



# Results of the CARTA 2026 Passenger Survey

**Final report  
April 2026**



**WARNER**  
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## Section 1: Introduction

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The Chattanooga Area Regional Transportation Authority (CARTA) has periodically surveyed its passengers to gauge customer satisfaction and to highlight opportunities for service improvement. The agency conducted its most recent such survey in the last week of February 2026. Warner Transportation Consulting, Inc. was the contractor for that effort. The effort covered each of the agency's fixed bus routes during weekdays and on Saturday, with additional surveys using different questionnaires for passengers on CARTA's Care-a-Van demand response service, CARTA Go microtransit, and the Lookout Mountain Incline Railway.

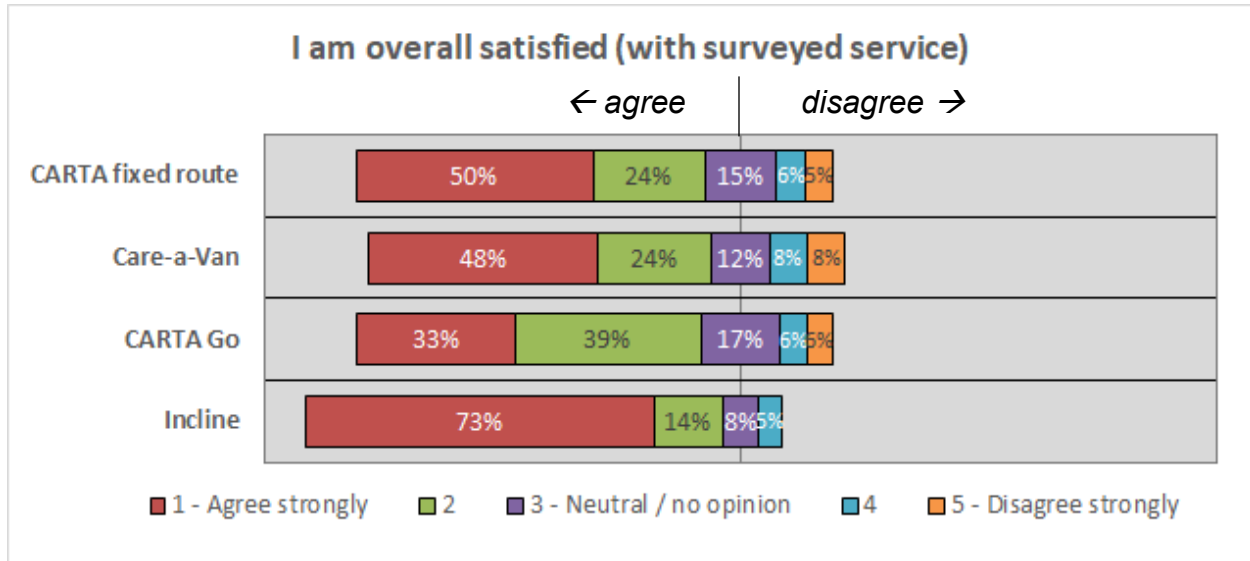
This report is the result of these efforts. Following this introduction, the report is in six main parts:

- Section 2: Executive Summary
- Section 3: Methodology and weighting scheme
- Section 4: CARTA Fixed Route Findings
  - 4.1 Service ratings
  - 4.2 Priorities
  - 4.3 Characteristics of the riders and trips
  - 4.4 Comments
- Section 5: Care-a-Van Findings
- Section 6: CARTA Go Findings
- Section 7: Incline Railway Findings

Copies of the survey forms are in Appendix 1. Extensive cross-tabs by route and key rider and trip characteristics are in Appendix 2. The data and tables are also available electronically.

## Section 2: Executive Summary

CARTA has a good reputation among its riders. As the chart below shows, close to three-quarters of respondents on the fixed route, Care-a-Van, and CARTA Go services express overall satisfaction with the service. For riders on the Lookout Mountain Incline, the overall satisfaction is even stronger: gave it the highest rating, and not a single one of the 109 respondents gave the Incline the lowest possible rating, —5—Disagree strongly.



The following table further summarizes CARTA’s positive image in regard to the distinct types of service and two dimensions of general satisfaction. The average rating is based on the 1 to 5 scale where 1 (“Agree strongly”) defines the most satisfied, and 5 (“Disagree strongly”) is most dissatisfied. The calculation excludes the respondents who answered “3 -Neutral / no opinion.” The lower score—i.e., closer to 1—reflects a more positive attitude.

		Agree	Disagree	Average rating
Fixed route buses	CARTA is convenient for my needs	78.4%	8.7%	1.58
	I am overall satisfied with CARTA	73.4%	11.9%	1.76
Care-a-Van	Care-a-Van is convenient for my needs	84.6%	11.5%	1.56
	I am overall satisfied with Care-a-Van	72.0%	16.0%	1.91
CARTA Go	CARTA GO is convenient for my needs	68.4%	15.8%	1.81
	I am overall satisfied with CARTA GO	72.2%	11.1%	1.93
Incline Railway	The Incline was a good value for the cost	78.1%	7.6%	1.53
	I am overall satisfied with the Incline Railway	87.5%	4.8%	1.31

The chart on the following page shows the average rating for the various attributes tested on the survey.

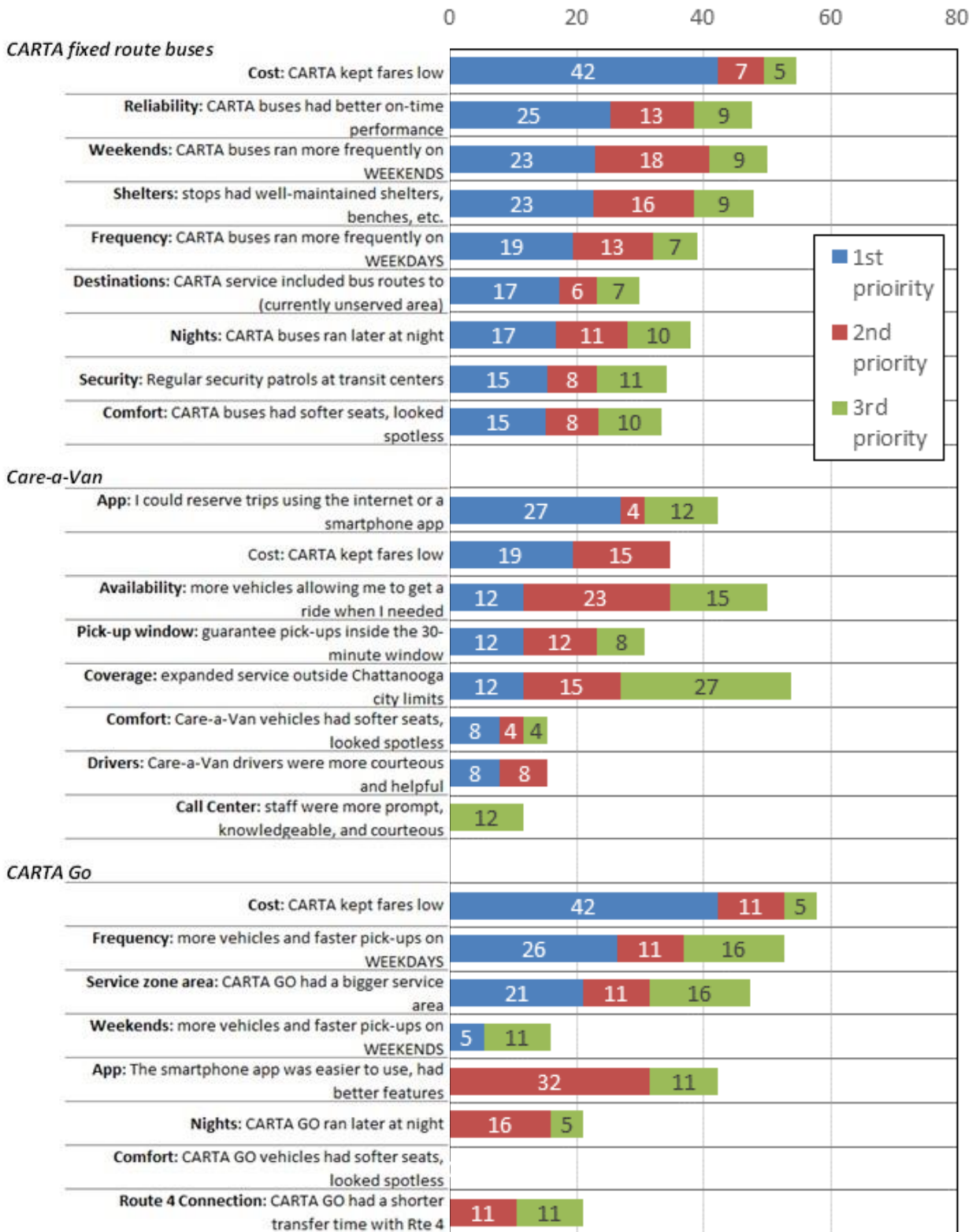
# CARTA 2026 Passenger Survey Report

## Average rating for various service attributes

	← agree	3	disagree →
	1	2	4
	5		
<b>CARTA fixed route buses</b>			
The fares are reasonable	1.51		
The Token Transit App works well	1.65		
Bus drivers are courteous and professional	1.71		
Buses are comfortable and clean	1.72		
I feel safe on buses and at bus stops	1.81		
Weekday service (hours & frequency) is adequate	1.83		
Saturday service (hours & frequency) is adequate	2.10		
Bus stops are adequately sheltered/accessible	2.15		
Buses are generally on time	2.20		
Sunday service (hours & frequency) is adequate	2.48		
<b>Care-a-Van</b>			
I feel safe on Care-a-Van	1.04		
Care-a-Van fares are reasonable and a good value	1.08		
Drivers provide the help I need to get to and from building door	1.12		
Drivers provide the help I need getting on and off the vehicle	1.19		
The call center staff are courteous and knowledgeable	1.28		
Care-a-Van vehicles are comfortable and clean	1.50		
I can reserve a Care-a-Van ride at the times that I need	1.84		
The call center staff answer the phone promptly	1.96		
Travel time is reasonable given the distance of the trip	2.00		
Care-a-Van shows up at the time they say it will	2.22		
<b>CARTA Go</b>			
I feel safe on CARTA GO	1.44		
CARTA GO vehicles are comfortable and clean	1.47		
The CARTA GO connection to Route 4 works well	1.58		
CARTA GO fares are reasonable and a good value	1.63		
CARTA GO drivers are courteous and professional	1.75		
Saturday service hours are adequate	2.20		
Weekday service hours are adequate	2.24		
The travel time to my destination is reasonable	2.29		
The CARTA GO smartphone App works well	2.38		
The CARTA GO ride comes quickly after a request	2.53		
<b>Lookout Mountain Incline</b>			
The Incline was well-maintained	1.29		
The on-board audio recording was interesting and welcome	1.43		
The stations were well-maintained	1.44		
Parking was convenient and reasonably priced	1.48		

## CARTA 2026 Passenger Survey Report

Respondents to the fixed route, Care-a-Van, and CARTA Go services also indicated their priorities among various changes that they would like to see, as summarized in the chart below.



For the fixed route buses, survey staff handed out and collected paper questionnaires from passengers intercepted on selected bus trips between Tuesday, February 24 through Saturday, February 28. Passengers on Care-a-Van and CARTA Go could fill out their respective surveys by following the QR code on signs prominently displayed on the vehicles between February 25<sup>th</sup> and the middle of March. Some respondents also completed hard copies of the survey at public meetings in early March. The Lookout Mountain Incline Railway survey occurred from Saturday, February 28 through Monday, March 9. All surveys were available in English and Spanish.

## Section 3: Methodology and Weighting Schemes

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The study collected information on traveler attitudes and characteristics. This section describes the method of data collection and the weighting schemes applied to ensure that the sample was representative of the full population.

### Survey process for CARTA fixed routes

The sampling plan for the fixed route service worked at the unit of the individual bus trip in each of the four time periods (morning--7:00 to 8:59, midday--9:00 to 2:59, PM peak--3:00 to 5:59, and evening--6:00 to closing).

The bus trips selected for the sample accounted for the distribution of trips in each of four time periods. The surveyed trips were different on each of the survey days. For example, if we surveyed the 8:45 AM trip of Route 4 on Wednesday, February 25<sup>th</sup>, we would not have sampled the same 8:45 trip of Route 4 on any other day of the survey period.

For most trips in the sample, on-board survey staff rode the full route (round-trip) and distributed questionnaires and pencils to passengers (except for small children) who boarded. Each survey monitor wore a badge indicating that the project was for CARTA, and they carried a box of materials that included: 1) sequentially numbered surveys in English and Spanish; 2) pencils; 3) survey trip tally sheets; 4) a sign announcing CARTA passenger survey today"; 5) tape to append this sign to the front of the fare box; and 6) a shift schedule.

The surveyors would identify themselves to the bus drivers and tape the sign to the fare box. Passengers boarding the bus (or on the bus at the start of the survey) received a survey form (starting with the lowest serial number and going up) and a pencil and a request to complete the form. For each leg of the trip, survey staff used the tally sheet to record the route, start location, start time, end location, and the beginning and ending survey number distributed on that leg. Surveys for each leg with a tally sheet went into separate large envelopes, and the survey staff turned these into Marc Warner, the survey supervisor, on their next break at the survey administrative hub at the CARTA Shuttle Park South at Market & Choo Choo Avenue.

### Survey process for Care-a-van and CARTA Go

Survey staff did not ride the Care-a-van or CARTA Go buses. Rather, the effort on these smaller vehicle, lower volume routes relied on travelers to access an electronic version of the survey. Large signs prominently displayed on the vehicles included a big QR code that linked riders to the survey, available in both English and Spanish. Note that we had also printed up hard copies of the Care-a-Van and CARTA Go questionnaires (shown in Appendix A). The original plan was to put a handful of the suitable

questionnaires in a display rack installed on each bus, along with a cup for pencils, and a box for respondents to return their completed surveys. The small Care-a-van and CARTA Go buses, however, did not have a panel behind the driver or, in most cases, fare boxes on which to mount a rack or box. The QR code on the prominent sign seemed like the best alternative. The signs remained on the vehicles from February 25<sup>th</sup> through the third week of March.

**Survey process for the Lookout Mountain Incline**

For the Incline, a survey staff person handed out the questionnaire (English on one side, Spanish on the back) and a small pencil to riders at the top-of-the-mountain station while they were queuing to ride the incline down to the bottom. This occurred during the busiest hours of the day on Saturday February 28, and Sunday, March 1. For the week after that, Incline riders could still complete the survey by taking questionnaires and pencils from display racks mounted by the stair cases leading to the tracks at the top station and then putting the completed surveys in marked collection boxes close to the boarding gates.

Copies of the surveys in English and Spanish are in Appendix 1.

The data collection effort elicited completed surveys from 1,513 riders, whose reported transit trip (including transfers) accounted for 2021 identifiable bus boardings.

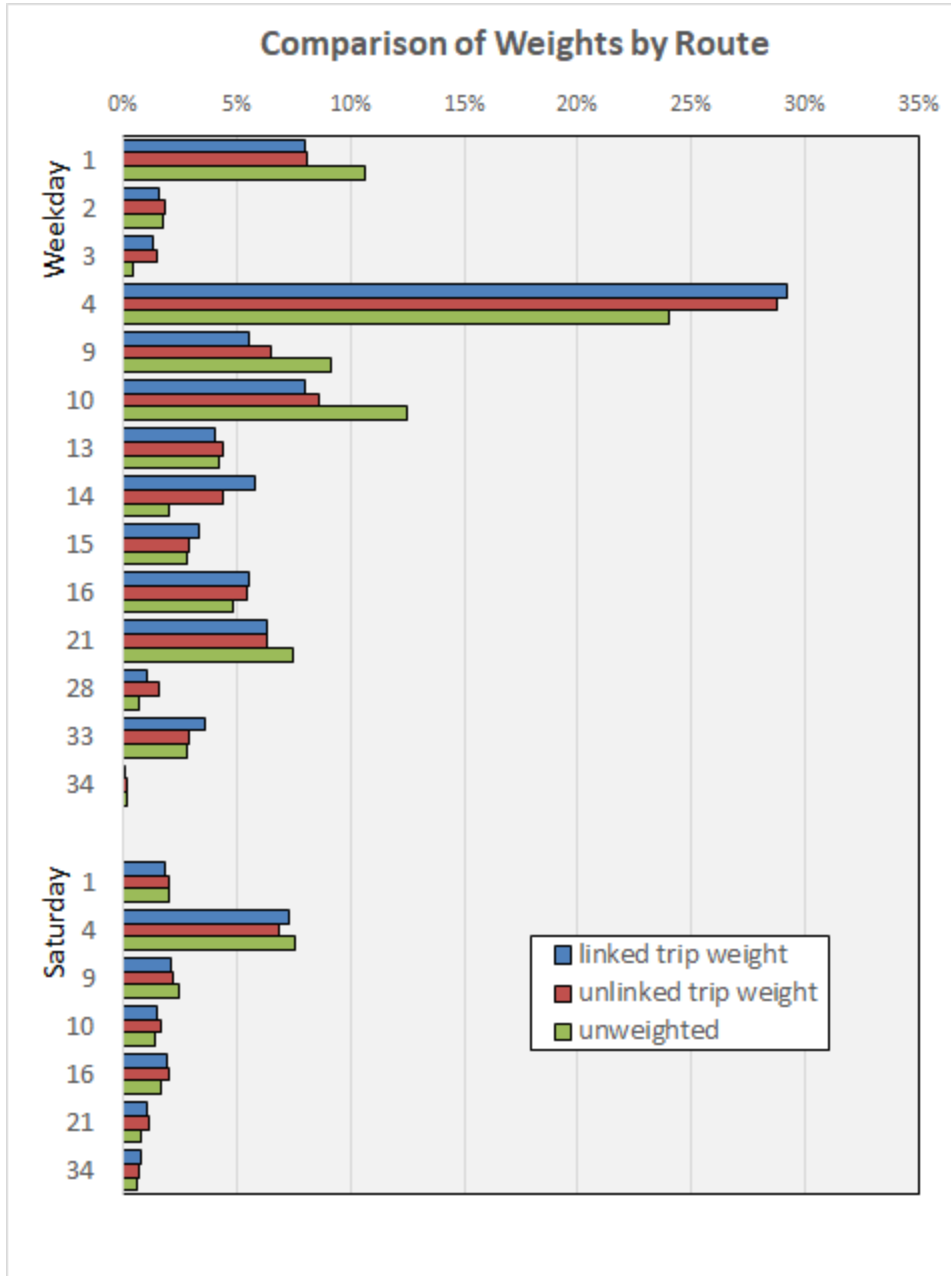
**Distinct weights calculated and applied**

Different types of analyses will call for different weighting of the survey results. This section presents the two schemes use for the **fixed route** surveys. Both aim to ensure that the survey responses are proportionate to the actual distribution of ridership by CARTA fixed route and by weekday or Saturday.

In other words, for inferences from the survey about the CARTA fixed route system as a whole, we would want to more heavily weight the surveys from routes where the response rate was lower than average, and more lightly weight the surveys from routes where the response rate was higher than average. The responses relative to the actual ridership, for example, were lower for route 14 than for route 6. For characteristics about the full CARTA system, we thus apply a proportionally higher weight for the surveys on route 14 than we do for those on route 4.

Route	survey responses	system wide weights	
		unlinked	linked
<i>Weekday</i>			
1	73	3.71	4.36
2	12	5.15	6.05
3	3	17.55	19.33
4	165	6.93	6.83
9	63	3.46	4.05
10	86	3.65	3.91
13	29	5.40	5.90
14	14	16.22	12.36
15	19	6.93	6.05
16	33	6.56	6.48
21	51	4.85	4.84
28	5	8.44	12.40
33	19	7.37	6.05
34	1	4.12	6.05
<i>Saturday</i>			
1	13	3.27	3.54
4	49	3.39	3.19
9	16	3.00	3.13
10	9	3.80	4.27
16	11	4.03	4.15
21	5	4.83	5.16
34	4	4.44	3.80

The difference between linked and unlinked accounts for responses by riders whose transit trips involved a transfer to more than one bus route. A survey by a rider connecting from Route 4 to Route 21, for example, would count as unlinked boardings on route 4 and route 21, but as a single linked trip from the perspective of the system as a whole. Assertions about riders on the full fixed route system considers only the linked trip and does not double-count the response from someone who transfers compared to another survey respondent who did not.



Note that throughout this report, assertions about the fixed route system as a whole are based on the linked weighting scheme. Assertions about individual fixed route apply the unlinked weights.

## Confidence in the survey results--margin of error

The margin of error is a statistical term that measures the degree to which the results of the sample (the survey respondents) would also apply to the full relevant population (all bus riders and trips). For the fixed route system as a whole, we can be 90 percent confident that a proportion determined for the sample will be at most 3.54 percent from the true proportion for the full population. In other words, if 50 percent of the *sample* of CARTA fixed route riders agree strongly with the statement that “I am overall satisfied with CARTA,” then we can be 90 percent confident that 46.46 to 53.54 percent (50 + or – 3.54) of *all* CARTA fixed route riders would agree strongly with the statement. There is a 10 percent chance that a randomly drawn sample could be an unrepresentative fluke, and the true proportion is outside of this range.

Note that the 3.54 percent is the maximum confidence interval; these apply when the relevant share for the sample is 50 percent. As the proportion for the sample moves closer to 1 or 99 percent, the confidence interval becomes appreciatively smaller. For example, 4.0 percent of the fixed route survey sample disagree strongly that CARTA fares are reasonable, and we can be 90 percent confident that the proportion of CARTA’s true ridership who feel this way is 2.62 and 5.38 percent (4.0 + or - 1.38). In this case, the breadth of the interval drops from  $\pm 3.54$  to  $\pm 1.38$ .

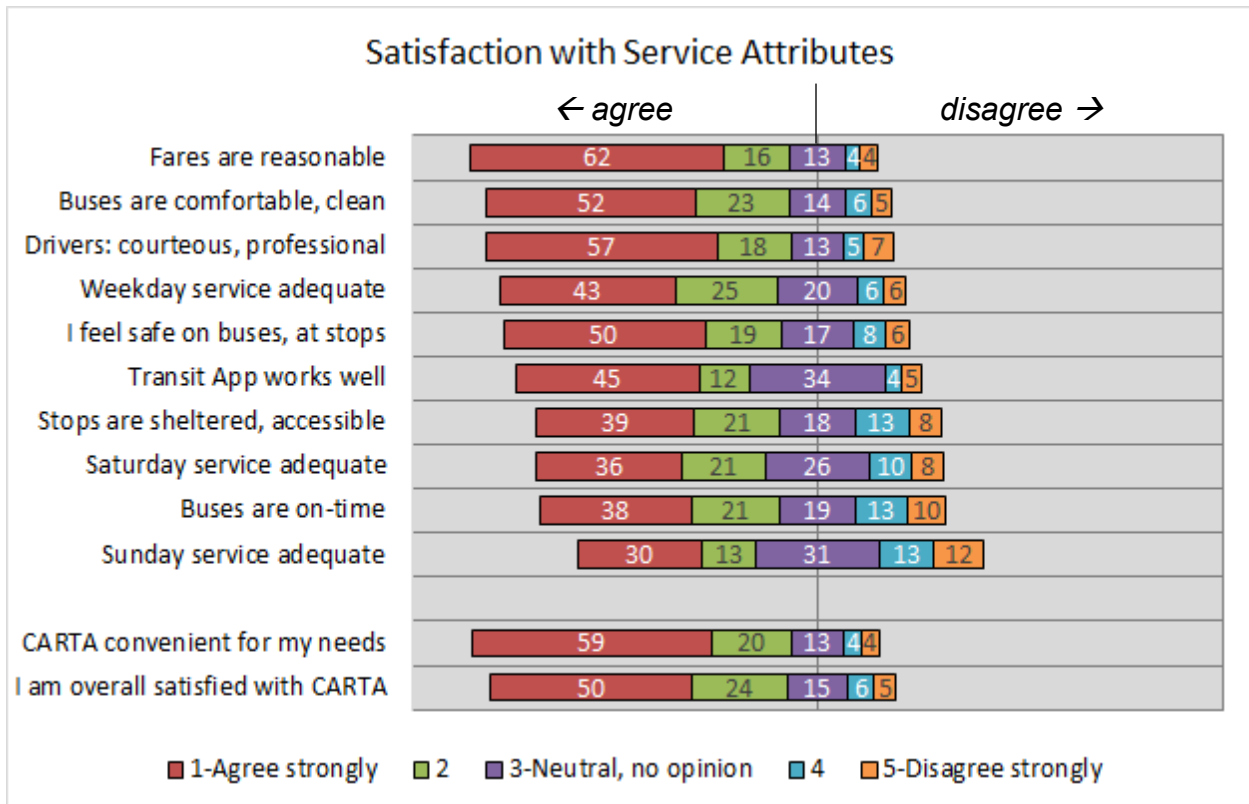
It is important to recognize that the calculated margin of error assumes that the survey sample is random. Is this a reasonable assumption? For drawing conclusions about transit use system wide, we believe it is. For certain sub-markets, it may be questionable. This is due in part to the nature of the survey. Surveying passengers on specific bus trips was a pragmatic (and standard) alternative to surveying a random sample of all passengers throughout the day. This latter approach would have assured that all CARTA passengers—not just those on the selected sample of trips—would have a more equal chance to be part of the survey. The use of the bus trip as the sample unit does undermine the assumption of randomness, but we assume that the effect is a wash; i.e., that the surveyed passengers on the selected trips (distributed throughout the day) are still a fair representation of the passengers who boarded other trips.

Finally, the sample is likely to include a lower than actual share of riders who have low literacy, who had a very short bus trip, and who did not get a seat (thus making it more difficult to fill out the form). The survey process and staff sought to minimize this potential bias (surveys were available, for example, in Spanish), but this potential source of bias may have occurred. Again, we assume that this effect is small and does not appreciably bias the overall results.

## Section 4: Results from the Fixed Route Survey

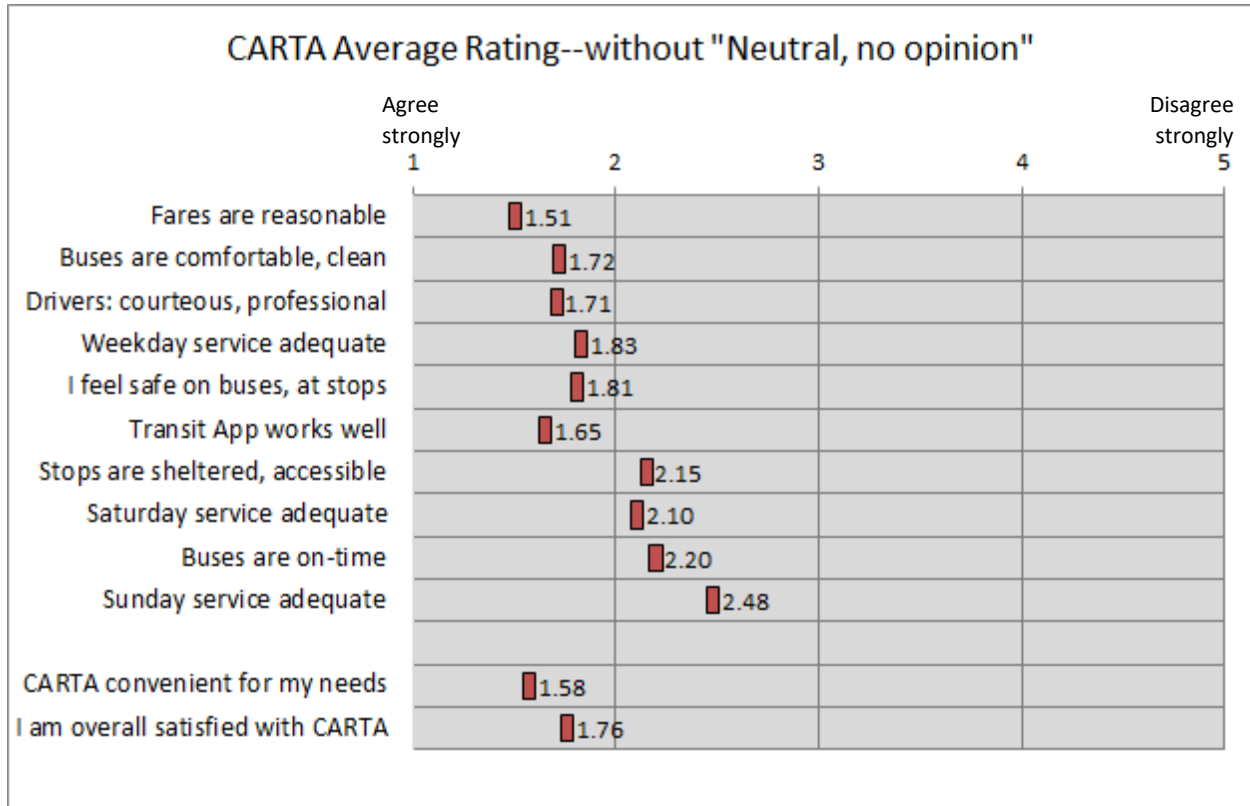
### 4.1 Service ratings

The survey asked respondents to rate each of ten service attributes and two measures of general satisfaction with CARTA service. For each of these, the survey used a scale of 1 to 5, where 1 indicated the highest level of satisfaction and 5 was the highest level of dissatisfaction. The chart below shows a summary of the responses, with the nine attributes ordered by the share of respondents in agreement.



For each of the attributes, the share of respondents expressing satisfaction (i.e., agreeing with the statement) exceeds those dissatisfied by an average of 5 to 1. Travelers in particular believe the fares are reasonable, that buses are comfortable and clean, and that drivers are courteous and professional. The agency has most room for improvement in regard to improving weekend service, on-time performance, and bus stop shelters and accessibility.

The chart below shows the average scores after excluding respondents who rated the statement as "3--neutral / no opinion." This ensures that only the respondents who believed they had the knowledge to make an opinion are included.



How do these ratings differ by rider and route characteristic? The results are evident from the table on the next page. A color theme highlights the good and bad ratings: those closer to 1 (most satisfied) have the deepest green; those closer to 5 (most dissatisfied) have the deepest red. Again, this excludes those who rated the attribute as "3-Neutral, no opinion". The table also shows the number of observations in the respective category.

Some key findings are as follows:

- Almost every rider group are strongly in agreement that the fares as reasonable. This includes the lowest income group—those in households with incomes below \$10,000—which are likely to be the most price sensitive.
- Groups other than those with the lowest frequency of CARTA use view the limited Sunday service as the attribute of greatest dissatisfaction.
- Black riders are slightly more dissatisfied than are white riders on almost all dimensions of CARTA fixed route service.
- Riders on Route 14 are less satisfied than are average riders with all service dimensions other than the adequacy of Sunday service. This also includes fares, which is odd as the service is free.

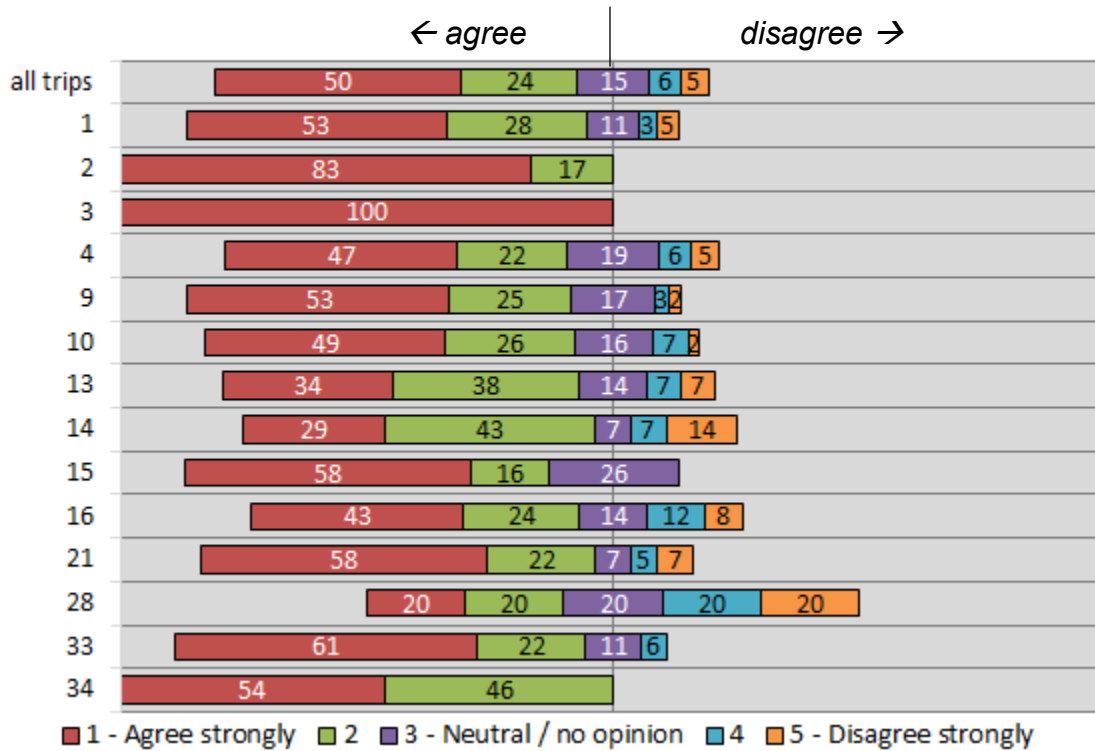
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*Lower score, darker green is greater satisfaction*

Number of responses ↓		Fares	Transit App	Drivers	Buses comfortable, clean	I feel safe	Weekday service adequate	Saturday service	Stops are sheletred, accessible	Buses are on-time	Sunday service adequate	CARTA convenient for my needs	I am overall satisfied with CARTA
<b>All observations</b>	501	1.51	1.65	1.71	1.72	1.81	1.83	2.10	2.15	2.20	2.48	1.58	1.76
<b>Survey day</b>													
Weekday	448	1.53	1.68	1.72	1.73	1.83	1.86	2.12	2.16	2.23	2.48	1.58	1.78
Saturday	52	1.36	1.42	1.60	1.71	1.63	1.56	1.94	2.08	1.96	2.46	1.50	1.58
<b>Years riding</b>													
up to 2 years	113	1.38	1.55	1.62	1.73	1.73	1.76	2.17	2.24	2.22	2.42	1.58	1.72
more than 2 years	296	1.53	1.69	1.75	1.75	1.84	1.87	2.21	2.08	2.25	2.65	1.59	1.80
<b>Frequency</b>													
< 1 day / wk	44	1.64	1.58	1.59	1.57	1.76	1.72	1.33	2.00	1.86	1.48	1.75	1.56
1 to 4 days / wk	168	1.51	1.72	1.67	1.66	1.75	1.74	1.99	2.18	2.08	2.46	1.55	1.72
5 to 7 days / wk	263	1.47	1.63	1.76	1.79	1.88	1.91	2.31	2.14	2.37	2.70	1.57	1.82
<b>Student</b>													
not a student	268	1.48	1.51	1.69	1.70	1.80	1.85	2.18	2.29	2.29	2.70	1.59	1.69
student	94	1.60	1.86	1.75	1.64	1.92	1.69	2.00	1.98	2.26	2.26	1.58	1.87
<b>Age</b>													
less than age 25	52	1.55	1.66	1.43	1.61	1.80	1.64	1.95	1.76	2.61	2.30	1.47	1.81
age 25 to 64	243	1.49	1.50	1.59	1.63	1.79	1.82	2.23	2.29	2.20	2.61	1.57	1.68
age 65 and over	76	1.51	1.75	1.96	1.94	1.78	2.14	2.16	2.21	2.25	2.63	1.64	1.83
<b>Income</b>													
Below \$10,000	118	1.47	1.63	1.65	1.61	1.74	1.58	1.98	2.06	2.06	2.32	1.45	1.53
\$10,000 to \$24,999	116	1.38	1.45	1.66	1.66	1.78	1.81	2.32	2.15	2.27	2.82	1.51	1.70
\$25,000 to \$74,999	77	1.80	1.58	1.81	1.82	2.01	2.15	2.28	2.47	2.51	3.06	1.83	2.03
\$75,000 or more	24	1.32	2.15	1.47	1.53	1.60	1.82	1.95	2.04	2.29	2.20	1.79	1.90
<b>Race / ethnicity</b>													
White	161	1.48	1.50	1.59	1.54	1.75	1.85	2.11	2.31	2.29	2.79	1.54	1.78
Af Am / Black	207	1.54	1.72	1.79	1.82	1.91	1.82	2.23	2.12	2.23	2.51	1.60	1.79
Hispanic	21	1.46	1.33	1.83	1.69	1.88	1.81	1.79	2.07	2.41	2.16	1.45	1.50
other	18	1.22	1.27	1.28	1.81	1.40	1.69	1.64	1.83	1.75	1.85	1.25	1.33
<b>gender</b>													
male	218	1.51	1.61	1.60	1.65	1.73	1.78	2.17	2.09	2.28	2.45	1.53	1.69
female	172	1.41	1.54	1.77	1.73	1.85	1.83	2.02	2.29	2.15	2.65	1.55	1.70
<b>route</b>													
1	67	1.45	1.64	1.79	1.87	1.82	1.85	2.16	2.12	2.31	2.49	1.52	1.63
3	10	1.00	1.00	1.00	1.00	1.00	1.50	1.50	2.50	1.50	1.50	1.00	1.00
4	239	1.50	1.61	1.72	1.75	1.87	1.83	2.22	2.11	2.31	2.80	1.65	1.78
9	56	1.36	1.25	1.77	1.52	1.38	1.81	2.00	2.09	2.18	2.03	1.33	1.51
10	69	1.46	1.63	1.73	1.68	1.81	2.06	2.41	1.94	2.24	2.78	1.55	1.67
13	31	1.61	2.15	2.24	1.77	1.90	2.36	2.71	3.43	2.52	3.64	2.05	2.00
14	32	2.14	2.17	1.82	1.77	2.00	2.17	2.86	2.23	2.83	2.40	1.85	2.31
15	21	1.36	1.46	1.00	1.33	1.14	1.07	1.36	1.71	1.14	1.67	1.07	1.21
16	48	1.73	1.84	1.99	2.07	2.19	1.89	2.27	2.69	2.34	2.58	1.73	2.04
21	50	1.39	1.82	1.82	1.67	1.91	1.77	1.86	2.00	1.83	2.08	1.45	1.72
28	11	1.40	2.67	2.25	2.67	3.25	2.33	4.00	3.00	3.00	3.50	2.33	3.00
shuttles 2, 33, 34	38	1.49	1.42	1.22	1.59	1.36	1.36	1.72	1.78	1.68	1.84	1.33	1.34

The following table shows the full set of ratings by route. Note that Route 3 and Route 28 reflect a relatively small sample.

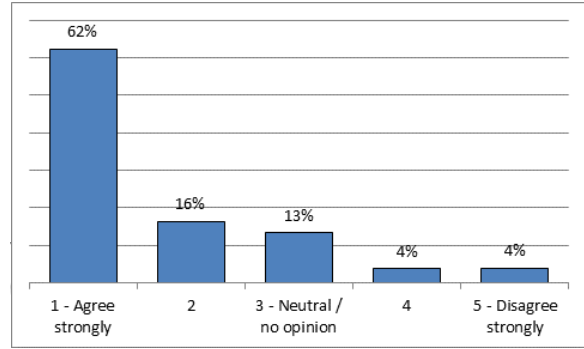
### I am overall satisfied with CARTA--by route



Charts on subsequent pages relate to specific service attributes.

### The fares are reasonable

- This is the service dimension that riders rate the most highly; 62 percent agree strongly that the fares are reasonable, and riders agreeing outweigh those disagreeing by 10 to 1.
- Even among riders with household incomes below \$10,000, 83 percent agree that the fares are reasonable.



Percent agreeing  
(all fixed route riders):

**79%**

Respondents agreeing  
for every 1 disagreeing:

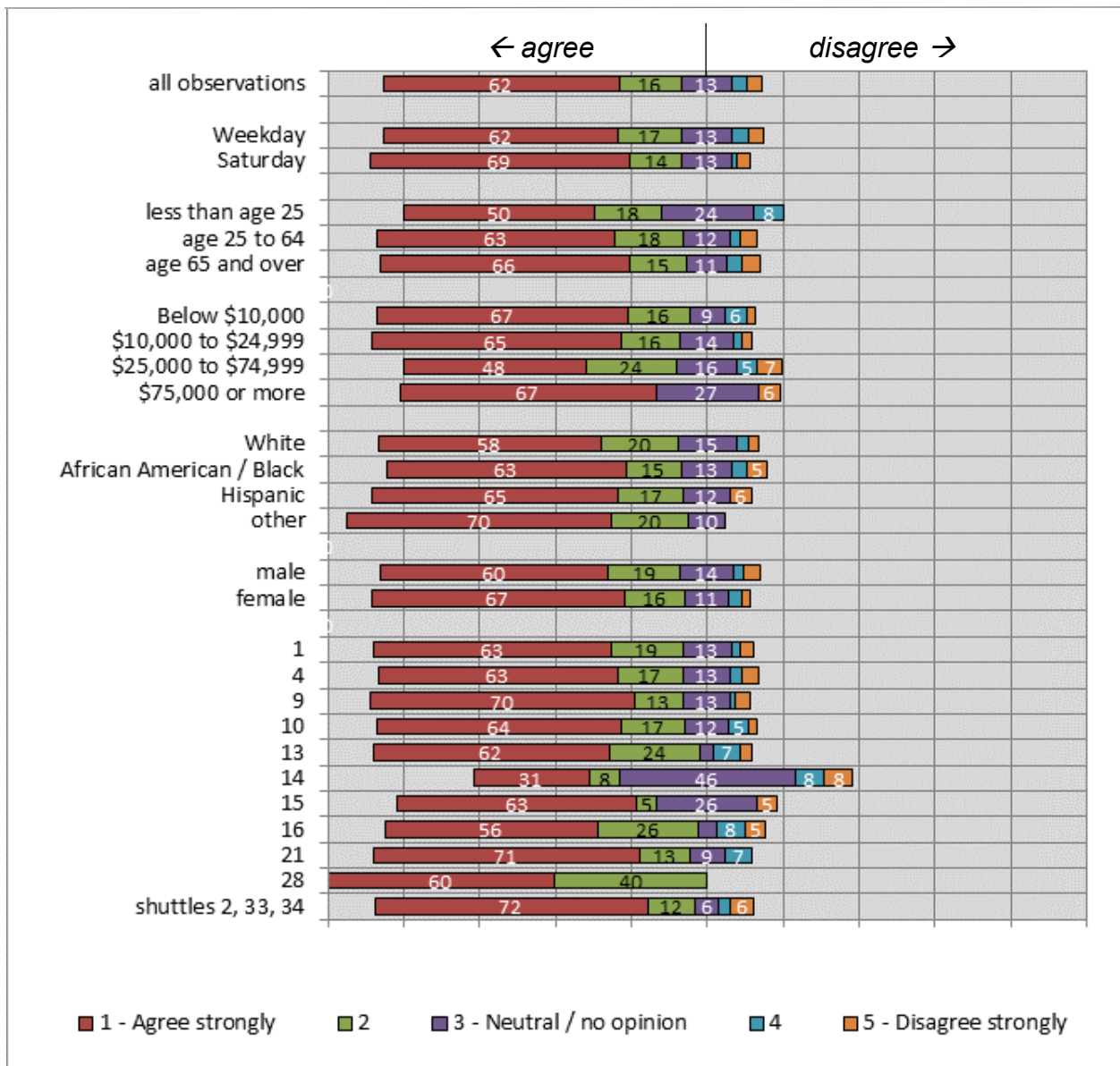
**10.0**

Average score  
(excl. 3-Neutral):

**1.51**

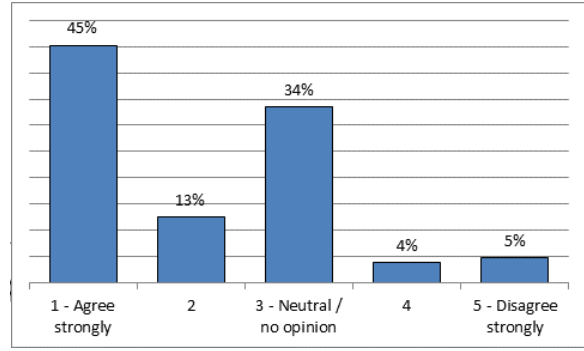
Rank among 10  
service elements:

**1**



### The Token Transit App works well

- This attribute had the highest level of respondents without an opinion, presumably because they haven't used the app.
- Those who do have an opinion generally agree that the Token Transit works well.
- Older riders are about as knowledgeable and comfortable with the Transit App as are younger riders.



Percent agreeing  
(all fixed route riders):

**58%**

Respondents agreeing  
for every 1 disagreeing:

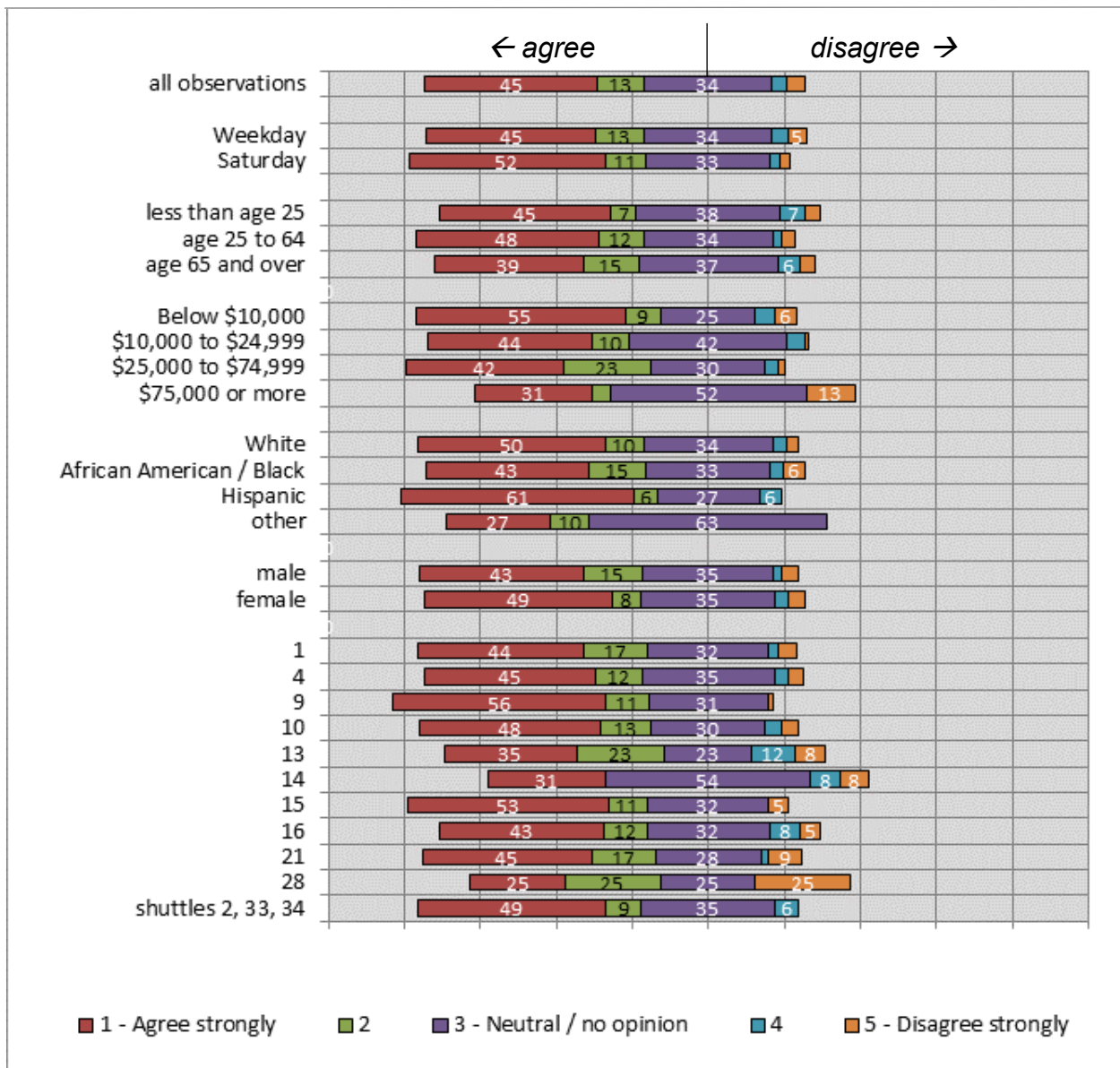
**6.6**

Average score  
(excl. 3-Neutral):

**1.65**

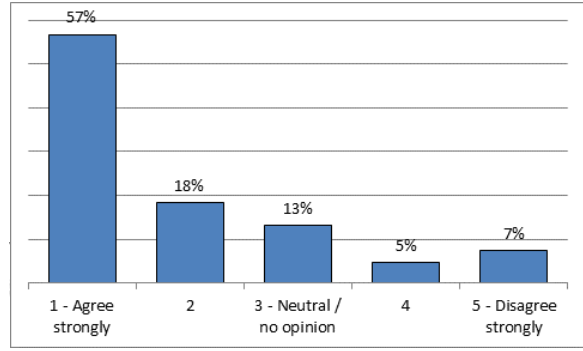
Rank among 10  
service elements:

**2**



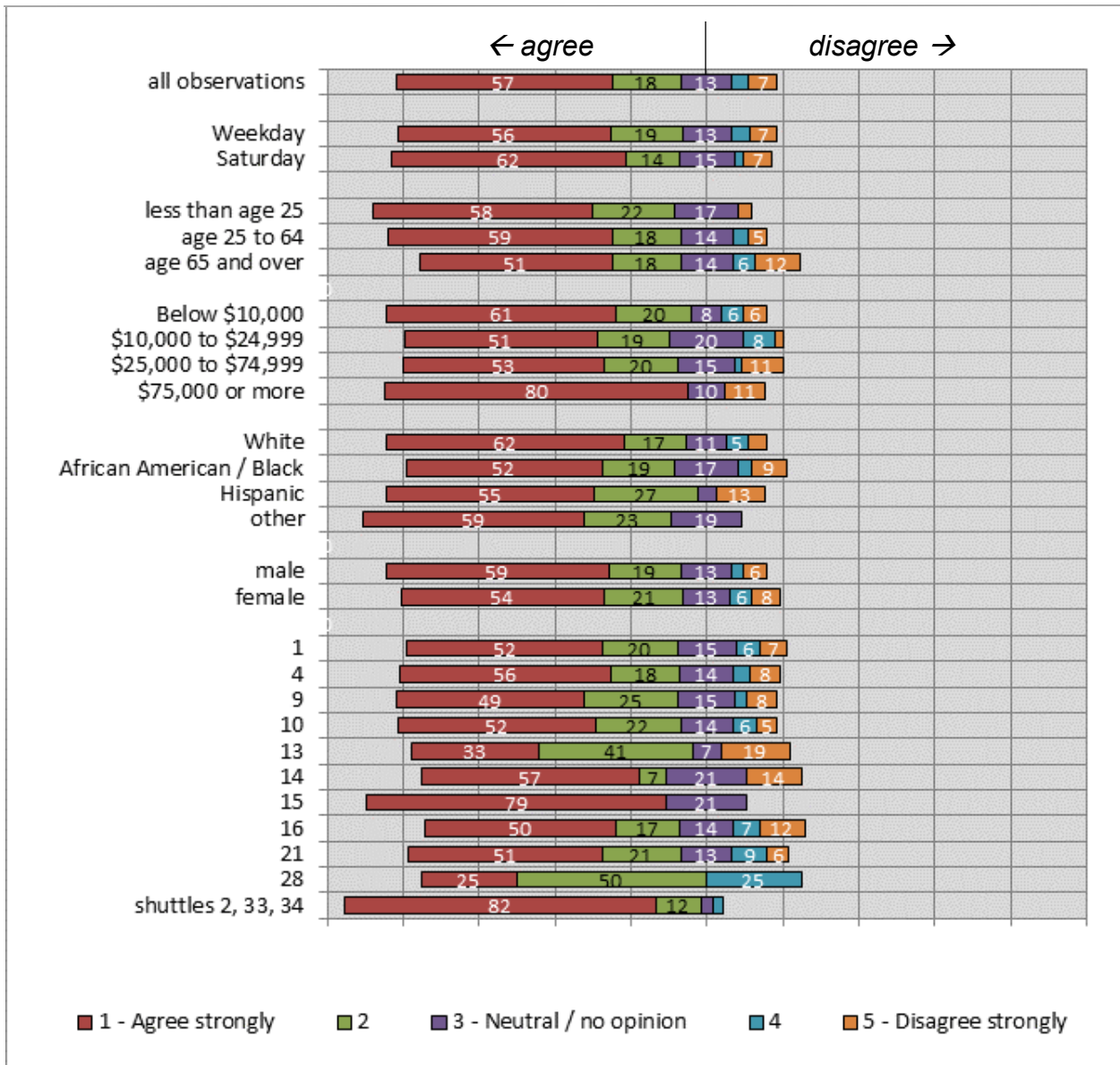
### Bus drivers are courteous and professional

- Riders on the downtown shuttles and Route 15 had the highest satisfaction with bus driver courtesy and professionalism.



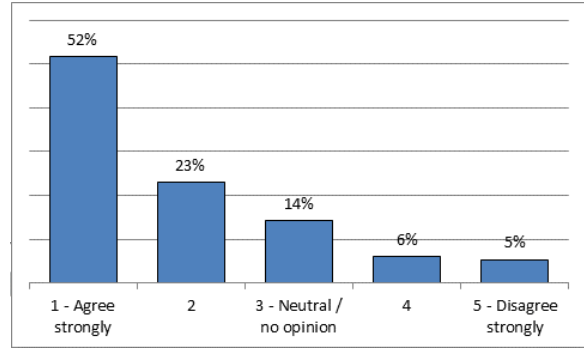
(all fixed route riders):      for every 1 disagreeing:      Average score (excl. 3-Neutral):      Rank among 10 service elements:

**75%**                                      **6.3**                                      **1.71**                                      **3**



### Buses are comfortable and clean

- Three-fourths of respondents viewed this attribute favorably (a 1 or 2 rating).



Percent agreeing  
(all fixed route riders):

**75%**

Respondents agreeing  
for every 1 disagreeing:

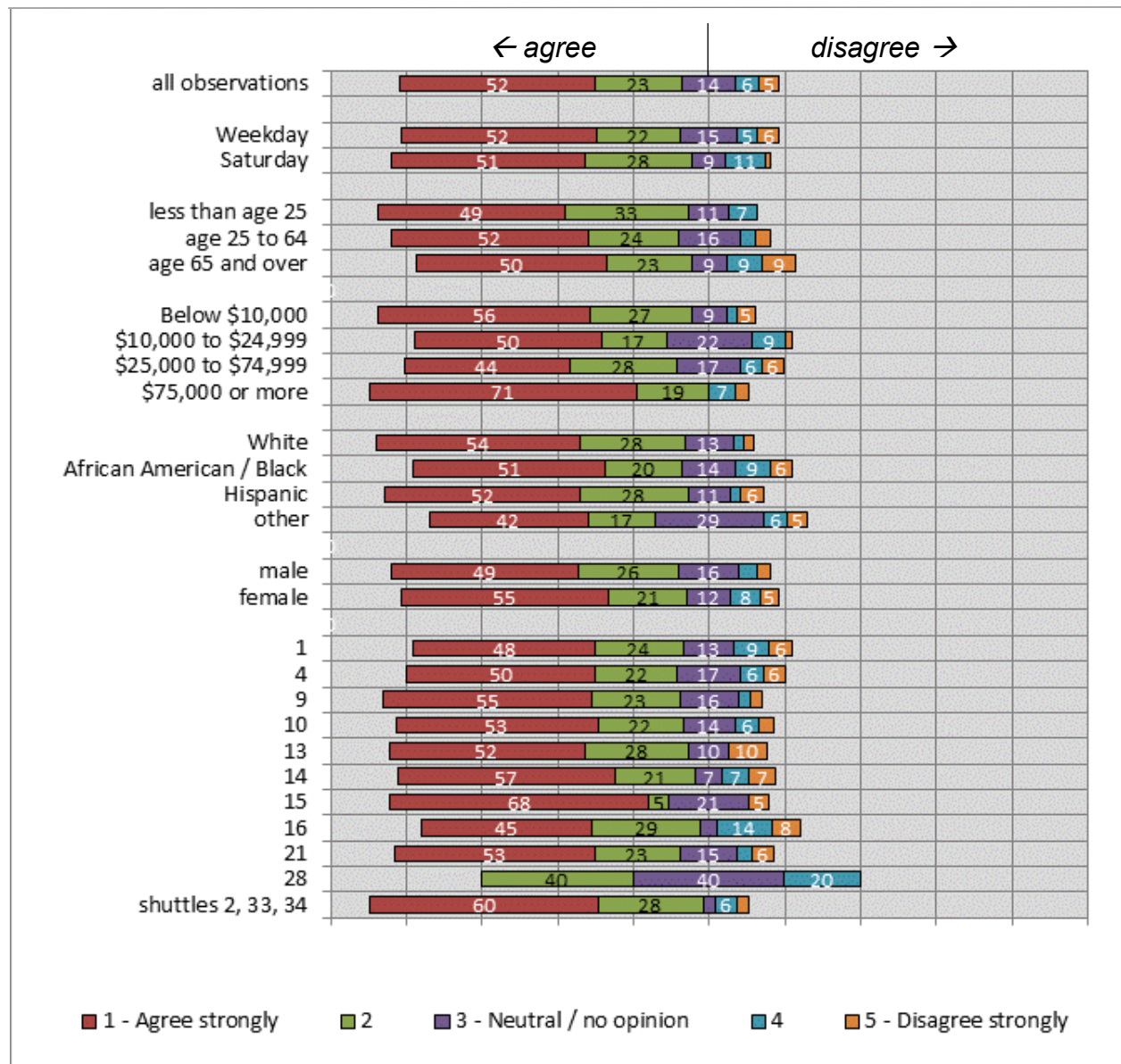
**6.6**

Average score  
(excl. 3-Neutral):

**1.72**

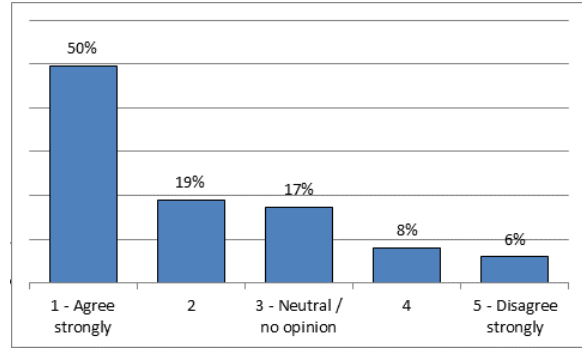
Rank among 10  
service elements:

**4**



### I feel safe on buses and at bus stops

- 14 percent of riders do not feel safe on buses and at bus stops.
- The difference in ratings for this attribute did not particularly differ based on the rider's age, sex, or race.
- Riders on Route 28 and 16 had the greatest safety concerns.



Percent agreeing  
(all fixed route riders):

**69%**

Respondents agreeing  
for every 1 disagreeing:

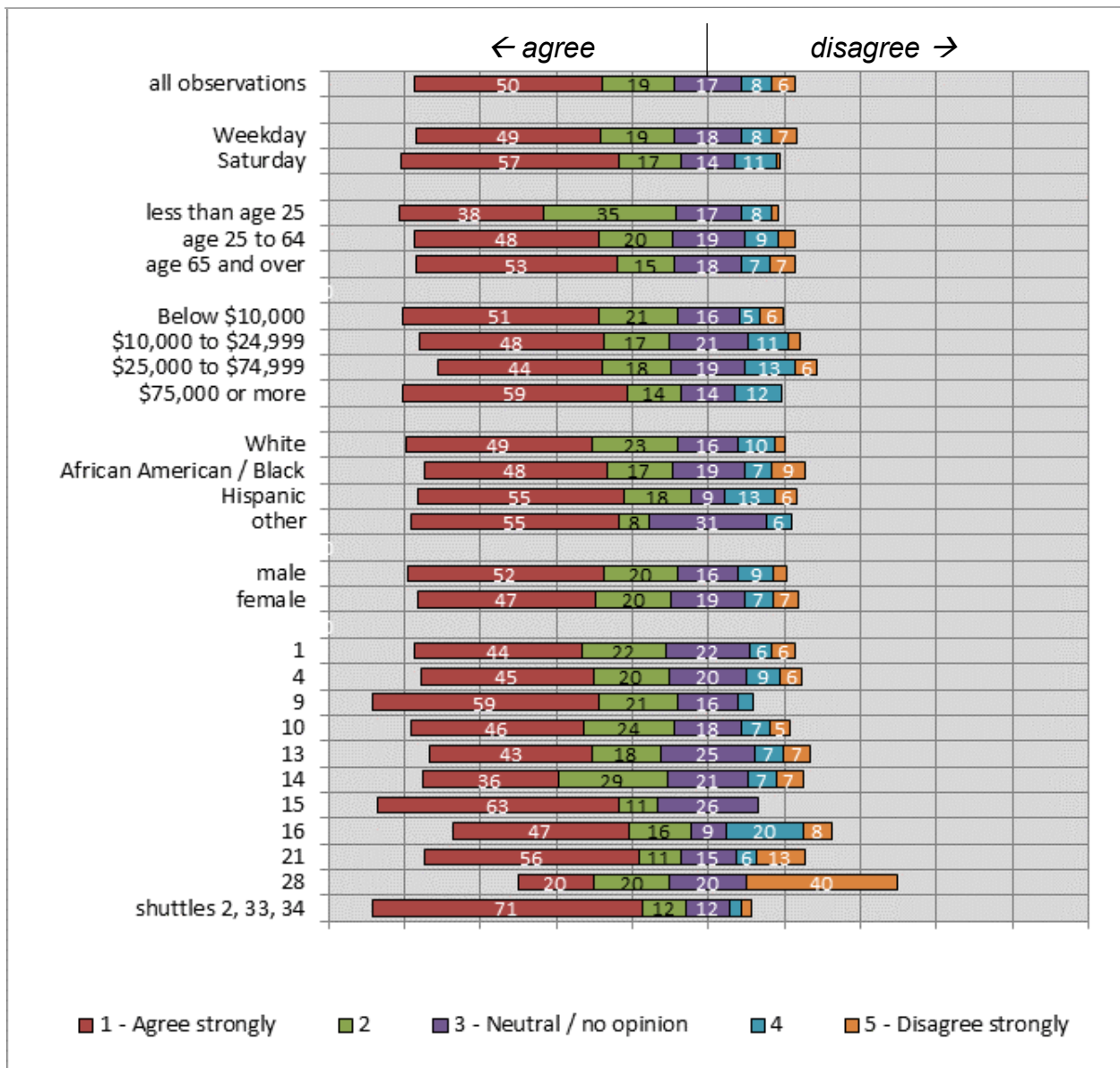
**4.9**

Average score  
(excl. 3-Neutral):

**1.81**

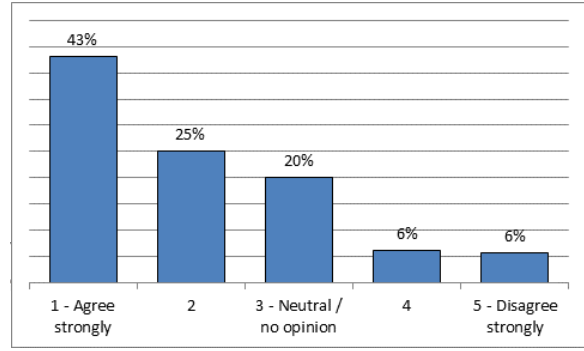
Rank among 10  
service elements:

**5**

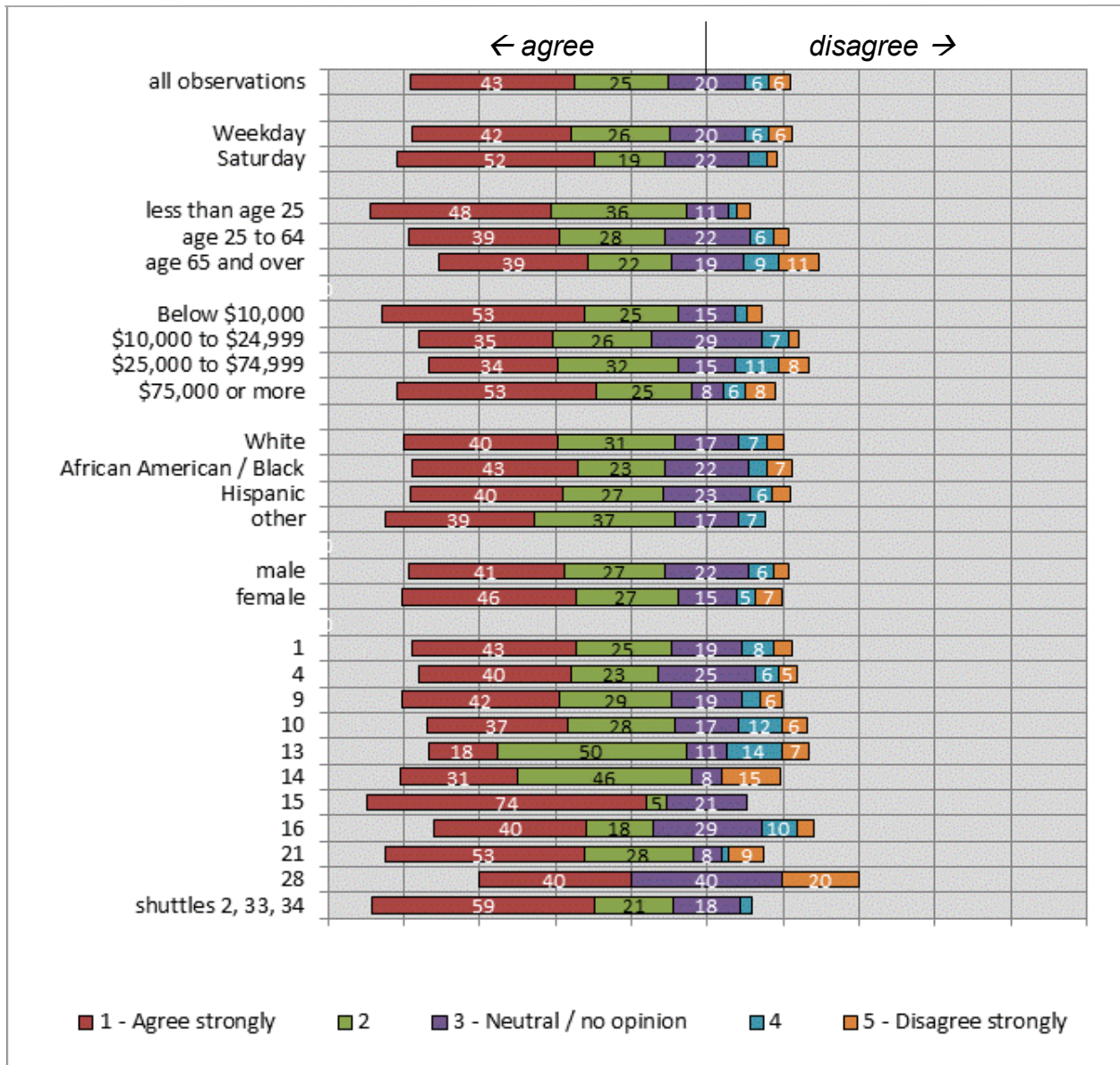


### Weekday service (hours & frequency) is adequate

- Riders on the downtown shuttles, Routes 15 and 21 were most satisfied with this attribute.
- Riders on Route 28 and those who were over age 65 were most dissatisfied.

