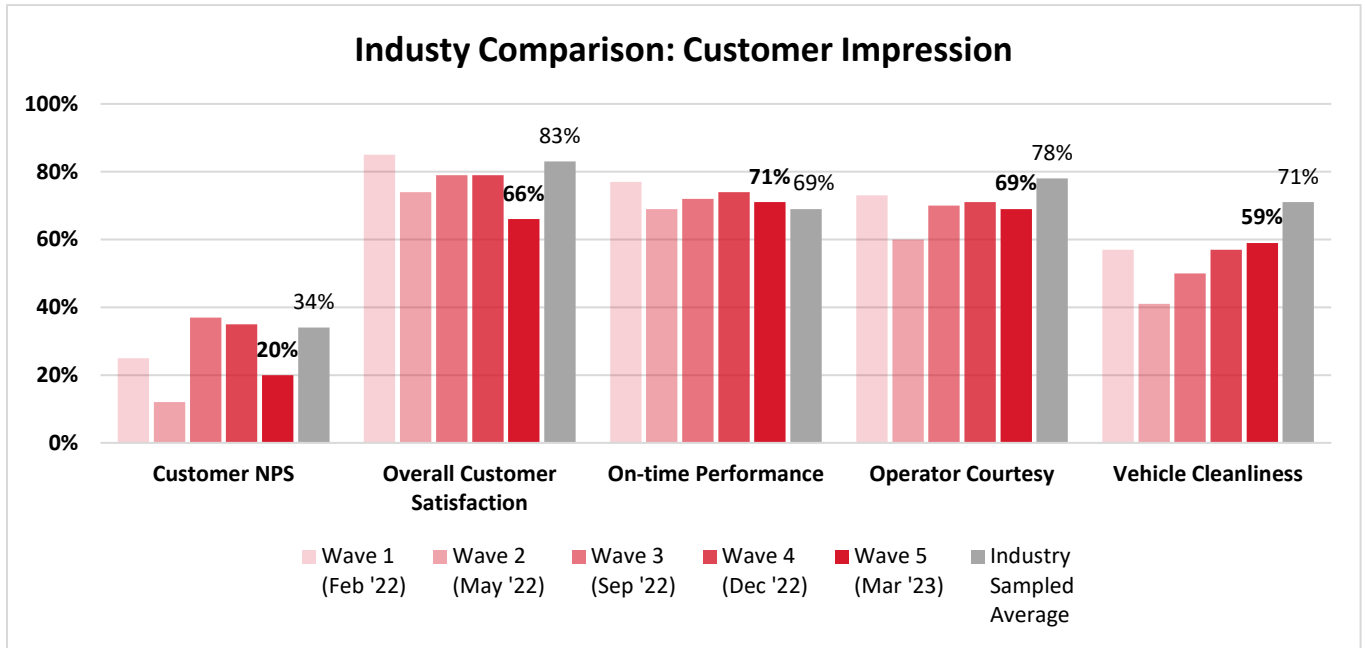


GCRTA Customer Experience Survey Results – Wave 5

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The fifth wave of Customer Experience Surveys occurred in mid to late March 2023 and resulted in a significant decrease in the overall Net Promoter Score* to 20, indicating that customers are less likely to recommend RTA services to others than they were in Wave 4 (December 2022). The chart presented shows all five waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).



On average, the RTA is now 17 percentage-points lower for overall satisfaction and 14 points lower for NPS, compared to other transit agencies. Customer perceptions of Fixed Route and BRT vehicle cleanliness are likely the driver of the overall satisfaction and NPS decrease.

Conversely, despite a decrease of 3 percentage-points, the RTA is still 2 percentage-points higher than the industry average for on-time performance.

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 1,552 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.

Three out of four Rail customers are satisfied or very satisfied, which is a slightly higher rate than for Fixed Route and BRT, on which two out of three customers are satisfied or very satisfied.

The most important factors include on-time performance (Fixed Route, BRT and Rail), vehicle cleanliness (Fixed Route, BRT and Rail), feeling safe and secure onboard (Fixed Route and BRT), fare price (BRT and Rail), convenient access to routes (Fixed Route), frequency of service (Rail), and hours of operation (Rail).

Customers are most satisfied with vehicles being operated safely (Fixed Route and Rail), bus routes being conveniently located (Fixed Route), conveniently located routes (BRT), hours/days of operation (BRT), and RTA providing value to the community (Rail).

Customers are least satisfied with communication from RTA (Fixed Route), vehicle cleanliness (Fixed Route and BRT), feeling safe and secure waiting for the bus (BRT), how RTA manages financial resources (Rail), and customer service calls being answered promptly (Rail).

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 that on-time performance is among the most important factors and one in which customers show a greater level of satisfaction. These are strengths for RTA to maintain.

III. Paratransit:

Paratransit surveys were completed by telephone with a total of 417 surveys yielding a ±5% margin of error at the 95% confidence level. Customer perceptions of Paratransit service continue to be very encouraging.

RTA's Paratransit NPS increased by 15 points, from 50 in Wave 4 to 65 in Wave 5. It is now 17 points higher than the industry average of 48.

Customers most often agree they can go where they need to go, can schedule for the time and date they need, and service is priced fairly.

*Net Promoter Score

$$\text{NET PROMOTERS SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

