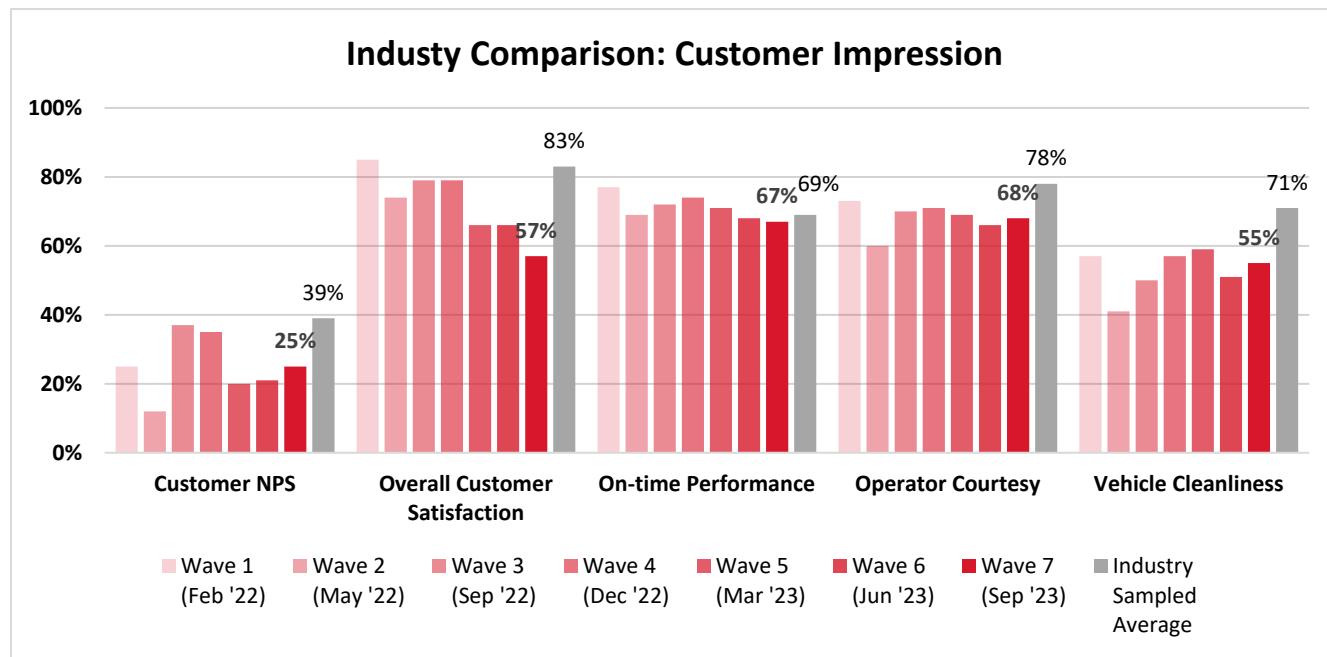


## GCRTA Customer Experience Survey Results – Wave 7

### I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The seventh wave of Customer Experience Surveys occurred in mid to late September 2023 and resulted in a four-point increase in the agency Net Promoter Score\* to 25, indicating that customers are more likely to recommend RTA services to others than they were in waves 5 and 6. The chart presented shows all seven waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).



On average, the RTA is now 27 percentage-points lower for overall satisfaction and 14 points lower for NPS, compared to other transit agencies. Customer perceptions of Fixed Route, BRT, and Rail vehicle cleanliness and safety and security while waiting for the vehicle are likely the drivers of the lower overall satisfaction. Customers also have lower levels of satisfaction with Fixed Route and Paratransit on-time performance.

BRT and Rail on-time performance perception is a strength to maintain. As the most important factor to customers, the uptick in NPS is significant.

### II. Fixed Route, BRT, & Rail

Consistent with previous customer surveys, a methodology of a randomized survey of approximately every fourth boarding customer across the three modes (Fixed Route, BRT, and Rail) was conducted. A total of 1,283 surveys were completed, yielding a ±5% margin of error at the 95% confidence level. The survey data was compared to industry partners including VIA (San Antonio, TX), CATS (Charlotte, NC), TARC (Louisville, KY), RTD (Denver, CO), and others.

A little over half of customers are satisfied or very satisfied with the service, which is down from previous waves.

The most important factors include on-time performance (all modes), vehicle cleanliness (all modes), feeling safe and secure onboard (all modes), fare price (all modes), feeling safe and secure while waiting for the vehicle (Fixed Route and Rail), convenient routes (all modes), service span (BRT and rail), and ease of finding out if buses are on time (BRT).

Customers are most satisfied with routes being conveniently located (all modes), understanding and comfort navigating the system (Fixed Route and Rail), vehicles being operated safely (Fixed Route), service span (BRT), ease of getting information about service and route schedules (BRT), and travel time (Rail).

Customers are least satisfied with vehicle cleanliness (all modes), feeling safe and secure waiting for the vehicle (all modes), feeling safe riding on the vehicle (BRT and Rail), and on-time performance (Fixed Route).

Customers indicate that conveniently located routes is among the most important factors and one in which customers show a greater level of satisfaction. BRT and Rail customers indicate higher levels of satisfaction and greater importance for service span. These are strengths for RTA to maintain.

### III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 400 surveys yielding a ±5% margin of error at the 95% confidence level.

RTA's Paratransit NPS decreased by 7 points, from 70 in Wave 6 to 63 in Wave 7. It is still 13 points higher than the industry average of 50.

Customers most often agree they feel safe while riding the vehicle, travel time, and vehicle cleanliness. On-time performance continues to be important to customers, while also earning lower levels of satisfaction.

\*Net Promoter Score

