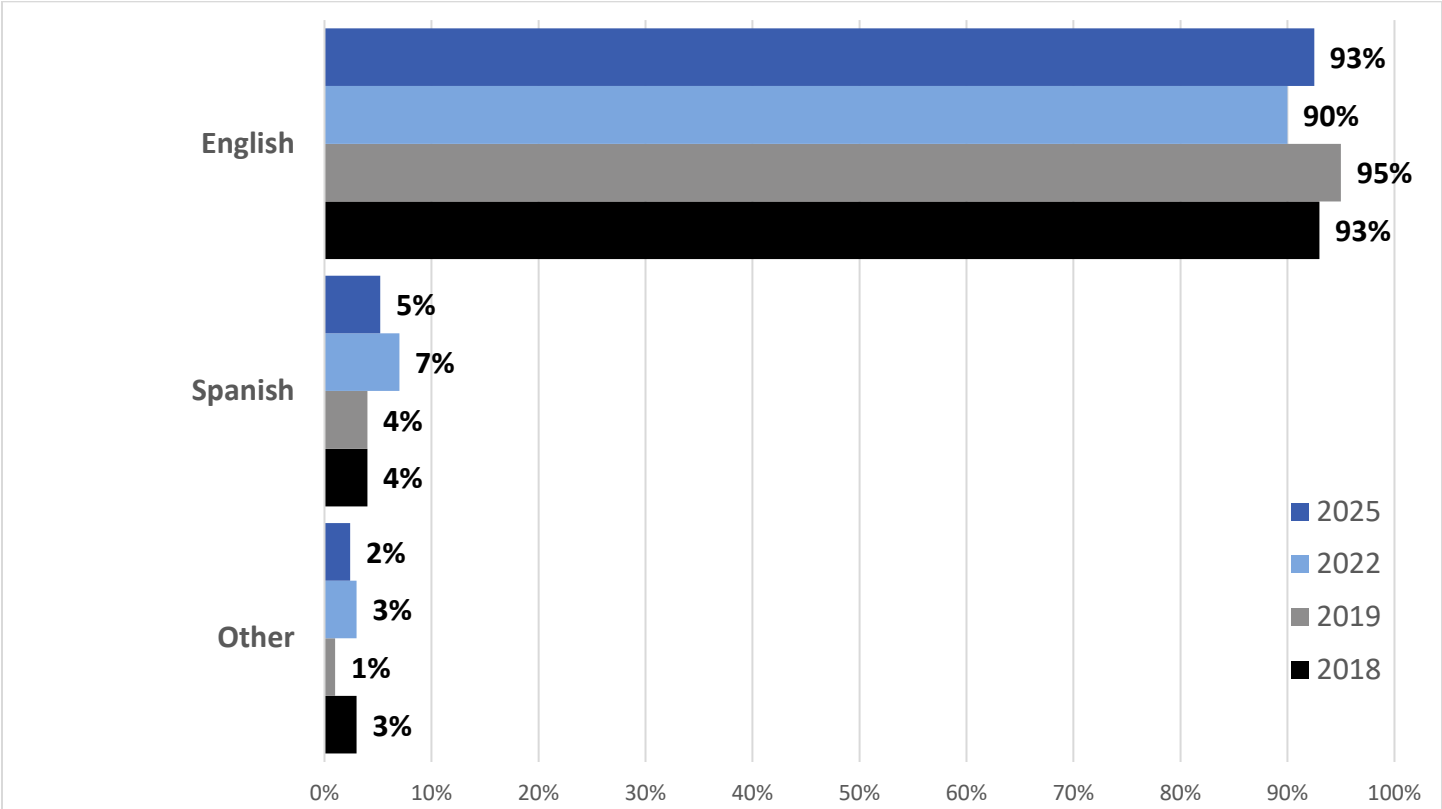
Among full-time employed riders, trips were overwhelmingly work-related, with 85% reporting commuting to work as their primary trip purpose. Only small shares reported other purposes, including shopping (6%) and school/college (3%) indicating that GoDurham primarily functions as a commuter service for this group. For part-time employed riders, work was still the primary purpose but to a lesser degree, with 76% traveling primarily for work. A slightly larger share of these riders used the service for school/college (11%), suggesting overlap between part-time employment and education.

Among students, nearly half of primary trip purposes were education related. School or college accounted for 48% of trips, while 35% reported primarily taking work trips, indicating that many student riders also commute to jobs. Other purposes such as shopping (7%), recreation/events (5%), and medical/dental (3%) represented relatively small shares.

Overall, the crosstab results show that GoDurham serves distinct travel needs across employment groups. Commuting dominates among full-time and part-time workers. Students primarily ride for education based trips, however, many use it to commute to employment as well.

Primary Language of Household

Figure 15. Primary Language of Riders



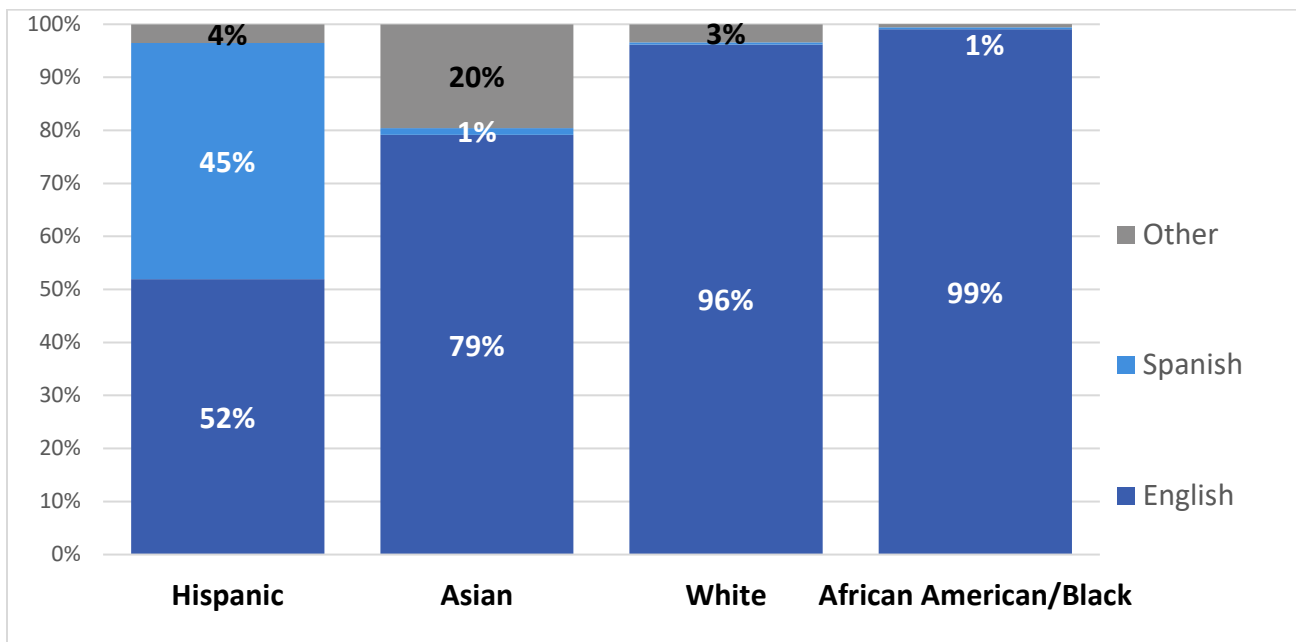
When asked, “What language do you most often speak at home?” the vast majority of GoDurham riders reported English (93%) as their primary household language. A smaller share of riders indicated Spanish (5%), while 2% reported primarily speaking another language at home. English consistently remained the dominant household language among riders across survey years, with results remaining relatively stable (93% in 2018, 95% in 2019, 90% in 2022, and 93% in 2025). The share of riders reporting Spanish as their primary language remained small but steady, ranging from 4% to 7% across survey years. Riders reporting other languages represented a very small portion of the ridership, fluctuating between 1% and 3% over time.

Overall, the results indicated that while English remained the primary language spoken at home for most riders, the system also serves a small but consistent population of Spanish-speaking and multilingual households.

Figure 16. Other Languages

<u>Language</u>	<u>% of Sample</u>	<u>% of "Other"</u>
Chinese	0.4%	32%
French	0.2%	14%
Arabic	0.2%	13%
Farsi	0.1%	9%
Swahili	0.1%	5%
Amharic	0.1%	5%
Korean	0.1%	5%
Burmese	0.1%	5%
<u>German</u>	0.1%	<u>4%</u>
Multiple languages	0.1%	9%
Total	1.40%	100%

Figure 17 Race/ Ethnicity by Primary Language

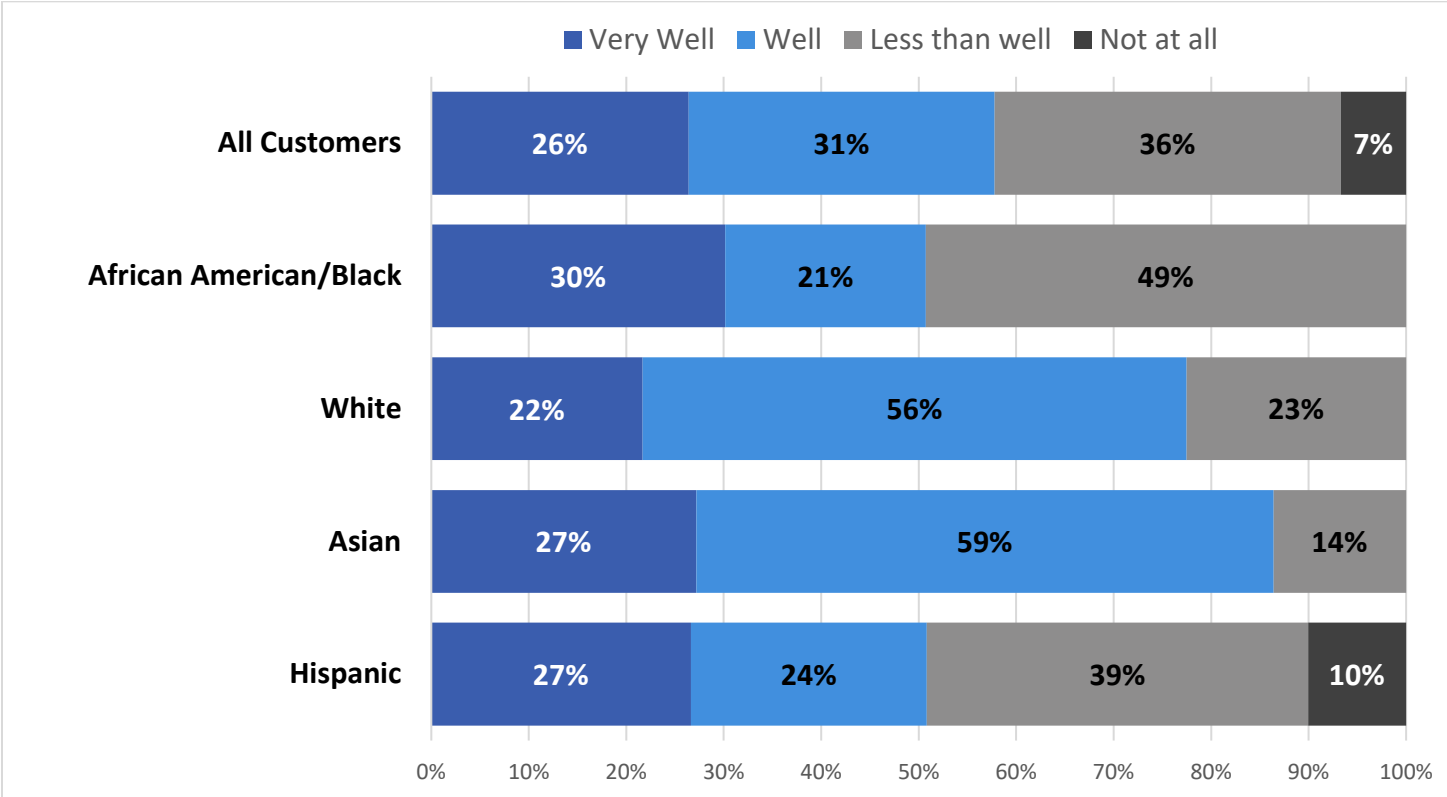


Among African American/Black respondents, 99% reported English as the language spoken at home, while 1% reported another language, indicating very limited language variation within this group. Similarly, White respondents overwhelmingly reported English (96%), with 3% reporting a language other than English or Spanish and only very small shares reporting Spanish. Language diversity was more evident among Asian respondents. While 79% reported English, a notable 20% reported speaking another language, representing the largest share of non-English languages among the racial groups shown. The greatest variation appeared among Hispanic respondents, where 52% reported English, 45% reported Spanish, and 4% reported another language, reflecting a more bilingual or multilingual population within this group.

Overall, the results show that English remained the dominant language spoken across all racial and ethnic groups, while Hispanic and Asian respondents demonstrated greater linguistic diversity, with higher shares reporting Spanish or another language spoken in their households.

English Proficiency by Race/Ethnicity

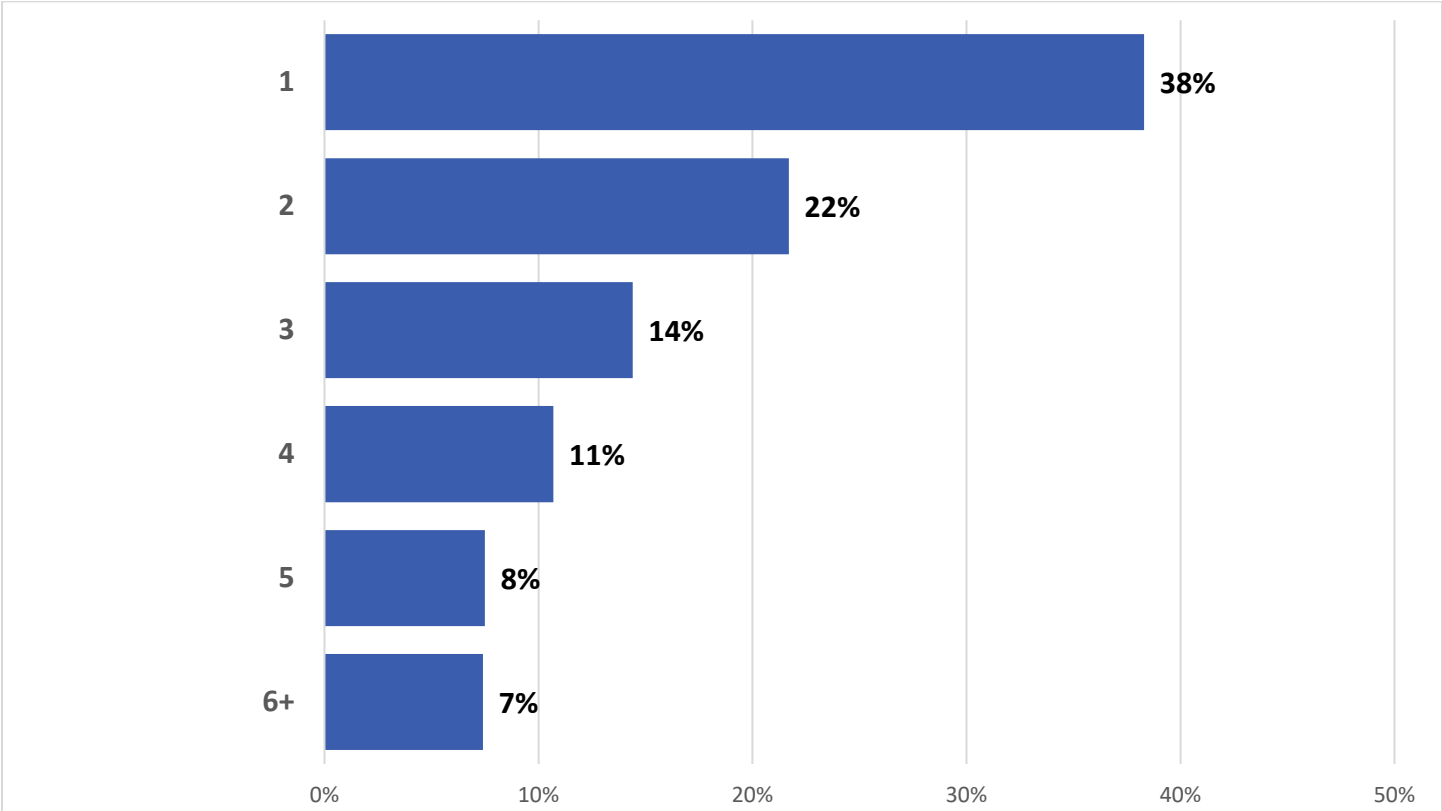
Figure 18. Race/Ethnicity by English Proficiency



The chart shows how well respondents who primarily speak a language other than English reported speaking English, broken down by race and ethnicity. Overall, responses varied across groups, though most respondents within these groups indicated that they spoke English well or very well, while a notable share reported more limited proficiency. Among all customers, 26% reported speaking English very well and 31% reported speaking it well, while 36% indicated they speak English less than well and 7% reported not speaking English at all. These results suggest that a meaningful portion of riders may benefit from language-accessible information and services.

Household Size

Figure 19. Household Size

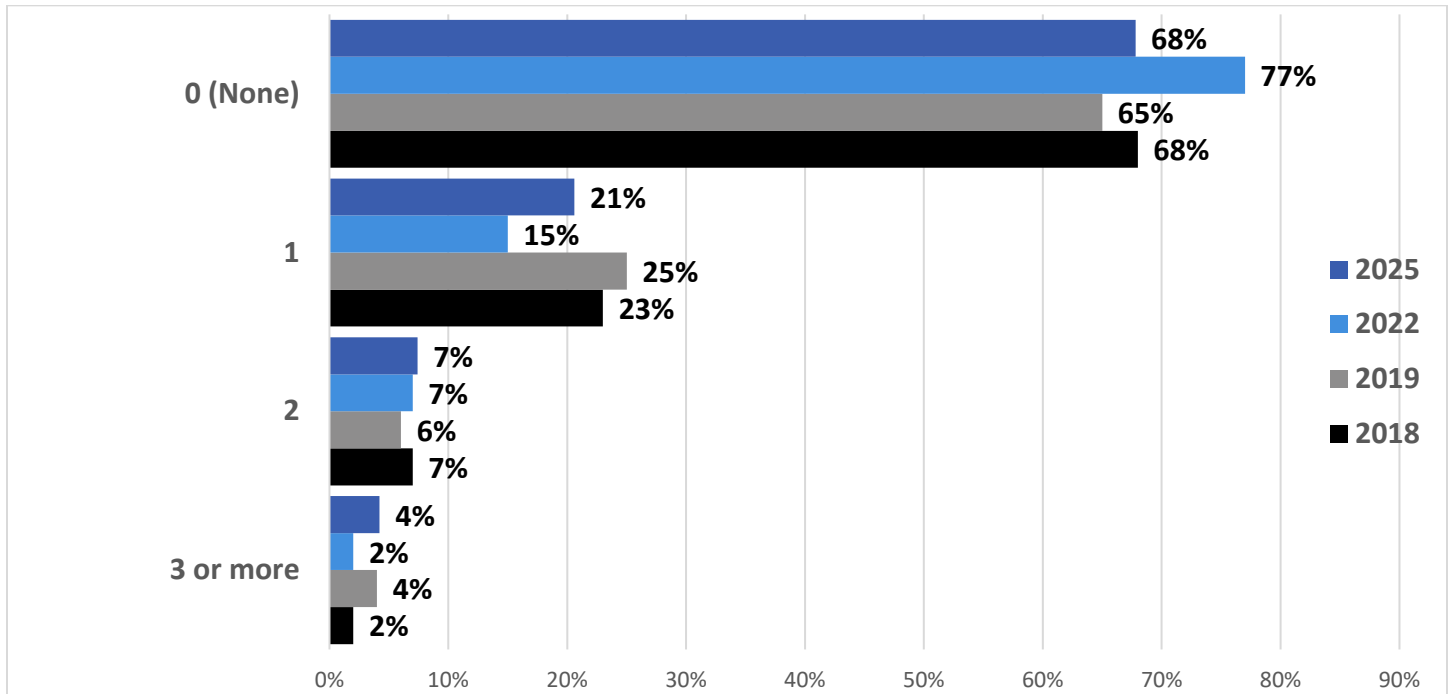


When asked, “Including you, how many people live in your household?,” the largest share of GoDurham riders reported living alone (38%). Another 22% lived in two-person households, while 14% lived in households of three people. Smaller shares of riders reported living in four-person households (11%), five-person households (8%), and households with six or more people (7%).

Overall, the results indicated that smaller households were most common among GoDurham riders, with the majority living alone or with one other person, while larger households represented a smaller portion of riders.

Household Vehicles

Figure 20. Household Vehicles



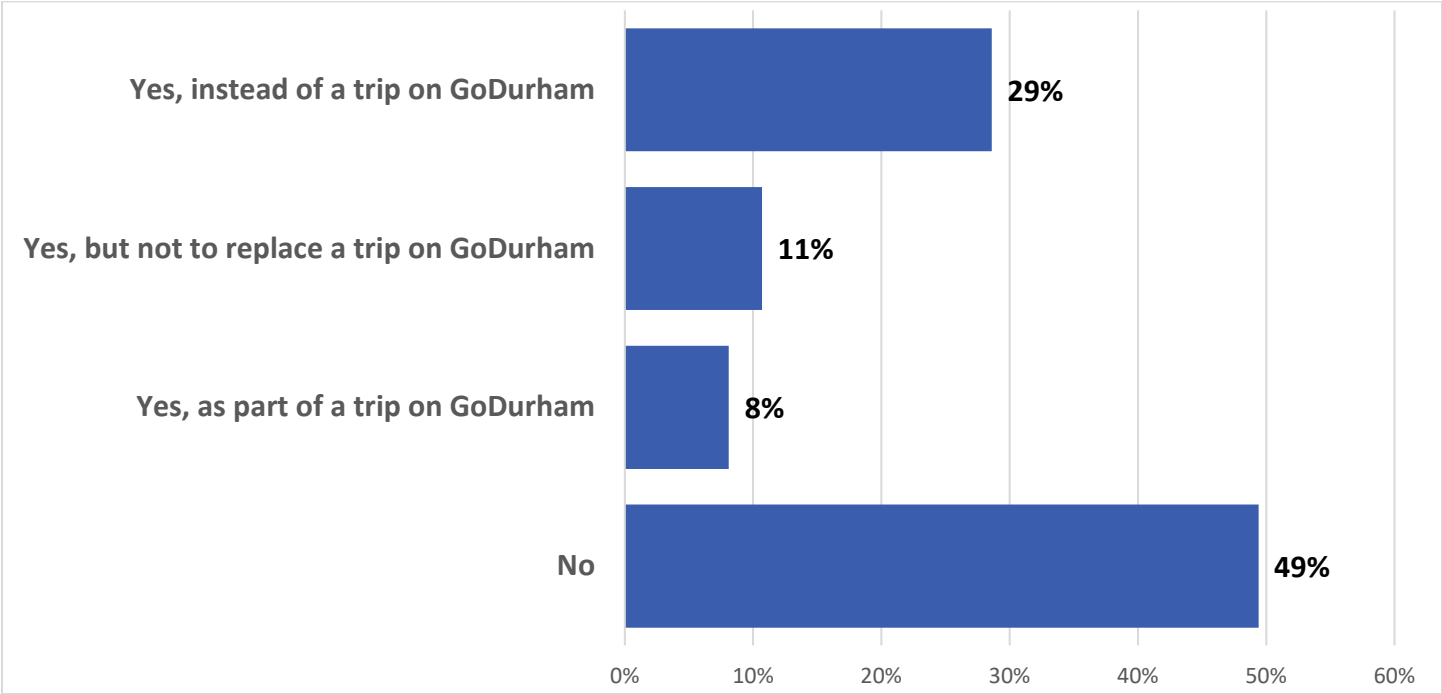
The chart shows the number of vehicles available in respondents' households across survey years. Overall, the results indicate that most riders continued to live in households without access to a vehicle, reinforcing the system's importance for individuals who rely heavily on transit for daily travel. In 2025, 68% of respondents reported having no vehicles in their household, a decrease from 77% in 2022, but consistent with levels reported in 2018 (68%) and slightly higher than 2019 (65%). While the share of zero-vehicle households declined from the peak observed in 2022, the majority of riders continued to report no vehicle access, highlighting the transit system's critical role in supporting mobility for transit-dependent populations.

Households with one vehicle represented the second-largest group. In 2025, 21% of respondents reported having one vehicle, an increase from 15% in 2022, but slightly lower than 25% in 2019 and 23% in 2018. This suggests a modest rebound in single-vehicle access following the unusually high share of zero-vehicle households observed in 2022. Access to multiple vehicles remained relatively limited. In 2025, 7.4% of respondents reported having two vehicles, consistent with prior years, while 4.2% reported having three or more vehicles, representing a slight increase compared with 2% in 2022 and similar to 4% in 2019. These findings indicate that multi-vehicle households continued to make up a small share of the rider population.

Overall, the results show that most riders remained transit-dependent, with limited access to personal vehicles, though there were modest shifts toward slightly greater vehicle availability in 2025 compared with 2022.

Uber/Lyft/Taxi Usage

Figure 21. Uber/Lyft/Taxi Usage

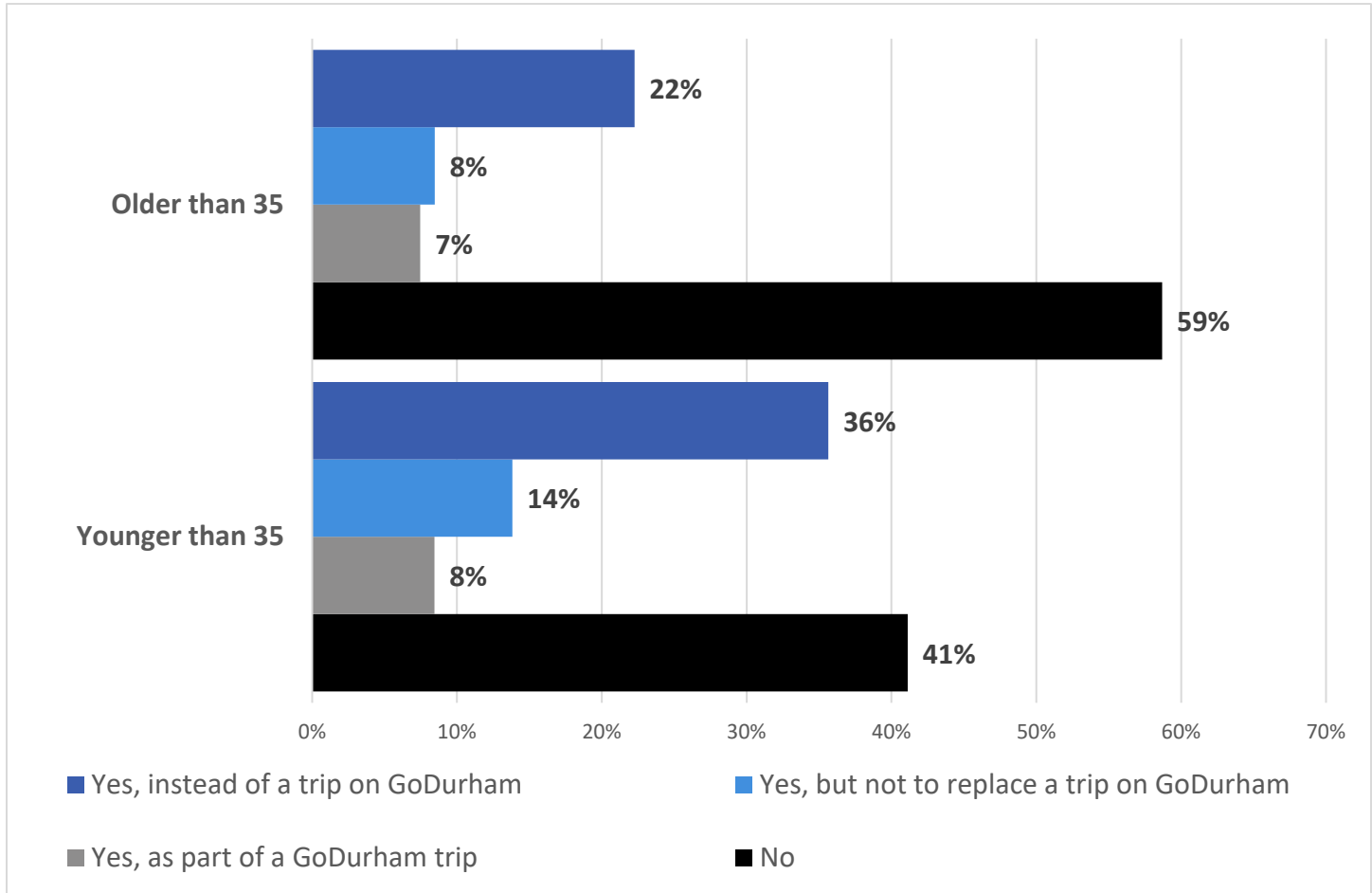


When asked, “In the past thirty days, did you use Uber/Lyft/Taxi or app-based scooters/bikes?,” about half of riders (49%) reported that they had not used these services during that time period. However, a slightly larger share—51% of riders—reported using one of these services at least once in the past month. Among those who reported using these services, 29% said they used them instead of taking a trip on GoDurham, indicating that ride-hailing or micromobility sometimes served as an alternative to transit. Another 11% reported using these services but not to replace a GoDurham trip, suggesting the trips served a different purpose. Additionally, 8% of riders reported using these services as part of a trip that also included GoDurham, reflecting multimodal travel behavior.

Overall, the results indicate that while many riders relied primarily on GoDurham for their transportation needs, a substantial portion also used ride-hailing or micromobility services either as a substitute for transit or to complement their transit trips.

Uber/Lyft/Taxi Usage by Age

Figure 22. Uber/Lyft/Taxi Usage by Age

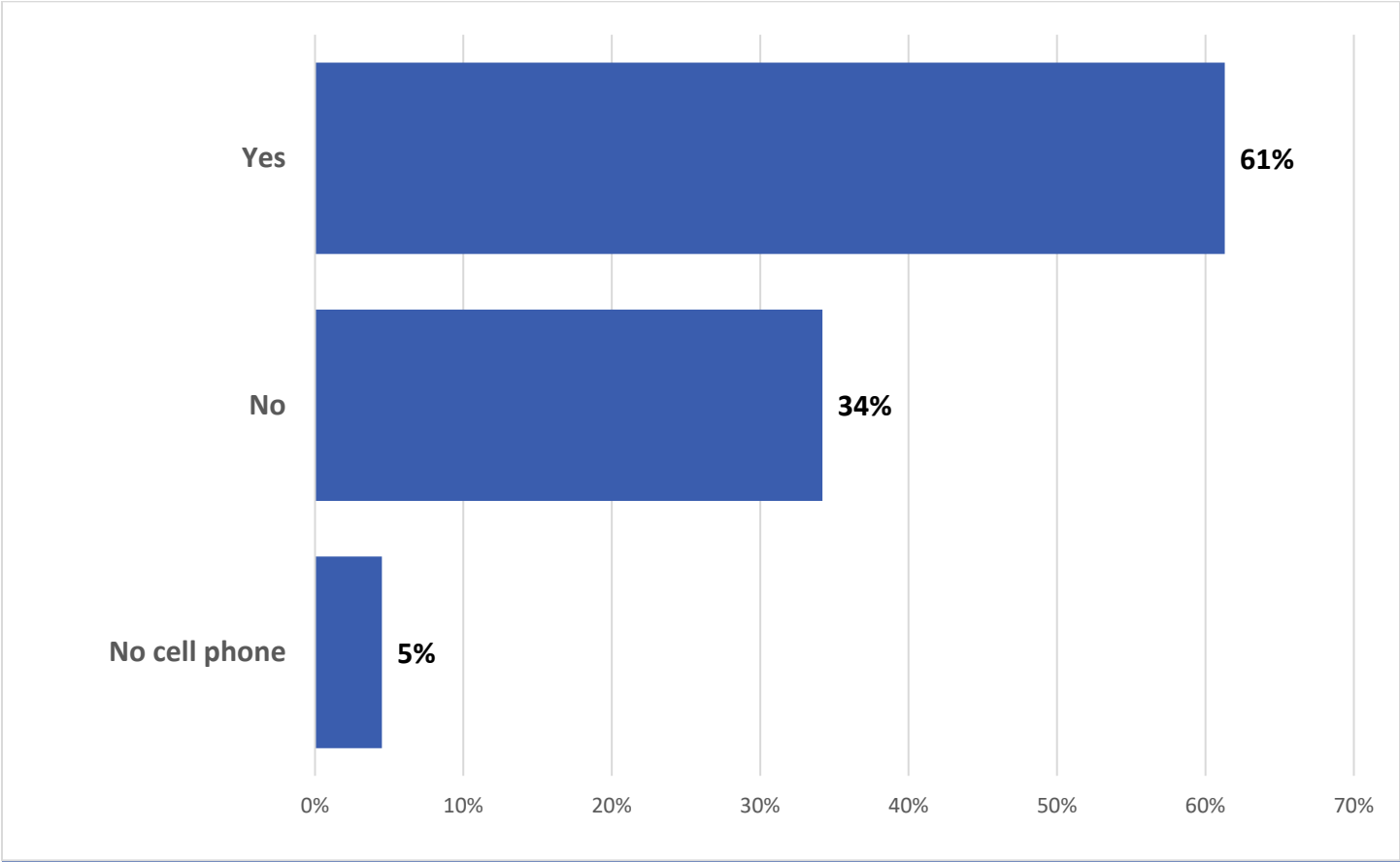


The chart shows the extent to which riders reported using other transportation services instead of, or in addition to, GoDurham, comparing riders younger than 35 with those older than 35. Overall, younger riders were more likely to report substituting another transportation option for a GoDurham trip, while older riders were more likely to report not using alternative transportation services. Among riders younger than 35, 36% reported using another transportation option instead of a GoDurham trip, indicating a relatively higher likelihood of replacing transit with other modes. An additional 14% reported using another service, but not to replace a GoDurham trip, and 8% reported using another service as part of a GoDurham trip, suggesting that younger riders were more likely to integrate or substitute other transportation options into their travel patterns. Still, 41% of younger riders reported not using other transportation services, showing that a substantial share remained fully reliant on GoDurham.

In contrast, riders older than 35 were less likely to substitute for other transportation options. Among this group, 22% reported using another service instead of a GoDurham trip, while 8% reported using another service but not to replace a trip, and 7% reported using another service as part of a GoDurham trip. A clear majority, 59%, reported not using other transportation services, indicating stronger reliance on GoDurham among older riders. Overall, the results indicate that younger riders were more likely to use alternative transportation options—particularly as substitutes for transit—while older riders were more likely to depend solely on GoDurham. This pattern suggests differences in travel flexibility and mode choice by age, with younger riders demonstrating greater willingness to shift between transportation options.

Use of Transit Apps

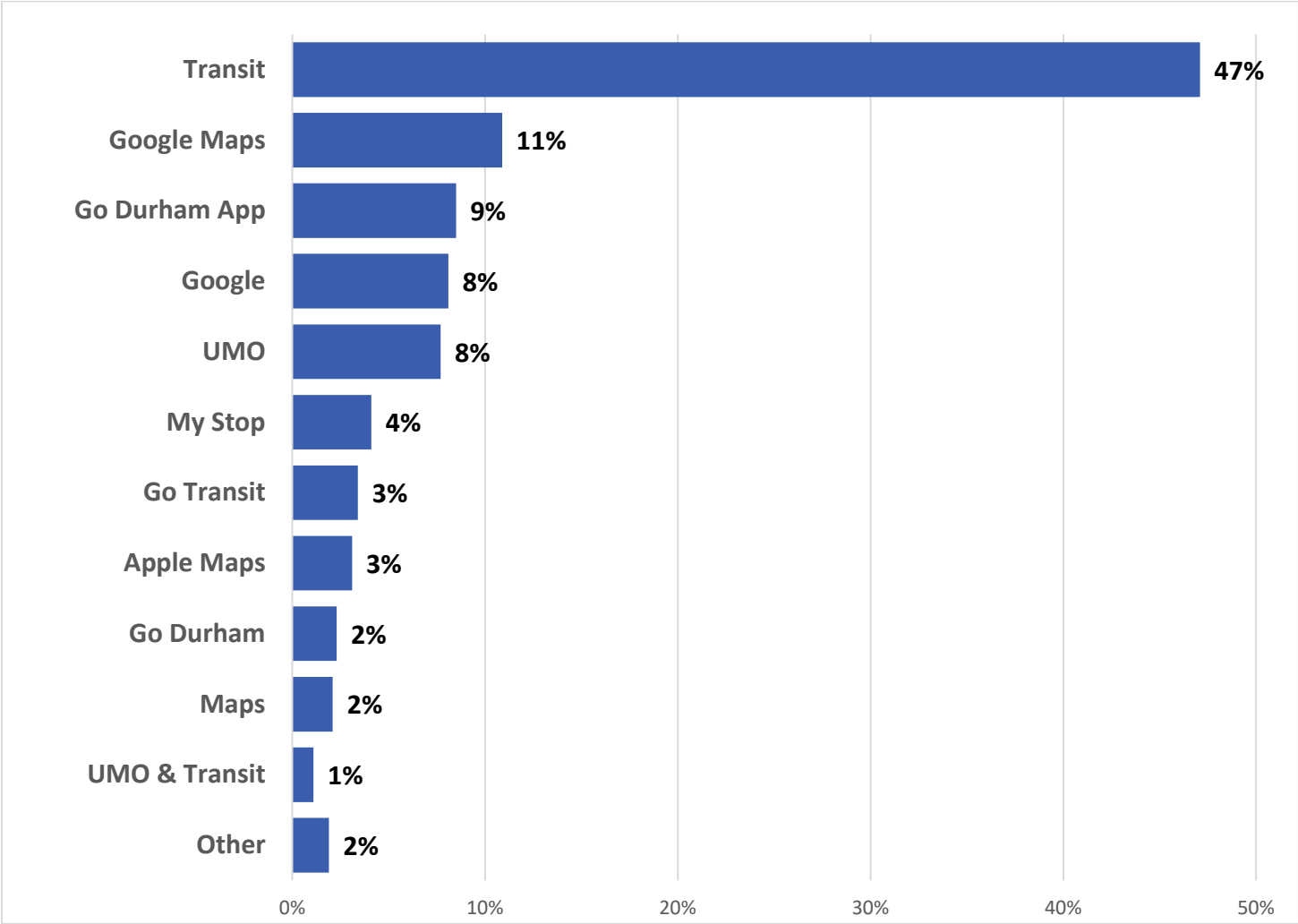
Figure 23. Use of Transit Apps



The chart shows the extent to which riders reported using a transit app. Overall, a clear majority of respondents indicated that they used a transit app, while about one-third reported not using one, and a small share reported not having a cell phone. In 2025, 61% of respondents reported using a transit app, indicating that mobile technology plays an important role in how many riders access transit information, plan trips, and manage fares. This majority usage suggests that digital tools have become a central part of the transit experience for many riders. At the same time, 34% of respondents reported not using a transit app, highlighting that a substantial portion of riders still rely on other methods, such as printed schedules, websites, customer service, or familiarity with routes and schedules. Additionally, 5% of respondents reported not having a cell phone, representing a smaller but important group that may face barriers to accessing app-based services.

