



## TARC3 Ridership Study

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## Material Accuracy

The intent of this study and its report is to provide accurate and authoritative information about the travel patterns, transportation needs, and satisfaction of TARC3 clients. 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.



## Executive Summary

As part of TARC’s efforts to better understand its ridership, IQS Research conducted a survey of TARC3’s current active riders, interviewing them (or their caregivers in some cases) about their backgrounds as well as about which services they receive, how they view those services, and how they might like to see the services they receive improve. In total, we interviewed 400 persons for this survey, which allows us to make inferences about the population with a margin of sampling error of  $\pm 4.7\%$  at the 95% confidence level. Where possible, this study highlights areas where riders’ backgrounds and experiences have changed since 2013, when IQS Research conducted a study with essentially the same goals and methodology as the present study.

### DEMOGRAPHIC CHARACTERISTICS: WHO RIDES TARC3?

Based on the interviews conducted, we found that the typical TARC3 rider is a 63-year old Caucasian woman who lives with a household income below \$16,000 per year. While she uses a bank account and debit card, she does not possess a credit card. In addition, she possesses neither a smartphone nor some other mobile or non-mobile device with internet access. While most of her fellow riders are of a similar age, belong to the same sex, and live in households with similarly low incomes, many of her fellow riders are African-American and many of them are more digitally connected than her, possessing either a smartphone or some other mobile device with internet access. This fact can be seen in the table below, which highlights several key demographic statistics about the TARC3 ridership.

TARC3 Ridership Demographic Highlights		
<b>Age</b>	Median:	63
<b>Sex</b>	% Male	33%
	% Female	67%
<b>Race</b>	% Caucasian	48%
	% African American	46%
	% Hispanic/Latino	0%
	% Asian	0%
	% Other	8%
<b>Household Income</b>	Median:	\$12,000 to less than \$16,000
<b>Usage of Banking Services</b>	% with bank account	79%
	% with debit card	72%
	% with credit card	35%
<b>Digital Connectedness</b>	% with mobile device with internet	48%
	% using text messages	54%
	% with access to a computer with internet	40%
<b>Social Media Usage</b>	% who have a Facebook account	32%
	% who have a Twitter account	8%

Since 2013, these demographic patterns have held constant, apart from a large increase in the percent of riders who own a smartphone or other mobile device with internet access (which has doubled from 24% in 2013) as well as a commensurate increase in the percent of riders who send or receive text messages (which has doubled from 27% of riders in 2013 to 54% of riders in 2017).



## THE TARC3 EXPERIENCE

Riders of TARC3 rely heavily upon the service: 83% of riders use TARC3 for over half of all their transportation, and only 54% of riders use any form of transportation outside of TARC3 (most often rides from someone else). Only about one in three TARC3 riders has ever used TARC’s local or express bus service, and slightly over half of the TARC3 ridership do not think that there is anything TARC can do to make its local or express bus service an option for them. However, 45% of riders feel that there are steps that TARC could take to make bus service an option for them, such as adding bus stops closer to riders’ homes or increasing the duration of pedestrian crosswalk signals.

As was the case in 2013, medical appointments are by far the most common type of destination for which riders use TARC3, as 82% of TARC3’s riders use the service to travel to medical appointments. Other types of trips are common (albeit to a much lesser degree), with nearly one in three riders using TARC3 for shopping and errands and one in five riders using TARC3 to travel to work.

In contrast to the riders of 2013, a majority of riders (60%) now use TARC3’s automated phone system to access “where’s-my-ride” information and trip updates, and nearly two in three riders are interested in using an automated phone system to book their trips. Of the vehicles that are available to riders, minivans and small buses are the two vehicles which are most widely considered to be the best fit for riders’ needs. However, almost half of TARC3’s riders feel that the various types of vehicles available (including sedans and MV1s) suit them equally well.

## SATISFACTION WITH TARC3

Overall, the large majority of TARC3 riders are satisfied with the service and its ability to meet their needs. As can be seen in the chart below, at least four out of every five riders hold positive views or are highly satisfied with each of the specific service elements measured in the study, apart from the punctuality of pick-ups, total trip duration, and time required to schedule a reservation over the phone. Since 2013, the only significant change in riders’ evaluation of their service has been a large increase in the share of riders who feel that they can quickly “get through on the phone” to schedule reservations.

General Service Element	Specific Service Element	Favorable Percent of Ratings
<i>High Satisfaction:</i>		
<b>Overall</b>	All things considered, how satisfied are you with TARC3’s overall level of shared rider service and its ability to meet your transportation needs?	88%
<i>High Agreement:</i>		
<b>Scheduling Trips</b>	Reservation personnel are friendly and helpful	92%
	It is easy to schedule TARC3 trips	89%
	I can quickly get through on the phone to schedule a reservation	73%
<i>High Agreement:</i>		
<b>Punctuality and Trip Duration</b>	I usually get to my destination on time	84%
	The time I spend on a typical TARC3 trip is reasonable	79%
	The vehicle to pick me up usually arrives on time	76%
<i>High Satisfaction:</i>		
<b>Onboard Service</b>	Cleanliness of TARC3 vehicles	92%
	Safety of TARC3 vehicles & their drivers	91%
	Friendliness and courteousness of vehicle drivers	89%
	Level of crowding on the vehicle	86%



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## Methodology

The purpose of this study is to gather the demographic, travel patterns, attitudes, and opinions of current TARC3 riders or their caregivers.

This study solicited responses from “Active TARC3 riders,” or those who had ridden TARC3 at least once in the previous six months. From a total TARC-provided list of 4,657 individuals, a mathematically-randomized list of 2,500 riders were selected for potential participation in the study.

Potential respondents were notified in advance of their eligibility to participate in this study per a postcard mailing from TARC’s Executive Director, Barry Barker. Riders from this list who were identified as visually-impaired received an audio tape mailing of this announcement. Both mailings were delivered to the rider’s home address during the last week of January. Participation in this study was voluntary and did not include any incentives.

Once riders were made aware of this study, phone interviews were conducted from Monday, February 13 through Friday, February 24. These phone interviews were conducted exclusively during an 8:30 AM-5:00 PM timeframe, Monday through Friday, during this two-week period.

The discussion guide for this phone survey was comprised of 20 questions and included a mixture of closed- and open-ended questions. Phone interviews were conducted solely in English. A total of six potential respondents were unable to participate in the survey due to language barriers. When necessary, an active TARC3 rider’s caretaker participated in the survey on behalf of the rider. On average, phone interviews were completed in 13 minutes or less.

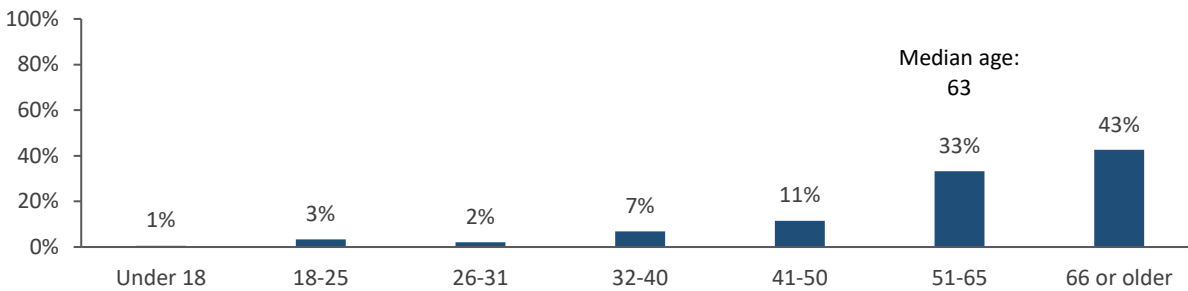
A total of 1,483 calls were made to 1,315 unique riders (or their caregivers) to obtain 400 completed surveys, yielding a completion rate of 35%. The margin of sampling error for this study is 4.69% and all conclusions drawn from this study rest on a 95% confidence level.

