

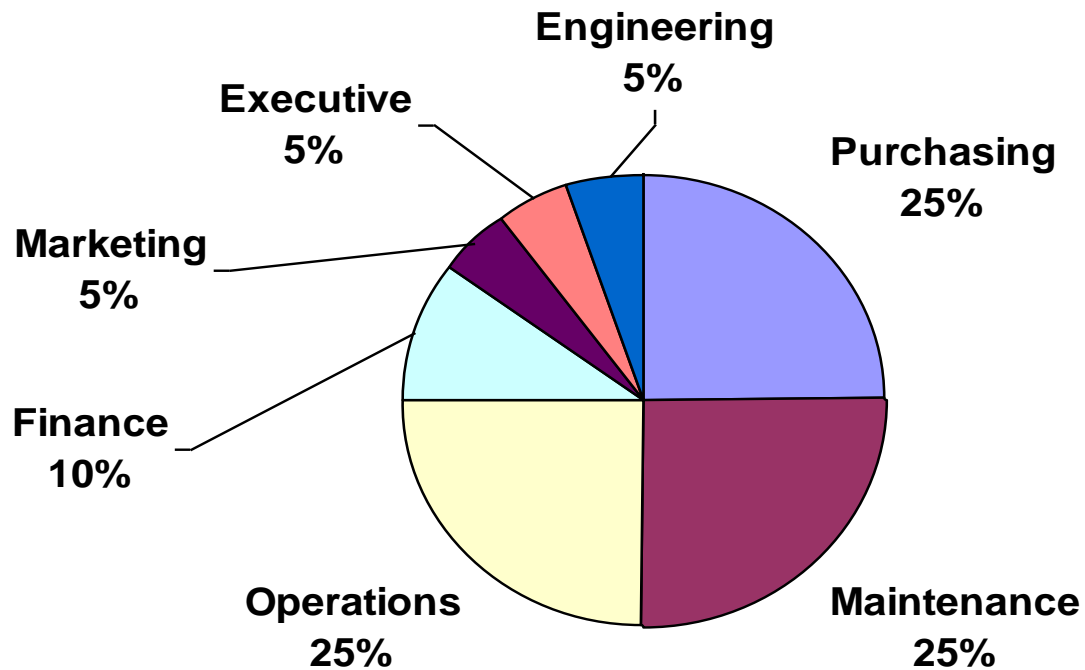
APTA Transit Experience Task Force

February 23, 2010

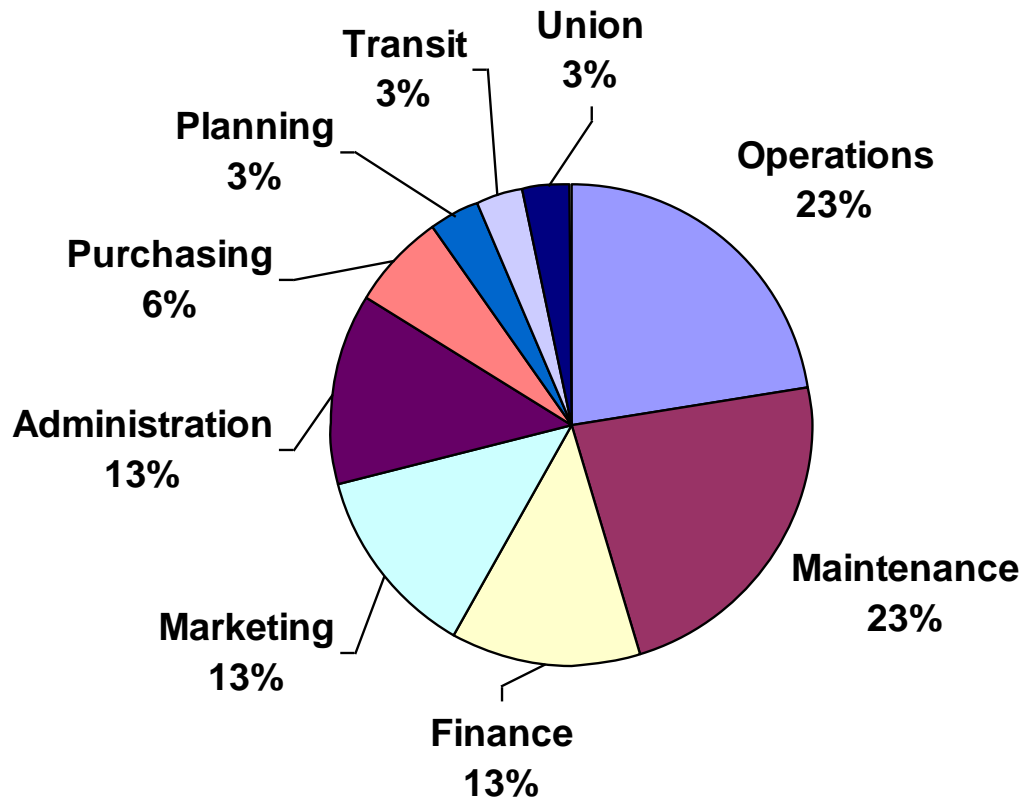
The Survey

- The Transit Experience Task Force developed a survey of decision making processes relative to bus purchases.
- The survey was sent to 82 members of the APTA Marketing Committee.
- Twenty percent responded.
- Results were compiled December, 2009.

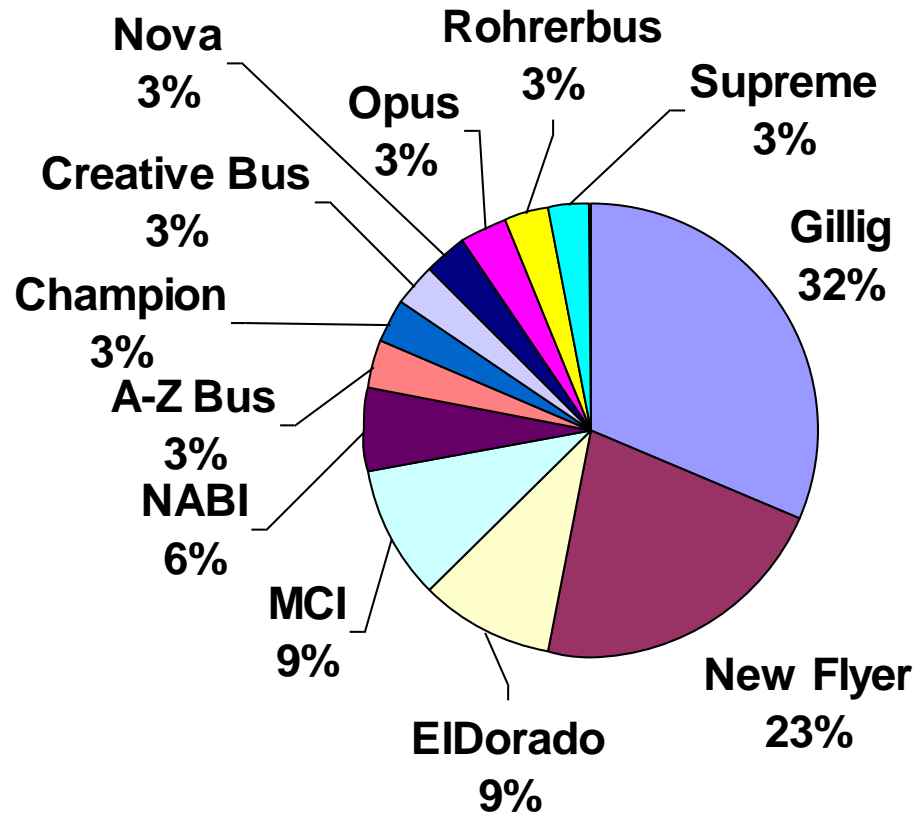
Q1: Who has primary responsibility for bus procurement?