Name of Transit App

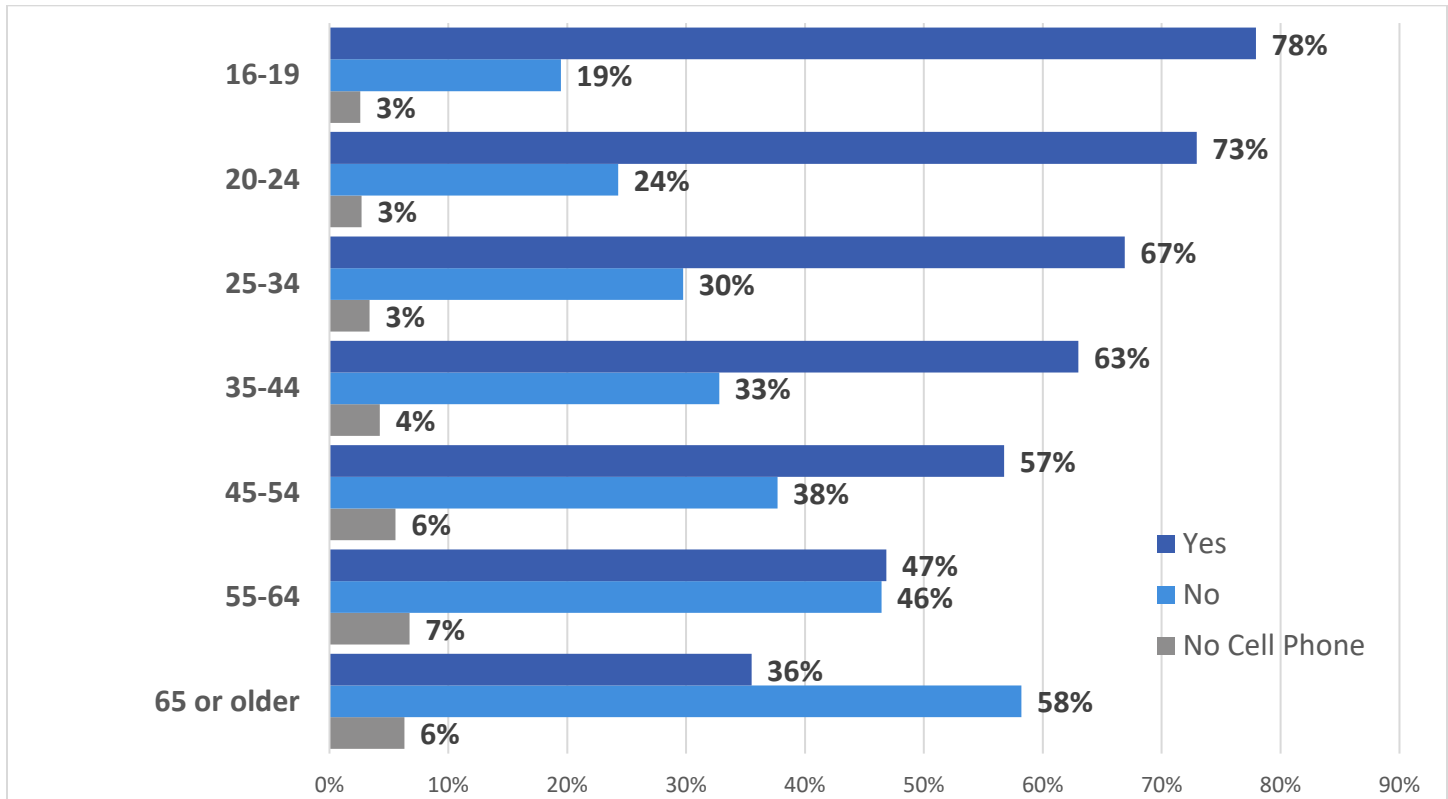
Figure 24. Transit App Usage - Description



Among the 61% of riders who reported using a transit app, the most commonly used app was the Transit App (44%), making it the dominant tool riders relied on for trip planning and real-time transit information. Other commonly mentioned apps included Google Maps (11%) and the GoDurham app (9%).

Use of Transit Apps by Age

Figure 25. Use of Transit App by Age



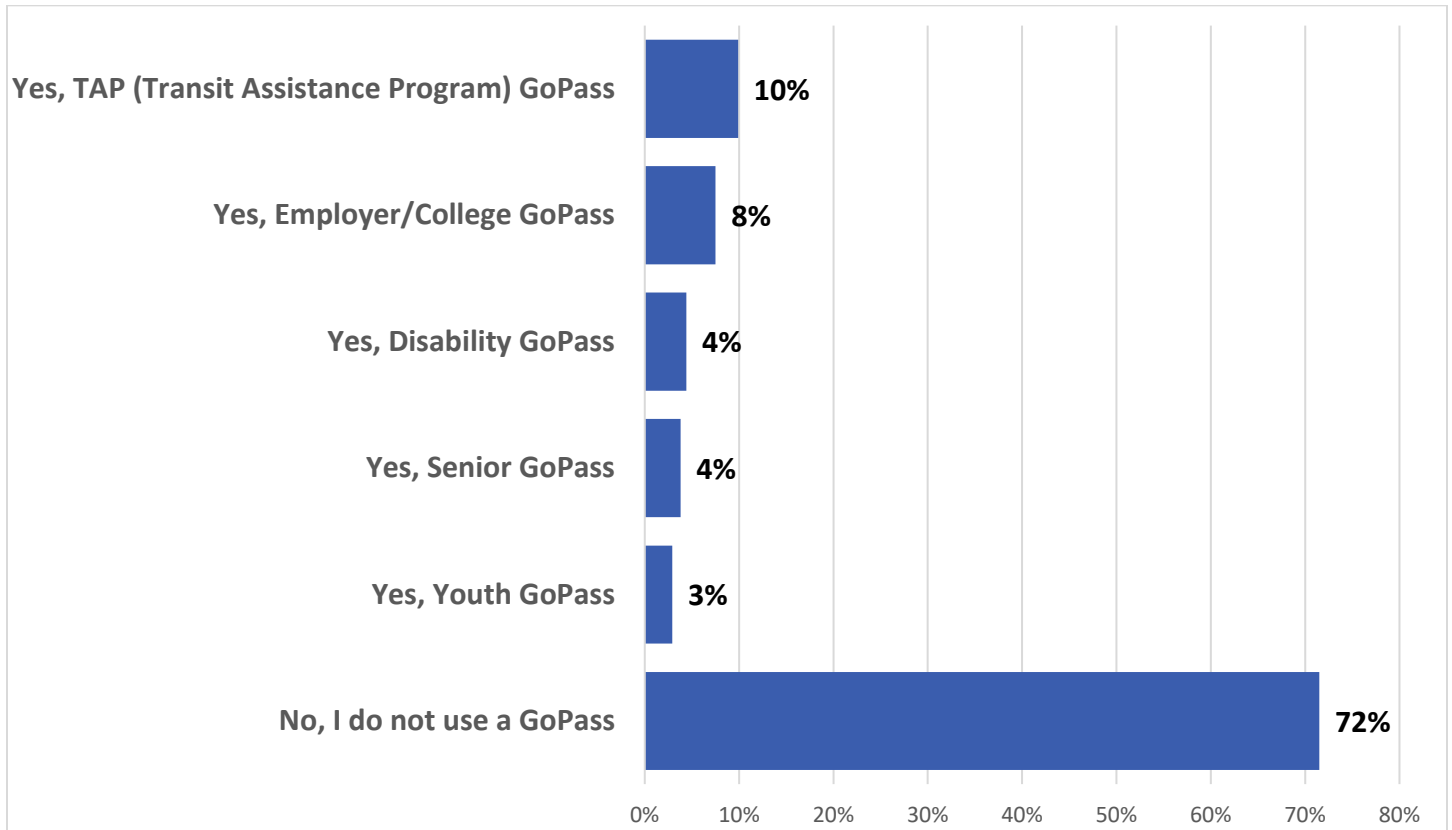
	<u>16-19</u>	<u>20-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65 or older</u>
2022	92%	94%	92%	92%	87%	87%	69%
2019	60%	64%	55%	56%	46%	44%	40%

The chart shows transit app usage by age group in 2025, with the table providing prior-year comparisons for respondents who reported using a transit app. Overall, transit app usage declined across all age groups compared with 2022, but remained higher than levels reported in 2019, indicating sustained adoption of mobile tools despite recent decreases. Younger riders continued to report the highest levels of app usage. In 2025, 78% of riders ages 16–19 and 73% of riders ages 20–24 reported using a transit app. However, both groups showed noticeable declines from 2022, when usage reached 92% and 94%, respectively. Despite these decreases, usage among these younger riders remained substantially higher than in 2019, when 60% of riders ages 16–19 and 64% of riders ages 20–24 reported using a transit app.

App usage gradually declined with age, a pattern consistent across survey years. Among riders ages 25–34, 67% reported using a transit app in 2025, down from 92% in 2022, but still higher than the 55% reported in 2019. Similarly, among riders ages 35–44, 63% reported using a transit app in 2025, compared with 92% in 2022 and 56% in 2019. These results suggest that while app usage remains common among working-age adults, adoption peaked in 2022 and has since moderated. Older riders continued to report lower levels of app usage, though gains over time remained evident. In 2025, 57% of riders ages 45–54 reported using a transit app, compared with 87% in 2022 and 46% in 2019. Among riders ages 55–64, 47% reported using a transit app in 2025, down from 87% in 2022 but slightly higher than 44% in 2019. The largest gap persisted among the oldest riders, with 36% of riders ages 65 or older reporting app usage in 2025, compared with 69% in 2022 and 40% in 2019.

Fare Discounts

Figure 26. Fare Discounts



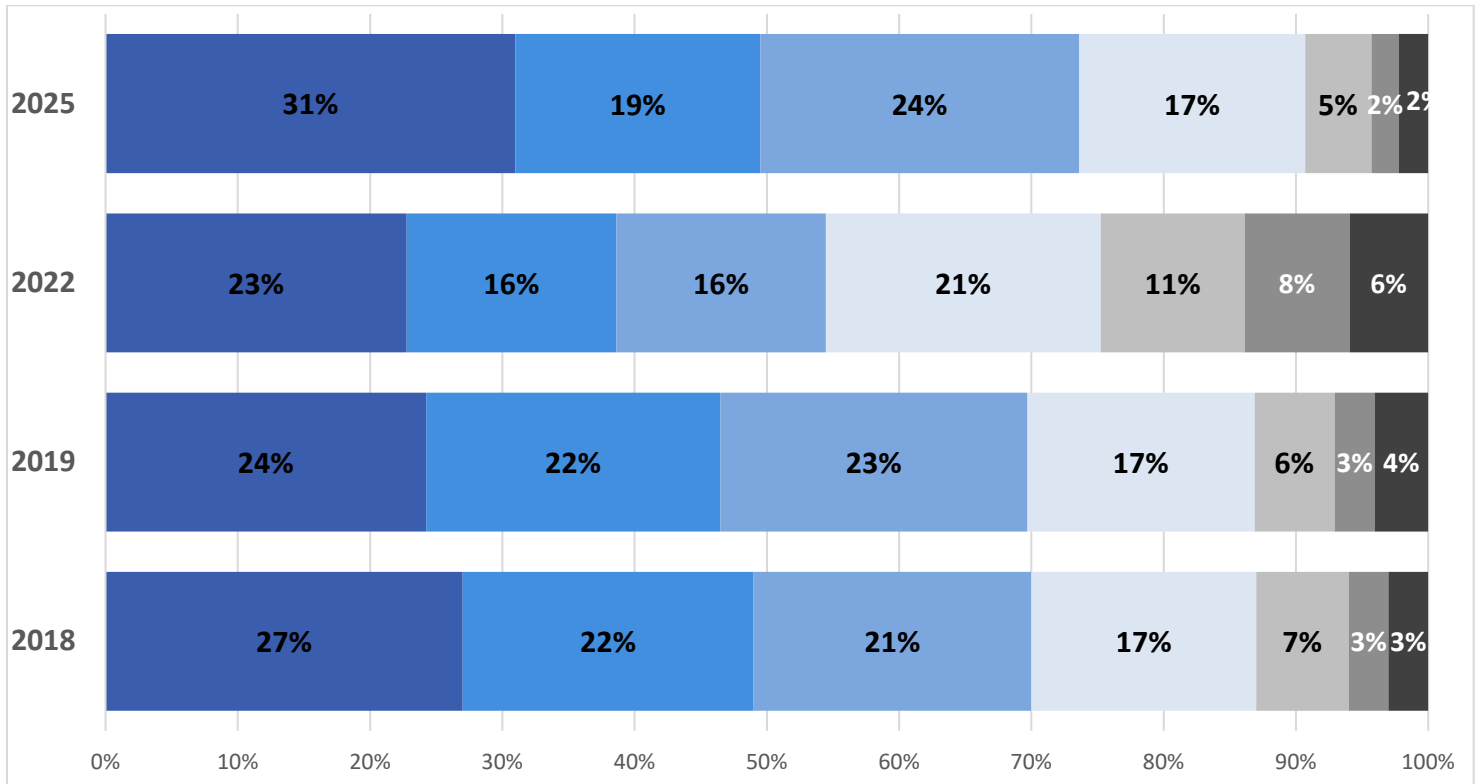
When asked, “Do you receive a free or reduced fare with one of the following GoPass programs?,” the majority of riders (72%) reported that they did not use a GoPass program. This indicates that most riders were likely paying regular fares or using other payment methods rather than participating in one of the available reduced-fare or institutional pass programs. Among riders who did participate in a GoPass program, the most commonly reported program was the TAP (Transit Assistance Program) GoPass (10%), which provided reduced fares for qualifying riders. The Employer/College GoPass was the next most frequently used program at 8%, reflecting riders who received transit benefits through their workplace or educational institution. Smaller shares of riders reported using specialized programs designed for specific populations, including the Disability GoPass (4%), Senior GoPass (4%), and Youth GoPass (3%).

Overall, the results suggested that while GoPass programs served a meaningful portion of riders—particularly those receiving transit assistance or institutional benefits—the majority of riders were not currently enrolled in one of these programs, indicating potential opportunities for increased awareness or participation.

Customer Satisfaction

Overall Satisfaction

Figure 27. Overall Satisfaction



	<u>Excellent</u>	<u>Very good</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very poor</u>	<u>Extremely poor</u>
2025	31%	19%	24%	17%	5%	2%	2%
2022	23%	16%	16%	21%	11%	8%	6%
2019	24%	22%	23%	17%	6%	3%	4%
2018	27%	22%	21%	17%	7%	3%	3%

In 2025, riders rated the overall quality of GoDurham service positively, with a majority providing favorable ratings. Thirty-one percent of riders rated the service as Excellent, 19% as Very good, and 24% as Good, meaning 74% of riders rated the service positively overall. Another 17% rated the service as Neutral, while relatively small shares rated the service negatively, including 5% Poor, 2% Very poor, and 2% Extremely poor.

Rider perceptions of GoDurham's overall service quality showed notable improvement in 2025 compared with previous survey years. The share of riders rating service Excellent increased to 31% in 2025, up from 23% in 2022, 24% in 2019, and 27% in 2018, representing the highest Excellent rating across the survey years shown. Ratings of Very good declined slightly to 19% in 2025, compared with 22% in both 2018 and 2019 and 16% in 2022, while Good ratings increased to 24%, up from 16% in 2022 and slightly higher than 23% in 2019 and 21% in 2018. This suggests that more riders in 2025 selected the highest rating category (Excellent) or rated service favorably overall. At the same time, negative ratings declined considerably compared with 2022. In 2025, only 9% of riders rated the service as Poor or worse, compared with 25% in 2022, 13% in 2019, and 13% in 2018. The share of riders giving the most severe ratings (Very poor or Extremely poor) was also lower in 2025 than in previous years.

Overall, the trend results indicate that overall rider perceptions of GoDurham service quality improved substantially in 2025, with higher Excellent ratings, stronger overall positive sentiment, and significantly fewer negative evaluations compared with the previous survey cycle.

Satisfaction with GoDurham service “Excellent” Ratings

Across service components, riders gave the highest Excellent rating to the cost of bus fare (50%), making it the strongest-performing attribute by a wide margin. Courtesy and helpfulness of bus operators (33%) and hours of operation on weekdays (31%) also received relatively high Excellent ratings, indicating positive perceptions of both customer service and weekday service availability. Other communication and service-hour elements—including the usefulness of information from 919-485-RIDE telephone operators (30%), hours of operation on Saturdays (30%), and usefulness of printed information such as schedules or brochures (29%)—were also rated favorably by many riders.

Several operational service factors received Excellent ratings in the upper-20 percent range, including frequency of service on weekdays (29%), ease of transfer among GoDurham routes (29%), and quality of WiFi service on buses (29%). Ratings were slightly lower but still similar for frequency of service on Saturdays (28%), ease of transferring between GoDurham and other transit systems (28%), and service to all locations riders wanted to go (28%). Frequency of service on Sundays received a somewhat lower Excellent rating (26%), suggesting comparatively less strong perceptions of Sunday service frequency.

The lowest Excellent ratings among the attributes shown were related to trip reliability, travel time, safety, and cleanliness, though these results still reflected moderate positive sentiment overall. Total travel time for usual trips, hours of operation on Sundays, buses running on time, and personal safety from other passengers on buses each received Excellent ratings of 25%. Cleanliness of bus shelters and transit centers (22%) and cleanliness of bus interiors (21%) received the lowest Excellent ratings, indicating potential opportunities for service improvement in facility and vehicle cleanliness.