## Who Rides TARC3?

The typical TARC3 rider is an older person: 50% of riders are aged at least 63 years old, and it is very uncommon to see riders below the age of 32. This pattern is similar to what we observed in 2013, where survey results from that year indicated that the median TARC3 rider's age was between 51 and 65.

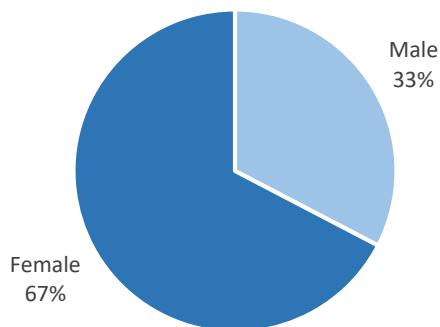
### TARC3's ridership largely consists of older riders

"What is your age?"



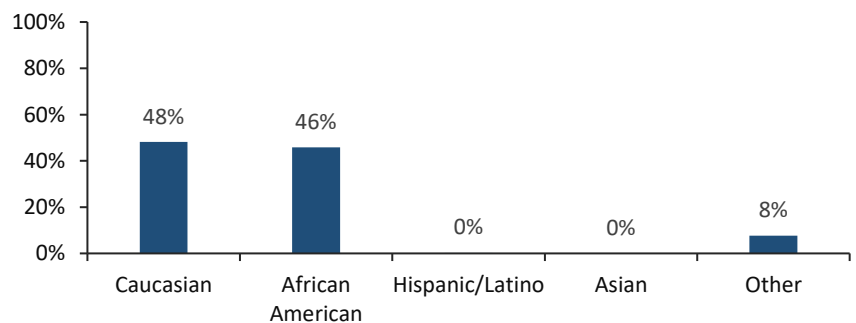
Most of TARC3's ridership (67%) are female, and the large majority would describe their race/ethnicity as either Caucasian or African-American. Like the ridership of TARC's local and express routes, the ridership of TARC3 is disproportionately African-American (with a relatively low share of Caucasian riders) compared to the broader population of Jefferson County.

### Two out of three TARC3 riders are female



### Most riders would describe their race/ethnicity as Caucasian or African-American

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

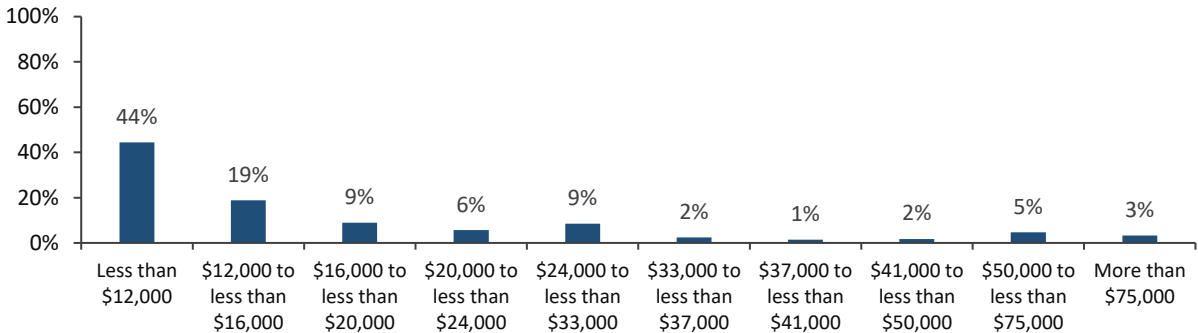




Financially speaking, TARC3 riders tend to live in low-income households: most TARC3 riders live in households with total incomes of less than \$16,000 per year. Thus, the the typical TARC3 rider lives in a household with an income well below that of the typical household in Jefferson County and even below that of the typical TARC local/express route rider’s household.

**With a median household income of \$12,000-\$16,000,  
TARC3 riders tend to live in low-income households**

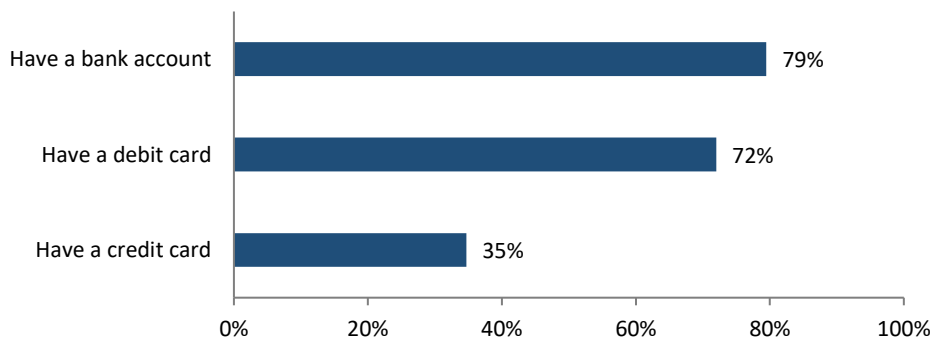
*"What is the combined annual household income of everyone in your home?"*



Most riders possess a bank account and/or a debit card, and only about one in three riders possesses a credit card.

**While most riders have a bank account or debit card,  
many do not**

*"Do you personally:"*

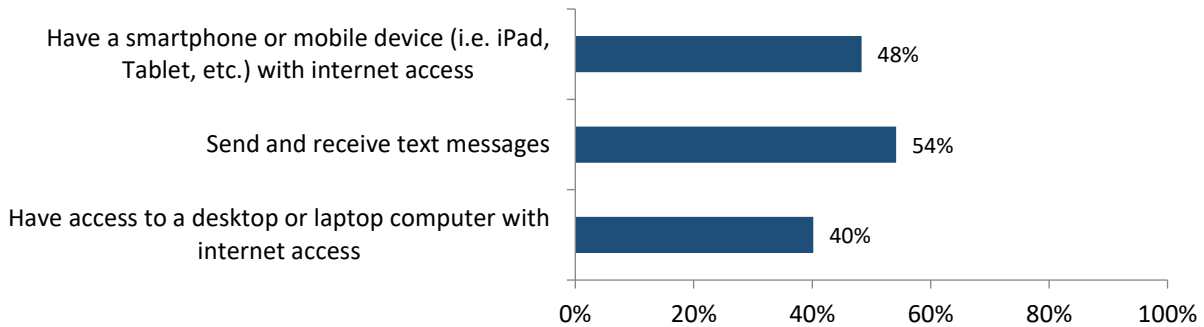




Overall, most riders are not very digitally connected. About half of TARC3’s riders do not possess a smartphone or mobile device with internet access, and only two out of five riders have access to a desktop or laptop computer with internet access. Thus, while most riders have access to the internet in one form or another, a substantial share of riders have limited internet access at best.

