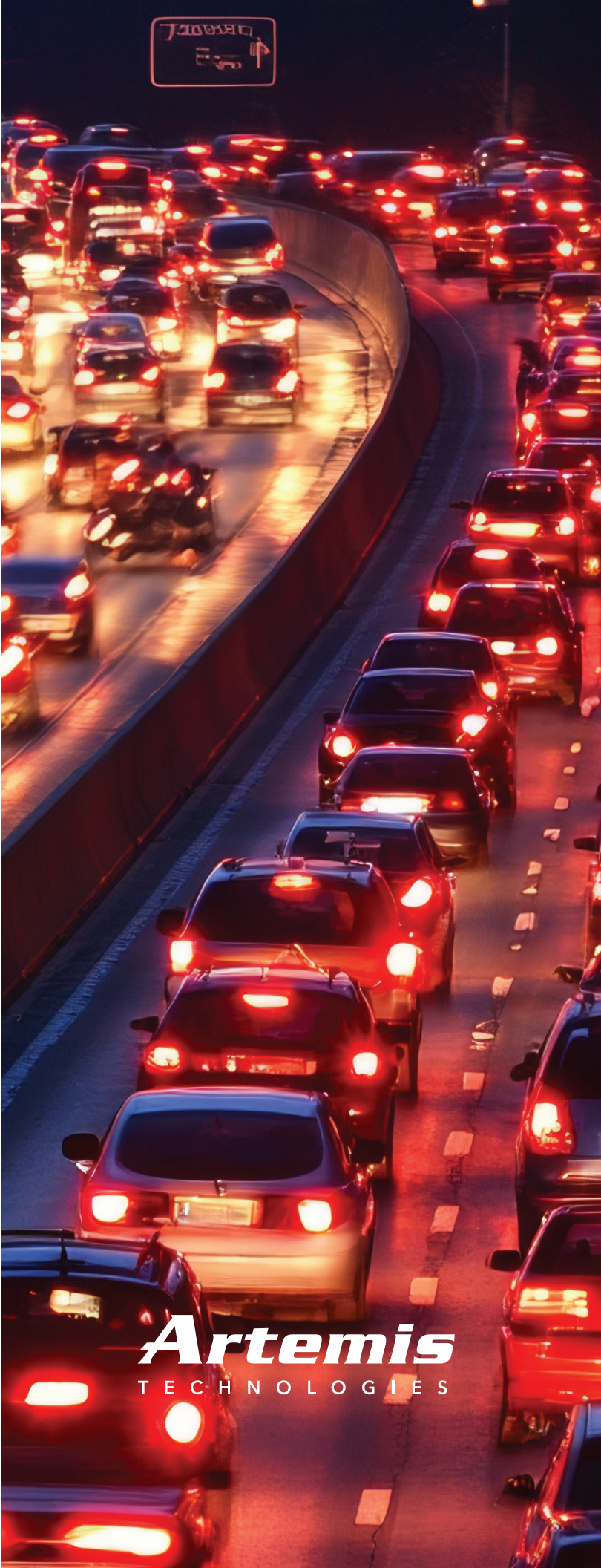
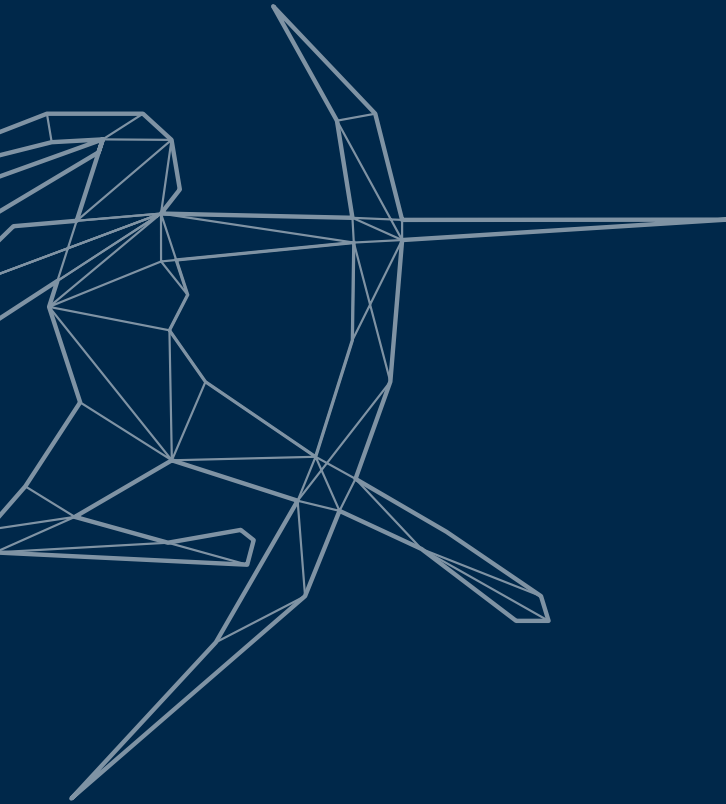


