

# passenger survey

Metro is dedicated to providing excellent service that reflects the goals and values of the City of Madison's Racial and Social Justice Initiative.

In order to improve and make sure we are providing equitable service for all, we need to know more about our riders, the trips they are taking and how our current service works for them. Information gathered is meant to provide a snapshot for staff to better understand our customers and their experience.

Fill out the survey online at [mymetrobus.com/survey](https://mymetrobus.com/survey). You can also provide feedback at (608) 266.4466, email [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com), or mail your completed survey to:

**Metro Transit**

Attn: Passenger Survey  
1245 E. Washington Ave. #201  
Madison, WI 53703



metro transit

Thank you for helping us improve our service!

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## Riding:

1. On average, how many times do you ride per week?

- 1-2
- 3-4
- 5-6
- 7-10
- other \_\_\_\_\_

2. Which routes do you take most often? (Pick your top 5 if you use several)

\_\_\_\_\_

3. On average, how many times a day do you have to transfer?

- 1-2
- 3-4
- 5-6
- 7-10
- other \_\_\_\_\_

4. Think of the trip you use the most:

a. Where do you board?

(Please be as specific as possible. Stop number, intersection, address, landmark, etc.)

\_\_\_\_\_



**b. List the routes you use to reach your destination, including all transfers.**

First route used: \_\_\_\_\_

Transfer to: \_\_\_\_\_

Transfer to: \_\_\_\_\_

Transfer to: \_\_\_\_\_

**c. What's your destination?**

(Please be as specific as possible. Provide a landmark, intersection or address.)

\_\_\_\_\_

**d. Are you traveling for:**

Work

Health

Other:

School

Shopping

**e. What day(s) of the week do you make this trip? (Choose all that apply.)**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

**f. What time do you get to your destination?**

6 a.m. – 9 a.m.

3 p.m. – 6 p.m.

Later than 9 p.m.

9 a.m. – 3 p.m.

6 p.m. – 9 p.m.

## Fares:

**5. What type of fare do you use most often? (Circle Selection)**

Cash – \$2.00

Senior/Disabled 10-Ride Card

Cash – Senior/Disabled \$1.00

Youth 10-ride Card

Adult 31-Day Pass

Unlimited Ride Pass (Campus/Employer)

Senior/Disabled 31-Day Pass

Metro Commute Card

Low-Income Pass

Youth Pass (Year/Semester/Summer)

Adult 10-Ride Card

## Low Income Pass Offerings:

Metro offers a low income pass available to those whose yearly income is at 150% of national poverty guideline

**6. What category best describes the combined total income (before taxes) in 2017 for everyone in YOUR household? (Choose only one)**

Under \$15,000

\$50,000-\$74,999

prefer not to answer

\$15,000-\$34,999

\$75,000-\$99,999

\$35,000-\$49,999

\$100,000+

**7. Are you aware or use Metro's low income pass?**

Yes

No

8. Are you able to obtain a low income pass when you need one? (Circle One)

Yes

No

Does Not Apply

## Metro Map, Schedule and Bus Stop Materials:

9. Are Metro materials available in a way that you can understand them, or do you need/prefer the materials to be in an alternate language? If so, what language?

10. Do you prefer to use Metro's printed information (i.e. paper Ride Guide, bus flyers, etc.) or online information (i.e. apps, Metro's website, email/text alerts, etc.)?

Printed

Electronic

No Preference

11. Have you tried one of Metro's trip planning/bus tracking apps on your smartphone or tablet?

Yes

No

a. If so, which one do you use the most?

Metro Transit Tracker

BusRadar-Madison

Google Maps

MAD Next Bus

Moovit

SMSMyBus

Transit App

Wisconsin

## Access

12. Do you feel you are able to adequately access Metro Transit service? If not, what are the barriers that prevent you from using the system as frequently as you'd like?

## About You

13. Are you of Hispanic or Latinx ethnicity?

Yes

No

14. Of what racial group(s) do you consider yourself a member? (mark all that apply)

American Indian/Alaska Native

White

Asian

Not listed, please specify:

Black/African-American

Hawaiian Native/Pacific Islander



15. Are you a college/university student? (choose one)

Yes          No

16. What is your age? \_\_\_\_\_ years

17. Is there anything else you'd like to share with us about our service?

## Contact Information:

18. Would you be willing to discuss your survey results with a member of our staff?

Yes          No

If yes, please give us your contact information (please print):

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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Mail completed surveys to: Metro Transit, Attn: Passenger Survey, 1245 E. Washington Ave. #201, Madison, WI 53703