

QLINE



QLINE
DETROIT



**ANNUAL
REPORT
2023**



TABLE OF CONTENTS

A Letter from M-1 President Lisa Nuskowski | 2

Ridership on the Rise | 4

Who Rides the QLINE | 5

Why Ride the QLINE | 7

Partnerships | 8

Performance | 9

The Team | 10

Thank You | 11



A Letter From M-1 RAIL President Lisa Nuzkowski



At its core, the QLINE has always been a public-private investment in the future of transit for Detroit's Greater Downtown and beyond. Through construction, the streetcar's initial startup, a once-in-a-generation pandemic, and now our reemergence over the last two years, we have had the unwavering support of our board and donors. With more than \$150 million in philanthropic and private contributions and thousands of hours of pro-bono time, their commitment to this project has helped the QLINE overcome unprecedented obstacles. We are also thankful for the state legislature and Governor Whitmer's support in helping to strengthen QLINE's long-term financial future, with \$5 million annually in operational funding approved late last year.

I'm proud to report that these investments are paying off and helping establish the QLINE as the streetcar system we all hoped and envisioned it could be: a transit option that connects residents, workers, and students to world-class healthcare, jobs, and education on a reliable system that is accessible to people of all walks of life.

Today, we are delivering on that promise, with faster service than ever, thanks to the expertise and commitment of our local management and operations team. More importantly, we are well-positioned to continue improving toward our goal of 15 minutes or less service for all QLINE riders.





Improved service is one reason the QLINE's ridership continues to grow, outpacing the national average for riders returning to transit, post-pandemic. Our continued focus on building stronger connections with the businesses, institutions, and people along the corridor is also critical to our success. In September 2022, we wrapped the streetcar in partnership with the DIA, encouraging Detroiters to "Gogh to the DIA" to support the landmark Van Gogh exhibit. We will soon launch additional programming and community events aboard the streetcar to help continue the momentum.

In February, M-1 RAIL partnered with Wayne State University's Parking and Transportation Department to launch a pilot park-and-ride program. This summer, we've expanded the program to include all weekends and weeknights featuring some of Detroit's most prominent events and concerts to help facilitate a better flow of traffic downtown and deliver an affordable, convenient option for event-goers.

However, we are most proud of the work we've done to integrate the QLINE into the regular travel routines of so many Detroiters. From the transit-dependent to the choice-rider, the QLINE is utilized most for daily commutes from home to work, to essential healthcare and errands, and as a mode that connects with other forms of transportation throughout the city and region to help move people reliably and efficiently, wherever they need to go.

This report provides a snapshot of our progress and a closer look at our riders, their experiences, and why they take the QLINE. It includes facts and figures from our rider intercept and online surveys and provides a clear picture of what I see every day aboard the QLINE. I encourage all of you, whether you're a first-time rider or a regular, to see for yourself, the service and experience we provide on the QLINE.

Thank you!

