

# Coordinated Public Transit-Human Services Transportation Plan



**Marquette County Transit Authority  
2019**

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## Introduction

The Coordinated Public Transit-Human Services Transportation Plan was created by Marquette County Transit Authority with the City of Marquette Community Development Department providing professional/technical support in the creation of this document.

This Plan project was undertaken as a recommendation of the *Marquette Mobility Management and Coordination Strategies Report* prepared by Current Transportation Solutions in 2013 for Smart Growth America, as a planning project undertaken by the City of Marquette and Marquette County Transit Authority (MARQ-TRAN).

This document was approved for submission to the Michigan Dept. of Transportation (MDOT) for their inspection and approval on February 28, 2019.

This document includes: identifying current transportation provided, community stakeholders, passenger satisfaction survey results, identify gaps in transportation and solutions with priority for transportation gaps when funding becomes available.

## 1 - Assessment of Current Service Area and Services

### Marq-Tran Services and Funding

Marquette County Transit Authority (Marq-Tran), is Marquette County's area public transit system, providing service to the County of Marquette, including the City of Marquette, the City of Ishpeming, the City of Negaunee and several surrounding communities. The City of Marquette is located in the central region of Michigan's Upper Peninsula (UP). With a population of 21,335 (2010 Census), it is the largest community in the UP. In addition to being a population center, it serves as the regional center for education, health care, recreation, and retail. This regional draw is particularly evident due to Northern Michigan University (NMU) and the UP-Health System-Marquette campus, both of which are located near downtown Marquette. The Cities of Negaunee, Ishpeming, and Gwinn are also in Marquette County. Marquette County has a population of 67,700 census estimate in 2013 and is the largest county by land area of 1,873 square miles in the state of Michigan., with a total of 1,709 road miles.

Marq-Tran uses a combination of nine fixed routes, two deviated routes, door -to-door paratransit, contract runs, Specialized Service and JARC runs. Marq-Tran also has contract services which serve specific groups. Marq-Tran's fixed route buses operate throughout Marquette County every day of the week. Figure 3-1 shows the county-wide routes. Figure 4-5 shows routes in the city core. Marq-Tran operates paratransit service seven days per week including holidays.



**Figure 1: Various Marq-Tran Routes (per Corridor Plan)**

Marq-Tran's Marquette-Sawyer-Gwinn route stops at Sawyer International Airport multiple times a day. Marq-Tran has experience operating under contract with Northern Michigan

University, Northstar Academy, and Pathways Community Mental Health. Marq-Tran has not held contracts with Marquette's Lifepoint Hospital or other large employers.

Marq-Tran also has a medical call-back program. If a rider is transported to a medical appointment, the doctor's office can call when the appointment is finished, and the bus will come back to pick up the rider. The door-to-door drivers will load and unload up to two bags of groceries as a service to passengers. Dispatchers take reservations from 6:15 AM to 7:00 PM Monday through Friday and 8:15 AM to 4:15 PM on Saturday and Sunday.

### Service Data

The following data was reported to Michigan Department of Transportation (MDOT) for calendar year **2012**.

**Table 1-1: Marq-Tran Statistics**

Line-Haul Unlinked Passenger Trips (Fixed Route)	279,074
Demand-Response Unlinked Passenger Trips	81,275
Total Trips [calculated]	360,349
Days Operated	366
Revenue	\$3,157,151
Expenses	\$3,516,404
Eligible for Reimbursement	\$2,943,568
Line-Haul Vehicles	9
Demand-Response Vehicles	27
Vehicle Hours	47,967
Vehicle Miles	944,824
Cost per Trip [calculated]	\$9.76
Cost per Mile [calculated]	\$3.72
Cost per Hour [calculated]	\$73.30
Passengers per Hour [calculated]	7.5

Marq-Tran has 33 transit vehicles of mixed sizes, and about half are fewer than two years old. All buses are lift-equipped and accessible to persons with disabilities. Most buses have bike racks for two bikes. In the winter the bike racks are removed and replaced with ski racks, which can hold up to 6 pairs of skis or 2 snowboards.



**Figure 2: Marq-Tran Buses at new Downtown Transfer Station**

Marq-Tran is a flag service with limited signed bus stops. Existing stop signage is not visible and very little other infrastructure exists. The new downtown transfer station is an important, high quality addition to Marq-Tran’s system as well as to downtown. The City’s adopted complete streets policy includes transit and calls for using context sensitive design and AASHTO design standards to integrate public transit into the planning, funding, design, construction, operation and maintenance of new and modified streets.

Marq-Tran has a website that provides useful information about schedules and routes. The website could be further improved with ‘above the fold’ features, a trip planner, live tracking tool, mobile access tool, a rider’s guide, and applying ADA-compliant formatting to timetables for people with vision impairments.

### **Intercity Service**

The bus stop for intercity service is at Marq-Tran’s station at 1325 Commerce Drive. Daily intercity service is provided by Indian Trails (Trailways). Tickets can be purchased at the station, through Indian Trails, or through Greyhound. Web purchases are currently only available through Greyhound, but the Indian Trails website indicates that online purchases will soon be available. Indian Trails provides one daily trip between Marquette and Milwaukee. In the remainder of the state, it operates four daily trips between Chicago and Flint, with less frequent service throughout the rest of the lower and Upper Peninsula. A route map of available intercity services across the country is available at <http://www.aibra.org/pdf/usmap.pdf>.



**Figure 2-3 Michigan Amtrak Routes (red – rail, green – thruway bus)**

From Milwaukee or Grand Rapids, riders can access Amtrak by Thruway bus as shown on the map below. A full-priced round-trip ticket to Chicago costs \$89, and Amtrak requires that the Thruway ticket to Milwaukee be purchased in conjunction with a train ticket. Indian Trails apparently operates as the Amtrak Thruway bus using the same service that is part of the national intercity bus network.

### **Funding**

Marq-Tran's budget is fairly typical for a micropolitan community – a combination of federal FTA funding, state funding, a local mileage, university and other contracts, and farebox revenue. Additionally, in a community such as Marquette, a wide variety of other federal programs purchase transportation in various forms. Transportation assistance is typically provided for a wide range of individuals through Medicaid, Medicare, Workforce Investment Act (WIA - Department of Labor), Veterans' Administration (VA), Community Development Block Grants (CDBG), Department of Justice and other federal and state programs. In most communities, Medicaid is by far the largest of these funding sources. This funding flows through a variety of social service agencies and non-governmental organizations. Many of these organizations purchase bus passes or individual rides on public fixed route and paratransit services. However, in many cases rides are provided directly by these organizations or purchased through privately operated taxi services, private non-emergency medical transportation (NEMT) providers, or the funding is used to reimburse gas and mileage when a client rides with family or friends.

The following table provides a summary of estimated funding and funding amounts for 2012. Within the scope of this project we were unable to estimate the portion of social service funding that ends up as farebox revenue. In many cases it is difficult to find information on transportation expenditures and dollar amounts were provided by willing participants.

**Table 1-2: Identified Transportation Funding Sources**

Provider	Funder	Amount (2012)	% of Expenses	Funding Program	Notes	
Marq-Tran Fixed Route & Paratransit	FTA Section 5311	\$544,559	18%	Federal Transit Administration		
	Rural Technical Assistance Program (FTA)	\$4,000	0.1%	Federal Transit Administration		
	Other Federal Transit Contracts & Reimbursements	\$659,120	22%	Federal Transit Administration		
	State Operating Assistance	\$1,087,463	37%	State		
	Marquette County millage	\$1,162,731	40%	Local	Passes easily (over 60% voting yes). Recently reauthorized.	
	2012 Income \$3,816,271	Farebox - individuals	\$182,895	6%	Local	
		Contract Fares:	\$125,633	18%	Local	
	2012 Expenses \$3,516,404	Intercity Ticket Sales	\$20,170	1%	Local	
		Advertising	\$4,600	0.2%		
	Eligible for Reimbursement \$2,943,568	Miscellaneous: Interest Income, Prior Year Refunds and Credits	\$24,148	1%	Local	
	Michigan Works /			Labor - Workforce	May purchase fares/passes	

				Investment Act (WIA)	
	School District			Education and HHS	May purchase fares/passes
	Department of Human Services			Medicaid	Non-emergency medical transportation
	Department of Human Services			Family Services (HHS)	May purchase fares/passes
	Department of Human Services			Temporary Aid for Needy Families	May purchase fares/passes
Marquette County Aging Services	not researched			not researched	
Veterans Service – Marquette Clinic	not researched			not researched	May purchase fares/passes



## Existing Transit Services in Marquette County

**Table 1-3: Marquette County Transportation Providers**

Provider	Federal Funding						
	Described in Volume 2	FTA/FHWA	HUD	HHS	Labor	Education	Other
<b>General Public</b>							
Marq-Tran, Marquette County Transit Authority	X	X					
Indian Trails Bus	X	X					
Sawyer International Airport	X						X
ALTRAN – Alger County Transit	X	X					
<b>Elderly/disabled</b>							
Marquette County Aging Services				X			
<b>Governmental &amp; Non-Profit Transportation</b>							
Sault Tribe Elder Care							X
<b>Private non-emergency medical transportation</b>							
Medi-Ride				X			
Wings of Mercy							
Michigan Transportations Services				X			
<b>Taxi/Limousine</b>							
Taxi Tycoon							
UpTown Taxi							
Apple Cabs							
Checker Cab / Checker Bus of Marquette							
<b>Charter</b>							
Checkered Cab and Bus							
Spotlight Coaches							
<b>Other</b>							
First Student – <i>Students only</i>				X		X	
Wildcat Shuttle – NMU campus only (Operated by Checker Cab and Bus)	X						

<b>Rideshare Programs &amp; Facilities</b>							
Central UP Rideshare Office	X	X					
MichiVan	X	X					
Carpool parking lots	X	X					

More information on other transportation providers are listed in the following table.

**Table 1-4: Other Transportation Providers**

<b>Provider</b>	<b>Overview</b>
Northern Michigan University	The Wildcat Shuttle Service is operated by NMU Public Safety and Police Services. This is an on-campus shuttle providing free service to students, faculty and staff.  Currently NMU pays Checker Cab and Bus, a private provider.
Marquette County Aging Services	This organization offers ground transportation services to seniors age 60 and older. The RSVP Transporters provide seniors living in Marquette County with a ride to their non-emergency medical appointments. Occasionally this may also include a stop at the pharmacy to pick up needed prescriptions.
Veterans' Services	Transportation assistance is available to and from scheduled appointments through the Center Transportation Coordinator at 1-800-215-8262 or 906-774-3300, ext. 33849.
Non-Emergency Medical Transportation Providers	Mediride is a local provider and Michigan Transportation Services provides statewide service
Taxi Services	There are four known taxi services operating in Marquette
Sault Tribe Elder Care	Organization offering ground transportation services for Native American seniors to non-emergency medical appointments.
Upper Peninsula Health Plan	Organization offering ground transportation services for UP Health Plan members to and from medical appointments throughout all counties in the Upper Peninsula.

## **Rideshare programs**

MDOT helps fund rideshare programs, carpool parking lots, and the MichiVan Commuter Vanpools. Vanpool information is available at MDOT's website- <http://www.michigan.gov/mdot/>

Among the options available for Marquette County are:

- A Local Rideshare Office
- MichiVan Commuter Vanpools
- Carpool parking lots (MDOT is planning to open one in the City of Marquette in 2020)
- The Guaranteed Ride Home Program (GRH). This program, operated through the Local Rideshare Office, offers reimbursement for taxi fare or car rental for registered carpool and vanpool participants who face an emergency or unexpected overtime.

## **Mobility Management Partnership Opportunities**

Effective mobility management requires coordinating not just transportation providers but all the organizations that are stakeholders in addressing the area's transportation needs – including needs that are currently unmet. This section provides information about a wide range of potential coordination partners who do not directly provide transportation. Communication with these stakeholders provided opportunities to focus the outcomes of this project, improve service, coordinate planning efforts, and increase funding. These stakeholders and resources are also important to consider when planning meetings and other outreach during the Human Service Coordination Plan planning. This information should also be taken into consideration when considering partnering on line resources during marketing planning.

**Table 1-5: Partners for Mobility Management**

<b>Partner</b>	<b>Opportunities</b>
Call 2-1-1	Call 2-1-1 is a national 3-digit phone number set aside for information and referral services. Upper Peninsula Call 211 has information about transportation resources on their website and could enrich this information by coordinating with regional transportation services.
Marq-Tran	Marq-Tran is a central player in providing public transportation, and offers a website that could be expanded.
City Government	The Planning and Community Development Department, Planning Commission, Community Services Department, and Aging Services Advisory Committee should be considered as coordinating partners.

Northern Michigan University	<p>NMU is a particularly important partner because the Marq-Tran website lists NMU as one of only three contracts, and typically, universities and student associations are significant funders for their local transit services. Students, staff and faculty also typically represent a large percentage of the ridership for transit systems in college towns. An estimated nearly 7,000 individuals commute back and forth to NMU on a regular basis. NMU actively contracts on-campus transit. NMU has 8 sustainability websites and none mention transportation. Partners could include the campus Sustainability Coordinator, Parking and Traffic Committee, Students for Sustainable Living, and student council.</p>
Downtown Development Authority	<p>Downtown Development Authorities have the power to conduct analysis of economic changes taking place in the downtown district; long-range planning for the downtown area; land acquisition and improvement; building construction, improvement, rehabilitation, maintenance and operation; and construction and maintenance of public facilities such as water and sewer lines, parking lots, streets, street lighting, convention centers, parks, and marinas; and channel funding through a variety of sources.</p>
Transportation Coordinating Committee	<p>Typically, TCC's focus on road transportation and have limited interest, engagement and knowledge about transit, ridesharing, walking, and biking. The level of engagement of the local TCC is yet to be determined.</p>
MDOT Marquette Staff	<p>Coordinate how local transportation funding is disseminated and work closely with transportation planners and providers</p>
Non-Profit Organizations	<p>Pathways Community Mental Health currently contracts with Marq-Tran. Alger Marquette Community Action Agency is located next to the Marq-Tran station and has identified transportation is a leading cause of chronic unemployment in low-income populations.</p>
Other Partners	<p>Lake Superior Community Partnership (Chamber of Commerce) Marquette County Convention &amp; Visitors Bureau Marquette County</p>

## 2 - Assessment of Transportation Needs

The MarqTran service area enjoys many assets that provide a foundation on which to build a more robust network of transportation services that support community goals. It is well suited to take on mobility management strategies that go beyond human service transportation and also integrate and improve service to meet the needs of tourists, students and the general public.

### Stakeholders

To ensure maximum inclusiveness in outreach for this Plan, a comprehensive list of stakeholders was developed by Marq-Tran.

**Table 2-1: Stakeholders**

Name	Contact	Attended Meeting
Marq-Tran-Marquette Co. Transit Authority	Delynn Klein	Yes
Michigan Department of Transportation	Chuck Lindstrom	Yes
City of MQT Community Development Dept.	Dave Stensaas	Yes
Marquette Area Public Schools	Deborah Veight	No
NICE School District	Bryan DeAugustine	No
Powell Twp. School District	Seth Hoopingarner	No
Republic-Michigamme School	Kevin Luokkala	No
Gwinn Public School District	Tom Jayne	No
Checker Cab & Bus Service	Jesse Shram	Yes
Taxi Tycoon	Allen Blondeau	No
Uptown Taxi	Bill Garrow	No
Indian Trails	Marq-Tran	No
Lamers Bus Lines		No
Pathways	Jeanne Lippens	No
Superior Alliance for Independent Living	Colin Jenkins	Yes
Brantley Drop-In Center	Annette Grenier	No

Michigan Department of Health-Human Svcs	Bobbi Jo Ferguson	No
Michigan Works		No
Marquette County Housing Authority	Sharon Maki	No
Community Action - Alger-Marquette	Amy Lerlie	No
City of Marquette Senior Center	Jane Palmer	No
City of Ishpeming Senior Center	Elyse Bertucci	No
City of Negaunee Senior Center	Kristy Basolo	No
City of Gwinn Senior Center	Brian Veale	No
Marquette County Aging Services	Julie Shaw	No
Marquette County Housing Authority	Sharon Maki	No
UPHS Marquette Hospital	Cheryl Bollero-Oberstar	No
UPHS - Bell Hospital	Randy DeBlois	No
DJ Jacobetti Home for Veterans	Brad Slagle	No
Norlite Nursing Center - Marquette	Eric Johnson	No
Brookridge Heights Assisted Living	Neal Crothers	No
Eastwood Nursing Center	Lee Johnson	No
The Lighthouse at Ishpeming Health & Rehab	Cory Mitchell	No
Mill Creek Assisted Living & Memory Care	Kristine Scheider	No
Teal Lake Elder Care/Nursing Center	Julie Kelly	No
Room at the Inn (Catholic Diocese)	Douglas Russell	No
Lutheran Social Services		No
Bay Cliff Health Camp	Amy Besecker	No
The Salvation Army - Marquette office	Capt. Doug Winters	No
St. Vincent DePaul - Marquette office	Denise Arbelius	No
Goodwill - Marquette		No
Keewenaw Bay Indian Community	Larry J. Denomie III	No
Marquette County Planning Dept.	Eric Anderson	Yes
NMU Facilities - Engineering staff	Jim Thams	Yes
Marquette Township DDA	Lyn Durant	No

City of Ishpeming DDA	David Aeh	No
City of Marquette DDA	Mona Lang	Yes
The Marquette Access Group	Bob Chapman	Yes
Chocolay Township Community Planning	Dale Thronele	Yes
Marquette Township - Planning	Jason McCarty	Yes
Forsyth Township - Supervisor	Joseph Boogren	No
Sands Township - Supervisor	Darlene Walch	No
Ishpeming Township - Supervisor	James Nankervis	No
Negaunee Township - Supervisor	William Carlson	Yes
Powell Township - Supervisor	Darlene Walch	No
Champion Township - Supervisor	Tina Koski	No
Republic Township - Supervisor	John Ulrich	No
Michigamme Township - Supervisor	William Seppanen	No
Ely Township - Supervisor	Rosemary Junak	No
Marquette County Emergency Management	Theresa Schwalback	No

## Stakeholder Survey and Results

The following survey was conducted by the Marquette County Transit Authority and was sent to the identified Public Transportation Stakeholders.

