GARAGE
2021
6001
RTA
HealthLine

Customer Experience Surveys

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

July 6, 2022

TransPro
Driving Excellence

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
- NPS Net Promoter Score
- #1 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 **95%** confidence level +/- 4.82% margin of error	**390** completed surveys **95%** confidence level +/- 4.93% margin of error	**433** completed surveys **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…

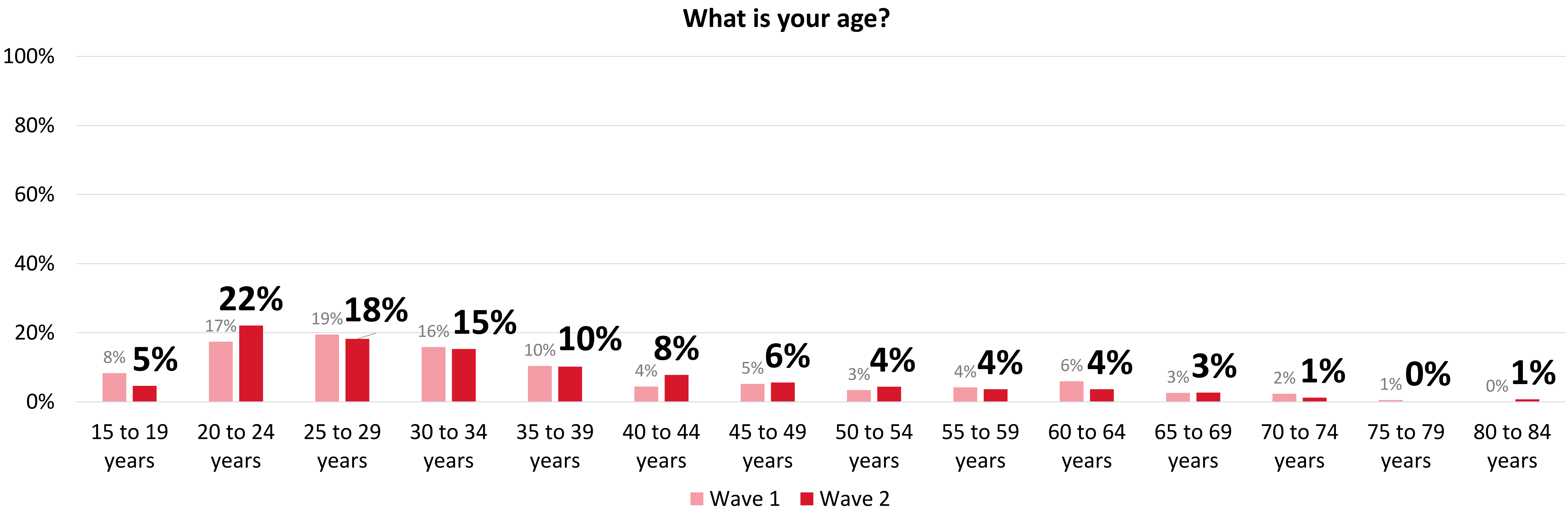
1. On-Time Performance
2. Bus Cleanliness
3. Safety on the Bus

Customer Characteristics

Fixed Route Bus

Customer Characteristics

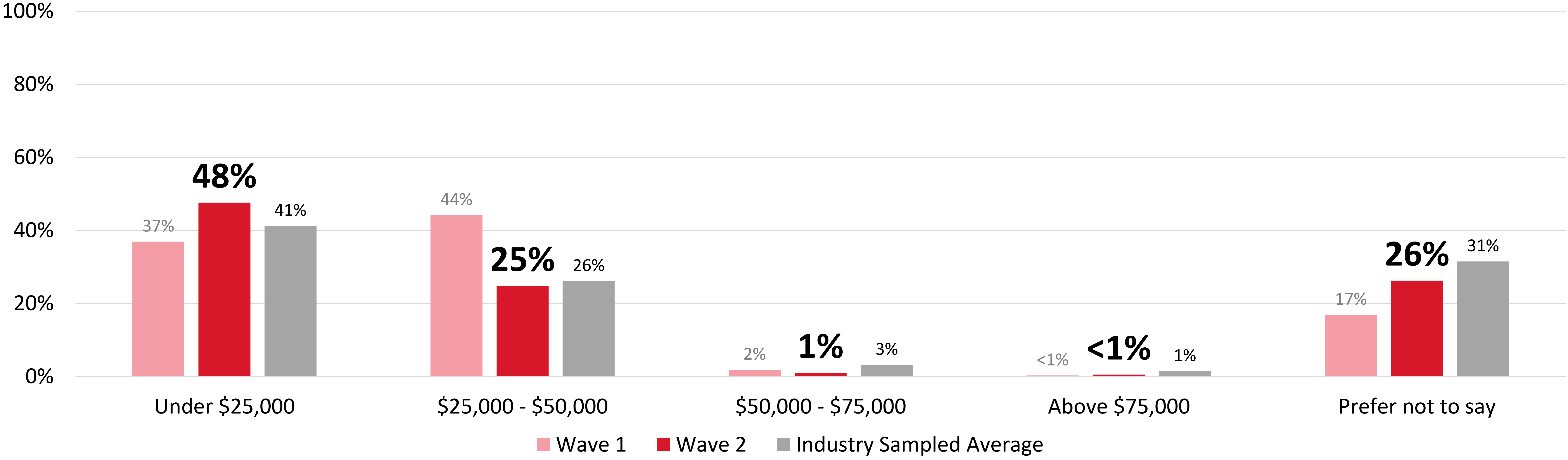
- Fixed-Route Customers are most frequently 20-24 years old (22%), which is 27% higher than Wave 1 (17%).



Customer Characteristics

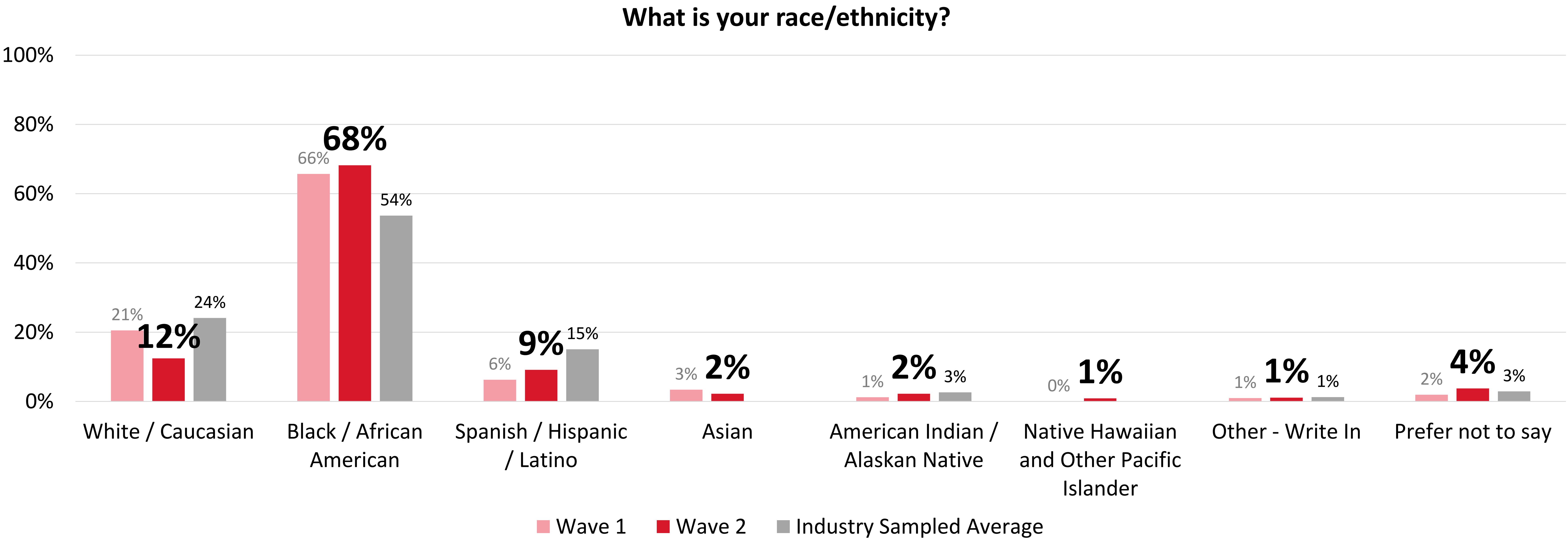
- Fixed-Route Customers most frequently earn less than $25,000 annually (48%), which is 29% higher than Wave 1 (37%).
- 26% of Fixed-Route Customers preferred not to provide their annual income, which is 55% higher than Wave 1 (17%).

Which category best describes your total annual household income?



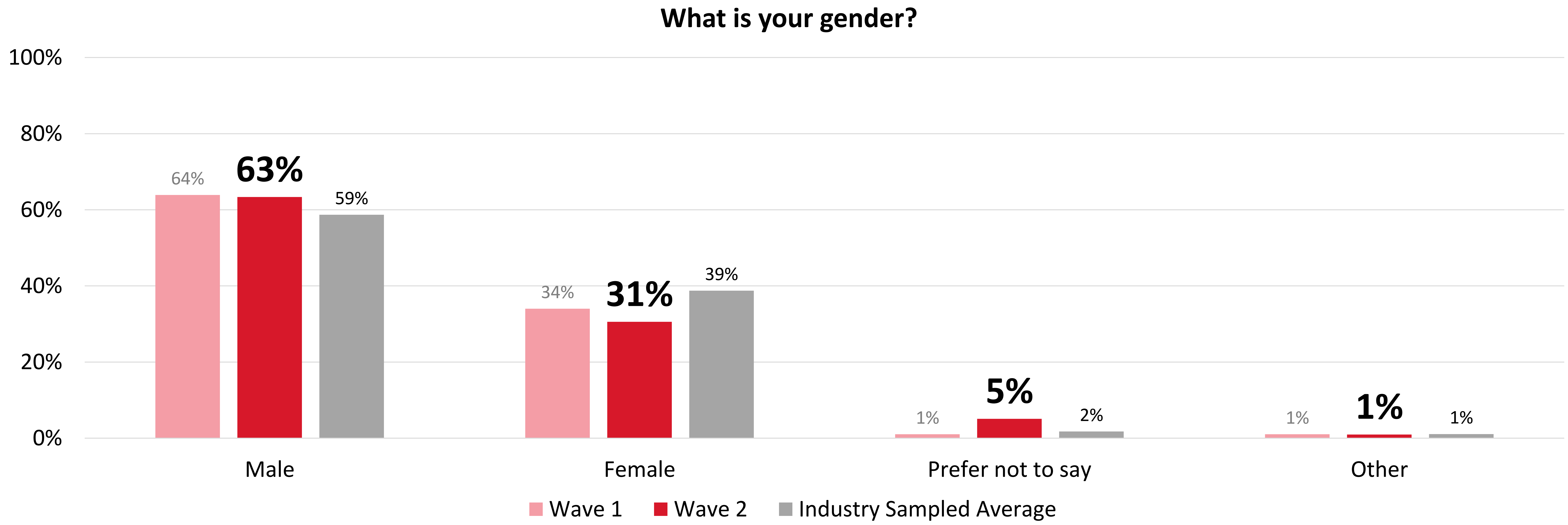
Customer Characteristics

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



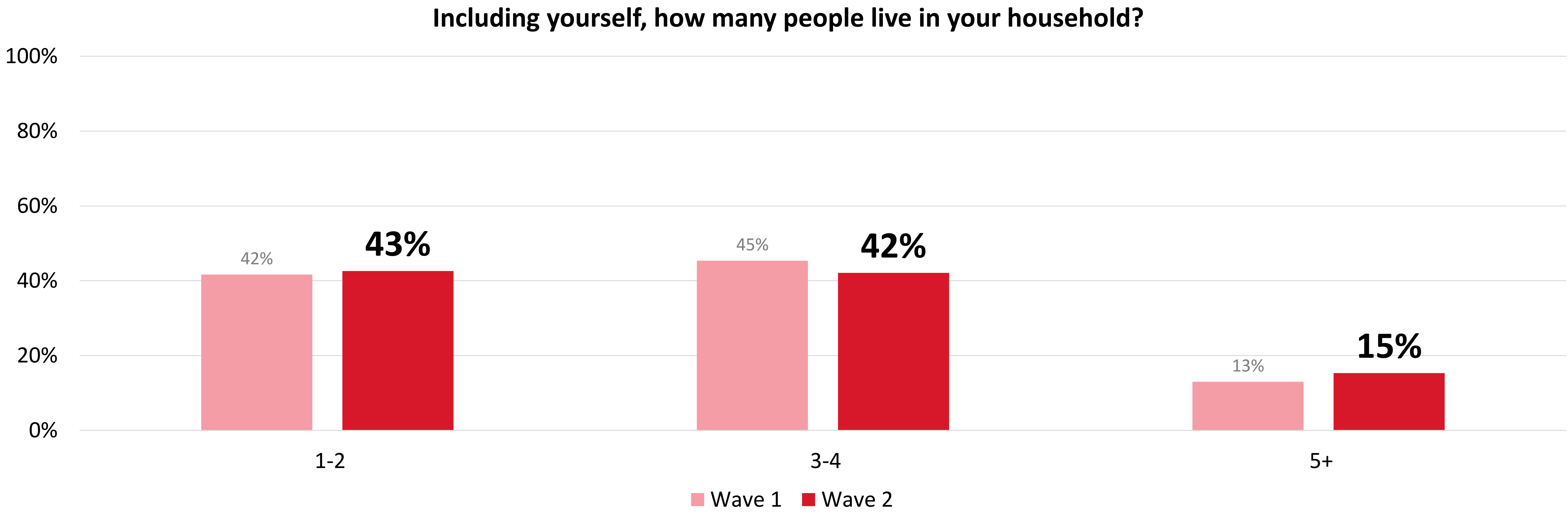
Customer Characteristics

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



Household Size

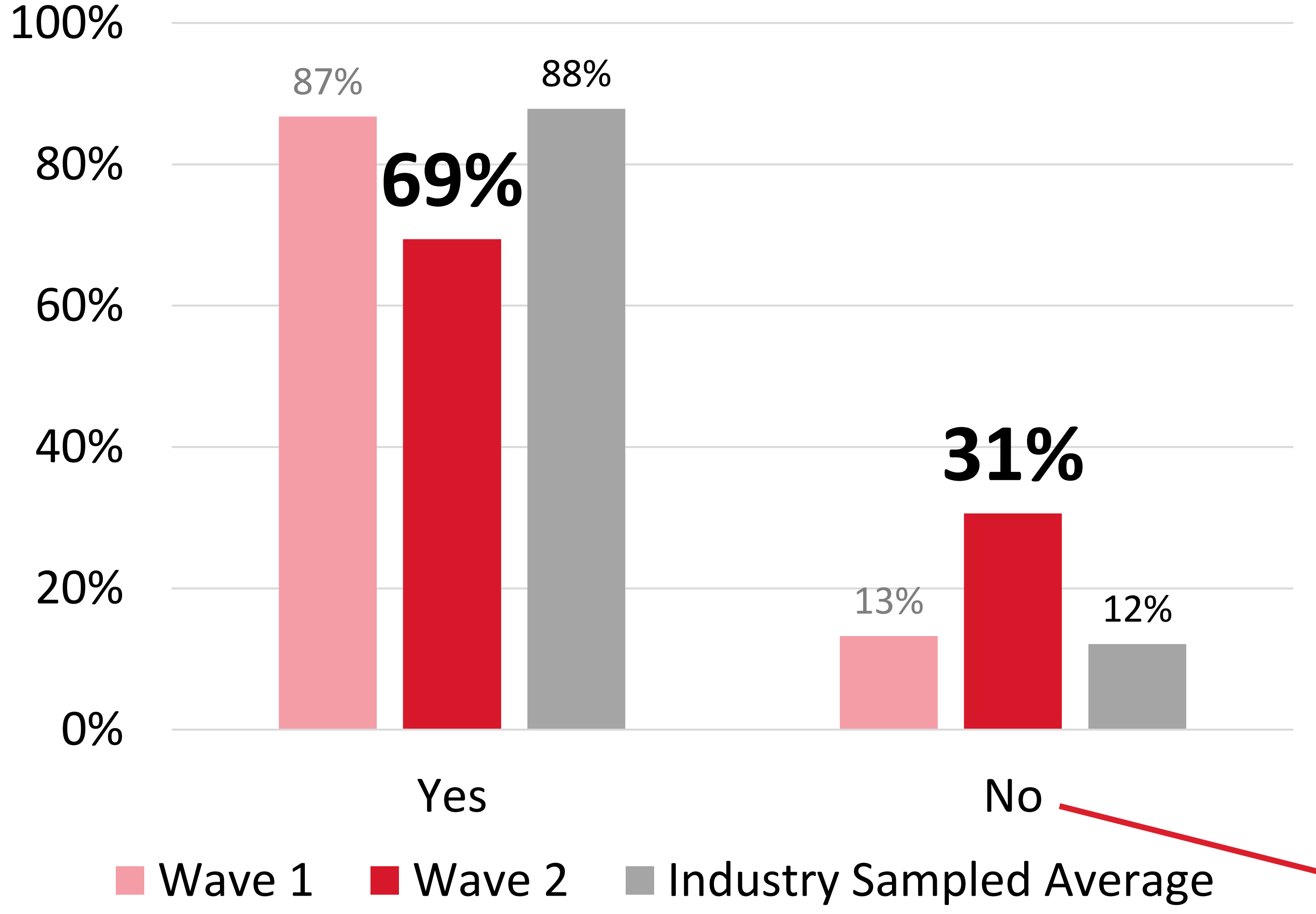
- Fixed-Route Customers most frequently have household sizes of 1-2 people (43%) and 3-4 people (42%), both of which are similar to Wave 1.



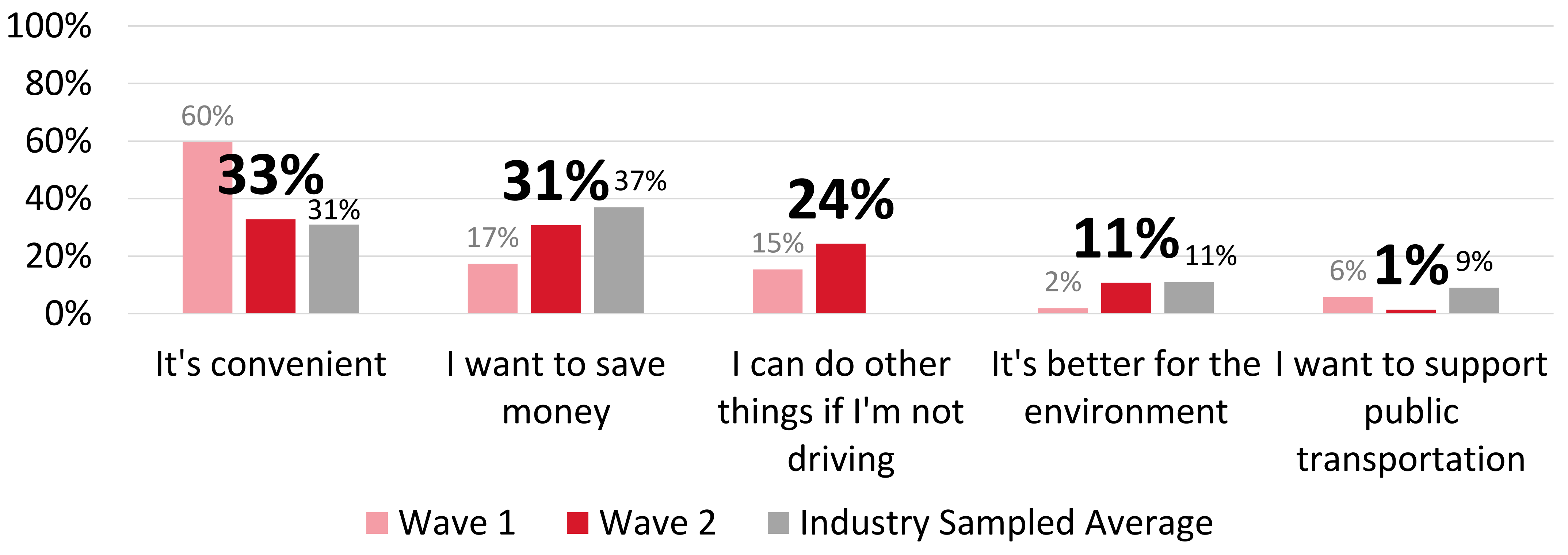
Transit Dependence and Choice Riders

- 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?

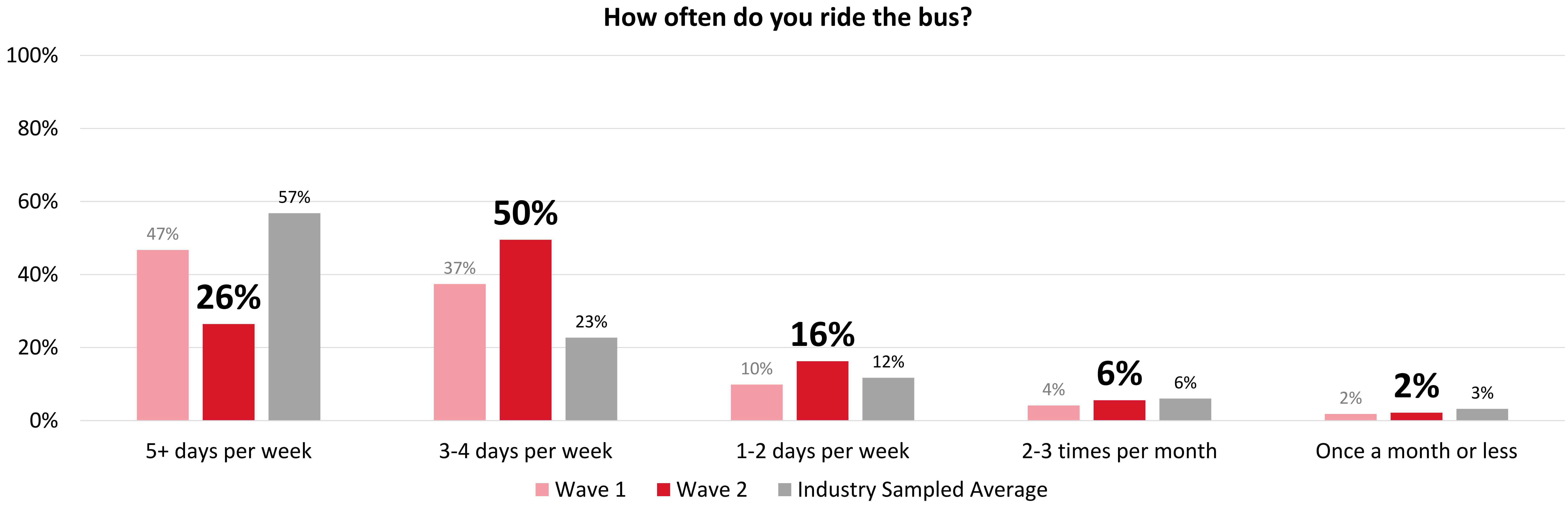


If you do have other options, what is the #1 reason you choose public transportation?



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%).



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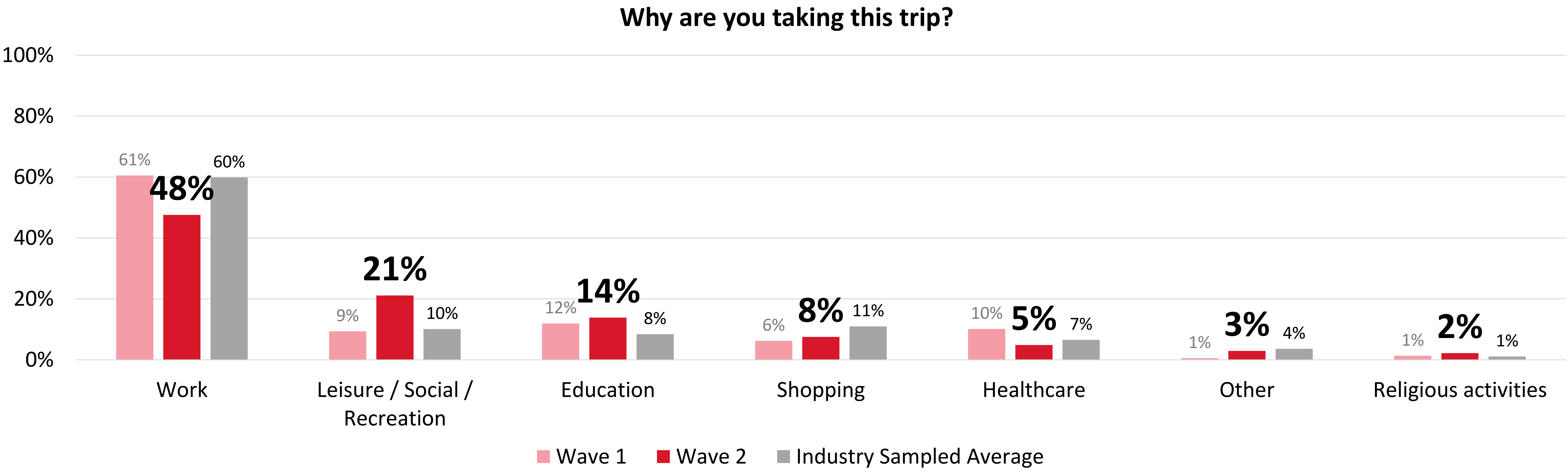
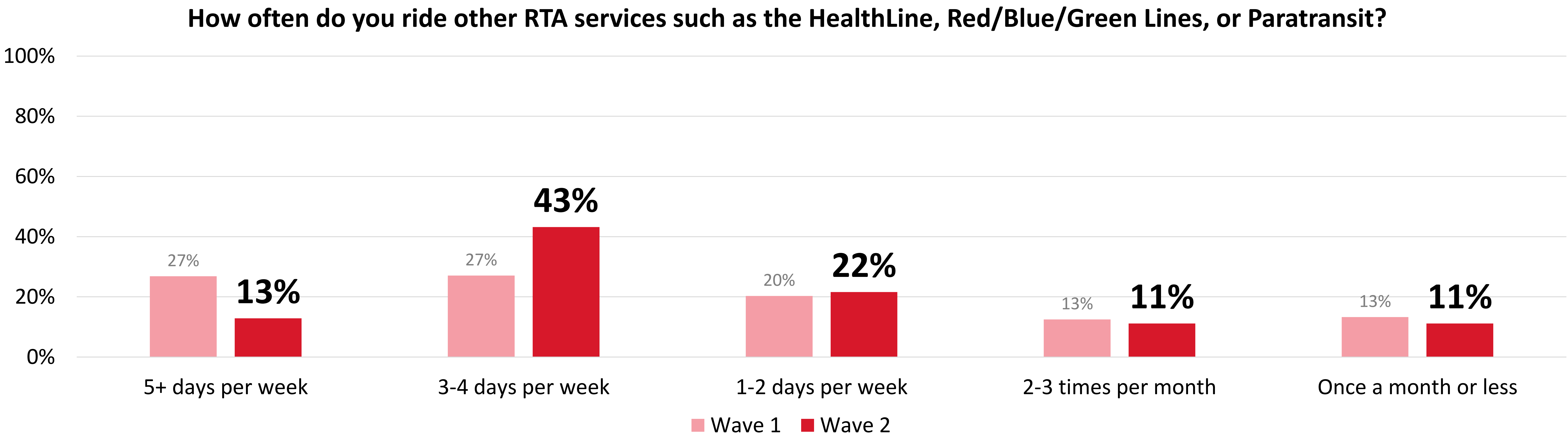
Trip Purpose

- 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%).



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%).



Customer Impressions

Fixed Route Bus

Net Promoter Score

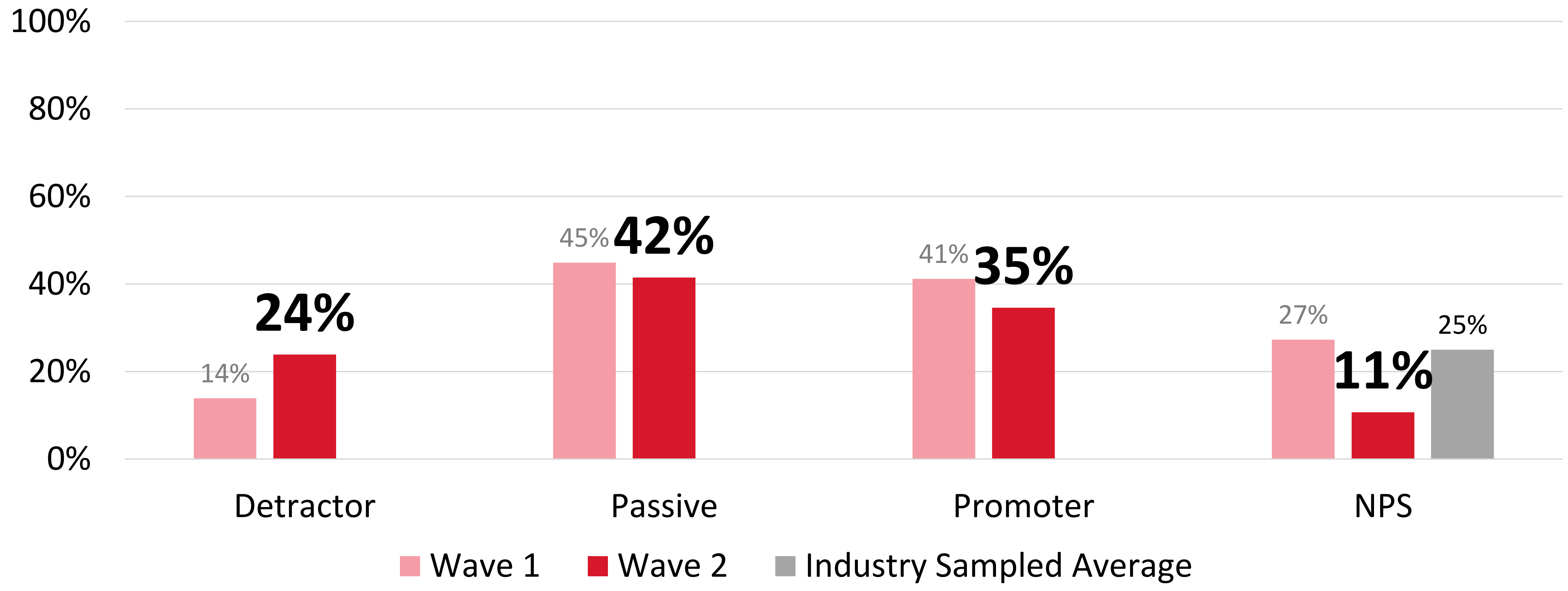
Fixed-Route

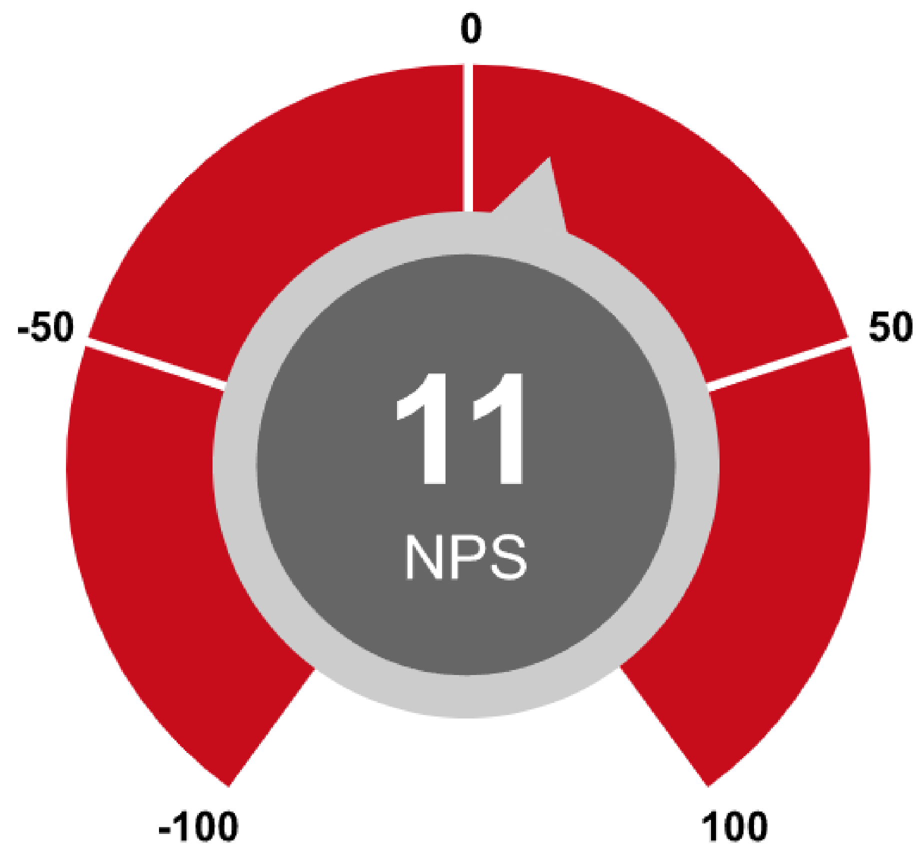
TransPro Insight

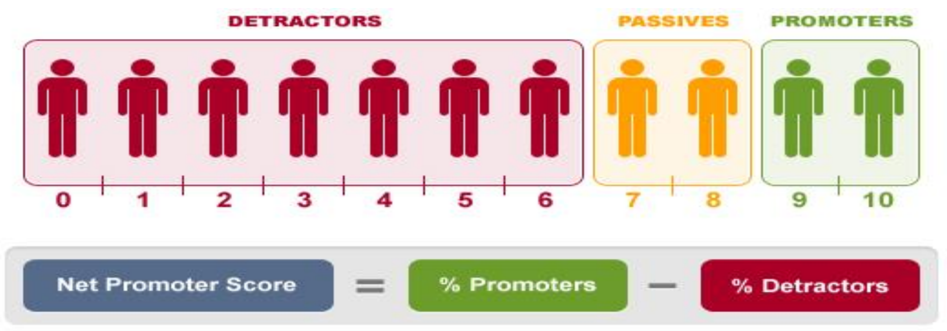
RTA's declining Fixed-Route NPS can be improved by focusing on the areas of service that are most important to Customers and have the lowest levels of satisfaction.

- 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?



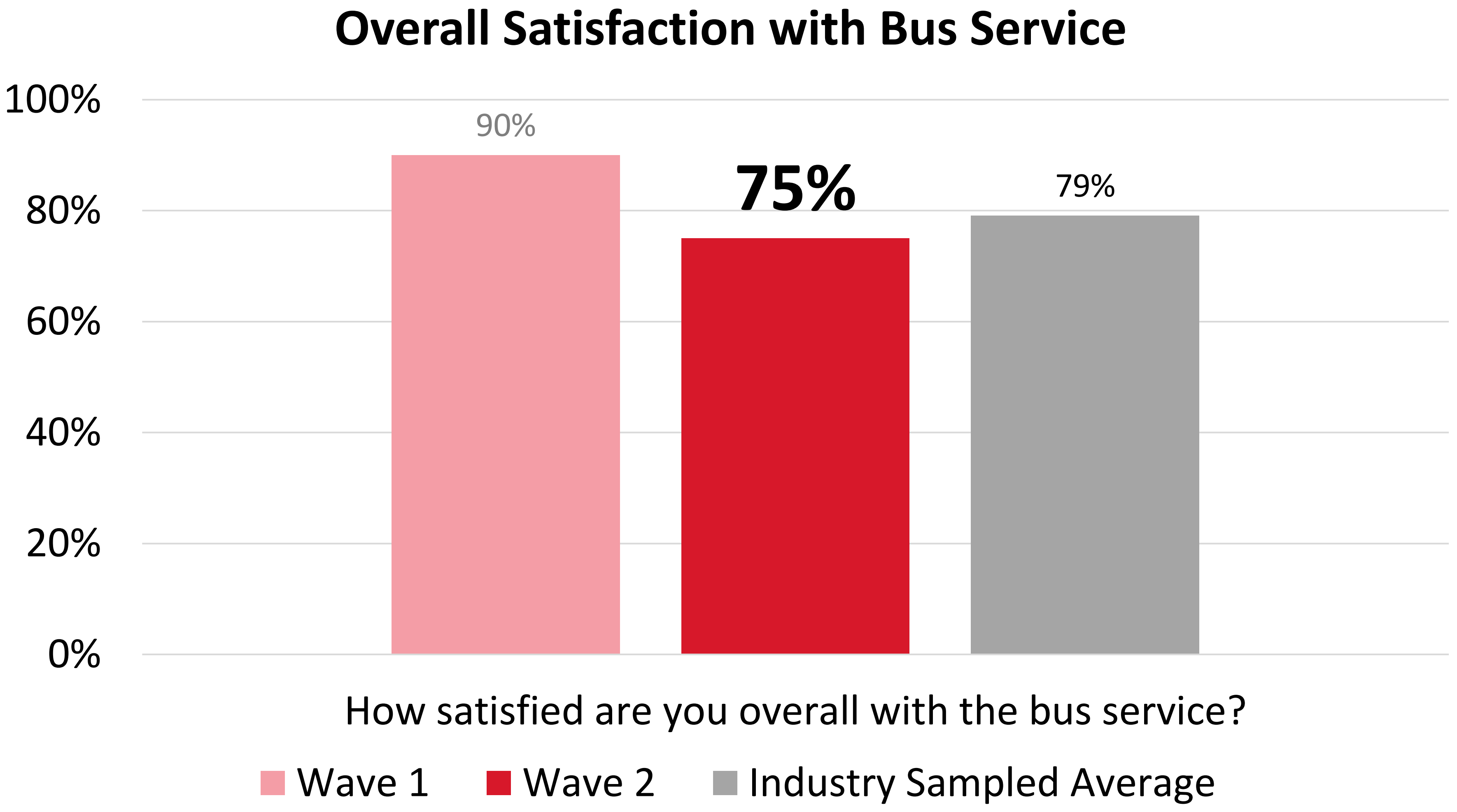


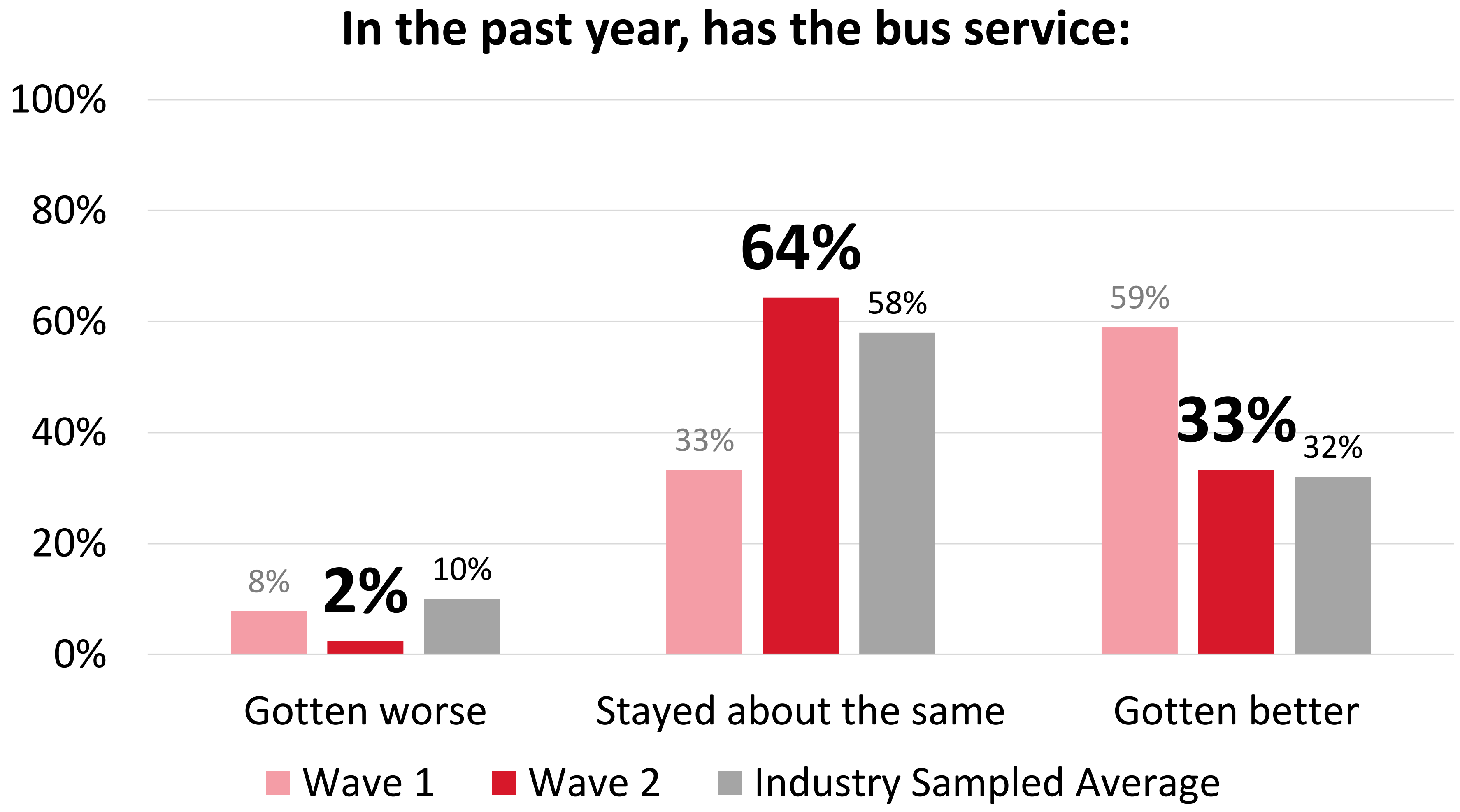

DETRACTORS
PASSIVES
PROMOTERS
0
1
2
3
4
5
6
7
8
9
10
Net Promoter Score
=
% Promoters
−
% Detractors

FR

Fixed-Route Satisfaction

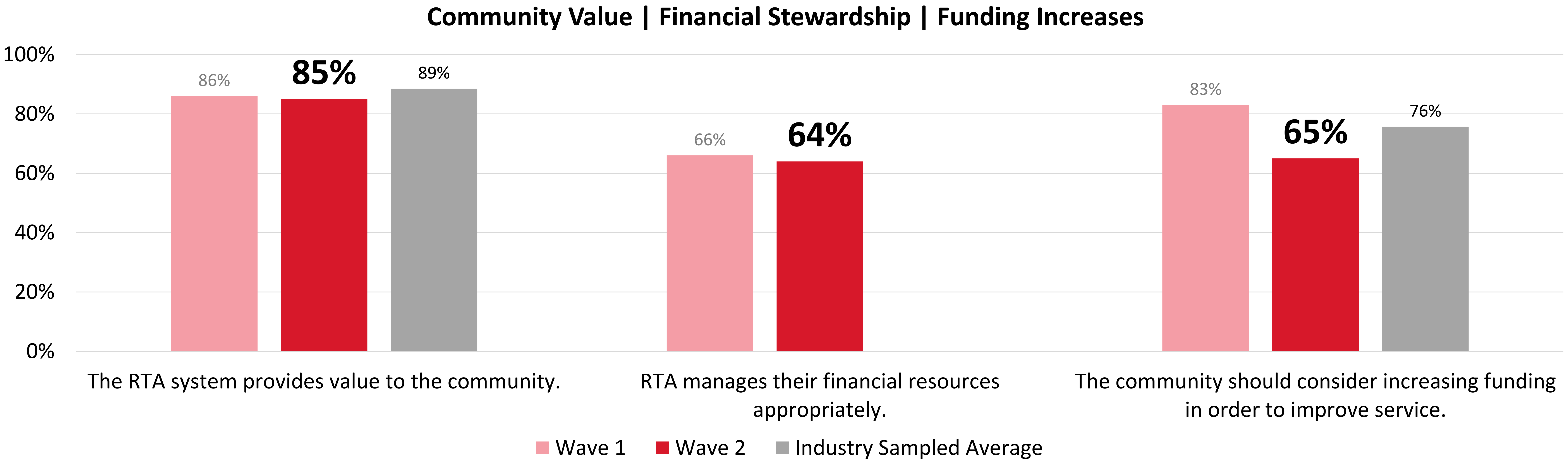
- 75% of Fixed-Route Customers are satisfied with the overall bus service, which is 17% lower than Wave 1 (90%).
- 33% of Fixed-Route Customers believe the bus service has gotten better, which is 44% lower than Wave 1 (59%).


Overall Satisfaction with Bus Service


In the past year, has the bus service:

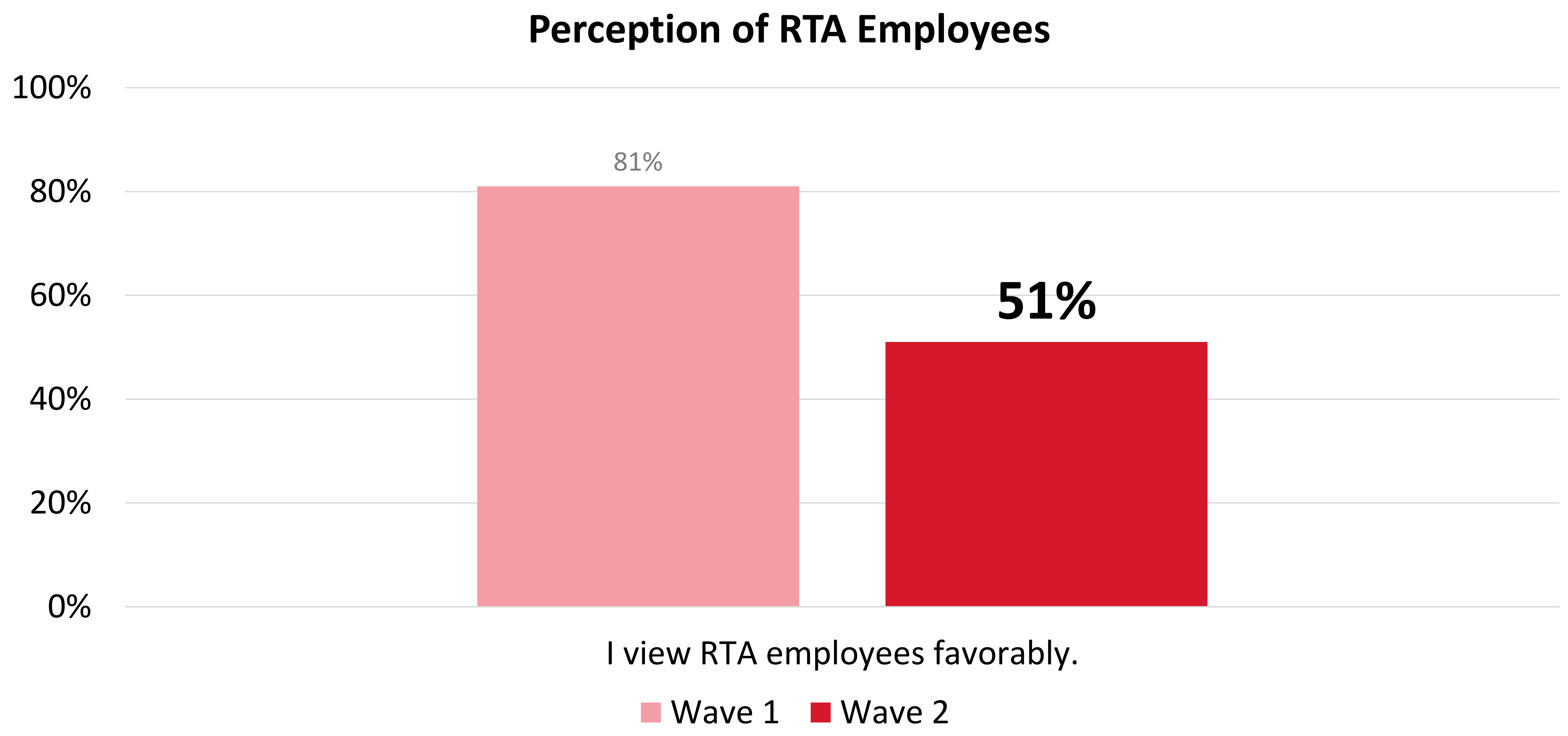
Customer Perception of GCRTA

- 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%).



