



# CITY INFLUENCERS

Survey 23 Results  
Metrobus

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December 2024

- In 2022, a [City Influencers survey](#) was conducted to gather perspectives on various aspects of the Metrobus service. Several changes have been implemented in the past two years.
- With public transit on the minds of many, the City wanted to hear from City Influencers about their awareness of service offerings, and why 18-30-year-olds may or may not use it.

# Results

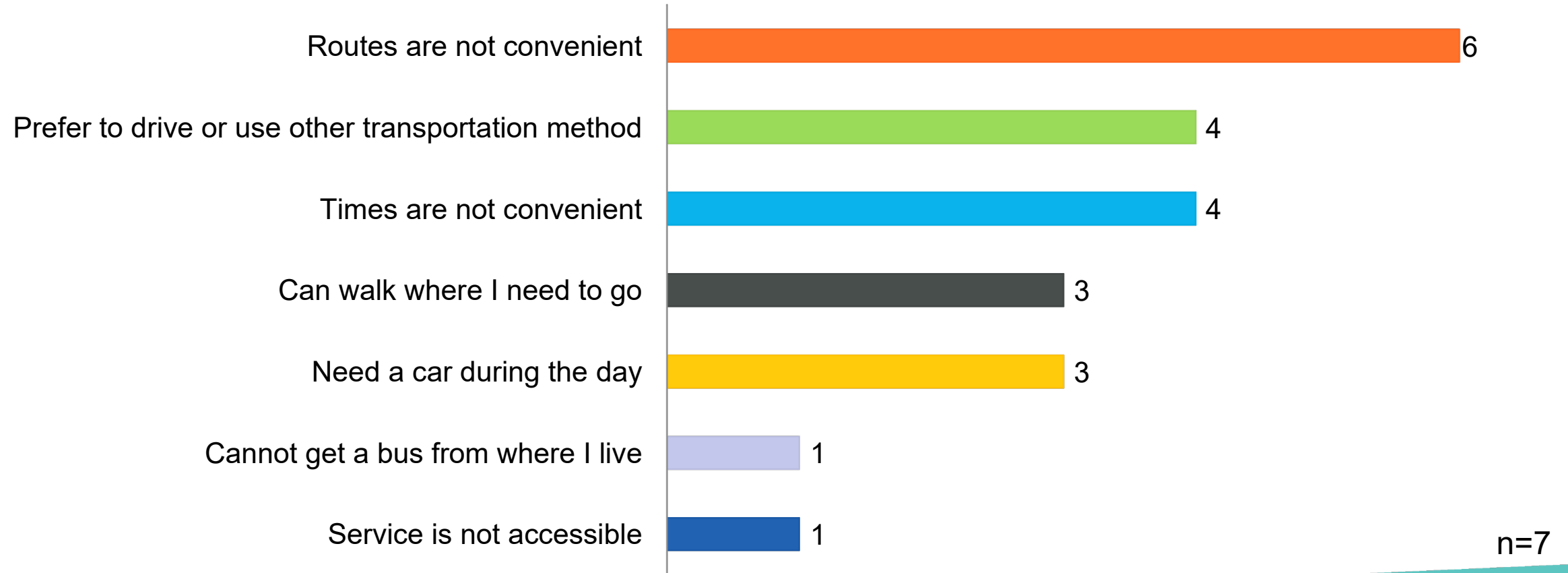
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Have you used Metrobus within the past 12 months?



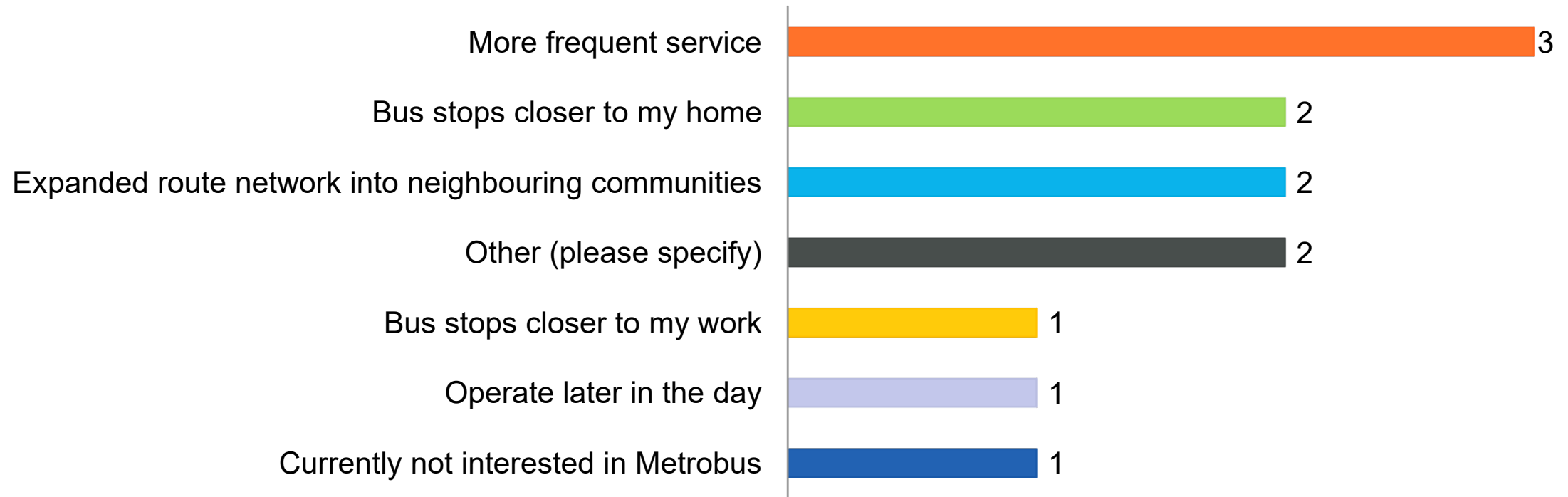
# Results – Non-Metrobus Users

Which of the following are reasons why you do not choose Metrobus? Check all that apply.



# Results – Non-Metrobus Users

What types of incentives or changes might encourage you to try/use Metrobus? Check all that apply.



Other = More convenient routes. Ideally, route from Southlands to downtown. To get from MUN to my house I would need to transfer and it would take me over an hour to get home. I live 10 minutes away.

n=7

# Results – Non-Metrobus Users

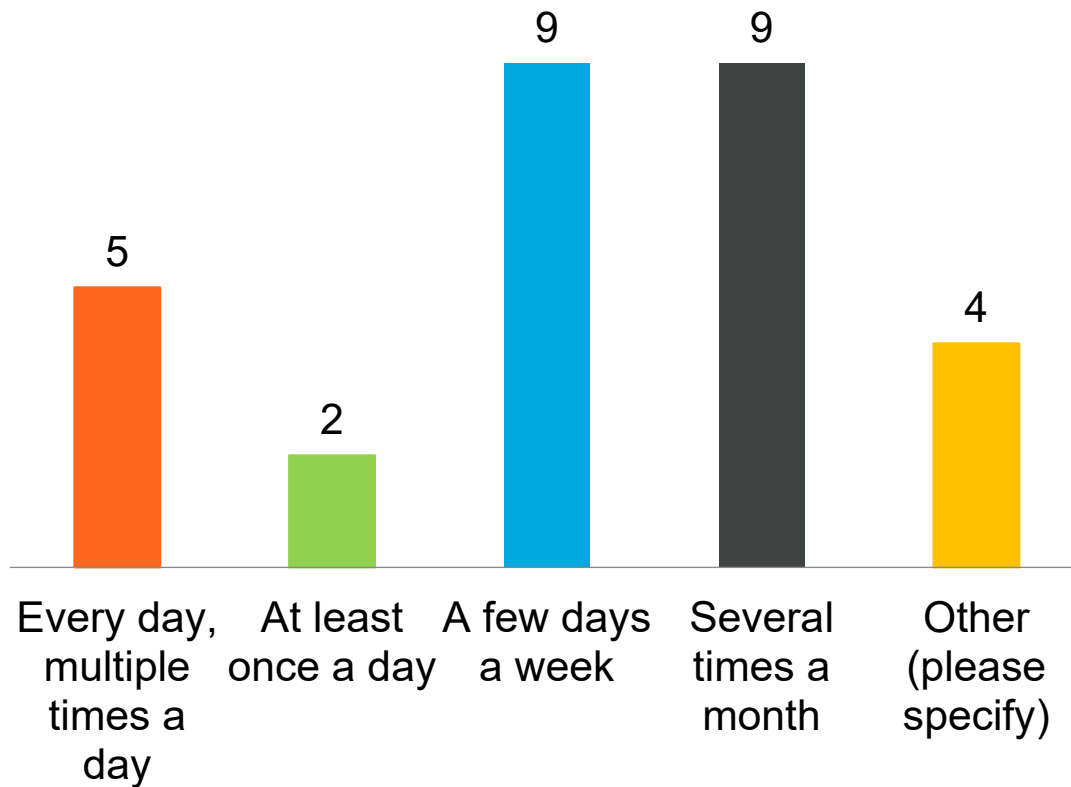
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What would be required for you to choose Metrobus as your primary mode of transportation?

- I'd have to be without a vehicle before I ever take the metro bus.