Q2: What other departments are involved in the bus procurement decision?

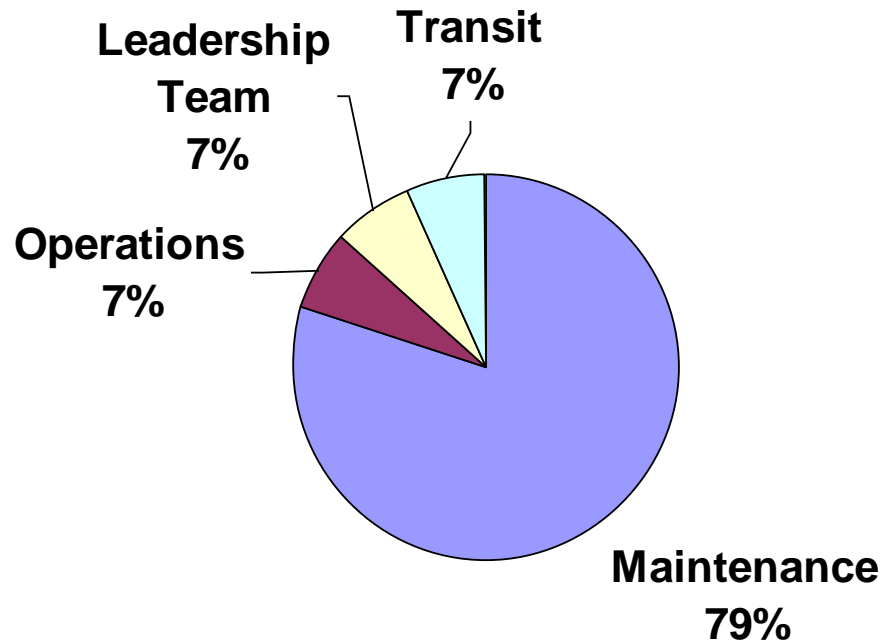


Q3: From which manufacturers do you purchase buses?

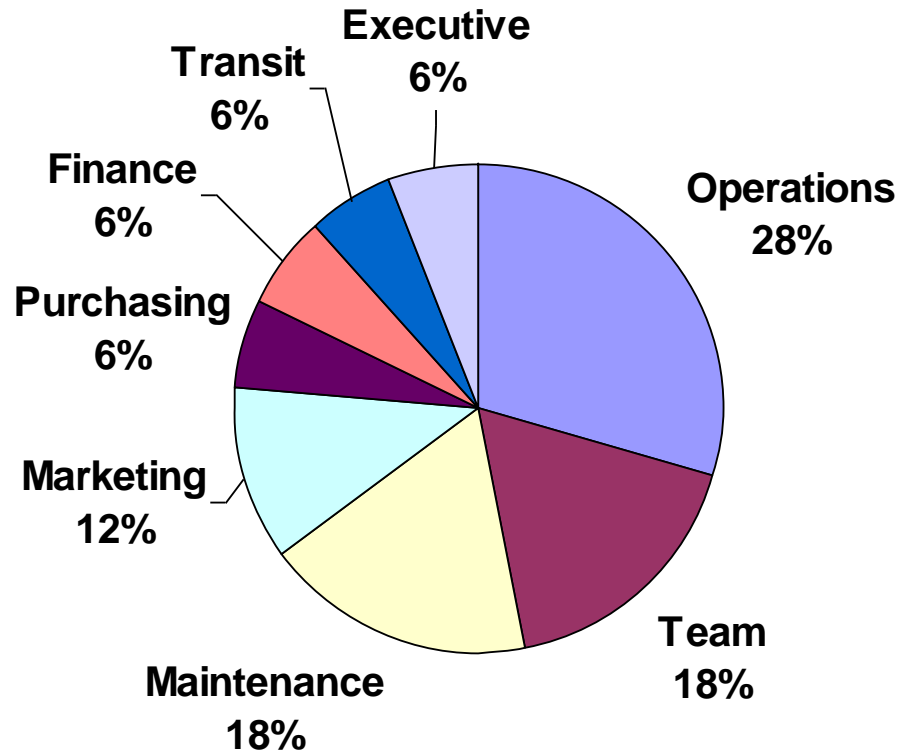


Q4: Which departments control the operating systems amenities?

