



**Raleigh, NC**

**GoRaleigh**

***2025 Customer Satisfaction Survey***

**July 2026**



[www.etcinstitute.com](http://www.etcinstitute.com)



(913) 829-1215



725 W. Frontier Circle,  
Olathe, KS 66061



[info@etcinstitute.com](mailto:info@etcinstitute.com)

# Contents

<b>Section 1: Executive Summary .....</b>	<b>4</b>
<b>Section 2: Figures and Reporting.....</b>	<b>9</b>
<b>Section 3: Customer Satisfaction Analysis .....</b>	<b>48</b>
<b>Section 4: Tabular Data .....</b>	<b>52</b>
<b>Section 5: Survey Instrument .....</b>	<b>72</b>
<b>Section 6: Comments .....</b>	<b>75</b>

## List of Figures

Figure 1. Frequency of GoRaleigh Use Trends .....	10
Figure 2. Main Purpose of Trips .....	11
Figure 3. Trip Purpose by Employment Status.....	12
Figure 4. Regional Bus System Usage .....	13
Figure 5. Type of Trip Planner Used.....	14
Figure 6. Type of Transit App by Age .....	15
Figure 7. Household Vehicles.....	16
Figure 8: Alternative Transportation Methods .....	17
Figure 9. Uber/Lyft/Taxi Usage .....	18
Figure 10. Uber/Lyft/Taxi Usage by Age .....	19
Figure 11. Employment Status of Riders.....	20
Figure 12. Work and School Location .....	21
Figure 13. Work and School Location by Employment Status.....	22
Figure 14. Household Income of Riders.....	23
Figure 15. Gender of Riders .....	24
Figure 16. Race/Ethnicity of Riders.....	25
Figure 17. Primary Language of Riders .....	26
Figure 18. Other Languages .....	26
Figure 19. Age of Riders .....	27
Figure 20. Household Size.....	28
Figure 21. Fare Discounts.....	29
Figure 22. Employment Status by Household Income.....	30
Figure 23. Overall Satisfaction .....	31
Figure 24. Hours and Frequency of Saturday and Sunday Service .....	33
Figure 25. Customer Experience and Passenger Amenities.....	34
Figure 26. Service Operations and Network Performance .....	35
Figure 27. Satisfaction Ratings of GoRaleigh Services .....	37
Figure 28. Satisfaction Ratings of GoRaleigh Services Part 2.....	38
Figure 29. Satisfaction Ratings of GoRaleigh Services Part 3.....	39
Figure 30. Overall Service Quality by Household Income.....	41
Figure 31. Service Ratings by Transit Dependency .....	42
Figure 32. Service Ratings by Transit Dependency Part 2.....	43
Figure 33. Importance Ratings of GoRaleigh Services .....	45
Figure 34. Importance Ratings of GoRaleigh Services Part2.....	46
Figure 35. Importance Satisfaction Analysis .....	50
Figure 36. Survey Instrument.....	73
Figure 37. Survey Instrument Part 2 .....	74

# Section 1

# Executive Summary



# 2025 GoRaleigh Customer Satisfaction Survey *Executive Summary*

---

## Overview

GoRaleigh, which provides regional bus transportation throughout the City of Raleigh area, conducted a fixed-route rider Customer Satisfaction Survey, in November 2025, 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 conducted by ETC Institute's team of trained field interviewers. ETC's professional survey administrators were deployed across all GoRaleigh's 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 GoRaleigh 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 1,669 completed surveys from riders was met, and the overall results for the sample of 1,796 riders has a margin of error of  $\pm 2.2$  at the 95% level of confidence. This means that if the survey were repeated 100 times, the results would fall within  $\pm 2.2\%$  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 1,796 fully completed surveys.

## Customer Demographic Characteristics

- Race/Ethnicity, Age, and Gender.** In 2025, GoRaleigh riders were predominantly African American/Black (64%), followed by White riders (22%), while Hispanic (7%), Asian (3%), Native American Indian (2%), and other racial groups (2%) represented smaller shares of the ridership. The age distribution was concentrated among working-age adults, with riders ages 25–34 comprising the largest group (23%), followed by those ages 35–44 (20%), while riders ages 16–24 accounted for 16%, riders ages 45–54 and 55–64 each represented 15%, and riders ages 65 and older made up 10% of respondents. By gender, men represented 61% of riders, women accounted for 37%, and 2% identified as non-binary or preferred not to disclose their gender. Overall, the 2025 results indicate that GoRaleigh's ridership was primarily African American/Black, predominantly male, and largely composed of adults in their prime working years.
- Employment and Income.** In 2025, GoRaleigh riders were predominantly from lower-income households and represented a diverse range of employment statuses. Just over half of riders (51%) reported household incomes below \$15,000, while 23% reported incomes between \$15,000 and \$24,999, 17% reported incomes between \$25,000 and \$49,999, and 10% reported incomes of \$50,000 or more. By employment status, full-time employees comprised the largest share of riders (34%), followed by unemployed riders (22%) and part-time employees (18%). Retired riders accounted for 12% of the ridership, while students represented 10%; smaller shares included volunteers (3%) and homemakers (1%). Overall, the findings indicate that GoRaleigh continues to serve a large proportion of lower-income riders while providing transportation for a broad mix of workers, students, retirees, and individuals who are not currently employed.

## Customer Transportation Habits

- Ridership.** During a typical week, GoRaleigh riders reported using the service frequently. The largest share of riders (40%) used GoRaleigh seven days per week, followed by 22% who used the service five days per week and 12% who rode six days per week. Another 11% reported using the service four days per week, while smaller shares rode three days (7%), two days (5%), or one day or less per week (4%). Overall, the results indicate that GoRaleigh is used regularly by many riders, with nearly three in four riders (74%) using the system five or more days per week, highlighting its importance for frequent and recurring travel needs.
- Typical Customer Transportation.** In 2025, GoRaleigh riders most often reported using the system for work trips (57%), making it the primary trip purpose by a substantial margin. Shopping was the second most common trip purpose at 13%, followed by school or college trips (10%). Smaller shares of riders reported using GoRaleigh primarily for recreation or events (9%) and medical or dental appointments (8%), while 3% cited other purposes. Overall, the results indicate that commuting to work remains the primary reason riders use GoRaleigh, while the system also plays an important role in supporting access to shopping, education, healthcare, and other daily activities.
- Overall Quality of GoRaleigh services.** In 2025, GoRaleigh riders reported generally positive perceptions of overall satisfaction with the service. One-quarter of riders (25%) rated the service as Excellent, while an additional 19% rated it Very Good and 26% rated it Good. Combined, 70% of riders provided positive ratings across the top three categories. Another 17% selected a neutral rating, while relatively few riders expressed dissatisfaction, including 7% rating the service as Poor, 2% as Very Poor, and 3% as Extremely Poor. Overall, the results indicate that most riders view GoRaleigh service favorably, with strong satisfaction ratings reported by a substantial majority of respondents.

**Satisfaction with Statements Regarding GoRaleigh Services.** Overall, riders reported generally positive perceptions across most GoRaleigh service components, with many attributes receiving a majority of Excellent, Very Good, or Good ratings. The strongest ratings were concentrated in weekday service availability, service coverage, and ease of using the system, while cleanliness and some weekend service elements received comparatively lower ratings.

**Highest Rated Service Components (Excellent + Very Good + Good Combined):**

- Hours the buses operate on weekdays – **75%**
  - Frequency of service on weekdays – **75%**
  - Service to all locations you want to go – **70%**
  - Ease of transfer among GoRaleigh routes – **71%**
  - Ease of transferring between GoRaleigh and other area bus transit systems – **70%**
  - Usefulness of printed information such as schedules or brochures – **70%**
- 
- **Importance Factors.** In 2025, riders placed the greatest importance on service reliability and cleanliness. Buses running on time was the most important service attribute, with 26% of riders identifying it as one of the top priorities for improvement. Other highly important factors related to the cleanliness of bus interiors, personal safety, customer service, and the availability of bus stop amenities, indicating that riders prioritize aspects of service that directly affect the reliability, comfort, and convenience of their travel.
    - Buses running on time (26%)
    - Cleanliness of the bus interiors (21%)
    - Your sense of personal safety from other passengers on the buses (10%)
    - Courtesy & helpfulness of bus operators (9%)
    - Availability of shelters at bus stops (9%)

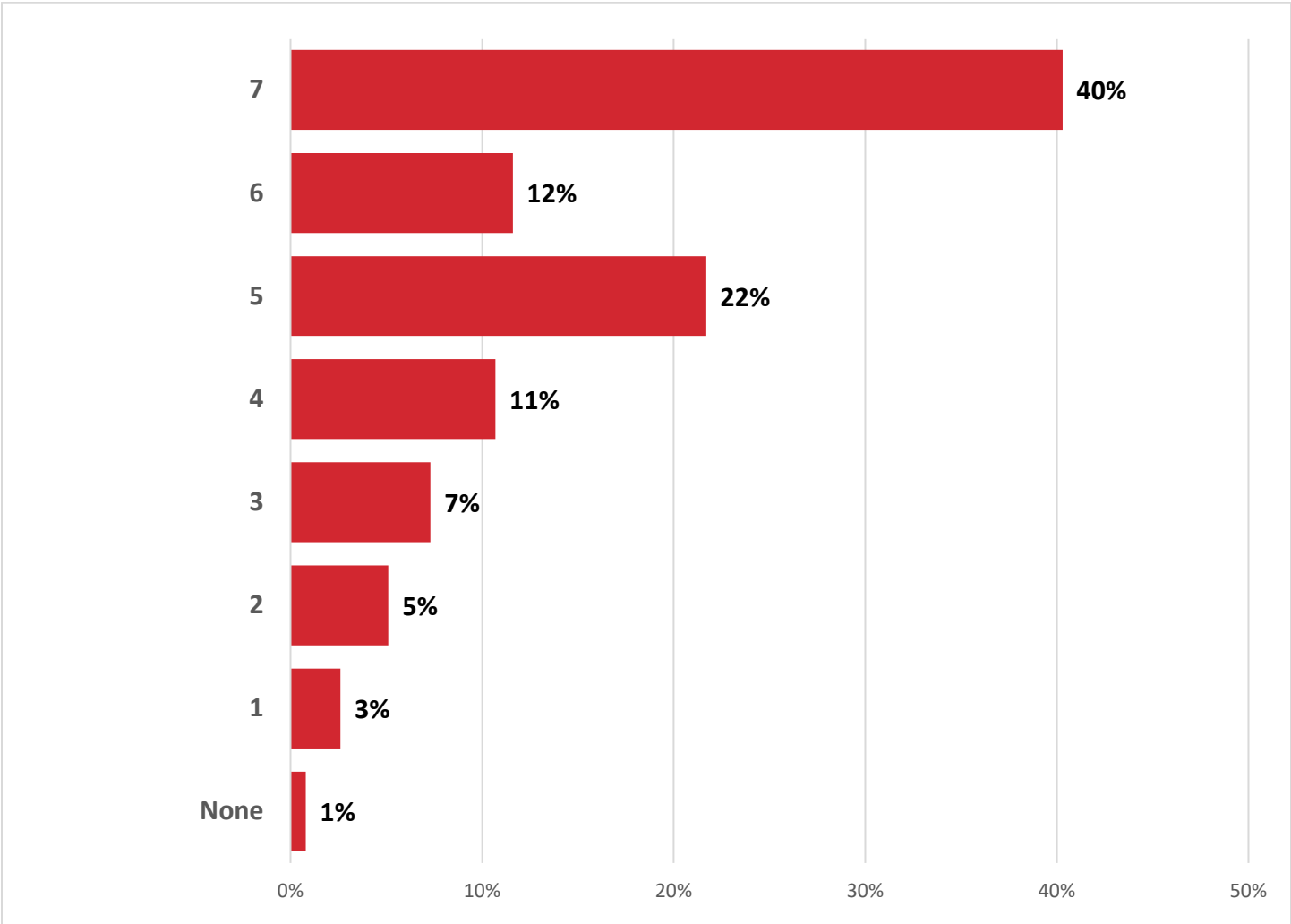
# Section 2

# Figures and Reporting



# Frequency of GoRaleigh Use

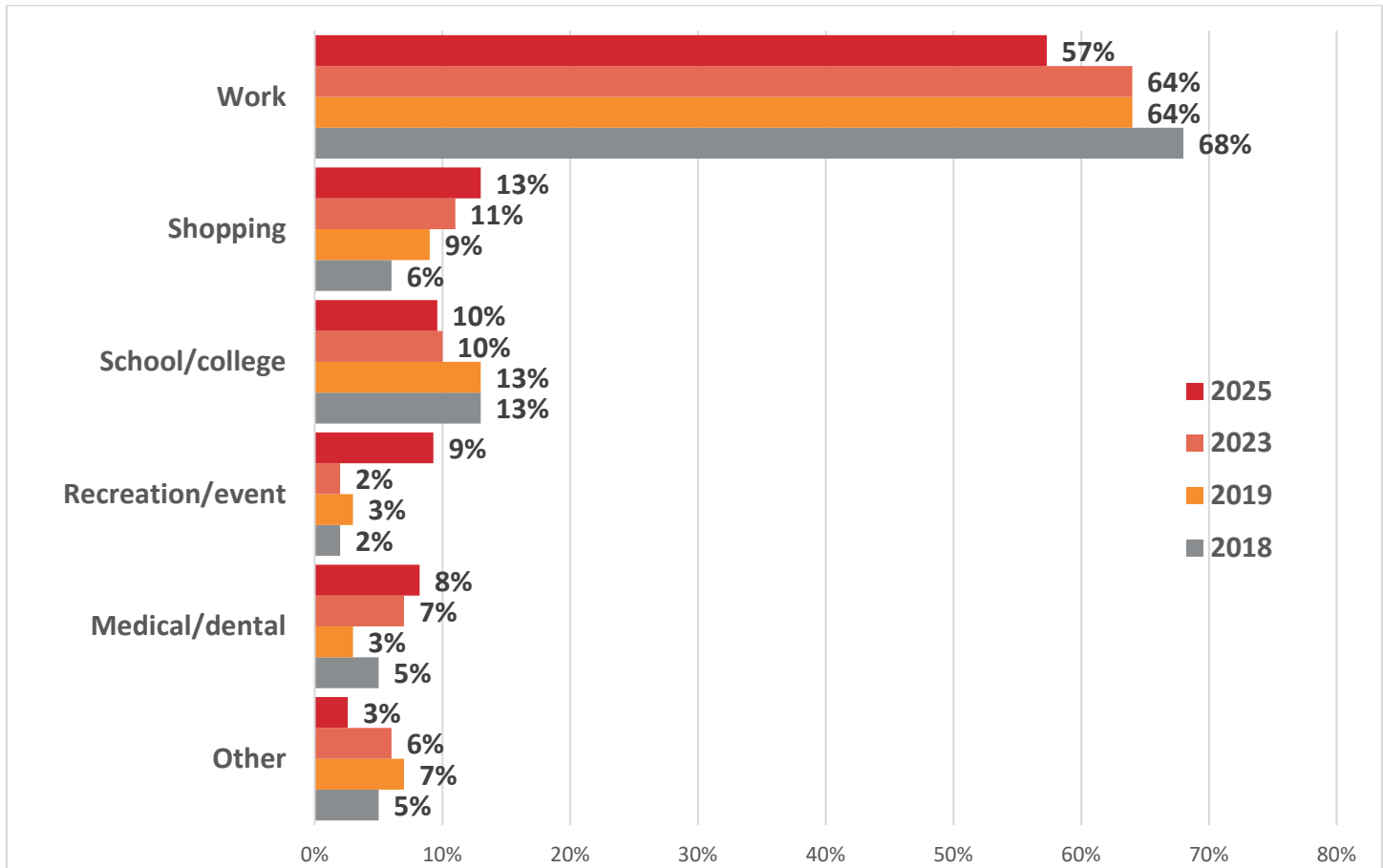
Figure 1. Frequency of GoRaleigh Use Trends



In 2025, GoRaleigh riders reported using the service frequently throughout the week. The largest share of riders, 40%, reported using the service seven days per week, followed by 22% who used the service five days per week. Additional shares reported riding 6 days per week (12%), four days per week (11%), and three days per week (7%). Smaller proportions of riders reported less frequent use, including 5% who rode two days per week and 4% who reported using the service one day or less per week. Overall, the results indicate that many riders rely on GoRaleigh service throughout the week, highlighting the system’s role as a regular and important transportation option for a substantial portion of customers.

## Trip Purpose

Figure 2. Main Purpose of Trips

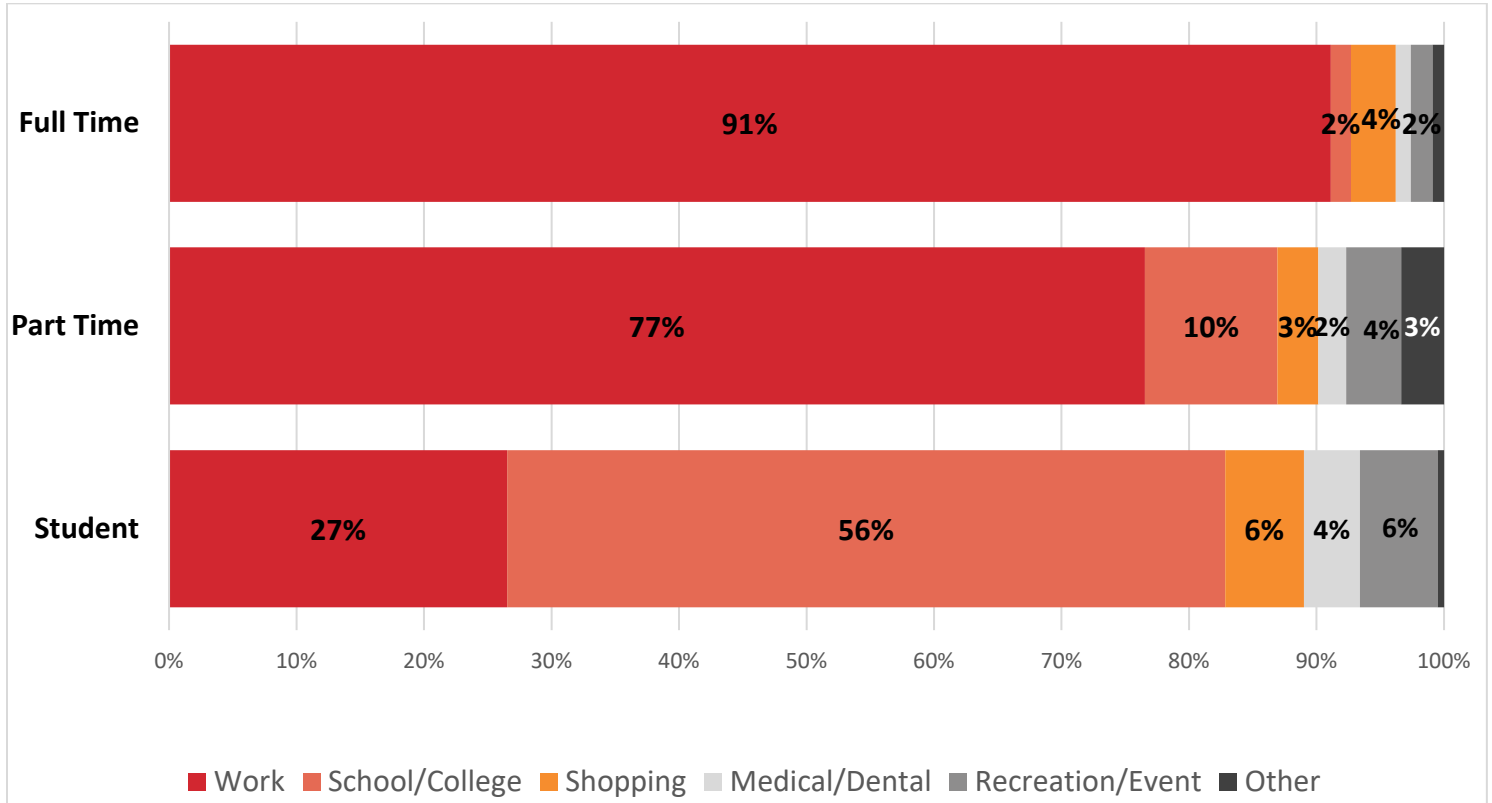


When asked, “What is ONE main purpose for which you most often used GoRaleigh service?”, the majority of riders reported using the service for work trips (57%), making it by far the most common trip purpose. Although work remained the leading reason for transit use, the share of riders traveling for work declined compared with prior survey years (64% in 2023, 64% in 2019, and 68% in 2018), suggesting a gradual shift toward a more diverse mix of trip purposes over time. The next most frequently cited purposes in 2025 were shopping (13%) and school or college (10%), indicating that the system continued to play an important role in helping riders access retail destinations and educational institutions. Shopping trips increased steadily compared with earlier years (11% in 2023, 9% in 2019, and 6% in 2018), while school-related trips declined slightly from 13% in both 2019 and 2018. Smaller shares of riders reported their main trip purpose as recreation or events (9%), medical or dental appointments (8%), and other purposes (3%). Notably, recreation or event-related trips increased substantially compared with earlier years (2% in 2023, 3% in 2019, and 2% in 2018), suggesting growing use of transit for social and discretionary activities. Medical or dental trips also increased modestly over time, while “other” trip purposes declined compared with previous survey years.

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

# Trip Purpose by Employment Status

Figure 3. Trip Purpose by Employment Status



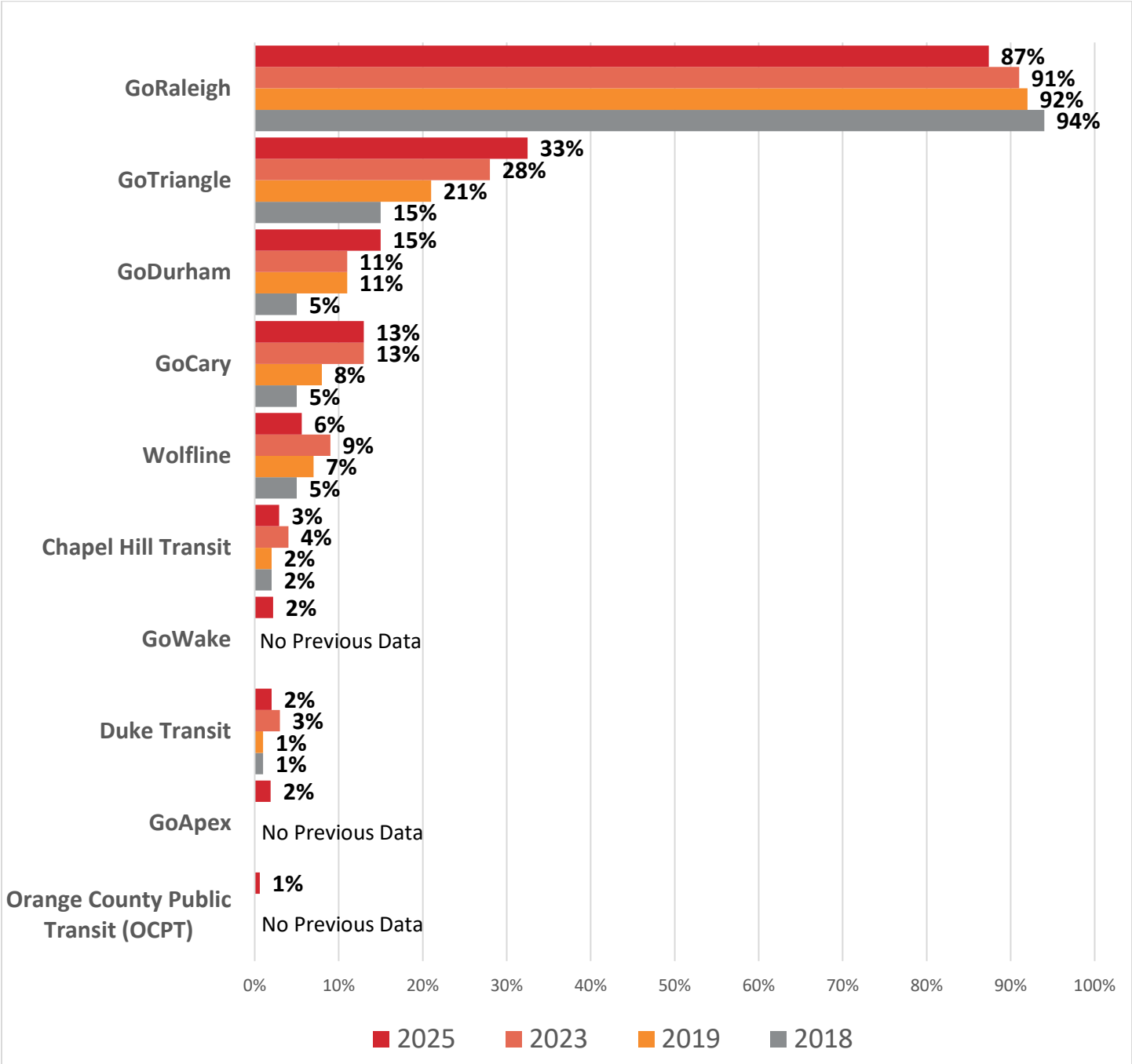
	Work	School/College	Shopping	Medical/Dental	Recreation/Event	Other
<b>Full Time</b>	<b>91%</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
<b>Part Time</b>	<b>77%</b>	<b>10%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>
<b>Student</b>	<b>27%</b>	<b>56%</b>	<b>6%</b>	<b>4%</b>	<b>6%</b>	<b>1%</b>

Among full-time employed riders, trips were overwhelmingly work-related, with 91% reporting commuting to work as their primary trip purpose. Only small shares reported other purposes, including shopping (4%), school or college (2%), recreation or events (2%), medical or dental appointments (1%), and other purposes (1%). These findings indicate that GoRaleigh primarily functions as a commuter service for full-time workers. For part-time employed riders, work also remained the dominant trip purpose, though to a lesser extent than among full-time workers. In 2025, 77% of part-time employed riders reported using the service primarily for work trips.

