LA Metro
RHB Report

Summer 2021

ABOUT THE RIDER HAPPINESS BENCHMARKING PROGRAM

By distributing surveys in-app to our representative sample of riders spanning hundreds of agencies across North America, *Transit*'s Rider Happiness Benchmarking (RHB) program offers an industry-leading set of metrics. *Transit* offers a subscription service for agencies to receive detailed, local quarterly survey results on key customer satisfaction indicators. Participating agencies sit on the program's steering committee to influence questions asked in each survey. The goal is to help public transit agencies both benchmark for inter-agency comparison and amass longitudinal data to track their own performance over time.
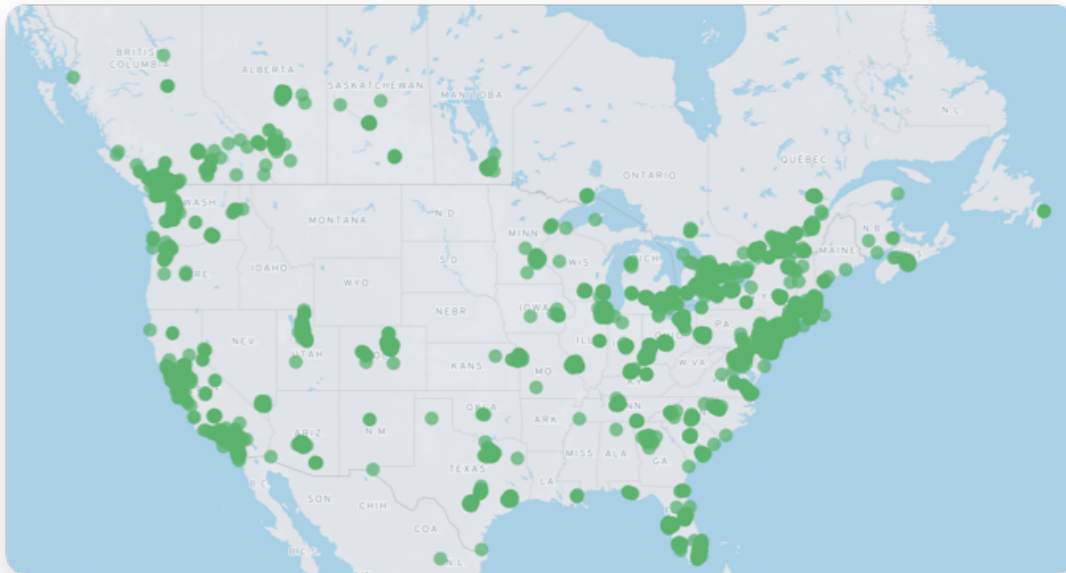
Agencies such as BC Transit (British Columbia), Pierce Transit (Tacoma, WA), GDRTA (Dayton, OH), STO (Gatineau, QC), and WMATA (Washington, DC) are already subscribers. While only subscribers have access to all local, agency-specific data, *Transit* continues to publish topline national results for the U.S. and Canada publicly. The next RHB survey is scheduled to be launched in the *Transit* app in October 2021.

OUTLINE

EXECUTIVE SUMMARY

~ 28K	18K+	9K+	1,960
TOTAL RESPONSES	FROM THE U.S. 🇺🇸	FROM CANADA 🇨🇦	FROM LA METRO

Transit riders are always checking their phones: for directions, to see when the next bus is coming, or to read an alert from their transit agency. At *Transit*, we don't just give updates to riders, we also get updates from them to help agencies gauge rider sentiment about service, safety, and more.

Four times a year, we ask riders to grade how their transit agency is doing and say what would improve their experience of riding public transit. It's all part of our Rider Happiness Benchmarking (RHB) program, launched with our steering committee of agency partners.

Our surveys are representative of transit riders at large and represent the sentiment of people who are actively riding the transit system in their cities, not those who plan to return to public transit in the future.

With this information, agencies can better understand what riders need, their future plans, and their perceptions of public transit. The results yield some surprising insights and highlight a few potential low-cost opportunities for agencies.

This summer, we surveyed more than 28,000 riders from transit agencies across the United States and Canada from July 27 to August 6. Here are the top takeaways of what we learned:

1. Satisfaction with local transit agencies is up, but there's a lot of variation
2. Public meetings, even virtually, are not reaching riders
3. Pre-pandemic patterns are returning slowly but surely… but mostly slowly
4. Vaccination rates among riders are high, though mask compliance has dipped
5. Masks may be here to stay on public transit, even if mask mandates end
6. Riders have goodwill for agencies but react negatively to service changes
7. More frequent buses and more reliable real-time info top riders' wishlists

Want to dive in? Let's get started.

1. Satisfaction with local transit agencies is up, but there's a lot of variation

Our survey utilizes the Net Promoter Score (NPS), a common scoring system in marketing research that uses a 10-point scale to ask riders if they would recommend their transit agency to friends or family. NPS is calculated by taking the percentage of responses of 9 or 10 and subtracting the percentage of responses at 6 or below.

- Overall NPS for North American transit agencies increased from -12 in November 2020 to -2 in April 2021, and +1 in July 2021.
- The highest-rated agencies are Big Blue Bus (Santa Monica, CA), Ride On (Montgomery County, MD), Miami-Dade Transit, UTA (Salt Lake City, UT), and TriMet (Portland, OR), all with NPS scores greater than 30.
- The lowest-rated agencies are ETS (Edmonton, AB), DDOT (Detroit, MI), MDOT MTA (Baltimore, MD), TARC (Louisville, KY), and the MTA (New York, NY), all with scores lower than -30.

2. Public meetings, even virtually, are not reaching riders

Our sample of riders receive information from and communicate with their transit agency primarily through their smartphone. Messages onboard vehicles and at transit stops also remain important, while social media has limited traction. Although online public meetings have reached more people than in-person public meetings in the past six months, both have very low rates of participation and are likely not the best venues to connect with a broad range of riders about major projects.

How do you recall receiving information from or communicating with your transit agency during the past 6 months?

- 85% via mobile apps
- 37% via signs or posters onboard vehicles or at transit stops
- 20% via the agency website
- 13% via local media
- 10% via email
- 7% via Facebook, 7% via Twitter, and 3% via Instagram
- 1.5% via online public meetings and 1.1% via in-person public meetings

3. Pre-pandemic patterns are returning slowly but surely... but mostly slowly

Public transit riders are relying less on other modes of transport (such as ridehail, driving, or bicycling) than they did earlier in the pandemic. People are slowly returning to in-person work and school, but most riders don't expect their commuting patterns or transit usage to change much in the coming months.

- 68% of respondents say they are riding public transit as often as they did pre-pandemic (statistically unchanged from 67% in April 2021).

- 65% rely on at least one other mode besides public transit more than before the pandemic (down from 73% in April 2021).

- 40% are going to work or school in-person five or more days a week (compared to 39% in April 2021), while 23% work or attend school exclusively from home (down from 25% in April 2021).

- 45% expect to be at the office or school five or more days a week in October (+5% compared to current behaviour), and 19% continue to expect to be completely remote in October (-4% from current behaviour).

- 10% expect they will return to pre-pandemic levels of public transit use in the next three months, 5% in more than three months, 11% when COVID-19 is no longer a threat, and 6% never expect to return to their pre-pandemic levels of transit usage.

4. Vaccination rates among riders are high, though mask compliance has dipped

Transit riders across North America continue to report high vaccination rates. At the same time, riders report seeing more people without masks onboard, particularly in Canada where some transit agencies have relaxed their mask requirements.

- 72% of respondents say they are fully vaccinated (up from 27% in April 2021), while 15% have not received any doses of the vaccine (down from 50% in April 2021).

- Just 38% strongly agreed that everyone was wearing a mask during their last trip (down from 47% in April 2021) and 27% disagreed or strongly disagreed that everyone was wearing a mask (up from 20% in April 2021).

- 40% of US respondents strongly agree that everyone on board their transit trips was wearing a mask, vs. 36% in Canada

- Riders on MTA subways (New York, NY) and RTD (Denver, CO) report the lowest levels of mask compliance in the US, despite the continued mask mandate.

5. Masks may be here to stay on public transit, even if mask mandates end

The norms around masking on public transit may have changed permanently as riders support mask mandates and mask-wearing more generally, even without mask mandates in place. Saskatoon Transit, for example, is one of the Canadian agencies that relaxed its mask mandate for a few months this summer, offering a glimpse into what might happen if other cities follow suit. Although riders in Saskatoon reported the lowest rate of mask-wearing in North America while the mandate was lifted, support for masks among Saskatoon riders remains high. Generally, support for masks is higher in the US than in Canada.

- 78% of respondents in North America support a continuing mask mandate on public transit, with only 10% opposed.

- 72% would continue to wear a mask all the time without a mandate, and only 12% would not.

- 67% of respondents in Saskatoon, which did not have a mask requirement onboard public transit this summer, would still wear a mask voluntarily. 62% in Saskatoon support a mask mandate, with only 17% opposed.

- If masks were no longer required on public transit, 76% of US respondents would wear a mask onboard voluntarily, vs. 64% in Canada

- 82% of US respondents are in favour of a mask mandate on public transit, vs. 71% in Canada

6. Riders have goodwill for agencies but react negatively to service changes

Overall, riders have positive reactions to how their local transit agency has handled the pandemic. However, riders have harshly judged agencies that made the biggest changes to service. For example: SFMTA/Muni (San Francisco, CA) implemented a series of major changes in response to COVID-19, while VTA (San Jose, CA) suffered from a mass shooting and operator shortages that have suspended its light rail service, and ETS (Edmonton, AB) implemented a major system redesign. All three agencies ranked near the bottom when we asked riders to say whether they can continue to get where they need to go on public transit during the pandemic. There's significant variation between agencies on these scores, showing that communications from transit systems themselves play a strong role in influencing perception.

- Of respondents who are riding less during the pandemic, 41% said it was due to reductions in service or route modifications made in response to COVID-19.

- 45% of respondents feel well-informed by their transit agency about route disruptions and service changes (down 2% from April 2021).

- 64% have a positive impression of their agency's COVID-19 safety measures (up 2% from April 2021).

- 64% also believe their agency has done the best it could to deal with COVID-19 given the budget and resources available (up 3% from April 2021).

7. More frequent buses and more reliable real-time info top riders' wishlists

More frequent service and more reliable real-time information are the top two requests from riders when asked what could get them to use public transit more. Compared to other agencies, Miami-Dade Transit riders were the most supportive of faster and more convenient service, while Montreal-area riders of the RTL (Longueuil, QC) and the STL (Laval, QC) were the most supportive of making it easier to purchase tickets and passes.

- 85% would ride more if service was more frequent or convenient.
- 80% would ride more if real-time info were more accurate.
- 71% would ride more with better stop conditions.
- 68% would ride more with improved safety and cleanliness.
- 66% would ride more with fare capping in place.
- 65% would ride more if masks were more readily available on the vehicle.
- 60% would ride more if tickets and passes were easier to purchase.

As agencies continue to contemplate major adjustments to bus service, riders are most supportive of increased frequency. However, changes to bus stops are more controversial. 42% support consolidation of bus stops to speed up routes, with 34% in opposition. Meanwhile, 51% support the addition of more bus stops, with 22% in opposition.

- 87% want a high frequency bus network.
- 82% want improved service coverage.
- 79% want more direct routes.
- 77% want more local routes.
- 76% are in support of more bus lanes.

HOW TRANSIT HELPS IMPROVE RIDER HAPPINESS
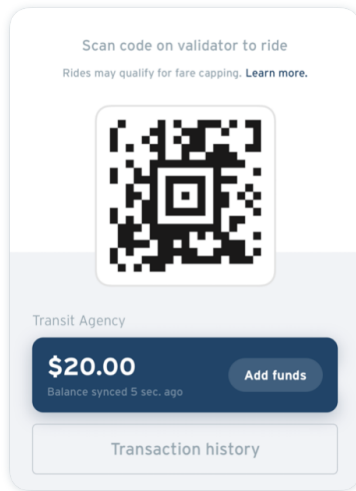
Mobile ticketing

Making it easier to purchase fares doesn't just attract new riders, it also makes life easier for your existing riders. With equity-enhancing features such as fare capping, cash digitization, and support for smart cards, your riders will be happy to never again worry about updating their monthly passes at the transit centre or finding exact change. Our partnerships with vendors such as Bytemark, Masabi, and Token Transit mean we can integrate your existing fare payments provider.
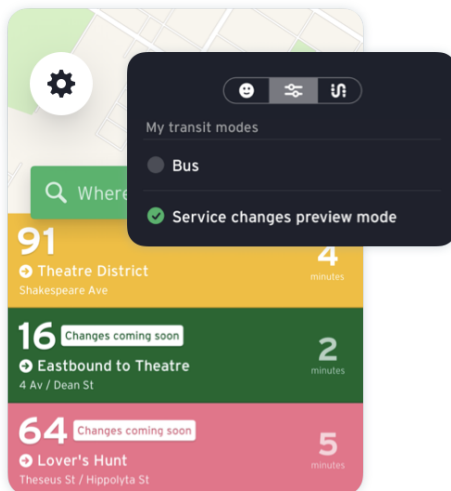
Service changes preview mode

Educating riders about upcoming service changes can be a challenge. With Transit, you can put a message right on the app's home screen to notify the public before the changes take effect. For major changes, you can employ our preview mode, which helps riders plan trips in advance and learn the new system before launch day. Systems that have deployed Transit's preview mode recently include RTS (Rochester, NY), ETS (Edmonton, AB), GCRTA (Cleveland, OH), and RideKC (Kansas City, MO).
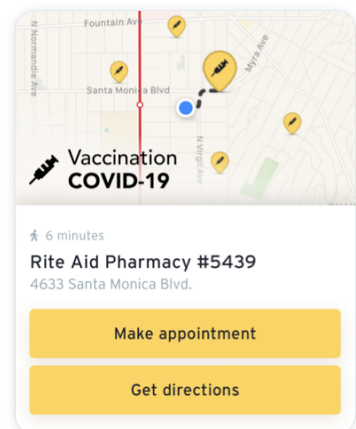
Promote vaccination

Agencies are making heroic efforts to ensure their riders can easily get vaccinated. Partnering with local public health authorities and transit agencies, we've added vaccination clinics to our map in cities including Los Angeles, Baltimore, Toronto, Montreal, and Calgary. If you're interested in adding vaccination clinics to the app in your city, check our guide.

