



Cleveland

Community Value Survey

Wave 2 ---- September 2023



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Community Perception of Value

#1

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Scorecard Questions

Methodology

Instrument Design



- Gauges the community's perception of the value RTA brings across different areas, including access, economic impact, safety, and more.
- Informed by the agency's Success Plan and performance scorecard system
- Developed in collaboration with RTA staff

Methodology



- 604 surveys were collected in Cuyahoga County through a combination of third-party call center use and targeted mailing to capture a sample of the area that includes the RTA customer population.
- Results are weighted to ensure the data collected resembles the community RTA serves. Respondents are grouped by their gender and age range and weighted based on how many fall into these categories compared to the actual amount in each category in the RTA community.
- Results are statistically valid at the 95% confidence level with margin of error +/- 3.99%.
- For standardized questions, results are compared to ETC's national database containing non-rider survey data from transit agencies.

Community Value Results Overview

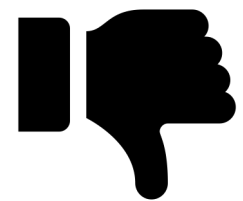
8.8 out of 10 community members feel RTA is valuable to the Cleveland Region.

Community Members believe RTA brings the MOST value with...



- ▶ Providing mobility to low-income families (93%)
- ▶ Providing transportation options to people with special mobility needs (90%)

Community Members believe RTA brings the LEAST value with...



- ▶ Improving property values (56%)
- ▶ Making roads safer for all users (69%)

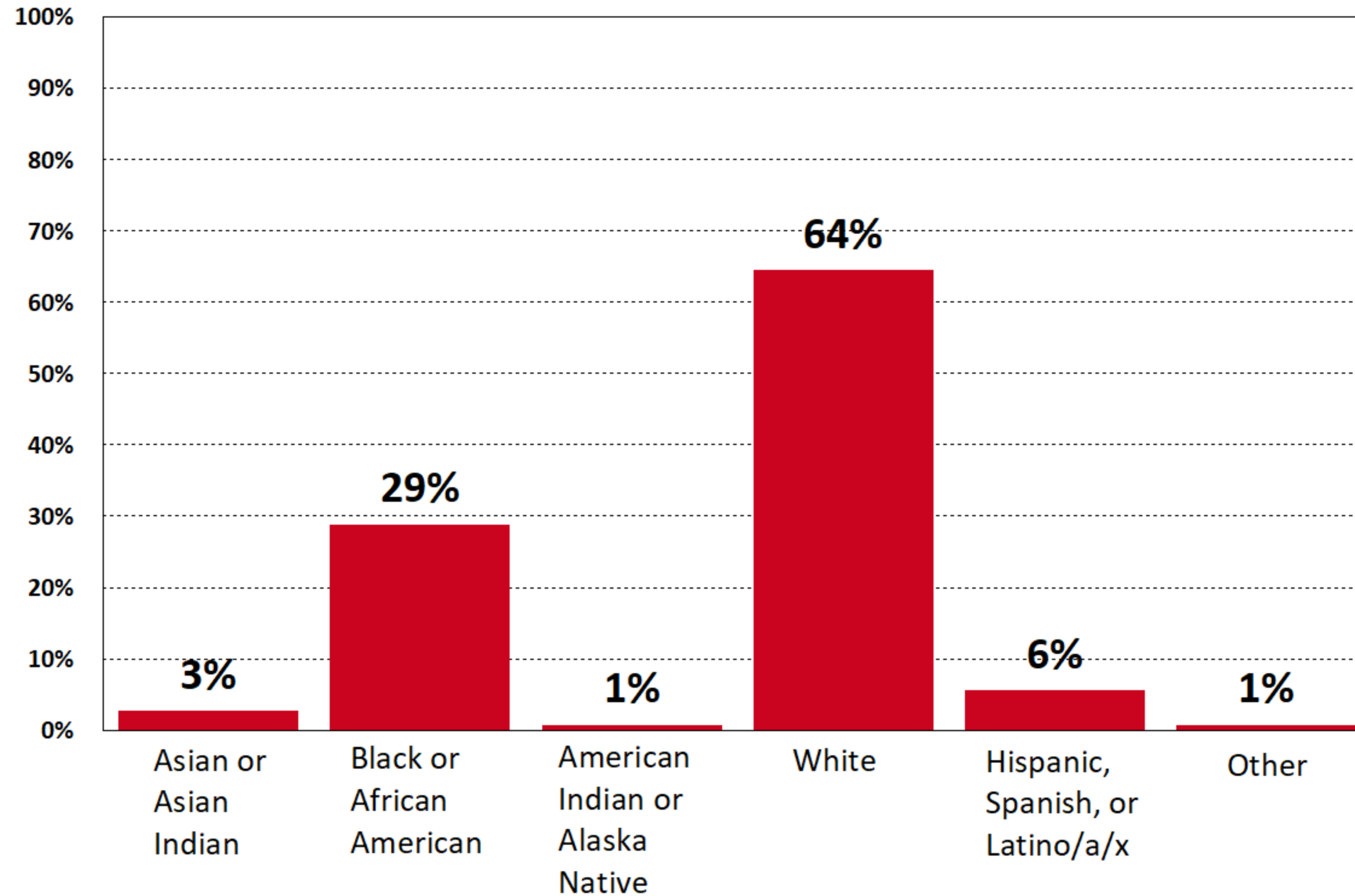
Top Most Important Areas of Service to the Community

1. *Providing access to places of employment*
2. *Providing affordable transportation options*
3. *Providing transportation options to people with special mobility needs*

Community Characteristics

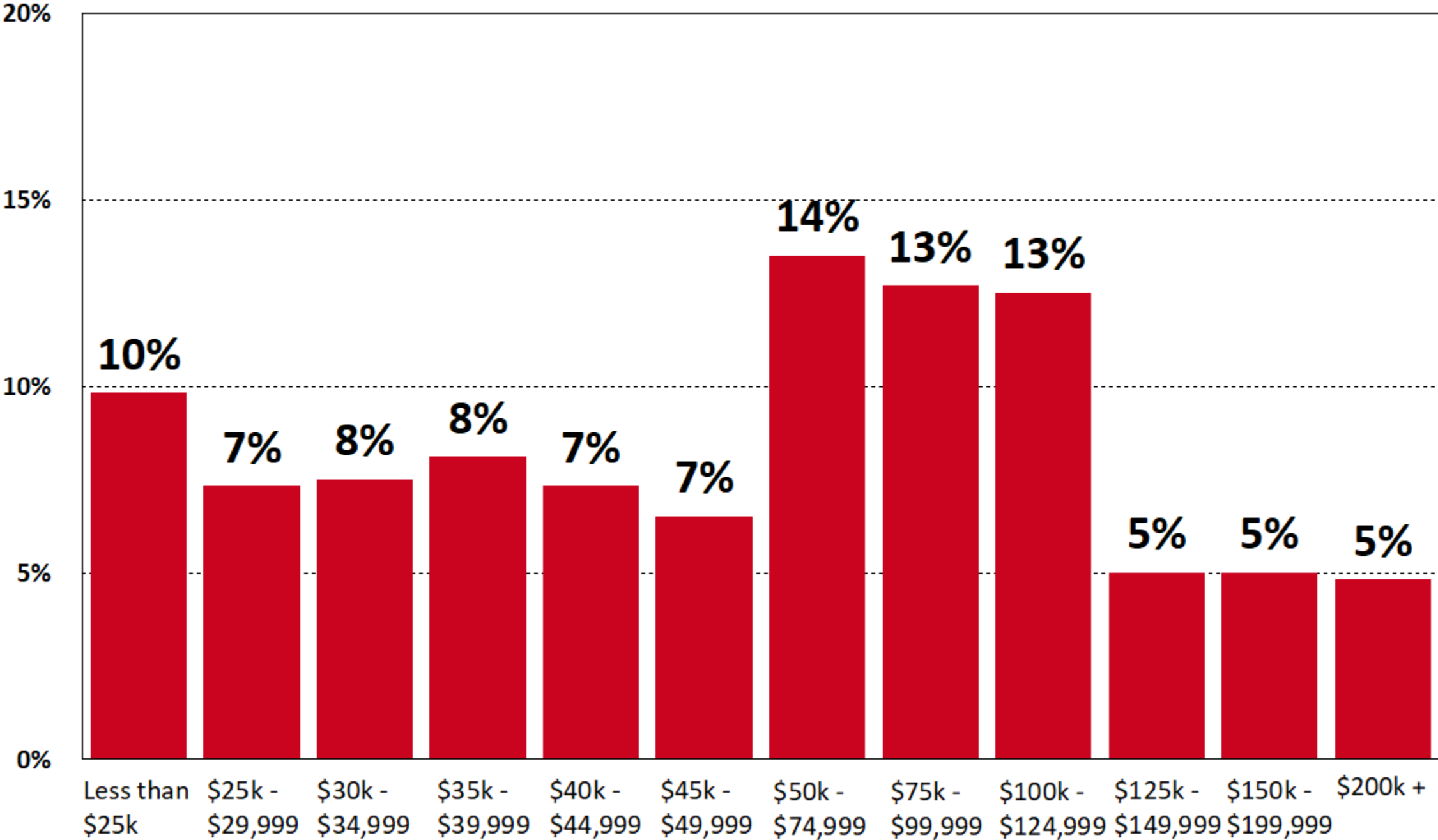
Race / Ethnicity

Which of the following best describes your race/ethnicity?



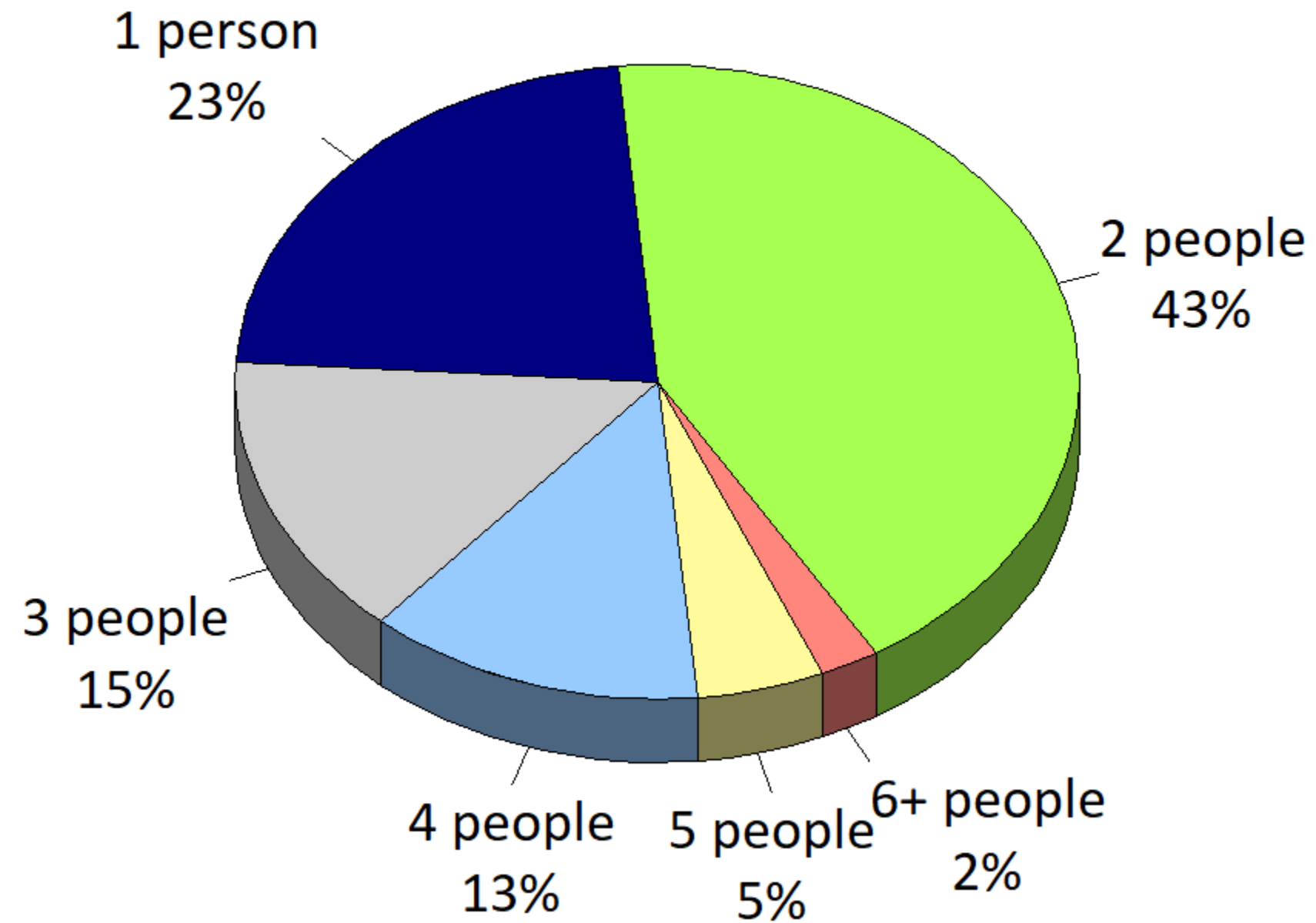
Annual Household Income

What category best describes your total annual household income?