Name of Person/Agency:

Sands Township

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

Door to door service

*What do you see as the priority actions/strategies we must take to address these needs?*

Appropriate vehicles, perhaps smaller size vehicles rather than larger buses

Name of Person/Agency:

Julie Shaw, Marquette County Aging Services

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“More door to door, especially for medical appointments.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Grant opportunities for further funding to provide more opportunities for persons with needs.”

Name of Person/Agency:

Robin Mackie, Norlite Nursing Home

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

"Representing Norlite, I can only respond from our scope of experience and our facility-specific needs. We rely heavily on Marg-Tran's services -every single day. On average, we have 80-90 residents residing in our facility. Many of these residents are here for short-term rehabilitation needs (post-surgical physical therapy and wound care, for example), and all of these residents require off-site follow-up doctor's appointments. Transporting wheel chair-bound individuals from point A to point B is no easy task, and that's where Marq-Tran is invaluable to Norlite. Almost all of our residents require affordable transportation equipped with a lift, and Marq-Tran meets that need very, very well."

*What do you see as the priority actions/strategies we must take to address these needs?*

“With very minor exceptions, the great staff at Marq-Tran already addresses Norlite's needs on a daily basis. Over the past year or so, I've developed a strong working relationship with Michelle, Kevin, and Rick in the Dispatch Department. We work together daily to coordinate transportation for our residents. I have adjusted how Norlite schedules and staffs resident appointments to work around Marg-Tran's high demand in the community and limited bus availability. Rides are not allowed to be scheduled more than seven days in advance, and the schedule fills up by or before 7 AM, seven days prior. So, I email the dispatchers every afternoon, eight days prior to an appointment. This has worked very well for us. However, we don't always know about every appointment eight days in advance. This shortcoming limits flexibility and it's makes it difficult to accommodate last-minute appointments for new residents or changing circumstances. However, dispatcher/drivers are very responsive to last-minute adjustments to the pre-scheduled rides (such as an appointment running late or getting out early).

The only issues I've run into, again, are the schedules being completely full seven days in advance. So, it's nearly impossible to accommodate something that pops up within six days.



When that happens, we have to coordinate with UPHS EMS for non-emergent transfer (which is VERY costly). Additionally, it is significantly more difficult to schedule rides for later in the day (down to one bus in the afternoons). So, I essentially avoid scheduling anything in the afternoon, if possible. Other than these two minor inconveniences, I cannot say enough about Marq-Tran and how grateful I am for their services and staff. Nearly all of our residents, their family members, and most of our staff have used Marg-Tran's services in one capacity or another. I work with them every day. If you have any questions or would like additional insight into our experience, feel free to contact me any time. Thank you!”

Name of Person/Agency:

Wendi J Greer, LMSW

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Need handicap accessibility of more door to door service. My elderly clients struggle to get to their appointments.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Above accessible options.”

Name of Person/Agency:

Darlene Allen, Past Board Member and Volunteer for Adult Day Services Alzheimer's Program (Program currently with Lake Superior Hospice)

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“The Marq-Tran provides invaluable transportation to and from the Adult Day Services Program.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“It is critical that this service continue and that it is able to expand to meet the needs of families dealing the Alzheimer's disease and the other isolated frail elderly in the community.”

Name of Person/Agency:

Gary Fullerton, SAIL, The Disability Network of the Upper Peninsula (Superior Alliance for Independent Living)

*“What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?”*

If funding becomes available, more faxed routes are desired, both within the current schedules and during current "Off Hours". More opportunities for door to door service during existing hours is desired.

*What do you see as the priority actions/strategies we must take to address these needs?*

“Ridership may be increased if volunteers are engaged to promote Marq-Tran services, increasing general awareness and reminding citizens who may have not tried them.”

Name of Person/Agency:

Jane Palmer, City of Marquette Senior Center

*“What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?”*

Availability of bus. Door to door restrictions, bus runs from Senior Housing complexes to Senior Center

*“What do you see as the priority actions/strategies we must take to address these needs?”*

Restriction on door to door.; buses seen with only 1 passenger; easier route; shorter route.”

Name of Person/Agency:

Forsyth Senior Center

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Would like to see some type of transportation to congregate made offered at the clubhouse (one or two pick-ups @ KI, Forwood Apts.)”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Would like to see shopping busses to Marquette a couple of times per month from Gwinn.”

Name of Person/Agency:

The Salvation Army – Marquette

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Sometimes it's difficult to set up door to door services as it can take 2 weeks sometimes as well as hours.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Door to door needs to be more accessible for appointments that come up out of the blue. More hours. Buses ending at 6PM hurts clients that are trying to better themselves and get back into the work force.”

Name of Person/Agency:

MDHHS - Marquette County Office

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“More availability of door to door service and increased access to bus drops.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Prioritize need with provision of door to door service while increasing access (especially in winter).”

Name of Person/Agency:

Forsyth Township, Joe Boogren, Supervisor

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

No response

*What do you see as the priority actions/strategies we must take to address these needs?*

“Our perspective is that existing level of services and ADA compliant transportation provided by Marq-Tran is sufficient, neither under nor over servicing our municipal needs.”

Name of Person/Agency:

Harger Boal, MARESA Transition Programs

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Ideally, longer hours of service and weekend service. Our students use Marq-Tran to get to work so being limited on hours and days impacts them.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“We know extended services would cost more money. Perhaps a public relations campaign would allow us to pass a millage to raise funds. Having a route go through the TJ Maxx/Pet Smart parking lot would be great.”

Name of Person/Agency:

Jim Nankervis, Supervisor, Ishpeming Township

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Availability to get to doctor, hospital and nursing home visits, shopping, etc.”

*What do you see as the priority actions/strategies we must take to address these needs?*

“Make bus runs available for the majority of individuals with disabilities and ones that don't have their own transportation.”

Name of Person/Agency:

Marquette County Emergency Management, Theresa Schwalback, Cooridinator

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

"Marquette County is the largest county in the State of Michigan in terms of land mass and our population of over 67,000 is spread out over the county. Public transportation is very important to residents in those outlying areas who are without vehicles and they need to get to medical appointments, the pharmacy, shopping for food, etc. This is true for not only low income residents, but especially the elderly and disabled who may be homebound and don't have family to help them.”

*"What do you see as the priority actions/strategies we must take to address these needs?"*

“In emergency management, public transportation is an essential resource to have; especially during a disaster or emergency event. If residents need to be evacuated and transported somewhere, public transportation is there to assist and are included in our county emergency operations plan. They also know the area. One problem we had when we were dealing with a flood we had in 2003 was knowing who and if elderly and/or disabled people were located in the evacuation zone. With HIPPA regulations, we are not able to get this information from agencies that have it. We stress to those agencies that we don't need their medical information, just who they are and their address if they need to be evacuated.”

Name of Person/Agency:

Greater Ishpeming Commission on Aging aka Ishpeming Multi-Purpose Senior Center, Elyse Bertucci, Center Director

*What do you see the public transportation needs in our area, specifically the needs of individuals with disabilities?*

“Direct routes that do not require bus transfers, more door to door service availability.”

*"What do you see as the priority actions/strategies we must take to address these needs?"*

“Additional bus runs, especially between our Ishpeming area and Marquette (instead of 1 per hour).”

## Customer Satisfaction and Trip Purpose Assessment Summaries

Two surveys were conducted in summer 2017 by a research team from Michigan State University (contracted through the Michigan Department of Transportation), a survey each for fixed route customers and demand-response customers. The purpose of the surveys was to assess customer satisfaction and trip purpose for the Marquette County Transit Authority.

The contents of the two surveys are located in the Appendix to this report. Summaries of the reports are made below.

### Fixed Route Survey

The report summarizes the results of the Fixed-Route survey to assess customer satisfaction and trip purpose for the Marquette County Transit Authority, conducted on the 21st through the 23rd of June 2017. We collected data from 106 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Marquette County Transit Authority questions, and demographics.

Overall, the Marquette County Transit Authority survey respondents provided positive feedback. **Customer satisfaction** was very high as the majority of respondents answered satisfied or very satisfied for every question in this category.

The results of the **trip purpose** category showed us that this service is mostly used to travel from home to a destination, while the most common destination is also the home.

The final category of questions, demographics, shows the most common Marquette County Transit Authority riders are Caucasian/White who are between 35 and 54, and retired with no special needs.

### Major Themes for Areas of Improvement

Customer Satisfaction was very good. Analysis of the Marquette County Transit Authority questions, as well as the final survey question regarding if respondents had any additional comments, demonstrated that respondents have few complaints about the current service. The main issues recorded are:

- **Buses running late compared to posted schedule times,**
- **Dirty buses/seats that detract from overall rider experience, and**
- **A desire for increased hours (both on weekdays and Saturdays), plus Sunday service.**

## Demand-Response Service

The report summarizes the results of the Demand-Response survey to assess customer satisfaction and trip purpose for the Marquette County Transit Authority, conducted on the 21st through 23rd of June 2017. Data was collected from 14 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Marquette County Transit Authority questions, and demographics.

Overall, the Marquette County Transit Authority demand-response survey respondents provided positive feedback.

**Customer satisfaction** was very high as the majority of respondents answered very satisfied for every question in this category.

The results of the **trip purpose** category showed us that this service is mostly used to travel from home to reach a destination, and the most common destination was a Doctor's appointment.

**The Marquette County Transit Authority questions** demonstrated that there are some issues related to the booking trips via the service telephone line and full buses.

The final category of questions, demographics, shows the most common Marquette County Transit Authority riders are Caucasian/White who are 65 years or older and are retired with mobility disabilities.

### Major Themes for Areas of Improvement

Customer Satisfaction was very good. Analysis of the Marquette County Transit Authority questions, as well as the final survey question regarding if respondents had any additional comments, demonstrated that respondents have few complaints about the current service. The main issues recorded are:

- **Issues related to booking trips via telephone.**
- **Service availability fills up fast and over full.**
- **Expand service hours.**

### **3 - Identified Service Gaps and Selected Implementation Priorities**

#### **Identified Service Gaps**

Based on stakeholder input, the Survey of fixed route and demand response riders, findings from our research, interviews, and consideration of the unique characteristics of Marq-Tran, the project team identified the following gaps between desired and existing service:

- A. Improve timeliness**
- B. Increase cleanliness**
- C. Expand hours and areas of service**
- D. Improve marketing and communication about services to make it easier for the public to understand and access information about Marq-Tran’s mobility options.**
- E. Expand payment options for bus fares**
- F. Incorporate GPS**
- G. Develop and deploy digital applications – especially “phone apps” - for finding buses on routes**

#### **Implementation Priorities**

The following implementation priorities have been selected to address the gaps that were identified between existing and desired services, based on realistic options:

##### **Fixed Route Services**

- A) Improve timelines**
- B) Improve Cleanliness**
- C) Expand route to meet growth needs.**

##### **Demand-response Service**

- A) Expand evening service.**

##### **Other**

- A) Update Website**
- B) Increase awareness of services provided.**



## **Appendix**

### **Customer Satisfaction and Trip Purpose Assessment Summaries**

Two surveys were conducted in summer 2017 by a research team from Michigan State University (contracted through the Michigan Department of Transportation), a survey each for fixed route customers and demand-response customers. The purpose of the surveys was to assess customer satisfaction and trip purpose for the Marquette County Transit Authority.

The contents of the two surveys follow.



Date: \_\_\_\_\_ Time: \_\_\_\_\_

**ON BOARD RIDER SURVERY**  
PLEASE CIRCLE THE APPROPRIATE ANSWER

- 1) Age: \_\_\_\_\_ 2) Sex: M F Other 3) Marital Status: Single Married 4) How Many Children? \_\_\_\_\_
- 5) How often do you use Marq-Tran services? Daily 1-4 days/week 2-4 days/month <1 per month
- 6) How long have you been a passenger on this service? Less than 1 year 1-3 years More than 3 years
- 7) How did you pay for this ride? Cash Tickets Monthly Pass
- 8) How did you get to your boarding location? Walked Biked Carpooled Was dropped off
- 9) How long did it take you to get to your boarding location? 5 min 5-15 min 15-30 min 30+ min
- 10) Which stop did you get on the bus? \_\_\_\_\_
- 11) Which stop will you get off the bus? \_\_\_\_\_
- 12) What additional routes will you connect to? North-South North-Mall Trowbridge 1 Trowbridge 2 Ishpeming  
KI Sawyer Forsyth Feeder Shopper's Shuttle Negaunee Shuttle None
- 13) What is the purpose of this bus ride? Shopping Church Work Medical School Personal Other
- 14) What is your employment status? Full-time Part-time Self-employed Student/College Retired Not employed Unable to work
- 15) Household Income per year: \$0-5,999 \$6,000-11,999 \$12,000-24,999 \$25,000-34,999 \$35,000+
- 16) Do you have a driver's license? Yes No 17) Do you own a vehicle? Yes No
- 18) What is your zip code? \_\_\_\_\_ 19) How many years have you lived at this zip code? \_\_\_\_\_
- 20) With which ethnicity do you most identify with? White African American Hispanic/Latino Asian  
Native American Other \_\_\_\_\_
- 21) What is your country of origin? \_\_\_\_\_ 22) Is English your first language? Yes No  
(Please specify) \_\_\_\_\_
- 23) Do you speak another language at home? Yes No If yes, then what language? \_\_\_\_\_
- 24) On a scale of 1-5; 1 being the bad and 5 exceptional, how would you rate:
- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| Your overall MARQ-TRAN experience         | 1 | 2 | 3 | 4 | 5 |
| Convenience of bus stop locations         | 1 | 2 | 3 | 4 | 5 |
| Convenience of arrival/departure times    | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of bus inside                 | 1 | 2 | 3 | 4 | 5 |
| Cleanliness outside of bus                | 1 | 2 | 3 | 4 | 5 |
| Comfort of bus                            | 1 | 2 | 3 | 4 | 5 |
| Operation of bus in a safe, smooth manner | 1 | 2 | 3 | 4 | 5 |

**HOW CAN WE IMPROVE YOUR EXPERIENCE? PLEASE PROVIDE ADDITIONAL COMMENTS ON BACK.  
THANK YOU FOR YOUR TIME**



# Assessing Customer Satisfaction and Trip Purpose for the Marquette County Transit Authority

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## **Introduction to Survey**

This report summarizes the results of the Fixed-Route survey to assess customer satisfaction and trip purpose for the Marquette County Transit Authority, conducted on the 21<sup>st</sup> through the 23<sup>rd</sup> of June 2017. We collected data from 106 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Marquette County Transit Authority questions, and demographics.

## **Summary of survey results**

Overall, the Marquette County Transit Authority survey respondents provided positive feedback. Customer satisfaction was very high as the majority of respondents answered satisfied or very satisfied for every question in this category. The results of the trip purpose category showed us that this service is mostly used to travel from home to a destination, while the most common destination is also the home. The final category of questions, demographics, shows the most common Marquette County Transit Authority riders are Caucasian/White who are between 35 and 54, and retired with no special needs.

## Customer Satisfaction

For customer satisfaction, we asked transit riders nineteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

### Timeliness

We asked transit riders to rate their satisfaction with timeliness on a five point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their level of satisfaction with:

- the arrival time of this vehicle, and
- the timeliness (on-time arrival) of the transit vehicles in general.

We asked transit riders about their satisfaction with the arrival time of this transit vehicle. The majority of respondents ranked this as Satisfied.

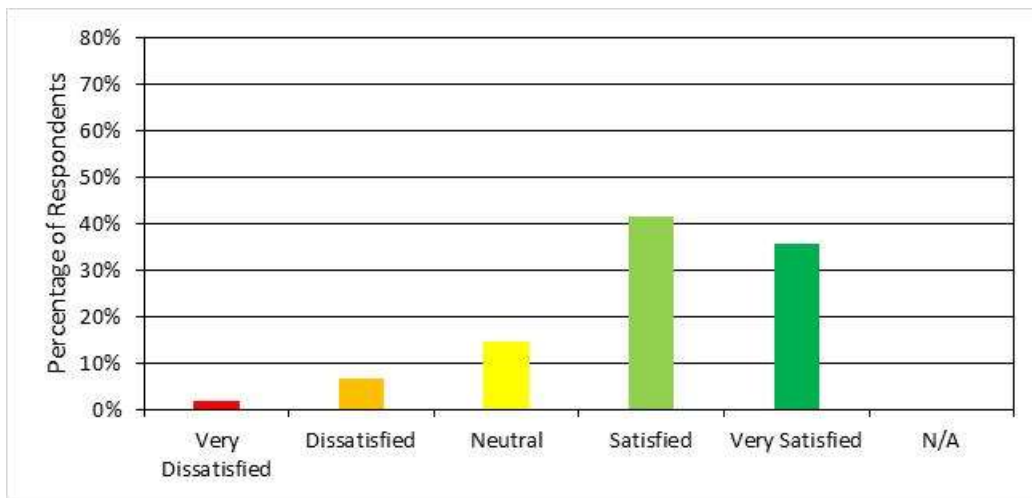


Figure 1: n=104

We asked transit riders about their satisfaction with the on-time arrival of this transit system in general. The majority of respondents ranked this as Satisfied.