Smaller shares reported using transit for school or college (10%), recreation or events (4%), shopping (3%), other purposes (3%), and medical or dental trips (2%). This suggests that part-time riders relied on the system for a somewhat broader mix of travel needs in addition to employment. Among students, school or college was the primary trip purpose for a majority of riders (56%), highlighting GoRaleigh’s important role in providing access to educational institutions. Work trips represented the second-largest share of student travel at 27%. Smaller shares of students reported using the service primarily for shopping (6%), recreation or events (6%), medical or dental appointments (4%), and other purposes (1%). These findings indicate that while educational travel remains the primary reason students use GoRaleigh, many also rely on the system for employment and other everyday activities.

# Regional Bus System Usage

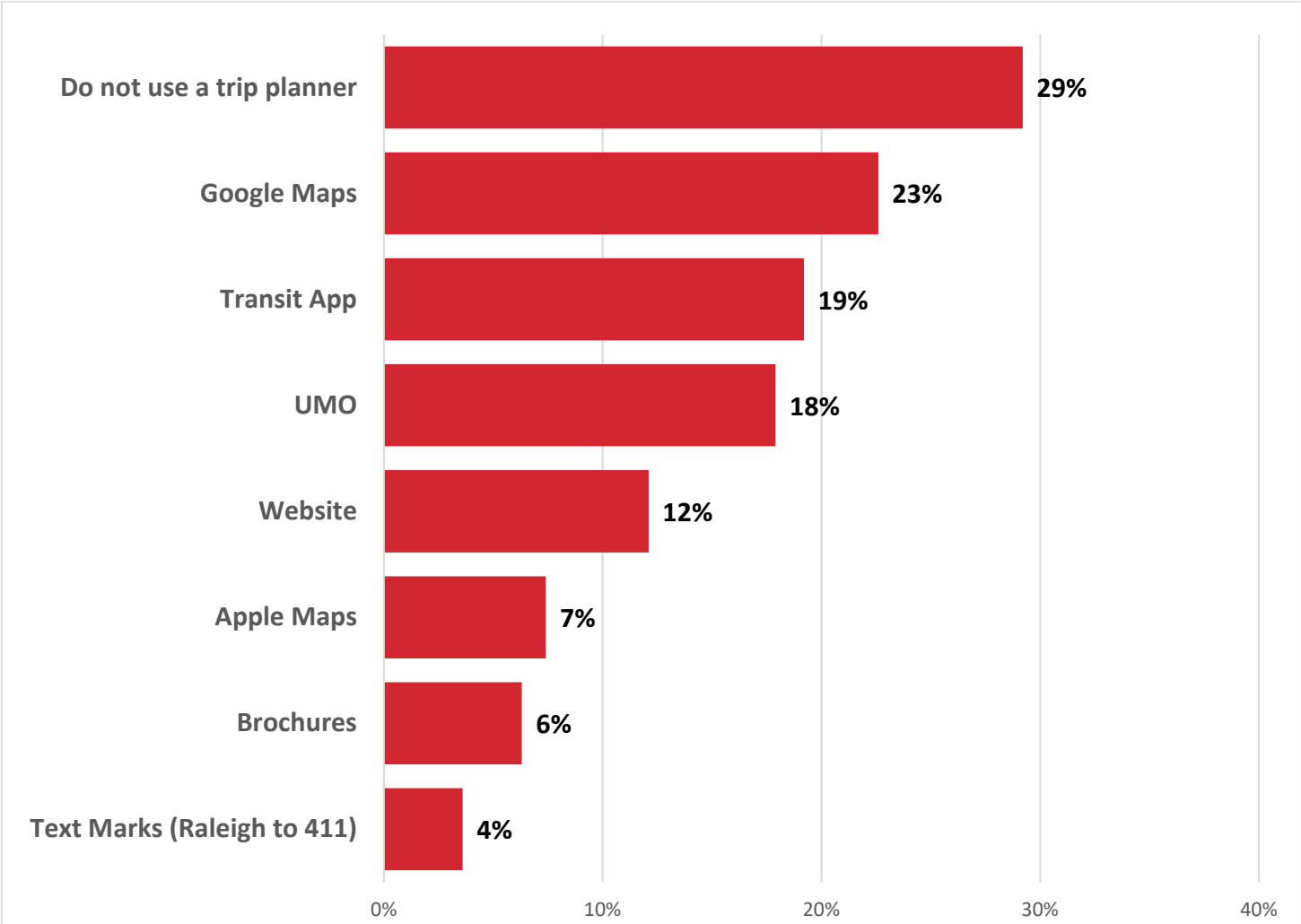
Figure 4. Regional Bus System Usage



Many respondents reported using multiple transit systems throughout the Triangle region in addition to GoRaleigh. In 2025, GoRaleigh remained the primary system used by riders (87%), though this represented a slight decline from previous survey years (91% in 2023, 92% in 2019, and 94% in 2018). Among other transit providers, GoTriangle was the most commonly used system, with 33% of riders reporting use, continuing a steady increase from 15% in 2018, 21% in 2019, and 28% in 2023. GoDurham was the next most frequently used system at 15%, followed by GoCary (13%) and Wofline (6%). Smaller shares of riders reported using Chapel Hill Transit (3%), GoWake (2%), Duke Transit (2%), and GoApex (2%). Orange County Public Transit (OCPT) was used by 1% of riders. Most of these systems showed relatively stable usage levels over time, while GoTriangle experienced the most notable growth, suggesting increased regional travel and connectivity among GoRaleigh riders.

# Type of Trip Planner Used

Figure 5. Type of Trip Planner Used

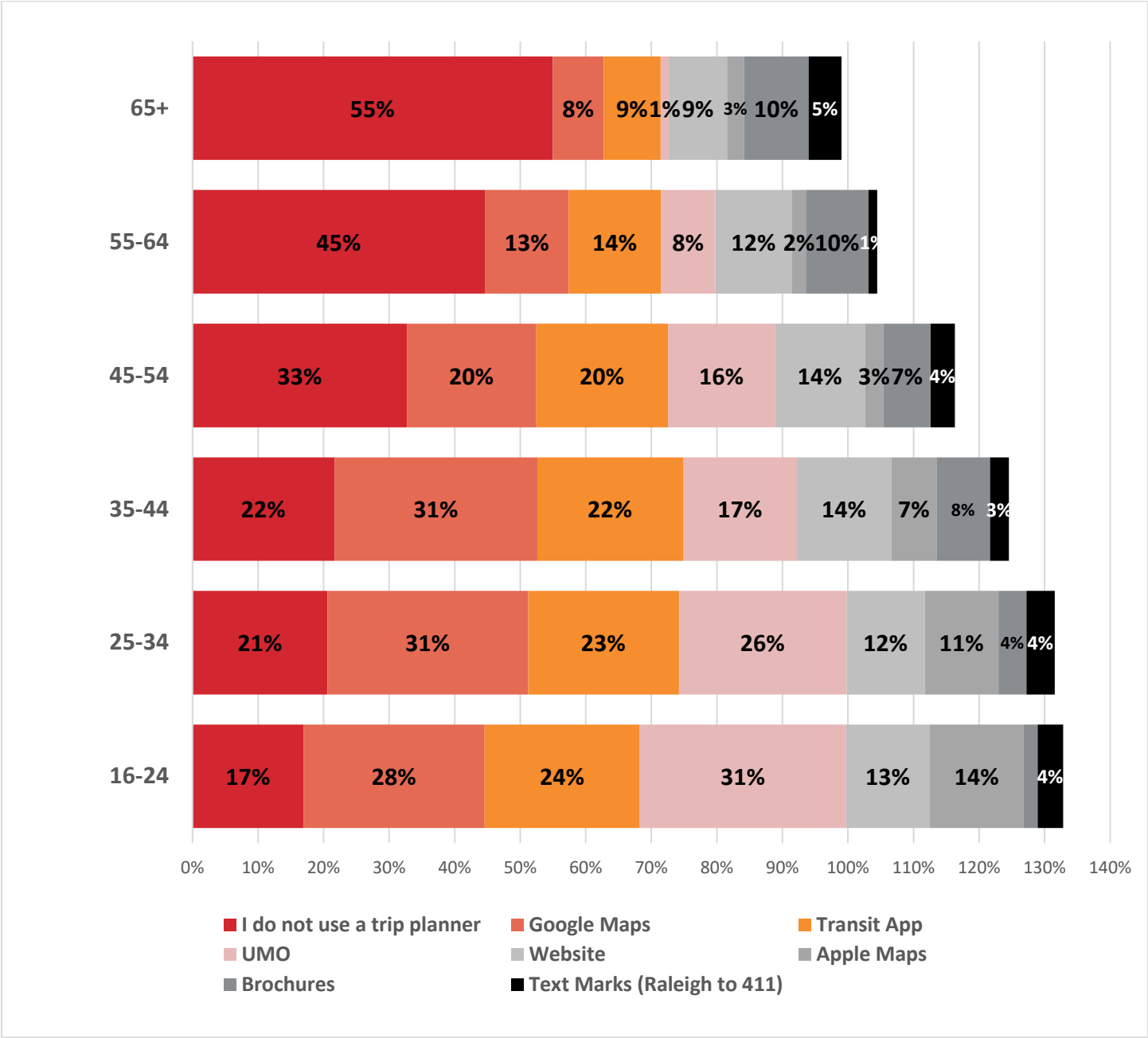


When asked which trip-planning tools they use, 29% of GoRaleigh riders reported that they do not use a trip planner. Among those who do, Google Maps was the most commonly used tool (23%), followed by Transit App (19%) and UMO (18%). Smaller shares used the GoRaleigh website (12%), Apple Maps (7%), brochures (6%), and Text Marks (Raleigh to 411) (4%).

Overall, the results indicate that riders primarily rely on digital trip-planning tools, particularly Google Maps, Transit App, and UMO, while nearly three in ten riders do not use a trip planner.

# Type of Transit Planner by Age

Figure 6. Type of Transit App by Age



In 2025, trip-planning behavior varied considerably by age. Overall, younger riders were more likely to use digital trip-planning tools such as Google Maps, Transit App, UMO, and Apple Maps, while older riders were more likely to report not using a trip planner. Among riders ages 16–24, only 17% reported not using a trip planner. The most commonly used tools were Google Maps (28%) and Transit App (24%), followed by Apple Maps (14%) and the GoRaleigh website (13%). Riders ages 25–34 showed similar patterns, with Google Maps (31%) and Transit App (23%) as the leading trip-planning tools. This group also reported the highest use of UMO (26%), reflecting strong reliance on mobile technology for transit information. Among riders ages 35–44, 22% reported not using a trip planner, while Google Maps (31%) remained the most frequently used tool. Riders ages 45–54 were more evenly distributed across information sources, with 33% reporting they did not use a trip planner and about one-fifth using Google Maps (20%) or Transit App (20%). For riders ages 55–64, 45% reported

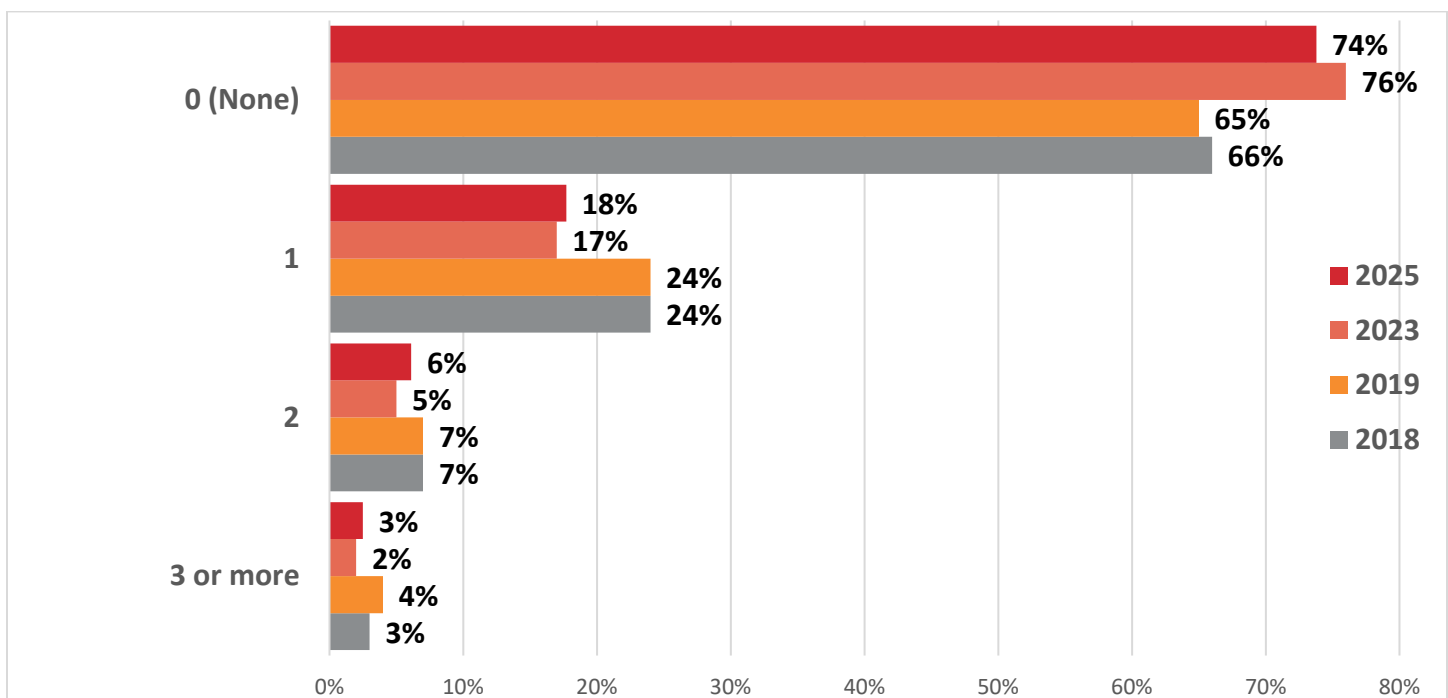
ETC Institute (2026)

not using a trip planner, while Google Maps (13%) and Transit App (14%) were the most commonly used tools among those who did. Riders age 65 and older were also less likely to use trip-planning tools than younger riders, with 55% reporting they did not use a trip planner. Among seniors who did use trip-planning resources, Transit App (9%), the website (9%), Google Maps (8%), and brochures (10%) were the most commonly reported options.

Overall, the results indicate a clear relationship between age and trip-planning behavior. Younger riders rely heavily on digital tools, particularly Google Maps, Transit App, and UMO, while older riders are more likely to travel without using a trip planner or to rely on traditional information sources such as brochures and the website. These findings suggest that mobile trip-planning tools are especially important for younger riders, while maintaining accessible non-digital information remains important for older adults.

## Household Vehicles

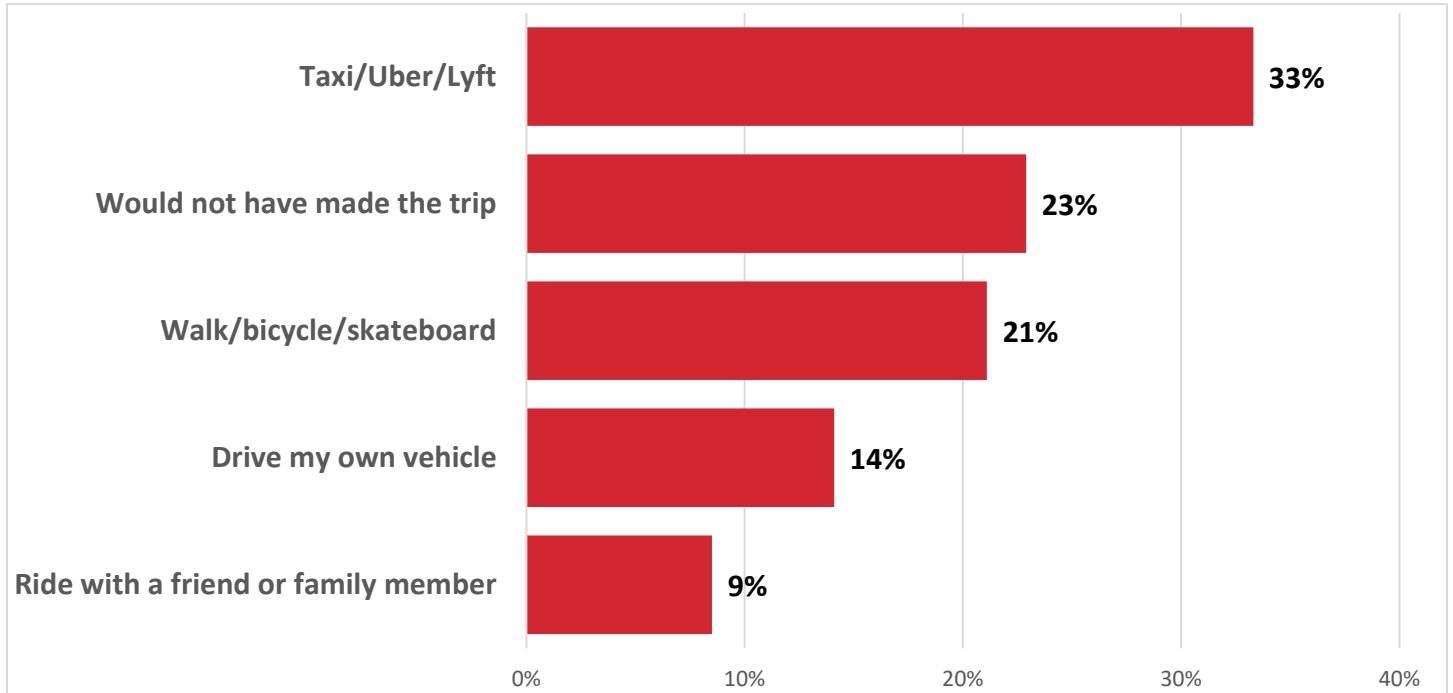
Figure 7. Household Vehicles



The chart shows the number of vehicles available in respondents' households across survey years. Overall, the results indicate that most GoRaleigh 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, 74% of respondents reported having no vehicles in their household, slightly lower than 76% in 2023, but notably higher than 65% in 2019 and 66% in 2018. These findings suggest that the majority of riders remained transit-dependent, highlighting GoRaleigh's critical role in supporting mobility for households with limited access to personal transportation. Households with one vehicle represented the second-largest group. In 2025, 18% of respondents reported having one vehicle available, similar to 17% in 2023, but lower than 24% in both 2019 and 2018. This pattern indicates that single-vehicle households continue to make up a meaningful share of the rider population, though at lower levels than in earlier survey years. Access to multiple vehicles remained relatively limited.

## Alternative Transportation Methods

Figure 8: Alternative Transportation Methods

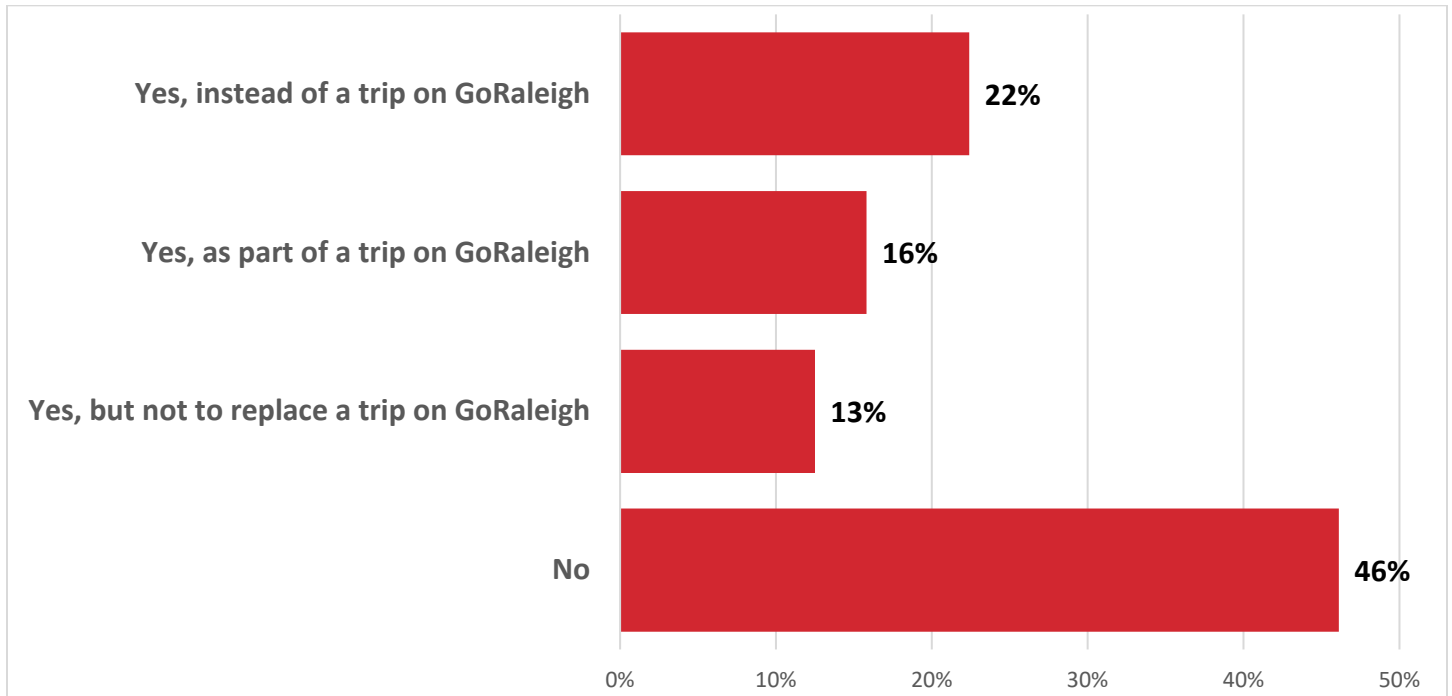


If public transit had not been available for their trip, riders most commonly reported that they would have used a taxi, Uber, or Lyft (33%). Another 23% indicated they would not have made the trip at all, highlighting the importance of GoRaleigh in providing mobility for a substantial share of riders. Additionally, 21% said they would have walked, biked, or used a skateboard, while 14% would have driven their own vehicle. Only 9% reported that they would have ridden with a friend or family member.

Overall, the results suggest that many riders would have relied on more expensive transportation alternatives or foregone their trip entirely if transit were unavailable. These findings underscore GoRaleigh's role in providing essential transportation access and supporting mobility for riders who may have limited alternative travel options.

## Uber/Lyft/Taxi Usage

Figure 9. Uber/Lyft/Taxi Usage

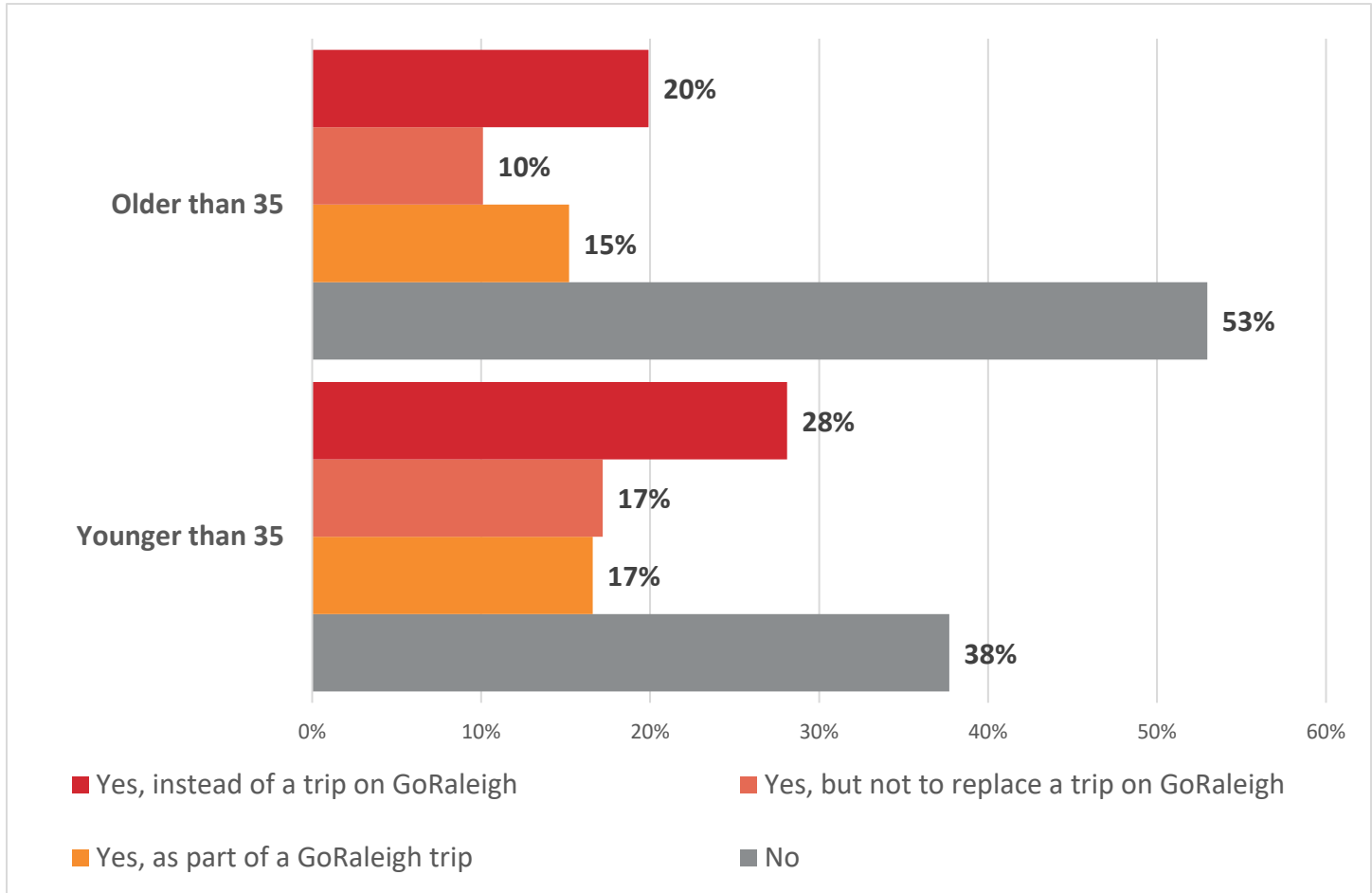


When asked, “In the past thirty days, did you use Uber/Lyft/Taxi or app-based scooters/bikes?,” nearly half of riders (46%) reported that they had not used any of these services during that time period. Among those who did report using these services, the most common response was using them instead of a GoRaleigh trip (22%), indicating that ride-hailing or micromobility options sometimes served as a substitute for transit. Another 16% reported using these services as part of a trip on GoRaleigh, suggesting that many riders incorporated multiple transportation modes into a single journey. An additional 13% reported using these services but not to replace a GoRaleigh trip, indicating that these trips served different travel needs that may not have been met by transit.

