

# Wi-Fi Usage on Metro Transit Vehicles



Metropolitan Council Transportation Committee – April 25, 2016

Presented by:

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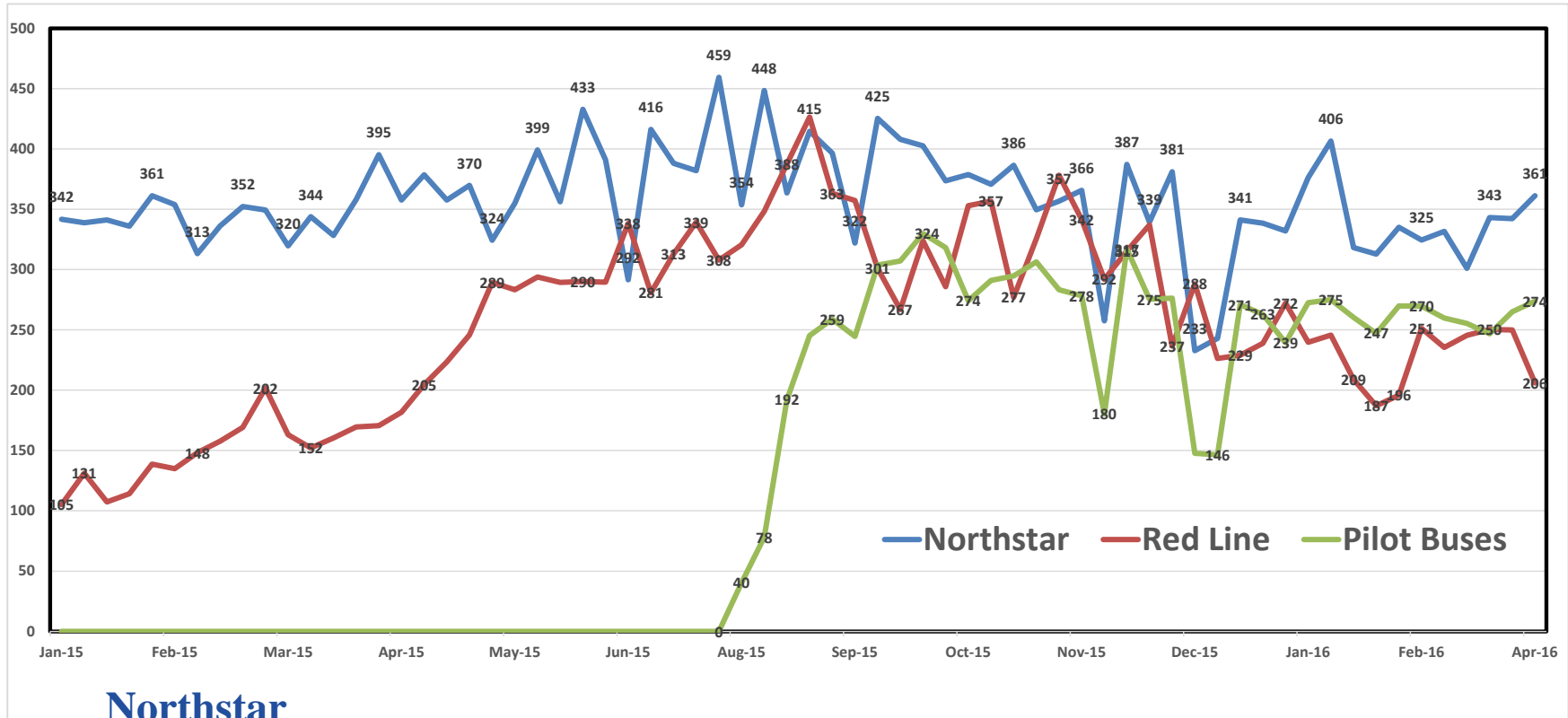
Pancho Henderson, Assistant Director, Information Services

# Transit Vehicles with Wi-Fi

## Metro Transit and Other Providers

- 18 Northstar vehicles (2013)
- 7 Red Line BRT buses (2014)
- 44 Metro Transit coach buses (Sept. 2015)
- 11 Metro Transit 40 ft. buses (Sept. 2015)
- 13 Maple Grove coach buses (Sept. 2015)
- 74 Southwest Metro buses – 100%
- 155 MVTA buses – 100%

