

## Insight Network Survey 3 – Response Summary

March 8, 2024

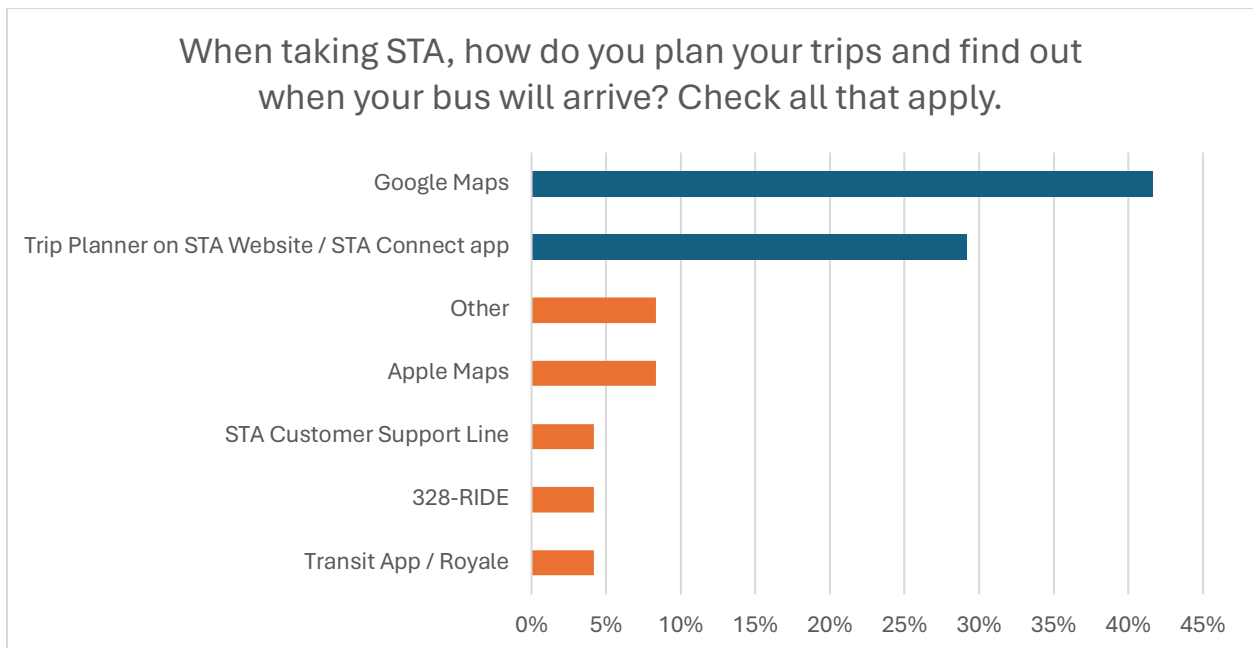
Hello Insight Network Members,

Thank you all for your continued participation in the Insight Network survey! Your input helps us better understand the interplay between transit and technology. The open-ended responses generated a good amount of conversation among our team about the use of technology and how to best leverage it going forward. As promised, below is a summary of the responses.

