

**CHAPTER FOUR
ON-BOARD SURVEY RESULTS**

A sample on-board survey was undertaken for the Citilink system in order to develop an understanding of the market currently served by the agency, and develop a profile of the service based on market research factors. The survey document was developed by the study team in conjunction with Citilink staff to ensure that the information gathered was pertinent and useful to Citilink as part of its on-going efforts to improve transit services on a continual basis.

The on-board survey took place on Tuesday, Wednesday, and Thursday, September 23, 24, and 25, 2003. Surveys were distributed on each bus route in order to reach half of daily ridership. Surveys were not handed out on Monday or Friday because of the stark difference in ridership patterns between mid-week and early/late week. Surveys in both English and Spanish were available for patrons. English surveys were serially coded and handed out in order by route in order to count how many surveys were distributed and to know which surveys were handed out on each route. For the Spanish surveys, the route number where they were handed out was written on the survey but the total number of Spanish surveys distributed was not counted.

4.1 Survey Distribution and Return Rate

During the three days of the survey, 912 surveys were handed out to Citilink riders. Of the 912 surveys handed out, 665 surveys were returned. Six hundred and fifty-three surveys returned were English surveys and 12 were Spanish surveys. Table 4-16 lists the number of surveys distributed by route, returned by route, and the return rate by route.

Table 4-16: Survey Distribution and Return Rate by Route

<i>Route</i>	<i>Surveys Distributed</i>	<i>Surveys Returned</i>	<i>Return Rate</i>
1	80	48	60.0%
2	74	45	60.8%
3	102	71	69.6%
4	161	145	90.1%
5	33	26	78.8%
6	99	62	62.6%
7	60	52	86.7%
8	127	97	76.4%
9	38	30	78.9%
10	68	47	69.1%
21	34	19	55.9%
22	36	23	63.9%
Total	912*	665	72.9%

*includes all English surveys handed out but only Spanish surveys returned

Overall, 73% of the surveys distributed were returned to the surveyors. Routes 4 and 7 both had very high return rates of greater than 85%. Route 21 was the only route with a return rate lower than 60%.

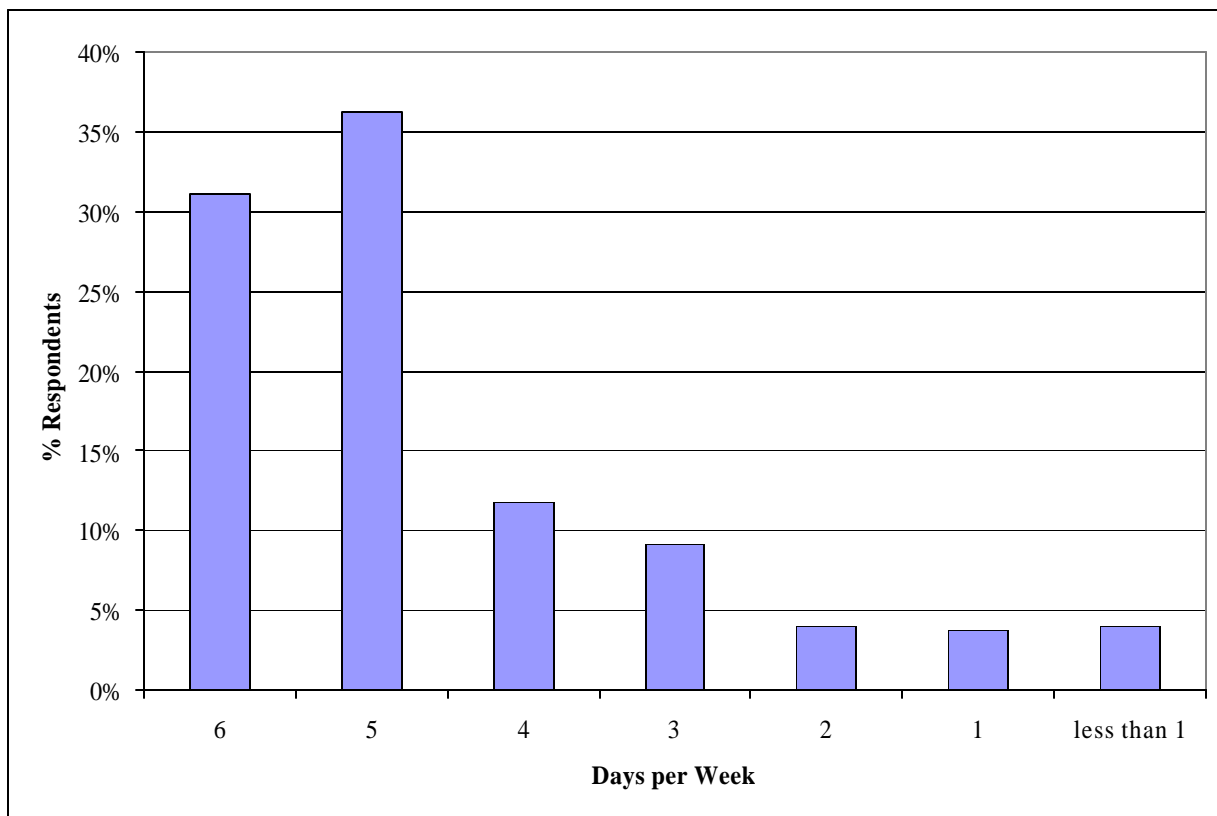
4.2 Citilink Travel Characteristics

The first section of the survey was intended to gather information with regard to the travel characteristics of Citilink patrons. This will assist in developing a profile of a typical Citilink rider and separating the ridership into market segments. The following sections provide a summary of the results from the first set of questions from the survey instrument.

Question 1: In a typical week on how many days do you use Citilink?

When asked how many days per week they rode the bus, 646 respondents answered the question. Figure 4-36 shows the response to the riding frequency question.

Figure 4-36: Number of Days per Week Using Citilink

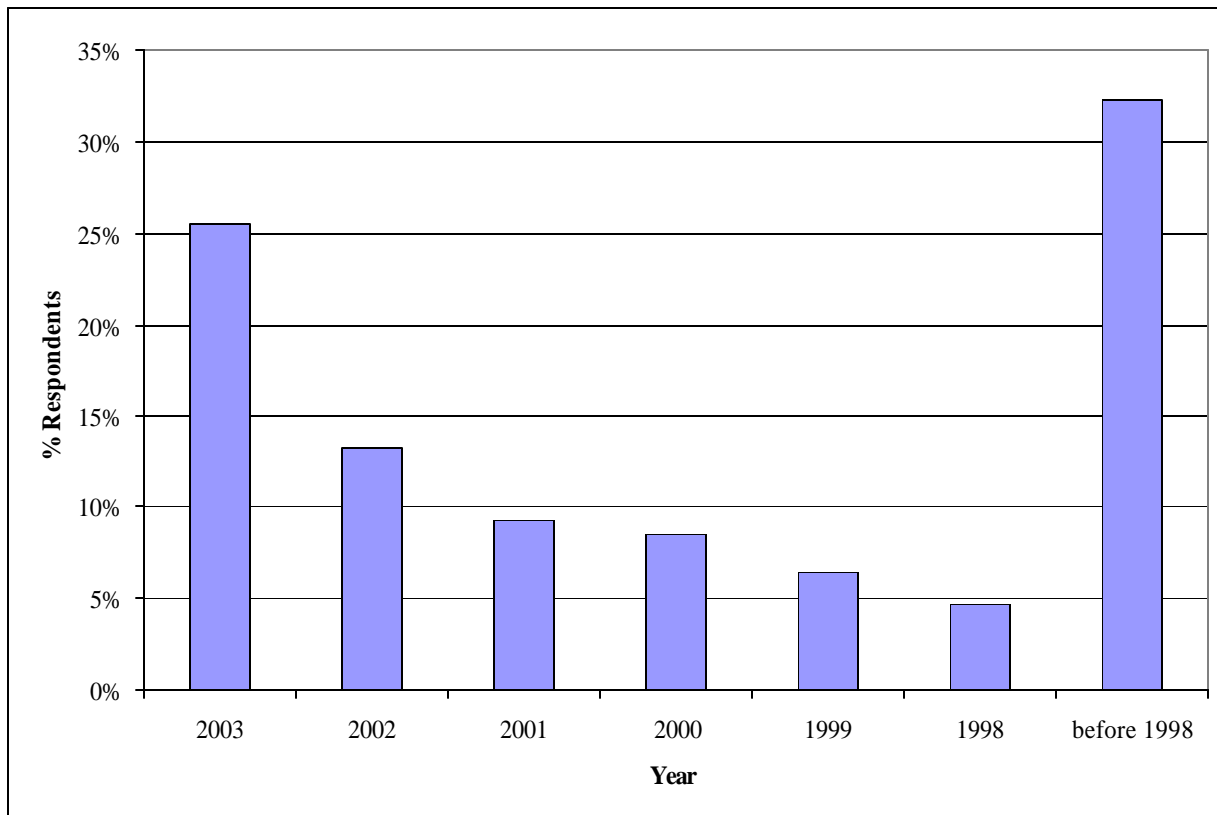


Overall, 36% of respondents said that they rode Citilink five days per week. Another 31% said that they rode Citilink buses six days per week. This indicates that the overwhelming majority of riders are daily riders for whom transit may be the only mobility option available.

Question 2: In what year did you start using Citilink as often as you do now?

Citilink riders started using the bus service either very recently or quite a while ago. Of the 638 respondents, 32% started riding Citilink buses before 1998 and 26% started in 2003. Figure 4-37 describes the usage pattern for respondents over the past 5 years.

Figure 4-37: Year Started Using Citilink



Citilink has a strong base of riders who have been using the service for more than five years. There is a fair number of persons who have begun utilizing ridership in recent years, which indicates a “churn” in ridership where riders utilize the service for a short period of time and then switch to another mode, which is most typically a personal automobile. One common cause of this churn is the unavailability of service on key days and at key times. For instance, if a rider has a job that requires employment on Sunday, they will most likely purchase an automobile to access their job on that day. Once a person purchases an auto, they will more than likely stop utilizing the bus altogether. This results in rider loss and is a common cause of bus service being unable to maintain riders for long periods of time.

Question 3: What Route are you riding now?

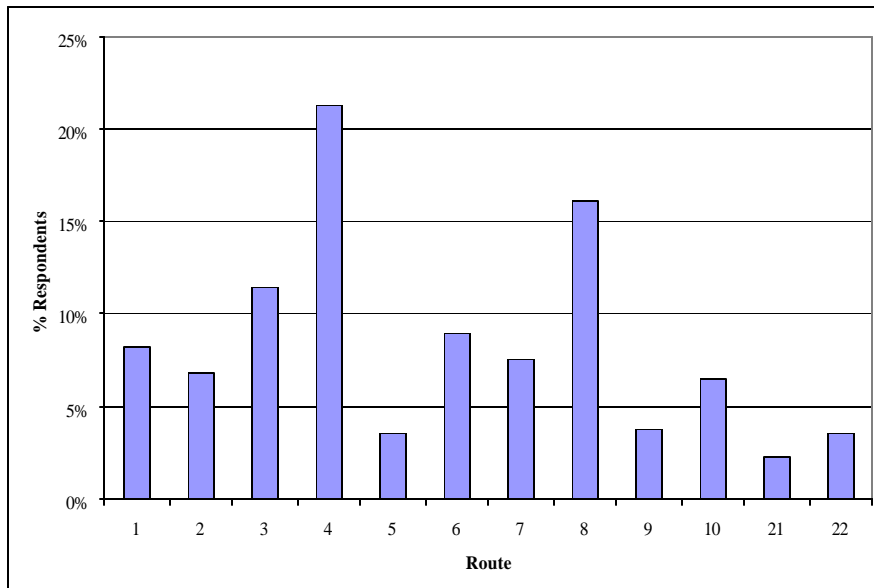
In addition to knowing which route the surveyed individual was riding when they received a survey, there was also a question on the survey about which route the person was riding at that time. Table 4-17 lists the route provided by the respondent in question 3 and the actual route that was being used when the survey was handed out. Some routes had greater discrepancies than others.

Table 4-17: Actual Route of Ridership versus Customer Awareness

<i>Route</i>	<i>Respondent Opinion</i>	<i>Actual</i>
1	47	48
2	39	45
3	65	71
4	121	145
5	20	26
6	51	62
7	43	52
8	92	97
9	21	30
10	37	47
21	13	19
22	20	23
Total	569	665

Overall, the highest number of respondents were riding Route 4. Route 8 also experienced high ridership. Routes 21, 22 and 5 experienced the lowest ridership counts. Figure 4-38 takes the information in the first two columns of Table 4-17 and displays it graphically in a bar chart.

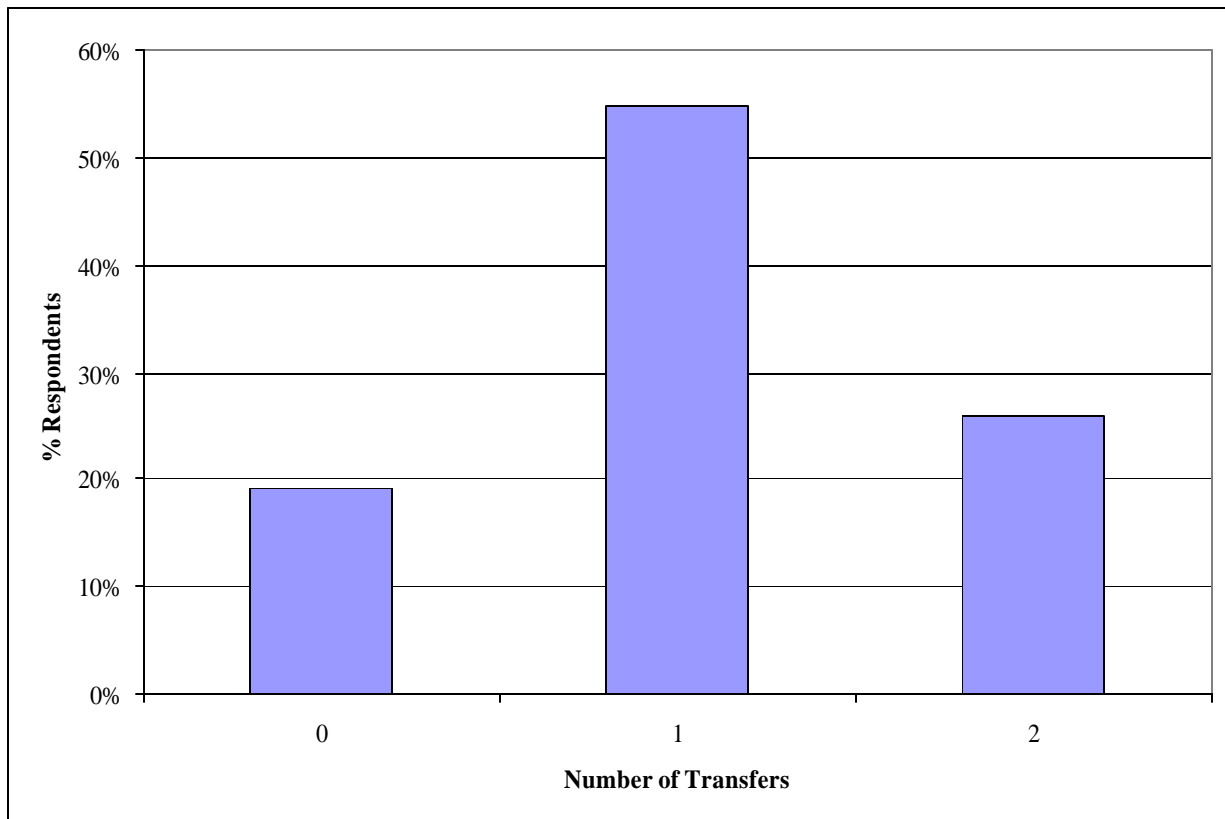
Figure 4-38: Route Currently Riding



Question 4: How many times do you have to transfer to get to where you are going on this trip? (counting ones you already made)

Six hundred and thirty-three people responded to the question of how many transfers they made on the current trip. Figure 4-39 displays the number of transfers used by riders.