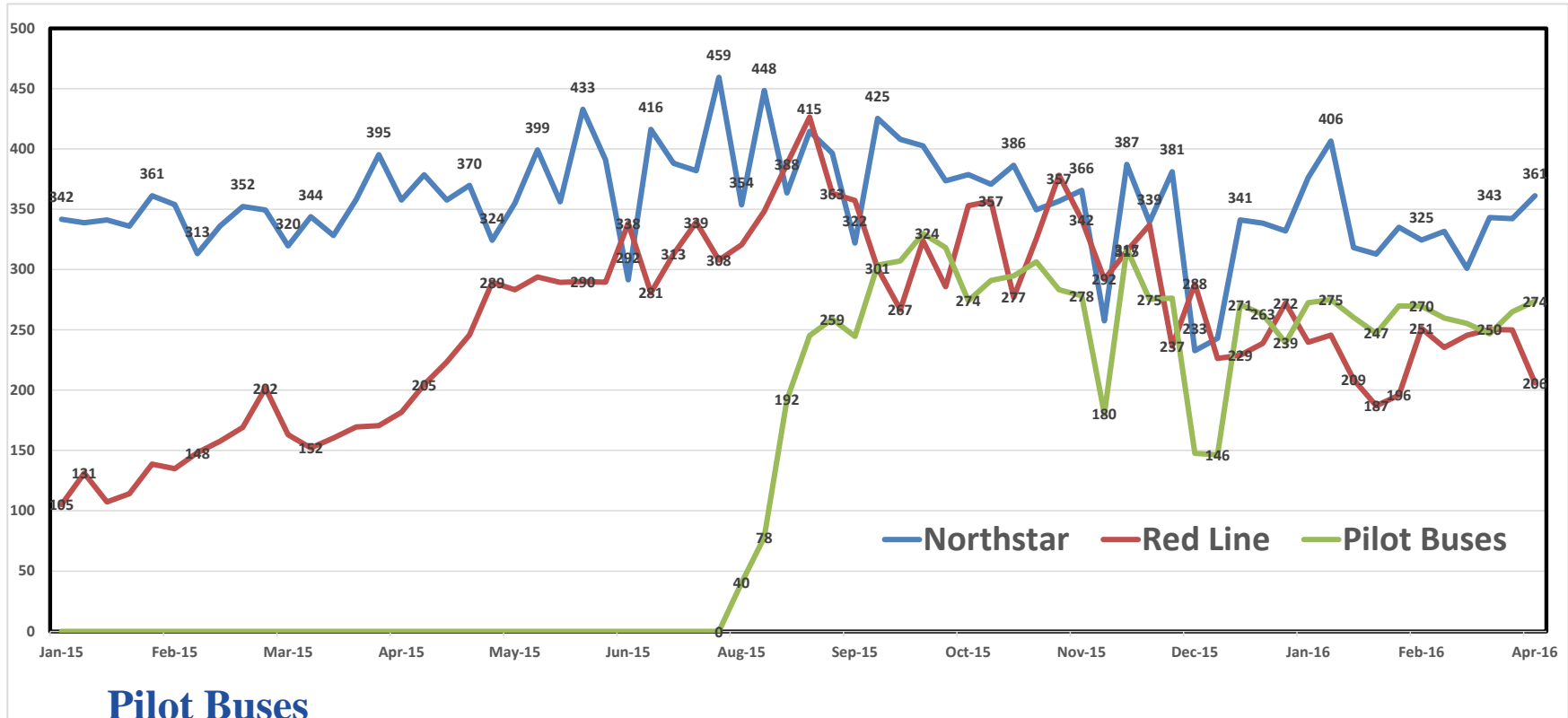
# History of number of Wi-Fi Users



## Northstar

- steady (high) volume of users with slightly higher use in summer of 2015
- average of 353 connections per week per car

