

Customer Experience Surveys – 2025 Wave 2

Fixed Route Bus, Bus Rapid Transit, Rail, & Paratransit

July 15, 2025



Contents

Fixed Route Bus
Bus Rapid Transit (BRT)
Rail

Paratransit

Key Topics Covered:



Methodology



Customer Characteristics Net



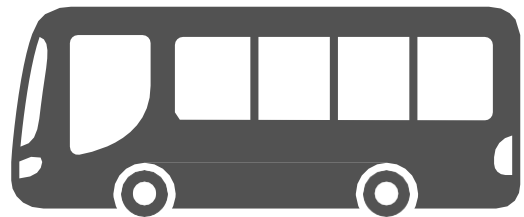
Promoter Score



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
397 completed surveys	424 completed surveys	451 completed surveys
+/-5.0% at the 95% level of confidence	+/-4.8% at the 95% level of confidence	+/-4.7% at the 95% level of confidence



6 days in the field

May 10th through May 16th , 2025

Administered by trained surveyors using paper questionnaires, tablet interviews, and QR codes.

Customers who completed the survey could be entered into a drawing to win a \$500 Gift Card.

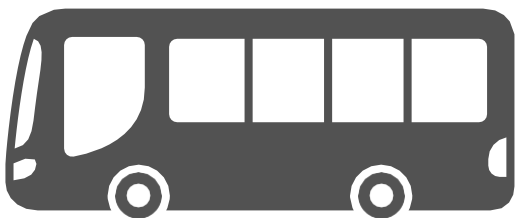
Methodology

Paratransit



Conducted during
May 2025

ETC Institute used their hybrid approach to collect over 500 surveys.



Received list of RTA Paratransit customers including name, address, and phone number. Mailed survey and cover letter to 2,500 individuals who used Paratransit services in the last quarter.



Paratransit
403 completed surveys
+/-4.9% at the 95% level of confidence

After mailing survey material, ETC followed up with text messages phone calls to recipients.

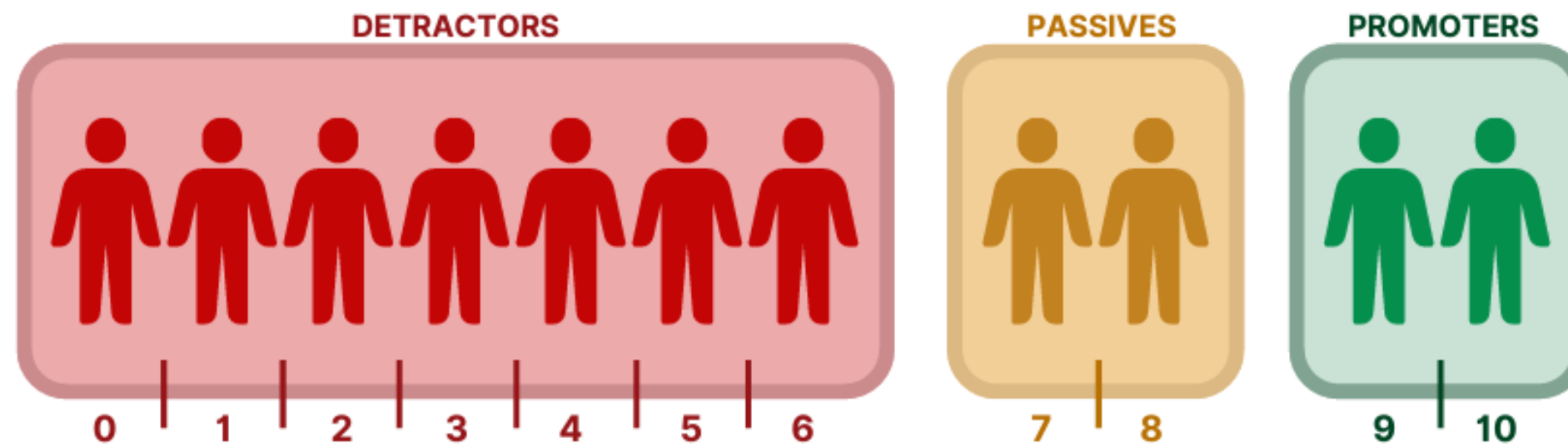
Customer Impressions

Fixed Route Bus

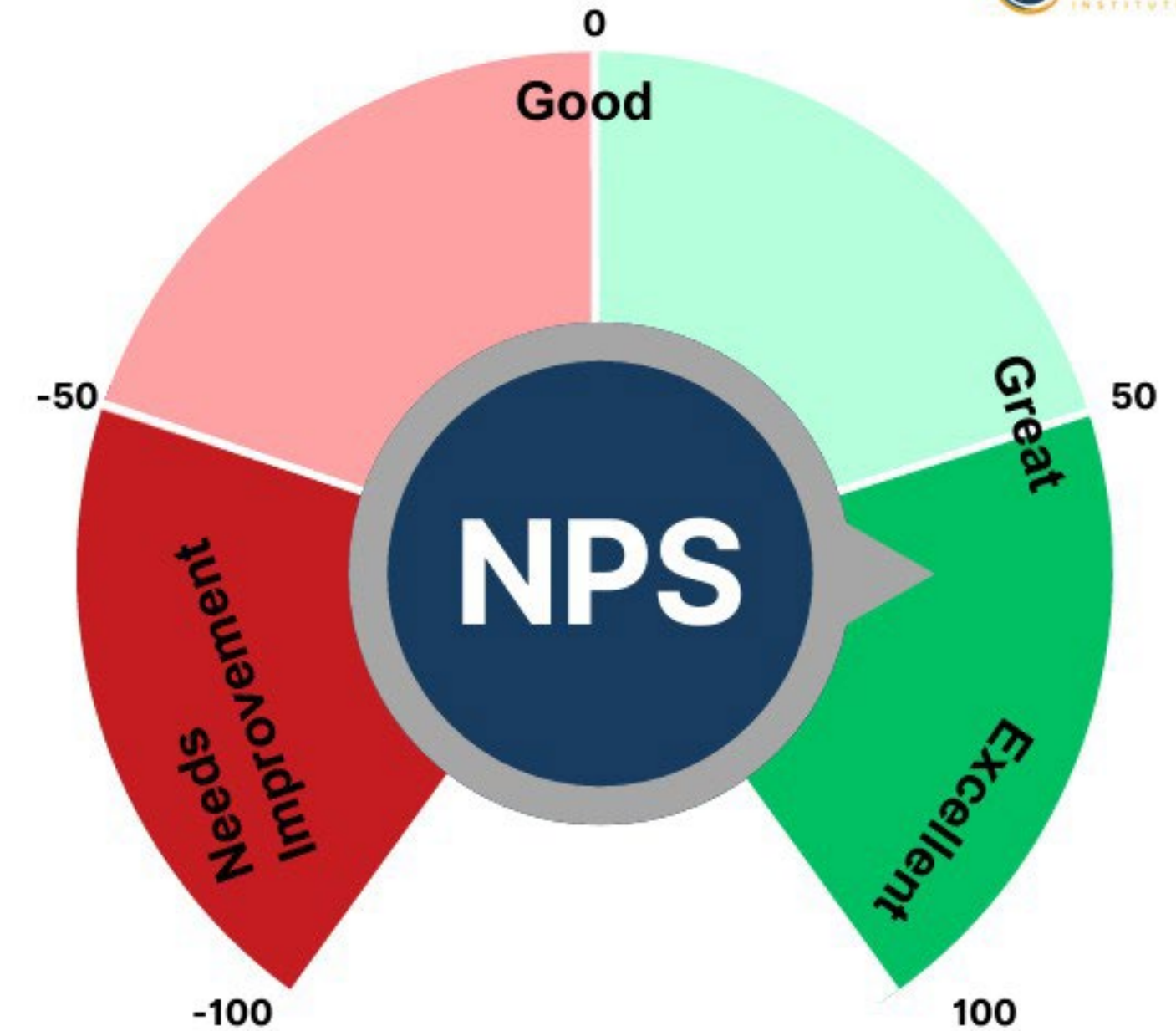
Net Promoter Score (NPS)

NPS poses the ultimate question:

"How likely would you be to recommend riding RTA to a friend or neighbor?"



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



NEEDS IMPROVEMENT	-100-0
GOOD	0-30
GREAT	30-70
EXCELLENT	70-100

Fixed Route Bus

(FR)



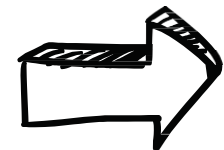


Fixed Route Bus Results Overview

74% of customers are satisfied with bus service.

89% of customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



Bus routes are conveniently located for me (86%)

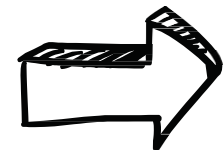


RTA maintains & operates vehicles safely (84%)

Customers are **LEAST** satisfied with...



RTA provides adequate updates on detours, service changes, & service improvements (66%)



Cleanliness of buses(61%)

Top Most Important Elements of Bus Service to Customers...

1. Bus cleanliness
2. On-time performance
3. Safety while Riding
4. Safety while Waiting

Customer Characteristics

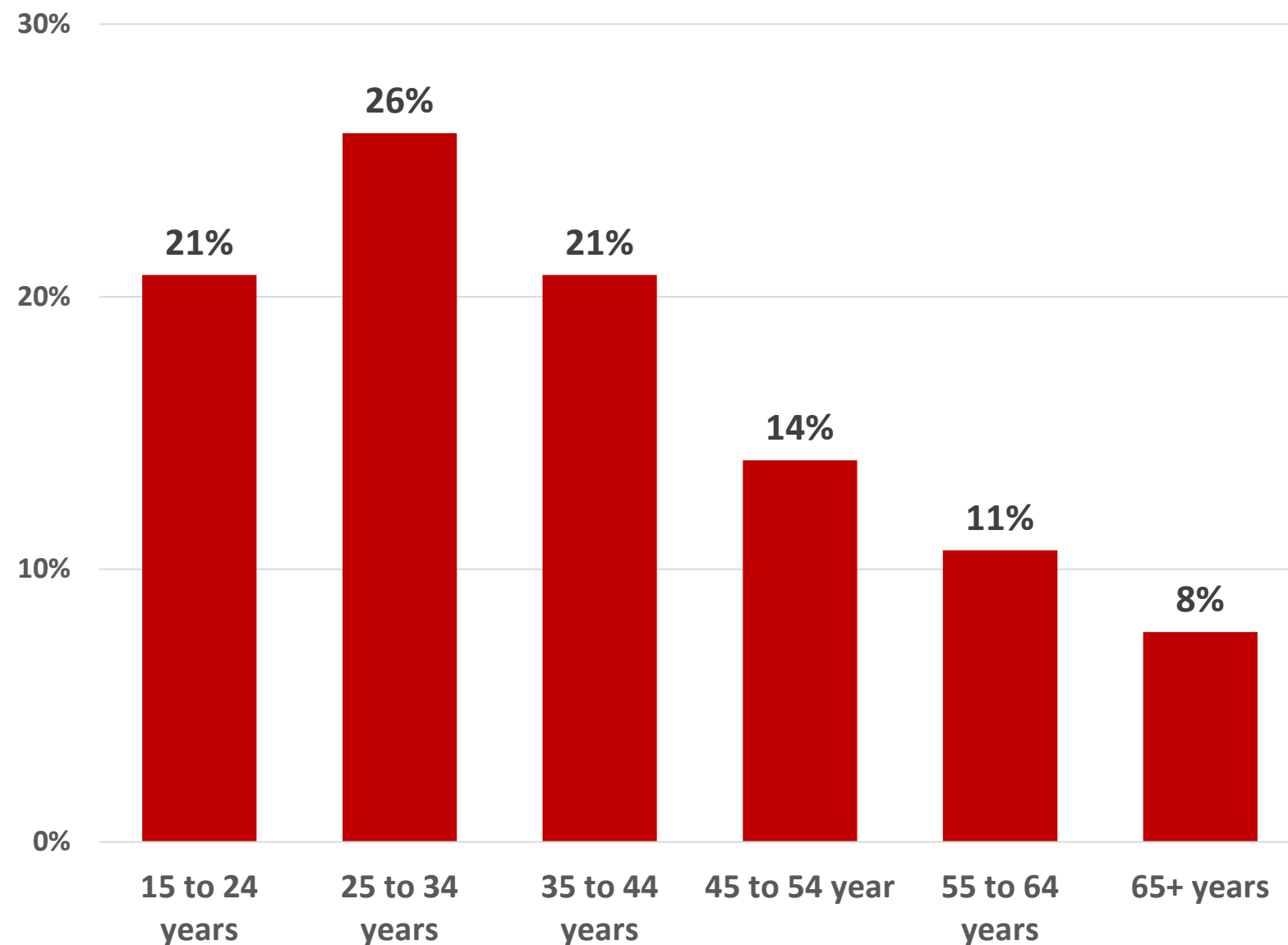
Fixed Route Bus



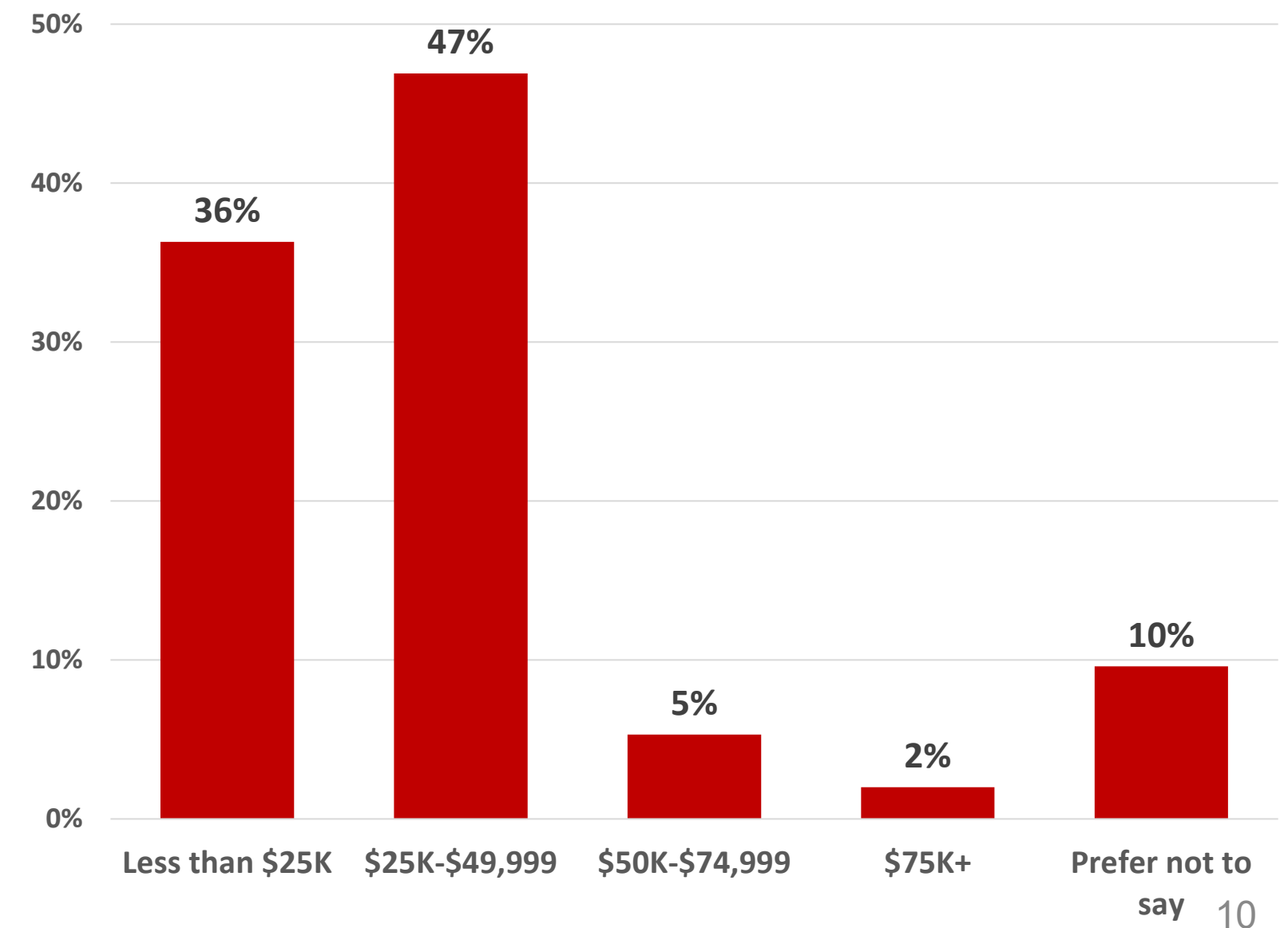
Customer Characteristics

- 26% of FR customers are between 25-34 years old. 83% of FR customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?



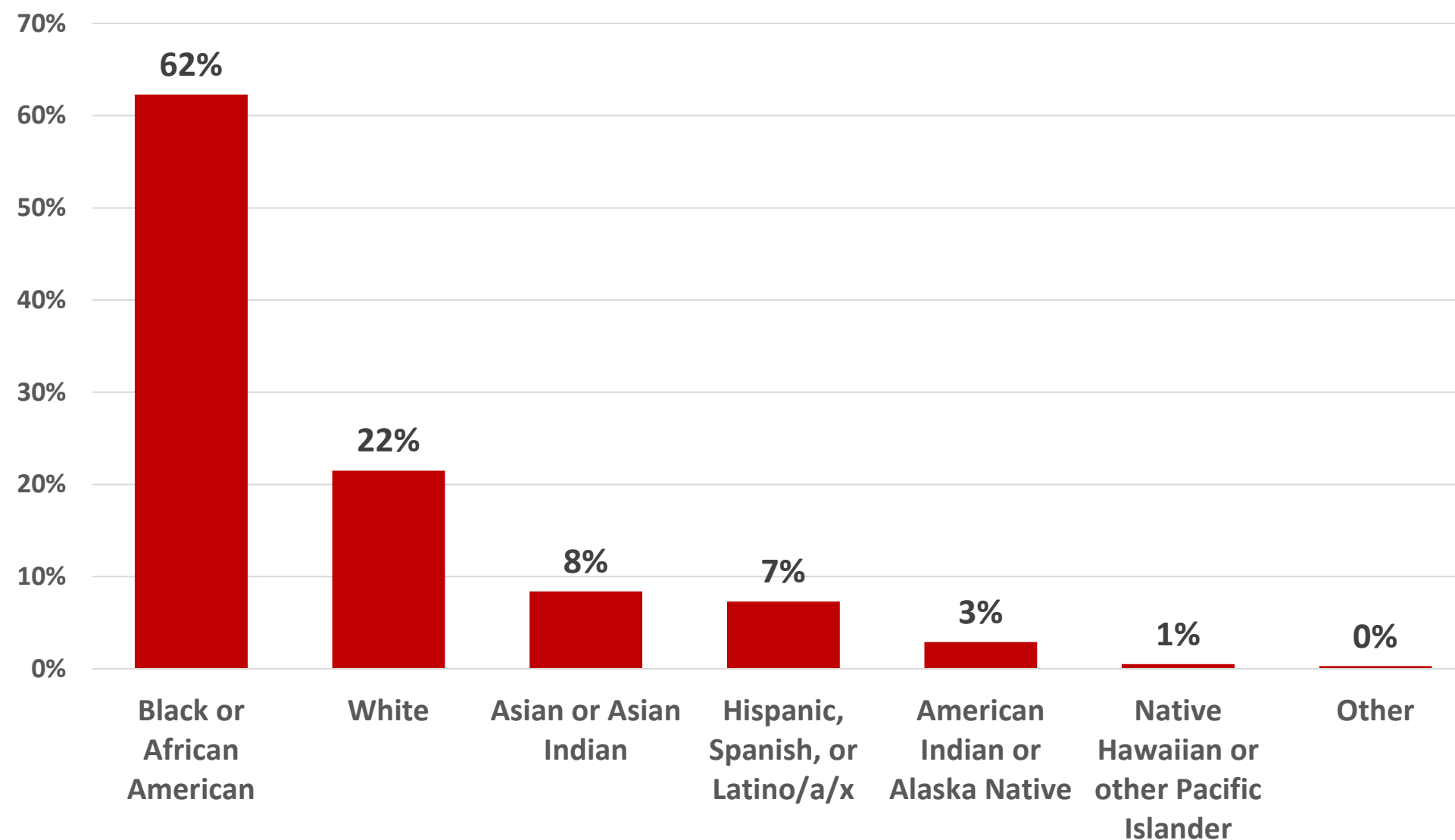


Customer Characteristics

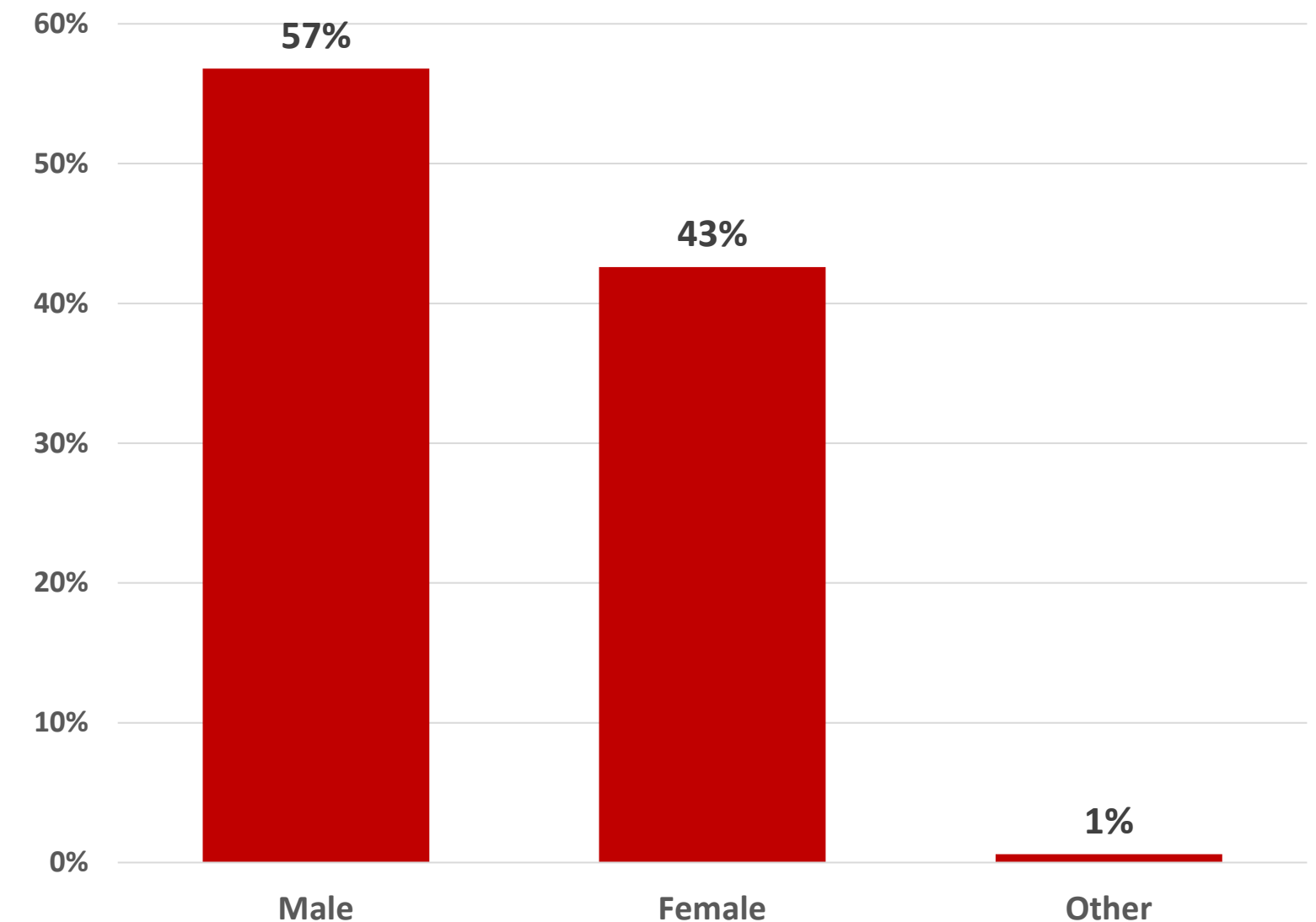


- The typical FR customer is a Black/African American (62%) male (57%)

What is your race/ethnicity?



What is your gender?

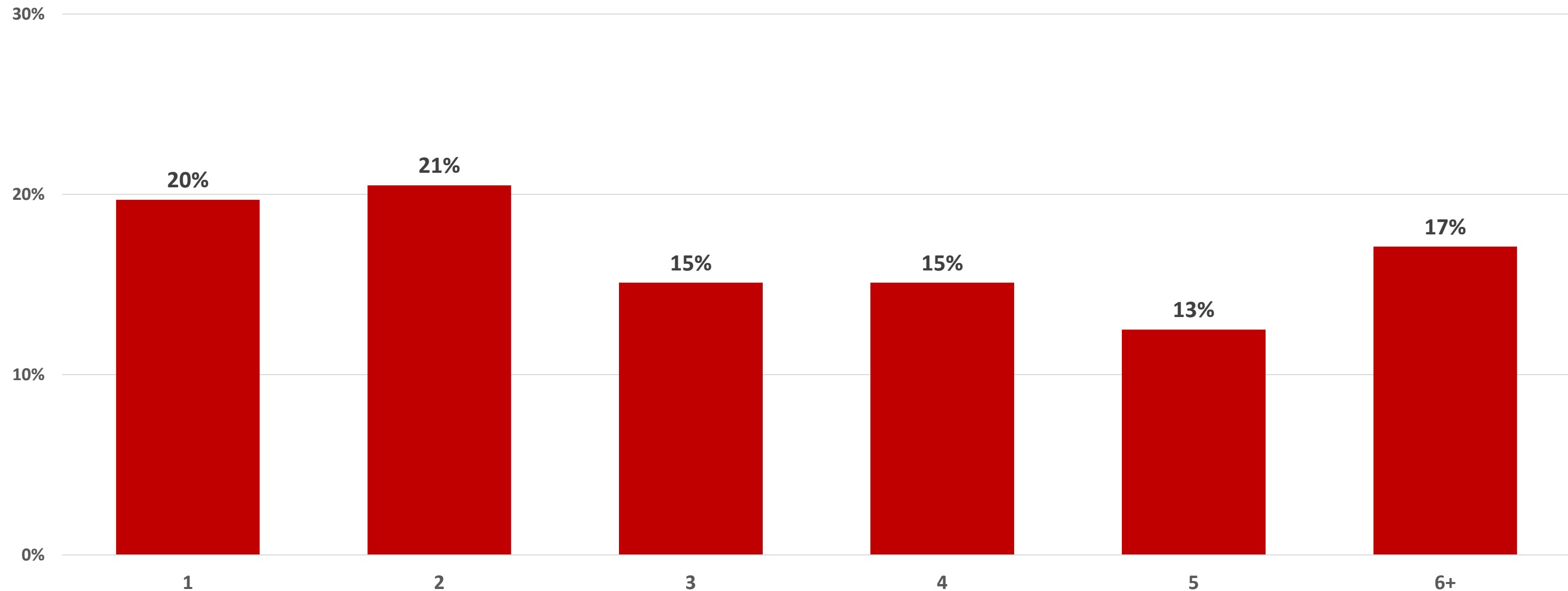




Customer Characteristics

- Roughly a third of riders live with one or two other individuals (36%). While 20% of riders live alone.

Including yourself, how many people live in your household?

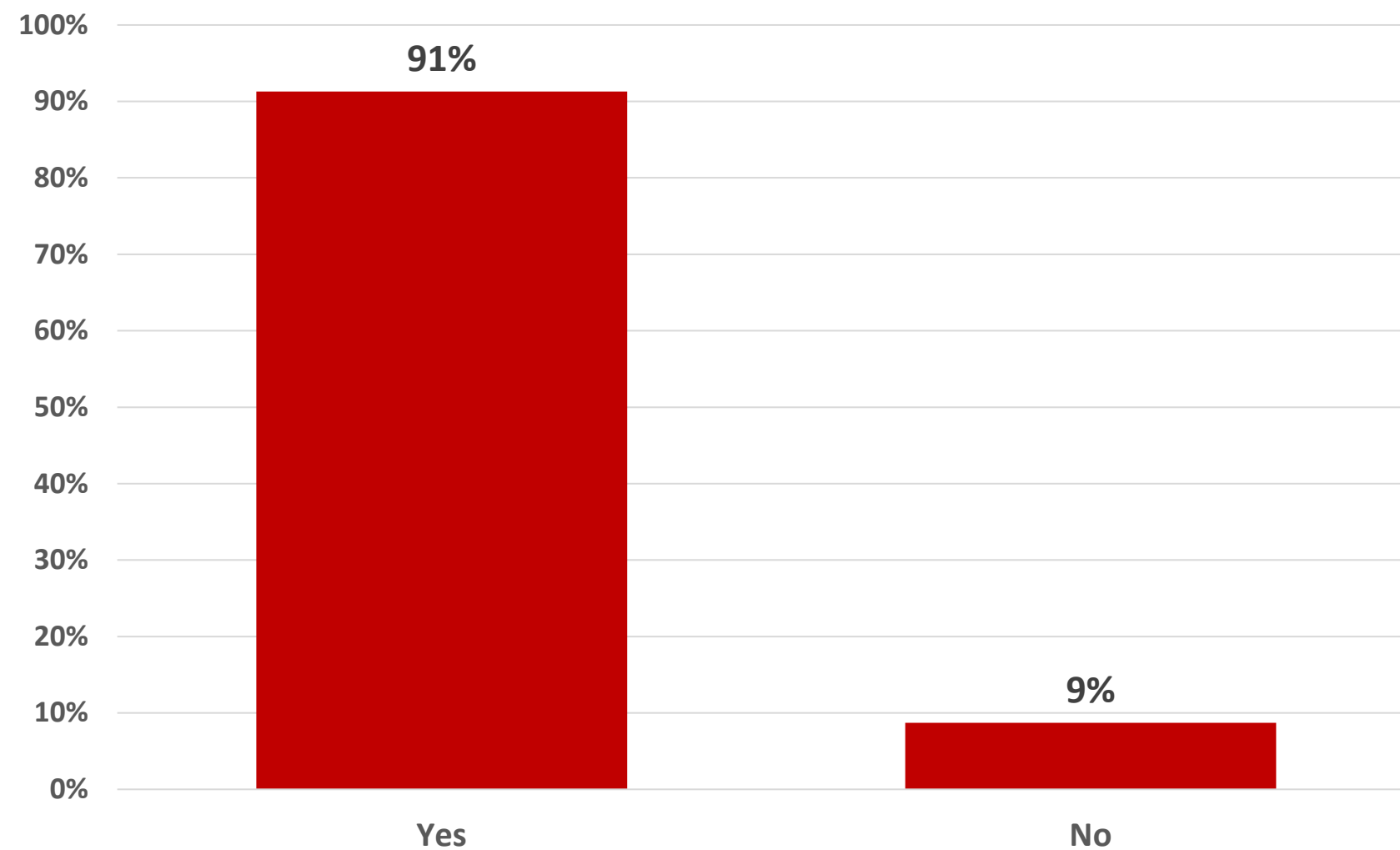




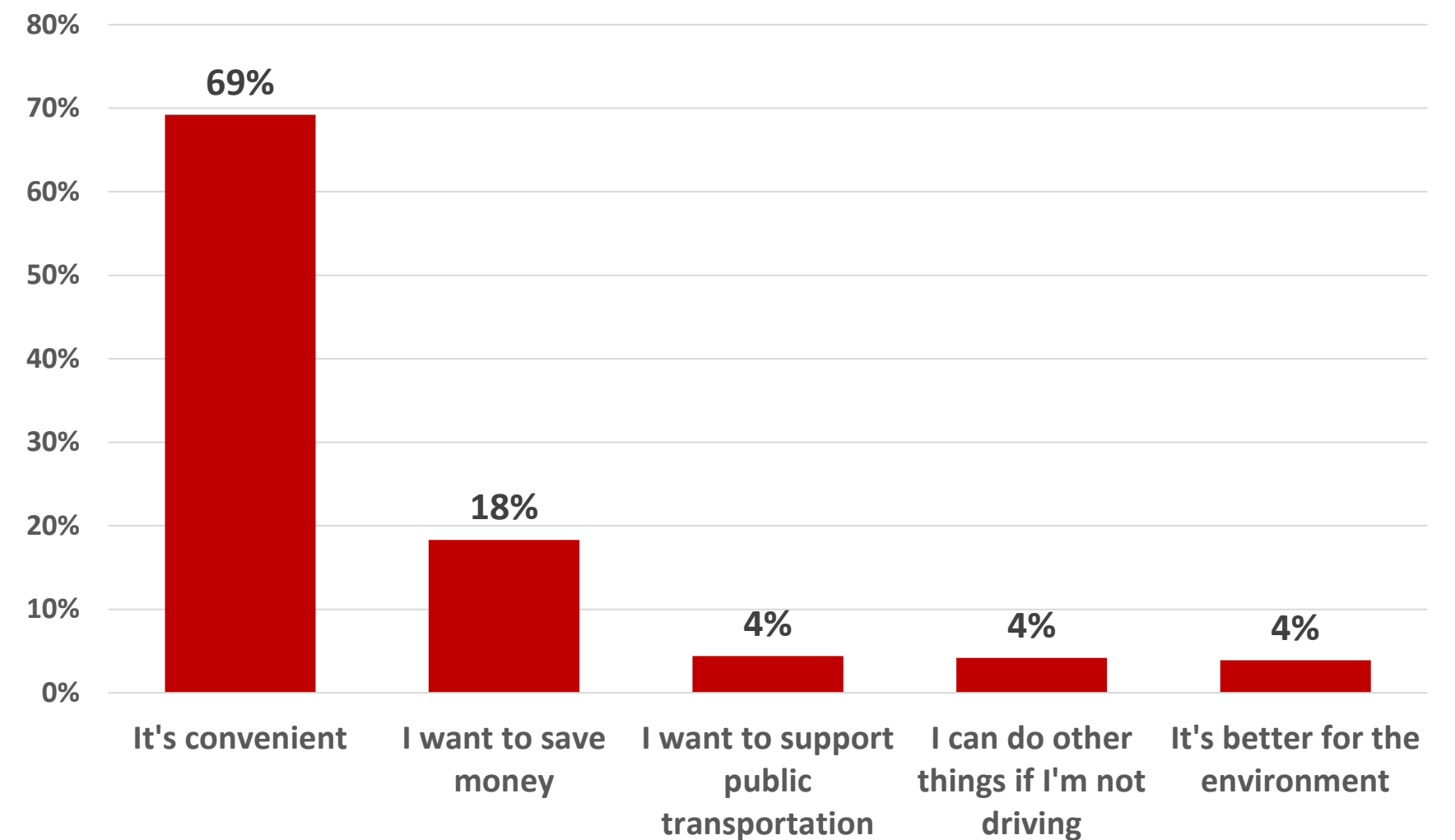
Transit Dependence and Choice Riders

- 91% of Bus Customers are dependent on RTA buses for travel.
- Of the 9% of Bus Customers who have other transportation options, "It's convenient" (69%) is the primary reason for choosing to use RTA bus services.

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



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

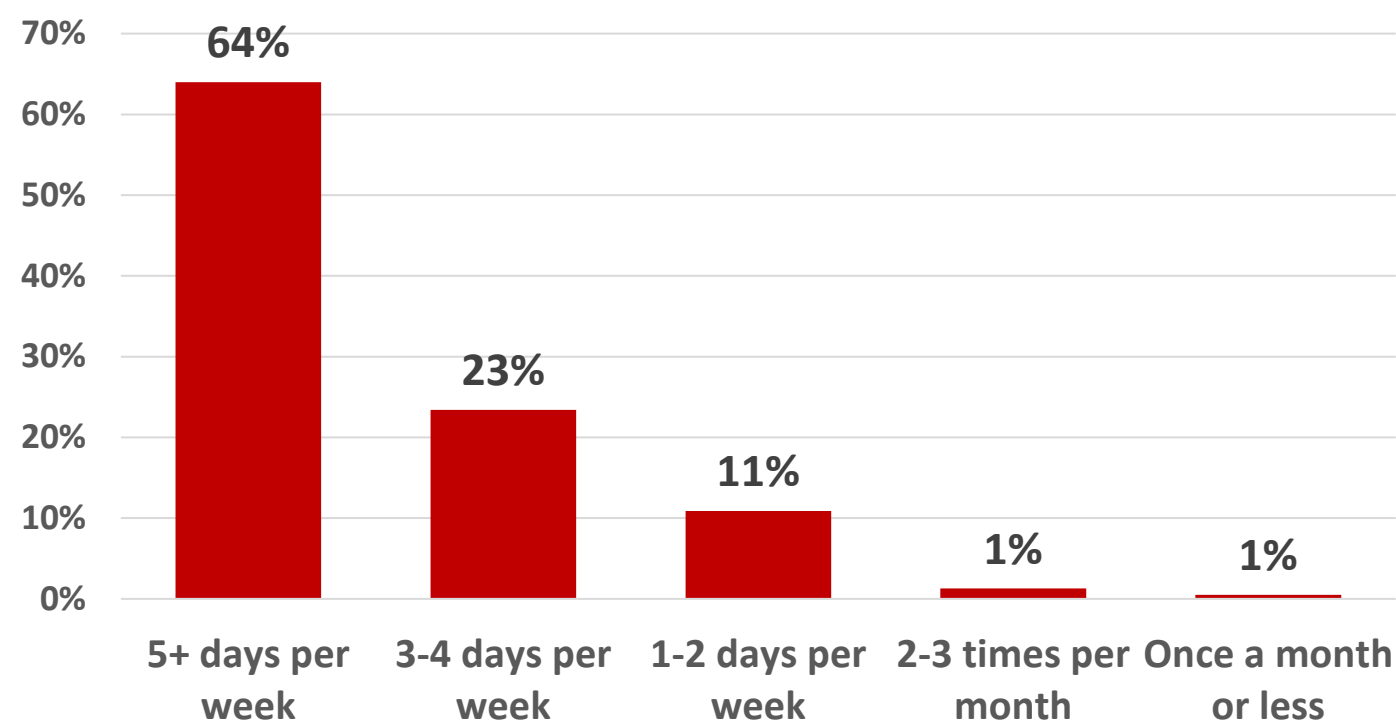




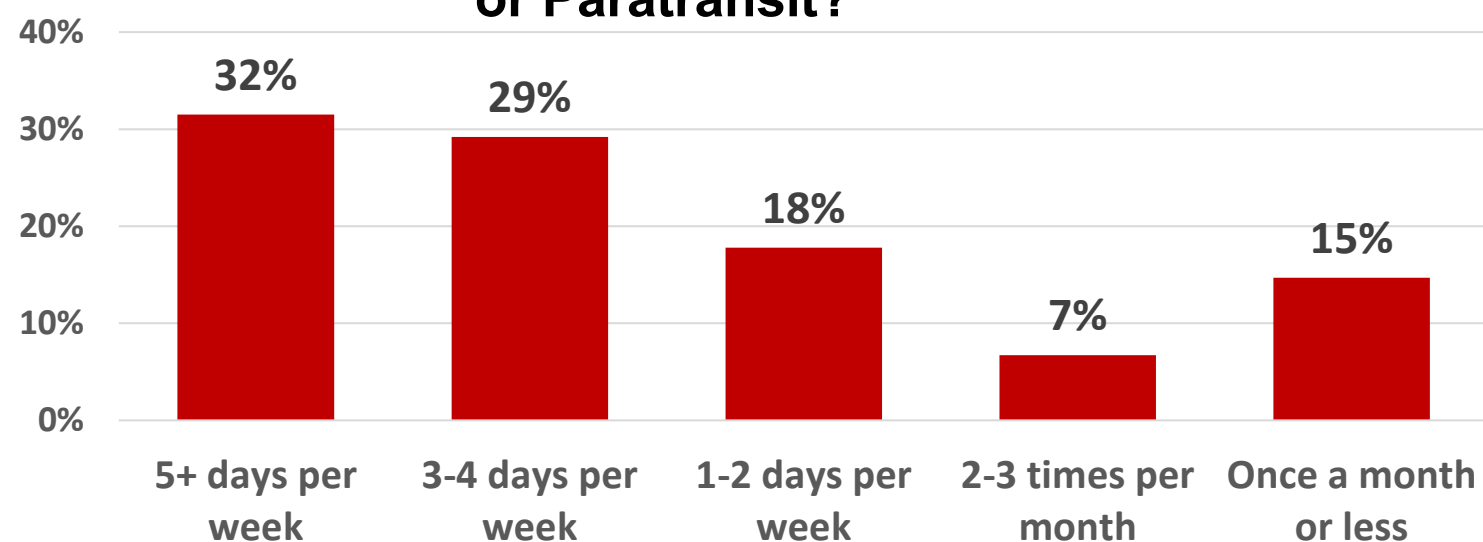
Trip Frequency and Purpose

- Bus customers most often ride the bus 5+ days per week (64%) and most frequently ride the bus for work (57%).

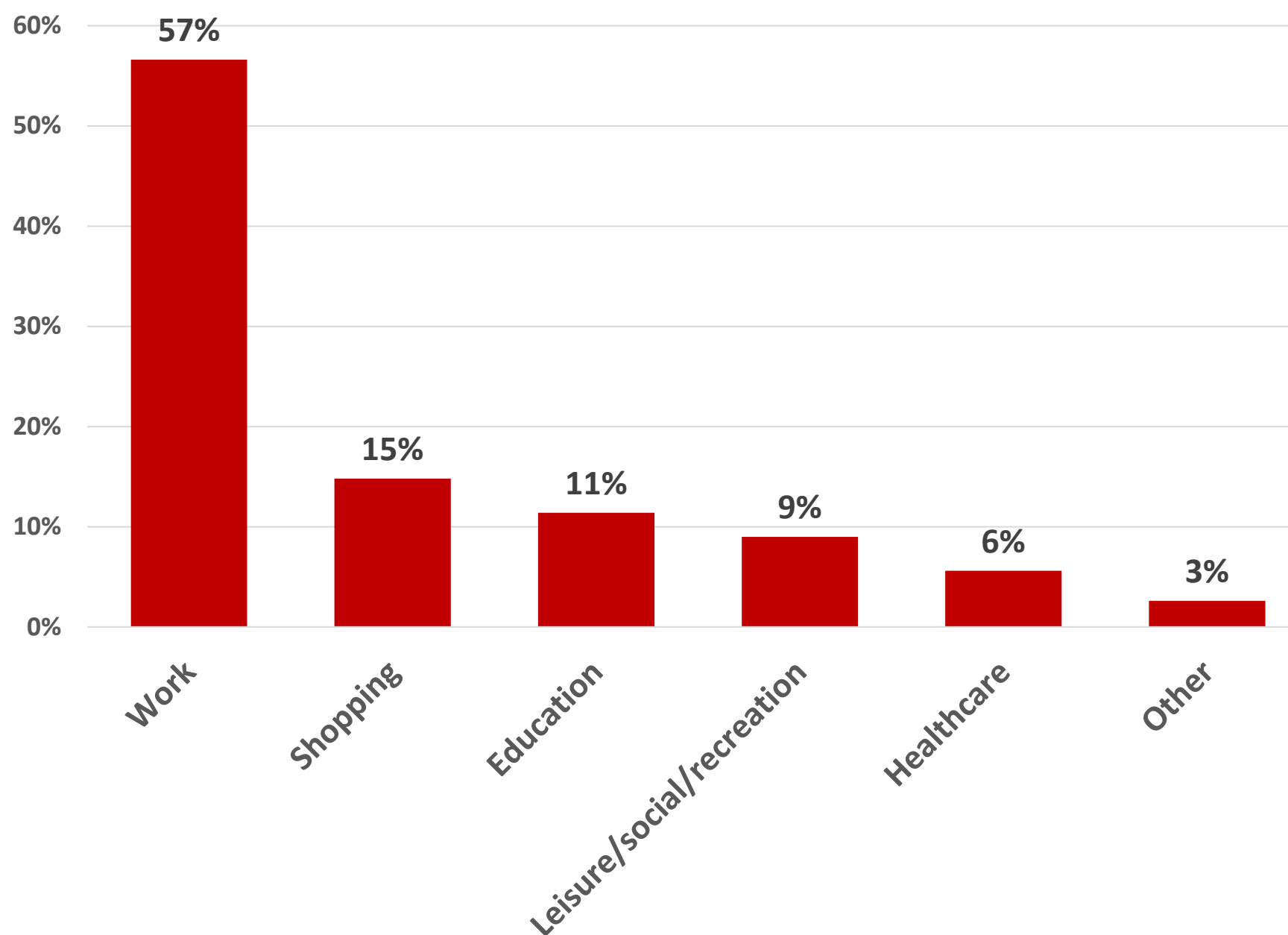
How often do you ride the bus?



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



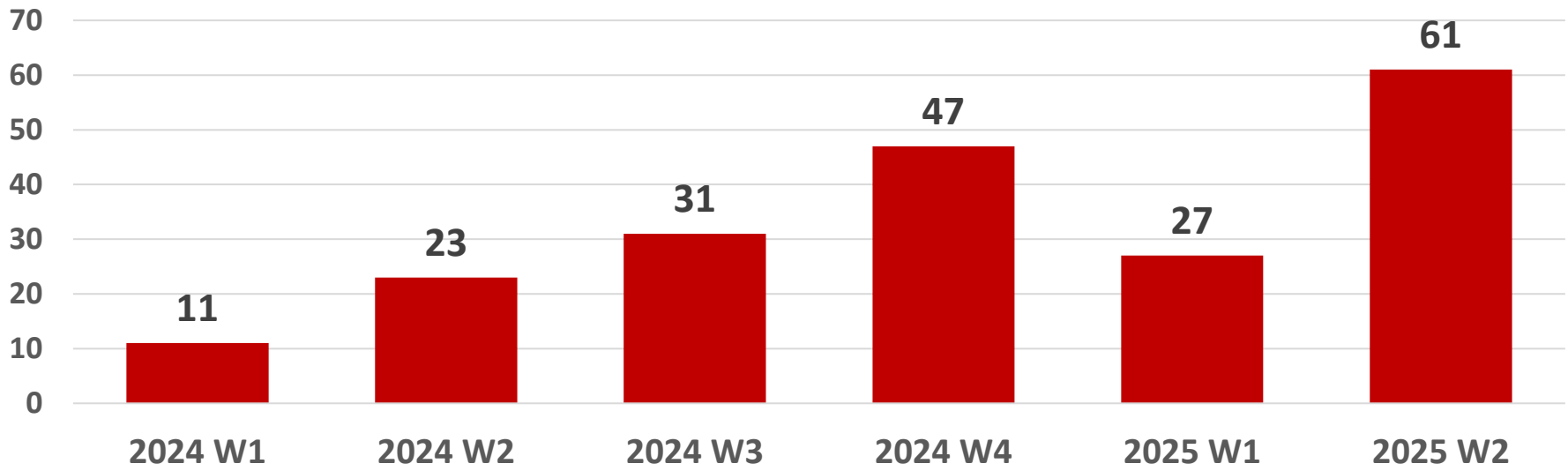
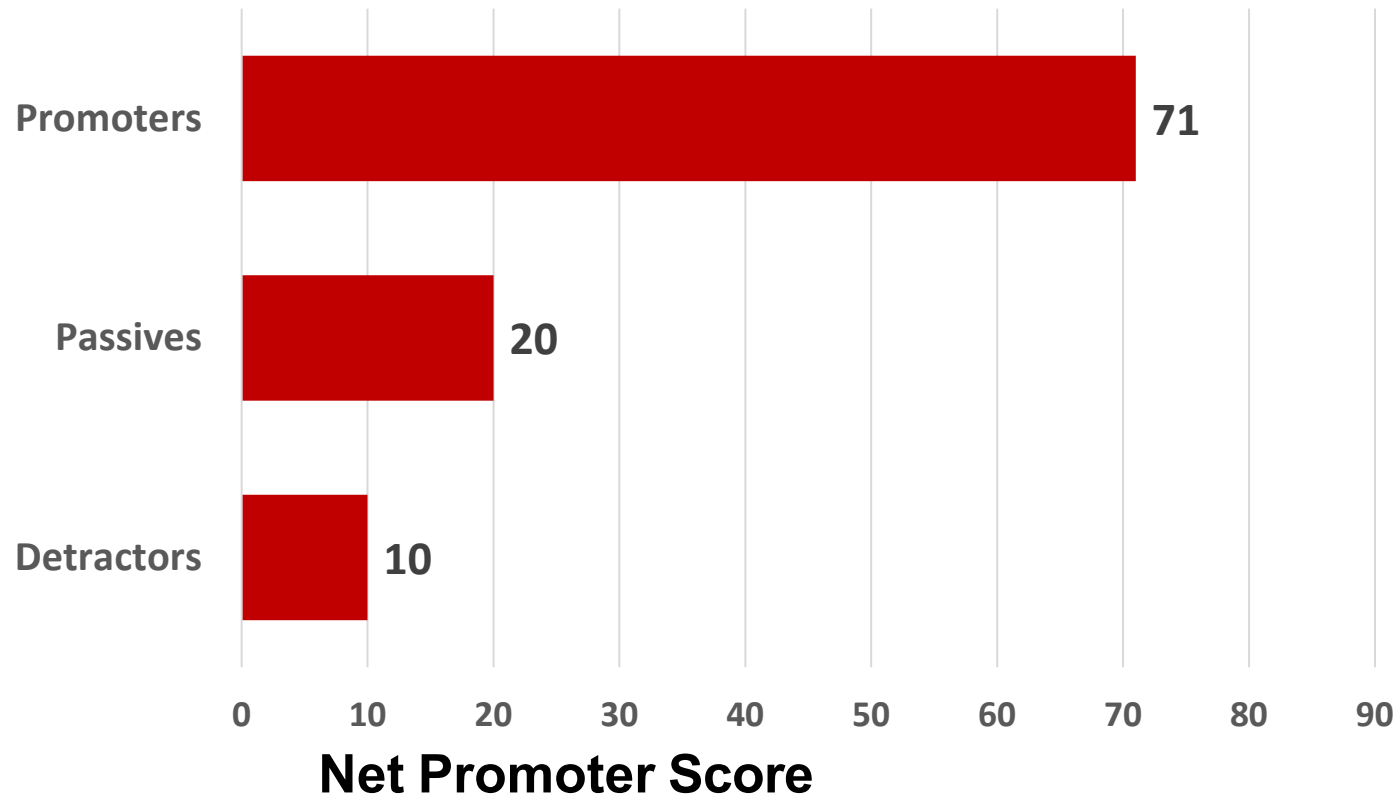
Why are you taking this trip?



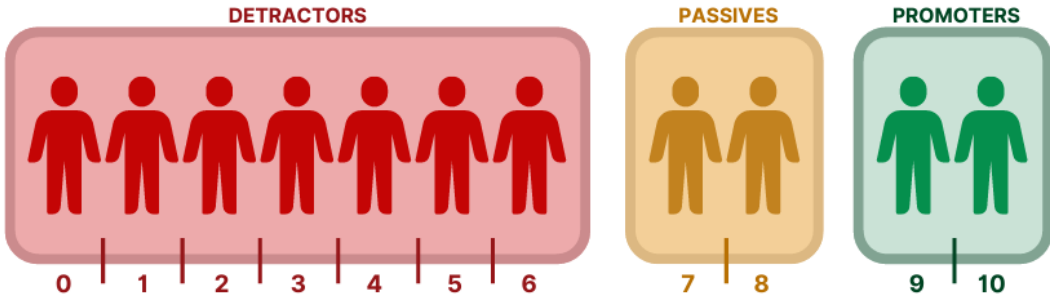
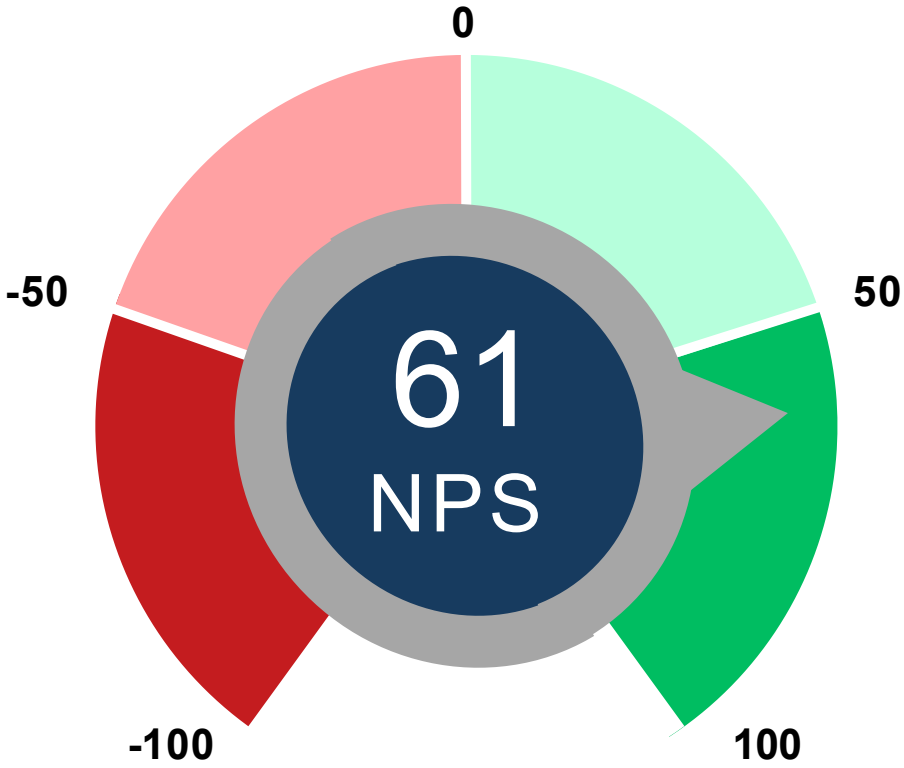
Net Promoter Score (NPS)

Fixed Route Bus

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



RTA's FR NPS is up 34 points since Wave 1 from 27 to 61.

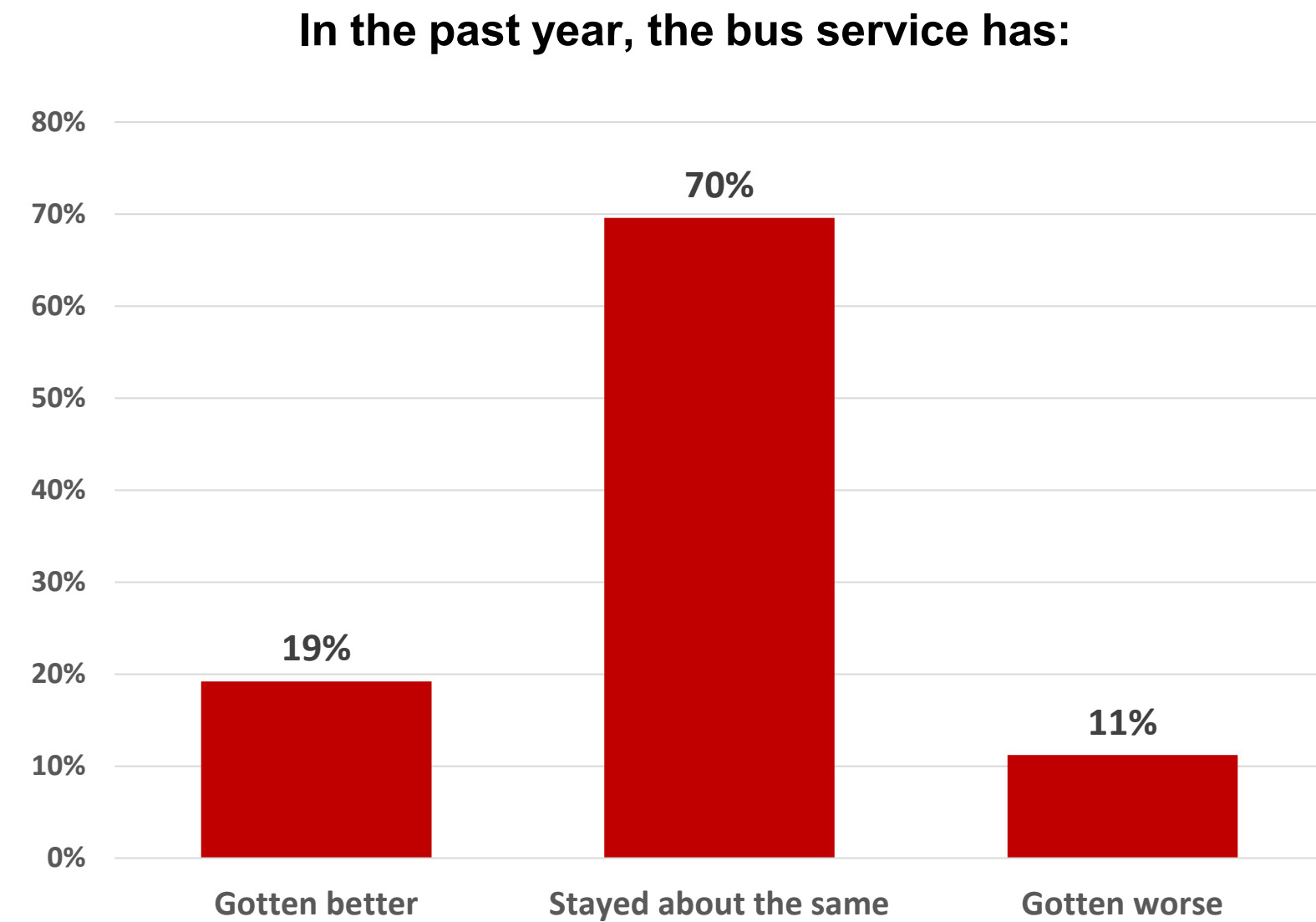
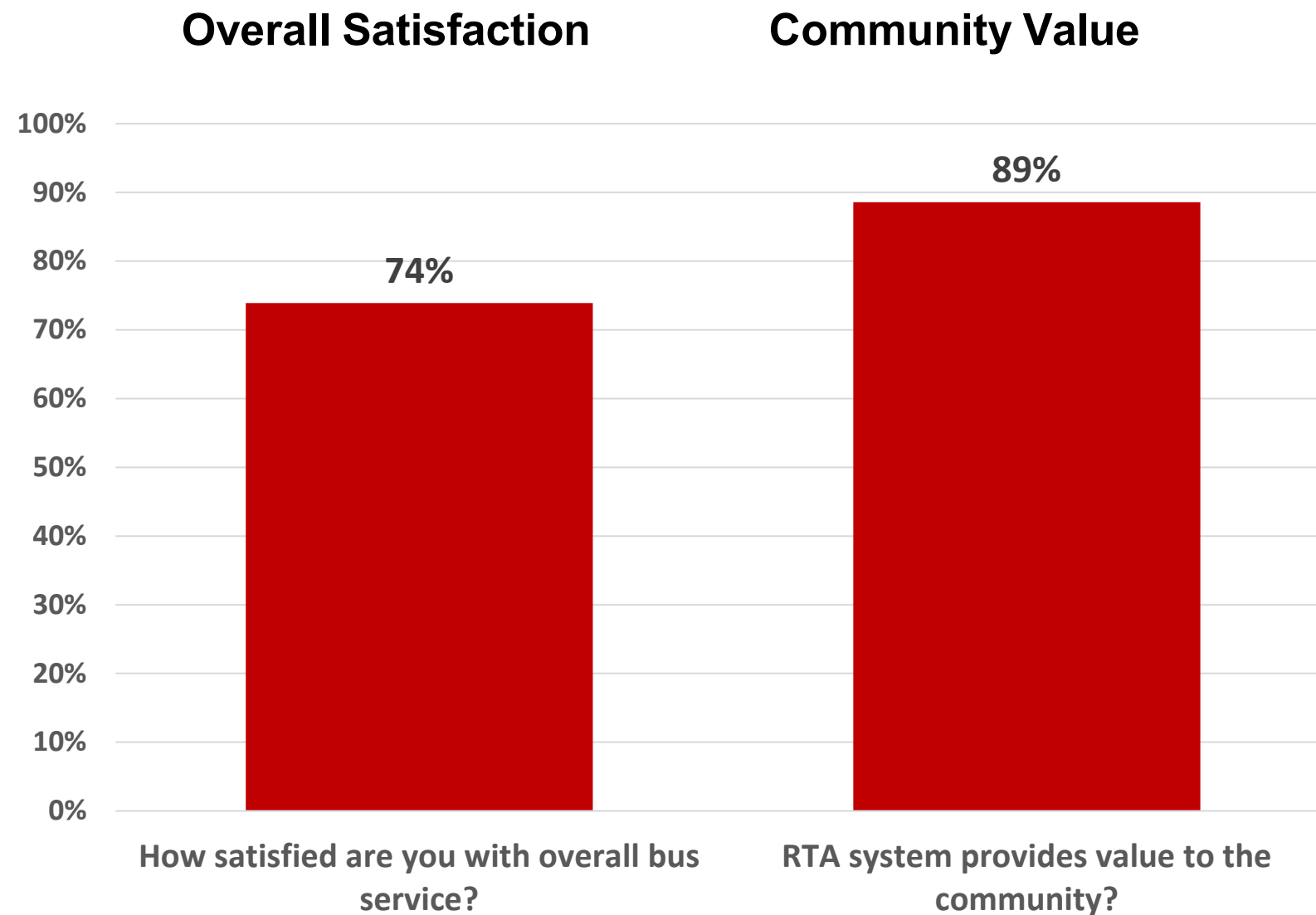


Net Promoter Score = %Promoters - %Detractors



Satisfaction and Community Value

- 74% of FR customers are satisfied overall with the bus service.
- 89% of FR customers believe the RTA system provides value to the community.
- 19% of FR customers believe the bus service has gotten better in the past year.



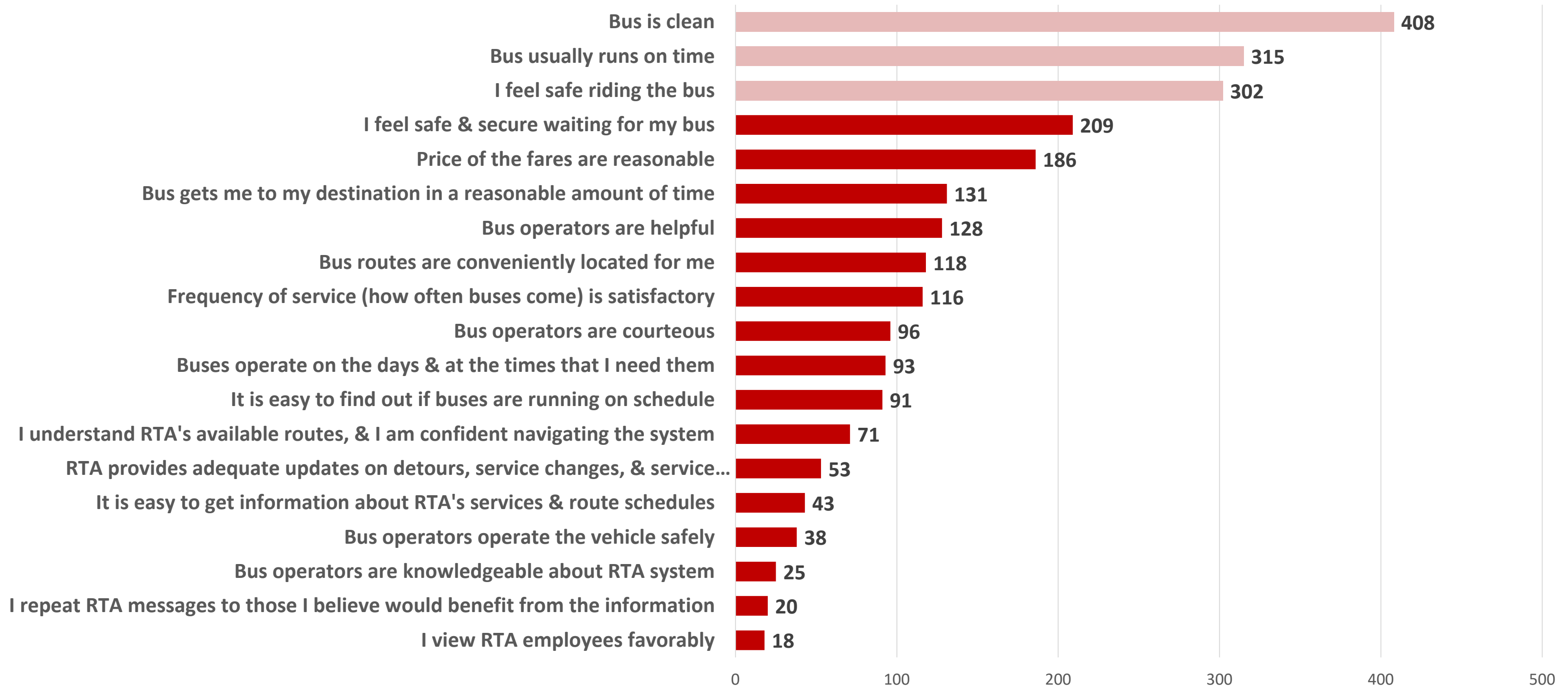
Customer Importance Factors

Fixed Route Bus



Top Customer Importance Factors

- The top three importance factors to FR customers are bus being clean (408), buses arriving on time (315), and safety while riding (302).