### TARC3 riders' digital connectedness is limited

*"Do you personally:"*

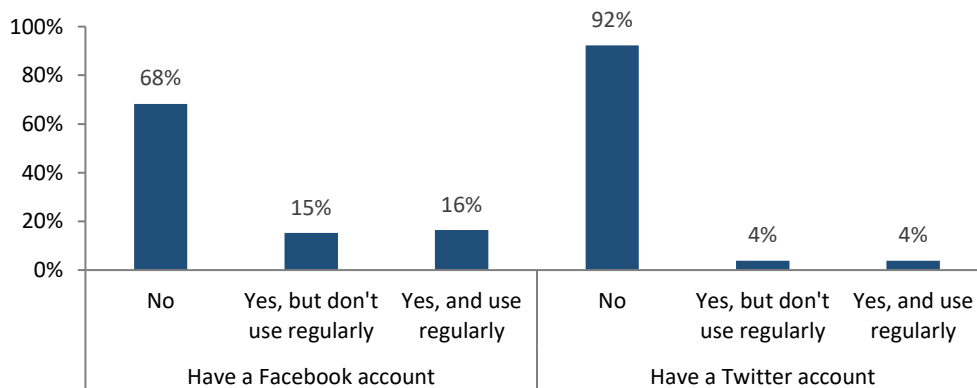


Nonetheless, since 2013, riders have become more digitally connected. In particular, ownership of a smartphone or other mobile device with internet access has doubled (as only 24% of 2013 riders possessed such a device), and riders are twice as likely to send and receive text messages compared to 2013 (only 27% of riders did so in 2013).

While it is not rare for TARC3 riders to use social media (Facebook in particular), most riders do not seem to use social media, as only 32% of riders use Facebook and only 8% of riders use Twitter.<sup>1</sup> Even among those riders who do use Facebook or Twitter, users tend to be about evenly divided between regular and irregular users of the applications.

### Most riders do not use Facebook or Twitter at all

*"Do you personally:"*



<sup>1</sup> Given the limited digital connectedness of TARC3 riders and the popularity of Facebook and Twitter, it seems unlikely that there are many riders who use other social media but not Facebook or Twitter.

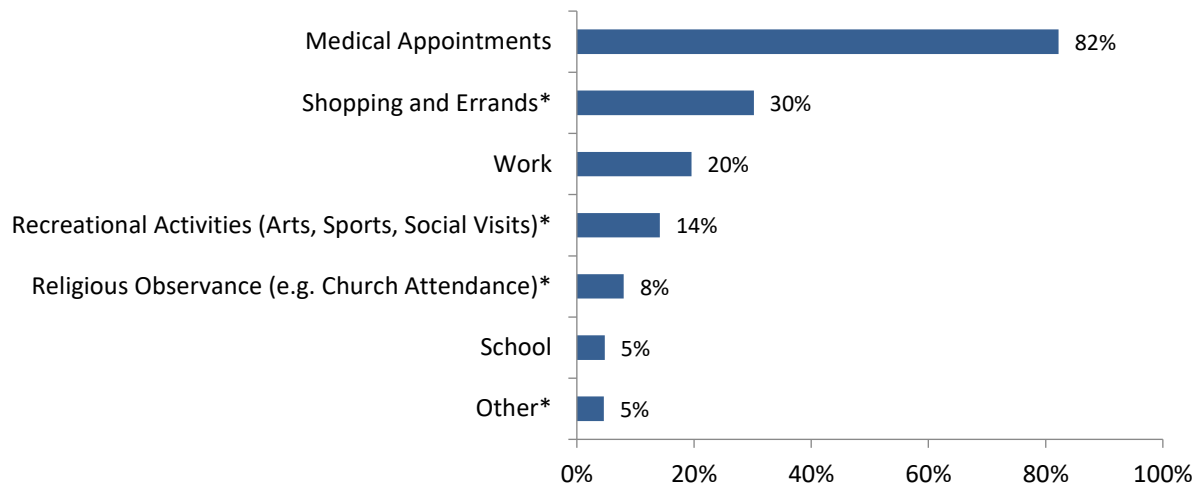
## The TARC3 Experience

### Purposes of Trips

Many riders use TARC3 to travel to a variety of destinations, such as a doctor’s office, the supermarket, or church. Among the various destinations to which they travel on TARC3, medical appointments are by far the most widely-shared destination among TARC3 riders. In total, 82% of TARC3 riders use TARC3 to travel to medical appointments, while the next-most common type of destination—shopping and errands—is only a destination for 30% of TARC3 riders. This is not to say that riders are only using TARC3 for medical appointments—in total, 62% of riders use TARC3 for something other than medical appointments.

**The large majority of riders use TARC3 for medical appointments, other reasons for riding are much less widespread**

*"Do you use TARC3 to travel to:"*



*\* Note: These categories are based on asking respondents to list any destinations (e.g. 'Church') which were not listed in the specific options written in the survey (e.g. 'Work')*

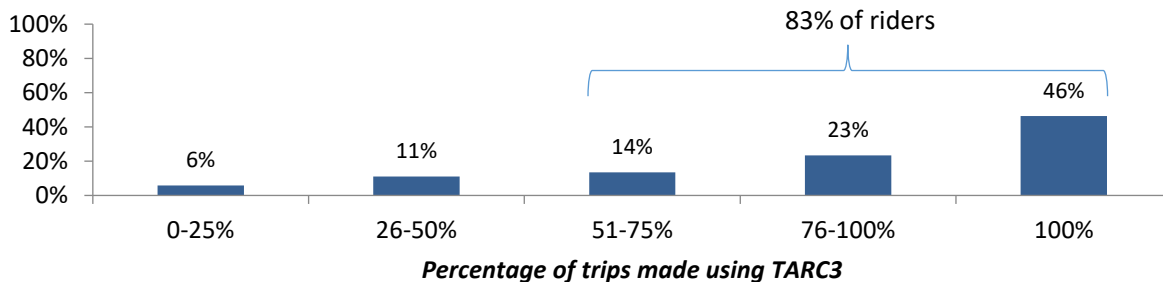


## Reliance on TARC3

Those who ride TARC3 usually rely on the service as their primary means of transportation: 83% of riders make at least half of their trips using TARC3, and 46% of riders use TARC3 for all of their trips. Compared to 2013, riders of TARC3 use the service for a significantly greater share of their rides: while 83% of riders currently use TARC3 for over half their trips, only 65% of TARC3 riders in 2013 used the service to this extent.

### Almost half of TARC3's riders use TARC3 for all their rides, the large majority uses TARC3 for over half their rides

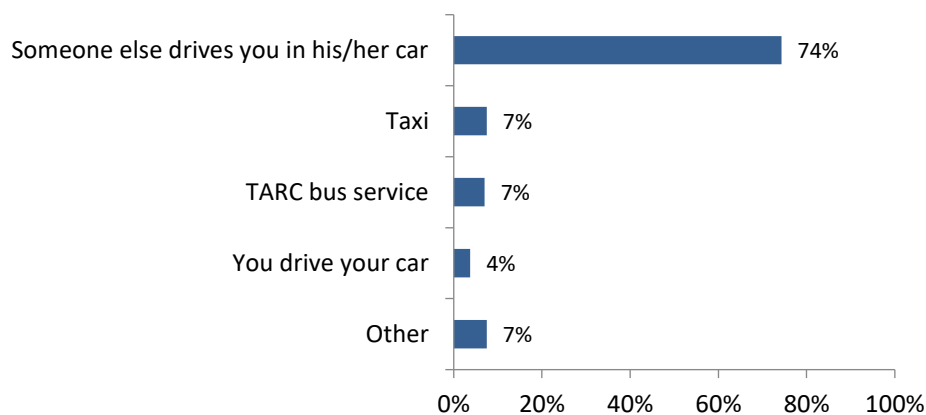
*"What percentage of your trips are made using TARC3?"*



Those 54% of TARC3 riders who use means of transportation outside of TARC3 tend to receive rides in the cars of others, rarely driving themselves or engaging a taxi. Only 7% of riders utilize TARC's other bus services, and other means of transportation such as walking or non-profit bus services (e.g. "Federated Transportation Services") are uncommon.

