



Customer Experience Surveys

Fixed Route Bus, Bus Rapid Transit, Rail, & Paratransit

June 16, 2023



Defining and Measuring Success

Key Information Systems

Success Outcomes	Metric	Information System	Success Definition	Status
Customer Experience	Net Promotor Score	Customer Survey	5% improvement in Net Promotor Score over 2022 (NPS goal of 29)	Customer Satisfaction survey completed.
Community Value	Community Value Score	Community Survey & Data	<p>50% of the community agrees that GCRTA Serves Employment.</p> <p>79% of major projects are within EJ communities.</p> <p>4 active Transit Oriented Development Projects.</p> <p>7 as a ratio of private sector capital to GCRTA capital.</p>	<p>32% of the community agrees that GCRTA serves employment.</p> <p>81% of major projects are within EJ communities.</p> <p>2 active TOD projects with several in the pipeline.</p> <p>Current ratio of private sector to GCRTA is 10.7.</p>
Financial Sustainability	Operating & Capital Performance	Financial Reporting	<p>\$10m transfer to capital and reserve fund over the board policy.</p> <p>\$35m of competitive capital grants (CMAQ year).</p>	<p>\$10 million transfer complete.</p> <p>\$12 million won in competitive grants, not including \$130 million rail vehicle replacement grant.</p>
Employee Engagement	Employee Engagement	HR Data	<p>Vacancy Fill Rate: Operators, Mechanics, Transit Police target is 84% for Q1 (95% for the year)</p> <p>Vacancy Fill Rate: Non-bargaining target is 85% for Q1 (95% for the year)</p>	<p>Operators/Mechanics/Transit Police: 84%</p> <p>Non-bargaining: 91%</p>

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Rail

Paratransit

Key Topics Covered:



Methodology



Customer Characteristics



Net Promoter Score



Customer Importance Factors

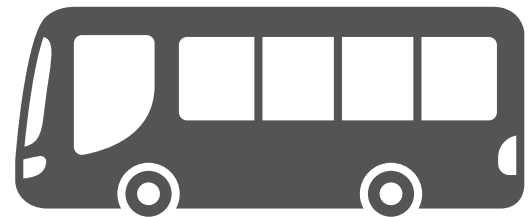
Methodology

Fixed Route Bus, BRT, Rail



12 days in the field

March 14-26, 2023



Targeted customers riding or waiting for the bus throughout the day on weekdays, Saturday, and Sunday to obtain a representative sample based on latest RTA ridership data



Surveyed every 4th customer to ensure random sampling.



Fixed Route Bus	BRT	Rail
404 completed surveys	500 completed surveys	648 completed surveys
+/-4.8% at the 95% level of confidence	+/-4.3% at the 95% level of confidence	+/-3.8% at the 95% level of confidence

Administered by trained surveyors using paper questionnaires, tablet interviews, and QR codes.

Customers were given one all day pass and an incentive for completing the survey.

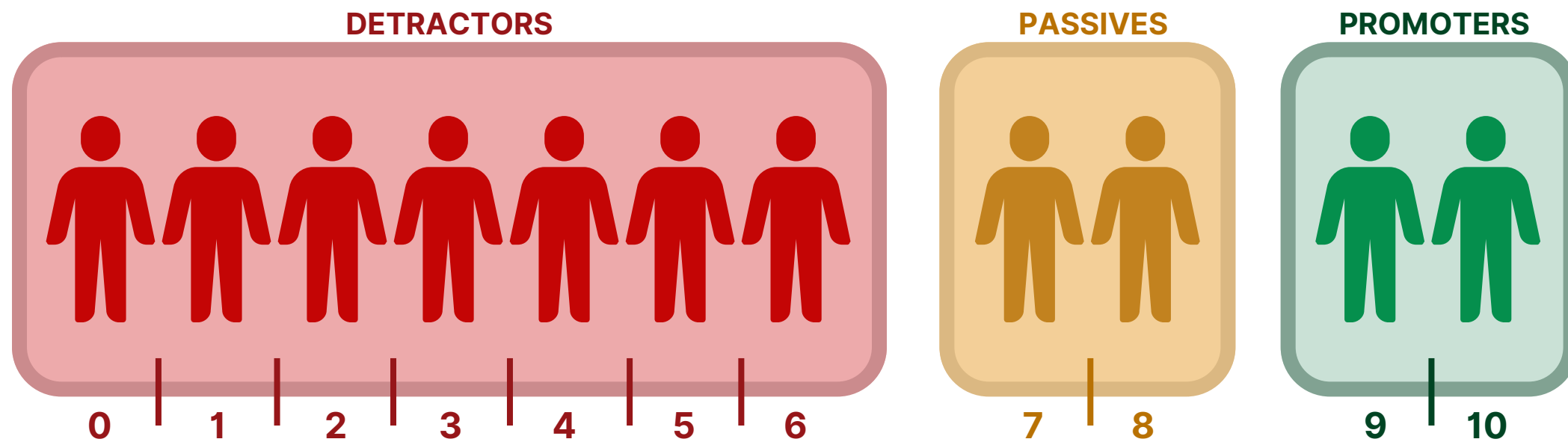
Customer Impressions

Fixed Route Bus

Net Promoter Score (NPS)

NPS poses the ultimate question:

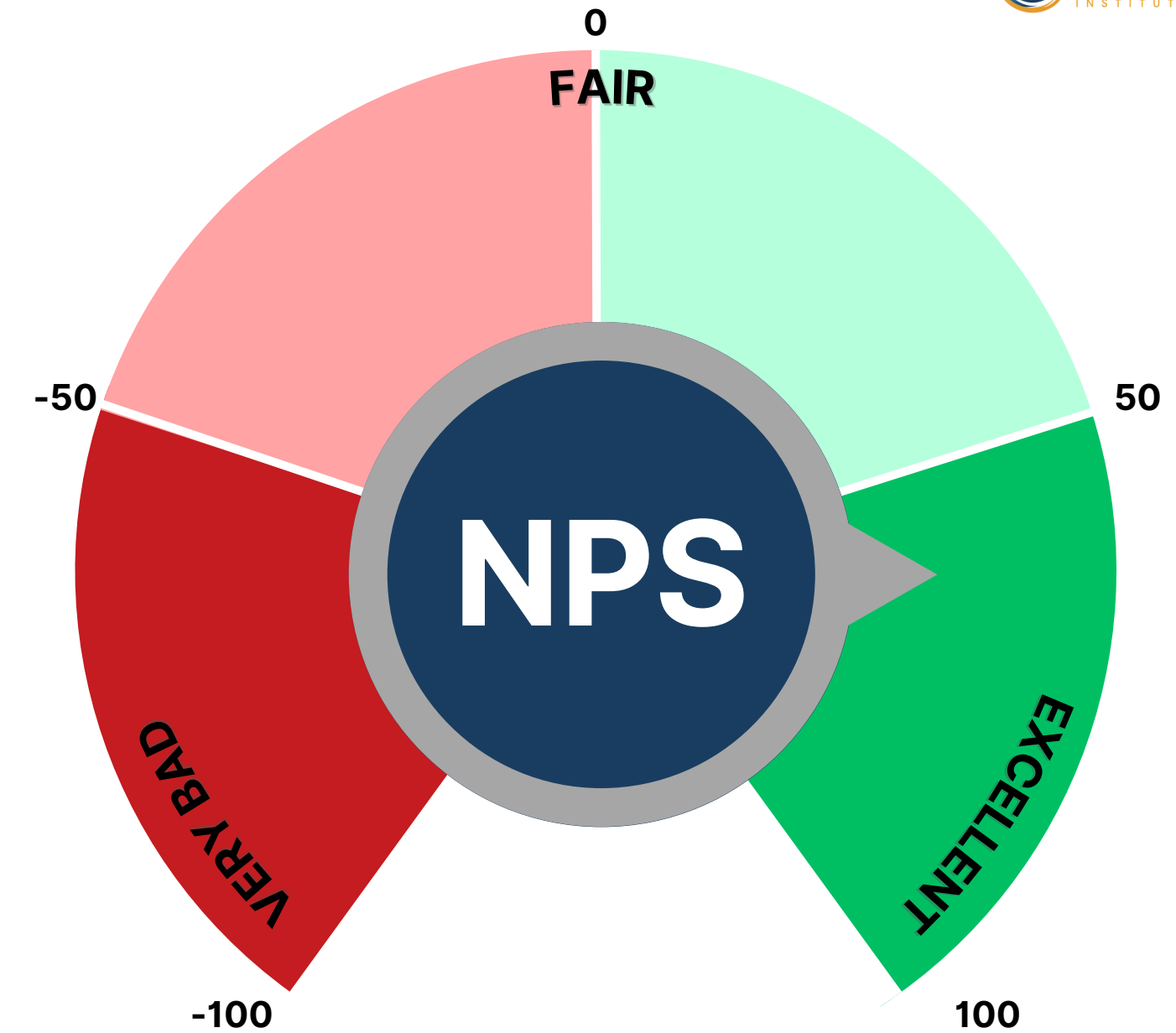
"How likely would you be to recommend riding RTA to a friend or neighbor?"



Net Promoter Score

%Promoters

%Detractors



NEEDS IMPROVEMENT -100-0

GOOD 0-30

GREAT 30-70

EXCELLENT 70-100

Net Promoter Score: The Metric

Assesses loyalty and word of mouth favorability among customers.

Introduced in the Harvard Business Review.

Allows for performance comparisons between organizations across different business sectors.

Organization	NPS*
Southwest	62
Delta	38
Transit Agencies	32
Uber	25
United Airlines	14
Lyft	9



*According to Harvard Business School Net Promoter Score 2023 Benchmarks

Fixed Route Bus

(FR)





Fixed Route Bus Results Overview

2 out of 3 customers are satisfied with bus service.

80% of customers believe the RTA system provides value to the community.

Customers are MOST satisfied with...

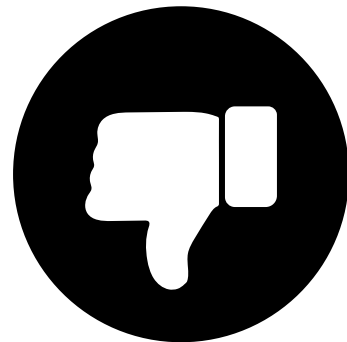


Buses are operated safely (79%)



Bus routes are conveniently located (77%)

Customers are LEAST satisfied with...



Communication from RTA (62%)



Cleanliness of buses (60%)

Top Most Important Elements of Bus Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Convenient access to bus routes
4. Feeling of safety while on the bus

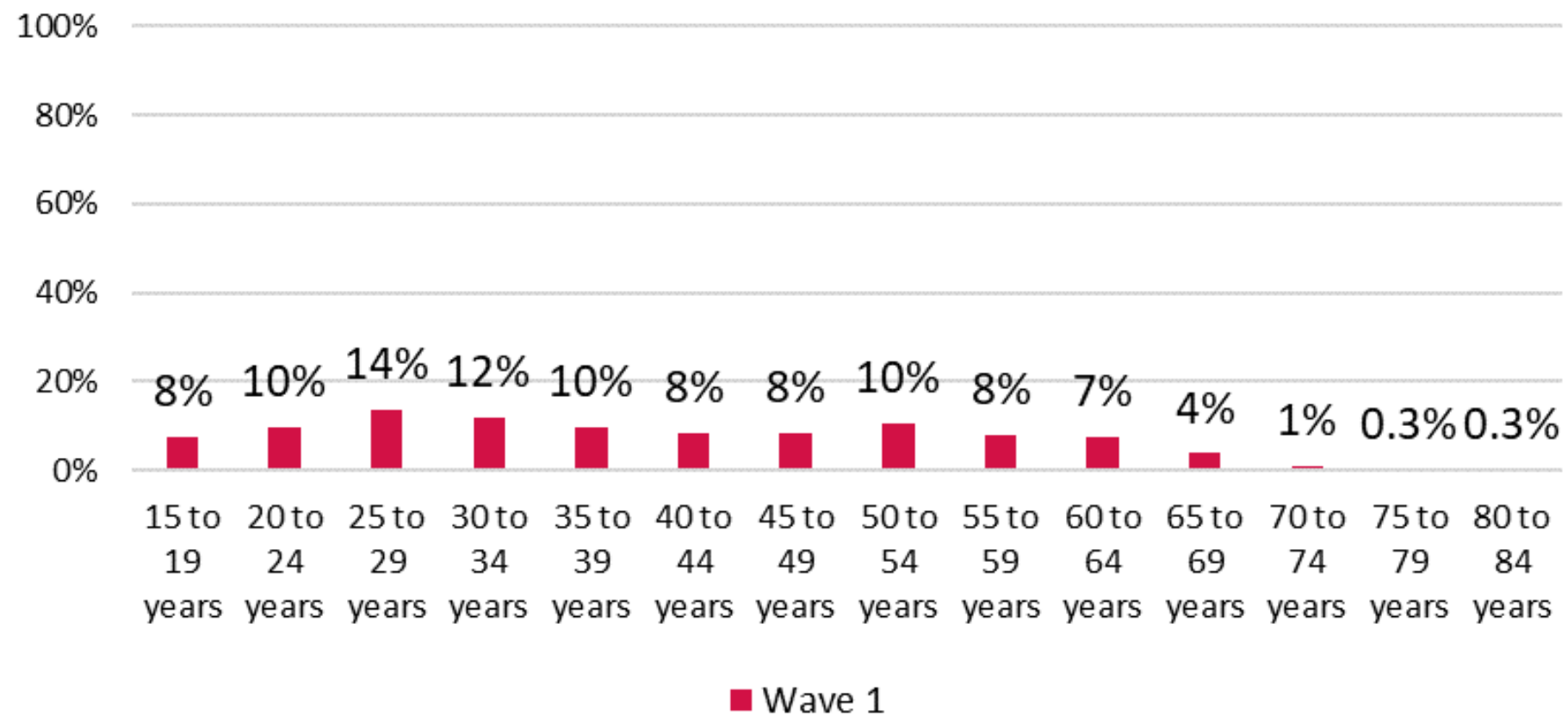
Customer Characteristics

Fixed Route Bus

Customer Characteristics

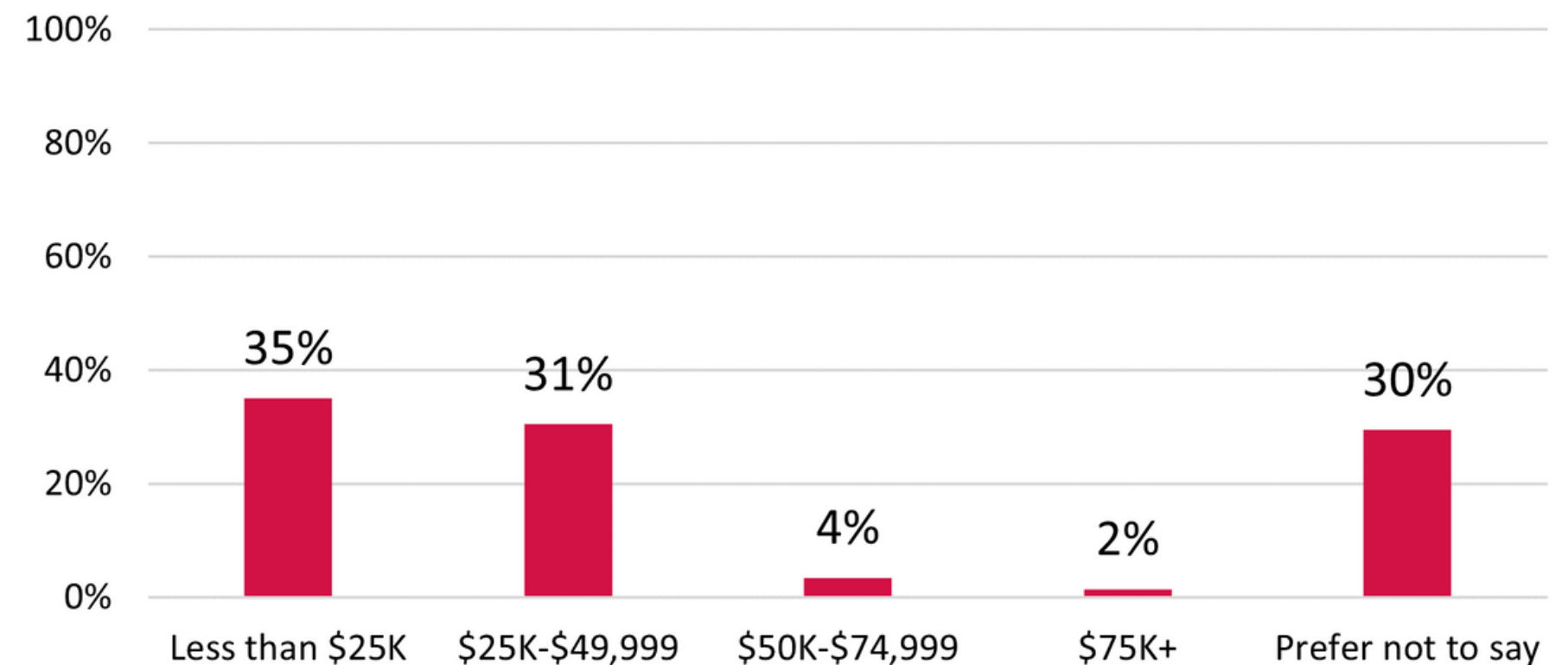
- The typical age of a bus rider is between 20 to 39 years (46%) and have a total household income of less than \$49,999 (66%).

What is your age?



■ Wave 1

Which category best describes your total annual household income?



■ Wave 1

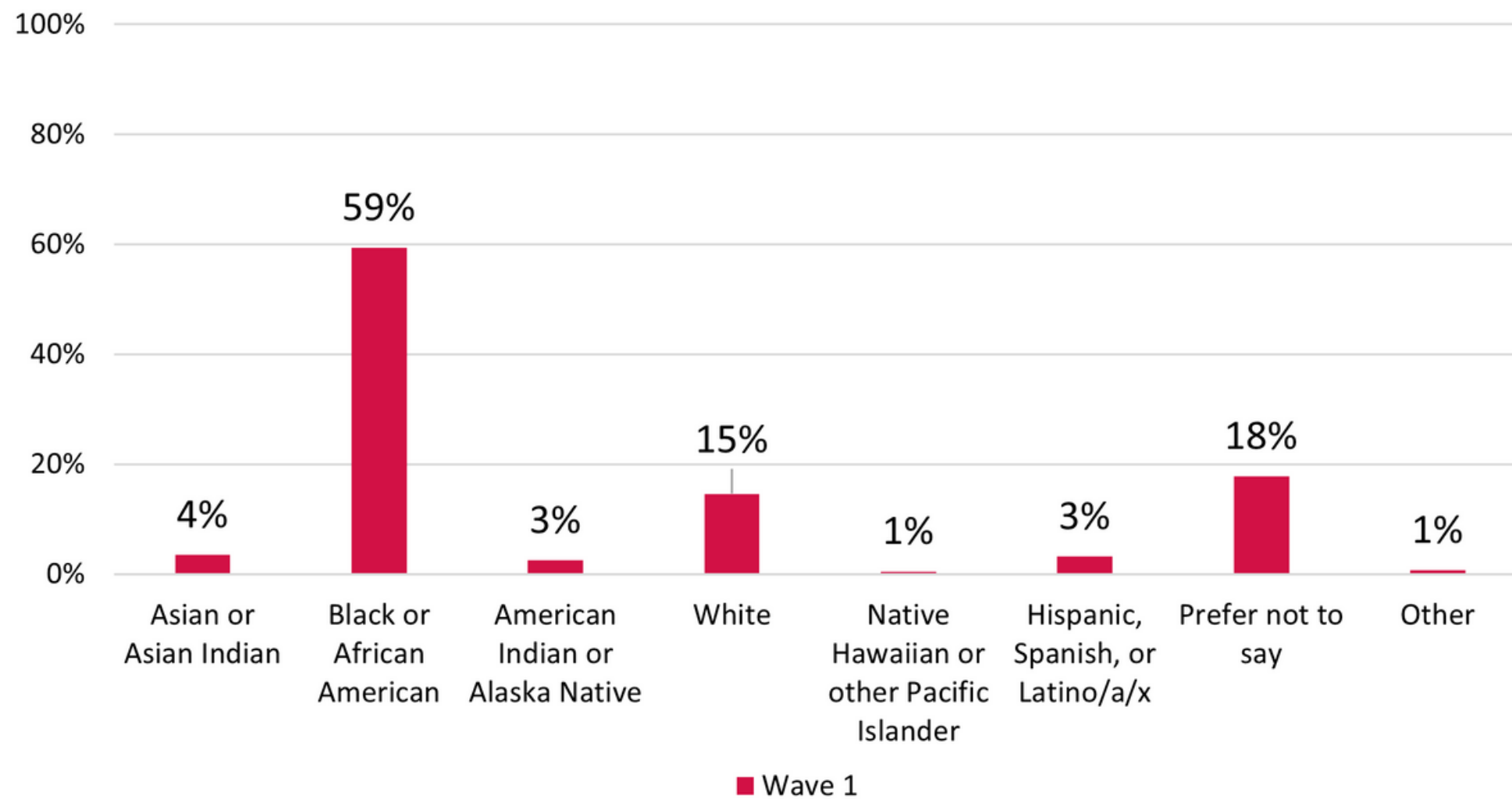


Customer Characteristics

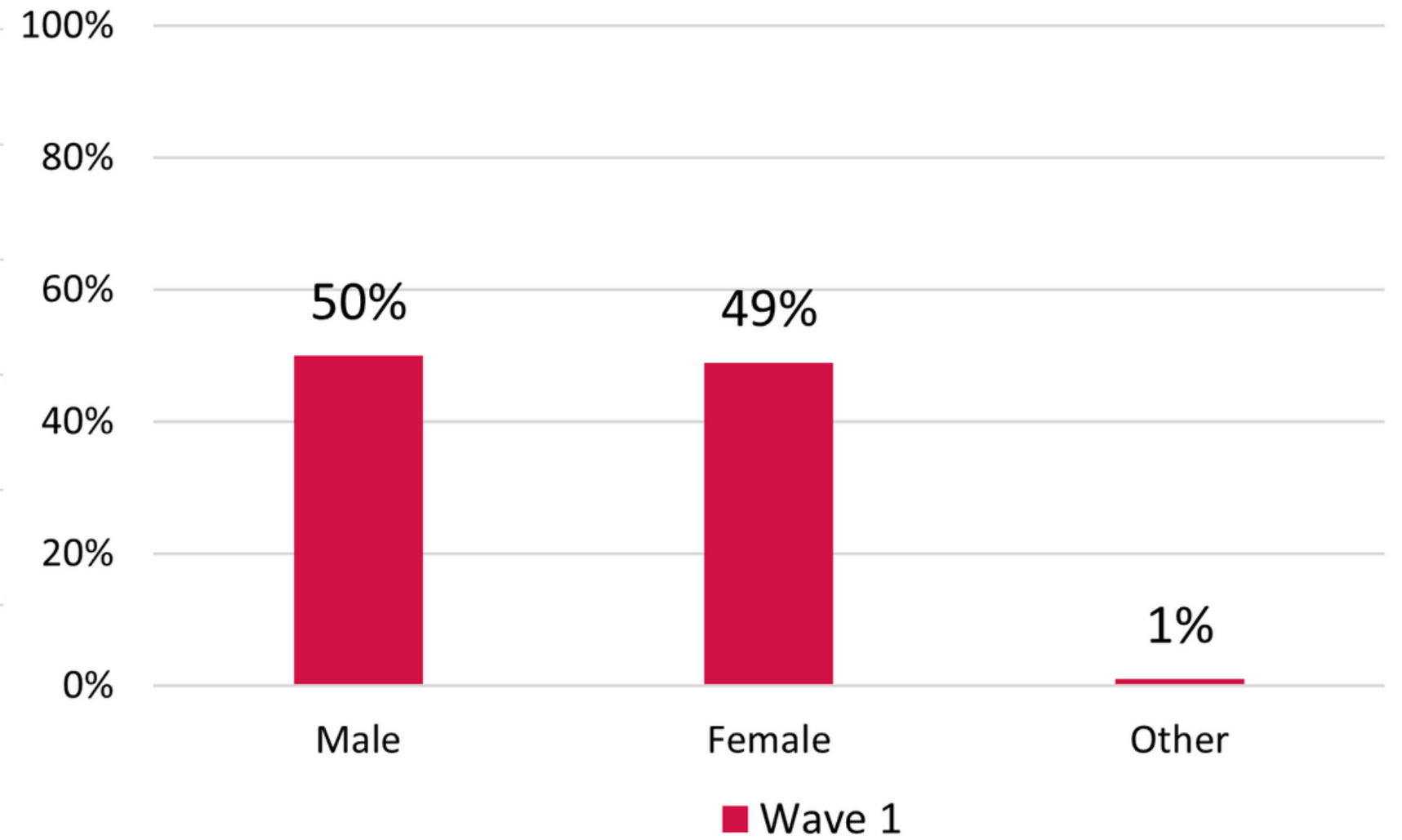


- The typical FR Customer is Black/African American (59%) and male (50%)

What is your race/ethnicity?



What is your gender?

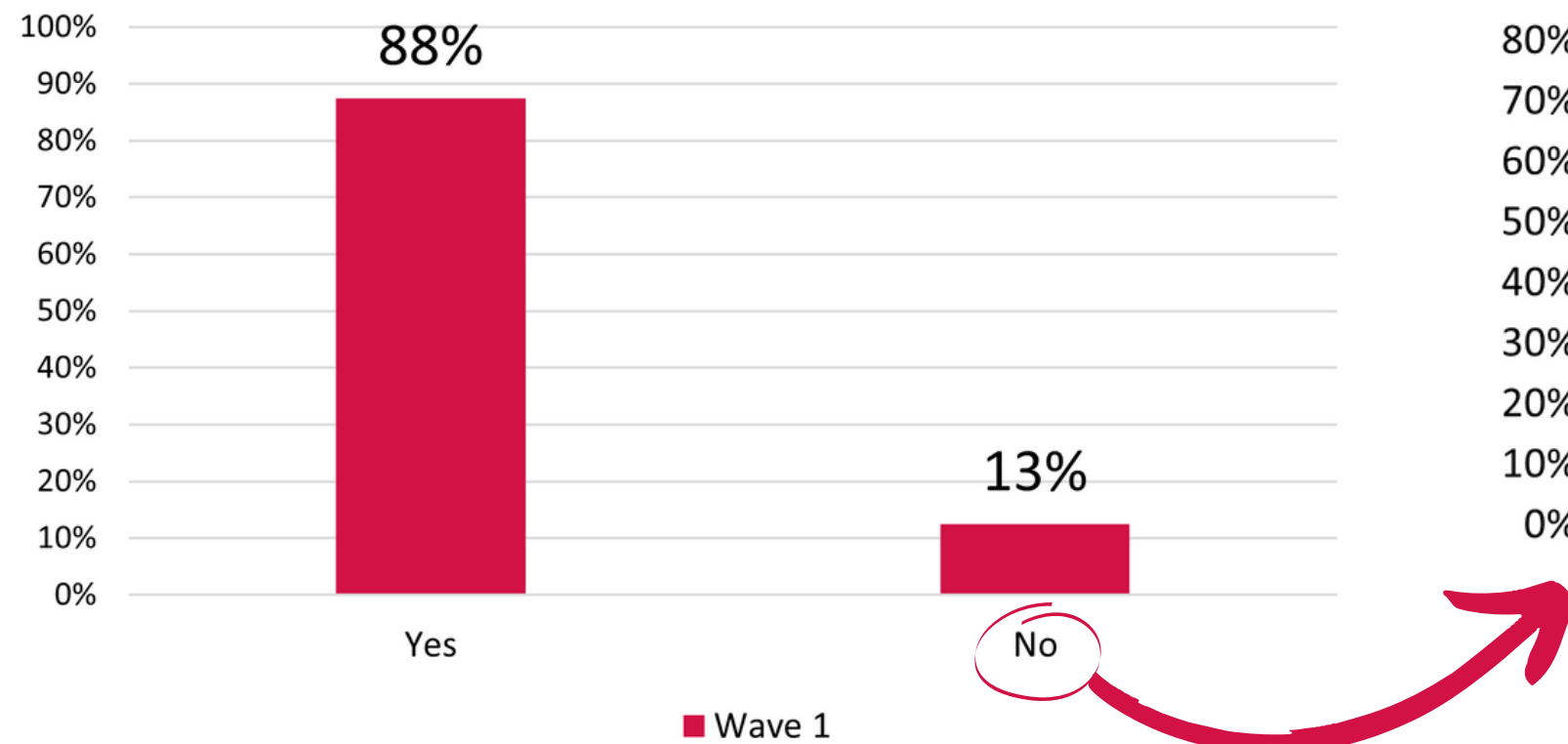




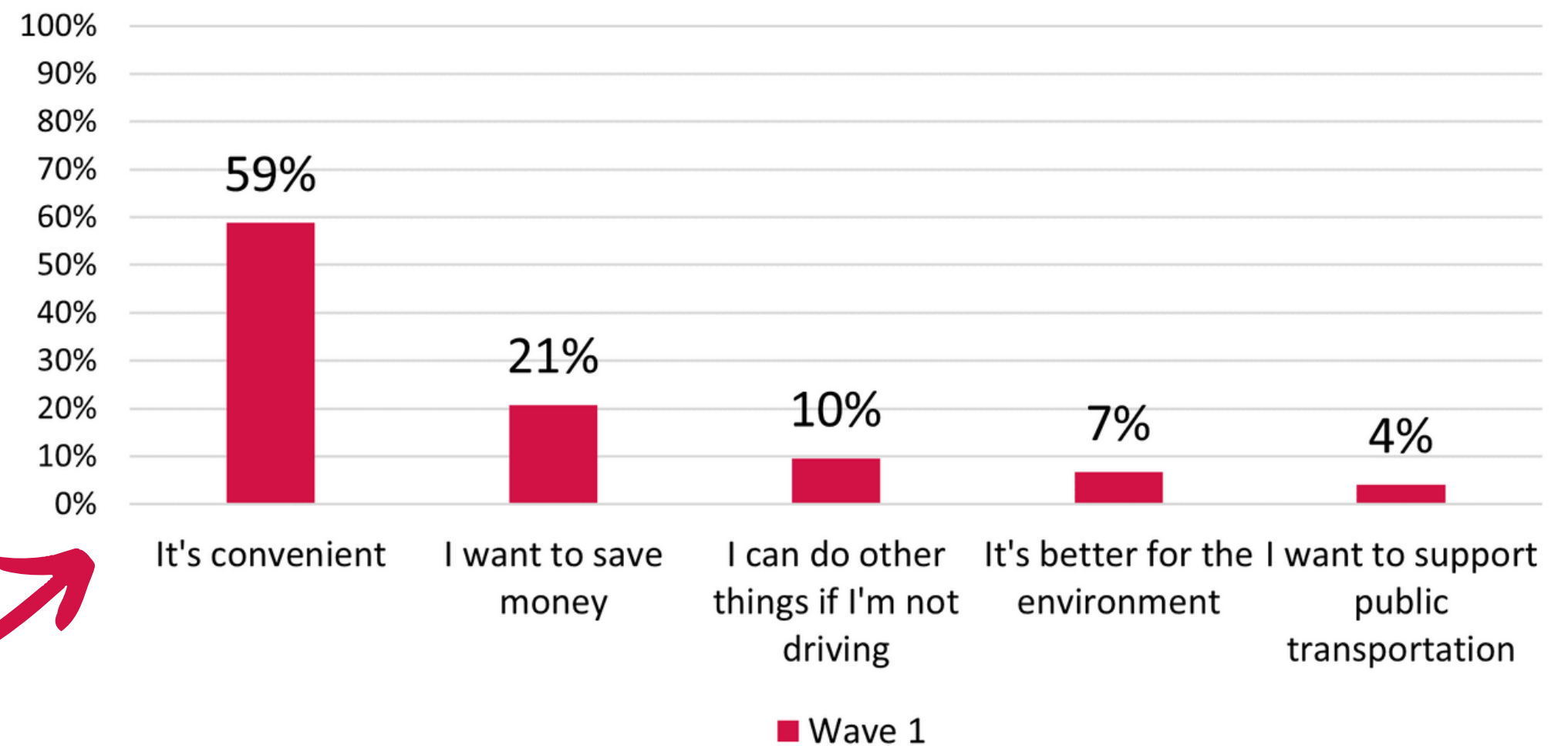
Transit Dependence and Choice Riders

- 88% of FR Customers are dependent on using RTA buses for travel.
- Of the 13% of FR Customers who have other transportation options, "It's convenient" (59%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?



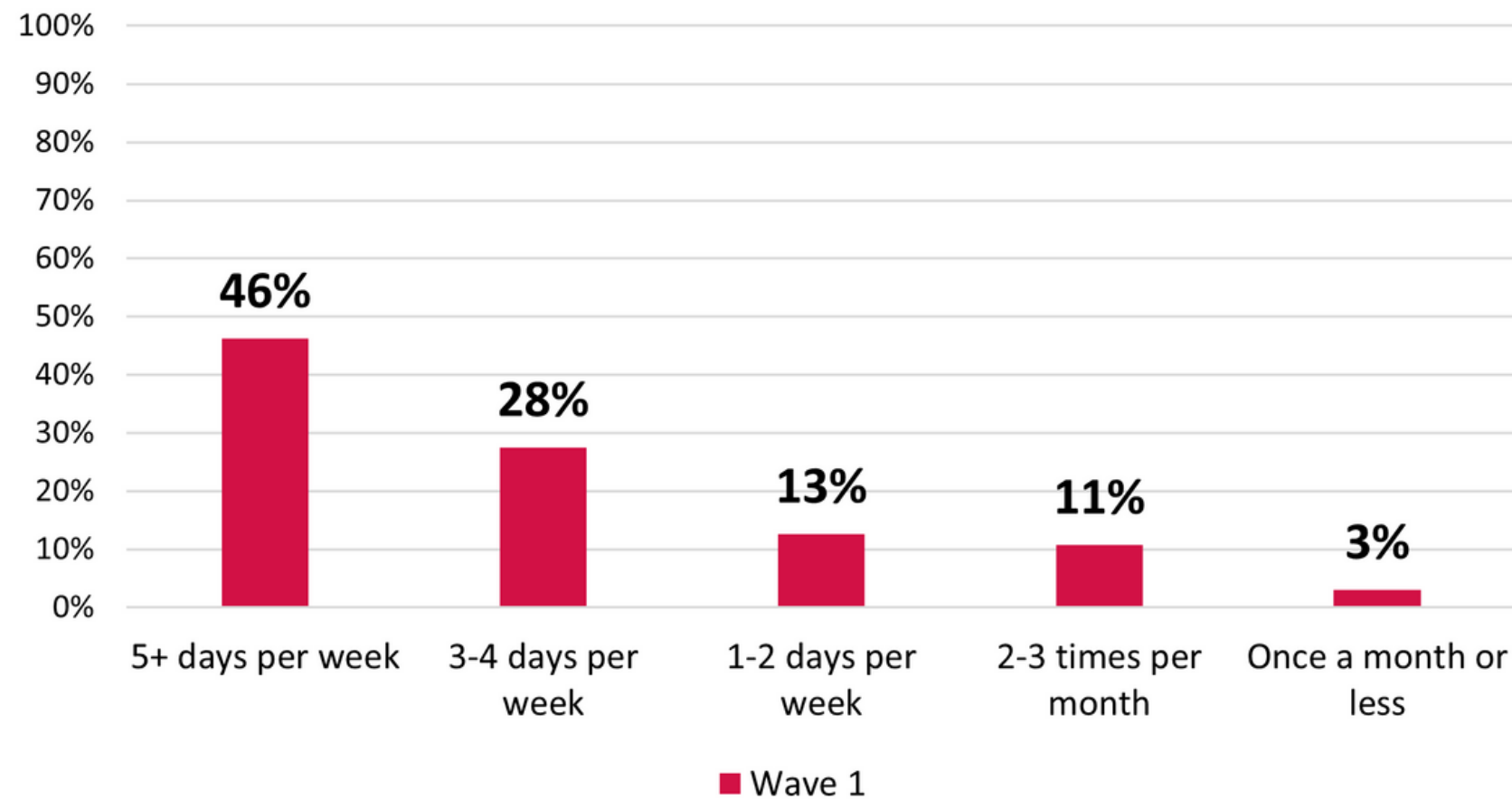


Trip Frequency and Purpose

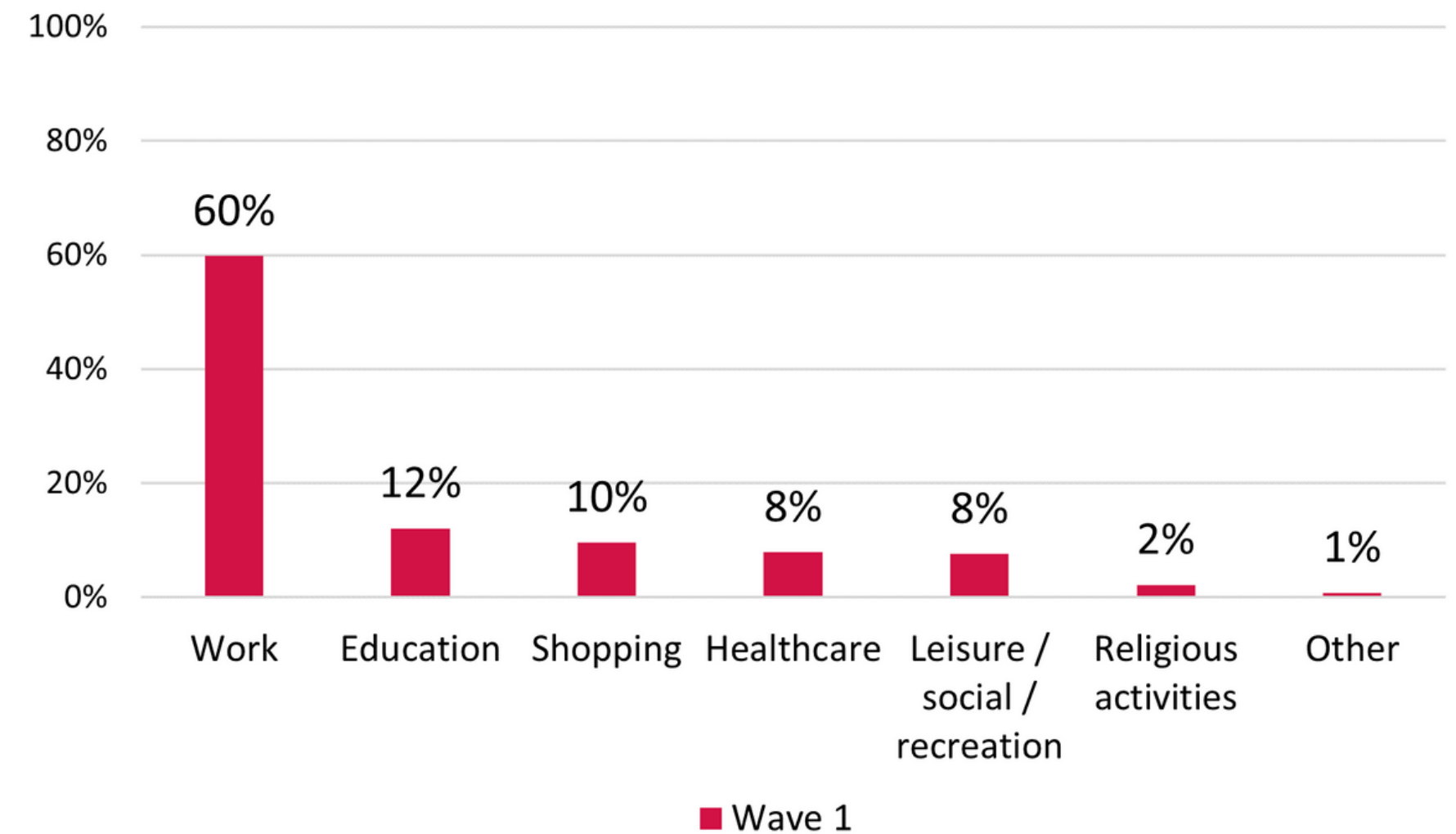


- FR Customers most often ride the bus 5+ days per week (46%).
- FR Customers most frequently ride the bus for work (60%) and education (12%).

How often do you ride the bus?



Why are you taking this trip?

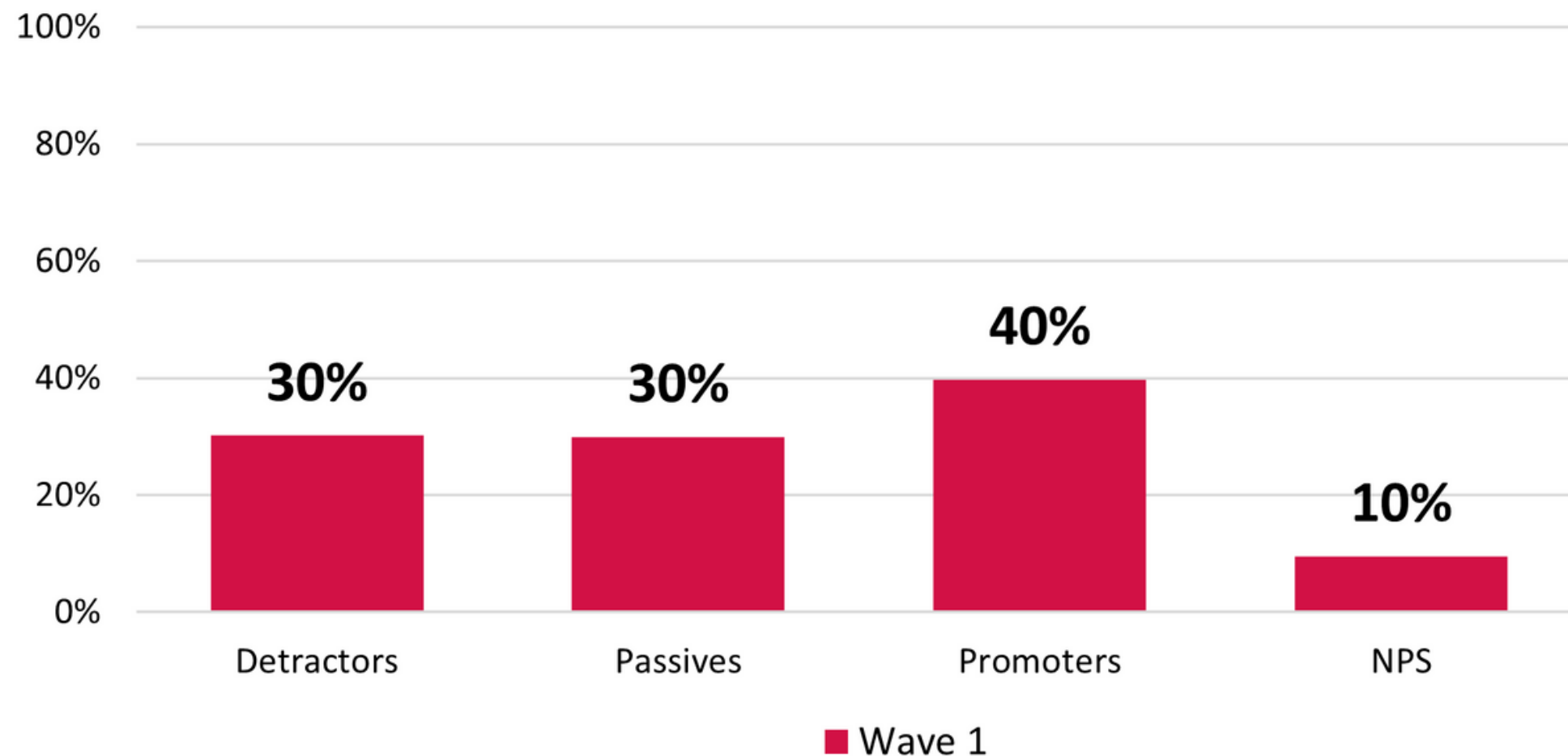


Net Promoter Score (NPS)

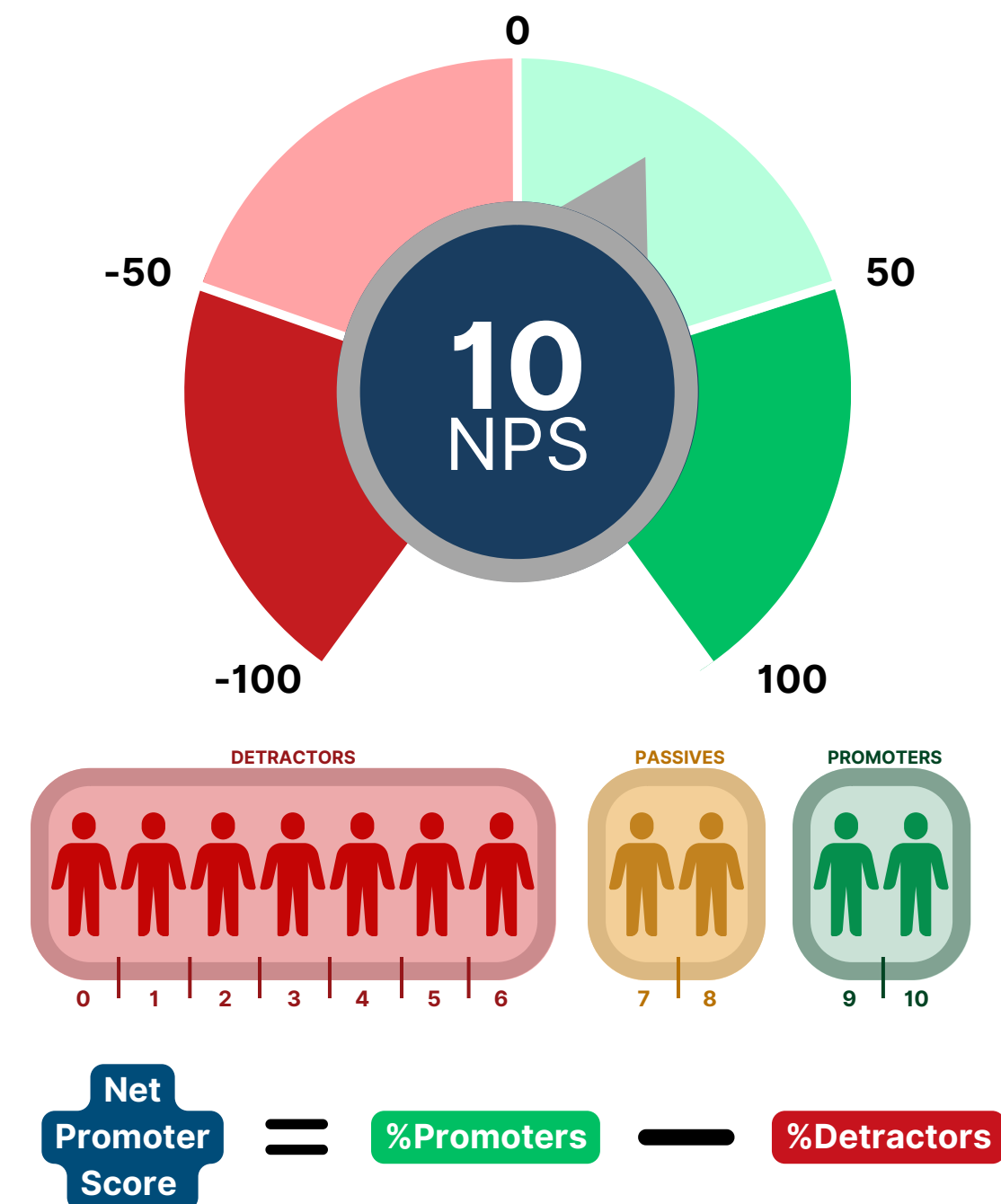
Fixed Route Bus

- Likelihood of recommending RTA to friends and neighbors.
- RTA's FR NPS is 10%

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



RTA's FR NPS is influenced by the high number of "detractors". The "promoters" have not been influenced from the previous year, but rather, "passives" have converted into "detractors". They agency may focus on the "detractors" and understanding how they changed from "passive" to detracting. However, it should be noted that ETC as seen a national decline in satisfaction with transit agencies.