Customer Perception of GCRTA Employees

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



Customer Importance Factors

Fixed Route Bus

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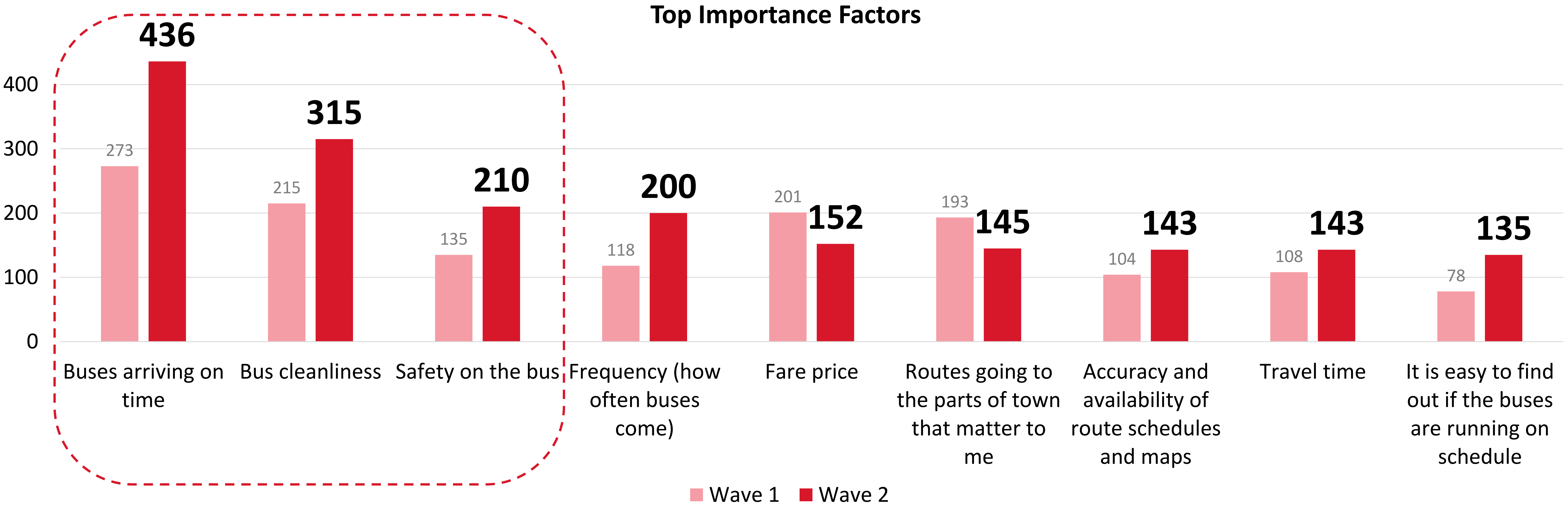
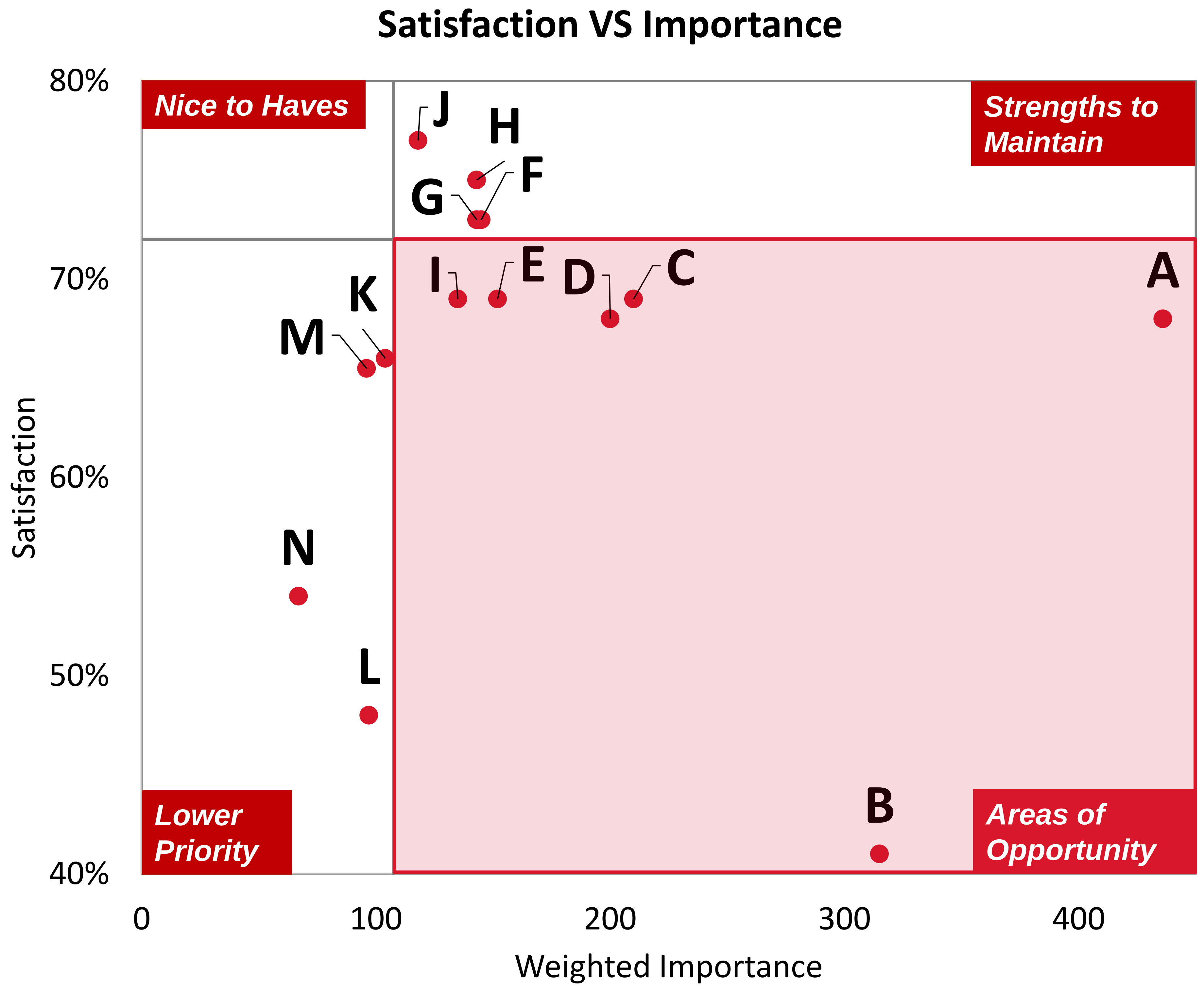
Top Customer Importance Factors

- 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.



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.

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

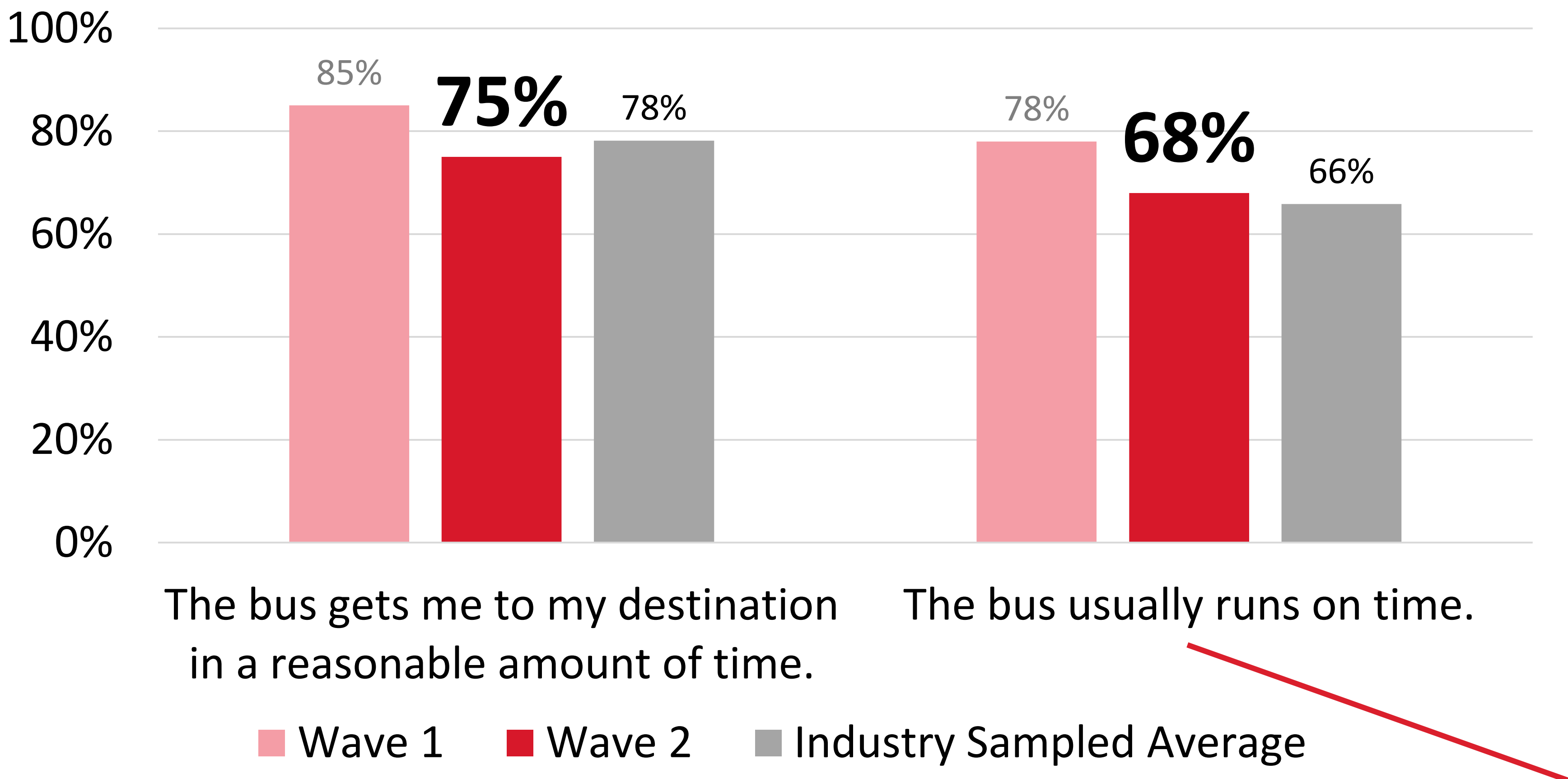
Travel Time and On-Time Performance

- 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.

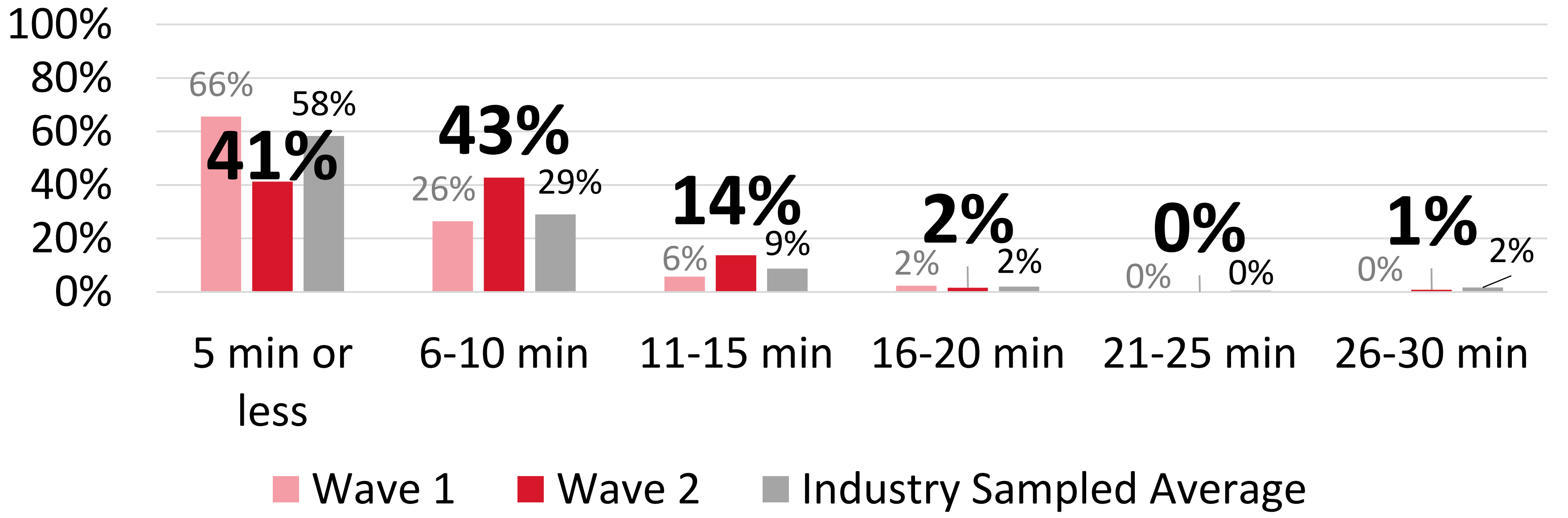
TransPro Insight

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



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



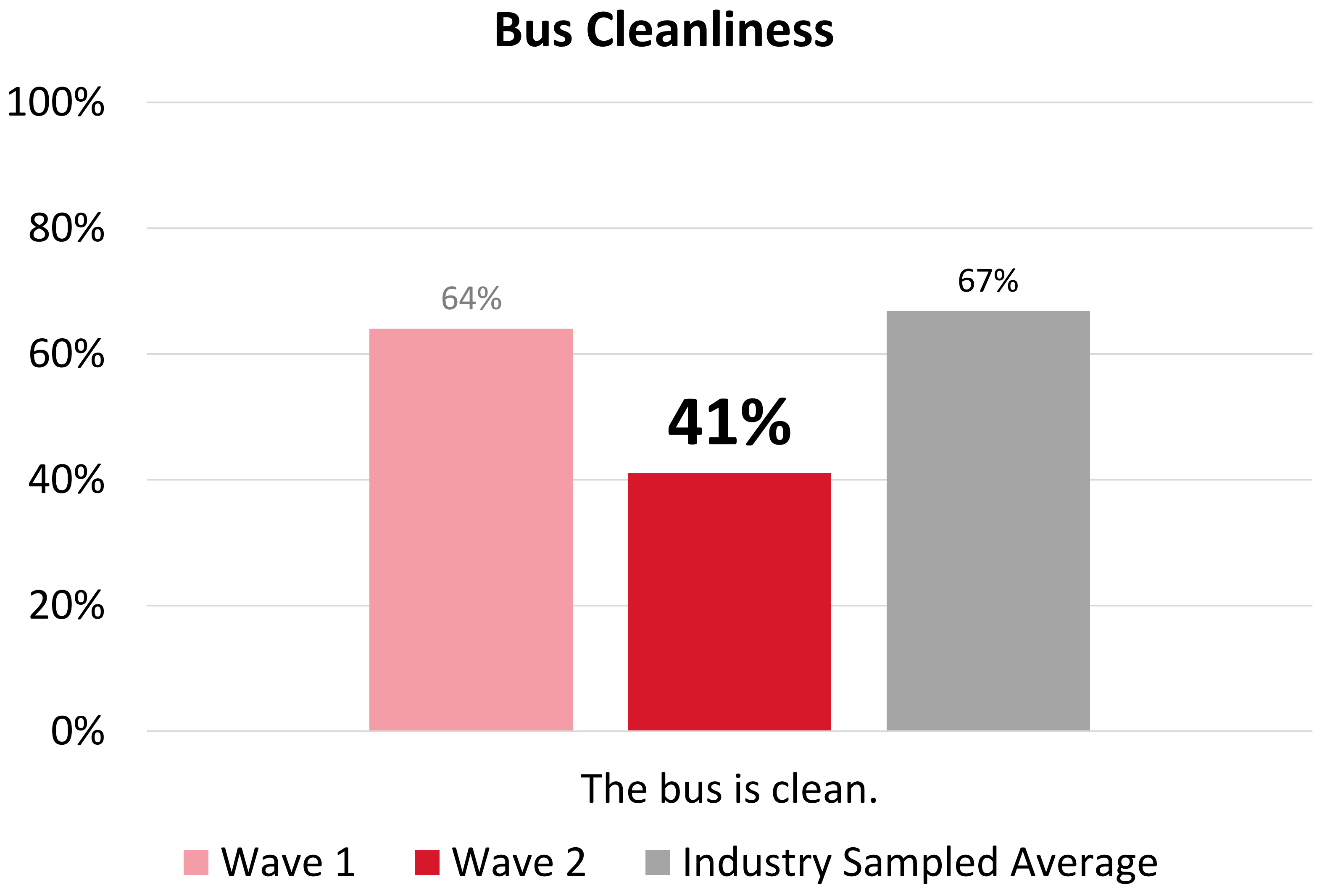
**Only asked to Customers dissatisfied with on-time performance.*

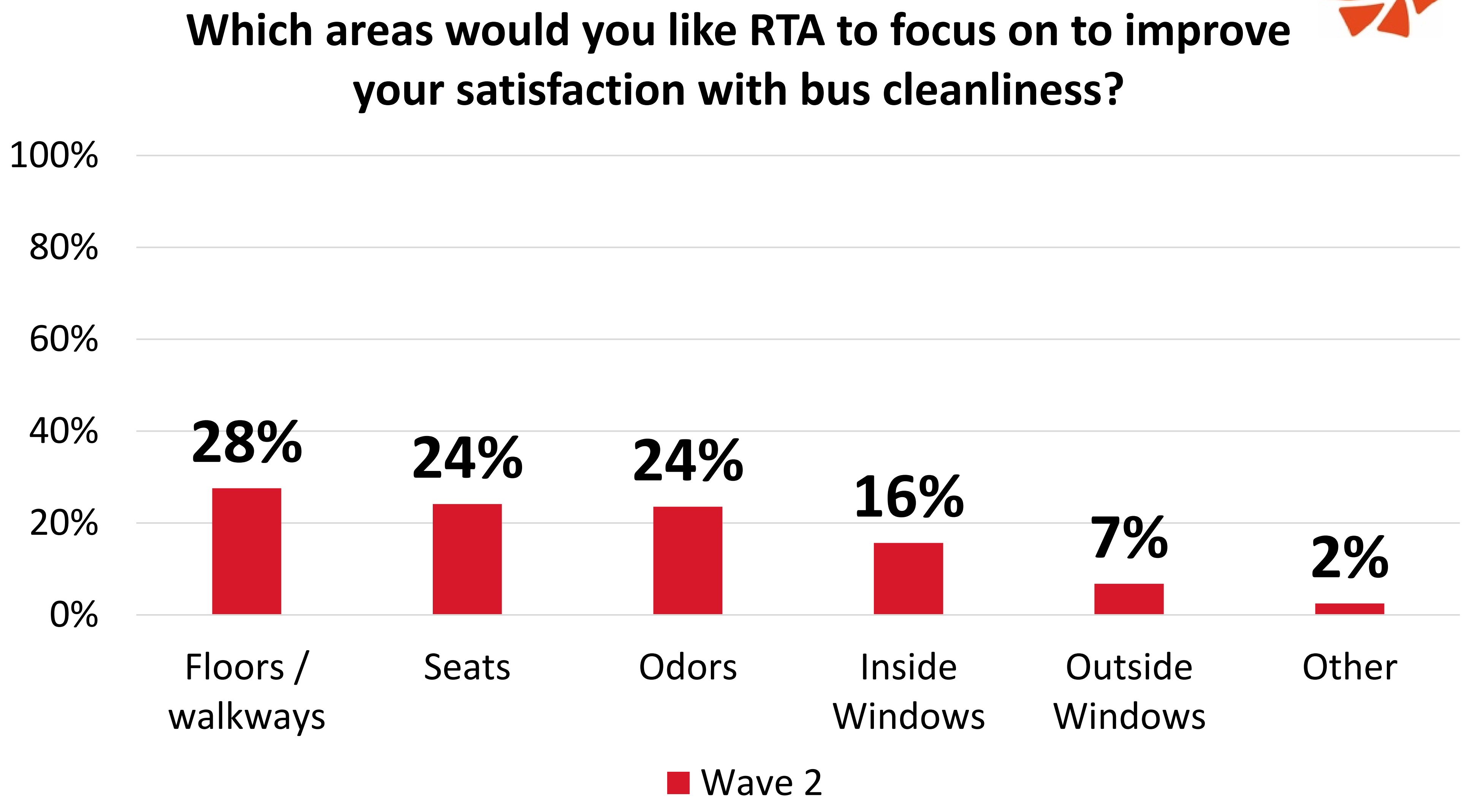
Bus Cleanliness

- 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.

TransPro Insight

Bus Cleanliness continues to be the factor with the lowest level of satisfaction and is now the second most important factor to customers. A plan of action on bus cleanliness is established and being tested. It is important to transparently communicate the activity to customers.



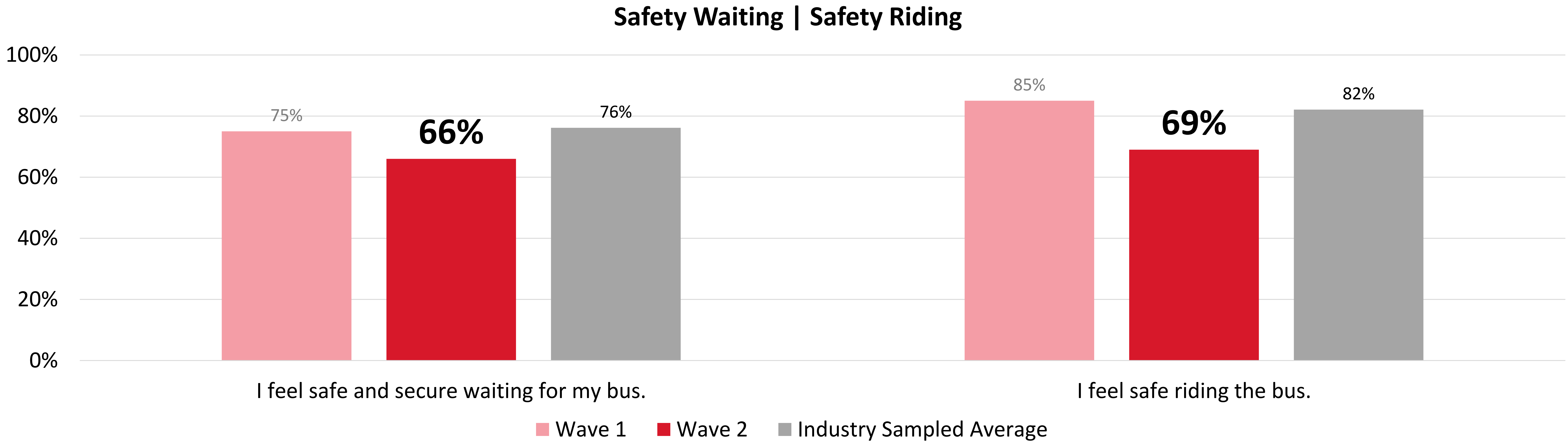


Safety Waiting and Riding

- 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%).

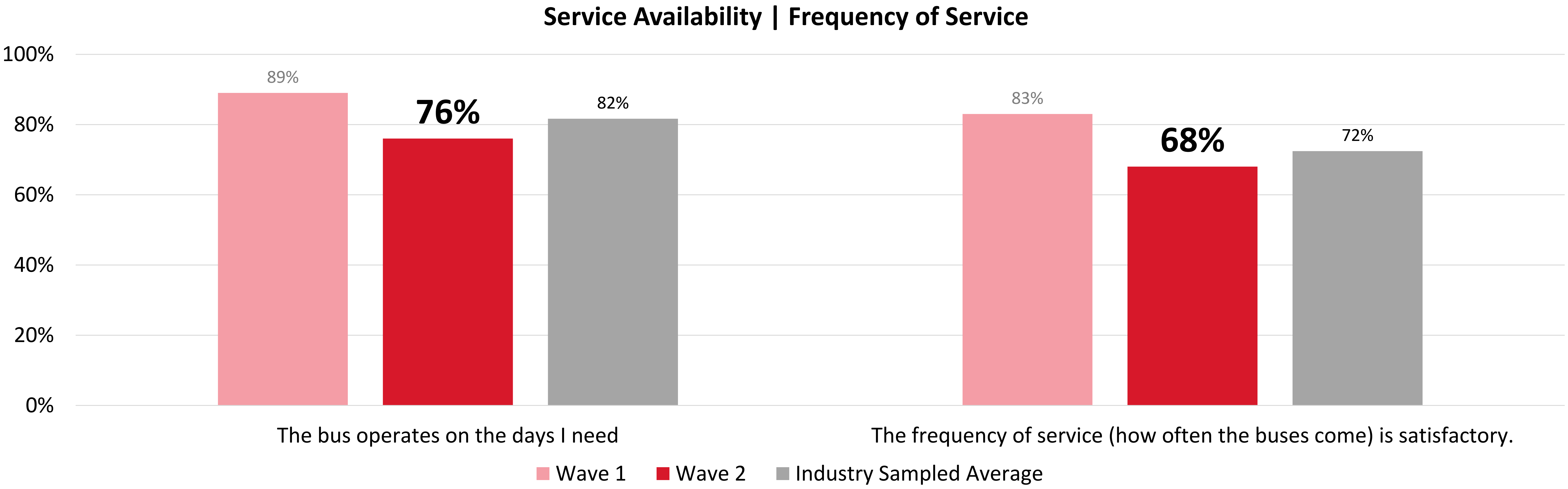
TransPro Insight

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.



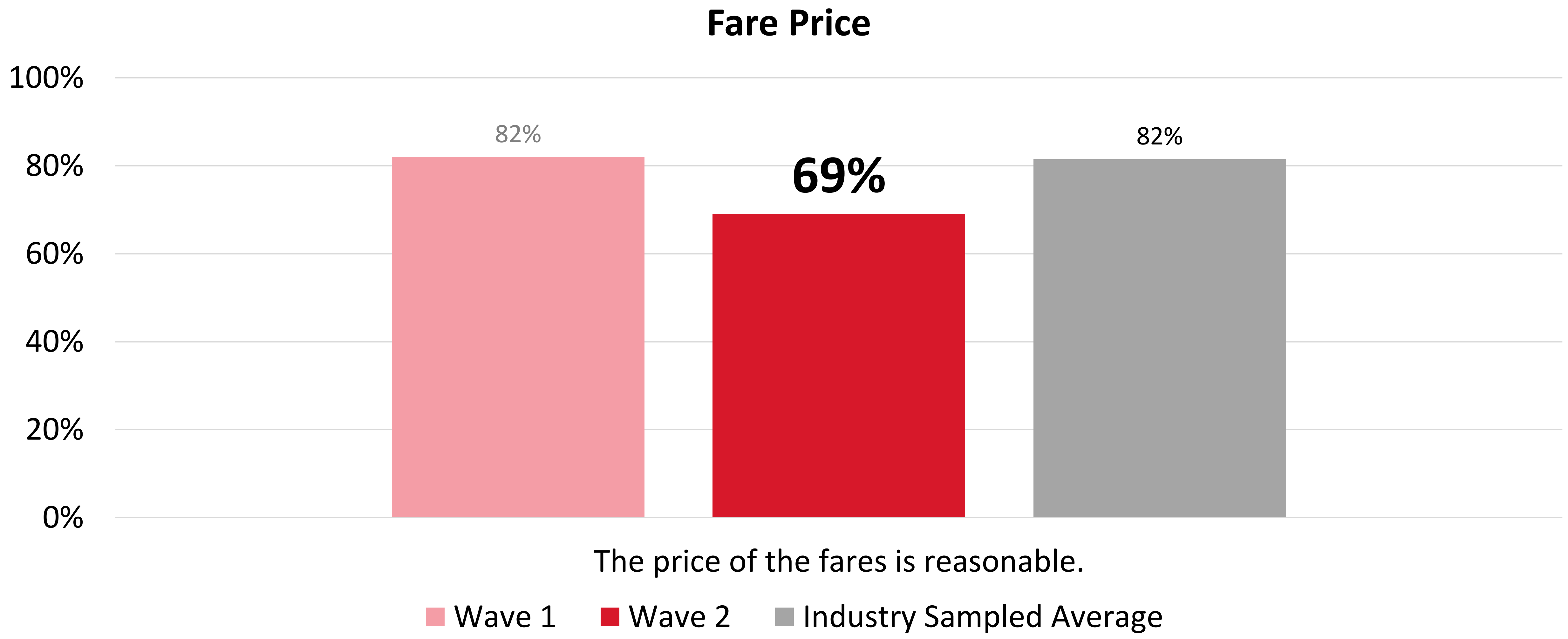
Service Availability and Frequency

- 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%).



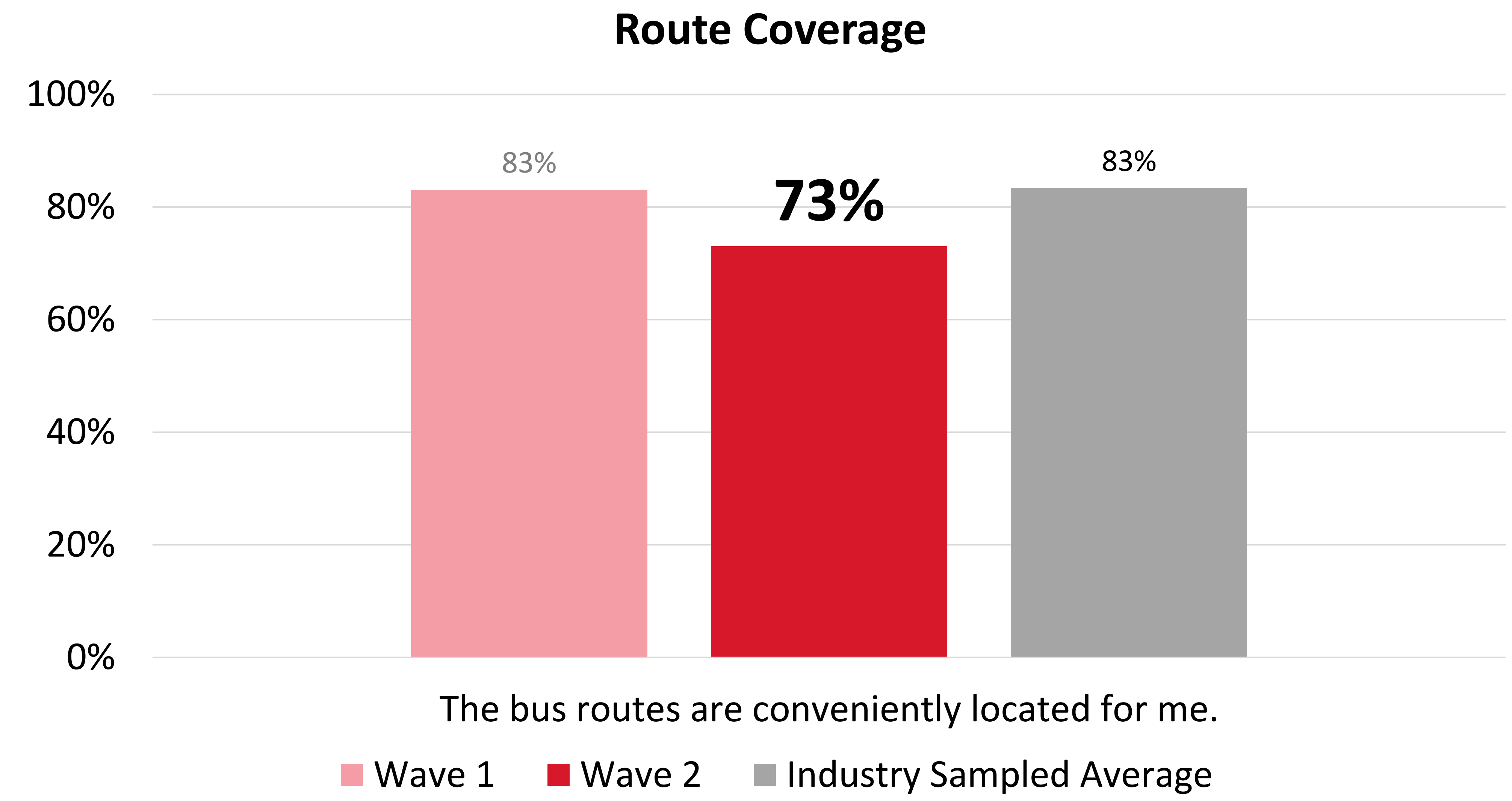
Fare Price

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



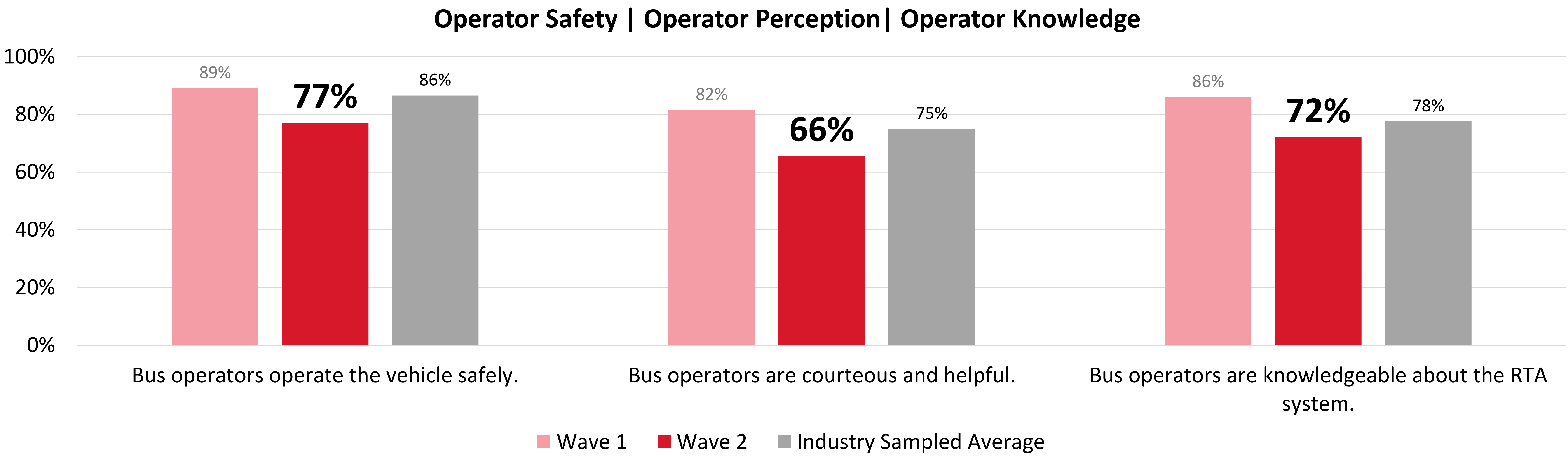
Route Coverage

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



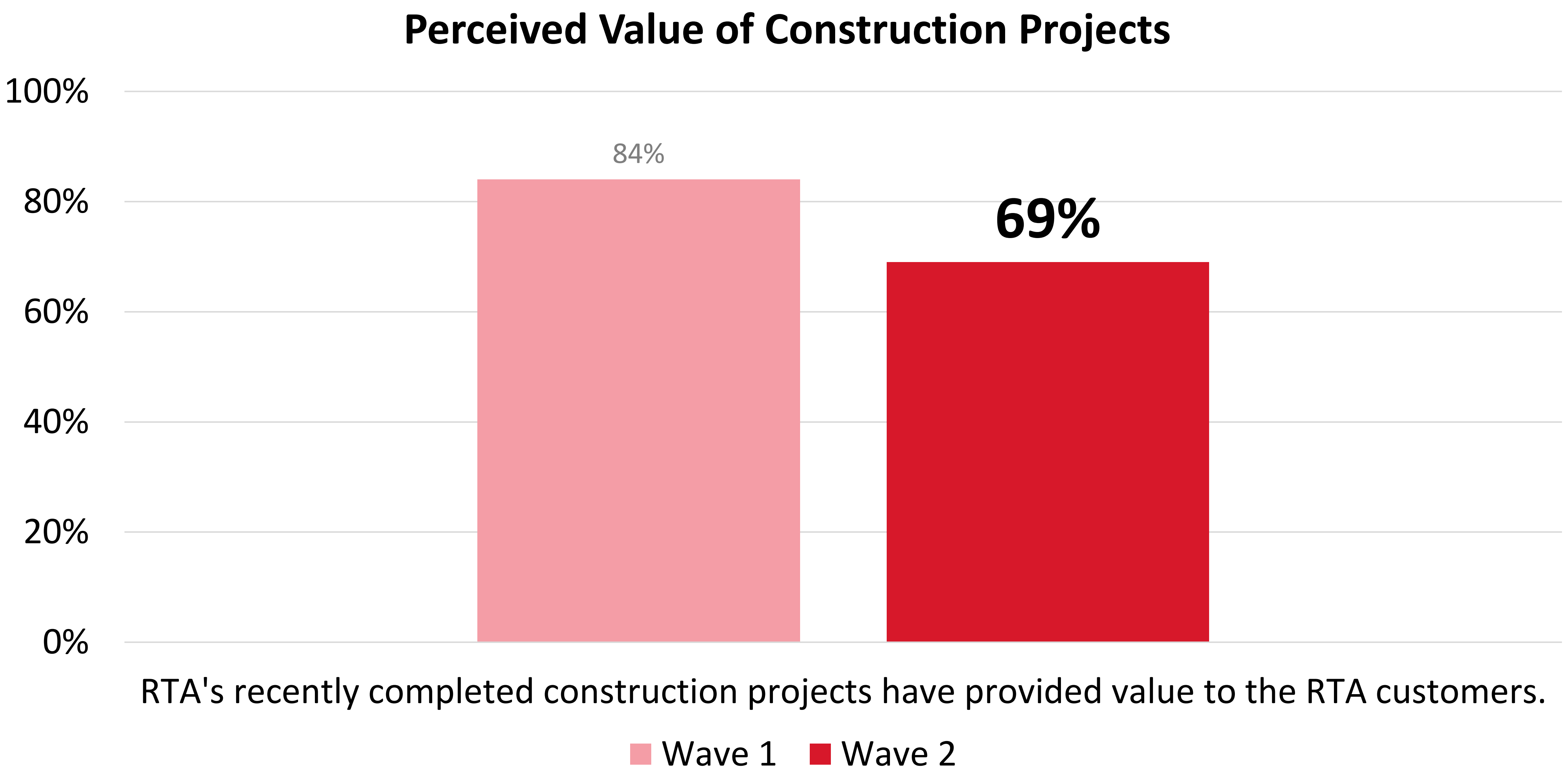
Perception of Operators

- 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%).



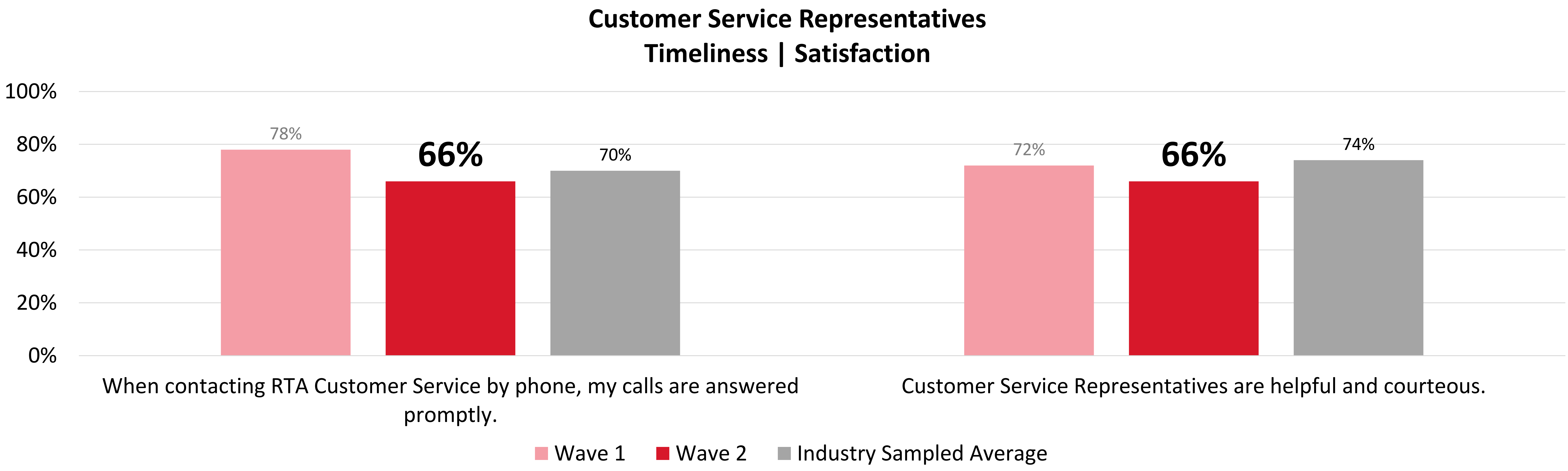
Capital Projects

- 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%).



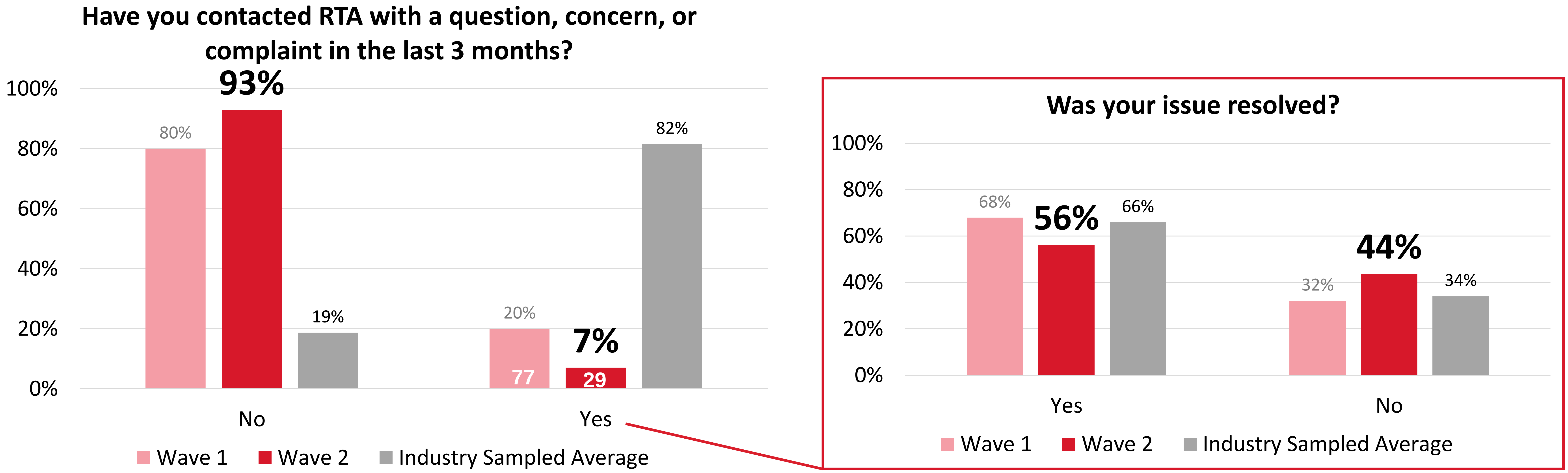
Customer Service Representatives

- 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%).



Issue Resolution

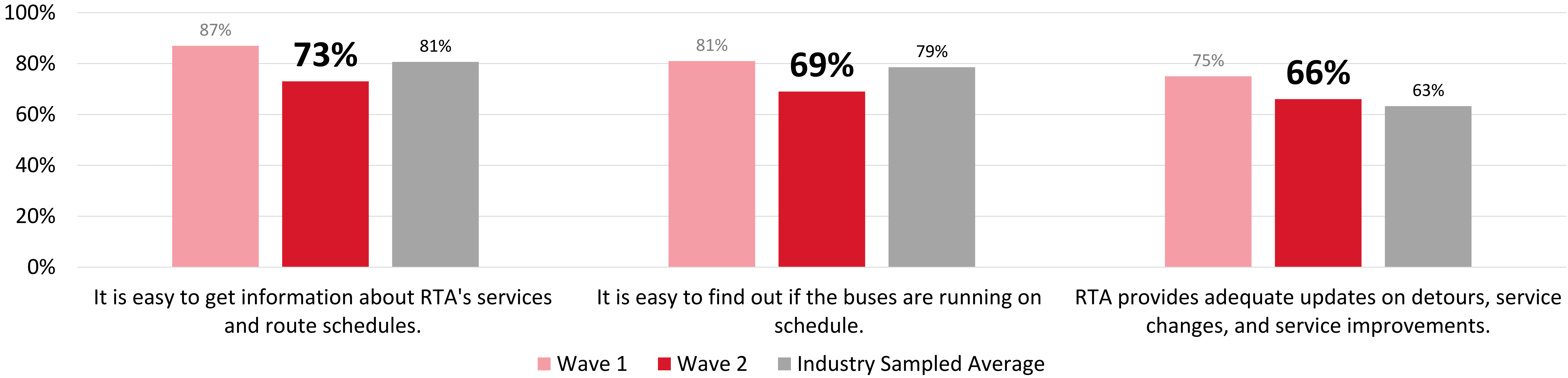
- 7% of Fixed-Route Customers (29 respondents) have contacted RTA with a question, concern, or complaint in the last 3 months, which is 65% lower than Wave 1 (20%).
- Of the 7% who contacted RTA, 56% agreed that their issue was resolved, which is 17% lower than Wave 1 (68%).



Communications Materials

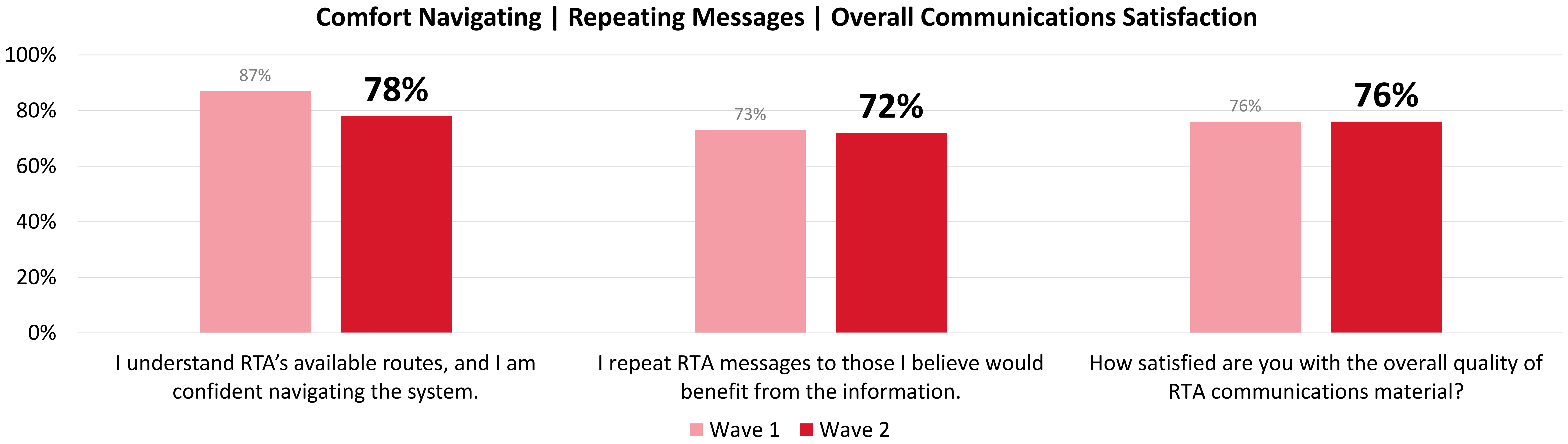
- 73% of Fixed-Route Customers believe it is easy to get information about RTA’s services and route schedules, which is 16% lower than Wave 1 (87%).
- 69% of Fixed-Route Customers believe it is easy to find out if the buses are running on schedule, which is 15% lower than Wave 1 (81%).
- 66% of Fixed-Route 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



Communications Materials

- 78% of Fixed-Route Customers understand RTA's available routes and are confident navigating the system, which is 10% lower than Wave 1 (87%).
- 72% of Fixed-Route Customers repeat RTA messages to those they believe would benefit from the information, which is similar to Wave 1 (73%).
- 76% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is the same as Wave 1.



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…

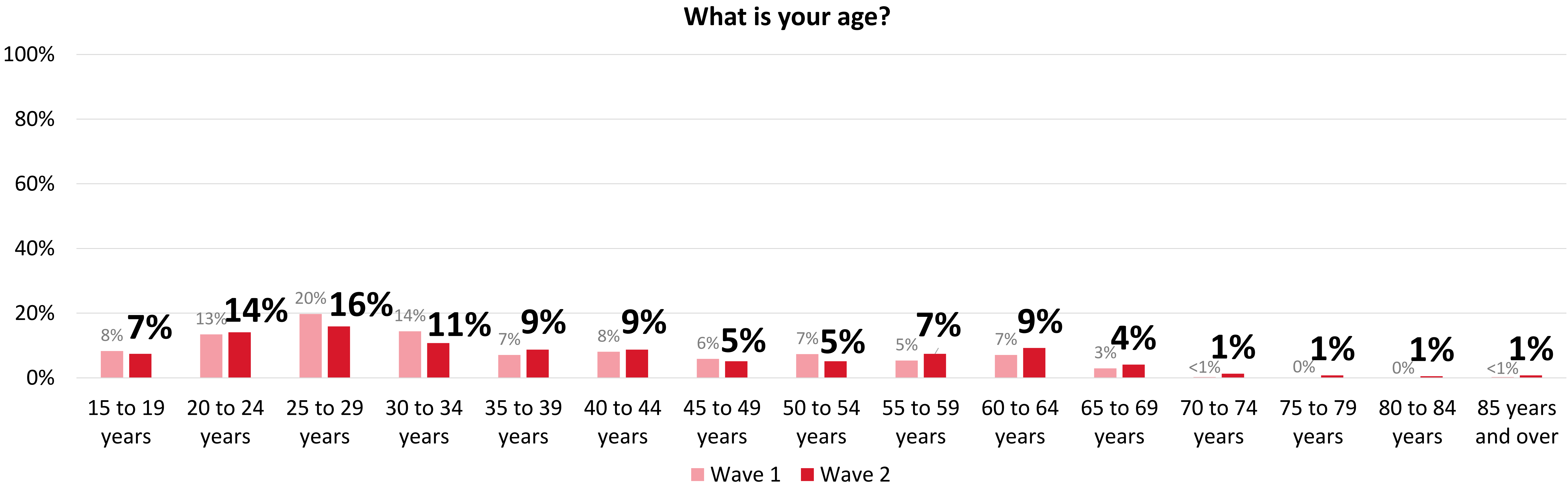
1. Bus Cleanliness
2. On-Time Performance
3. Buses being operated safely

Customer Characteristics

Bus Rapid Transit

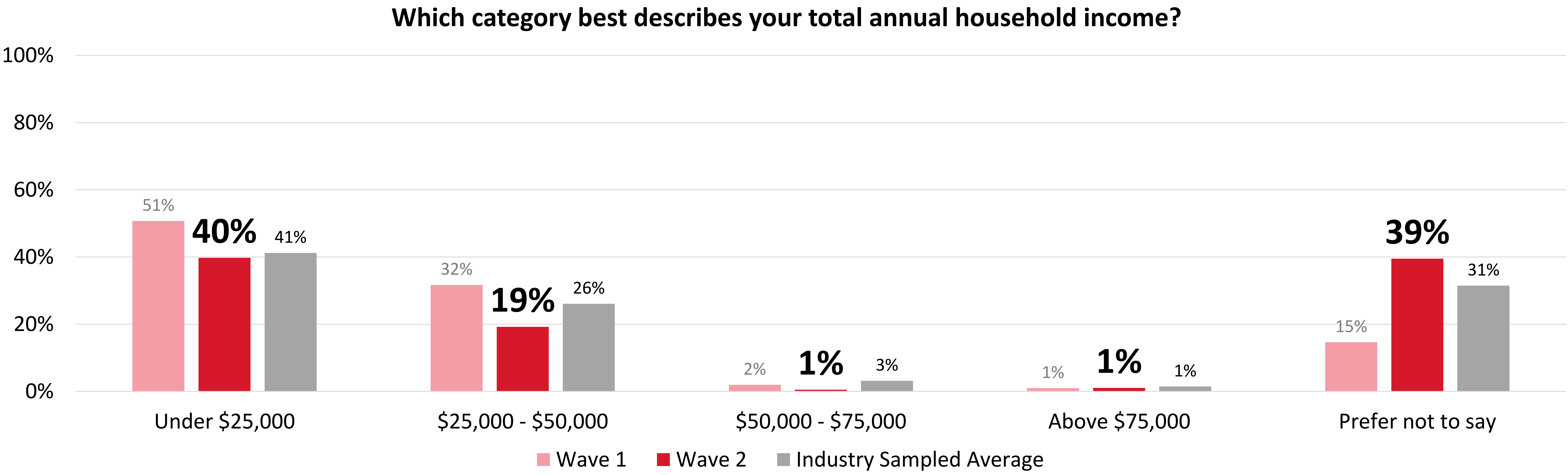
Customer Characteristics

- BRT Customers are most frequently 25-29 years old (16%), which is 20% lower than Wave 1 (20%).