### Riders who use transportation other than TARC3 most often receive rides in others' cars

*"What other means of transportation do you use?"*

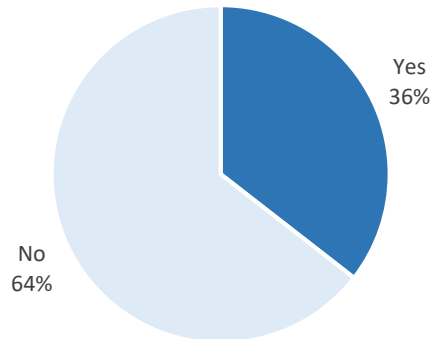




While only 7% of riders use TARC’s other bus services as a means of transportation, approximately one out of three riders has at least used TARC’s local or express bus service in the past. Relative to 2013, when 49% of riders had used TARC’s local or express bus service in the past, current TARC3 riders are less likely to have used TARC’s primary service.

**Only a third of riders have used TARC's local or express bus service**

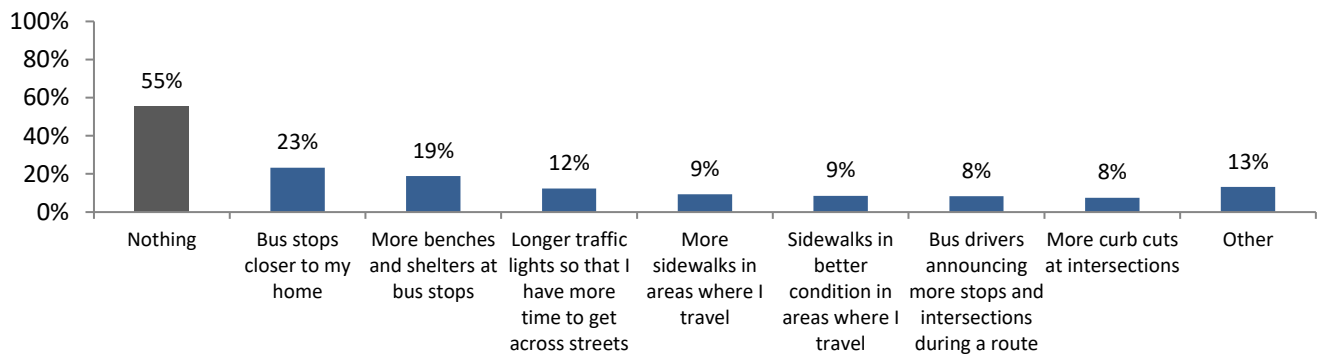
*"Have you ever used TARC's local or express bus service?"*



In order to identify ways that regular bus service could be made an option for TARC3 riders, we presented survey respondents with a list of potential service improvements and asked them to indicate which of these options could (at least help) make bus service an option for them. In response, 55% of respondents indicated that there is simply nothing TARC can do to make its bus service an option for them. The remaining 45% of respondents most often identified improvements to bus stops (such as adding stops closer to their homes or improving benches and lighting) as ways to make bus service an option for them.

**Most riders do not think anything could be done to make bus service an option for them**

*"What, if anything, could TARC do to make bus service an option for you?"*



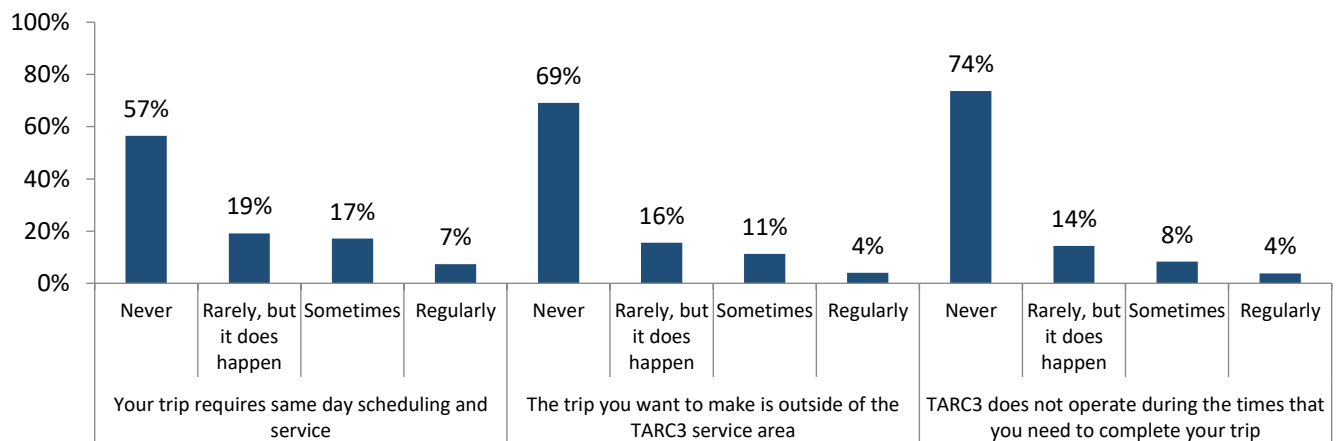
## Trip Limitations

To understand the limits which TARC3 riders face in using the service to make the various trips they need or want, we described to survey respondents a number of service constraints (e.g. such as the extent of the service area) that might prevent them from taking a trip and asked them to tell us how often these obstacles prevent them from making the trips they would like.

For the three specific service constraints described to survey respondents (listed in the chart below), we found that 56% of riders are at least occasionally prevented from taking a desired trip due to one of these constraints, and 12% of riders are regularly limited by at least one of these constraints. Of the three constraints, lack of same-day scheduling and service affects the largest number of riders.

### The lack of same day scheduling and service is the most widely-limiting service constraint examined in this study

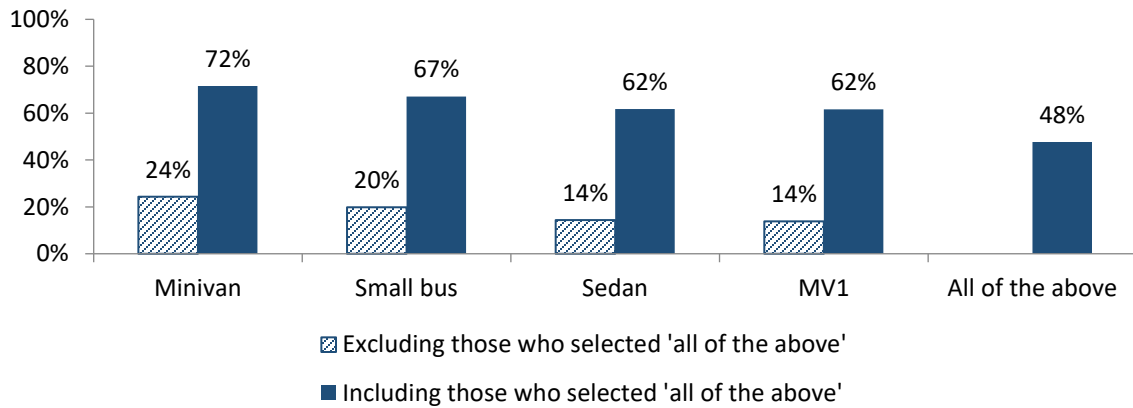
*"How often are you unable to make a trip because..."*



## Need for Particular Vehicles

Of the various vehicles which TARC uses to meet TARC3 riders' needs, riders tend to feel that minivans and small buses are the best able to meet their particular needs. However, each of the four vehicles which were listed to riders in the survey (minivans, small buses, sedans, and MV1s) were identified by a majority of riders as the best vehicle for them or as at least as good for them as any of the other vehicles. Thus, while only 14% of riders would say that the MV1 is the absolute best vehicle for them, a total of 48% of riders would say that it is just as good for them as minivans, small buses, or sedans.