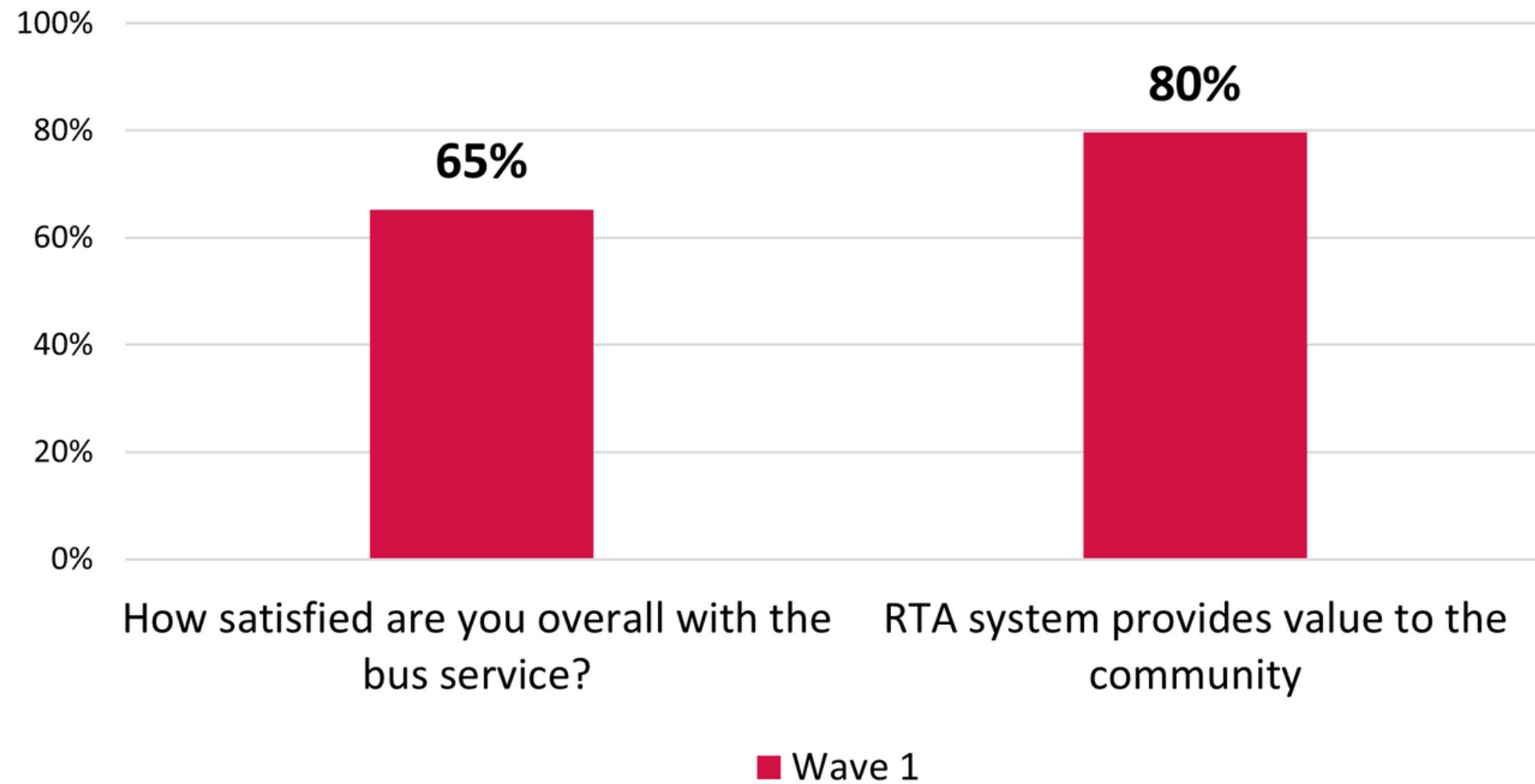




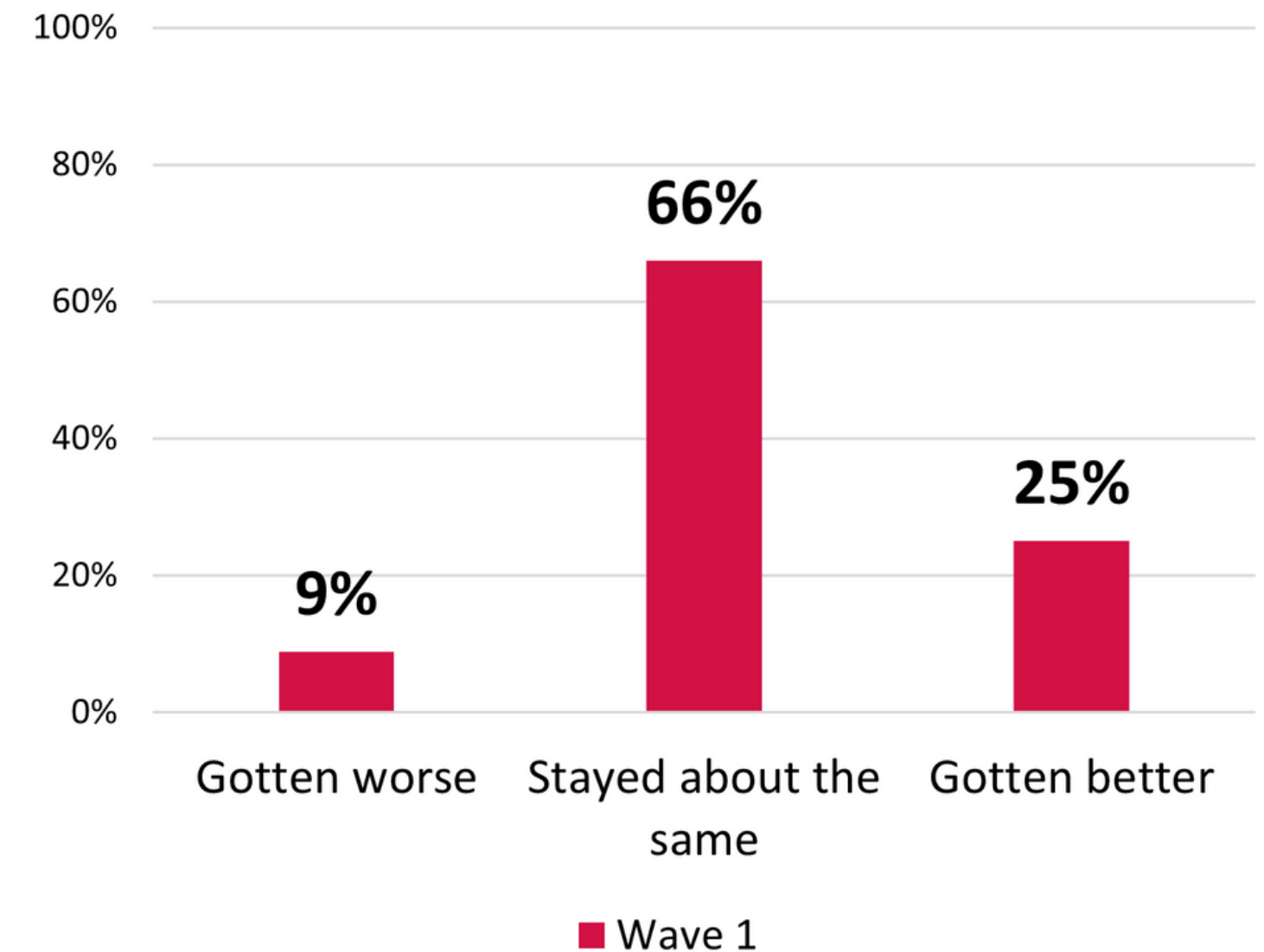
Satisfaction and Community Value

- 65% of FR Customers are satisfied overall with the bus service.
- 80% of FR Customers believe the RTA system provides value to the community.
- In the past year, 25% of FR Customers believe the bus service has gotten better.

Overall Satisfaction | Community Value



In the past year, has the bus service:



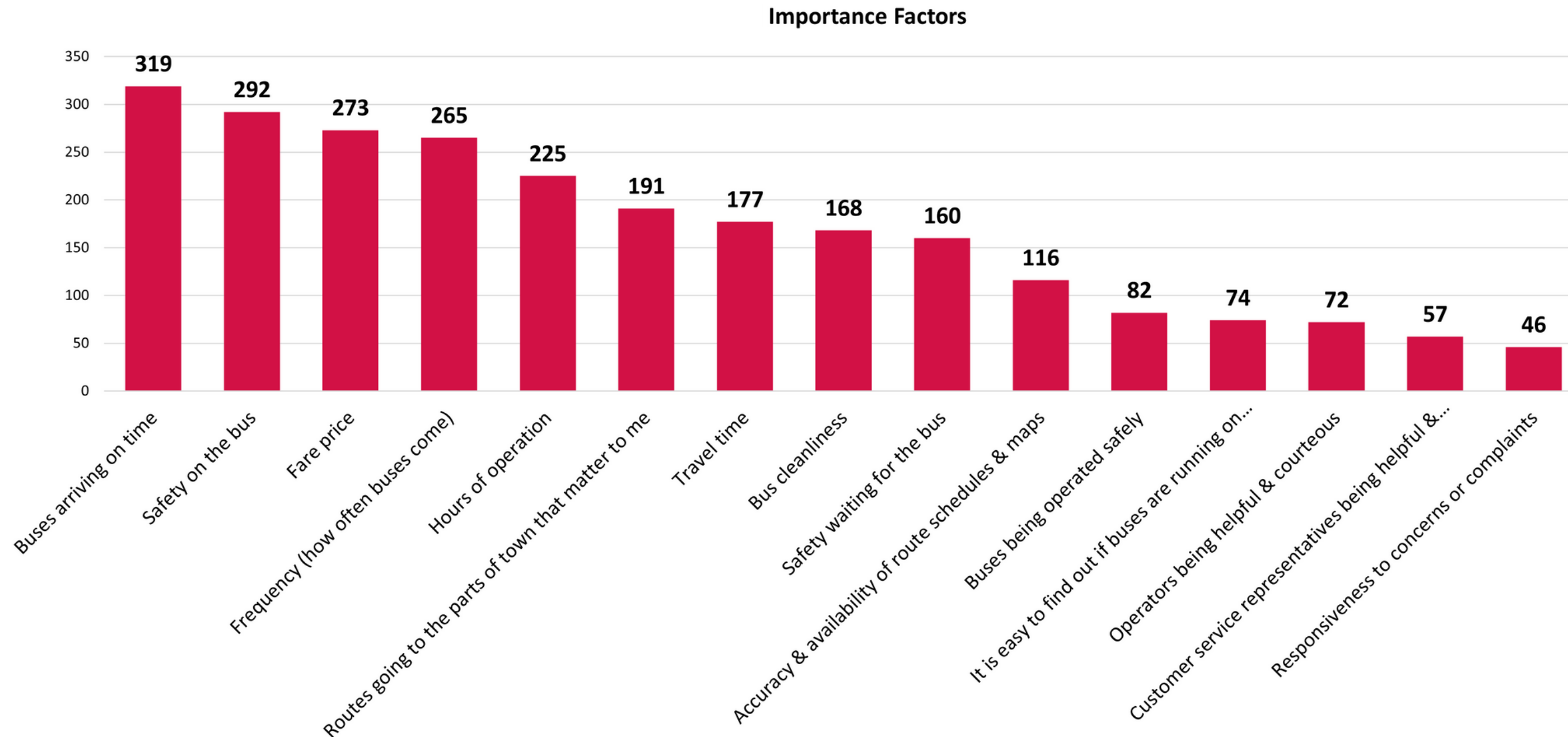
Customer Importance Factors

Fixed Route Bus



Top Customer Importance Factors

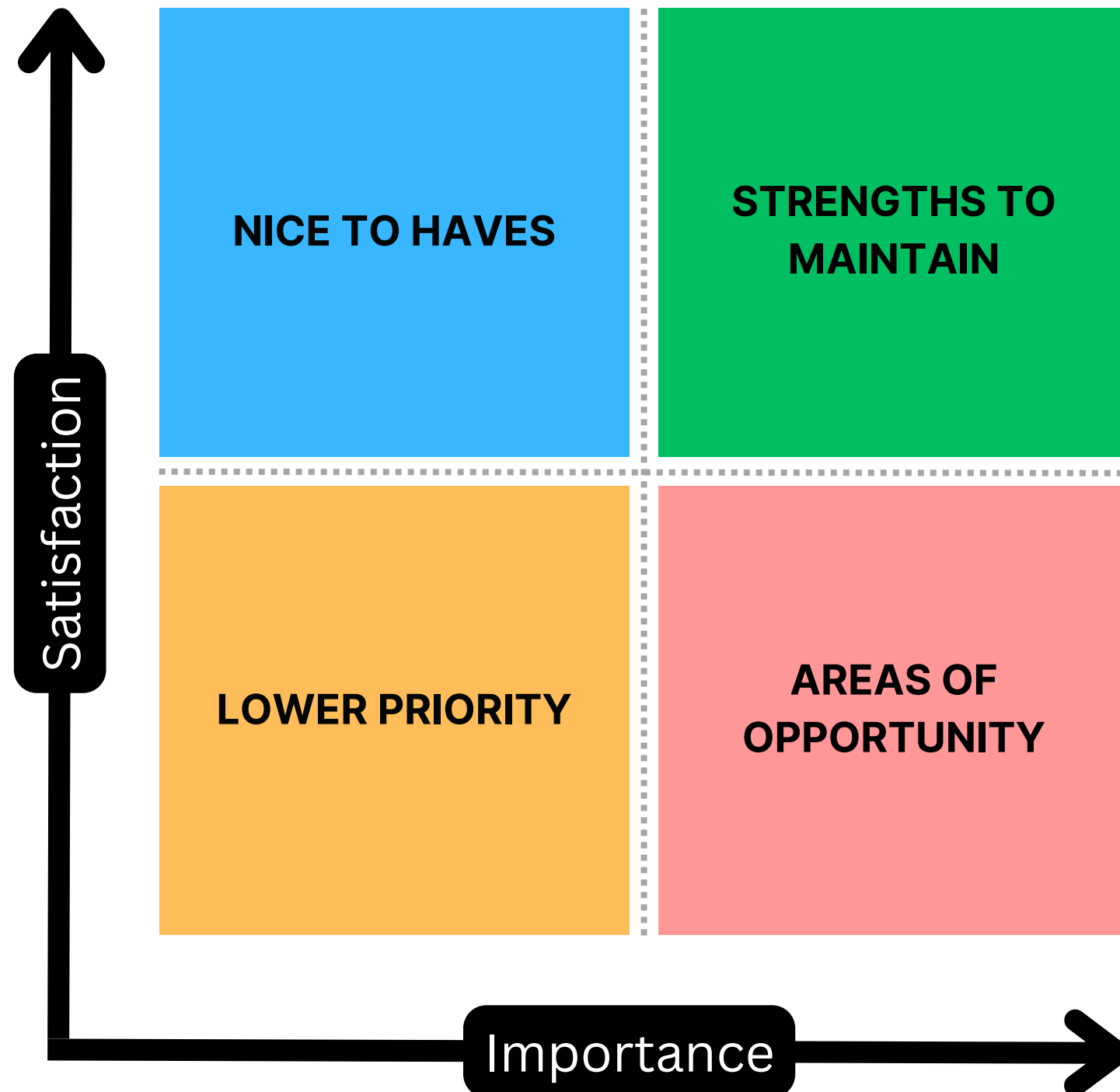
- The top three importance factors to FR Customers are on-time performance (319), safety on the bus (292), fare price (273), and frequency of buses operating (265).



Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

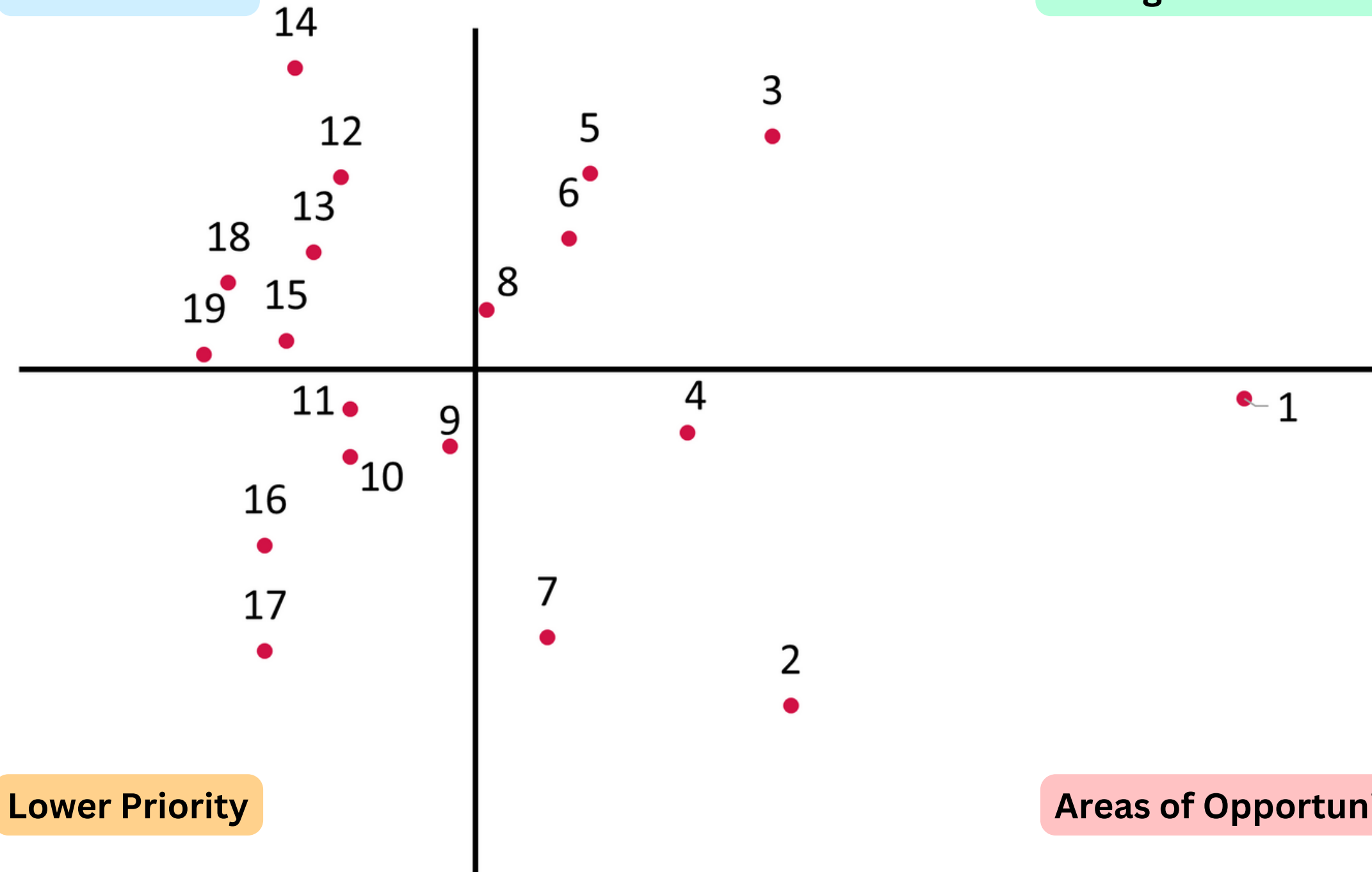
Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Nice to Haves

Satisfaction vs. Importance

Strengths to Maintain



Lower Priority

Areas of Opportunity

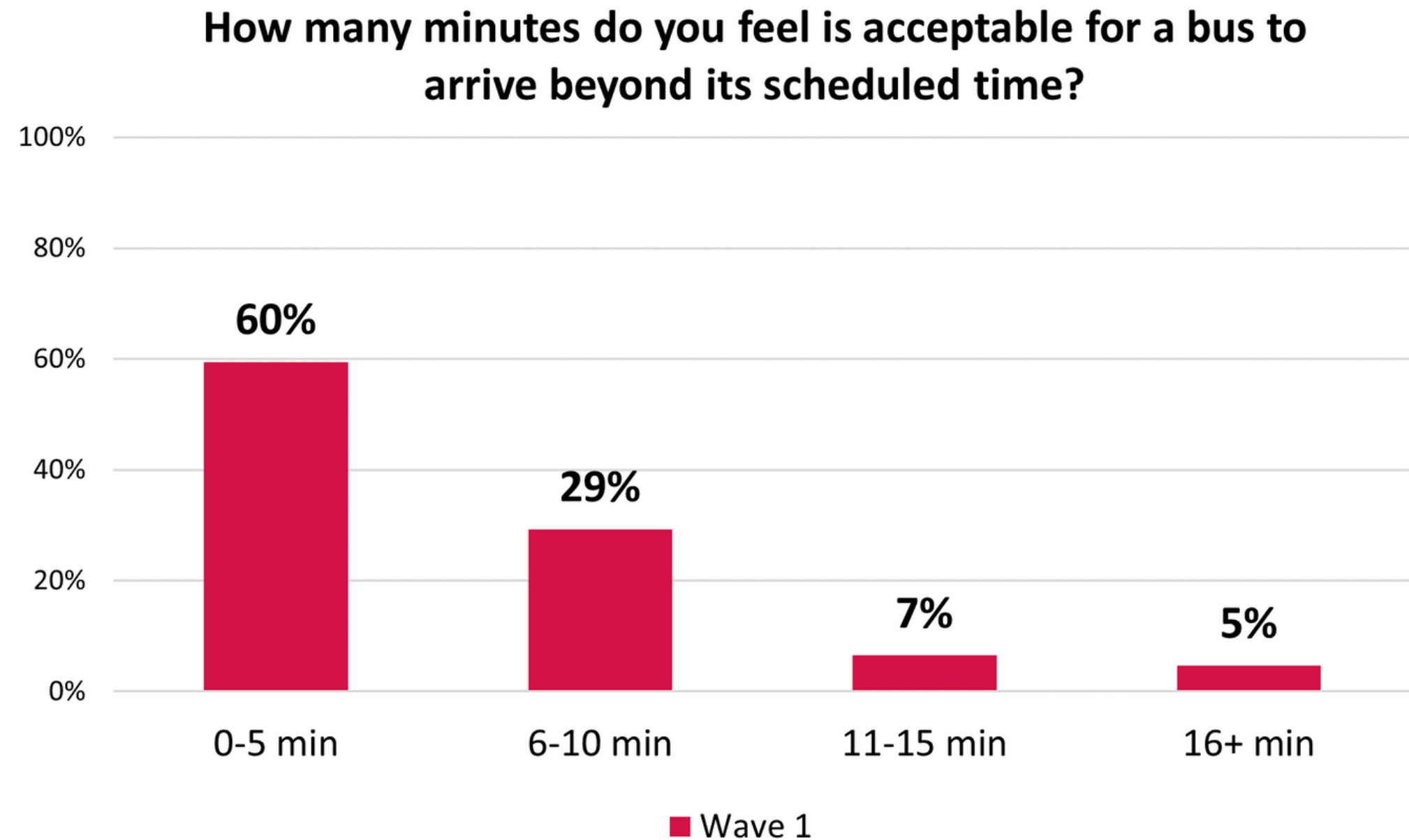
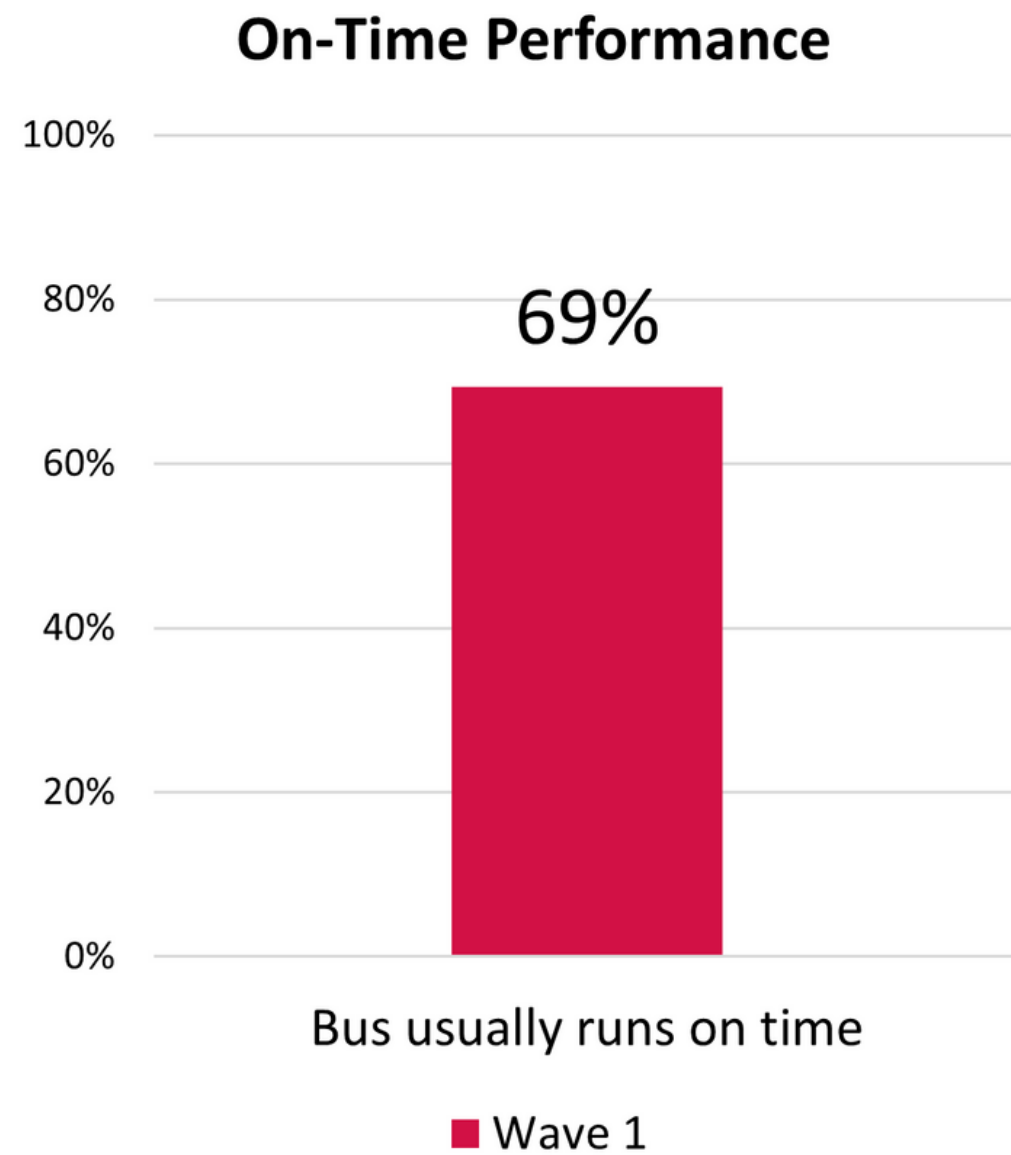
Legend

- Bus usually runs on time**
- Bus is clean**
- Bus routes are conveniently located for me
- I feel safe riding the bus**
- Bus gets me to my destination in a reasonable amount of time
- Buses operate on the days & at the times that I need them
- I feel safe & secure waiting for my bus**
- Frequency of service (how often buses come) is satisfactory
- Price of the fares are reasonable
- Bus operators are courteous
- It is easy to find out if buses are running on schedule
- I understand RTA's available routes, & I am confident navigating the system
- It is easy to get information about RTA's services & route schedules
- Bus operators operate the vehicle safely
- Bus operators are helpful
- I repeat RTA messages to those I believe would benefit from the information
- RTA provides adequate updates on detours, service changes, & service improvements
- Bus operators are knowledgeable about RTA system
- I view RTA employees favorably



On-Time Performance

- 69% of FR Customers are satisfied with the On-Time Performance.
- 60% of FR Customers believe it is acceptable for the bus to arrive 0 to 5-minutes or less beyond its scheduled time.

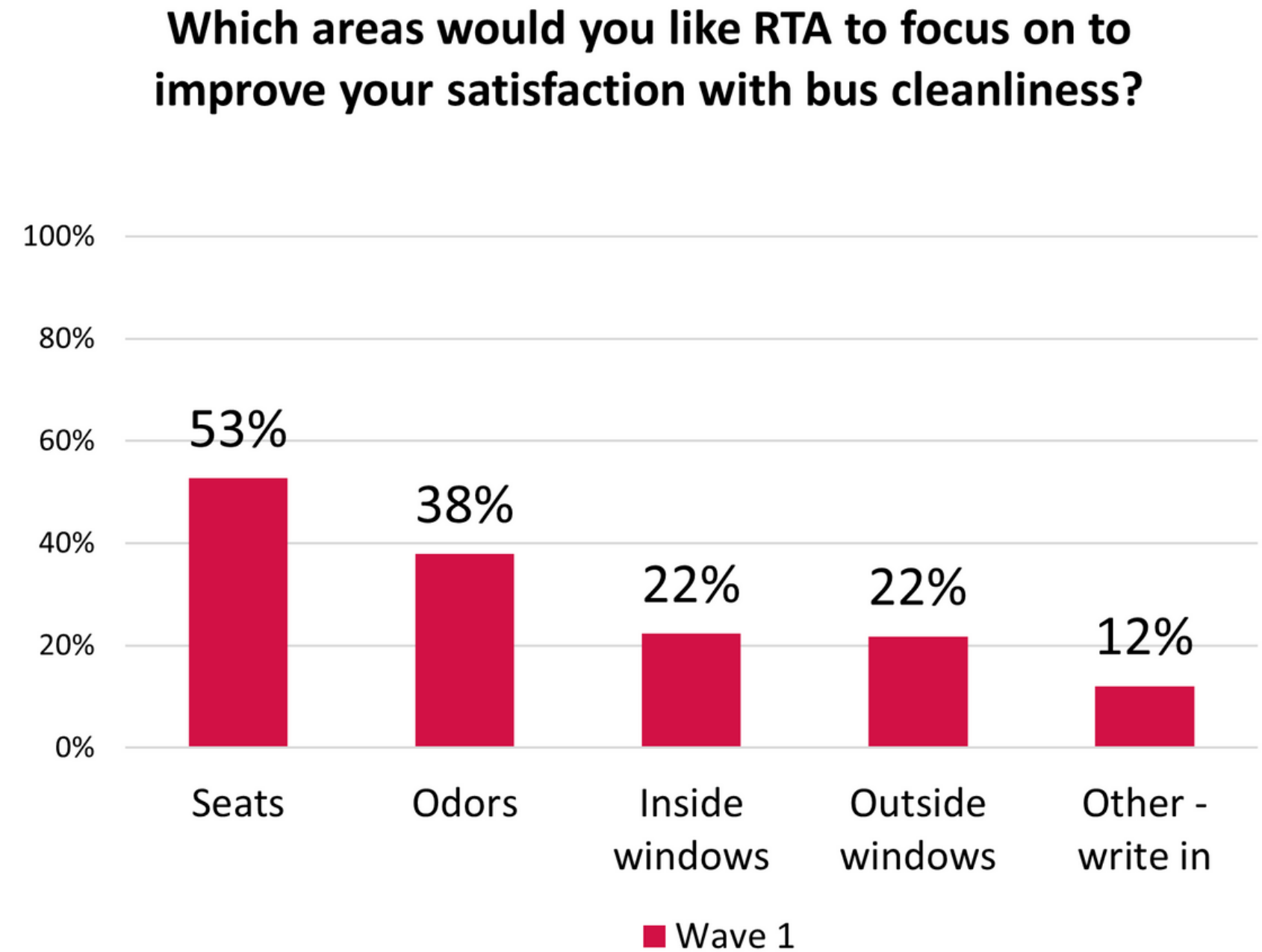
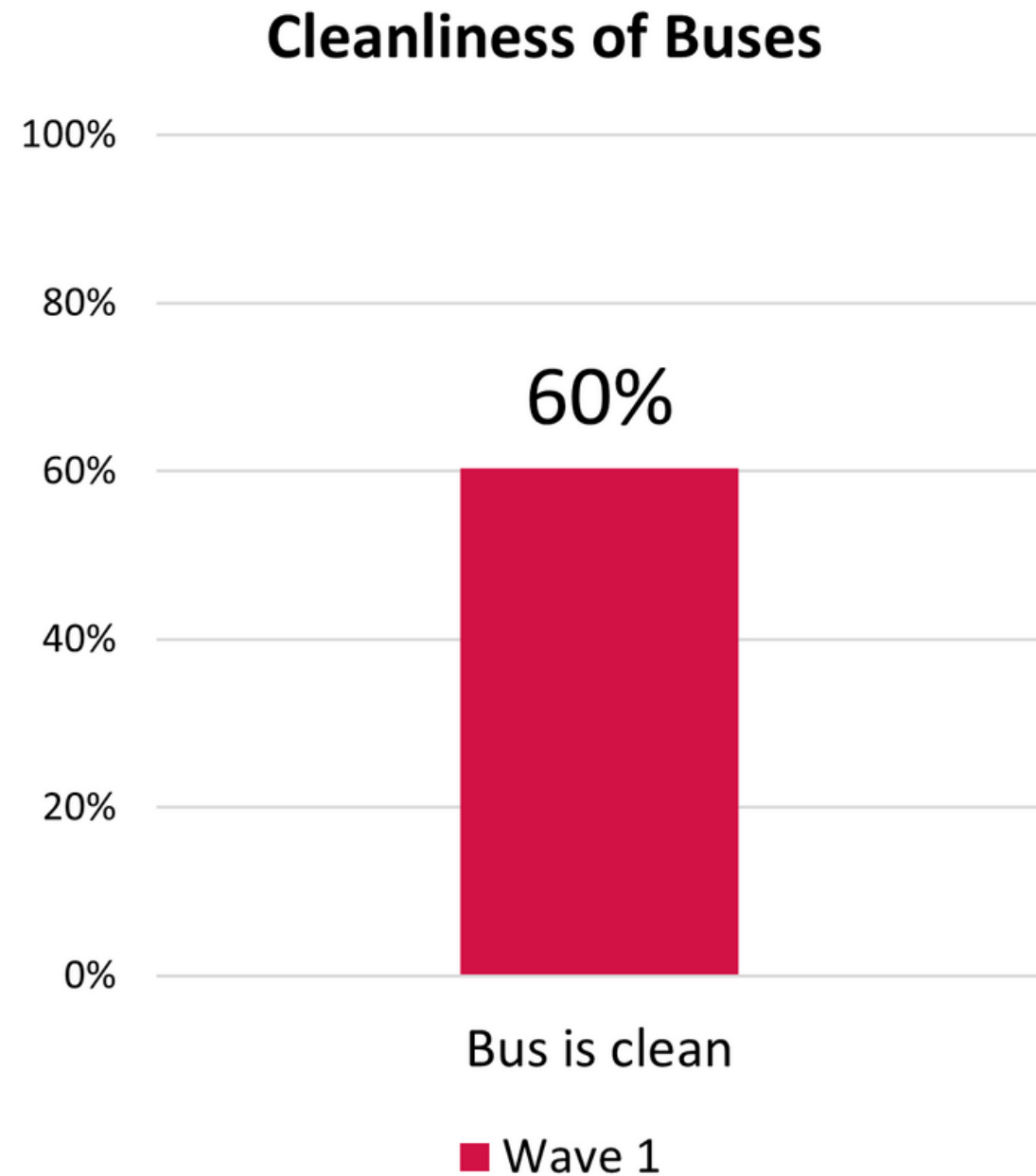


*All riders were asked this question.



Cleanliness of Buses

- 60% of FR Customers are satisfied with the cleanliness of buses.
- FR Customers think focusing on seats (53%) and odors (38%) would improve their satisfaction with bus cleanliness.

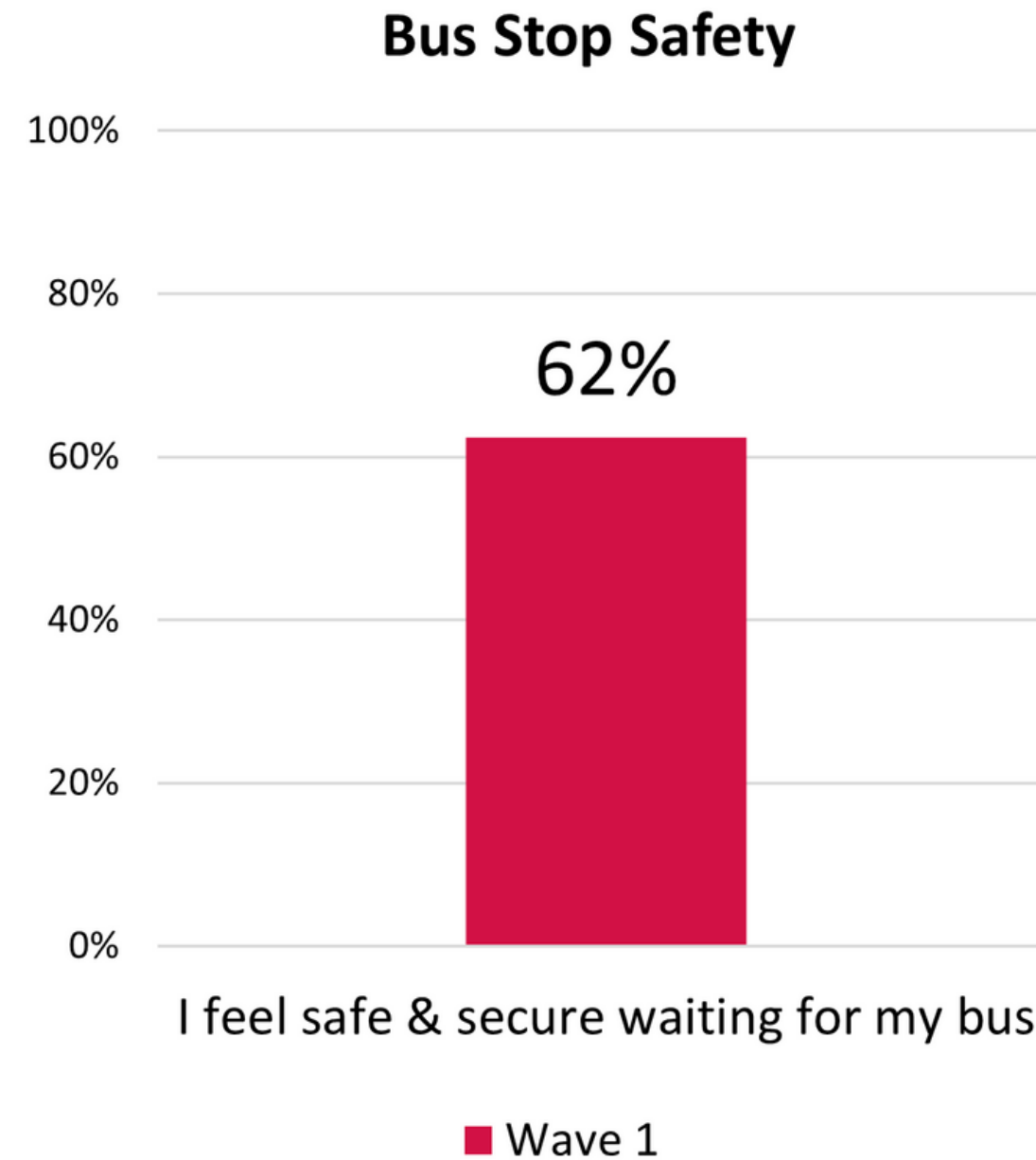
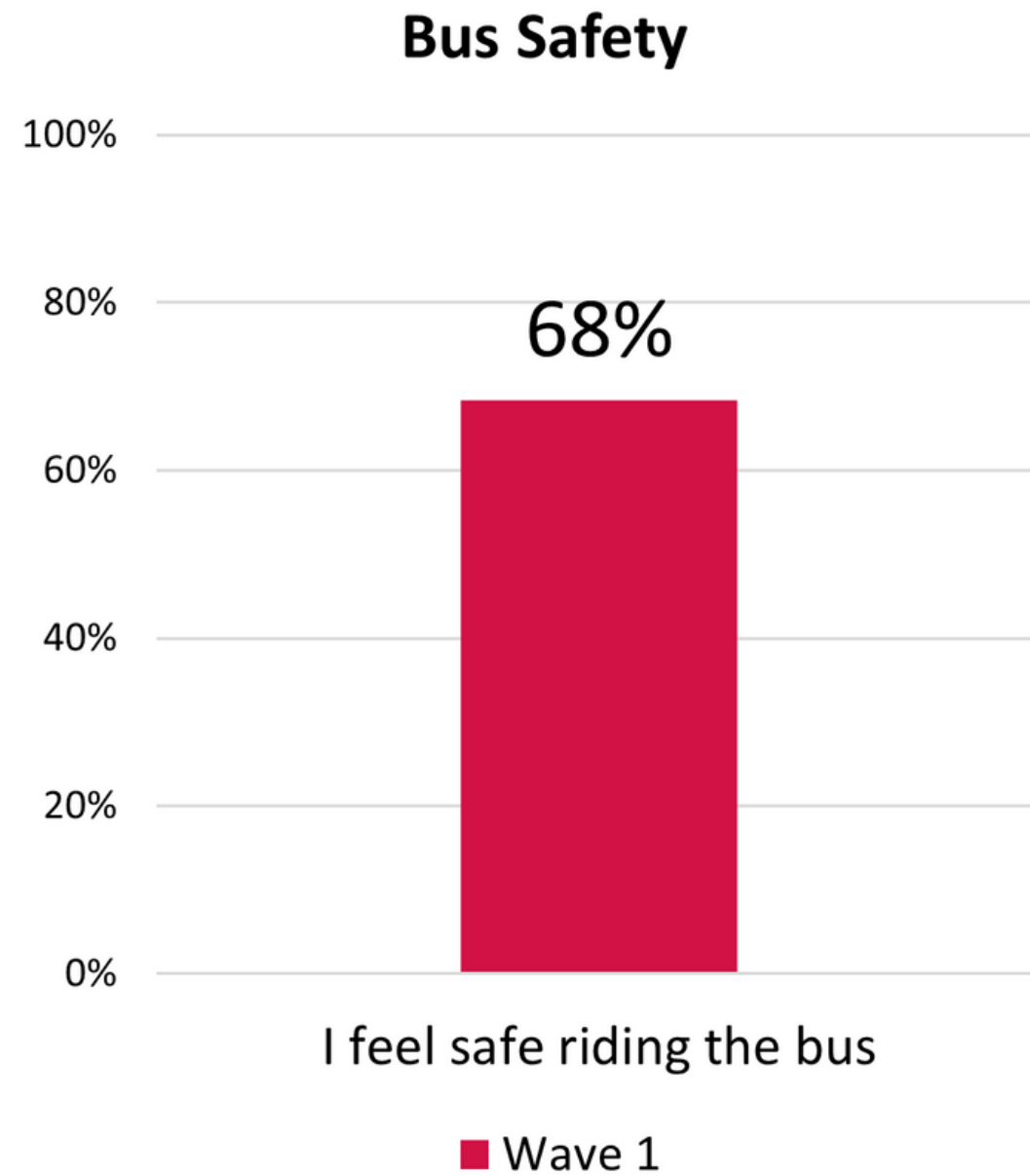




Bus and Bus Stop Safety



- 68% of FR Customers feel safe while riding the bus.
- 62% of FR Customers feel safe while waiting for the bus.



Bus Rapid Transit

(BRT)





BRT Results Overview



4 out of 6 customers are satisfied with BRT service.

65% of customers think Customer Service Representatives are helpful and courteous.

Customers are MOST satisfied with...

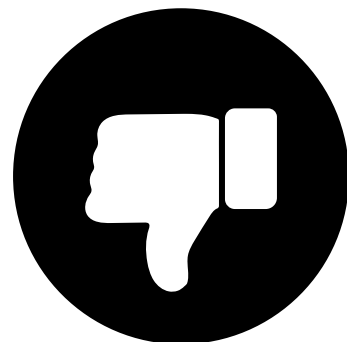


BRT routes are conveniently located (84%)



BRT hours and days of operation (82%)

Customers are LEAST satisfied with...



Cleanliness of buses (58%)



Safety waiting for the bus (60%)

Top Most Important Elements of BRT Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Price of fare
4. Feeling of safety while on the bus

Customer Characteristics

Bus Rapid Transit

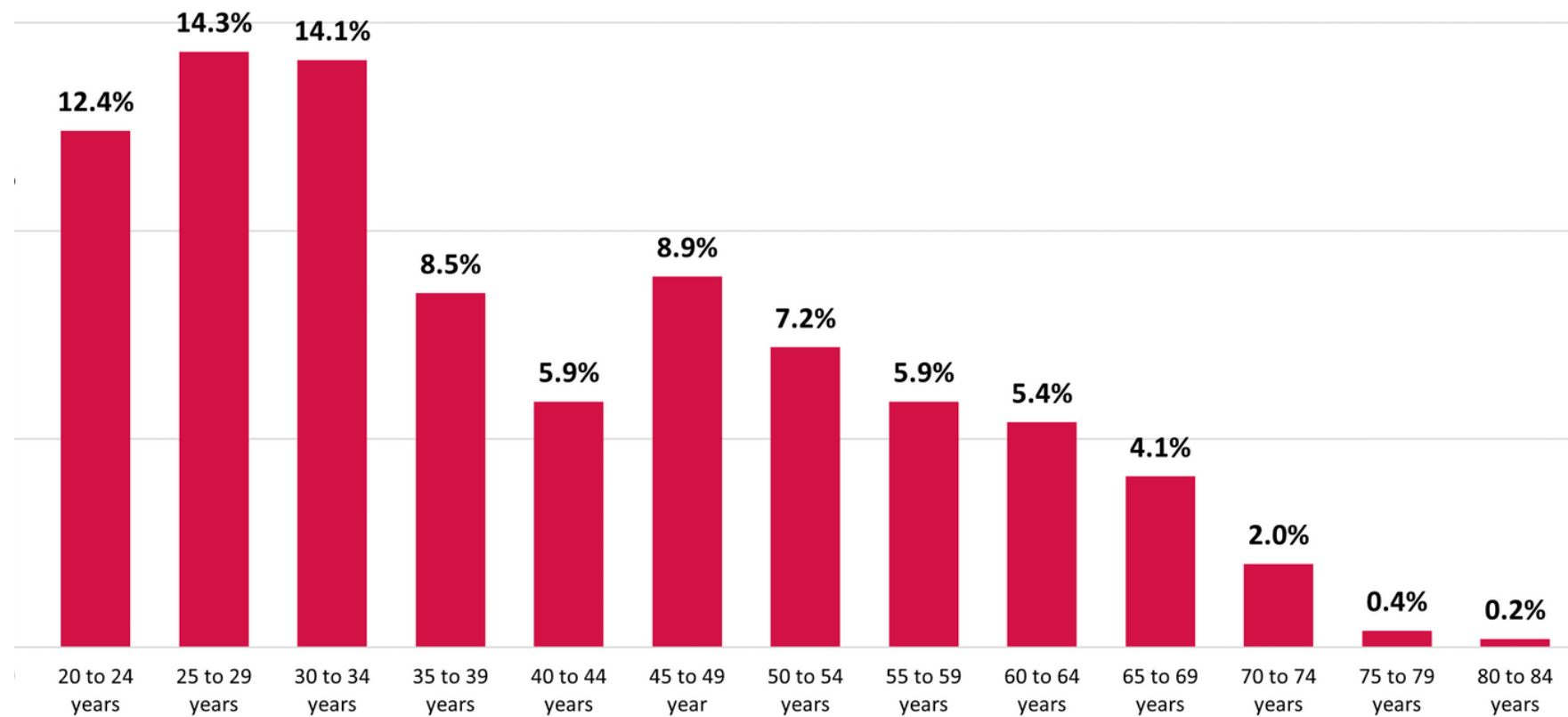


Customer Characteristics

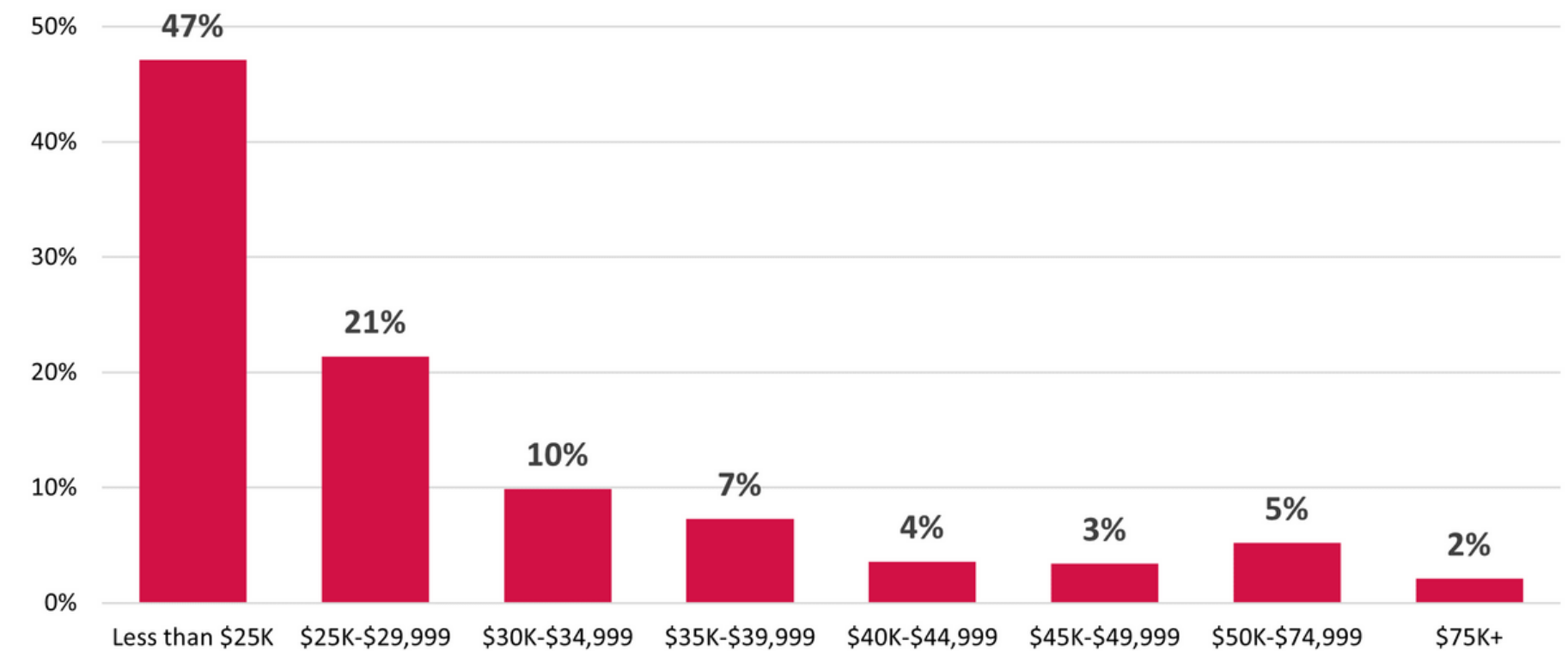


- The typical age of a bus rider is between 20 to 39 years (49%) with a total household income of less than \$29,999 (68%).