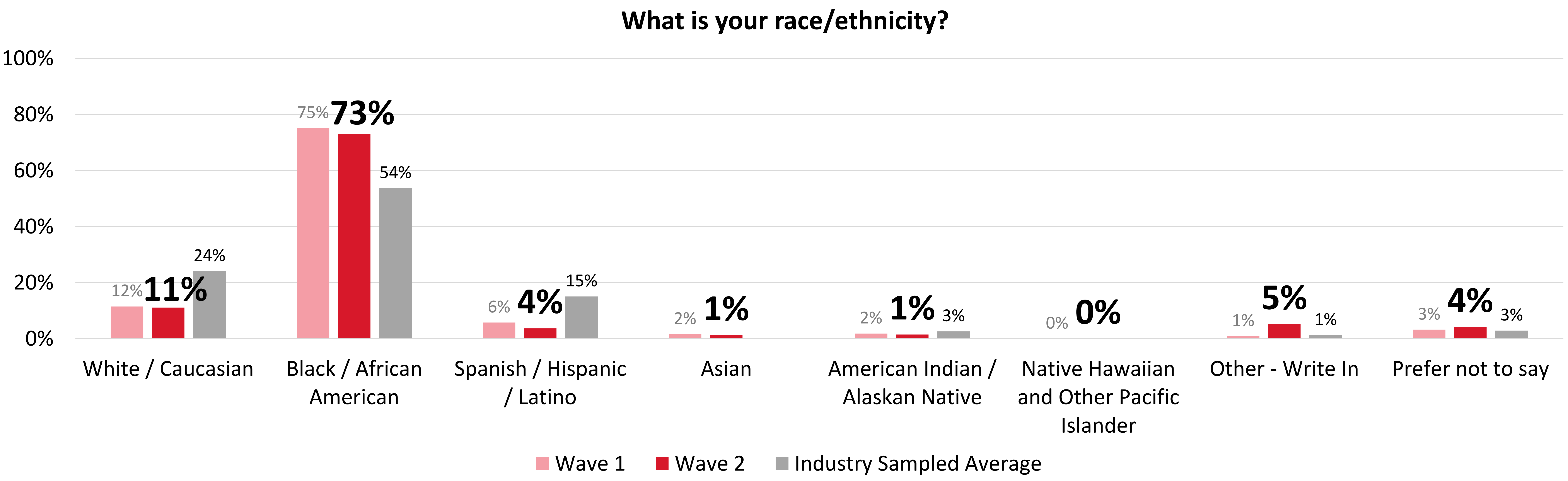
Customer Characteristics

- 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%).



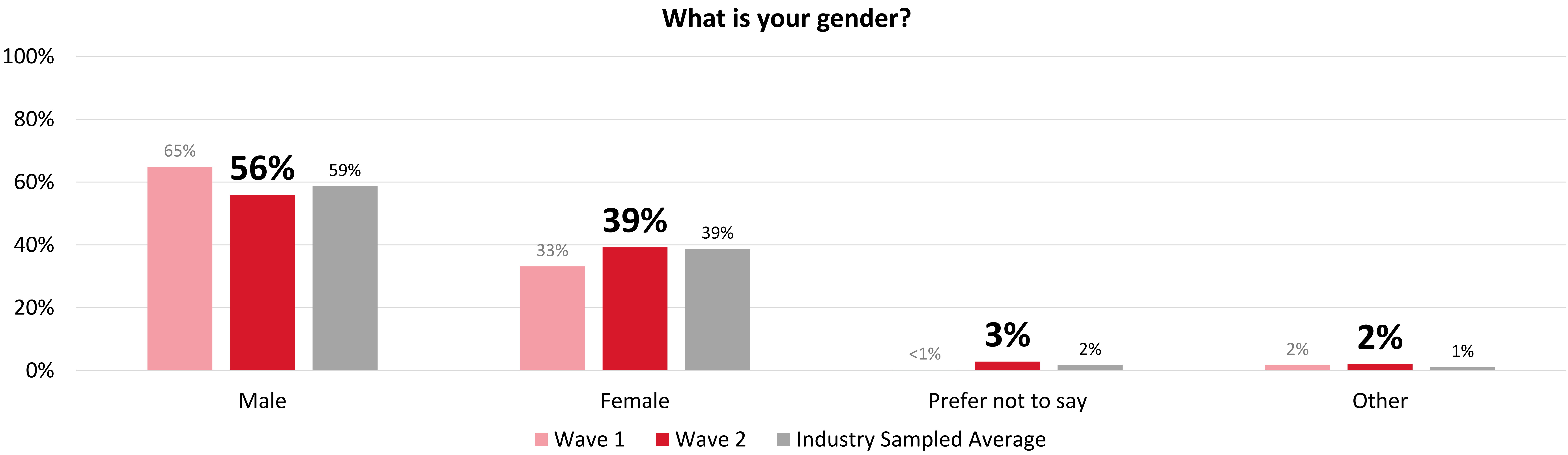
Customer Characteristics

- BRT Customers are most frequently Black / African American (73%), which is similar to Wave 1 (75%).



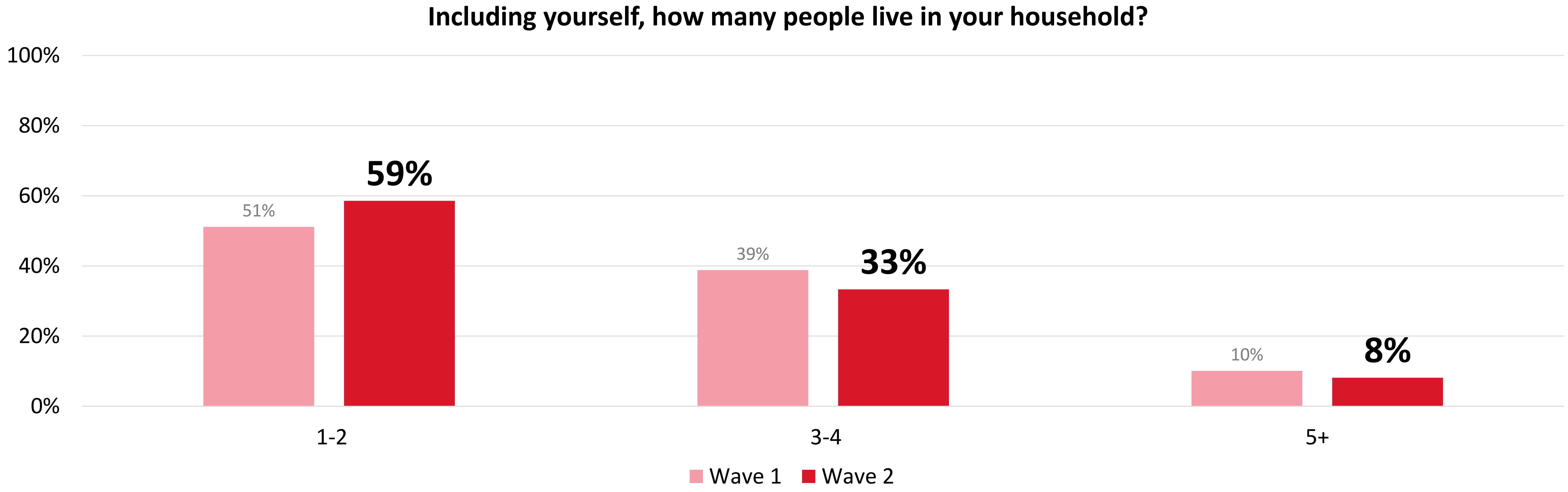
Customer Characteristics

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



Household Size

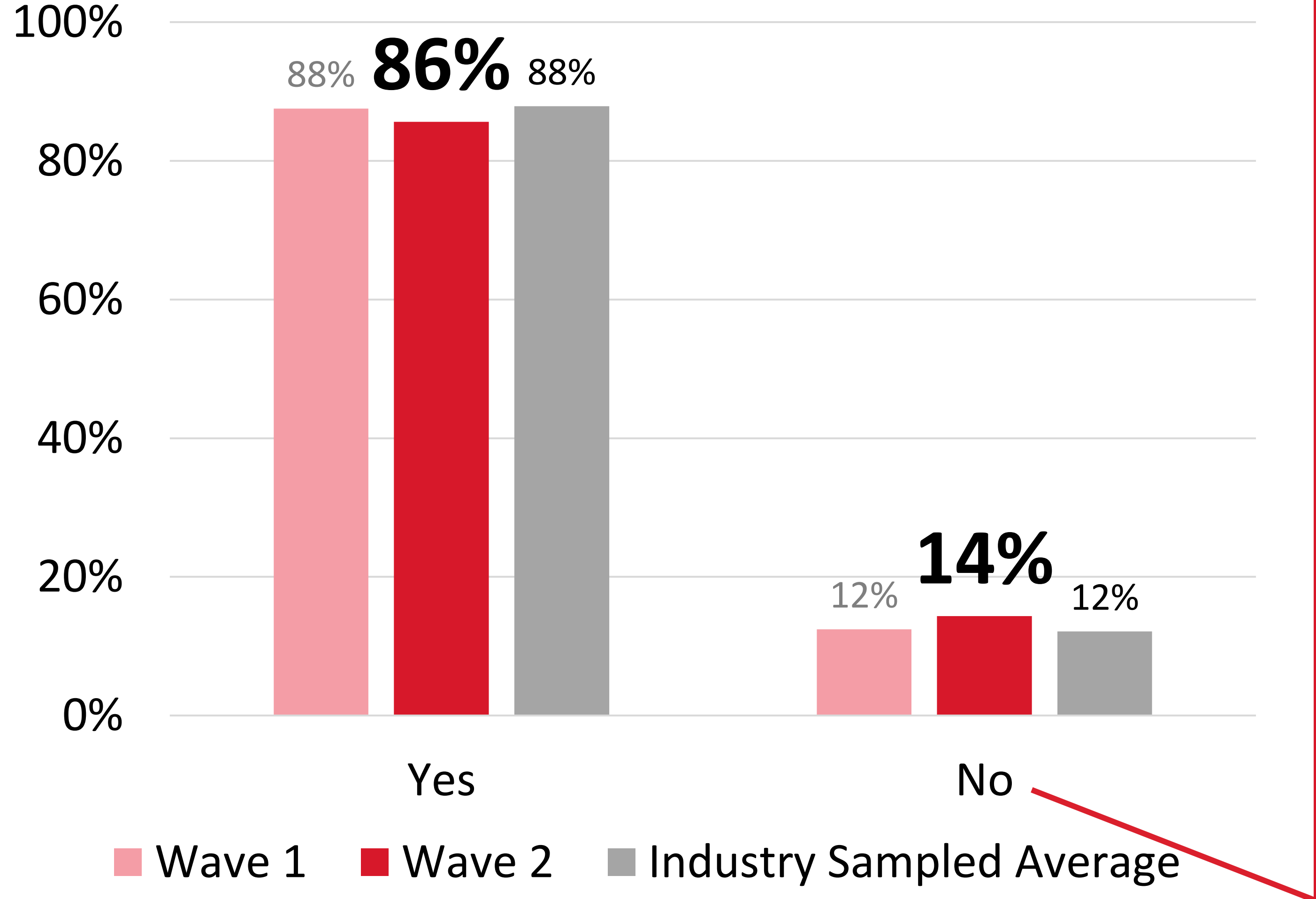
- BRT Customers most frequently have household sizes of 1-2 people (59%), which is 14% higher than Wave 1 (51%).



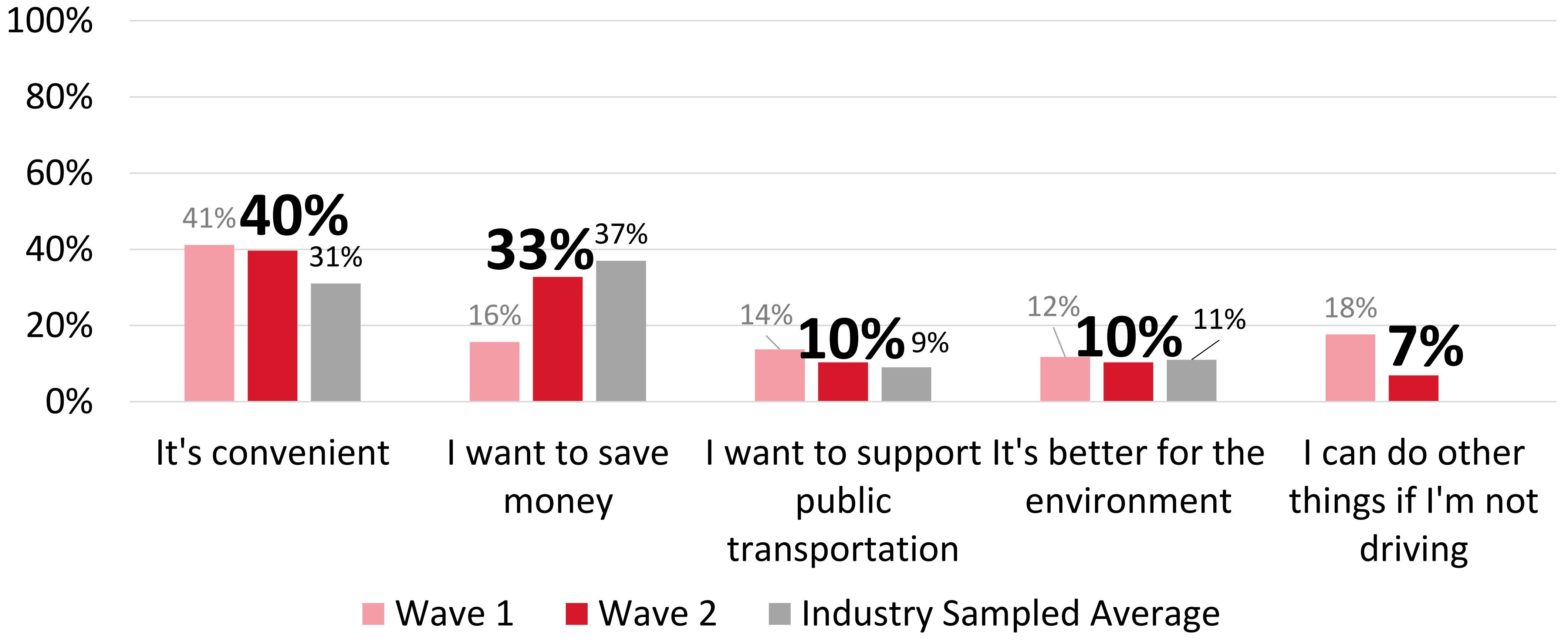
Transit Dependence and Choice Riders

- 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?

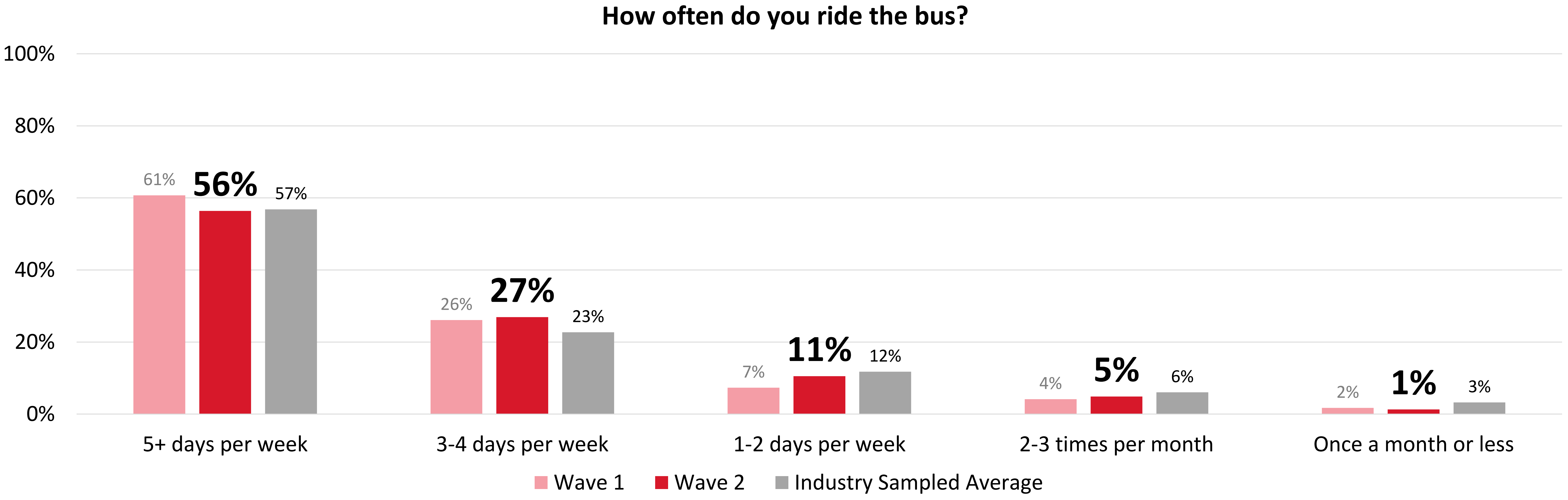


If you do have other options, what is the #1 reason you choose public transportation?



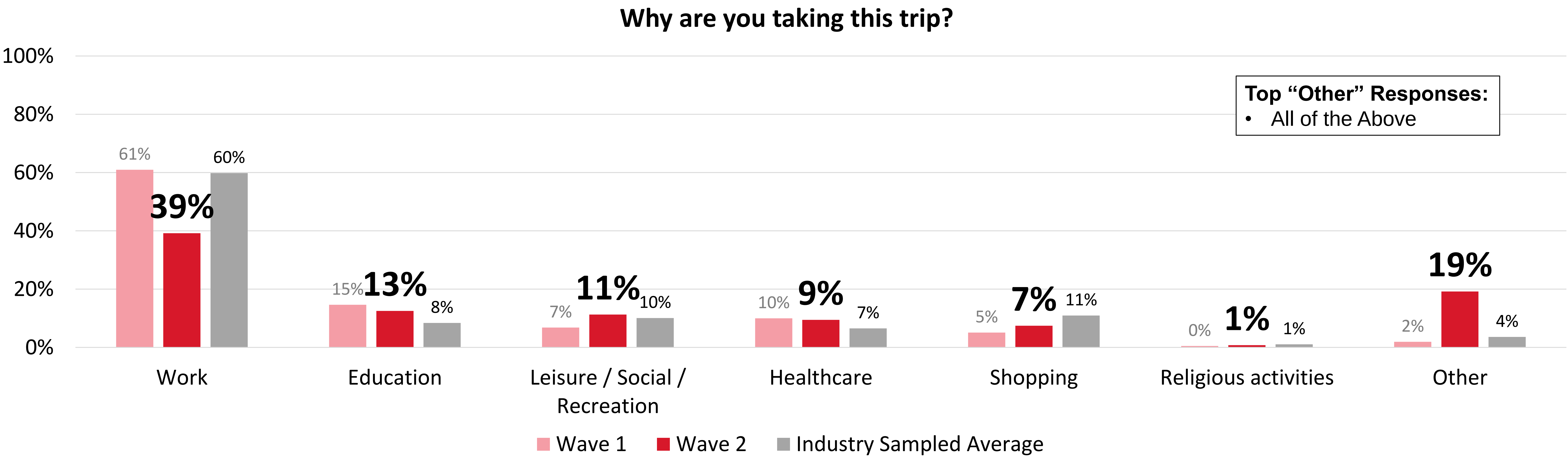
Trip Frequency

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



Trip Purpose

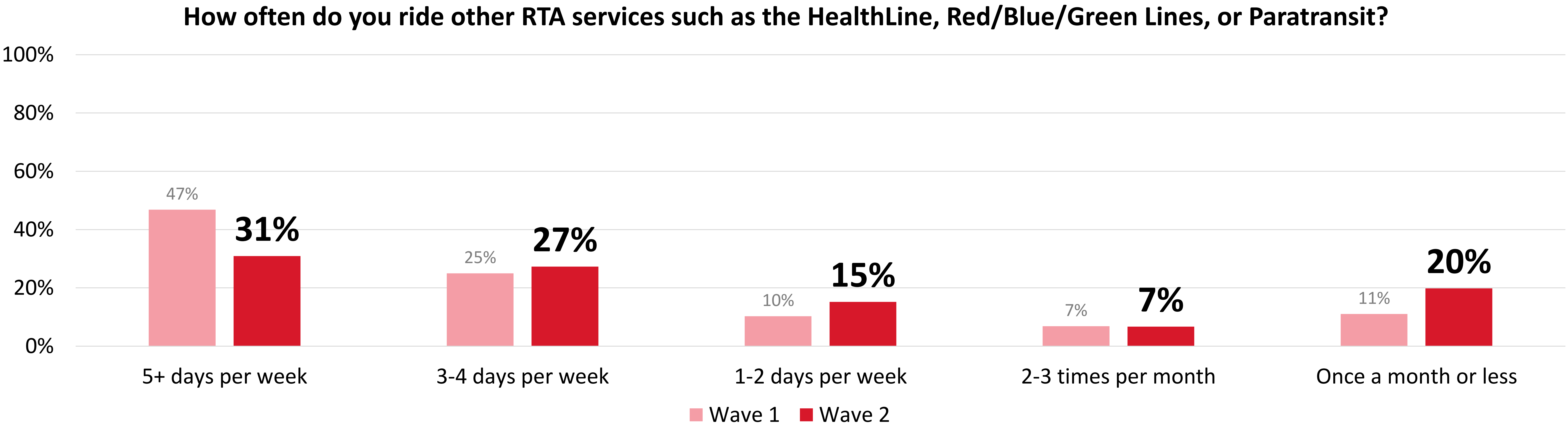
- BRT Customers most frequently ride the bus to get to work (39%), which is 36% lower than Wave 1 (61%).
- 19% of BRT Customers responded “Other,” of which a majority responded “all of the above” or some combination of categories, which maybe potentially skewing all the categories downward.



Top “Other” Responses:
- All of the Above

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%).



Customer Impressions

Bus Rapid Transit

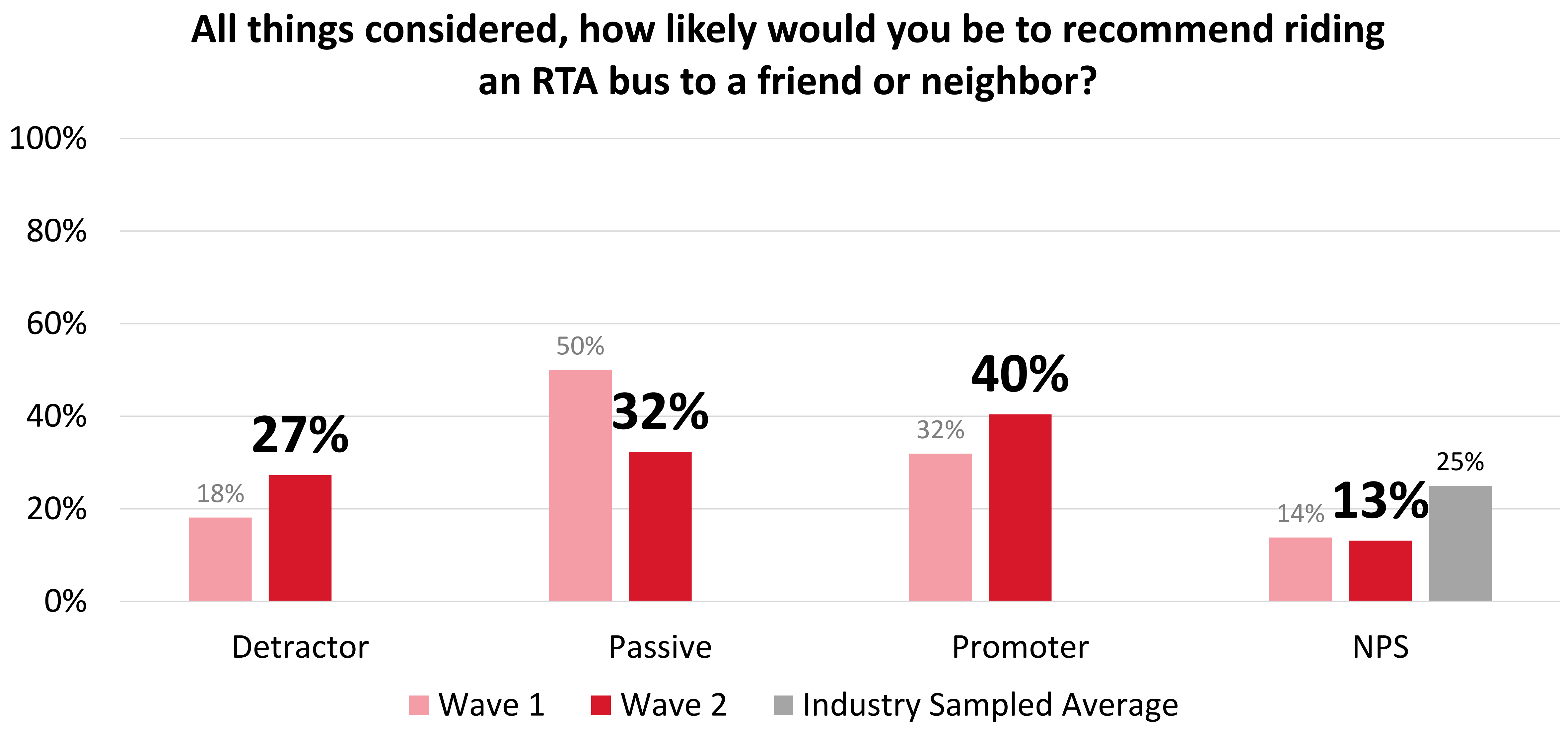
Net Promoter Score

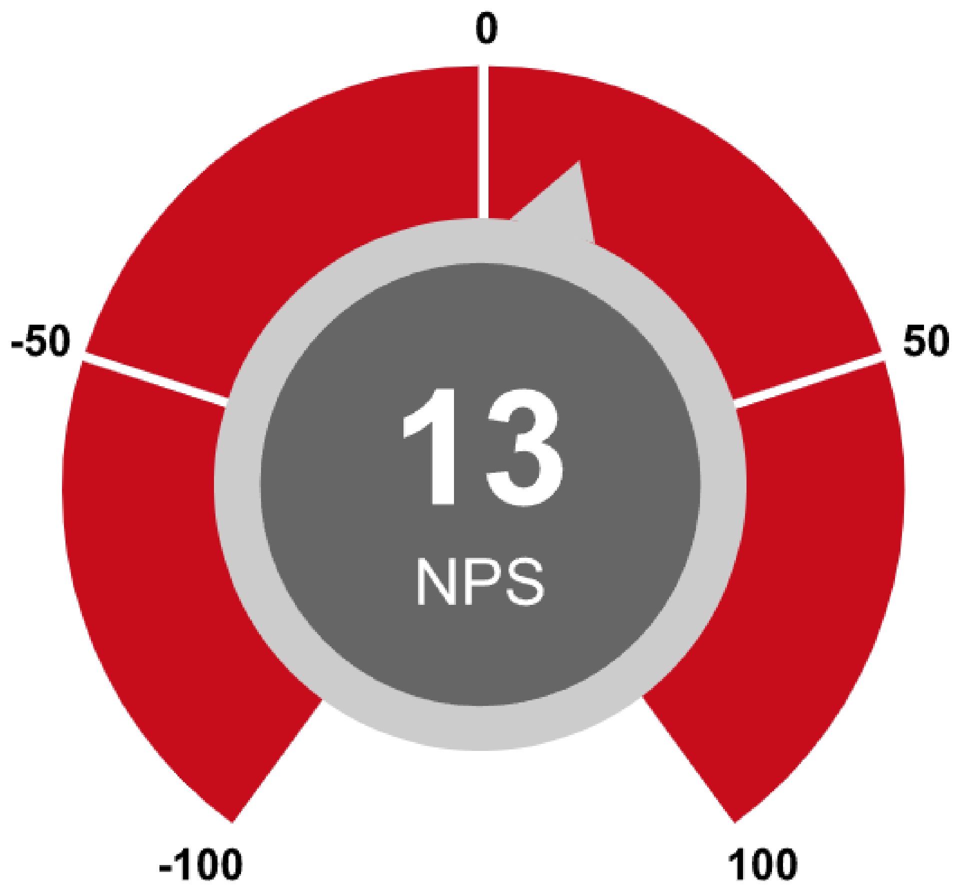
Bus Rapid Transit

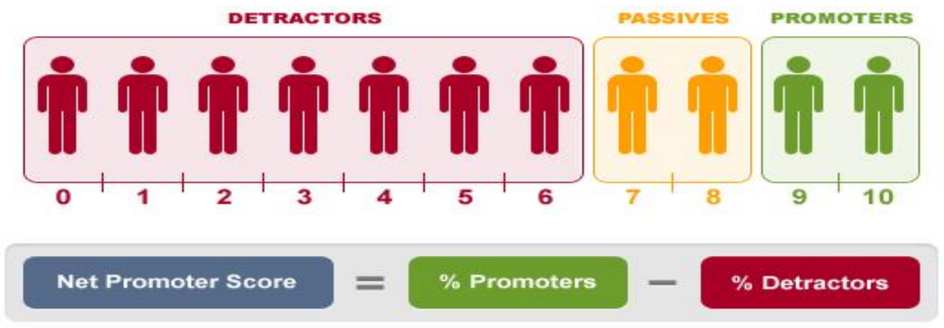
TransPro Insight

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%).

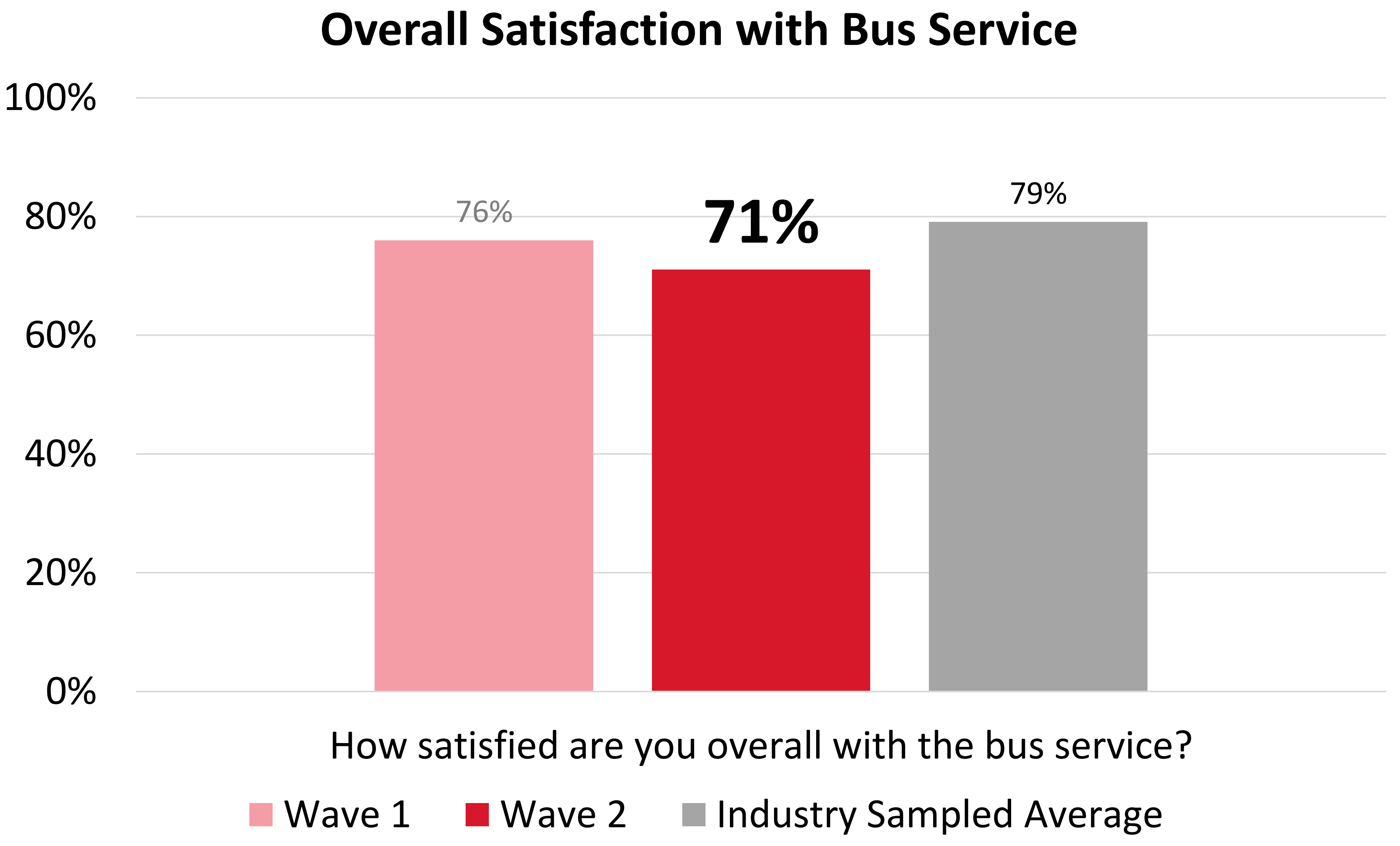

All things considered, how likely would you be to recommend riding an RTA bus to a friend or neighbor?

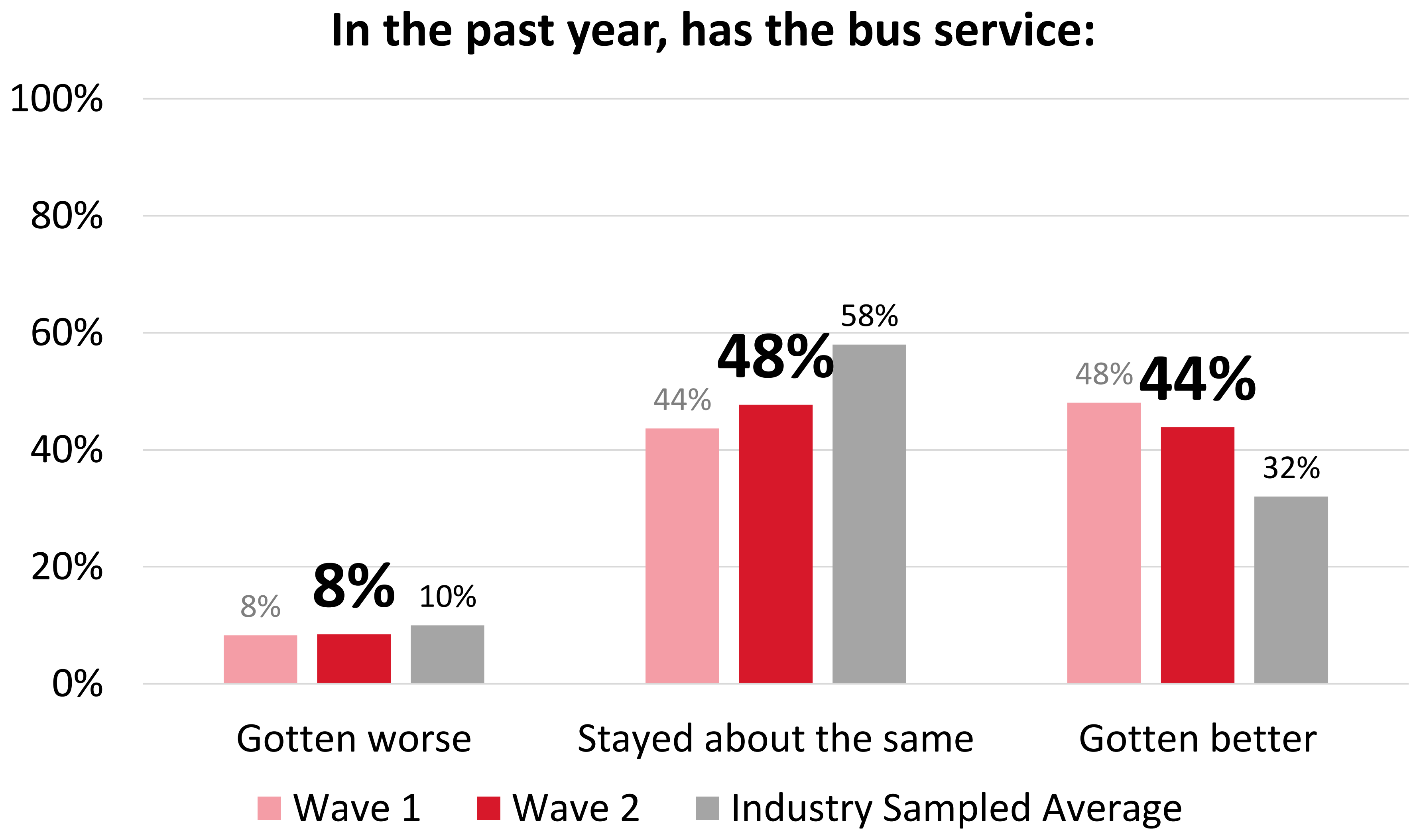



DETRACTORS
PASSIVES
PROMOTERS
0
1
2
3
4
5
6
7
8
9
10
Net Promoter Score
=
% Promoters
−
% Detractors

Fixed-Route Satisfaction

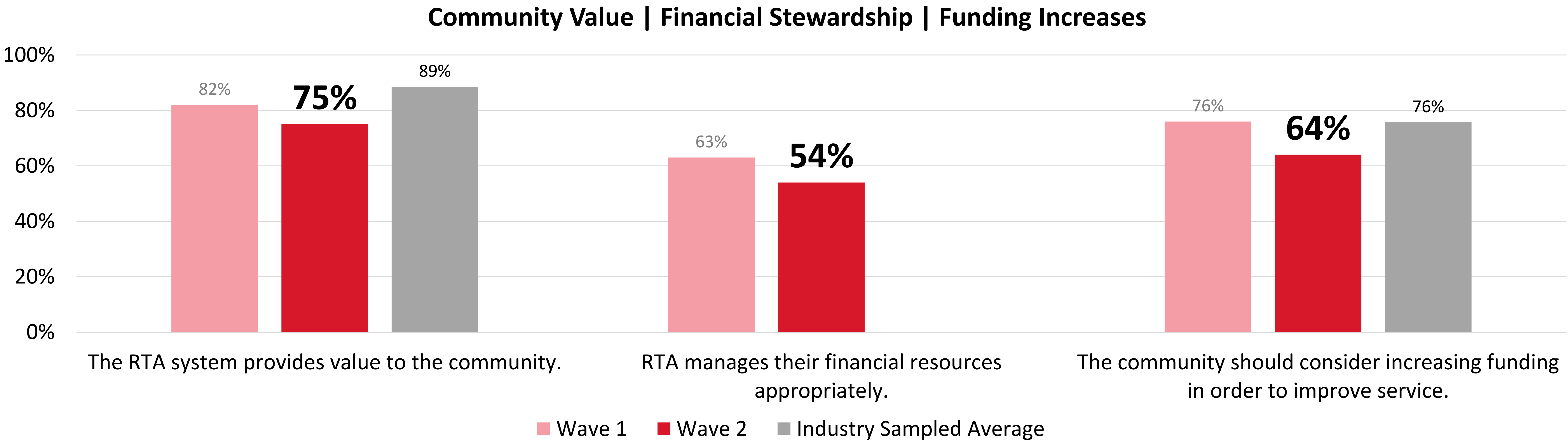
- 71% of BRT Customers are satisfied with the overall bus service, which is 7% lower than Wave 1 (76%).
- 44% of BRT Customers believe the bus service has gotten better, which is 9% lower than Wave 1 (48%).


Overall Satisfaction with Bus Service


In the past year, has the bus service:

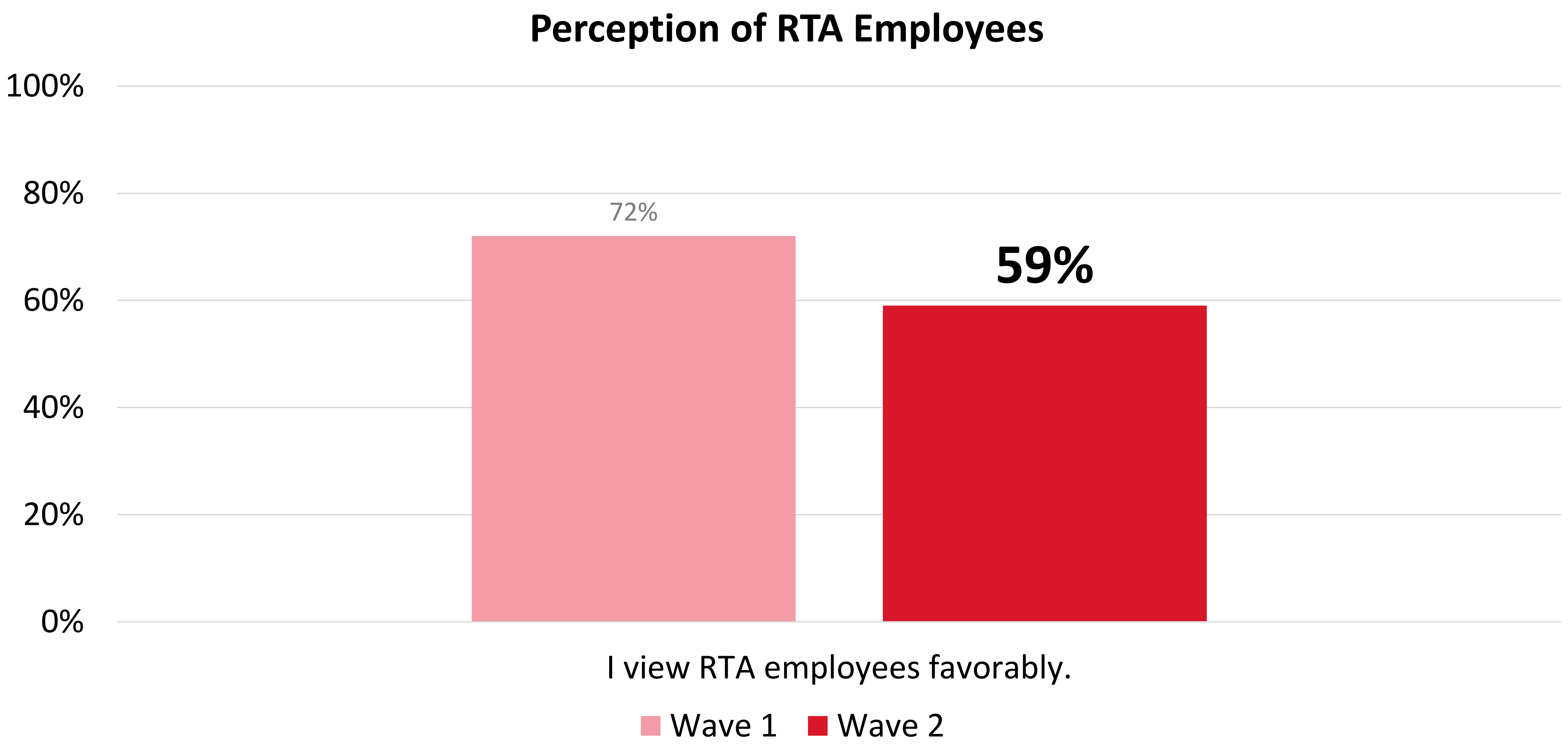
Customer Perception of GCRTA

- 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%).



Customer Perception of GCRTA Employees

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

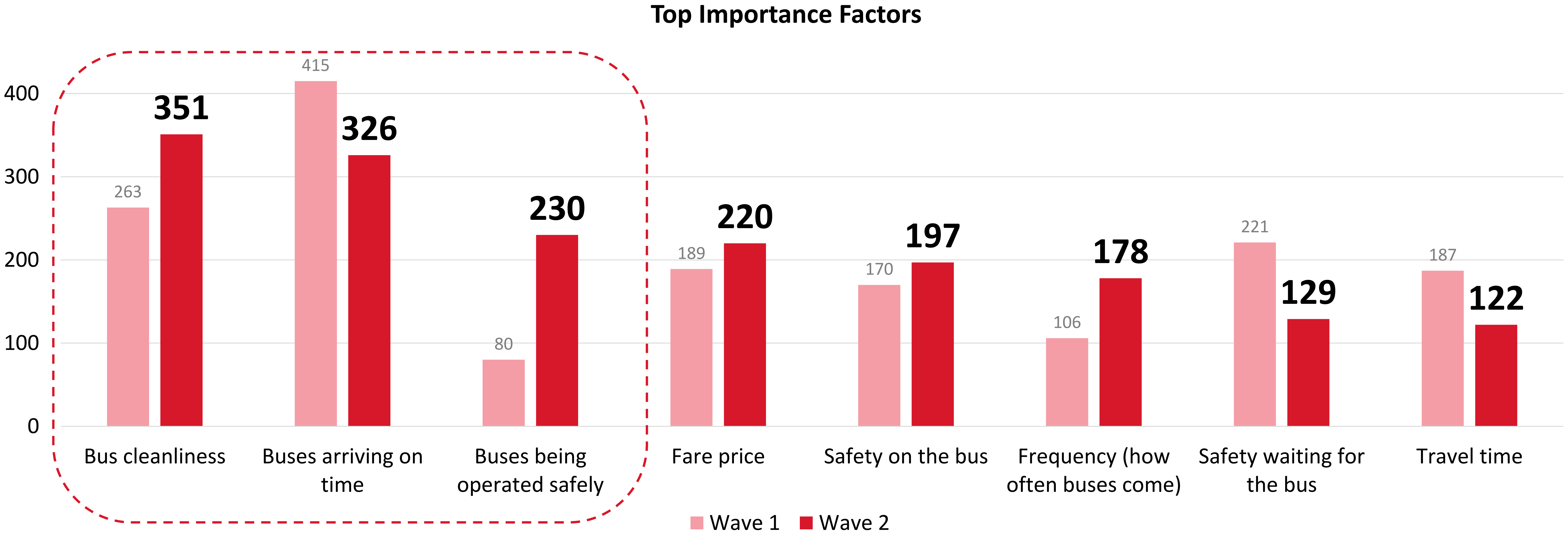


Customer Importance Factors

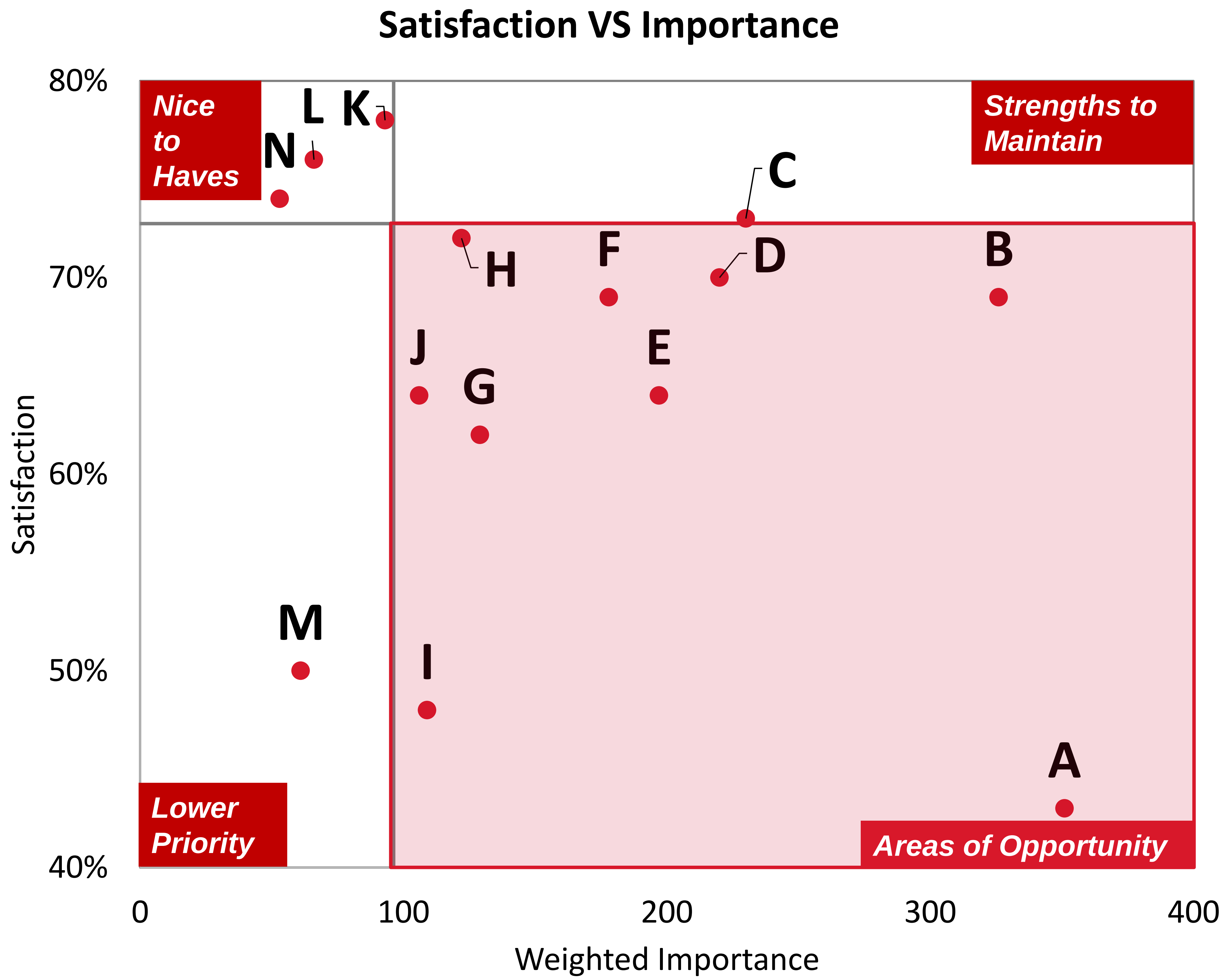
Bus Rapid Transit

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.