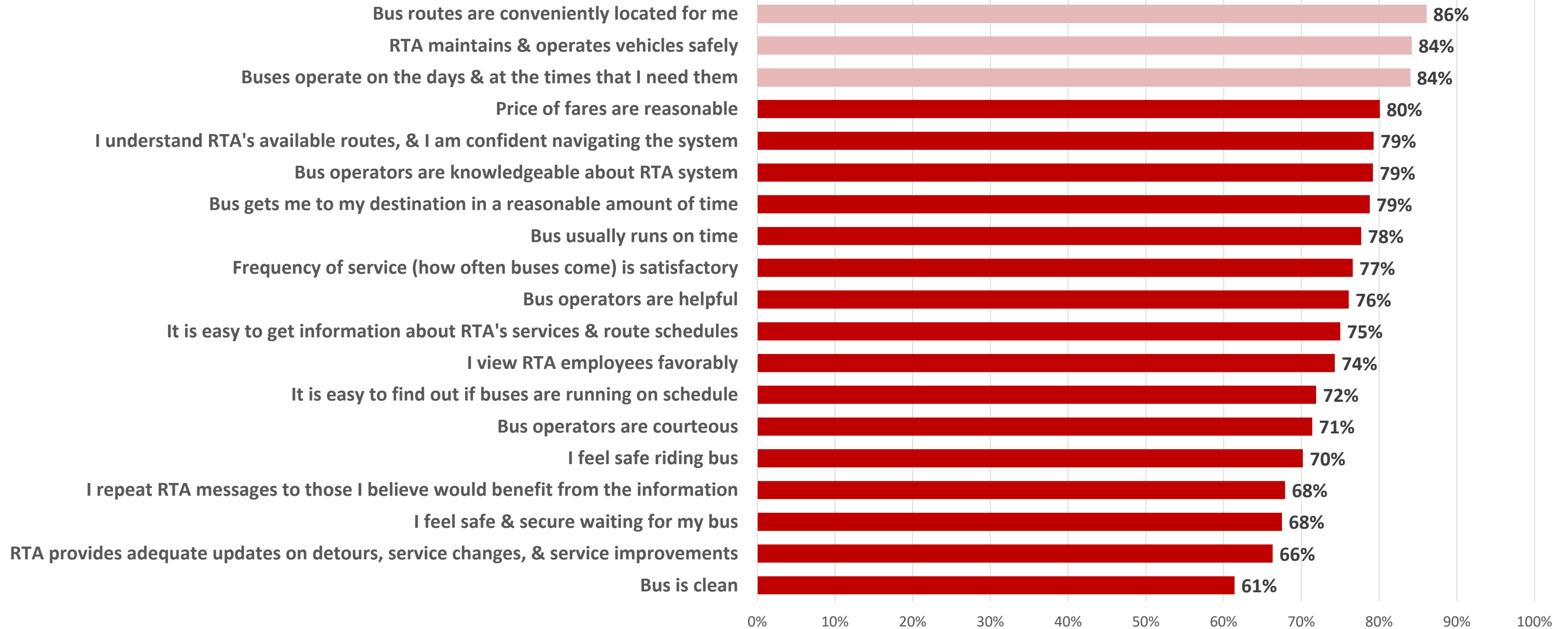




Level of Agreement

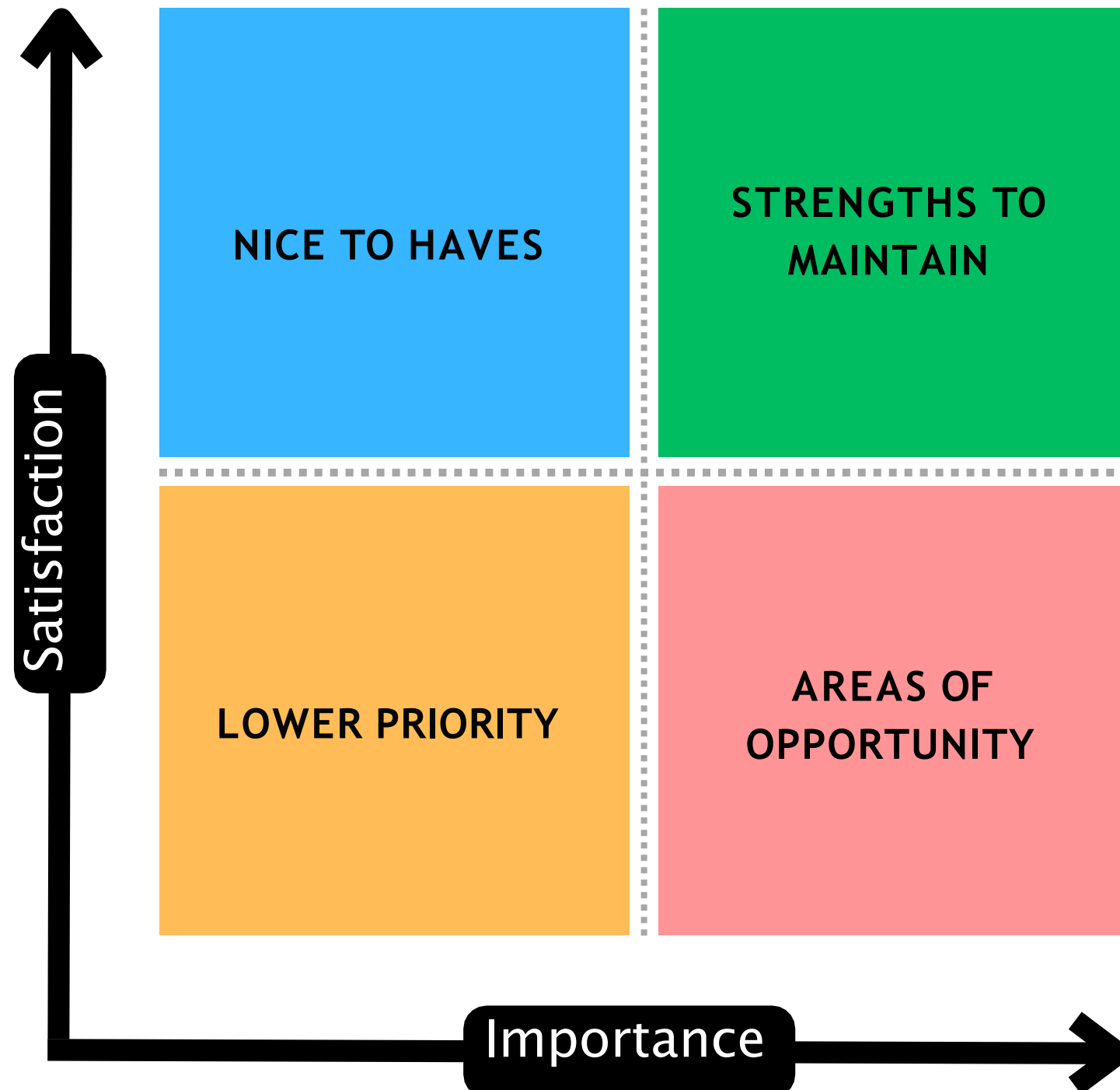


Fixed Route Bus



Key Driver Analysis

Satisfaction vs. Importance

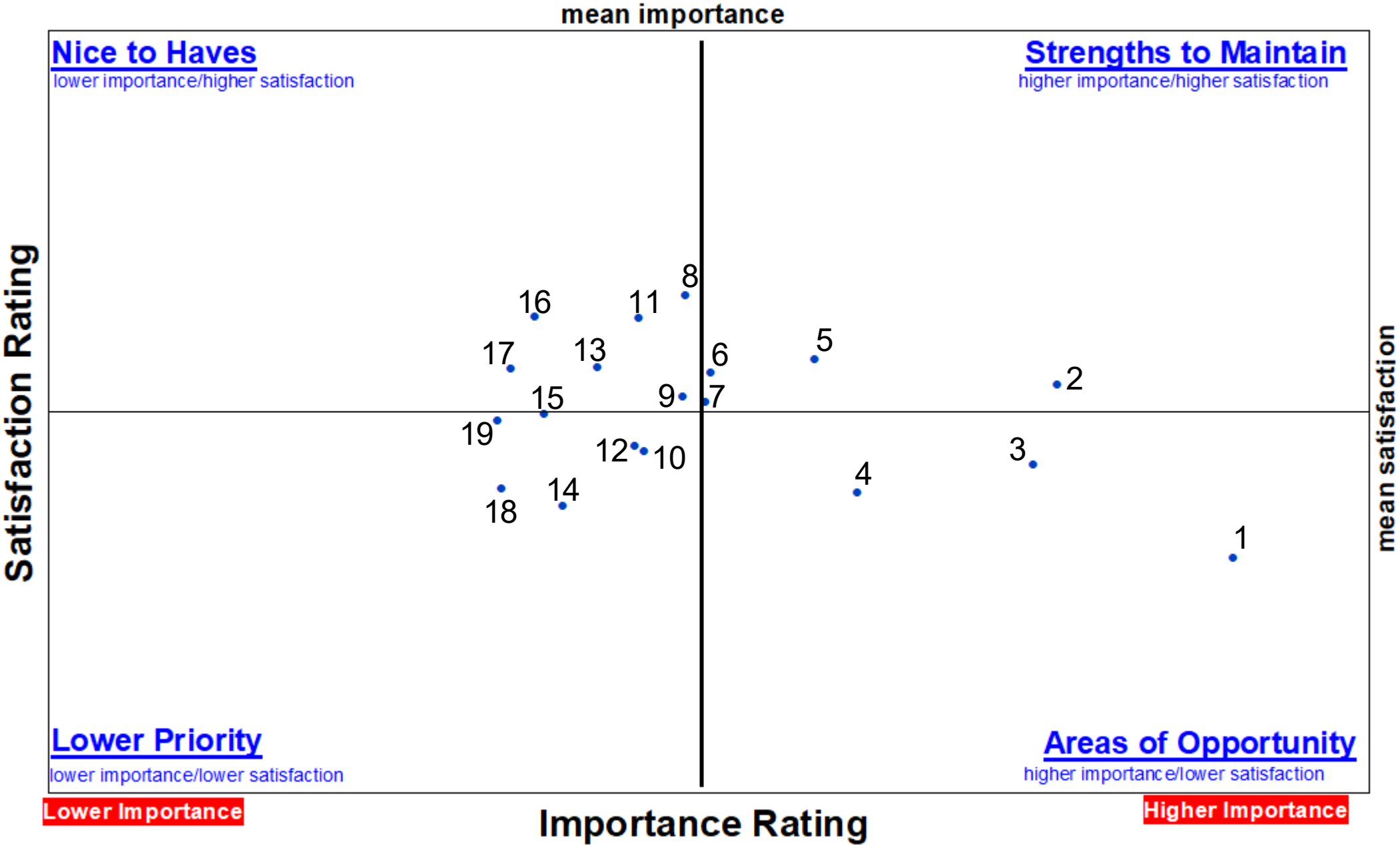


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

1. Bus is clean
2. Bus usually runs on time
3. I feel safe riding the bus
4. I feel safe & secure waiting for my bus
5. Price of the fares are reasonable
6. Bus gets me to my destination in a reasonable amount of time
7. Bus operators are helpful
8. Bus routes are conveniently located for me
9. Frequency of service (how often buses come) is satisfactory
10. Bus operators are courteous
11. Buses operate on the days & at the times that I need them
12. It is easy to find out if buses are running on schedule
13. I understand RTA's available routes, & I am confident navigating the system
14. RTA provides adequate updates on detours, service changes, & service improvements
15. It is easy to get information about RTA's services & route schedules
16. Bus operators operate the vehicle safely
17. Bus operators are knowledgeable about RTA system
18. I repeat RTA messages to those I believe would benefit from the information
19. I view RTA employees favorably

Source: ETC Institute (2023)

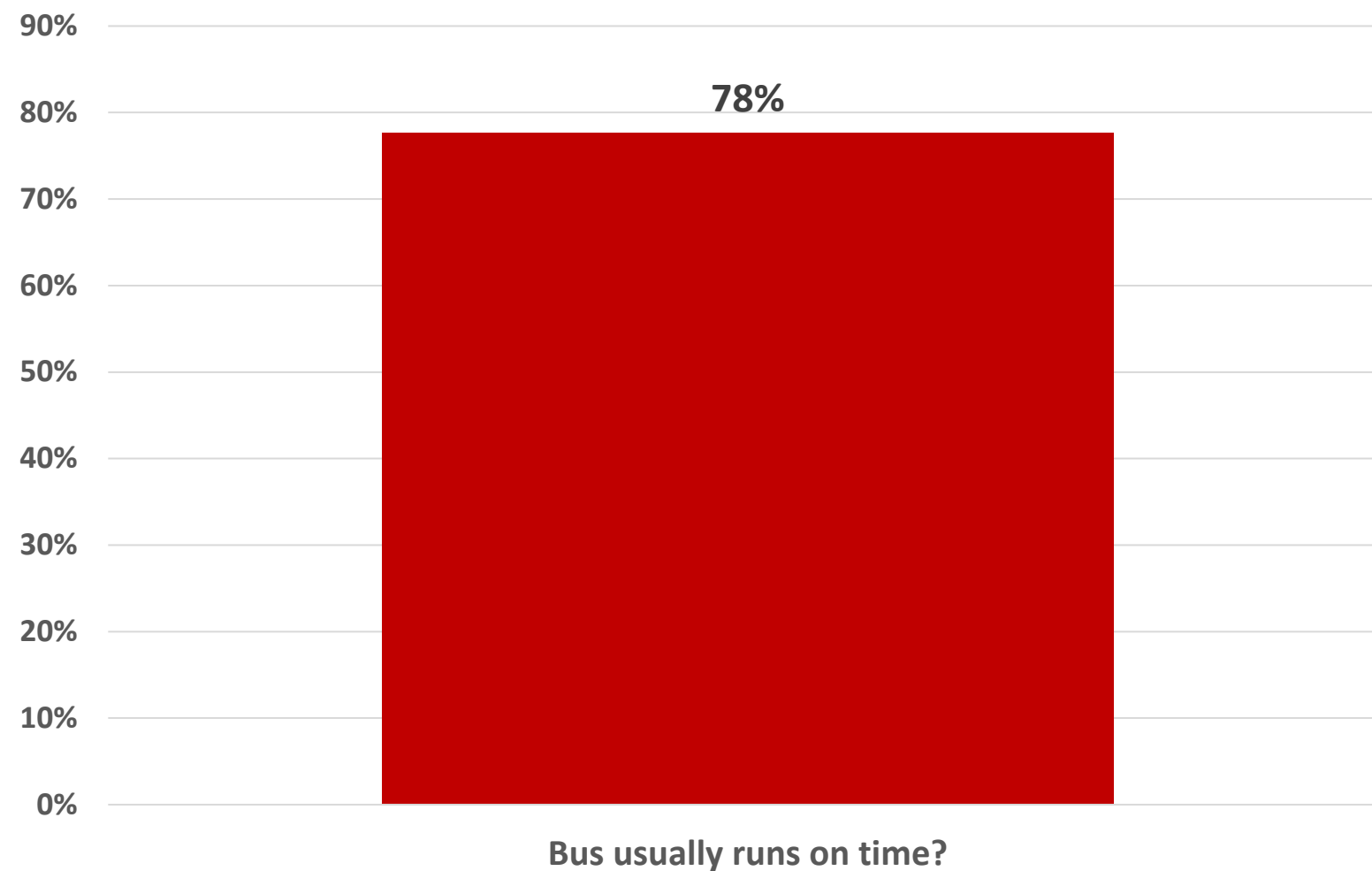


On-Time Performance

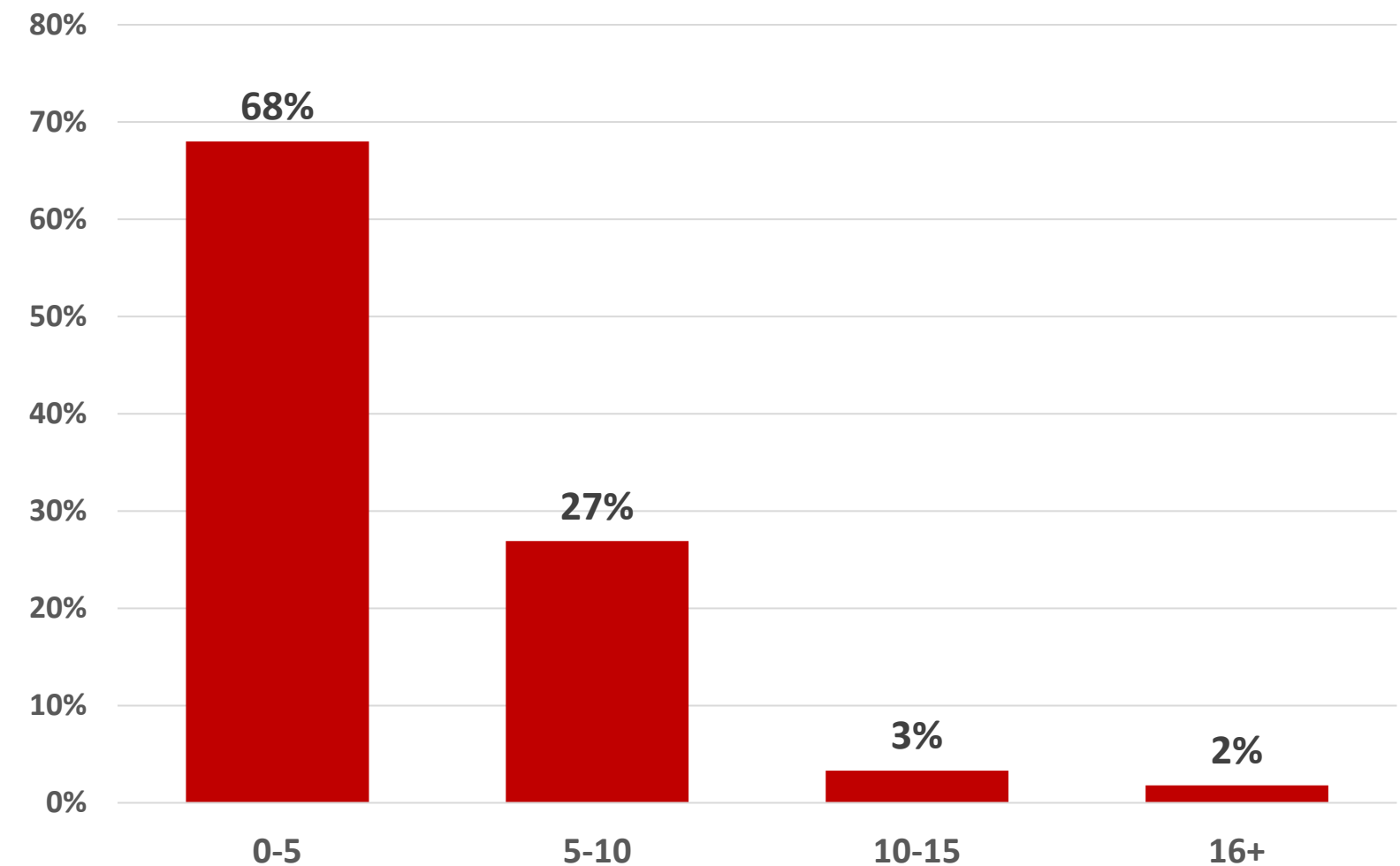


- 78% of FR customers are satisfied with the On-Time Performance.
- 68% of FR customers believe it is acceptable for the bus to arrive 0 to 5 - minutes beyond its scheduled time.

On-Time Performance



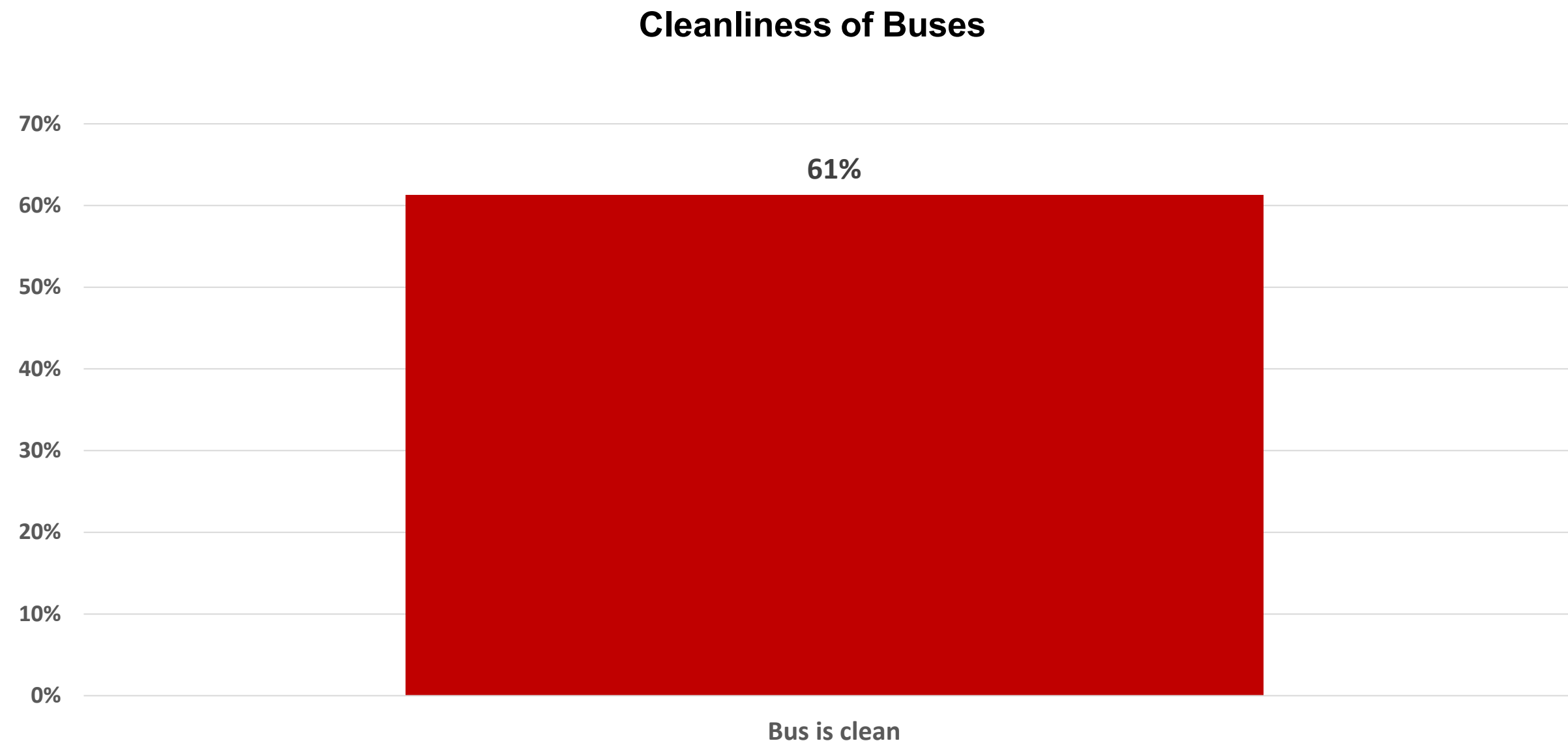
How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





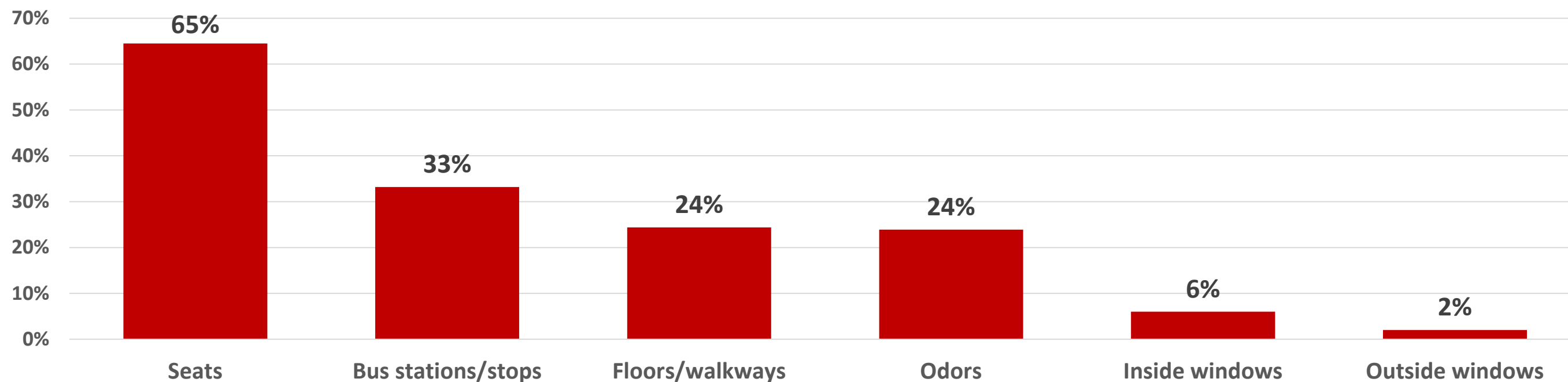
Cleanliness of Buses

- 61% of BRT customers are satisfied with the cleanliness of buses.

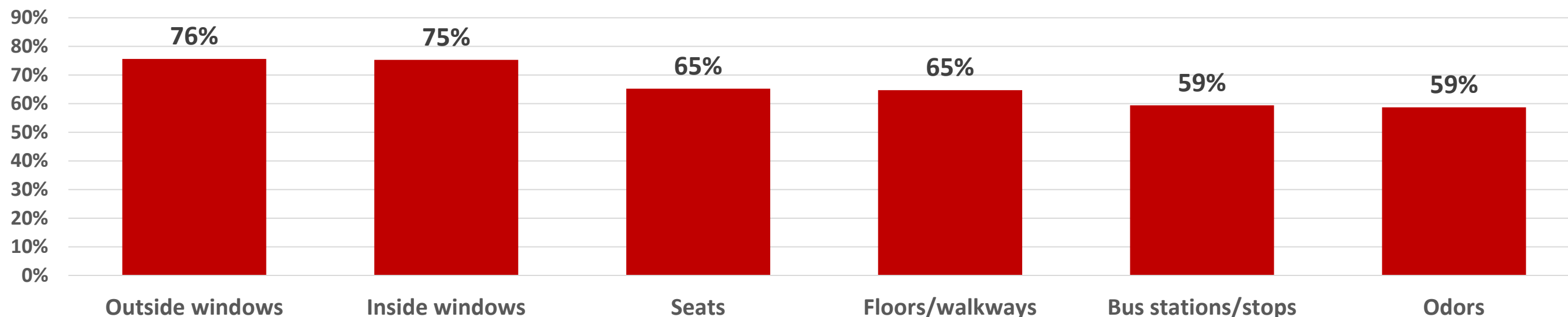


Cleanliness of Buses- Importance and Satisfaction

- Bus customers selected seats (65%) and bus stations/stops (33%) as the highest importance.
- Bus customers are most satisfied with the Outside window cleanliness (76%) and Inside windows (75%).



Which two of the items listed do you think are most important?



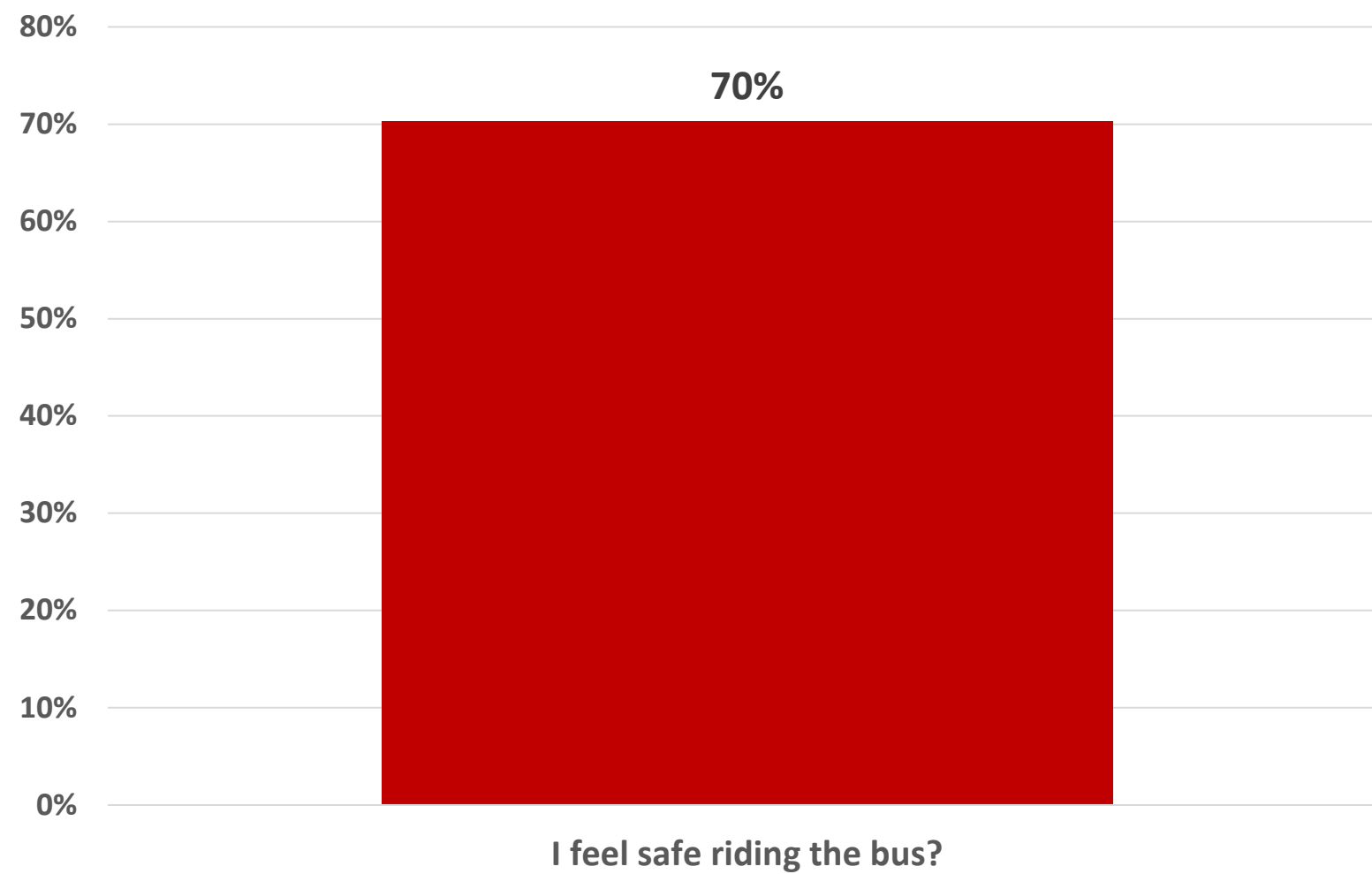
How satisfied are you with the cleanliness of each item listed?



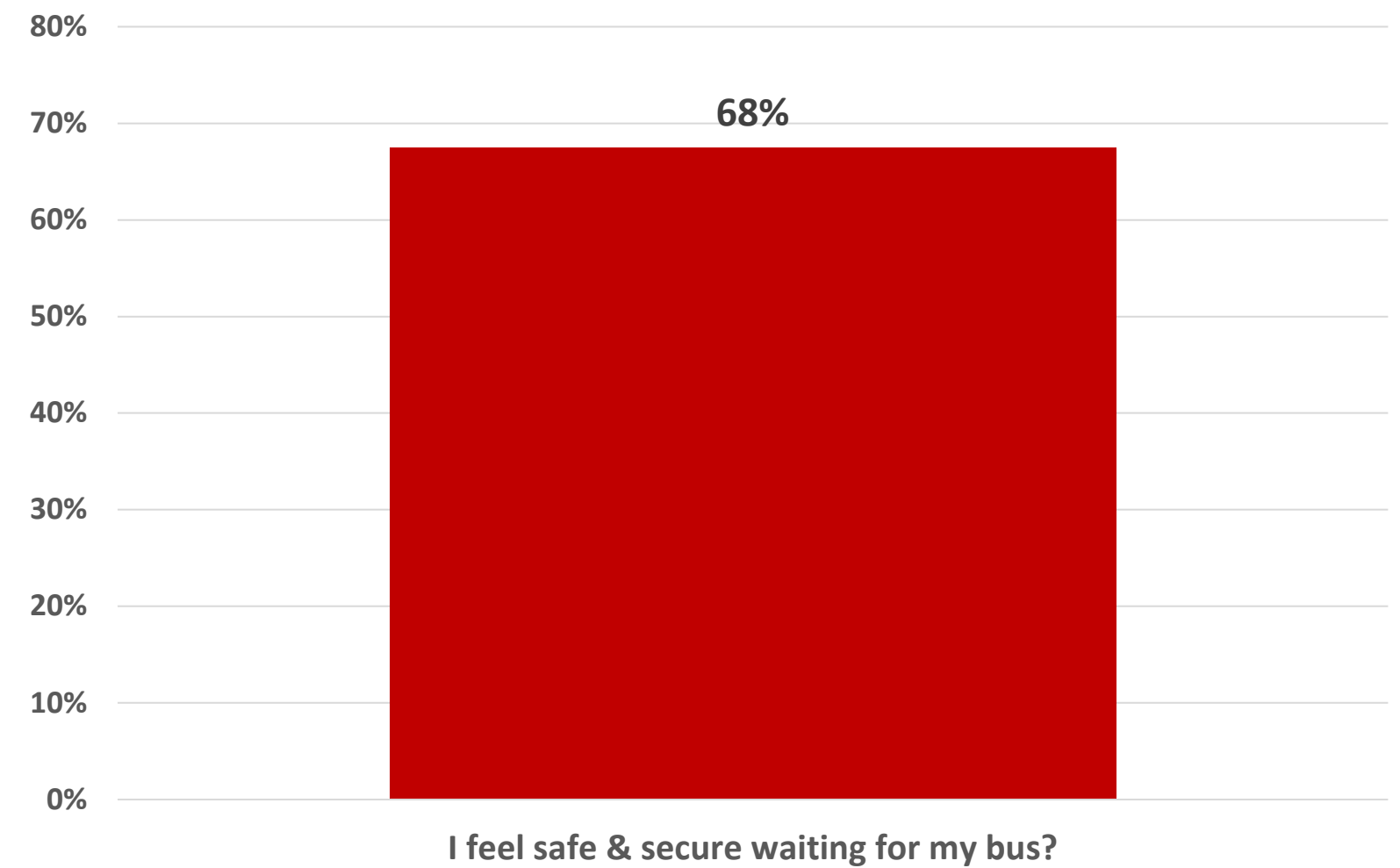
Bus and Bus Stop Safety

- 70% of FR customers feel safe while riding the bus and 68% of FR customers feel safe while waiting for the bus.

Bus Safety



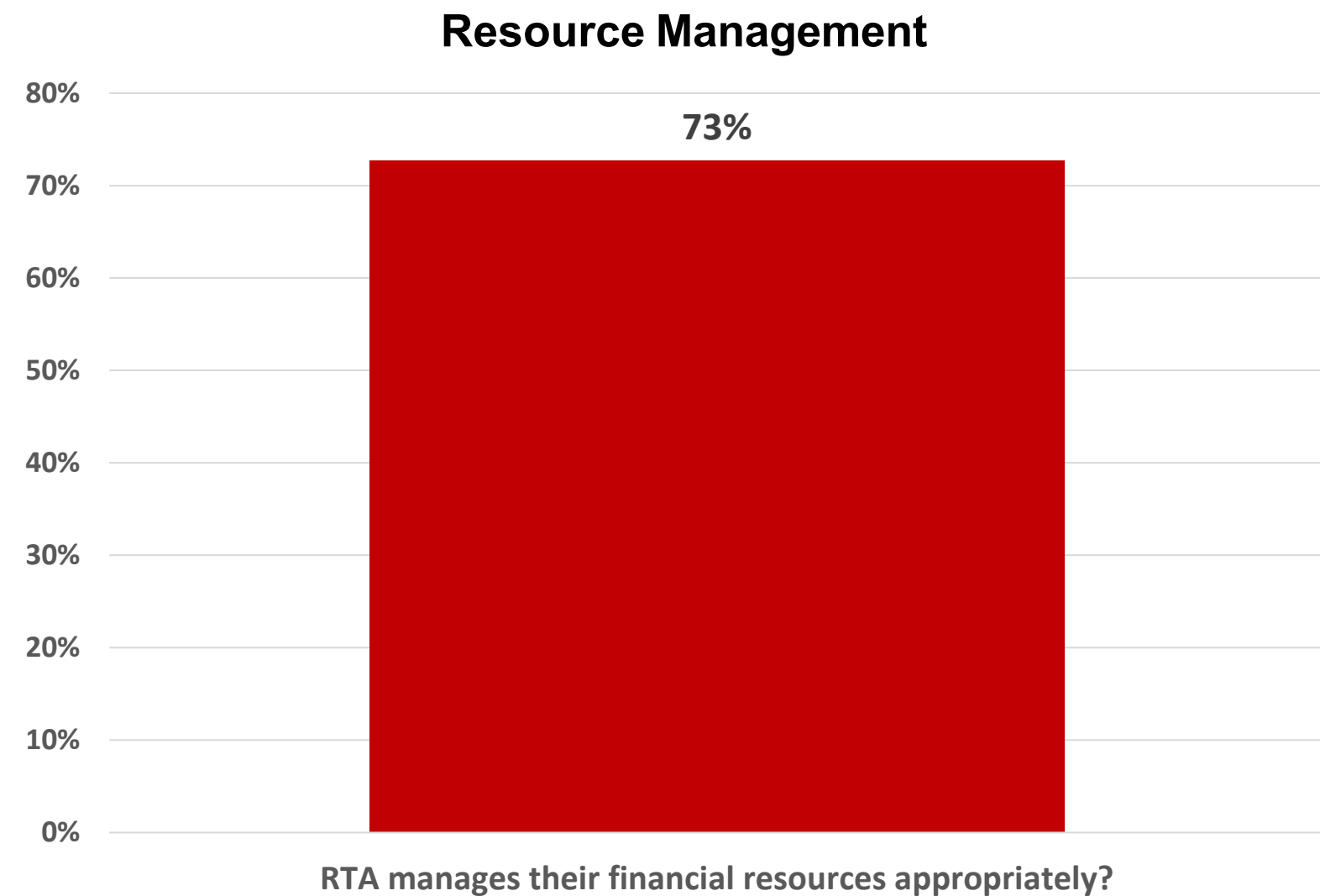
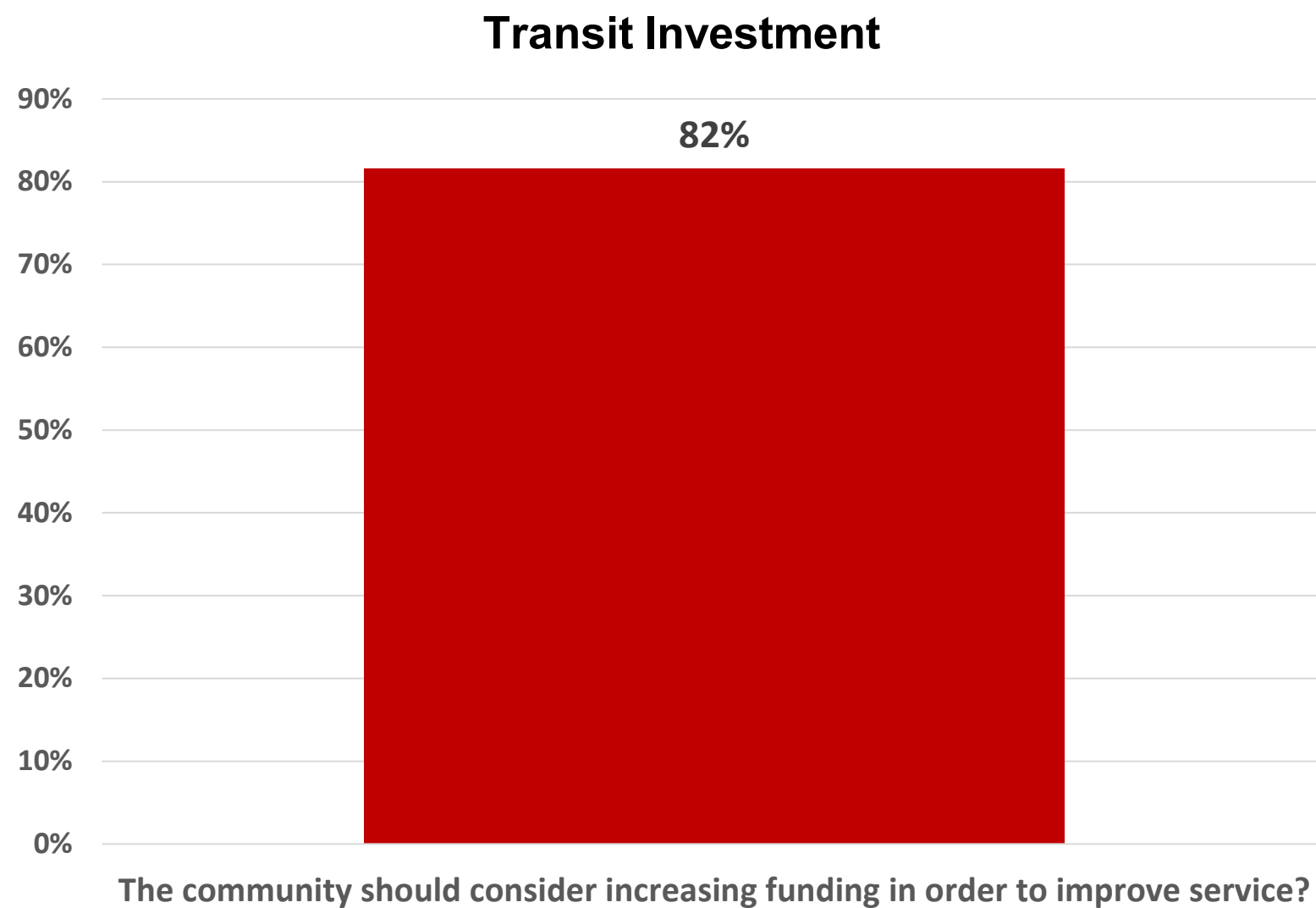
Bus Stop Safety





Funding

- 82% of FR customers feel the community should consider increasing funding to improve service.
- 73% of FR customers feel RTA manages financial resources appropriately



Customer Service

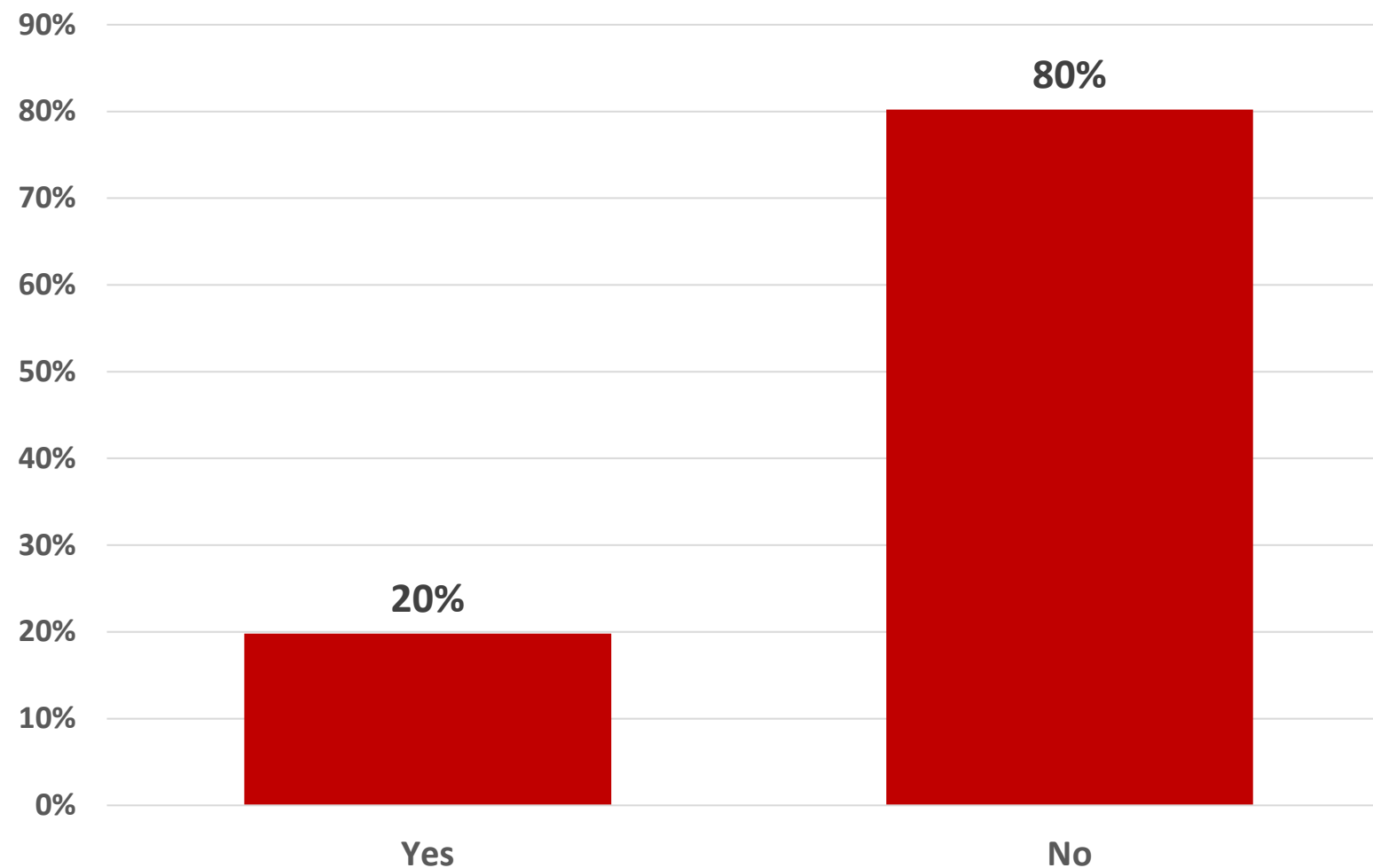
Fixed Route Bus



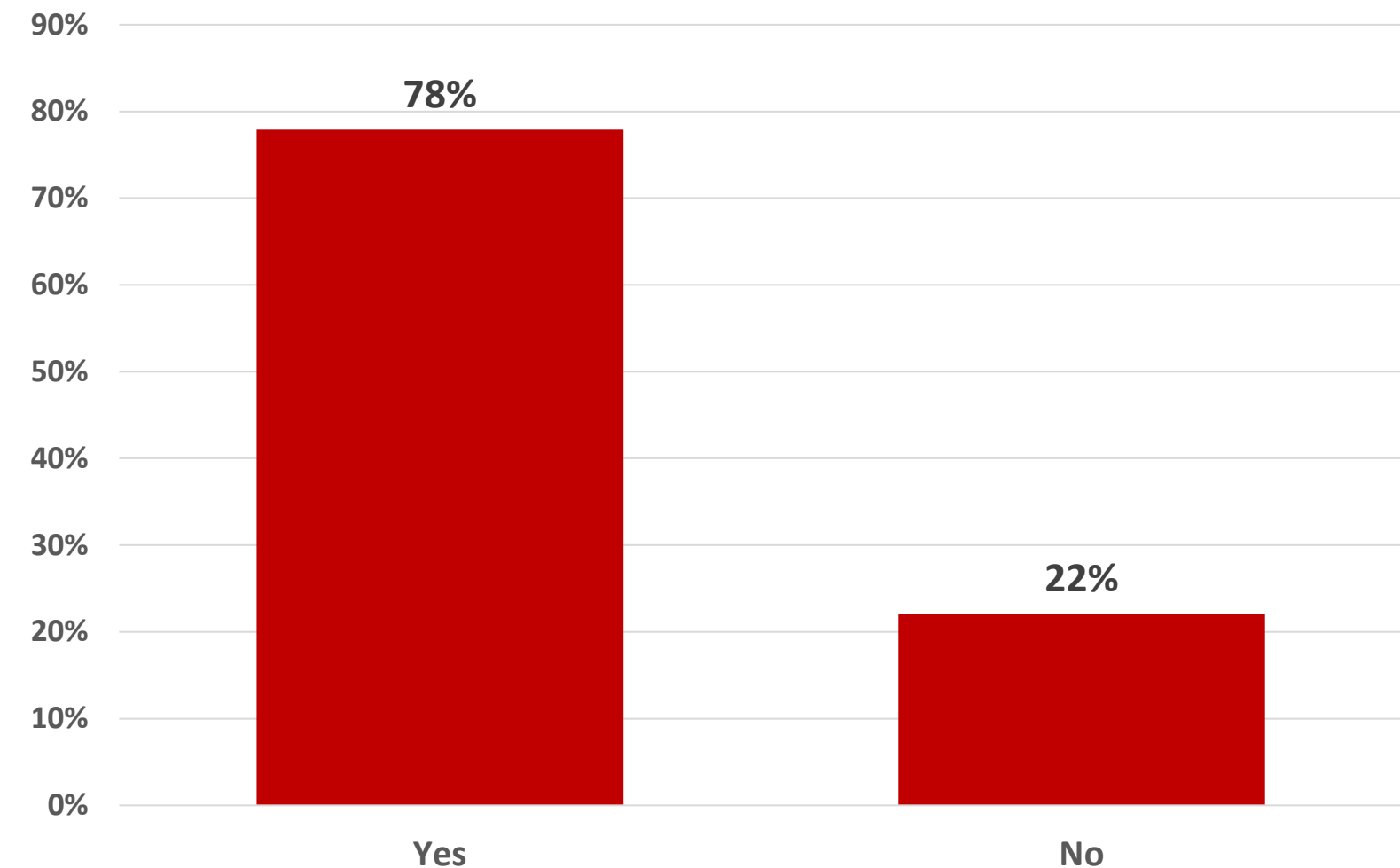
Communications with Customer Service

- 20% of FR Customers have contacted RTA in the last 3 months.
- Of the FR Customers who have contacted RTA, 78% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

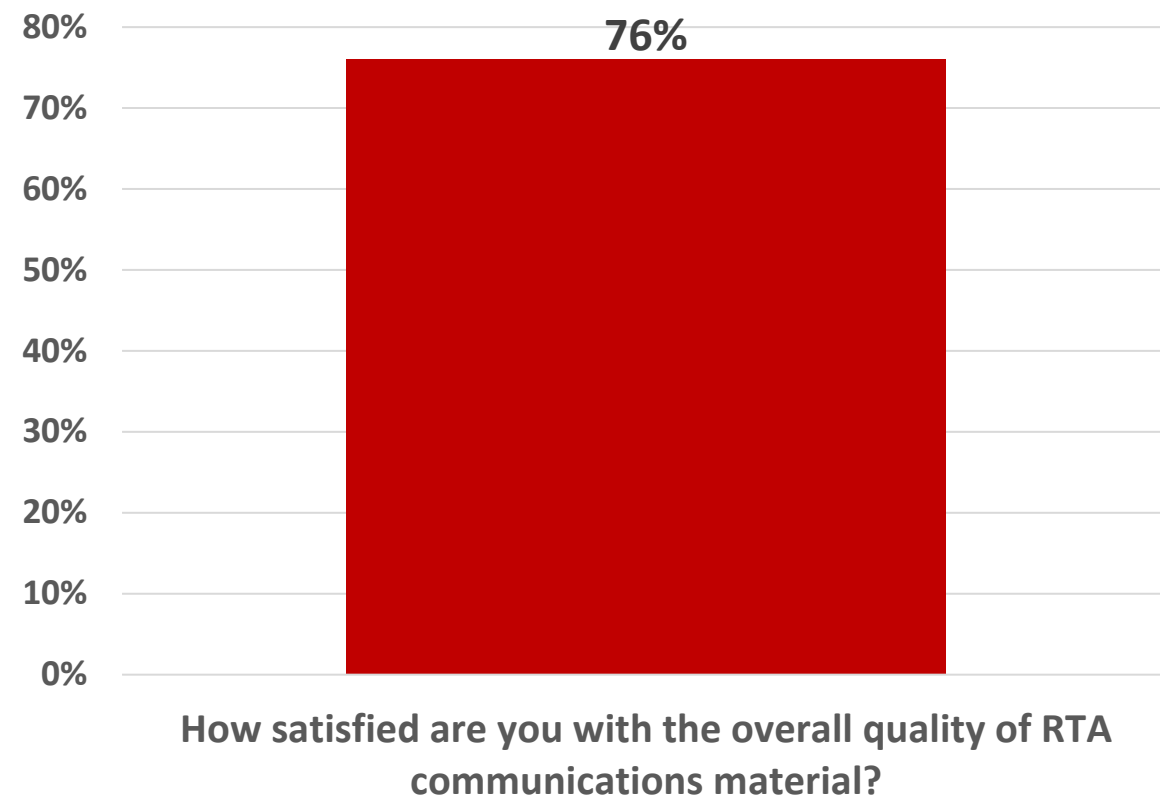




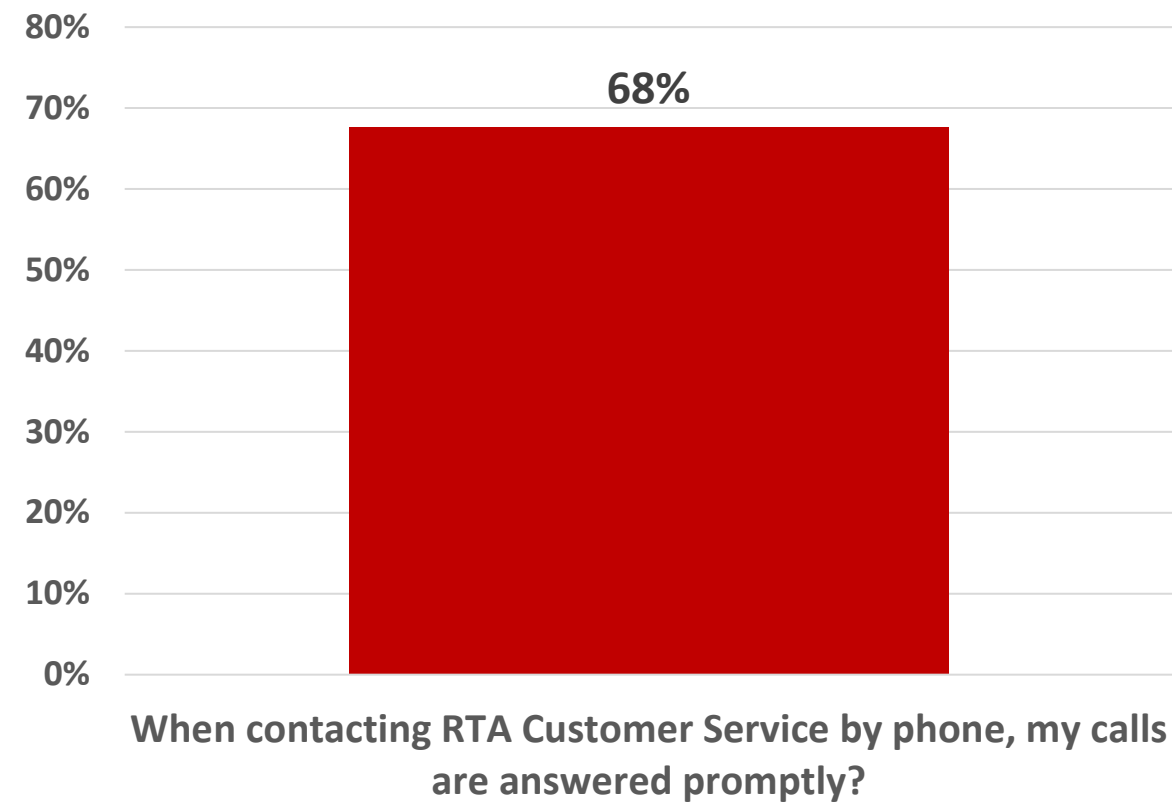
Overall Communications

- 76% of FR customers are satisfied with the overall quality of RTA communications material.
- 68% of FR customers agree RTA Customer Service calls are answered promptly, and 72% agree that customer service representatives are helpful and courteous.

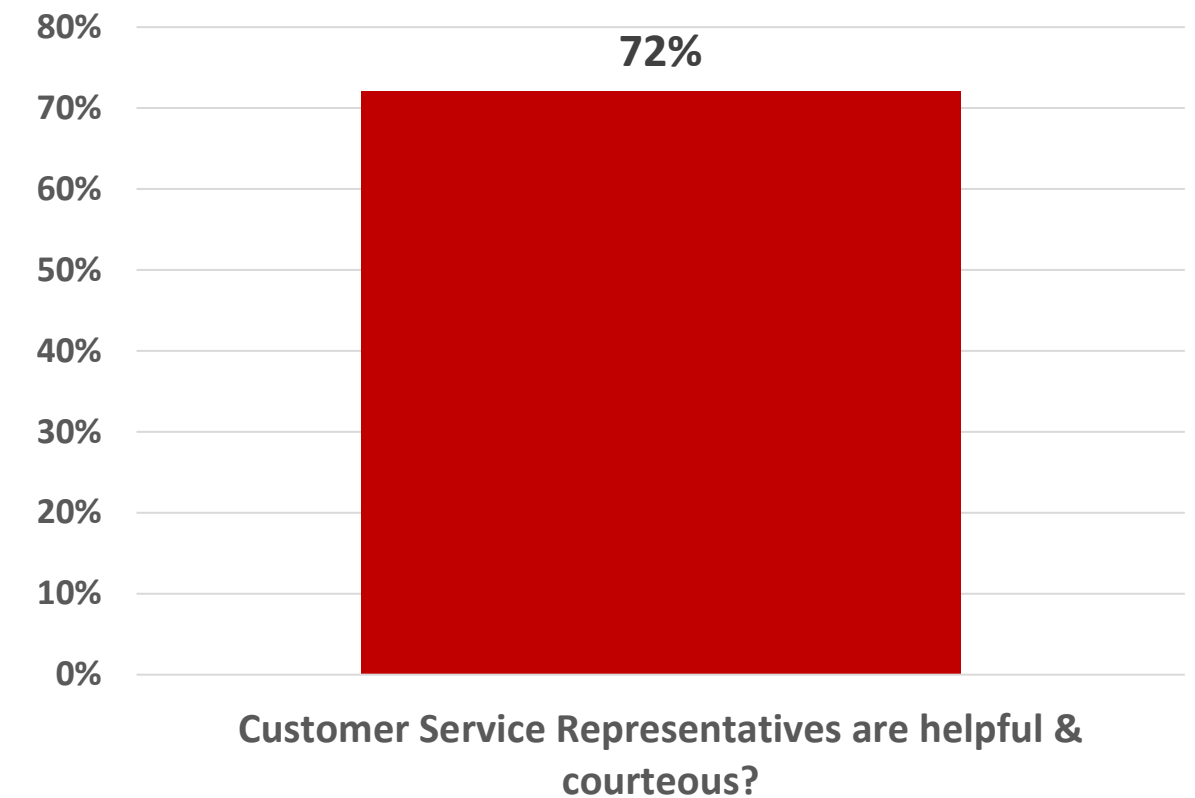
Customer Service Courtesy



Contacting Customer Service



Overall Communications Material



Bus Rapid Transit

(BRT)





BRT Results Overview

72% of BRT customers are satisfied with BRT service.

84% of customers think the RTA system provides value to the community.

Customers are **MOST** satisfied with...



Bus operators are helpful (83%)



Buses operate on the days & at the times that I need them (80%)

Customers are **LEAST** satisfied with...



I repeat RTA messages to those I believe would benefit from the information (61%)



RTA provides adequate updates on detours, service changes, & service improvements (60%)

Top Most Important Elements of BRT Service to Customers...

1. Cleanliness
2. On-time performance
3. Safety while riding

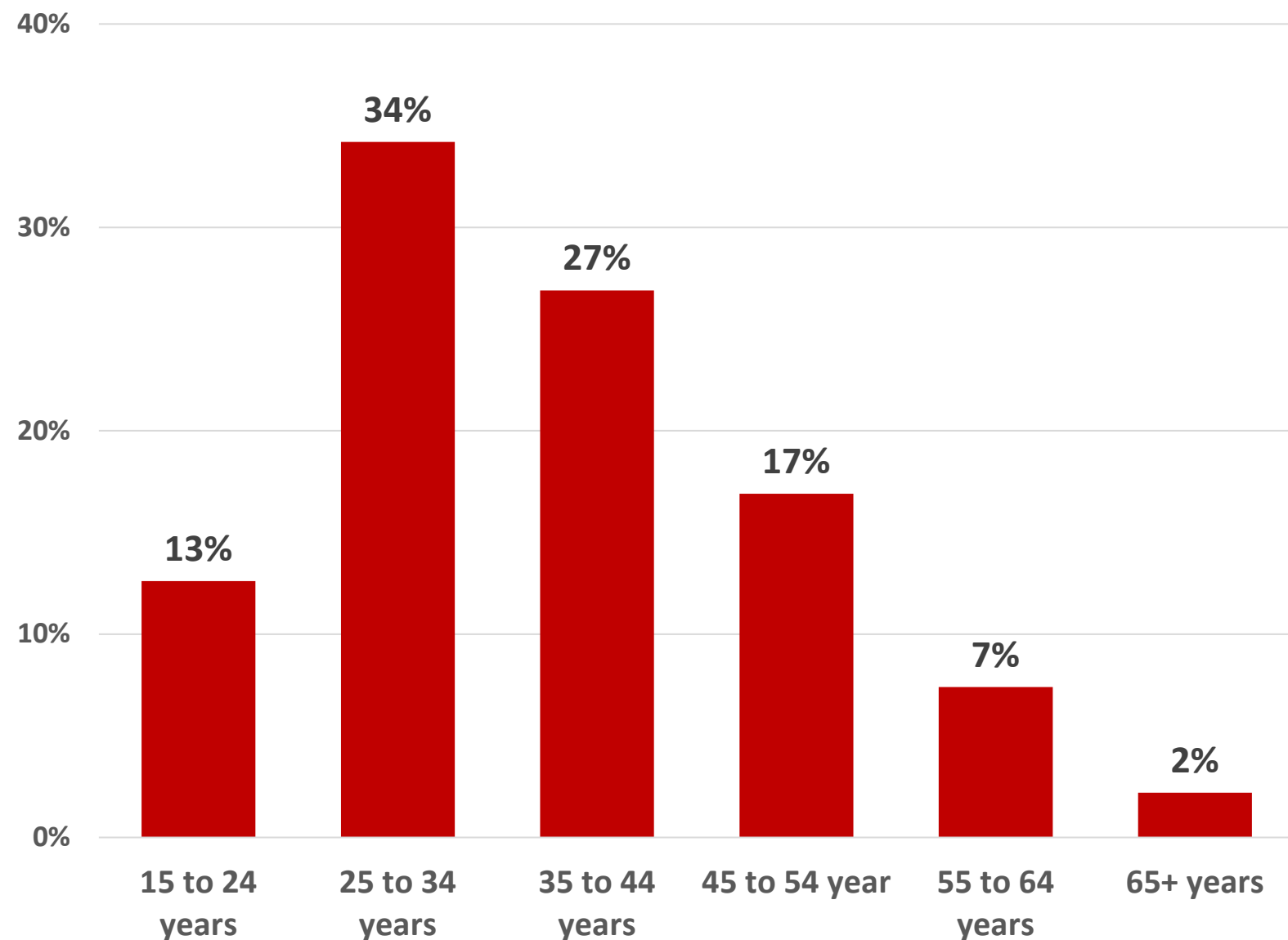
Customer Characteristics

Bus Rapid Transit

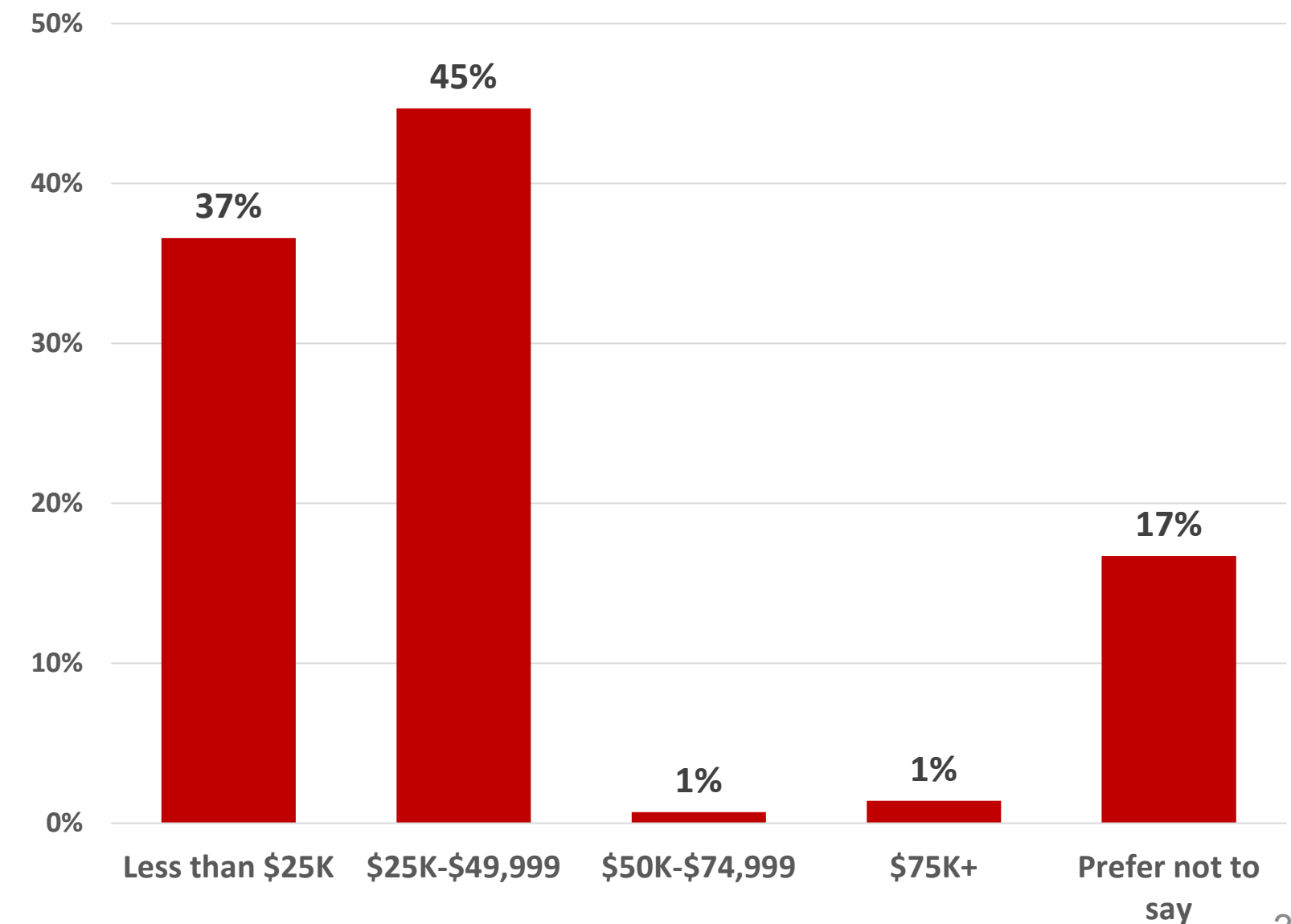
Customer Characteristics

- Based on responses nearly half of BRT ridership is between the ages 15 to 34 years old (47%) with a total household income below \$49,999. (82%).

What is your age?



What category best describes your total annual household income?