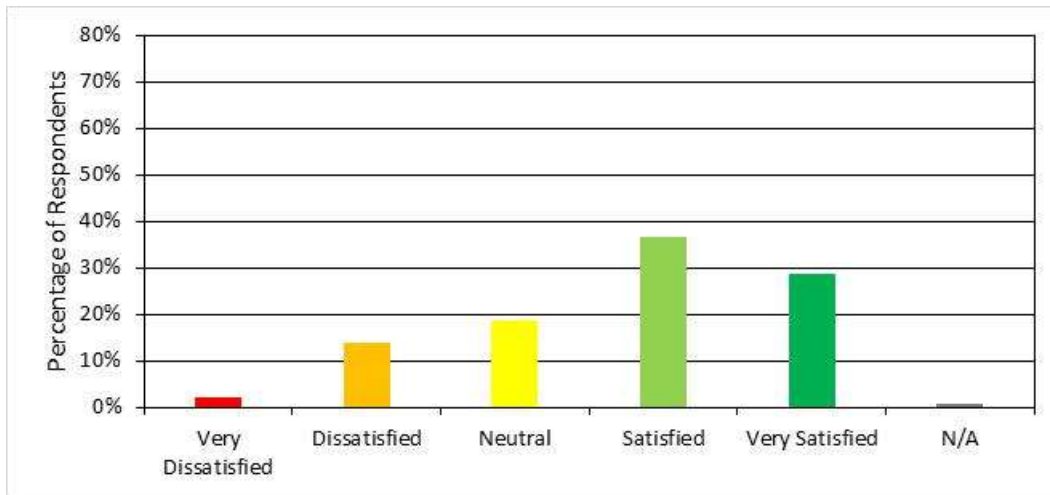


Figure 2: n=101

## Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- the temperature on the bus,
- the comfort at the bus stop, and
- the seat availability when you boarded the bus.

We asked transit riders about their satisfaction with the temperature on the bus. The majority of respondents ranked this as Satisfied.

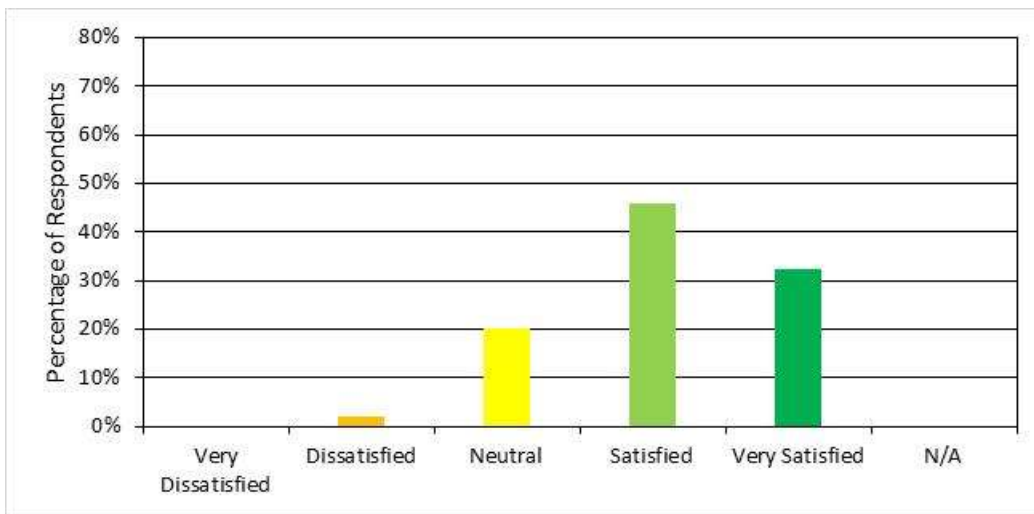


Figure 3: n=105

We asked transit riders about their satisfaction level with the comfort at the bus stop. The majority of respondents ranked this as Satisfied.

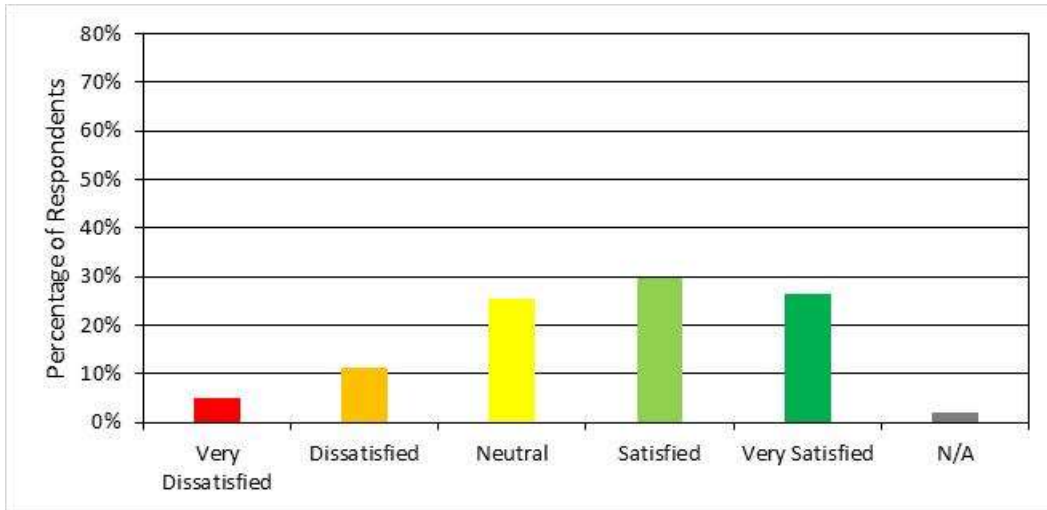


Figure 4: n=98

We asked transit riders about their satisfaction level with the availability of seats on the bus after boarding. The majority of respondents ranked this as Very satisfied.

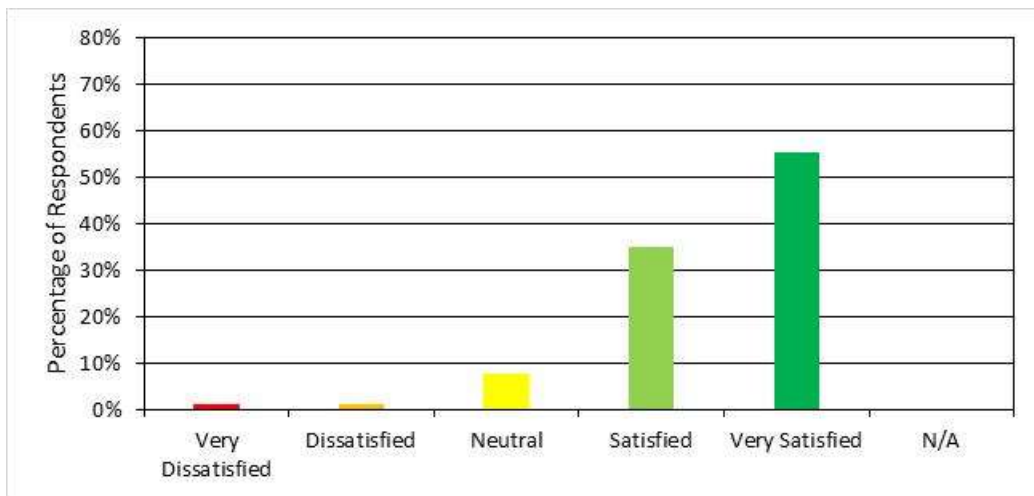


Figure 5: n=103



## Cleanliness

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- the cleanliness of this vehicle, and
- the cleanliness of the bus shelter (if there was one) where the respondent boarded the bus.

We asked transit riders about their satisfaction with the cleanliness of the vehicle. The majority of respondents ranked this as Very satisfied.

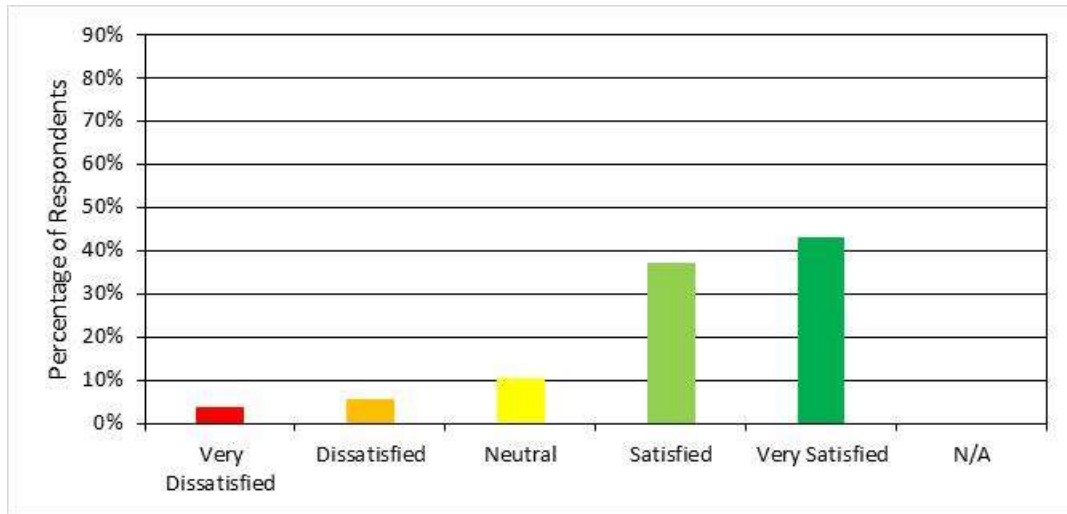


Figure 3: n=105

We asked transit riders about their satisfaction with the cleanliness of the bus shelter (if there was one) where they boarded the bus. The majority of respondents ranked this as Satisfied.

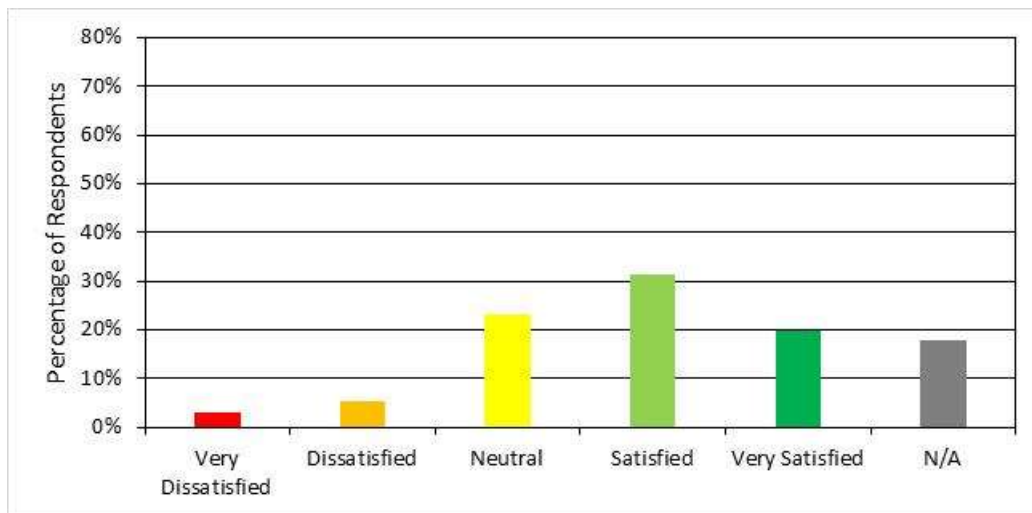


Figure 7: n=96

### Information availability and ease of use

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Six questions within this category asked about their satisfaction level with:

- the ease of finding information on the bus route they were aboard,
- the ease of finding information on the transit agency, and
- the accuracy of the published or electronic information.

We asked transit riders about their satisfaction with the ease of finding information on the bus route they were aboard. The majority of respondents ranked this as Very satisfied.

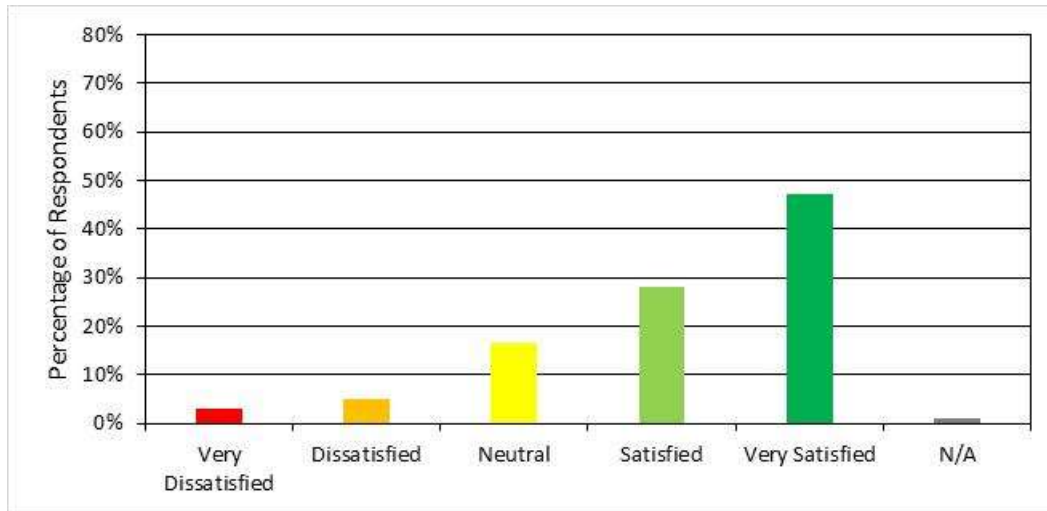


Figure 8: n=104

We asked transit riders about their satisfaction with the ease of finding information on the transit agency. The majority of respondents ranked this as Very satisfied.

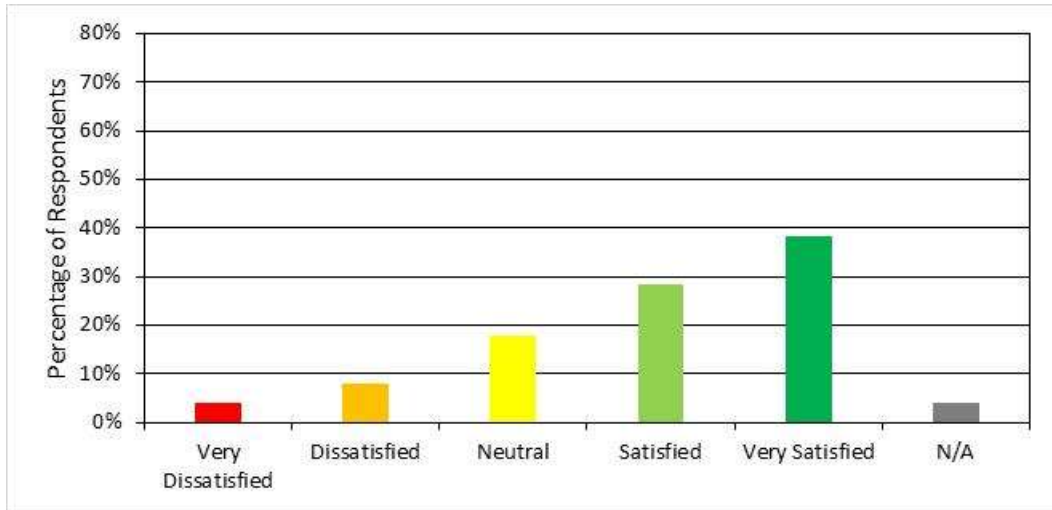


Figure 9: n=102

We asked transit riders about their satisfaction with the accuracy of the published or electronic information. The majority of respondents ranked this as Very satisfied.

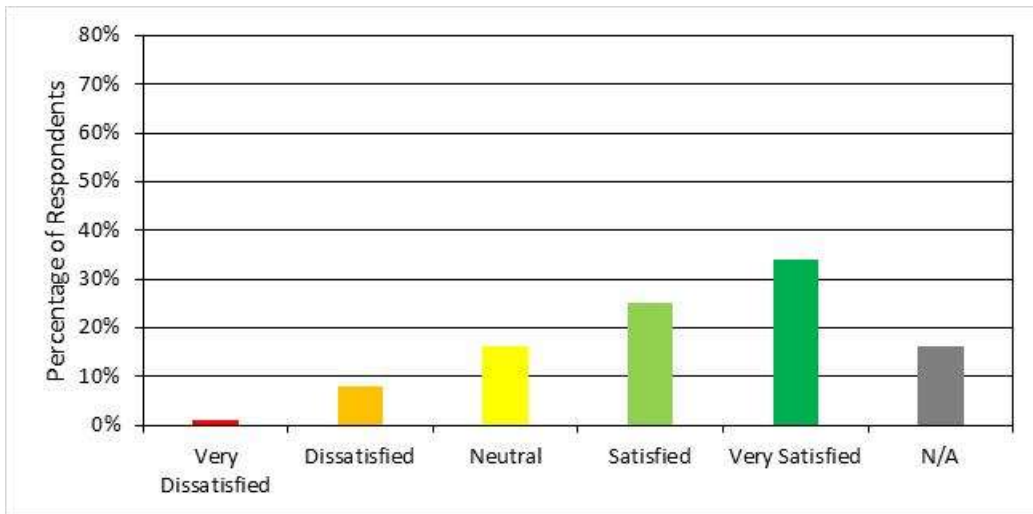


Figure 10: n=100

## Customer Service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Five questions within this category asked about their satisfaction level with:

- the helpfulness of the driver,
- the professionalism of the driver,
- the driver’s driving skill, and
- the overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very satisfied.

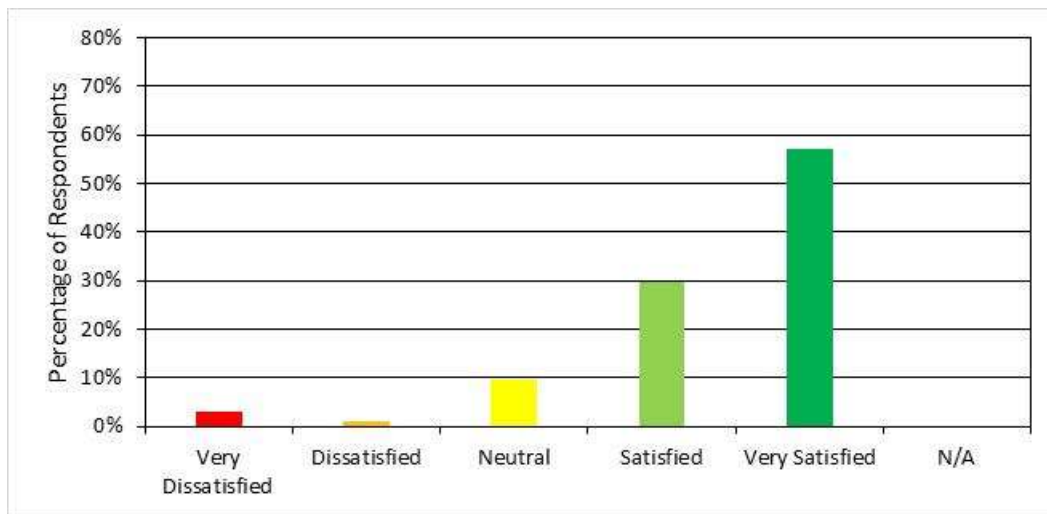


Figure 41: n=105

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very satisfied.