Outreach to riders about major projects

Reaching riders where they're at is key to gauging public sentiment for projects your agency is planning. We serve a broad range of users, including those who ride the system but are unlikely to take an in-person intercept survey or attend a public meeting. With in-app banners and targeted push notifications based on a variety of factors including geography, language, and more, we help make sure your public outreach efforts are getting the biggest bang for their buck.
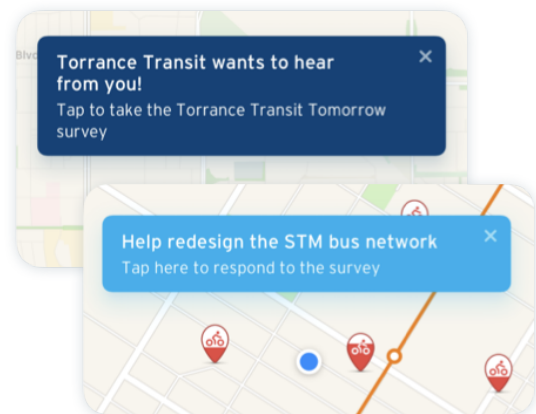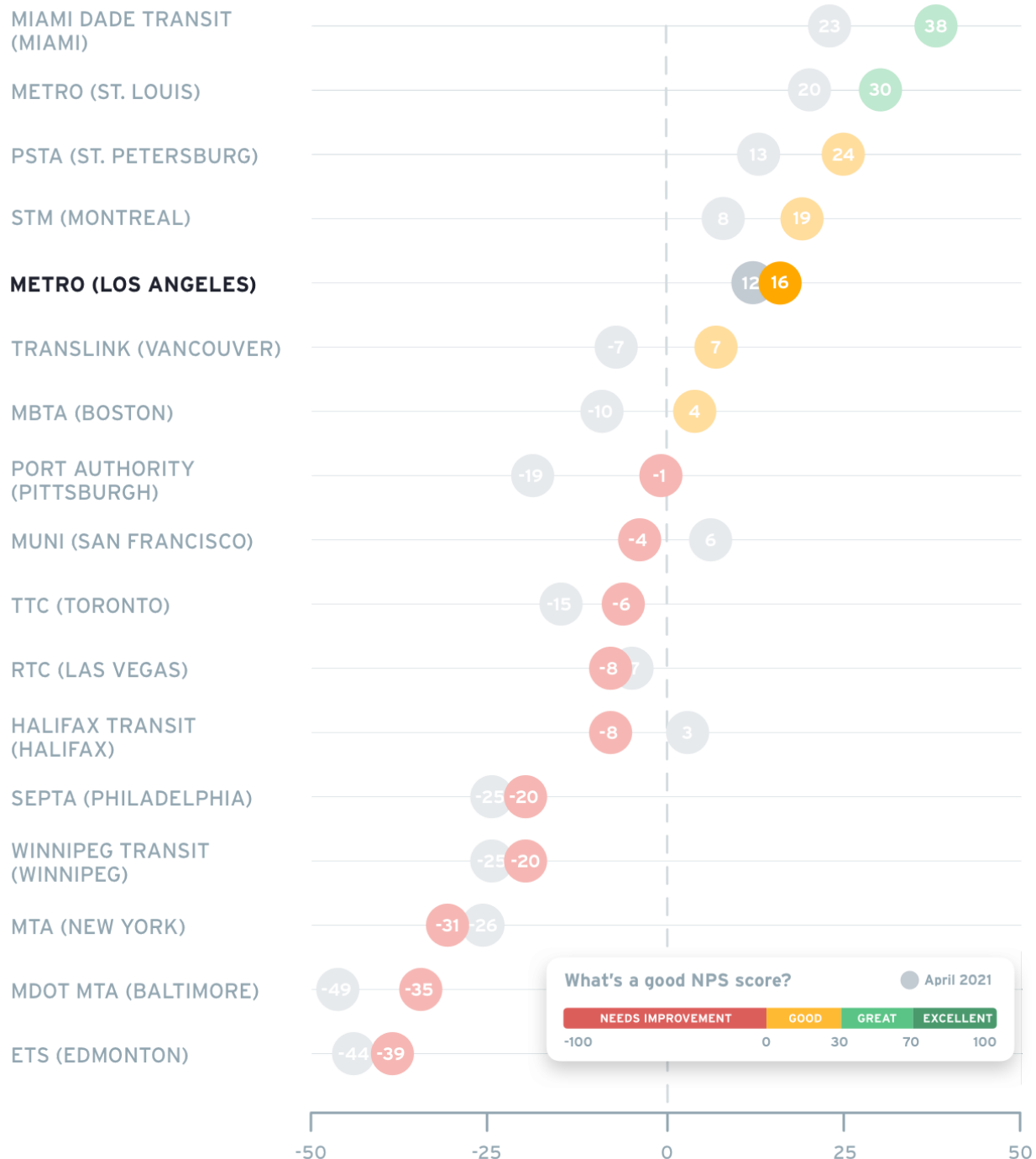
Real-time down checker

Accurate real-time data is one of riders' top concerns. So we notify agencies automatically if our systems detect problems in their real-time feeds.

SURVEY RESULTS: LA METRO

NET PROMOTER SCORE

HOW LIKELY ARE RIDERS TO RECOMMEND THEIR TRANSIT AGENCY TO A FRIEND?

Agency	April 2021	Current
MIAMI DADE TRANSIT (MIAMI)	23	38
METRO (ST. LOUIS)	20	30
PSTA (ST. PETERSBURG)	13	24
STM (MONTREAL)	8	19
METRO (LOS ANGELES)	12	16
TRANSLINK (VANCOUVER)	-7	7
MBTA (BOSTON)	-10	4
PORT AUTHORITY (PITTSBURGH)	-19	-1
MUNI (SAN FRANCISCO)	6	-4
TTC (TORONTO)	-15	-6
RTC (LAS VEGAS)	-7	-8
HALIFAX TRANSIT (HALIFAX)	3	-8
SEPTA (PHILADELPHIA)	-25	-20
WINNIPEG TRANSIT (WINNIPEG)	-25	-20
MTA (NEW YORK)	-26	-31
MDOT MTA (BALTIMORE)	-49	-35
ETS (EDMONTON)	-44	-39

What's a good NPS score? ● April 2021

NEEDS IMPROVEMENT	GOOD	GREAT	EXCELLENT
-100	0	30	70	100

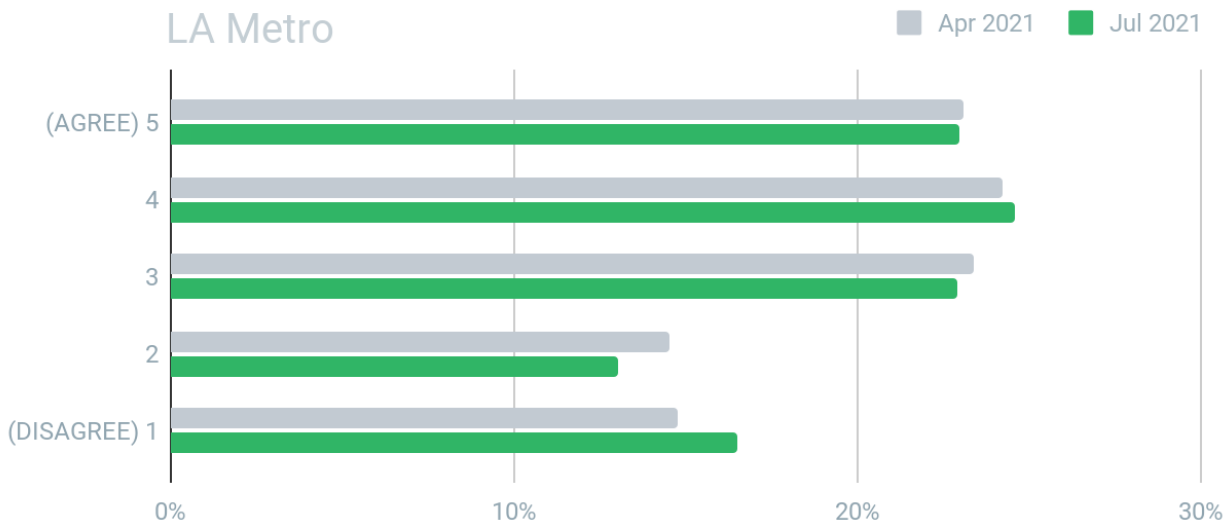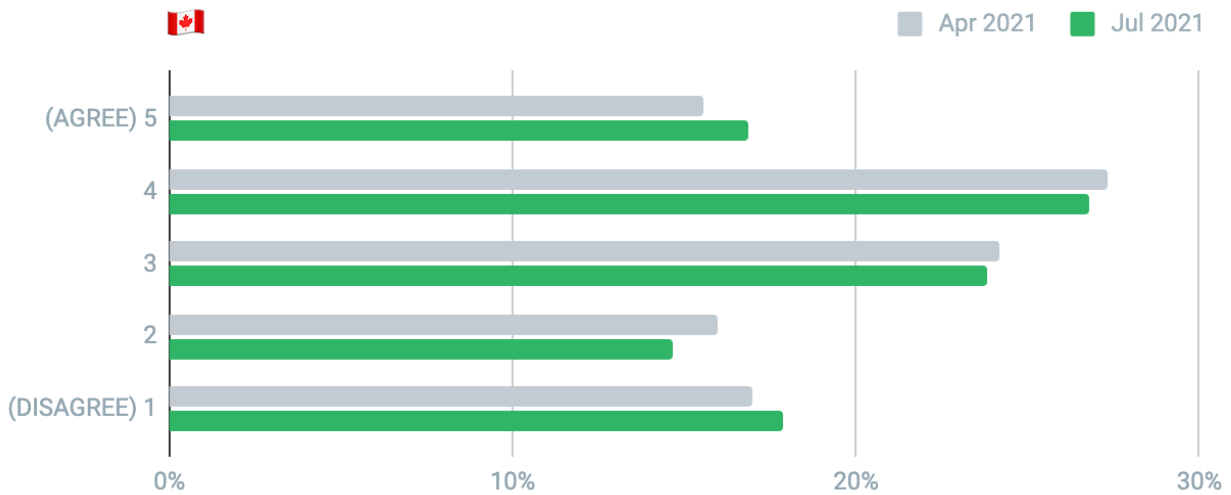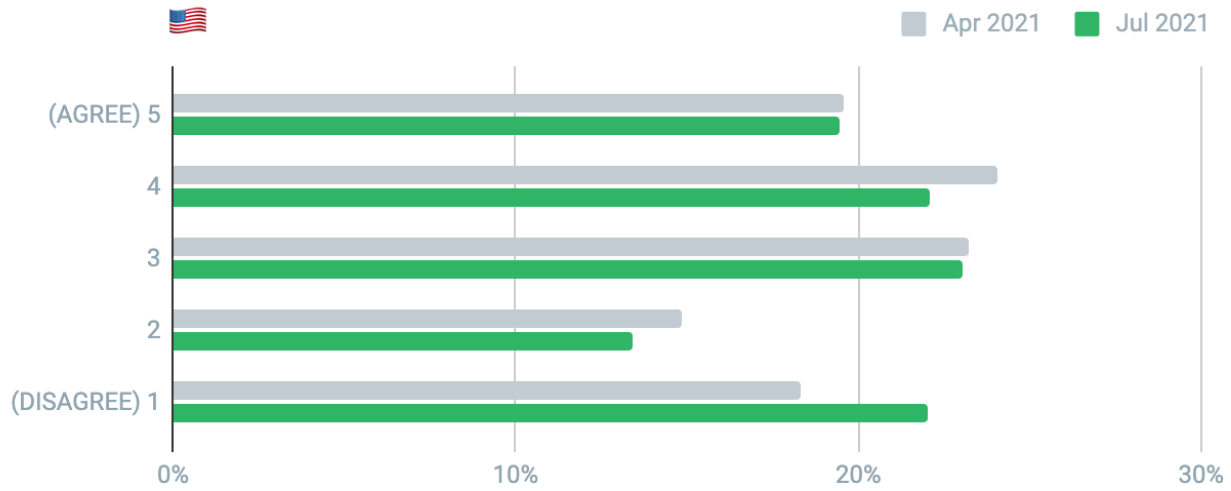# AGENCY SATISFACTION RATINGS

AGENCY SATISFACTION: AGENCY ALERTS

DO RIDERS AGREE?
"I FEEL WELL INFORMED BY MY AGENCY ABOUT ROUTE DISRUPTIONS AND CHANGES."

🇺🇸

■ Apr 2021　■ Jul 2021

🇨🇦

■ Apr 2021　■ Jul 2021


LA Metro

■ Apr 2021　■ Jul 2021
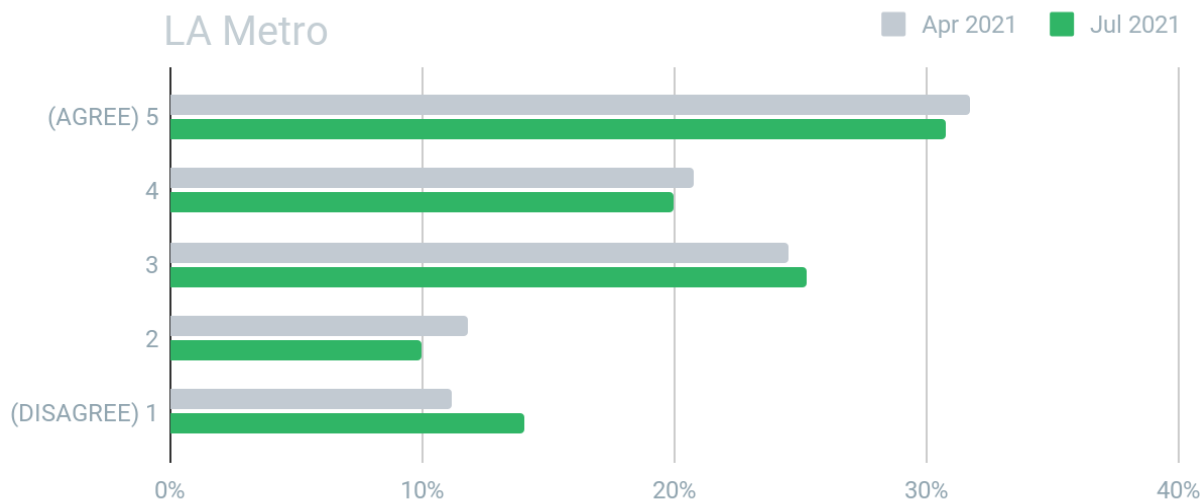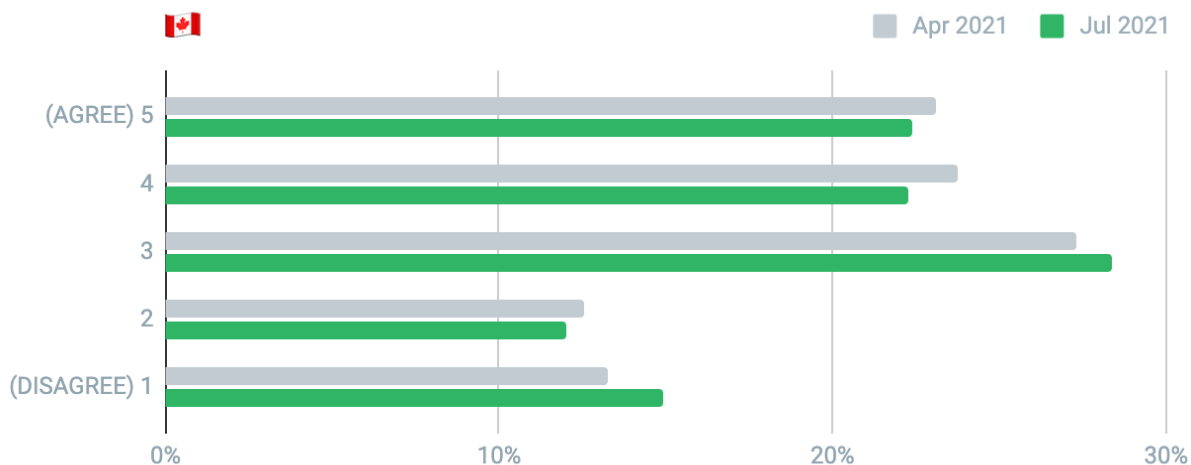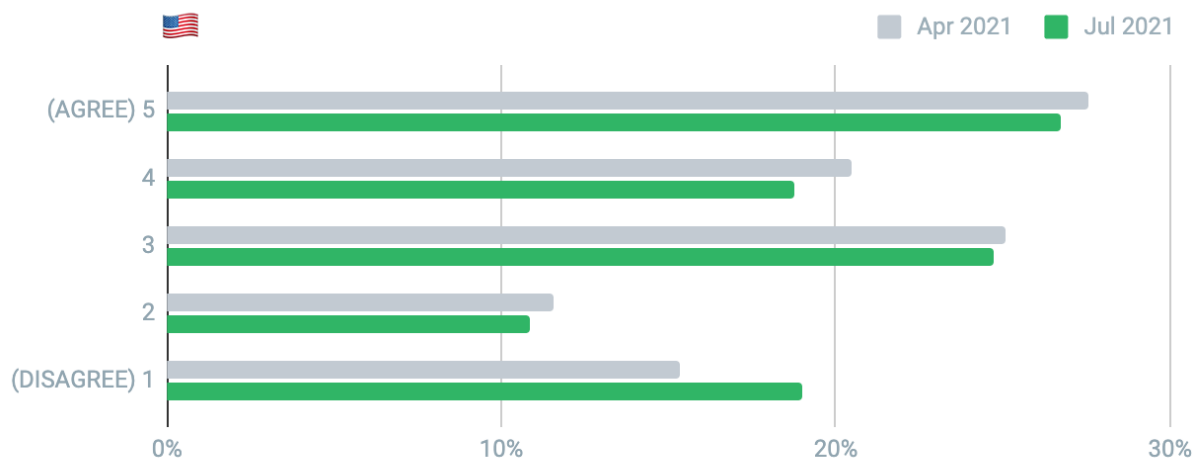
AGENCY SATISFACTION: AGENCY RELIABILITY