What is your age?



Which category best describes your total annual household income?



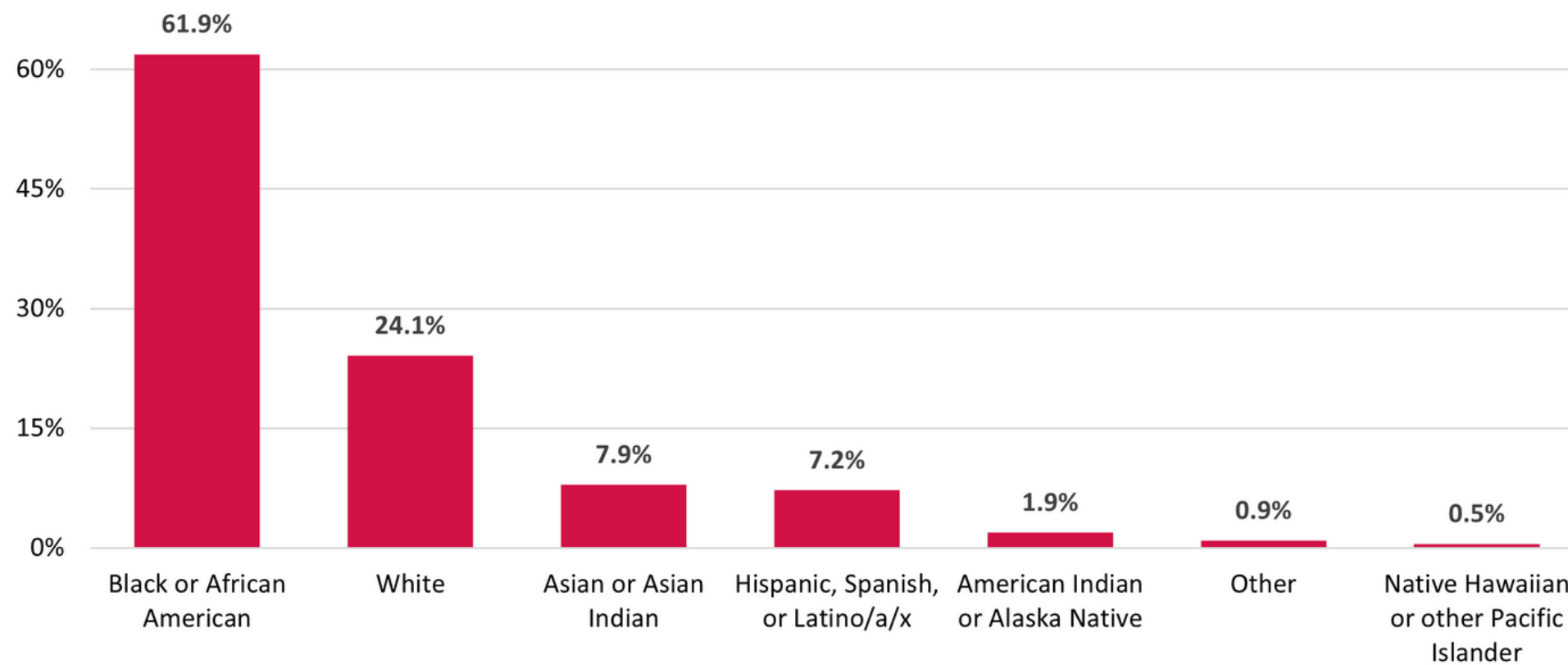


Customer Characteristics

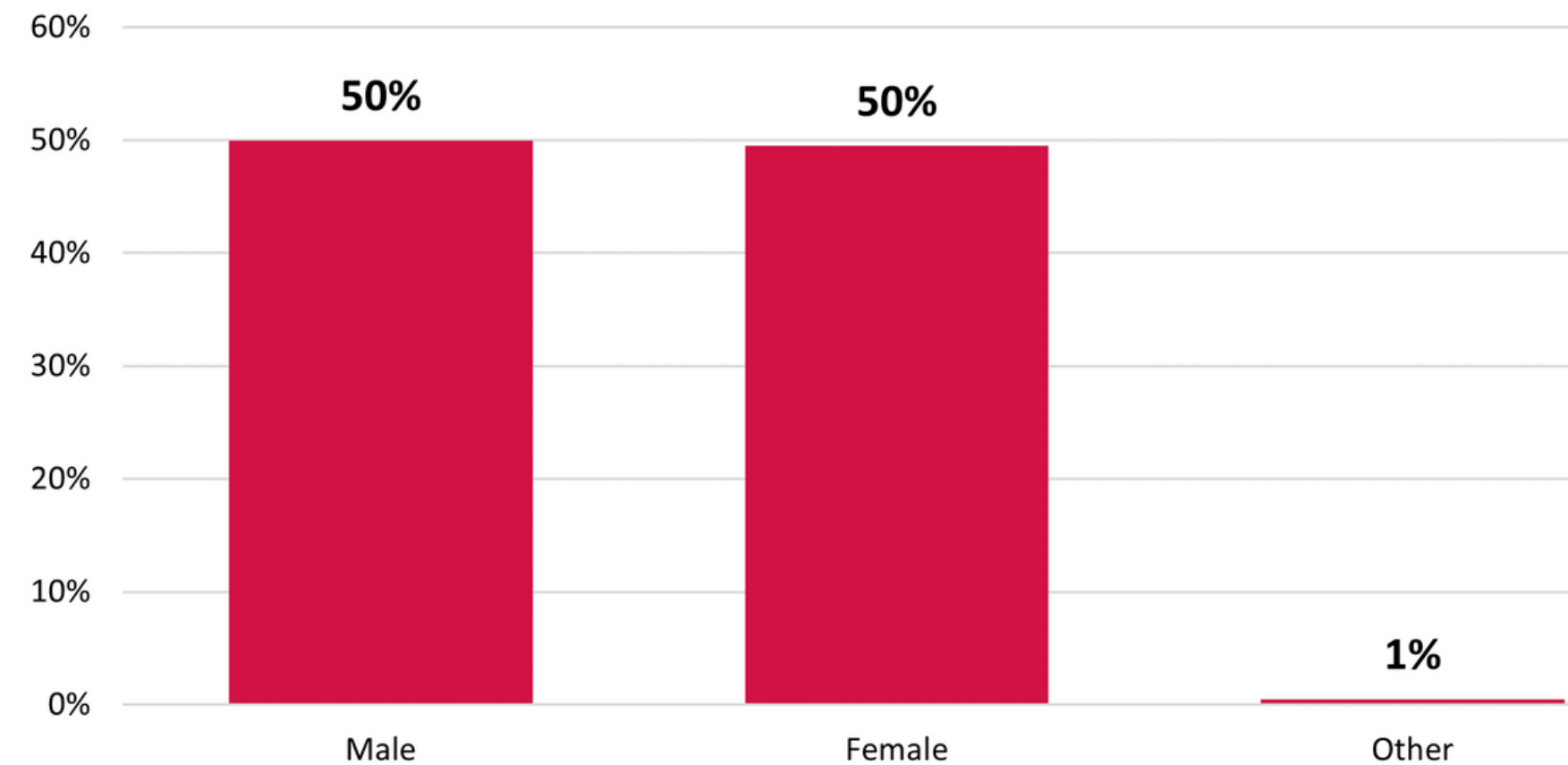


- The typical BRT Customer is Black/African American (62%) and male or female (50/50%).

Which of the following best describes your race/ethnicity?



What is your gender?



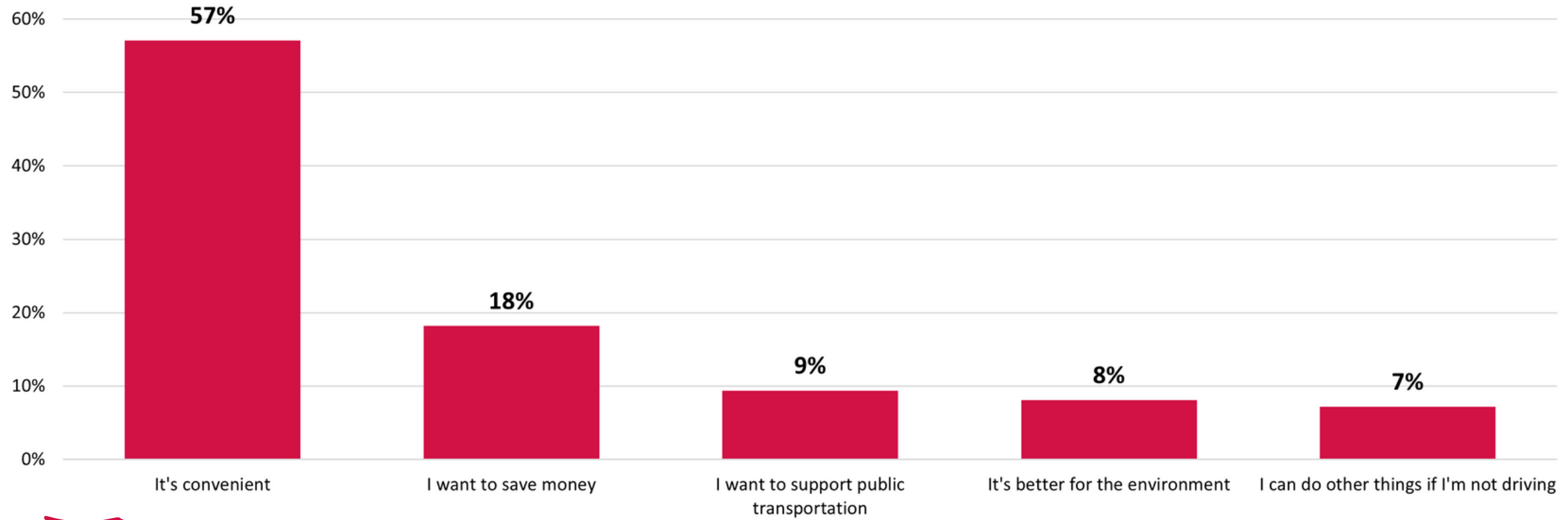
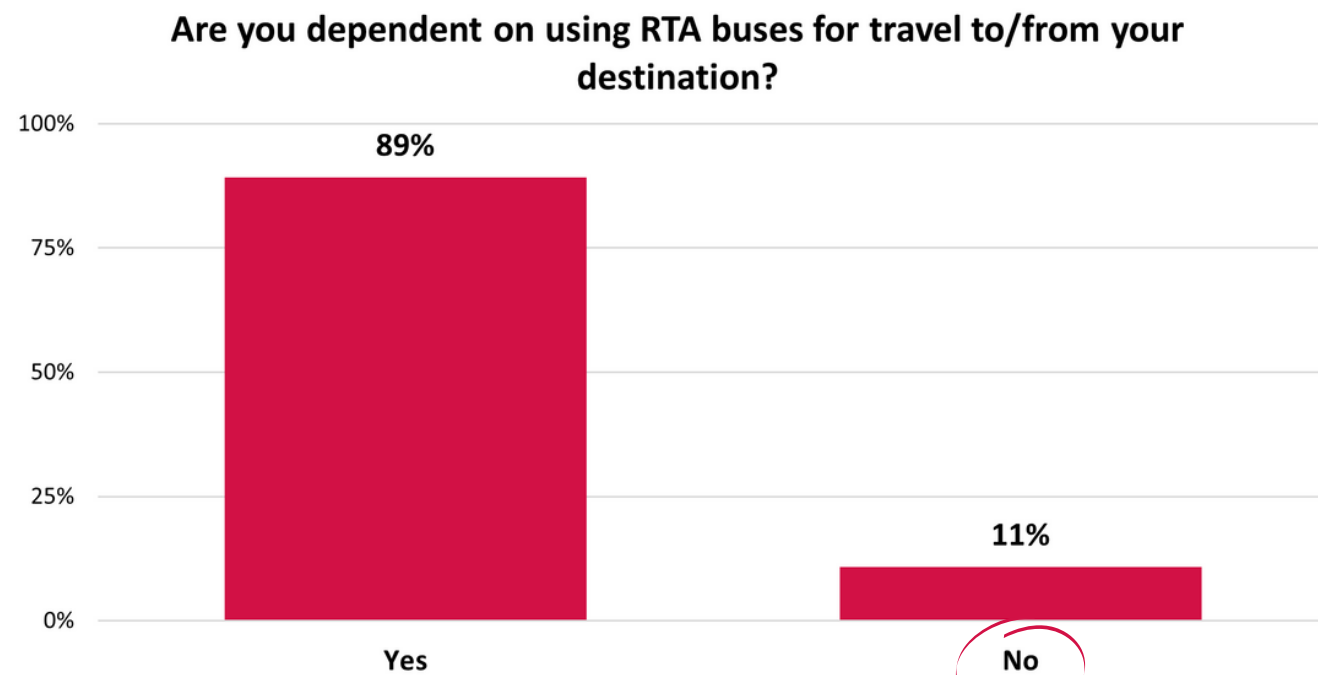


Transit Dependence and Choice Riders



- 89% of BRT Customers are dependent on RTA buses for travel.
- Of the 11% of BRT Customers who have other transportation options, "It's convenient" (57%) is the primary reason for choosing to use RTA bus services.

If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?



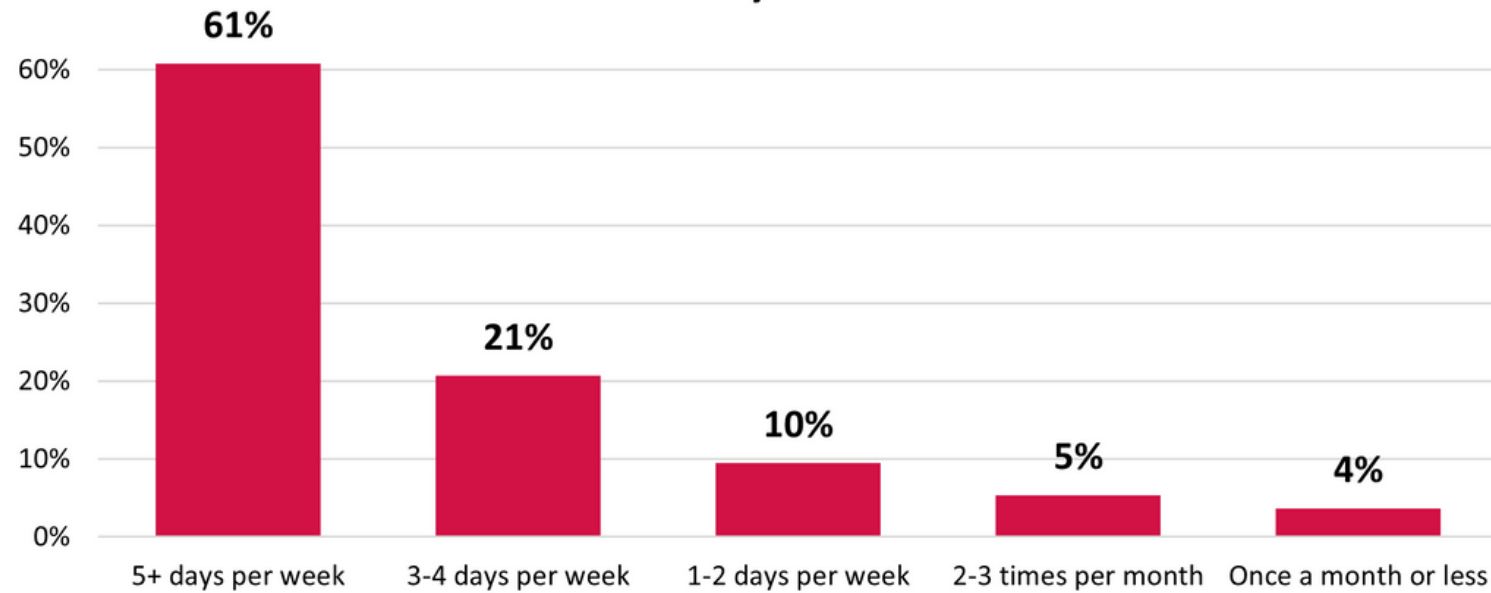


Trip Frequency and Purpose

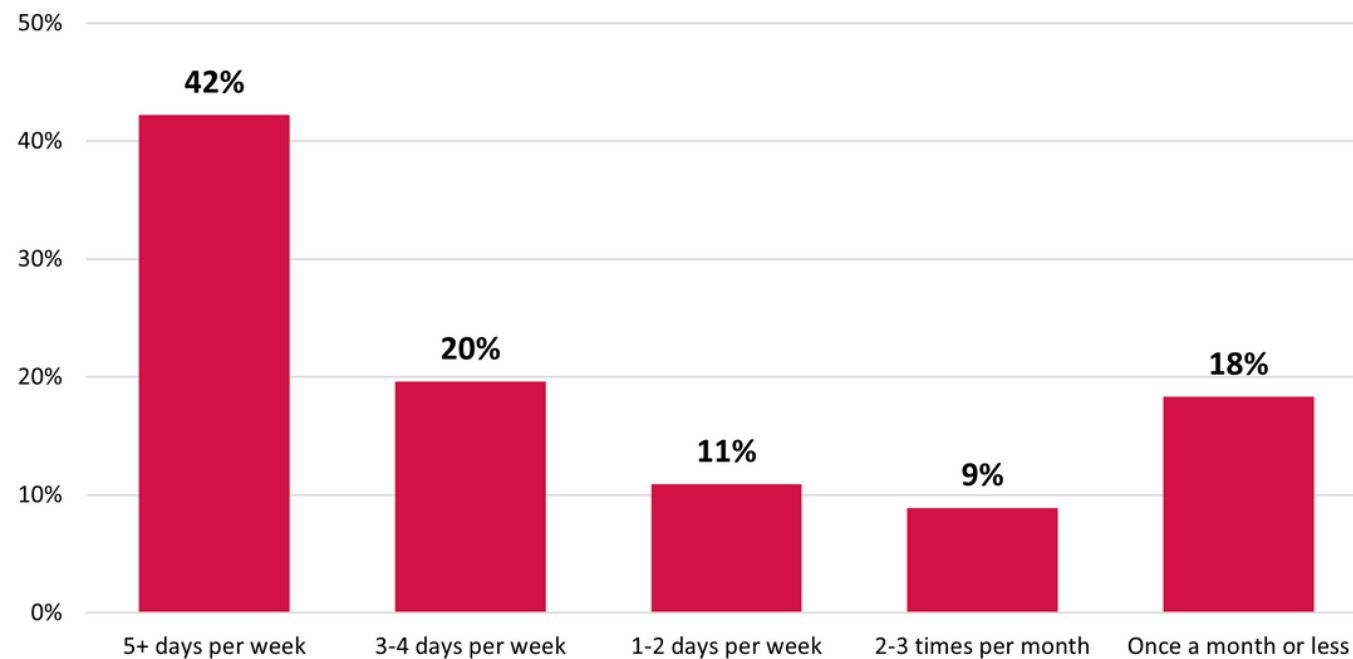


- BRT Customers most often ride the bus 5+ days per week (61%) and 42% ride other RTA services 5+ days a week.
- BRT Customers most frequently ride the bus for work (55%) and education (17%).

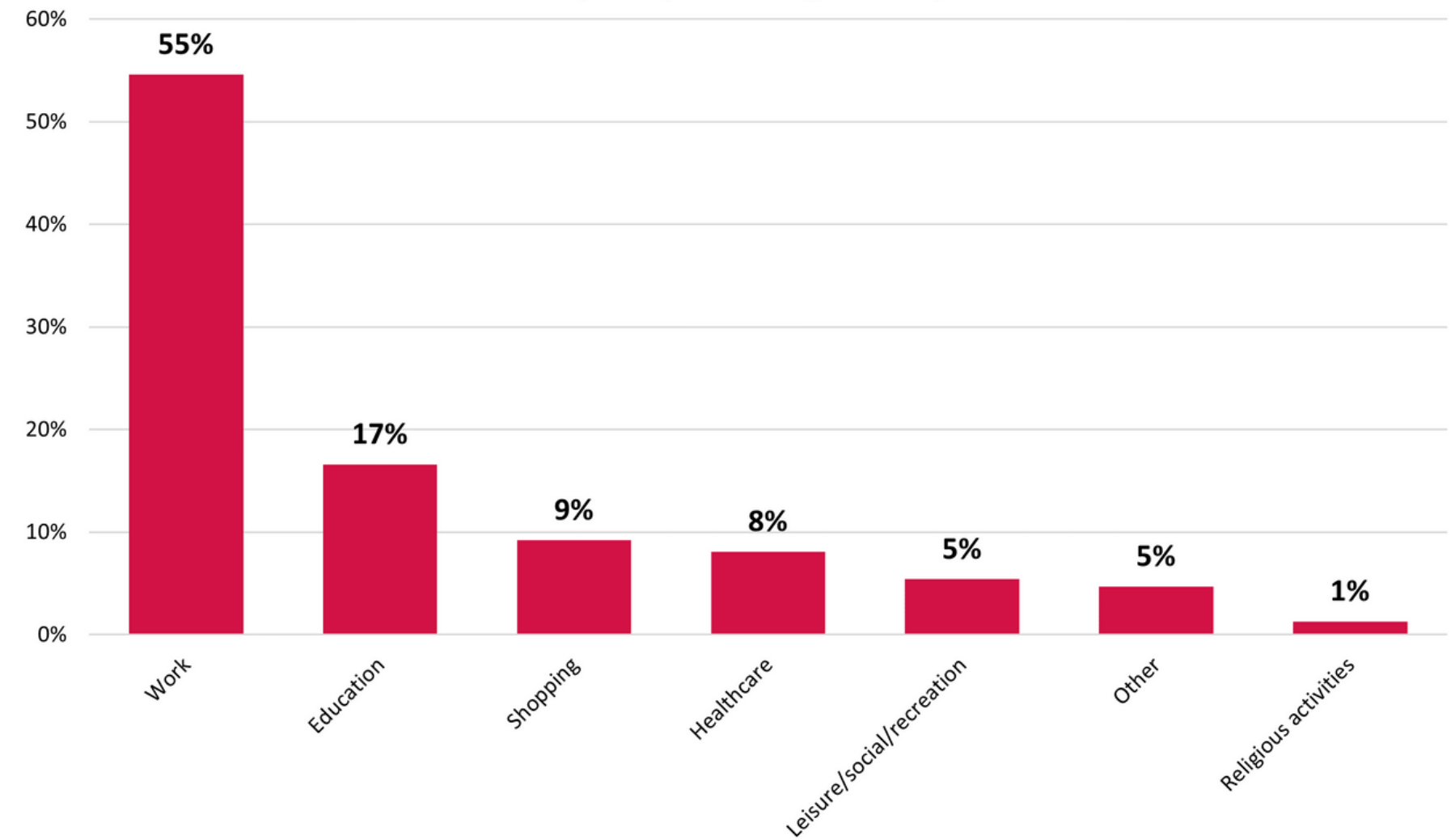
How often do you ride the bus?



How often do you ride other RTA services such as the HealthLine, Red/Blue/Green Lines, or Paratransit?



Why are you taking this trip?



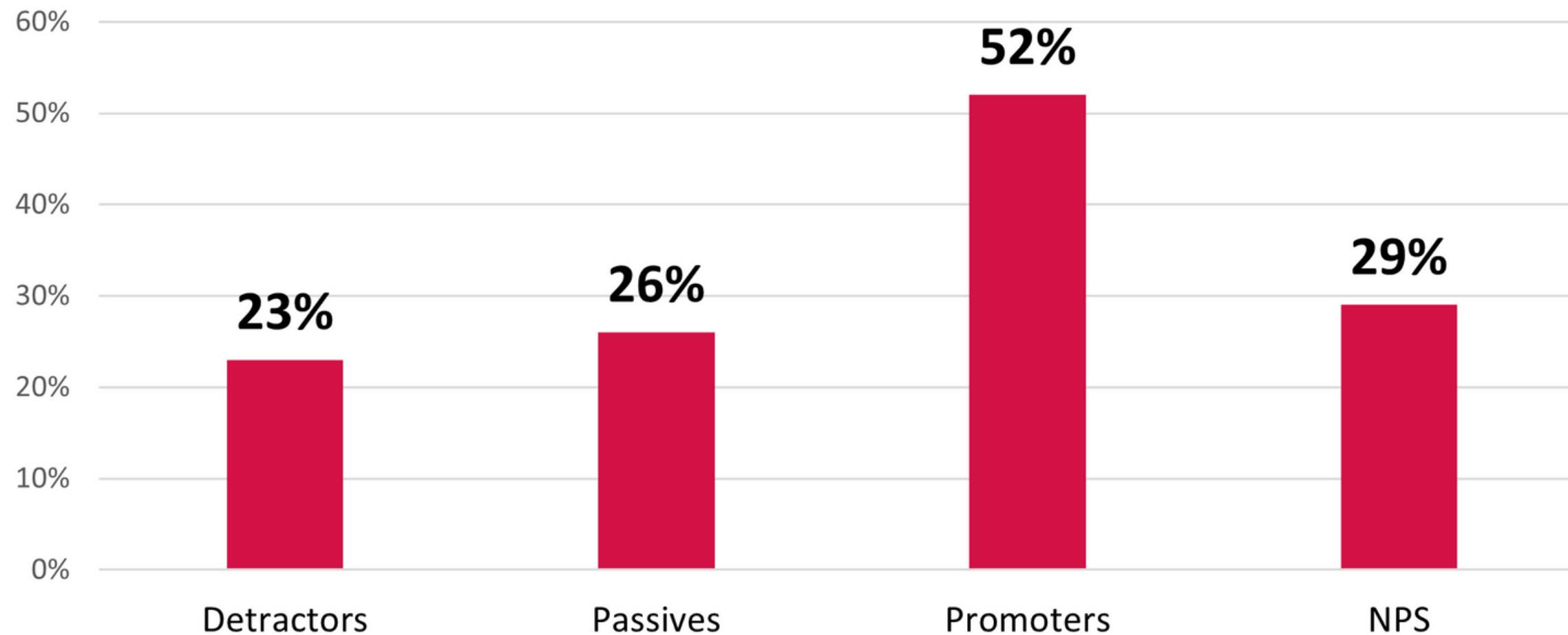


Net Promoter Score (NPS)

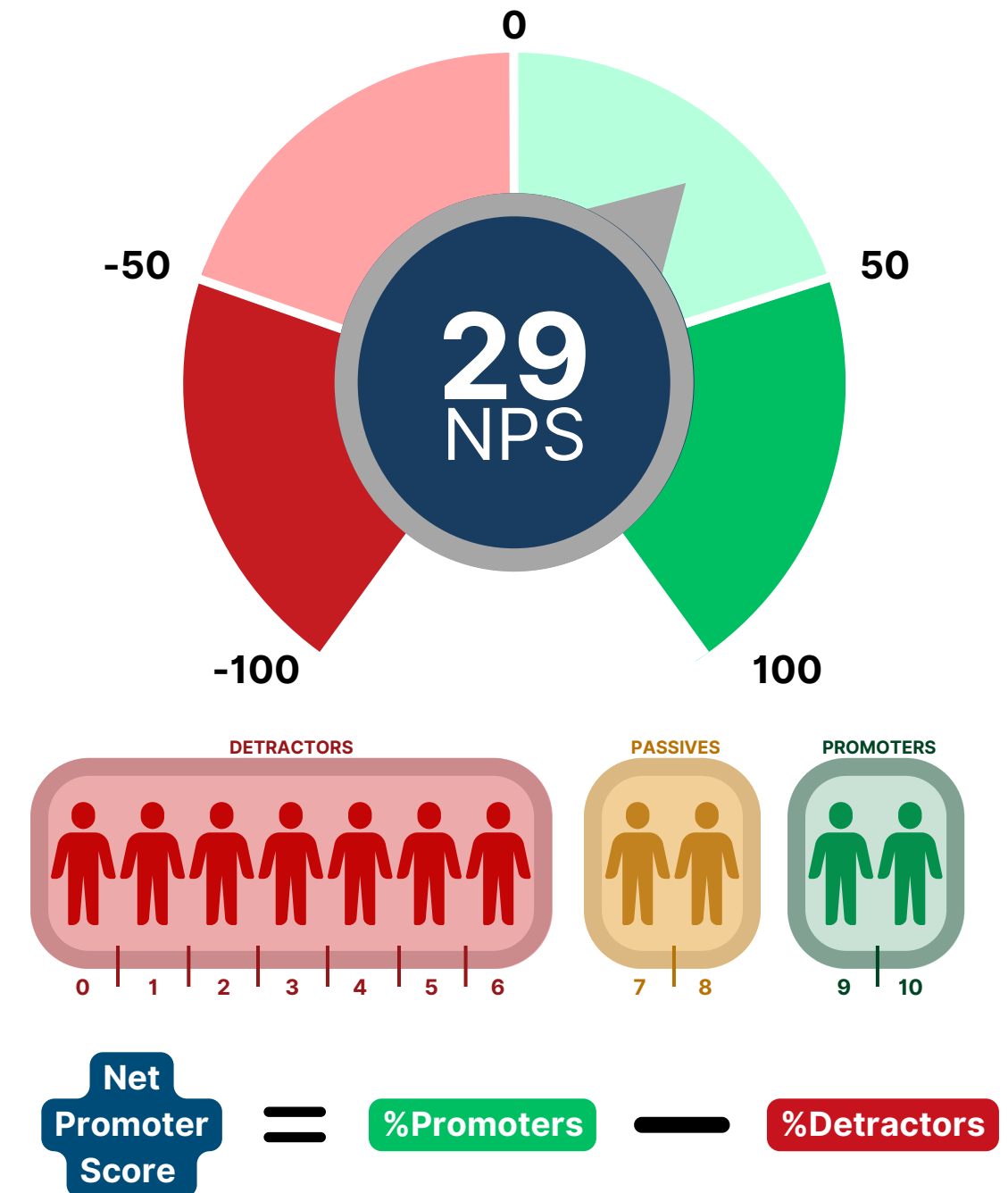
Bus Rapid Transit

- Likelihood of recommending RTA to friends and neighbors.
- RTA's BRT NPS is 29%

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



RTA's BRT NPS is influenced by the high number of "promoters". The "promoters" increased by 20 since last year. The agency may focus on the "detractors" and understanding how they changed from "passive" to detracting. As transit agencies across the nation are seeing an increase in rider need and importance for faster transit, this is a positive sign for RTA.



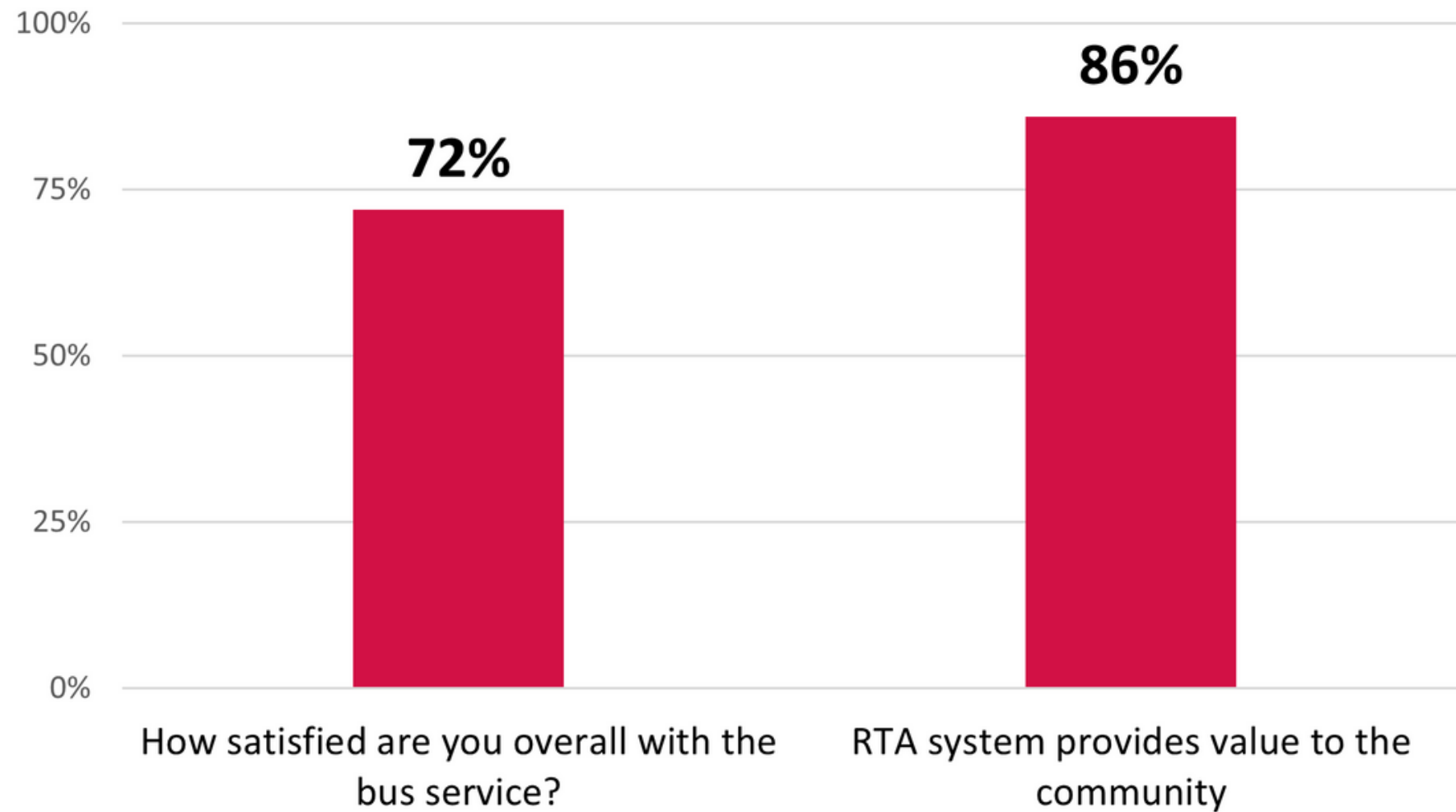


Satisfaction and Community Value

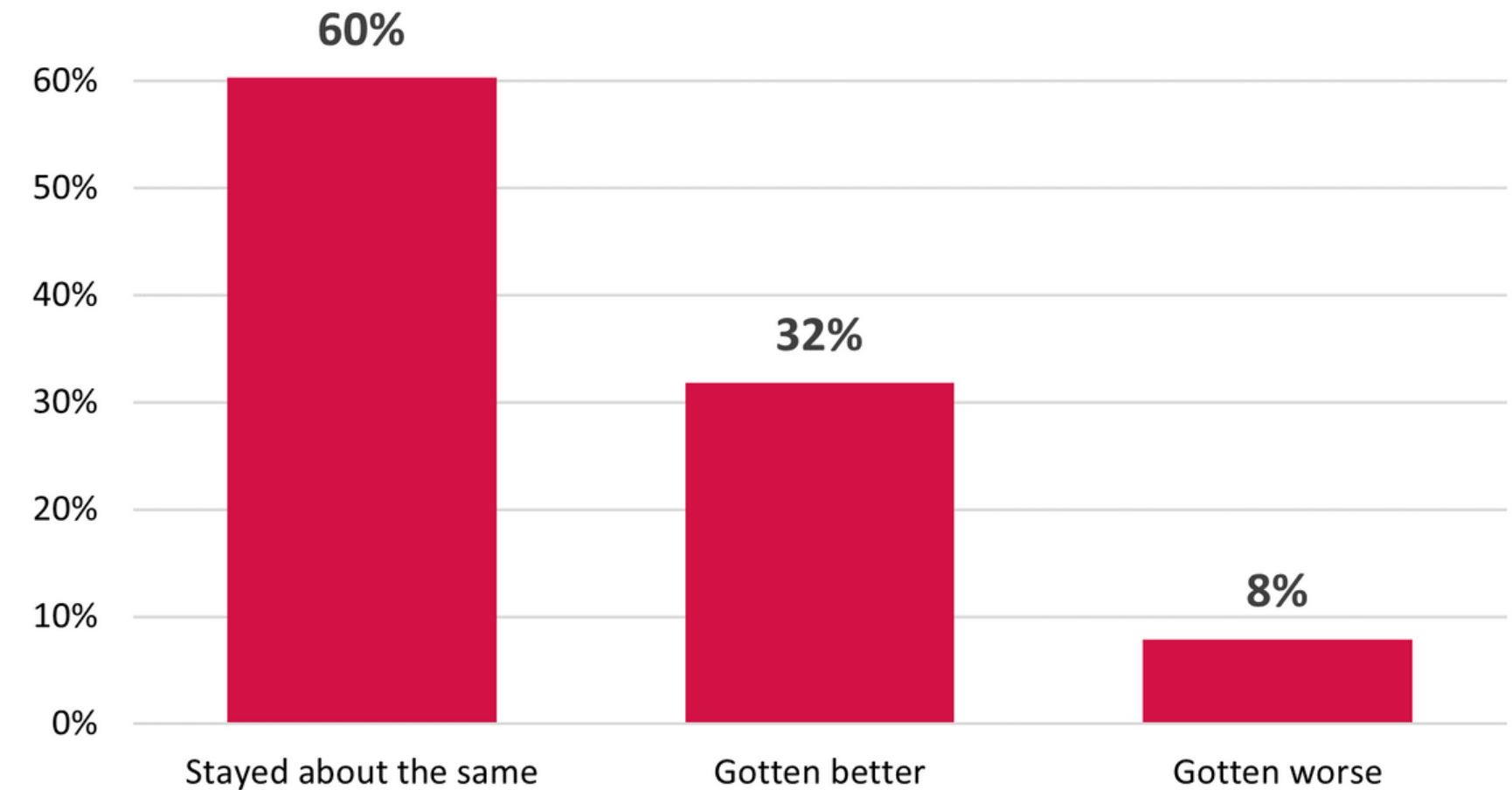


- 72% of BRT Customers are satisfied overall with the bus service.
- 86% of BRT Customers believe the RTA system provides value to the community.
- In the past year, 32% of BRT Customers believe the bus service has gotten better.

Overall Satisfaction | Community Value



In the past year, has the bus service:

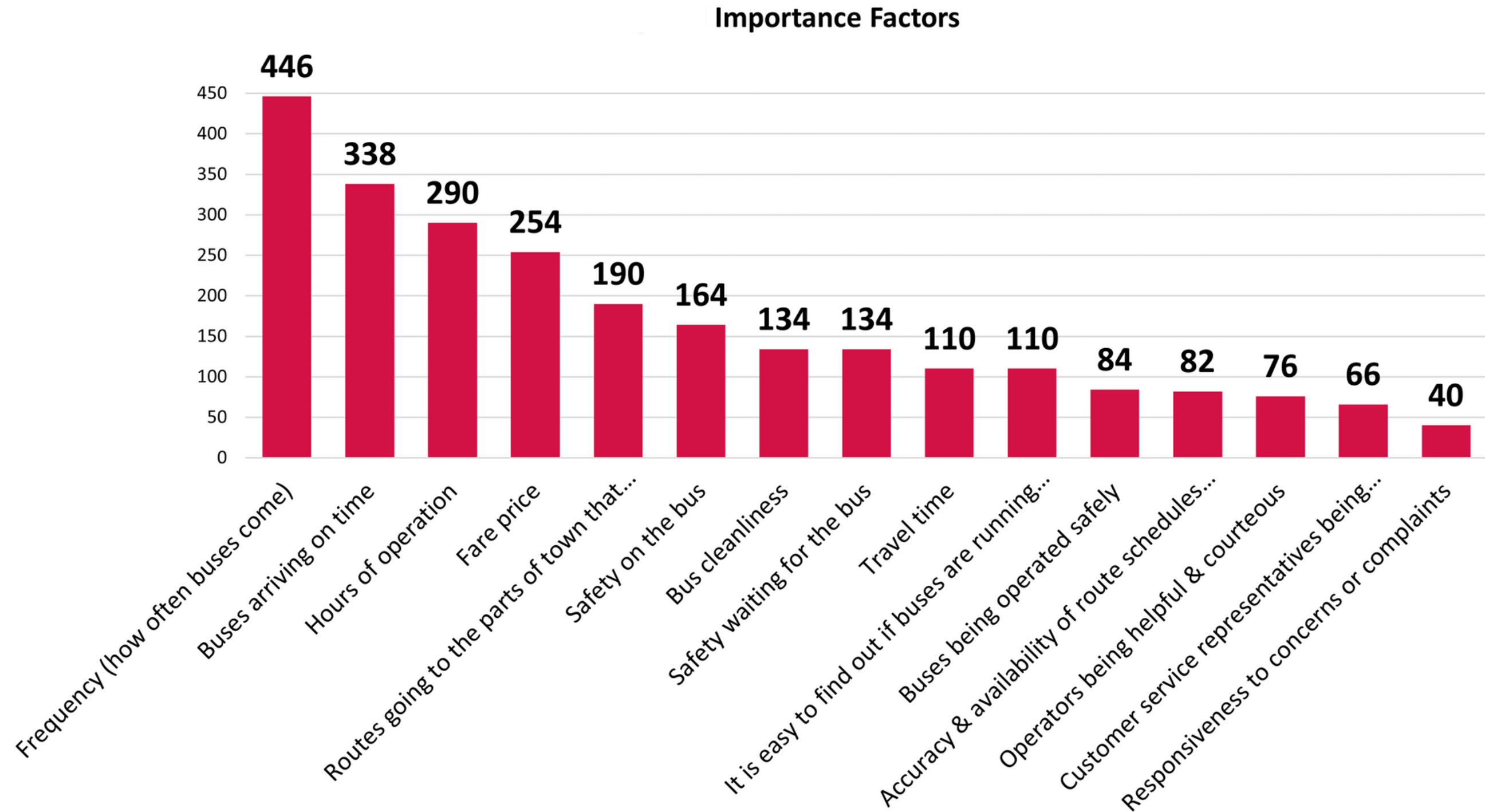


Customer Importance Factors

Bus Rapid Transit

Top Customer Importance Factors

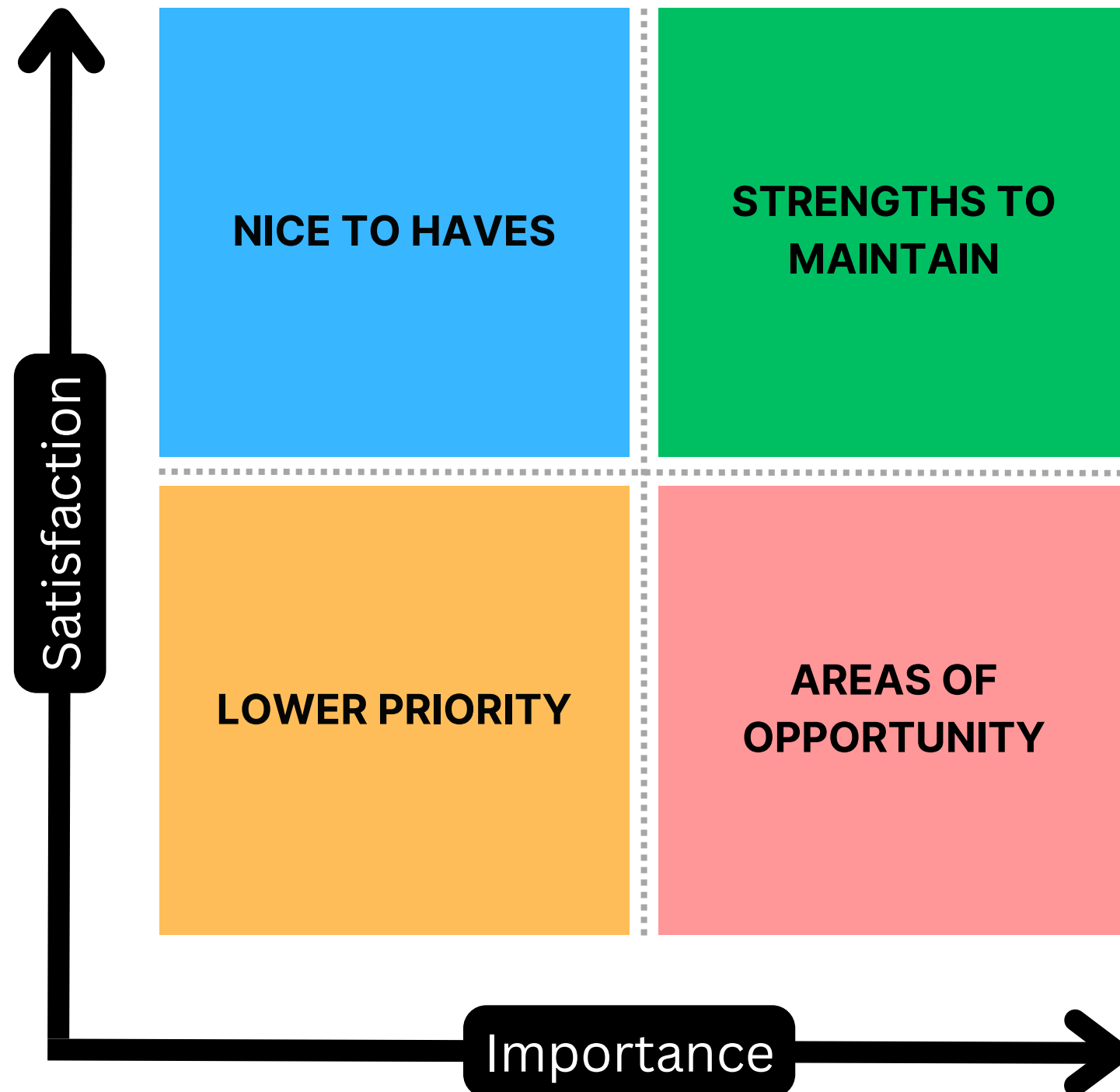
- The top three importance factors to BRT Customers are frequency of buses coming (446), buses arriving on time (338), and hours of operation (290)



Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

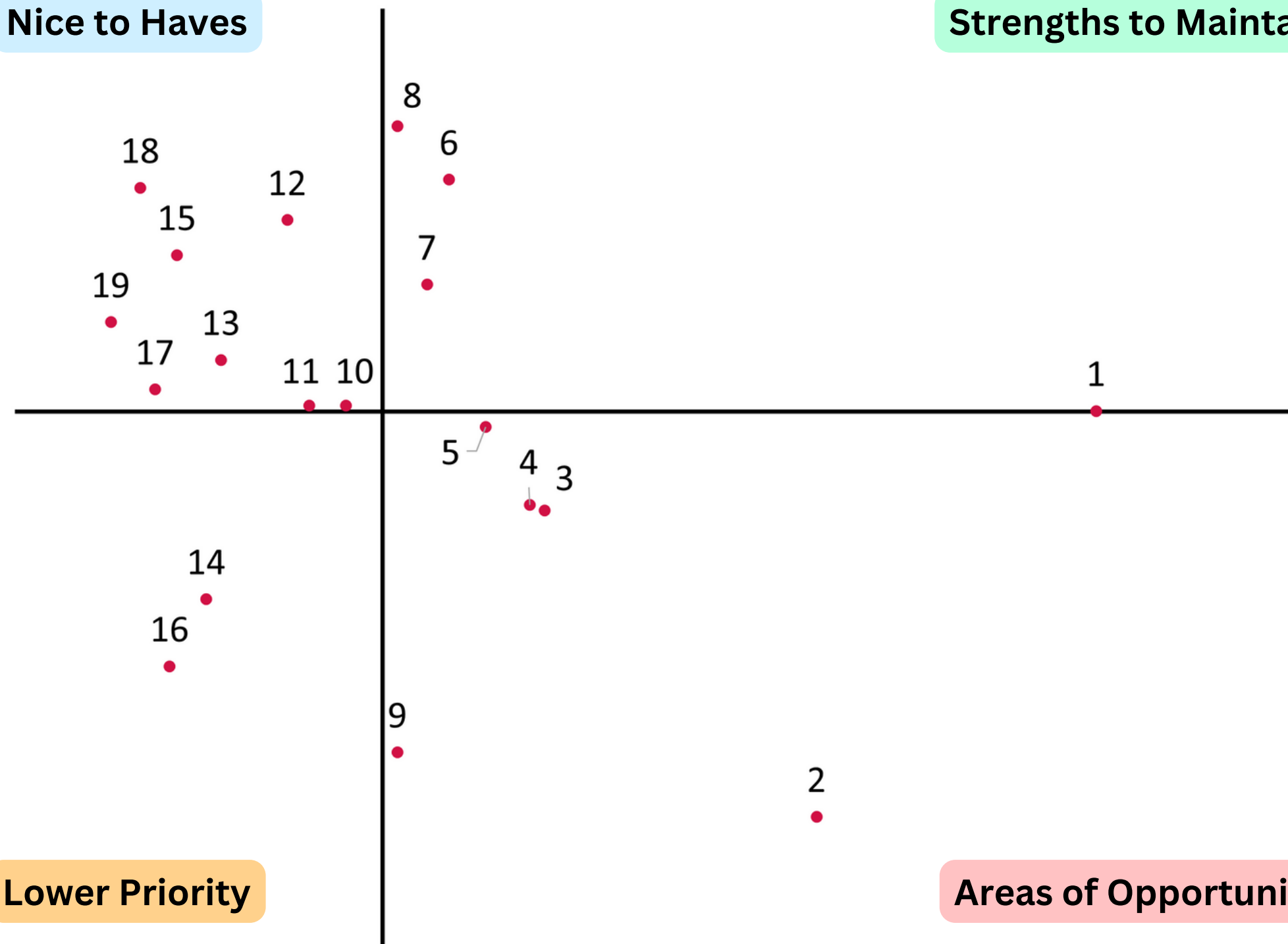
Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Satisfaction vs. Importance

Nice to Haves

Strengths to Maintain



Legend

1. Bus usually runs on time
2. **Bus is clean**
3. **Price of the fares are reasonable**
4. **I feel safe riding the bus**
5. **Frequency of service (how often buses come) is satisfactory**
6. Buses operate on the days & at the times that I need them
7. Bus gets me to my destination in a reasonable amount of time
8. Bus routes are conveniently located for me
9. **I feel safe & secure waiting for my bus**
10. It is easy to find out if buses are running on schedule
11. Bus operators are courteous
12. Bus operators operate the vehicle safely
13. Bus operators are helpful
14. RTA provides adequate updates on detours, service changes, & service improvements
15. It is easy to get information about RTA's services & route schedules
16. I repeat RTA messages to those I believe would benefit from the information
17. Bus operators are knowledgeable about RTA system
18. I understand RTA's available routes, & I am confident navigating the system
19. I view RTA employees favorably

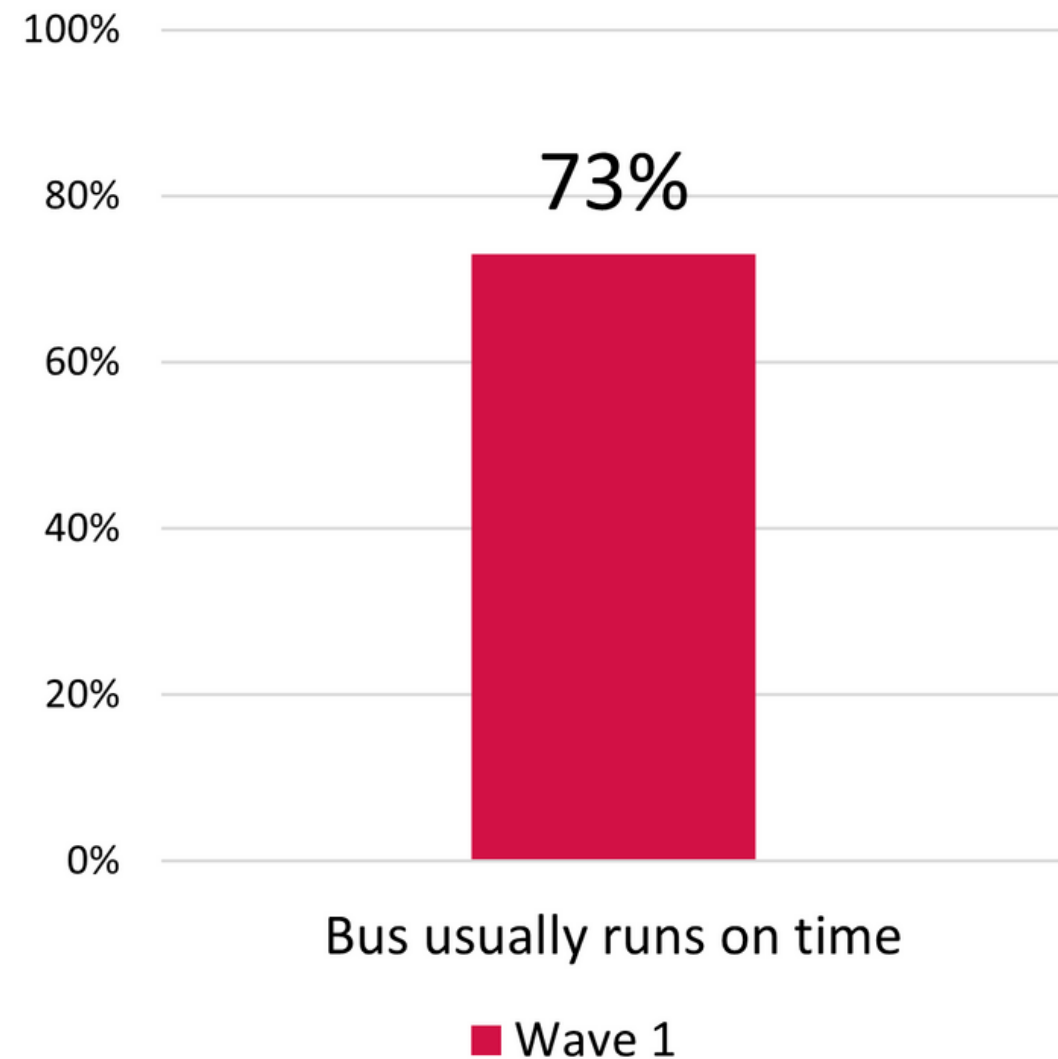


On-Time Performance

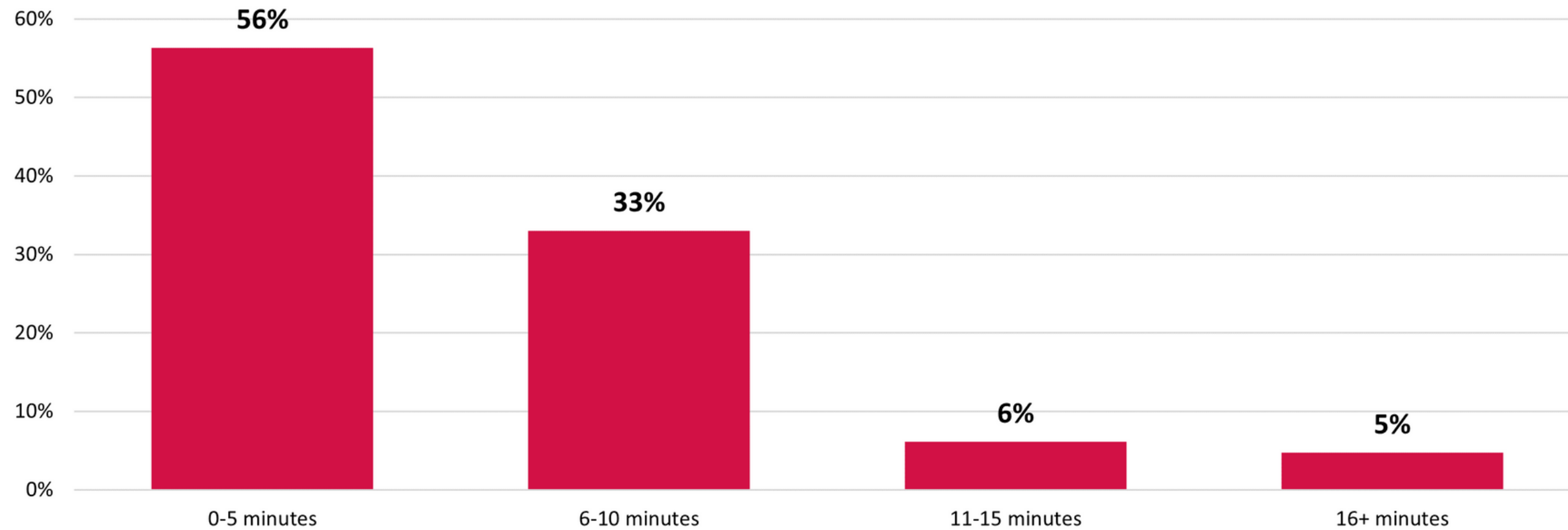


- 73% of BRT Customers are satisfied with the On-Time Performance.
- 56% of BRT Customers believe it is acceptable for the bus to arrive 0 to 5 minutes beyond its scheduled time.