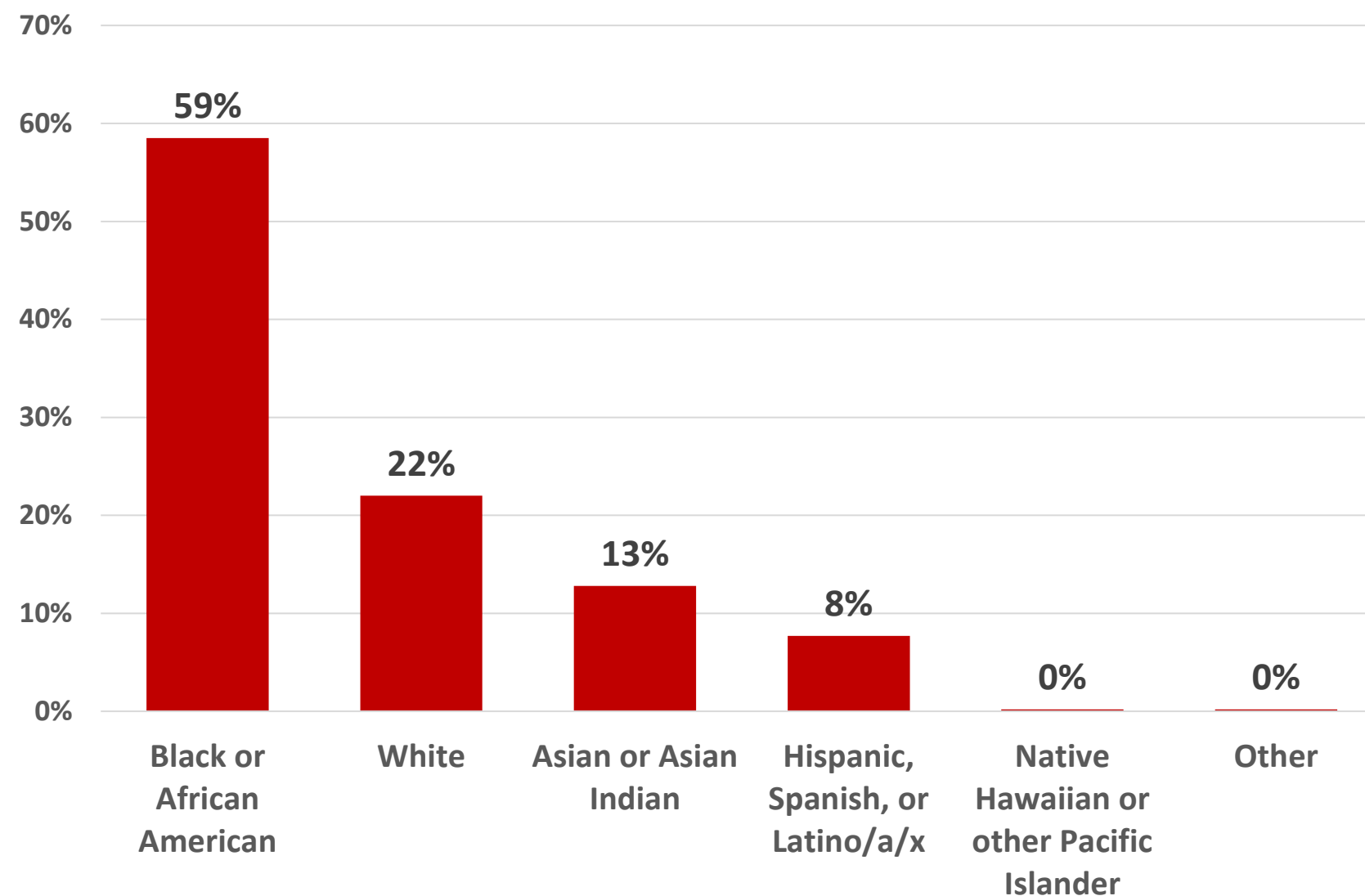


Customer Characteristics

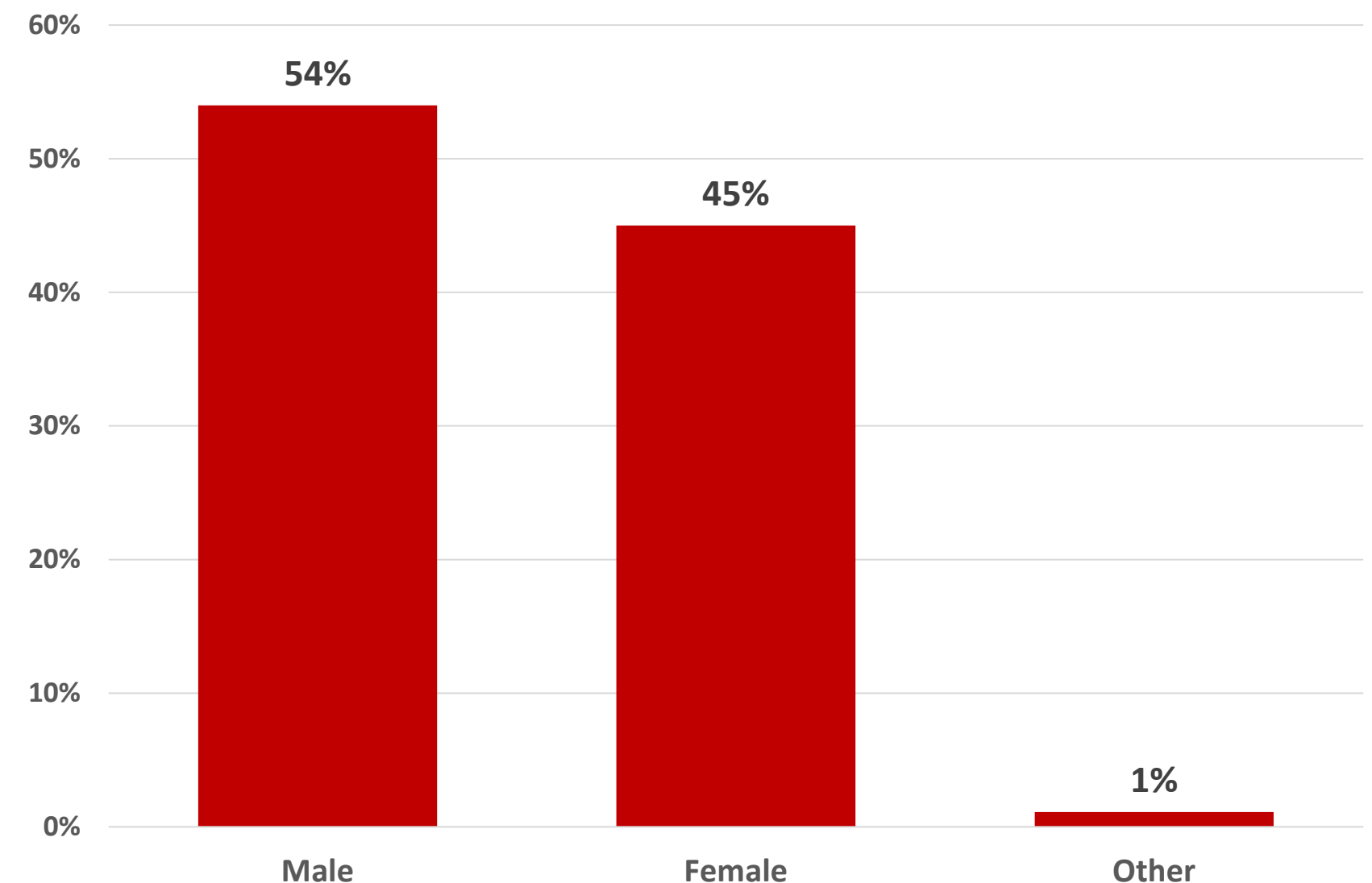


- The typical BRT customer is a Black/African American (59%) male (54%).

What is your race/ethnicity?



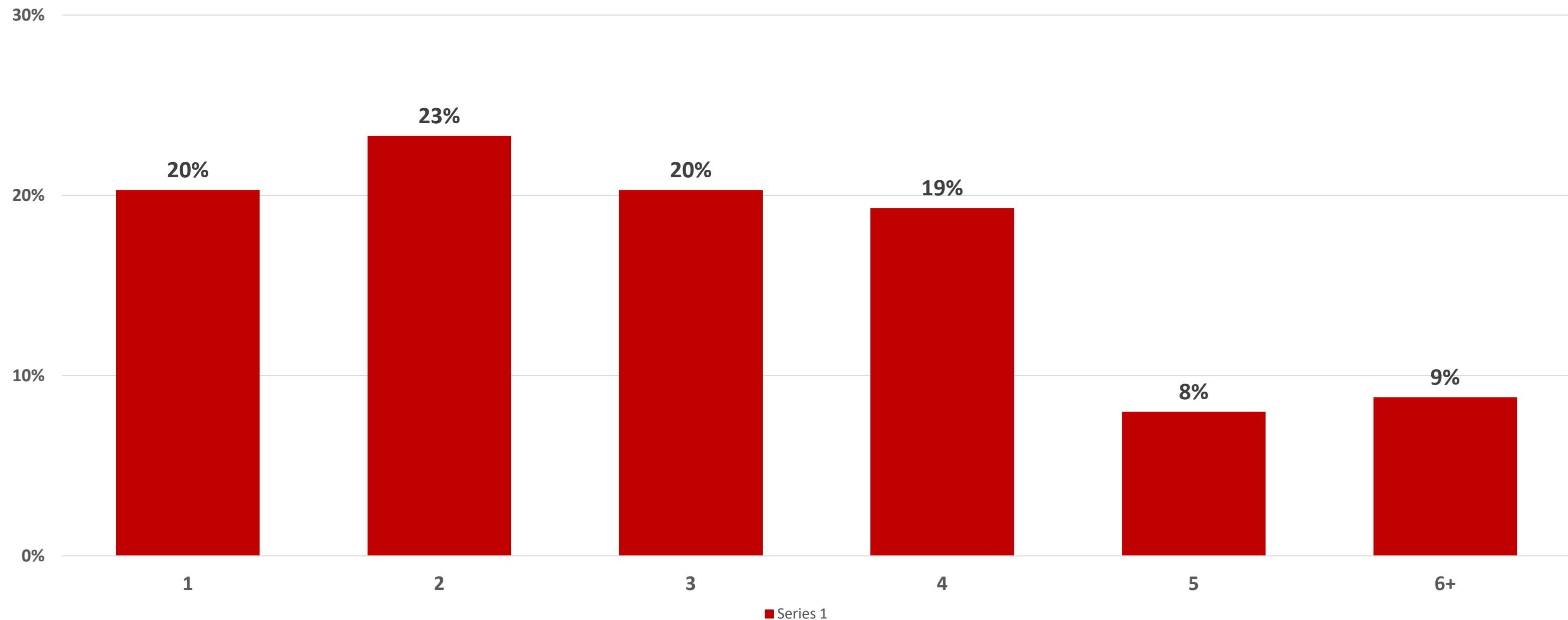
What is your gender?



Customer Characteristics

- A large portion of riders live alone or with one other individual (43%), while 39% of riders live in a household with three or four individuals (including respondent).

Including yourself, how many people live in your household?

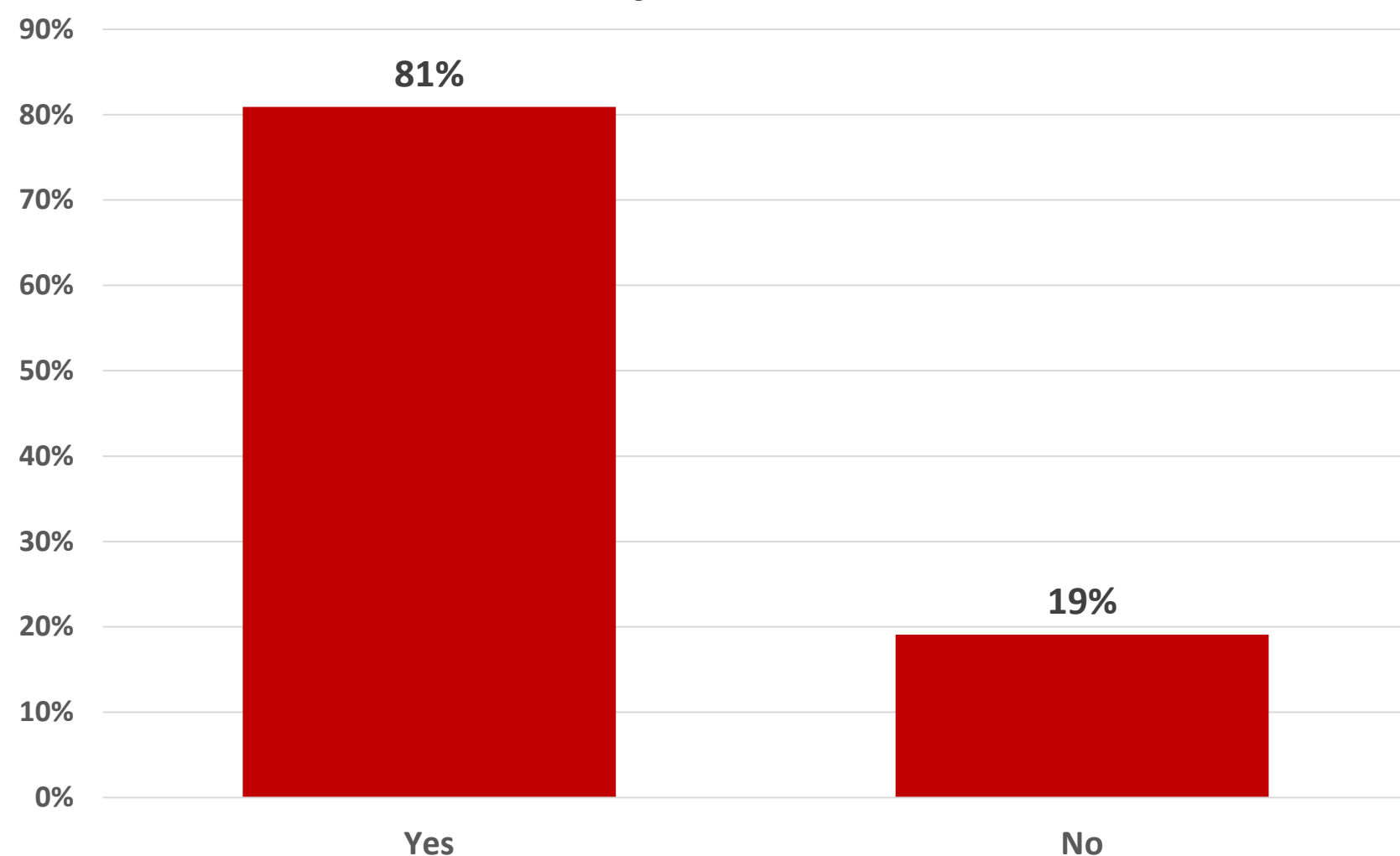




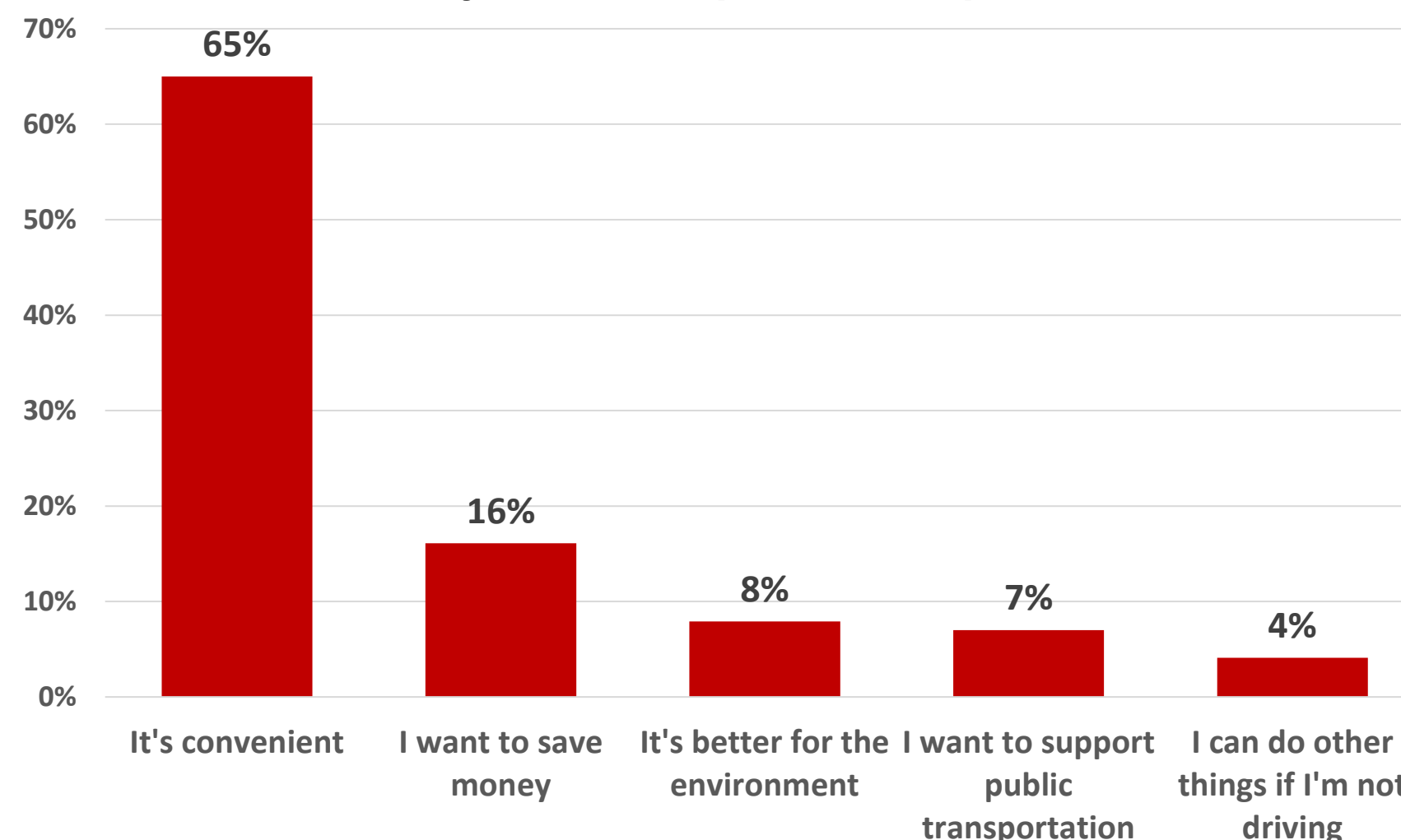
Transit Dependence and Choice Riders

- 81% of BRT Customers are dependent on RTA buses for travel.
- Of the 19% of BRT Customers who have other transportation options, "It's convenient" (65%) is the primary reason for choosing to use RTA bus services.

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



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

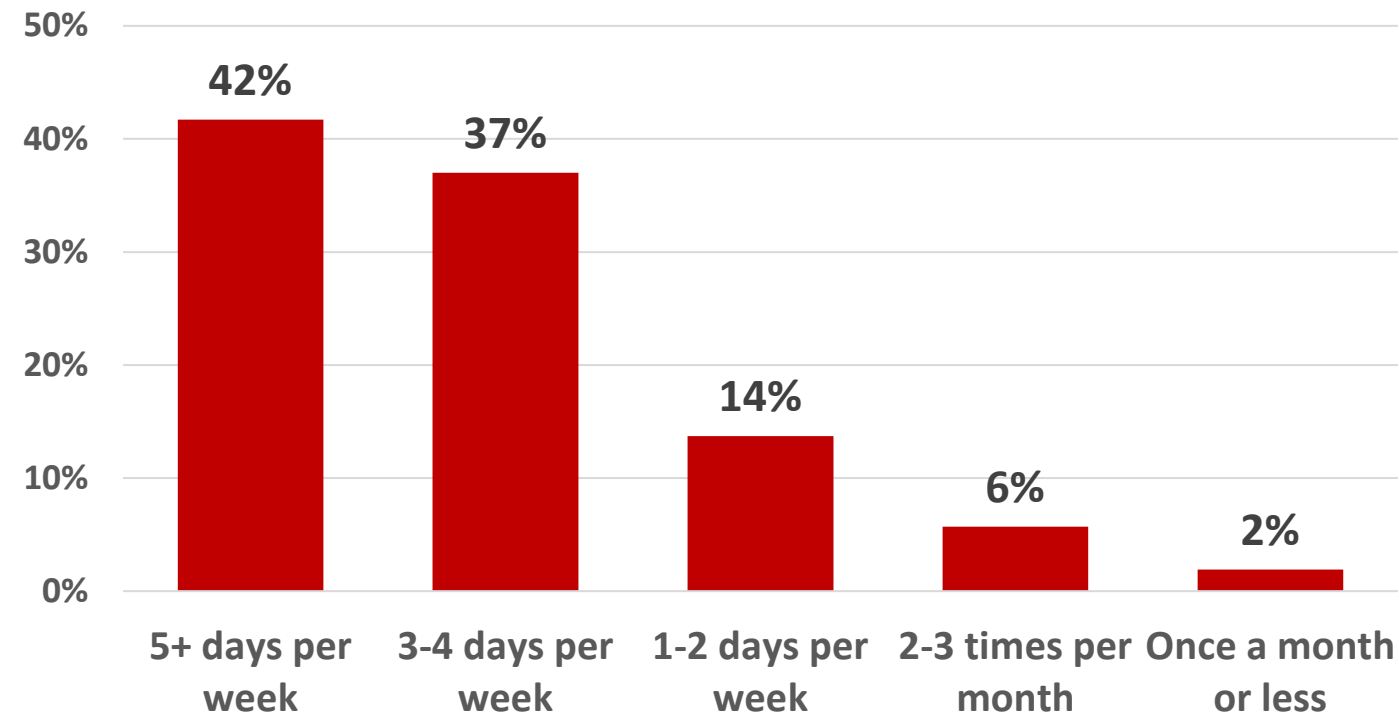




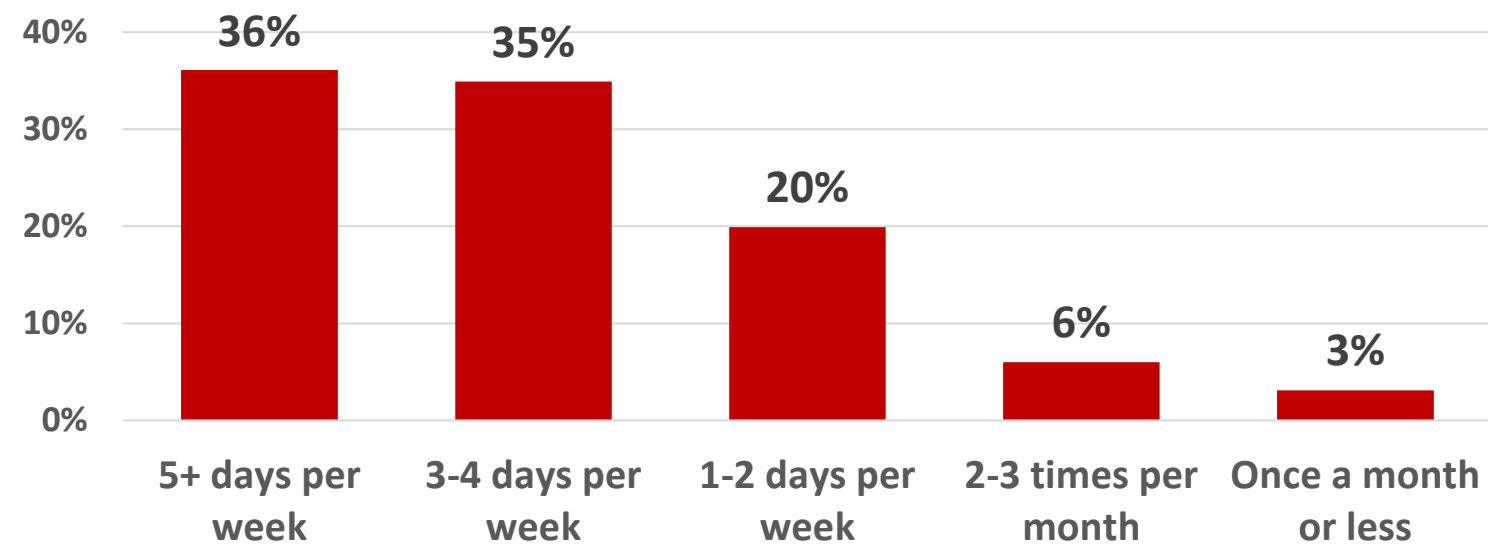
Trip Frequency and Purpose

- BRT customers most often ride the bus 5+ days per week (42%) and most frequently ride the bus for work (57%).

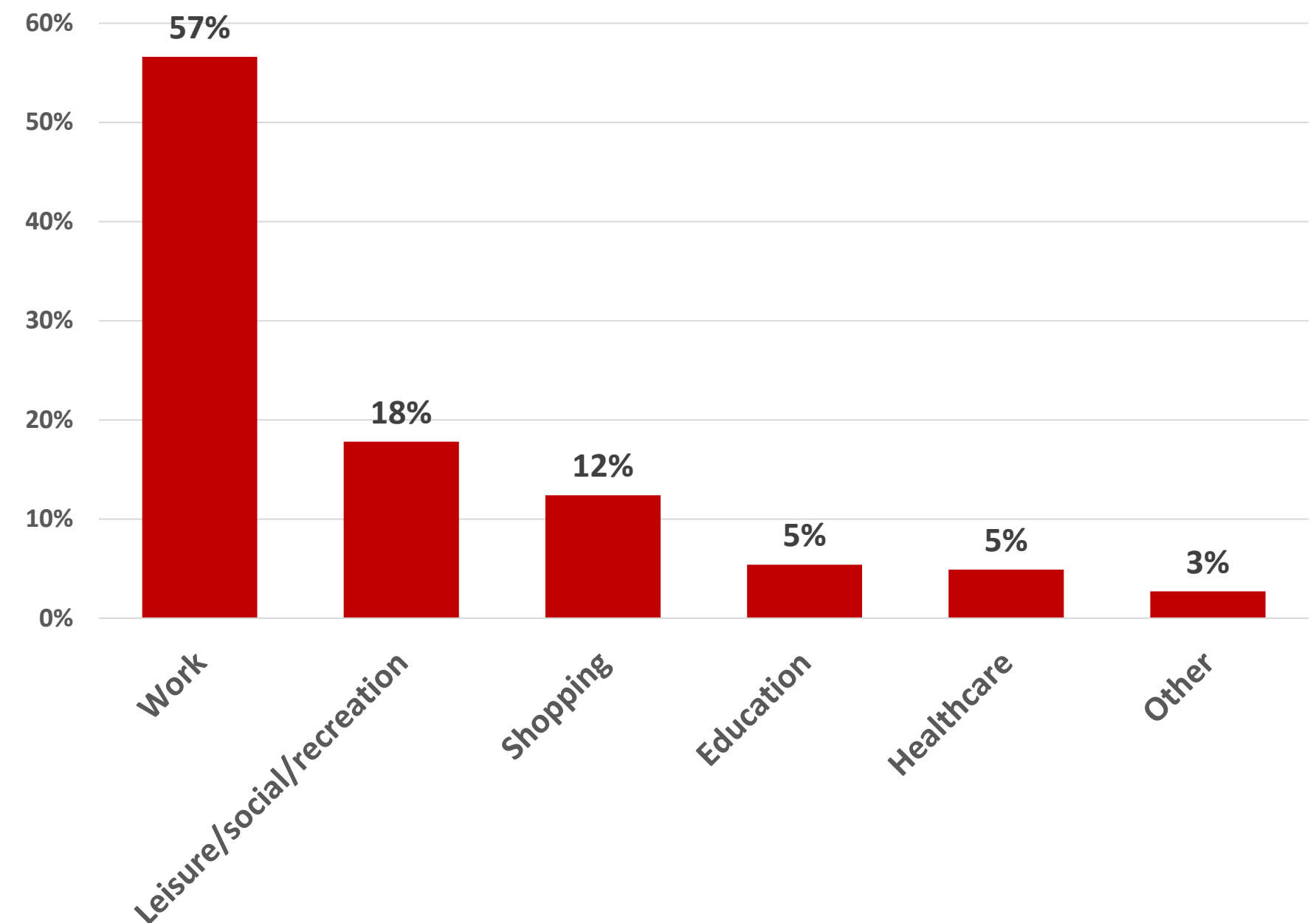
How often do you ride the bus?



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



Why are you taking this trip?

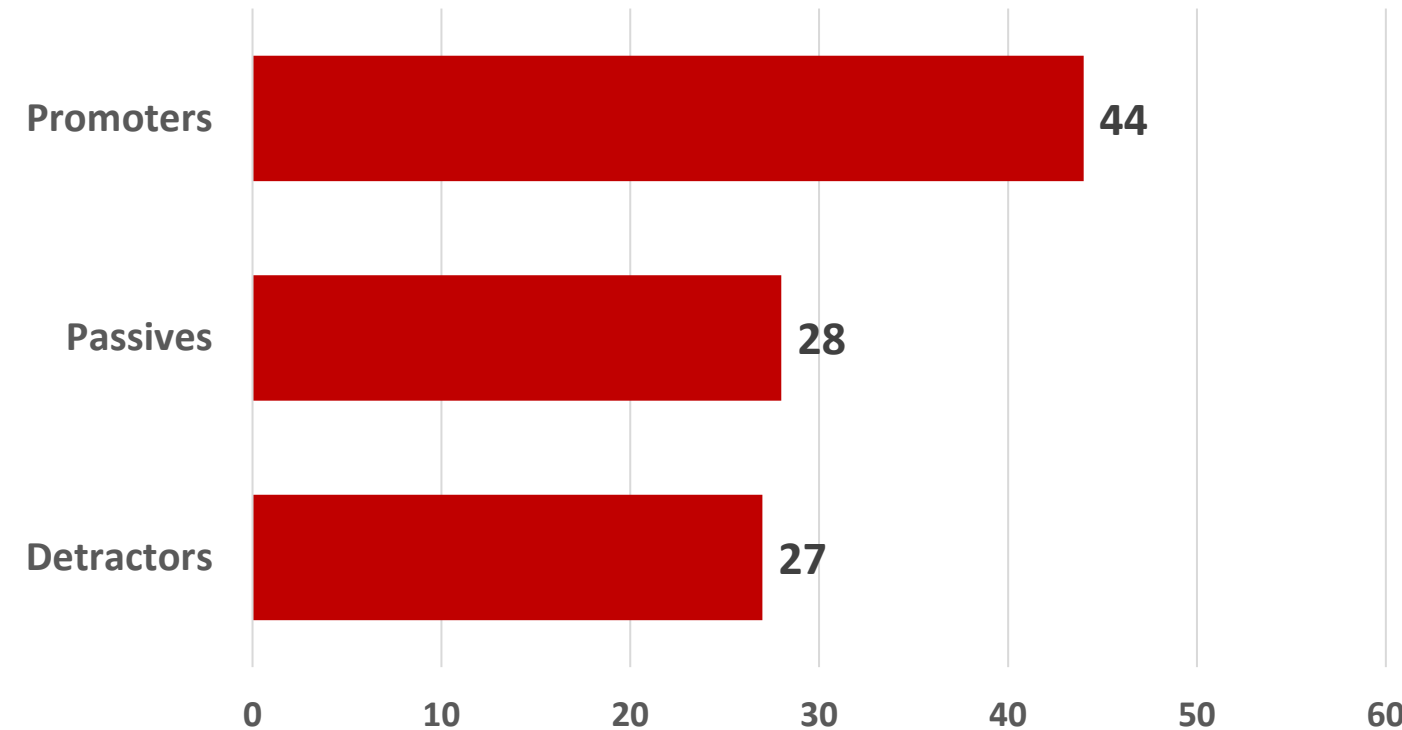




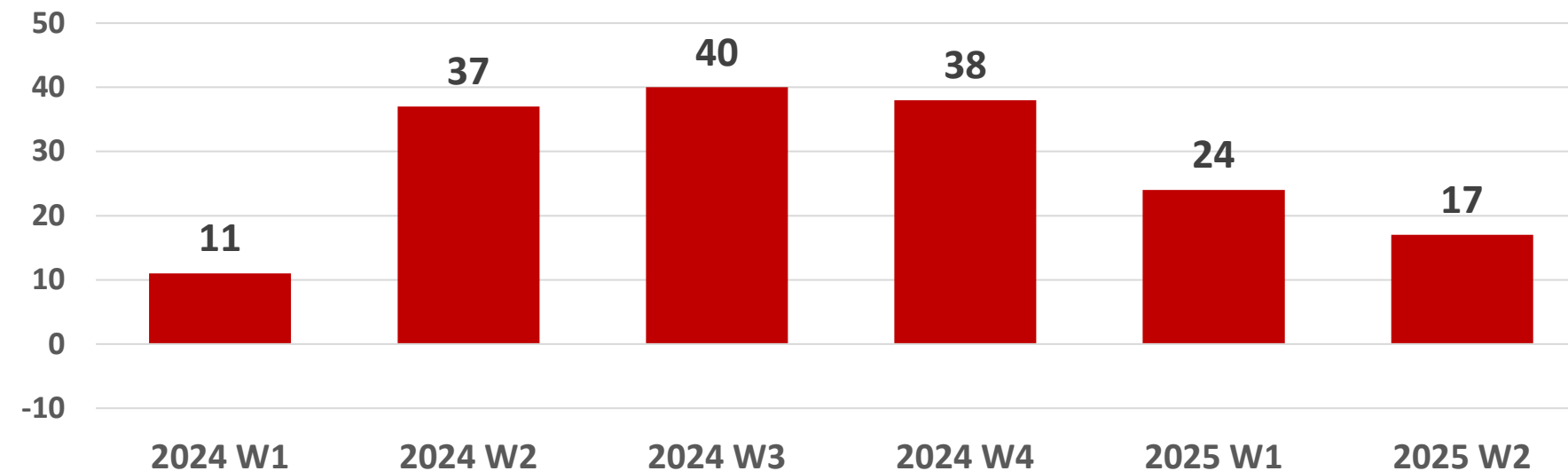
Net Promoter Score (NPS)

Bus Rapid Transit

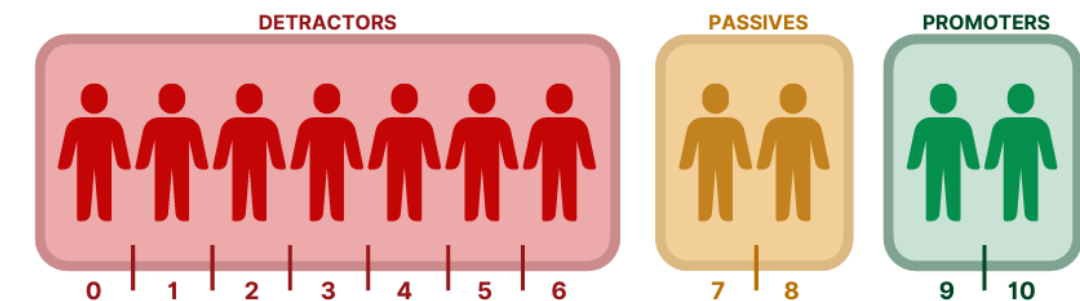
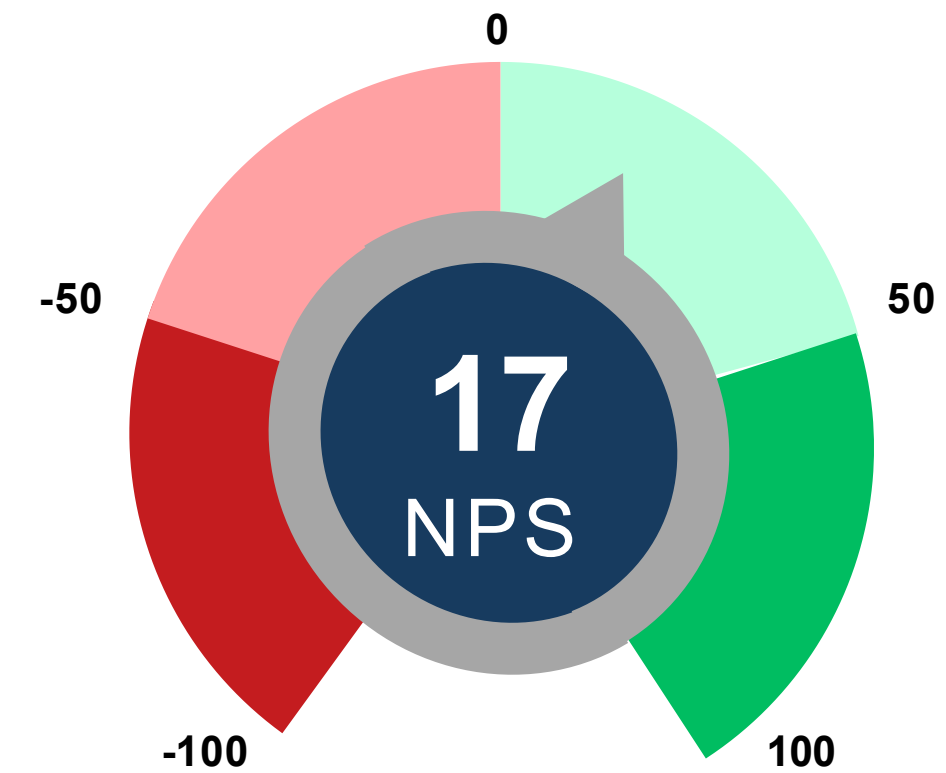
All things considered, how likely would you be to recommend riding a RTA bus to a friend or neighbor?



Net Promoter Score



RTA's BRT NPS is down seven points since Wave 1 from 24 to 17

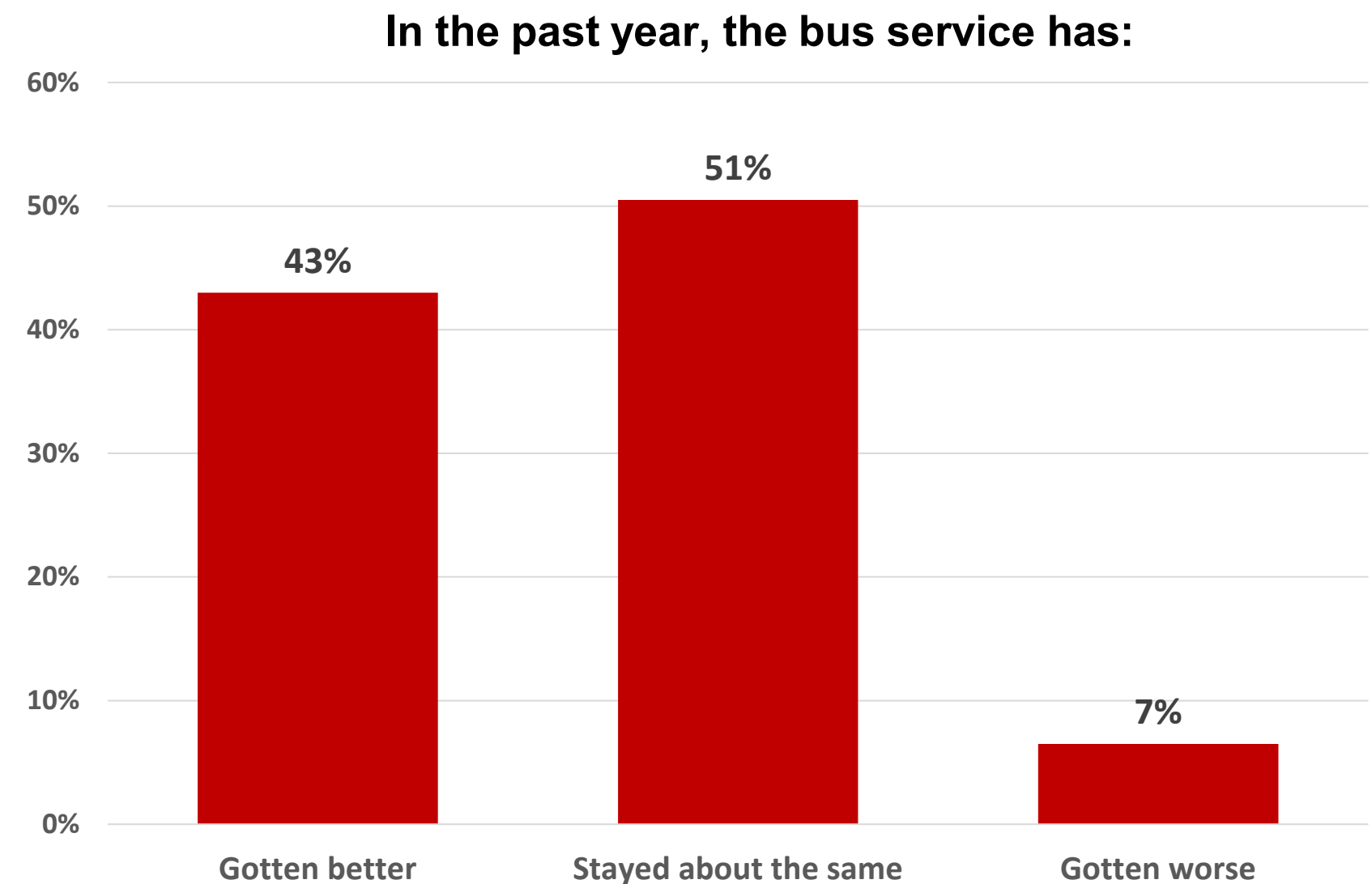
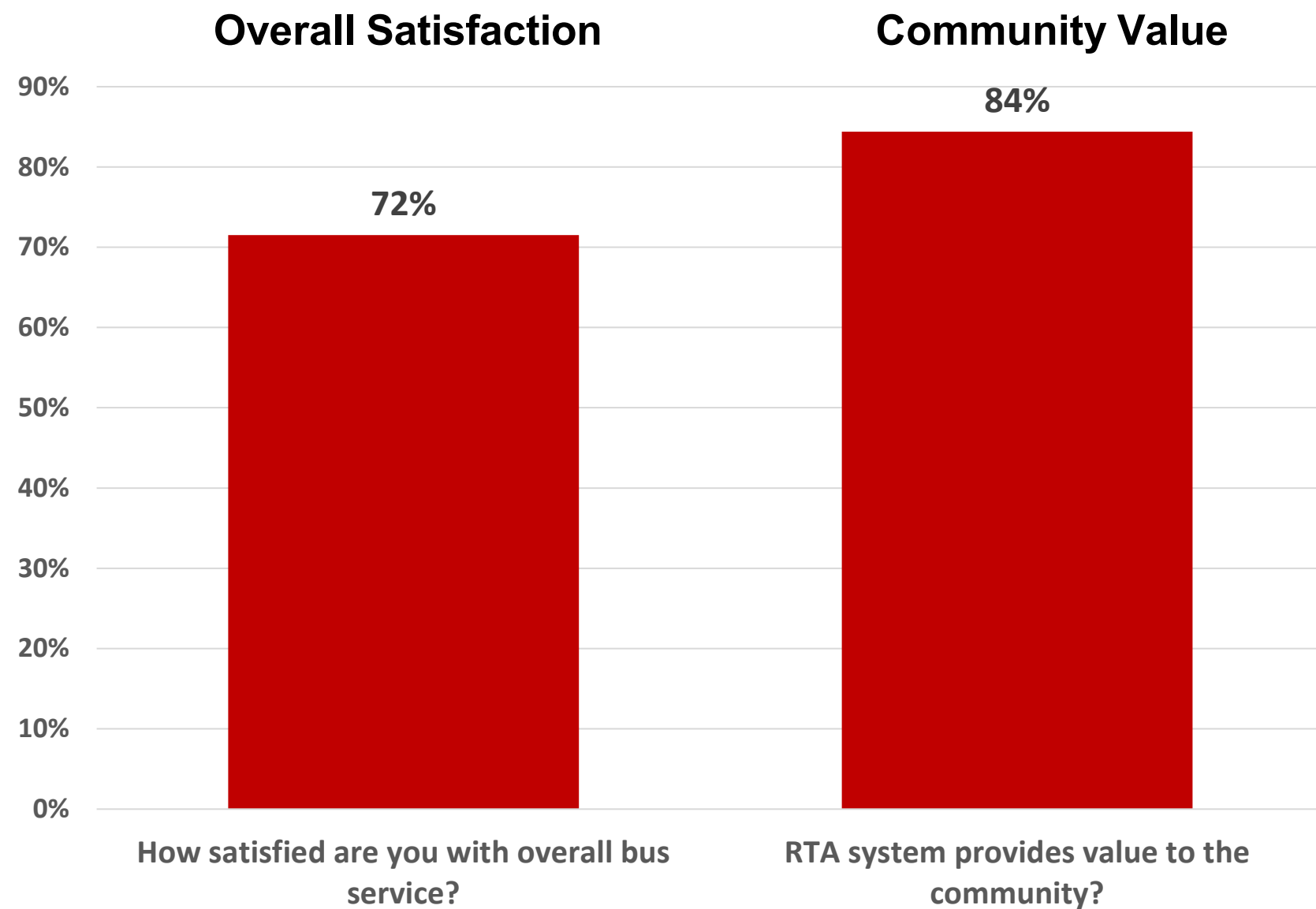


Net Promoter Score = %Promoters - %Detractors



Satisfaction and Community Value

- 72% of BRT customers are satisfied overall with the bus service.
- 84% of BRT customers believe the RTA system provides value to the community. 43% of BRT customers believe the bus service has gotten better in the past year.

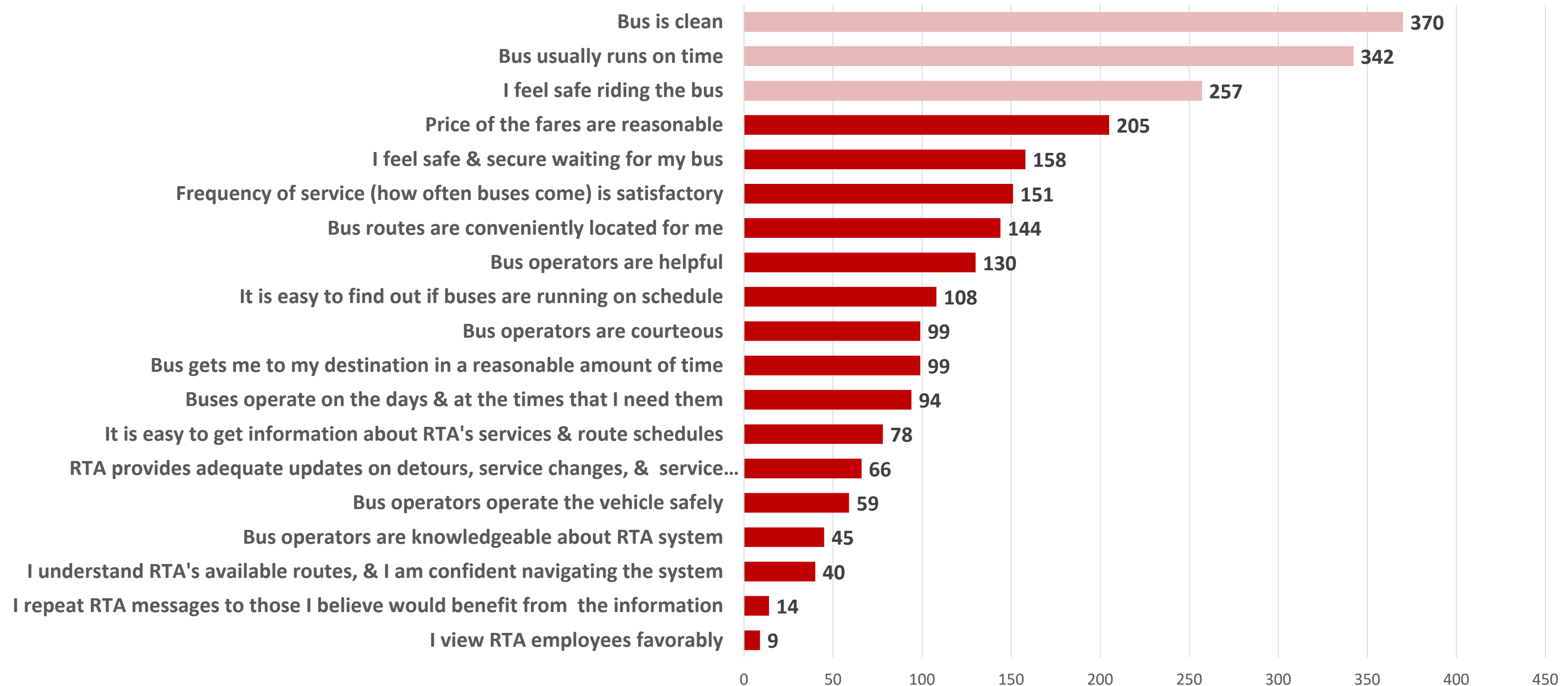


Customer Importance Factors

Bus Rapid Transit

Top Customer Importance Factors

- The top three importance factors to BRT customers are bus cleanliness (370), buses usually runs on time (342), and safety while riding (257).





Level of Agreement

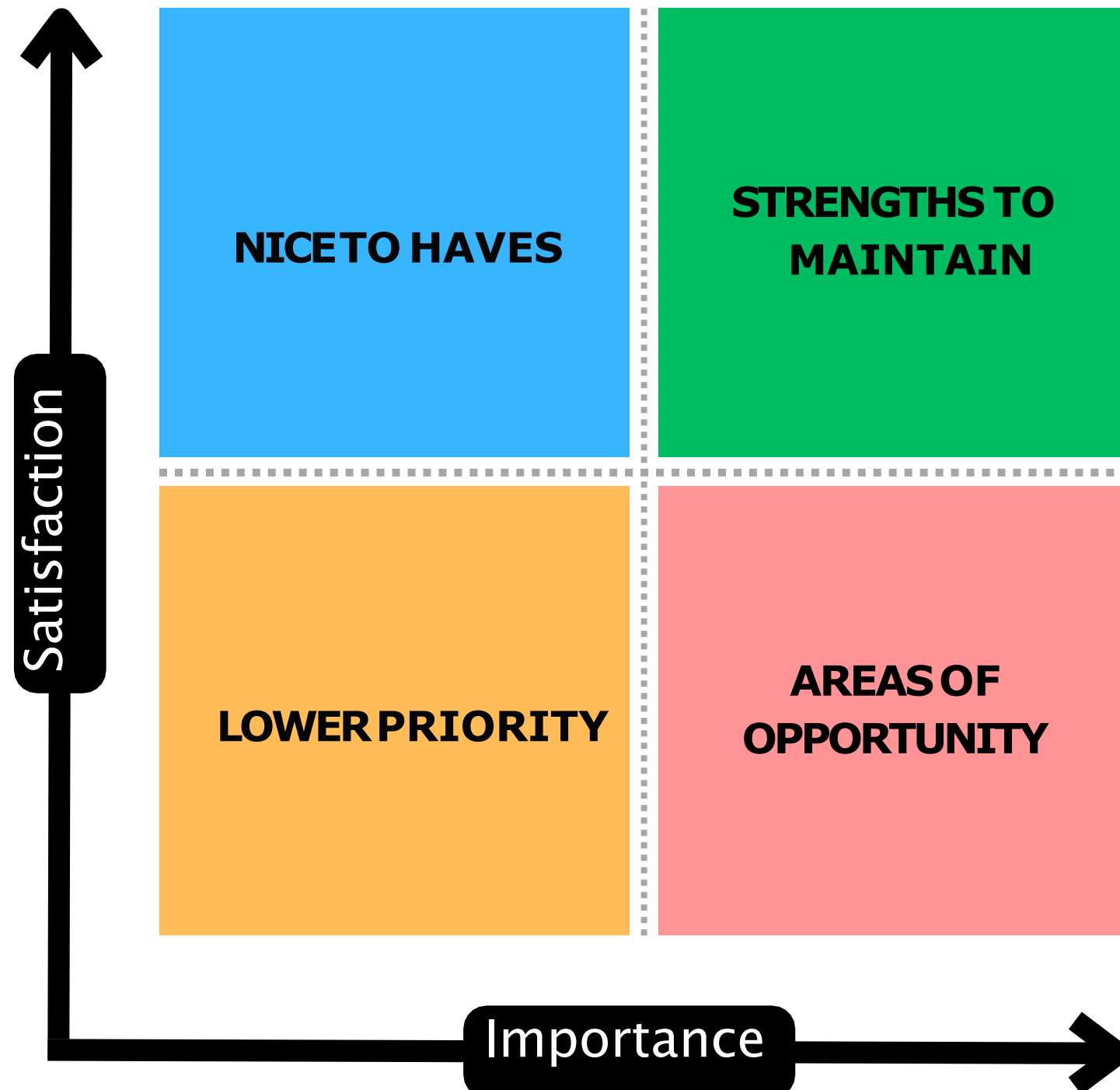


BRT



Key Driver Analysis

Satisfaction vs. Importance

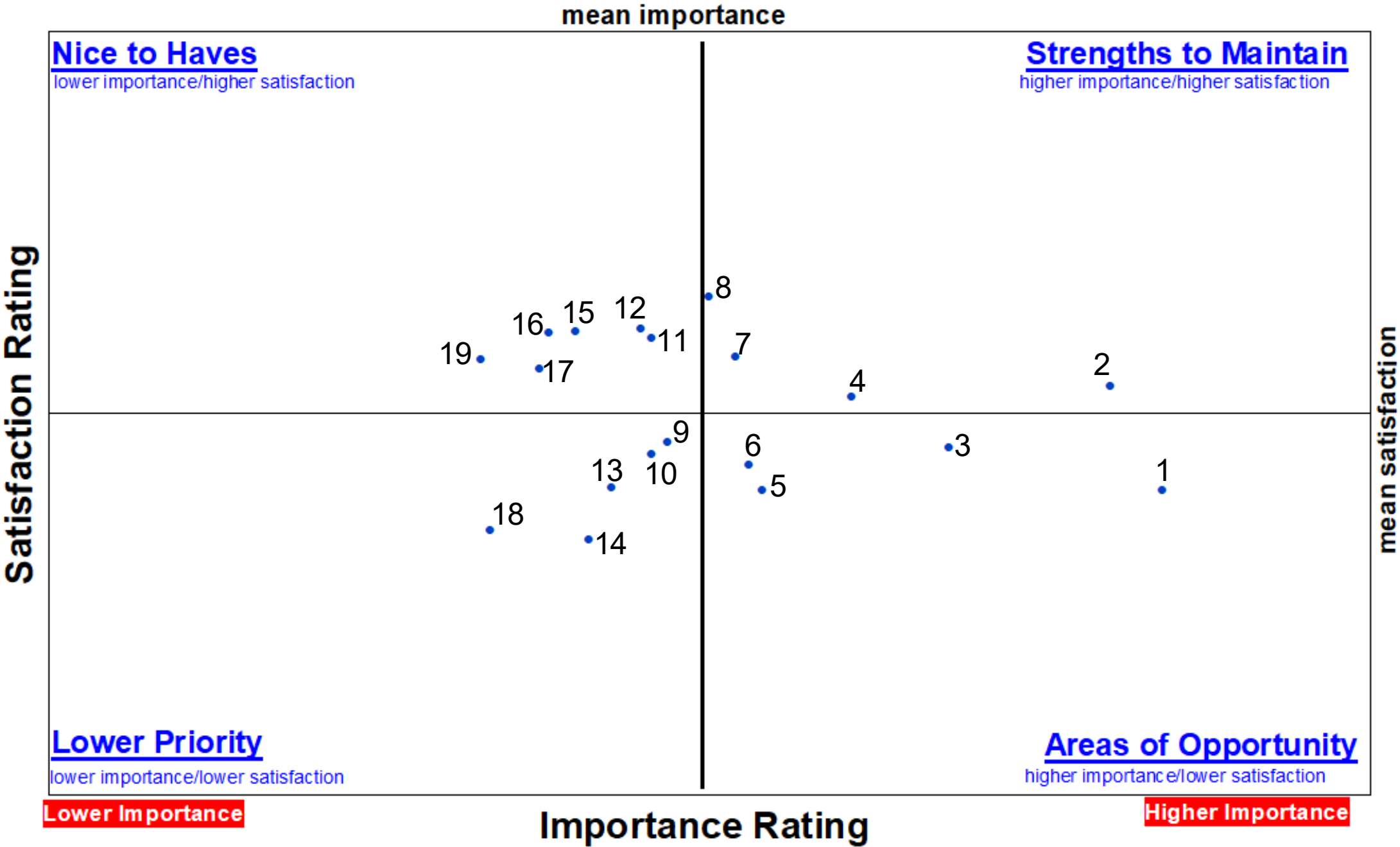


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

1. Bus is clean
2. Bus usually runs on time
3. I feel safe riding the bus
4. Price of the fares are reasonable
5. I feel safe & secure waiting for my bus
6. Frequency of service (how often buses come) is satisfactory
7. Bus routes are conveniently located for me
8. Bus operators are helpful
9. It is easy to find out if buses are running on schedule
10. Bus gets me to my destination in a reasonable amount of time
11. Bus operators are courteous
12. Buses operate on the days & at the times that I need them
13. It is easy to get information about RTA's services & route schedules
14. RTA provides adequate updates on detours, service changes, & service improvements
15. Bus operators operate the vehicle safely
16. Bus operators are knowledgeable about RTA system
17. I understand RTA's available routes, & I am confident navigating the system
18. I repeat RTA messages to those I believe would benefit from the information
19. I view RTA employees favorably

Source: ETC Institute (2023)

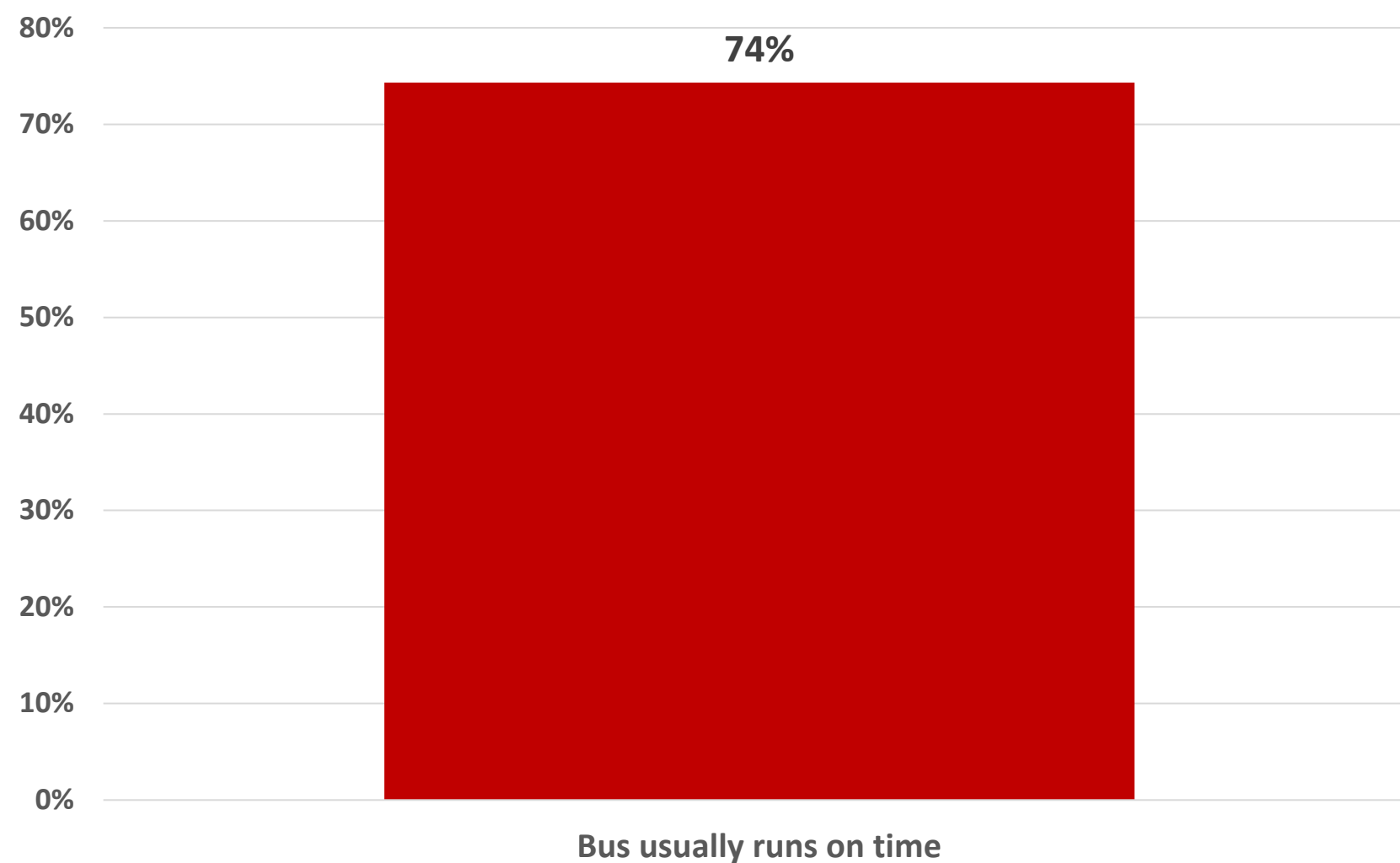


On-Time Performance

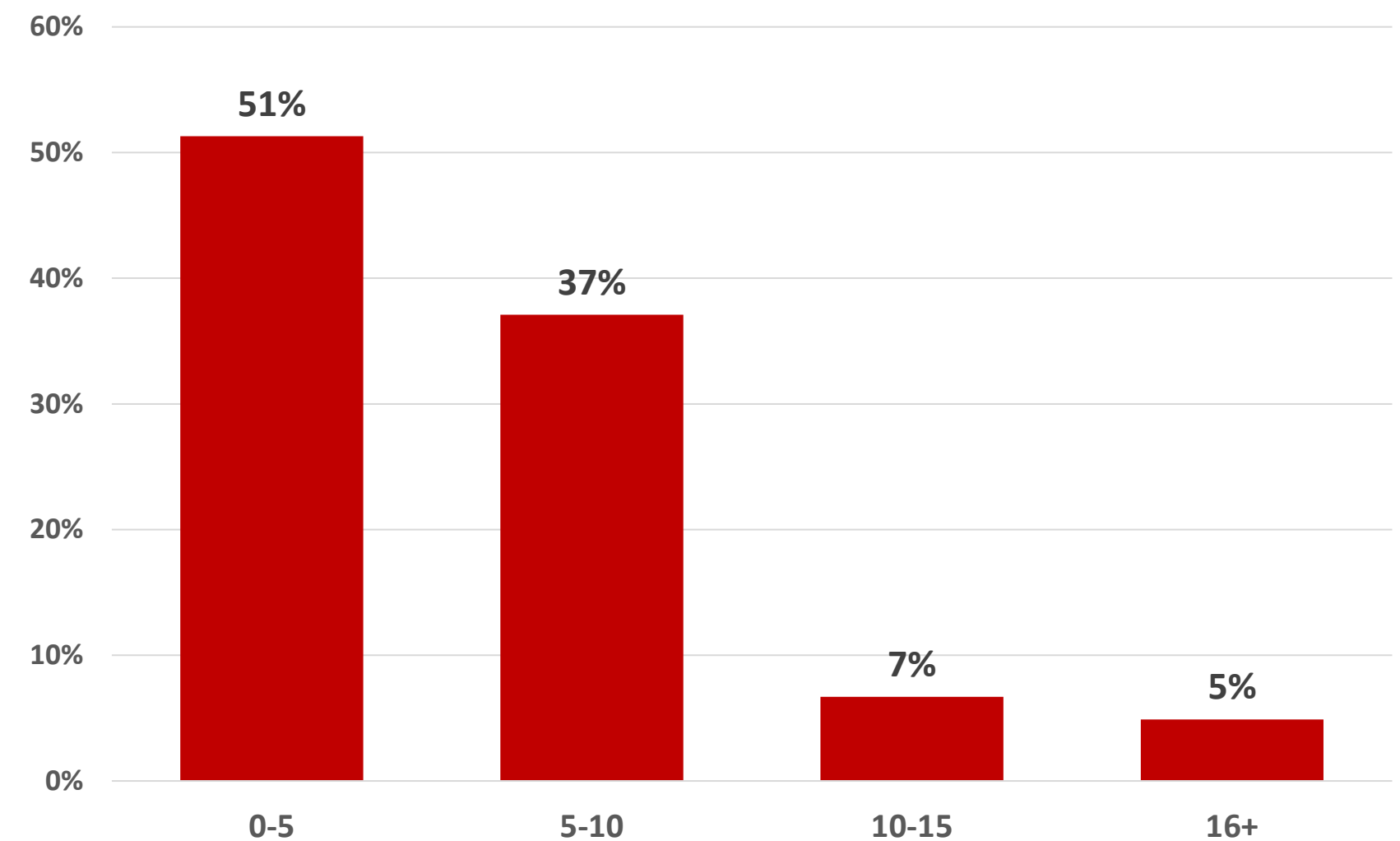


- 74% of BRT customers are satisfied with the On-Time Performance.
- 51% of BRT customers believe it is acceptable for the bus to arrive 0 to 5-minutes beyond its scheduled time.

On-Time Performance



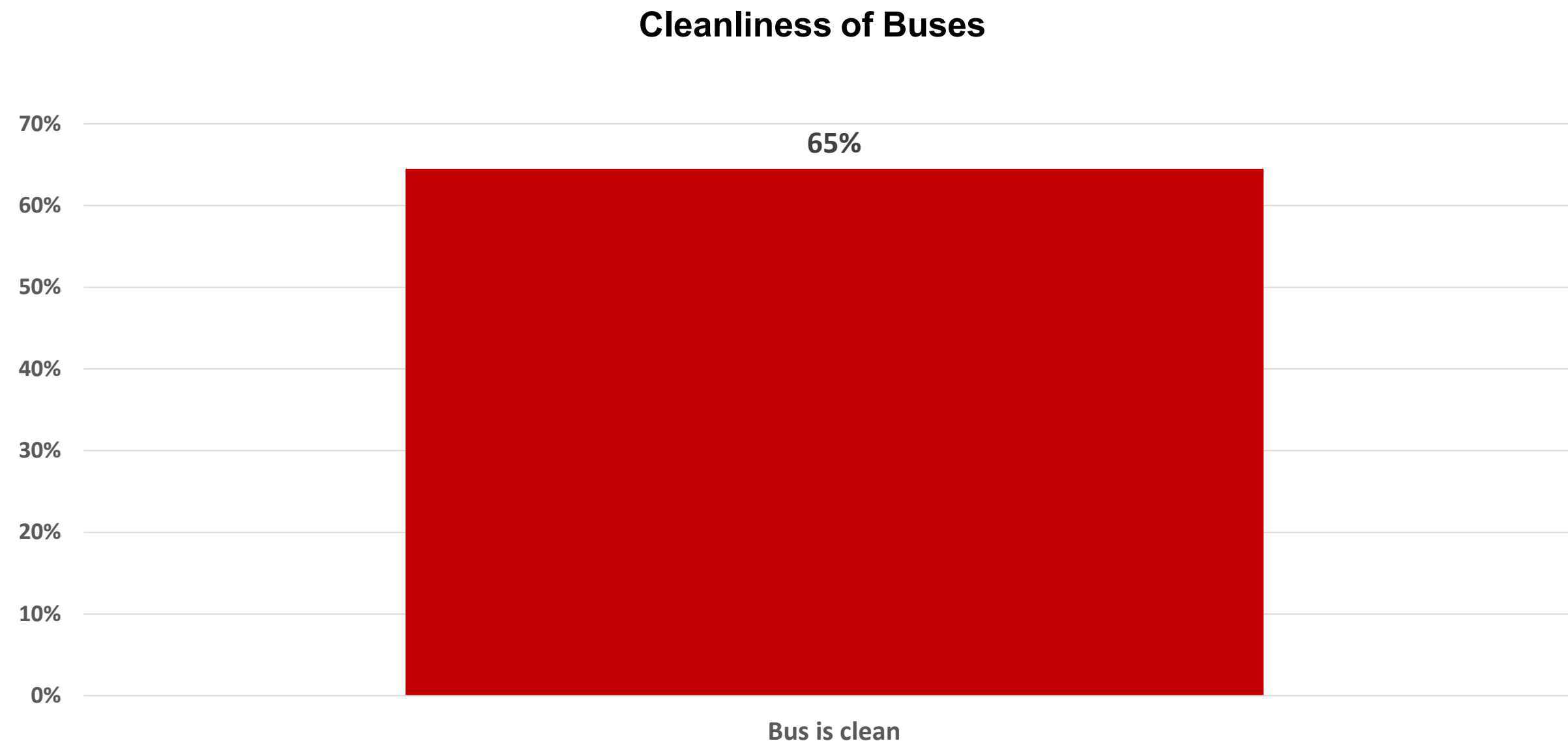
How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





Cleanliness of Buses

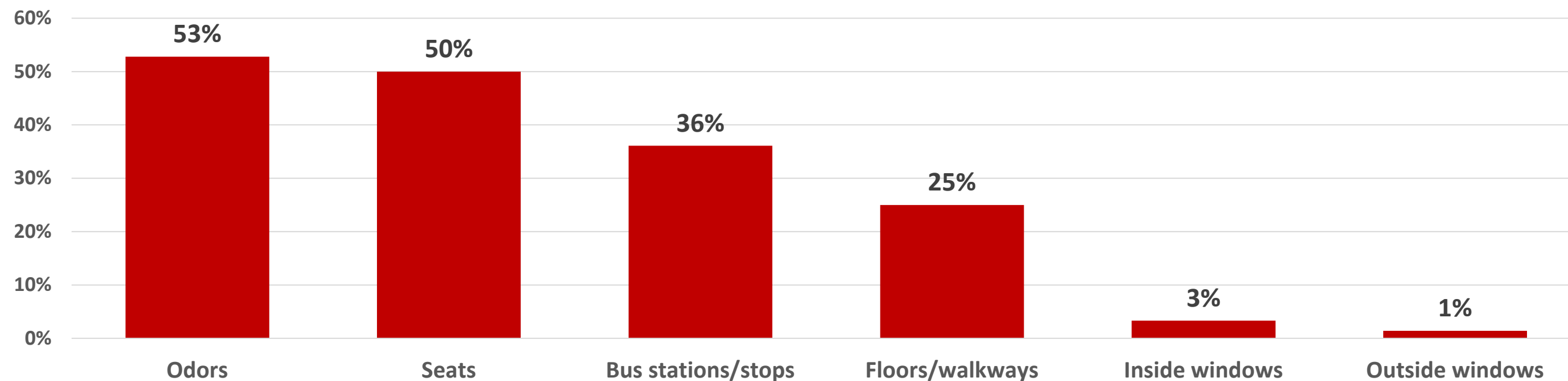
- 65% of BRT customers are satisfied with the cleanliness of buses.



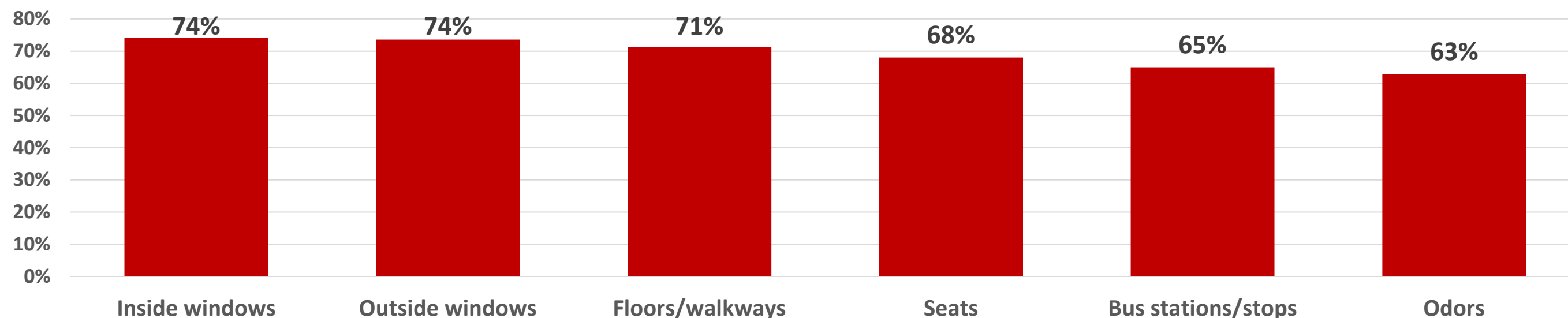


Cleanliness of Buses- Importance and Satisfaction

- BRT customers selected odors (53%) and seats (50%) as the highest importance.
- BRT customers are most satisfied with the Inside window cleanliness (74%) and outside windows (74%).