DO RIDERS AGREE? *"MY AGENCY IS ON TIME AND RELIABLE."*

🇺🇸

Apr 2021 ■ Jul 2021

(AGREE) 5
4
3
2
(DISAGREE) 1

0%   10%   20%   30%

🇨🇦

Apr 2021 ■ Jul 2021

(AGREE) 5
4
3
2
(DISAGREE) 1

0%   10%   20%   30%

LA Metro

Apr 2021 ■ Jul 2021

(AGREE) 5
4
3
2
(DISAGREE) 1

0%   10%   20%   30%

AGENCY SATISFACTION: SAFETY AND CLEANLINESS

SATISFACTION RATINGS FOR AGENCIES : SAFETY AND CLEANLINESS
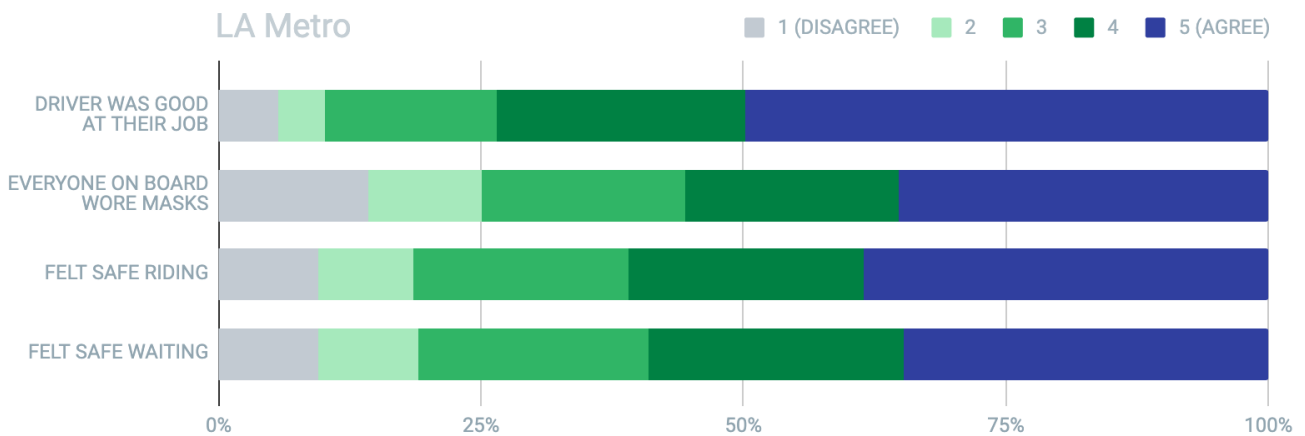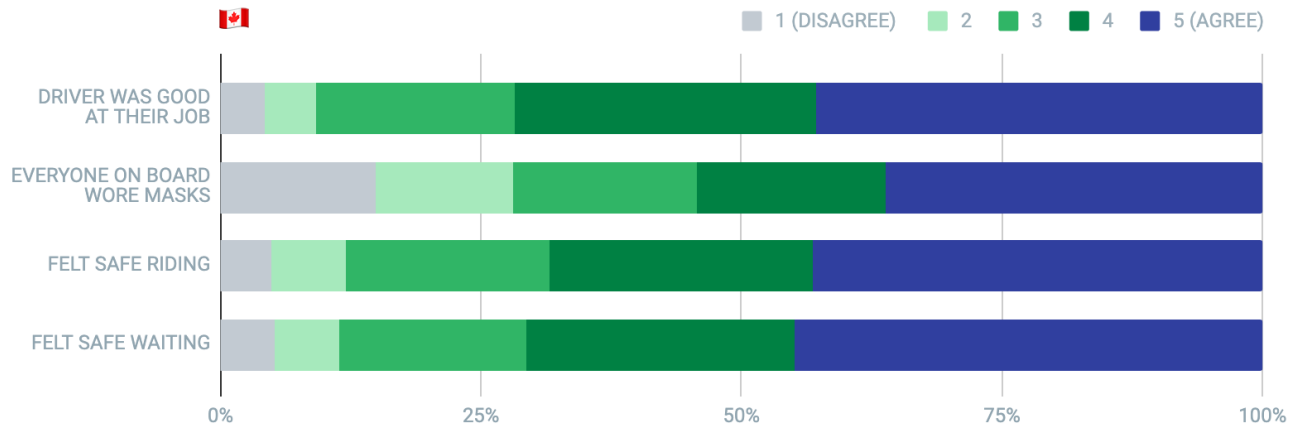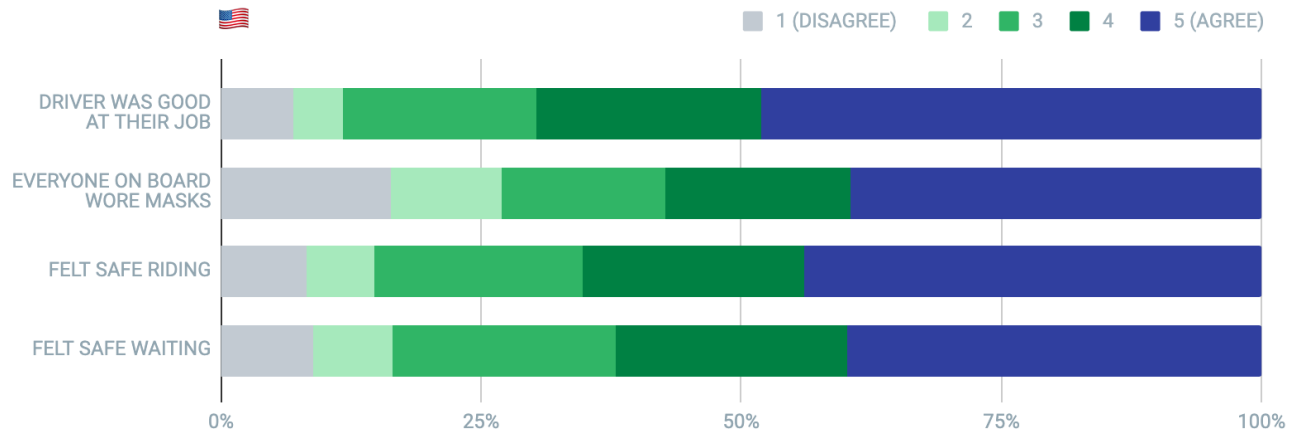
AGENCY SATISFACTION: DATA AND INFRASTRUCTURE QUALITY

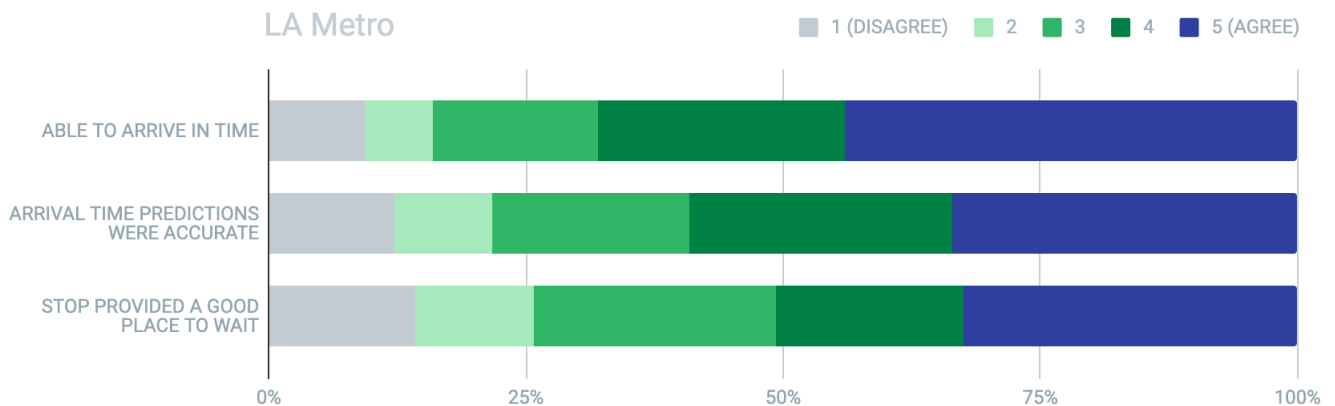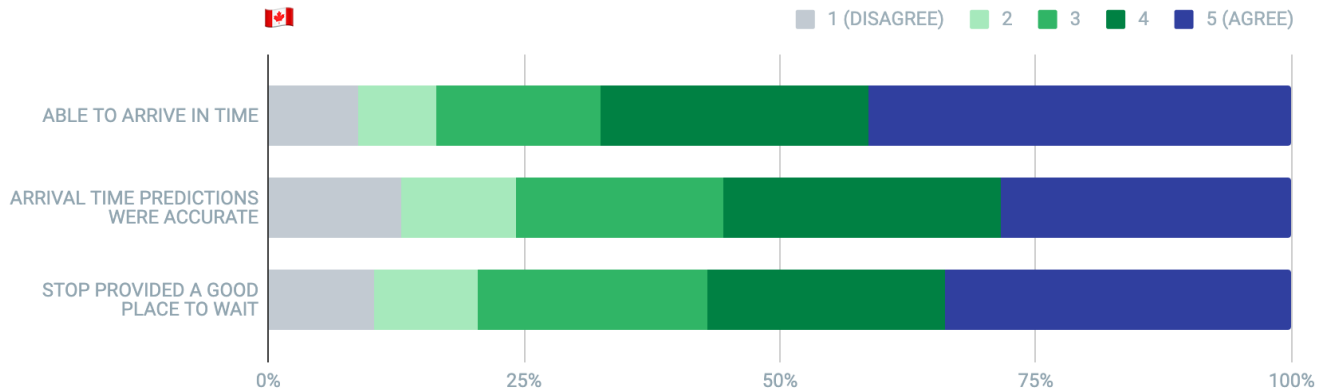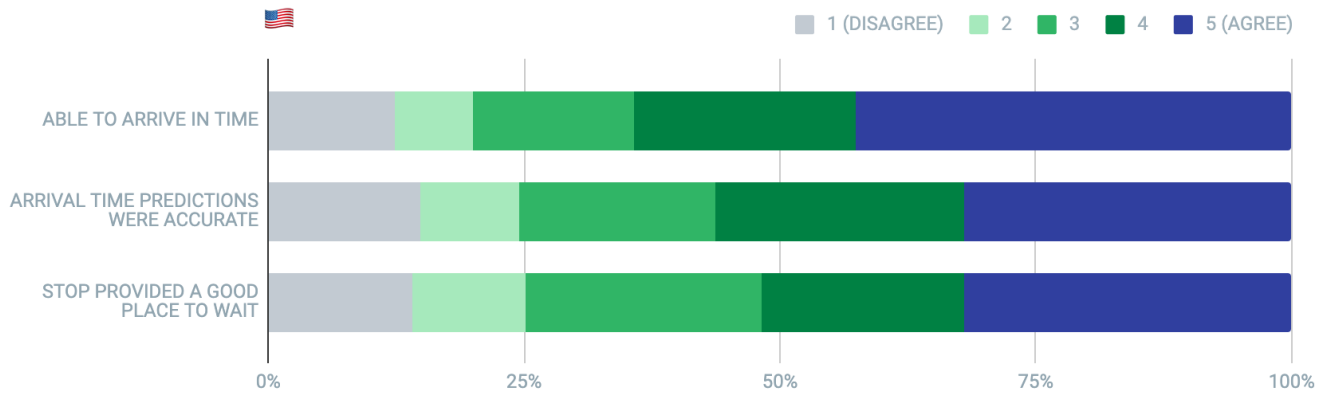## SATISFACTION RATINGS FOR AGENCIES: DATA AND INFRASTRUCTURE

🇺🇸

Legend: ■ 1 (DISAGREE)　■ 2　■ 3　■ 4　■ 5 (AGREE)

- ABLE TO ARRIVE IN TIME
- ARRIVAL TIME PREDICTIONS WERE ACCURATE
- STOP PROVIDED A GOOD PLACE TO WAIT

0%　25%　50%　75%　100%

🇨🇦

Legend: ■ 1 (DISAGREE)　■ 2　■ 3　■ 4　■ 5 (AGREE)

- ABLE TO ARRIVE IN TIME
- ARRIVAL TIME PREDICTIONS WERE ACCURATE
- STOP PROVIDED A GOOD PLACE TO WAIT

0%　25%　50%　75%　100%

LA Metro

Legend: ■ 1 (DISAGREE)　■ 2　■ 3　■ 4　■ 5 (AGREE)

- ABLE TO ARRIVE IN TIME
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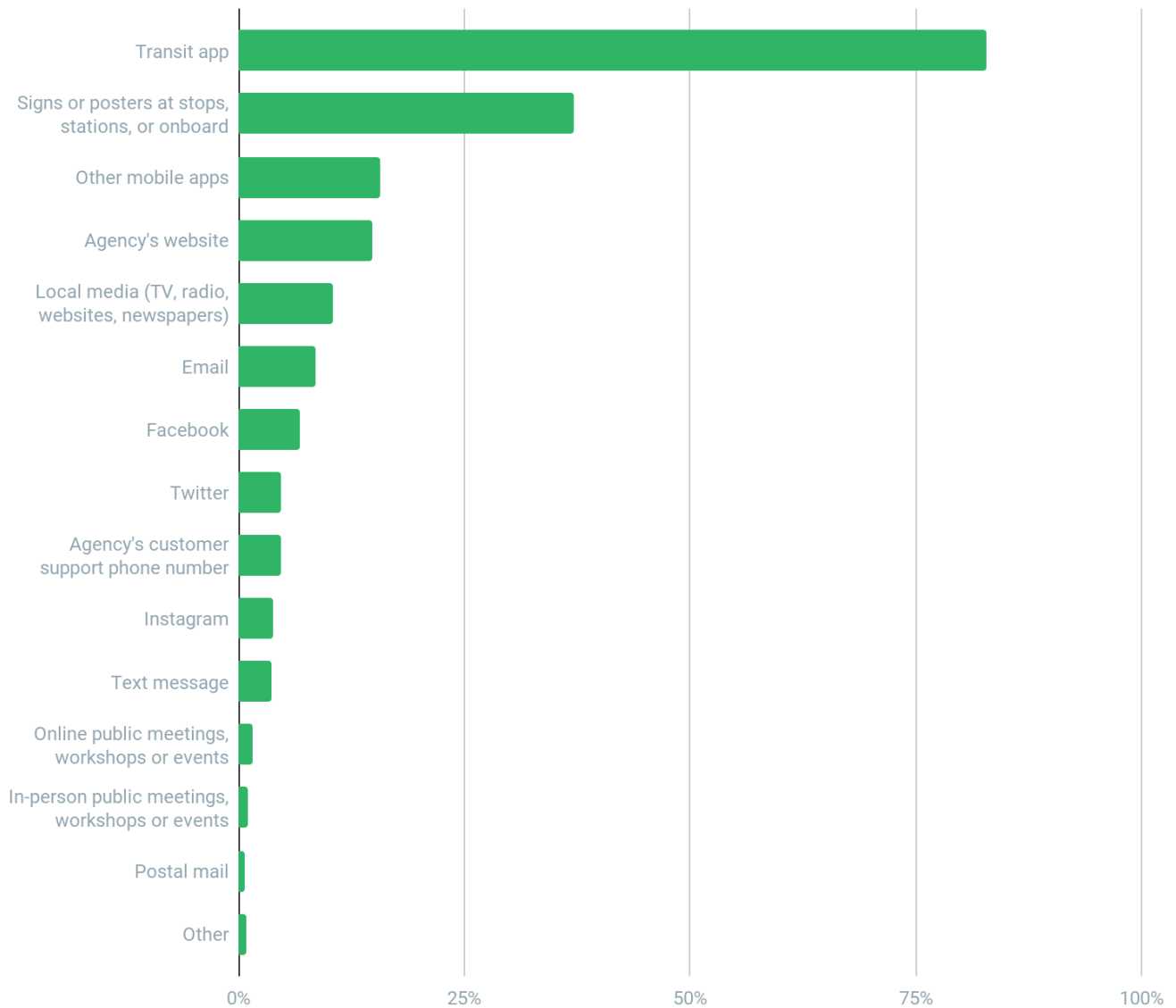
0%　25%　50%　75%　100%

COMMUNICATION CHANNELS

HOW DO YOU RECALL RECEIVING INFORMATION FROM OR COMMUNICATING WITH YOUR TRANSIT AGENCY DURING THE PAST 6 MONTHS?

🇺🇸

Channel	
Transit app	
Signs or posters at stops, stations, or onboard vehicles	
Agency's website	
Other mobile apps	
Local media (TV, radio, websites, newspapers)	
Email	
Facebook	
Twitter	
Text message	
Agency's customer support phone number	
Instagram	
Online public meetings, workshops or events	
Postal mail	
In-person public meetings, workshops or events	
Other	

0%   25%   50%   75%   100%

🇨🇦

| Channel	
Transit app	
Signs or posters at stops, stations, or onboard vehicles	
Agency's website	
Other mobile apps	
Local media (TV, radio, websites, newspapers)	
Twitter	
Email	
Facebook	
Agency's customer support phone number	
Text message	
Instagram	
Postal mail	
Online public meetings, workshops or events	
In-person public meetings, workshops or events	
Other	

0%   25%   50%   75%   100%

HOW DO YOU RECALL RECEIVING INFORMATION FROM OR COMMUNICATING WITH **LA METRO** DURING THE PAST 6 MONTHS?