Figure 4-39: Number of Transfer Made on Current Trip

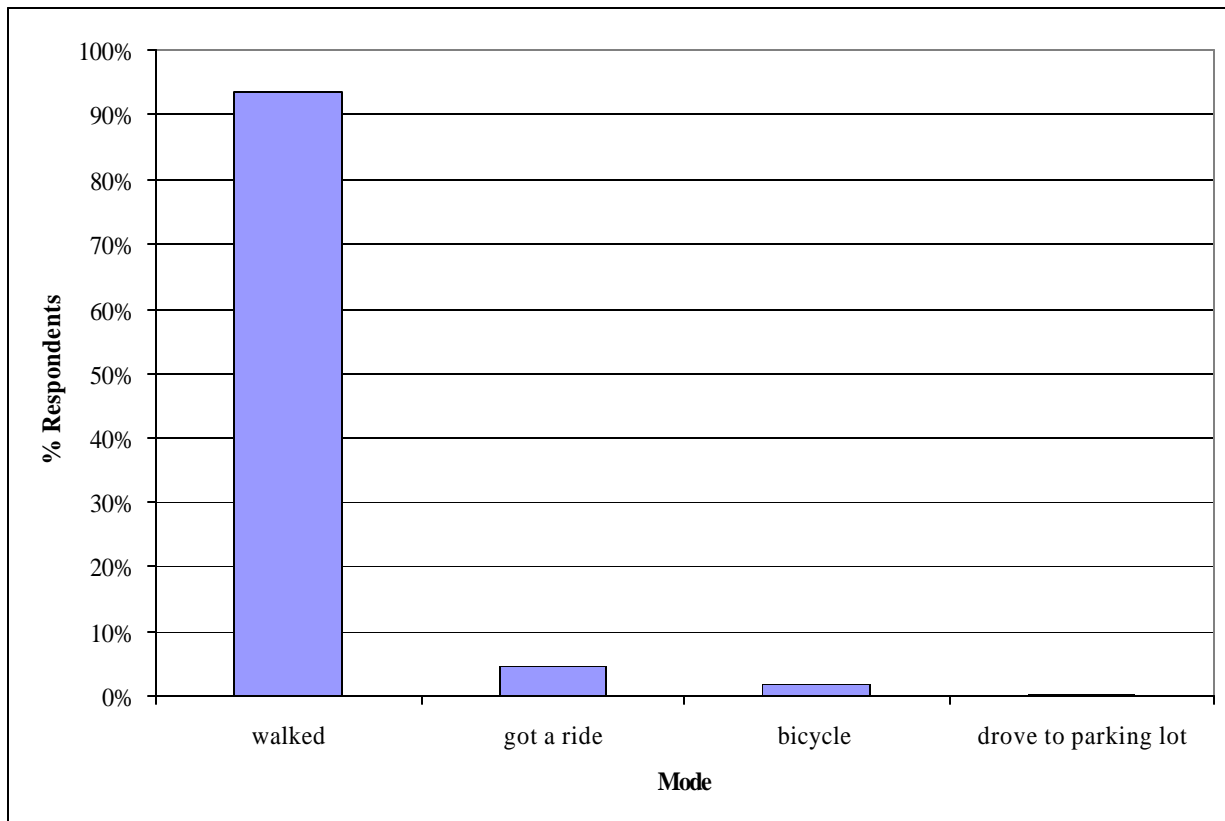


The majority of respondents (55%) made one transfer. Twenty-six percent made two transfers and 19% made no transfers. The transfer rate of 55% is not unusual for a pulse-system such as Citilink where connections through a central hub are a vital component of system design. The relatively high number of persons that transfer more than once are most likely utilizing the deviated fixed route services provided by Citilink.

Question 5: How did you get to the stop where you started this trip?

Nearly all (93%) of the 623 survey respondents who answered this question walked to their nearest bus stop. Figure 4-40 displays graphically the mode of transportation to bus stops by survey respondents.

Figure 4-40: Mode of Transportation to Bus Stop

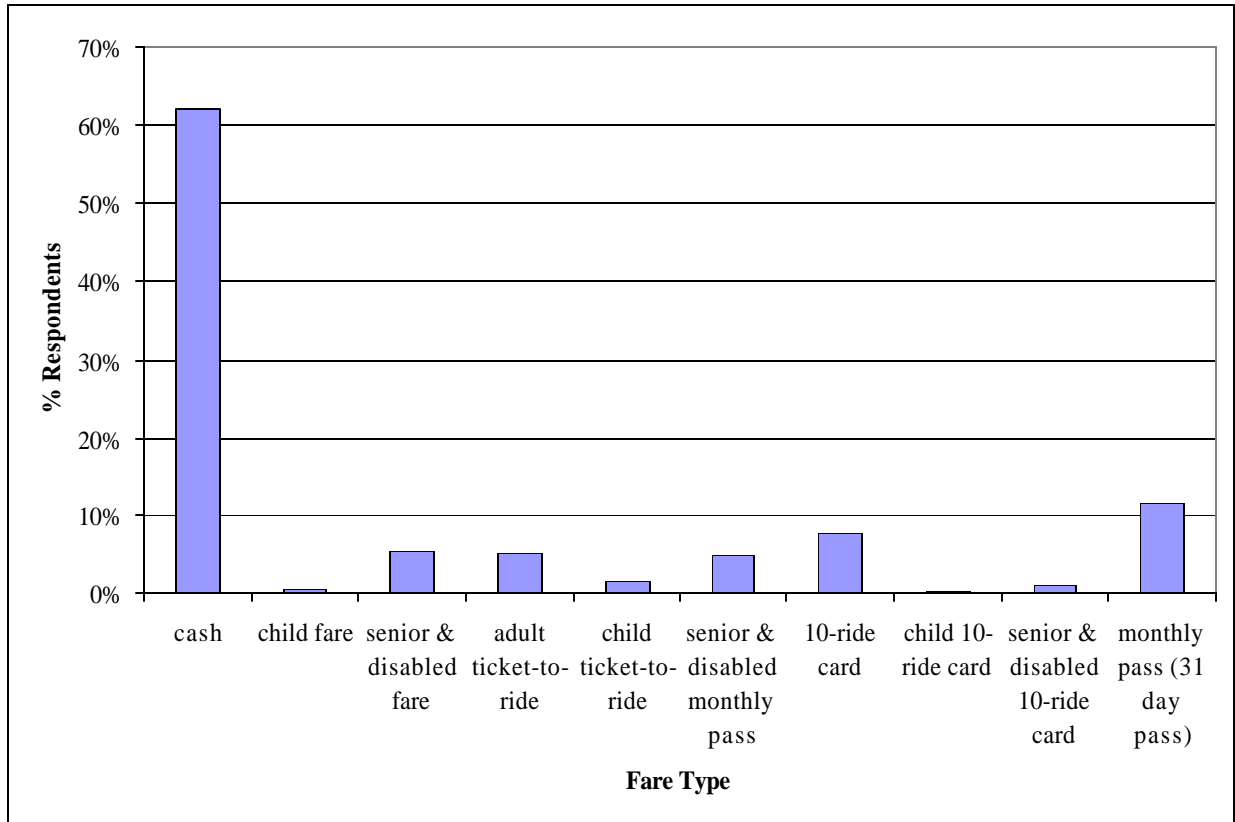


Only one person said that they had driven to parking lot in order to meet the bus. Twenty-nine people got a ride and 11 rode bicycles to the bus stop.

Question 6: How did you pay the fare for this trip?

When asked how they paid for the current bus trip, the majority of respondents (62%) said they paid with cash. Six hundred and six people answered the question. Figure 4-41 describes how respondents paid their fares.

Figure 4-41: Method of Payment for Trip

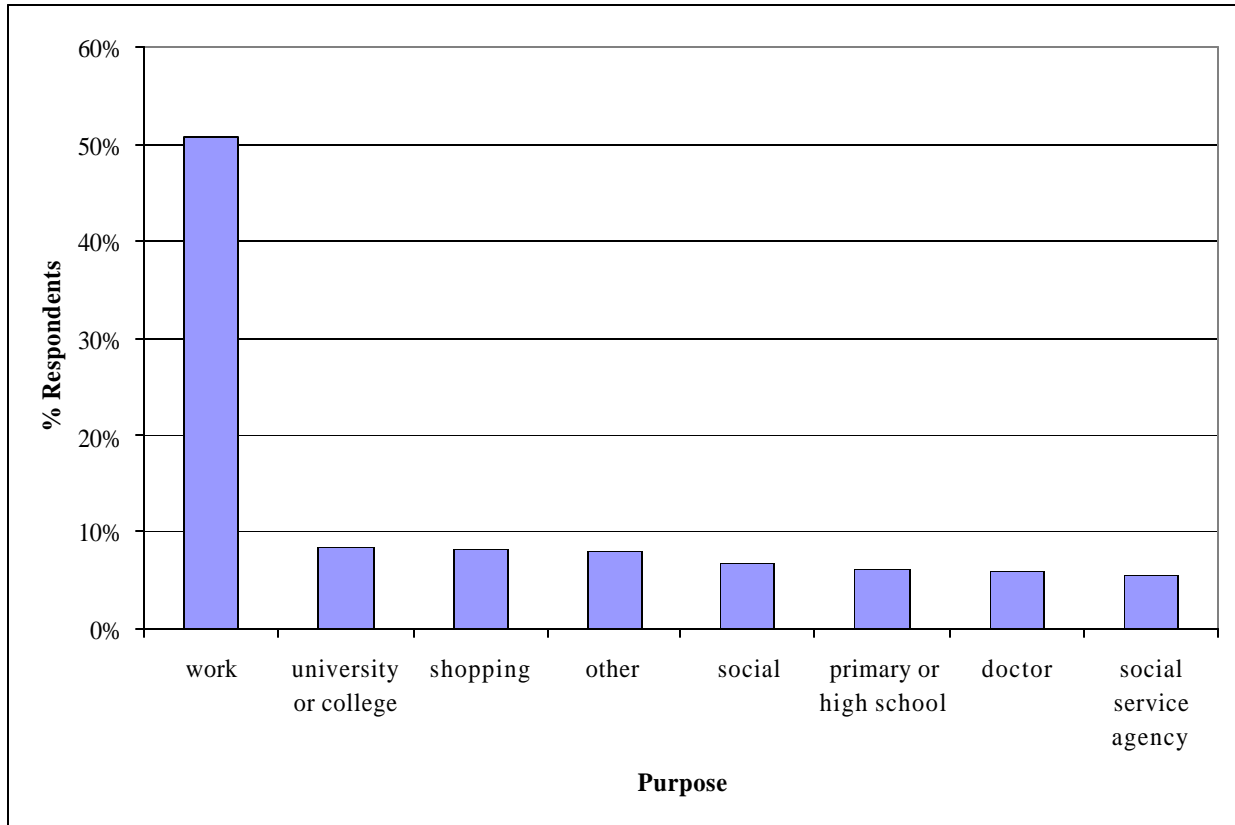


Monthly passes were the most frequently used fare media after the cash fare. Twelve percent of respondents used a monthly pass. Another 8% of respondents used a 10-ride card. Total senior & disabled fares made up 11% of respondents and child fares made up only 2%. This indicates an opportunity for Citilink to market and offer passes and alternative fare media to its patrons in an effort to increase ridership.

Question 7: What is your main purpose for today's trip?

Five hundred and fifty-three people answered the question as to their current trip's purpose. About half (51%) of the respondents were using Citilink to commute to or from work. Figure 4-42 lists the trip purposes of respondents in descending order.

Figure 4-42: Trip Purpose

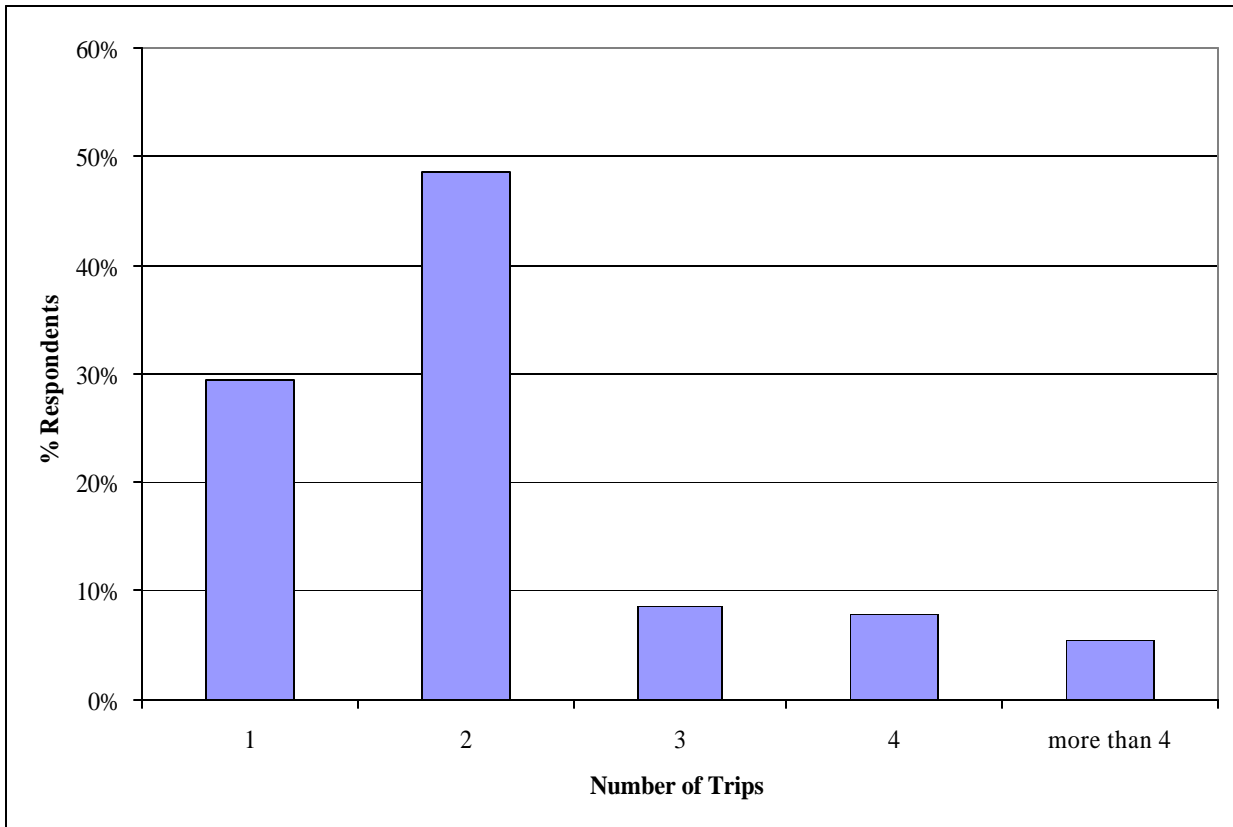


An approximately equal number of respondents were riding Citilink for the purposes of going to or from a college or university, shopping, or other unlisted purpose. The least popular trip purpose, trip to a social service agency, still served 6% of the respondents. This is fairly typical of service in cities similar to Fort Wayne.

