Transit Task Force Survey Results

Introduction
The data in the Royal Oak Transit Task Survey is intended to provide insight on public transit attitudes in our community. More than 1,100 residents participated in the 18-question survey over a period of 10 days. The survey had a very higher response rate. *

<table>
<thead>
<tr>
<th>1193</th>
<th>96%</th>
<th>6 min.</th>
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<tbody>
<tr>
<td>Responses</td>
<td>Completion Rate</td>
<td>Typical Time Spent</td>
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Who Took the Survey

42% Male  
58% Female

33%  
67%

Households with Kids at Home

How the Survey was Shared

The survey was shared with the public in the following ways:

- Facebook, Twitter, NextDoor
- Royal Oak Review
- City-wide Email Blast
- Postcards (Shown Right)
- Paper Surveys
- City Website

*The Normandy Oaks Park survey, in comparison, had 626 responses.*
480 respondents asked for follow-up information.
What We Learned

What’s Important

Q1: Imagine that Royal Oak had a local bus system. What features would be most important for you? (Choose up to three.)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Running frequently</td>
<td>61.37%</td>
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<tr>
<td>Connects to the rest of Metro Detroit</td>
<td>46.8%</td>
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<tr>
<td>Covers the entire city</td>
<td>43.46%</td>
</tr>
<tr>
<td>Easy ways to pay</td>
<td>41.88%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>22.65%</td>
</tr>
<tr>
<td>Has flexible routes</td>
<td>20.54%</td>
</tr>
<tr>
<td>Goes near my school or workplace</td>
<td>18.79%</td>
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<tr>
<td>Can be scheduled by phone</td>
<td>15.8%</td>
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Other responses included:

“Connects to Metro Airport” “Runs on Sundays” “Completely Self-Funded” “Is safe” “Works with Smart system” “Works with app” “Runs 24 hours” “Connects to Ferndale and Birmingham” “Low cost to residents” “Has school routes” “GPS tracking” “Not interested” “Is free” “Has stops near my house” “door-to-door”
Q2: If the bus system had the features that are important to you, how likely would you be to use it?

Would You Use Public Transit? (By Age)

Unlikely

Somewhat Likely/Very Likely
What If?

Q3: How likely would you be to use a Royal Oak bus system under the following circumstances?

If You Couldn’t Drive, What Would You Do?

Q4: Think about places you want to go, like work, school, appointments, concerts, visiting friends or dining out. If you couldn’t drive there, what would you do? (Choose up to three.)

Other responses included:
“Rent a car”
“I have never driven”
“Reschedule my plans”
How Important Is It to Expand Senior Services?

Q5: Royal Oak currently provides door-to-door limited service for seniors (over the age of 60) and people with disabilities. Service is available from 9:15 a.m. - 3:30 p.m., Monday through Friday with advanced reservations one to three days in advance and availability.

How important is it to expand this service to meet our city’s demand, and to expand service to include night, weekend or on-demand options (to remove the requirement for advanced reservations)?

What Could We Improve?

Q6: When you think about improving transit, which of the following options are important to you? (Choose up to two.)
Who’s Used Public Transit (By Age)

Q7: Which of the following best describes you?

- I’ve NEVER used public transit in the area
- I use public transit in the area OCCASIONALLY
- I use public transit in the area OFTEN
Q8: Tell us some of your thoughts and attitudes about transit. (Choose all that apply.)

- I would use transit more if it was convenient and gets me where I want to go (63.65%)
- I'm glad to hear the Royal Oak Transit Task Force is working to develop a plan to improve transit in Royal Oak (59.98%)
- I would like to use transit to get to a ballgame or entertainment (53.67%)
- I have heard about the new FAST bus on Woodward Avenue (43.52%)
- I'm open to learning how to use transit (38.74%)
- I rarely think to use transit (27.3%)
- I think the Royal Oak Transit Task Force is a waste of time and resources (22.44%)
- I don't know how to use the transit we have (21.42%)
- Public transit is inconvenient (18.17%)
- Transit will never work here (11.01%)
**Attitudes (By Location)**

- I'm glad to hear the Royal Oak Transit Task Force is working to develop a plan to improve transit in Royal Oak

- I think the Royal Oak Transit Task Force is a waste of time and resources

[Dots in sections are random and do not reflect actual addresses.]
I’m glad to hear the Royal Oak Transit Task Force is working to develop a plan to improve transit in Royal Oak.
How Often Do You Uber?

Q9: How often do you use rideshare services (i.e. Uber, Lyft) to get to places in and around Royal Oak?

- Rarely or never: 48.98%
- A few times a year: 27.0%
- At least once a month: 17.12%
- Once a week: 5.71%
- More than five times a week: 1.19%

72% of respondents in this survey said they would use an on-demand car service, like Uber or Lyft if they didn't have a car.

Getting Kids to School

Q11: How likely would you be to send your children to school using public transportation if it were convenient and monitored for safety?

- Elementary School Students: Not at all likely/Somewhat unlikely (61.49%) and Somewhat likely/Very likely (38.51%)
- Middle School Students: Not at all likely/Somewhat unlikely (34.94%) and Somewhat likely/Very likely (65.06%)
- High School Students: Not at all likely/Somewhat unlikely (24.43%) and Somewhat likely/Very likely (75.57%)

Q10 asked:

Do you have children under the age of 18?

Only those who responded yes received Q11.
Q12: Which of these Royal Oak destinations would you consider using public transportation to get to? (Check all that apply)
Anything we missed or that you want us to know?

More than 414 (34 percent) respondents gave feedback. Below are a few of the responses.

“As a senior, when I didn't have a car for 2 years, it was extremely difficult and also expensive to go anywhere as RO and surrounding areas really didn't have any real transit service that was convenient. Glad to see someone is seriously thinking about it.”

“Stop trying to force transit on us. It’s good for seniors but too costly for the public to support.”

“Please consider testing this out as a pilot if possible to help people warm up to it with an exit strategy.”

“Even if we just had transit that ran Woodward, Coolidge, Crooks, Main, Rochester, Campbell and Stephenson, as well as across the Mile roads, that would be infinitely better than what we have now (which is nothing).”

“The city must consider other alternatives like subsidized rides for elderly and disabled via Uber/Lyft before burdening the residents with another project. Please act responsibly!”

“My suggestion is to start with one route in conjunction with Smart. The route would start at the bottom of Main St. then go up Main to 13 Mile, then along 13 to Beaumont.”

“Bike lanes are a far cheaper, environmentally friendly alternative to buses.”

“To make transit work in Royal Oak you really have to cater to the crowd going to bars and restaurants. So it would have to be late buses with frequent stops.”

“Since autonomous vehicles will be available in a few years, why waste money on buses that need a driver? Ann Arbor is testing a driver-less s system now.”