Household Size

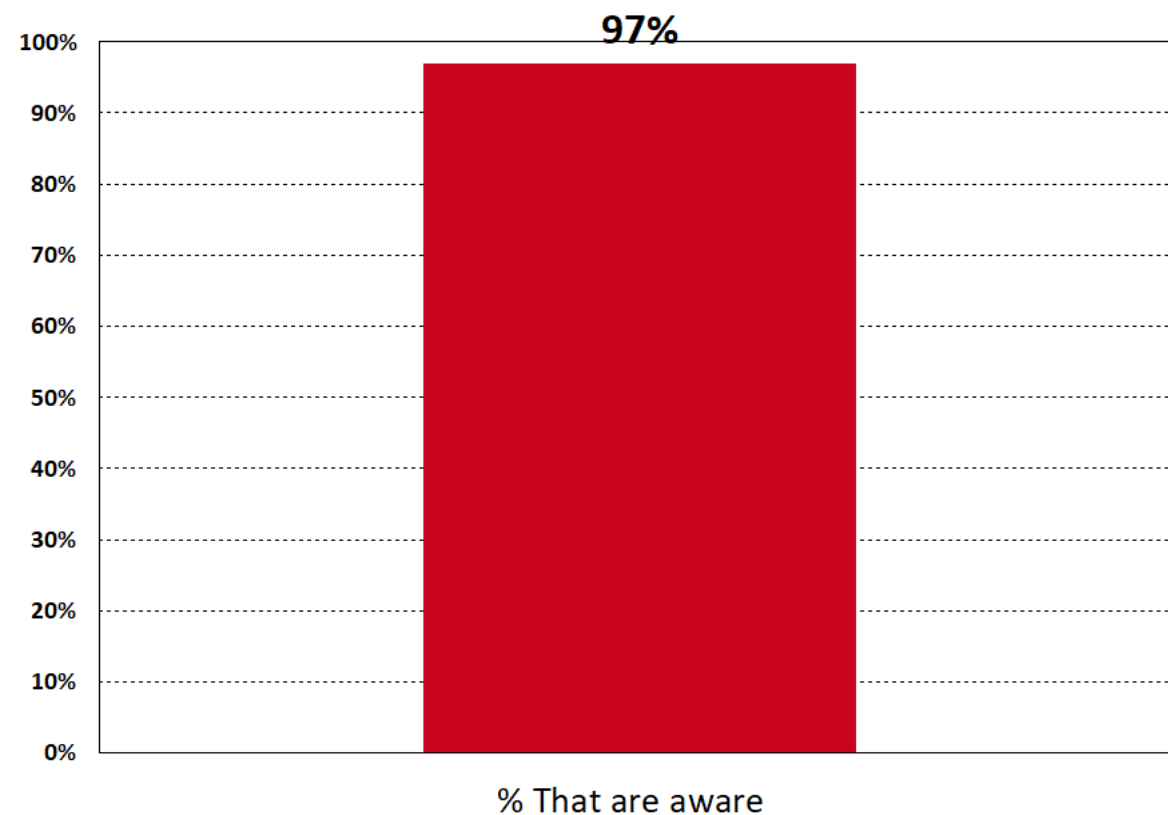
Including you, how many people live in your household?



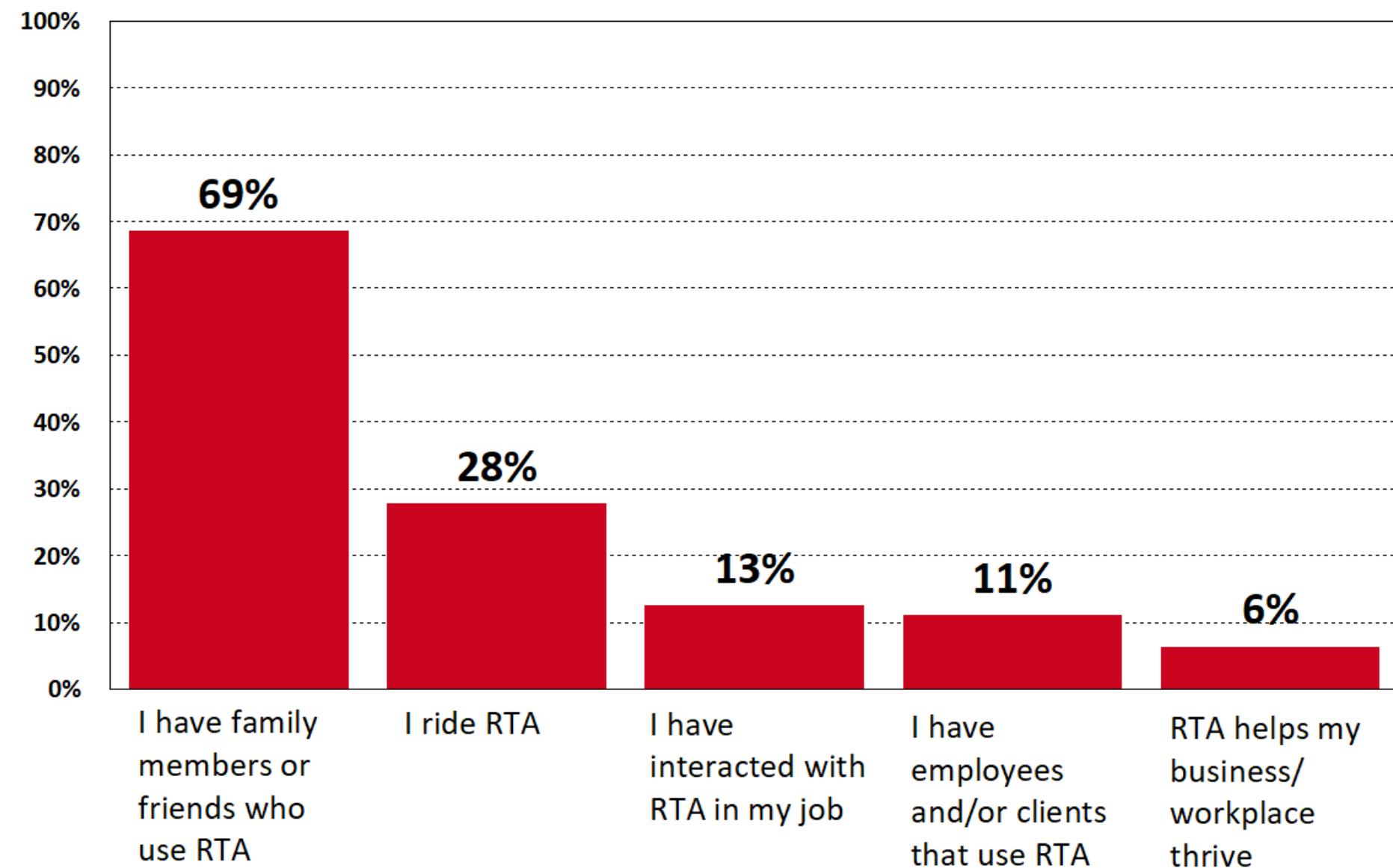
Awareness of and Relationship to RTA

- 97% of Community members are aware of RTA.
- Of the 97% aware of RTA, the most common relationship to RTA was having family members or friends who use RTA (69%), followed by personally riding RTA (28%).

Are you aware of RTA, the public transportation system?



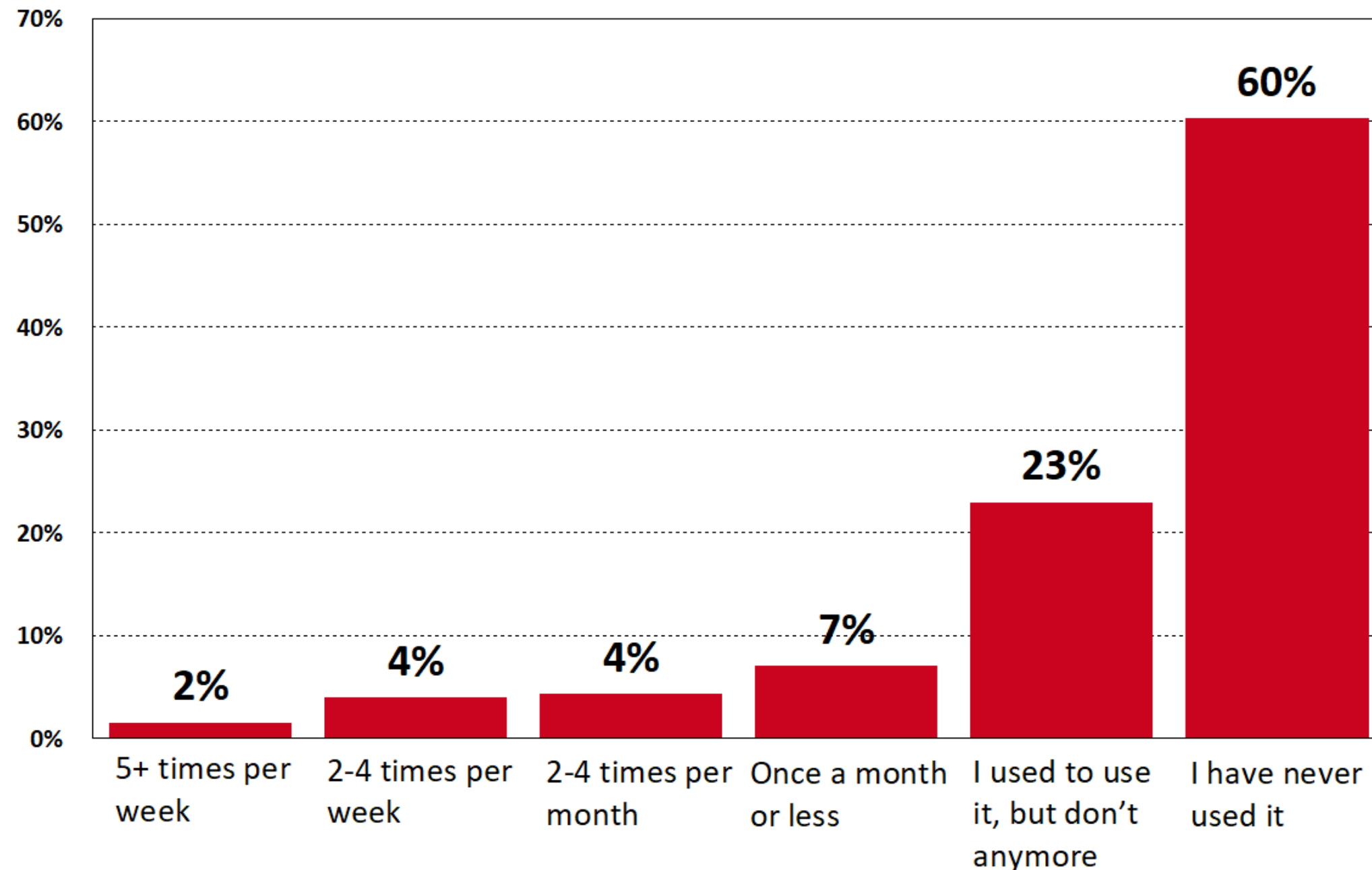
Please indicate your relationship to RTA.



RTA Trip Frequency

- 23% used to use RTA, but do not anymore, and 60% have never used it.

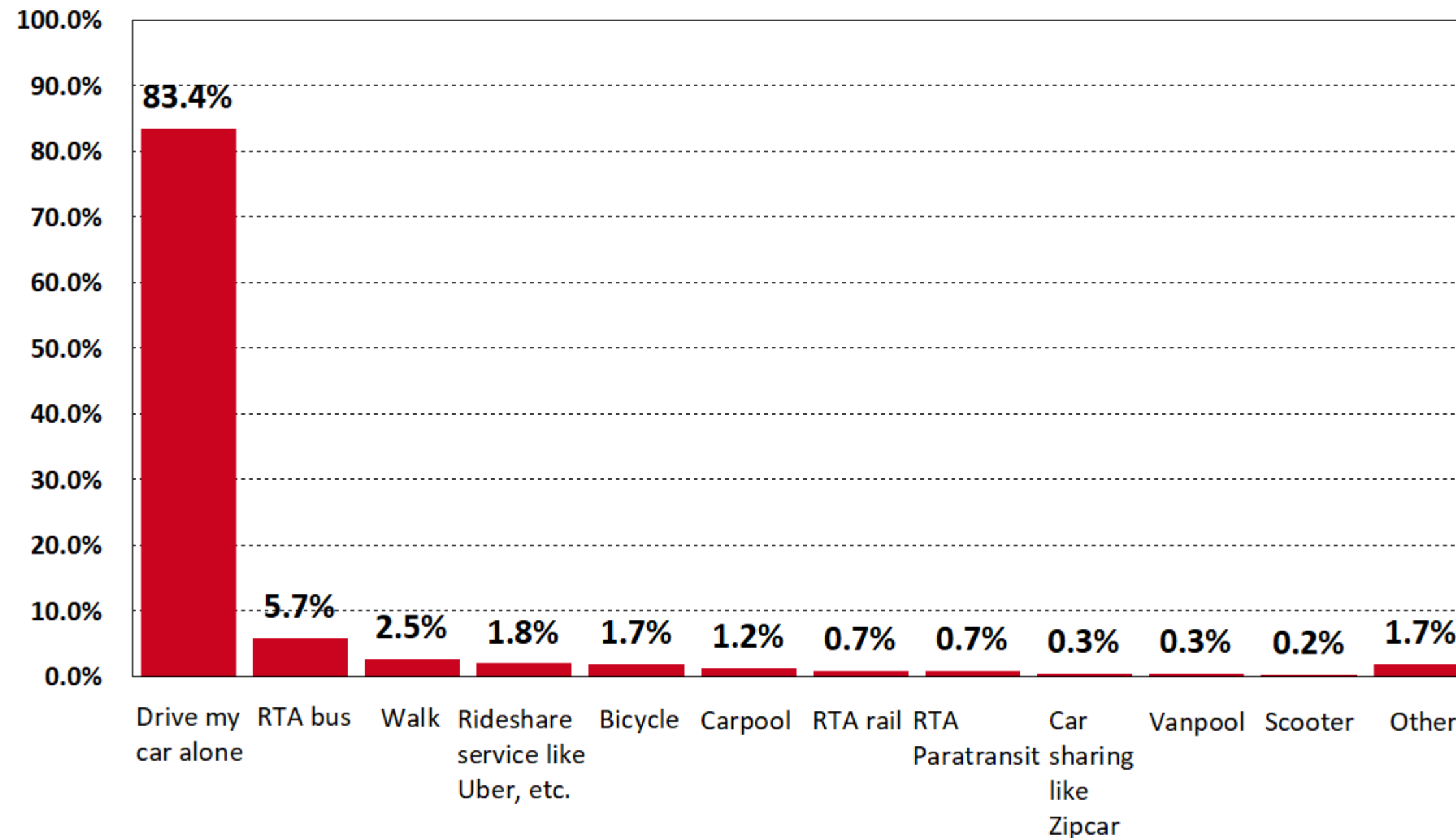
On average, how often do you use RTA?



