



Equity Findings from the 2008 On- Board Survey

For: Metro Transit of Madison

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Through: APTF Board Scholarship

Analyst Information

- ▶ Master of Public Affairs at the UW
- ▶ Transportation Management and Policy
- ▶ Student Transportation Board
- ▶ American Public Transportation Foundation Scholarship
- ▶ Working with a multidisciplinary team studying topics related to the proposed satellite garage and capacity constraints
- ▶ Hatfield Fellowship in Portland, OR starting this summer

Investigating Equity

- ▶ Data based on ~4600 complete response cleaned by the Cambridge Systematics survey team
- ▶ General summary statistics are reported in the report completed in 2008 by the consultant
- ▶ Focus on more in-depth analysis of demographics and travel characteristics
- ▶ Does the survey have any implications for Metro's federal Title VI obligations?

Areas of Emphasis

System Characteristics

- ▶ Payment Methods
- ▶ Transfer Rates
- ▶ Trip Purpose

Rider Characteristics

- ▶ Race
- ▶ Age
- ▶ Income
- ▶ Vehicle Availability

Five Major Equity Findings

- ▶ 10-ride passes are used by older, wealthier riders
- ▶ Riders paying with cash are less likely to have a vehicle available during their trip
- ▶ Black riders are more likely to use cash payments
- ▶ Black riders transfer at much higher rates than other races or ethnicities, so do transit captive riders
- ▶ Racial groups use the system for different purposes, and this may affect their transfer rates



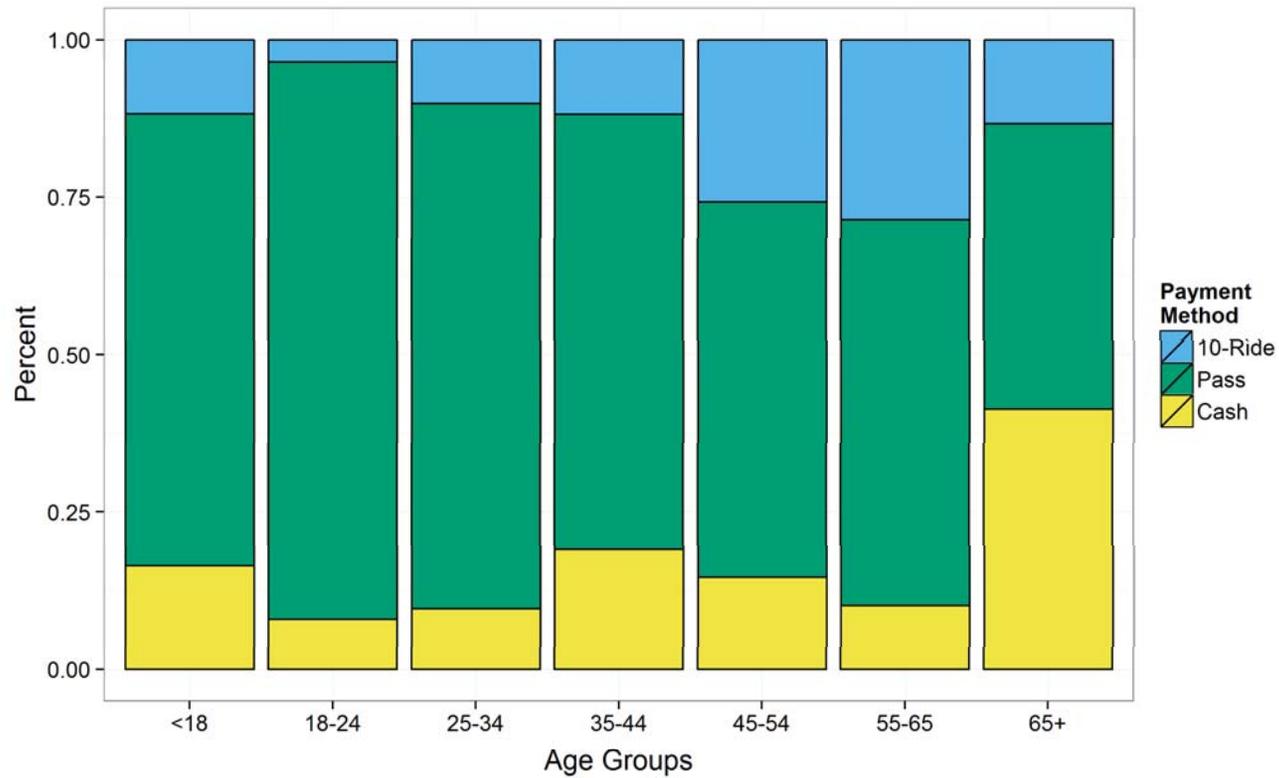
Payment Methods

“Cash”

