



General Public Report

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Material Accuracy

The intent of this study and its report is to provide accurate and authoritative information about the travel habits of the general public, and their opinions of and attitudinal information about the Transit Authority of River City. IQS Research makes reasonable effort to ensure that all data are collected, analyzed, and portrayed in an accurate and factual manner. However, there is no guarantee that this data is without flaws or that the use of this data will prevent differences of opinion or disputes, and IQS Research bears no responsibility for its use or consequences.



The Bottom Line and Report Overview

The majority of respondents are aware of TARC services, think TARC is important to Louisville, and are moderately satisfied with the level of service provided by TARC, despite the fact that 84% have not ridden TARC in the past year and 91% say they are unlikely to ride in the near future. Respondents with a personal connection to TARC, either through riding or by identifying themselves as the type of person who rides TARC, have a higher level of satisfaction and are more likely to support funding efforts.

Report Overview

In this report, we look first at transportation habits of the general public, by dissecting a typical trip. We will examine the frequency of this type of journey, the reasons for travel, distance traveled, and the forms of transportation utilized.

Next we will move from transportation habits in general, to the likelihood that TARC will be a part of that transportation profile. We will first look at the subset of respondents who currently ride TARC to ascertain the services they are using, and their recommendations for improvements.

Next, we will look at the majority of riders who are not currently utilizing TARC services, evaluating their level of knowledge about TARC's service area, logistical constraints, and cost, as well as identifying other barriers to riding.

Finally, we will examine the attitudes and perceptions of the general public toward TARC, focusing on the value they place on public transportation and the importance of TARC specifically.

These opinions will shape the context for the following stand-alone section of the report that examines the attitudes and perceptions of Jefferson County residents regarding a proposed tax increase to support TARC. In this segment, we will identify those who support the proposal, and reasons for both support and opposition.

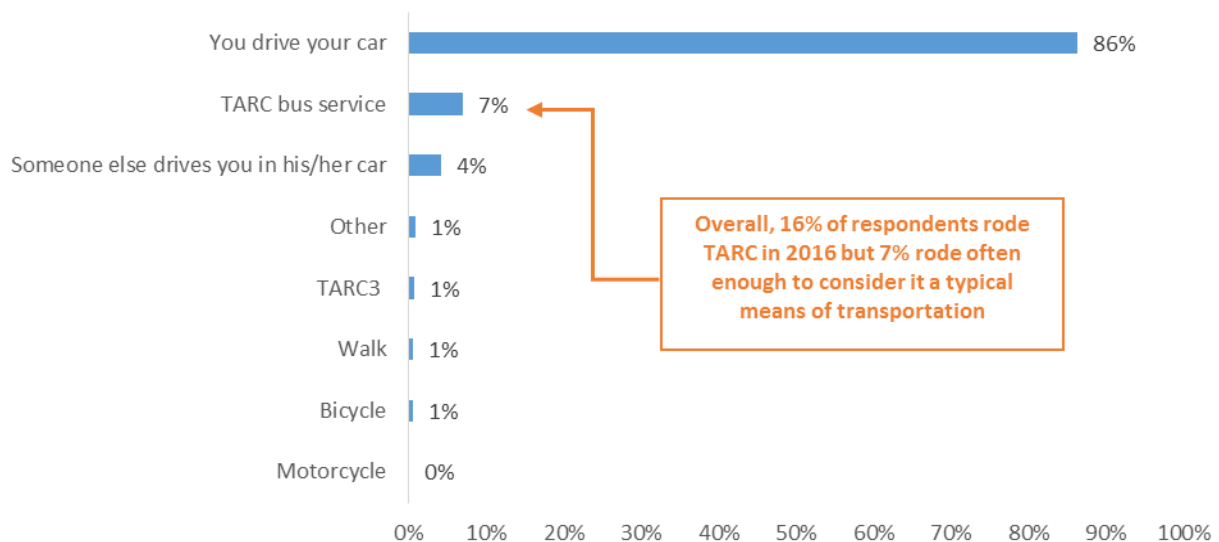
Travel patterns in Louisville: 86% drive their personal car

Use of personal transportation was a factor for almost all respondents, with 86% responding that they drive themselves using a personal car, and an additional 4% saying they get a ride in someone else's car. These percentages are nearly identical to 2013. This was also true regardless of the purpose of the trip, accounting for 92% of grocery travel, 90% of work travel, and 88% of respondents traveling to school.

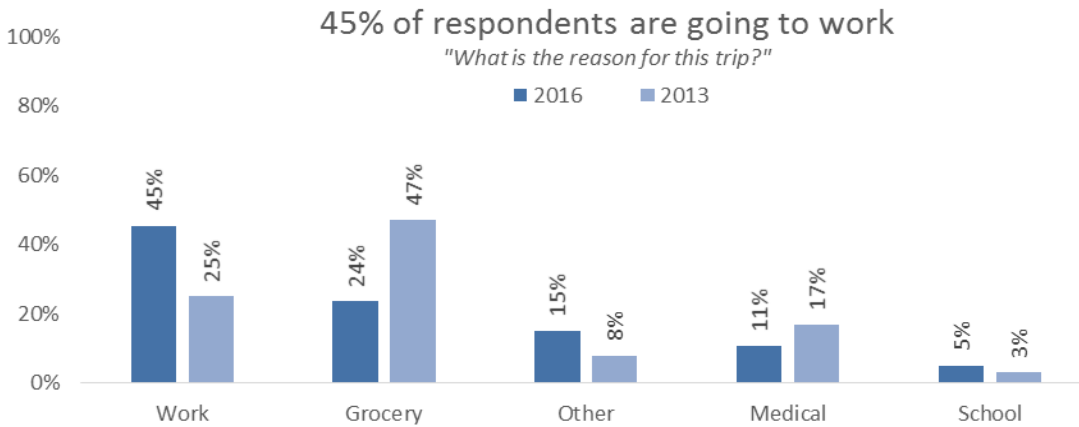
However, not all respondents are driving. Out of the remaining 14% of respondents, 8% use TARC for a typical trip. Smaller percentages ride a bicycle or motorcycle, or walk to their destination. Other methods of transportation mentioned included using a company vehicle, Ticket to Ride van, or Lyft.

Nearly all respondents drive their own car on trips

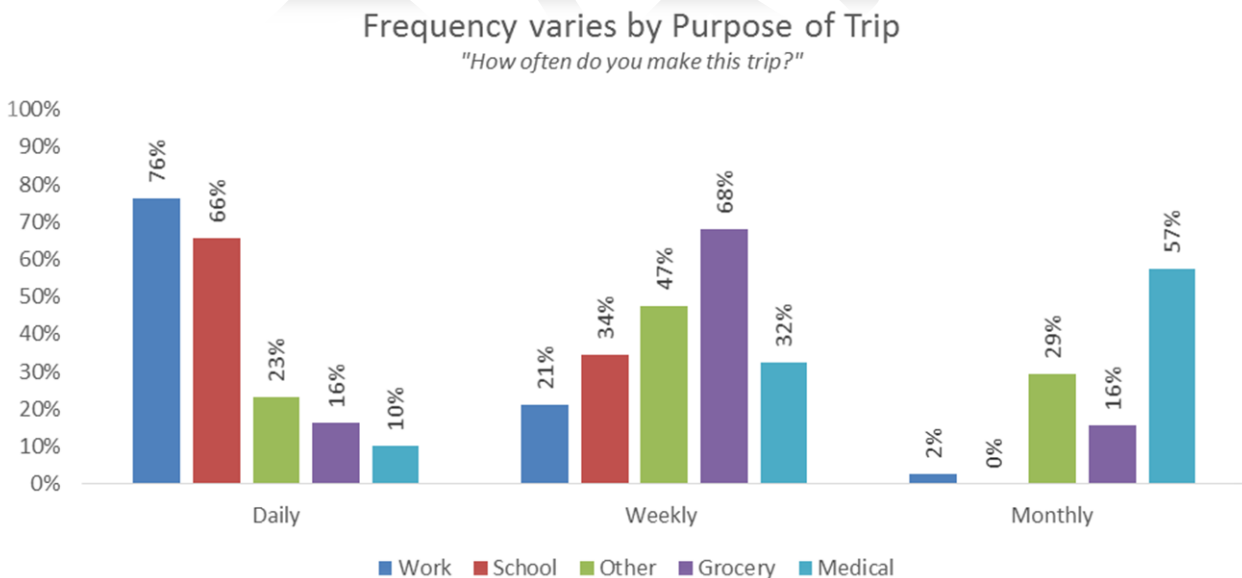
"What form of transportation do you use to make this trip?"



The largest group of respondents are traveling to work (45%), followed by 24% of respondents who are grocery shopping. Differences between 2013 and 2016 are primarily due to the difference in age distribution of respondents.¹



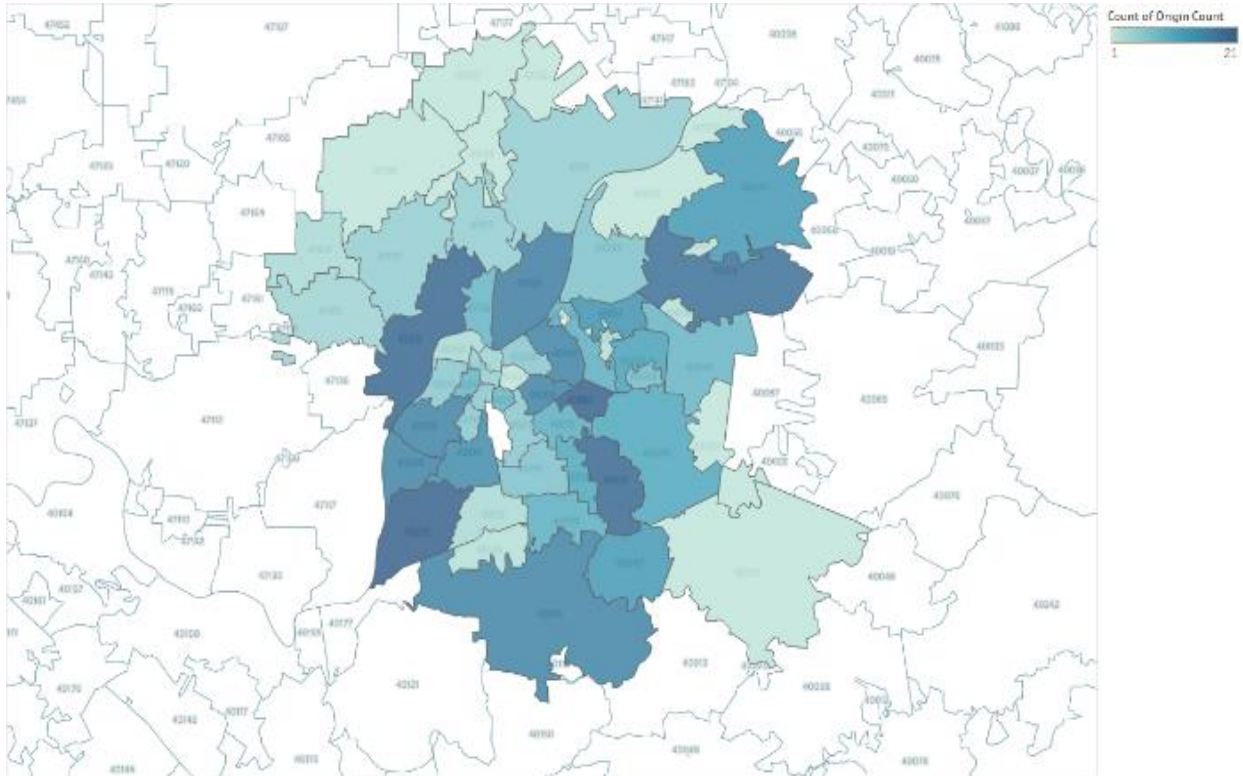
Naturally the frequency of travel varies by the purpose of the trip. Daily trips are most likely to be trips to work or school. Grocery shopping is usually done weekly, along with "Other" trips like running errands. Monthly trips are most likely to be medical appointments or "Other" (shopping for items other than groceries).



¹ In 2013, a higher percentage of older residents responded to the survey, with 79% of the respondents over the age of 50. For respondents age 65 or older, less than 10% were traveling to work while about a quarter are traveling for medical appointments, and the remainder were shopping or running errands.



Respondents were likely to drive their own car, even though most trips were fairly short, within one or two zip codes of their origin. We asked respondents to give the zip code where they start and stop their typical trip. If we look at a map of all of the originating zip codes, we see that respondent are coming from locations throughout the Louisville/Jefferson County region. While there are pockets of heavier concentration, they are distributed throughout the area.



