

**2023 Metro Micro Rider Survey Results**

A survey was conducted in March and April 2023 among Metro Micro riders which also gathered input on the future decisions around the Metro Micro fare structure. This survey fulfilled a contract requirement to complete a Mode Shift Analysis and to gather demographic data on ridership. Respondents had the option to complete the survey online, onboard, or by phone.

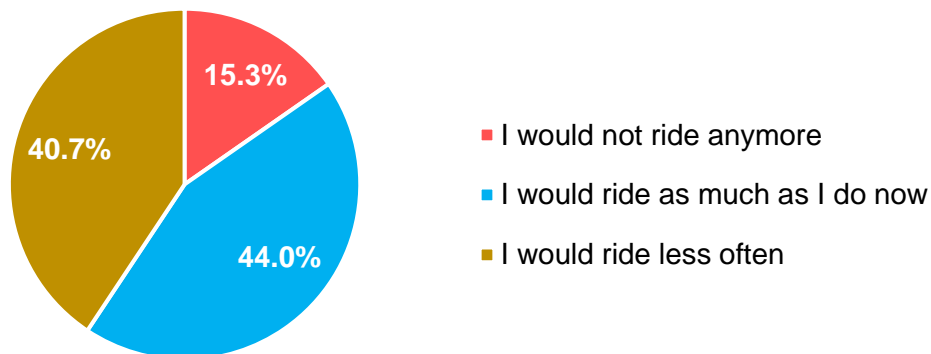
A total of 2,875 surveys were completed. Overall:

- 95% of surveys were completed in English and 5% were in Spanish, which is similar to the proportion of language use in the Metro Micro app
- The highest response rate relative to ridership occurred in the North Hollywood/Burbank and UCLA/Westwood/VA Medical Center zones
- A total of 21.19% of respondents stated that they are students. Of those respondents, 5.65% identified as part-time students and 15.54% as full-time students
- 10.6% stated they have a disability and 7.8% preferred not to answer this question
- 23.2% of respondents state they participate in a fare program (LIFE, Student, Senior/Disabled, Employer/University)
- 33.3% of respondents have household incomes under \$25,000

To support future decisions about the Metro Micro fare, the following question was asked: “How much would you ride Metro Micro if the fare was \$2.50?” The survey response options provided were:

- I would not ride anymore
- I would ride as much as I do now
- I would ride less often

A total of 2,671 of those riders who completed the survey (92%) responded to this prompt. Responses were as follows:



Based on the responses, at a \$2.50 fare:

- Younger riders (under 18, 18-24) indicated that they are most likely to reduce (58.4%, 54.1% respectively) or stop use (18.8%, 20.2%)
- 25% of respondents who identified as disabled said they were more likely to stop riding Metro Micro if the fare was increased to \$2.50
- 52% of full-time students said they would ride less often, and 20% said they would stop altogether. Part-time students were less price-sensitive, but still more so than the overall sample (only 80% as likely to maintain riding habits). There was a high similarity in sensitivity for the 18-24 age group and full-time students
- The responses from the Discount Fare Program participants indicated that they would be 18% more likely to stop riding than the overall sample, and 8.9% more likely to ride less often

Other observations regarding the 15.3% (409) of survey respondents who stated that they would no longer ride Metro Micro if the fare was raised to \$2.50 include:

- A much higher proportion of women responding that they would not ride any more as compared to responses from men (56% versus 32%)
- A younger market indicating that they would no longer ride (70% were 18-44 years)
- Over 68% of these respondents were of Hispanic or Asian ethnicity
- Those who responded that they would no longer ride came from lower-income households (over 55% had an income under \$50,000)

This clearly points to the importance of offering access to lower fares for groups such as those with lower incomes and young people. Most of the groups that indicated a higher level of price sensitivity (students, those with a disability, and those participating in a discounted fare program) would not be affected by the proposed framework for a permanent fare structure, as their current price would not be affected or would be covered by the discounted fare program they participate in.

Demographic information on the 15.3% of respondents who said they would not ride anymore if the fare for Metro Micro was raised to \$2.50 is provided in the following charts:

