


UTC Project Information	
Project Title	Long Term Trends in Patron Satisfaction of DC Circulator
University	Howard University
Principal Investigator	Errol Noel, Ph.D.
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Funding Source(s) and Amounts Provided (by each agency or organization)	Research and Innovative Technology Administration University Transportation Centers Program (\$100,000) District of Columbia Department of Transportation (\$50,000) Howard University (\$25,800)
Total Project Cost	\$175,800
Agency ID or Contract Number	DTRT12-G-UTC21
Start and End Dates	January 2012 – October 2013
Brief Description of Research Project	The DC Circulator is a local transit system designed to facilitate travel to and within the central business area in the District of Columbia. Since its inception in 2005, the Downtown DC Business Improvement District (DCBID) and the District Department of Transportation (DDOT) have been conducting surveys to assess patron trends and feedback, including their satisfaction with the services provided. The Circulator routes provide access from fringe areas to Metro rail and bus services. The Circulator was formed as a public-private enterprise that involves the DDOT, the Washington Metropolitan Transit Authority (WMATA) and DC Surface Transit, Inc. As part of its performance management program, DCBID conducted surveys of patrons during summers over the seven year period of 2005-2011. Although the data provided snapshots of consumer opinion and feedback, there was no analysis to examine how the observed variables changed over the years. In addition, the scope of the data collection was not intended to provide information for determining whether there were seasonal variations in patron perception of the quality of service. This study provides some of the trends in patron feedback and perception of the quality of service of DC Circulator using survey data compiled over the seven-year period, in addition to data collected by the research team in summer and fall of 2012. This report also presents seasonal variations (over summer and fall) in the

	perception of quality of service.
Describe Implementation of Research Outcomes (or why not implemented)	
Place Any Photos Here	<p style="text-align: center;">DC Circulator</p> 
Impacts/Benefits of Implementation (actual, not anticipated)	DCBID will continue to conduct only the Summer surveys annually in addition to exploring the use of alternative survey techniques (online, on-board, etc) in order to reduce administration cost.

<p>Web Links</p> <ul style="list-style-type: none">• Reports• Project Website	<p>Final report (MNTRC Website): http://transweb.sjsu.edu/project/1138.html</p> <p>Final report (TRB Website): http://trid.trb.org/view/2013/M/1266294</p>
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