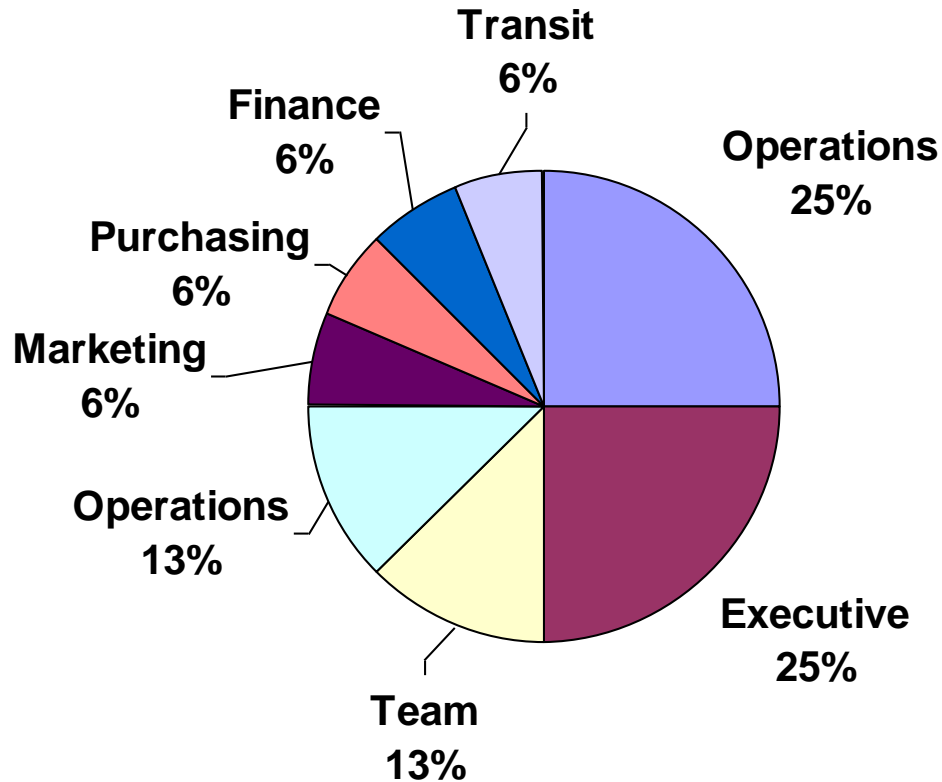
Engine, Drive Train, A/C, System, Tires



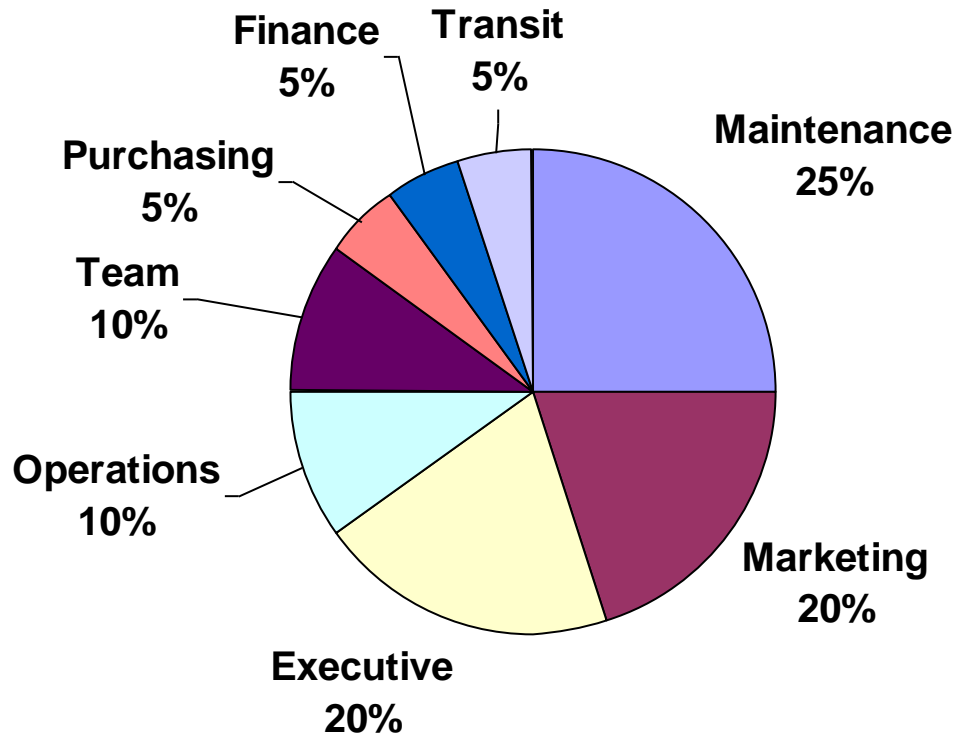
Q5: Which departments control the interior features? **Seat configuration**



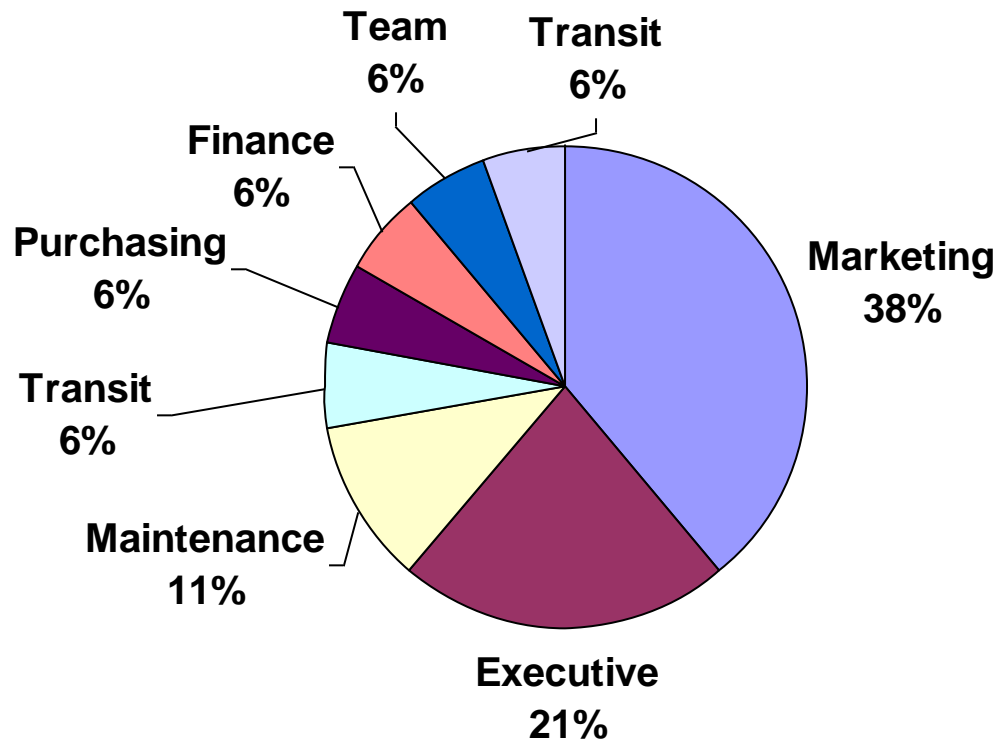
Q5: Which departments control the interior features? **Seat Design**



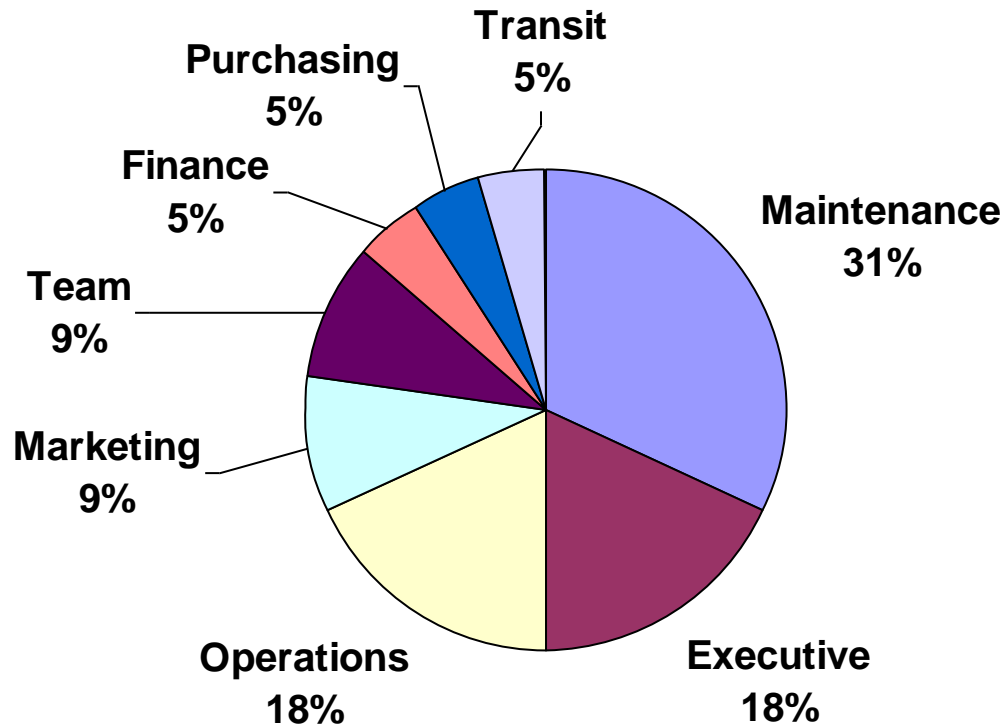
Q5: Which departments control the interior features? **Seat Fabric**



