Customer Experience Surveys

Wave 2: Fixed Route Bus, Bus Rapid Transit, Rail, Paratransit

July 6, 2022

Defining and Measuring Success

Key Information Systems

Success Outcomes	Metric	Information System	Success Definition
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over baseline
Community Value	Community Value Score	Community Survey & Data	10% improvement in community value score over baseline
Financial Sustainability	Operating & Capital Performance	Financial Reporting	$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by $10 million each year ($10 million INCLUDES the transfer to the Rail Car Reserve Fund)
Employee Engagement	Employee Engagement	Employee Engagement Survey	10% improvement over baseline

Focus of this Engagement

Contents

Fixed Route Bus

Bus Rapid Transit (BRT)

Rail

Paratransit

Key Topics Covered:
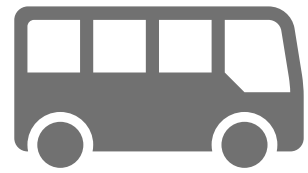
Methodology

Customer Characteristics
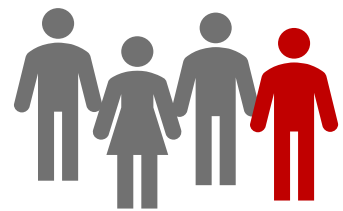
Net Promoter Score
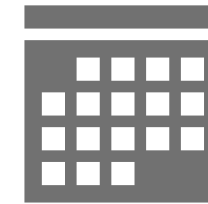
Customer Importance Factors

Methodology
Fixed Route Bus, BRT, Rail

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
412 completed surveys	**390** completed surveys	**433** completed surveys
95% confidence level +/- 4.82% margin of error	**95%** confidence level +/- 4.93% margin of error	**95%** confidence level +/- 4.69% margin of error

8 days in the field
(May 9 - 16, 2022)

Administered by trained, local surveyors using iPads.

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

Methodology
Fixed Route Bus & BRT Industry Sampled Average

- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like Capital Metro in Austin, CATS in Charlotte, MATA in Memphis, RTD in Denver, and others.

- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.

- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.
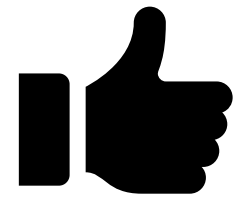
Fixed Route Bus (FR)

Fixed-Route Results Overview

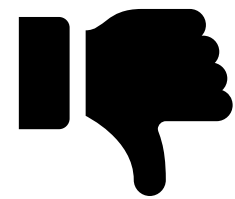**≈8 out of 10** Customers are satisfied with the bus service.

85% of Fixed-Route Customers believe the RTA system provides value to the community.

Customers are MOST satisfied with…

▶ Buses being operated safely (77%)

▶ Travel Time (75%)

▶ Route Coverage (73%)

▶ Accuracy and availability of route schedules and maps (73%)

Customers are LEAST satisfied with…

▶ Bus Cleanliness (41%)

▶ Responsiveness to Concerns or Complaints (48%)

▶ Customer service representatives being helpful and courteous (54%)
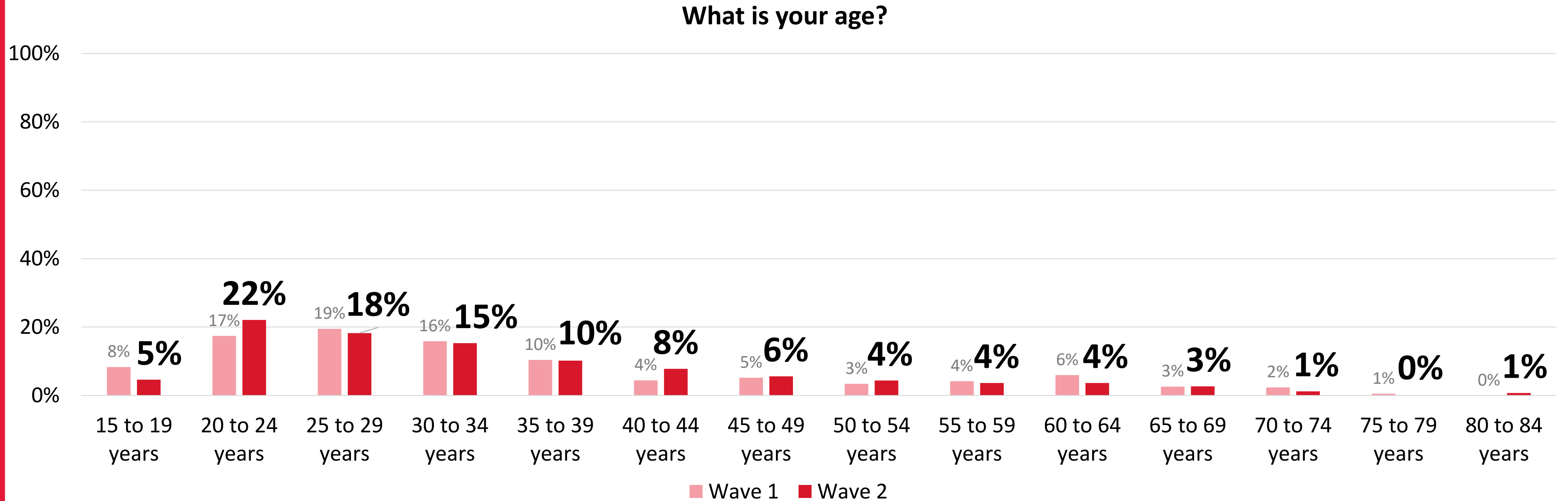
Top Most Important Elements of Service to Customers…

1. On-Time Performance

2. Bus Cleanliness

3. Safety on the Bus

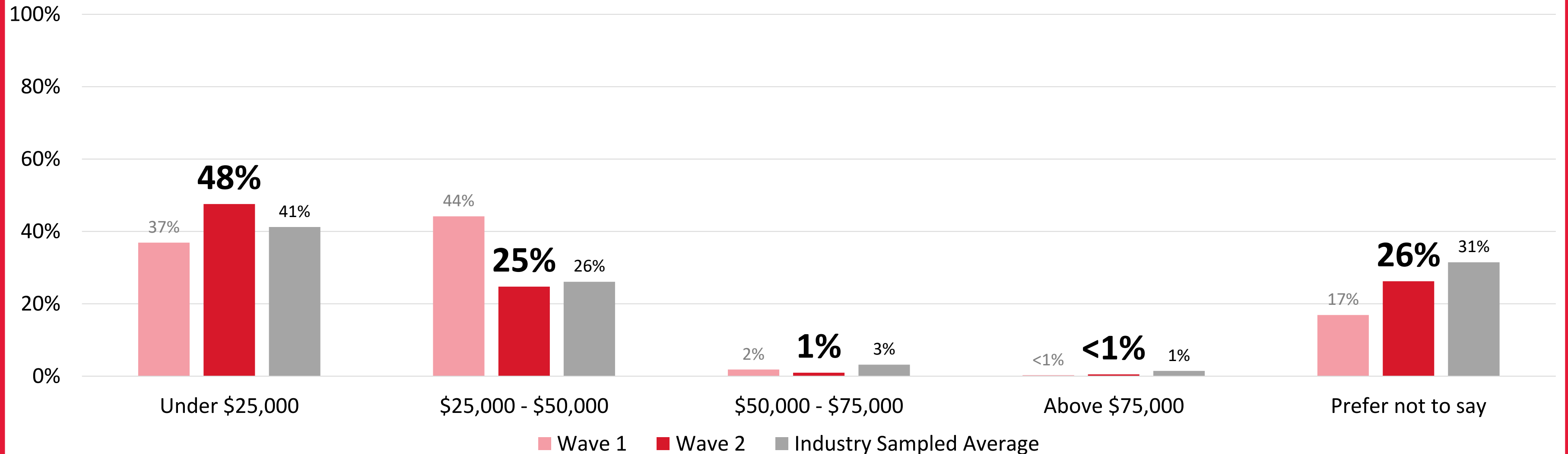# Customer Characteristics
Fixed Route Bus

Customer Characteristics

- Fixed-Route Customers are most frequently 20-24 years old (22%), which is 27% higher than Wave 1 (17%).

What is your age?

Legend: ■ Wave 1 ■ Wave 2

Age groups and values:
- 15 to 19 years: 8% / 5%
- 20 to 24 years: 17% / 22%
- 25 to 29 years: 19% / 18%
- 30 to 34 years: 16% / 15%
- 35 to 39 years: 10% / 10%
- 40 to 44 years: 4% / 8%
- 45 to 49 years: 5% / 6%
- 50 to 54 years: 3% / 4%
- 55 to 59 years: 4% / 4%
- 60 to 64 years: 6% / 4%
- 65 to 69 years: 3% / 3%
- 70 to 74 years: 2% / 1%
- 75 to 79 years: 1% / 0%
- 80 to 84 years: 0% / 1%

Customer Characteristics

- Fixed-Route Customers most frequently earn less than $25,000 annually (48%), which is 29% higher than Wave 1 (37%).

- 26% of Fixed-Route Customers preferred not to provide their annual income, which is 55% higher than Wave 1 (17%).
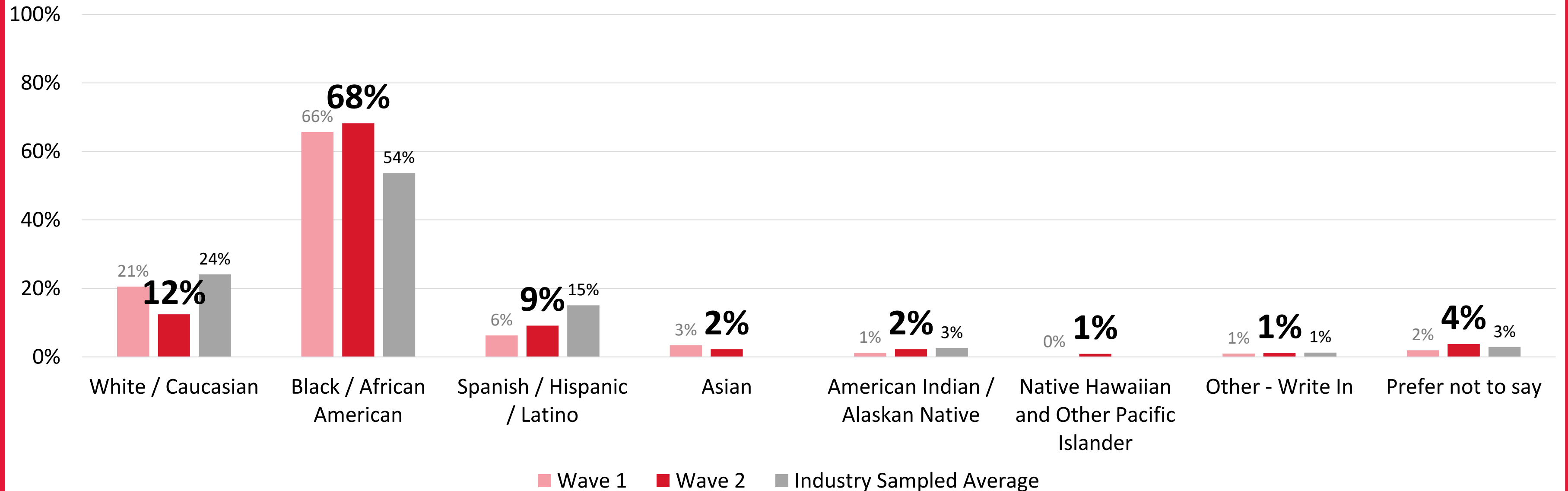
Which category best describes your total annual household income?

Legend: Wave 1 | Wave 2 | Industry Sampled Average

Category	Wave 1	Wave 2	Industry Sampled Average
Under $25,000	37%	48%	41%
$25,000 - $50,000	44%	25%	26%
$50,000 - $75,000	2%	1%	3%
Above $75,000	<1%	<1%	1%
Prefer not to say	17%	26%	31%

Customer Characteristics

- Fixed-Route Customers are most frequently Black / African American (68%), which is similar to Wave 1 (66%).

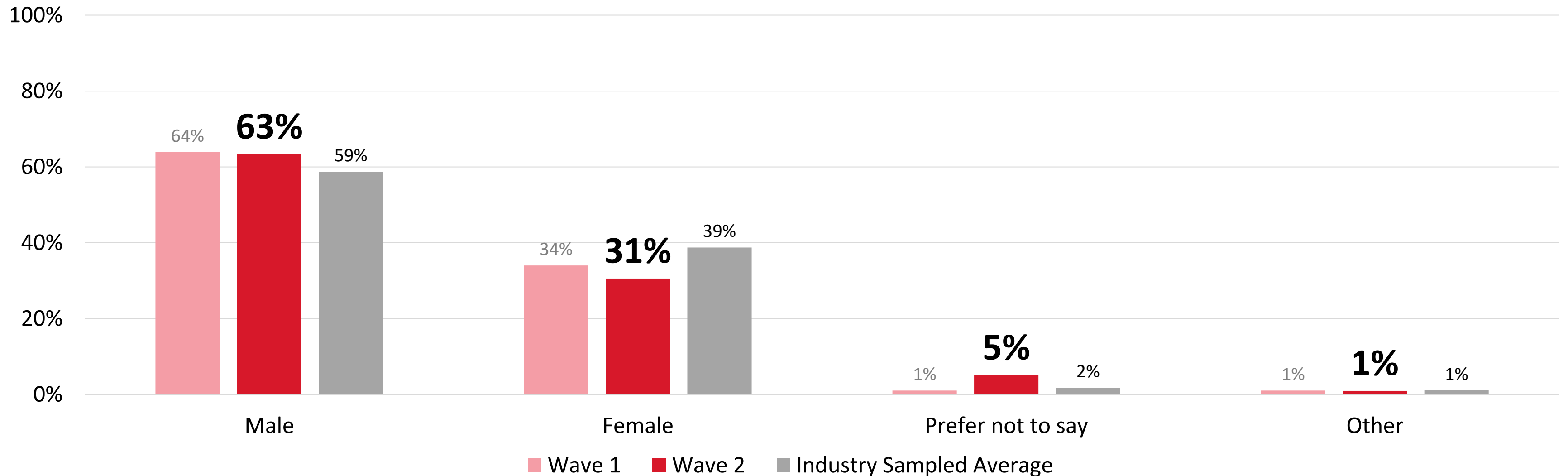**What is your race/ethnicity?**

	White / Caucasian	Black / African American	Spanish / Hispanic / Latino	Asian	American Indian / Alaskan Native	Native Hawaiian and Other Pacific Islander	Other - Write In	Prefer not to say
Wave 1	21%	66%	6%	3%	1%	0%	1%	2%
Wave 2	12%	68%	9%	2%	2%	1%	1%	4%
Industry Sampled Average	24%	54%	15%		3%		1%	3%

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

Customer Characteristics

- Fixed-Route Customers are most frequently male (63%), which is similar to Wave 1 (64%).

What is your gender?

Legend: Wave 1 | Wave 2 | Industry Sampled Average

	Male	Female	Prefer not to say	Other
Wave 1	64%	34%	1%	1%
Wave 2	63%	31%	5%	1%
Industry Sampled Average	59%	39%	2%	1%

Household Size

- Fixed-Route Customers most frequently have household sizes of 1-2 people (43%) and 3-4 people (42%), both of which are similar to Wave 1.

Including yourself, how many people live in your household?

Legend: ■ Wave 1 ■ Wave 2

Household Size	Wave 1	Wave 2
1-2	42%	43%
3-4	45%	42%
5+	13%	15%

TransPro
Driving Excellence
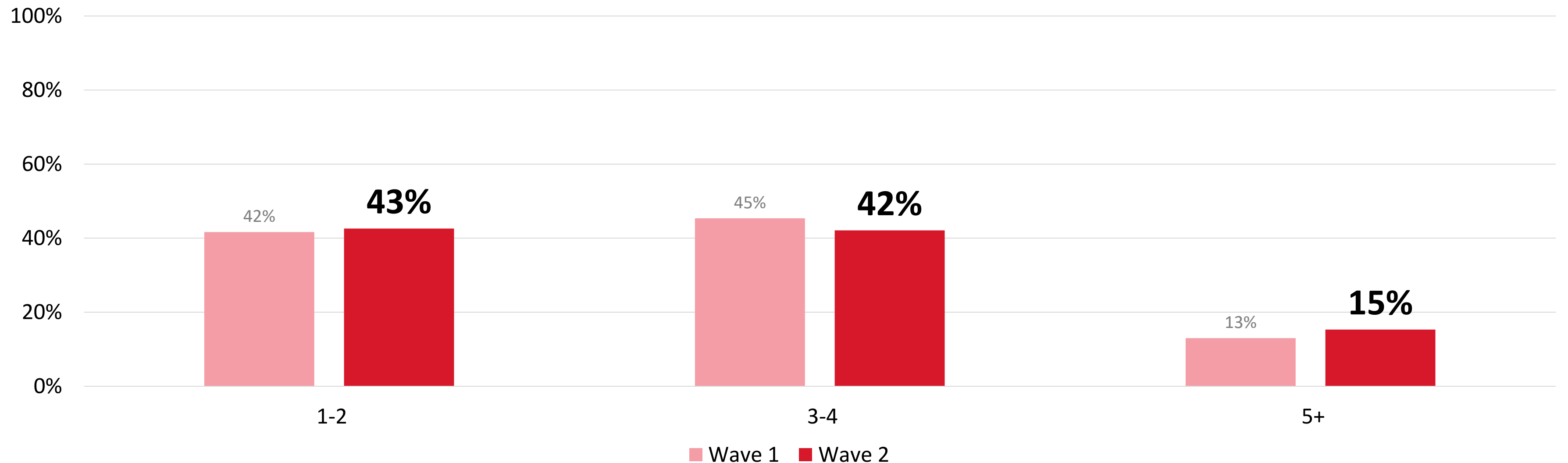
Transit Dependence and Choice Riders

- 69% of Fixed-Route Customers are dependent on using RTA buses for travel, which is 20% lower than Wave 1 (87%).

- Of the 31% of Customers that are not transit-dependent, they most often choose to use public transportation due to both convenience (33%) and wanting to save money (31%), which changed by -45% and 77%, respectively, compared to Wave 1.

Are you dependent on using RTA buses for travel to/from your destination?
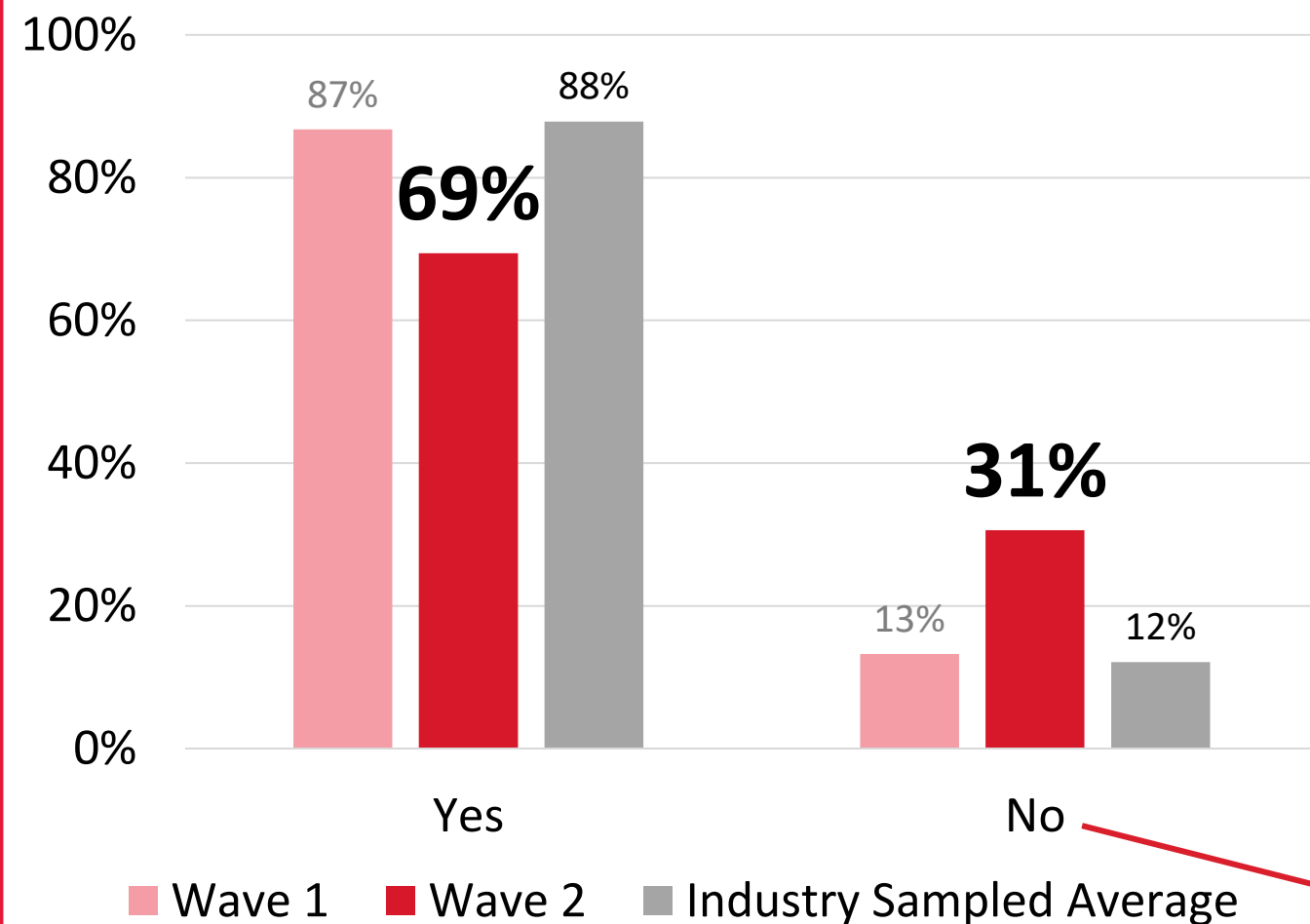
If you do have other options, what is the #1 reason you choose public transportation?
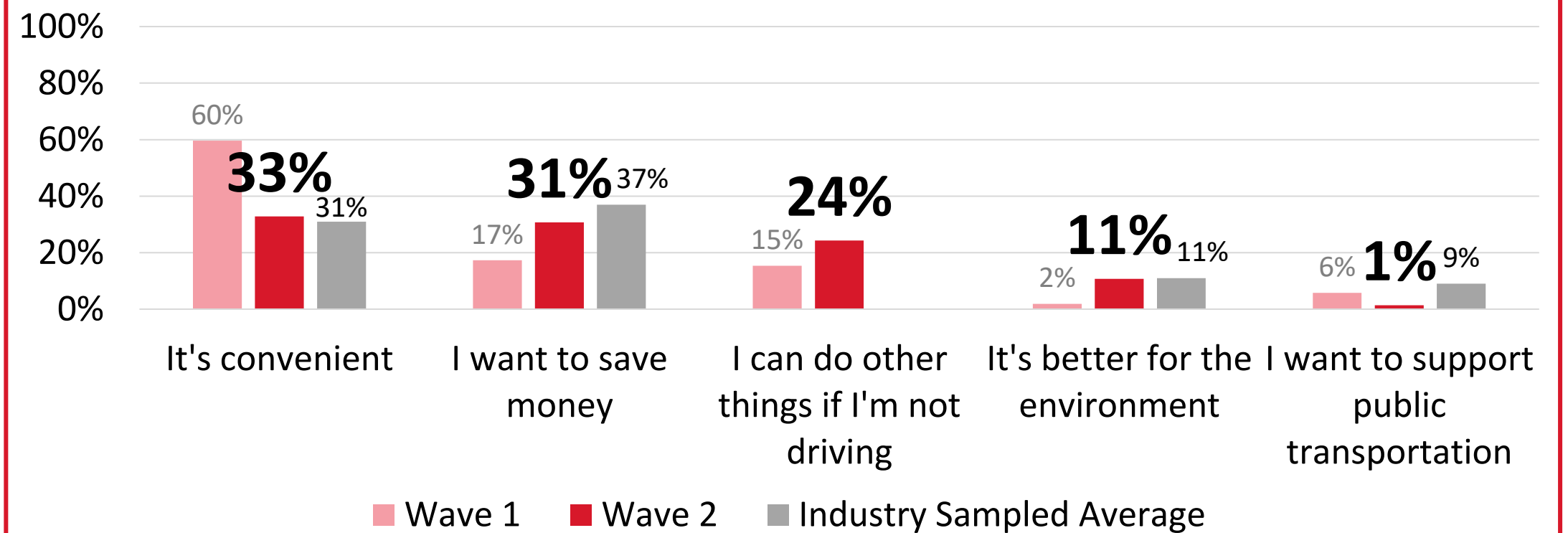
Trip Frequency

- Fixed-Route Customers most often ride the bus 3-4 days per week (50%), which is 32% higher than Wave 1 (37%).

- 26% of Fixed-Route Customers ride the bus 5+ days per week, which is 43% lower than Wave 1 (47%).

How often do you ride the bus?

Legend: Wave 1 | Wave 2 | Industry Sampled Average

	5+ days per week	3-4 days per week	1-2 days per week	2-3 times per month	Once a month or less
Wave 1	47%	37%	10%	4%	2%
Wave 2	26%	50%	16%	6%	2%
Industry Sampled Average	57%	23%	12%	6%	3%
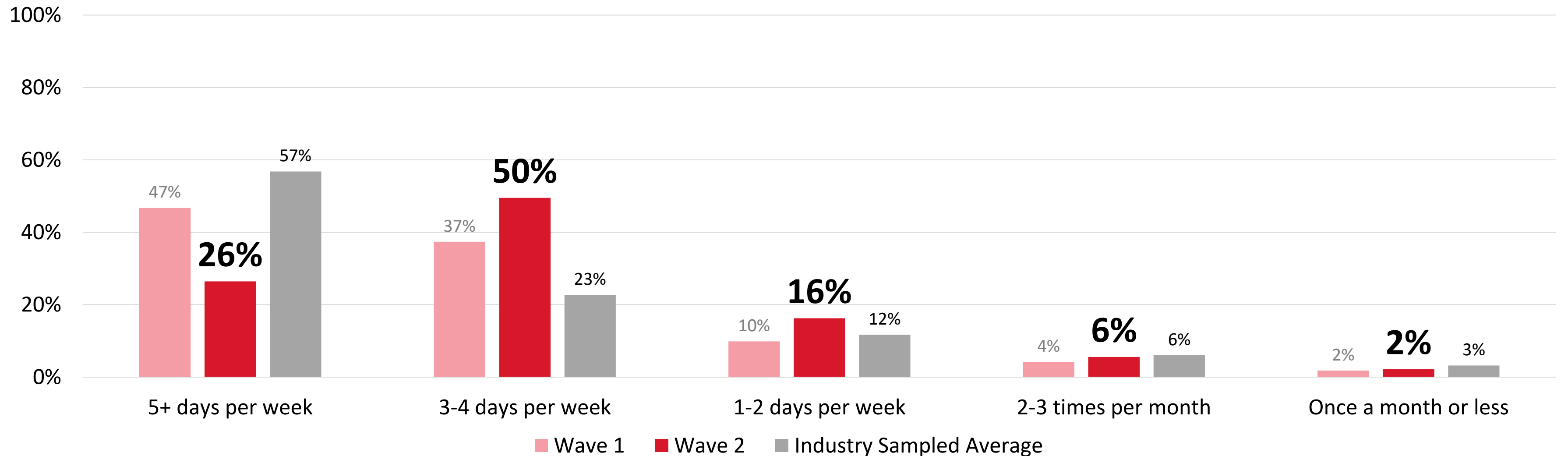
Trip Purpose

- Fixed-Route Customers most frequently ride the bus to get to work (48%), which is 21% lower than Wave 1 (61%).

- 21% of Fixed-Route Customers ride the bus for Leisure/Social/Recreation purposes, which is 126% higher than Wave 1 (9%).

Why are you taking this trip?

Legend: Wave 1 ■ Wave 2 ■ Industry Sampled Average
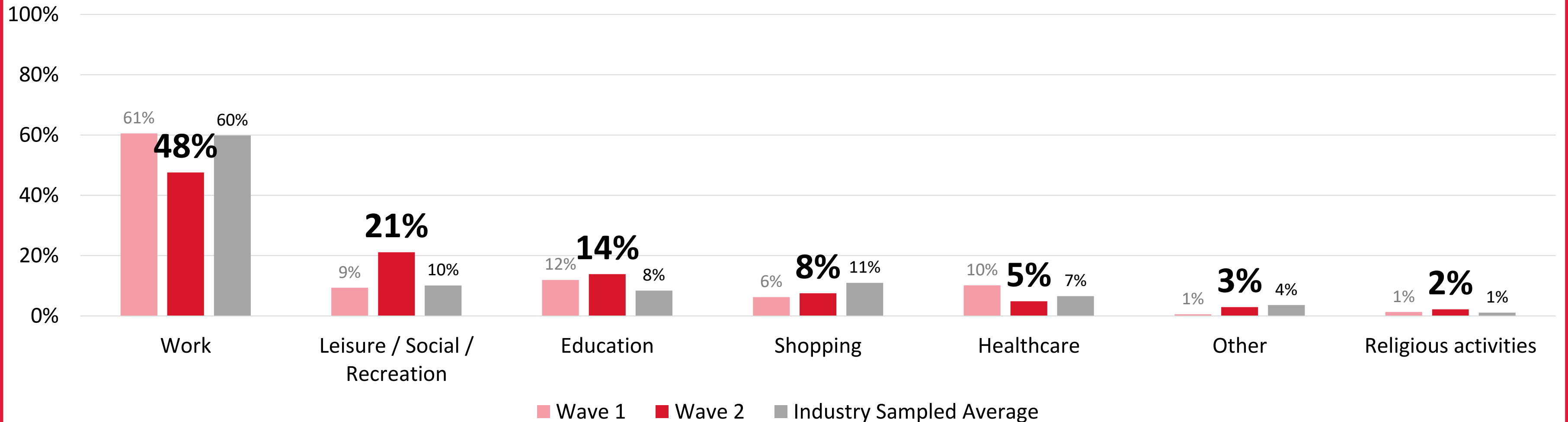
Other Mode Usage

- Fixed-Route Customers most often ride other RTA services 3-4 days per week (43%), which is 60% higher than Wave 1 (27%).

- 13% of Fixed-Route Customers ride other RTA services 5+ days per week, which is 52% lower than Wave 1 (27%).

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

	5+ days per week	3-4 days per week	1-2 days per week	2-3 times per month	Once a month or less
Wave 1	27%	27%	20%	13%	13%
Wave 2	13%	43%	22%	11%	11%

Wave 1 Wave 2
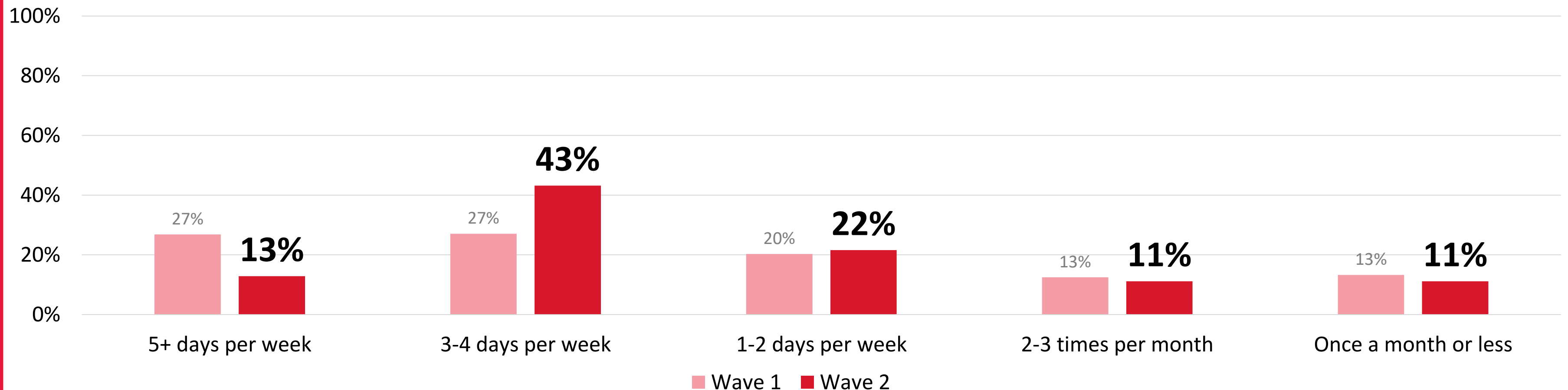
Customer Impressions
Fixed Route Bus

Net Promoter Score
Fixed-Route

- RTA's Fixed-Route NPS is 11%, which is 61% lower than Wave 1 (27%).

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

	Detractor	Passive	Promoter	NPS
Wave 1	14%	45%	41%	27%
Wave 2	24%	42%	35%	11%
Industry Sampled Average				25%

Legend: Wave 1, Wave 2, Industry Sampled Average

11 NPS

DETRACTORS 0 1 2 3 4 5 6 | PASSIVES 7 8 | PROMOTERS 9 10

Net Promoter Score = % Promoters − % Detractors
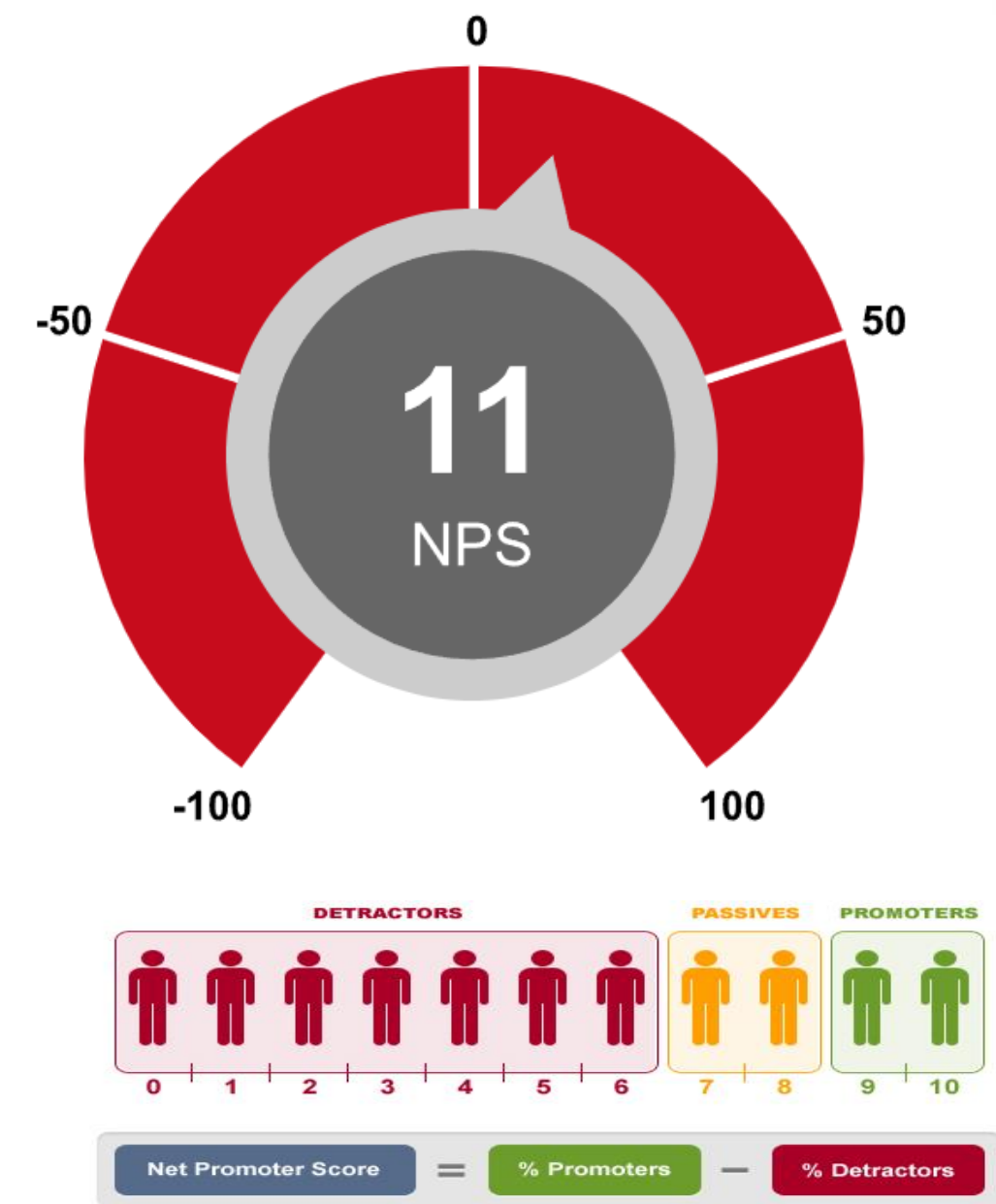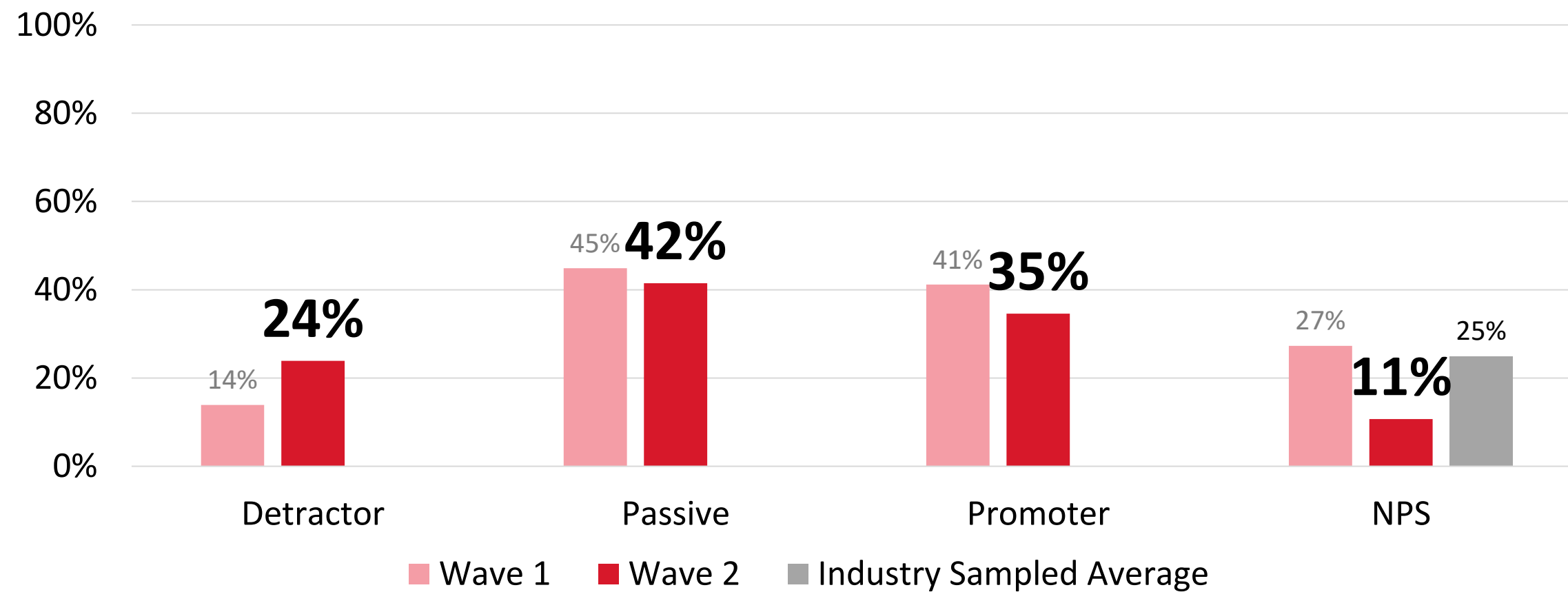
Fixed-Route Satisfaction

- 75% of Fixed-Route Customers are satisfied with the overall bus service, which is 17% lower than Wave 1 (90%).

- 33% of Fixed-Route Customers believe the bus service has gotten better, which is 44% lower than Wave 1 (59%).

Overall Satisfaction with Bus Service

90%
75%
79%

How satisfied are you overall with the bus service?

Wave 1   Wave 2   Industry Sampled Average

In the past year, has the bus service:

8%   **2%**   10%   33%   **64%**   58%   59%   **33%**   32%

Gotten worse   Stayed about the same   Gotten better

Wave 1   Wave 2   Industry Sampled Average

Customer Perception of GCRTA

- 85% of Fixed-Route Customers agree the RTA system provides value to the community, which is similar to Wave 1 (86%).

- 64% of Fixed-Route Customers agree RTA manages their financial resources appropriately, which is similar to Wave 1 (66%).

- 65% of Fixed-Route Customers agree the community should consider increasing funding in order to improve the service, which is 22% lower than Wave 1 (83%).

Community Value | Financial Stewardship | Funding Increases

	Community Value	Financial Stewardship	Funding Increases
Wave 1	86%	66%	83%
Wave 2	85%	64%	65%
Industry Sampled Average	89%		76%

The RTA system provides value to the community.

RTA manages their financial resources appropriately.

The community should consider increasing funding in order to improve service.

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average
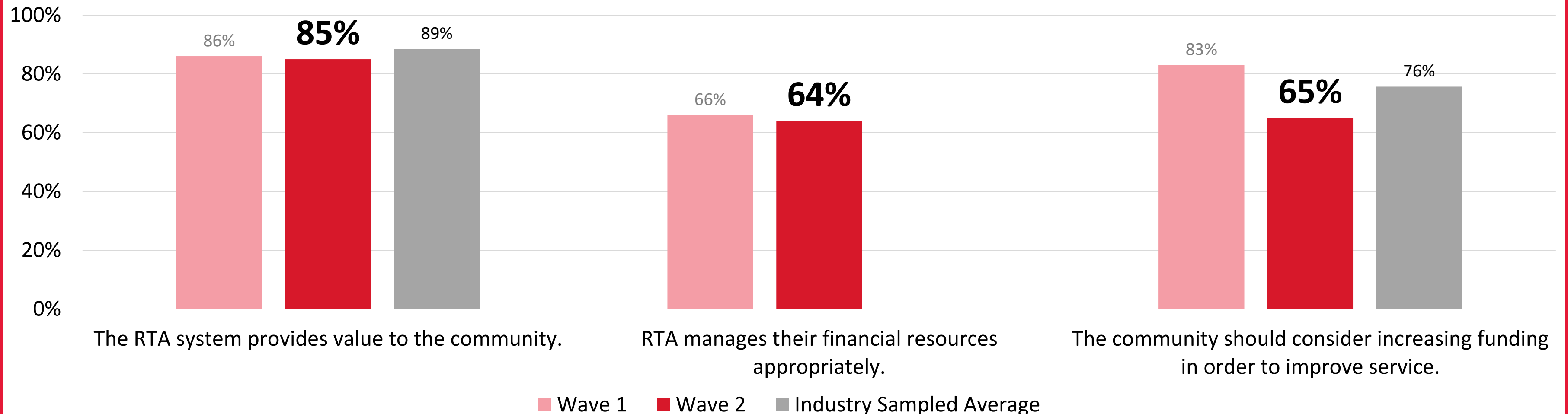
Customer Perception of GCRTA Employees

- 51% of Fixed-Route Customers view RTA employees favorably, which is 37% lower than Wave 1 (81%).

Perception of RTA Employees

I view RTA employees favorably.

