



# Survey results



## Social Media

Do you follow your transit agency on social media?

Yes 67%

Yes 33%

What don't you follow your transit agency on social media?

- ▶ Don't want cluttered newsfeed 59%
- ▶ Not on social media 20%
- ▶ Not on my preferred platform 7%
- ▶ My agency not on social media 4%

What information do you hope to find?

Schedule updates 51%

Service updates 26%

Make complaints 17%

Which social media platforms do you use to follow your transit agency?

Facebook 71%

Twitter 40%

Instagram 49%

LinkedIn 20%

Snapchat 14%

## Top 3 areas for improvement:



On-time performance

15%



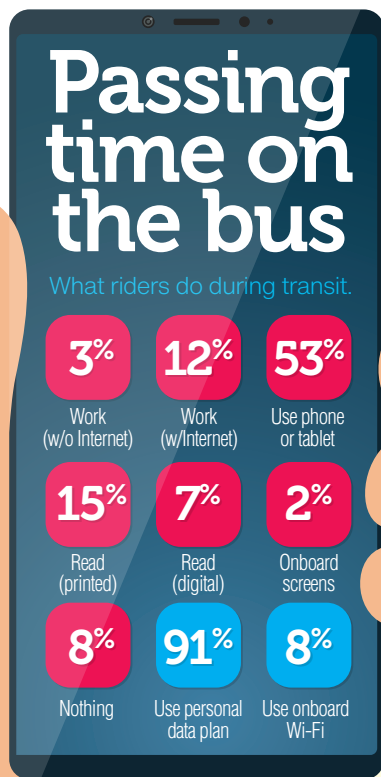
Cleaner stops

15%



Cleaner vehicles

11%



## Printed Schedule

61%

of riders don't use 'em

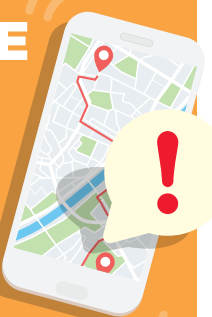


74%

prefer to use mobile apps

## MUST HAVE bus tracking app features

- 29% Vehicle position
  - 22% Arrival prediction
  - 17% Service alerts
  - 8% Trip planning
- (13% of riders do not use an app)



## Wi-Fi

is the most desired onboard amenity.

## Missed your bus?

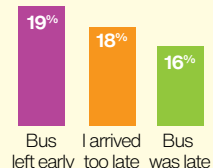


How often do you miss your ride?



1-2X per year

Why do you miss your ride?



## Ride hailing services



Are you likely use a TNC to take you from your house/work to the nearest transit stop?

53.6% Likely

31.3% Unlikely

If **likely**, which factor most influences your choice?

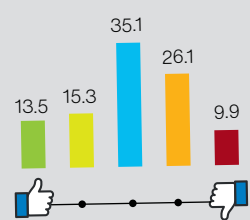
- 30% Cost
- 26% Availability
- 16% Time from hail to arrival

If **unlikely**, which factor most influences your choice?

- 33% Cost
- 15% Safety/security
- 12% Availability

## The impact of the COVID pandemic on rider attitudes:

More/less likely to ride transit during COVID?



Why are you **more** likely to ride?

- Employment change 29%
- Health reasons 29%
- Vehicle loss 23%
- Financial 19%

Why are you **less** likely to ride?

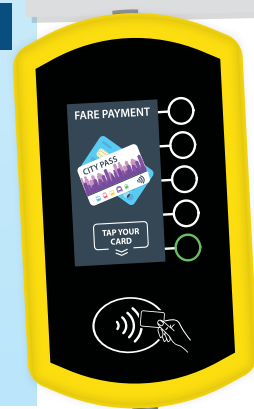
Health reasons 89%



What could your agency have done **better**?

- Decontamination 34%
- Education 15%
- Service cuts 17%
- Changes 14%
- Updates 18%

Where did your agency **excel**?



## Fare payment

HOW DO YOU PREFER TO PAY?

Cash 10%

Credit/debit card 28%

Prepaid fare/pass 30%

Station kiosk 4%

Contactless payment 25%

Other 3%

## Transit 411

How do you prefer to receive information?

Text message 54%

App alert 32%

Website 41%

Social media 20%

Email 39%

Station signs 19%