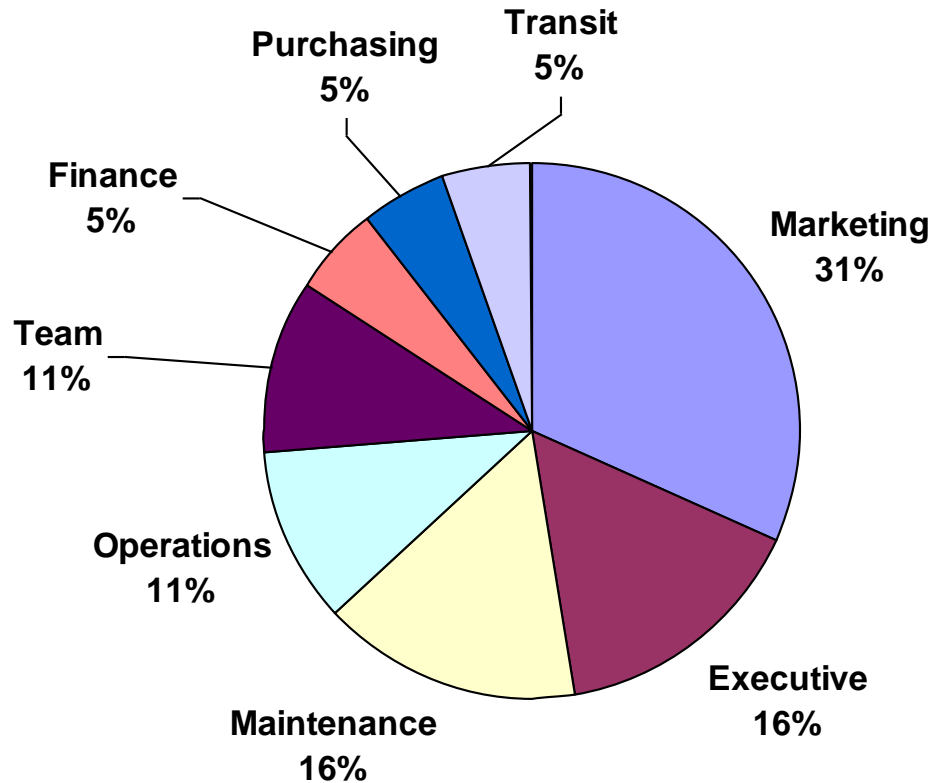
Q5: Which departments control the interior features? **Seat Color Design**



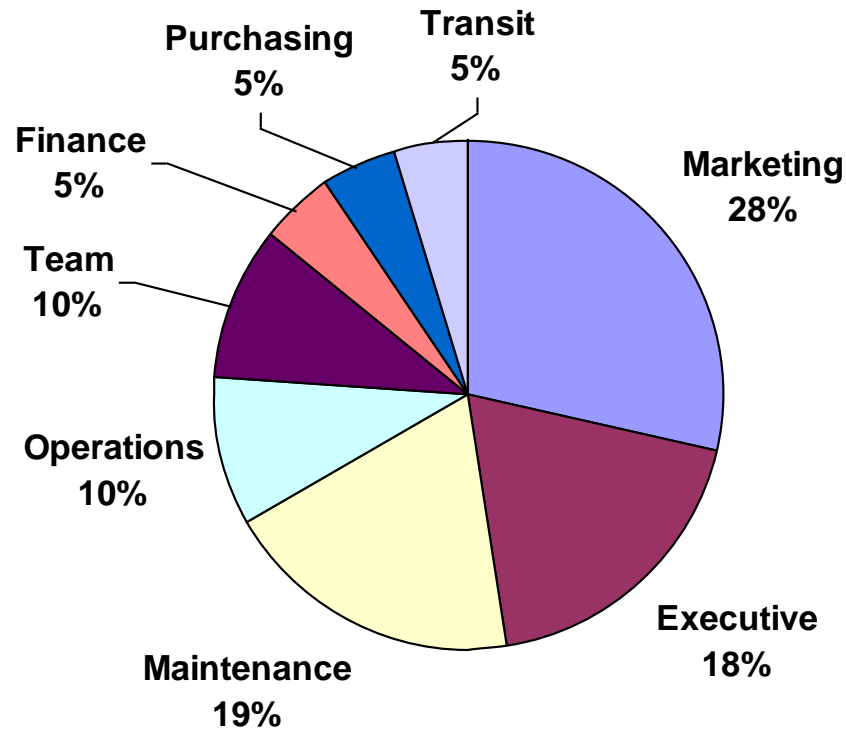
Q5: Which departments control the interior features? **Flooring Type**



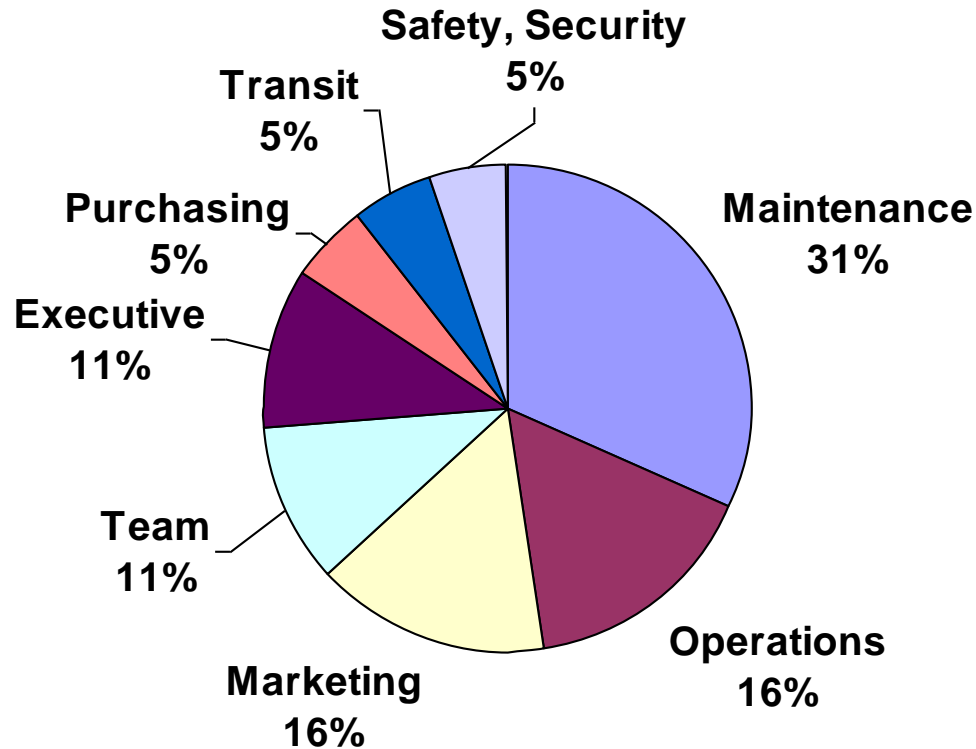
Q5: Which departments control the interior features? **Floor Color**