■ Wave 1   ■ Wave 2
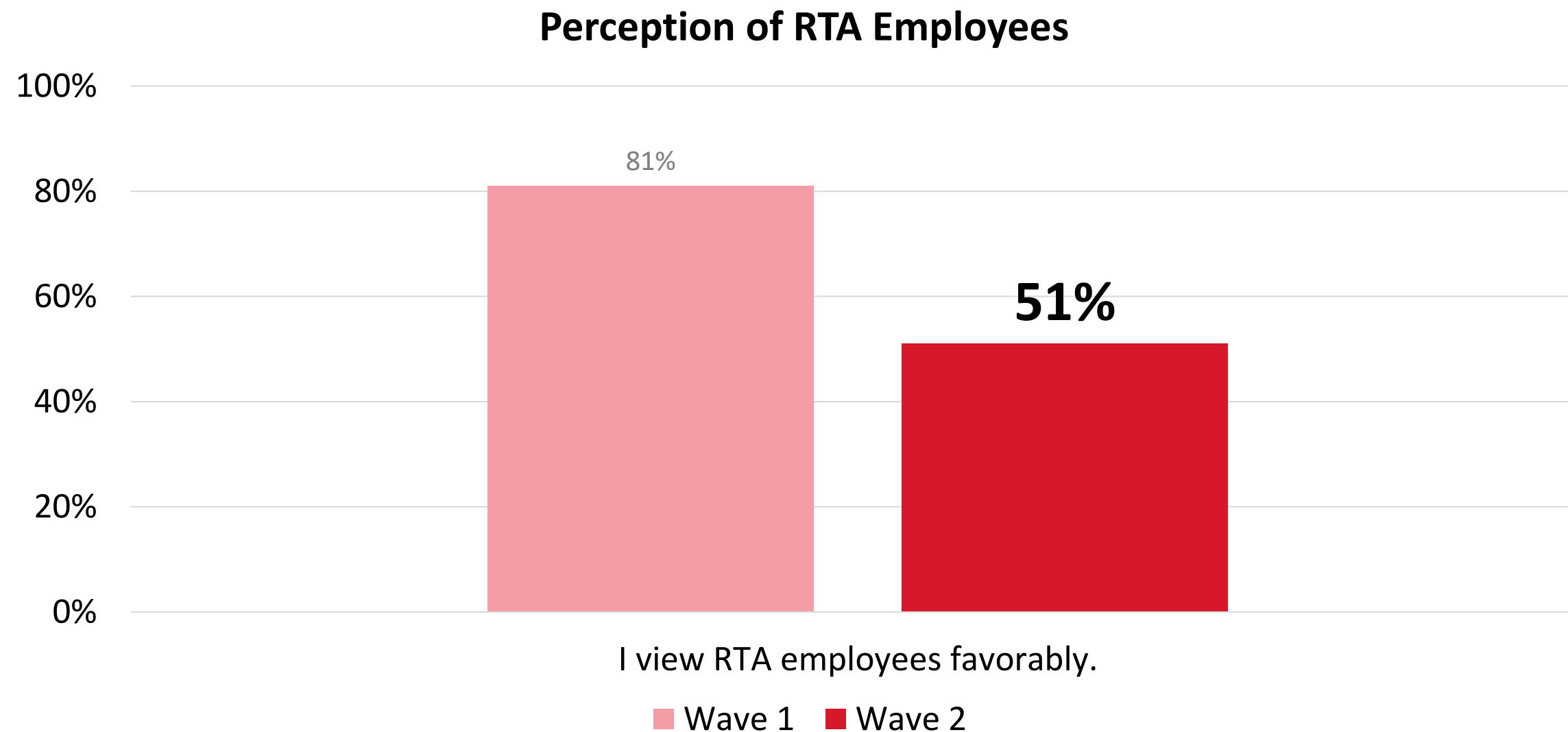
Customer Importance Factors
Fixed Route Bus

Top Customer Importance Factors

- The top importance factors to Fixed-Route Customers are On-Time Performance, Bus Cleanliness, and Safety on the Bus.

- On-Time Performance, Bus Cleanliness, Safety on the Bus, and Frequency all saw significant increases in importance.

Top Importance Factors

Chart data:

Factor	Wave 1	Wave 2
Buses arriving on time	273	436
Bus cleanliness	215	315
Safety on the bus	135	210
Frequency (how often buses come)	118	200
Fare price	201	152
Routes going to the parts of town that matter to me	193	145
Accuracy and availability of route schedules and maps	104	143
Travel time	108	143
It is easy to find out if the buses are running on schedule	78	135

Legend: ■ Wave 1 ■ Wave 2
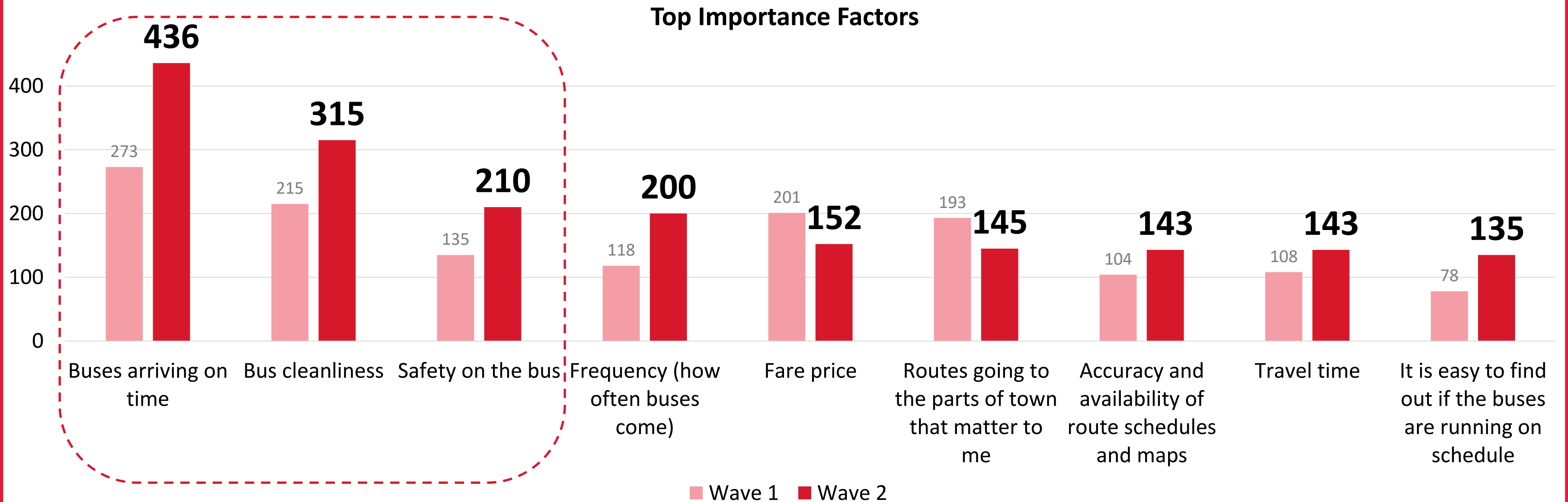
Key Driver Analysis
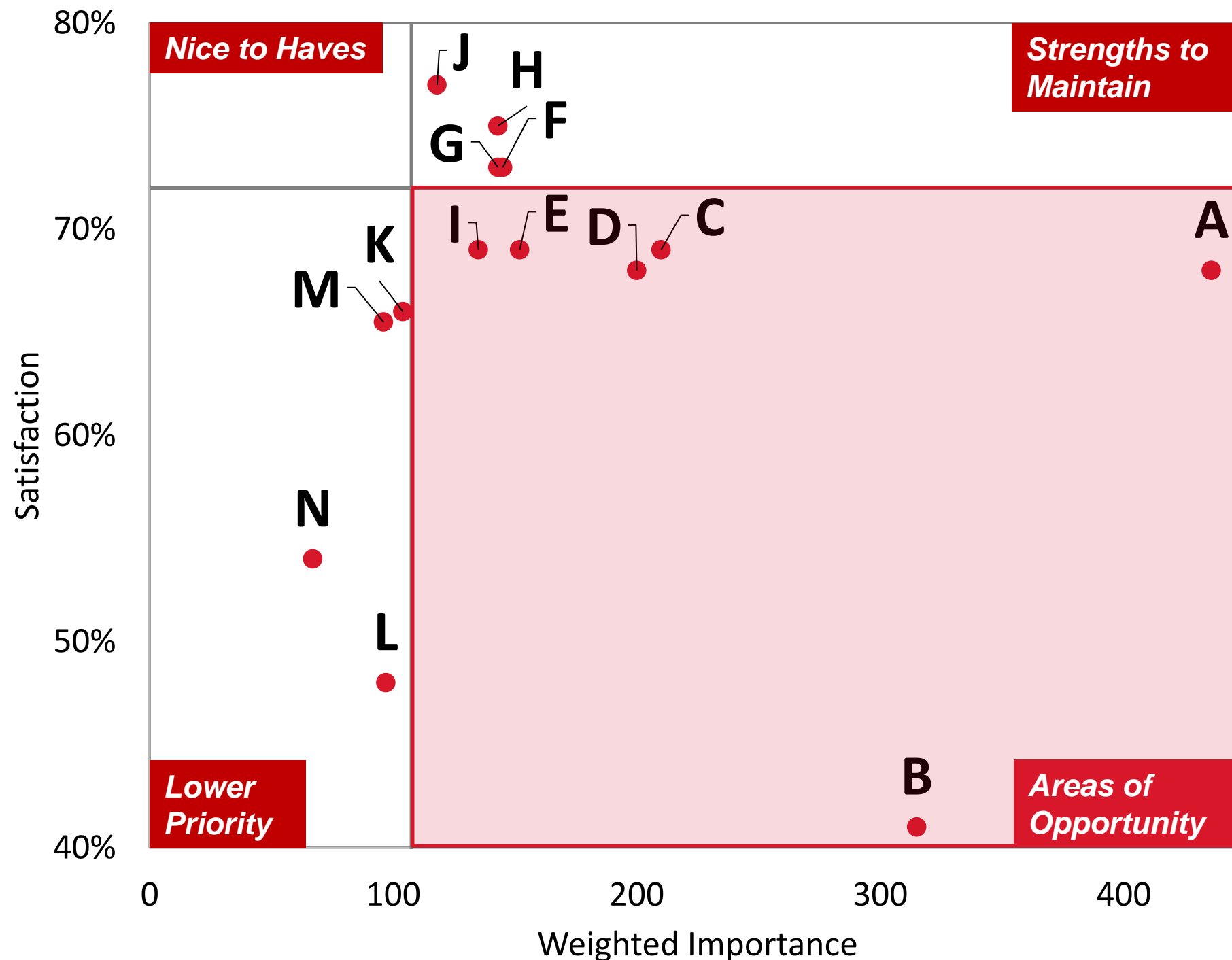
TransPro Insight

Bus Cleanliness is the second most important factor to Customers and has the lowest satisfaction level. Improvements here will move the needle significantly.

Satisfaction VS Importance

Nice to Haves

Strengths to Maintain

Lower Priority

Areas of Opportunity

Satisfaction

Weighted Importance

Legend

***A* – On-Time Performance**

***B* – Bus Cleanliness**

***C* – Safety on the Bus**

***D* – Frequency (How often the bus comes)**

***E* – Fare Price**

F – Route Coverage

G – Accuracy and Availability of route schedules and maps

H – Travel Time

***I* – It is easy to find out if the buses are running on schedule**

J – Buses being operated safely

K – Safety waiting for the bus

L – Responsiveness to concerns or complaints

M – Operators being helpful and courteous

N – Customer service representatives being helpful and courteous

TransPro
Driving Excellence

Travel Time and On-Time Performance

- 75% of Fixed-Route Customers agree that the travel time is satisfactory, which is 12% lower than Wave 1 (85%).

- 68% of Fixed-Route Customers agree that the bus usually runs on time, which is 13% lower than Wave 1 (78%).

- Of the Customers dissatisfied with on-time performance, 41% feel it is acceptable for the bus to arrive less than 5 minutes beyond its scheduled time.

TransPro Insight

On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. The decline in **perceived On-Time Performance** presents the agency with the opportunity to determine if the agency's performance is decreasing or if the customer's perception is misinformed.

Travel Time | On-Time Performance

The bus gets me to my destination in a reasonable amount of time.

The bus usually runs on time.

Wave 1   Wave 2   Industry Sampled Average

How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?*

	5 min or less	6-10 min	11-15 min	16-20 min	21-25 min	26-30 min
Wave 1	66%	26%	6%	2%	0%	0%
Wave 2	41%	43%	14%	2%	0%	1%
Industry Sampled Average	58%	29%	9%	2%	0%	2%

Wave 1   Wave 2   Industry Sampled Average

Only asked to Customers dissatisfied with on-time performance.

Bus Cleanliness

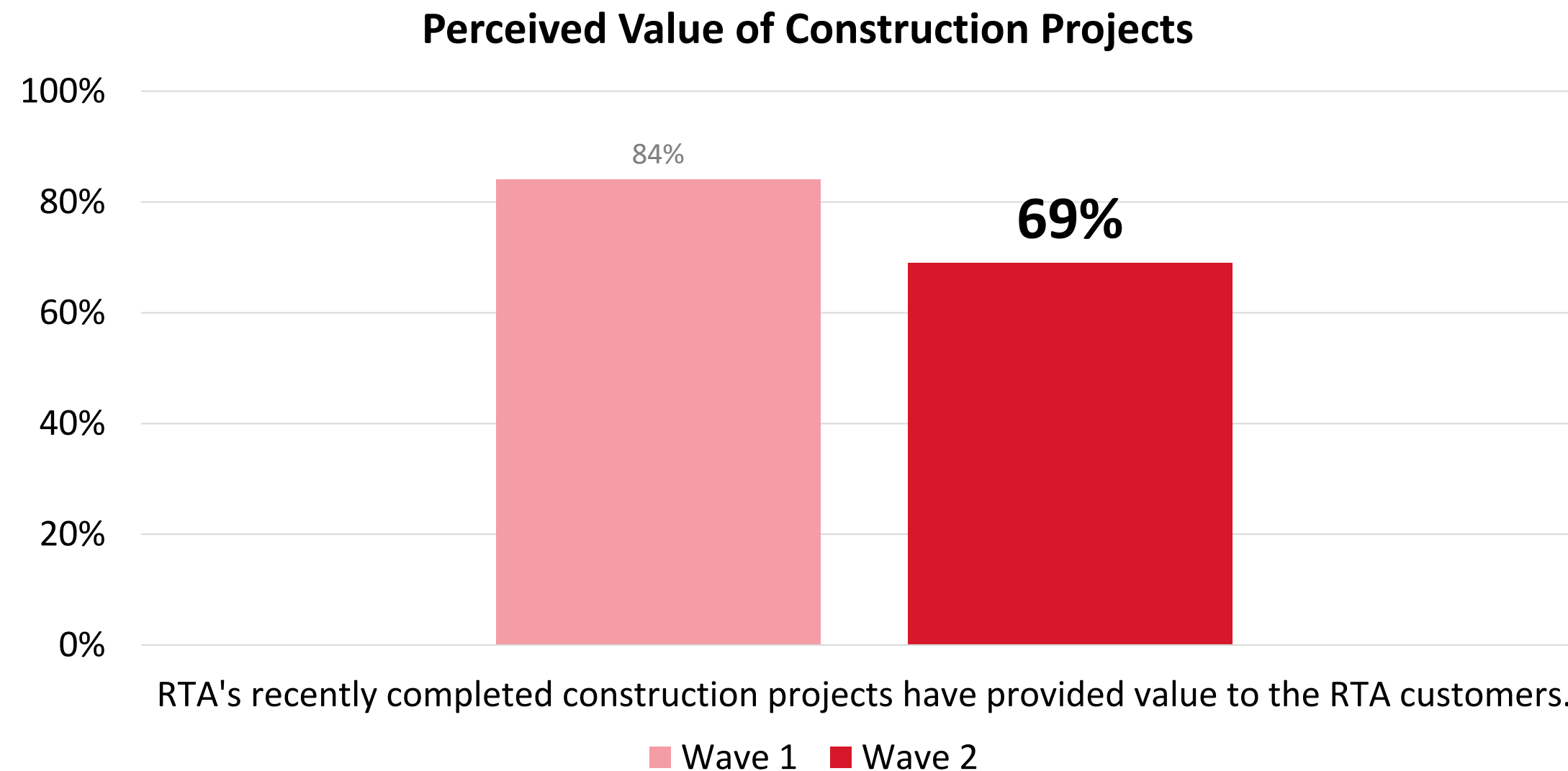- 41% of Fixed-Route Customers agree that the bus is clean, which is 36% lower than Wave 1 (64%).

- Fixed-Route Customers would like RTA to focus on improving the cleanliness of the floors/walkways (28%), Seats (24%), and Odors (24%) to improve their satisfaction.

Bus Cleanliness

The bus is clean.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average

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

Floors / walkways	Seats	Odors	Inside Windows	Outside Windows	Other
28%	24%	24%	16%	7%	2%

■ Wave 2

Safety Waiting and Riding

- 66% of Fixed-Route Customers feel safe and secure waiting for the bus, which is 12% lower than Wave 1 (75%).

- 69% of Fixed-Route Customers feel safe riding the bus, which is 19% lower than Wave 1 (85%).

TransPro Insight

Customer importance for **Safety waiting on the bus** has increased significantly, making it the third most important factor to customers. With both safety factors dropping in satisfaction, these factors should be further investigated to determine why customers are feeling less safe.

Safety Waiting | Safety Riding

	I feel safe and secure waiting for my bus.			I feel safe riding the bus.		
Wave 1	75%			85%		
Wave 2		66%			69%	
Industry Sampled Average			76%			82%

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average
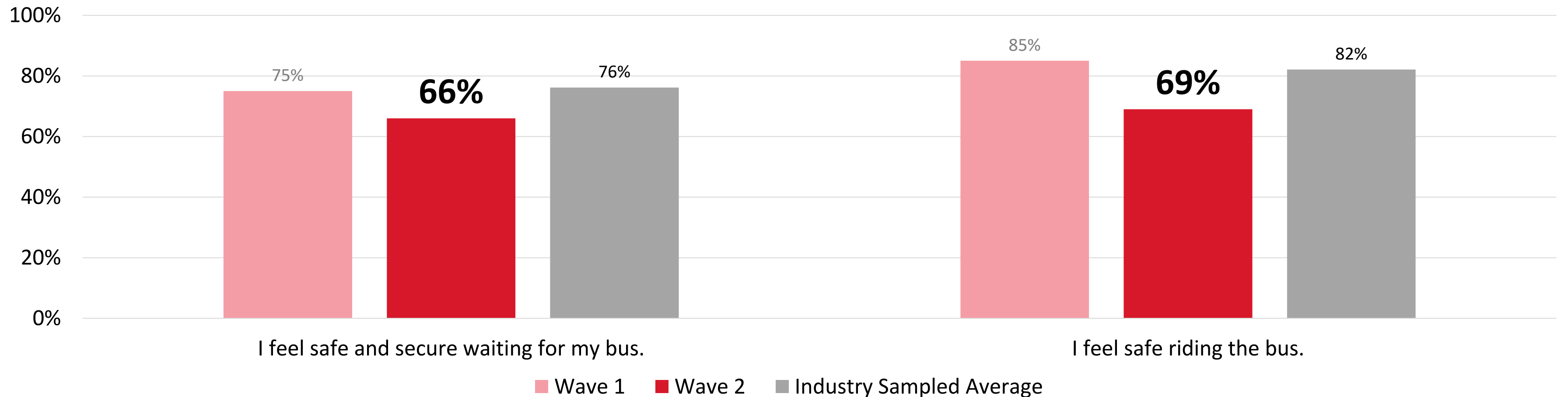
Service Availability and Frequency

- 76% of Fixed-Route Customers are satisfied with Service Availability, which is 15% lower than Wave 1 (89%).

- 68% of Fixed-Route Customers are satisfied with the Frequency of Service, which is 18% lower than Wave 1 (83%).

Service Availability | Frequency of Service

The bus operates on the days I need | The frequency of service (how often the buses come) is satisfactory.

Wave 1 ■ Wave 2 ■ Industry Sampled Average
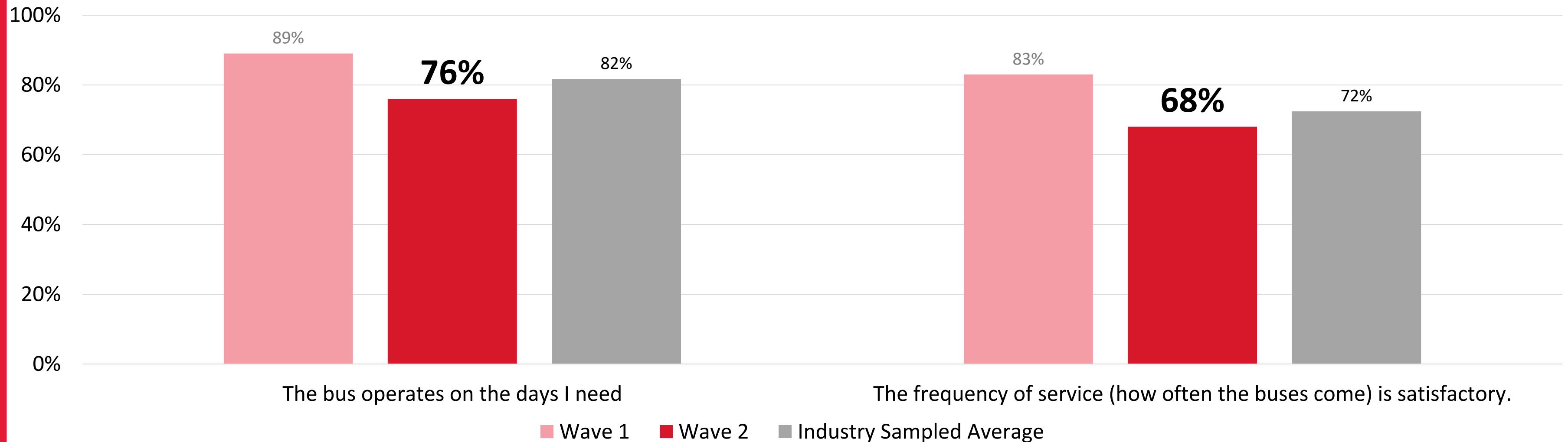
Fare Price

- 69% of Fixed-Route Customers are satisfied with the price of fares, which is 16% lower than Wave 1 (82%).

Fare Price

The price of the fares is reasonable.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average
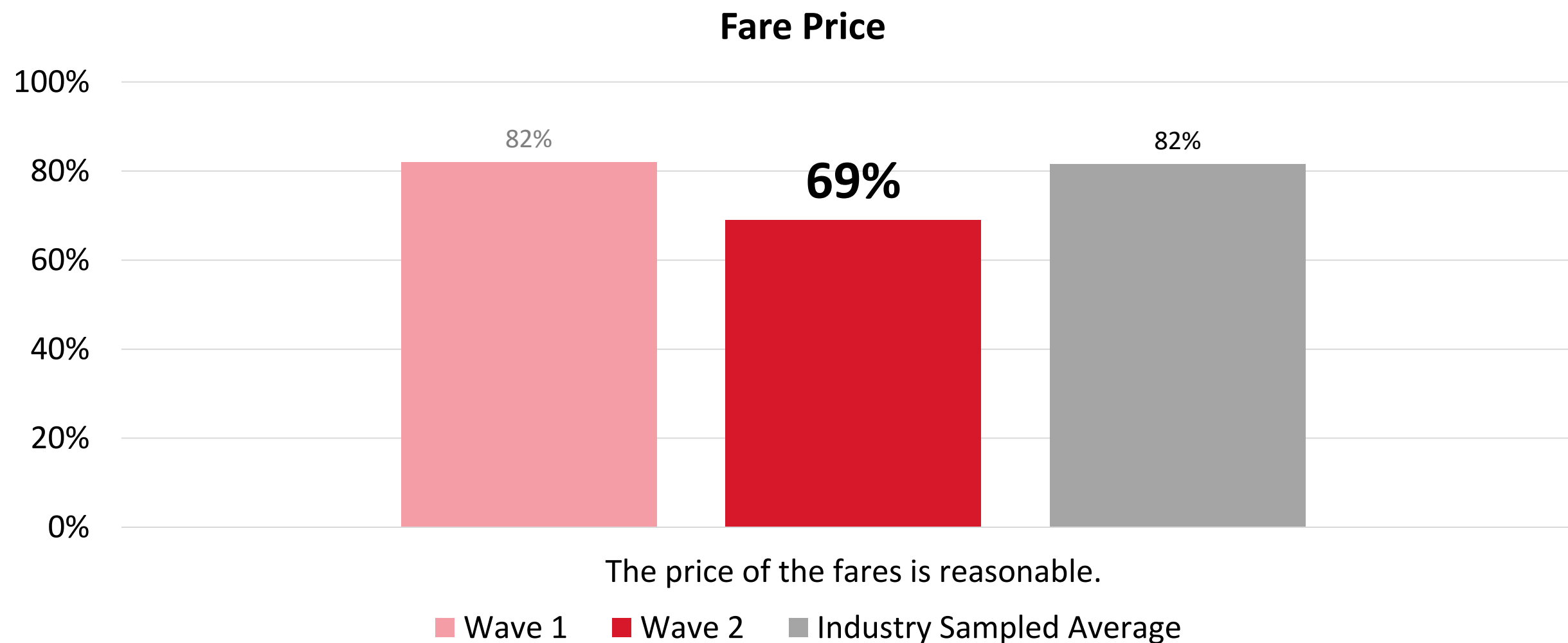
Route Coverage

- 73% of Fixed-Route Customers are satisfied with Route Coverage, which is 12% lower than Wave 1 (83%).

Route Coverage

The bus routes are conveniently located for me.

Wave 1   Wave 2   Industry Sampled Average
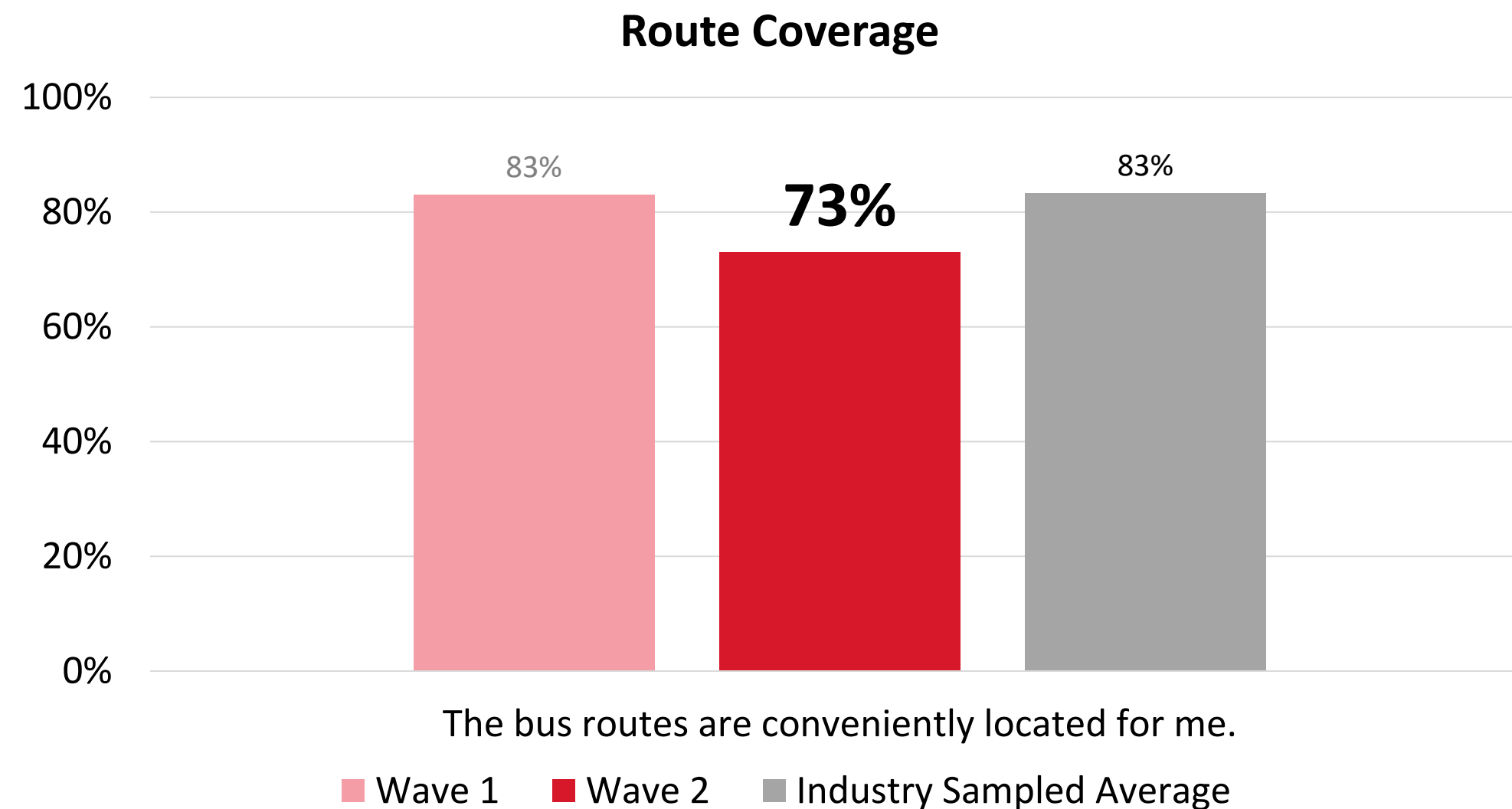
Perception of Operators

- 77% of Fixed-Route Customers agree that the vehicles are operated safely, which is 13% lower than Wave 1 (89%).

- 66% of Fixed-Route Customers agree that operators are courteous and helpful, which is 20% lower than Wave 1 (82%).

- 72% of Fixed-Route Customers agree that operators are knowledgeable about the RTA system, which is 16% lower than Wave 1 (86%).

Operator Safety | Operator Perception| Operator Knowledge

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average
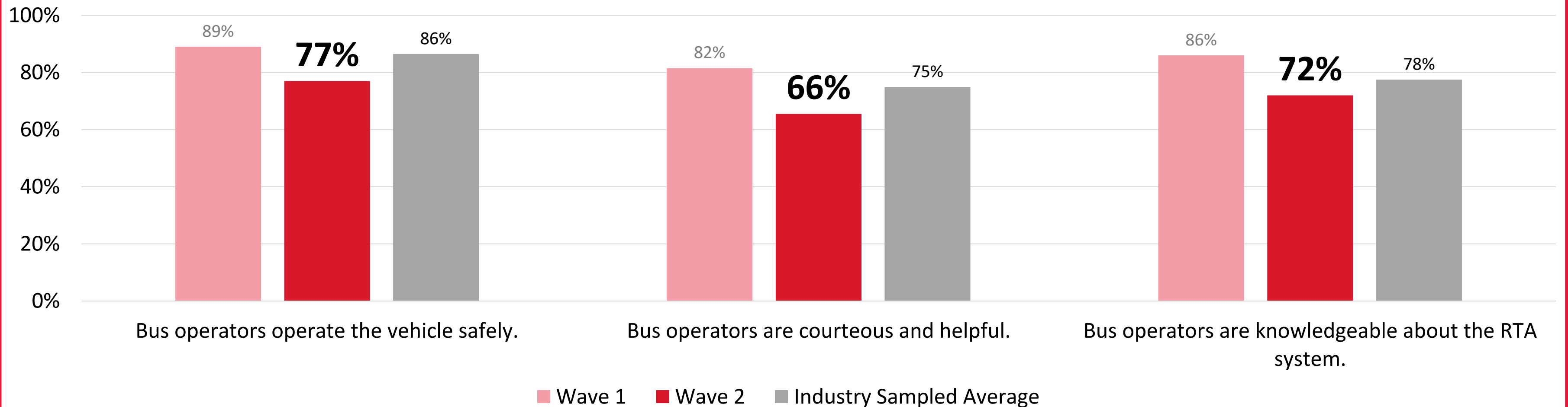
Capital Projects

- 69% of Fixed-Route Customers believe RTA's recently completed construction projects have provided value to RTA customers, which is 18% lower than Wave 1 (84%).

Perceived Value of Construction Projects

RTA's recently completed construction projects have provided value to the RTA customers.

■ Wave 1   ■ Wave 2

Customer Service Representatives

- 66% of Fixed-Route Customers agree their calls are answered promptly, which is 15% lower than Wave 1 (78%).

- 66% of Fixed-Route Customers believe customer service representatives are helpful and courteous, which is 8% lower than Wave 1 (72%).

Customer Service Representatives
Timeliness | Satisfaction

When contacting RTA Customer Service by phone, my calls are answered promptly.

Customer Service Representatives are helpful and courteous.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average
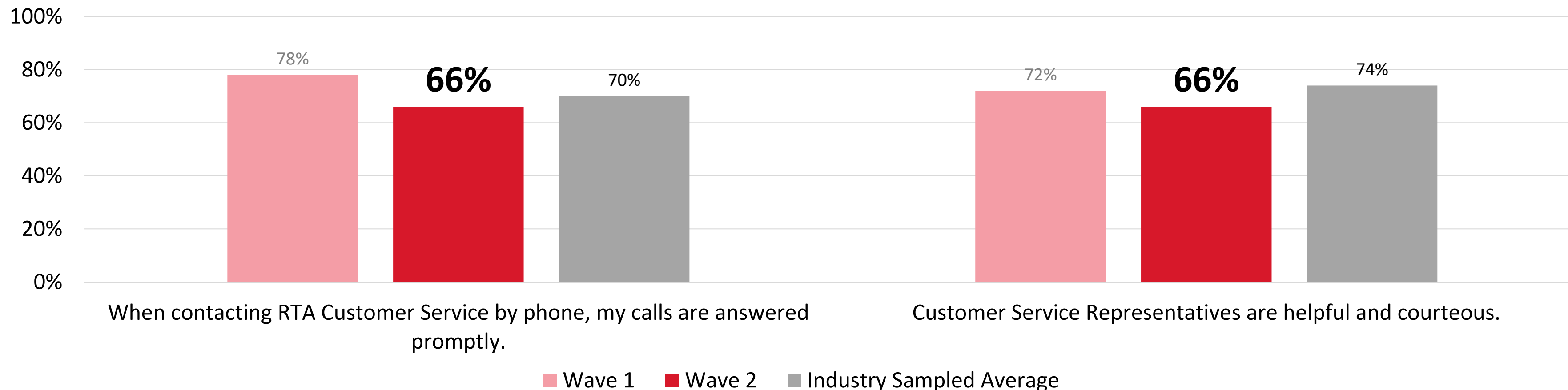
Issue Resolution

- 7% of Fixed-Route Customers (29 respondents) have contacted RTA with a question, concern, or complaint in the last 3 months, which is 65% lower than Wave 1 (20%).

- Of the 7% who contacted RTA, 56% agreed that their issue was resolved, which is 17% lower than Wave 1 (68%).

Have you contacted RTA with a question, concern, or complaint in the last 3 months?
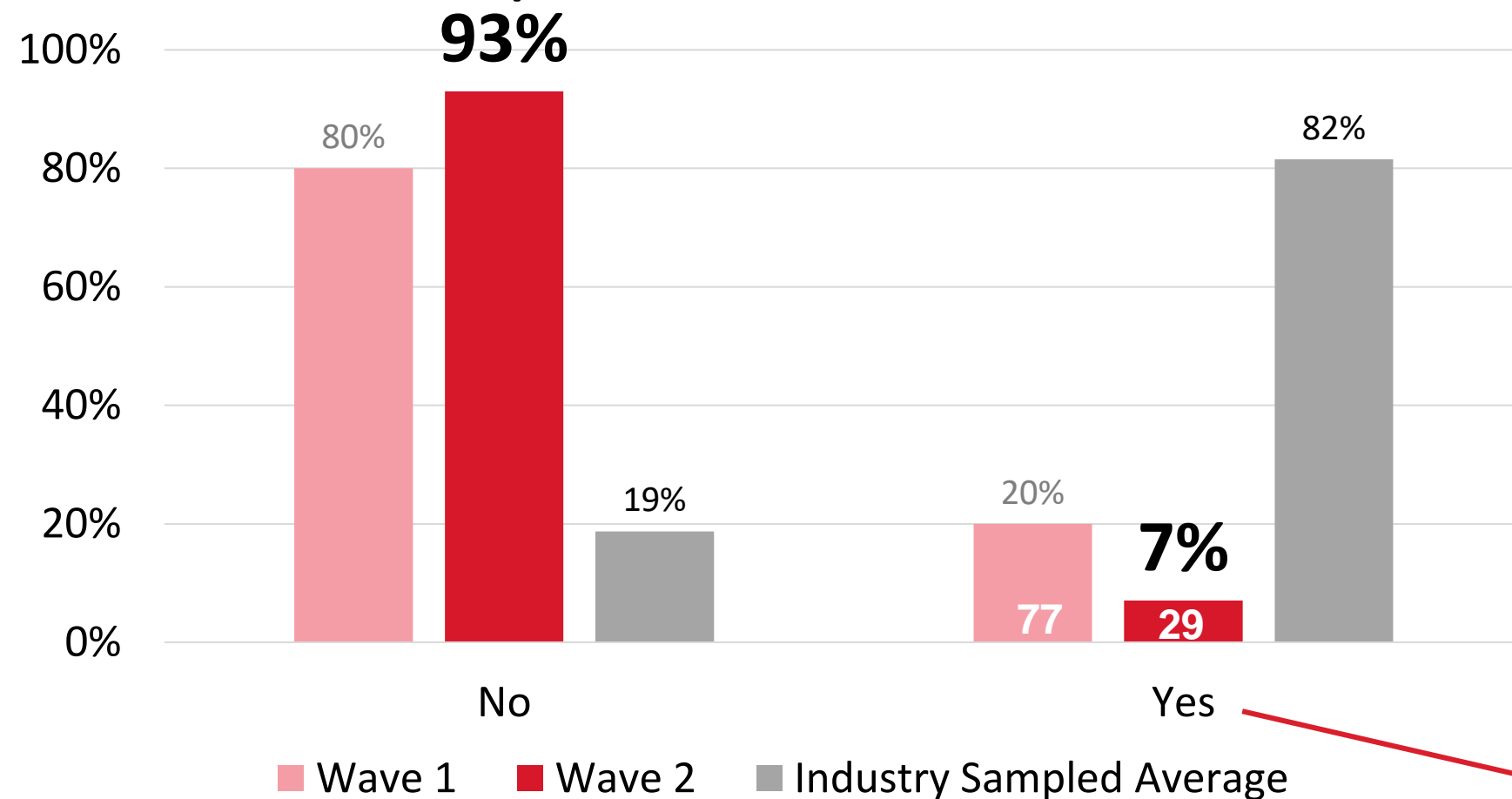
Was your issue resolved?
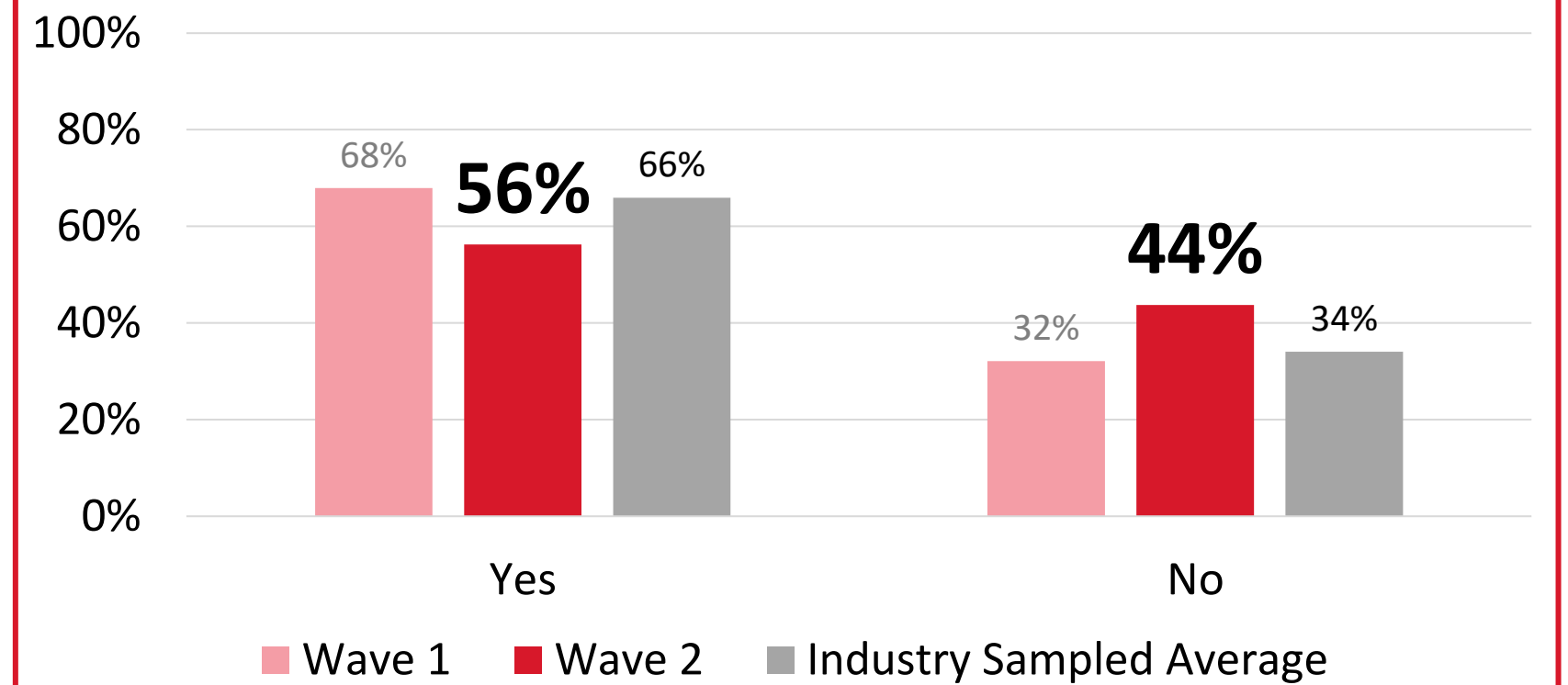
Communications Materials

- 73% of Fixed-Route Customers believe it is easy to get information about RTA's services and route schedules, which is 16% lower than Wave 1 (87%).

- 69% of Fixed-Route Customers believe it is easy to find out if the buses are running on schedule, which is 15% lower than Wave 1 (81%).

- 66% of Fixed-Route Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is 12% lower than Wave 1 (75%).

