



Analysis of Data

9/29/10 through 12/31/10




Text RIDE to 30802

www.RateYourRide.org

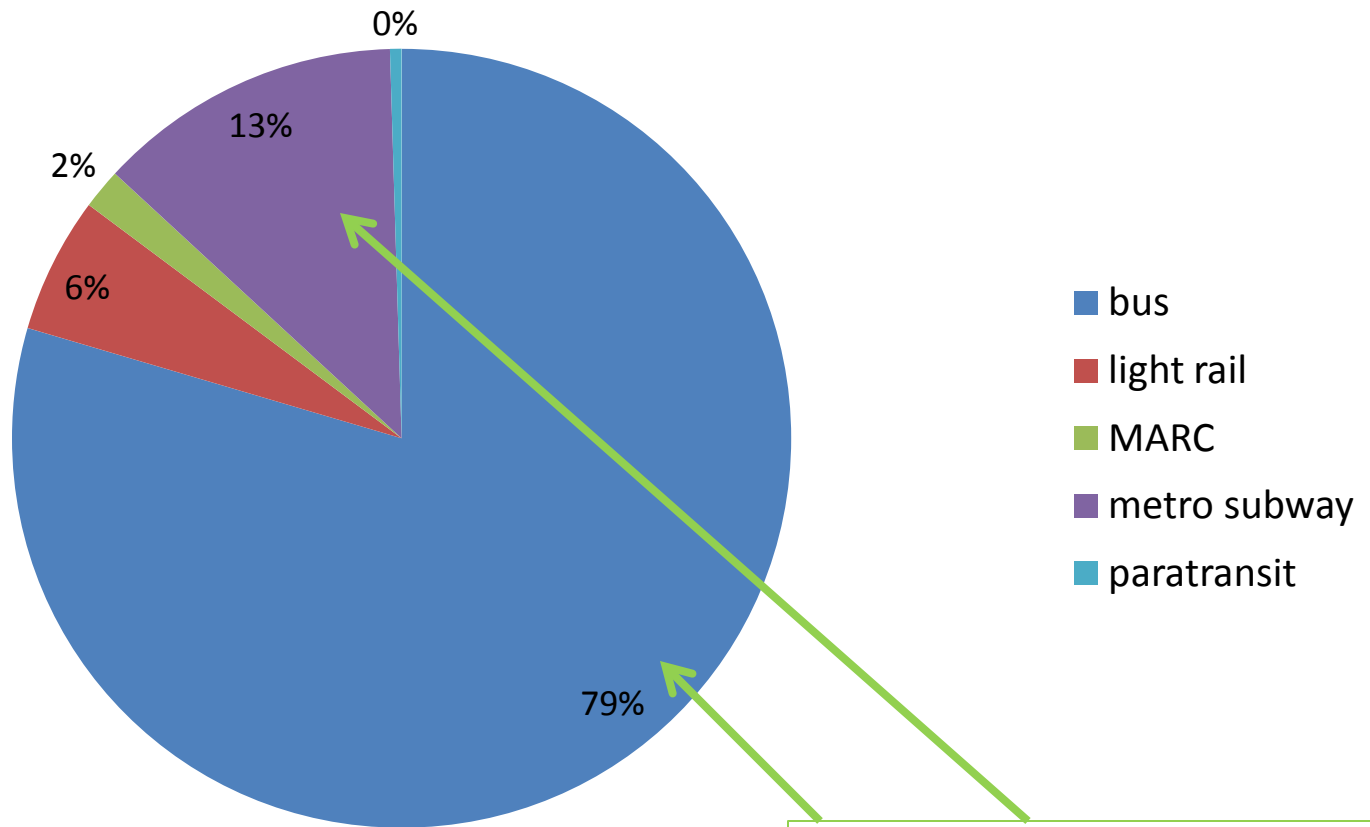
Less than Four Months, More than 4000 Responses

Month	Total	% via Text "ride" to 30802	% via www.RateYourRide.org
September	422	77%	23%
October	1,040	89%	11%
November	1,869	78%	22%
December	826	61%	39%
Total	4,157	77%	23%



Changes in the portion of people using texting vs. the web seem to be related to methods for promoting Rate Your Ride (radio ads, employee e-newsletters, etc.)