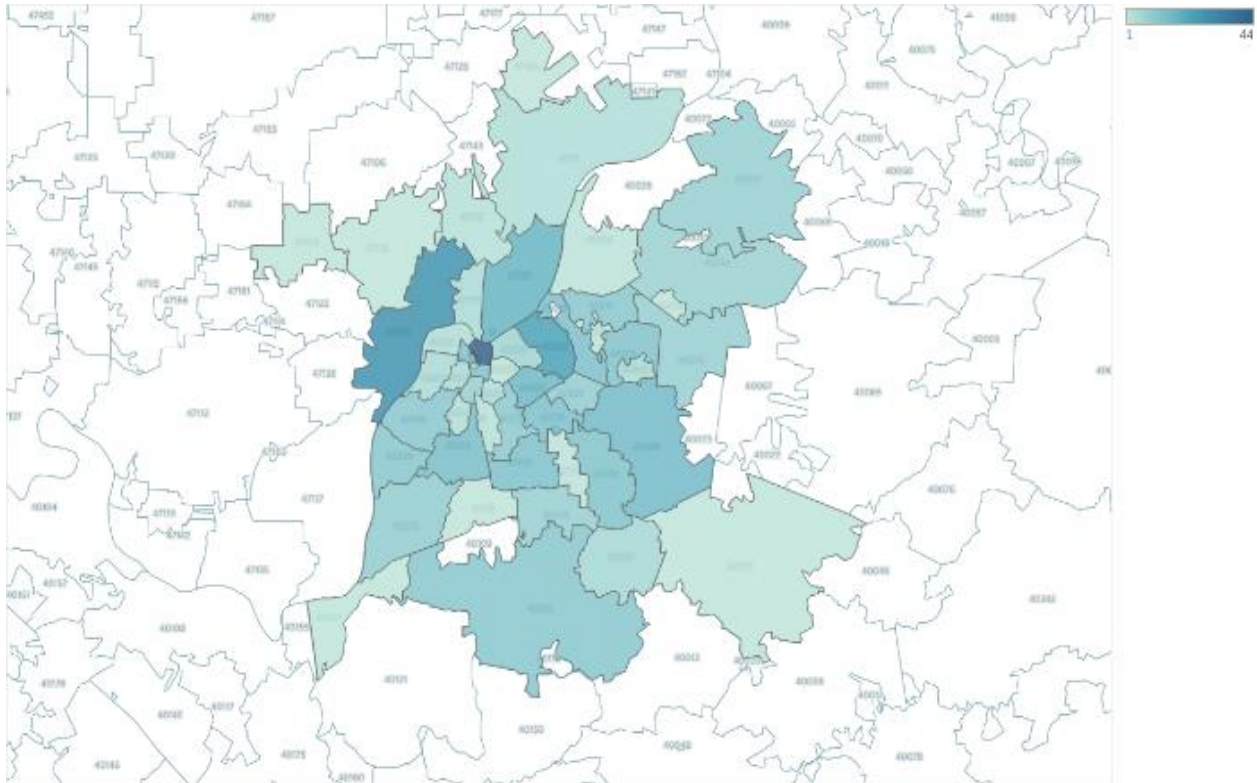
| # of Times Listed | Zip Codes | | | | |
|-------------------|-----------|-------|-------|-------|-------|
| 21 | 40220 | 40272 | | | |
| 20 | 40291 | 47150 | | | |
| 19 | 40014 | | | | |
| 17 | 47130 | | | | |
| 16 | 40165 | 40205 | 40207 | 40216 | 40258 |
| 15 | 40214 | | | | |
| 14 | 40241 | | | | |
| 13 | 40031 | | | | |
| 12 | 40223 | | | | |
| 11 | 40228 | 40299 | | | |
| 10 | 40218 | 40222 | 40229 | | |
| 9 | 40210 | 40217 | 40245 | 47129 | |
| 8 | 40243 | | | | |
| 7 | 40059 | 40219 | | | |
| 6 | 40206 | 40208 | 40211 | 40213 | 40215 |
| 5 | 40203 | 47111 | 47172 | | |



In addition to looking at where respondents begin their trip, we can also look at where they are going. From the origin destinations, many respondents are traveling within that specific zip code, or going to a neighboring zip. Below are the zip most listed zip codes with their destinations. The one exception to this pattern is the 16 respondents who are traveling to downtown from the Shelbyville area (40165).

| Origin | Destination | Count |
|--------|-------------|-------|
| 40220 | 40218 | 14 |
| | 40217 | 3 |
| | 40219 | 4 |
| 40272 | 40258 | 12 |
| | 40272 | 8 |
| | 40245 | 1 |
| 40291 | 40291 | 13 |
| | 40292 | 3 |
| | 40272 | 2 |
| | 40295 | 1 |
| | 40299 | 1 |
| 47150 | 47150 | 20 |
| 40014 | 40031 | 9 |
| | 40014 | 8 |
| | 40047 | 2 |
| 47130 | 47130 | 9 |
| | 47150 | 5 |
| | 47132 | 3 |
| 40165 | 40202 | 16 |
| 40205 | 40203 | 12 |
| | 40204 | 2 |
| | 40205 | 2 |
| 40207 | 40207 | 16 |
| 40216 | 40213 | 10 |
| | 40214 | 6 |
| 40258 | 40245 | 8 |
| | 40243 | 5 |
| | 40242 | 2 |
| | 40241 | 1 |

We can also do the same thing in reverse, looking at each destination to see the locations feeding into it. The destinations are more concentrated with a few zip codes listed by a greater number of respondents.



| # of Times Listed | Zip Codes | | | |
|-------------------|-----------|-------|-------|-------|
| 44 | 40202 | | | |
| 29 | 47150 | | | |
| 24 | 40207 | | | |
| 18 | 47130 | | | |
| 17 | 40205 | | | |
| 16 | 40299 | | | |
| 15 | 40214 | | | |
| 14 | 40222 | 40219 | 40218 | |
| 13 | 40291 | 40223 | 40203 | |
| 12 | 40258 | 40241 | 40216 | 40165 |
| 11 | 40213 | | | |
| 10 | 40272 | 40220 | | |
| 9 | 40245 | 40229 | 40208 | 40031 |
| 8 | 40014 | | | |
| 7 | 40206 | | | |
| 6 | 40047 | | | |
| 5 | 47129 | 40243 | 40211 | 40210 |



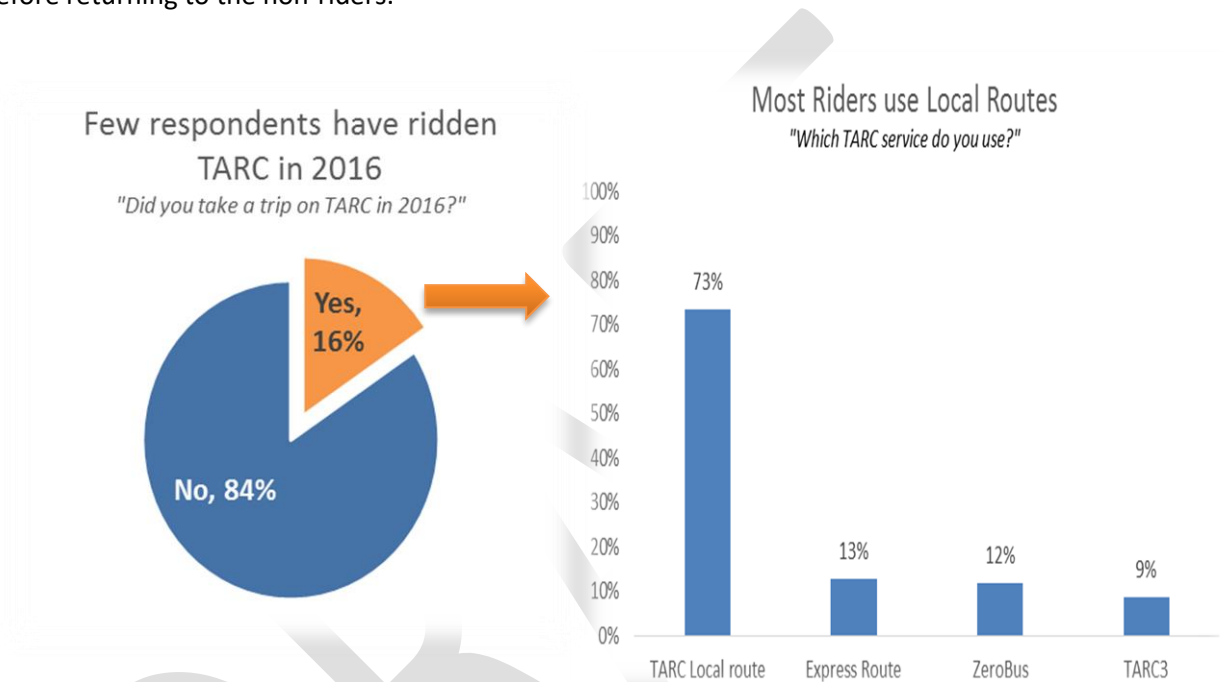
Over a third of those traveling downtown were coming from Shelbyville (40065: n=16), while all of the respondents traveling to New Albany are from southern Indiana. After the first few destinations, which attract travelers from multiple locations, the remaining zip codes are primarily destinations for within zip code travel.

| Destination | Origin | Counts |
|--------------|--------|--------|
| 40202 | 40065 | 16 |
| | 40059 | 7 |
| | 40203 | 5 |
| | 40202 | 4 |
| | 40047 | 3 |
| | 40118 | 3 |
| | 40056 | 2 |
| | 40109 | 2 |
| | 40071 | 1 |
| | 40077 | 1 |
| 47150 | 47150 | 20 |
| | 47130 | 5 |
| | 47172 | 2 |
| | 47143 | 1 |
| | 47163 | 1 |
| 40207 | 40210 | 9 |
| | 40208 | 6 |
| | 40211 | 6 |
| | 40212 | 3 |
| 47130 | 47130 | 9 |
| | 47129 | 9 |
| 40205 | 40207 | 9 |
| | 40206 | 6 |
| | 40205 | 2 |
| 40299 | 40299 | 16 |
| 40214 | 40214 | 15 |
| 40222 | 40222 | 14 |
| 40219 | 40219 | 14 |
| 40218 | 40218 | 14 |

Riders Within the Community

Few respondents have personal experience with TARC

Now that we know a little bit about a typical trip for respondents, we wanted to determine the likelihood that TARC might be a part of this trip planning. Since 86% of respondents say they use their personal car on trips, it is not surprising that 84% say they have not ridden TARC within the past year. We will start first by looking at the small group of TARC Riders to find out more about their experience, before returning to the non-riders.



Although 16% of respondents indicate riding TARC in the past year, only 7% indicate that they take TARC for a typical trip. This suggests that many of the Riders using TARC also use other forms of transportation to meet their needs. Out of the regular TARC Riders (those listing TARC as the mode of their typical trip), 43% are traveling to work, 26% are going to a medical appointment, 12% are grocery shopping, and 7% are going to school.

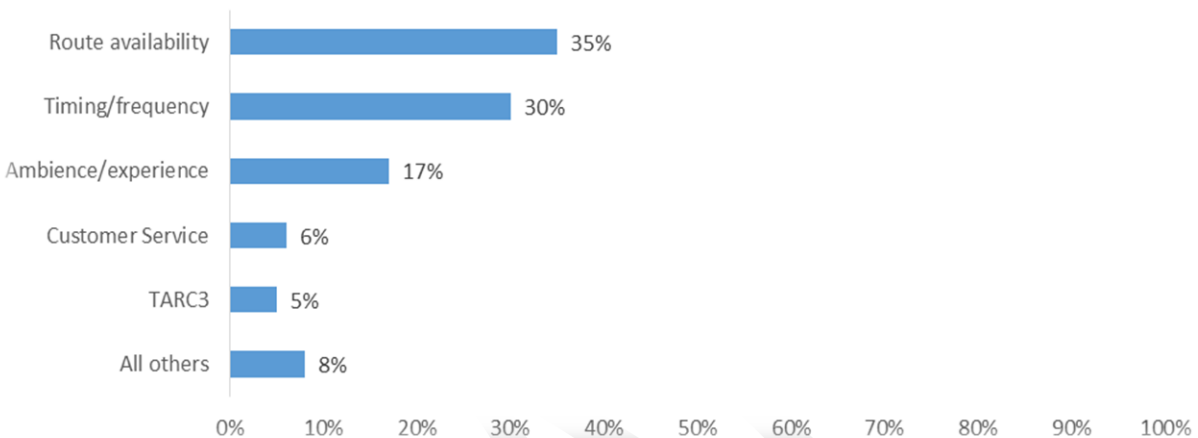
Even though Riders are a small percentage of the total respondents, they feel connected to TARC. When asked to rate TARC's importance, 67% of Riders say that TARC is highly important to them personally.



Because these Riders have recent experience with TARC, we asked for recommendations to improve TARC services. Some 70% of the Rider respondents offered suggestions, for a total of 66 comments. Overall, 65% of these comments dealt with availability of TARC services, with 35% addressing bus routing and another 30% mentioning timing or frequency of buses. Other comments mentioned the travel experience, such as crowding and safety, or amenities such as free WiFi.

Most riders want changes in route availability or timing

"What changes should TARC make to improve its services?"



Below, we have included representative comments, divided into theme. Because these were open-ended, respondents often mentioned several issues that they would like to see improved. In those cases, the comments were coded into multiple categories, but only listed here under the primary theme.

| Route Availability (more routes, more frequent stops, etc.) |
|--|
| I would like to see more bus stops out closer to my zip code (40229). |
| I believe there is a need for people to get transported from west of the town to job locations. |
| Maybe a circular between Frankfort Avenue and Bardstown road. |
| I would change a route from going down south side or coming from Taylor Boulevard toward Stone Street toward Dixie |
| More stops, there are none where I live, just where I work. |
| Changes to the connecting routes. Some spots in areas around the city, they need to look at connector points and population, where people might have a problem connecting to another line. |
| Pick up people for job hunting. Same hours on weekends as weekdays. They should have more routes for employment. I think they should have better destinations. I hear a lot of people say they're losing their jobs because of the bus schedule. They could even just do it seasonal. Any push that will help the economy. |
| I think during the weekends, it's really tough for me to go to the library because I'm a student. This place is on Fandango Road, but there are no lines from here. |



| Timing/Frequency of Routes/Stops |
|--|
| There are no express routes on the weekend. |
| I have to walk pretty far from the bus stop to my work. The route was changed and I cannot catch the bus I want because it starts too late. I need better start times. |
| If they had more buses so it would not take so long to come. |
| Being on time. I mean, some routes maybe could use more frequent stops. Not being on time has been my biggest gripe. |
| They should get more buses in peak hours. |
| Be on time. Be on schedule. They either 20 minutes early or 20 minutes late. |
| If they could run later in certain areas. In some places they stop service at 9 at night, so we have to walk a distance if we're out past 9 o'clock. |
| Weekend and holiday schedule should be better. |
| An earlier express bus home. |
| Ambience/Experience on the bus |
| For heavy routed and crazy routes, need a guard. |
| Stop letting so many people on. Some times your shoulder to shoulder, that's dangerous. |
| Having an undercover security officer on the TARC at all times. |
| Put a camera up to catch people peeing. They smell like man pee. Wipe the grease stains off the windows. |
| They could have more bus stops that have a shelter. |
| Cleaner vehicles, signs updated and more sitting areas for the stops the make so people aren't sitting in the rain or the snow. |
| Customer Service |
| TARC should have its female drivers be more courteous. I hear about it all the time. TARC3 needs to tighten its return time; I never know what time I'll get home. |
| Well, they need to have more courteous drivers. |
| Sometimes to get a phone schedule is tricky. If one number has three different routes it can go different ways. |
| Improve the attitudes of their drivers, especially with the handicapped. Proper training. |
| The drivers' attitudes. Some have good attitudes and some don't. The transfer should last longer. |
| TARC3 |
| There is no TARC3 service in my zip code and I have two disabled children. Our main road is Barbara Lane. |
| I would say somehow if they have an ability to get to you quicker on a will call. |
| Other |
| Alert when they're about to arrive, give a phone alert. |
| Help during the Kentucky Derby. |
| To lower the fee. |
| I do not really know. I mean, they could have an app that would tell you how far the bus is to reduce waiting times. |
| An app that can show the busses, like where they are. |



