



Demographic Breakdown

Age

- ⇒ 15% age 29 or younger
- ⇒ 54% age 30 to 54
- ⇒ 31% age 55 or older

Gender

- ⇒ 41% men
- ⇒ 59% women

Disability Status

- ⇒ 26% legal disability

Marital Status

- ⇒ 23% married
- ⇒ 51% single
- ⇒ 26% other

Employment Status

- ⇒ 12% full-time students
- ⇒ 26% full-time employed
- ⇒ 21% part-time employed
- ⇒ 28% Unemployed
- ⇒ 13% Retired

Annual Income

- ⇒ 64% earned <\$15K
- ⇒ 20% earned \$16-30K
- ⇒ 10% earned 17K or >
- ⇒ 6% other

No. of Children Under Age 18

- ⇒ 43% reported 0 children
- ⇒ 21% 2-3 children
- ⇒ 15% reported 4-5 children

Race

- ⇒ 38% White
- ⇒ 21% Hispanic
- ⇒ 29% Black
- ⇒ 2% Asian
- ⇒ 10% Other

For more information about this survey, contact Phillippa Lewis Moss at 770-503-3340.

2015 Customer Service Survey Results

Staff of the Gainesville Connection service administered a customer satisfaction survey to individuals riding the bus on Thursday September 17, 2015.

A random sample of 71 indi-

viduals were asked to complete the survey.

Seventy-eight percent of the passengers completed the English version of the survey while 22% completed it in Spanish. The majority of

passengers completed the survey at the transfer station at 687 Main Street while the remaining riders completed the survey on one of the seven buses in operation.

Contact us at 770-503-3333.

Survey Highlights

- When the bus is not available, half of respondents walk or ride a bike and the other half catch a ride with family or friends.
- Twenty-seven percent of riders use transit because they cannot drive a car and 7% want to “save money”.
- Ninety-two percent of riders want weekend service and 89% want evening service.
- The three top uses of the Gainesville Connection service are medical/dental appointments, shopping, and work.
- The number one customer service complaint is that the buses are not always on time.
- The majority of survey respondents had incomes of \$15,000 year or less.
- Over 90% of riders “always” see drivers as courteous and helpful.
- Over 74% of riders “always” feel safe on the buses, shelters and transfer station.
- Three quarters of respondents think the buses are clean all of the time, or most of the time.
- Fifty percent of riders use the bus five days a week and 23% use the bus 3 to 4 times a week.

About Gainesville Connection

Gainesville Connection is a public transportation service administered by staff of the City of Gainesville. This fixed route bus service has been in operation since 2000.

Gainesville Connection operates weekdays from 6am to 6pm. There are six buses in operation along 6 fixed routes. Eighty six percent of the routes are located within the City of Gainesville and the remaining coverage area is located in Oakwood or unincorporated

Hall County. Some 10,000 households and 30,000 individuals are located within the

Gainesville Connection service area. In FY’15 passengers completed 149,640 bus trips.

Fifty percent of the operating funds and 90 to 100% of capital funds for the bus service are funded via the Federal Transit Administration while the remain-



ing funds come from the City of Gainesville.

In the summer of 2015 new route changes were introduced to enhance overall service coverage and improve the timeliness of schedule.