

**Green Bay Metro
Green Saturday Survey Results Summary**

**Brown County Planning Commission/Green Bay MPO
February 2013**

Green Saturday was introduced in the spring of 2011 and allows passengers to ride the fixed route bus service for free. The program results in approximately \$15,000 less in revenue collected each year. However, ridership on Saturday has increased significantly since the service's inception. In an effort to understand the impact of Green Saturday in the community, Green Bay Metro and Brown County Planning Commission conducted a passenger survey. A special effort was made to separate responses collected on a weekday and a Saturday. The results are as follows:

Information	Weekday 604 surveys	Saturday 169 surveys
<u>Fare Payment</u>		
Passenger with 30-day bus pass	69%	53%
Passenger with weekly bus pass	3%	1%
Passenger with one-day bus pass	13%	23%
Passenger pays cash for one trip at a time	6%	7%
Passenger is part of U-Pass program	4%	7%
Passenger only rides on Green Saturday	--	6%
Passenger did not indicate	4%	2%
<u>Green Saturday</u>		
Green Saturday was first experience on Metro bus	19%	15%
Did you start riding on weekdays as a result of Green Saturday?	16%	9%
<u>Trip Purpose</u>		
Work	40%	37%
Just going for a ride	3%	5%
Shopping	6%	33%
School	32%	1%
Other	7%	24%
Passenger did not indicate	11%	1%
<u>Passenger has a driver's license and access to a vehicle</u>		
Yes	18%	27%
<u>Passenger has visited Metro's website</u>		
Yes	45%	44%
<u>Passenger has visited Metro's Facebook page</u>		
Yes	13%	19%
<u>Passenger has a cell phone</u>		
Yes	78%	81%
Passenger has looked up Metro information with phone	41%	38%
<u>Passenger provided written comment</u>		
Yes	52%	56%

* Not all passengers answered every question.

Passengers were also offered the opportunity to provide written comments about any aspect of the system. Over 50% of those surveyed offered at least one comment, and many people provided comments specifically regarding Green Saturday:

Passenger Comment	Responses
Appreciates Green Saturday	37
Do not support Green Saturday because of unruly teenage groups	5
Do not support Green Saturday because it is not fair to those who buy 30-day or weekly pass	4
Total	46

Green Saturday Findings

One of the main reasons for introducing the Green Saturday service was to enable non-riders to try Green Bay Metro at no cost with the intention of converting them to fare-paying passengers on weekdays. According to the survey results, a total of 16% of weekday and 9% of Saturday respondents indicated that they have paid to use the weekday bus service as a result of trying the bus for the first time on Green Saturday.

Although these percentages might seem low, it appears that many of these people are young riders (under 16) who could potentially be willing to pay to ride the bus for the next several decades. Green Saturday’s apparent effectiveness with young people is also encouraging because this pool of potential bus riders is constantly being replenished with kids who become “old enough” to ride the bus on their own.

Green Saturday Recommendation

Because the results of the survey suggest that the Green Saturday program is functioning as intended, Brown County Planning Commission/MPO staff recommends that the program be continued. However, the program should be monitored to determine if it continues to be successful.