



# Marketing Research Update

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Citizen's Advisory Board  
Presentation

February 11, 2010



# Marketing Research Initiatives

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- HealthLine Survey
- Park-N-Ride Survey
- Secret Shopper Program



# HealthLine Customer Survey

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## ■ Methodology

- On-board, intercept questionnaire
- Random sample drawn from all trips – 7 days a week; 24 hours a day.
- Survey conducted late April/early May 2009
- Administered by Hayden and Marketing staff.
- Completed surveys returned on board or by mail.
- Total respondents: 585



# HealthLine Customer Survey

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- **Questionnaire**
  - 30 questions, (primarily multiple choice)
  - Riding habits (how often, when, where)
  - Measure customer satisfaction (on-time performance, operator interaction, reliability)
  - Riding experience (safety and security, amenities – fare collection, signage, info kiosk)
  - Demographics



# HealthLine Survey Results

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- **Reliability**  
92% - Service is Reliable
- **On-time Performance**  
94% - Trip was On-Time
- **Travel Time**  
95% - Travel Time Reasonable
- **Do you ride more often than the #6 Bus?**  
42% - Ride More Often



# HealthLine Survey Results

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- **Cleanliness**
  - 92% - Vehicles Clean
  - 92% - Stations Clean
- **How else would you be taking this trip?**
  - 48% - Other RTA bus service
  - 16% - Drive Alone
  - 13% - RTA Rail Service (Red Line)
- **Overall Satisfaction with HealthLine**
  - 87% - Overall Satisfied



# HealthLine Survey Results

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- **Demographics:**

- Male 45%                      Female 55%
- African American 70%      White 18%
- Asian American 2%        Hispanic 3%
- Under 18 6%                      18 – 24 17%
- 25 – 45 38%                      45 – 64 35%
- Over 65 5%
- Under \$20,000 45%              \$20 – 49,999 29%
- \$50 – 74,999 9%                \$75 – 99,999 2%
- Over \$100,000 2%                No Answer 13%



# Park-N-Ride Customer Survey

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## ■ Methodology

- On-board, intercept questionnaire
- Morning Blitz at primary Park-N-Rides
- Survey conducted in November 2009
- Administered by Marketing staff.
- Completed surveys collected on-board or before departure
- Total respondents: 934



# Park-N-Ride Customer Survey

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- **Questionnaire**
  - 24 questions, (multiple choice, w/open ended)
  - Riding habits (how often, trip purpose, fare payment)
  - Measure customer satisfaction (on-time performance, operator interaction, reliability)
  - Riding experience (safety and security, parking availability, reasons for riding)
  - Demographics



# Park-N-Ride Survey Results

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- **How often do you ride:**
  - 95% - Daily
- **Trip purpose:**
  - 98% - Work 2% School
- **Reliability**
  - 82% Service provided according to schedule. (*Euclid – 93% to Westlake – 76%*)
- **Operator Interaction**
  - 75% “Operators are helpful and informative”  
(*21% had no opinion.*)



# Park-N-Ride Survey Results

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- **Cleanliness of service**
  - 96% Parking lot clean
  - 94% Waiting areas clean
  - 89% Vehicle is clean
- **Perception of safety:**
  - 94% Feel safe waiting for their bus
  - 77% Feel cars safe in lot (with 14% no opinion)  
*(Only 66% feel car is safe in Euclid)*



# Park-N-Ride Survey Results

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- **Overall Service Rating:**

**19%** - Excellent    **57%** - Very Good    **18%** - Fair  
**1%** - Below Average    **<1%** - Poor

- **Park-N-Ride Location**

<b>Strongsville:</b>	<b>15%</b> - Excellent	<b>55%</b> - Very Good
<b>Westlake</b>	<b>21%</b> - Excellent	<b>57%</b> - Very Good
<b>N. Olmsted:</b>	<b>18%</b> - Excellent	<b>61%</b> - Very Good
<b>Euclid:</b>	<b>26%</b> - Excellent	<b>55%</b> - Very Good



# Park-N-Ride Survey Results

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- **Demographics:**

- Male 33%                      Female 66%
- African American 6%      White 81%
- Asian American 3%      Hispanic 1%
- Under 18 <1%              18 – 24 4%
- 25 – 45 33%                46 – 64 55%
- Over 65 3%
- Under \$20,000 2%            \$20 – 49,999 32%
- \$50 – 74,999 22%        \$75 – 99,999 12%
- Over \$100,000 9%        Over \$150,000 2%



## What is “Secret Shopping”?

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- An objective view of RTA through the eyes of the customer
- Secret Shoppers will be:
  - CAB
  - Selected RTA employees
  - Selected Riders



## Benefits to RTA

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- See our system from the customer's point of view
- Provide a tool of measurement for current performance of employees
- See strengths and identify weaknesses



## Mystery Shopper Scorecard

Route Number:	Block Number:	Day of Week:
Time of Day:	Operator's Name (if posted):	

A. Operator:	Fantastic!	4	Acceptable	3	2	The Pits	1	Comment:
Greeted upon Boarding	5	4	3	2	1			
Eye Contact	5	4	3	2	1			
Smile/Pleasant Demeanor	5	4	3	2	1			
Announced Stops	5	4	3	2	1			
Thanked for Riding	5	4	3	2	1			
Operated Equipment Safely	5	4	3	2	1			
Name Plate Displayed	5	4	3	2	1			
Operator on Cell Phone	Yes <input type="checkbox"/>		No <input type="checkbox"/>		Don't Know <input type="checkbox"/>			
Operator Eating	Yes <input type="checkbox"/>		No <input type="checkbox"/>		Don't Know <input type="checkbox"/>			
Operator Drinking	Yes <input type="checkbox"/>		No <input type="checkbox"/>		Don't Know <input type="checkbox"/>			
Operator engaged in casual "Non-service related" conversation	Yes <input type="checkbox"/>		No <input type="checkbox"/>		Don't Know <input type="checkbox"/>			

B. Equipment:	Fantastic!	4	Acceptable	3	2	The Pits	1	Comment:
Destination Sign Working Properly	5	4	3	2	1			
Destination Sign Accurate	5	4	3	2	1			
Public Address Working Properly	5	4	3	2	1			
Fare Box Operating Properly	5	4	3	2	1			
Heat/AC Working Properly	5	4	3	2	1			
Signage Up-to-Date	5	4	3	2	1			
Ride Happy Posted	5	4	3	2	1			
Riders Digest Available	5	4	3	2	1			
Timetable Available	5	4	3	2	1			
Interior Clean	5	4	3	2	1			
Exterior Clean	5	4	3	2	1			

C. General Operations:	Fantastic!	4	Acceptable	3	2	The Pits	1	Comment:
Departed on Time	5	4	3	2	1			
Arrived on-time	5	4	3	2	1			

Shopper Name:	
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# What happens to the results?

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- Tabulate the information
- Report to the Districts
- Coaching/ Training development
- Develop a recognition program