Overall, the results suggest that while many riders relied primarily on GoRaleigh for their transportation needs, a substantial share also used ride-hailing and micromobility services. These services functioned both as competitors to transit and as complementary travel options, highlighting the importance of multimodal transportation in meeting riders’ mobility needs.

## Uber/Lyft/Taxi Usage by Age

Figure 10. Uber/Lyft/Taxi Usage by Age

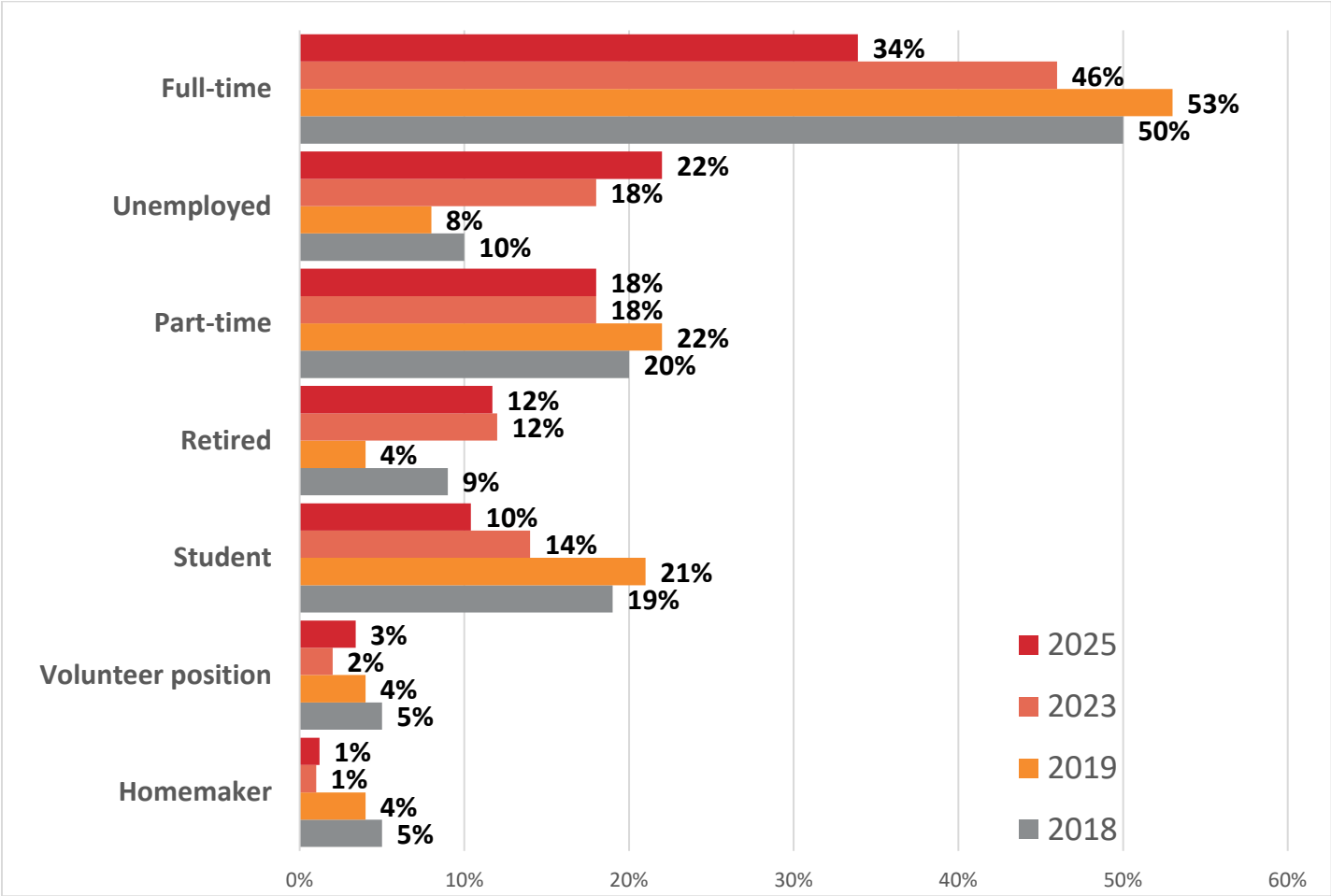


The chart shows the extent to which riders used Uber, Lyft, taxis, scooters, bikes, or other transportation services in relation to GoRaleigh trips, comparing riders younger than 35 with those age 35 and older. Overall, younger riders were more likely to use alternative transportation services. Among riders younger than 35, 28% reported using another transportation option instead of a GoRaleigh trip, indicating a relatively high likelihood of substituting transit with another mode. Another 17% reported using alternative transportation but not to replace a GoRaleigh trip, while 17% reported using another service as part of a GoRaleigh trip. In total, 62% of younger riders reported using alternative transportation services in some capacity. However, 38% reported not using these services, indicating that a substantial share still relied solely on GoRaleigh. In contrast, riders 35 and older were less likely to use alternative transportation options. Among this group, 20% reported using another service instead of a GoRaleigh trip, while 10% reported using another service but not to replace a transit trip, and 15% reported using another service as part of a GoRaleigh trip. A majority of older riders (53%) reported not using alternative transportation services, suggesting greater reliance on GoRaleigh for their travel needs.

Overall, the results indicate that younger riders were more likely to supplement or replace GoRaleigh trips with other transportation options, while older riders were more likely to depend exclusively on transit. This pattern suggests that younger riders may have greater access to or familiarity with a wider range of mobility options, whereas older riders appear to rely more heavily on GoRaleigh as their primary mode of transportation.

# Employment Status

Figure 11. Employment Status of Riders

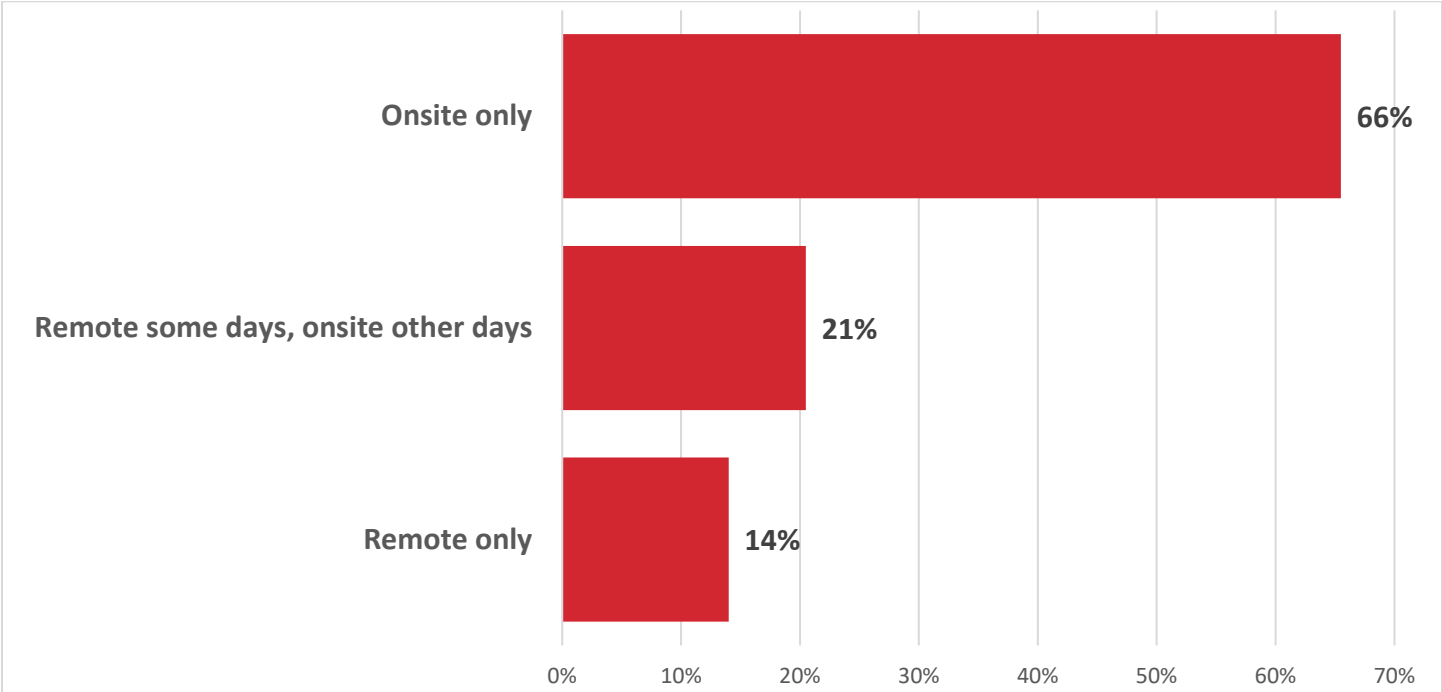


In 2025, the largest share of GoRaleigh riders were employed full-time (34%), followed by those who were unemployed (22%) and employed part-time (18%). Another 12% of riders reported being retired, while 10% identified as students. Smaller shares included individuals in volunteer positions (3%) and homemakers (1%). Over time, the share of full-time employed riders declined substantially, falling from 50% in 2018 and 53% in 2019 to 46% in 2023 and 34% in 2025. At the same time, the share of unemployed riders increased to 22% in 2025, up from 18% in 2023 and considerably higher than the 8% to 10% reported in 2018 and 2019. The proportion of part-time employed riders remained relatively stable, ranging from 18% to 22% across survey years. The share of students declined over time, decreasing from 19% in 2018 and 21% in 2019 to 14% in 2023 and 10% in 2025. In contrast, the share of retired riders increased, rising from 4% in 2019 and 9% in 2018 to 12% in both 2023 and 2025. Volunteer positions and homemakers continued to represent only a small portion of the rider population throughout the survey period.

Overall, the results indicate that GoRaleigh's rider base has become more diverse in terms of employment status over time. While full-time workers continue to represent the largest segment of riders, their share has declined considerably, accompanied by increases in unemployed and retired riders. These shifts suggest that GoRaleigh serves a broad range of travel needs beyond traditional work commuting and remains an important mobility resource for a variety of rider groups.

# Work/School Location

Figure 12. Work and School Location

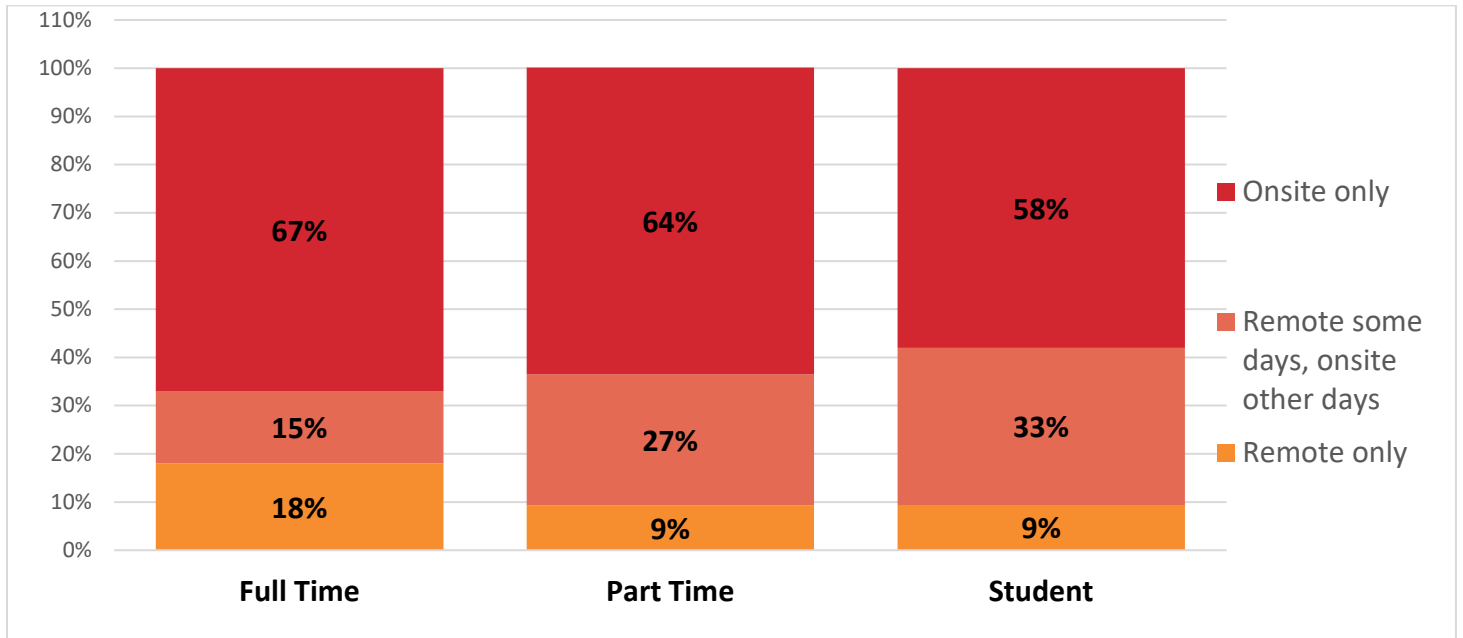


Among riders who were employed or students, the majority reported working or attending school onsite only (66%). Another 21% reported a hybrid schedule, working or attending school remotely some days and onsite other days, while 14% reported participating remotely only.

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 13. Work and School Location by Employment Status

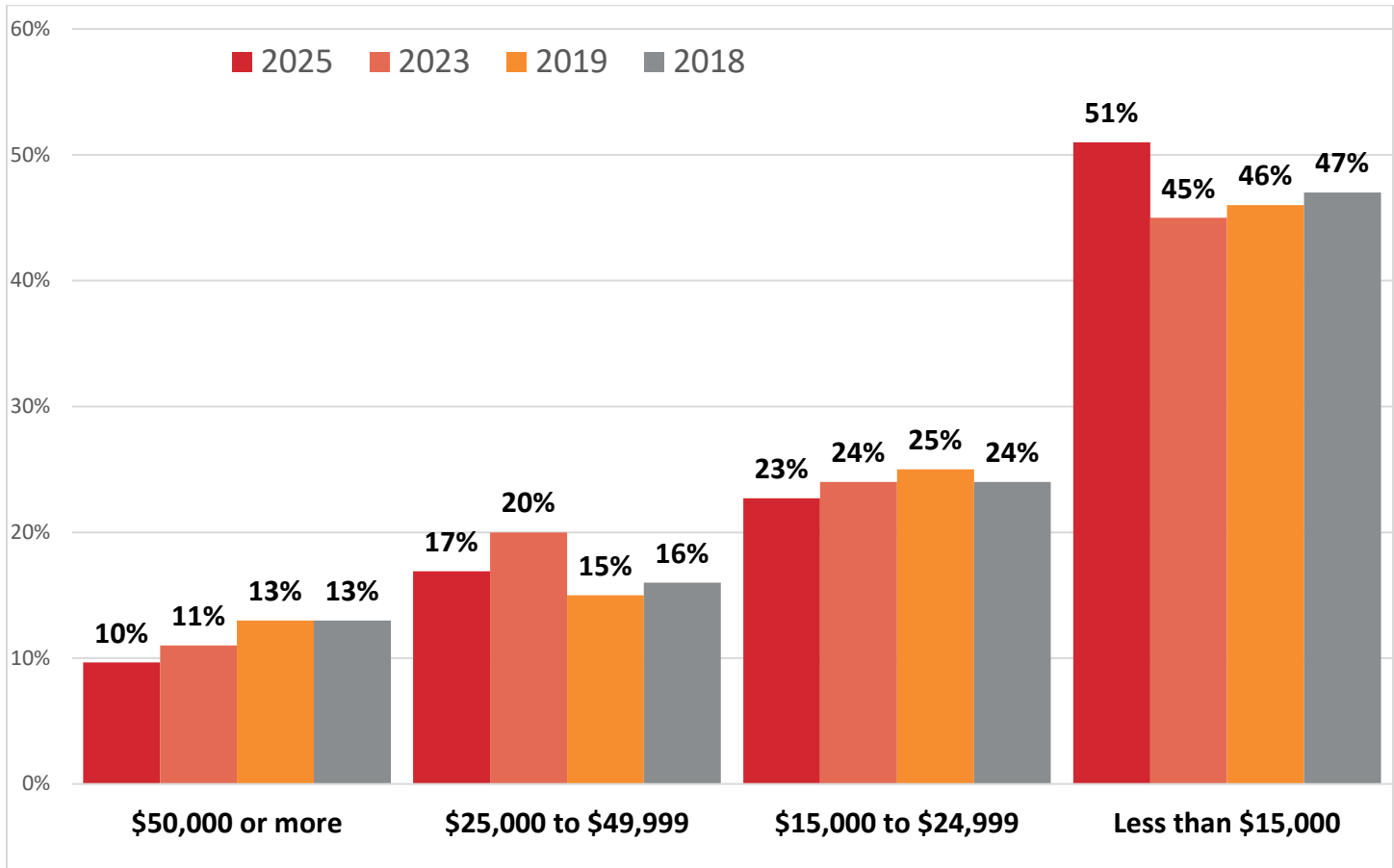


The results showed that the majority of riders who were employed or students primarily worked or attended school onsite, with smaller shares participating in hybrid or fully remote arrangements. Among full-time employees, 67% reported working onsite only, while 15% reported working remotely some days and onsite other days, and 18% reported working remotely only. Part-time employees also primarily worked onsite, though they were more likely than full-time workers to report hybrid schedules. In 2025, 64% of part-time employees reported working onsite only, while 27% reported working remotely some days and onsite other days. An additional 9% reported working remotely only. This suggests that part-time workers had greater workplace flexibility, although most still relied on in-person employment. Among students, 58% reported attending school onsite only, while one-third (33%) reported attending remotely some days and onsite other days. Another 9% reported attending school remotely only.

Overall, the findings indicate that onsite work and school attendance remain the dominant arrangements among GoRaleigh riders. However, hybrid schedules represent a meaningful share of work and school participation—particularly among students and part-time employees—which may influence transit demand patterns throughout the week by creating greater variability in travel frequency and travel days.

## Household Income

Figure 14. Household Income of Riders

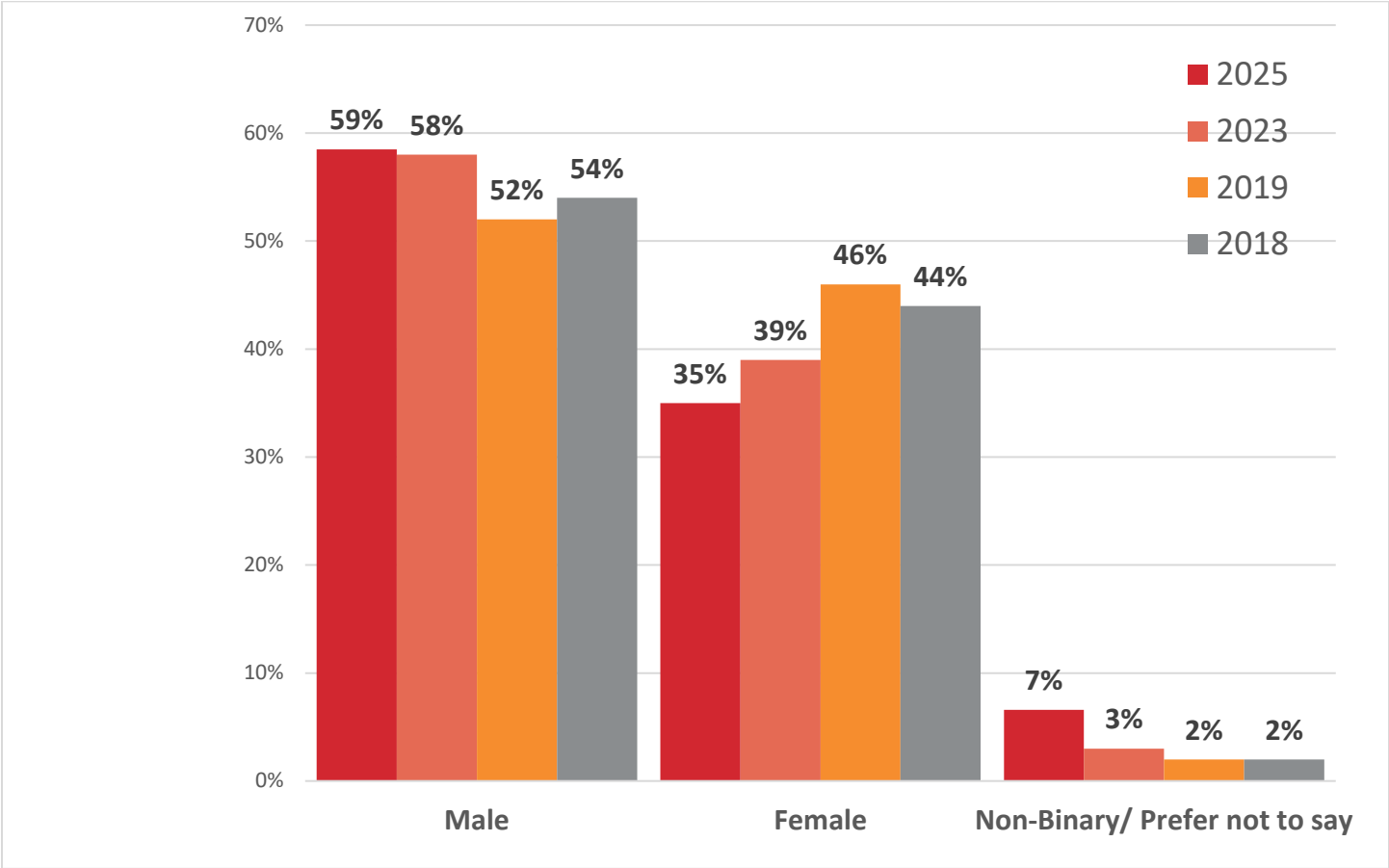


In 2025, GoRaleigh riders were predominantly from lower-income households. The largest share of riders (51%) reported annual household incomes of less than \$15,000, followed by 23% earning between \$15,000 and \$24,999. Another 17% reported incomes between \$25,000 and \$49,999, while 10% reported household incomes of \$50,000 or more. These results indicate that the system continues to serve a substantial number of lower-income residents who may rely on transit for essential mobility needs. Across survey years, the largest share of riders consistently reported household incomes below \$15,000, with this share increasing to 51% in 2025 from 45% in 2023, 46% in 2019, and 47% in 2018.

Overall, the findings indicate that GoRaleigh continues to serve a predominantly lower-income rider base, with more than half of riders reporting household incomes below \$15,000 in 2025. Compared with previous survey years, the rider population shifted modestly toward lower income levels, while higher-income households represented a smaller share of riders.

# Gender of Riders

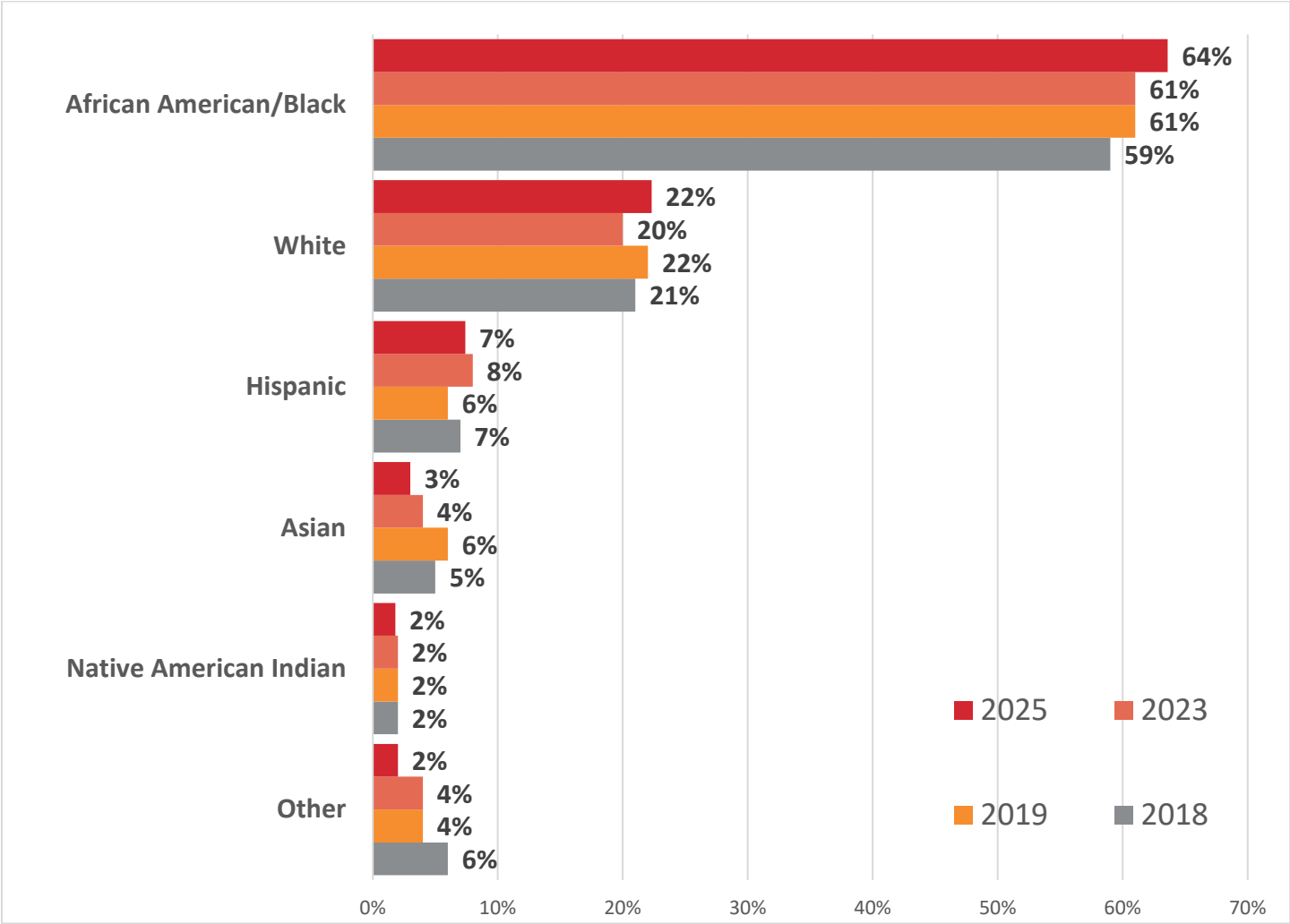
Figure 15. Gender of Riders



In 2025, the majority of GoRaleigh riders identified as male (59%), while 35% identified as female. An additional 7% of riders identified as non-binary or preferred not to say. In previous survey years, the gender distribution of riders was somewhat more balanced. Female riders represented 39% of riders in 2023, 46% in 2019, and 44% in 2018, while male riders accounted for 58% in 2023, 52% in 2019, and 54% in 2018. In 2025, the share of male riders increased to 59%, while the share of female riders declined to 35%, continuing a shift toward a more male-dominated rider population compared with earlier survey years.

