

## **Ridership Data Collection**

### **Bloomington Public Transit Corporation**

RLS conducted a 100% on/off count as well as a transfer matrix for Bloomington Transit (BT) fixed routes. RLS hired temporary employees to ride BT fixed route buses and count the number of boardings and alightings at each stop along with transferring passengers. Counts were conducted in weekdays, Saturday, and Sunday.

To conduct the transfer matrix, counters collected transfer slips at each of the designated transfer points as well as handed out a short survey to count the number of student and pass rider transferring.

RLS tabulated all of the counts into Microsoft Excel spreadsheets that totaled the amount of boardings, alightings, and transfers by route and weekday, Saturday, and Sunday.