

## **Dataset of microtransit consumer market in the Sacramento Area, California**

Datasets available at: <https://doi.org/10.25338/B8VK84>

(This dataset supports report **Exploring the Consumer Market of Microtransit Services in the Sacramento Area, California**, <https://doi.org/10.7922/G2HX1B0S>).

This U.S. Department of Transportation-funded dataset is preserved by the University of California in the digital repository Dryad (<https://datadryad.org/>), and is available at <https://doi.org/10.25338/B8VK84>.

The related final report **Exploring the Consumer Market of Microtransit Services in the Sacramento Area, California**, is available from the National Transportation Library's Digital Repository at <https://rosap.ntl.bts.gov/view/dot/61873>.

### **Metadata from the Dryad Repository record:**

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Abstract: A new transit business model, microtransit, with inclusion of technology innovations is emerging in the market. Given its potential to address the equity, accessibility, and environmental needs of the public, public transportation agencies are experimenting with real-life models of this service to fill gaps in traditional transit in the US. However, why some people are interested in microtransit while other are not, remains an open question. What factors could strengthen or discourage a microtransit adopter to continue to use it? Who are these early adopters of microtransit? Previous literature has explored limited factors that influence microtransit ridership, such as availability and accessibility, wait time, app, and booking system. Guided by the theory of planned behavior, this study aims to fill the gap by conducting a large-scale survey focus on microtransit adopters and other means of transportation users in the Sacramento area of California in 2021 to address these research questions. The results will help transportation planners better understand important factors that influence the adoption and use of microtransit, and thereby make well-informed decisions to encourage this new business model in the future.

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### **Recommended Citation:**

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### **Dataset description:**

This dataset contains 1 .zip file collection below.

**doi\_10.25338\_B8VK84\_\_v6.zip:**

- README\_revised.docx
- Microtransit\_Data.sav

File Type Descriptions

- The .docx file is a Microsoft Word file, which can be opened with Word and other free word processor programs, such as Kingsoft Writer, OpenOffice Writer, and ONLYOFFICE.
- The .sav file type is associated with SPSS, which are binary files that can only be used by the computing system which created them, such as Windows. (For more information on .sav files and software, please visit <https://www.file-extensions.org/sav-file-extension-spss-data-sets-database>)

**National Transportation Library (NTL) Curation Note:**

As this dataset is preserved in a repository outside U.S. DOT control, as allowed by the U.S. DOT's Public Access Plan (<https://doi.org/10.21949/1503647>) Section 7.4.2 Data, the NTL staff has performed *NO* additional curation actions on this dataset. NTL staff last accessed this dataset at <https://doi.org/10.25338/B8VK84> on 2022-05-27. If, in the future, you have trouble accessing this dataset at the host repository, please email [NTLDataCurator@dot.gov](mailto:NTLDataCurator@dot.gov) describing your problem. NTL staff will do its best to assist you at that time.