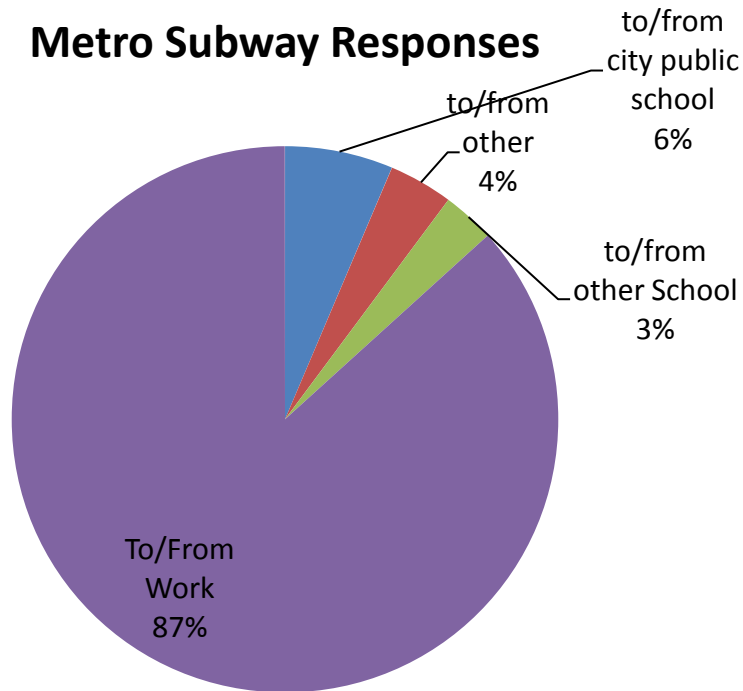
Responses By Mode



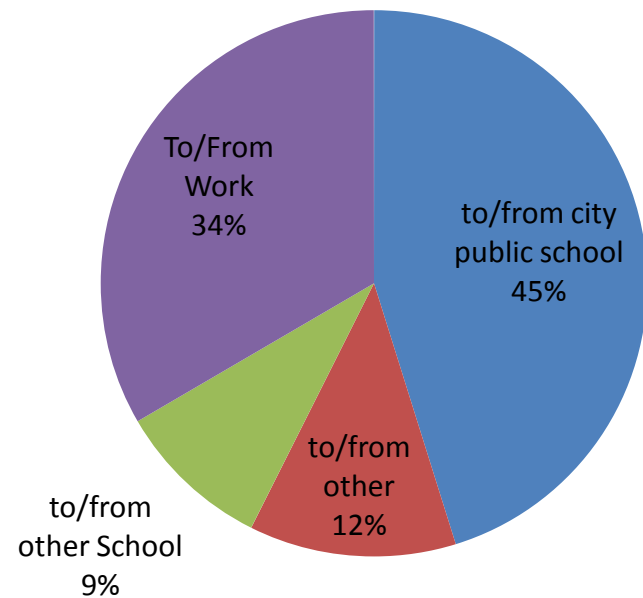
Bus and Metro Subway account for over 90% of responses

Where People Were Traveling To or From

Metro Subway Responses



Bus Responses

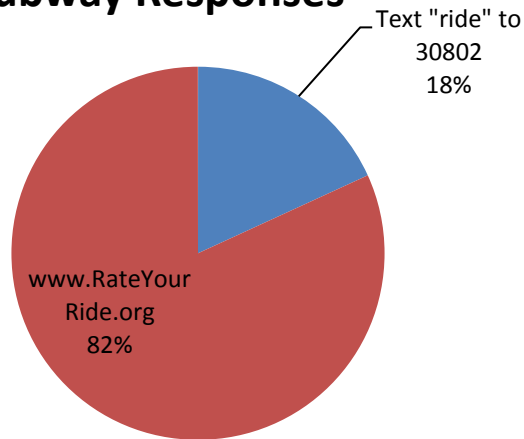


Metro Subway riders were predominately commuting to or from work.