# Race/Ethnicity

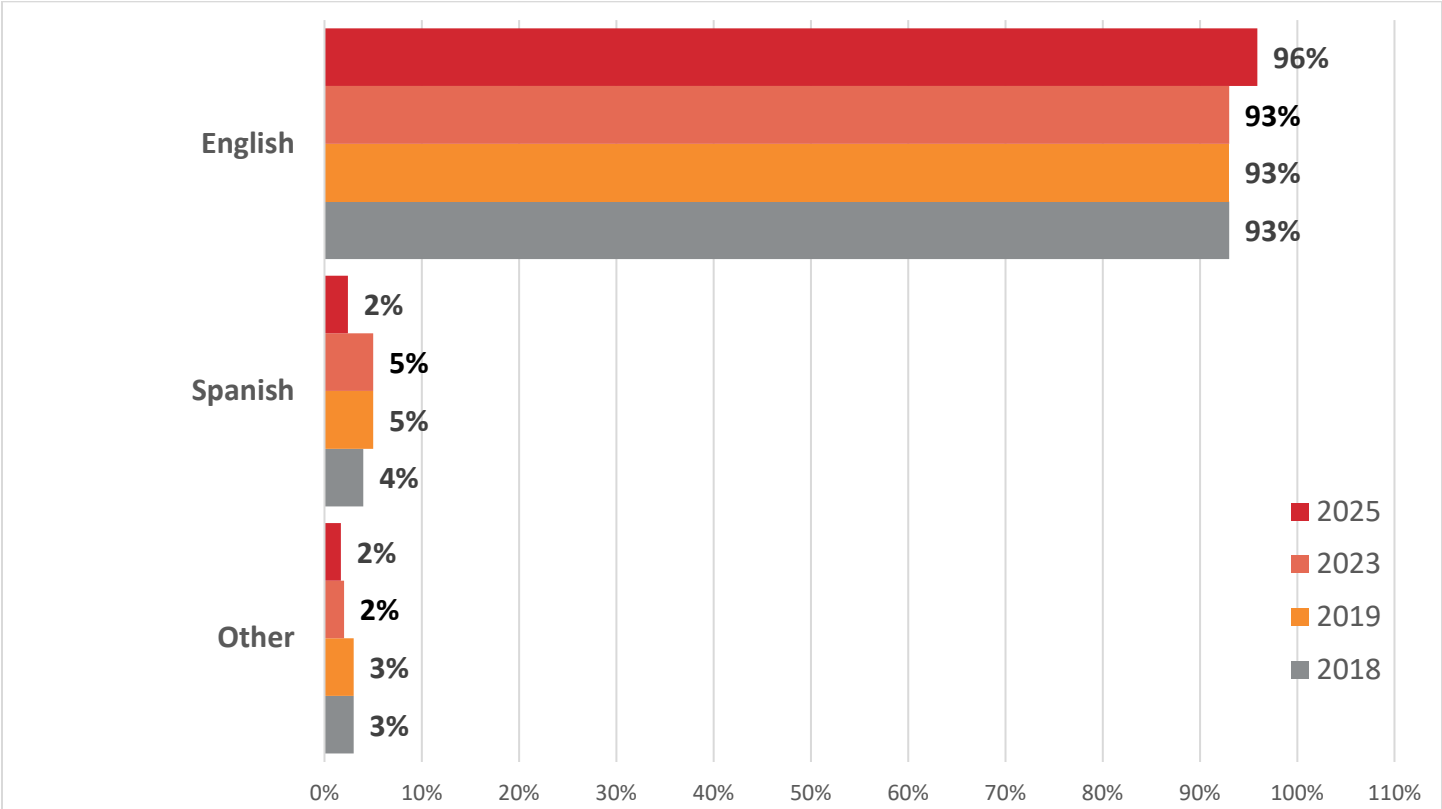
Figure 16. Race/Ethnicity of Riders



The majority of GoRaleigh riders identified as African American/Black (64%). White riders accounted for 22%, while Hispanic riders made up 7%. Smaller shares of riders identified as Asian (3%), Native American Indian (2%), or Other (2%). Across survey years, African American/Black riders consistently represented the largest portion of GoRaleigh riders, with results remaining relatively stable over time (59% in 2018, 61% in 2019 and 2023, and 64% in 2025). The share of White riders also remained generally consistent, ranging between 20% and 22% across survey years. Hispanic riders represented a relatively stable share of riders as well, fluctuating modestly between 6% and 8% over time. Meanwhile, the share of Asian riders declined slightly from 6% in 2019 to 3% in 2025, while Native American Indian riders remained stable at approximately 2% across all survey years. The “Other” category decreased from 6% in 2018 to 2% in 2025, though it remained a relatively small portion of the overall rider population throughout the survey period.

# Primary Language of Household

Figure 17. Primary Language of Riders



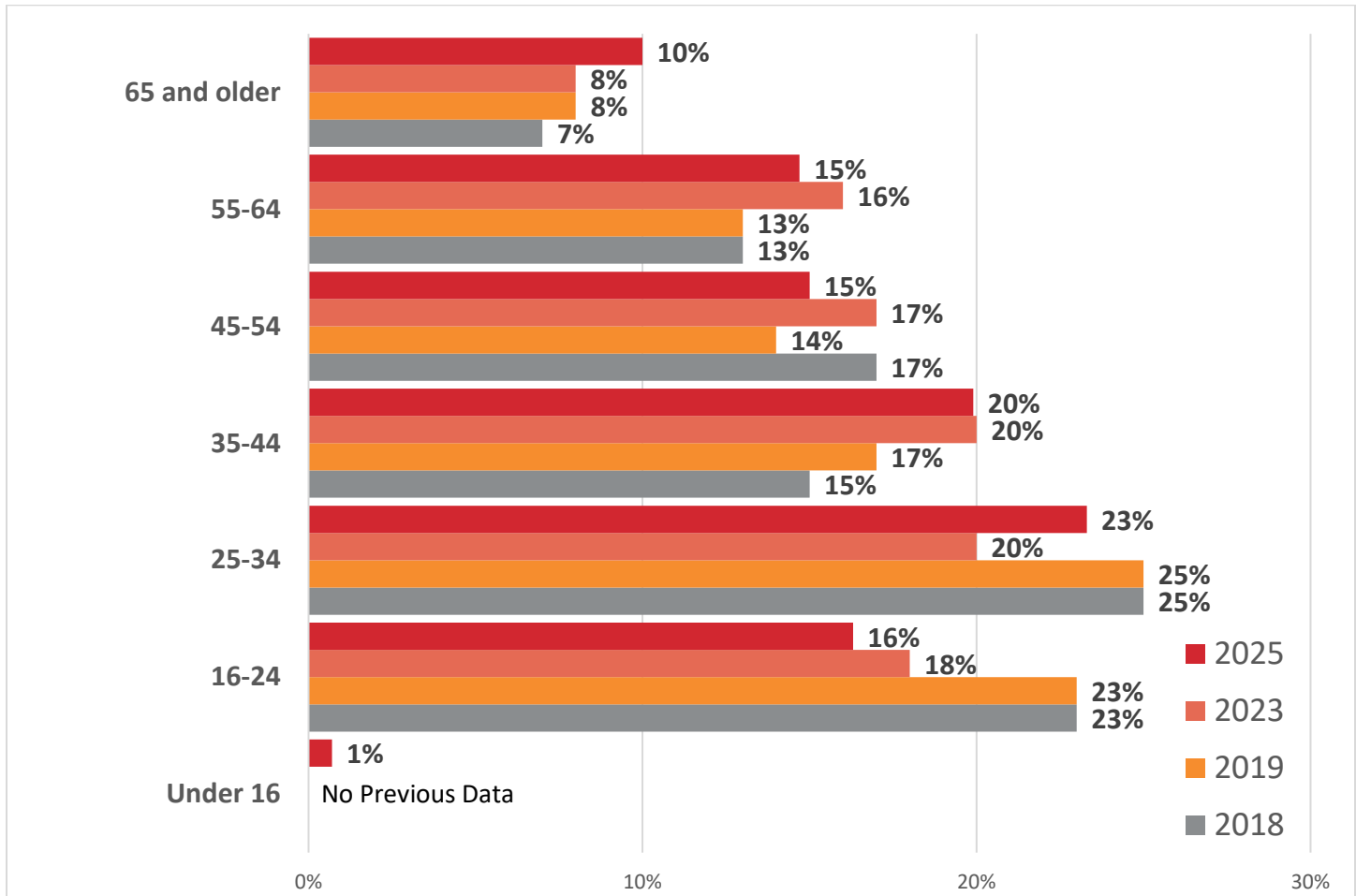
When asked, “What language do you most often speak at home?”, the vast majority of GoRaleigh riders reported English (96%) as their primary household language. A smaller share of riders indicated Spanish (2%), while another 2% reported primarily speaking another language at home. English consistently remained the dominant household language among riders across survey years, with results remaining relatively stable (93% in 2018, 93% in 2019, 93% in 2023, and 96% in 2025). The share of riders reporting Spanish as their primary household language remained relatively small, ranging from 2% to 5% across survey years. Riders reporting other languages also represented a very small portion of the ridership, fluctuating between 2% and 3% over time.

Figure 18. Other Languages

Language	% of Sample	% of "Other"
French	0.2%	29.80%
Arabic	0.2%	20.20%
ASL	0.1%	8.00%
Patwa	0.1%	7.40%
Vietnamese	0.1%	7.40%
Russian	0.1%	7.40%
West African	0.1%	6.90%
Hindi	0.1%	6.90%
Chinese	0.0%	5.90%
<b>Total</b>	<b>1.70%</b>	<b>100%</b>

## Age of Riders

Figure 19. Age of Riders

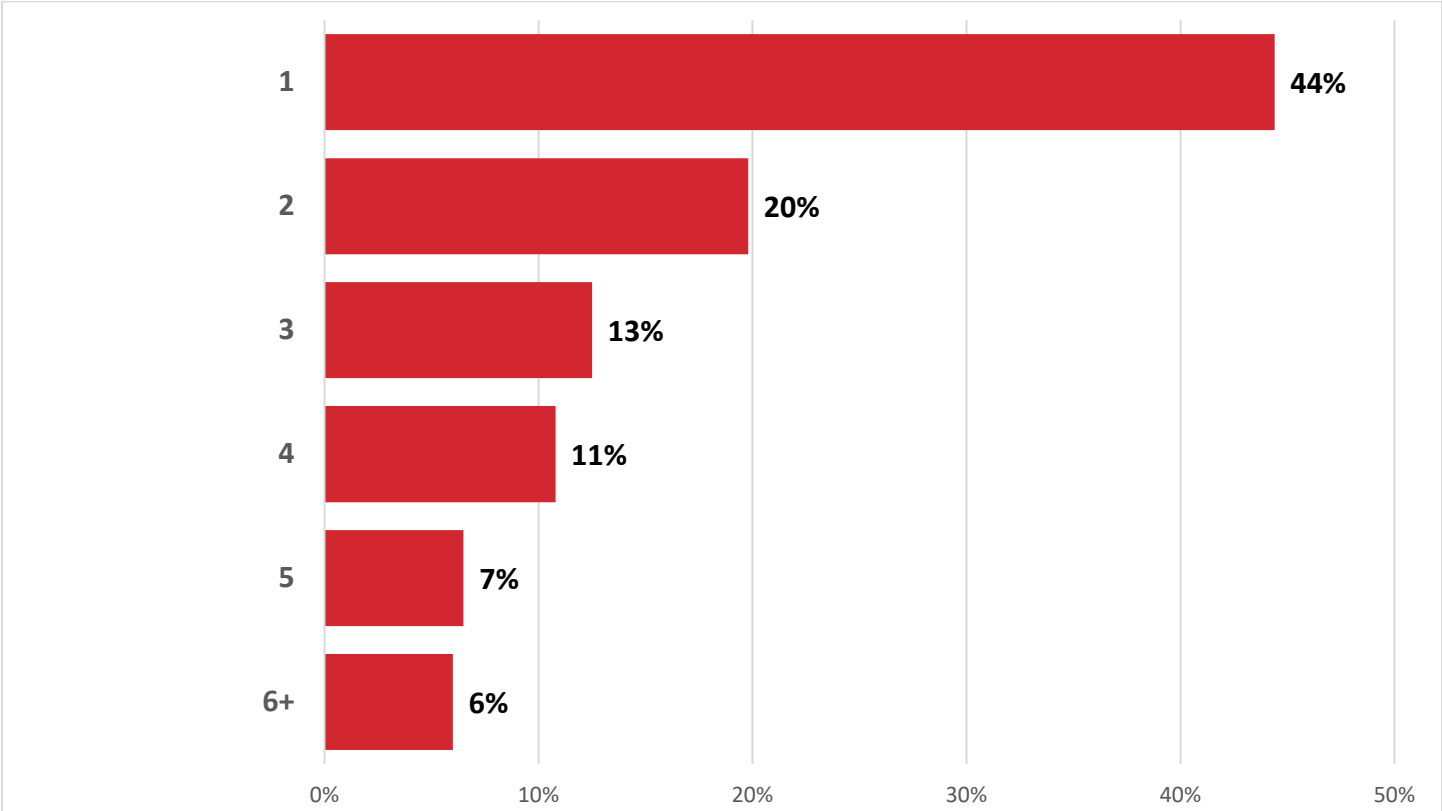


In 2025, GoRaleigh riders represented a broad range of age groups, though ridership was concentrated among adults in their primary working years. Riders ages 25–34 made up the largest share of riders (23%), followed by those ages 35–44 (20%). Riders ages 45–54 and 55–64 each accounted for 15% of riders, while 16–24-year-olds represented 16%. Smaller shares of riders were ages 65 and older (10%) and under age 16 (1%). Compared with previous survey years, the age distribution shifted modestly toward middle-aged riders. The share of riders ages 35–44 increased to 20% in 2025, up from 17% in 2019 and 15% in 2018. Riders ages 16–24 accounted for 16% of riders in 2025, slightly lower than 18% in 2023 as well as below the 23% reported in both 2018 and 2019. Similarly, the share of riders ages 25–34 declined to 23% in 2025, compared with 25% in 2018 and 2019. Older age groups remained relatively stable over time. Riders ages 45–54 represented 15% of riders in 2025, while those ages 55–64 accounted for 15%, both generally consistent with previous survey years. The share of riders ages 65 and older increased slightly to 10% in 2025, compared with 7% in 2018 and 8% in both 2019 and 2023, suggesting modest growth in older adult ridership.

Overall, the results indicate that GoRaleigh continues to serve a diverse age profile, with ridership concentrated among working-age adults while maintaining consistent use among both younger and older riders. Compared with earlier survey years, the rider population showed a modest shift away from younger adults and toward middle-aged and older age groups.

# Household Size

Figure 20. Household Size

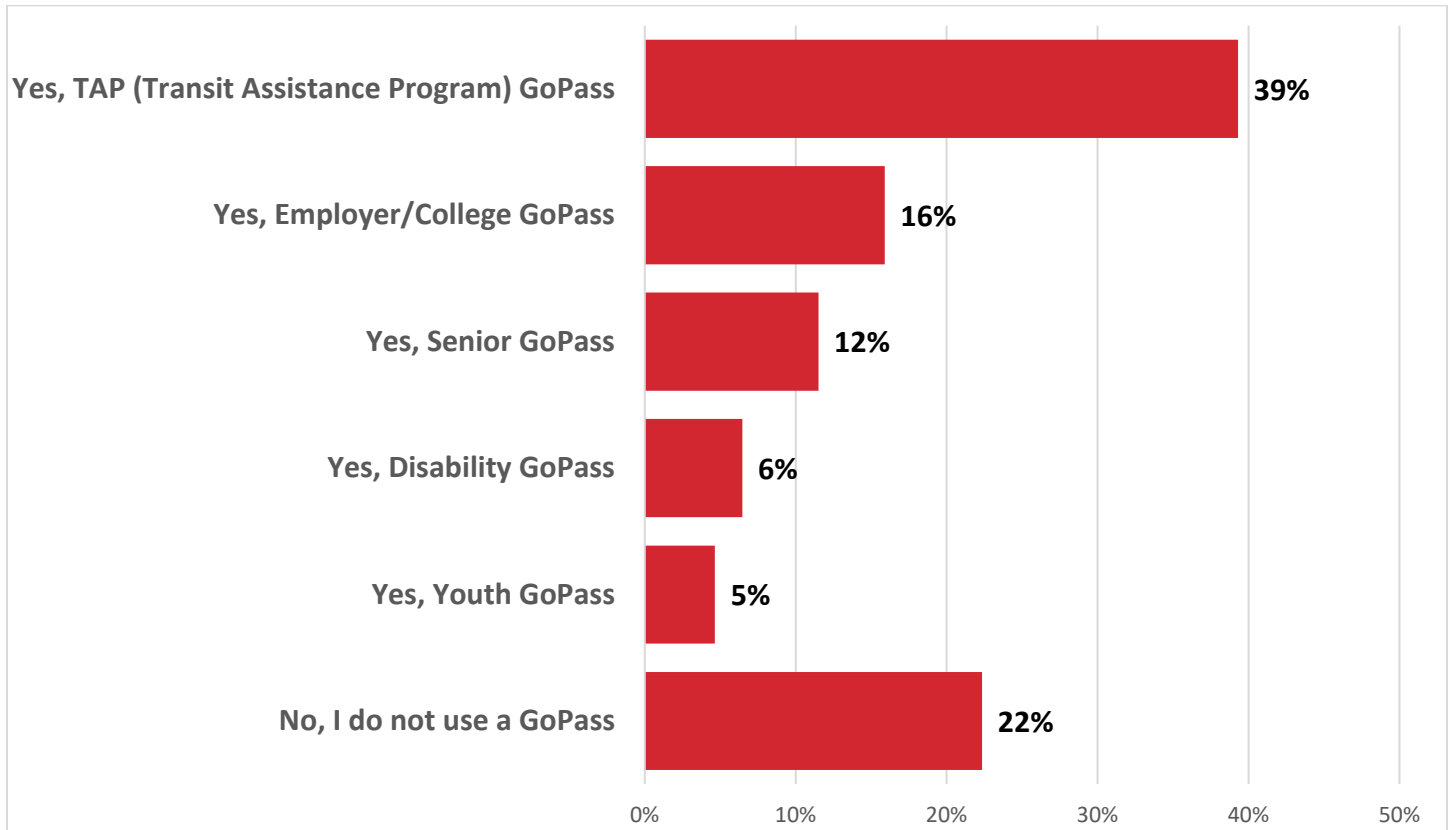


When asked, “Including you, how many people live in your household?”, the largest share of GoRaleigh riders reported living in one-person households (44%). Another 20% lived in two-person households, while 13% lived in households of three people. Smaller shares of riders reported living in four-person households (11%), five-person households (7%), and households with six or more people (6%).

Overall, the results indicate that smaller households were most common among GoRaleigh riders, with nearly two-thirds of riders living alone or with one other person.

## Fare Discounts

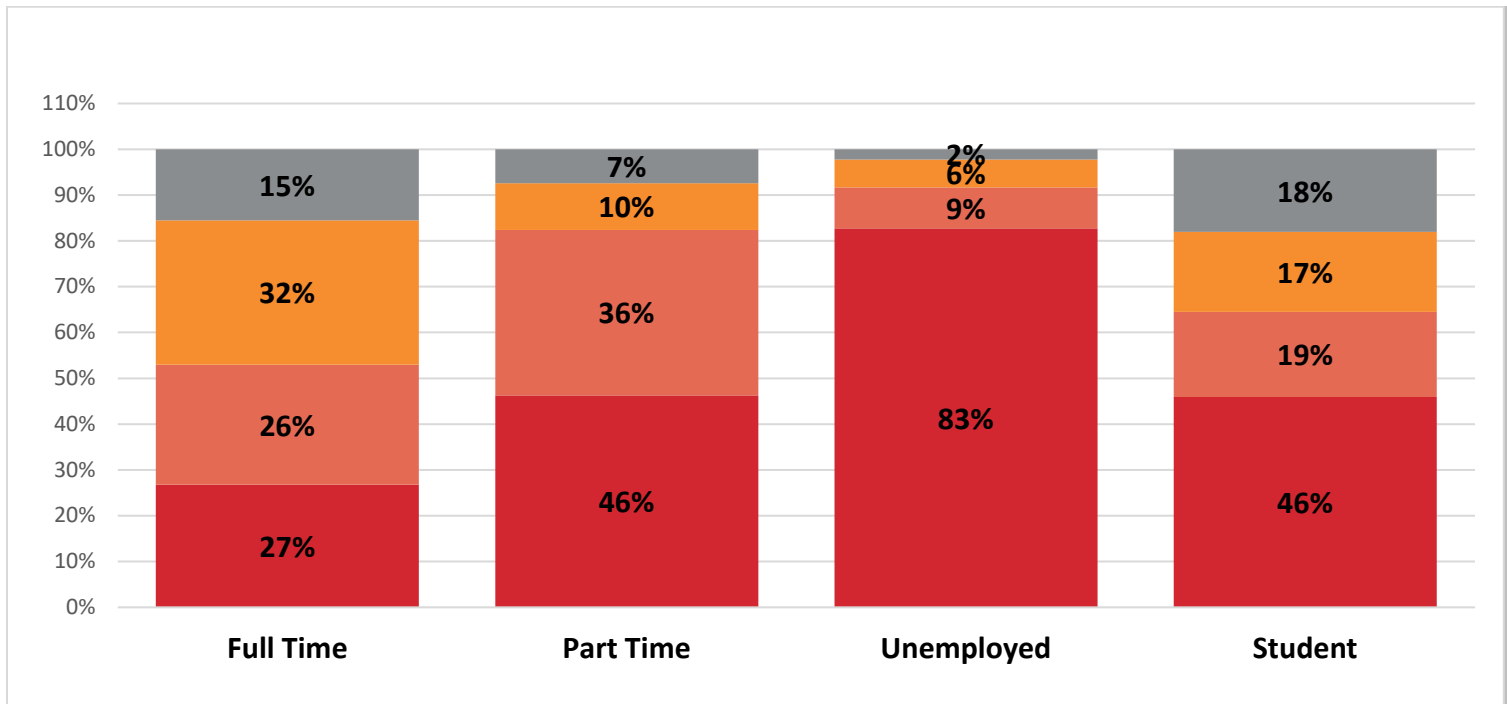
Figure 21. Fare Discounts



When asked, “Do you receive a free or reduced fare with one of the following GoPass programs?”, the largest share of GoRaleigh riders reported participating in the TAP (Transit Assistance Program) GoPass (39%), indicating that reduced-fare assistance programs played a significant role in supporting transit access for many riders. Another 16% of riders reported using an Employer/College GoPass, reflecting the importance of institutional transit benefits provided through workplaces and educational institutions. Additional shares of riders reported participating in specialized fare programs, including the Senior GoPass (12%), Disability GoPass (6%), and Youth GoPass (5%). Meanwhile, 22% of riders reported that they did not use any type of GoPass program.

Overall, the results suggest that a substantial share of GoRaleigh riders relied on free or reduced-fare programs, particularly income-based assistance and employer or college-sponsored transit benefits. These findings highlight the importance of GoPass programs in improving transit affordability and expanding access to public transportation for a broad range of riders.