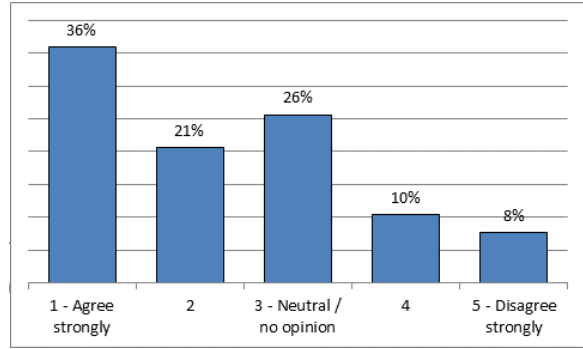


(all fixed route riders): **68%** for every 1 disagreeing: **5.7** Average score (excl. 3-Neutral): **1.83** Rank among 10 service elements: **6**

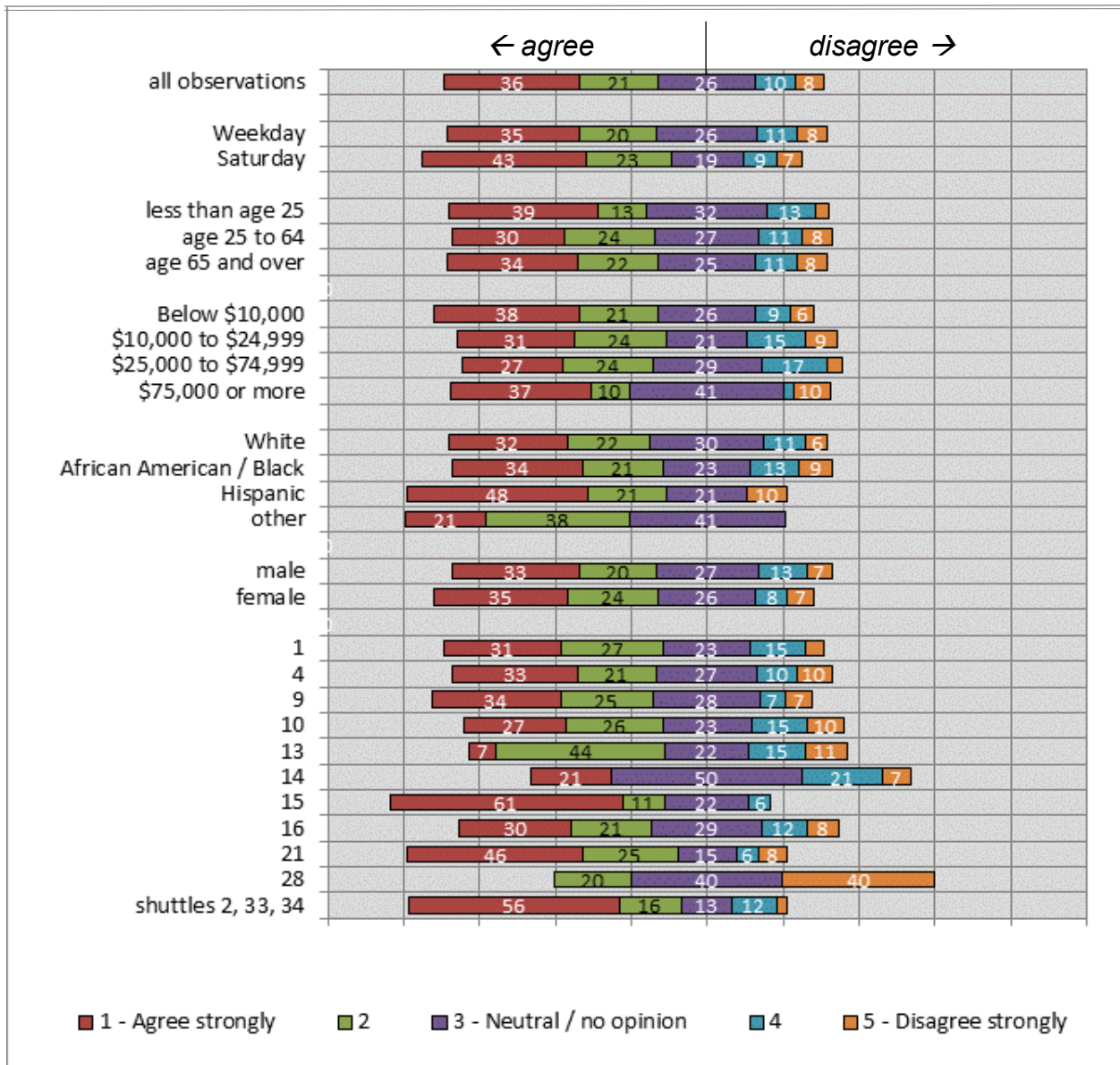


### Saturday service (hours & frequency) is adequate

- Riders on the Route 28 which does not operate on Saturdays, and on Route 14 with much less frequent service than o weekdays have the highest levels of dissatisfaction with this Saturday hours and frequency.

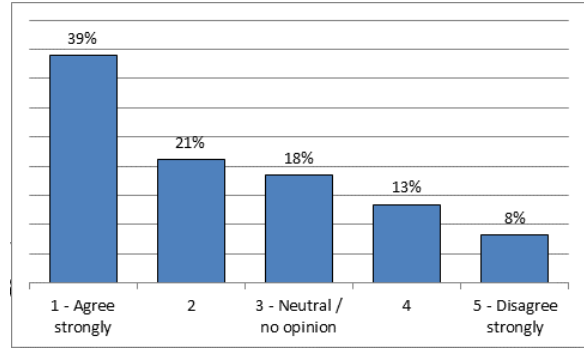


(all fixed route riders): **57%** for every 1 disagreeing: **3.1** Average score (excl. 3-Neutral): **2.10** Rank among 10 service elements: **7**



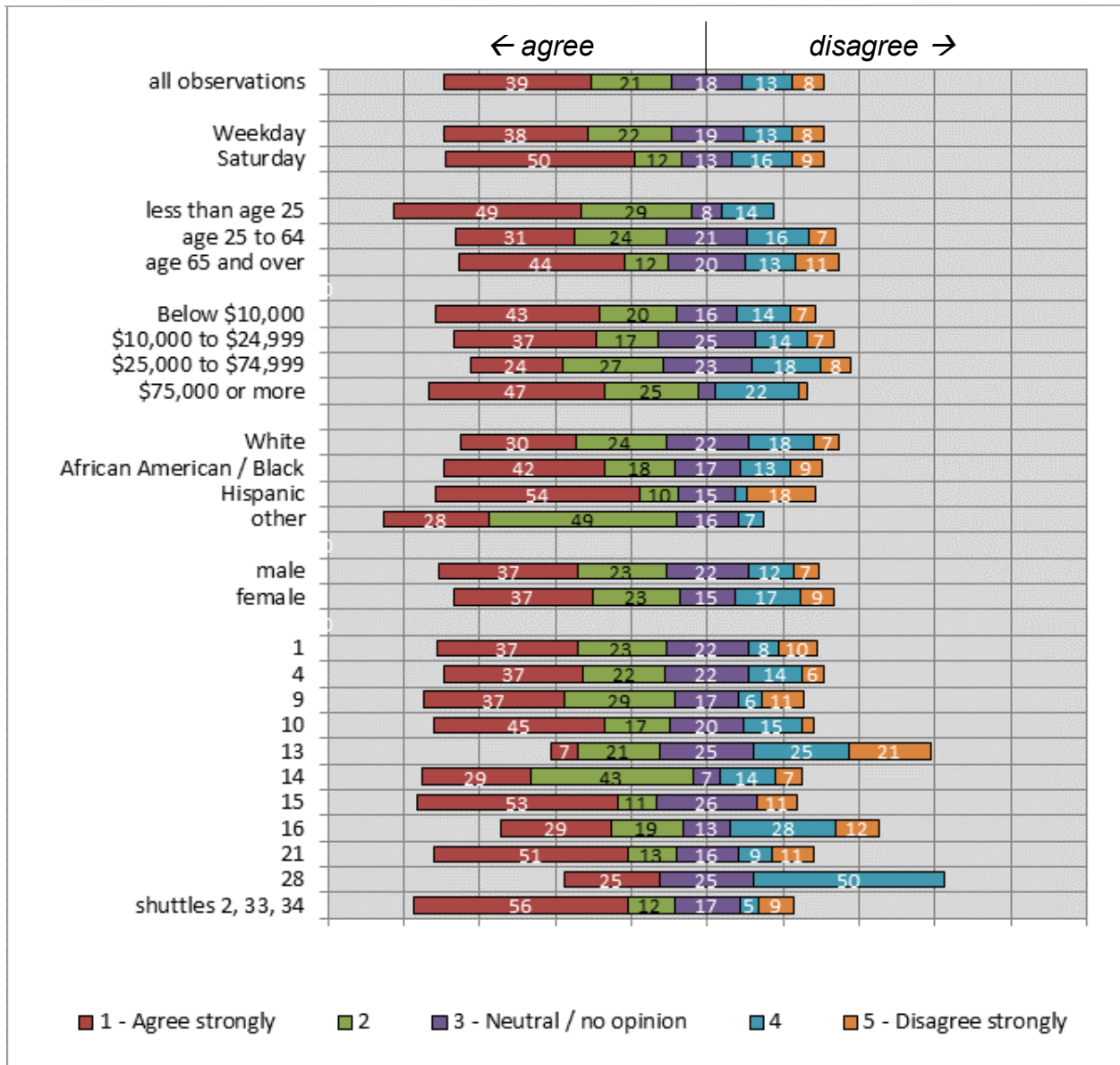
### Bus stops are adequately sheltered/accessible

- Riders on Route 13, 16, and 28 are particularly dissatisfied with the bus stop shelters and access.



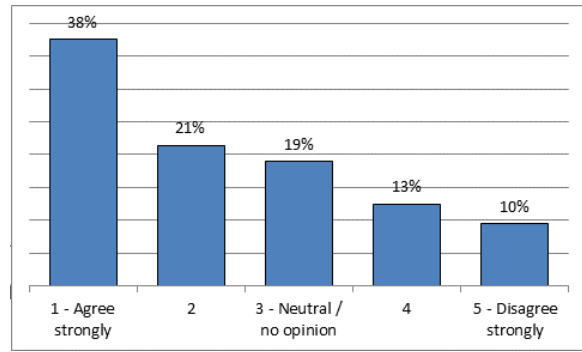
(all fixed route riders):      for every 1 disagreeing:      Average score (excl. 3-Neutral):      Rank among 10 service elements:

**60%**                                      **2.8**                                      **2.15**                                      **8**



### Buses are generally on time

- On-time performance is the second lowest attribute in terms of rider satisfaction.
- Multiple comments (see section \_\_) referred to this as an area in need of improvement.



Percent agreeing  
(all fixed route riders):

**59%**

Respondents agreeing  
for every 1 disagreeing:

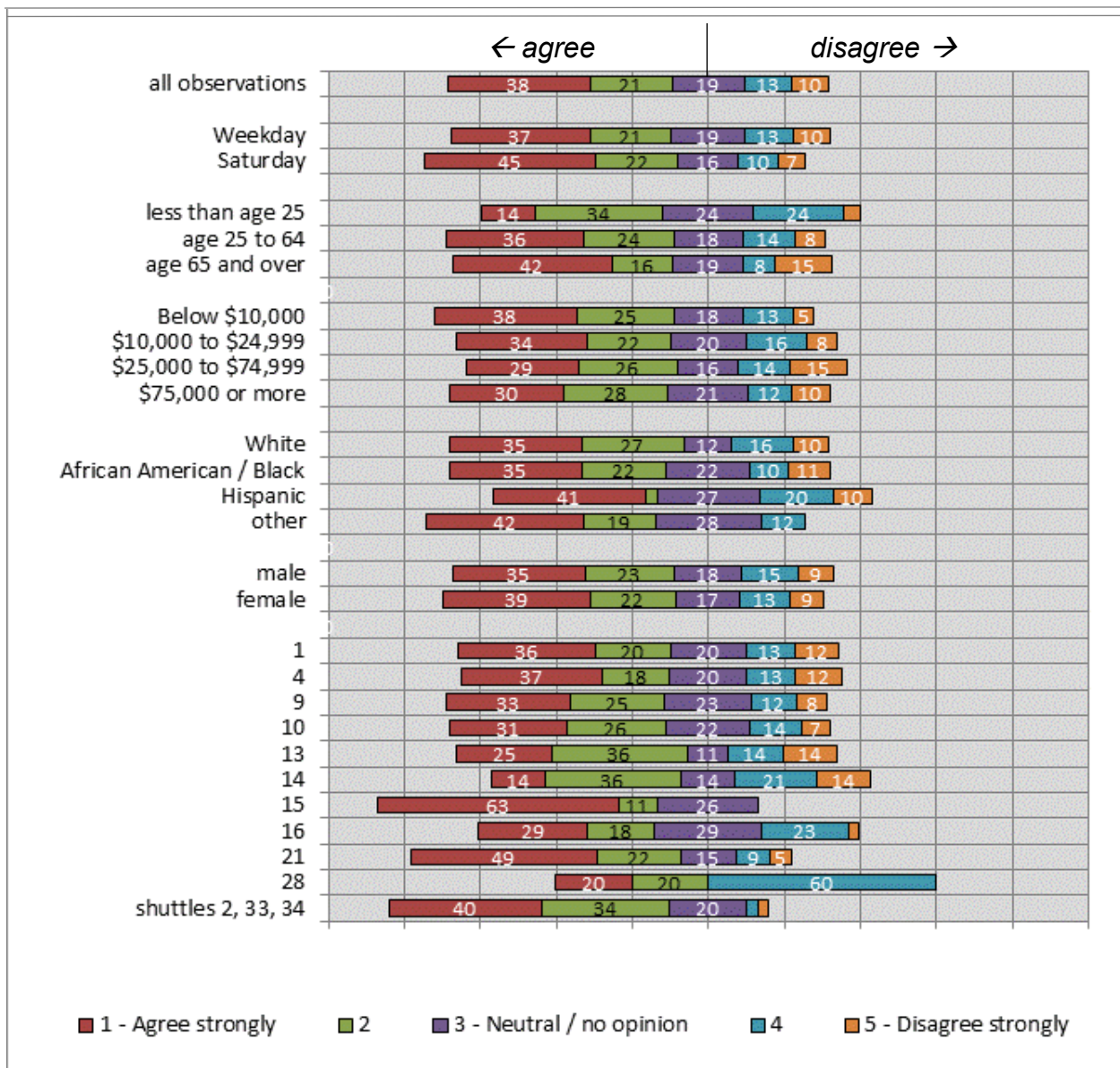
**2.7**

Average score  
(excl. 3-Neutral):

**2.20**

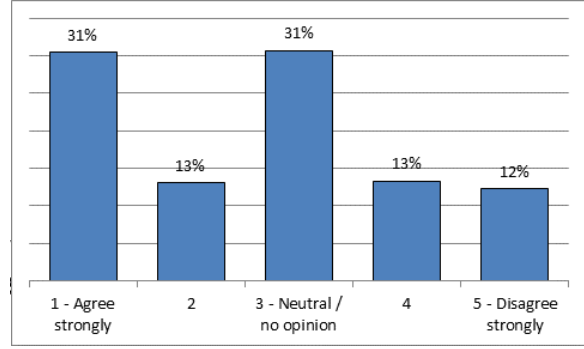
Rank among 10  
service elements:

**9**



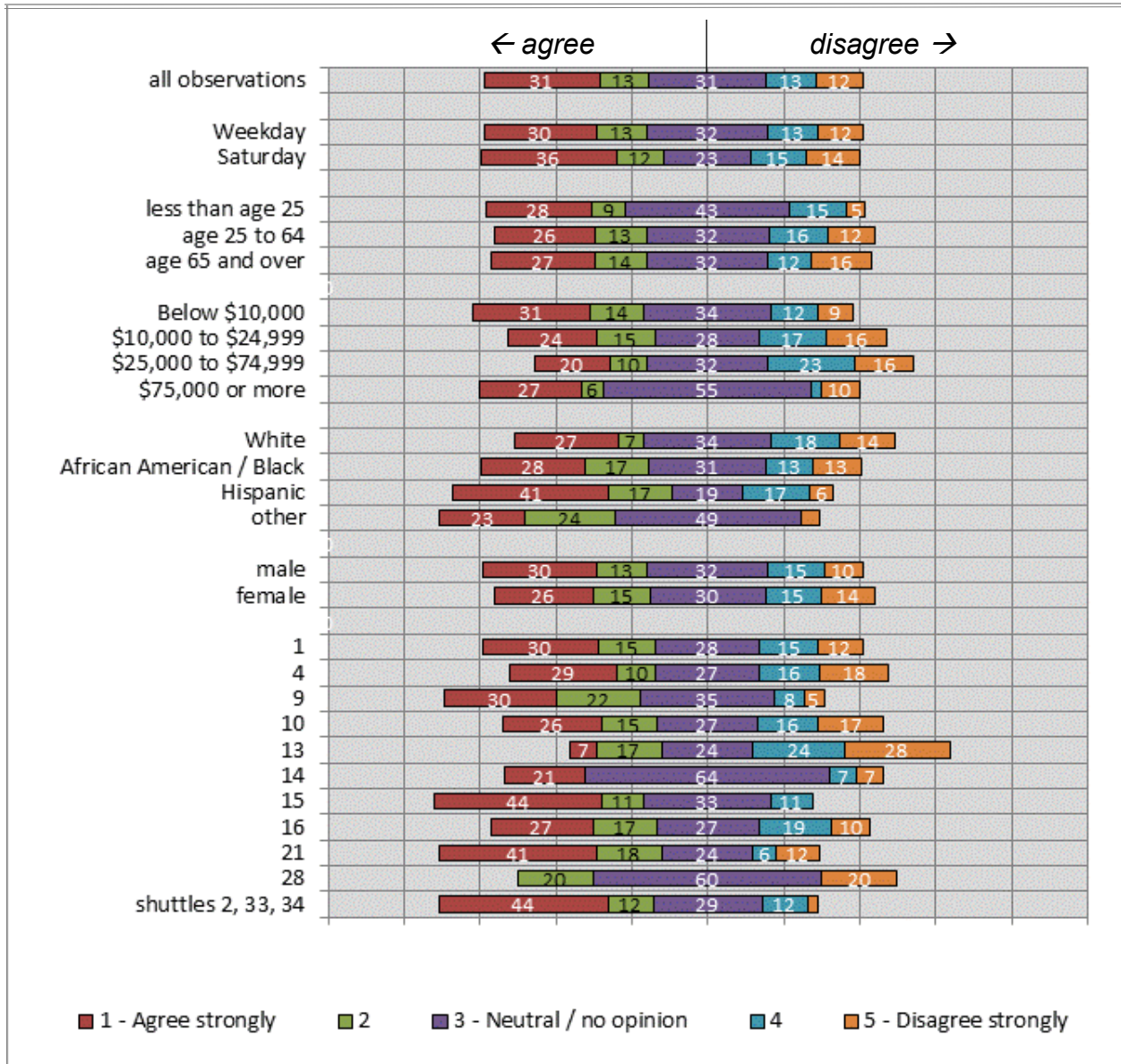
### Sunday service (hours & frequency) is adequate

- Riders do notice CARTA’s relatively low level of Sunday service; they give the lowest average rating among the ten attributes tested.
- Route 13 (weekday only) gets a particularly low rating on this attribute--dissatisfied riders outnumbered satisfied ones by more than 2 to 1.

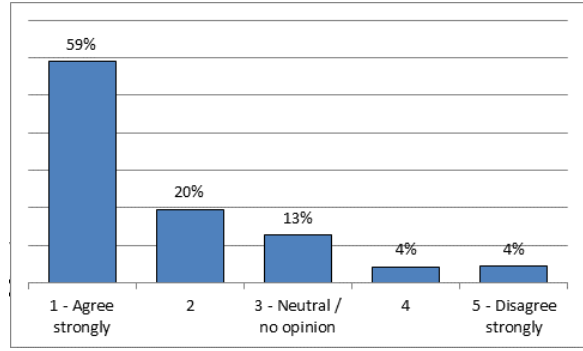


(all fixed route riders):      for every 1 disagreeing:      Average score (excl. 3-Neutral):      Rank among 10 service elements:

**44%**                                      **1.7**                                      **2.48**                                      **10**



**CARTA is convenient for my needs**



Percent agreeing  
(all fixed route riders):

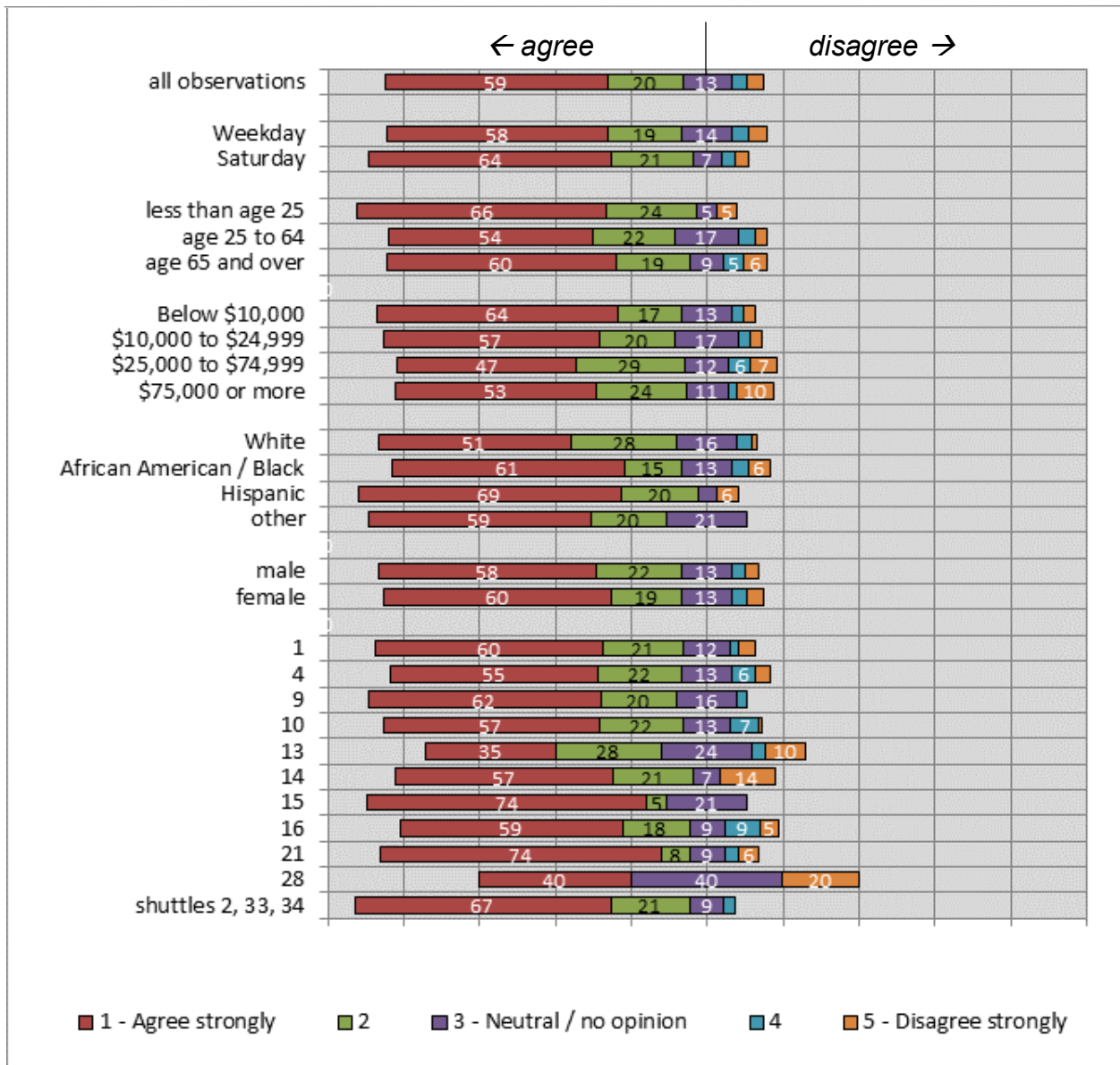
**79%**

Respondents agreeing  
for every 1 disagreeing:

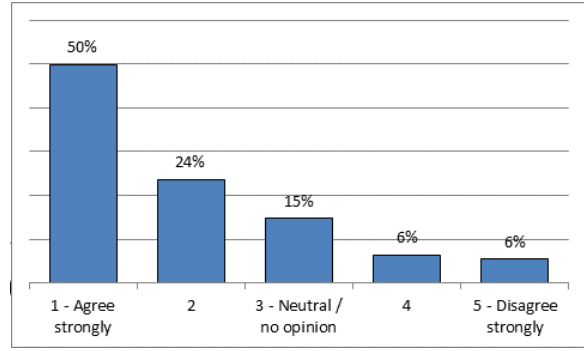
**9.0**

Average score  
(excl. 3-Neutral):

**1.57**



### I am overall satisfied with CARTA



Percent agreeing  
(all fixed route riders):

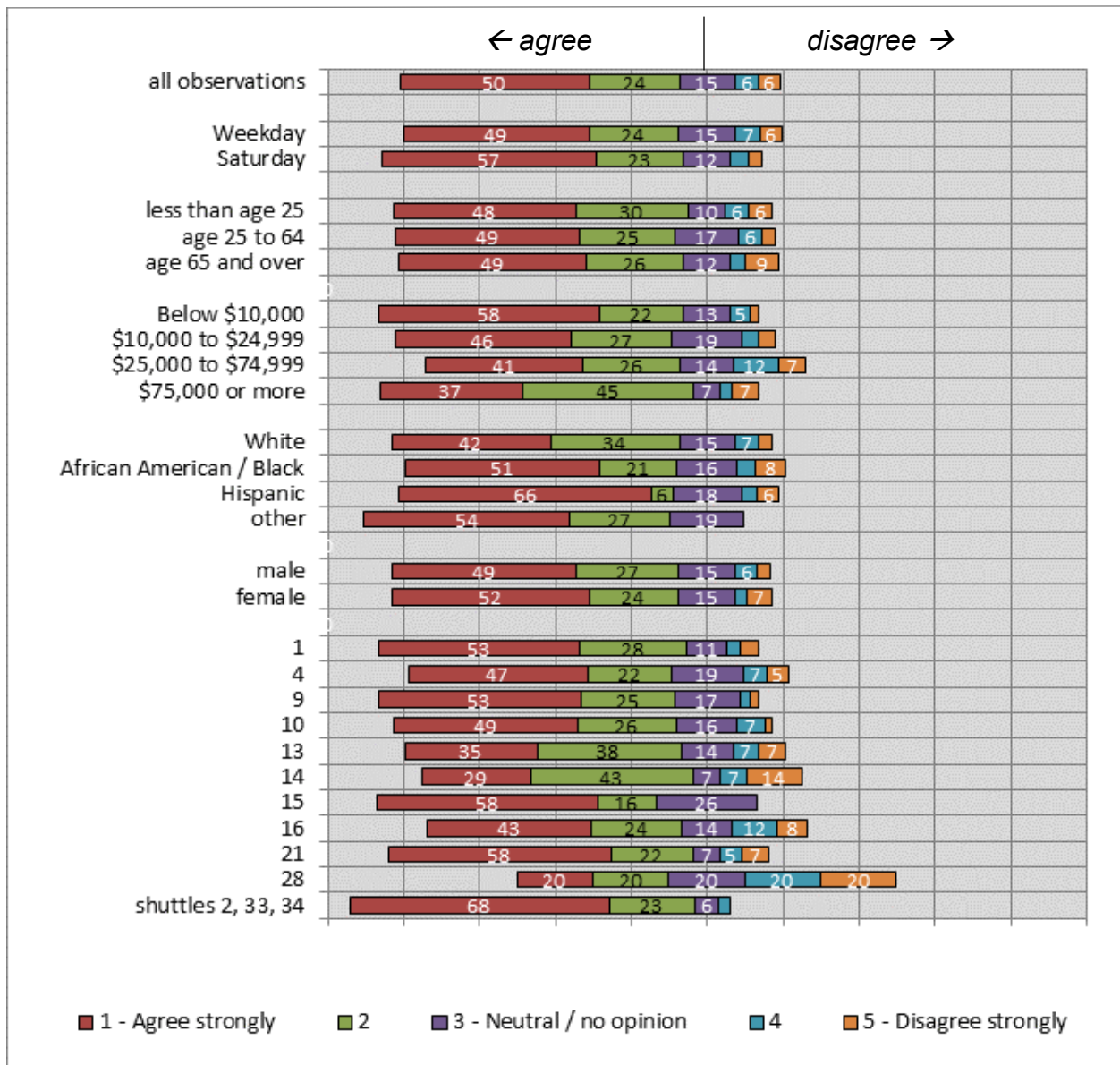
**74%**

Respondents agreeing  
for every 1 disagreeing:

**6.2**

Average score  
(excl. 3-Neutral):

**1.76**



## 4.2 Priorities for Service Changes

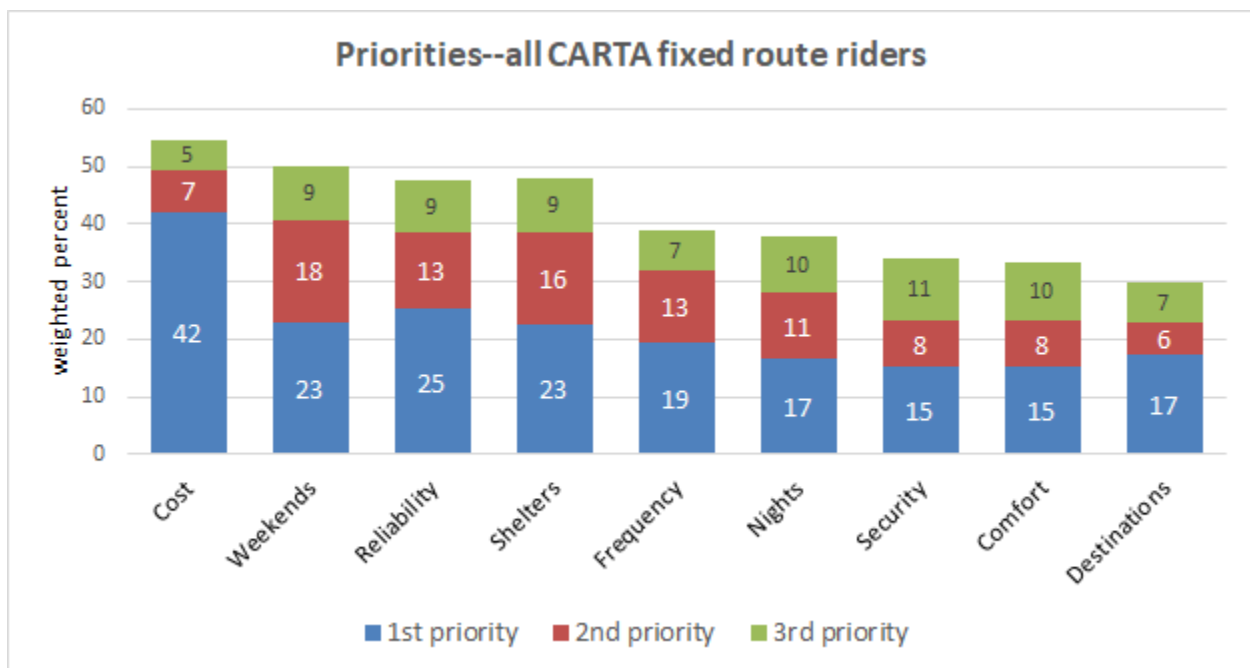
The survey asked respondents to consider nine possible changes to CARTA service, and to rank their three preferred options by marking them **1** for first priority, **2** for second priority, and **3** for third priority. The point of this approach was to prompt respondents to establish their true preferences, rather than simply checking off all the items as desirable.

The nine choices were as follows:

- **Cost:** CARTA kept fares low
- **Shelters:** Your bus stops had well-maintained shelters, benches, etc.
- **Frequency:** CARTA buses ran more frequently on WEEKDAYS
- **Weekends:** CARTA buses ran more frequently on WEEKENDS
- **Nights:** CARTA buses ran later at night
- **Reliability:** CARTA buses had better on-time performance
- **Comfort:** CARTA buses had softer seats, looked spotless
- **Destinations:** CARTA service included bus routes to \_\_\_\_\_ (fill in location)
- **Security:** Regular security patrols at transit centers

The survey form also prompted respondents to specify some other priority than the ones listed above.

The charts in this section present the results, with the choices ordered left to right by the percent of 1st priority rankings. The first chart, below, shows the weighted results for all respondents, while the chart on the next page shows results by route and rider characteristics. The number in the second table is the priority rating (1,2,3, or 4 for not a priority) times the percentage giving it that respective rating. Thus, scores closer to 1 are highest priority; scores closest to 4 are lowest priority.