Question 8: How many one-way trips per day do you usually make on Citilink?

When asked how many one-way trips a respondent made, several respondents said ‘zero’ because they only make round-trips. However, 601 people did answer the question. About half (49%) of the respondents made 2 one-way trips per day (which equals one round-trip). Figure 4-43 graphs the number of one-way trips made by riders.

Figure 4-43: Number of One-Way Trips per Day



Twenty-nine percent of riders made 1 one-way trip during the day. That leaves a total of 22% of respondents who made 3 or more one-way trips during the day.

Questions 9, 10 and 11 asked respondents to fill in information about the time it takes them to get to their destination using Citilink compared to how long the same trip would take via personal vehicle.

Question 9: About how many minutes does it take you to get from home to the nearest Citilink bus stop?

It generally takes survey respondents less than 10 minutes to walk to their nearest bus stop. Table 4-18 shows the breakdown of time it takes for riders to get to their bus stops. The range of time it took for respondents to get from home to the bus stop was between 0 and 100 minutes. It must be assumed that the 100 minutes was either a data entry or a passenger understanding error because it is not feasible for a person to walk 100 minutes to get to a bus stop and the next lowest time was 70 minutes. The average trip time was 9 minutes.

Table 4-18: Minutes from Home to Bus Stop

Minutes	% Respondents
0-9	66.8%
10-20	19.2%
20-29	5.5%
30-39	5.4%
40-49	1.1%
50-59	0.0%
60-69	1.5%
over 70	0.5%

Sixty-seven percent of respondents lived within a 10-minute walk of the nearest bus stop. Another 19% lived between a 10- and a 20-minute walk from the bus stop.

Question 10: From door to door, including the time to get to the stop, time on the bus, and time to walk where you are going, how long does this bus trip take in good weather?

Question 10 asked respondents how much time they spend on a one-way bus trip to their destination and had 590 responses. The average length of time was 34 minutes. Table 4-19 breaks down the travel time into 10-minute ranges. The range of times was between 1 and 120 minutes.

Table 4-19: Minutes Spent on One-Way Bus Trip

Minutes	% Respondents
0-9	8.3%
10-20	16.3%
20-29	14.7%
30-39	21.9%
40-49	15.4%
50-59	5.1%
60-69	13.9%
over 70	4.7%

Most people (22%) spent between 30 and 39 minutes on their bus trip. Another 16% spent 10-20 minutes, but 15% each had trips lasting 20-29 and 40-49 minutes. Still, 14% of respondents had trips that lasted between 60 and 69 minutes.

Question 11: From door to door, how long would this trip take by car?

Respondents were also asked how long they thought their bus trip would take if they had use of a car. The average time was 16 minutes on the equivalent car trip. Table 4-20 shows the amount of time the equivalent trip would take by car in 10-minute ranges. Half of the respondents said that the equivalent trip would take between 10 and 20 minutes by car.

Table 4-20: Minutes the Trip by Bus would take if taken by Car

Minutes	% Respondents
0-9	14.3%
10-20	49.9%
20-29	26.5%
30-39	7.2%
40-49	0.5%
50-60	1.6%

The range in values for car trip times was between 0 and 60 minutes. Twenty-seven percent of respondents thought that their bus trips would take between 20 and 29 minutes by car. As anticipated, the car trips were perceived as shorter than the equivalent bus trips.

4.3 Customer Opinions on Citilink Services

In order to get a better understanding of how riders feel about Citilink, they were asked to rate 18 service characteristics. Respondents were also asked what improvements they would like to see to Citilink services in order to foster better perceptions of the service. The improvement suggestions will be discussed in the next section.

Questions 12-29: Customer Opinion of Citilink Services

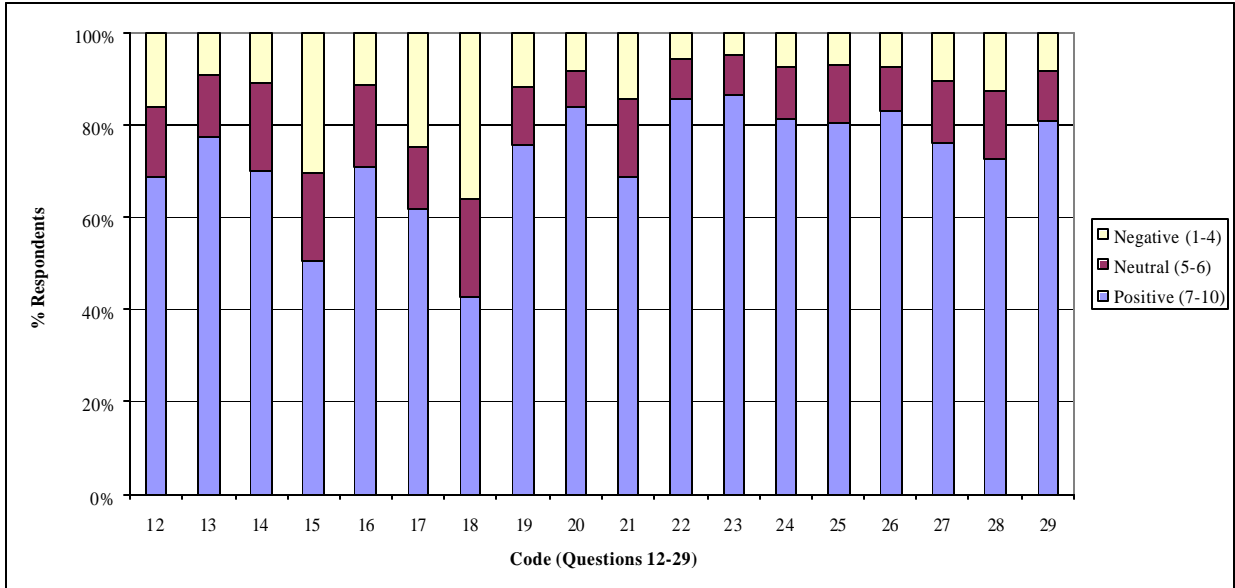
Based on the responses given rating 18 Citilink Service characteristics, the average number of people rating an amenity was 595. Overall, at least half of all respondents were pleased with all services except the hours of service on Saturdays. Table 4-21 tell which code corresponds to which service area and the number of responses received with regard to each service area.

Table 4-21: Service Areas Rated and Numbers of Responses

Code	Service Rated	# Responses
12	On-time performance of the Citilink buses	628
13	Reliability of the Citilink buses	625
14	How often your bus route runs on weekdays	604
15	How often your bus route runs on weekends	564
16	Timing of the connections when transferring	583
17	The hour your bus stops running on weekdays	578
18	The hour your bus stops running on Saturdays	568
19	Personal safety at the bus stop	614
20	Personal safety on the bus	601
21	The total time your bus trips will take today	601
22	Courtesy of the bus operator today	603
23	Condition of the bus you are on today	612
24	Condition of your bus stop today	601
25	Condition of the transfer point you use most	591
26	Clarity of the printed route & schedule information	595
27	Accuracy of information you get from Citilink by phone	590
28	Length of time on hold when calling Citilink	575
29	Courtesy of the telephone information person at Citilink	585

Figure 4-44 portrays the customer satisfaction situation at Citilink. Customers were asked to rate service characteristics on a scale of 1 to 10 with 10 being the highest. Ratings of 4 and lower were considered negative, ratings of 7 and higher were considered positive and ratings of 5 or 6 were considered neutral. All of the service characteristics except #18 (Saturday operating hours) were rated positively by at least half of the respondents. Seven elements were rated positively by 80% or more respondents. Courtesy of the bus driver and condition of the bus were the most highly rated service characteristics with 86% positive ratings each. After the low rating of Saturday running time, the second worst rated characteristic was service frequency on the weekends (51% positive ratings). The average rating for all elements was 7.6.

Figure 4-44: Customer Ratings of 18 Citilink Services



It is interesting to note that the factors that rated lowest tended to relate to service span and frequency. If viewed in conjunction with the drop-in sessions for riders, the main service improvement that people indicated in later weekend hours and Sunday service as well as increases in service frequency on weekdays. These factors will need to be taken into account during the route planning phase of the study.

After rating the current Citilink situation, respondents were asked what Citilink could do to improve their perception of the system. This will be addressed in the next section.

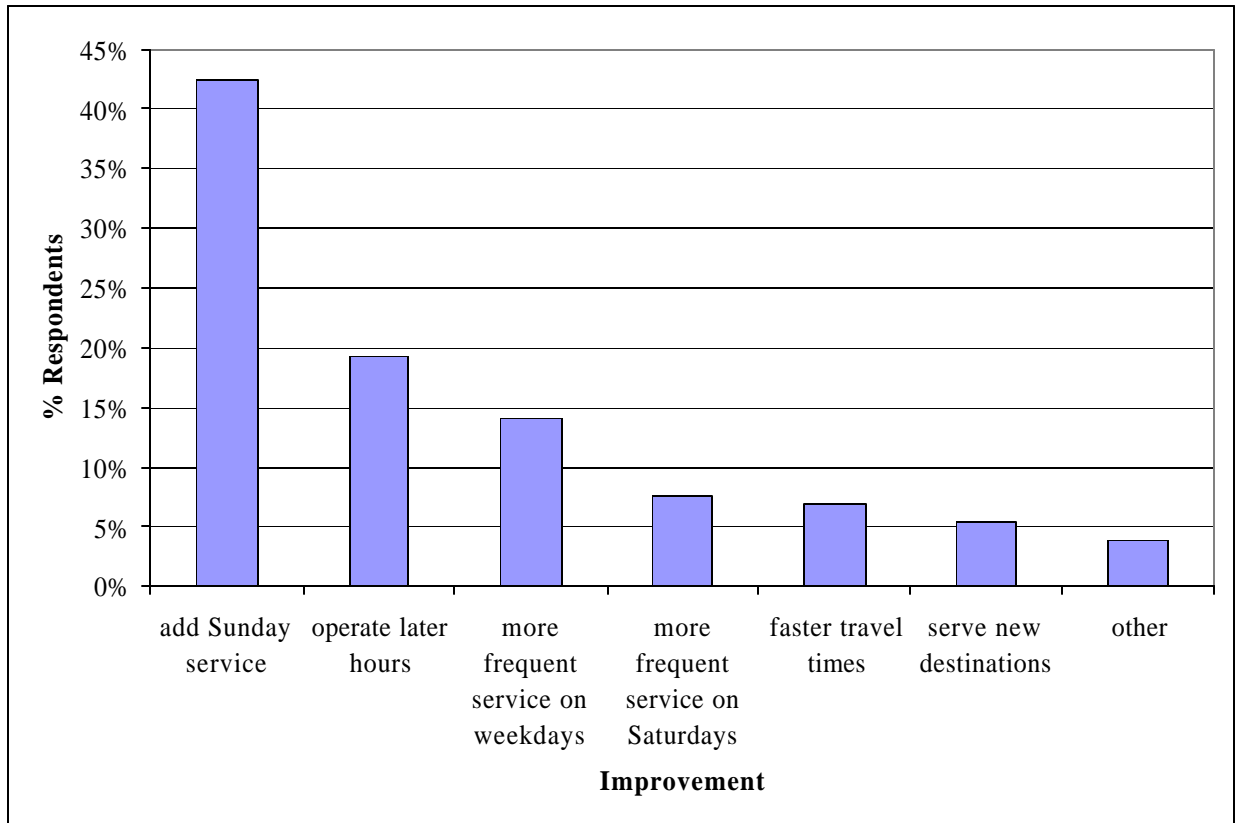
4.4 Service Improvement Options

Respondents were asked given their opinion on Citilink service characteristics, which areas of service were most in need of improvement and how they would like to be informed about service changes.

Question 30: What is the ONE single most important improvement you would like to see at Citilink? (please circle only 1)

Respondents were given a choice of service improvements or had room to write in the improvement most important to them. Four hundred and seventy-two people answered the question. Figure 4-45 displays the recommended service changes in order of popularity. Forty-three percent of respondents said the most important service improvement would be the addition of Sunday service.