# THE FUTURE OF SUSTAINABLE TRANSIT REPORT

Artemis Technologies  
January 2025



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## THE FUTURE OF SUSTAINABLE TRANSIT REPORT

The Future of Sustainable Transit Report is an in-depth look at consumer perception of public transit in their city, with specific insights on unique challenges facing local markets like Los Angeles, New York City, Boston, Seattle and San Francisco. Fueled by data from over 2,000 American consumers gathered through Censuswide, an accredited third-party research platform, the new insights reveal a poor sentiment associated with public transportation, with sustainability and poor customer experience driving perception, as well as key areas of opportunity for sustainable transit in the future.



**David Tyler**  
Co-Founder of  
Artemis Technologies

*“40% of Americans spend at least an hour on public transit per week but despite its ubiquitousness in daily life, the experience is both unpleasant for users and unsustainable for the planet. The risks of not addressing these challenges expand far beyond a painful commute to work; they include continued carbon emissions contributing to the ongoing climate crisis and increasing resident disappointment with their city’s approach to transportation. There is an incredible opportunity to usher public transportation into the future to make it both more sustainable and user-friendly.”*

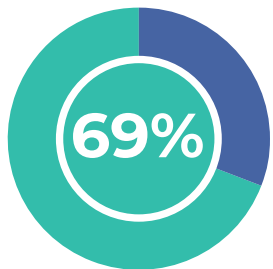
# AMERICAN PULSE CHECK ON PUBLIC TRANSPORTATION

President Biden passed a historical \$1.2tn bipartisan infrastructure bill in 2021 to upgrade bridges, roads, ports and public transit. However, money has overwhelmingly been poured into the maintenance and widening of roads rather than improving public transit options like bus, rail and even cycling lanes. Clearly, citizens are taking note.

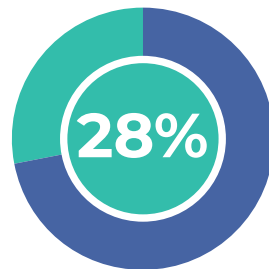
## Almost half (49%) of people would give their city's public transit a grade C or below.

17% even admitted their experience with public transportation has made them think about moving to a city where they don't need to rely on it to get around. Public perception of mass transit is generally negative – the grievances boil down to an unsatisfactory approach to sustainability and poor experience.

### Sustainability:

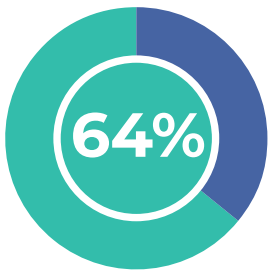


are aware of their city's sustainability initiatives

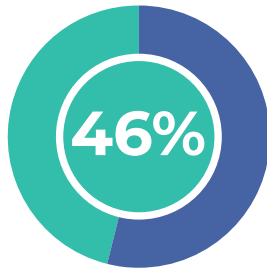


don't have confidence in their city to achieve sustainability initiatives

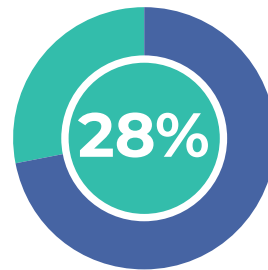
### User experience



of Americans have experienced public transportation disruption



of respondents have been late for an obligation due to public transportation disruption

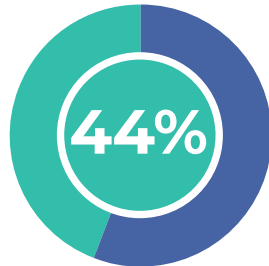


have been stuck waiting for service in bad weather due to public transportation disruption