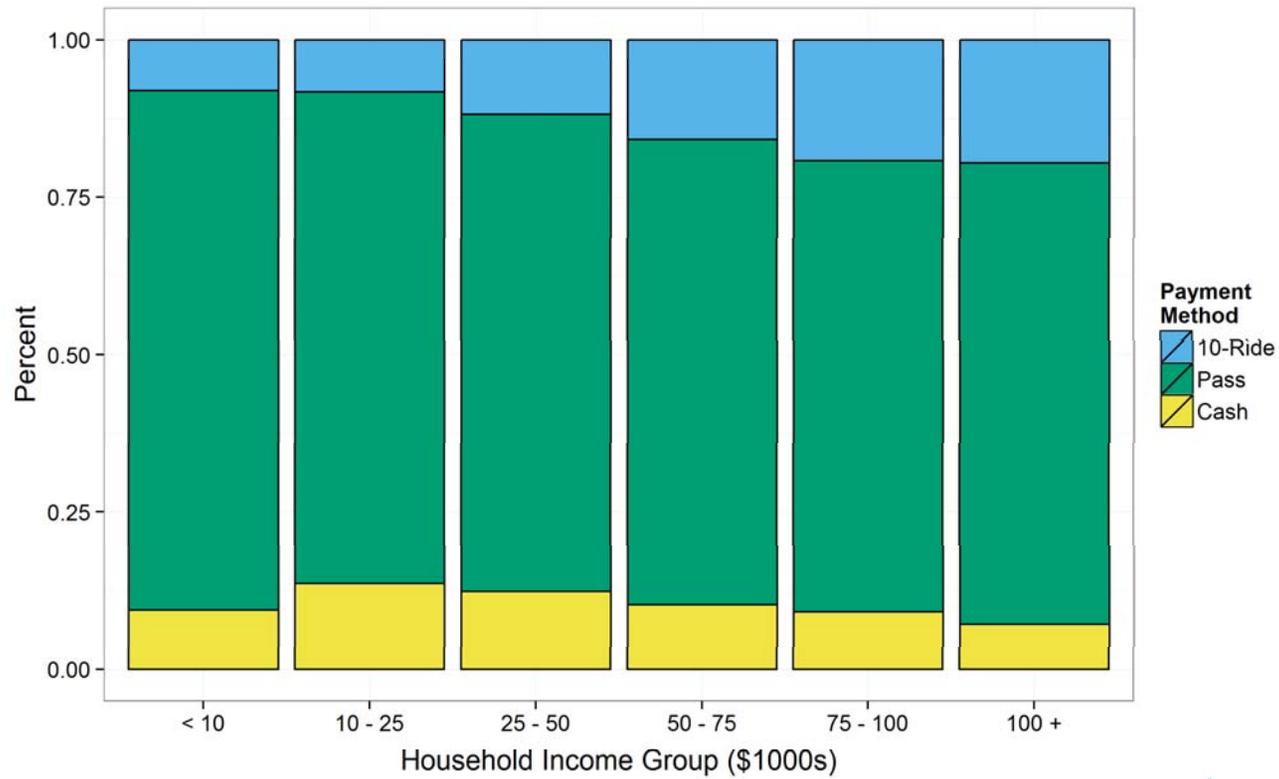
“Pass”

“10-ride”