Service Routes and Schedules | Schedule Tracking | Effective Communication
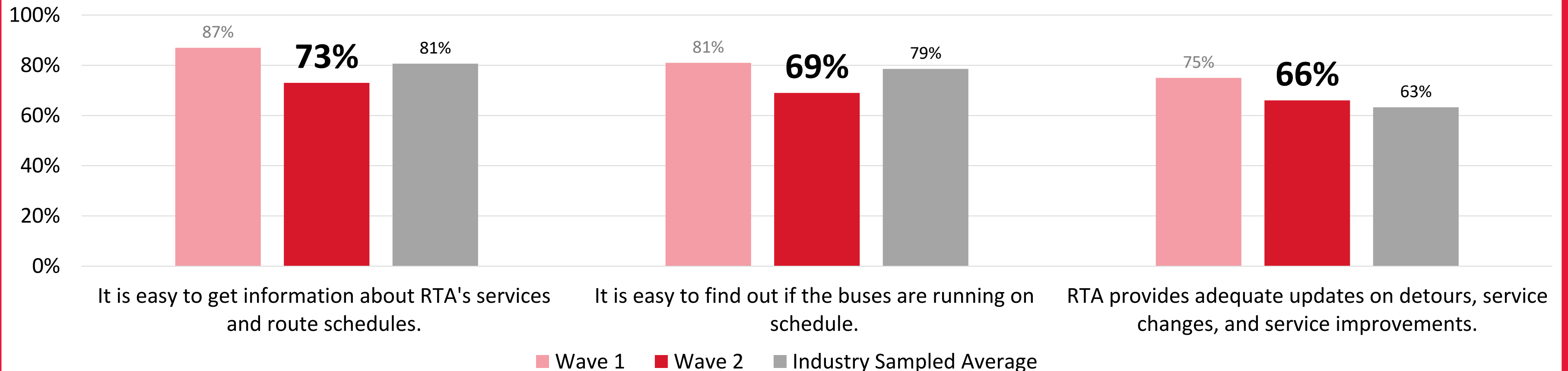
Chart data:

Statement	Wave 1	Wave 2	Industry Sampled Average
It is easy to get information about RTA's services and route schedules.	87%	73%	81%
It is easy to find out if the buses are running on schedule.	81%	69%	79%
RTA provides adequate updates on detours, service changes, and service improvements.	75%	66%	63%
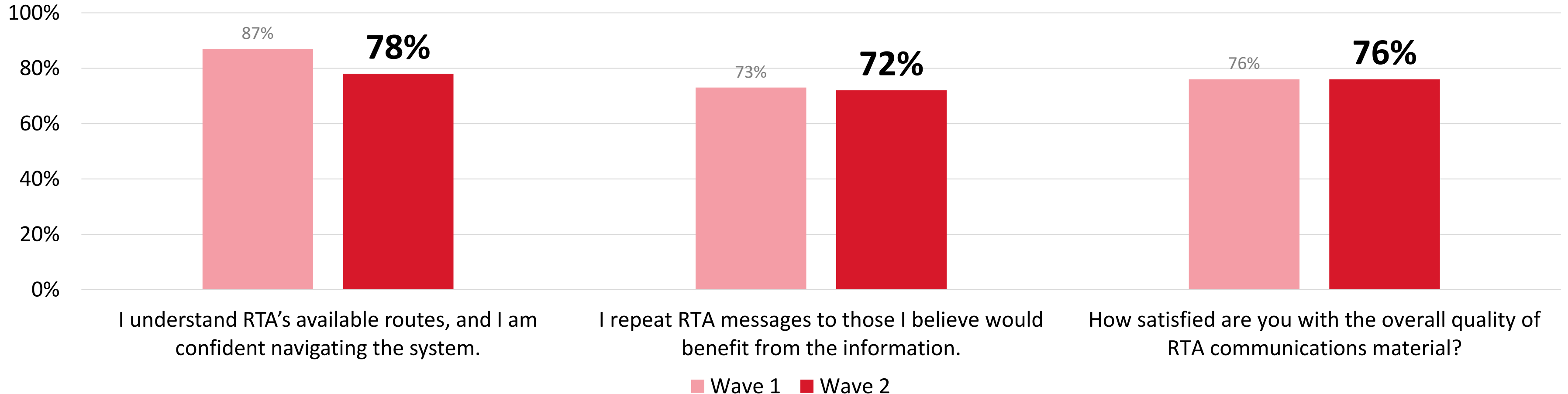
Bus Rapid Transit (BRT)

BRT Results Overview

7 out of 10 Customers are satisfied with the BRT service.

75% of BRT Customers believe the RTA system provides value to the community.

Customers are MOST satisfied with…

► Route Coverage (78%)

► Accuracy and availability of route schedules and maps (76%)

► Ease of finding out if the buses are running on schedule (74%)

Customers are LEAST satisfied with…
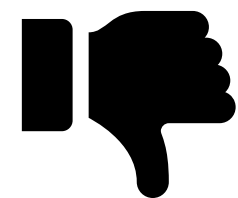
► Bus Cleanliness (43%)

► Responsiveness to Concerns or Complaints (48%)

► Customer service representatives being helpful and courteous (50%)

Top Most Important Elements of Service to Customers…

1. Bus Cleanliness

2. On-Time Performance

3. Buses being operated safely

Customer Characteristics
Bus Rapid Transit
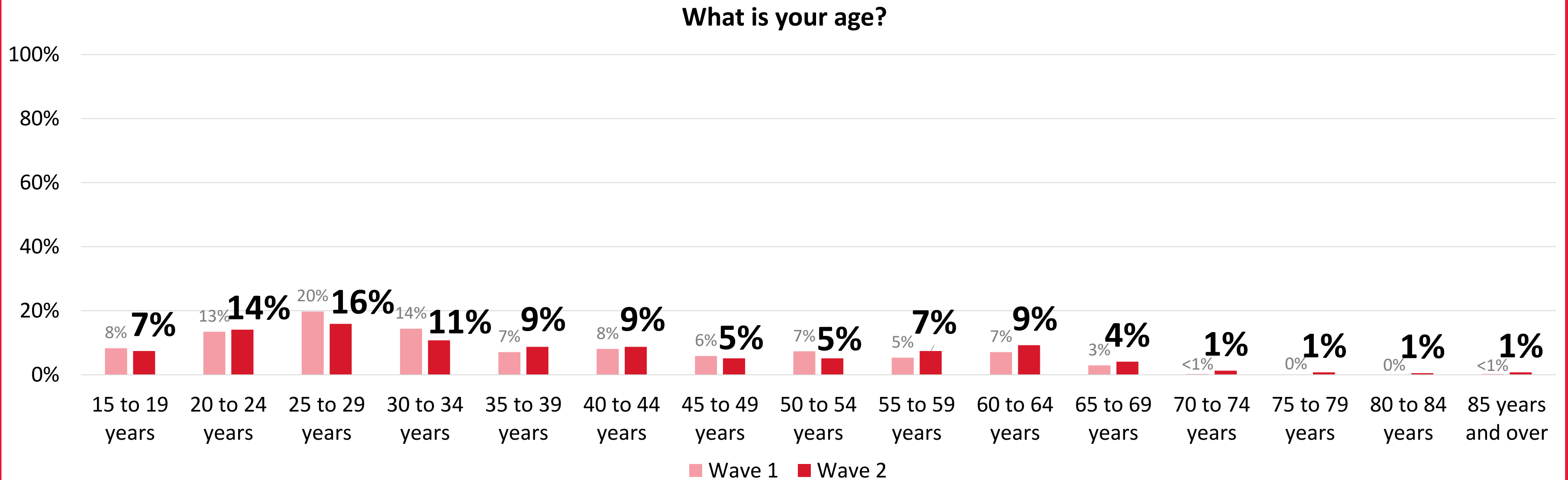
Customer Characteristics

- BRT Customers most frequently earn less than $25,000 annually (40%), which is 22% lower than Wave 1 (51%).

- 39% of BRT Customers preferred not to provide their annual income, which is 170% higher than Wave 1 (15%).

Which category best describes your total annual household income?
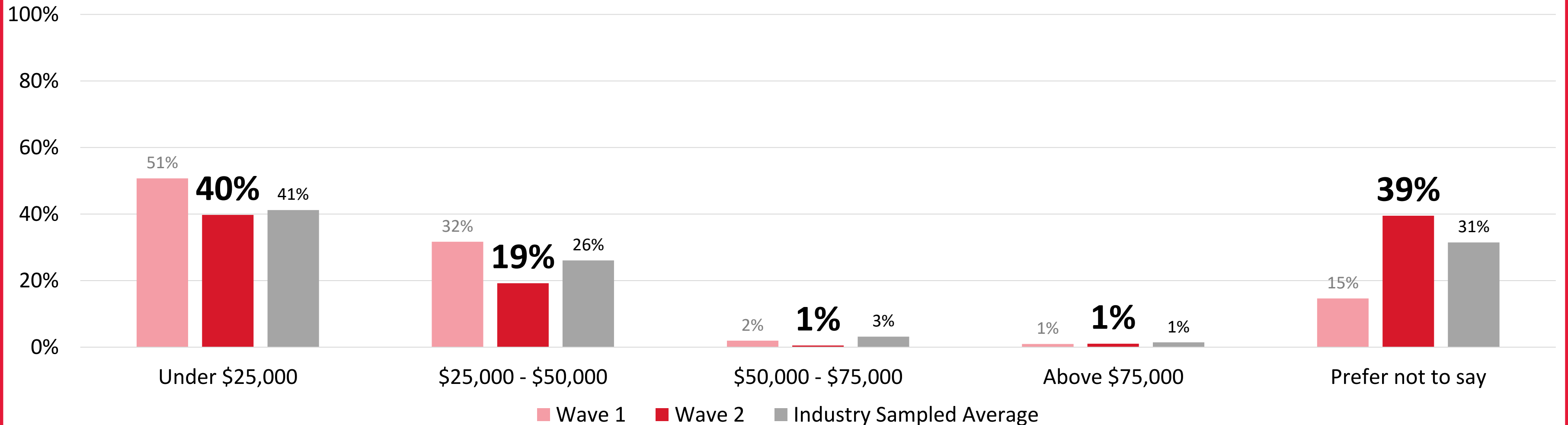
Chart data:

Income Category	Wave 1	Wave 2	Industry Sampled Average
Under $25,000	51%	40%	41%
$25,000 - $50,000	32%	19%	26%
$50,000 - $75,000	2%	1%	3%
Above $75,000	1%	1%	1%
Prefer not to say	15%	39%	31%

Legend: Wave 1, Wave 2, Industry Sampled Average
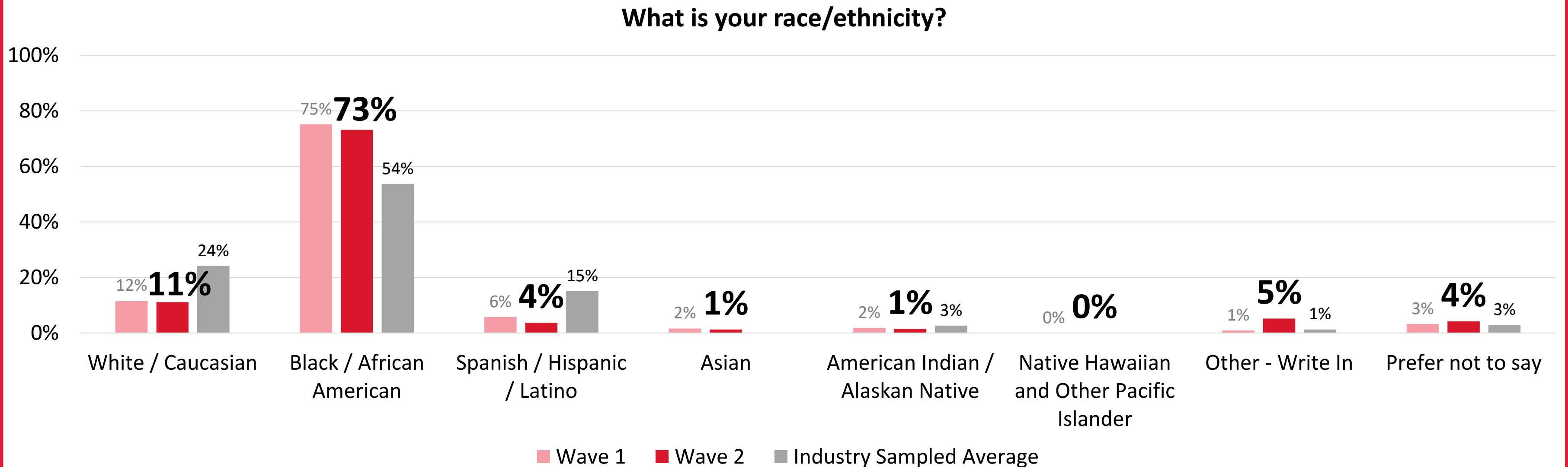
Customer Characteristics

- BRT Customers are most frequently male (56%), which is 14% lower than Wave 1 (65%).

What is your gender?

Legend: Wave 1, Wave 2, Industry Sampled Average

- Male: Wave 1 65%, Wave 2 **56%**, Industry Sampled Average 59%
- Female: Wave 1 33%, Wave 2 **39%**, Industry Sampled Average 39%
- Prefer not to say: Wave 1 <1%, Wave 2 **3%**, Industry Sampled Average 2%
- Other: Wave 1 2%, Wave 2 **2%**, Industry Sampled Average 1%
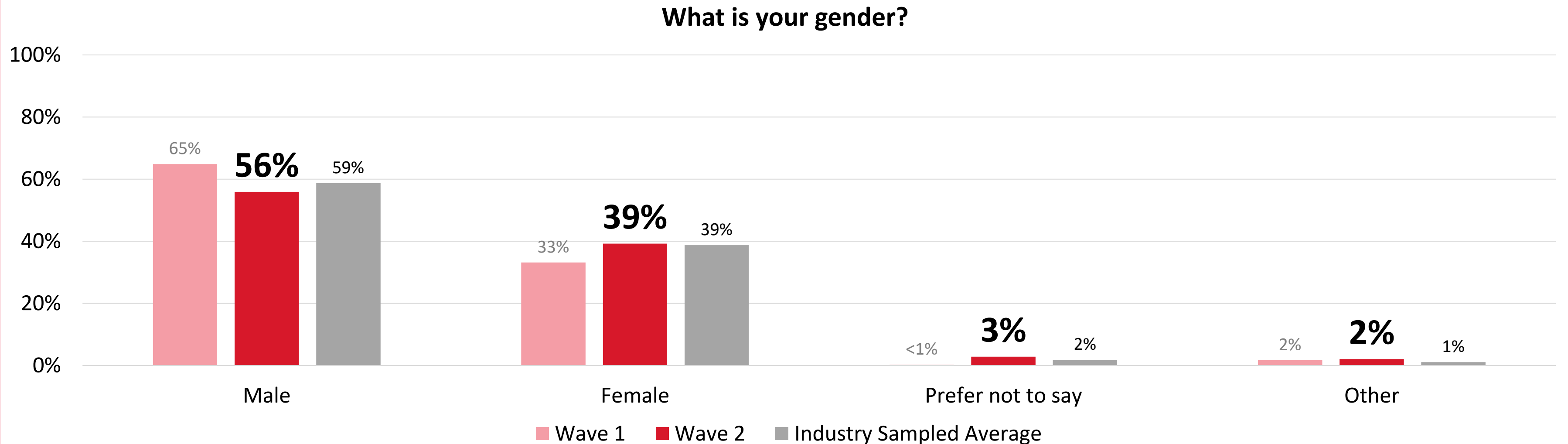
Household Size

- BRT Customers most frequently have household sizes of 1-2 people (59%), which is 14% higher than Wave 1 (51%).

Including yourself, how many people live in your household?

Wave 1　Wave 2

TransPro
Driving Excellence
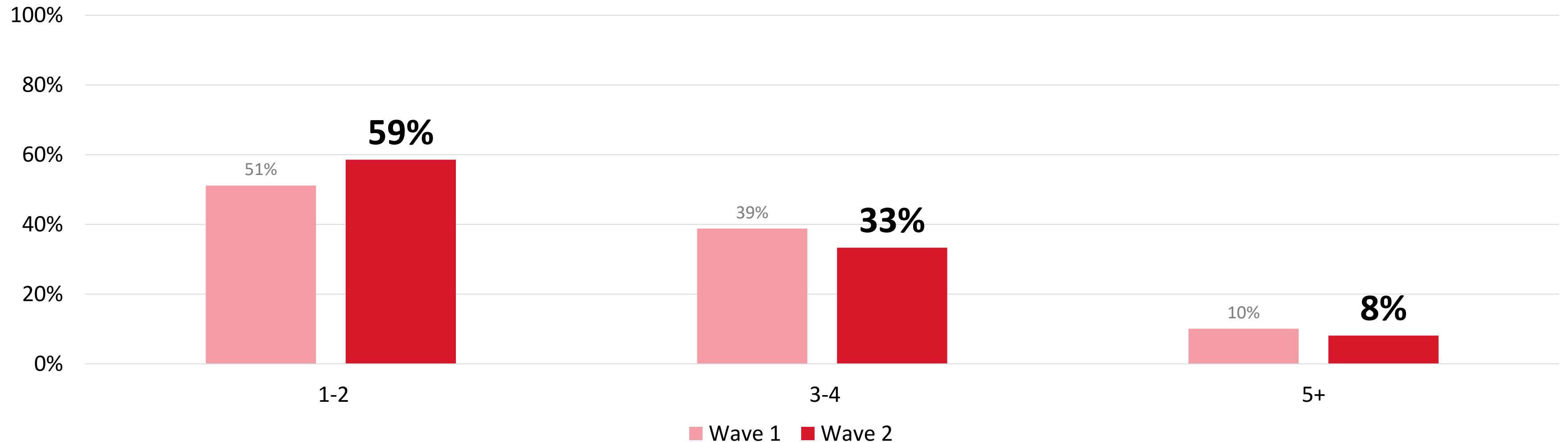
Transit Dependence and Choice Riders

- 86% of BRT Customers are dependent on using RTA buses for travel, which is similar to Wave 1 (88%).

- Of the 14% of Customers that are not transit-dependent, they most often choose to use public transportation due to both convenience (40%) and wanting to save money (33%), which changed by -4% and 109%, respectively, compared to Wave 1.

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

Yes: 88% / **86%** / 88%
No: 12% / **14%** / 12%

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

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

It's convenient: 41% / **40%** / 31%
I want to save money: 16% / **33%** / 37%
I want to support public transportation: 14% / **10%** / 9%
It's better for the environment: 12% / **10%** / 11%
I can do other things if I'm not driving: 18% / **7%**

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average
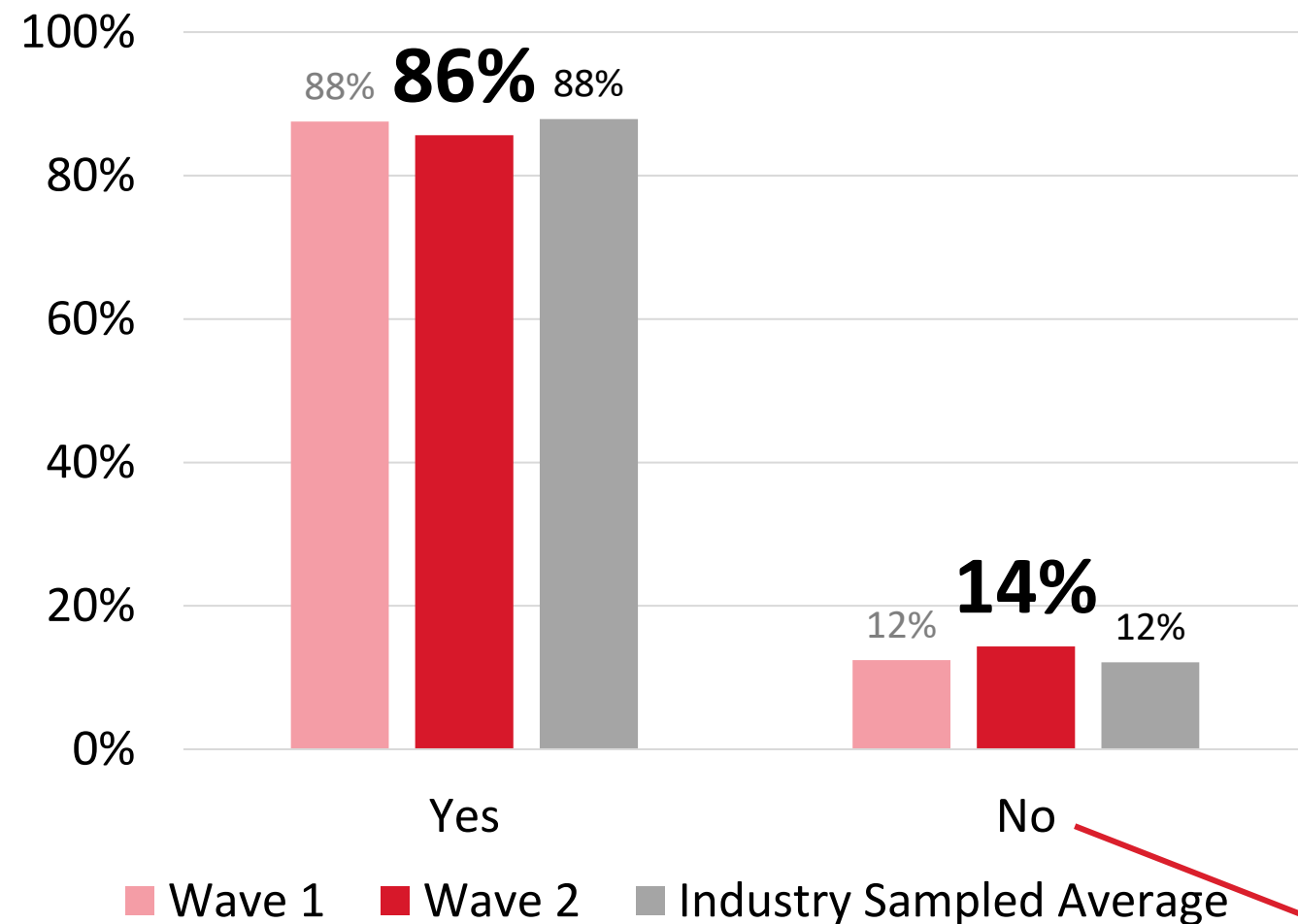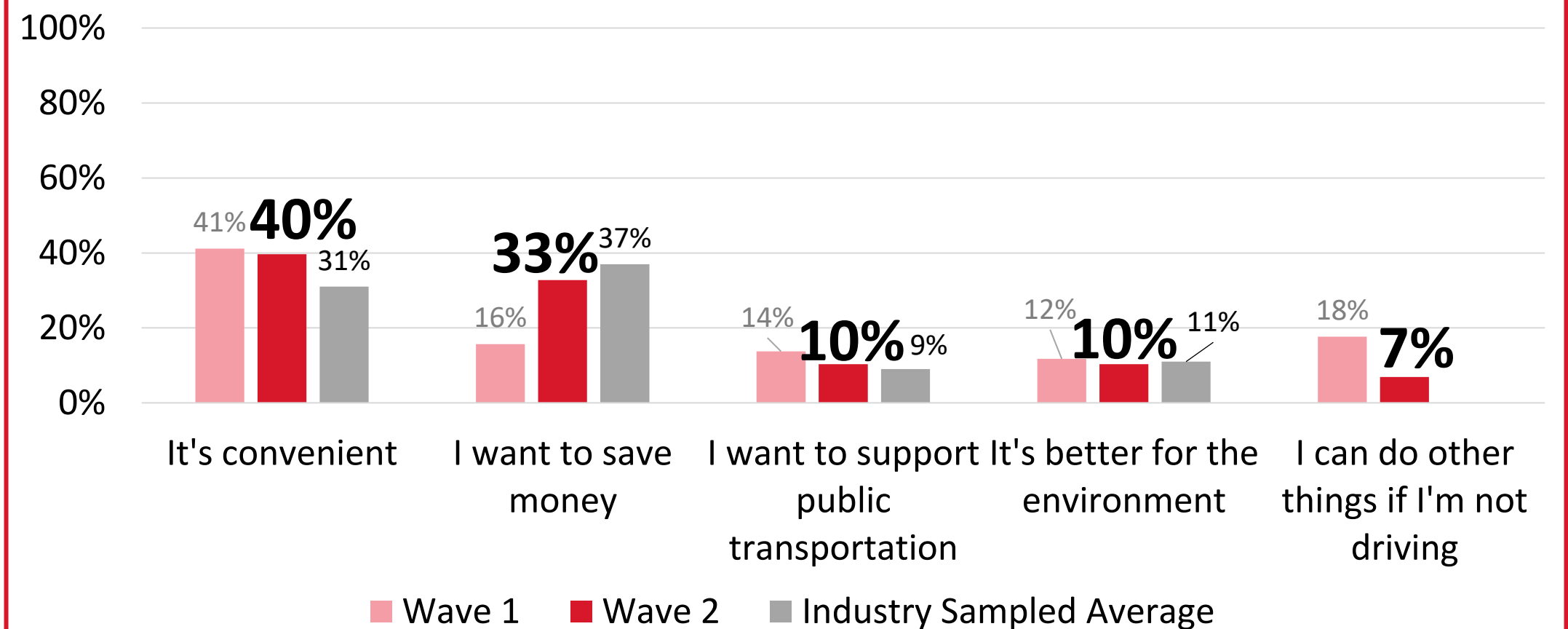
Trip Frequency

- BRT Customers most often ride the bus 5+ days per week (56%), which is 7% lower than Wave 1 (61%).

How often do you ride the bus?

	5+ days per week	3-4 days per week	1-2 days per week	2-3 times per month	Once a month or less
Wave 1	61%	26%	7%	4%	2%
Wave 2	56%	27%	11%	5%	1%
Industry Sampled Average	57%	23%	12%	6%	3%

Legend: Wave 1, Wave 2, Industry Sampled Average
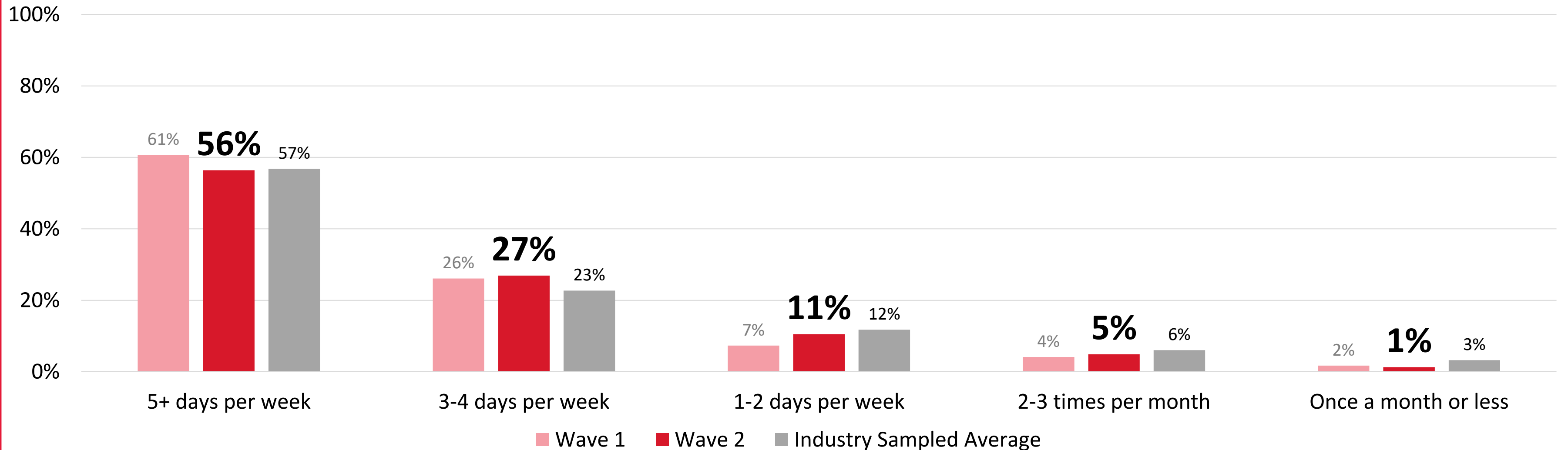
Trip Purpose

- BRT Customers most frequently ride the bus to get to work (39%), which is 36% lower than Wave 1 (61%).

- 19% of BRT Customers responded "Other," of which a majority responded "all of the above" or some combination of categories, which maybe potentially skewing all the categories downward.

Why are you taking this trip?

Top "Other" Responses:
- All of the Above

	Wave 1	Wave 2	Industry Sampled Average
Work	61%	39%	60%
Education	15%	13%	8%
Leisure / Social / Recreation	7%	11%	10%
Healthcare	10%	9%	7%
Shopping	5%	7%	11%
Religious activities	0%	1%	1%
Other	2%	19%	4%

TransPro
Driving Excellence
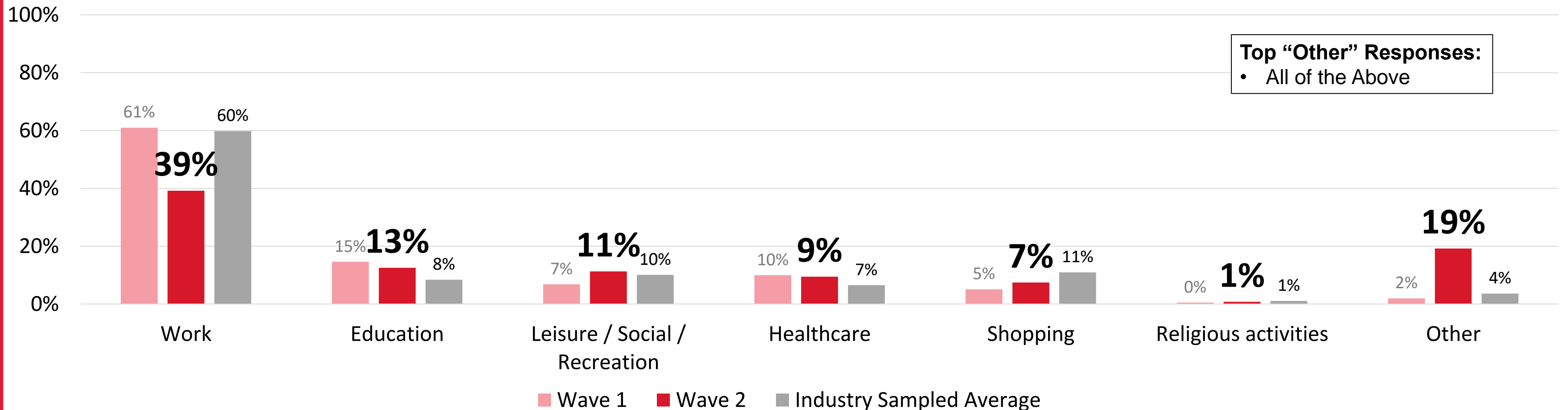
Other Mode Usage

- BRT Customers most often ride other RTA services 5+ days per week (31%), which is 34% lower than Wave 1 (47%).

- 20% of BRT Customers ride other RTA services once a month or less, which is 80% higher than Wave 1 (11%).

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

	5+ days per week	3-4 days per week	1-2 days per week	2-3 times per month	Once a month or less
Wave 1	47%	25%	10%	7%	11%
Wave 2	31%	27%	15%	7%	20%

■ Wave 1 ■ Wave 2
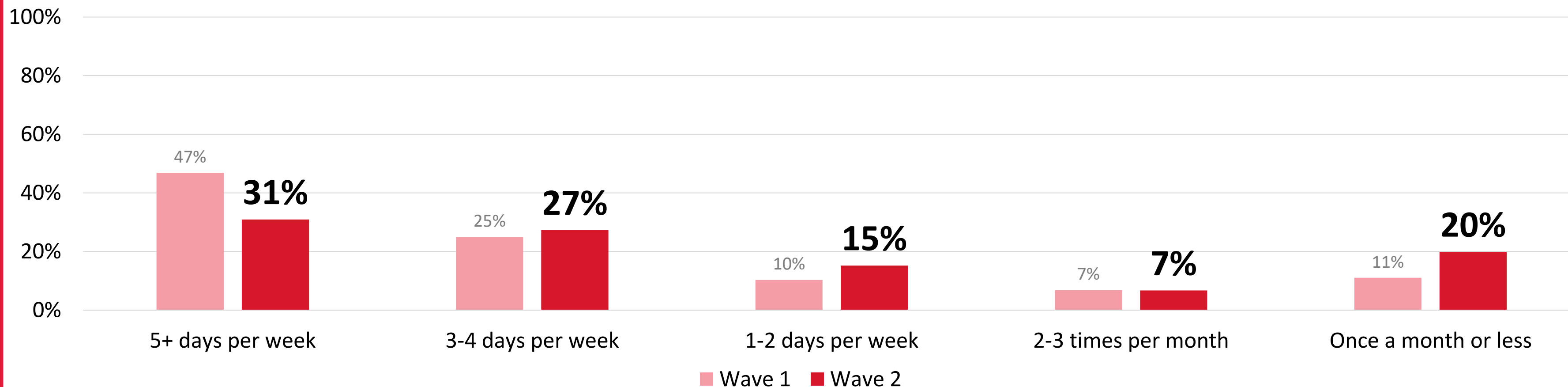
Customer Impressions
Bus Rapid Transit

Net Promoter Score
Bus Rapid Transit

TransPro Insight

RTA's BRT NPS had an increase in Promoters, but an even larger increase in Detractors. The BRT NPS can be improved by continuing to focus on the areas of service that are most important to Customers and have the lowest levels of satisfaction.

- RTA's BRT NPS is 13%, which is 5% lower than Wave 1 (14%).

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

	Detractor	Passive	Promoter	NPS
Wave 1	18%	50%	32%	14%
Wave 2	**27%**	**32%**	**40%**	**13%**
Industry Sampled Average				25%

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

13 NPS

DETRACTORS: 0 1 2 3 4 5 6
PASSIVES: 7 8
PROMOTERS: 9 10

Net Promoter Score = % Promoters − % Detractors
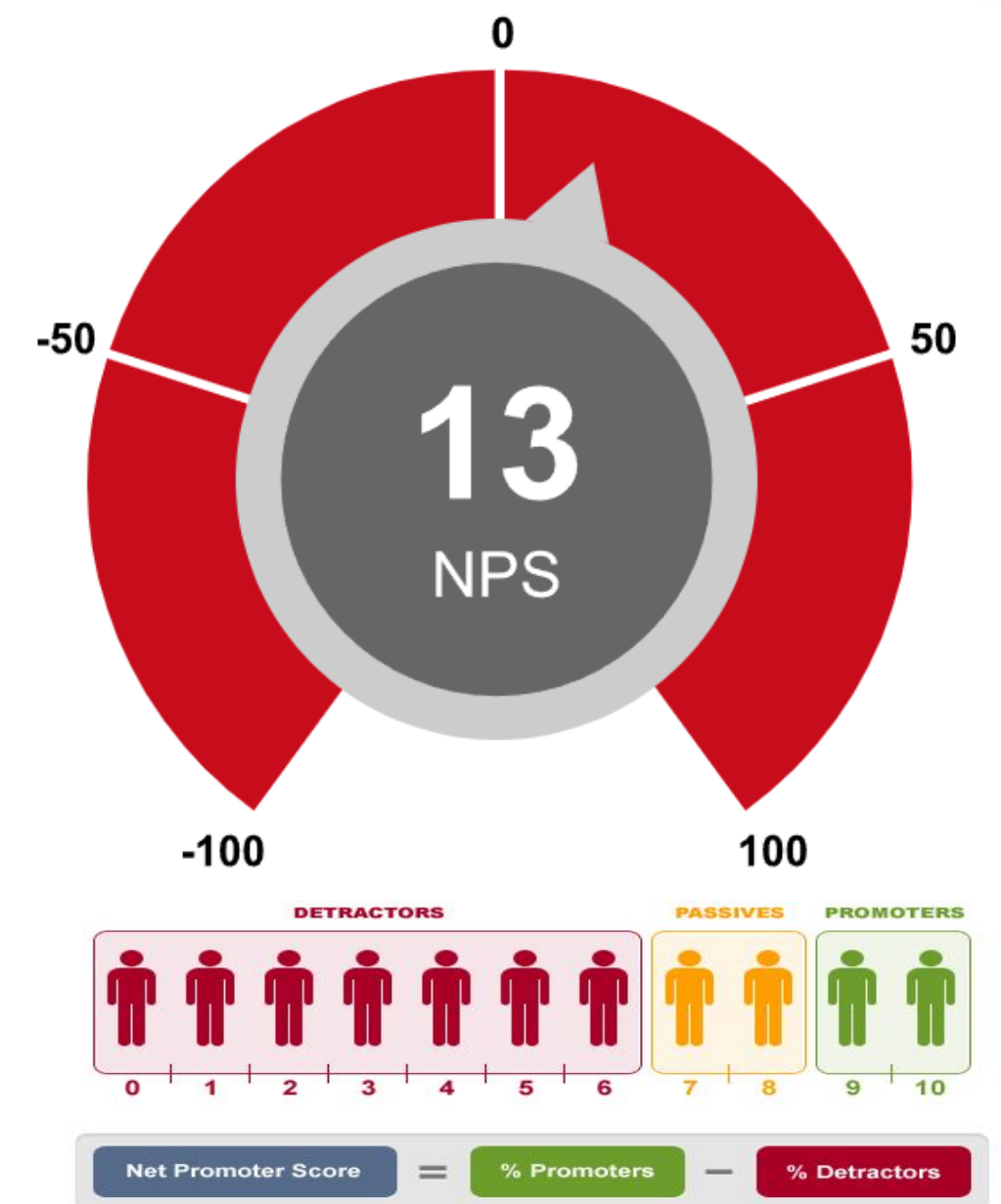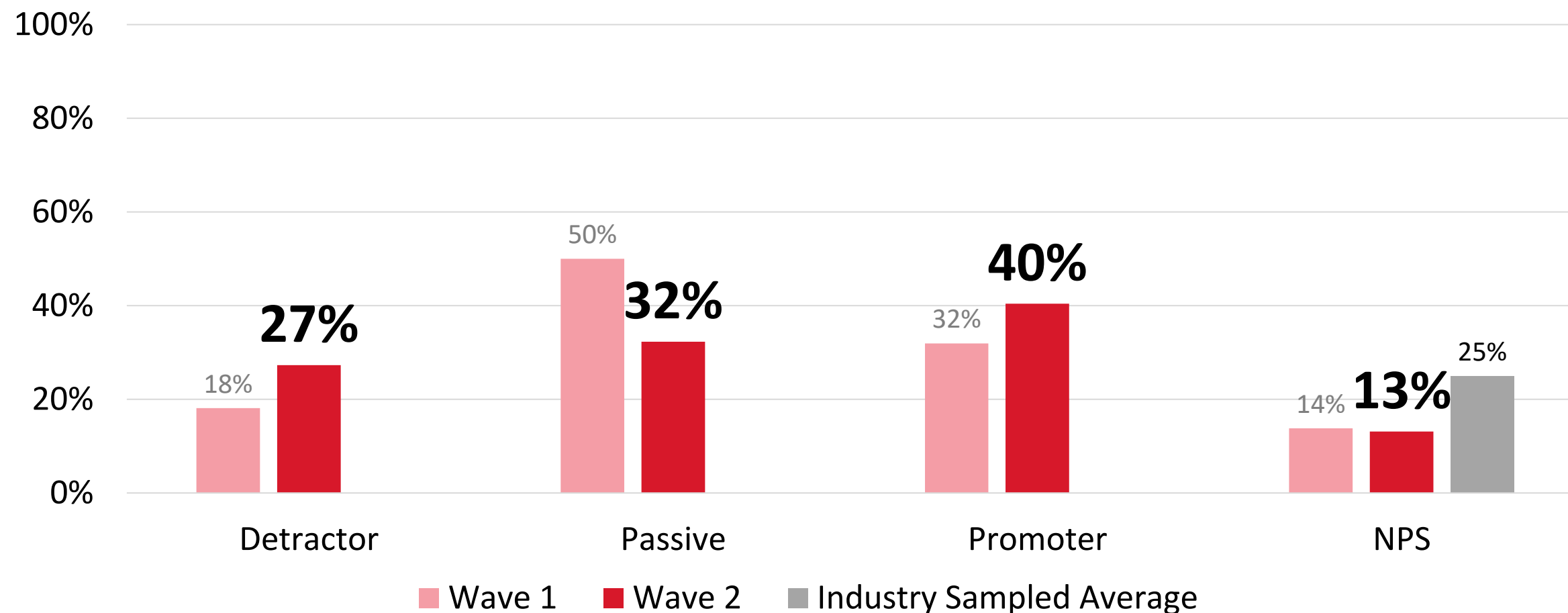
Fixed-Route Satisfaction

- 71% of BRT Customers are satisfied with the overall bus service, which is 7% lower than Wave 1 (76%).

- 44% of BRT Customers believe the bus service has gotten better, which is 9% lower than Wave 1 (48%).

Overall Satisfaction with Bus Service

How satisfied are you overall with the bus service?