**Minivans and small buses are the vehicles which are most widely-considered best, although most riders do not prefer them to other vehicles**  
*"What TARC3 vehicles best meet your travel needs?"*

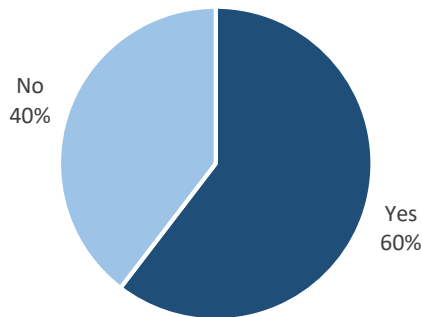


## Usage of Automated Phone Systems

Most TARC3 riders utilize the automated phone systems available to them for obtaining ride information and trip updates. In total, three out of every five riders use the service to obtain “Where’s My Ride” information and other updates. Those who refrain from using the service for this purpose most often avoid doing so simply because they prefer speaking to a live person or because they feel no need to use the system (as opposed to wanting to use the system and feeling unable).

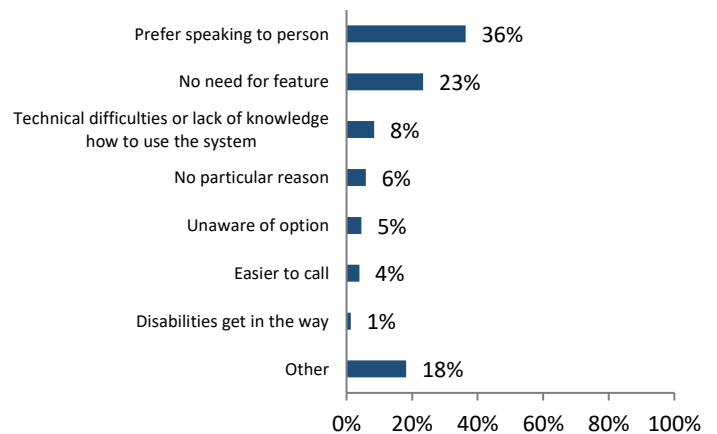
### Most riders make use of the automated phone system to get ride updates

*"Do you use the automated phone system to access your Where’s My Ride information and other updates about your scheduled trips?"*



### Most often, riders refrain from using the automated phone system for updates because they prefer dealing with a person

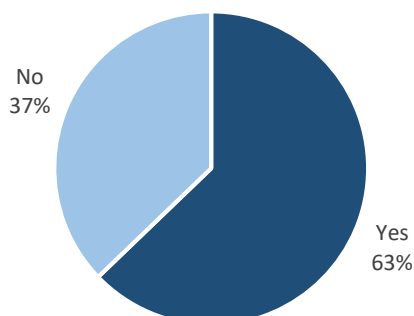
*"If [you do not use the automated phone system to get updates], why not?"*



When riders are asked whether they would use an automated phone system to book their trips (if the feature was available) almost two-thirds of riders would respond affirmatively, with the remaining third of riders primarily expressing disinterest in an automated system because they would prefer dealing with a person.

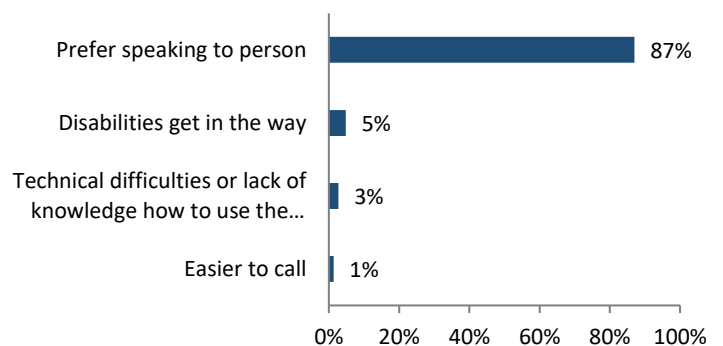
### Most riders would be interested in using an automated phone system to book their trips, if it was possible

*"Would you use the automated phone system to book your trips, if that feature was available?"*



### Most often, riders would refrain from booking their trips with the automated phone system because they prefer dealing with a person

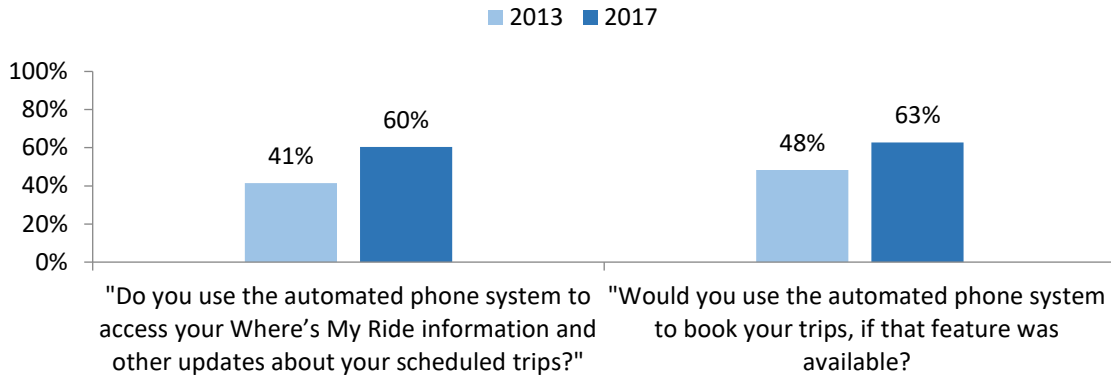
*"If no, why not?"*





Since 2013, riders have become much more likely to use the automated phone system to access updates and have become much more interested in using an automated phone system to book trips. This may be related to the fact that the percentage of riders with a smartphone or other mobile device with internet access has doubled from 24% in 2013 to 48% in 2017, which may signal that comfort with technology is increasing among the ridership.