Figure 4-45: Suggestions for Improvement to Citilink Service

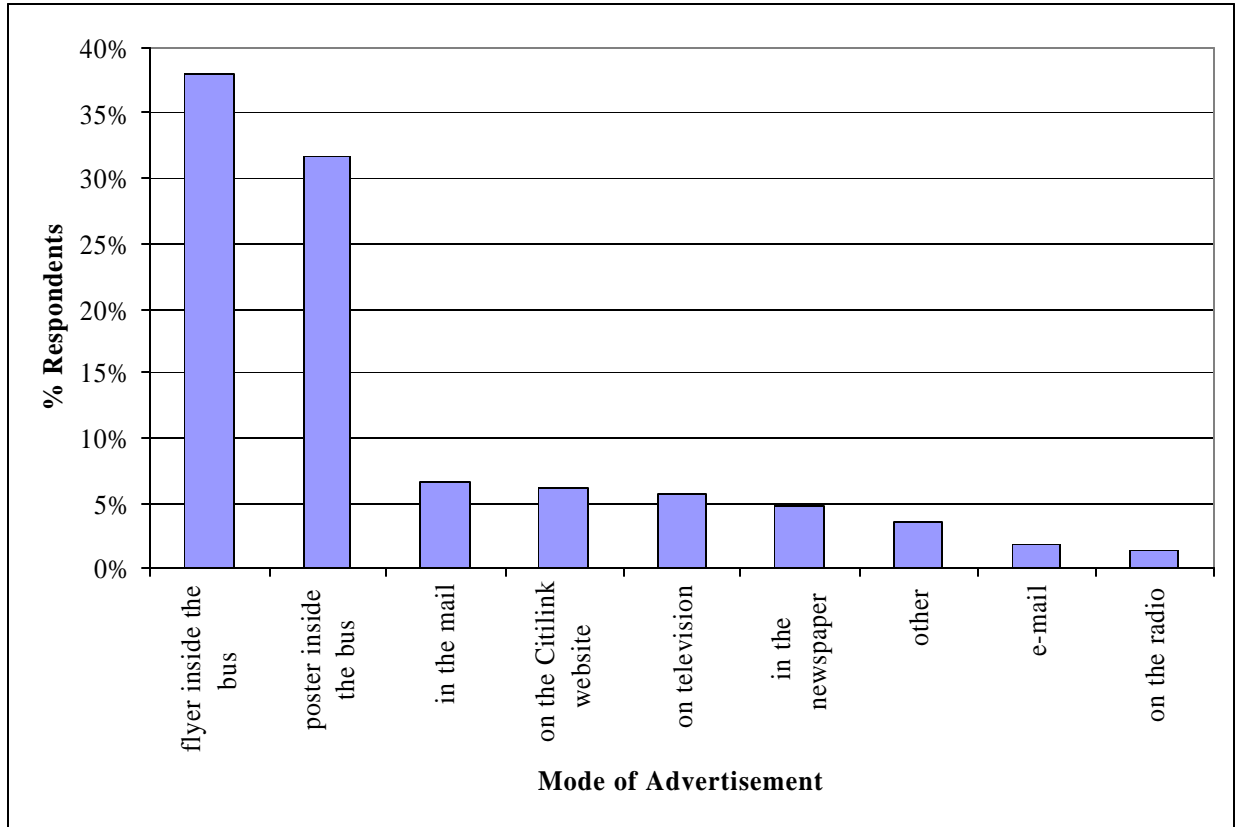


Nineteen percent of respondents said they would appreciate later hours of operation and 14% said that more frequent service on weekdays would be useful.

Question 31: What is the ONE best way for you to get information about route and service changes on Citilink? (please circle only 1)

Respondents were then asked how they would like to receive information about service changes. Four hundred and ninety-seven people answered the question. Figure 4-46 lists how information would be best received by riders.

Figure 4-46: Best Method for Disseminating Service Change Information



Most people would prefer to receive service change information on the bus, either in a flyer (38%) or on a poster (32%). This is an interesting question in the respect that patrons prefer to receive information in the most archaic manner (poster or flyer on the bus) rather than through modern technology such as email or website. This is an indication that many transit riders may not have consistent access to electronic methods of receiving information. While transit agencies strive to develop comprehensive and needed websites, it is important to understand that traditional methods of information dissemination are equally important.

4.5 Rider Profile

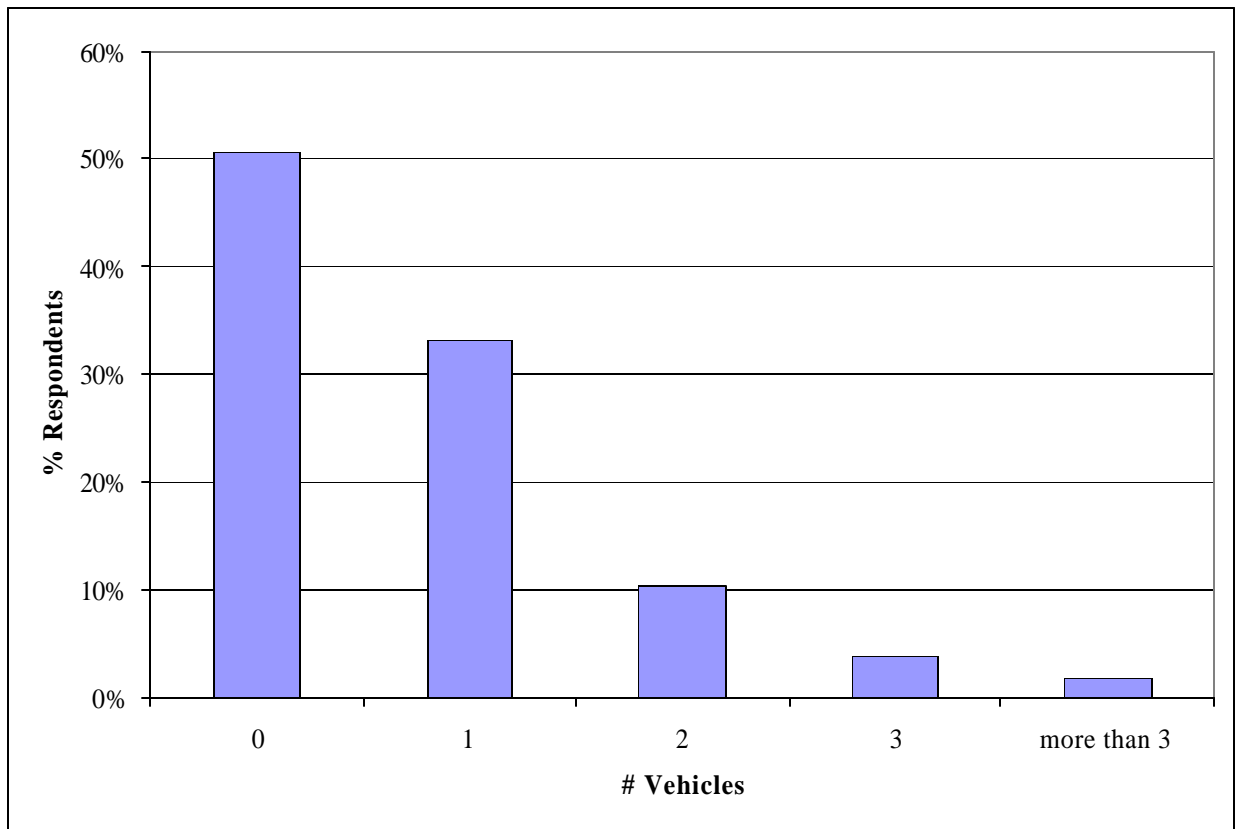
Several demographic and travel pattern questions were asked of respondents for the purpose of determining a profile of a typical Citilink rider. This profile allows the study team to better understand the Citilink ridership.

Vehicles available, age, home location, internet usage, ethnicity, and language were all characteristics used to create the profile. Generally, Citilink riders are transit-dependent (no cars available), are between the ages of 20 and 50, live southeast of downtown, use the internet, have never visited the Citilink website, make less than \$10,000 per year, are Caucasian, and speak English.

Question 32: How many cars or other vehicles are available for your use?

Half of Citilink’s ridership is transit-dependent because they have no vehicles available for their use. Of the 569 people who responded to the question, 288 had no vehicles available. Figure 4-47 shows the breakdown of vehicles per household from most frequent to least frequent.

Figure 4-47: Number of Vehicles Available per Household

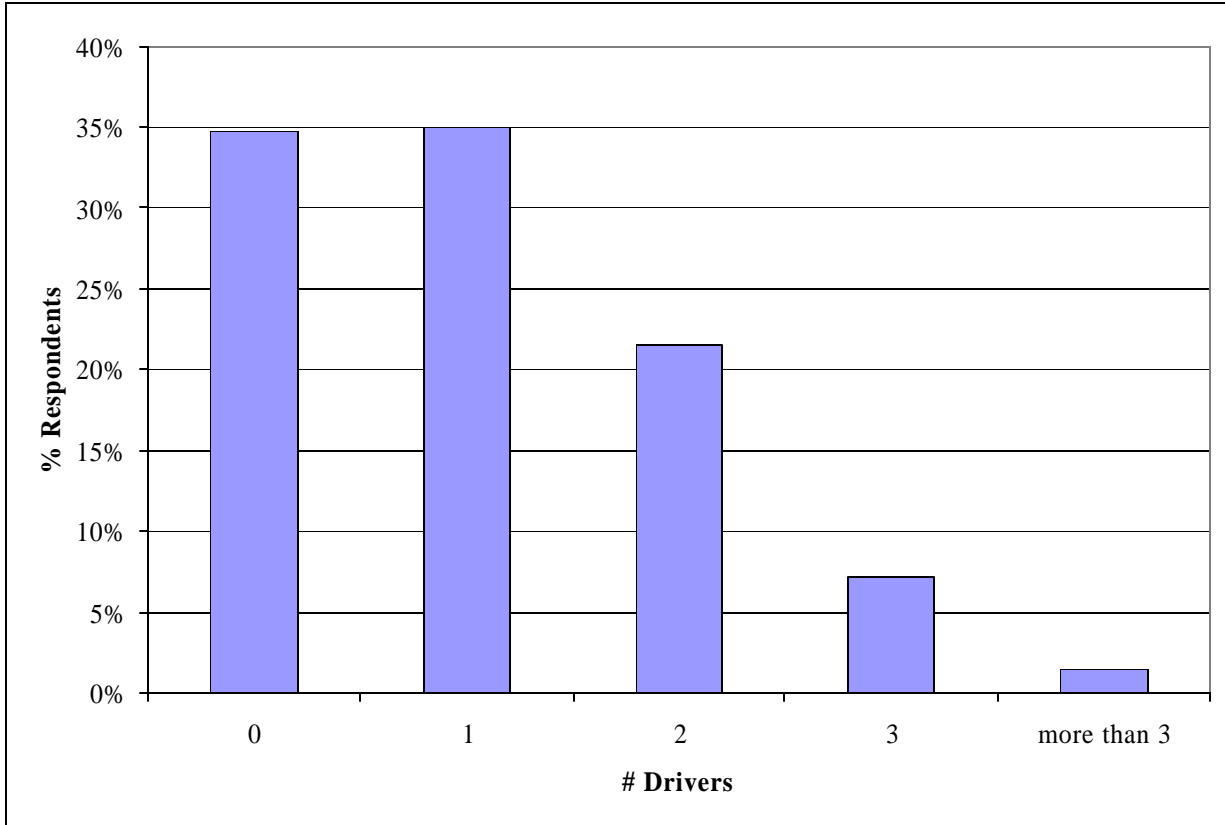


About a third of the respondents reported that there was one vehicle available in their household. Eleven percent said that there were two cars in their household.

Question 33: How many drivers are there in your household (with a license)?

Respondents were also asked how many riders reside in their households. Of the 555 people who responded to the question, they were generally split between zero and one driver per household (35% each). Figure 4-48 describes the driver availability situation of Citilink riders.

Figure 4-48: Number of Drivers per Household

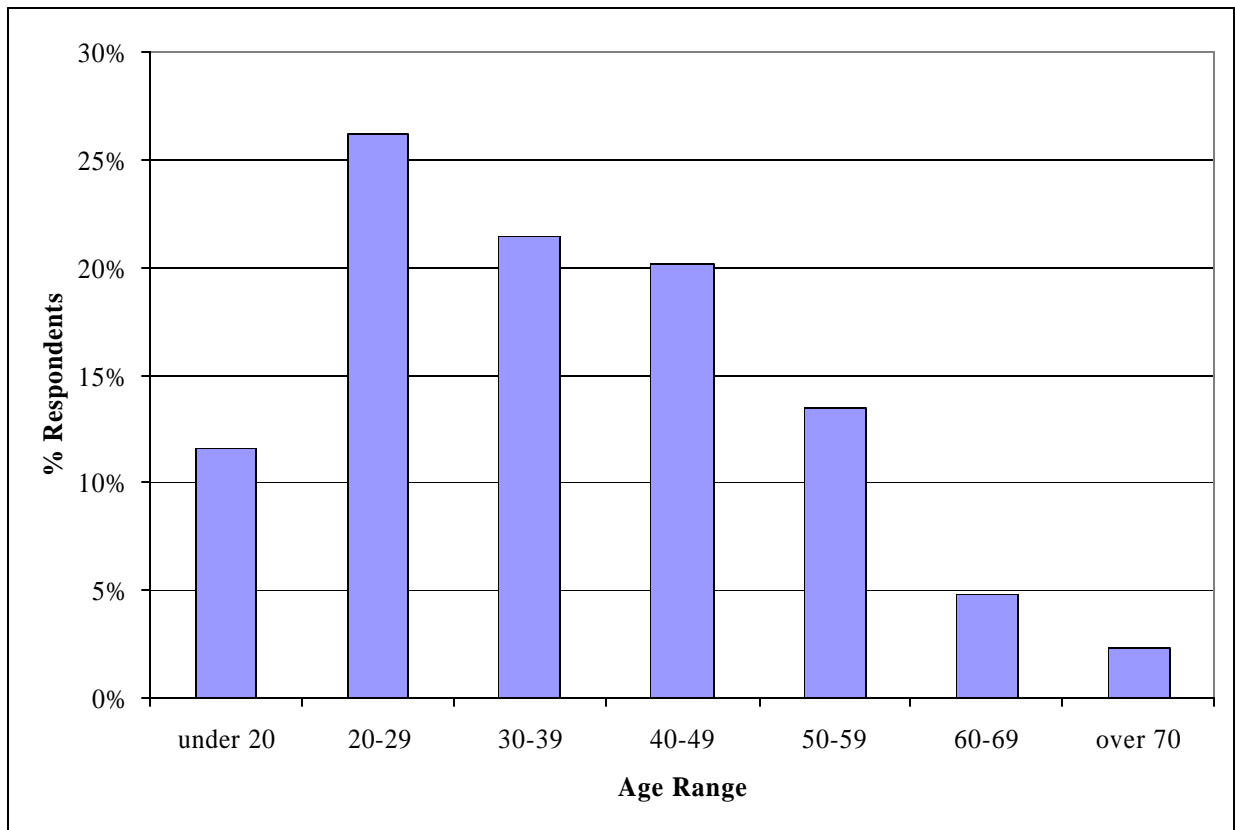


Twenty-two percent of respondents noted that they had two licensed drivers living in their household.

Question 34: How old are you?

Citilink has mostly young to middle-aged riders. Five hundred and forty-two people answered the age question. The highest percentage (26%) were in their twenties. The average age of riders was 37. Figure 4-49 lists the age ranges of riders in 10-year increments.