Wave 1: 76% | Wave 2: 71% | Industry Sampled Average: 79%

In the past year, has the bus service:

Gotten worse — Wave 1: 8%, Wave 2: 8%, Industry Sampled Average: 10%
Stayed about the same — Wave 1: 44%, Wave 2: 48%, Industry Sampled Average: 58%
Gotten better — Wave 1: 48%, Wave 2: 44%, Industry Sampled Average: 32%
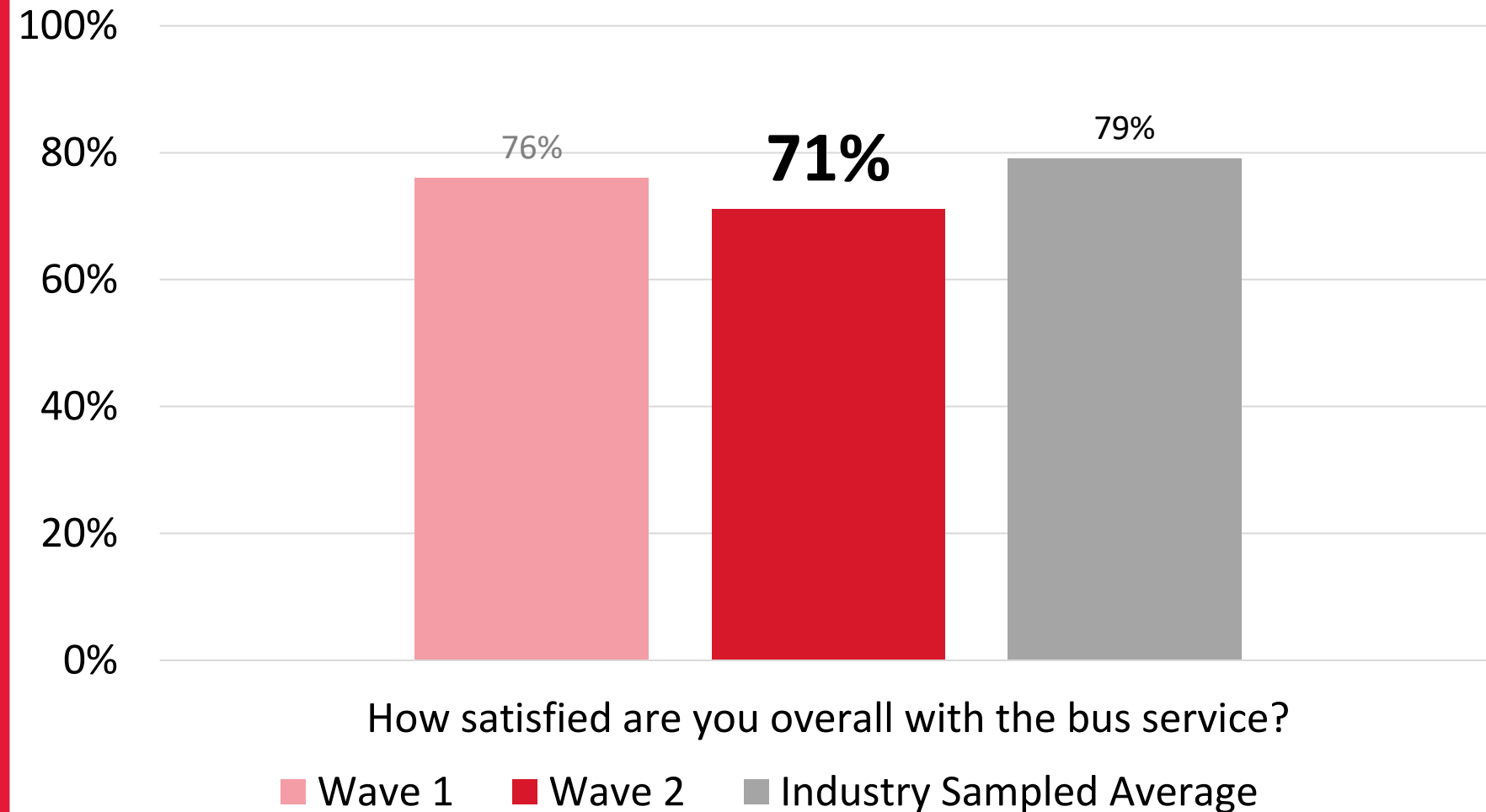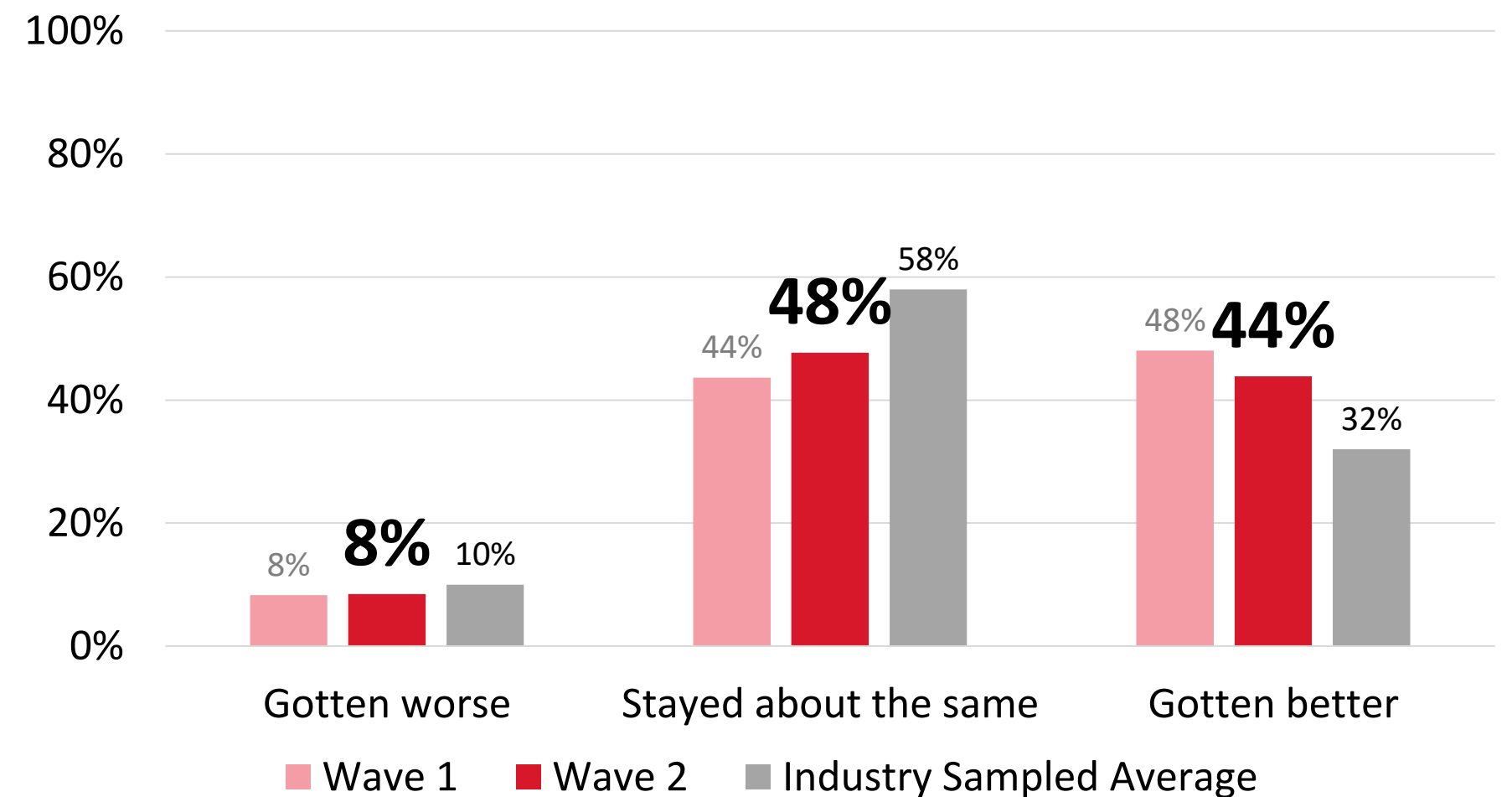
Customer Perception of GCRTA

- 75% of BRT Customers agree the RTA system provides value to the community, which is 9% lower than Wave 1 (82%).

- 54% of BRT Customers agree RTA manages their financial resources appropriately, which is 14% lower Wave 1 (63%).

- 64% of BRT Customers agree the community should consider increasing funding in order to improve the service, which is 16% lower than Wave 1 (76%).

Community Value | Financial Stewardship | Funding Increases

Legend: Wave 1 | Wave 2 | Industry Sampled Average
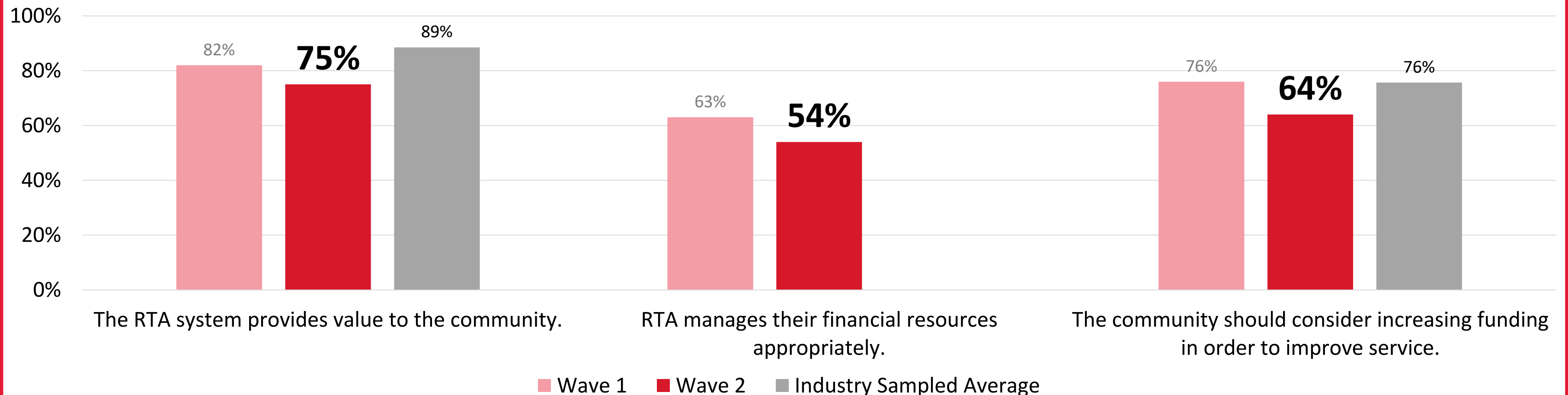
Customer Perception of GCRTA Employees

- 59% of BRT Customers view RTA employees favorably, which is 18% lower than Wave 1 (72%).

Perception of RTA Employees

I view RTA employees favorably.

Wave 1   Wave 2
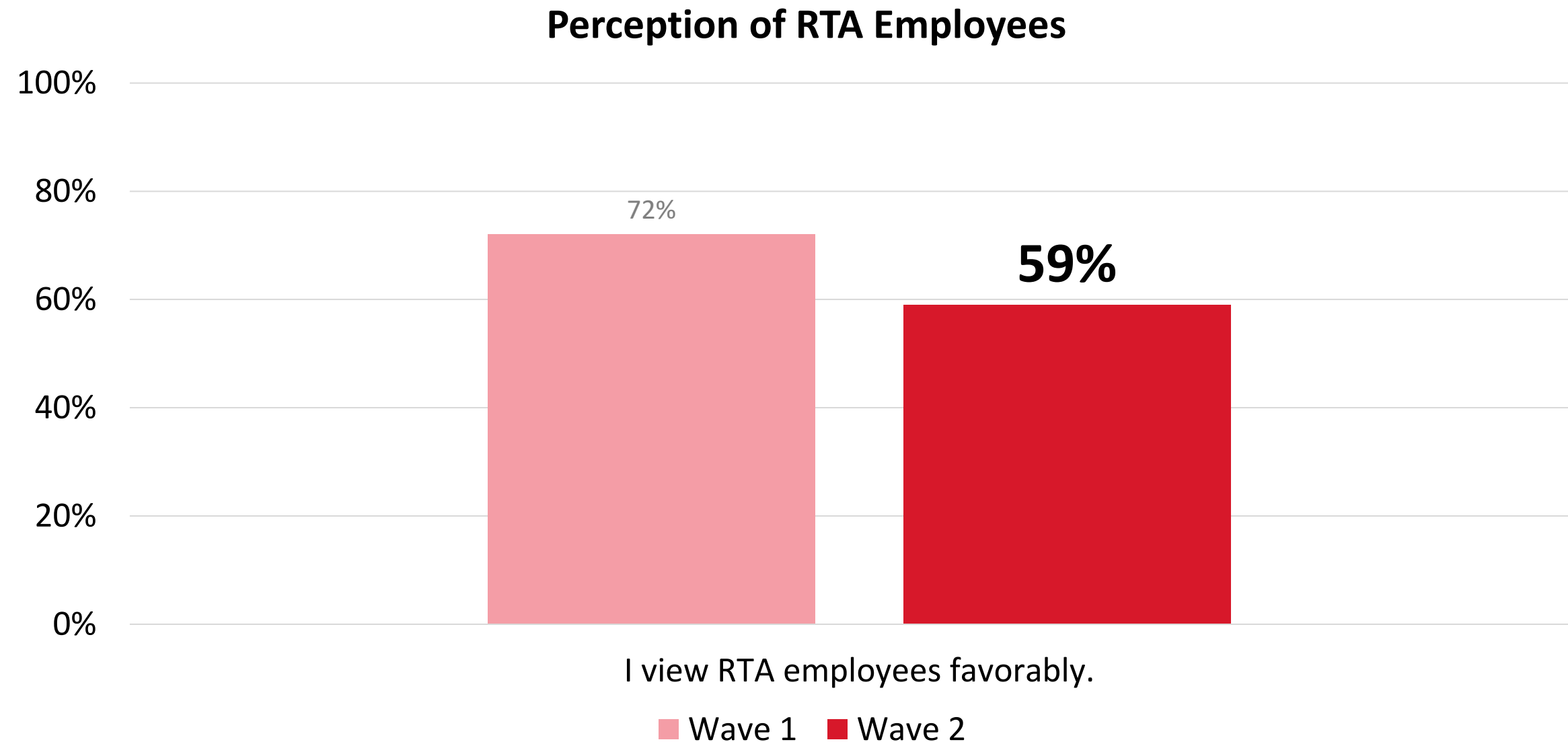
Customer Importance Factors
Bus Rapid Transit

Top Customer Importance Factors

- The top importance factors to BRT Customers are Bus Cleanliness, On-Time Performance, and Buses being operated safely.

- Bus Cleanliness, Buses being operated safely, and Frequency all had significant increases in importance.

Top Importance Factors

Legend: Wave 1, Wave 2

Data values shown:
- Bus cleanliness: Wave 1 = 263, Wave 2 = 351
- Buses arriving on time: Wave 1 = 415, Wave 2 = 326
- Buses being operated safely: Wave 1 = 80, Wave 2 = 230
- Fare price: Wave 1 = 189, Wave 2 = 220
- Safety on the bus: Wave 1 = 170, Wave 2 = 197
- Frequency (how often buses come): Wave 1 = 106, Wave 2 = 178
- Safety waiting for the bus: Wave 1 = 221, Wave 2 = 129
- Travel time: Wave 1 = 187, Wave 2 = 122
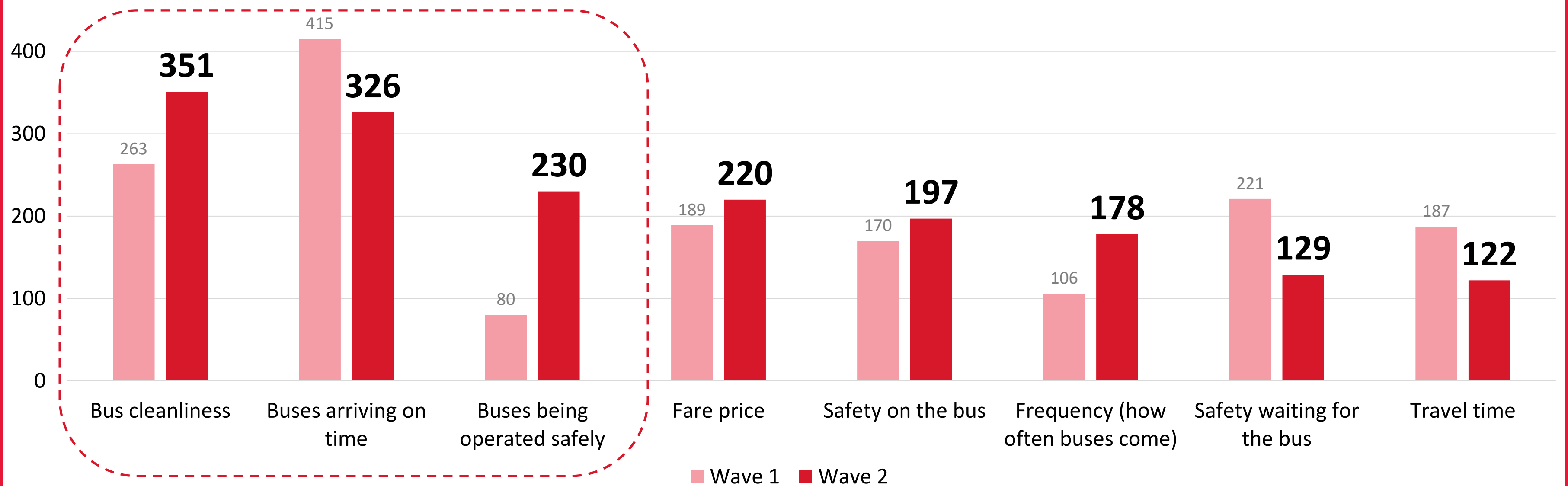
Key Driver Analysis

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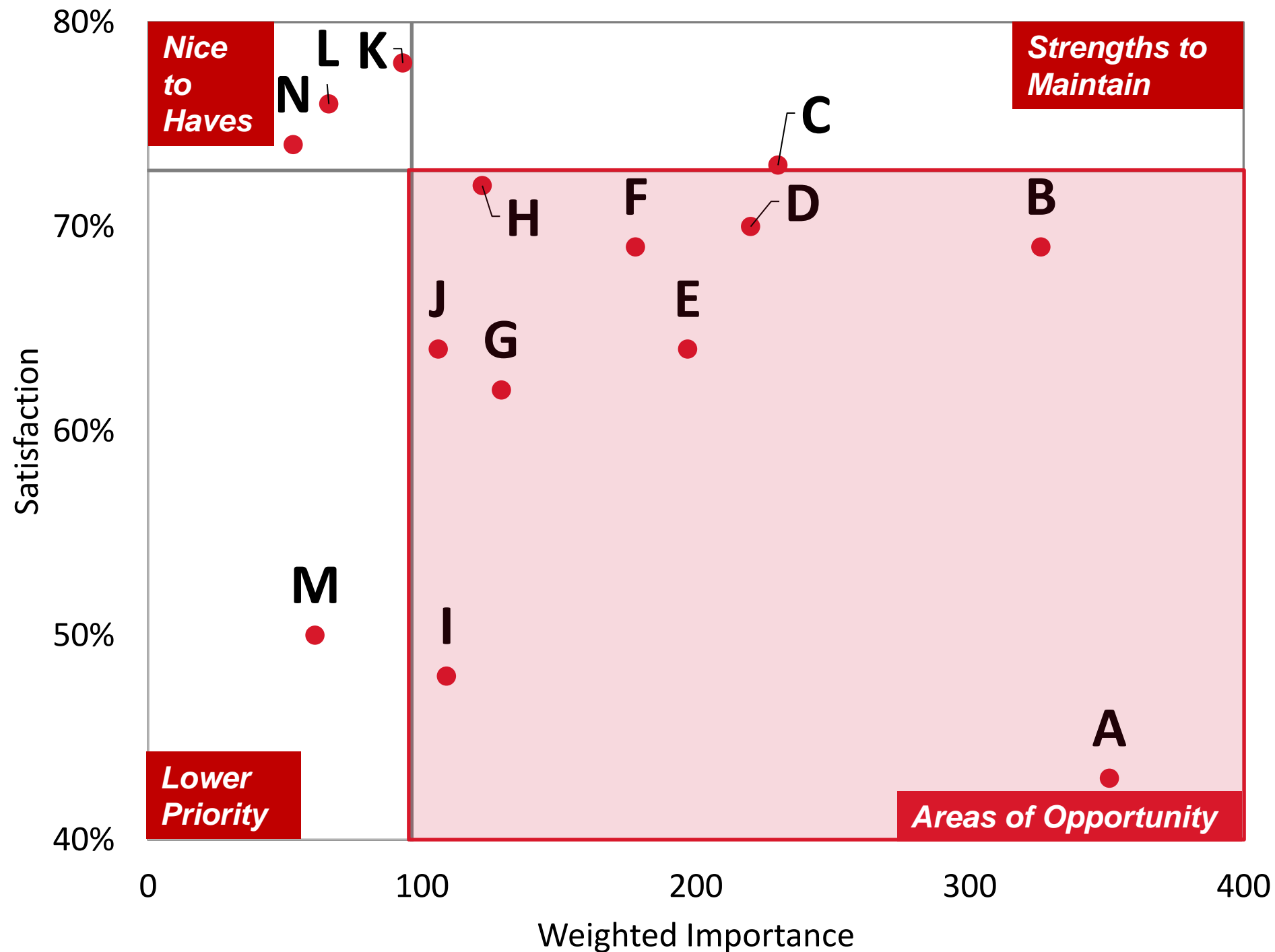
TransPro Insight

Bus Cleanliness is the most important factor to Customers and has the lowest satisfaction level. Improvements here will drive the needle significantly.

Satisfaction VS Importance

Satisfaction (y-axis): 40%, 50%, 60%, 70%, 80%

Weighted Importance (x-axis): 0, 100, 200, 300, 400

Nice to Haves (top left): N, L, K

Strengths to Maintain (top right)

Lower Priority (bottom left): M

Areas of Opportunity (bottom right): A

Plotted points: L, K, N, C, H, F, D, B, J, E, G, I, M, A

Legend

A – **Bus Cleanliness**

B – **On-Time Performance**

C – Buses being operated safely

D – **Fare Price**

E – **Safety on the bus**

F – **Frequency (how often buses come)**

G – **Safety waiting for the bus**

H – **Travel Time**

I – **Responsiveness to concerns and complaints**

J – **Operators being helpful and courteous**

K – Route Coverage

L – Accuracy and availability of route schedules and maps

M – Customer service representatives being helpful and courteous

N – It is easy to find out if the buses are running on schedule

![TransPro - Driving Excellence]

Bus Cleanliness

- 43% of BRT Customers agree that the bus is clean, which is 12% lower than Wave 1 (49%).

- BRT Customers would like RTA to focus on improving the cleanliness of the floors/walkways (25%) and seats (25%) to improve their satisfaction.

TransPro Insight

Bus Cleanliness continues to be the factor with the lowest level of satisfaction and is now the most important factor to customers. A plan of action on bus cleanliness should be established and transparently communicated to customers.

Bus Cleanliness
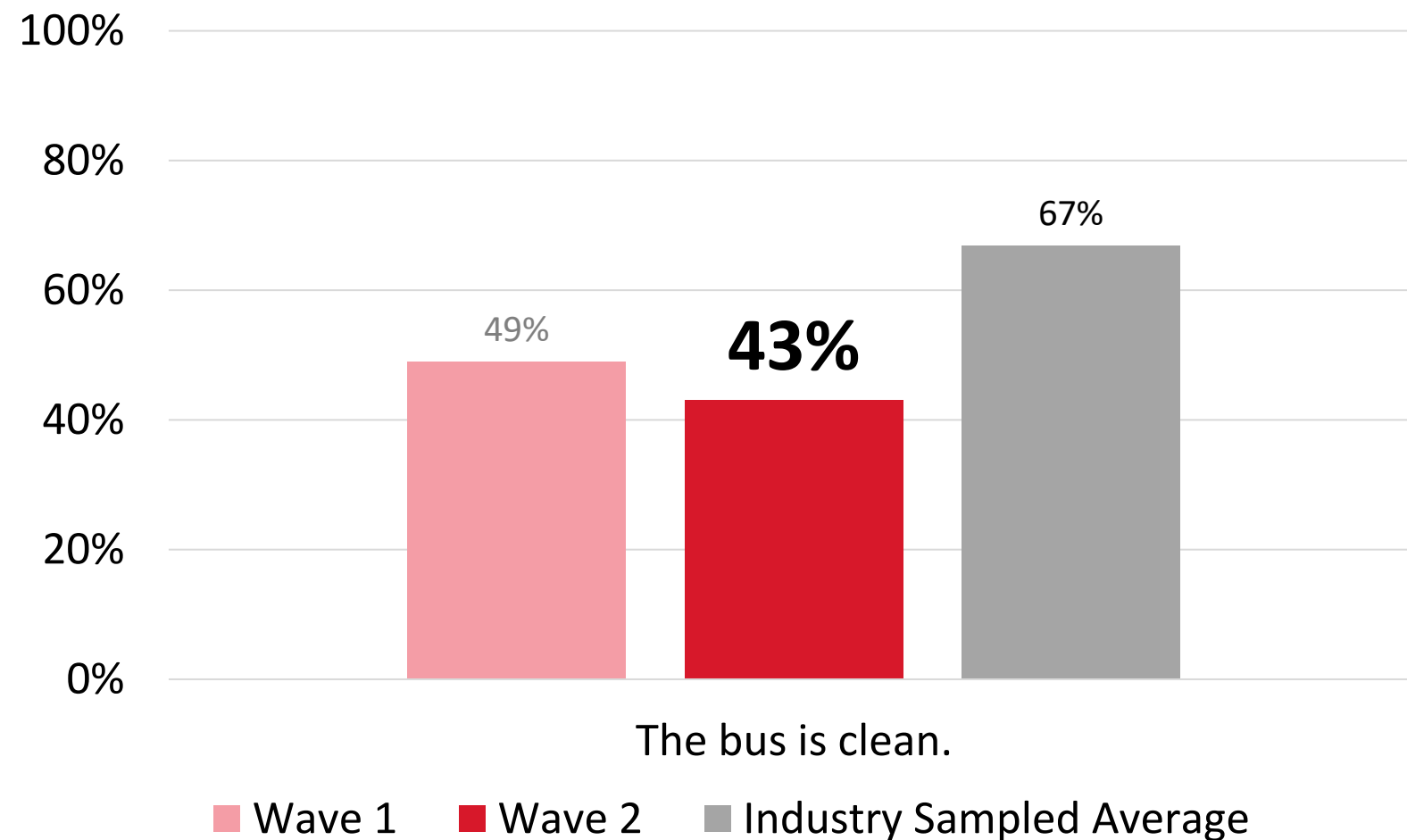
The bus is clean.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average

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

Floors / walkways — 25%
Seats — 25%
Odors — 19%
Inside Windows — 18%
Outside Windows — 13%
Other — 1%

■ Wave 2
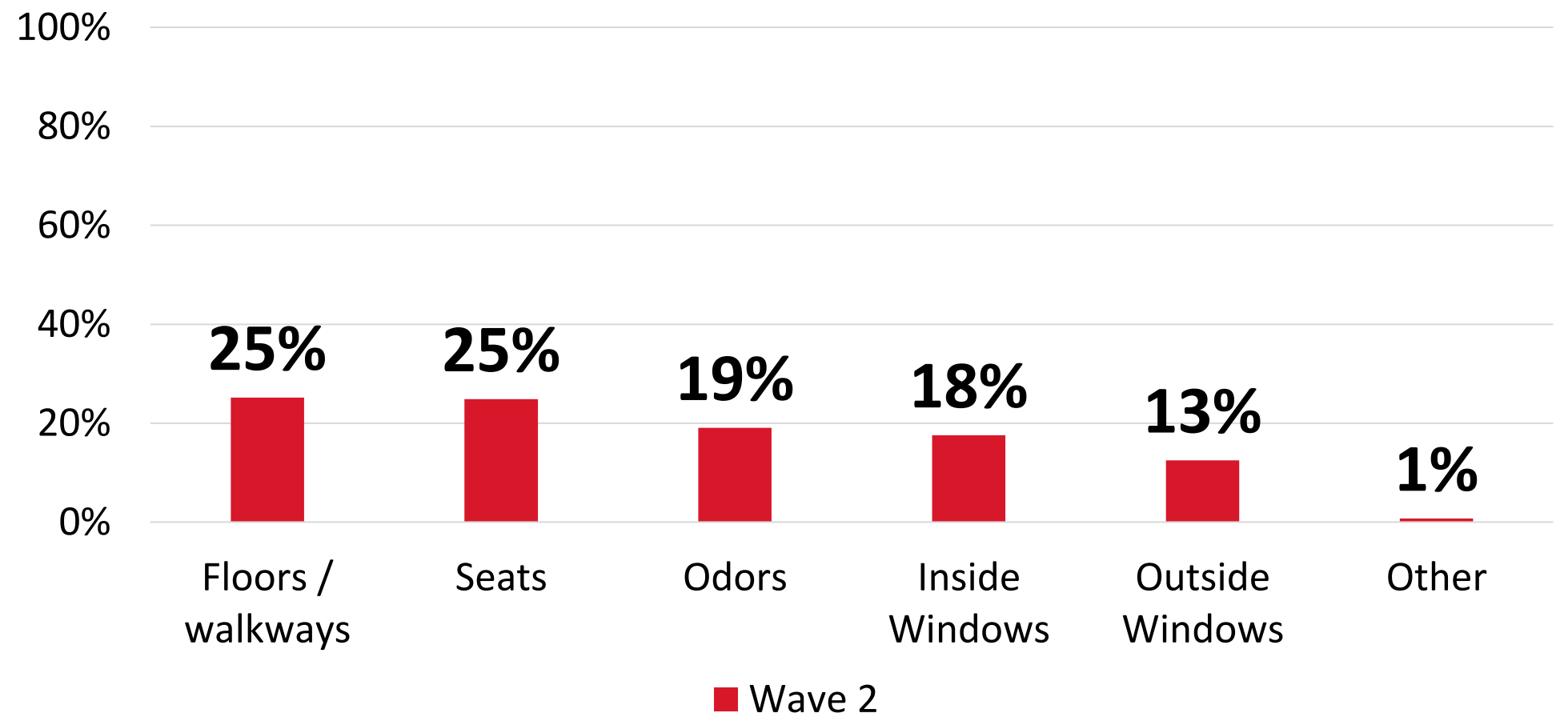
Travel Time and On-Time Performance

- 72% of BRT Customers agree that the travel time is satisfactory, which is 8% lower than Wave 1 (78%).

- 69% of BRT Customers agree that the bus usually runs on time, which is the same as Wave 1.

- Of the Customers dissatisfied with on-time performance, 48% feel it is only acceptable for the bus to arrive 6-10 minutes beyond its scheduled time.

Travel Time | On-Time Performance

The bus gets me to my destination in a reasonable amount of time. — Wave 1: 78%, Wave 2: **72%**, Industry Sampled Average: 78%

The bus usually runs on time. — Wave 1: 69%, Wave 2: **69%**, Industry Sampled Average: 66%

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

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

	5 min or less	6-10 min	11-15 min	16-20 min	21-25 min	26-30 min
Wave 1	54%	29%	11%	5%	0%	1%
Wave 2	39%	48%	10%	2%	0%	2%
Industry Sampled Average	58%	29%	9%	2%	0%	2%

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

Only asked to Customers dissatisfied with on-time performance.
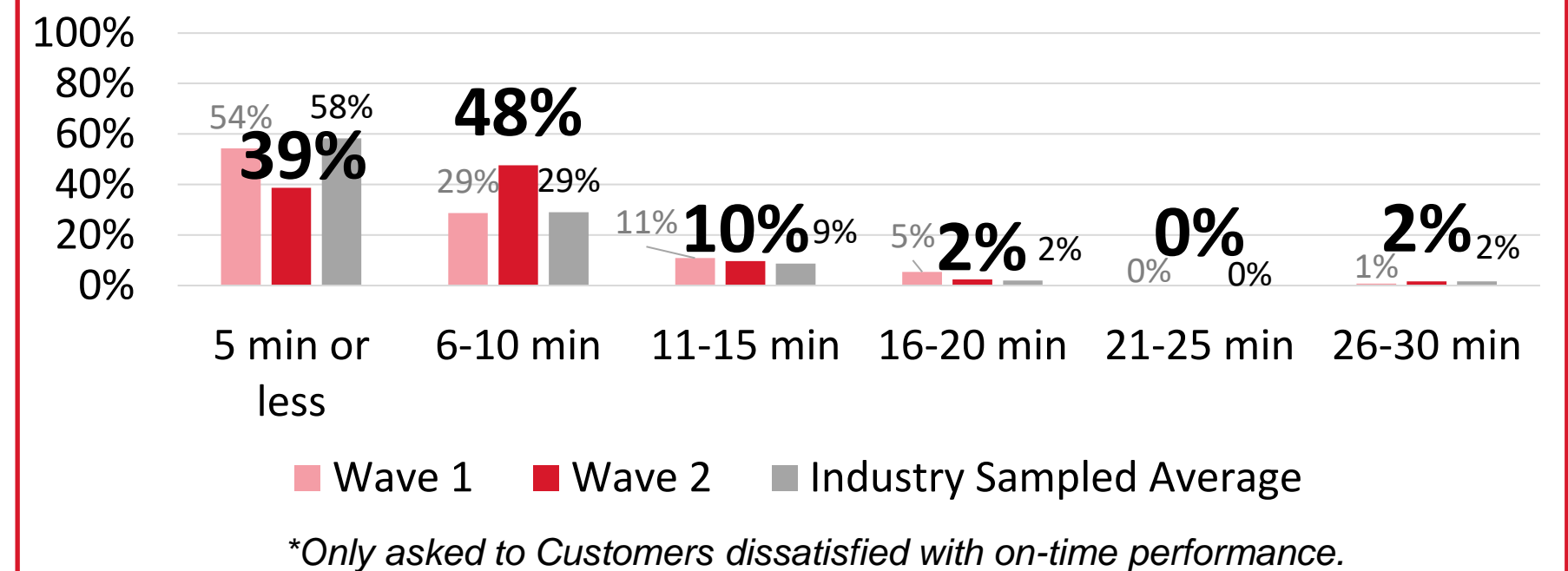
Safety Waiting and Riding

- 62% of BRT Customers feel safe and secure waiting for the bus, which is the same as Wave 1.

- 64% of BRT Customers feel safe riding the bus, which is 14% lower than Wave 1 (74%).

TransPro Insight

Customer importance for **Safety waiting on the bus** has decreased significantly. However, satisfaction has remained constant. Additionally, customer importance for **Safety on the bus** has increased and satisfaction has decreased. With safety satisfaction below the industry sampled average, a focus on safety should remain a priority for the agency.

Safety Waiting | Safety Riding
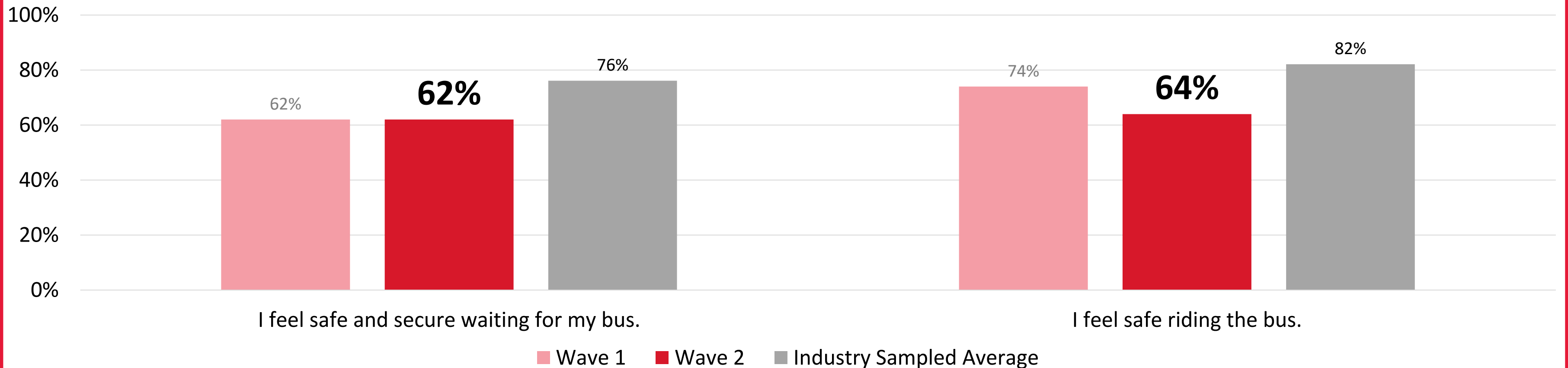
I feel safe and secure waiting for my bus.   I feel safe riding the bus.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average
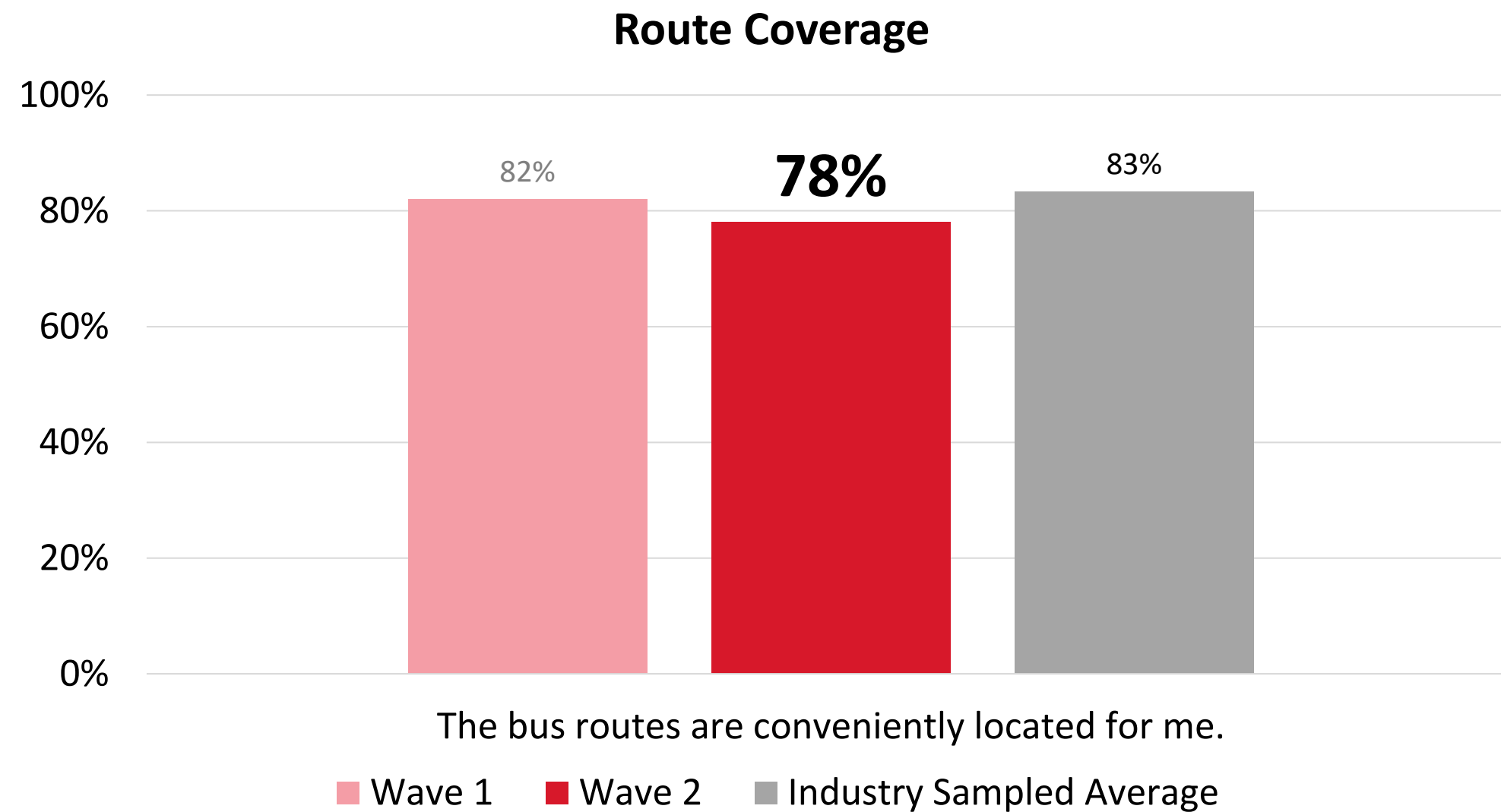
Perception of Operators

- 73% of BRT Customers agree that the vehicles are operated safely, which is 10% lower than Wave 1 (81%).

- 64% of BRT Customers agree that operators are courteous and helpful, which is 12% lower than Wave 1 (73%).

- 69% of BRT Customers agree that operators are knowledgeable about the RTA system, which is 10% lower than Wave 1 (77%).

Operator Safety | Operator Perception| Operator Knowledge

Legend: Wave 1, Wave 2, Industry Sampled Average

Bus operators operate the vehicle safely. — Wave 1: 81%, Wave 2: 73%, Industry Sampled Average: 86%

Bus operators are courteous and helpful. — Wave 1: 73%, Wave 2: 64%, Industry Sampled Average: 75%

Bus operators are knowledgeable about the RTA system. — Wave 1: 77%, Wave 2: 69%, Industry Sampled Average: 78%

Capital Projects

- 71% of BRT Customers believe RTA's recently completed construction projects have provided value, which is similar to Wave 1 (74%).
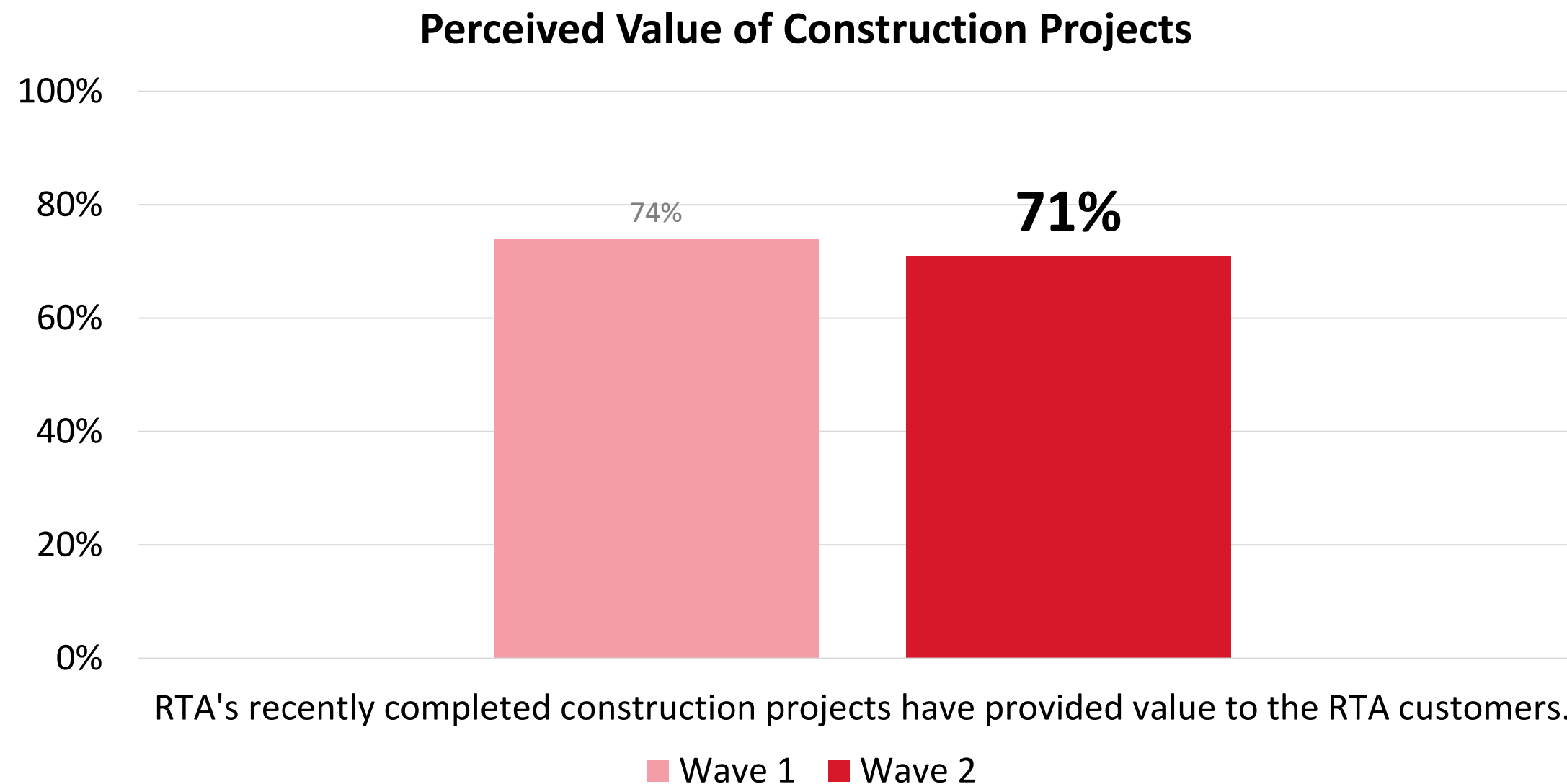
Perceived Value of Construction Projects

RTA's recently completed construction projects have provided value to the RTA customers.

■ Wave 1   ■ Wave 2

Issue Resolution

- 24% of BRT Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is the same as Wave 1.

- Of the 24% who contacted RTA, 59% agreed that their issue was resolved, which is 20% lower than Wave 1 (74%).