Key Driver Analysis



TransPro Insight

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

Legend

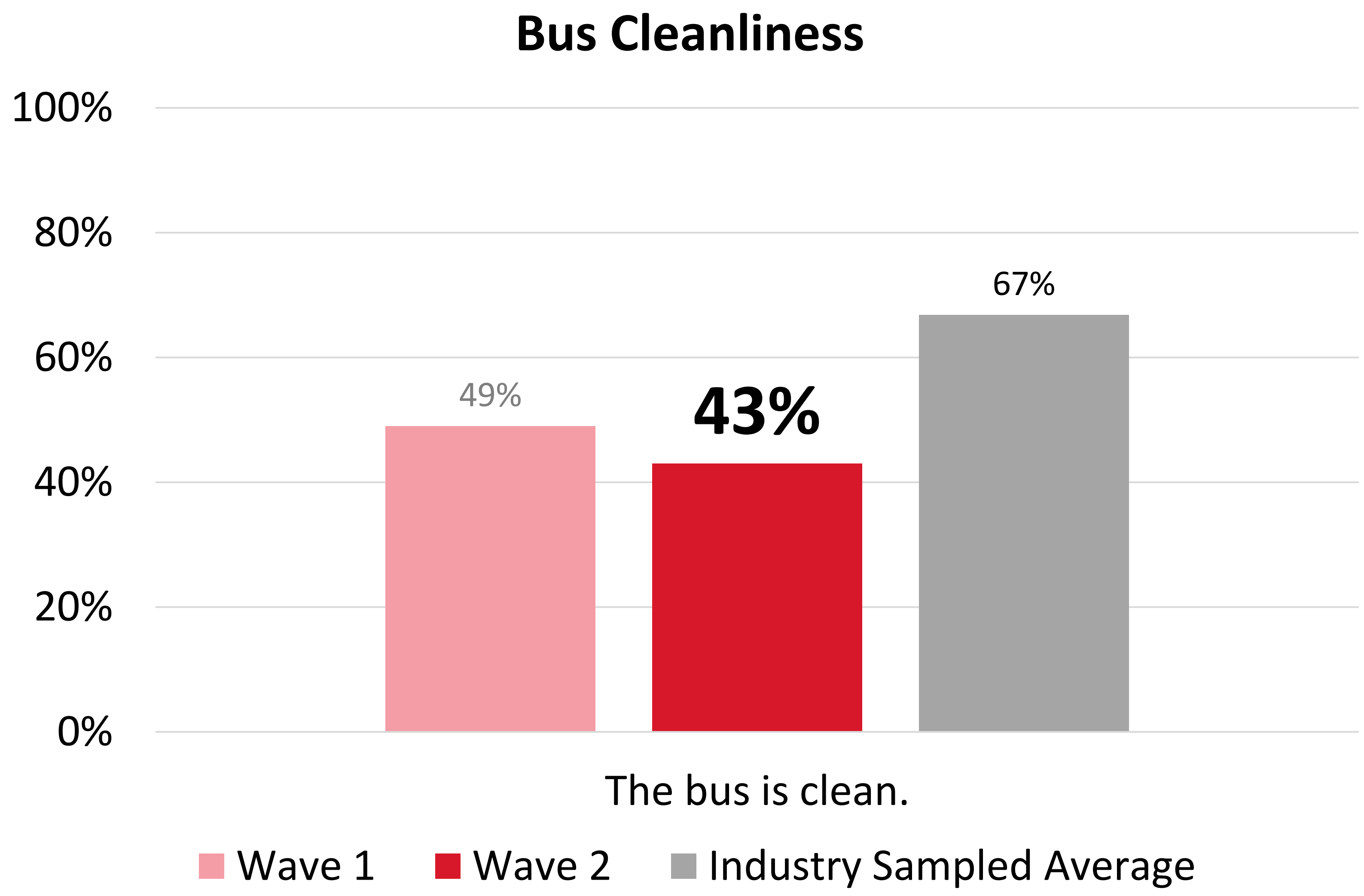
- ***A*** **– Bus Cleanliness**
- ***B*** **– On-Time Performance**
- *C* – Buses being operated safely
- ***D*** **– Fare Price**
- ***E*** **– Safety on the bus**
- ***F*** **– Frequency (how often buses come)**
- ***G*** **– Safety waiting for the bus**
- ***H*** **– Travel Time**
- ***I*** **– Responsiveness 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

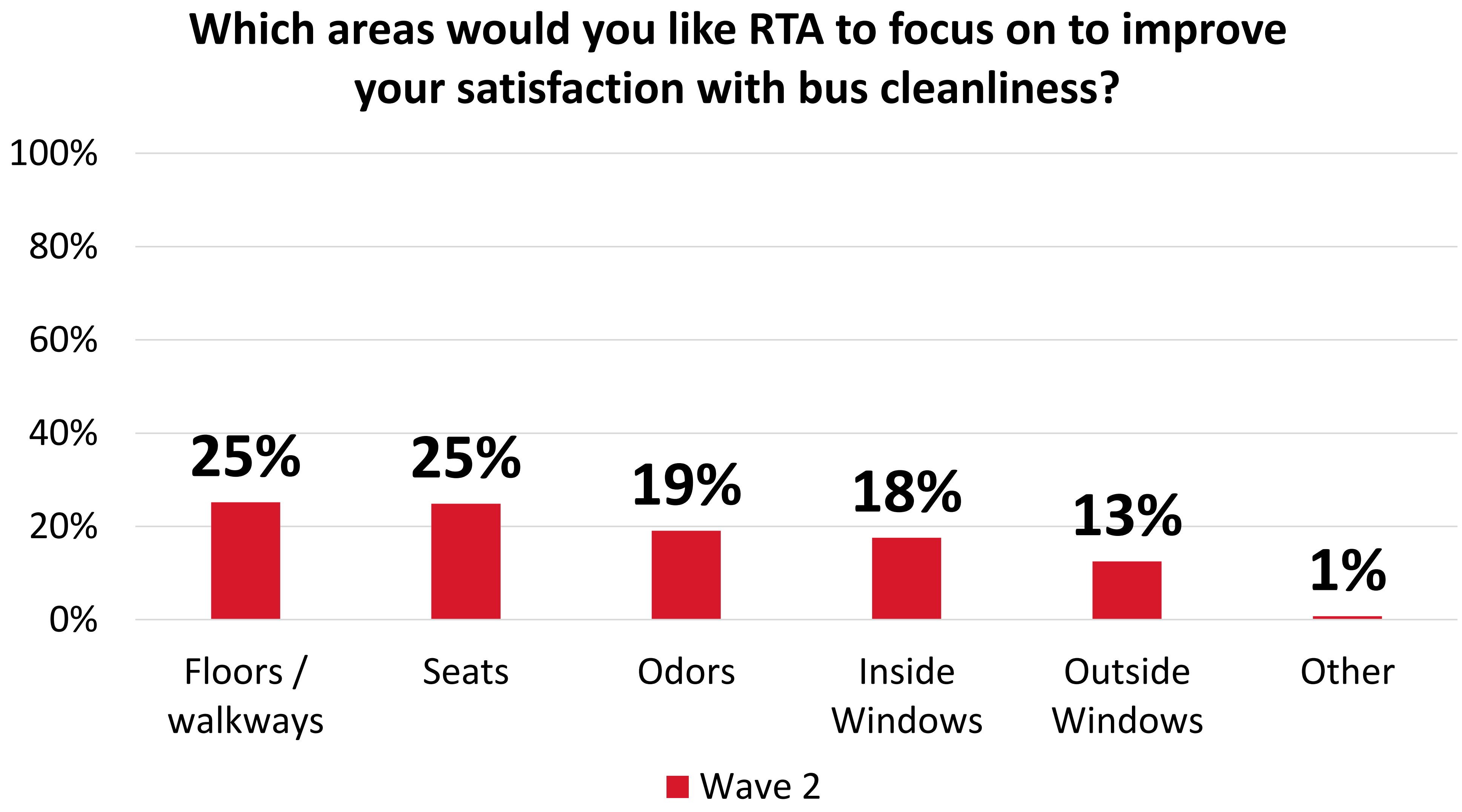
Bus Cleanliness

- 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.



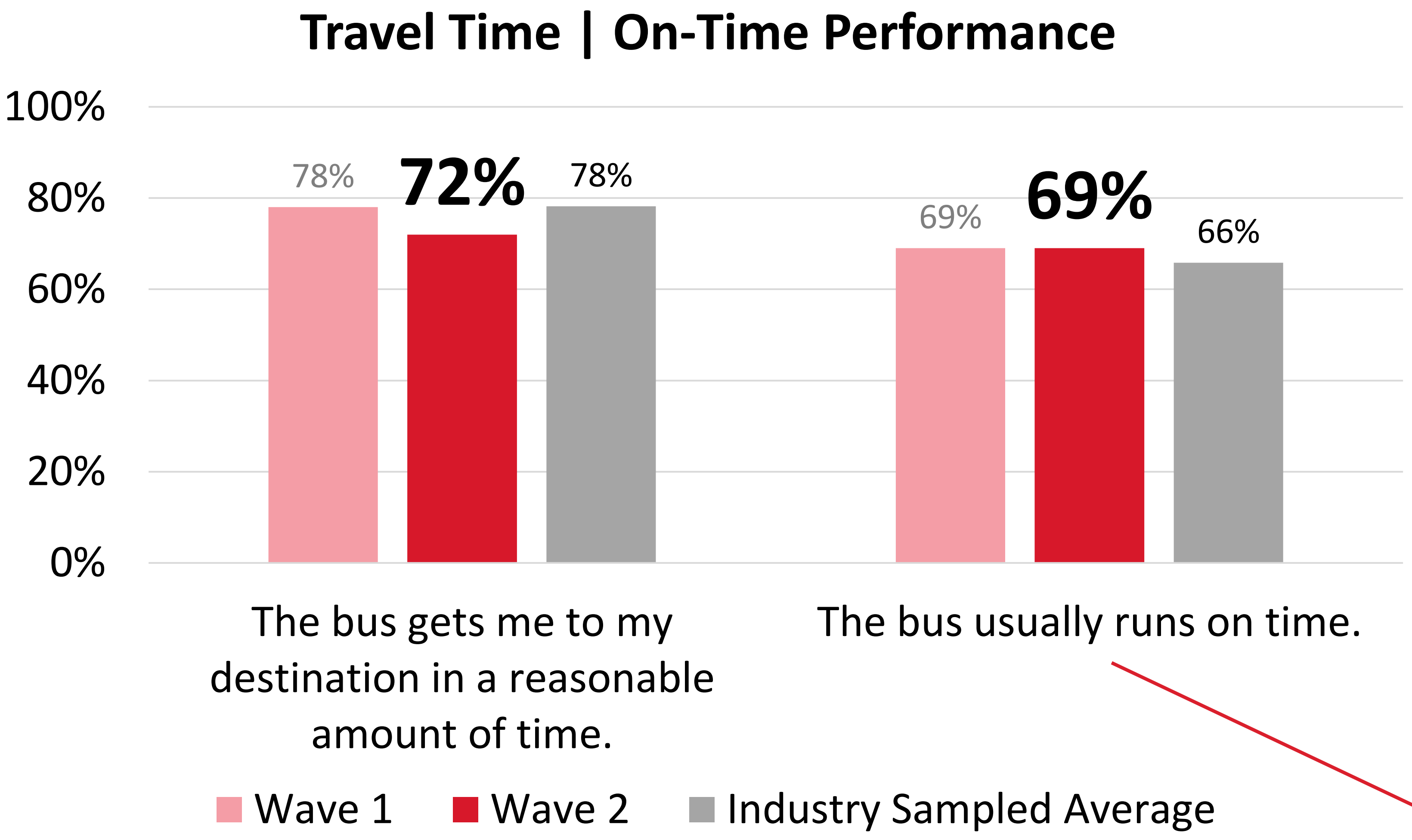


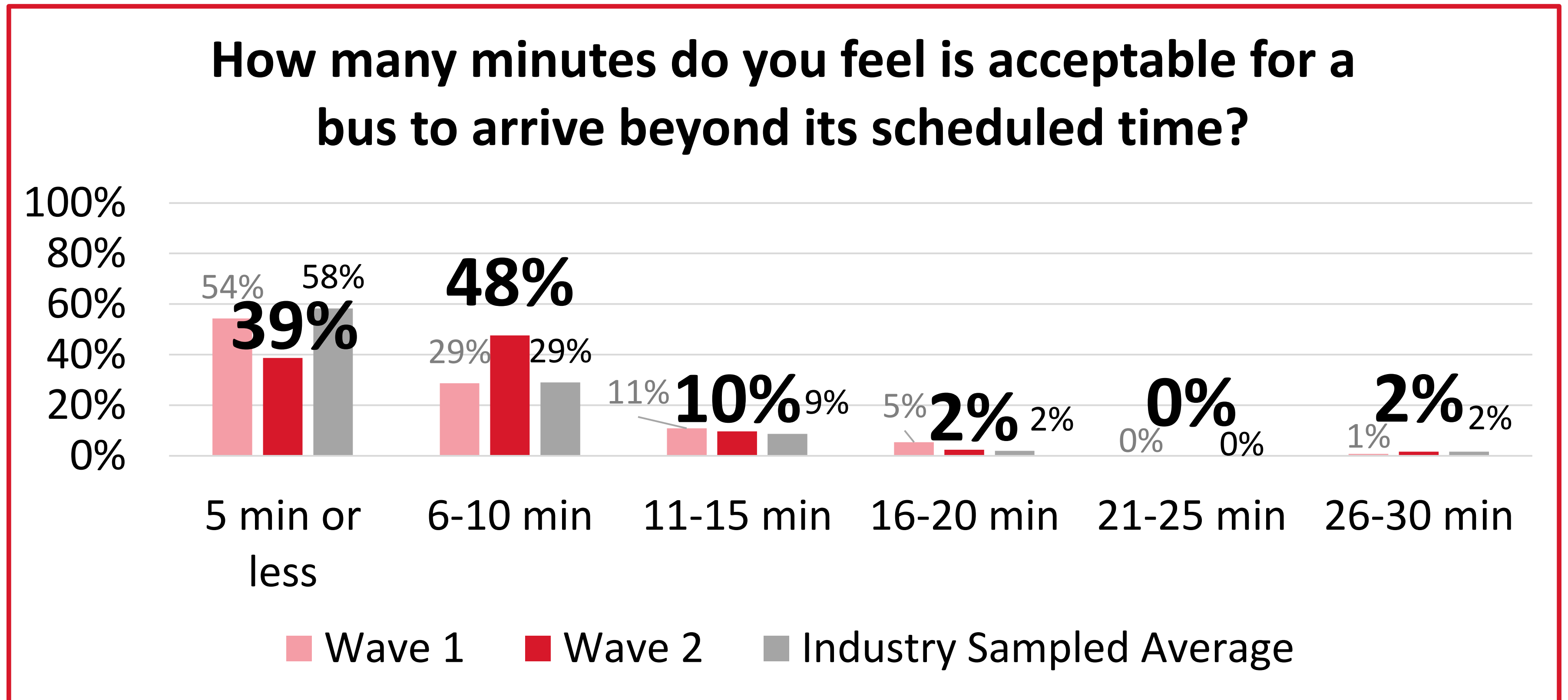
Travel Time and On-Time Performance

TransPro Insight

On-Time Performance is the second most important area to Customers and should remain a priority to drive customer satisfaction.

- 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.

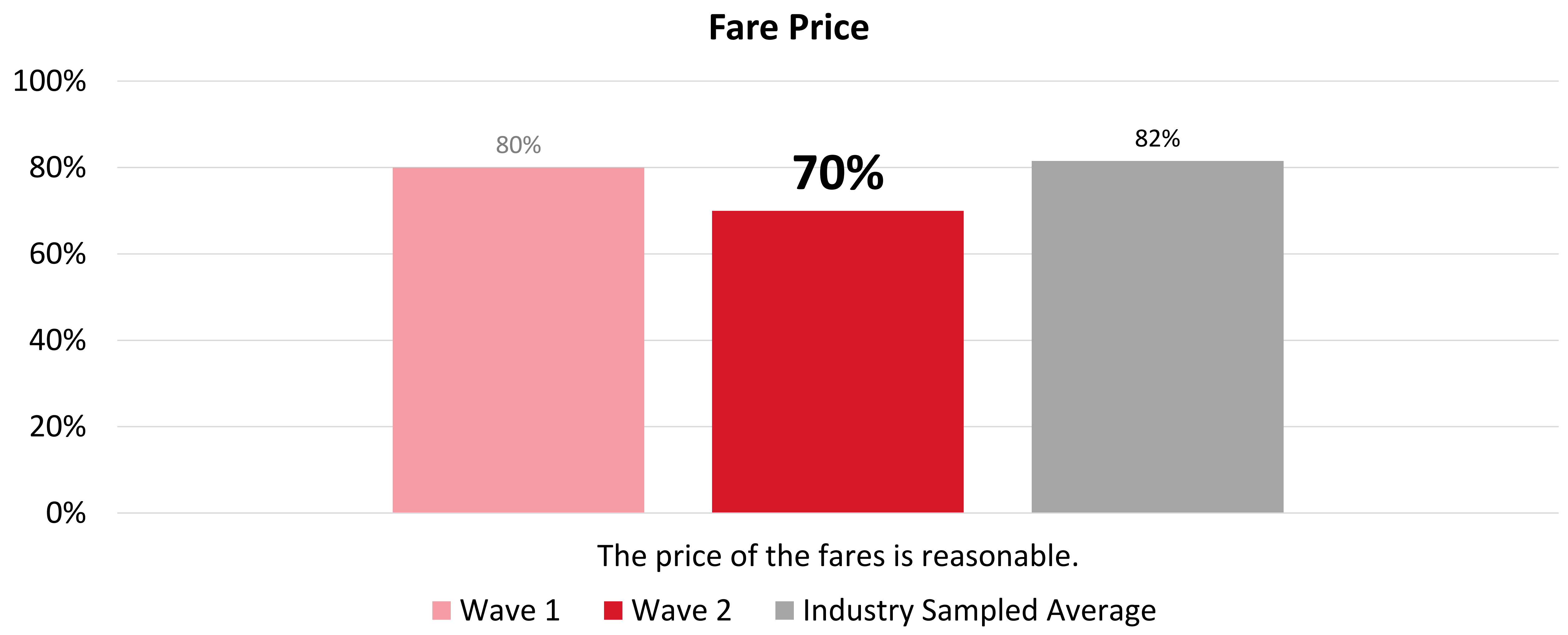




**Only asked to Customers dissatisfied with on-time performance.*

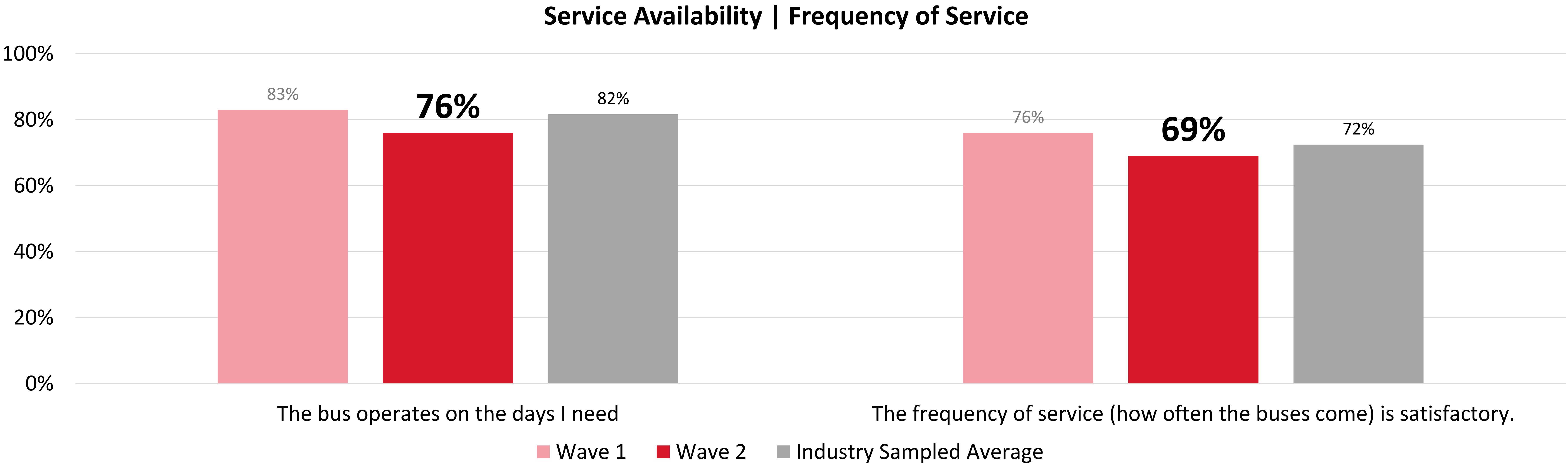
Fare Price

- 70% of BRT Customers are satisfied with the price of fares, which is 13% lower than Wave 1 (80%).



Service Availability and Frequency

- 76% of BRT are satisfied with Service Availability, which is 8% lower than Wave 1 (83%).
- 69% of BRT Customers are satisfied with the Frequency of Service, which is 9% lower than Wave 1 (76%).



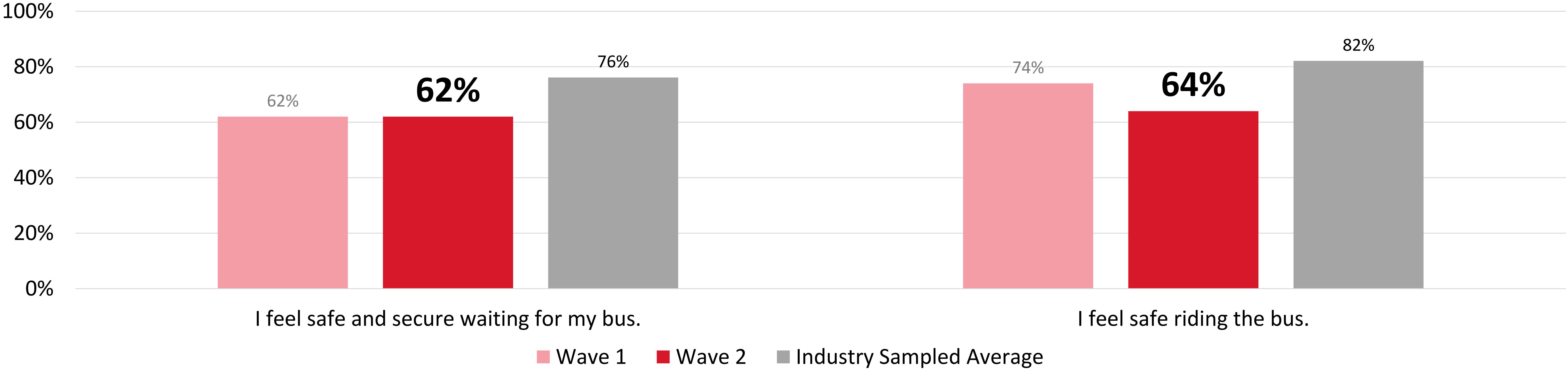
Safety Waiting and Riding

- 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

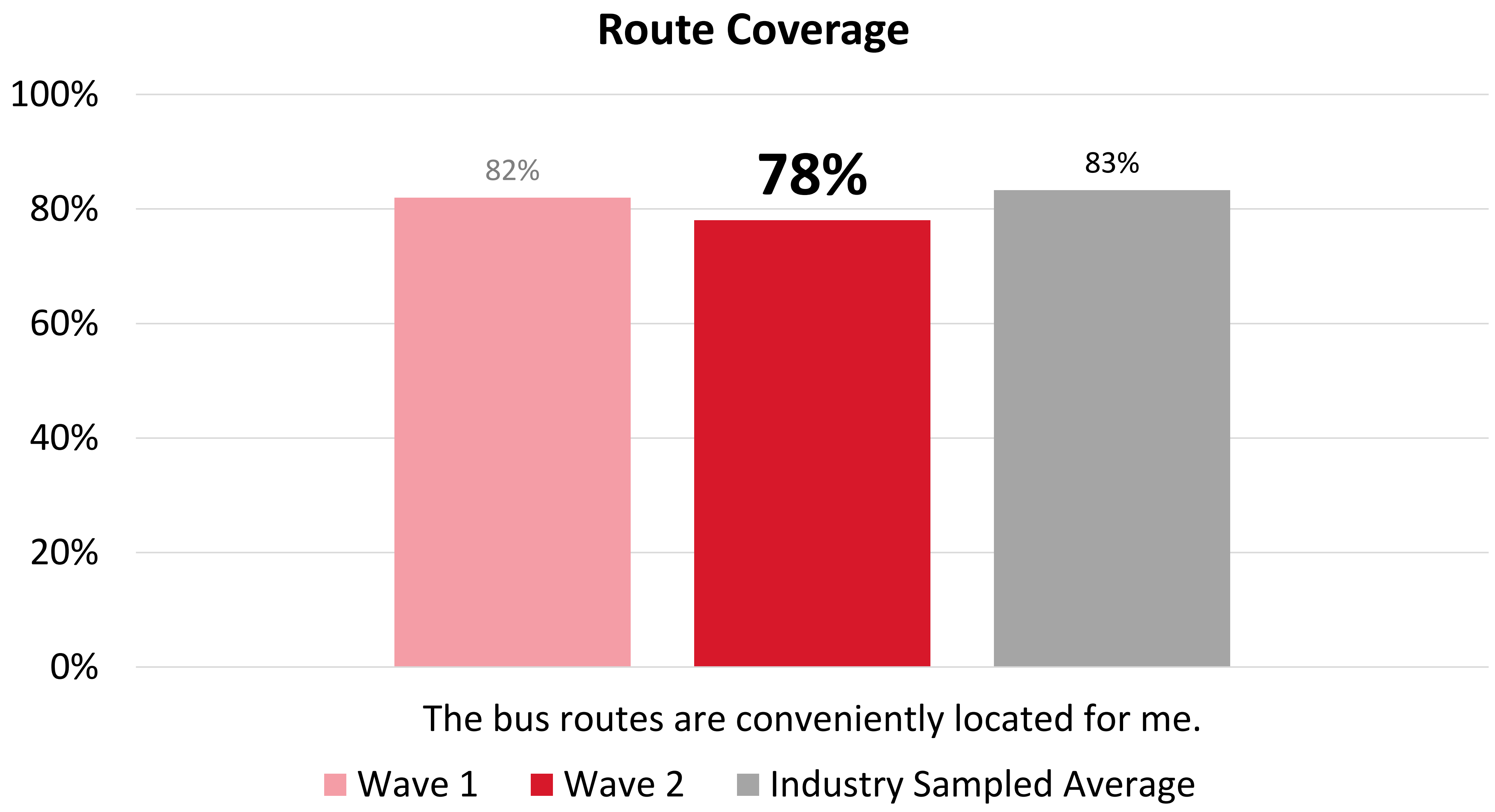
Customer importance for **Safety waiting on the bus** has decreased significantly. However, satisfaction has remained constant. Additionally, customer importance for **Safety on the bus** has increased and satisfaction has decreased. With safety satisfaction below the industry sampled average, a focus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

Safety Waiting | Safety Riding



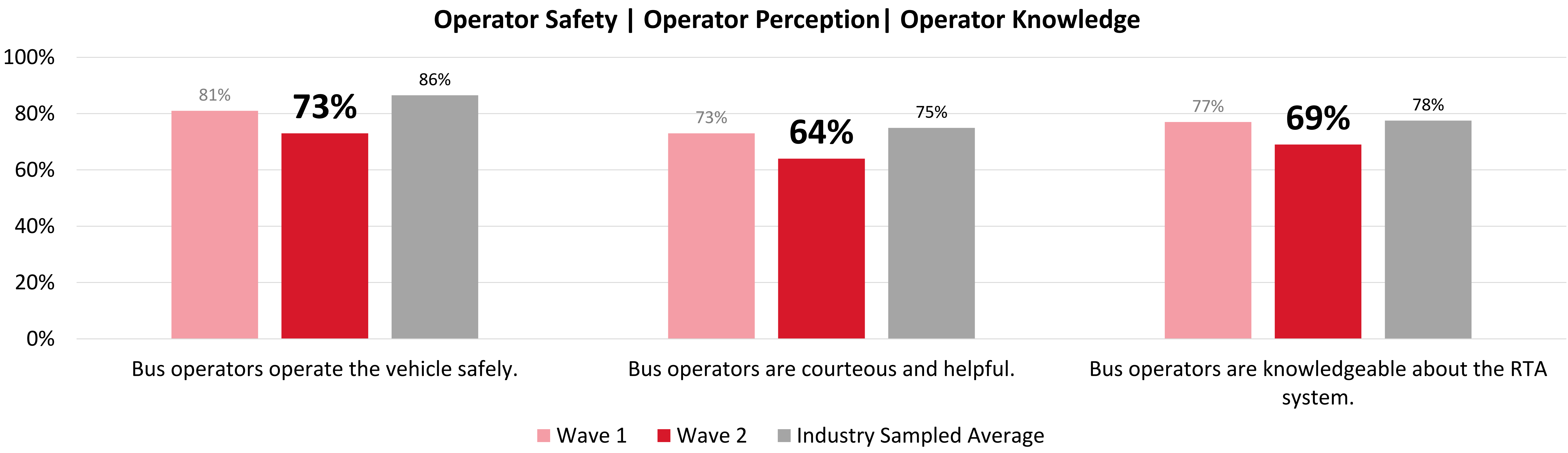
Route Coverage

- 78% of BRT Customers are satisfied with Route Coverage, which is 5% lower than Wave 1 (82%).



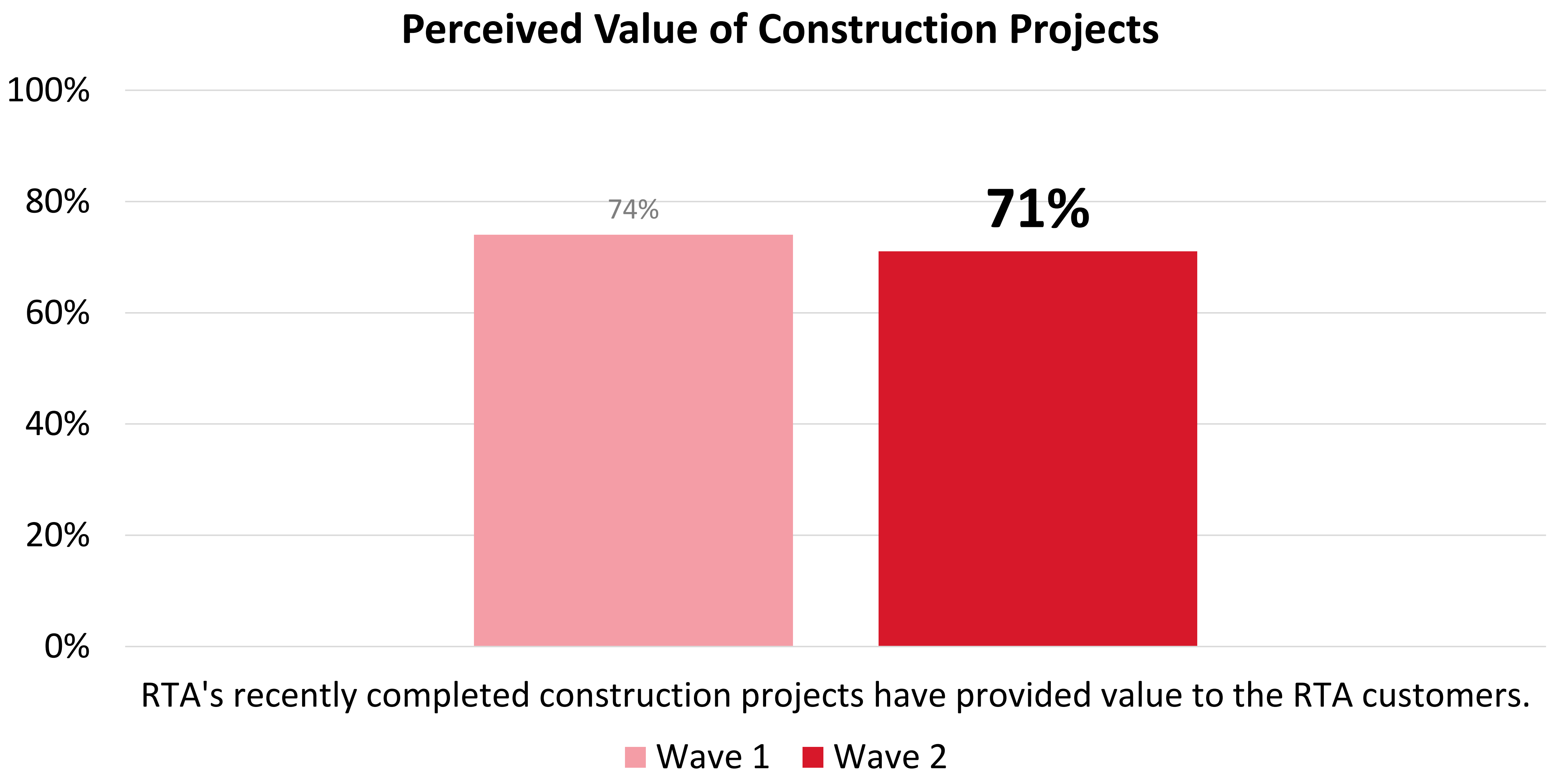
Perception of Operators

- 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%).



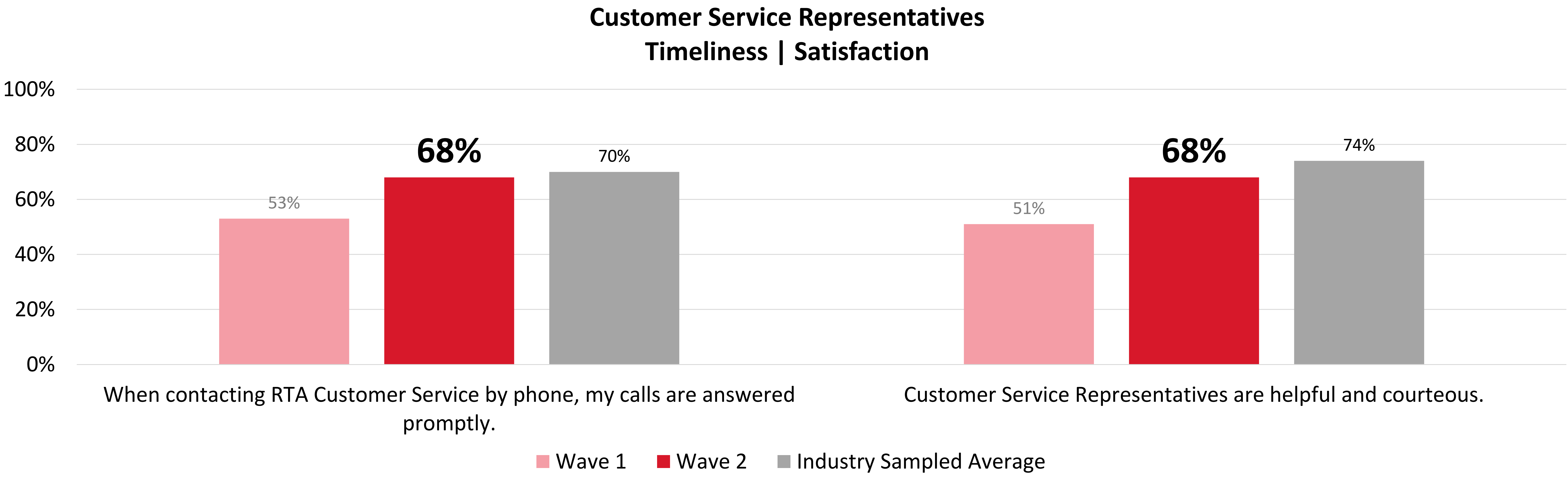
Capital Projects

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



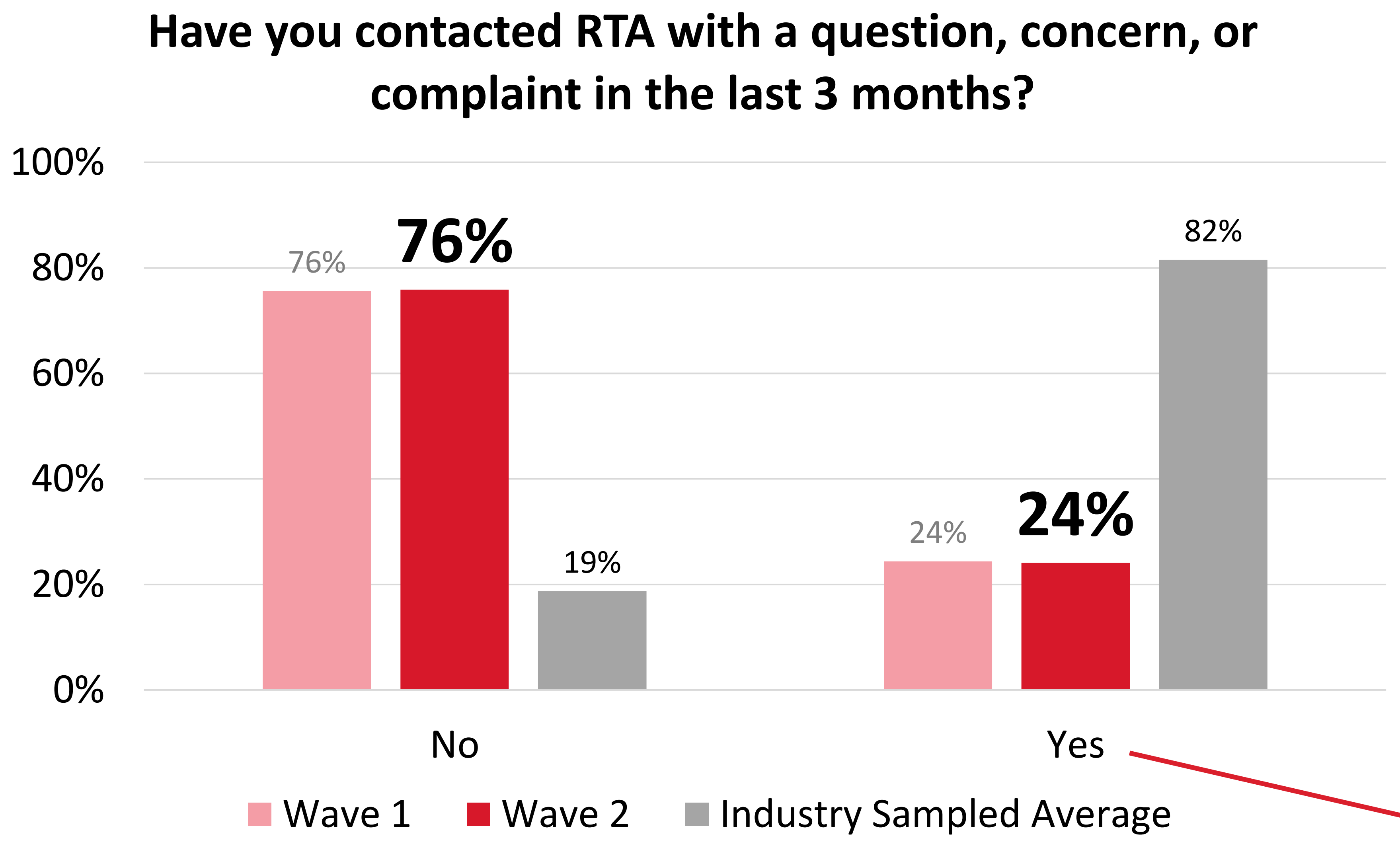
Customer Service Representatives

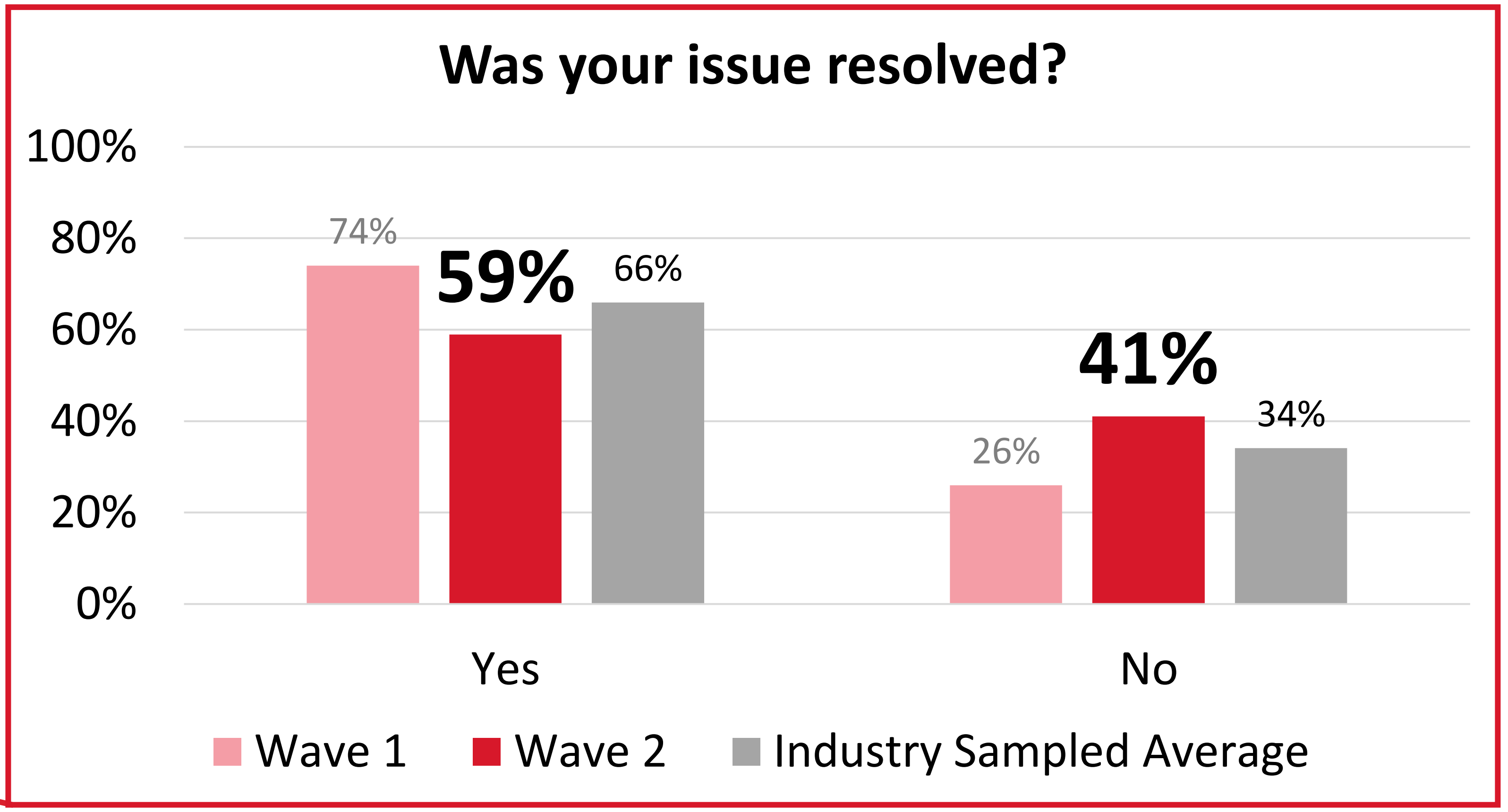
- 68% of BRT Customers agree their calls are answered promptly, which is 28% higher than Wave 1 (53%).
- 68% of BRT Customers believe customer service representatives are helpful and courteous, which is 33% higher than Wave 1 (51%).



Issue Resolution

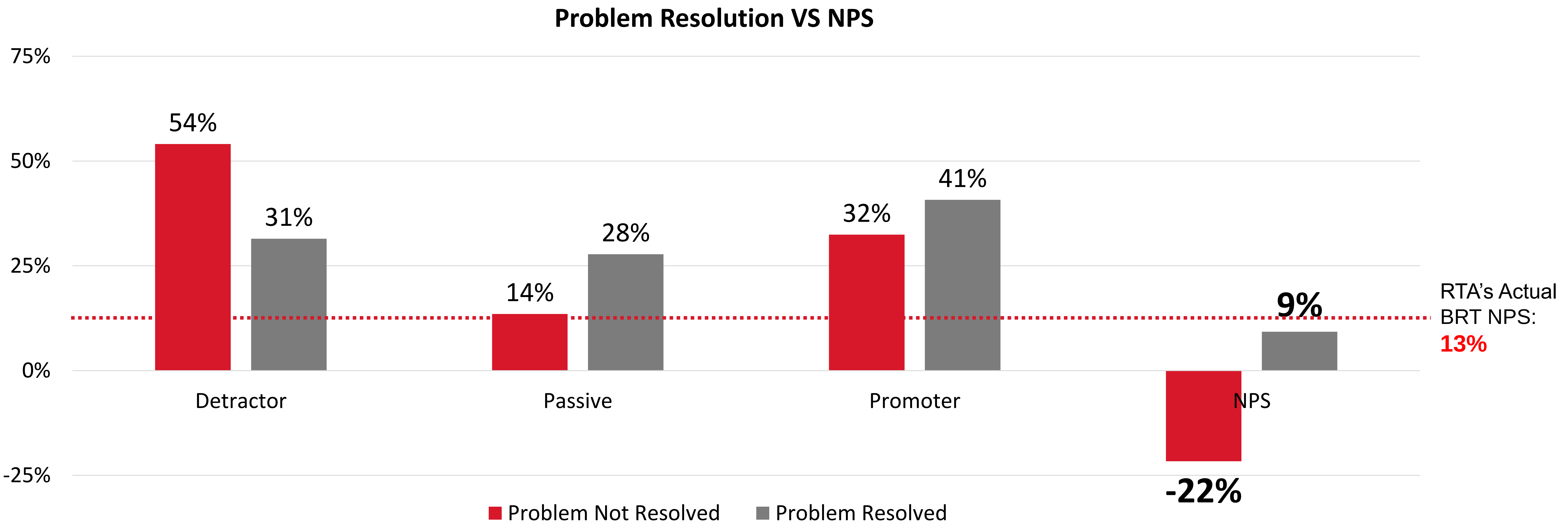
- 24% of BRT Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is the same as Wave 1.
- Of the 24% who contacted RTA, 59% agreed that their issue was resolved, which is 20% lower than Wave 1 (74%).





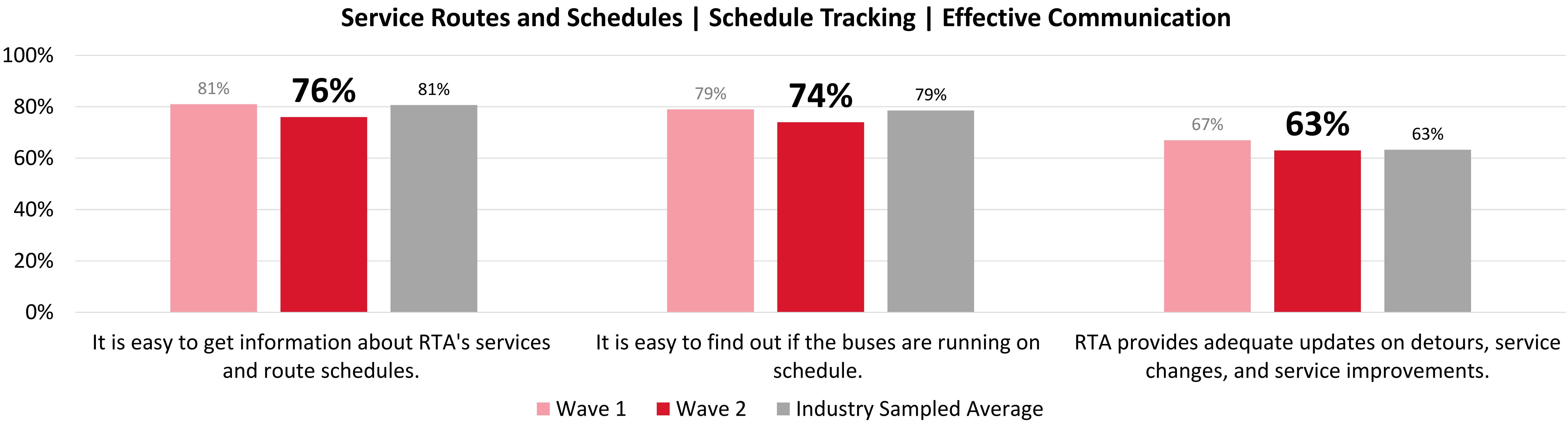
Issue Resolution & NPS Cross Tabulation

- 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.



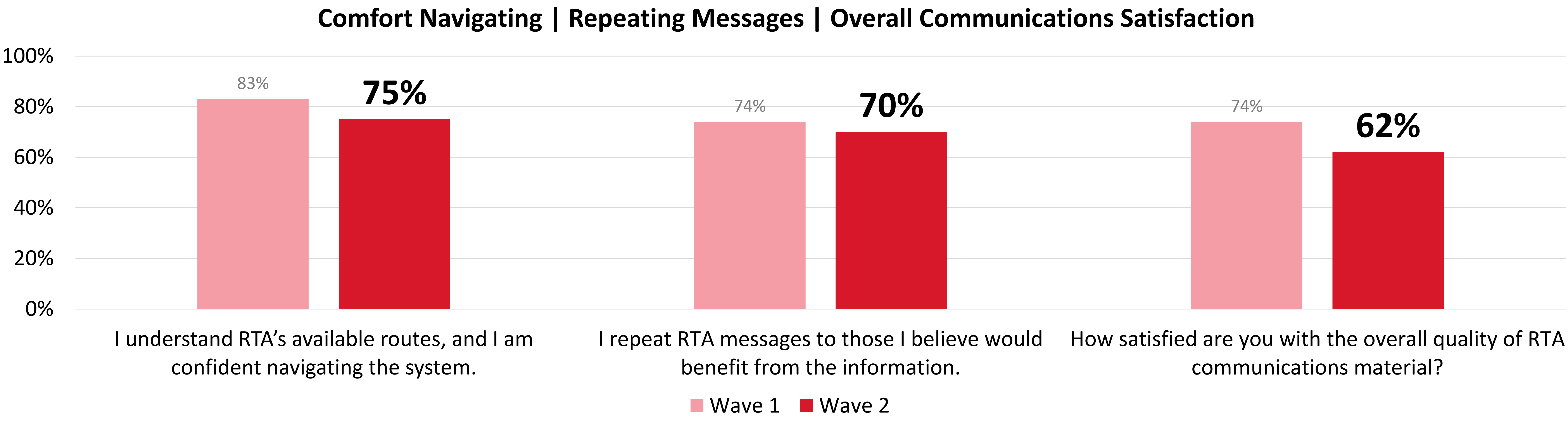
Communications Materials

- 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%).



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%).