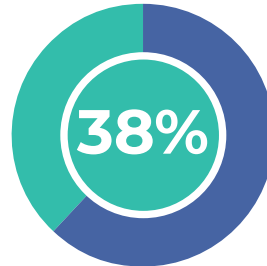
## CONSUMERS CARE ABOUT SUSTAINABLE TRANSPORTATION

**21% of respondents noted that their city cutting down on transportation-related climate impact is a top initiative they want to see in the near future.**

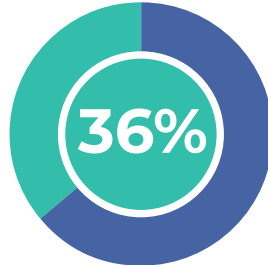
Key sustainable initiatives consumers care about:



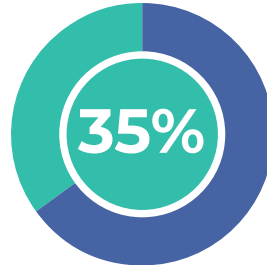
Waste reduction,  
recycling and  
composting



Cleaning surrounding  
waterways, oceans  
and beaches



Renewable clean  
energy sources



Congestion and  
vehicle emissions

*“It is heartening to see that citizens do, in fact, care about how their transportation options impact the environment. There is a larger opportunity to harness that sentiment and translate it into solutions for more sustainable public transit options.”*

**David Tyler**

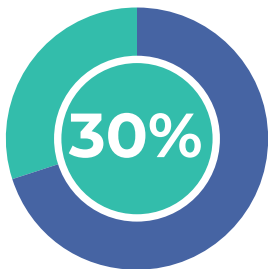
Co-Founder of Artemis Technologies

## DEALING WITH DISRUPTION

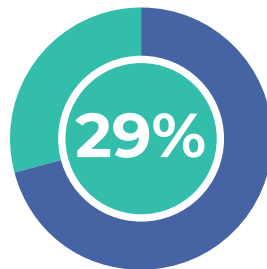
### 40% of people surveyed said they spend at least an hour on public transit per week.

64% of Americans have experienced public transportation disruption - in particular, almost half (46%) of respondents<sup>1</sup> have been late for work, school or a doctor's appointment and 28% have been stuck waiting for service in bad weather with no protection as a result of public transit failures.

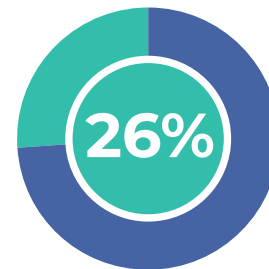
#### Consumers' most desired public transport improvements:



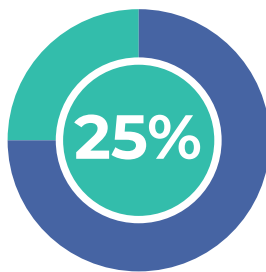
Expanded areas of service



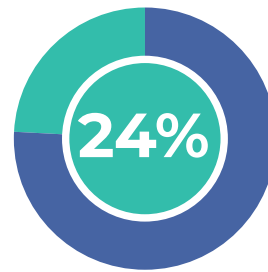
Increased hours of operation and/or frequency of service



Updated waiting areas, stations and stops



Increase efforts on safety



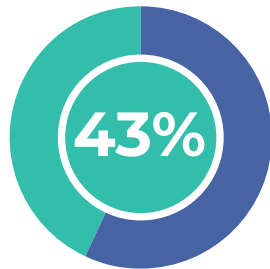
Decreased road congestion

<sup>1</sup> Respondents who have experienced public transport disruption (such as delays or closures) in the last 12 months.

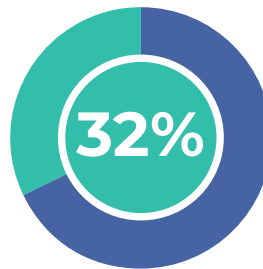
## SAILING TOWARDS SOLUTIONS

New innovations and underutilized modes of transportation, like waterways, are an untapped opportunity.