Have you contacted RTA with a question, concern, or complaint in the last 3 months?
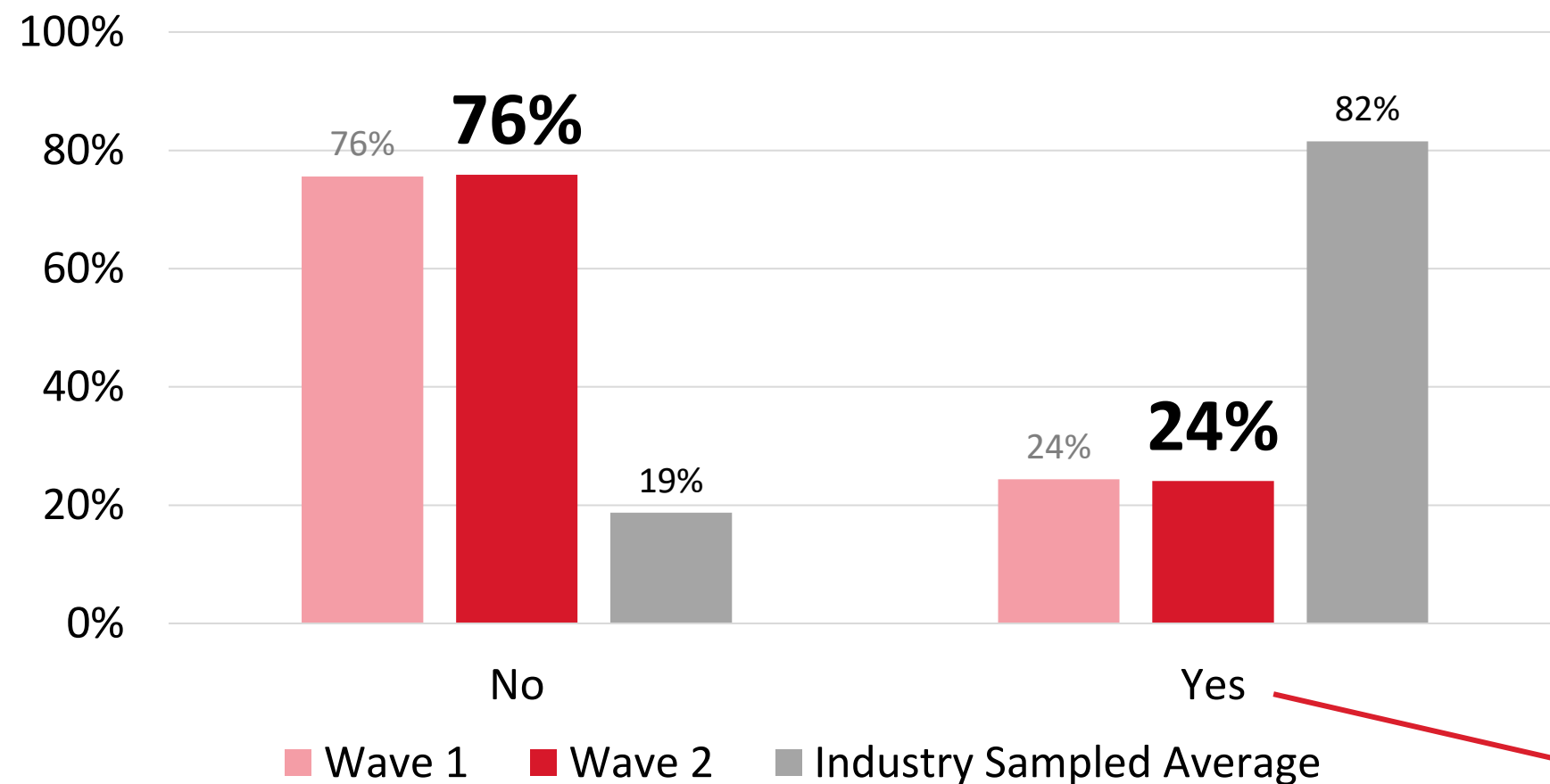
Was your issue resolved?
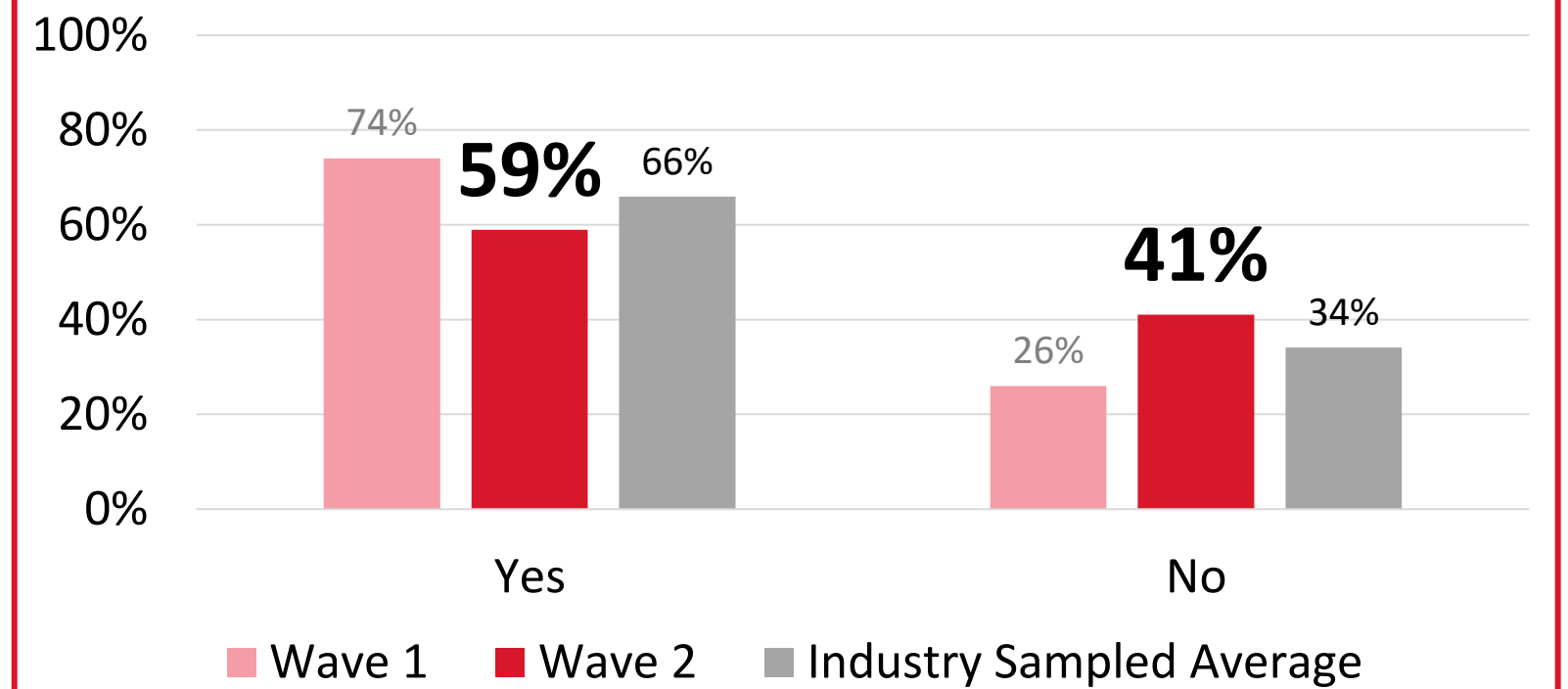
Issue Resolution & NPS Cross Tabulation

- For Customers whose issue was resolved, the NPS is 9%, which is 4 percentage points lower than the actual NPS.

- For Customers whose issue was not resolved, the NPS is -22%, which is 35 percentage points lower than the actual NPS.

Problem Resolution VS NPS

Detractor — Problem Not Resolved: 54%, Problem Resolved: 31%
Passive — Problem Not Resolved: 14%, Problem Resolved: 28%
Promoter — Problem Not Resolved: 32%, Problem Resolved: 41%
NPS — Problem Not Resolved: -22%, Problem Resolved: 9%

RTA's Actual BRT NPS: **13%**

■ Problem Not Resolved ■ Problem Resolved
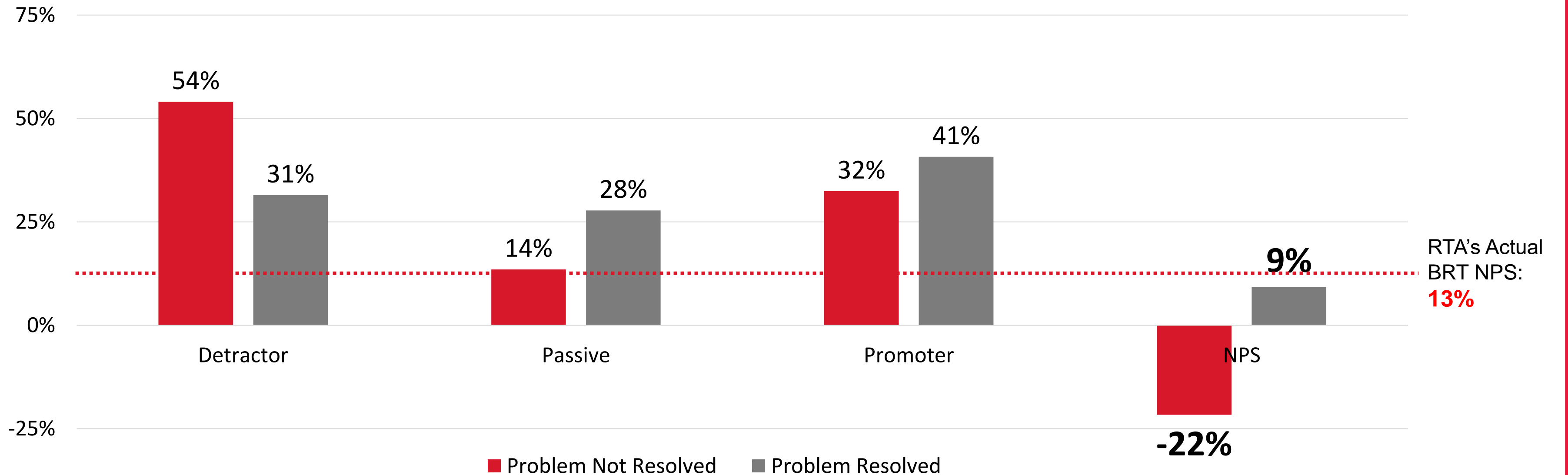
Communications Materials

- 76% of BRT Customers believe it is easy to get information about RTA's services and route schedules, which is 6% lower than Wave 1 (81%).

- 74% of BRT Customers believe it is easy to find out if the buses are running on schedule, which is 6% lower than Wave 1 (79%).

- 63% of BRT Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is 6% lower than Wave 1 (67%).

Service Routes and Schedules | Schedule Tracking | Effective Communication

Wave 1 ■ Wave 2 ■ Industry Sampled Average
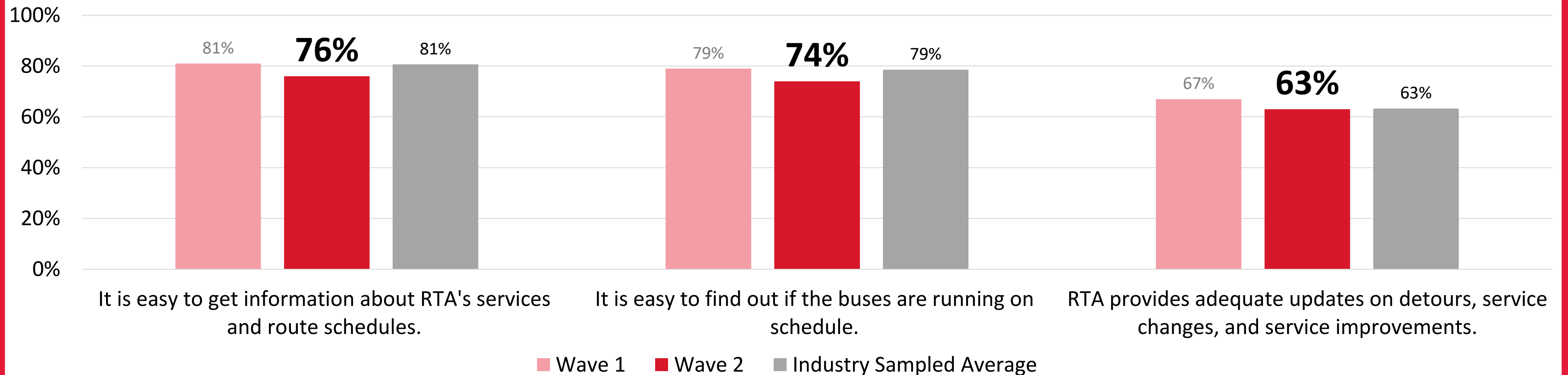
Communications Materials

- 75% of BRT Customers understand RTA's available routes and are confident navigating the system, which is 10% lower than Wave 1 (83%).

- 70% of BRT Customers repeat RTA messages to those they believe would benefit from the information, which is 5% lower than Wave 1 (74%).

- 62% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is 16% lower than Wave 1 (74%).

Comfort Navigating | Repeating Messages | Overall Communications Satisfaction

	Wave 1	Wave 2
I understand RTA's available routes, and I am confident navigating the system.	83%	**75%**
I repeat RTA messages to those I believe would benefit from the information.	74%	**70%**
How satisfied are you with the overall quality of RTA communications material?	74%	**62%**
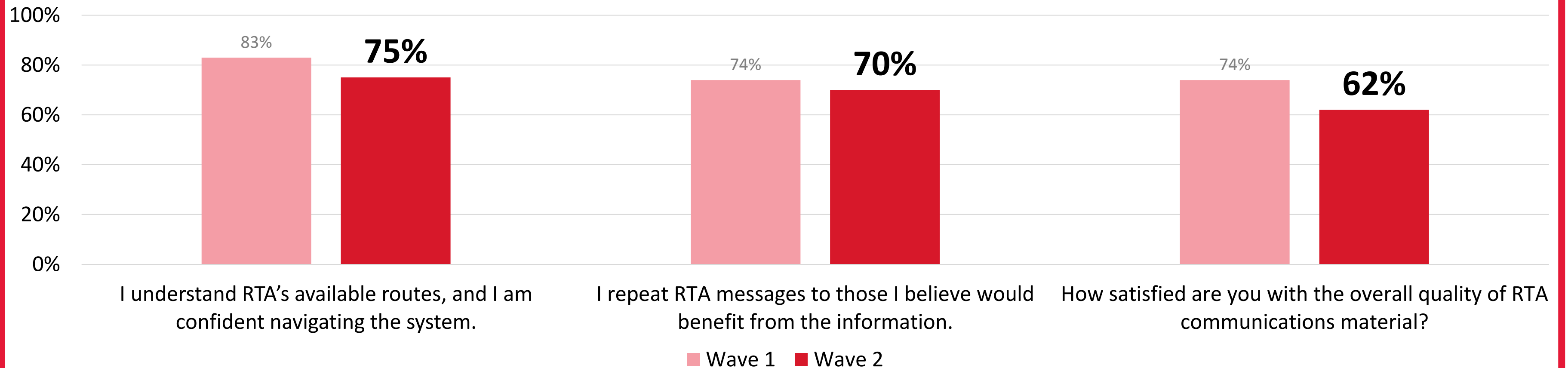
Rail

Rail Results Overview

7 out of 10 of Customers are satisfied with the rail service.

76% of Rail Customers believe the RTA system provides value to the community.

Customers are MOST satisfied with…
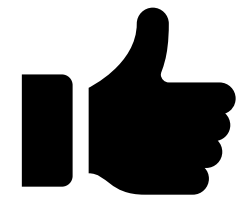
- ▶ Hours of Operation (70%)
- ▶ Trains being Operated Safely (69%)
- ▶ Travel Time (68%)
- ▶ On-Time Performance (68%)

Customers are LEAST satisfied with…
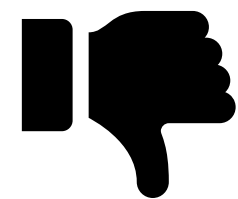
- ▶ Train Cleanliness (34%)
- ▶ Responsiveness to Concerns or Complaints (56%)
- ▶ Frequency of Service (58%)

Top Most Important Elements of Service to Customers…

1. On-Time Performance
2. Safety Waiting for the Train
3. Train Cleanliness

Customer Characteristics
Rail

TransPro
Driving Excellence

Customer Characteristics

- Rail Customers are most frequently 25-29 years old (26%), which is 75% higher than Wave 1 (15%).

What is your age?

	Wave 1	Wave 2
15 to 19	4%	5%
20 to 24	15%	18%
25 to 29	15%	26%
30 to 34	16%	15%
35 to 39	14%	10%
40 to 44	8%	10%
45 to 49	7%	5%
50 to 54	8%	4%
55 to 59	6%	4%
60 to 64	4%	2%
65 to 69	2%	2%
70 to 74	1%	1%
75 to 79	0%	<1%
80 to 84	0%	1%

TransPro
Driving Excellence
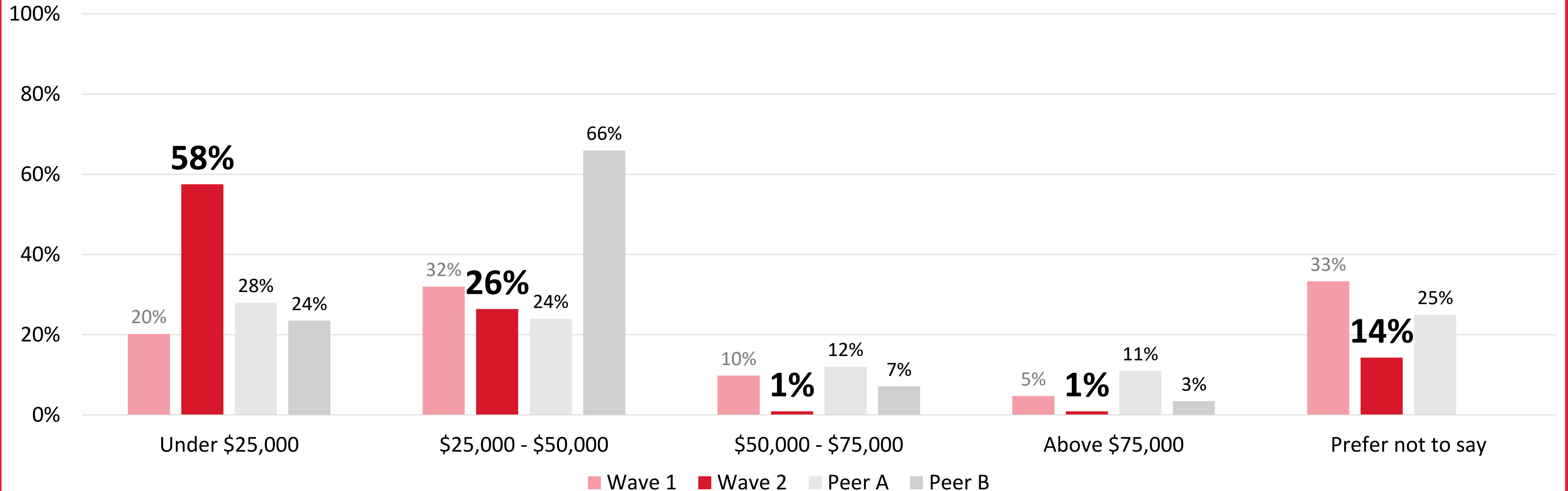
Household Size

- Rail Customers most frequently have household sizes of 1-2 people (47%), which is 21% lower than Wave 1 (59%).

Including yourself, how many people live in your household?

Legend: ■ Wave 1 ■ Wave 2 ■ Peer A
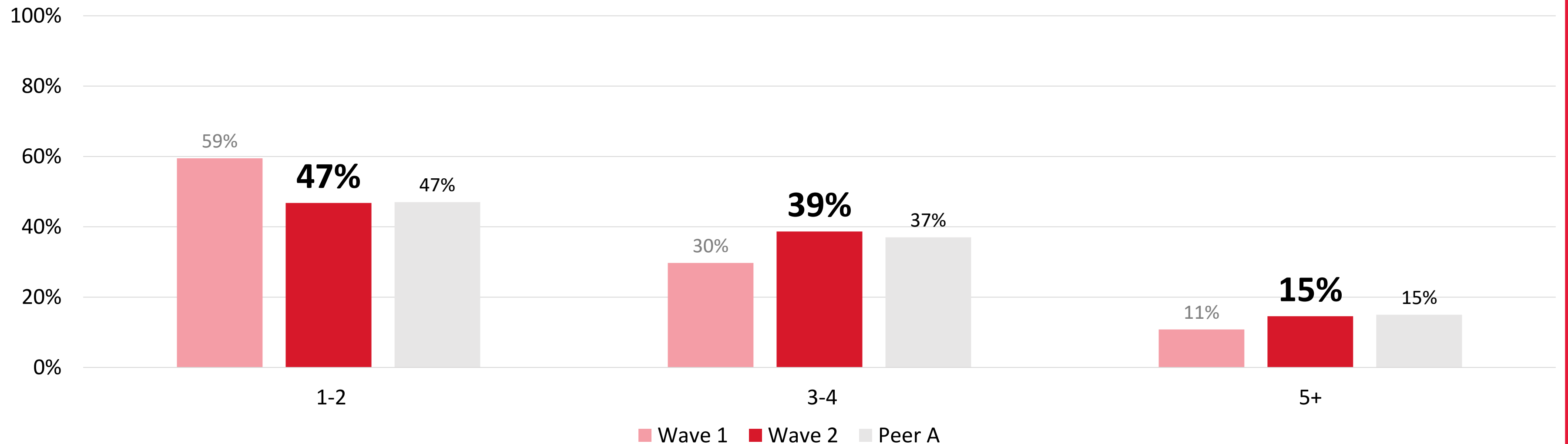
Transit Dependence and Choice Riders

- 50% of Rail Customers are dependent on using RTA trains for travel, which is 33% lower than Wave 1 (75%).

- Of the 50% of Rail Customers that are not transit-dependent, they most often choose to use public transportation due to both convenience (34%) and wanting to save money (34%).

Are you dependent on using RTA trains for travel to/from your destination?
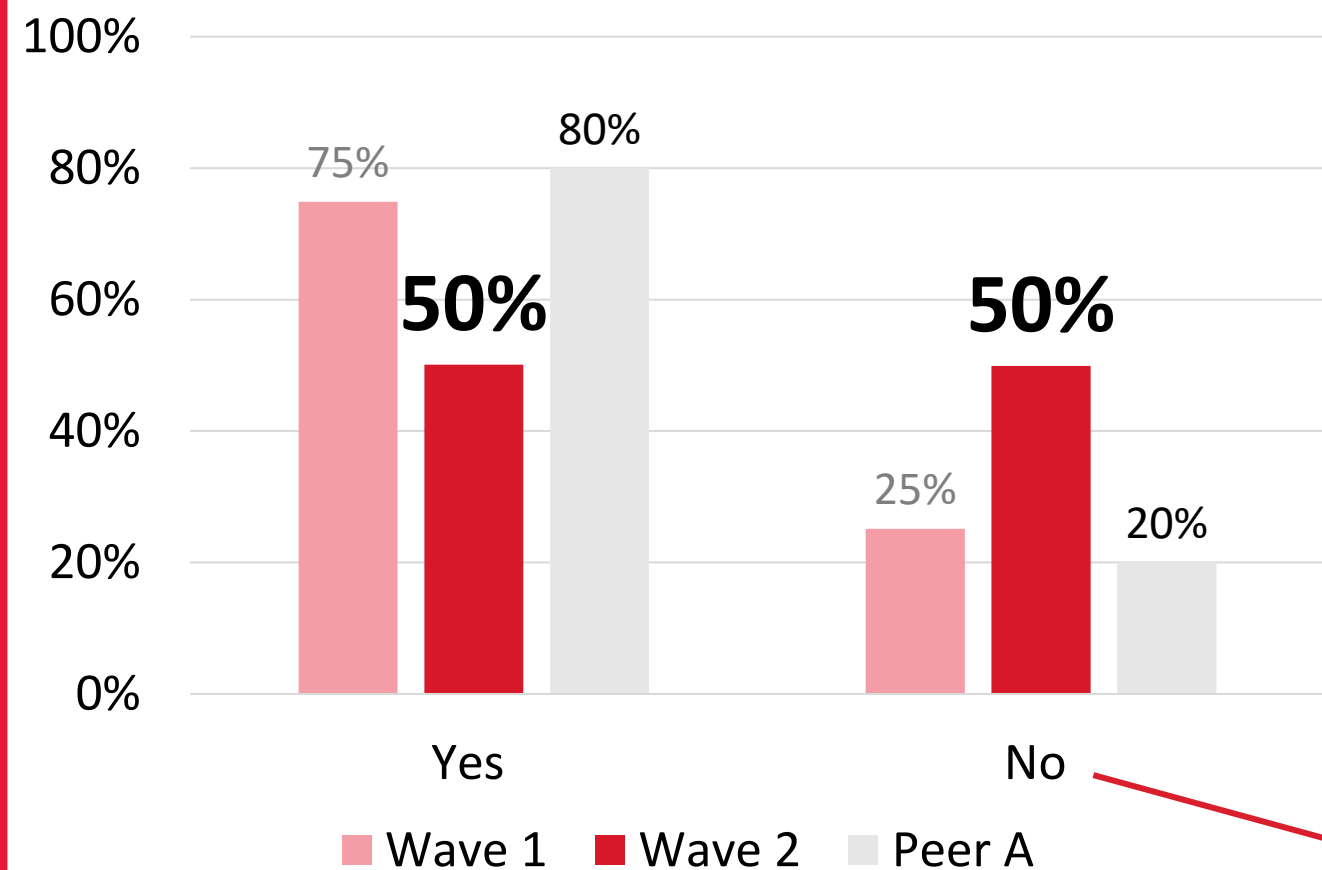
If you do have other options, what is the #1 reason you choose public transportation?

TransPro
Driving Excellence
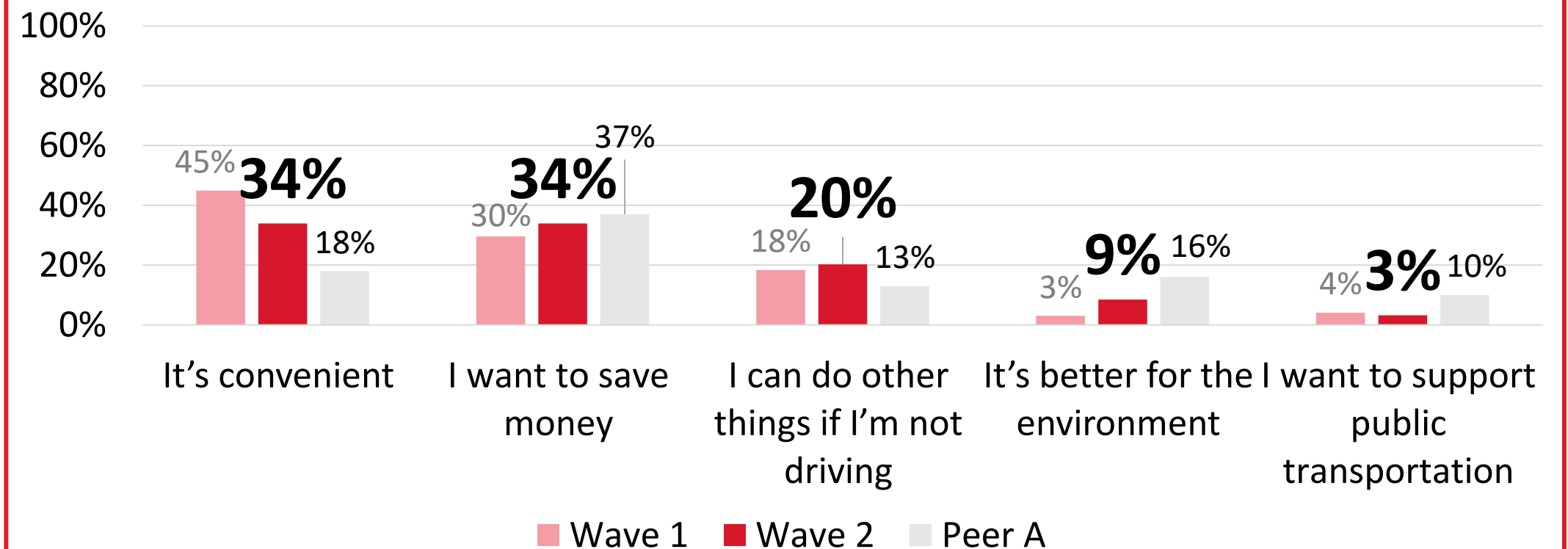
Trip Frequency

- Rail Customers most often ride the train 3-4 days per week (47%), which is 91% higher than Wave 1 (25%).

How often do you ride the train?

Legend: Wave 1 | Wave 2 | Peer A | Peer B

5+ days per week: 57%, 29%, 37%, 42%
3-4 days per week: 25%, 47%, 25%, 26%
1-2 days per week: 8%, 16%, 12%, 12%
2-3 times per month: 5%, 7%, 10%, 10%
Once a month or less: 5%, 2%, 17%, 11%

Customer Impressions
Rail
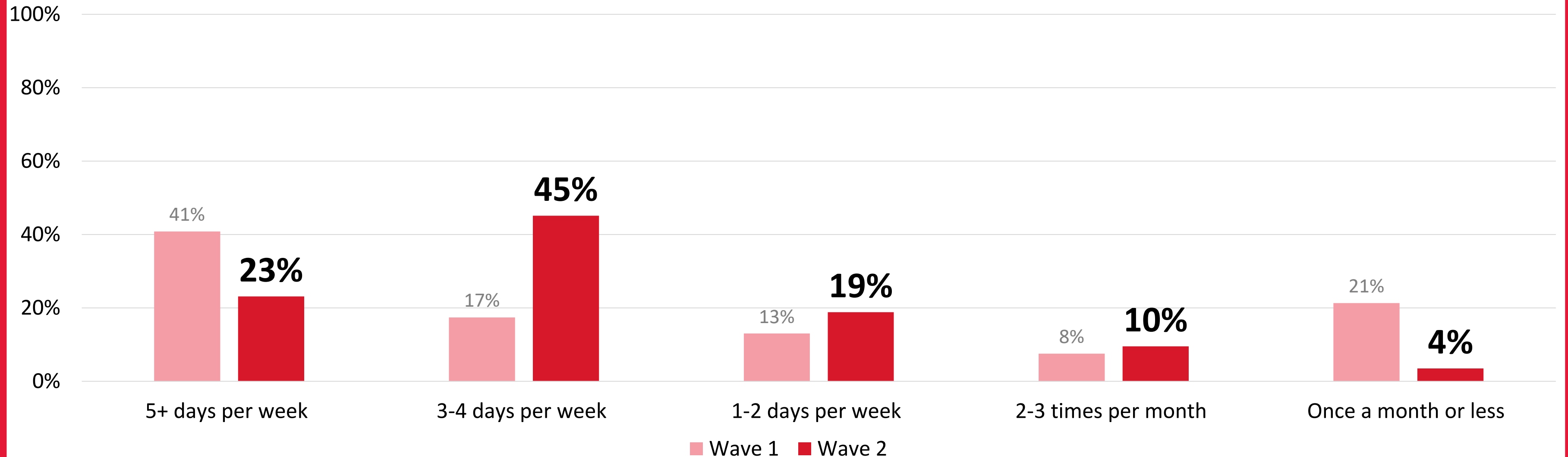
TransPro
Driving Excellence

Net Promoter Score
Rail

- RTA's Rail NPS is 8%, which is 54% lower than Wave 1 (17%).

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

	Detractors	Passives	Promoters	NPS
Wave 1	26%	31%	43%	17%
Wave 2	24%	45%	32%	8%
Peer A	9%	23%	68%	59%
Peer B	7%	16%	77%	69%

Wave 1   Wave 2   Peer A   Peer B

8 NPS

DETRACTORS   PASSIVES   PROMOTERS
0 1 2 3 4 5 6   7 8   9 10

Net Promoter Score = % Promoters − % Detractors

Rail Satisfaction

- 68% of Rail Customers are satisfied with the overall train service, which is 5% lower than Wave 1 (72%).

- 72% of Rail Customers believe the train service has stayed about the same in the past year, which is 16% higher than Wave 1 (62%).

Overall Satisfaction with Train Service

100%
80%
60%
40%
20%
0%

72% **68%** 85% 88%

How satisfied are you overall with the train service?

■ Wave 1 ■ Wave 2 ■ Peer A ■ Peer B
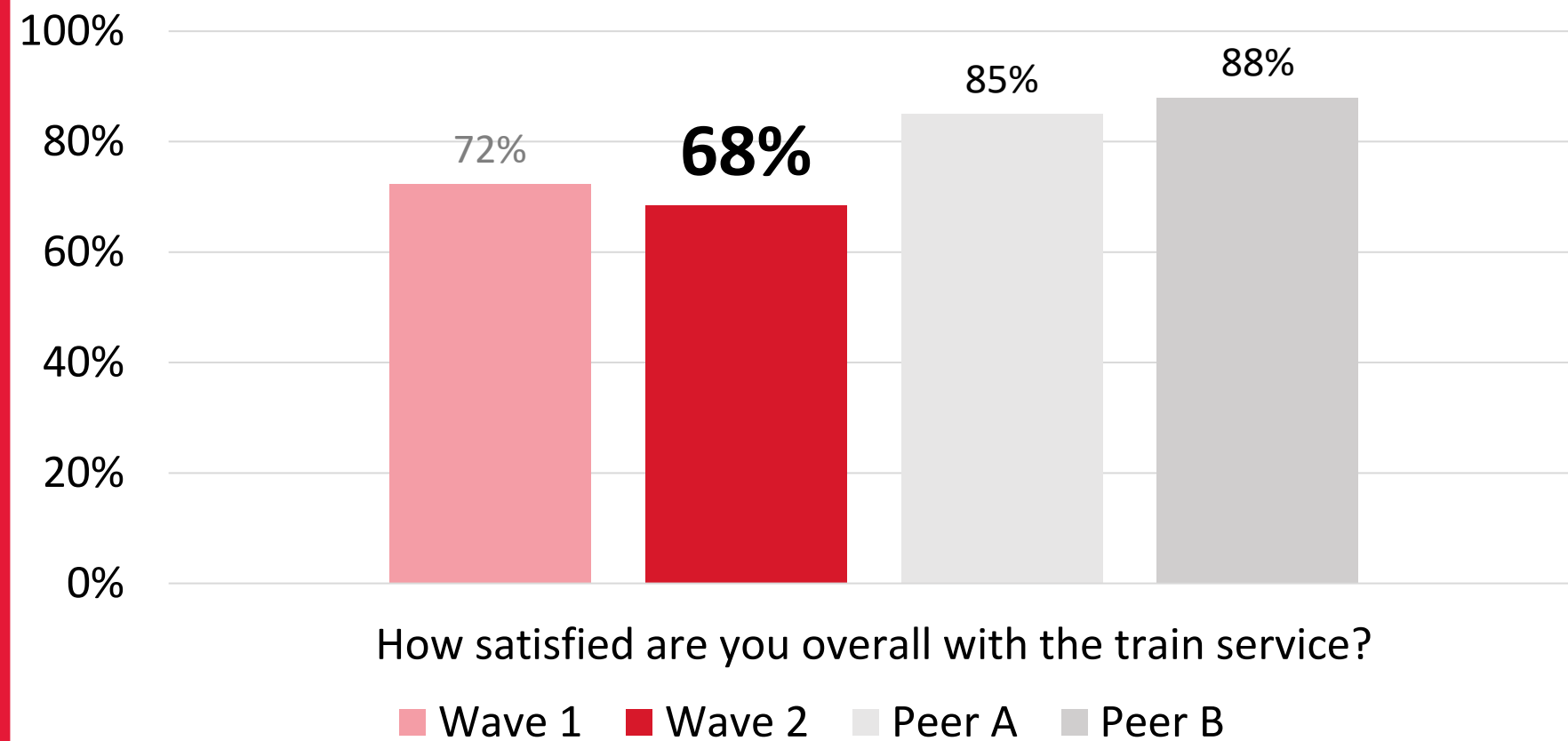
In the past year, has the train service:

100%
80%
60%
40%
20%
0%

Gotten worse: 12% **6%** 7%

Stayed about the same: 62% **72%** 69%

Gotten better: 27% **23%** 24%

■ Wave 1 ■ Wave 2 ■ Peer A
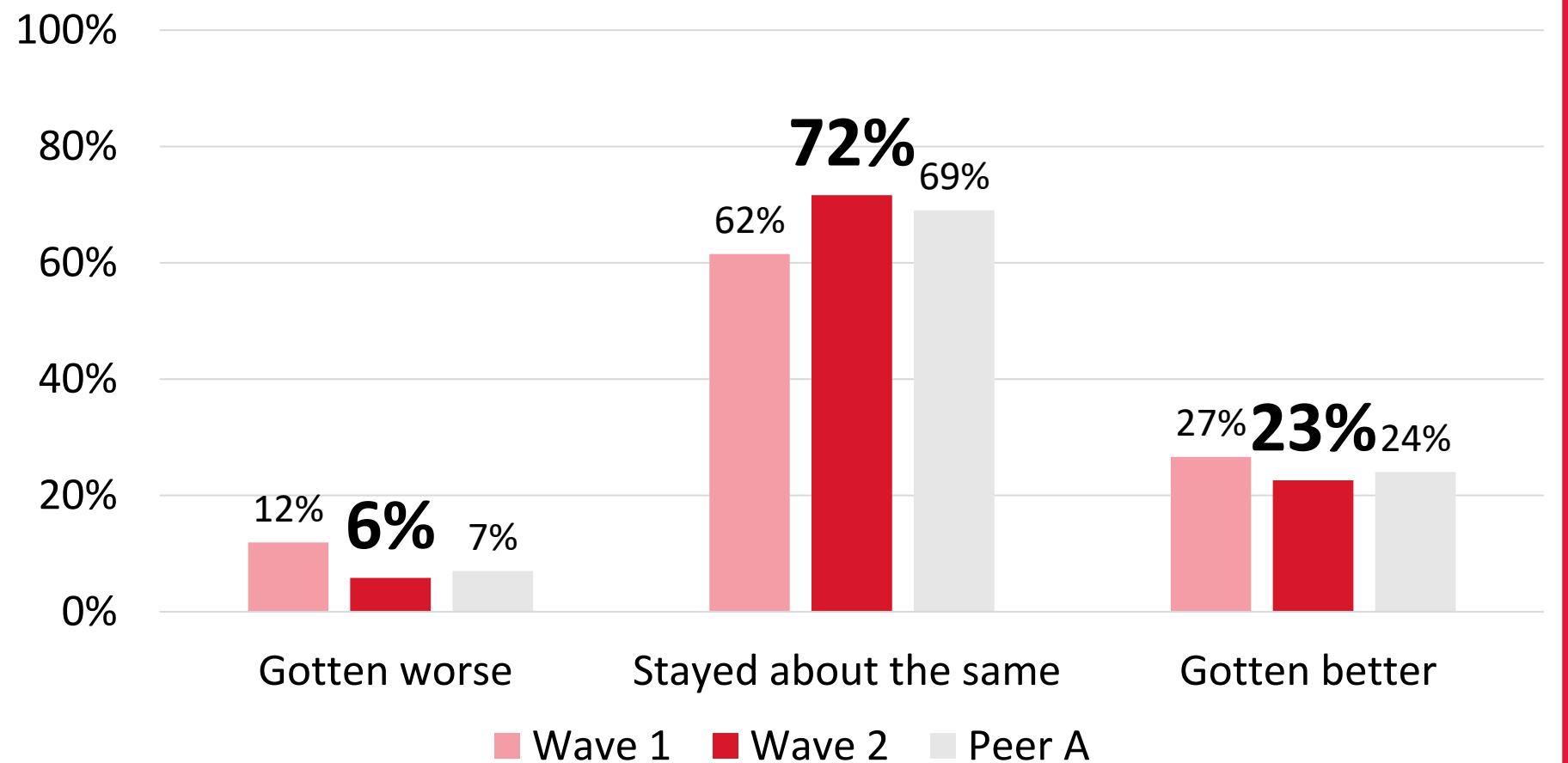
Customer Perception of GCRTA

- 76% of Rail Customers agree the RTA system provides value to the community, which is 19% lower than Wave 1 (95%).

- 54% of Rail Customers agree RTA manages their financial resources appropriately, which is 44% higher than Wave 1 (37%).

- 63% of Rail Customers agree the community should consider increasing funding in order to improve the service, which is 52% higher than Wave 1 (41%).

Community Value | Financial Stewardship | Funding Increases

Legend: Wave 1 | Wave 2 | Peer A | Peer B

Community Value: 95% (Wave 1), 76% (Wave 2), 85% (Peer A), 90% (Peer B) — The RTA system provides value to the community.

Financial Stewardship: 37% (Wave 1), 54% (Wave 2) — RTA manages their financial resources appropriately.

Funding Increases: 41% (Wave 1), 63% (Wave 2), 81% (Peer B) — The community should consider increasing funding in order to improve service.
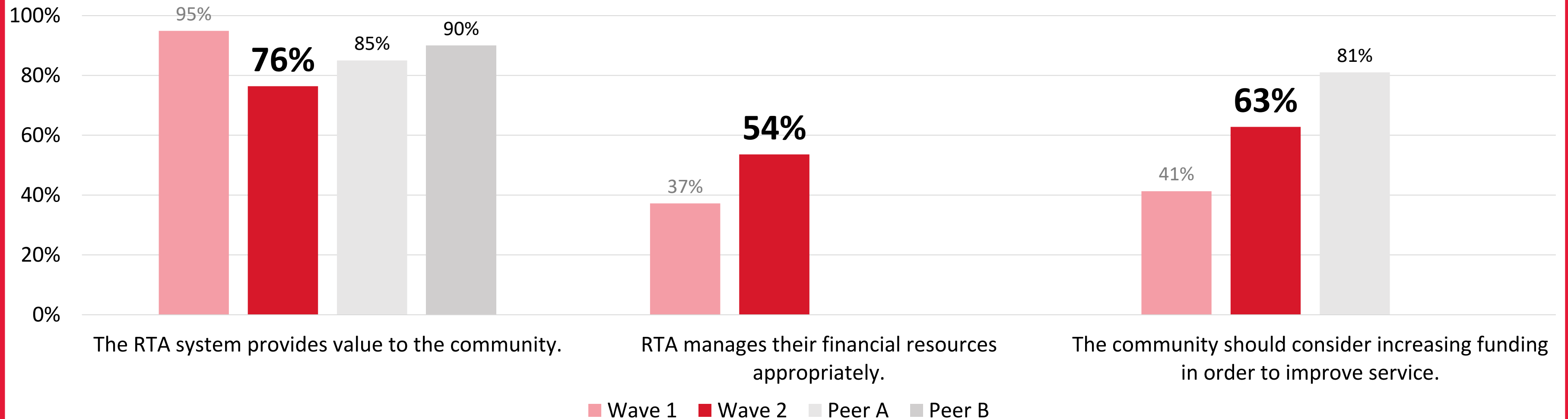
Customer Perception of GCRTA Employees

- 55% of Rail Customers view RTA employees favorably, which is 28% lower than Wave 1 (75%).

Perception of RTA Employees

I view RTA employees favorably.

■ Wave 1 ■ Wave 2

Customer Importance Factors
Rail

TransPro
Driving Excellence

Travel Time and On-Time Performance

- 68% of Rail Customers agree that the travel time is satisfactory, which is 13% lower than Wave 1 (78%).

- 68% of Rail Customers agree that the train usually runs on time, which is 10% lower than Wave 1 (76%).

- Of the Customers dissatisfied with on-time performance, 47% feel it is only acceptable for the train to arrive 1-5 minutes beyond its scheduled time.

TransPro Insight

On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. **Travel Time** saw a decrease in satisfaction and a significant decline in importance, making it a lower priority.