Bus riders were more varied, but the largest share were traveling to or from a City Public School.

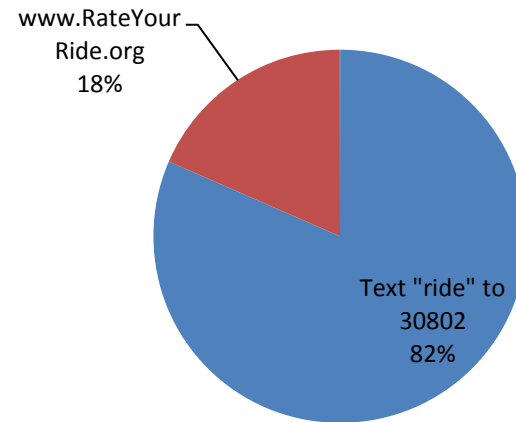
Via Text Message or Via the Internet?

Metro Subway Responses



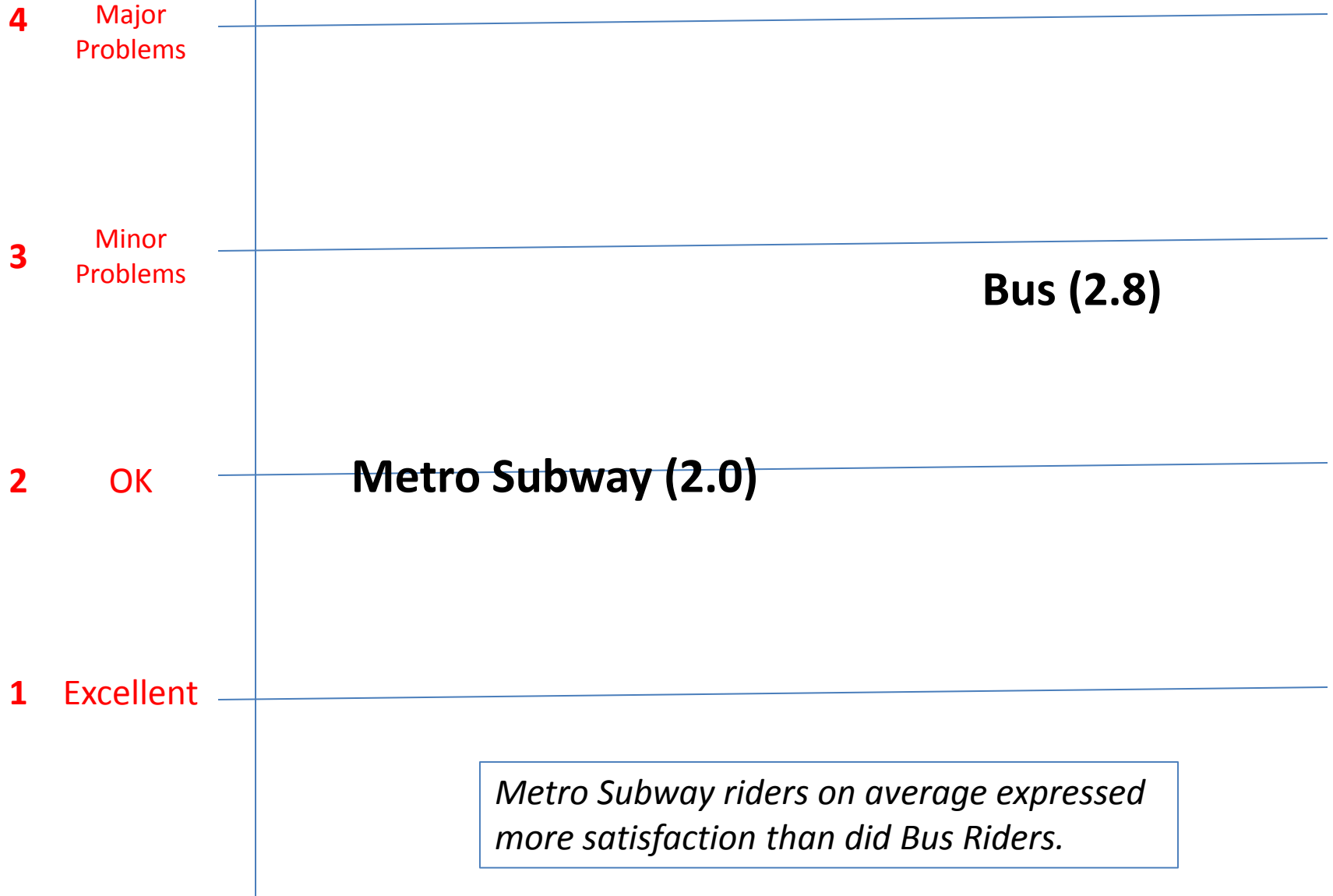
The majority of Metro Subway riders responded via the web.