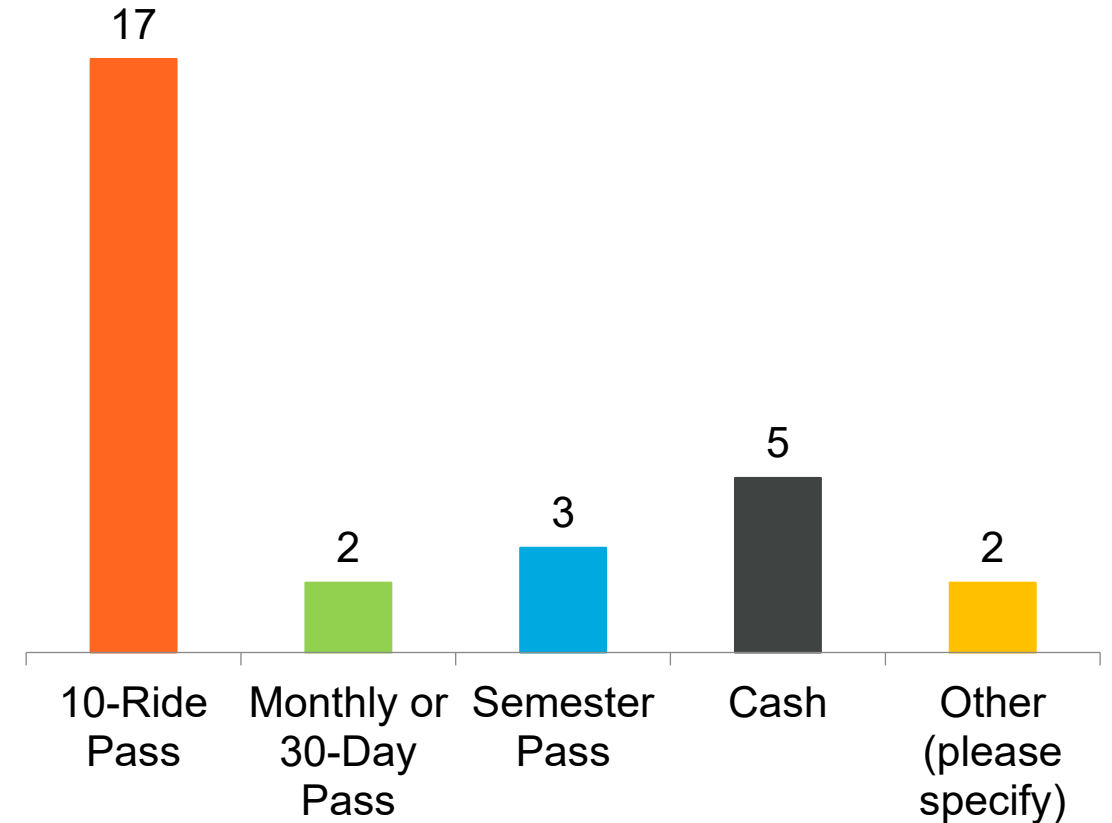
# Results – Metrobus Users

On average, how often do you use Metrobus?



Other: once every month or so, every few months, once or twice a year, only use occasionally while servicing my car

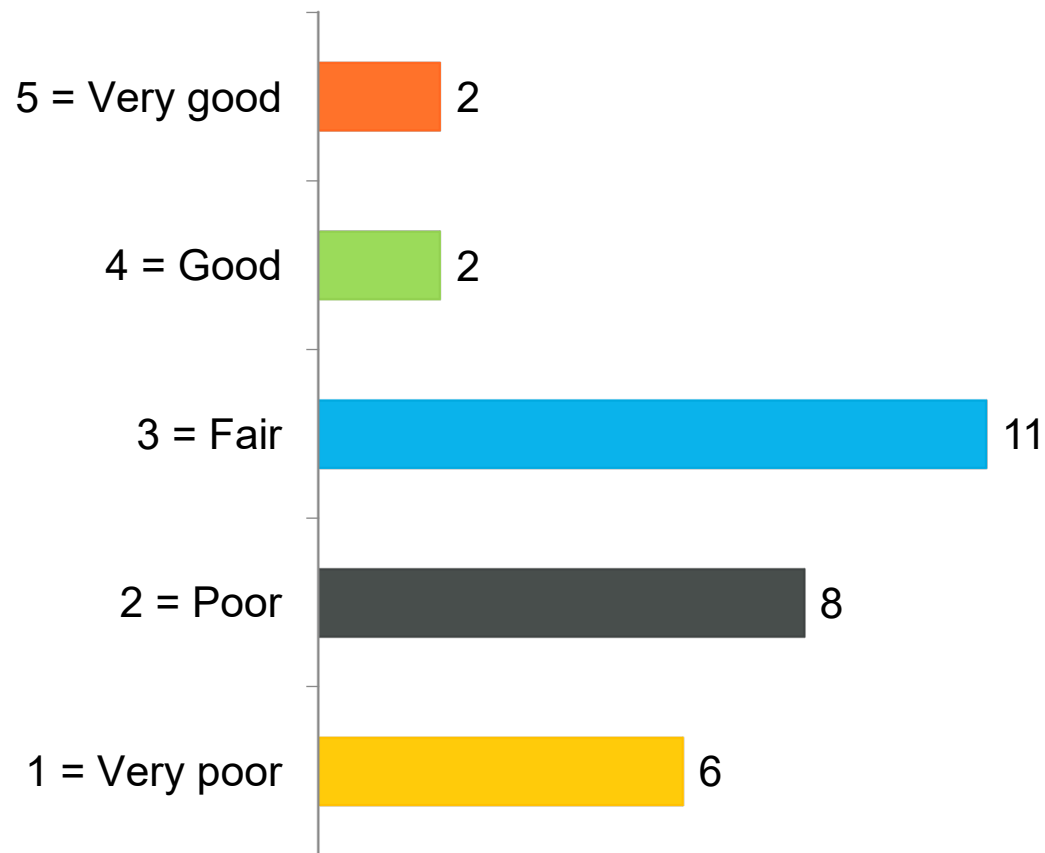
How do you usually pay your fare when riding Metrobus?



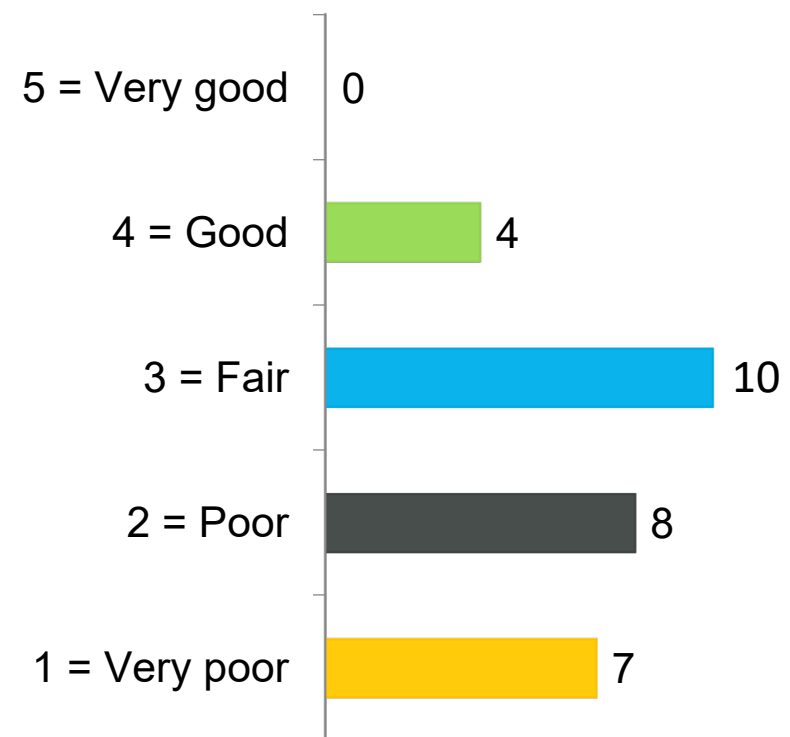
Other: Metrobus card, Pilot Program Metrobus card