Figure 22. Employment Status by Household Income

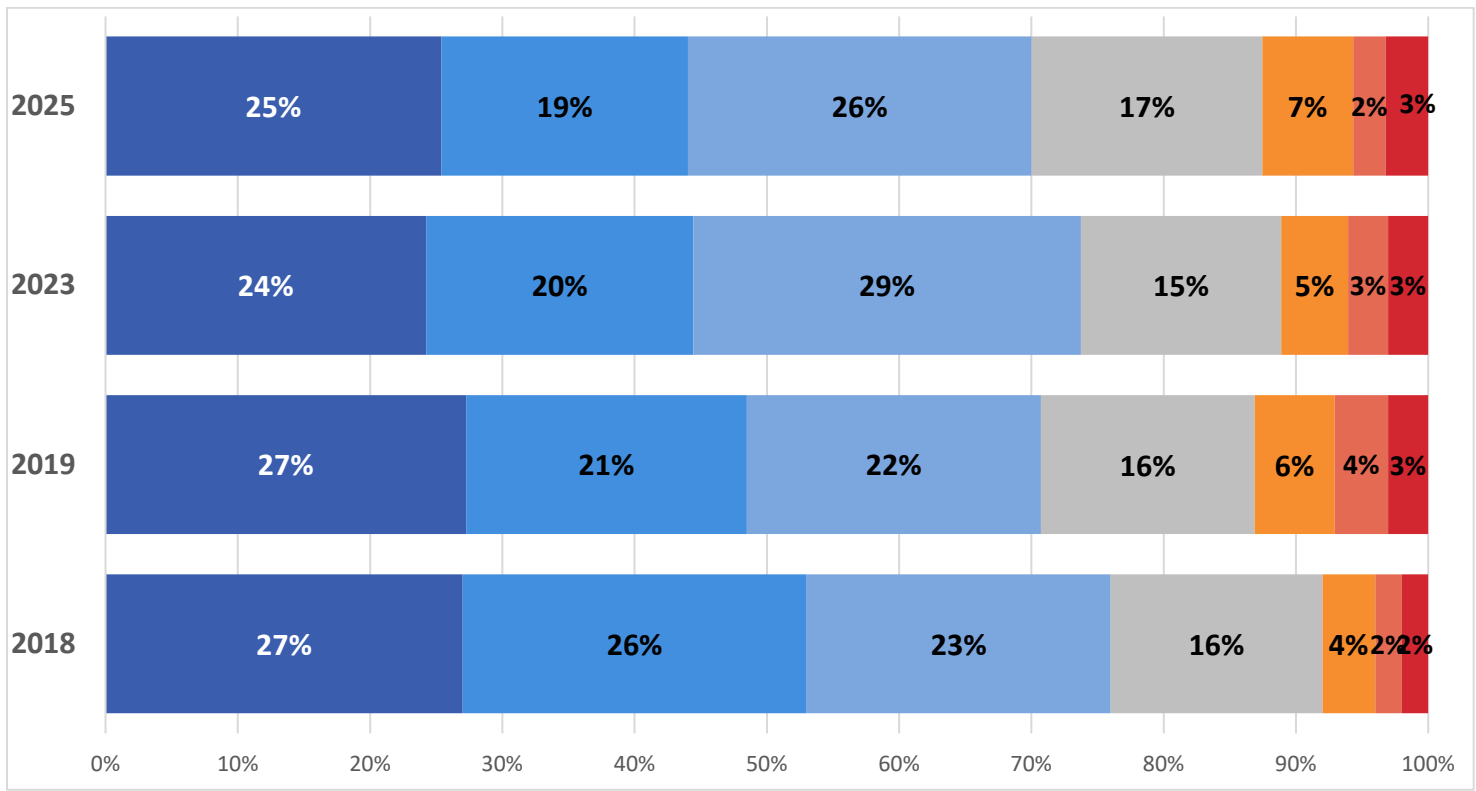


	Full Time	Part Time	Unemployed	Student
\$50,000 or more	15%	7%	2%	18%
\$25,000 to \$49,999	32%	10%	6%	17%
15,000 to \$24,999	26%	36%	9%	19%
Less than \$15,000	27%	46%	83%	46%

The relationship between employment status and household income showed clear differences across rider groups. Unemployed riders were concentrated in the lowest income category, with 83% reporting annual household incomes below \$15,000. Students and part-time workers also tended to have lower household incomes, with 46% of each group reporting incomes below \$15,000. Among students, 19% reported incomes between \$15,000 and \$24,999, while 17% reported incomes between \$25,000 and \$49,999. Part-time workers were more concentrated in the \$15,000 to \$24,999 range (36%), with relatively few reporting higher incomes. Full-time workers had the most balanced income distribution. While 27% reported household incomes below \$15,000 and 26% reported incomes between \$15,000 and \$24,999, the largest share (32%) reported incomes between \$25,000 and \$49,999. An additional 15% reported household incomes of \$50,000 or more, indicating greater income diversity among full-time employed riders.

## Overall Satisfaction

Figure 23. 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>
<b>2025</b>	<b>25%</b>	<b>19%</b>	<b>26%</b>	<b>17%</b>	<b>7%</b>	<b>2%</b>	<b>3%</b>
<b>2023</b>	<b>24%</b>	<b>20%</b>	<b>29%</b>	<b>15%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>
<b>2019</b>	<b>27%</b>	<b>21%</b>	<b>22%</b>	<b>16%</b>	<b>6%</b>	<b>4%</b>	<b>3%</b>
<b>2018</b>	<b>27%</b>	<b>26%</b>	<b>23%</b>	<b>16%</b>	<b>4%</b>	<b>2%</b>	<b>2%</b>

In 2025, riders rated the overall quality of GoRaleigh service positively, with a majority providing favorable ratings. Twenty-five percent of riders rated the service as Excellent, 19% as Very good, and 26% as Good, meaning that 70% of riders rated the service positively overall. Another 17% rated the service as Neutral, while relatively small shares rated the service negatively, including 7% Poor, 2% Very poor, and 3% Extremely poor. Rider perceptions of GoRaleigh's overall service quality remained generally stable across survey years, though the distribution of ratings shifted somewhat in 2025. The share of riders rating service as Excellent was 25% in 2025, similar to 24% in 2023 but slightly lower than 27% in both 2019 and 2018. Ratings of Very good declined to 19% in 2025, compared with 20% in 2023, 21% in 2019, and 26% in 2018. At the same time, the share of riders selecting Good increased to 26% in 2025, compared with 22% in 2019, 23% in 2018, and 29% in 2023. These results suggest that riders continued to view service positively overall, though more respondents selected moderate positive ratings rather than the highest categories. Negative ratings remained relatively limited across all survey years. In 2025, 12% of riders rated the service as Poor or worse, compared with 11% in 2023, 13% in 2019, and 8% in 2018. Neutral ratings also increased slightly to 17% in 2025, compared with 15% in 2023 and 16% in both 2019 and 2018, indicating a modest increase in mixed or moderate perceptions of service quality.

Overall, the trend results indicate that riders continued to report generally favorable perceptions of GoRaleigh service in 2025, with strong overall positive ratings and relatively low levels of dissatisfaction. However, compared with earlier years, the findings suggest a slight softening in top-tier ratings, with more riders selecting moderate positive or neutral responses rather than the highest satisfaction categories.

## **Satisfaction with GoRaleigh service “Excellent” and “Very Good” Ratings**

Across service components, riders gave the highest Excellent + Very Good ratings to weekday service availability and frequency. Frequency of service on weekdays (50%) received the highest positive rating, followed by hours the buses operate on weekdays (48%), service to all locations riders want to go (46%), usefulness of printed information such as schedules or brochures (46%), and ease of transfer among GoRaleigh routes (46%). Courtesy and helpfulness of bus operators (45%), usefulness of information from 919-485-RIDE telephone operators (44%), and ease of transferring between GoRaleigh and other area transit systems (44%) also received strong ratings, indicating generally favorable perceptions of service availability, customer information, and system connectivity.

Several additional service attributes received positive ratings in the low- to mid-40 percent range. These included buses running on time (44%), total time it takes for usual trips (43%), frequency of service on Saturdays (40%), your sense of personal safety from other passengers on the buses (38%), hours the buses operate on Sundays (38%), and frequency of service on Sundays (37%). These findings suggest that riders generally viewed GoRaleigh’s reliability, travel times, and weekend service positively.

The lowest Excellent + Very Good ratings were related to stop amenities and cleanliness. Quality and condition of shelters and bus stops (34%) and cleanliness of the bus interiors (29%) received the lowest positive ratings among the attributes shown. While these ratings still reflect favorable perceptions among many riders, they suggest opportunities for improvement in maintaining vehicle cleanliness and enhancing the condition of bus stops and shelters

Figure 24. Hours and Frequency of Saturday and Sunday Service

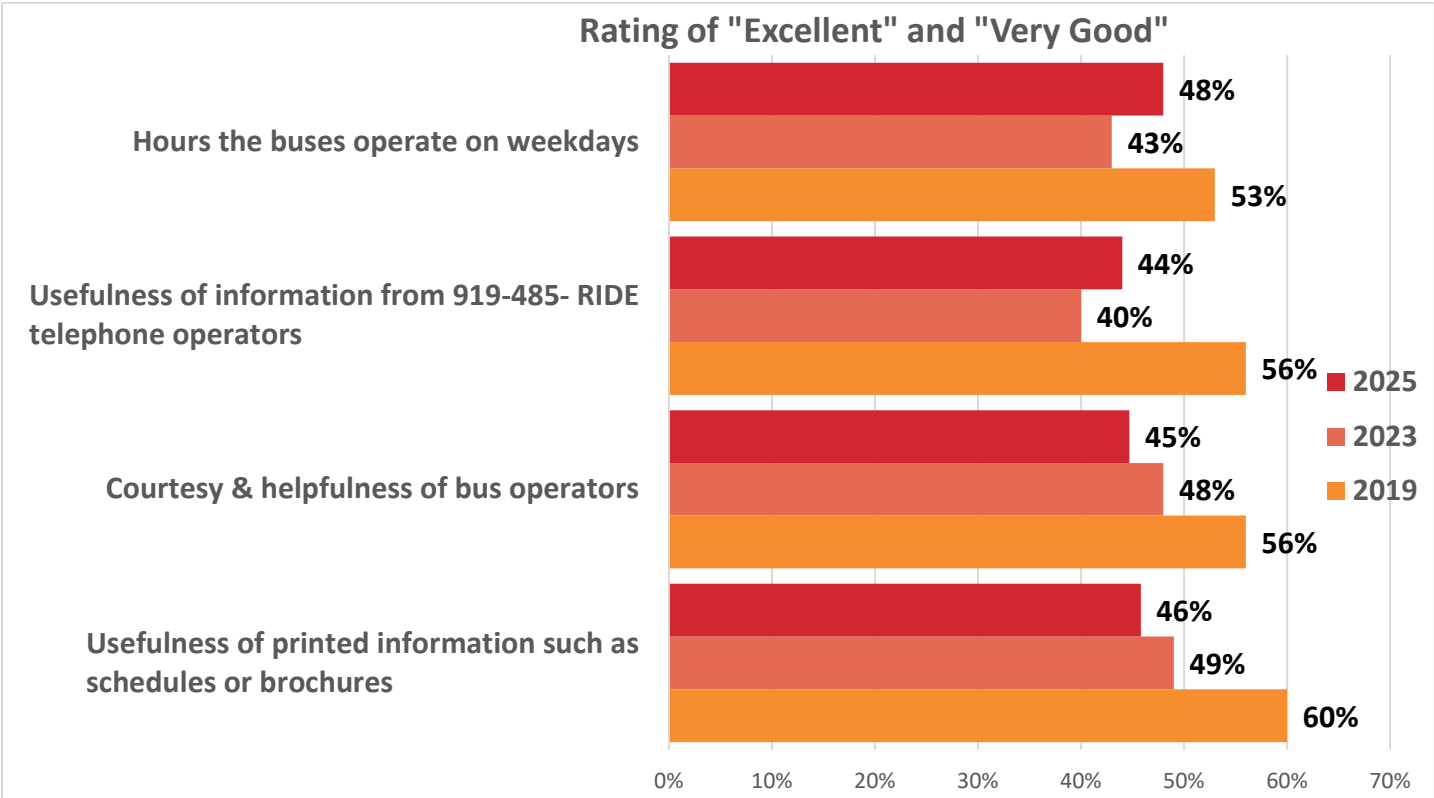


Figure 25. Customer Experience and Passenger Amenities

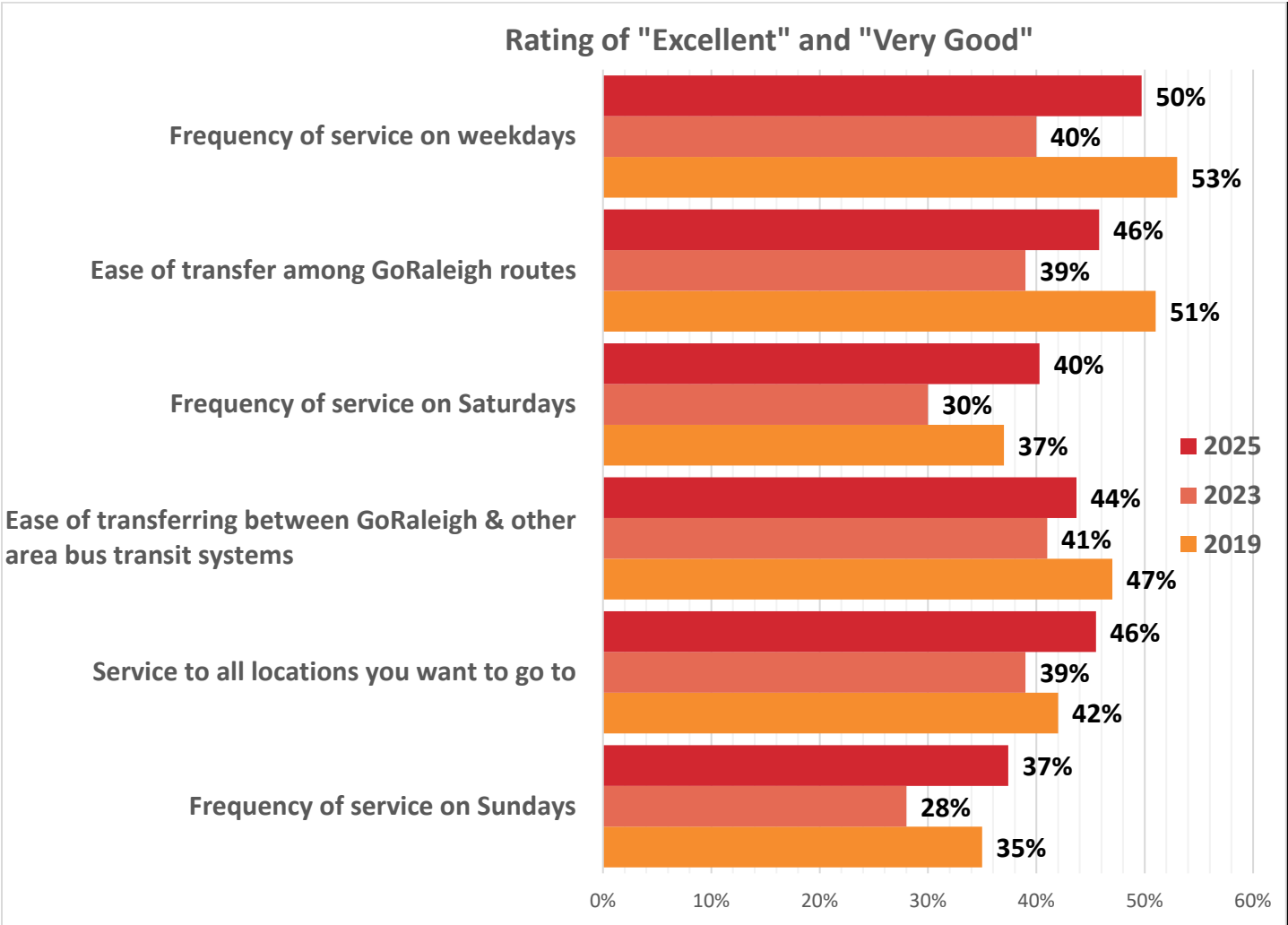
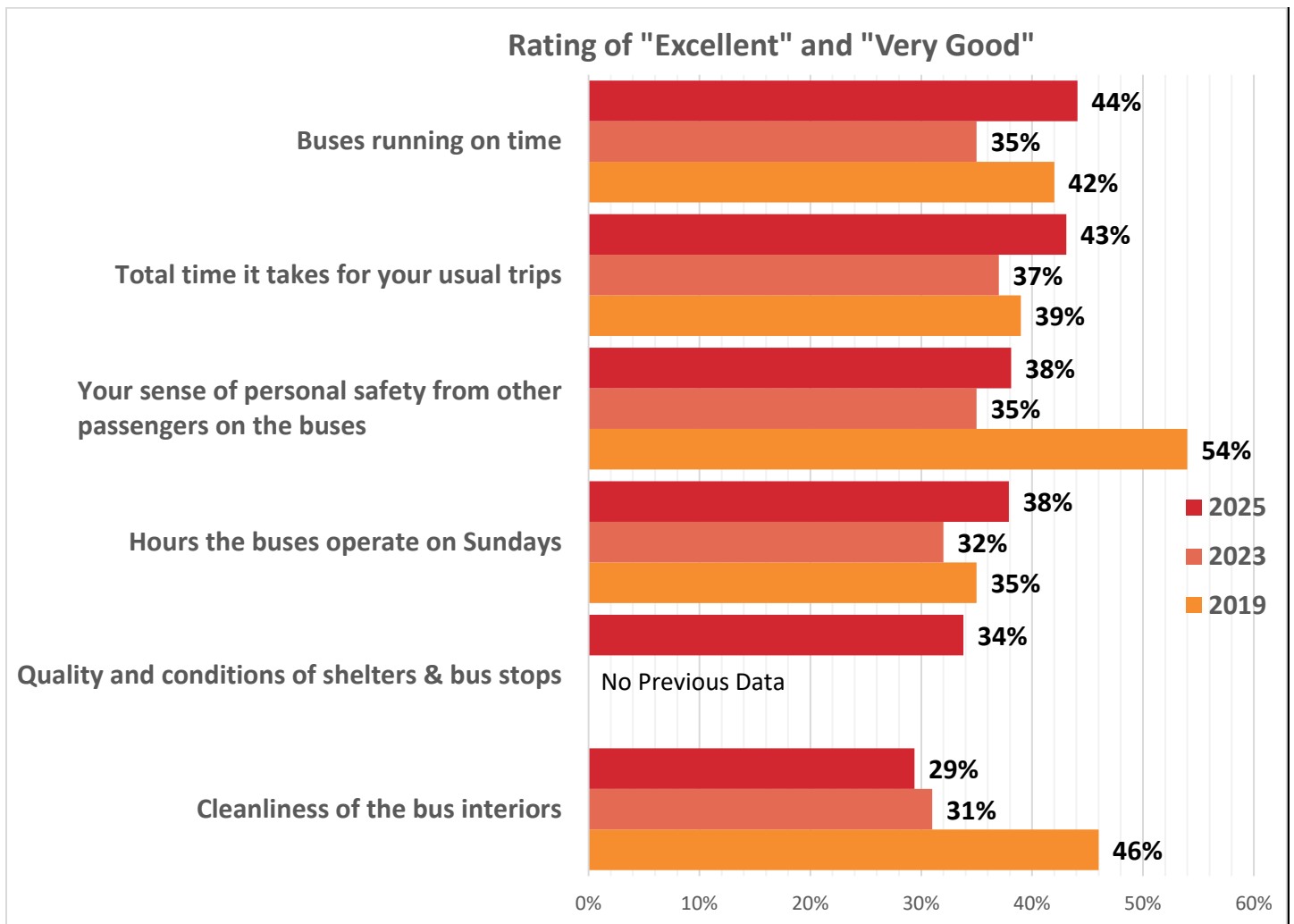


Figure 26. Service Operations and Network Performance



## Satisfaction with GoRaleigh service “Excellent” and “Very Good” Ratings Trends

Between 2019 and 2025, rider perceptions improved across several key service attributes, particularly those related to service frequency, system connectivity, and access to destinations. The share of riders rating frequency of service on weekdays as “Excellent” or “Very Good” increased from 53% in 2019 to 50% in 2025, rebounding significantly from 40% in 2023. Positive ratings for frequency of service on Saturdays also increased from 37% in 2019 to 40% in 2025, while frequency of service on Sundays rose from 35% to 37%. Ratings for service to all locations riders want to go increased from 42% in 2019 to 46% in 2025, and ease of transfer among GoRaleigh routes improved from 39% in 2023 to 46% in 2025. These results suggest riders perceived meaningful improvements in service availability and connectivity during the most recent survey period.

Several customer information and communication measures also showed notable improvement between 2023 and 2025. Positive ratings for hours the buses operate on weekdays increased from 43% to 48%, while usefulness of information from 919-485-RIDE telephone operators increased from 40% to 44%. Ratings for usefulness of printed information such as schedules or brochures declined from 60% in 2019 to 46% in 2025 but remained among the higher-rated service attributes. Similarly, courtesy and helpfulness of bus operators declined from 56% in 2019 to 45% in 2025, although ratings remained relatively strong overall.

Operational performance measures generally improved over time. Positive ratings for buses running on time increased from 42% in 2019 to 44% in 2025, while ratings for total time it takes for usual trips increased from 39% to 43%. Hours the buses operate on Sundays also improved modestly, increasing from 35% in 2019 to 38% in 2025. Riders additionally reported improved perceptions of personal safety from other passengers, rising from 35% in 2023 to 38% in 2025. Not all measures improved over the longer term. Cleanliness of bus interiors experienced the largest decline, decreasing from 46% in 2019 to 29% in 2025. Quality and condition of shelters and bus stops also remained comparatively low at 34% in 2025. Despite these challenges, many service attributes improved substantially between 2023 and 2025, particularly service frequency, reliability, connectivity, and access to destinations.

Overall, the results indicate that rider perceptions strengthened between 2023 and 2025 across many aspects of GoRaleigh service. While cleanliness and some customer information measures remain below pre-pandemic levels, improvements in service frequency, reliability, travel convenience, and system connectivity suggest growing confidence in the system's core service delivery.

