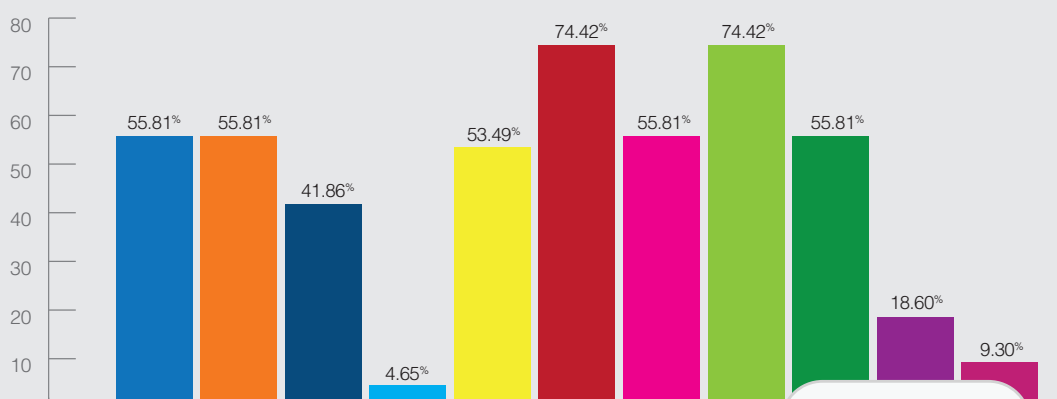
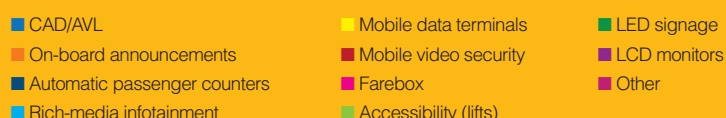




# TRANSIT AGENCY SURVEY '18

side 1

## What kind of transit tech is on your vehicles?

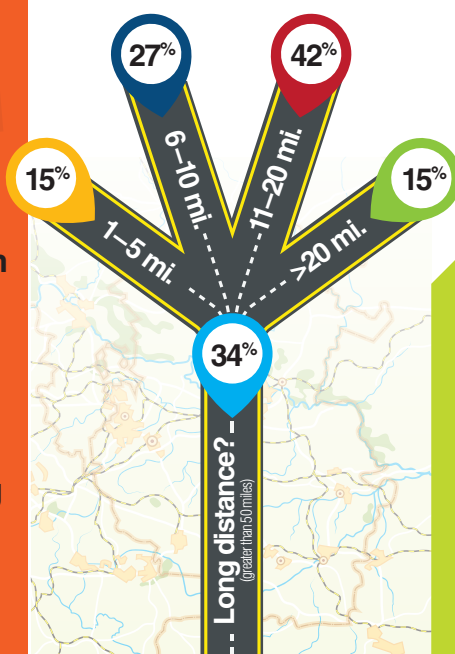


## RFP PROCESS

- Biggest headache?**
- #1: Preparation
  - #2: Technical reqs
  - #3: Determining outcomes

- Biggest source of stress?**
- #1: Comparing offerings
  - #2: Determining value vs. price
  - #3: Importance of features

## AVERAGE ROUTE LENGTH?



## ride sharing partnerships?

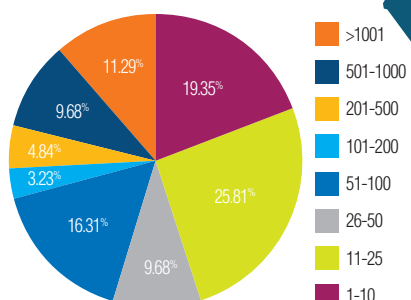


Smart device payment for transit fares?

**83%** of agencies say 'no.'

## Agency size

(by number of vehicles)

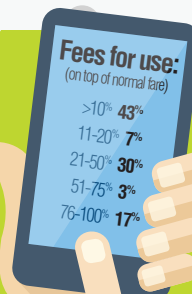


## Dial-a-ride?

**54%** YES **46%** NO

Additional cost for use?

Yes: 46% No: 54%



## Ridership attitudes

How do you engage with riders to discover their feelings about transit?

- In-person surveys (51%)
- Social media (18%)
- Community events (12%)
- Telephone surveys (8%)
- Online polls (6%)
- Focus groups (2%)
- Direct mail surveys (2%)

What has been the rider participation or response rates to these efforts?

- As expected (35%)
- Better than expected (33%)
- Mediocre (18%)
- Poor (8%)
- Exceeded expectations (6%)

## Fares, revenue, & operating costs

Do rider fares cover the operating costs of your transit agency?