Figure 28. Hours and Frequency of Saturday and Sunday Service

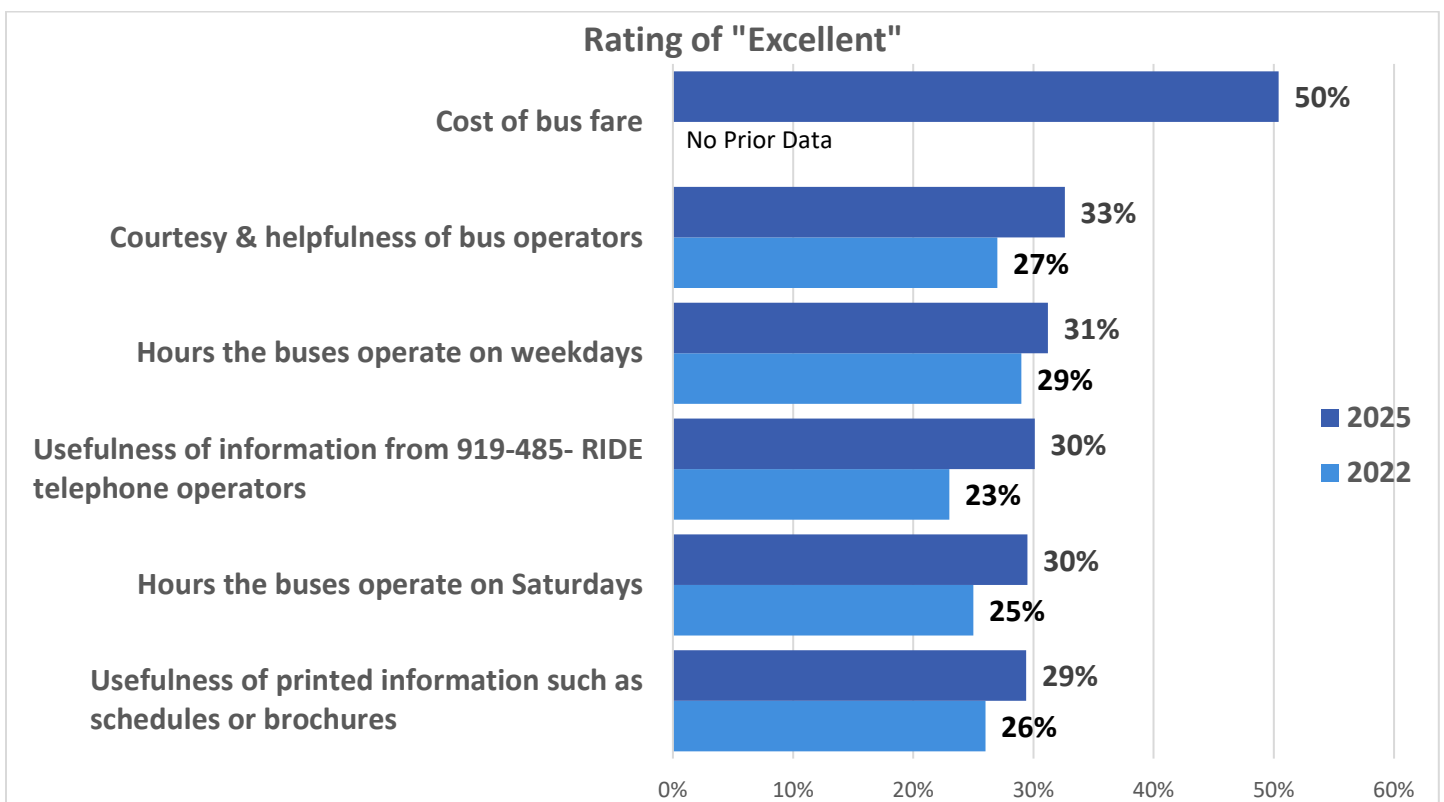


Figure 29. Customer Experience and Passenger Amenities

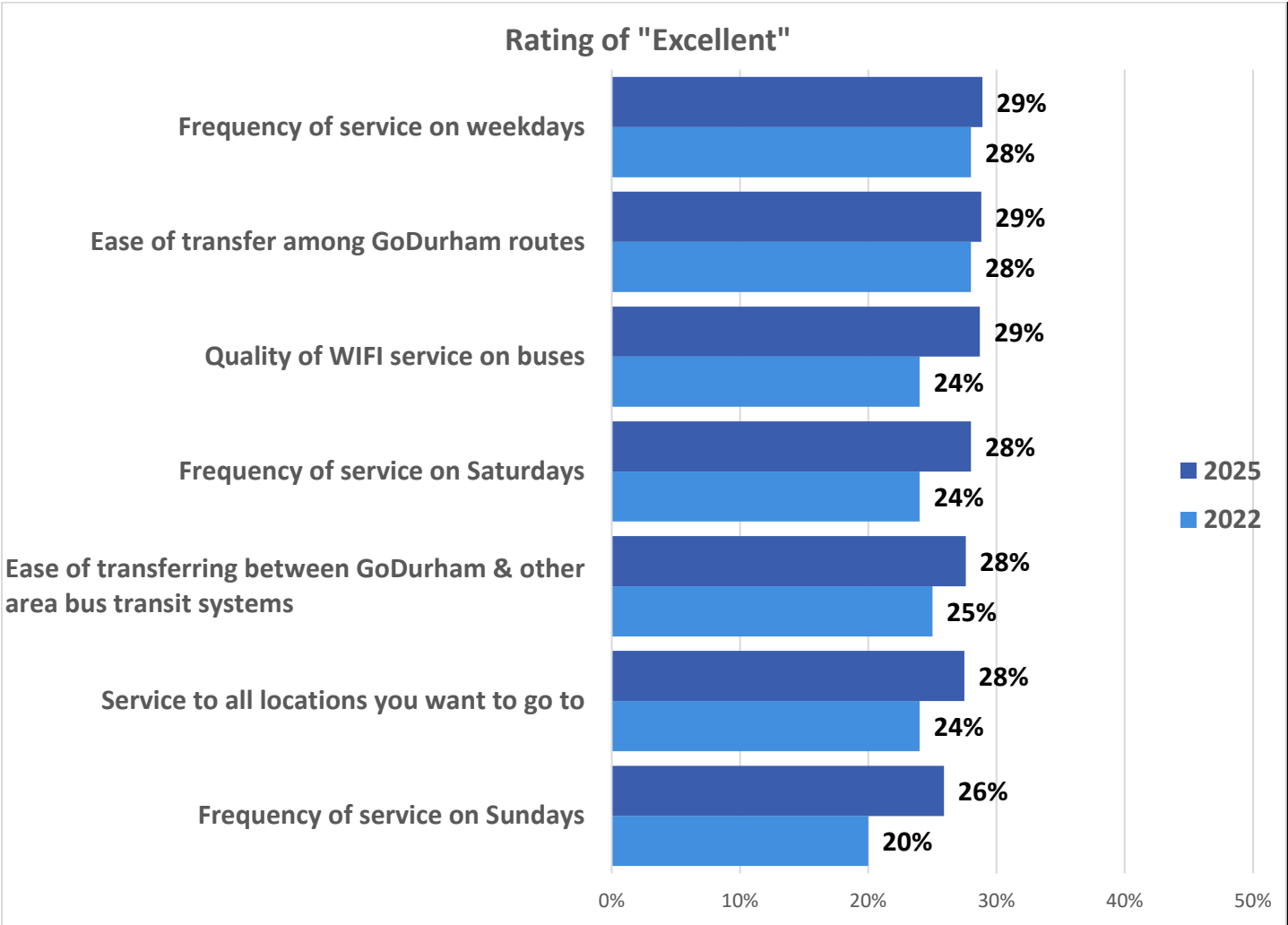
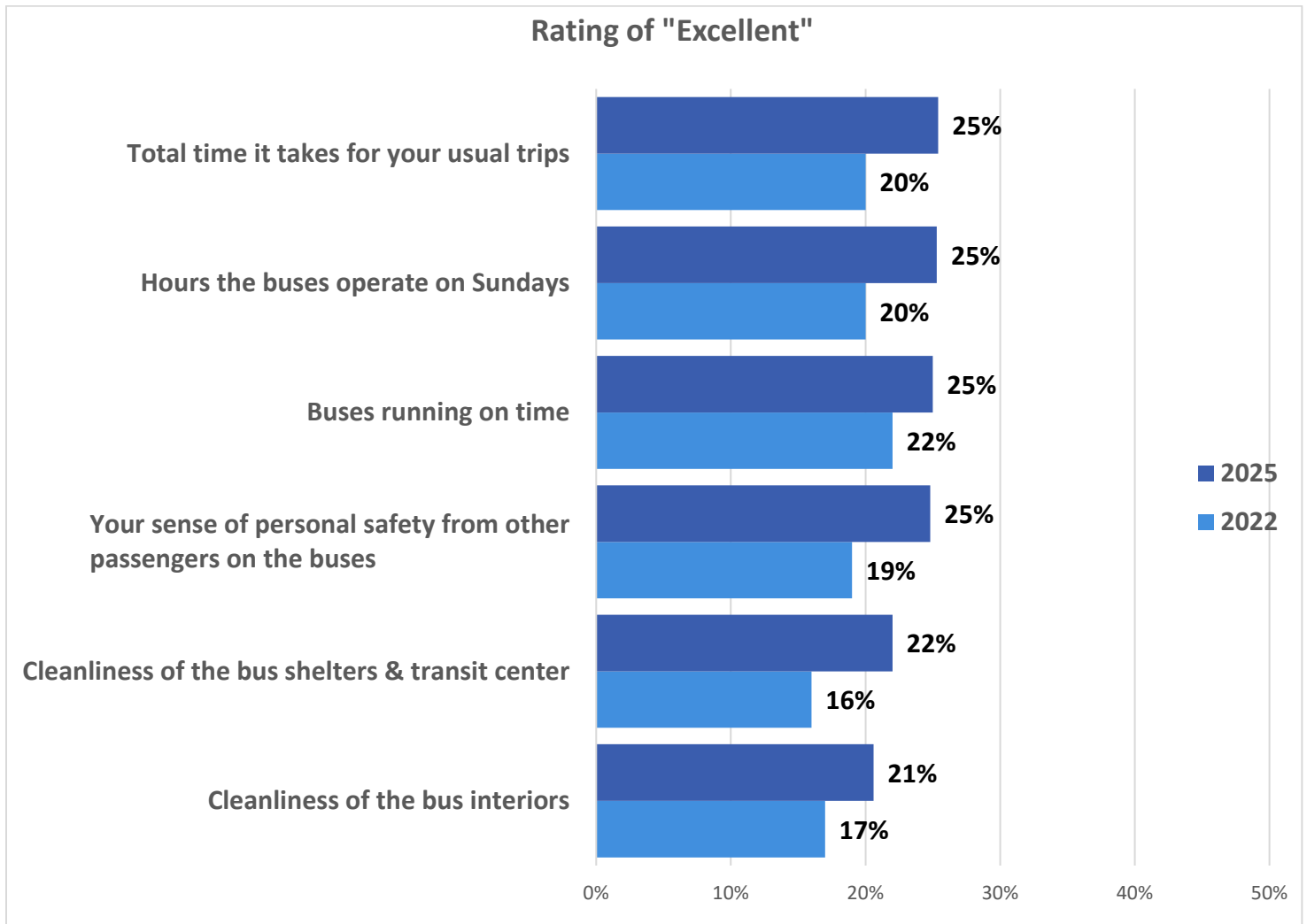


Figure 30. Service Operations and Network Performance



Satisfaction with GoDurham service “Excellent” Ratings Trends

Between 2022 and 2025, the share of riders rating many service elements as “Excellent” increased across nearly all areas, indicating broad improvements in perceived service quality. Some of the most notable gains occurred in customer experience and safety-related measures. For example, the share of riders rating their sense of personal safety from other passengers as excellent increased from 19% in 2022 to 25% in 2025 (+6 percentage points), while ratings for cleanliness of bus shelters and transit centers also rose from 16% to 22% (+6 points). Similarly, the perceived usefulness of information from 919-485-RIDE telephone operators increased from 23% to 30% (+7 points), representing one of the largest improvements observed. Weekend service also showed meaningful gains, with frequency of service on Sundays and hours of operation on Sundays both increasing by 5 to 6 percentage points, suggesting improved satisfaction with service availability outside of weekdays.

Operational and system performance measures also improved steadily during this period. The share of riders rating buses running on time as excellent increased from 22% in 2022 to 25% in 2025 (+3 points), while ratings for total travel time for usual trips increased from 20% to 25% (+5 points). Improvements were also observed in service coverage and connectivity, including service to all locations riders want to go and ease of transferring between GoDurham and other transit systems, both of which increased by approximately 3 to 4 percentage points. These trends suggest gradual but consistent progress in the reliability and convenience of the system.

Several customer experience attributes also showed moderate gains. Ratings for cleanliness of bus interiors increased from 17% to 21% (+4 points), while quality of Wi-Fi service on buses rose from 24% to 29% (+5 points). In addition, perceptions of courtesy and helpfulness of bus operators improved from 27% to 33% (+6 points), indicating positive movement in interactions between riders and staff. These improvements reflect continued attention to comfort, cleanliness, and customer service.

Overall, the results indicate a system-wide upward trend in “Excellent” ratings between 2022 and 2025, with improvements observed across operational performance, customer experience, communication, and service availability. While core service attributes such as reliability and hours of operation showed steady gains, the strongest increases were concentrated in areas related to safety, cleanliness, and information services, suggesting that riders increasingly recognized enhancements in both the quality and usability of the transit system.

Satisfaction with GoDurham Service

Figure 31. Satisfaction Ratings of GoDurham Services

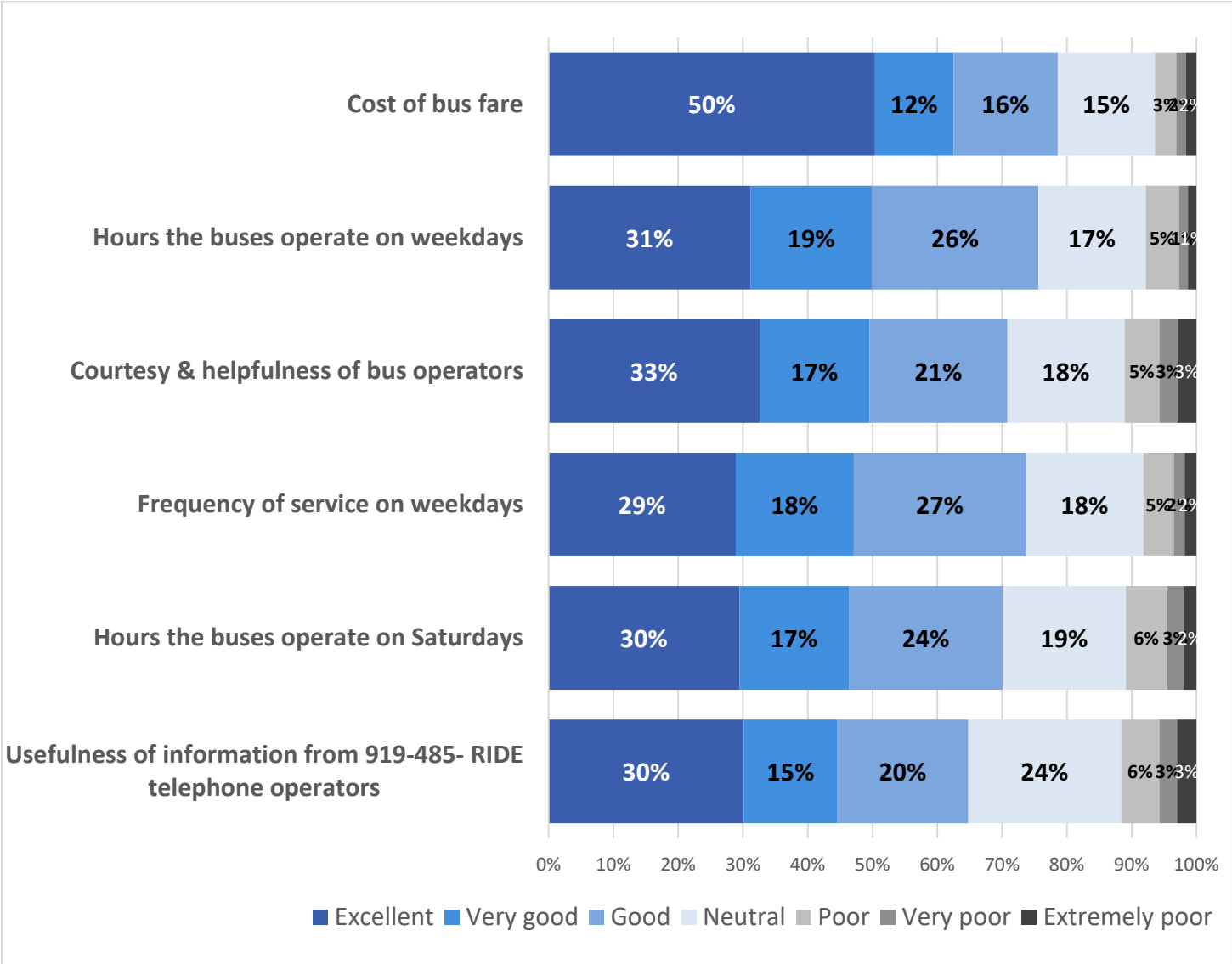


Figure 32. Satisfaction Ratings of GoDurham Services Part 2

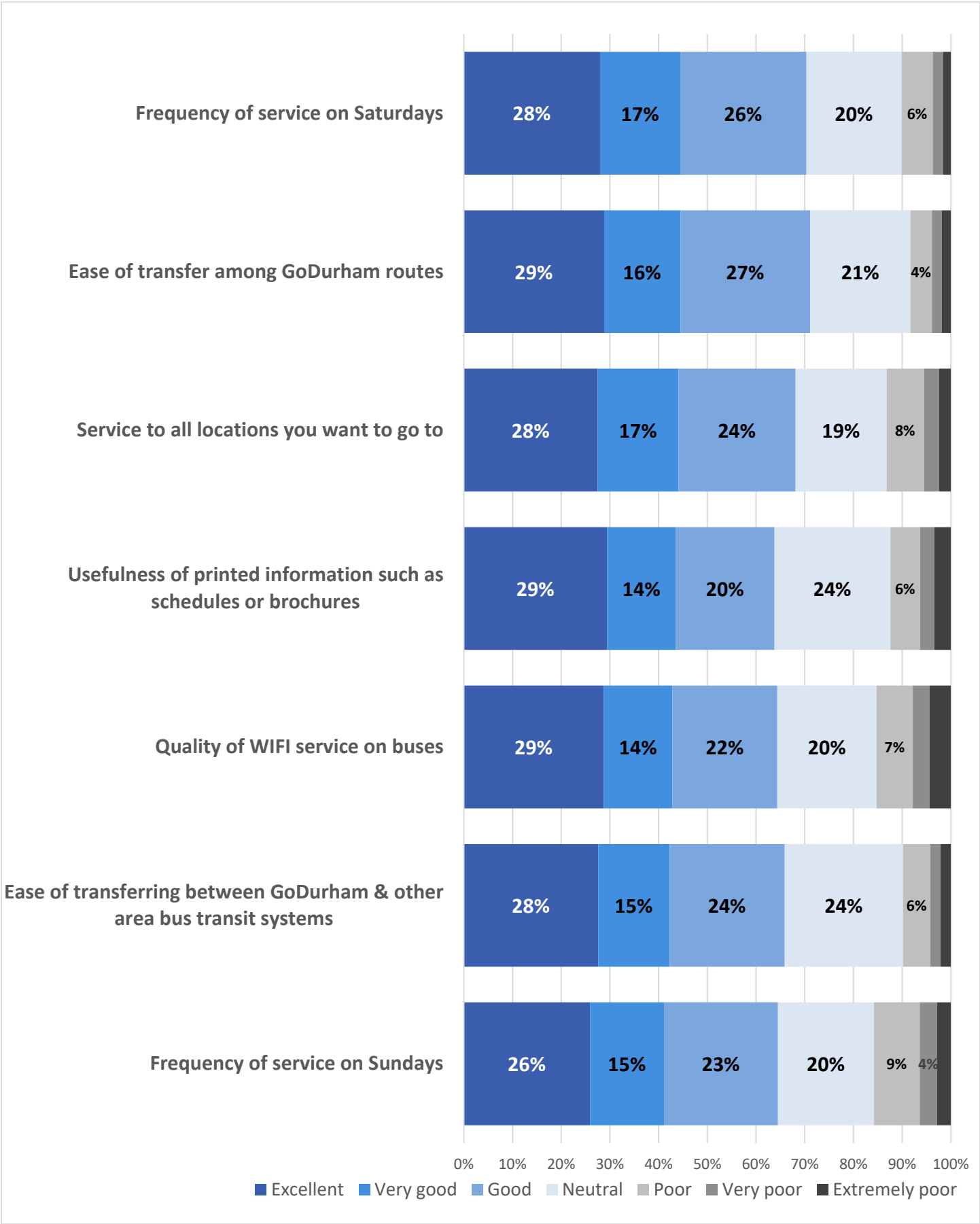
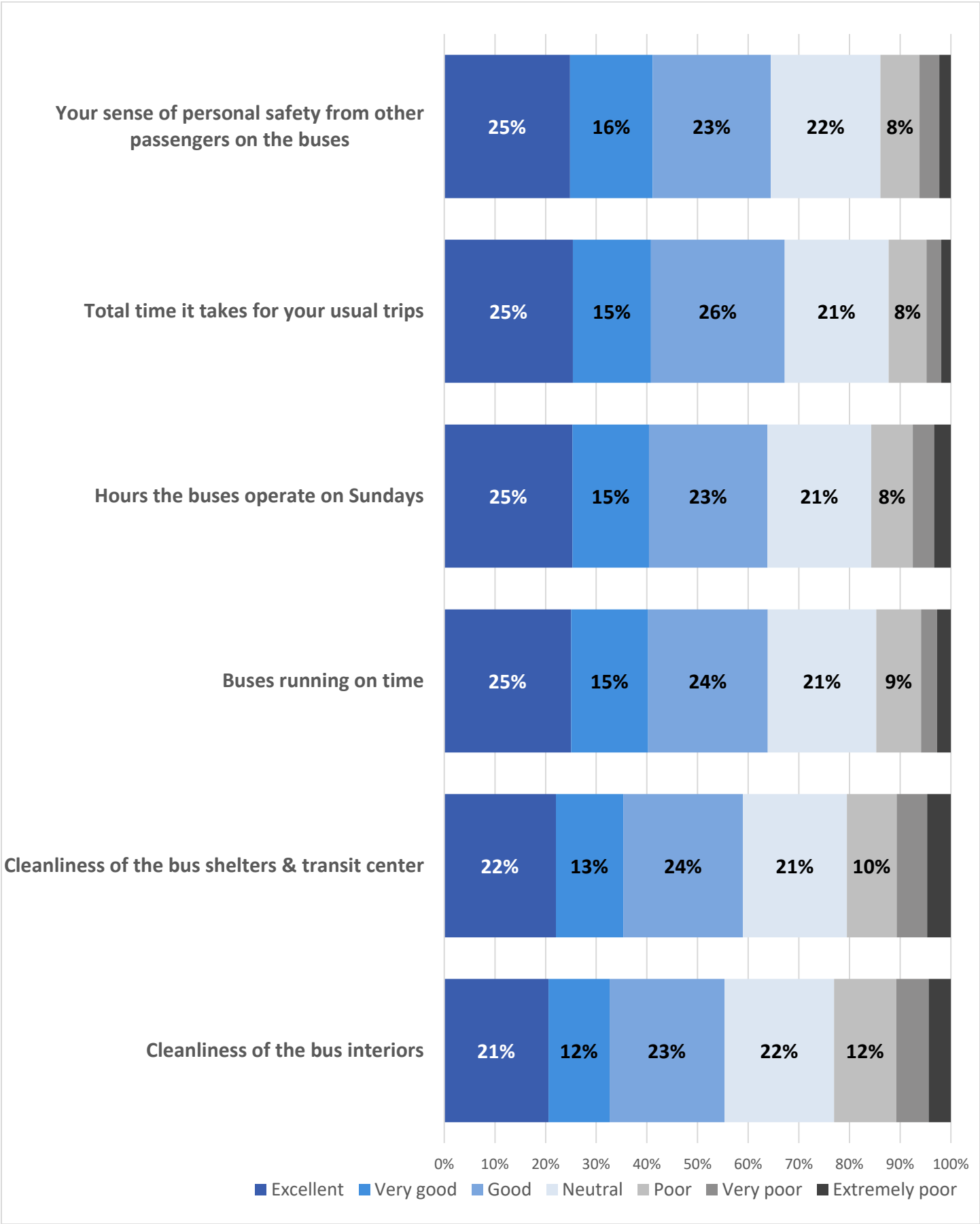