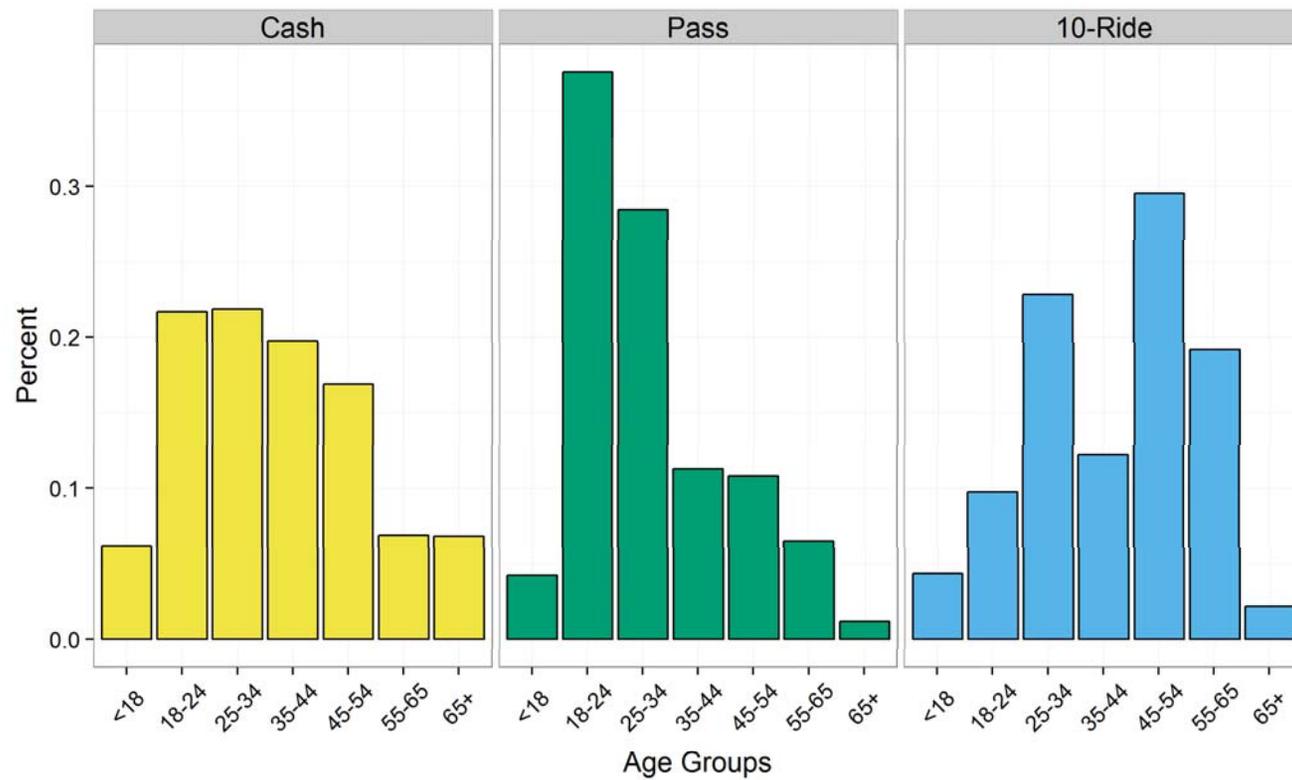
10-Ride Pass Use Rises with Age



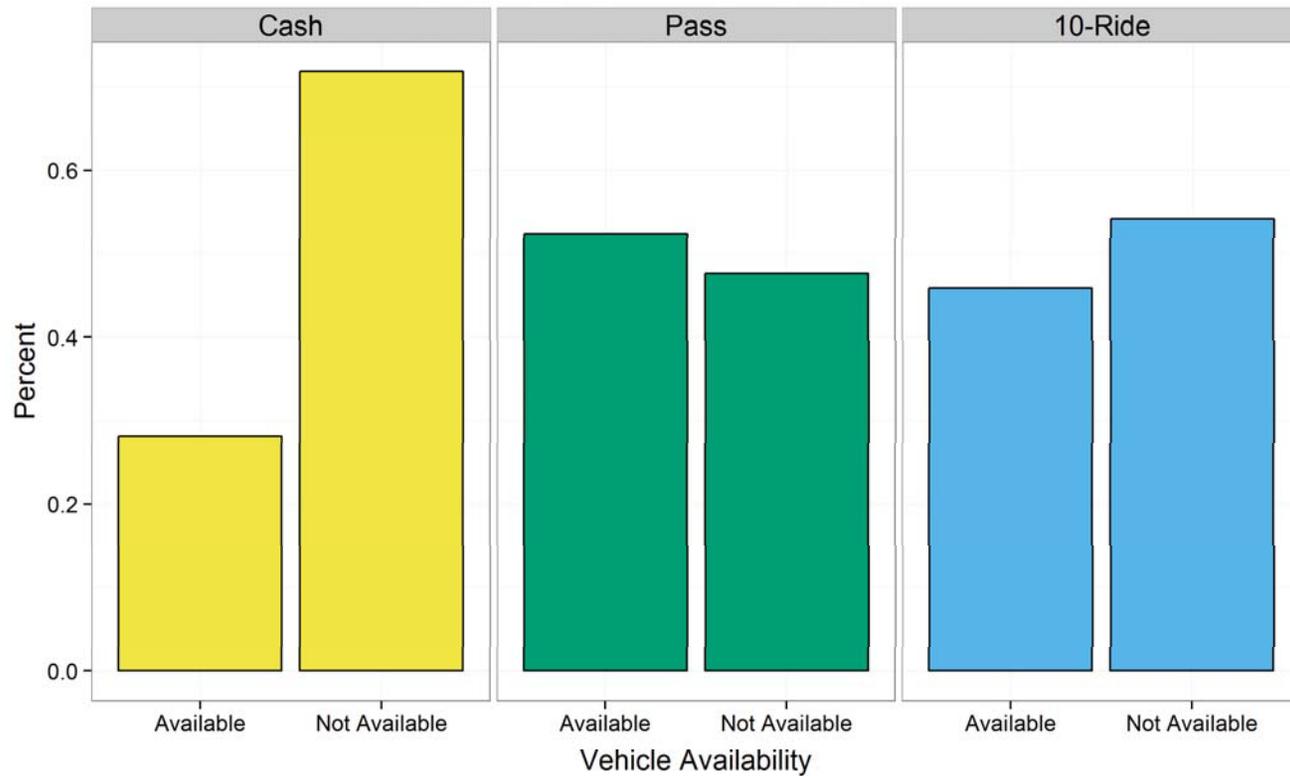