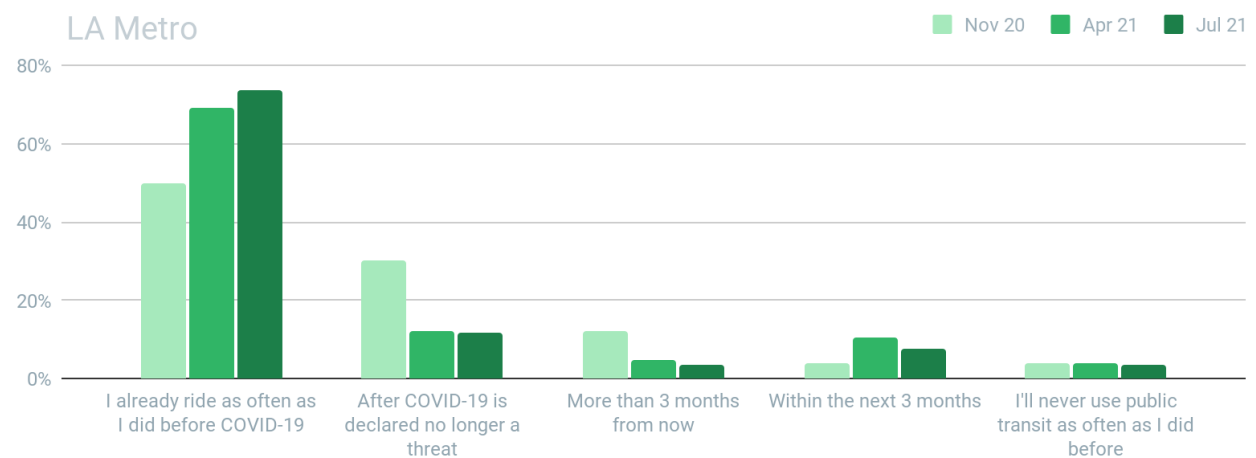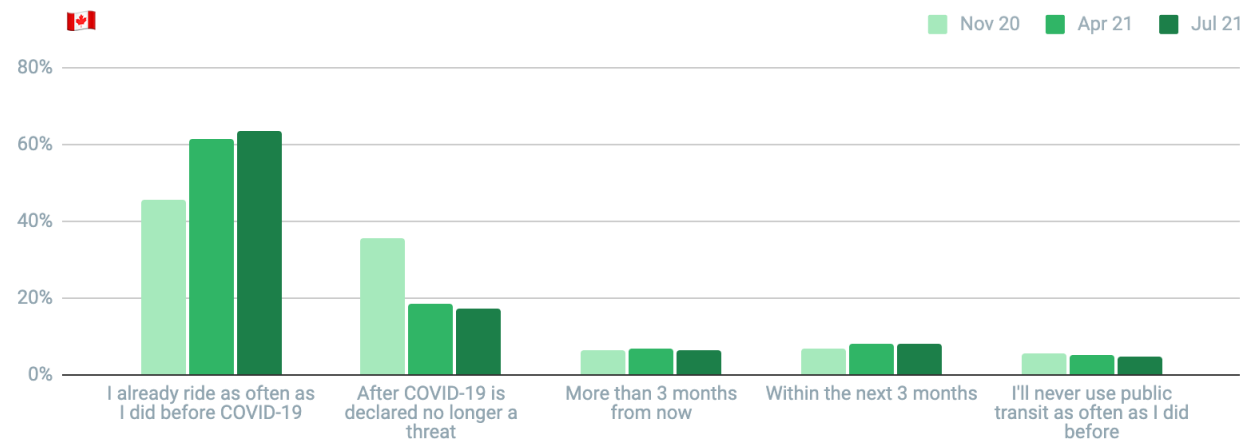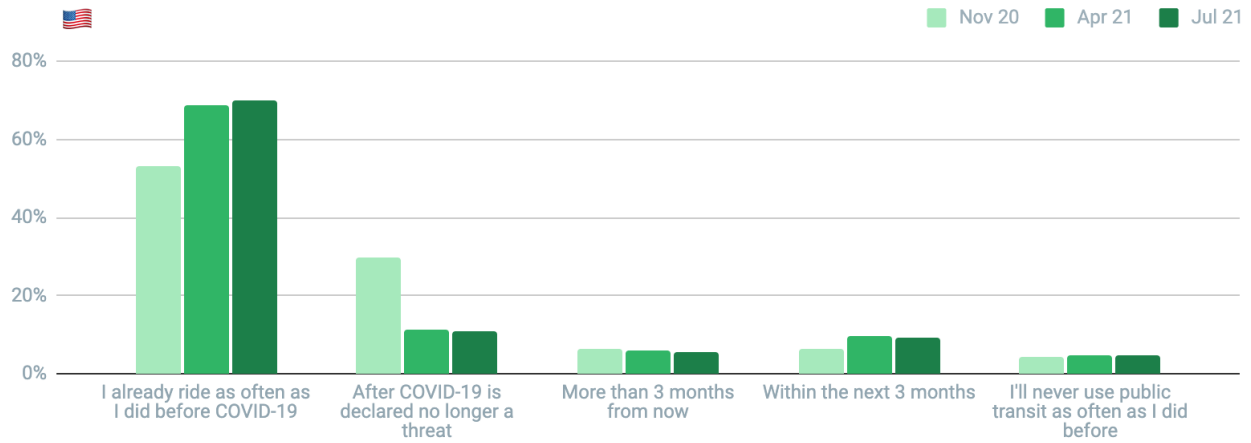| Category	
Transit app	
Signs or posters at stops, stations, or onboard	
Other mobile apps	
Agency's website	
Local media (TV, radio, websites, newspapers)	
Email	
Facebook	
Twitter	
Agency's customer support phone number	
Instagram	
Text message	
Online public meetings, workshops or events	
In-person public meetings, workshops or events	
Postal mail	
Other	

(x-axis: 0%, 25%, 50%, 75%, 100%)
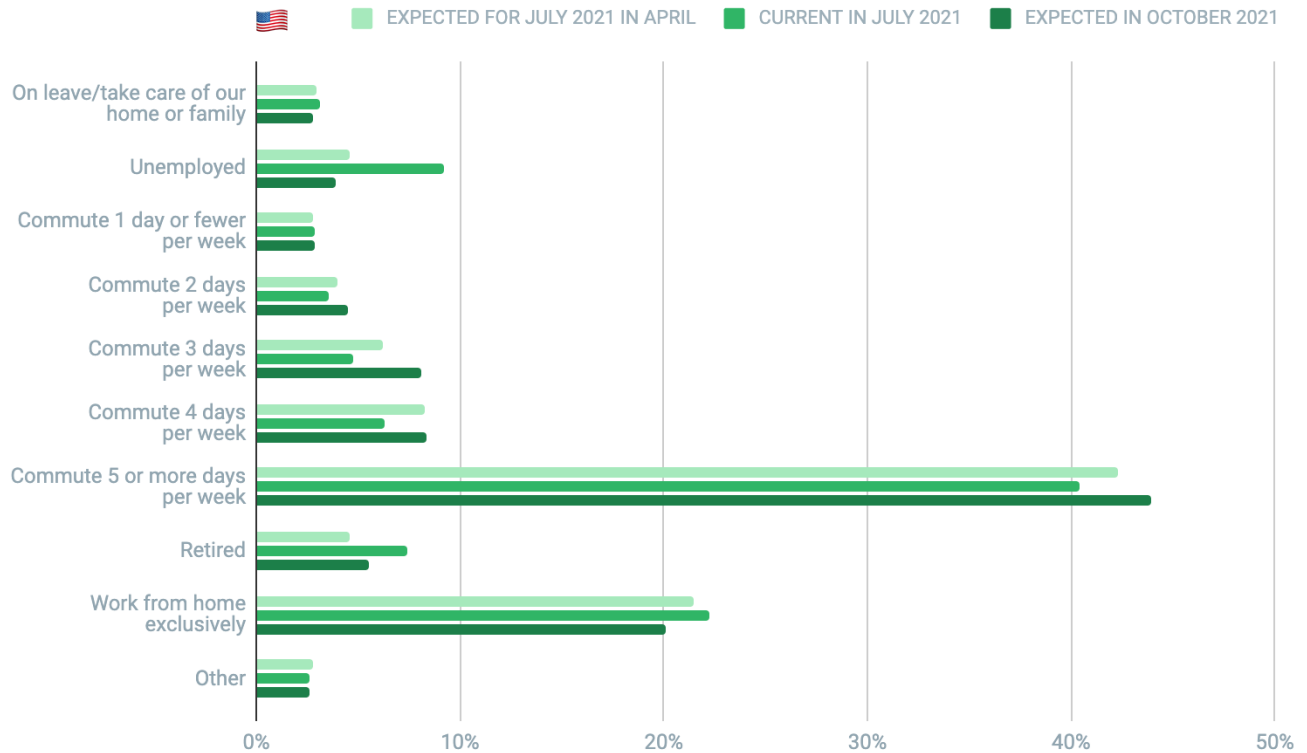
COVID-19

PERCEIVED RISK OF RIDING PUBLIC TRANSIT

PERCENTAGE OF RIDERS WHO CONSIDER TRANSIT LESS RISKY THAN...
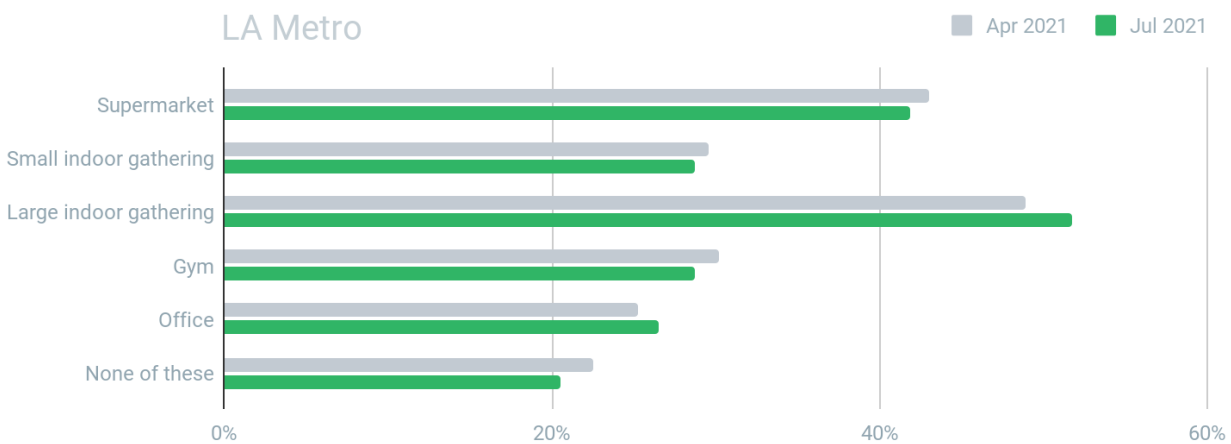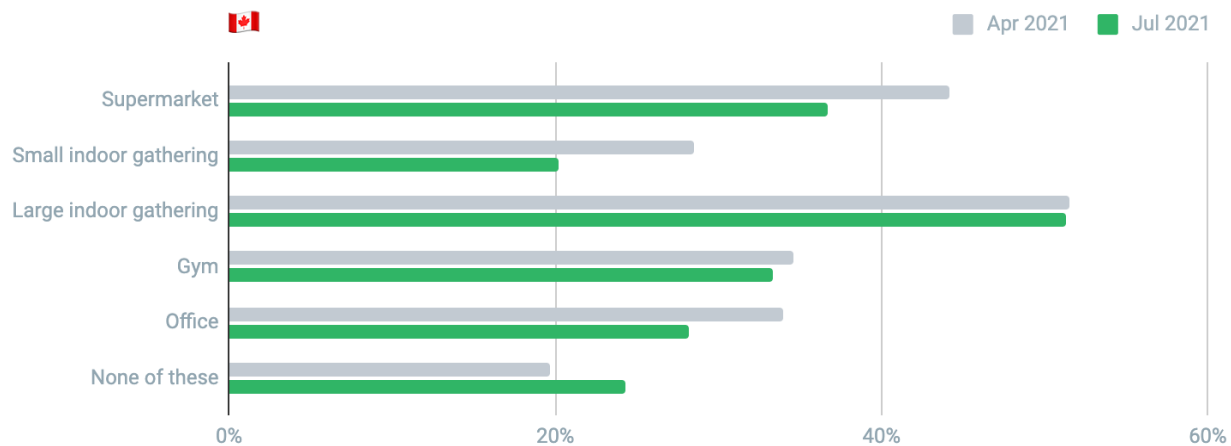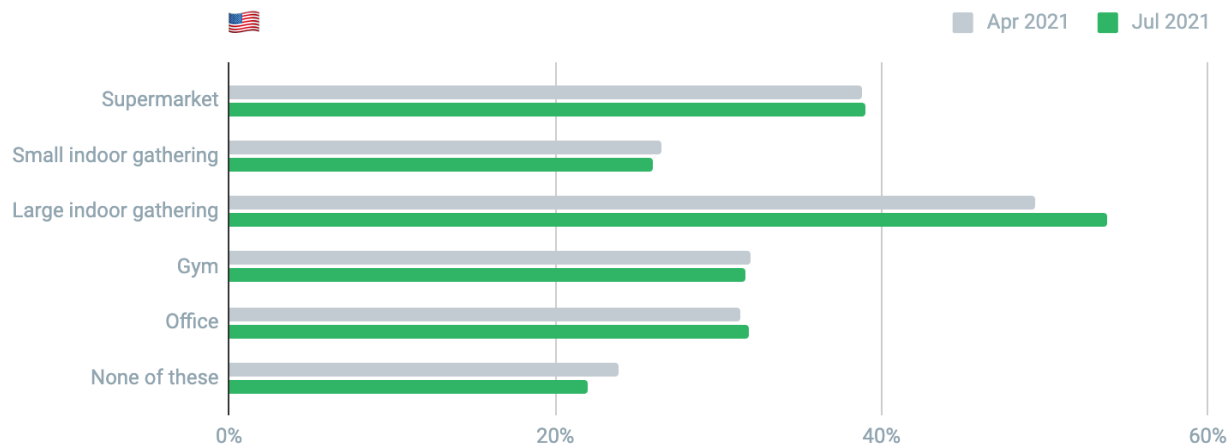
WHEN RIDERS WILL RESUME USING PUBLIC TRANSIT

