



Transit Rider Survey '19

UTILIZATION TRENDS

OF PUBLIC TRANSIT SINCE 2018

INCREASED USE

33% attribute their increase to moving to a more metropolitan area.

15% attribute their increase to new service or route offerings.

24%

27% attribute their decrease to the purchase of a more reliable vehicle.

18% attribute their decrease to a move to a more rural area.

DECREASED USE

20% attribute their decrease to cuts in service or route offerings.

48%



Ride Sharing

Has the availability of services such as Uber® and Lyft® reduced your use of public transit?

66% say 'no'

Top reason for choosing public transit over ride sharing option:

CO\$T

Top 3 reasons for choosing a ride sharing solution:

24%

Shorter travel time

18%

Less crowded

15%

Pick-up/drop-off location

DETOURS

Frequency of detours

43.6%

say less than one per month

How do you most often find out about detours?

#1: What notification?

#2: Transit app

#3: Station signage / transit agency website (tie)

How far in advance do you learn about detours?

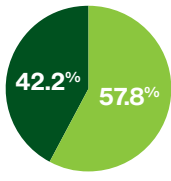
#1: What notification?

#2: 60 min or less

#3: 1 week or more

GOVERNMENT support for public transit

Does your local/state government support public transit initiatives?



If yes, which areas receive the **strongest** support?

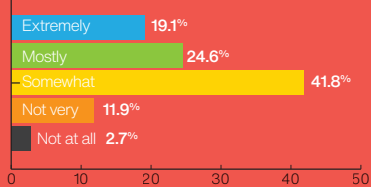
30.2% Low-income assistance
25.4% Funding
23.8% Awareness
14.3% Infrastructure
4.8% Technology

If no, which areas receive the **least** support?

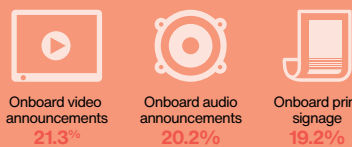
52.2% Funding
17.4% Infrastructure
15.2% Low-income assistance
8.7% Awareness
4.4% Technology

Confident travel

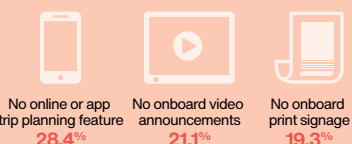
First-time rider confidence level



Top 3 contributors to confidence



Top 3 contributors to uncertainty



51%

of riders do **NOT** feel that their agency invests enough resources into its services and infrastructure.

Top 5 areas requiring more investment:



Route & service adjustment



Vehicle technology



Station safety

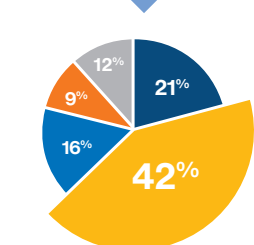


Station technology



Green initiatives

If yes, how many times have they asked for your feedback?



If no, would you participate in your agency's efforts to collect information?

68.6% say 'yes'

How would you prefer to be engaged for your feedback?



36% say by email

How often do you wish to be engaged for your feedback?



44% say annually

How much time are you willing to donate to provide your feedback?



49% say 2-5 min.

VEHICLE TECH

PASSENGER EXPERIENCE 'MUST HAVE' FEATURES



onboard wi-fi
29.2%



automatic fare payment
28.3%



video security
12.4%



visual announcements
8.9%



audio announcements
7.1%



digital information displays
7.1%

onboard content

If a combination of informational and entertainment content was made available on your public transit vehicle to stream to your smartphone or tablet via onboard Wi-Fi, would you use it?

74.6% said 'yes'

rider feedback

Has your transit agency ever solicited your input?

62.8% say 'no'