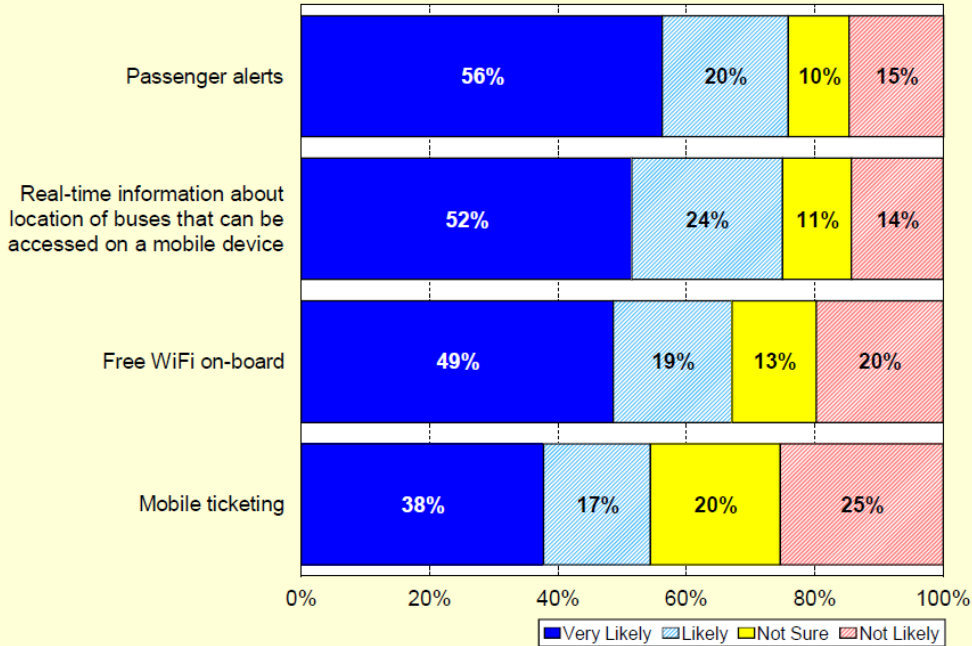


SAM 2018 Passenger Survey Summary

- 49% of respondents indicated they had an annual household income of less than \$15,000.
- 50% of the respondents were male and 50% of the respondents were female.
- 71% of respondents specified that the bus in Sioux Falls is the only alternative for transportation.
- 38% of respondents specified the purpose of their trip was for work. (43% in 2014; 49% in 2009)
- 58% of respondents are employed.
- 66% of respondents indicated they ride 5+ days per week.
- 61% of respondents have been riding 5 years or less.
- Only 11% of respondents have been riding more than 10 years.
- 88% of respondents live between 0 to 5 blocks from the nearest bus stop.
- 88% of respondents do not have a car.
- 64% of respondents have a smart phone.
- Percent of weekday transfers
 - 27.4% - 0 transfers
 - 69.4% - 1 transfer
 - 3.2% - 2 transfers
- Average # of weekday boardings = 2,795 (from SAM data)
- Estimated Number of Trips per weekday = 1,766 (63.18% of boardings)
 - 0 transfers = 766 rides = 766 trips
 - 1 transfer = 1,940 rides/2 = 970 trips
 - 2 transfers = 89 rides/3 = 30 trips
- Estimated Number of Unique Riders per weekday = 491
 - 1,766/3.6 average number of trips for each person per day – from survey
- Estimated Number Trips for 2018 = 782,129 boardings x 63.18% = 494,182 trips

Q16. How likely passengers would ride the bus more frequently with the various services provided...