Trip Mode

- Community members normally drive their car alone (83.4%) to get to where they need to go.

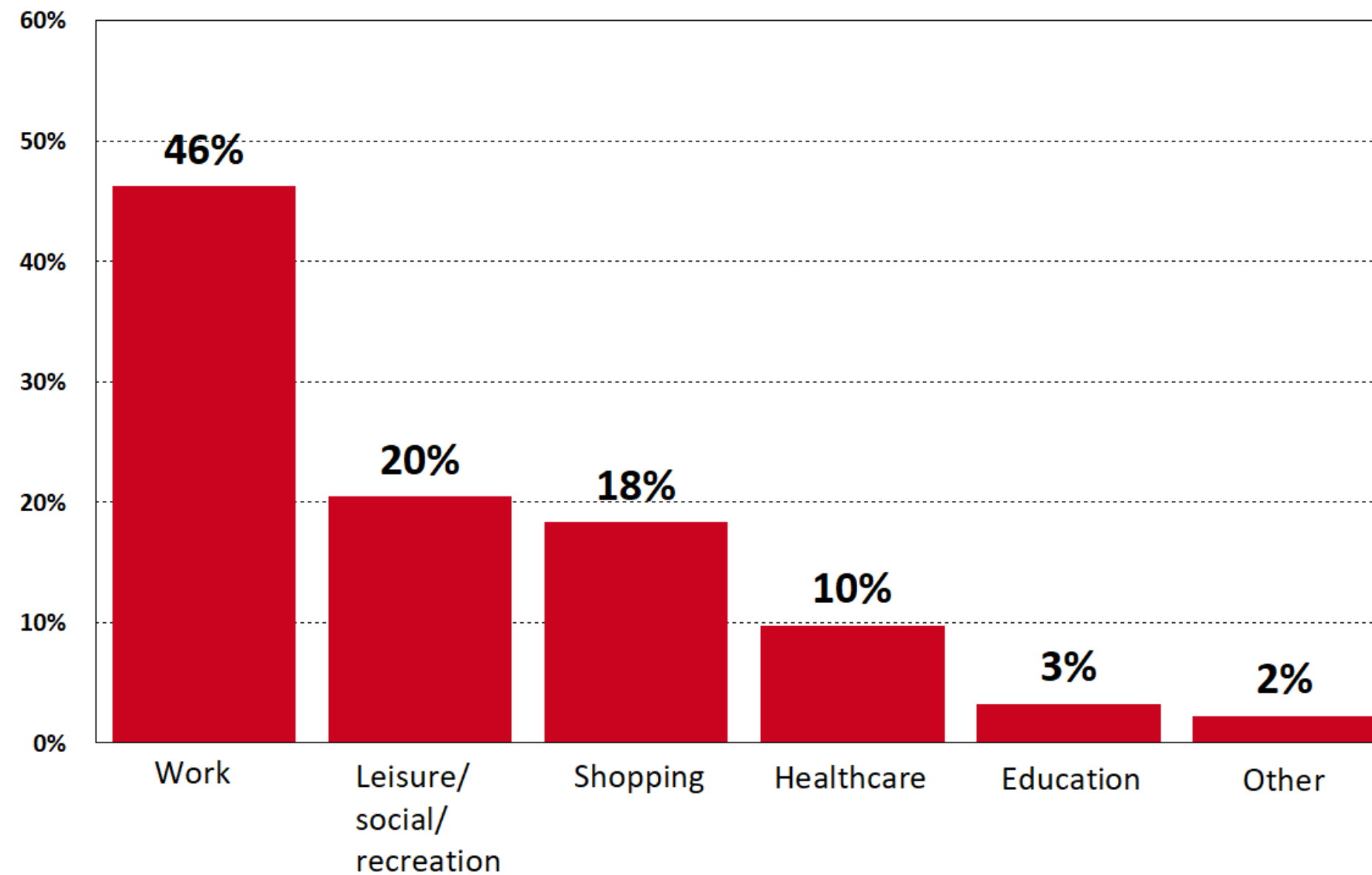
What mode of transportation do you primarily use to reach your destination?



Trip Purpose

- Of the 17% of community members that currently use RTA, their main reason for using public transportation is to get to work (46%), leisure/social/recreation (20%), and shopping (18%).

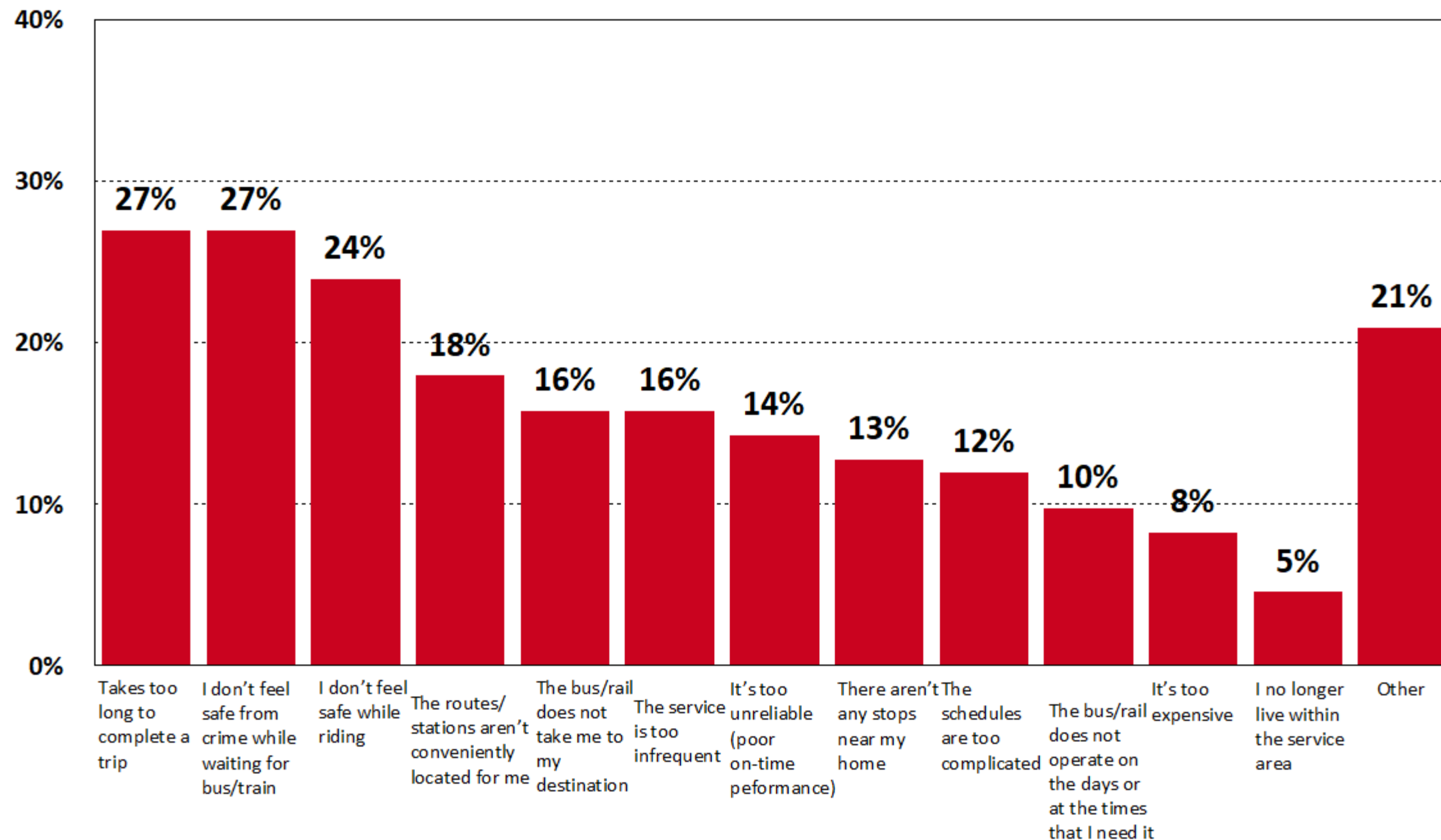
What is your primary purpose for using public transportation?



RTA Service Discontinued Use Reason

- Of the 23% of Community Members that discontinued their use of RTA services, their top reasons were time it takes to complete a trip (27%) and not feeling safe from crime while waiting (27%).

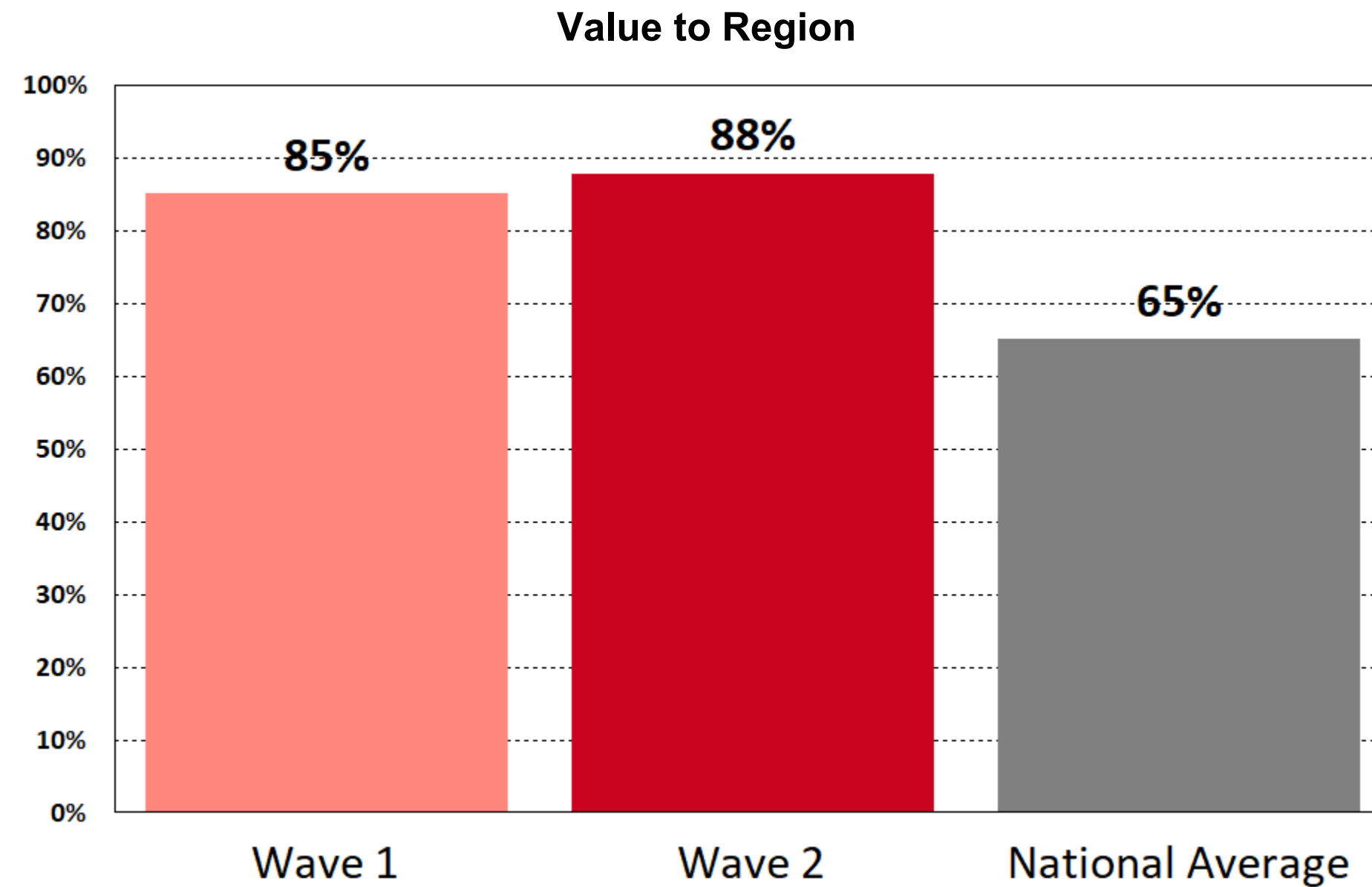
If you used it previously but stopped, why did you stop using public transportation?