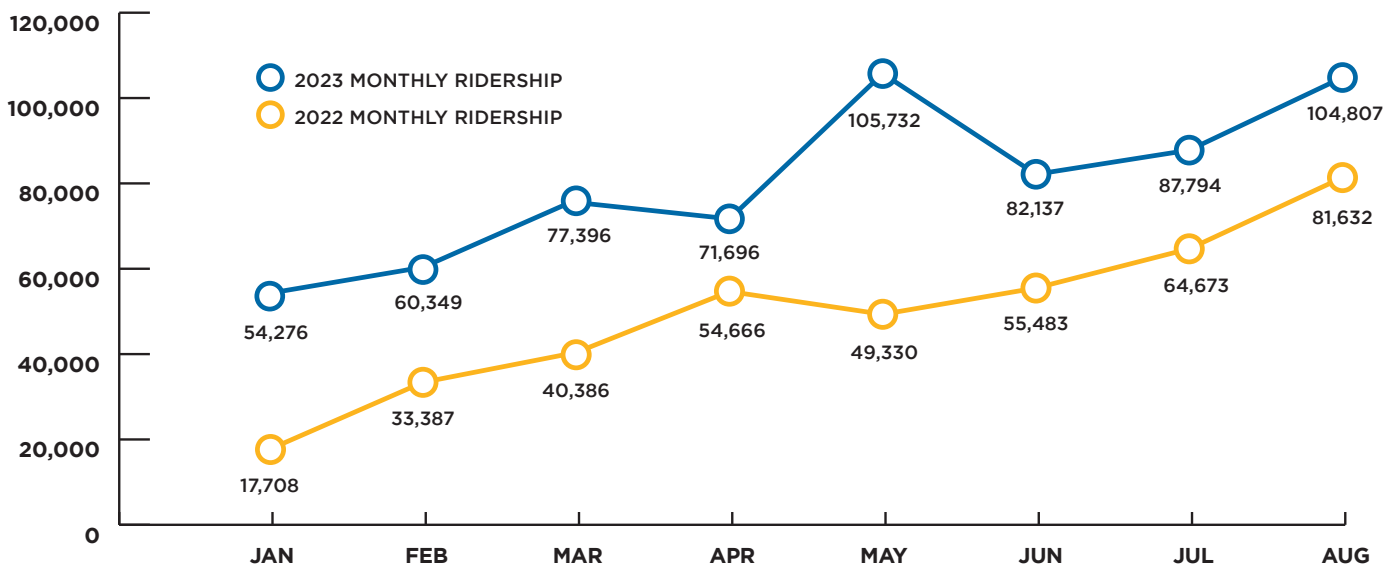
Ridership on the Rise

2,629

The QLINE averaged over 2,600 riders daily over the first eight months of 2023.

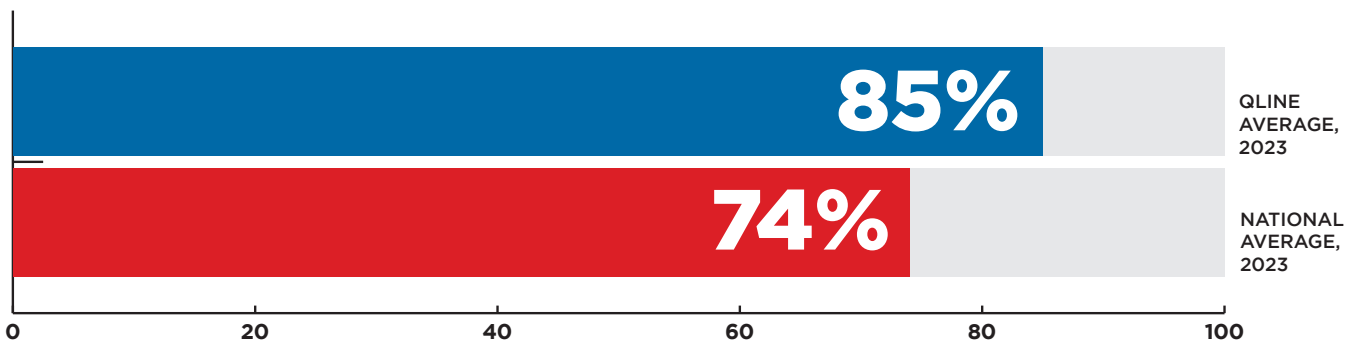
MONTHLY AVERAGE RIDERSHIP 2022 VS. 2023

The QLINE's ridership continues its steady growth since restart in Fall 2021. **Ridership is up 62%** in 2023 compared to 2022.



