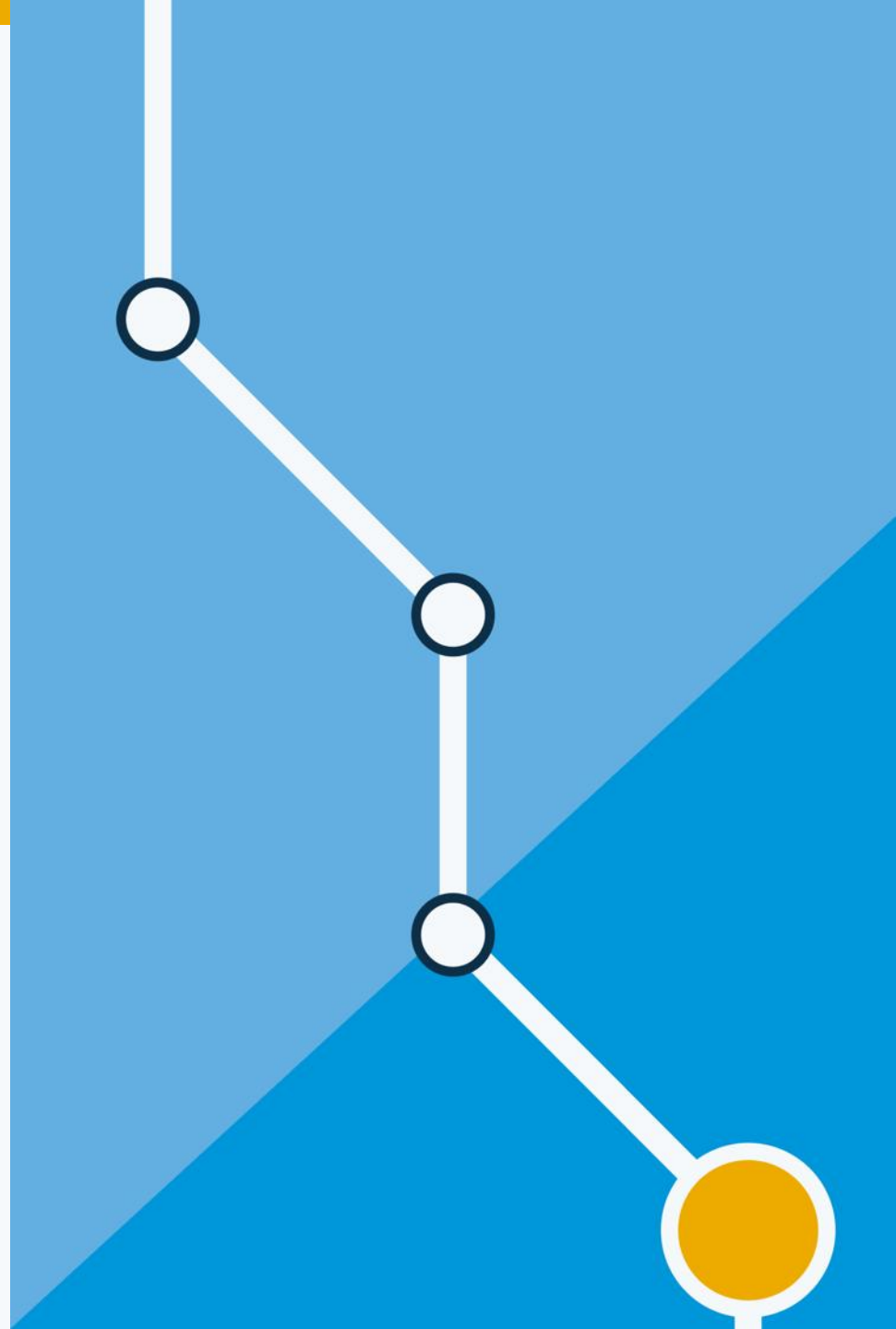
California Transit Association

Back to the Basics

Transit's Next Big Thing

Mark Aesch | CEO, TransPro















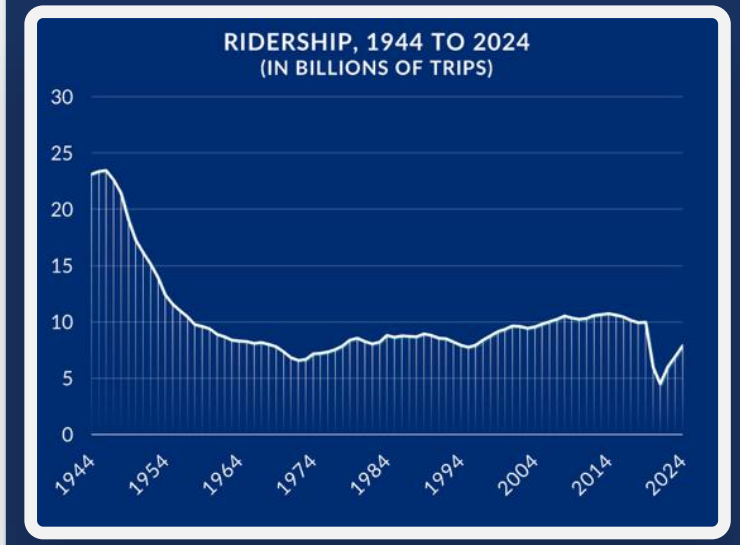




Where has this led the industry?