Some of these comments applied to TARC generally, but 53% of the comments applied to a specific route. In all, suggestions for 22 routes were given. Routes with greater ridership also received more comments. The table below lists each route, the proportion of comments citing that route, as well as the theme of their comment. Route changes were the most frequent suggestion with respondents requesting expansions of routes or changes to the times the bus operates. Heavily traveled routes were most likely to receive complaints about overcrowding or safety concerns. A full listing of comments by route is included in the appendix.

| Route | % | Reason |
|--|-----|--|
| 18 – Preston-Dixie Highway | 23% | Drivers, timing, routes, safety/crowding |
| 23 – Broadway | 17% | Timing, safety/crowding |
| 4th Street | 9% | Timing, routes |
| 43 – Poplar Level | 6% | Timing, routes |
| 54X – Manslick Express | 6% | Routes |
| 1 – 4th Street Circular | 3% | Routes |
| 17 –Bardstown Rd | 3% | Timing, |
| 19 – Muhammad Ali | 3% | Safety/crowding |
| 22 – 22nd Street | 3% | Timing |
| 25 – Oak-Westport Crosstown | 3% | Timing |
| 31 – Shelbyville Rd | 3% | Routes |
| 63 – Crums Lane | 3% | Timing |
| 64X – Southern Oldham Co Express | 3% | Routes |
| 66X – Mt Washington/Shepherdsville | 3% | Routes |
| 67X-Oldham/I71 Express | 3% | Timing, |
| 71 – Jeffersonville/New Albany | 3% | Routes |
| 72 - Clarksville | 3% | Routes |
| 82 – New Albany/Clarksville/Jeffersonville | 3% | Routes |
| 90 – West Campus Shuttle | 3% | Timing, amenities |

Non-Riders in the Community

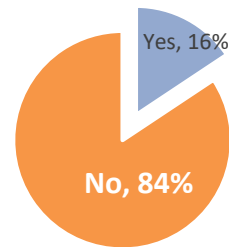
The majority of respondents have not ridden TARC in the past year

Now that we know more about the experience and opinions of Riders, we turn our attention back to the larger group – non-riders. There are many possible reasons why the majority of respondents are not currently TARC riders, and this section examines a few of these reasons including perceived barriers and awareness

Even though the majority of the community are not riders, most respondents are aware of TARC's services and know how to access them.

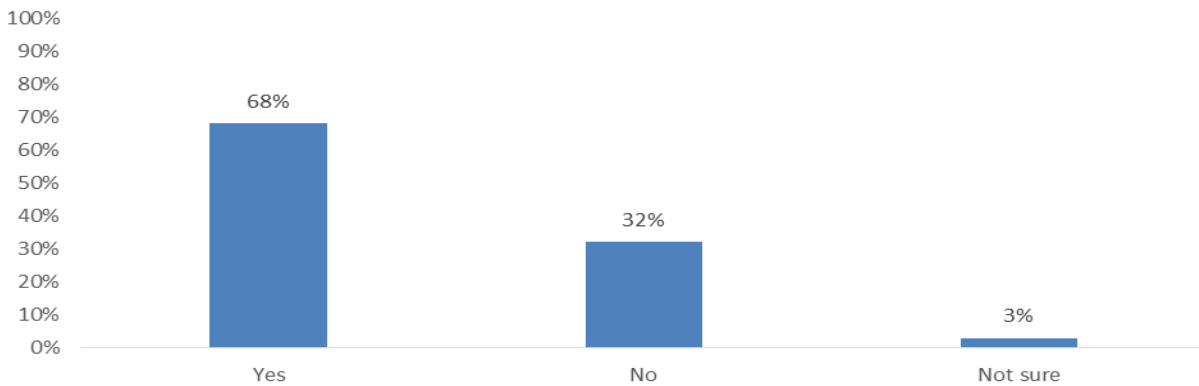
When asked if they knew the location of the nearest bus stop a full 2/3 (68%) of the non-riders indicated that they knew the location of the nearest stop.

Few respondents have ridden TARC in 2016



2/3 of Non-riders know the nearest bus stop

"Do you know where the nearest bus stop is to where you live?"

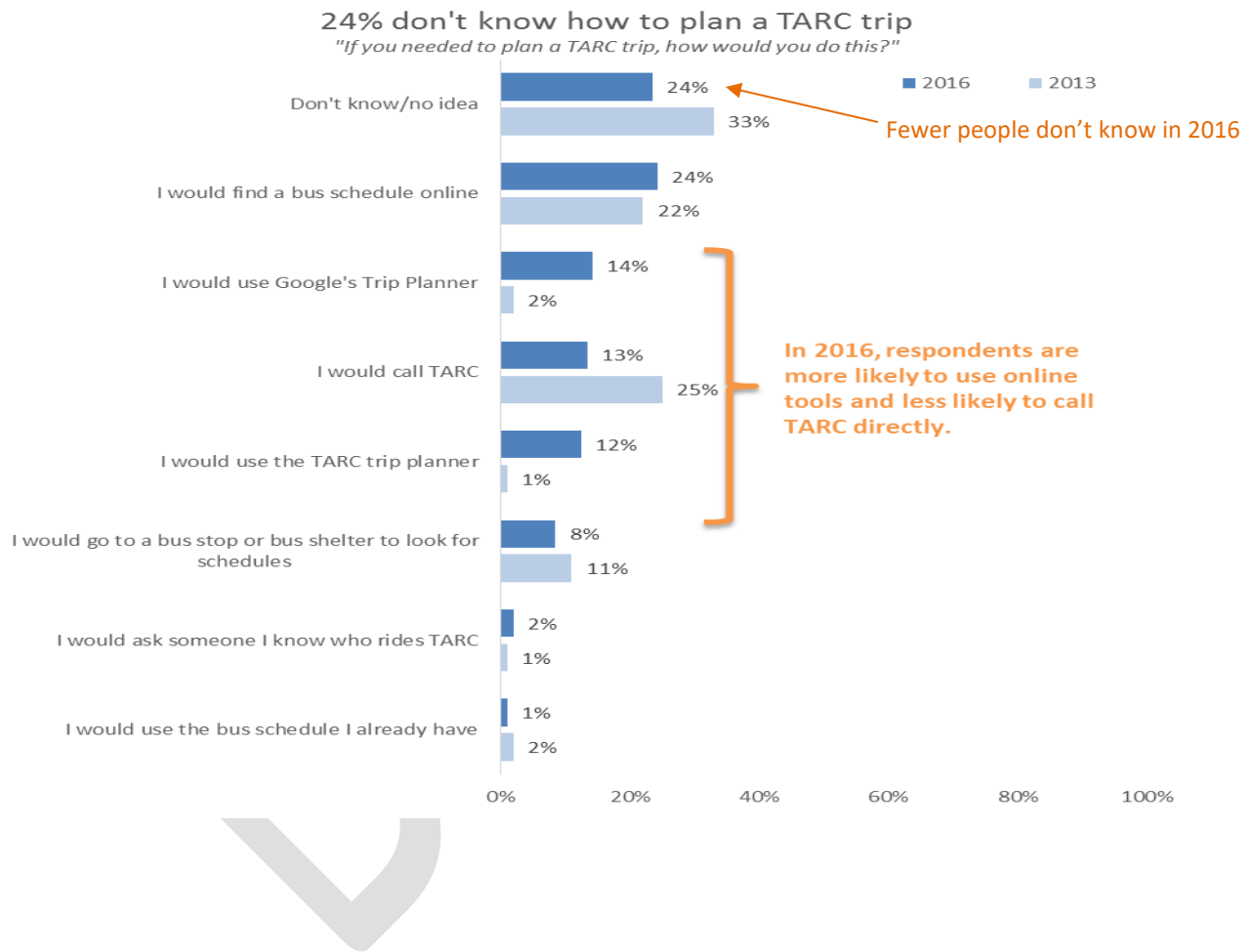




In addition to knowing where the bus stop is located, 75% of respondents know how to schedule a TARC trip. In most cases, Non-riders said they would look online for information, either looking for a schedule online or using the trip planner through Google or TARC. All of these numbers have increased from 2013.

By contrast, in 2013 more respondents said they would call TARC to plan a trip (2013: 25%, 2016:13%).

While overall TARC travel aptitude is encouraging there is still a quarter of respondents who do not know how to plan a TARC trip. While this is a high percentage of respondents, it is down from 2013, when 33% of respondents said they would be unable to find information to plan a TARC trip.



In addition to knowing where to catch the bus, and how to plan a trip, awareness of cost could also be a potential barrier to riding. As such, we asked respondents to tell us the cost of a regular (not express or ZeroBus) fare. For this question, respondents were not given the answer options, but their open-ended responses were coded into categories after answering.

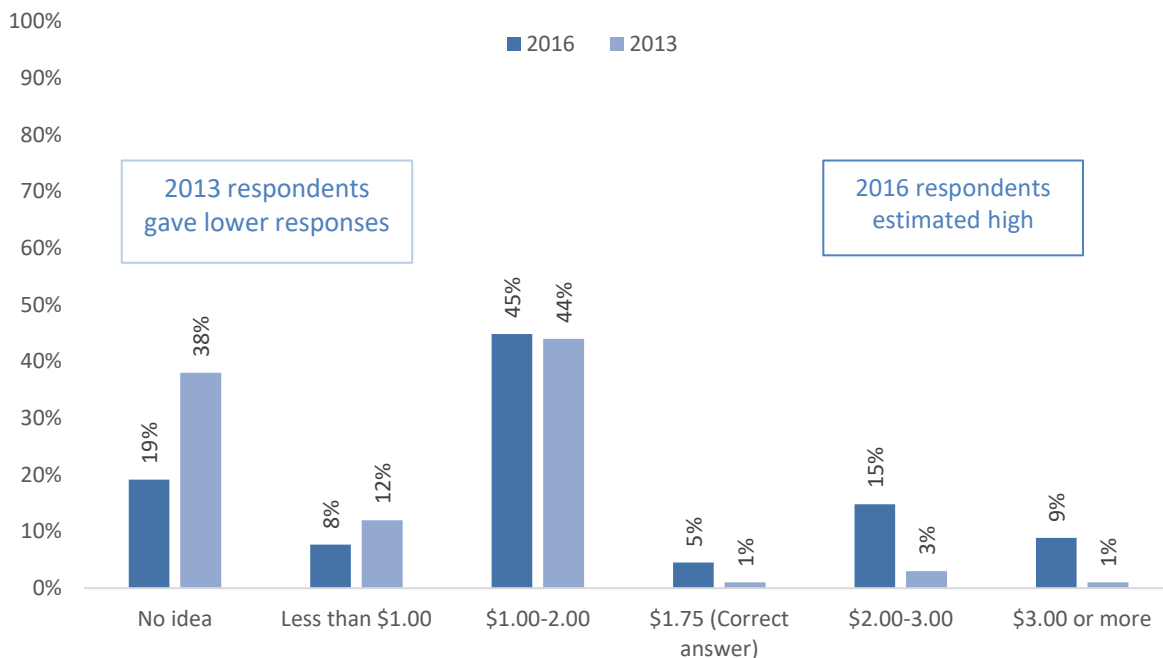
Some 19% of the respondents did not know the correct fare. While this number is large, it is a significant reduction from the 2013 results when twice as many respondents (38%) were not aware.

Further, and on a positive note, about half of the respondents indicated the correct price range, indicating between \$1.00 and \$2.00. Unfortunately, and perhaps not surprising given that these individuals have not ridden TARC, only 5% indicated the exact fare amount of \$1.75.

In 2013, respondents were more likely to provide lower than actual estimates for the fare. Conversely, in 2016, respondents were more likely to estimate the fare as high with a full 24% indicating over \$2.00.

Half of Non-riders know the cost of TARC fare

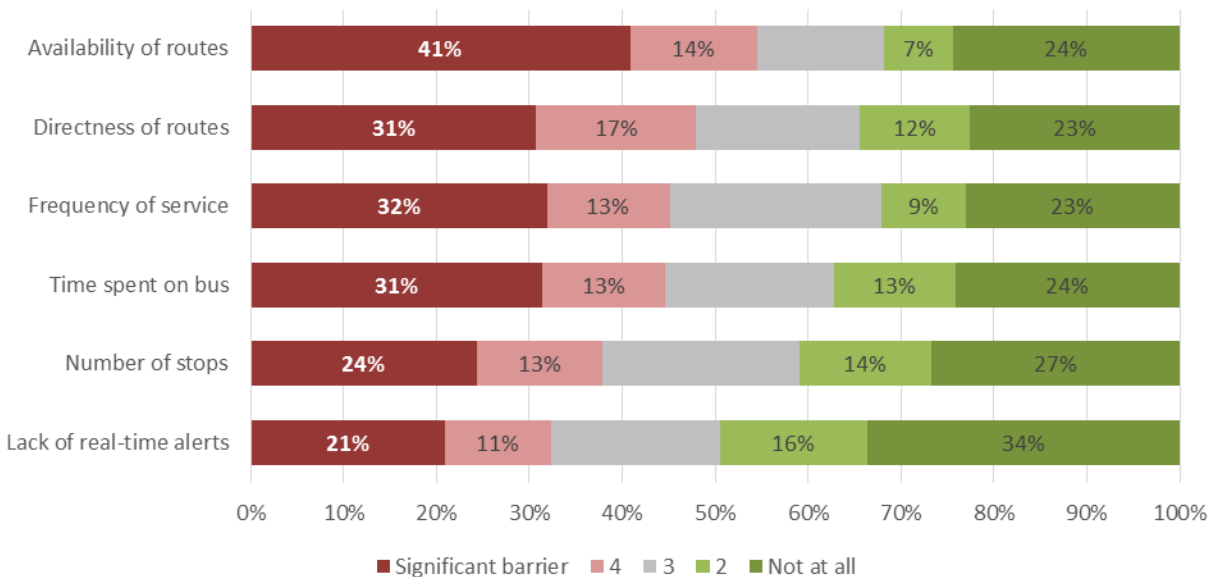
"How much do you think it costs for an adult to ride a regular bus one-way?"



Since awareness was not an issue for the majority of non-riders, we next looked at service barriers that might prevent them from utilizing TARC. Some of these were the availability of routes going to their desired location, the frequency of service, and the amount of time spent on the bus. We asked Non-riders to rate the degree to which each of these factors was a barrier for them, using the scale from 1- Not at all a barrier to 5-Significant barrier. The distribution of responses to this question is plotted, with the high barrier percentage (combination of 5-Significant barrier and 4) in red and low barrier (1-Not at all and 2) coded in green.