Community Perception of Value

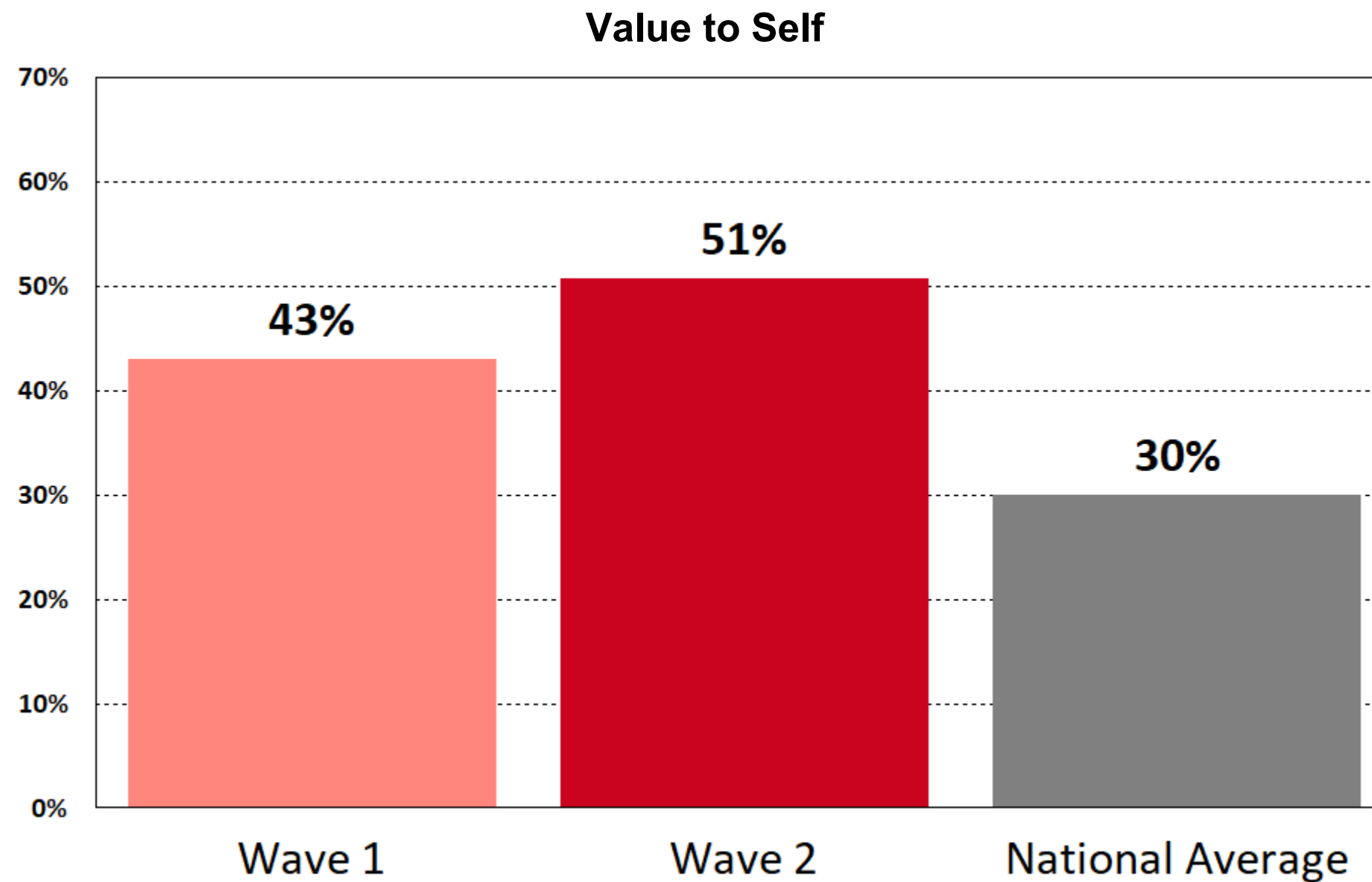
Community Value

- 88% of community members feel RTA is valuable to the Cleveland Region, which is 23 percentage points higher than the national average.



Community Value

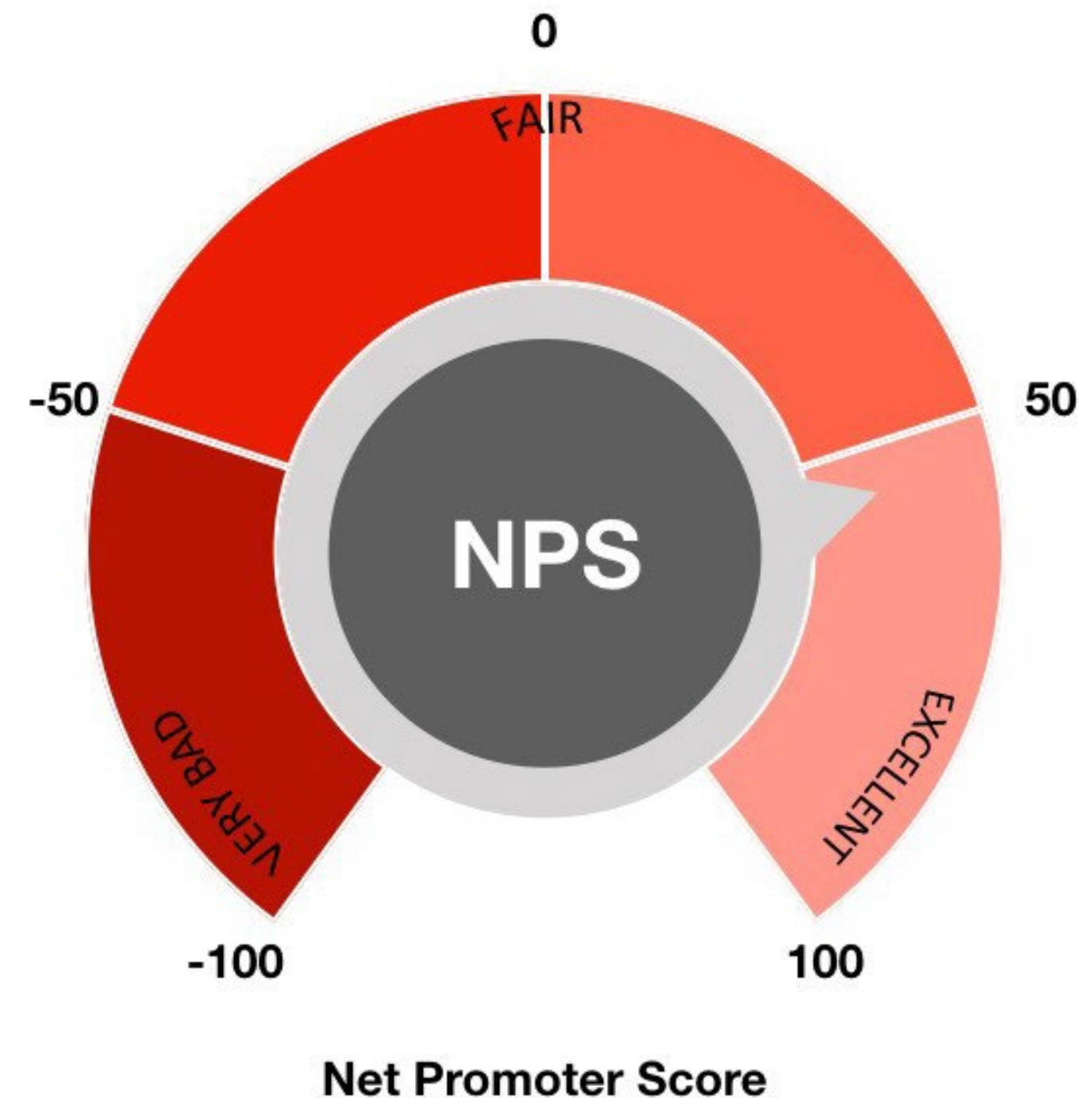
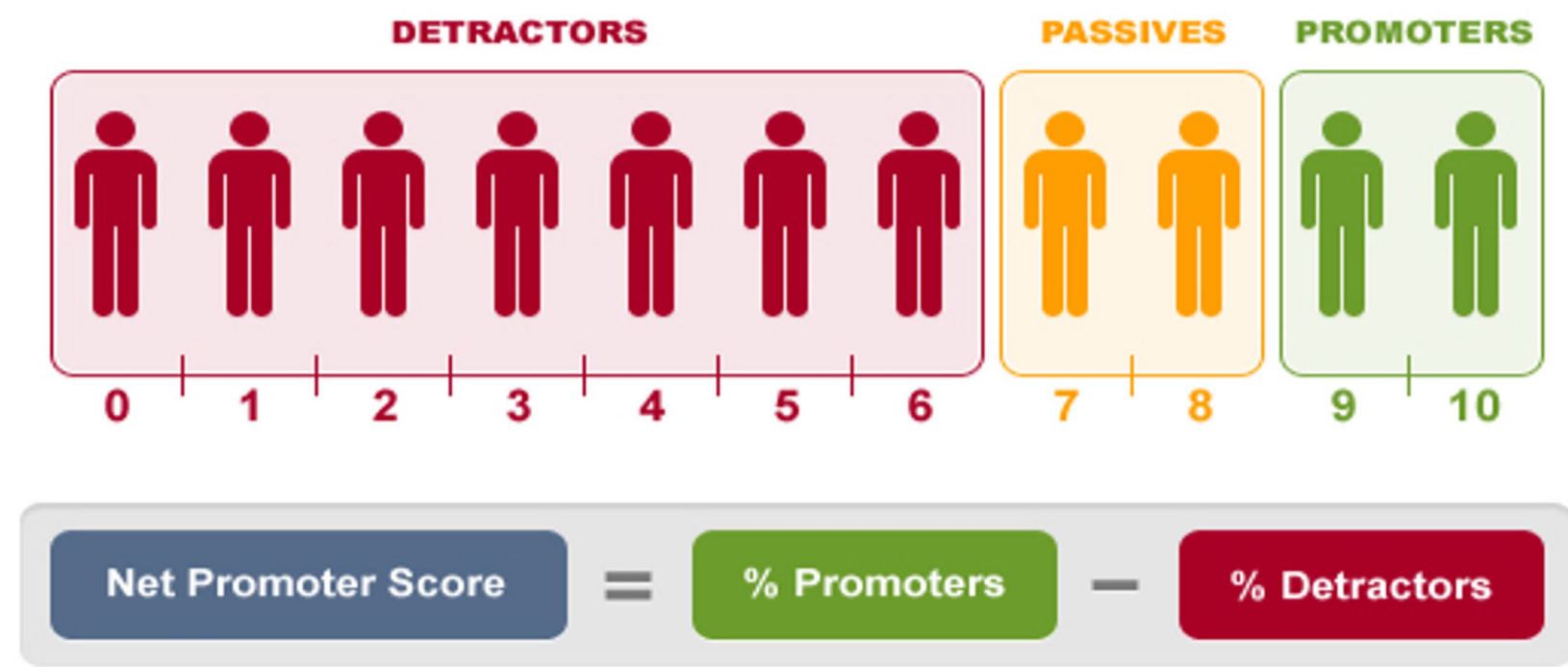
- 51% of community members feel RTA is valuable to them personally, which is 21 percentage points higher than the national average.



Net Promoter Score

NPS poses the ultimate question:

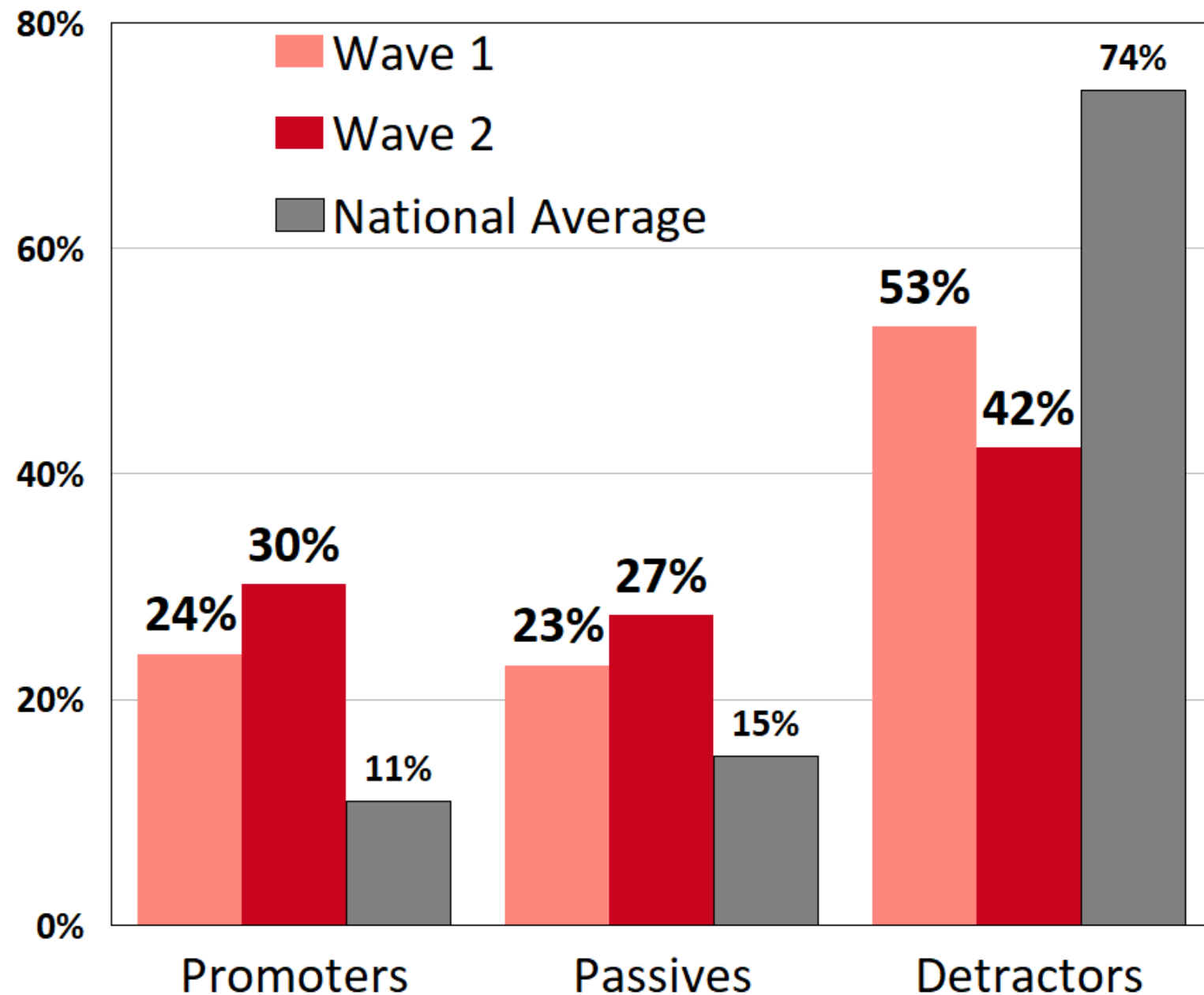
“How likely would you be to recommend using RTA/the public transportation system to a friend or colleague?”