On-Time Performance



How many minutes is acceptable for a bus to arrive beyond its scheduled time?



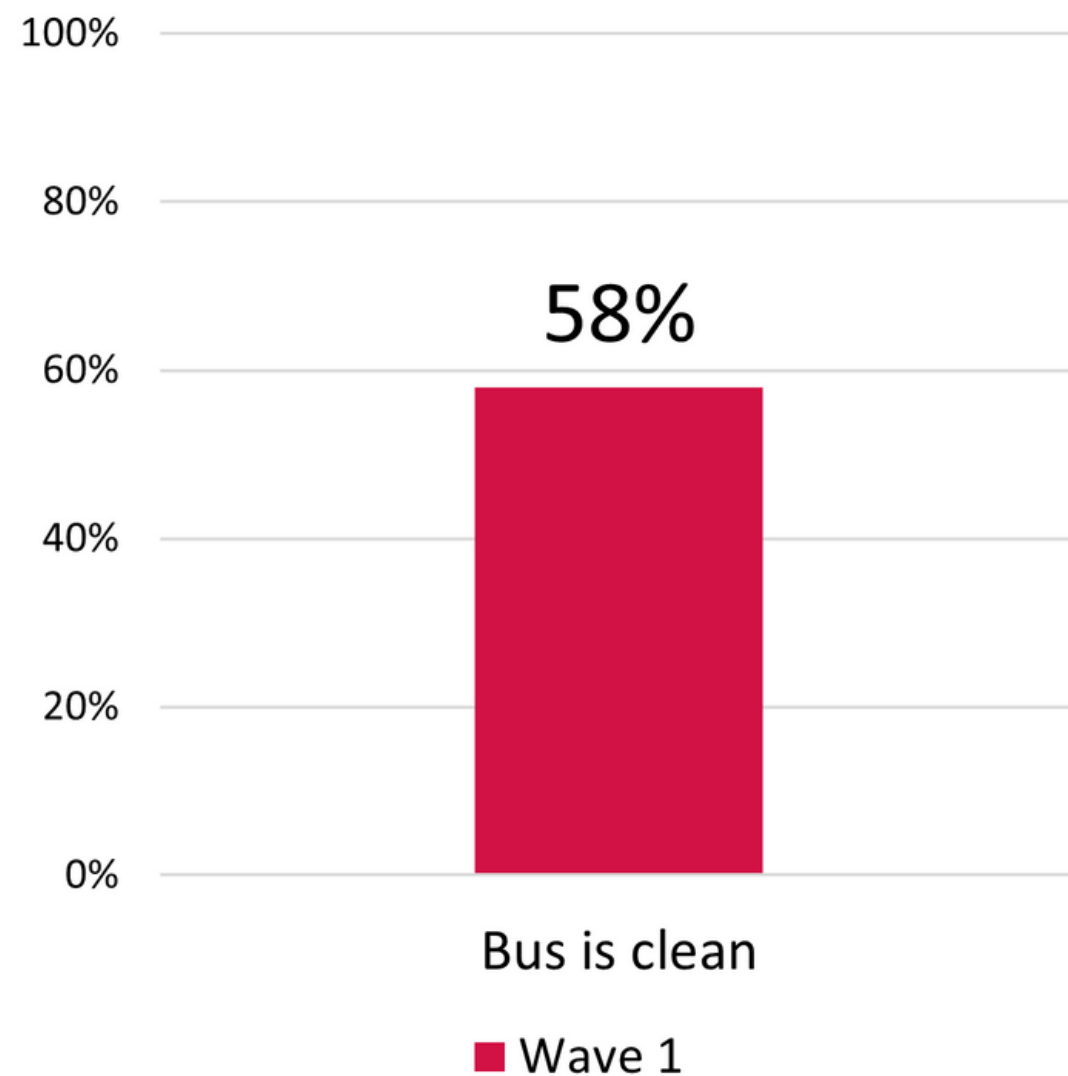


Cleanliness of Buses

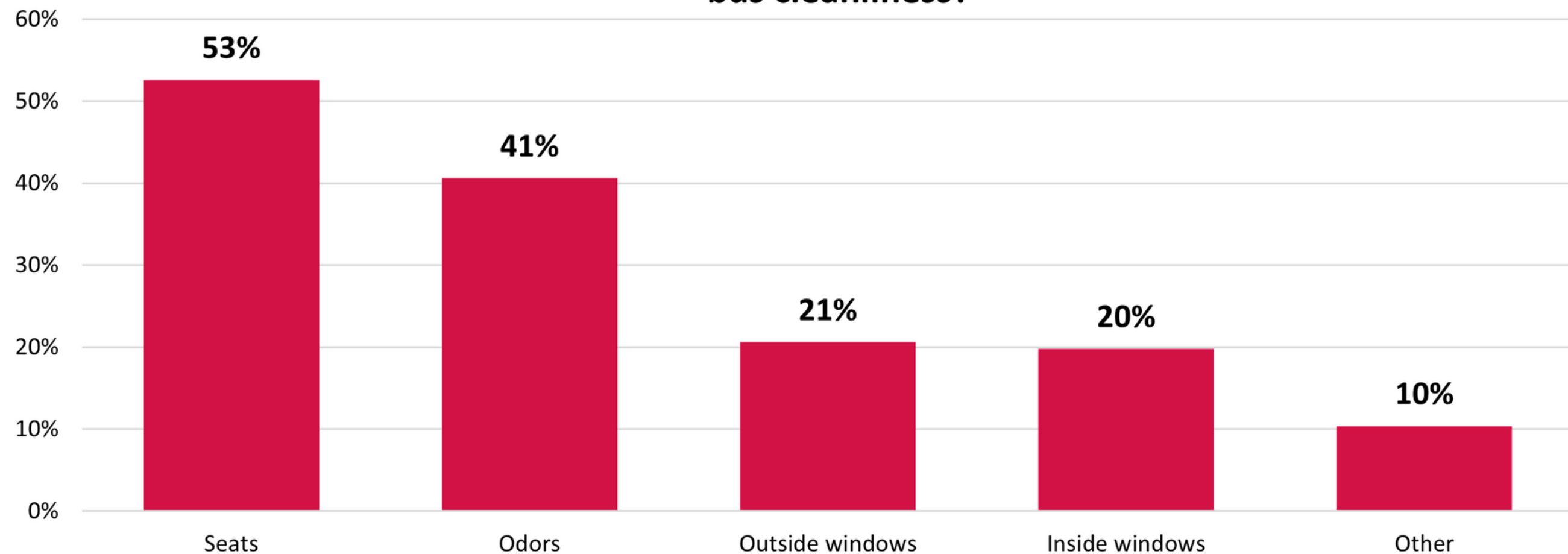


- 58% of BRT Customers are satisfied with the cleanliness of buses.
- BRT Customers think focusing on seats (53%) and odors (41%) would improve their satisfaction with bus cleanliness.

Cleanliness of Buses



Which areas would you like RTA to focus on to improve your satisfaction with bus cleanliness?

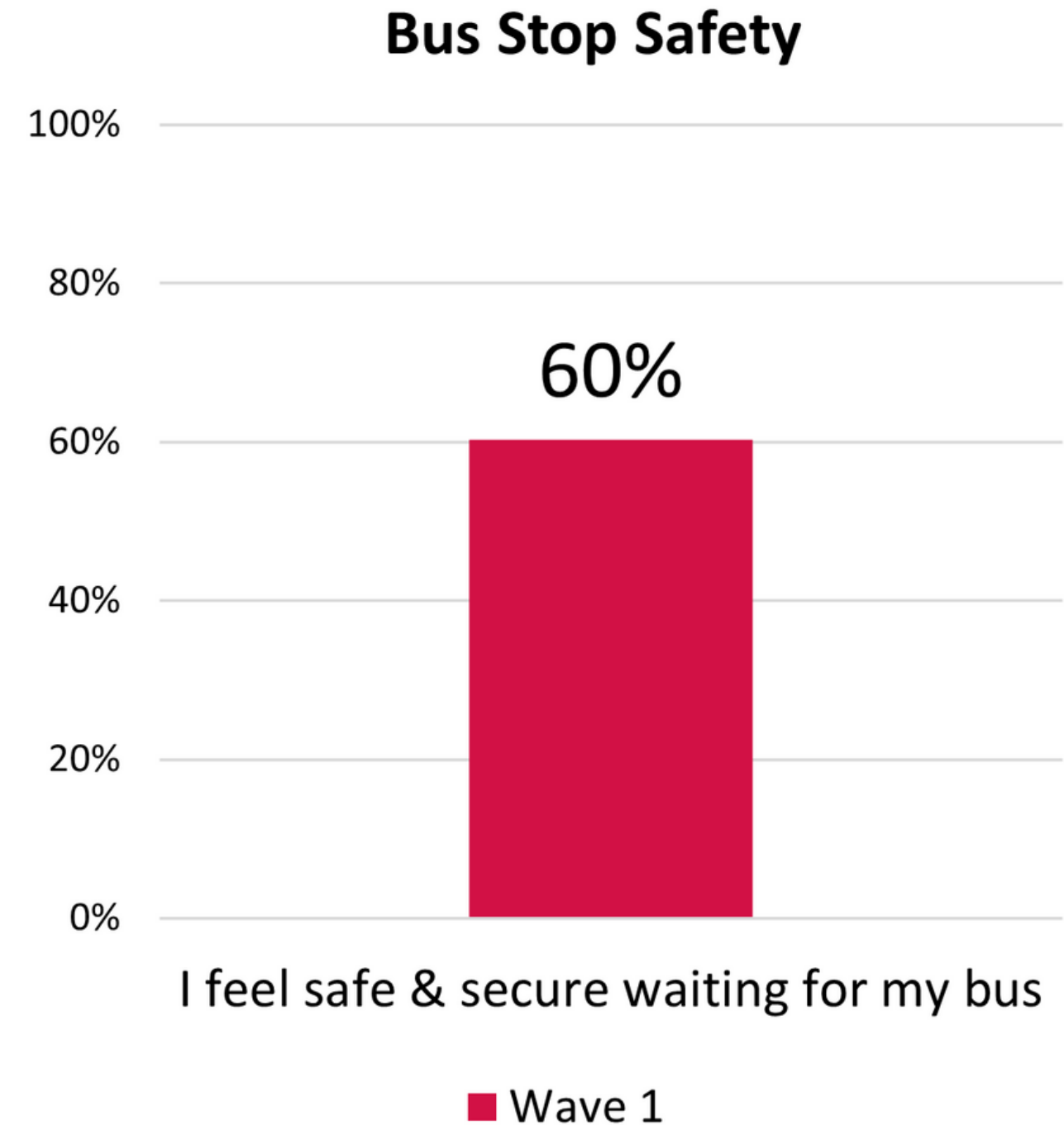
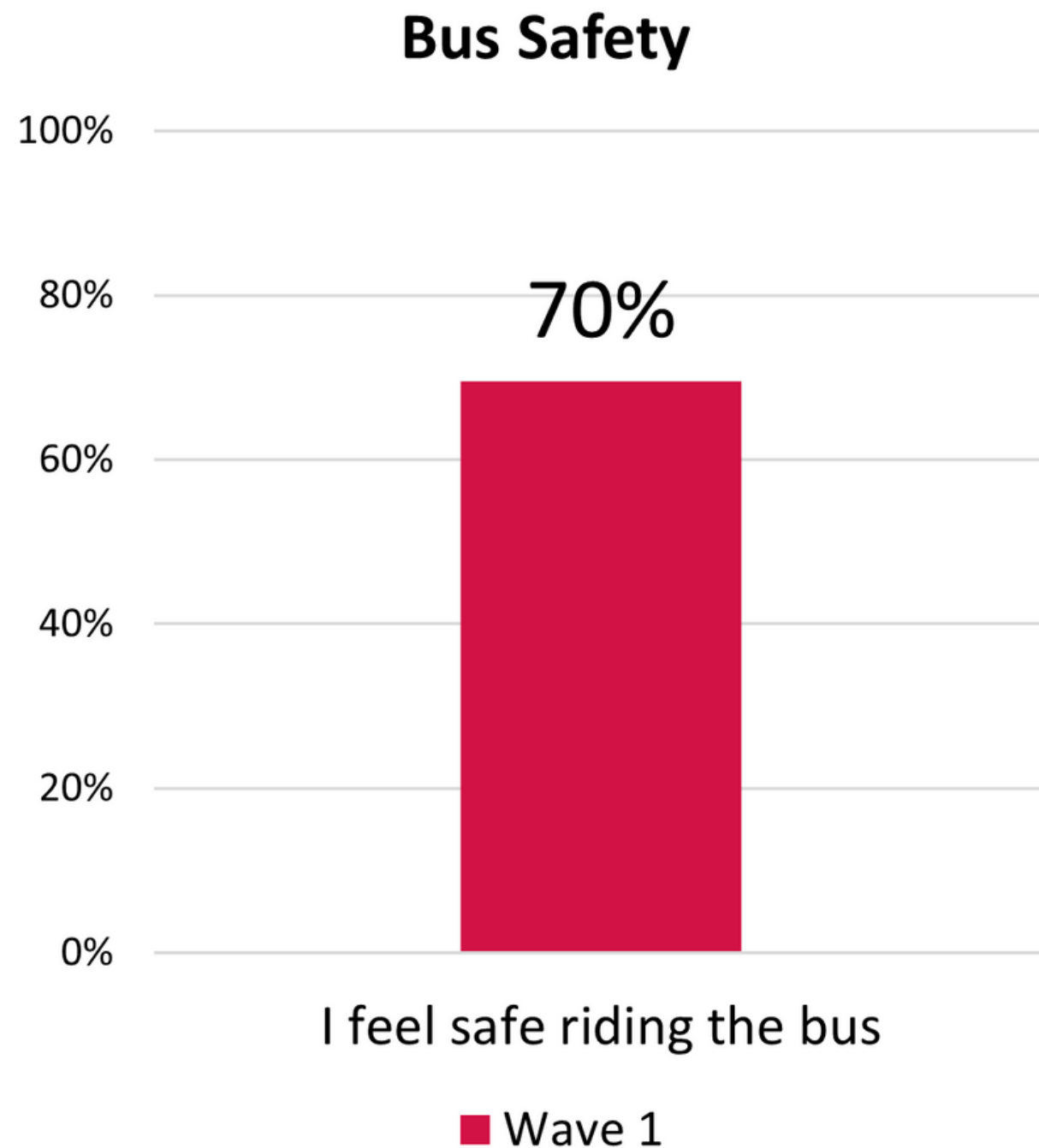




Bus and Bus Stop Safety



- 70% of BRT Customers feel safe while riding the bus.
- 60% of BRT Customers feel safe while waiting for the bus.



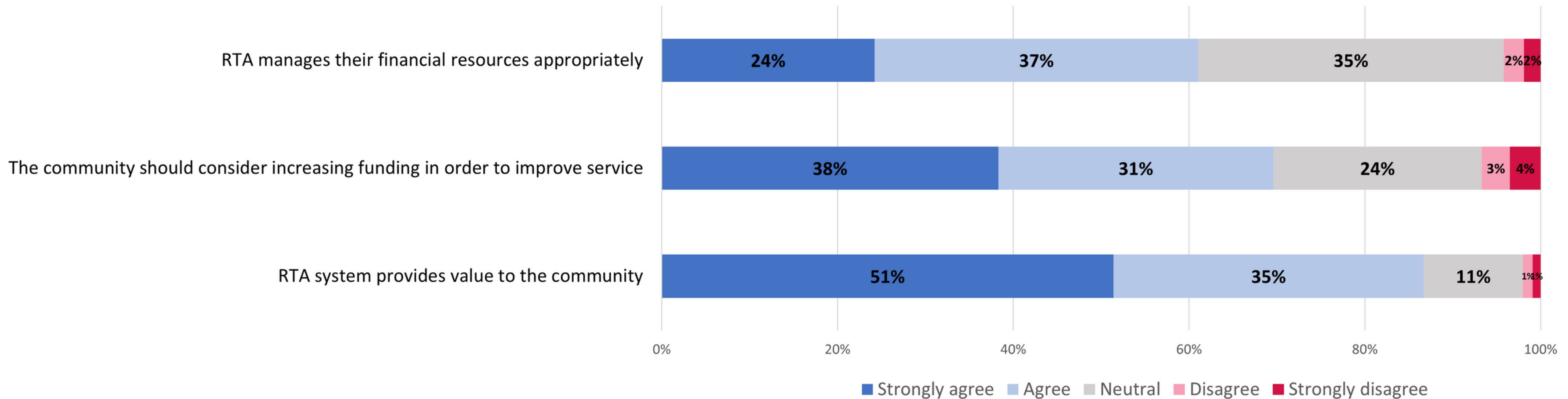


Funding and Value



- 69% of BRT Customers feel the community should consider increasing funding to improve service.
- 61% of BRT Customers feel RTA manages financial resources appropriately

Please rate your agreement with the following statements.



Customer Service

Bus Rapid Transit

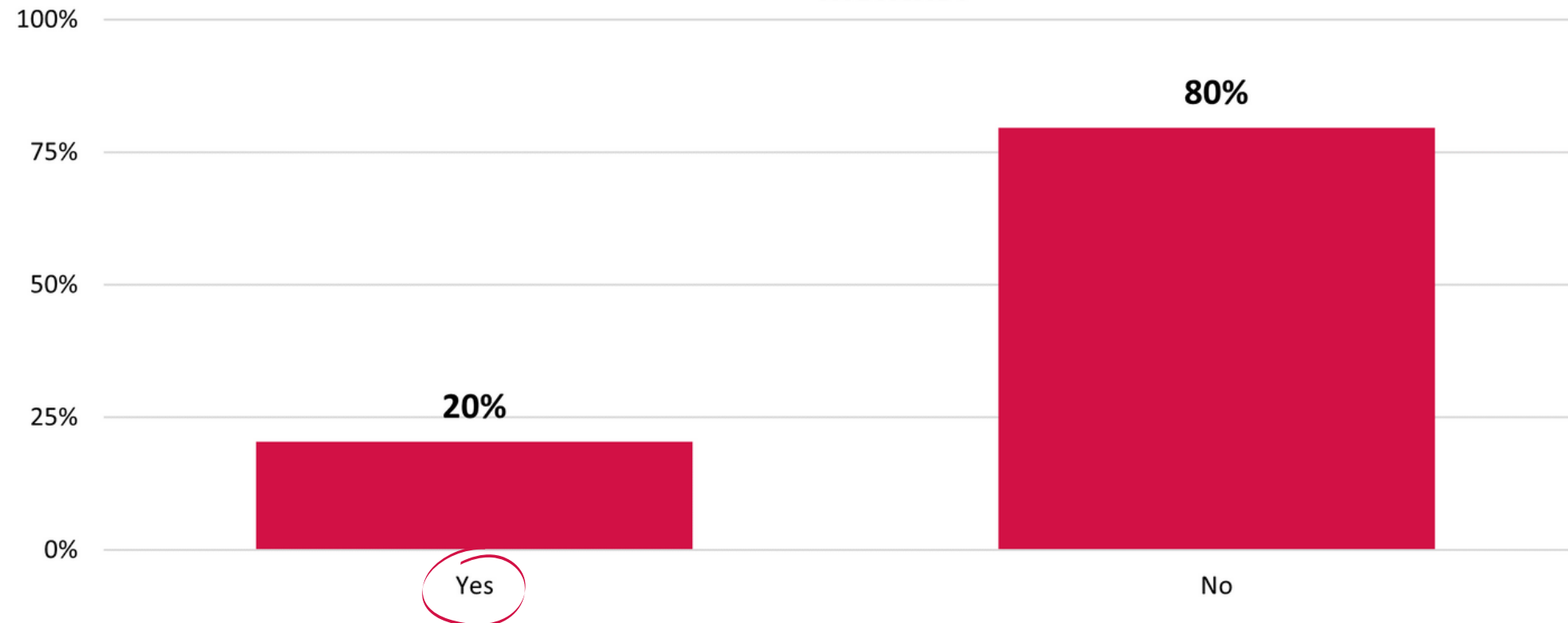


Communications with Customer Service

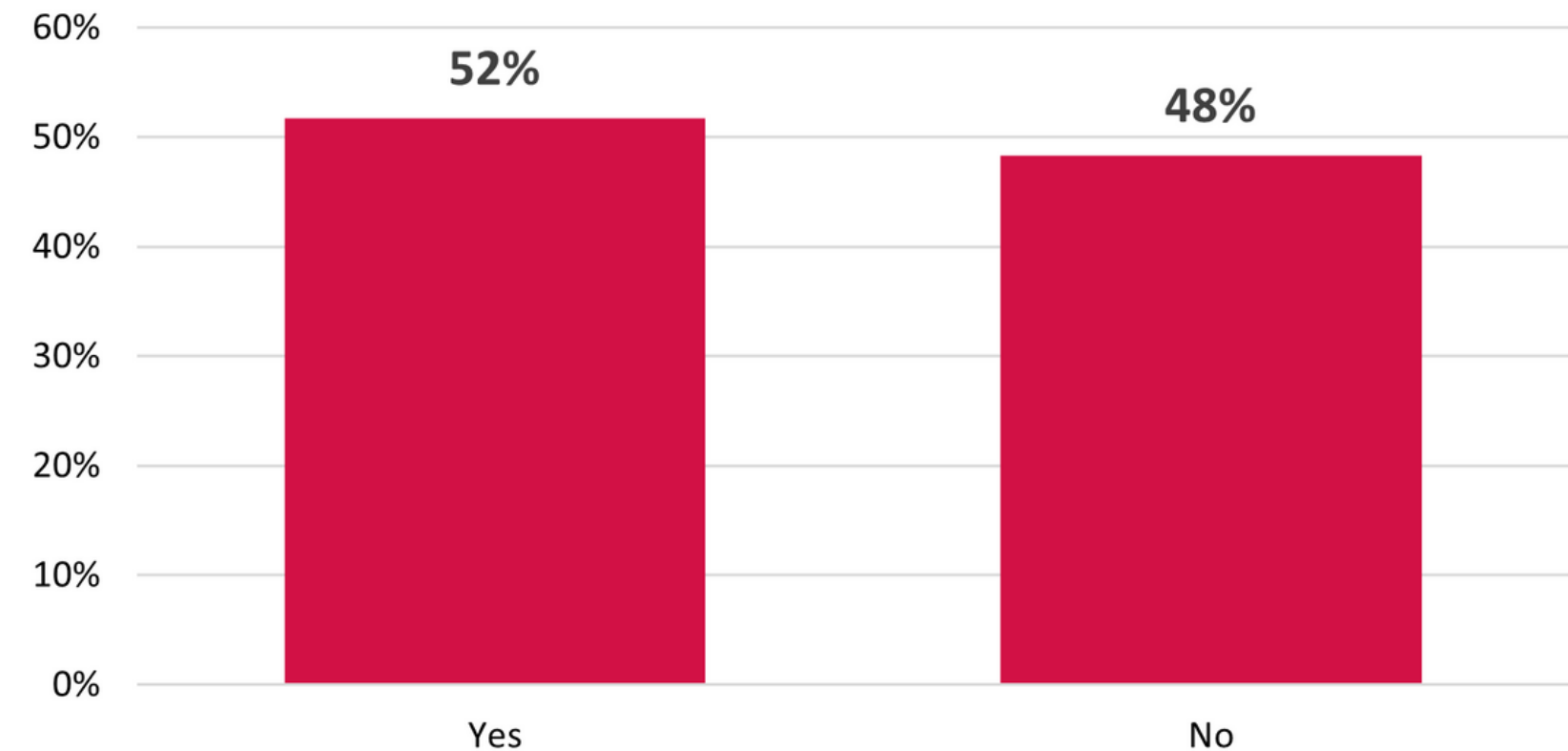


- 20% of BRT Customers have contacted RTA in the last 3 months.
- Of the 20% of BRT Customers who have contacted RTAs, 52% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in last 3 months?



Was your issue resolved?



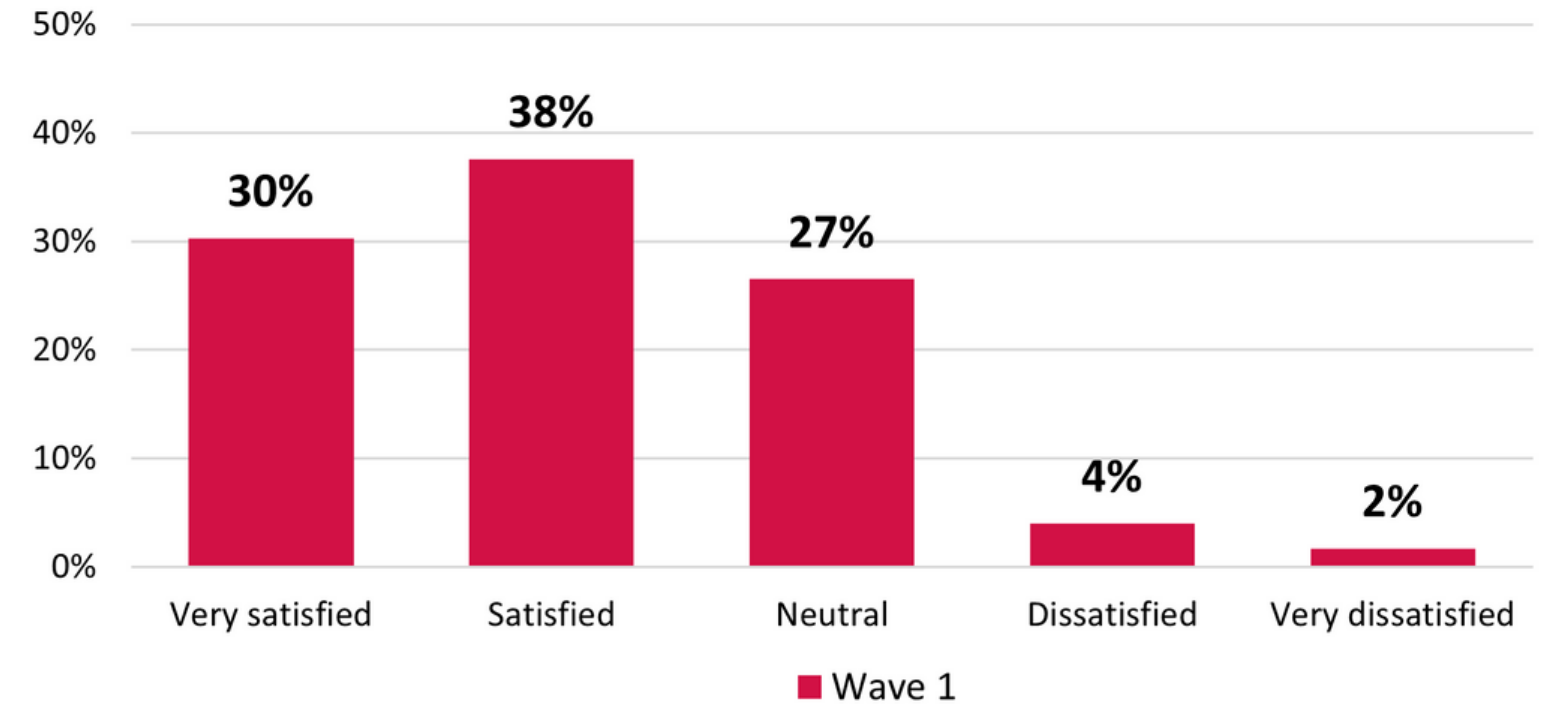


Overall Communications

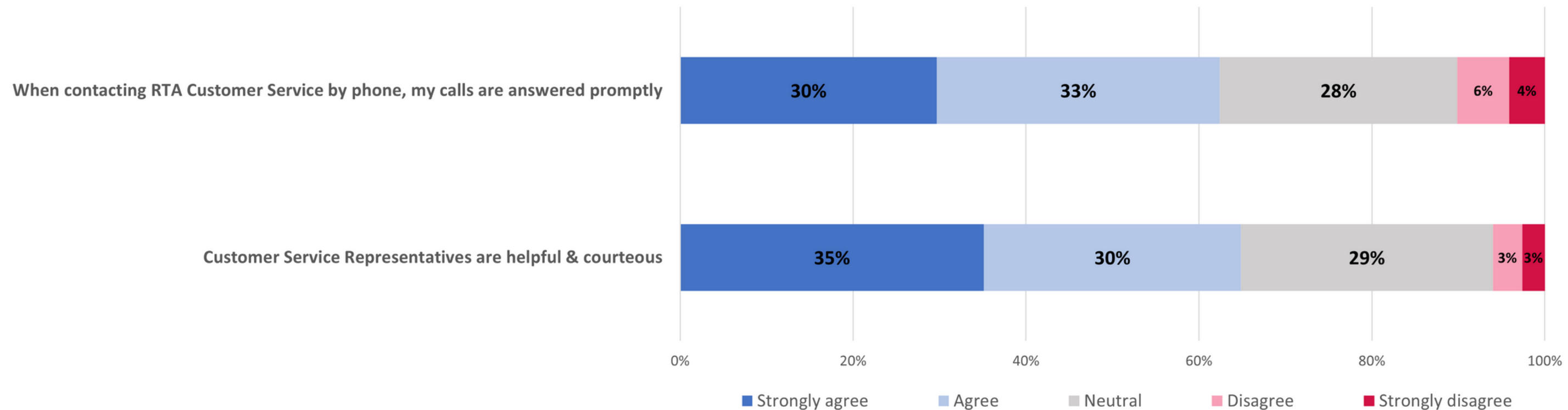


- 68% of BRT Customers are satisfied with the overall quality of RTA communications material.
- 63% of BRT Customers agree RTA Customer Service calls are answered promptly and 65% agree that the representatives are helpful and courteous.

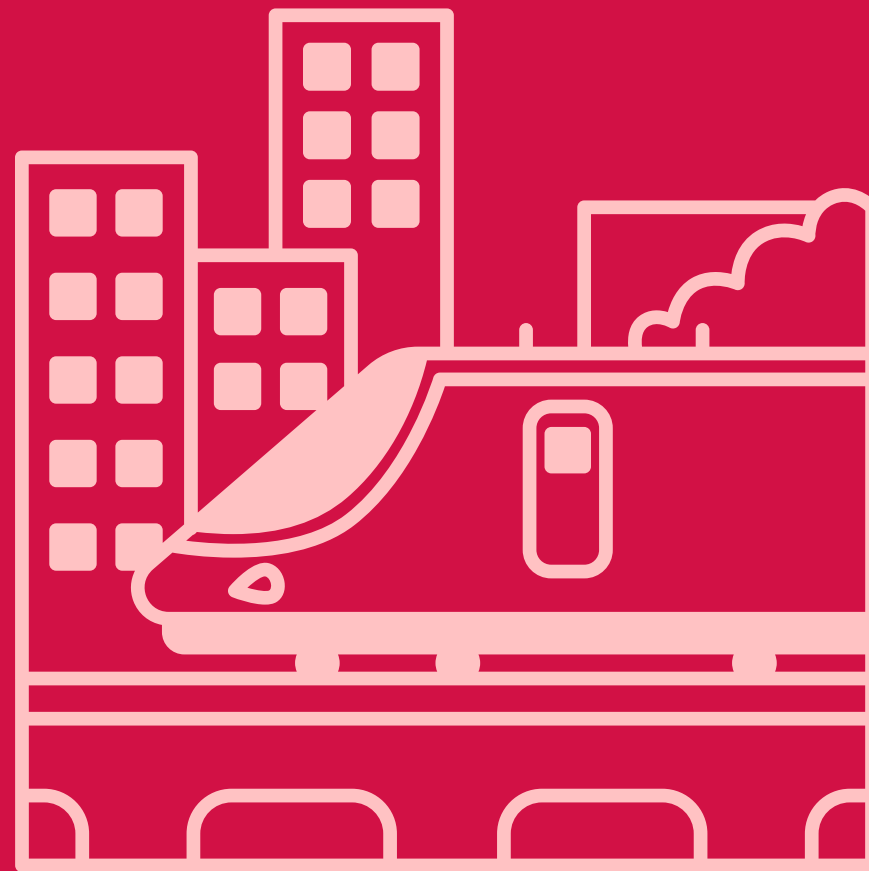
How satisfied are you with the overall quality of RTA communications material?



Please rate your agreement with the following statements.



Rail



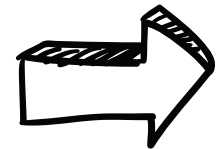


Rail Train Results Overview

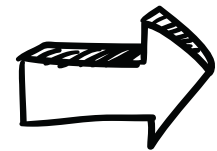
3 out of 4 customers are satisfied with rail service.

76% of customers agree that the train usually runs on time.

Customers are MOST satisfied with...



The train operators operate the vehicle safely (84%)

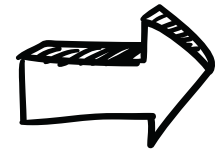


RTA system provides value to the community (82%)

Customers are LEAST satisfied with...



RTA manages their financial resources appropriately (53%)



Customer services calls are answered promptly (53%)

Top Most Important Elements of Rail Service to Customers...

1. Frequency of service
2. On-time performance
3. Hours of operation
4. Fare price

Customer Characteristics

Rail Train Service

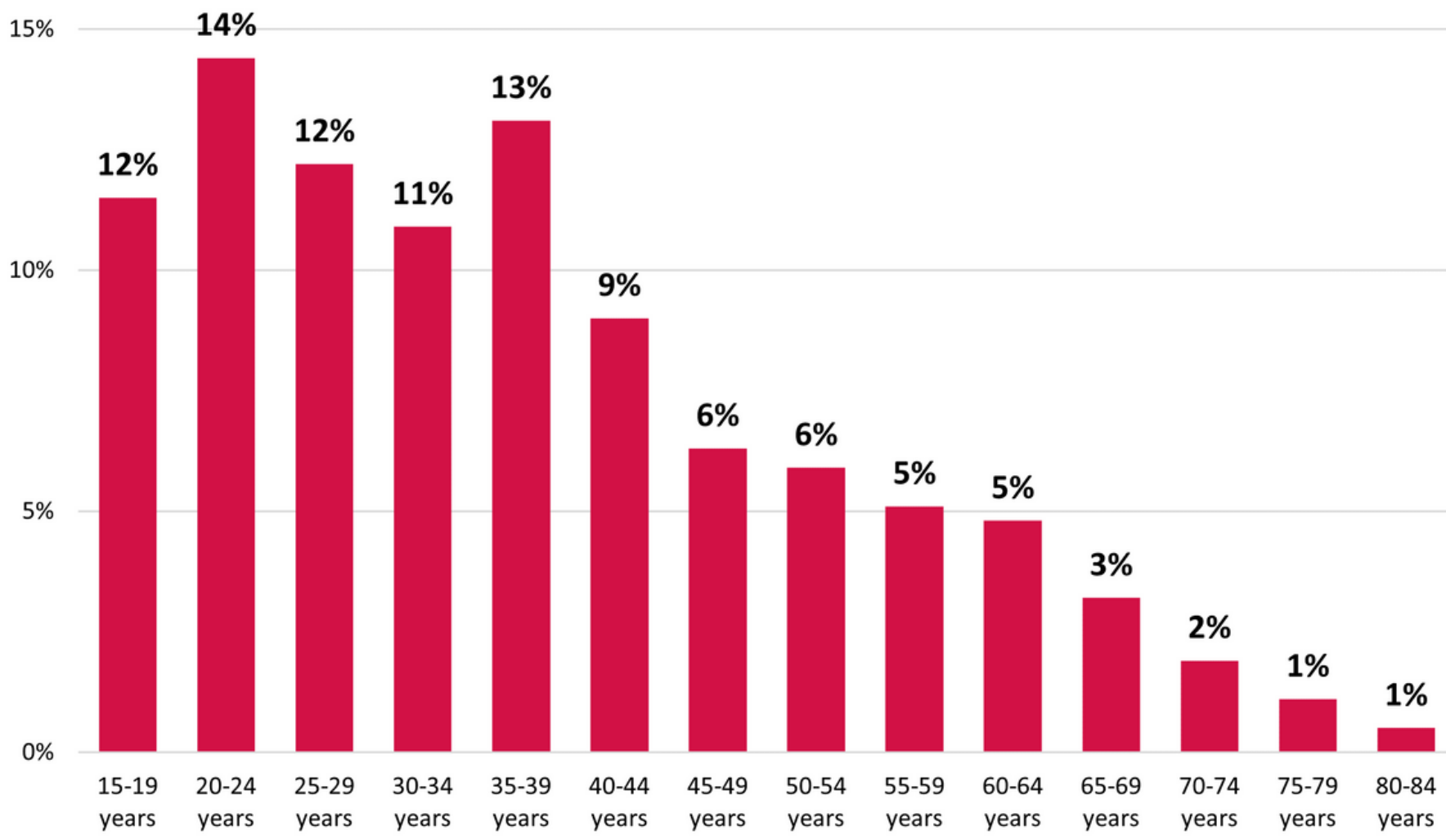


Customer Characteristics

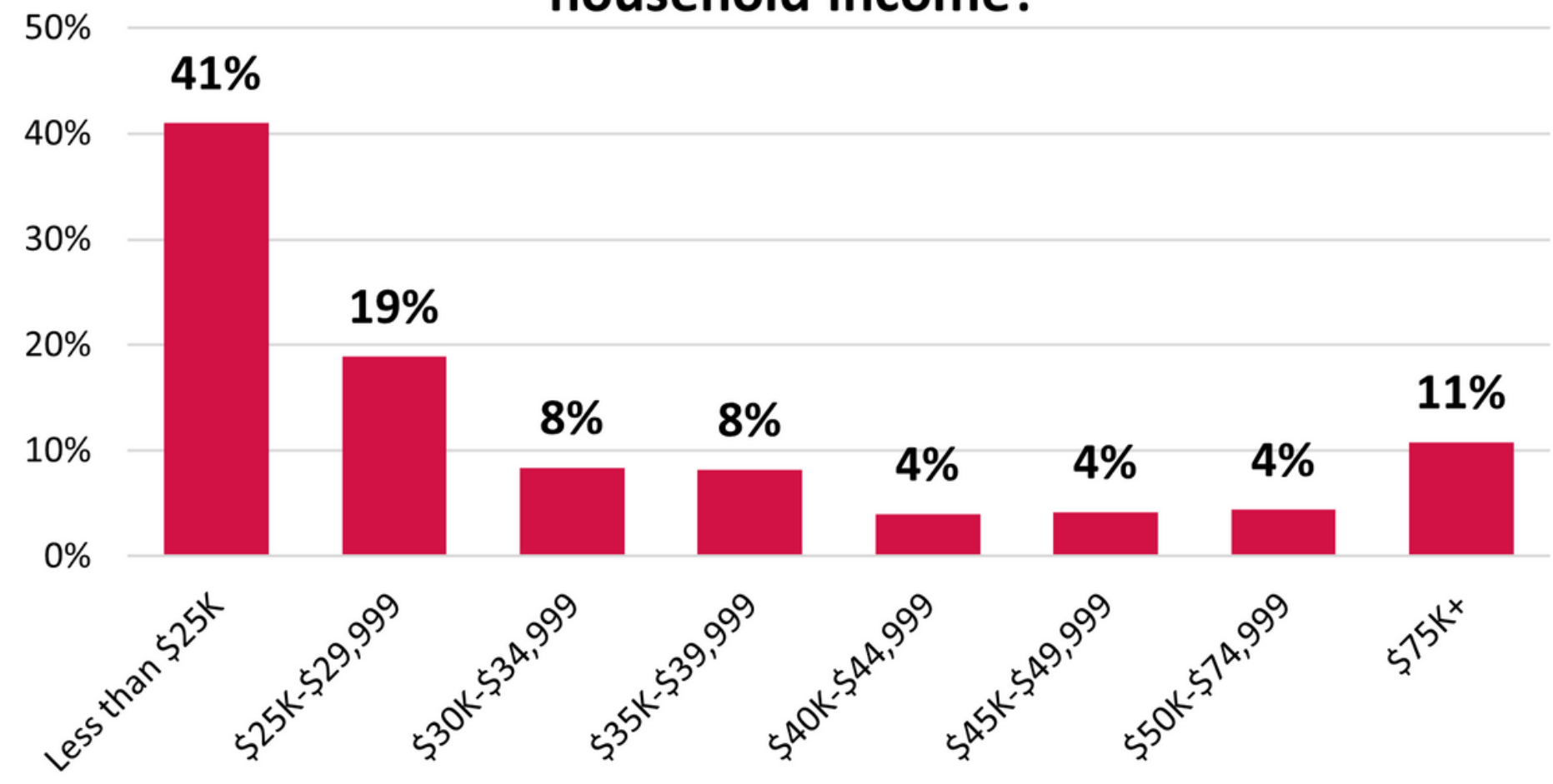


- The typical age of a rail rider is between 15 to 39 years (62%) with a total household income of less than \$29,999 (60%).

What is your age?



Which category best describes your total annual household income?