CARTA 2026 Passenger Survey Report

*Lower score, darker red is higher priority*

	Number of respondents	Cost	Weekends	Reliability	Shelters	Frequency	Nights	Security	Comfort	Destinations
<b>All observations</b>	501	2.54	2.86	2.89	2.91	3.10	3.18	3.27	3.28	3.30
<b>Survey day</b>										
Weekday	448	2.57	2.89	2.89	2.94	3.11	3.21	3.29	3.31	3.33
Saturday	52	2.31	2.61	2.82	2.68	2.97	2.91	3.11	3.04	3.08
<b>Years riding</b>										
up to 2 years	113	2.47	2.97	2.79	2.87	3.10	3.11	3.36	3.38	3.24
more than 2 years	296	2.49	2.82	2.94	2.91	3.14	3.21	3.24	3.26	3.36
<b>Frequency</b>										
less than 1 day / wk	44	2.45	2.99	2.83	2.79	3.02	3.21	3.21	3.29	3.27
1 to 4 days / wk	168	2.52	2.93	2.74	2.79	3.01	3.16	3.15	3.20	3.11
5 to 7 days / wk	263	2.56	2.79	2.98	2.99	3.16	3.17	3.34	3.33	3.43
<b>Student</b>										
not a student	268	2.31	2.70	2.76	2.81	2.97	3.07	3.23	3.23	3.24
student	94	2.50	2.85	2.78	2.89	3.27	3.15	3.22	3.39	3.20
<b>Age</b>										
less than age 25	52	2.29	2.74	2.38	3.01	3.24	3.15	3.21	3.37	3.43
age 25 to 64	243	2.31	2.77	2.90	2.77	3.03	3.08	3.25	3.30	3.16
age 65 and over	76	2.52	2.74	2.60	2.78	2.89	3.21	3.11	3.01	3.36
<b>Income</b>										
Below \$10,000	118	2.30	2.74	2.82	2.81	2.96	3.02	3.18	3.22	3.19
\$10,000 to \$24,999	116	2.44	2.69	2.68	2.76	3.00	3.25	3.16	3.24	3.37
\$25,000 to \$74,999	77	2.24	2.68	2.90	2.99	3.17	2.95	3.33	3.22	3.10
\$75,000 or more	24	2.27	3.63	2.78	3.21	3.43	3.36	3.61	3.78	3.37
<b>Race / ethnicity</b>										
White	161	2.50	2.76	2.73	2.82	3.17	3.10	3.26	3.42	3.18
Afr Amer / Black	207	2.29	2.71	2.80	2.84	2.93	3.13	3.26	3.12	3.25
Hispanic	21	2.05	2.55	2.54	2.42	2.63	2.56	2.87	2.93	3.28
other	18	1.95	2.57	2.60	2.43	2.59	2.85	2.68	2.68	2.88
<b>gender</b>										
male	218	2.42	2.77	2.80	2.84	3.03	3.04	3.31	3.30	3.22
female	172	2.20	2.68	2.68	2.64	2.94	3.09	3.04	3.06	3.18
<b>route</b>										
1	67	2.43	2.80	2.87	2.76	3.01	3.17	3.26	3.11	3.42
3	10	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
4	239	2.52	2.78	2.73	2.93	3.00	3.10	3.15	3.23	3.13
9	56	2.37	2.90	3.07	2.78	2.87	3.04	3.41	3.21	3.40
10	69	2.37	2.84	2.81	2.90	3.02	3.15	3.16	3.21	3.36
13	31	2.31	2.83	3.00	2.90	3.10	3.10	3.31	3.24	3.21
14	32	3.00	2.36	2.79	3.29	3.71	3.43	3.57	3.79	3.79
15	21	2.53	2.95	3.58	2.79	3.53	3.68	3.53	3.63	3.58
16	48	2.47	2.94	2.85	2.75	3.06	3.06	3.50	3.26	3.36
21	50	2.59	2.70	2.74	2.82	2.76	3.02	2.93	2.88	3.06
28	11	1.80	3.80	3.00	2.40	3.40	3.40	3.60	3.40	3.80
shuttles 2, 33, 34	38	2.25	3.08	3.24	3.02	3.16	2.98	3.34	3.55	3.38

Keeping fares low was a priority for more than half of the respondents, suggesting that while riders felt CARTA fares were reasonable now (section 4.1), they might not feel the same way with a fare increase.

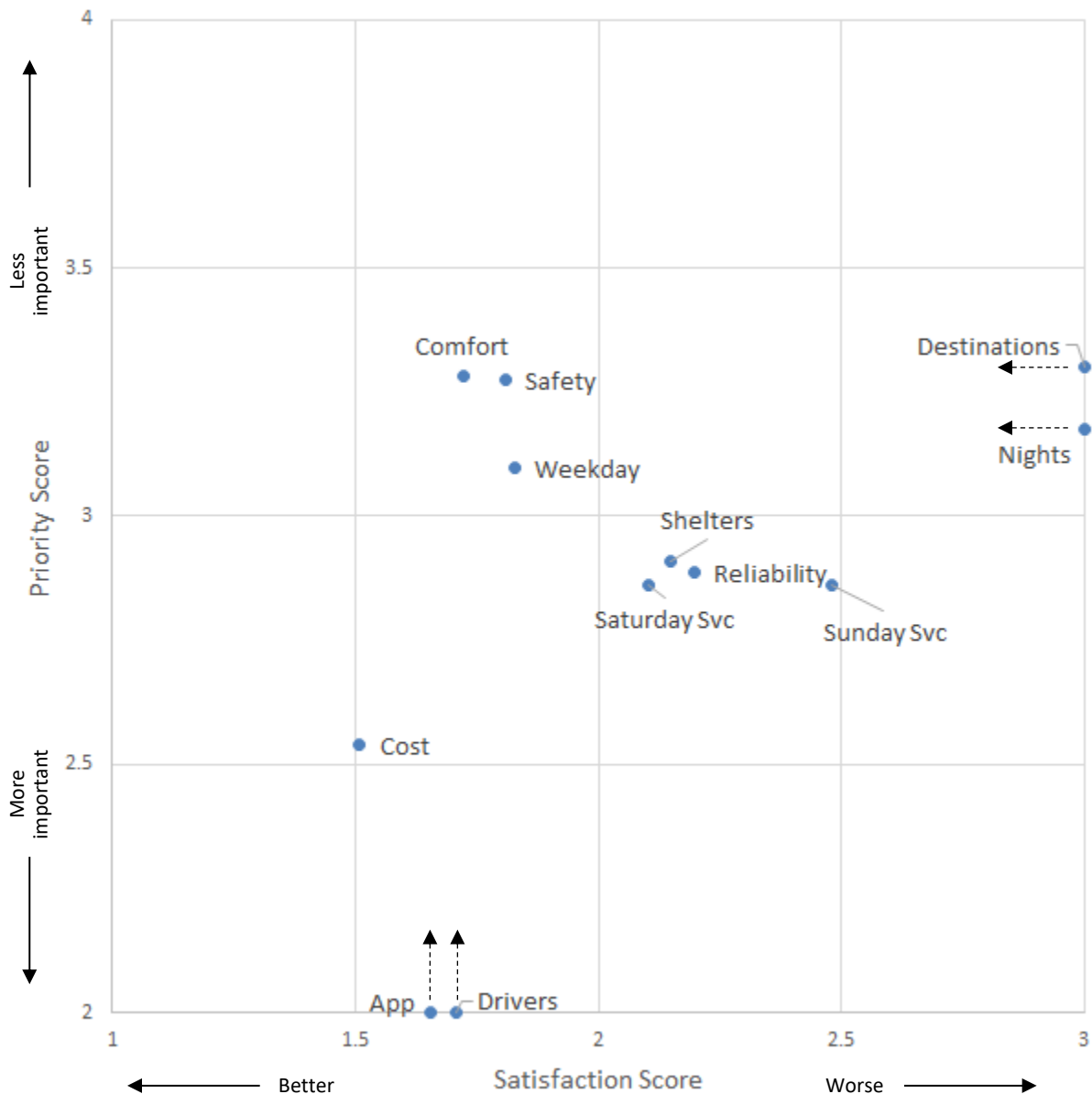
The table on the following page shows a priority score by route and by various other rider and trip characteristics. The score is the priority rating (1,2,3, or 4 for not a priority) times the percentage giving it that respective rating. Thus, scores closer to 1 are highest priority; scores closest to 4 are lowest priority. The choices are ordered left to right from overall highest to overall lowest priorities.

Some findings from this table:

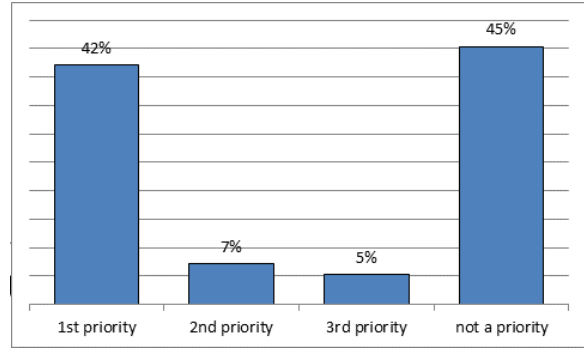
- Keeping fares low is the highest pConcern about fares goes up as household incomes go down, as education attainment goes down, and as years riding CARTA goes up.
- Priorities show very little difference for men and women.
- Travelers on the express buses have relatively little interest in weekend service.
- Local routes without Sunday service, however, generally give a high priority to added weekend service.
- Shelters and more accessible bus stops are relatively high priorities for riders on route 1A and for those routes with a hub at Willow Lawn.

### Attributes by satisfaction and priority

The chart on this page presents the satisfaction and priority ratings for the different service attributes examined. The list did not entirely overlap; some of the attributes tested for satisfaction were not on the list of tested priorities, and vice versa. These non-overlapping attributes are shown on the right (priorities, but not tested for satisfaction), and the bottom (satisfaction, but not tested for priority). The attributes on both lists are in the body of the chart, and **those closest to the bottom right should get the agency's attention**. These are the attributes that rank relatively high in importance, but relatively low in satisfaction.



- Keeping fares low was a priority for more than half of the respondents, suggesting that while riders felt CARTA fares were reasonable now (section 4.1), they might not feel the same way with a fare increase.

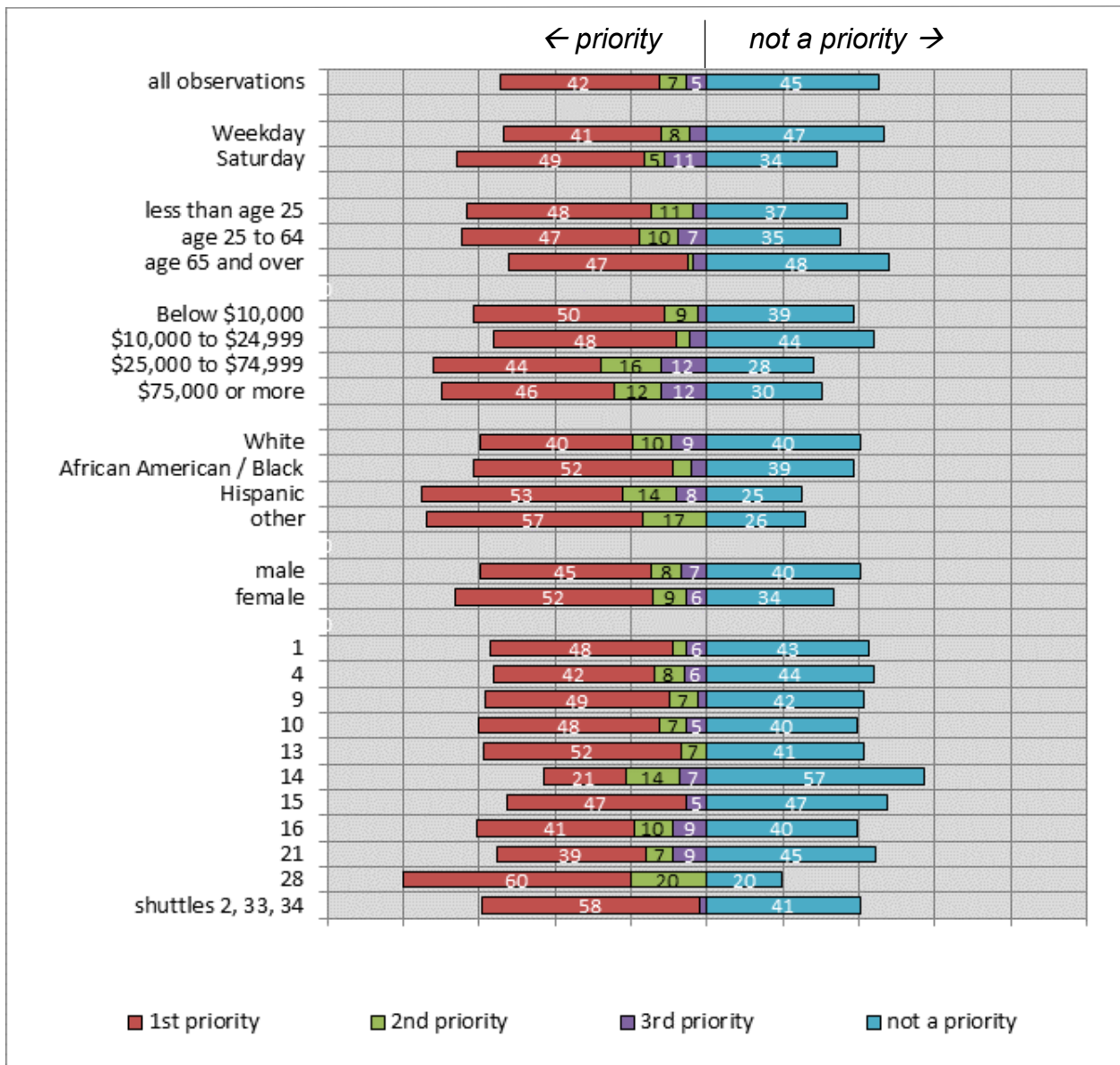


Overall composite score:

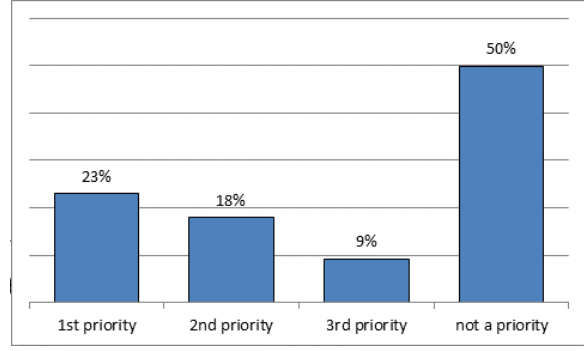
**2.54**

Rank among 9 potential priorities:

**1**



**Priority--Weekends: CARTA buses run more frequently on WEEKENDS**

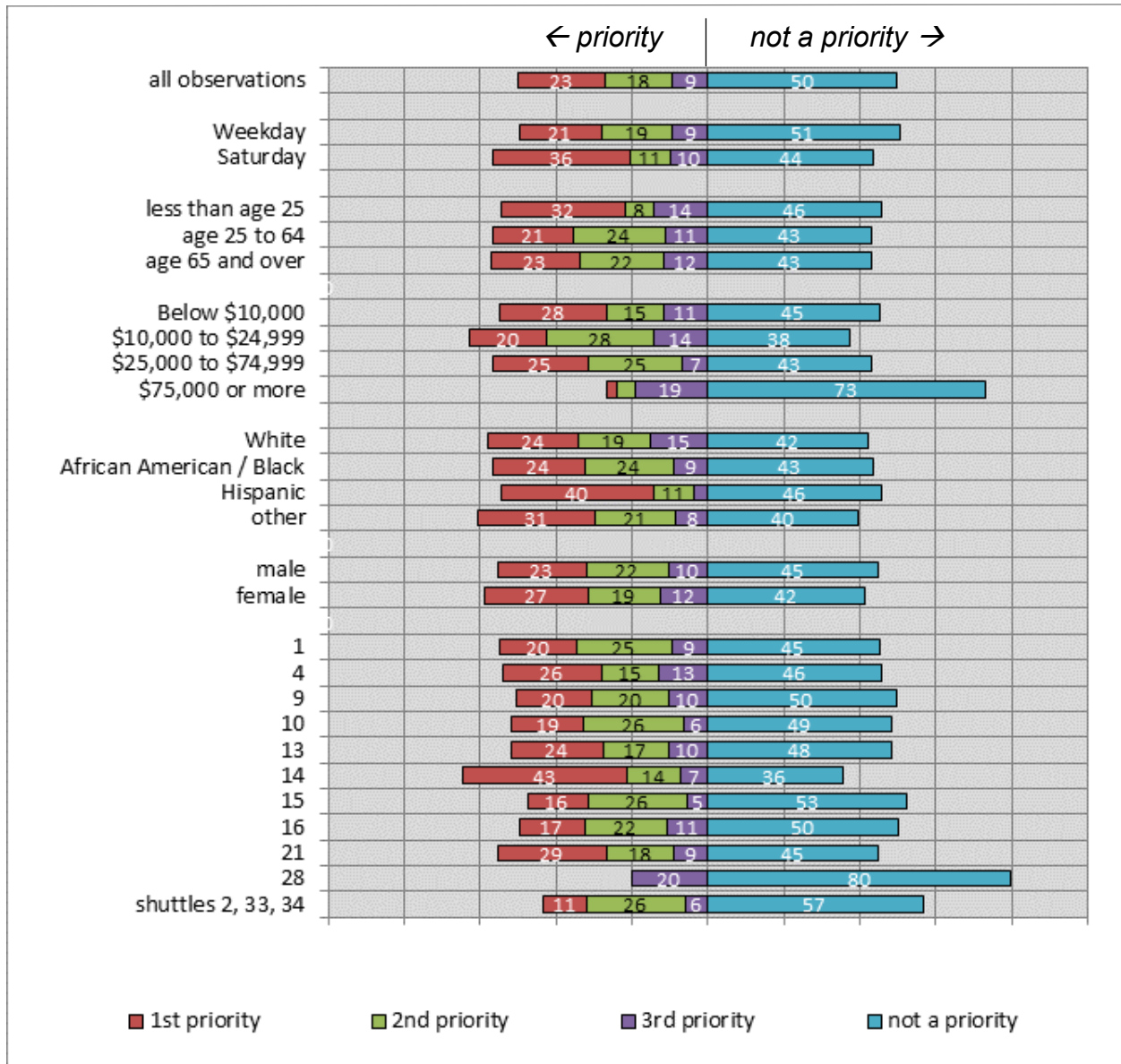


Overall composite score:

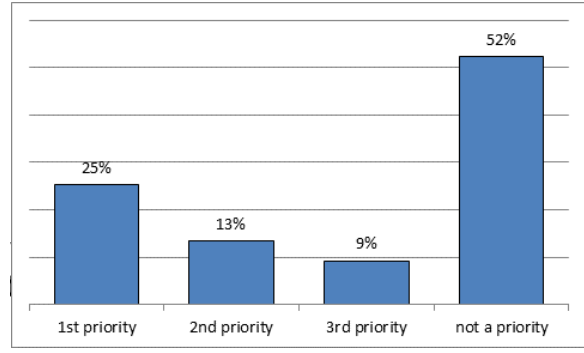
**2.86**

Rank among 9 potential priorities:

**2**



**Priority--Reliability: CARTA buses had better on-time performance**

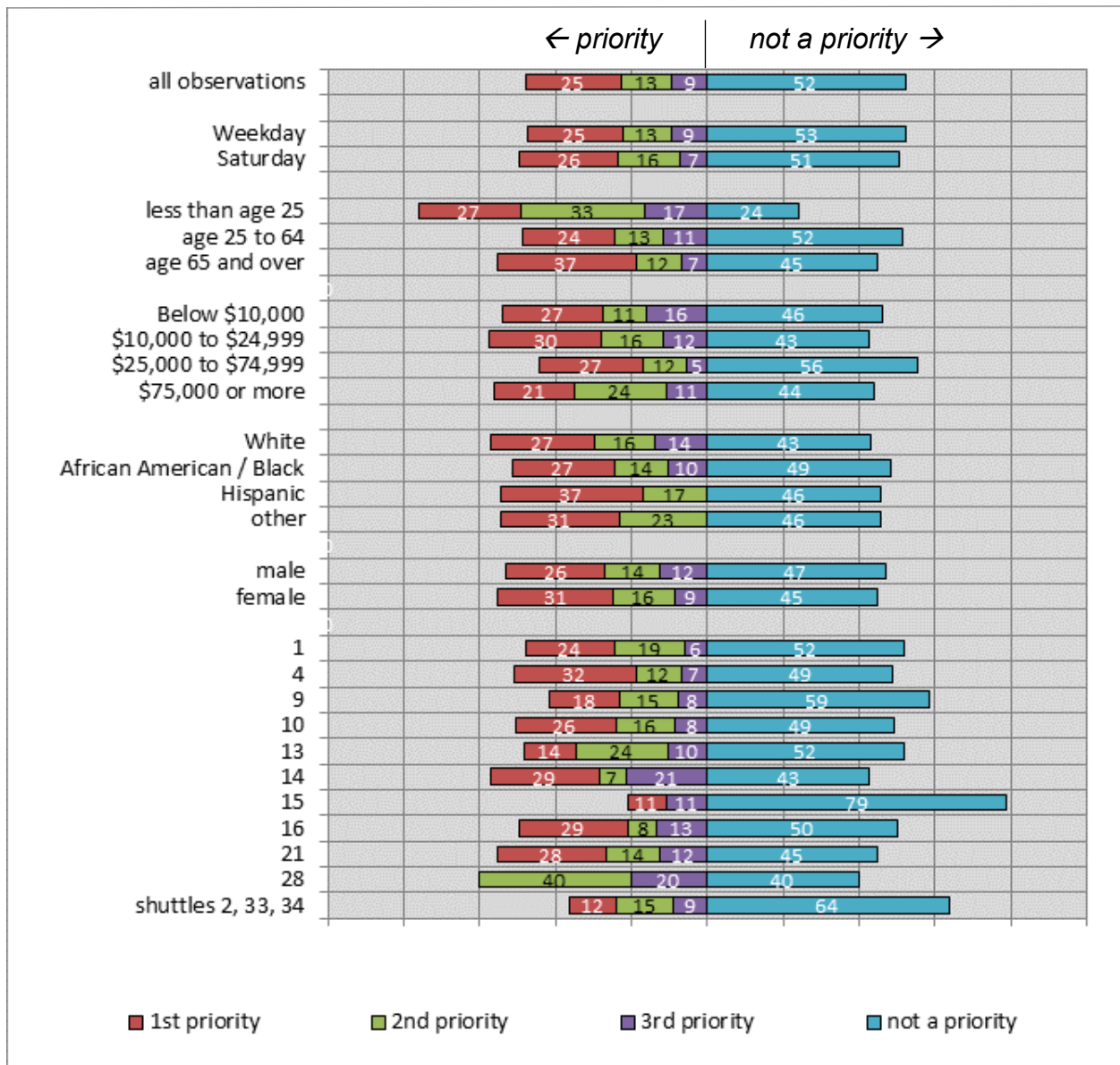


Overall composite score:

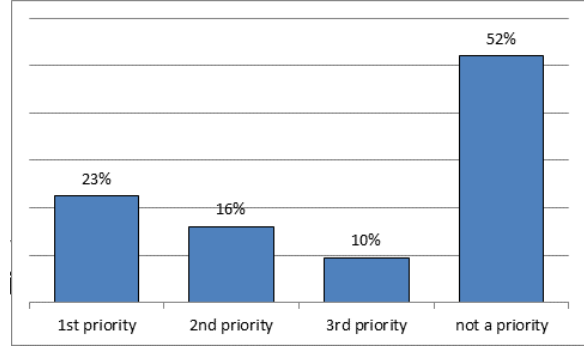
**2.89**

Rank among 9 potential priorities:

**3**



**Priority--Shelters: Your bus stops had well-maintained shelters, benches, etc.**

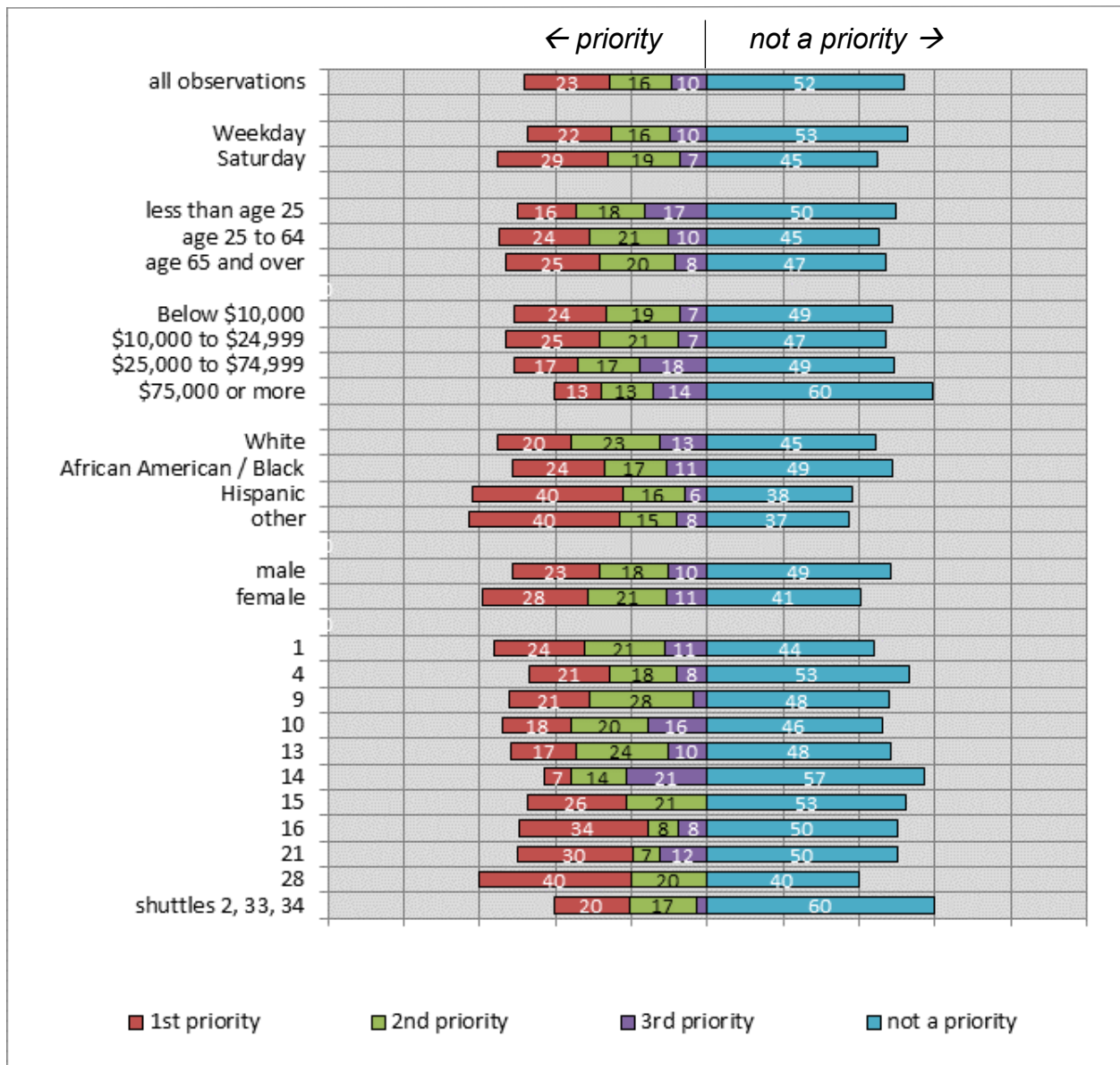


Overall composite score:

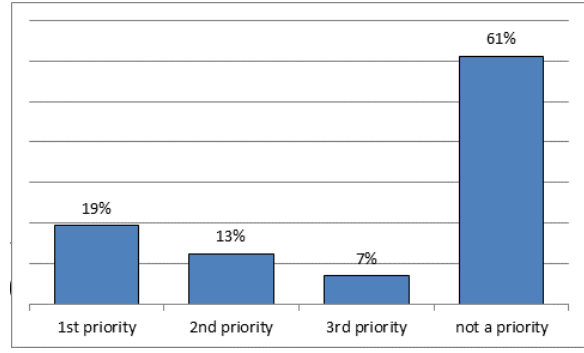
**2.91**

Rank among 9 potential priorities:

**4**



**Priority--Frequency: CARTA buses run more frequently on WEEKDAYS**

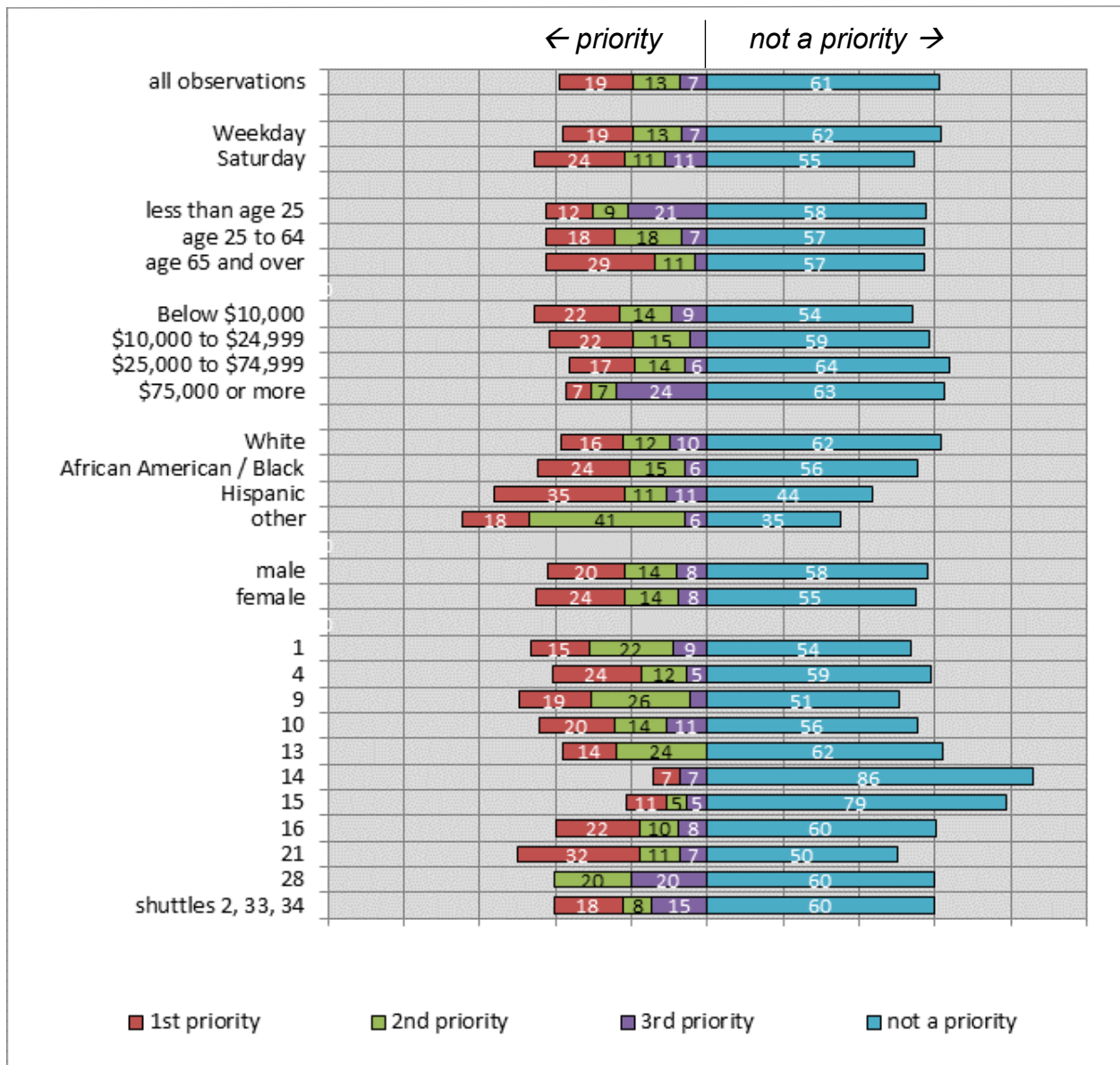


Overall composite score:

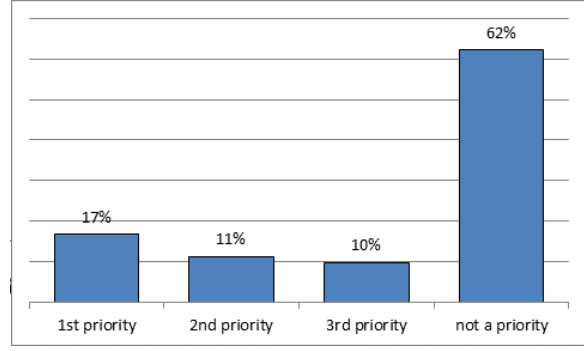
**3.10**

Rank among 9 potential priorities:

**5**



**Priority--Nights: CARTA buses ran later at night**

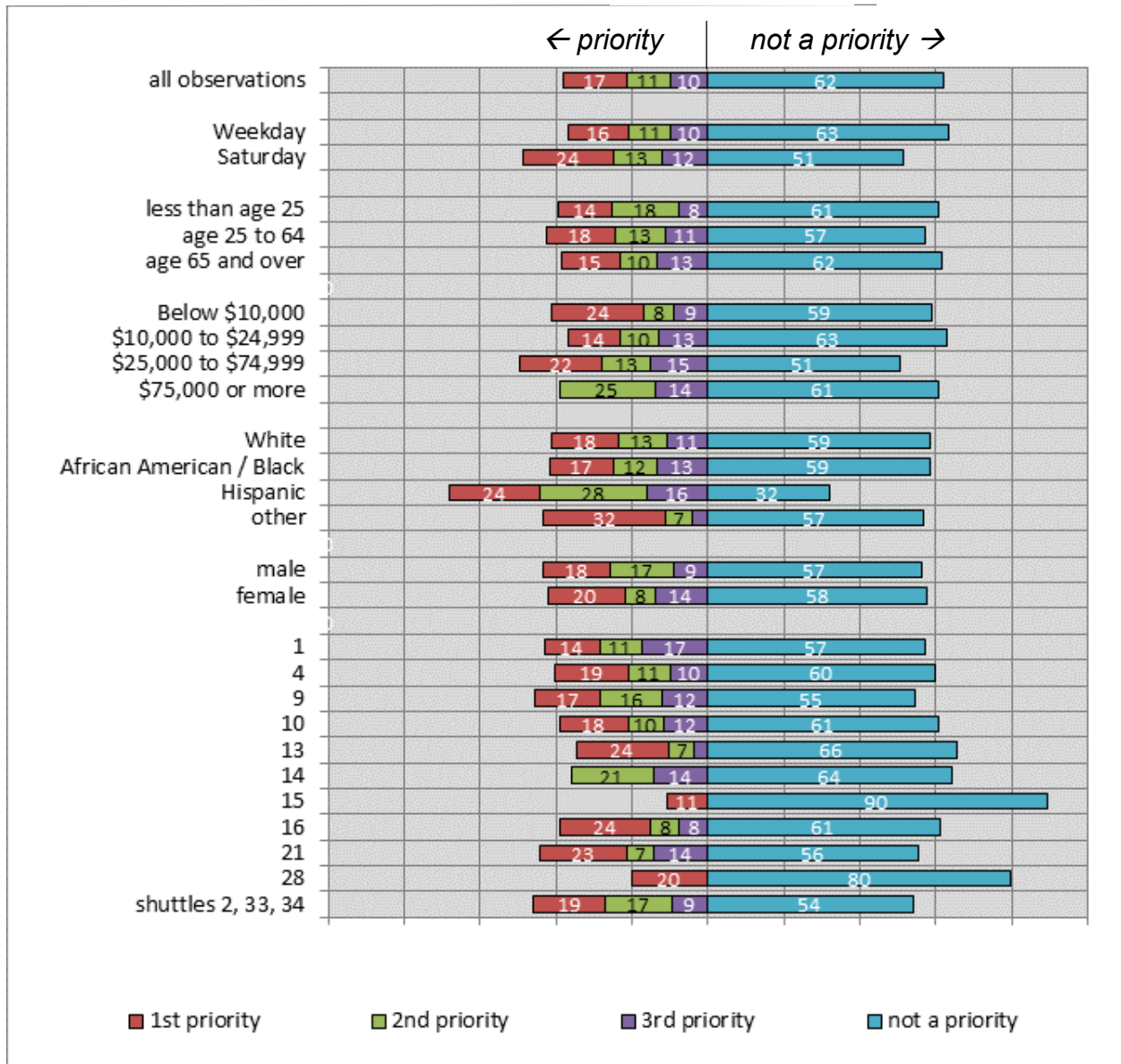


Overall composite score:

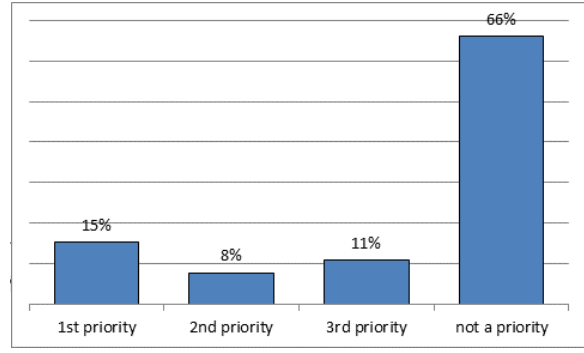
**3.18**

Rank among 9 potential priorities:

**6**



**Priority--Security: Regular security patrols at transit centers**

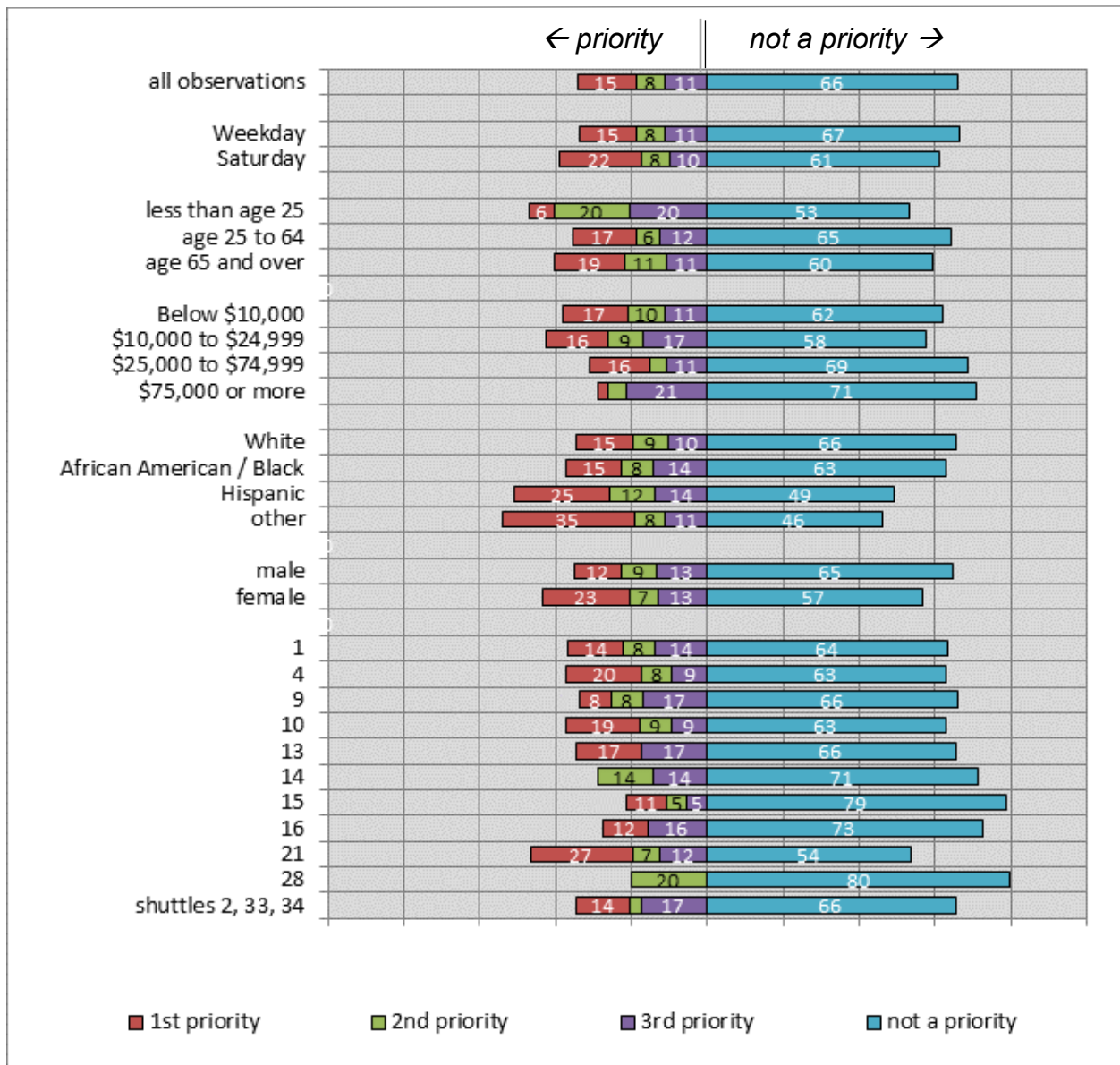


Overall composite score:

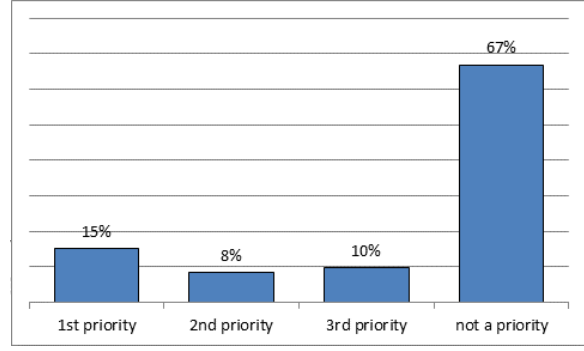
**3.27**

Rank among 9 potential priorities:

**7**



**Priority--Comfort: CARTA buses had softer seats, looked spotless**

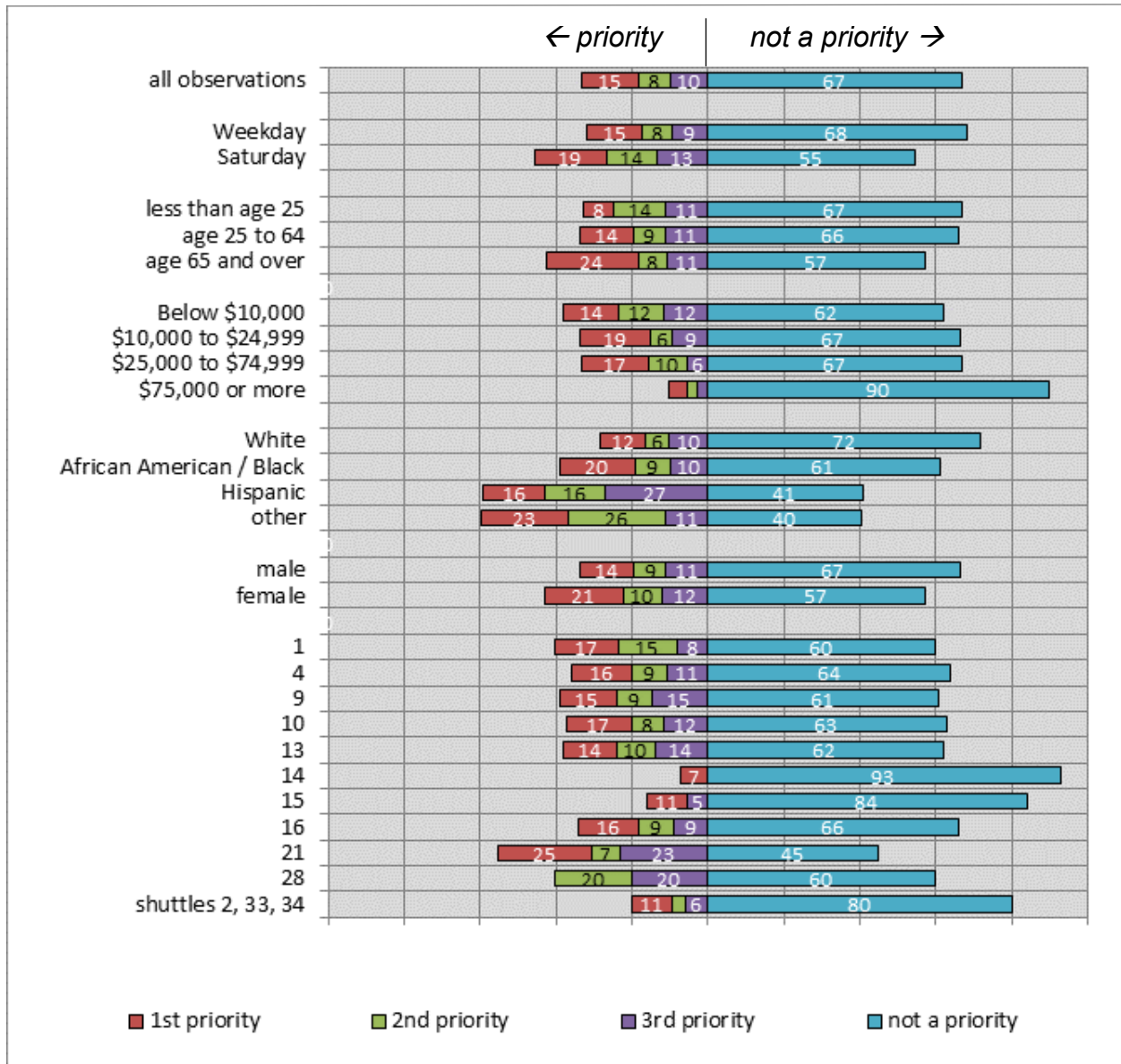


Overall composite score:

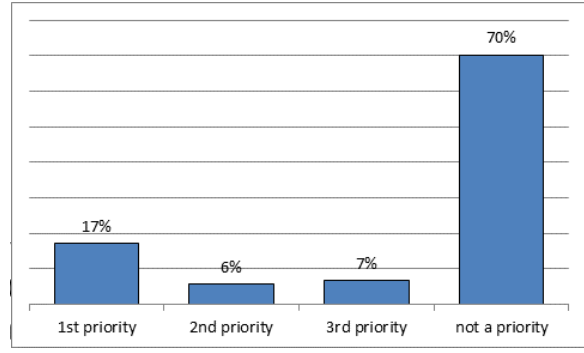
**3.28**

Rank among 9 potential priorities:

**8**



**Priority--Destinations: CARTA service included bus routes to (currently unserved)**

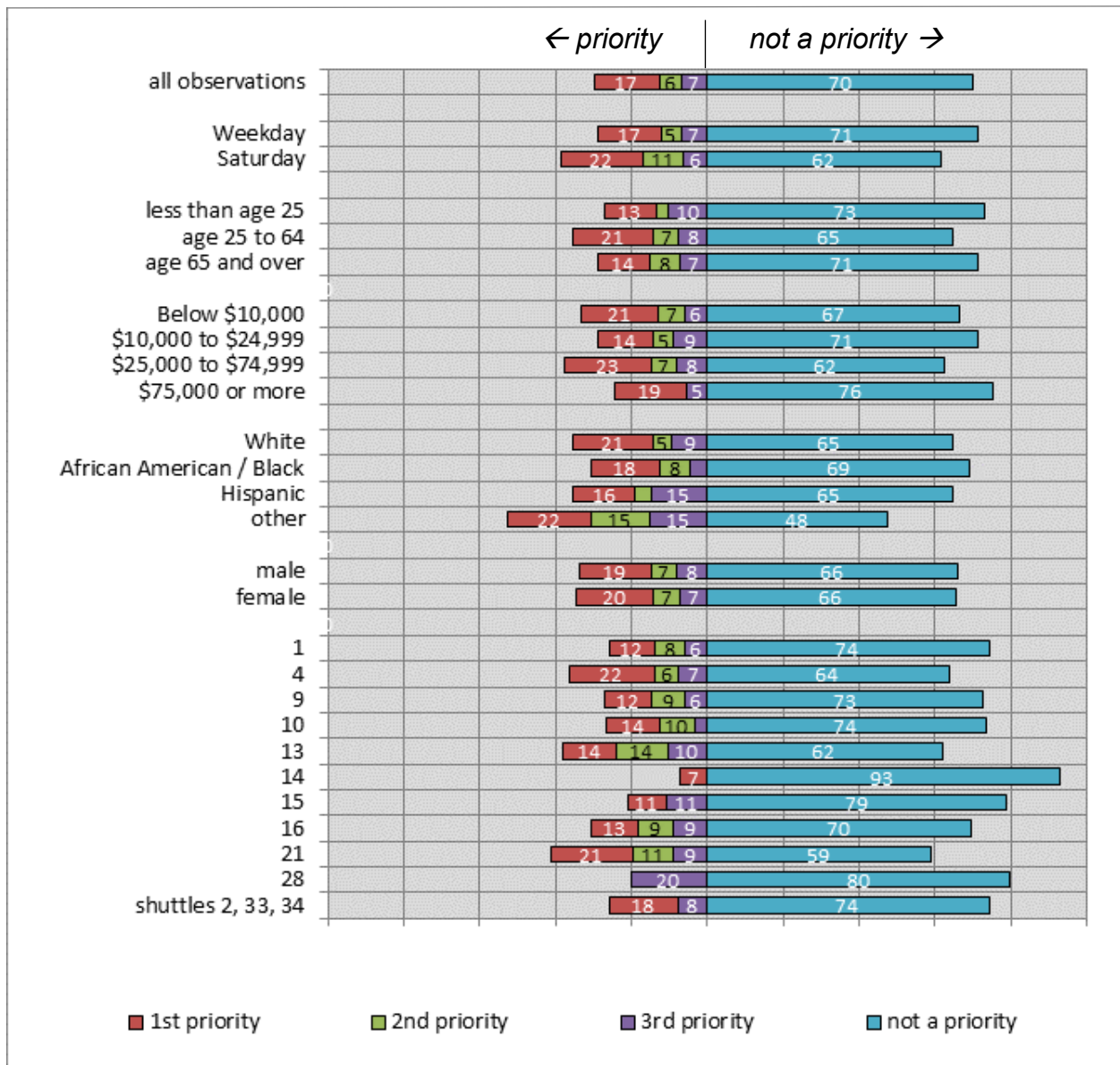


Overall composite score:

**3.30**

Rank among 9 potential priorities:

**9**



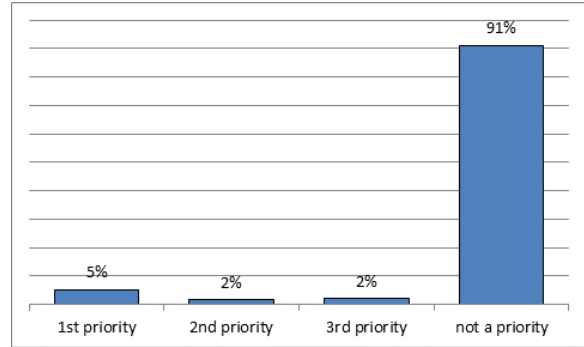
**Destinations identified by survey respondents as priorities**

survey ID	route	home zip	priority	destination
14	4	37421	1 <sup>st</sup> priority	Shepherd Road + 153
32	16	37404	1 <sup>st</sup> priority	Hwy 58
39	10	37402	1 <sup>st</sup> priority	Rossville, N. Chatt
71	4	37406	1 <sup>st</sup> priority	58 Hwy + Red Bank + East Ridge
72	4	37404	1 <sup>st</sup> priority	More direct/express routes
80	16	37411	1 <sup>st</sup> priority	Red Bank, more stops in Hixson
143	4, 10	37402	1 <sup>st</sup> priority	Hixson
232	4	37411	1 <sup>st</sup> priority	Red Bank, East Brainerd, Twyner, East Ridge
268	1, 13	37403	1 <sup>st</sup> priority	Georgia (East Ridge PT.O Ringgold)
275	1, 4	37408	1 <sup>st</sup> priority	East Ridge
309	4	37421	1 <sup>st</sup> priority	Shepherd Road + 153
320	9, 13	37404	1 <sup>st</sup> priority	Hwy 55
343	4, 21	37402	1 <sup>st</sup> priority	Red Bank
457	4	37403	1 <sup>st</sup> priority	Downtown
561	4, 34	37408	1 <sup>st</sup> priority	Express Hamilton Place/more stops in that area
1299	4		1 <sup>st</sup> priority	Downtown
1347	4	37421	1 <sup>st</sup> priority	Downtown
1366	4	37404	1 <sup>st</sup> priority	East Ridge/Hwy-58
1368	4	37421	1 <sup>st</sup> priority	Hamilton Place Mall
1432	4	37402	1 <sup>st</sup> priority	East Ridge/Ringgold
12	4, 10	37406	2 <sup>nd</sup> priority	East Ridge
22	4, 13	37421	2 <sup>nd</sup> priority	East Ridge
45	10	37407	2 <sup>nd</sup> priority	East Ridge/Red Bank
61	4, 21	37411	2 <sup>nd</sup> priority	East Ridge
76	9, 13	41169	2 <sup>nd</sup> priority	different parts Hixson Park
280	10, 21	37410	2 <sup>nd</sup> priority	East Ridge
363	1, 4	37410	2 <sup>nd</sup> priority	Cleveland, TN
472	9, 16	37415	2 <sup>nd</sup> priority	Hixson 153 Walmart Signal Mt/Dayton Pk
1243	1, 21	37402	2 <sup>nd</sup> priority	River Park - a bus that goes out of town
1249	10	37416	2 <sup>nd</sup> priority	Hwy 58 to bottom of Bankert Park. Turn around and go back up. I walk from my apt to the bus stop behind the dollar store - about 1/4 miles
1328	16	37405	2 <sup>nd</sup> priority	pass Northgate
83	16	37402	3 <sup>rd</sup> priority	East Ridge, Red Bank, Tiftonia
141	4, 13	37411	3 <sup>rd</sup> priority	East Ridge
441	33, 34	37402	3 <sup>rd</sup> priority	Red Bank
469	9, 16	37407	3 <sup>rd</sup> priority	Directly at: Chattanooga Metro Airport
517	1, 15	37409	3 <sup>rd</sup> priority	Look out Wally
1310	13		3 <sup>rd</sup> priority	Goodwill
1369	4	37403	3rd priority	Ooltewah Hwy 58 should be all week
29	4, 10	37406	4 (not a priority)	Hamilton Place Northgate Avenue
40	4, 10	37404	4 (not a priority)	Red Bank, ER, EBPA

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survey ID	route	home zip	priority	destination
44	10, 28	37416	4 (not a priority)	on Hwy 58, bus time every two hours - no long break
148	2	37405	4 (not a priority)	Wish they would negotiate Red Bank service
173	9	37343	4 (not a priority)	Up road home
177	9	37407	4 (not a priority)	Red Bank
178	9, 10	37404	4 (not a priority)	COA, 4, 9, 106
283	4, 21	37402	4 (not a priority)	East Ridge, Red Bank
313	4, 16		4 (not a priority)	More of Hixson
353	4	37412	4 (not a priority)	East Ridge
370	10		4 (not a priority)	East Ridge other end of Hixson
444	1, 4	37402	4 (not a priority)	Ringold Rd
480	4	37421	4 (not a priority)	Cromwell
524	1, 10	37410	4 (not a priority)	No 21, No 16 Northgate, No Alton Park, No 9 East Lake
1429	4, 16	37403	4 (not a priority)	Burlington

**Priority--Other issue**



survey ID	route	home zip	priority	other
496	4	37451	1 <sup>st</sup> priority	Need service on Sundays in Cromwell
1347	4	37421	1 <sup>st</sup> priority	Use a ghost box for voice recording of gang members one can't see
137	1, 10	0	1 <sup>st</sup> priority	Bus is late on weekends - 2 hours
329	1, 13	37408	1 <sup>st</sup> priority	Carta Go Downtown
92	3, 16	37415	1 <sup>st</sup> priority	lighting around ads; soft lighting
438	4, 13	37407	1 <sup>st</sup> priority	Tiftonia Rt.
320	9, 13	37404	1 <sup>st</sup> priority	bus drivers held accountable
425	14	37379	2 <sup>nd</sup> priority	professional drivers that do not stop to get their friend to drive
363	1, 4	37410	3 <sup>rd</sup> priority	Wipe station for bus and bus stops/charger ports
76	9, 13	41169	3 <sup>rd</sup> priority	Help the bus drivers mainly?
44	10, 28	37416	4 (not a priority)	Also, sign of bus stops stating when the next bus is.
40	4, 10	37404	4 (not a priority)	All drivers need to learn courtesy stops!
526	4, 10	37406	4 (not a priority)	It would be nice if the #13 bus would run on weekends.
215	4, 10	0	4 (not a priority)	People drink beer and vape on bus?!
29	4, 10	37406	4 (not a priority)	They need a shelter on Oreya to Office Chamberlin
343	4, 21	37402	4 (not a priority)	Run bus 21 more often at night
1352	4, 9	0	4 (not a priority)	More routes
1355	9, 16	37407	4 (not a priority)	Need the old bus stop to have covering

### 4.3 Comments Received—How else could we improve service?

#### Comments that are generally complementary

survey ID	route	Comment
3	2, 9	Everything is good.
13	4, 13	Overall, CARTA is awesome. I'm grateful. Sometimes timing could be better on route 4. Shoutout to Miss Liz. She's always on time and friendly on route 13.
19	4	You're doing good enough!
27	10	All good to me!
76	9, 13	Take it up with the bus drivers. They generally have great ideas! God Bless.
77	9	You good
132	2	Keep it up
138	10, 21	Good as is.
145	2, 9	You good
179	1, 9	Everything seems to be "good"
205	15	You are doing good.
221	1	You're doing a great job to me.
228	4	Rasa Jammeh. It's an amazing lady, wonderful driver, Route 4
280	10, 21	Carta doing well with prices and on-time performance
328	1	Good Bus
332	10	I'm happy for the buses. Thank you, Carta, for all you are doing.
348	4	Nothing! :-)
350	4	Most drivers are GREAT.
354	4	Just be happy
362	1	Keep up the good work
363	1, 4	I'm not sure at the moment; y'all are great!
364	1, 28	N/A Keep up the great work. And the Alton Park and Chatt State drivers are awesome
374	9, 10	We're good. Thank you!!
423	14	Everything is good
424	14	N/A - thank you!
434	4	Doing great
491	4	You are great! Thank you for everything.
552	4	It's all good
561	4, 34	I enjoy the shuttles - as a new user, it was difficult to understand the system vs fixed fare system. Please make an easier, clearer explanation online and at transfer points. Also, I really like the bus drivers. They're all nice and kind and helpful.
1227	4, 21	Los parades buenos (the bus stops are good)
1241	1	All good
1315	13	It's good enough.
1325	16	Thank you, Carta!
1421	1, 10	Satisfied overall

**Comments primarily about service**

survey ID	route	Comment
21	4, 10	Running more on weekends.
31	16, 21	By not coming every hour.
67	4, 9	Keep Carta bus route early enough for morning work schedules.
75	4, 9	Based off what drivers say, check that your route expectations are possible to complete on time.
86	16	Northgate 16 bus one more later night stop, 10:40pm?
134	9	On Sundays, the buses need to run more.
137	1, 10	Bus is late on weekends - 2 hours
160	4, 9	Different locations
161	4, 9	Being more on time
178	9, 10	Coming on time please
203	4, 15	More routes
218	9, 10	Later bus routes more in between buses
226	1	Run more on weekdays, every 30 minutes
258	4, 10	Bus reliability (no shows)
259	4, 10	Reliability
261	10	Buses not showing up
262	1, 10	Buses not coming at all. It's a big problem
264	10	Reliability of buses
277	4, 33	By being on time
308	4	Doing well already. With many thanks of appreciation.
309	4	Extended route along Shallowford
310	4, 9	Just keep good customer service as usually is. Run longer on Sundays (#9 too)
317	1	Earlier start time on Sundays
353	4	More buses on Sunday. I'd almost rather walk than wait, and I have.
355	4	Buses run more often at night
433	4, 14	Be on time!
438	4, 13	Rts. To East Ridge and Tiftonia again.
493	4	Work out arrangement with county to restore bus service to county (Soddy Daisy, E. Ridge, Ooltewah, etc.)
496	4	Having Carta Go on Sundays
524	1, 10	Some of the routes and times are too close in time. I have missed several buses.
548	4	We need more buses on Rossville Blvd.
558	4, 16	Main stops, like Hixson #16 and #4 Brownwood rolled longer for late jobs
562	4	Frequency + reliability + marketing
1206	33	More buses
1242	1, 9	Have buses that go through East Ridge and North Chattanooga

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survey ID	route	Comment
1243	1, 21	Better attitudes - more buses on less popular routes. Buses on time better.
1249	10	Need to make the bus routes longer. Would help. Like I said, I walk 1/4 miles to bus stop.
1288	4, 21	East Ridge + Red Bank needs stops
1294	4, 15	Make #9 go longer at night until 10:30 from downtown
1343	1, 4	Show up on time
1355	9, 16	Not making the bus stop between run. Let's keep going so we meet up with other buses.
1430	4, 9	Let the bus keep running on, so we can meet up with the next
1329	4	Earlier and later buses on weekends. Later at night - North Shore especially.

**Comments primarily about bus operators**

survey ID	route	Comment
22	4, 13	Maybe drivers take classes on manner.
40	4, 10	Teach all drivers about courtesy stop. Establish fill-in driver.
79	9, 16	Less rude bus drivers
101	4	Get the buses on time. Put drivers on them that aren't racist and impolite.
136	9	Drivers should pay more attention to stops that aren't frequently used. I've been passed multiple times by buses while at a stop.
216	4, 10	More courteous about service animals
239	4, 9	More safety bus drivers
320	9, 13	Bus drivers. This one for sure.
367	10	Driver is always mean and disrespectful
373	1, 10	Remind drivers of the actual cellphone rules
425	14	professional drivers that do not stop to get their friend to drive
437	4, 21	Nicer bus drivers. That will help with any issues.
458	4	All veterans. Actually stop. Follow traffic laws.
497	16	Pay employees more and give them more breaks.
498	16	Courteous drivers. Frequency on routes.
526	4, 10	Your employees' personalities and character. This is a customer service job and we do pay for their salaries every time we get on the bus.
1244	1, 21	Make sure all drivers know about Read + Rede
1329	4	More breaks for drivers. More courteous drivers.
1339	1, 10	Need better drivers - courteous
1351	4	Smile more :-)
1352	4, 9	Training for drivers

**Comments primarily about fares**

survey ID	route	Comment
242	4	Machine that gives change, or debit machine on bus.
547	4	Add a 90-day option for bus passes
1369	4	Should be free for income below \$10,000
1329	4	Fare able to be bought two way, ex. unlimited card - can use app & physical card for one bought fare. Phone dies = no card now.

**Comments primarily about bus stops**

survey ID	route	Comment
29	4, 10	Bus shelter at Stuart and Dodson, please
147	2, 9	More closed-in bus shelters!
199	15	Free park and ride, patrolling bus stops
236	4	Improve the bus stops
290	1, 4	More bus stops around the mall
312	4	Make it more clear on the signs which buses stop there.
329	1, 13	Sheltered seats at stops
1328	16	Make sure some bus stops are covered/seats on Route 16
1332	4	To put good benches
1329	4	Bus stops that light up.

**Comments primarily about other issues**

survey ID	route	Comment
201	15	Better safety for drivers and passengers
215	4, 10	People drink beer and vape on bus!
522	1, 10	Security!!
1347	4	Just record voice I can't see when I ride the bus. They under the seats. Invisible gang members.
350	4	Less homeless on buses. Less homeless living at bus stops.
1329	4	Better treatment/equipment for wheelchair users. Quieter buses. Also, warmer. Some shuttles have no heat. Drivers/passengers cold. Drivers can turn on heat anytime. Separate wheelchair for bus (few seats, high quality, easy to get on quicker).
11	4	The app.
44	10, 28	Carta Go is very unreliable. If it's empty, they should pick up other routes along their route.
63	4	Driving my own car.
92	3, 16	Need public shuttle in Red Bank or something. Have small CARTA for medical but too slow
148	2	Racks for tirestop and A/C for bus drivers
197	9, 13	Run like MARTA in Atlanta
211	10, 21	Music
220	1, 10	Improve the Carta tracker app so I can see when the bus comes
222	1	Need to do big improve.
268	1, 13	Keep updated better. Get out schedules sooner when time changes are made, once permanent
315	4, 16	Only issue I have is Google Maps getting times wrong
319	9, 13	Free coffee :-).
323	9	I love the live map - making that more mobile-friendly would be great (like an app)
343	4, 21	Don't make me move for someone to sit in my seat
451	4	Please: some people looking for the job. No income.
470	9	To keep them clean.
492	4	Care more please. (or maybe it says "come more please")
542	10	Carta cab service
1235	4, 21	Free Wi-Fi
1323	16	Better system for warning about route changes.
1353	9	Just make it clean
1366	4	Carta Go is..bad. Like really bad.
1329	4	App shows when a bus is coming late. App is hard for drivers to use. Much better Carta Go navigation. App gives wrong locations.
199	15	Automatic disinfecting spray

## 4.4 Characteristics of the Rider and the Trip

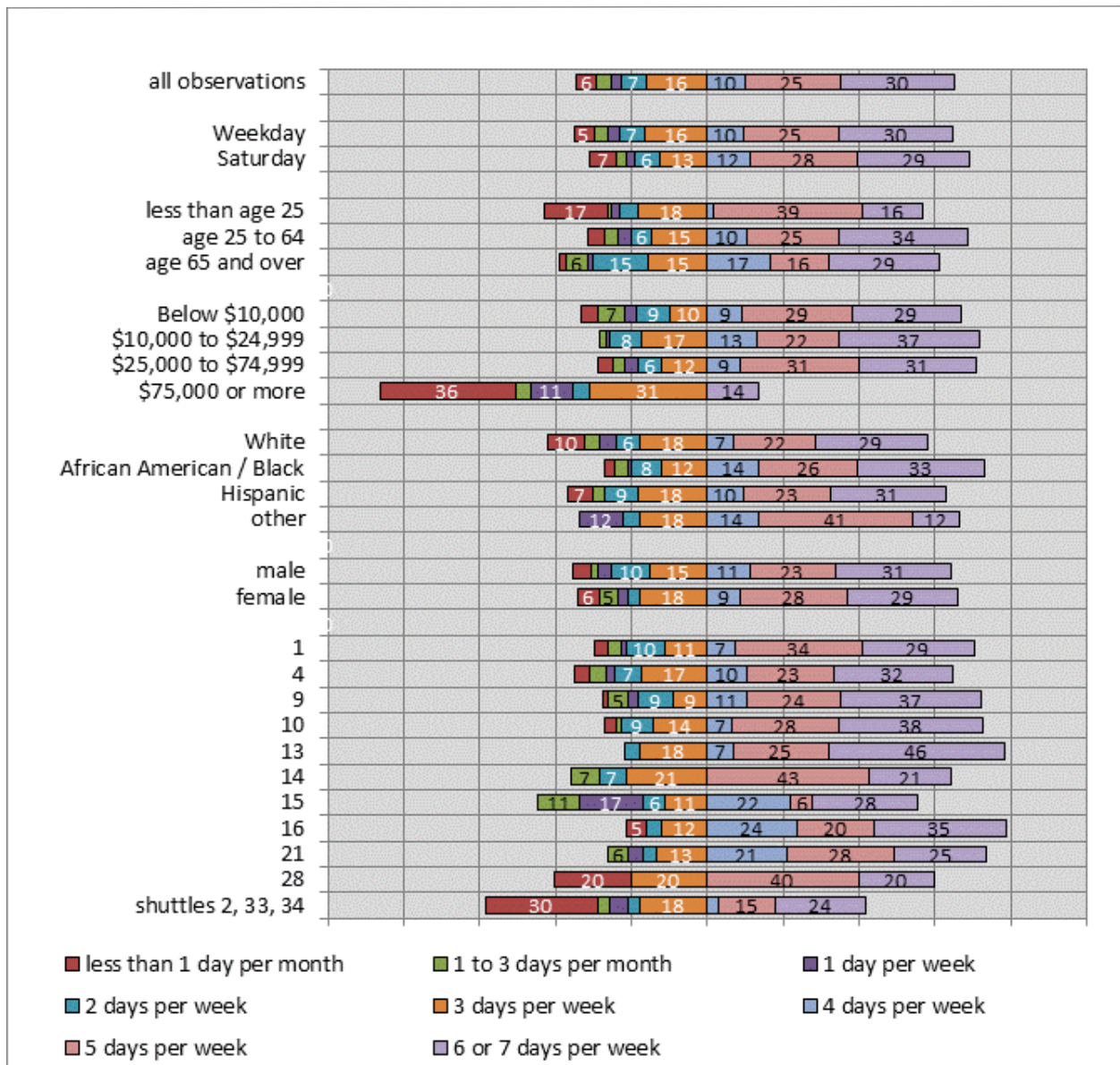
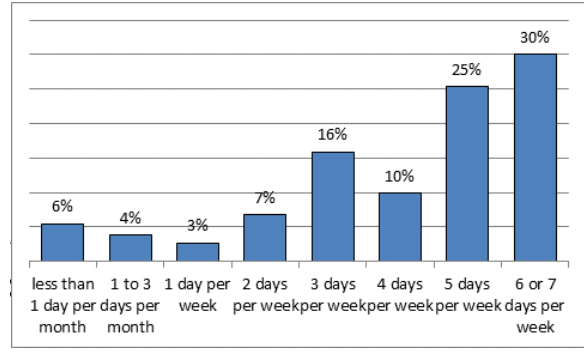
Who is riding CARTA fixed routes? The survey allows us to answer this in terms of a variety of demographic and trip characteristics:

1. Frequency using CARTA
2. Saturday use
3. Sunday use
4. Years riding CARTA
5. Days using CARTA for other than commuting
6. Years riding CARTA
7. Race / ethnicity
8. Student status
9. Gender identity
10. Age
11. Home zip code
12. Household income
- 13.