Bus Responses



The majority of bus riders used their cell phone to text.

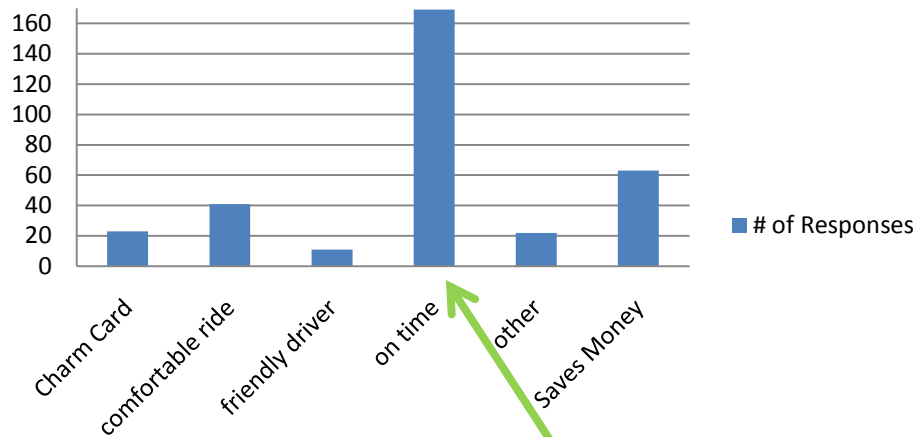
Average Ratings



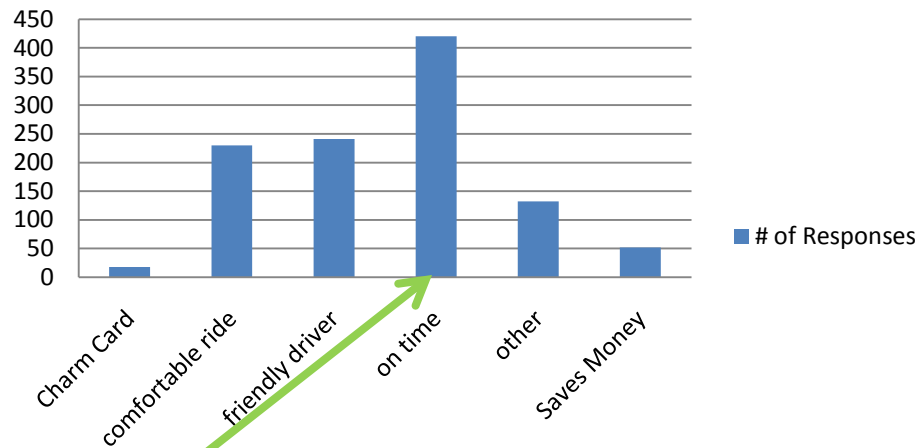
Metro Subway riders on average expressed more satisfaction than did Bus Riders.