Figure 4-49: Age of Riders

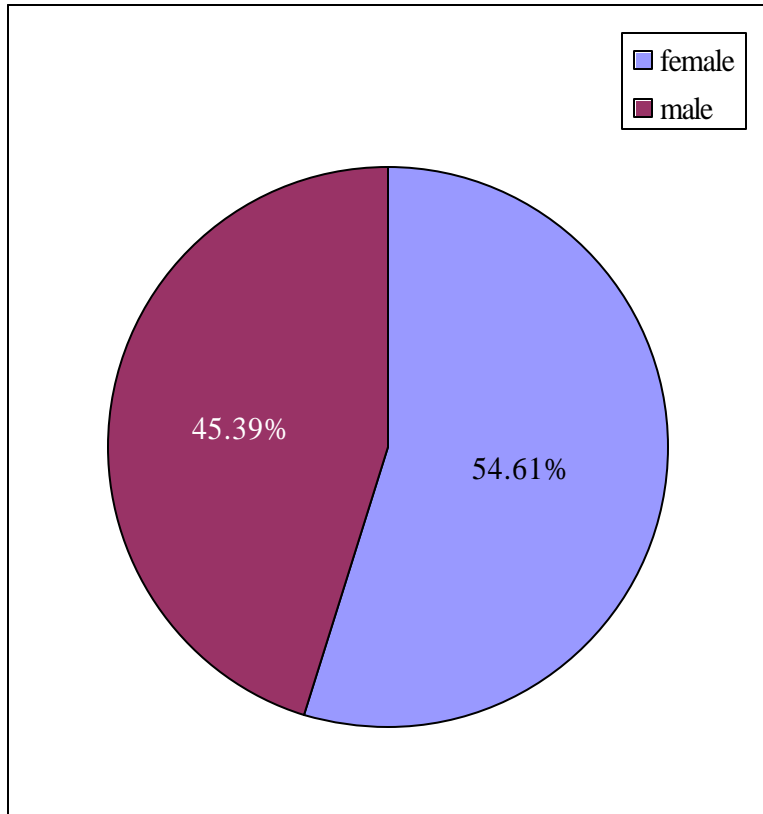


Twenty-one percent of respondents were between the ages of 30 and 39 and 20% were shown in Figure 4-49. A significant proportion of the rider population was also between the ages of 50 and 59 (13%) and under 20 years old (12%). It is interesting to note the relatively small share of elderly riders on the system. This is an indication that alternative transportation may be available through social service agencies for seniors. Citilink should make efforts to attract this market segment.

Question 35: Are you male or female?

The female/male ratio of respondents was pretty even. Slightly more females completed the surveys than males (55% versus 45%). Figure 4-50 shows the gender make-up of respondents.

Figure 4-50: Gender of Respondents



Question 36: What is the zip code at your home?

To get an idea where Citilink riders were coming from, the survey asked respondents the zip code of their residence. Five hundred and twenty-nine people provided their zip codes. Figure 4-51 displays a map of residence zip codes by frequency of occurrence. The zip codes to the southeast of downtown provide the largest percentages of riders.

Figure 4-51: Zip Codes of Residence

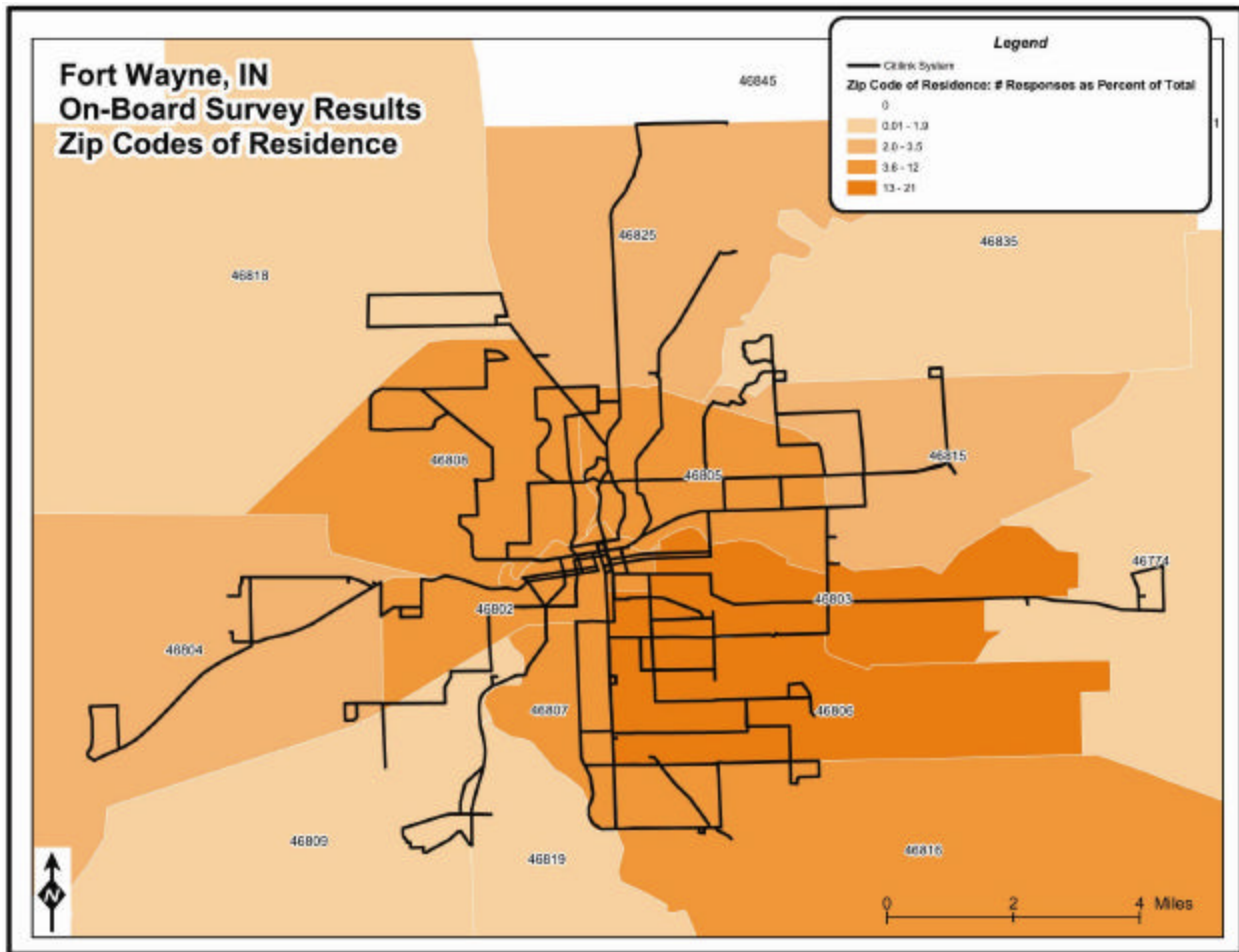


Table 4-22 shows the number of respondents living in the most common zip codes.

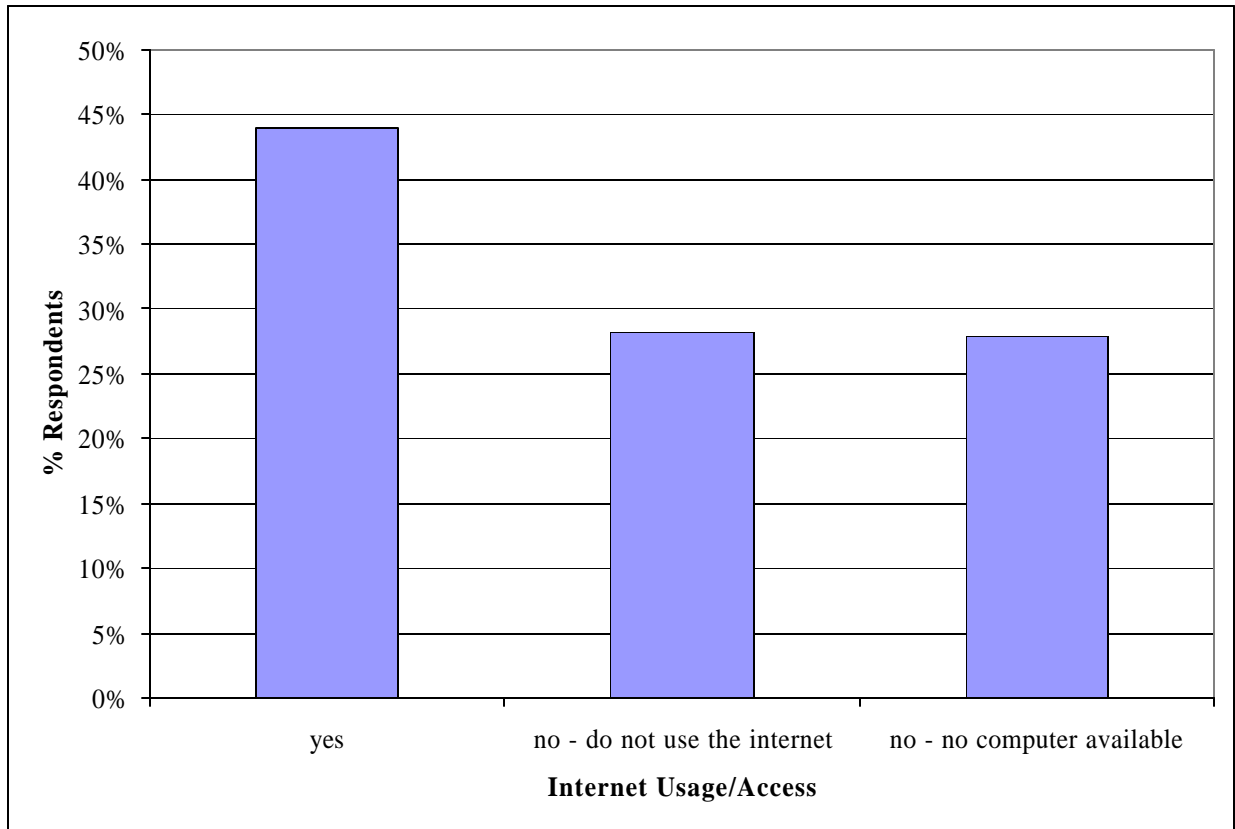
Table 4-22: Most Popular Zip Codes of Residence for Citilink Riders

Zip Code	# Respondents
46806	109
46803	76
46805	61
46808	54
46816	49
46802	45
46807	39

Question 37: Do you use the Internet/ World Wide Web once or more per week?

Citilink riders were split reasonably equally between using the internet, not using the internet, and not having a computer available. The highest percentage (44%) of survey respondents said that they used the internet once or more per week. Figure 4-52 describes the internet usage and availability traits of survey respondents.

Figure 4-52: Weekly Internet Usage

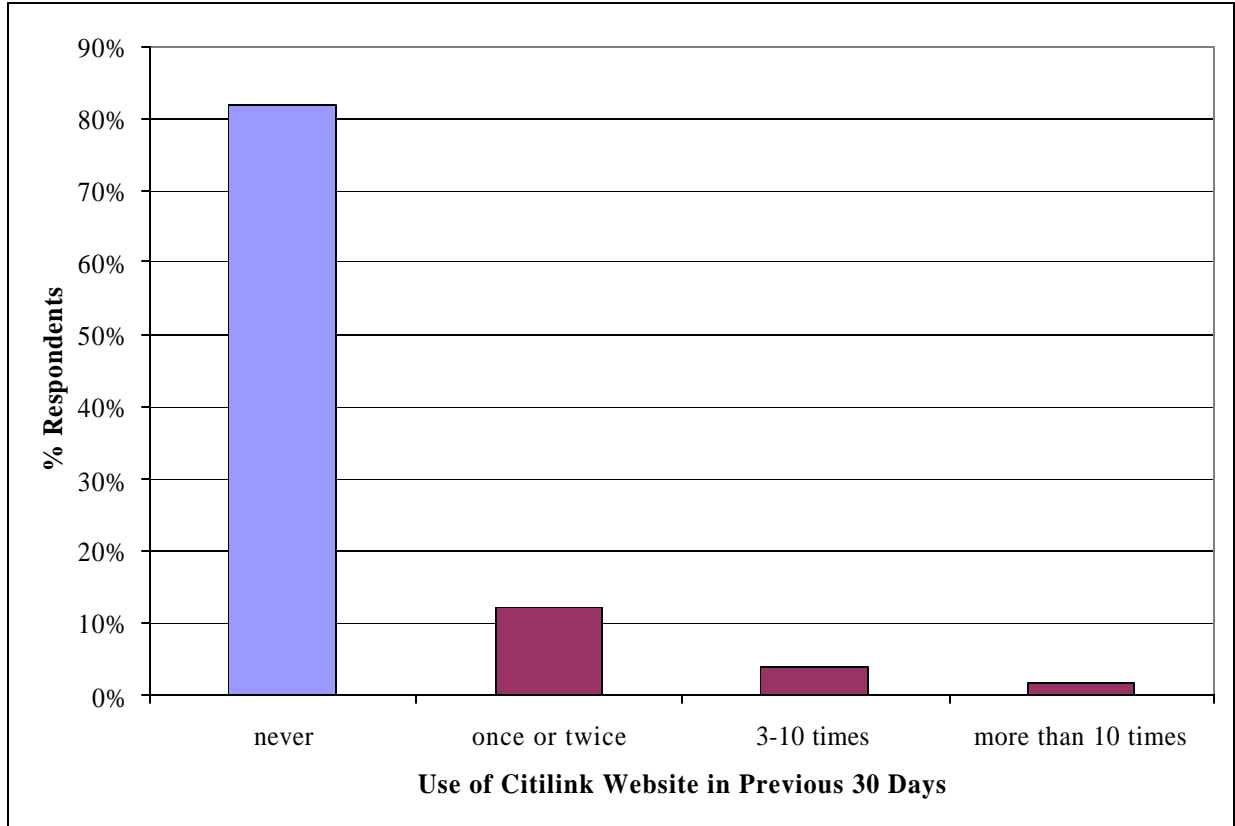


Five hundred and fifty-five people answered the internet usage question. Twenty-eight percent of respondents did not use the internet. The same was true of people without a computer available. This indicates the need to provide information to riders in traditional methods such as mailings and postings on vehicles.

Question 38: In the past thirty days, how often, if at all, have you visited the Citilink website?

The vast majority of Citilink riders have never visited the Citilink website. Of the 529 people who answered the question, 82% said they had never visited the website. Figure 4-53 displays the proportion of people who had visited the website versus the people who had never visited the website (or were unaware that it existed).