🇺🇸   ■ Nov 20 ■ Apr 21 ■ Jul 21

🇨🇦   ■ Nov 20 ■ Apr 21 ■ Jul 21

LA Metro   ■ Nov 20 ■ Apr 21 ■ Jul 21

CURRENT AND EXPECTED WORK OR STUDY COMMUTING PATTERNS

🇺🇸 ■ EXPECTED FOR JULY 2021 IN APRIL ■ CURRENT IN JULY 2021 ■ EXPECTED IN OCTOBER 2021

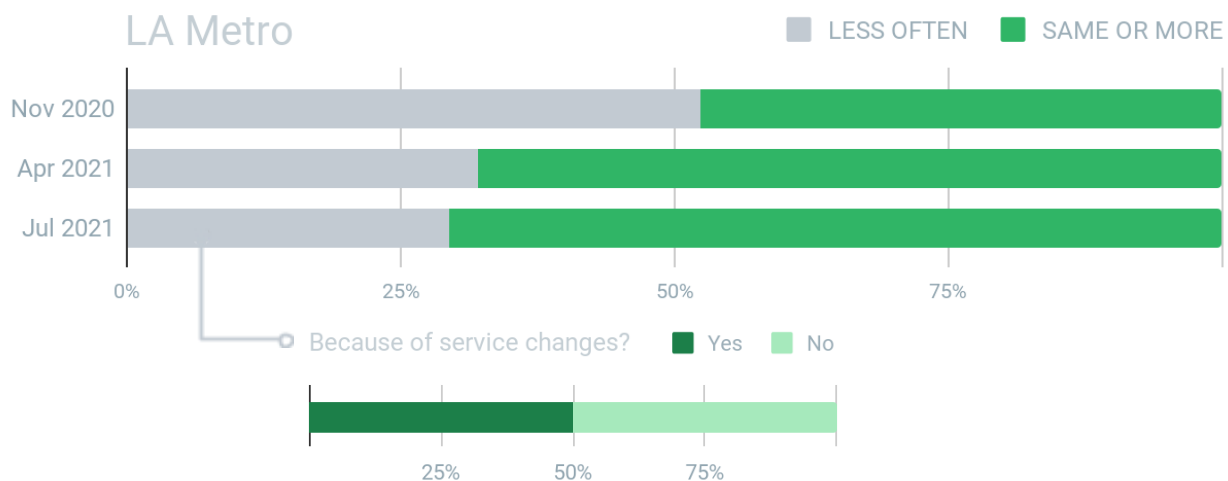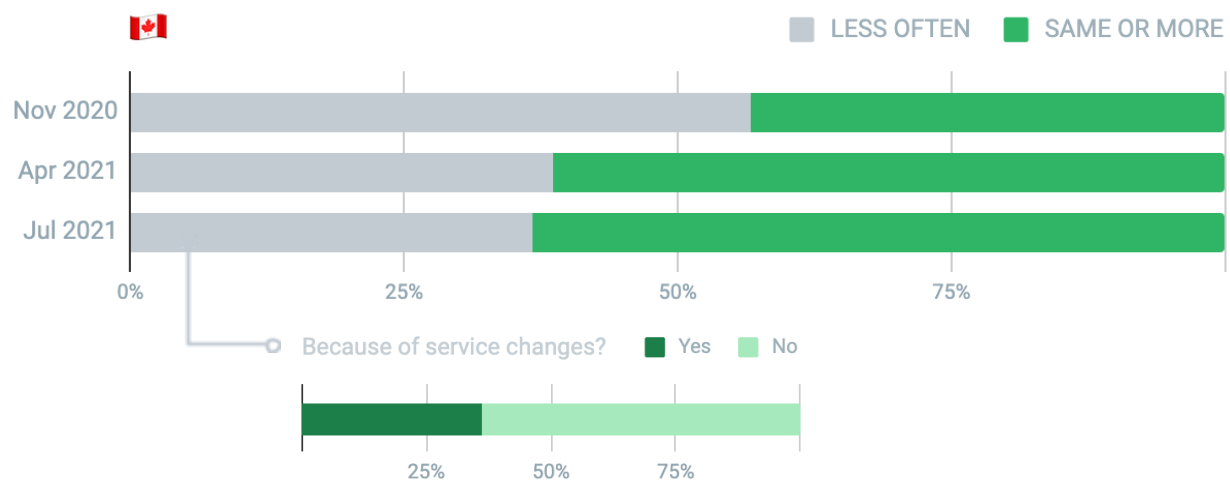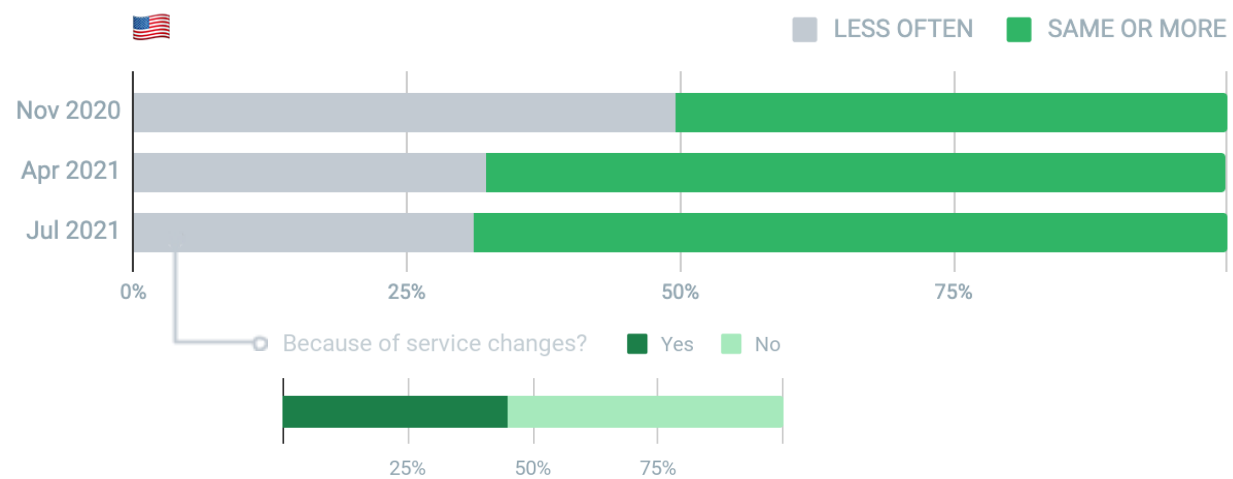🇨🇦 ■ EXPECTED FOR JULY 2021 IN APRIL ■ CURRENT IN JULY 2021 ■ EXPECTED IN OCTOBER 2021
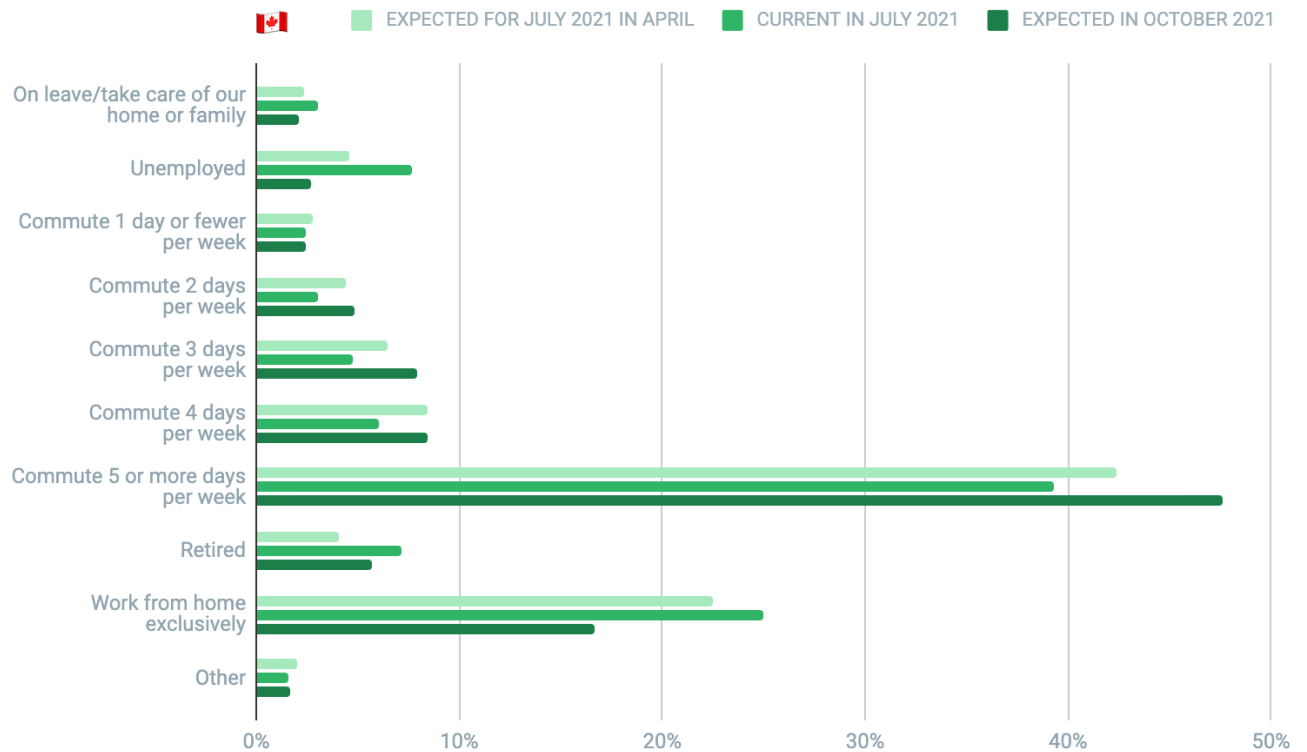
LA METRO CURRENT AND EXPECTED WORK OR STUDY COMMUTING PATTERNS

■ EXPECTED FOR JULY 2021 IN APRIL ■ CURRENT IN JULY 2021 ■ EXPECTED IN OCTOBER 2021
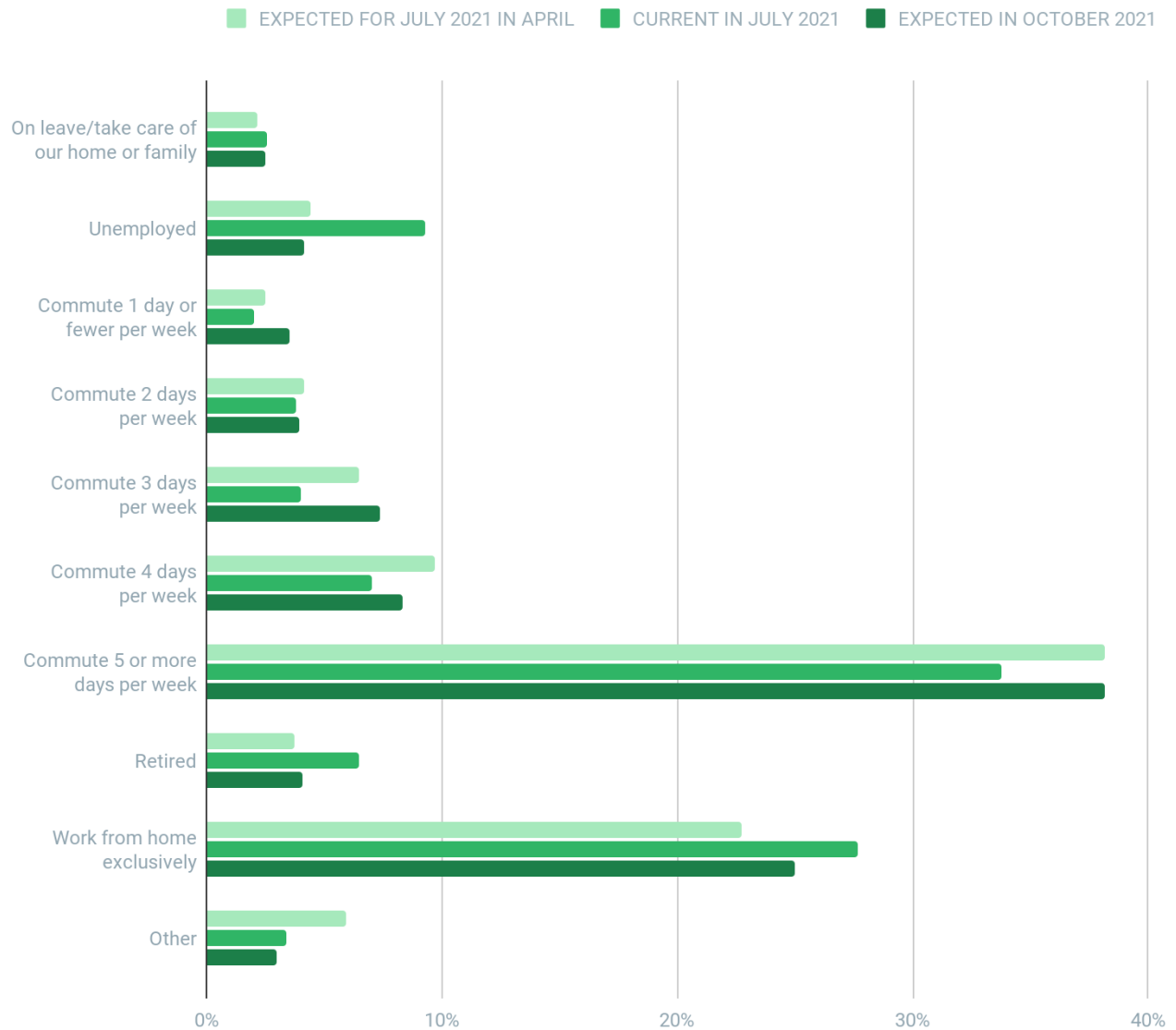
CHANGES IN RIDER BEHAVIOUR

HOW OFTEN DO YOU RIDE, COMPARED TO BEFORE THE PANDEMIC?

🇺🇸

LESS OFTEN   SAME OR MORE

Nov 2020	
Apr 2021	
Jul 2021	

0%   25%   50%   75%

Because of service changes?   Yes   No

25%   50%   75%

🇨🇦

LESS OFTEN   SAME OR MORE

Nov 2020	
Apr 2021	
Jul 2021	

0%   25%   50%   75%

Because of service changes?   Yes   No

25%   50%   75%

LA Metro

LESS OFTEN   SAME OR MORE

Nov 2020	
Apr 2021	
Jul 2021	

0%   25%   50%   75%

Because of service changes?   Yes   No

25%   50%   75%

WHICH MODES DO YOU RELY ON MORE THAN BEFORE THE PANDEMIC?

Nov 2020 | Apr 2021 | Jul 2021

United States

80% ... Transit, Walking, Driving, Carpool, Bike, Ridehail, Other

Canada

80% ... Transit, Walking, Driving, Carpool, Bike, Ridehail, Other

LA Metro

Nov 2020 | Apr 2021 | Jul 2021

100% ... Transit, Walking, Driving, Carpool, Bike, Ridehail, Other
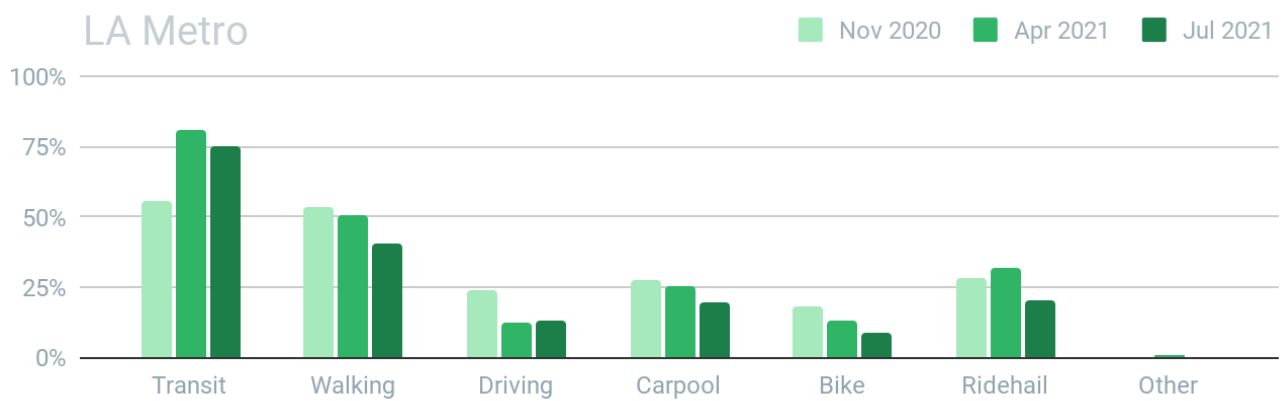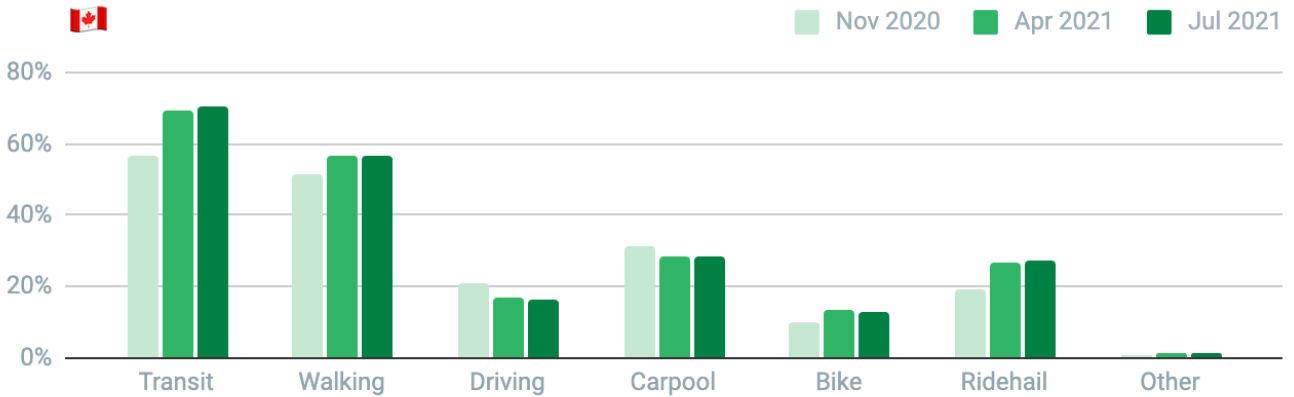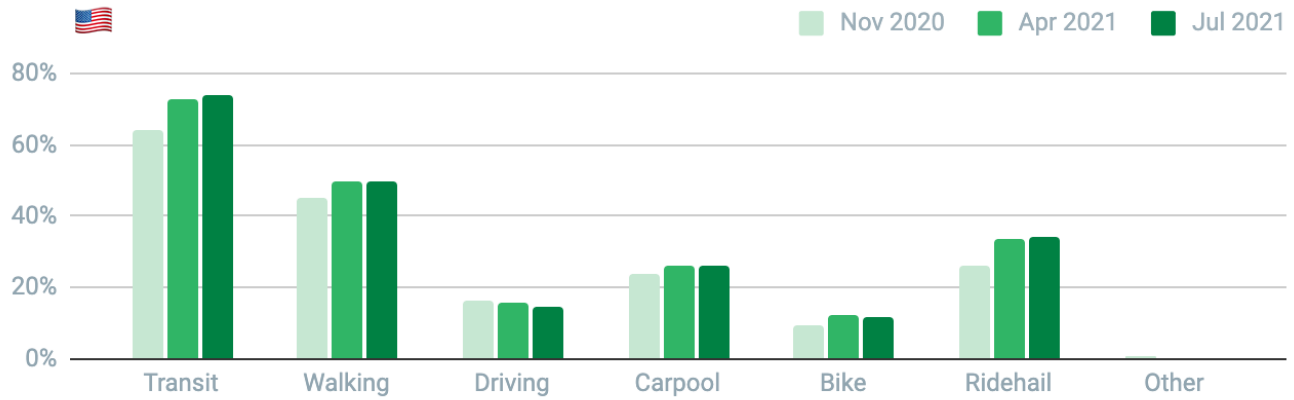
WHAT RIDERS THINK OF THEIR AGENCY'S COVID-19 RESPONSE