# Results – Metrobus Users

Amount of time between boarding and arriving at your destination



Convenience



n=29

# Results – Metrobus Users

Reliability



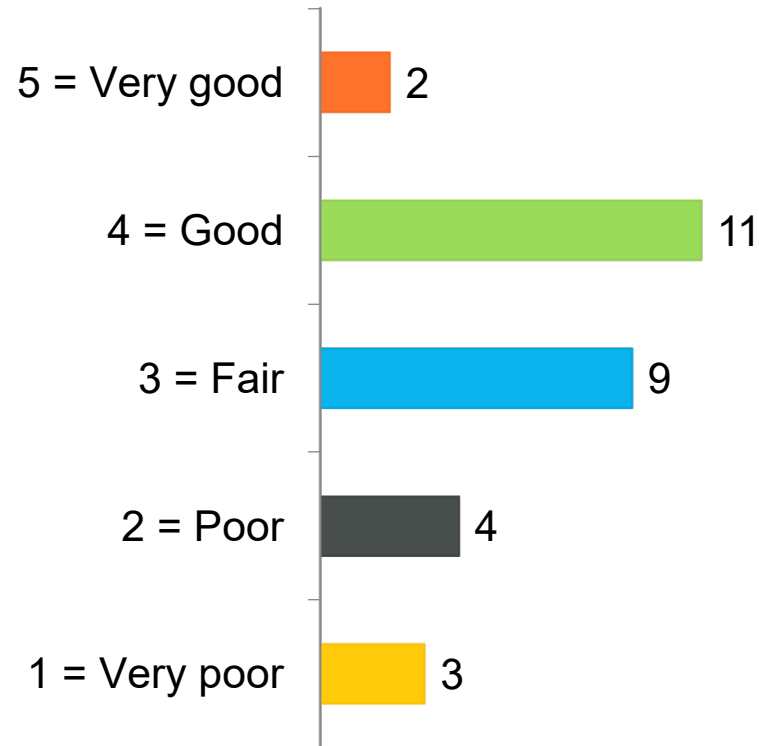
Value for fare



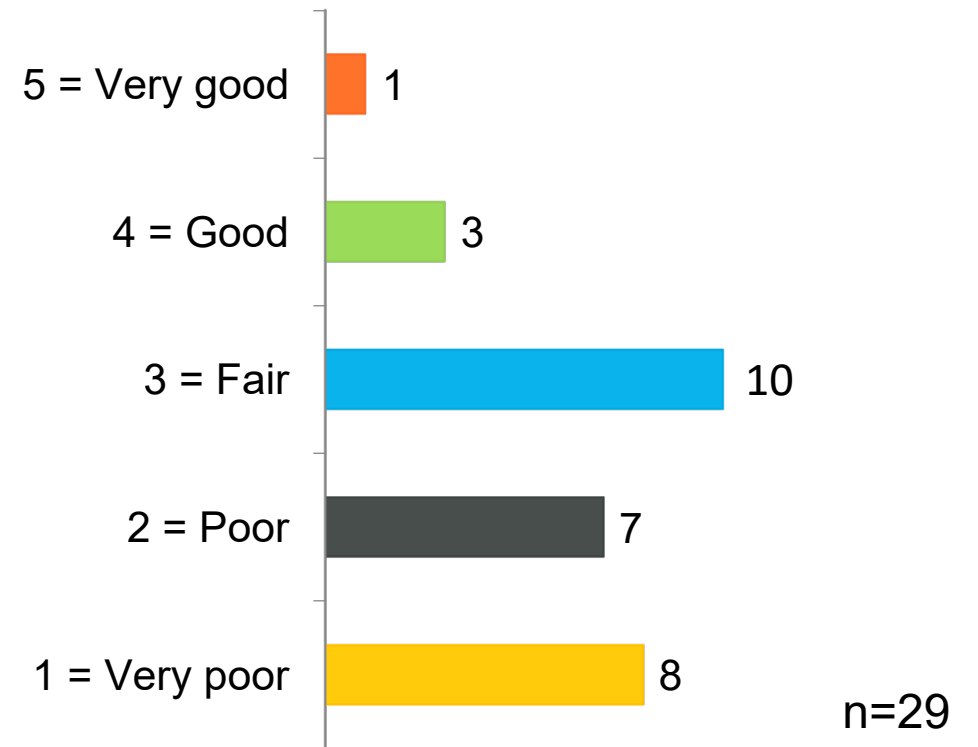
n=29

# Results – Metrobus Users

Hours of operation – weekday service



Hours of operation – weekend service

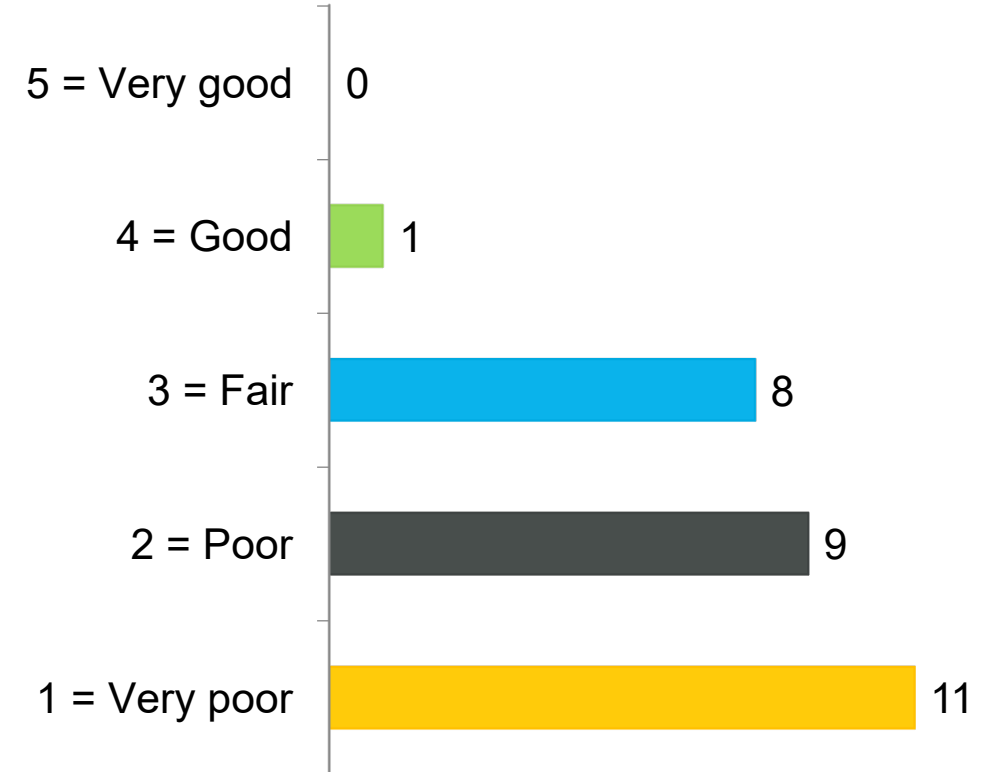


# Results – Metrobus Users

Frequency of weekday service