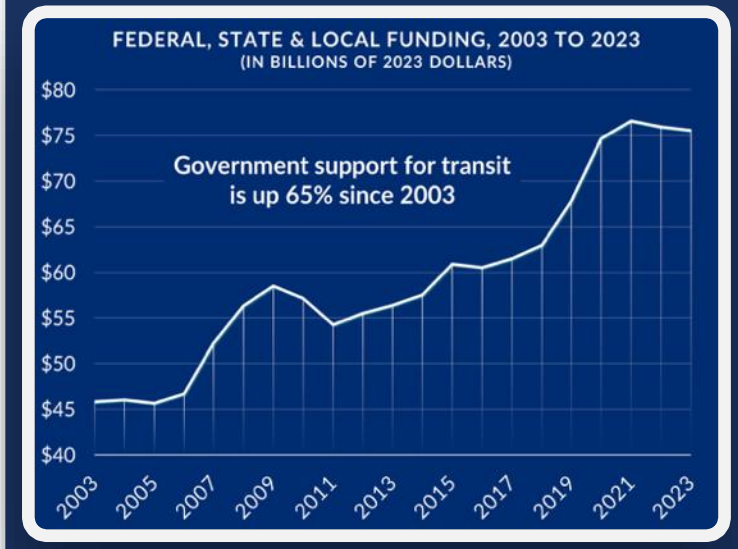
The state of transit today

Fewer Americans Use It

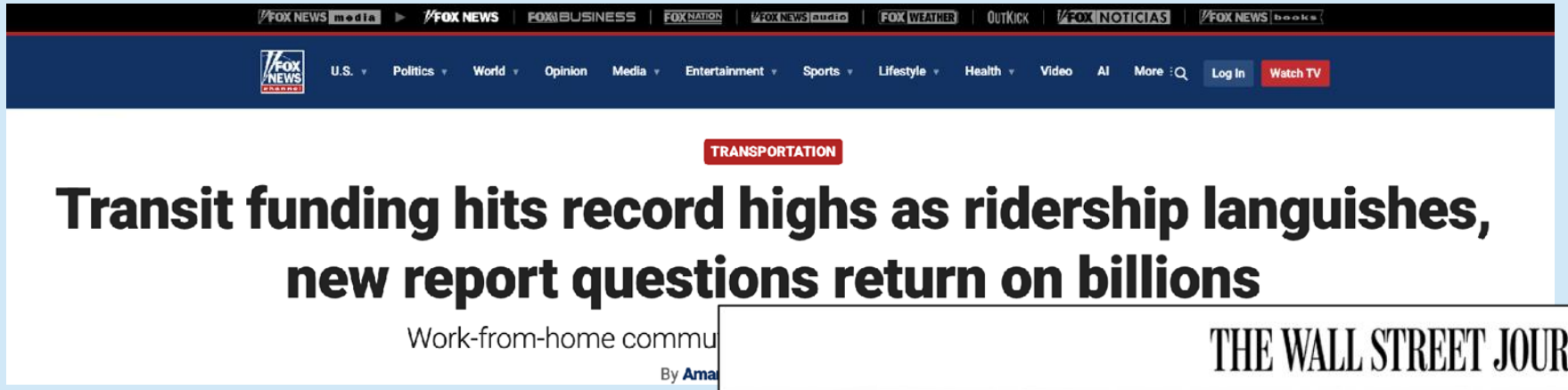


- This isn't a Covid challenge — it is a 70-year experience

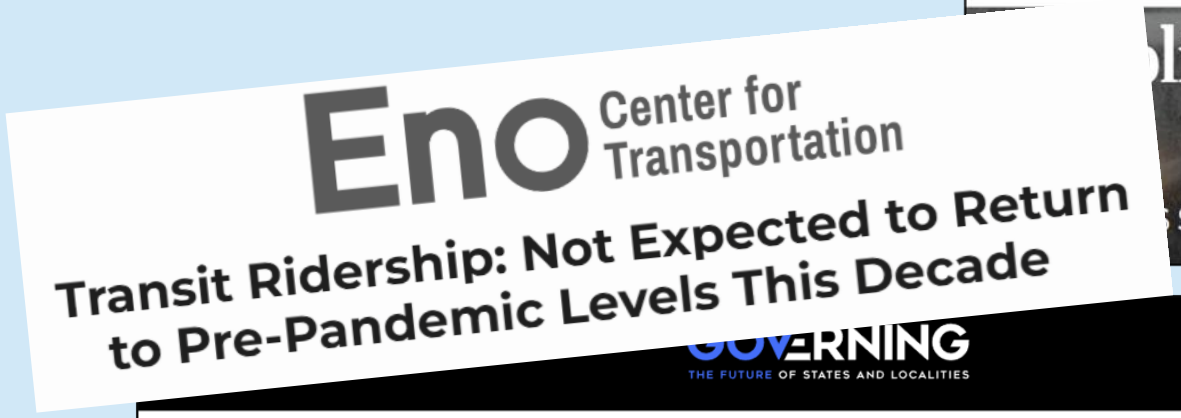
More Americans Paying For It



- Flawed federal incentives
- Push to fund "innovation" vs performance (e.g., electric buses)











Elected Officials and the Media Are Asking What's Going On?

BREAKING NEWS

TRANSPORTATION FUNDING FACES DEEP CUTS

Public transit, passenger rail and vital infrastructure hit by new legislation



PUBLIC TRANSIT

The legislation omits the guaranteed advance appropriations from the 2021 Infrastructure Investment and Jobs Act (IIJA), resulting in an immediate **20% cut** to public transit funding.

PASSENGER RAIL

Passenger rail and Amtrak-related programs face an **81% to 83% cut** compared to previously enacted levels.

OVERALL IMPACT

The stopgap measure results in roughly **$37 billion** in annualized reductions across surface transportation, highway and multimodal investments.

DEVELOPING

LAWMAKERS WARN OF MAJOR SETBACKS FOR TRANSPORTATION

INPUTS

- On-Time Performance
- Reliability
- Pass Ups

OUTCOMES

- Customer Satisfaction
- Economic Impact
- Community Value

PROJECTS

- Shelters
- Maintenance Facilities
- CAD AVL

PERFORMANCE

- Best in region
- Best in state
- Best in nation

Stop talking about what we are doing….
And start talking about what we are delivering!