Travel Time | On-Time Performance

The train gets me to my destination in a reasonable amount of time: Wave 1 78%, Wave 2 68%, Peer A 87%, Peer B 91%

The train usually runs on time: Wave 1 76%, Wave 2 68%, Peer A 82%, Peer B 86%

Legend: Wave 1, Wave 2, Peer A, Peer B
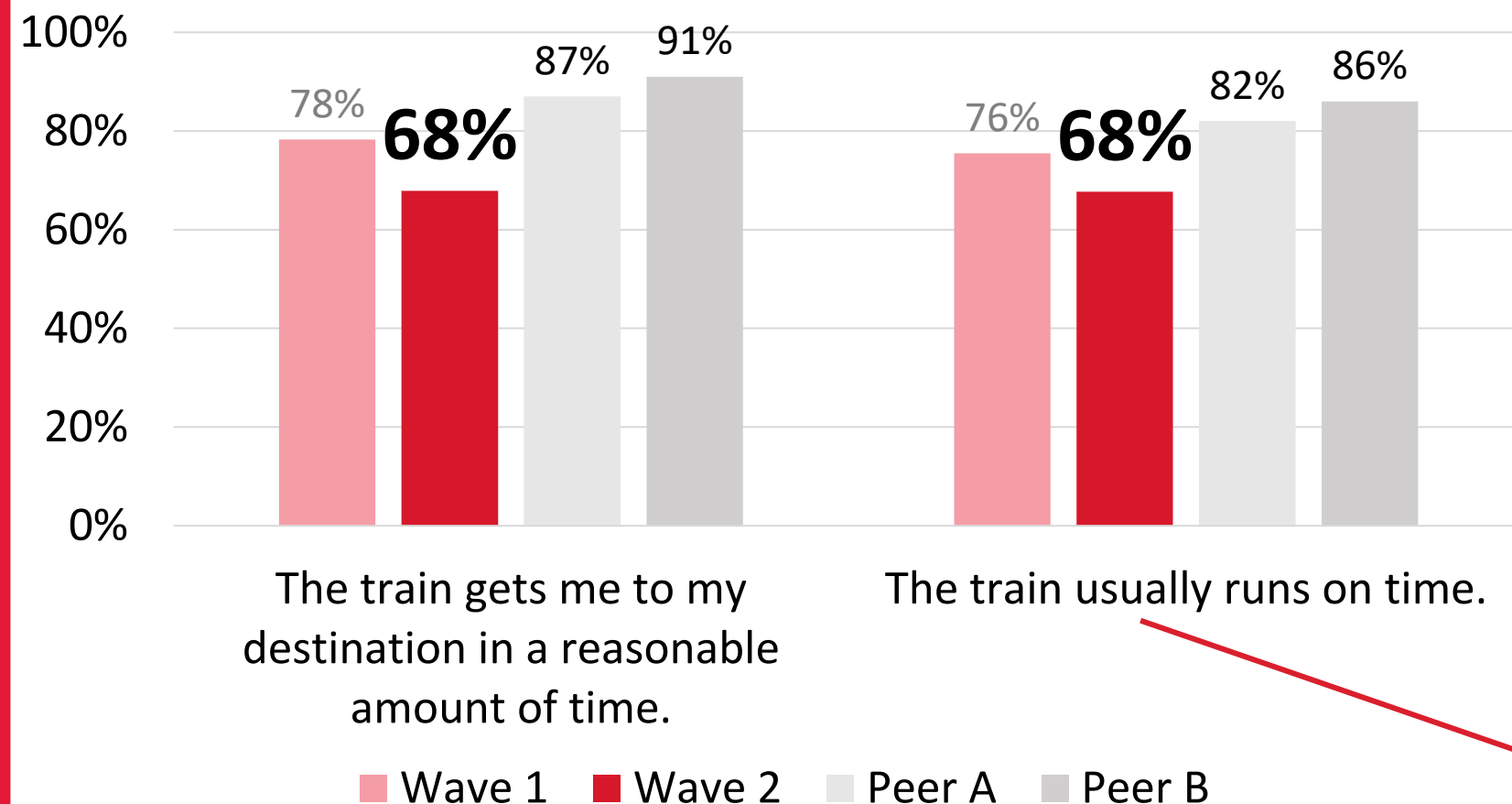
How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?
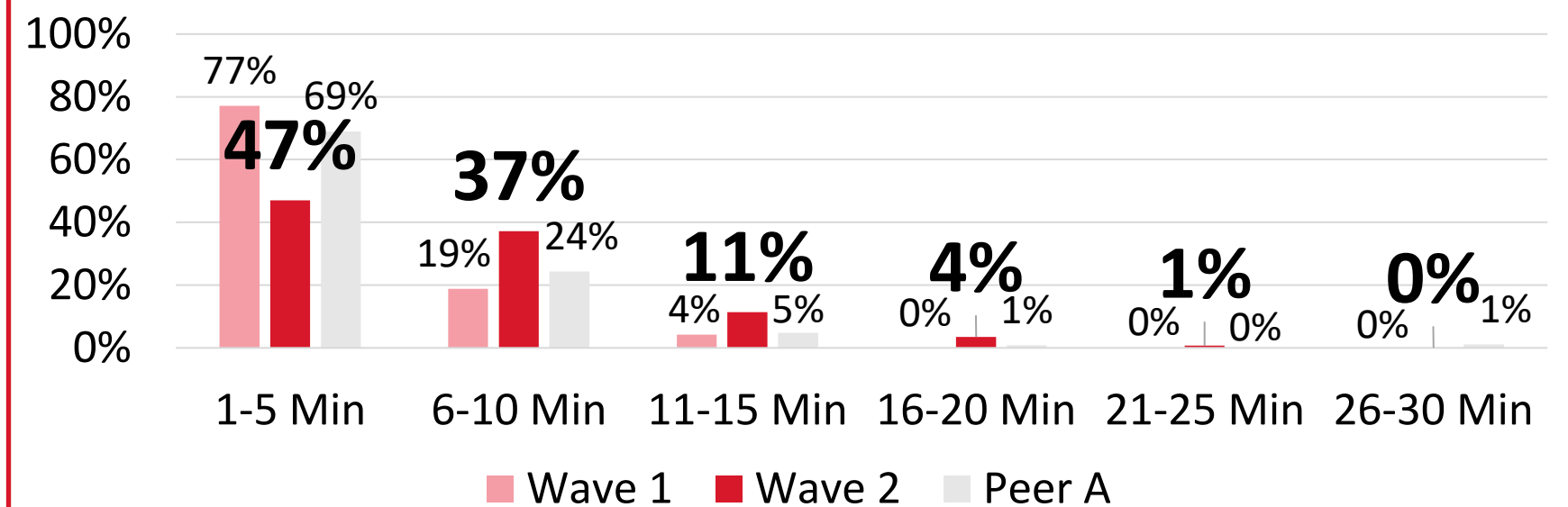
	1-5 Min	6-10 Min	11-15 Min	16-20 Min	21-25 Min	26-30 Min
Wave 1	77%	19%	4%	0%	0%	0%
Wave 2	47%	37%	11%	4%	1%	0%
Peer A	69%	24%	5%	1%	0%	1%

Legend: Wave 1, Wave 2, Peer A

Only asked to Customers dissatisfied with on-time performance.

Safety Waiting and Riding

- 61% of Rail Customers feel safe and secure waiting for the train, which is similar to Wave 1 (59%).

- 61% of Rail Customers feel safe riding the train, which is 6% lower than Wave 1 (65%).

Safety Waiting | Safety Riding

Wave 1 | Wave 2 | Peer A | Peer B

TransPro
Driving Excellence

Train Cleanliness

- 34% of Rail Customers agree that the train is clean, which is the same as Wave 1.

- 79% of Rail Customers would like RTA to focus on improving the cleanliness of the floors/walkways on trains to improve customer satisfaction.

The train is clean.

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

Route Coverage

- 65% of Rail Customers are satisfied with Route Coverage, which is 19% lower than Wave 1 (80%).

Route Coverage

The train routes are conveniently located for me.

Wave 1   Wave 2   Peer A

Perception of Operators

- 69% of Rail Customers agree that vehicles are operated safely, which is 25% lower than Wave 1 (92%).

- 60% of Rail Customers agree that operators are courteous and helpful, which is 12% higher than Wave 1 (53%).

- 66% of Rail Customers agree that operators are knowledgeable about the RTA system, which is similar to Wave 1 (64%).

Operator Safety | Operator Satisfaction | Operator Knowledge

Legend: Wave 1, Wave 2, Peer A, Peer B

Capital Projects

- 66% of Rail Customers believe RTA's recently completed construction projects have provided value, which is 8% lower than Wave 1 (72%).
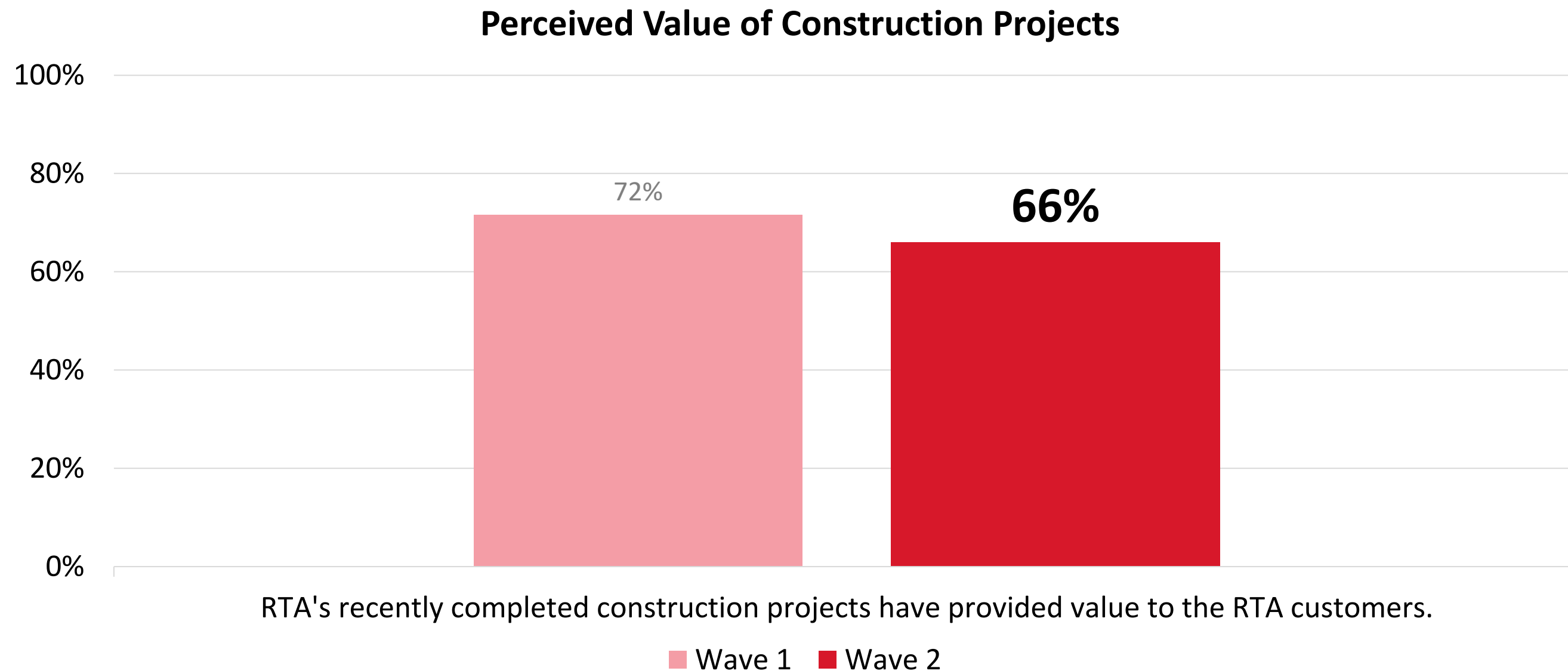
Perceived Value of Construction Projects

RTA's recently completed construction projects have provided value to the RTA customers.

Wave 1　Wave 2

Issue Resolution

- 15% of Rail Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is similar to Wave 1 (17%).

- Of the 15% who contacted RTA, 72% agreed that their issue was resolved, which is 19% higher than Wave 1 (61%).

Have you contacted RTA with a question, concern, or complaint in the last 3 months?
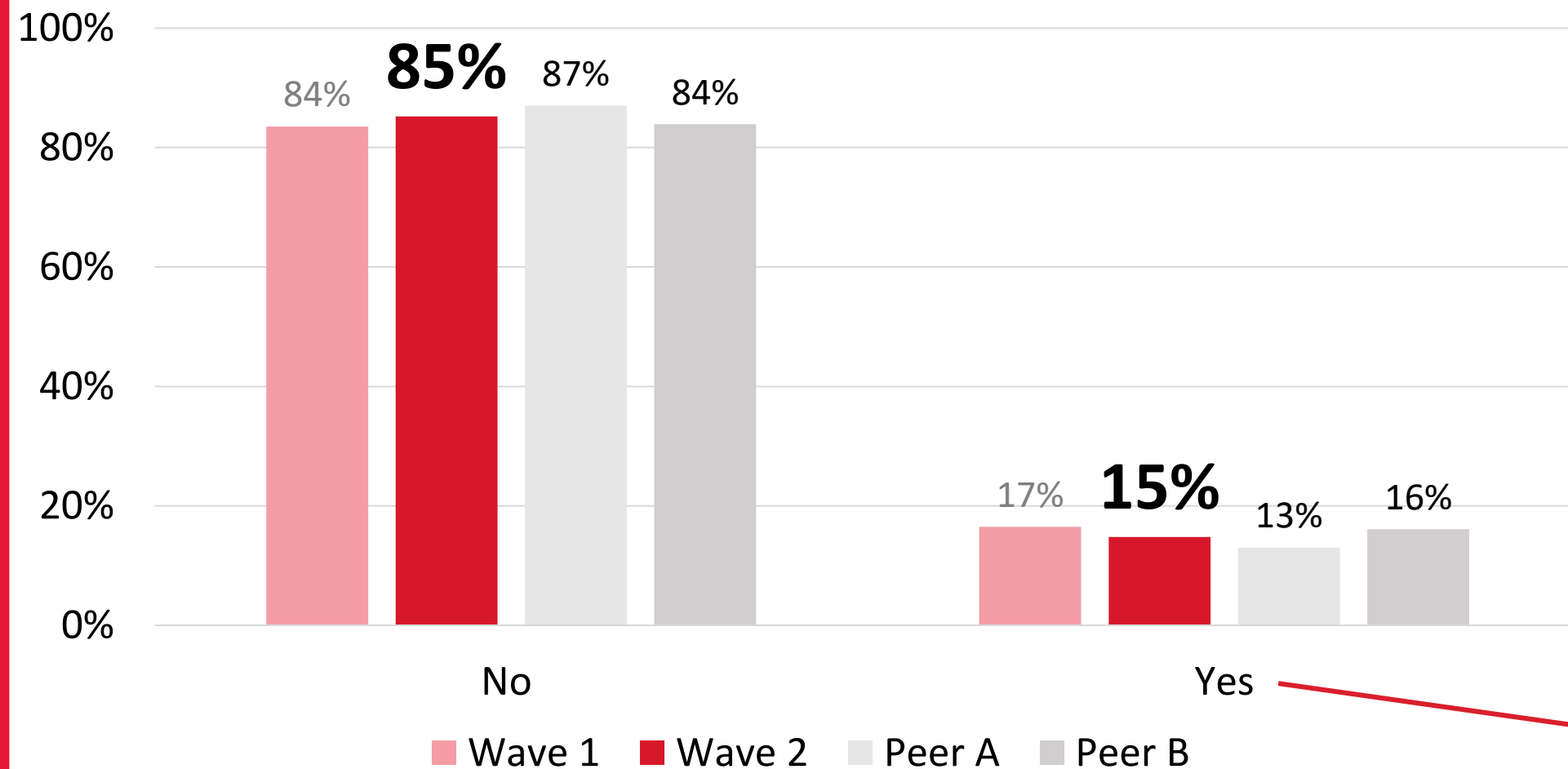
Was your issue resolved?
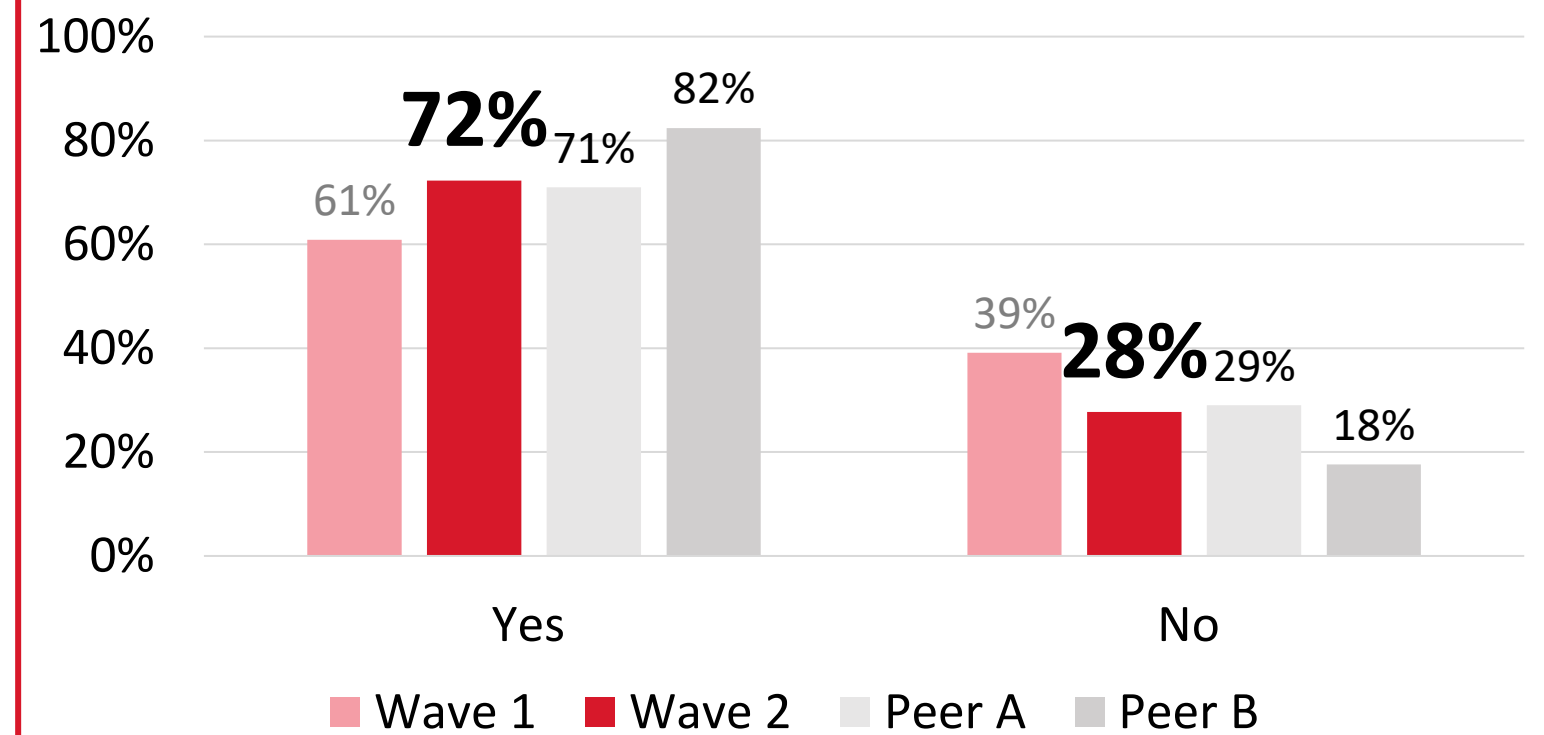
Communications Materials

- 65% of Rail Customers believe it is easy to get information about RTA's services and route schedules, which is 12% lower than Wave 1 (74%).

- 64% of Rail Customers believe it is easy to find out if the buses are running on schedule, which is 10% lower than Wave 1 (71%).

- 66% of Rail Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is 45% higher than Wave 1 (46%).

Service Routes and Schedules | Schedule Tracking | Effective Communication

Legend: Wave 1 | Wave 2 | Peer A | Peer B

Chart data:
- It is easy to get information about RTA's services and route schedules: Wave 1 74%, Wave 2 65%, Peer A 84%, Peer B 77%
- It is easy to find out if the trains are running on schedule: Wave 1 71%, Wave 2 64%, Peer A 79%
- RTA provides adequate updates on detours, service changes, and service improvements: Wave 1 46%, Wave 2 66%
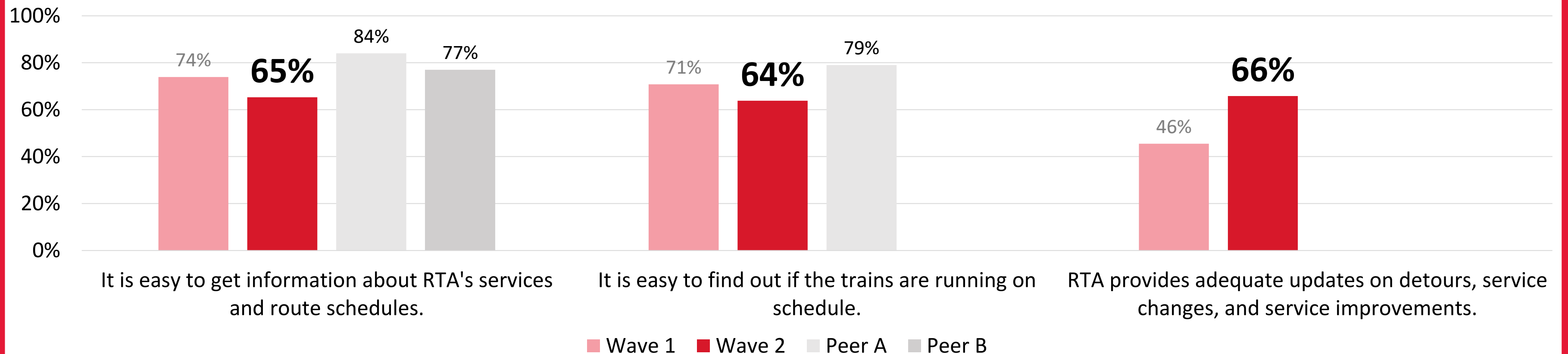
Communications Materials

- 67% of Rail Customers understand RTA's available routes and are confident navigating the system, which is 27% lower than Wave 1 (92%).

- 66% of Rail Customers repeat RTA messages to those they believe would benefit from the information, which is 7% lower than Wave 1 (72%).

- 62% of Rail Customers are satisfied with the overall quality of RTA communications material, which is similar to Wave 1 (63%).

Comfort Navigating | Repeating Messages | Overall Communications Satisfaction

I understand RTA's available routes, and I am confident navigating the system. — Wave 1: 92%, Wave 2: 67%

I repeat RTA messages to those I believe would benefit from the information. — Wave 1: 72%, Wave 2: 66%

How satisfied are you with the overall quality of RTA communications material? — Wave 1: 63%, Wave 2: 62%

Wave 1 | Wave 2
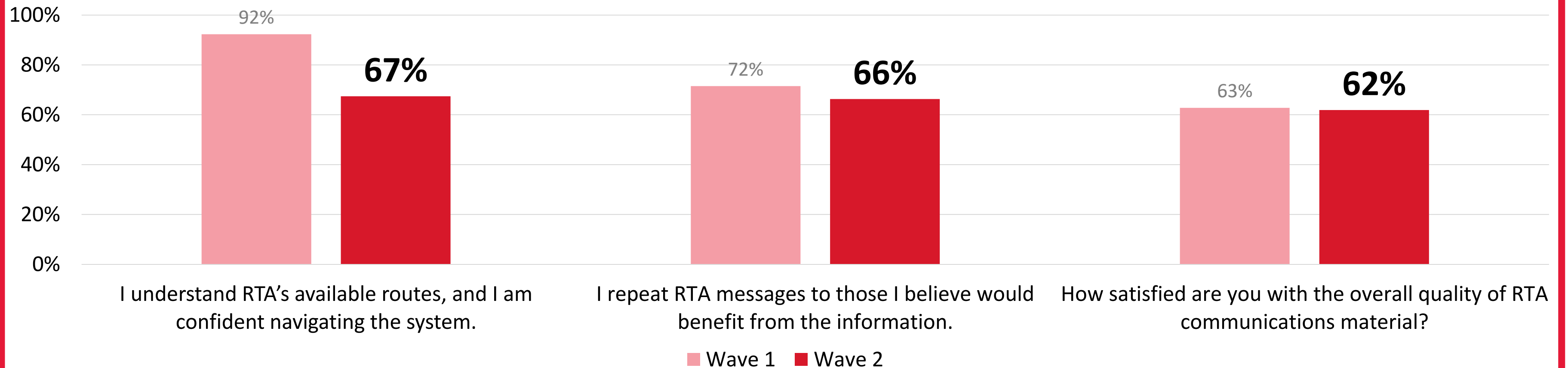
Paratransit

Methodology – Paratransit

TransPro
Driving Excellence

Telephone calls to customers who have taken at least one trip in the previous 6 months through random sampling.
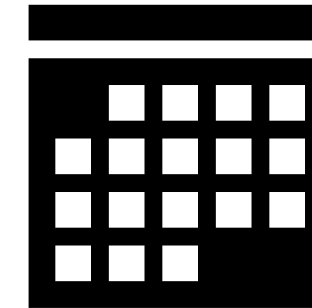
11 day phone survey
(May 31 – June 15, 2022)

355
completed surveys

95% confidence level
+/- 4.89% margin of error

Administered by trained surveyors.

Customers were entered into a raffle for a chance to receive a $100 gift card as an incentive for completing the survey.

Methodology
Paratransit Industry Sampled Average

- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like CATS in Charlotte, MATA in Memphis, RTD in Denver, TARTA in Toledo, and others.

- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.

- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.

Paratransit Results Overview

9.5 out of 10 Customers are satisfied with the Paratransit service.

97% of Paratransit Customers believe the RTA system provides value to the community.

Customers are MOST satisfied with…
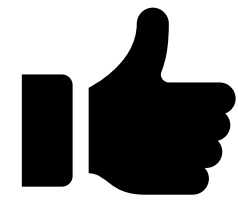
▶ Vehicle Cleanliness (97%)

▶ Safety on the vehicle (96%)

▶ Operators being friendly and helpful (96%)

Customers are LEAST satisfied with…
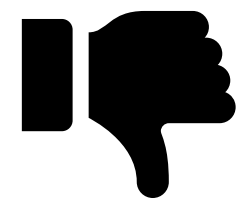
▶ Availability of scheduling staff (68%)

▶ Scheduling a trip being easy (83%)

▶ On-Time Performance (90%)

Top Most Important Elements of Service to Customers…

1. On-Time Performance

2. Safety on the vehicle

3. Operators being friendly and helpful

Customer Characteristics
Paratransit

Customer Characteristics

- Paratransit Customers are most frequently Black / African American (55%), which is 11% lower than Wave 1 (62%).

- 23% of Paratransit Customers did not provide their race/ethnicity.

What is your race/ethnicity?

	Black / African American	White / Caucasian	Spanish / Hispanic / Latino	Asian	American Indian / Alaskan Native	Native Hawaiian and Other Pacific Islander	Prefer not to say	Other - Write In
Wave 1	62%	18%	1%	0%	0%	0%	16%	2%
Wave 2	55%	15%	1%	1%	1%	0%	23%	4%
Industry Sampled Average	46%	32%	11%		1%		11%	3%

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average
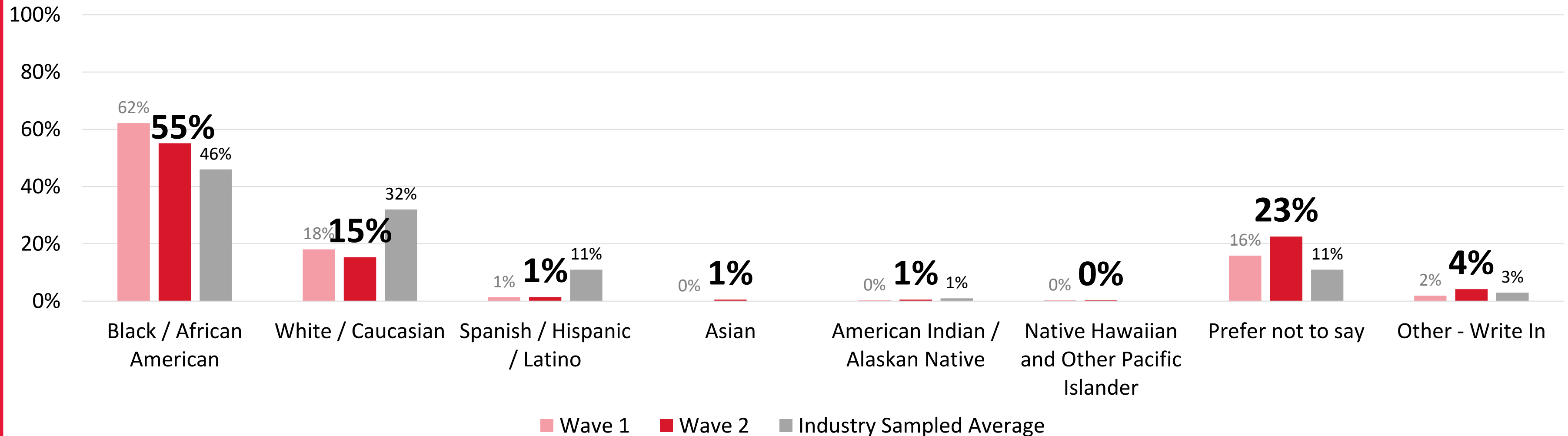
Customer Characteristics

- Paratransit Customers are most frequently Female (72%), which is the same as Wave 1 (72%).
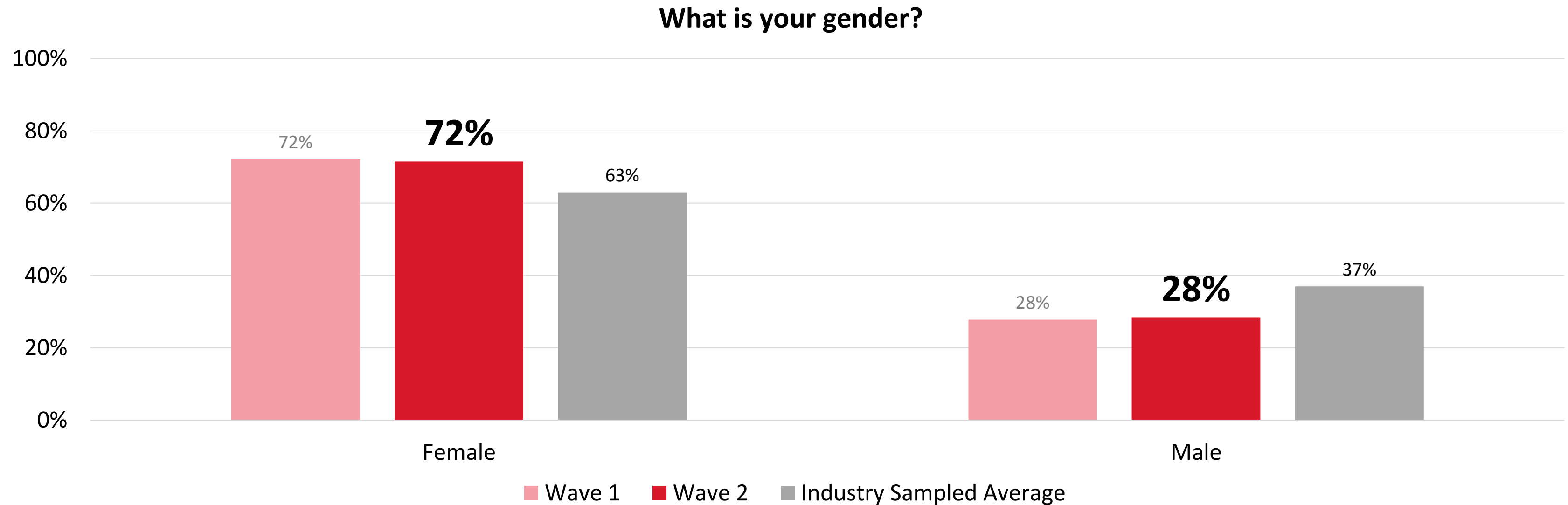
What is your gender?

Household Size

- Paratransit Customers most frequently have household sizes of 1-2 people (85%), which is 6% lower than Wave 1 (90%).

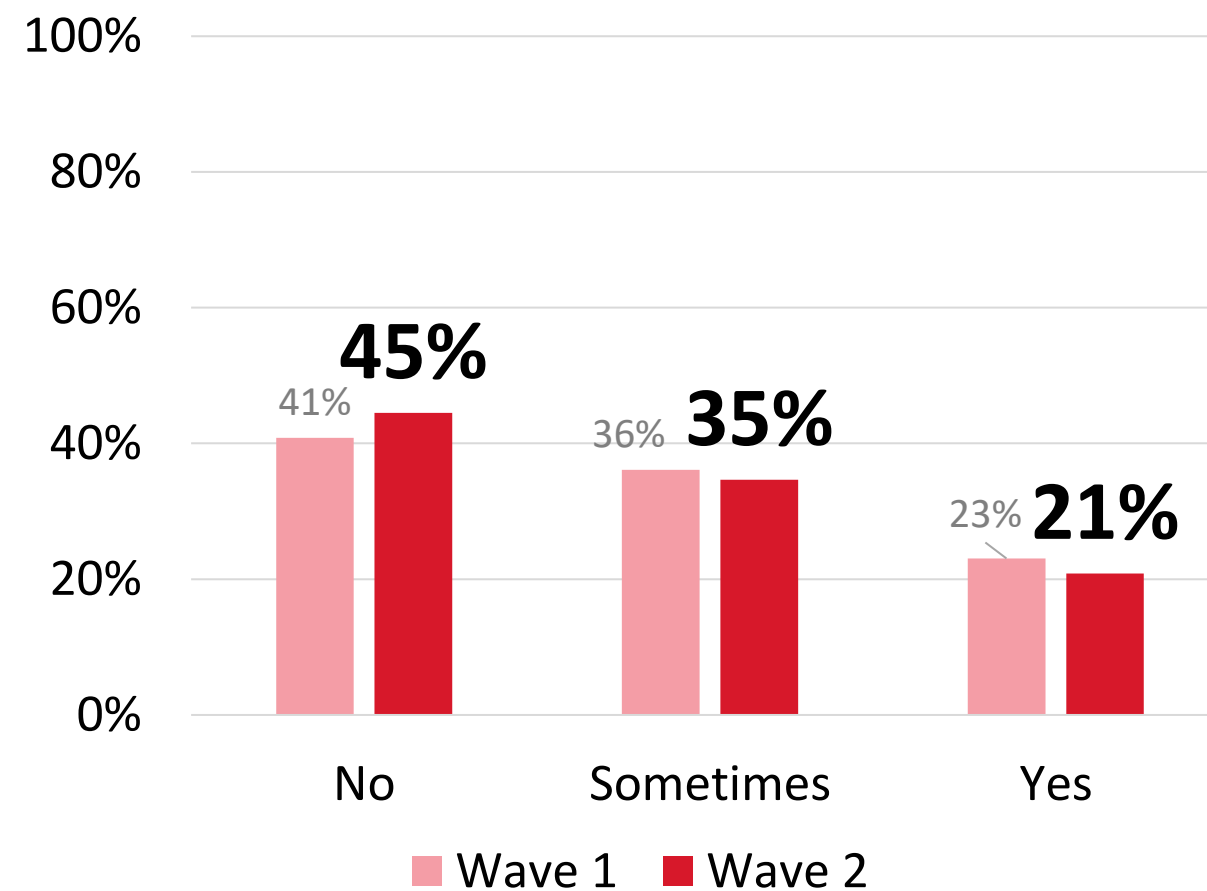**Including yourself, how many people live in your household?**

Wave 1   Wave 2
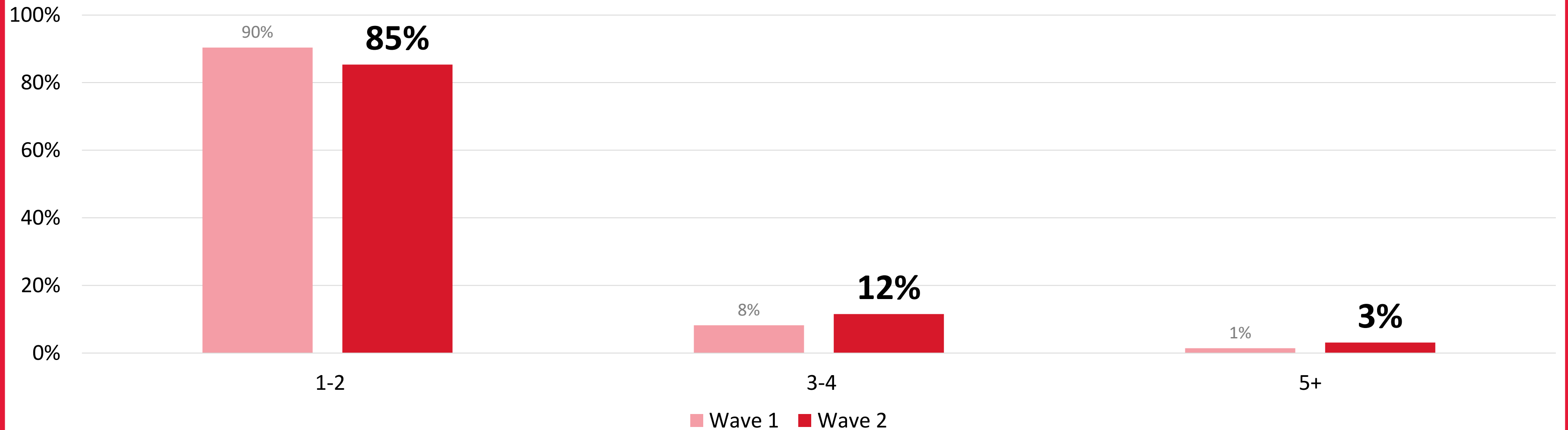
Customer Characteristics

- 94% of respondents were the Paratransit Customer themselves, which is similar to Wave 1 (98%).

- 21% of Paratransit Customers require a PCA to travel, which is 10% lower than Wave 1 (23%).

- 38% of Paratransit Customers have a mobility device, which is 8% higher than Wave 1 (36%).

Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?

	Wave 1	Wave 2
Customer	98%	94%
Caretaker / Family member	2%	6%
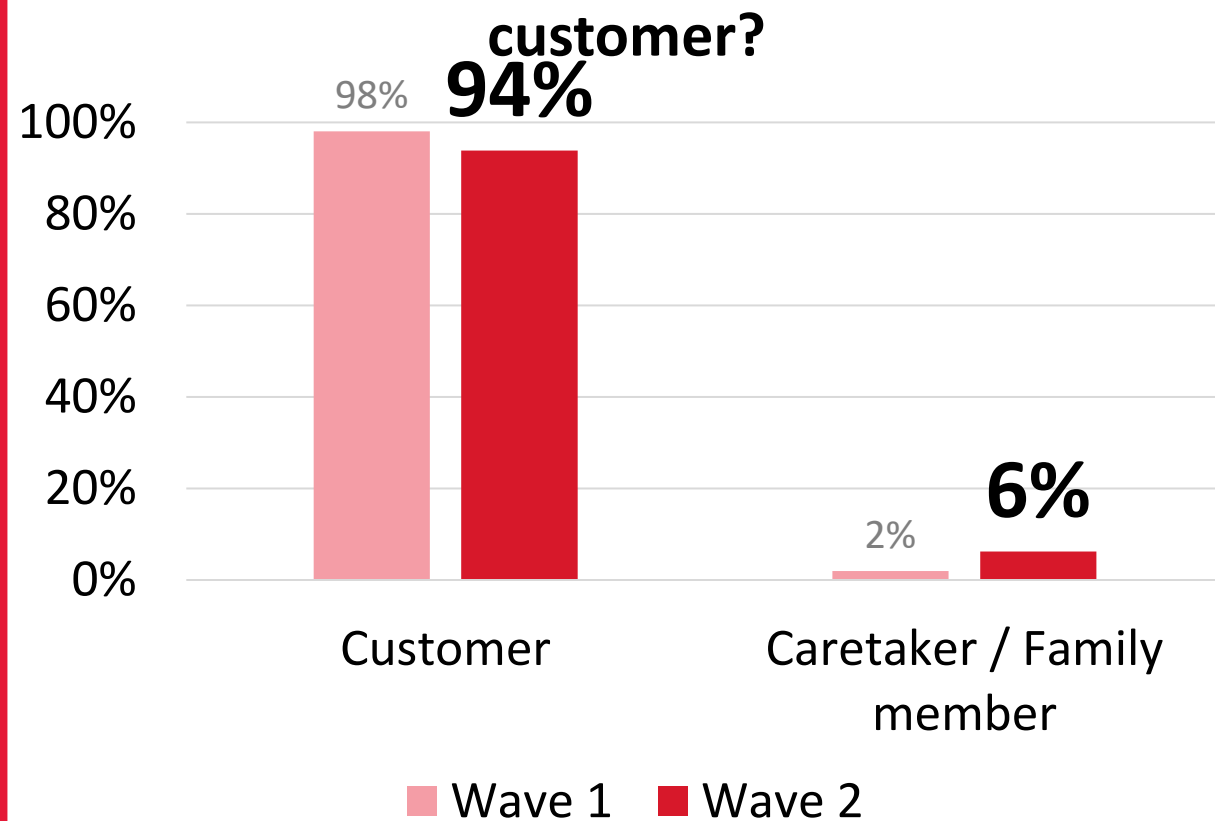
Do you require a Personal Care Assistant (PCA) to travel with you?

	Wave 1	Wave 2
No	41%	45%
Sometimes	36%	35%
Yes	23%	21%

Do you have a wheelchair, scooter or other mobility device?

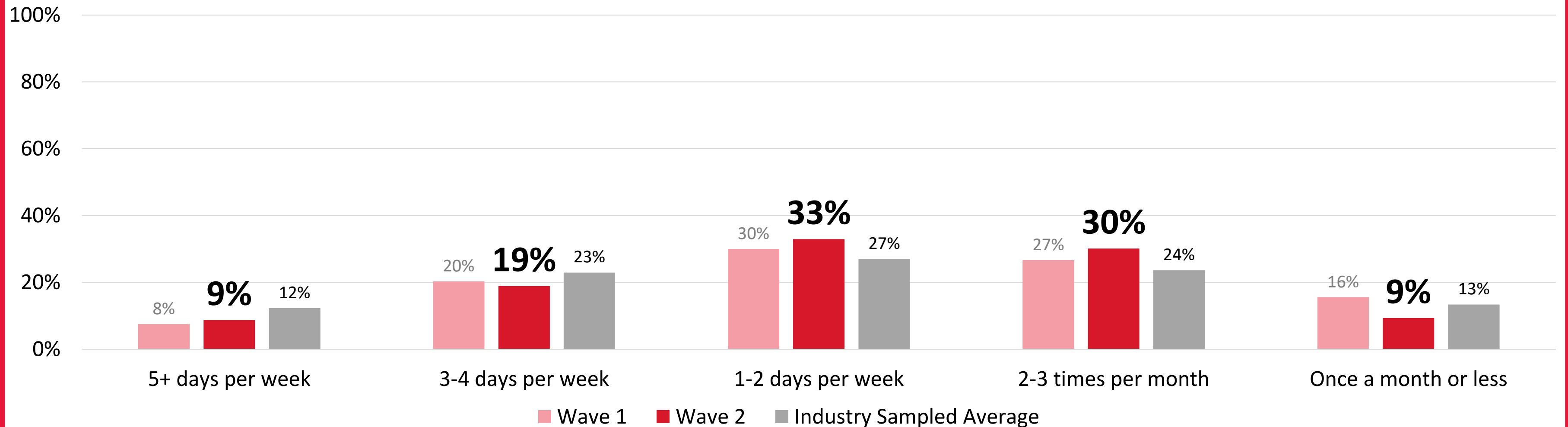|	Wave 1	Wave 2
No	64%	62%
Yes	36%	38%

Trip Frequency

- Paratransit Customers most often use the service 1-2 days per week (33%) and 2-3 times per month (30%), which changed by 10% and 13%, respectively, in comparison to Wave 1.
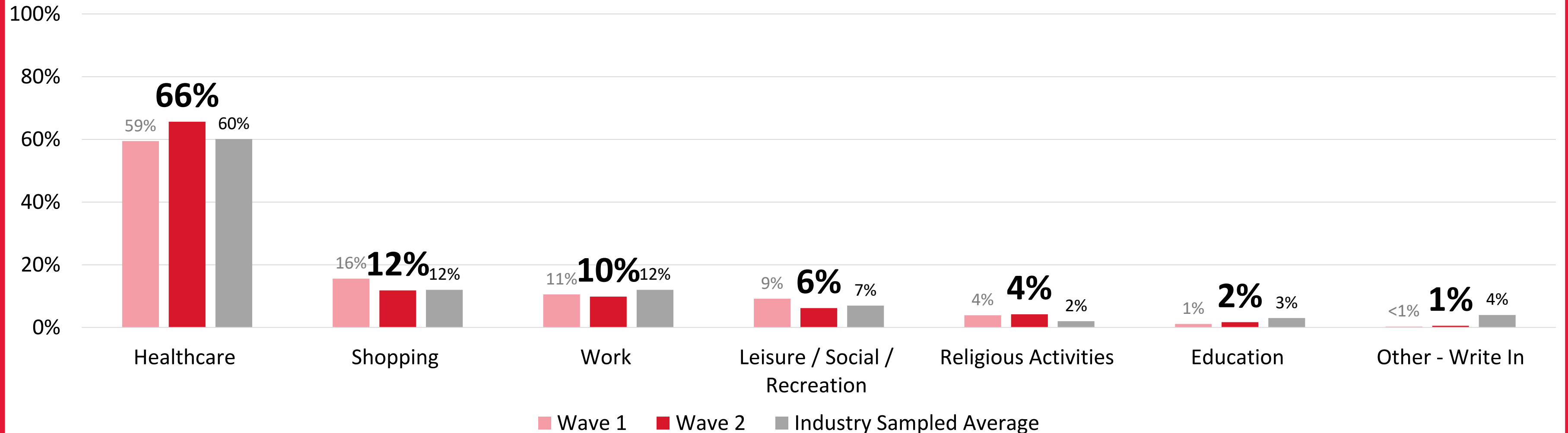
How often do you take RTA Paratransit service trips?