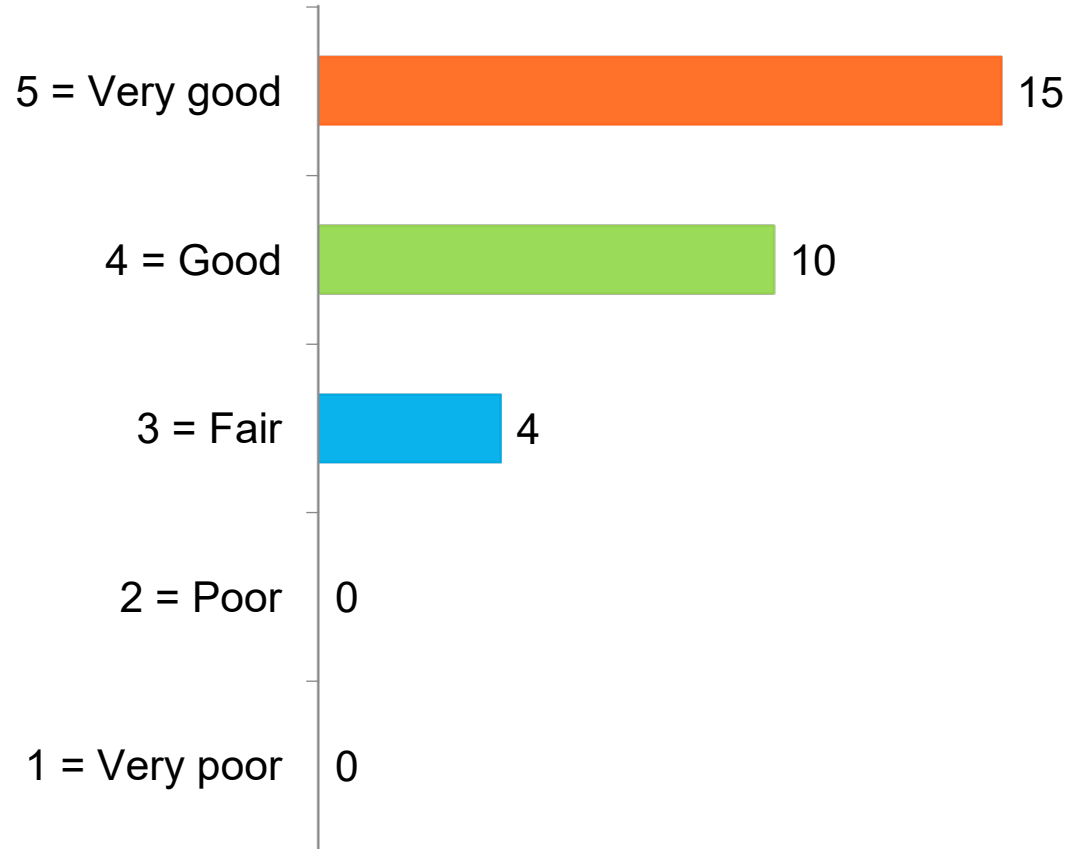
Frequency of weekend service



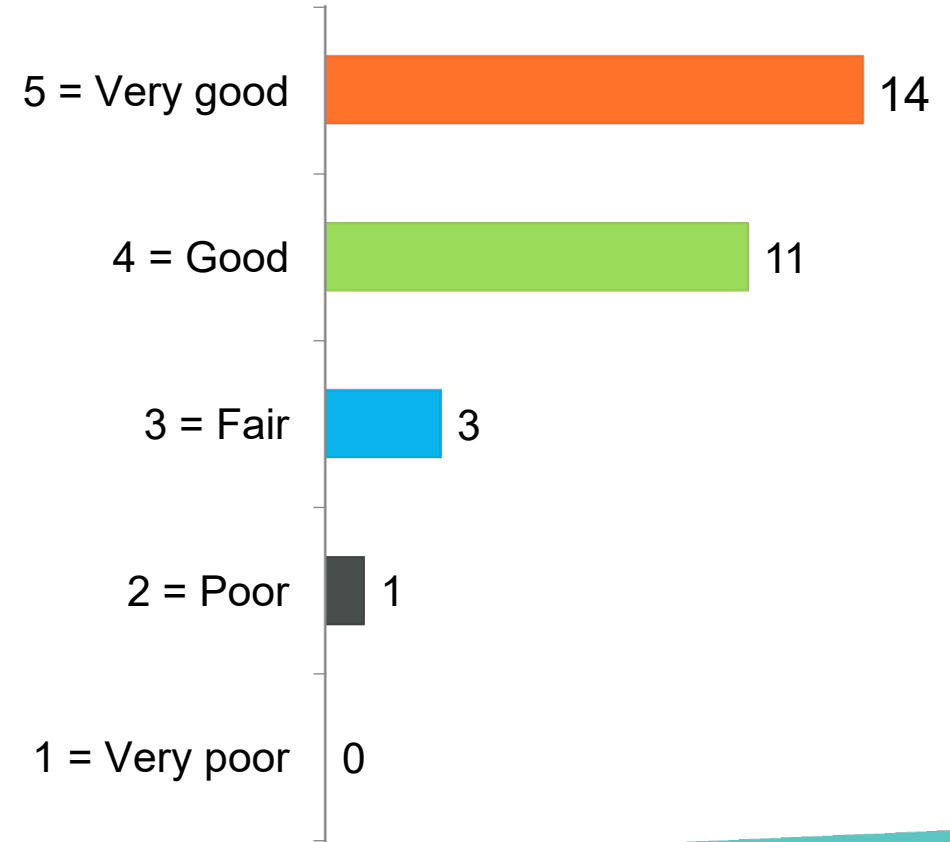
n=29

# Results – Metrobus Users

Friendliness of Metrobus drivers



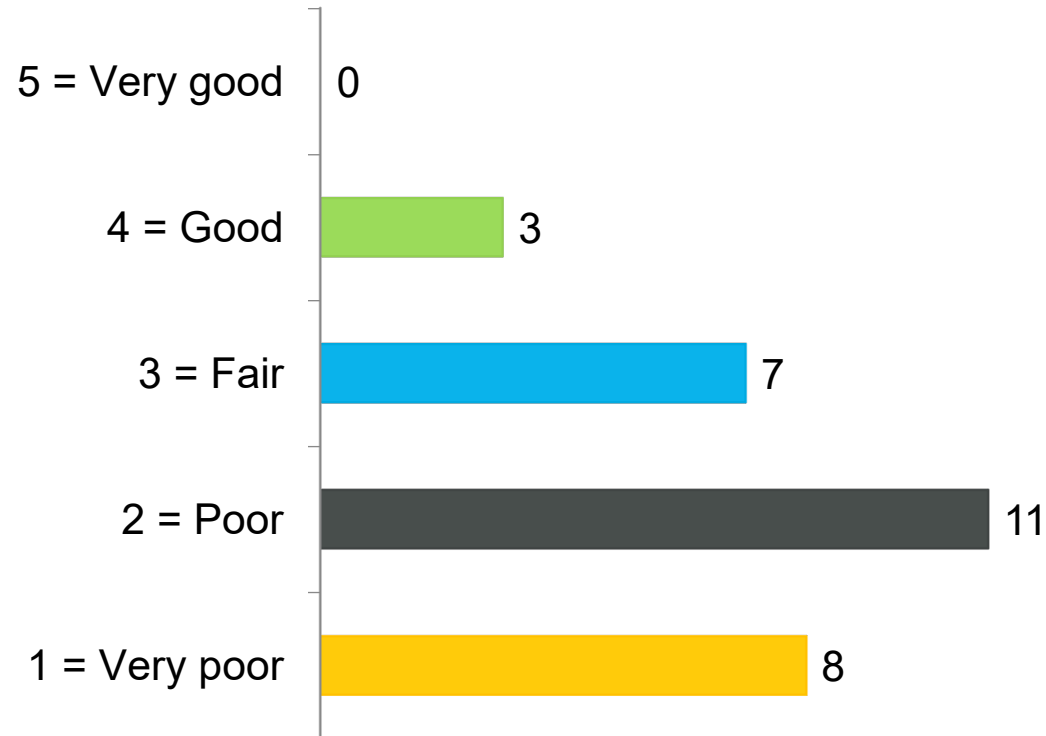
Helpfulness of Metrobus drivers



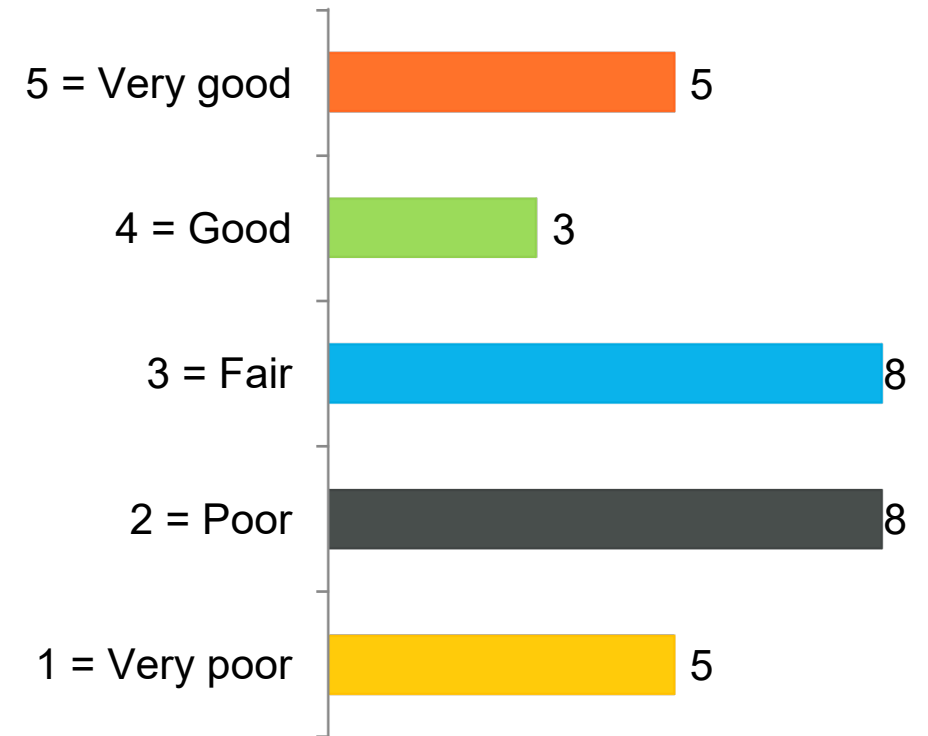
n=29

# Results – Metrobus Users

Network of all routes and how they interconnect

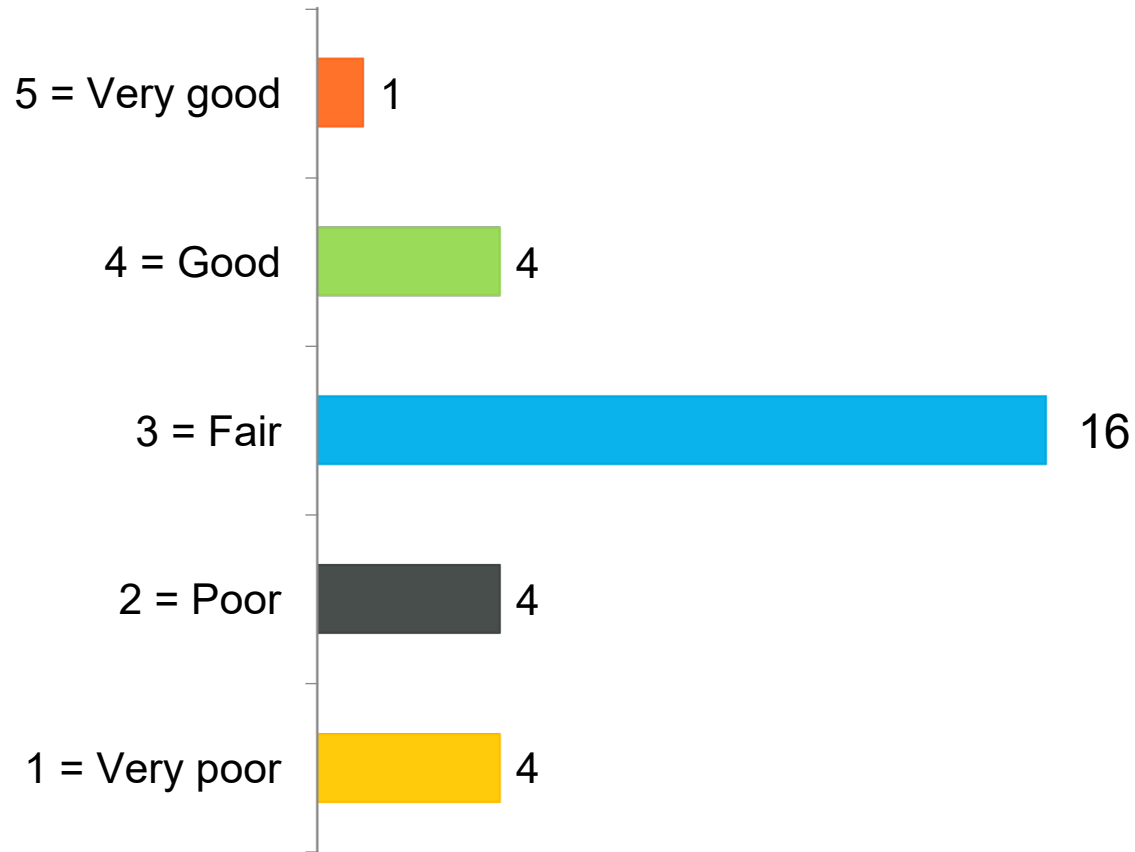


Location of service (i.e. service available where you live and where you need to go)