3

Actual Results



- ✓ Outcomes Based
- ✓ Performance vs Projects
- ✓ Modernized NTD

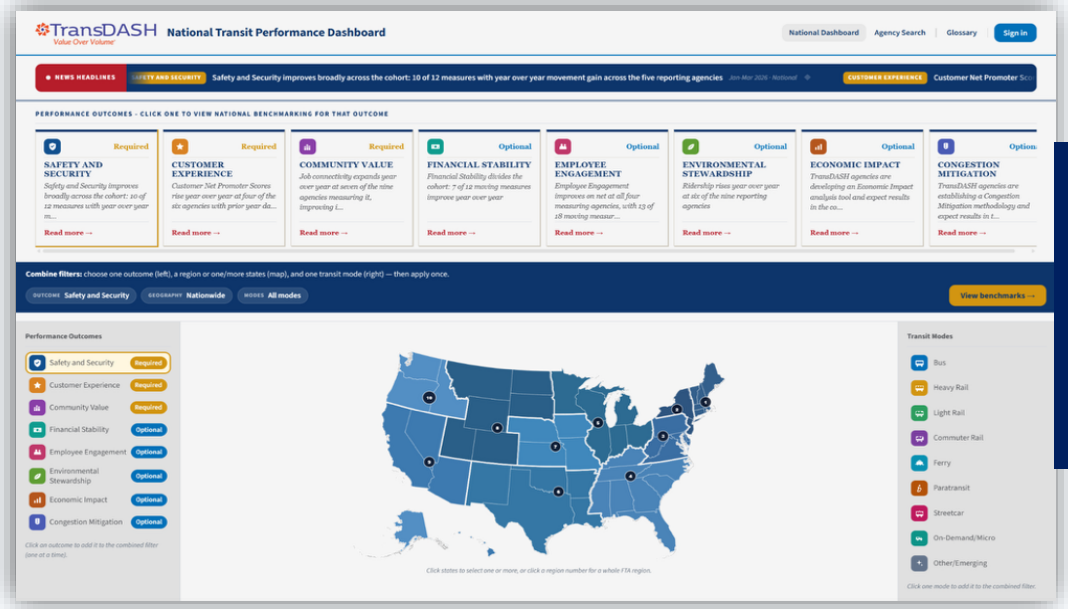
Outcomes Based Results

Better Value
vs
Following Process



- ✓ For Customers
- ✓ For Taxpayers
- ✓ For Employees

Continuous Improvement…

