



Transit Agency Survey '19



BIGGEST PROCUREMENT DISAPPOINTMENTS

Reliability 18.6%
Deployment timeline 16.1%
Price/Customer support (tie) 13.7%

COMMUNICATE ROUTES AND SCHEDULES

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%

HOW WOULD YOU SOLVE:

FIRST MILE ←

LAST MILE →

Microtransit or ride sharing **58%**

Deviated fixed route **42%**

Do you share your routes and schedules on GTFS?

GTFS: 54.8% GTFS & GTFS-RT: 21.7%
GTFS-RT: 1.2% None: 22.3%

RICH-MEDIA INFOTAINMENT on vehicles or at stations

45% Interest 31% No interest 24% Unsure

Where would you place your infotainment system?

Vehicle: 41% Station: 13% Both: 46%

REAL-TIME DIGITAL SIGNS

38% OF AGENCIES PLAN TO BUY WITHIN NEXT 2 YEARS

39% SAY THEIR STOPS LACK RESOURCES FOR INSTALL

MILLENNIALS

Do you actively market your transit service to their demographic?

53.7% do not

SOLAR POWERED SIGNS

Extreme interest: 7.1%
Moderate interest: 54.8%
No interest: 38.1%

ADVERTISING OPTIONS

41.8% Print ads on vehicles
23.9% Print ads at stations
6.8% Video ads on vehicles
7.2% Video ads at stations
5.6% Audio ads on vehicles
2.4% Audio ads at stations
12.4% None

JUST 40% Have someone on staff to sell advertising.

STAFF turnover

Annual turnover: 1.9%, 4.4%, 5%, 18.9%, 34%, 35.9%

Most common reasons:
Low pay/benefits: 32.1%
Unknown: 16%
Hired away: 12.2%

TECHNOLOGY PERFORMANCE

Long term performance. How much does long term (5+ years) performance factor into your decision?
70.2% A lot. It must deliver long-term performance with minimal issues.
25.8% Some. We'll deal with the occasional hiccup as long as it works most of the time.
4.5% Very little. If it doesn't work, we'll just replace it.

Value or performance. Which is more important when making a decision about transit tech?
52% Performance
48% Value