**Compared to 2013, riders are more likely to use the automated phone system for updates and are more interested in using it to book trips**





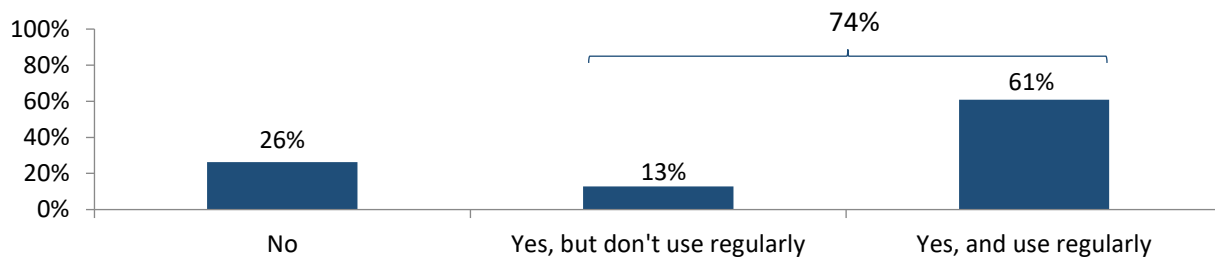


## Usage of TARC Communication Media

In order to better understand how TARC3 riders about their usage of TARC-produce media. Specifically we asked riders to indicate how often they read the TARC3 Voices newsletter (if at all) and how often they visit TARC's general website. We found that approximately three out of four TARC3 riders read the Voices newsletter, usually on a regular basis.

### Three out of four TARC3 riders read the Voices newsletter, usually on a regular basis

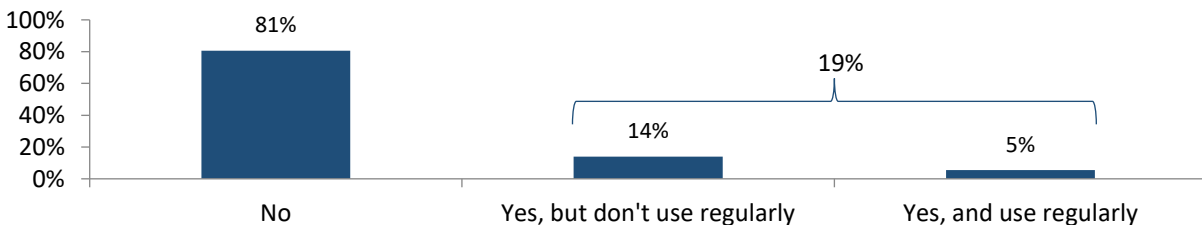
*"Do you personally read the TARC3 Voices newsletter?"*



In contrast, most TARC3 riders (three out of four) do not visit TARC's website at all. As can be seen below, even those who do visit it typically do not do so on a regular basis.

### One in five TARC3 riders visits the TARC website, usually only infrequently

*"Do you personally visit TARC's website?"*





## Satisfaction with TARC3

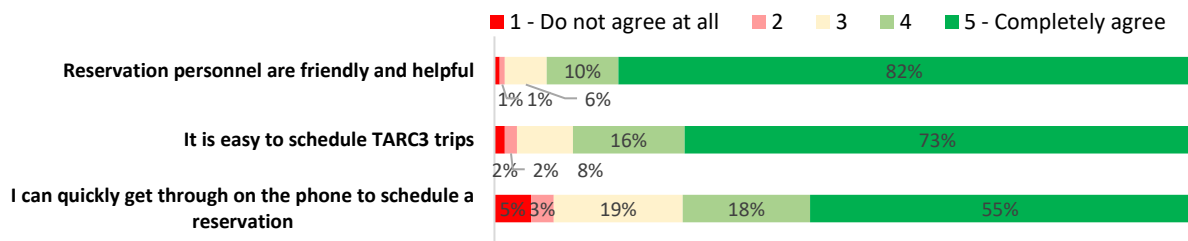
In addition to asking riders about why and how they use TARC3, we asked riders to rate their experience using TARC3, inquiring about their experience using the service from the time that they schedule a given trip to the time that they arrive at their destination.

### Evaluations of Specific Service Elements

#### Scheduling Trips

When we ask riders to evaluate three specific aspects of TARC3’s scheduling service, we find that the large majority of riders feel that the reservation personnel with whom they interact are friendly and helpful. In addition, the large majority of riders feel that it is easy to schedule trips with TARC3. To a substantially lesser degree, most riders also feel that they can quickly “get through on the phone” to schedule a reservation.

#### Most riders view the scheduling process positively, particularly in terms of ease-of-use and interaction with personnel

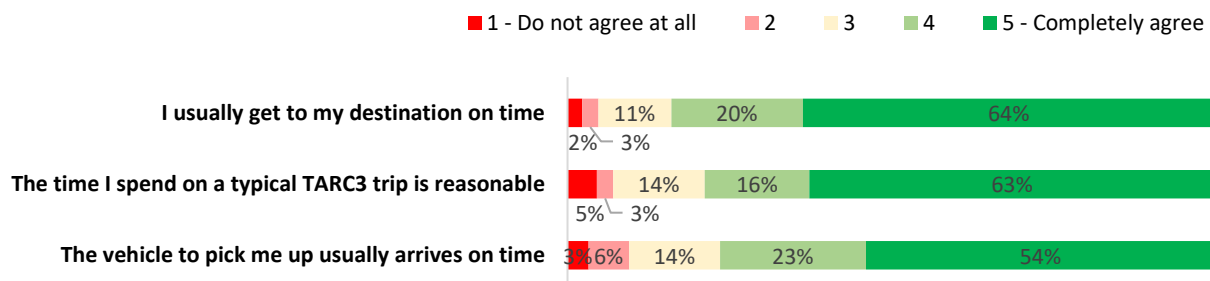


These ratings are similar to those made by riders in 2013 apart from a large increase in the percent of riders who feel that they can quickly “get through on the phone to schedule a reservation.” While in 2017 some 73% of riders agree that they can quickly get through, only 56% of riders in 2013 agreed that this was the case.

#### Punctuality and Duration of Trips

In terms of the time spent on their trips, most riders feel that their vehicle arrives to pick them up on time and, to a greater degree, most riders feel that they usually arrive at their destinations on time and, overall, spend a reasonable amount of time on a typical TARC trip.

#### Most riders feel that their typical ride is punctual and of reasonable duration

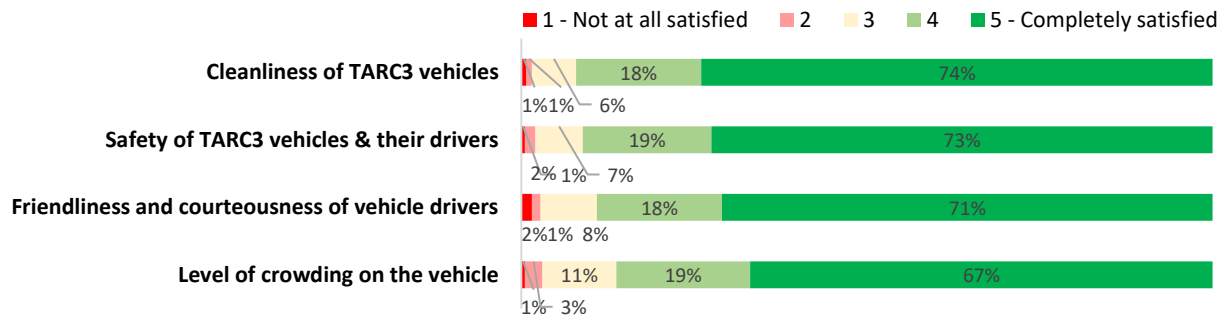


## Onboard Service

Once their vehicle has arrived to pick them up, most riders experience satisfying levels of service. This can be seen in the chart below, which displays riders' ratings of satisfaction with specific aspects of the service they receive once a vehicle has arrived to pick them up.

### Most riders view their onboard experience and drivers positively

"Please indicate how satisfied you are with each item..."