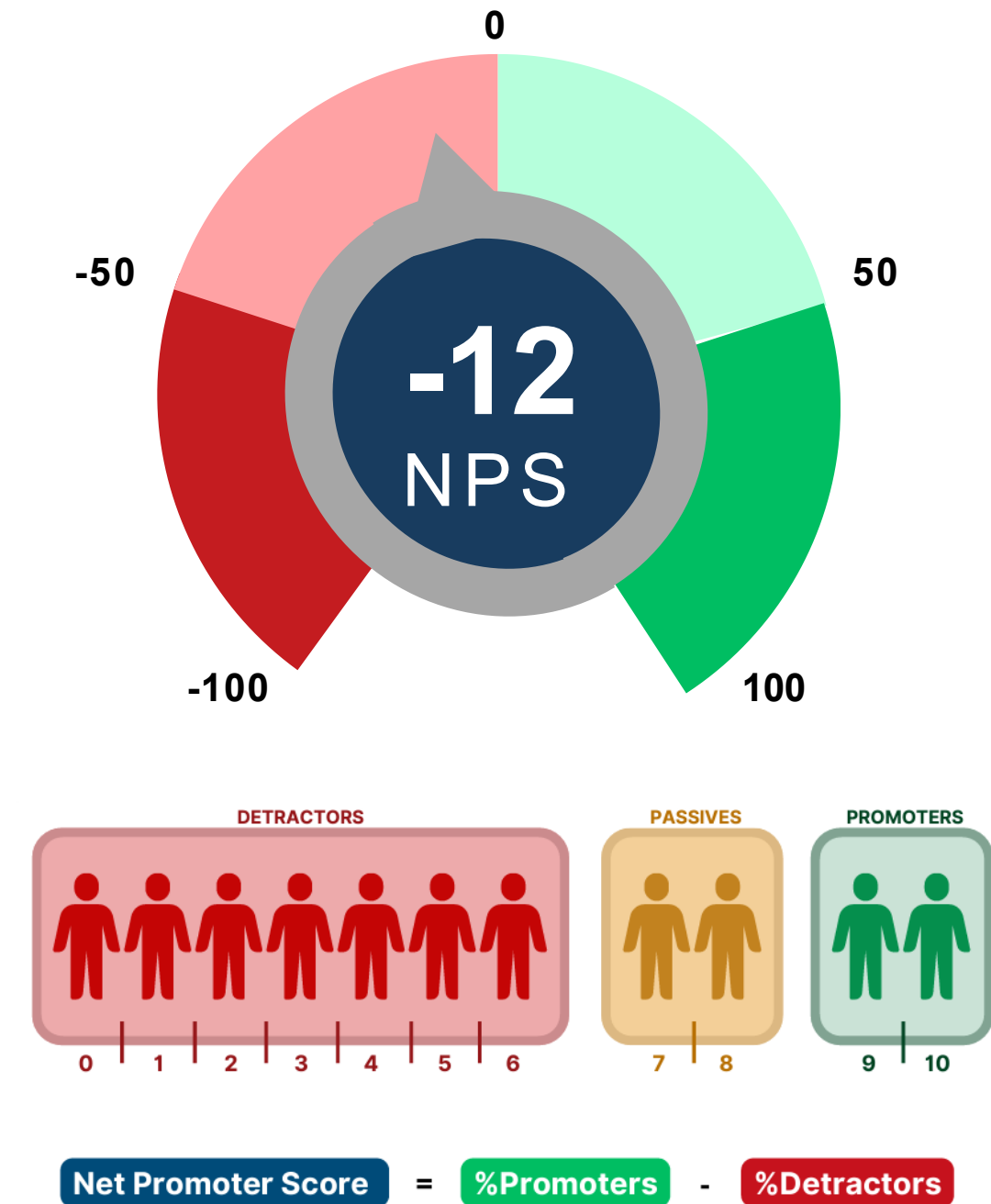
Net Promoter Score (NPS)

Non-Rider

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



RTA's Community Value NPS is up 17 points since Wave 1 from -29 to -12.

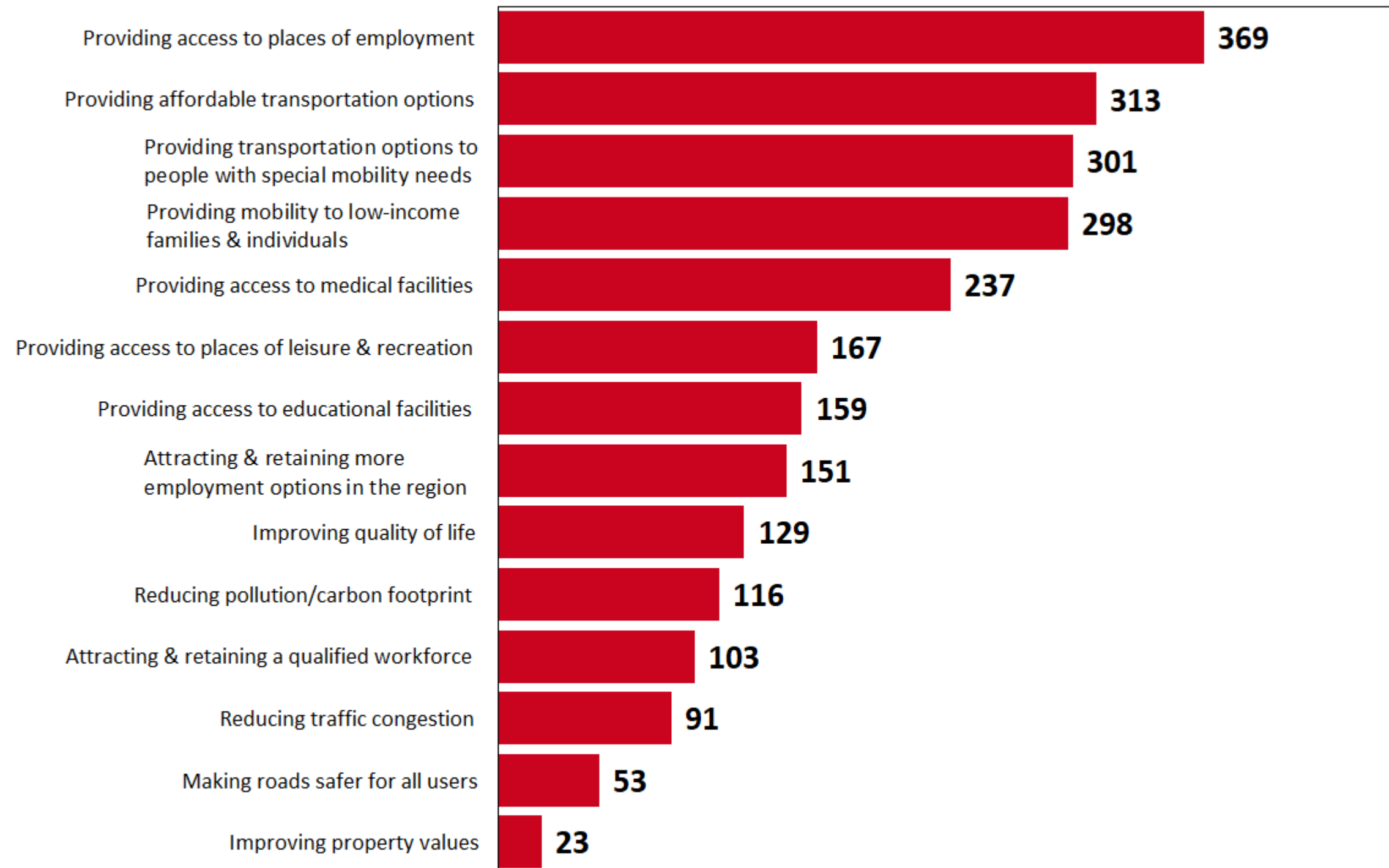


Community Importance Factors

Top Community Importance Factors

- The top importance factors to Community Members are Providing access to places of employment (369), providing affordable transportation options (313), and providing transportation options to people with special mobility needs (301).

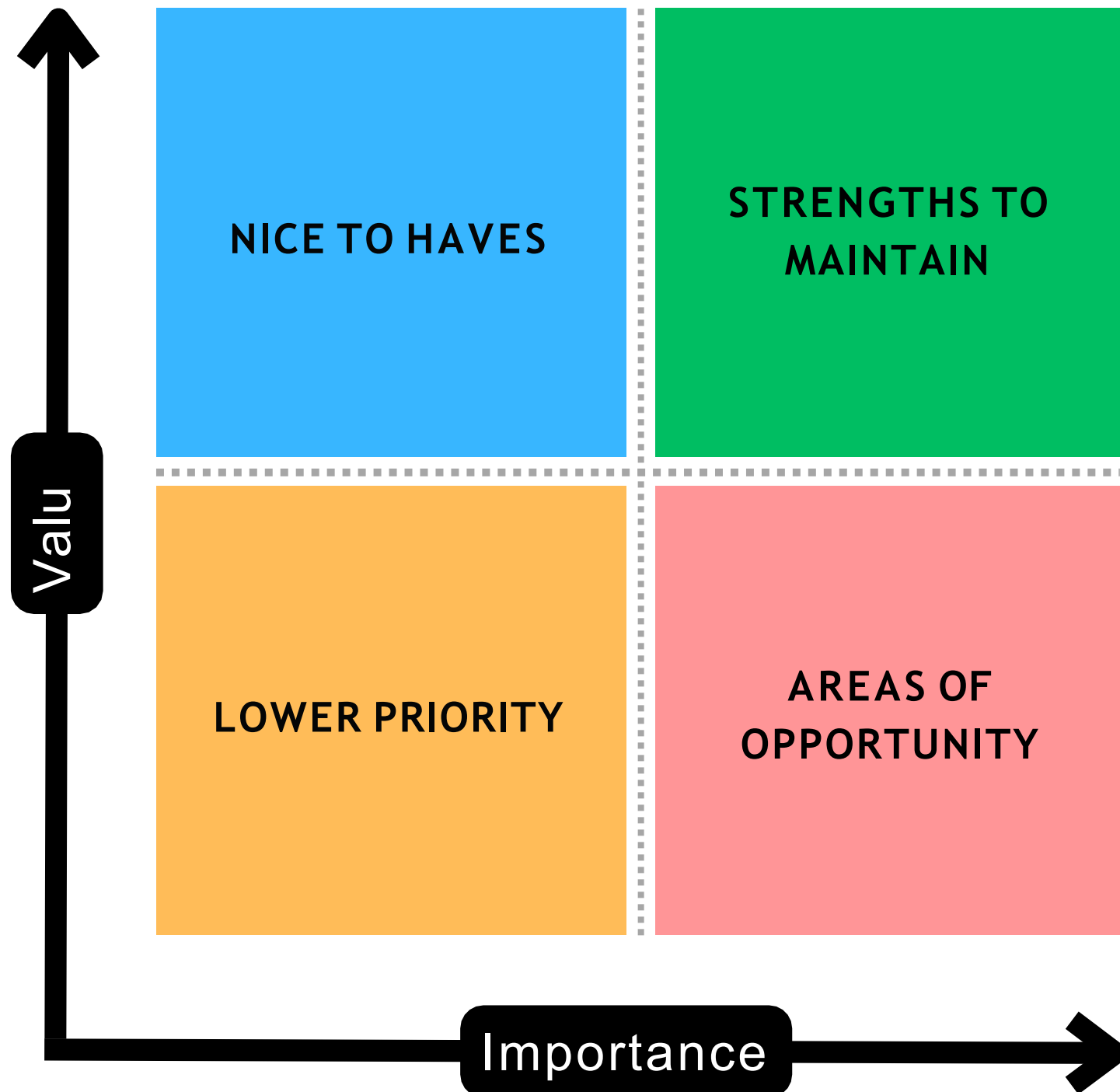
Which three items should receive the most emphasis from RTA leaders over the next two years?



Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its level of value as determined by survey respondents. The graph is divided into quadrants:

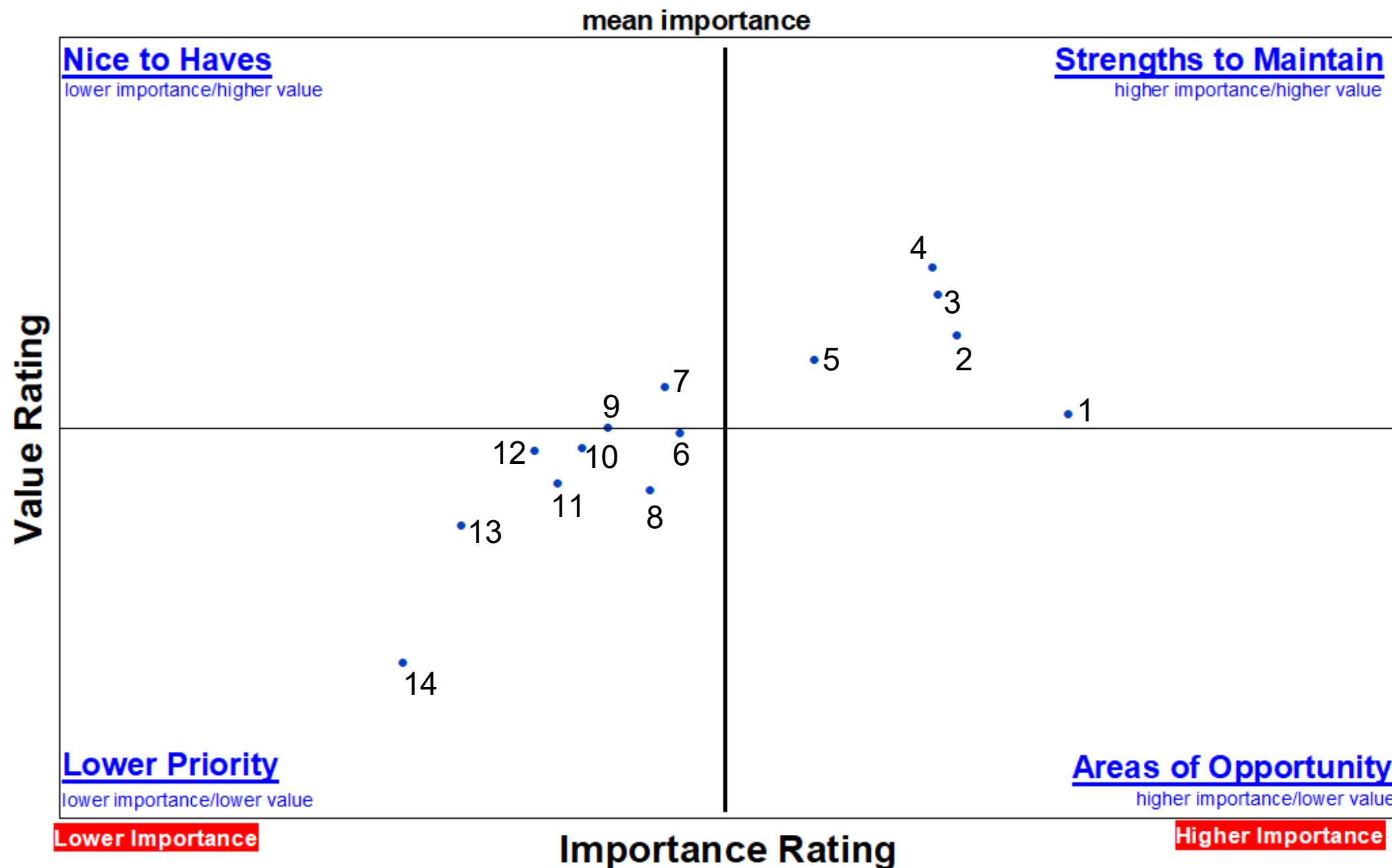
Value vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower value levels. Although these have lower value 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 value levels. Although customers highly value 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 value 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 value is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher value levels. 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.