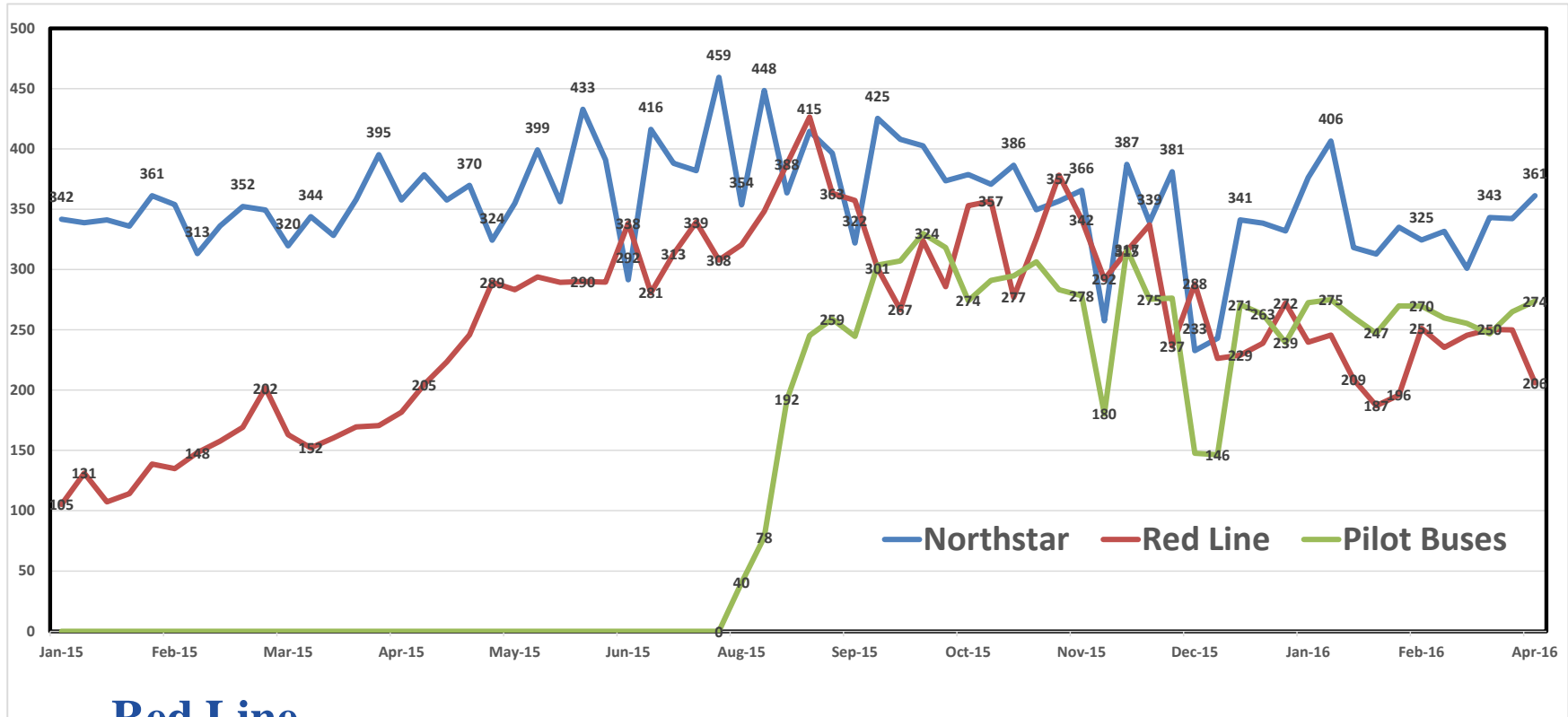
# History of number of Wi-Fi Users



## Pilot Buses

- rapid adoption in September of 2015 with a steady high volume of users since
- average of 252 connections per week per bus

