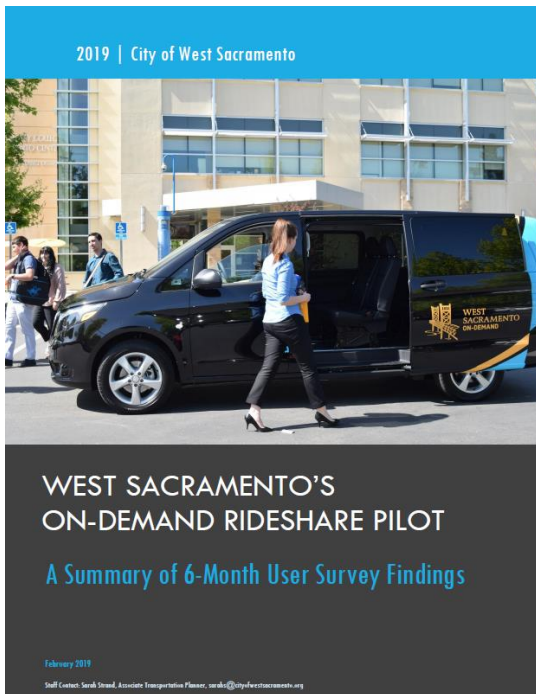


SUMMARY OF 6-MONTH USER SURVEY RESULTS

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?

**Youth
(13-17)**



Commuting to School or Work
Social & Recreational

**Young Adults
(18-29)**



Commuting
Groceries & Shopping
Dr/Dentist Appts
Social & Recreational

**Older Adults
(60+)**



Dr/Dentist Appts
Groceries & Shopping
Social & Recreational

**Lower Income
(>\$35,000/year)**



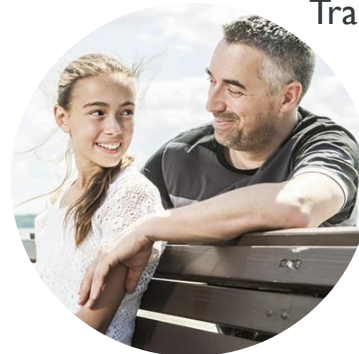
Commuting
Groceries & Shopping
Dr/Dentist Appts

Groceries & Shopping
Dr/Dentist Appts
Transport Family



Women

Local Bars, Restaurants
Social & Recreational
Transport Family



**Middle Age
(30-60)**

Local Bars, Restaurants
Social & Recreational



**Middle/Upper
Income**

Rarely Use
Car/Bike Unavailable



The "Back-Up Plan"

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