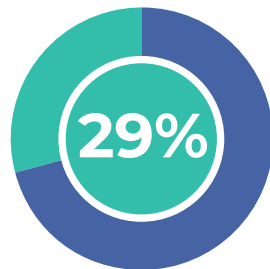
Consumer criteria for waterway transport / increased ferry services:



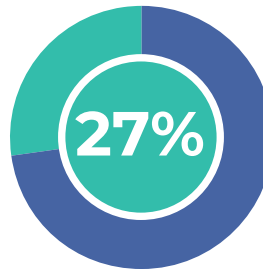
Cost



Frequent run times



Easy public transit to the port



Minimal crowds

“Waterways are a largely untapped resource for transit within and surrounding major cities in the U.S. With the waves of funding given to various cities to improve their public transit, there is a larger opportunity for more private sector collaboration with cities to make ferry services, water taxis and other modes of maritime transport a more desirable and modern method of transportation, but those investments need to start now.”

**David Tyler**

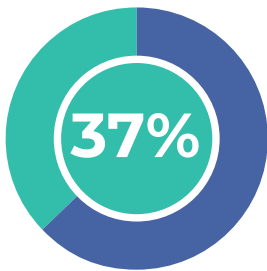
Co-Founder of Artemis Technologies

# LOS ANGELES: THE OLYMPICS TRANSPORTATION INFRASTRUCTURE CHALLENGE

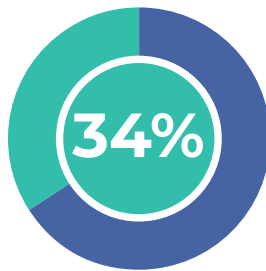
## More than 1 in 4 (27%) Los Angeles citizens aren't confident the city will meet its deadline to improve its public transit infrastructure ahead of the 2028 Summer Olympics.

In addition to assessing national sentiment around public transit, this report also delved into how some specific local markets think about their city's ability to usher transportation into the future, especially ahead of large-scale events like the 2028 Summer Olympics in Los Angeles. The city pledged that their version of the Olympics Games would be the greenest ever — a goal they planned to achieve by making access to the event “car-free.” Since, skepticism have amassed as to whether they can pull it off.

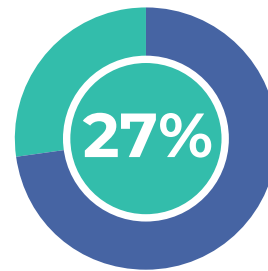
When it comes to the infrastructure changes proposed ahead of the Olympics:



Feel getting around is going to be more difficult before it gets better



Think it's going to add to congestion and worsen existing transportation issues



Say the infrastructure changes will provide alternative forms of transportation that they *want* to use





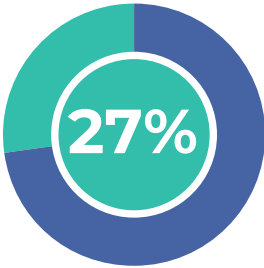


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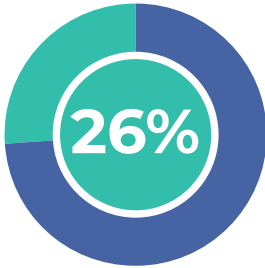
# LOS ANGELES: A PUBLIC TRANSIT WISH LIST

Nearly half of Los Angeles residents (49%) gave their city a C grade or lower on public transit, and while the city may not be known for its public transportation system the way New York City is, still nearly 41% of residents are using public transportation for over an hour each week, punctuating the gravity of its poor letter grade even more.

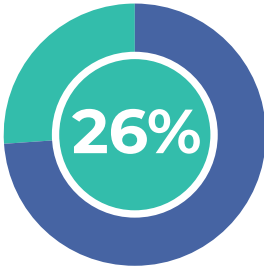
## What LA residents are looking for:



Expanded areas of service



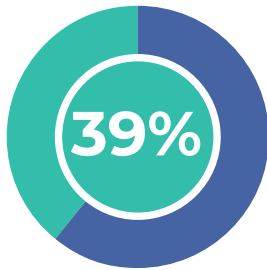
Increased hours of operation and/or frequency of service



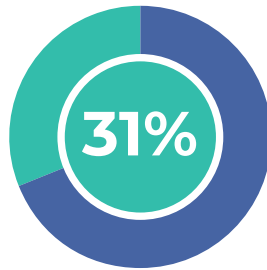
Decreased road congestion



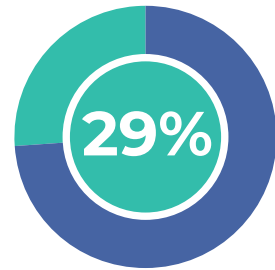
LA residents' key motivators on increased ferry services:



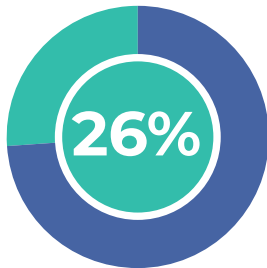
If it was a reasonable cost



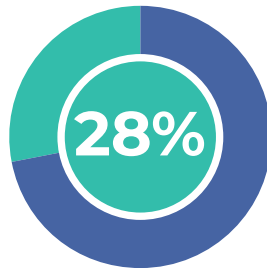
If the service ran often or there were short wait times between rides



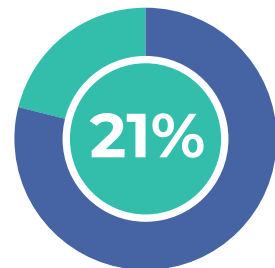
If it was less crowded or more comfortable than other options



If there was easy public transit to the port



If I could use the same tickets or pass as I did for other public transit



If it was a more environmentally friendly option



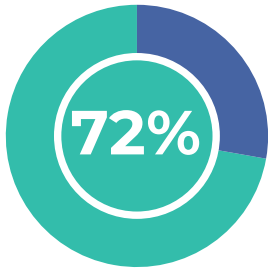
**32% of New Yorkers want to see investment in public transit options to get to high traffic destinations**

**43% want to get out of NYC to areas such as New Jersey and upstate New York**

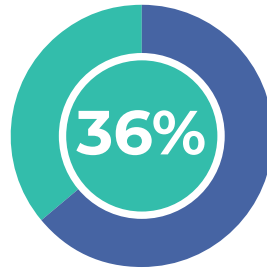


## NEW YORK: LOOKING BEYOND BUS AND RAIL

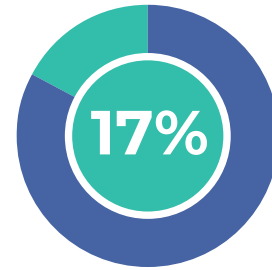
Almost half of NYC residents (49%) spend over an hour on public transportation per week. Despite this, New York's public transportation system is a sore spot for many, so much so that it's become an inside joke of sorts for residents. Here's how disruption impacts them:



72% have experienced a disruption when taking public transportation



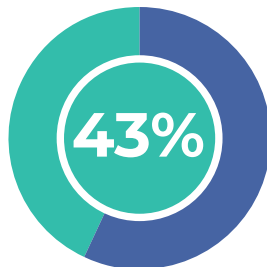
36% have had to wait more than 15 minutes for the bus, train or subway to show up in the past year



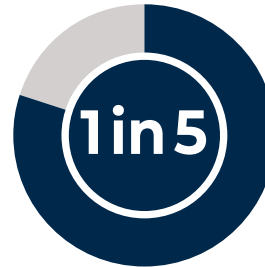
17% of respondents have indicated that they've said no to a date or meeting up with friends because there were no good public transit options

But that's not all, New Yorkers view getting to surrounding areas (the beach, Governor's Island, City Island, New Jersey) as key challenges. Not only is travel in and out of the city inconvenient, it's costly. Despite high toll costs, New York is considering raising them even higher in the coming years to fight congestion. This opens up a larger opportunity to explore new avenues of transportation beyond bus and rail.

Tapping into waterways could be the key.



43% of New Yorkers would be motivated to use ferry services more often if they were reasonably priced



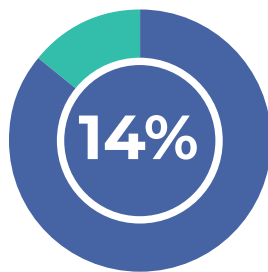
1 in 5 New Yorkers (20%) would be motivated to use ferry services more often if they were a more environmentally friendly option

## **BOSTON: T IS FOR TERRIBLE**

Boston is another key city with a poor opinion of their public transit system – notably the T line, for which Bostonians ranked the Red (16%), Green (15%) and Orange (15%) lines the worst. Earlier this year all three lines experienced derailments and fires, even causing one woman to escape to the Charles River to save her life. Considering the \$600M+ the city's been awarded in federal grants for repair and replacement of MBTA infrastructure, this is unacceptable.