Looking at the scores for barriers we find the four items of availability (55%), directness (48%), frequency of service (45%) and time spent on bus (46%) to all be concerns stated by the respondents. Number of stoppe (37%) and lack of real-time alerts (33%) both scored as lower forms of barriers.

Respondents are divided over barriers to riding TARC
"How much of a barrier is..."

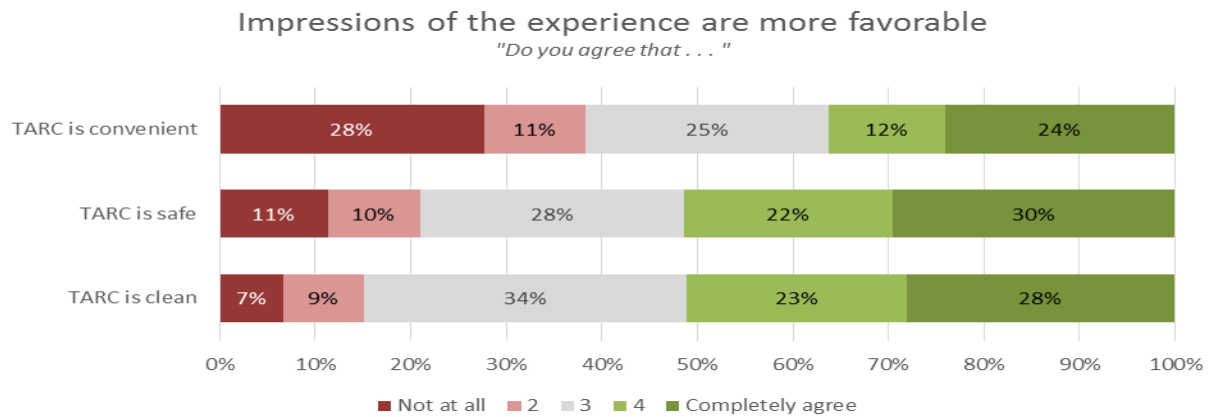


Even though a large percentage of individuals indicate these items as barriers, a number only slightly smaller do not consider these items barriers. For instance, some 31% of respondents do not consider availability of routes to be a barrier. Directness of routes has 35% who do not consider this a concern.

Presumably the people who have taken TARC in the past would not consider these insurmountable obstacles. However, even if we consider that 16% of the respondents have taken a trip on TARC in the last year the numbers of people who find TARC travel to be burdensome is lower than may be assumed.

The message becomes slightly more perplexing when considering the factors of convenience, safety and cleanliness. While 39% of respondents indicated that convenience was an issue an almost identical number (36%) indicated that it was not.

What does seem to be clearer are the reduced concerns regarding safety and cleanliness. Here we find that only 21% of people believe TARC safety is a barrier for their ridership and 16% who consider the cleanliness to be a concern. Further, for both of these measures we get a more direct measurement in that 52% and 51% of people say that safety and cleanliness are not barriers.



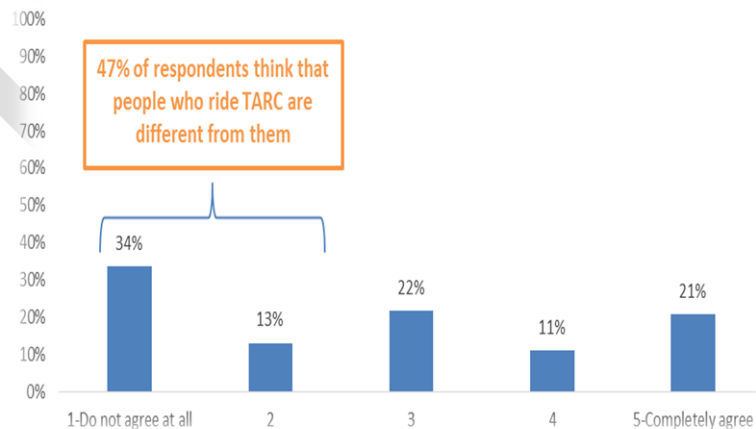
Nearly half of Non-riders do not see themselves as reflected in the TARC ridership

While the majority of Non-riders know how to access TARC services, and have a favorable impression of the service there is a perceptual barrier that presents a difficult challenge. When asked to rate their agreement to the statement "People like me ride TARC buses," 47% of Non-riders disagree, with a third saying they "do not agree at all."

Further, almost a quarter (22%) indicated a more neutral score of 3.

While this is not a negative score it is also far from an alignment with the statement. Finally, we can see that 32% of respondents indicate agreement with the statement. This is a positive sentiment but not from a very large percentage of the population. Further, we find that people who agree or disagree with this statement also are divided on their support for other statements in this study.

47% of respondents disagree that "People like me ride TARC"
"Do you agree that . . . People like me ride TARC buses?"





These Not Like Me⁵ respondents were more likely to identify barriers to riding, to think TARC is less convenient, clean, or safe, and less satisfied with TARC overall. They were “not at all likely” (93%) to ride TARC in the next few months, compared to 85% of all Non-riders, and 74% of Like Me respondents. They also thought TARC was less important to the remainder of the community, and were more likely to oppose increased taxes to support TARC.

| | Not Like Me | Like Me |
|--|--------------------------|---------|
| Barriers to Riding | High Barrier | |
| Amount of time spent on the bus | 50% | 34% |
| Availability of routes | 60% | 43% |
| Directness of routes | 53% | 38% |
| Number of times the bus stops | 38% | 26% |
| Frequency of bus services | 51% | 40% |
| Lack of real-time alerts | 35% | 26% |
| Perceptions | High Disagreement | |
| Riding TARC is convenient | 51% | 24% |
| TARC buses are clean and well-maintained | 21% | 8% |
| It is safe to ride TARC | 27% | 14% |
| Satisfaction | High Disagreement | |
| Overall, how satisfied are you with the level of service provided by TARC? | 23% | 17% |

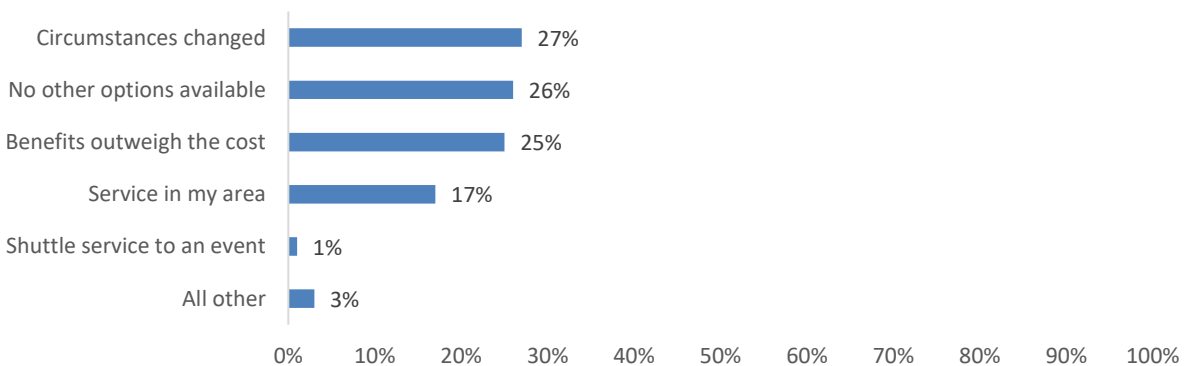
⁵ Not Like Me: Respondents who answered 1-Strongly Disagree or 2 to “People like me ride TARC buses” (n=226). Like Me: Respondents who answered 4 or 5-Strongly Agree to “People like me ride TARC buses” (n=153)



Recognizing that many respondents do not see themselves as TARC riders and knowing that 91% of respondents said they are unlikely to ride TARC in the next few months, we wanted to know what situations might cause Non-riders to consider riding TARC. While some would think about riding under specific circumstances, such as a job change or increased routes nearby, a quarter of respondents said they were unlikely to ever consider TARC an option. Several said they would consider riding TARC to a major event such as Derby or a festival, while others wanted riding TARC to be more convenient than driving.

Non-riders might ride if their personal situation changed

"In general, what would encourage you to use public transportation?"



Below are representative comments sorted into themes. Very few respondents listed more than one reason.

If my personal circumstances changed

- I would say it would have to be me if my schedule changed.
- If I could not use my car or if I was going somewhere that it was difficult to park.
- If I did not have a working vehicle of my own, and if there was a TARC stop closer to my home.
- If I didn't have a way to get home I would have to ride. If I was down in my truck and it was missing, I would have to get a ride or hitchhike home.
- If I lost my driver's license.
- If I was going to an assigned place every day, there would be an average to better than average chance I would use the public transportation.
- If it was just me, and I didn't have to do any transportation with my child to a before or after school program, then it would be more likely but that is not the case.

No other options available

- I'm a delivery driver, so I'll probably never use public bus.
- Cause I have no other choice or an emergency.
- Honestly nothing would encourage me to use public transportation.
- I can't imagine. Not unless it stopped at my front door.
- I don't know that I'd ever give up my car, so I don't think I'm going to do it.

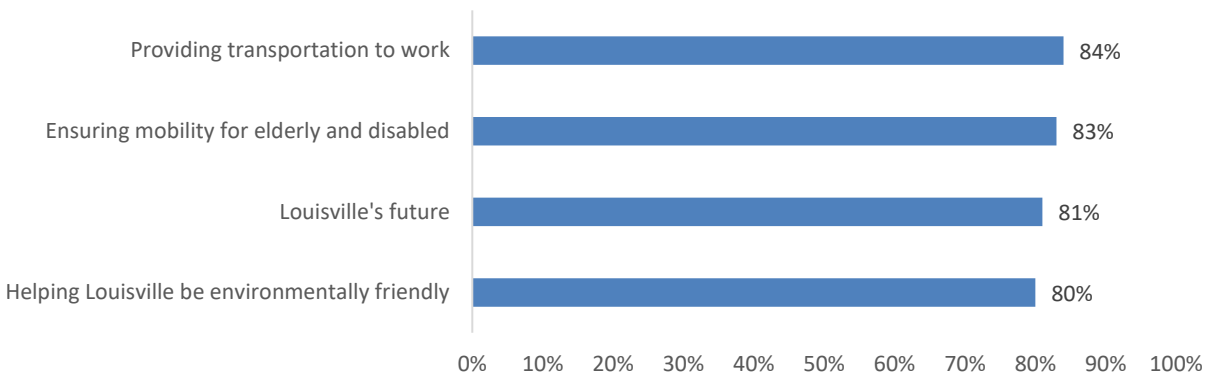


| Benefits outweighed the cost; more convenient; incentives for using TARC |
|--|
| A little more convenient to work around my kids' school activities. I cannot always guarantee that I will be back in time to get them to where I need to go. |
| Convenience, third shifts at night. |
| Convenient to the house. Fully handicap accessible. |
| Door-to-door service, nearest bus stop is five miles away and I have five kids. |
| Free beer. If I was going a farther distance to work. |
| High parking prices where I was going and traffic. If there was express routes that were faster than driving your own car. |
| If I could name my own schedule. |
| If it was easy to catch the bus. Not have to wait so long for the next bus. |
| It needs to be more speedy, less expensive than driving my own vehicle, and I guess more accessibility to my neighborhoods. |
| The only time would be if the traffic got too bad. No parking, expensive parking. |
| To be honest I have never rode a bus, so I don't know what to say to that one. |
| Increased service to my area |
| Being from out of Jefferson County, it would have to be a close stop and direct route. |
| I don't think anything. I live way out in the country. They won't come and get me. |
| I live in the next county, so there isn't any public transport out here. We have express service to downtown. |
| I would use it to go to work and there are no routes there. |
| If they came into my neighborhood. |
| Probably if they had better times available for transport between counties. I actually looked it up once and the times just don't correspond to what I need. |
| As a shuttle for major events (Derby, Thunder over Louisville, etc.) |
| A special event. |
| Gee, I don't have any idea. Maybe going to a sporting event. |
| If a major event was happening, example given, Thunder Over Louisville or Kentucky Derby. |
| If I had to go downtown or if I was going to an event with a lot of congestion and not a whole lot of parking like a festival. |
| Other |
| Better routes. I mean a subway. Like a train. Some kind of rail. |
| I can't because of my health issues. |
| I would prefer a better mode like train service. Busses are not efficient. |
| Light rail, if I were to use public transportation. If they have light rail, I would use it. |
| Probably nothing unless it's a train or something because my job is out of town. |
| Probably more likely to use a light rail system. |

Despite a lack of personal connection, respondents think public transportation is important and are satisfied with TARC

We asked all respondents, both Riders and Non-riders, to rate TARC’s importance to Louisville in several areas. Overall, a large majority of respondents believe that TARC is important, with over 80% high agreement to four of the five categories.

TARC is important for . . .

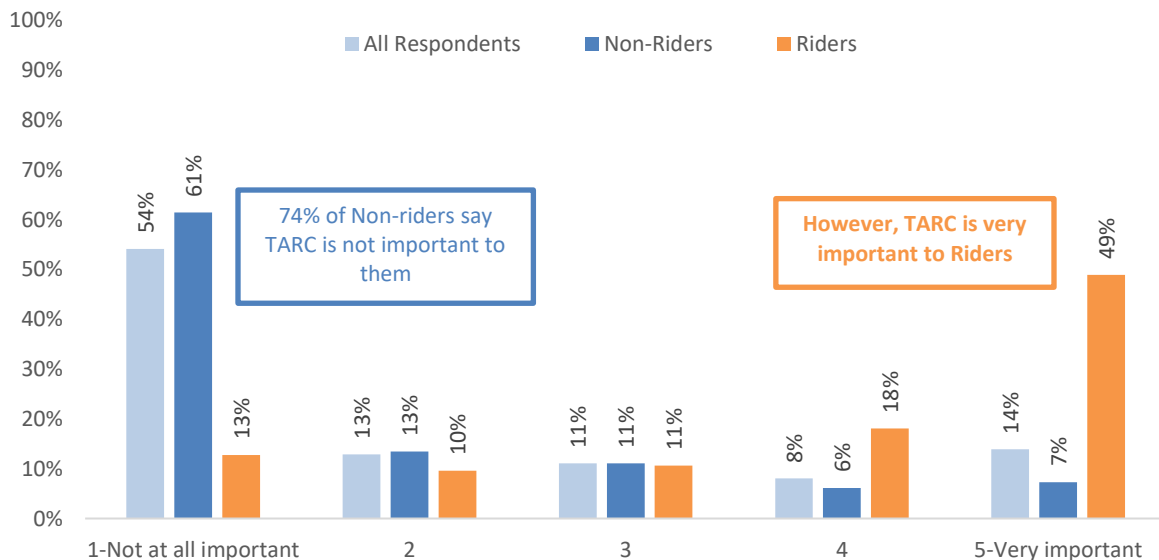


However, respondents did not feel that TARC was important to them personally. Overall, only 22% of respondents said that TARC was highly important to them, and for Non-riders, only 13% said that TARC is highly important to them, while 61% say TARC is not at all important.