# Satisfaction with GoRaleigh Service

Figure 27. Satisfaction Ratings of GoRaleigh Services

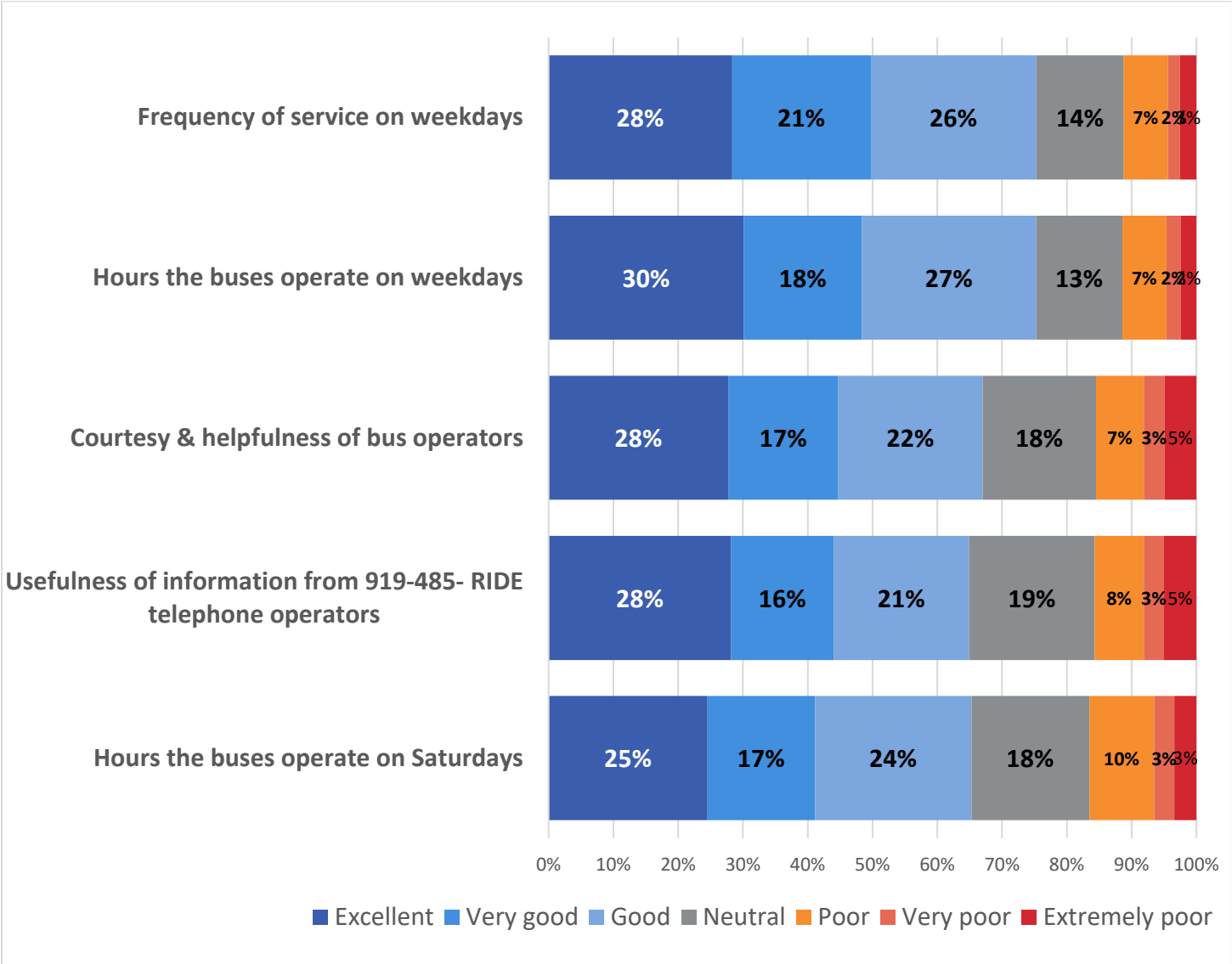


Figure 28. Satisfaction Ratings of GoRaleigh Services Part 2

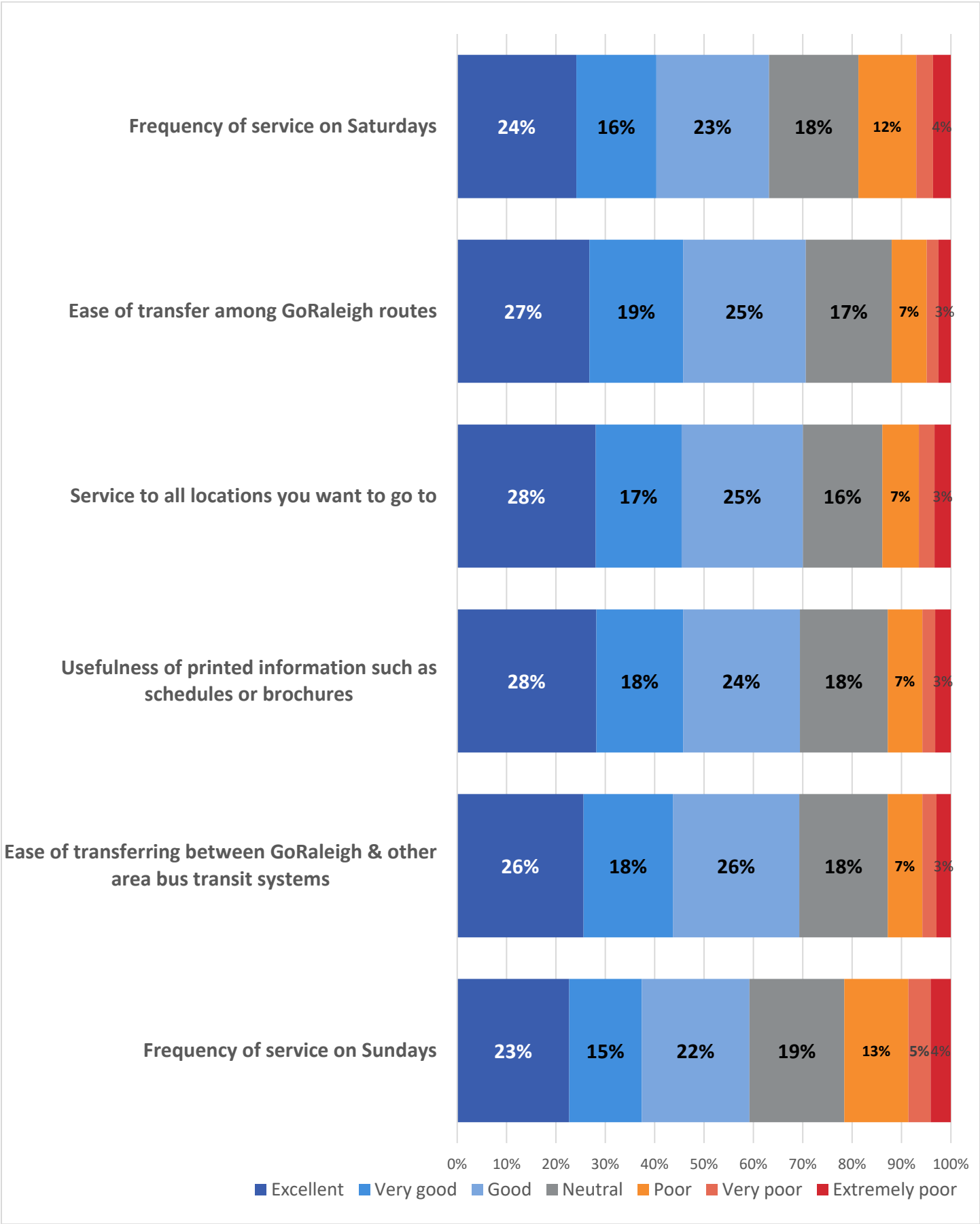
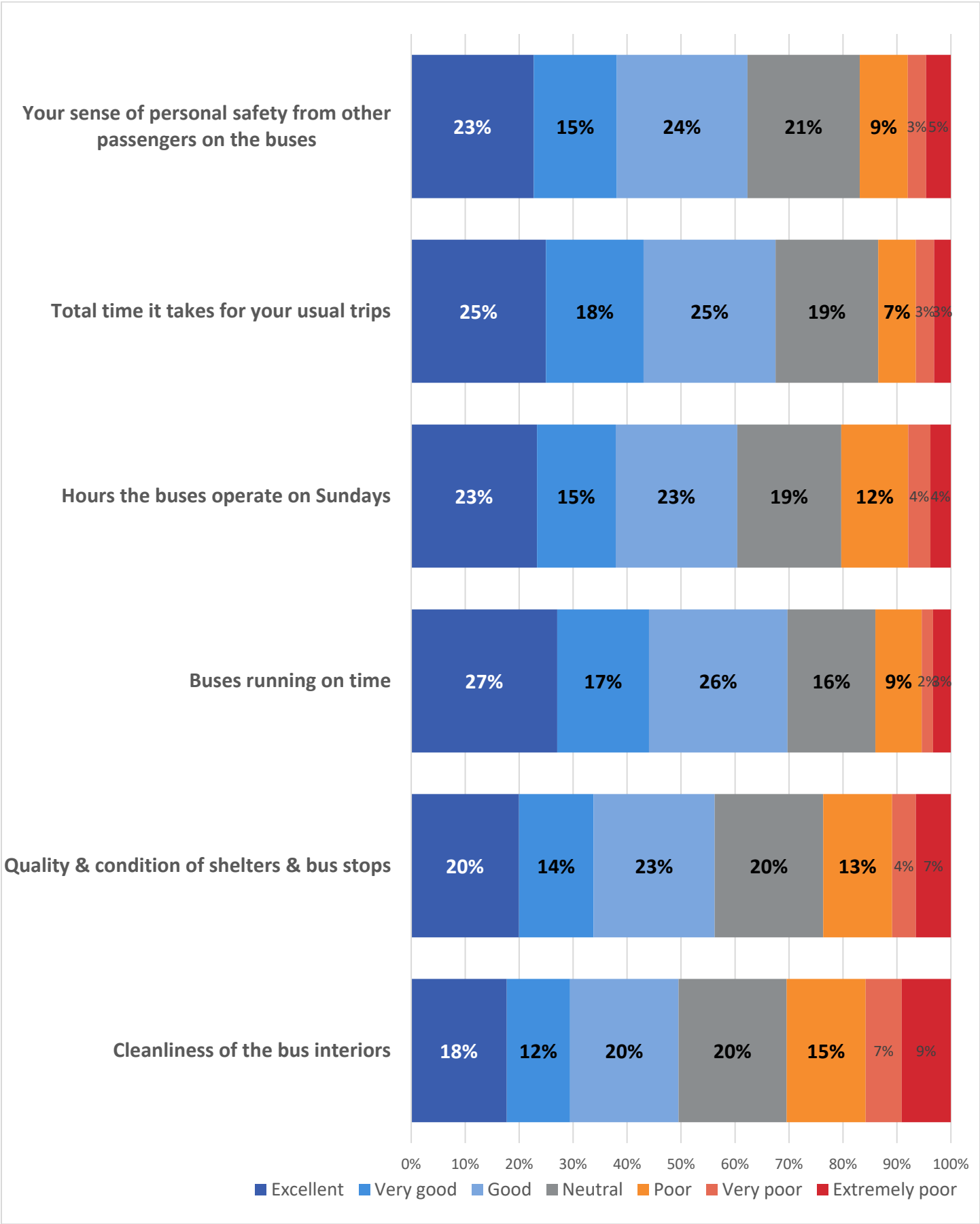


Figure 29. Satisfaction Ratings of GoRaleigh Services Part 3



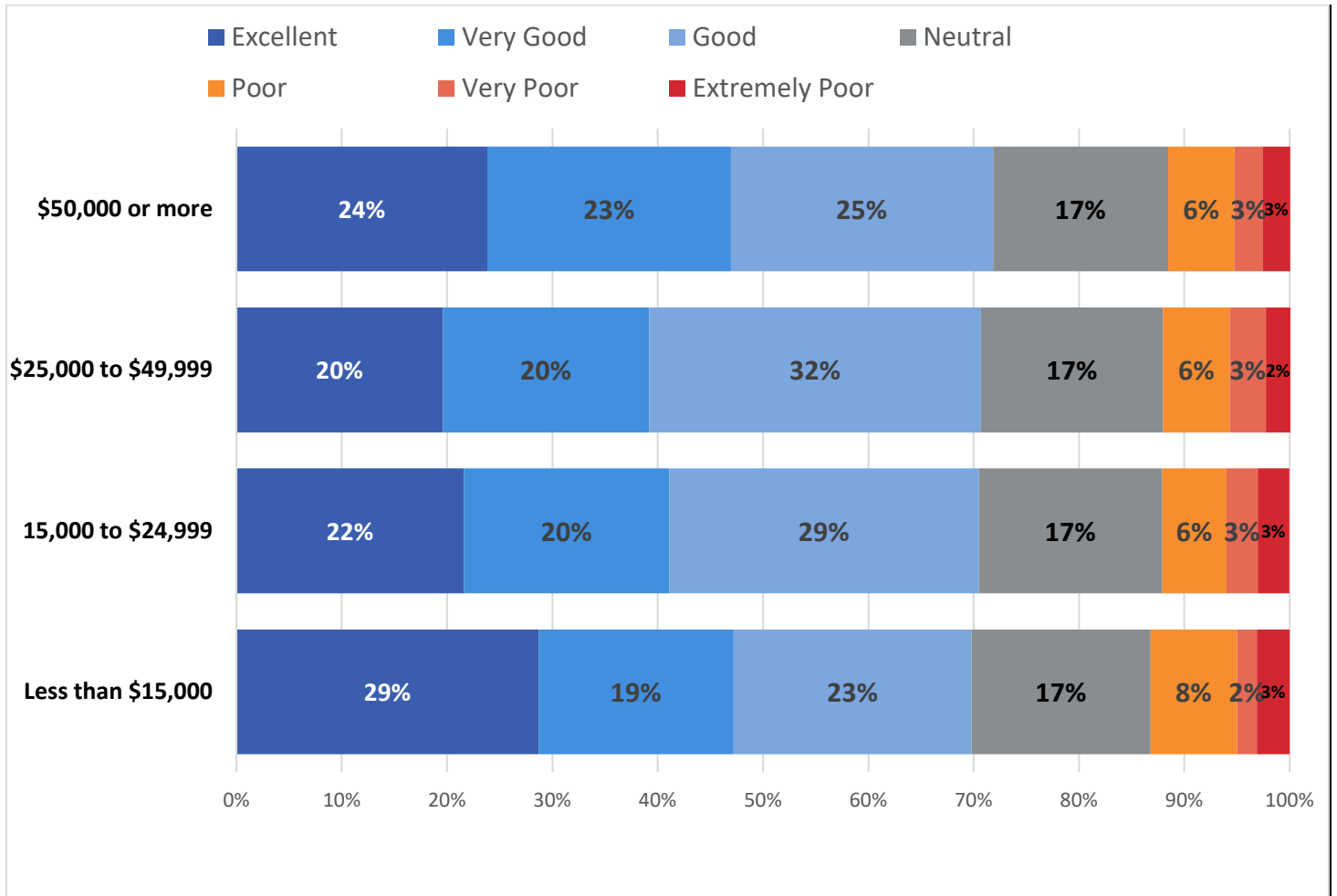
Overall, the survey results indicate that GoRaleigh riders have generally positive perceptions of service, with several operational and customer experience elements receiving favorable ratings. Weekday service measures—including frequency of service on weekdays and hours the buses operate on weekdays—received some of the strongest ratings, with approximately three-quarters of riders providing Excellent, Very Good, or Good ratings. Riders also rated the courtesy and helpfulness of bus operators positively, reflecting generally favorable perceptions of customer service. Communication-related measures, such as the usefulness of information from 919-485-RIDE telephone operators and printed schedules or brochures, also received majority positive ratings, indicating that riders generally found service information accessible and helpful. Operational and connectivity-related measures, including service to all locations riders want to go, ease of transferring among GoRaleigh routes, and ease of transferring between GoRaleigh and other area transit systems, were also viewed favorably by most riders. While these measures received majority positive ratings, they tended to have somewhat higher Neutral responses than the highest-rated service attributes, suggesting that rider experiences with system connectivity were more mixed. Weekend service measures, particularly frequency of service on Saturdays and Sundays and hours of operation on Saturdays and Sundays, received comparatively lower ratings than weekday service measures, indicating potential opportunities to strengthen weekend service availability.

Ratings related to the travel experience, safety, and system condition were more varied. While a majority of riders rated buses running on time, total travel time, and personal safety from other passengers positively, these measures received lower positive ratings than customer service and weekday operations. Cleanliness of the bus interiors and the quality and condition of shelters and bus stops received the lowest positive ratings and the highest shares of negative responses among the service attributes shown. These findings suggest that vehicle cleanliness and stop amenities remain the most significant areas where riders perceive room for improvement.

Overall, the findings suggest that GoRaleigh is performing well in customer service, service information, and core weekday operations, while cleanliness, bus stop conditions, reliability, and weekend service availability represent the clearest opportunities to enhance the overall rider experience.

## Overall Service Quality by Income

Figure 30. Overall Service Quality by Household Income



Satisfaction with GoRaleigh service was generally positive across all income groups, with a majority of riders in every income category rating service as Excellent, Very Good, or Good. Positive ratings ranged from 69% among riders earning \$50,000 or more to 72% among riders earning less than \$15,000, indicating that perceptions of service quality were consistently favorable regardless of household income. Riders in the less than \$15,000 income category reported the strongest overall ratings, with 29% rating service as Excellent, 19% as Very Good, and 23% as Good. Riders earning \$50,000 or more also expressed favorable views, with 24% rating service as Excellent, 23% as Very Good, and 25% as Good. Among middle-income riders, the \$25,000 to \$49,999 group reported the highest share of Good ratings (32%), suggesting generally positive but somewhat more moderate evaluations of service quality. Neutral ratings were identical across all income groups at 17%, indicating a consistent level of ambivalence among riders regardless of income. Negative ratings (Poor, Very Poor, or Extremely Poor) remained relatively low across all groups, ranging from 11% among riders earning \$25,000 to \$49,999 to 13% among riders earning less than \$15,000. No income category stood out as substantially more dissatisfied than the others.

Overall, the findings suggest that GoRaleigh is providing a consistently positive customer experience across income levels. While lower-income riders were somewhat more likely to rate service as Excellent and middle-income riders more frequently selected Good, satisfaction remained strong and relatively consistent across all household income groups.

# Service Ratings by Transit Dependency

Figure 31. Service Ratings by Transit Dependency

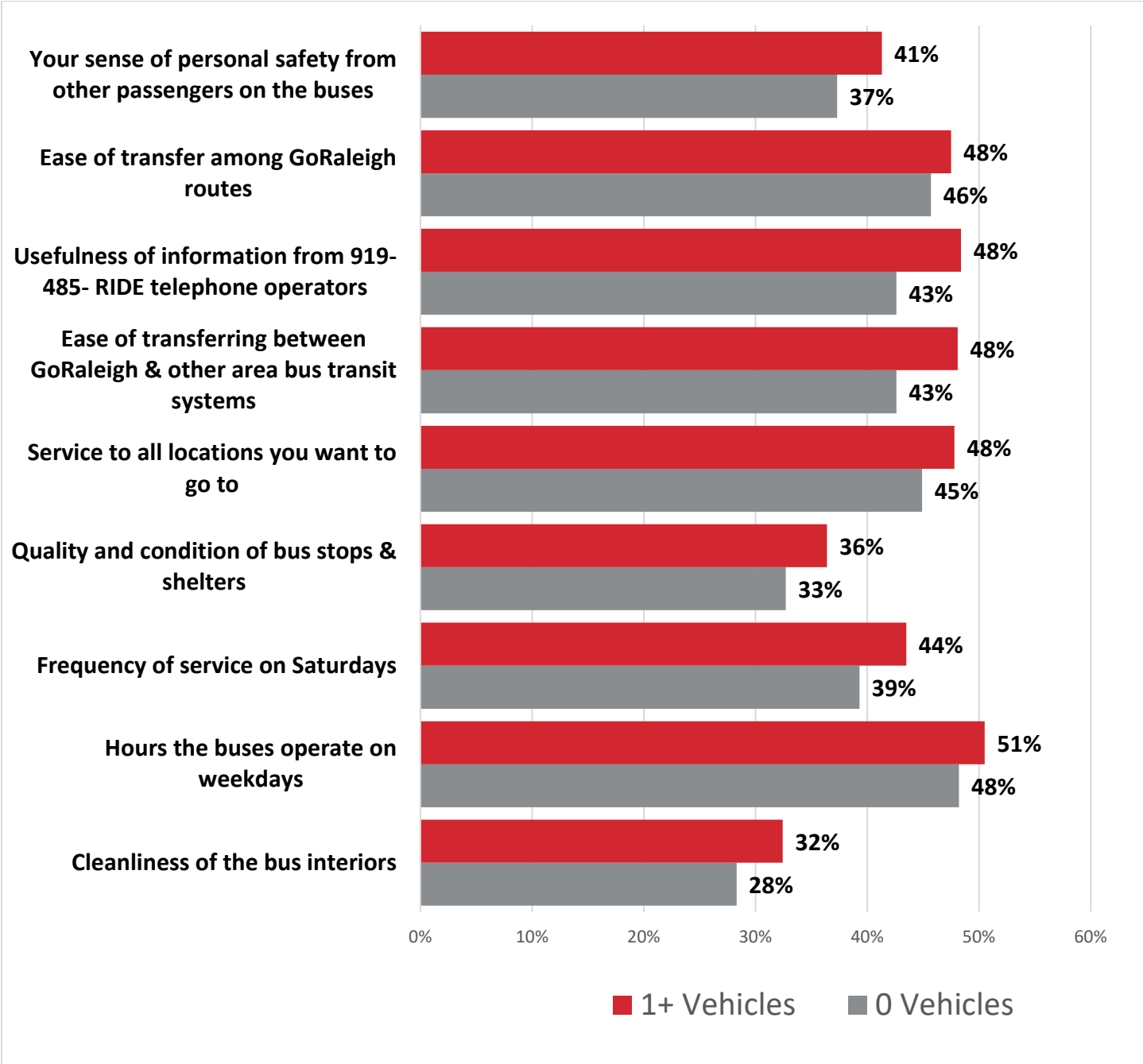
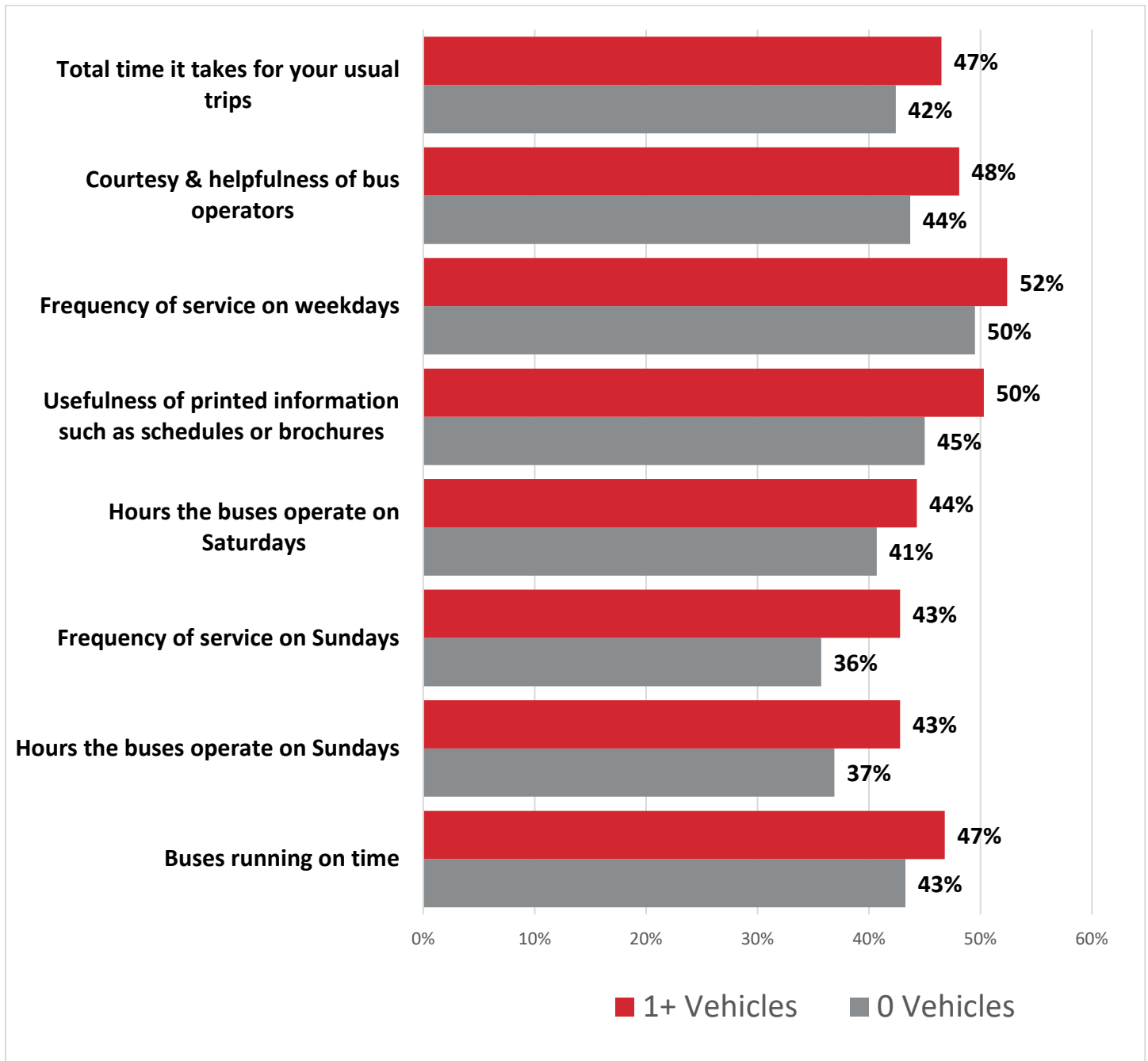


Figure 32. Service Ratings by Transit Dependency Part 2



The chart compares the combined share of riders rating each service component as “Excellent” or “Very Good” based on whether they had no household vehicles or one or more vehicles. Overall, riders with one or more household vehicles reported higher satisfaction across every service component than riders without vehicle access. While the differences were generally modest, they were most noticeable for weekend service, information services, and service connectivity measures. The largest differences were observed for frequency of service on Sundays (43% among riders with one or more vehicles versus 36% among riders with no vehicles), hours the buses operate on Sundays (43% vs. 37%), and usefulness of information from 919-485-RIDE telephone operators (48% vs. 43%). Other notable gaps included ease of transferring between GoRaleigh and other area transit systems (48% vs. 43%), usefulness of printed information such as schedules or brochures (50% vs. 45%), and service to all locations riders want to go (48% vs. 45%).

Differences were somewhat smaller for core service delivery measures. Riders with one or more vehicles rated frequency of weekday service more positively than riders without vehicles (52% vs. 50%), while hours the buses operate on weekdays received positive ratings from 51% of riders with vehicles compared with 48% of those without vehicles. Similarly, buses running on time received positive ratings from 47% of riders with vehicles and 43% of riders without vehicles, while courtesy and helpfulness of bus operators was rated positively by 48% and 44%, respectively. The smallest differences were observed for ease of transfer among GoRaleigh routes (48% vs. 46%), quality and condition of bus stops and shelters (36% vs. 33%), and cleanliness of bus interiors (32% vs. 28%). Although satisfaction levels were lower overall for these attributes, riders with one or more vehicles still reported somewhat more favorable perceptions than riders without vehicle access.

Overall, the results indicate that satisfaction levels were generally higher among riders with household vehicle access across all service components. However, both groups expressed similar views regarding the relative strengths and weaknesses of the system, with weekday service availability receiving the strongest ratings and cleanliness, shelters, and weekend service receiving comparatively lower ratings.