Given Boston's reputation as the hospital capital of the world, having unreliable transportation to many of the major medical facilities is worrisome.

**In fact, in the last year 42% of those who experienced disruptions from public transport have been late to work, school, a doctor's appointments.**



of those who experienced disruptions from public transport noted their experiences made them think about moving to a city with better options



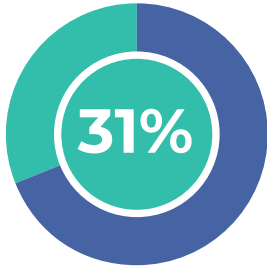




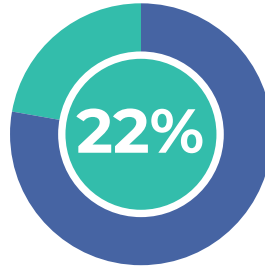


# BOSTON: OPPORTUNITIES FOR MARITIME TRANSPORT

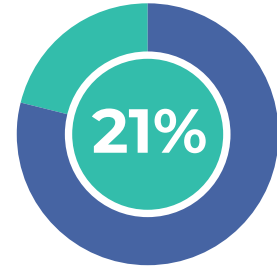
Bostonians would give up their car if:



Public transit  
ran 24/7



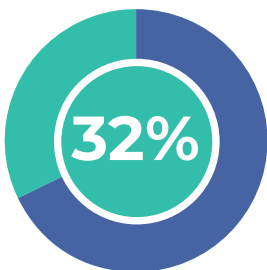
Better access to  
neighborhoods  
outside of Boston



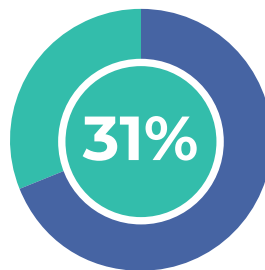
Better access to high-  
traffic destinations (the  
beach, airports, stadiums,  
concert venues, etc.)

Making smart use of the Boston Harbor and Charles River - two main waterways - could significantly support the city's sustainability goals, while solving commuter grievances and safety concerns.

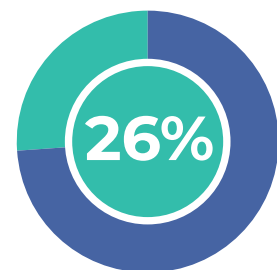
Respondents agree that increased ferry/water taxis service has the potential to improve their lives if:



The same price as  
other public transit



It made seasonal travel to  
Cape Cod, Nantucket or  
Martha's Vineyard easier



It was more frequent  
and comfortable than  
other public transit

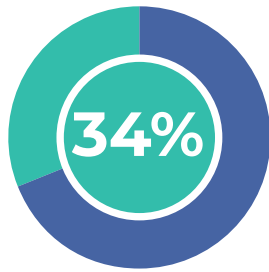
## SEATTLE: FIXING THE FERRIES

In pursuit of a more sustainable future, Seattle has set an ambitious target for 90% of all personal trips to be zero emissions by 2030. While the city is making a name for itself in its efforts to pursue sustainable public transport options, it's going widely unnoticed by the city's residents.

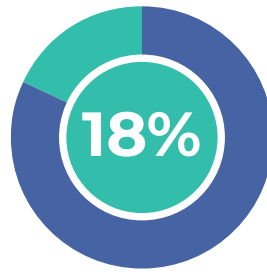
**37% of Seattle residents are not aware of the city's current sustainability initiatives/goals, and 36% felt there haven't been any changes to their public transit experiences in the past year.**

Luckily, Seattle residents are concerned with how their city's public transportation impacts the environment and are open to exploring other options if it meant increased sustainability and less disruption. The first step? Fixing the city's ferry service.

When asked what has prevented Seattle residents from riding the ferry in the last 12 months:



said no ports or stops  
near where they live



said fare raises  
and/or cost of ridership

**35% believe that cleaning up the waterways is one of the most important upcoming sustainability initiatives.**





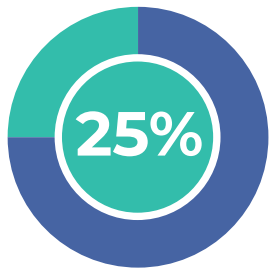
**31% say they would want to see more marine transport utilization with the implementation of new ferry terminals.**



San Francisco residents describe public transit as unsafe. Safety isn't the only issue, though. San Francisco's public transit system remains disconnected especially for commuters traveling beyond city limits.