This section presents details on each of these issues.

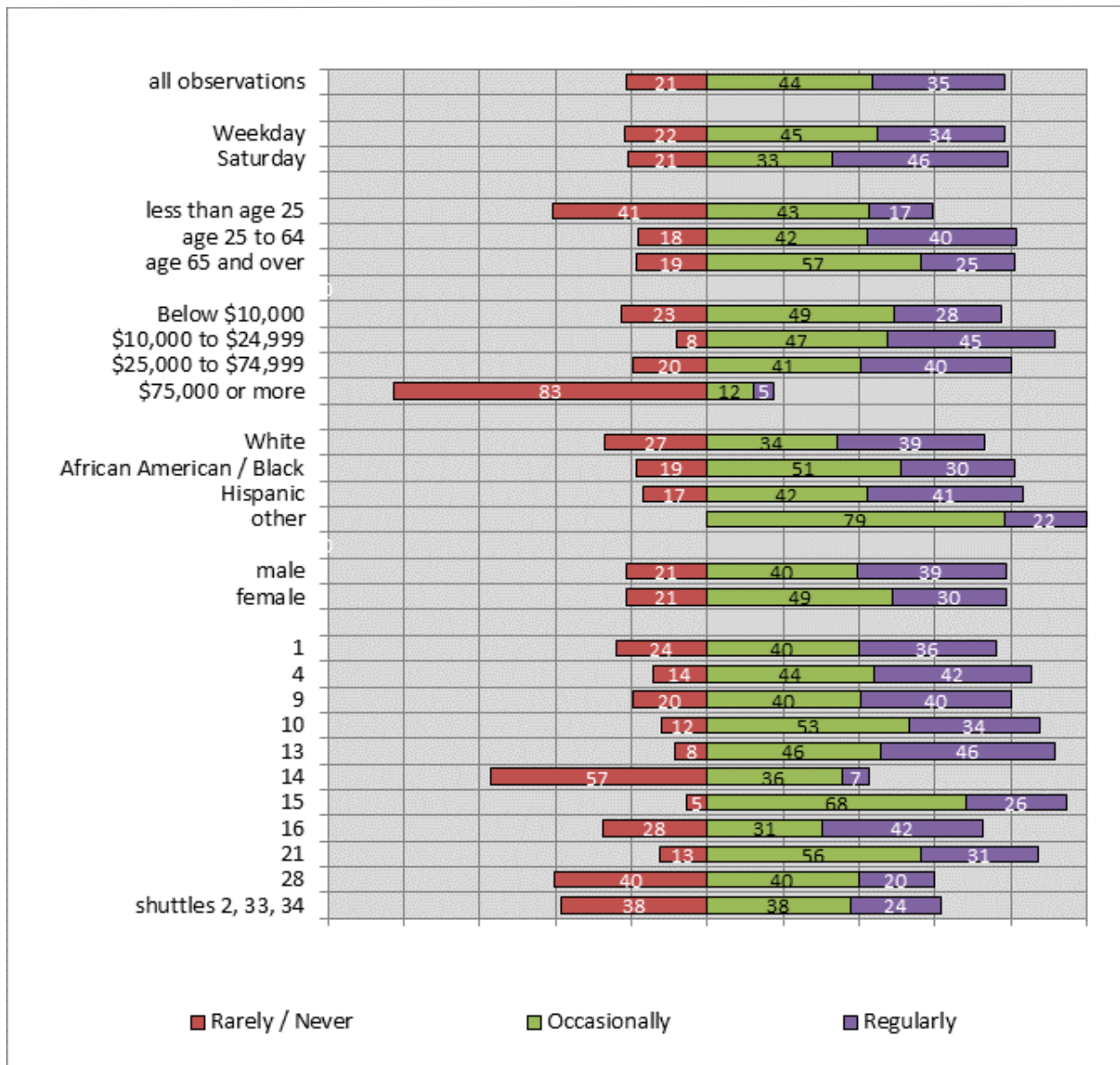
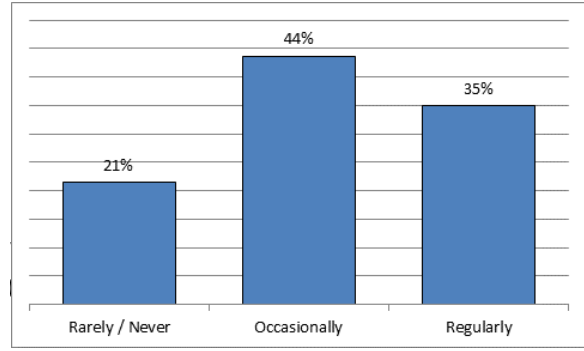
### How often do you typically ride CARTA?

- Over half of fixed route boardings are by riders who use CARTA five or more days per week.
- The shuttles and Route 15 are the only routes that deviate from this. Thirty percent of boardings on the shuttles (Routes 2, 33, and 34) are by travelers riding CARTA less than 1 day per month.
- Only 14 percent of riders in the highest income category (\$75,000 or more) ride CARTA more than 3 days per week.



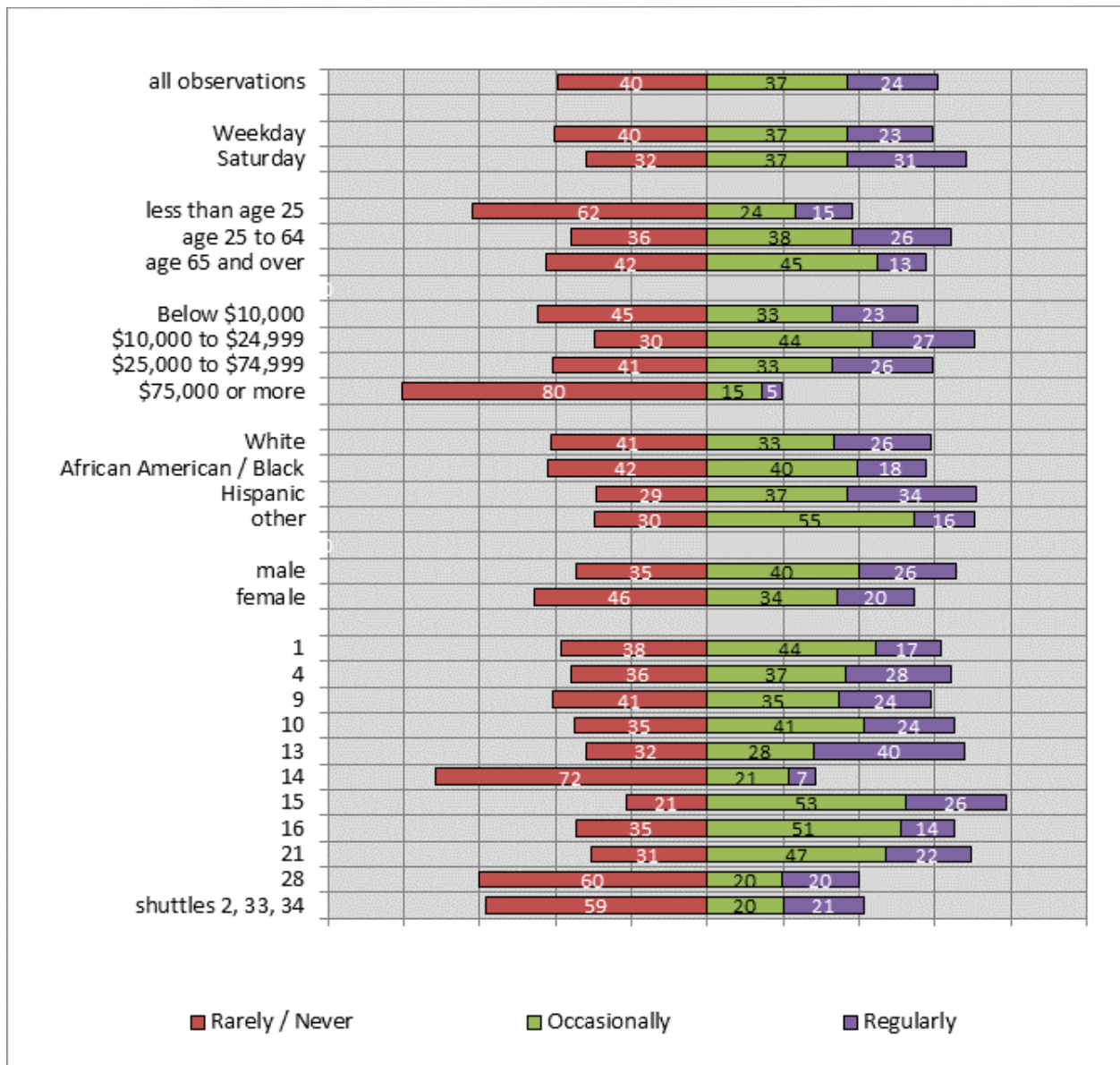
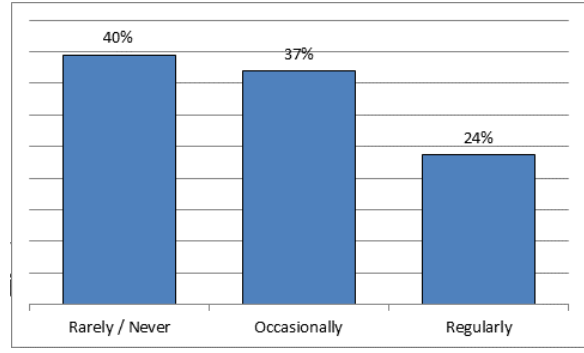
### How often do you use CARTA on Saturdays?

- Almost 8 in 10 boardings are by riders who use CARTA at least occasionally on Saturdays. 35 percent are regular Saturday riders.
- Riders on the Route 13 have a notably high rate of regular Saturday use of any CARTA fixed route (46 percent) despite the fact that this particular route only runs on weekdays.
- Riders on the Routes 14, 28 (running only on weekdays), and the downtown shuttles have the lowest rates of regular Saturday use.



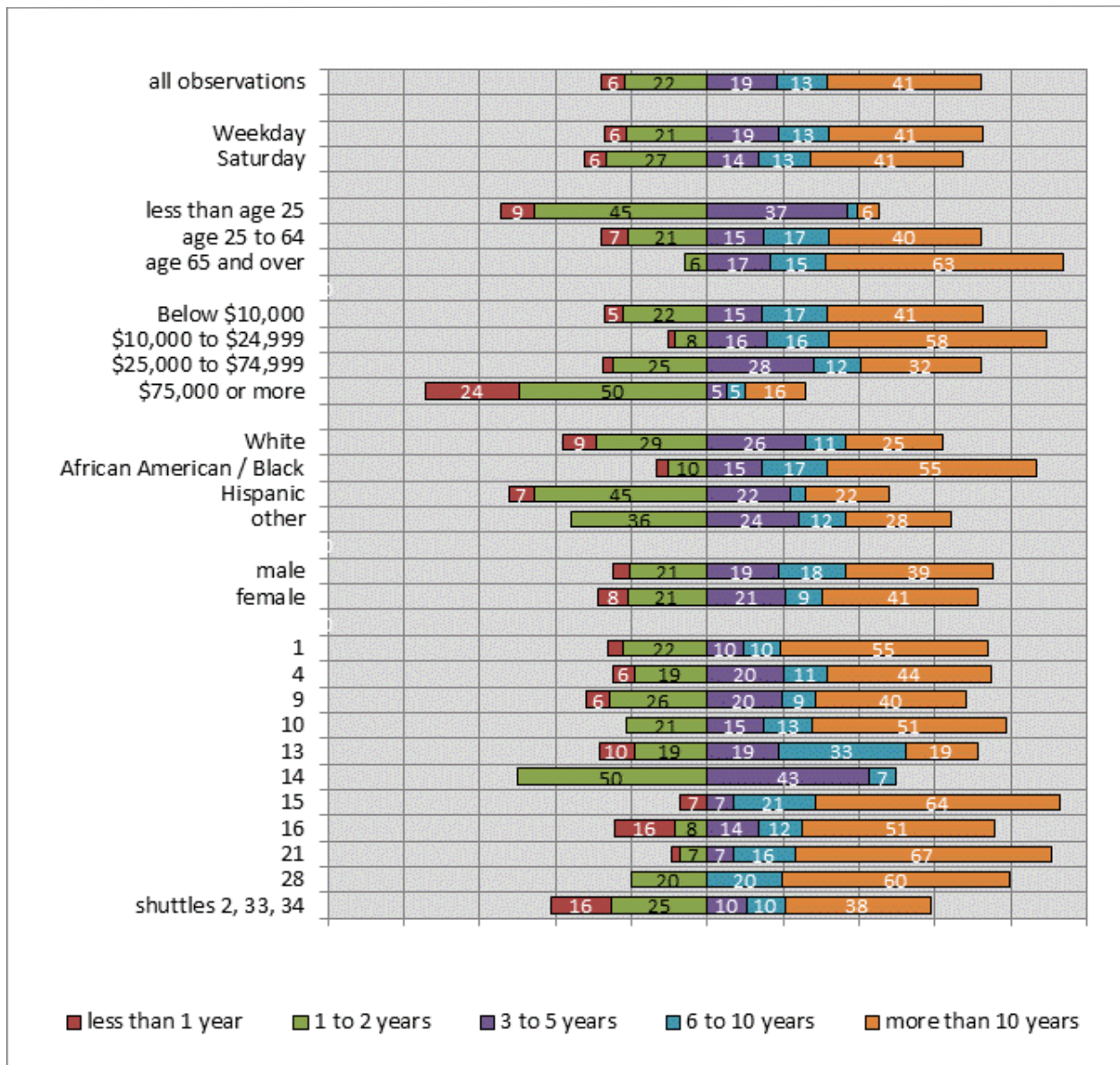
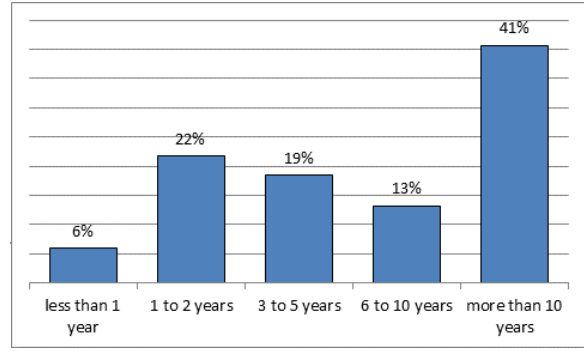
## How often do you use CARTA on Sundays?

- Despite CARTA running relatively little service on Sundays, about half of riders (52 percent) say they at least occasionally make Sunday trips.



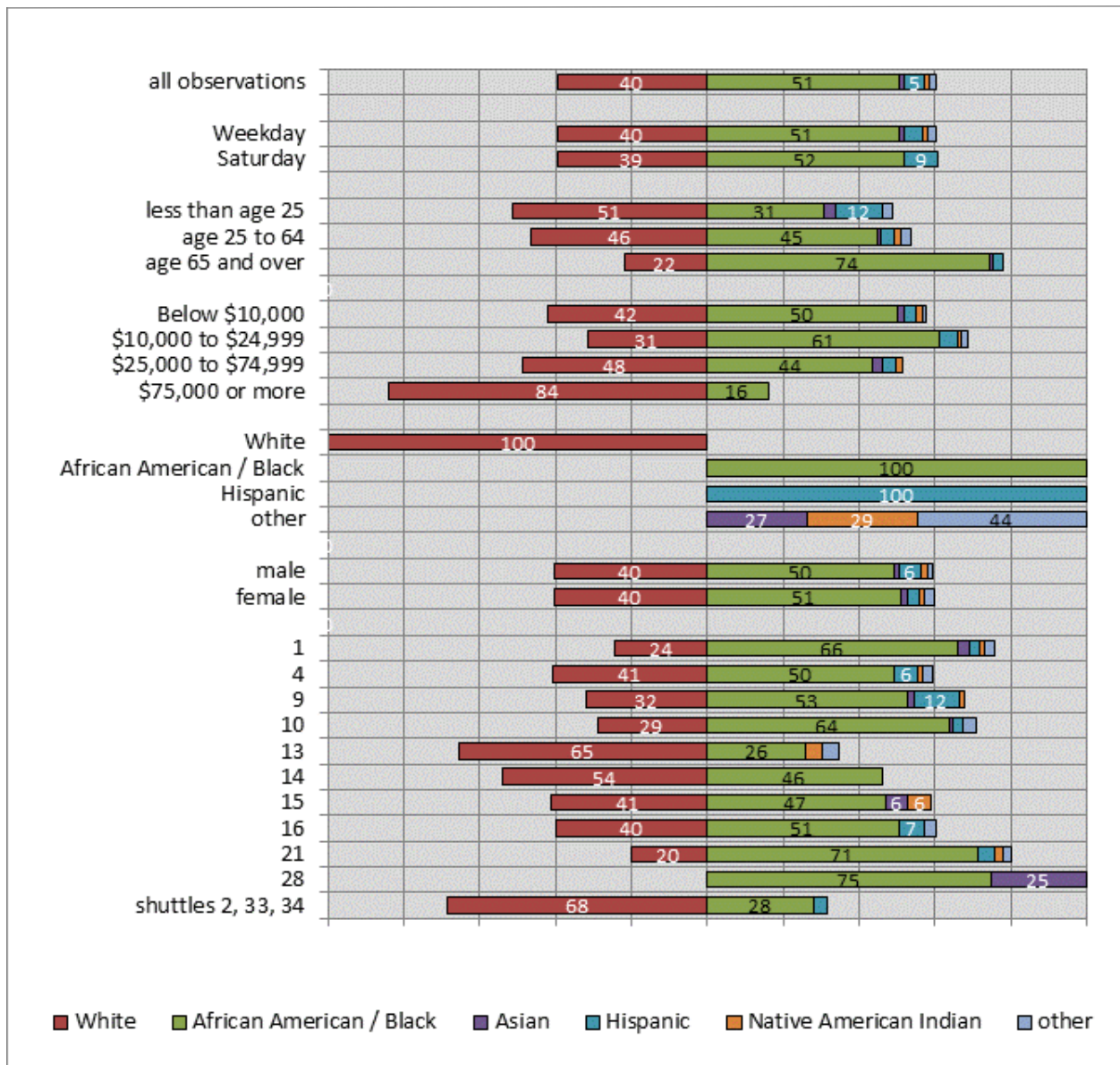
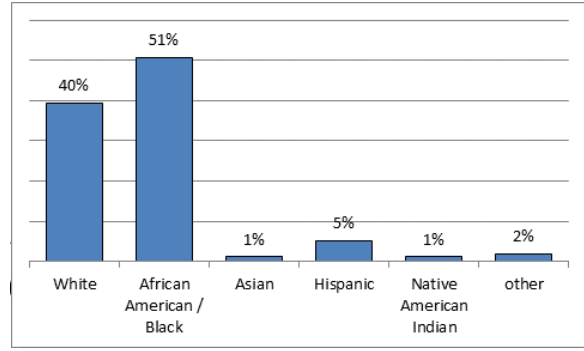
### How many years have you been riding CARTA?

- The number of years riding CARTA correlates strongly with the age of the rider. Of those over age 65, most (63 percent) were riding CARTA ten or more years earlier.
- Route 14, serving UT Chattanooga, is the route with the smallest share of long-term riders.



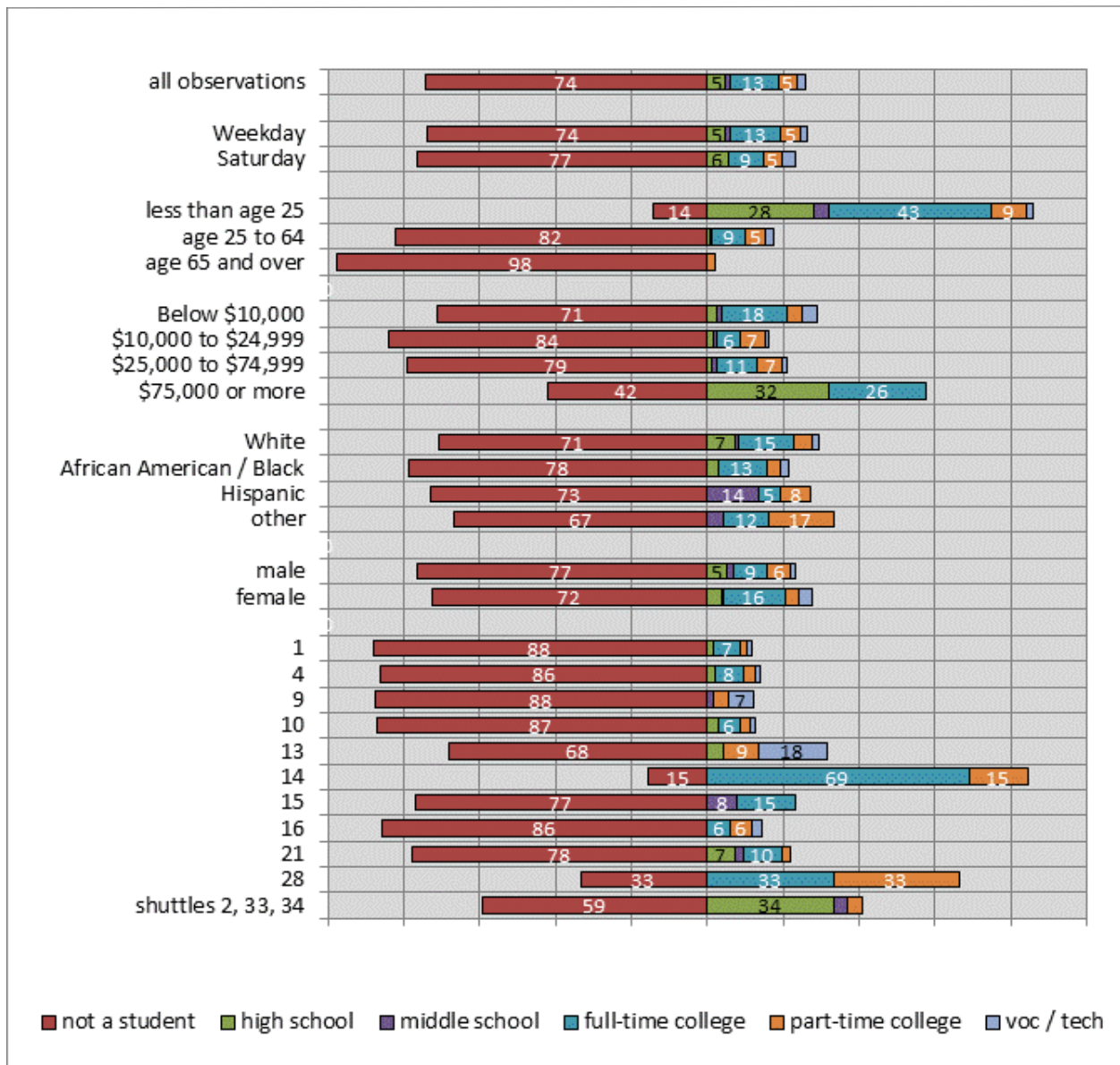
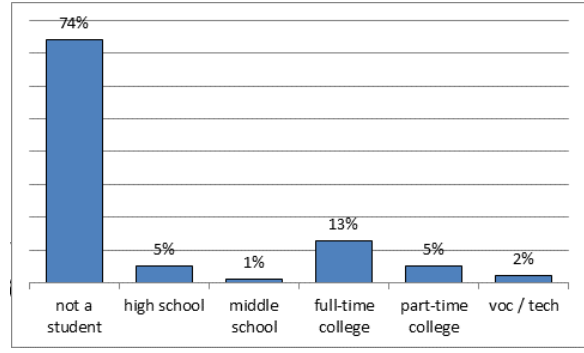
### Race / Ethnicity

- Respondents could check more than one category for race / ethnicity, and thus the percentages for the categories defined here sum to slightly more than 100%.
- Almost three-quarters of older riders (those age 65 and over) are Black. Riders under age 25, however, are mostly white (51 percent).



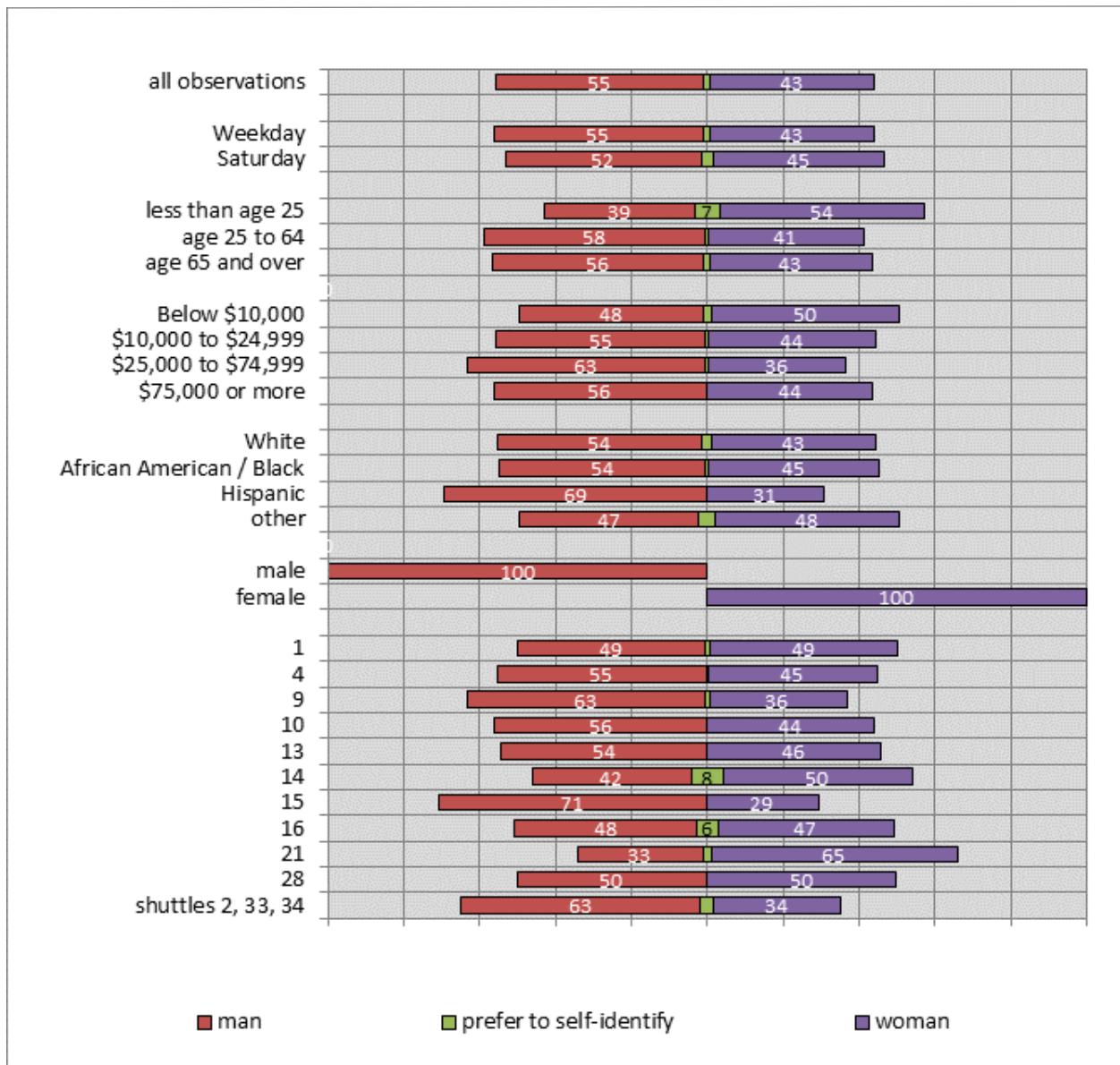
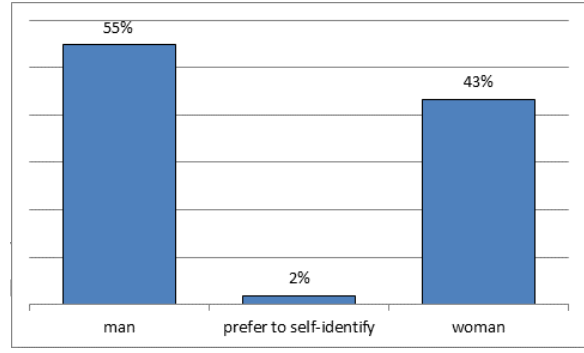
### Student status

- Overall, about three-fourths of CARTA fixed route boardings are by non-students.
- The only regular fixed routes with most trips made by students are Routes 14 and 28—both of which pass by UT Chattanooga.
- The large number of high school students on the downtown shuttles probably reflects the particular survey week; the Tennessee DECA State Career Development Conference filled the convention center from February 24 to 27.



