

Insight Network Survey 5 – Response Summary

June 6, 2024

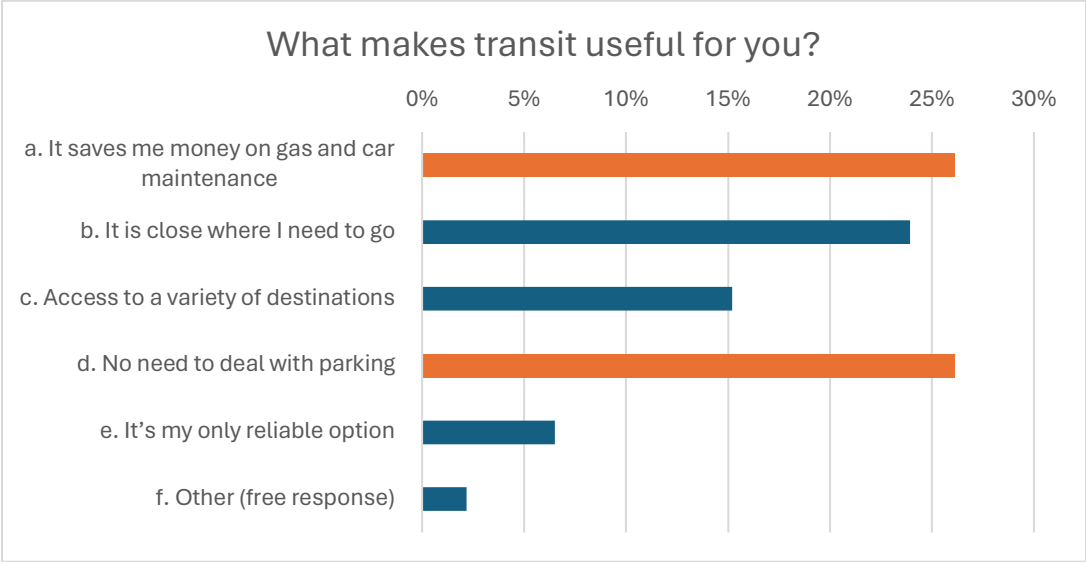
Hello Insight Network Members,

Thanks again for your continued support of these surveys. Your answers to our most recent survey help paint a clearer picture of how you experience transit and what you value most. Below is a summary of the responses.

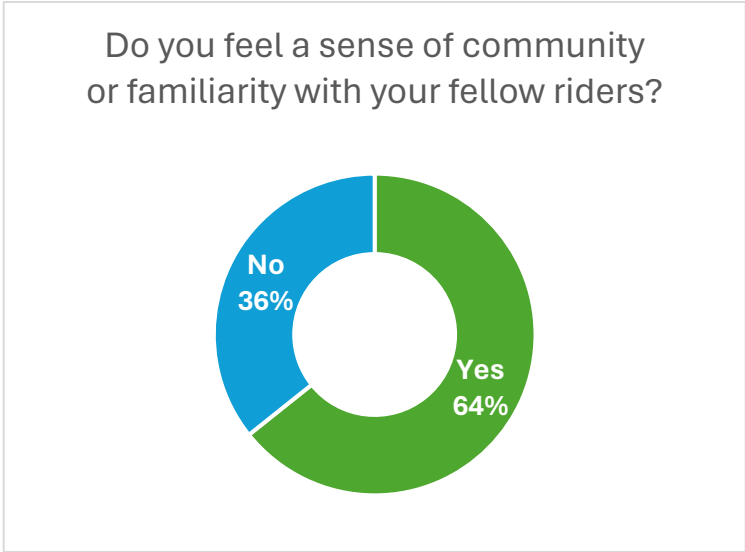
The Big Picture

This survey focused on the **benefits of transit** for you and **how you experience transit** personally. Some key takeaways are:

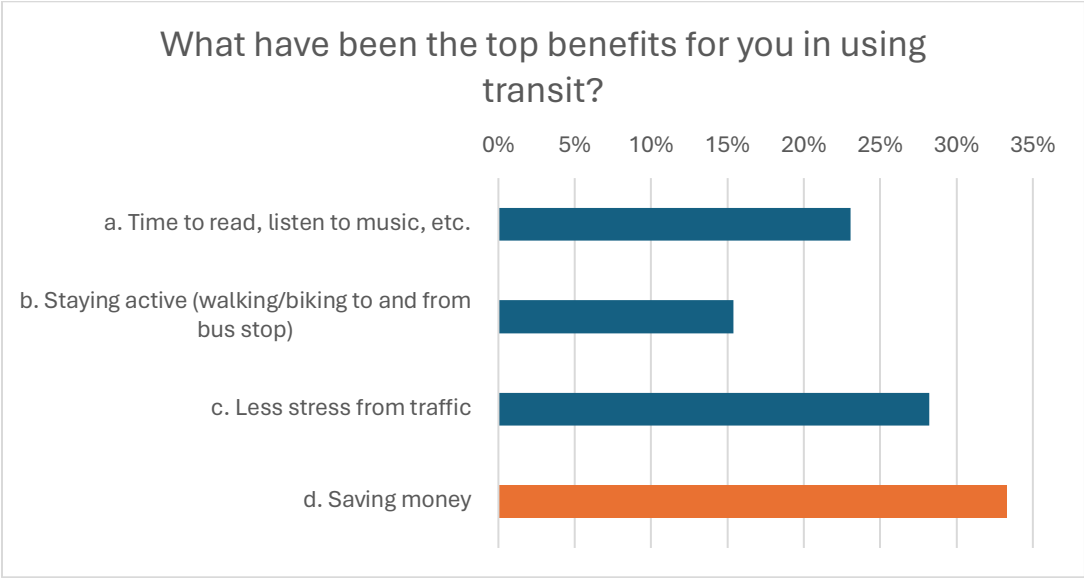
- **Take the Bus, Leave the Car:** When asked what makes transit useful for you, 26% of you said it saves on gas and car maintenance, and 26% of you said you didn't have to deal with parking. This was followed by 24% that said it is close to where you need to go.



- **Howdy Neighbor:** 64% of you agreed that you feel a sense of community or familiarity with your fellow riders. While most of you don't chat, you did agree it's nice to see familiar faces and hear familiar voices.



- Fiscally Minded:** The top benefit you experience when riding transit is saving money (33% of responses). This was followed by 28% saying they experience less stress from traffic, and 23% stating they have time to read and listen to music.



- On the Regular:** Everyone has their own reasons for taking transit on a regular basis, but some themes that emerged were avoiding driving (traffic, parking, gas/maintenance), work or school covering your transit pass, and ease of access/convenience. To improve our service, some of you said more frequent service and more direct service would help you become a more regular rider.

- **For the Planet:** In addition to the reasons mentioned above, many of you recognize the impact of driving on the environment and appreciate the benefits transit provides for our air and water quality.