Figure 33. Satisfaction Ratings of GoDurham Services Part 3



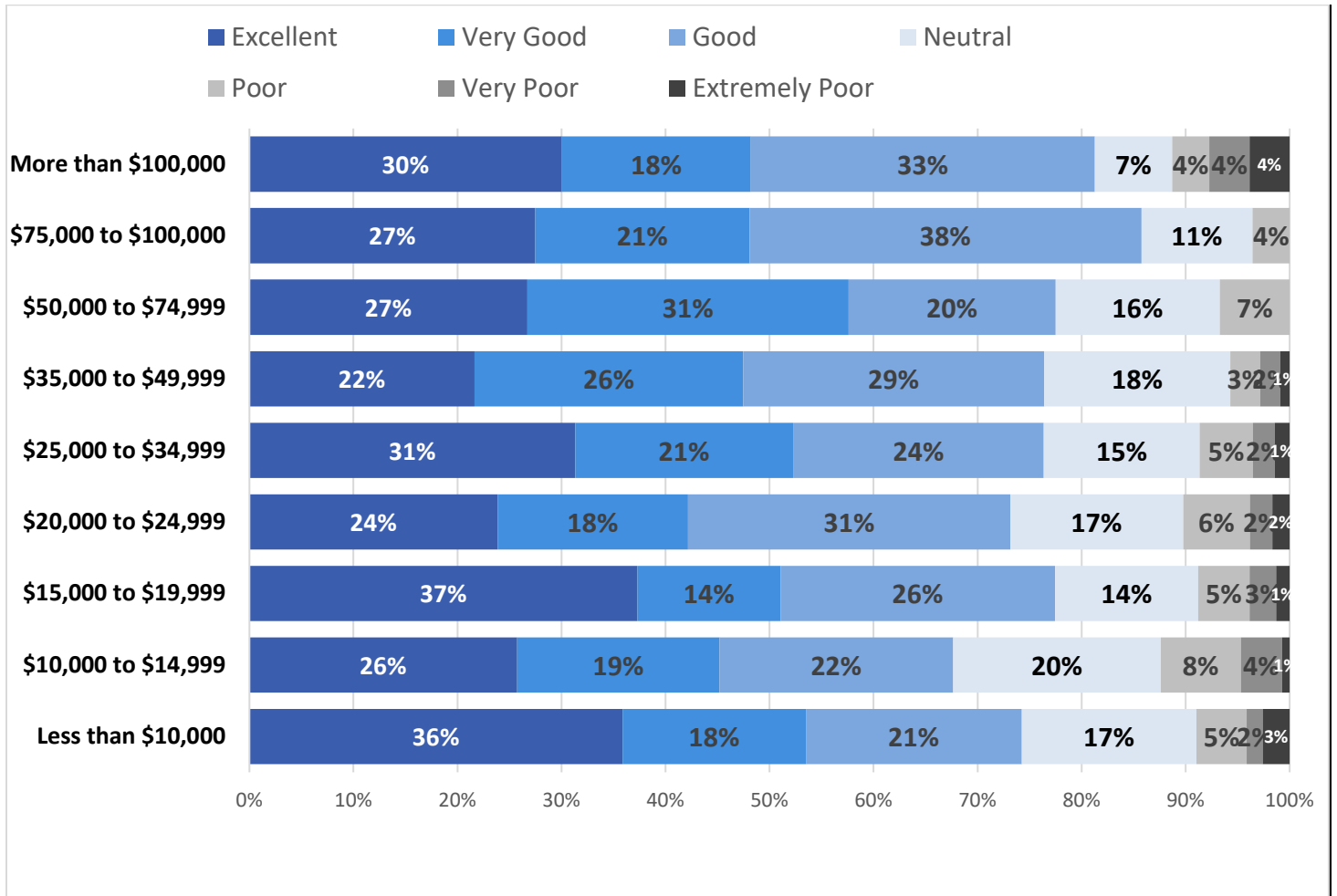
Across service components, riders rated the cost of bus fare most positively, with 50% rating it as Excellent and a large majority providing favorable ratings overall. Courtesy and helpfulness of bus operators and weekday service hours also received strong positive ratings, with roughly seven in ten riders rating these elements as Excellent, Very good, or Good. Similarly, weekday service frequency and Saturday service hours were viewed favorably by most riders, indicating that core service availability and frontline customer service were generally well received. Communication-related services, including the usefulness of information from telephone operators and printed materials, also received mostly positive ratings, though these areas had slightly higher Neutral responses compared with other attributes. This suggests that while riders generally found information resources helpful, their experiences were somewhat more mixed than for core service features such as fare cost and staff interactions.

Operational and connectivity-related service elements, including ease of transferring among routes, service to desired destinations, and frequency of weekend service, were also rated positively by a majority of riders. However, these attributes showed a modest share of Neutral responses and slightly higher negative ratings compared with the top-performing categories. Frequency of service on Sundays, in particular, reflected somewhat less strong perceptions, indicating an opportunity to further strengthen weekend service availability. Ratings related to reliability, travel experience, safety, and cleanliness were more varied. While most riders still provided favorable ratings for total travel time, buses running on time, and personal safety on buses, these attributes had comparatively lower shares of Excellent ratings and slightly higher negative responses than other service areas. Cleanliness of bus shelters and transit centers and cleanliness of bus interiors received the lowest positive ratings and the highest shares of negative responses among the attributes shown, indicating that facility and vehicle cleanliness represented the most prominent areas for potential improvement.

Overall, the results indicate that riders viewed fare affordability, customer service, and weekday service availability most positively, while cleanliness, reliability, and certain weekend service elements showed comparatively lower ratings and represented the clearest opportunities to enhance the overall rider experience.

Overall Service Quality by Income

Figure 34. Overall Service Quality by Household Income



Satisfaction with GoDurham service remained generally strong across all income groups, though some variation is evident in how riders at different income levels perceive service quality.

Higher-income riders (those earning \$75,000 or more) reported solid overall satisfaction, with a majority rating service as “Excellent,” “Very Good,” or “Good.” Notably, the \$75,000 to \$100,000 group recorded the highest share of “Good” ratings (38%), suggesting generally favorable—but slightly more moderate—perceptions compared to the highest-income group. Riders earning more than \$100,000 showed a more polarized distribution, with a relatively high share rating service as “Excellent” (30%) but also slightly higher combined negative ratings (12%) than most other groups.

Middle-income riders (\$25,000 to \$74,999) demonstrated consistently positive perceptions, with strong combined “Excellent” and “Very Good” ratings and relatively low levels of dissatisfaction. The \$50,000 to \$74,999 group stood out for having one of the highest shares of “Very Good” ratings (31%) and comparatively low negative responses, indicating a particularly favorable experience among this segment.

Lower-income riders (below \$25,000) also reported largely positive experiences, though they were somewhat more likely to select “Neutral” compared to higher-income groups. For example, riders earning \$10,000 to \$14,999 had the highest share of neutral responses (20%), suggesting more mixed or less definitive perceptions of service quality. Despite this, positive ratings still comprised a clear

majority across all lower-income categories.

Across all income levels, negative ratings (“Poor,” “Very Poor,” and “Extremely Poor”) remained relatively low, generally in the single digits for each category. This indicates that dissatisfaction is limited and not concentrated within any single income group.

Overall, the findings suggest that GoDurham is delivering a consistently positive customer experience across income segments, with only modest differences in how riders at varying income levels evaluate the service.

Service Ratings by Transit Dependency

Figure 35. Service Ratings by Transit Dependency

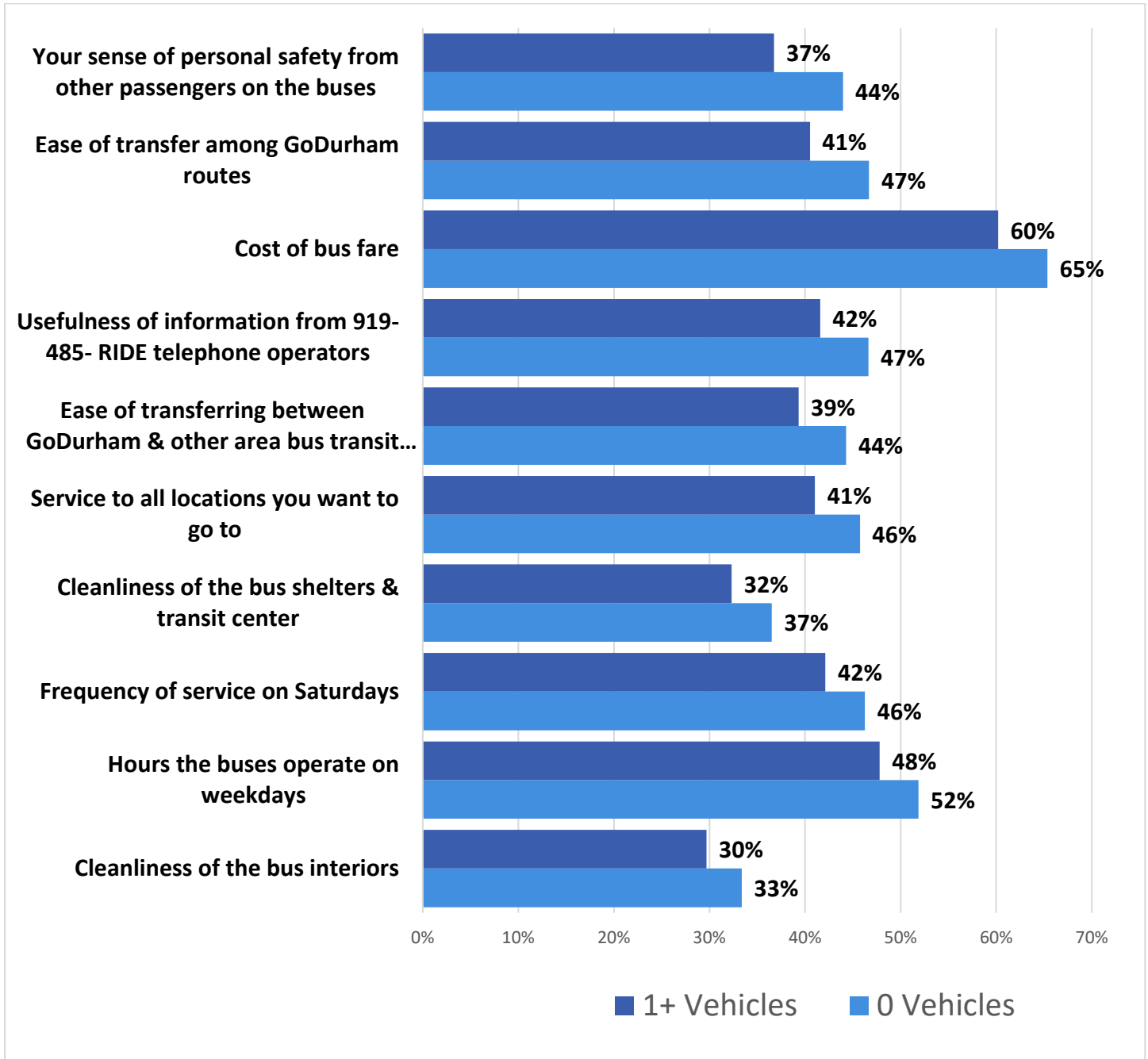
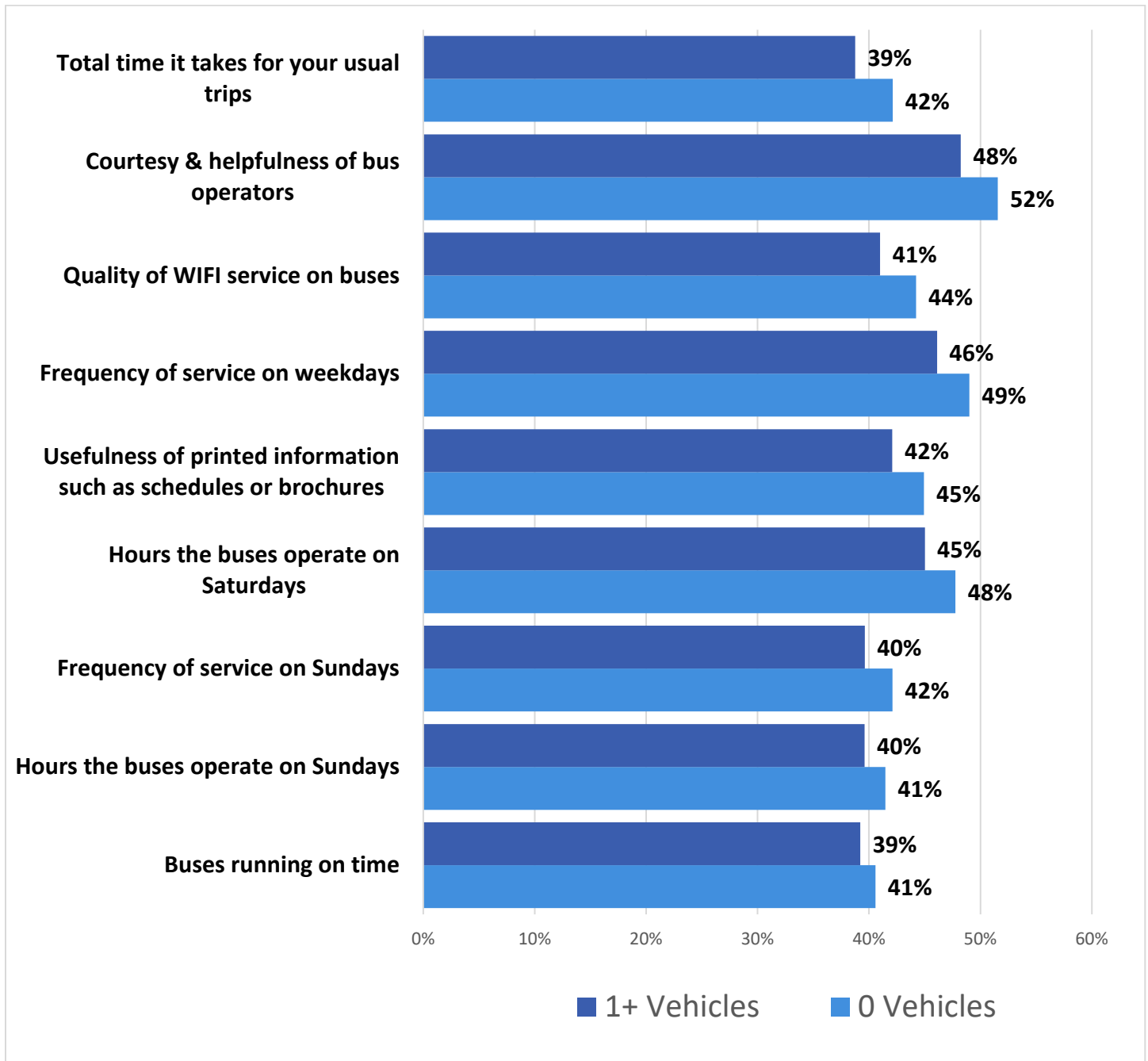


Figure 36. Service Ratings by Transit Dependency Part 2



The chart compares the combined share of riders rating each service component as “Excellent” or “Very Good” based on whether they have no household vehicles or one or more vehicles. Overall, riders without household vehicles reported higher satisfaction across all GoDurham service components compared with riders who had one or more vehicles. The largest differences between the two groups were observed in areas related to safety, information, and service convenience, suggesting that riders who relied more heavily on transit tended to view service performance more positively.

The most notable gap was seen for “your sense of personal safety from other passengers on the buses,” which received positive ratings from 44% of riders with no vehicles compared with 37% of riders with one or more vehicles (a 7-percentage-point difference). Other relatively large differences were observed for “ease of transfer among GoDurham routes” (47% vs. 41%), “usefulness of information from 919-485-RIDE telephone

operators” (47% vs. 42%), and “service to all locations riders want to go” (46% vs. 41%).