SATISFACTION RATINGS FOR AGENCIES: COVID-19 RESPONSE

🇺🇸

■ 1 (DISAGREE) ■ 2 ■ 3 ■ 4 ■ 5 (AGREE)

- SAFETY DURING COVID-19
- I CAN STILL GET WHERE I NEED TO GO
- USE OF BUDGET AND RESOURCES

0%   25%   50%   75%   100%

🇨🇦

■ 1 (DISAGREE) ■ 2 ■ 3 ■ 4 ■ 5 (AGREE)

- SAFETY DURING COVID-19
- I CAN STILL GET WHERE I NEED TO GO
- USE OF BUDGET AND RESOURCES

0%   25%   50%   75%   100%

LA Metro

■ 1 (DISAGREE) ■ 2 ■ 3 ■ 4 ■ 5 (AGREE)

- SAFETY DURING COVID-19
- I CAN STILL GET WHERE I NEED TO GO
- USE OF BUDGET AND RESOURCES

0%   25%   50%   75%   100%
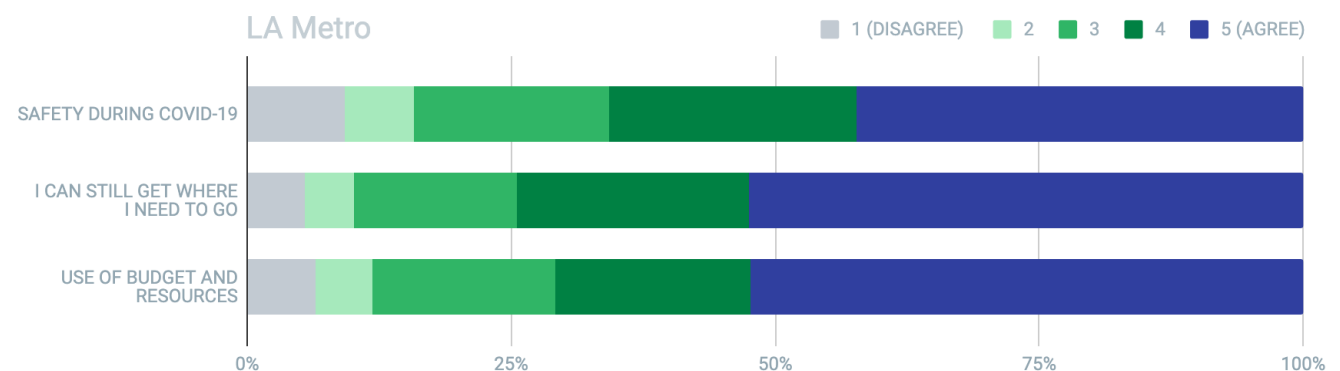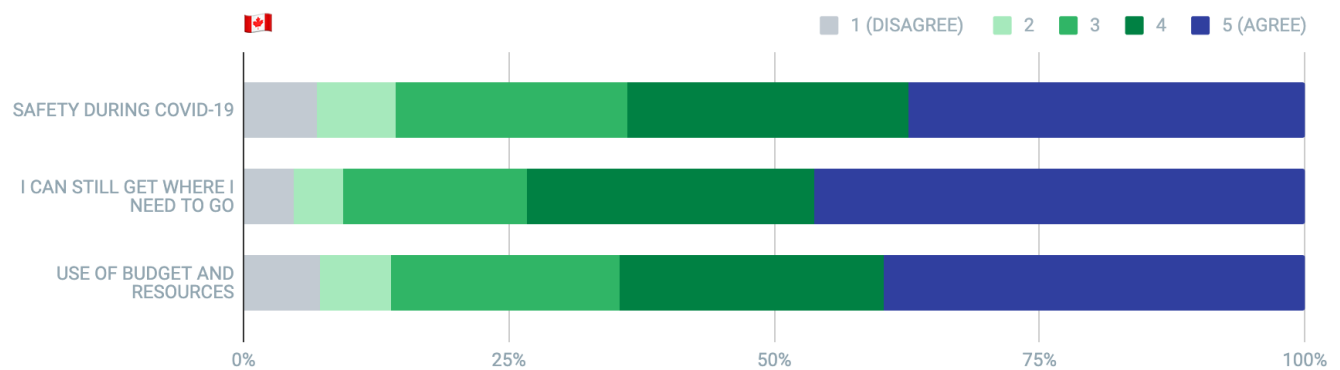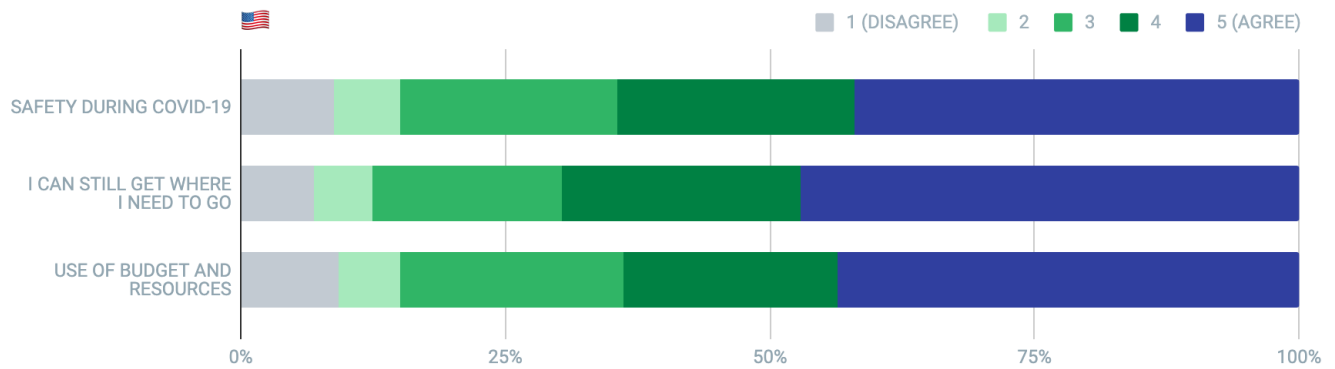
MASK REQUIREMENTS

A. WOULD YOU VOLUNTARILY WEAR A MASK ON TRANSIT EVEN IF IT WERE NOT REQUIRED?

B. SHOULD MASKS BE REQUIRED ON TRANSIT FOR THE NEXT FEW MONTHS?

🇺🇸

■ Yes ■ Not sure ■ No

WOULD WEAR MASK VOLONTARILY

AGENCY SHOULD REQUIRE MASKS

0% 25% 50% 75% 100%

🇨🇦

■ Yes ■ Not sure ■ No

WOULD WEAR MASK VOLONTARILY

AGENCY SHOULD REQUIRE MASKS

0% 25% 50% 75% 100%

LA Metro

■ Yes ■ Not sure ■ No

WOULD WEAR MASK VOLONTARILY

AGENCY SHOULD REQUIRE MASKS

0% 25% 50% 75% 100%

transit

VACCINATION RATES

VACCINATION RATES BY CITIES

🇺🇸 ☐ NO VACCINATION ☐ PARTIALLY VACCINATED ☐ FULLY VACCINATED

CHICAGO	
SF BAY AREA	
BOSTON	
BALTIMORE & DC	
NYC	
PHILADELPHIA	
LAS VEGAS	
LA METRO	

0%   25%   50%   75%   100%

🇨🇦 ☐ NO VACCINATION ☐ PARTIALLY VACCINATED ☐ FULLY VACCINATED

SASKATOON	
EDMONTON	
HALIFAX	
TORONTO	
CALGARY	
MONTRÉAL	
VANCOUVER	
GATINEAU	

0%   25%   50%   75%   100%

RECOMMENDATIONS

SAFETY AND CLEANLINESS

RESPONDENTS WOULD RIDE MORE IF THEIR AGENCY …

🇺🇸
Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

IMPROVED CLEANLINESS ON BOARD

DISTRIBUTED MASKS TO EVERYONE WHO NEEDS ONE

0% — 25% — 50% — 75% — 100%

🇨🇦
Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

IMPROVED CLEANLINESS ON BOARD

DISTRIBUTED MASKS TO EVERYONE WHO NEEDS ONE

0% — 25% — 50% — 75% — 100%

LA Metro
Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

IMPROVED CLEANLINESS ON BOARD

DISTRIBUTED MASKS TO EVERYONE WHO NEEDS ONE

0% — 25% — 50% — 75% — 100%

INFRASTRUCTURE

RESPONDENTS WOULD RIDE MORE IF THEIR AGENCY ...

🇺🇸

Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

- IMPROVED THE ACCURACY OF REAL-TIME INFO
- MADE IT EASIER TO BUY AND USE TICKETS
- IMPROVED THE SAFETY AND QUALITY OF TRANSIT STOPS
- IMPLEMENTED FARE CAPPING

0%   25%   50%   75%   100%

🇨🇦

Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

- IMPROVED THE ACCURACY OF REAL-TIME INFO
- MADE IT EASIER TO BUY AND USE TICKETS
- IMPROVED THE SAFETY AND QUALITY OF TRANSIT STOPS
- IMPLEMENTED FARE CAPPING

0%   25%   50%   75%   100%

LA Metro

Legend: 1 (DISAGREE) | 2 | 3 | 4 | 5 (AGREE)

- IMPROVED THE ACCURACY OF REAL-TIME INFO
- MADE IT EASIER TO BUY AND USE TICKETS
- IMPROVED THE SAFETY AND QUALITY OF TRANSIT STOPS
- IMPLEMENTED FARE CAPPING

0%   25%   50%   75%   100%

SERVICE

HOW COULD YOUR AGENCY IMPROVE BUS SERVICE?

🇺🇸   ■ 1 (DISAGREE)   ■ 2   ■ 3   ■ 4   ■ 5 (AGREE)

- MAKE BUS AND TRAIN DEPARTURES MORE FREQUENT
- RUN MORE FREQUENT BUSES ON THE BUSIEST ROUTES
- ADD NEW ROUTES TO SERVE AREAS WITHOUT BUS SERVICE
- CREATE BUS-ONLY LANES
- ADD MORE DIRECT ROUTES ALONG MAJOR STREETS
- ADD MORE LOCAL ROUTES THAT SERVE SPECIFIC DESTINATIONS
- SPEED UP BUSES BY HAVING FEWER BUS STOPS
- REDUCE WALKING BY HAVING MORE BUS STOPS

0%   25%   50%   75%   100%

🇨🇦   ■ 1 (DISAGREE)   ■ 2   ■ 3   ■ 4   ■ 5 (AGREE)

- MAKE BUS AND TRAIN DEPARTURES MORE FREQUENT
- RUN MORE FREQUENT BUSES ON THE BUSIEST ROUTES
- ADD NEW ROUTES TO SERVE AREAS WITHOUT BUS SERVICE
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- ADD MORE LOCAL ROUTES THAT SERVE SPECIFIC DESTINATIONS
- SPEED UP BUSES BY HAVING FEWER BUS STOPS
- REDUCE WALKING BY HAVING MORE BUS STOPS

0%   25%   50%   75%   100%

HOW COULD **LA METRO** IMPROVE BUS SERVICE?

Legend: ■ 1 (DISAGREE) ■ 2 ■ 3 ■ 4 ■ 5 (AGREE)

Categories (top to bottom):
- MAKE BUS AND TRAIN DEPARTURES MORE FREQUENT
- RUN MORE FREQUENT BUSES ON THE BUSIEST ROUTES
- ADD NEW ROUTES TO SERVE AREAS WITHOUT BUS SERVICE
- CREATE BUS-ONLY LANES
- ADD MORE DIRECT ROUTES ALONG MAJOR STREETS
- ADD MORE LOCAL ROUTES THAT SERVE SPECIFIC DESTINATIONS
- SPEED UP BUSES BY HAVING FEWER BUS STOPS
- REDUCE WALKING BY HAVING MORE BUS STOPS