Legend

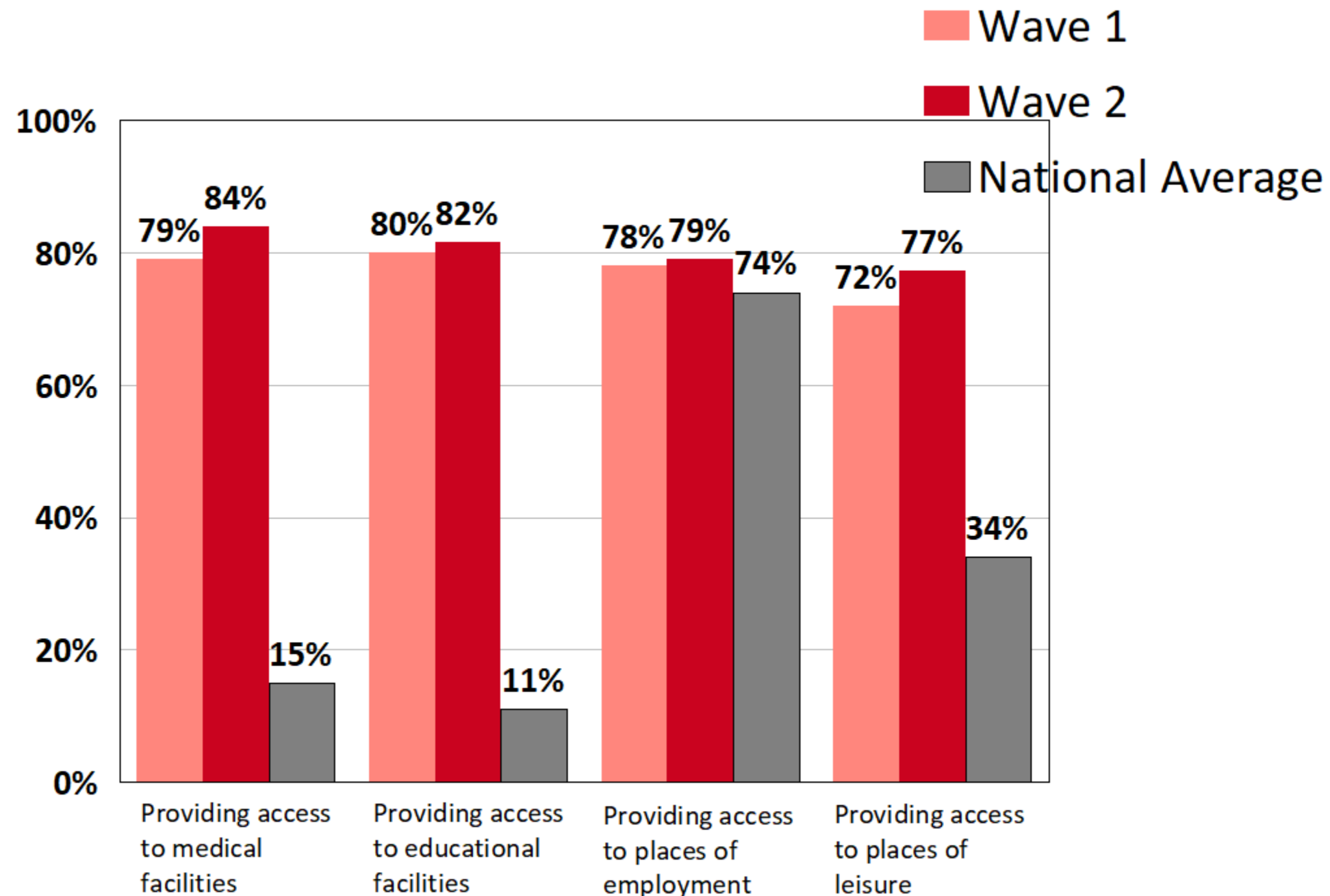
1. Providing access to places of employment
2. Providing affordable transportation options
3. Providing transportation options to people with special mobility needs
4. Providing mobility to low-income families & individuals
5. Providing access to medical facilities
6. Providing access to places of leisure & recreation
7. Providing access to educational facilities
8. Attracting & retaining more employment opportunities in the region
9. Improving quality of life
10. Reducing pollution/carbon footprint
11. Attracting & retaining a qualified workforce
12. Reducing traffic congestion
13. Making roads safe for all users
14. Improving property values

Source: ETC Institute (2023)

Perception of Access

- 84% of community members feel RTA is valuable in providing access to medical facilities.
- 82% of community members feel RTA is valuable in providing access to educational facilities.
- 79% of community members feel RTA is valuable in providing access to places of employment.
- 77% of community members feel RTA is valuable in providing access to places of leisure & recreation.

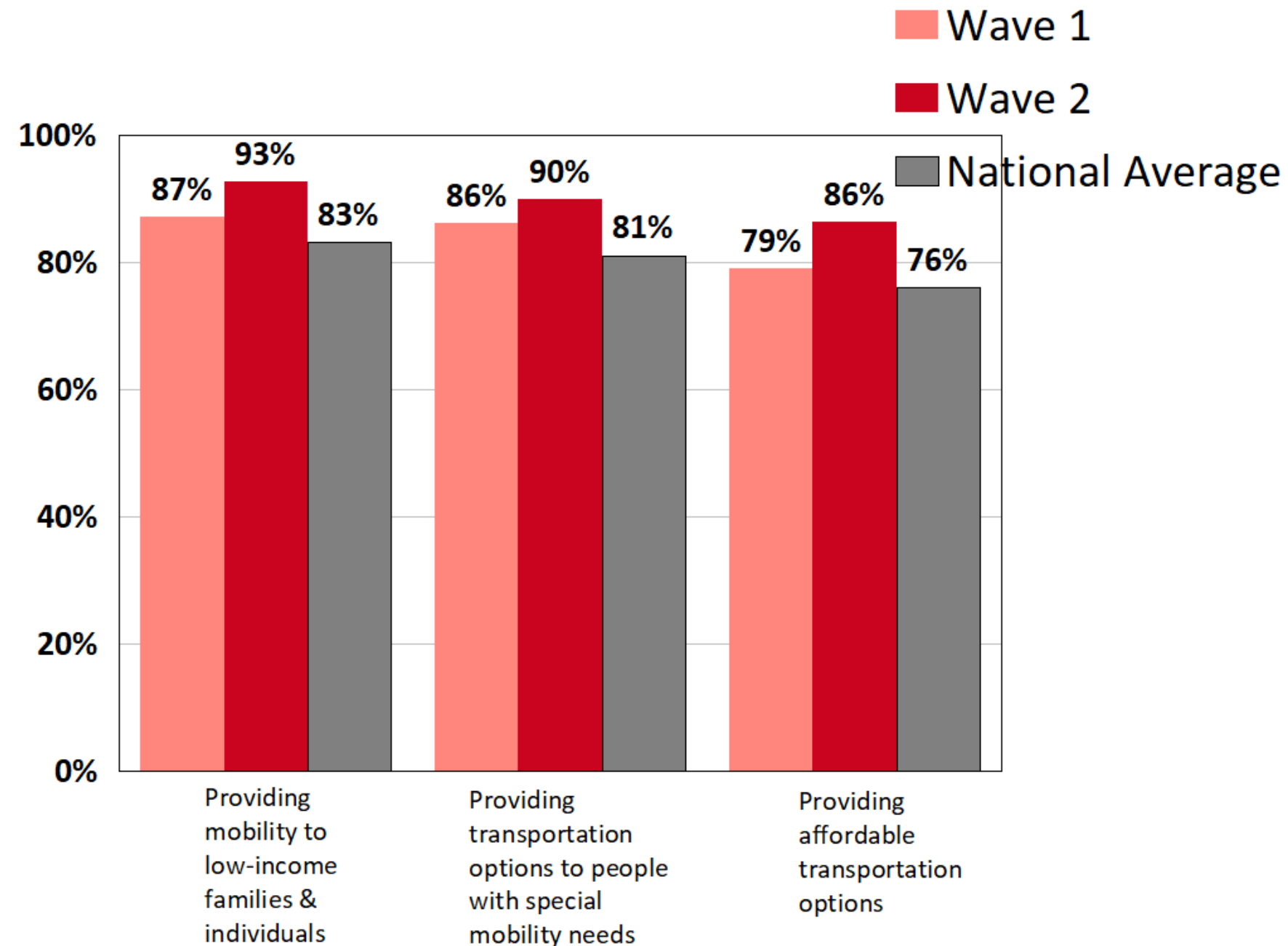
How valuable do you feel RTA is in each of the following areas:



Perception of Mobility Options

- 93% of community members feel RTA is valuable in providing mobility to low-income families.
- 90% of community members feel RTA is valuable in providing transportation options to people with special mobility needs.
- 86% of community members feel RTA is valuable in providing affordable transportation options.

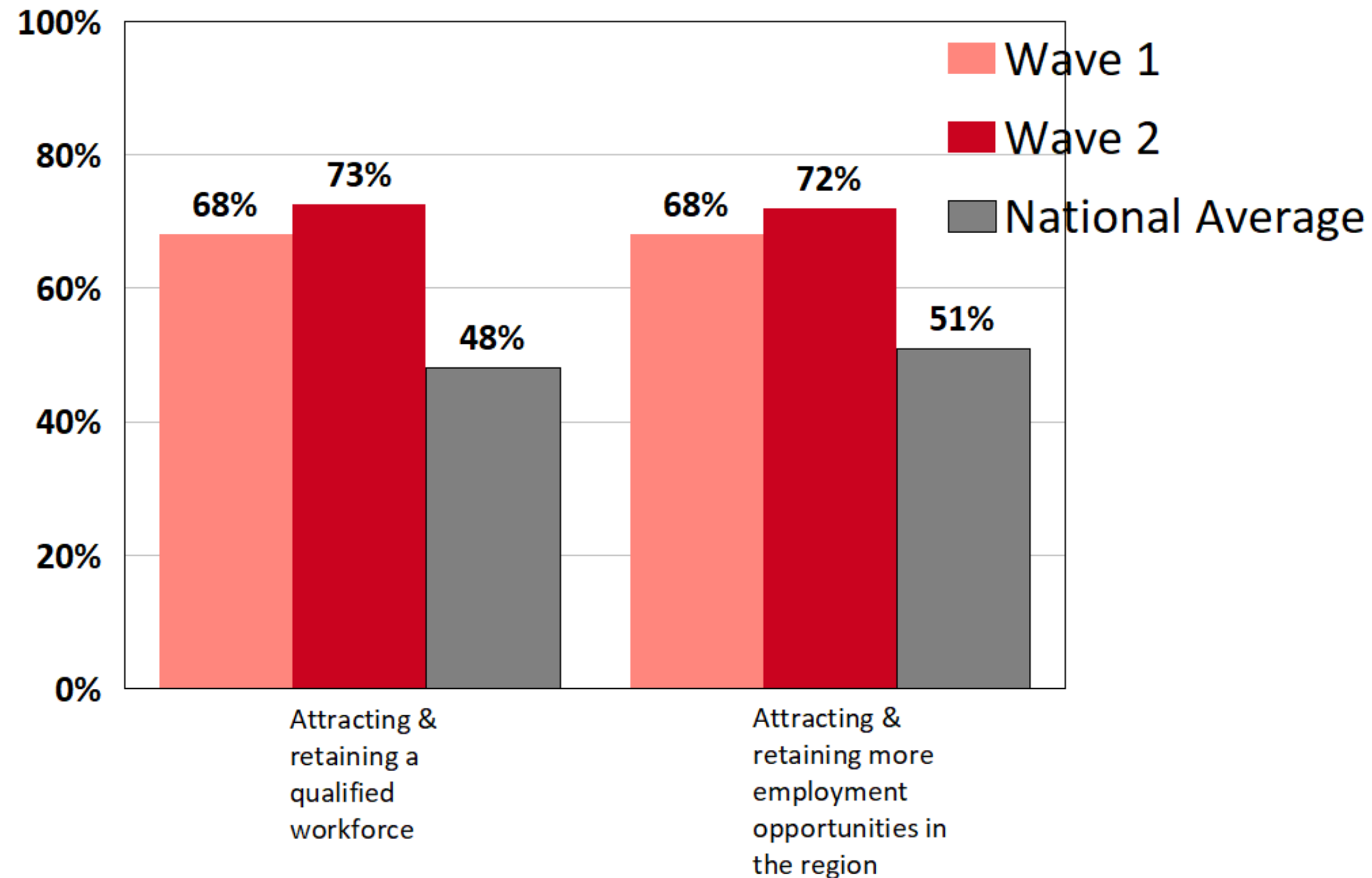
How valuable do you feel RTA is in each of the following areas:



Perception of Employment Influence

- 68% of community members feel RTA is valuable in attracting and retaining a qualified workforce.
- 68% of community members feel RTA is valuable in attracting and retaining more employment opportunities in the region.