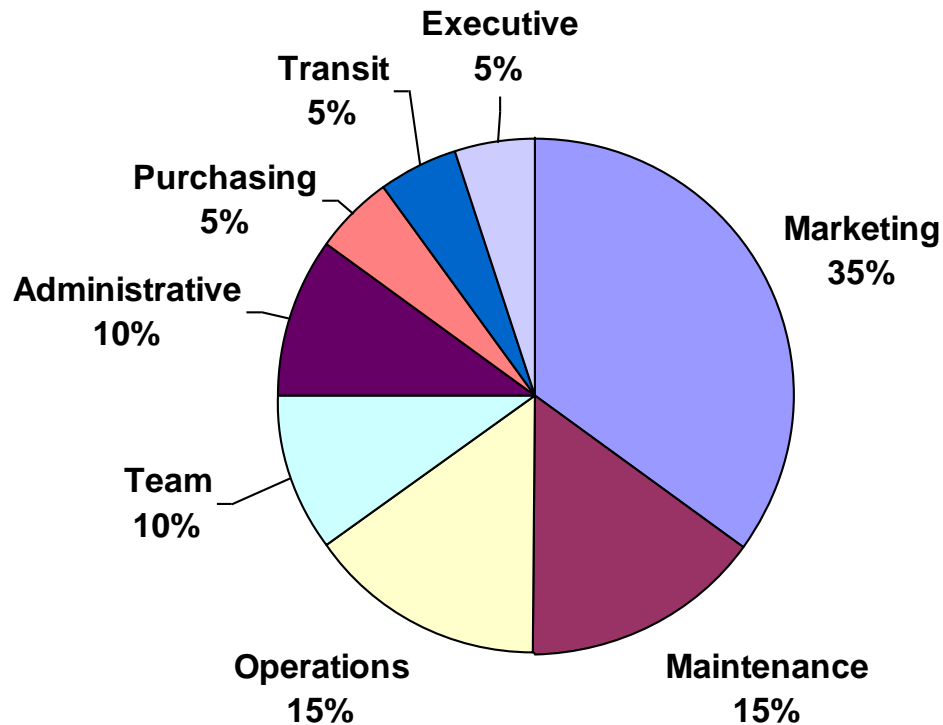
Q5: Which departments control the interior features? **Walls Color**



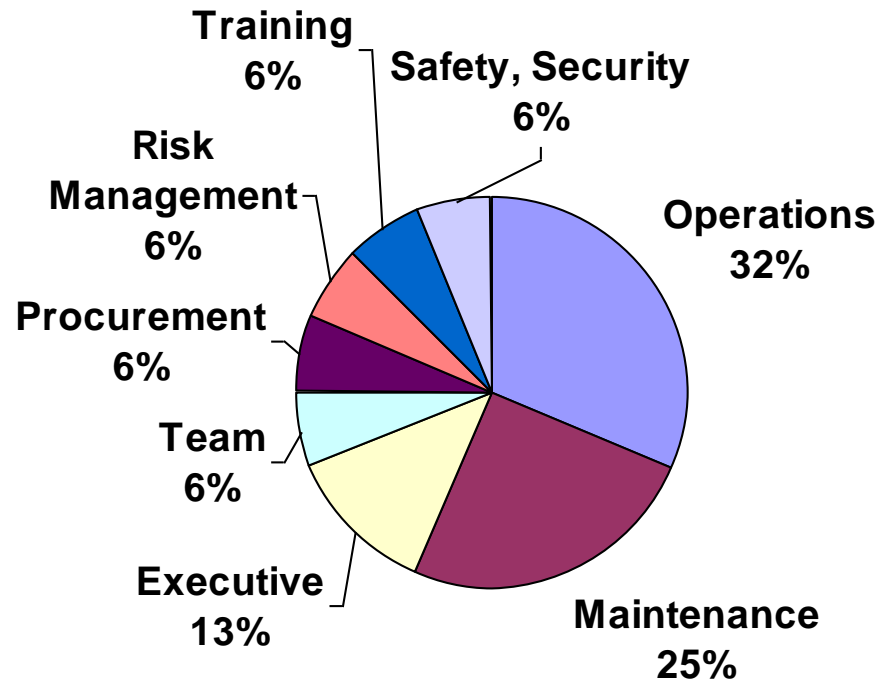
Q5: Which departments control the interior features? **Walls Window**



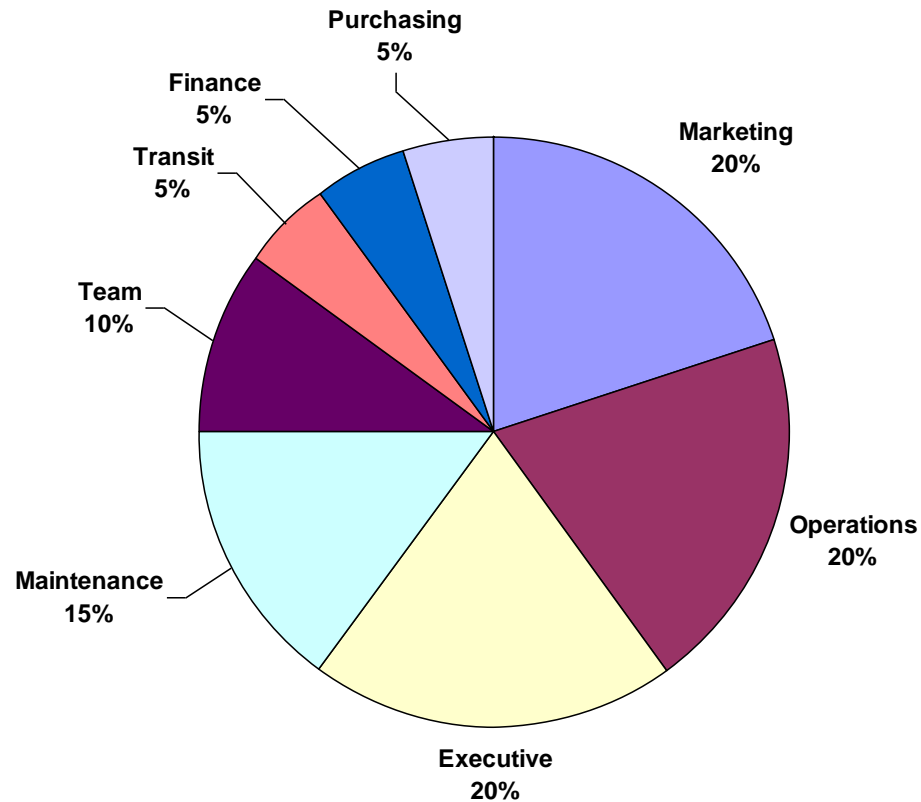
Q5: Which departments control the interior features? **Walls Signage**