And With Income



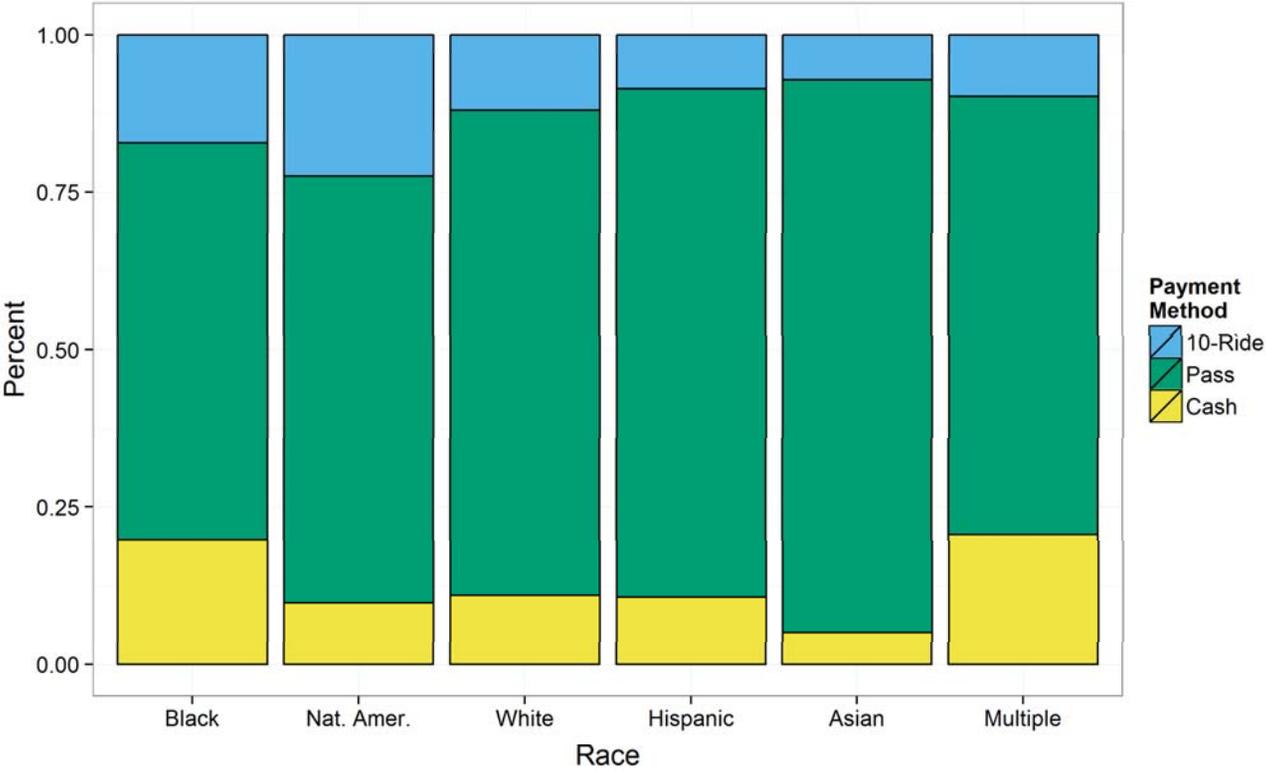
The Majority of all 10-Ride Passes Are Purchase by Riders Over 45