POST PANDEMIC: RIDERS RETURN TO THE QLINE AT A HIGHER RATE THAN THE NATIONAL AVERAGE FOR TRANSIT

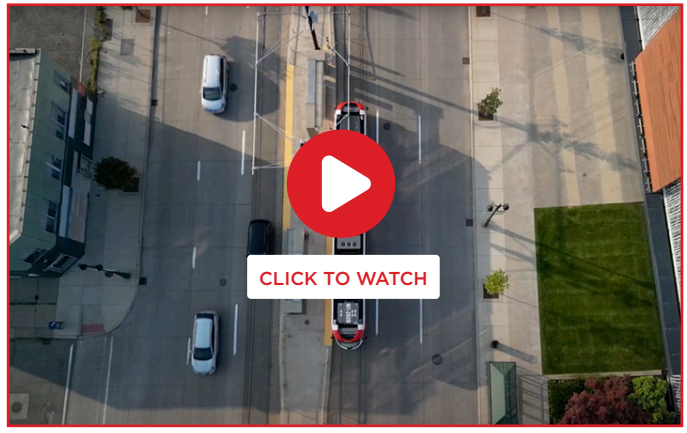
The QLINE's ridership is outpacing national trends for return to transit post-COVID-19 despite the fact that under 50% of downtown workers have returned to offices in Detroit.



Who Rides the QLINE

Riders share their stories, where they are going, why they ride, and what they love about the QLINE.

A Day in the Life of the QLINE



Why I Ride the QLINE



  For more rider experiences, visit us on Instagram [@qlinedetroit](#) or Youtube [@qlinedetroit](#)

To learn more about our riders and why they use the QLINE, M-1 RAIL conducted a rider intercept survey aboard the streetcar in late May, covering several days of morning and evening commutes, lunchtime, afternoon, and one special event. An additional 800 riders were surveyed online to gather more information about our riders and their experiences on the QLINE.