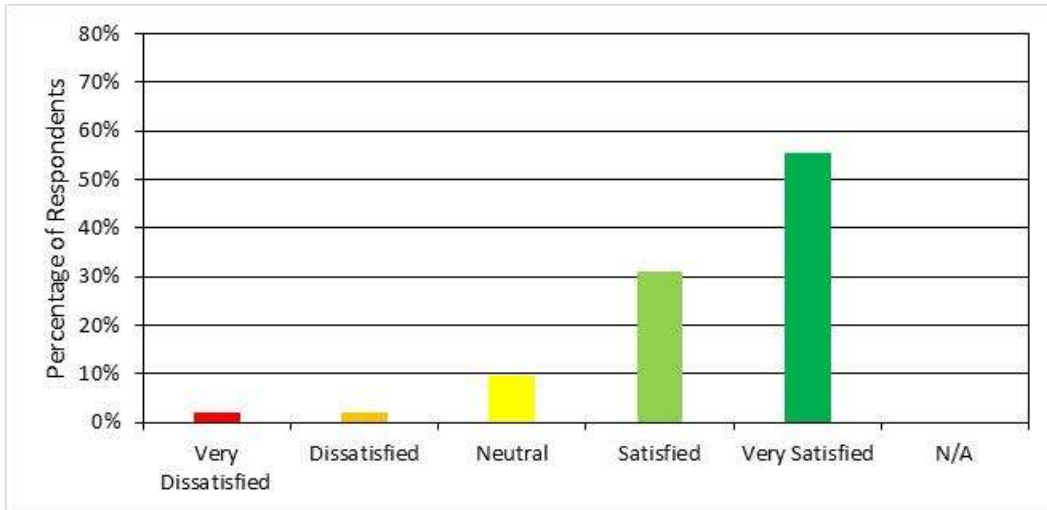


Figure 12: n=103

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very satisfied.

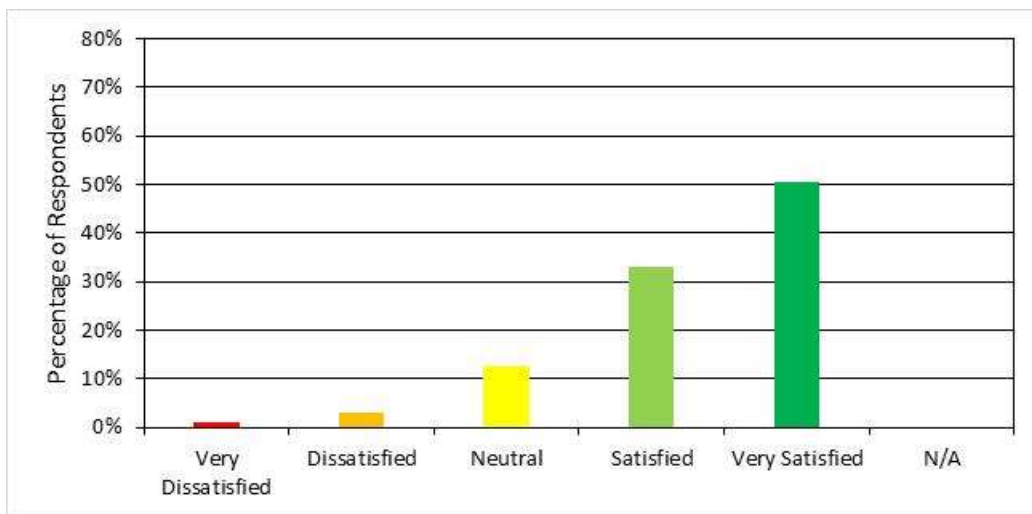


Figure 13: n=103

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very satisfied.

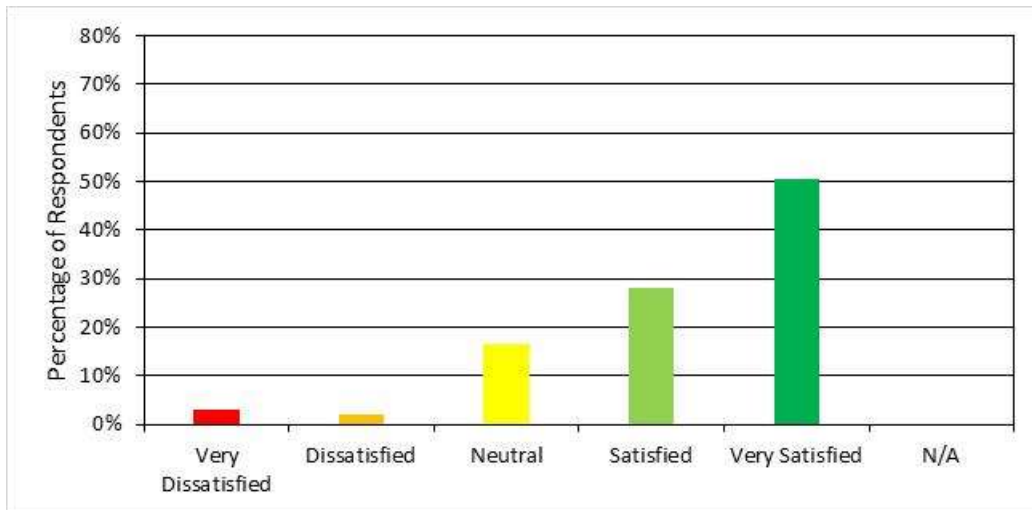


Figure 14: n=103

### Safety and Security

We asked transit riders to rate how satisfied they were with safety and security on agency vehicles, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the safety and security within a vehicle.

We asked transit riders how satisfied they were with their feeling of safety and security on the vehicle. The majority of respondents ranked this as Very satisfied.

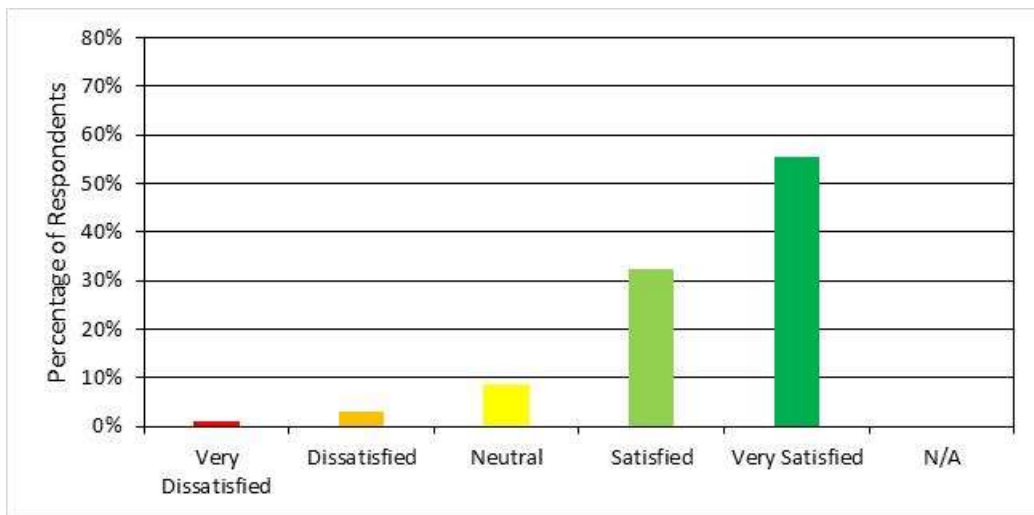


Figure 15: n=105

## Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the cost associated with this ride is reasonable.

We asked transit riders how satisfied they were with the cost of the ride. The majority of respondents ranked this as Very satisfied.

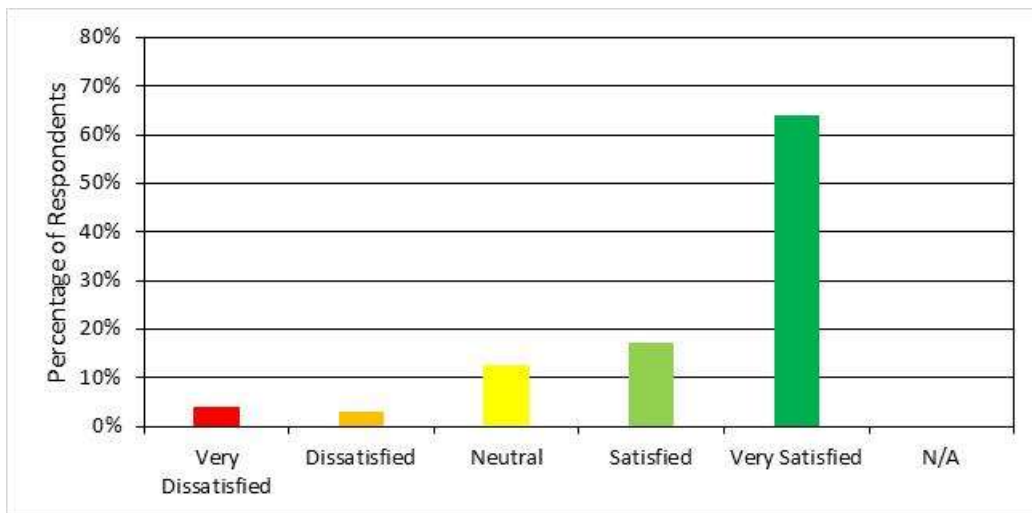


Figure 16: n=105



## Trip Purpose

For trip purpose, we asked transit riders three questions regarding the origin and destination of their trip, and what they would do if public transportation was unavailable.

### Origin and Destination of Trip

We asked transit riders about the origin and destinations of their trip. The majority of respondents said they left from home, and the majority of respondents said that their destination was also the home.

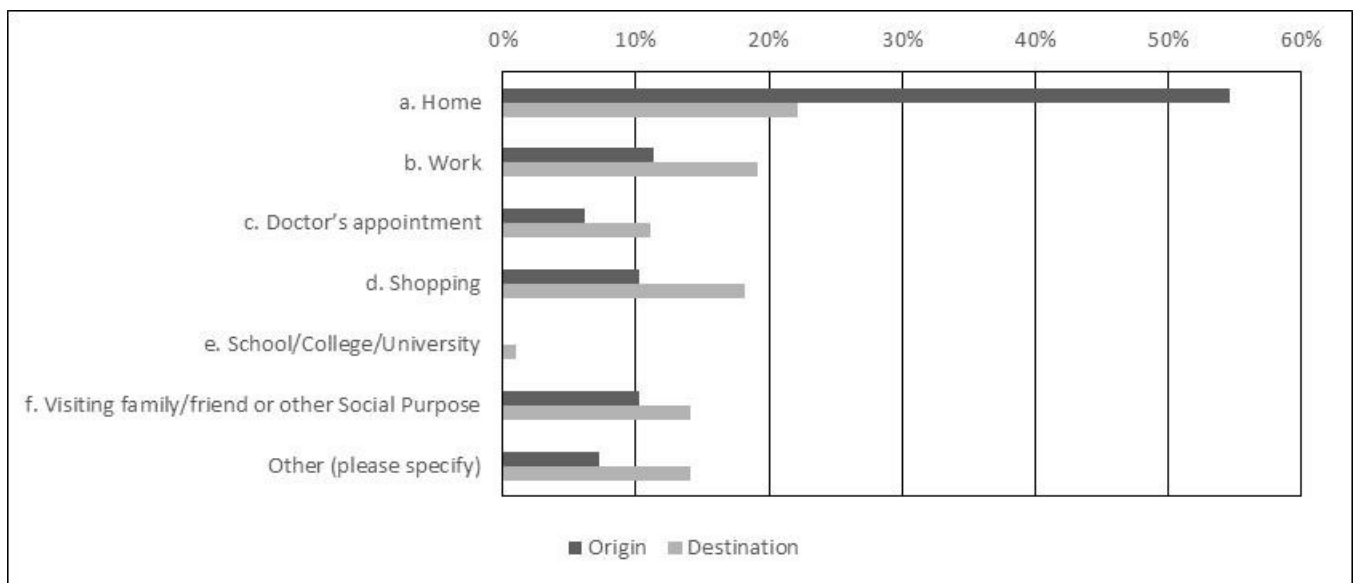


Figure 17: Origin, n=97; Destination, n=99

### Alternative Transport Options

We asked transit riders what they would do if public transportation was not available. We received 97 responses.

- 36.1% said they would not make this trip
- 11.3% said they would look for alternative destinations

The remaining 52.6% would take the following alternative transportation options:

- 21.6% said they would find a ride
- 13.4 said they would walk
- 5.2% said they would drive
- 5.2% said they would take a taxi
- 7.2% said something else

## **Marquette County Transit Authority Questions**

We asked transit riders how the Marquette County Transit Authority could improve the overall rider experience. We received 56 responses. Their answers were as follows:

- “- Some Marqtran drivers should not drive so fast which results in sudden stops. This is a major comfort issue. - Drivers need to stop taking person calls on their cell phone and thus causing the bus to get off schedule. - Passengers should not have to another bus fare at the transfer station if they as only going a short distance from the transfer station.”
- “Have all drivers monitor the inappropriate language of all passengers. Monitor 'therapy' dogs on board.”
- “shopper shetle, ned more work done, getting on time”
- “Cold weather waiting times”
- “The only concern I have is the overall cleanliness of the seats. Most buses have a nice, fabric-coated seats that are dirty and stained from people who have difficulty with staying clean (hygiene issue). Also the handles atop the back of each seat should be wiped down intermittently during the day.”
- “Some seats are badly stained. No one would sit on them. It gives Marq-Tran a bad name.”
- “Quit being so damned late. Get more buses. Respect disabled and their caregivers more.”
- “Sensitivity training to drivers for disabilities. Not all blind or disabled people are the same.”
- “No problems”
- “When are they going to be able to buy tickets in Gwinn?”
- “If anything, keep some routes open a little later - like Trowbridge, that can get people from 41 to downtown area. Otherwise, this system is great.”
- “Start service earlier Saturday morning out of Ishpeming. I had to give up a shift at work”
- “Doing good; keep it up”
- “Fix the roads, infrastructure is deplorable. It contributed to the sloppiness of this writing and rider discomfort. Also, my family started MQT Bus Service, "Now Marq Tran" in 1970. There also should be clocks visible to passengers on the bus.”
- “Be more punctual, I hate being late for work.”
- “That I can ride the bus on my own with out no help any more almost know all the buses.”
- “Later evening hours, maybe until 8pm. In particular, want to be able to attend community meals and events downtown. More service for Sunday church would also be useful - as it is hard to get a ride on Door 2 Door.”
- “More time running (?) Lower pass cost”
- “By not wasting hours of my time by our of sched. bus routes. It is possible to spend hours (for example bus 4 hour shopping 1/2 to 1 hour) plus have a more customer friendly management. No accommodations for there misgivings. But customer must follow strict rules”
- “this bus (the KI) was 30 minutes late! :(“

- “get rid of all the riff raff and dealing of drugs (openly)!”
- “make it easier with for door to door with bus pass”
- “not much. i like this system a lot”
- “mobile app with up to date GPS position of bus”
- “I really have no clue on how except try to be on time more often”
- “North mall - has an issue with chris, usually 15-20 minutes late, does not communicate with other drivers”
- “Not sure. Air freshener on the bus?”
- “Well it would be nice to have more bus stop shelters on base, for days of rain and what not.”
- “its great and i love it”
- “Very good”
- “Hoping they include Meijers on shopper shuttle when the store is completed”
- “extend hours of transit - 9pm”
- “Two particular people are not helpful to disabled passengers”
- “More Sunday routes. Earlier and later bus service.”
- “bus shelters!”
- “be on time”
- “More frequent casino trips. Need to work on reliability (fluctuates between drivers). Too difficult to get on med center bus if you are not in a wheelchair or on dialysis, and the buses don't drop off at all doors. I don't understand why cost of going from Ishpeming to Marquette is the same as driving around Ishpeming. There is one rude dispatcher.”
- “Running a little later - until 8?”
- “It is pretty good already, I take the bus to NMU during the semester.”
- “The bus could run until 10pm.”
- “It would be great if they ran on Sundays and if they ran later”
- “Be on time! I have missed my KI/Sawyer run 3 Saturdays in a row because of slow bus drivers - was not happy!”
- “Would like to see more benches at the busier bus stops”
- “I am pleased”
- “Bus shelter @ Gwinn H.S. and/or trip to Gwinn down town (library, -ineligible-) - very cold walk in winter.”
- “Occasionally, the driver's aren't very kind to the point of yelling at me and other passengers. After calling about one driver, the situation has greatly improved. The Door 2 Door is great.”
- “Run later in town”
- “More information on routes and time”
- “Make the fares more suitable”
- “Mall run at top of the hour; in addition to the half past run”
- “More senior days :)”
- “I am a student at NMU and work on campus, so just having a way to get back and forth helps me out.”
- “Love the bus and most of the drivers! (John, Karyn, and Jason)”

- “When Ishpeming is running late that north mall waits instead of leaving us at the mall until the next bus in a house.”
- “The transit has helped me out a lot since I don't have a car at this time. Thank you so much.”
- “Stay on time, make changes to out-of-town connections more convenient”

**Demographic Information**

We asked transit riders about their employment. The majority of respondents said they were retired.