Which two of the items listed do you think are most important?



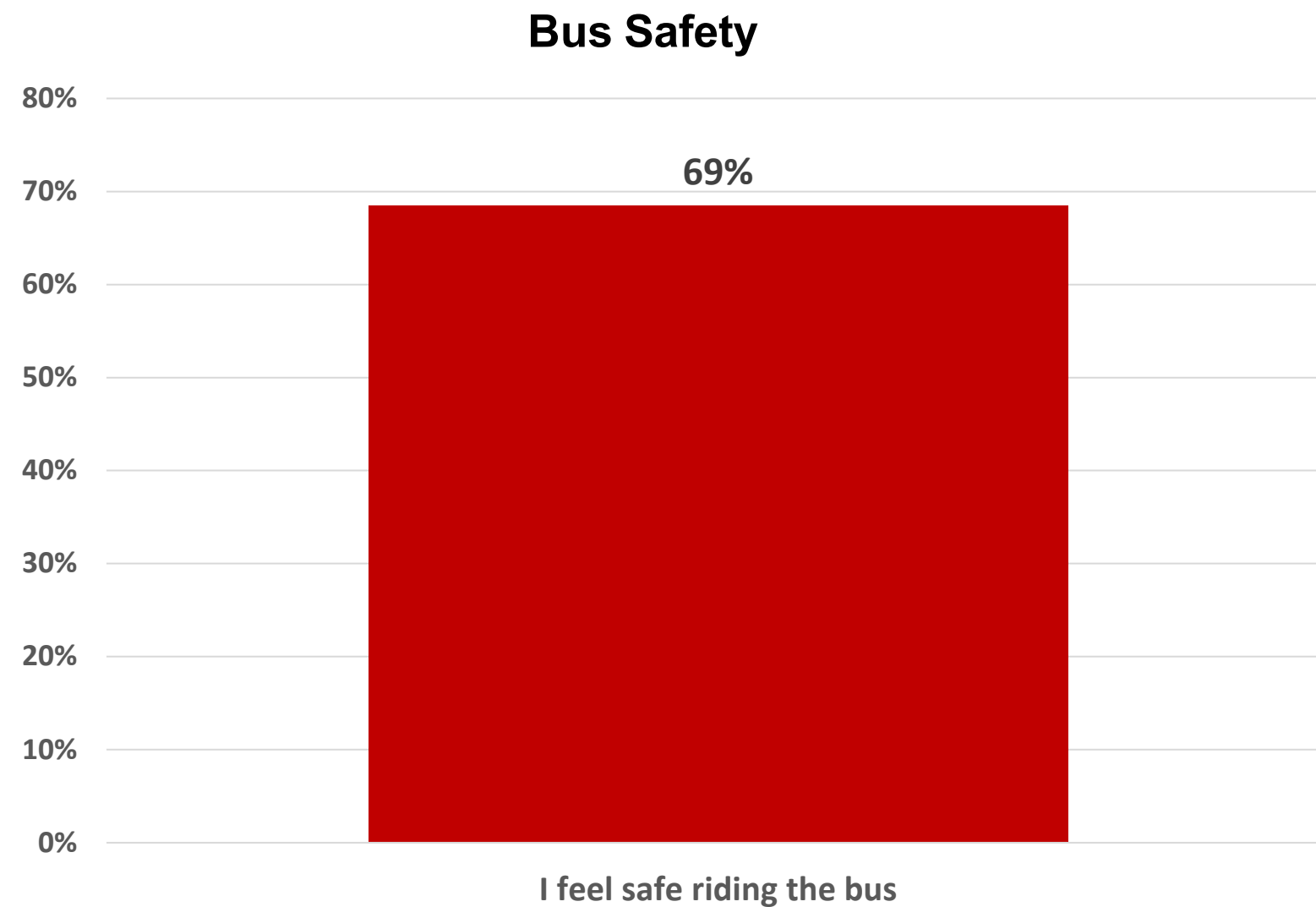
How satisfied are you with the cleanliness of each item listed?



Bus and Bus Stop Safety



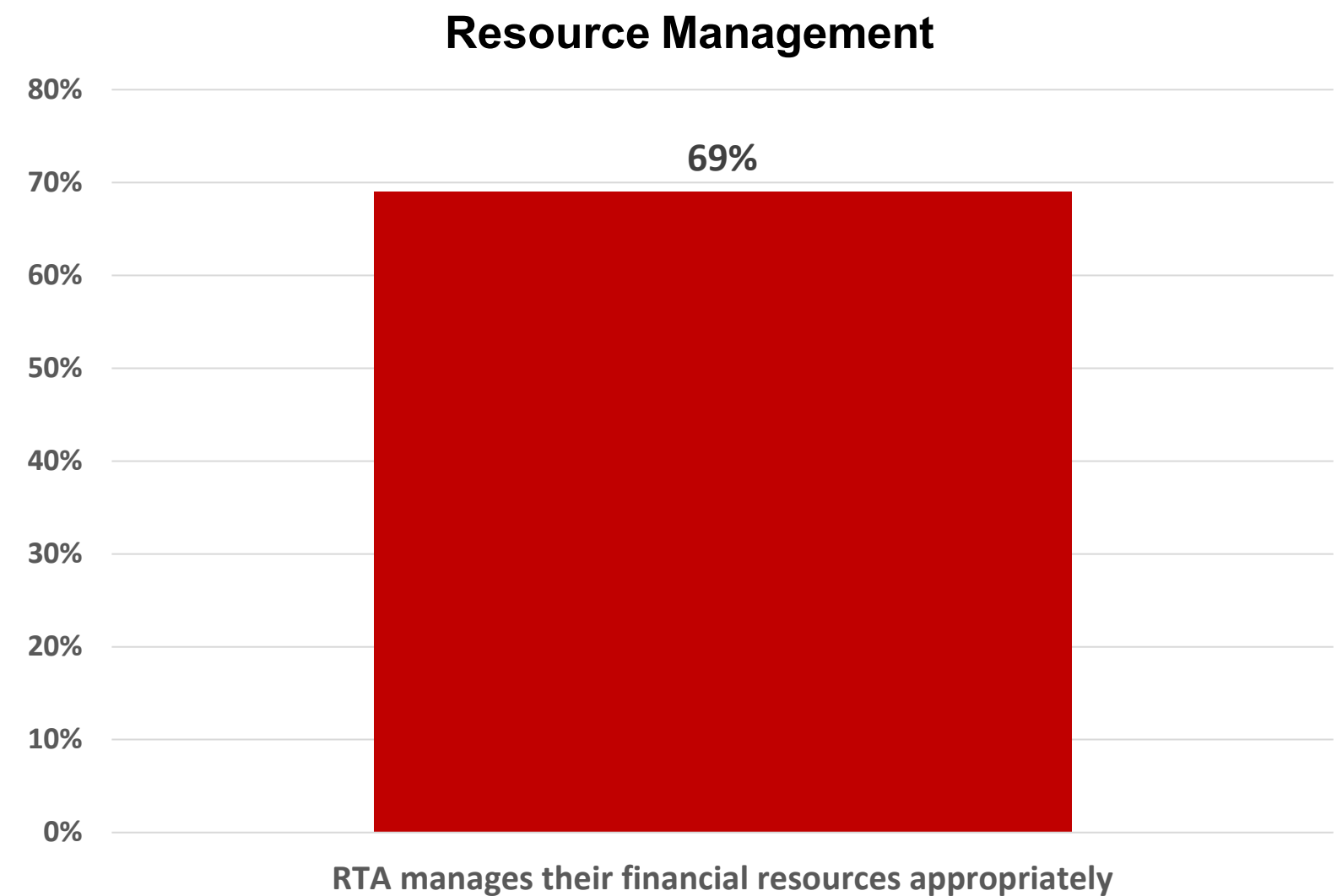
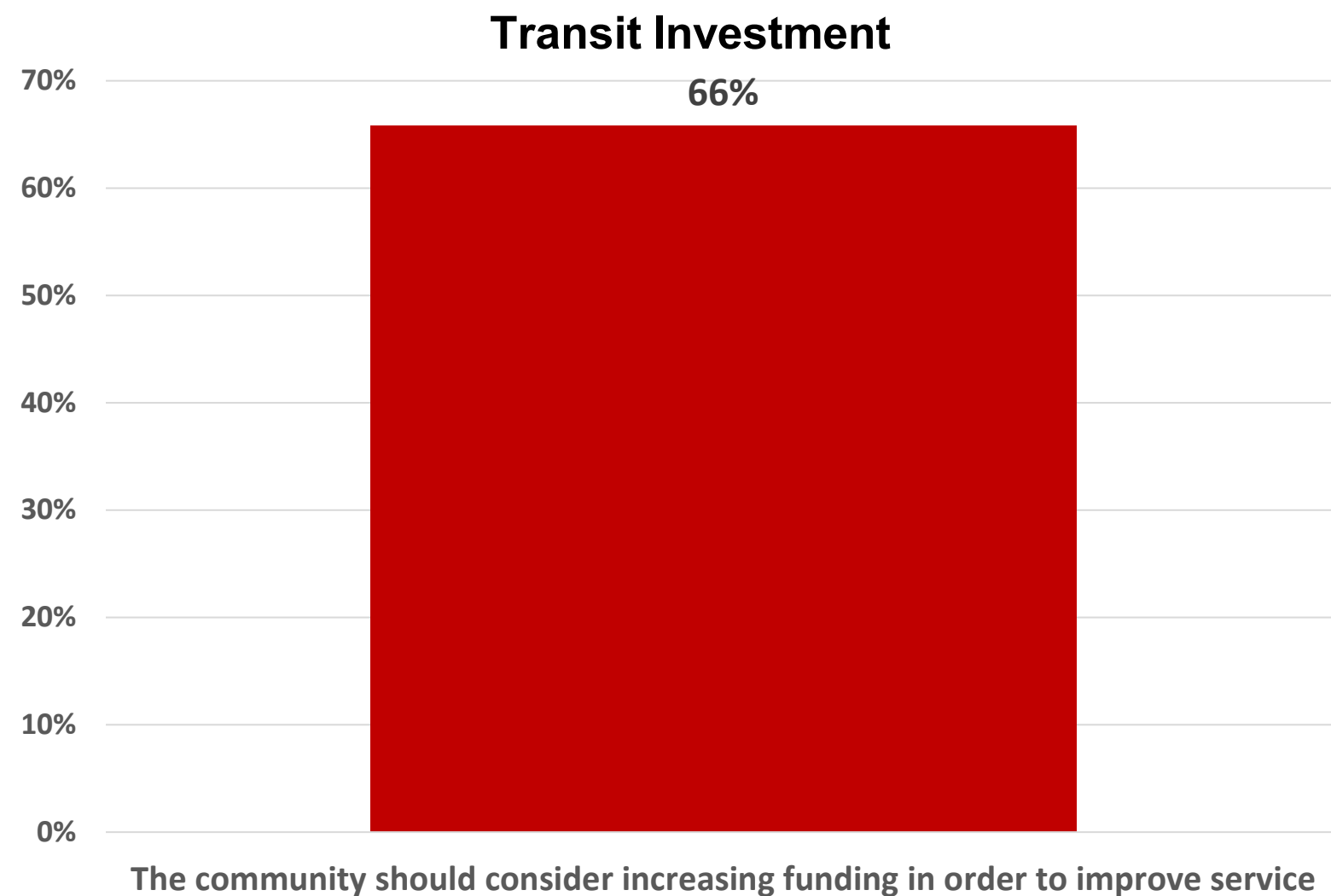
- 69% of BRT customers feel safe while riding the bus, and 65% feel safe while waiting for the bus.





Funding

- 66% of BRT customers feel the community should consider increasing funding to improve service.
- 69% of BRT customers feel RTA manages financial resources appropriately



Customer Service

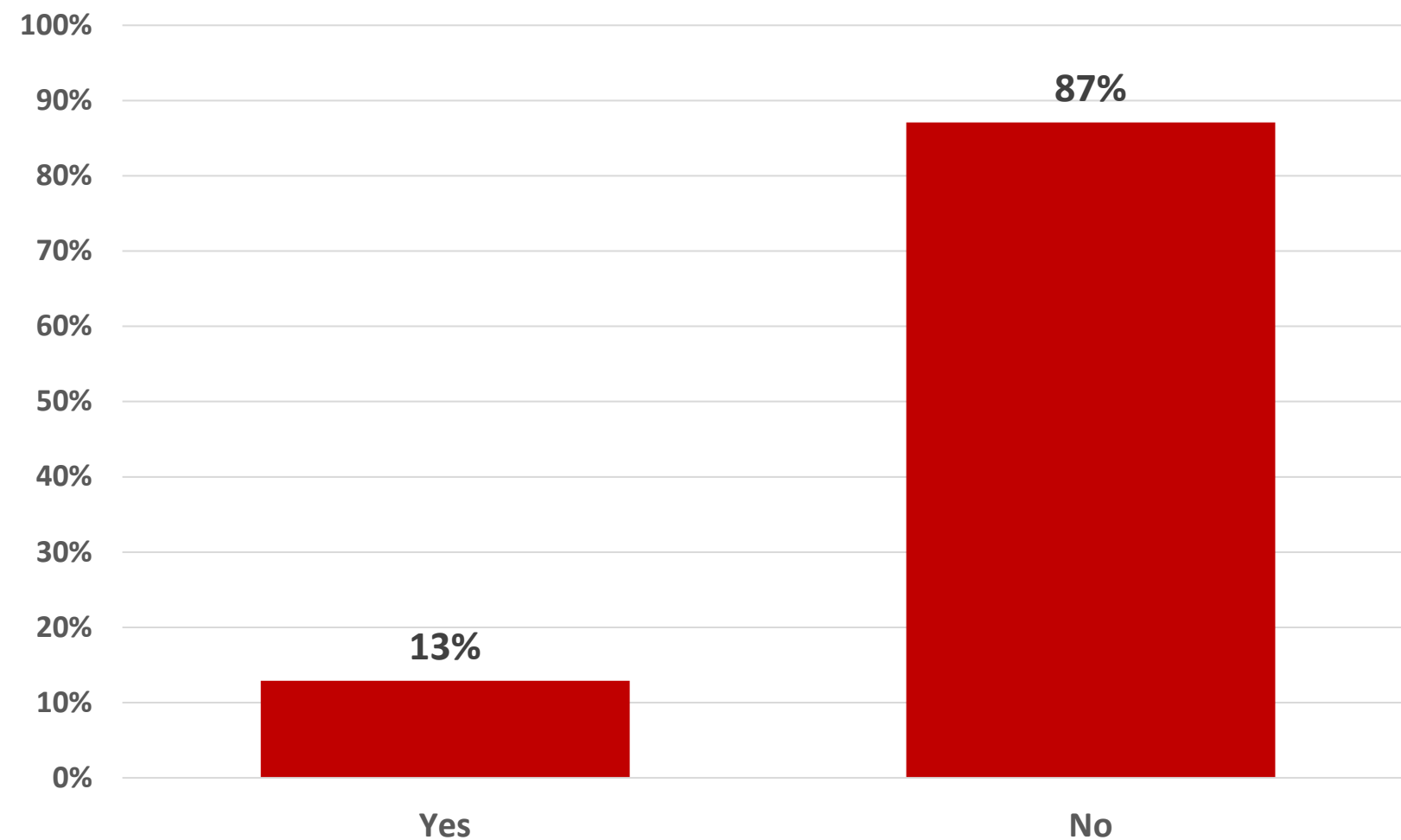
Bus Rapid Transit



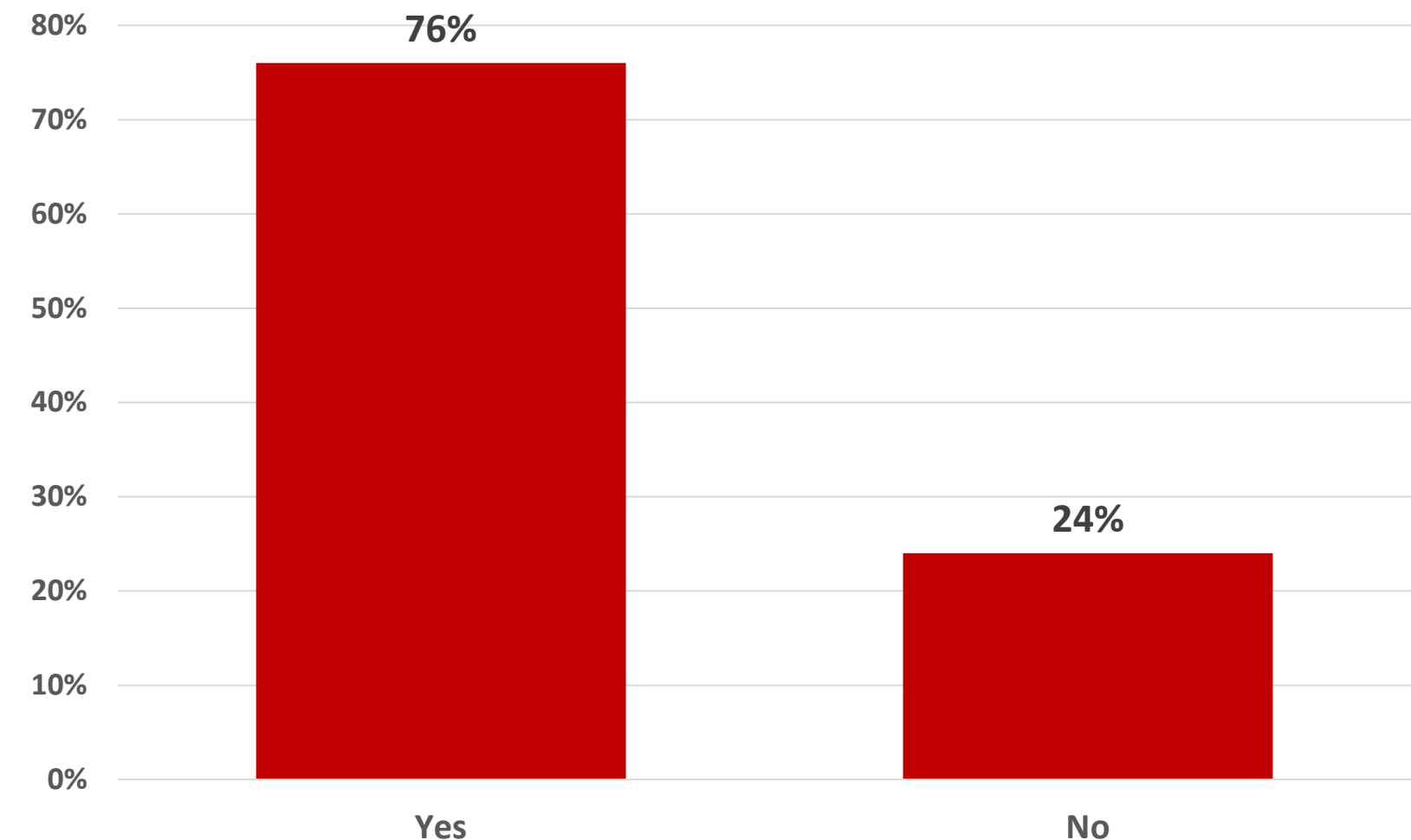
Communications with Customer Service

- 13% of BRT Customers have contacted RTA in the last 3 months.
- Of the BRT Customers who have contacted RTA, 76% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

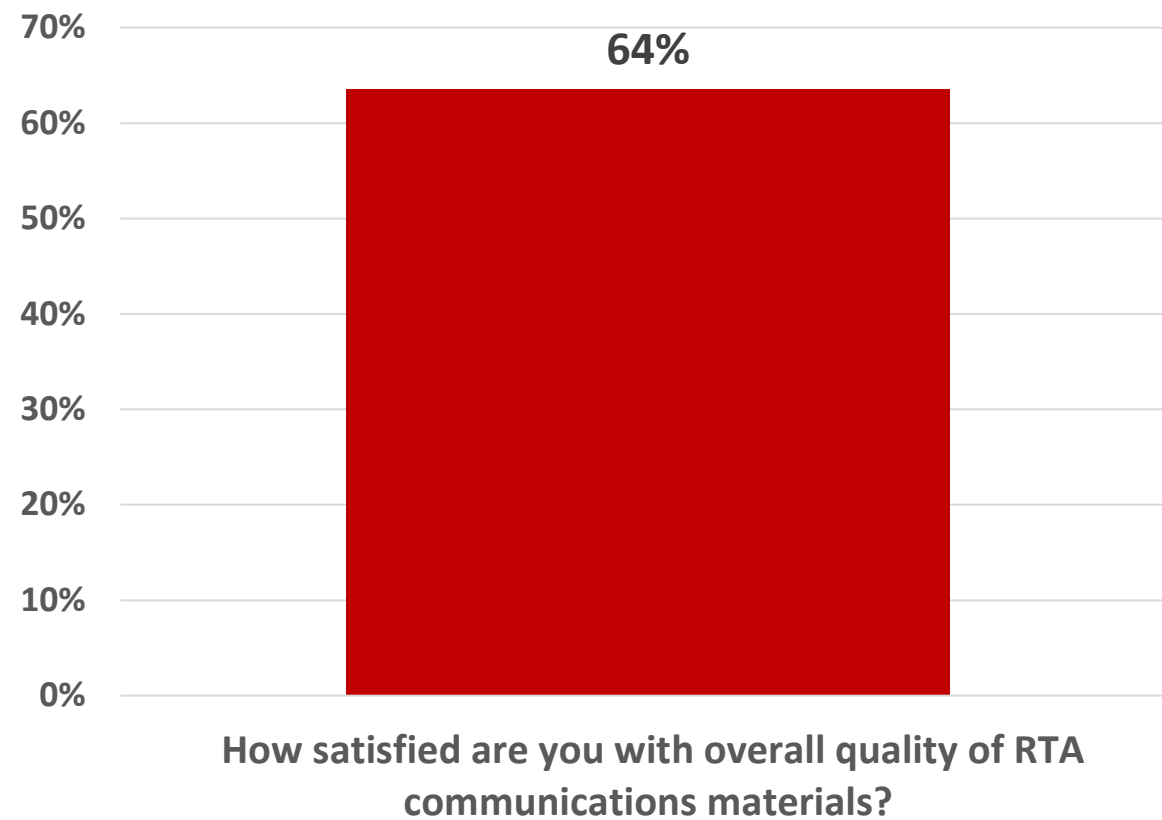




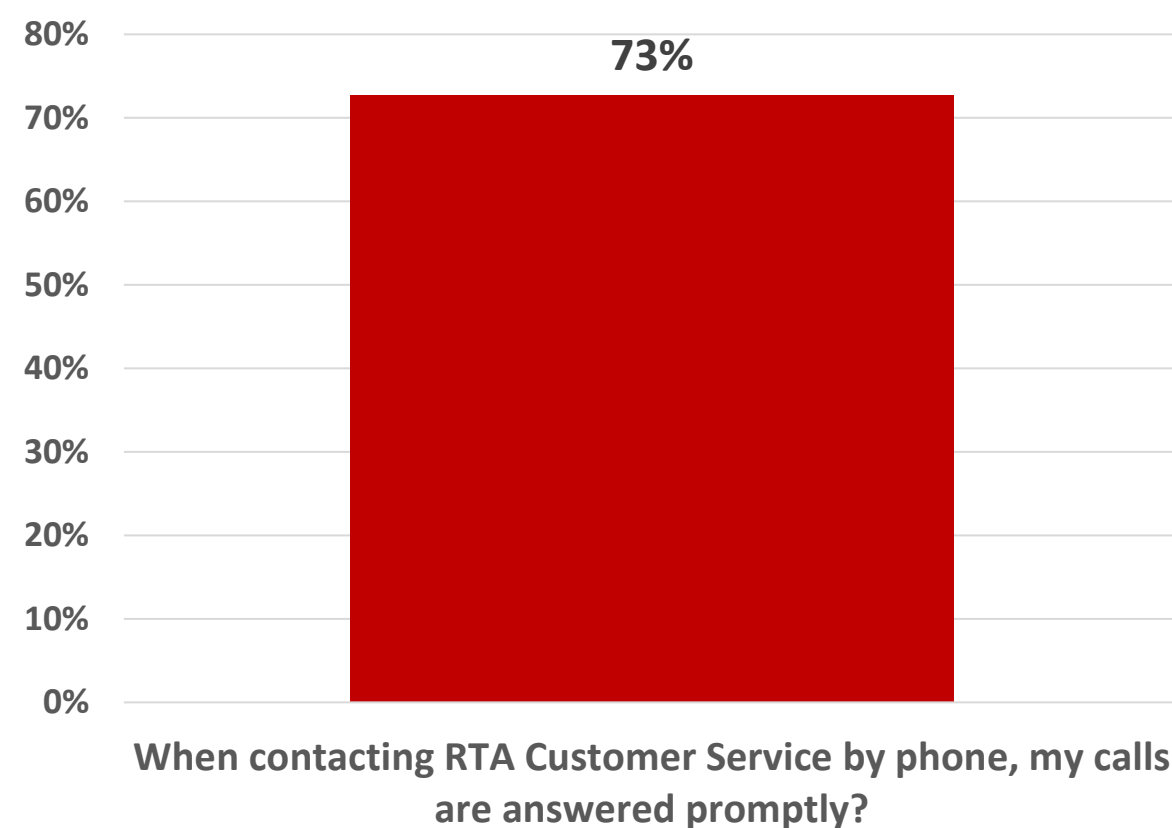
Overall Communications

- 64% of BRT customers are satisfied with the overall quality of RTA communications material.
- 73% of BRT customers agree RTA Customer Service calls are answered promptly, and 75% agree that customer service representatives are helpful and courteous.

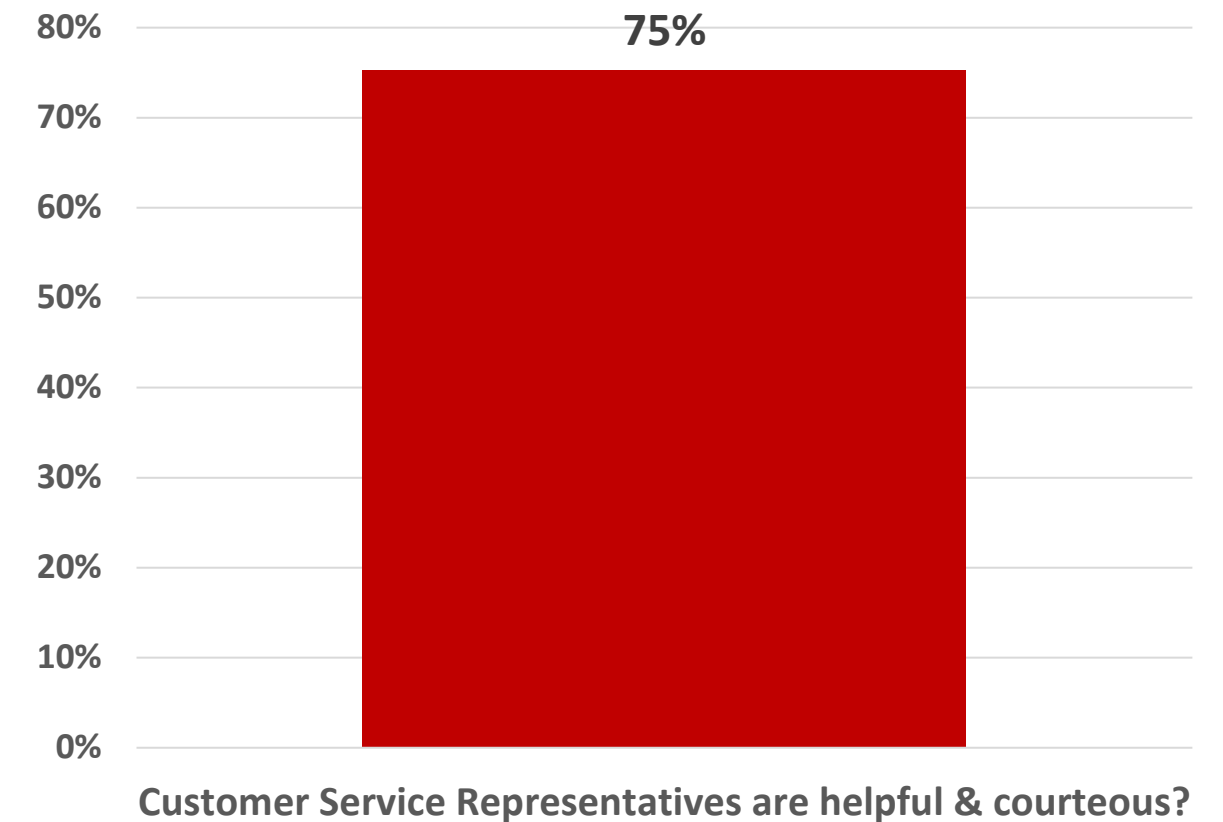
Overall Communications Material



Contacting Customer Service



Customer Service Courtesy



Rail



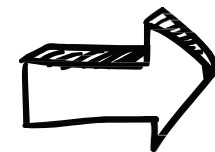


Rail Train Results Overview

3 out of 4 customers are satisfied with rail service.

76% of customers agree that the train usually runs on time.

Customers are **MOST** satisfied with...

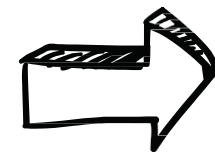
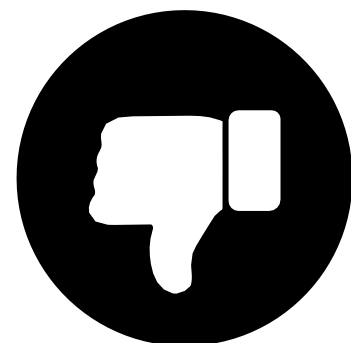


Train operated on the days & times that I need them (85%)

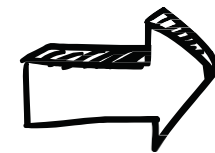


Train routes are conveniently located for me (85%)

Customers are **LEAST** satisfied with...



I feel safe & secure waiting for my train (59%)



Train cleanliness (53%)

Top Most Important Elements of Rail Service to Customers...

1. On-time Performance
2. Cleanliness
3. On Board Safety

Customer Characteristics

Rail Train Service

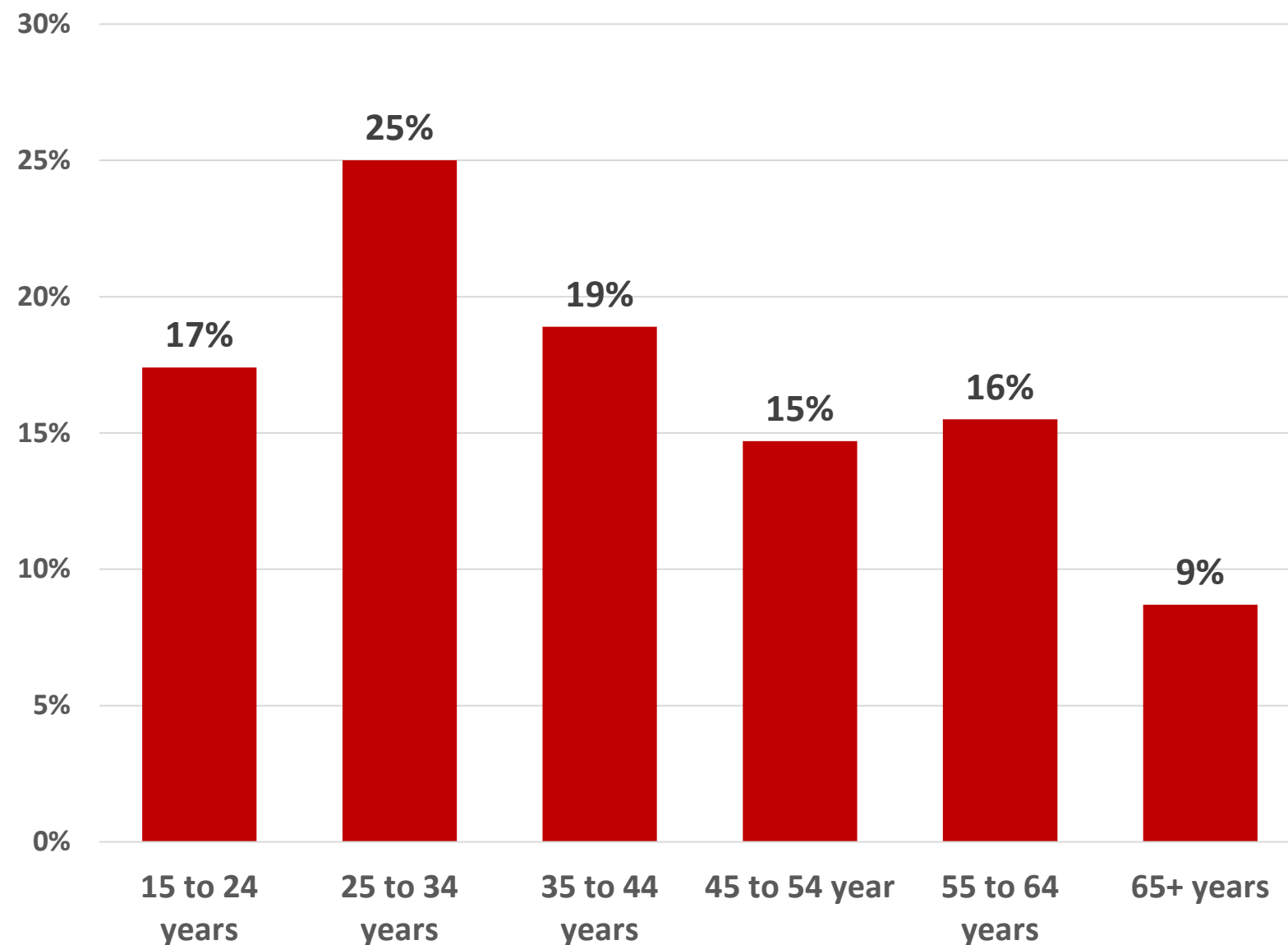


Customer Characteristics

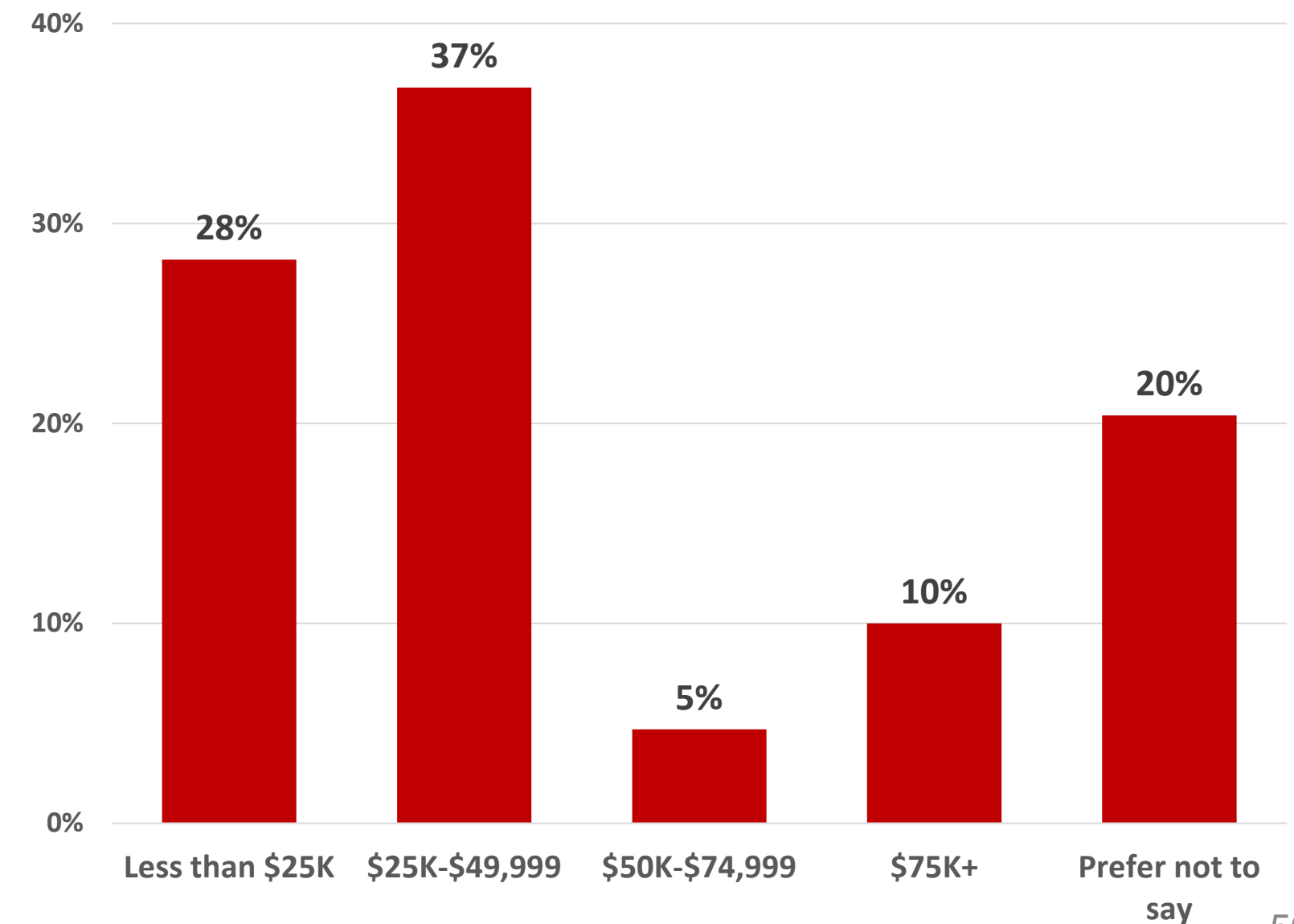


- The highest percentage of rail customers , 25%, are between 25 and 34 years old.
- 65% of rail customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?



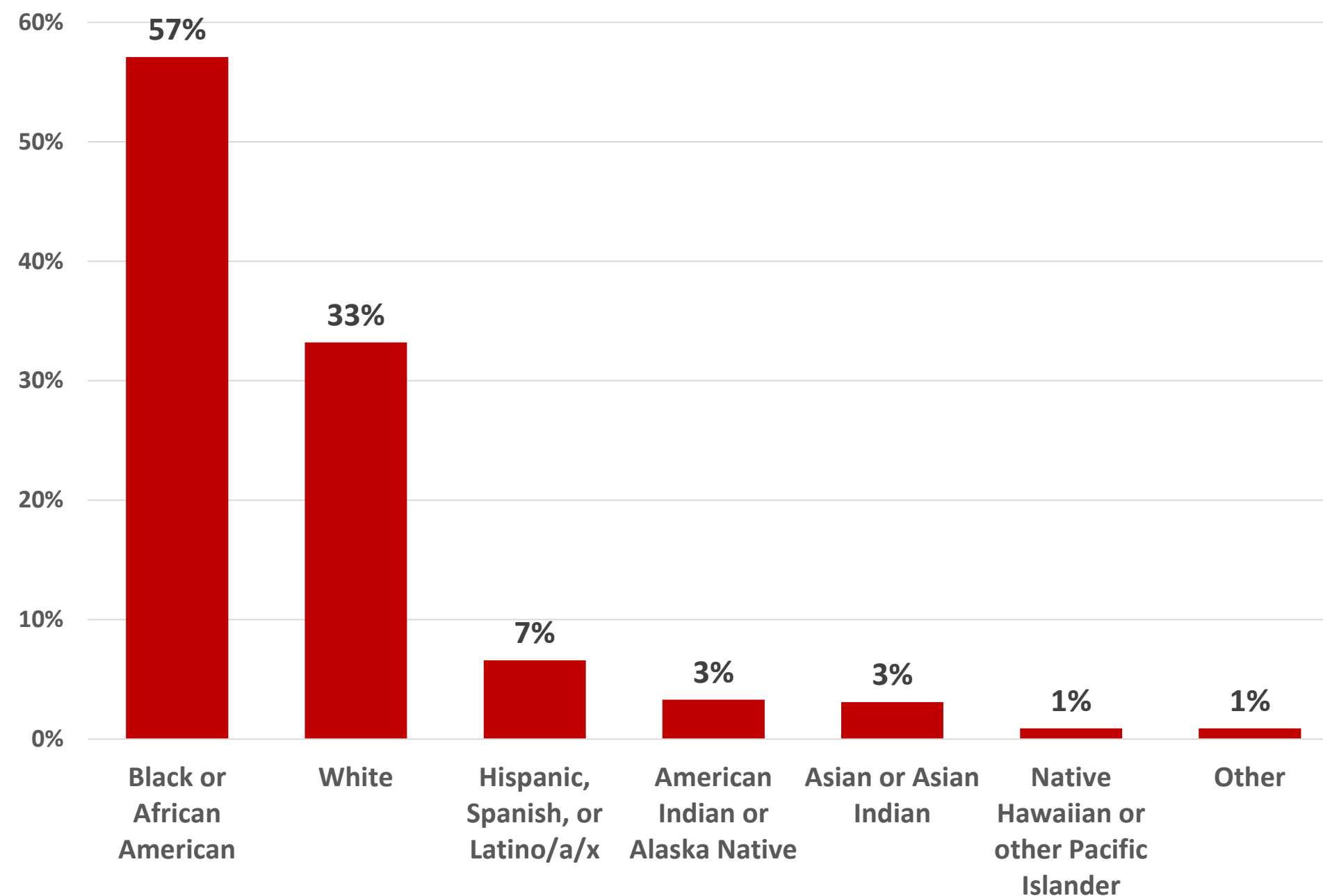


Customer Characteristics

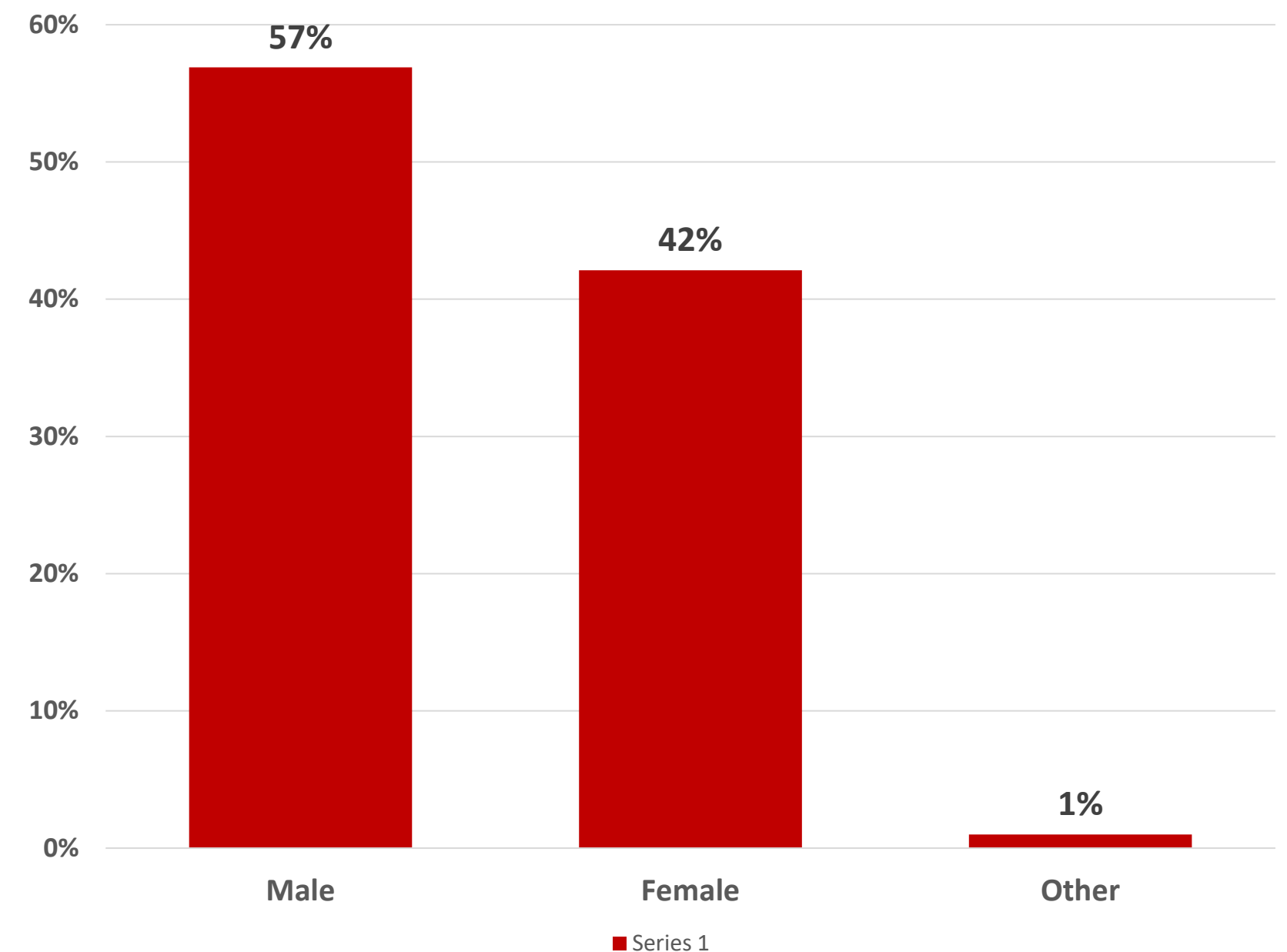


- The typical rail customer is a Black/African American (57%) male (57%).

What is your race/ethnicity?



What is your gender?

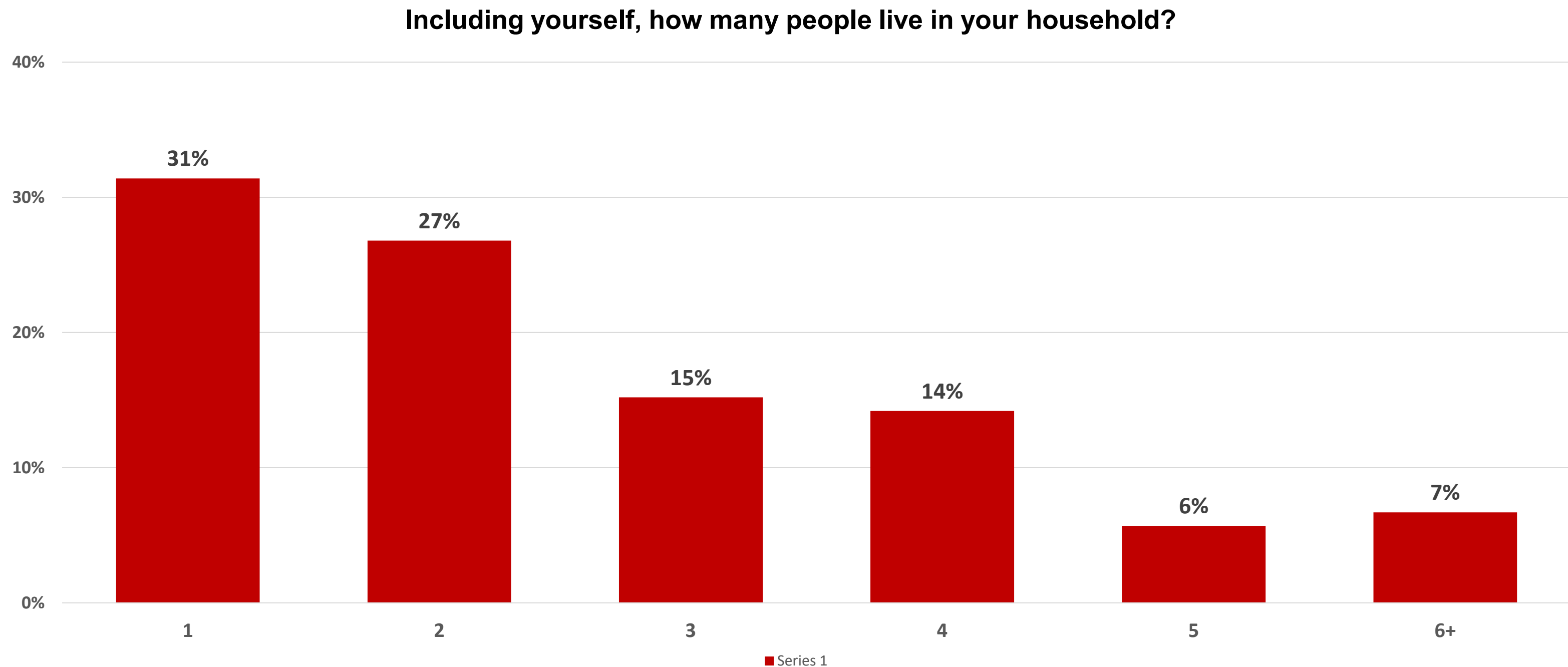




Customer Characteristics



- Nearly a third of riders live alone (31%), while 42% of riders live with one or two other individuals.

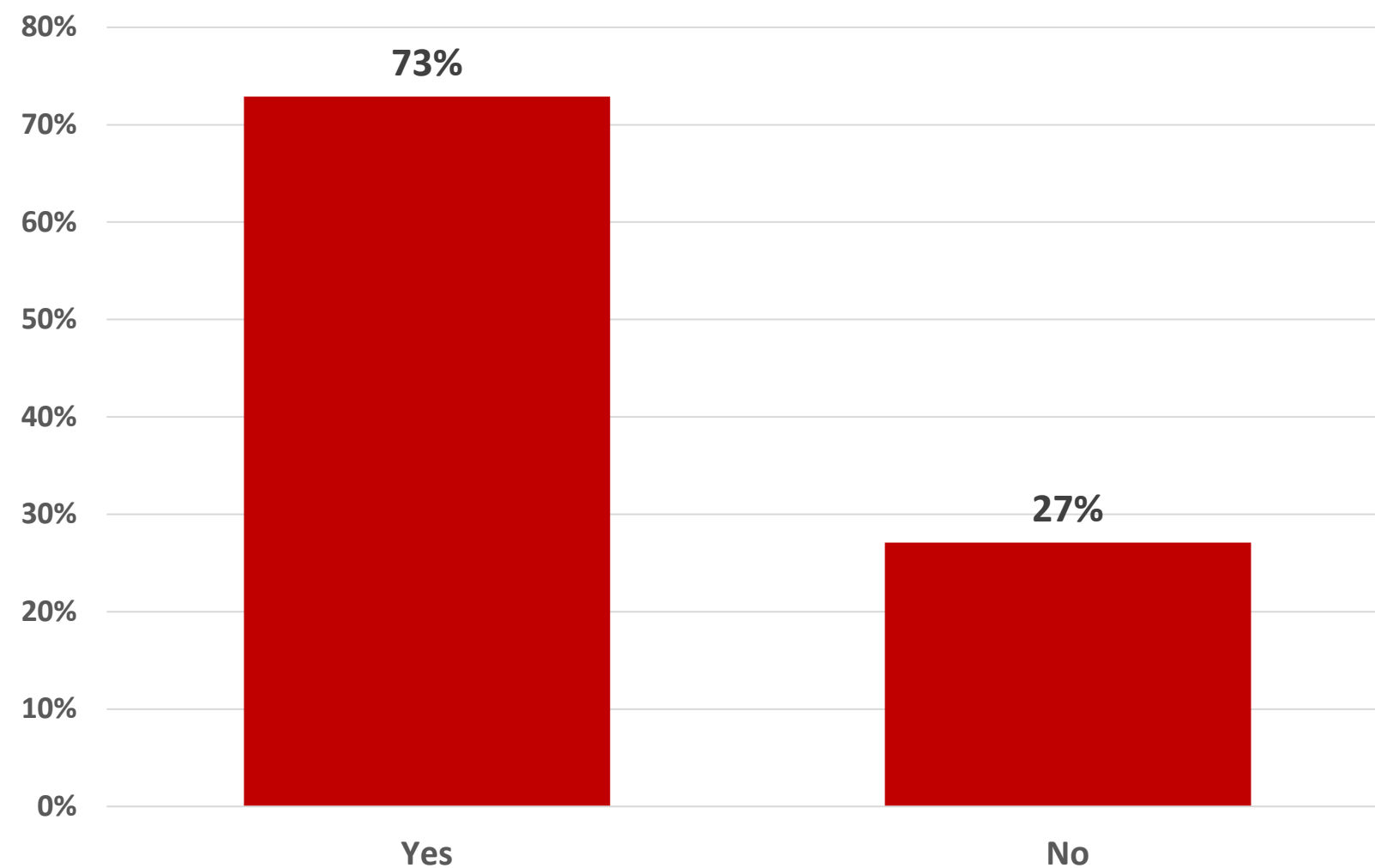




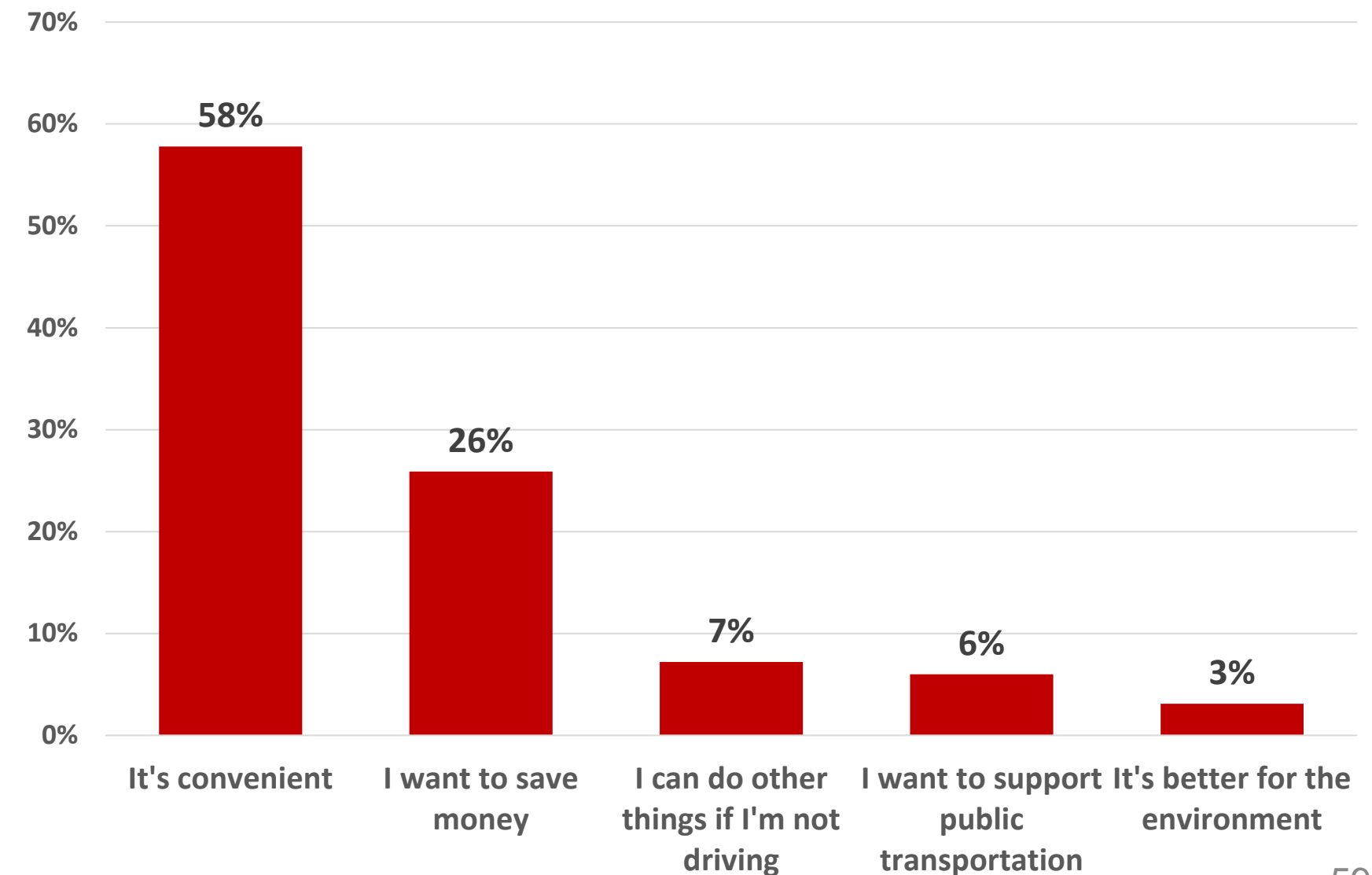
Transit Dependence and Choice Riders

- 73% of rail customers are dependent on using rail train for travel.
- Of the rail customers who have other transportation options, "It's convenient" (58%) is the primary reason for choosing to use rail train services.

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



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

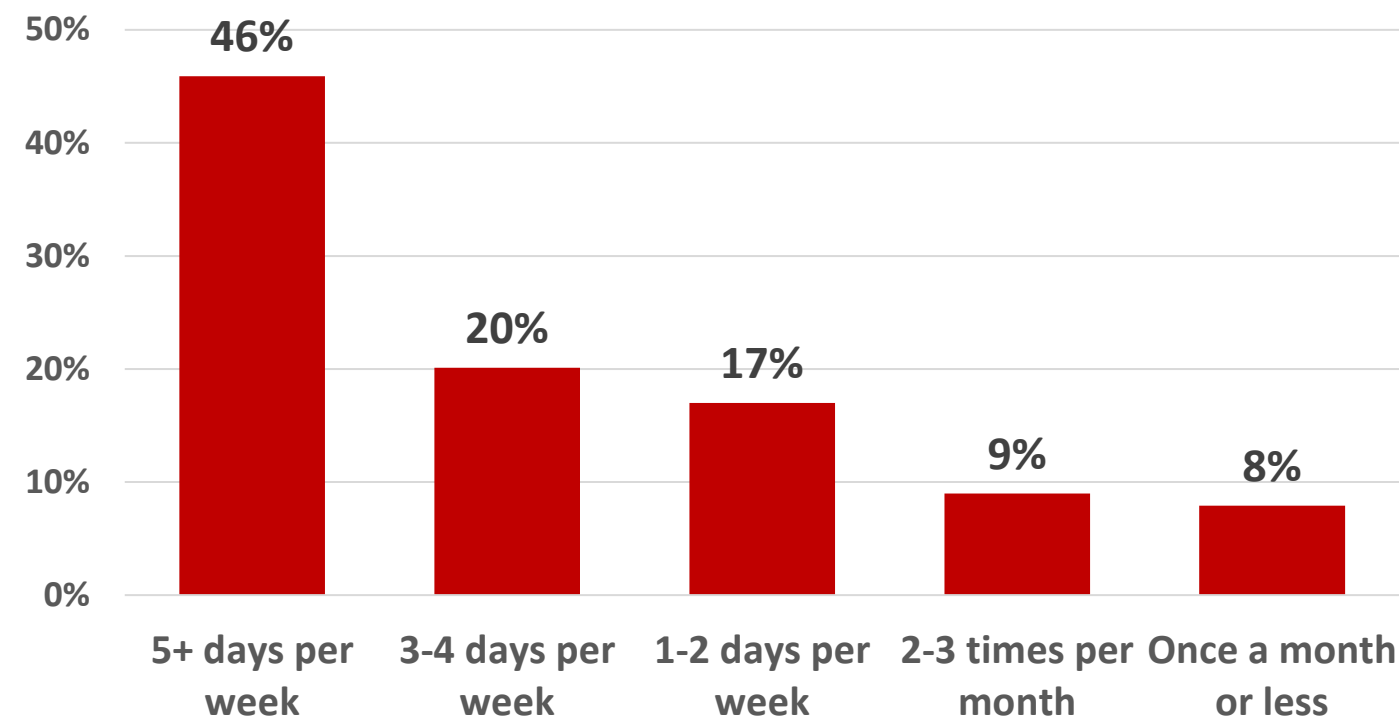




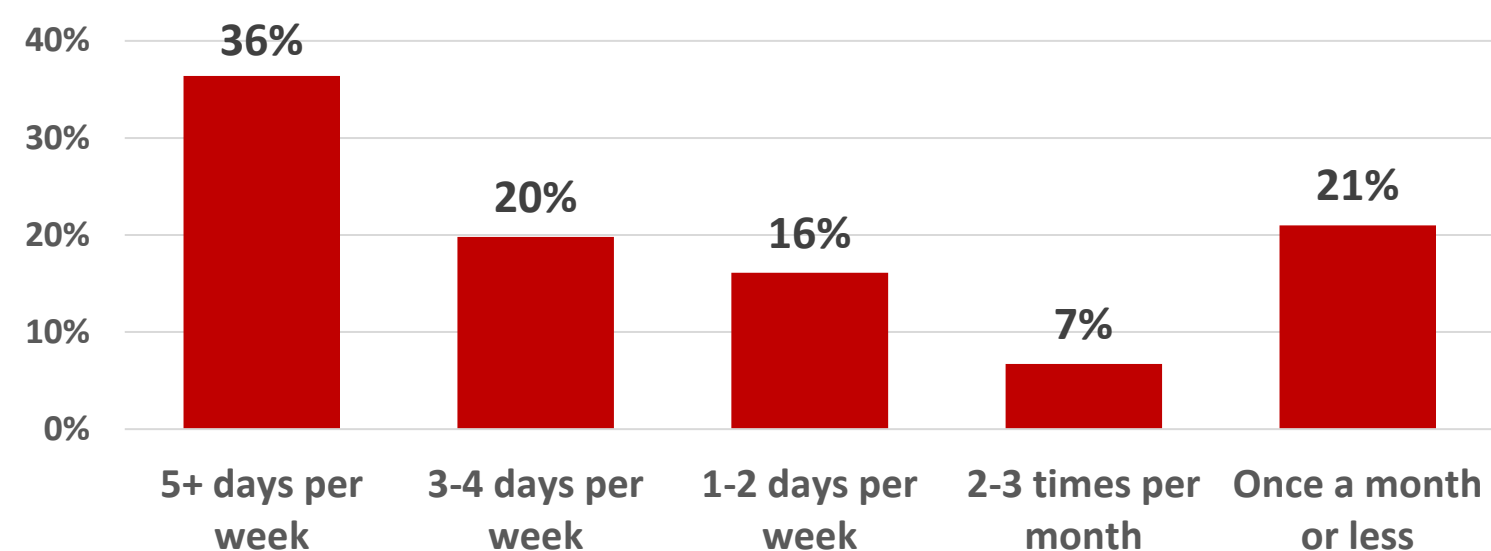
Trip Frequency and Purpose

- Rail customers most often ride the rail 5+ days per week (46%), and 36% of customers ride other RTA services 5+ days a week.
- Rail customers most frequently ride the rail for work (55%).

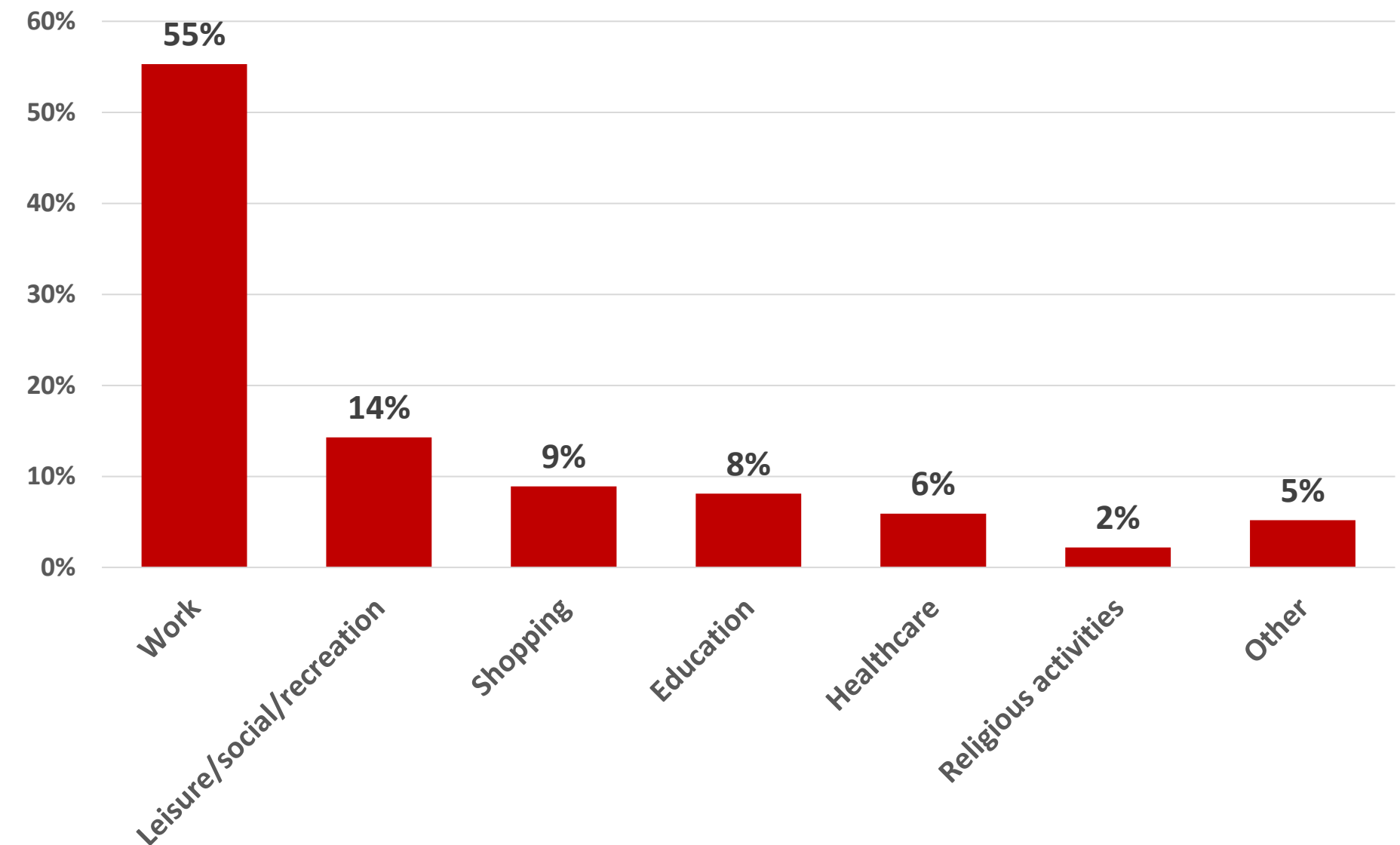
How often do you ride the train?



How often do you ride other RTA services?



Why are you taking this trip?