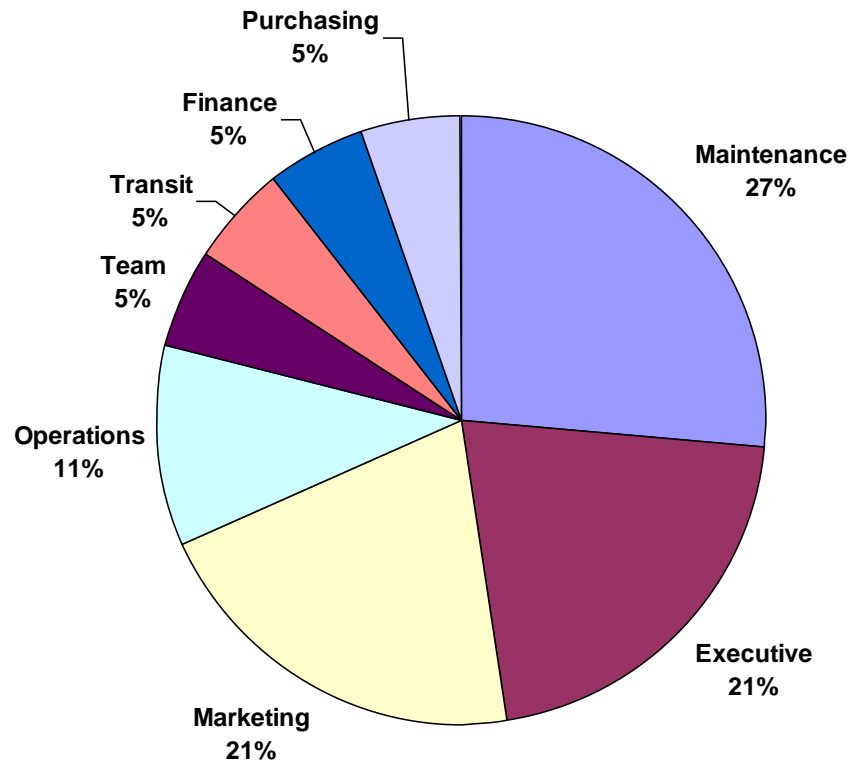
Q5: Which departments control the interior features? **Safety, Security**



Q6: Which departments control the exterior features? **Body Style**



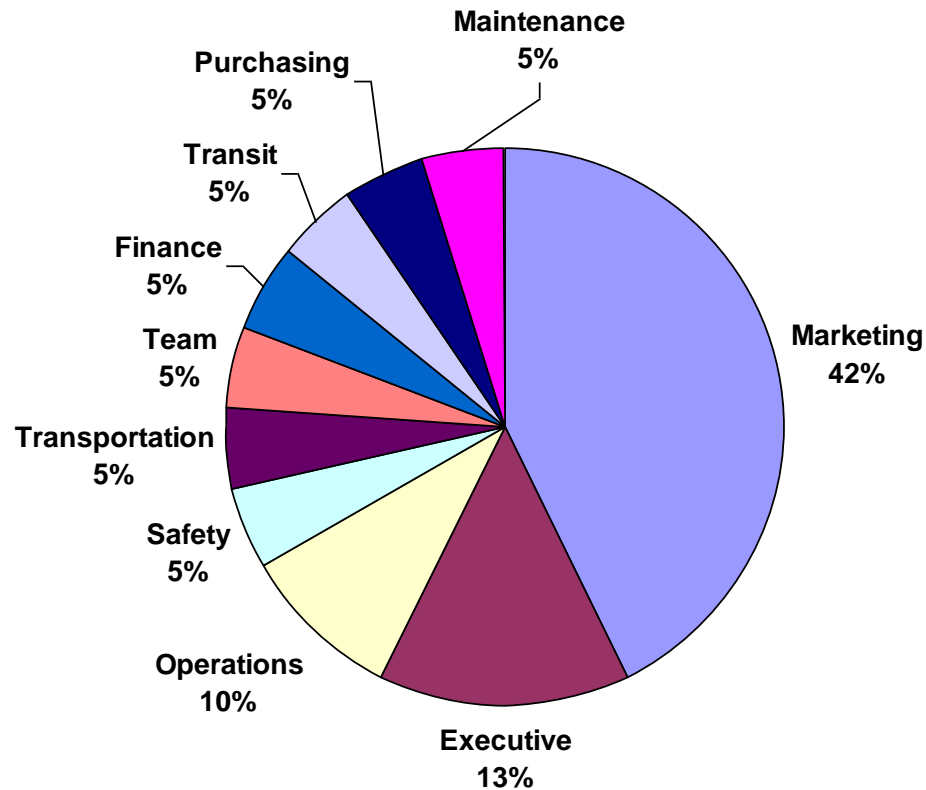
Q6: Which departments control the exterior features? **Window Treatment**



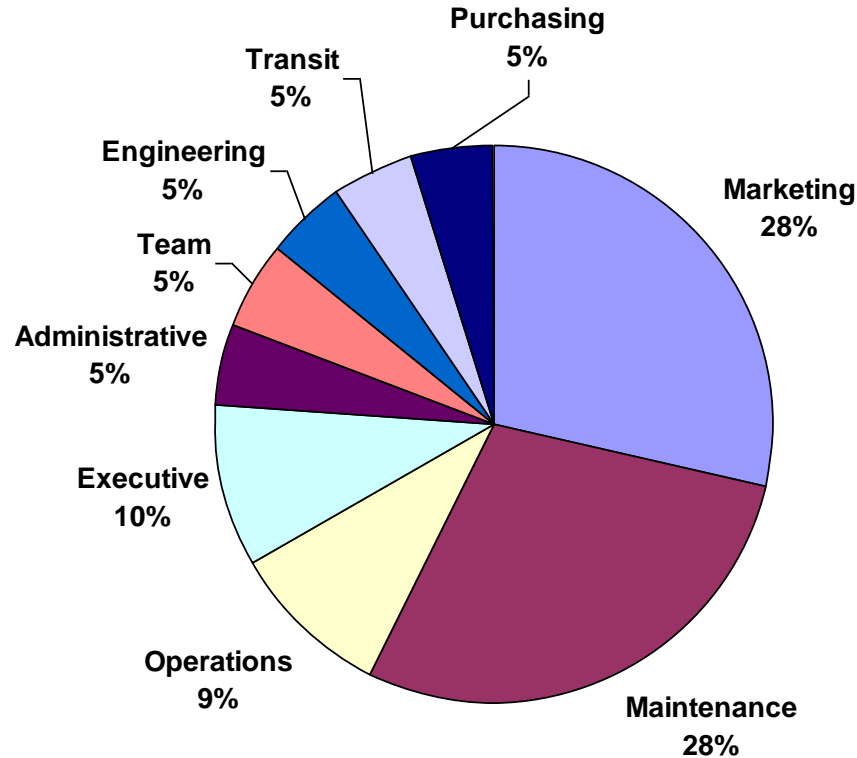
Q6: Which departments control the exterior features? **Safety, Security**



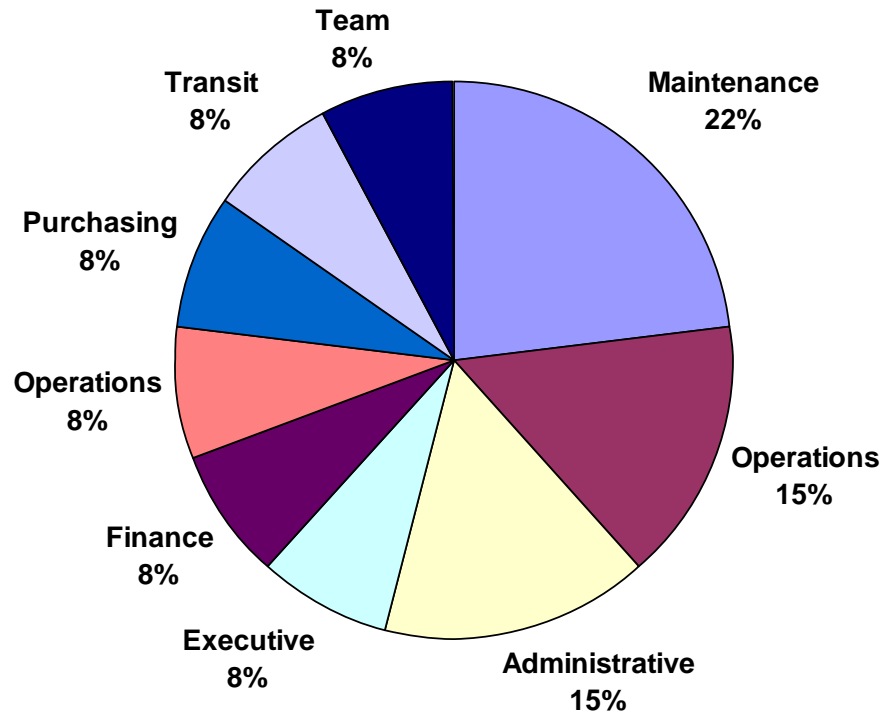
Q6: Which departments control the exterior features? **Graphics**