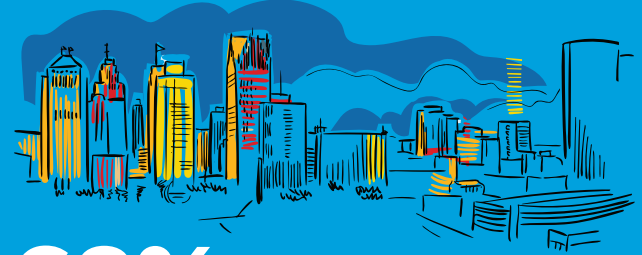
DEMOGRAPHICS

RACE/ ETHNICITY



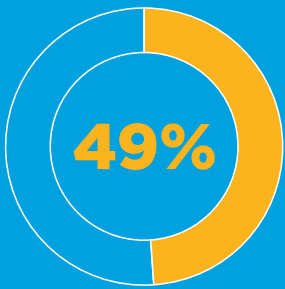
75% identify as people of color

RESIDENCY

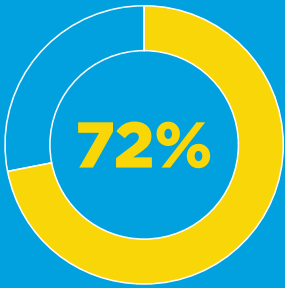


68% of QLINE riders are Detroiters

INCOME

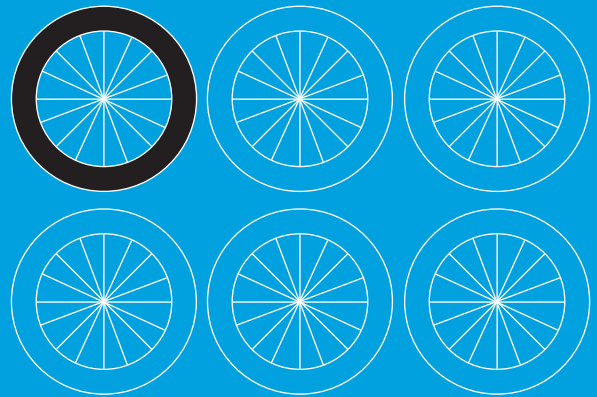


live in households that earn **less than \$25K annually**



live in households that earn **less than \$50K annually**

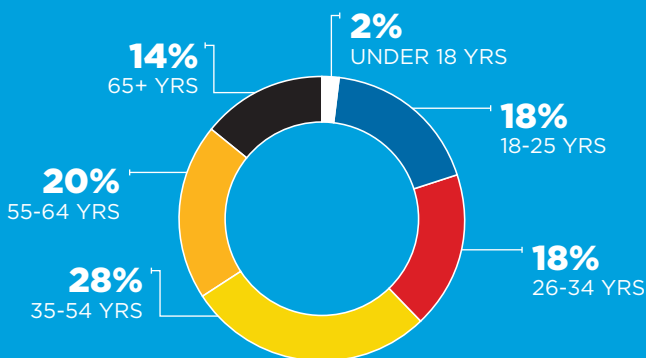
MULTI-MODAL/ OTHER MODES



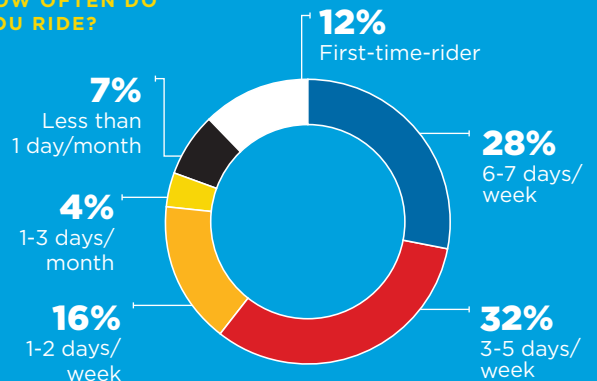
1 IN 6 QLINE riders use a **mobility device or stroller**

73% report using **other modes of transit** in addition to QLINE

AGE



HOW OFTEN DO YOU RIDE?



Why Ride the QLINE

The QLINE is utilized for various purposes, including access to jobs, education, healthcare, recreation, and daily errands.



CONVENIENCE

the most frequent word riders associate with riding the QLINE

85%

Among riders, 85% would ride more often or much more often if the route was extended

PURPOSE FOR TRIP



of trips **start or end at home**



of trips are **work-related**



of trips involve access to **recreation or entertainment**



of trips involve **dining or shopping**



of trips are **school or college-related**

Partnerships

Park and Ride

Beginning in February, the QLINE partnered with Wayne State University's Parking and Transportation Department to launch a pilot park-and-ride program on weekends and special event nights. QLINE riders park for \$5 daily at Wayne State Parking Lot 12, located at 6050 Woodward, next to the QLINE Amsterdam station, and ride for free to access destinations, concerts, games, and other events. M-1 RAIL is pleased to announce that park and ride will be available this fall for Detroit Lions games for the first time.



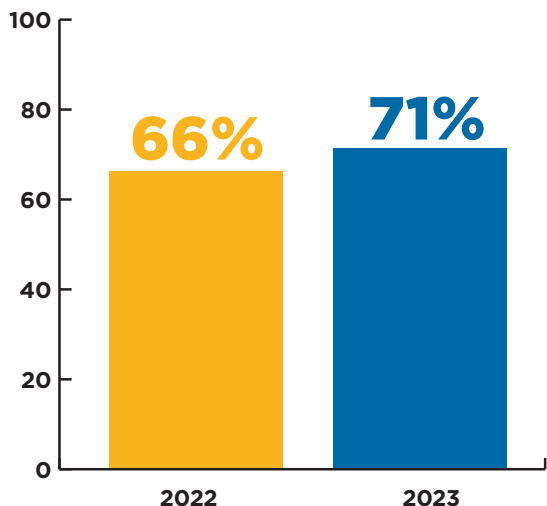
QLINE Wraps Encourage You to "Gogh to the DIA"

The QLINE's street-cars featured *Portrait of Postman Roulin* and *Bank of the Oise at Auvers*, two works from the DIA's permanent collection to help promote the DIA's landmark exhibit throughout the fall of 2022.