Figure 4-53: Use of Citilink Website

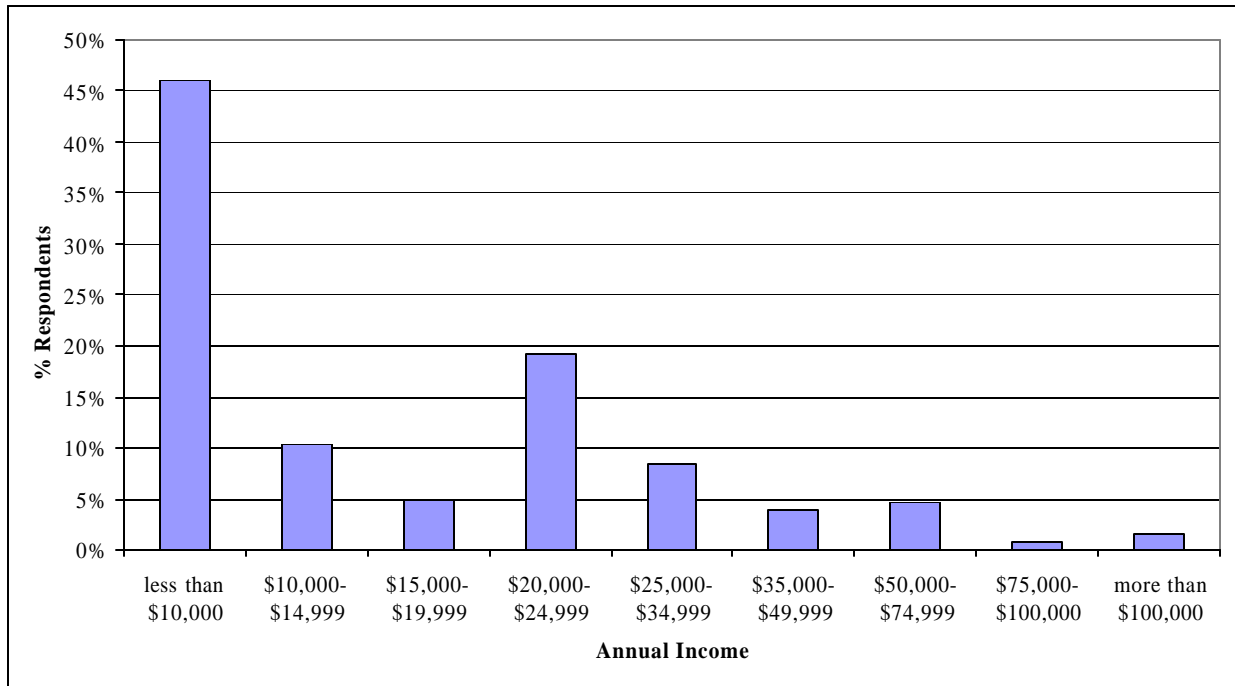


Twelve percent of respondents noted that they had used the Citilink website once or twice in the past 30 days. The remaining 6% of respondents said they had visited the Citilink website more than 3 times in the past 30 days.

Question 39: What is your total household income?

Some respondents were leery about sharing personal information, which is shown clearly by the fact that only 483 people chose to answer the question about annual household income. Figure 4-54 displays the income ranges of survey respondents. The largest percentage of Citilink riders have less than \$10,000 annual household income (46%).

Figure 4-54: Annual Household Income

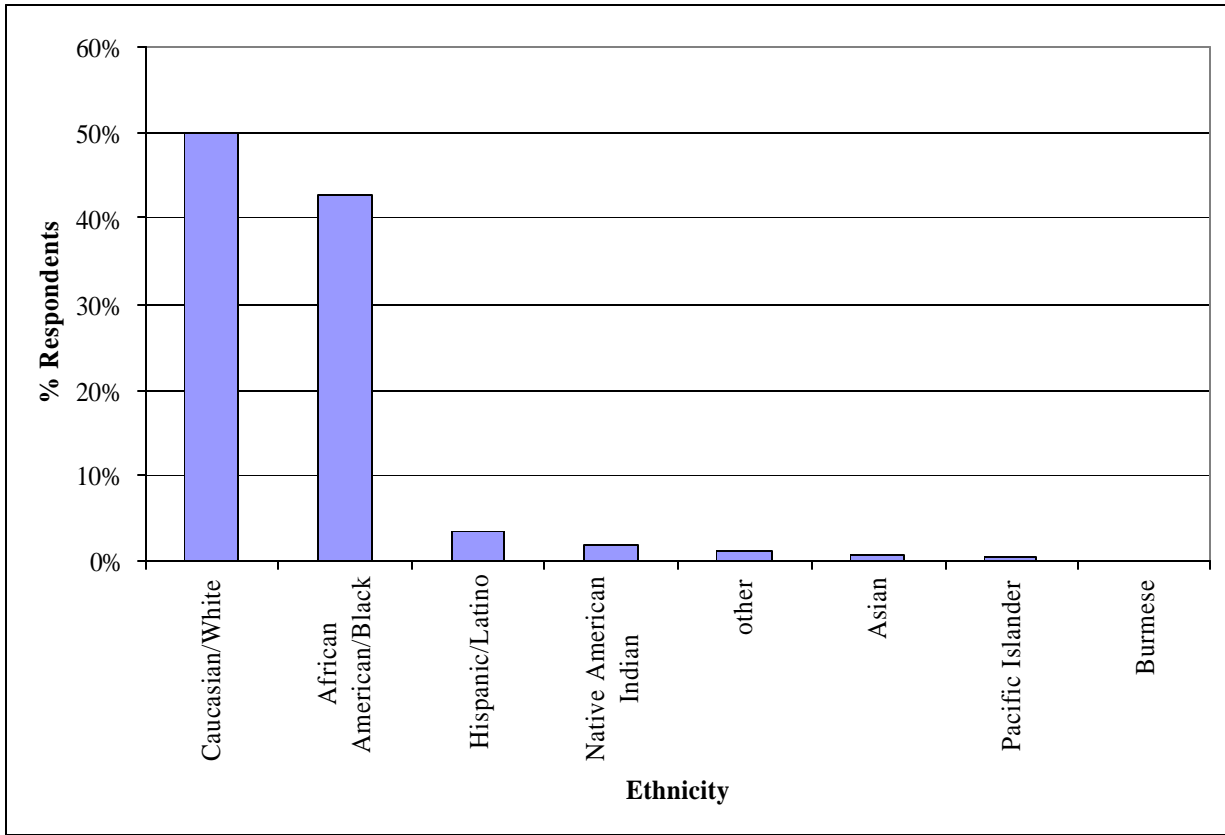


Another peak in annual household income is between \$20,000 and \$24,999 with 19% of respondents. Eight respondents even said that they had annual household incomes greater than \$100,000.

Question 41: Do you consider yourself? (circle all that apply)

Respondents were also asked to comment on their ethnic background. Citilink riders are generally split between two ethnic groups: Caucasian and African American. Figure 4-55 shows the ethnic breakdown of Citilink riders.

Figure 4-55: Ethnicity of Riders

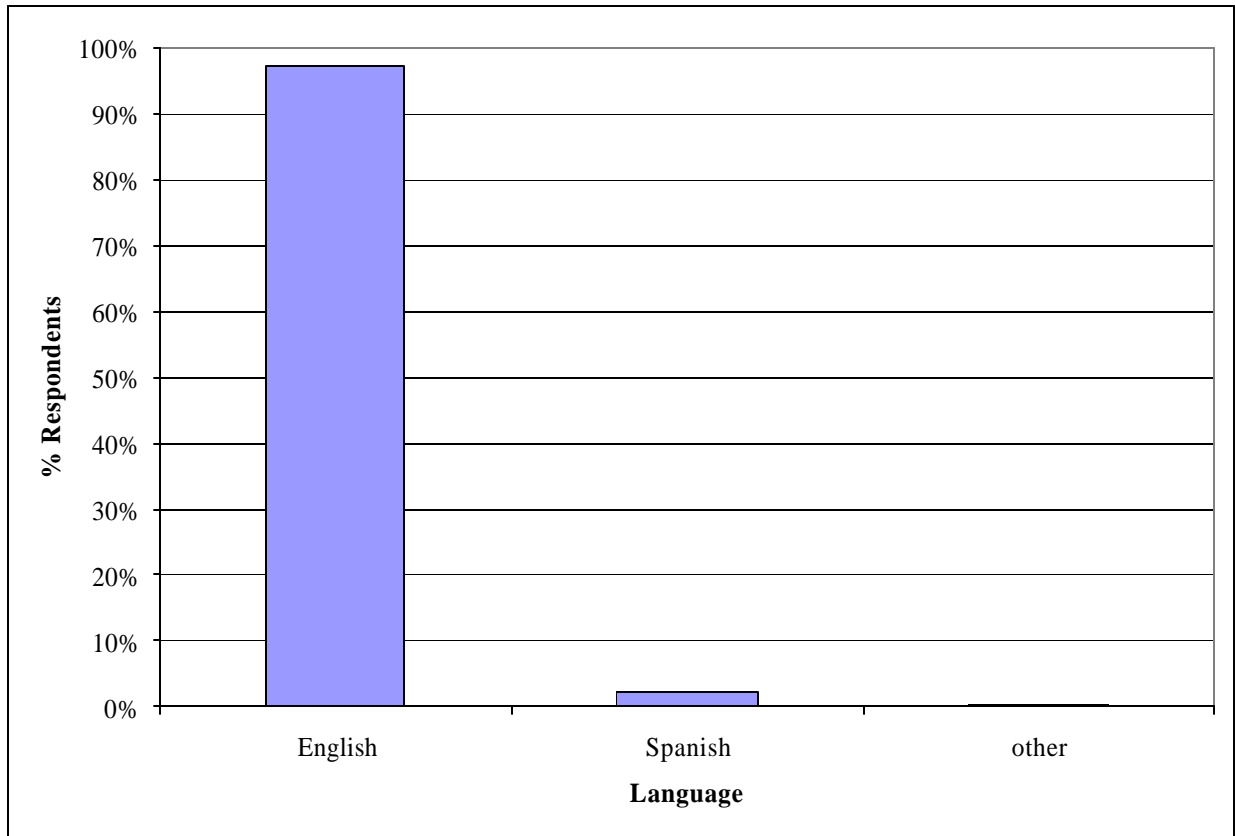


Of the 526 respondents who answered the ethnicity question, half were Caucasian/White and 43% were African American/Black. A very small percentage of riders were Hispanic/Latino – 3%.

Question 42: In what language do you prefer to receive information about bus service?

Given the very small percentage of Hispanic/Latino riders identified in the previous question, it is no surprise that the language of choice is English. Ninety-seven percent of riders said they preferred to receive Citilink communications in English. Figure 4-56 shows the overwhelming English preference.

Figure 4-56: Language Preference for Citilink Communication



Twelve respondents said they preferred to receive communication in Spanish and 2 said they would prefer another language.

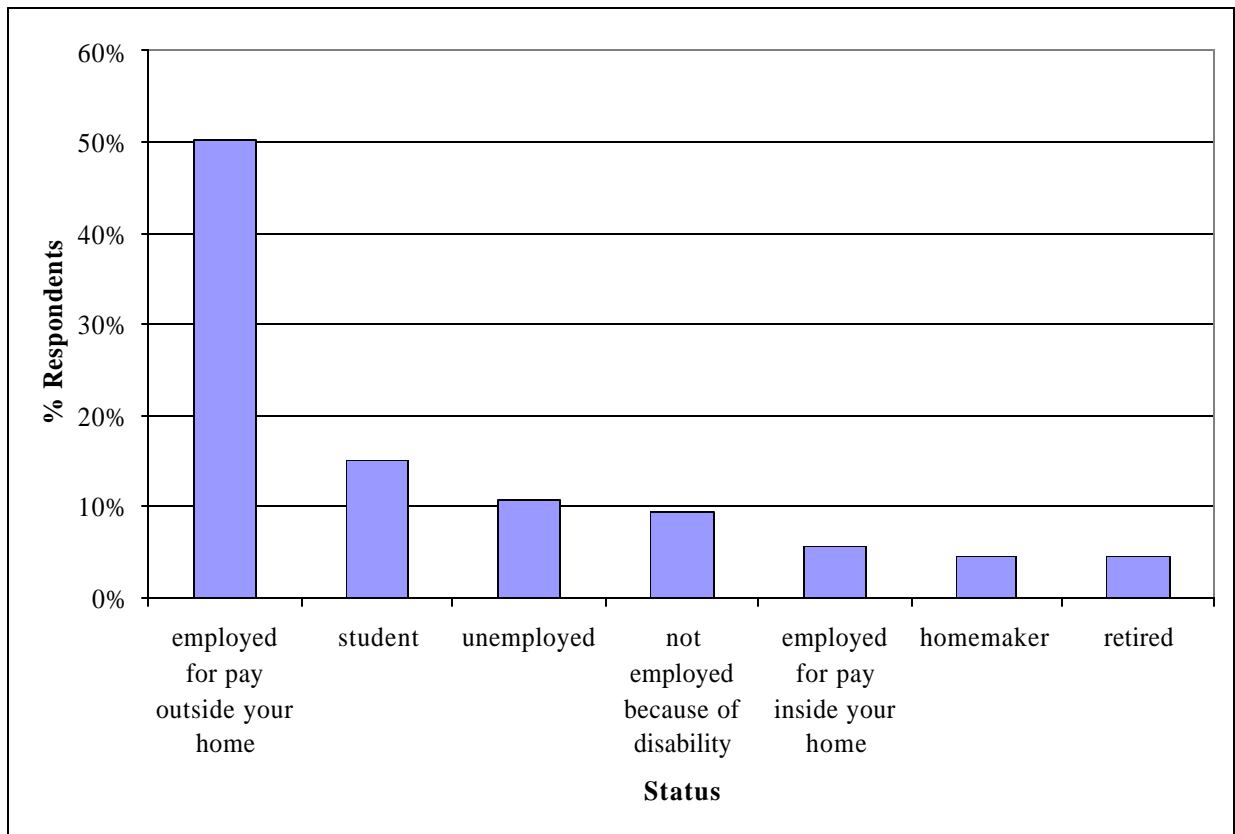
4.6 Rider Employment Characteristics

Employment characteristics are perhaps the most important information for Citilink because most of their riders use the service to get to and from work. Fewer people answered the employment characteristics questions because not all riders were employed. Also, the employment questions were on the second page of the survey and some respondents did not find the time to fill-in the reverse side.

Question 40: Which of the following applies to you?

Half of Citilink riders are employed. Figure 4-57 displays all of the types of employment status and the percentage of Citilink riders that fall within that category. Only 468 people answered the question about their employment status.