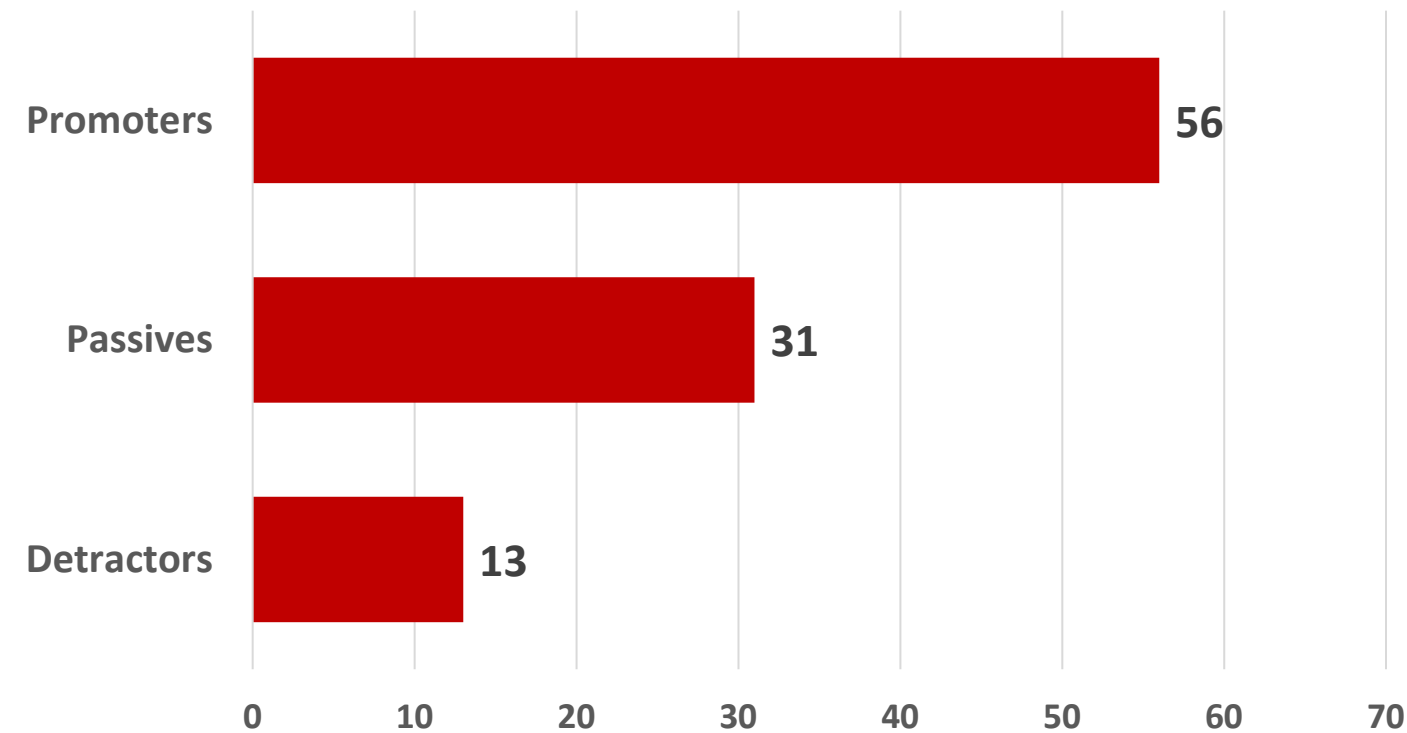




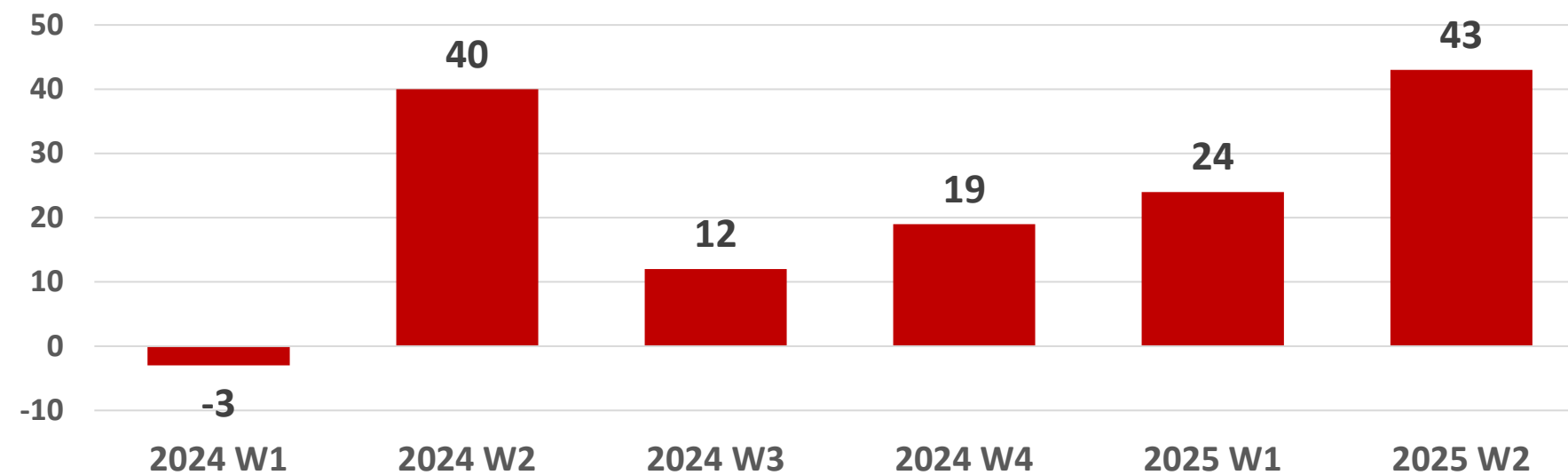
Net Promoter Score (NPS)

Rail

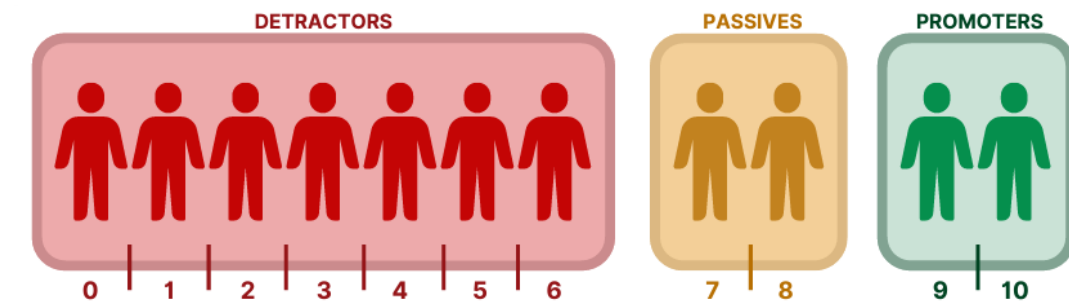
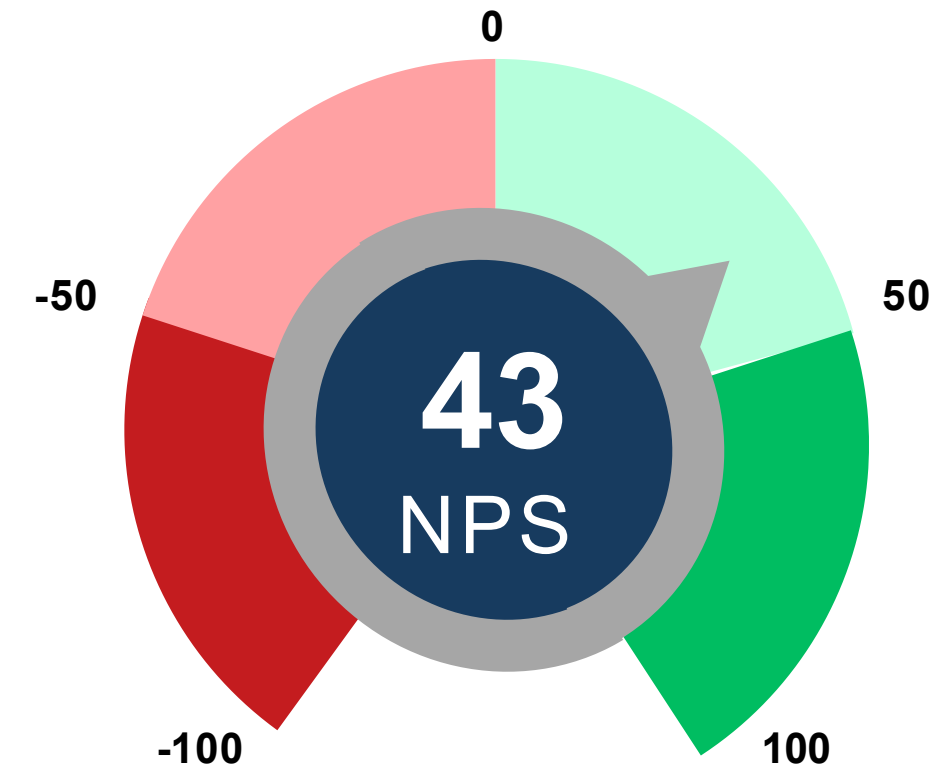
All things considered, how likely would you be to recommend riding an RTA bus to a friend or neighbor?



Net Promoter Score



RTA's Rail NPS is up nineteen points since Wave 1 from 24 to 43

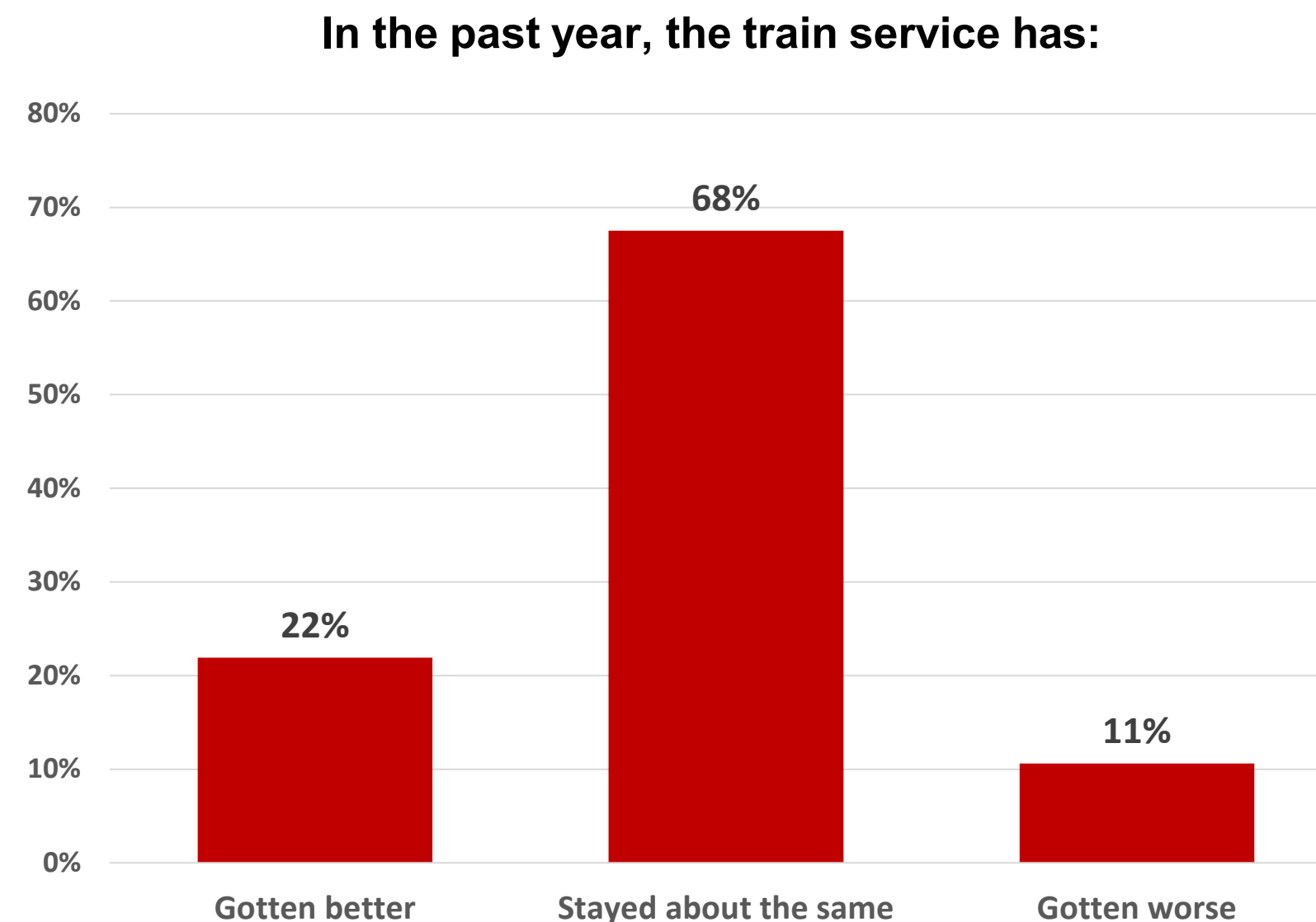
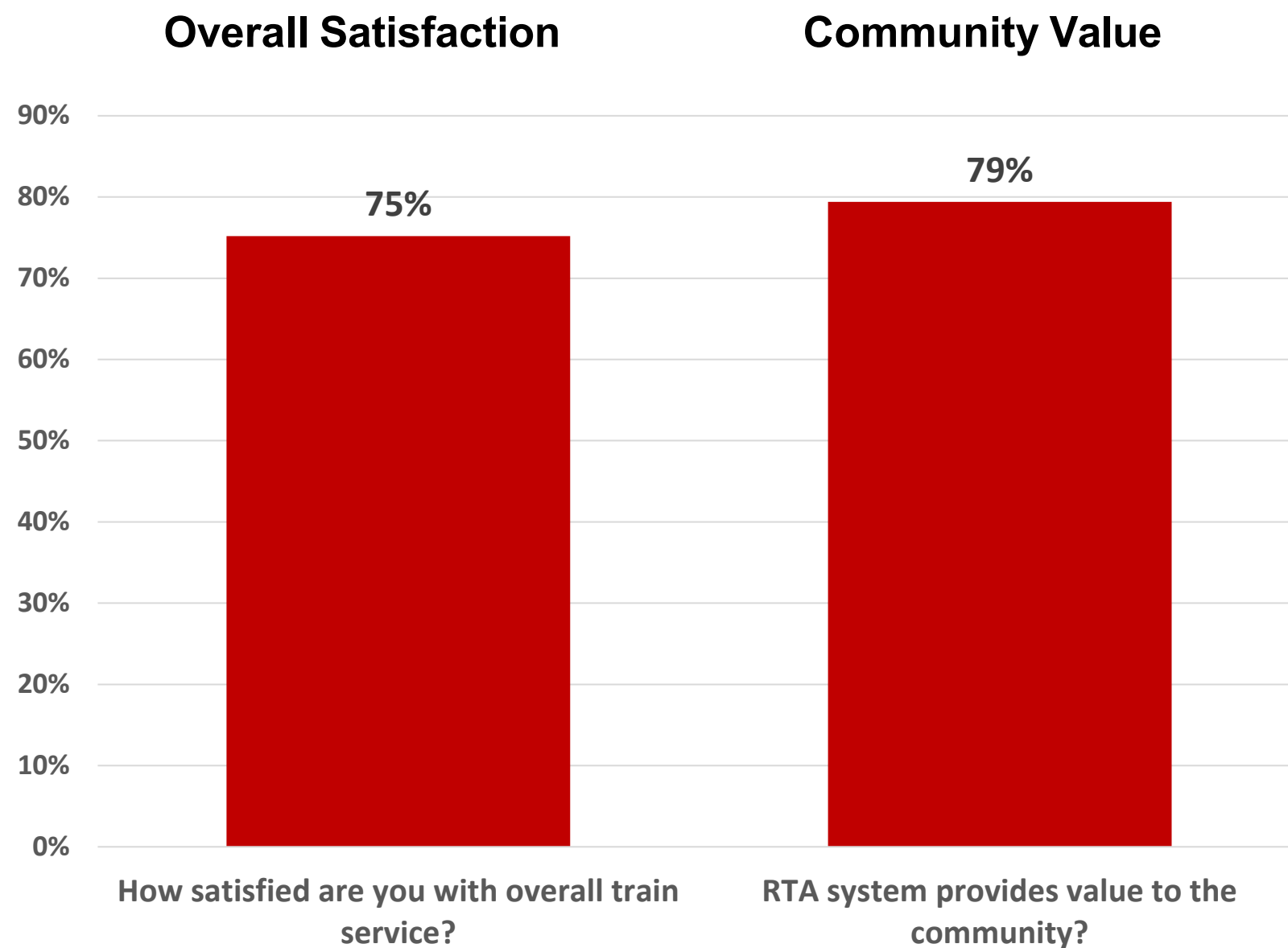


$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



Satisfaction and Community Value

- 75% of Rail customers are satisfied overall with the train service.
- 79% of Rail customers believe the RTA system provides value to the community.
- 68% of Rail customers believe the bus service has stayed the same in the past year.



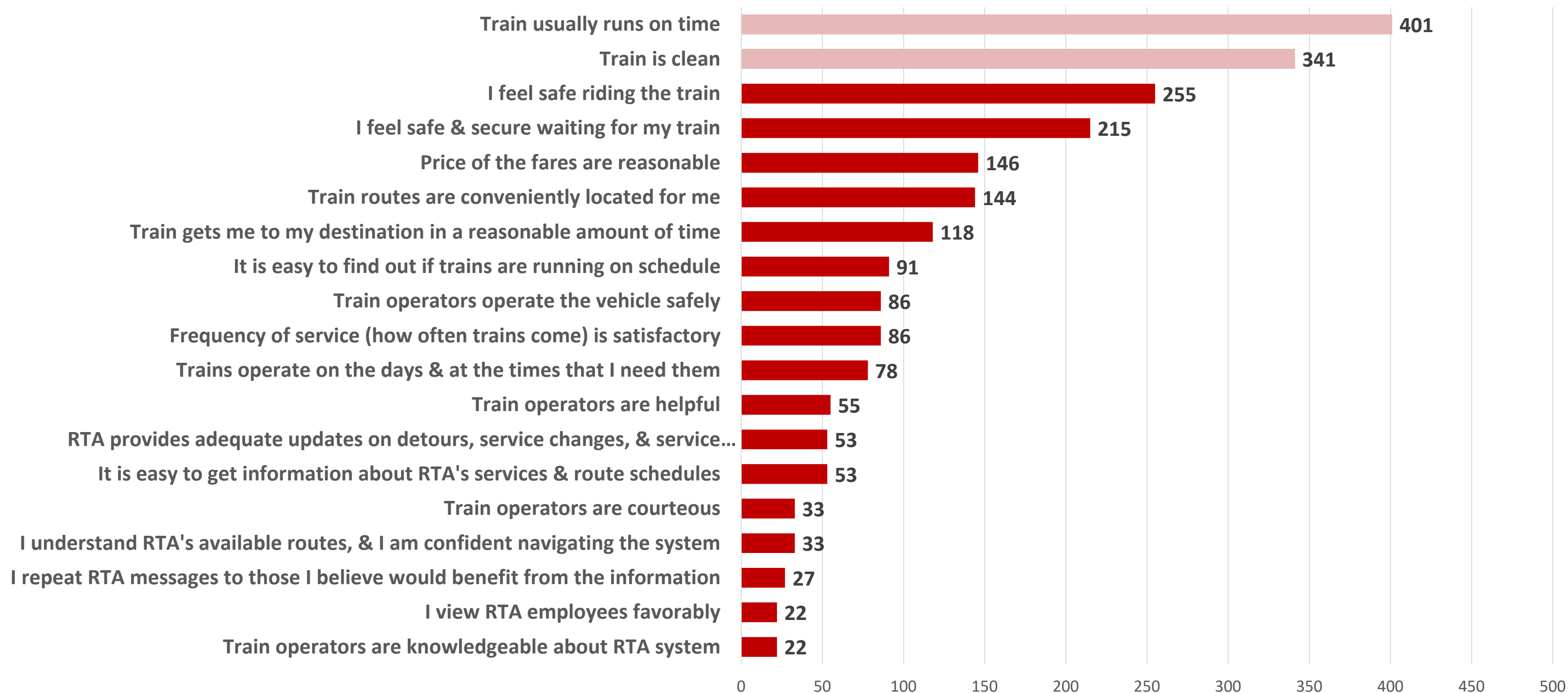
Customer Importance Factors

Rail Train Service



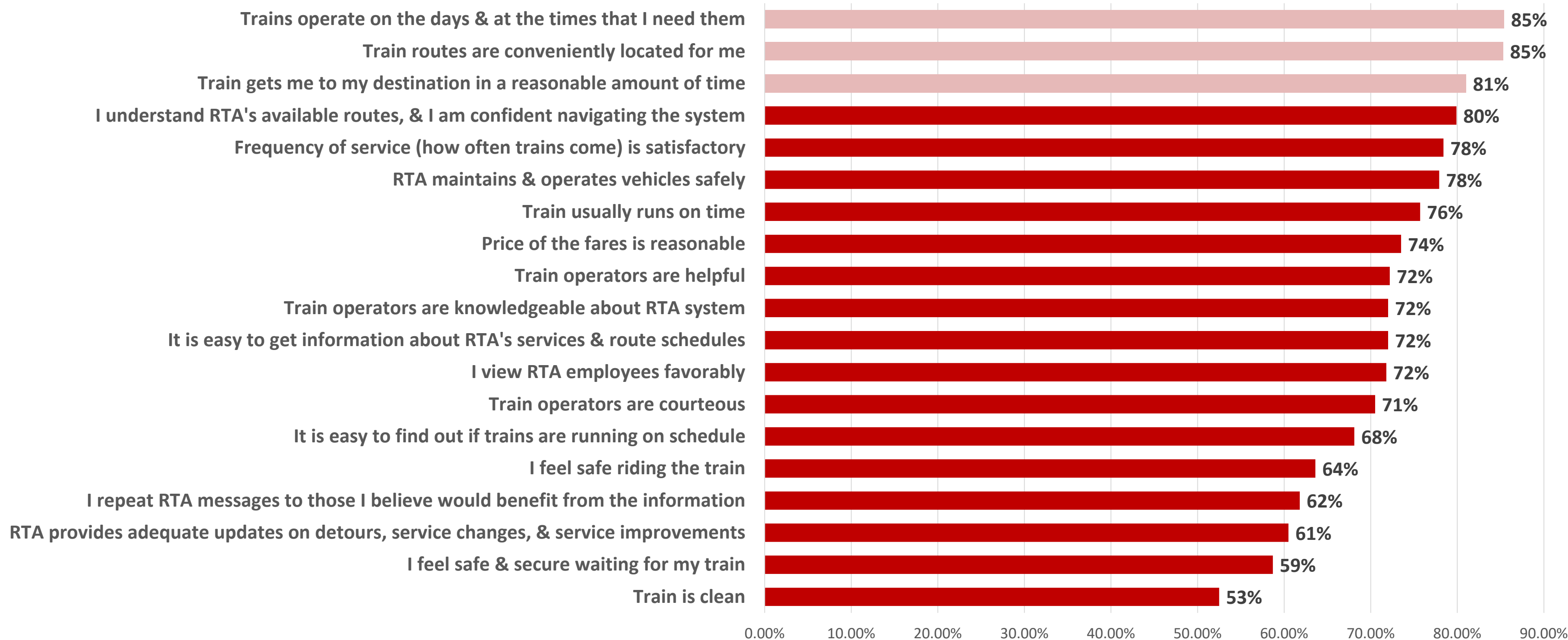
Top Customer Importance Factors

- The top importance factors were trains running on time (401) cleanliness (341), and safety while riding the train (255).



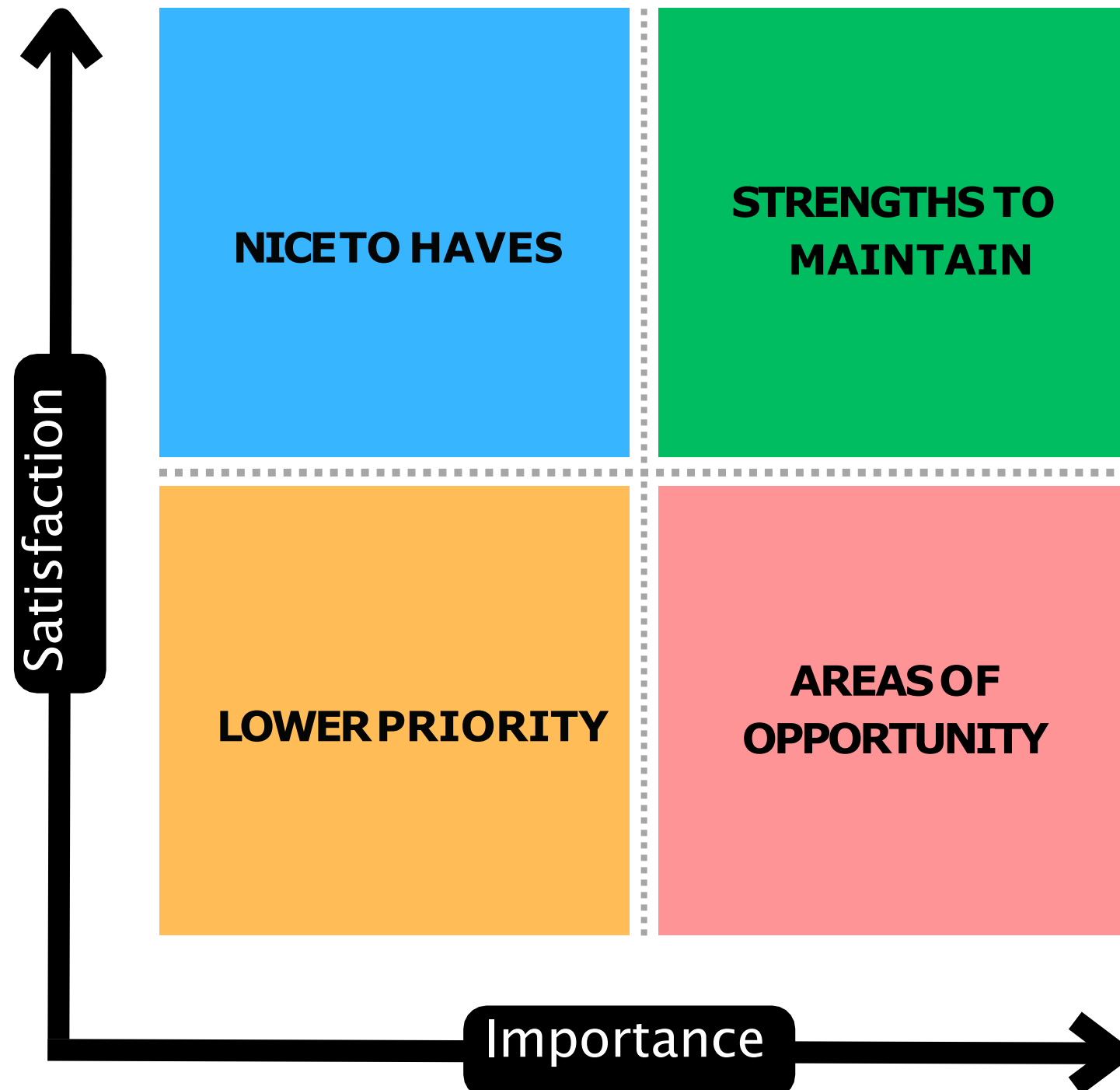


Level of Agreement



Key Driver Analysis

Satisfaction vs. Importance

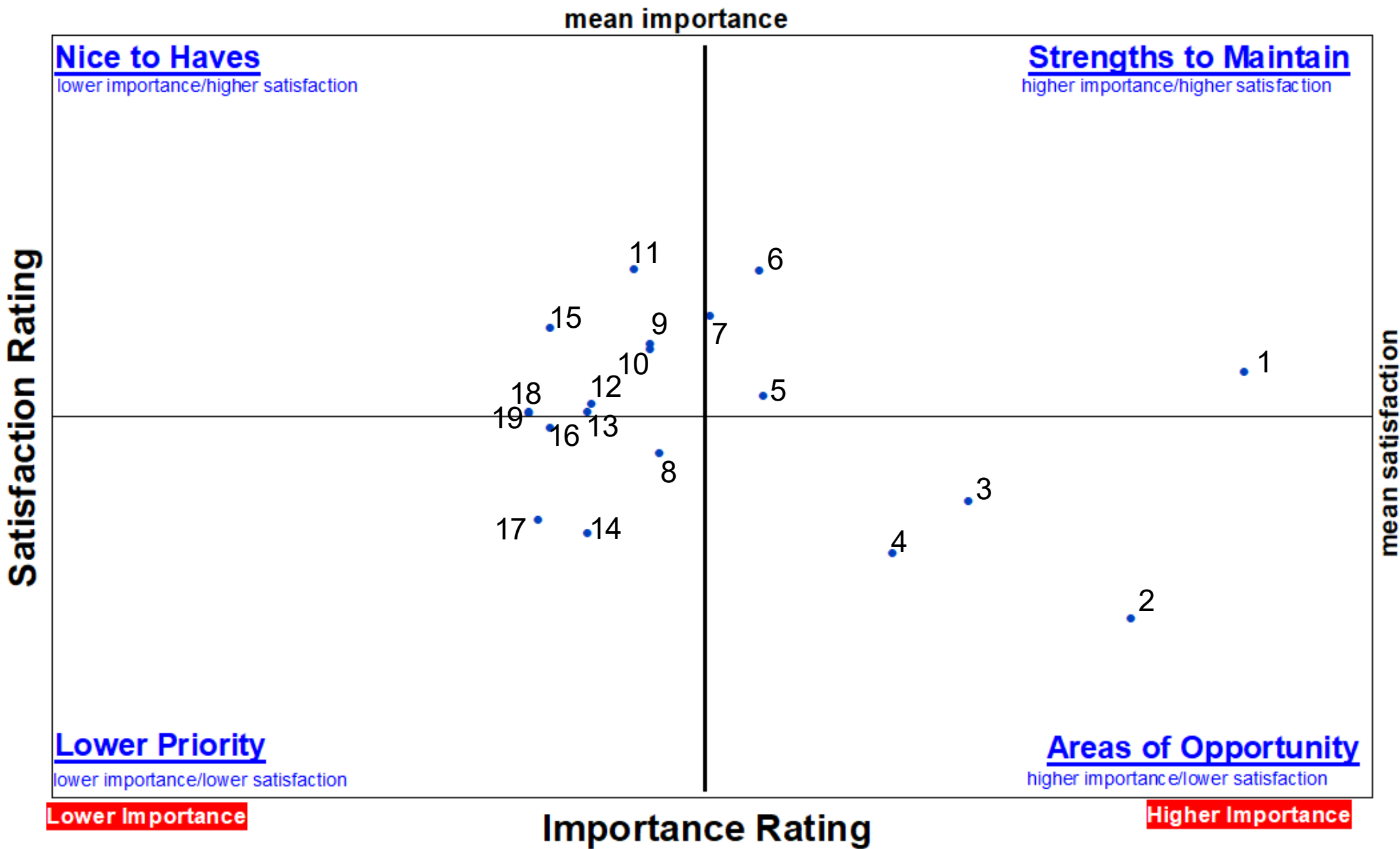


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

1. Train usually runs on time
2. Train is clean
3. I feel safe riding the train
4. I feel safe & secure waiting for my train
5. Price of the fares are reasonable
6. Train routes are conveniently located for me
7. Train gets me to my destination in a reasonable amount of time
8. It is easy to find out if trains are running on schedule
9. Frequency of service (how often trains come) is satisfactory
10. Train operators operate the vehicle safely
11. Trains operate on the days & at the times that I need them
12. Train operators are helpful
13. It is easy to get information about RTA's services & route schedules
14. RTA provides adequate updates on detours, service changes, & service improvements
15. I understand RTA's available routes, & I am confident navigating the system
16. Train operators are courteous
17. I repeat RTA messages to those I believe would benefit from the information
18. Train operators are knowledgeable about RTA system
19. I view RTA employees favorably

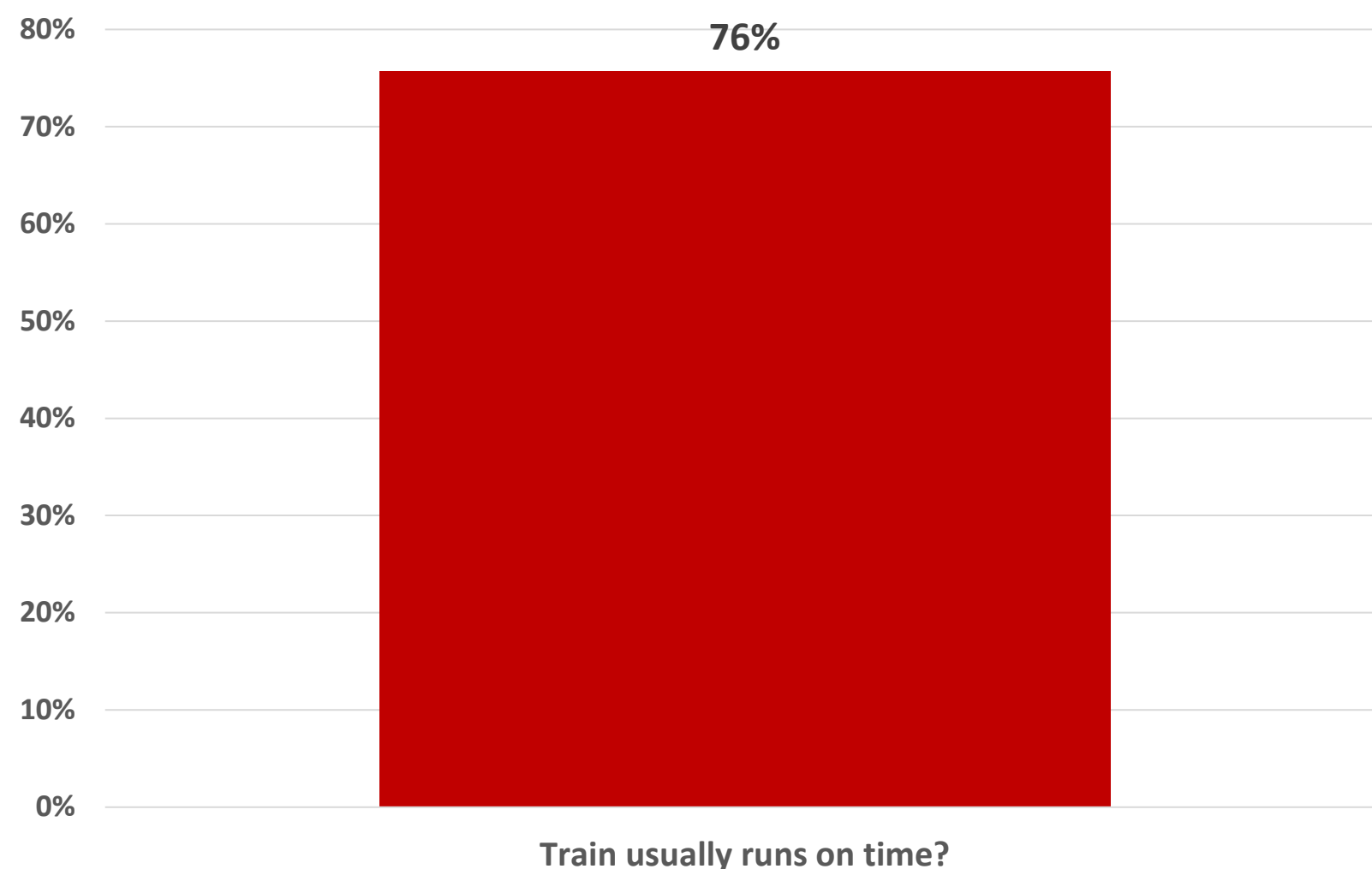
Source: ETC Institute (2023)



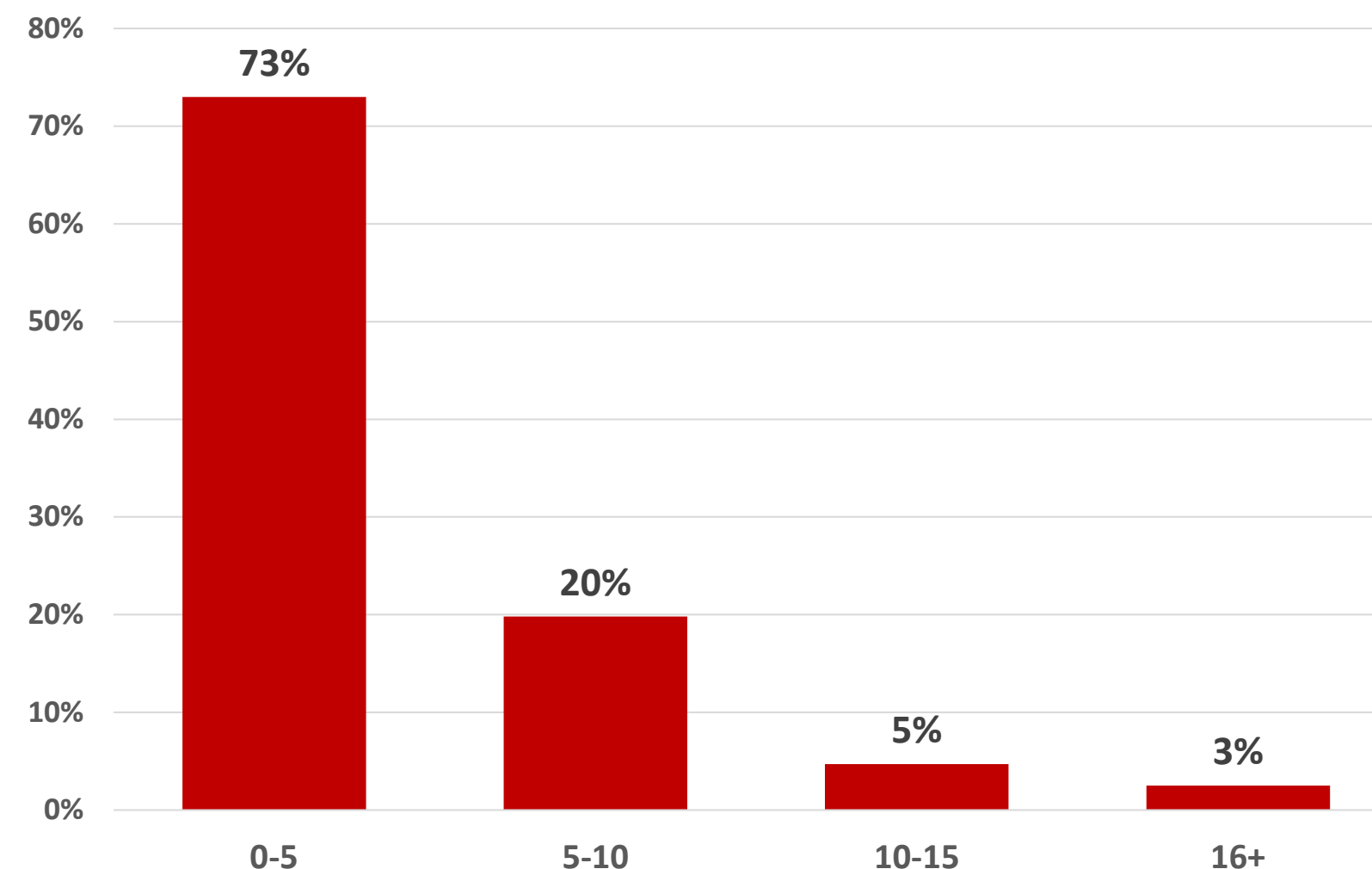
On-Time Performance

- 76% of Rail customers are satisfied with the On-Time Performance.
- 73% of Rail customers believe it is acceptable for the train to arrive only 0 to 5-minutes beyond its scheduled time.

On-Time Performance



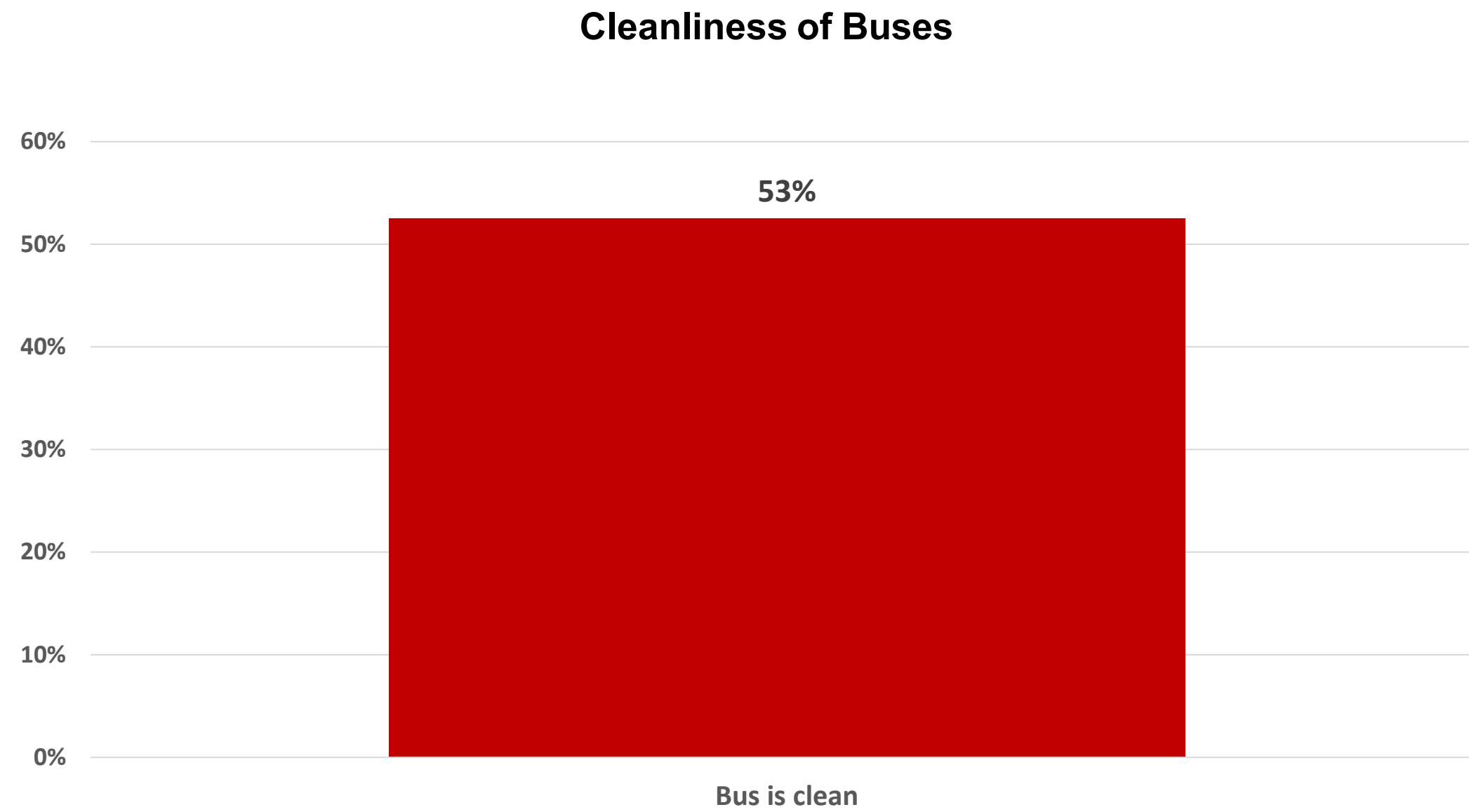
How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?





Cleanliness of Buses

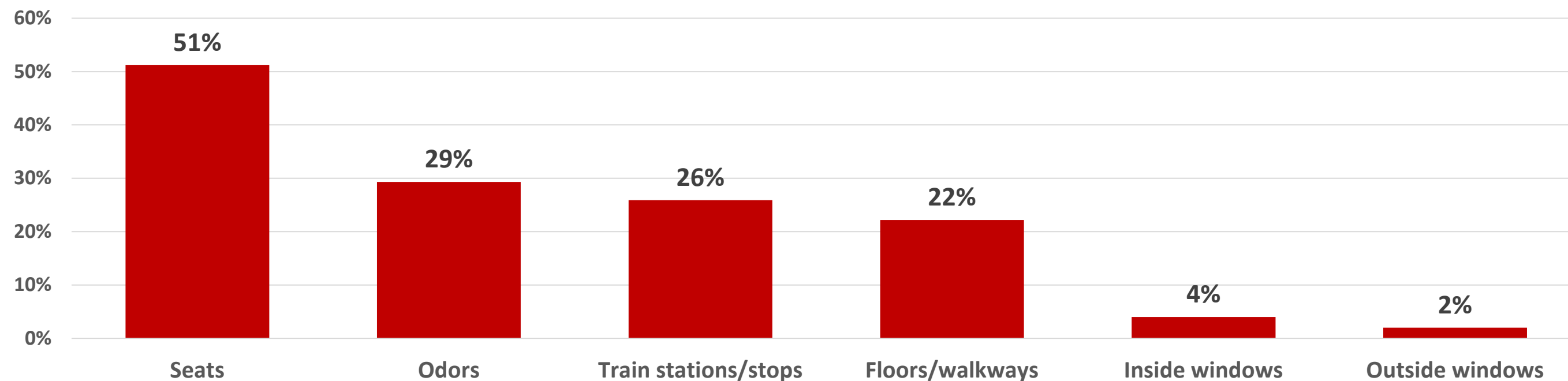
- 53% of BRT customers are satisfied with the cleanliness of buses.



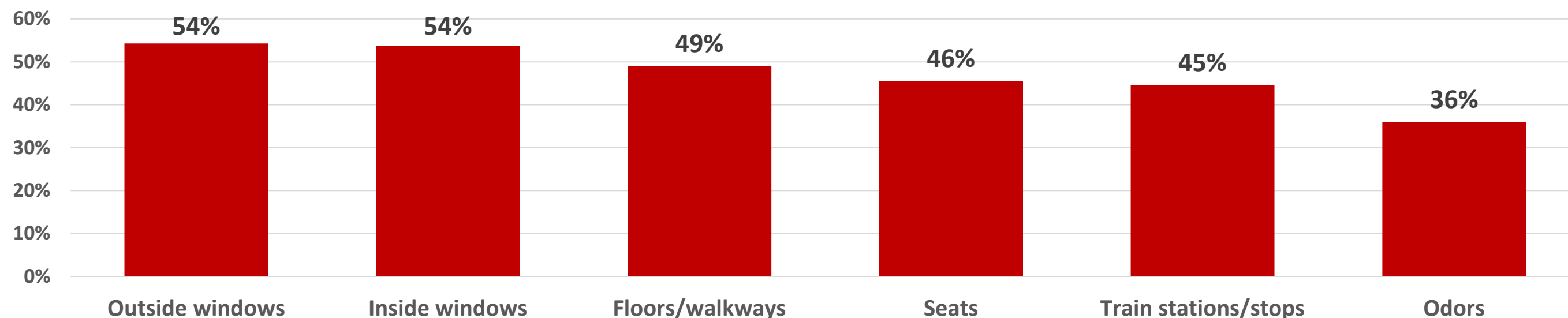


Cleanliness of Buses- Importance and Satisfaction

- BRT customers selected seats (51%) and odors (29%) as the highest importance.
- BRT customers are most satisfied with the outside windows (54%) and inside windows (54%).



Which two of the items listed do you think are most important?



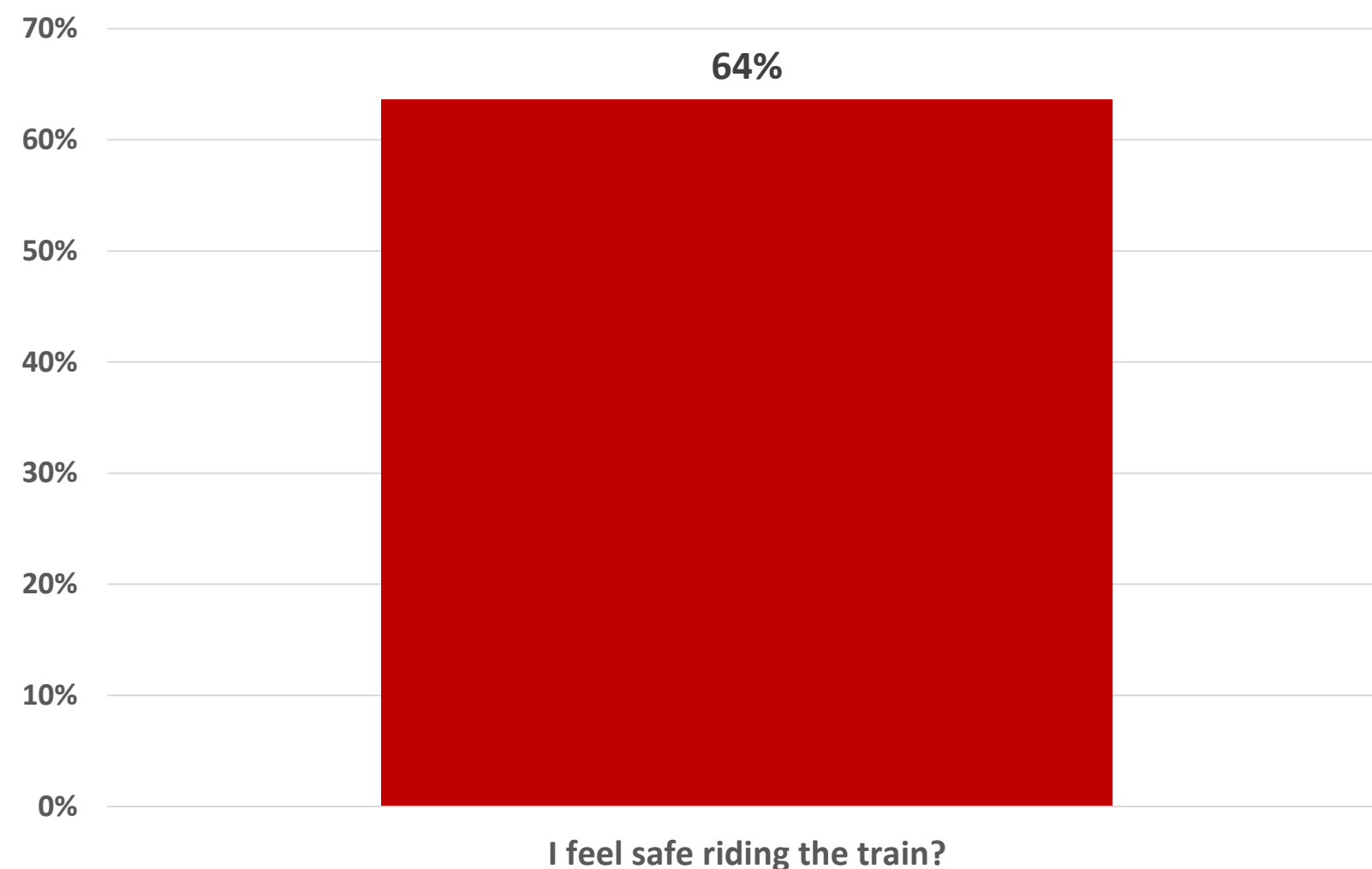
How satisfied are you with the cleanliness of each item listed?



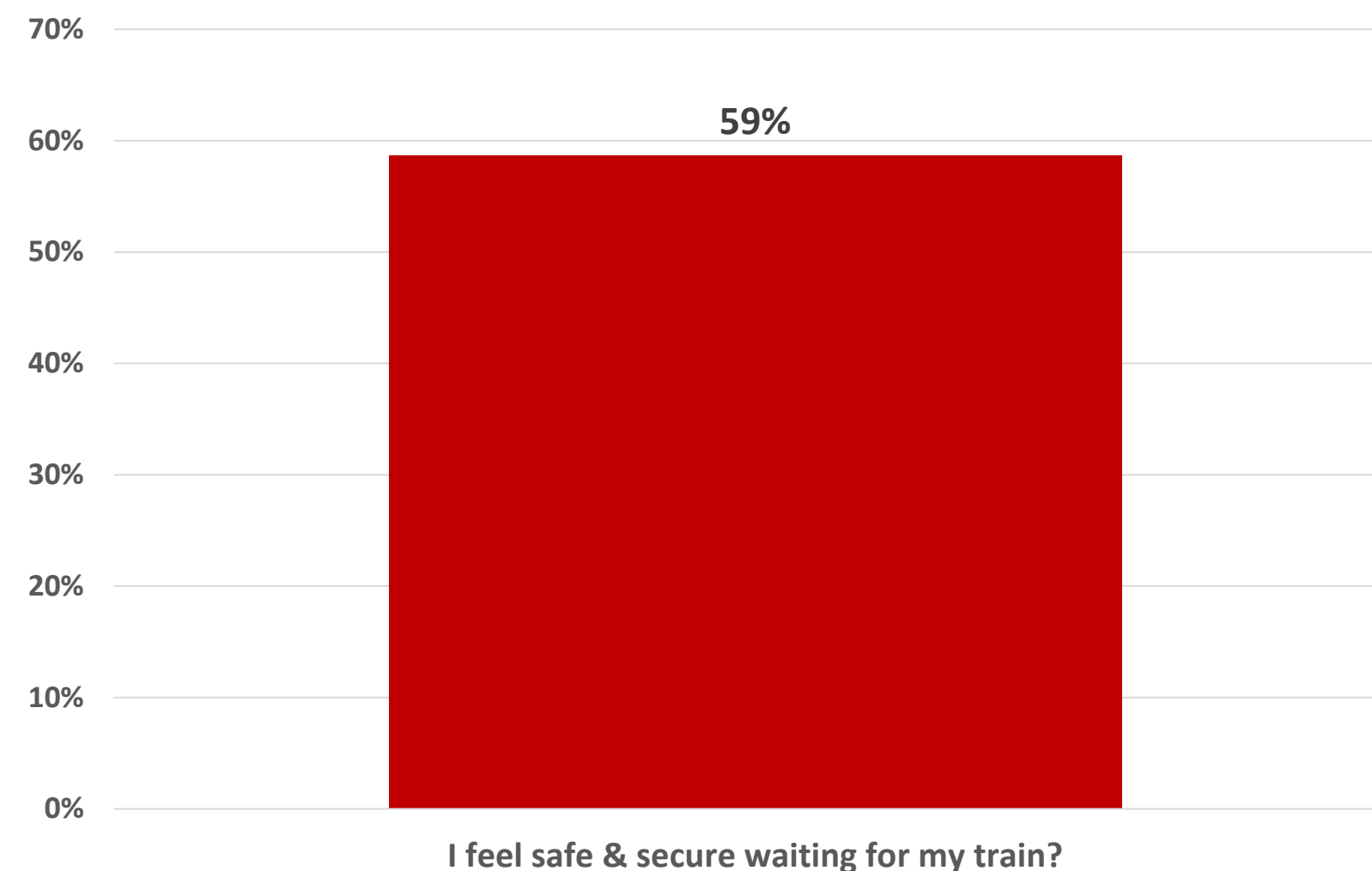
Rail and Rail Stop Safety

- 64% of rail customers feel safe while riding the train, and 59% feel safe while waiting for the train.

Train Onboard Safety



Train Stop Safety

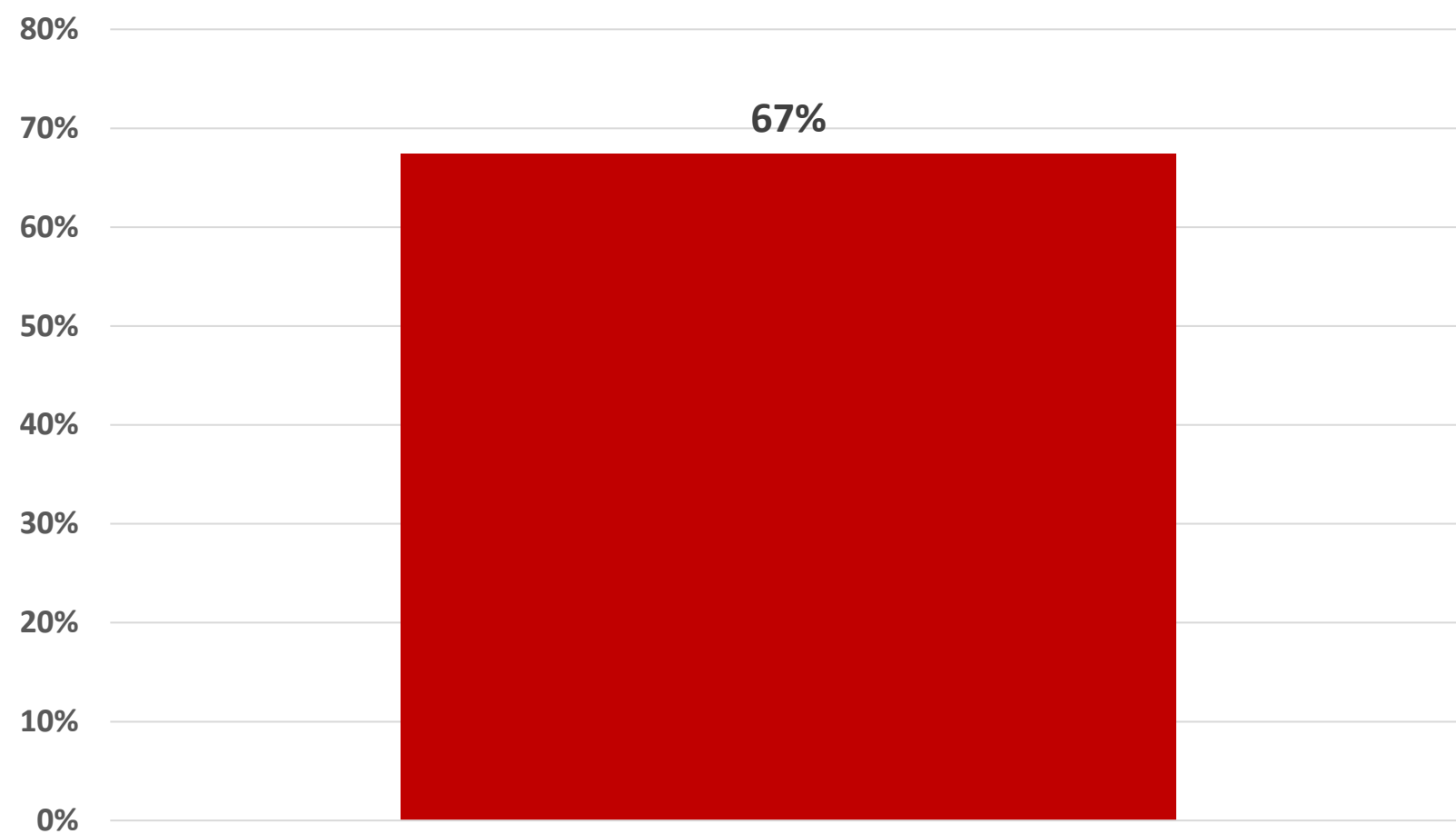




Funding

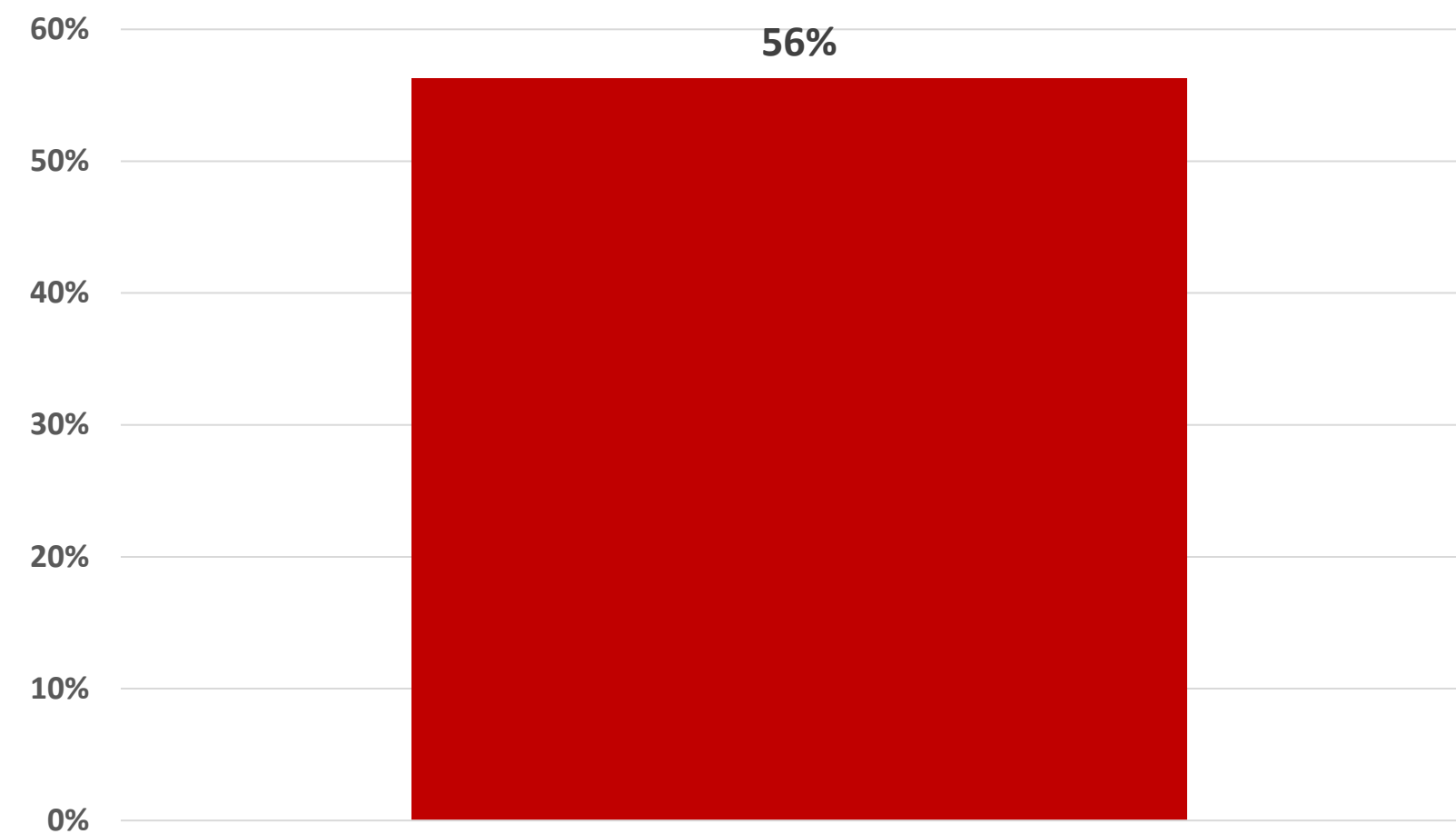
- 67% of rail customers feel the community should consider increasing funding to improve service.
- 56% of rail customers feel RTA manages financial resources appropriately

Transit Investment



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

Resource Management



RTA manages their financial resources appropriately?