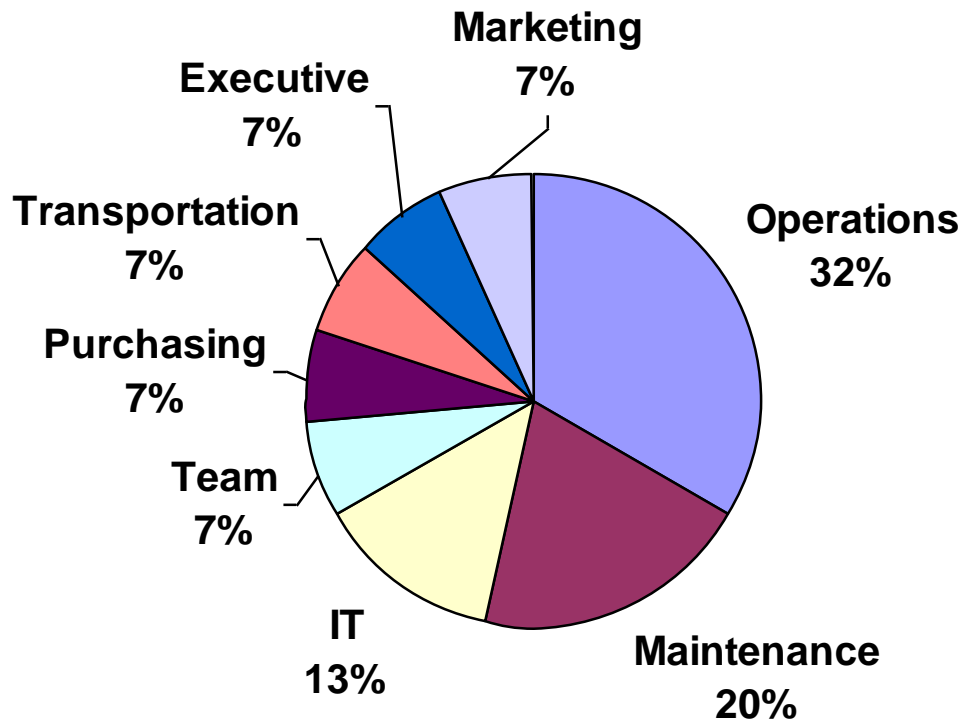
Q6: Which departments control the exterior features? **Ad Frames**



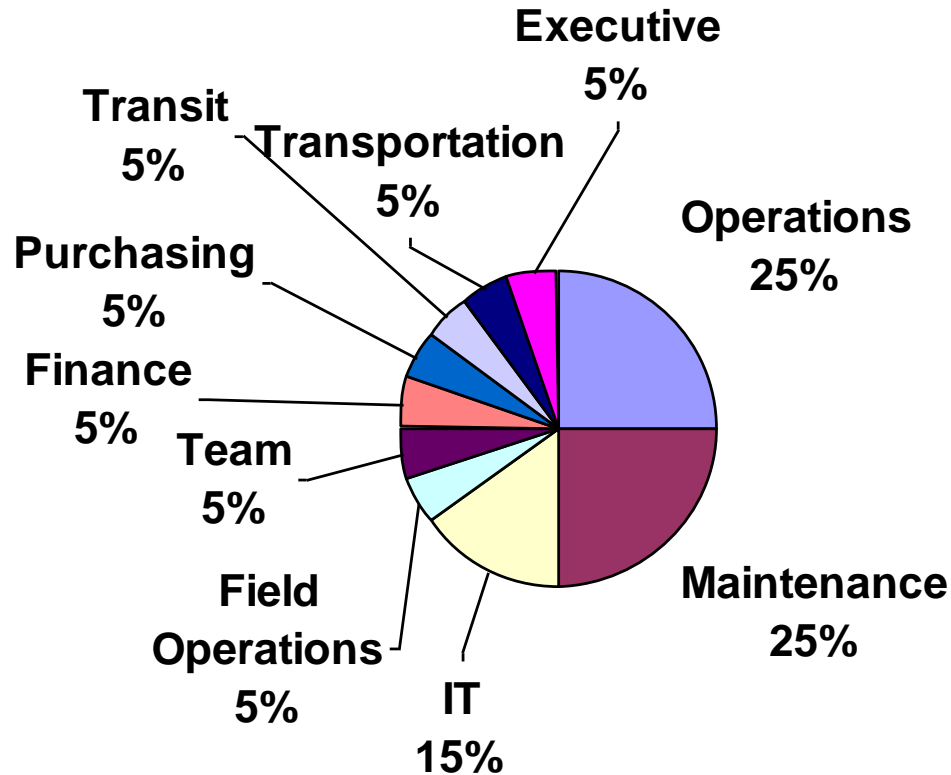
Q6: Which departments control the exterior features? **Signage**



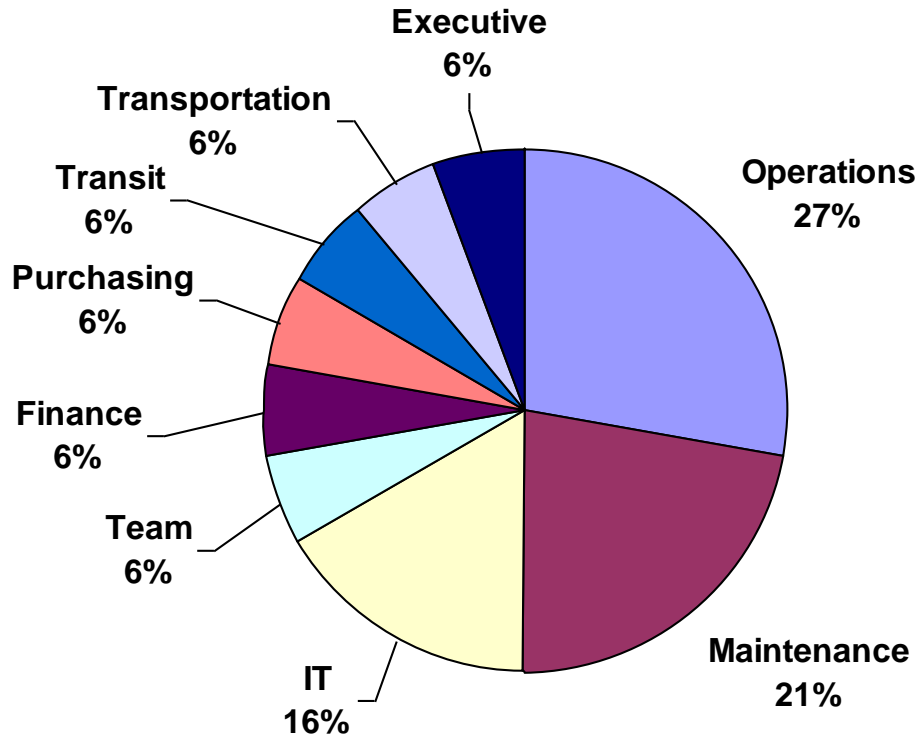
Q7: Which departments control the IS amenities? **ASA**