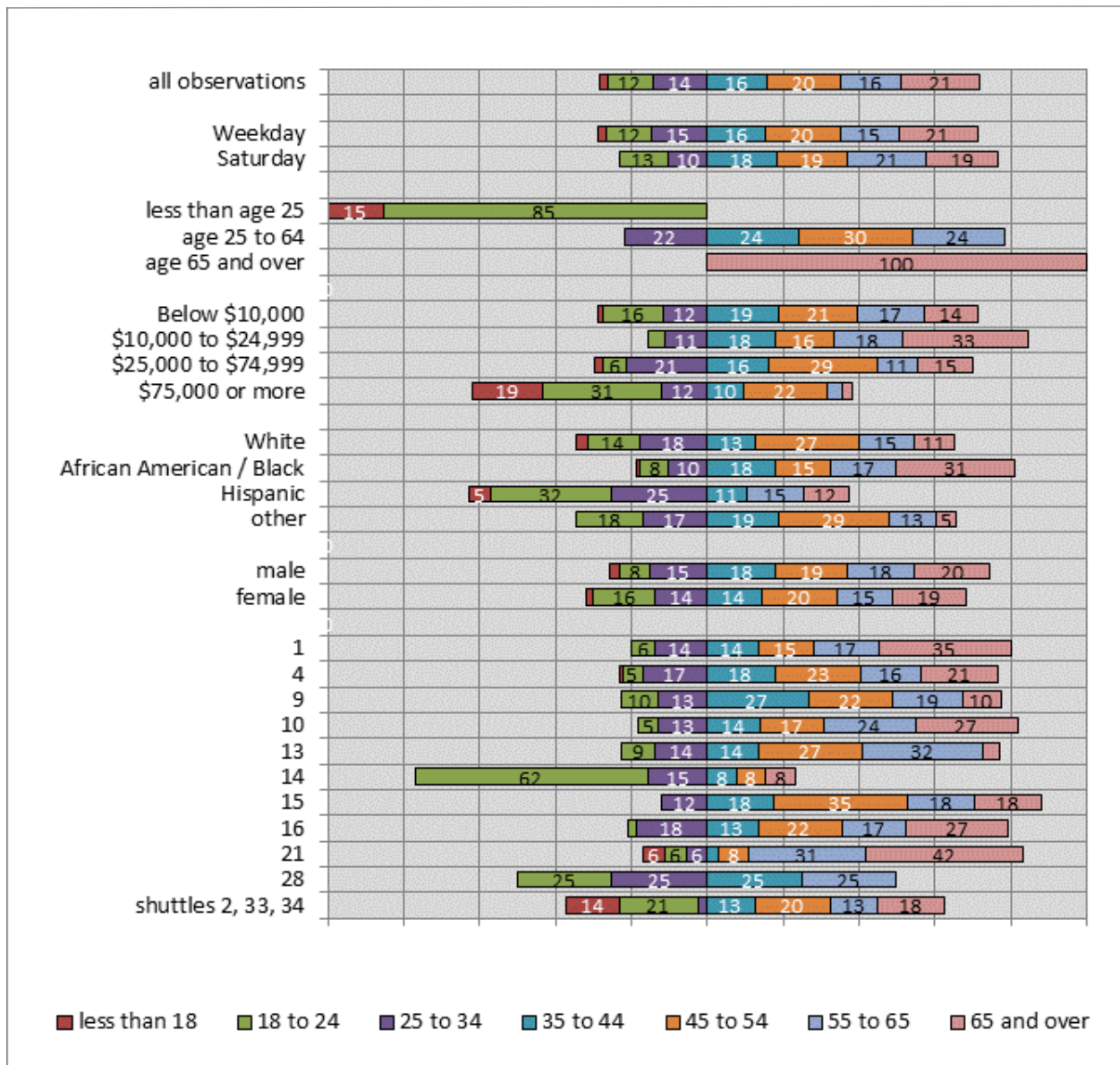
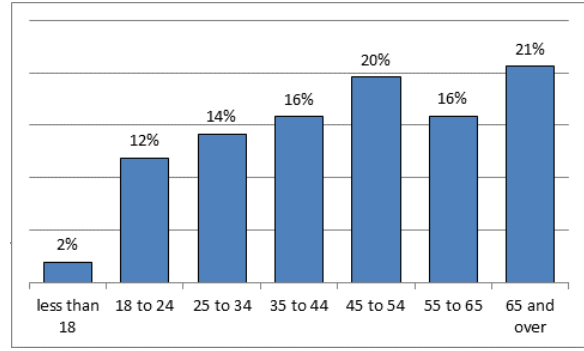
## Gender identity

- Males account for most (55 percent) of the fixed route CARTA boardings.
- Males are also the majority of boardings on almost all income, age, race, and bus route categories. Only for travelers less than age 25 or with incomes below \$10,000, did females account for more than half the respondents.



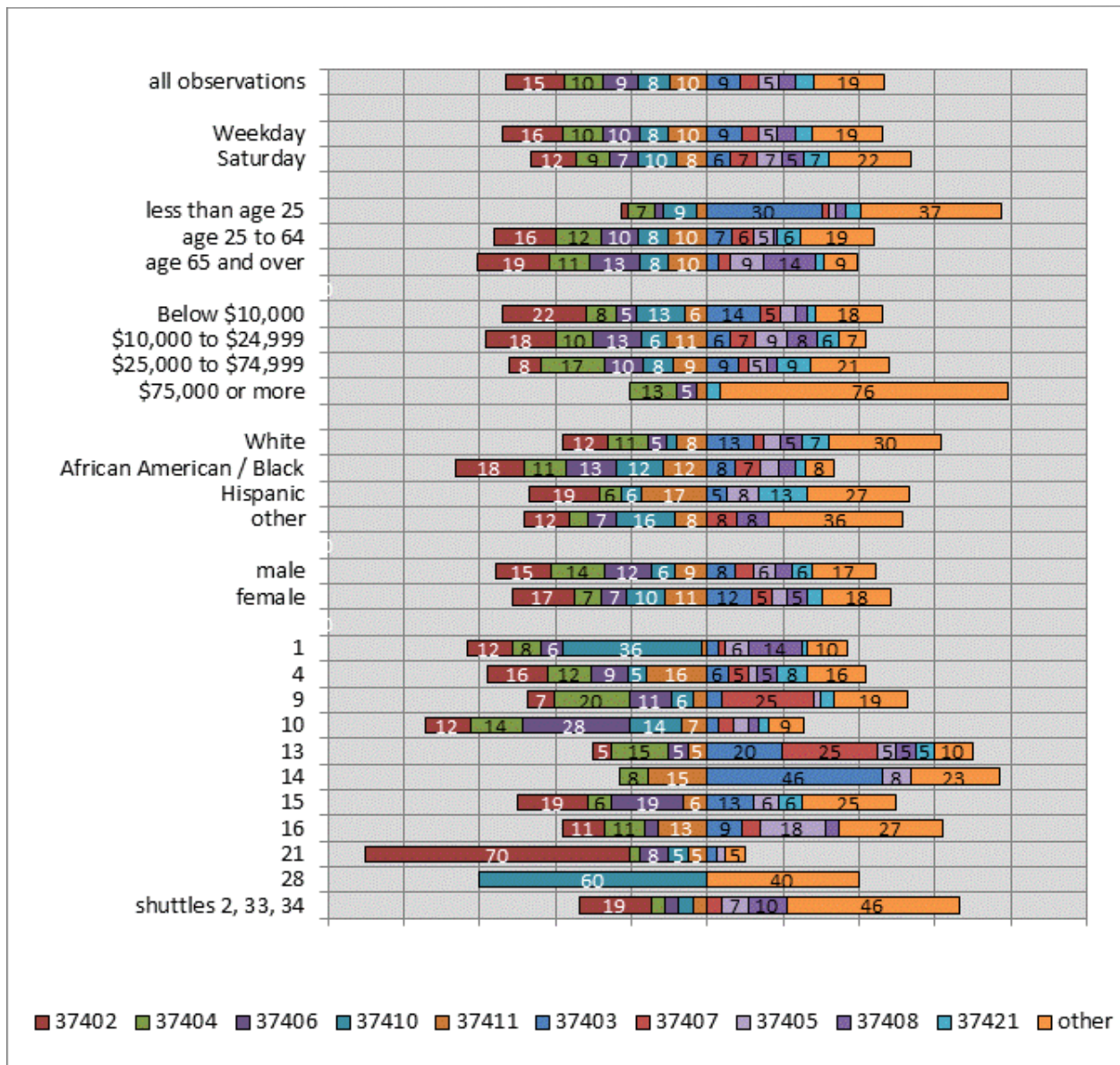
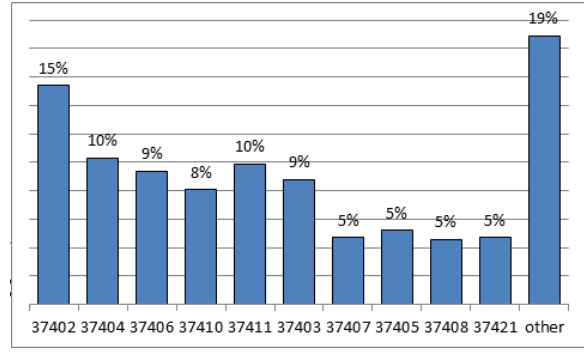
### Age

- The largest shares of riders over age 65 are on Routes 21, 1, 16, and 10.
- Route 14, serving UT Chattanooga, had 62 percent of boardings by riders age 18 to 24.



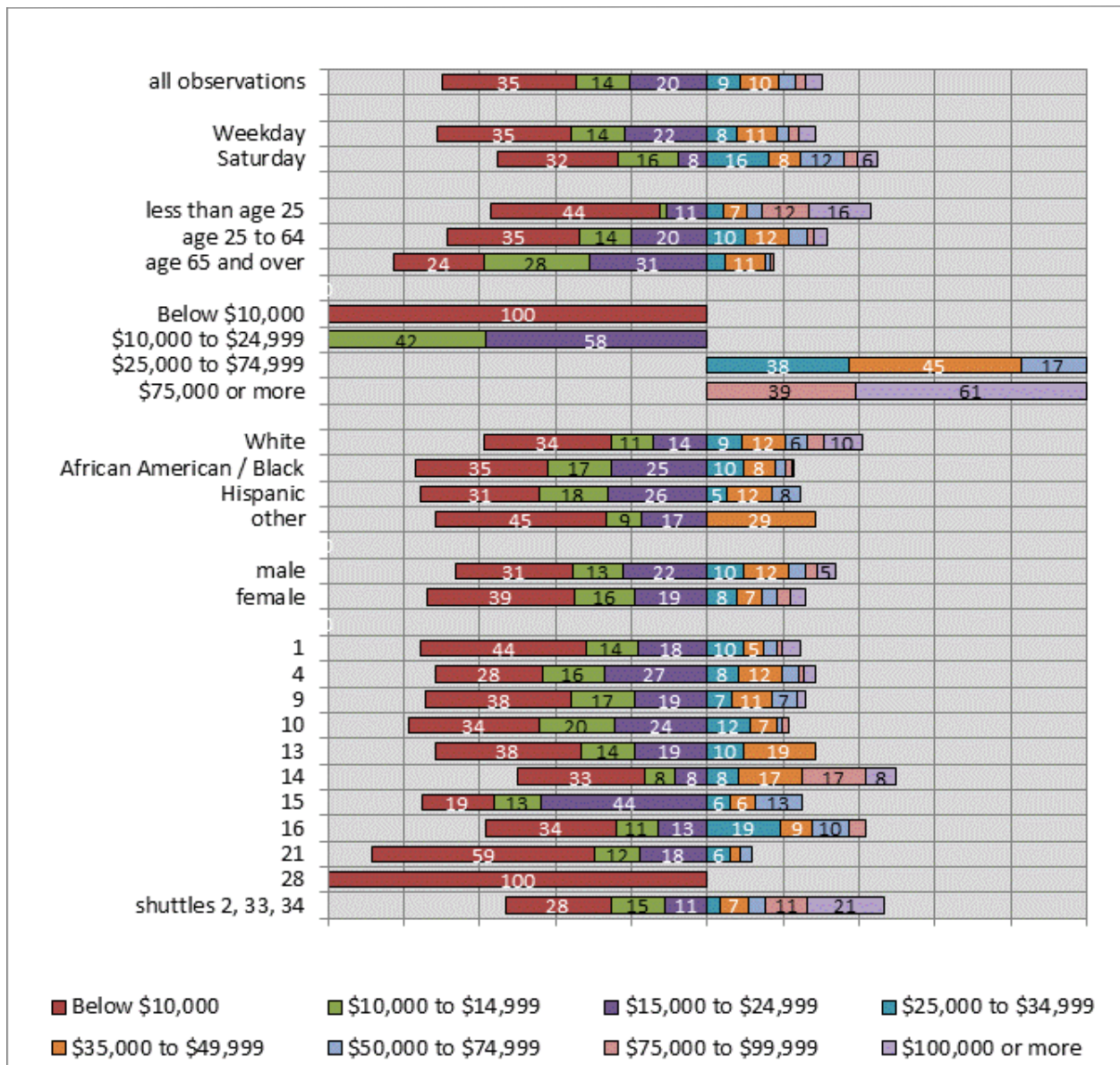
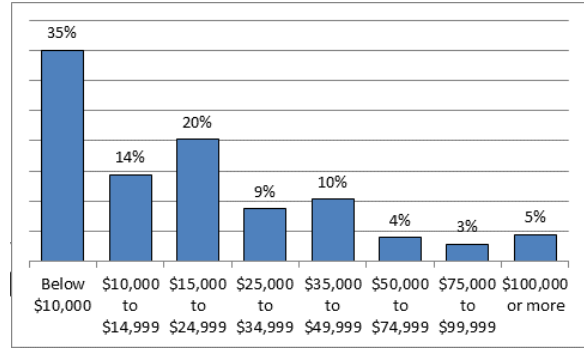
### Home zip code

- Over half of CARTA fixed route boardings are by riders who live in five zip codes: 37402, 37404, 37406, and 37410, and 37411.



### Household income

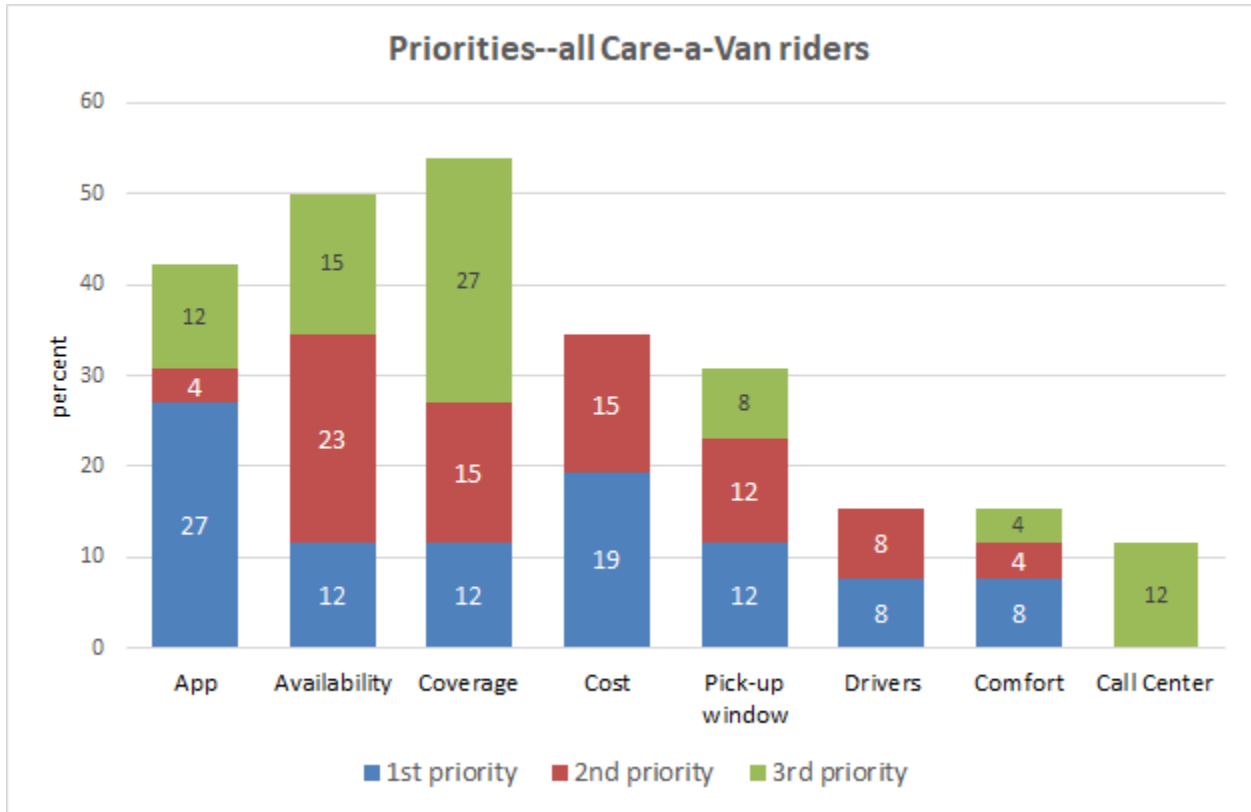
- About half (49%) of the respondents had household incomes under \$25,000.
- 35 percent of respondents had incomes under \$10,000. This lowest income group accounted for more than half the boardings on Routes 28 and 21.



## Section 5: Results from the Care-a-Van Survey

*Lower score, darker green is greater satisfaction*

		Fares reasonable, good value	I feel safe	Driver help to and from building door	Driver help getting on off vehicle	Call center courteous, knowledgeable	Vehicles comfortable, clean	Can reserve rides at times I need	Call center answers phones promptly	Travel time reasonable given distance	Shows up at time specified	Care-a-Van is convenient for my needs	I am overall satisfied with Care-a-Van
<b>All observations</b>	26	1.00	1.04	1.12	1.19	1.28	1.50	1.84	1.96	2.00	2.22	1.56	1.91
<b>Years riding</b>													
up to 2 years	15	1.22	1.00	1.09	1.00	1.14	1.38	1.71	1.79	1.77	2.08	1.57	1.50
more than 2 years	9	1.11	1.11	1.00	1.50	1.44	1.63	2.11	2.33	2.00	2.38	1.67	2.63
<b>Frequency</b>													
less than 1 day / wk	10	1.10	1.11	1.00	1.00	1.22	1.56	1.67	2.33	1.63	2.00	1.56	1.75
1 to 4 days / wk	11	1.00	1.00	1.14	1.40	1.27	1.44	1.64	1.91	1.80	2.20	1.18	1.90
5 to 7 days / wk	4	1.11	1.00	1.33	1.00	1.50	1.50	2.75	1.50	2.50	2.25	2.75	2.33
<b>Gender</b>													
male	11	1.00	1.10	1.13	1.00	1.30	1.40	1.80	2.00	1.50	1.78	1.70	1.89
female	13	1.15	1.00	1.11	1.10	1.23	1.64	1.92	2.00	1.91	2.17	1.46	1.73
<b>Age</b>													
under age 65	13	1.00	1.00	1.22	1.40	1.46	1.33	2.23	2.15	2.17	2.45	1.92	2.25
age 65 and over	10	1.40	1.10	1.00	1.00	1.10	1.70	1.30	1.80	1.56	1.80	1.10	1.44
<b>Income</b>													
Below \$10,000	5	1.00	1.00	1.00	2.00	1.60	1.60	2.60	2.20	2.40	3.25	2.60	2.75
\$10,000 to \$24,999	10	1.00	1.00	1.17	1.13	1.10	1.80	1.20	2.10	1.88	1.67	1.10	1.44
\$25,000 to \$74,999	5	1.00	1.20	1.00	1.00	1.40	1.00	2.00	1.60	1.80	2.00	1.80	1.80
\$75,000 or more	2	*	*	*	*	*	*	*	*	*	*	*	*
<b>Race / ethnicity</b>													
White	19	1.00	1.06	1.07	1.27	1.33	1.53	1.89	2.22	1.88	2.19	1.56	2.00
Afr Amer / Black	5	0.00	1.00	1.50	1.00	1.20	1.40	1.60	1.20	2.00	2.00	1.60	1.50
Hispanic	0	*	*	*	*	*	*	*	*	*	*	*	*
other	1	*	*	*	*	*	*	*	*	*	*	*	*



*Lower score, darker red is higher priority*

		App	Availability	Coverage	Cost	Pick-up window	Drivers	Comfort	Call Center
<b>All observations</b>	26	3.00	3.04	3.08	3.12	3.35	3.62	3.65	3.88
<b>Years riding</b>									
up to 2 years	15	2.80	3.13	2.93	3.13	3.33	3.67	3.73	3.87
more than 2 years	9	3.44	2.89	3.56	2.89	3.22	3.44	3.67	3.89
<b>Frequency</b>									
less than 1 day / wk	10	3.60	3.00	3.30	2.60	3.30	3.50	3.40	3.90
1 to 4 days / wk	11	2.55	3.45	2.82	3.18	3.55	3.73	3.73	3.91
5 to 7 days / wk	4	3.25	2.25	3.25	4.00	2.75	3.50	4.00	3.75
<b>Gender</b>									
male	11	3.09	2.73	3.27	3.09	3.64	3.45	3.73	3.91
female	13	3.23	3.31	2.85	3.15	3.08	3.69	3.54	3.85
<b>Age</b>									
under age 65	13	3.00	2.85	3.00	3.31	3.00	3.62	3.85	3.85
age 65 and over	10	3.00	3.30	3.30	2.60	3.60	3.50	3.70	3.90
<b>Income</b>									
Below \$10,000	5	3.00	3.00	3.00	3.20	2.60	3.60	4.00	3.60
\$10,000 to \$24,999	10	3.00	3.50	3.20	2.70	3.70	3.50	3.50	4.00
\$25,000 to \$74,999	5	2.60	2.60	3.00	2.80	3.20	4.00	4.00	3.80
\$75,000 or more	2	*	*	*	*	*	*	*	*
<b>Race / ethnicity</b>									
White	19	2.89	3.05	3.00	3.11	3.37	3.58	3.58	3.84
Afr Amer / Black	5	3.60	3.00	3.80	2.80	3.00	3.60	4.00	4.00
Hispanic	0	*	*	*	*	*	*	*	*
other	1	*	*	*	*	*	*	*	*

**Care-a-Van Comments—How else could we improve service?**

- Just to have more drivers on the weekend. I work Saturdays and at night is when I get home.
- Allow riders to schedule trips in advance for work, school or doctor appointments.
- Newest buses have proper suspension for comfortable rides. Older buses have suspensions designed for cargo vans hauling heavy cargo, not people. You should convert rear suspensions on all buses; not very expensive to replace springs in your own shop.
- Not one thing
- Get rid of call center. It worked much better when Carta answered calls in house
- very satisfied with service
- Be on time for returns. It's bad.
- Bring back same-day callbacks. If there's no opening take people home if they don't have a ride
- All drivers should be mindful of all their clients' vision and otherwise.
- Not playing gospel preaching/gospel music
- I'm pleased with the service I receive. Everyone, I have encountered has been exceptionally nice & helpful. Some are good conversations during trips
- is a bit much for me at my age and if it is raining or bad weather, I am not able to walk to the bottom of the driveway.

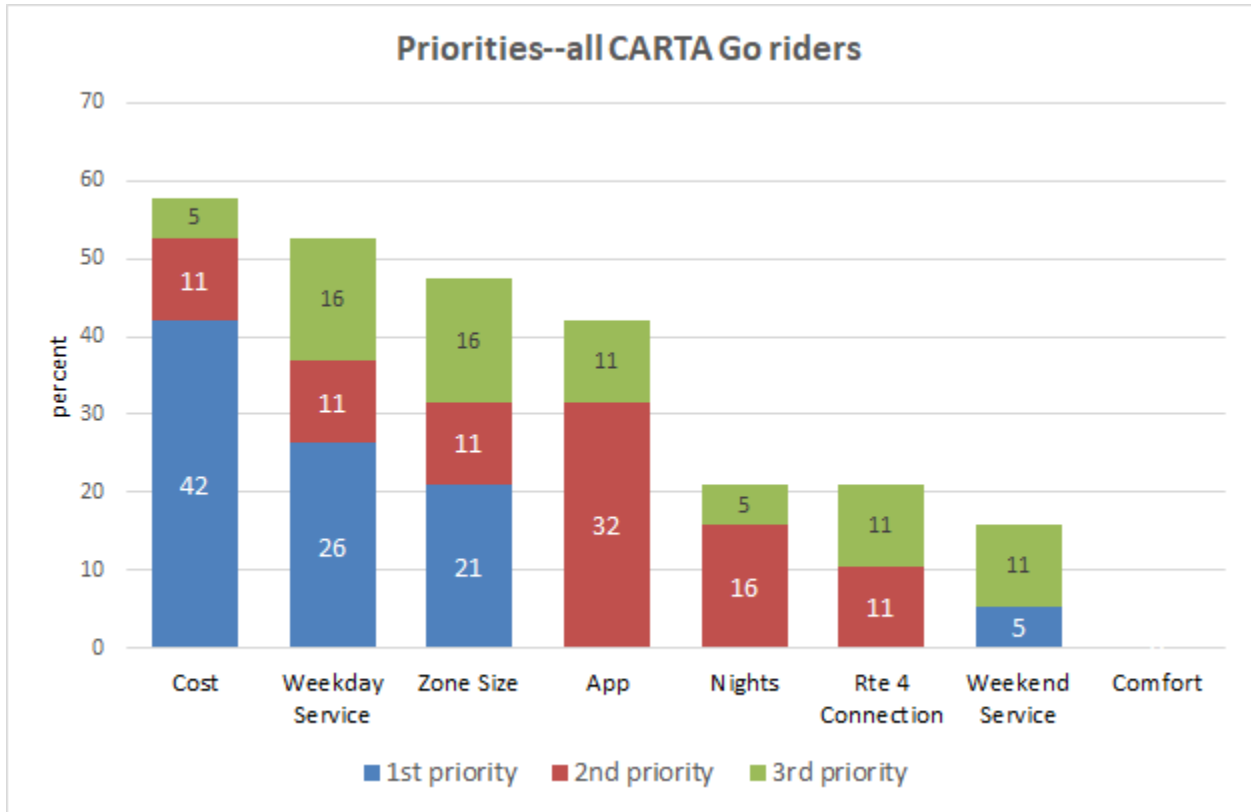
## Section 6: Results from the CARTA Go Survey

*Lower score, darker green is greater satisfaction*

		I feel safe	Vehicles comfortable, clean	Connection to Route 4	Fares reasonable, good value	Drivers courteous, professional	Saturday service adequate	Weekday service adequate	Travel time to destination reasonable	Smartphone App works well	CARTA GO comes quickly after request	Convenient for my needs	I am overall satisfied with CARTA GO
<b>All observations</b>	19	1.44	1.47	1.58	1.63	1.75	2.20	2.24	2.29	2.38	2.53	1.81	1.93
<b>Years riding</b>													
up to 2 years	10	1.44	1.33	2.00	1.67	1.56	2.14	2.67	2.50	2.43	2.86	1.78	1.88
more than 2 years	7	1.43	1.83	1.20	1.67	2.17	2.17	1.83	1.86	2.57	2.17	2.00	2.17
<b>Frequency</b>													
less than 1 day / wk	8	1.57	1.43	1.60	1.33	1.00	2.25	2.71	2.71	1.83	2.57	2.14	1.60
1 to 4 days / wk	6	1.33	1.60	1.00	1.60	2.33	2.33	1.67	2.33	3.00	2.60	1.20	2.00
5 to 7 days / wk	5	1.40	1.40	2.00	2.00	2.00	2.00	2.25	1.50	2.25	2.33	2.00	2.25
<b>Gender</b>													
male	7	1.43	1.57	1.60	1.43	1.83	2.14	1.67	2.17	3.14	2.60	1.17	1.50
female	11	1.50	1.44	1.67	1.88	1.78	2.43	2.70	2.50	1.88	2.67	2.33	2.38
<b>Age</b>													
under age 65	3	1.67	1.67	1.00	1.33	1.00	1.50	2.50	2.00	1.67	2.33	3.00	1.00
age 65 and over	13	1.42	1.50	1.75	1.75	1.75	2.30	2.42	2.27	2.80	2.67	1.67	1.92
<b>Income</b>													
Below \$10,000	5	1.75	1.00	1.67	2.33	2.33	3.25	3.00	3.00	2.67	3.25	2.25	2.67
\$10,000 to \$24,999	6	1.33	1.40	1.33	1.20	2.00	1.75	2.17	2.00	2.20	2.00	2.00	2.17
\$25,000 to \$74,999	6	1.33	1.83	2.00	1.83	1.33	2.00	2.00	2.60	2.67	3.00	1.50	1.40
\$75,000 or more	0	*	*	*	*	*	*	*	*	*	*	*	*
<b>Race / ethnicity</b>													
White	8	1.50	1.25	1.83	1.14	1.67	2.00	1.86	2.00	2.38	2.00	1.57	1.50
Afr Amer / Black	8	1.29	1.83	1.40	2.33	2.00	2.33	2.29	2.29	2.20	2.71	2.00	2.43
Hispanic	1	*	*	*	*	*	*	*	*	*	*	*	*
other	1	*	*	*	*	*	*	*	*	*	*	*	*

*Lower score, darker red is higher priority*

		Cost	Weekday Service	Zone Size	App	Nights	Rte 4 Connection	Weekend Service	Comfort
<b>All observations</b>	19	2.47	2.84	3.00	3.26	3.63	3.68	3.74	4.00
<b>Years riding</b>									
up to 2 years	10	2.30	2.40	3.50	3.10	3.60	3.90	3.60	4.00
more than 2 years	7	2.71	3.43	2.00	3.57	3.71	3.29	3.86	4.00
<b>Frequency</b>									
less than 1 day / wk	8	3.00	2.75	3.13	3.63	3.38	3.63	3.63	4.00
1 to 4 days / wk	6	1.50	3.50	3.00	3.00	4.00	3.67	3.83	4.00
5 to 7 days / wk	5	2.80	2.20	2.80	3.00	3.60	3.80	3.80	4.00
<b>Gender</b>									
male	7	2.29	2.86	2.86	2.71	4.00	4.00	3.71	4.00
female	11	2.73	2.91	3.00	3.55	3.45	3.45	3.73	4.00
<b>Age</b>									
under age 65	3	3.33	2.00	2.00	3.67	4.00	4.00	4.00	4.00
age 65 and over	13	2.38	2.92	3.08	3.15	3.54	3.69	3.62	4.00
<b>Income</b>									
Below \$10,000	5	2.40	3.00	4.00	2.80	4.00	3.80	3.40	4.00
\$10,000 to \$24,999	6	2.50	3.67	2.00	3.83	3.67	3.17	3.83	4.00
\$25,000 to \$74,999	6	2.50	2.33	3.17	3.00	3.33	4.00	3.83	4.00
\$75,000 or more	0	*	*	*	*	*	*	*	*
<b>Race / ethnicity</b>									
White	8	3.13	2.75	2.75	3.13	3.50	3.75	3.75	4.00
Afr Amer / Black	8	2.25	3.25	3.00	3.38	3.75	3.50	3.63	4.00
Hispanic	1	*	*	*	*	*	*	*	*
other	1	*	*	*	*	*	*	*	*

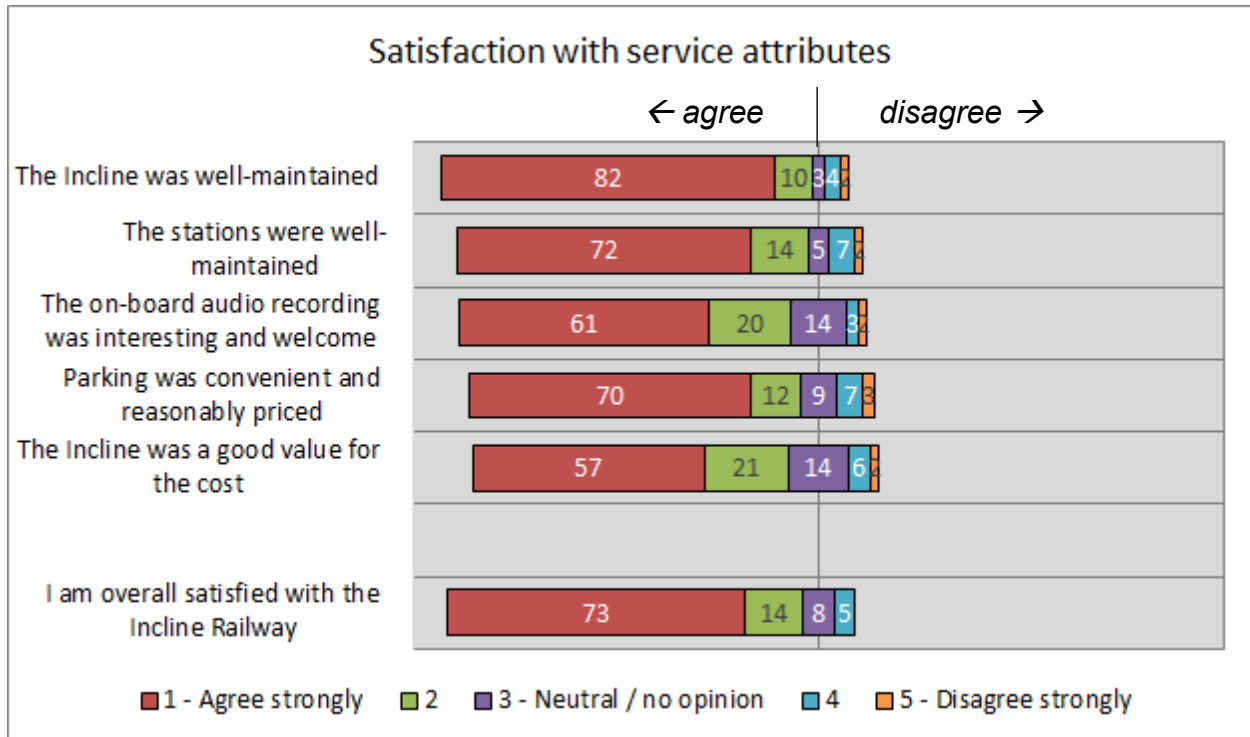


**CARTA Go Comments—How else could we improve service?**

- If we know the app works in spots to book rides please stop penalizing people with the extra money on the fee. It's not their fault.
- Bike racks on the buses & big buses NEED the racks to carry 3 bikes
- At times I have been late for a medical appointment because the Carta service went out of my area to pick up numerous people after picking me up.
- Need early buses for weekends please. Saturday and especially Sunday, Route 16.
- Make connections with other buses better and the drivers more efficient and helpful with riders.
- Accessibility, available interpreters for those who speak languages other than English (more languages than just Spanish).
- Be on time when people have to be to work
- Add more zone area, certain areas don't have service. I live in Hixson where there is no service and no bus, I can't go to my doctor's appointment when no one can take me.
- Add Direct Route from Hixson 153 to Hamilton place via hwy 153. I would recommend from Walmart on 153 to the Hamilton place area...this would help also with the complaints around the slow arduous journey on route 4.
- Some of the drivers are just rude. The kind ones make up enough for the rude ones.
- Nicer drivers who love customer service who are on time and care about the customer's time.