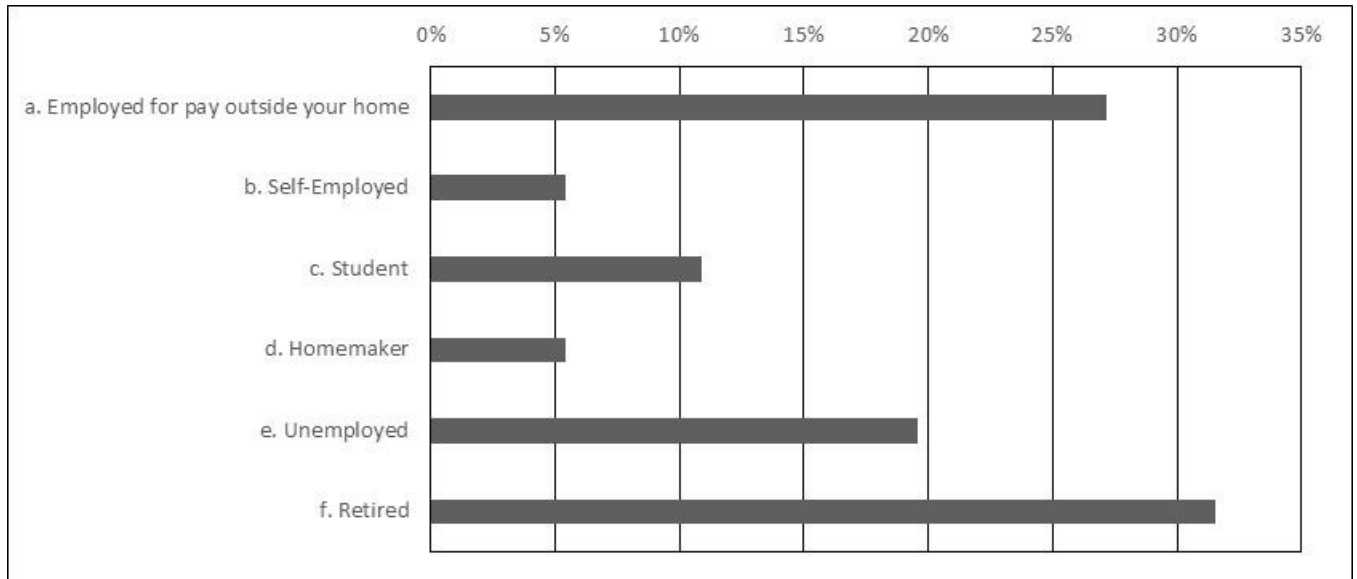


Figure 18: n=92

We asked transit riders about their gender: 55.43% male, 44.57% female. We received 92 responses.

We asked transit riders about their age. The majority of respondents said between 35 and 54.

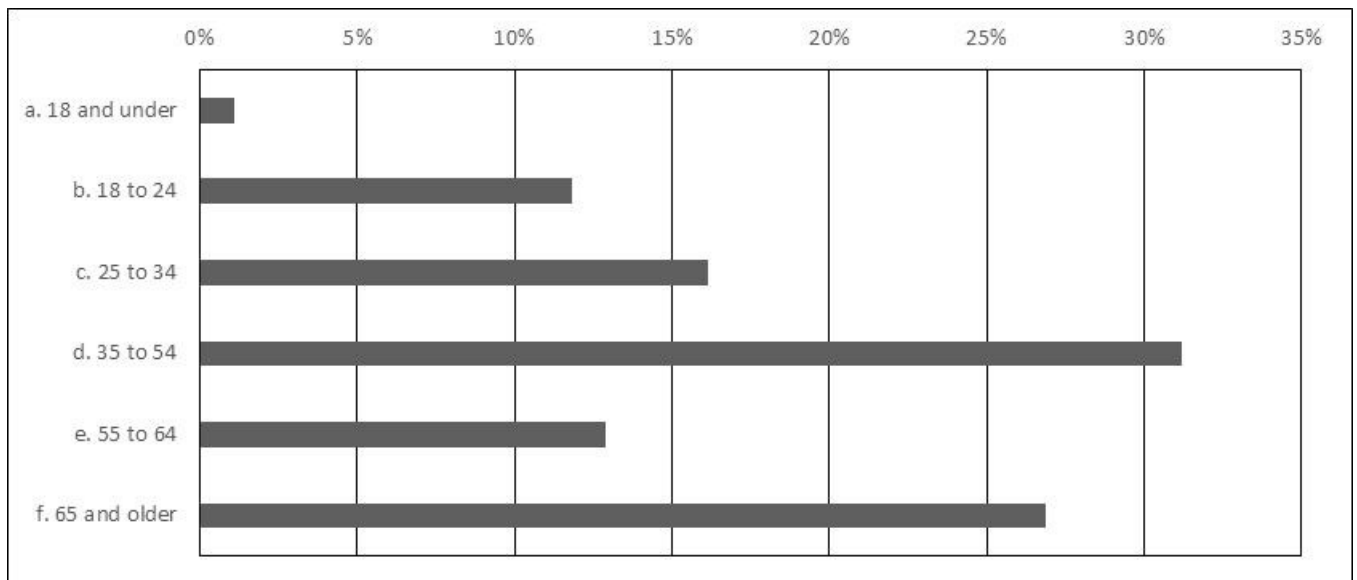


Figure 59: n=93

We asked transit riders about their total combined annual household income. The majority of respondents said less than \$10,000.

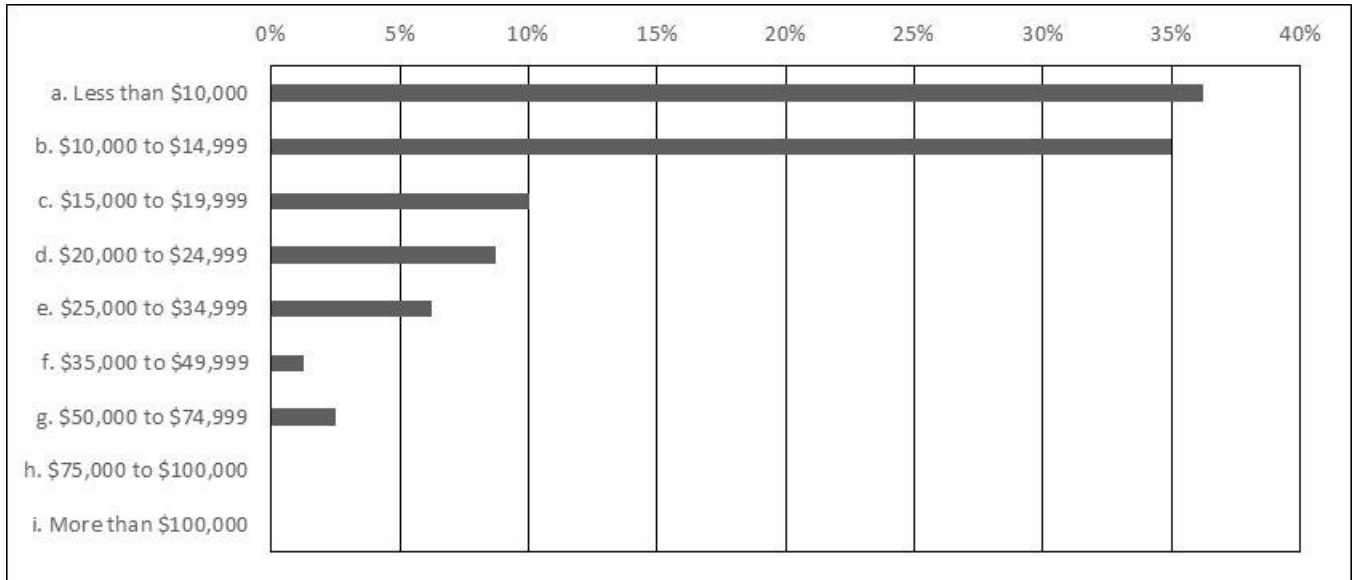


Figure 6: n=80

We asked transit riders about their race. The majority of respondents said Caucasian/White.

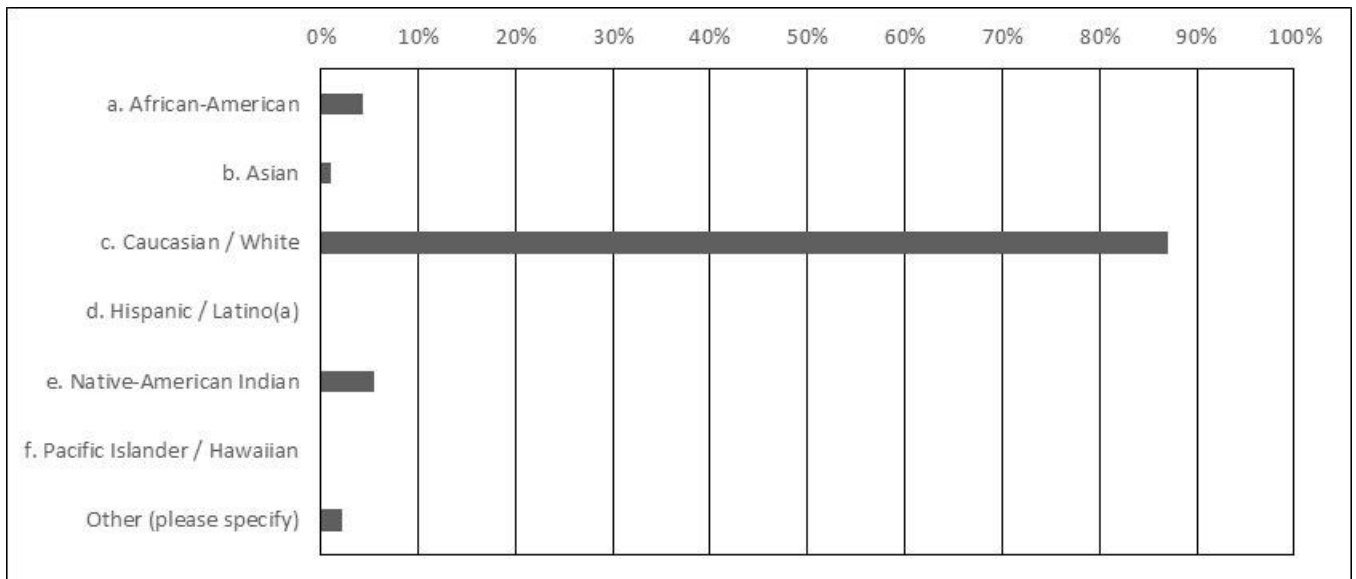


Figure 21: n=92

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. The majority of respondents said they do not have any special needs or require any accommodations.

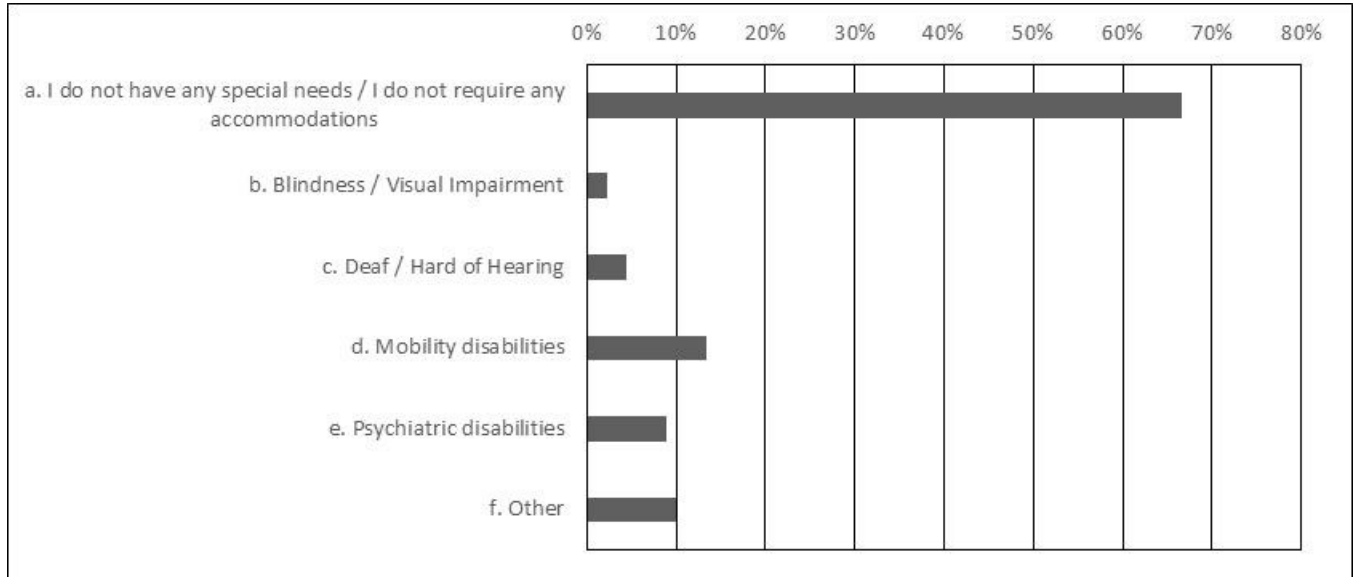


Figure 227: n=90

We asked transit riders if there were any other comments about the transportation service. 36 respondents answered this question. Their answers were as follows:

- “Ish/Marquette/some driver ned to not drive so fast and wait a little more time”
- “I’m really glad we have Public Transportation.”
- “I am extremely grateful for MQT. Transit. Many cities don’t have any means of public transit other than Taxi-Cabs. With the City expanding I would hope to have additional routes up by Menards and Lowes. For instance if I get off the bus at Lowes and need to get back North to my apartment, I would need to get the next pick-up at Lowes and travel to Neg and Ishp before getting picked-up at Wal-Mart or the W.W. Mall to go back North!”
- “I’ve been a caregiver for over 30 yrs, and Marqtran has improved very little when it comes to accomodating disabled people and their caregivers.”
- “I used to see a lot of people on the bus intoxicated and/or having alcohol in a cup. A lot of times I would see people not even paying to ride but the drivers are really cracking down on things like that! I am very appreciative of Marq-tran and feel very fortunate to have the transportation system! Thank You!”
- “Always satisfied. A few drivers lack some personality.”
- “Best service i’ve ever ridden on.”
- “No, its been good and they are thankful.”
- “Wish they ran the Neguanee bus every day”

- “No, I'm glad we have a bus system.”
- “Please a little later evening hours.”
- “the busses are so late! its ridiculous! :( - 10 points”
- “Nothing really. thank you for refreshing your drivers on ADA law for service dogs. I was very impressed and glad.”
- “It would be awesome perhaps to have some sort of communication. I mean to send out mail or email if anyone would be interested, for scheduling. Actually make a freaking app, help show people where the bus us.”
- “Just started learning this KI bus route. Thank you for the survey :)”
- “Only that they are more timely - And list info online”
- “I love Marc Tran!”
- “Sunday service to MQT from KI More availability to door to door Later hours to KI”
- “1. It is a bumpy ride 2. I would not bring a child under the age of 5 on the bus due to safety concerns”
- “The only bad parts are other people that ride the bus and are disrespectful and rude to others, especially towards the drivers who do a good job. Most of the time it's fine and it's a very crucial service for me to be able to access as I don't have a vehicle.”
- “It would be nice to have night shopping downtown Marquette during the holiday season. Longer service time to Ishpeming on Sunday.”
- “Departure times. Buses sometimes leave earlier than scheduled departure time (all buses).”
- “I am pretty pleased with MarqTran. I would make it more clear where stops are, some people don't think to take the bus on campus or for commuting.”
- “roads are bad - buses need shocks. buses are nice”
- “All in all happy with the staff”
- “pretty satisfied”
- “Be on time!”
- “Have someplace downtown to purchase passes”
- “I am very pleased with Marq Tran once in a while it is hard to get a door to door”
- “A lot of turnover so slower during training. Senior - friendly. Friendly drivers - do well with weather and construction”
- “On the whole, the experience has been positive. I don't know what I'd do without this service.. The Door 2 Door service is very convenient and affordable, very good driver.”
- “Run full Sawyer Routes on Saturday, as the weekday routes are (6am-6pm)”
- “Please expand service more to west-end of county: Ishpeming and other community need better service.”
- “I don't know what I'd do if there was no bus system.”
- “Longer hours and Sunday bus”
- “Due to construction and detours, Forshye Bus leaves Airport before KI gets there, and that's annoying.”



**Final recommendations:**

Customer Satisfaction was very good. Analysis of the Marquette County Transit Authority question, as well as the final survey question regarding if respondents had any additional comments, demonstrated that respondents have few complaints about the current service. These issues include buses running late compared to posted schedule times, dirty buses/seats that detract from overall rider experience, and a desire for increased hours (both on weekdays and Saturdays), plus Sunday service. If possible, kindly review comments to see whether they have merit and whether your agency has resources to expand service.



# Assessing Customer Satisfaction and Trip Purpose for the Marquette County Transit Authority

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**This survey was conducted by a research team from Michigan State University**

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## **Introduction to Survey**

This report summarizes the results of the Demand-Response survey to assess customer satisfaction and trip purpose for the Marquette County Transit Authority, conducted on the 21<sup>st</sup> through 23<sup>rd</sup> of June 2017. We collected data from 14 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Marquette County Transit Authority questions, and demographics.

## **Summary of survey results**

Overall, the Marquette County Transit Authority demand-response survey respondents provided positive feedback. Customer satisfaction was very high as the majority of respondents answered very satisfied for every question in this category. The results of the trip purpose category showed us that this service is mostly used to travel from home to reach a destination, and the most common destination was a Doctor's appointment. The Marquette County Transit Authority question demonstrated that there are some issues related to the booking trips via the service telephone line and full buses. The final category of questions, demographics, shows the most common Marquette County Transit Authority riders are Caucasian/White who are 65 years or older and are retired with mobility disabilities.

## **Customer Satisfaction**

For customer satisfaction, we asked transit riders nineteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

### **Timeliness**

We asked transit riders to rate their satisfaction with timeliness on a five point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their level of satisfaction with:

- the arrival time of this vehicle,
- the timeliness (on-time arrival) of the transit vehicles in general, and
- the time taken to reach their destination, given the distance traveled.

We asked transit riders about their satisfaction with the arrival time of the vehicle. The majority of respondents ranked this as Very Satisfied.