	5+ days per week	3-4 days per week	1-2 days per week	2-3 times per month	Once a month or less
Wave 1	8%	20%	30%	27%	16%
Wave 2	9%	19%	33%	30%	9%
Industry Sampled Average	12%	23%	27%	24%	13%

Other Mode Usage

- Paratransit Customers most often ride other RTA services once a month or less (95%), which is similar to Wave 1 (91%).

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


Legend: Wave 1, Wave 2

Categories: 5+ days per week (1%, 0%), 3-4 days per week (2%, 1%), 1-2 days per week (2%, 1%), 2-3 times per month (4%, 3%), Once a month or less (91%, 95%)
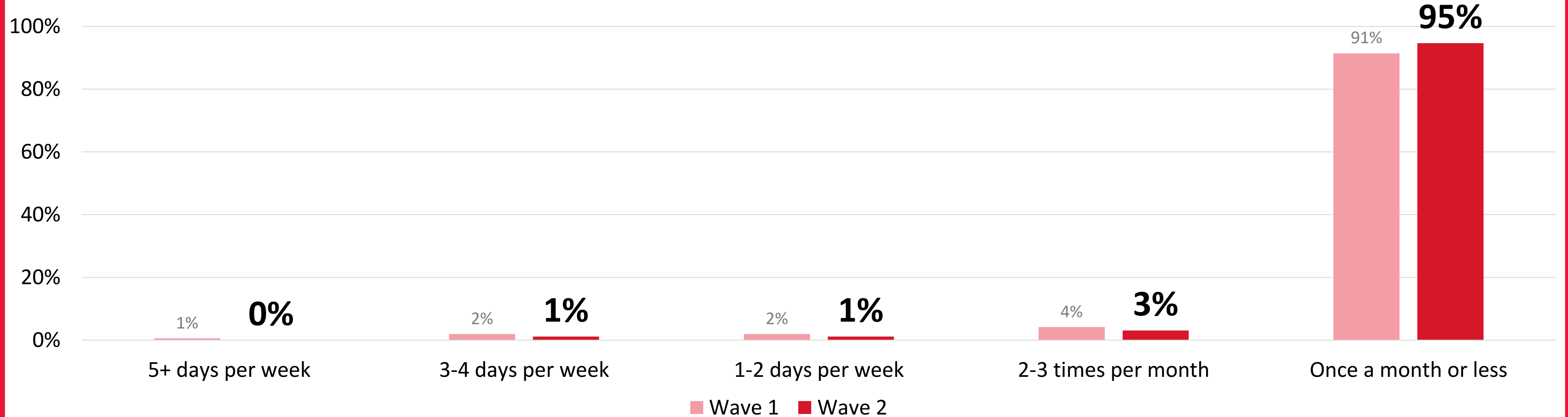
Policy Questions

- 17% of Paratransit Customers would consider taking a free ride escorted by a travel trainer, which is 20% lower than Wave 1 (21%).

- 66% of Paratransit Customers are aware of the Senior/Disabled cash fare for fixed-route service, which is 17% higher than Wave 1 (56%).

Would you consider taking a free ride on the RTA fixed route bus or train escorted by a RTA travel trainer to help you?
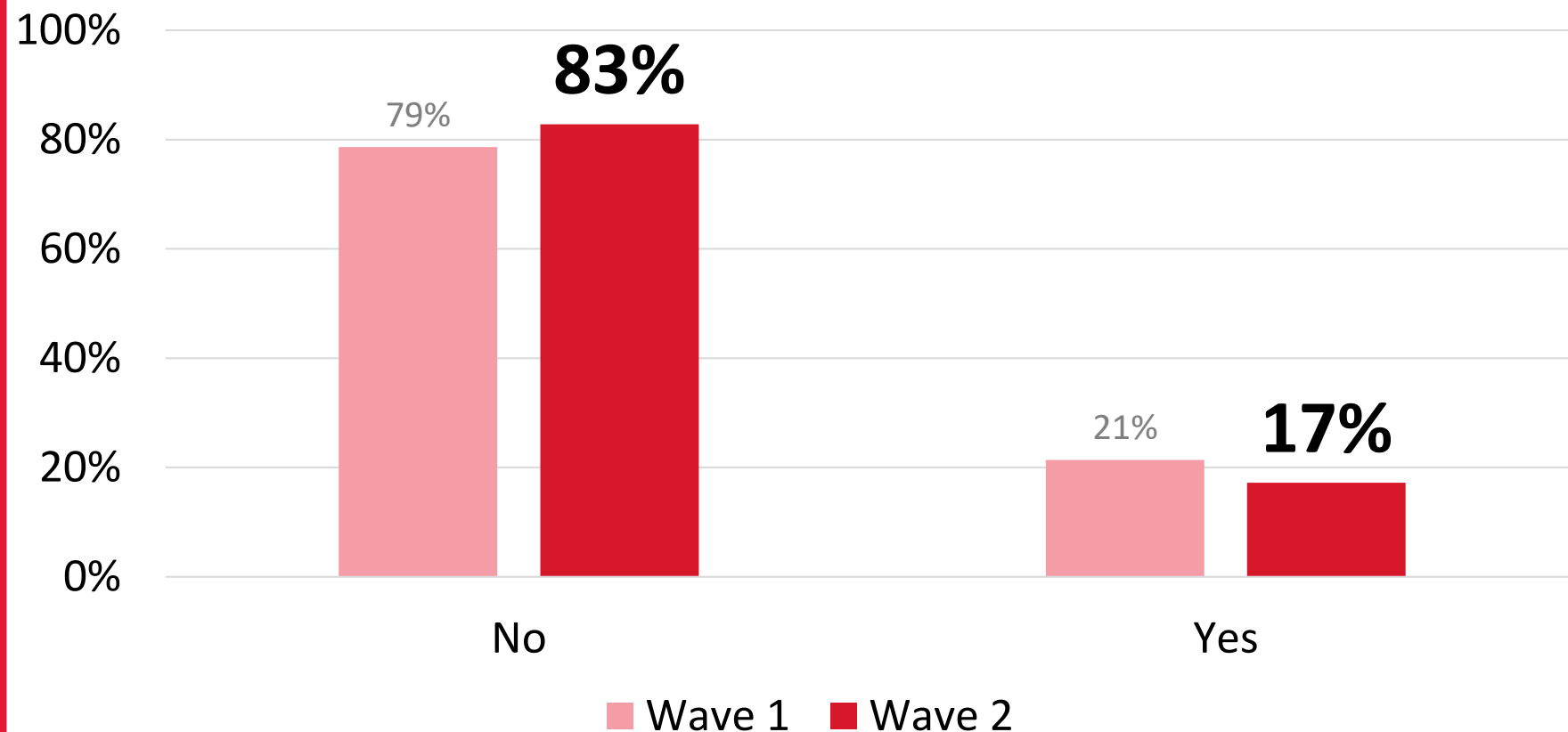
Are you aware that ADA customers pay the Senior/Disabled cash fare of $1.25 when using fixed-route service?
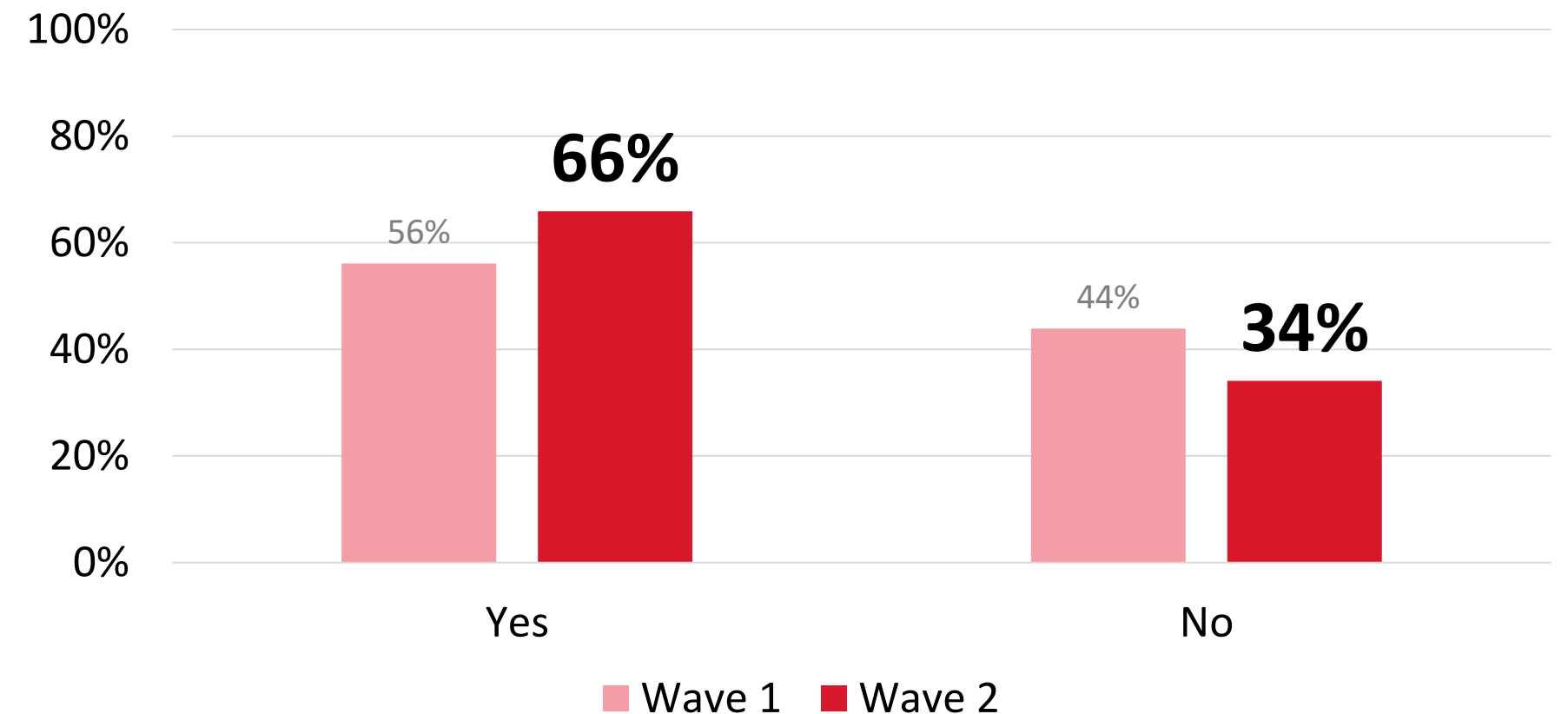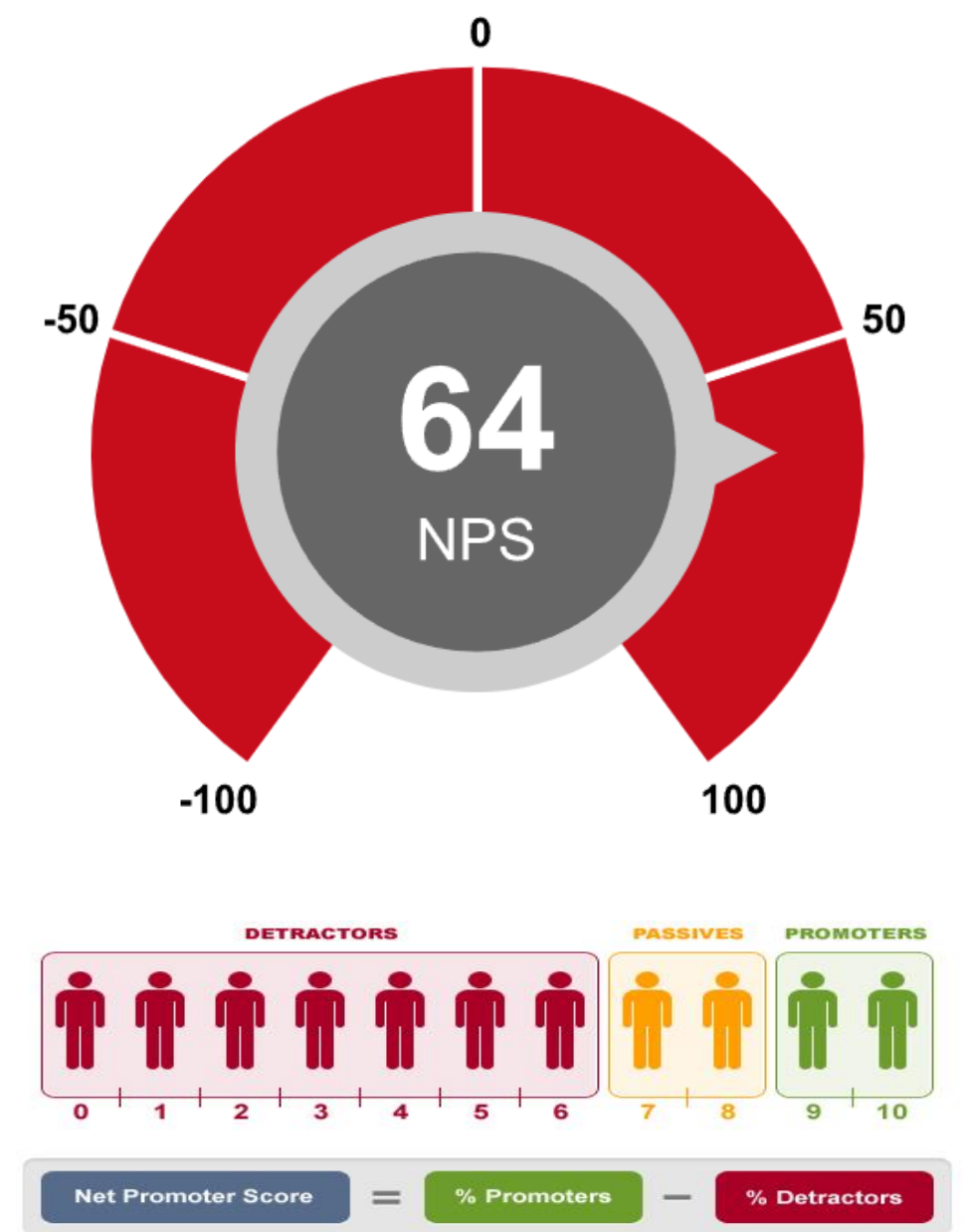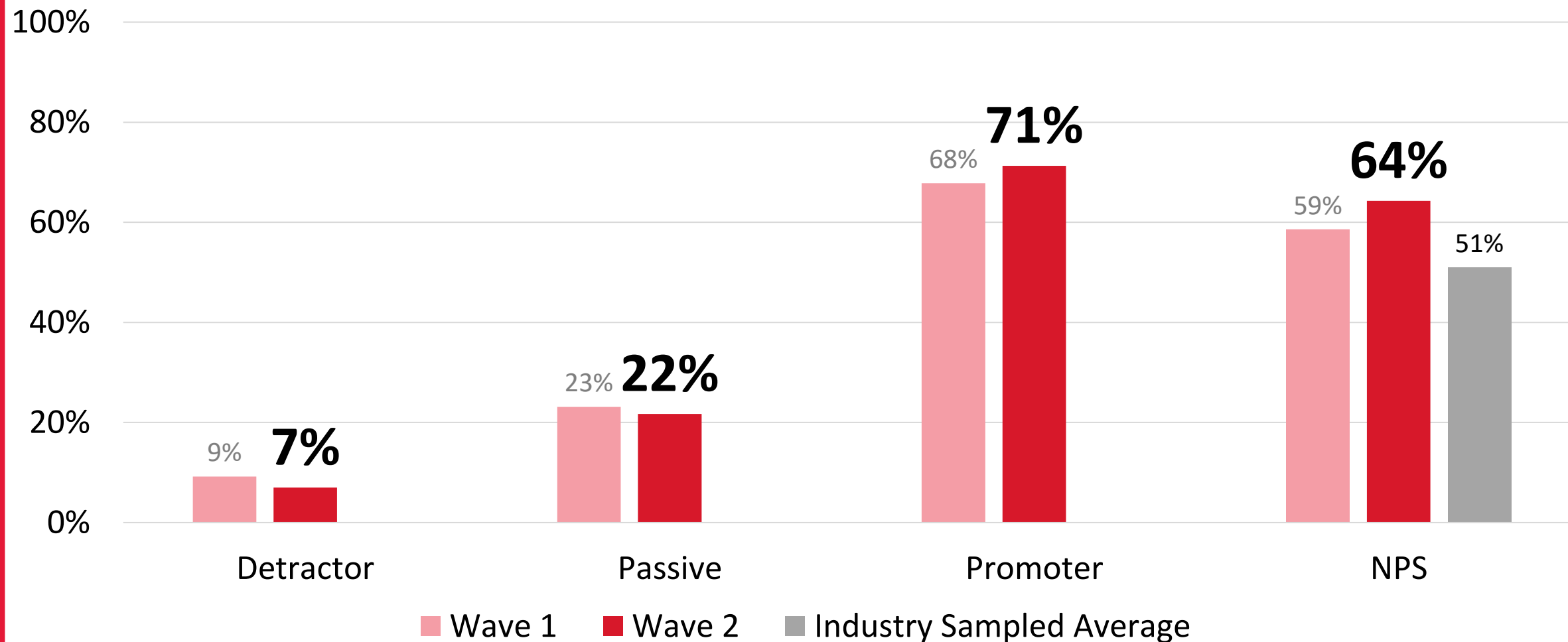
Customer Impressions
Paratransit

TransPro
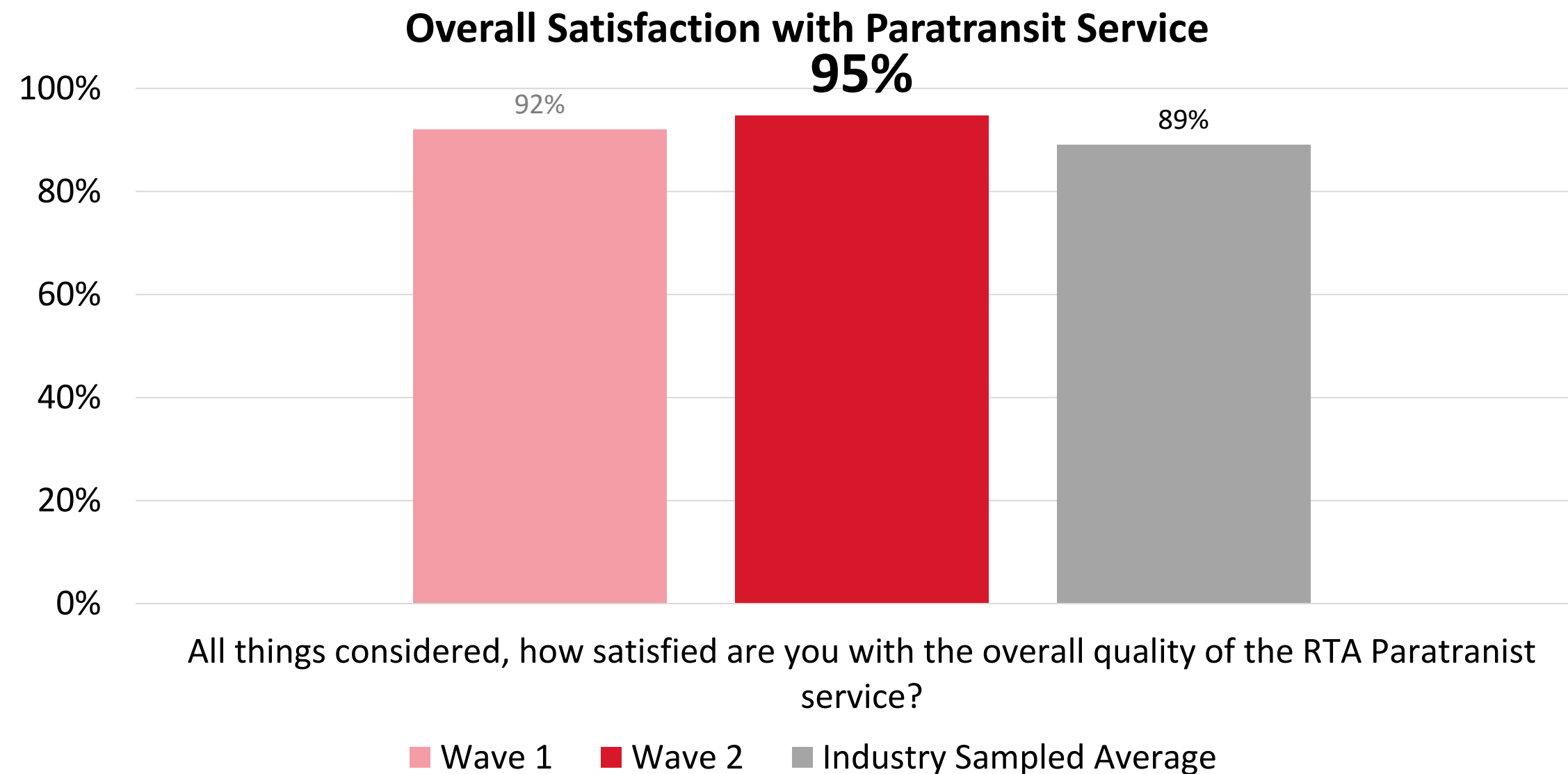*Driving Excellence*

Net Promoter Score
Paratransit

- RTA's Paratransit NPS is 64%, which is 10% higher than Wave 1 (59%).

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


	Detractor	Passive	Promoter	NPS
Wave 1	9%	23%	68%	59%
Wave 2	**7%**	**22%**	**71%**	**64%**
Industry Sampled Average				51%

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

64 NPS

DETRACTORS 0 1 2 3 4 5 6 | PASSIVES 7 8 | PROMOTERS 9 10

Net Promoter Score = % Promoters − % Detractors

Paratransit Satisfaction

- 95% of Paratransit Customers are satisfied with the overall service, which is similar to Wave 1 (92%).

Overall Satisfaction with Paratransit Service

95%

All things considered, how satisfied are you with the overall quality of the RTA Paratranist service?

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

Customer Perception of GCRTA

- 97% of Paratransit Customers agree the RTA system provides value to the community, which is similar to Wave 1 (93%).

- 19% of Paratransit Customers agree RTA manages their financial resources appropriately, which is 21% lower Wave 1 (24%).

- 49% of Paratransit Customers agree the community should consider increasing funding in order to improve the service, which is 16% lower than Wave 1 (58%).

Community Value | Financial Stewardship | Funding Increases

The RTA system provides value to the community. — 93%, **97%**, 96%

RTA manages their financial resources appropriately. — 24%, **19%**

The community should consider increasing funding in order to improve service. — 58%, **49%**

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average
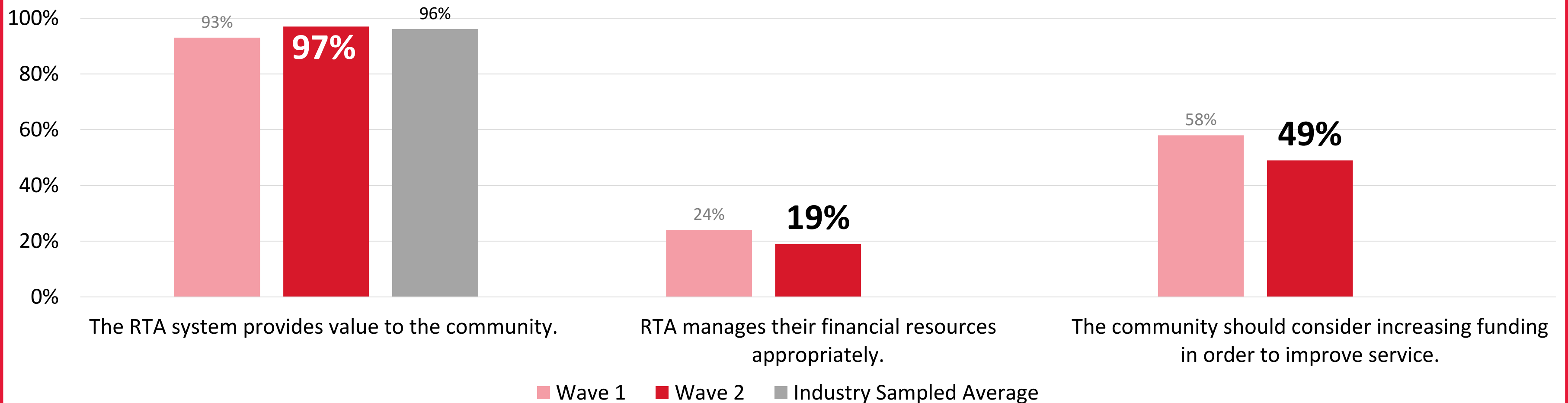
Customer Perception of GCRTA Employees

- 96% of Paratransit Customers view RTA employees favorably, which is similar to Wave 1 (94%).

Perception of RTA Employees

I view RTA employees favorably.
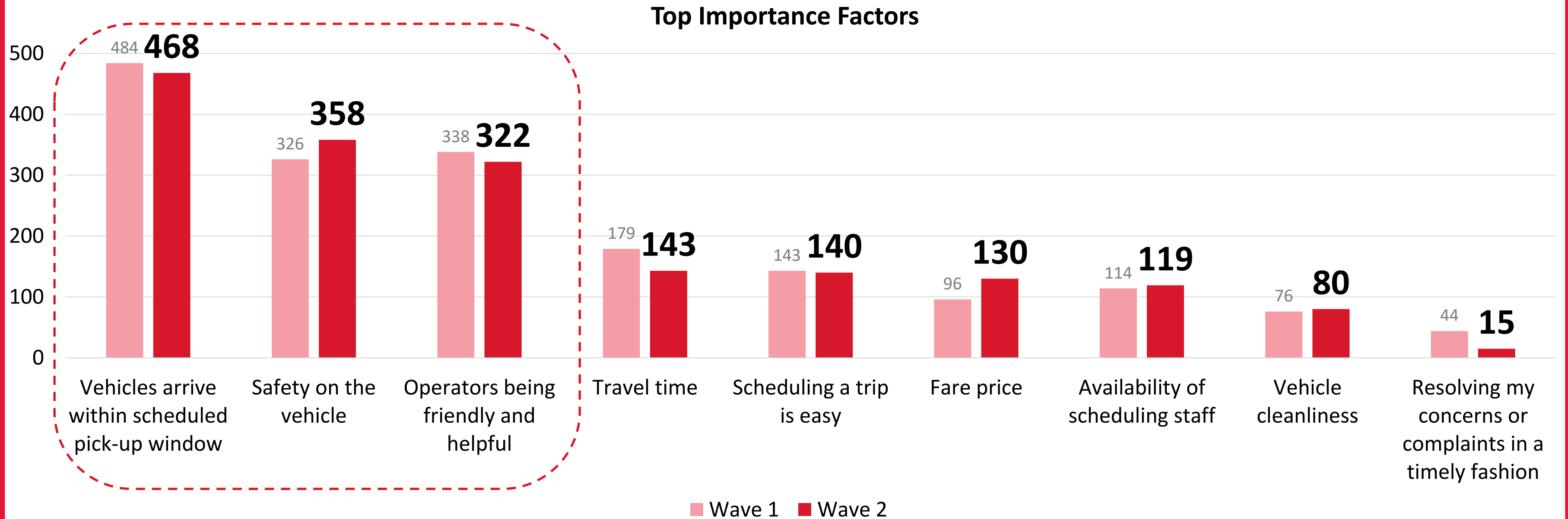
Wave 1   Wave 2
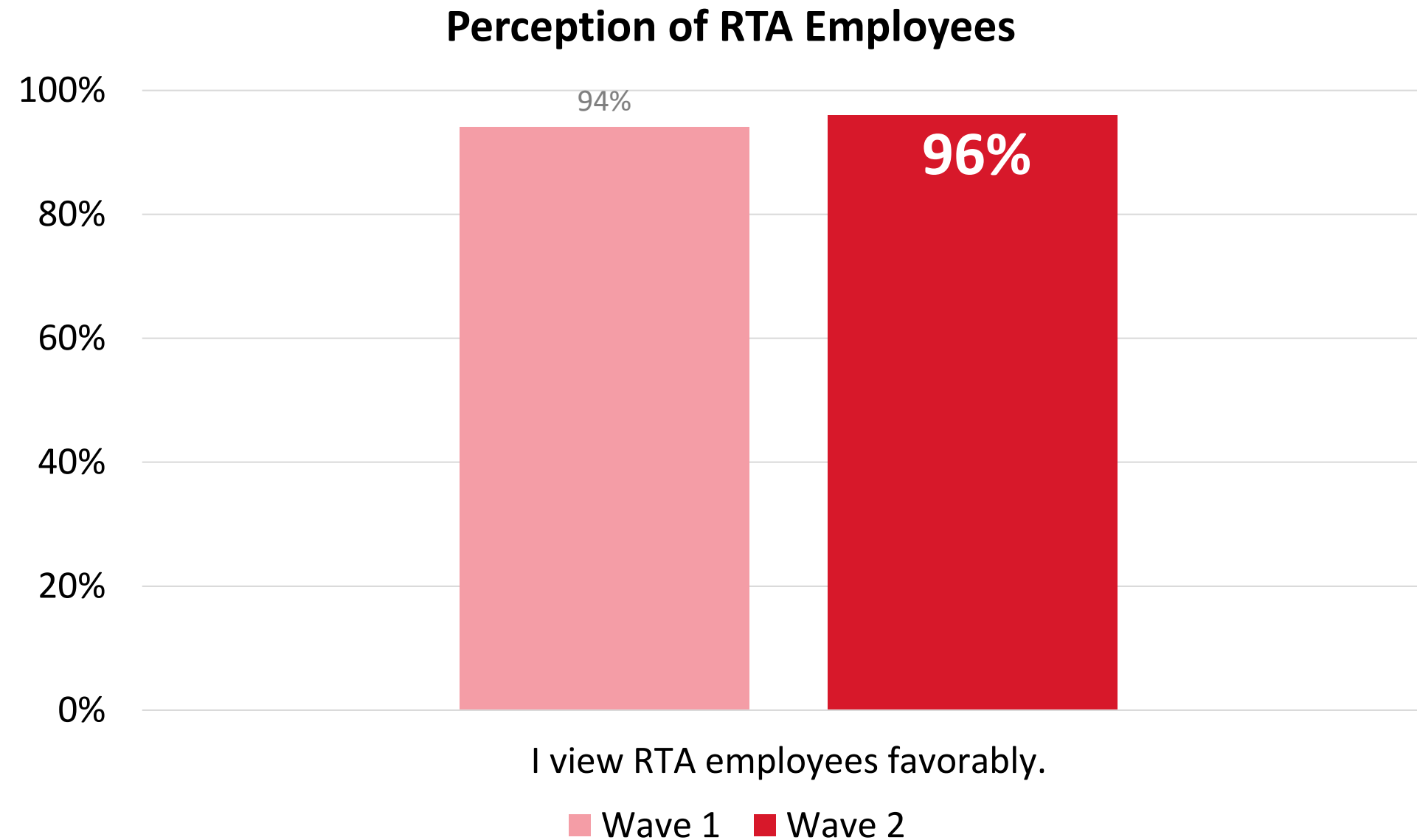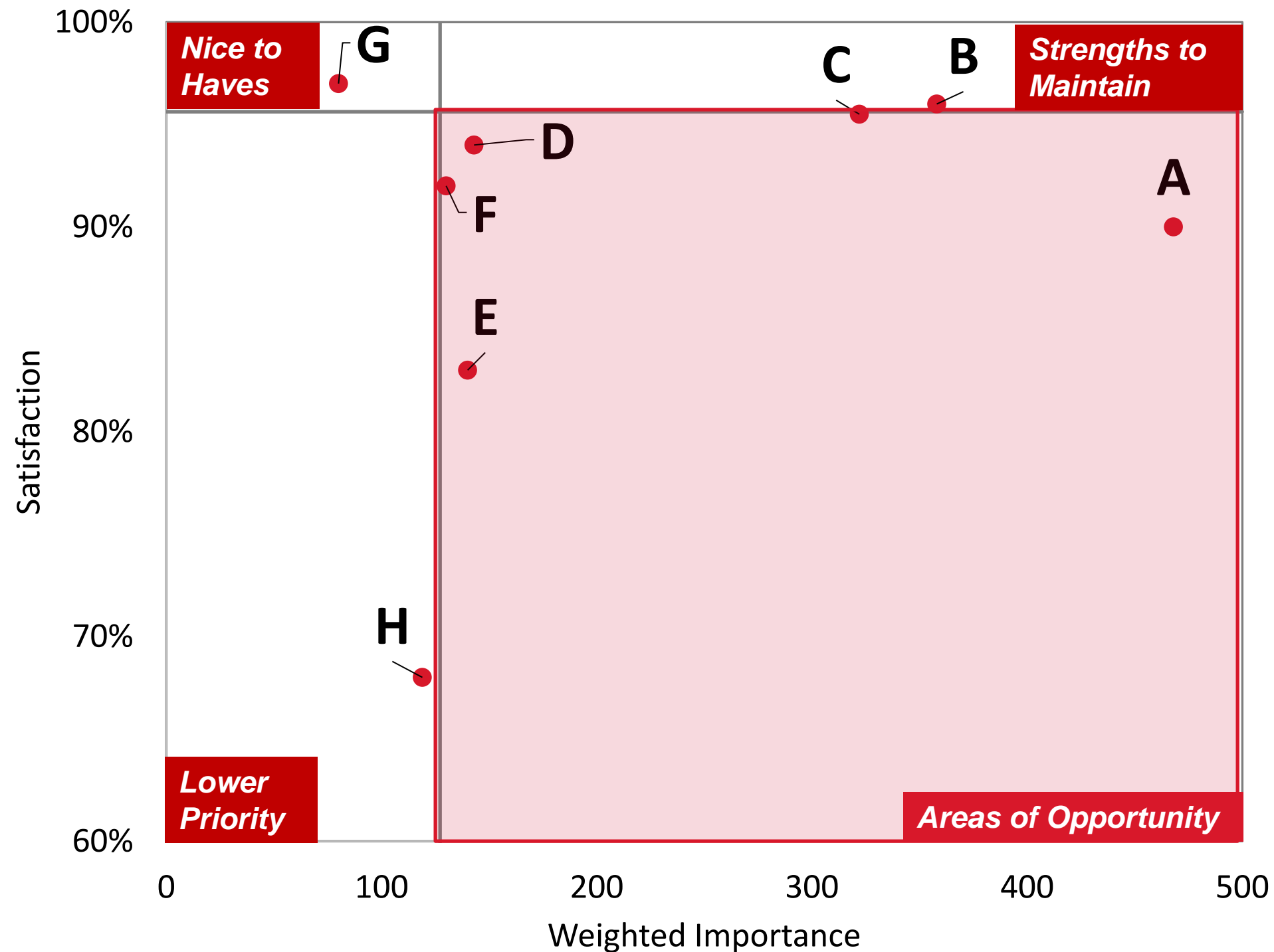
Customer Importance Factors
Paratransit

Top Customer Importance Factors

- The top importance factors to Paratransit Customers are On-Time Performance, Safety on the vehicle, and Operators being friendly and helpful.

Top Importance Factors

Factor	Wave 1	Wave 2
Vehicles arrive within scheduled pick-up window	484	468
Safety on the vehicle	326	358
Operators being friendly and helpful	338	322
Travel time	179	143
Scheduling a trip is easy	143	140
Fare price	96	130
Availability of scheduling staff	114	119
Vehicle cleanliness	76	80
Resolving my concerns or complaints in a timely fashion	44	15

Para

Travel Time and On-Time Performance

- 94% of Paratransit Customers agree that the travel time is satisfactory, which is similar to Wave 1 (93%).

- 90% of Paratransit Customers agree that the vehicles usually picks up within the pickup window, which is similar to Wave 1 (89%).

- Of the Customers dissatisfied with on-time performance, 38% feel it is only acceptable for the vehicle to arrive 11-15 minutes beyond its scheduled time.

Travel Time | On-Time Performance

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

■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

*Only asked to Customers dissatisfied with on-time performance.*
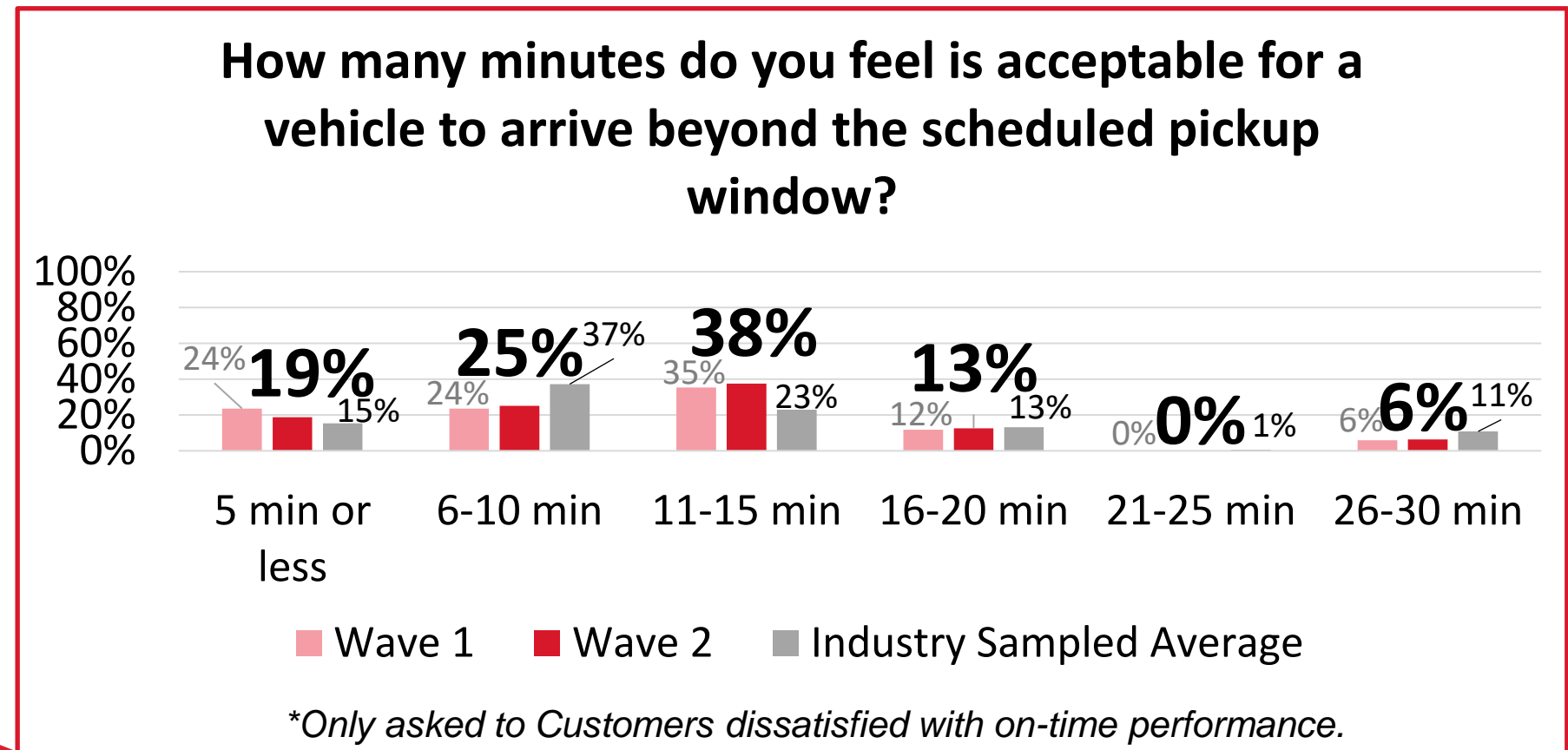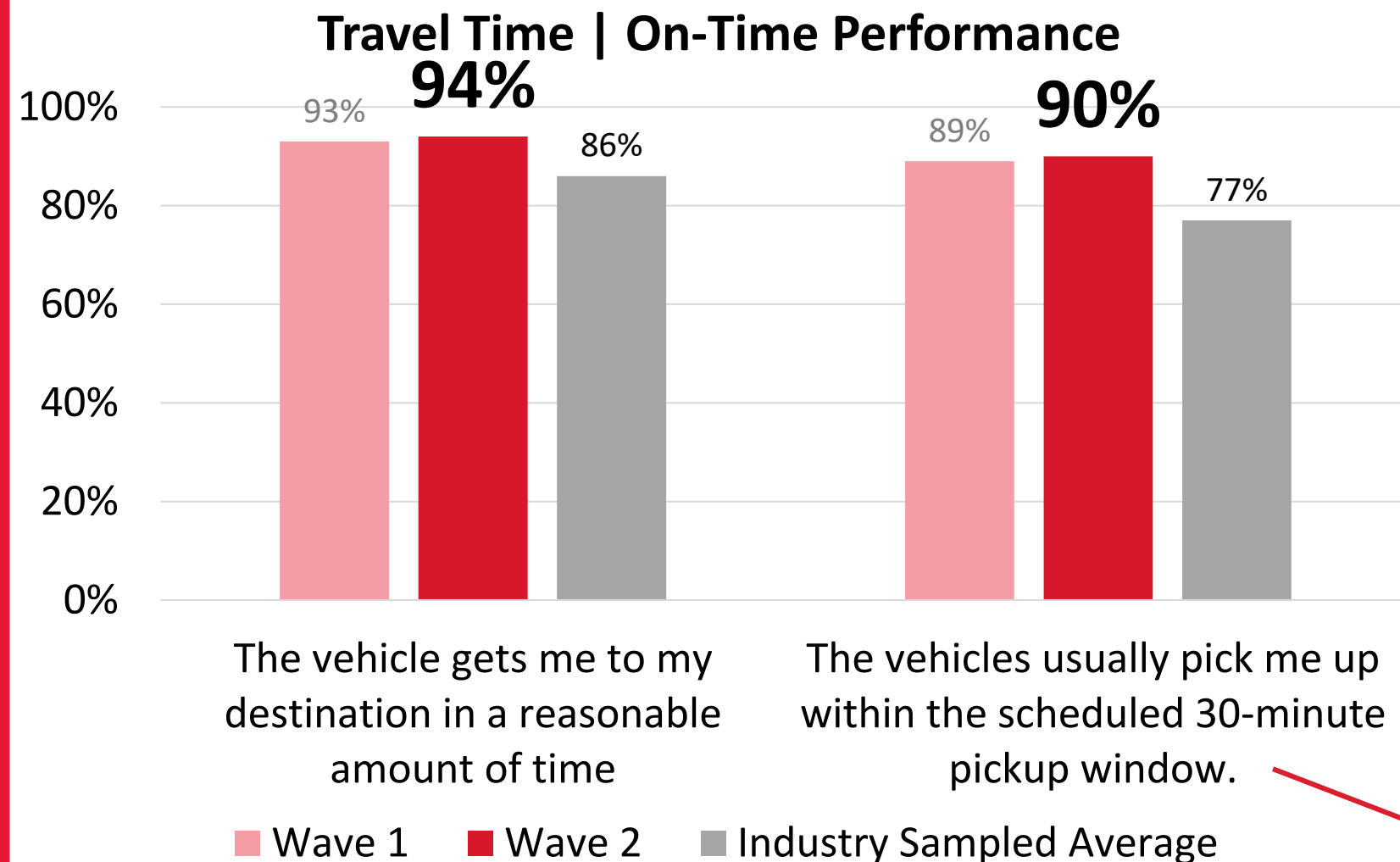
Policy Awareness

- 90% of Paratransit Customers are aware of the No-Show policy, which is similar to Wave 1 (89%).