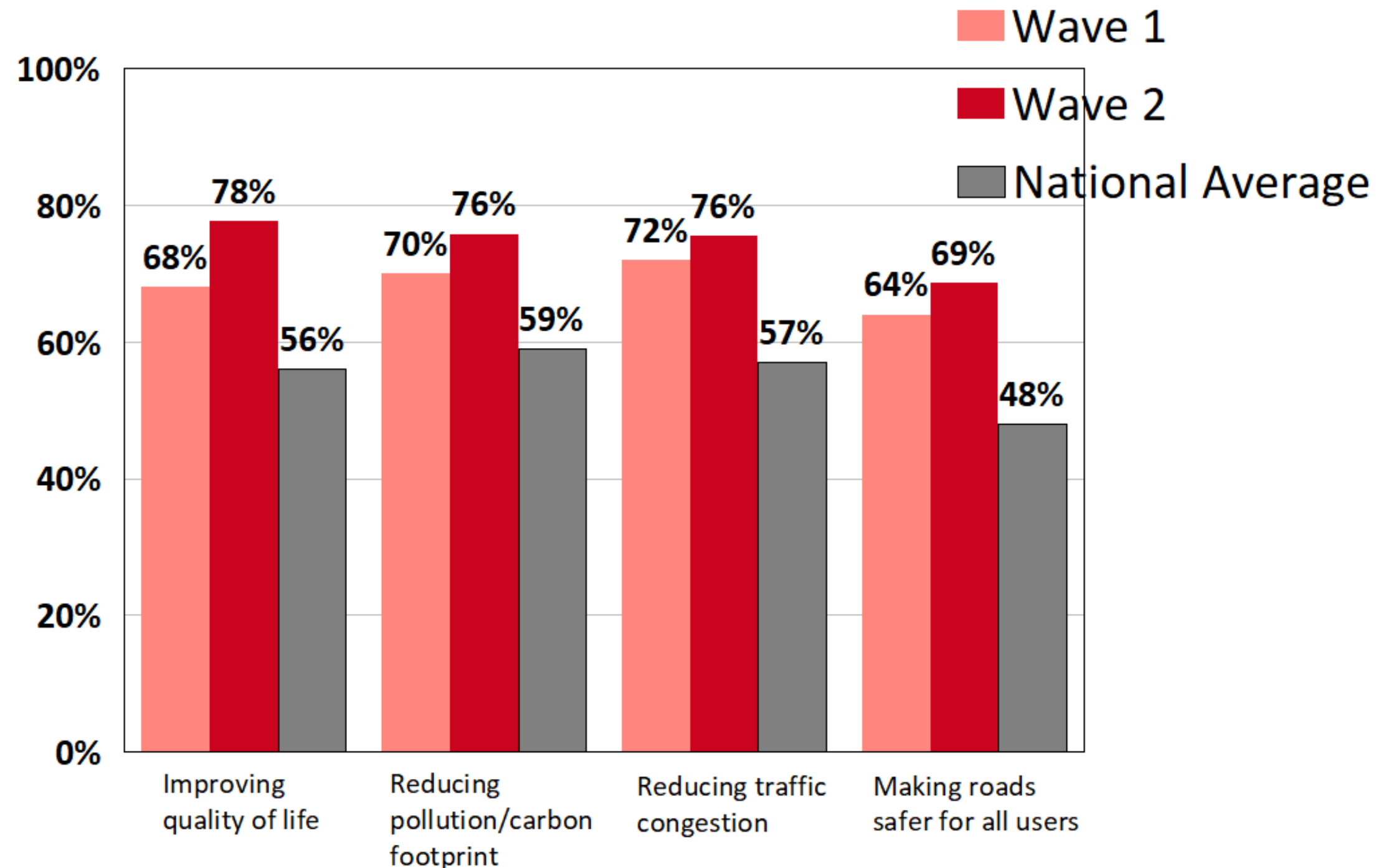
How valuable do you feel RTA is in each of the following areas:



Other Perception Factors

- 78% of community members feel RTA is valuable in improving quality of life.
- 76% of community members feel RTA is valuable in reducing pollution / carbon footprint.
- 76% of community members feel RTA is valuable in reducing traffic congestion.
- 69% of community members feel RTA is valuable in making roads safer for all users.

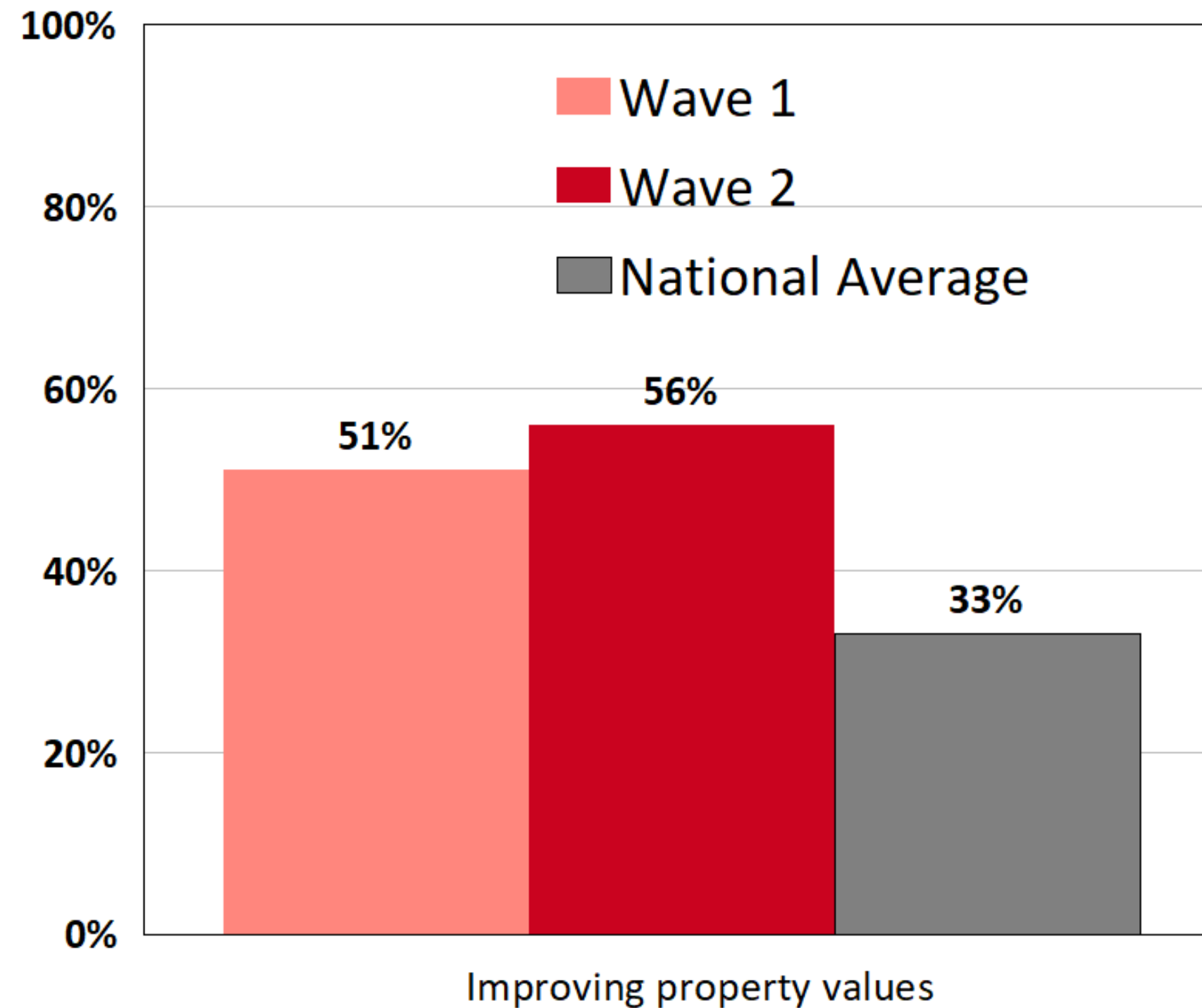
How valuable do you feel RTA is in each of the following areas:



Perception of Property Value Influence

- 56% of community members feel RTA is valuable in improving property values

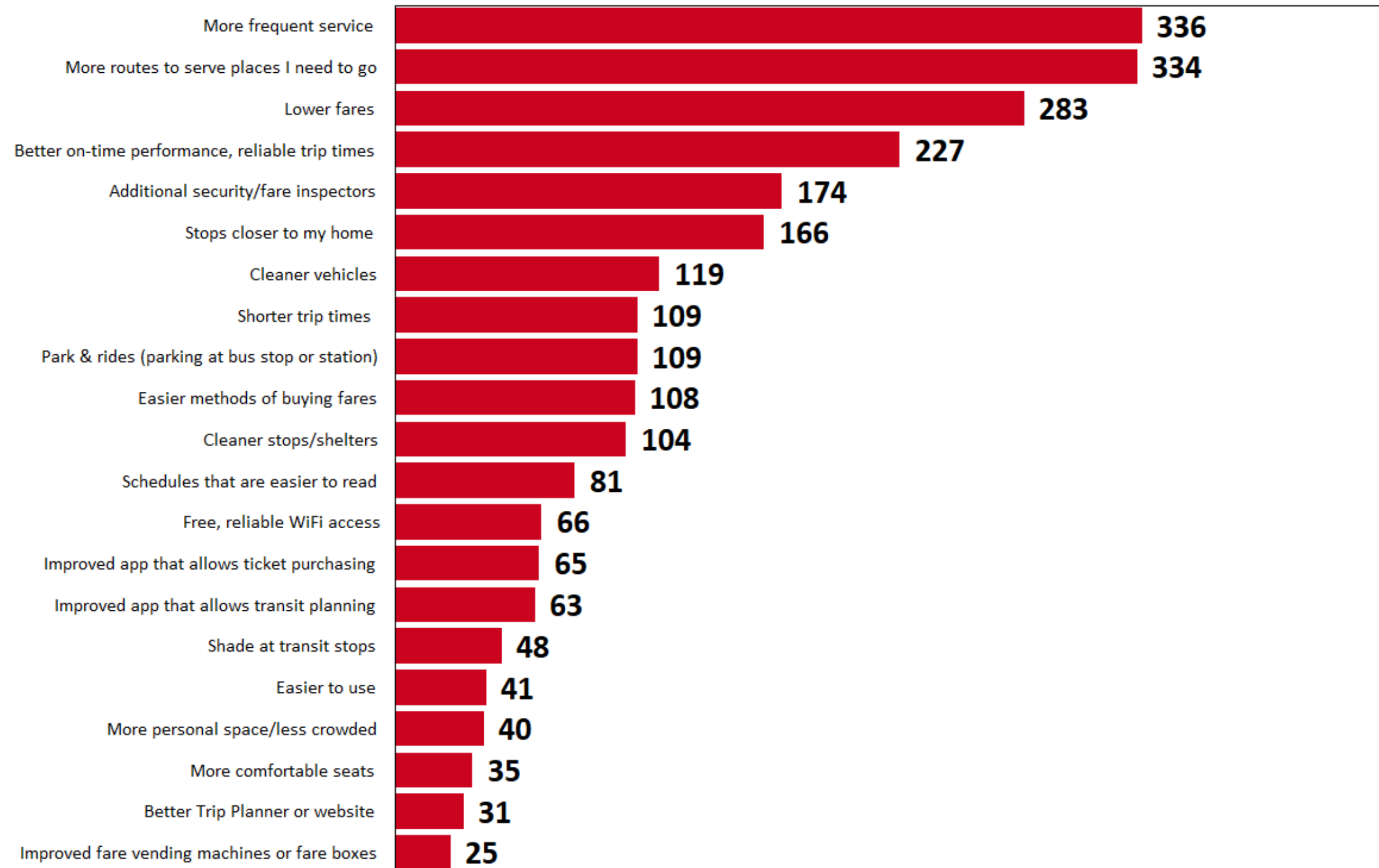
How valuable do you feel RTA is in each of the following areas:



Community Importance Factors

- The top features/amenities that would influence community members to use public transit in the future are more frequent service (336), more routes to places I need to go (334), and lower fares (283).

What three features or amenities could RTA implement to make you more likely to use public transportation in the future?

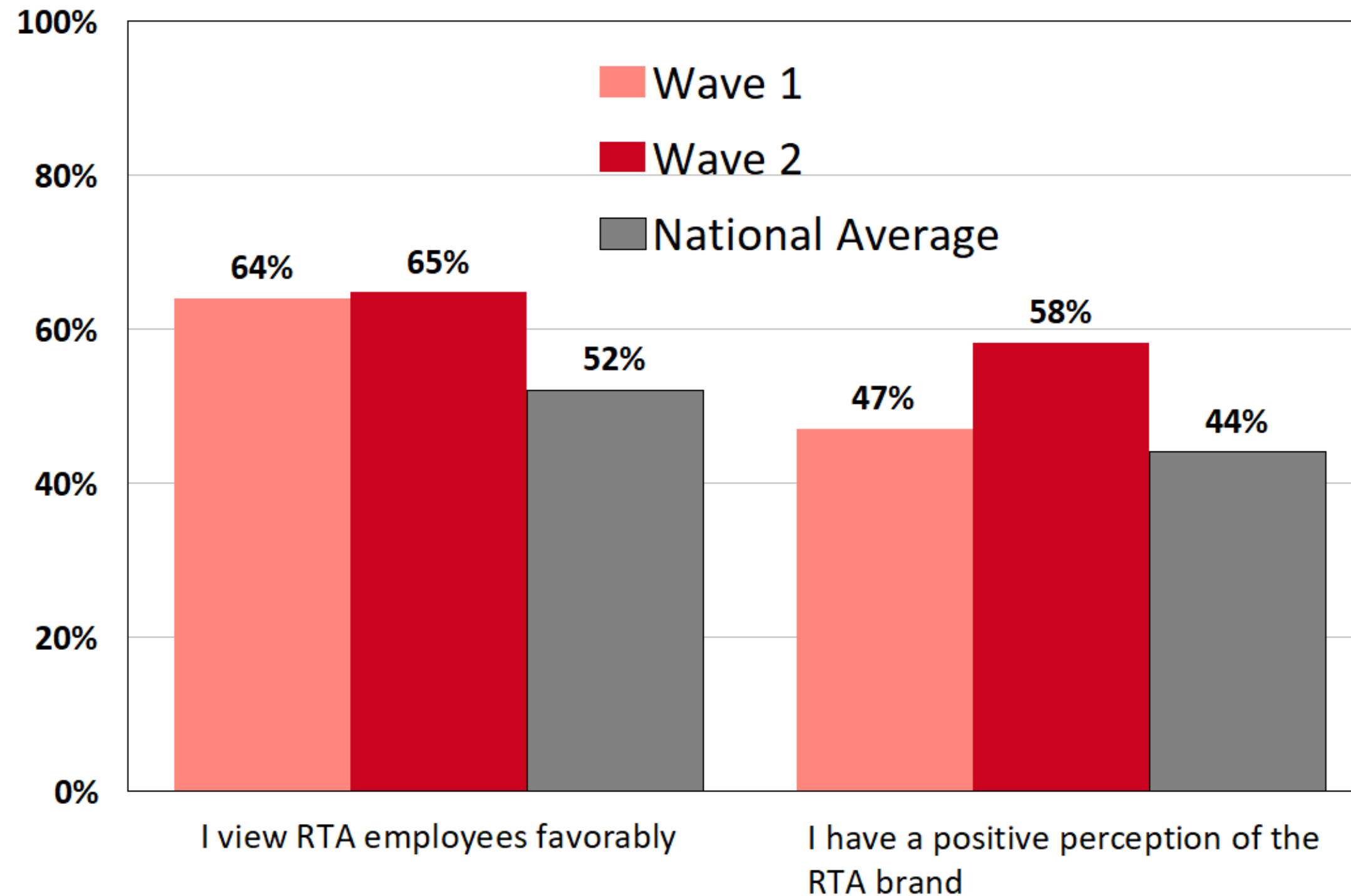


Community Impressions

Impression of RTA Brand and Employees

- 65% of community members agree that they view RTA employees favorably.
- 58% of community members agree that they have a positive perception of the RTA brand.