# Results – Metrobus Users

Availability of accessible routes



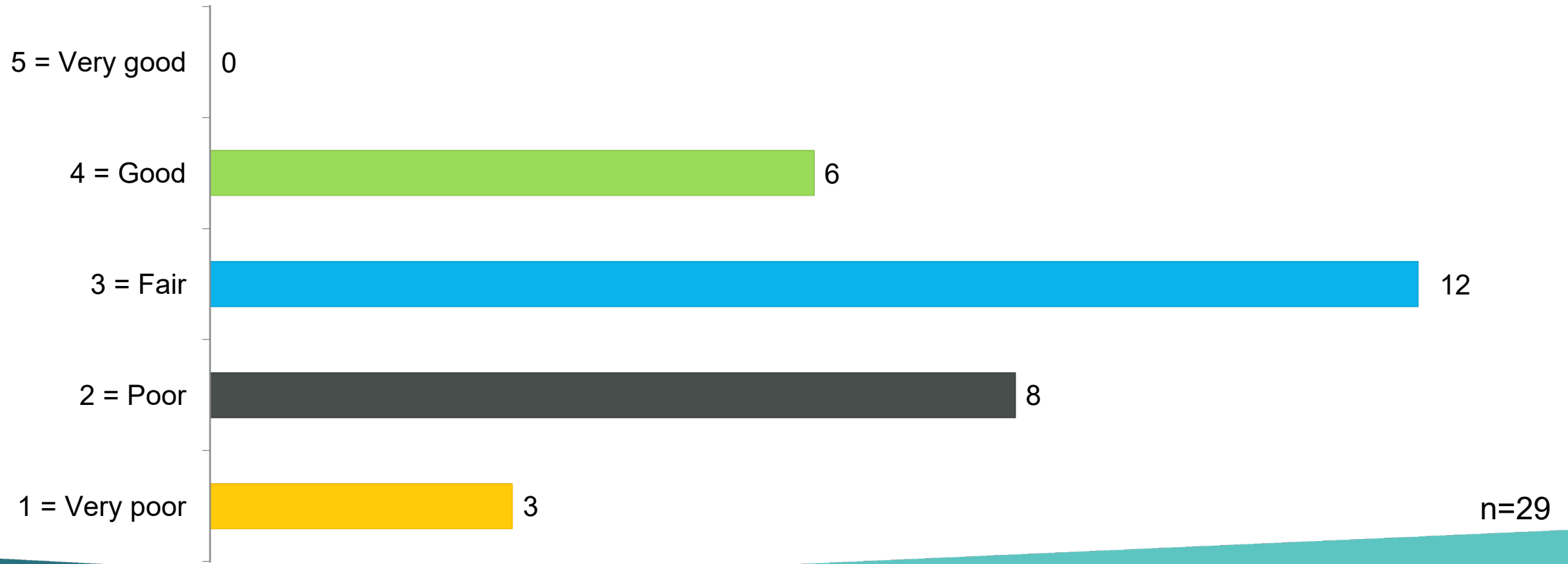
Availability of accessible buses



n=29

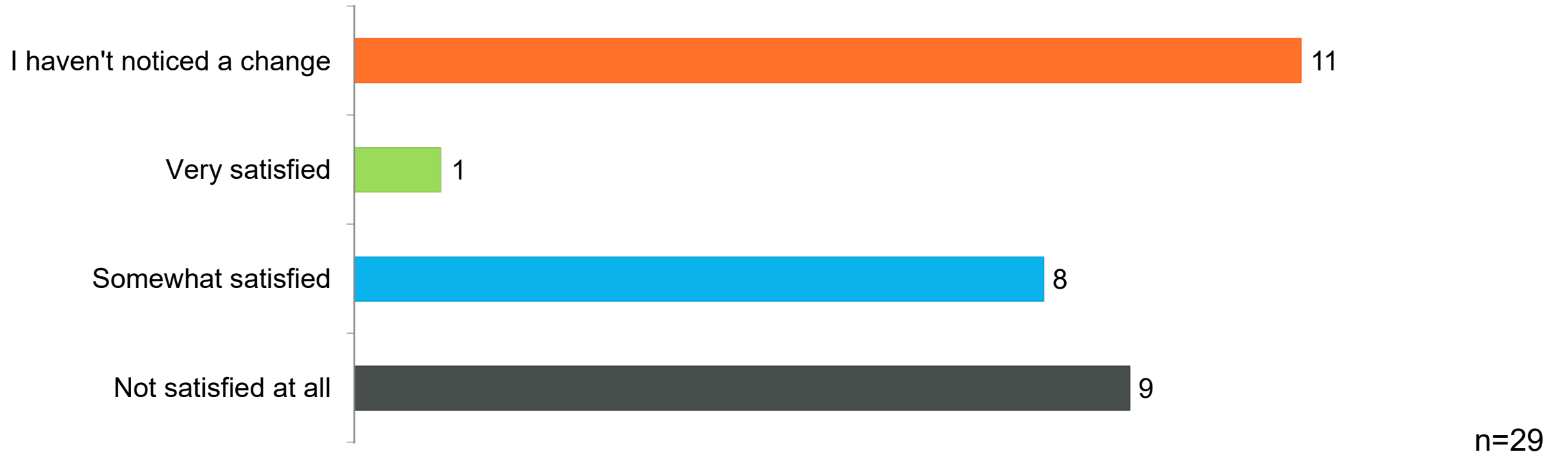
# Results – Metrobus Users

## Overall service



# Results – Metrobus Users

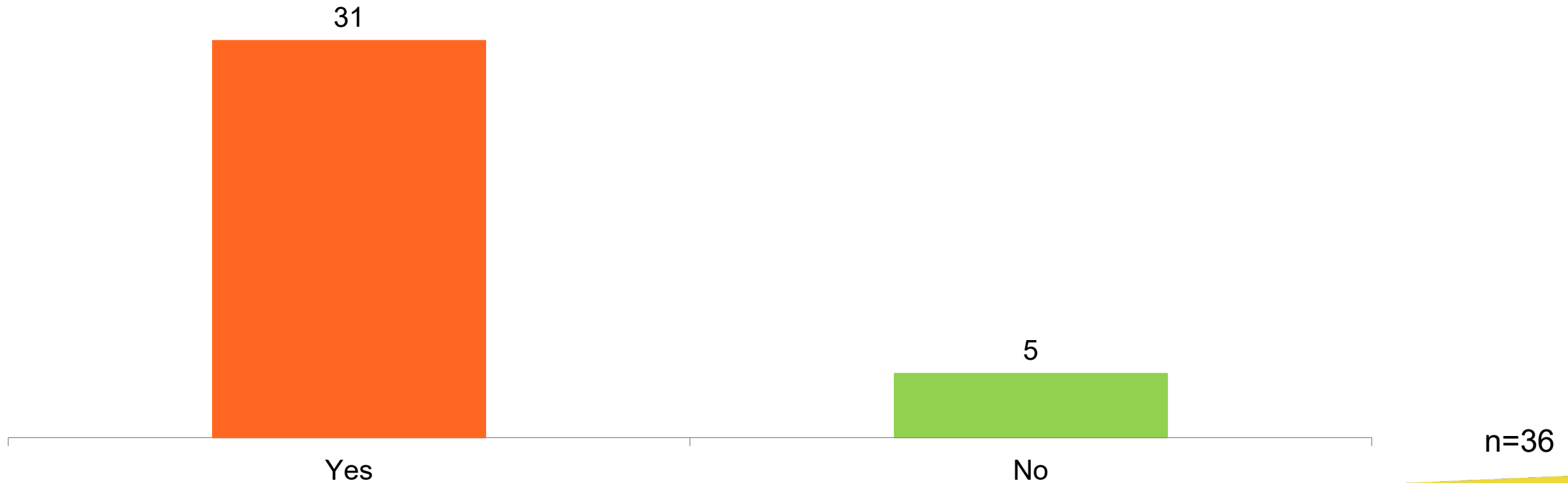
How satisfied are you with improvements to the service since you started using Metrobus?



# Results – All Respondents

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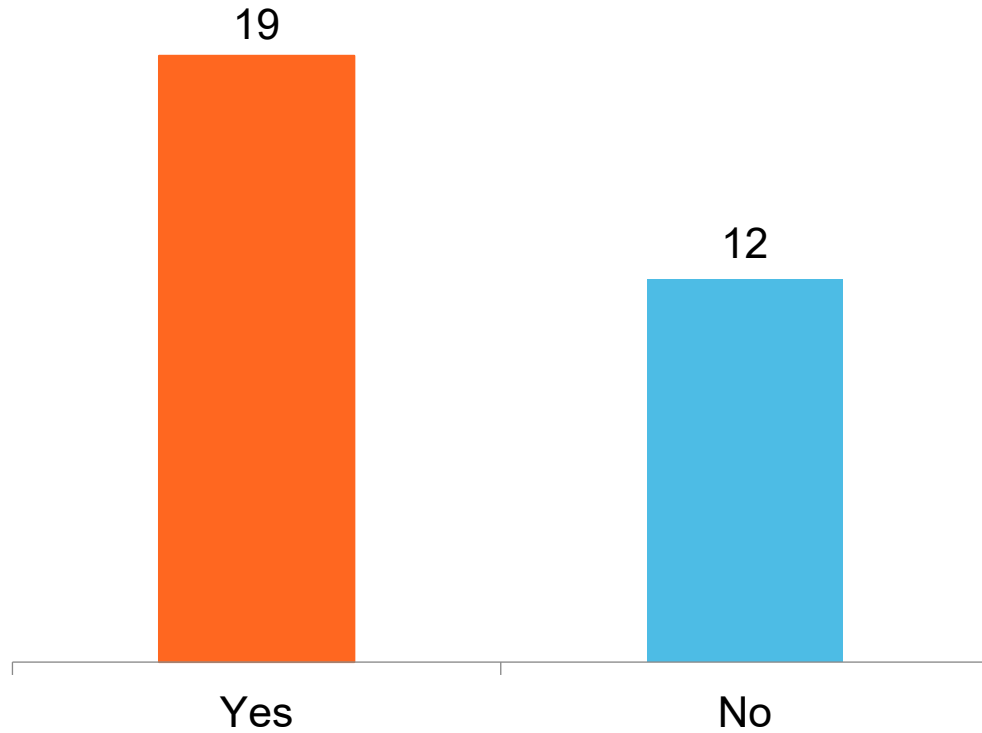
Did you know that Metrobus offers a cellular app that allows you to view schedules, find out if your bus is on time, find bus stops closest to you, and read the latest service bulletins?