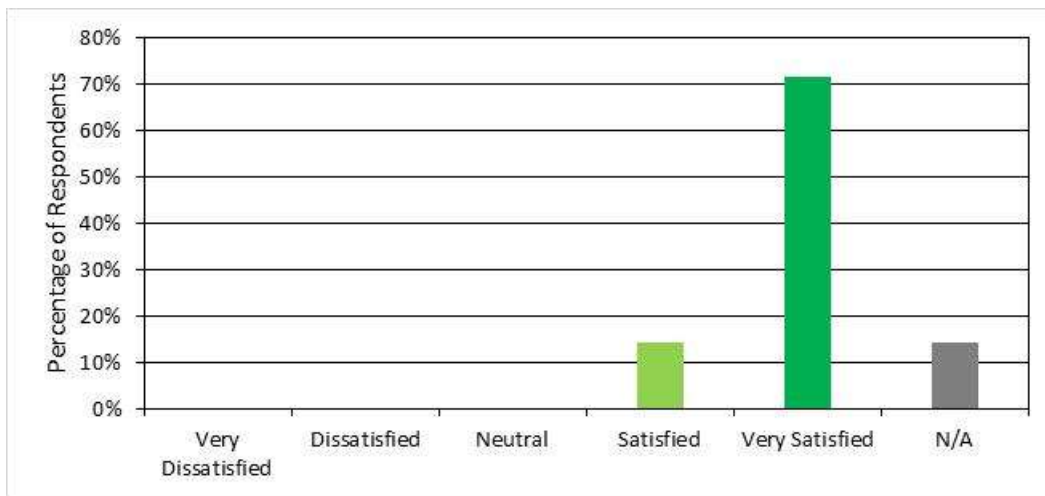


Figure 1: n=14

We asked transit riders about their satisfaction with the on-time arrival of the transit vehicles in general. The majority of respondents ranked this as Very Satisfied.

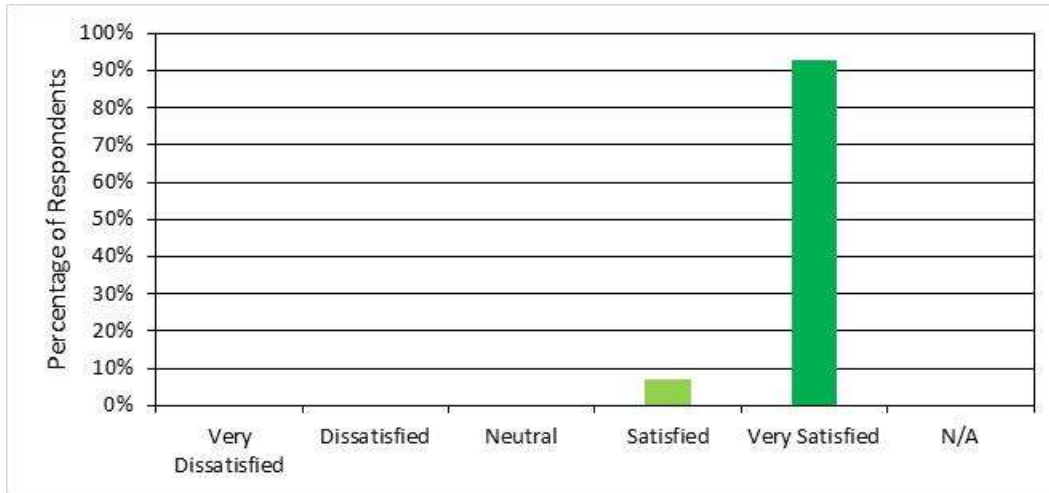


Figure 2: n=14

We asked transit riders about their satisfaction with the time taken to reach their destinations given the distance traveled. The majority of respondents ranked this as Very Satisfied.

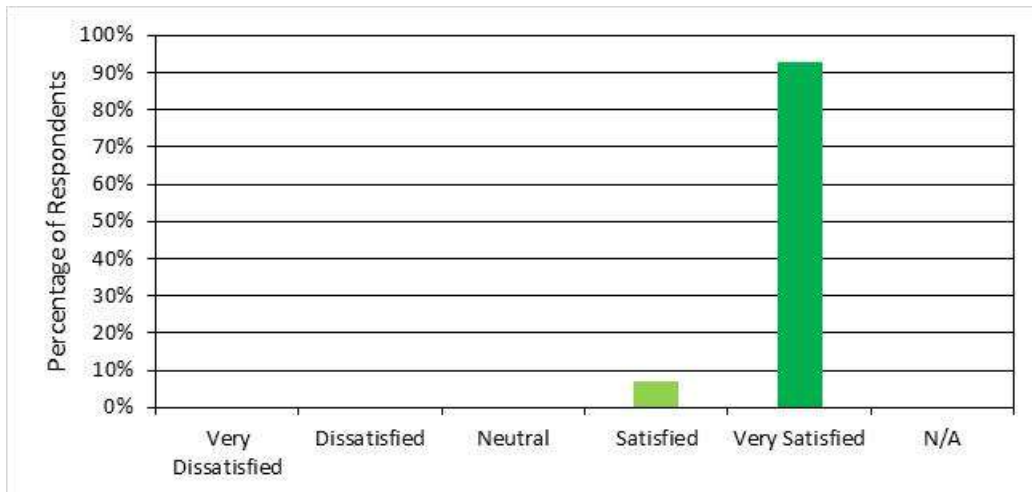


Figure 3: n=14

## Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- the temperature of the vehicle, and
- the seats on this vehicle.

We asked transit riders about their satisfaction with the temperature on the vehicle. The majority of respondents ranked this as Very Satisfied.

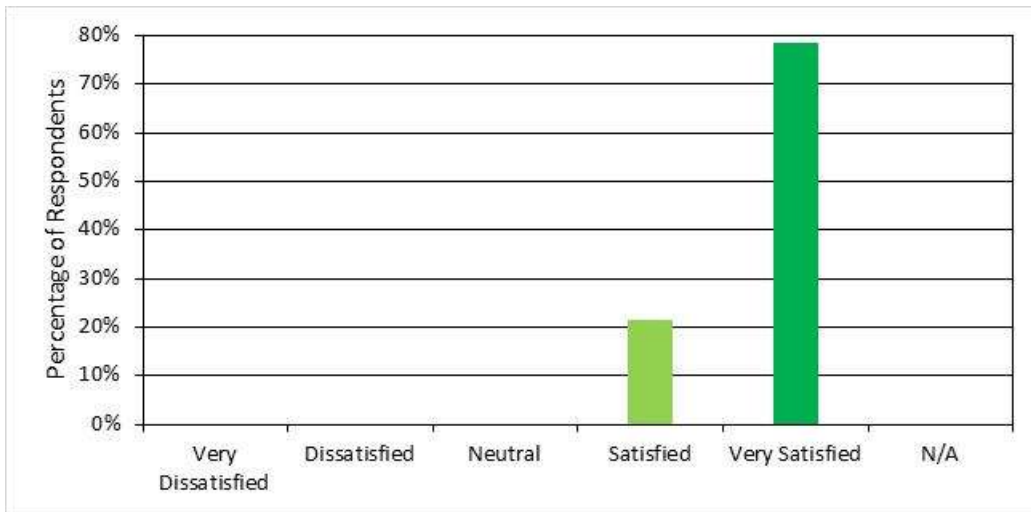


Figure 4: n=14

We asked transit riders about their satisfaction level with the seats on the vehicle. The majority of respondents ranked this as Very Satisfied.

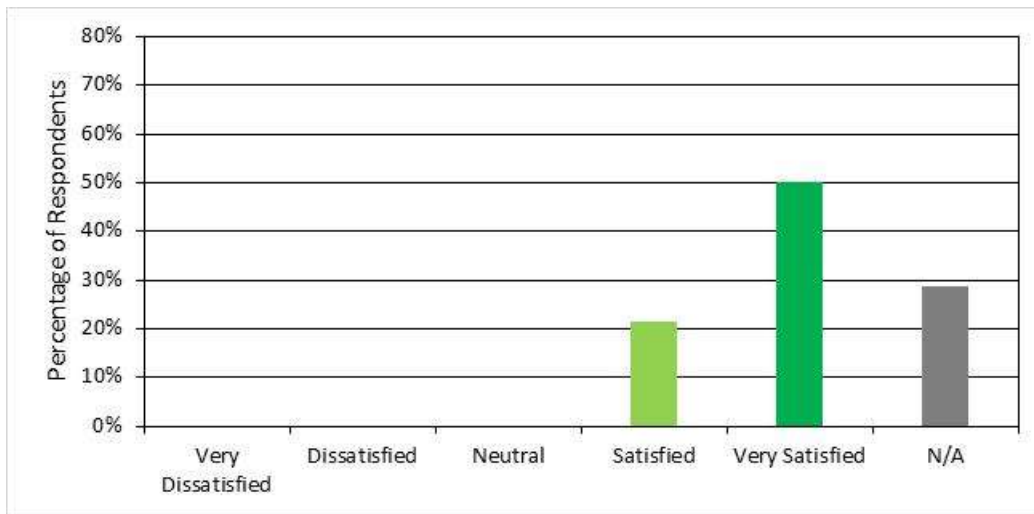


Figure 5: n=14

## Cleanliness

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- the cleanliness of this vehicle.

We asked transit riders about their satisfaction with the cleanliness of the vehicle. The majority of respondents ranked this as Very Satisfied.

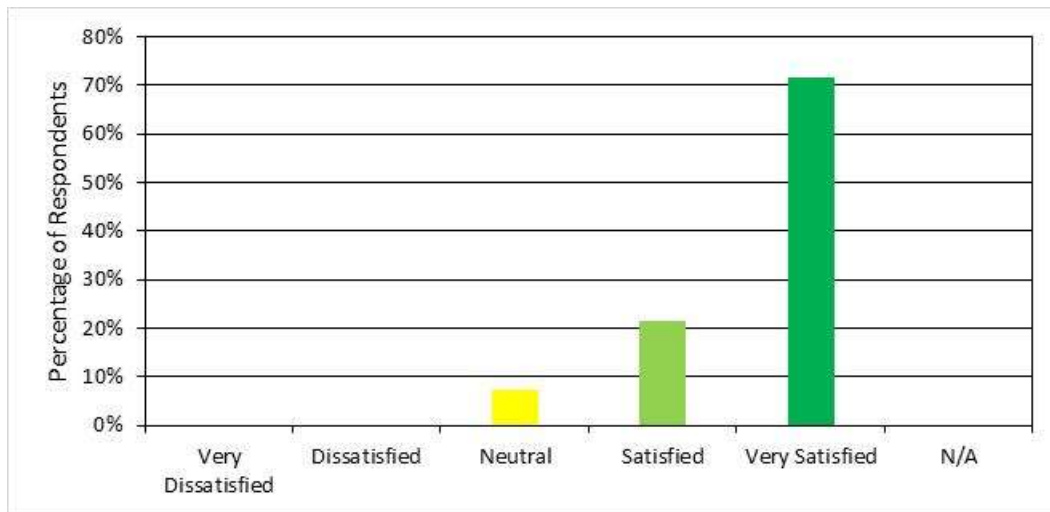


Figure 6: n=14

## Information availability and ease of use

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Six questions within this category asked about their satisfaction level with:

- the information that was provided to them when they made the reservation regarding when the vehicle would arrive,
- the information that was provided to them when they made the reservation regarding how long the trip would take,
- the ease of booking trips,
- the ease of changing trips,
- the ease of cancelling trips, and
- the ease of finding information on the transit agency in general.

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding when the vehicle would arrive. The majority of respondents ranked this as Very Satisfied.

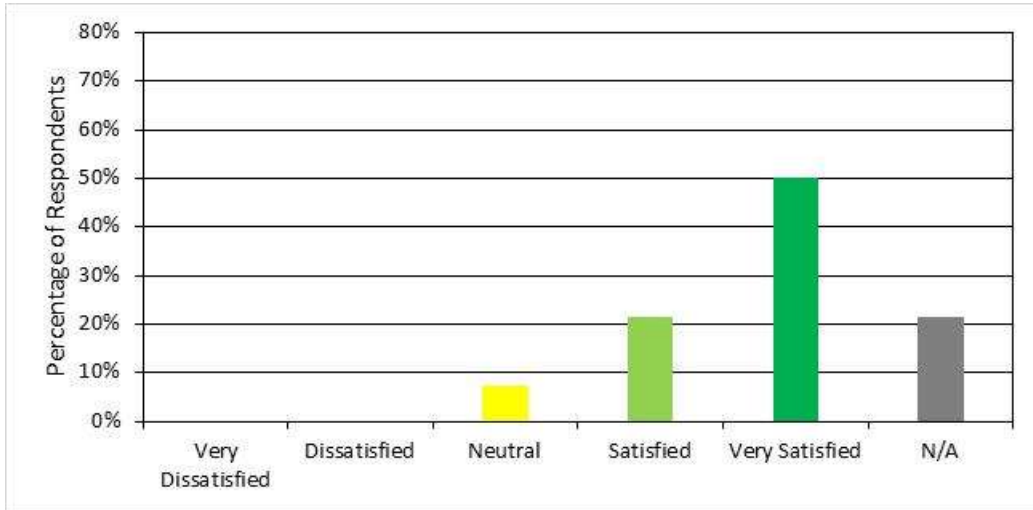


Figure 7: n=14

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding how long the trip would take. The majority of respondents ranked this as Very Satisfied.

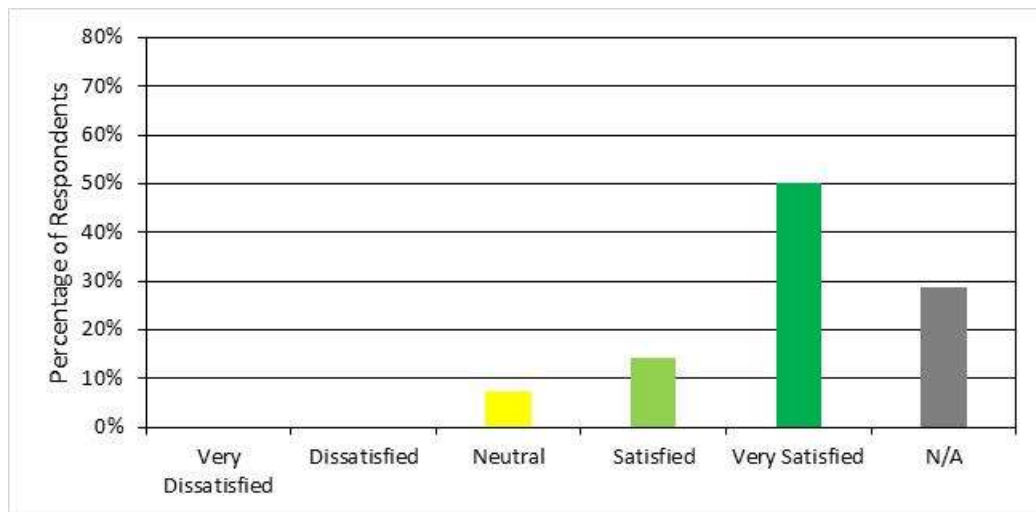


Figure 8: n=14



We asked transit riders about their satisfaction with the ease of booking trips. The majority of respondents ranked this as Very Satisfied.

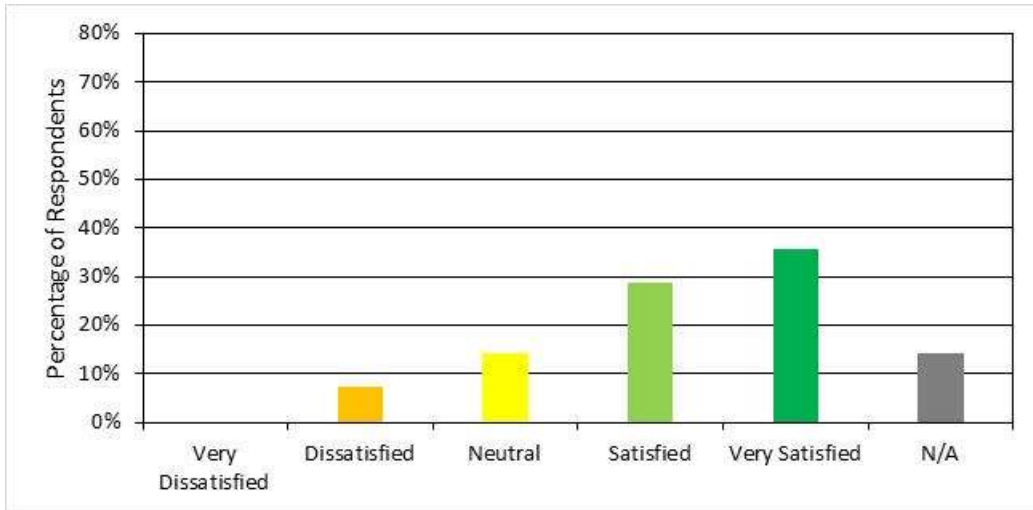


Figure 9: n=14

We asked transit riders about their satisfaction with the ease of changing trips. The majority of respondents ranked this as Very Satisfied.