X-axis: 0%, 25%, 50%, 75%, 100%

RIDER DEMOGRAPHICS

CAR OWNERSHIP

CAR OWNERSHIP: APRIL 2020 VS. NOVEMBER 2020 VS. APRIL 2021 VS. JULY 2021

🇺🇸 ■ DO NOT OWN A CAR   ■ DO NOT OWN A CAR BUT HAVE ACCESS TO ONE   ■ OWN A CAR

Apr 2020 / Nov 2020 / Apr 2021 / Jul 2021

🇨🇦 ■ DO NOT OWN A CAR   ■ DO NOT OWN A CAR BUT HAVE ACCESS TO ONE   ■ OWN A CAR

Apr 2020 / Nov 2020 / Apr 2021 / Jul 2021

LA Metro ■ DO NOT OWN A CAR   ■ DO NOT OWN A CAR BUT HAVE ACCESS TO ONE   ■ OWN A CAR

Nov 2020 / Apr 2021 / Jul 2021

*Results not available for LA Metro in April 2020

AGE

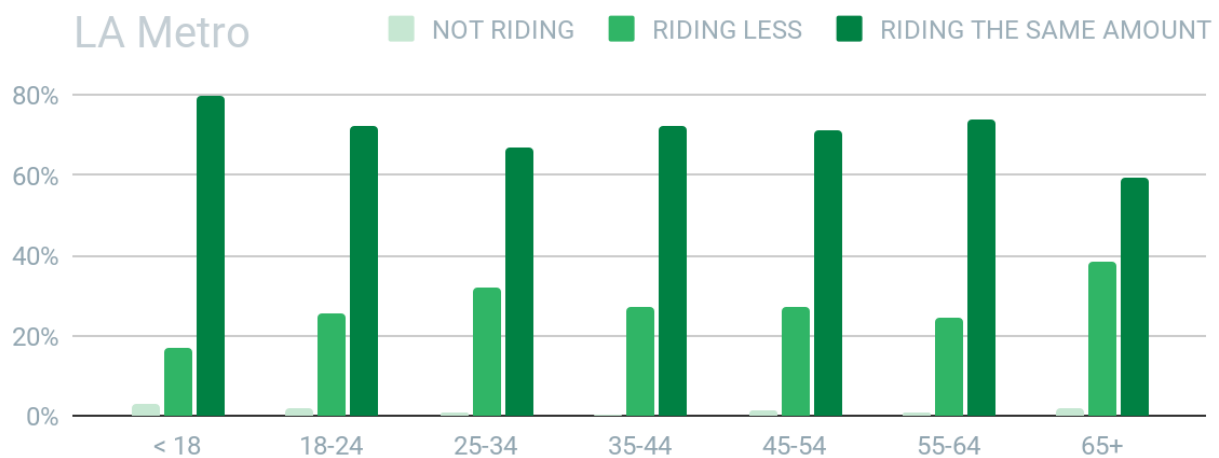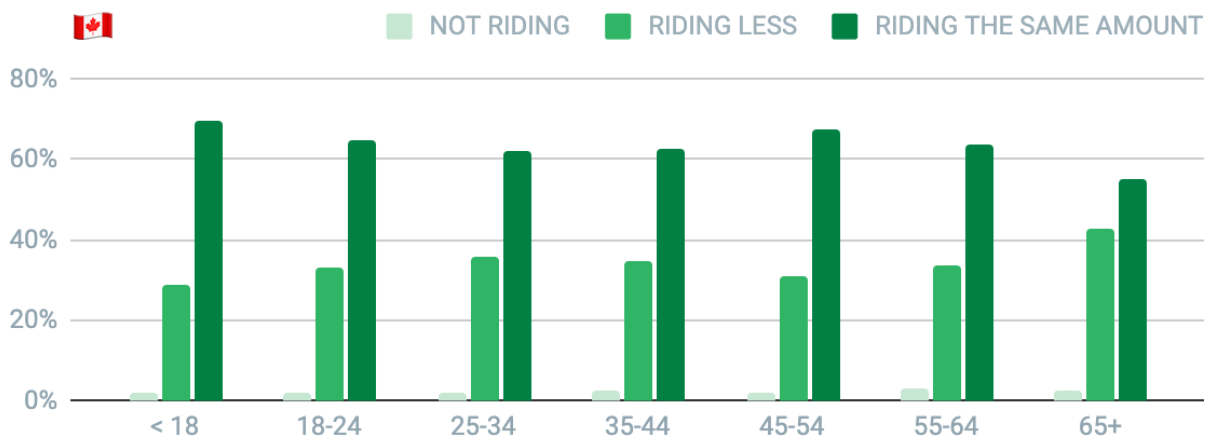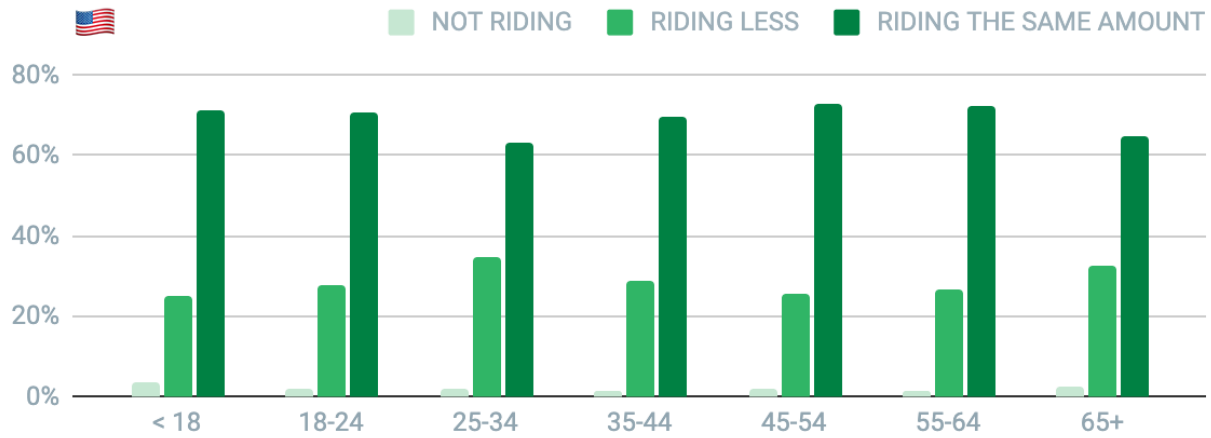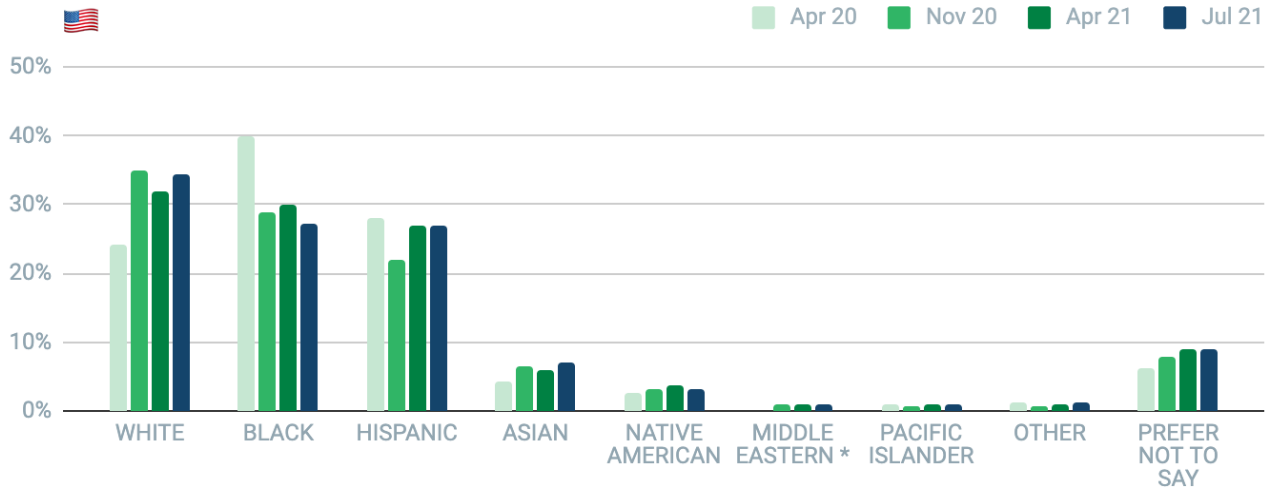AGE DISTRIBUTION: APRIL 2020 VS. NOVEMBER 2020 VS. APRIL 2021 VS. JULY 2021

🇺🇸 Apr 20 ▪ Nov 20 ▪ Apr 21 ▪ Jul 21

🇨🇦 Apr 20 ▪ Nov 20 ▪ Apr 21 ▪ Jul 21

LA Metro

▪ Nov 20 ▪ Apr 21 ▪ Jul 21

*Results not available for LA Metro in April 2020

AGE BY RIDING FREQUENCY: JULY 2021

🇺🇸   ■ NOT RIDING   ■ RIDING LESS   ■ RIDING THE SAME AMOUNT

🇨🇦   ■ NOT RIDING   ■ RIDING LESS   ■ RIDING THE SAME AMOUNT

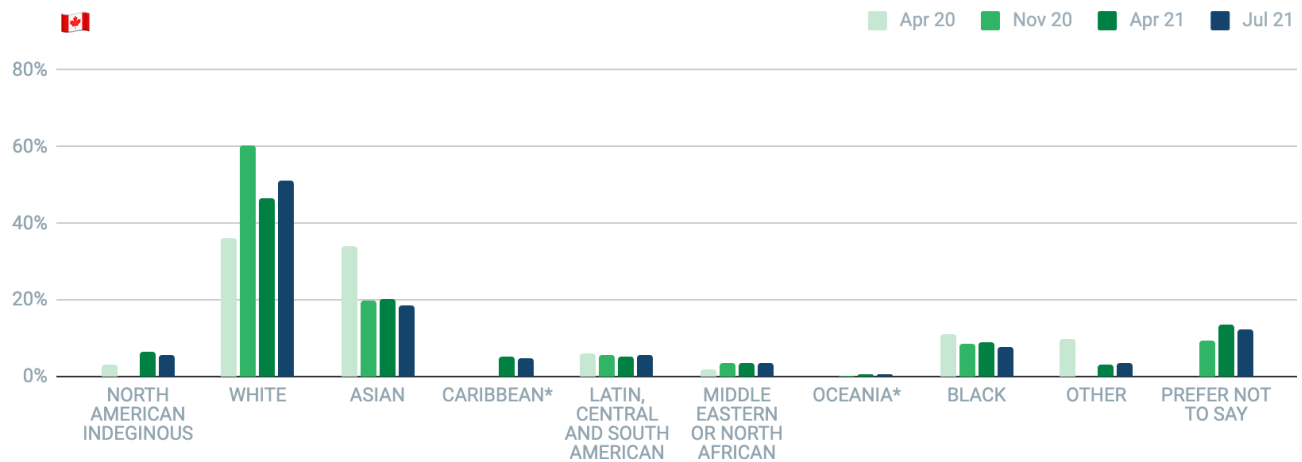## LA Metro   ■ NOT RIDING   ■ RIDING LESS   ■ RIDING THE SAME AMOUNT

RACE AND ETHNICITY

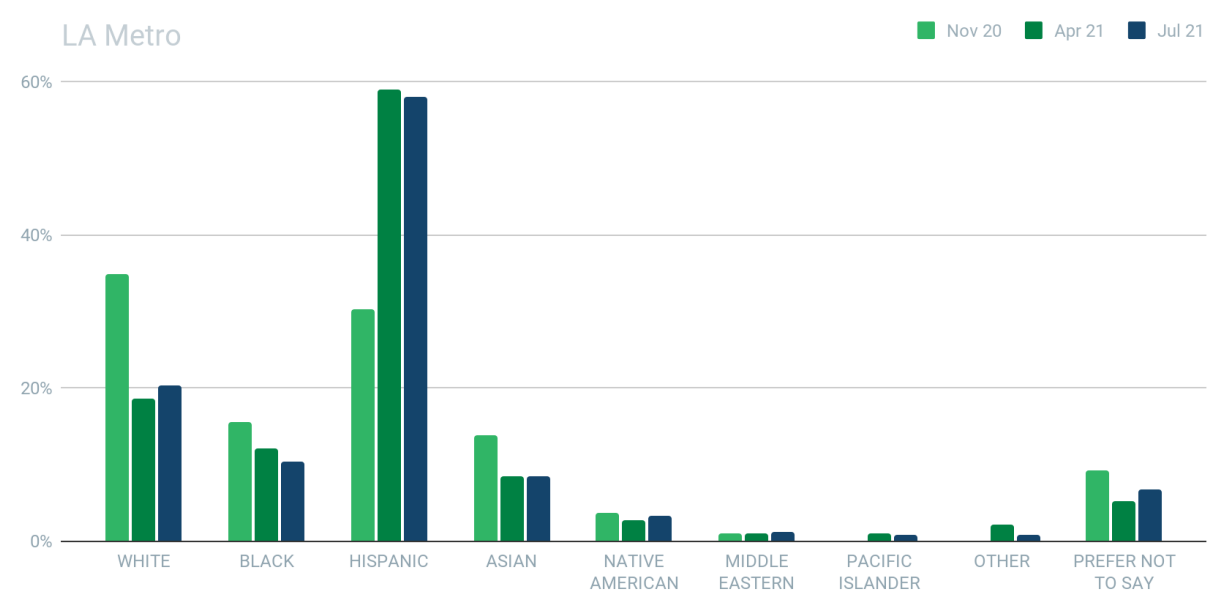**RACE DISTRIBUTION:** APRIL 2020 VS. NOVEMBER 2020 VS. APRIL 2021 VS. JULY 2021

Middle Eastern was not an option in April 2020

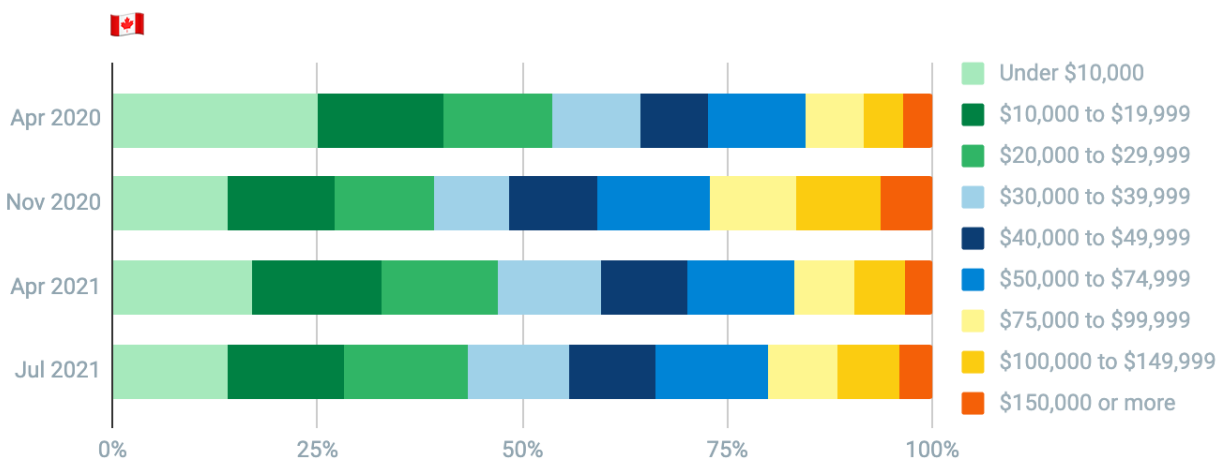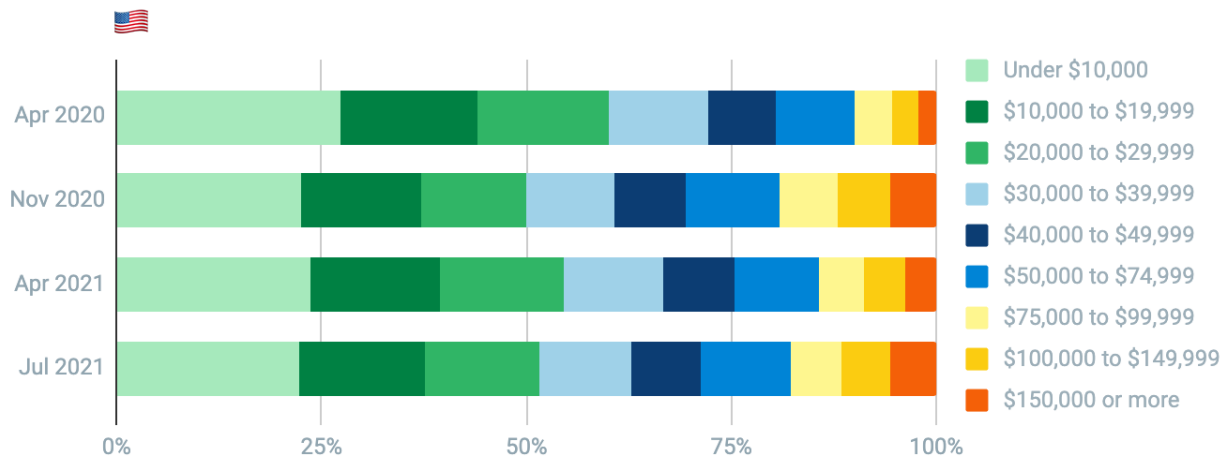*Caribbean, Oceania and Prefer Not to Say were added as options consistently beginning in the April 2021 survey.*
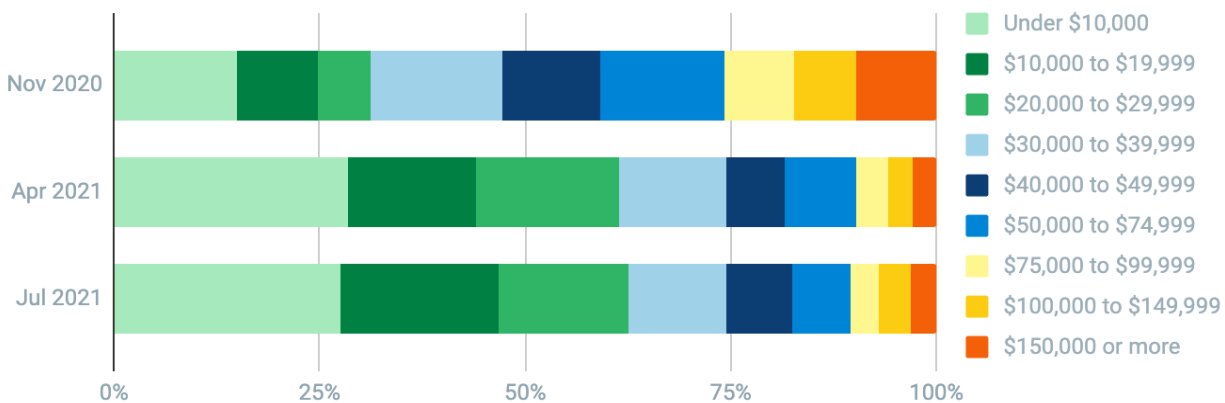
LA Metro