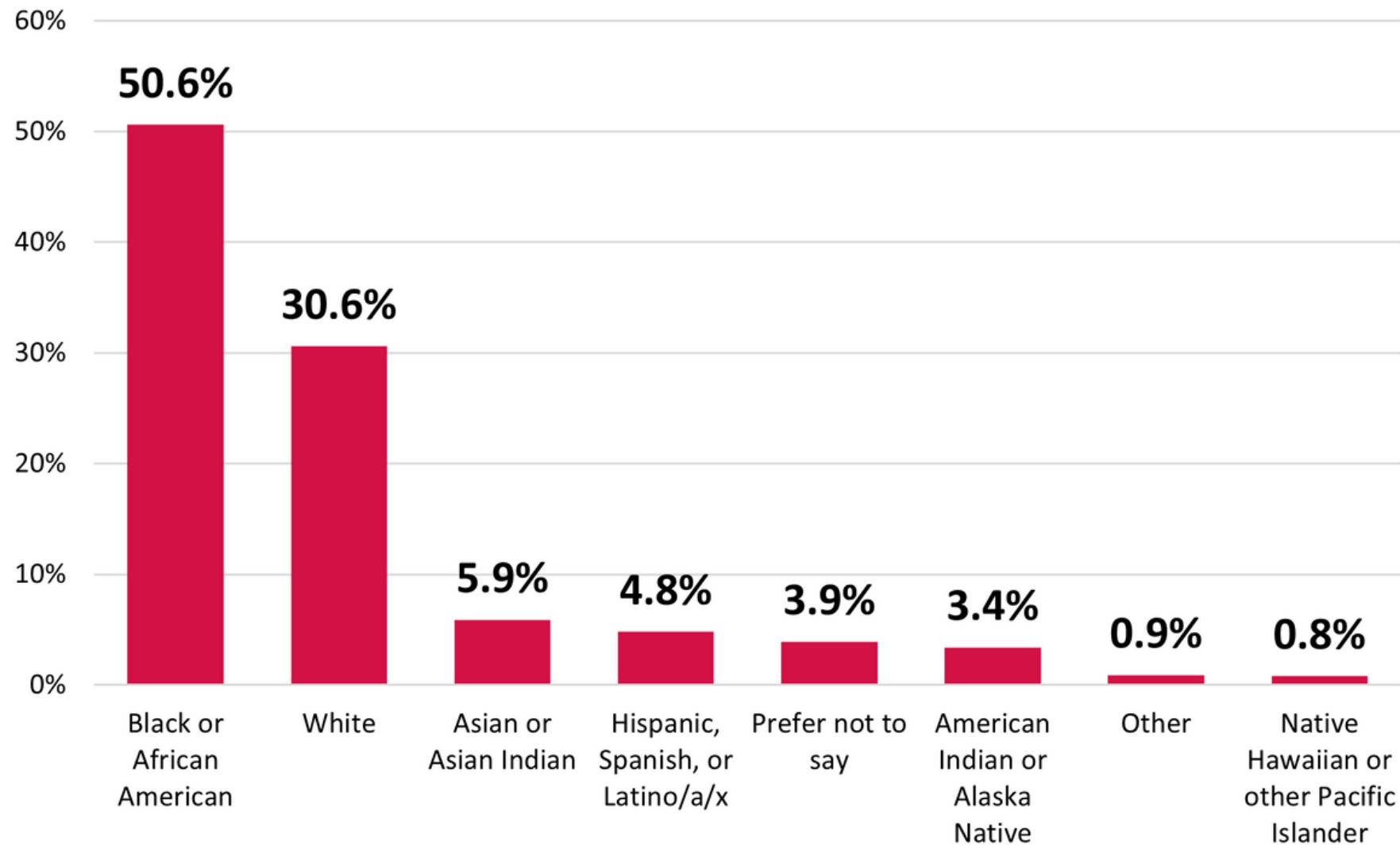


Customer Characteristics

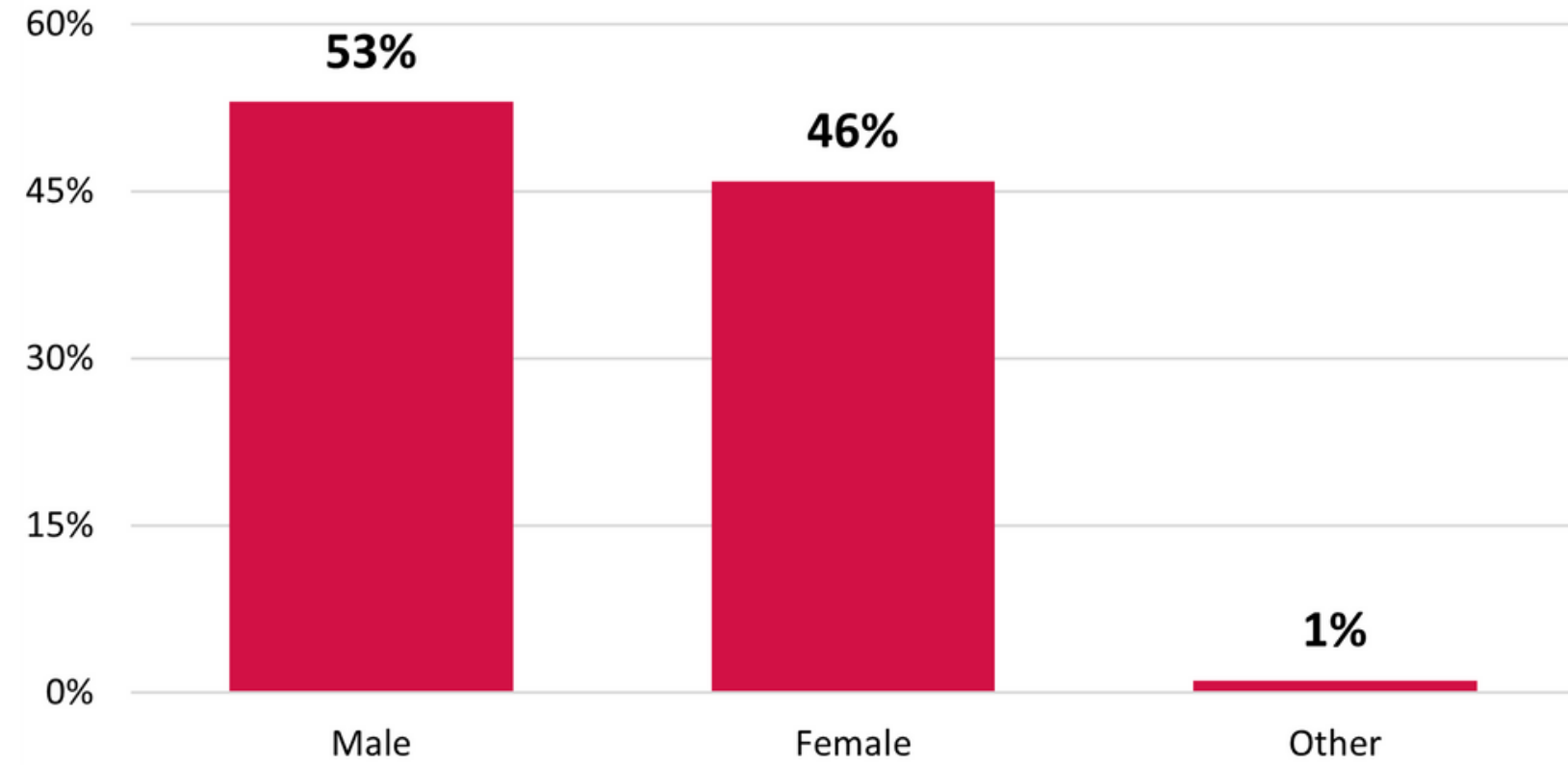


- The typical rail customer is Black/African American (51%), male (53%), and in a household with 2 people or fewer (60%).

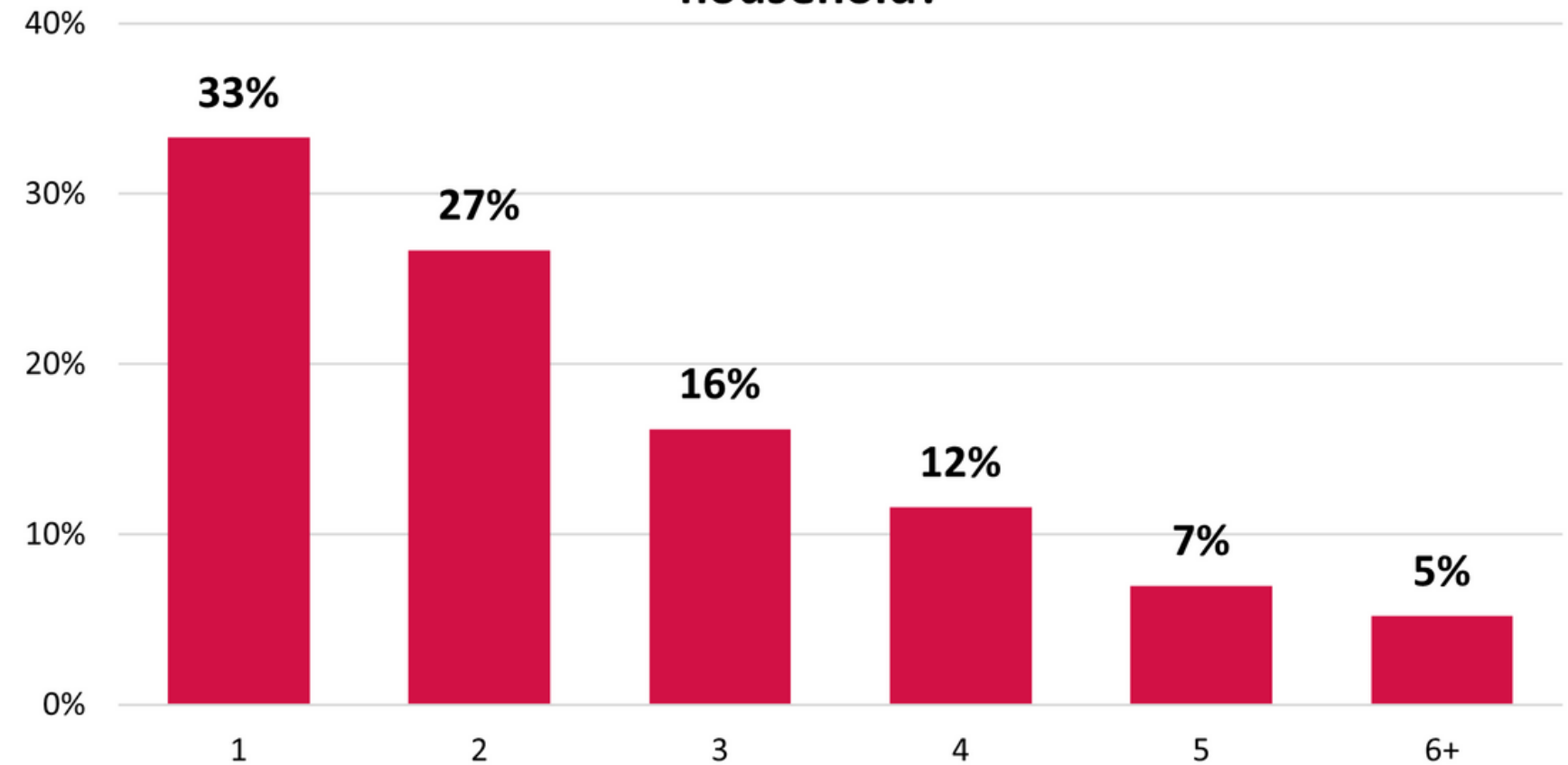
Which of the following best describes your race/ethnicity?



What is your gender?



Including yourself, how many people live in your household?



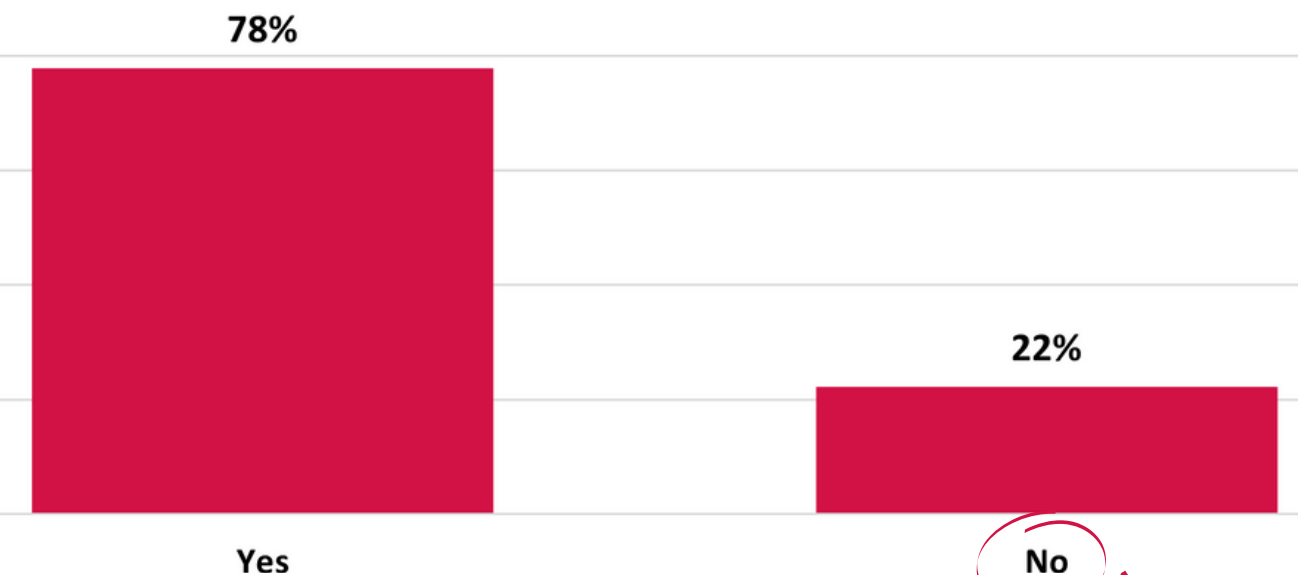


Transit Dependence and Choice Riders

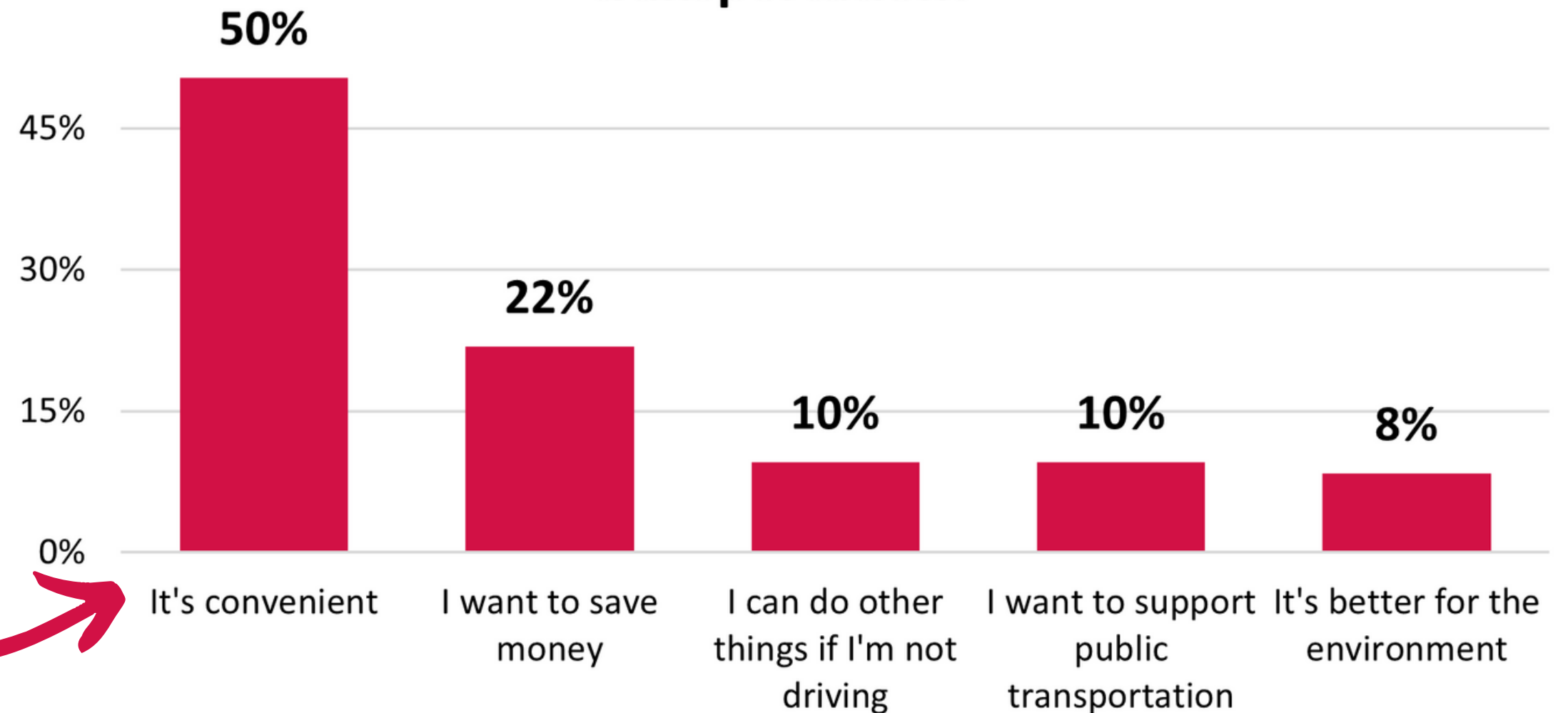


- 78% of rail customers are dependent on using rail train for travel.
- Of the 22% of rail customers who have other transportation options, "It's convenient" (50%) is the primary reason for choosing to use rail train services.

Are you dependent on using RTA trains for travel to/from your destinations?



What is the #1 reason you choose public transportation?



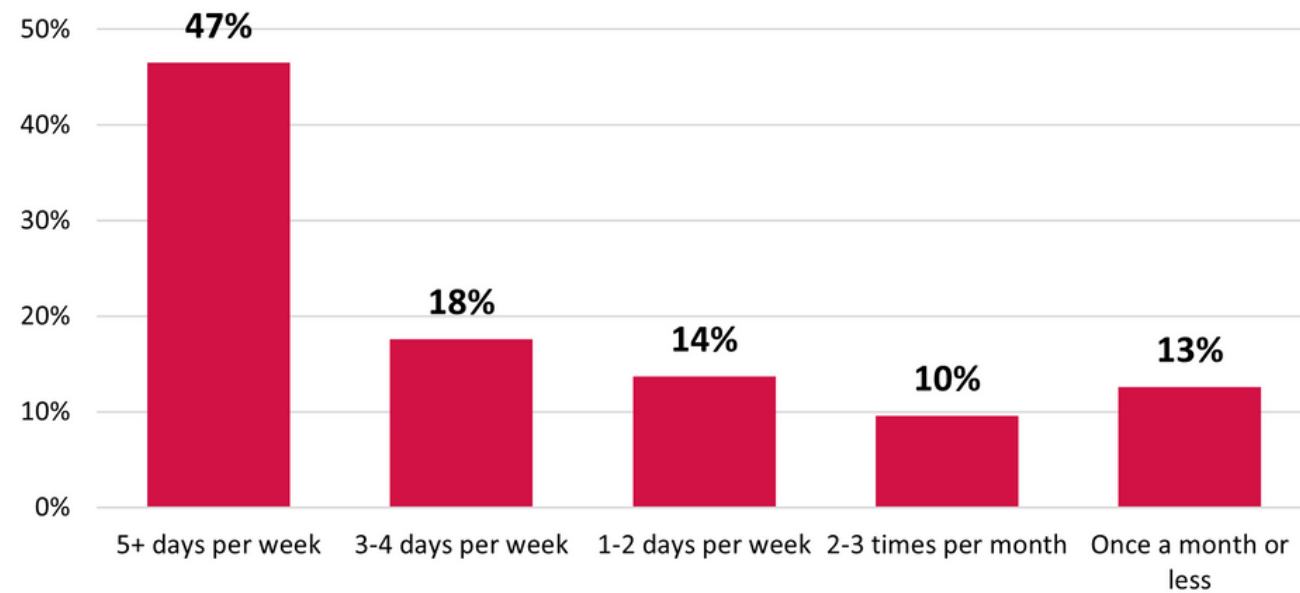


Trip Frequency and Purpose

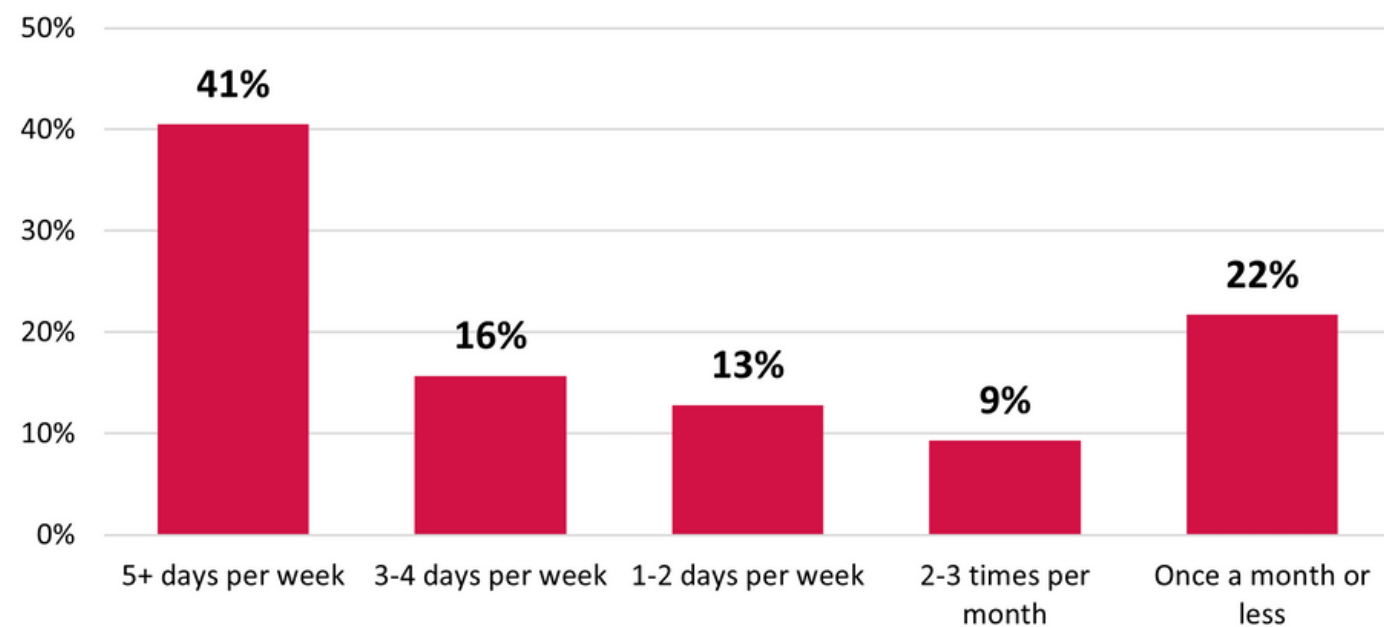


- Rail customers most often ride the rail 5+ days per week (47%) and 41% ride other RTA services 5+ days a week.
- Rail customers most frequently ride the rail for work (48%).

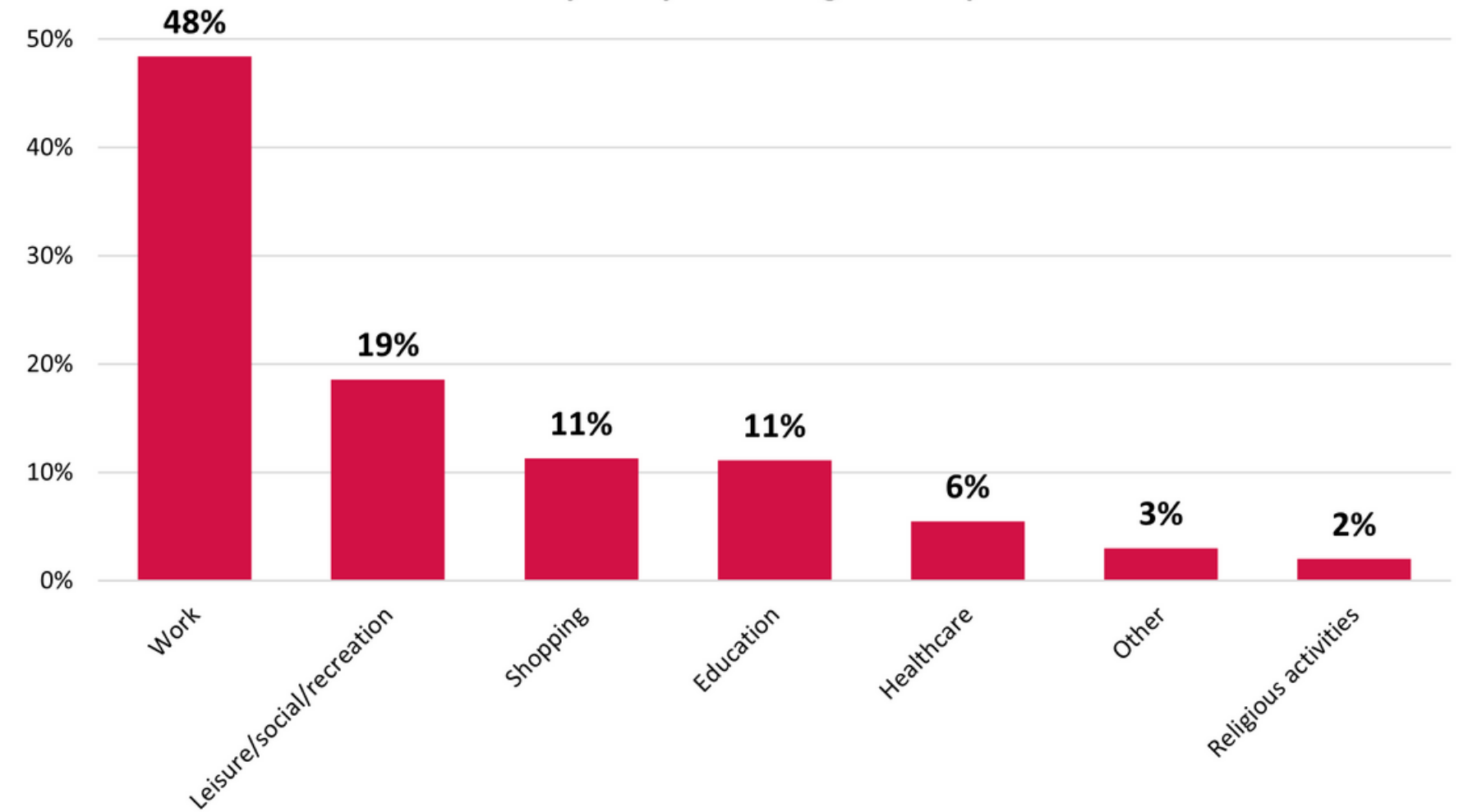
How often do you ride the train?



How often do you ride other RTA services?



Why are you taking this trip?



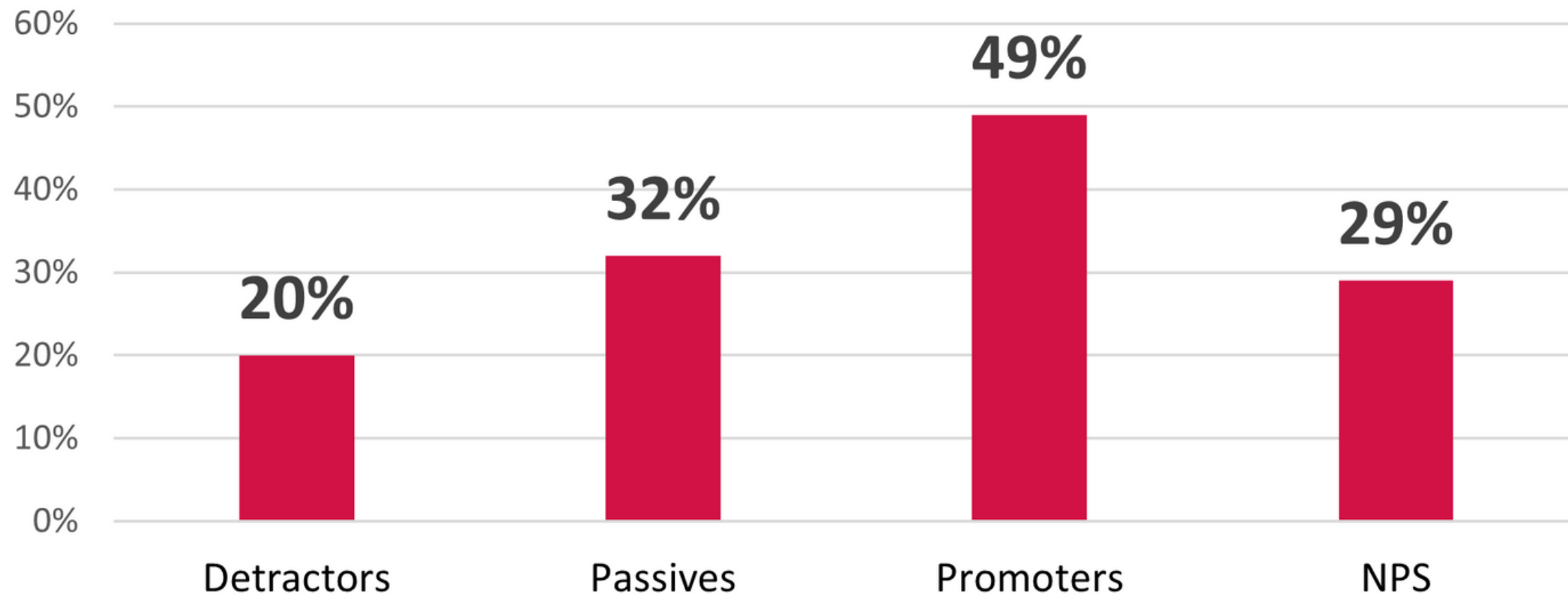


Net Promoter Score (NPS)

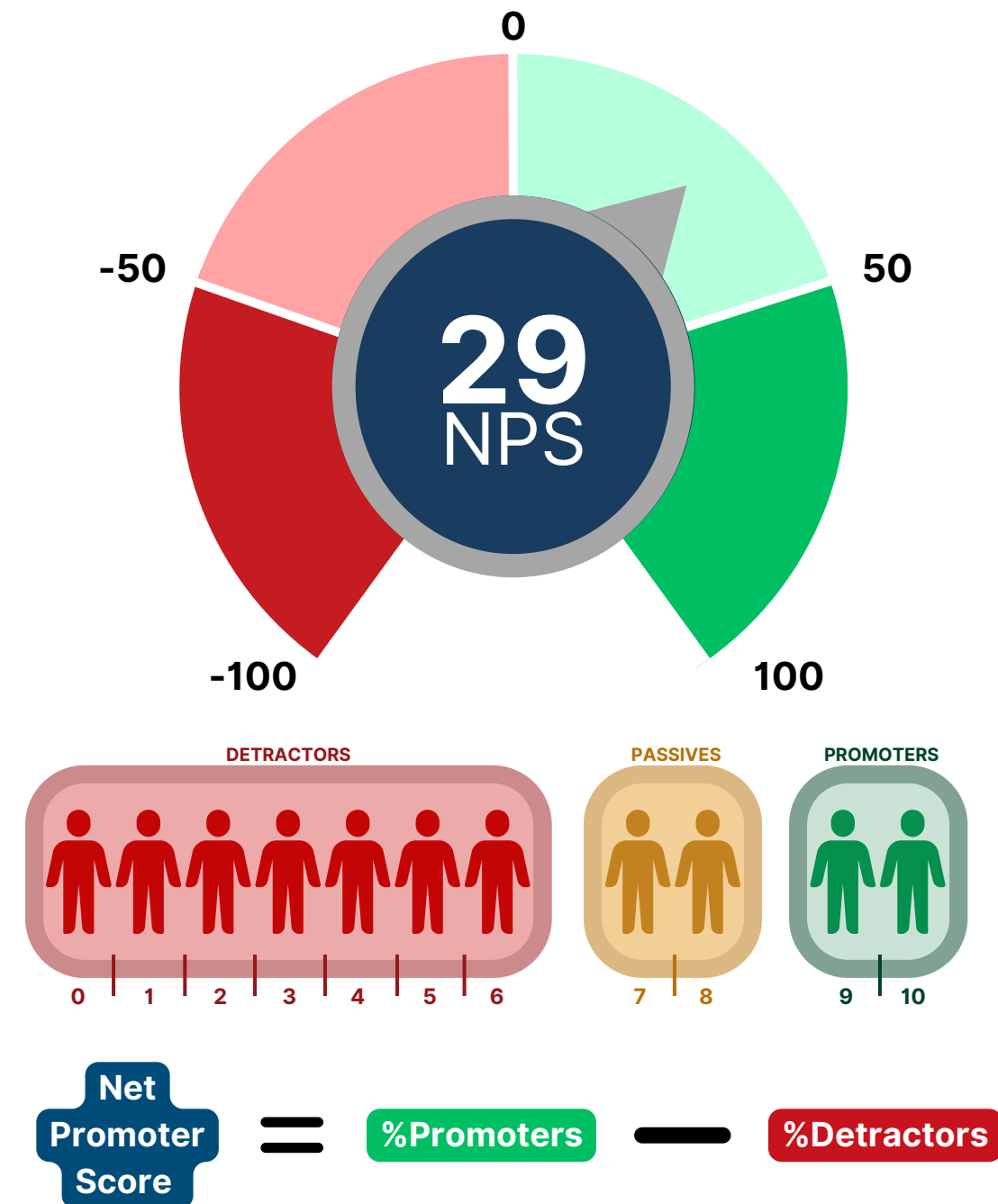
Train Rail Service

- Likelihood of recommending RTA train to friends and neighbors.
- RTA's Rail NPS is 29%

All things considered, how likely would you be to recommend riding a RTA train to a friend or neighbor?



RTA's Train NPS is influenced by the high number of "promoters". The "promoters" remained at about 50%, same as the previous year. There was an increase of 7% "detractors" as compared to last year which lowered the overall NPS score from 36% last year to 29% this year.



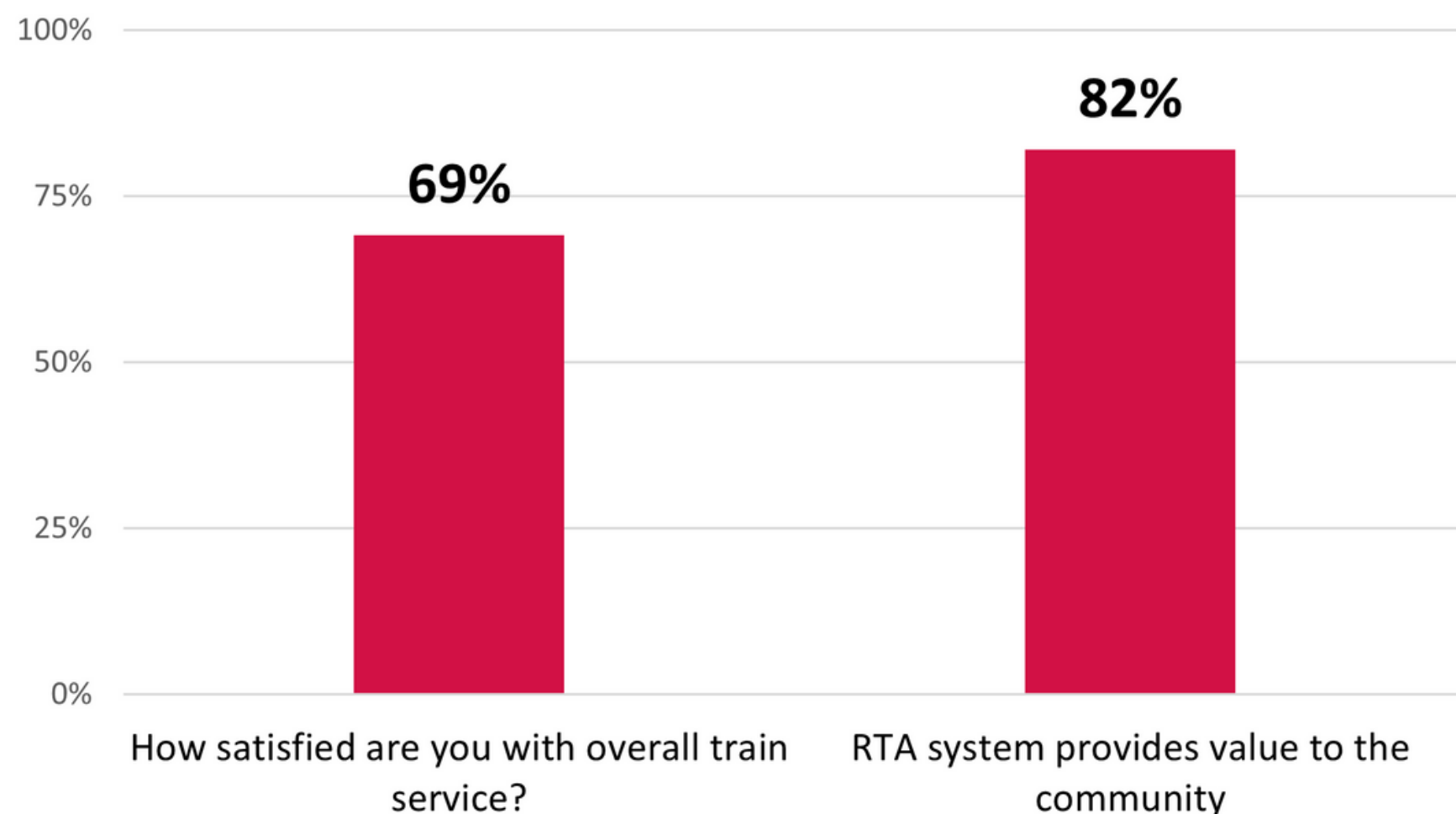


Satisfaction and Community Value

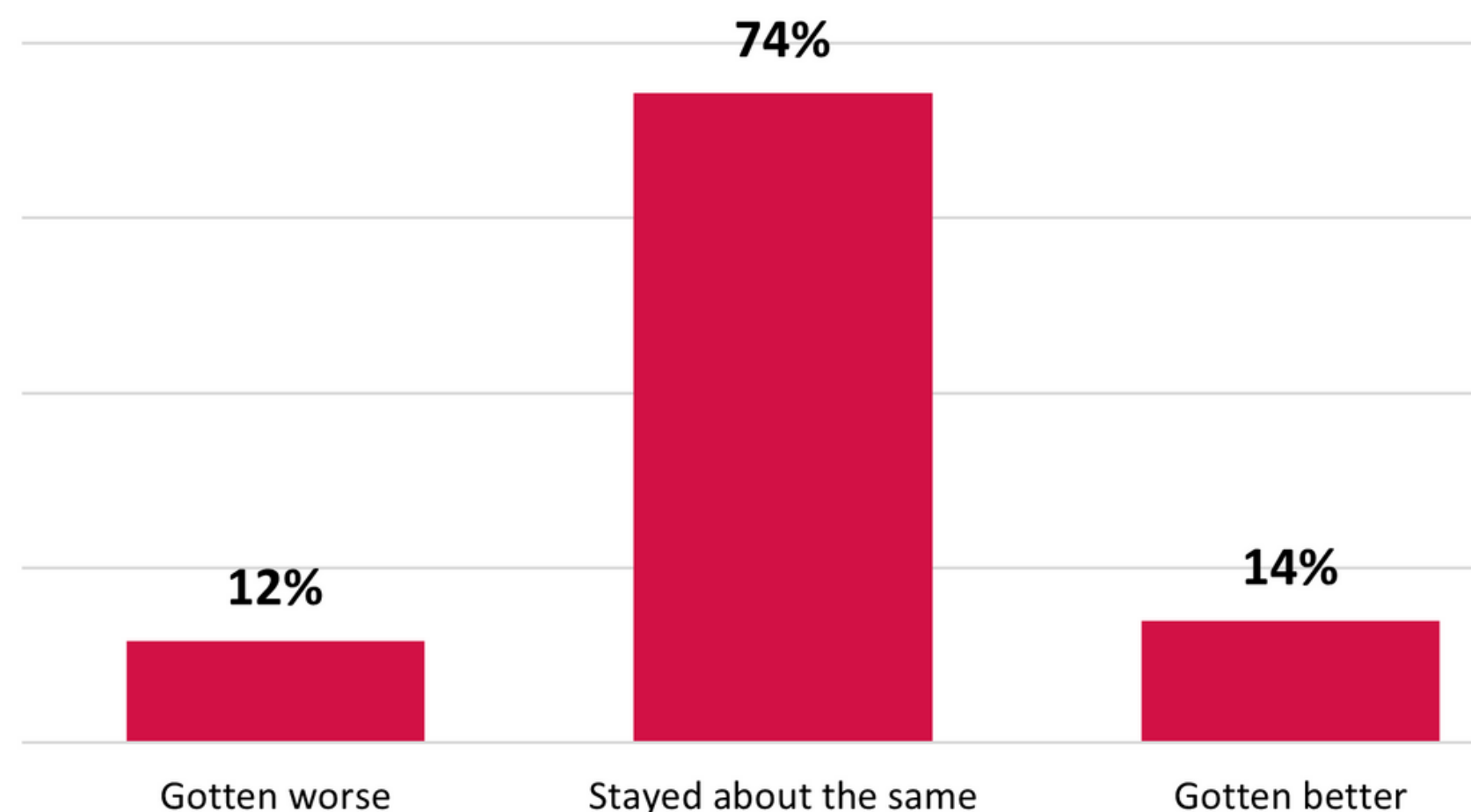


- 69% of Rail Customers are satisfied overall with the train service.
- 82% of Rail Customers believe the RTA system provides value to the community.
- In the past year, 74% of Rail Customers believe the bus service has stayed the same.

Overall Satisfaction | Community Value



What has the train service become in past year?



Customer Importance Factors

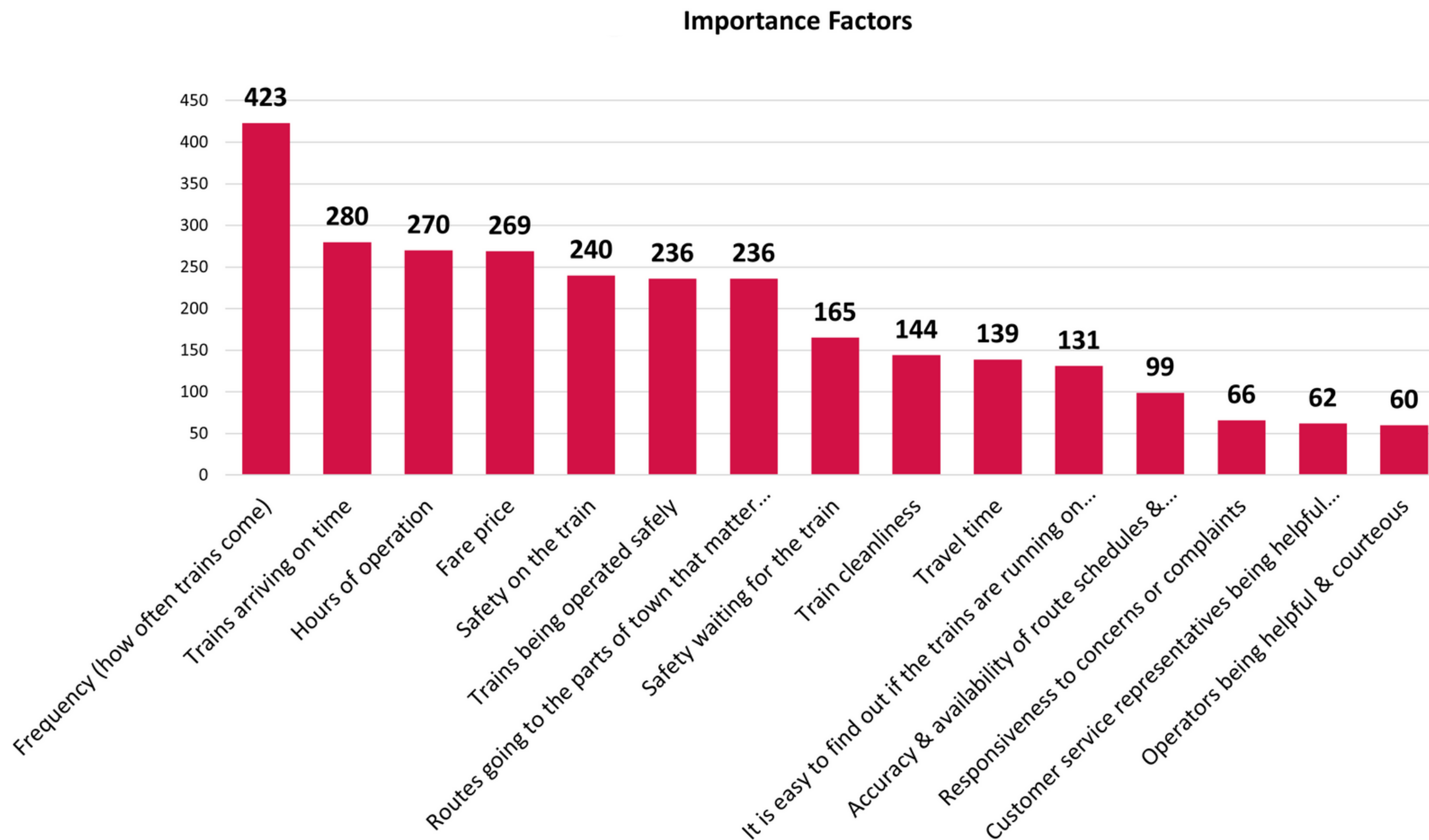
Rail Train Service



Top Customer Importance Factors

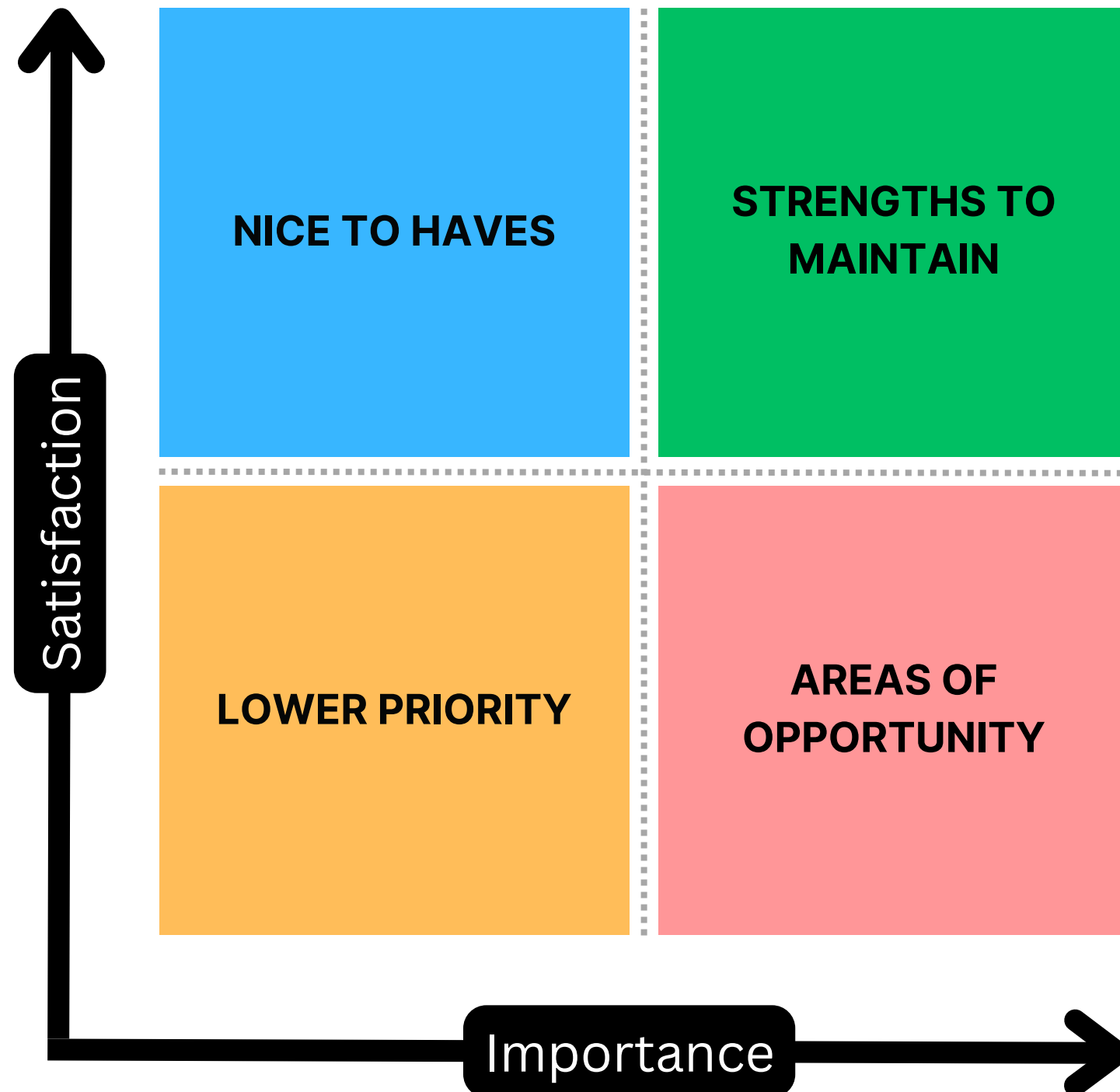


- The top four importance factors to Rail Customers are frequency of trains coming (423), on-time performance (280), hours of operation (270), and fare price (269).