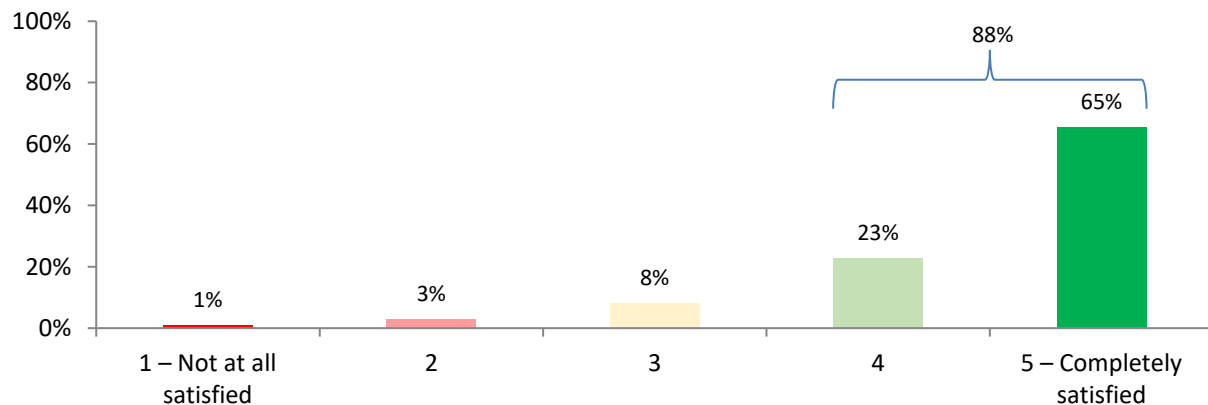


## Overall Satisfaction

Overall, 88% of riders are highly satisfied with TARC3 in terms of its "overall level of shared rider service" and "its ability to meet [their] transportation needs." Compared to 2013, there has been no statistically significant change in riders' overall satisfaction: whereas 88% of riders in 2017 believe rated their satisfaction as '5 – Completely satisfied' or '4', a similar 87% of riders in 2013 rated their satisfaction as highly.

### The large majority of TARC3 riders are satisfied with TARC3

"All things considered, how satisfied are you with TARC3's overall level of shared rider service and its ability to meet your transportation needs?"

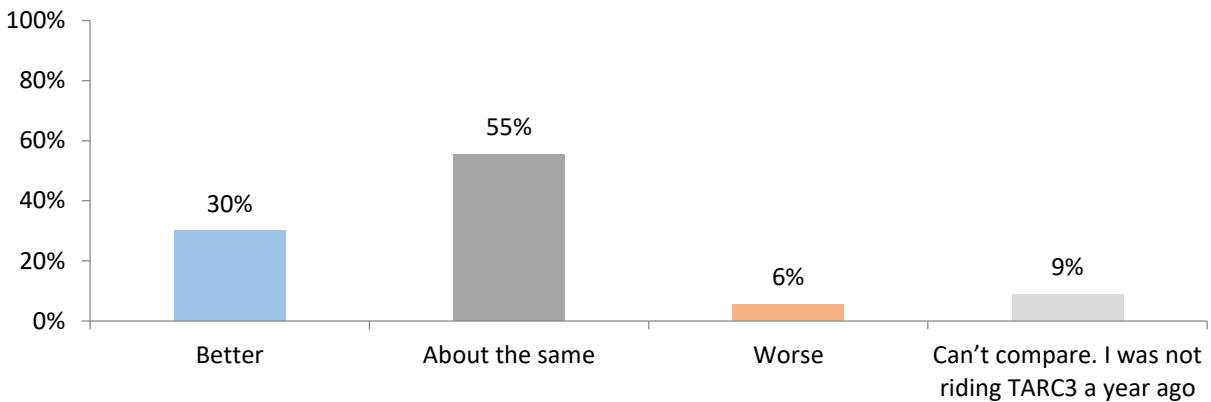


## Perceptions of Change since Last year

Of the riders we surveyed, 91% indicated that they rode TARC3 a year prior to participating in the survey and were thus able to tell us whether they felt TARC3's service had generally changed in quality. Among all riders, most (55%) indicated that the quality of TARC3's service has generally remained static, neither improving nor declining. However, some 30% of the riders who rode TARC3 a year prior indicated that service has improved and only 6% indicated that it had declined. In short, riders usually do not feel that the quality of TARC3' service has changed in the past year, but those who do largely feel that it has improved rather than declined.

### TARC3 riders usually do not feel that overall service has changed since last year, but those who do largely see improvement

*"Compared to a year ago, do you think TARC3 service is generally:"*



This pattern is similar to that observed in 2013, apart from a reduction in the prevalence of 'fresh' riders who have only ridden TARC within the year prior to the survey. While 9% of surveyed riders in 2017 indicated that they did not ride TARC3 in the year prior to participating in the survey, some 18% of surveyed riders in 2013 indicated as much.

