

## READY TO RIDE

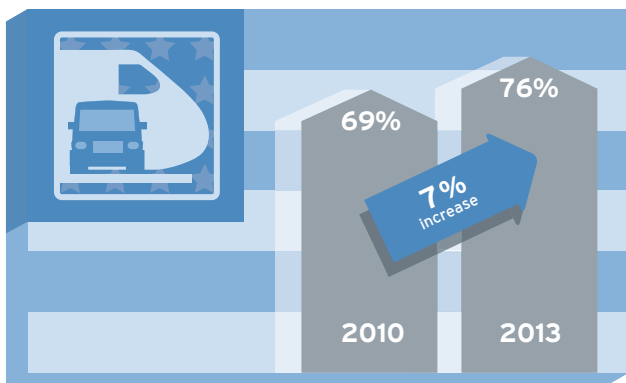
Millions of Americans value public transit; added convenience a clear preference for future improvements

HNTB Corporation's latest America THINKS survey takes a look at public transportation. Many Americans, tired of traffic and hurt by high gas prices, are turning toward transit, offering opportunities for increased ridership, expanded services and related economic development. Yet the survey also shows traditional transit systems often struggle to meet the needs and expectations of passengers, and future improvements should focus on old – and new – techniques for adding convenience.

### RIDERSHIP ON THE RISE

More people are getting on board with public transportation as the cost to own and operate a vehicle rises and American consumers look for ways to save money. A growing number of Americans are open to taking public transit instead of driving. In fact, nearly half (45 percent) of the nation is planning to take public transportation more often in the next five years.

More than 3 in 4 (76 percent) Americans would choose public transportation over driving. Fewer than 7 in 10 (69 percent) shared this sentiment in 2010.



### MOVING TOWARD TRANSIT

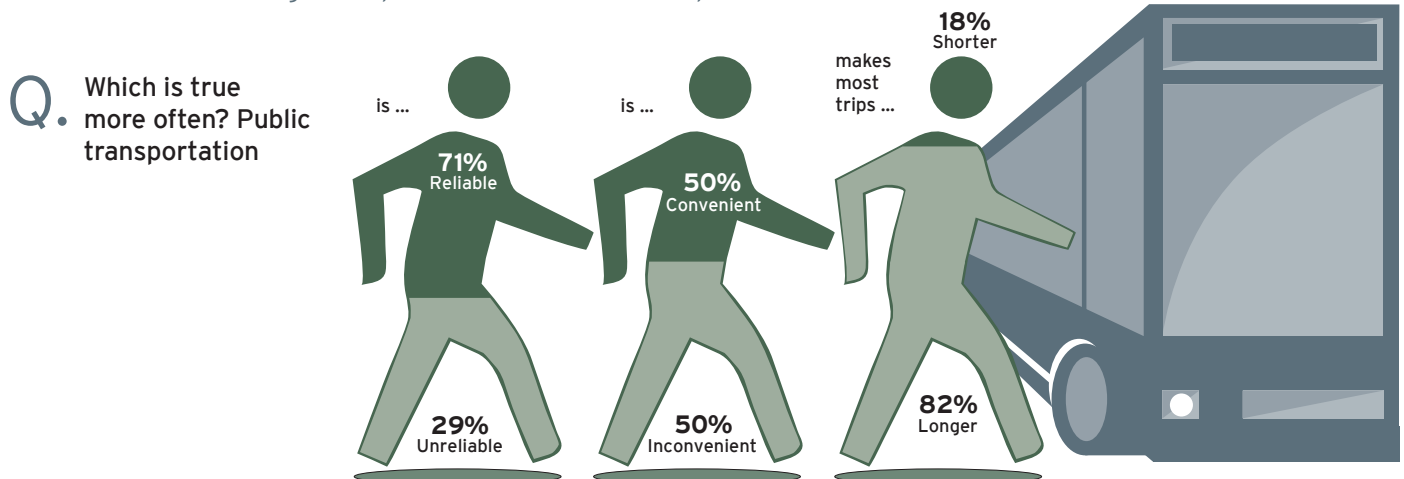
Four in 5 (80 percent) Americans would be motivated to use public transportation more often, with many of them stating they'd boost their ridership if transit were more conveniently located (58 percent), conveniently timed (50 percent) or less pricey than driving (56 percent).

Q I would be motivated to use public transportation more if it were ...



### TRUE TRANSIT TALENTS

Many Americans see public transportation as reliable (71 percent) and half (50 percent) see it as convenient, but most see it as a longer (82 percent) ride than other options.

