

To: Marketing, Planning, & Legislative Committee

Date: 8/24/2016

From: Anne Muzzini, Director of Planning and Marketing

SUBJECT: Waysine Real Time Pilot Project

Background:

In February 2016 the Board of Directors approved a real time pilot project that involved installing real time, Waysine solar powered signs at twenty heavily used bus stops throughout the service area. The total cost for the 5-year project is \$146,000 and includes cell service, AVL updates, monitoring, repair and replacement for damage. Funding for this and the shelter replacements is being provided through several bus stop access improvement grants – both state and federal.

All twenty Waysine units were installed by early June, and a text survey (using textizen software) was developed to get feedback from passengers waiting at the bus stops. Survey instructions were posted at the twenty stops.

Survey Results:

We received 142 survey responses that originated from 17 of the 20 Waysine locations. Overall people liked the signs and felt the information was accurate. There were some issues with visibility - 50% of the respondents stated that visibility was adequate or needed improvement. Attached is a chart of the survey questions and responses.

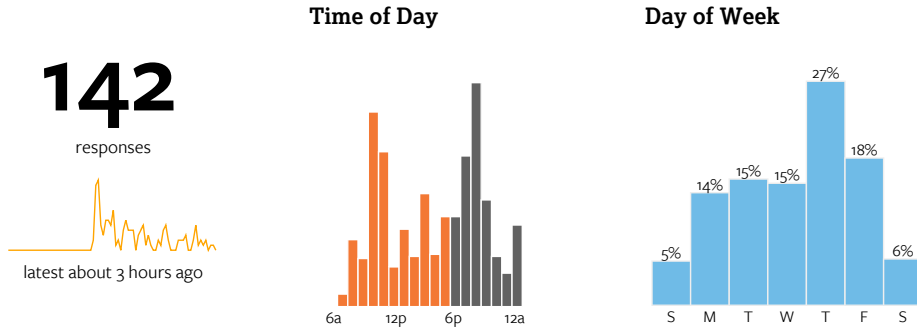
Action Required:

This update is for review only. No action is requested at this time.



53 (notifications)

Waysign Pilot Program (/campaigns/400) > Waysign Real Time Feedback



Assigned phone
(925) 241-4431
 Start date
06/02/2016 at 04:24PM
 Language
English
 Status
Running
 Results public?

DANGER

QUESTION 1
What do you think of the real time information sign at this stop?
 Multiple Choice

A. It's great, I would like to see more of them	117	82%
B. It's really not that important to me	2	1%
C. I prefer to use my smart phone to get arrival information	5	4%
D. It would be more useful if some improvements could be made	18	13%

QUESTION 2
Thanks for taking this survey, we have just 5 brief multiple choice question starting with this one. Please text us the stop ID shown on the instructions sign at the stop. Open

1693	14	11%
1450	13	10%
1681	13	10%
543	11	9%
2198	9	7%
1075	8	6%
551	8	6%

QUESTION 3
How would you rate the visibility of the sign? Multiple Choice

A. It's clear and easy to read	61	51%
B. It's adequate but I wish it was better	44	37%
C. It's not good enough and needs to be improved	15	13%

QUESTION 4

How would you rate the accuracy of the real time arrival predictions?

Multiple Choice

A. It's accurate enough for me	85	72%
B. It's not accurate enough for me	14	12%
C. I am not sure	19	16%

QUESTION 5

Would these signs increase your chances of riding the bus more often?

Multiple Choice

A. Yes they would	55	47%
B. No but they would improve my experience	55	47%
C. No and they make no difference to me	6	5%

QUESTION 6

Do you use your phone to check bus arrival times?

Multiple Choice

A. Yes but I would use it much less with real time signs	48	42%
B. Yes and I will still continue to use it even with real time signs	29	26%
C. Yes but I rarely use it	13	12%
D. No I don't	23	20%

QUESTION 7

Thank you for taking our survey. If you would like to leave any additional feedback you have up to 160 character to do so now (text a message with your feedback).

Open

sign	16	33%
bus	14	29%
great	9	19%
please	7	15%
time	7	15%
signs	6	13%
see	6	13%

Most Recent Responses