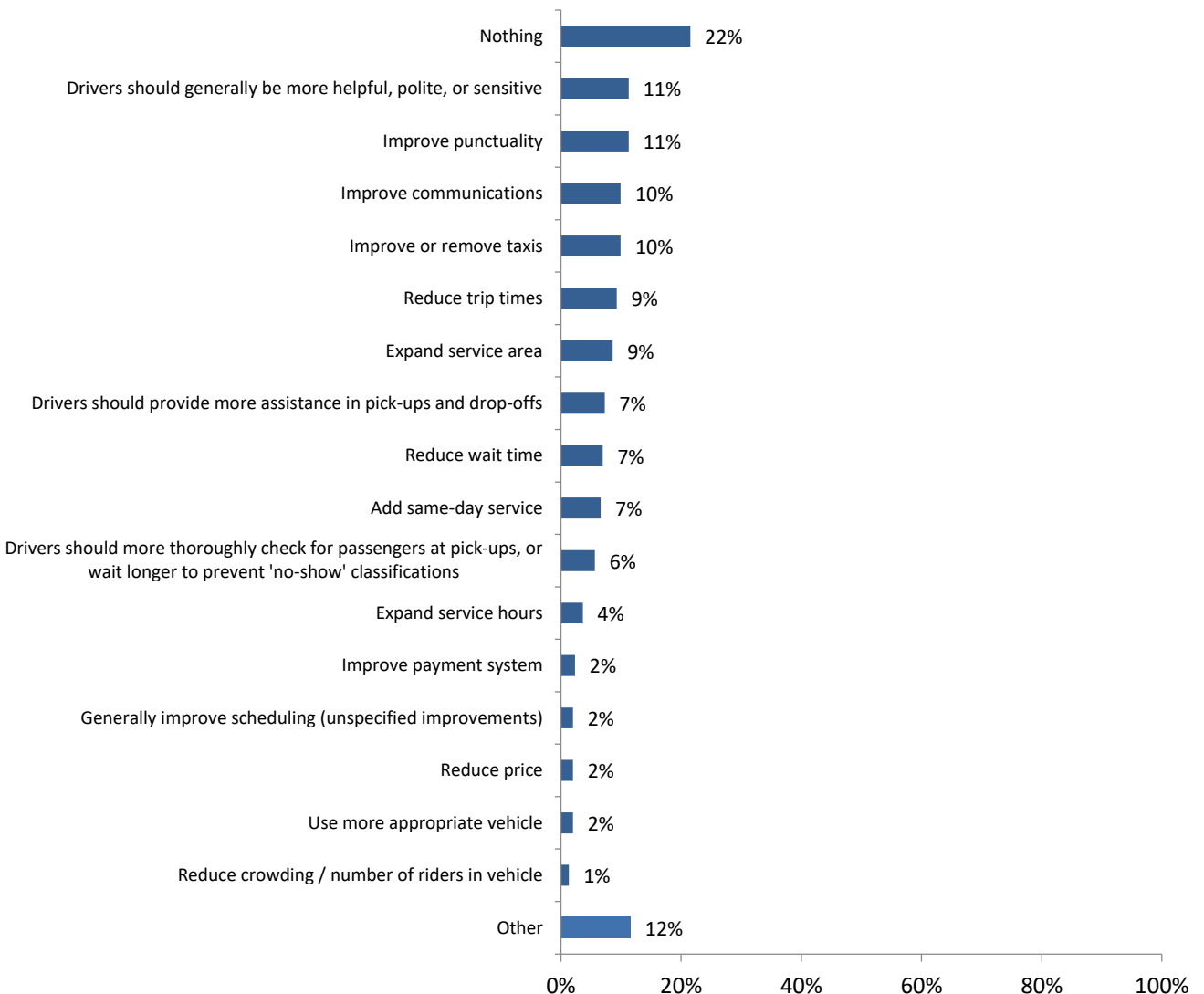


## Suggestions for Improvement

In order to identify areas where TARC3 could improve its service according to riders' needs, we asked riders to tell us, in their own words, "what changes, if any, TARC [should] make to improve its TARC3 service." In total, just over one-fifth of the responses we received were that there is nothing the rider could think of to suggest ("I can't recommend any changes at all") or that TARC3 should do ("Nothing-it's a good transportation to have"). However, of the actual suggestions made, there was a great deal of variety, with riders addressing topics such as punctuality, interactions with drivers, and quality of taxi services. We present below the prevalence of various suggestions among the comments we received from survey respondents. On the following page, we illustrate each category with a sample of specific comments from riders.

### Suggestions to Improve TARC3's Service

*"What changes, if any, should TARC make to improve its TARC3 service?"*



In order to illustrate the various types of comments made by survey respondents, we present below example comments from each of the categories of comments listed in the preceding chart.

Comment Category	Examples
<b>Nothing</b>	I don't see anything; I don't have any problems.
	Nothing, I'm pretty satisfied with them.
	Nothing that I know of.
<b>Drivers should generally be more helpful, polite, or sensitive</b>	Drivers need to learn proper etiquette when driving people with physical ability challenges.
	Some of the drivers smoke while waiting, don't walk to the door to pick up the rider, and don't introduce themselves.
	Better training for their drivers: better communication (speak English) and sensitivity training.
<b>Improve punctuality</b>	They should work on showing up on time. Missing appointments is a problem.
	[The rider] has issues with the rides arriving on time. The rider schedules three trips a week for his medical appointments, and wishes that the rides arrived at the same time every day. Instead, they arrive throughout a large window that prevents him from having his medical appointments at the same time every day.
	Need to be more on time for pick up for appointments. [The rider] has been left at the home when standing on the porch. [TARC3] forget[s] to pick up at home and pick up from the doctor office. [The rider] has been forgotten to be picked up several times.
<b>Improve communications</b>	As far as improving the service, the only think I could think of, would be that sometimes a driver never showed up. It would be nice, when the drivers were going to be late, if they could let us know.
	[The rider] wishes the TARC3 Voices Newsletter was emailed or available electronically.
	Make sure the dispatch office is manned 24-7 and reachable. Make sure all drivers are able to be reached and notified of missing or people that have been on a bus for longer than 90 minutes.
<b>Improve or remove taxis</b>	Taxi cab drivers could be more courteous by helping you out of the car and getting you to the house. The regular TARC drivers do a great job of this.
	Eliminate the cabs
	Cab drivers need some training. The cab drivers are late, they don't help you or come to the door.
<b>Reduce trip times</b>	Timing is a problem. I wait longer, I stay on the bus longer. I wish there were more drivers, they seem to disappear. I have been riding since 2009.
	Pickup and return times are sometimes too long. Sometimes the drivers don't make the window.
	Schedules so you don't have to ride all over town to get where you're going
<b>Expand service area</b>	TARC3 should expand the service area. [The rider] would like to take trips to a location right outside of the service area.
	I wish they could go more places. (visit my mother - not within [TARC3's] range)
	Add more routes



Comment Category	Examples
<b>Drivers should provide more assistance in pick-ups and drop-offs</b>	[The rider] expects more from the driver than waiting in the parking lot for the rider to come out.
	They should come to the door when they arrive.
	Make sure the driver helps you with your seat belt. Make sure the belt is over the lift part when you're going down
<b>Reduce wait time</b>	Improve pick-up time, especially after medical appointments. It is difficult to wait up to 90 minutes after an appointment.
	Takes too long. Waiting time is too long.
	[The rider] wishes there were shorter wait times when she is away from her home, like when she is at the grocery store.
<b>Add same-day service</b>	I wish we could get an appointment on the same day
	Same day scheduling and service. Sometimes [the rider's] doctor's appointments are scheduled in the morning and require her to come in that day.
	I would love to be able to have same-day scheduling & service.
<b>Drivers should more thoroughly check for passengers at pick-ups, or wait longer to prevent 'no-show' classifications</b>	When the drivers come to pick me up and if I'm not ready to go in five minutes, they will leave. I wish they would wait at least ten minutes before they leave.
	When they come to the door, they need to stay there until the person comes out.
	Some drivers are really not helpful. If [the rider] is not standing outside, please check indoors. Sometimes they say they have called, but they only let it ring once.
<b>Expand service hours</b>	Service should open up a little earlier so that she can go to [the rider's] doctor's appointment.
	[The rider] wishes the service ran later. It would be much more convenient if she could go to an evening event that might run past 10:30 pm.
	Expanding the hours of operation.
<b>Improve payment system</b>	Drivers should carry change for customers
	[The rider] would prefer more locations where he can buy TARC tickets, such as banks. Right now he can only get them at Kroger. He would also pay if he could send a check and the tickets would be mailed to him. He would buy a month's supply at a time.
	I put it like this: I would prefer to have a bus pass instead of buying tickets every 2-3 weeks. To me, you pay \$15 for 5 tickets but I would prefer to buy a monthly bus pass instead of going back and forth to buy so many tickets.
<b>Generally improve scheduling (unspecified improvements)</b>	Scheduling could be better; could be more prompt.
	Scheduling
	Better scheduling
<b>Reduce price</b>	Fares could be cheaper, prices have increased.
	Lower the price. At least 3 trips out of a \$15 ticket.
	Wish the price was lower, \$6 a day is excessive.
<b>Use more appropriate vehicle</b>	Just use a car to pick [the rider] up.
	Sending cabs instead of buses.
	They should ask about your needs to provide the best vehicle for you.
	Sometimes too many people



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Comment Category	Examples
<b>Reduce crowding / number of riders in vehicle</b>	Can be crowded if there are three people all in the backseat of the Sedan or the Taxi Cab. The bags make it even fuller as well. Too many people on some of the rides, and everyone is trying to get to different places.
<b>Other</b>	Change colors on the bus tickets. For bigger folks have an extension seat belt. Upgrade the GPS, the system is incorrect. The drivers are spending too much time trying to figure it out. This costs TARC money.