## Section 7: Results from the Incline Railway Survey

The 109 responses to the Lookout Mountain Incline Railway rider survey show a high level of customer satisfaction. As shown in the bottom bar on chart below, almost three-fourths of respondents agreed strongly with the statement “I am overall satisfied with the Incline Railway.” Only five percent disagreed with the statement, and not a single respondent disagreed strongly.



Who are the people who were dissatisfied with the Incline? The table on the next page shows the distribution of the overall satisfaction rating by various characteristics of the respondents. There is no clear distinctions that would suggest a meaningful difference.

Sections that follow provide details of various questions asked on the one-page survey (English on one side, Spanish on the back). The comments were also generally positive, though some offered some useful feedback and suggestions.

A full set of cross-tabs are in a separate volume.

## CARTA 2026 Passenger Survey Report

I am overall satisfied with the Incline Railway							
<i>(Values in table are percentages and add across to 100%)</i>							
		1 - Agree strongly	2	3 - Neutral / no opinion	4	5 - Disagree strongly	Responses
all records	all observations	73.1	14.4	7.7	4.8	0.0	104
Group size	1	60.0	30.0	10.0	0.0	0.0	10
	2	68.2	13.6	11.4	6.8	0.0	44
	3	82.4	11.8	5.9	0.0	0.0	17
	4	86.7	0.0	6.7	6.7	0.0	15
	5 or more	70.6	23.5	0.0	5.9	0.0	17
Kids (under 13)	yes	76.5	14.7	2.9	5.9	0.0	34
	in group no	71.0	14.5	10.1	4.3	0.0	69
Teens	yes	81.3	6.3	12.5	0.0	0.0	16
	in group no	71.3	16.1	6.9	5.7	0.0	87
19 to 64s	yes	73.9	13.0	7.6	5.4	0.0	92
	in group no	63.6	27.3	9.1	0.0	0.0	11
Seniors	yes	63.2	26.3	5.3	5.3	0.0	19
	in group no	75.0	11.9	8.3	4.8	0.0	84
New riders?	all new riders	70.5	18.0	6.6	4.9	0.0	61
	some new riders	82.1	10.7	3.6	3.6	0.0	28
	no new riders	69.2	7.7	23.1	0.0	0.0	13
Out of town?	all out of town	75.3	16.4	4.1	4.1	0.0	73
	some out of town	63.6	18.2	9.1	9.1	0.0	11
	all local	70.6	0.0	23.5	5.9	0.0	17
State	TN	76.9	3.8	11.5	7.7	0.0	26
	GA	88.9	11.1	0.0	0.0	0.0	18
	AL	70.0	10.0	10.0	10.0	0.0	10
	other	64.1	23.1	10.3	2.6	0.0	39
How heard?	Directly from friend or family	78.9	10.5	10.5	0.0	0.0	38
	Internet search	74.1	14.8	3.7	7.4	0.0	27
	Internet ad	50.0	50.0	0.0	0.0	0.0	4
	Roadside billboard	81.8	9.1	0.0	9.1	0.0	11
	Other	52.9	23.5	11.8	11.8	0.0	17
Time in area	Just passing through	74.1	18.5	7.4	0.0	0.0	27
	1 night	64.7	23.5	0.0	11.8	0.0	17
	2 to 3 nights	80.6	12.9	6.5	0.0	0.0	31
	4 nights or more	75.0	6.3	12.5	6.3	0.0	16

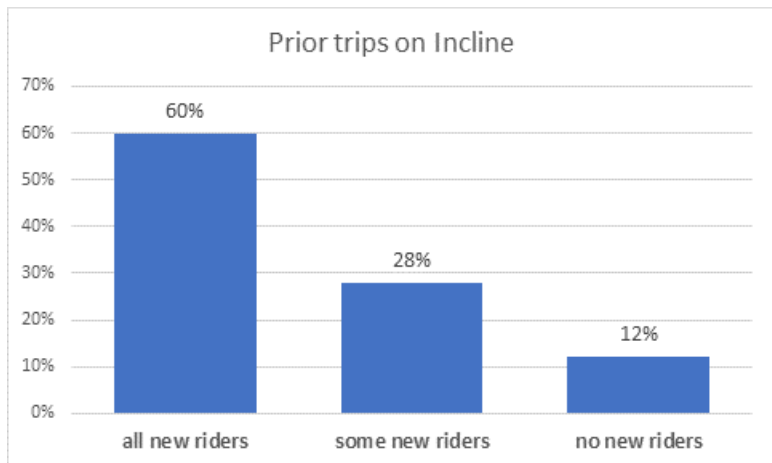
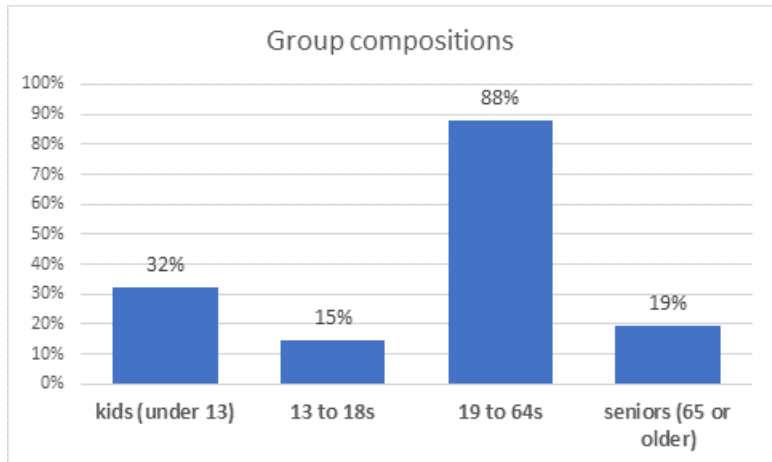
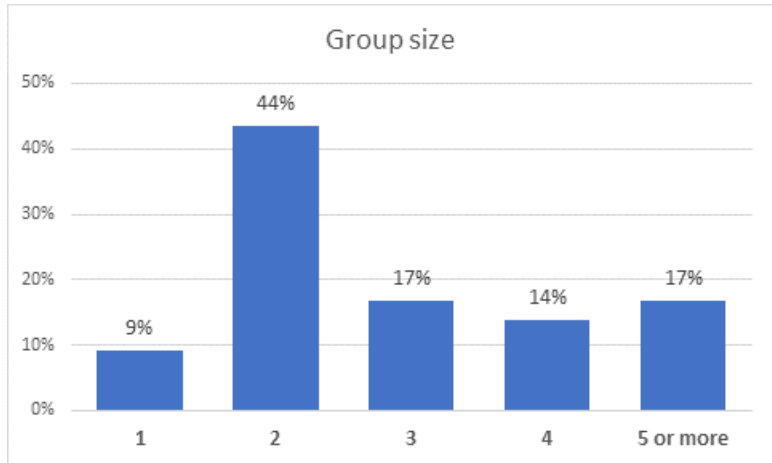
## CARTA 2026 Passenger Survey Report

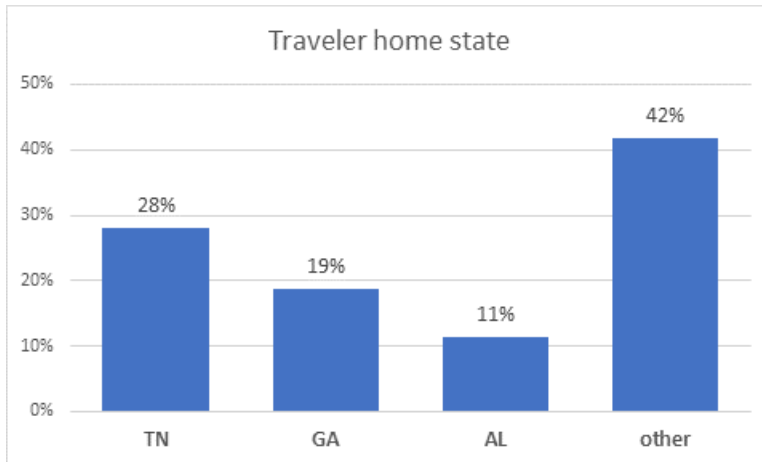
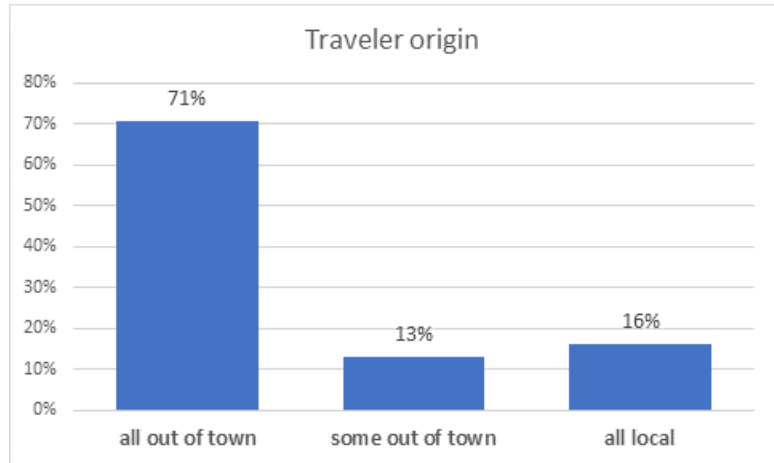
The chart below shows the average satisfaction score (omitting 3 Neutral . no opinon) for each of the attributes examined.

		<i>Lower score, darker green is greater satisfaction</i>					
		The Incline was well-maintained	The on-board audio recording was interesting and welcome	The stations were well-maintained	Parking was convenient and reasonably priced	The Incline was a good value for the cost	I am overall satisfied with the Incline Railway
<b>All respondents</b>	108	1.29	1.43	1.44	1.48	1.53	1.31
<b>Group size</b>							
1	10	1.50	1.50	1.70	1.50	1.25	1.33
2	47	1.33	1.38	1.33	1.47	1.68	1.38
3	18	1.29	1.44	1.71	1.60	1.36	1.13
4	15	1.13	1.45	1.33	1.43	1.60	1.21
5 or more	18	1.24	1.21	1.40	1.20	1.27	1.41
<b>Kids (under 13)</b>							
yes	35	1.21	1.19	1.47	1.27	1.48	1.33
no	73	1.34	1.48	1.43	1.52	1.52	1.31
<b>Teens</b>							
yes	16	1.38	1.43	1.47	1.53	1.27	1.07
no	92	1.28	1.38	1.44	1.43	1.55	1.36
<b>19 to 64s</b>							
yes	95	1.31	1.35	1.46	1.45	1.52	1.32
no	13	1.18	1.70	1.27	1.36	1.40	1.30
<b>Seniors</b>							
yes	21	1.32	1.53	1.28	1.32	1.65	1.44
no	87	1.29	1.35	1.48	1.47	1.47	1.29
<b>New riders?</b>							
All new riders	63	1.27	1.47	1.40	1.45	1.63	1.35
Some new riders	30	1.11	1.29	1.30	1.48	1.42	1.22
No new riders	13	1.54	1.55	1.62	1.67	1.22	1.10
<b>Out of town?</b>							
All out of town	74	1.24	1.45	1.30	1.42	1.52	1.30
Some out of town	14	1.50	1.50	1.55	1.13	1.56	1.50
All local	17	1.47	1.23	1.94	2.07	1.62	1.23
<b>State</b>							
Tennessee	26	1.44	1.71	1.50	1.79	1.60	1.30
Georgia	18	1.06	1.06	1.06	1.18	1.31	1.11
Alabama	11	1.64	1.44	1.44	1.64	1.80	1.44
Elsewhere	40	1.16	1.45	1.36	1.42	1.54	1.34
<b>How heard?</b>							
Friend or family	39	1.19	1.21	1.32	1.51	1.29	1.12
Internet search	28	1.26	1.40	1.37	1.37	1.70	1.38
Internet ad	3	*	*	*	*	*	*
Roadside billboard	11	1.55	1.50	1.20	1.27	1.10	1.36
Other	18	1.41	1.42	1.76	1.71	1.88	1.67
<b>Time in area</b>							
Just passing through	28	1.25	1.40	1.37	1.58	1.38	1.20
1 night	18	1.31	1.29	1.31	1.29	1.79	1.59
2 to 3 nights	31	1.07	1.30	1.23	1.14	1.46	1.14
4 nights or more	16	1.53	1.92	1.57	1.87	1.64	1.29

### Traveler characteristics

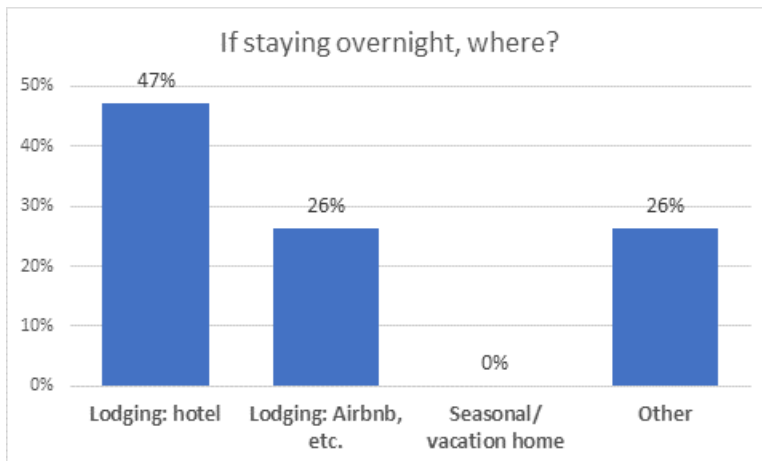
Charts on this and the next two pages show the distribution of Incline customer groups for various characteristics.



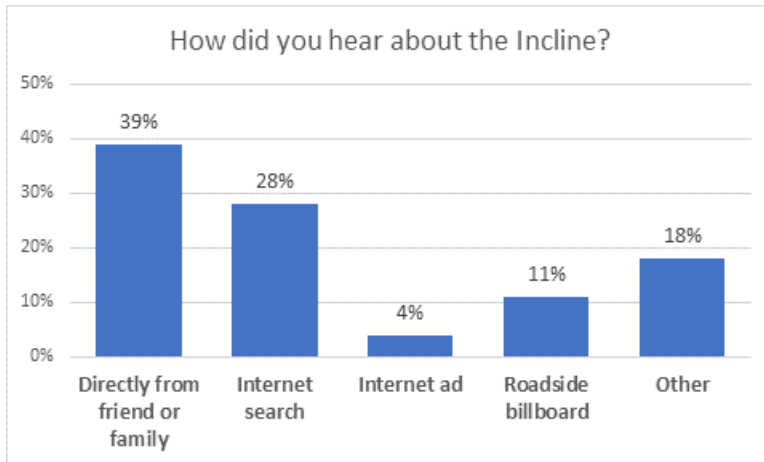
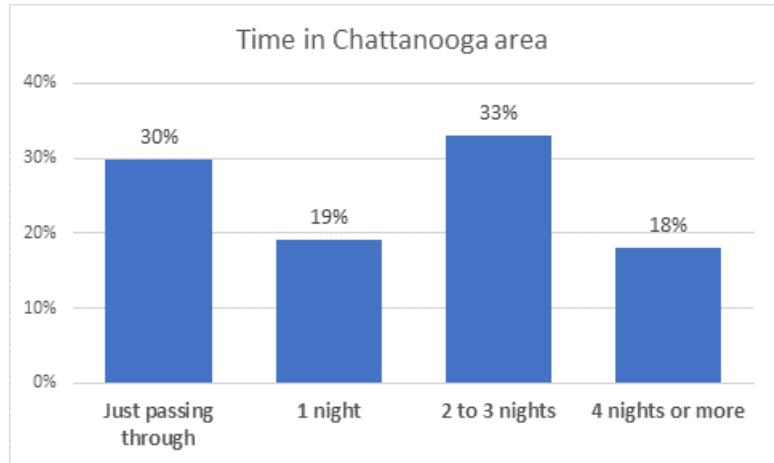


Full list of responses:

TN	27	SC	2
GA	18	IA	1
AL	11	IL	1
CA	4	KS	1
FL	4	KY	1
NC	3	LA	1
OH	3	MI	1
CT	2	MS	1
Europe	2	NV	1
IN	2	PA	1
ME	2	TX	1
MN	2	VA	1
MO	2	WI	1

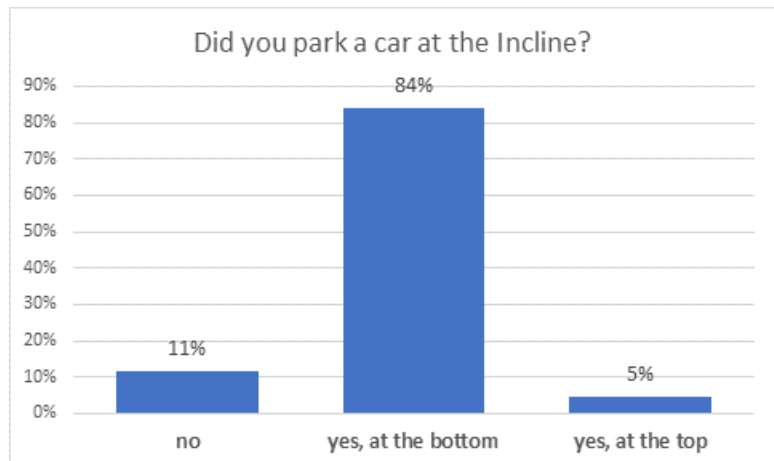


“Other” responses were mainly “family” and “friends.” Three respondents also identified camper or RV.



"Other" responses included:

- Been here
- CARTA
- google maps
- grew up here
- local at Waffle House
- Local knowledge
- Seeing it
- Staying near
- Was looking for clumpies, but it's closed




**Incline rider comments**

party size	state	Overall rating	other comments
4	PA	1	1st stop for all of our visitors! Found the audio somewhat difficult to understand.
3	OH	2	Bottom bathroom smells awful
1		1	Great experience
2	TN	1	Great experience <3
5	Europe	2	Great family experience
3	WI	1	great view
4	TN	1	Great!
2	TN	3	Guest areas in the outside are ice! NO FREE WATER?? Fix it.
0	TN	1	Had fun
2	TN	1	I didn't know the parking was paid - didn't see signs
2	AL	4	Make the exit better.
3		1	Me osto moodno :-)
4	TX	1	Meow
2	TN	4	More stuff to do at the top
3	CT		My friends wouldn't allow me
13	ME	1	Nice ride
2	LA	1	overall "well done"
4	CA	1	Really cool!
2	FL	1	Really interested in how the mechanism is maintained!
2	Europe	3	Since 2017 it's no more the world's steepest incline. Please see at "Stoosbahn" Switzerland with max gradient of 110% (47.7 degrees)!
2	TN	1	Since there is no free water, the water fountain needs to be fixed. Signage is outdated. Re-record audio
4	TN	1	Slay twin
5		2	So hot!
3	GA	1	Terrifying but so much fun!
8	GA	1	Thank you
2	MN	1	Thank you!
3	TN	1	Thank you!
2	AL	1	Thanks, we really enjoyed!
2	CT	4	The car smells like pee; couldn't hear it that well; ridiculous had to pay to park and ride; lame store; outdated information board; all around outdated; The Quarter Lookout took my money. Wasn't working; Incline Railway smelled like cat pee.
2	GA	1	Very scawy
2	GA	1	Was awesome
2	AL	1	Was great :-)
3	TN	3	Wasn't able to fill my water bottle because the water fountain is broken

CARTA 2026 Passenger Survey Report

party size	state	Overall rating	other comments
5	TN	1	We had fun - thanks!
2	KY	3	Where are the magnets and incline souvenirs?
2	AL	3	With all the construction, I feel children should be free. Glad to see it's opened after the fire. No incline photo on tickets anymore.
1	GA	1	You have an amazing crew of conductors that make sure everyone is safe

## Appendix A Survey versions



**CHATTANOOGA AREA REGIONAL  
TRANSPORTATION AUTHORITY**

# Customer Survey 2026

0315

**Español  
otro lado**

*Circle the number that best matches your answer.*

	Agree <u>strongly</u>	Neutral / <u>no opinion</u>	Disagree <u>strongly</u>
<b>1. Do you agree or disagree with each of the following:</b>			
a. Buses are generally on time.....	1	2	3
b. Weekday service (hours & frequency) is adequate .....	1	2	3
c. Saturday service (hours & frequency) is adequate.....	1	2	3
d. Sunday service (hours & frequency) is adequate .....	1	2	3
e. The fares are reasonable .....	1	2	3
f. I feel safe on buses and at bus stops .....	1	2	3
g. Buses are comfortable and clean.....	1	2	3
h. Bus drivers are courteous and professional .....	1	2	3
i. The Token Transit App works well.....	1	2	3
j. Bus stops are adequately sheltered/accessibile.....	1	2	3
k. CARTA is convenient for my needs .....	1	2	3
l. I am overall satisfied with CARTA .....	1	2	3

**2. How many years have you been riding CARTA?** \_\_\_\_\_

**3. How often do you typically ride CARTA?**  
 1 Less than 1 day per month   
  2 1 day per week   
  3 3 days per week   
  4 5 days per week  
 5 1 to 3 days per month   
  6 2 days per week   
  7 4 days per week   
  8 6 or 7 days per week

**4. How often do you use CARTA on SATURDAYS?**   
 Rarely/Never   
 Occasionally   
 Regularly

**5. How often do you use CARTA on SUNDAYS?**   
 Rarely/Never   
 Occasionally   
 Regularly

**6. Please list BUS ROUTES in the exact order you use them for THIS ONE-WAY TRIP.**

**START** →   →   →   →   → **END**  
1<sup>st</sup> Route      2<sup>nd</sup> Route      3<sup>rd</sup> Route      4<sup>th</sup> Route

----- Please continue on next page -----

7. Which **THREE** of the following would you most like to see? Please mark your preferences as **1** for first priority, **2** for second priority, and **3** for third priority.

- a. \_\_\_\_ **Cost:** CARTA kept fares low
- b. \_\_\_\_ **Shelters:** Your bus stops had well-maintained shelters, benches, etc.
- c. \_\_\_\_ **Frequency:** CARTA buses ran more frequently on WEEKDAYS
- d. \_\_\_\_ **Weekends:** CARTA buses ran more frequently on WEEKENDS
- e. \_\_\_\_ **Nights:** CARTA buses ran later at night
- f. \_\_\_\_ **Reliability:** CARTA buses had better on-time performance
- g. \_\_\_\_ **Comfort:** CARTA buses had softer seats, looked spotless
- h. \_\_\_\_ **Destinations:** CARTA service included bus routes to: \_\_\_\_\_
- i. \_\_\_\_ **Security:** Regular security patrols at transit centers
- j. \_\_\_\_ **Other:** (describe): \_\_\_\_\_

*PLEASE TELL US ABOUT YOURSELF*

**8. What is your student status (check the one that BEST describes you)**

<sub>1</sub> Not a student     
  <sub>3</sub> Middle school student     
  <sub>5</sub> Part-time college/university  
 <sub>2</sub> High school student     
  <sub>4</sub> Full-time college/university     
  <sub>6</sub> Vocational/technical/trade school

**9. How would you describe your race/ethnicity? (check all that apply)**

<sub>1</sub> White     
  <sub>3</sub> Asian     
  <sub>5</sub> Native American Indian  
 <sub>2</sub> African American/Black     
  <sub>4</sub> Hispanic or Latino     
  <sub>6</sub> Other \_\_\_\_\_

**10. Gender identity:**     
 Man     
 Woman     
 I prefer to self-describe

**11. What year were you born?** \_\_\_\_\_

**12. Your home zip code:** \_\_\_\_\_

**13. Your annual household income:**

<sub>1</sub> Below \$10,000     
  <sub>5</sub> \$35,000 - \$49,999  
 <sub>2</sub> \$10,000 - \$14,999     
  <sub>6</sub> \$50,000 - \$74,999  
 <sub>3</sub> \$15,000 - \$24,999     
  <sub>7</sub> \$75,000 - \$99,999  
 <sub>4</sub> \$25,000 - \$34,999     
  <sub>8</sub> \$100,000 or more

**14. How else could we improve service?**

***Thank you! Please return the completed survey to the survey staff***



# Incline Railway Customer Survey 2026

**Español  
otro lado**

*Please let us know who is riding the Incline Railway and how you feel about the experience.*

**1. HOW MANY adults and youth are in your travel group (including yourself)**  
 \_\_\_\_\_ under age 13    \_\_\_\_\_ 13 to 18    \_\_\_\_\_ 19 to 64    \_\_\_\_\_ 65 or older

**2. How many of your group has ridden the Incline before today?** \_\_\_\_\_

**3. How many of your group are from the local area?** \_\_\_\_\_

**4. For those not from the local area . . . ,**

**a. What is your home zip code?** \_\_\_\_\_

**b. How did you hear about the Incline?**     Directly from friend or family  
 Internet search     Social media     Roadside billboard     Other: \_\_\_\_\_

**c. How much time are you spending around Chattanooga?**  
 Just passing through     1 night     2 to 3 nights     4 nights or more

**d. If staying overnight, what type of accommodations are you staying in?**  
 Lodging--hotel     Lodging--Airbnb, etc.     Seasonal/vacation home     Other \_\_\_\_\_

**5. Did you park a car at the Incline?**  No     Yes, at the bottom     Yes, at the top  
*Circle the number that best matches your answer.*

<b>6. Do you agree or disagree with each of the following:</b>	<u>Agree strongly</u>	<u>Neutral / no opinion</u>	<u>Disagree strongly</u>		
a.-The on-board audio recording was interesting and welcome...	1	2	3	4	5
b.-The Incline was well-maintained .....	1	2	3	4	5
c. The stations were well-maintained.....	1	2	3	4	5
d. Parking was convenient and reasonably priced .....	1	2	3	4	5
e. The Incline was a good value for the cost .....	1	2	3	4	5
f. I am overall satisfied with the Incline Railway .....	1	2	3	4	5

**7 Any other comments?**

**Thank you! Please return the survey to the survey staff or survey collection box**



**Care-a-Van  
Customer Survey  
2026**

0315

**Español  
otro lado**

<b>1. Do you agree or disagree with each of the following:</b>	<u>Agree strongly</u>	<u>Neutral / no opinion</u>	<u>Disagree strongly</u>
a. The call center staff answer the phone promptly .....	1	2	3
b. The call center staff are courteous and knowledgeable.....	1	2	3
c. I can reserve a Care-a-Van ride at the times that I need.....	1	2	3
d. Care-a-Van shows up at the time they say it will .....	1	2	3
e. The travel time in the vehicle is reasonable given the distance of the trip .....	1	2	3
f. Drivers provide the help I need getting on and off the vehicle	1	2	3
g. Drivers provide the help I need to get to and from the building door .....	1	2	3
h. I feel safe on Care-a-Van.....	1	2	3
i. Care-a-Van vehicles are comfortable and clean .....	1	2	3
j. Care-a-Van fares are reasonable and a good value.....	1	2	3
k. Care-a-Van is convenient for my needs.....	1	2	3
l. I am overall satisfied with Care-a-Van .....	1	2	3

**2. How many years have you been riding Care-a-Van?** \_\_\_\_\_

**3. How often do you typically ride Care-a-Van?**

- 1 Less than 1 day per month   
  2 1 day per week   
  3 2 days per week   
  4 3 days per week   
  5 4 days per week   
  6 5 days per week   
  7 6 or 7 days per week

----- Please continue on next page -----

4. Which **THREE** of the following would you most like to see? Please mark your preferences as **1** for first priority, **2** for second priority, and **3** for third priority.

- a. \_\_\_\_\_ **Cost:** CARTA kept fares low
- b. \_\_\_\_\_ **App:** I could reserve trips directly using the internet or a Care-a-Van smartphone app
- c. \_\_\_\_\_ **Availability:** Care-a-Van had more vehicles allowing me to get a ride when I needed
- d. \_\_\_\_\_ **Pick-up window:** Care-a-Van could guarantee pick-ups inside the 30-minute window
- e. \_\_\_\_\_ **Comfort:** Care-a-Van vehicles had softer seats, looked spotless
- f. \_\_\_\_\_ **Call Center:** The call center staff were more prompt, knowledgeable, and courteous
- g. \_\_\_\_\_ **Drivers:** Care-a-Van drivers were more courteous and helpful
- h. \_\_\_\_\_ **Coverage:** Care-a-Van maintained and expanded service outside Chattanooga city limits.
- i. \_\_\_\_\_ **Other:** (describe): \_\_\_\_\_

*PLEASE TELL US ABOUT YOURSELF*

5. What is your student status (**check the one that BEST describes you**)

- 1 Not a student
- 2 High school student
- 3 Middle school student
- 4 Full-time college/university
- 5 Part-time college/university
- 6 Vocational/technical/trade school

6. How would you describe your race/ethnicity? (**check all that apply**)

- 1 White
- 2 African American/Black
- 3 Asian
- 4 Hispanic or Latino
- 5 Native American Indian
- 6 Other \_\_\_\_\_

7. Gender identity:

- Male
- Female
- I prefer to self-describe

8. What year were you born? \_\_\_\_\_

9. Your home zip code: \_\_\_\_\_

10. Your annual household income:

- 1 Below \$10,000
- 2 \$10,000 - \$14,999
- 3 \$15,000 - \$24,999
- 4 \$25,000 - \$34,999
- 5 \$35,000 - \$49,999
- 6 \$50,000 - \$74,999
- 7 \$75,000 - \$99,999
- 8 \$100,000 or more

11. How else could we improve service?

**Thank you! Please return the completed survey to the survey box**



**CARTA GO**  
**Customer Survey**  
**2026**

0315

**Español**  
**otro lado**

*Circle the number that best matches your answer.*

<b>1. Do you agree or disagree with each of the following:</b>	<u>Agree strongly</u>	<u>Neutral / no opinion</u>	<u>Disagree strongly</u>		
a. The CARTA GO smartphone App works well .....	1	2	3	4	5
b. The CARTA GO ride comes quickly after a request.....	1	2	3	4	5
c. The travel time to my destination is reasonable .....	1	2	3	4	5
d. CARTA GO fares are reasonable and a good value .....	1	2	3	4	5
e. CARTA GO vehicles are comfortable and clean .....	1	2	3	4	5
f. CARTA GO drivers are courteous and professional .....	1	2	3	4	5
g. I feel safe on CARTA GO.....	1	2	3	4	5
h. The CARTA GO connection to Route 4 works well.....	1	2	3	4	5
i. CARTA GO is convenient for my needs.....	1	2	3	4	5
j. Weekday service hours are adequate .....	1	2	3	4	5
k. Saturday service hours are adequate .....	1	2	3	4	5
l. I am overall satisfied with CARTA GO .....	1	2	3	4	5

**2. How many years have you been riding CARTA?** \_\_\_\_\_

**3. How often do you typically ride CARTA GO?**

- 1 Less than 1 day per month  
  2 1 day per week  
  3 2 days per week  
  4 3 days per week  
  5 4 days per week  
  6 5 days per week  
  7 6 or 7 days per week

**4. How often do you use CARTA GO on WEEKDAYS?**  
 Rarely/Never  
 Occasionally  
 Regularly

**5. How often do you use CARTA GO on SATURDAYS?**  
 Rarely/Never  
 Occasionally  
 Regularly

**6. How often does your CARTA GO trip include a connection to the Route 4 Eastgate/Hamilton Place bus?**  
 Rarely/Never  
 Occasionally  
 Regularly

----- *Please continue on next page* -----

7. Which **THREE** of the following would you most like to see? Please mark your preferences as **1** for first priority, **2** for second priority, and **3** for third priority.

- a. \_\_\_\_\_ **Cost:** CARTA kept fares low
- b. \_\_\_\_\_ **App:** The CARTA GO smartphone app were easier to use, had better features
- c. \_\_\_\_\_ **Frequency:** CARTA GO had more vehicles and faster pick-ups on WEEKDAYS
- d. \_\_\_\_\_ **Weekends:** CARTA GO ran more vehicles and faster pick-ups on WEEKENDS
- e. \_\_\_\_\_ **Nights:** CARTA GO ran later at night
- g. \_\_\_\_\_ **Comfort:** CARTA GO vehicles had softer seats, looked spotless
- h. \_\_\_\_\_ **Route 4 Connection:** CARTA GO had a shorter transfer time with Route 4
- h. \_\_\_\_\_ **Service zone area:** CARTA GO service zone were bigger
- j. \_\_\_\_\_ **Other:** (describe): \_\_\_\_\_

*PLEASE TELL US ABOUT YOURSELF*

**8. What is your student status (check the one that BEST describes you)**

<sub>1</sub> Not a student     
  <sub>3</sub> Middle school student     
  <sub>5</sub> Part-time college/university  
 <sub>2</sub> High school student     
  <sub>4</sub> Full-time college/university     
  <sub>6</sub> Vocational/technical/trade school

**9. How would you describe your race/ethnicity? (check all that apply)**

<sub>1</sub> White     
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  <sub>5</sub> Native American Indian  
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  <sub>4</sub> Hispanic or Latino     
  <sub>6</sub> Other \_\_\_\_\_

**10. Gender identity:**     
 Male     
 Female     
 I prefer to self-describe

**11. What year were you born?** \_\_\_\_\_

**12. Your home zip code:** \_\_\_\_\_

**13. Your annual household income:**

<sub>1</sub> Below \$10,000     
  <sub>5</sub> \$35,000 - \$49,999  
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  <sub>6</sub> \$50,000 - \$74,999  
 <sub>3</sub> \$15,000 - \$24,999     
  <sub>7</sub> \$75,000 - \$99,999  
 <sub>4</sub> \$25,000 - \$34,999     
  <sub>8</sub> \$100,000 or more

**14. How else could we improve service?**

***Thank you! Please return the completed survey to the survey staff***