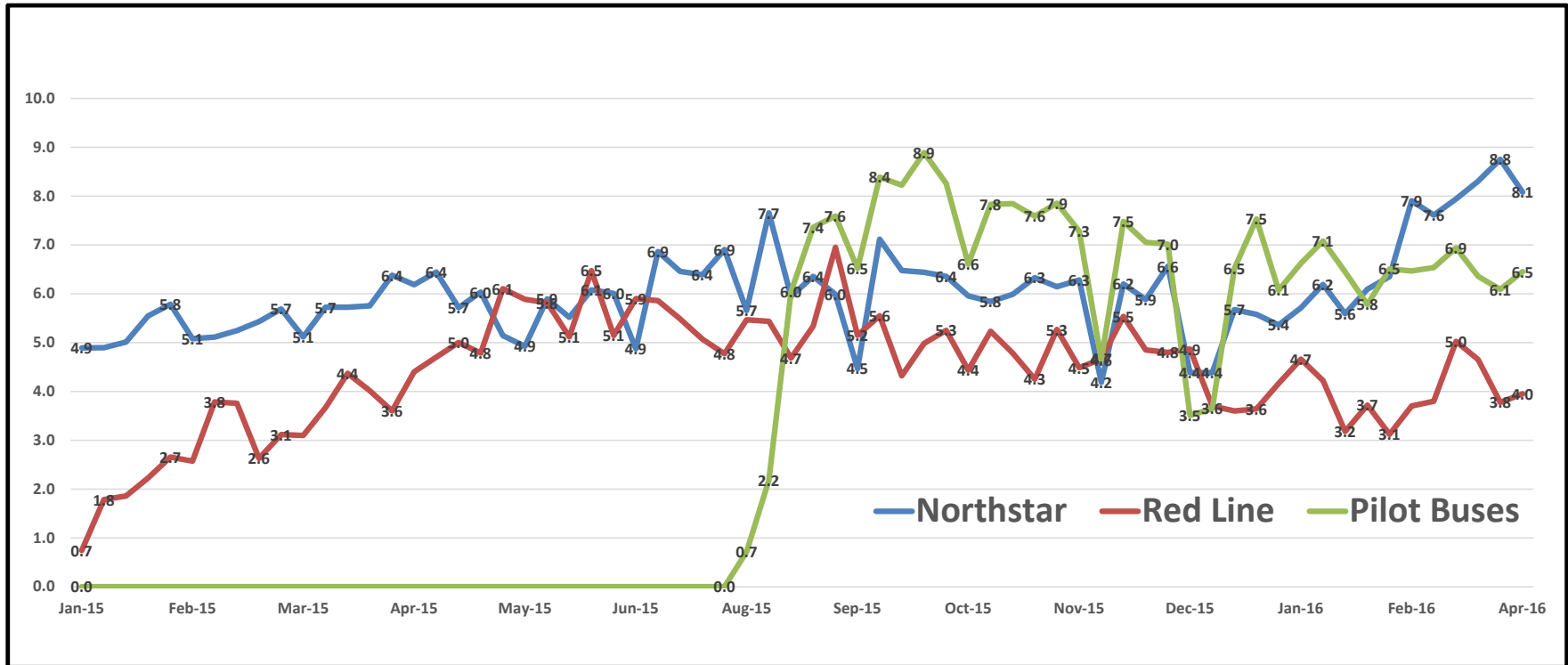
# History of number of Wi-Fi Users



## Red Line

- steady use with slight decline in users in 2016
- average of 288 connections per week per bus