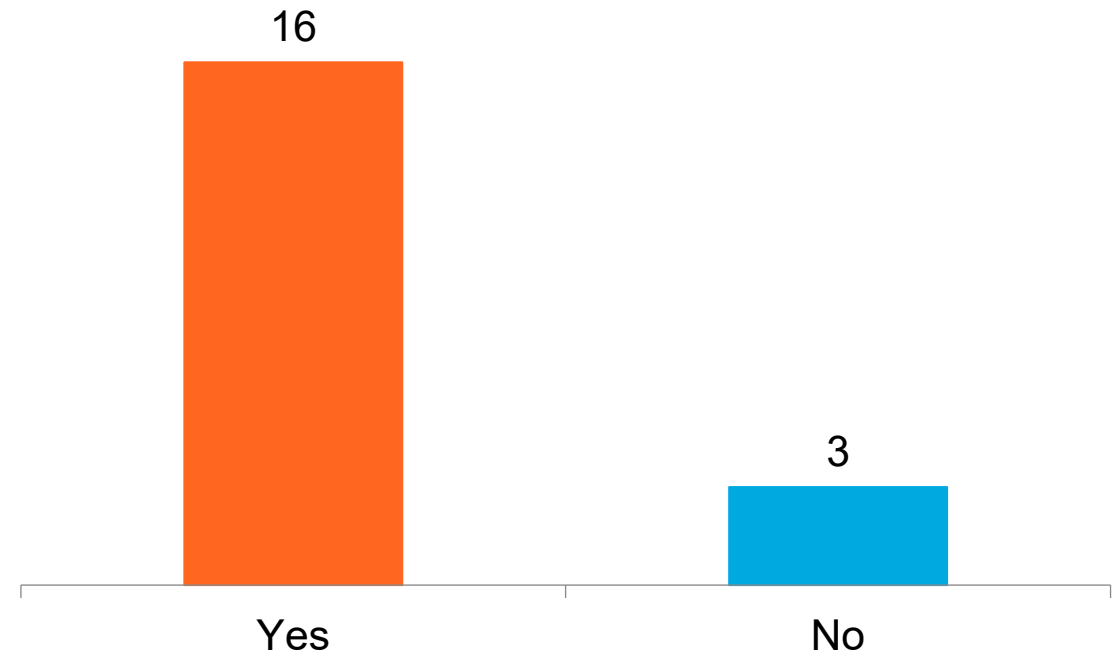
# Results – All Respondents

Do you use the Metrobus cellular app?

Has the app improved your Metrobus experience?



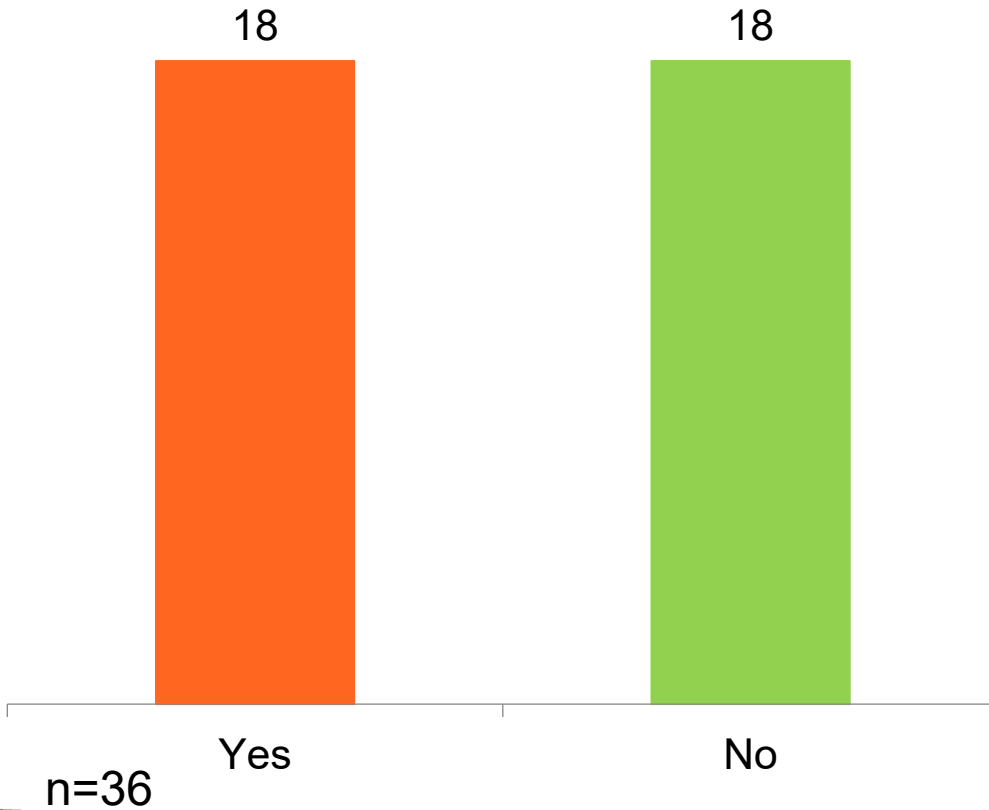
n=31



n=19

# Results – All Respondents

Did you know that Metrobus offers an On Demand service, allowing riders to request trips in real-time through the mobile app or by telephone?

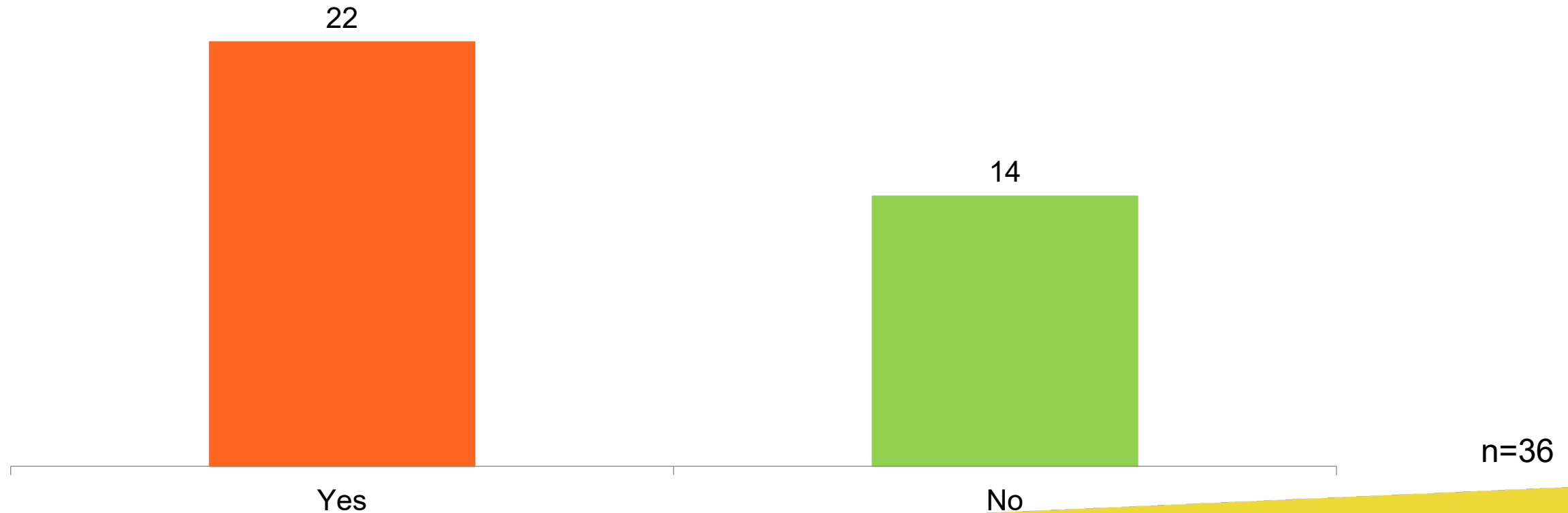


- Of the 18 who knew about the On Demand service, 2 had used the service.
- Of the 2 who had used the service, 1 indicated it improved their experience and 1 indicated it did not.



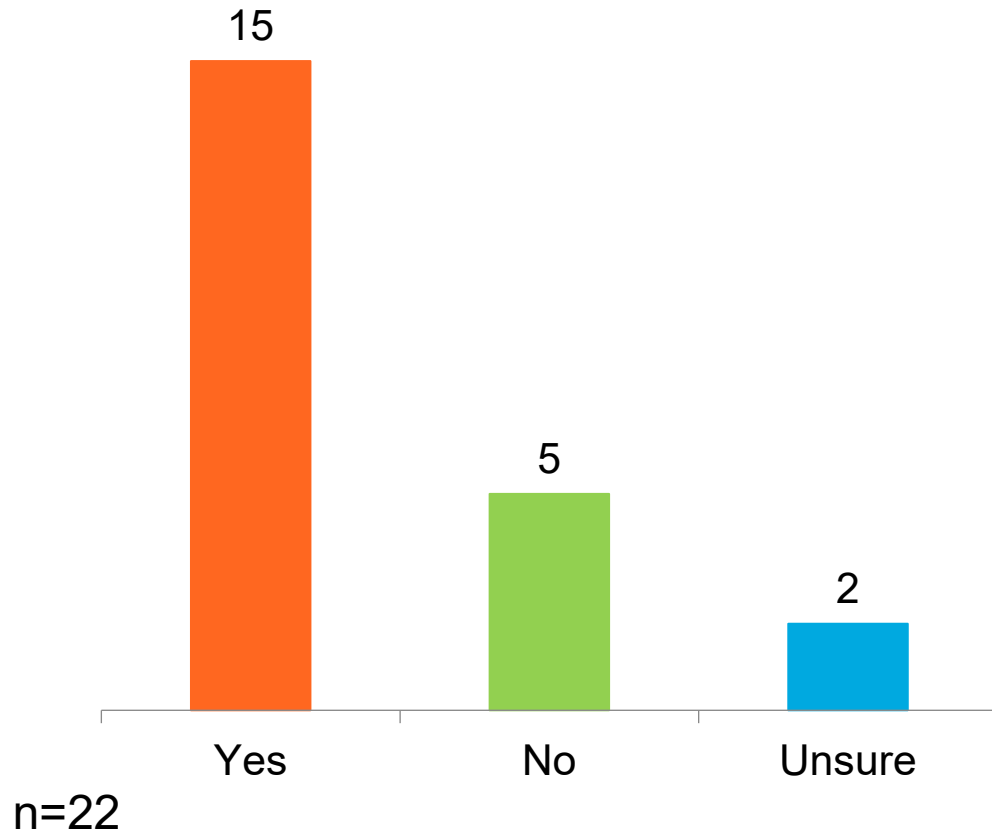
# Results – All Respondents

A Frequent Transit Network, known as ZiP, offers more frequent service for core routes. Did you know that Metrobus has a ZiP network that covers from Stavanger Drive to downtown from east to west and services the centre city more frequently at specific times during the week?