Customer Service

Rail Train Service

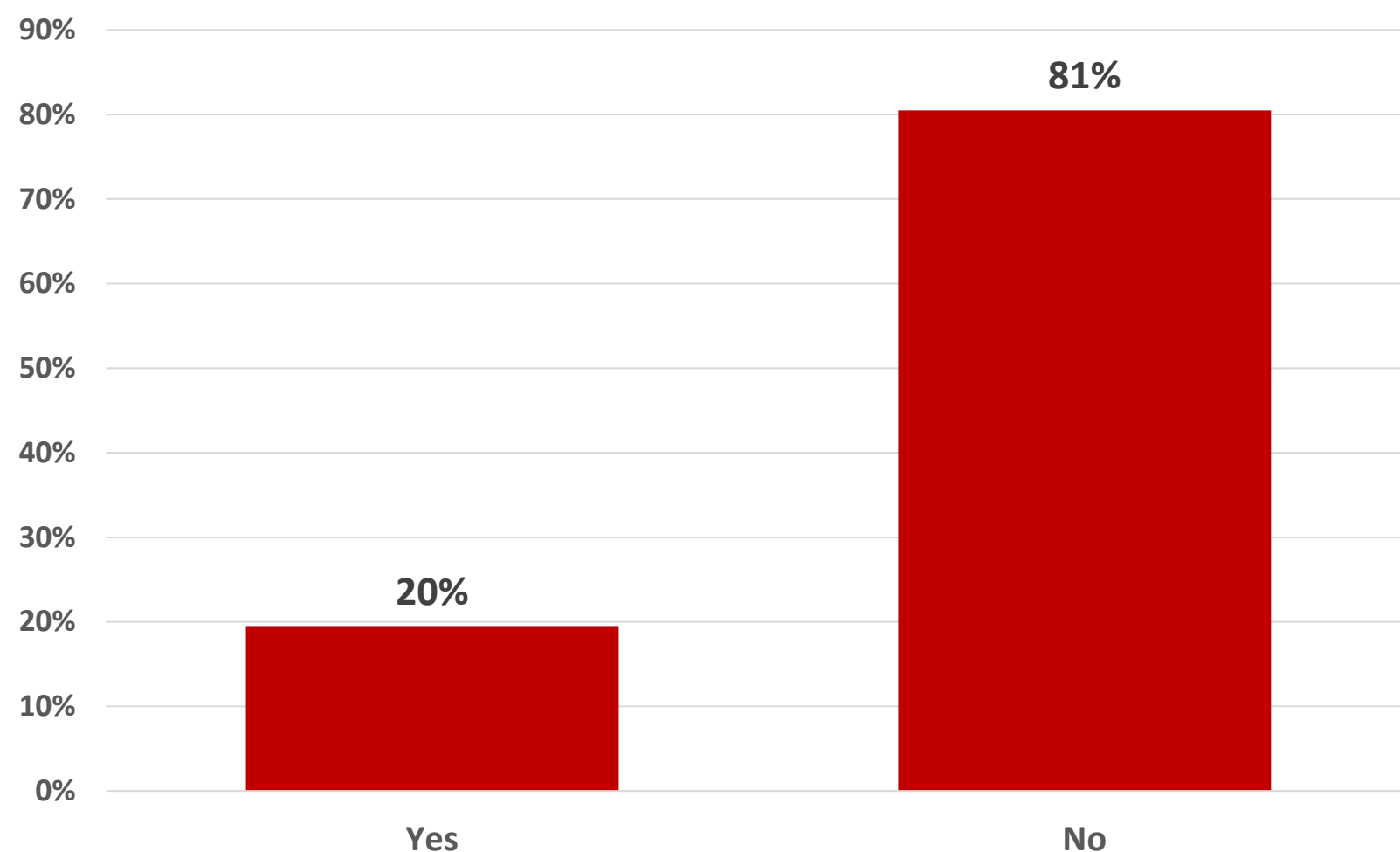


Communications with Customer Service

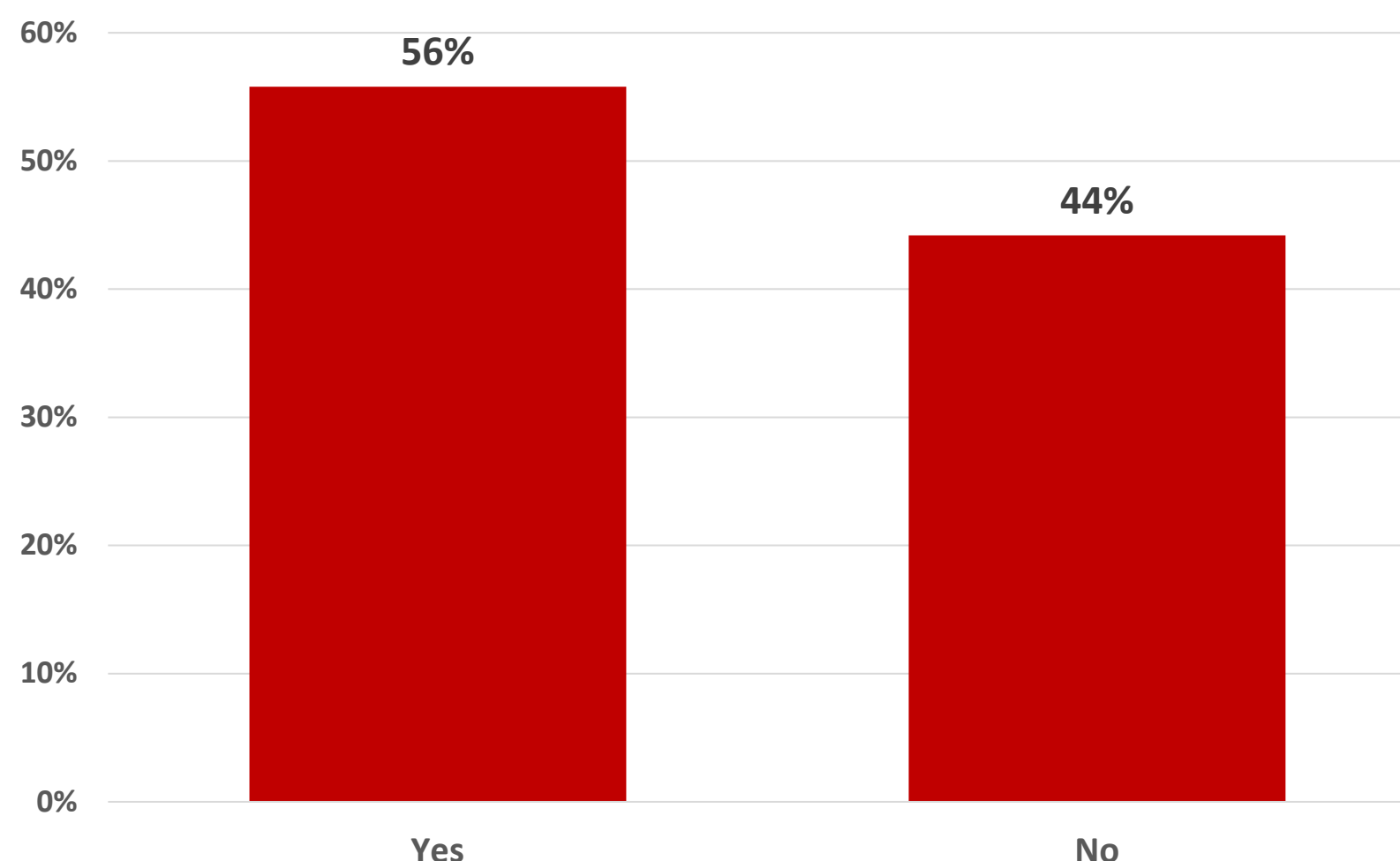


- 20% of rail Customers have contacted RTA in the last 3 months.
- Of the rail Customers who have contacted RTA, 56% have had their issues resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

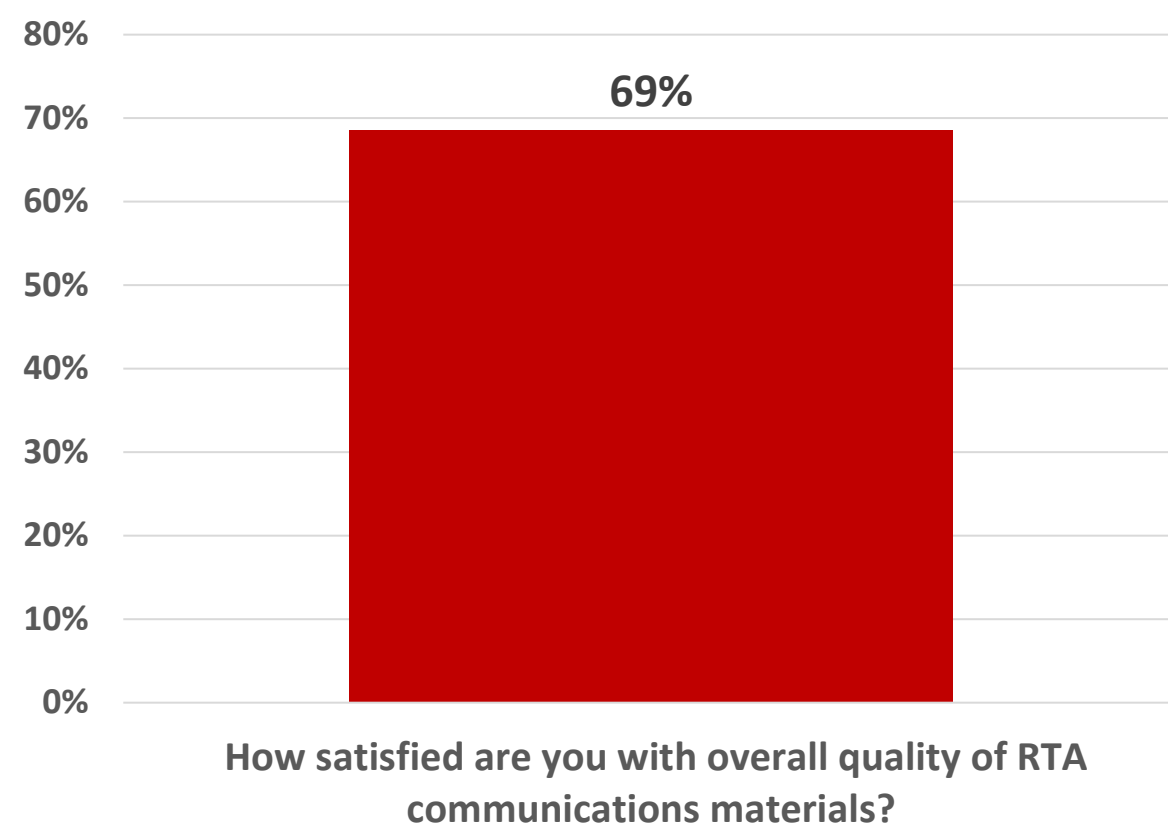




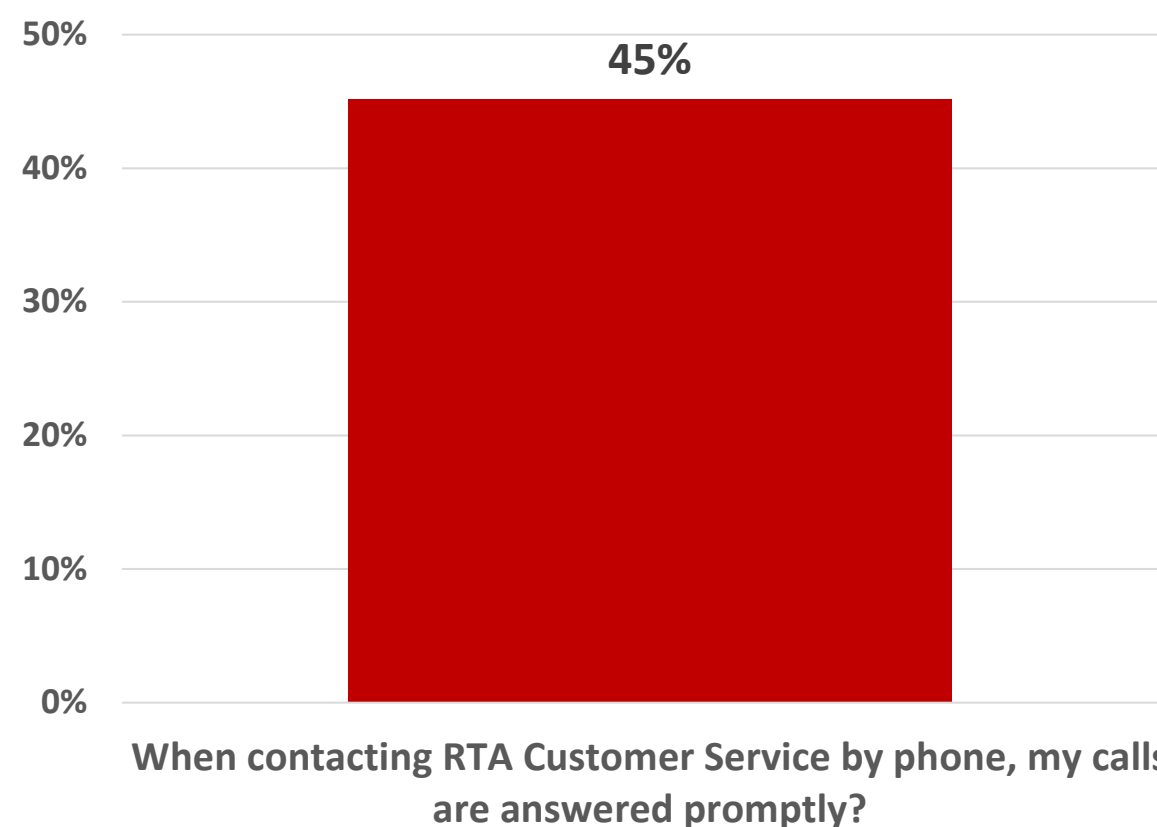
Overall Communications

- 69% of rail customers are satisfied with the overall quality of RTA communications material.
- 45% of rail customers agree RTA Customer Service calls are answered promptly, and 51% agree that customer service representatives are helpful and courteous.

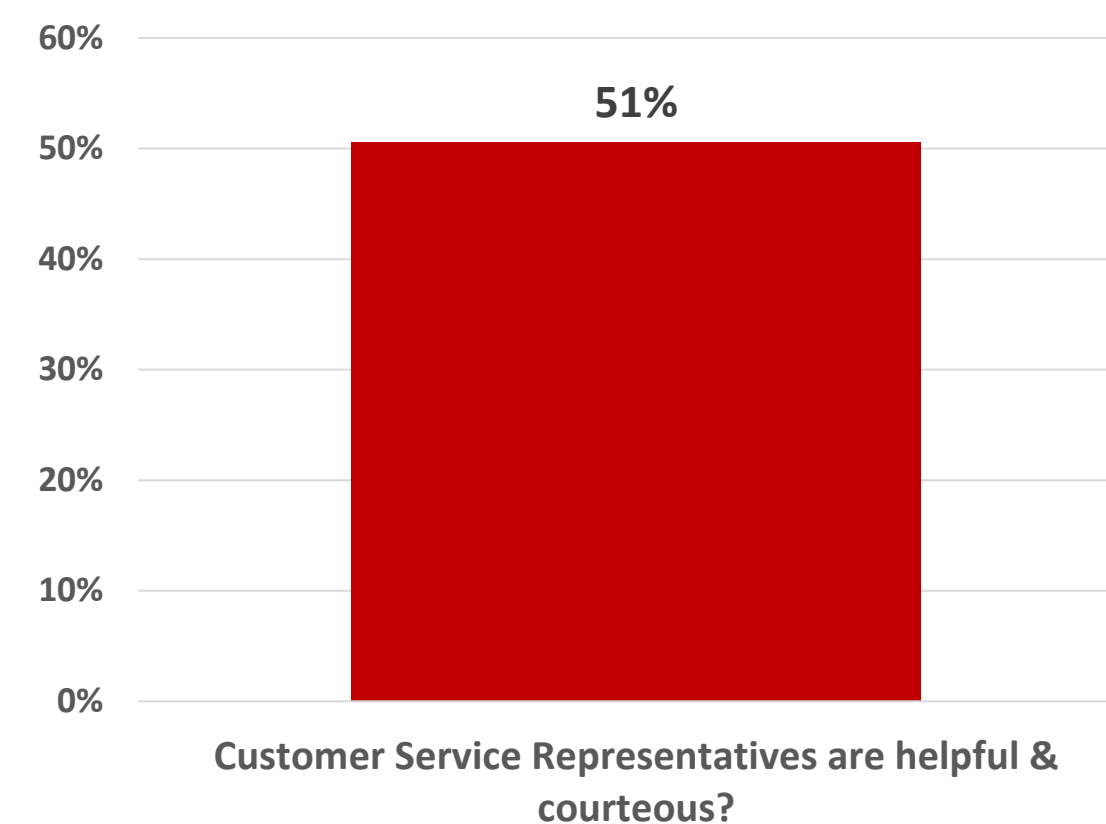
Overall Communications Material



Contacting Customer Service



Customer Service Courtesy

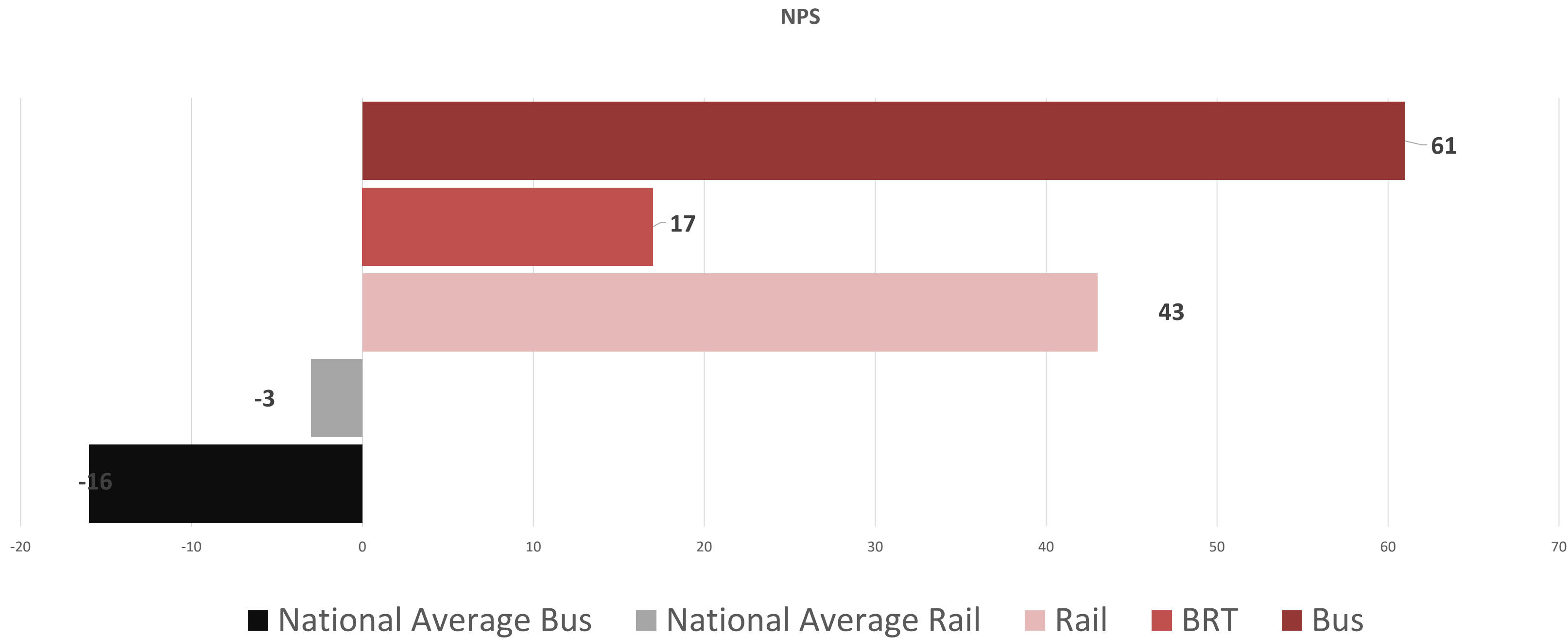


Rider Benchmarks

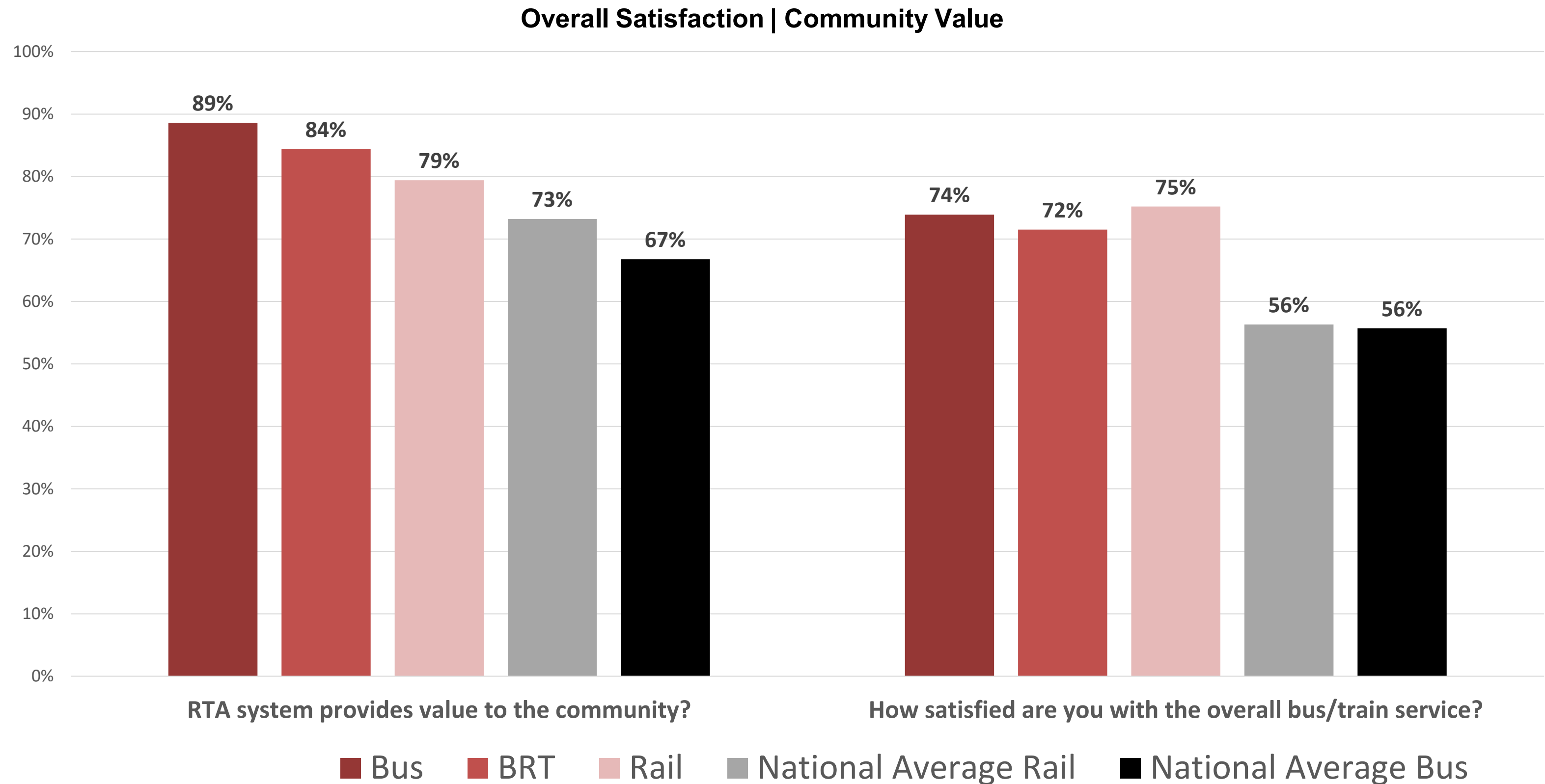


Net Promoter Score (NPS)

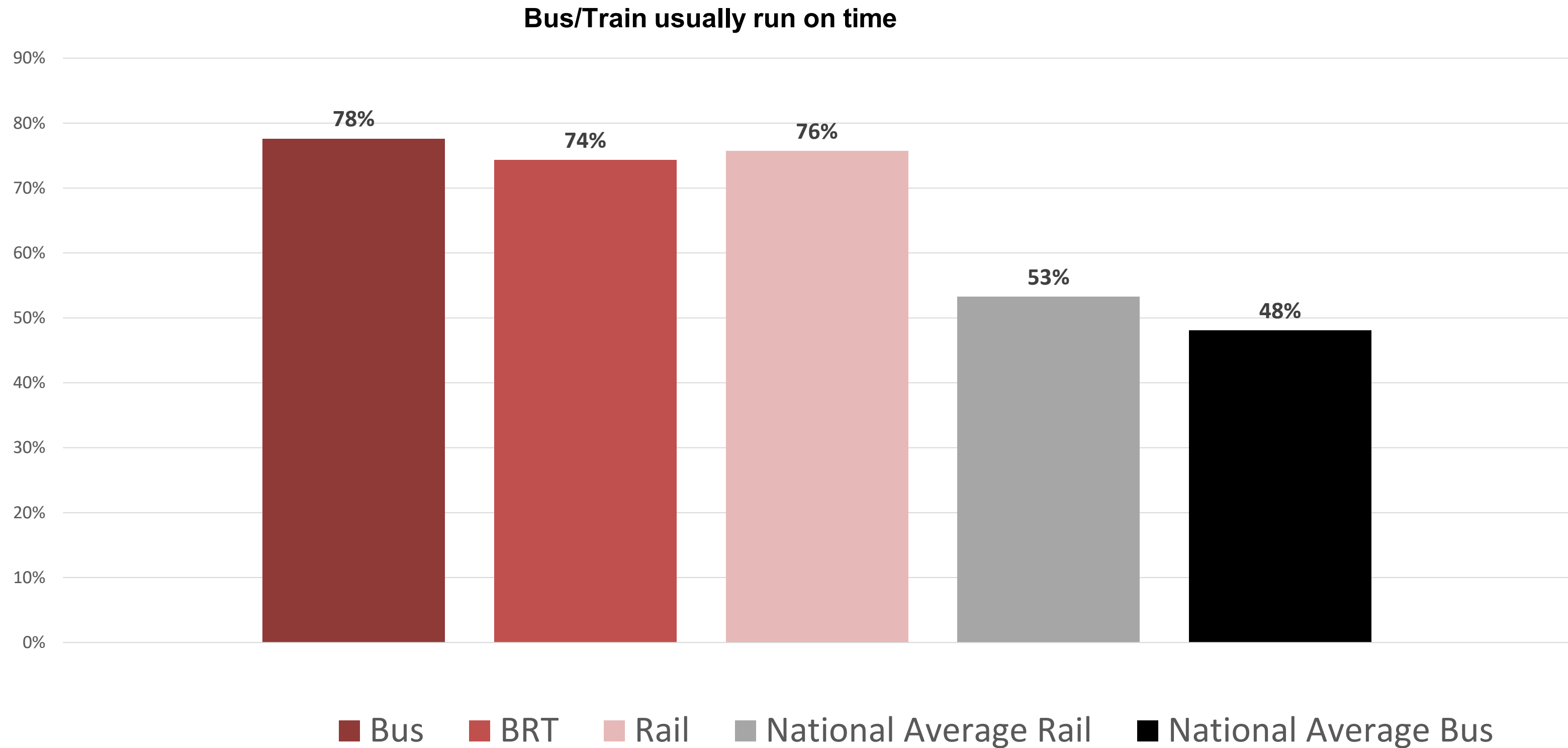
All things considered, how likely would you be to recommend riding a RTA bus/train to a friend or neighbor?



Satisfaction and Community Value

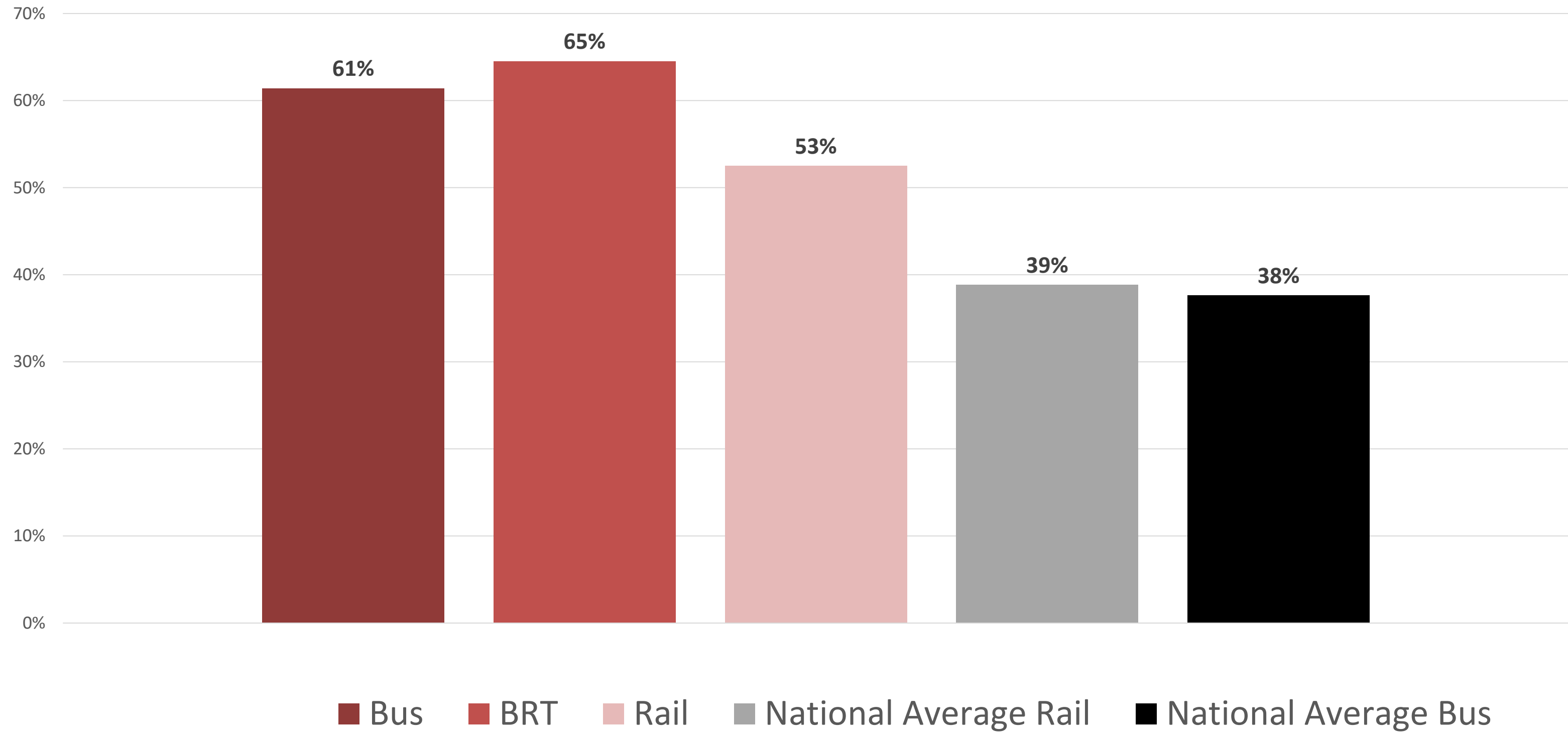


On-Time Performance



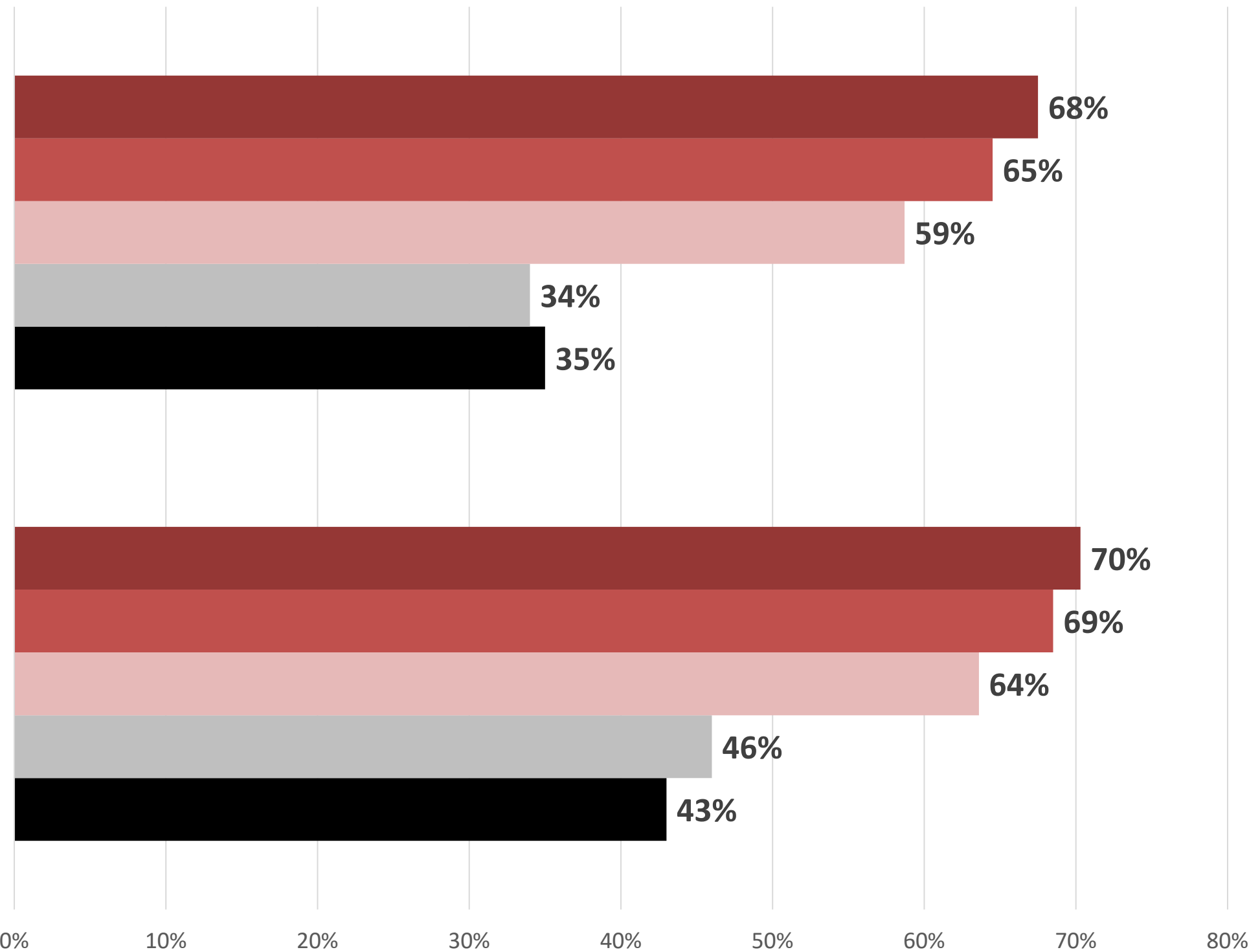
Cleanliness

Cleanliness of Buses/Trains



Safety

I feel safe & secure waiting for the bus/train

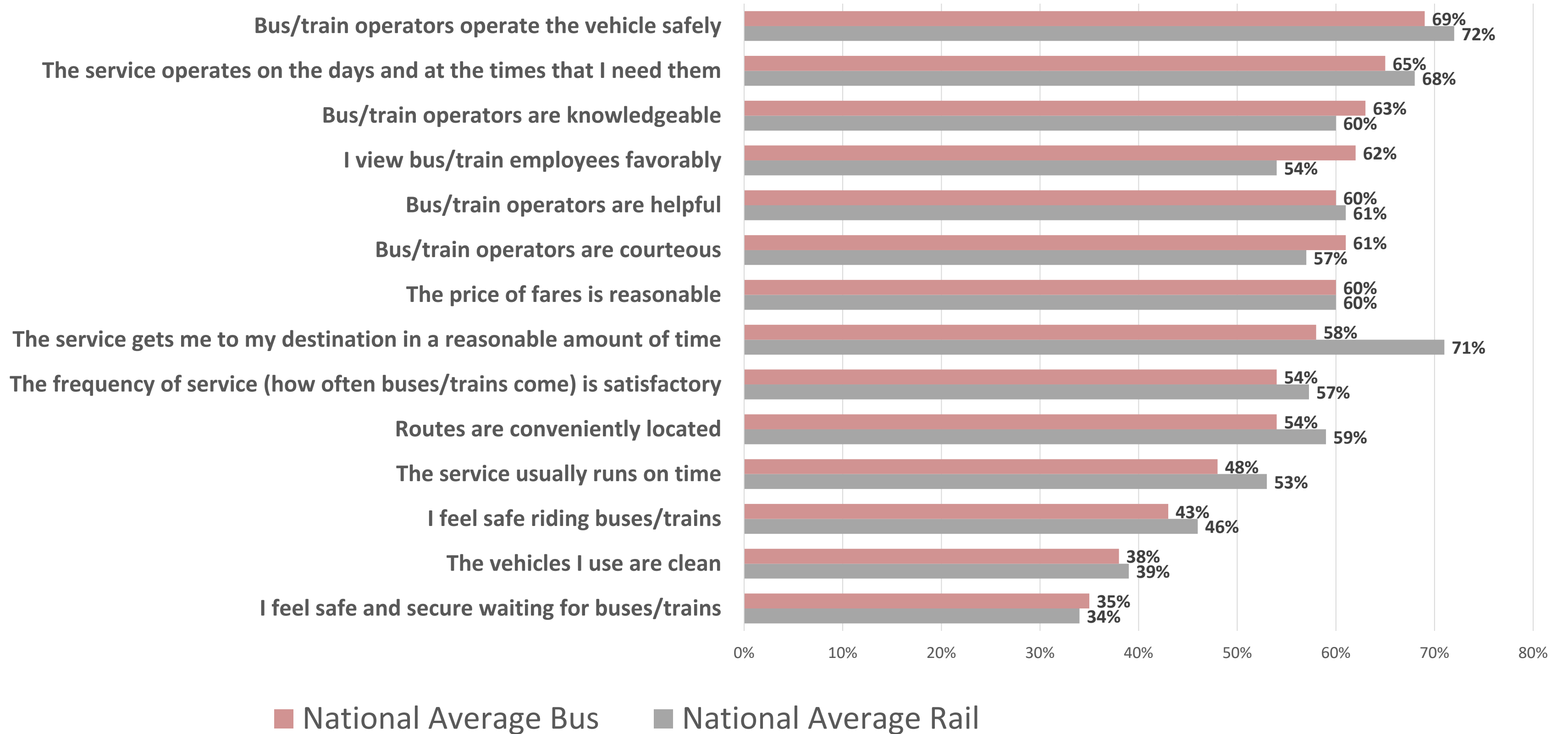


I feel safe & secure riding the bus/train

■ Bus ■ BRT ■ Rail ■ National Average Rail ■ National Average Bus



Level of Agreement - National Average





Level of Agreement – Fixed Bus- Top 3 Responses



Fixed Route Bus

Buses operate on the days & at the times that I need them

84%

65%

RTA maintains & operates vehicles safely

84%

69%

Bus routes are conveniently located for me

86%

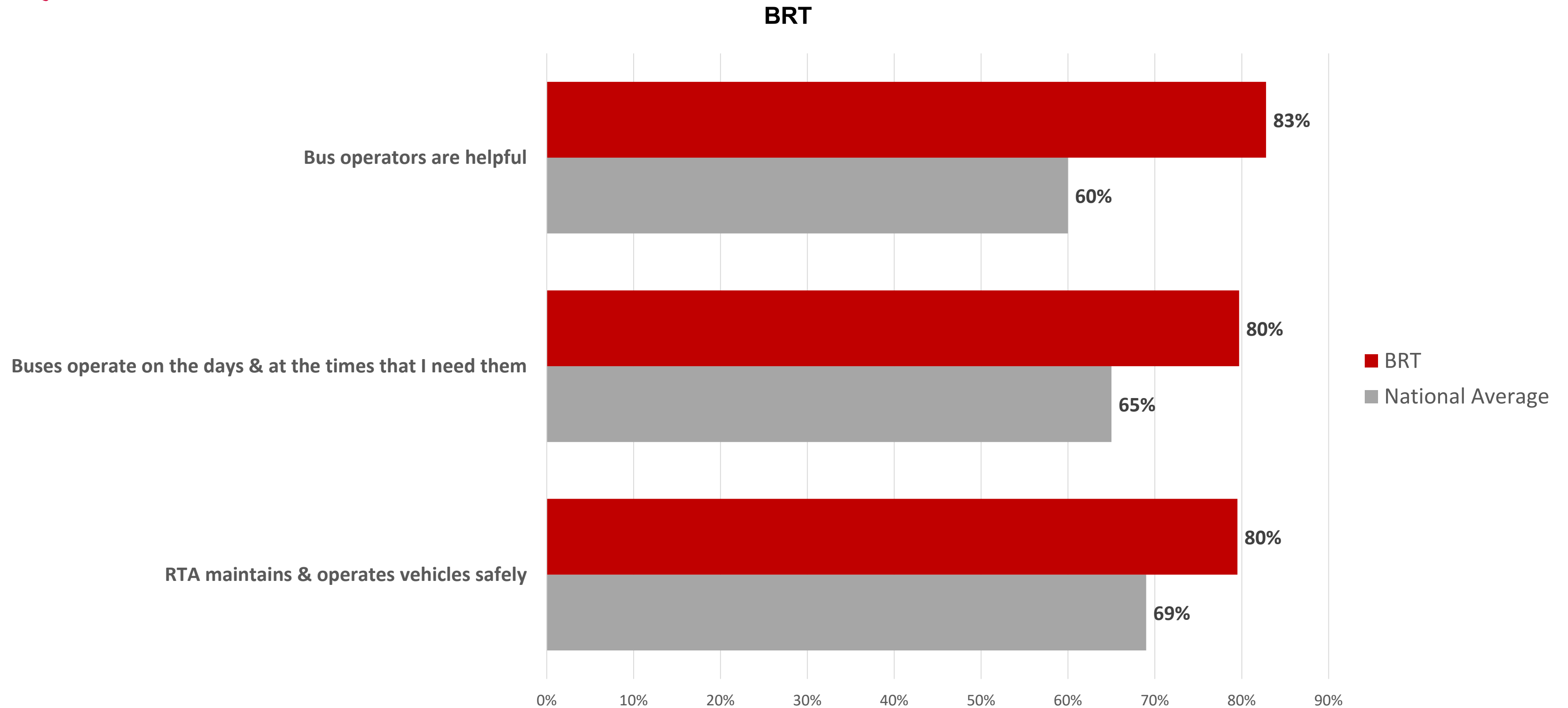
54%

■ Fixed Bus
■ National Average

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Level of Agreement- BRT- Top 3 Responses

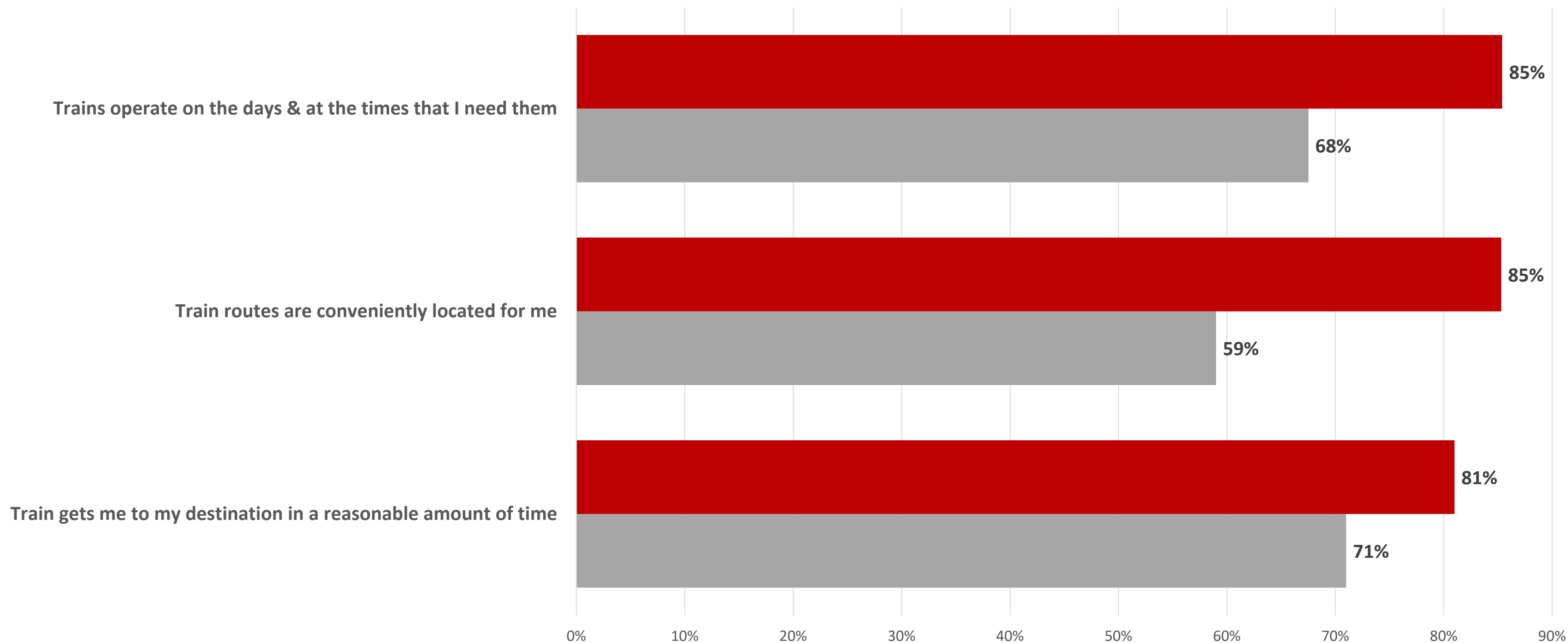




Level of Agreement- Rail- Top 3 Responses



Rail

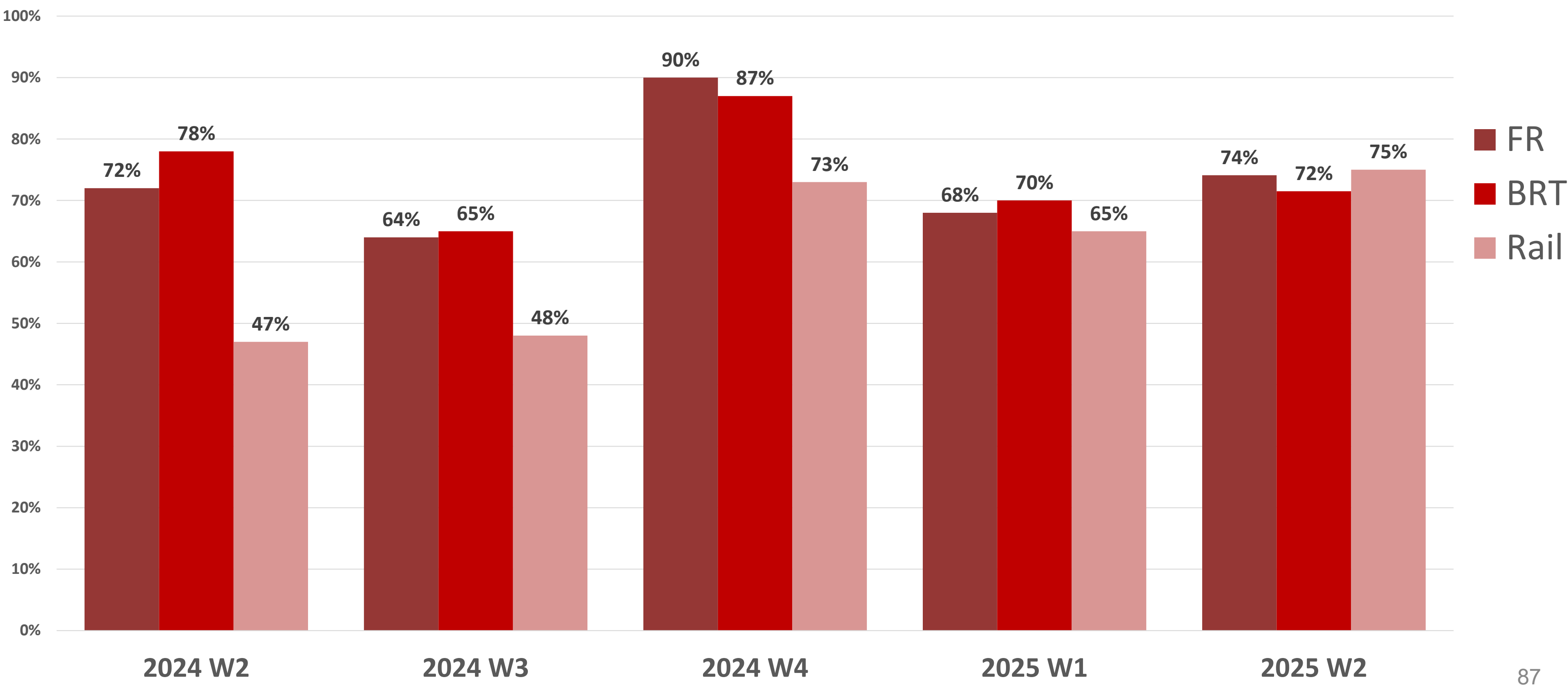


Trends



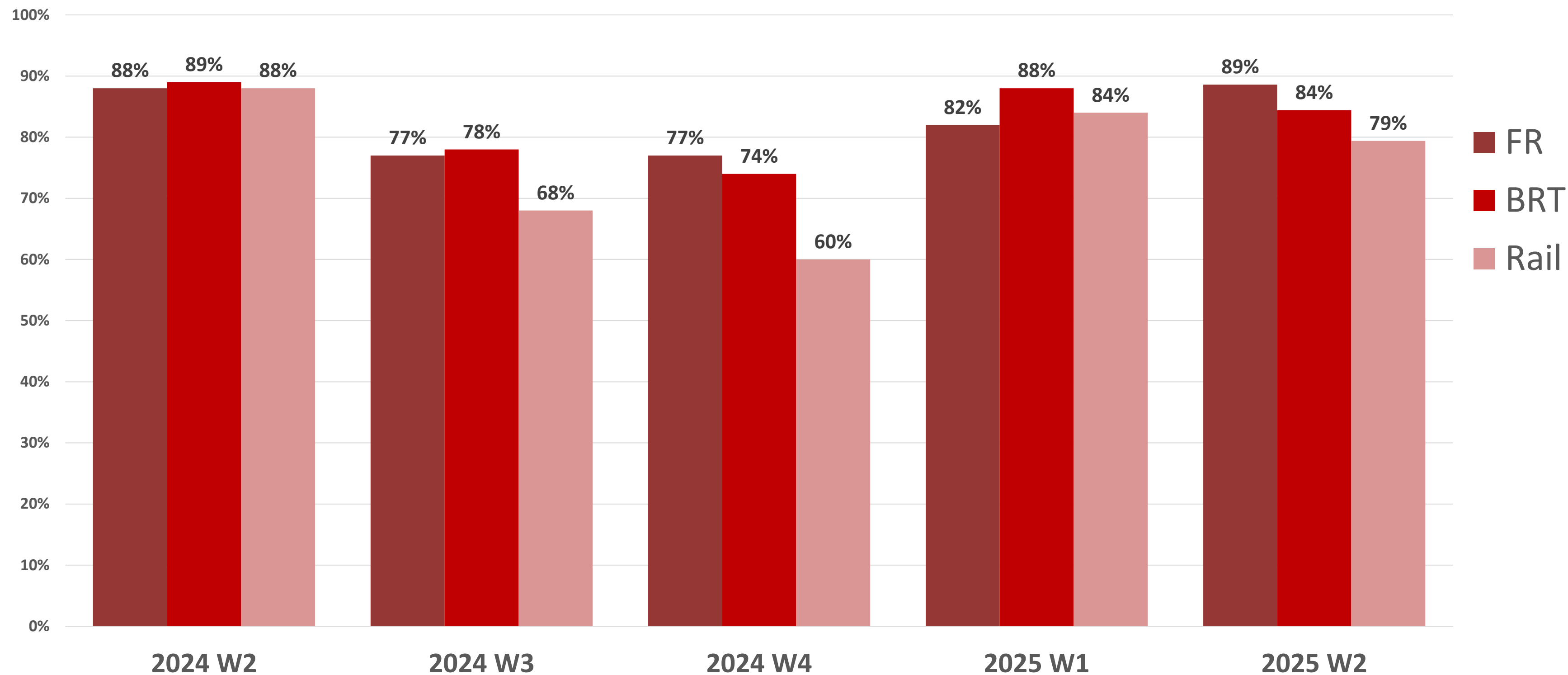
Satisfaction

How satisfied are you with the overall bus/train service?



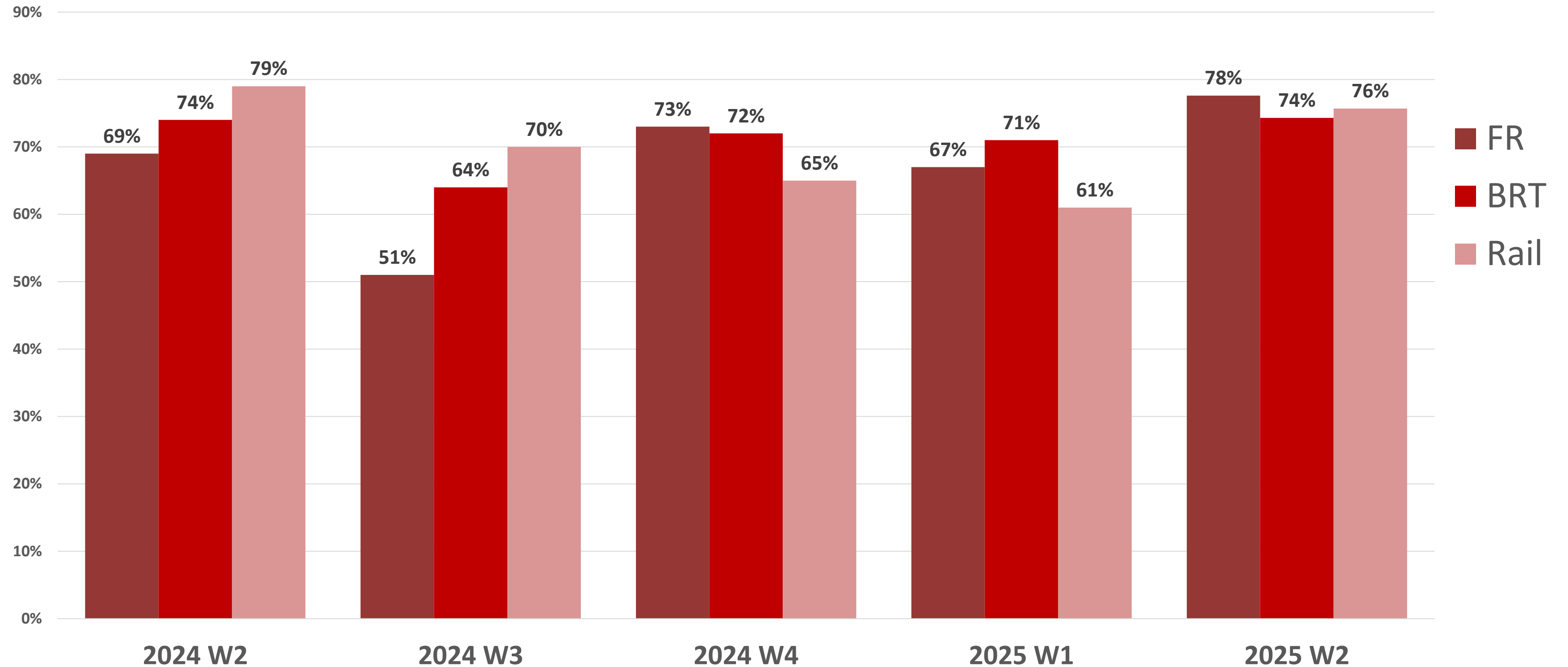
Community Value

RTA system provides value to the community

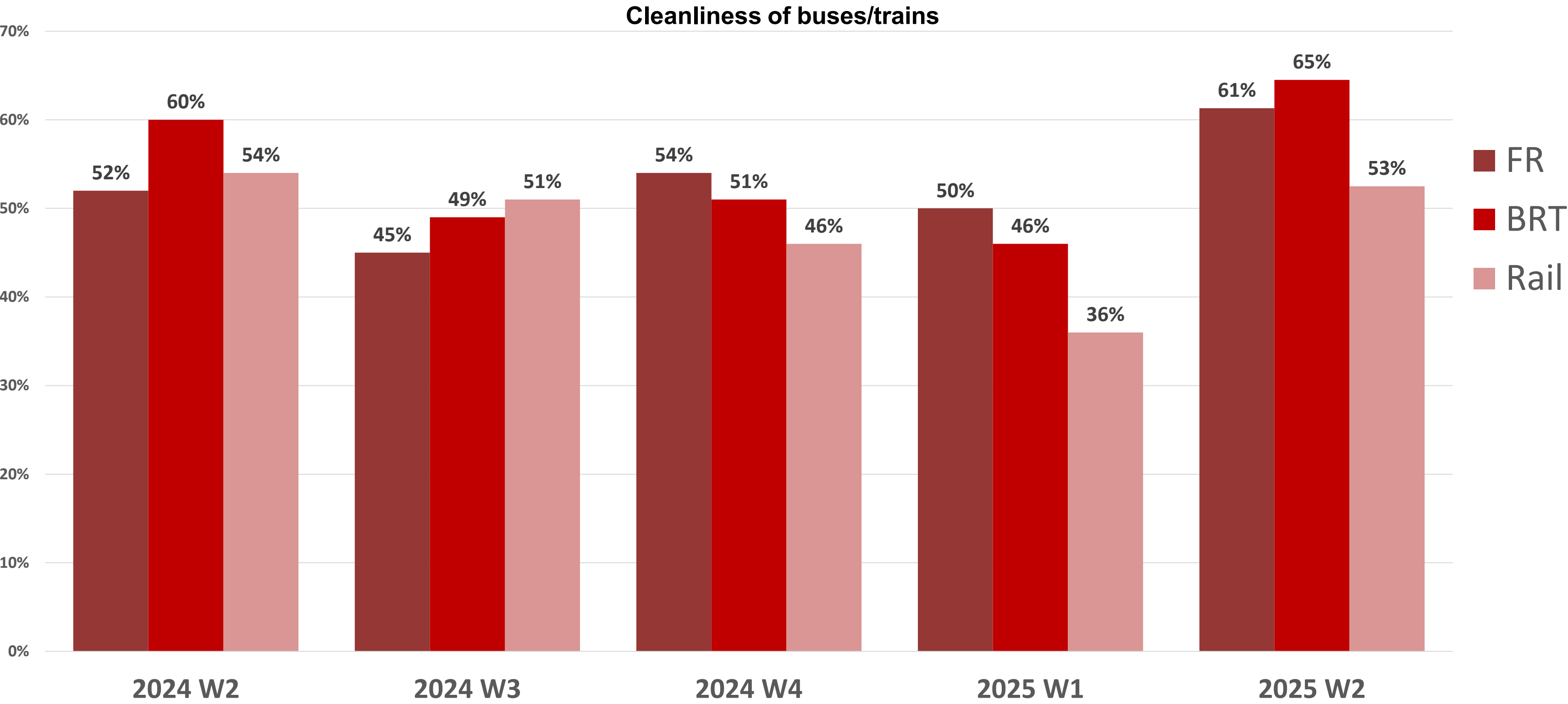


On-Time Performance

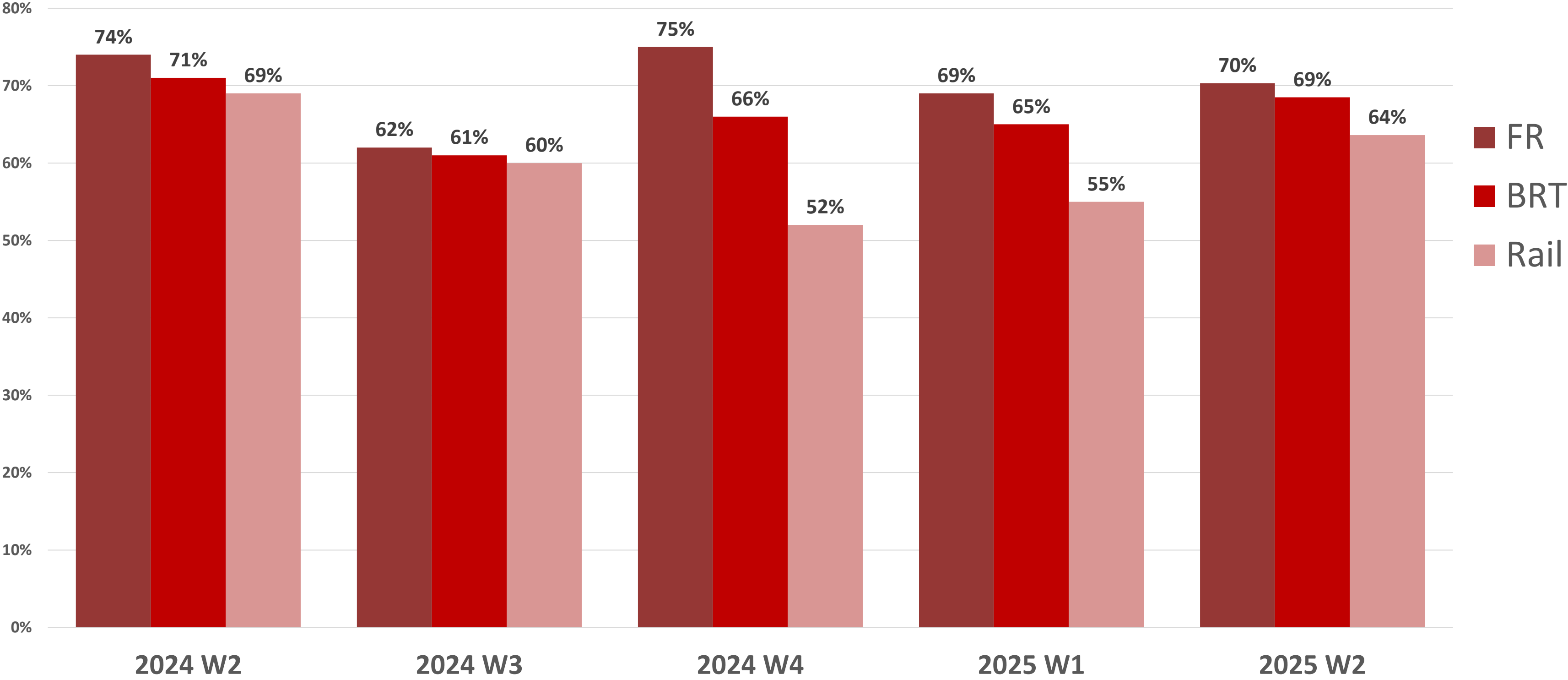
The bus/train usually runs on time



Cleanliness



Bus/Train Safety while riding



Paratransit





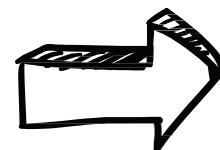
Paratransit Results Overview

Over 2 out of 3 customers, (70%), who contacted RTA had their issues resolved.

76% of customers would recommend riding RTA paratransit

90% are satisfied with the overall performance of RTA's Paratransit services.

Customers MOST OFTEN agree...



I feel safe when boarding a vehicle (95%)



I feel safe when riding the vehicle (94%)

Top Most Important Elements of Paratransit service to customers

1. Safety while riding
2. Timely service
3. Vehicle Cleanliness
4. Safe while boarding

Customer Characteristics

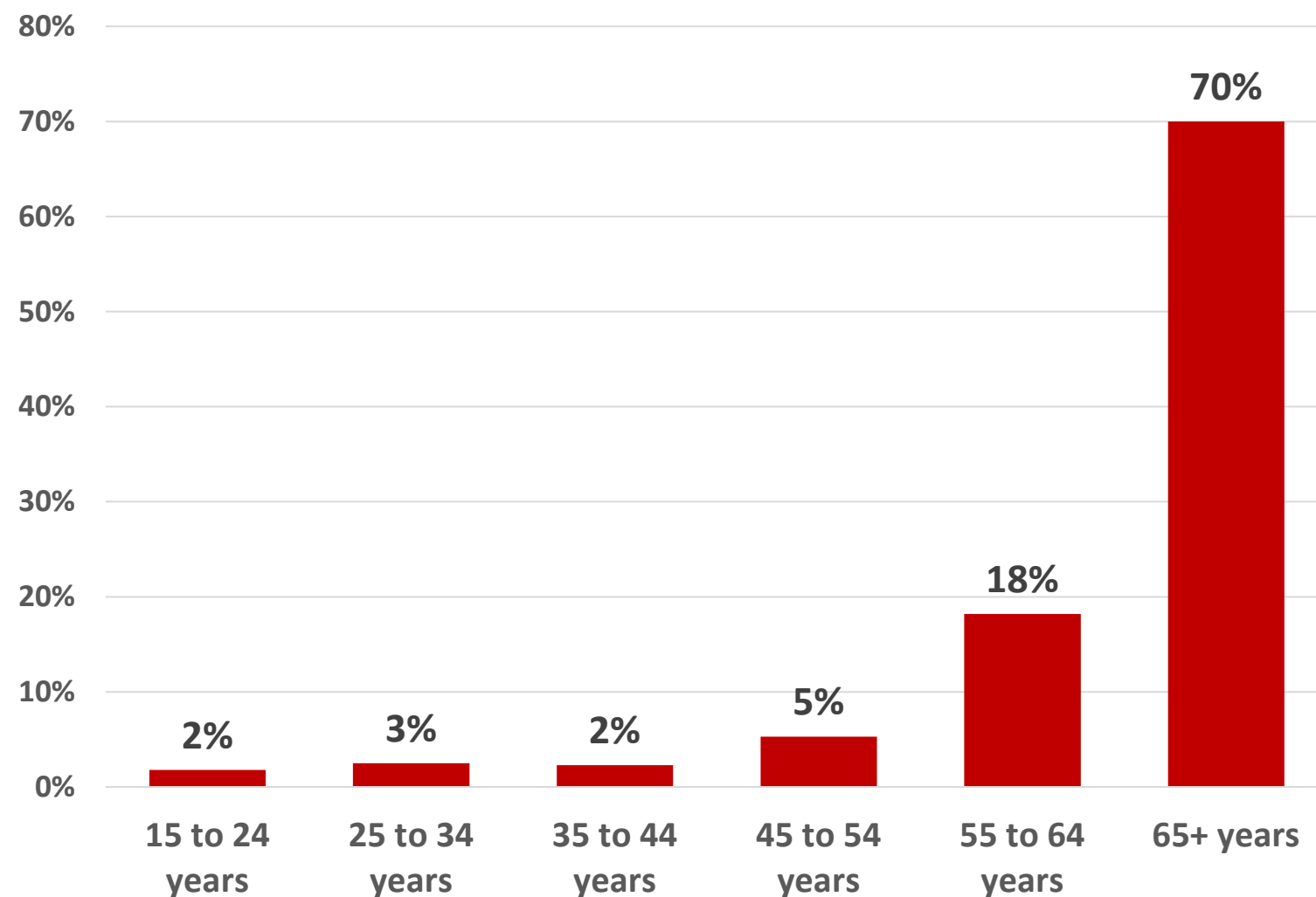
Paratransit Service



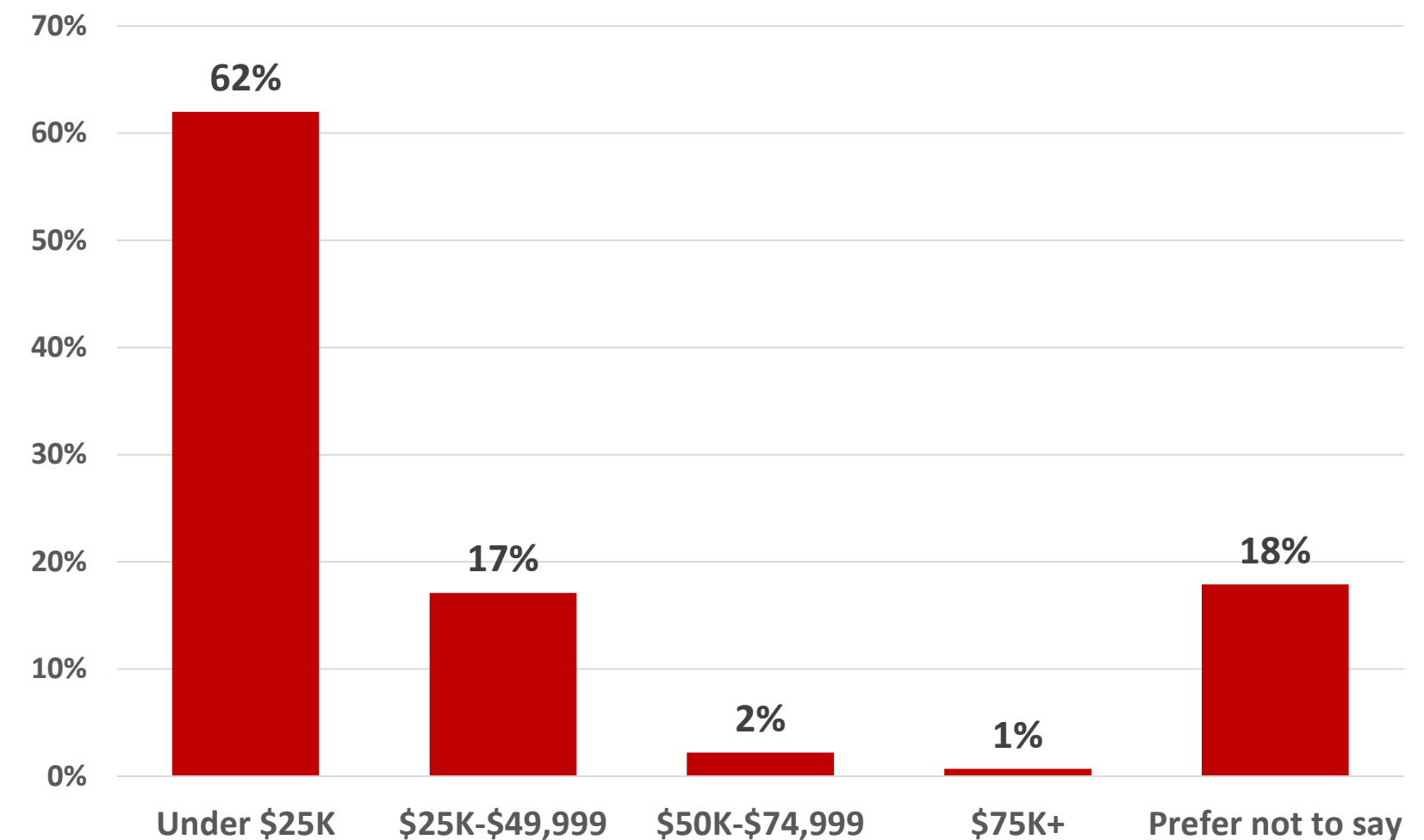
Customer Characteristics

- 70% of Paratransit customers are 65+ years old
- 62% of respondents make less than \$25,000

What is your age?



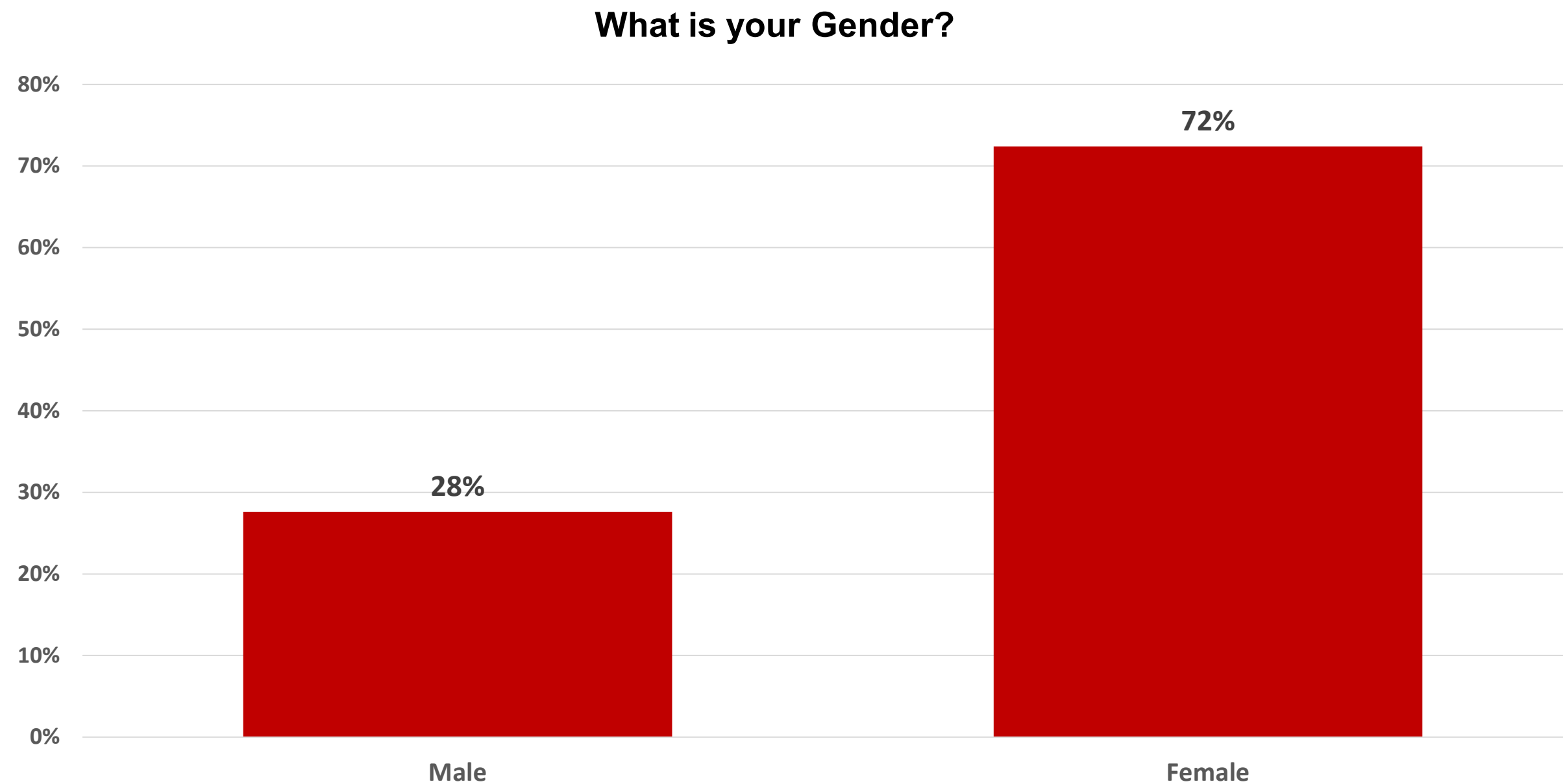
What category best describes your total annual household income?