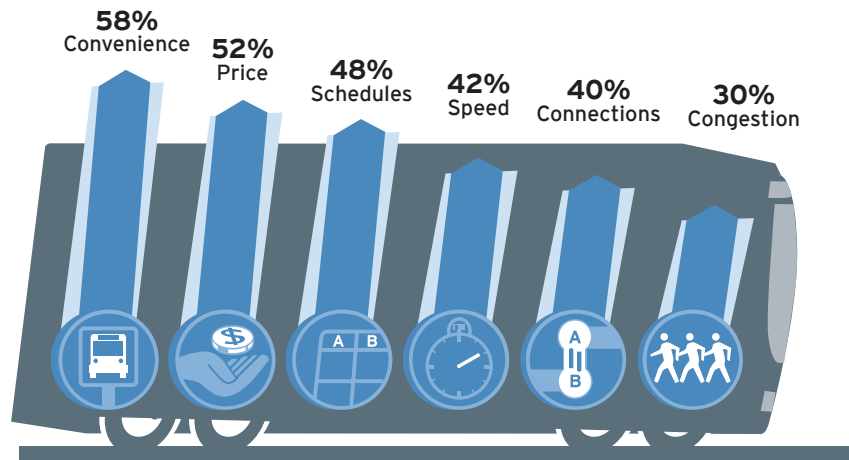


### ROOM FOR IMPROVEMENT

More than 9 in 10 (91 percent) Americans believe the nation's public transportation needs to be improved in some way. While improvements do tend to revolve around convenience, such as well-planned pick-up and drop-off spots (58 percent), schedules (48 percent) and connections to key transportation or public facilities (40 percent), improvements that save users money (52 percent) and time (42 percent) also are desired, but far fewer (30 percent) say crowding needs to be reduced.

**Q.** In which of the following ways, if any, do you think public transportation in the U.S. generally needs to improve? Select all that apply.

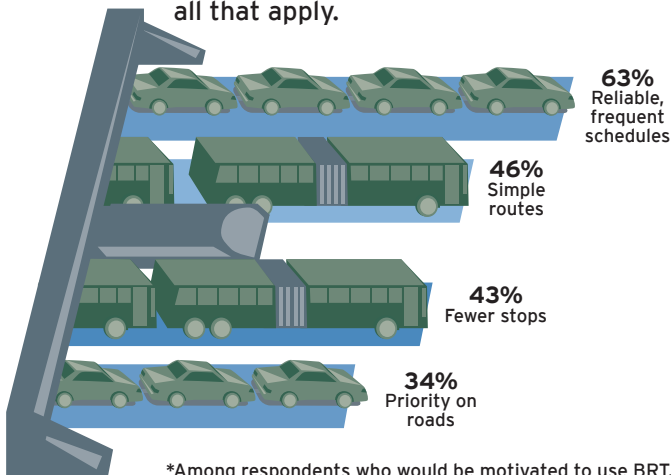
*\*Among respondents who think public transportation in the U.S. needs to improve*



### BRT BUILDING VALUE

Bus rapid transit is a lower-cost, more easily implemented alternative to a rail-based commuter transit system, and one that is growing in popularity among agencies looking for ways to cost-effectively attract non-traditional riders while getting them to destinations more quickly. In fact, nearly 3 in 4 (73 percent) of those who currently don't have a bus rapid transit system where they live would support that kind of development.

**Q.** Which of the following, if any, would motivate you to use a bus rapid transit system? Select all that apply.

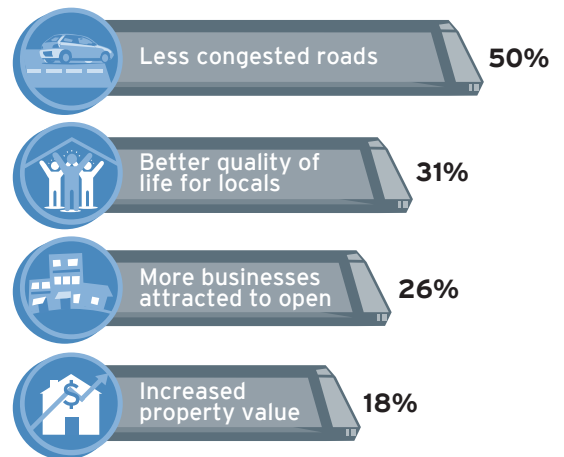


*\*Among respondents who would be motivated to use BRT.*

### SEEING SAVINGS

Americans see a range of benefits from more convenient local public transportation options. In addition to reducing congestion and improving quality of life, many Americans see public transit as a money saver and a benefit when looking to relocate. The availability of good public transportation would have a positive influence on 90 percent of Americans if they were selecting a different area to live in.

**Q.** As a result of more convenient public transit, my area would have...



HNTB's America THINKS tolling survey polled a random nationwide sample of 1,127 Americans Sept. 5-12, 2013. It was conducted by Kelton, which used an e-mail invitation and online survey. Quotas were set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. The margin of error is +/- 2.9 percent. For more information, visit [www.hntb.com](http://www.hntb.com) or contact John O'Connell, (816) 527-2383, [joconnell@hntb.com](mailto:joconnell@hntb.com).