Key Driver Analysis

Satisfaction vs. Importance



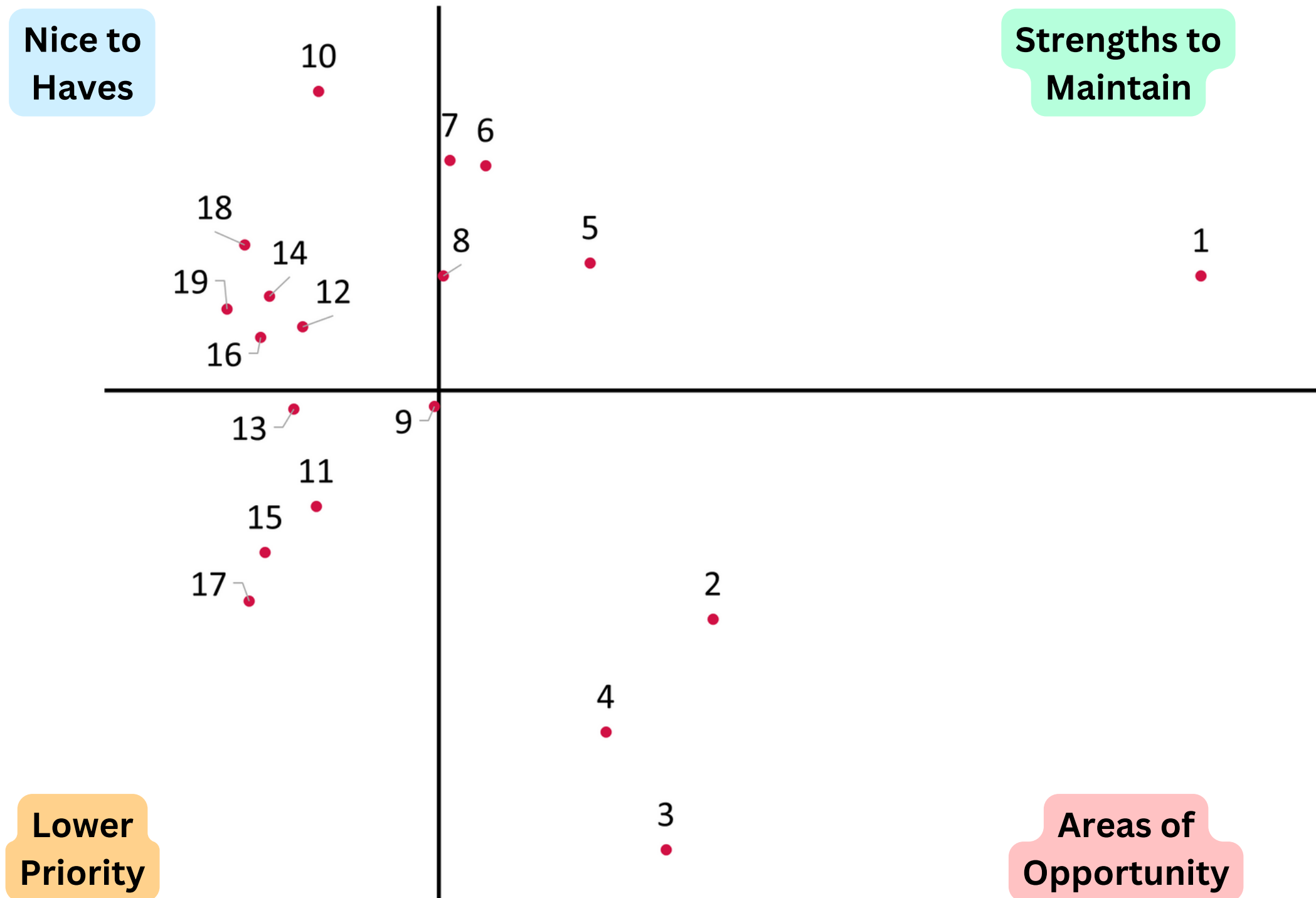
The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.

Satisfaction vs. Importance



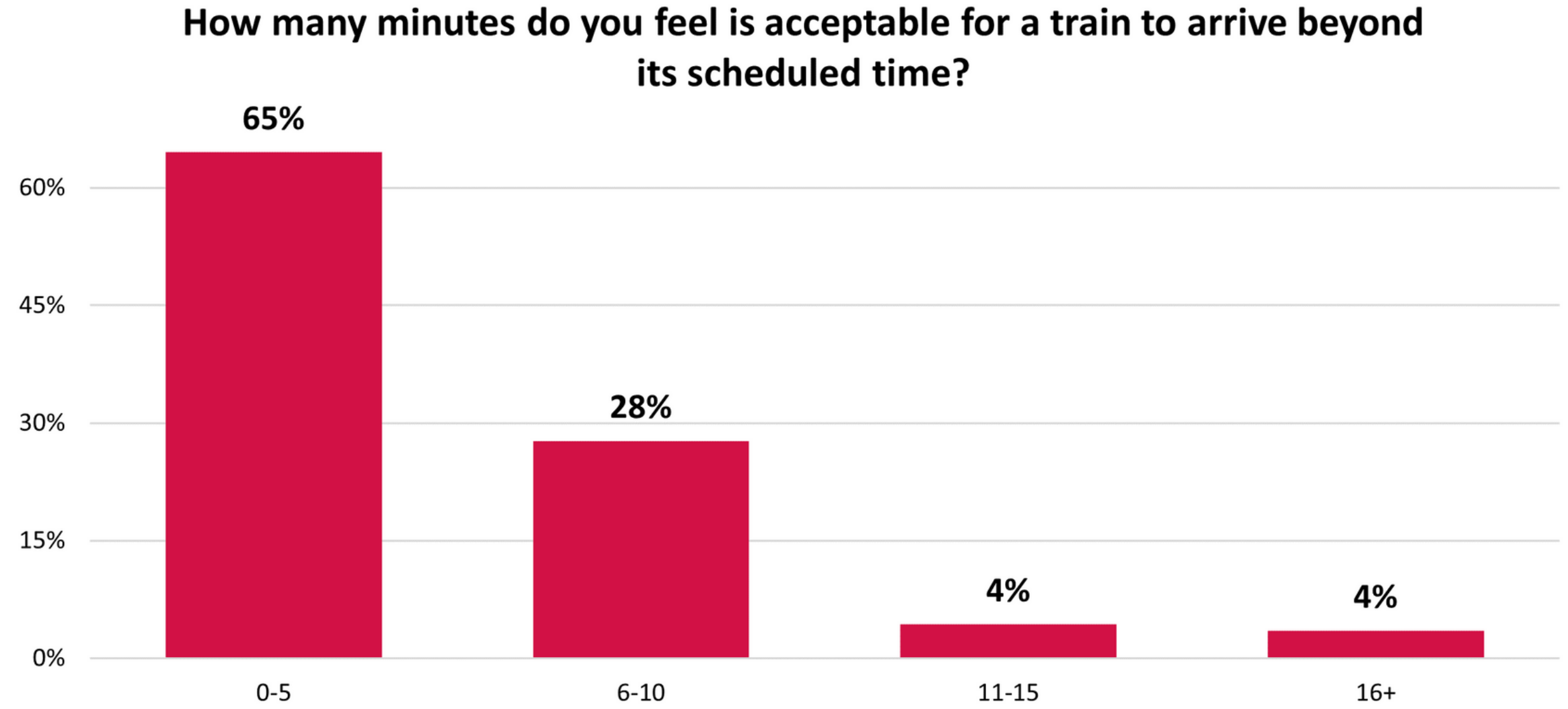
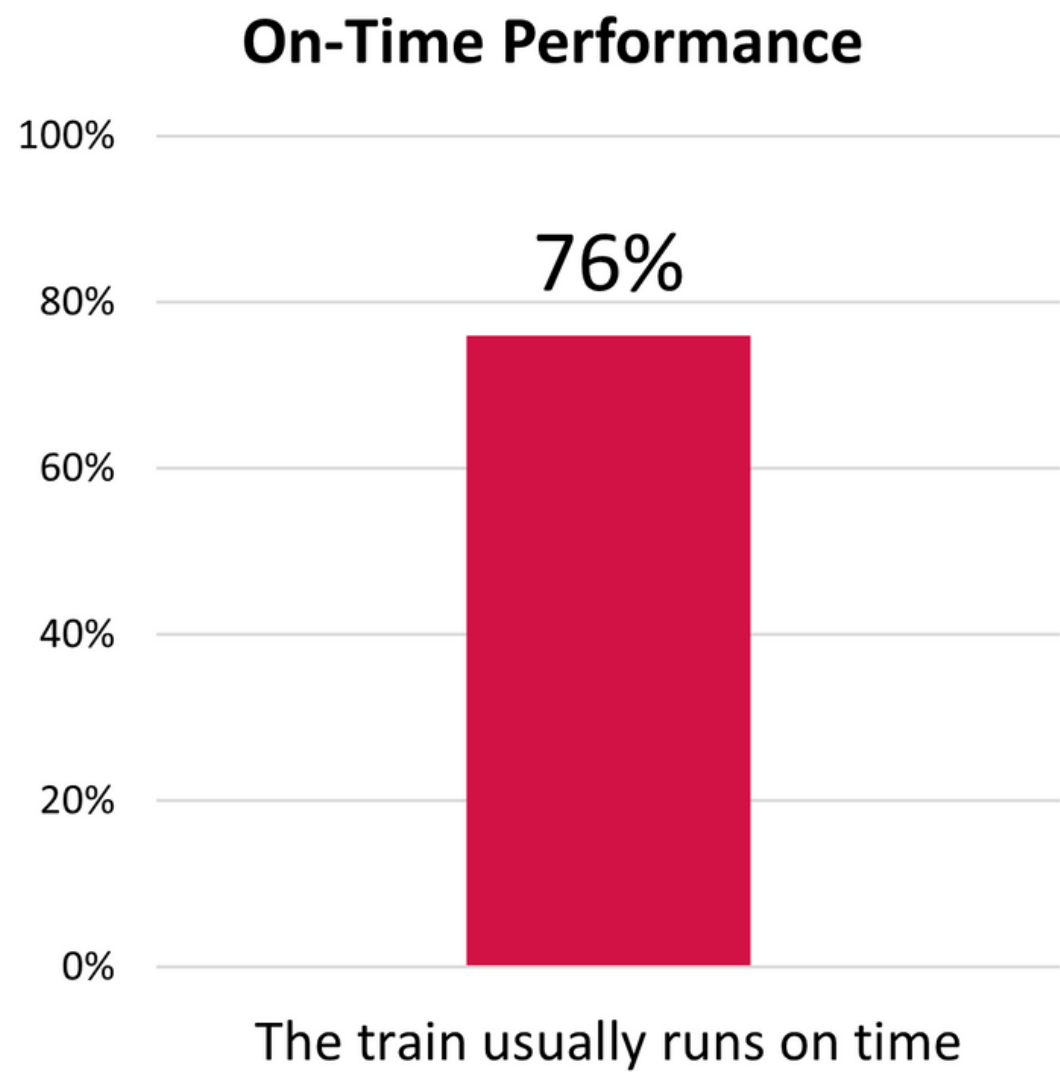
Legend

1. The train usually runs on time
2. **I feel safe riding the train**
3. **Train is clean**
4. **I feel safe & secure waiting for my train**
5. The train routes are conveniently located for me
6. The trains operate on the days & at the times that I need them
7. The train gets me to my destination in a reasonable amount of time
8. The frequency of service (how often the trains come) is satisfactory
9. Price of the fares is reasonable
10. Train operators operate the vehicle safely
11. It is easy to find out if the trains are running on schedule
12. Train operators are helpful
13. Train operators are courteous
14. I view RTA employees favorably
15. RTA provides adequate updates on detours, service changes, & service improvements
16. It is easy to get information about RTA's services & route schedules
17. I repeat RTA messages to those I believe would benefit from the information
18. I understand RTA's available routes, & I am confident navigating the system
19. Train operators are knowledgeable about RTA system



On-Time Performance

- 76% of Rail Customers are satisfied with the On-Time Performance.
- 65% of Rail Customers believe it is acceptable for the train to arrive only 0 to 5 minutes beyond its scheduled time.



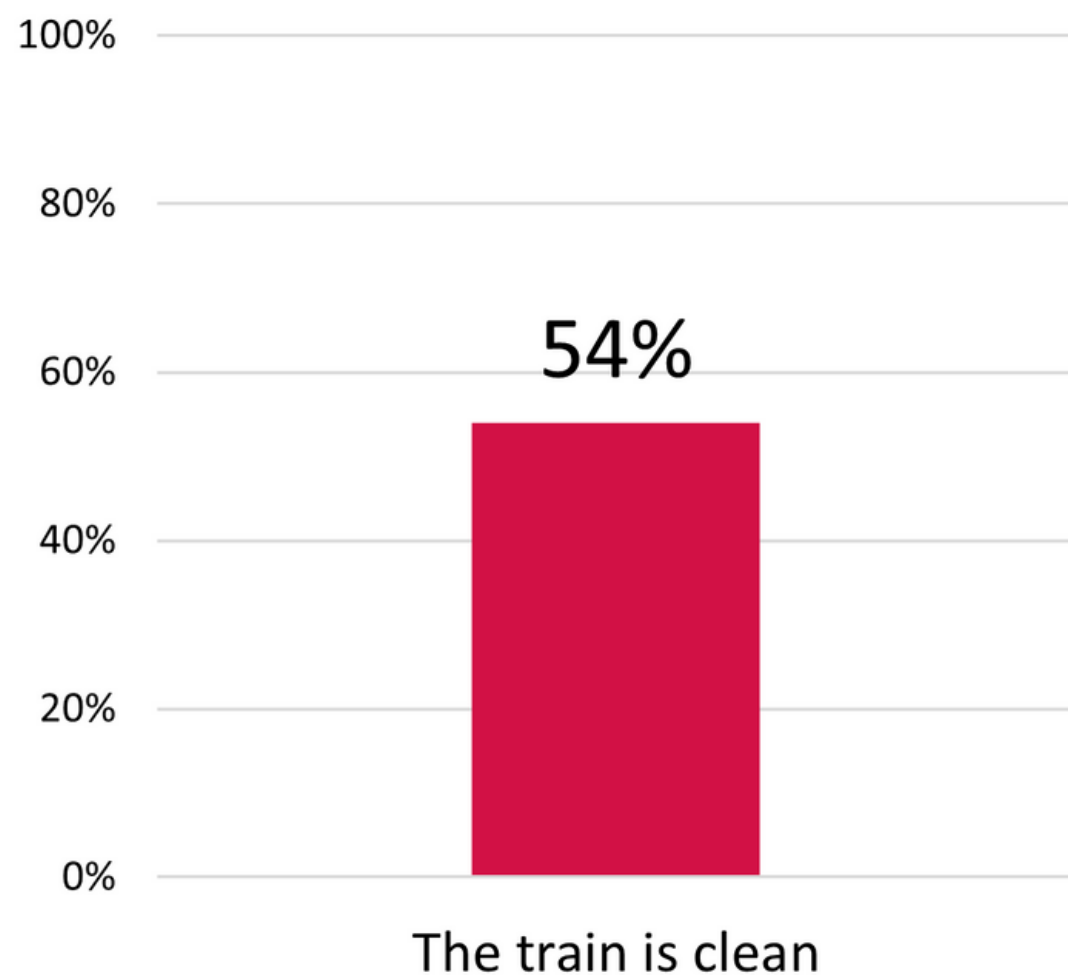


Cleanliness of Trains

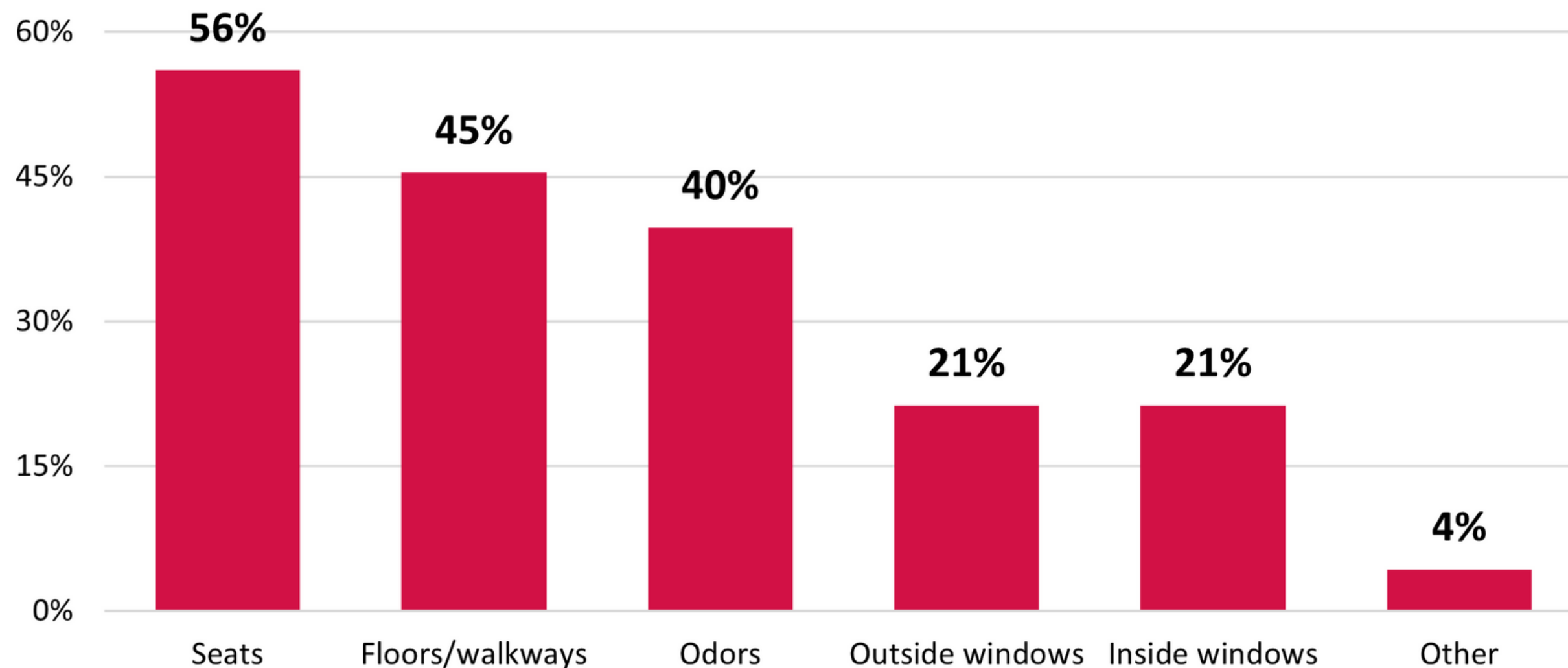


- 54% of train customers are satisfied with the cleanliness of trains.
- Rail customers think focusing on seats (56%) and floors/walkways (45%) would improve their satisfaction with train cleanliness.

Cleanliness of Trains



Which areas would you like RTA to focus on to improve your satisfaction with train cleanliness?





Rail and Rail Stop Safety



- 63% of rail customers feel safe while riding the train.
- 58% of rail customers feel safe while waiting for the train.



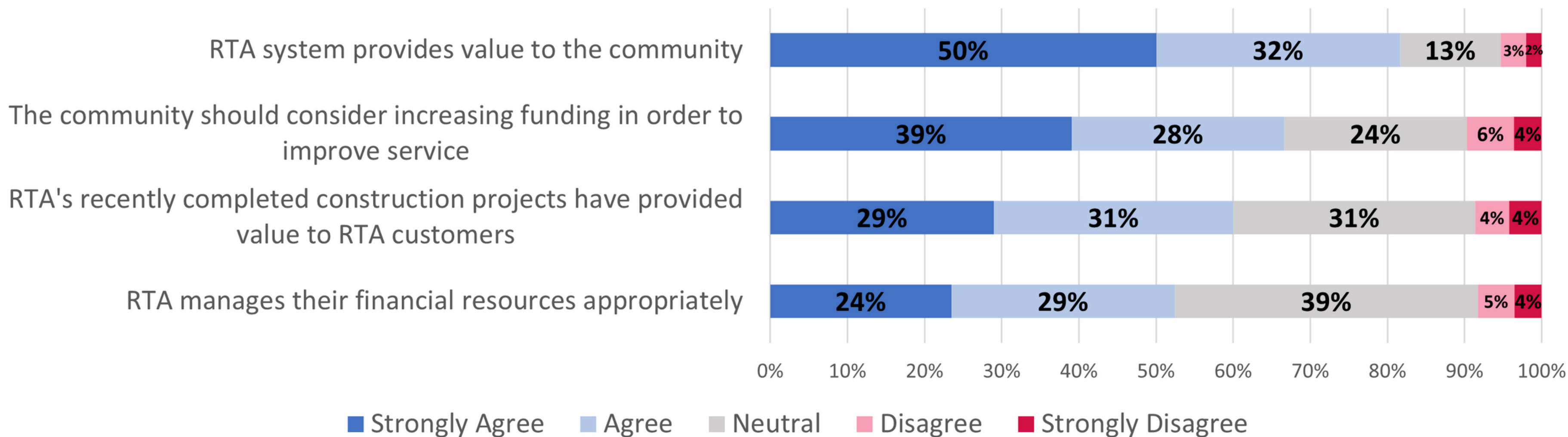


Funding and Value



- 82% of rail customers believe the RTA system provides value to the community.
- 67% of rail customers think the community should consider increasing funding in order to improve service.

Please rate your satisfaction with the following statements:



Customer Service

Rail Train Service

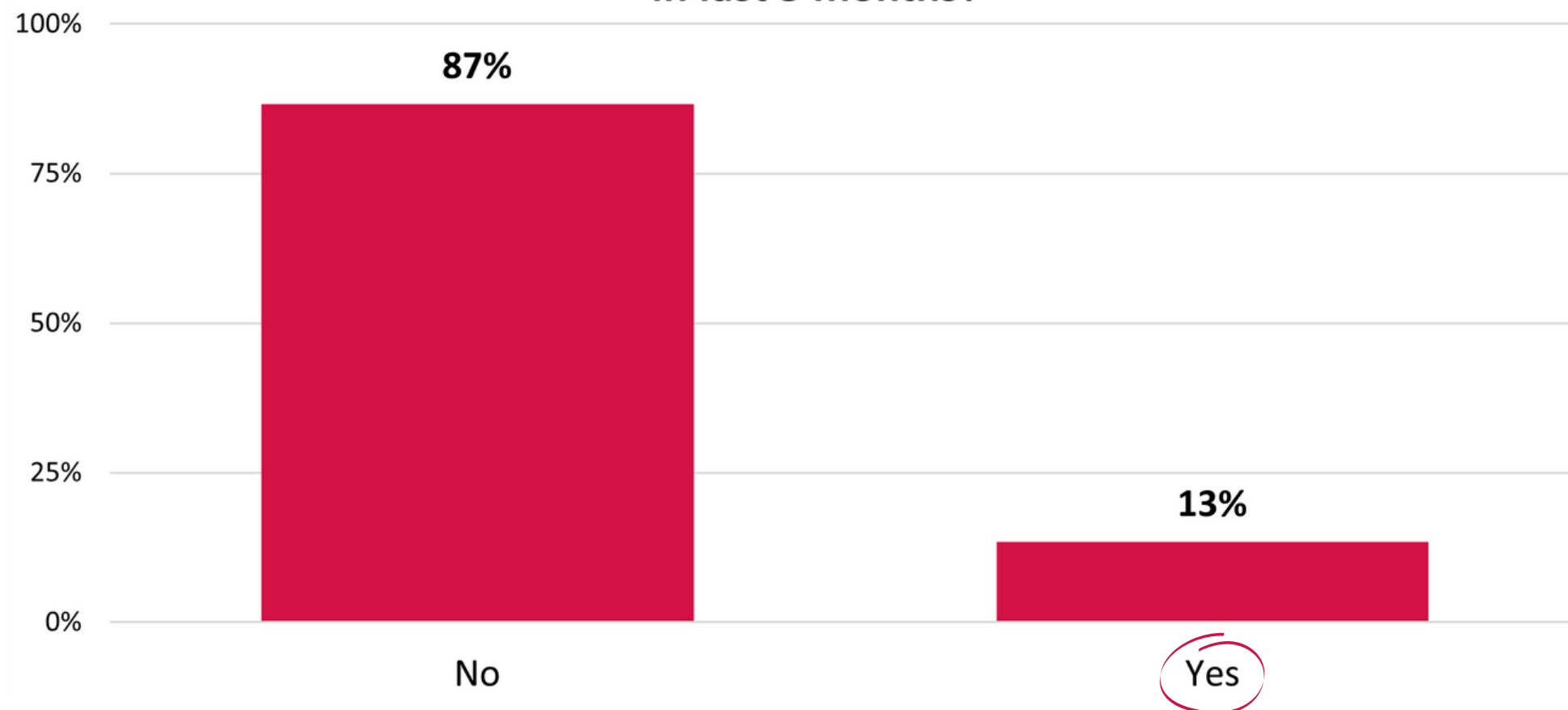


Communications with Customer Service

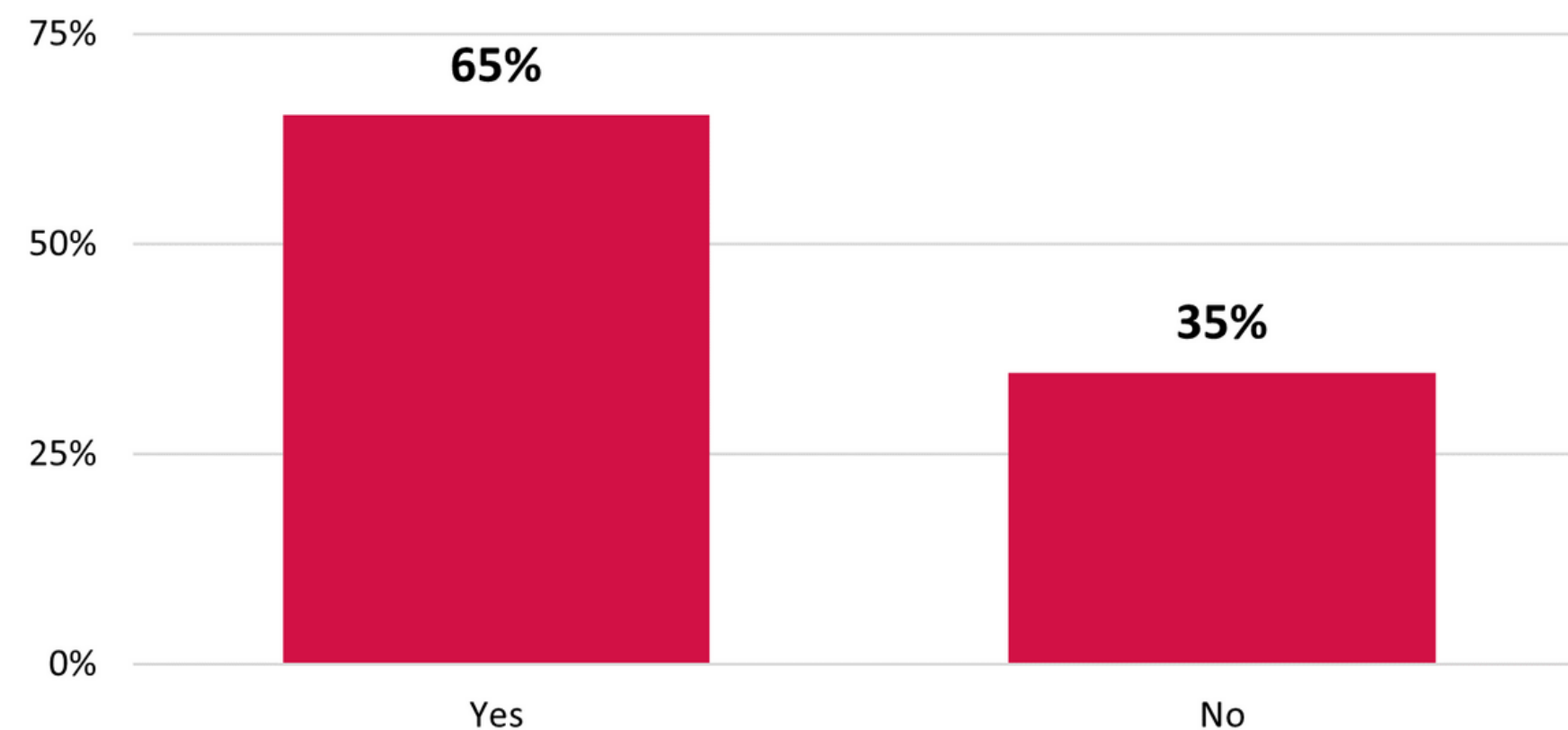


- 13% of rail customers have contacted RTA in the last 3 months.
- Of the 13% of rail customers who have contacted RTA, 65% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in last 3 months?



Was the issue resolved?



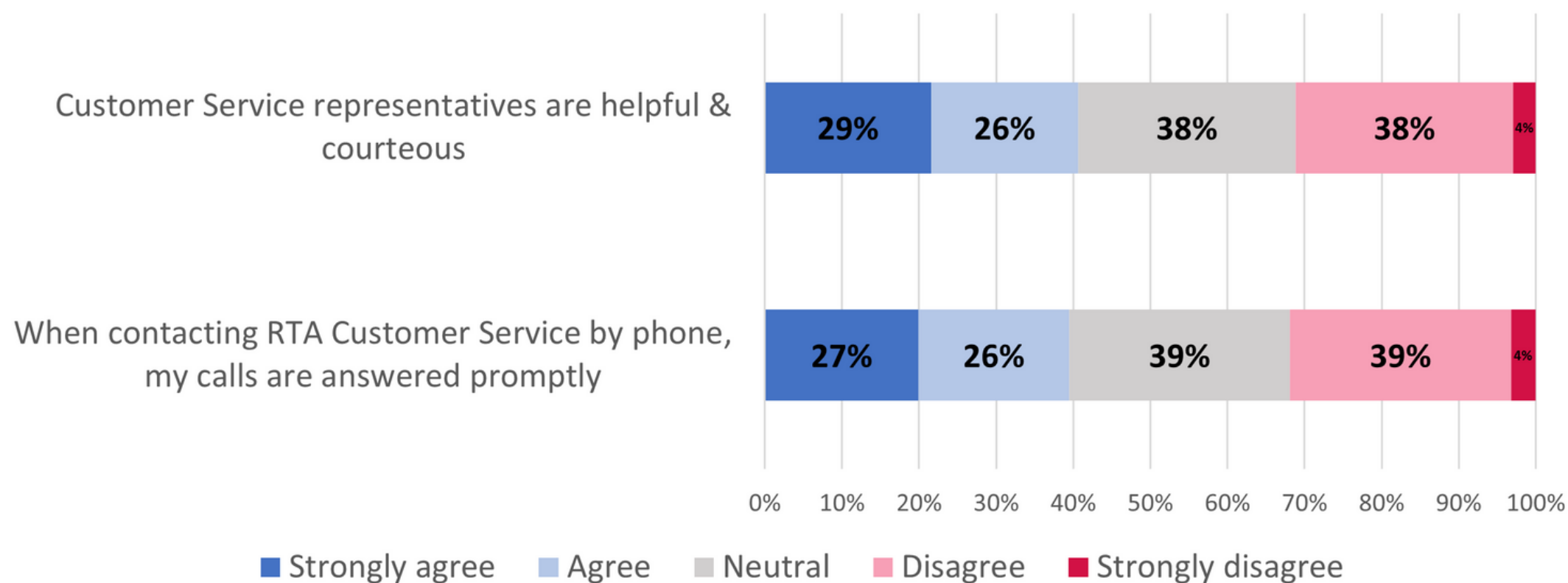


Overall Communications

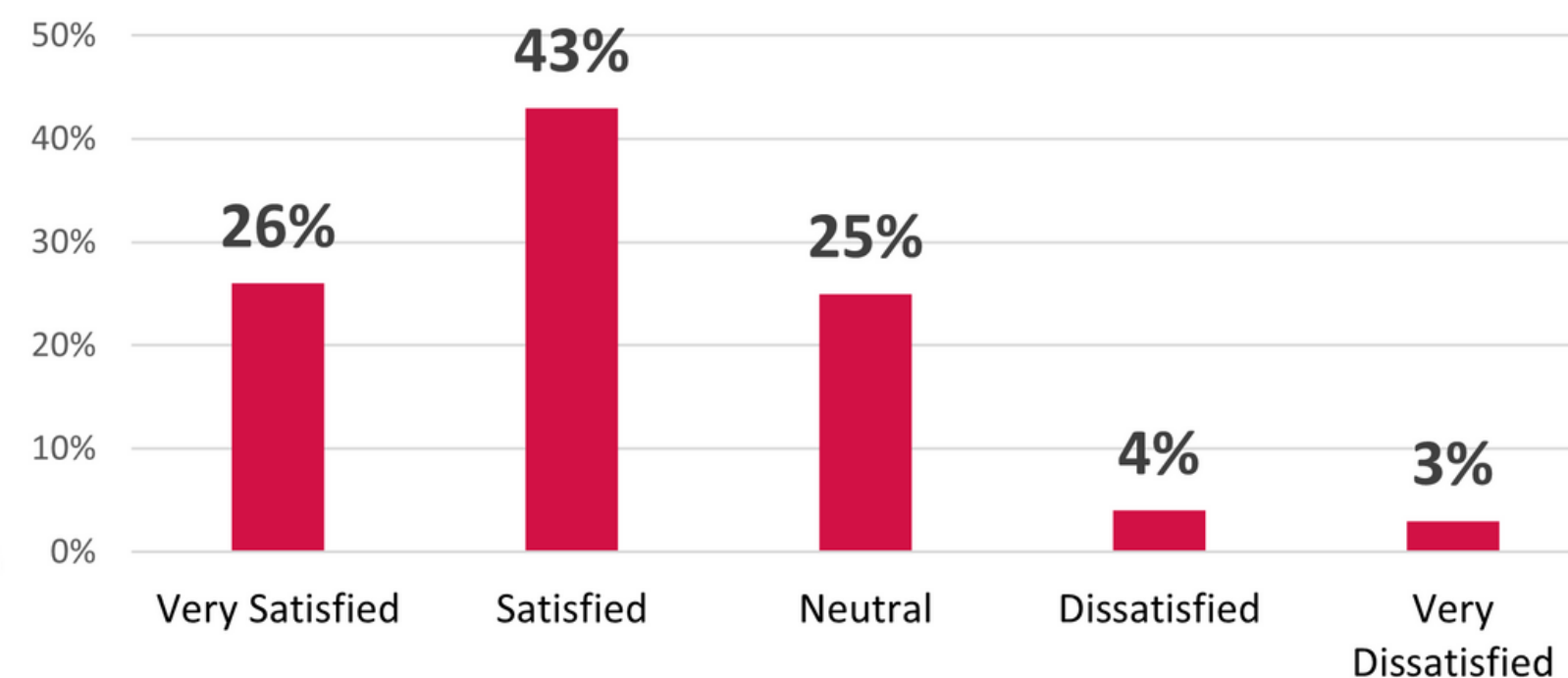


- 69% of rail customers are satisfied with the overall quality of RTA communications material.
- 53% of rail customers agree RTA Customer Service calls are answered promptly and 54% agree that the representatives are helpful and courteous.

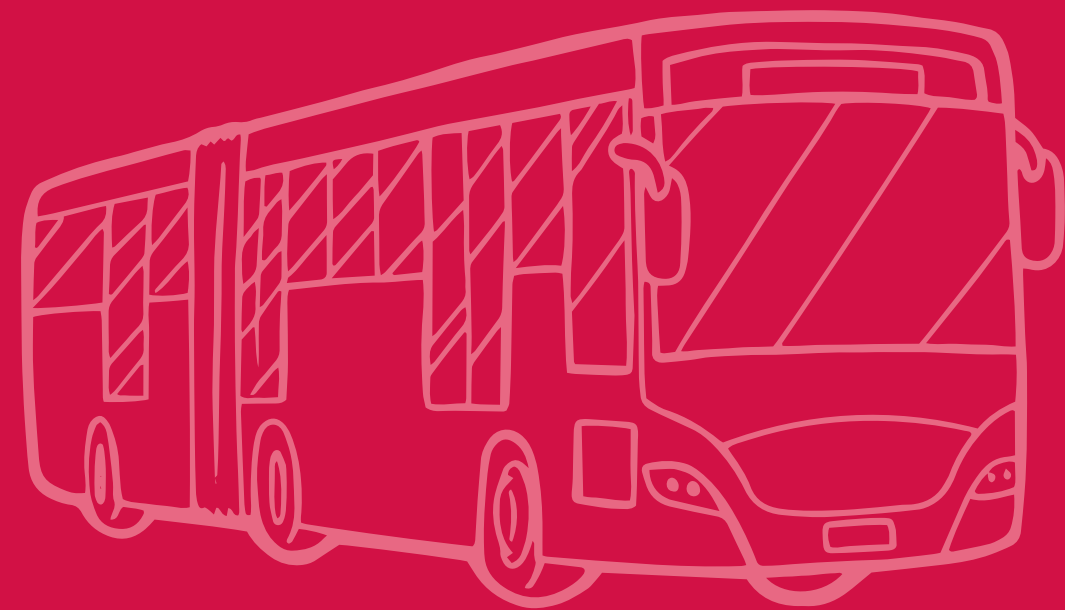
Please rate your satisfaction with the following statements:



How satisfied are you with the overall quality of RTA communications material?



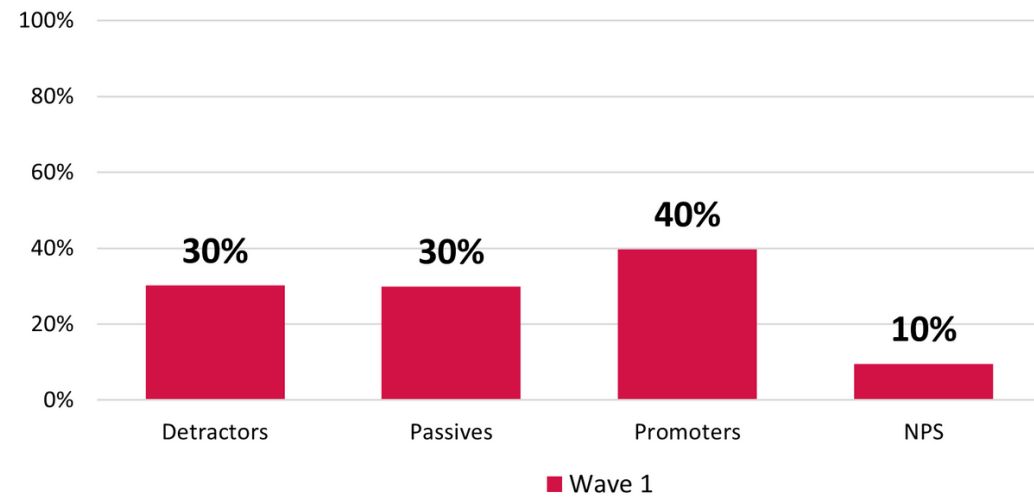
Rider Benchmarks



Net Promoter Score (NPS)

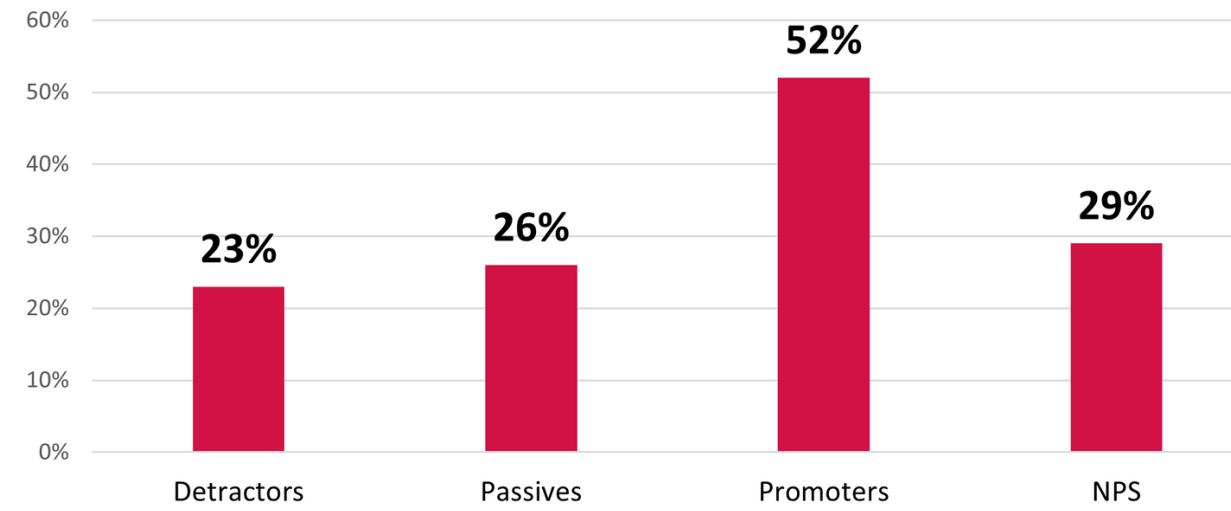
Fixed Bus

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



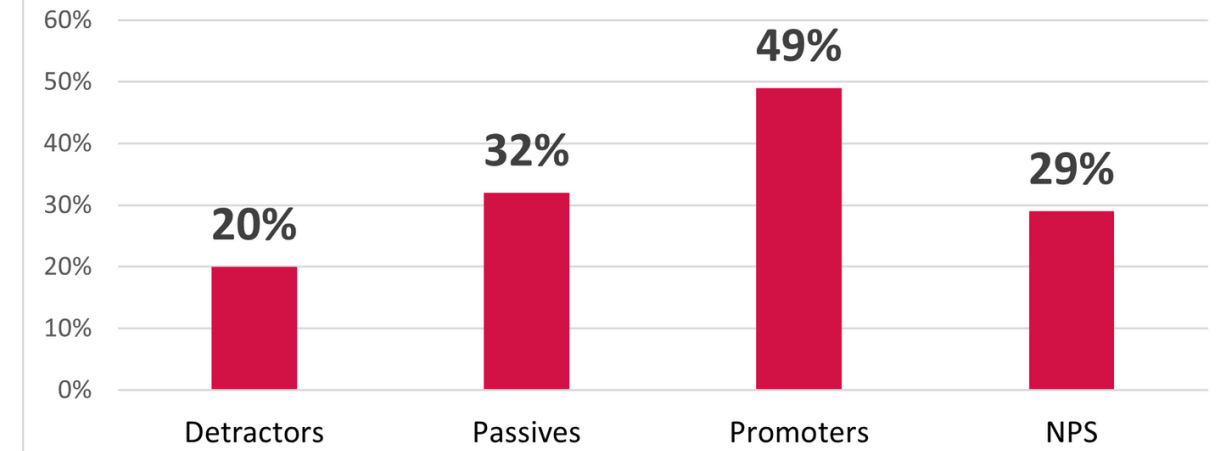
BRT

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



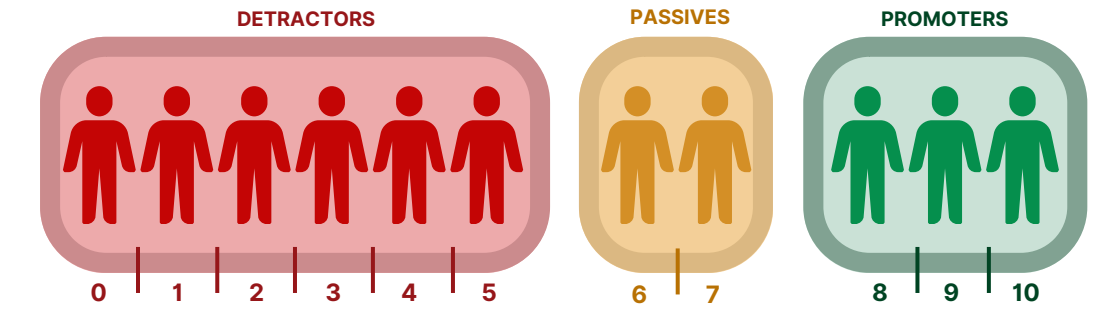
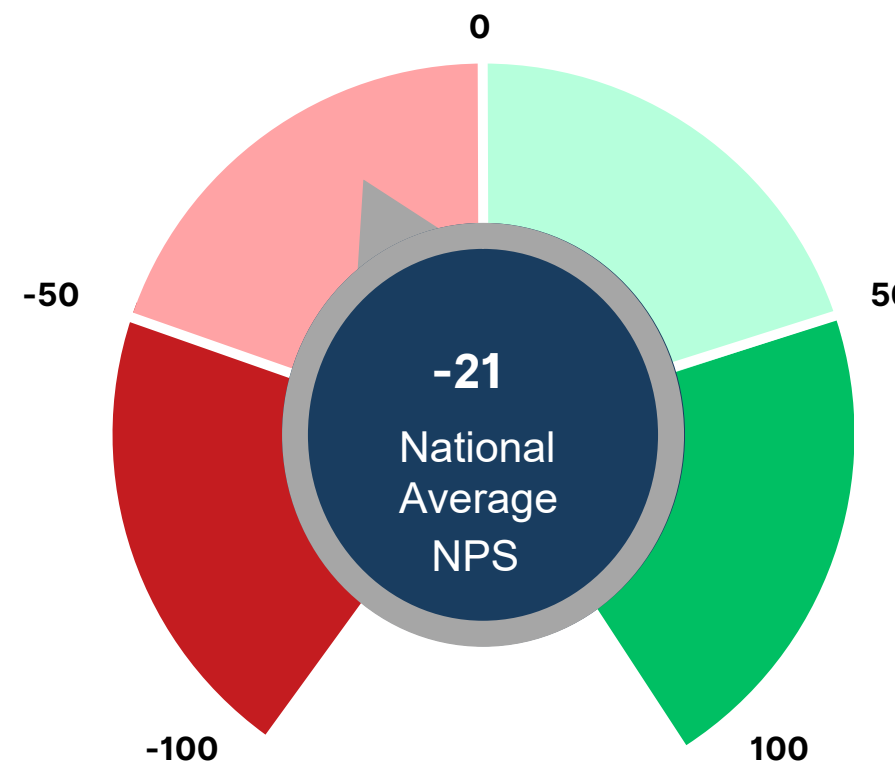
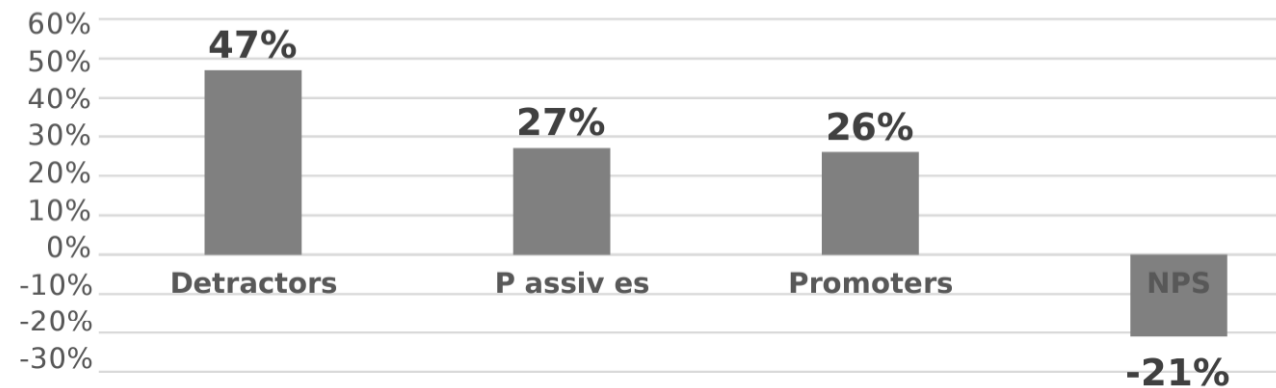
Rail

All things considered, how likely would you be to recommend riding a RTA train to a friend or neighbor?



National Average

How likely would you be to recommend using public transportation services in the community where you live to a friend or neighbor?