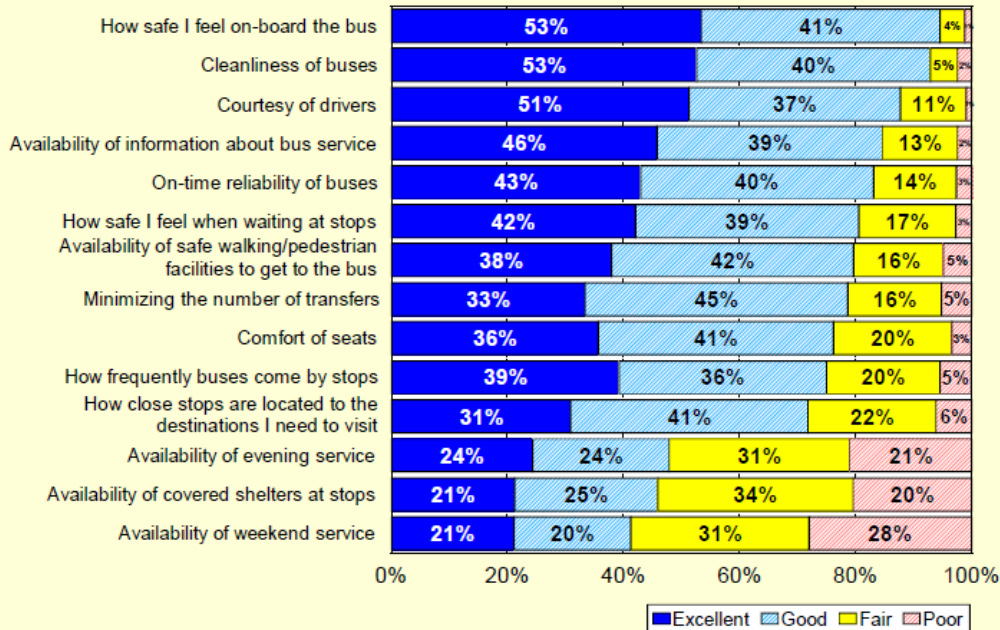
by percentage of respondents



Source: ETC Institute (2018)

Q17. Ratings of Various Aspects of Public Transit in the Sioux Falls Metropolitan Area

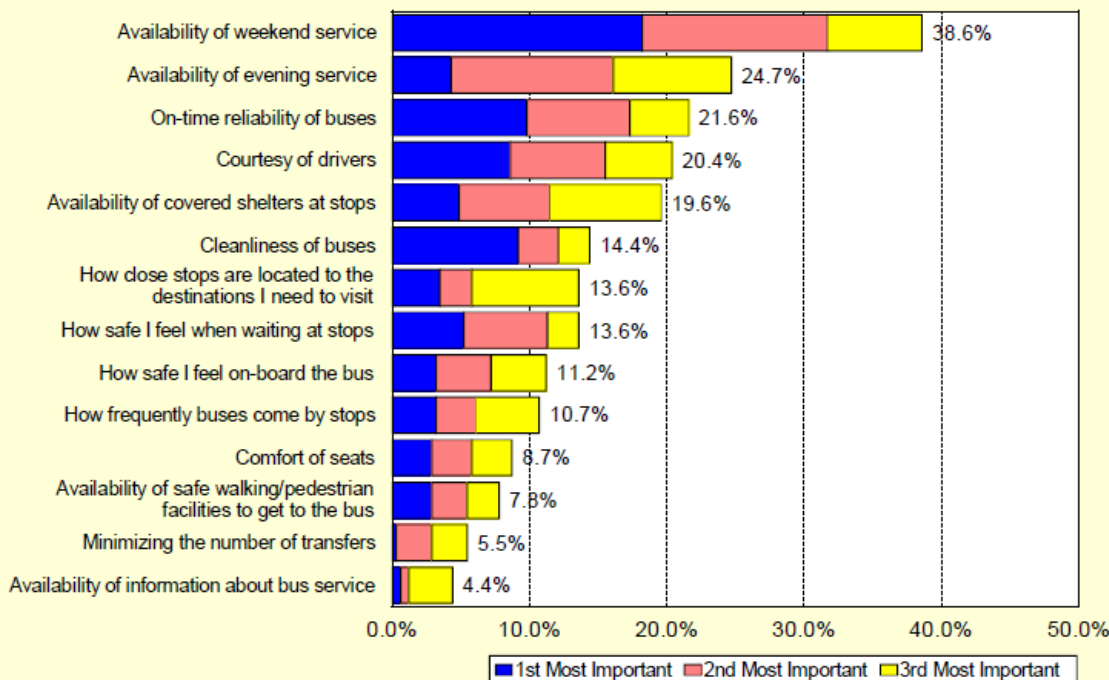
by percentage of respondents



Source: ETC Institute (2018)

Q18. Various Aspects of Public Transit That Are Most Important to Passengers

by percentage of respondents



Source: ETC Institute (2018)

2018 Importance-Satisfaction Rating Sioux Falls, SD Public Transit In The Metropolitan Area

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of weekend service	39%	1	41%	14	0.2266	1
High Priority (IS .10-.20)						
Availability of evening service	25%	2	48%	12	0.1287	2
Availability of covered shelters at stops	20%	5	46%	13	0.1060	3
Medium Priority (IS <.10)						
How close stops are located to the destinations I need to visit	14%	7	72%	11	0.0384	4
On-time reliability of buses	22%	3	83%	5	0.0365	5
How frequently buses come by stops	11%	10	75%	10	0.0268	6
How safe I feel when waiting at stops	14%	8	81%	6	0.0264	7
Courtesy of drivers	20%	4	88%	3	0.0249	8
Comfort of seats	9%	11	76%	9	0.0207	9
Availability of safe walking/pedestrian facilities to get to the bus	8%	12	80%	7	0.0158	10
Minimizing the number of transfers	6%	13	79%	8	0.0117	11
Cleanliness of buses	14%	6	93%	2	0.0102	12
Availability of information about bus service	4%	14	85%	4	0.0068	13
How safe I feel on-board the bus	11%	9	95%	1	0.0060	14