**91%** say 'no.'

Percentage of agencies who report that fares cover **less than 51%** of costs:

**72%**

Percentage of agencies who rely on government funding and grants to make up the shortfall:

**69%**

## Types of rider feedback



## CONSTRUCTION:

#1 reason for temporary route adjustments & detours



## Park'n'ride space for riders?



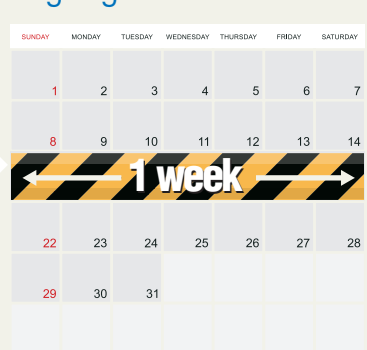
**77%** YES **23%** NO

## Rider feedback means of contact

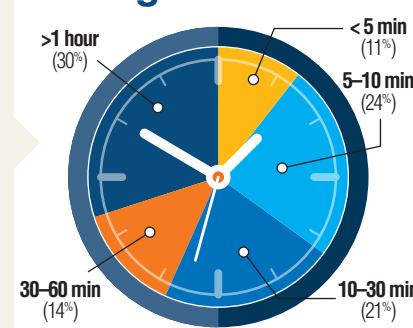
- Telephone • 55%
- Email • 18%
- Social media • 12%
- In person • 8%
- Online forms • 6%

means of contact

## Average duration of detour



## How long to make changes to routes?



## Self-driving vehicles

ANY INTEREST?

**75%** SAY 'NO'

WHY NO INTEREST?

**55%** TECH NOT READY

TIMELINE TO BUY?

**52%** 3-5 YEARS

WHY PURCHASE?

**66%** SAVE MONEY ON STAFFING AND OPERATIONS



# TRANSIT AGENCY SURVEY '18

side2

## Green vehicles

Have any interest?

YES  
77%

Biggest reason to adopt?

COST EFFICIENCY  
27%

Have a plan to adopt?

YES  
55%



Energy preference?

ELECTRIC  
69%

Timeline for adoption?

ALREADY HAVE  
57%

Why no interest?

TECH NOT READY  
28%

## Upgrades

How are you improving your transit vehicles?



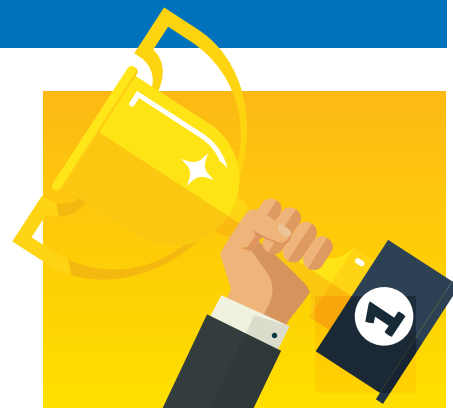
On-board announcements  
29%



On-board Wi-Fi  
25%



On-board infotainment  
17%



## WINNER!

### On your last RFP...

What was the primary reason you selected the winning vendor?

- ☒ Price (40%)
- ☐ User experience (14%)
- ☐ Firm experience (11%)
- ☐ System design (7%)
- ☐ Solution was perfect fit (7%)

What was the primary reason you didn't select the vendor who came in second?

- ☒ Price (29%)
- ☐ Solution was not a fit (25%)
- ☐ Firm experience (21%)
- ☐ User experience (14%)
- ☐ System design (7%)
- ☐ Internal politics (7%)

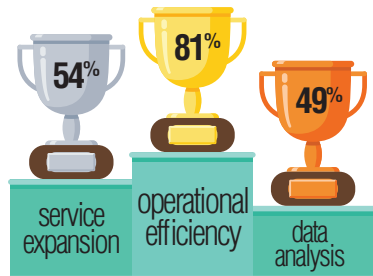
Did you have a preferred vendor in mind before reviewing the proposals you received?

- ☒ No (57%)
- ☐ Yes (43%)

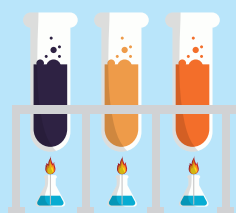
If you did have a vendor in mind prior to reviewing proposals, did you end up changing your mind and go with a different provider?

- ☒ No (67%)
- ☐ Yes (33%)

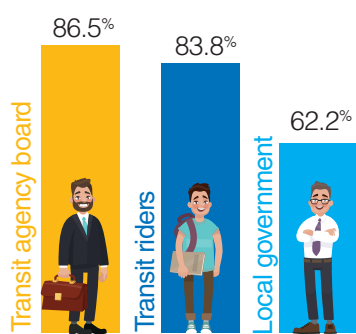
### Top 3 reasons for permanent route changes:



Average time spent researching new routes:  
**2-6 months**



### Who do you consult when changing routes?



## What tech stops?

- 32.5% Public address
- 55% Video security
- 35% Ticket/pass purchasing
- 30% LED signage
- 27.5% LCD monitors
- 25% Other



### Do you offer bike and ride spaces?

**YES 73%**

### Utilization rate of this service?

- <10 percent • 67%
- 11-25 percent • 21%
- 26-50 percent • 6%
- >51 percent • 6%

## Who toots your horn?

TRANSIT AGENCY MARKETING & OUTREACH

### ANNUAL MARKETING BUDGET

Agencies who devote less than 2% of their budget to advertising and outreach efforts:

**63%**

### RESPONSIBILITY

Who is responsible for your agency's marketing and promotion efforts?

54% Staff specialist   7% Group effort   28% Agency   11% No one

### ACTIVE CAMPAIGN?

Do you have an active, sustained marketing campaign for your transit agency?

YES 58%   NO 42%

# 80%

of transit agencies receive \$5307 or \$5311 formula grants.

What kind of

## passenger info tools

do you provide to your riders?

- Vehicle tracking websites
- Vehicle tracking mobile apps
- SMS (text alerts)
- Dial-a-ride
- Printed schedules
- Recorded voice schedule
- Other