Customer Characteristics

- 72% of Paratransit customers are Female.

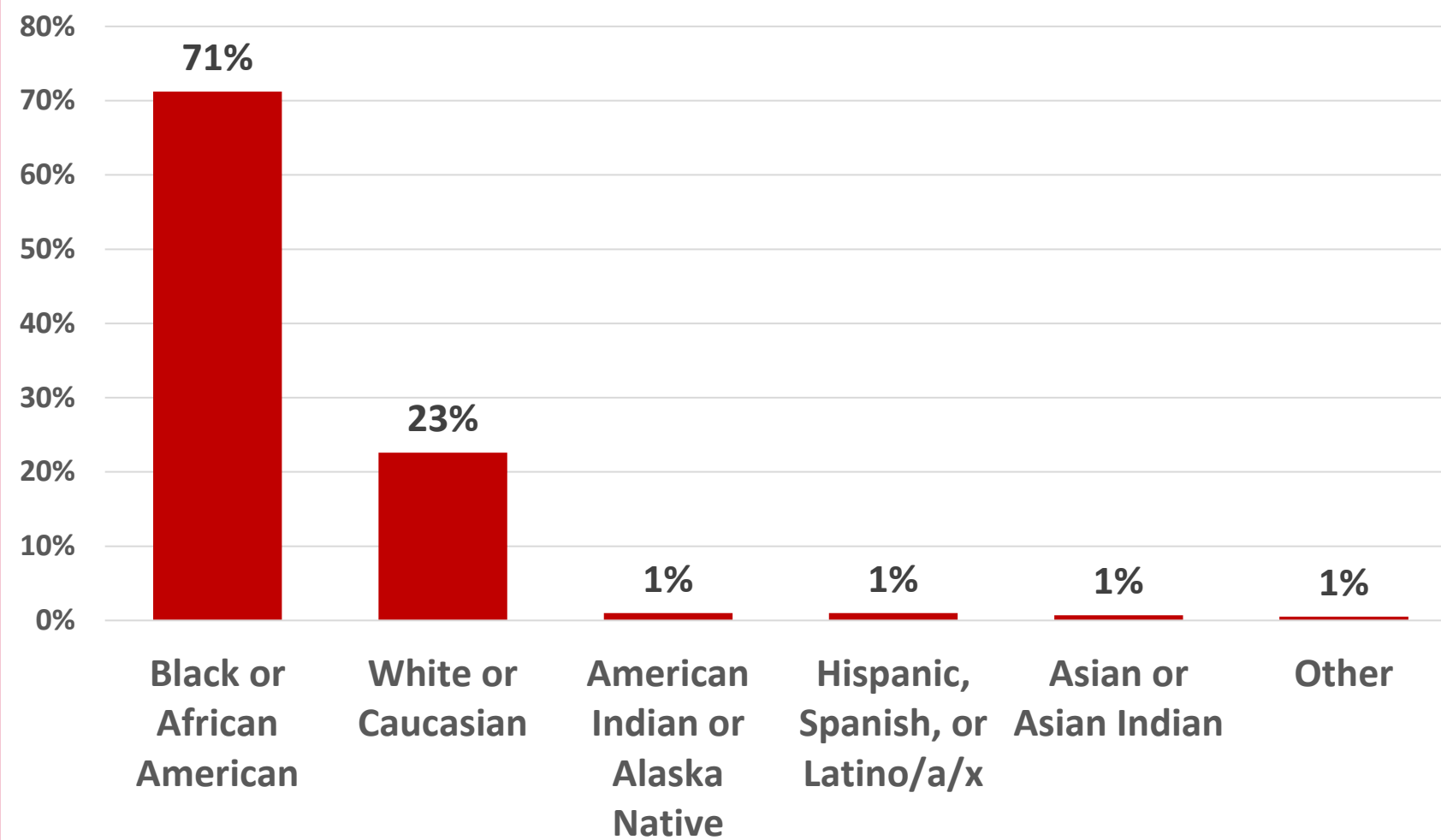




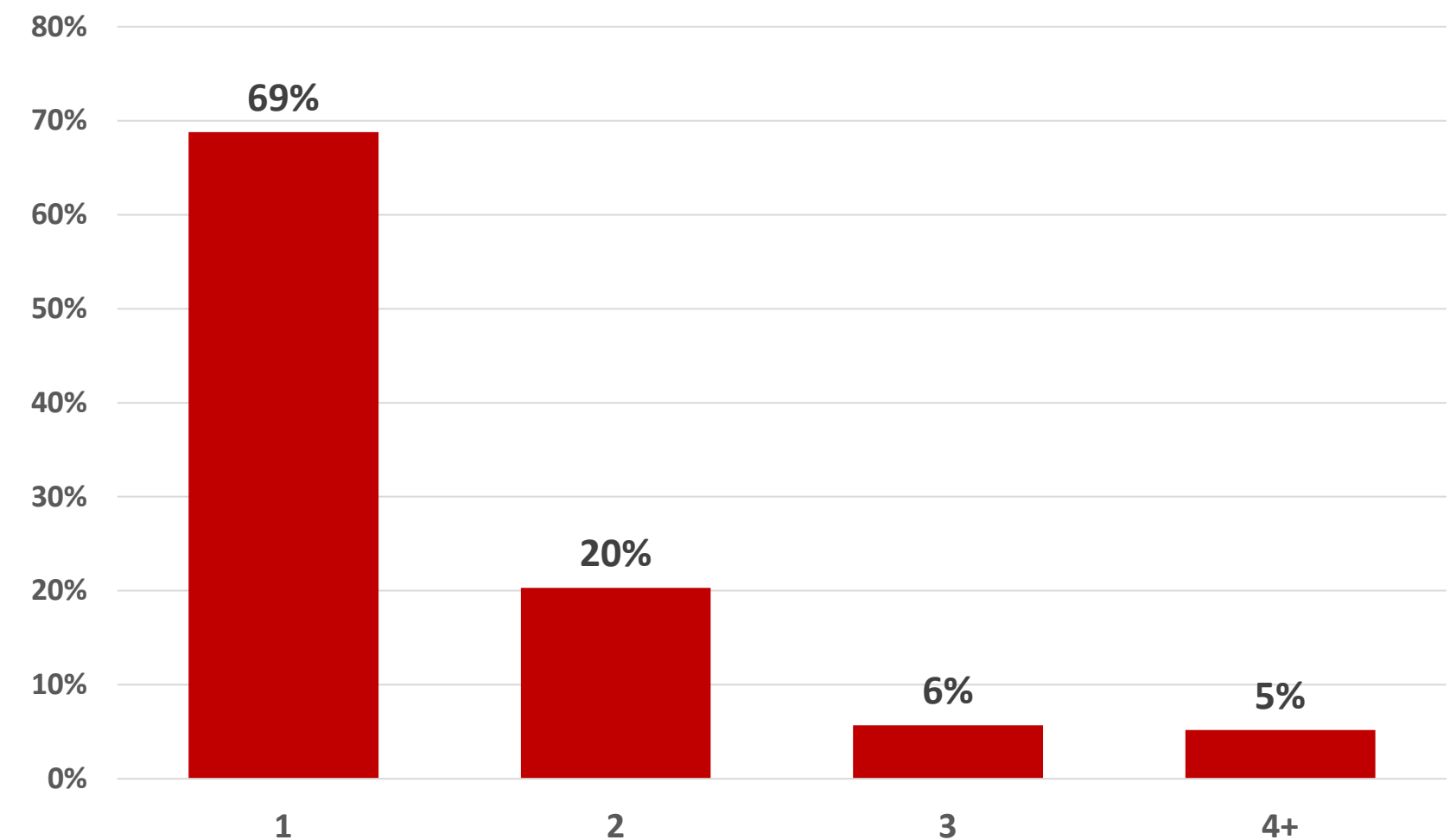
Customer Characteristics

- 71% of Paratransit customers are Black/African American, and 69% live alone

What is your race/ethnicity?



Including yourself, how many people live in your household?

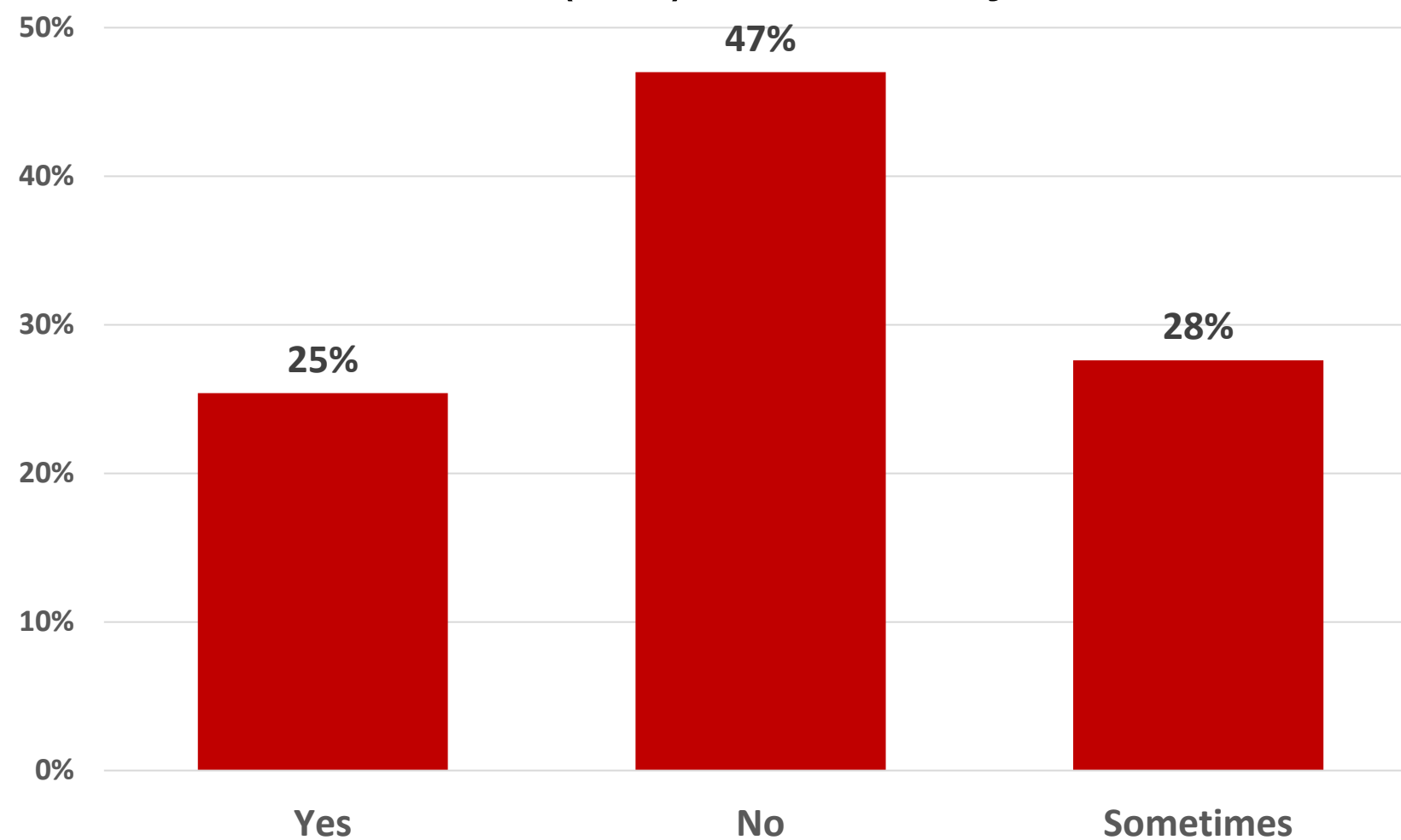




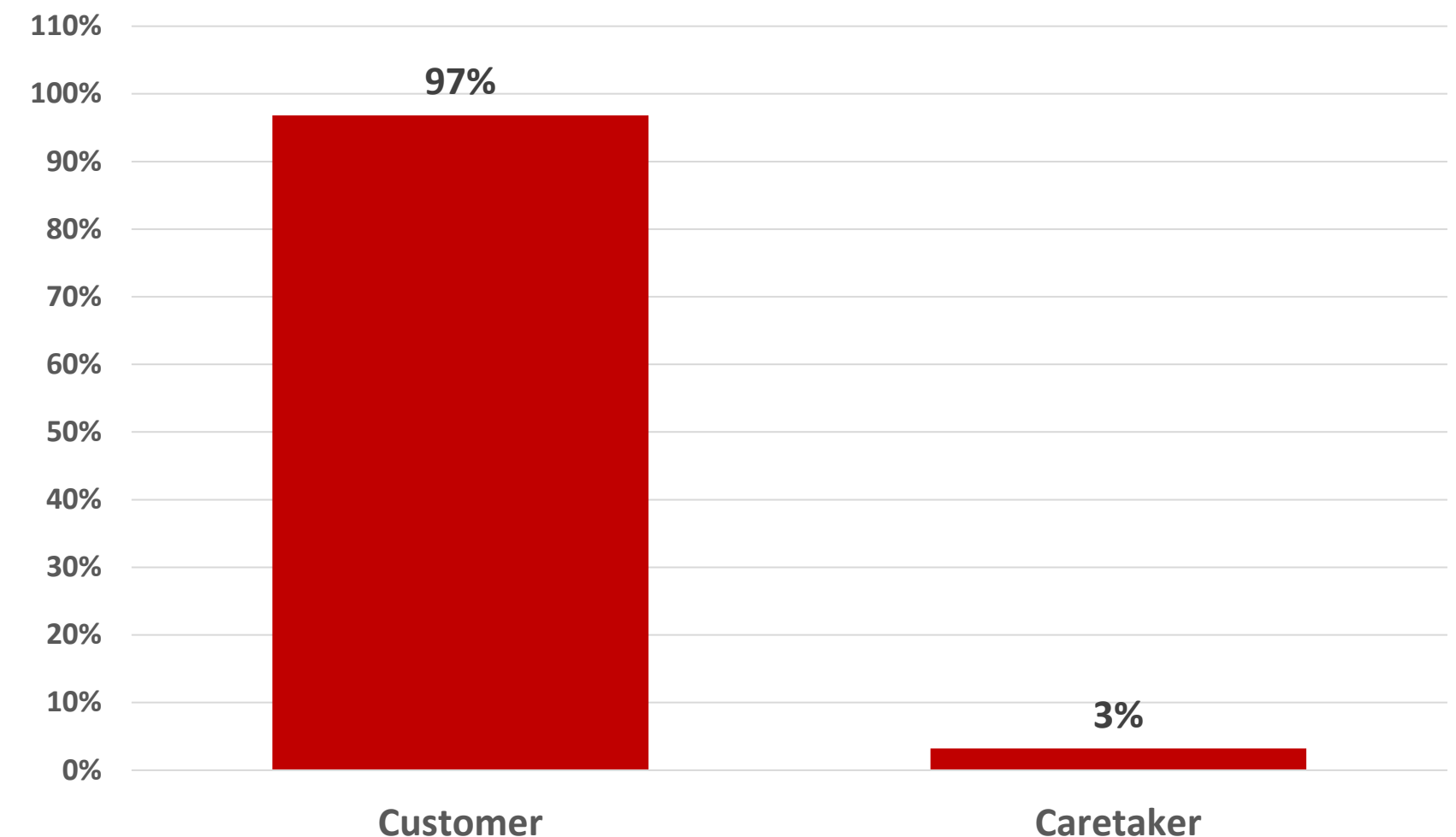
Customer Characteristics

- 25% of Paratransit customers always require a PCA and 28% sometimes do.

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



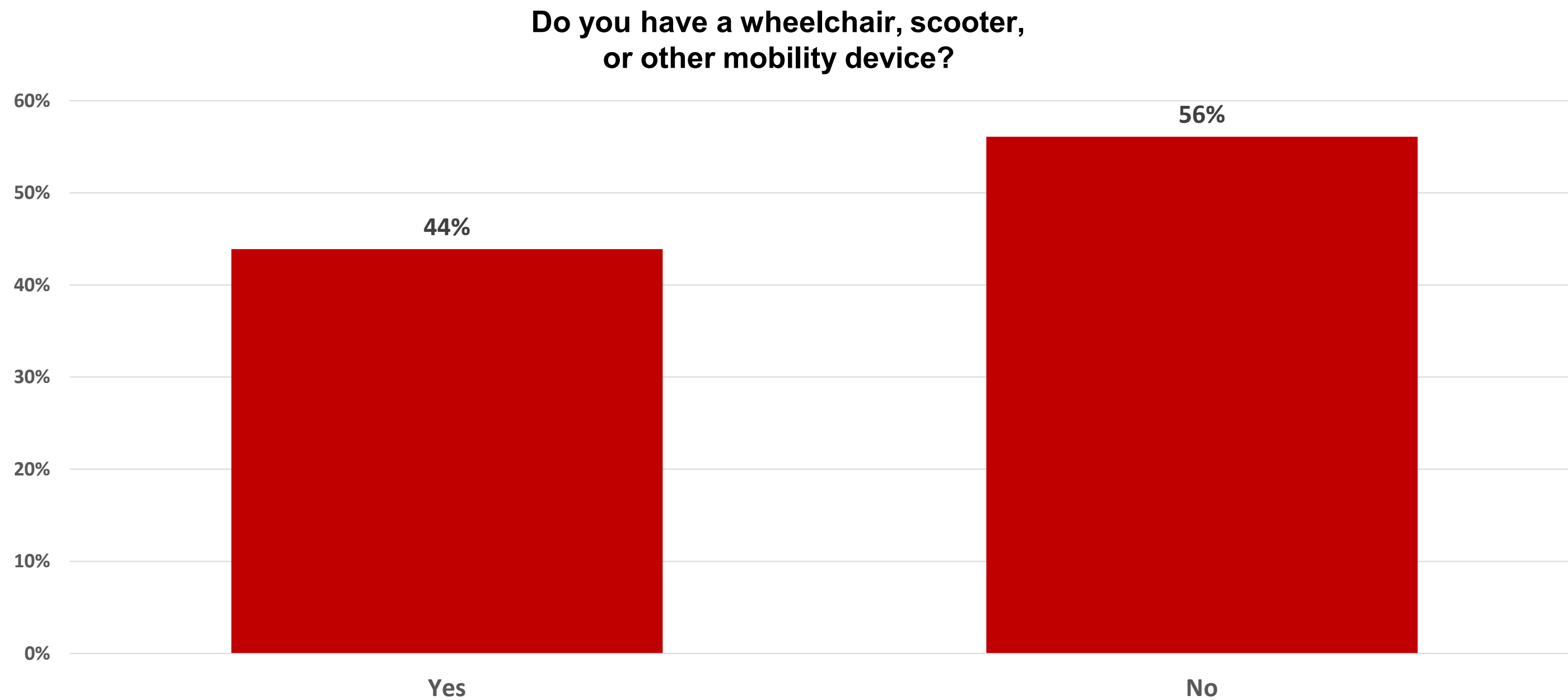
Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?





Customer Characteristics

- 44% of Paratransit customers have a mobility device

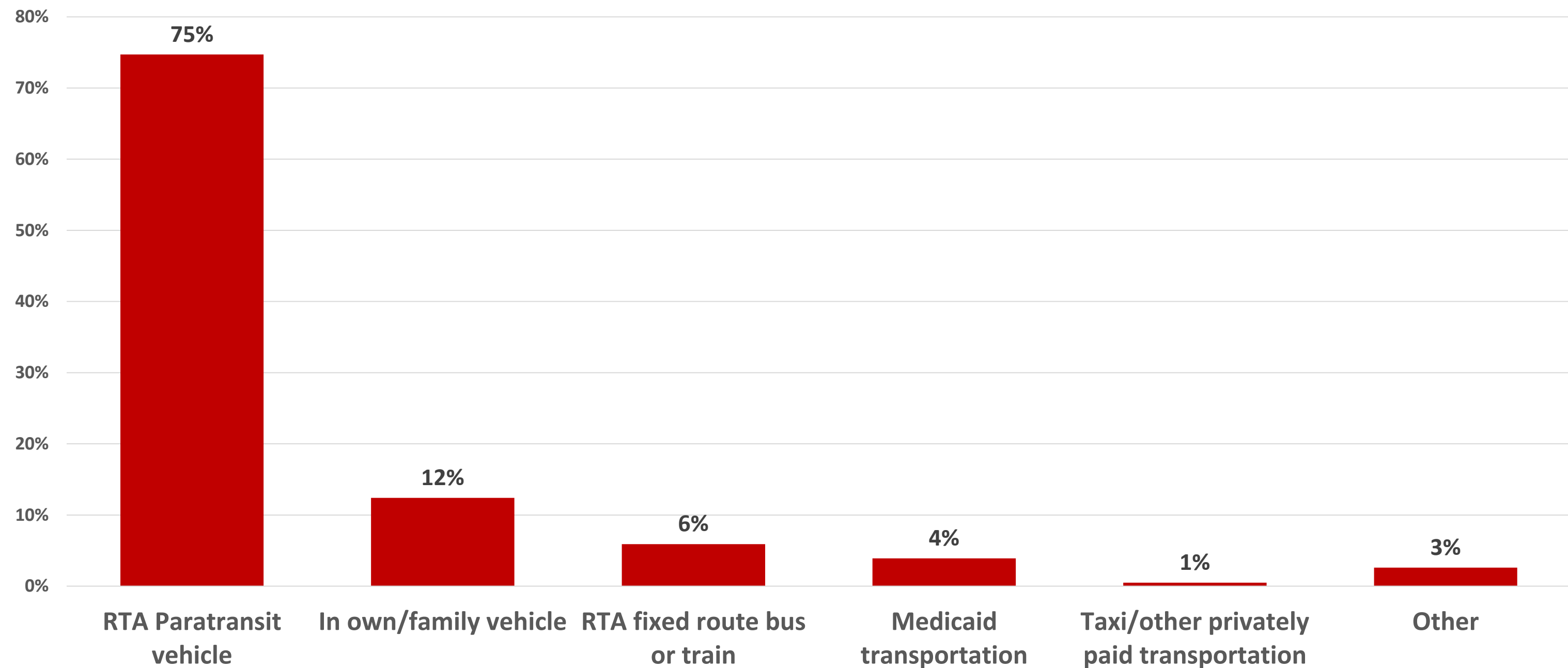




Trip Mode

- 75% of Paratransit customers use Paratransit vehicles to make most of their trips.

How do you take most of your trips?

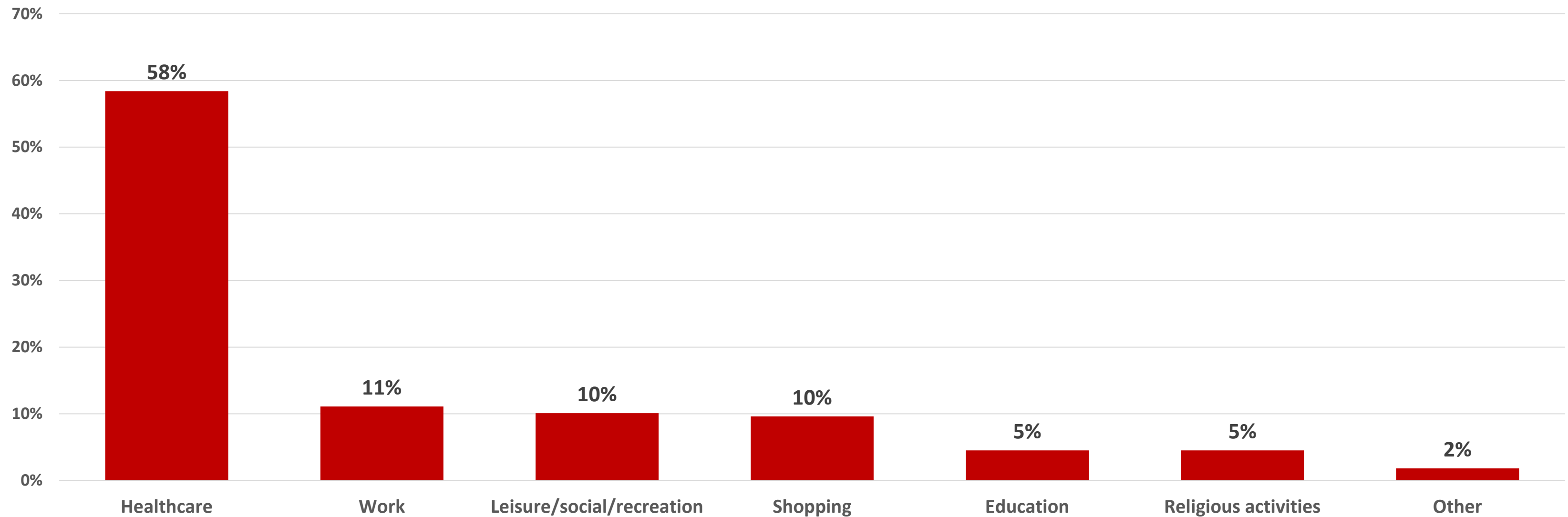




Trip Purpose

- 58% of Paratransit customers use Paratransit most often for healthcare.

What type of trip do you take most often on RTA Paratransit

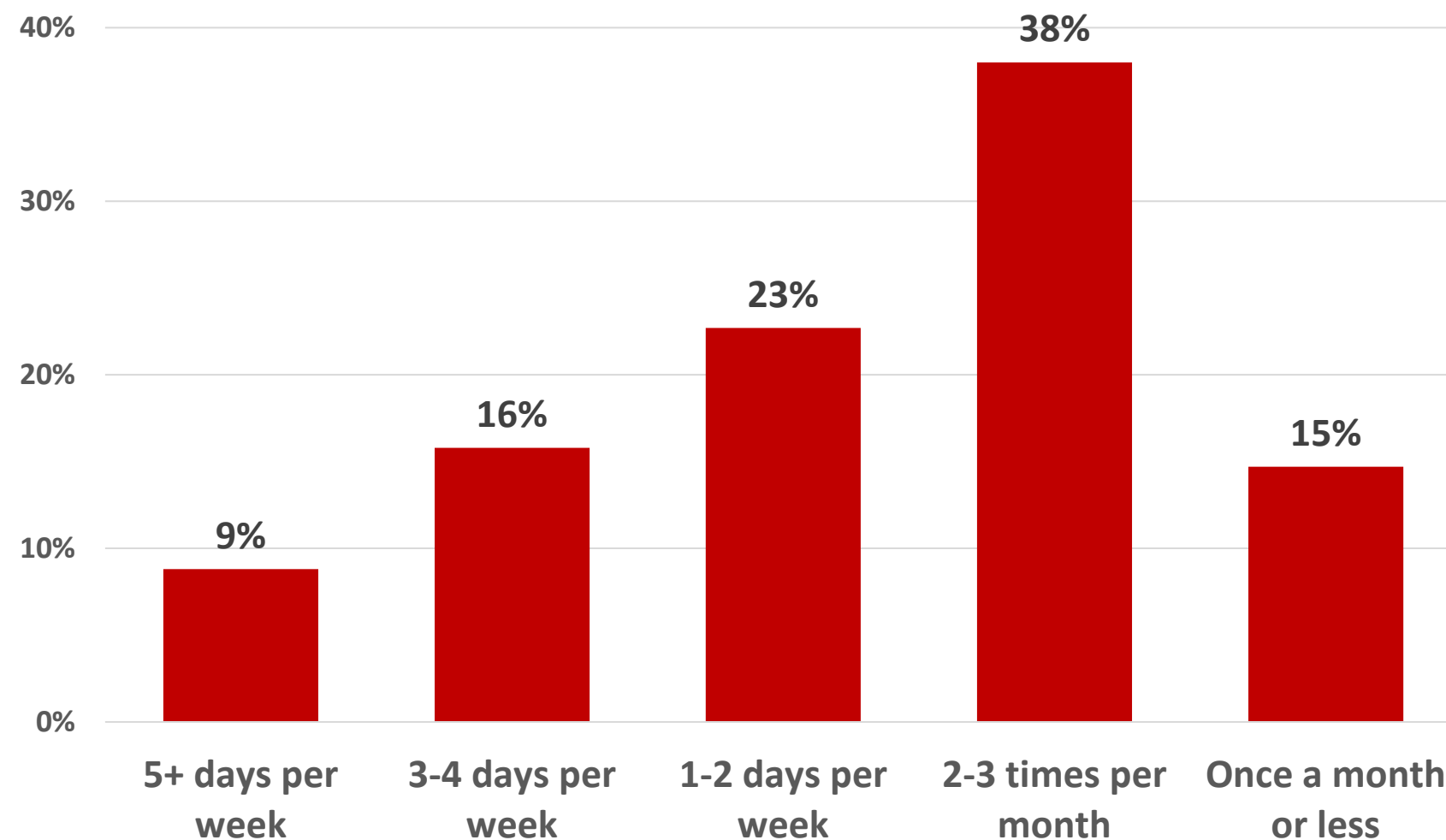




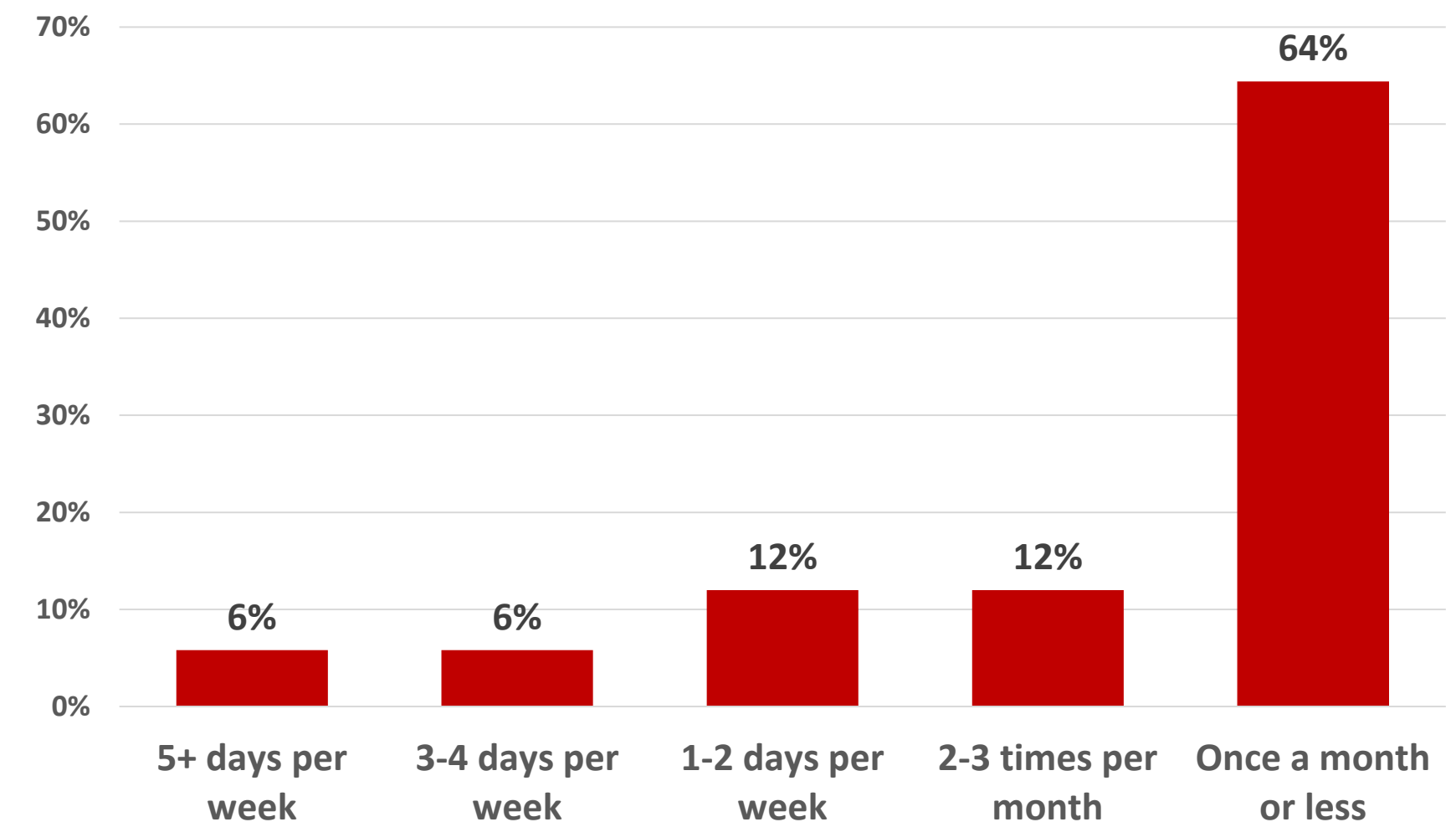
Trip Frequency

- 38% of Paratransit customers take Paratransit 2-3 times per month.
- 64% of Paratransit customers ride other RTA services once a month or less.

How often do you take RTA Paratransit Trips?



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

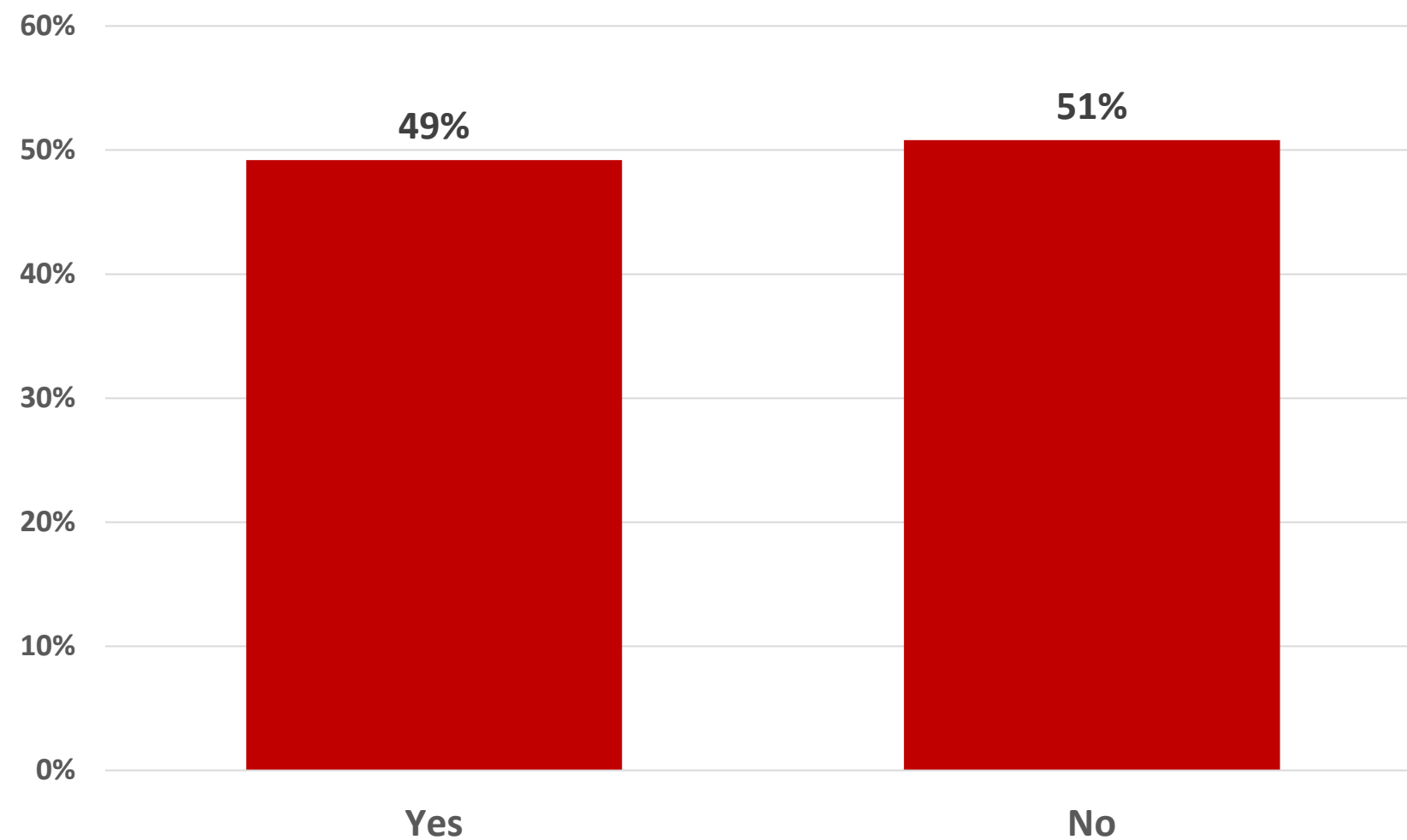




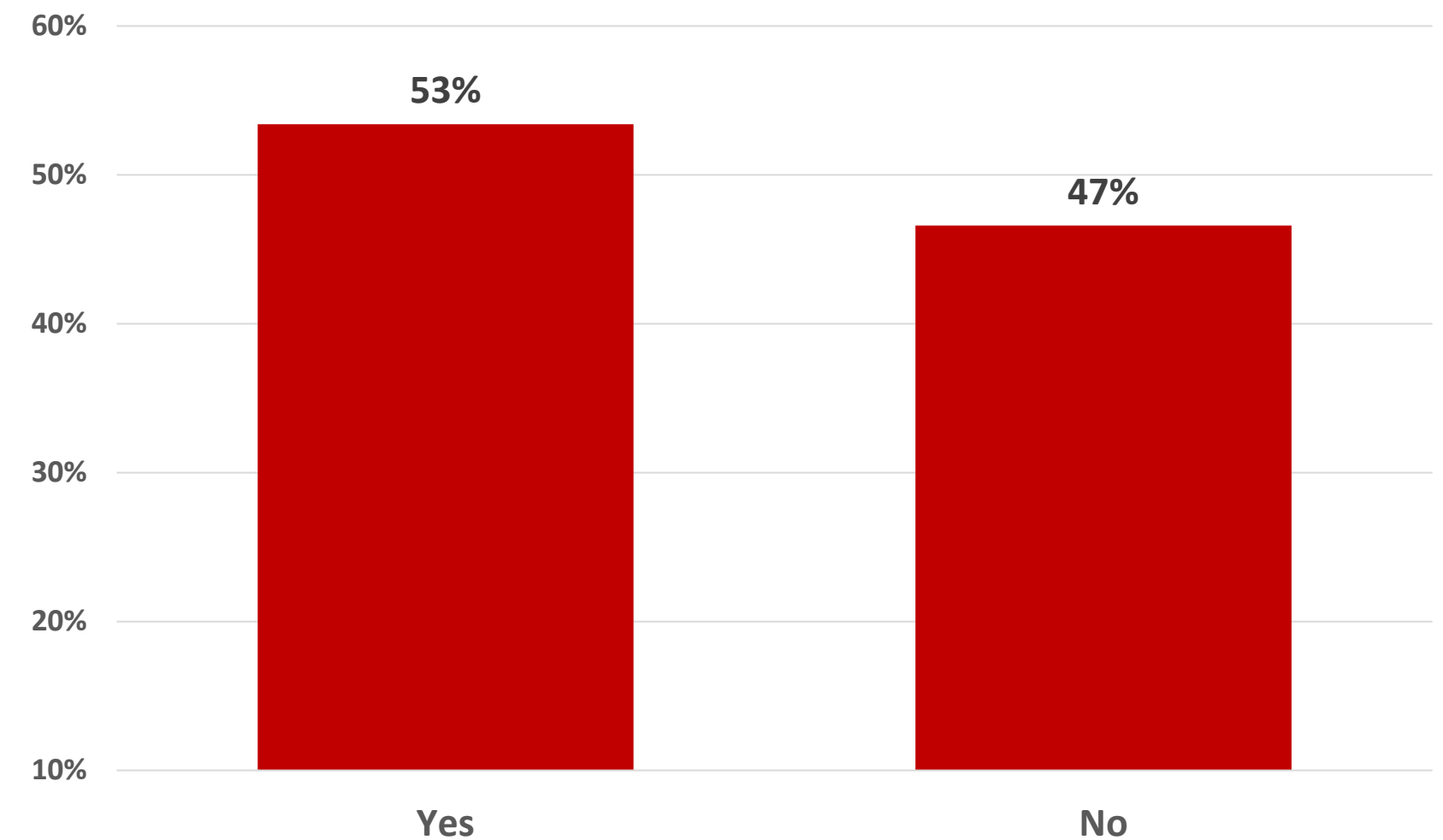
Policy Questions

- 49% of respondents would consider a free fixed route or train ride with a travel trainer.
- 53% of respondents are aware of the Senior/Disabled fare for ADA customers.

Would you consider taking a free ride on RTA fixed route bus or train escorted by an 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?

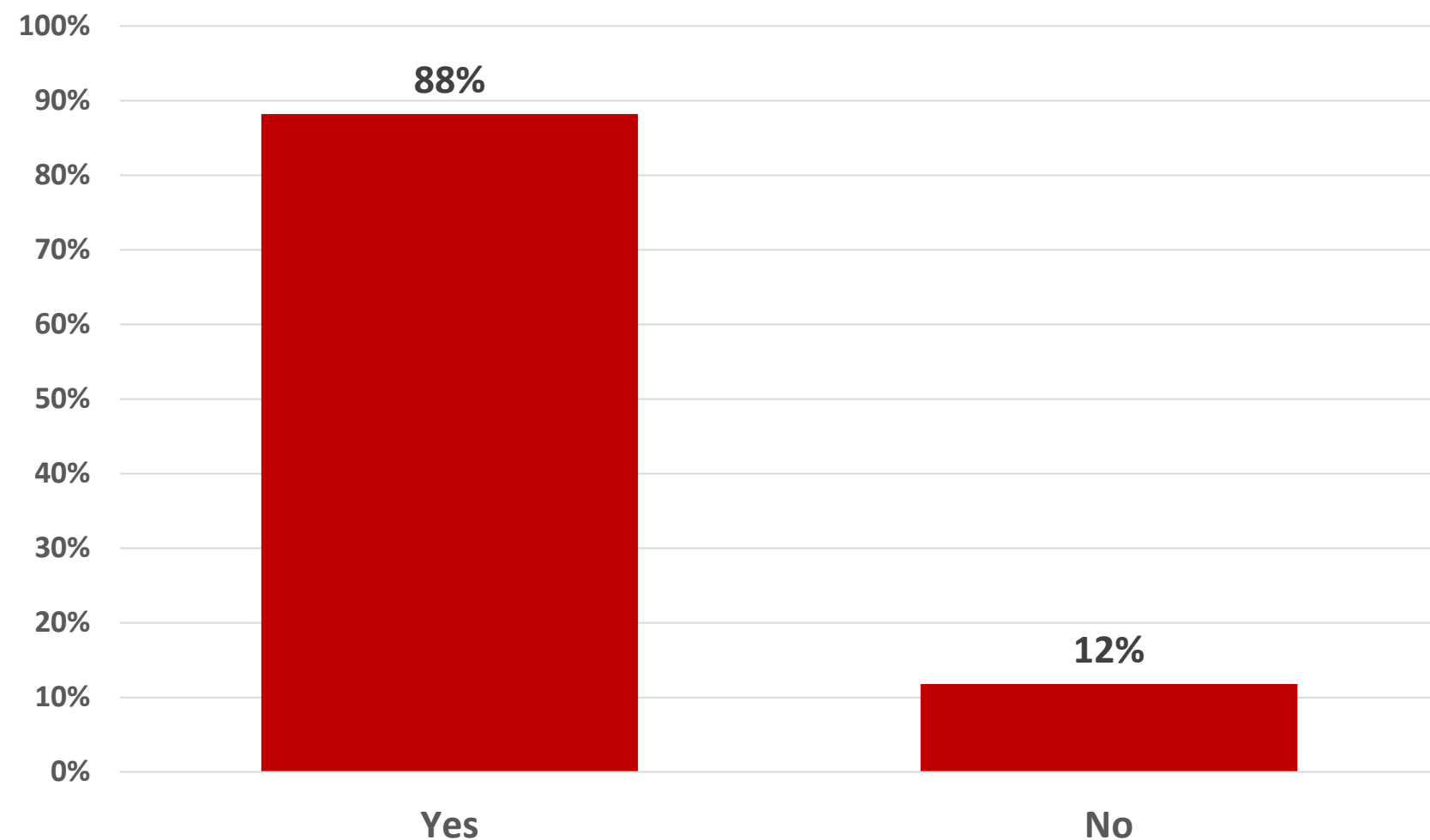




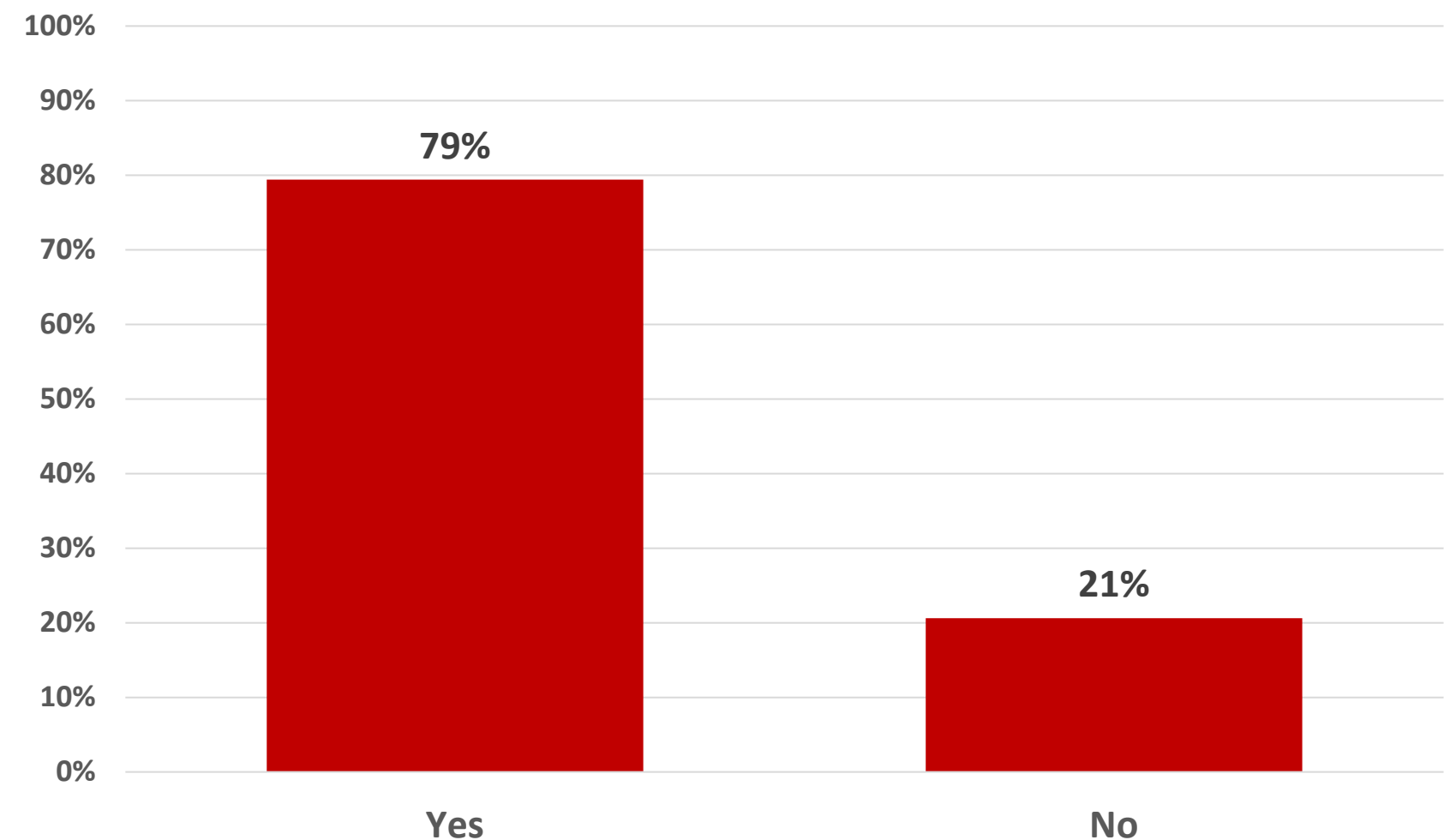
Policy Awareness

- 88% of respondents are aware of the No-Show policy.
- 79% of respondents are aware of the pickup window.

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 pickup window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pickup time?



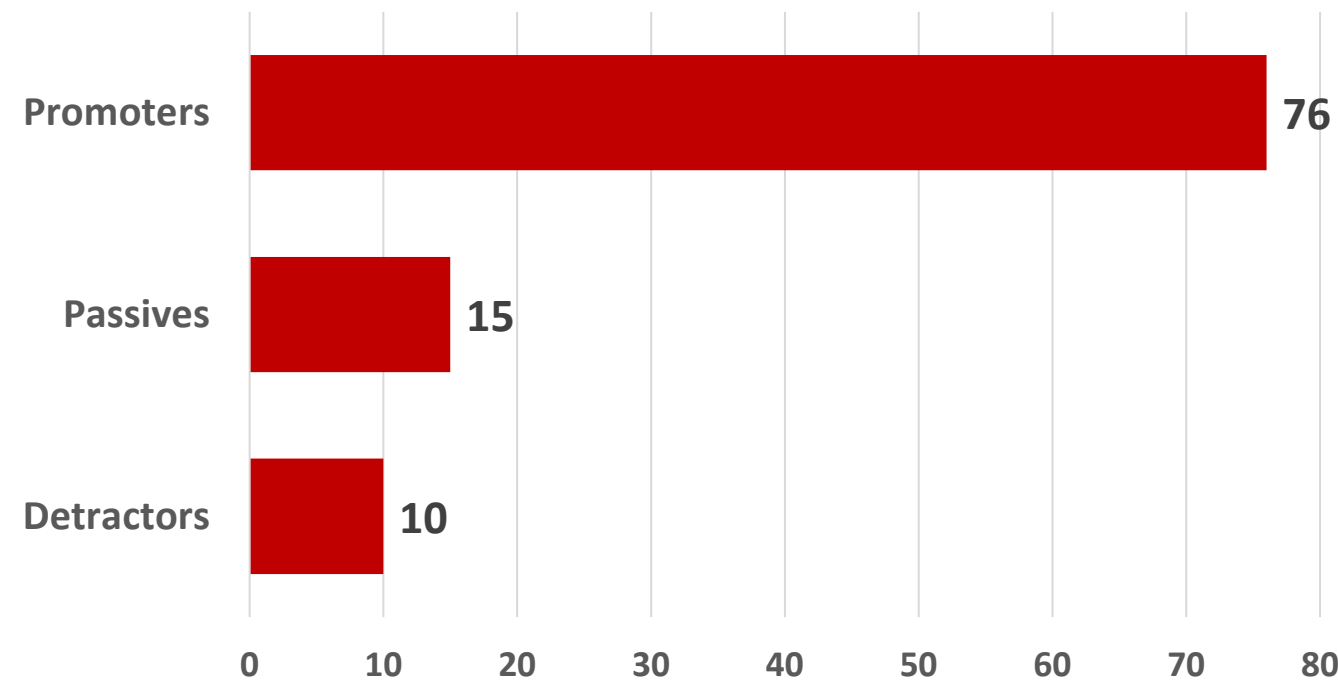
Customer Impressions

Paratransit Service

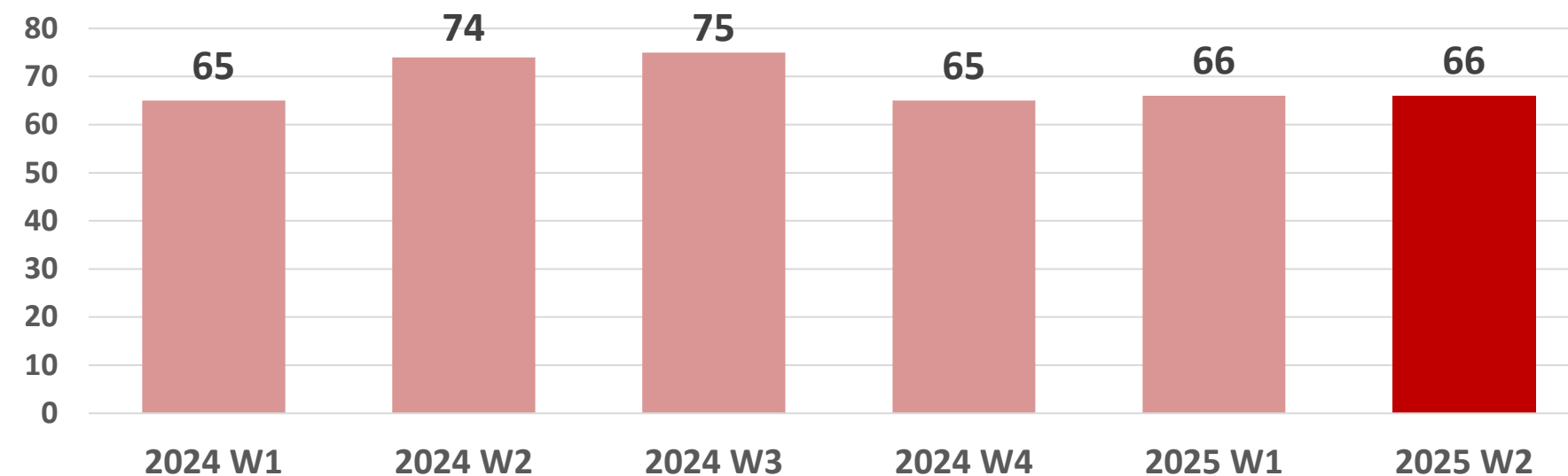


Net Promoter Score (NPS) *Paratransit*

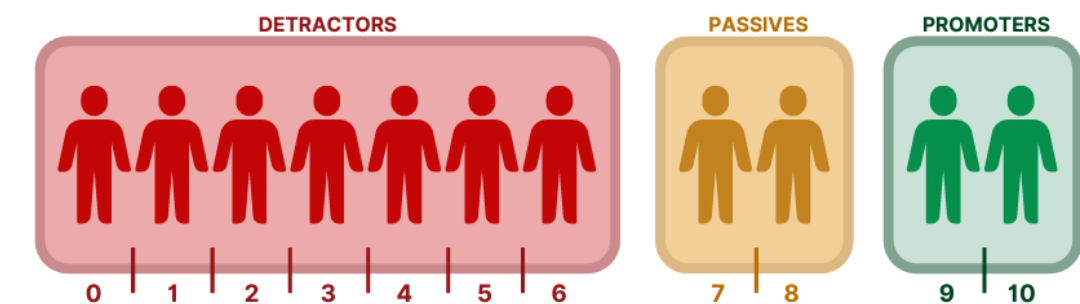
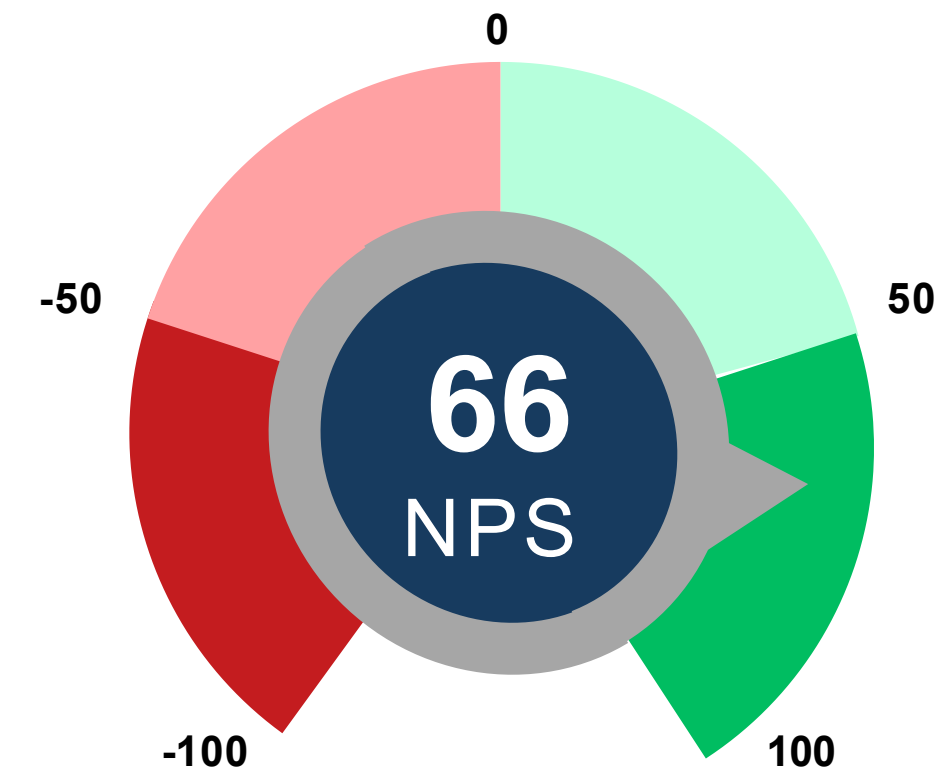
All things considered, how likely would you be to recommend riding RTA paratransit to a friend or neighbor?



Net Promoter Score



RTA's Paratransit NPS did not change since Wave 1 staying at 66 through Wave 2.



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$

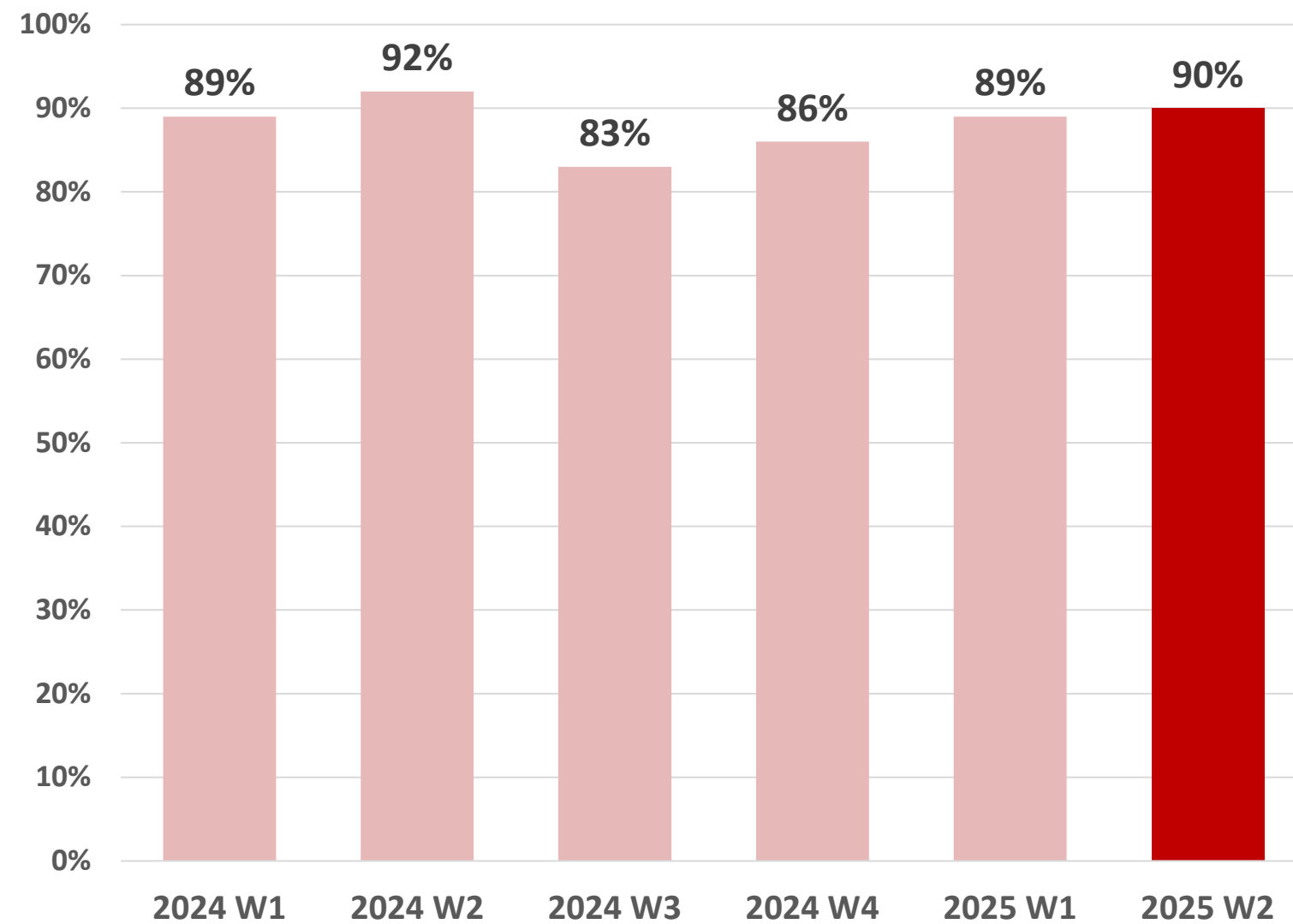


Paratransit Satisfaction



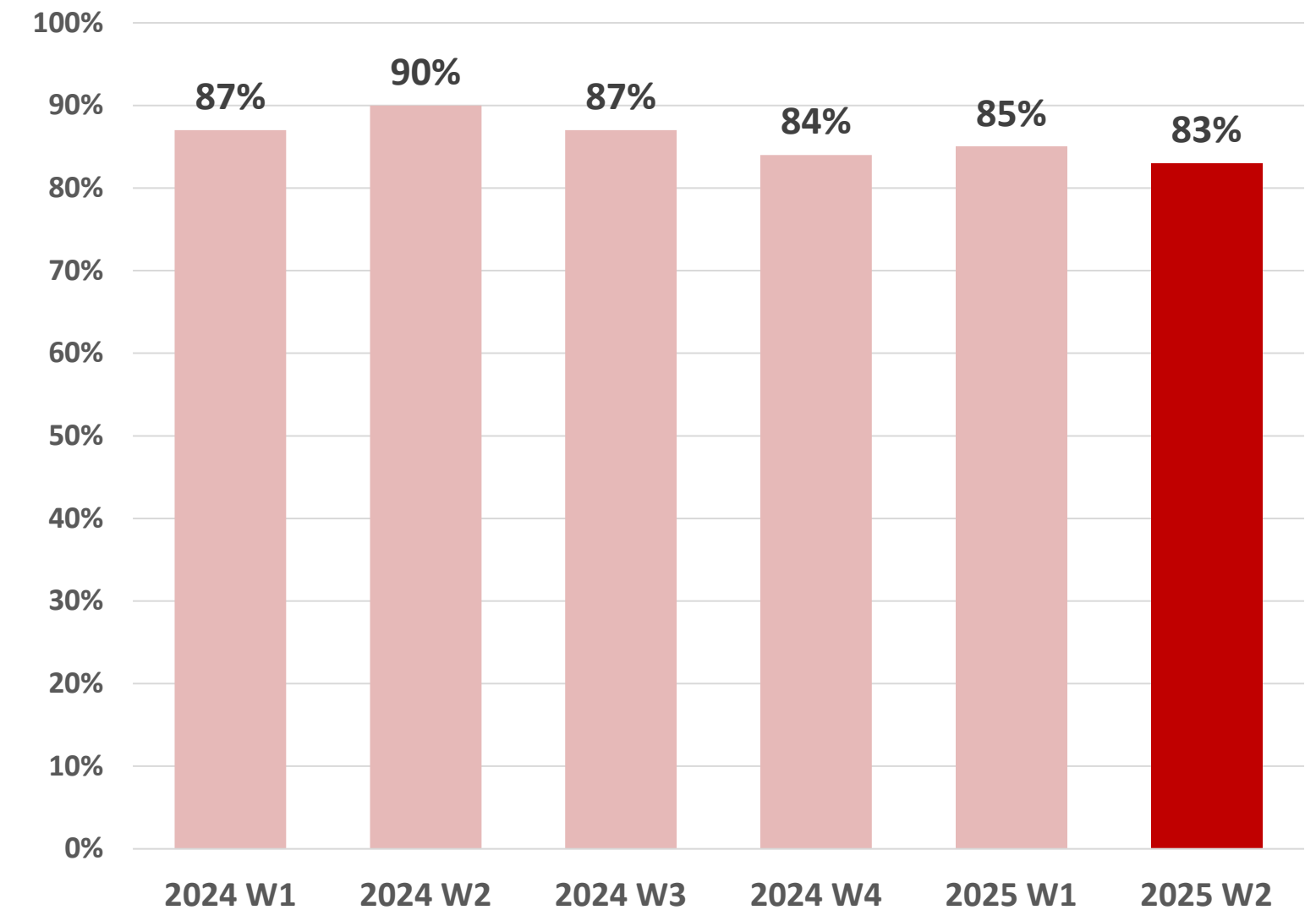
- 90% of respondents are satisfied with the overall quality of RTA Paratransit service.
- 83% of respondents view RTA employees favorably.

Overall Satisfaction with Paratransit Service



How satisfied are you with the overall quality of the RTA Paratransit service?

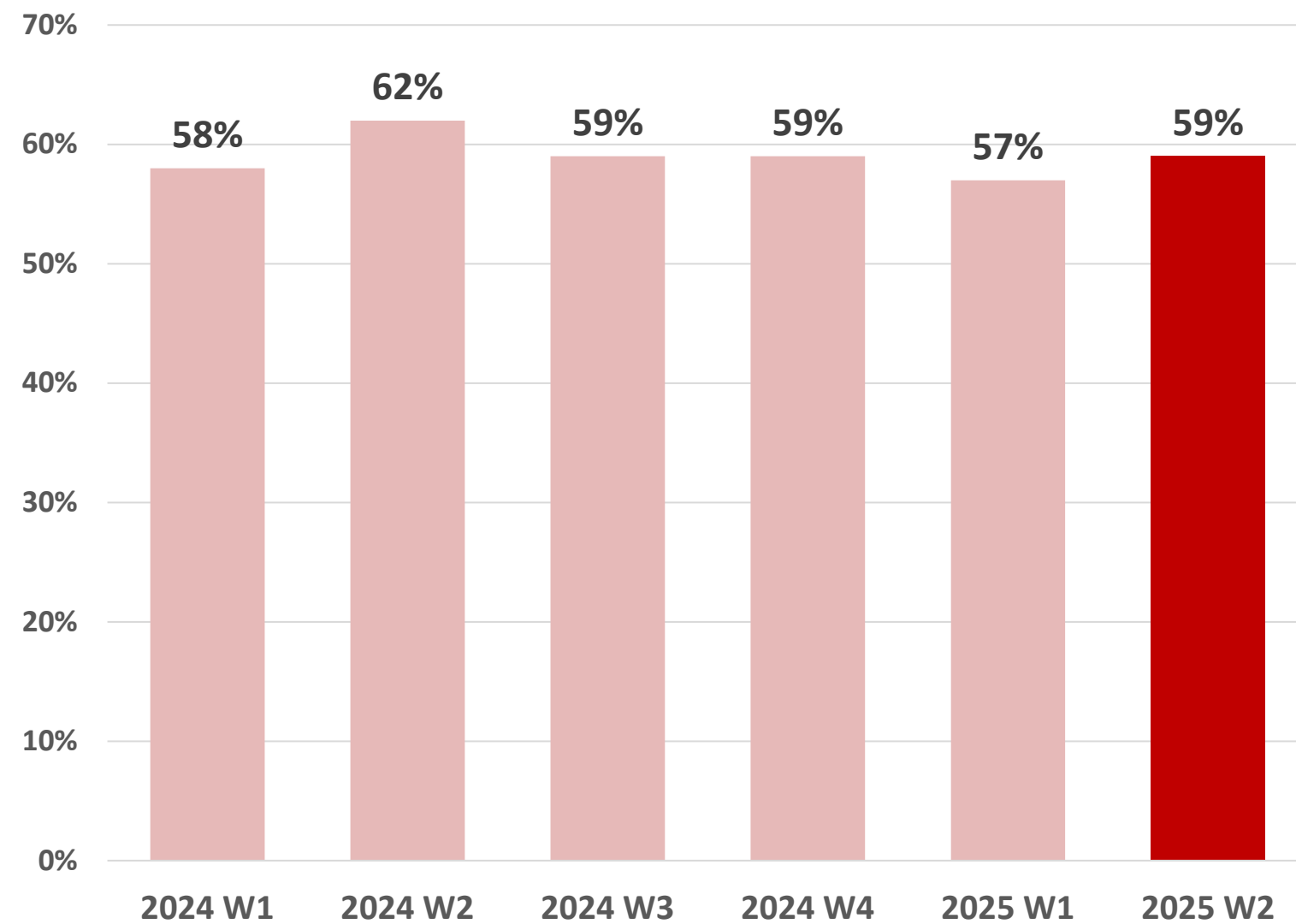
Perception of RTA Employees



I view RTA Employees favorably?

