



Reliability 18.6%

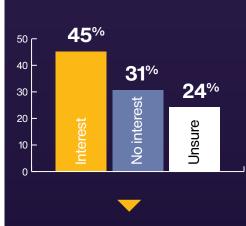
Deployment timeline 16.1%

Price/Customer support (tie) 13.7%



RICH-MEDIA INFOTAINMENT

on vehicles or at stations



Where would you place your infotainment system?

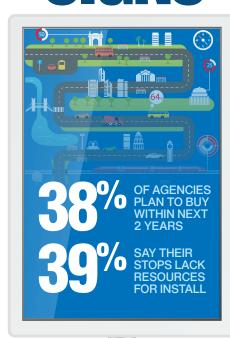






Station

Printed signs 55.1% Static LED displays 6.2% Real-time LED displays 17.9% Static LCD displays 3.3% Real-time LCD displays 7.7% Static e-paper displays 1.1% Real-time e-paper displays 2.2% None 6.8%



LAST MILE

Microtransit or ride sharing 8%

Deviated fixed route



MILLENNIALS

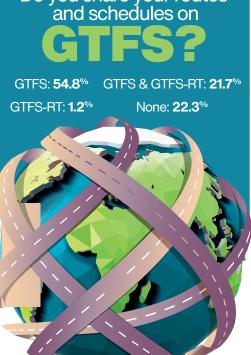
Do you actively market your transit service to their demographic?

do not



POWERED SIGNS

38.1%



ADVERTISING

OPTIONS



23.9% Print ads at stations

6.8% Video ads on vehicles

Video ads at stations 7.2%

Audio ads on vehicles

2.4% Audio ads at stations

12.4% None



on staff to sell

Annual turnover turnover 1-10% 11-25% 18.9% 26-50% 51-75% 76+ BOSS None 34% Most common reasons Low pay/benefits Hired away Unknown **32.1**% **16**% **12.2**% ? **S**



Long term performance.

How much does long term (5+ years) performance factor into your decision?

A lot. It must deliver long-term performance with minimal issues.

.8%

Some. We'll deal with the occasional hiccup as long as it works most of the time.

Very little. It it doesn't work, we'll just replace it.

Value or performance.

Which is more important when making a decision about transit tech?