Figure 4-57: Employment Status of Citilink Riders

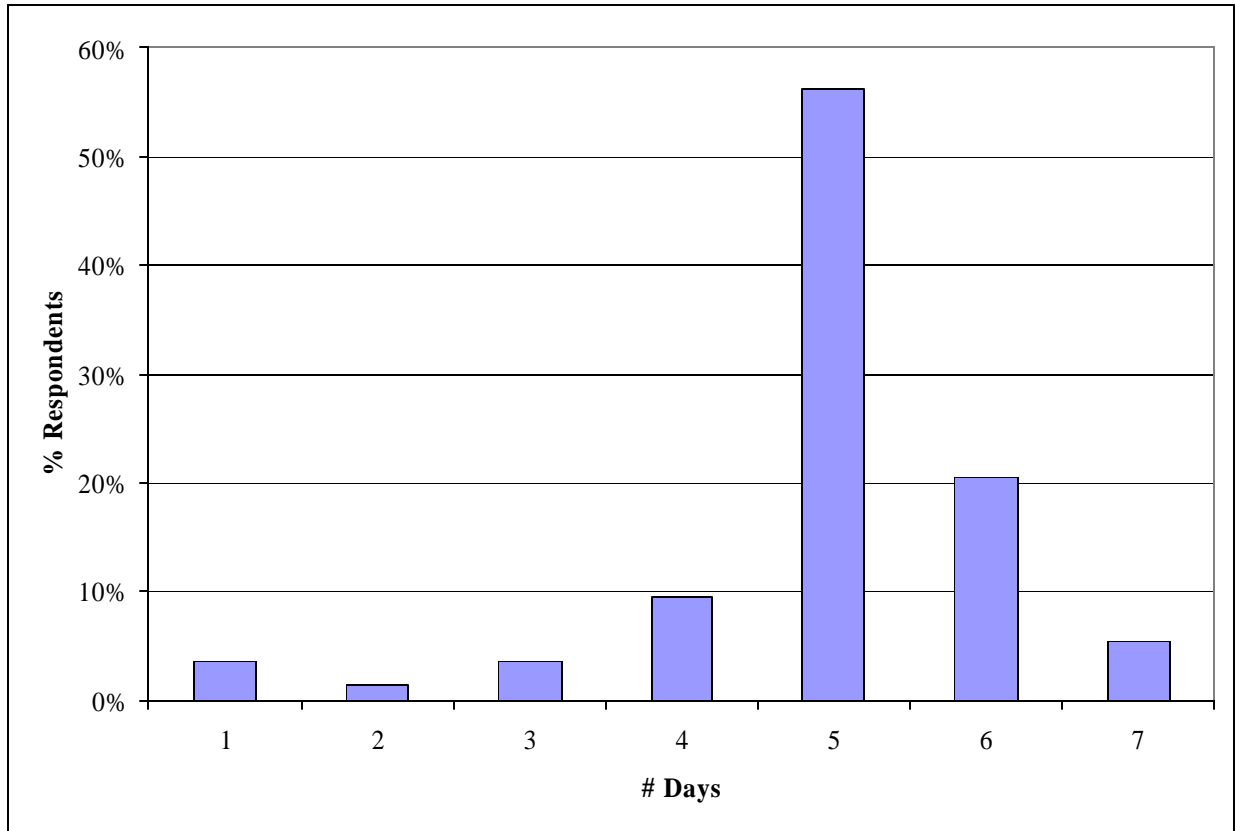


Another 15% of riders were students. About 11% of respondents said they were unemployed. In conjunction with previous figures that indicate few elderly riders on the Citilink system, it is not unusual that very few persons indicated that they were retirees.

Question 40a: How many days a week do you work at this job?

Citilink riders generally work 5 days per week (56%). Many (21%) even work 6 days per week. Three hundred and seventy people answered the workweek question. Figure 4-58 displays the number of workdays for Citilink riders.

Figure 4-58: Number of Days Worked per Week

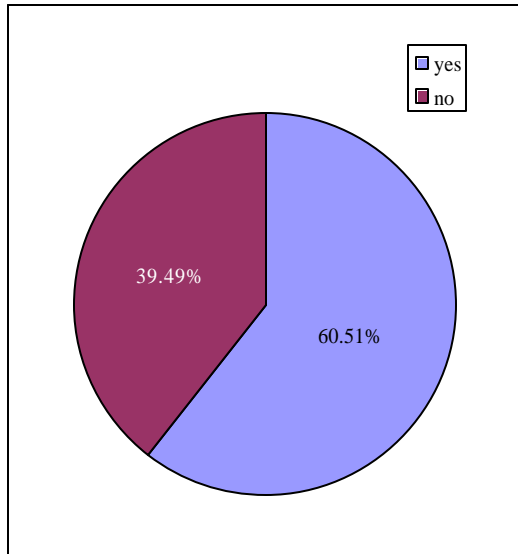


Nine percent of respondents worked 4 days per week and 5% worked 7 days per week.

Question 40b: Do you work on Saturday?

Most Citilink riders work on Saturdays. Of the 395 respondents, 61% worked on Saturdays. Figure 4-59 shows the proportion of riders who work on Saturdays versus those who do not.

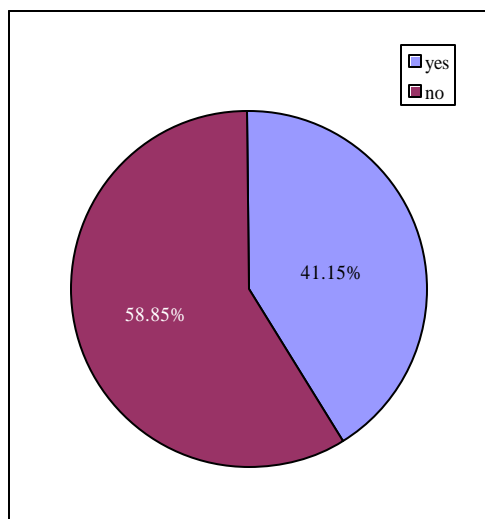
Figure 4-59: Work on Saturdays



Question 40c: Do you work on Sunday?

About 41% of respondents also work on Sundays. Figure 4-60 displays the ratio of respondents who worked on Sundays to those who do not. Citilink service is not available for persons requiring Sunday work trips.

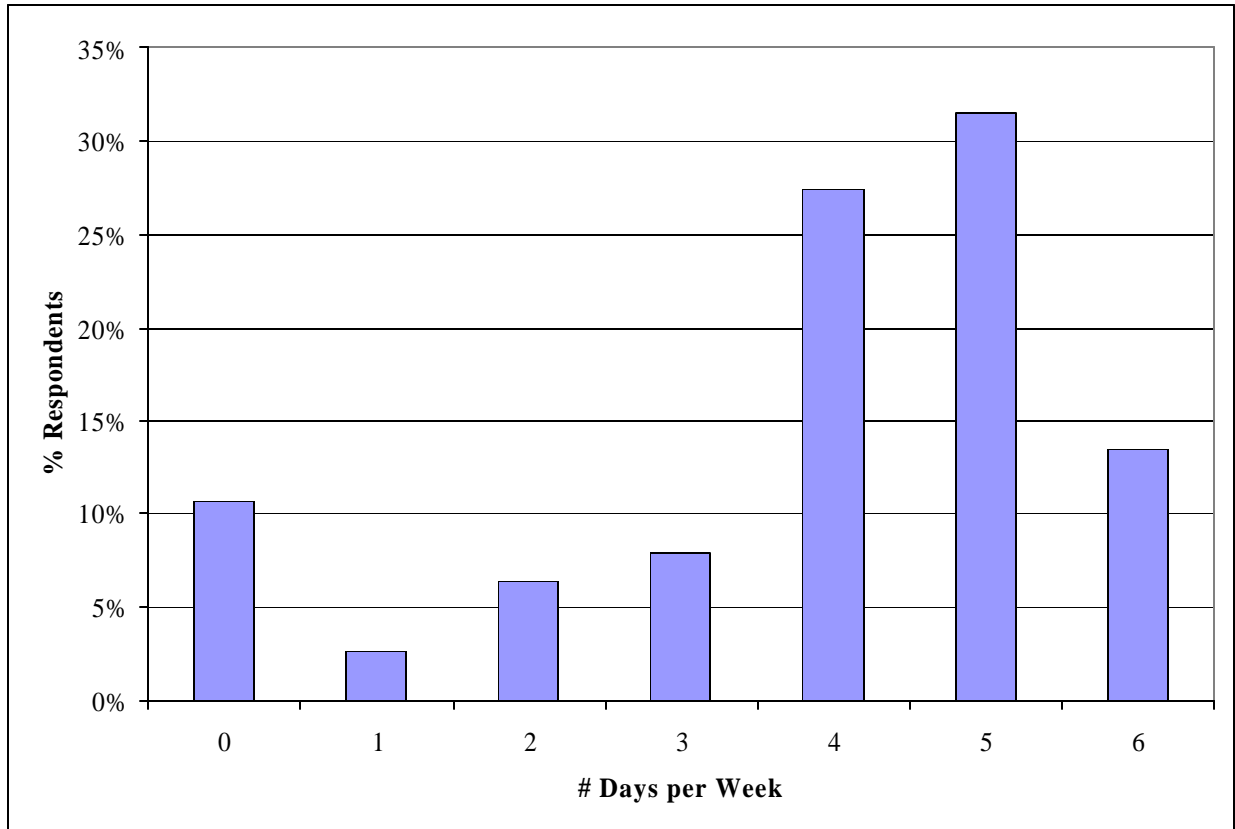
Figure 4-60: Work on Sundays



Question 40d: How many days a week do you take the bus to work?

Citilink riders take the bus to work basically everyday that they work. Figure 4-61 lists the percentage of riders who use Citilink service to get to work on different days of the week.

Figure 4-61: Number of Days per Week take Bus to Work



Of the 377 people who answered the question, 32% took the bus to work 5 days per week. Another 27% used the bus to get to work 4 days per week and 14% even used the bus to get to work 6 days a week. About 11% of the respondents said they did not take the bus to get work.

Question 40e: What is the zip code of your place of work?

Citilink riders work in a well defined region in downtown Fort Wayne. Two hundred and three people provided their zip codes of employment on the survey. Riders generally work in a diagonal swath from southwest to northeast downtown and to a lesser degree to the west and southwest of downtown. Figure 4-62 shows a map of the employment zip codes shaded by the number of respondents who work in them.

Figure 4-62: Zip Code of Employment

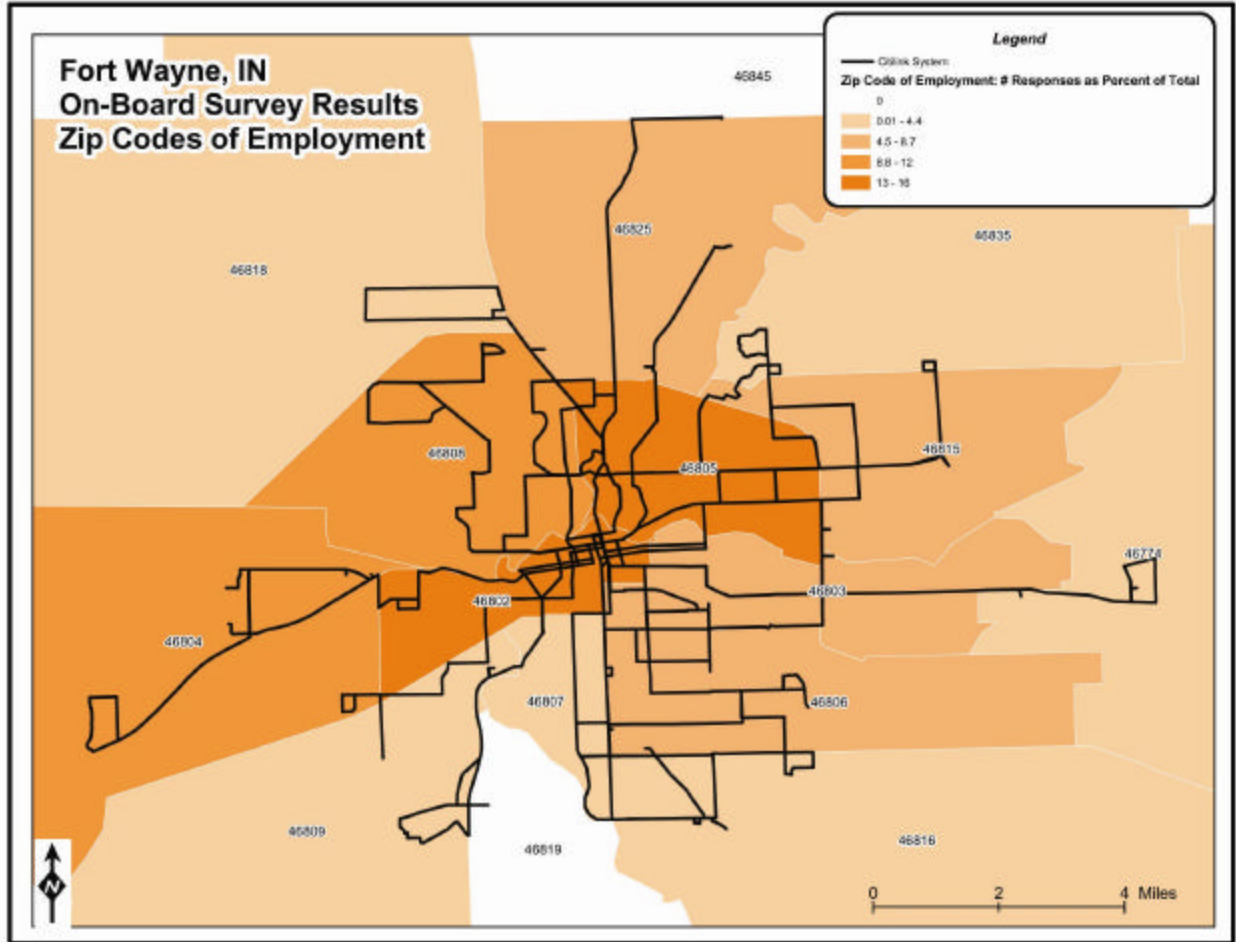


Table 4-23 lists the number of respondents working in the most common employment zip codes.