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…

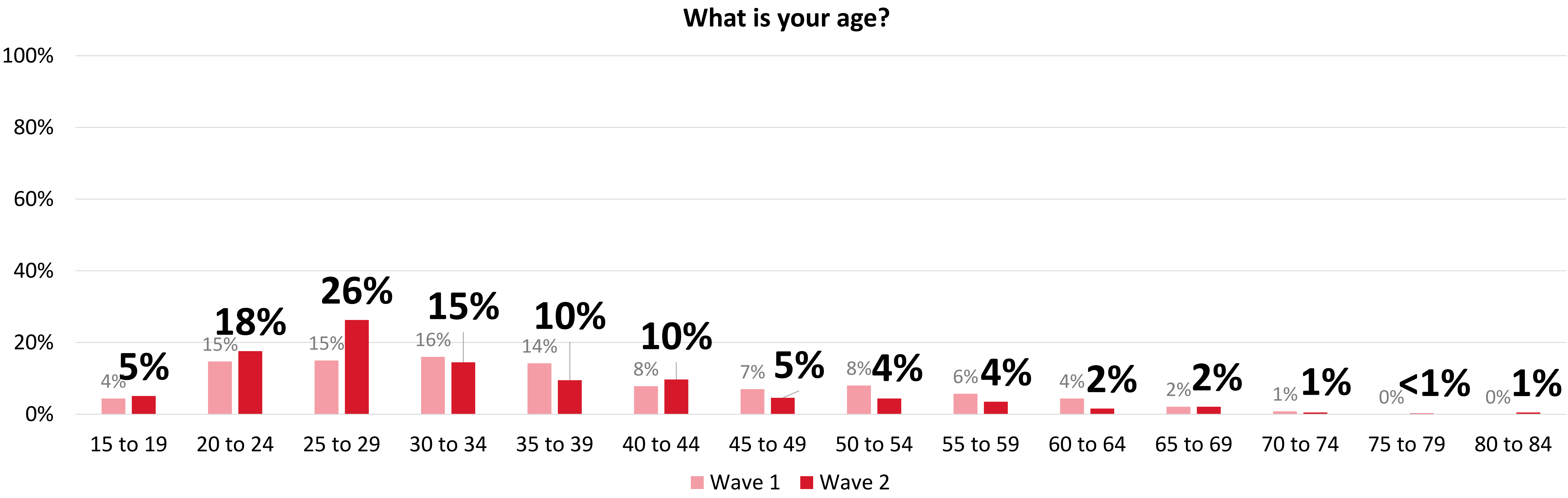
1. On-Time Performance
2. Safety Waiting for the Train
3. Train Cleanliness

Customer Characteristics

Rail

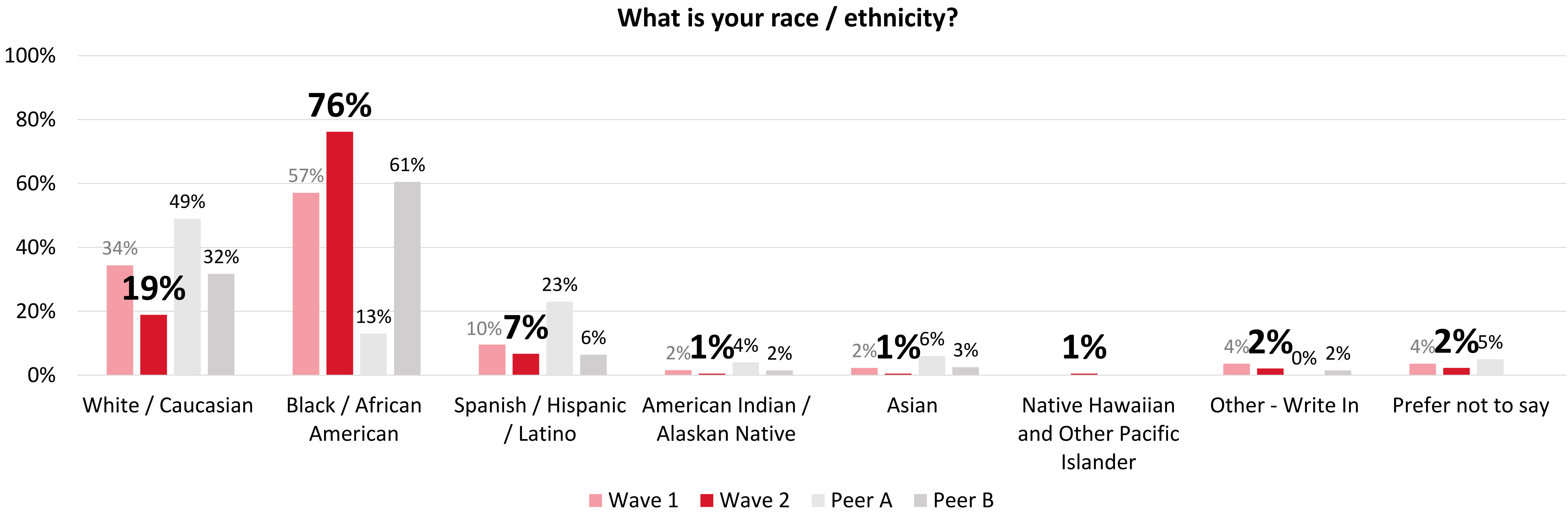
Customer Characteristics

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



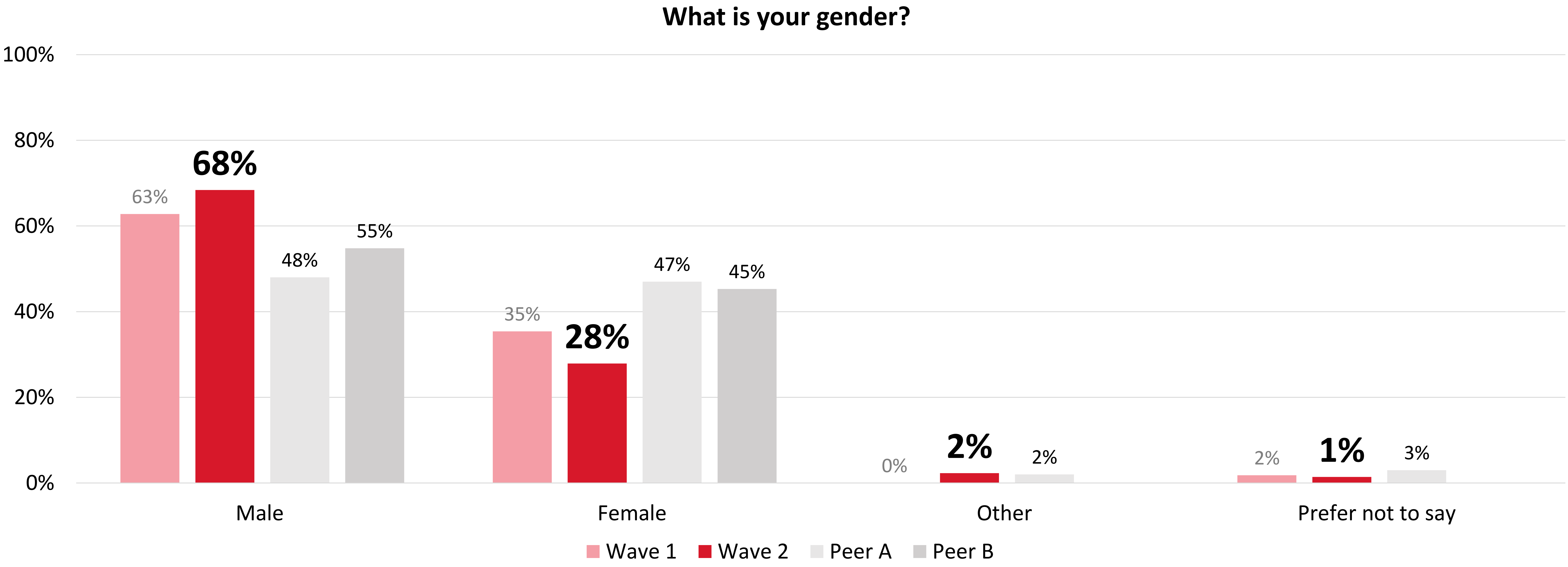
Customer Characteristics

- Rail Customers are most frequently Black / African American (76%), which is 33% higher than Wave 1 (57%).



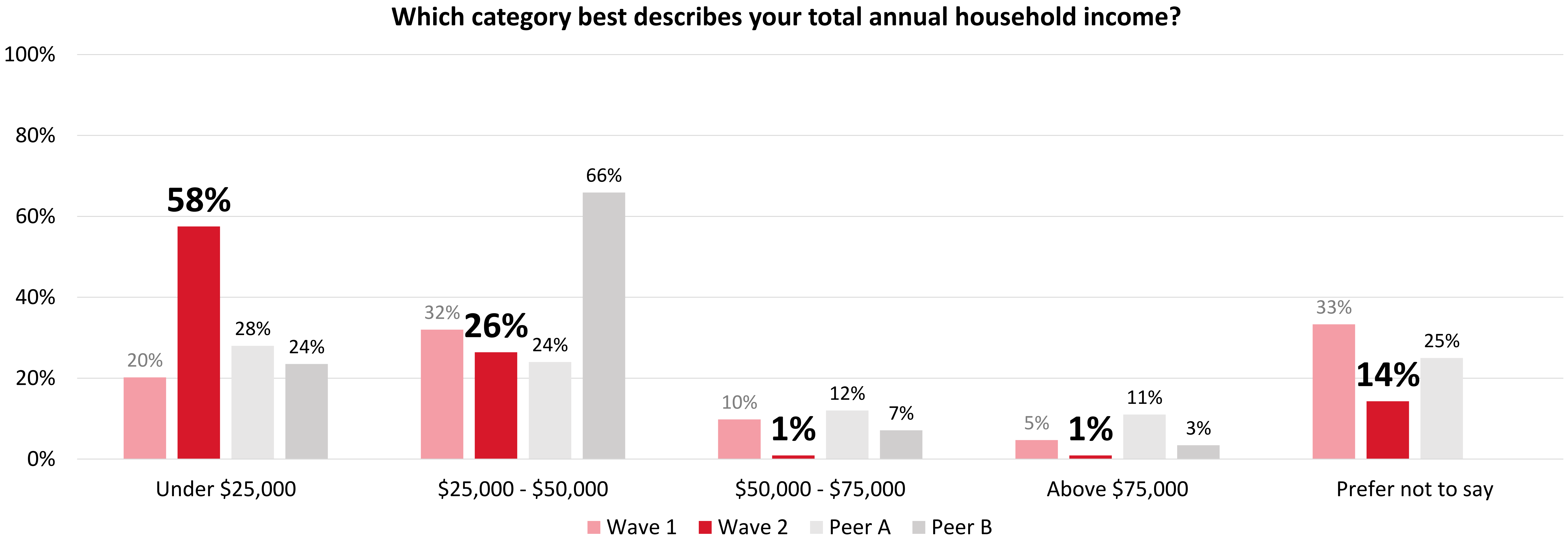
Customer Characteristics

- Rail Customers are most frequently male (68%), which is 9% higher than Wave 1 (63%).



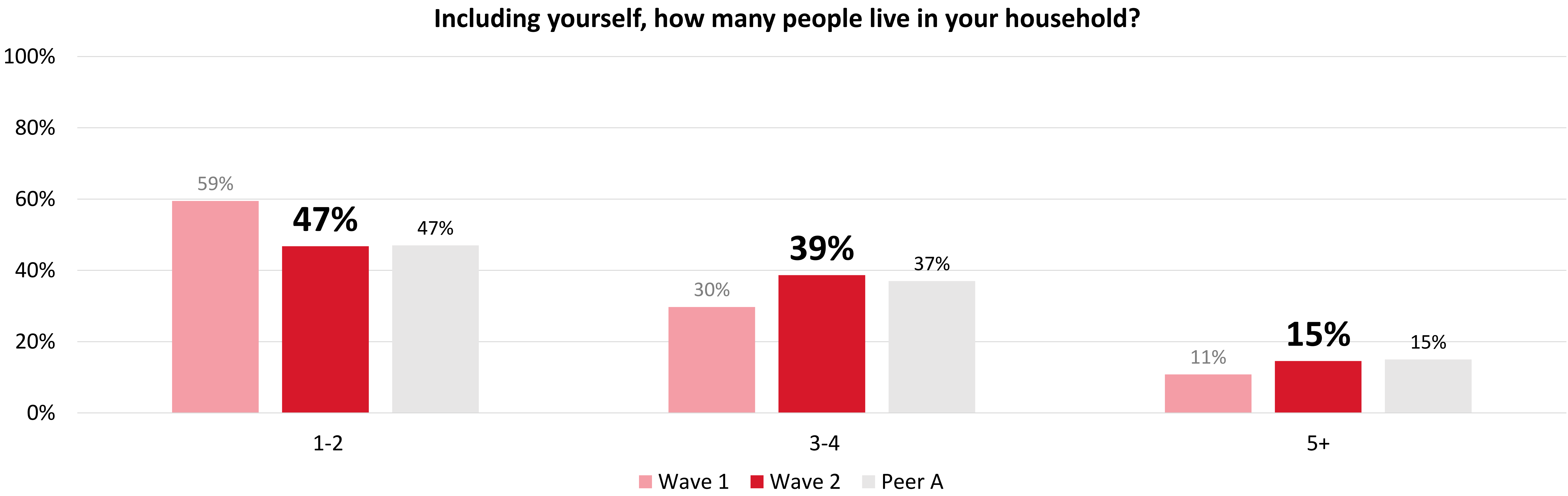
Customer Characteristics

- Rail Customers most frequently earn less than $25,000 annually (58%), which is 185% higher than Wave 1 (20%).
- 14% of Rail Customers preferred not to provide their annual income, which is 57% lower than Wave 1 (33%).



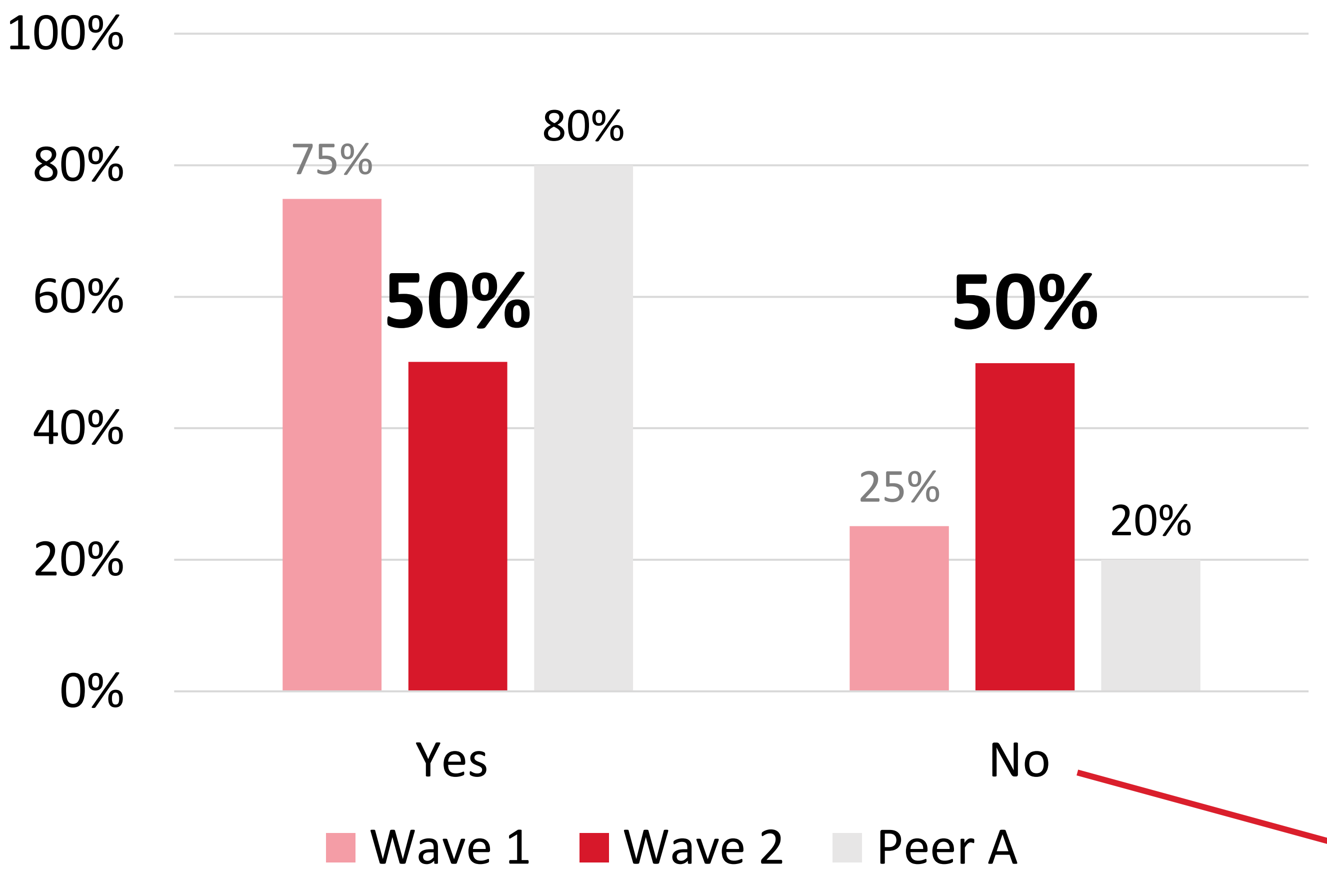
Household Size

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

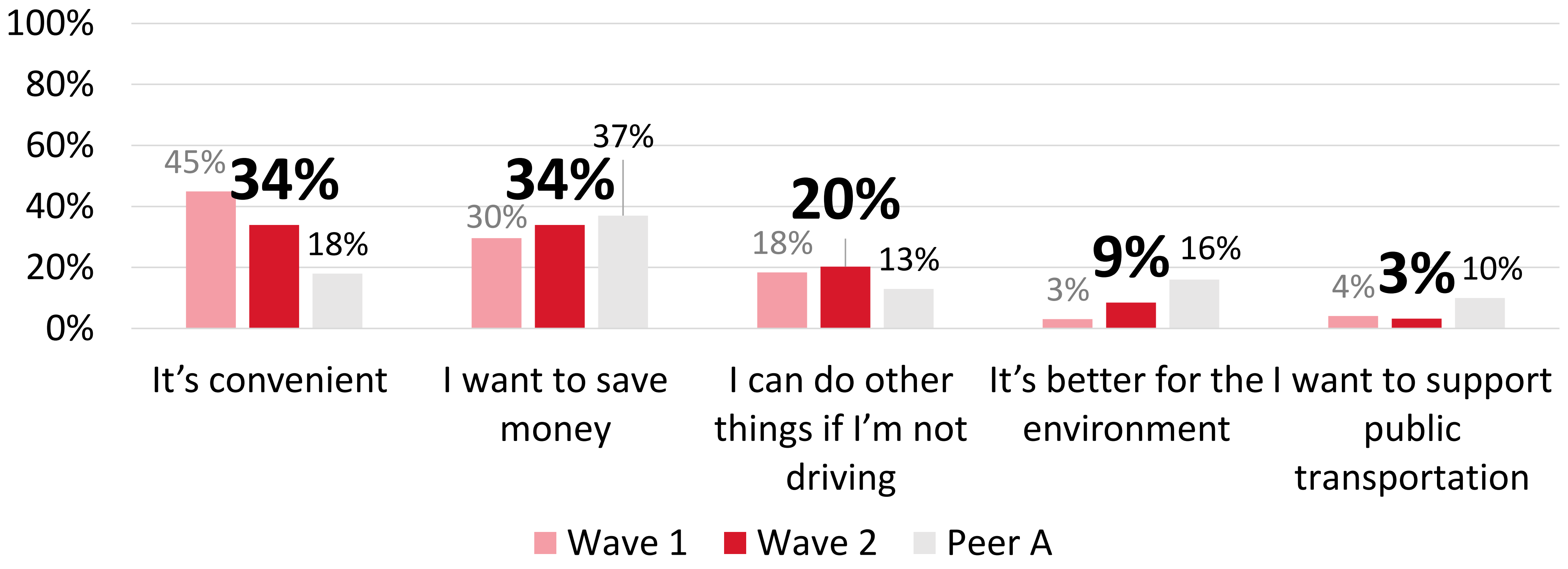


Transit Dependence and Choice Riders

- 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?

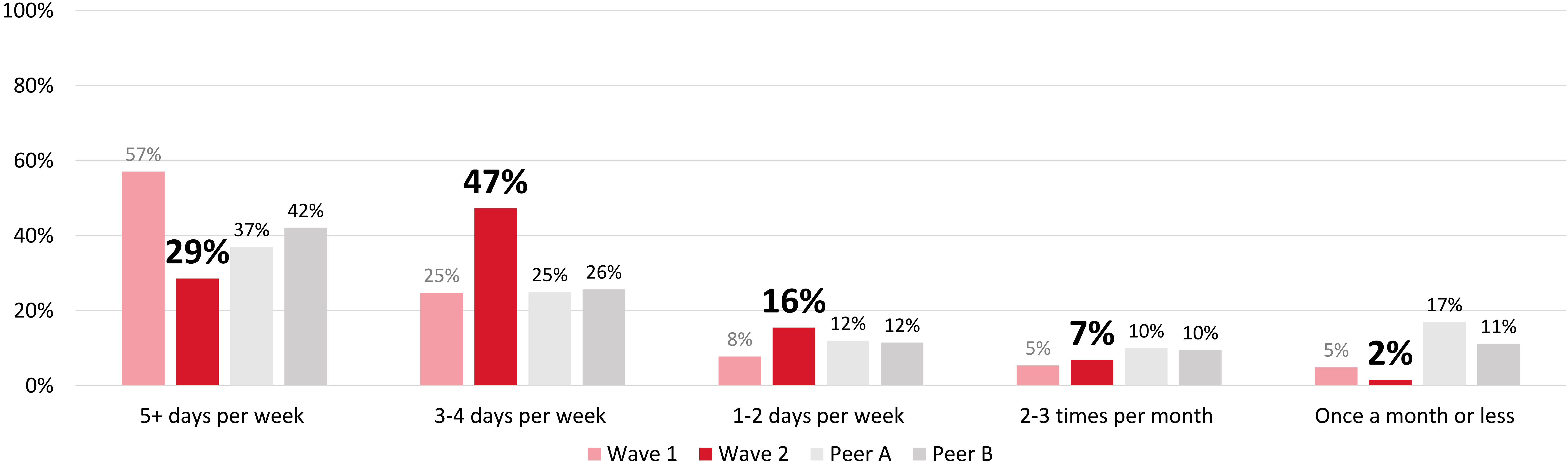


If you do have other options, what is the #1 reason you choose public transportation?

Trip Frequency

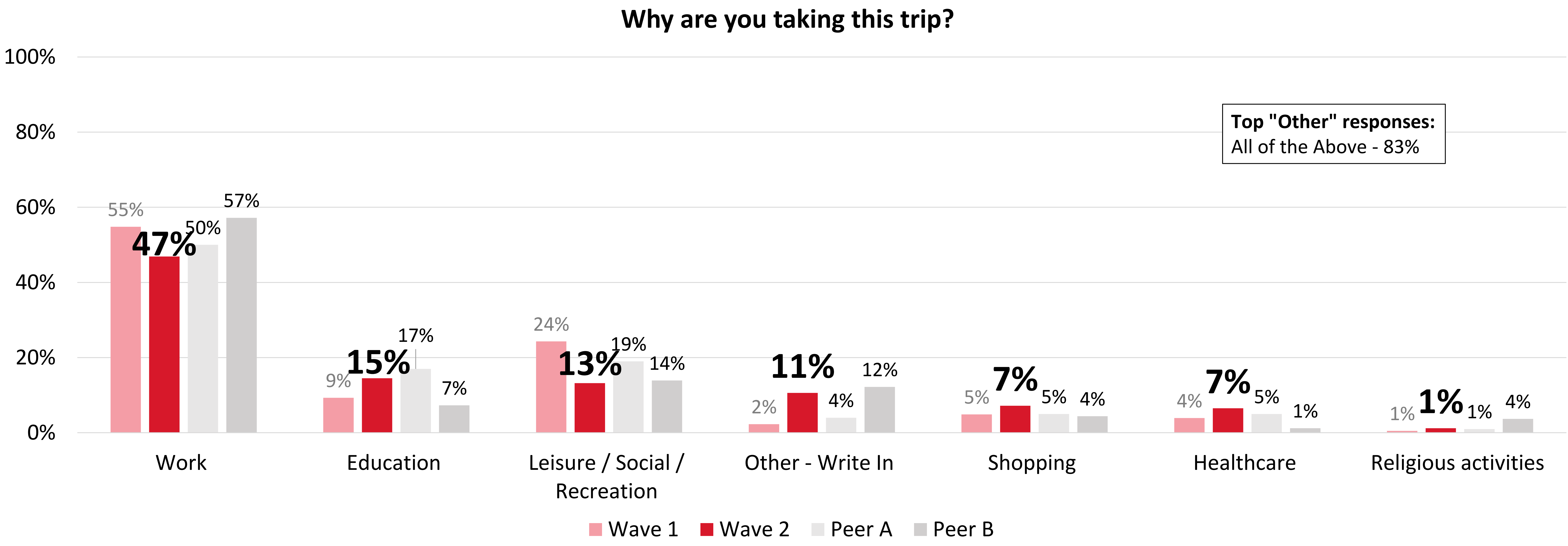
- Rail Customers most often ride the train 3-4 days per week (47%), which is 91% higher than Wave 1 (25%).

How often do you ride the train?



Trip Purpose

- Rail Customers most frequently ride the train to get to work (47%), which is 14% lower than Wave 1 (55%).



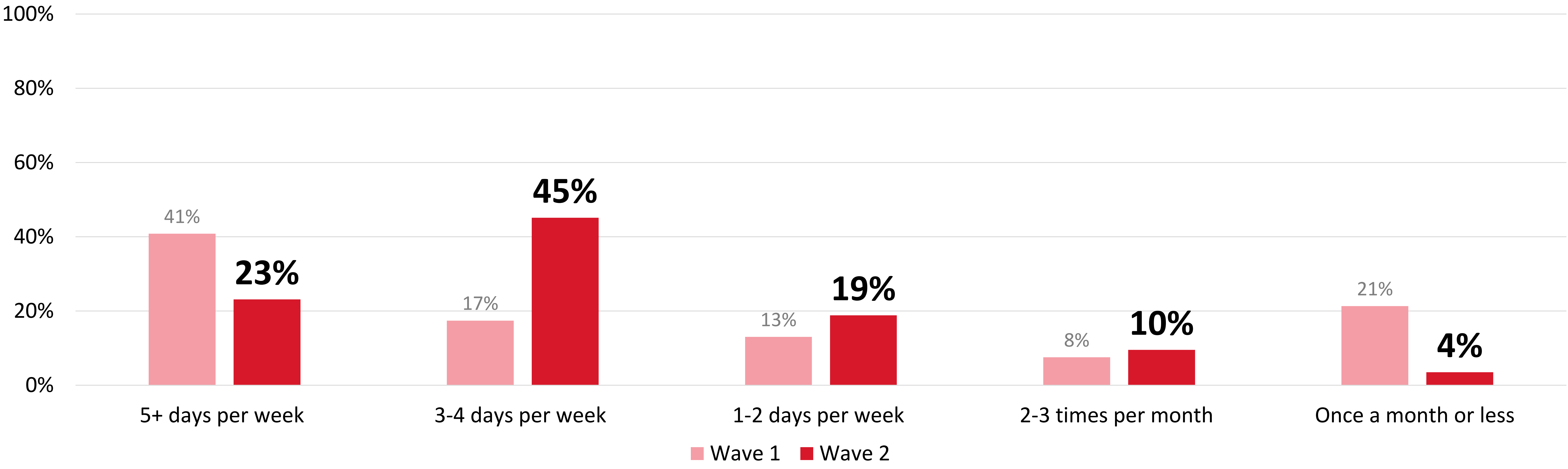
Why are you taking this trip?

Top "Other" responses:
All of the Above - 83%

Other Mode Usage

- 45% of Rail Customers most often ride other RTA services 3-4 days per week, which is 159% higher than Wave 1 (17%).

How often do you ride other RTA services such as the bus, the HealthLine, or Paratransit?



Customer Impressions

Rail

Net Promoter Score

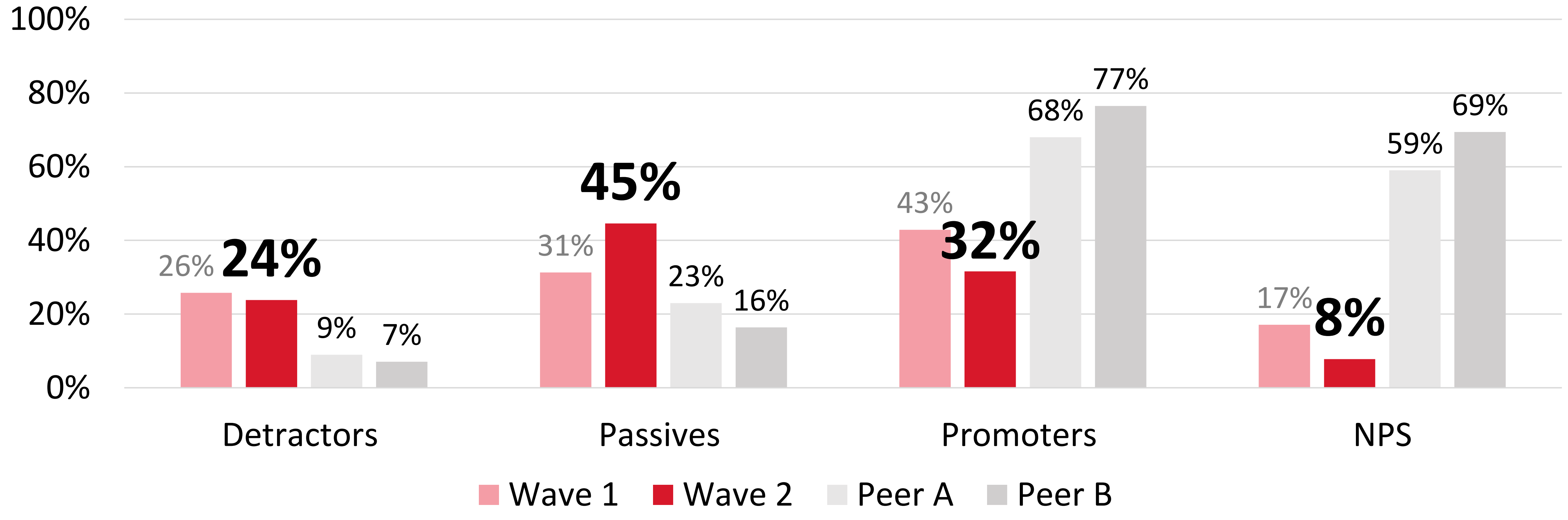
Rail

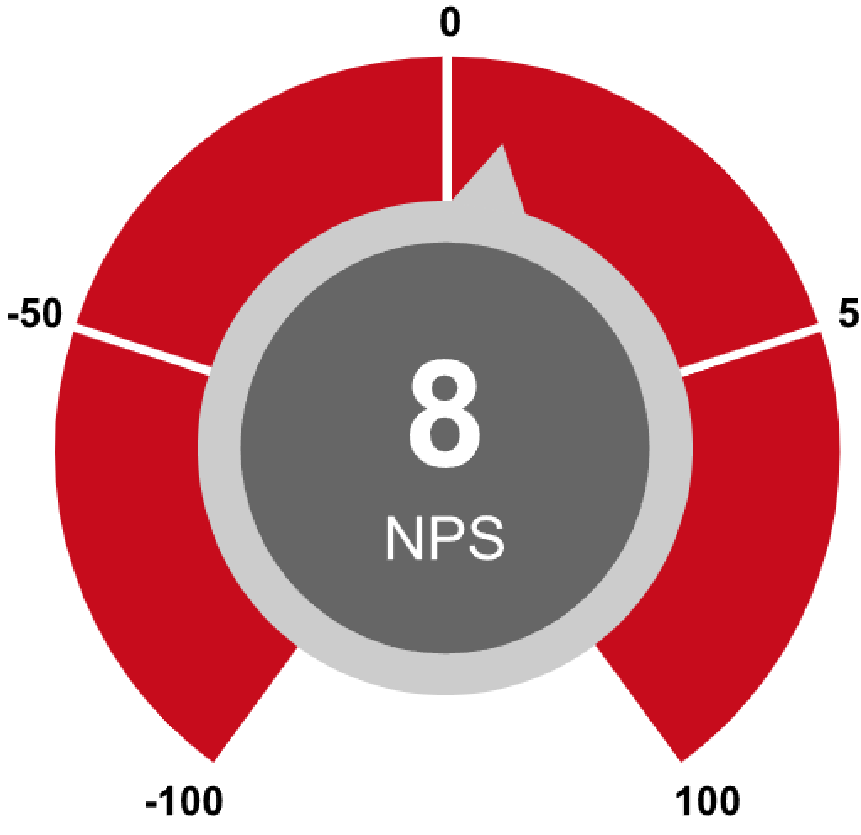
TransPro Insight

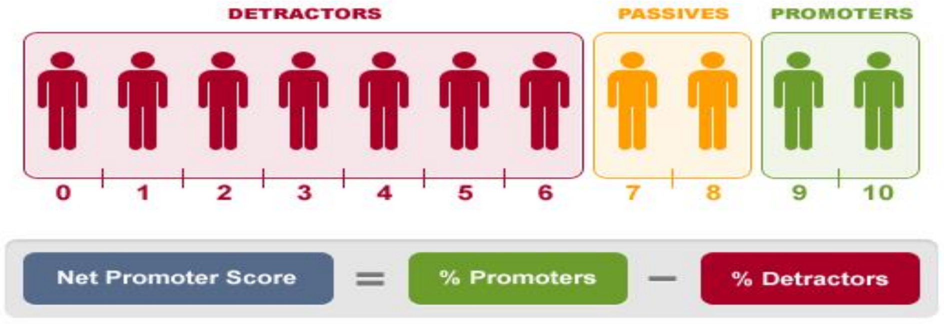
RTA's declining Rail NPS can be improved by focusing on the areas of service that are most important to Customers and have the lowest levels of satisfaction.

- 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?

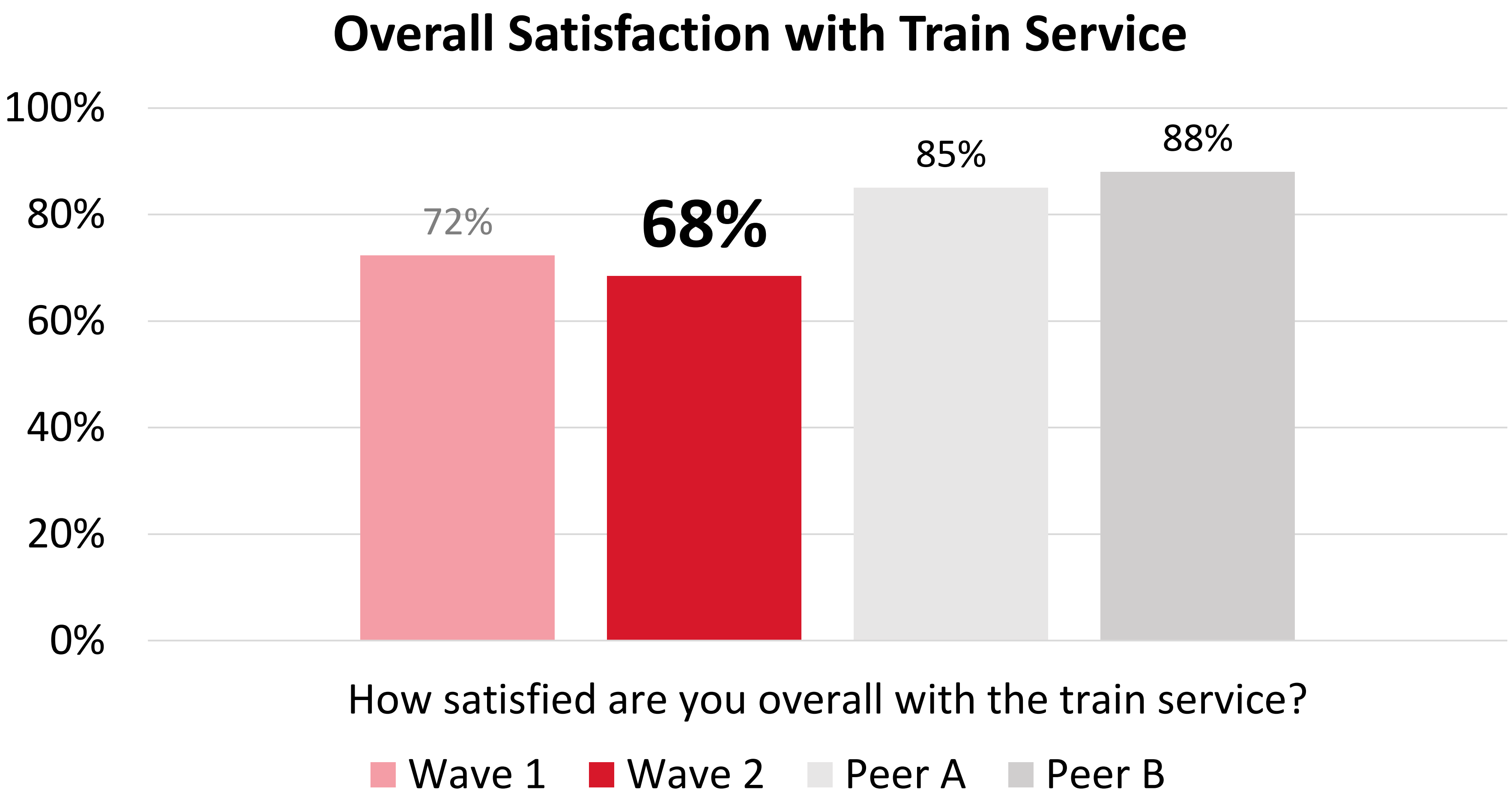


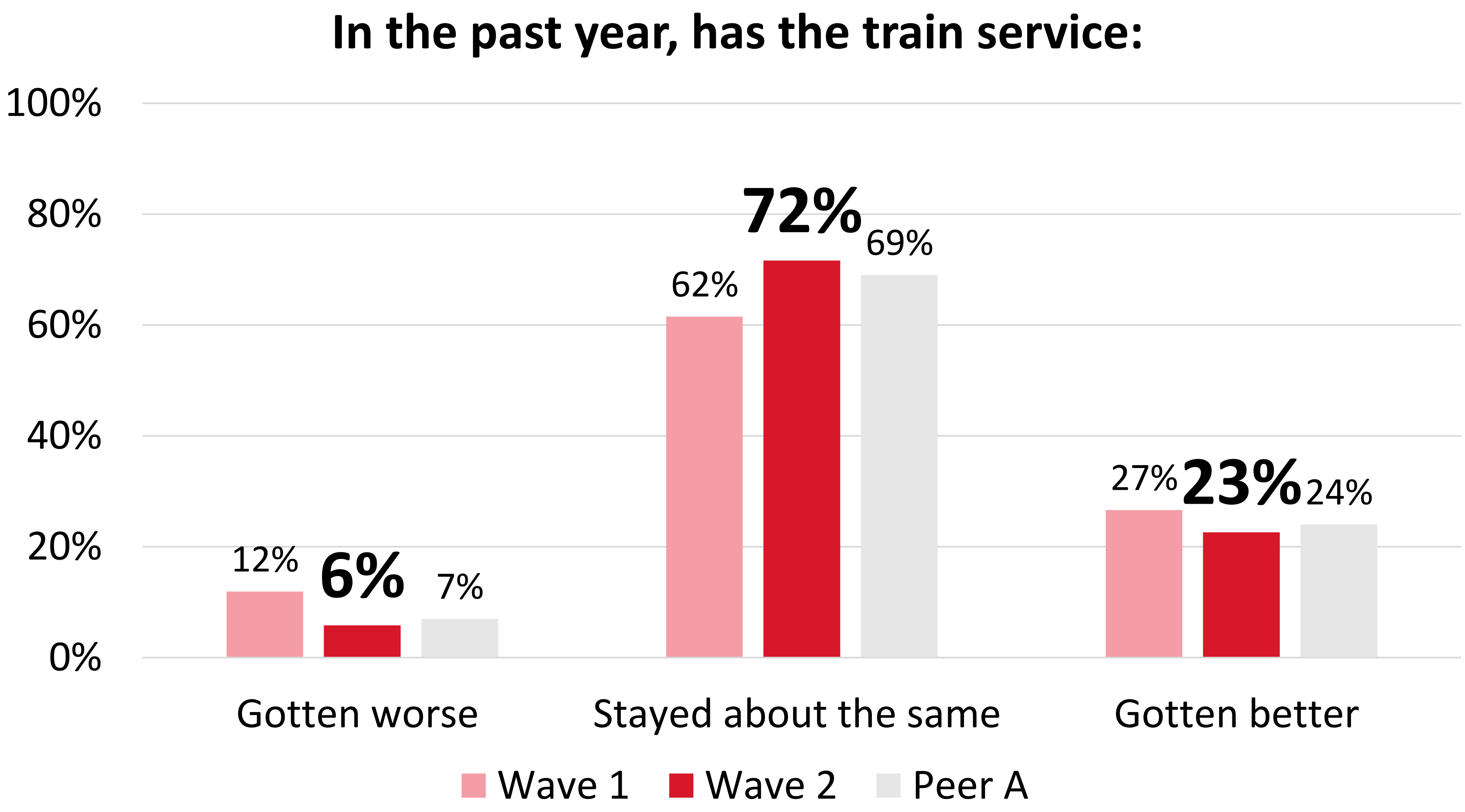



DETRACTORS
PASSIVES
PROMOTERS
0
1
2
3
4
5
6
7
8
9
10
Net Promoter Score
=
% Promoters
–
% Detractors

Rail Satisfaction

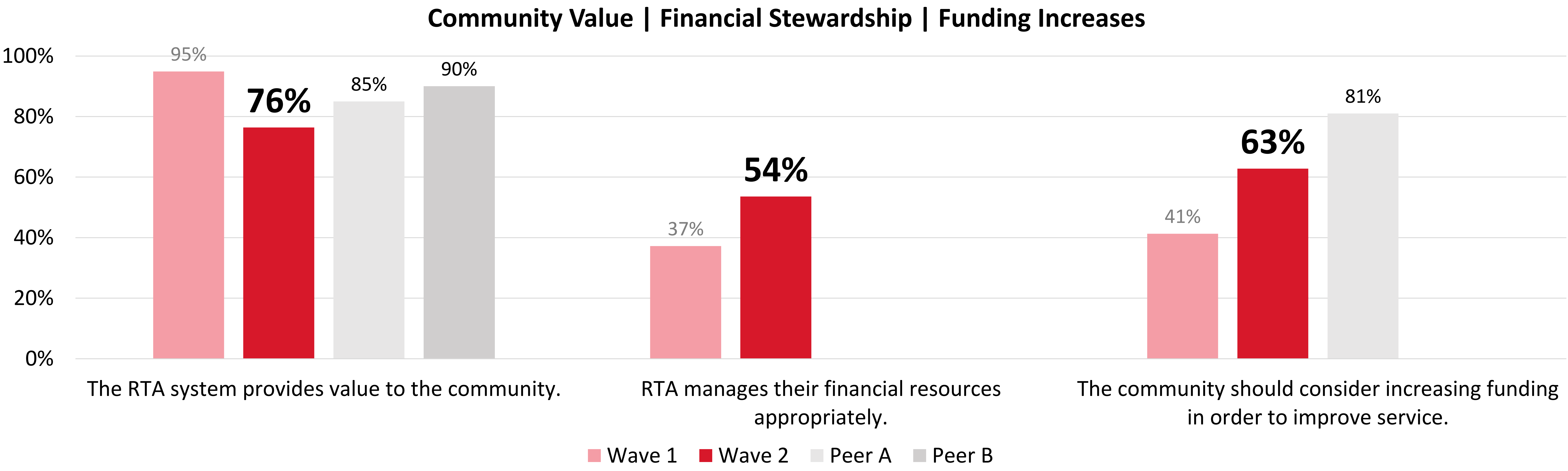
- 68% of Rail Customers are satisfied with the overall train service, which is 5% lower than Wave 1 (72%).
- 72% of Rail Customers believe the train service has stayed about the same in the past year, which is 16% higher than Wave 1 (62%).





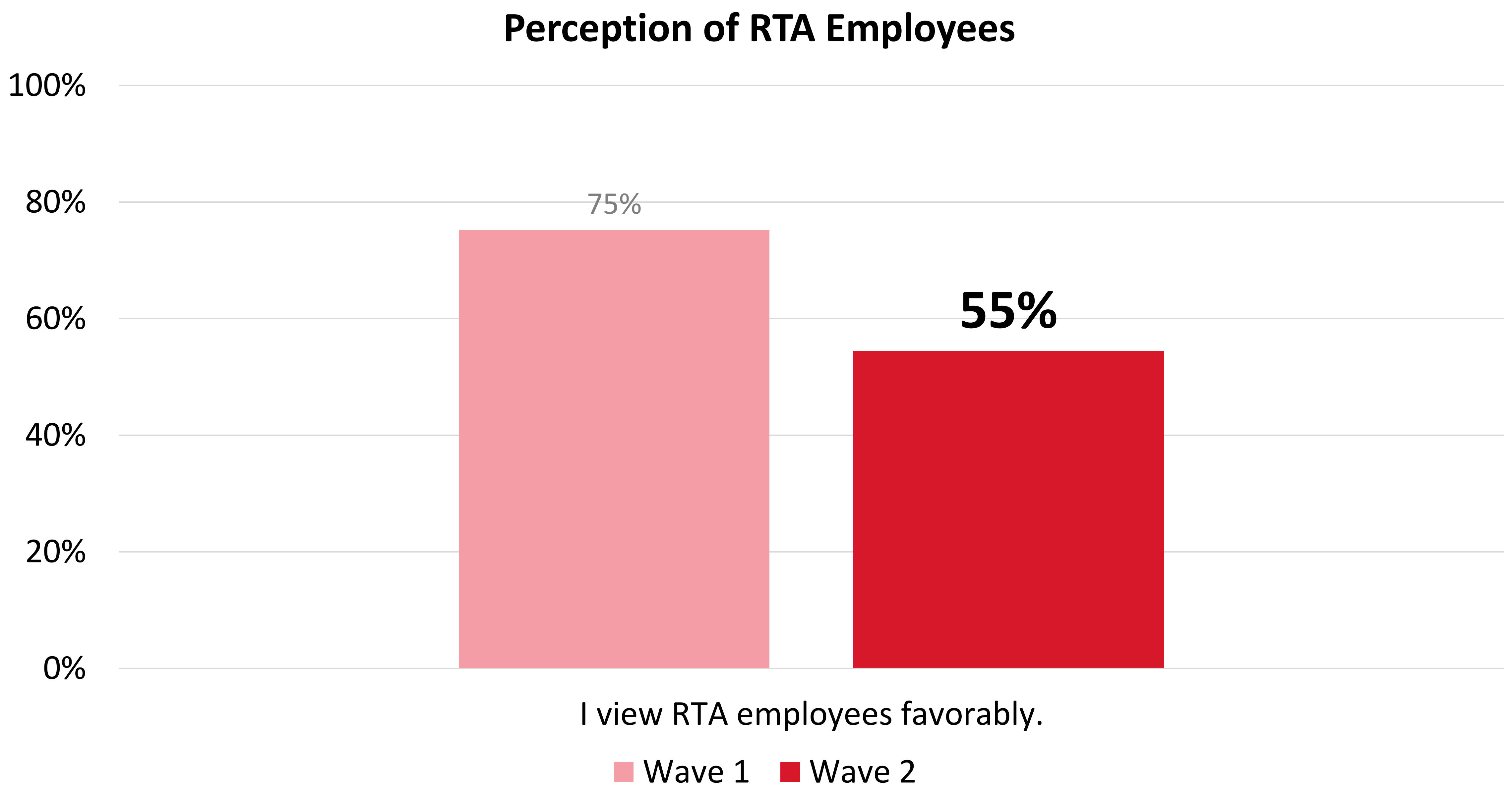
Customer Perception of GCRTA

- 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%).