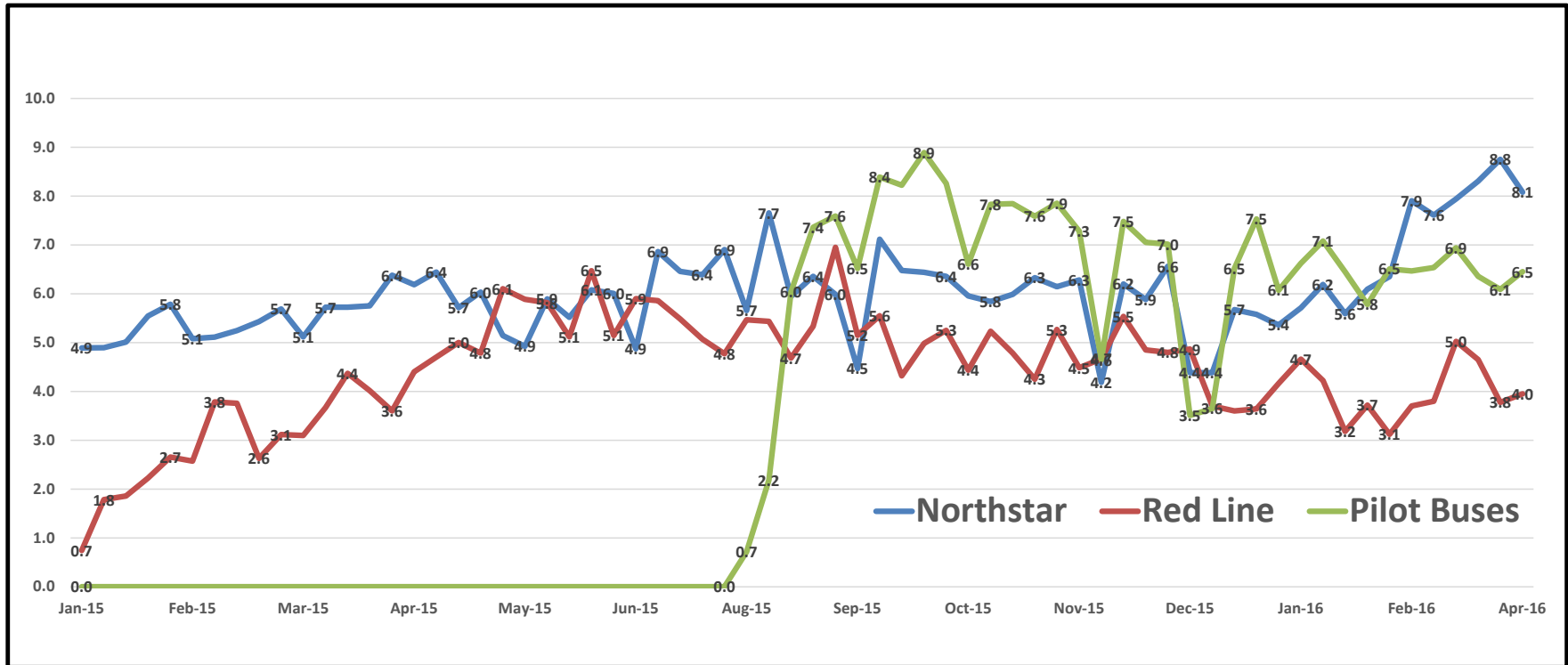
# History of Data Usage



## Northstar

- continued growth in data usage
- 6.3 GB of data usage per week per car

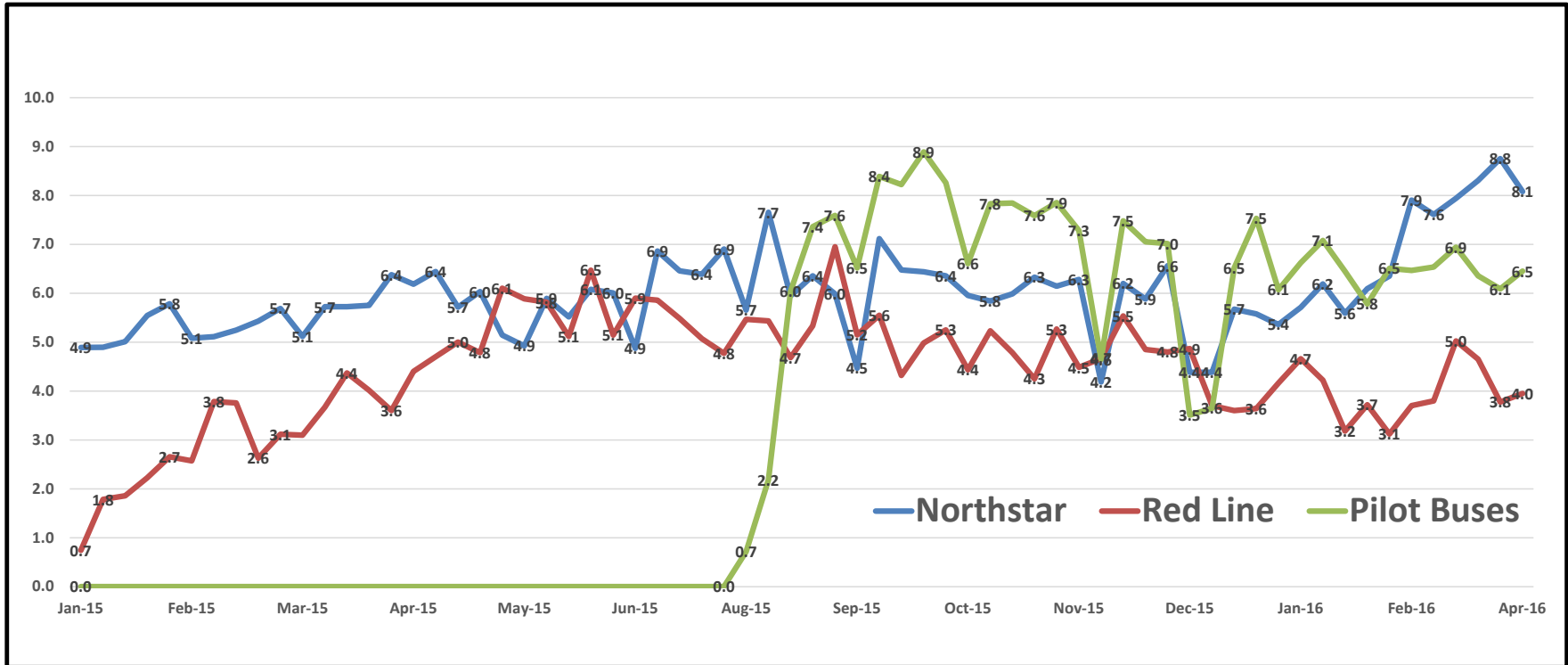
# History of Data Usage



## Pilot Buses

- Rapid adoption in September of 2015 with a steady high level of data usage
- 6.5 GB of data usage per week per bus

# History of Data Usage



## Red Line

- slight decline in data usage in 2016
- 4.6 GB of data usage per week per bus



# Pilot Buses Rider Wi-Fi Survey Results

April 5, 2016 – Random on-board survey

- **What percent of riders have used the service?**
  - 78% at least once
- **How often do they use it?**
  - 37% every time they ride
  - 31% almost every time they ride
  - 32% occasionally
- **How did the service work for them?**
  - Excellent: 11%
  - Very Good: 22%
  - Good: 33%
  - Fair: 26%
  - Poor: 8%

# Pilot Buses Rider Wi-Fi Survey Results

April 5, 2016 – Random on-board survey

- **While riding, I mostly use the Wi-Fi to:**
  - Check email: 36%
  - General Web Browsing: 22%
  - Social Media: 14%
  - Work/Homework: 12%
  - News: 7%
  - Games: 5%
  - Watching videos: 3%
  - Downloads: 2%

# Pilot Buses Rider Wi-Fi Survey Results

April 5, 2016 – Random on-board survey