■ Nov 20 ■ Apr 21 ■ Jul 21

*Results not available for LA Metro in April 2020

HOUSEHOLD INCOME

INCOME: APRIL 2020 VS. NOVEMBER 2020 VS. APRIL 2021 VS. JULY 2021

🇺🇸

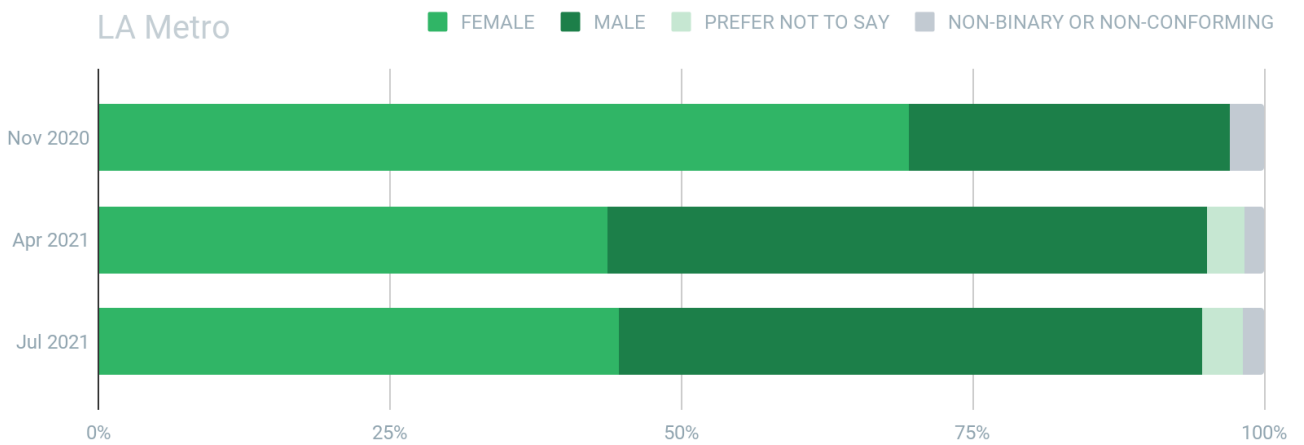|	Under $10,000
	$10,000 to $19,999
	$20,000 to $29,999
	$30,000 to $39,999
	$40,000 to $49,999
	$50,000 to $74,999
	$75,000 to $99,999
	$100,000 to $149,999
	$150,000 or more

🇨🇦

LA Metro

*Results not available for LA Metro in April 2020

GENDER

🇺🇸   ■ FEMALE   ■ MALE   ■ PREFER NOT TO SAY   ■ NON-BINARY OR NON-CONFORMING

🇨🇦   ■ FEMALE   ■ MALE   ■ PREFER NOT TO SAY   ■ NON-BINARY OR NON-CONFORMING

LA Metro   ■ FEMALE   ■ MALE   ■ PREFER NOT TO SAY   ■ NON-BINARY OR NON-CONFORMING
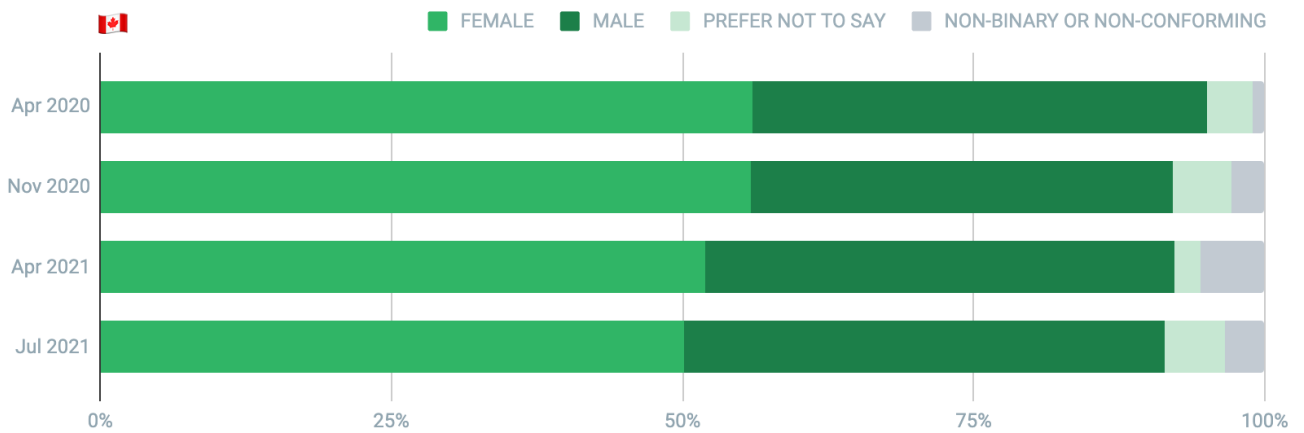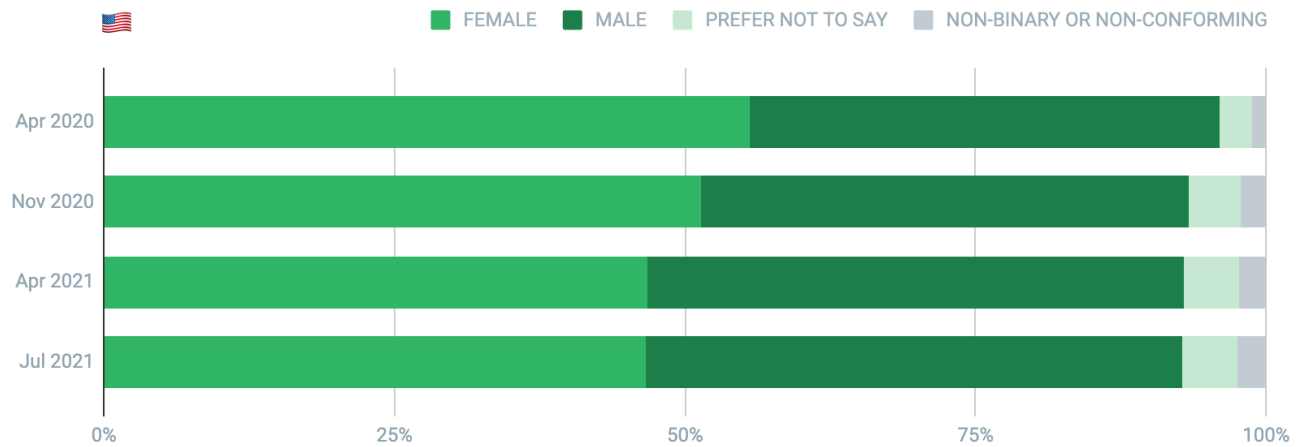
*Results not available for LA Metro in April 2020

OCCUPATION

TOP FIVE OCCUPATIONS, JULY 2021

🇺🇸	APR 2020	NOV 2020	APR 2021	JUL 2021
Food preparation and serving	17.0%	8.4%	9.7%	**8.4%**
Retail (including grocery and pharmacy sales jobs)	8.3%	9.7%	8.4%	**7.7%**
Building and grounds cleaning and maintenance	6.3%	4.2%	6.4%	**6.6%**
Healthcare support	10.2%	5.6%	5.5%	**5.9%**
Education, training and library	3.1%	5.3%	4.9%	**4.9%**

🇨🇦	APR 2020	NOV 2020	APR 2021	JUL 2021
Retail (including grocery and pharmacy sales jobs)	10.6%	13.7%	14%	**12.9%**
Food preparation and serving	17.6%	9.8%	11.9%	**9%**
Healthcare support occupations	6.4%	5.3%	6%	**5.5%**
Healthcare practitioners and technical occupations	5.2%	4.1%	5.5%	**5%**
Office and administrative support	3.4%	4.7%	3.9%	**5%**

LA Metro	APR 2020	NOV 2020	APR 2021	JUL 2021
Building and grounds cleaning and maintenance	-	9.1%	10.6%	**11.2%**
Food preparation and serving	-	8.7%	9.9%	**8%**
Retail (including grocery and pharmacy sales jobs)	-	10.7%	8.3%	**6.4%**
Arts, design, entertainment, sports, and media	-	8.7%	4.7%	**5.3%**
Education, training and library	-	3.9%	3.5%	**4%**

ACCESSIBILITY

DO YOU HAVE DIFFICULTY WITH...
JULY 2021

🇺🇸

SEEING	
WALKING	
MOTOR SKILLS	
HEARING	
AT LEAST ONE OF THESE	

0%   10%   20%   30%   40%   50%

🇨🇦

SEEING	
WALKING	
MOTOR SKILLS	
HEARING	
AT LEAST ONE OF THESE	

0%   10%   20%   30%   40%   50%

LA Metro

SEEING	
WALKING	
MOTOR SKILLS	
HEARING	
AT LEAST ONE OF THESE	

0%   10%   20%   30%   40%   50%
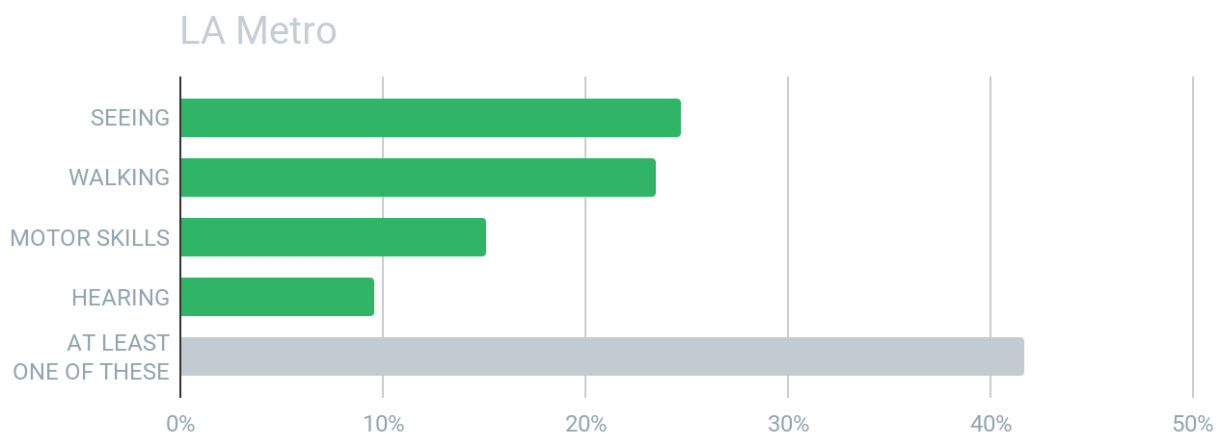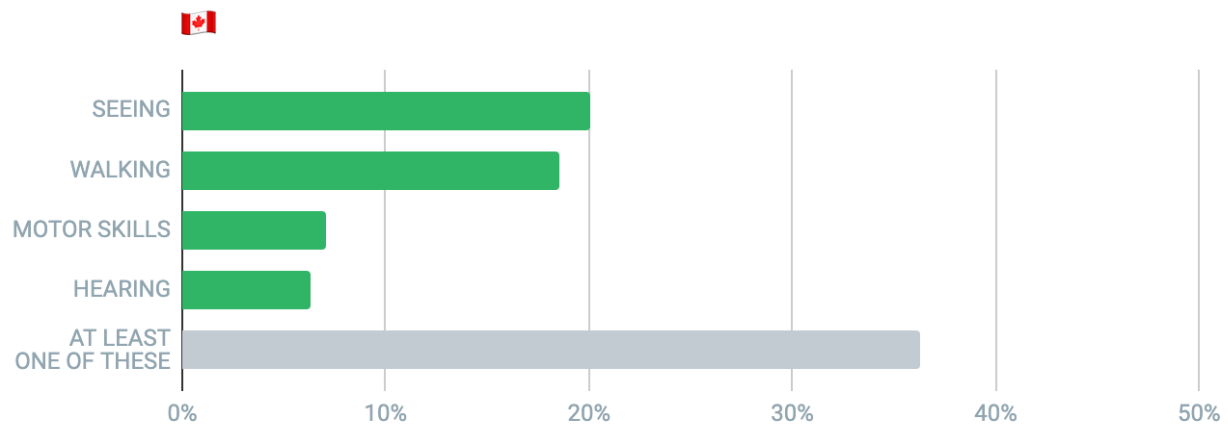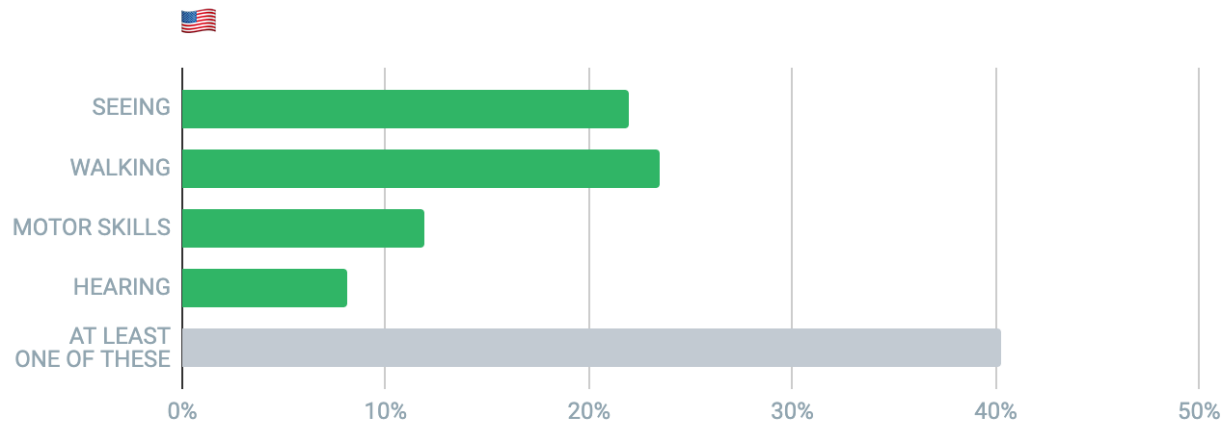
BACKGROUND

GOALS

The survey summarized in this report ran during a two-week period in July and August 2021, with the goal of providing a snapshot of agency satisfaction and ridership needs during the recovery period from the COVID-19 pandemic. *Transit* ran similar surveys in April and November 2020, as well as April 2021 and July 2021, allowing for a comparison of relevant topics between surveys. Topics asked about in the survey include agency satisfaction measures, perception of safety on public transit, and plans to return to public transit use.

Questions in the survey, developed by *Transit* with input from a steering committee of transit agency representatives, fell into four main groups: agency ratings, current riding habits and needs, future riding habits and needs, and demographics, including work-from-home plans and industry of employment.

METHODOLOGY

DISSEMINATION

The survey consists of 40 ridership questions, 12 demographic questions, and one meta-survey question, asking whether the respondent is willing to answer the optional demographic questions. The survey launched on April 23, 2021, remained open for two weeks, and was disseminated to *Transit* users in North America in English, Spanish and French entirely digitally via:

- In-app banners on the home screen of the *Transit* app
- Push notifications to *Transit* app users
  (which they see as a notification on their mobile device)

DUPLICATION

The survey software prevents users from responding to the same survey twice, but this would not prevent individuals from responding from two devices. This kind of occurrence is quite rare in *Transit* surveys, but *Transit* does scan for duplicate responses by user ID, IP address, demographic information, and survey responses.

Repeat responders on surveys do occur, but typically at a low rate. In this survey, there were no suspected repeat responses.

EXCLUSION

Responses were included when the user responded to all of the survey questions, including the meta-survey question (whether the user is willing to answer demographic questions). Approximately 96% of responses met this criterion.

Responses were not excluded based on answers to demographic questions, since these were optional. Consequently, demographic data are not available for every respondent. Over 96% of respondents, after exclusion, answered the demographic questions.

ABOUT TRANSIT

Launched in 2012 in Montreal, *Transit* is North America's most popular public transit app, with millions of active users in more than 200 cities. *Transit* is the highest ranked public transit-focused app in the App Store in North America. The app has received Apple's coveted Editor's Choice tag in the App Store, and has an App Store rating of 4.7 stars.

Right on launch, *Transit* shows users all nearby transport options and departure times in big text and bright colours. Users can easily navigate public transit with accurate real-time predictions, simple multimodal trip planning, and step-by-step navigation. With public transportation at its core, *Transit* also integrates real-time information and payment functionalities for other sustainable mobility modes, including ridehail, bikeshare, scooters and carshare.

The app is user-supported and ad-free thanks to the Royale subscription service, which is delivered in partnership with local transit agencies. Royale gives subscribers access to full schedules and maps for transit lines that are farther away, as well as extra features and customization options. More than 75 transit agencies have partnered to make *Transit* their official or endorsed app, and a growing number of agency partners will be gifting Royale to all their customers beginning in 2022.

Transit's goal has always been to enable users to get from A to B without their own car, and the app's ease-of-use plays an important role in improving the public transit rider experience. Because of *Transit*'s ubiquity with public transit riders across North America, the app is able to reach a sometimes-difficult segment of the population to access, and based on the surveys thus far, responses are generally reflective of the age, race, income, and other demographics of public transit riders overall. *Transit*'s surveys provide quick temperature readings within a region, benchmarked comparisons across regions, and in-depth analysis linked to user behaviours in the app itself.