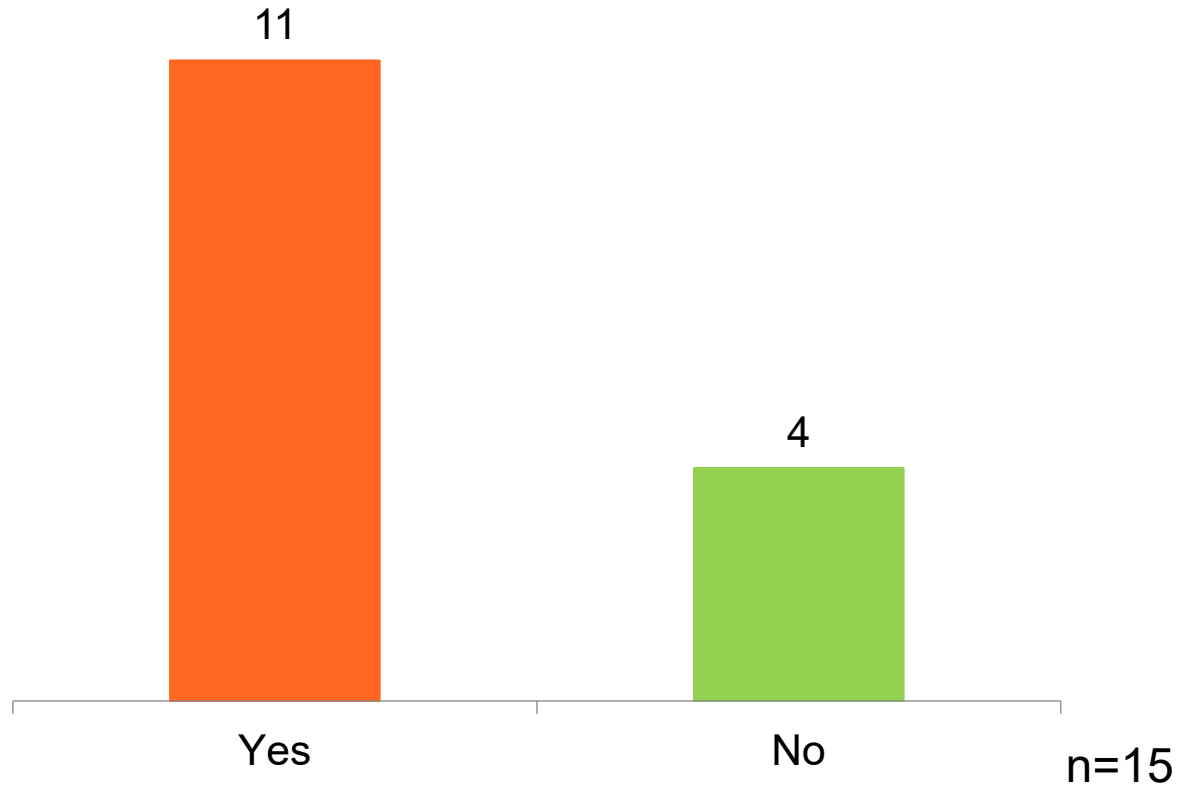


# Results – All Respondents

Have you used the Metrobus ZiP network?

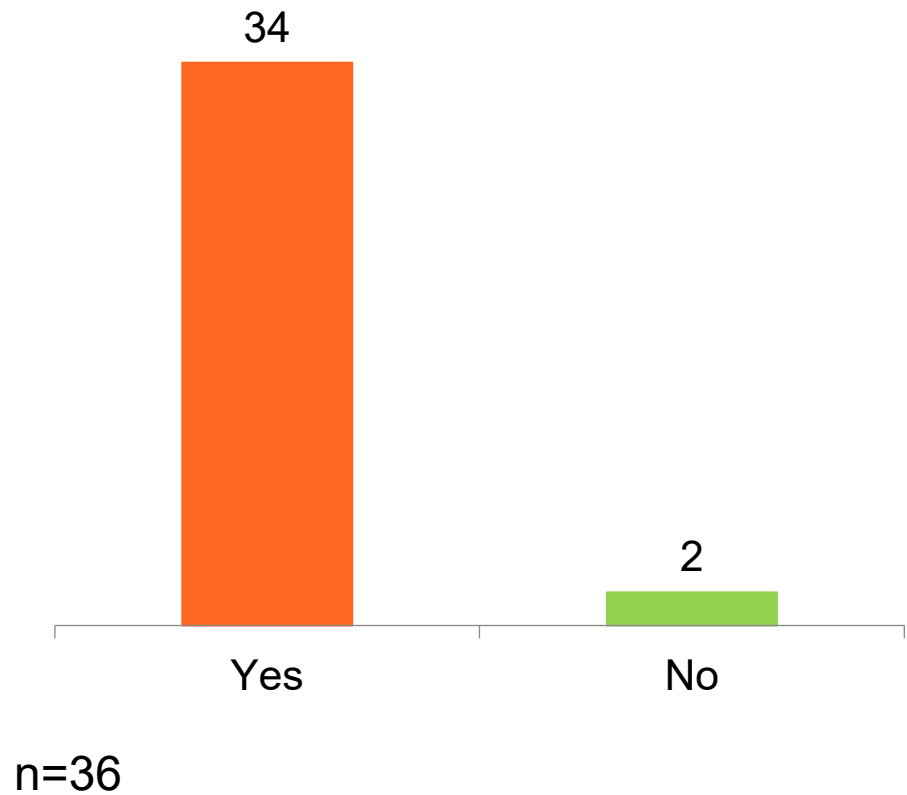


Has the ZiP network service improved your Metrobus experience?



# Results – All Respondents

Did you know that every Metrobus is equipped with a bike rack from May to November?