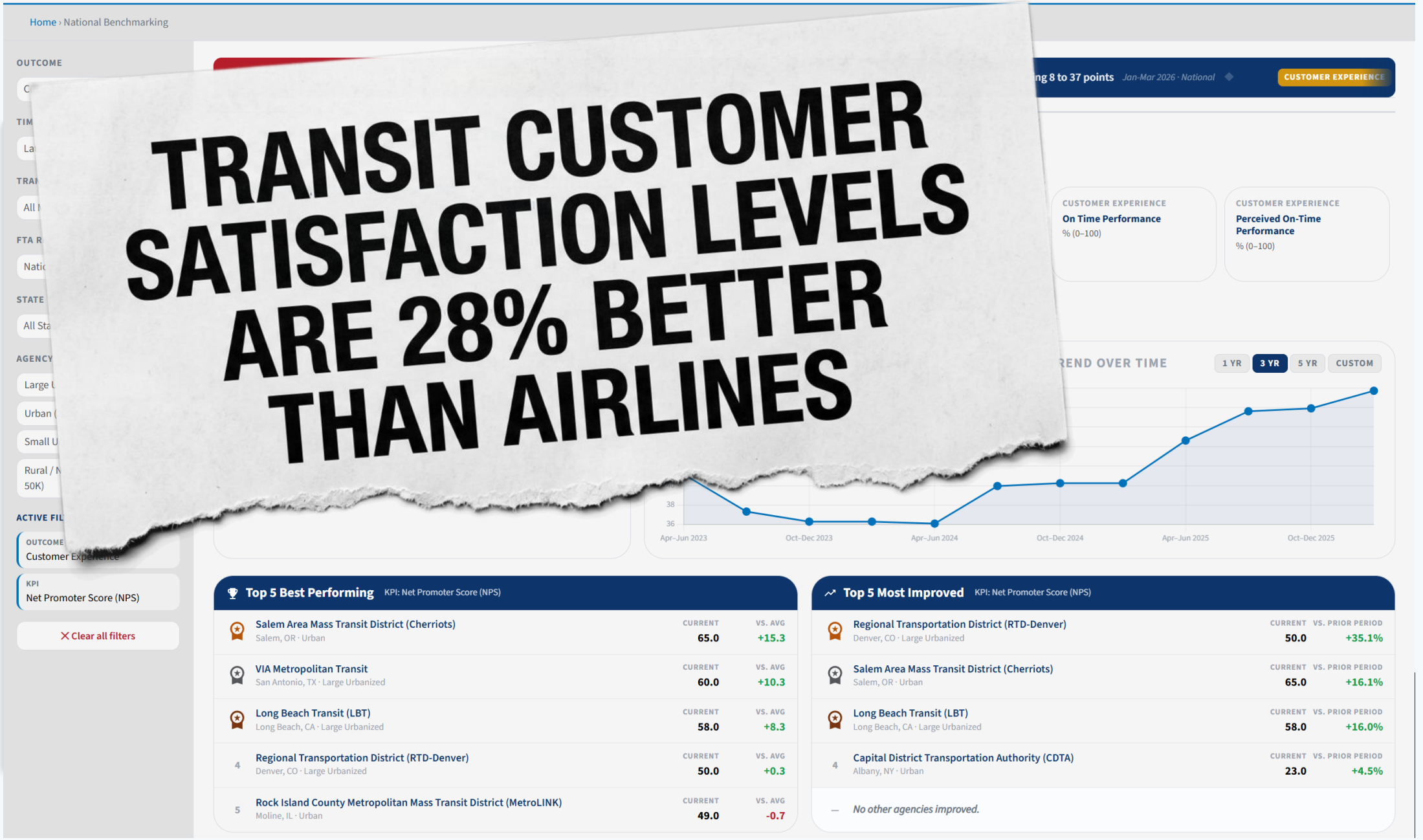


- ✓ Requirement and Incentive to Improve
- ✓ Quarterly Updates of NTD
- ✓ Recognition of Results (good/bad)

…of Outcomes for the agency and the industry


Today, the transit industry is built on
existence.