# Importance Ratings of GoRaleigh

Figure 33. Importance Ratings of GoRaleigh Services

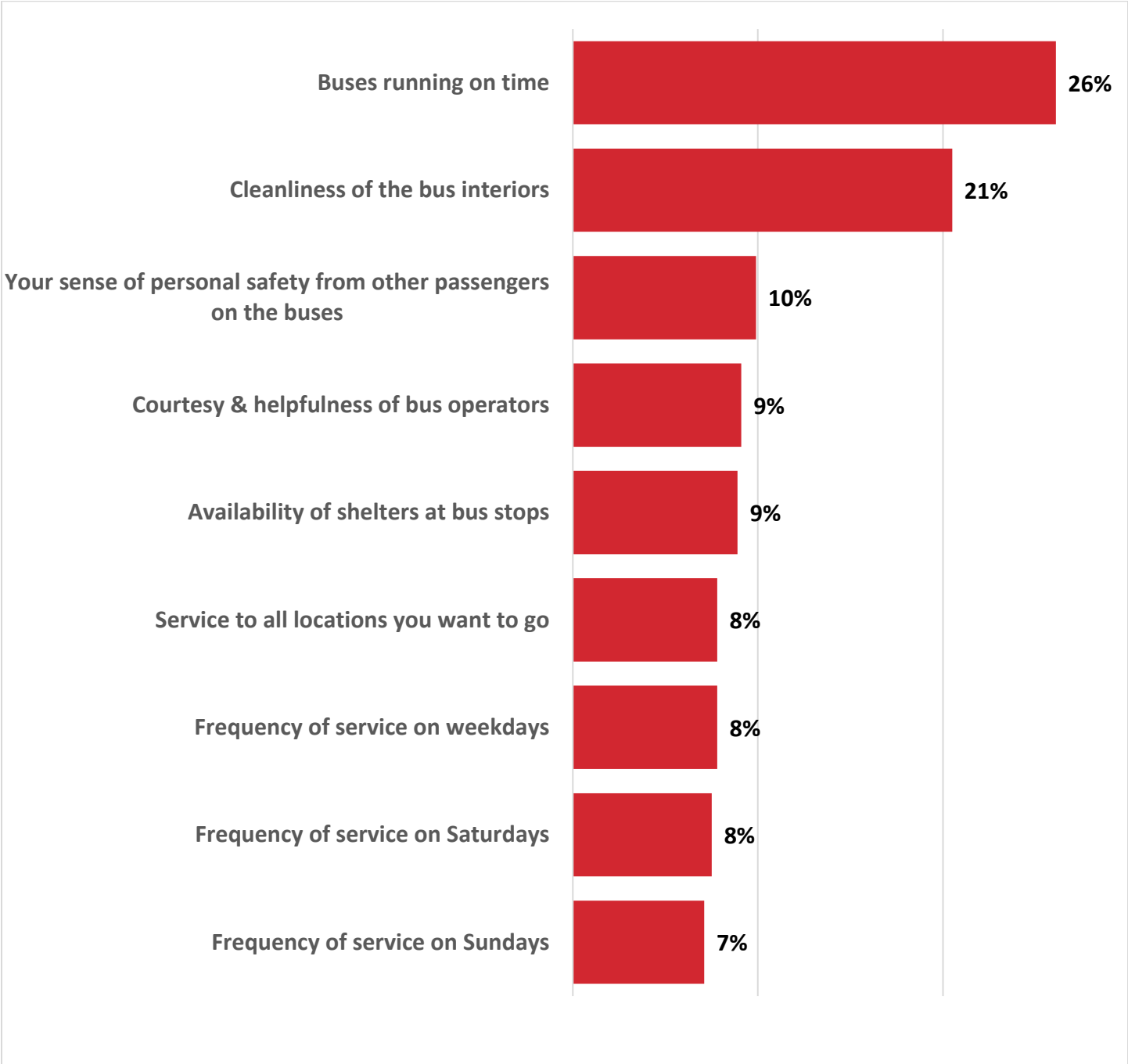
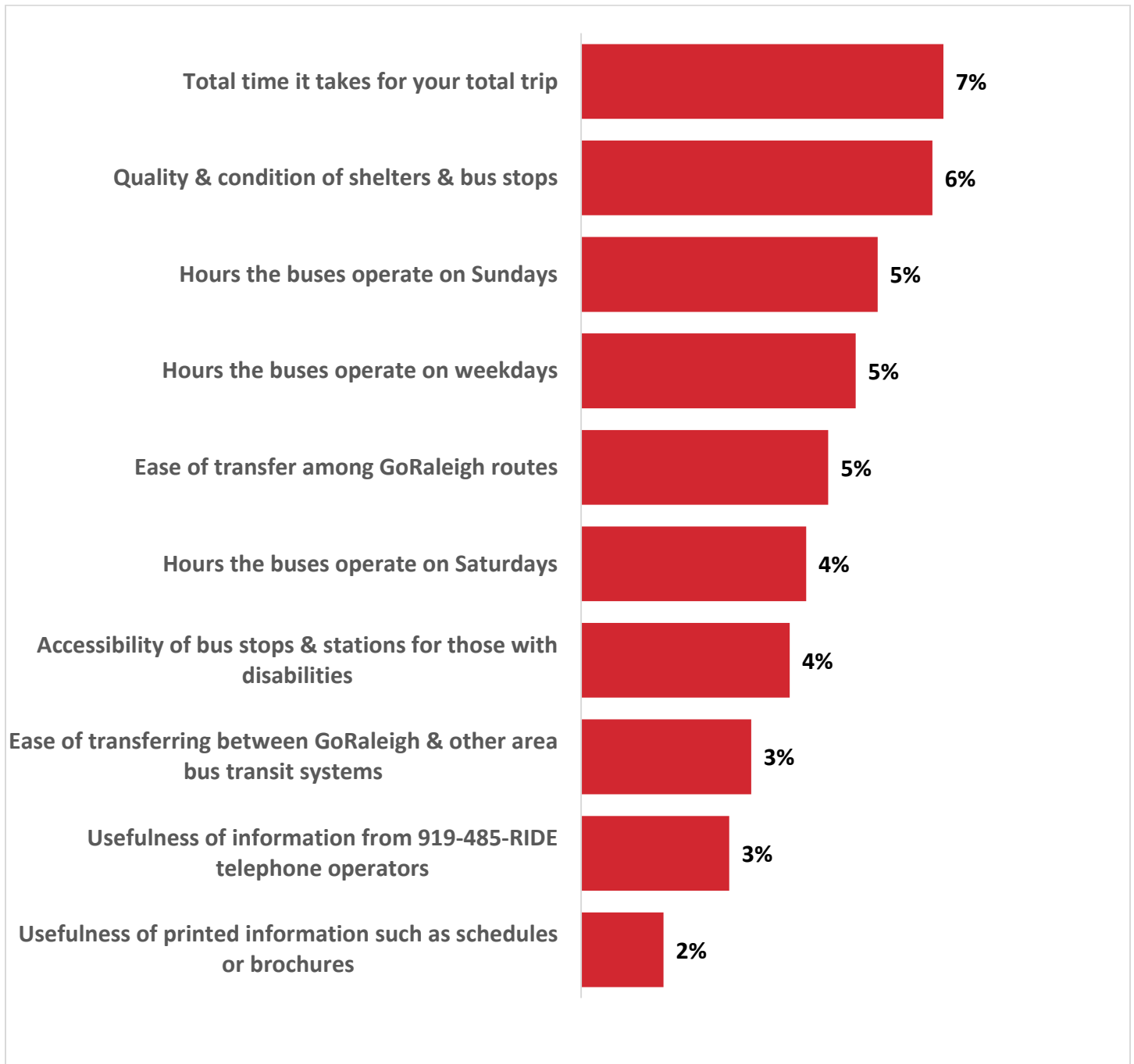


Figure 34. Importance Ratings of GoRaleigh Services Part2




Riders were asked to identify the three service areas they considered most important for GoRaleigh to improve. The figures above present the combined percentage of respondents who selected each item among their top three priorities, providing insight into the aspects of service that matter most to customers. By a considerable margin, buses running on time emerged as the highest priority, with 26% of riders identifying on-time performance as one of the three most important areas for improvement. This was followed by cleanliness of bus interiors (21%), indicating that both service reliability and the onboard customer experience remain central concerns for riders. Safety-related issues also ranked prominently, as personal safety from other passengers while riding the bus was selected by 10% of respondents. Additional priorities included courtesy and helpfulness of bus operators (9%) and the availability of shelters at bus stops (9%), suggesting that both customer service and passenger comfort continue to influence overall perceptions of the system.

A second tier of priorities focused on service availability and convenience. Between 7% and 8% of riders selected service coverage, weekday frequency, Saturday frequency, Sunday frequency, and the total time required for a trip as key areas for improvement. Lower-ranking, though still noteworthy, priorities included the quality and condition of bus stops and shelters (6%), hours of operation (4%–5%), and the ease of transferring between routes and other transit systems (3%–5%). The relatively low percentages associated with information-related services, such as printed schedules and telephone assistance, suggest that riders generally place greater importance on core service delivery factors—including reliability, cleanliness, safety, and service availability—than on customer information resources.

# **Section 3**

# **Customer**

# **Satisfaction Analysis**



## Overview

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

The Importance-Satisfaction (IS) rating is a unique tool that allows 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 agency to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the agency'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. Twenty-six percent (26.0%) of respondents selected "buses running on time" as one of the most important aspects of bus services. Regarding satisfaction, 44.1% of respondents rated "buses running on time" as excellent or very good. The I-S rating for "buses running on time" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentage. In this example .26 was multiplied by .559 (1-0.441). This calculation yielded an I-S rating of 0.1453 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 agency 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 GoRaleigh are provided on the following pages.

Figure 35. Importance Satisfaction Analysis

<b>Importance-Satisfaction Analysis Ratings</b>						
<b>2025 GoRaleigh</b>						
<b>GoRaleigh Customer Satisfaction Survey</b>						
<b>Category of Service</b>	<b>Most Important %</b>	<b>Most Important Rank</b>	<b>Satisfaction %</b>	<b>Satisfaction Rank</b>	<b>I-S Rating</b>	<b>I-S Rating Rank</b>
<b>Highest Priority (&gt;.1000)</b>						
Buses running on time	26.0%	1	44.1%	8	0.1453	1
Cleanliness of the bus interiors	20.5%	2	29.4%	19	0.1447	2
<b>Medium Priority (.05 - .0999)</b>						
Your sense of personal safety from other passengers on the buses	9.9%	3	38.1%	14	0.0613	3
Availability of shelters at bus stops	8.7%	5	33.4%	18	0.0579	4
Courtesy & helpfulness of bus operators	9.1%	4	44.7%	7	0.0503	5
<b>Lower Priority (&gt;.05)</b>						
Frequency of service on Sundays	7.1%	9	37.4%	16	0.0444	6
Frequency of service on Saturdays	7.4%	8	40.3%	13	0.0442	7
Service to all locations you want to go	7.8%	7	45.5%	6	0.0425	8
Quality & condition of shelters & bus stops	6.4%	11	33.8%	17	0.0424	9
Frequency of service on weekdays	7.8%	7	49.7%	1	0.0392	10
Total time it takes for your total trip	6.5%	10	43.1%	11	0.0370	11
Hours the buses operate on Sundays	5.3%	12	37.9%	15	0.0329	12
Hours the buses operate on weekdays	4.9%	13	48.3%	2	0.0253	13
Ease of transfer among GoRaleigh routes	4.4%	14	45.8%	4	0.0238	14
Hours the buses operate on Saturdays	4.0%	15	41.1%	12	0.0236	15
Accessibility of bus stops & stations for those with disabilities	3.9%	16	46.0%	3	0.0211	16
Ease of transferring between GoRaleigh & other area bus transit systems	3.0%	17	43.7%	10	0.0169	17
Usefulness of information from 919-485-RIDE telephone operators	2.7%	18	44.0%	9	0.0151	18
Usefulness of printed information such as schedules or brochures	1.5%	19	45.8%	4	0.0081	19

The Importance–Satisfaction (IS) analysis identifies the service areas where improvements would be most likely to increase overall customer satisfaction by considering both the importance riders place on each service and their current level of satisfaction. Service areas with high importance and lower satisfaction receive the highest IS ratings and represent the greatest opportunities for improvement.

The analysis found that buses running on time and cleanliness of bus interiors were the two highest-priority areas for improvement. Buses running on time received the highest IS rating (0.1453) and ranked first overall, reflecting both its position as the most important service attribute to riders (26.0%) and relatively low satisfaction (44.1%). Cleanliness of bus interiors ranked second with an IS rating of 0.1447, driven by its high importance rating (20.5%) and the lowest satisfaction score among all service areas evaluated (29.4%). These findings indicate that improvements to service reliability and vehicle cleanliness would likely have the greatest impact on overall rider satisfaction.

A second tier of priorities included personal safety from other passengers on buses, availability of shelters at bus stops, and courtesy and helpfulness of bus operators. While these areas were selected less frequently as top priorities than on-time performance and cleanliness, they still received elevated IS ratings due to a combination of moderate importance and satisfaction levels. Personal safety from other passengers ranked third overall (0.0613), followed by availability of shelters at bus stops (0.0579) and courtesy and helpfulness of bus operators (0.0503). These results suggest that investments in rider security, passenger amenities, and customer service could also contribute meaningfully to improving the overall customer experience. All remaining service areas received IS ratings below 0.05, indicating comparatively lower priority for improvement. Among these, service frequency on weekends, service coverage, the quality of bus stops and shelters, trip travel time, and hours of operation ranked highest. Areas such as accessibility for riders with disabilities, transfer opportunities, telephone information services, and printed information materials received the lowest IS ratings, reflecting either lower importance to riders, higher satisfaction levels, or both. Overall, the analysis reinforces that reliability, cleanliness, safety, and passenger comfort remain the primary drivers of customer satisfaction for GoRaleigh riders.

# Section 4

# Tabular Data



**When was the survey administered?**

<u>Weekday or weekend</u>	<u>Number</u>	<u>Percent</u>
Weekday	20927	89.3 %
Weekend	2514	10.7 %
Total	23441	100.0 %

**Route:**

<u>Route code</u>	<u>Number</u>	<u>Percent</u>
1	2726	11.6 %
2	1047	4.5 %
3	361	1.5 %
4	718	3.1 %
5	1031	4.4 %
6	1619	6.9 %
7	1647	7.0 %
7L	434	1.9 %
8	498	2.1 %
9	991	4.2 %
10	254	1.1 %
11	1588	6.8 %
11L	130	0.6 %
12	580	2.5 %
15	2206	9.4 %
15L	329	1.4 %
16	470	2.0 %
17	472	2.0 %
18	514	2.2 %
18L	123	0.5 %
19	1060	4.5 %
20A	1027	4.4 %
21	1260	5.4 %
23L	355	1.5 %
24L	246	1.0 %
25L	390	1.7 %
27L	201	0.9 %
33L	206	0.9 %
36L	277	1.2 %
40X	161	0.7 %
55X	53	0.2 %
70L	271	1.2 %
FRX	36	0.2 %
R LINE	160	0.7 %
Total	23441	100.0 %

**Route name:**

<u>Route name</u>	<u>Number</u>	<u>Percent</u>
1	2726	11.6 %
10	254	1.1 %
11	1588	6.8 %
11L	130	0.6 %
12	580	2.5 %
15	2206	9.4 %
15L	329	1.4 %
16	470	2.0 %
17	472	2.0 %
18	514	2.2 %
18L	123	0.5 %
19	1060	4.5 %
2	1047	4.5 %
20A	1027	4.4 %
21	1260	5.4 %
23L	355	1.5 %
24L	246	1.0 %
25L	390	1.7 %
27L	201	0.9 %
3	361	1.5 %
33L	206	0.9 %
36L	277	1.2 %
4	718	3.1 %
40X	161	0.7 %
5	1031	4.4 %
55X	53	0.2 %
6	1619	6.9 %
7	1647	7.0 %
70L	271	1.2 %
7L	434	1.9 %
8	498	2.1 %
9	991	4.2 %
FRX	36	0.2 %
<u>R LINE</u>	<u>160</u>	<u>0.7 %</u>
Total	23441	100.0 %

**Q1-20. In the past 30 days, how would you rate GoRaleigh on the following services?**

(N=23441)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor	Does not apply
Q1. Buses running on time	26.2%	16.4%	24.9%	15.8%	8.4%	2.0%	3.2%	3.2%
Q2. Frequency of service on weekdays	27.0%	20.5%	24.4%	13.0%	6.5%	1.8%	2.4%	4.4%
Q3. Frequency of service on Saturdays	21.6%	14.5%	20.4%	16.2%	10.5%	3.1%	3.2%	10.5%
Q4. Frequency of service on Sundays	20.0%	13.0%	19.3%	16.9%	11.5%	4.0%	3.6%	11.6%
Q5. Hours the buses operate on weekdays	28.4%	17.2%	25.4%	12.6%	6.4%	2.1%	2.3%	5.7%
Q6. Hours the buses operate on Saturdays	21.9%	14.8%	21.6%	16.3%	8.9%	2.8%	3.1%	10.5%
Q7. Hours the buses operate on Sundays	20.6%	12.9%	19.9%	17.1%	11.0%	3.6%	3.4%	11.6%
Q8. Total time it takes for your total trip	23.7%	17.1%	23.1%	17.9%	6.6%	3.2%	2.9%	5.5%
Q9. Service to all locations you want to go	26.3%	16.3%	23.1%	15.1%	7.0%	3.0%	3.1%	6.2%
Q10. Ease of transfer among GoRaleigh routes	24.7%	17.5%	22.9%	16.0%	6.5%	2.2%	2.3%	7.8%
Q11. Ease of transferring between GoRaleigh & other area bus transit systems	21.8%	15.5%	21.9%	15.2%	6.0%	2.4%	2.4%	14.7%
Q12. Cleanliness of the bus interiors	16.8%	11.1%	19.0%	19.0%	13.8%	6.3%	8.6%	5.3%

**Q1-20. In the past 30 days, how would you rate GoRaleigh on the following services?**

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor	Does not apply
Q13. Availability of shelters at bus stops	18.9%	11.9%	19.2%	17.5%	12.8%	6.2%	5.5%	8.0%
Q14. Your sense of personal safety from other passengers on the buses	21.6%	14.7%	23.0%	19.8%	8.5%	3.3%	4.4%	4.8%
Q15. Courtesy & helpfulness of bus operators	26.4%	16.1%	21.2%	16.7%	7.0%	3.1%	4.6%	4.9%
Q16. Accessibility of bus stops & stations for those with disabilities	25.8%	14.9%	20.3%	15.5%	7.0%	2.2%	2.7%	11.6%
Q17. Usefulness of information from 919-485-RIDE telephone operators	23.1%	12.9%	17.1%	15.9%	6.2%	2.5%	4.1%	18.2%
Q18. Usefulness of printed information such as schedules or brochures	24.5%	15.3%	20.6%	15.4%	6.0%	2.2%	2.8%	13.1%
Q19. Quality & condition of shelters & bus stops	18.7%	12.9%	21.1%	18.8%	12.0%	4.1%	6.1%	6.1%
Q20. Overall quality of GoRaleigh service	24.1%	17.7%	24.6%	16.6%	6.5%	2.3%	3.1%	5.2%

**WITHOUT DOES NOT APPLY****Q1-20. In the past 30 days, how would you rate GoRaleigh on the following services? (without "does not apply")**

(N=23441)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q1. Buses running on time	27.1%	17.0%	25.7%	16.3%	8.6%	2.1%	3.3%
Q2. Frequency of service on weekdays	28.3%	21.4%	25.5%	13.5%	6.8%	1.9%	2.5%
Q3. Frequency of service on Saturdays	24.1%	16.2%	22.8%	18.1%	11.7%	3.4%	3.6%
Q4. Frequency of service on Sundays	22.7%	14.7%	21.8%	19.2%	13.0%	4.5%	4.1%
Q5. Hours the buses operate on weekdays	30.1%	18.2%	26.9%	13.3%	6.8%	2.2%	2.4%
Q6. Hours the buses operate on Saturdays	24.5%	16.6%	24.1%	18.2%	10.0%	3.1%	3.4%
Q7. Hours the buses operate on Sundays	23.3%	14.6%	22.5%	19.3%	12.4%	4.1%	3.8%
Q8. Total time it takes for your total trip	25.0%	18.1%	24.5%	19.0%	7.0%	3.4%	3.1%
Q9. Service to all locations you want to go	28.1%	17.4%	24.6%	16.1%	7.4%	3.2%	3.3%
Q10. Ease of transfer among GoRaleigh routes	26.8%	19.0%	24.9%	17.4%	7.1%	2.4%	2.5%
Q11. Ease of transferring between GoRaleigh & other area bus transit systems	25.6%	18.1%	25.6%	17.9%	7.0%	2.9%	2.9%
Q12. Cleanliness of the bus interiors	17.7%	11.7%	20.1%	20.0%	14.6%	6.7%	9.1%

**WITHOUT DOES NOT APPLY****Q1-20. In the past 30 days, how would you rate GoRaleigh on the following services? (without "does not apply")**

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q13. Availability of shelters at bus stops	20.5%	12.9%	20.8%	19.0%	14.0%	6.7%	6.0%
Q14. Your sense of personal safety from other passengers on the buses	22.7%	15.4%	24.2%	20.8%	8.9%	3.4%	4.6%
Q15. Courtesy & helpfulness of bus operators	27.8%	16.9%	22.3%	17.5%	7.4%	3.2%	4.9%
Q16. Accessibility of bus stops & stations for those with disabilities	29.2%	16.8%	22.9%	17.6%	7.9%	2.5%	3.1%
Q17. Usefulness of information from 919-485-RIDE telephone operators	28.2%	15.8%	20.9%	19.4%	7.6%	3.1%	5.0%
Q18. Usefulness of printed information such as schedules or brochures	28.2%	17.6%	23.7%	17.8%	7.0%	2.6%	3.2%
Q19. Quality & condition of shelters & bus stops	20.0%	13.8%	22.5%	20.1%	12.8%	4.4%	6.5%
Q20. Overall quality of GoRaleigh service	25.4%	18.6%	26.0%	17.5%	6.9%	2.4%	3.2%

**Q21. Of the services in Questions 1 to 20 above, please rank by question number the THREE most important to improve.**

Q21. Top choice	Number	Percent
Buses running on time	3600	15.4 %
Frequency of service on weekdays	518	2.2 %
Frequency of service on Saturdays	544	2.3 %
Frequency of service on Sundays	453	1.9 %
Hours the buses operate on weekdays	347	1.5 %
Hours the buses operate on Saturdays	375	1.6 %
Hours the buses operate on Sundays	321	1.4 %
Total time it takes for your total trip	333	1.4 %
Service to all locations you want to go	532	2.3 %
Ease of transfer among GoRaleigh routes	275	1.2 %
Ease of transferring between GoRaleigh & other area bus transit systems	206	0.9 %
Cleanliness of the bus interiors	1938	8.3 %
Availability of shelters at bus stops	645	2.8 %
Your sense of personal safety from other passengers on the buses	857	3.7 %
Courtesy & helpfulness of bus operators	584	2.5 %
Accessibility of bus stops & stations for those with disabilities	319	1.4 %
Usefulness of information from 919-485-RIDE telephone operators	225	1.0 %
Usefulness of printed information such as schedules or brochures	52	0.2 %
Quality & condition of shelters & bus stops	247	1.1 %
Overall quality of GoRaleigh service	556	2.4 %
None chosen	10514	44.9 %
Total	23441	100.0 %

**Q21. Of the services in Questions 1 to 20 above, please rank by question number the THREE most important to improve.**

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Buses running on time	1635	7.0 %
Frequency of service on weekdays	828	3.5 %
Frequency of service on Saturdays	613	2.6 %
Frequency of service on Sundays	608	2.6 %
Hours the buses operate on weekdays	435	1.9 %
Hours the buses operate on Saturdays	250	1.1 %
Hours the buses operate on Sundays	559	2.4 %
Total time it takes for your total trip	571	2.4 %
Service to all locations you want to go	622	2.7 %
Ease of transfer among GoRaleigh routes	322	1.4 %
Ease of transferring between GoRaleigh & other area bus transit systems	224	1.0 %
Cleanliness of the bus interiors	1678	7.2 %
Availability of shelters at bus stops	656	2.8 %
Your sense of personal safety from other passengers on the buses	756	3.2 %
Courtesy & helpfulness of bus operators	774	3.3 %
Accessibility of bus stops & stations for those with disabilities	281	1.2 %
Usefulness of information from 919-485-RIDE telephone operators	195	0.8 %
Usefulness of printed information such as schedules or brochures	108	0.5 %
Quality & condition of shelters & bus stops	587	2.5 %
Overall quality of GoRaleigh service	305	1.3 %
<u>None chosen</u>	<u>11434</u>	<u>48.8 %</u>
Total	23441	100.0 %

**Q21. Of the services in Questions 1 to 20 above, please rank by question number the THREE most important to improve.**

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Buses running on time	865	3.7 %
Frequency of service on weekdays	483	2.1 %
Frequency of service on Saturdays	588	2.5 %
Frequency of service on Sundays	595	2.5 %
Hours the buses operate on weekdays	368	1.6 %
Hours the buses operate on Saturdays	317	1.4 %
Hours the buses operate on Sundays	371	1.6 %
Total time it takes for your total trip	625	2.7 %
Service to all locations you want to go	665	2.8 %
Ease of transfer among GoRaleigh routes	433	1.8 %
Ease of transferring between GoRaleigh & other area bus transit systems	279	1.2 %
Cleanliness of the bus interiors	1195	5.1 %
Availability of shelters at bus stops	747	3.2 %
Your sense of personal safety from other passengers on the buses	700	3.0 %
Courtesy & helpfulness of bus operators	783	3.3 %
Accessibility of bus stops & stations for those with disabilities	313	1.3 %
Usefulness of information from 919-485-RIDE telephone operators	203	0.9 %
Usefulness of printed information such as schedules or brochures	188	0.8 %
Quality & condition of shelters & bus stops	659	2.8 %
Overall quality of GoRaleigh service	583	2.5 %
<u>None chosen</u>	<u>12481</u>	<u>53.2 %</u>
Total	23441	100.0 %

**SUM OF TOP THREE****Q21. Of the services in Questions 1 to 20 above, please rank by question number the THREE most important to improve. (top 3)**

Q21. Top choice	Number	Percent
Buses running on time	6100	26.0 %
Frequency of service on weekdays	1829	7.8 %
Frequency of service on Saturdays	1745	7.4 %
Frequency of service on Sundays	1656	7.1 %
Hours the buses operate on weekdays	1150	4.9 %
Hours the buses operate on Saturdays	942	4.0 %
Hours the buses operate on Sundays	1251	5.3 %
Total time it takes for your total trip	1529	6.5 %
Service to all locations you want to go	1819	7.8 %
Ease of transfer among GoRaleigh routes	1030	4.4 %
Ease of transferring between GoRaleigh & other area bus transit systems	709	3.0 %
Cleanliness of the bus interiors	4811	20.5 %
Availability of shelters at bus stops	2048	8.7 %
Your sense of personal safety from other passengers on the buses	2313	9.9 %
Courtesy & helpfulness of bus operators	2141	9.1 %
Accessibility of bus stops & stations for those with disabilities	913	3.9 %
Usefulness of information from 919-485-RIDE telephone operators	623	2.7 %
Usefulness of printed information such as schedules or brochures	348	1.5 %
Quality & condition of shelters & bus stops	1493	6.4 %
Overall quality of GoRaleigh service	1444	6.2 %
None chosen	10514	44.9 %
Total	46408	

**Q22. Do you participate in a GoPass program?**

Q22. Do you participate in a GoPass program	Number	Percent
Yes, Employer/College GoPass	3456	14.7 %
Yes, TAP (Transit Assistance Program) GoPass	8560	36.5 %
Yes, Youth GoPass	1014	4.3 %
Yes, Disability GoPass	1410	6.0 %
Yes, Senior GoPass	2498	10.7 %
No, I do not use a GoPass	4873	20.8 %
Not provided	1630	7.0 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q22. Do you participate in a GoPass program? (without "not provided")**

Q22. Do you participate in a GoPass program	Number	Percent
Yes, Employer/College GoPass	3456	15.8 %
Yes, TAP (Transit Assistance Program) GoPass	8560	39.2 %
Yes, Youth GoPass	1014	4.6 %
Yes, Disability GoPass	1410	6.5 %
Yes, Senior GoPass	2498	11.5 %
No, I do not use a GoPass	4873	22.3 %
Total	21811	100.0 %

**Q24. In a typical week, on how many days do you currently use GoRaleigh?**

Q24. On how many days do you currently use GoRaleigh in a typical week	Number	Percent
None	182	0.8 %
1	559	2.4 %
2	1119	4.8 %
3	1600	6.8 %
4	2334	10.0 %
5	4743	20.2 %
6	2533	10.8 %
7	8839	37.7 %
Not provided	1532	6.5 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q24. In a typical week, on how many days do you currently use GoRaleigh? (without "not provided")**

Q24. On how many days do you currently use GoRaleigh in a typical week	Number	Percent
None	182	0.8 %
1	559	2.6 %
2	1119	5.1 %
3	1600	7.3 %
4	2334	10.7 %
5	4743	21.6 %
6	2533	11.6 %
7	8839	40.3 %
Total	21909	100.0 %

**Q25. What is ONE main purpose for which you most often use the GoRaleigh bus?**

Q25. One main purpose for which you most often use GoRaleigh bus	Number	Percent
Work	11966	51.0 %
School/college	2006	8.6 %
Shopping	2704	11.5 %
Medical/dental	1721	7.3 %
Recreation/event	1951	8.3 %
Other	534	2.3 %
Not provided	2559	10.9 %
Total	23441	100.0 %