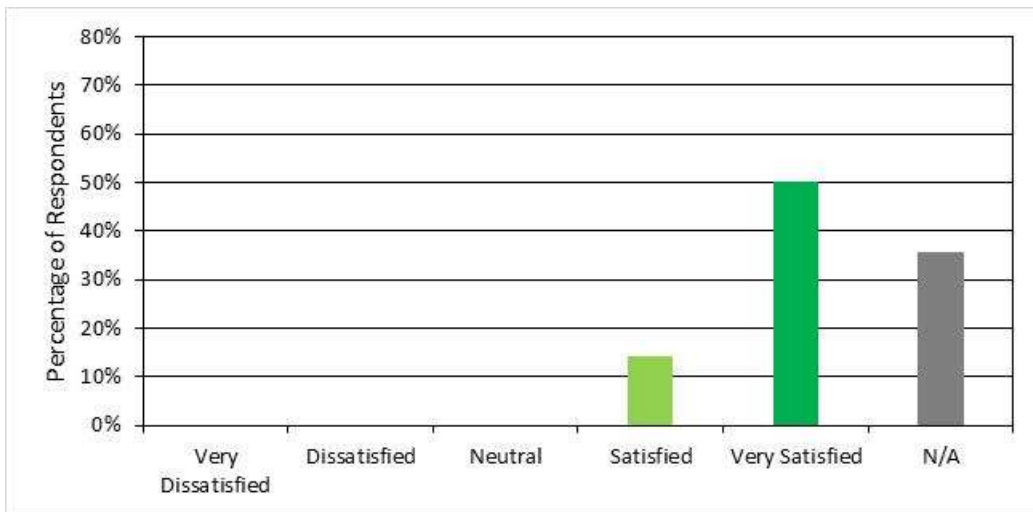


Figure 10: n=14

We asked transit riders about their satisfaction with the ease of cancelling trips. The majority of respondents ranked this as Very Satisfied.

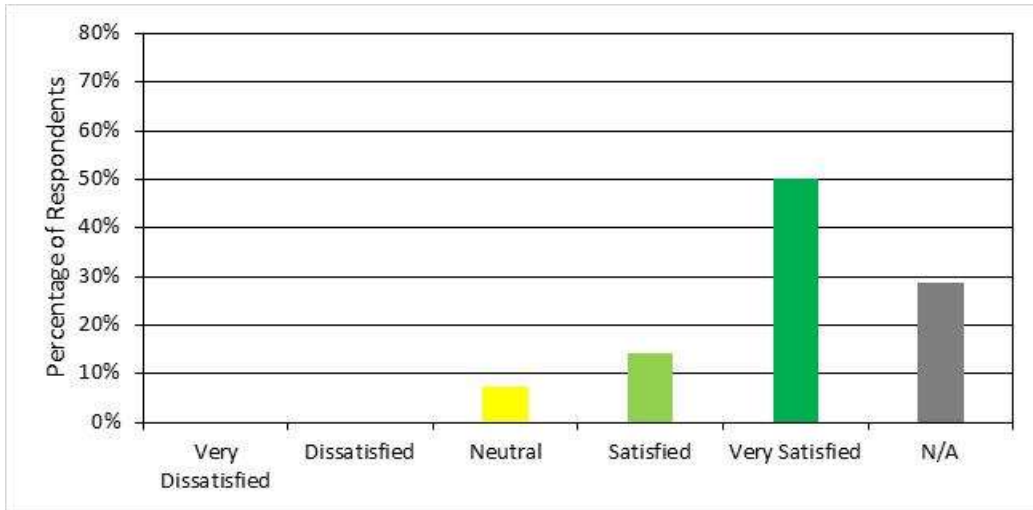


Figure 11: n=14

We asked transit riders about their satisfaction with the ease of finding information on the transit agency in general. The majority of respondents ranked this as Very Satisfied.

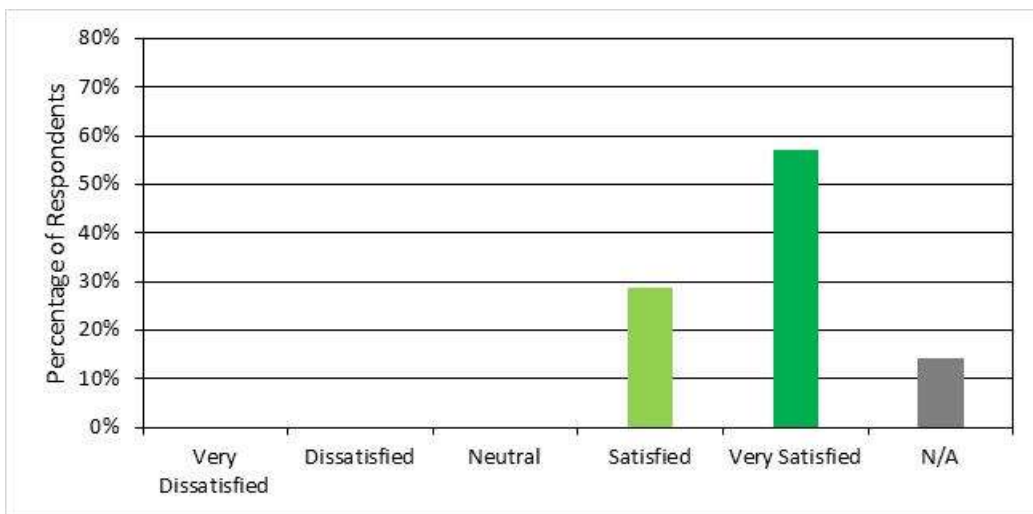


Figure 12: n=14

## Customer Service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Five questions within this category asked about their satisfaction level with:

- the helpfulness of the driver,
- the professionalism of the driver,
- the driver's driving skill,
- the helpfulness of the staff taking reservations,
- and the overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very Satisfied.

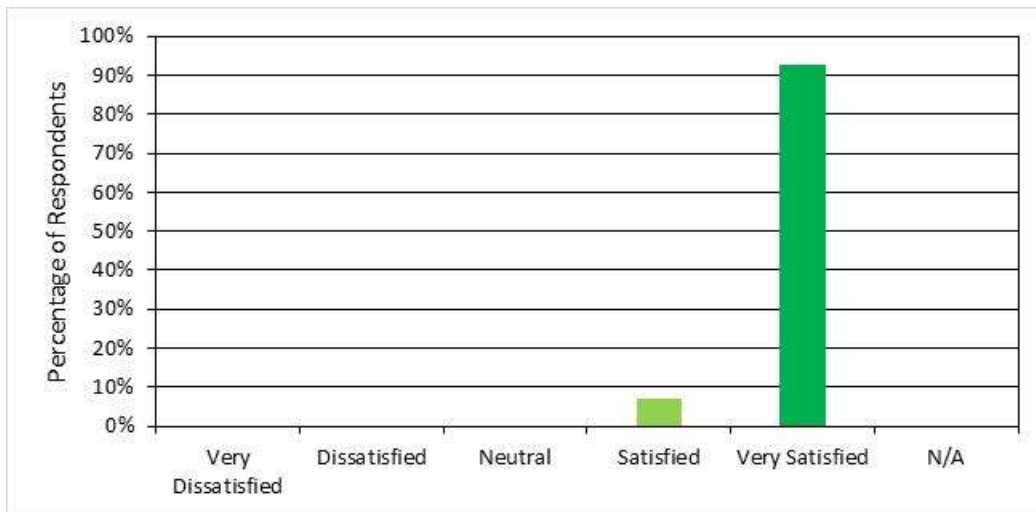


Figure 13: n=14

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very Satisfied.

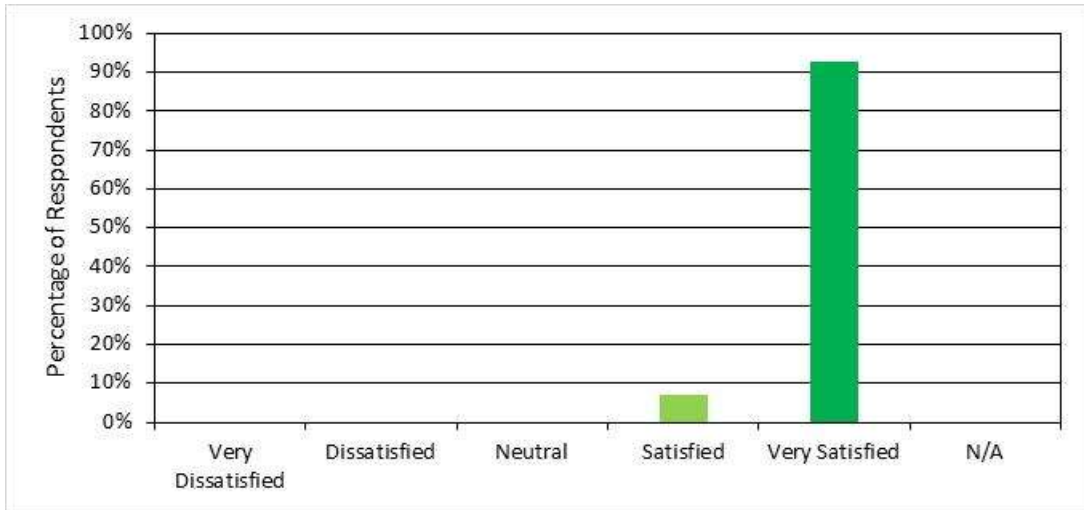


Figure 14: n=14

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very Satisfied.

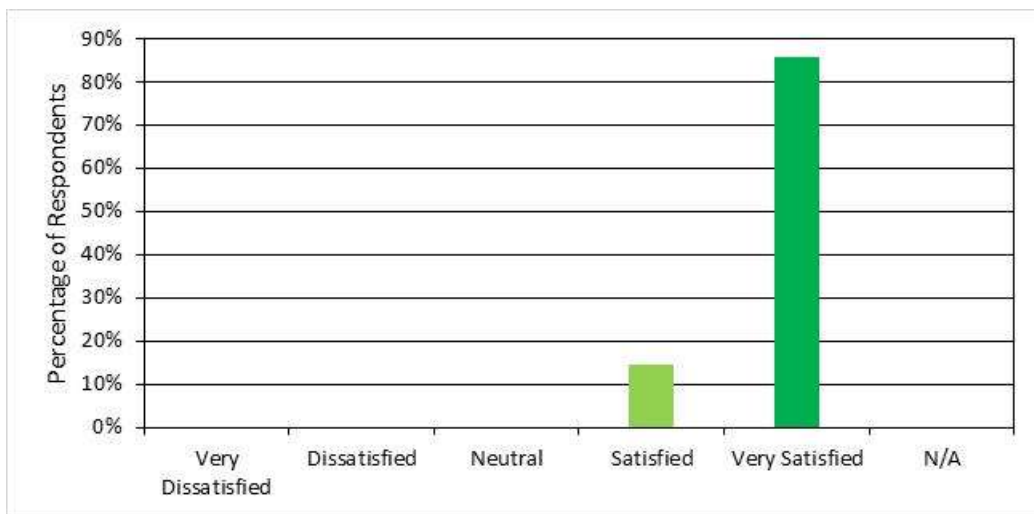


Figure 15: n=14

We asked transit riders about their satisfaction with the helpfulness of the staff taking reservations. The majority of respondents ranked this as Very Satisfied.

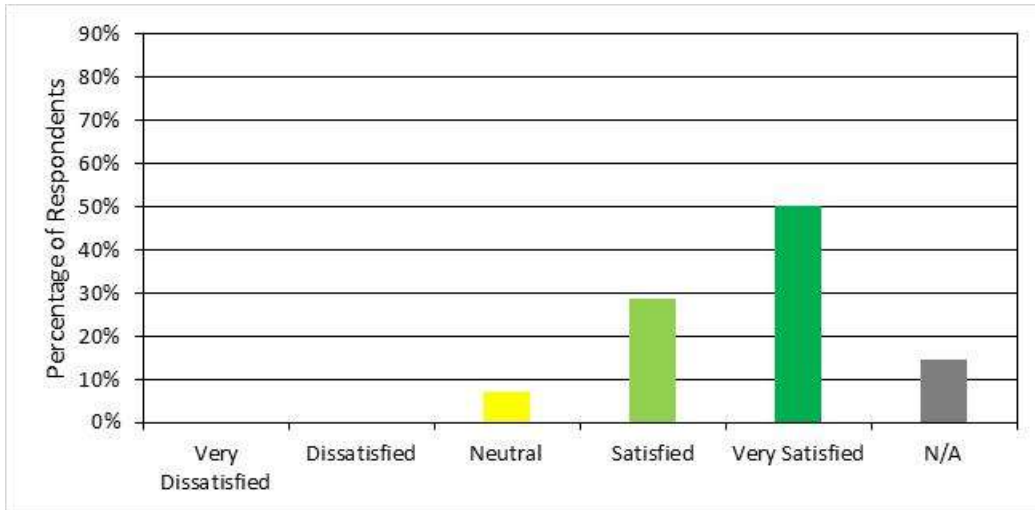


Figure 16: n=14

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very Satisfied.

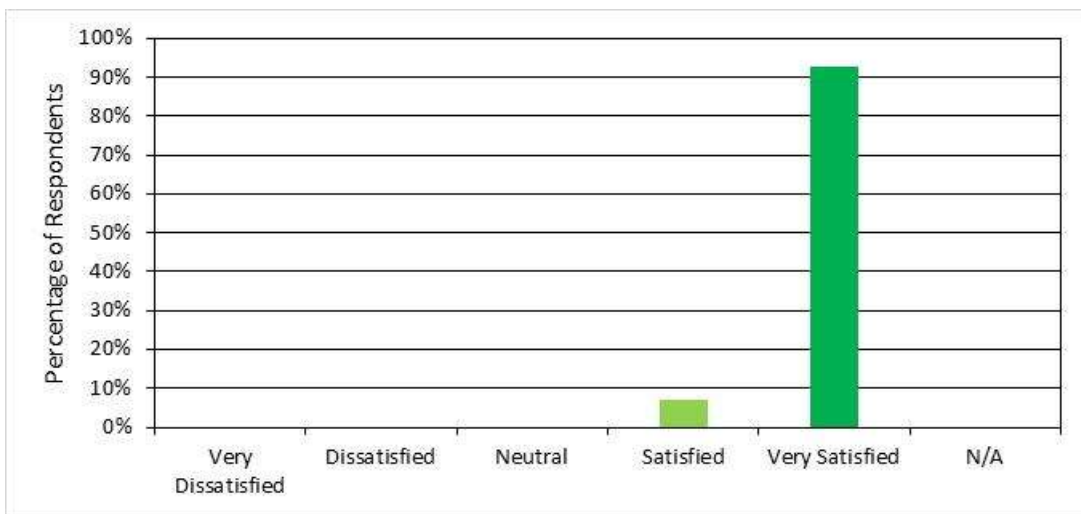


Figure 17: n=14

## Safety and Security

We asked transit riders to rate how much they agreed with a statement on safety and security, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. The statement within this category was:

- I feel safe while in this vehicle.

We asked transit riders how much they agreed with the statement “How satisfied are you with your safety on this vehicle?” The majority of respondents ranked this as Very Satisfied.

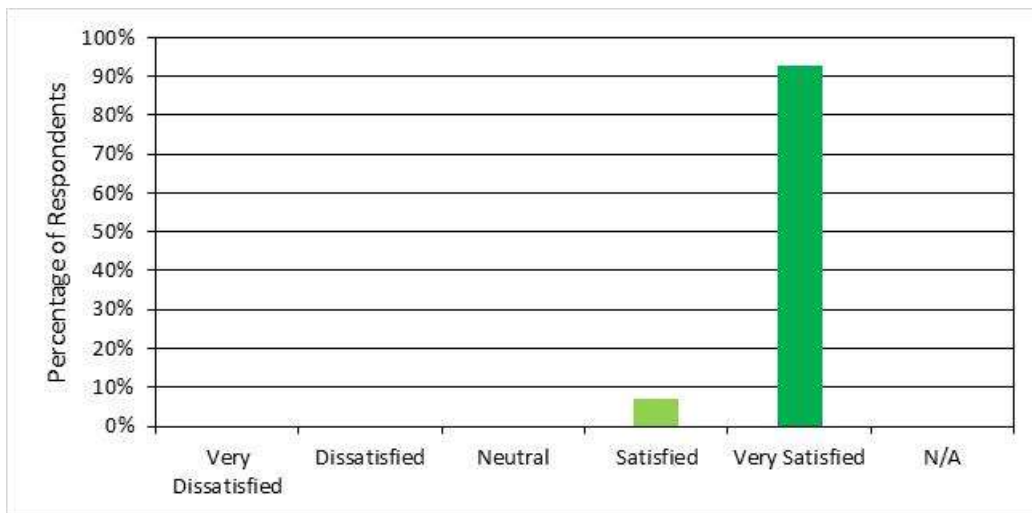


Figure 18: n=14

## Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. The statement within this category was:

- I feel the cost associated with this ride is reasonable.

We asked transit riders how much they agreed with the statement “How satisfied are you with the cost associated with using this service?” The majority of respondents ranked this as Very Satisfied.

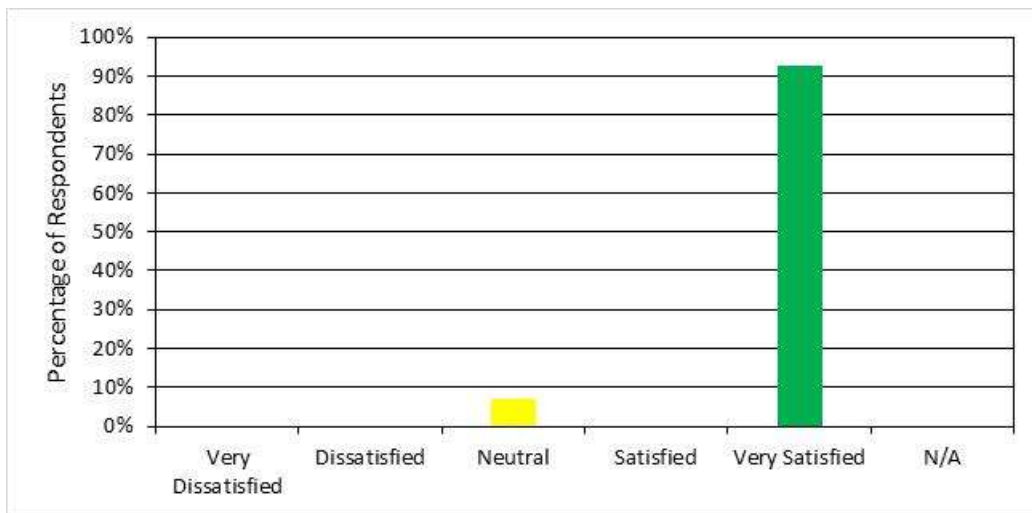


Figure 19: n=14

## Trip Purpose

For trip purpose, we asked transit riders three questions regarding the origin and destination of their trip, and what they would do if public transportation was unavailable.