Reasons given by riders who rated their ride as 1 (excellent) or 2 (OK)

On Metro Subway



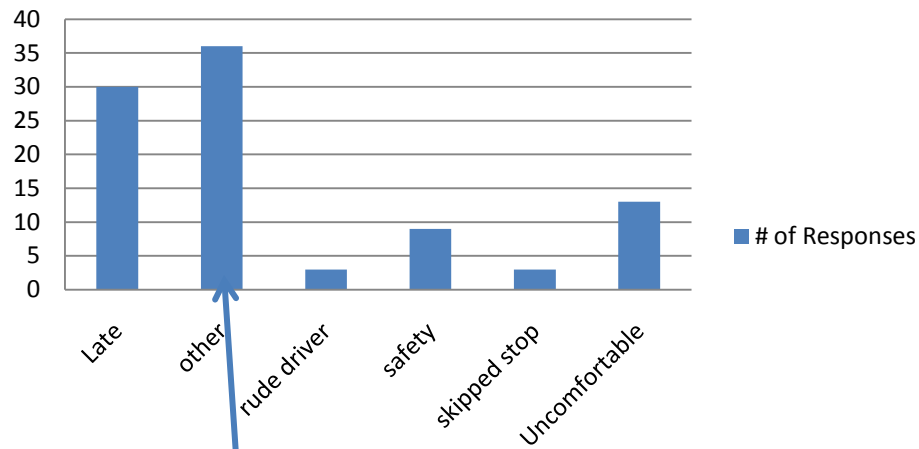
On Buses



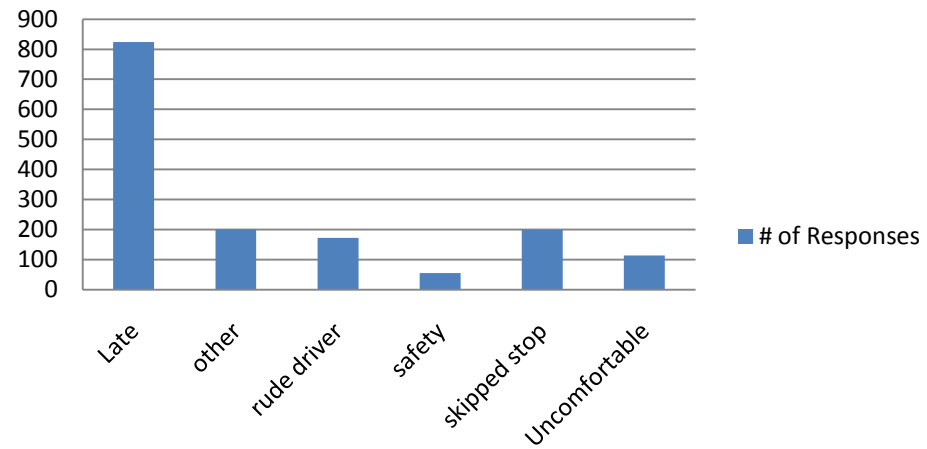
On-time performance is top of mind for riders who give positive ratings.

Reasons given by riders who rated their ride as 3 (minor problems) or 4 (major problems)

On Metro Subway



On Buses



Many Metro Subway riders used the "other" option to provide comments about other riders, signs and announcements, cleanliness, ticketing issues, etc.

On-time performance is top of mind for riders who give negative ratings too.

Routes with highest response volumes

Among all responses

Bus Route #	# of responses	Average rating
15	189	3.2
22	155	2.7
19	143	2.9
13	127	2.8
33	120	2.6
36	120	2.9
3	112	2.9
44	111	2.9
5	106	2.9
51	105	2.8

Among City Public Schools

Bus Route #	# of responses	Average rating
22	100	2.5
19	86	2.9
33	83	2.4
15	71	2.9
51	70	2.6
36	65	3.0
44	65	2.8
23	51	2.8
13	50	2.8
1	48	2.7

Routes with best ratings

Among all responses

Bus Route #	# of responses	Average rating
310	10	1.1
120	14	1.4
411	19	1.6
7	12	1.9
47	13	2.0
46	25	2.4
52	17	2.5
61	12	2.5
91	58	2.6
33	120	2.6

Among City Public Schools

Bus Route #	# of responses	Average rating
33	83	2.4
22	100	2.5
64	32	2.6
35	16	2.6
91	38	2.6
51	70	2.6
54	19	2.6
20	15	2.7
16	12	2.7
1	48	2.7