- 84% of Paratransit Customers are aware of the pick-up window for trips, which is similar to Wave 1 (82%).

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?
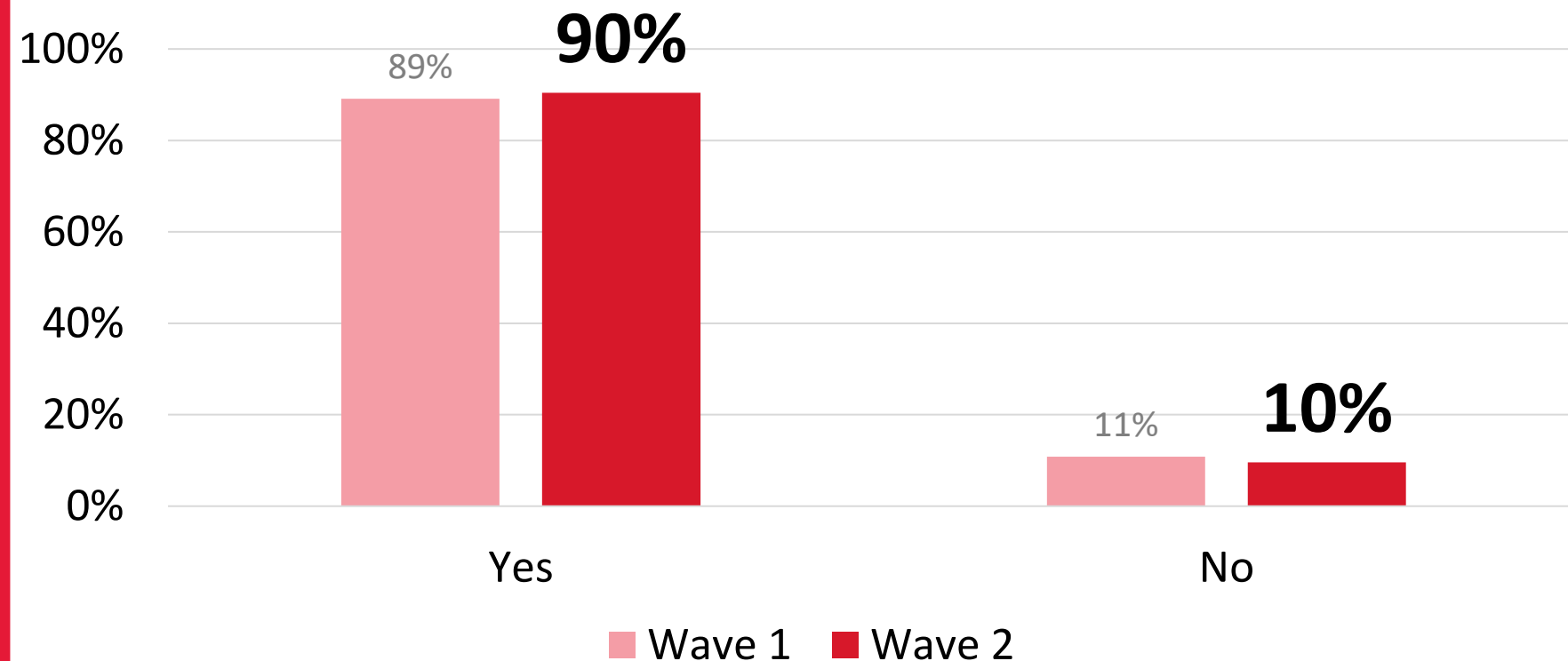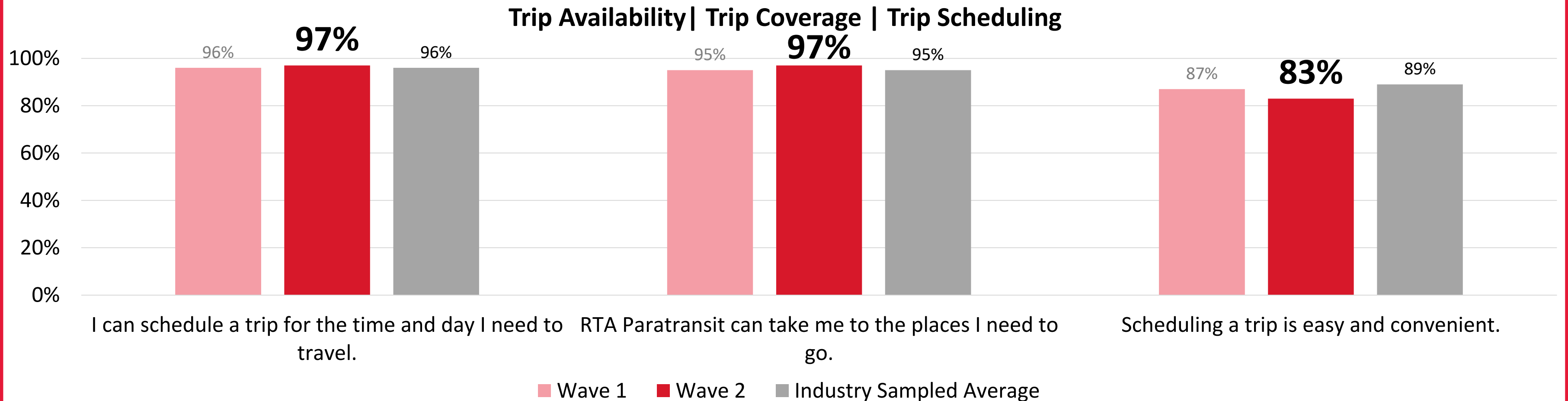
Are you aware that the pick-up window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pick-up time?
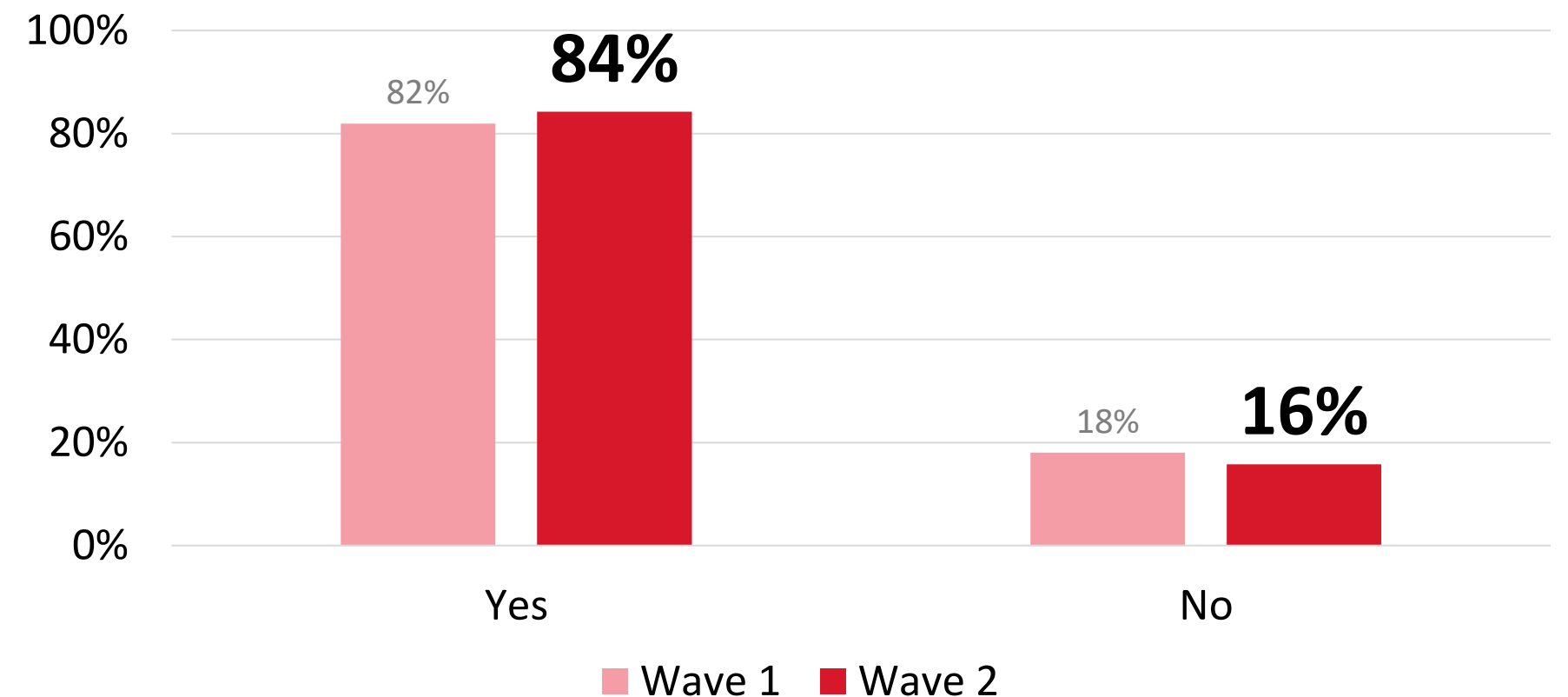
Trip Availability, Coverage, and Scheduling

- 97% of Paratransit Customers are satisfied with Trip Availability, which is similar to Wave 1 (96%).

- 97% of Paratransit Customers are satisfied with the Trip Coverage, which is similar to Wave 1 (95%).

- 83% of Paratransit Customers are satisfied with Trip Scheduling, which is similar to Wave 1 (87%).

Trip Availability| Trip Coverage | Trip Scheduling

	Wave 1	Wave 2	Industry Sampled Average
I can schedule a trip for the time and day I need to travel.	96%	**97%**	96%
RTA Paratransit can take me to the places I need to go.	95%	**97%**	95%
Scheduling a trip is easy and convenient.	87%	**83%**	89%

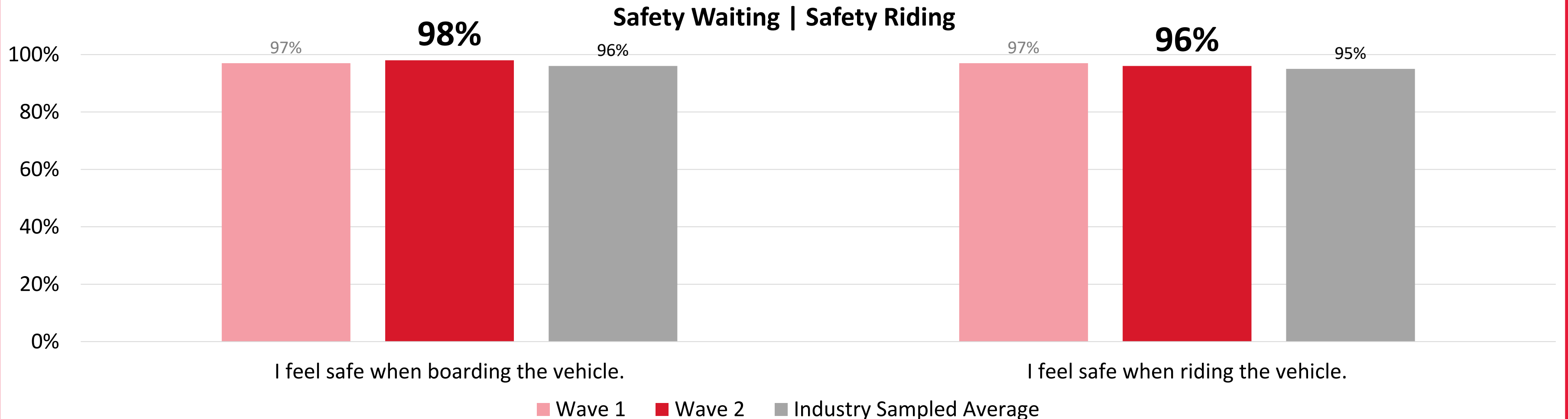■ Wave 1   ■ Wave 2   ■ Industry Sampled Average

Safety Waiting and Riding

- 98% of Paratransit Customers feel safe when boarding the vehicle, which is similar to Wave 1 (97%).

- 96% of Paratransit Customers feel safe riding the vehicle, which is similar to Wave 1 (97%).
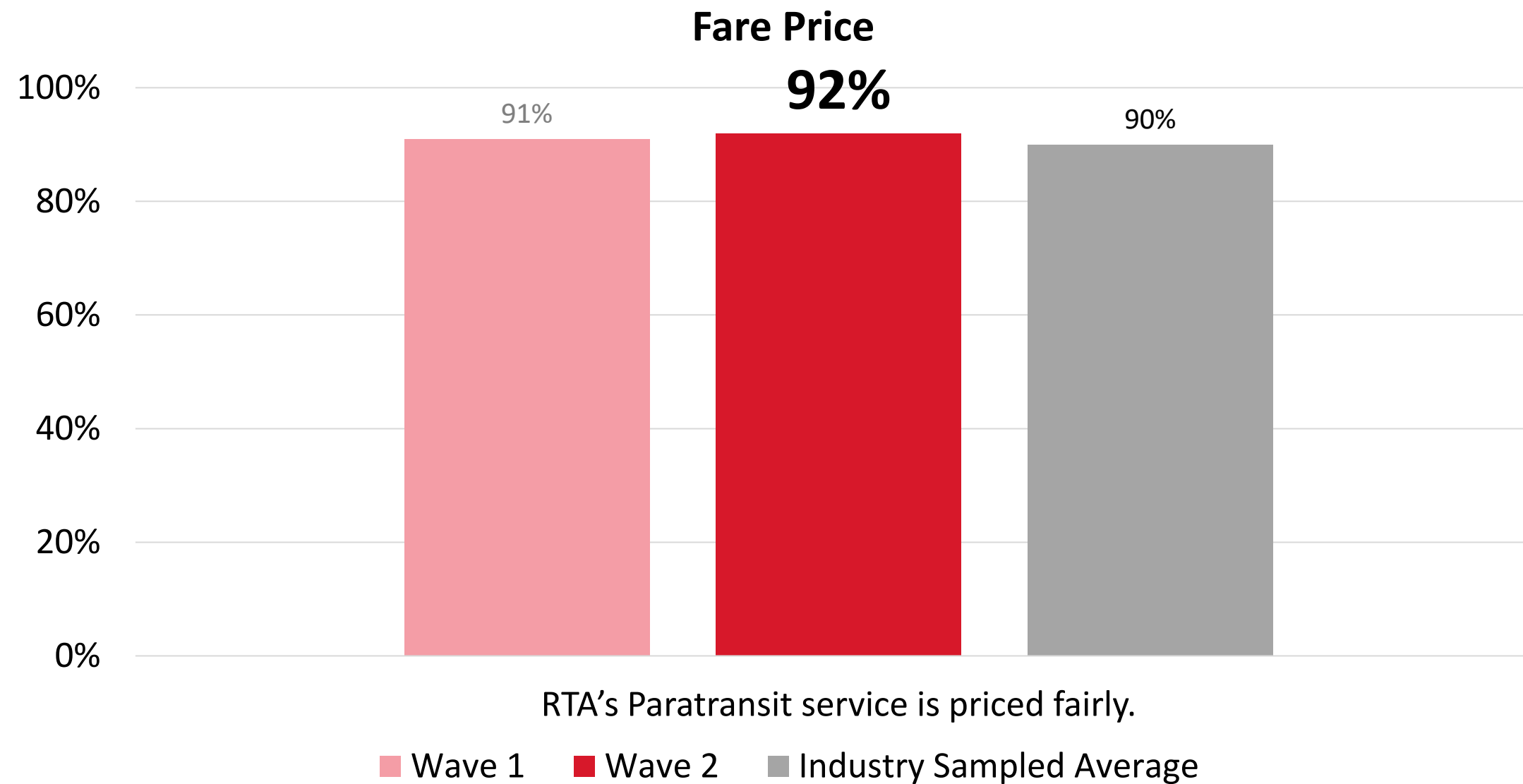
TransPro Insight
Customer importance for **Safety on the vehicle** has increased and satisfaction has remained constant. With the increase in importance, this factor should remain a priority and closely watched to ensure that the rising importance is not a leading indicator of decreasing satisfaction.

Safety Waiting | Safety Riding

Bar chart — "Safety Waiting | Safety Riding"

I feel safe when boarding the vehicle: Wave 1 = 97%, Wave 2 = 98%, Industry Sampled Average = 96%

I feel safe when riding the vehicle: Wave 1 = 97%, Wave 2 = 96%, Industry Sampled Average = 95%

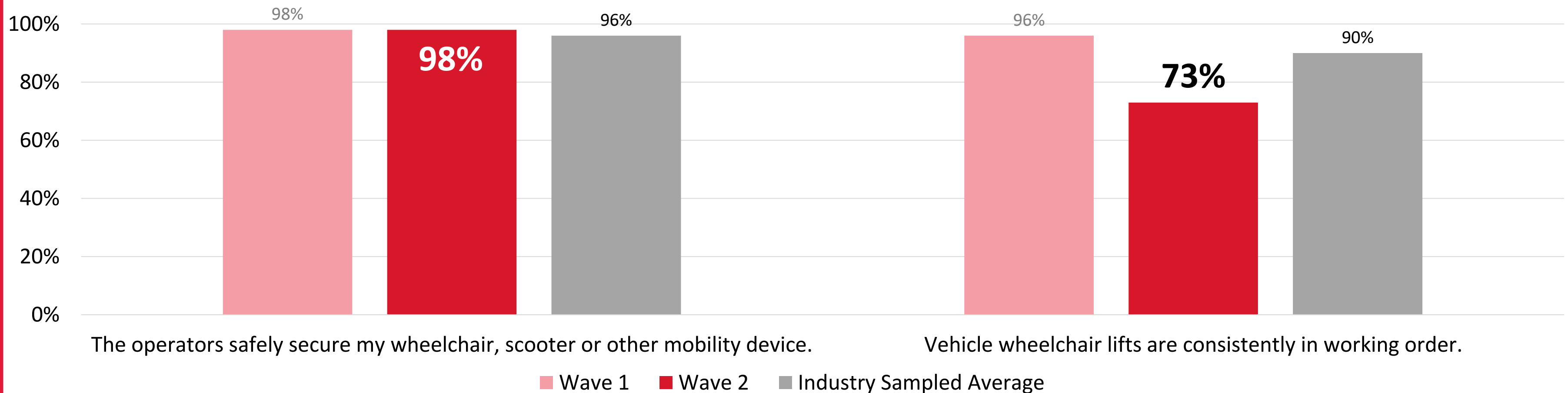Legend: Wave 1 | Wave 2 | Industry Sampled Average

Vehicle Conditions

- 97% of Paratransit Customers agree that the vehicles are clean, which is similar to Wave 1 (96%).

- 84% of Paratransit Customers agree that the vehicles are comfortable, which is similar to Wave 1 (81%).

Vehicle Cleanliness | Comfort
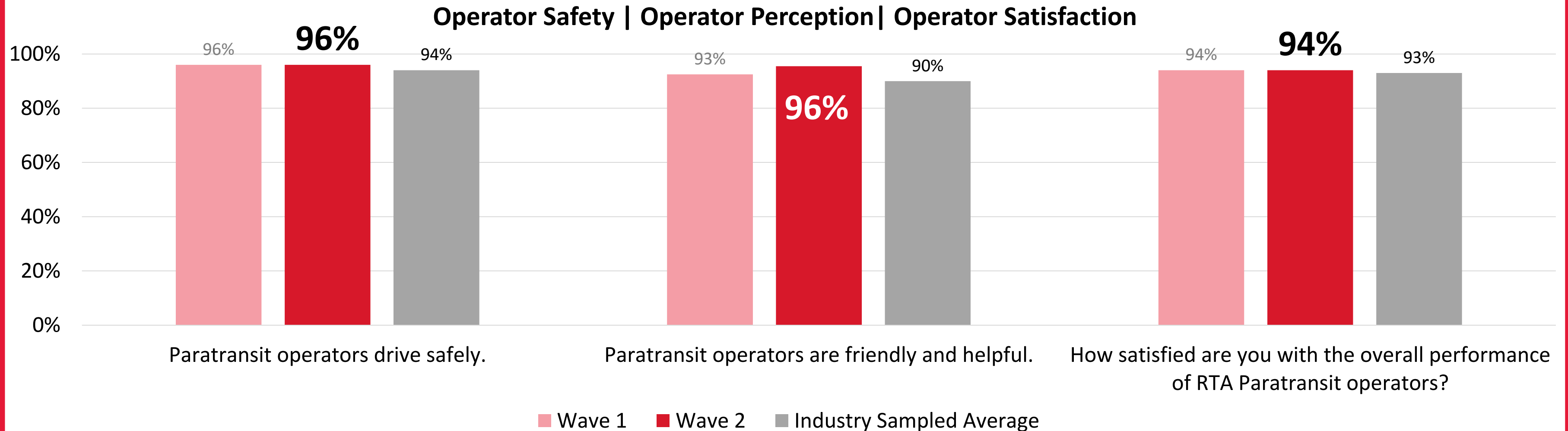
Wave 1 ■ Wave 2 ■ Industry Sampled Average
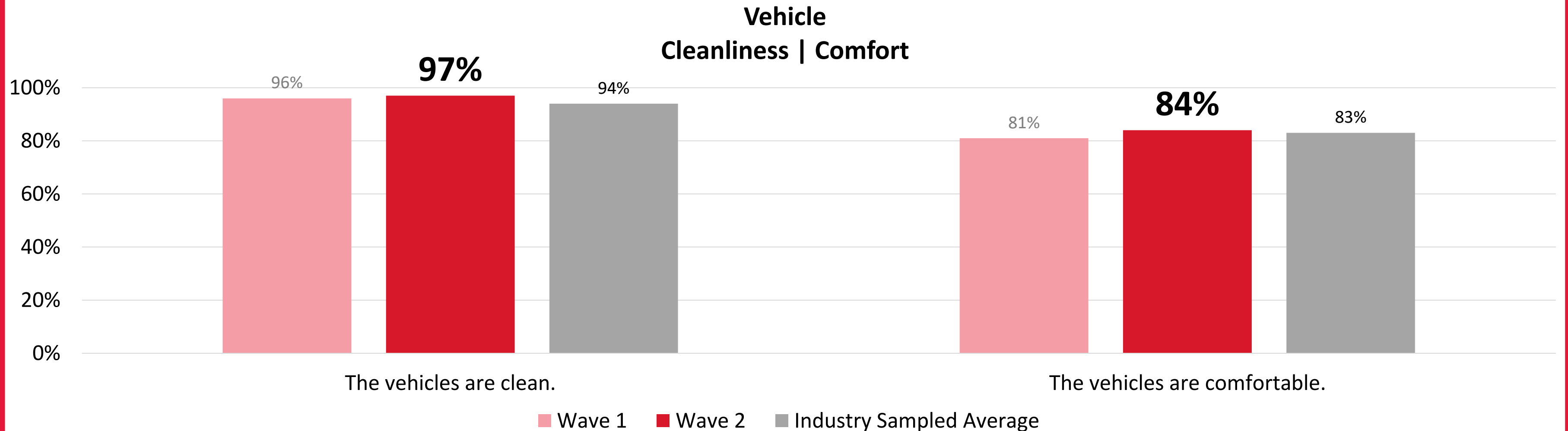
Mobility Devices

- 98% of Paratransit Customers agree operators safely secure their mobility device, which is the same as Wave 1.

- 73% of Paratransit Customers agree wheelchair lifts are consistently in working order, which is 24% lower than Wave 1 (96%). 26% of Customers responded neutral.

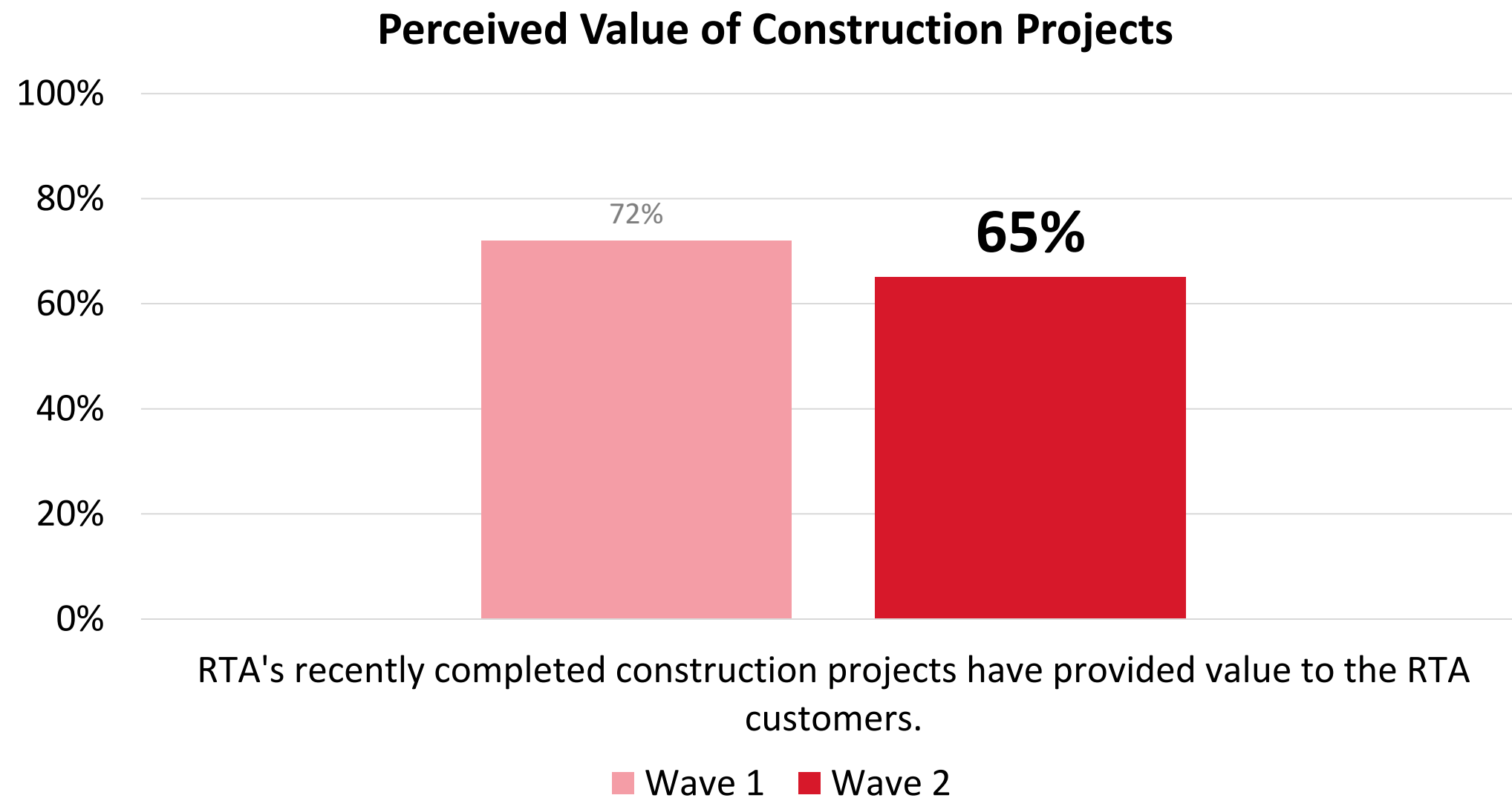**Operator Device Securance | Wheelchair Lift Functionality**

The operators safely secure my wheelchair, scooter or other mobility device.

Vehicle wheelchair lifts are consistently in working order.

■ Wave 1   ■ Wave 2   ■ Industry Sampled Average

Perception of Operators

- 96% of Paratransit Customers agree that the operators drive safely, which is the same as Wave 1.

- 96% of Paratransit Customers agree that operators are friendly and helpful, which is similar to Wave 1 (93%).

- 94% of Paratransit Customers are satisfied with the operators' overall performance, which is the same as Wave 1.

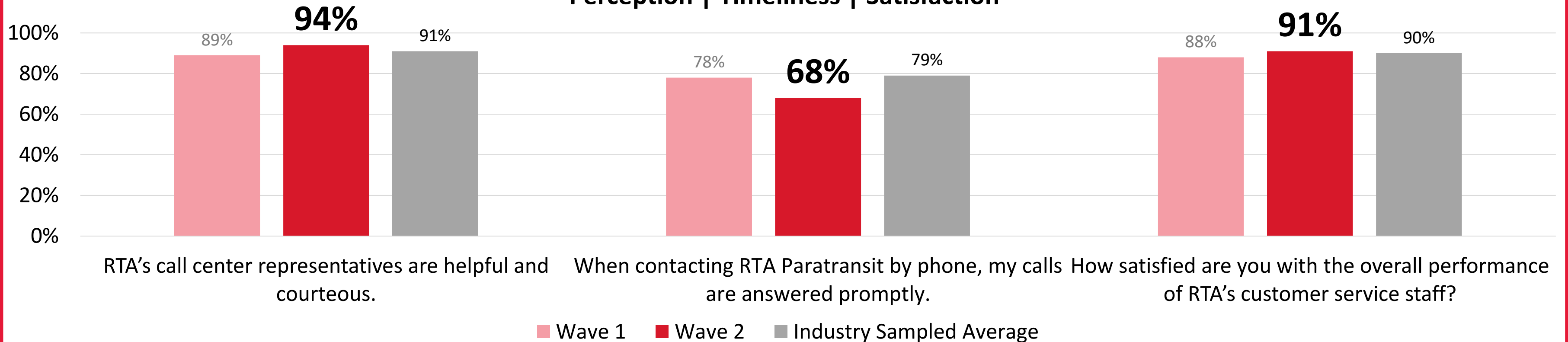**Operator Safety | Operator Perception | Operator Satisfaction**

Chart values:

Paratransit operators drive safely: Wave 1 = 96%, Wave 2 = 96%, Industry Sampled Average = 94%

Paratransit operators are friendly and helpful: Wave 1 = 93%, Wave 2 = 96%, Industry Sampled Average = 90%

How satisfied are you with the overall performance of RTA Paratransit operators?: Wave 1 = 94%, Wave 2 = 94%, Industry Sampled Average = 93%

Legend: ■ Wave 1 ■ Wave 2 ■ Industry Sampled Average

Capital Projects

- 65% of Paratransit Customers believe RTA's recently completed construction projects have provided value, which is 10% lower than Wave 1 (72%). 32% of respondents responded neutral.

Perceived Value of Construction Projects

RTA's recently completed construction projects have provided value to the RTA customers.

■ Wave 1 ■ Wave 2

Issue Resolution

- 18% of Paratransit Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is 8% higher than Wave 1 (16%).

- Of the 18% who contacted RTA, 54% agreed that their issue was resolved, which is the same as Wave 1.
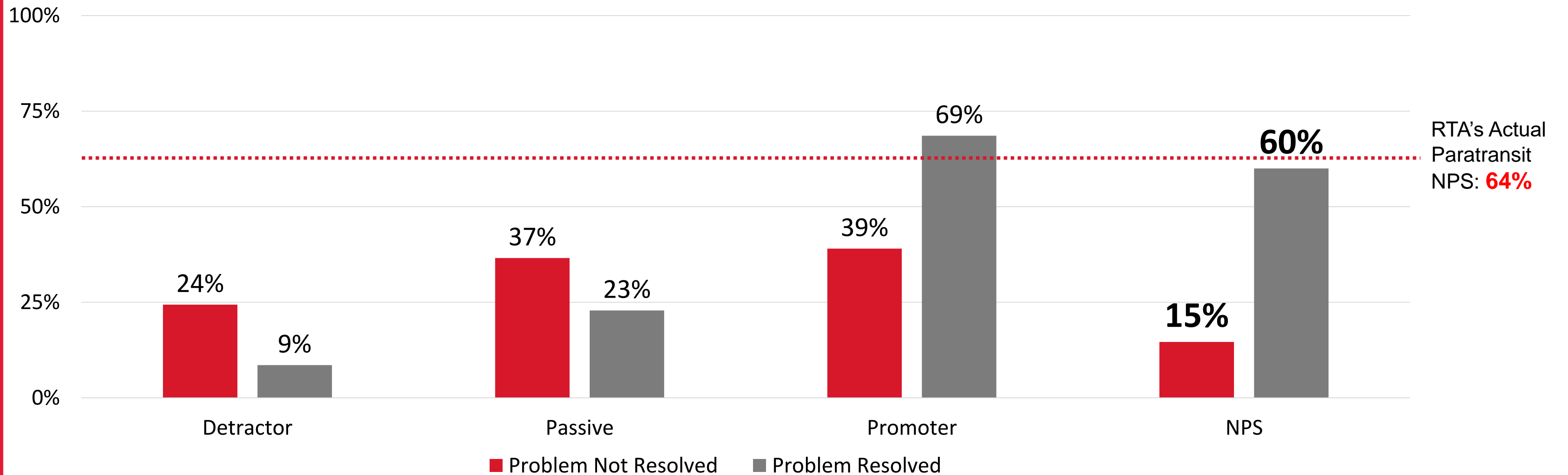
Have you contacted RTA's customer service with a question, concern or complaint in the last three months?

Was your issue resolved?
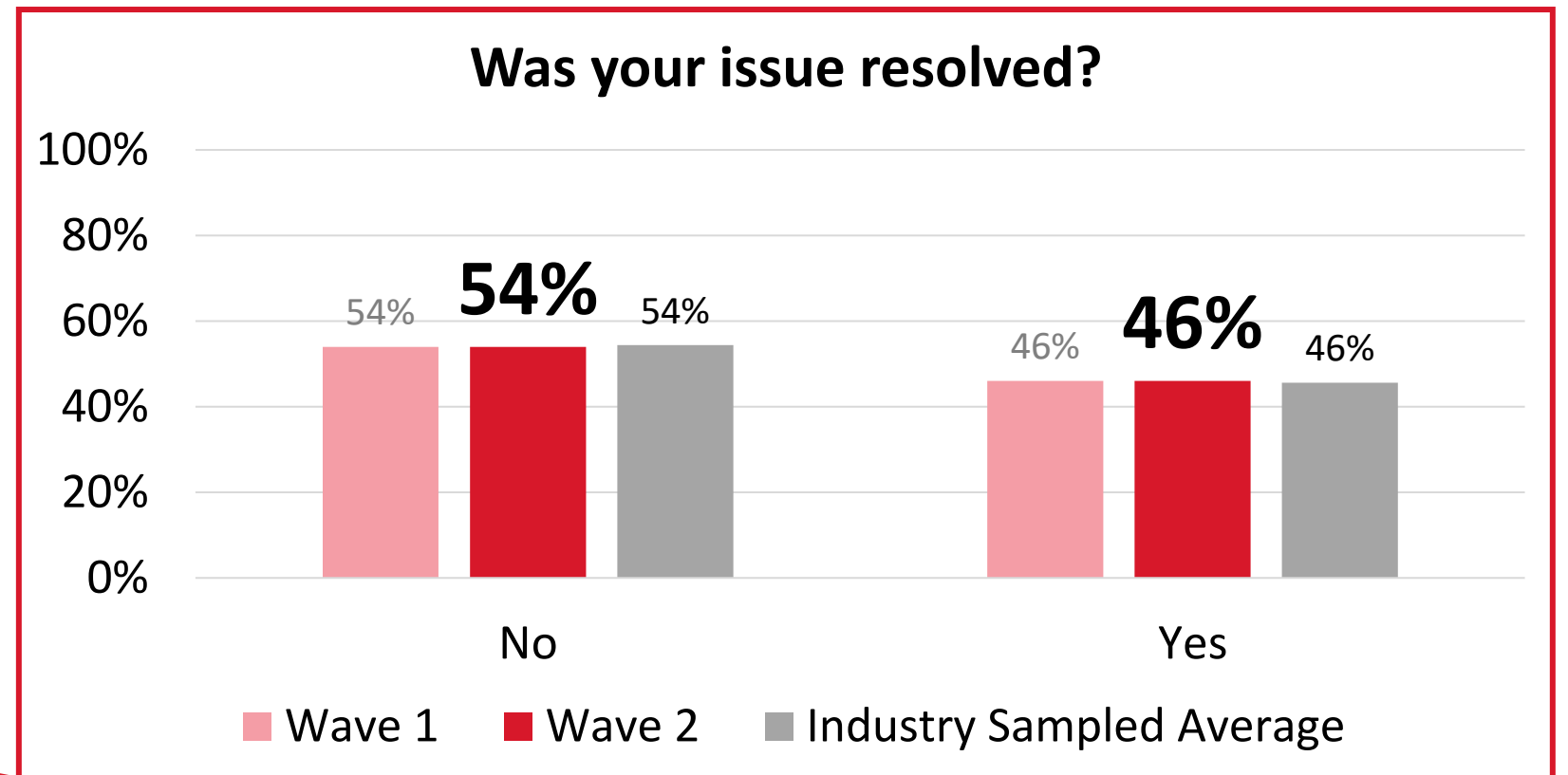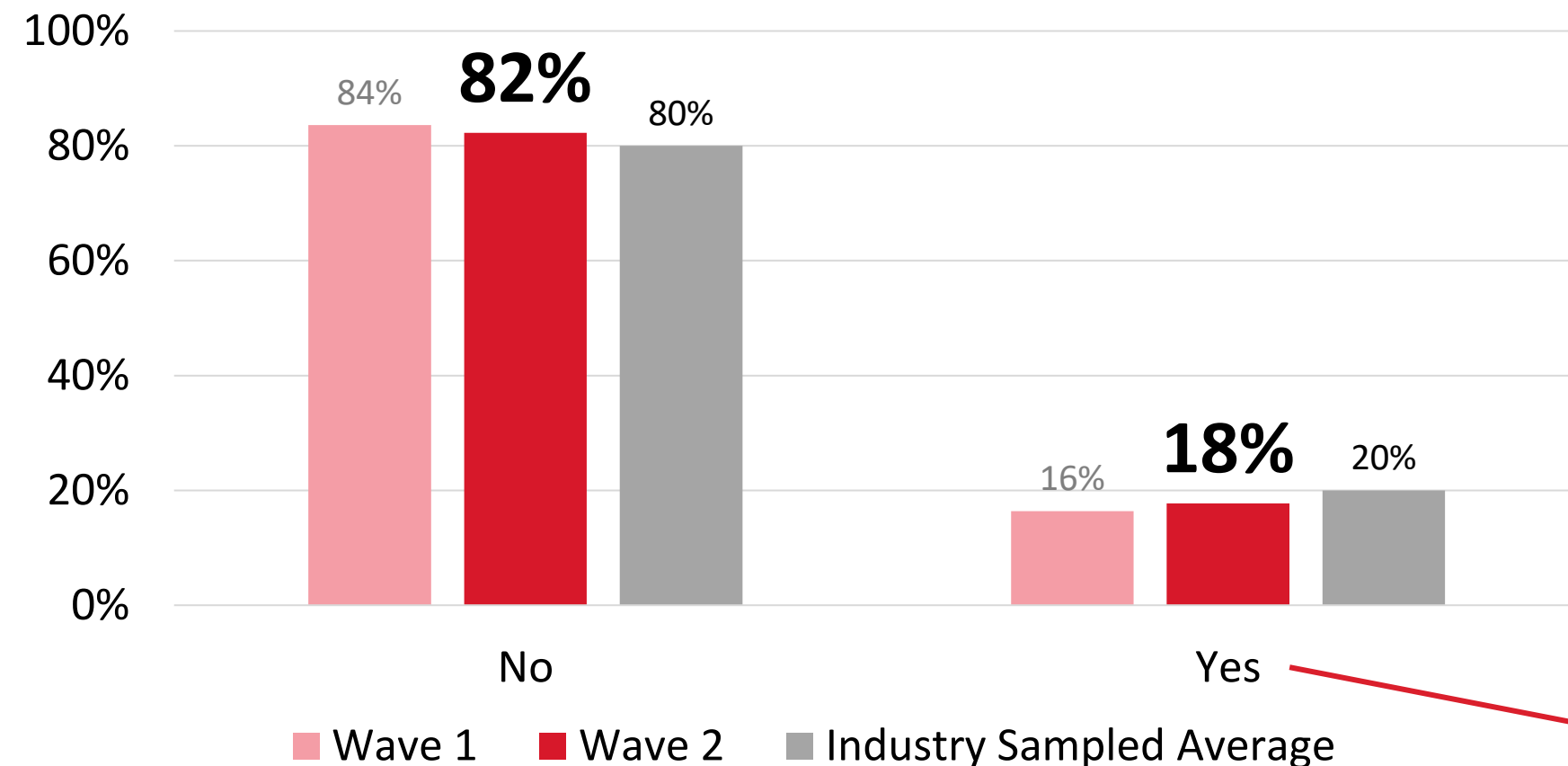
Issue Resolution & NPS Cross Tabulation

- For Customers whose issue was resolved, the NPS is 60%, which is 4 percentage points lower than the actual NPS.

- For Customers whose issue was not resolved, the NPS is 15%, which is 49 percentage points lower than the actual NPS.
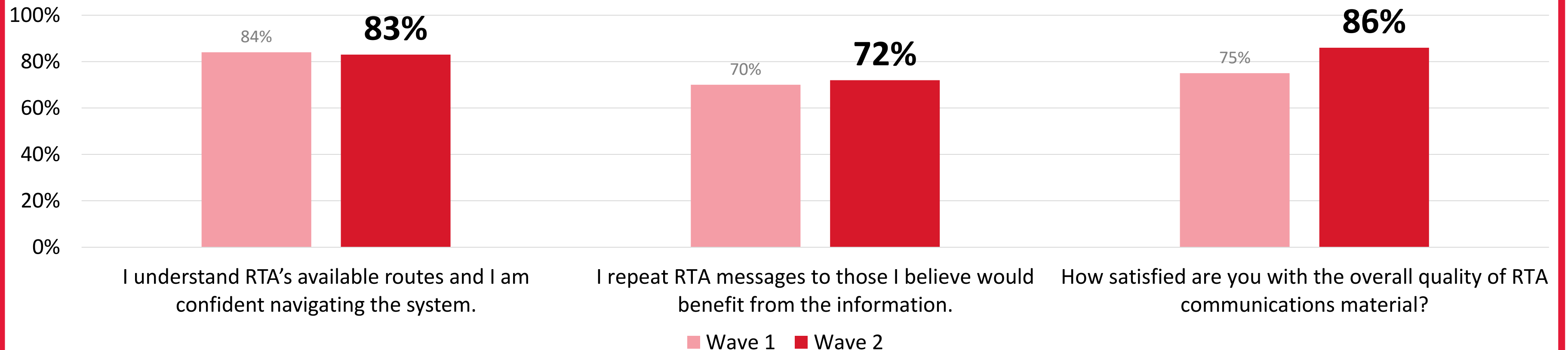
Problem Resolution VS NPS

RTA's Actual Paratransit NPS: **64%**

■ Problem Not Resolved   ■ Problem Resolved

Questions?