- **How much did having onboard Wi-Fi affect your decision to ride?**
  - Main reason: 2%
  - Quite a bit: 9%
  - Some: 23%
  - None: 65%
- **Would you ride more often if buses offered free Wi-Fi?**
  - Yes: 38%
  - No: 62%

# Metro Transit Express Buses Ridership Comparison

- Metro Transit express routes offering Wi-Fi  
- 275, 288, 365, 467, 860, 865
- Compared 6 Wi-Fi routes to all other express routes
- Review Period January – March, 2016 vs 2015
  - All Express Routes - 1.89%
  - Express Routes with Wi-Fi + 2.46%

# Metro Transit Fleet Cost Information

- Assumption
  - MG, external antenna and internal Wi-Fi antenna are already installed (standard in all buses and LRV's)
- Cost of cellular service
  - \$35/month/vehicle
  - 900 buses = \$378,000 per year
  - 90 LRVs = \$ 37,800 per year
  - 18 Northstar Cars (2 cell cards per car) = \$ 15,120 per year
- Optional content filtering \$95 per vehicle per year

# Considerations for Next Steps

- Potential incremental fare revenues
- Potential ridership vs cost
- Competitive advantages
- Customer experiences
- Equity considerations
- Technological capabilities
- Possible partnerships

# Questions and Next Steps