By contrast, among the subset of Riders, 67% say that TARC is personally important.

TARC is not personally important to most respondents

"How important is TARC to you and your family?"



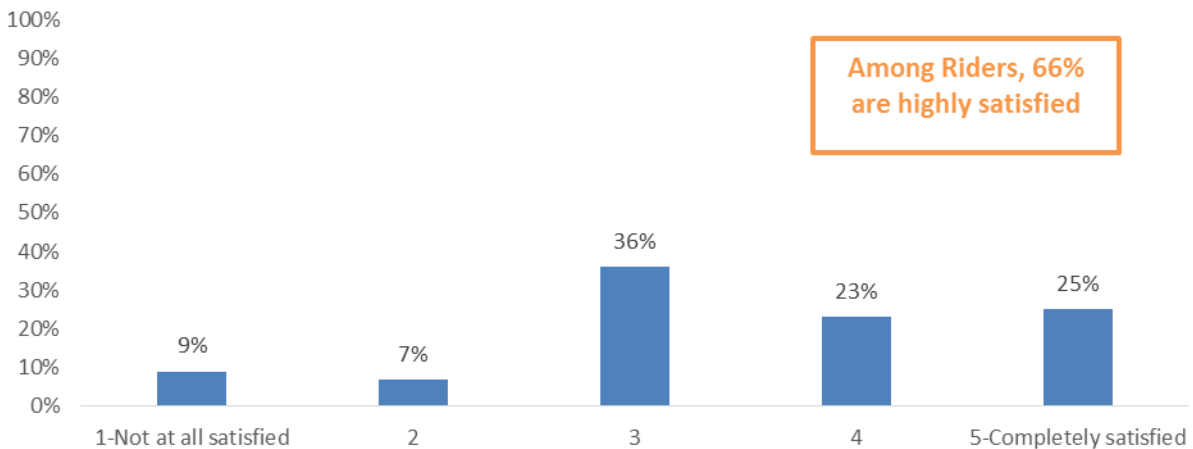


Even though a majority of respondents did not use TARC and they did not believe that TARC was important to them personally, they were still willing to rate TARC positively when asked about their satisfaction.

When asked about their satisfaction with TARC's services, 48% of all respondents indicated that they were highly satisfied, with another 36% giving TARC a 3 out of a 5-point scale. Riders were more likely to say they are highly satisfied with TARC, with 66% saying they are highly satisfied.

About half of respondents are highly satisfied with TARC

"Overall, how satisfied are you with the level of service provided by TARC?"



The personal connection to TARC becomes more important as we transition into the next section, since respondents who are riders tend to view TARC more favorably overall, and to think that TARC is important. In this next section of the report, we will look at how the perceptions and attitudes of the general public translate into a willingness to support TARC financially.

Community Support of Proposed Tax

The majority of Voters express support for a potential tax increase, but that support is tepid and conditional

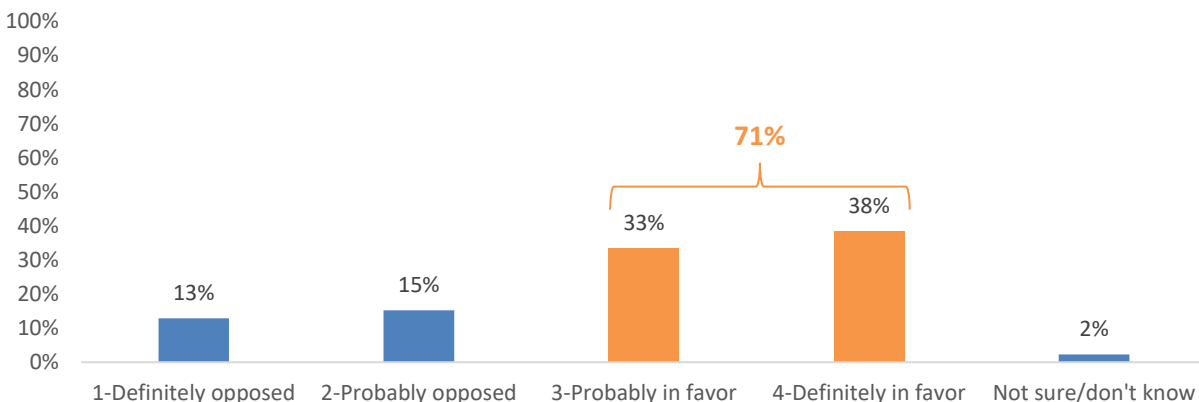
One of the purposes of the General Public study was to determine receptivity to a potential Occupational Tax increase to support TARC. As Jefferson County residents would be the only ones affected by this proposed increase, only those respondents living in Jefferson County (n=400) were asked the tax questions.

The remainder of this report focuses on the subset of the general public respondents who are Jefferson County residents (n=400), are registered to vote (n=375), and voted in the last election (n=349). Throughout this section, we will refer to this group as Voters, to differentiate this subset from the total respondents to the remainder of the General Public survey. Because Voters are such a high percentage of the total respondents (87% of Jefferson County respondents, 58% of the total respondents), the demographic characteristics of Voters are similar to the General Public respondents.

Voters were informed that this proposed tax increase would be the first since 1974, and would allow TARC to increase service and make improvements to existing services.⁶ Overall, 71% of Voters were in favor of the potential increase, with 28% opposing the increase. However, within that support only 38% of respondents said they were definitely in favor of a possible increase, while 33% said they would probably support it.

Most Voters **support** a proposed tax increase

"What would be your position if there was a vote today to increase the current Occupational Tax by 0.2%?"



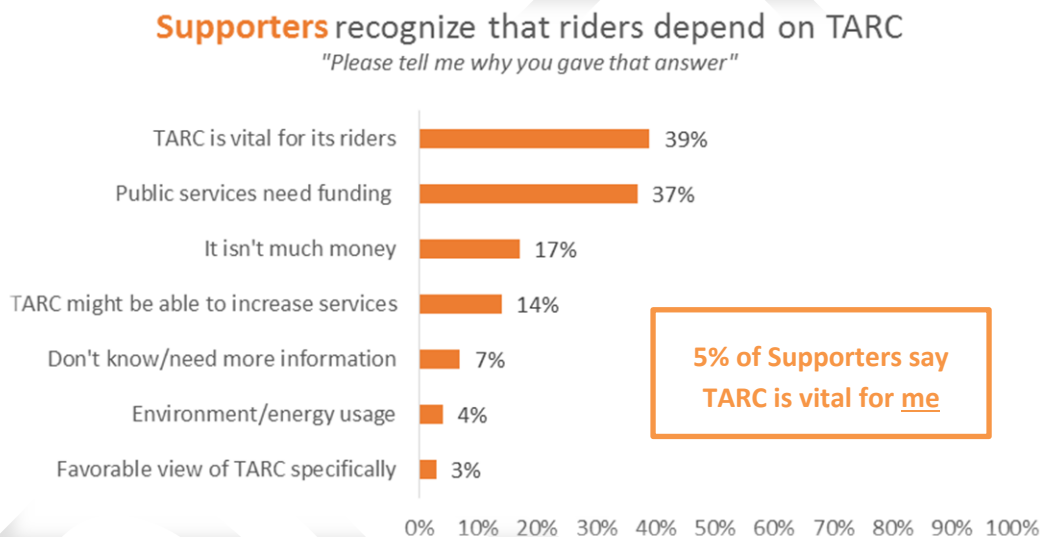
⁶ Full text: "In 1974 the voters of Jefferson County passed a 0.2% Occupational Tax for public transportation. TARC has operated without an increase in this tax for the last 40 years. If the voters approved an occupational tax increase of an additional 0.2% TARC could use these funds to increase service and pay for game-changing improvements. What would be your position if there was a vote today to increase the current Occupational Tax by 0.2% to make these changes?"

When respondents were asked to give reasons for their answers, Supporters tended not to have clear, easily articulated reasons for their support, and occasionally acquiesced from their support.

We coded the responses, and most of the responses fell into one of two categories:

1. TARC is vital to the people using it (impact on individuals)
2. Public services such as public transportation are important to the community as a whole and should be funded.

Other reasons given for support were that the proposed increase was minimal and would have little impact on the respondent, TARC would be able to increase services (possibly providing a benefit to the respondent), public transportation is good for the environment, or the respondent was favorably disposed toward TARC. However, 7% of the respondents could not give a reason at all.



Support is fairly evenly divided between those who strongly support and probably support, and themes for both groups were similar. Moderate supporters were, however, more likely to give responses of both “don’t know” (Moderate: 11%, Strong: 1%) and “Need more information” (Moderate: 5%, Strong Supporters: 0%).

However, even among the Strong Supporters, there are indications that this support is conditional. A lack of personal connection and identification with TARC is an overarching motif for Supporters and Non-supporters, and is an important factor to be aware of.

Many comments included the statement
“TARC is not important to me personally, but . . .”

On the following page are representative comments, divided into the themes above. For each response, we also indicate whether that respondent indicated they were “4-Definitely in favor” or “3-Probably in favor” of the possible tax proposal. Note that some respondents gave multiple reasons, which were coded under multiple categories but are listed here under the primary one.



| TARC is vital to its Riders | |
|---|---|
| Because since I have a car and some people don't TARC would be there for people. | 4 |
| Because I know public transportation is very important to some people and I'm willing to pay the very small amount of tax to help other people. | 4 |
| Because I think it's very important for people to work, and flexibility to get around, more people we have work there would be more tax revenue. | 4 |
| I believe that buses are important to many people but they are not to me. | 4 |
| It is about the other people who need to get where they need to go. Some people need it to go to work. | 4 |
| It would be very difficult without the help of the workers. The domestic workers need transportation every day back forth from work. | 4 |
| Well, as I said, I think it's good for people who need it. I live in a retirement home so I have no need for that. I'm just social-minded. I wouldn't mind an increase in that occupational tax increase, if that would help | 4 |
| I guess so they can continue to get people around. | 3 |
| It would benefit less fortunate people. | 3 |
| I gave that number because my family doesn't normally use TARC, but I feel like it's something that we need here. | 3 |
| Just from knowing a lot of people that can't afford their own vehicle, ride the bus and a lot of people depend on it. I feel that even a few little advances can make a big difference. | 3 |
| TARC is vital to me | |
| I used to ride TARC to work. I know the services not running frequently are due to financial funding. | 4 |
| Because I don't have a car and I don't drive a car. The only way that I have for getting around is taking the bus. | 4 |
| I am a public transit customer and I would not be able to make it to work without TARC. | 3 |
| Public Services need funding | |
| All public services are underfunded and important to the community. | 4 |
| I think it is vital to the growth of the city. People like me don't even go to the city unless they have to because of transportation. | 4 |
| I think that people should contribute to the greater good of the community. | 4 |
| Investing in the city's infrastructure benefits everybody, even me who doesn't ride the bus. We need a train to Chicago too. | 4 |
| It is necessary service and it is appalling that we haven't increased their funding in forty years. | 4 |
| Public transit could be a huge advantage to the community but for a huge portion of the community, it doesn't reach. Expanding the routes could make a huge impact. | 4 |
| Because I think that it is important to have but I don't use it. I can't give a 100 percent that I would vote yes. | 3 |
| Because I think that, well, I say probably in favor simply because I think that, you know, TARC is very important to our city. I think before I could commit to a definite tax increase I would want to know a little more how important it is, and how it impacts low income and elderly people. | 3 |
| I'm not working anymore but I think it is a necessary expense. When I worked, I paid taxes, even though I didn't have kids in school. | 3 |



| It isn't very much money; won't impact me much; long time with no increase | |
|--|---|
| Because if there's been no increase in 40 years, then there's definitely, the price of everything has gone up. I'd like to see the fares lowered a little bit, and if taxes could help that, that would be good. | 4 |
| Because you got to pay for things. Nothing is free. It's just a discount to ride a TARC, I don't think a little more would make or break somebody. | 4 |
| Doesn't seem like much at all. | 4 |
| I think the taxes should be going to something beneficial and TARC needs to expand its services. I have no problem giving my tax dollars for that. | 4 |
| 0.2 percent is not very much, and I would like to see what the improvements actually were, and that they were concrete. | 3 |
| I like taxes for specific things and I would know what it is for. | 3 |
| If they haven't raised the tax in that long and it would help them provide more routes, I'd say that would be a good thing. | 3 |
| TARC would be able to expand services | |
| Because I want to see more availability in my area, where it can be more available to my area. | 4 |
| In order to afford what I want it to do for me, it would have to improve and it can't do that without money. If they improve it for me, they will get more riders, so more revenue. | 4 |
| I vote four, because it would help with improvements and I feel there needs to be improvements. | 4 |
| If it is going to improve the services, then we should do it. It will still hurt our pockets though. | 4 |
| Because, I would like to see better availability for transportation and better service as far as going to differing areas in town it does not normally go. | 3 |
| If they were able to improve the number of routes, especially the express routes. | 3 |
| It would be nice to have it updated, and I would like to be able to help others who don't have vehicles, but me personally, I need every dime I can get. | 3 |
| Well, if they gave me more service, it would be more handy to use. | 3 |
| Don't Know; Need more information, | |
| Because I would need more particulars to be completely in favor, need more details. | 3 |
| I am just going off of a rough idea of what little I know. It does not affect me at all. | 3 |
| I didn't know where that tax is coming from. Are you taxing the tickets, who exactly are you taxing? Or are you taxing just the people riding the bus? | 3 |
| I do not know exactly but it is not very handy for me because I would have to walk up to West Port Road and that is quite far away. | 3 |
| I do not ride TARC. It would be unfair for me to give an answer. | 3 |
| I'm not into to the whole tax thing, and the question is difficult to understand. | 3 |
| I have to read more to make sure the taxes would imply improvements to the system. | 3 |
| I would be interested to see exactly what TARC's plans would be for the money. That information would encourage or discourage my vote. | 3 |
| I would have to do more research to find out where the dollars would be going and what would be the gains. | 3 |
| Well, I mean, it's hard to say. I would like to see what they are planning on doing with the money. I'm hoping I'd be optimistic that they'd be doing something positive. If they were, I'd be more inclined to say yes. | 3 |



| | |
|---|---|
| Well, it's hard for me to decide for people who are financially stressed. I cannot feel comfortable for me to make a decision about something I don't use. It doesn't apply to me. A lot of it would determine a definite answer. If it's 5 dollars one way, the extra 0.2 could really hurt someone. | 3 |
| Effect on the environment | |
| Because I'm an environmentalist and public transportation is important. | 4 |
| For the environment. | 4 |
| I think a bus is a good for environment. It is good public service. | 3 |
| I would be in favor because it's more environmentally friendly. | 3 |
| Favorable view of TARC, buses generally (differentiated from "service is vital") | |
| I mean, I'm in favor for TARC. I don't have anything against it. | 3 |
| I'm in favor of TARC. | 3 |
| After 32 years, I retired. I get on the bus; it is a good ride. | 3 |