Smaller but still consistent differences were seen across additional service areas, including “hours the buses operate on weekdays” (52% vs. 48%), “frequency of service on weekdays” (49% vs. 46%), “courtesy and helpfulness of bus operators” (52% vs. 48%), and “buses running on time” (41% vs. 39%). Overall, the results indicate that satisfaction levels were strong among both groups, but riders without household vehicles consistently reported slightly higher positive ratings across most service components.

Importance Ratings of GoDurham

Figure 37. Importance Ratings of GoDurham Services

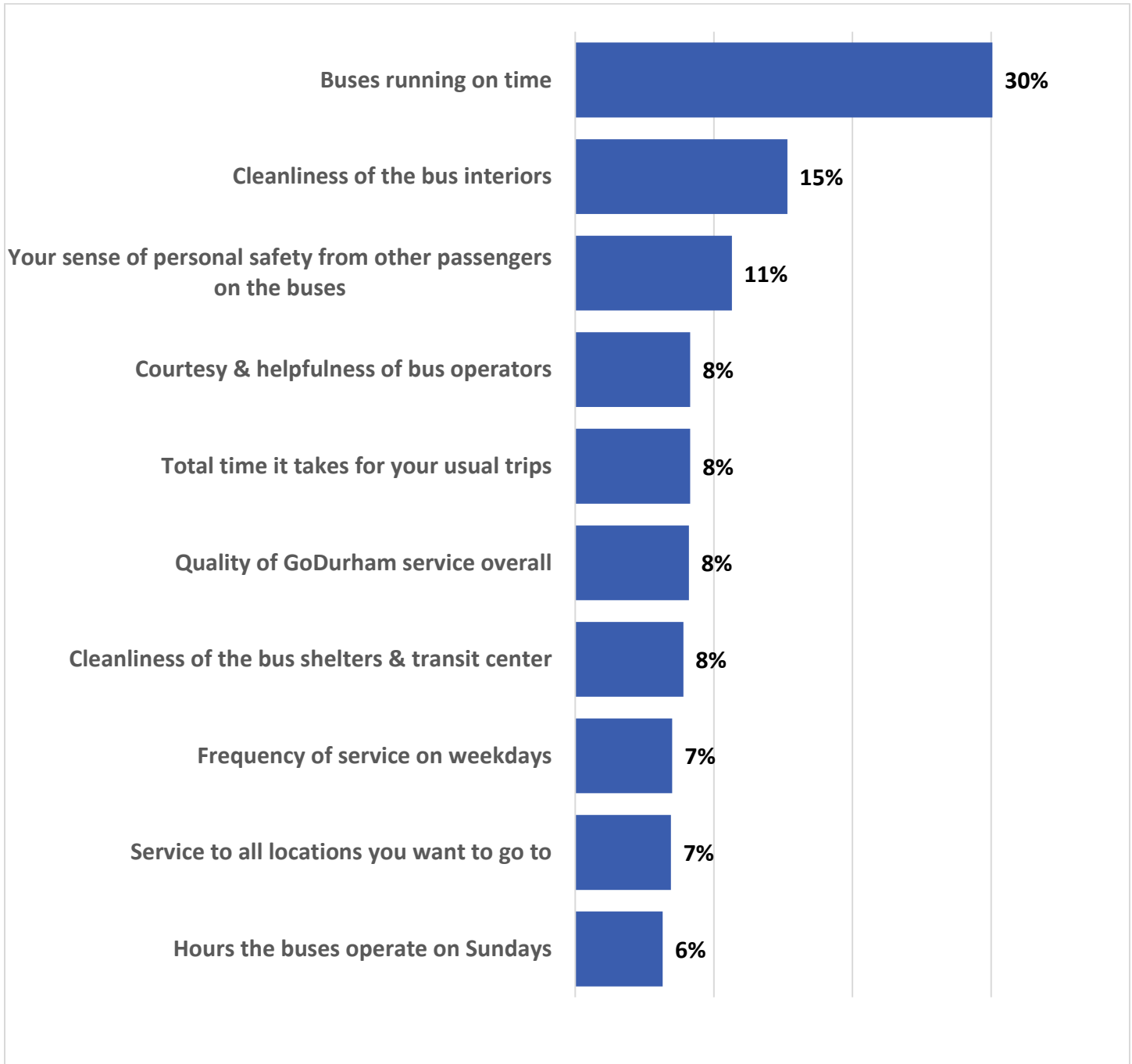
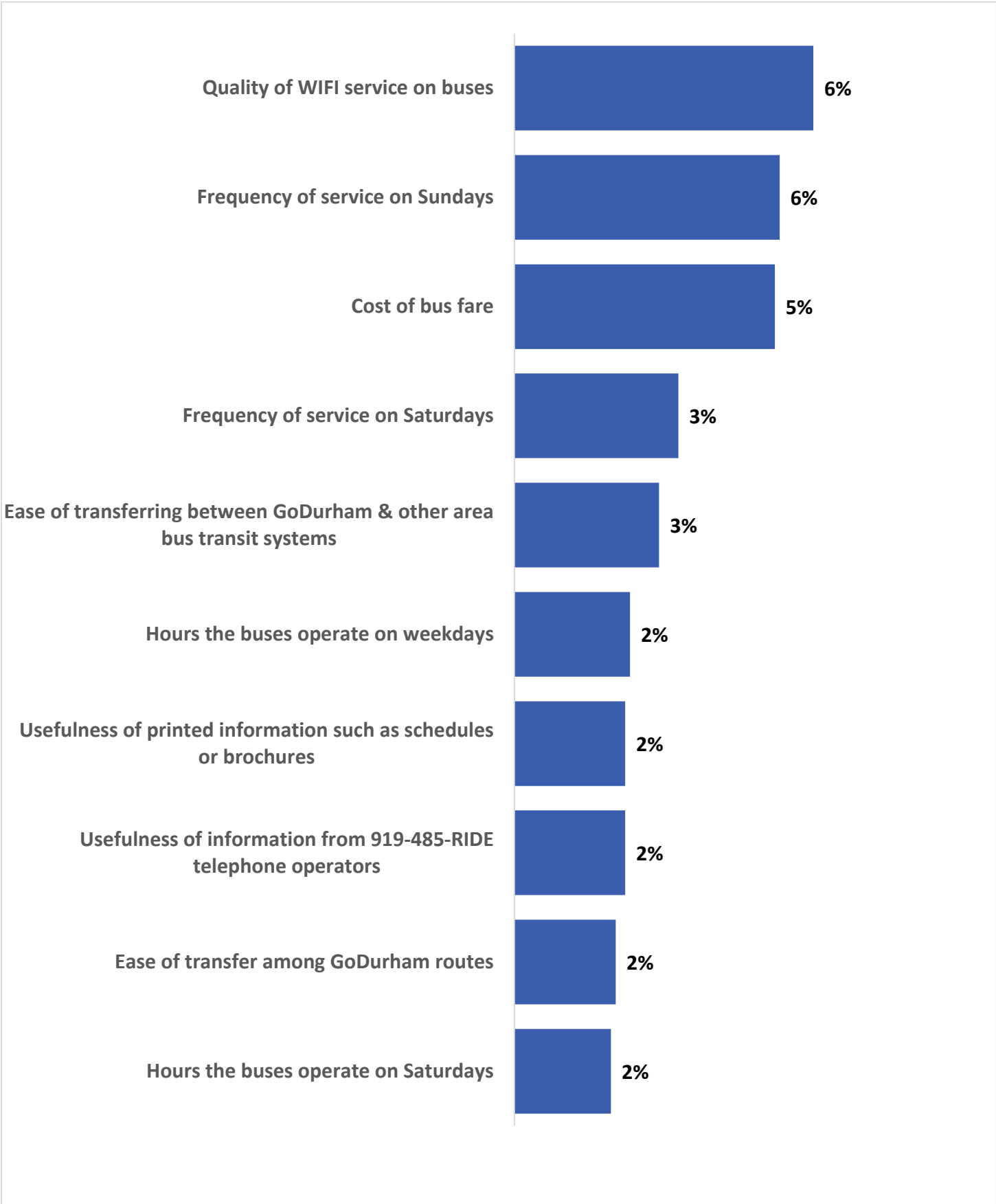


Figure 38. Importance Ratings of GoDurham Services Part2



Riders were asked to identify the three most important service areas for improvement from the list of service components in Questions 19–38. The chart shows the combined average of the top three selections, highlighting the areas riders most frequently identified as priorities for improvement. In 2025, buses running on time was the most frequently identified improvement priority, with 30% of riders selecting it as one of their top concerns. This finding reinforces the continued importance of reliability in shaping overall rider satisfaction and daily travel experiences.


Several additional operational and customer experience elements also ranked among the most important improvements. In 2025, 15% of riders identified cleanliness of bus interiors as a key improvement area, making it the second most frequently cited priority. Personal safety from other passengers on buses was selected by 11% of riders, indicating that safety perceptions remain an important consideration for riders. Other service efficiency and system performance measures were identified by similar shares of riders. In 2025, 8% of riders selected total travel time, courtesy and helpfulness of bus operators, overall service quality, and cleanliness of bus shelters and transit centers as improvement priorities. These findings suggest that while riders generally view these aspects positively, there is continued interest in enhancing service quality and rider comfort.

Operational availability and service coverage were identified by smaller but still meaningful shares of respondents. In 2025, 7% of riders selected frequency of weekday service and service to all locations they want to go, while 6% identified hours of operation on Sundays as areas for improvement. These responses indicate ongoing interest in improving service convenience and accessibility, though these issues were less frequently cited than reliability, cleanliness, and safety.

Section 3

Customer

Satisfaction Analysis



Overview

Today, government officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 6 and 7 on a 7-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the aspects of bus services they think are most important. Thirty percent (30.1%) of respondents selected "buses running on time" as one of the most important aspects of bus services. Regarding satisfaction, 40.2% of respondents rated "buses running on time" as excellent or very good. The I-S rating for providing access to places of employment was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentage. In this example .301 was multiplied by .598 (1-0.402). This calculation yielded an I-S rating of 0.1800 which ranked 1st out of 19 service aspects.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Findings

Ratings that are greater than or equal to 0.10 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.05 to 0.0999 identify service areas that should receive increased emphasis. Ratings less than 0.05 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.1$)
- Increase Current Emphasis ($0.05 \leq IS < 0.0999$)
- Maintain Current Emphasis ($IS < 0.05$)

The results for GoDurham are provided on the following pages.

Figure 39. Importance Satisfaction Analysis

Importance-Satisfaction Analysis Ratings						
2026 GoDurham						
GoDurham Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Highest Priority (>.1000)						
Buses running on time	30.1%	1	40.2%	17	0.1800	1
Cleanliness of the bus interiors	15.3%	2	32.7%	19	0.1005	2
Medium Priority (.05 - .0999)						
Your sense of personal safety from other passengers on the buses	11.3%	3	41.1%	13	0.0649	3
Cleanliness of the bus shelters & transit center	7.8%	6	35.3%	18	0.0520	4
Lower Priority (>.05)						
Total time it takes for your usual trips	8.3%	4	40.8%	15	0.0472	5
Courtesy & helpfulness of bus operators	8.3%	4	49.6%	3	0.0400	6
Service to all locations you want to go to	6.9%	8	44.1%	9	0.0392	7
Frequency of service on weekdays	7.0%	7	47.1%	4	0.0371	8
Hours the buses operate on Sundays	6.3%	9	40.4%	16	0.0360	9
Frequency of service on Sundays	5.5%	11	41.1%	13	0.0354	10
Quality of WIFI service on buses	6.2%	10	42.8%	11	0.0342	11
Cost of bus fare	5.4%	12	62.5%	1	0.0185	12
Hours the buses operate on Saturdays	2.0%	19	46.4%	5	0.0185	13
Ease of transferring between GoDurham & other area bus transit systems	3.0%	14	42.2%	12	0.0174	14
Frequency of service on Saturdays	3.4%	13	44.5%	7	0.0165	15
Usefulness of printed information such as schedules or brochures	2.3%	16	43.5%	10	0.0112	16
Usefulness of information from 919-485-RIDE telephone operators	2.3%	16	44.6%	6	0.0110	17
Ease of transfer among GoDurham routes	2.1%	18	44.5%	7	0.0110	18
Hours the buses operate on weekdays	2.4%	15	49.9%	2	0.0100	19

The analysis identifies buses running on time as the highest priority improvement area, with 30% of riders identifying it as one of the most important service attributes. While 40% of riders rated on-time performance positively, the gap between importance and satisfaction results in the highest I-S rating, confirming reliability as the top priority for improvement. Cleanliness of bus interiors also emerges as a high priority area, with 15% of riders identifying it as important but only 33% expressing satisfaction, indicating another key opportunity to improve the rider experience.

Two additional service elements fall into the medium priority category. Personal safety from other passengers on buses ranks third in priority, reflecting its importance to riders, with 41% reporting positive perceptions. Cleanliness of bus shelters and transit centers also appears among the higher-ranked priorities, with 35% satisfaction, reinforcing that both onboard and waiting environments remain meaningful aspects of service quality.

Other operational factors: including total time it takes for usual trips, courtesy and helpfulness of bus operators, and service to all locations riders want to go, also appear among the higher-ranked improvement priorities. In addition, frequency of weekday service and Sunday service span and frequency remain important considerations for riders. These findings reinforce that service reliability, availability, and travel efficiency continue to be central concerns for riders.

Attributes ranked in the lower priority category generally have higher satisfaction levels relative to their perceived importance. These include areas such as cost of bus fare, which received the highest satisfaction rating (63%), as well as hours buses operate on Saturdays (46%), ease of transferring between GoDurham and other transit systems (42%), and frequency of Saturday service (45%). While riders value these elements, satisfaction levels are relatively strong, resulting in lower priority ratings. Other attributes: including quality of Wi-Fi service on buses (43%), ease of transferring among GoDurham routes (45%), and information services such as printed schedules (44%) and telephone support (45%)—also fall within the lower priority range. This suggests that riders view these features as supportive elements of the service but less critical compared with core service performance factors such as reliability, cleanliness, safety, and travel time.

Overall, the Importance–Satisfaction analysis reinforces that operational performance remains the most critical focus for improvement, particularly on-time reliability, cleanliness, safety, and travel efficiency. While service span, fare cost, and customer information resources are generally rated positively, riders place the greatest emphasis on core service delivery elements that directly affect the reliability, comfort, and predictability of their trips.

Section 4

Tabular Data



When was the survey administered:

When was the survey administered	Number	Percent
Weekday	20790	88.4 %
Weekend	2732	11.6 %
Total	23522	100.0 %

Which route are you riding now?

Which route are you riding now	Number	Percent
1	1588	6.8 %
2	1620	6.9 %
3	2185	9.3 %
4	1640	7.0 %
5	3000	12.8 %
6	1876	8.0 %
7	1274	5.4 %
8	960	4.1 %
9	1509	6.4 %
10	1927	8.2 %
10B	739	3.1 %
11	1139	4.8 %
11B	1117	4.7 %
12	1871	8.0 %
13	371	1.6 %
16	706	3.0 %
Total	23522	100.0 %

Route name/number:

Which route names are you riding now	Number	Percent
1	1588	6.8 %
10	1927	8.2 %
10B	739	3.1 %
11	1139	4.8 %
11B	1117	4.7 %
12	1871	8.0 %
13	371	1.6 %
16	706	3.0 %
2	1620	6.9 %
3	2185	9.3 %
4	1640	7.0 %
5	3000	12.8 %
6	1876	8.0 %
7	1274	5.4 %
8	960	4.1 %
9	1509	6.4 %
Total	23522	100.0 %

Q1. In a typical week, how many days do you currently use GoDurham?

Q1. On how many days do you currently use GoDurham in a typical week	Number	Percent
0 (none)	1046	4.4 %
1	1283	5.5 %
2	1854	7.9 %
3	2420	10.3 %
4	5362	22.8 %
5	2413	10.3 %
6	7351	31.3 %
Not provided	1793	7.6 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q1. In a typical week, on how many days do you currently use GoDurham? (without "not provided")**

Q1. On how many days do you currently use GoDurham in a typical week	Number	Percent
0 (none)	1046	4.8 %
1	1283	5.9 %
2	1854	8.5 %
3	2420	11.1 %
4	5362	24.7 %
5	2413	11.1 %
6	7351	33.8 %
Total	21729	100.0 %

Q2. How long have you been riding GoDurham?

Q2. How long have you been riding GoDurham	Number	Percent
Less than 6 months	3282	14.0 %
Less than 1 year	2722	11.6 %
1-2 years	4818	20.5 %
3-4 years	2717	11.6 %
5+ years	9410	40.0 %
Not provided	573	2.4 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q2. How long have you been riding GoDurham? (without "not provided")**

Q2. How long have you been riding GoDurham	Number	Percent
Less than 6 months	3282	14.3 %
Less than 1 year	2722	11.9 %
1-2 years	4818	21.0 %
3-4 years	2717	11.8 %
5+ years	9410	41.0 %
Total	22949	100.0 %

Q3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip?

Q3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip	Number	Percent
Walked	18800	79.9 %
Used own bike	258	1.1 %
Drove	365	1.6 %
Was dropped off by family/friend	471	2.0 %
Uber/Lyft/Taxi	367	1.6 %
GoDurham Connect	1530	6.5 %
Bus other than GoDurham	690	2.9 %
Other	137	0.6 %
Not provided	904	3.8 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip? (without "not provided")**

Q3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip	Number	Percent
Walked	18800	83.1 %
Used own bike	258	1.1 %
Drove	365	1.6 %
Was dropped off by family/friend	471	2.1 %
Uber/Lyft/Taxi	367	1.6 %
GoDurham Connect	1530	6.8 %
Bus other than GoDurham	690	3.1 %
Other	137	0.6 %
Total	22618	100.0 %

Q3-9. Other:

Q3-9. Other	Number	Percent
Wheelchair	68	49.6 %
Scooter	41	29.9 %
Walker	14	10.2 %
Skate	14	10.2 %
Total	137	100.0 %

Q4. In making this trip to where you are going right now, how many times do you have to change to another bus at any point to complete the trip, whether it is a GoDurham bus or a bus from another system?

Q4. How many times do you have to change to another bus at any point to complete the trip	Number	Percent
None	6823	29.0 %
1	6664	28.3 %
2	6233	26.5 %
3+	2197	9.3 %
99	1605	6.8 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED

Q4. In making this trip to where you are going right now, how many times do you have to change to another bus at any point to complete the trip, whether it is a GoDurham bus or a bus from another system? (without "not provided")

Q4. How many times do you have to change to another bus at any point to complete the trip	Number	Percent
None	6823	31.1 %
1	6664	30.4 %
2	6233	28.4 %
3+	2197	10.0 %
Total	21917	100.0 %

Q5. Please check all Triangle Region bus systems you use in a typical week.

Q5. All Triangle Region bus systems you use in a typical week	Number	Percent
Chapel Hill Transit	2607	11.1 %
Duke Transit	1743	7.4 %
GoApex	311	1.3 %
GoCary	645	2.7 %
GoDurham	20591	87.5 %
GoRaleigh	3684	15.7 %
GoTriangle	4537	19.3 %
GoWake	350	1.5 %
Orange County Public Transit (OCPT)	537	2.3 %
Wolfline	244	1.0 %
None of these	391	1.7 %
Total	35640	

WITHOUT NONE OF THESE

Q5. Please check all Triangle Region bus systems you use in a typical week. (without "none of these")

Q5. All Triangle Region bus systems you use in a typical week	Number	Percent
GoDurham	20591	89.0 %
GoTriangle	4537	19.6 %
GoRaleigh	3684	15.9 %
Chapel Hill Transit	2607	11.3 %
Duke Transit	1743	7.5 %
GoCary	645	2.8 %
Orange County Public Transit (OCPT)	537	2.3 %
GoWake	350	1.5 %
GoApex	311	1.3 %
Wolfline	244	1.1 %
Total	35249	

Q6. In the past thirty days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes?