**Q26. Please mark all the following that apply to you. Are you...**

<u>Q26. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full-time	7942	33.9 %
Employed part-time	4226	18.0 %
Unemployed	5155	22.0 %
Homemaker	287	1.2 %
Student	2439	10.4 %
Retired	2732	11.7 %
Volunteer position	808	3.4 %
Total	23589	

**Q27. If you are employed or a student, do you work/attend school...**

<u>Q27. How do you work/attend school</u>	<u>Number</u>	<u>Percent</u>
Remote only	1381	9.9 %
Remote some days, onsite other days	2012	14.4 %
Onsite only	6440	46.3 %
Not provided	4091	29.4 %
Total	13924	100.0 %

**WITHOUT NOT PROVIDED****Q27. If you are employed or a student, do you work/attend school... (without "not provided")**

<u>Q27. How do you work/attend school</u>	<u>Number</u>	<u>Percent</u>
Remote only	1381	14.0 %
Remote some days, onsite other days	2012	20.5 %
Onsite only	6440	65.5 %
Total	9833	100.0 %

**Q28. How old are you?**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18 or younger	855	3.6 %
19-24	2732	11.7 %
25-29	2267	9.7 %
30-34	2637	11.2 %
35-39	2324	9.9 %
40-44	1854	7.9 %
45-49	1717	7.3 %
50-54	1440	6.1 %
55-59	1607	6.9 %
60-64	1489	6.4 %
65-69	1070	4.6 %
70-74	568	2.4 %
75-79	280	1.2 %
80-84	125	0.5 %
85+	53	0.2 %
Not provided	2423	10.3 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q28. How old are you? (without "not provided")**

Q28. Your age	Number	Percent
18 or younger	855	4.1 %
19-24	2732	13.0 %
25-29	2267	10.8 %
30-34	2637	12.5 %
35-39	2324	11.1 %
40-44	1854	8.8 %
45-49	1717	8.2 %
50-54	1440	6.9 %
55-59	1607	7.6 %
60-64	1489	7.1 %
65-69	1070	5.1 %
70-74	568	2.7 %
75-79	280	1.3 %
80-84	125	0.6 %
85+	53	0.3 %
Total	21018	100.0 %

**Q29. Do you identify as:**

Q29. Your gender	Number	Percent
Male	13708	58.5 %
Female	8203	35.0 %
Non-binary	416	1.8 %
Prefer not to answer	1114	4.8 %
Total	23441	100.0 %

**WITHOUT PREFER NOT TO SAY****Q29. Do you identify as: (without "prefer not to answer")**

Q29. Your gender	Number	Percent
Male	13708	61.4 %
Female	8203	36.7 %
Non-binary	416	1.9 %
Total	22327	100.0 %

**Q30. Do you consider yourself to be...**

Q30. Your race	Number	Percent
African American/Black	13861	59.1 %
Asian	644	2.7 %
White	4858	20.7 %
Hispanic	1604	6.8 %
Native American Indian	398	1.7 %
Other	446	1.9 %
Not provided	1630	7.0 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q30. Do you consider yourself to be... (without "not provided")**

Q30. Your race	Number	Percent
African American/Black	13861	63.6 %
Asian	644	3.0 %
White	4858	22.3 %
Hispanic	1604	7.4 %
Native American Indian	398	1.8 %
Other	446	2.0 %
Total	21811	100.0 %

**Q30-6. Self-describe your race/ethnicity:**

Q30-6. Self-describe your race	Number	Percent
Mixed	40	11.0 %
Multi-racial	27	7.4 %
Jamaican	27	7.4 %
Arabic	26	7.1 %
Two or more	26	7.1 %
Middle Eastern	23	6.3 %
Black American	14	3.8 %
Two or more races	14	3.8 %
French	14	3.8 %
Bi-racial	13	3.6 %
Moor	13	3.6 %
Jordan	13	3.6 %
Black Asian	13	3.6 %
Chanis	13	3.6 %
Black African	13	3.6 %
Black White	13	3.6 %
All	13	3.6 %
Morish America	13	3.6 %
Habesha	12	3.3 %
Asia American	12	3.3 %
West India	12	3.3 %
Total	364	100.0 %

**Q31. What language do you most often speak at home?**

Q31. Language you most often speak at home	Number	Percent
English	21732	92.7 %
Spanish	546	2.3 %
Other	385	1.6 %
Not provided	778	3.3 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q31. What language do you most often speak at home? (without "not provided")**

Q31. Language you most often speak at home	Number	Percent
English	21732	95.9 %
Spanish	546	2.4 %
Other	385	1.7 %
Total	22663	100.0 %

**Q31-3. Other:**

Q31-3. Other	Number	Percent
French	56	29.8 %
Arabic	38	20.2 %
ASL	15	8.0 %
Patwa	14	7.4 %
Vietnamese	14	7.4 %
Russian	14	7.4 %
West African	13	6.9 %
Hindi	13	6.9 %
Chinese	11	5.9 %
Total	188	100.0 %

**Q31a. (If Question 31 is not English)How well do you speak English?**

Q31a. How well do you speak English	Number	Percent
Very well	441	47.4 %
Well	274	29.4 %
Less than well	95	10.2 %
Not provided	121	13.0 %
Total	931	100.0 %

**WITHOUT NOT PROVIDED****Q31a. (If Question 31 is not English)How well do you speak English? (without "not provided")**

Q31a. How well do you speak English	Number	Percent
Very well	441	54.4 %
Well	274	33.8 %
Less than well	95	11.7 %
Total	810	100.0 %

**Q32. Please check all Triangle Region bus systems you use in a typical week.**

Q32. All Triangle Region bus systems you use in a typical week	Number	Percent
GoRaleigh	19296	82.3 %
GoTriangle	7177	30.6 %
GoDurham	3323	14.2 %
GoCary	2868	12.2 %
Chapel Hill Transit	635	2.7 %
Duke Transit	441	1.9 %
Wolfline	1240	5.3 %
GoApex	411	1.8 %
Orange County Public Transit (OCPT)	132	0.6 %
GoWake	493	2.1 %
None of these	1358	5.8 %
Total	37374	

**WITHOUT NONE****Q32. Please check all Triangle Region bus systems you use in a typical week. (without "none")**

Q32. All Triangle Region bus systems you use in a typical week	Number	Percent
GoRaleigh	19296	87.4 %
GoTriangle	7177	32.5 %
GoDurham	3323	15.0 %
GoCary	2868	13.0 %
Wolfline	1240	5.6 %
Chapel Hill Transit	635	2.9 %
GoWake	493	2.2 %
Duke Transit	441	2.0 %
GoApex	411	1.9 %
Orange County Public Transit (OCPT)	132	0.6 %
Total	36016	

**Q33. What is your total annual household income?**

Q33. Your total annual household income	Number	Percent
Less than \$10K	8644	36.9 %
\$10K to \$14,999	1887	8.0 %
\$15K to \$19,999	1208	5.2 %
\$20K to \$24,999	3504	14.9 %
\$25K to \$34,999	2059	8.8 %
\$35K to \$49,999	1449	6.2 %
\$50K to \$74,999	1202	5.1 %
\$75K to \$100K	392	1.7 %
\$100K+	413	1.8 %
Not provided	2683	11.4 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q33. What is your total annual household income? (without "not provided")**

Q33. Your total annual household income	Number	Percent
Less than \$10K	8644	41.6 %
\$10K to \$14,999	1887	9.1 %
\$15K to \$19,999	1208	5.8 %
\$20K to \$24,999	3504	16.9 %
\$25K to \$34,999	2059	9.9 %
\$35K to \$49,999	1449	7.0 %
\$50K to \$74,999	1202	5.8 %
\$75K to \$100K	392	1.9 %
\$100K+	413	2.0 %
Total	20758	100.0 %

**Q34. Including YOU, how many people live in your household?**

Q34. How many people live in your household	Number	Percent
1	8705	37.1 %
2	3880	16.6 %
3	2458	10.5 %
4	2116	9.0 %
5	1283	5.5 %
6+	1177	5.0 %
Not provided	3822	16.3 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q34. Including YOU, how many people live in your household? (without "not provided")**

Q34. How many people live in your household	Number	Percent
1	8705	44.4 %
2	3880	19.8 %
3	2458	12.5 %
4	2116	10.8 %
5	1283	6.5 %
6+	1177	6.0 %
Total	19619	100.0 %

**Q35. How many cars or other vehicles are available for your use?**

Q35. How many cars or other vehicles are available for your use	Number	Percent
0	16130	68.8 %
1	3859	16.5 %
2	1322	5.6 %
3	303	1.3 %
4+	251	1.1 %
Not provided	1576	6.7 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q35. How many cars or other vehicles are available for your use? (without "not provided")**

Q35. How many cars or other vehicles are available for your use	Number	Percent
0	16130	73.8 %
1	3859	17.6 %
2	1322	6.0 %
3	303	1.4 %
4+	251	1.1 %
Total	21865	100.0 %

**Q36. In the past 30 days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes?**

Q36. Did you use Uber/Lyft/taxi or app-based scooter/ bikes in past 30 days	Number	Percent
Yes, instead of a trip on GoRaleigh	5242	22.4 %
Yes, as part of a trip on GoRaleigh	3699	15.8 %
Yes, but not to replace a trip on GoRaleigh	2921	12.5 %
No	10815	46.1 %
Total	22677	

**Q37. If public transit were unavailable today, how would you have made this trip?**

Q37. How would you have made this trip if public transit were unavailable	Number	Percent
Taxi/Uber/Lyft	6463	27.6 %
Ride with a friend or family member	1643	7.0 %
Drive my own vehicle	2741	11.7 %
Walk/bicycle/skateboard	4102	17.5 %
Would not have made the trip	4447	19.0 %
Other	41	0.2 %
Not provided	4004	17.1 %
Total	23441	100.0 %

**WITHOUT NOT PROVIDED****Q37. If public transit were unavailable today, how would you have made this trip? (without "not provided")**

Q37. How would you have made this trip if public transit were unavailable	Number	Percent
Taxi/Uber/Lyft	6463	33.3 %
Ride with a friend or family member	1643	8.5 %
Drive my own vehicle	2741	14.1 %
Walk/bicycle/skateboard	4102	21.1 %
Would not have made the trip	4447	22.9 %
Other	41	0.2 %
Total	19437	100.0 %

**Q37-6. Other:**

Q37-6. Other	Number	Percent
Apartment shuttle	14	50.0 %
Insurance gives trips	14	50.0 %
Total	28	100.0 %

**Q38. Do you use a trip planner prior to using the bus? If so, which do you use?**

Q38. Which trip planner do you use prior to using the bus	Number	Percent
Brochures	1487	6.3 %
Website	2841	12.1 %
Text Marks (Raleigh to 411)	846	3.6 %
Google Maps	5308	22.6 %
Apple Maps	1733	7.4 %
UMO	4202	17.9 %
Transit App	4504	19.2 %
I do not use a trip planner	6854	29.2 %
Total	27775	

# **Section 5**

# **Survey Instrument**



**Passenger Survey - Please tell us about how you use GoRaleigh**



Which route are you riding now?

In the past 30 days, how would you rate GoRaleigh on the following services?		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
1	Buses running on time	7	6	5	4	3	2	1	9
2	Frequency of service on weekdays	7	6	5	4	3	2	1	9
3	Frequency of service on Saturday	7	6	5	4	3	2	1	9
4	Frequency of service on Sunday	7	6	5	4	3	2	1	9
5	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
6	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
7	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
8	Total time it takes for your total trip	7	6	5	4	3	2	1	9
9	Service to all locations you want to go	7	6	5	4	3	2	1	9
10	Ease of transfer among GoRaleigh routes	7	6	5	4	3	2	1	9
11	Ease of transferring between GoRaleigh and other area bus transit systems	7	6	5	4	3	2	1	9
12	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
13	Availability of shelters at bus stops	7	6	5	4	3	2	1	9
14	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
15	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
16	Accessibility of bus stops and stations for those with disabilities	7	6	5	4	3	2	1	9
17	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
18	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
19	Quality and condition of shelters and bus stops	7	6	5	4	3	2	1	9
20	The overall quality of GoRaleigh service	7	6	5	4	3	2	1	9

21. Of the services in questions 1 to 20 above, please rank by question number the three most important to improve.  
1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

22. 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

23. If employed, who is your current employer? (Knowing where our riders work helps us plan to better serve your needs.)  
\_\_\_\_\_

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

El cuestionario en español se encuentra en el otro lado

25. What is ONE main purpose for which you most often use the GoRaleigh bus?  
 \_\_\_1 Work                                      \_\_\_2 School/College                      \_\_\_3 Shopping  
 \_\_\_4 Medical/Dental                      \_\_\_5 Recreation/Event                      \_\_\_6 Other: \_\_\_\_\_

26. 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

27. 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

28. How old are you? \_\_\_\_\_ Years old

29. Do you identify as: \_\_\_1 Male      \_\_\_2 Female      \_\_\_3 Non-binary      \_\_\_4 Prefer not to answer

30. Do you consider yourself to be... (Check only one)  
 \_\_\_1 African American/Black                      \_\_\_2 Asian                                      \_\_\_3 White  
 \_\_\_4 Hispanic                                      \_\_\_5 Native American Indian                      \_\_\_6 Other: \_\_\_\_\_

31. What language do you most often speak at home?  
 \_\_\_1 English                                      \_\_\_2 Spanish                                      \_\_\_3 Other: \_\_\_\_\_

31a. [If Q31 is not English] How well do you speak English?  
 \_\_\_1 Very Well                                      \_\_\_2 Well                                      \_\_\_3 Less than well                      \_\_\_4 Not at all

32. Please check all Triangle Region bus systems you use in a typical week.  
 \_\_\_1 GoRaleigh                                      \_\_\_2 GoTriangle                                      \_\_\_3 GoDurham                                      \_\_\_4 GoCary                                      \_\_\_5 Chapel Hill Transit  
 \_\_\_6 Duke Transit                                      \_\_\_7 Wolfline                                      \_\_\_8 GoApex                                      \_\_\_9 Orange County Public Transit (OCPT)  
 \_\_\_10 GoWake                                      \_\_\_11 None of these

33. 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

34. Including YOU, how many people live in your household? \_\_\_\_\_ people?

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

36. 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 GoRaleigh                      \_\_\_2 Yes, as part of a trip on GoRaleigh                      \_\_\_3 Yes, but not to replace a trip on GoRaleigh  
 \_\_\_4 No

37. If public transit were unavailable today, how would you have made this trip? (select the most likely) \_\_\_1 Taxi/Uber /Lyft                      \_\_\_2 Ride with a friend or family member                      \_\_\_3 Drive my own vehicle                      \_\_\_4 Walk/Bicycle/Skateboard                      \_\_\_5 Would not have made the trip                      \_\_\_6 Other \_\_\_\_\_

38. Do you use a trip planner prior to using the bus? If so, which do you use? (select all that apply)  
 \_\_\_1 Brochures                                      \_\_\_2 Website                                      \_\_\_3 Text Marks (Raleigh to 411)                      \_\_\_4 Google Maps  
 \_\_\_5 Apple Maps                                      \_\_\_6 UMO                                      \_\_\_7 Transit App                                      \_\_\_8 I do not use a trip planner

Comments: \_\_\_\_\_

# Encuesta de pasajeros: cuéntenos cómo usa GoRaleigh



¿Qué ruta estás recorriendo ahora

¿Cómo calificaría a GoRaleigh en los siguientes servicios?	Excelente	Muy bien	Bien	Neutral	Pobre	Pobretón	Extremadamen te pobre	No aplica
1 Autobuses que funcionan a tiempo	7	6	5	4	3	2	1	9
2 Frecuencia del servicio en días laborables	7	6	5	4	3	2	1	9
3 Frecuencia del servicio los sábados	7	6	5	4	3	2	1	9
4 Frecuencia del servicio el domingo	7	6	5	4	3	2	1	9
5 Horario de funcionamiento de los autobuses entre semana	7	6	5	4	3	2	1	9
6 Horario de funcionamiento de los autobuses los sábados	7	6	5	4	3	2	1	9
7 Horario de funcionamiento de los autobuses los domingos	7	6	5	4	3	2	1	9
8 Tiempo total que tarda todo el viaje	7	6	5	4	3	2	1	9
9 Servicio a todos los lugares a los que quieras ir	7	6	5	4	3	2	1	9
10 Facilidad de transferencia entre las rutas de GoRaleigh	7	6	5	4	3	2	1	9
11 Facilidad de transferencia entre GoRaleigh y otros sistemas de tránsito de autobuses del área	7	6	5	4	3	2	1	9
12 Limpieza de los interiores de los autobuses	7	6	5	4	3	2	1	9
13 Disponibilidad de marquesinas en las paradas de autobús	7	6	5	4	3	2	1	9
14 Su sentido de seguridad personal de otros pasajeros en los autobuses	7	6	5	4	3	2	1	9
15 Cortesía y amabilidad de los operadores de autobuses	7	6	5	4	3	2	1	9
16 Accesibilidad de paradas y estaciones de autobús para personas con discapacidad	7	6	5	4	3	2	1	9
17 Utilidad de la información de los operadores telefónicos 919-485-RIDE	7	6	5	4	3	2	1	9
18 Utilidad de la información impresa, como horarios o folletos	7	6	5	4	3	2	1	9
19 Calidad y estado de las marquesinas y paradas de autobús	7	6	5	4	3	2	1	9
20 La calidad general del servicio de GoRaleigh	7	6	5	4	3	2	1	9

21. De los servicios mencionados en las preguntas 1 a 20 anteriores, clasifique por número de pregunta los tres más importantes para mejorar.  
 primero \_\_\_\_\_ Segundo \_\_\_\_\_ Tercera \_\_\_\_\_

22. ¿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

23. Si está empleado, ¿quién es su empleador actual? (Saber dónde trabajan nuestros pasajeros nos ayuda a planificar para satisfacer mejor sus necesidades). \_\_\_\_\_

24. En una semana típica, ¿cuántos días usa actualmente GoRaleigh (Encierre en un círculo solo uno)?  
 0 (Ninguno) 1 2 3 4 5 6 7

25. ¿Cuál es UN propósito principal para el que usa con mayor frecuencia el autobús GoRaleigh?  
 \_\_\_1 Trabajo \_\_\_2 Escuela/Universidad \_\_\_3 Compras  
 \_\_\_4 Médico/Dental \_\_\_5 Recreación/Evento \_\_\_6 Otros: \_\_\_\_\_

26. Marque todo lo siguiente que se aplica 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

27. 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

28. ¿Qué edad tienes? \_\_\_\_\_ Años

29. ¿Te identificas como: \_\_\_1 Hombre \_\_\_2 Mujer \_\_\_3 No binario \_\_\_4 Prefiero no responder

30. ¿Te consideras a ti mismo como... (Marque solo uno)  
 \_\_\_1 Afroamericano/Negro \_\_\_2 Asiáticos \_\_\_3 Blanco  
 \_\_\_4 Hispano \_\_\_5 Indio nativo americano \_\_\_6 Otros: \_\_\_\_\_

31. ¿Qué idioma hablas con más frecuencia en casa?  
 \_\_\_1 Español \_\_\_2 Español \_\_\_3 Otros: \_\_\_\_\_

31a. [Si la pregunta 31 no es inglés] ¿Qué tan bien habla inglés?  
 \_\_\_1 Muy bien \_\_\_2 Pozo \_\_\_3 Menos que bien \_\_\_4 Nada

32. Verifique todos los sistemas de autobuses de Triangle Region que utiliza en una semana típica.  
 \_\_\_1 GoRaleigh \_\_\_2 GoTriangle \_\_\_3 GoDurham \_\_\_4 GoCary \_\_\_5 Tránsito de Chapel Hill \_\_\_6 Tránsito de Duke  
 \_\_\_7 Línea de lobo \_\_\_8 GoApex \_\_\_9 Transporte público del condado de Orange (OCPT)  
 \_\_\_10 GoWake \_\_\_11 Ninguno de estos

33. ¿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

34. Incluyéndote a TI, ¿cuántas personas viven en tu hogar? \_\_\_\_\_ ¿gente?

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

36. En los últimos treinta días, ¿usaste Uber / Lyft / taxi O scooter / bicicletas basados en aplicaciones? (Seleccionar todo) \_\_\_1 Sí, en lugar de un viaje en GoRaleigh \_\_\_2 Sí, como parte de un viaje en GoRaleigh \_\_\_3 Sí, pero no para reemplazar un viaje en GoRaleigh \_\_\_4 No

37. Si el transporte público no estuviera disponible hoy, ¿cómo habría hecho este viaje? (seleccione el más probable) \_\_\_1 Taxi/Uber /Lyft \_\_\_2 Viajar con un amigo o familiar \_\_\_3 Conducir mi propio vehículo \_\_\_4 Caminar/Bicicleta/Patineta \_\_\_5 No habría hecho el viaje \_\_\_6 Other \_\_\_\_\_

38. ¿Utiliza un planificador de viajes antes de usar el autobús? Si es así, ¿cuál usas? (seleccione todas las que correspondan)  
 \_\_\_1 Folletos \_\_\_2 Sitio web \_\_\_3 Marcas de texto (Raleigh al 411) \_\_\_4 Google Maps  
 \_\_\_5 Mapas de Apple \_\_\_6 UMO \_\_\_7 Aplicación de tránsito \_\_\_8 No uso un planificador de viajes

Comentarios: \_\_\_\_\_

# Section 6

# Comments



### 1. On-Time Performance & Reliability

- #8 not being on time daily
  - 18 is always late at 5:00 from GoRaleigh station...
  - Never on time
  - Bus notes to be on time more
  - The buses sometimes move too early
  - Drivers make there own times at times
  - The 11L have too many missed trips Monday-Friday
  - The 5:28 bus for route 18 never shows
  - No they are not reliable
- 

### 2. Service Frequency

- Bus Could Run More Frequently
  - Need to run every 15 minutes
  - Please increase frequency of routes
  - The 70L needs to run more frequently
  - Run #2,8,9,11 every 15 minutes
  - Falls of Neuse Bus needs to run every 1/2 hour
  - Bus is good but every 30 minute is needed us every hour
- 

### 3. Service Hours (Early/Late/Weekend Service)

Comments requesting earlier, later, Sunday, or weekend service.

Examples:

- Buses need to run later since people get off late some nights
  - Hours of service need to be extended
  - Improve Weekend Services
  - Need More Weekend Times
  - More frequent routes on weekends
  - Bus should be on time on weekends
  - Run the 12 every 30 minutes and later on the weekends
  - would like to see more bus hours
- 

### 4. Route Coverage & New Destinations

- a direct bus to wake tech north
  - Have a bus run down New Hope
  - Need connection between falls & 6 forks
  - Need a stop by sunnbrooke
  - Would love a bus stop further on new hope road
  - Need a stop at honeycutt rd and la matisse rd
  - Need more stops in Raleigh
  - The system is under serving the city of this size
-

## 5. Bus Stops, Shelters & Amenities

- Add More bathrooms
  - I Wish they had many seating areas at stops
  - Need a shelter at shadow land plus oak forest rd
  - Please put some type of shelter at stop 8489
  - More frequent routes on weekends / benches plus shelters
  - Clean up the bus stop at millbrook...
  - stop 11L #9090 needs wheelchair access
- 

## 6. Driver Courtesy & Customer Service

- Most Drivers are very nice!
  - Drivers Are Very Courteous and Helpful
  - bus drivers are rude
  - Bus Drivers Bad Attitudes
  - Bus Drivers Leaves You Standing - Rude!
  - Drivers could be nicer
  - Door Customer Service & the bus Driver Are So Rude
  - Women Bus Drivers have the Nastiest attitude
- 

## 7. Driver Operations & Training

- Drivers need not to leave too early
  - Drivers talking to passengers / friends instead of paying attention to driving
  - Drivers taking off before passengers have sat down
  - Train operators better to handle aggressive passengers
  - Need better training
  - Problem with drivers not available to run all routes
- 

## 8. Cleanliness of Buses

Comments about trash, odors, dirty seats, and vehicle cleanliness.

Examples:

- bus nasty
  - Could be cleaner / clean more often
  - Need Clean Bus More
  - please clean
  - some buses smell
  - Some of the buses have had puddles of urine in the seats
  - Bus is dirty a lot!
  - great drivers / dirty bus
- 

## 9. Transit Centers & Station Conditions

- Cleanliness is absolutely horrible on and off the bus at Go Raleigh Station
  - Please Remodel the restroom facilities at Station
  - Address the smoking at the bus stops at the transit center
  - too much drug activity in the men's bathroom dangerous and unsafe
-

## 10. Safety & Security

- #2 Is a rough route and passenger (homeless / crack heads)
  - unsafe more square drug action all over
  - Very Good service except Drug use and ignorance on Bus
  - Please make sure cameras work. I was assaulted on the Bus.
  - Routes Has safety issue on bus bad stops
  - Passengers are terrible!
  - Train operators better to handle aggressive passengers
- 

## 11. Overcrowding

- 23L gets too overcrowded at 6:50
  - Address the over crowding on buses, especially route 15
  - Need More Frequent Buses to Wal-Mart To Avoid intensive Overcrowding
  - Run #2,8,9,11 every 15 minutes over crowding on 2 & 8
  - seated places are limited
- 

## 12. Technology, Apps & Information

- Get a easier app
  - Make a city route map available
  - the app is excellent good work
  - the Umo apps needs work on bus update
  - trip planning is not always accurate
  - Umoh is not a step by step planer
  - Fix the bus schedules
  - Schedule should be update
- 

## 13. Bus Maintenance & Vehicle Condition

Comments about bus equipment and vehicle upkeep.

Examples:

- Charging outlets on the bus don't always Work
  - fixing windows and making sure the vents are closed
  - Need to address bus maintenance issues. Bus 1702 front door sticks
  - Make sure the stop requests work on all buses
  - A couple of buses have Roaches
- 

## 14. Fare Policy & Cost

Comments regarding fares and free transit.

Examples:

- I think the Bus should stay free
  - We Need Free Buses
  - more buses, free please
  - We need to start paying so that the buses can be cleaner
-

**15. Positive Feedback / General Praise**

- Appreciate GoRaleigh
  - Awesome
  - Best Ride
  - Great Service
  - Love GoRaleigh / Transit
  - Thank You
  - Thank you for providing the service
  - Your Awesome
  - Raleigh Rocks!!
-