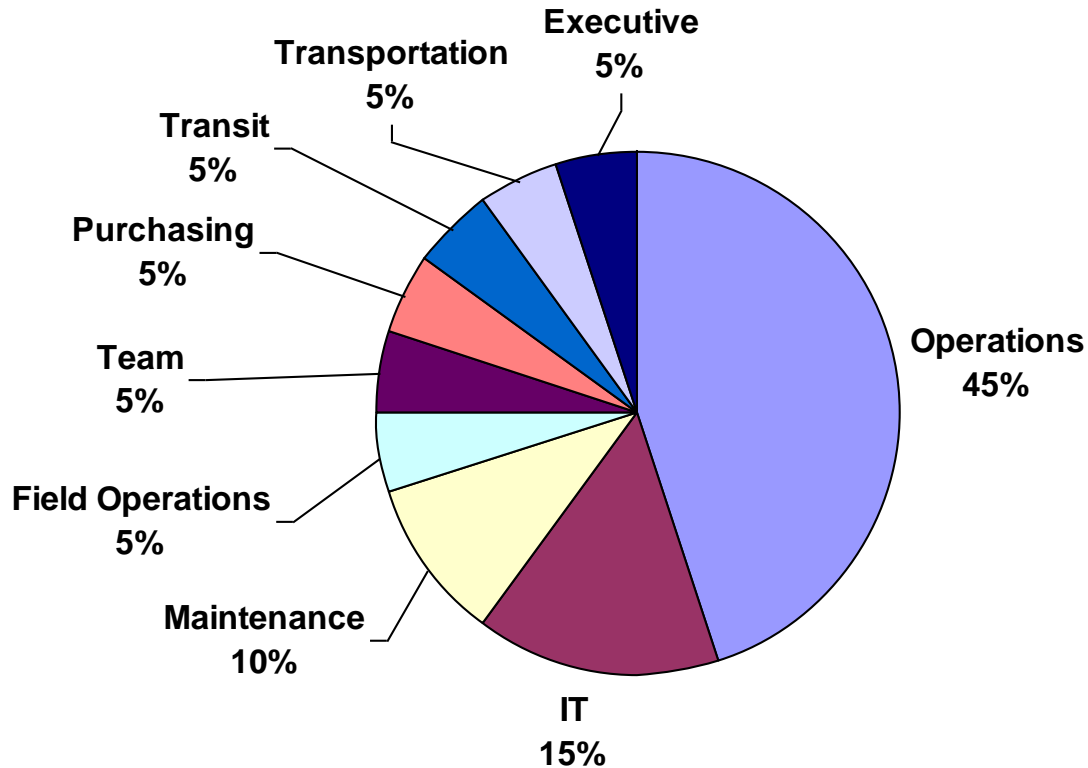
Q7: Which departments control the IS amenities? **GPS**



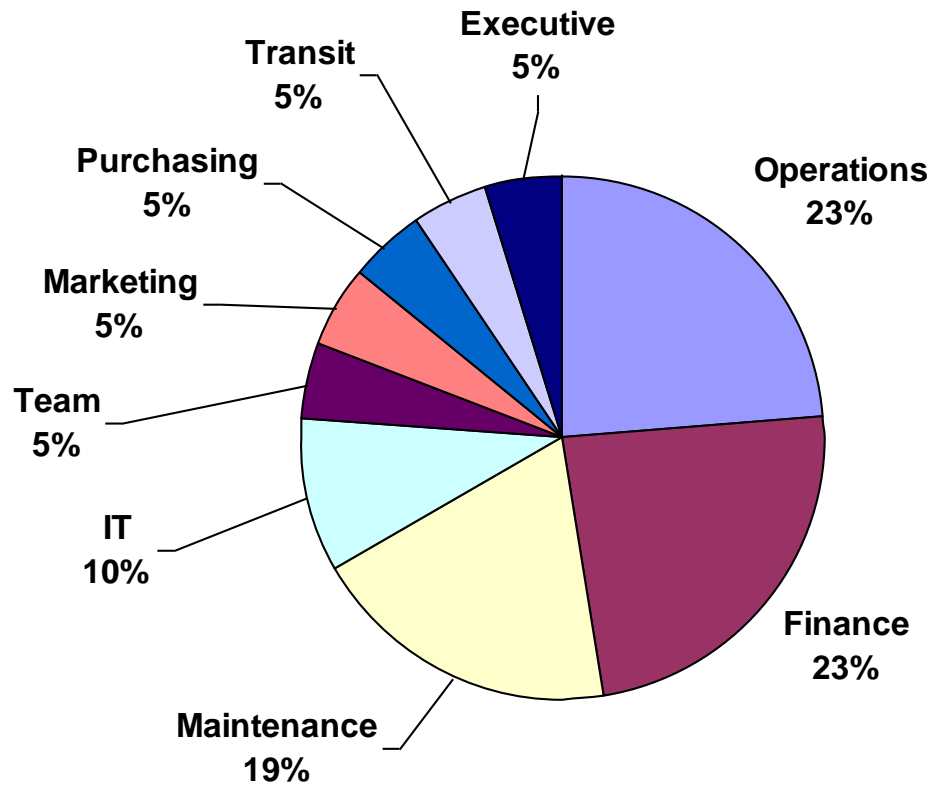
Q7: Which departments control the IS amenities? **ITS**



Q7: Which departments control the IS amenities? **Dispatch Communication**



Q7: Which departments control the IS amenities? **Fare Collection**



Q8: What would improve rider perception and experience if you could change your procurement process?

- “I would like a technical specification that was more generic to all manufacturers and a pleasing experience to the riders.”
- “Getting rider input before buying buses and systems.”
- “Survey customers about what they want and (do) not want and actually listen to them.”
- “It would be a good idea to hold focus groups with riders on bus features.”

Q8: What would improve rider perception and experience if you could change your procurement process?

- “Have all key people ride the bus with riders to understand riders desires – nothing substitutes for actually riding with our customers. We do also bring in a couple of our advisory committee citizens to look at buses being considered.”
- “WiFi on buses.”
- “More research re: seating/standing configurations and bus type (standard vs. articulated), relative to service needs.”

Next Steps

- Collaboration with APTA technical committee and other suggested partnerships to move forward.
- Will obtain and review the Standards Committee's report on transit amenities.
- A follow up teleconference with Task Force members, salespeople, and manufacturers to be scheduled.
- Any and all volunteers or suggestions welcome.

APTA Transit Experience Task Force

Presented by
Jim Gergich