### Origin and Destination of Trip

We asked transit riders about the origin and destinations of their trip. The majority of respondents said they left from home to reach a destination, and the majority of respondents said their destination was a Doctor's appointment.

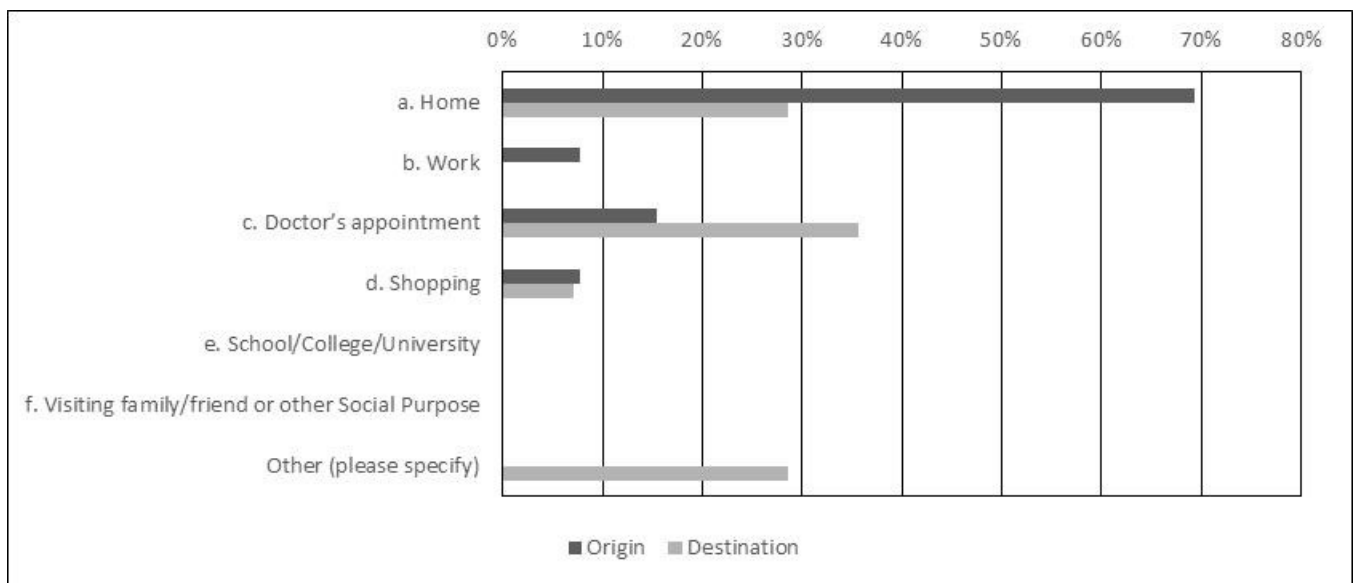


Figure 20: origin, n=13; destination, n=14

### Alternative Transport Options

We asked transit riders what they would do if public transportation was not available. 14 persons responded to the question.

- 42.9% said they would not make this trip
- 0.0% said they would look for alternative destinations

The remaining 57.1% would take the following alternative transportation options:

- 28.6% said they would get a ride
- 14.3% said they would take a cab
- 7.1% said they would drive
- 7.1% said something else



## **Marquette County Transit Authority Questions**

We asked transit riders how the Marquette County Transit Authority could improve the overall rider experience. We received 7 responses. The responses are listed below:

- “I am very happy with the service provided.”
- “Improve telephone service”
- “try to get a ride - usually too booked”
- “Fix the roads”
- “Run later, more buses and drivers, evening service for movies, etc.”
- “No, I’ve been satisfied”
- “Nothing. I am so thankful and grateful for MarqTran and the kind drivers, dispatchers, and service. If I didn't have this service, I would not be able to make my medical appointments. My overall health, mentally and physically, is better because of these buses! Thank you; Especially to Karen, the amazing woman who inspires me to be stronger, just from our brief bus conversations! :)”

**Demographic Information**

We asked transit riders about their employment. The majority of respondents said they were retired.

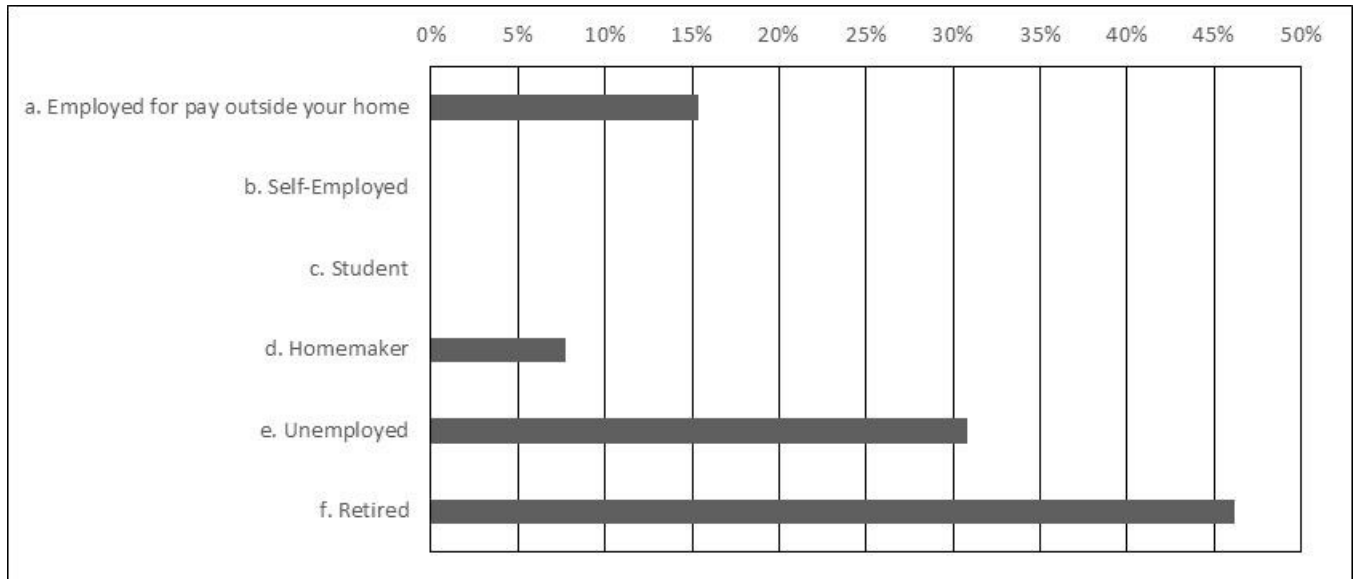


Figure 21: n=13

We asked transit riders about their gender: 35.71% male, 64.29% female. We received 14 responses.

We asked transit riders about their age. The majority of respondents said 65 and older.

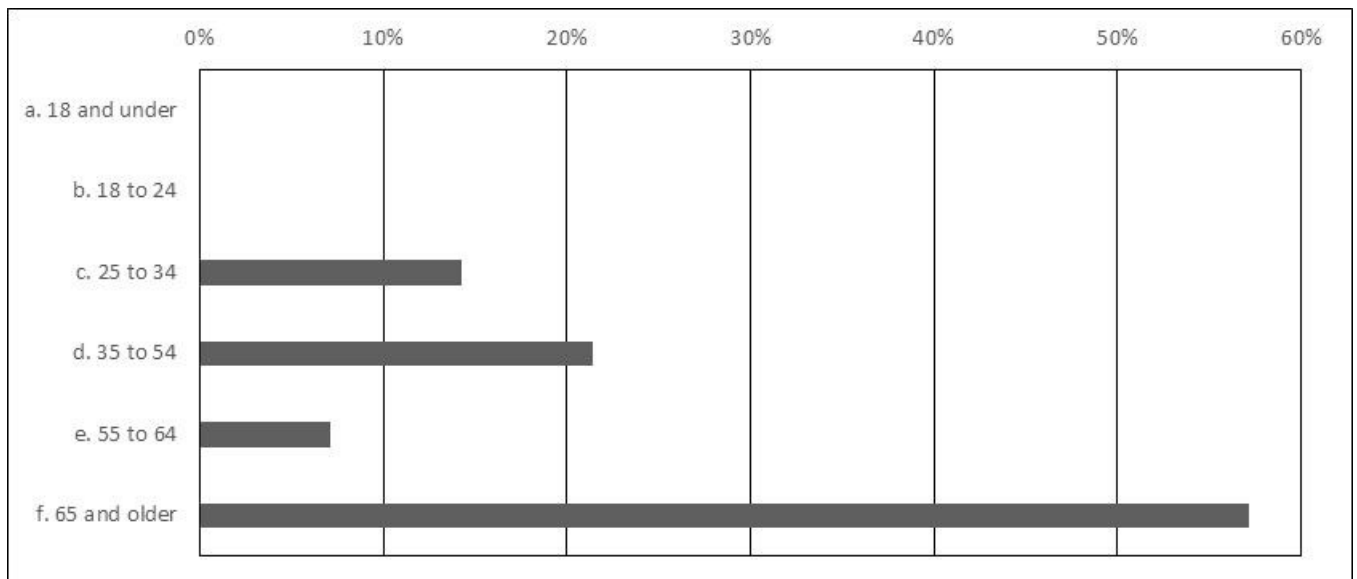


Figure 22: n=14

We asked transit riders about their total combined annual household income. The majority of respondents said one of three responses: less than \$10,000, between \$10,000 and \$14,999, and between \$50,000 and \$74,999.

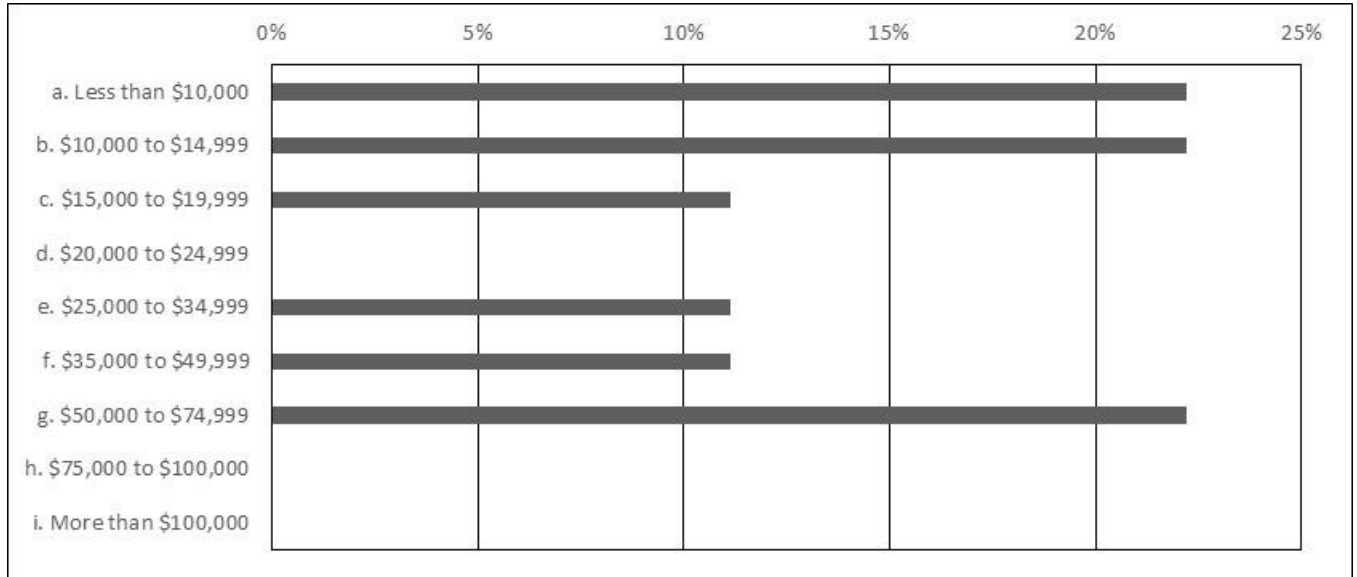


Figure 213: n=9

We asked transit riders about their race. The majority of respondents said Caucasian/White.

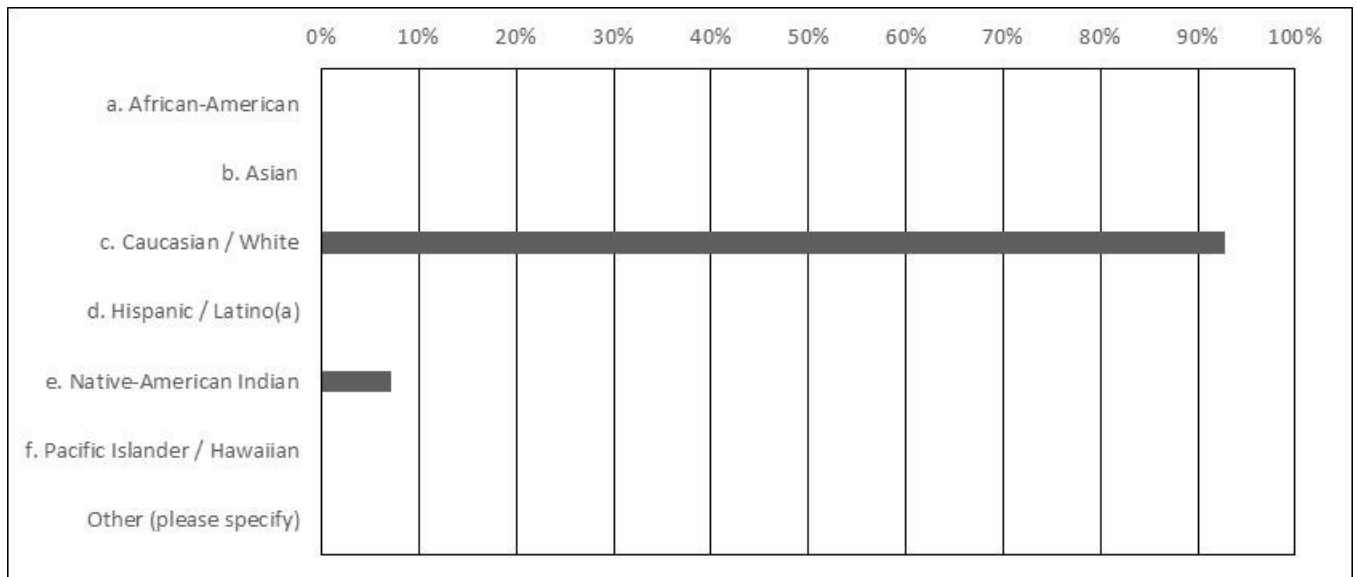


Figure 24: n=14

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. The majority of respondents said they have mobility disabilities.

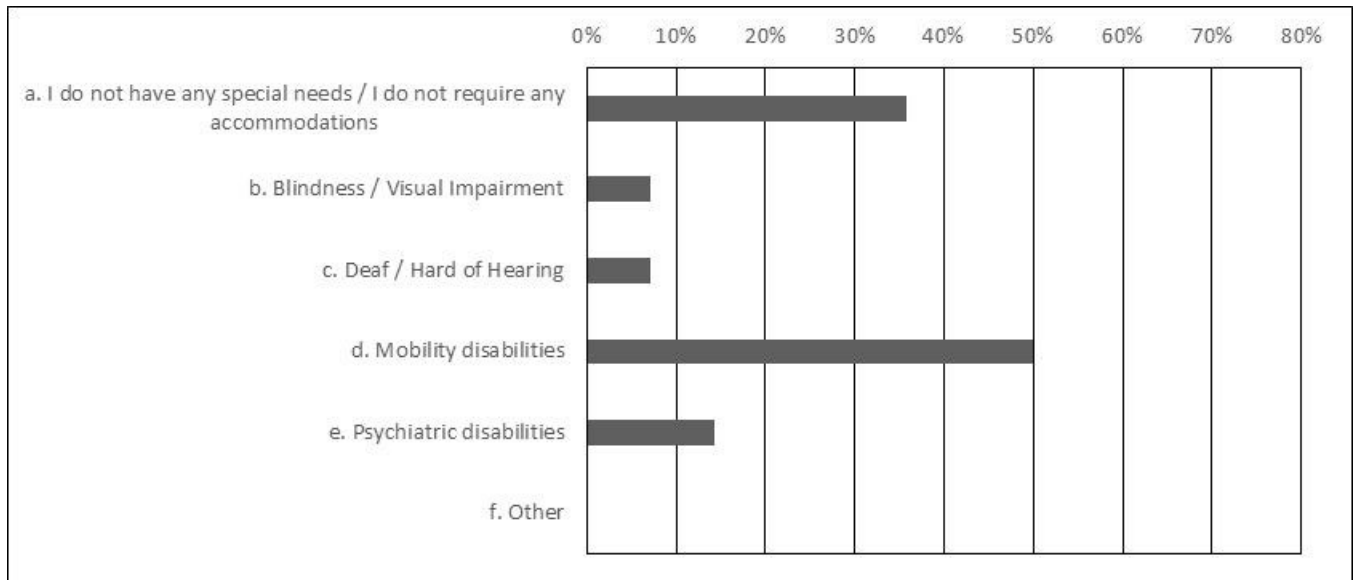


Figure 225: n=14

We asked transit riders if they had any additional comments about the transportation service. We received 3 responses. The responses are provided below:

- “Keep doing what you're doing”
- “Thank you to everyone at Marqtran who has been patient with me as I'm learning the system. Thank you door to door! Thank God for Marq Tran! You are all amazing and kind souls.”
- “Can be very difficult to get a ride. Buses don't always have room”

### Final recommendations:

Customer satisfaction was very good. Analysis of the agency-specific question of the survey, which asked if respondents had any additional comments for the agency to improve its service, plus the final question of the survey, demonstrates that on the overall riders are pleased with their riding experience. A few riders commented that there are some difficulties with the service, namely buses that are over-full and an inability to book trips via phone. There is also a desire for expanded service hours. It is recommended that the agency continue its overall good work with the rider community while working to reduce the number of over-filled buses (if/when that is the case) so that all riders can have good service available to them.