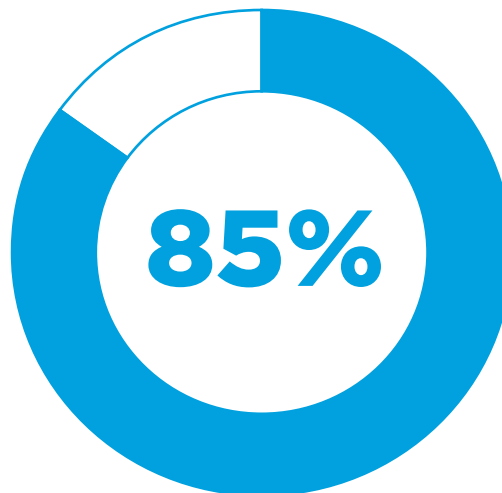
Performance

QLINE performance continues to improve



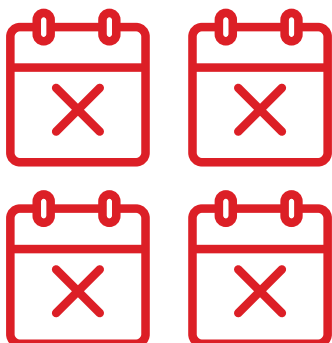
Streetcars are arriving in 15 minutes or less on 71% of trips in 2023, up from 66% in 2022.

Satisfaction with the QLINE has never been higher.



85% of QLINE riders report being "very satisfied" or "satisfied" with the trip.

Thanks to the ability to tow cars directly, vehicle blockages are down from daily to one every five days.



Among riders, 85% would ride more often or much more often if the route was extended.



The Team



Matt Cullen
CEO



Lisa Nuzzkowski
President



Rachel Schmuhl
General Manager



Mark Jones
Operations Manager



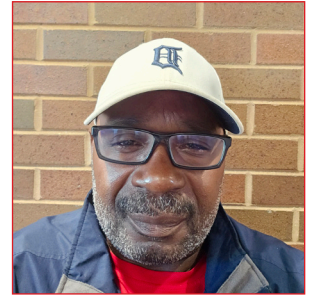
Lyle Dungy
Chief Safety Officer



Stacey Babcock
Safety Manager



Brian West
Fleet Manager



Stevie Sketlon
MOW Manager



Marcus Stewart
Training Manager



Dasia Mack
RTA & Technical
Program Manager



Sommer Woods
External Relations



Dan Lijana
Communications Officer

Thank You

We thank our board, partners, and supporters for their contributions to the QLINE and for helping us deliver faster and more consistent service than ever before. We appreciate our riders and will continue to work every day to make QLINE the most convenient and comfortable mode of transit in Greater Downtown Detroit.

Chairman Roger S. Penske
PENSKE CORPORATION

Vice Chairman Dan Gilbert
QUICKEN LOANS

CEO Matthew P. Cullen
JACK ENTERTAINMENT

Jared Fleisher
JMF STRATEGIES, LLC

George W. Jackson, Jr.
VENTRA, LLC

Kevin Johnson
DETROIT ECONOMIC GROWTH CORPORATION

Eric Larson
DOWNTOWN DETROIT PARTNERSHIP

Mike McLauchlan
OLYMPIA DEVELOPMENT

Treasurer Darrell Burks
PWC (RETIRED)

Secretary Dave Blaszkievicz
INVEST DETROIT

Susan Mosey
MIDTOWN DETROIT, INC.

Faye Nelson
W.K. KELLOGG FOUNDATION

Rip Rapson
THE KRESGE FOUNDATION

Robert Riney
HENRY FORD HEALTH

OUR SPONSORS

THE
KRESGE
FOUNDATION



ROCKET
Companies



DMC
DETROIT MEDICAL CENTER



FCA
FOUNDATION



**HENRY
FORD
HEALTH**

Ilitch Holdings, Inc.

**WAYNE STATE
UNIVERSITY**