Customer Perception of GCRTA Employees

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

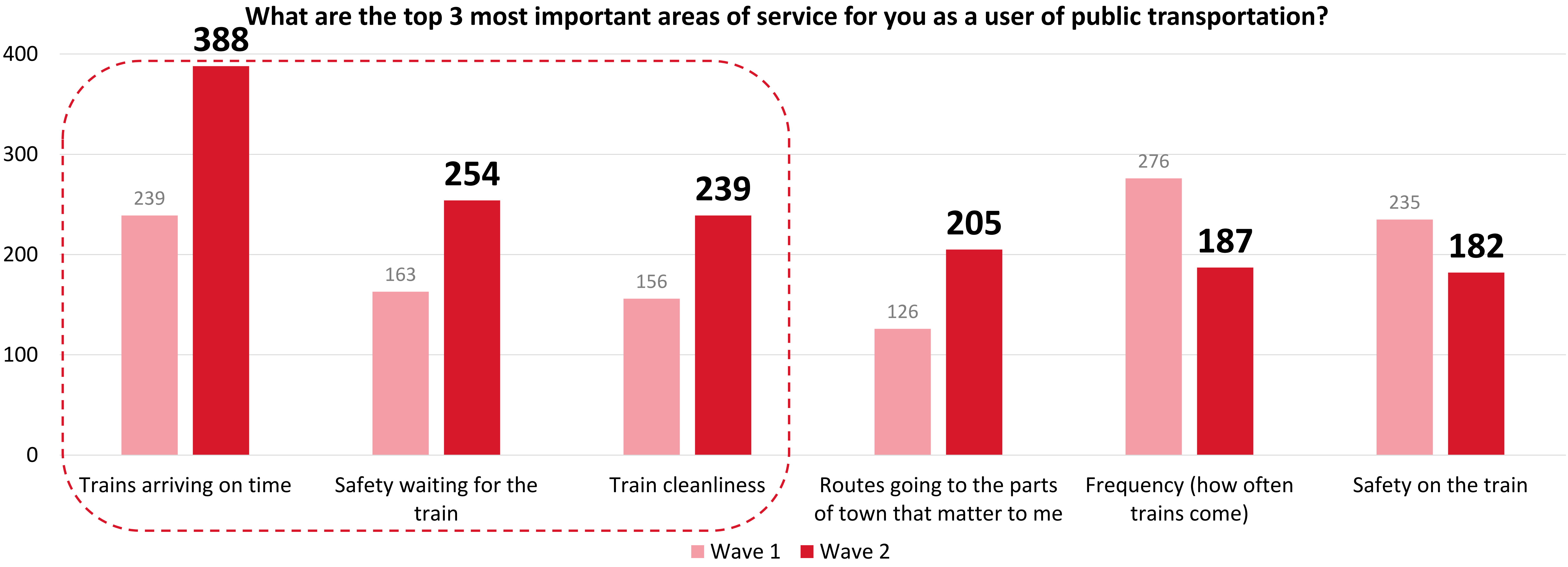


Customer Importance Factors

Rail

Top Customer Importance Factors

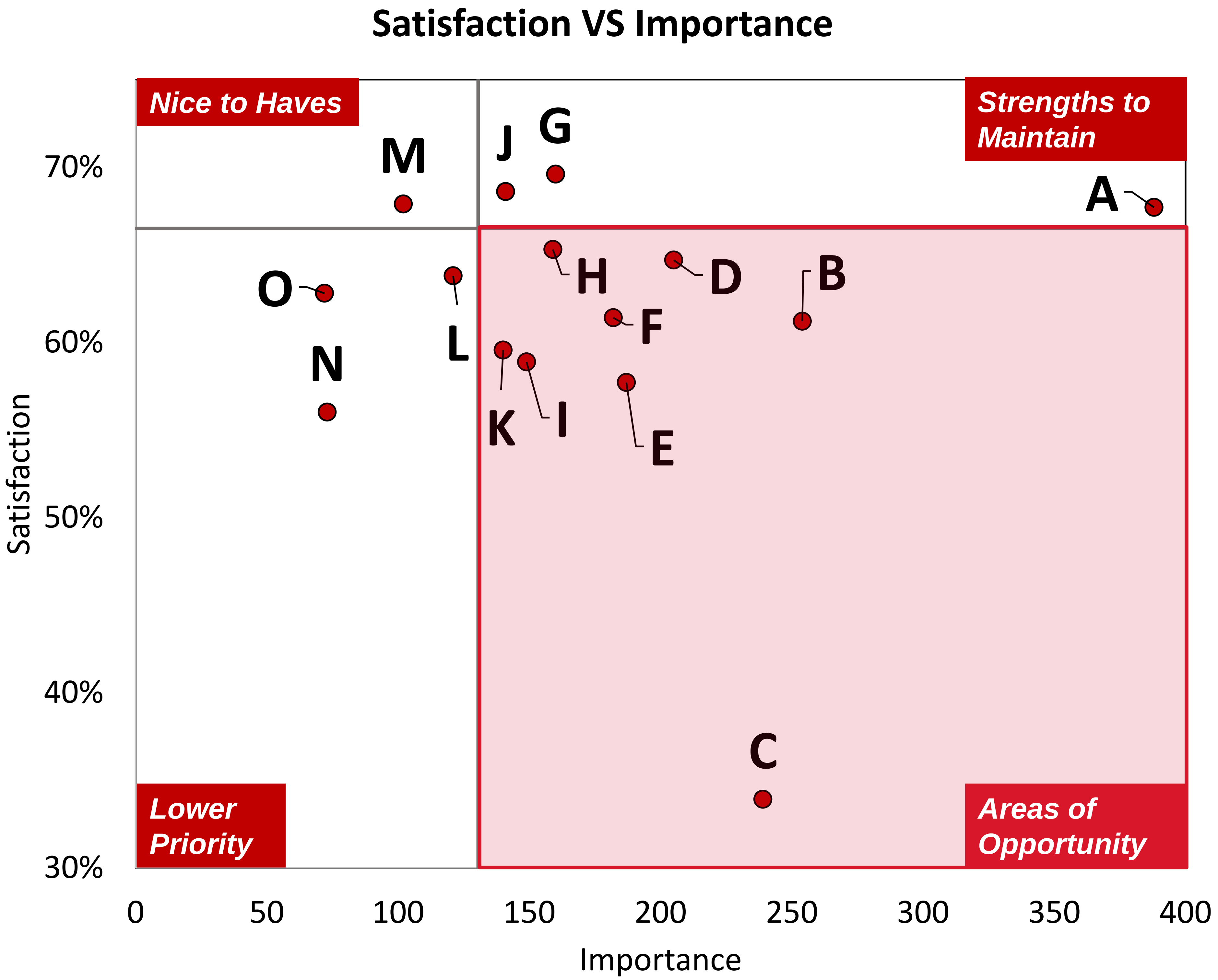
- The top importance factors to Rail Customers are On-Time Performance, Safety Waiting for the Train, and Train Cleanliness.



Key Driver Analysis

TransPro Insight

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



Legend

A – On-Time Performance

B – Safety Waiting for the Train

C – Train Cleanliness

D – Routes going to the parts of town that matter to me

E – Frequency (How often the train comes)

F – Safety on the Train

G – Hours of Operation

H – Accuracy and Availability of route schedules and maps

I – Customer Service Representatives being helpful and courteous

J – Trains being operated safely

K – Operators being helpful and courteous

L – It is easy to find out if the trains are running on schedule

M – Travel Time

N – Responsiveness to Concerns or Complaints

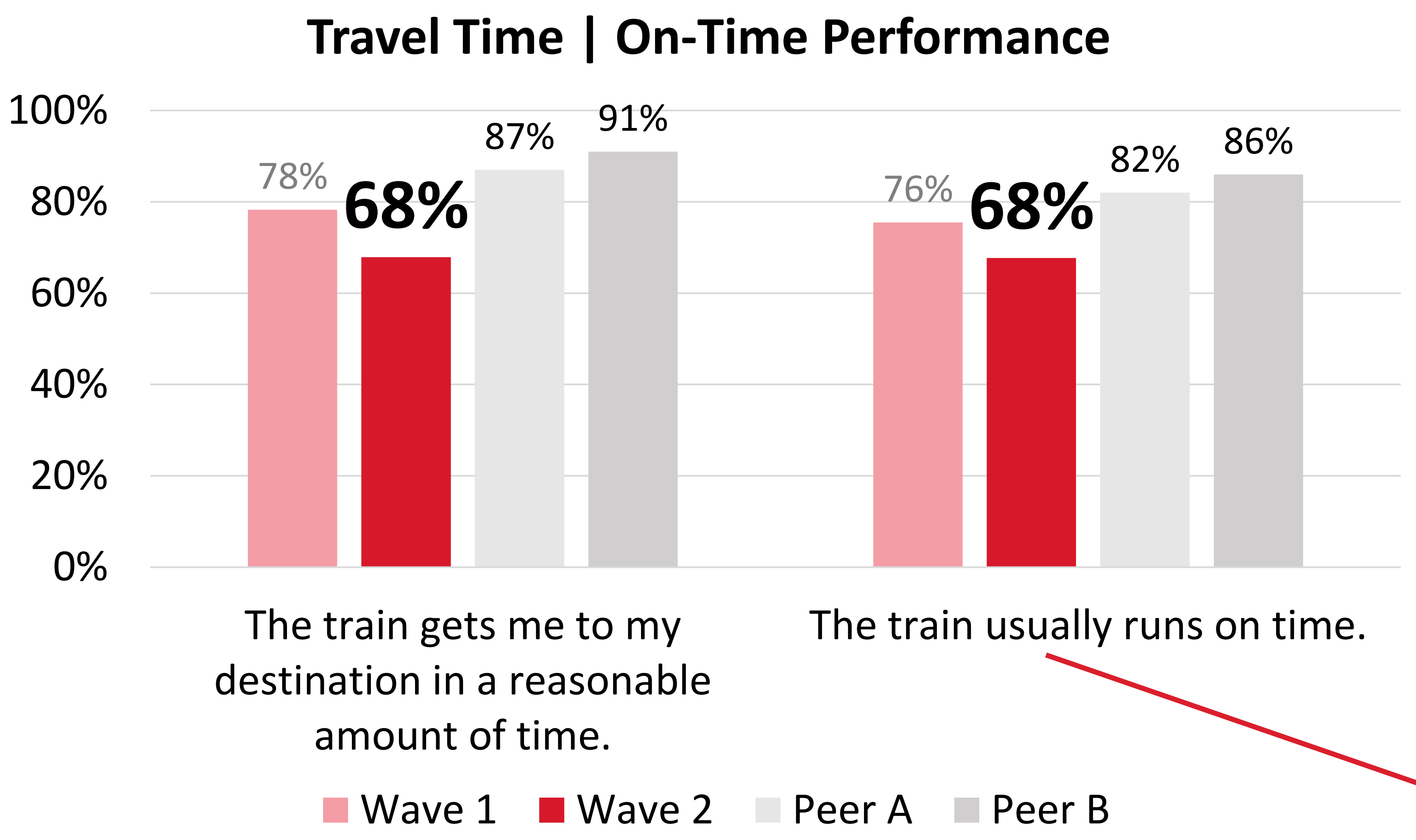
O – Fare Price

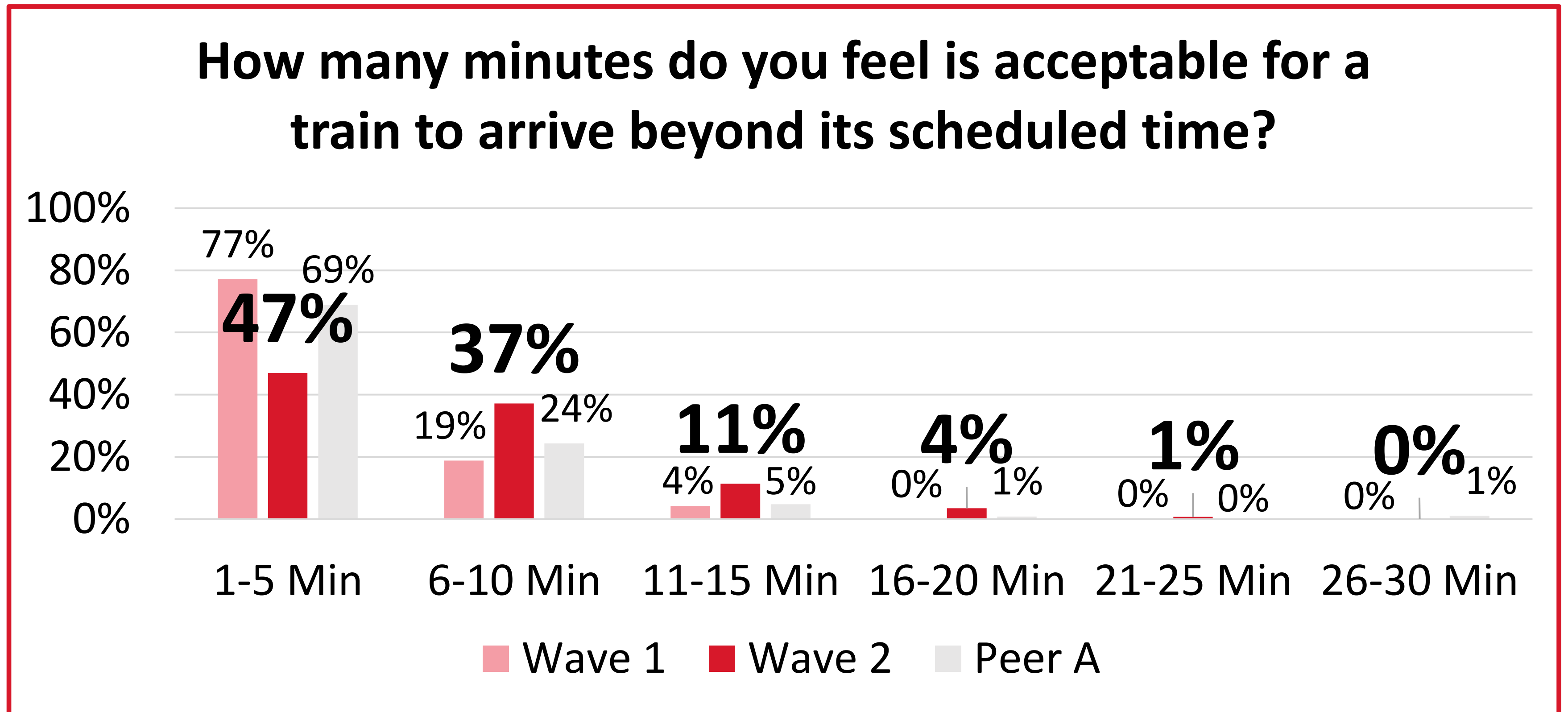
Travel Time and On-Time Performance

- 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.





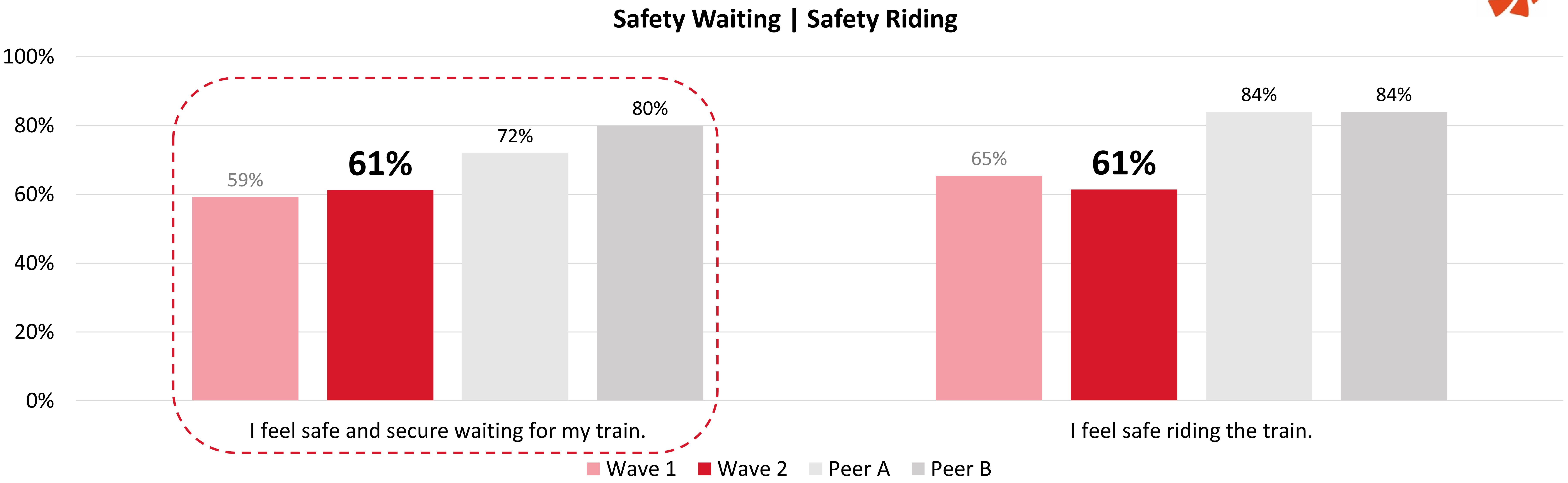
**Only asked to Customers dissatisfied with on-time performance.*

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%).

TransPro Insight

Customer importance for **Safety waiting for the train** has increased significantly, making it the second most important factor to customers. With a satisfaction level below peers, there is an opportunity for improvement in this factor's satisfaction.

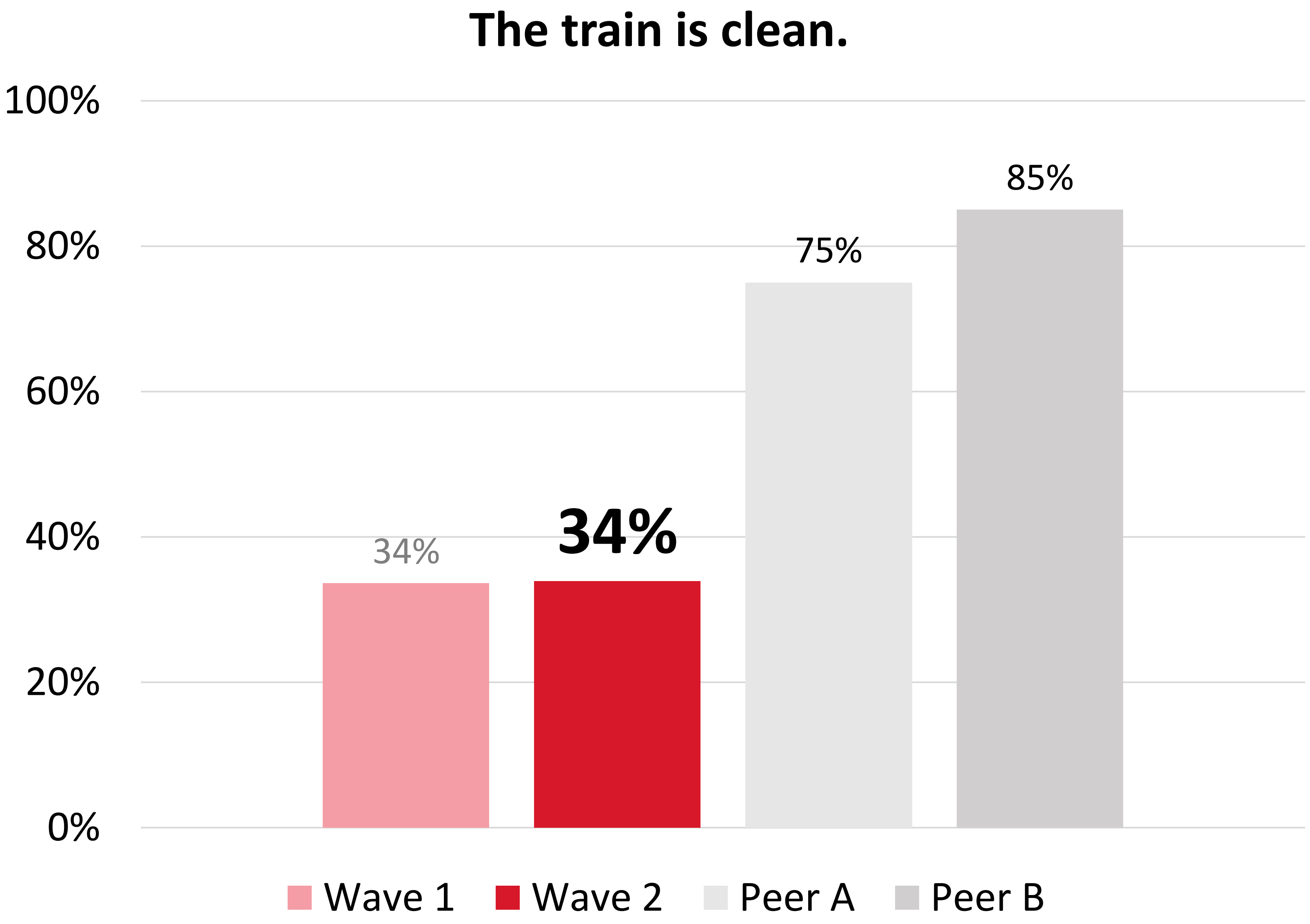


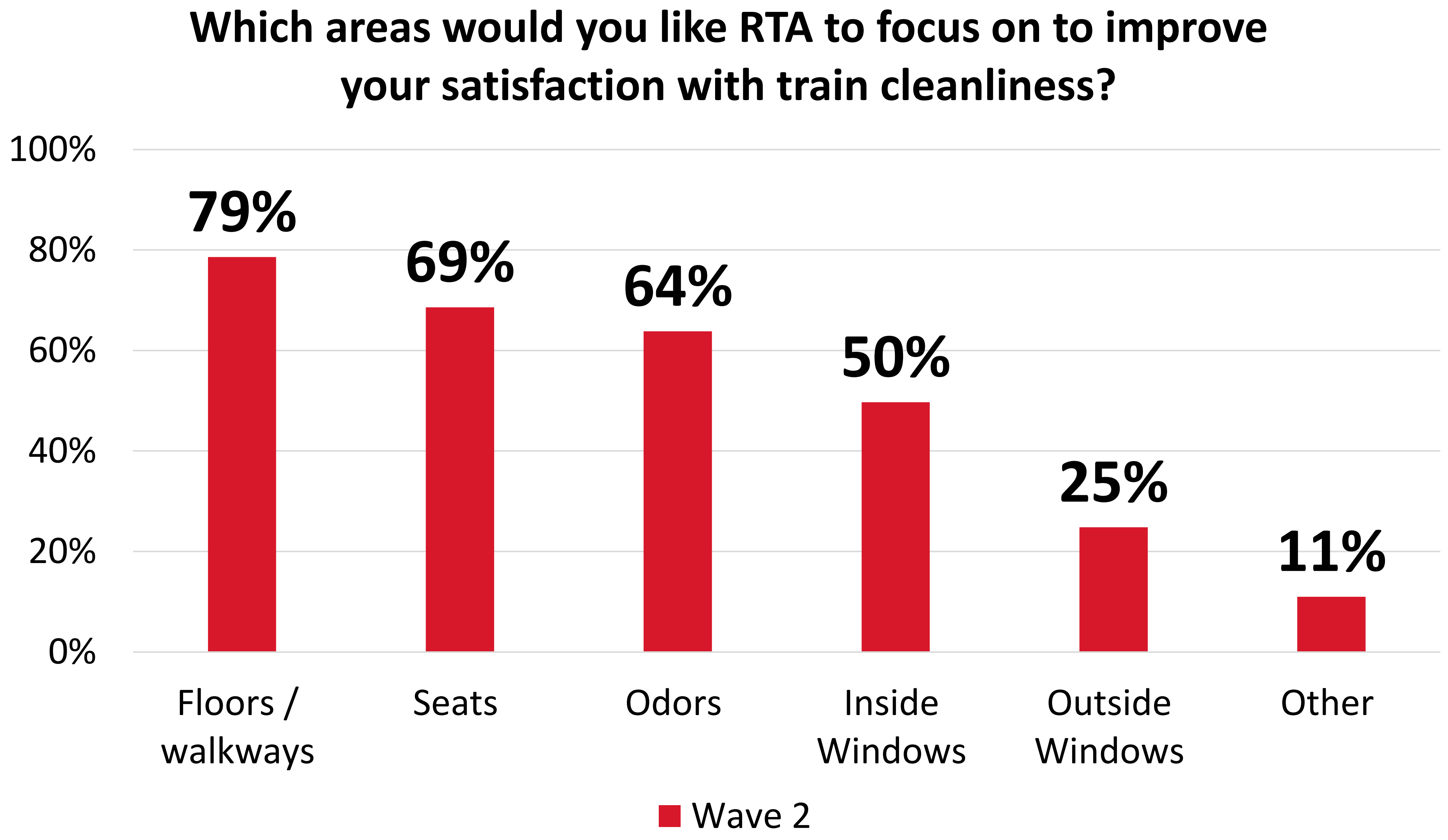
Train Cleanliness

- 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.

TransPro Insight

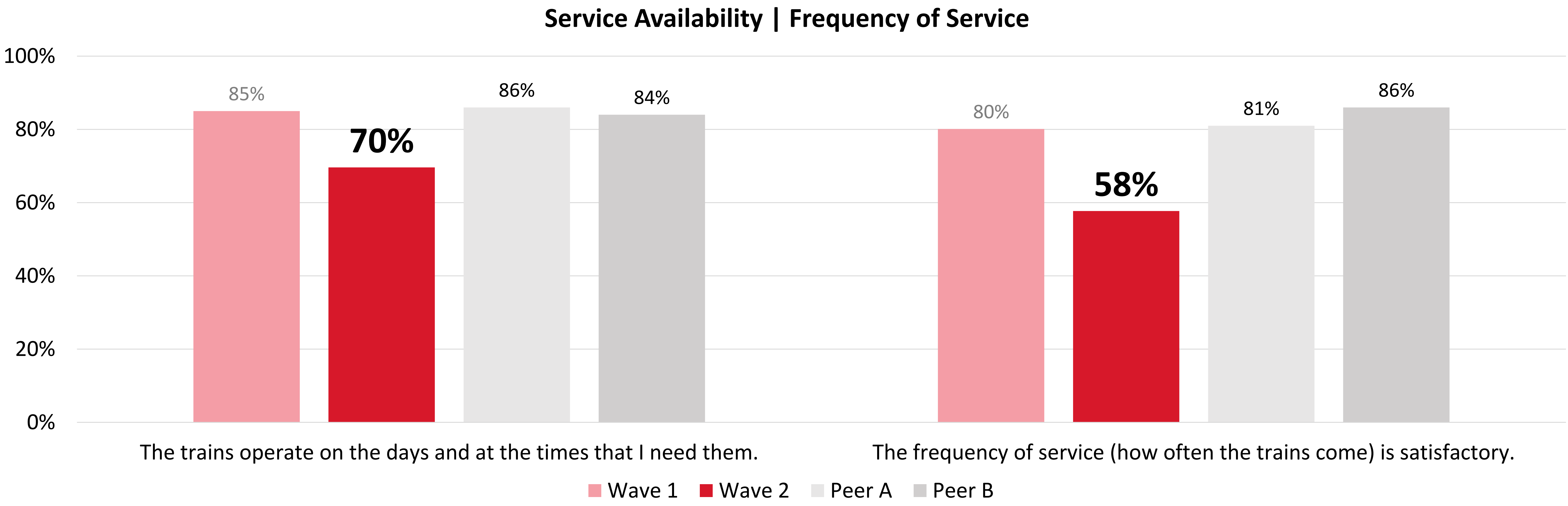
Train Cleanliness continues to be the factor with the lowest level of satisfaction and is now the third most important factor to customers. A plan of action on train cleanliness should be established and transparently communicated to customers.





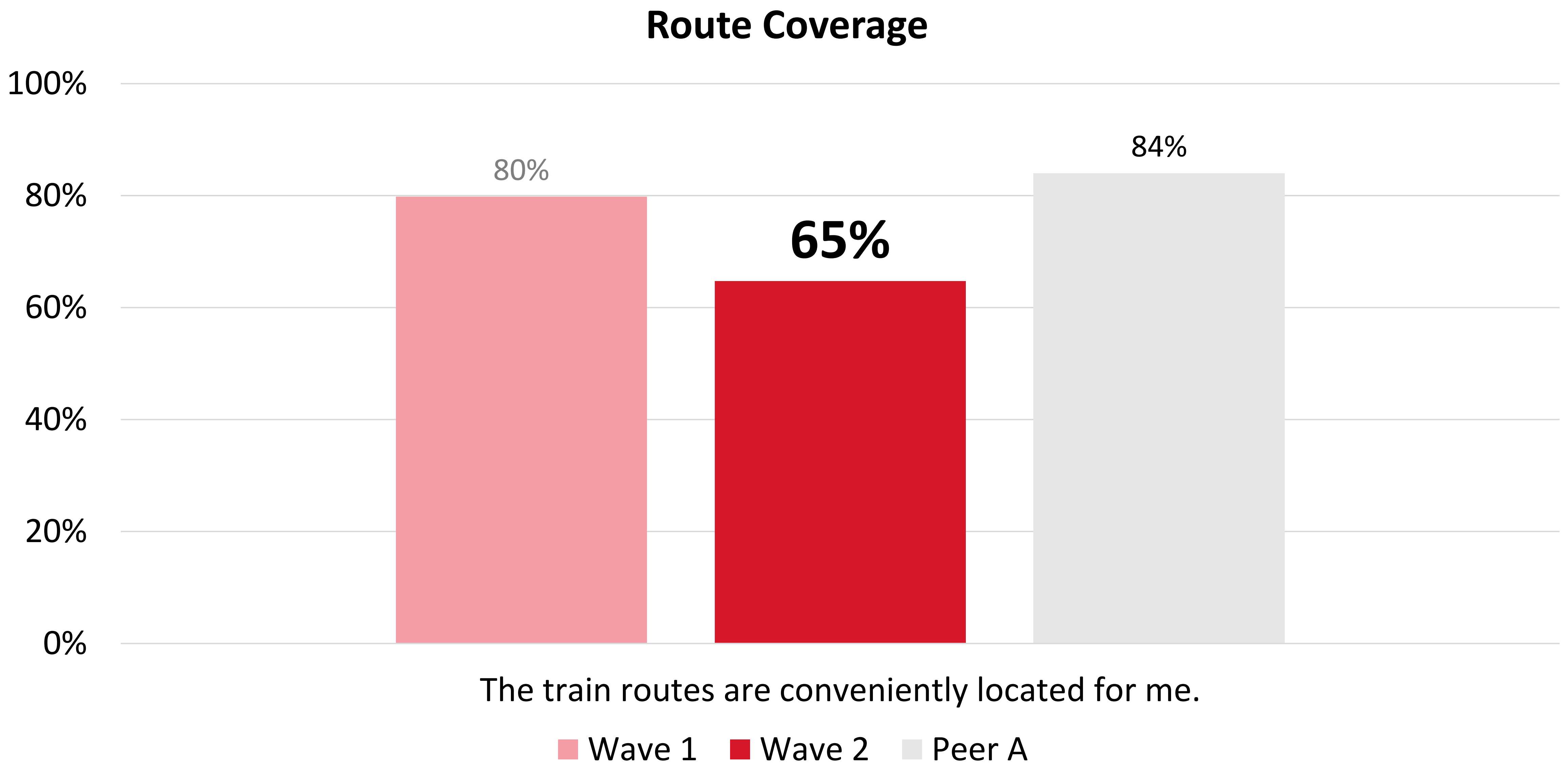
Service Availability and Frequency

- 70% of Rail Customers are satisfied with Service Availability, which is 18% lower than Wave 1 (85%).
- 58% of Rail Customers are satisfied with the Frequency of Service, which is 28% lower than Wave 1 (80%).



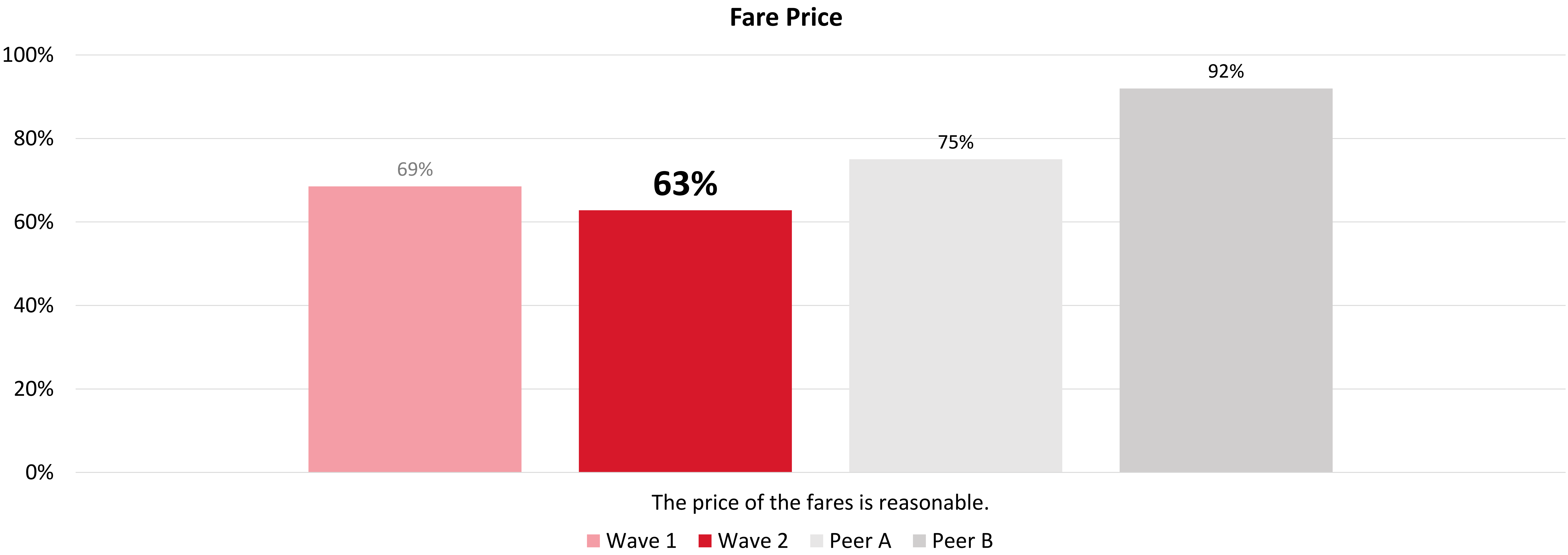
Route Coverage

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



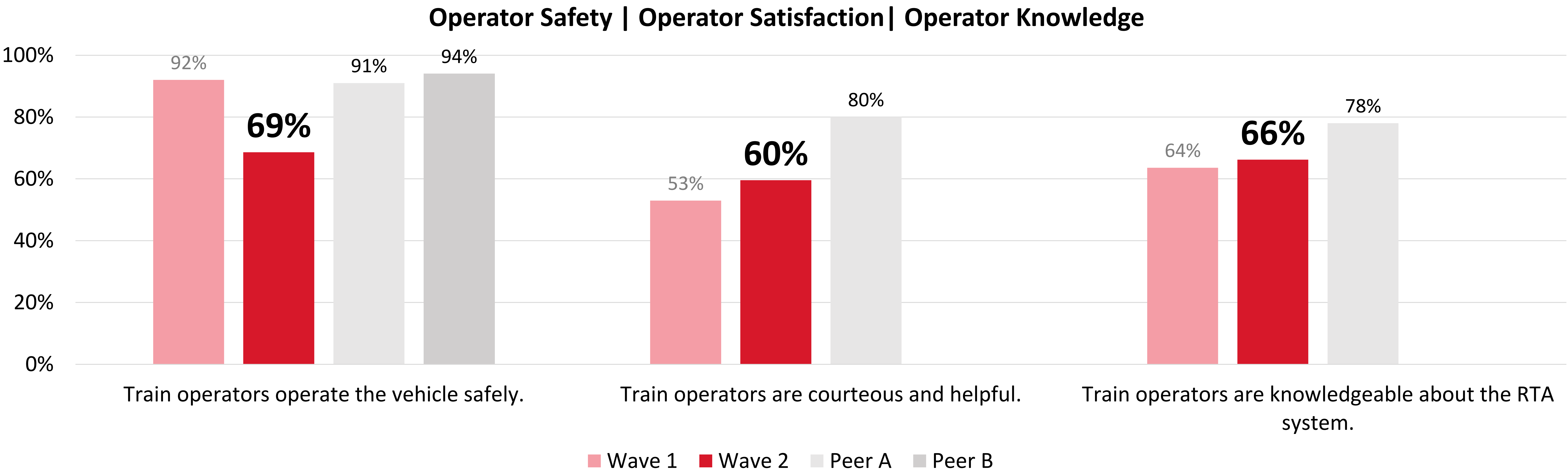
Fare Price

- 63% of Rail Customers are satisfied with the price of fares, which is 8% lower than Wave 1 (69%).



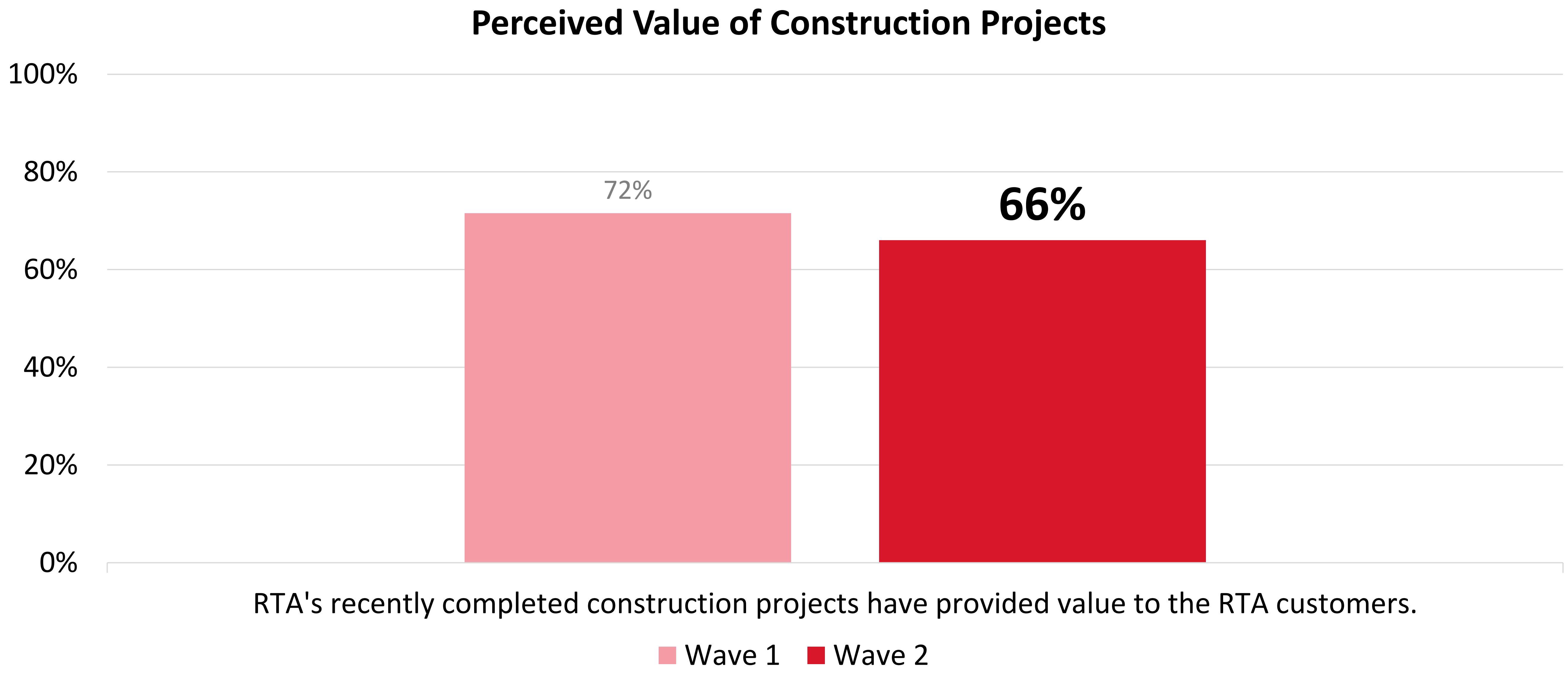
Perception of Operators

- 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%).



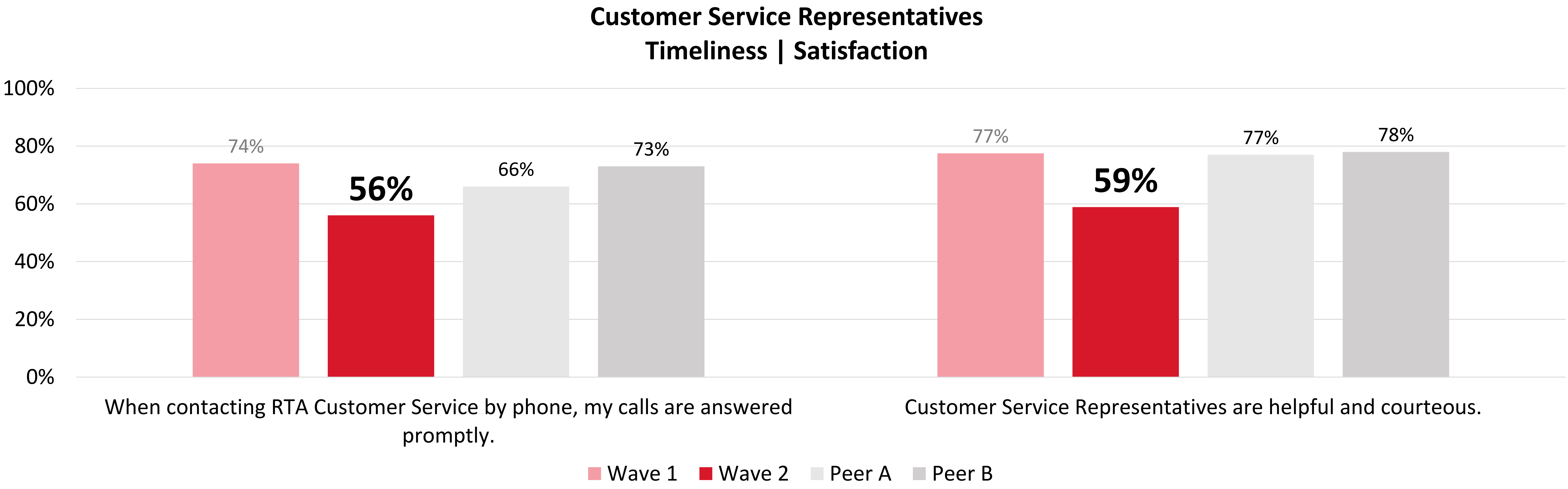
Capital Projects

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



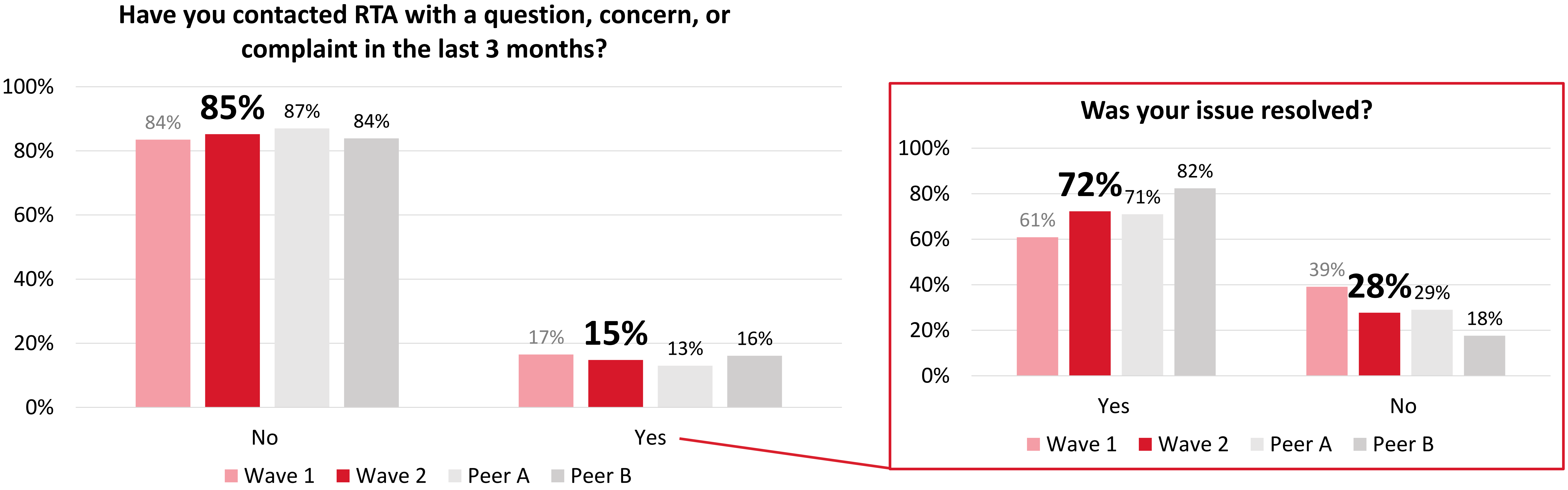
Customer Service Representatives

- 56% of Rail Customers agree their calls are answered promptly, which is 24% lower than Wave 1 (74%).
- 59% of Rail Customers believe customer service representatives are helpful and courteous, which is 24% lower than Wave 1 (77%).



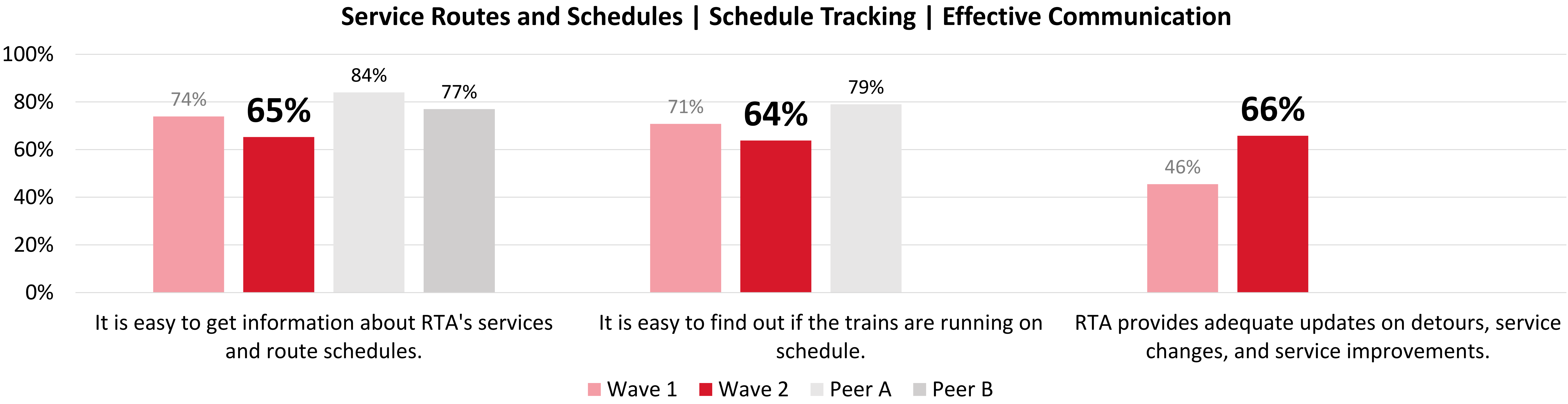
Issue Resolution

- 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%).



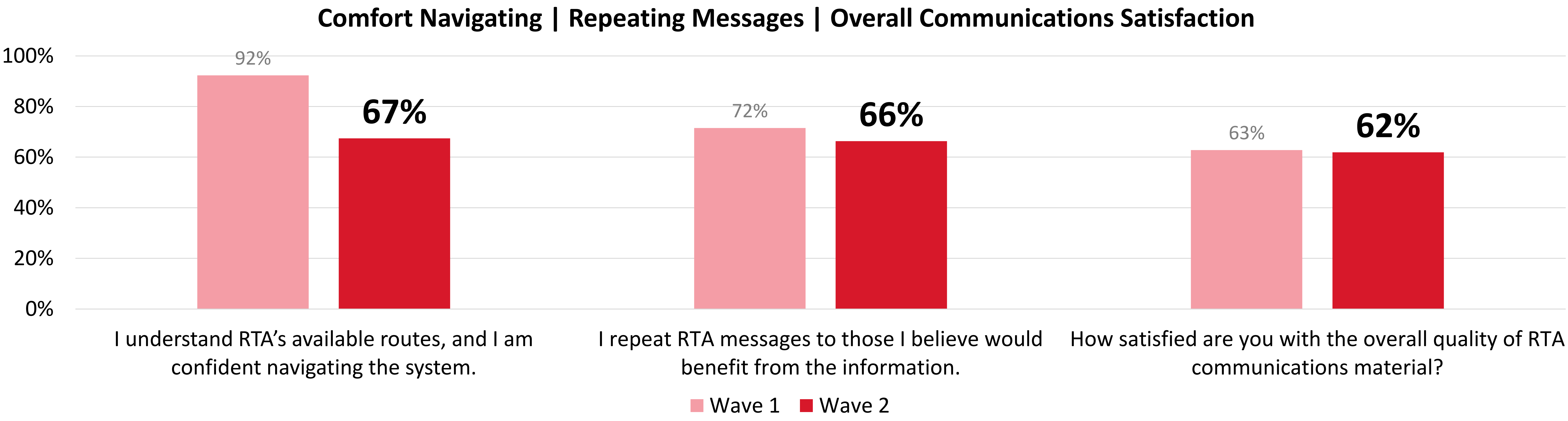
Communications Materials

- 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%).



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%).



Paratransit

Methodology – Paratransit

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…

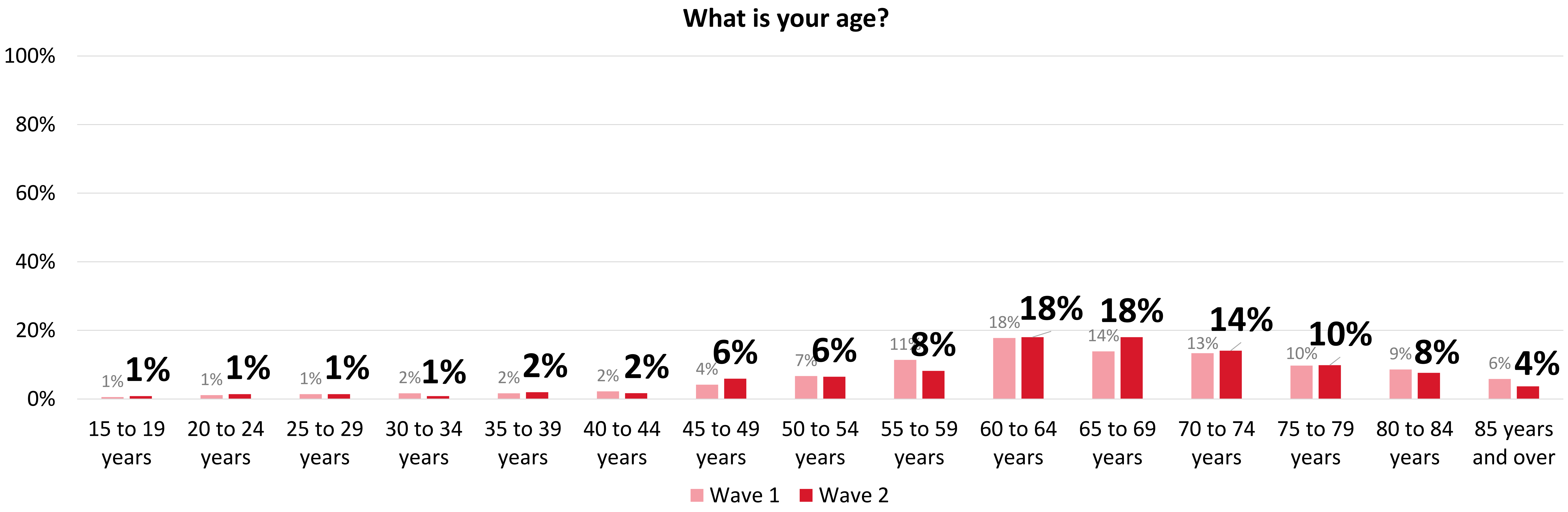
1. On-Time Performance
2. Safety on the vehicle
3. Operators being friendly and helpful

Customer Characteristics

Paratransit

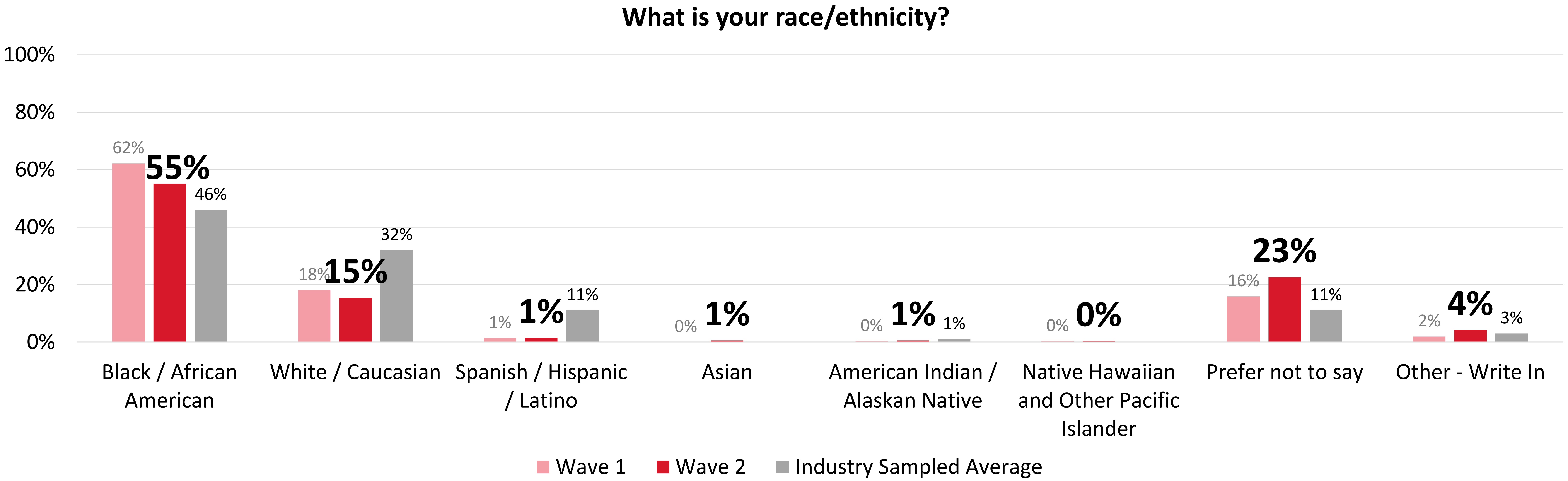
Customer Characteristics

- Paratransit Customers are most frequently 60-64 (18%) and 65-69 years old (18%), which changed by 1% and 30%, respectively, in comparison to Wave 1.