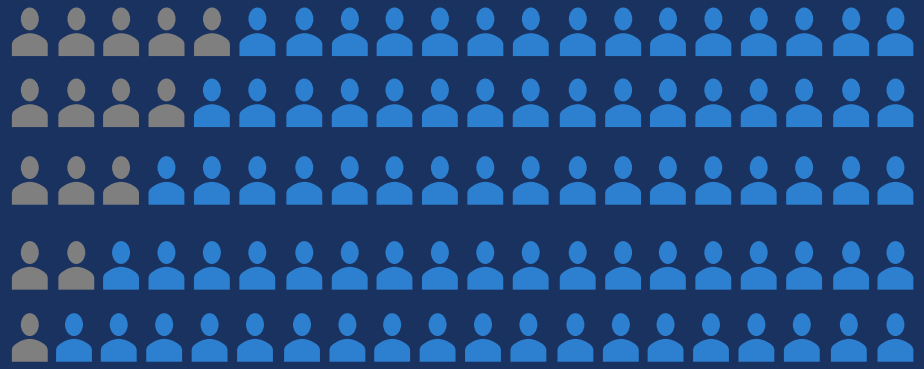

Today, the transit industry is built on
existence.


National Transit Performance Dashboard
National Dashboard
Agency Search
Glossary
Sign in
Home › National Benchmarking
OUTCOME
STATE
AGENCY
ACTIVE FIL
Customer Experience
Net Promoter Score (NPS)
Clear all filters
TRANSIT CUSTOMER SATISFACTION LEVELS ARE 28% BETTER THAN AIRLINES
CUSTOMER EXPERIENCE
On Time Performance
% (0–100)
CUSTOMER EXPERIENCE
Perceived On-Time Performance
% (0–100)
1 YR
3 YR
5 YR
CUSTOM
38
36
Apr–Jun 2023
Oct–Dec 2023
Apr–Jun 2024
Oct–Dec 2024
Apr–Jun 2025
Oct–Dec 2025
Top 5 Best Performing
KPI: Net Promoter Score (NPS)
Salem Area Mass Transit District (Cherriots)
Salem, OR · Urban
CURRENT 65.0
VS. AVG +15.3
VIA Metropolitan Transit
San Antonio, TX · Large Urbanized
CURRENT 60.0
VS. AVG +10.3
Long Beach Transit (LBT)
Long Beach, CA · Large Urbanized
CURRENT 58.0
VS. AVG +8.3
4 Regional Transportation District (RTD-Denver)
Denver, CO · Large Urbanized
CURRENT 50.0
VS. AVG +0.3
5 Rock Island County Metropolitan Mass Transit District (MetroLINK)
Moline, IL · Urban
CURRENT 49.0
VS. AVG -0.7
Top 5 Most Improved
KPI: Net Promoter Score (NPS)
Regional Transportation District (RTD-Denver)
Denver, CO · Large Urbanized
CURRENT 50.0
VS. PRIOR PERIOD +35.1%
Salem Area Mass Transit District (Cherriots)
Salem, OR · Urban
CURRENT 65.0
VS. PRIOR PERIOD +16.1%
Long Beach Transit (LBT)
Long Beach, CA · Large Urbanized
CURRENT 58.0
VS. PRIOR PERIOD +16.0%
4 Capital District Transportation Authority (CDTA)
Albany, NY · Urban
CURRENT 23.0
VS. PRIOR PERIOD +4.5%
— No other agencies improved.

Relatively few Americans use public transportation– 5% in most American cities

85%

of Americans say transit brings value to their community



And it has nothing to do with ridership

Americans find value because transit provides:



Access to jobs



Mobility for people with special needs



Affordable options for low-income families

15

Why 85% of Americans find VALUE in Public Transportation – And Don't Use It



Access to Jobs



Provides Mobility to Seniors and People with Disabilities



Connects Low Income Households to Opportunity

The next big thing…

Stop telling OUR story and start telling THEIRS

How do we do that?




NEXT STOP


Go







The next big thing is having the basic tools to tell their story!