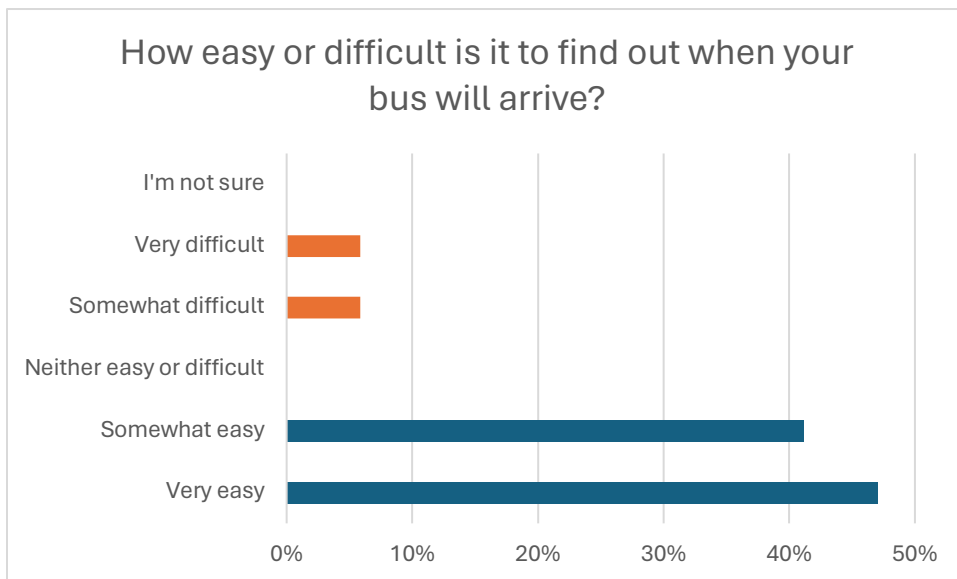
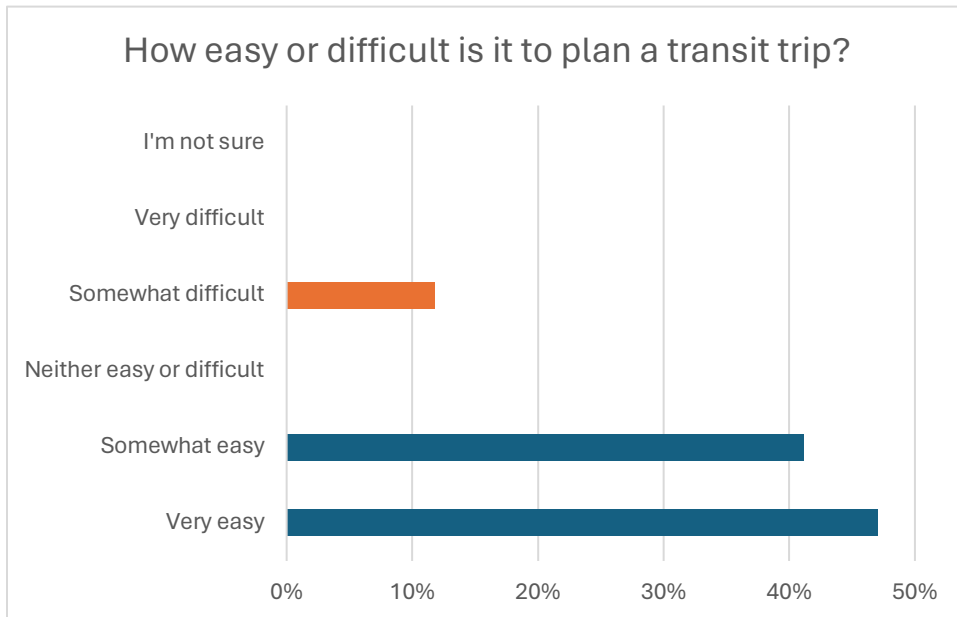
### We Have the Technology

This survey **focused on transit tech**: what you use, how you use it, and how it enhances your trip.

With so many navigation apps and services available to STA riders, we wanted to know your preferred trip-planning platform. Two tools stood out in the responses: **Google Maps** was the most common tool utilized, followed by the **STA Connect app**.

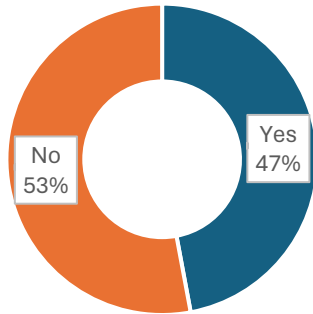


Most of you also **reported having a positive experience** with these apps, stating that you found using these platforms and finding out when your bus would arrive to be “very easy” or “somewhat easy.”

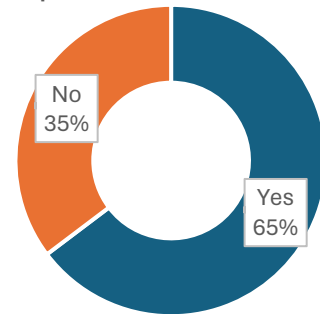


Additionally, while most of you responded that you **are not subscribed** to email or text message updates from STA, the **majority of you are interested** in subscribing to news about projects, plans, and promotions.

**Do you subscribe** or opt in to either email or text message updates about routes or information about STA projects?



**Are you interested in subscribing** to either emails or text messages with news about STA projects, plans, or promotions?



## What's on Your Mind?

Our final question was a free response where we asked you what your expectations were regarding the use of technology and transit. We received a wide variety of positive and constructive feedback and loved hearing your thoughts. We have reviewed the results of the free response question as a team, and they have spurred good discussions. Some notable themes that emerged were:

- A desire for increased user friendliness of the STA app
- A desire for as accurate as possible real-time information and alerts
- Appreciation for the convenience trip planning and navigation apps provide