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.

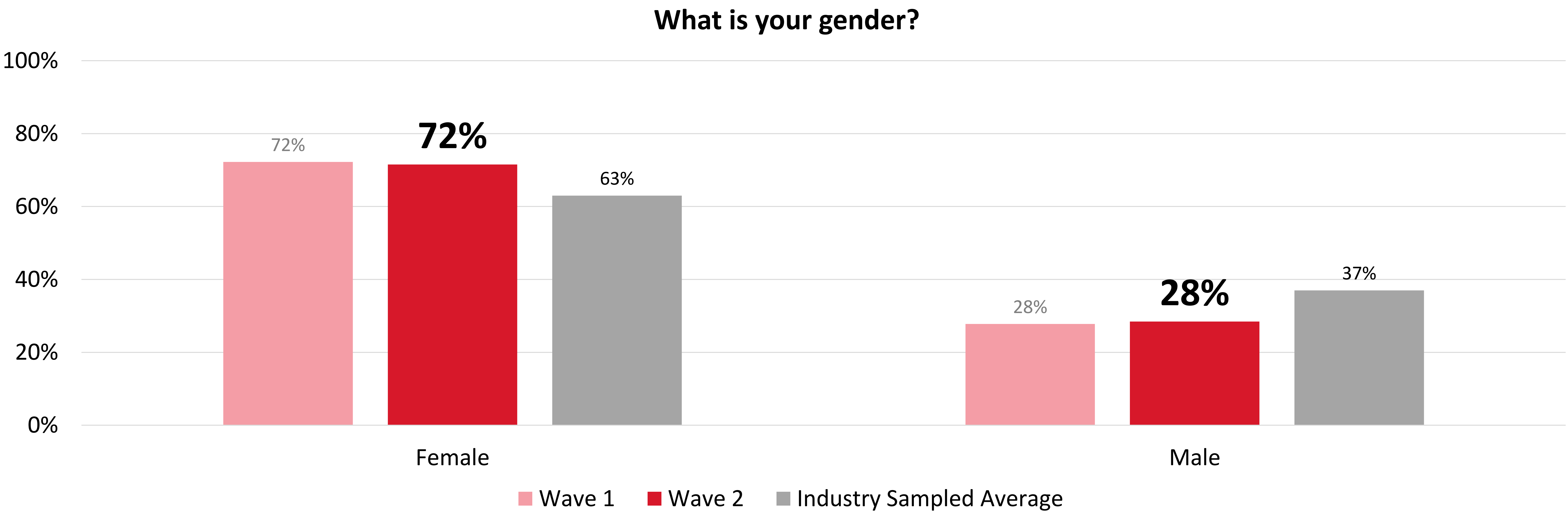

What is your race/ethnicity?

Para

TransPro
Driving Excellence

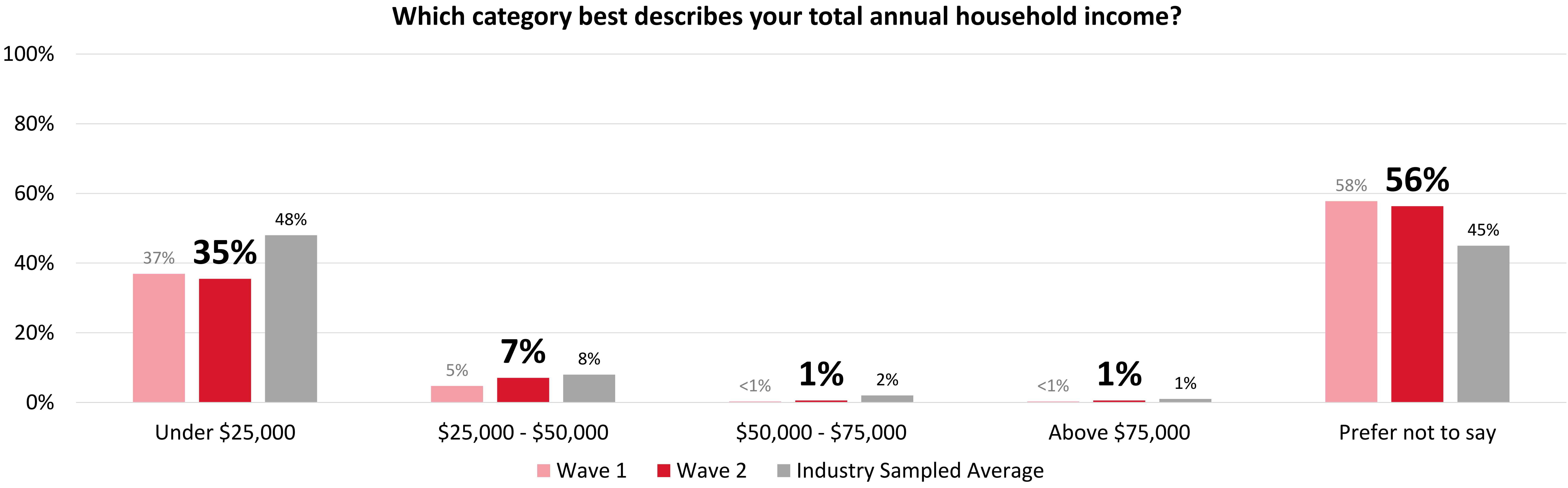
Customer Characteristics

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



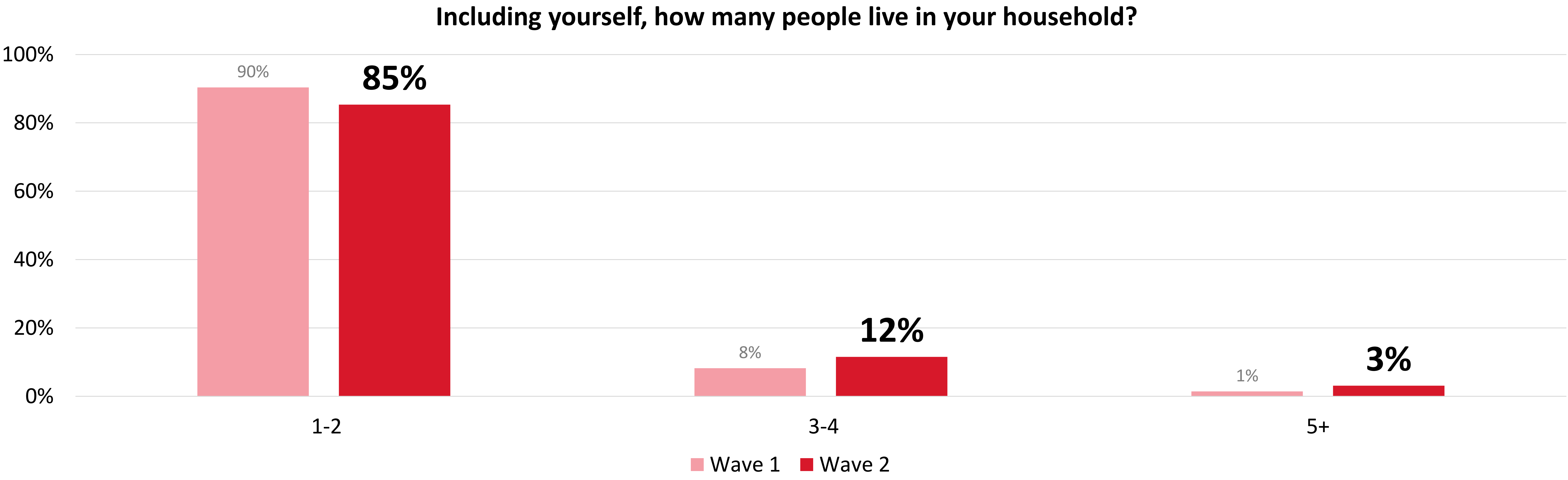
Customer Characteristics

- Paratransit Customers most frequently earn less than $25,000 annually (35%), which is similar to Wave 1 (37%).
- 56% of Paratransit Customers preferred not to provide their annual income, which is similar to Wave 1 (58%).



Household Size

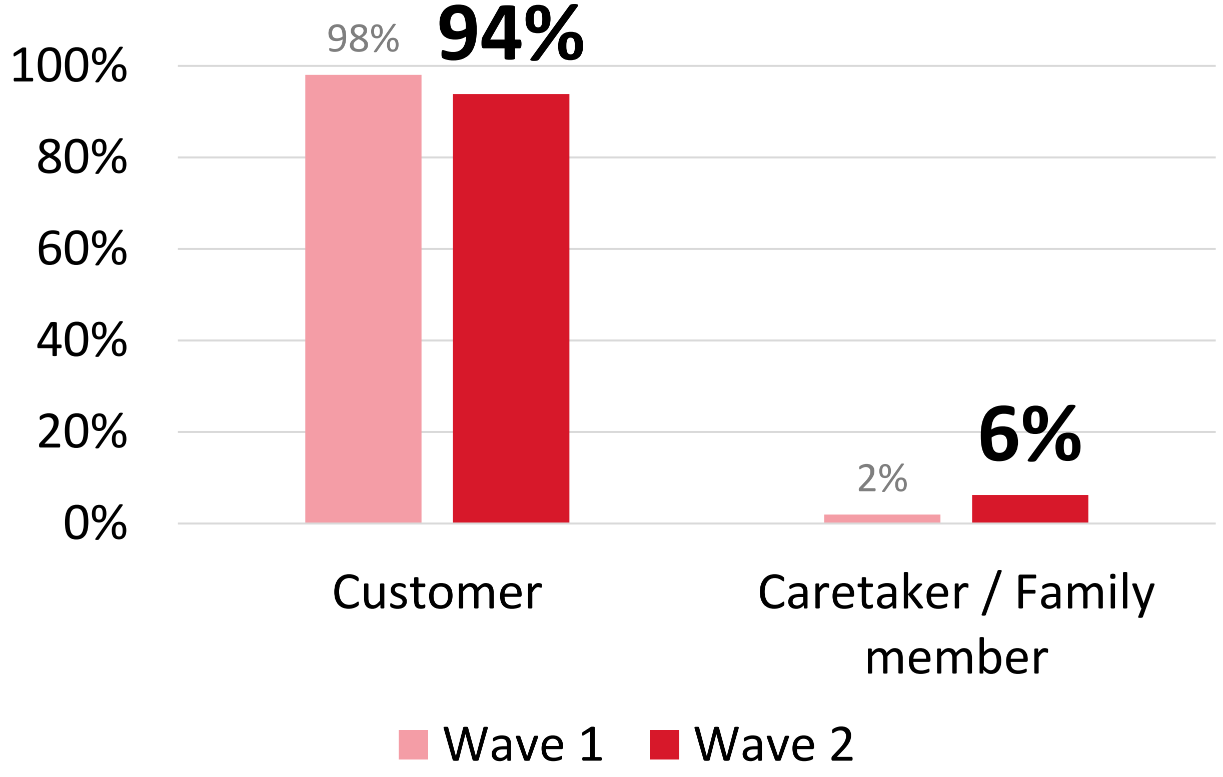
- Paratransit Customers most frequently have household sizes of 1-2 people (85%), which is 6% lower than Wave 1 (90%).



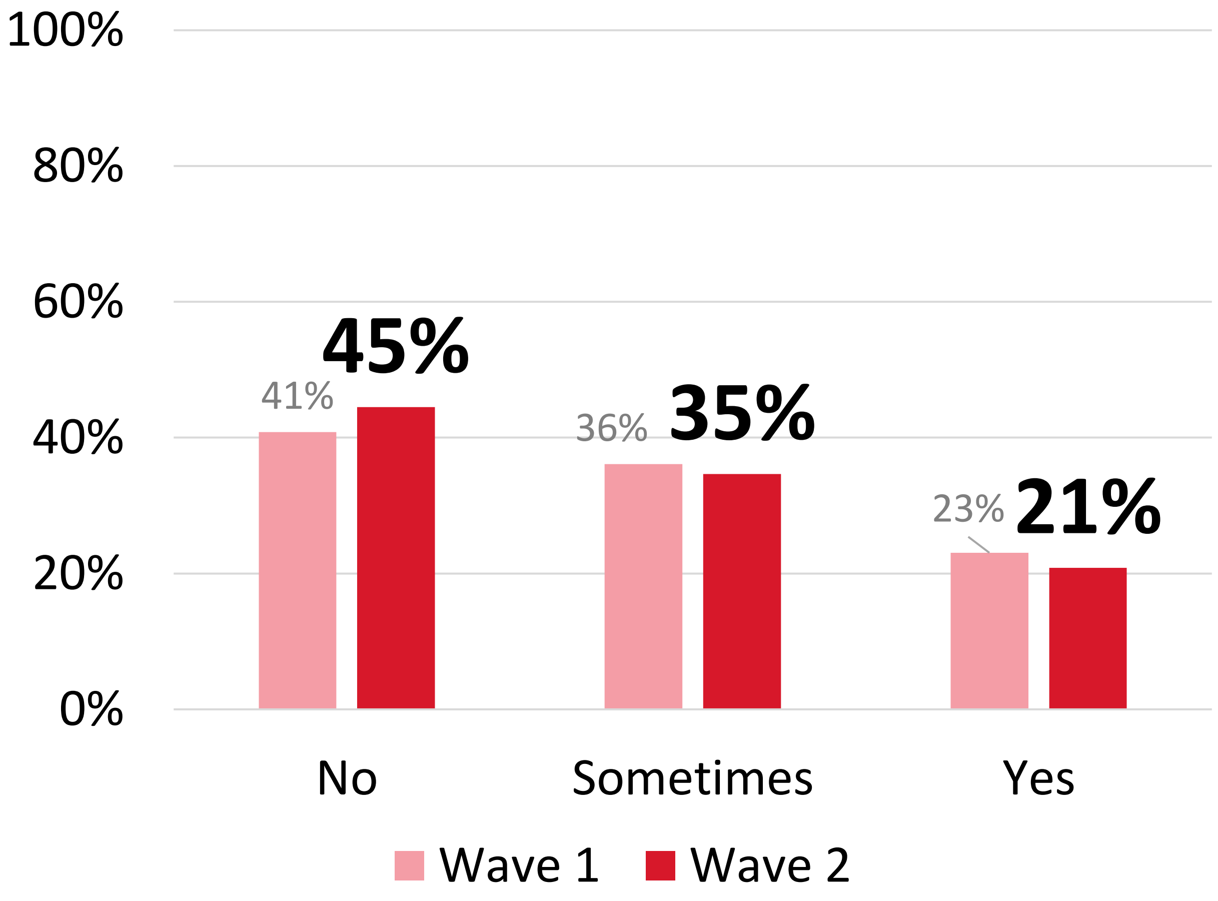
Customer Characteristics

- 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%).

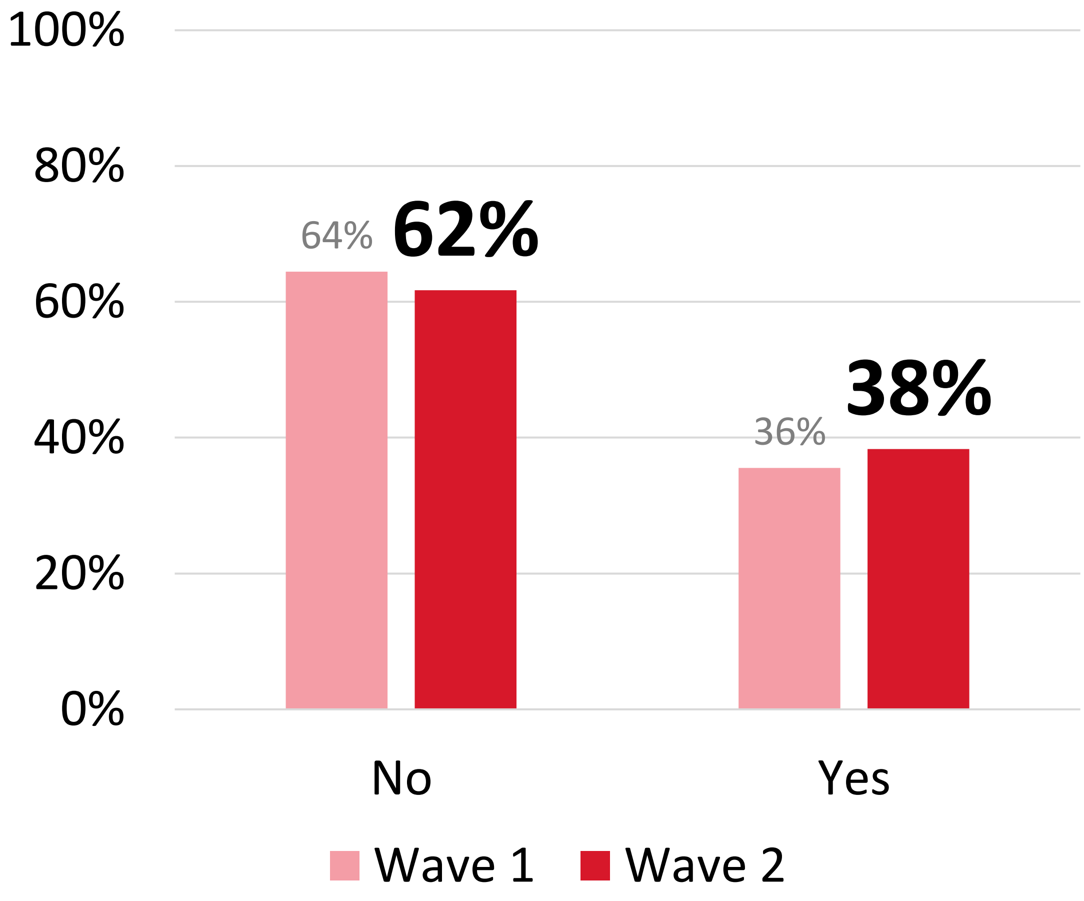
Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?



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

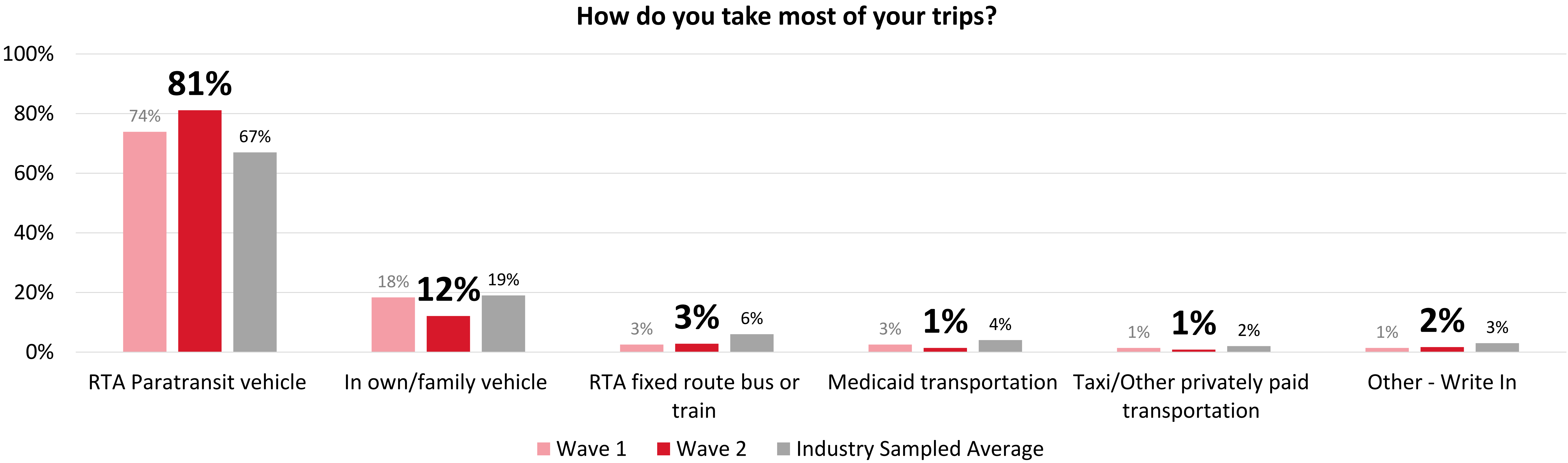


Do you have a wheelchair, scooter or other mobility device?



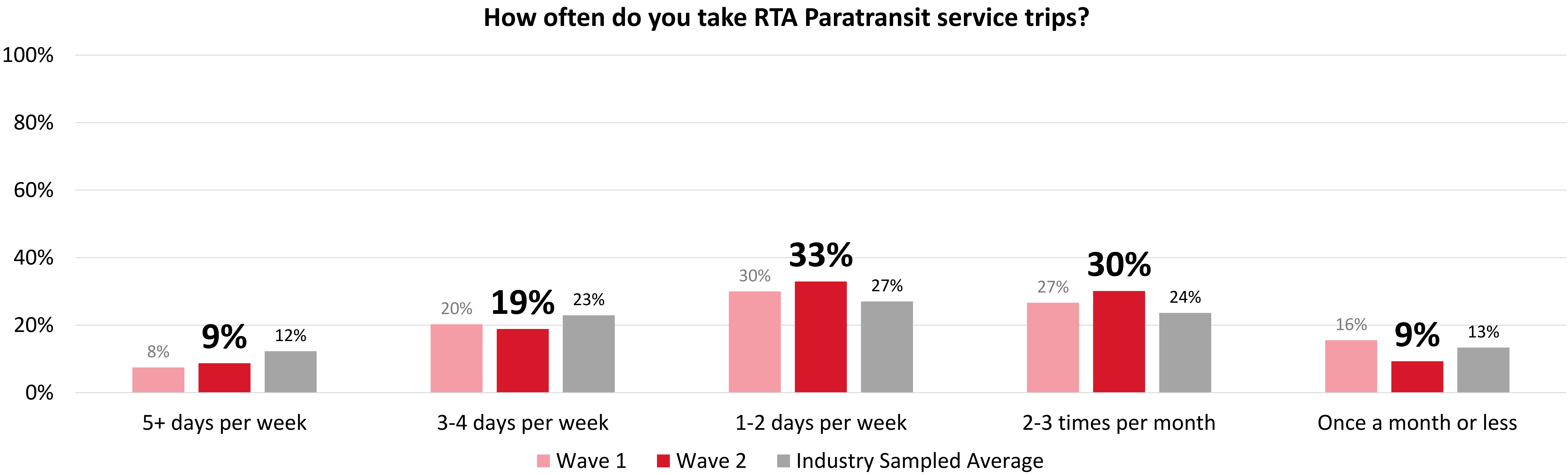
Trip Mode

- Paratransit Customers most often take RTA Paratransit vehicles for their trips (81%), which is 10% higher than Wave 1 (74%).



Trip Frequency

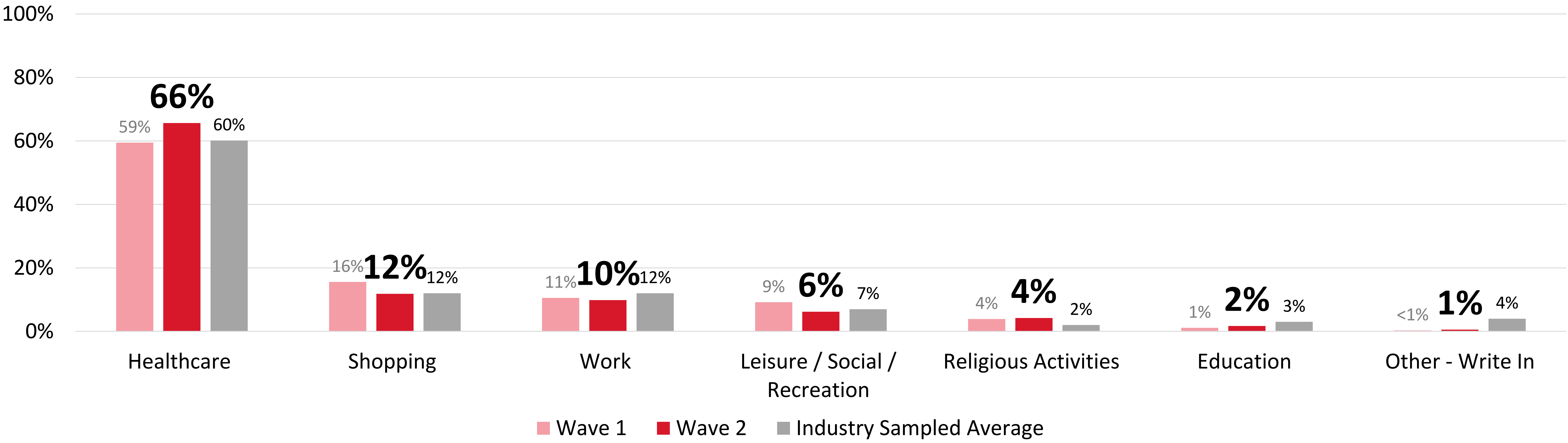
- Paratransit Customers most often use the service 1-2 days per week (33%) and 2-3 times per month (30%), which changed by 10% and 13%, respectively, in comparison to Wave 1.



Trip Purpose

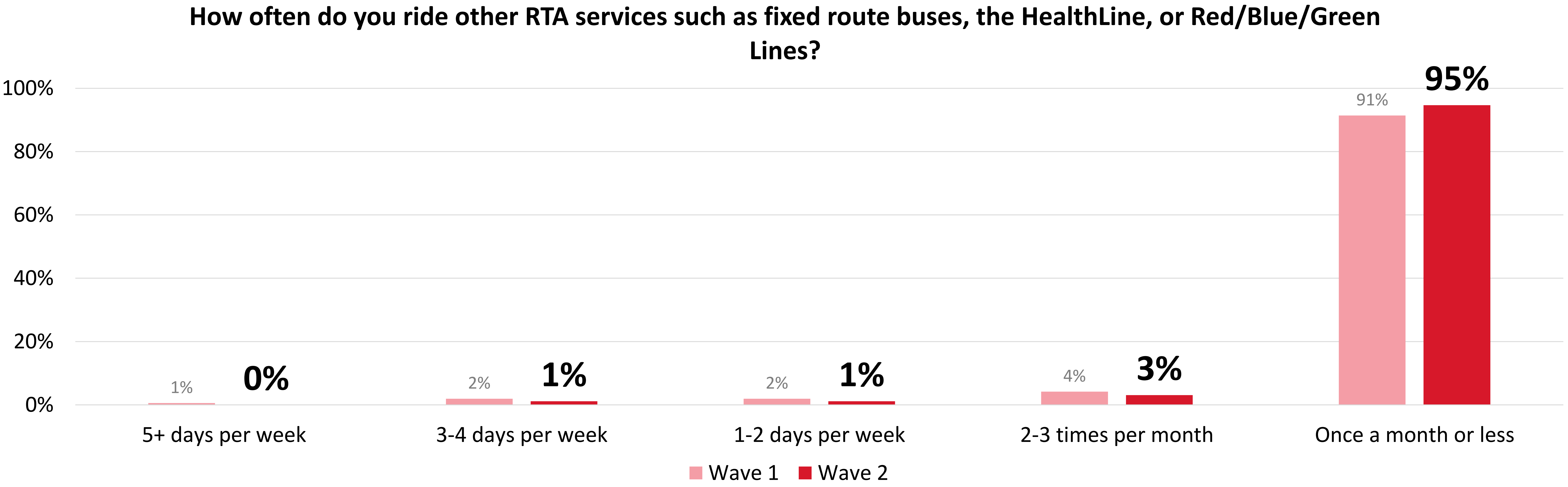
- Paratransit Customers most frequently use the service for Healthcare trips (66%), which is 10% higher than Wave 1 (59%).

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



Other Mode Usage

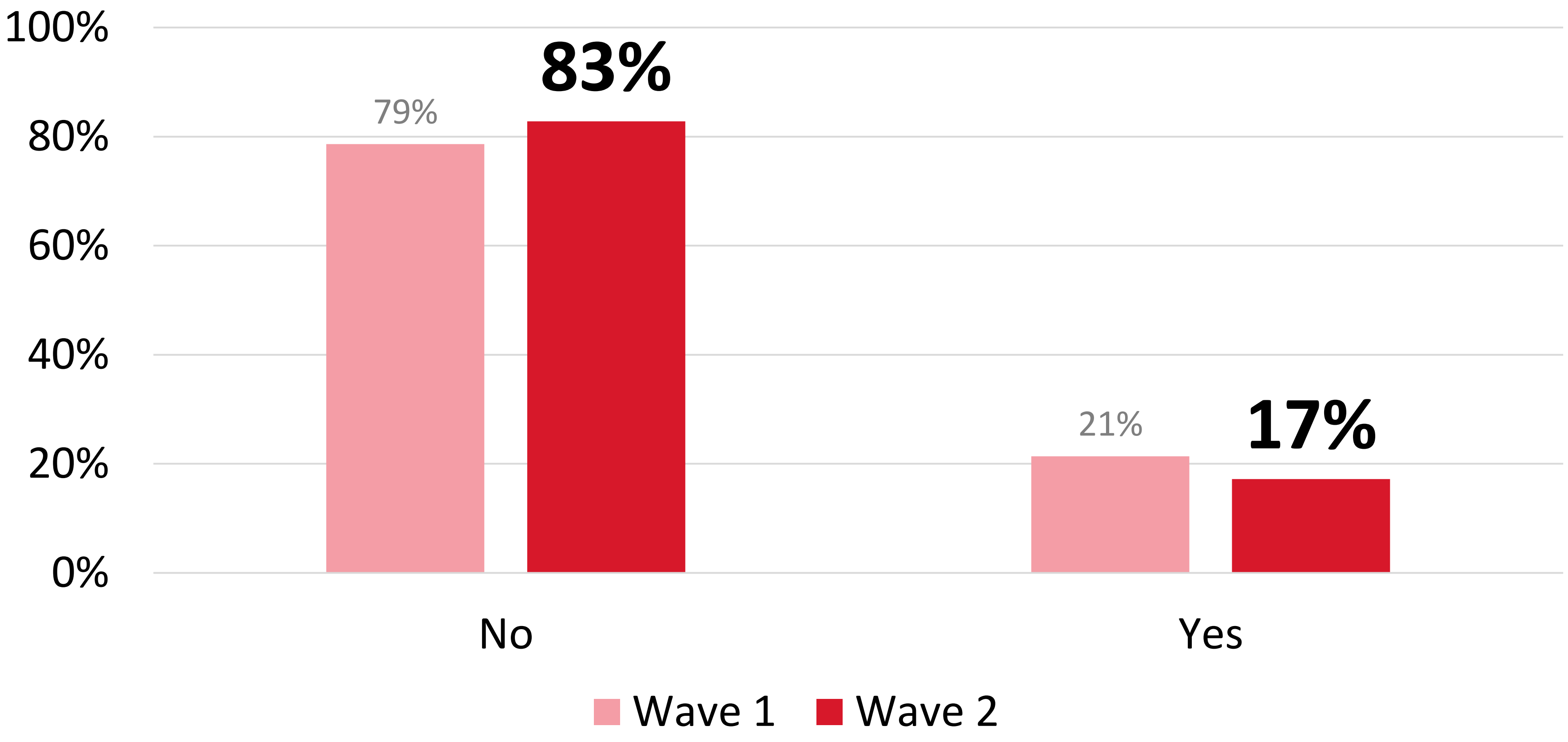
- Paratransit Customers most often ride other RTA services once a month or less (95%), which is similar to Wave 1 (91%).



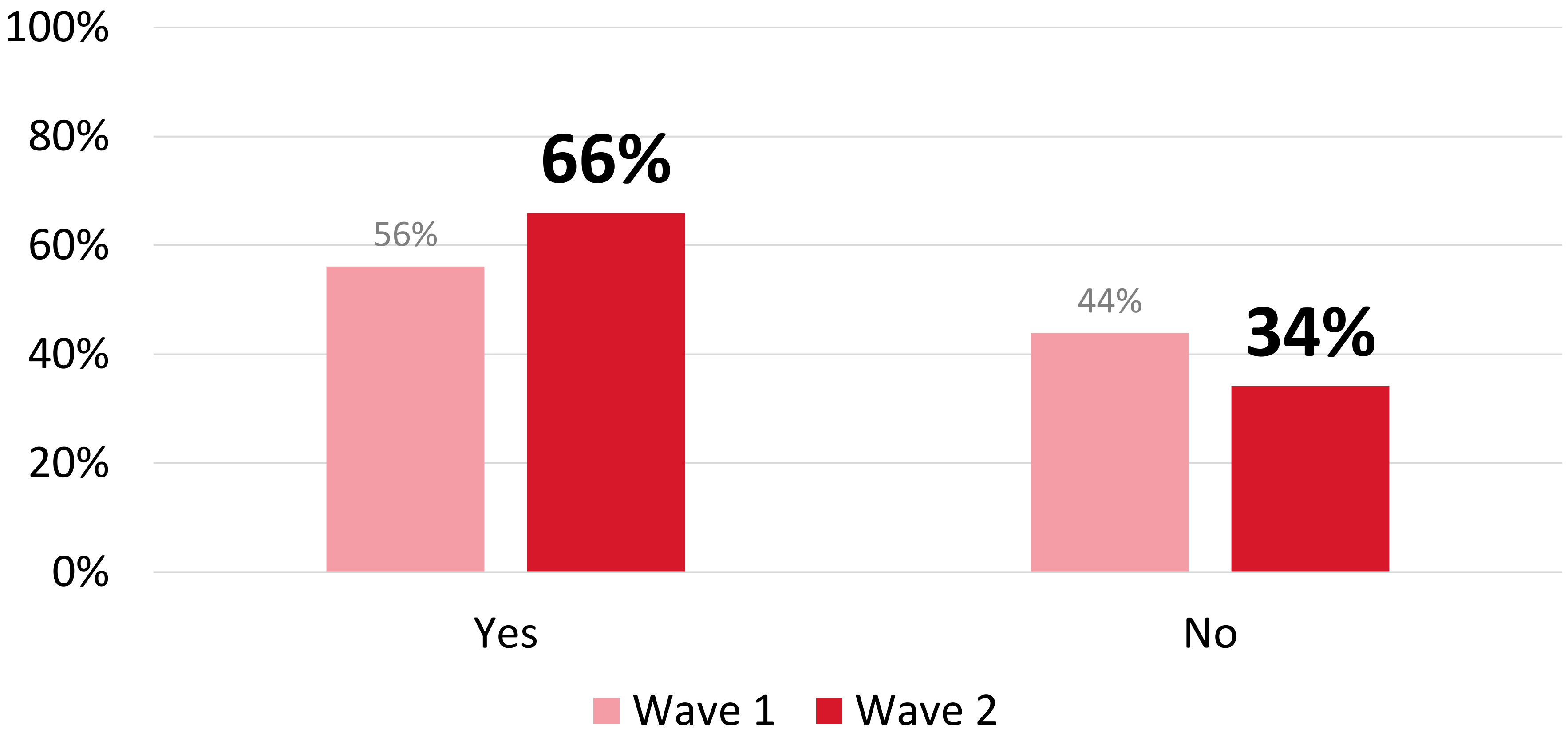
Policy Questions

- 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

Net Promoter Score

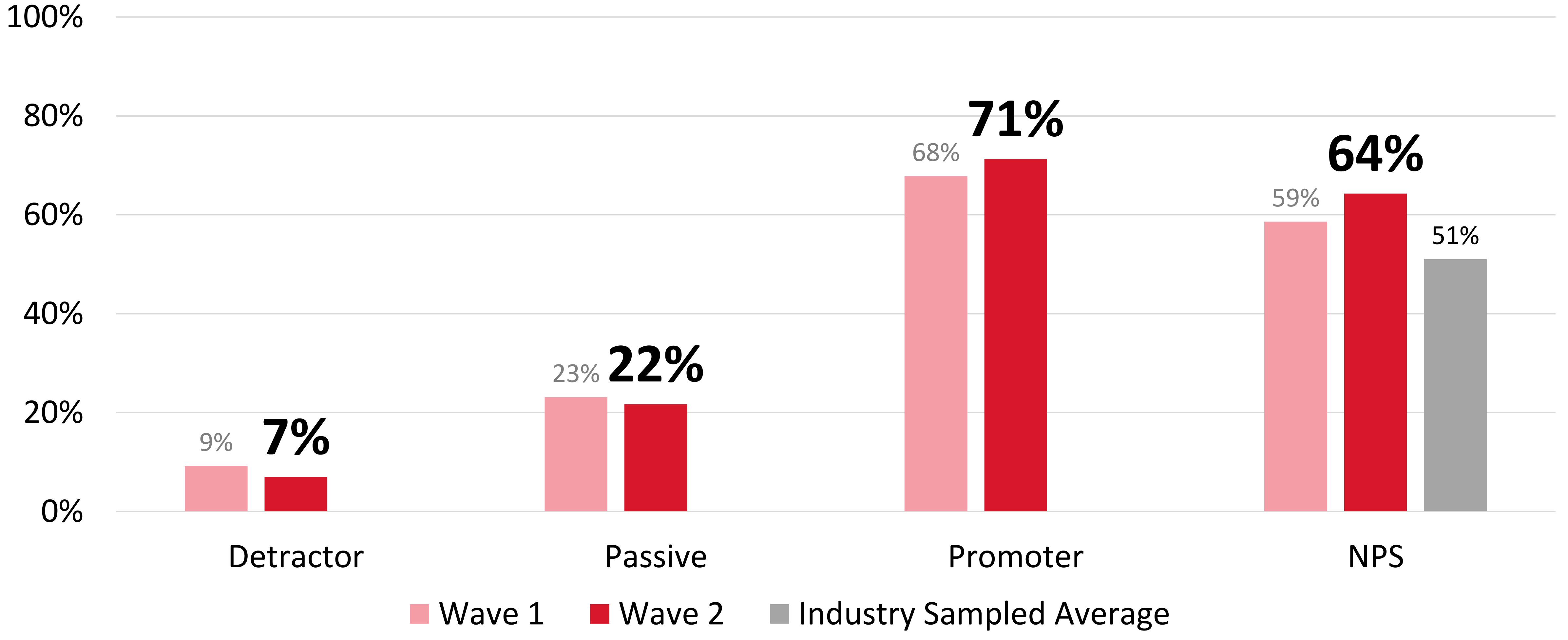
Paratransit

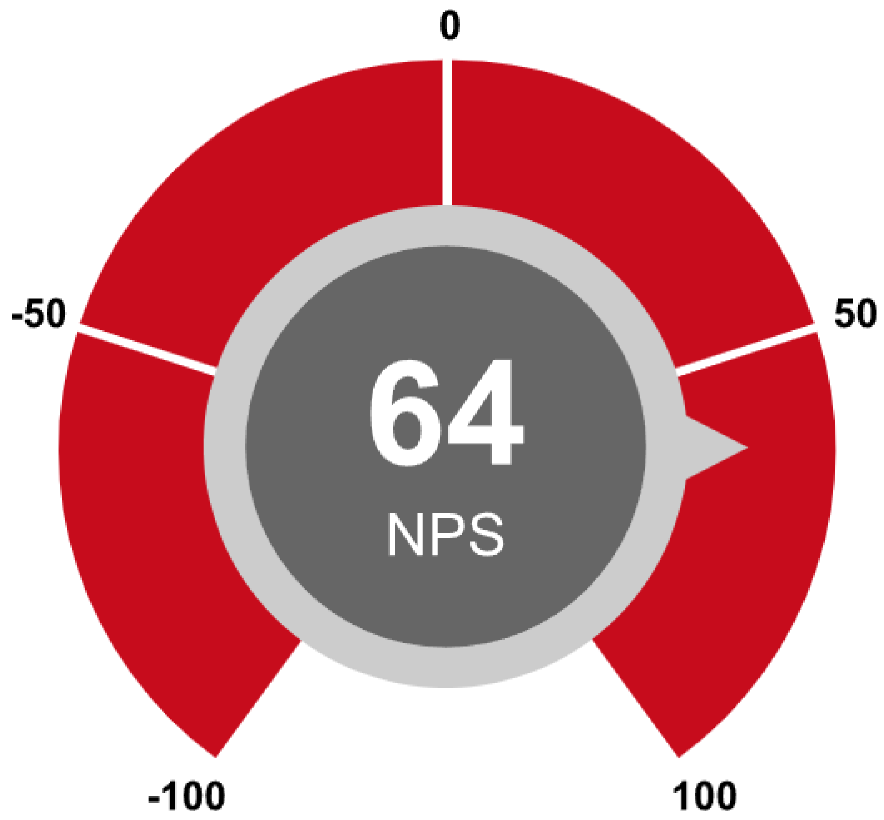
TransPro Insight

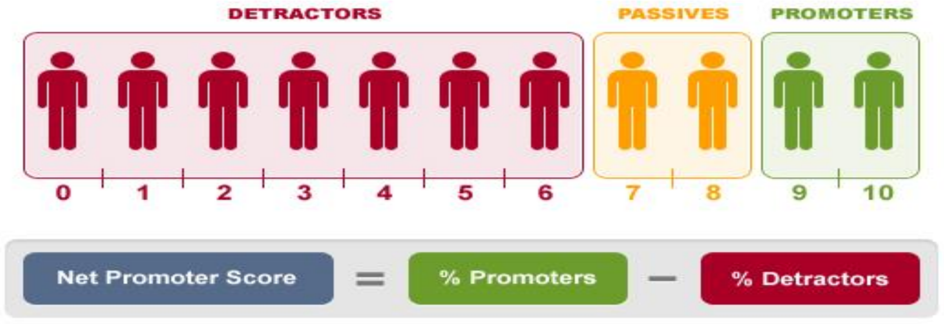
RTA’s Paratransit NPS significantly improved over the previous quarter and continues to be ahead of the industry. While improvements should continue to be made, celebrations should also be made with the Paratransit team for their excellent results.

- 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?

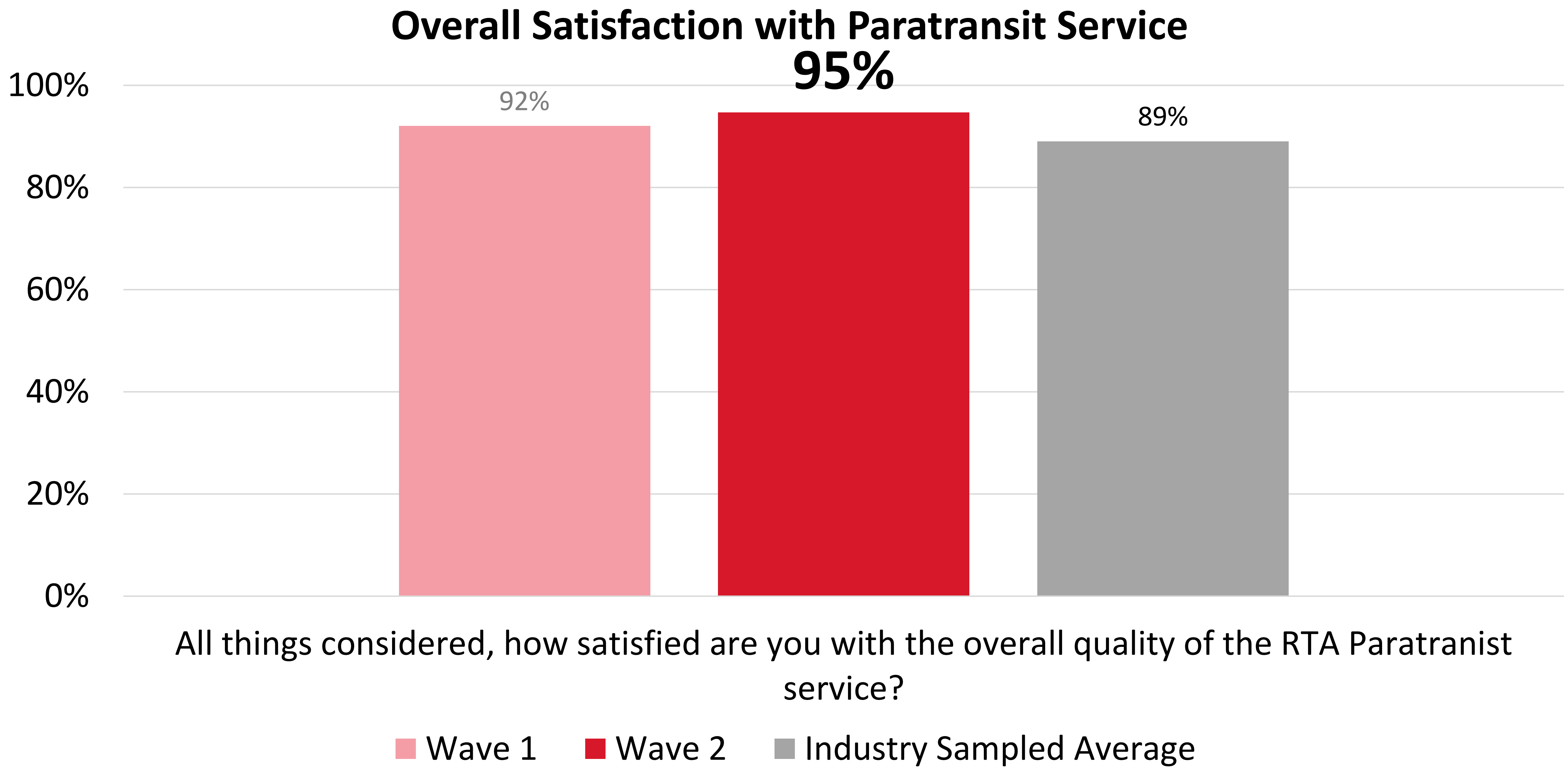





DETRACTORS
PASSIVES
PROMOTERS
0
1
2
3
4
5
6
7
8
9
10
Net Promoter Score
=
% Promoters
−
% Detractors

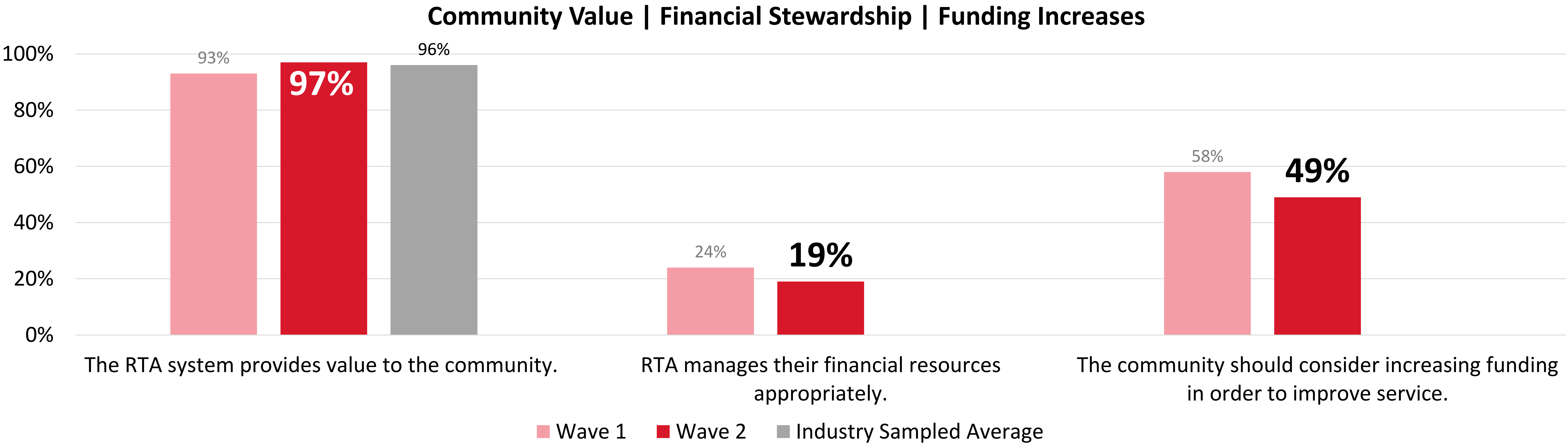
Paratransit Satisfaction

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



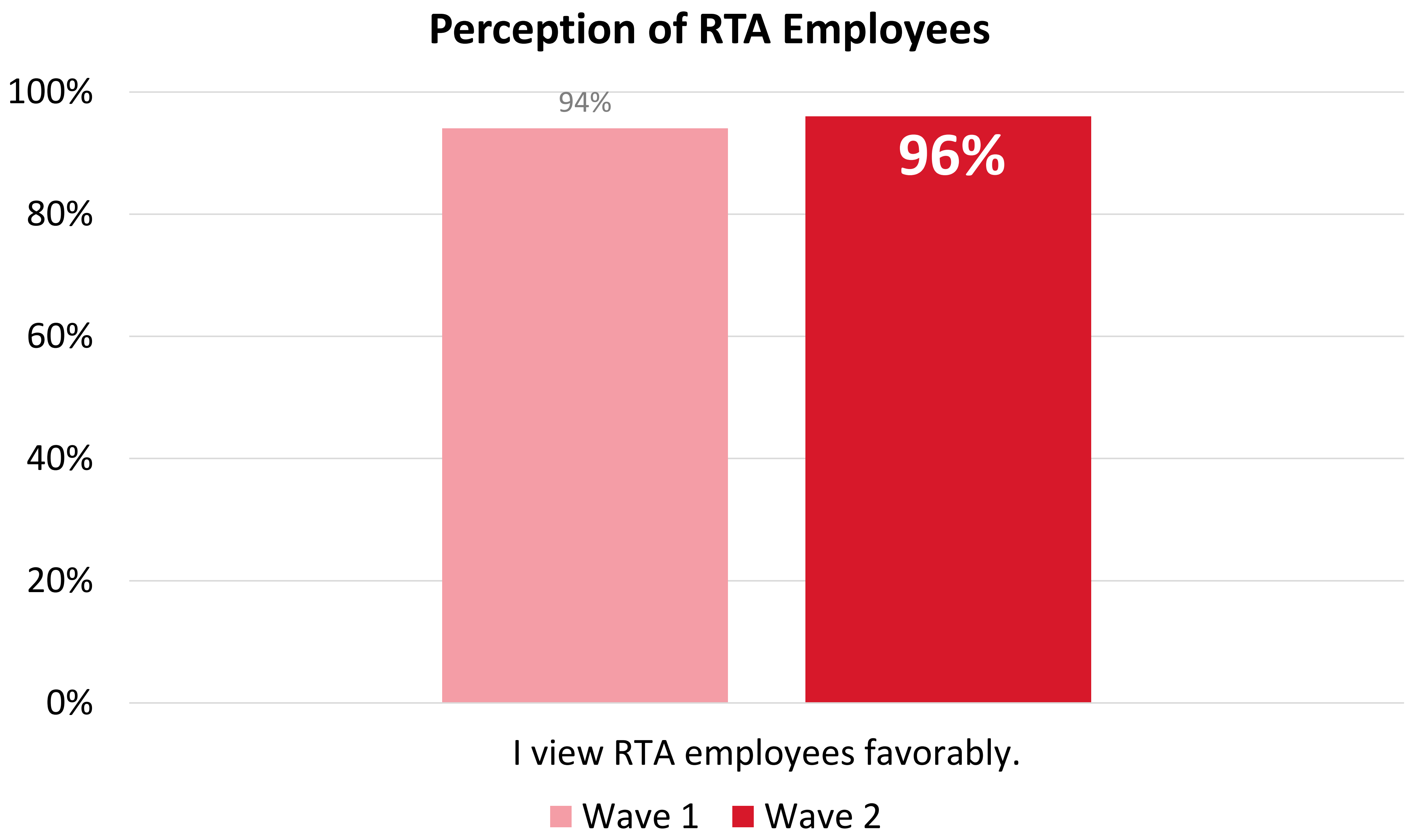
Customer Perception of GCRTA

- 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%).