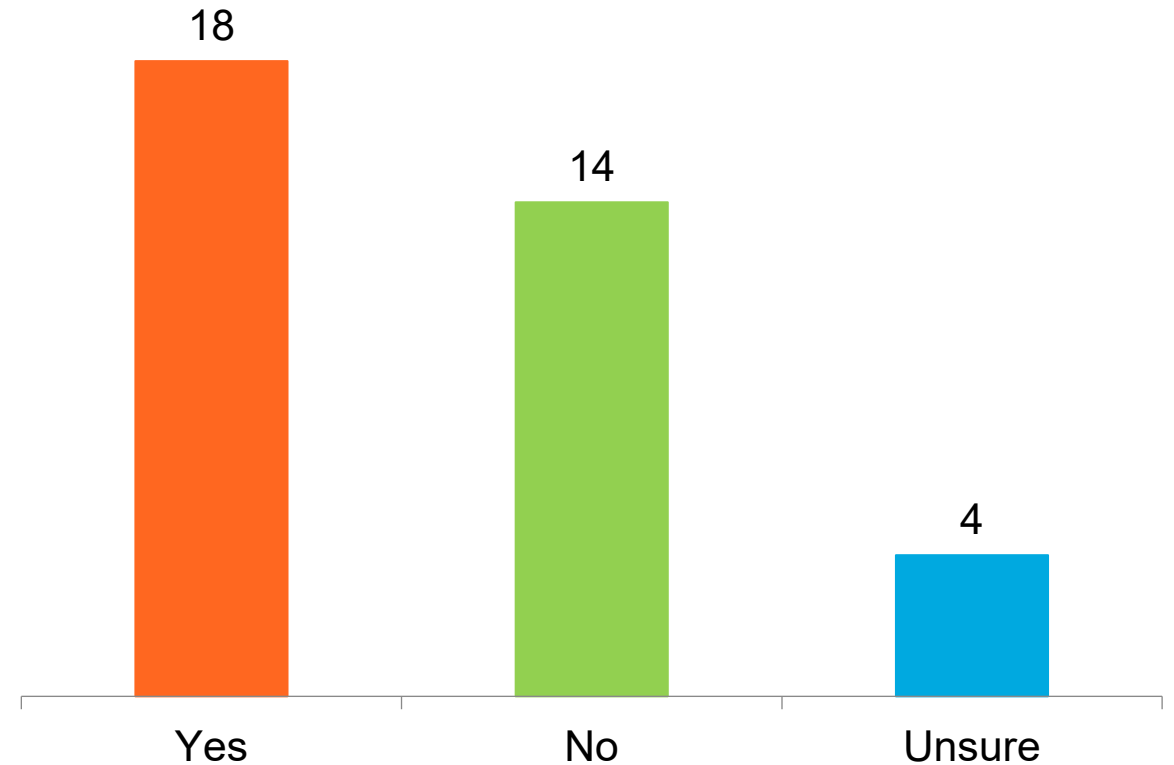
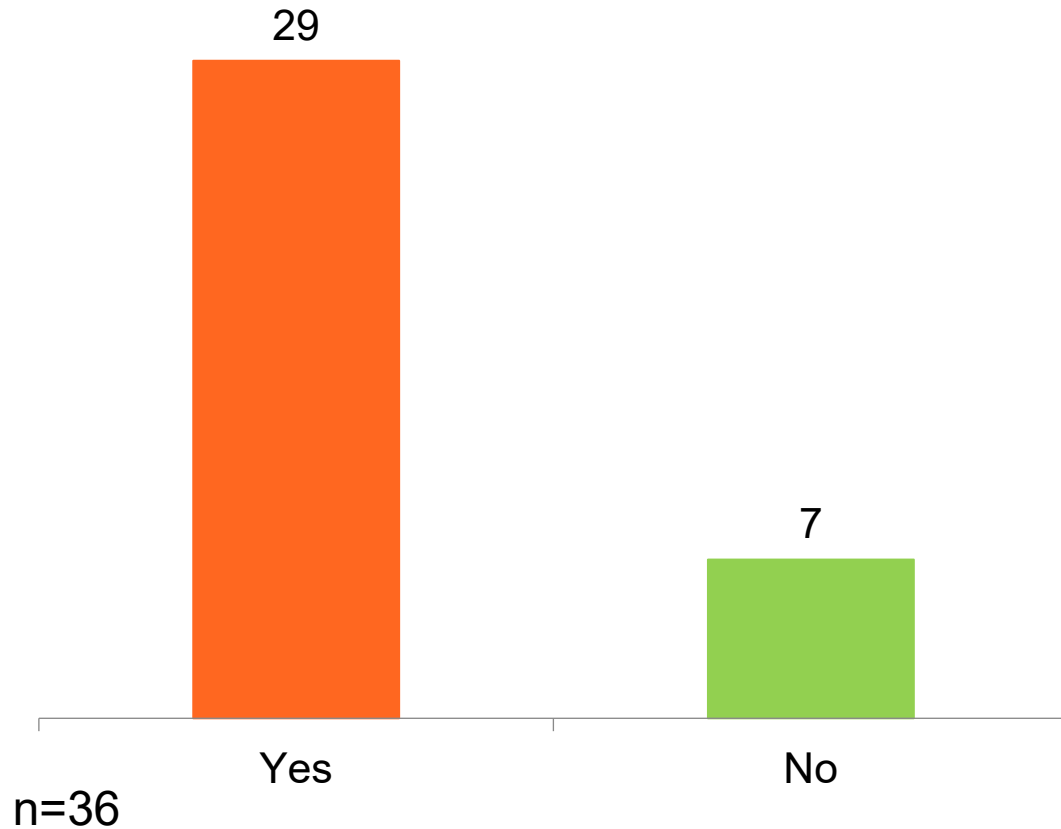


- Of the 31 who knew about the bike racks, 3 had used the service.
- Of the 3 who had used the service, 2 indicated it improved their experience and 1 indicated it did not.



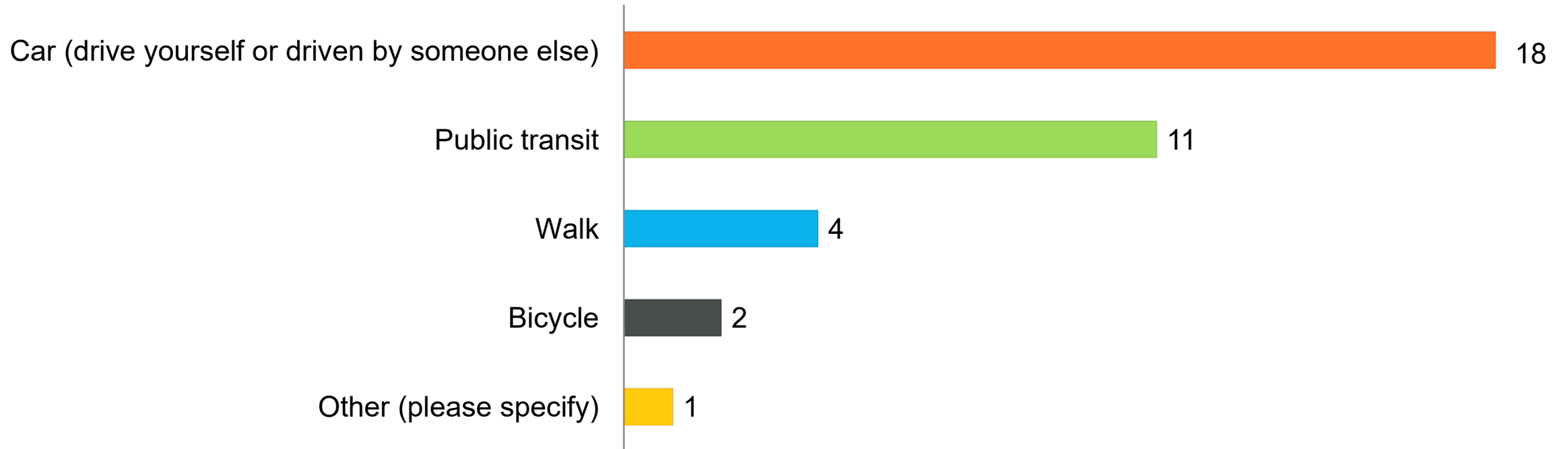
# Results – All Respondents

Did you know that each Metrobus provides Wi-Fi service? Does on-bus Wi-Fi service matter to you?



# Results – All Respondents

What is your primary method of transportation?



n=36

Other = both walk and Metrobus

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (1/7)

- While I have a car, I enjoy using public transit for environmental reasons and to reduce mileage on my vehicle
- Metrobus is reasonably priced
- Riding the bus to downtown and other places with famously difficult parking is really nice and convenient
- Would like to see digital Metrobus card in Apple wallet or Google wallet in the future
- Would use the bus more if there was an option to tap credit or debit card, or an online app to load a virtual card
- When using the 10-ride pass, would like the ability to use two rides to pay for myself and a friend
- Would like to see Metrobus transit routes show in different colours on Google maps and Apple maps. Routes are currently shown in the same color on these apps, regardless of the route number (these apps rely on the data provided by local transit agencies).

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (2/7)

- Lack of reliability with buses not on time makes connections difficult to navigate
- There should be more bus stops where the driver is required to stay at the stop until a certain time if they are ahead. Arriving at the bus stop 5 minutes early is not always possible and I've noticed some drivers are frequently ahead and it has caused me to miss the bus.
- Stopping at every bus stop makes the busses late and needs to be restructured
- In general, they feel unreliable to get you to where you want to go on time. If you have to be somewhere by a particular time you're either arriving late or arriving 30-40 minutes early which is really inconvenient, especially in winter.
- Until the network is a reliable alternative to owning a car for city driving we will be in a "chicken or egg problem" of what comes first, potential users waiting for service improvements, and city waiting for more users to fund said improvements.

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (3/7)

- The stops at MUN line up poorly with class times. The bus departs at ~3:45, when classes end at 3:50, and the class is a 10-minute walk from the UC. This leads to long waits for the next bus (specifically line 14).
- More buses and more routes would be very helpful
  - More bus signaling/bus lanes and express routes that move between major hubs
  - It would be great if there was a direct “Airport Express” option that heads right from the airport to downtown St John’s
  - Need to be able to get places more quickly and reduce commute time
  - Bus routes and their frequency in Donovans area are inconvenient
- Need higher frequency of service
  - More frequency of late-night routes and later end time of ZiP routes.
  - Going out on weekends, either for work or entertainment is difficult because of the limited buses and their short hours.
  - Need improvement to Sunday schedules

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (4/7)

- Need earlier bus routes to St. Clare's hospital. This is important for shift workers and patients and would also help ease parking and traffic congestion.
- Since 2022, my bus ride to work has actually gotten worse, not better. My journey (3a->22) changed from taking an hour and 15 minutes to an hour and a half. As well, the 22 leaves at much less convenient times, meaning I either leave work too early or too late. It used to be much more conveniently timed.
- Route 22 is really poorly and inconveniently designed. I actually looked into moving somewhere along the 22 route to get to work quicker, and it just wasn't feasible. I'd be able to get to work, but not anywhere else. To make busing my primary transportation, I'd have to restrict myself to living in the West end.

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (5/7)

- Mount Pearl routes are inconvenient and there is also no bus route to Southlands
- Need more accessibility to Metrobus outside City limits
- If you have to transfer to a non-ZiP route for your commute, the ZiP routes don't help
- More should be done to promote using Metrobus so the number of routes and buses can increase. It would be a good incentive if you could earn free rides or something by riding more frequently.
- It is disappointing that ridership has grown but funding has not. Nobody expects for infrastructure for cars to pay for itself (no toll roads and minimal registration fees), yet public transit is expected to at least partially pay for itself. I own a car but wish I did not have to.

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (6/7)

- Feel unsafe on Metrobus, particularly at night.
- I think there should be ride-along transit security officers and patrols of bus stops
- Bus stops are often difficult to access in the winter due to lack of snow clearing
- Bus stops are out in the open (with very few exceptions), providing no protection against environmental factors
- Wish there was a better option for students, like a semester pass included in tuition

# Results – All Respondents

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Is there anything else you would like to tell us about this topic? (7/7)

- The app should have an area to report broken buttons and other maintenance items because messaging in the chat and telling the bus driver has not always worked for me.
- The app is not up to date or is not working properly
- Scents are too strong on the bus
- Buses are dirty
- The City should look at how public transit works in other large cities and implement some of their strategies.