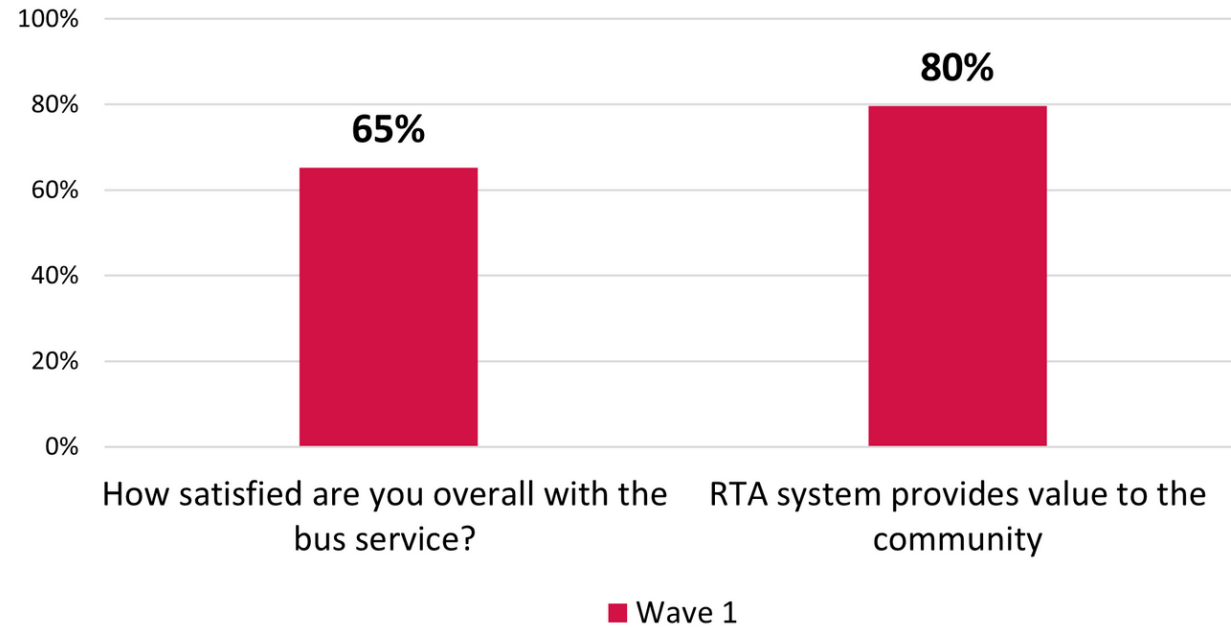


Net Promoter Score = %Promoters - %Detractors

Satisfaction and Community Value

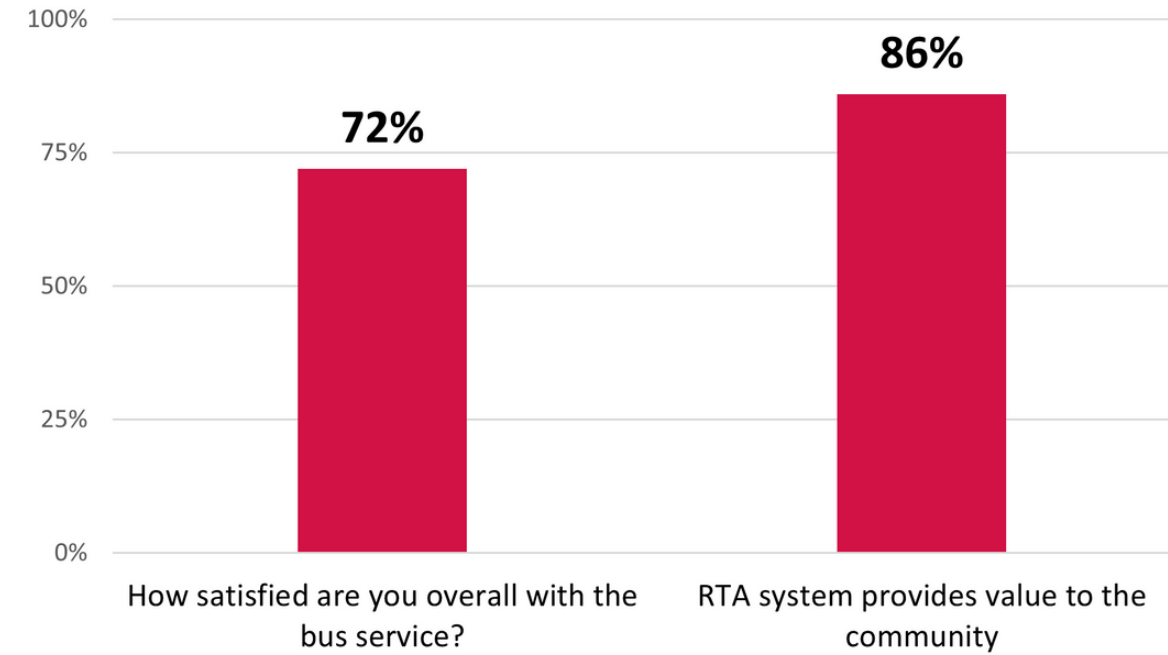
Fixed Bus

Overall Satisfaction | Community Value



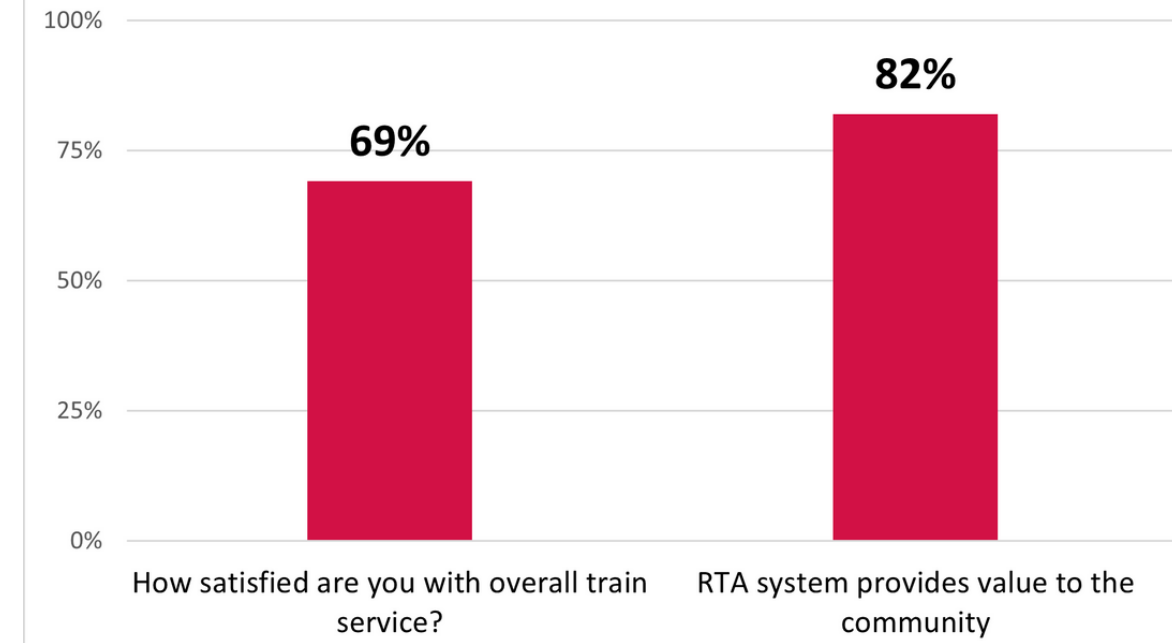
BRT

Overall Satisfaction | Community Value



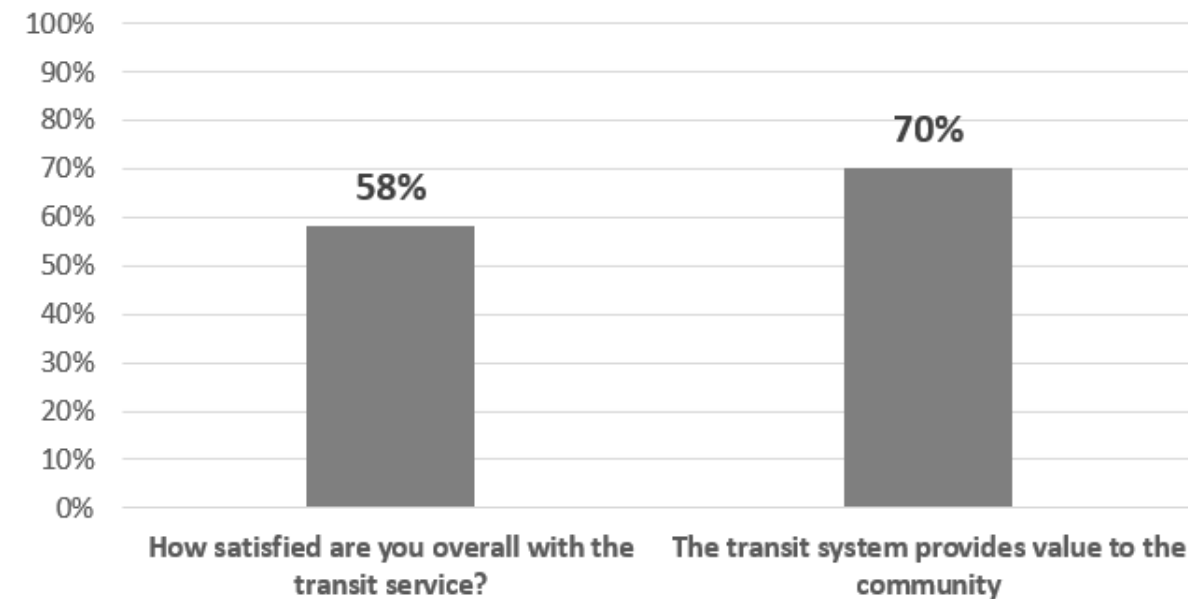
Rail

Overall Satisfaction | Community Value



National Average

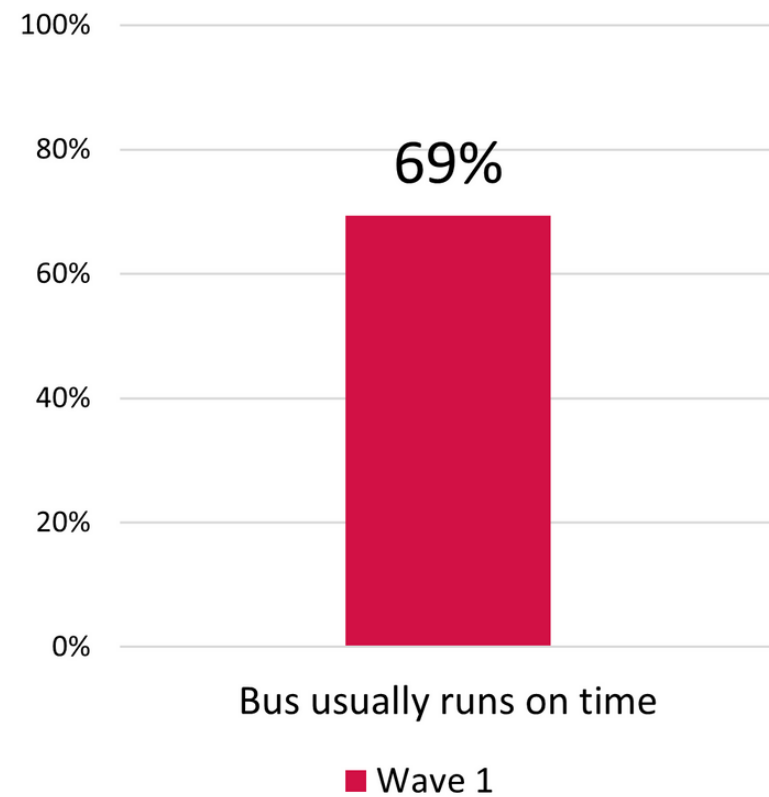
Overall Satisfaction | Community Value



On-Time Performance

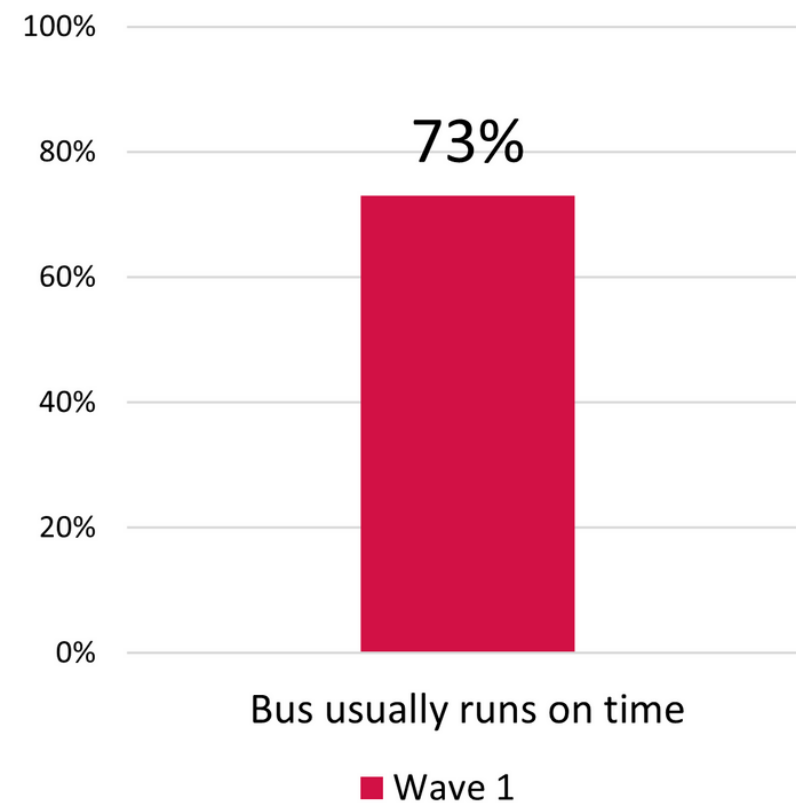
Fixed Bus

On-Time Performance



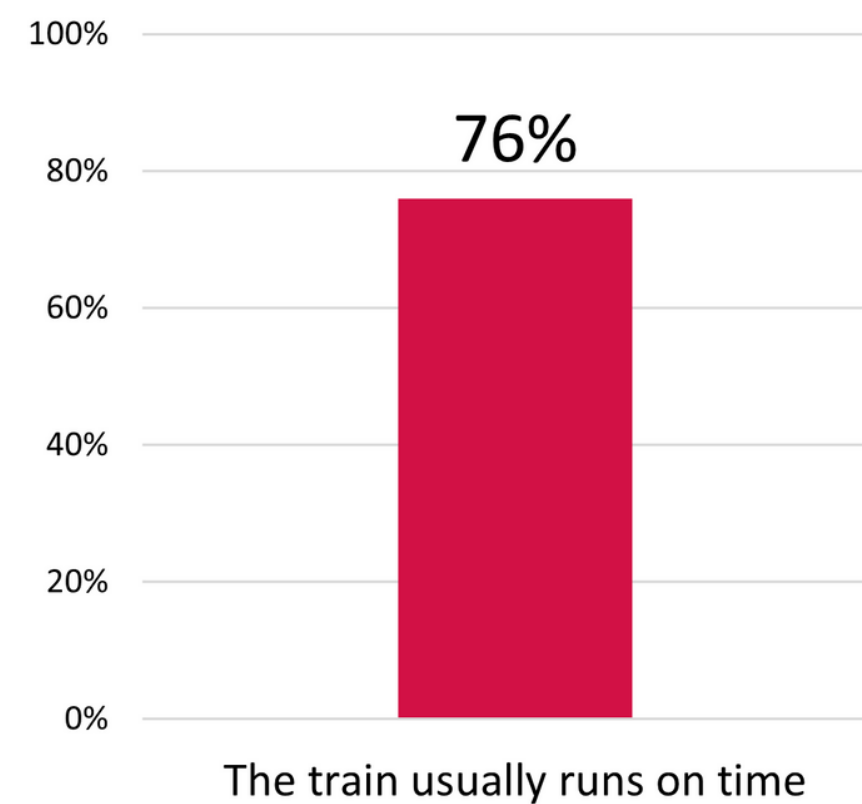
BRT

On-Time Performance



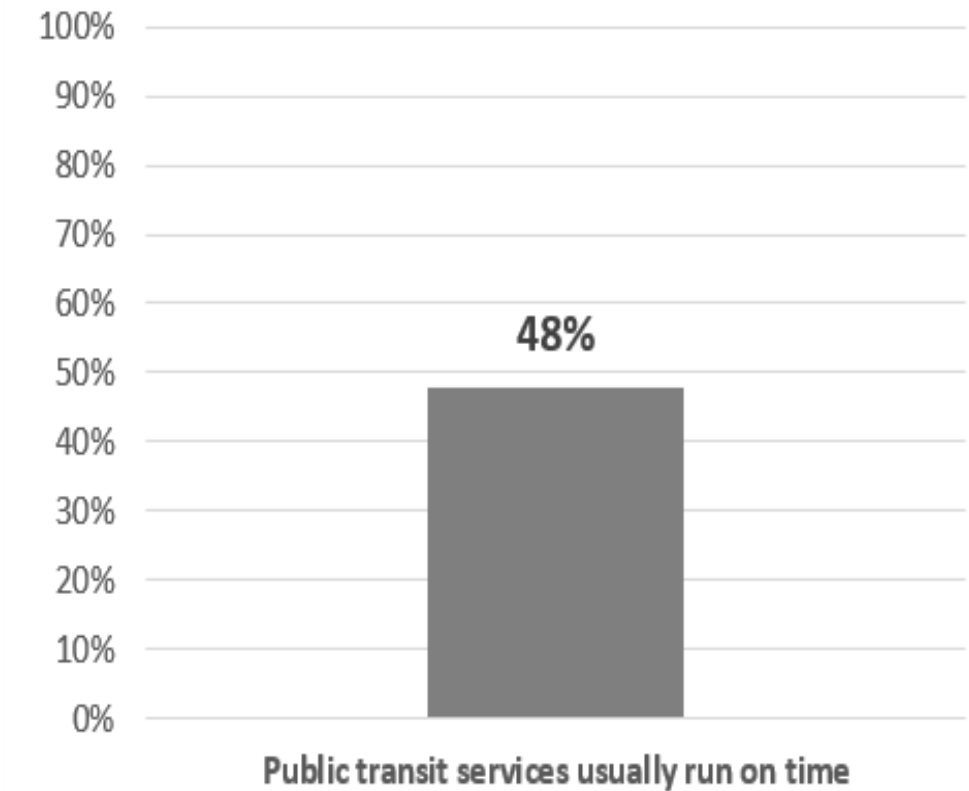
Rail

On-Time Performance



National Average

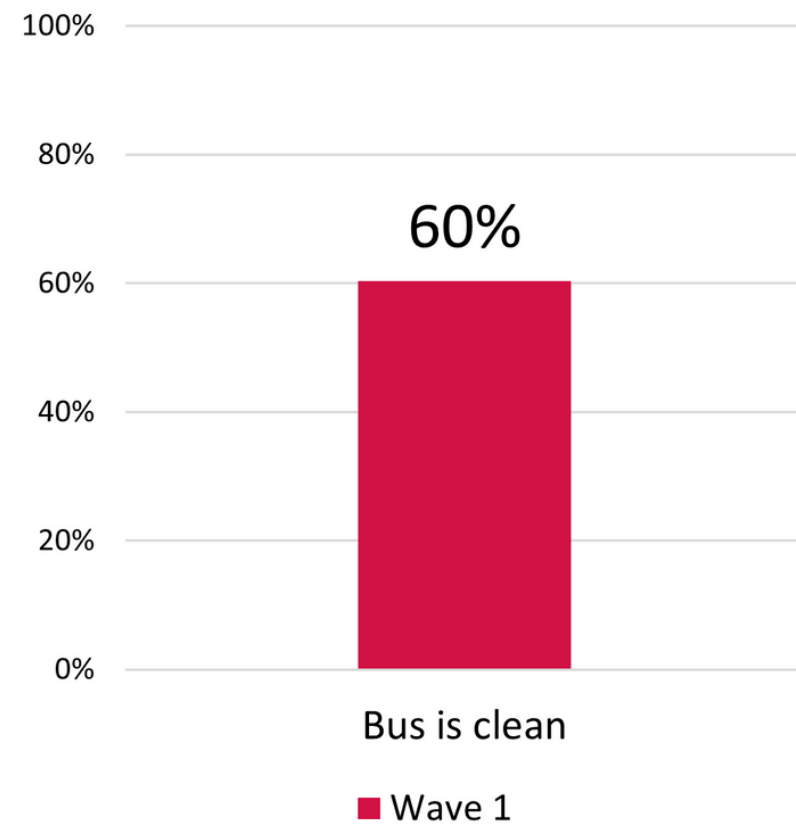
On-Time Performance



Cleanliness

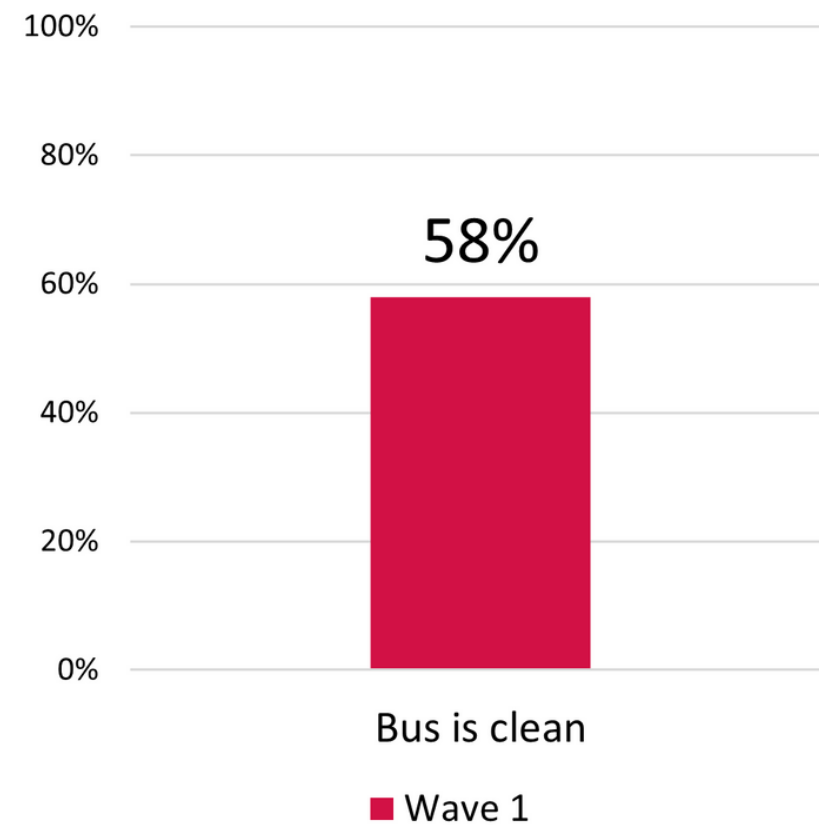
Fixed Bus

Cleanliness of Buses



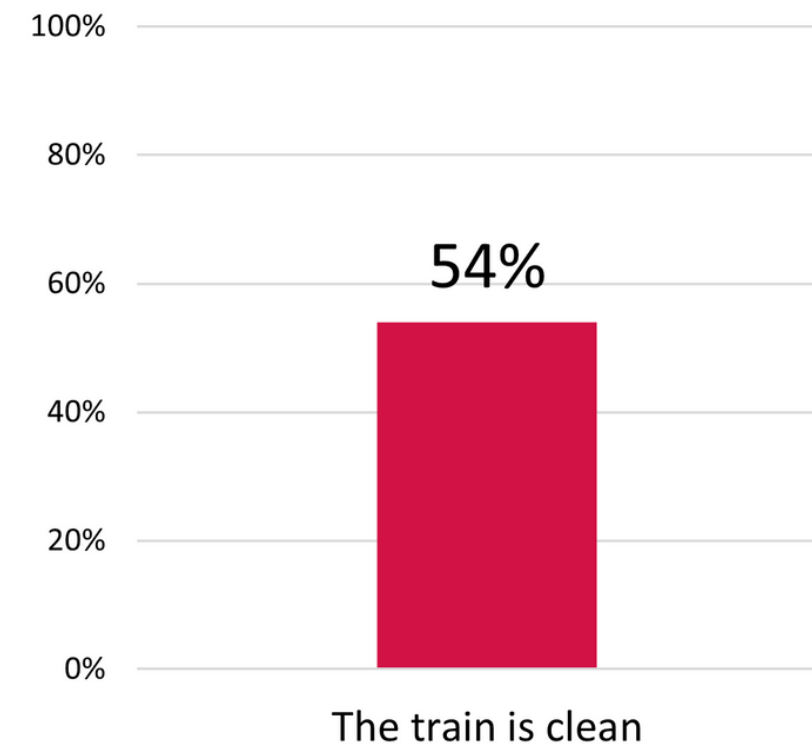
BRT

Cleanliness of Buses



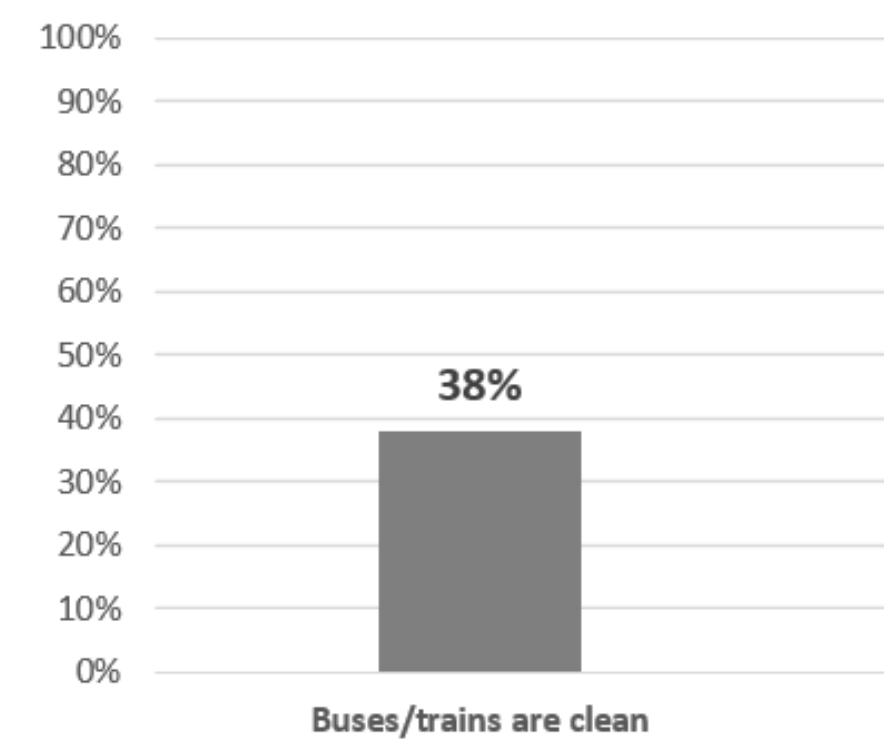
Rail

Cleanliness of Trains



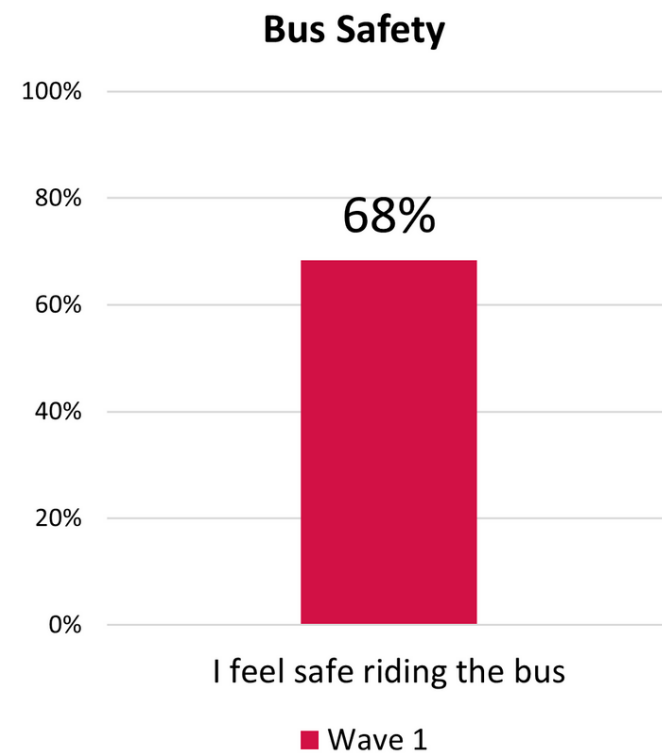
National Average

Cleanliness of Trains/Buses

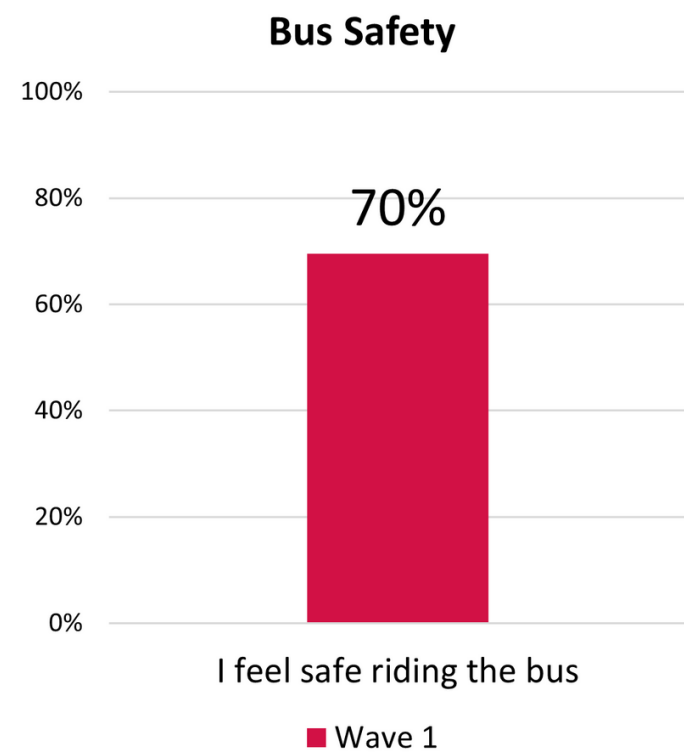


Safety

Fixed Bus



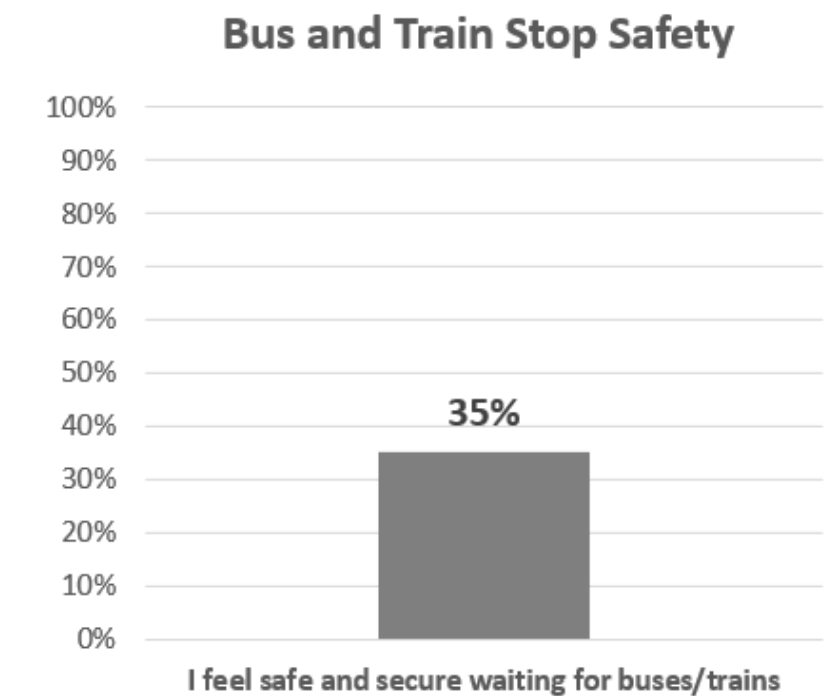
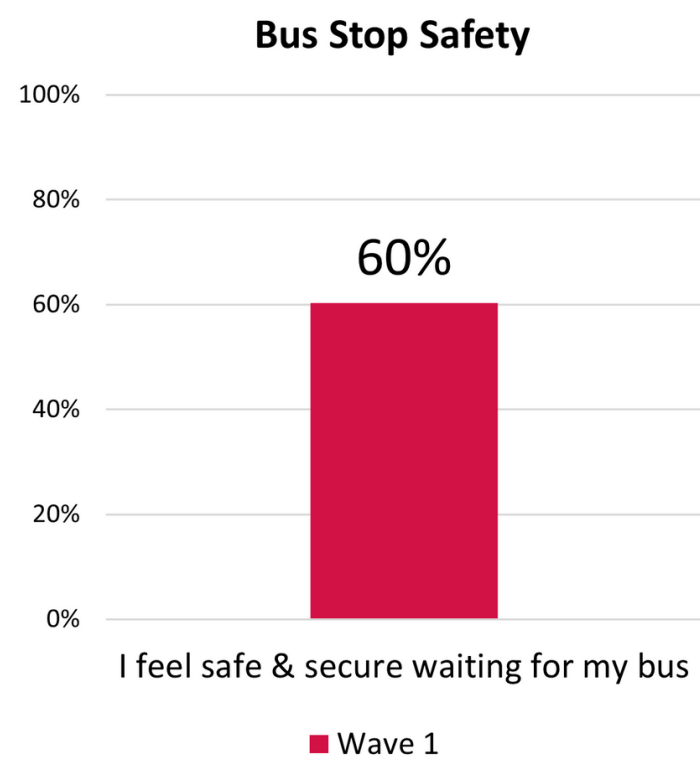
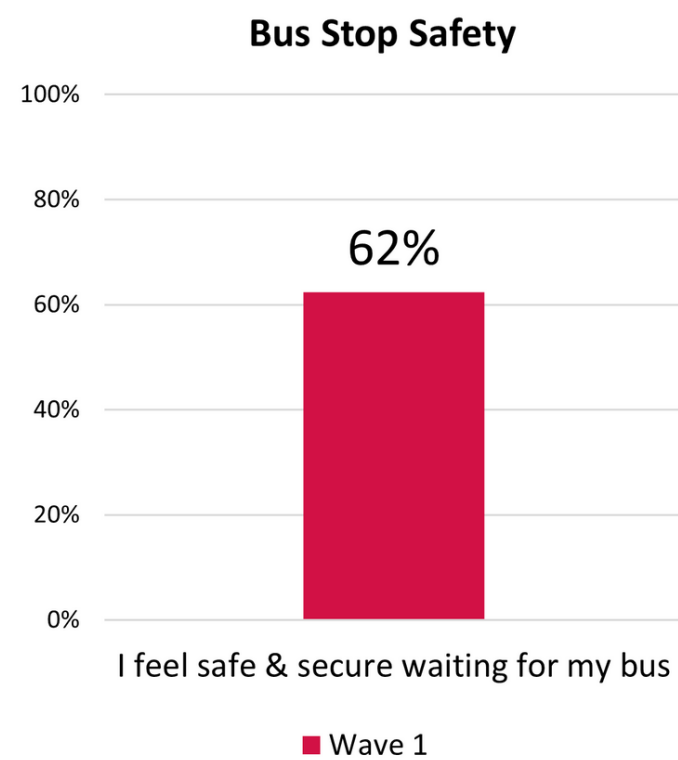
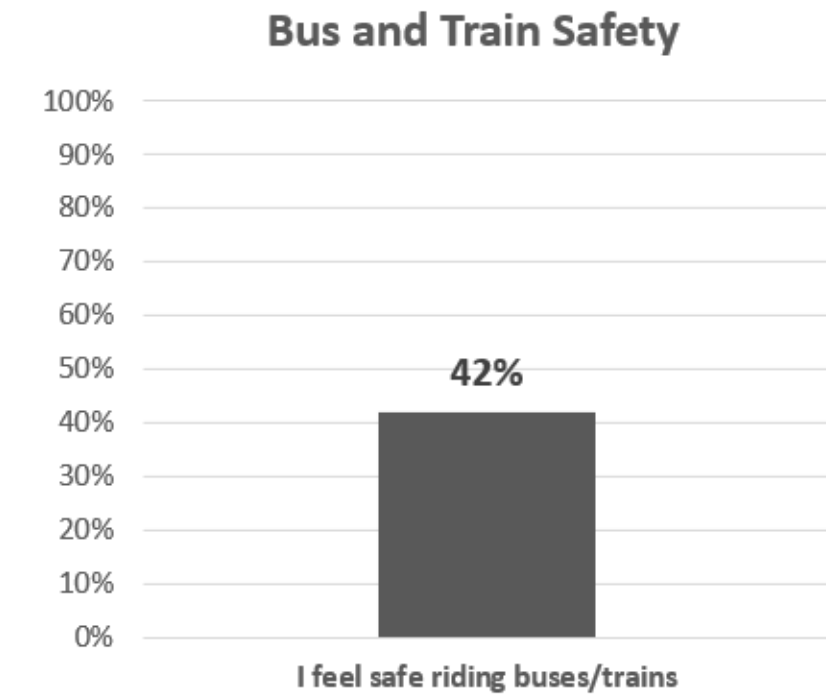
BRT