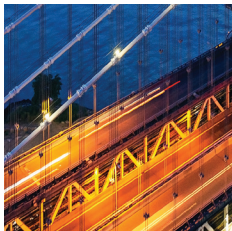
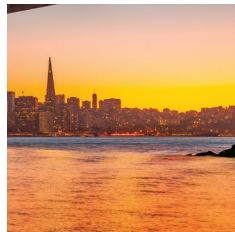
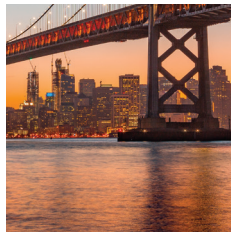
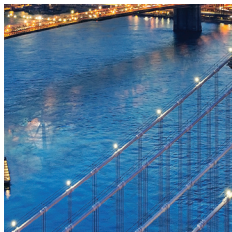
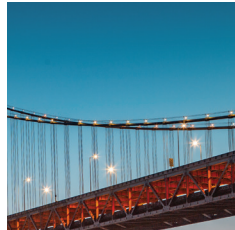
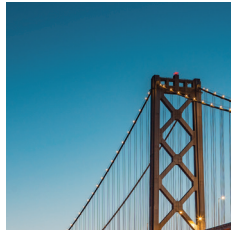
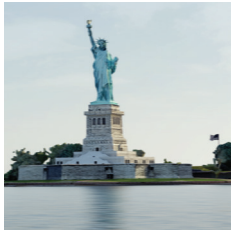
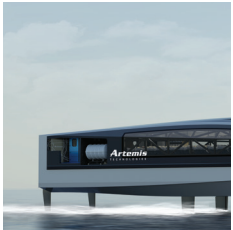
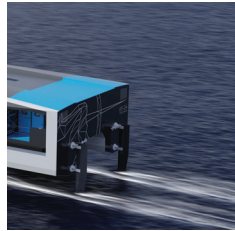
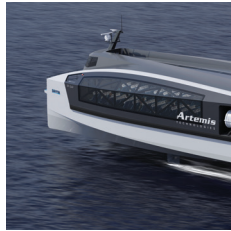
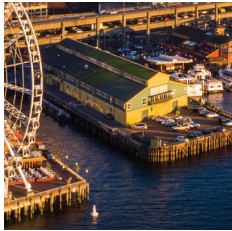
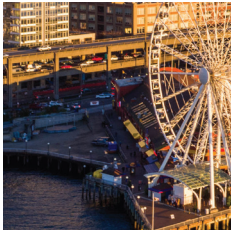
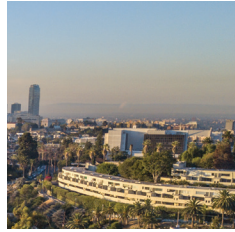
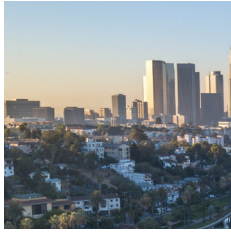
Respondents want to see more investment towards linking transit to key areas like San Jose and Oakland. Ferries could be the solution, offering a sustainable alternative to traditional travel while connecting areas like Mission Bay, Treasure Island, and Redwood.



Respondents are not confident that San Francisco will be able to achieve their sustainability goals, so investing in maritime transportation could be key to turning around residents' trust in San Francisco's transportation systems.

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**Methodology:** The research was conducted by Censuswide, among a sample of 2000 Consumers in the US who have or may use public transit (aged 16+) from the following cities: New York, Los Angeles, San Francisco, Seattle, Boston, with a min. quota of 250 per city. The data was collected between 11.07.2024 - 11.12.2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

### **About Artemis Technologies**

Artemis Technologies is at the forefront of the maritime industry's push towards decarbonization. Their revolutionary Artemis eFoiler® electric propulsion system, featuring a high-voltage battery energy storage system and ultra-high power density electric drivetrain, sets a new standard in maritime transport.

### **Media Contact:**

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