Customer Perception of GCRTA Employees

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

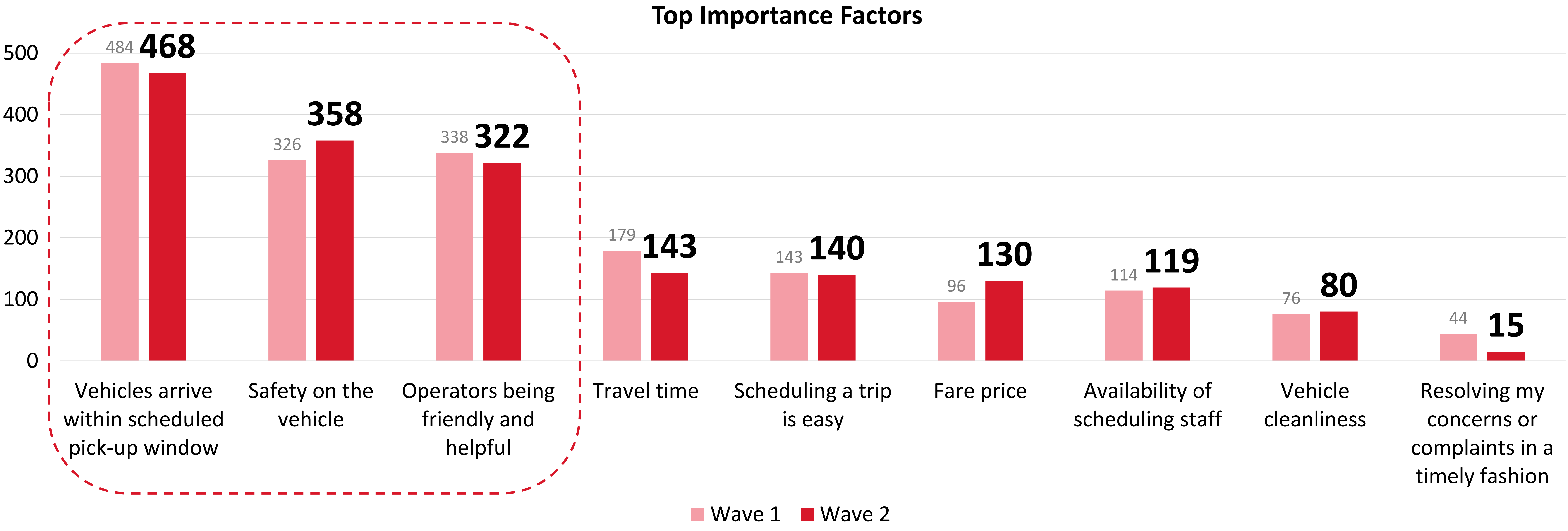


Customer Importance Factors

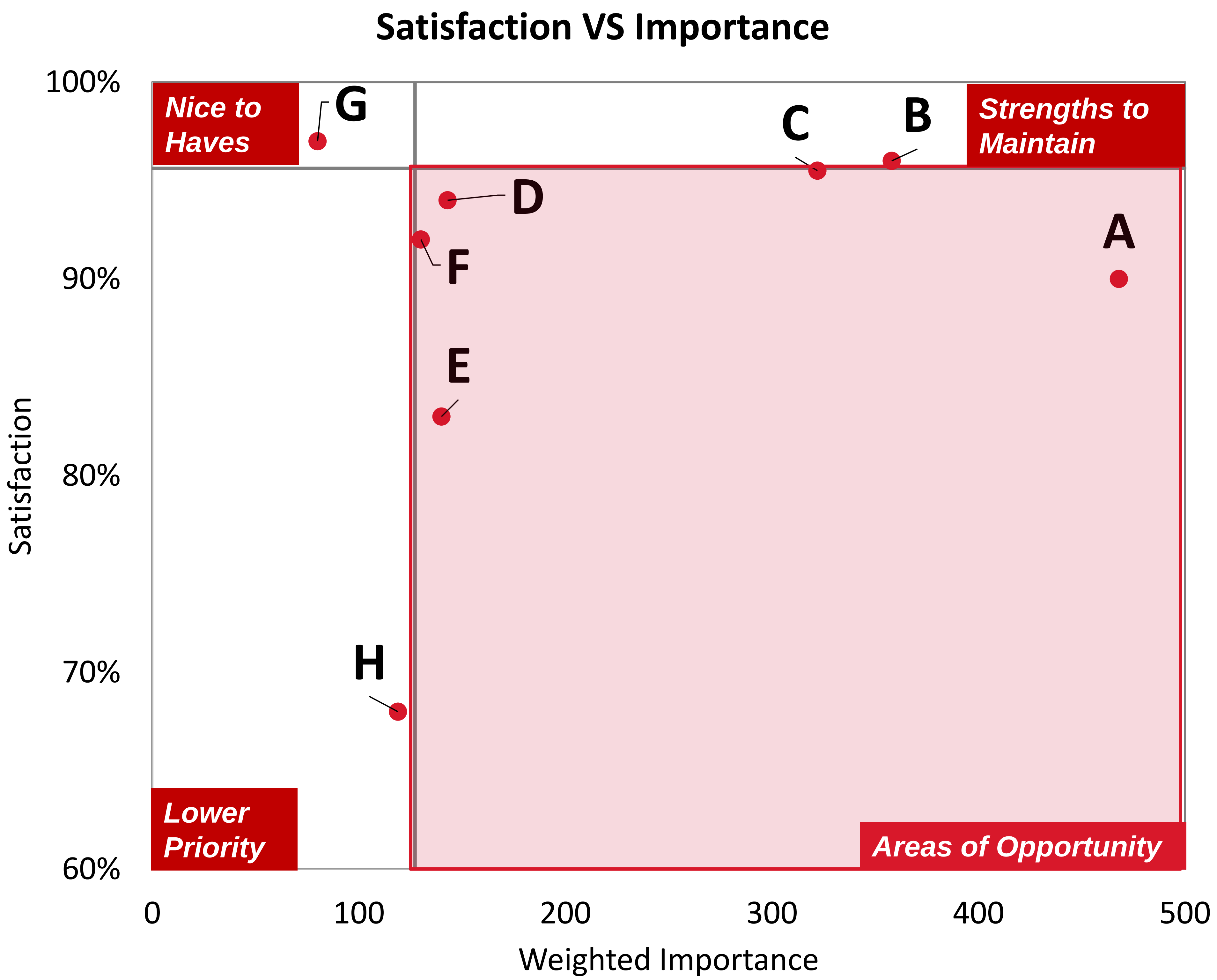
Paratransit

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.



Key Driver Analysis



TransPro Insight

With the top three importance factors in 90%+ satisfaction levels, a focus should be placed on maintaining performance in these areas and improving satisfaction in lower importance areas such as ease of scheduling a trip.

Legend

A – On-Time Performance

B – Safety on the vehicle

C – Operators being friendly and helpful

D – Travel Time

E – Scheduling a trip is easy

F – Fare Price

G – Vehicle Cleanliness

H – Availability of scheduling staff

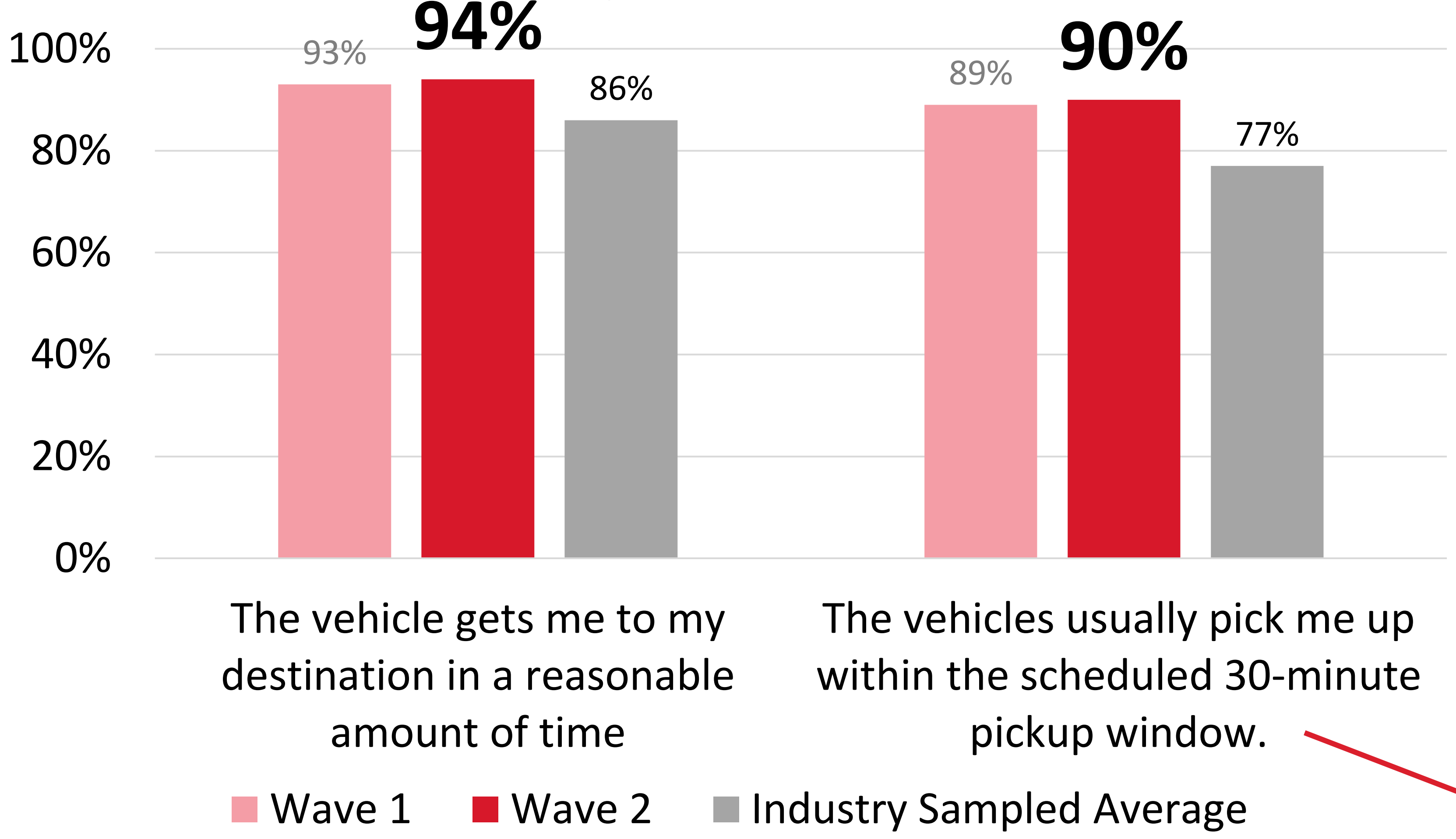
Travel Time and On-Time Performance

TransPro Insight

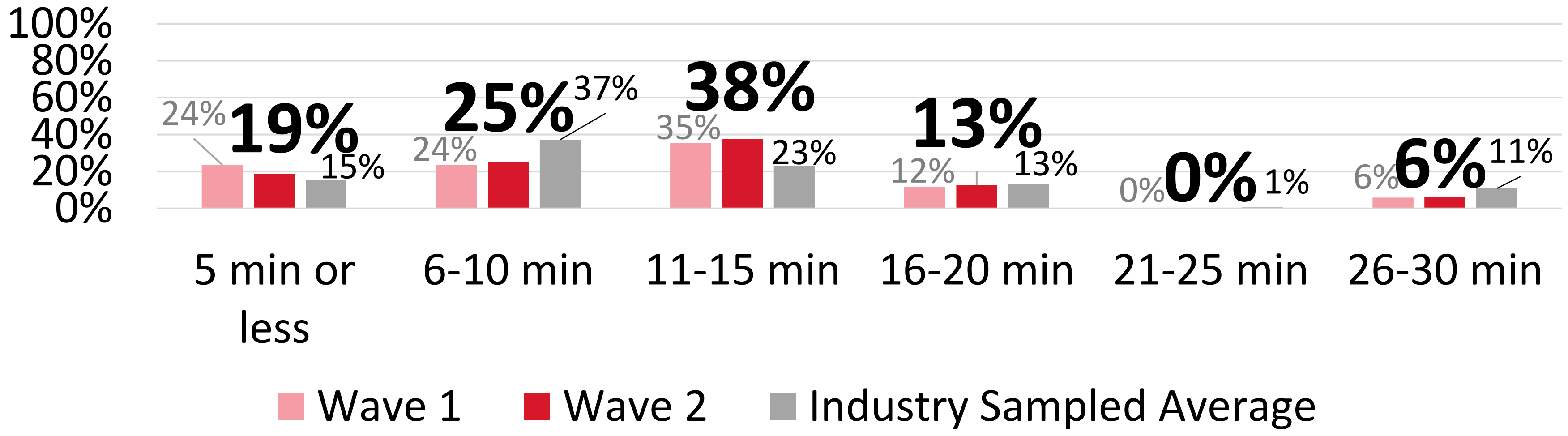
On-Time Performance remains the most important area to Customers and should stay a priority to drive customer satisfaction.

- 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?

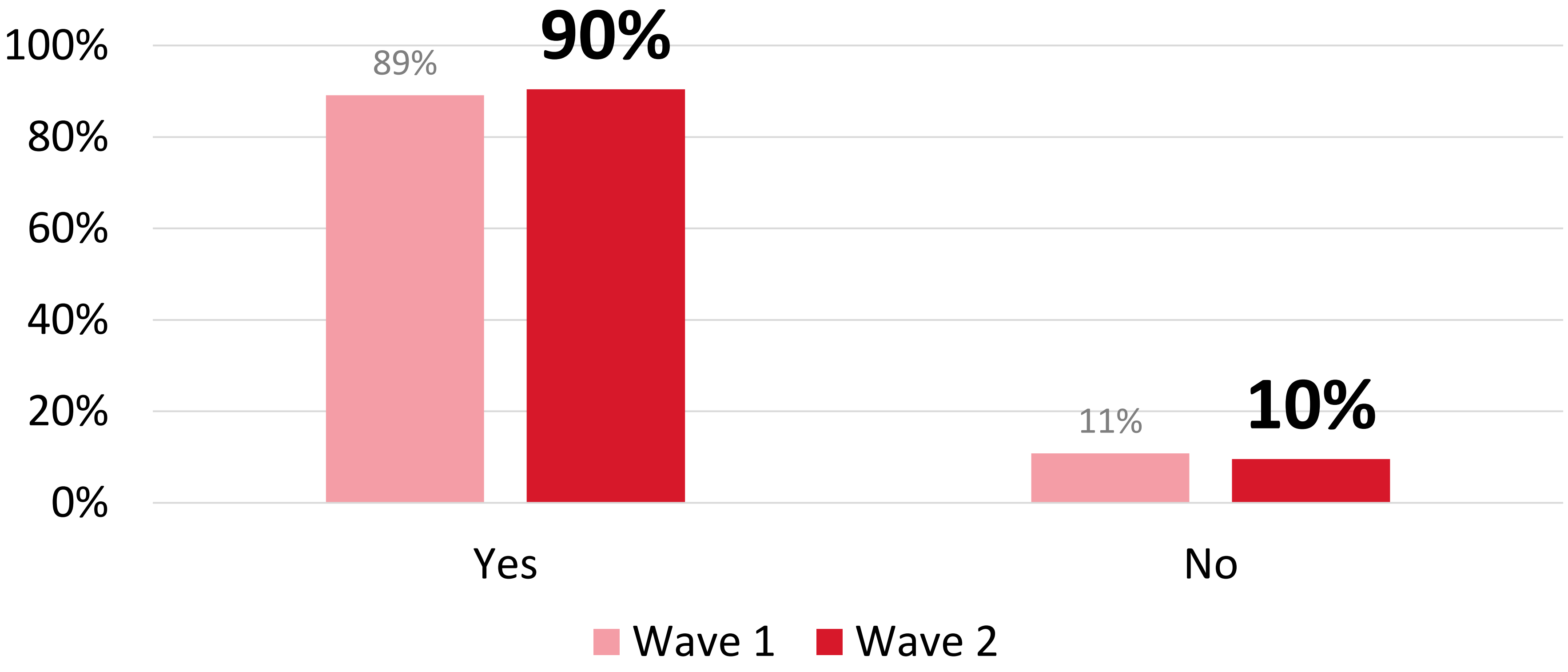


**Only asked to Customers dissatisfied with on-time performance.*

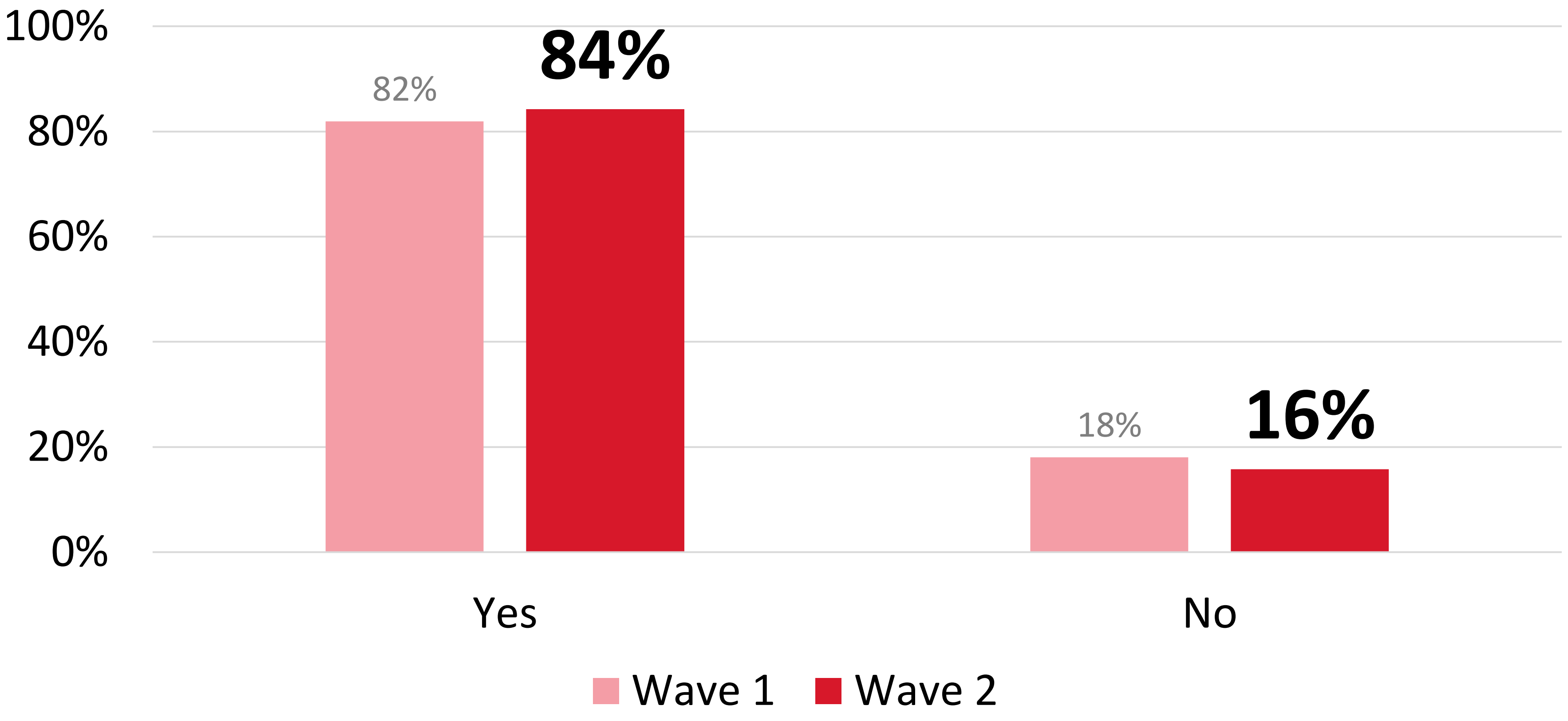
Policy Awareness

- 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?

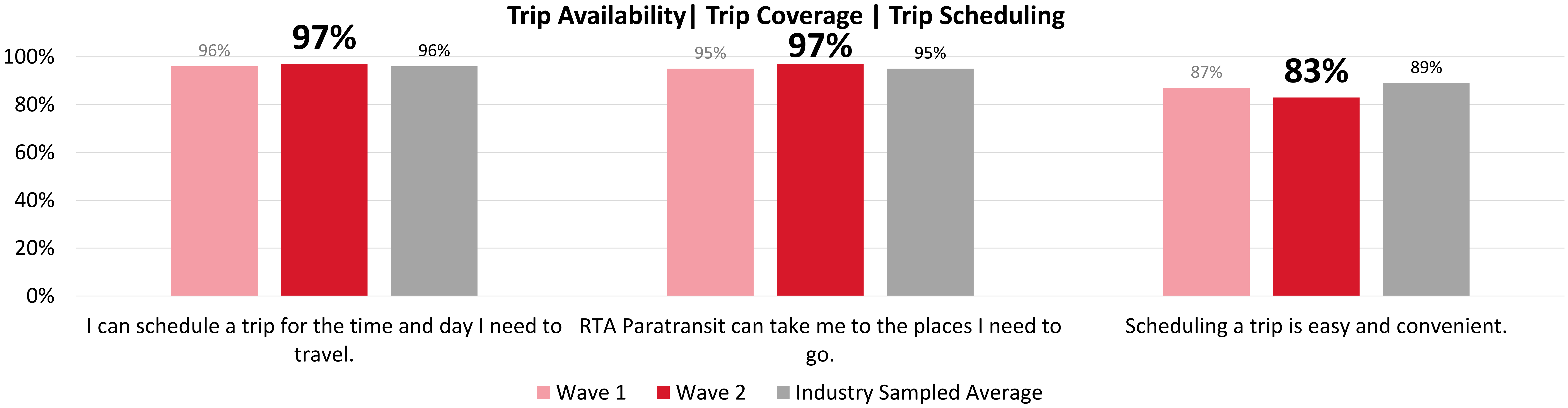


Are you aware that the pick-up window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pick-up time?



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%).

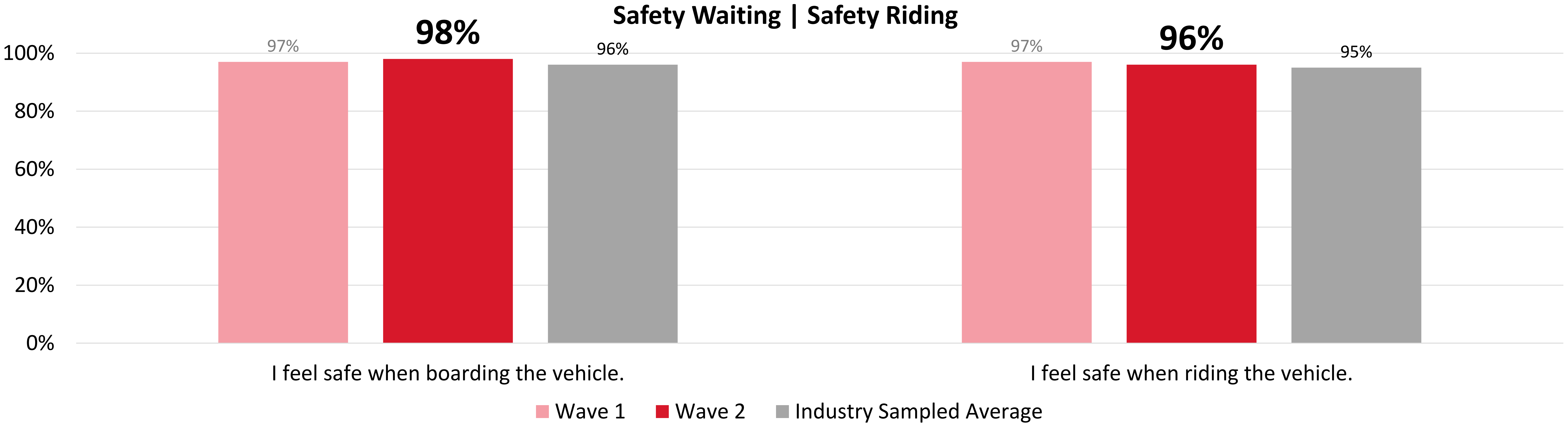


Safety Waiting and Riding

- 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%).

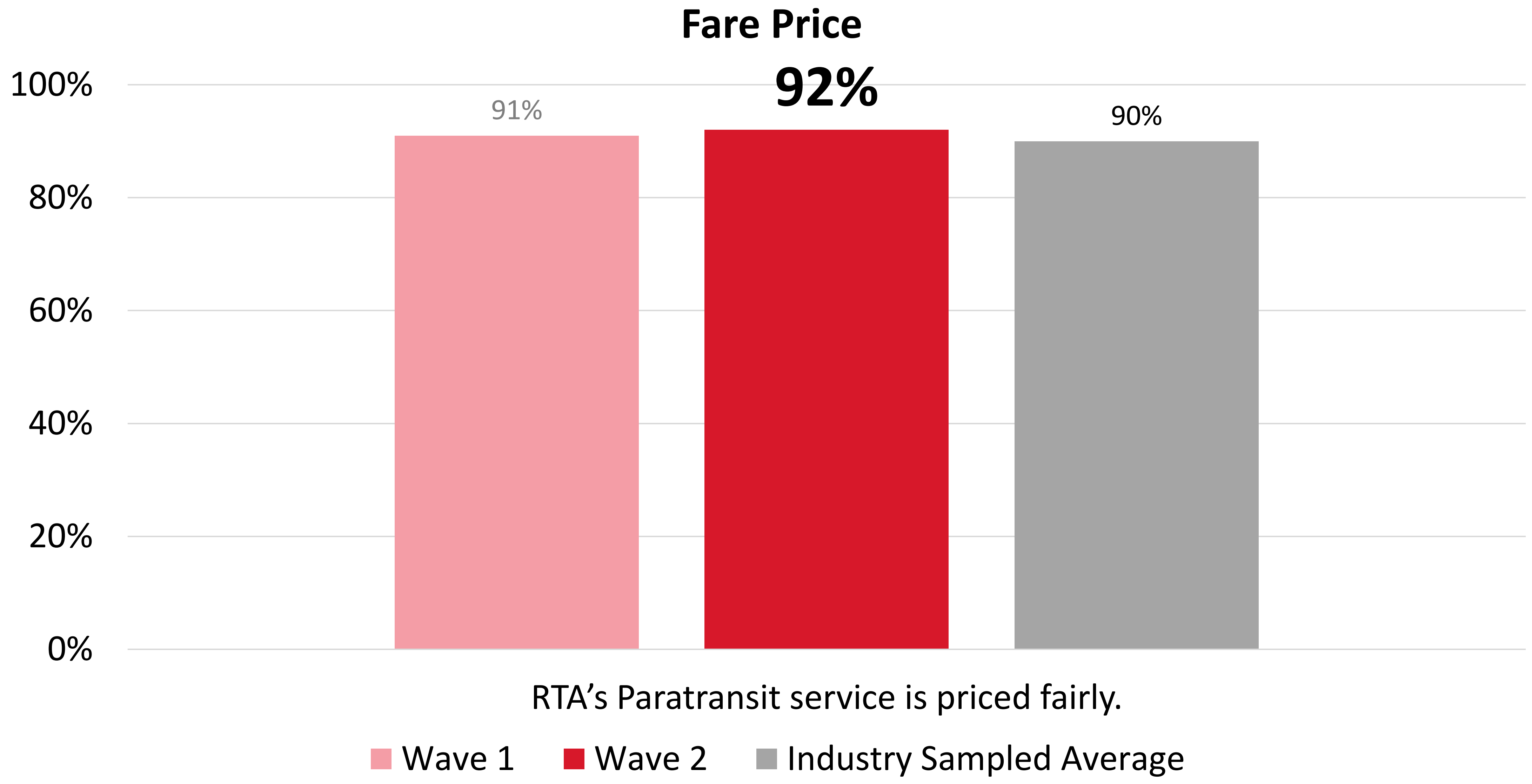
TransPro Insight

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.



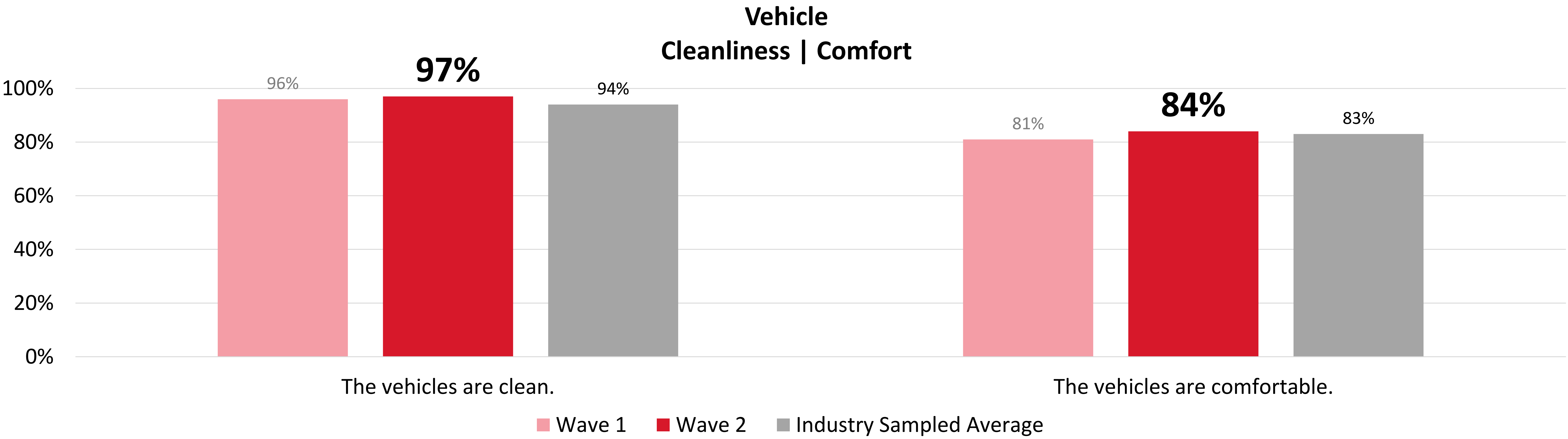
Fare Price

- 92% of Paratransit Customers are satisfied with the price of fares, which is similar to Wave 1 (91%).



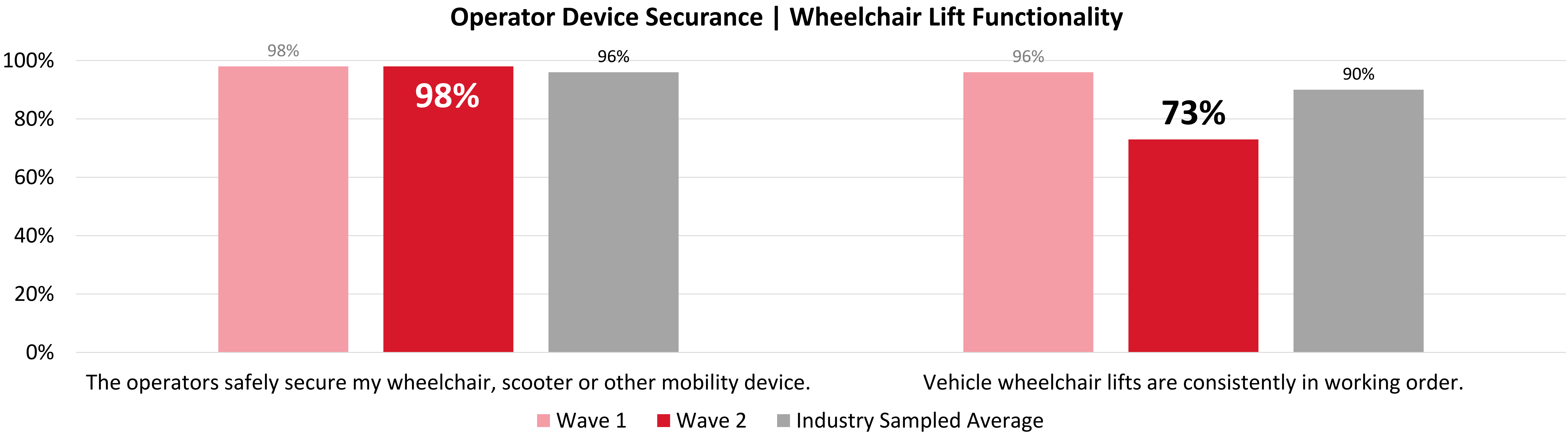
Vehicle Conditions

- 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%).



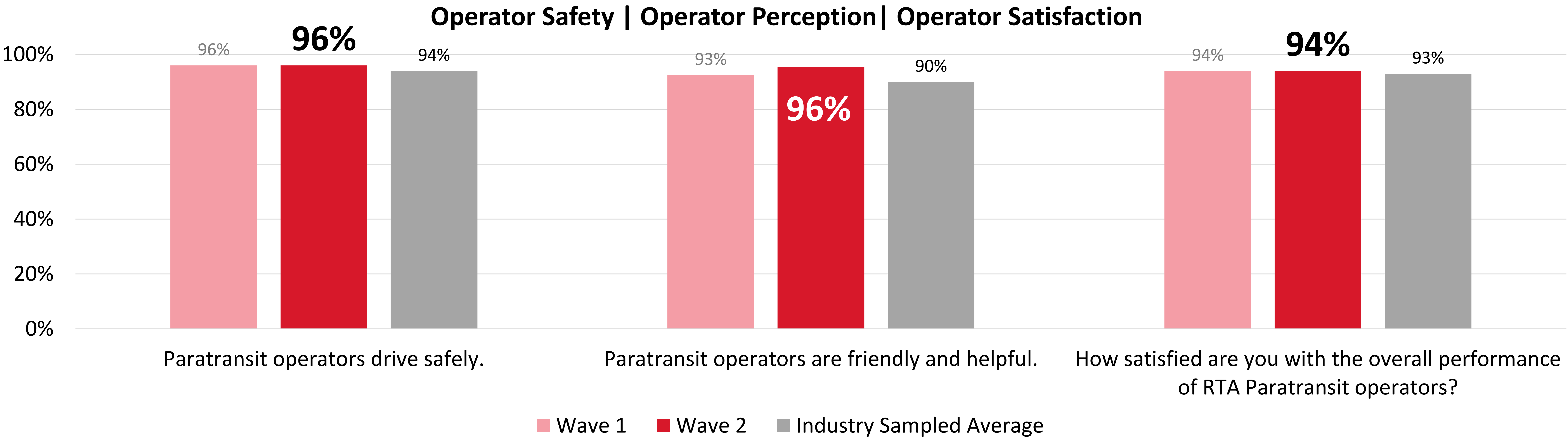
Mobility Devices

- 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.



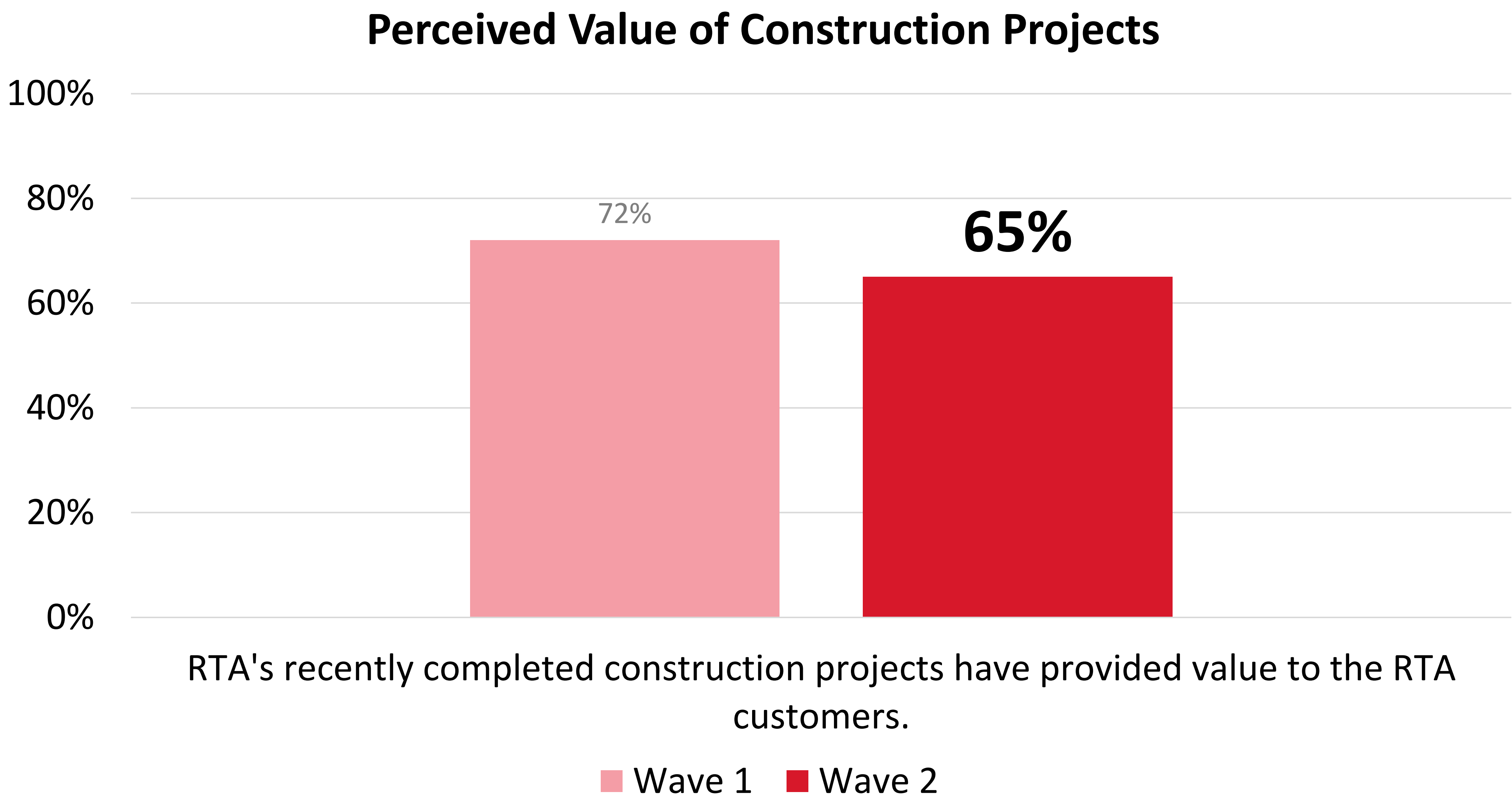
Perception of Operators

- 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.



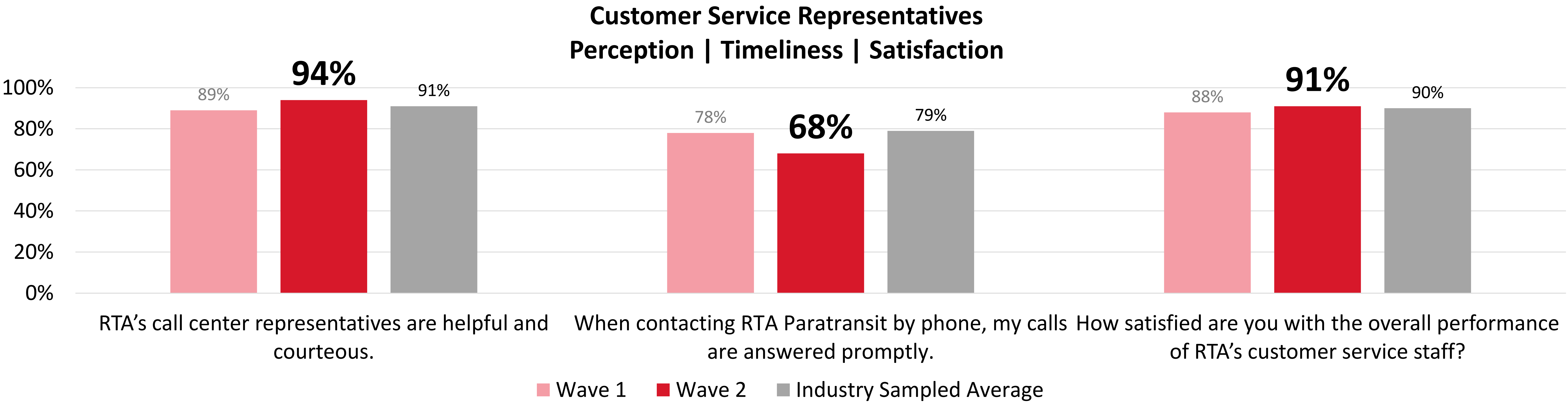
Capital Projects

- 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.



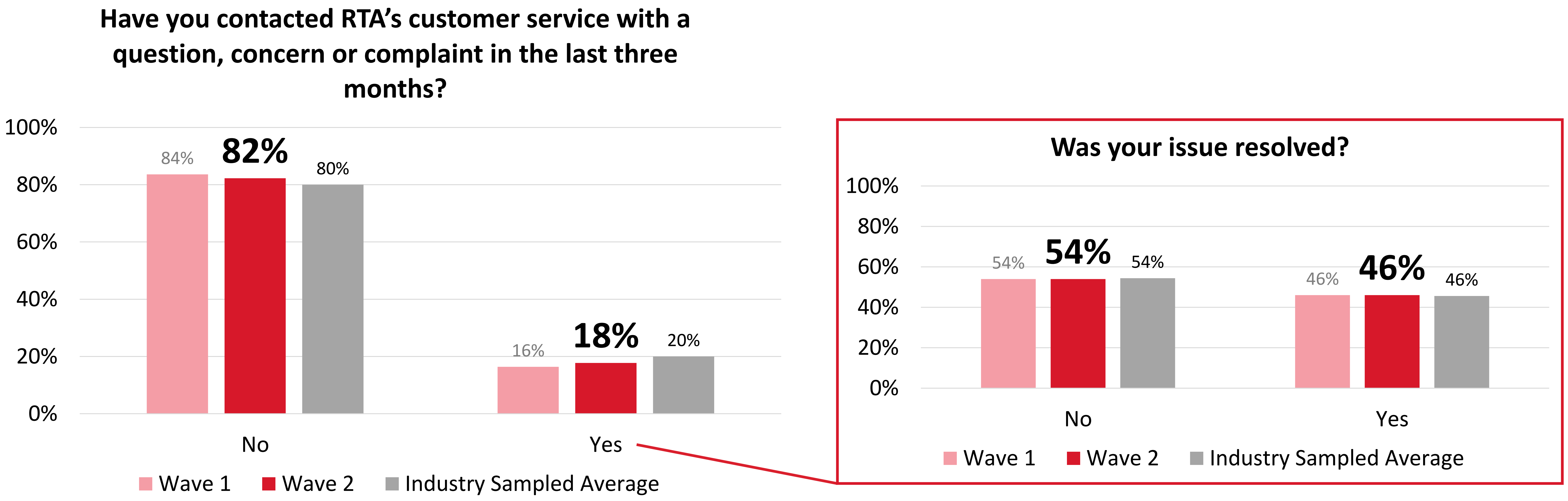
Customer Service Representatives

- 94% of Paratransit Customers agree call center representatives are helpful and courteous, which is 6% higher than Wave 1 (89%).
- 68% of Paratransit Customers agree their calls are answered promptly, which is 13% lower than Wave 1 (78%).
- 91% of Paratransit Customers are satisfied with the customer service staff's overall performance, which is similar to Wave 1 (88%).



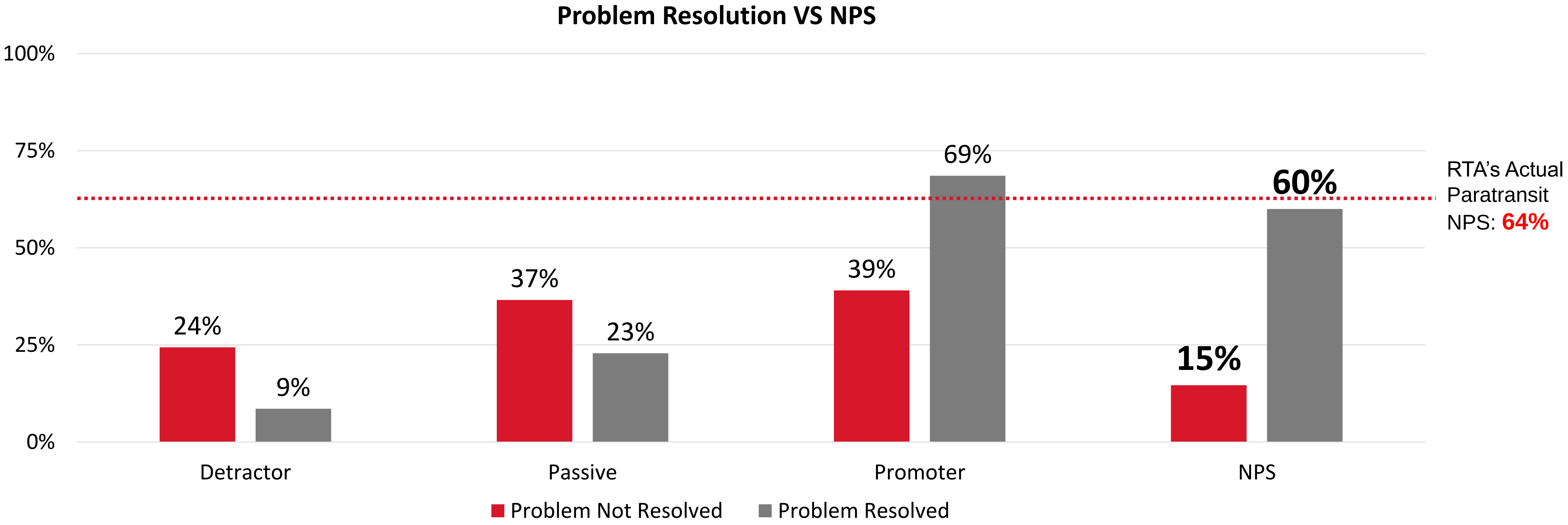
Issue Resolution

- 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.



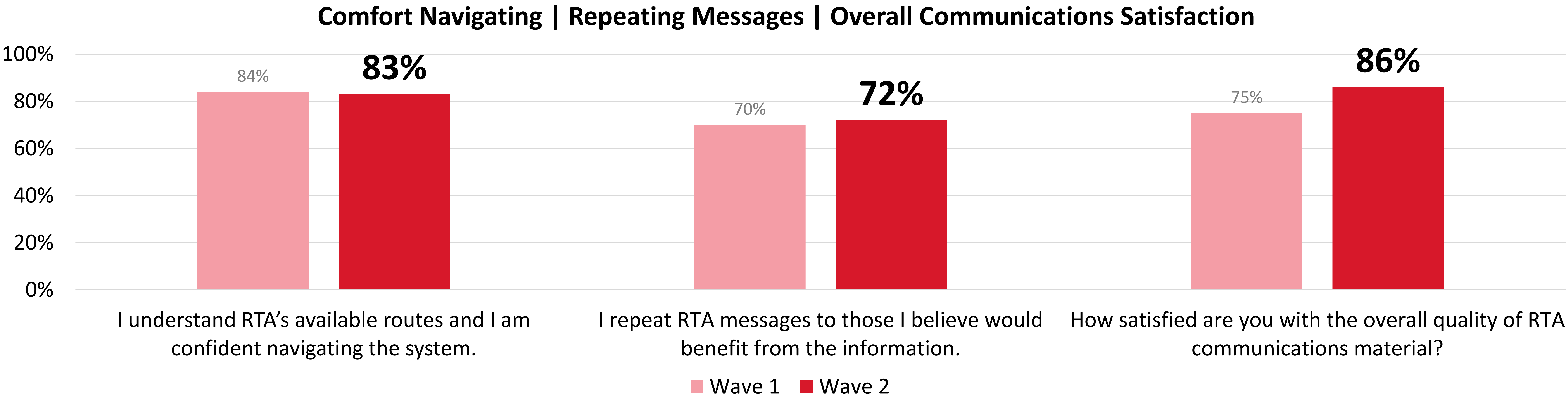
Issue Resolution & NPS Cross Tabulation

- 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.



Communications Materials

- 83% of Paratransit Customers understand RTA's available routes and are confident navigating the system, which is similar to Wave 1 (84%).
- 72% of Paratransit Customers repeat RTA messages to those they believe would benefit from the information, which is similar to Wave 1 (70%).
- 86% of Paratransit Customers are satisfied with the overall quality of RTA communications material, which is 15% higher than Wave 1 (75%).



Questions?