Rail



National Average



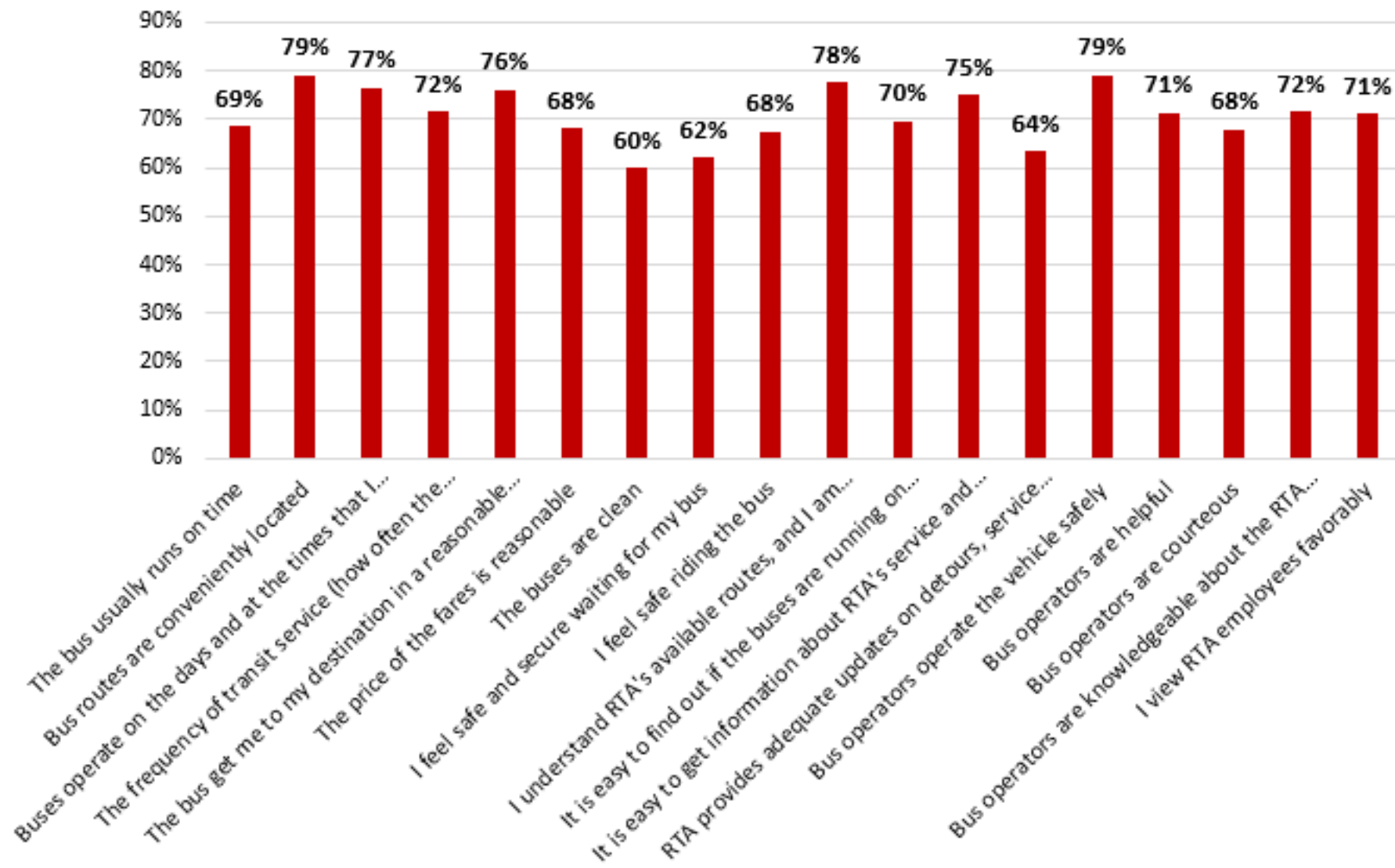


Level of Agreement - Fixed Bus



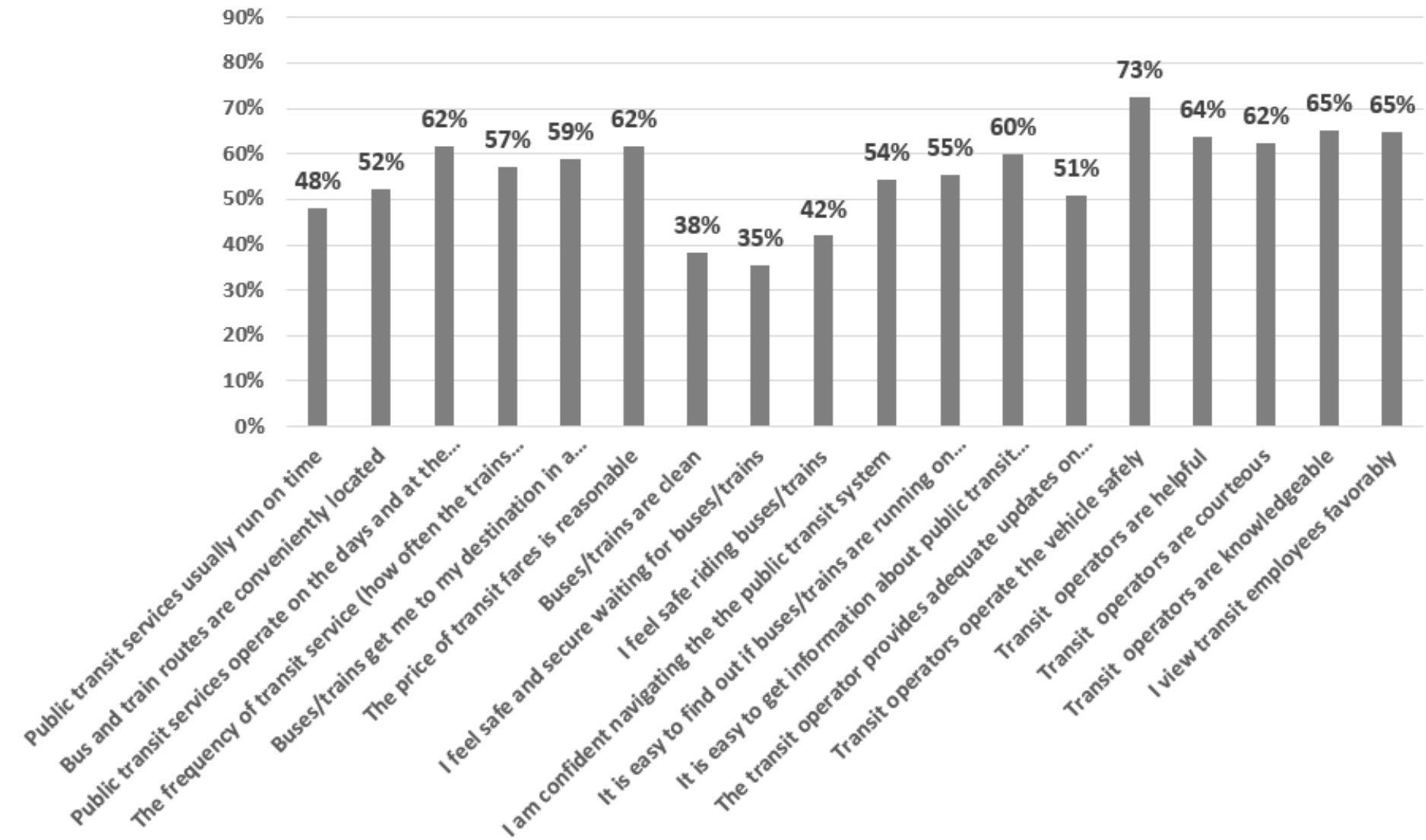
Fixed Bus

Agreement Levels for Elements of Transit



National Average

Agreement Levels for Elements of Transit



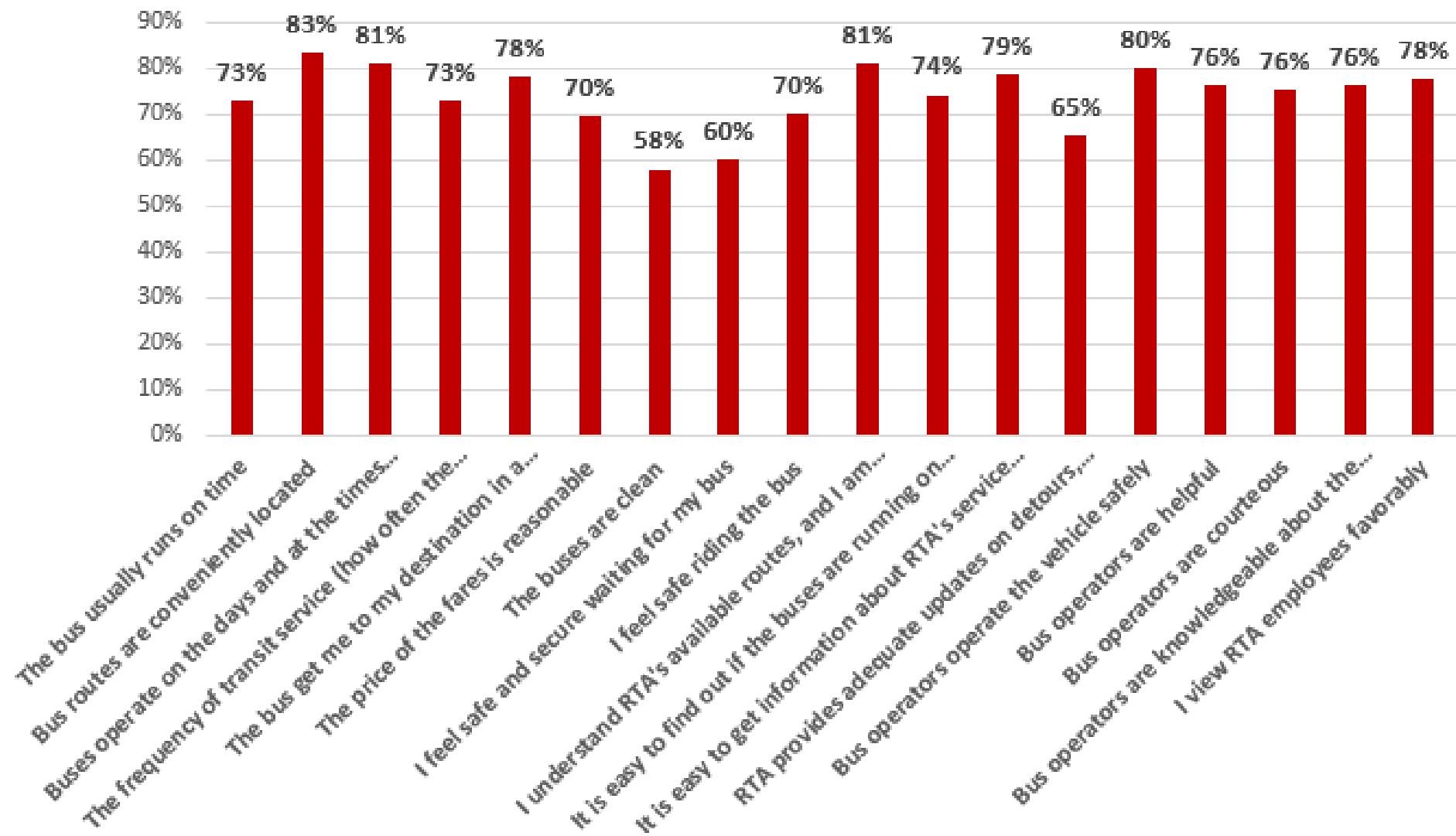


Level of Agreement - BRT



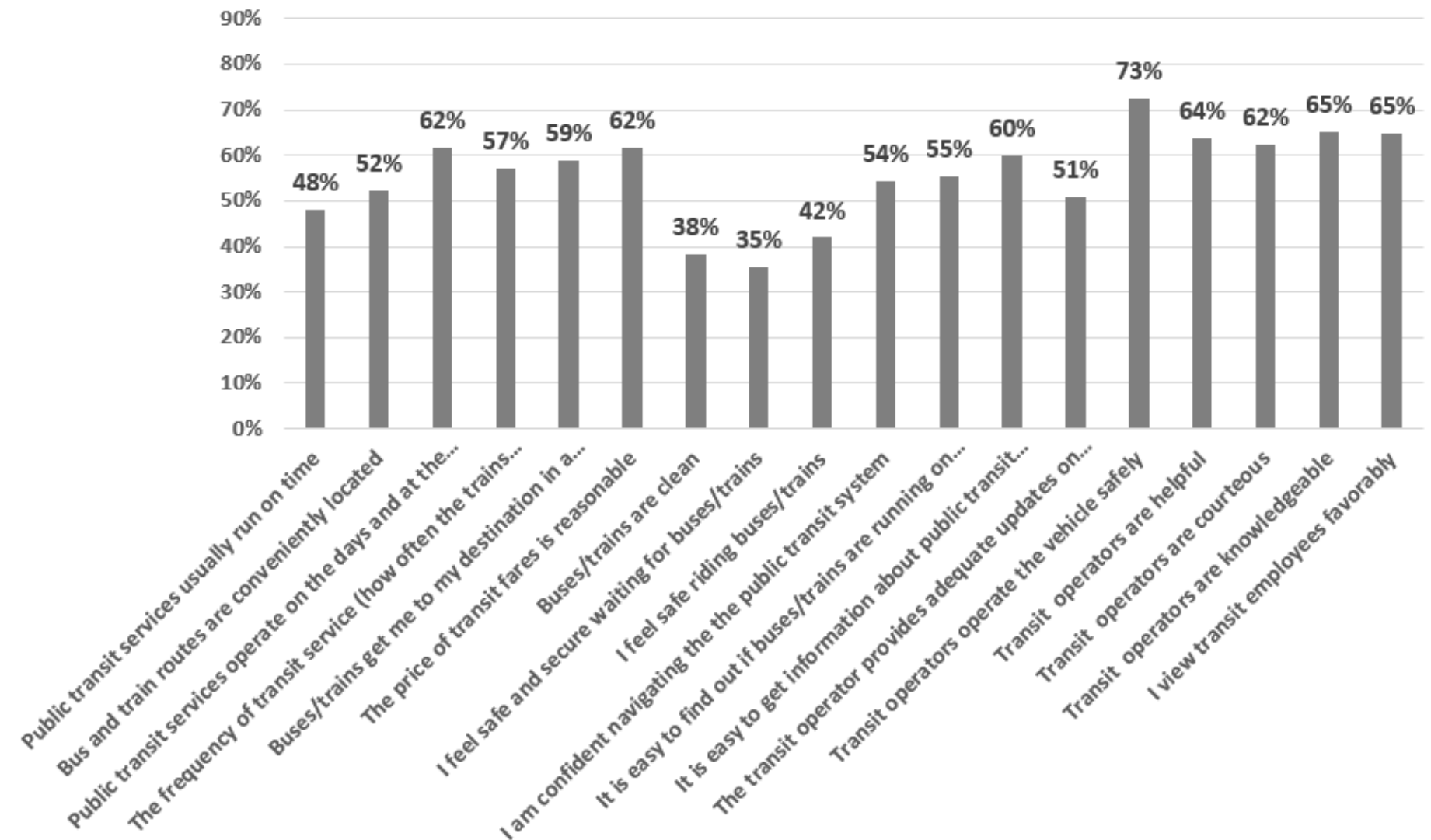
BRT

Agreement Levels for Elements of Transit



National Average

Agreement Levels for Elements of Transit



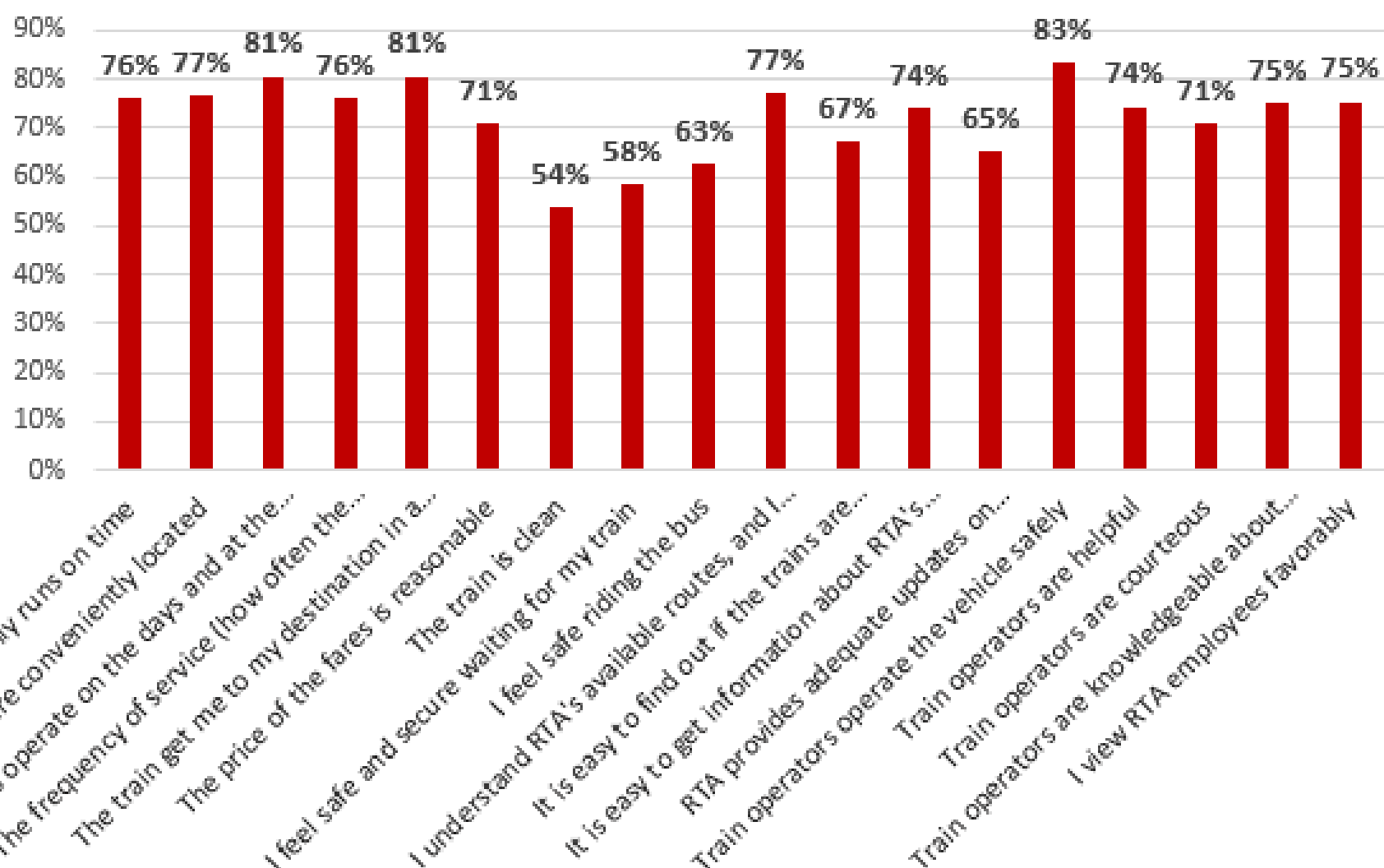


Level of Agreement - Rail



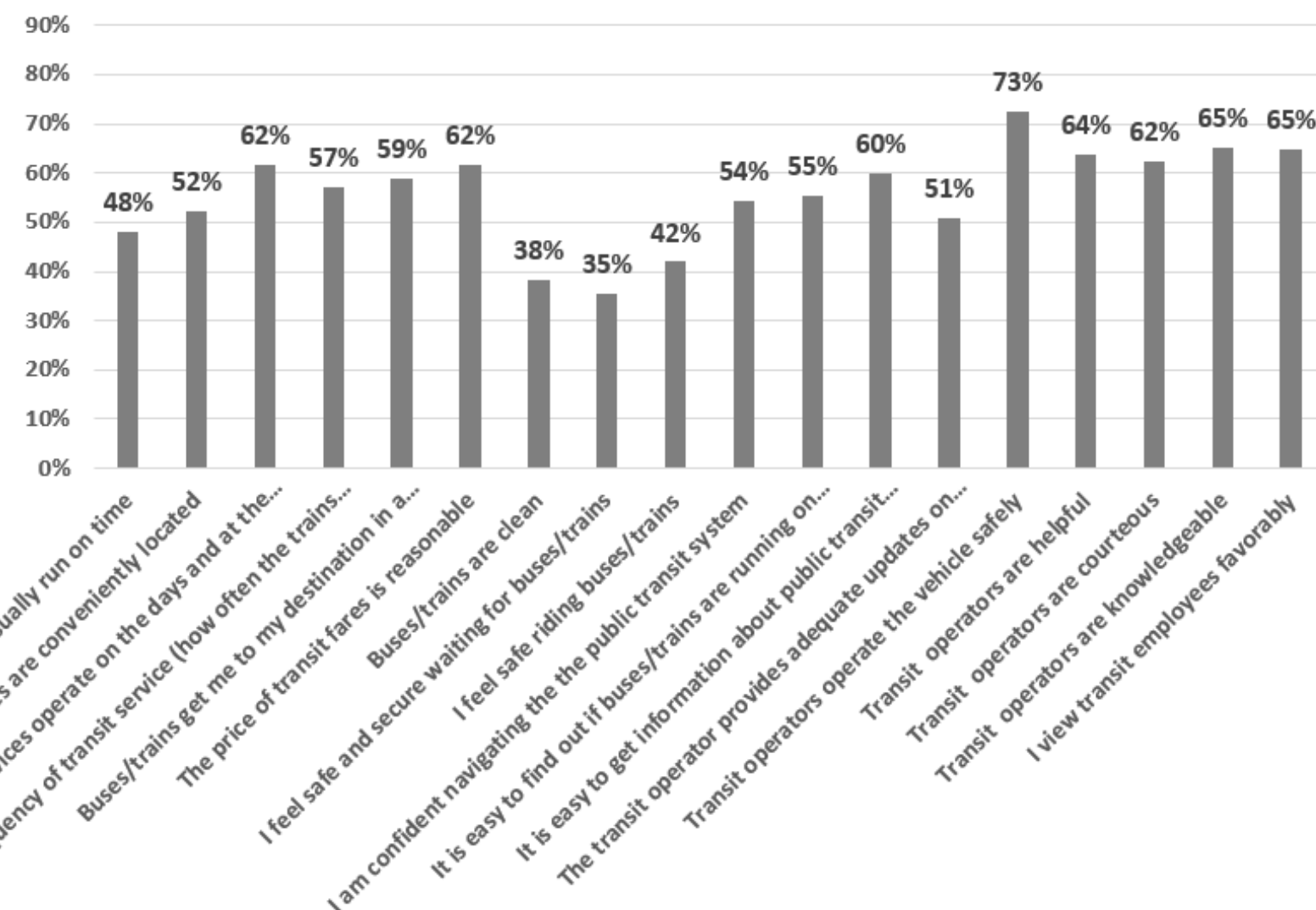
Rail

Agreement Levels for Elements of Transit



National Average

Agreement Levels for Elements of Transit



Paratransit





Paratransit Results Overview

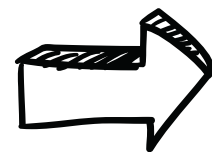


3 out of 4 customers who contacted RTA had their issues resolved

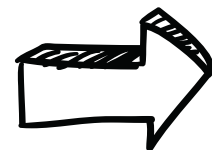
76% of customers would recommend riding RTA paratransit

86% are satisfied with the overall performance of RTA's customer service staff.

Customers MOST OFTEN agree...



Paratransit can take me places I need to go (95%)



I can schedule for the time and date I need (93%)

Customer Characteristics

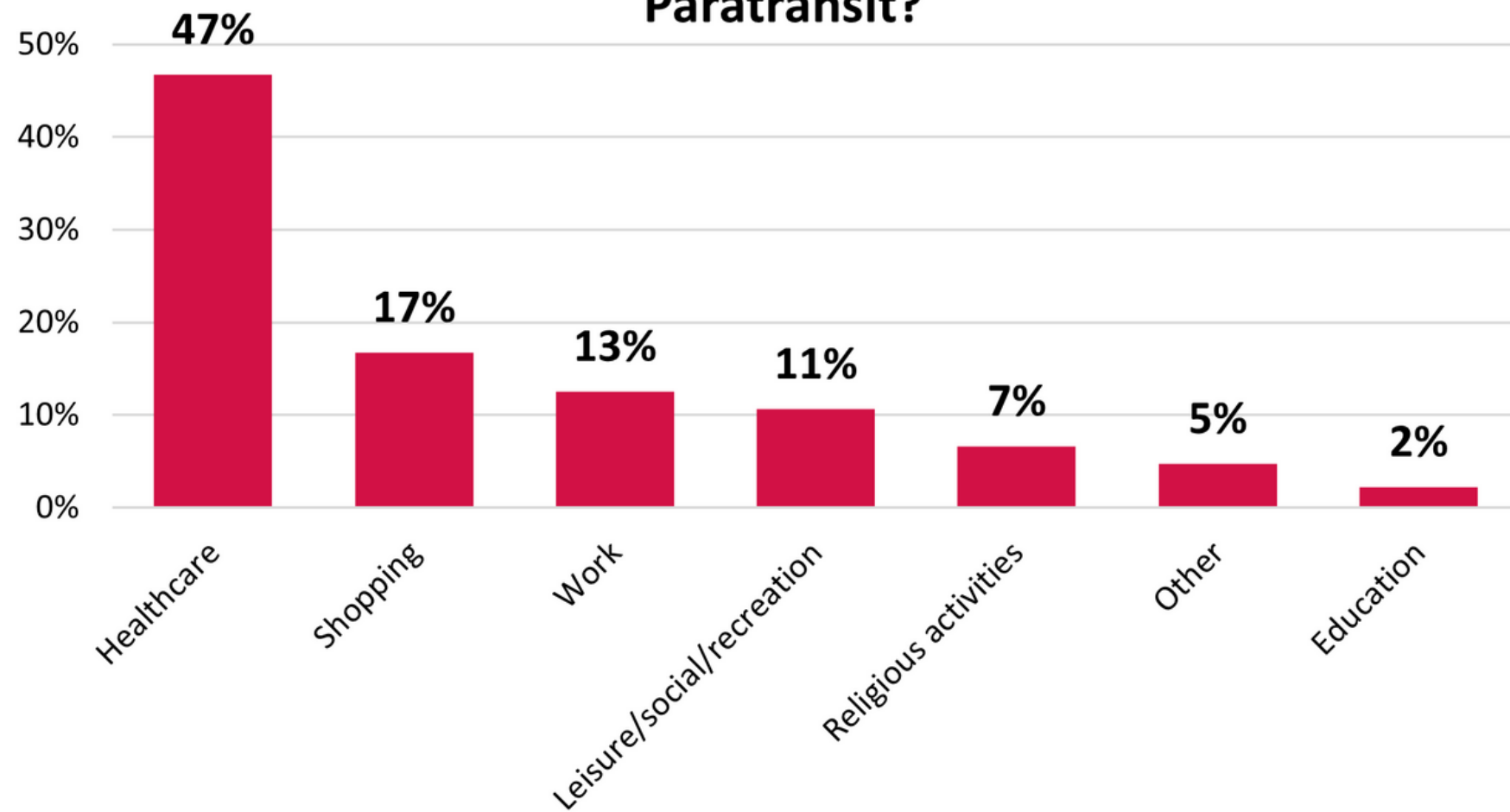
Paratransit Service



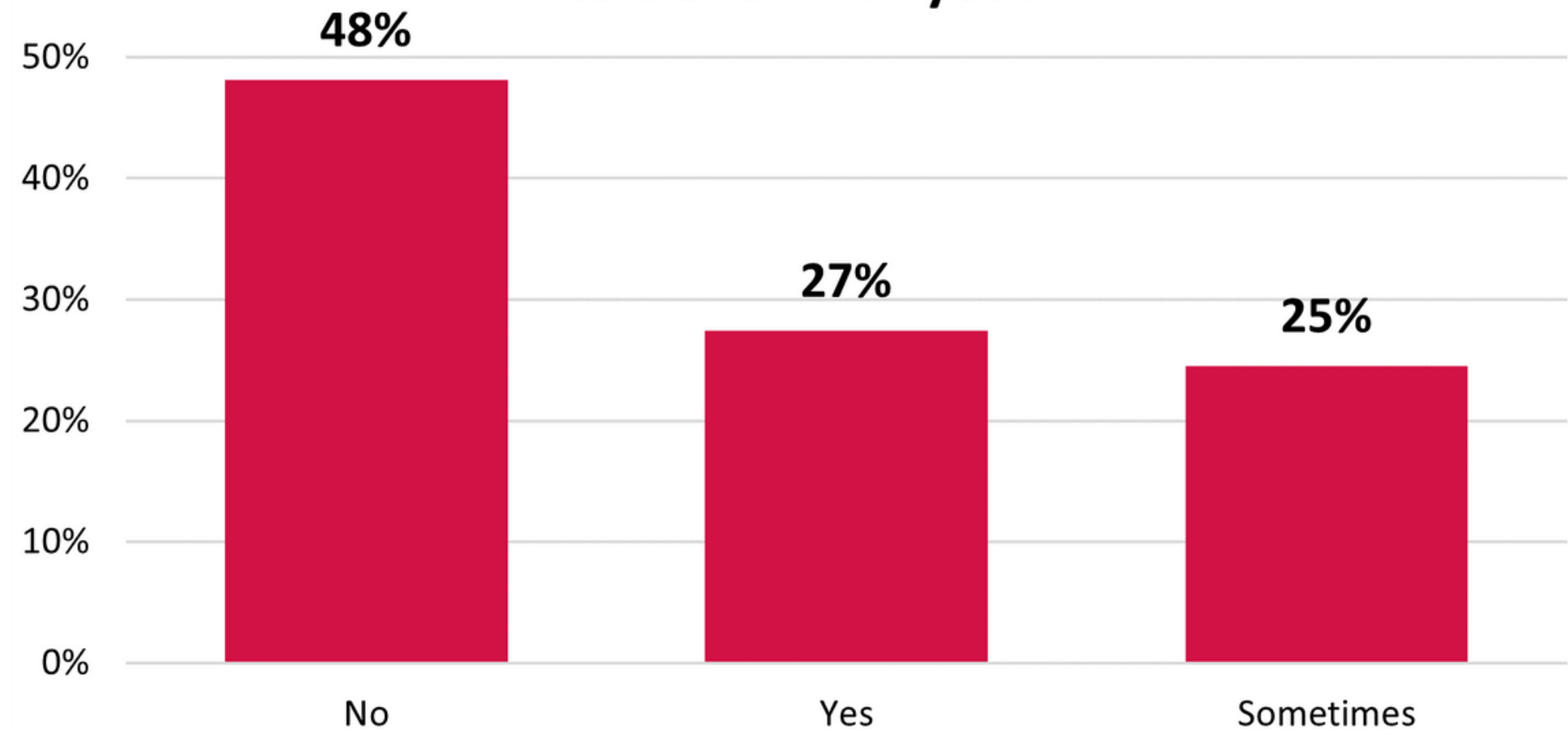
Customer Characteristics

- Almost half of paratransit riders (48%) do not require a PCA to travel with them.
- Riders most commonly use RTA Paratransit to travel for healthcare (47%) purposes

What type of trip do you take most often on RTA Paratransit?



Do you require a Personal Care Assistant (PCA) to travel with you?





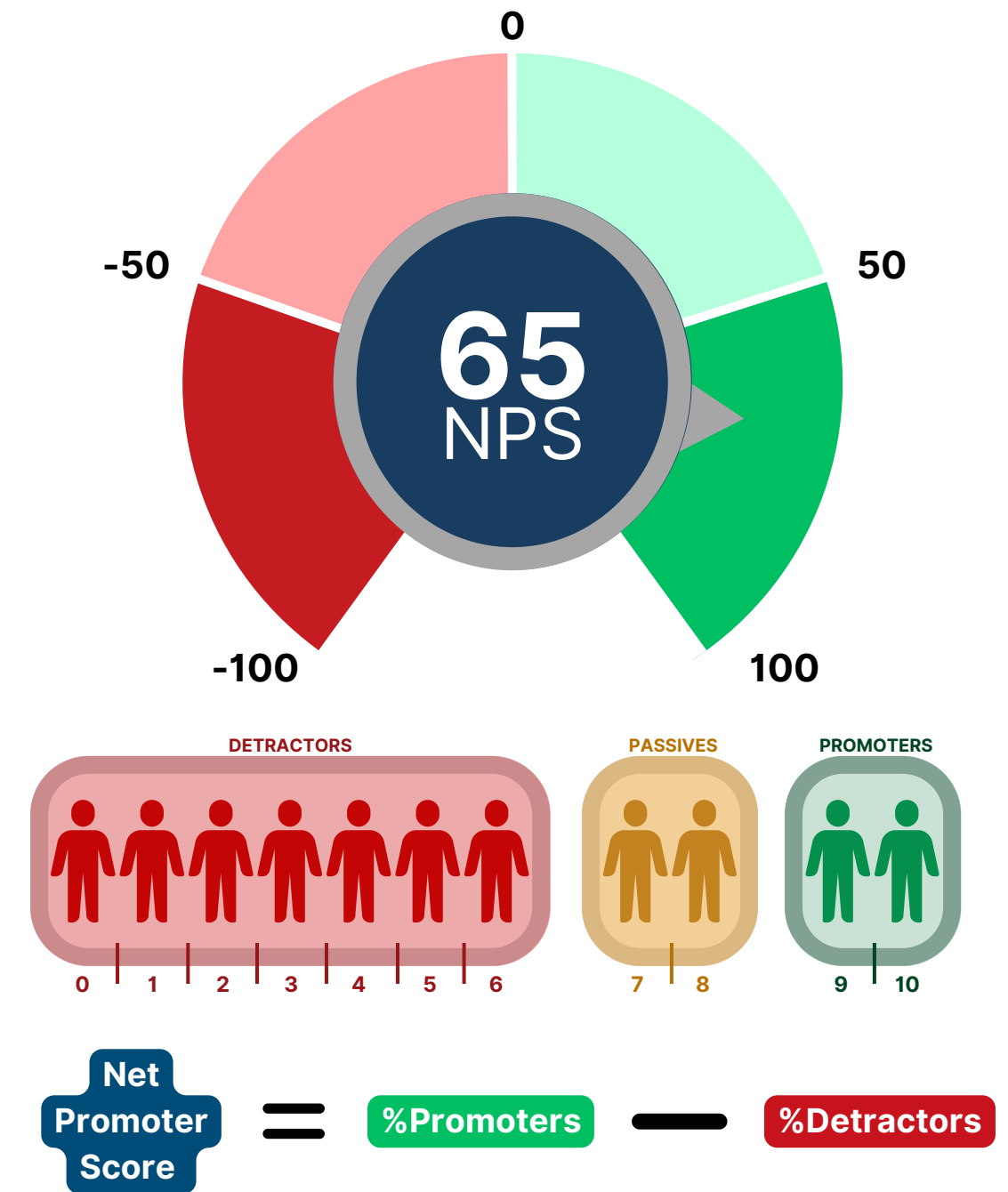
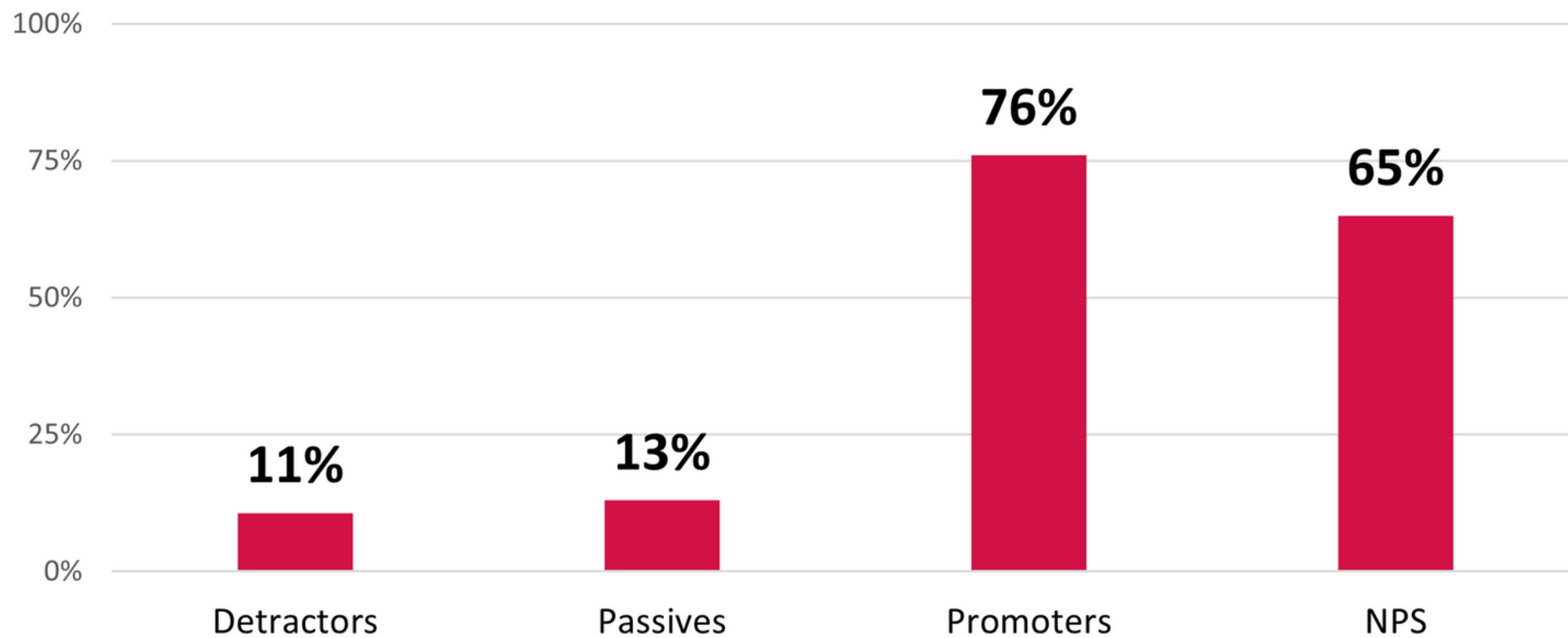
Net Promoter Score (NPS)

Paratransit Service

- Likelihood of recommending RTA paratransit to friends and neighbors.
- RTA's Paratransit NPS is 65%

RTA's Train NPS is influenced by the high number of "promoters". There was a 15 point increase in NPS as compared to last year.

All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



Performance Overview

Paratransit Service

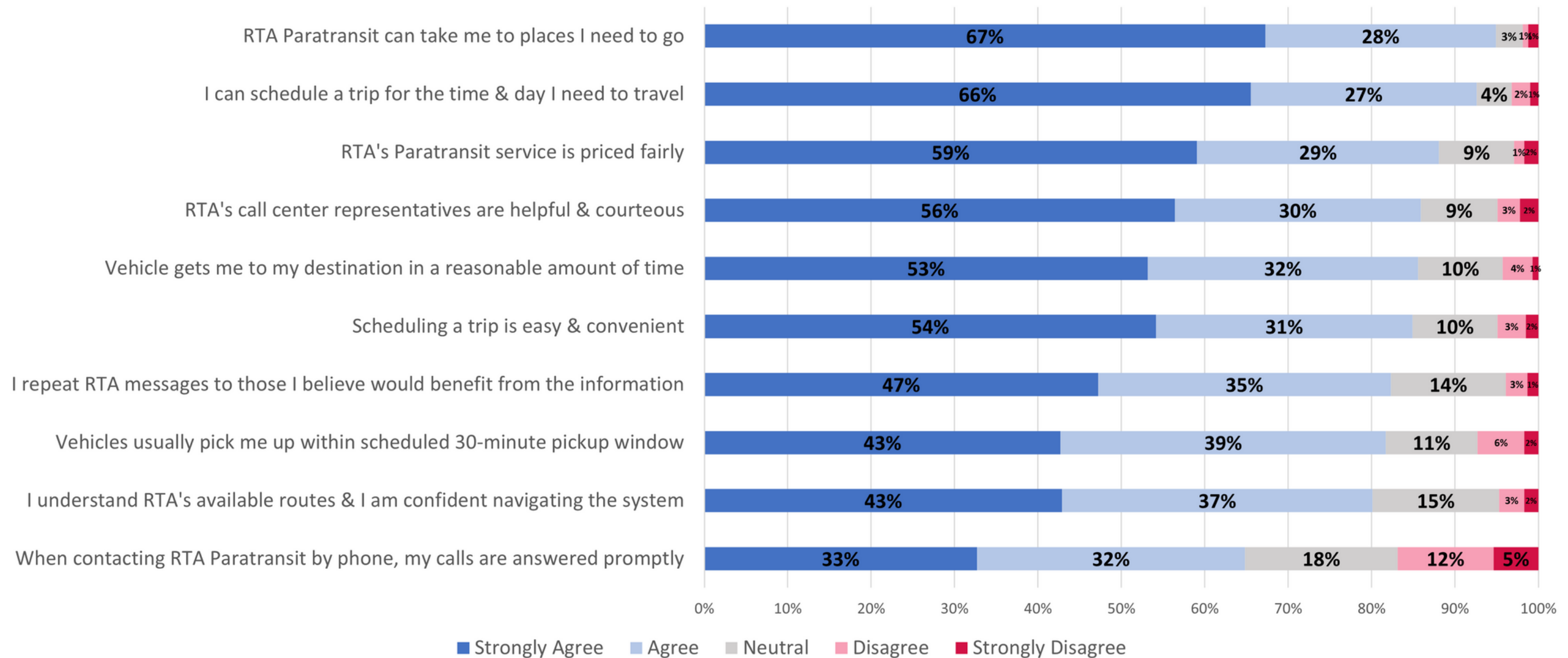


Performance Statements



- Paratransit riders most often agree that RTA Paratransit can get them where they need to go (95%), they can schedule for the time and date they need (93%), and it is priced fairly (88%).

Please indicate how much you agree or disagree with the following statements:

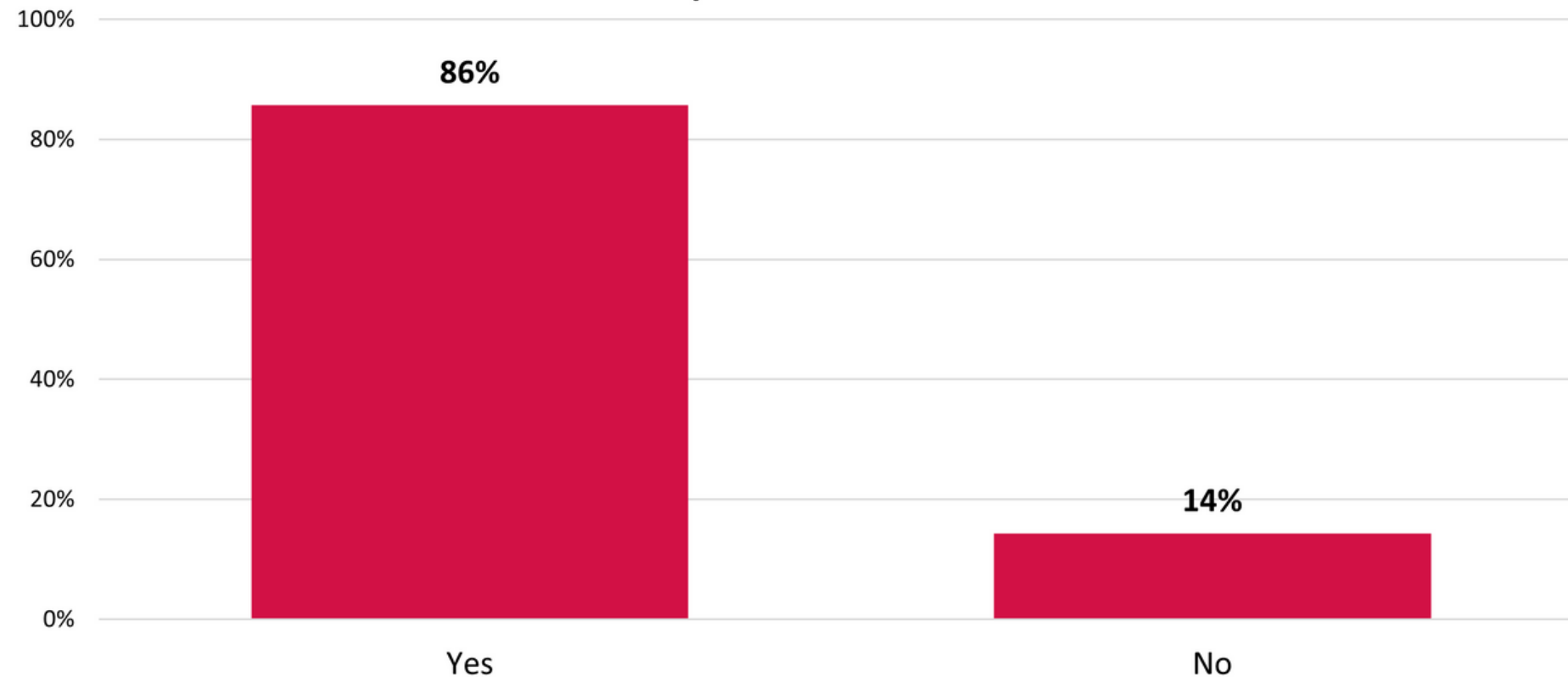




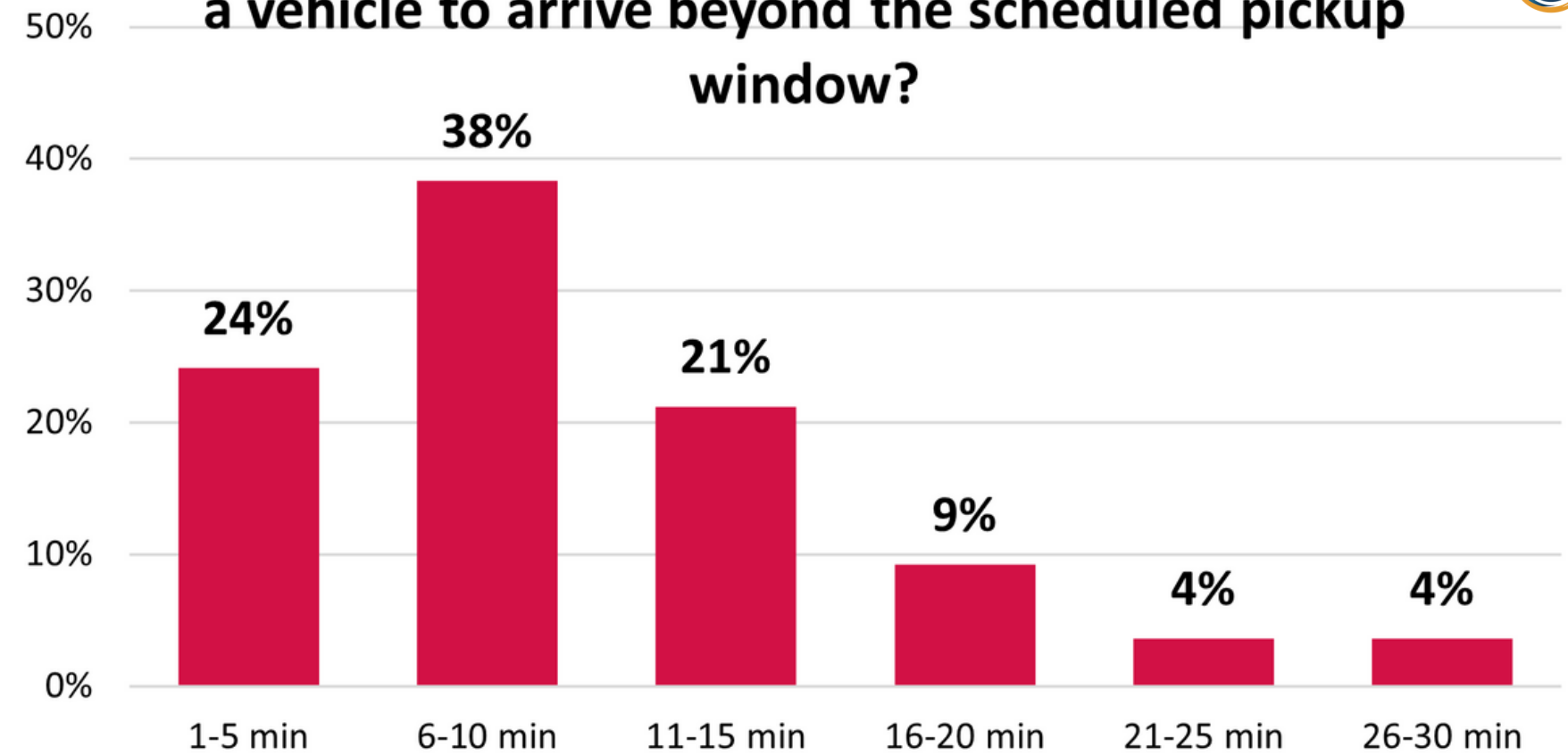
Operations Perspectives

- Most paratransit riders are aware of when they can be marked as a no-show (86%) and what the pickup window is (72%).
- 62% of riders feel it is acceptable for a vehicle to arrive up to 10 minutes beyond the scheduled pickup time.

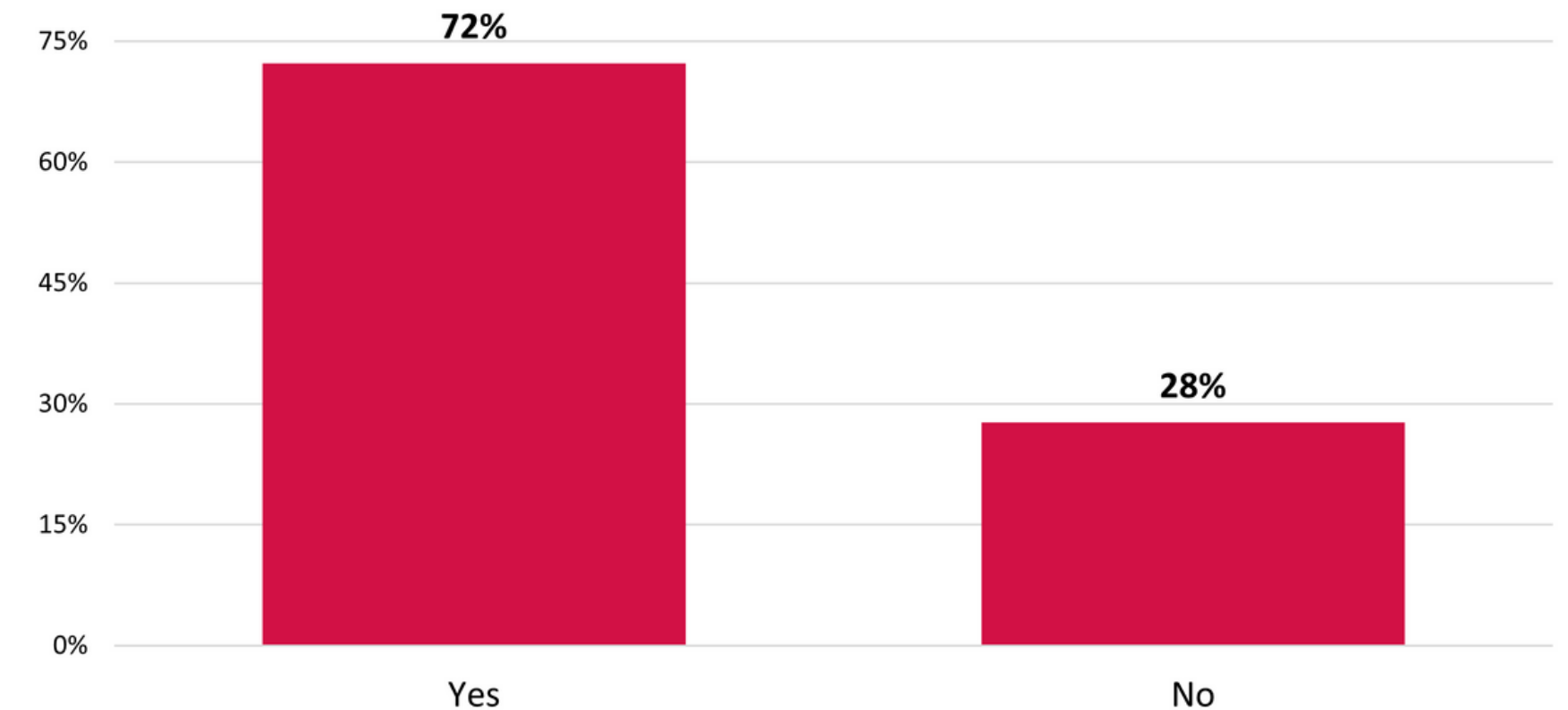
Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?



How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?



Are you aware that the pickup window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pickup time?



Customer Service

Paratransit Service

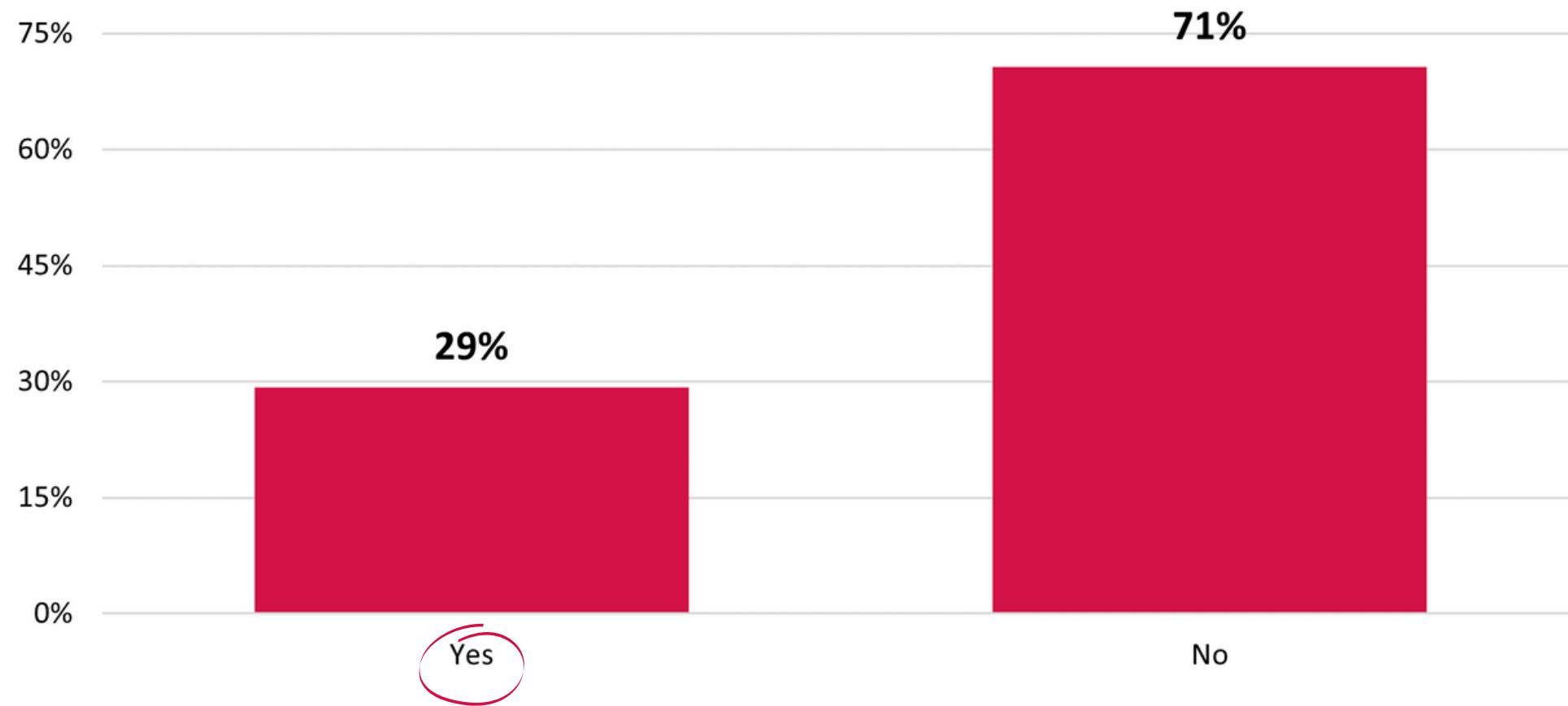


Communications with Customer Service

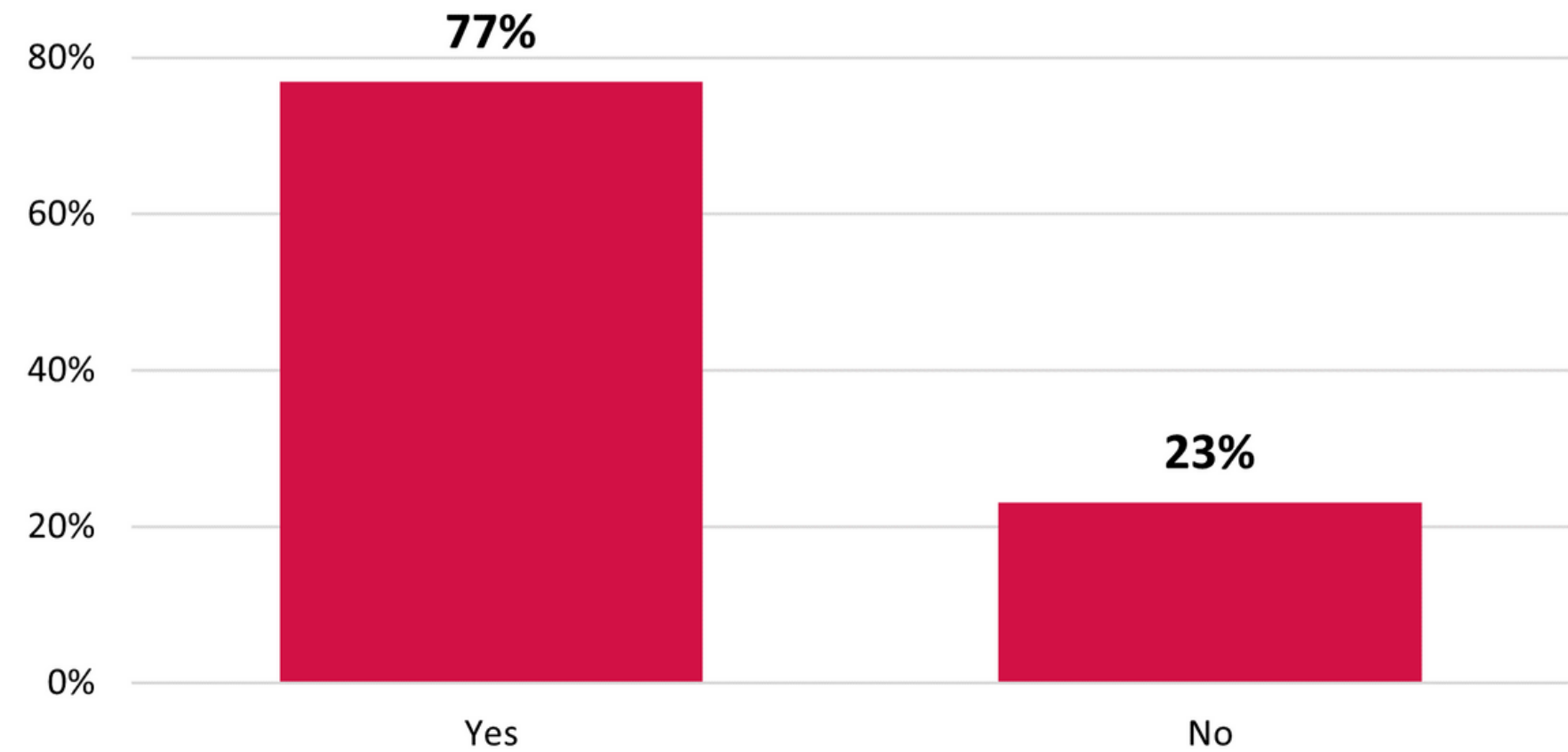


- 29% of paratransit customers have contacted RTA in the last 3 months.
- Of the 29% of paratransit customers who have contacted RTA, 77% have had their issues resolved.

Have you contacted RTA's customer service with a question, concern or complaint in the last three months?



Was your issue resolved?



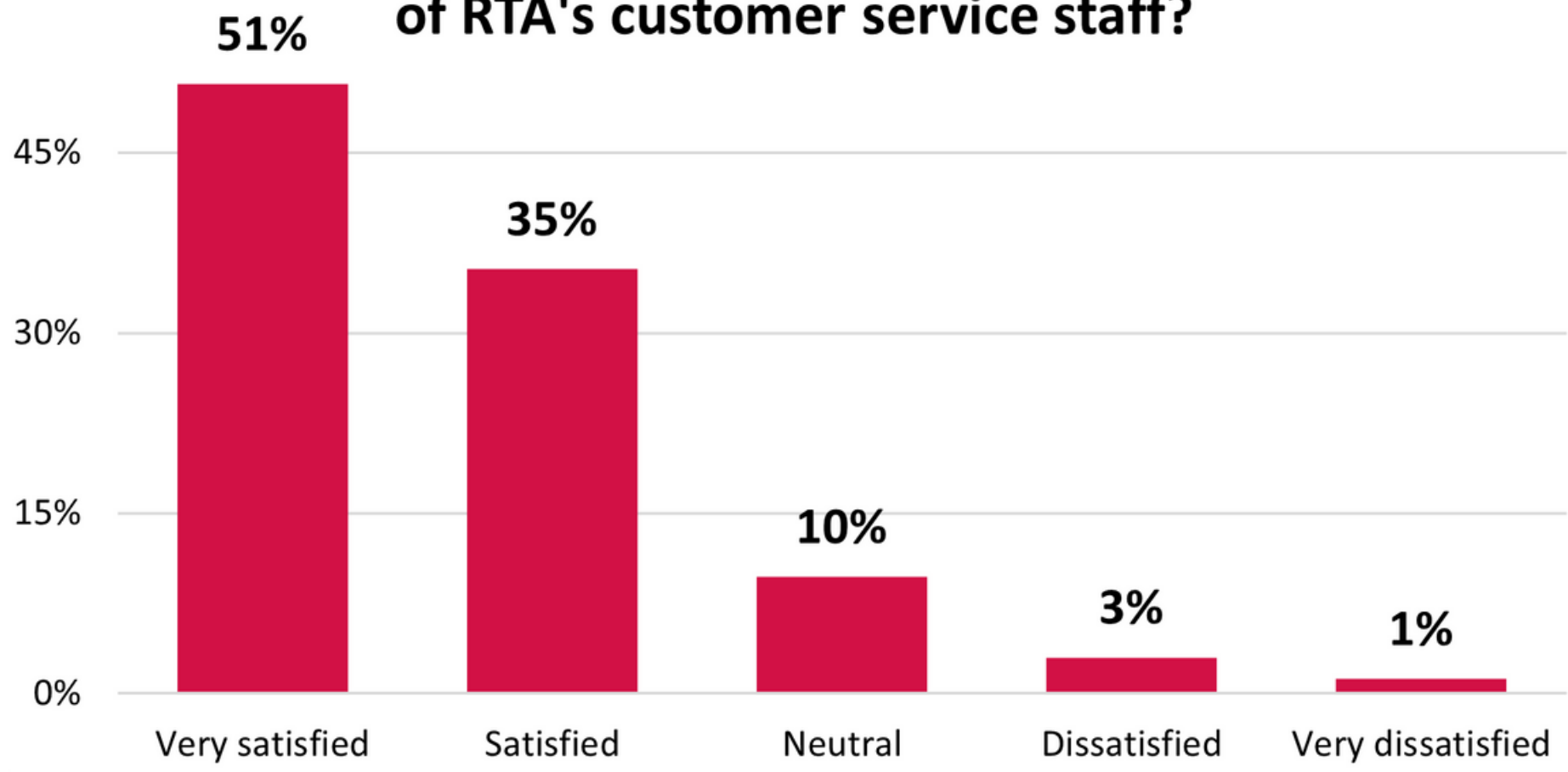


Overall Communications



- 86% of paratransit customers are satisfied with the overall performance of RTA's customer service staff.
- 82% of paratransit customers are satisfied with the overall quality of RTA communications materials.

How satisfied are you with overall performance of RTA's customer service staff?



How satisfied are you with the overall quality of RTA communications material?

