SUMMARY OF 6-MONTH USER SURVEY RESULTS

14% Response Rate (92% Completion)

Who Responded?
Reflective of general community, with slightly greater response from…
• Young Men (13-17)
• Adults in 40’s
• Older Women (60+)
• 95% Local Zip Codes
• Overall, 2/3 Women

Survey Approach
- Online (90%)
- Paper (10%)
- Flyers, Webpage, Social Media
- Lottery Incentive ($25 Visa Gift Card)
- BBCAN & Chamber outreach support

Survey Objectives
- Who’s using the rideshare service?
- How are they using it?
- Is it influencing their travel behaviors (mode shift)?
- Is it impacting their quality of life?
### How is the rideshare service being used?

<table>
<thead>
<tr>
<th>Youth (13-17)</th>
<th>Young Adults (18-29)</th>
<th>Older Adults (60+)</th>
<th>Lower Income (&gt;$35,000/year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuting to School or Work Social &amp; Recreational</td>
<td>Commuting Groceries &amp; Shopping Dr/Dentist Appts Social &amp; Recreational</td>
<td>Dr/Dentist Appts Groceries &amp; Shopping Social &amp; Recreational</td>
<td>Commuting Groceries &amp; Shopping Dr/Dentist Appts</td>
</tr>
<tr>
<td>Groceries &amp; Shopping Dr/Dentist Appts Transport Family</td>
<td>Local Bars, Restaurants Social &amp; Recreational Transport Family</td>
<td>Local Bars, Restaurants Social &amp; Recreational</td>
<td>Rarely Use Car/Bike Unavailable</td>
</tr>
<tr>
<td>Women</td>
<td>Middle Age (30-60)</td>
<td>Middle/Upper Income</td>
<td>The “Back-Up Plan”</td>
</tr>
</tbody>
</table>
POSITIVE IMPACTS TO QUALITY OF LIFE

Especially for Youth (under 21), Senior (60+), Lower Income & Women

66% Feeling Safer
59% Feeling More Independent
77% More Satisfied with City’s Transportation System

41% Access to Health Foods & Medical Care
40% Lower Monthly Transportation Expenses (Except Ages 13-17)
50%+ Visiting Local Businesses More

Participating in More Social Activities