Routes with worst ratings

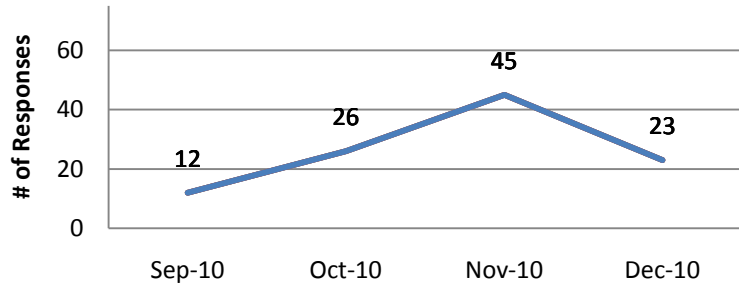
Among all responses

Bus Route #	# of responses	Average rating
77	49	3.4
55	41	3.3
27	74	3.2
15	189	3.2
16	45	3.1
8	57	3.1
21	40	3.0
48	31	3.0
35	90	3.0
3	112	2.9

Among City Public Schools

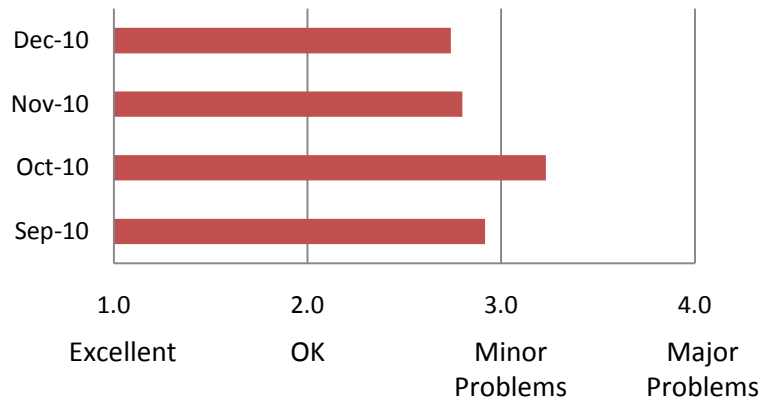
Bus Route #	# of responses	Average rating
27	30	3.2
36	65	3.0
21	27	3.0
15	71	2.9
5	40	2.9
19	86	2.9
8	17	2.9
40	35	2.9
23	51	2.8
44	65	2.8

Volume of Responses on #5 Bus

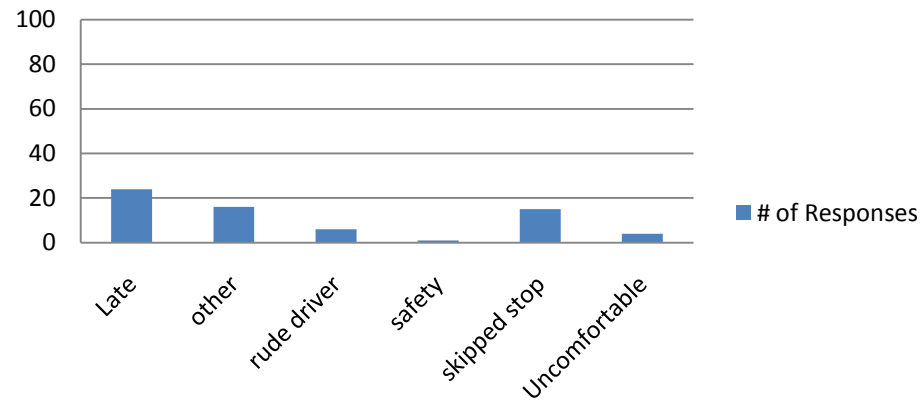


An example of taking a closer look at a given route

Average Ratings on #5 Bus



Negative Issues on #5 Bus



Next Steps

1. CPHA training volunteers to fill out observation checklists. Contact Bryan Alston, bryana@cphabaltimore.org to volunteer (volunteers who complete checklists will be entered in a drawing for an iPad).
2. MTA studying six or seven bus routes to identify problems, solutions
3. Interim report release 2/1/11, Final report in June 2011
4. Prizes, advertising, and partnerships to promote Rate Your Ride