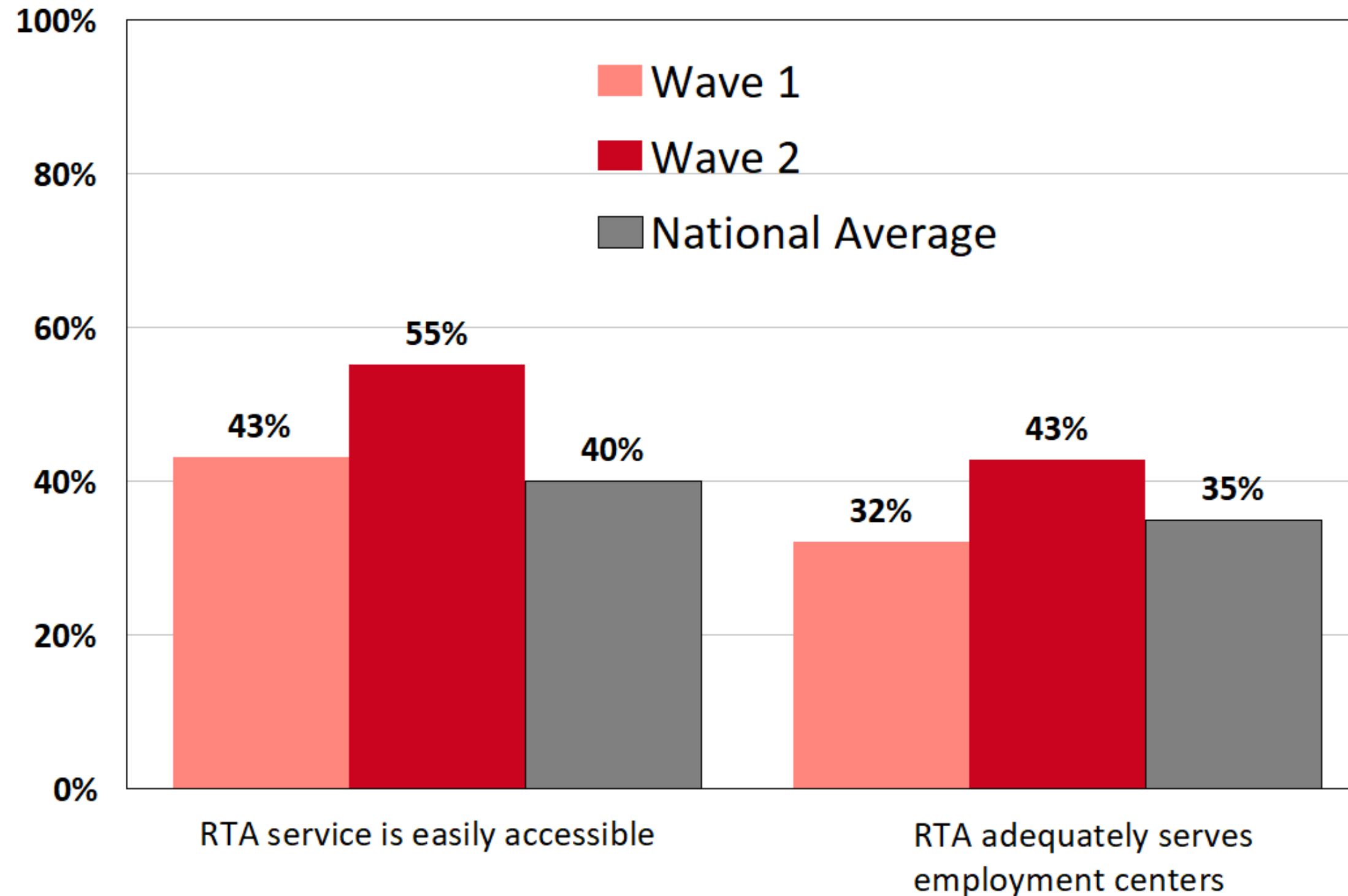
How much do you agree with the following statements?



Impression of Access

- 55% of community members agree that RTA service is easily accessible.
- 43% of community members agree that RTA adequately serves employment centers.

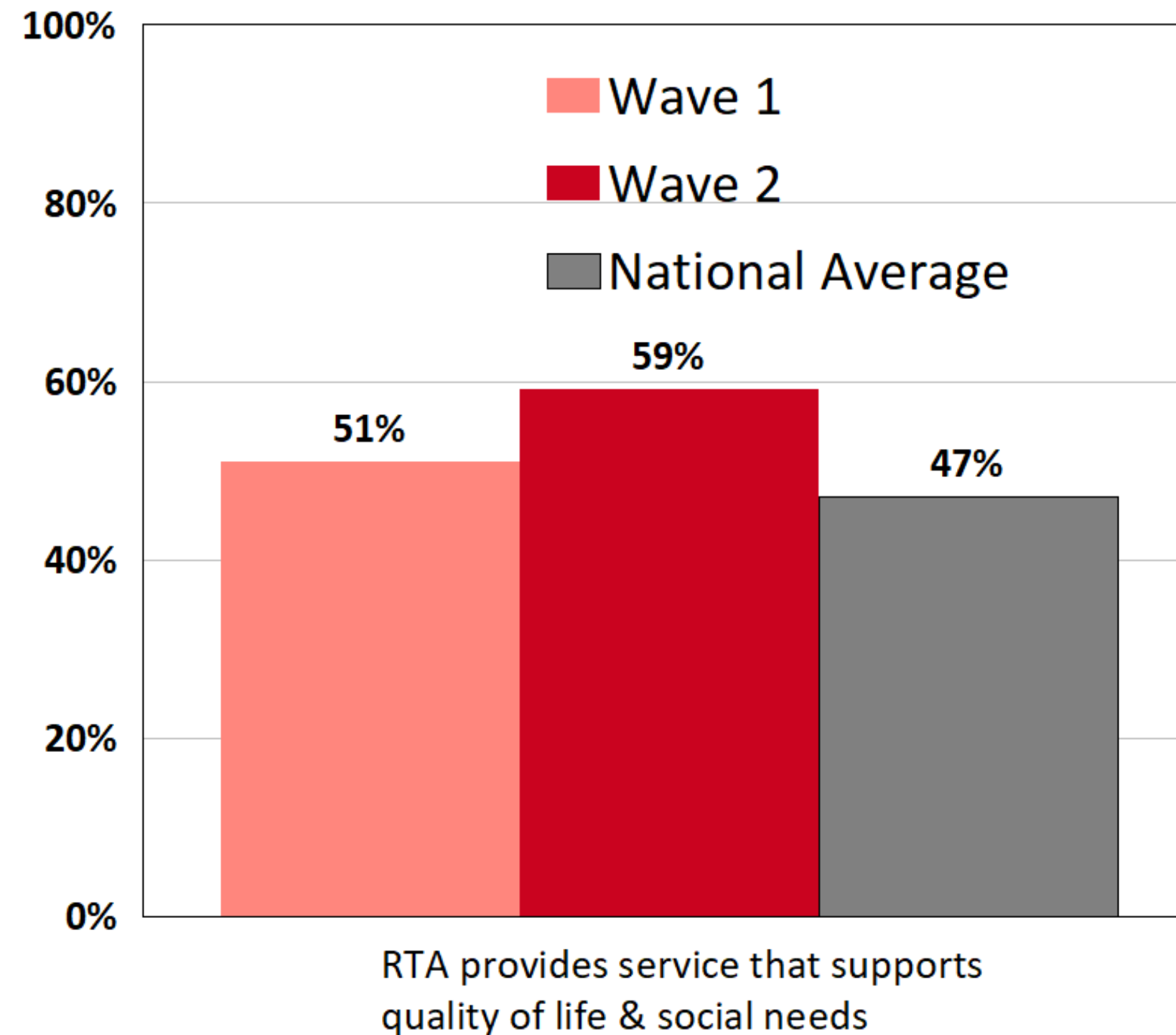
How much do you agree with the following statements?



Social Mobility Initiative

- 59% of community members agree that RTA provides service that supports quality of life and social needs.

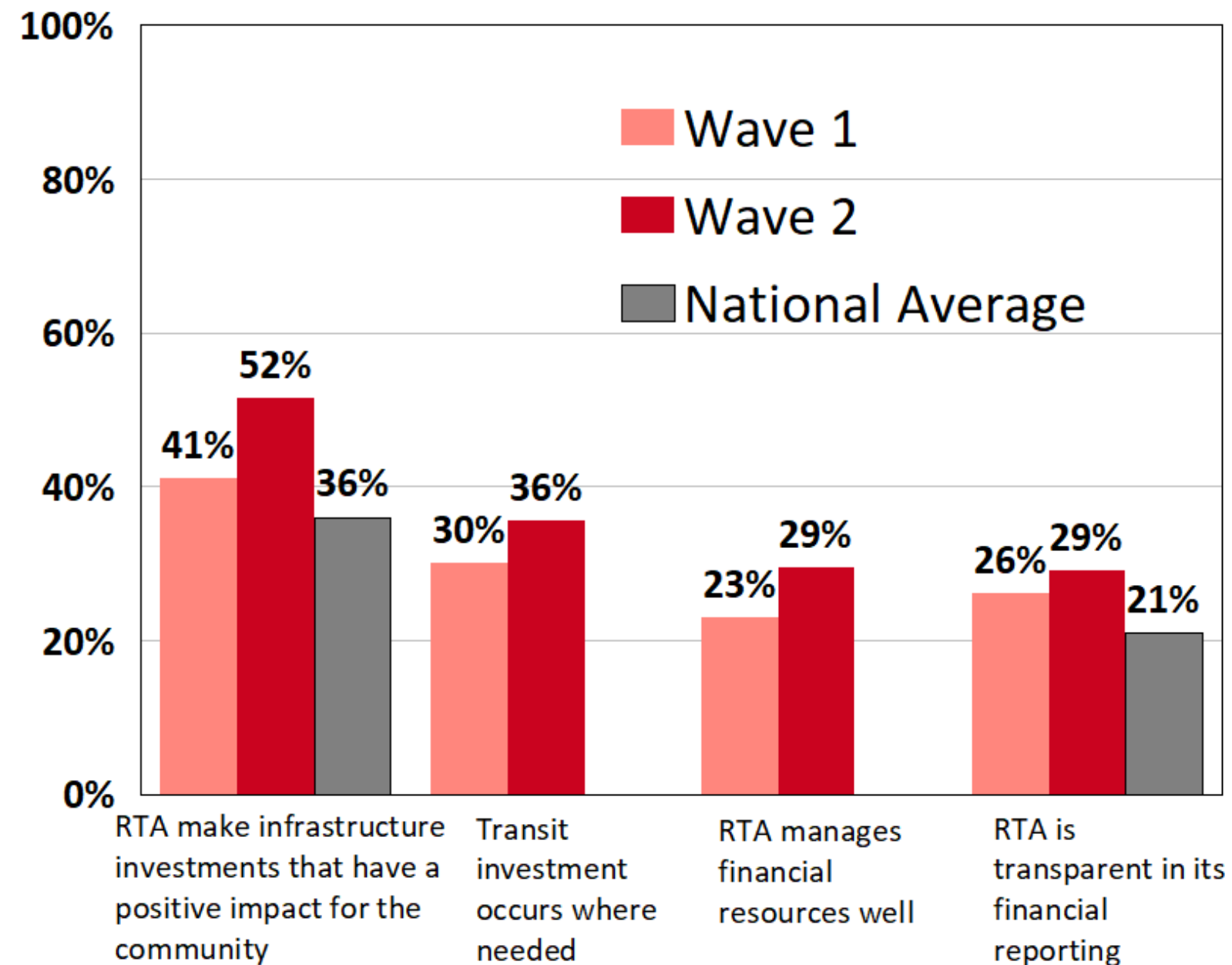
How much do you agree with the following statements?



Impression of Financial Stewardship

- 52% of community members agree that RTA makes infrastructure investments that have a positive economic impact for the community.
- 36% of community members agree that transit investment occurs where needed.
- 29% of community members agree that RTA manages financial resources well.
- 29% of community members agree that RTA is transparent in its financial reporting.

How much do you agree with the following statements?



Other Impression Measures

- 41% of community members agree that RTA is committed to innovation and technological advancement.

How much do you agree with the following statements?