Q6. Did you use Uber/Lyft/Taxi or app-based scooter/bikes in past thirty days	Number	Percent
Yes, instead of a trip on GoDurham	6719	28.6 %
Yes, as part of a trip on GoDurham	1900	8.1 %
Yes, but not to replace a trip on GoDurham	2513	10.7 %
No	11614	49.4 %
Total	22746	

Q7. What is ONE main purpose for which you most often use the GoDurham bus?

Q7. One main purpose for which you most often use the GoDurham bus	Number	Percent
Work	12575	53.5 %
School/college	2828	12.0 %
Shopping	3053	13.0 %
Medical/dental	1299	5.5 %
Recreation/event	1739	7.4 %
Other	1486	6.3 %
Not provided	542	2.3 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q7. What is ONE main purpose for which you most often use the GoDurham bus? (without "not provided")**

Q7. One main purpose for which you most often use the GoDurham bus	Number	Percent
Work	12575	54.7 %
School/college	2828	12.3 %
Shopping	3053	13.3 %
Medical/dental	1299	5.7 %
Recreation/event	1739	7.6 %
Other	1486	6.5 %
Total	22980	100.0 %

Q7-6. Other:

Q7-6. Other	Number	Percent
Personal/errands	246	62.1 %
All of these	150	37.9 %
Total	396	100.0 %

Q8. Please mark all the following that apply to you. Are you...

Q8. Your employment status	Number	Percent
Employed full-time	8633	36.7 %
Employed part-time	4972	21.1 %
Unemployed	4680	19.9 %
Homemaker	742	3.2 %
Student	4334	18.4 %
Retired	2533	10.8 %
Volunteer position	589	2.5 %
Total	26483	

Q9. If you are employed or a student, do you work/attend school...

Q9. How do you work/attend school	Number	Percent
Remote only	1715	11.0 %
Remote some days, onsite other days	2290	14.6 %
Onsite only	8063	51.5 %
Not provided	3578	22.9 %
Total	15646	100.0 %

WITHOUT NOT PROVIDED**Q9. If you are employed or a student, do you work/attend school... (without "not provided")**

Q9. How do you work/attend school	Number	Percent
Remote only	1715	14.2 %
Remote some days, onsite other days	2290	19.0 %
Onsite only	8063	66.8 %
Total	12068	100.0 %

Q10. Do you participate in a GoPass program?

Q10. Do you participate in a GoPass program	Number	Percent
Yes, Employer/College GoPass	1545	6.6 %
Yes, TAP (Transit Assistance Program) GoPass	2045	8.7 %
Yes, Youth GoPass	598	2.5 %
Yes, Disability GoPass	916	3.9 %
Yes, Senior GoPass	778	3.3 %
No, I do not use a GoPass	14774	62.8 %
Not provided	2866	12.2 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q10. Do you participate in a GoPass program? (without "not provided")**

Q10. Do you participate in a GoPass program	Number	Percent
Yes, Employer/College GoPass	1545	7.5 %
Yes, TAP (Transit Assistance Program) GoPass	2045	9.9 %
Yes, Youth GoPass	598	2.9 %
Yes, Disability GoPass	916	4.4 %
Yes, Senior GoPass	778	3.8 %
No, I do not use a GoPass	14774	71.5 %
Total	20656	100.0 %

Q11. How old are you?

Q11. How old are you	Number	Percent
15-19	2449	10.4 %
20-24	2531	10.8 %
25-29	2264	9.6 %
30-34	2432	10.3 %
35-39	1745	7.4 %
40-44	1795	7.6 %
45-49	1381	5.9 %
50-54	1598	6.8 %
55-59	1559	6.6 %
60-64	1356	5.8 %
65-69	909	3.9 %
70-74	832	3.5 %
75-79	446	1.9 %
80-84	109	0.5 %
85+	204	0.9 %
Not provided	1912	8.1 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q11. How old are you? (without "not provided")**

Q11. How old are you	Number	Percent
15-19	2449	11.3 %
20-24	2531	11.7 %
25-29	2264	10.5 %
30-34	2432	11.3 %
35-39	1745	8.1 %
40-44	1795	8.3 %
45-49	1381	6.4 %
50-54	1598	7.4 %
55-59	1559	7.2 %
60-64	1356	6.3 %
65-69	909	4.2 %
70-74	832	3.9 %
75-79	446	2.1 %
80-84	109	0.5 %
85+	204	0.9 %
Total	21610	100.0 %

Q12. Do you identify as:

Q12. Your gender	Number	Percent
Male	12708	54.0 %
Female	9293	39.5 %
Non-binary	351	1.5 %
Prefer not to answer	1170	5.0 %
Total	23522	100.0 %

WITHOUT PREFER NOT TO ANSWER**Q12. Do you identify as: (without "prefer not to answer")**

Q12. Your gender	Number	Percent
Male	12708	56.9 %
Female	9293	41.6 %
Non-binary	351	1.6 %
Total	22352	100.0 %

Q13. Do you consider yourself to be...

Q13. Your race or ethnicity	Number	Percent
African American/Black	15457	65.7 %
Asian	1123	4.8 %
Hispanic	2511	10.7 %
Native American Indian	639	2.7 %
White	3205	13.6 %
Other	645	2.7 %
Total	23580	

Q13-6. Self-describe your race/ethnicity:

Q13-6. Self-describe your race or ethnicity	Number	Percent
Mixed	54	25.5 %
Arab	14	6.6 %
Ameragru	14	6.6 %
Pacific Islander	13	6.1 %
Mixed Middle Eastern	13	6.1 %
Latino	13	6.1 %
Multi-racial	13	6.1 %
Arabic	13	6.1 %
Two races	13	6.1 %
West African	13	6.1 %
Middle Eastern	13	6.1 %
Jamaican	13	6.1 %
West Indian	13	6.1 %
Total	212	100.0 %

Q14. What language do you most often speak at home?

Q14. What language do you most often speak at home	Number	Percent
English	20448	86.9 %
Spanish	1144	4.9 %
Other	520	2.2 %
Not provided	1410	6.0 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q14. What language do you most often speak at home? (without "not provided")**

Q14. What language do you most often speak at home	Number	Percent
English	20448	92.5 %
Spanish	1144	5.2 %
Other	520	2.4 %
Total	22112	100.0 %

Q14-3. Other:

Q14-3. Other	Number	Percent
Chinese	96	32.1 %
French	41	13.7 %
Arabic	40	13.4 %
Farsi	27	9.0 %
English & Spanish	26	8.7 %
Swahili	14	4.7 %
Amharic	14	4.7 %
Korean	14	4.7 %
Burmese	14	4.7 %
German	13	4.3 %
Total	299	100.0 %

Q14a. How well do you speak English?

Q14a. How well do you speak English	Number	Percent
Very well	421	25.3 %
Well	501	30.1 %
Less than well	567	34.1 %
Not at all	107	6.4 %
Not provided	68	4.1 %
Total	1664	100.0 %

WITHOUT NOT PROVIDED**Q14a. How well do you speak English? (without "not provided")**

Q14a. How well do you speak English	Number	Percent
Very well	421	26.4 %
Well	501	31.4 %
Less than well	567	35.5 %
Not at all	107	6.7 %
Total	1596	100.0 %

Q15. What is your total annual household income?

Q15. Your total annual household income	Number	Percent
Less than \$10K	6551	27.9 %
\$10K to \$14,999	1839	7.8 %
\$15K to \$19,999	1119	4.8 %
\$20K to \$24,999	2779	11.8 %
\$25K to \$34,999	1989	8.5 %
\$35K to \$49,999	1508	6.4 %
\$50K to \$74,999	1081	4.6 %
\$75K to \$100K	419	1.8 %
\$100K+	390	1.7 %
Not provided	5847	24.9 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q15. What is your total annual household income? (without "not provided")**

Q15. Your total annual household income	Number	Percent
Less than \$10K	6551	37.1 %
\$10K to \$14,999	1839	10.4 %
\$15K to \$19,999	1119	6.3 %
\$20K to \$24,999	2779	15.7 %
\$25K to \$34,999	1989	11.3 %
\$35K to \$49,999	1508	8.5 %
\$50K to \$74,999	1081	6.1 %
\$75K to \$100K	419	2.4 %
\$100K+	390	2.2 %
Total	17675	100.0 %

Q16. Including YOU, how many people, including children, live in your household?

Q16. How many people live in your household	Number	Percent
1	7430	31.6 %
2	4207	17.9 %
3	2787	11.8 %
4	2077	8.8 %
5	1447	6.2 %
6+	1443	6.1 %
Not provided	4131	17.6 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q16. Including YOU, how many people, including children, live in your household? (without "not provided")**

Q16. How many people live in your household	Number	Percent
1	7430	38.3 %
2	4207	21.7 %
3	2787	14.4 %
4	2077	10.7 %
5	1447	7.5 %
6+	1443	7.4 %
Total	19391	100.0 %

Q17. How many cars or other vehicles are available for your use?

Q17. How many cars or other vehicles are available for your use	Number	Percent
None	14331	60.9 %
1	4362	18.5 %
2	1562	6.6 %
3	449	1.9 %
4+	438	1.9 %
Not provided	2380	10.1 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q17. How many cars or other vehicles are available for your use? (without "not provided")**

Q17. How many cars or other vehicles are available for your use	Number	Percent
None	14331	67.8 %
1	4362	20.6 %
2	1562	7.4 %
3	449	2.1 %
4+	438	2.1 %
Total	21142	100.0 %

Q18. Do you use a transit app on your cell phone to check on GoDurham bus services?

Q18. Do you use a transit app on your cell phone to check on GoDurham bus services	Number	Percent
Yes	13144	55.9 %
No	7333	31.2 %
No cell phone	970	4.1 %
Not provided	2075	8.8 %
Total	23522	100.0 %

WITHOUT NOT PROVIDED**Q18. Do you use a transit app on your cell phone to check on GoDurham bus services? (without "not provided")**

Q18. Do you use a transit app on your cell phone to check on GoDurham bus services	Number	Percent
Yes	13144	61.3 %
No	7333	34.2 %
No cell phone	970	4.5 %
Total	21447	100.0 %

Q18-1. If you use a transit app, which one?

Q18a. Which transit app do you use	Number	Percent
Transit	2340	44.0 %
Google Maps	580	10.9 %
Go Durham App	451	8.5 %
Google	431	8.1 %
UMO	410	7.7 %
My Stop	218	4.1 %
Go Transit	180	3.4 %
Transit App	163	3.1 %
Apple Maps	163	3.1 %
Go Durham	125	2.3 %
Maps	110	2.1 %
UMO & Transit	56	1.1 %
UMO/maps	14	0.3 %
Next Bus	14	0.3 %
Go Triangle	14	0.3 %
Transit subway and bus times	14	0.3 %
GoDurham GoTriangle	14	0.3 %
Apple/Google	13	0.2 %
UMO and Google	13	0.2 %
Total	5323	100.0 %

Q19-38. In the past 30 days, how would you rate GoDurham on the following services?

(N=23522)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor	Does not apply
Q19. Buses running on time	24.1%	14.6%	22.7%	20.5%	8.5%	3.1%	2.6%	3.9%
Q20. Frequency of service on weekdays	27.3%	17.2%	25.1%	17.0%	4.4%	1.6%	1.7%	5.7%
Q21. Frequency of service on Saturdays	25.2%	14.9%	23.3%	17.6%	5.8%	1.9%	1.4%	9.9%
Q22. Frequency of service on Sundays	23.0%	13.5%	20.9%	17.5%	8.4%	3.2%	2.5%	11.0%
Q23. Hours the buses operate on weekdays	28.9%	17.4%	23.8%	15.4%	4.8%	1.3%	1.2%	7.1%
Q24. Hours the buses operate on Saturdays	26.6%	15.2%	21.4%	17.2%	5.8%	2.2%	1.8%	9.8%
Q25. Hours the buses operate on Sundays	22.4%	13.4%	20.8%	18.2%	7.3%	3.7%	2.9%	11.3%
Q26. Total time it takes for your usual trips	23.4%	14.2%	24.3%	18.9%	6.9%	2.7%	1.7%	7.7%
Q27. Service to all locations you want to go to	25.4%	15.3%	22.2%	17.3%	7.1%	2.9%	2.2%	7.6%
Q28. Ease of transfer among GoDurham routes	26.4%	14.4%	24.4%	18.9%	4.0%	1.8%	1.7%	8.3%
Q29. Ease of transferring between GoDurham & other area bus transit systems	23.4%	12.4%	20.0%	20.6%	4.8%	1.7%	1.8%	15.2%
Q30. Cleanliness of the bus interiors	19.2%	11.2%	21.1%	20.2%	11.4%	5.9%	4.1%	6.8%

Q19-38. In the past 30 days, how would you rate GoDurham on the following services?

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor	Does not apply
Q31. Cleanliness of the bus shelters & transit center	20.3%	12.3%	21.8%	18.9%	9.1%	5.5%	4.3%	7.8%
Q32. Your sense of personal safety from other passengers on the buses	23.3%	15.3%	21.9%	20.3%	7.2%	3.6%	2.2%	6.3%
Q33. Cost of bus fare	44.5%	10.7%	14.2%	13.3%	2.9%	1.3%	1.4%	11.7%
Q34. Courtesy & helpfulness of bus operators	29.9%	15.6%	19.5%	16.6%	5.0%	2.6%	2.6%	8.2%
Q35. Usefulness of information from 919-485-RIDE telephone operators	24.0%	11.6%	16.1%	18.9%	4.7%	2.2%	2.4%	20.2%
Q36. Usefulness of printed information such as schedules or brochures	24.0%	11.5%	16.5%	19.4%	5.0%	2.4%	2.8%	18.5%
Q37. Quality of WIFI service on buses	24.3%	12.0%	18.2%	17.3%	6.3%	2.9%	3.8%	15.2%
Q38. Quality of GoDurham service overall	29.0%	17.3%	22.5%	15.9%	4.6%	1.9%	2.1%	6.6%

WITHOUT DOES NOT APPLY**Q19-38. In the past 30 days, how would you rate GoDurham on the following services? (without "does not apply")**

(N=23522)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q19. Buses running on time	25.0%	15.2%	23.6%	21.4%	8.8%	3.2%	2.7%
Q20. Frequency of service on weekdays	28.9%	18.2%	26.6%	18.1%	4.7%	1.7%	1.8%
Q21. Frequency of service on Saturdays	28.0%	16.5%	25.9%	19.6%	6.4%	2.1%	1.6%
Q22. Frequency of service on Sundays	25.9%	15.2%	23.4%	19.7%	9.4%	3.6%	2.8%
Q23. Hours the buses operate on weekdays	31.2%	18.7%	25.7%	16.6%	5.1%	1.4%	1.3%
Q24. Hours the buses operate on Saturdays	29.5%	16.9%	23.8%	19.0%	6.4%	2.5%	2.0%
Q25. Hours the buses operate on Sundays	25.3%	15.1%	23.4%	20.5%	8.2%	4.2%	3.3%
Q26. Total time it takes for your usual trips	25.4%	15.4%	26.4%	20.5%	7.5%	2.9%	1.9%
Q27. Service to all locations you want to go to	27.5%	16.6%	24.0%	18.7%	7.7%	3.1%	2.4%
Q28. Ease of transfer among GoDurham routes	28.8%	15.7%	26.6%	20.6%	4.4%	2.0%	1.9%
Q29. Ease of transferring between GoDurham & other area bus transit systems	27.6%	14.6%	23.6%	24.3%	5.6%	2.1%	2.1%
Q30. Cleanliness of the bus interiors	20.6%	12.1%	22.7%	21.7%	12.3%	6.4%	4.4%

WITHOUT DOES NOT APPLY**Q19-38. In the past 30 days, how would you rate GoDurham on the following services? (without "does not apply")**

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q31. Cleanliness of the bus shelters & transit center	22.0%	13.3%	23.6%	20.5%	9.8%	6.0%	4.7%
Q32. Your sense of personal safety from other passengers on the buses	24.8%	16.3%	23.3%	21.6%	7.7%	3.9%	2.3%
Q33. Cost of bus fare	50.4%	12.1%	16.1%	15.0%	3.3%	1.5%	1.6%
Q34. Courtesy & helpfulness of bus operators	32.6%	17.0%	21.3%	18.1%	5.4%	2.8%	2.9%
Q35. Usefulness of information from 919-485-RIDE telephone operators	30.1%	14.5%	20.2%	23.6%	5.9%	2.7%	3.0%
Q36. Usefulness of printed information such as schedules or brochures	29.4%	14.1%	20.2%	23.8%	6.1%	2.9%	3.4%
Q37. Quality of WIFI service on buses	28.7%	14.1%	21.5%	20.4%	7.4%	3.4%	4.4%
Q38. Quality of GoDurham service overall	31.0%	18.5%	24.1%	17.1%	5.0%	2.1%	2.2%

Q39. Of the services in Questions 19 to 38 above, please rank by question number the three most important to improve.

<u>Q39. Top choice</u>	<u>Number</u>	<u>Percent</u>
Buses running on time	4905	20.9 %
Frequency of service on weekdays	555	2.4 %
Frequency of service on Saturdays	190	0.8 %
Frequency of service on Sundays	393	1.7 %
Hours the buses operate on weekdays	221	0.9 %
Hours the buses operate on Saturdays	120	0.5 %
Hours the buses operate on Sundays	478	2.0 %
Total time it takes for your usual trips	340	1.4 %
Service to all locations you want to go to	531	2.3 %
Ease of transfer among GoDurham routes	121	0.5 %
Ease of transferring between GoDurham & other area bus transit systems	124	0.5 %
Cleanliness of the bus interiors	1351	5.7 %
Cleanliness of the bus shelters & transit center	356	1.5 %
Your sense of personal safety from other passengers on the buses	934	4.0 %
Cost of bus fare	380	1.6 %
Courtesy & helpfulness of bus operators	595	2.5 %
Usefulness of information from 919-485-RIDE telephone operators	111	0.5 %
Usefulness of printed information such as schedules or brochures	137	0.6 %
Quality of WIFI service on buses	383	1.6 %
Quality of GoDurham service overall	364	1.5 %
<u>None chosen</u>	<u>10933</u>	<u>46.5 %</u>
Total	23522	100.0 %

Q39. Of the services in Questions 19 to 38 above, please rank by question number the three most important to improve.

<u>Q39. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Buses running on time	990	4.2 %
Frequency of service on weekdays	655	2.8 %
Frequency of service on Saturdays	346	1.5 %
Frequency of service on Sundays	411	1.7 %
Hours the buses operate on weekdays	203	0.9 %
Hours the buses operate on Saturdays	218	0.9 %
Hours the buses operate on Sundays	588	2.5 %
Total time it takes for your usual trips	889	3.8 %
Service to all locations you want to go to	708	3.0 %
Ease of transfer among GoDurham routes	135	0.6 %
Ease of transferring between GoDurham & other area bus transit systems	329	1.4 %
Cleanliness of the bus interiors	1268	5.4 %
Cleanliness of the bus shelters & transit center	957	4.1 %
Your sense of personal safety from other passengers on the buses	883	3.8 %
Cost of bus fare	400	1.7 %
Courtesy & helpfulness of bus operators	734	3.1 %
Usefulness of information from 919-485-RIDE telephone operators	173	0.7 %
Usefulness of printed information such as schedules or brochures	180	0.8 %
Quality of WIFI service on buses	490	2.1 %
Quality of GoDurham service overall	490	2.1 %
<u>None chosen</u>	<u>12475</u>	<u>53.0 %</u>
Total	23522	100.0 %

Q39. Of the services in Questions 19 to 38 above, please rank by question number the three most important to improve.