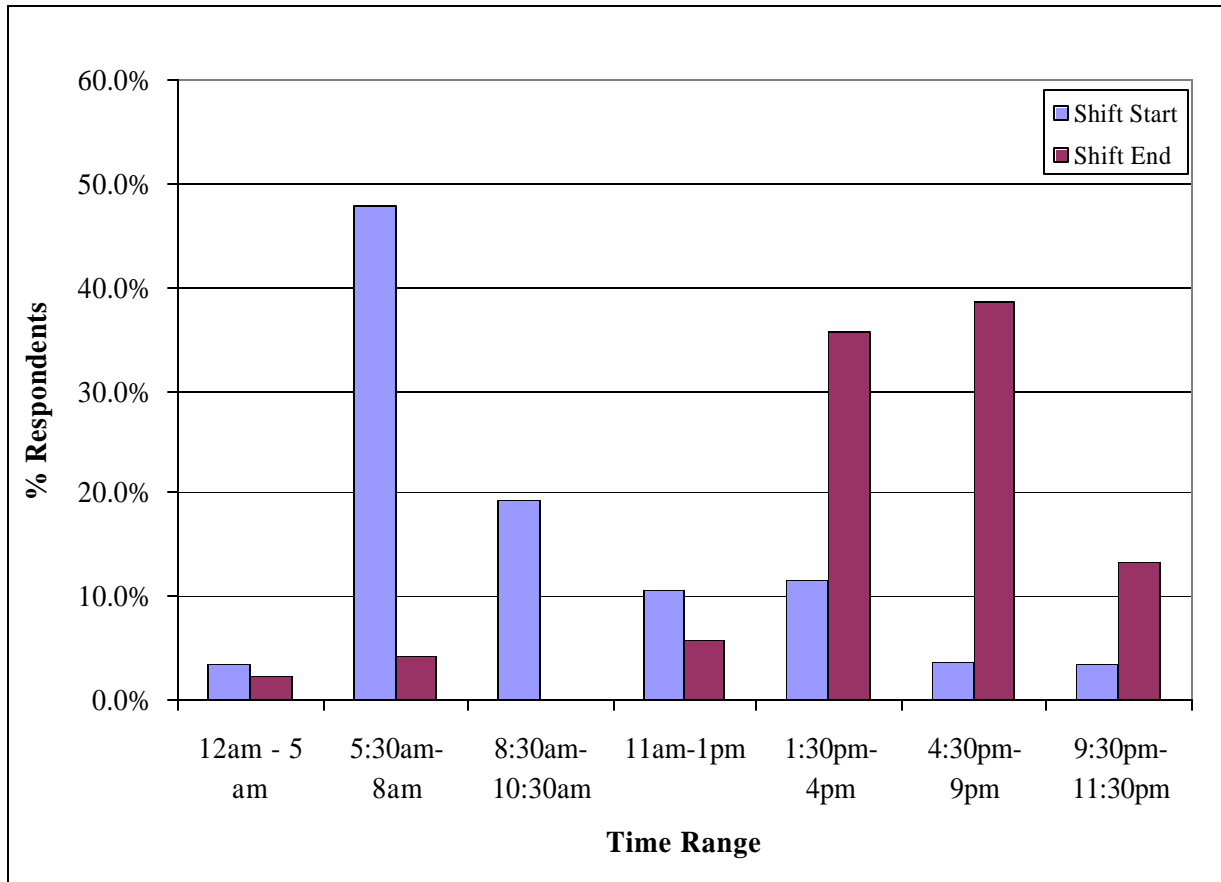
Table 4-23: Most Popular Zip Codes of Employment

Zip Code	# Respondents
46802	32
46805	29
46804	24
46808	22
46806	18
46815	16
46825	16

Question 40f: Most days, what time does your job start?
 Question 40g: Most days, what time do you leave work?

Citilink riders generally work early shift schedules. Most people started work before 8:30am and ended work between 4:30pm and 9pm. However, many left work between 1:30 and 4pm. Figure 4-63 displays start and end shift times for survey respondents broken into time ranges.

Figure 4-63: Shift Start and Shift End Times

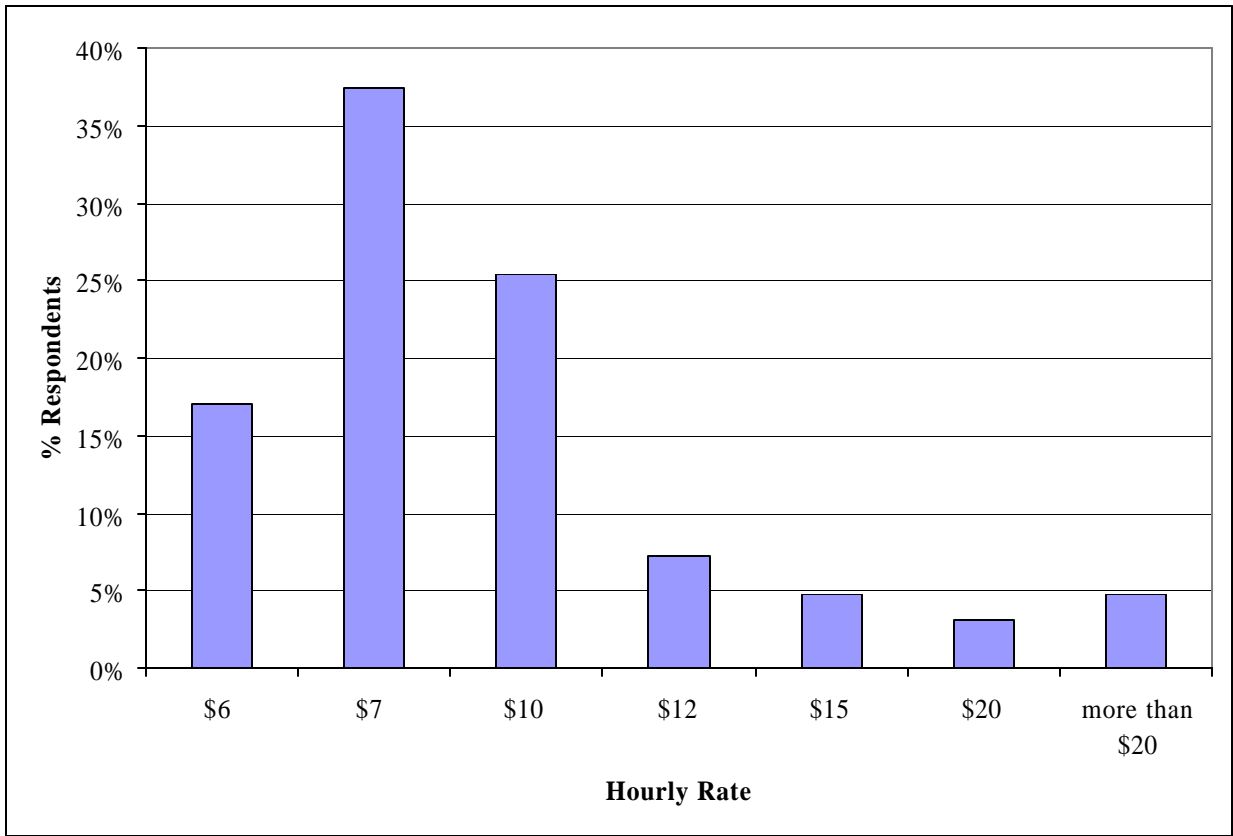


Citilink riders started work at all hours of the day, including midnight and 1am. The same schedule is true for ending shift times too but no Citilink riders ended their workdays between the hours of 8:30 and 10:30am.

Question 40h: Which is the closest to the amount you earn per hour before taxes are taken out?

Three hundred and fifteen people filled in their pay rate on the survey. The highest percentage of riders (37%) made around \$7 per hour, which is higher than minimum wage. Seventeen percent of respondents made around \$6 an hour, which is the closest wage class to minimum wage. One quarter of respondents made \$8 per hour. Figure 4-64 describes the wages classes of survey respondents.

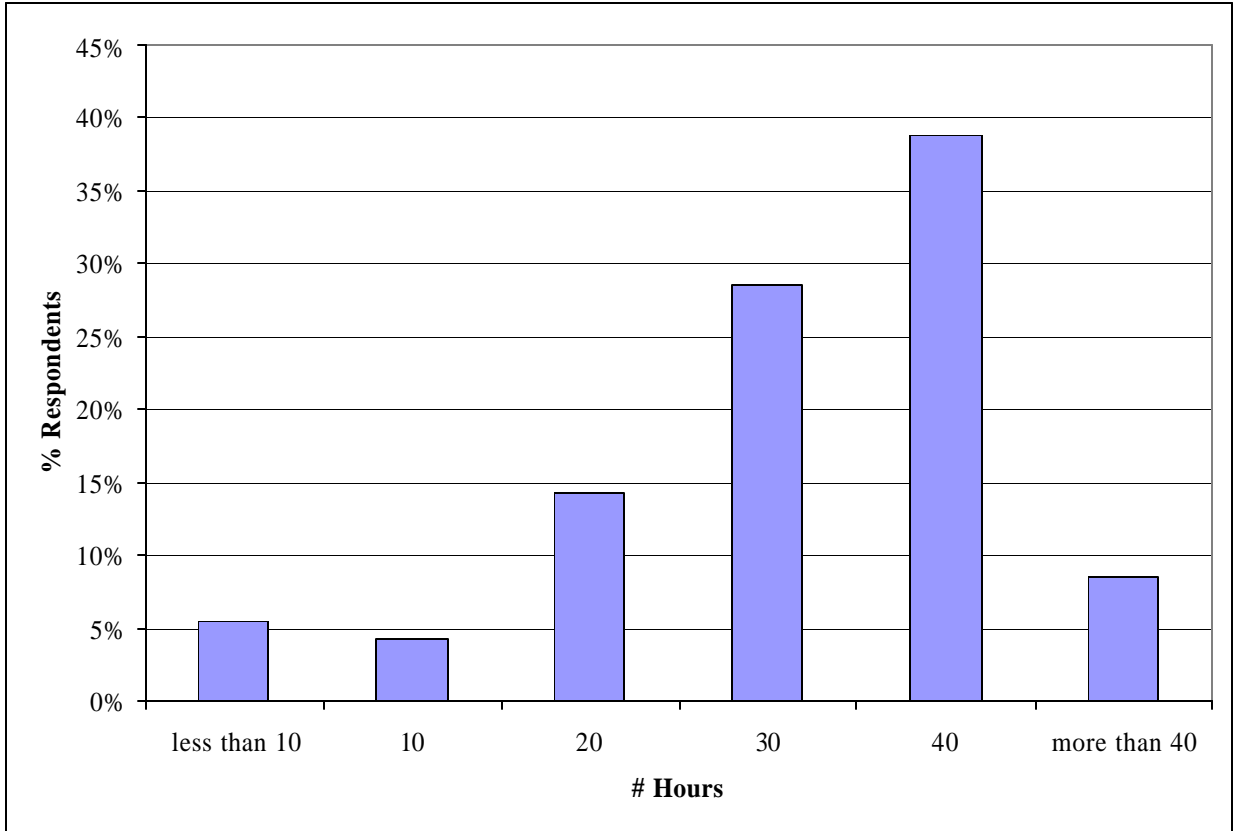
Figure 4-64: Hourly Rate



Question 40i: Which is the closest to the number of hours per week you work at this job?

Citilink riders generally work full-time jobs (40 hours per week). Figure 4-65 displays the number of hours worked by survey respondents per week.

Figure 4-65: Number of Hours Worked per Week

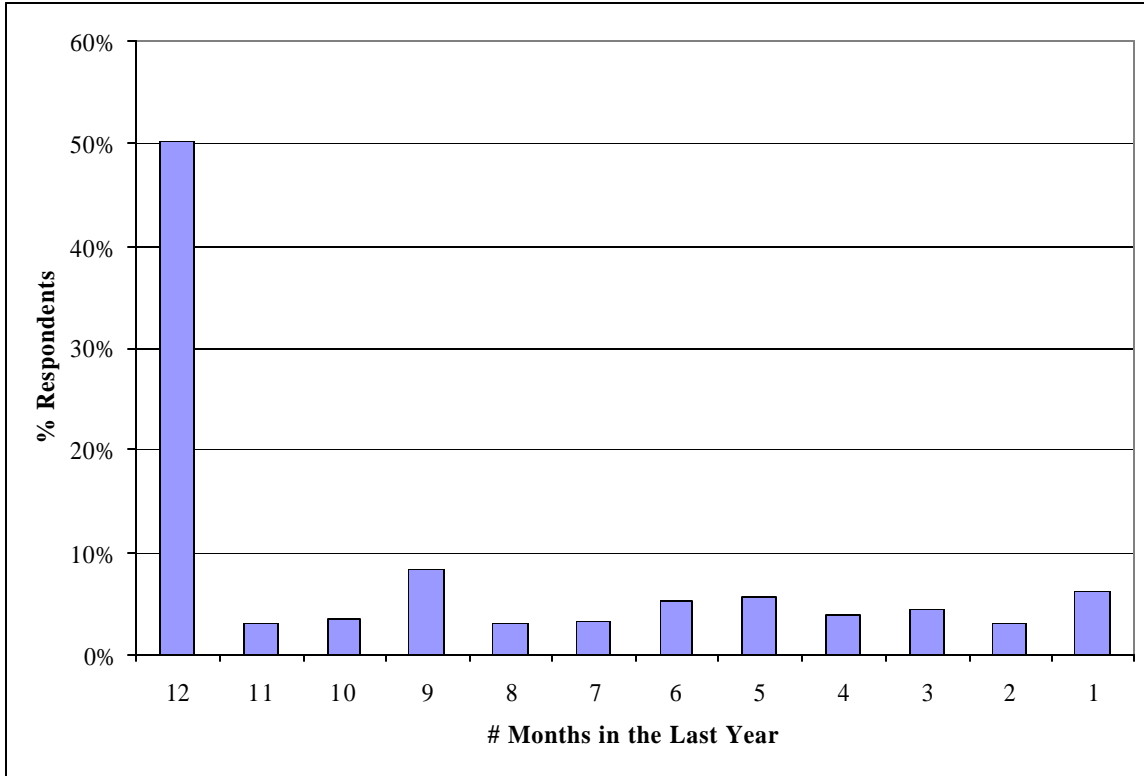


About half (48%) of Citilink riders worked 40 or more hours per week. Twenty-nine percent of respondents worked 30 hours per week and another 14% worked 20 hours per week.

Question 40j: In the past year, about how many months have you been employed?

Half of Citilink riders have been employed during the previous 12 months. Figure 4-66 shows the number of months that survey respondents have been employed in the last year.

Figure 4-66: Number of Months Employed in the last Year



Citilink have been employed from 1-12 months during the last year. The second highest percentage of employees were employed 9 months during the past year (8%) and the third highest percentage (6%) were only employed for 1 month in the past year.

4.7 Conclusions

There are many conclusions that can be drawn from the information gathered through the survey effort. These market-based conclusions will provide the study team with a base of information to guide the planning process. These guidelines will reflect the views of the current Citilink constituency. The following are some of the conclusions that have been drawn from the survey effort.

- The majority of riders use the bus at least 5 days per week to access their work sites. This is the core constituency of the Citilink ridership. This rider segment must be the primary consideration for route and service design.

- A large number of riders indicated a desire for enhanced weekend and Sunday service. Based on the nearly 45% of respondents that are employed on Sunday, it may be important to consider Sunday service in the future.
- The majority of riders either started long ago or just started riding, with an equal number of riders in the “churn” years of ridership. Efforts must be made to retain riders through service improvements.
- Traditional methods of disseminating information must be utilized in order to provide the best information to Citilink passengers.
- Origin and destination information indicates that riders are largely coming from southeast Fort Wayne and traveling to central and northeast Fort Wayne. Based on hourly wages, ridership habits, and income, it can be assumed that a large share of Citilink riders are employed in the retail and service industries. These locations and work types will need to be a major consideration of service design. In addition, shift times indicate that some riders are unable to utilize Citilink for both ends of their daily work trip.
- Riders were generally satisfied with Citilink service and pleased with the majority of service factors. This indicates an effort to provide quality service to patrons.
- The majority of riders have enjoyed steady employment over the past year indicating a solid core of riders on Citilink.
- Citilink riders seem to be generally low-income and transit dependent, although steadily employed. This is the major current market segment for the agency. The university population is a secondary market which should be considered as a potential for ridership on the system.