Only Passes Have a Higher Share of Choice Riders than Captive



Black Riders and Those Reporting Multiple Races are Twice as Likely to Pay for Their Trip with



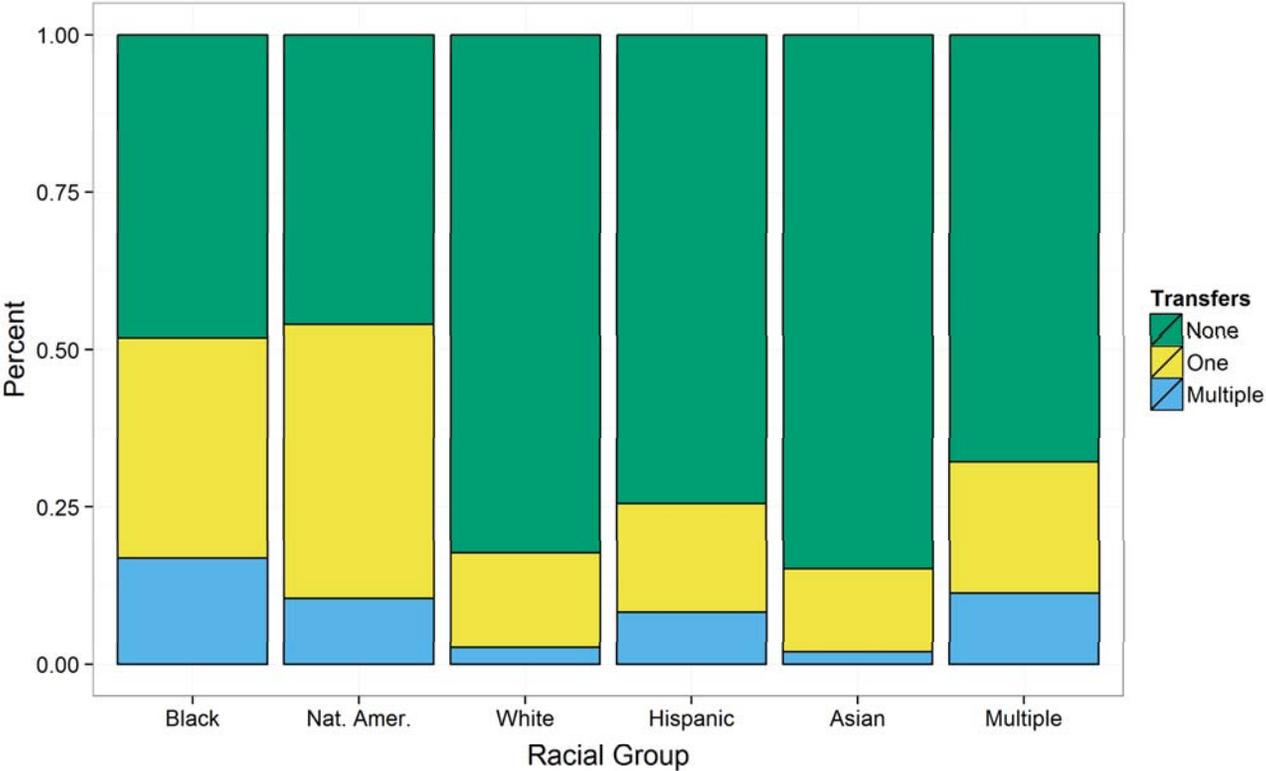


Transfers and Trip Purpose

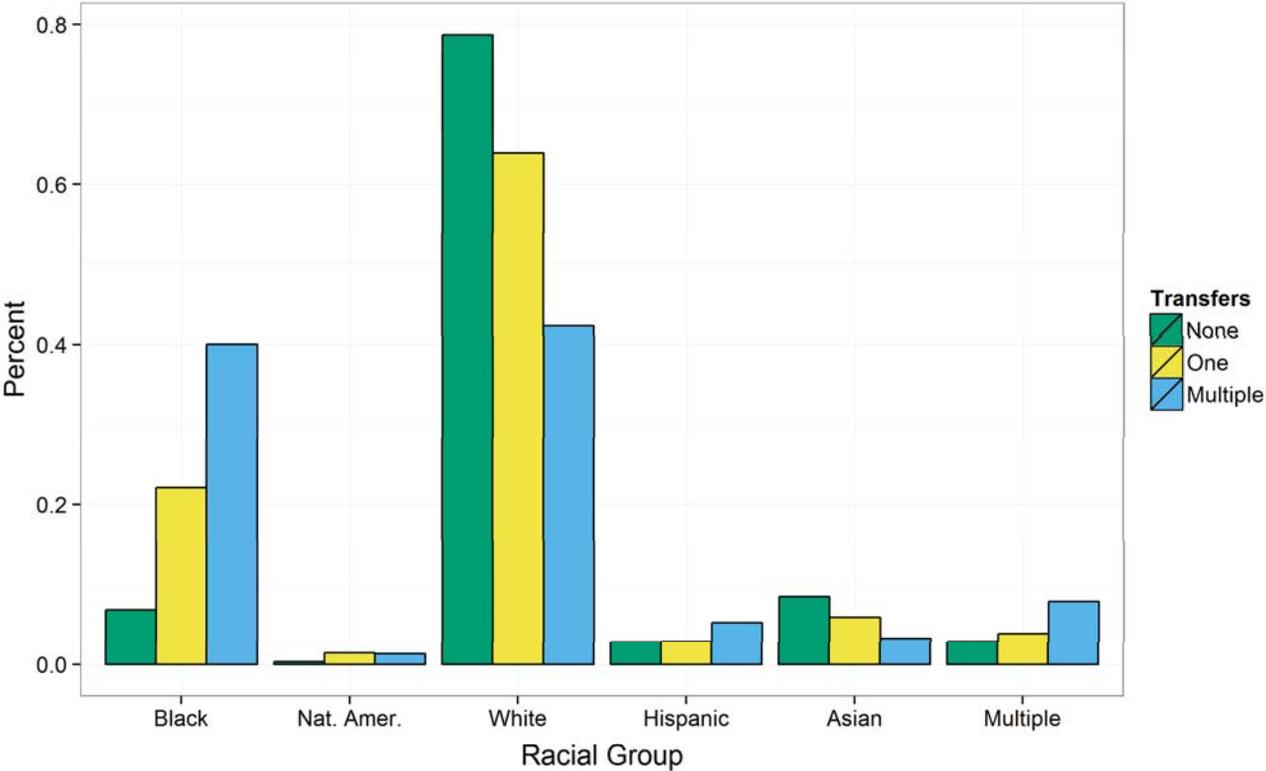
“Multiple” Transfers

“Home-based” and “Non-home-based”

50% of the Trips Black Riders Take Involve at Least One Transfer



Black Riders Account for 40% of Multiple Transfer Trips



Transit Captive Riders Appear to Accept Much Higher Transfer Rates