Q39. 3rd choice	Number	Percent
Buses running on time	1192	5.1 %
Frequency of service on weekdays	439	1.9 %
Frequency of service on Saturdays	274	1.2 %
Frequency of service on Sundays	494	2.1 %
Hours the buses operate on weekdays	135	0.6 %
Hours the buses operate on Saturdays	137	0.6 %
Hours the buses operate on Sundays	406	1.7 %
Total time it takes for your usual trips	735	3.1 %
Service to all locations you want to go to	395	1.7 %
Ease of transfer among GoDurham routes	248	1.1 %
Ease of transferring between GoDurham & other area bus transit systems	258	1.1 %
Cleanliness of the bus interiors	981	4.2 %
Cleanliness of the bus shelters & transit center	529	2.2 %
Your sense of personal safety from other passengers on the buses	830	3.5 %
Cost of bus fare	501	2.1 %
Courtesy & helpfulness of bus operators	625	2.7 %
Usefulness of information from 919-485-RIDE telephone operators	255	1.1 %
Usefulness of printed information such as schedules or brochures	220	0.9 %
Quality of WIFI service on buses	575	2.4 %
Quality of GoDurham service overall	1073	4.6 %
None chosen	13220	56.2 %
Total	23522	100.0 %

SUM OF TOP THREE**Q39. Of the services in Questions 19 to 38 above, please rank by question number the three most important to improve. (top 3)**

Q39. Top choice	Number	Percent
Buses running on time	7087	30.1 %
Frequency of service on weekdays	1649	7.0 %
Frequency of service on Saturdays	810	3.4 %
Frequency of service on Sundays	1298	5.5 %
Hours the buses operate on weekdays	559	2.4 %
Hours the buses operate on Saturdays	475	2.0 %
Hours the buses operate on Sundays	1472	6.3 %
Total time it takes for your usual trips	1964	8.3 %
Service to all locations you want to go to	1634	6.9 %
Ease of transfer among GoDurham routes	504	2.1 %
Ease of transferring between GoDurham & other area bus transit systems	711	3.0 %
Cleanliness of the bus interiors	3600	15.3 %
Cleanliness of the bus shelters & transit center	1842	7.8 %
Your sense of personal safety from other passengers on the buses	2647	11.3 %
Cost of bus fare	1281	5.4 %
Courtesy & helpfulness of bus operators	1954	8.3 %
Usefulness of information from 919-485-RIDE telephone operators	539	2.3 %
Usefulness of printed information such as schedules or brochures	537	2.3 %
Quality of WIFI service on buses	1448	6.2 %
Quality of GoDurham service overall	1927	8.2 %
None chosen	10933	46.5 %
Total	44871	

Section 5

Survey Instrument





Which route are you riding now? _____

1. In a typical week, on how many days do you currently use GoDurham (*Circle only one*)
 0 (None) 1 2 3 4 5 6 7

2. How long have you been riding GoDurham?
 ___ 1 Less than 6 months ___ 2 Less than 1 year ___ 3 1-2 years
 ___ 4 3-4 years ___ 5 5 or more years

3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip?
 ___ 1 Walked ___ 2 Used own bike ___ 3 Used rented scooter/bike
 ___ 4 Drove ___ 5 Was dropped off by family/friend ___ 6 Uber/Lyft/Taxi
 ___ 7 GoDurham Connect ___ 8 Bus other than GoDurham ___ 9 Other _____

4. In making this trip to where you are going right now, how many times do you have to change to another bus at any point to complete the trip, whether it is a GoDurham bus or a bus from another system?
 0 (None) 1 2 3 Other _____

5. Please check all Triangle Region bus systems you use in a typical week.
 ___ 1 Chapel Hill Transit ___ 2 Duke Transit ___ 3 GoApex ___ 4 GoCary
 ___ 5 GoDurham ___ 6 GoRaleigh ___ 7 GoTriangle ___ 8 GoWake
 ___ 9 Orange County Public Transit (OCPT) ___ 10 Wolfline ___ 11 None of these

6. In the past thirty days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes? (*select all*)
 ___ 1 Yes, instead of a trip on GoDurham ___ 2 Yes, as part of a trip on GoDurham
 ___ 3 Yes, but not to replace a trip on GoDurham ___ 4 No

7. What is ONE main purpose for which you most often use the GoDurham bus?
 ___ 1 Work ___ 2 School/College ___ 3 Shopping
 ___ 4 Medical/Dental ___ 5 Recreation/Event ___ 6 Other: _____

8. Please mark all the following that apply to you. Are you...
 ___ 1 Employed full-time ___ 2 Employed part-time ___ 3 Unemployed ___ 4 Homemaker
 ___ 5 Student ___ 6 Retired ___ 7 Volunteer position

9. If you are employed or a student, do you work/attend school...
 ___ 1 Remote only ___ 2 Remote some days, onsite other days ___ 3 Onsite only

10. Do you participate in a GoPass program? (*check only one*)
 ___ 1 Yes, Employer/College GoPass ___ 2 Yes, TAP (Transit Assistance Program) GoPass
 ___ 3 Yes, Youth GoPass ___ 4 Yes, Disability GoPass
 ___ 5 Yes, Senior GoPass ___ 6 No, I do not use a GoPass

10a. If employed, who is your current employer? (This information helps us plan to better serve your needs and is optional.) _____

11. How old are you? _____ Years old

12. Do you identify as: ___ 1 Male ___ 2 Female ___ 3 Non-binary ___ 4 Prefer not to answer

13. Do you consider yourself to be... (*Check all that apply to you*)
 ___ 1 African American/Black ___ 2 Asian ___ 3 Hispanic
 ___ 4 Native American Indian ___ 5 White ___ 6 Other: _____

14. What language do you most often speak at home?
 ___ 1 English ___ 2 Spanish ___ 3 Other: _____

14a. [If Question 14 is not English] How well do you speak English?
 ___ 1 Very Well ___ 2 Well ___ 3 Less than well ___ 4 Not at all

15. What is your total annual household income? (Check only one)
 ___ 1 Less than \$10,000 ___ 2 \$10,000 to \$14,999 ___ 3 \$15,000 to \$19,999
 ___ 4 \$20,000 to \$24,999 ___ 5 \$25,000 to \$34,999 ___ 6 \$35,000 to \$49,999
 ___ 7 \$50,000 to \$74,999 ___ 8 \$75,000 to \$100,000 ___ 9 More than \$100,000
 ___ 10 Other _____

16. Including YOU, how many people, including children, live in your household? _____ people?

17. How many cars or other vehicles are available for your use?
 0 (None) 1 2 3 4 or more

18. Do you use a transit app on your cell phone to check on GoDurham bus services?
 ___ 1 Yes ___ 2 No ___ 3 No cell phone
 If you use a transit app, which one? _____

In the past 30 days, how would you rate GoDurham on the following services?		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
19	Buses running on time	7	6	5	4	3	2	1	9
20	Frequency of service on weekdays	7	6	5	4	3	2	1	9
21	Frequency of service on Saturday	7	6	5	4	3	2	1	9
22	Frequency of service on Sunday	7	6	5	4	3	2	1	9
23	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
24	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
25	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
26	Total time it takes for your usual trip	7	6	5	4	3	2	1	9
27	Service to all locations you want to go to	7	6	5	4	3	2	1	9
28	Ease of transfer among GoDurham routes	7	6	5	4	3	2	1	9
29	Ease of transferring between GoDurham and other area bus transit systems	7	6	5	4	3	2	1	9
30	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
31	Cleanliness of the bus shelters and transit center	7	6	5	4	3	2	1	9
32	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
33	Cost of bus fare	7	6	5	4	3	2	1	9
34	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
35	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
36	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
37	Quality of WIFI service on buses	7	6	5	4	3	2	1	9
38	The quality of GoDurham service overall	7	6	5	4	3	2	1	9

41. Of the services in questions 19 to 38 above, please rank by question number the three most important to improve.

1st _____ 2nd _____ 3rd _____

Comments:

Encuesta de pasajeros: díganos cómo usa GoDurham



¿Qué ruta estás recorriendo ahora _____

1. En una semana típica, ¿cuántos días usa actualmente GoDurham (Marque solo uno)
 0 (Ninguno) 1 2 3 4 5 6 7

2. ¿Cuánto tiempo llevas montando en GoDurham?
 ___1 Menos de 6 meses ___2 Menos de 1 año ___3 1-2 años
 ___4 3-4 años ___5 5 o más años

3. ¿Cómo llegaste a la parada donde subiste al primer autobús GoDurham que abordaste durante este viaje?
 ___1 Caminó ___2 Bicicleta propia usada ___3 Scooter/bicicleta alquilada usada
 ___4 Conducido ___5 Fue dejado por un familiar/amigo ___6 Uber/Lyft/Taxi
 ___7 GoDurham Connect ___8 Autobús que no sea GoDurham ___9 Otros _____

4. Al hacer este viaje a donde va en este momento, ¿cuántas veces tiene que cambiar a otro autobús en cualquier momento para completar el viaje, ya sea un autobús GoDurham o un autobús de otro sistema?
 0 (Ninguno) 1 2 3 Otro _____

5. Verifique todos los sistemas de autobuses de la región del triángulo que utiliza en una semana típica.
 ___1 Tránsito de Chapel Hill ___2 Tránsito de Duke ___3 GoApex ___4 GoCary ___5 GoDurham ___6 GoRaleigh ___7
 GoTriangle ___8 GoWake ___9 Transporte público del condado de Orange (OCPT) ___10 Línea de lobo ___11 Ninguno de estos

6. En los últimos treinta días, ¿usaste Uber/Lyft/Taxi O scooters/bicicletas basados en aplicaciones? (seleccionar todo)
 ___1 Sí, en lugar de un viaje en GoDurham ___2 Sí, como parte de un viaje en GoDurham ___3 Sí, pero no para reemplazar un viaje en GoDurham ___4
 No

7. ¿Cuál es UN propósito principal para el que usa con mayor frecuencia el autobús GoDurham?
 ___1 Trabajo ___2 Escuela/Universidad ___3 Compras
 ___4 Médico/Dental ___5 Recreación/Evento ___6 Otros: _____

8. Marque todo lo siguiente que se aplique a usted. Estas...
 ___1 Empleado a tiempo completo ___2 Empleado a tiempo parcial ___3 Desempleado ___4 Ama de casa ___5 Estudiante ___6 Retirado
 ___7 Puesto de voluntario

9. Si está empleado o es estudiante, ¿trabaja/asiste a la escuela?
 ___1 Solo control remoto ___2 Remoto algunos días, en el sitio otros días ___3 Solo en el sitio

10. ¿Participa en un programa GoPass? (marque solo uno)
 ___1 Sí, GoPass para el empleador/universidad ___2 Sí, TAP (Programa de Asistencia de Tránsito) GoPass
 ___3 Sí, GoPass para jóvenes ___4 Sí, GoPass para discapacitados
 ___5 Sí, GoPass para personas mayores ___6 No, no uso un GoPass

10a. Si está empleado, ¿quién es su empleador actual? (Esta información nos ayuda a planificar para satisfacer mejor sus necesidades y es opcional).

11. ¿Qué edad tienes? _____Años

12. ¿Te identificas como: ___1 Hombre ___2 Mujer ___3 No binario ___4 Prefiero no responder

13. ¿Te consideras a ti mismo como ... (Marque todo lo que se aplica a usted)
 ___1 Afroamericano/Negro ___2 Asiáticos ___3 Hispano
 ___4 Indio nativo americano ___5 Blanco ___6 Otros: _____

14. ¿Qué idioma hablas con más frecuencia en casa?
 ___1 Español ___2 Español ___3 Otros: _____

14a. [Si la pregunta 14 no es inglés] ¿Qué tan bien habla inglés?
 ___1 Muy bien ___2 Pozo ___3 Menos que bien ___4 Nada

15. ¿Cuál es el ingreso familiar anual total? (Marque solo uno)
 ___1 Menos de \$10,000 ___2 \$10,000 a \$14,999 ___3 \$15,000 a \$19,999
 ___4 \$20,000 a \$24,999 ___5 \$25,000 a \$34,999 ___6 \$35,000 a \$49,999
 ___7 \$50,000 a \$74,999 ___8 \$75,000 a \$100,000 ___9 Más de \$100,000
 ___10 Otros _____

16. Incluyéndote a TI, ¿cuántas personas, incluidos los niños, viven en tu hogar? _____¿gente?

17. ¿Cuántos coches u otros vehículos hay disponibles para su uso?
 0 (Ninguno) 1 2 3 4 o más

18. ¿Utiliza una aplicación de tránsito en su teléfono celular para verificar los servicios de autobús de GoDurham?
 ___1 Sí ___2 No ___3 No hay teléfono celular
 Si usas una aplicación de transporte público, ¿cuál? _____

En los últimos 30 días, ¿cómo calificaría a GoDurham en los siguientes servicios?		Excelente	Muy bien	Bien	Neutral	Pobre	Pobretón	Extremadamen	No aplica
19	Autobuses que funcionan a tiempo	7	6	5	4	3	2	1	9
20	Frecuencia del servicio en días laborables	7	6	5	4	3	2	1	9
21	Frecuencia del servicio los sábados	7	6	5	4	3	2	1	9
22	Frecuencia del servicio el domingo	7	6	5	4	3	2	1	9
23	Horario de funcionamiento de los autobuses entre semana	7	6	5	4	3	2	1	9
24	Horario de funcionamiento de los autobuses los sábados	7	6	5	4	3	2	1	9
25	Horario de funcionamiento de los autobuses los domingos	7	6	5	4	3	2	1	9
26	Tiempo total que se tarda en realizar tu viaje habitual	7	6	5	4	3	2	1	9
27	Servicio a todas las ubicaciones a las que quieras ir	7	6	5	4	3	2	1	9
28	Facilidad de transferencia entre las rutas de GoDurham	7	6	5	4	3	2	1	9
29	Facilidad de transferencia entre GoDurham y otros sistemas de tránsito de autobuses del área	7	6	5	4	3	2	1	9
30	Limpieza de los interiores de los autobuses	7	6	5	4	3	2	1	9
31	Limpieza de las marquesinas de autobuses y centro de tránsito	7	6	5	4	3	2	1	9
32	Su sentido de seguridad personal de otros pasajeros en los autobuses	7	6	5	4	3	2	1	9
33	Costo de la tarifa del autobús	7	6	5	4	3	2	1	9
34	Cortesía y amabilidad de los operadores de autobuses	7	6	5	4	3	2	1	9
35	Utilidad de la información de los operadores telefónicos 919-485-RIDE	7	6	5	4	3	2	1	9
36	Utilidad de la información impresa, como horarios o folletos	7	6	5	4	3	2	1	9
37	Calidad del servicio WIFI en los autobuses	7	6	5	4	3	2	1	9
38	La calidad del servicio de GoDurham en general	7	6	5	4	3	2	1	9

41. De los servicios mencionados en las preguntas 19 a 38 anteriores, sírvase clasificar por número de pregunta los tres más importantes para mejorar.
 primero _____ Segundo _____ Tercera _____

Comentarios: _____

Section 6

Comments



Service Frequency, Hours, and Reliability

10B Sunday service needed
4 is always late/ Route 55 is horrible now-have to cross 6 lanes.
Bus is not reliable
Bus run times post 12 am weekdays, until 12am on Sundays
Bus timeliness
buses time otherwise everything is good
Extend Sunday operation hours if possible
Sunday services extended
Later bus on Sunday would help.
longer service on Sundays
more routes every 15 min should improve overall experience
Need to be on time more in cold weather
Please be on time !!
route sometimes takes long time
sometimes the buses are overcrowded
sometimes the bus leaves when it
The 10 and 2 are late
Timing / Safety

Bus Stops, Shelters, and Infrastructure

All stops need adequate shelter
please add bench & lighting !
bus stop needs light on the 6
Bus stops need shelters
more benches
More bus stops
More covered stops in rural areas
Need bus stop at Mineral Spring
Need the bus stop to come back to Ellis Road. Many houses and new businesses have been added there.
Please add more stops
PLEASE ADD SERVICE TO NEWCASTLE AND STADIUM
Please add stop on at 10 in front of Valley Terme Apts
please add stops
Stay on Joyner rd. past school

Routes and Service Coverage

803 bus east club to west club

Bus 12 needs to go top and bottom

Bus should go to Creek RD

Make route 8 how it used to be. It does not go past the security commission.

Make the 12 normal hours again.

Need buses that don't go downtown; need a loop around downtown.

Needs to show more stops #36

The removal of 128 service had a very negative impact overall.

People work on Sunday too

Driver Behavior and Customer Service

Bus drivers are rude. Pay more so they can help us.

bus driver's attitudes

drivers' attitude

drivers need to wait

Drivers see you running towards them, but they won't stop.

Drivers are usually not helpful / unkind/ some are not safety conscience

most drivers are rude

Some drivers don't drive well. They hit all the potholes on the road.

Some of the drivers are very rude.

some bus drivers do not wait for people to sit down.

Supervisors aren't very good and drivers are rude.

They could be nicer

You have bus drivers who don't care.

Respect Rider more

Safety and Security

Better security

Drug Addicts and people can get on intoxicated and not good to be around kids.

Kids on the bus have no respect

Police do not help

safety, timelines , cost

Tell public to use cell phone earbuds when necessary and talk to unruly kids.

The buses are becoming shelter for the Homeless

the bus is nasty homeless stink the bus up

Cleanliness and Bus Condition

Clean The bus

Cleaner Buses

Improve cleanliness and take care of the passengers.

love the bus , just be a bit cleaner

The seats need to be cleaned. They smell.

Wash these nasty seats feces are in some of the seats

The bus stop outside the duke hospital is always covered in cigarette butts despite no smoking allowed signs

Technology, Apps, and Communication

Alone on website or app it no bus available

better Wi-Fi on travel

Fix your app!!!

More Outlets Please

more usb outlets and Wi-Fi

track the bus on Google maps, any more

upgrade everything

usb chargers needed

usb ports and better Wi-Fi

usb, Wi-Fi

Wi-Fi is very Unreliable

when detours occur send info to the phone dispatchers

when switching route please inform rider asap

when you change the routes pls notify the riders

People need bright color to get attention of Schedules, events etc..

Communication of lack of services.

Fares and Free Service

all buses should stay free

Keep Bus fare free especially for Homeless !

Keep the bus free

Keep The Buses Free

since the buses have been free I cant speak about price

Transit should always stay free.

All good, keep the buses free if you can

Positive Feedback and Satisfaction

Ada is your best most respectful driver

All good

All good for the most part

all is good

A-ok

everything good

Everything is excellent, thank you!

Everything is good !

everything is much good

excellent services gracias

Excellent

For the most part the bus service itself is pretty good

GoDurham has to be the best service in the state still could be better

GoDurham is better

good

Good service

good services

GOOD TO HAVE FREQUENET

Great Bus

great service

I Like to ride the bus

I Love Durham Transit

I very much appreciate GoDurham.

I want to thank you GoDurham so much for the ride and Wi-Fi please be on time... Thank you so much.

it's all good

It's nice

keep up the good work

Like the service

love it

nice experience

outstanding service. thank you!

perfect the way it is

Really happy with the service I am a new rider

SERVICE IS PRETTY GOOD

Service is pretty good.

thank you

Thank you

thank you for having far free service through

thank you for the overall service

Thanks

Thanks for the free ride

Thanks for the Ride

thanks for your service

this service is great

Very good people

You guys do a great job !!!

you provide good service. Thank you
you're the best