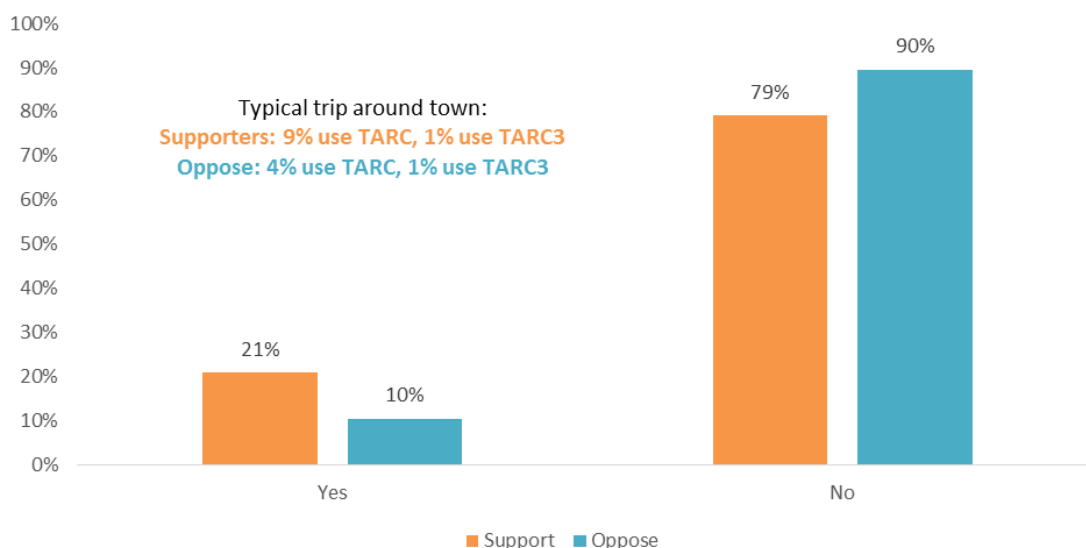
Supporters are more likely to have a connection to TARC

When we looked at the difference between those who say they would support a potential Occupational Tax increase and those who say they would oppose it, Supporters are more likely than Non-supporters to have a connection to TARC. Overall, they have a higher level of awareness of TARC services, are more likely to have ridden TARC, think TARC is more important to the community, and are more satisfied with TARC.

Supporters are twice as likely as Non-supporters to have taken a trip on TARC in 2016, and are also more likely to be regular riders, as 9% of Supporters use TARC for a typical trip around town, compared to 4% of those Voters who oppose a potential tax increase.

Supporters are more likely to have ridden TARC in 2016

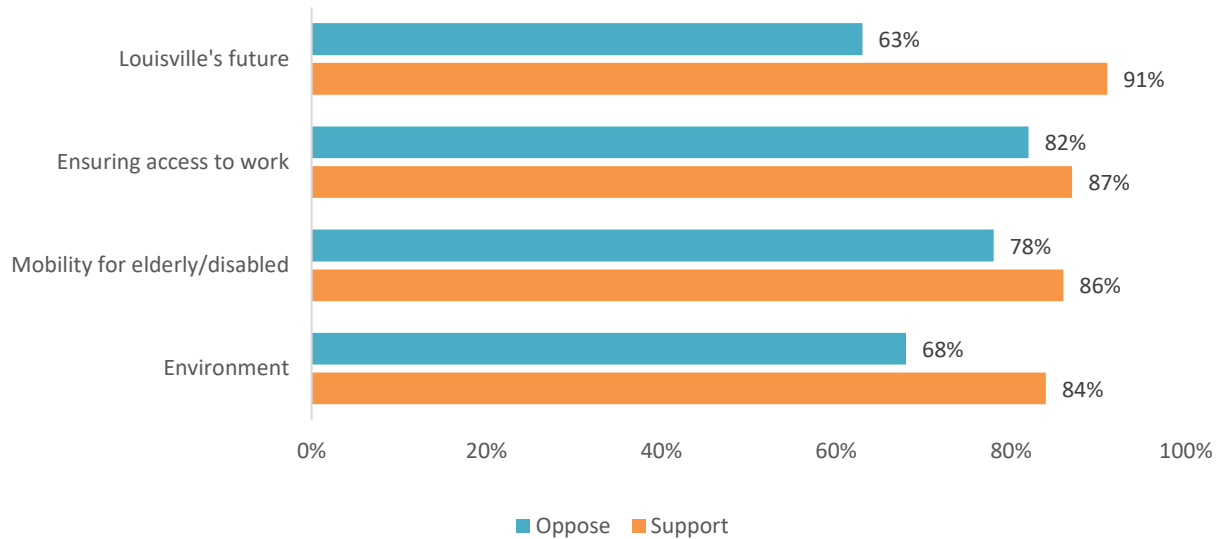
"Did you take a trip on TARC in 2016?"



While neither Supporters nor Non-supporters see TARC as important to them personally (Supporters: 28% HA, Non-supporters: 20% HA), the Supporters are more likely to view TARC as important to Louisville in general. High agreement scores for Supporters were an average of 14 points higher than Non-supporters for these four importance questions.

Supporters are more likely to see TARC's importance to city

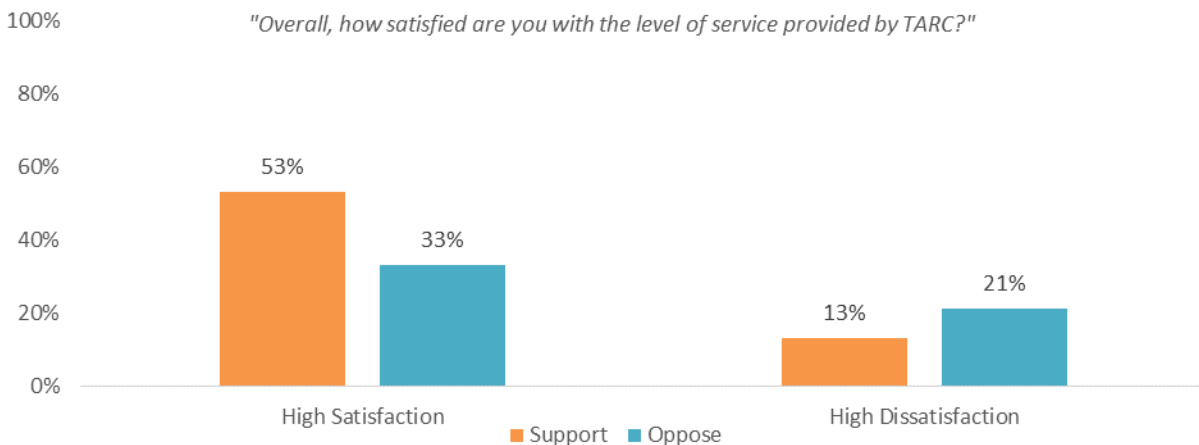
HA score for questions "How important is TARC for . . ."



Finally, Supporters were more likely to say that they are satisfied overall with the level of service provided by TARC as opposed to those who oppose the possible tax.

Supporters are more likely to be highly satisfied with TARC's service

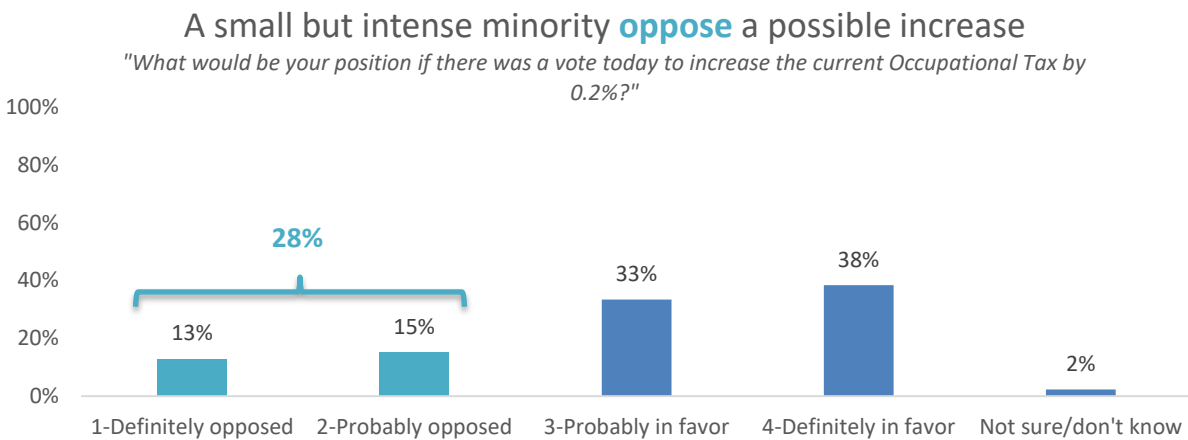
"Overall, how satisfied are you with the level of service provided by TARC?"





Fewer respondents oppose a potential increase, but they are more entrenched, citing high taxes and low personal benefit

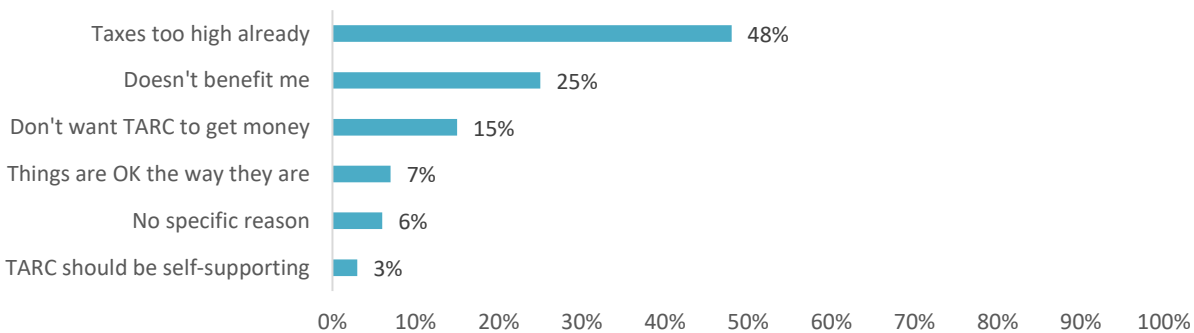
Not only is there lukewarm support from the Supporters, but over a quarter of Voters are opposed to the potential tax increase. Although only 13% say they are definitely opposed, these respondents tend to have a more negative view of TARC and their comments are more vitriolic overall. As a whole, the Non-supporters have less connection to TARC, and are more likely to say that they are not reflected in TARC's ridership.



When asked to give reasons for their opposition, 48% of the Non-supporters cited the expense, stating that they are already paying enough in taxes. Another quarter of respondents feel that TARC provides no benefit to them personally, and so they should not be asked to support it. Some respondents said that TARC seemed to be doing fine without an increase, while others thought that TARC should raise fares or find another method to raise funds. In addition, 15% of Non-supporters specifically did not want the money to go to TARC, either because they felt TARC was not fiscally responsible, or they believed that another agency could do a better job.

Non-supporters think taxes are already too high

"Please tell me why you gave that answer"



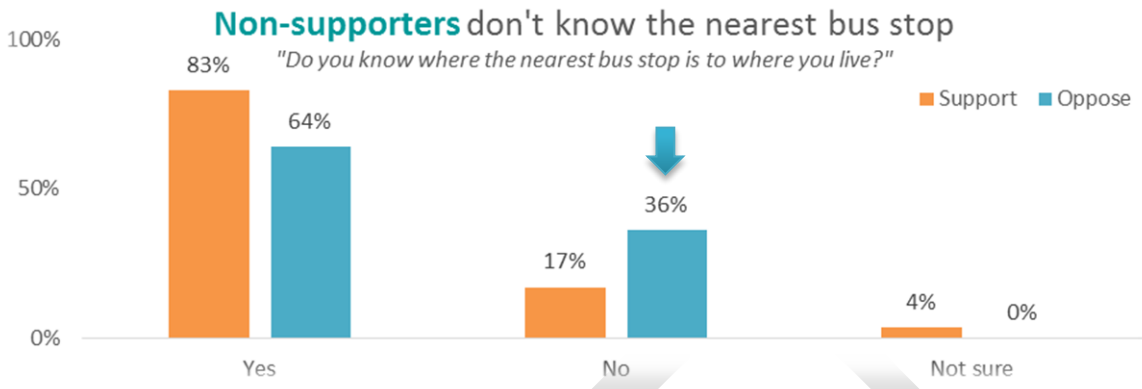
As before, we have included representative comments, divided into themes. For each response, we also note whether that respondent indicated they were “1-Definitely opposed” or “2-Probably opposed” to the potential tax proposal. Again, some respondents gave multiple reasons, which were coded under multiple categories but are listed here under the primary one.

