

Southeast Michigan Council of Governments

Regional On-board Transit Study



Objective

NuStats is conducting an origin-destination study of the Southeast Michigan Council of Governments (SEMCOG) region's transit agencies. The individual transit agencies are: Detroit DOT (DDOT), Suburban Mobility Authority for Regional Transportation (SMART), Ann Arbor Transportation Authority (AATA), U of Michigan Transit Service, Blue water Transportation Commission (BWATC), and Lake Erie Transit Commission. The study will provide SEMCOG with data used to up date the regions' transportation models.

Approach

Approximately, 18,000 fixed route users were surveyed to capture variables used for supporting the regional model update program as well as for transit planning purposes. The study also contained a pilot to test different methodologies and a cognitive interview section to test the survey questionnaire.

Outcome

The data provided by NuStats will be used to update travel demand models and provide traveler behavior, demographics, and satisfaction with service to enhance the regions' transit services.

PTV NuStats

206 Wild Basin Road
Building A, Suite 300
Austin, Texas 78746
www.nustats.com

Phone: 512.306.9065

Fax: 512.306.9077

E-mail:

mmccaffrey@nustats.com