| Financial (Increase is too much, taxes too high already, etc.) | |
|---|---|
| It's just another tax on the poor. Why not make the rich pay it. | 1 |
| The taxes are just incredible. The middle class is being taxed too much and it's not even efficient. I am not willing to increase taxes; I want to see the government fiscally responsible. | 1 |
| I pay enough in taxes. Taxes are too bloody high across the board. | 1 |
| I think that taxes are high enough. | 2 |
| I think TARC is needed but I do not vote for a raise in taxes. | 2 |
| I think it would be a hardship on low income families. | 2 |
| I mean, every little bit of money is important, so just any more tax than there already is, I don't really need that. | 2 |
| Because the pay of peoples' job is not going up and the cost of living is. | 2 |
| Because I don't know the numbers. Point zero two percent of all the taxes that rule is a lot of money. | 2 |
| I am opposed to any kind of tax rate. If we get taxed more the rates will go up. The operation costs will go up. | 2 |
| Don't use TARC; no benefit to me | |
| Because I don't use the bus and I don't want to pay for something I don't use. | 1 |
| I never use the bus. When I do go out, they're usually blocking traffic or whatever, and it's just a pain in the butt. I don't see many people riding the bus around here. The only people that I do see ride the bus are Indians who pay half the price of American workers, and I see them waiting for the bus. | 1 |
| I don't want to pay the taxes for something I do not use. | 1 |
| I never had any good service from TARC. It does me no good. | 1 |
| I'm sick and tired of providing my tax dollars for people who don't work and I want to keep my money in my pocket, I don't benefit from it. | 1 |
| I don't need public transportation and I don't know anyone that does so it doesn't affect me. | 1 |
| I do not use it and I want to go to something I use. | 2 |
| Because I do not use it, and nobody I know uses it. | 2 |
| If they are going to provide more services to the county I would, but we get the short end of the stick. They only provide service to the city, but we end up paying for it. | 2 |
| It is selfish because I am not using it. | 2 |
| TARC would not make good use of the money | |
| Because I feel TARC is top-heavy and has been making some bad decisions lately. They need to make better decisions and reduce staff. | 1 |
| Because it's a useless company that wastes taxpayers' money. | 1 |
| They just don't know how to run a budget effectively. | 1 |
| I just don't think they do a good job according to people I know who ride the bus, because they change the routes even for work and stuff. I don't think it's good at all, I feel bad for people who ride it. We need to go back to the subway station. | 2 |

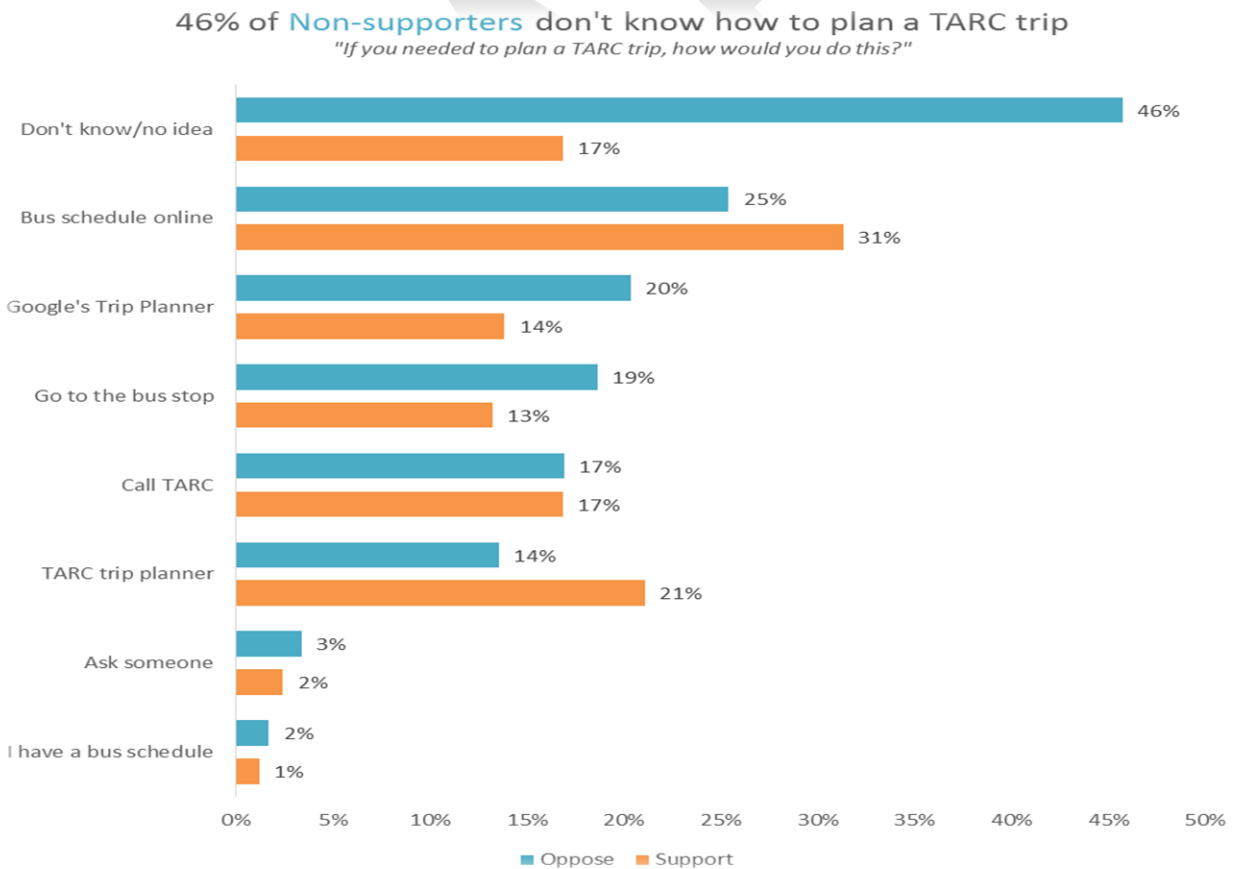


| | |
|---|---|
| Because I don't mind the tax, but they won't do any good. I wouldn't mind the tax if we got a better deal. I'd like to see something for my money. | 2 |
| I am not for sure if they are using their funds efficiently right now. | 2 |
| I feel that TARC has had a long time to get routes that serve the people of the community, I feel that it has not grown with the community as far as I have seen. Transportation is very very important, but I'm not sure if they've done a good job of it. | 2 |
| TARC is an archaic public transportation. They should look for other transportation options beside the traditional public bus. | 2 |
| The TARC is just unsatisfactory to me, the rides are too long and it is too slow. It's still not dependable, they break down all the time. | 2 |
| Don't Know; No specific reason | |
| I would have to see the literature on it I'd say. If they were going to do trains or subways on it. Then I'd do it, otherwise probably oppose. | 2 |
| I don't know, I don't have an answer for that. | 2 |
| TARC is managing without the money already | |
| I think the service they provide is adequate. | 1 |
| I just don't think TARC needs the money and the money could be used somewhere else. TARC has been successful for 40 years so they don't need any extra money. | 2 |
| Because they raised TARC a couple years ago. | 2 |
| I've seen over the years how they have improved with their green buses and taken out routes and streamlined their routes and it seems to be good enough. | 2 |
| TARC should be self-supporting; other funding streams | |
| I would rather it be a fare based increase. | 1 |
| They could raise the fare and get money that way. | 1 |
| Like any other business, I think TARC should be self supporting, they shouldn't increase. I think TARC is a great service. I don't think they should increase taxes, it should be self supporting. | 1 |
| They should gauge that and they should pay for themselves. | 1 |
| I think the people who ride TARC should pay for it. They don't have to pay for a car. | 2 |

Supporters were twice as likely as Non-Supporters to be TARC riders. But not only are Non-supporters less likely to ride TARC, they also have less knowledge of TARC's services. Non-Supporters were nearly twice as likely to say they did not know the location of the nearest bus stop.



Non-supporters were also more than twice as likely to say they were not sure how to plan a trip using TARC.

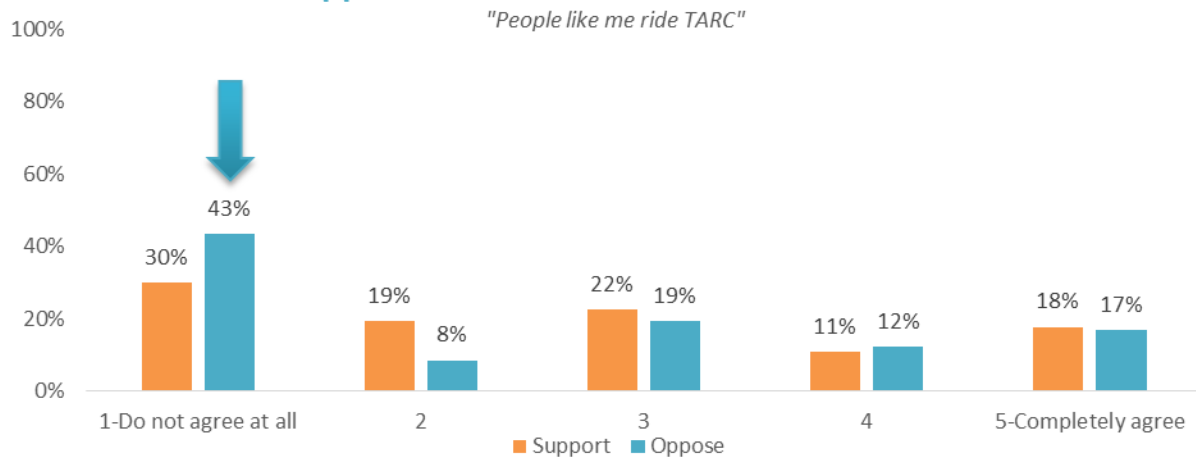


Non-supporters were also more likely to have a negative view of TARC, with a higher percentage of Non-supporters disagreeing that TARC is convenient or safe, or that the buses are clean and well-maintained. Supporters were more likely to view TARC in a more positive light.

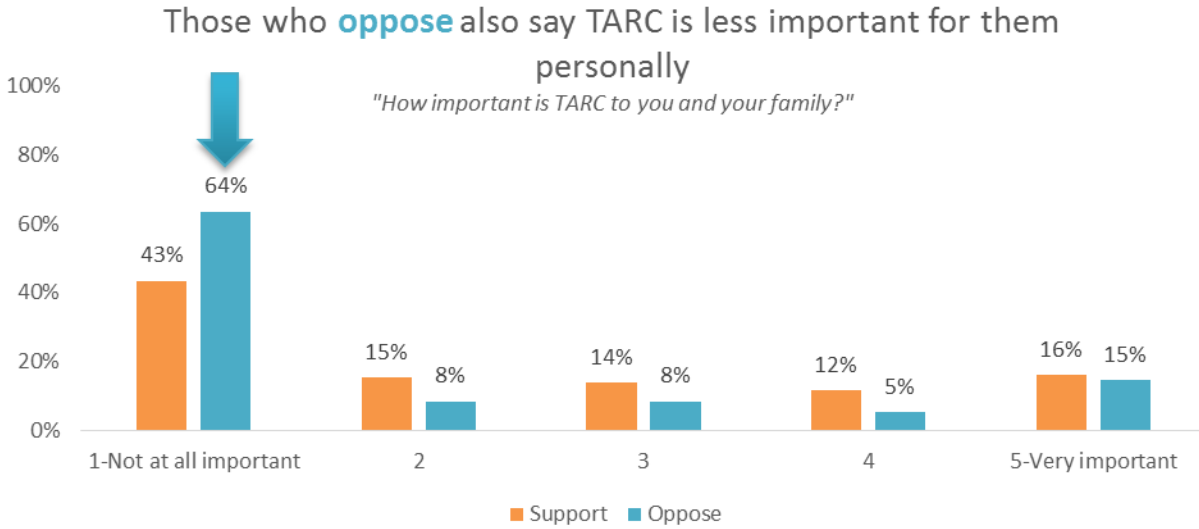
| Do you agree that . . . | High Agreement | | High Disagreement | |
|---|----------------|--------|-------------------|--------|
| | Support | Oppose | Support | Oppose |
| Riding TARC is convenient | 34% | 26% | 40% | 49% |
| TARC buses are generally clean and well-maintained | 53% | 44% | 14% | 22% |
| It is safe to ride TARC | 56% | 40% | 19% | 29% |

Perhaps most important, Non-supporters are more likely to say they “Do not agree at all” that “People like me ride TARC.” Even though the high agreement and high disagreement scores are similar for both Supporters and Non-supporters, Non-supporters have a more extreme response to that question. As we saw from their comments, Non-supporters wanted a personal benefit from a tax increase, and so the idea that TARC is only for other people is a concern.

Non-supporters do not see themselves as TARC riders



Continuing with this theme, Non-supporters are more likely to say that TARC is not at all important to them personally.



Taxes in Summary

In summary, the support for a potential tax increase appears high when viewed strictly through the lens of the numeric support. However, the lack of clarity and resolve in the responses from the supporters coupled with the presence of vitriol from the non-supporters paints a less-optimistic picture.



Appendix

Background and Methodology

The purpose of this study is two-fold: to capture general opinions about TARC from the public-at-large and to gather an initial understanding of the public’s willingness to provide additional financial support to TARC.

To garner this information, IQS Research solicited responses from a random and approximately representative sample of residents from within the TARC five-county service area (Jefferson, Bullitt, and Oldham Counties in Kentucky and Clark and Floyd Counties in Indiana).

To produce a sample that largely mirrors the total population, quotas were set for age and geographic location (by zone).

The following tables provide an overview of the quotas, both desired and obtained, for age and geographic location. The table on the following page provides a more detailed showing of where responses were sought and ultimately garnered within Jefferson County in producing the final sample for this study. To approximate economic and racial representation within Jefferson County geographic quotas for various zones were utilized.

Age and Geographic Sampling for this Study

| Age Quotas | | Geographic Location | |
|-------------------|-------------------|------------------------|------------------------|
| Desired | Obtained | Desired | Obtained |
| 18-44 (278) | 18-44 = 276 | Jefferson County (400) | Jefferson County = 400 |
| 45-64 (207) | 45-64 = 209 | Bullitt County (50) | Bullitt County = 50 |
| 65 or older (115) | 65 or older = 115 | Clark County (50) | Clark County = 50 |
| | | Floyd County (50) | Floyd County = 50 |
| | | Oldham County (50) | Oldham County = 50 |



Geographic Sampling for Jefferson County, KY

| Areas | Zone | Zip | Percent of Population ⁸ | Completes Desired by Zone | Completes Obtained by Zone | Completes Desired by Area | Completes Obtained by Area |
|--|--------|-------|------------------------------------|---------------------------|----------------------------|---------------------------|----------------------------|
| 1 – Zip codes outside of the Watterson Expressway to the East | Zone 1 | 40059 | 2.24% | 73 | 78 | 193 | 193 |
| | | 40025 | 0.01% | | | | |
| | | 40242 | 1.45% | | | | |
| | | 40241 | 3.85% | | | | |
| | | 40222 | 2.79% | | | | |
| | | 40223 | 2.79% | | | | |
| | | 40243 | 1.36% | | | | |
| | 40245 | 3.97% | | | | | |
| | Zone 2 | 40220 | 4.33% | 39 | 42 | | |
| | | 40299 | 4.98% | | | | |
| | | 40023 | 0.57% | | | | |
| | Zone 3 | 40218 | 3.85% | 81 | 73 | | |
| | | 40228 | 2.04% | | | | |
| 40219 | | 5.11% | | | | | |
| 40229 | | 4.75% | | | | | |
| 40291 | 4.40% | | | | | | |
| 2 – Zip codes largely outside the Watterson Expressway in the South/Central part of the city | Zone 4 | 40208 | 1.87% | 64 | 55 | | |
| | | 40217 | 1.66% | | | | |
| | | 40215 | 2.94% | | | | |
| | | 40209 | 0.08% | | | | |
| | | 40213 | 2.06% | | | | |
| | | 40214 | 5.96% | | | | |
| | Zone 5 | 40272 | 4.87% | 56 | 65 | | |
| | | 40258 | 3.54% | | | | |
| | | 40177 | 0.19% | | | | |
| | | 40216 | 5.28% | | | | |
| 3 – Zip codes inside the Watterson Expressway | Zone 6 | 40212 | 2.37% | 43 | 33 | | |
| | | 40211 | 2.88% | | | | |
| | | 40210 | 2.01% | | | | |
| | | 40202 | 0.83% | | | | |
| | Zone 7 | 40203 | 2.44% | 44 | 54 | | |
| | | 40206 | 2.43% | | | | |
| | | 40204 | 1.86% | | | | |
| | | 40280 | 0.06% | | | | |
| | | 40205 | 3.08% | | | | |
| 40041 | 0.04% | | | | | | |
| 40207 | 3.85% | | | | | | |
| Total | | | 100.00% | 400 | 400 | 400 | 400 |

⁸ United States Census estimate accessed at <http://quickfacts.census.gov/qfd/states/21/21111.html>.



Phone interviews with listed sampling were conducted daily from Saturday, March 11 through Saturday March, 20 with calls being made within a 12:00 PM to 9:00 PM timeframe.

The instrument for this survey consisted of 27 questions, both closed- and open-ended, that sought to elicit the respondents' sentiments regarding TARC and a proposed tax increase to raise more revenue for the TARC system. Phone interviews were conducted in English and, on average, were completed in approximately eight minutes.

At a 95% confidence level, the margin of error for findings related to the combined five-county region is $\pm 4.0\%$. Findings specific to Jefferson County exclusively also are at a 95% confidence level with a margin of error of $\pm 4.9\%$.

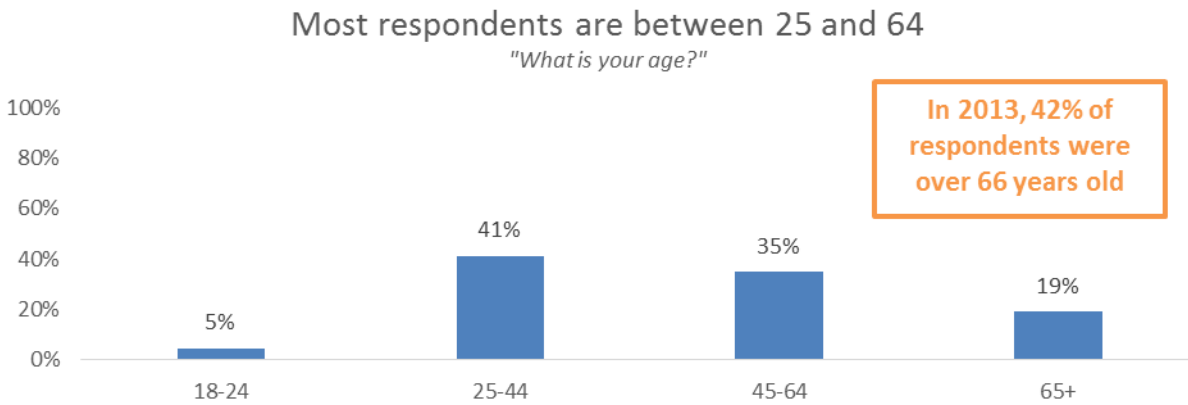
Phone interviews via random digit dialing (RDD) were conducted daily from Saturday, March 11 through Saturday March, 20 with calls being made exclusively within a 12:00 PM to 9:00 PM timeframe.

The discussion guide for this survey consisted of 27 questions, both closed- and open-ended, that sought to elicit the respondents' sentiments towards TARC and a proposed tax increase to raise more revenue for the TARC system. Phone interviews were conducted in English and, on average, were completed in approximately eight minutes.

The margin of error for the combined five-county region is $\pm 4\%$ and conclusions drawn from and applied to the five-county region rest on a confidence level of 95%. For findings related to Jefferson County exclusively, the margin of error is $\pm 4.9\%$ and all conclusions drawn from these specific findings rest on a confidence level of 95%.

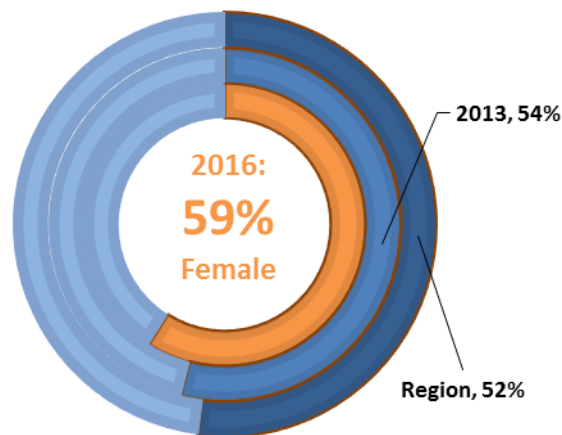
Demographics

For this study, most respondents were between 25 and 64 years old, with the largest percentage in the 25-44 age range.



Women were somewhat more likely to respond to the general public TARC survey (Females: 59%, Males: 41%), a somewhat higher percentage than in 2013 (Females: 54%, Males 46%). In the metro region, females make up 52% of the population.

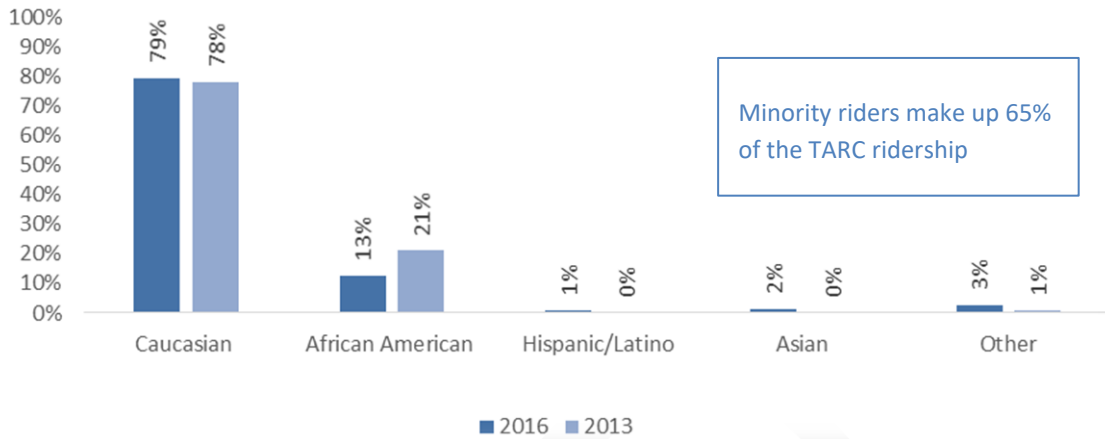
Percentage of **Female** Respondents



Overall, the majority of respondents were Caucasian, a percentage very similar to that in 2013.

Respondents are predominantly Caucasian

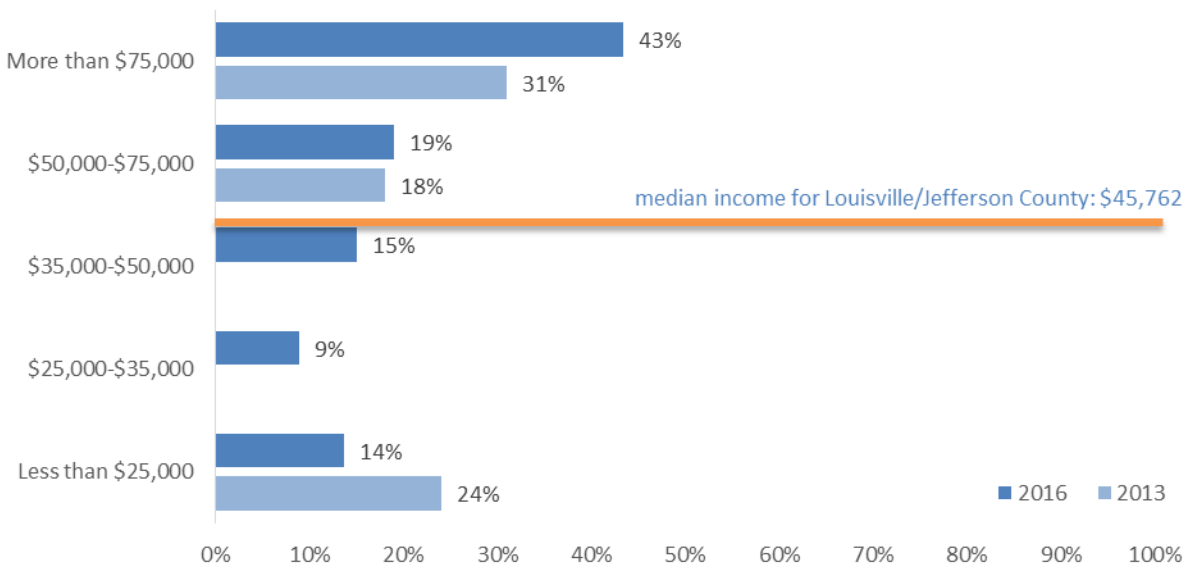
"Which race/ethnicity are you most closely associated with?"



The majority of our respondents had total household incomes that were above the median income for the Jefferson County region. Categories are somewhat different than they were for 2013, preventing a direct comparison for all income ranges, but in 2013, 49% of respondents had incomes above \$50,000 compared to 62% of respondents in 2016.

2/3 of Respondents have household income above the median

"What is the combined income of everyone in your home?"





Comments from Riders regarding specific routes

Note that in some cases, comments applied to more than one route or could be coded under more than one theme. In this table, the 35 comments have been sorted by route number, so a comment will appear under every route mentioned. This will make it easier to identify issues on particular routes, even though it leads to duplication of comments. For analysis of themes, each comment was only counted once.

| | |
|--|-----------------|
| 1: 4th Street Circular | |
| Definitely more service, more trips and service to more locations as well. | Routes |
| Route 4: 4th Street | |
| Being on time. I mean, some routes maybe could use more frequent stops. Not being on time has been my biggest gripe. | Timing |
| I would change a route from going down Southside or coming from Taylor Boulevard toward Stone Street toward Dixie | Routes |
| Add more bus routes going to 40213. | Routes |
| 17: Bardstown Road | |
| The buses should come when there supposed too. My husband has to wait an hour for the last bus, people depend on getting home and when it's late they can't. | Timing |
| 18: Preston-Dixie Highway | |
| Add more bus routes going to 40213. | Routes |
| For heavy routed and crazy routes, need a guard. | Safety/Security |
| Be more apt to have people that ride. To get to work on time. | Timing |
| The drivers' attitudes. Some have good attitudes and some don't. The transfer should last longer. | Drivers |
| They should get more buses in peak hours. | Frequency |
| Be on time. Be on schedule. They either 20 minutes early or 20 minutes late. | Timing |
| I would change a route from going down Southside or coming from Taylor Boulevard toward Stone Street toward Dixie | Routes |
| If they had more buses so it would not take so long to come. | Frequency |
| 19: Muhammad Ali | |
| For heavy routed and crazy routes, need a guard. | Safety/Security |
| 22: 22nd Street | |
| I have to walk pretty far from the bus stop to my work. The route was changed and I cannot catch the bus I want because it starts too late. I need better start times. | Timing |
| 23: Broadway | |
| I have to walk pretty far from the bus stop to my work. The route was changed and I cannot catch the bus I want because it starts too late. I need better start times. | Timing |
| They should get more buses in peak hours. | Frequency |
| Be on time. Be on schedule. They either 20 minutes early or 20 minutes late. | Timing |
| If they had more buses so it would not take so long to come. | Frequency |
| For heavy routed and crazy routes, need a guard. | Safety/Security |
| Be more apt to have people that ride. To get to work on time. | Timing |



| | |
|--|---------------------|
| 25: Oak-Westport Crosstown | |
| If they had more buses so it would not take so long to come. | Frequency |
| 31: Shelbyville Road | |
| Definitely more service, more trips and service to more locations as well. | Frequency |
| 43: Poplar Level | |
| More different routes to get to different places more easily. | Routes |
| Be more apt to have people that ride. To get to work on time. | Timing |
| 54X: Manslick Express | |
| More routes. | Routes |
| They should bring back the bus on Manslick Rd. | Routes |
| 63: Crums Lane | |
| If they could run later in certain areas. In some places they stop service at 9 at night, so we have to walk a distance if we're out past 9 o'clock. | Timing |
| 64X: Southern Oldham County Express | |
| I think during the weekends, it's really tough for me to go to the library because I'm a student. This place is on Fandango Road, but there are no fine lines from here. I need to find lines for me and that's a big disadvantage. There are also no express routes on the weekend. | Timing |
| 66X: Mt Washington/Shepherdsville | |
| Offer more routes. I know people would use it more if they came out here more. | Routes |
| 67X: Oldham/I71 Express | |
| An earlier express bus home. | Timing |
| 71: Jeffersonville/New Albany | |
| Including our street. | Routes |
| 72: Clarksville | |
| Should be a bus that goes down Eastern Boulevard. | Routes |
| 82: New Albany/Clarksville/Jeffersonville | |
| Should be a bus that goes down Eastern Boulevard. | Routes |
| 90: West Campus Shuttle | |
| Making sure that the busses are on time. I've been waiting on the bus and it will be delayed and I don't know if I've missed it. There was also an instance where I was waiting at the bus stop and it drove right past me. Wi-Fi on busses. I think it would be nice to have some newspapers. | Timing Amenities |