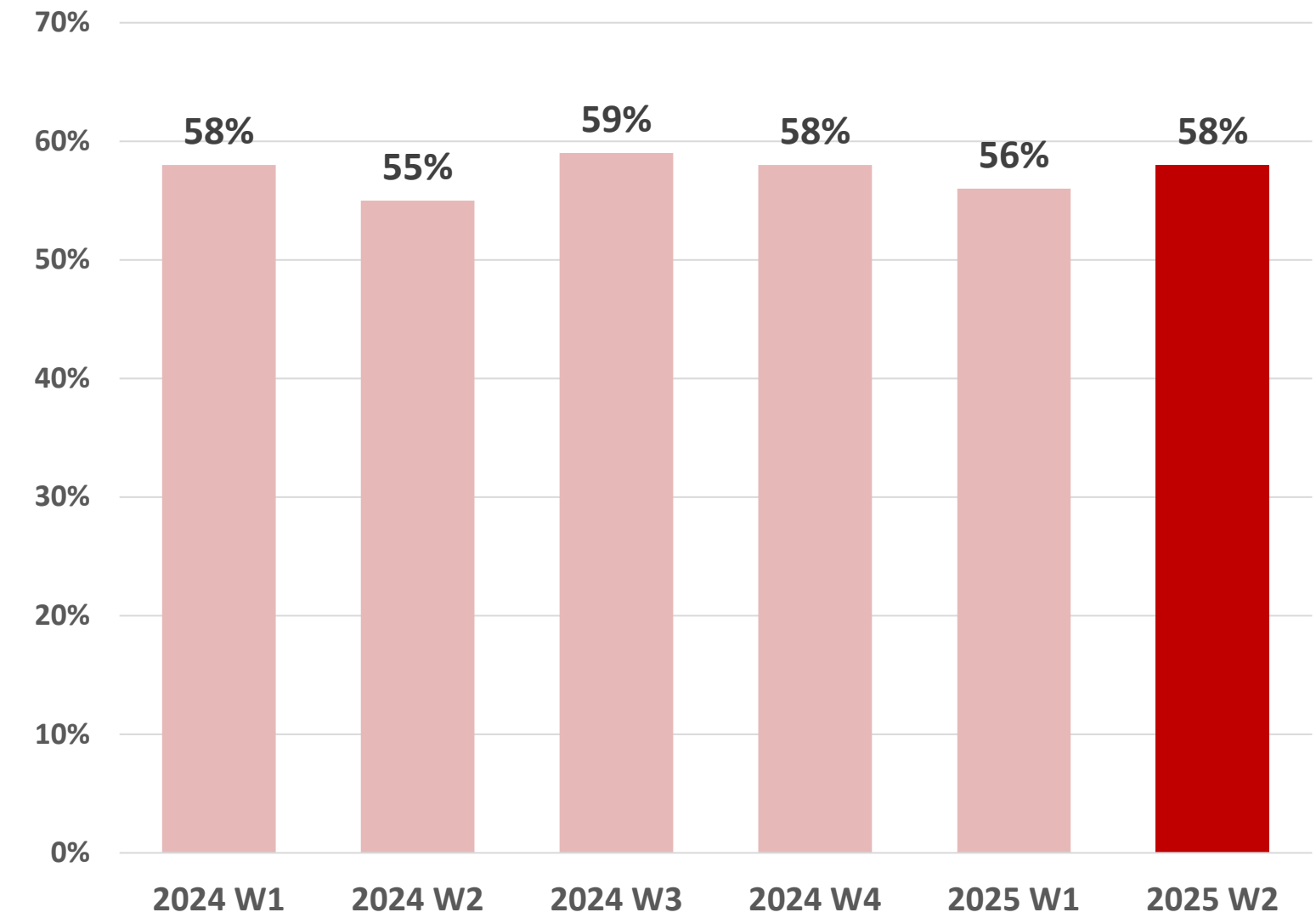
- 59% of respondents believe RTA manages their financial resources appropriately.
- 58% of respondents believe funding should increase to improve service.

Financial Resources



RTA manages their financial resources appropriately?

Funding



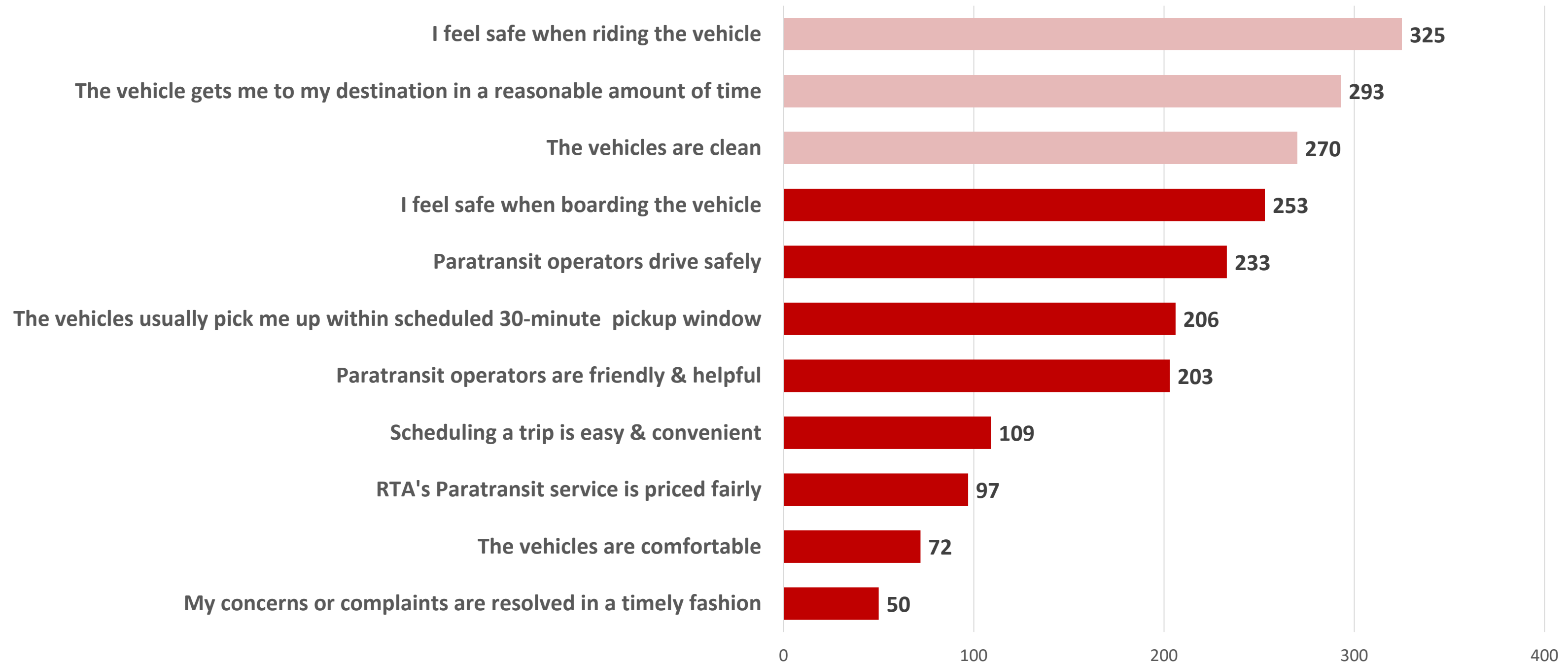
The community should consider increasing funding in order to improve services?

Customer Importance Factors

Paratransit Service

Customer Importance Factors

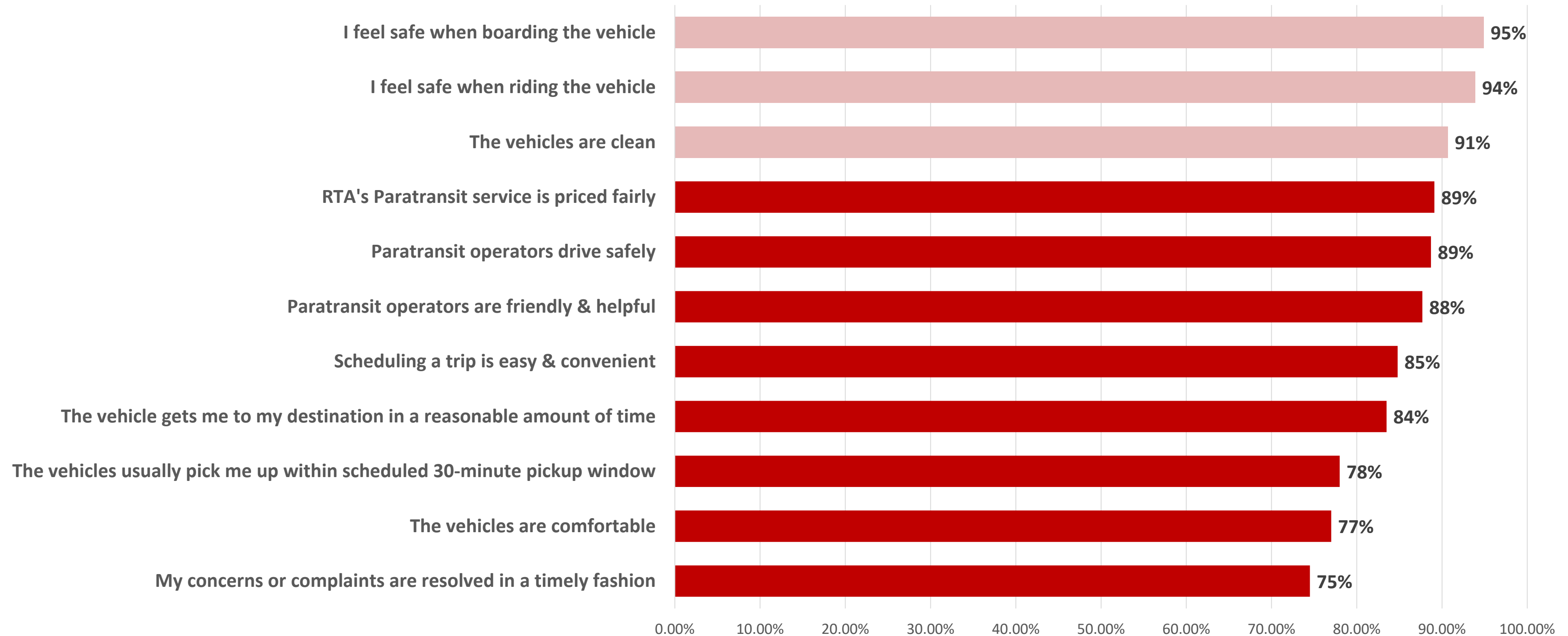
The top customer importance factors were safety while riding (325), timely service (293) and vehicle cleanliness (270).





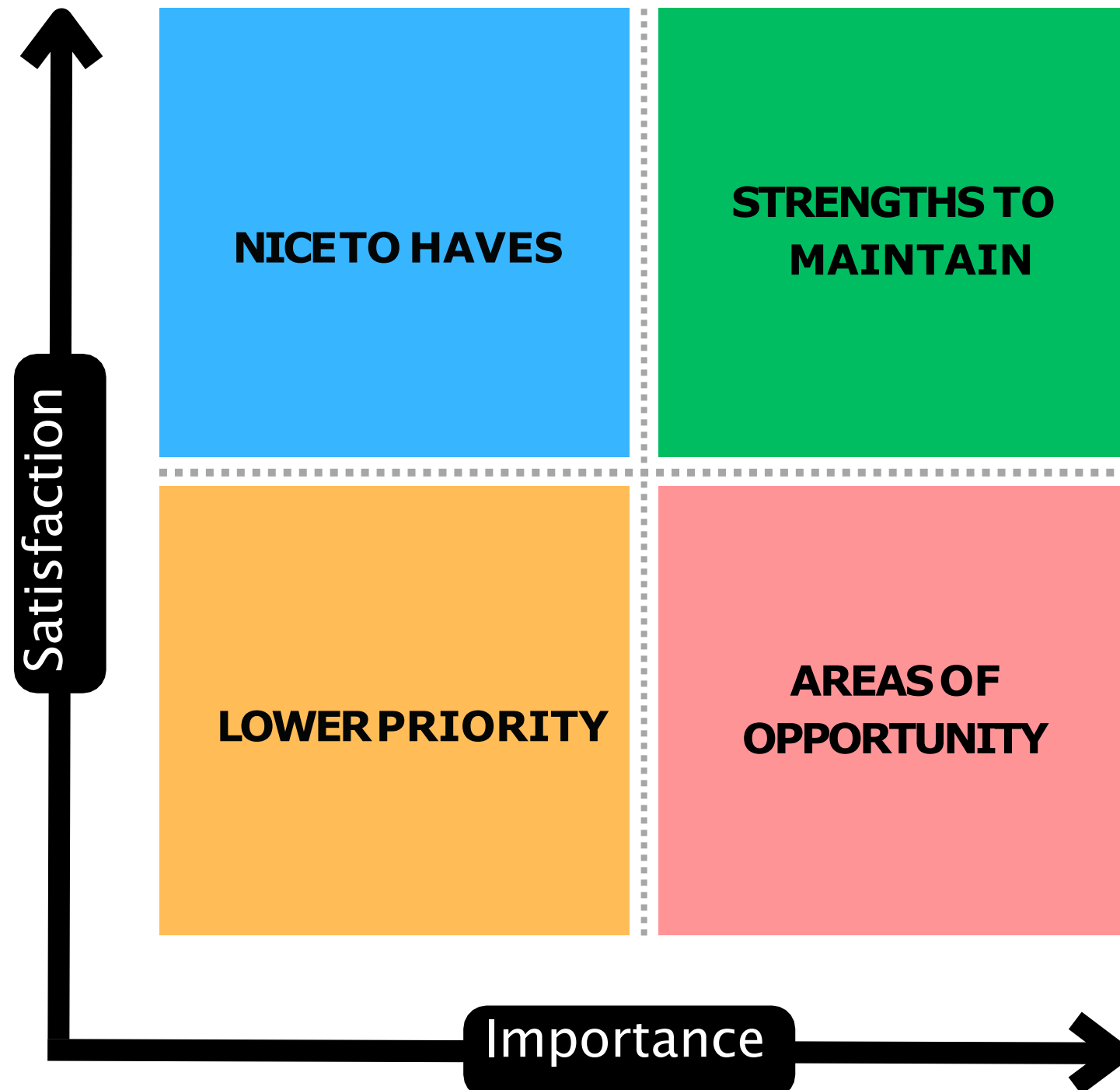
Level of Agreement

Paratransit



Key Driver Analysis

Satisfaction vs. Importance

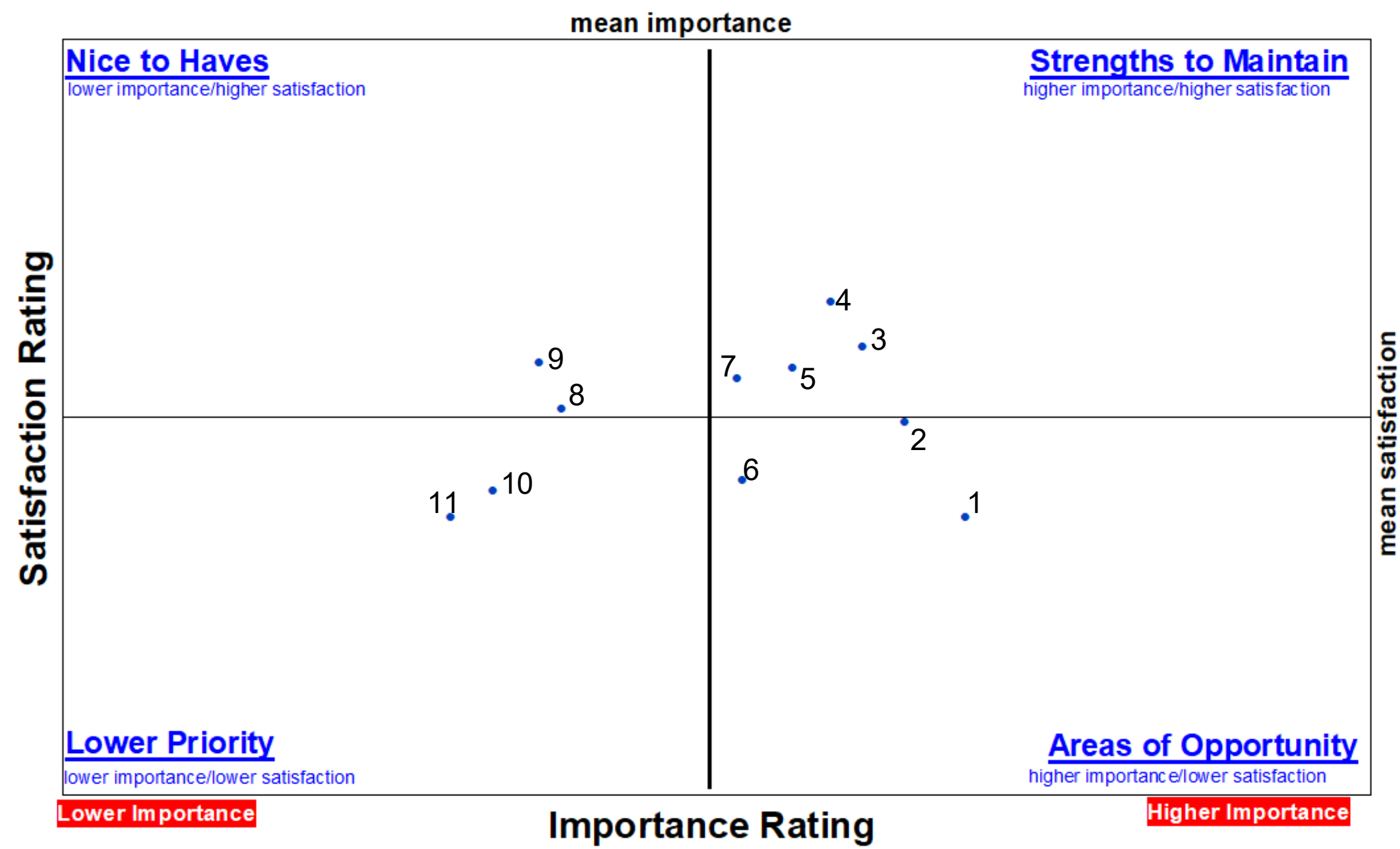


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

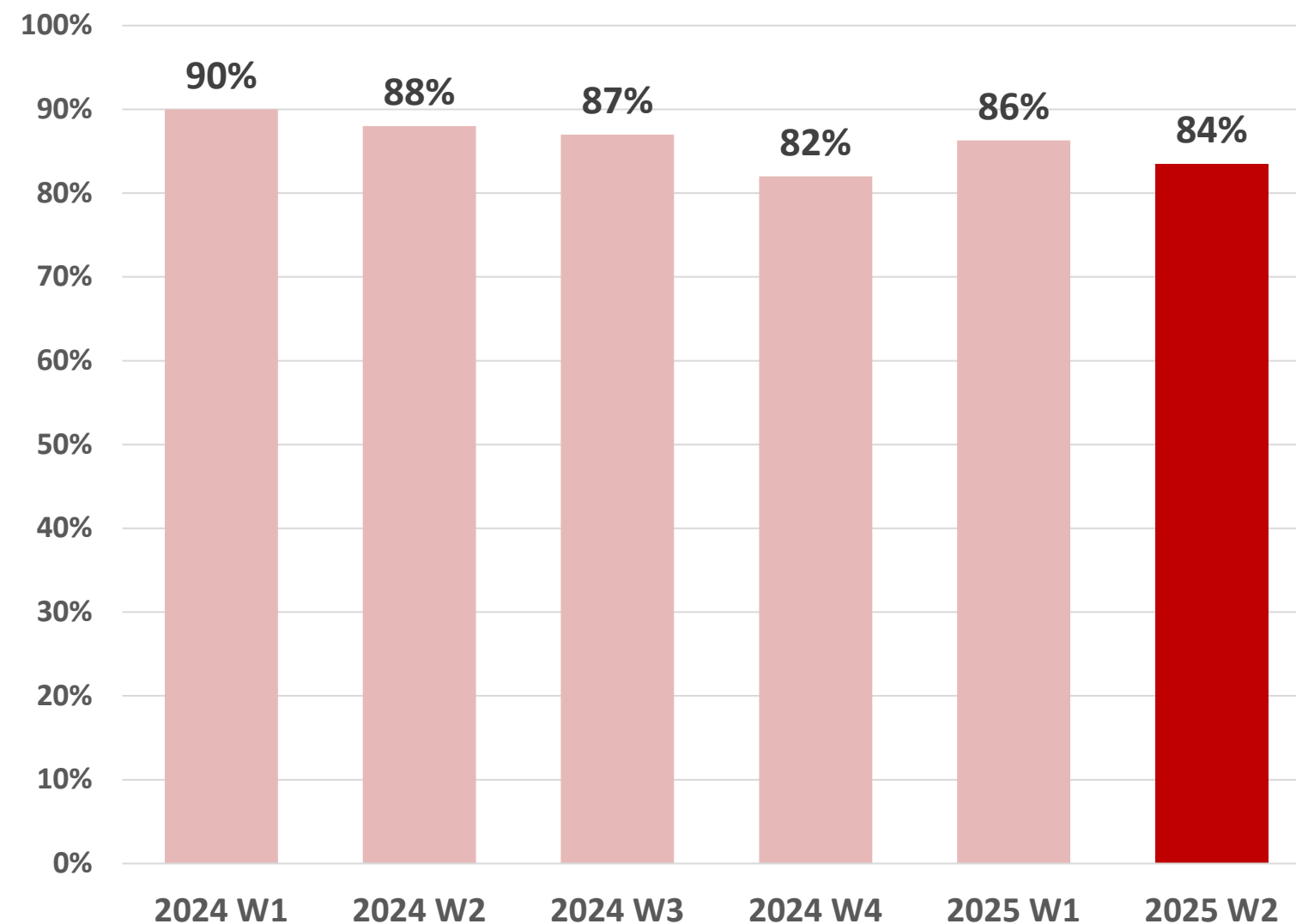
1. I feel safe when riding the vehicle
2. The vehicle gets me to my destination in a reasonable amount of time
3. The vehicles are clean
4. I feel safe when boarding the vehicle
5. Paratransit operators drive safely
6. The vehicles usually pick me up within scheduled 30-minute pickup window
7. Paratransit operators are friendly & helpful
8. Scheduling a trip is easy & convenient
9. RTA's Paratransit service is priced fairly
10. The vehicles are comfortable
11. My concerns or complaints are resolved in a timely fashion

Source: ETC Institute (2023)

Travel Time & On-Time Performance

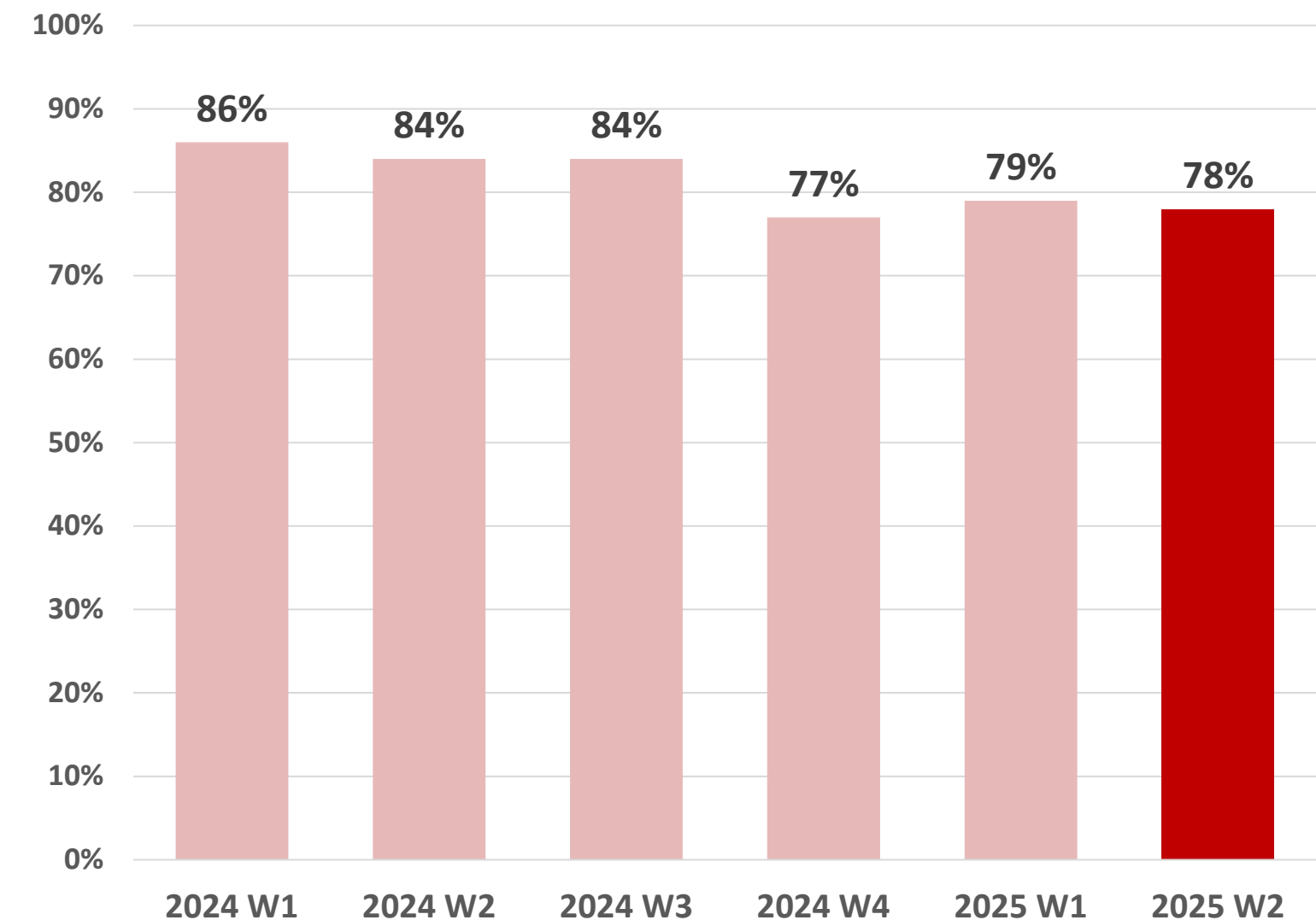
- 84% of respondents believe the vehicle gets them to their destination in a reasonable time.
- 78% of respondents say the vehicles usually arrive during the scheduled window.

Travel Time



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

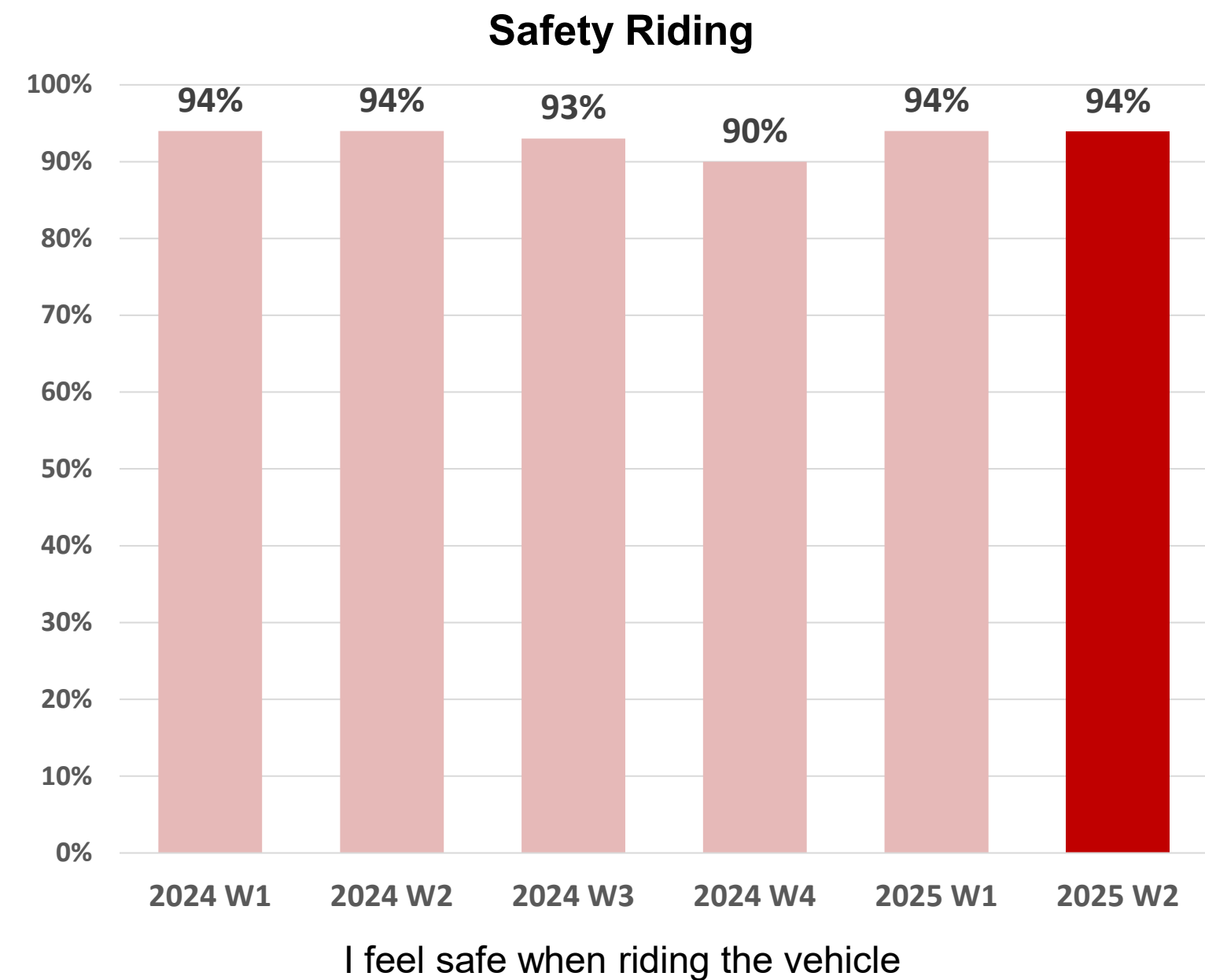
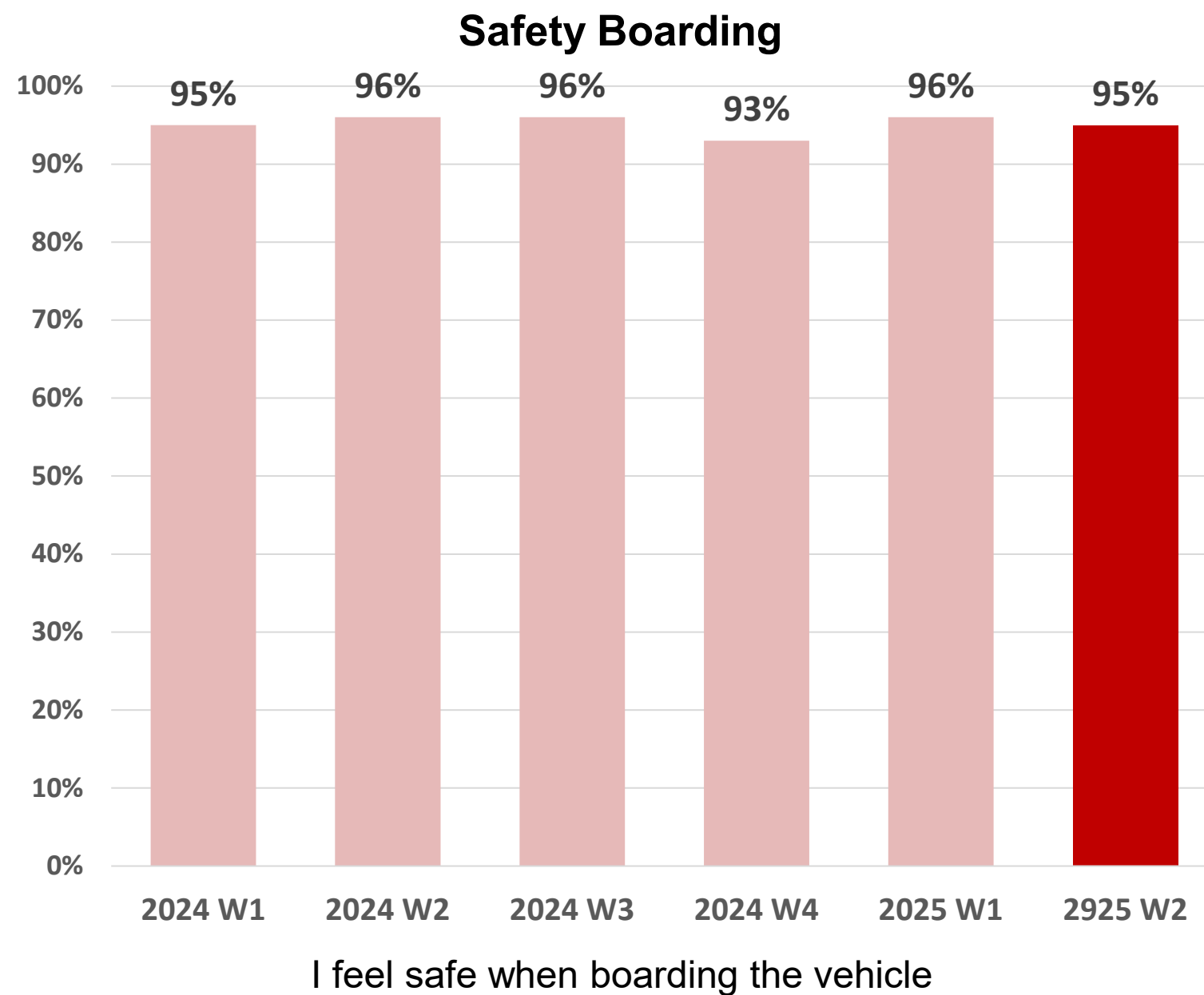
On-Time Performance



The vehicles usually pick me up within scheduled 30-minute pickup window

Safety While Boarding & Riding

- 95% of respondents feel safe when boarding the vehicle.
- 94% of respondents feel safe riding the vehicle.

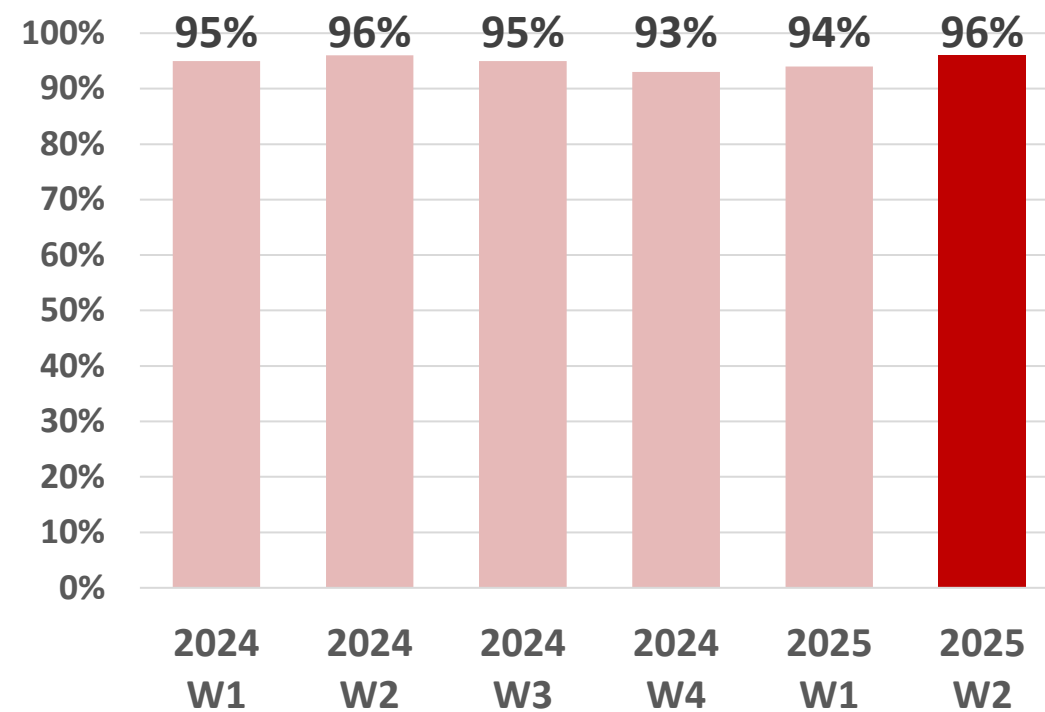




Trip Availability, Coverage, and Scheduling

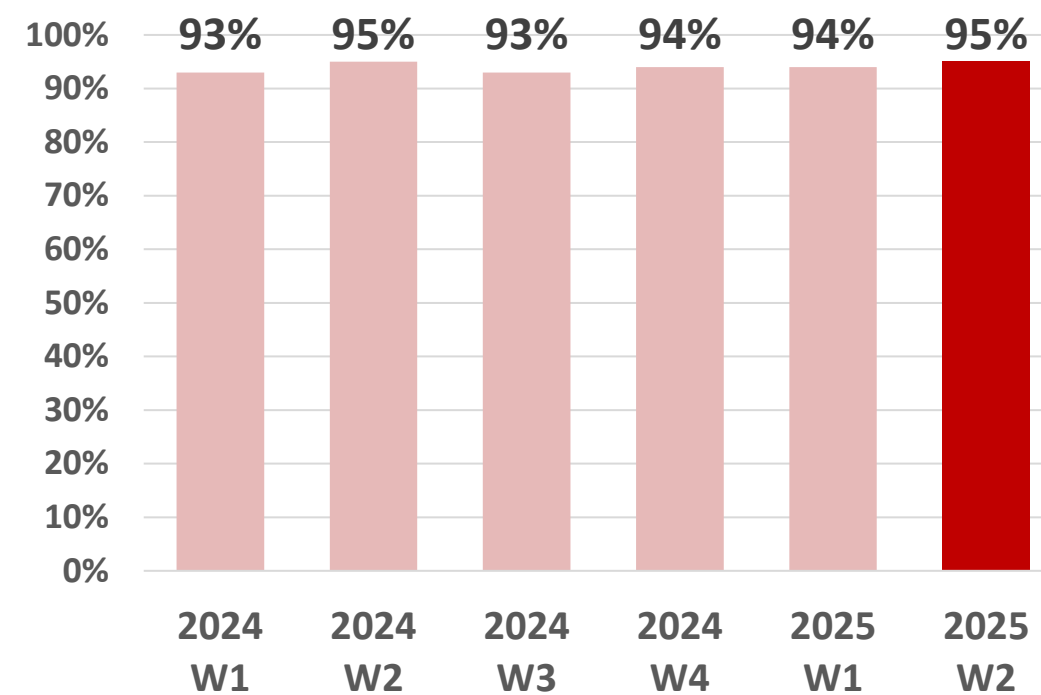
- 96% of respondents say Paratransit can take them where they need to go.
- 95% of respondents say they can schedule a trip for the day and time they need.

Trip Coverage



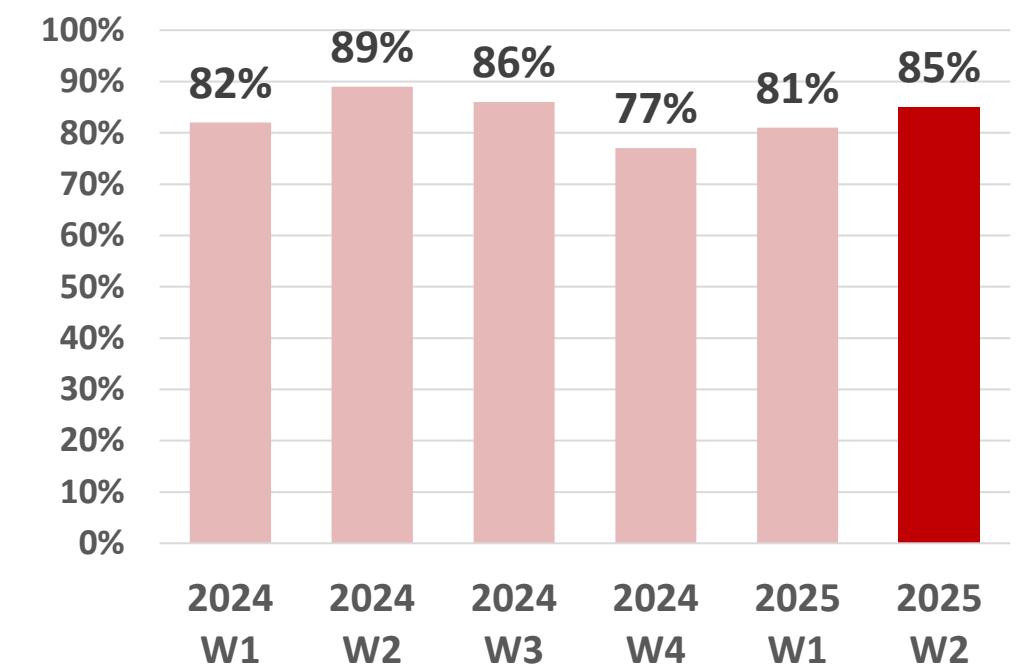
RTA Paratransit can take me to the places I need to go

Trip Availability



I can schedule a trip for the time & day I need to travel

Trip Scheduling

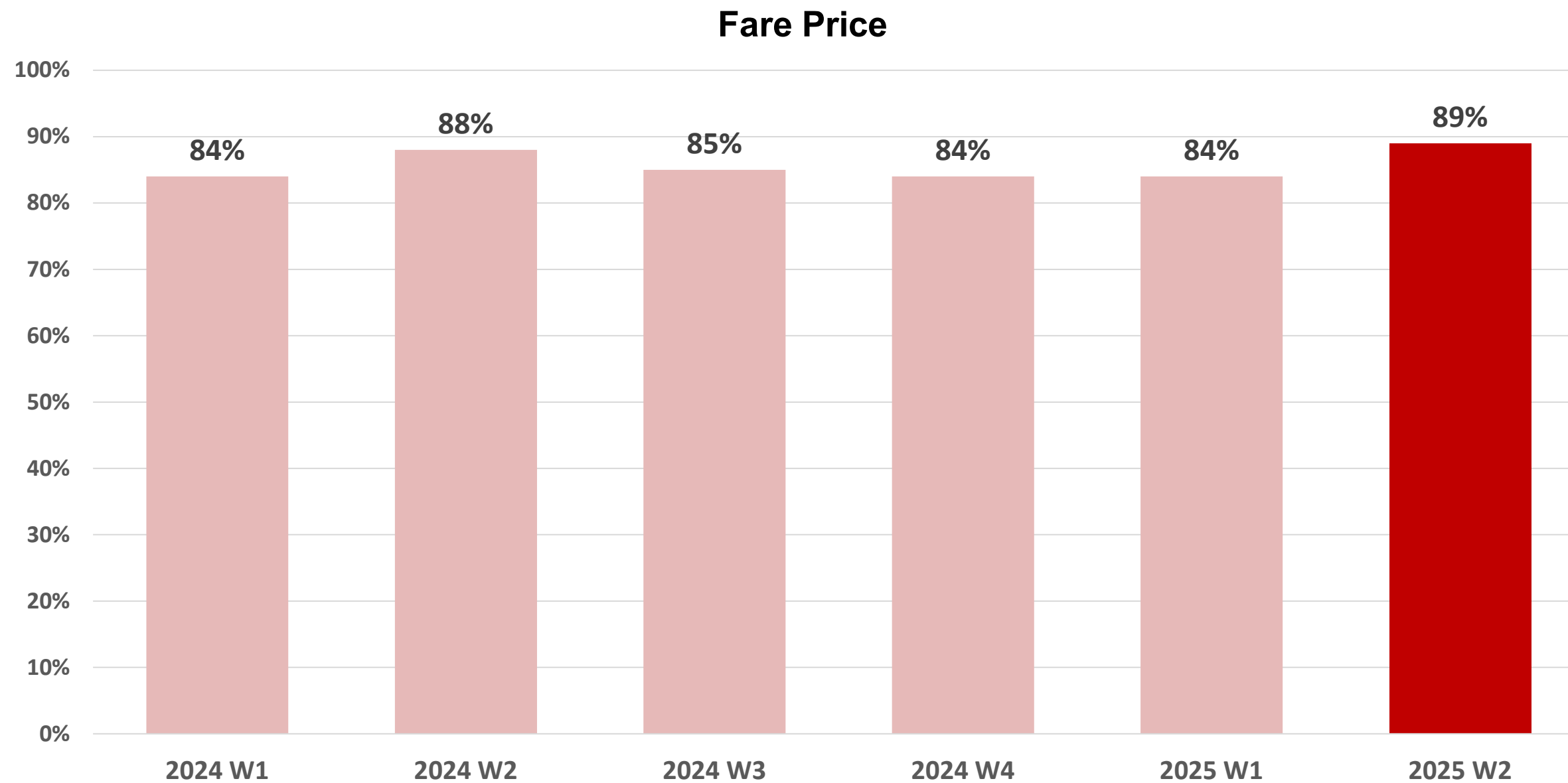


Scheduling a trip is easy & convenient



Fare Price

- 89% of respondents say that Paratransit service is priced fairly.

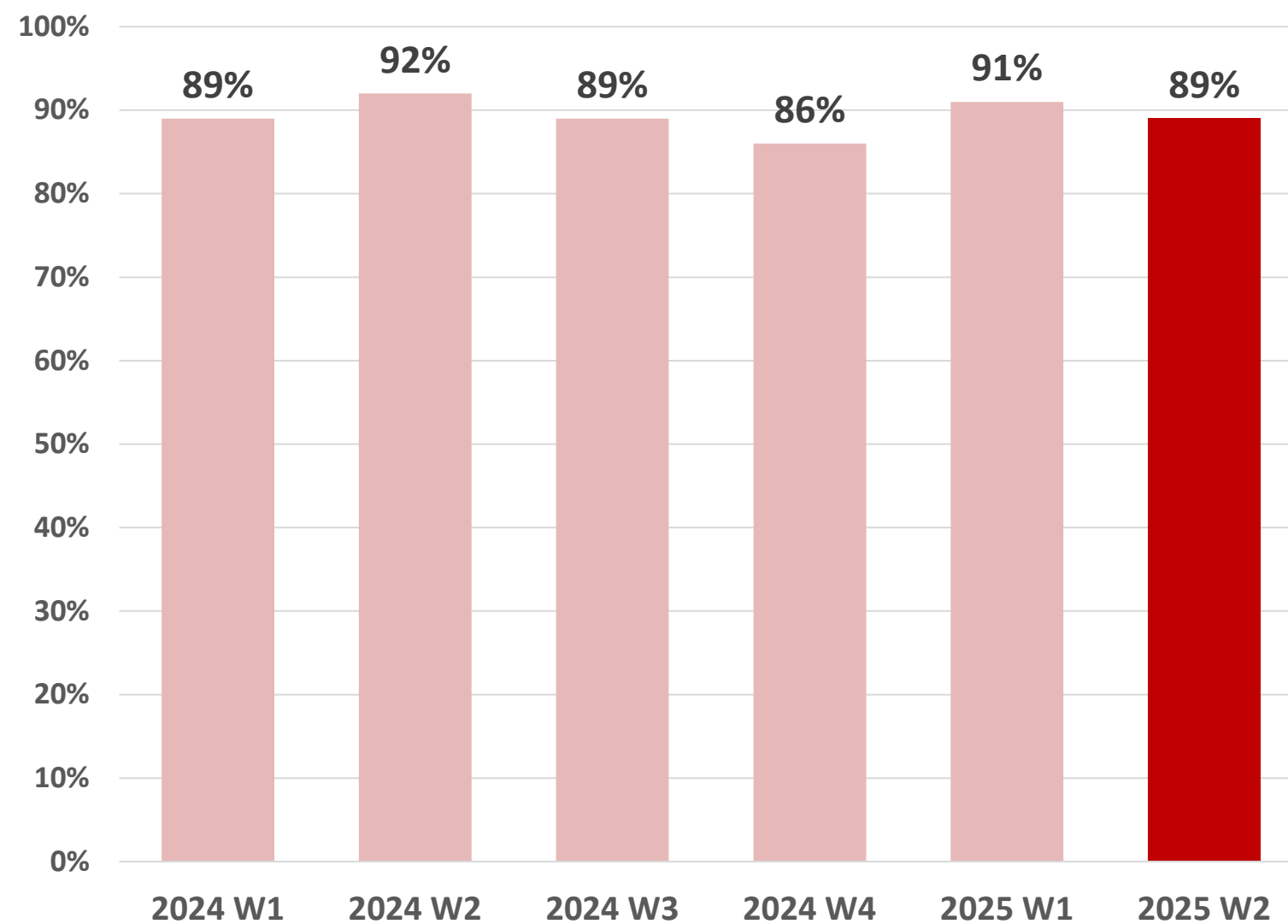


RTA's Paratransit service is priced fairly

Perception of Operators

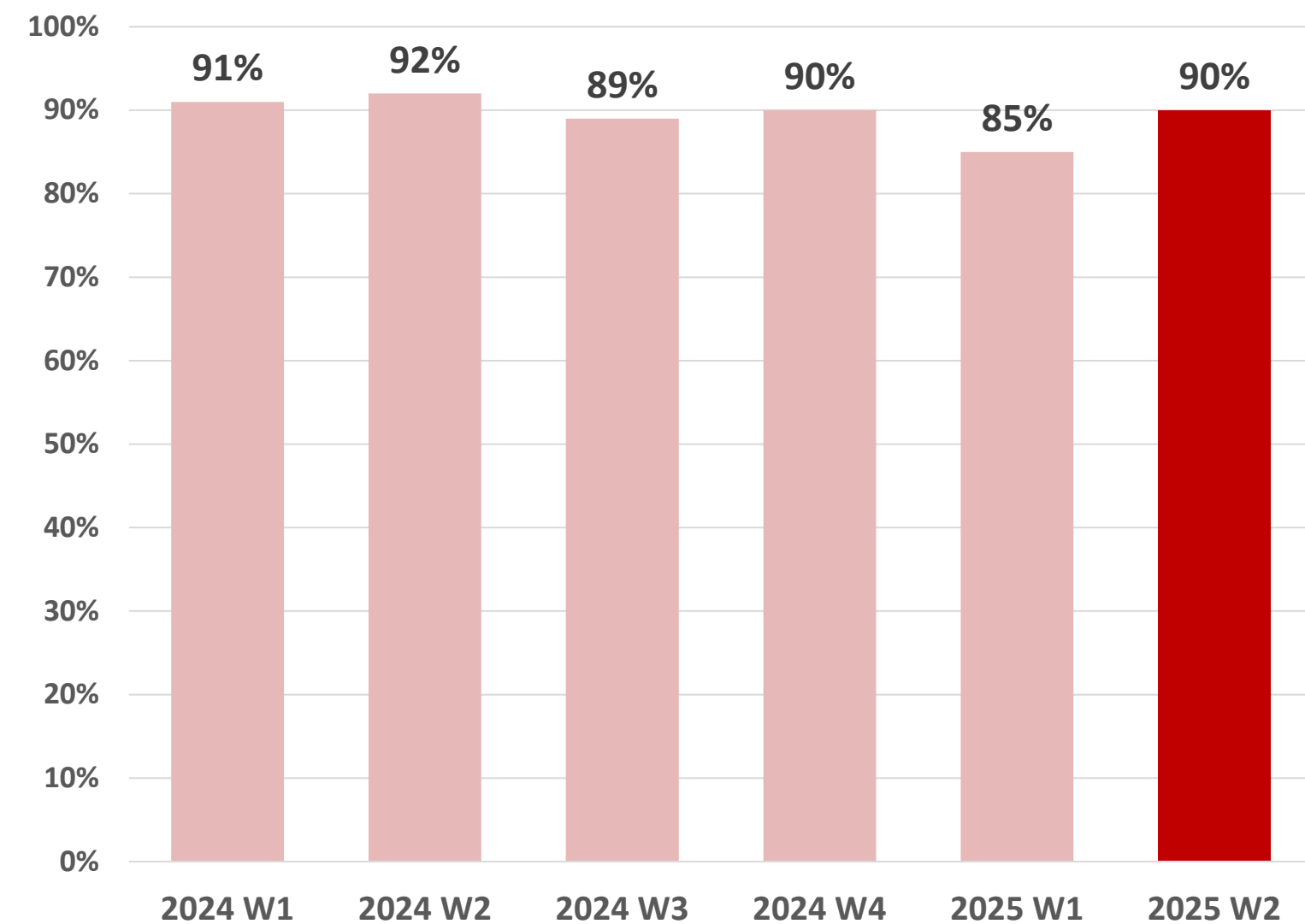
- 89% of respondents say that Paratransit operators drive safely.
- 90% of respondents are satisfied with the overall performance of operators.

Operator Driving



Paratransit operators drive safely

Overall Operator Performance

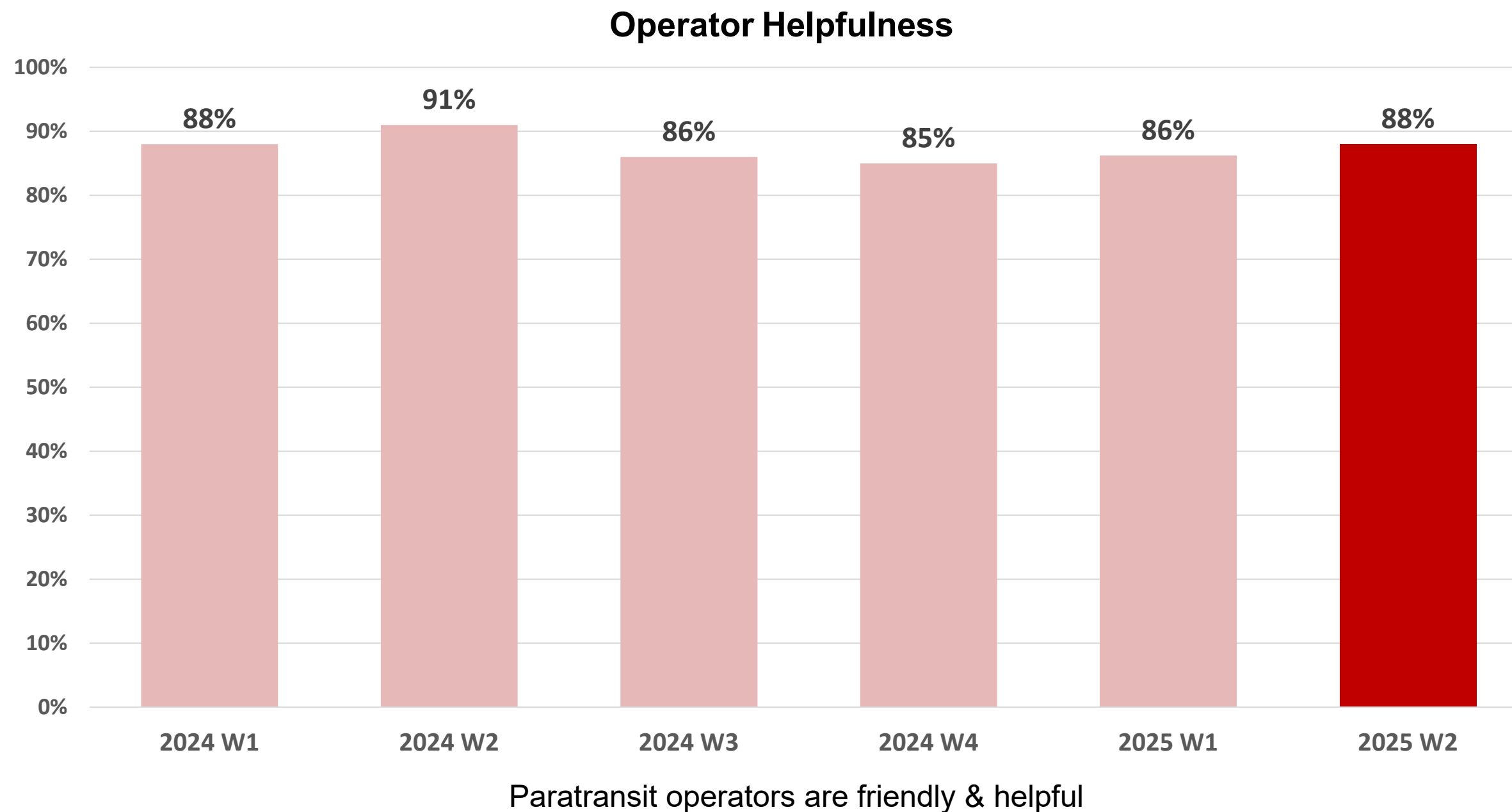


How satisfied are you with the overall performance of RTA Paratransit operators



Perception of Operators

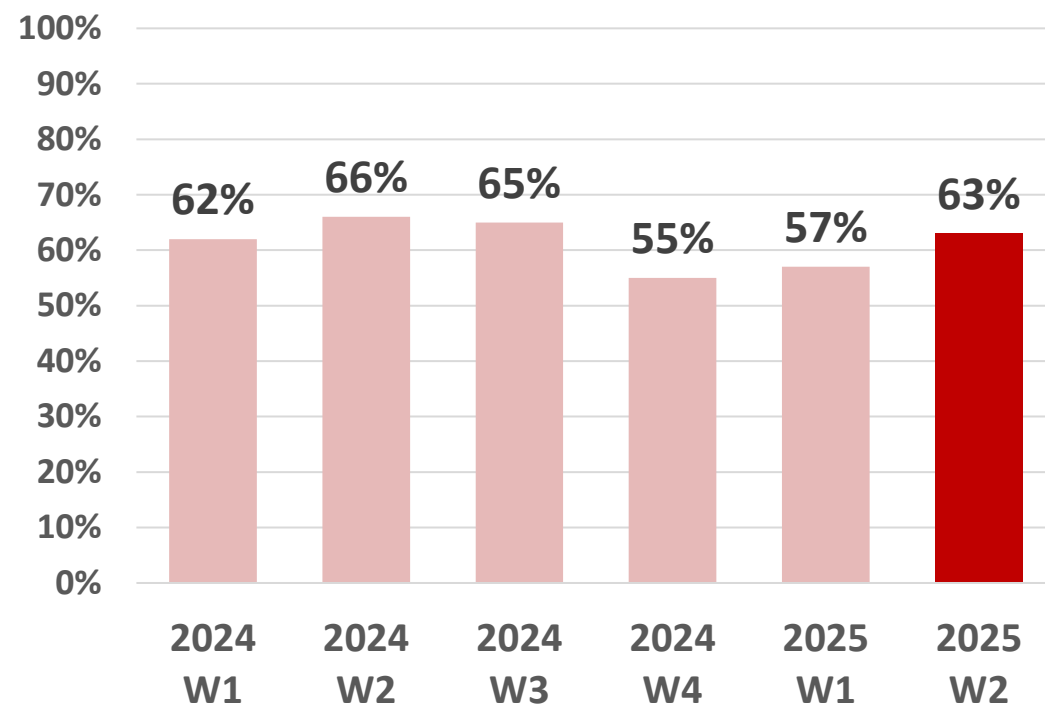
- 88% of respondents are say that Paratransit operators are friendly & helpful.



Customer Service Representatives

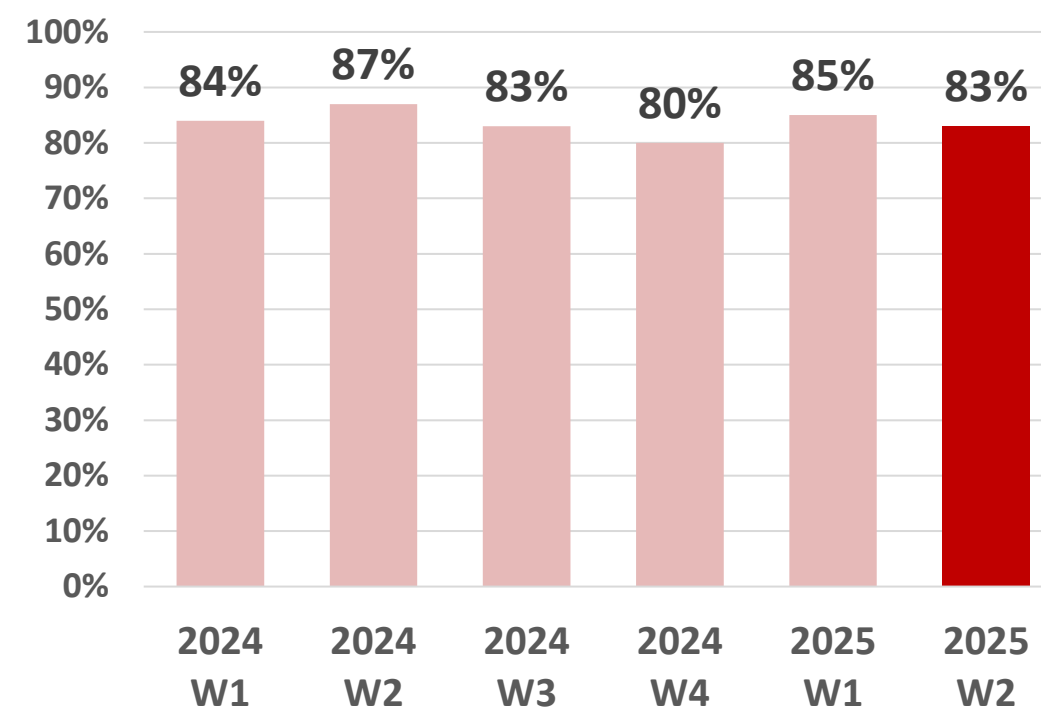
- 83% of respondents are satisfied with the overall performance of customer service staff.
- 88% of respondents say customer service representatives are helpful & courteous.

Fast Response



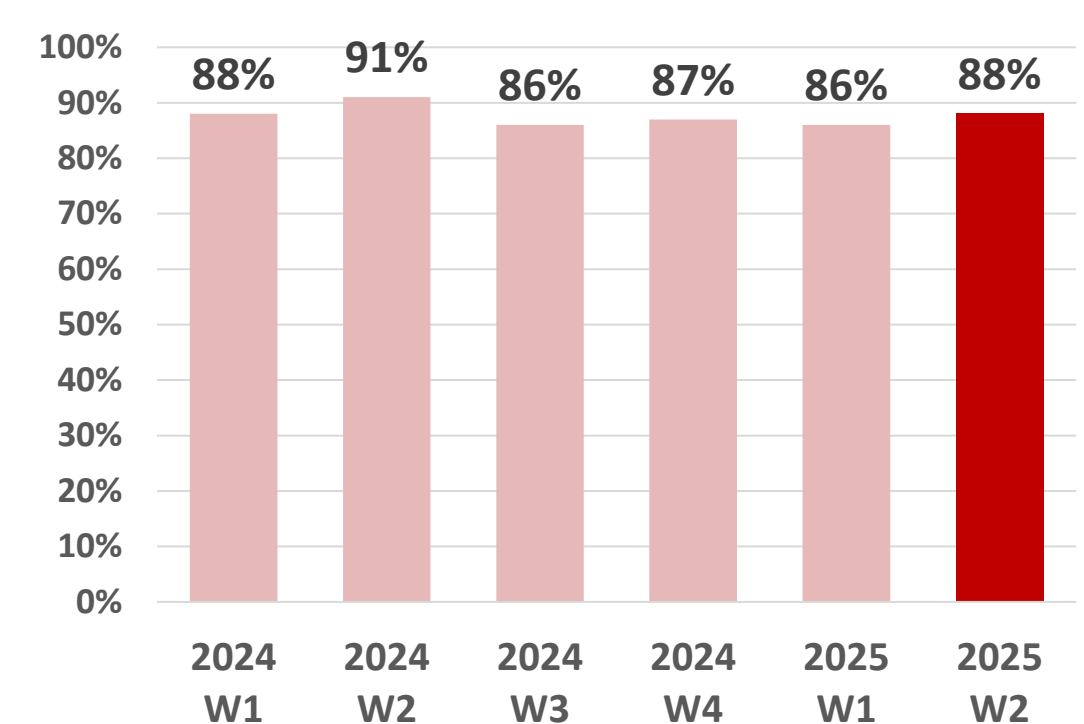
When contacting RTA Paratransit by phone, my calls are answered promptly

Overall Customer Service Performance



How satisfied are you with the overall performance of RTA's customer service staff

Customer Service Courtesy



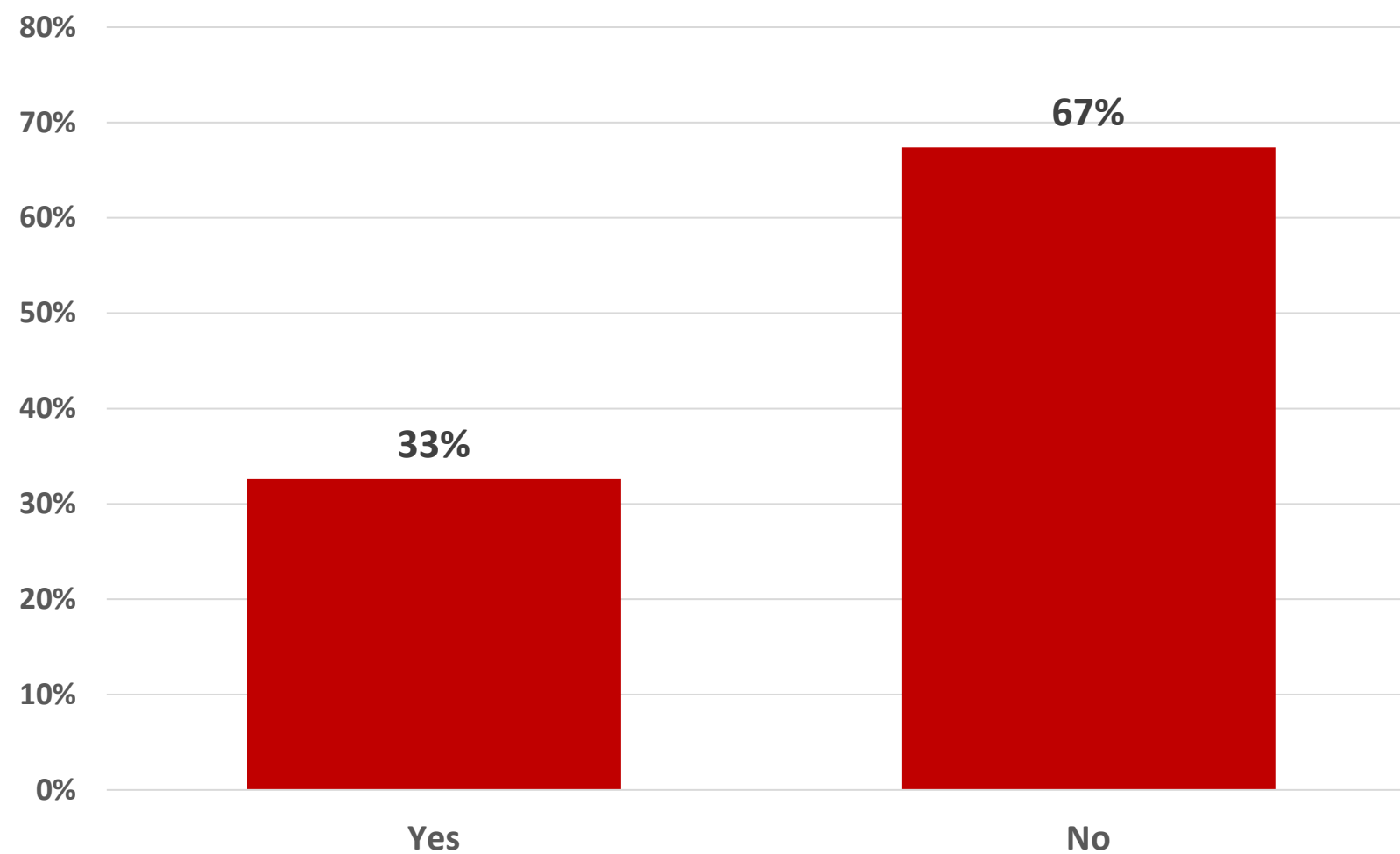
RTA's call center representatives are helpful & courteous



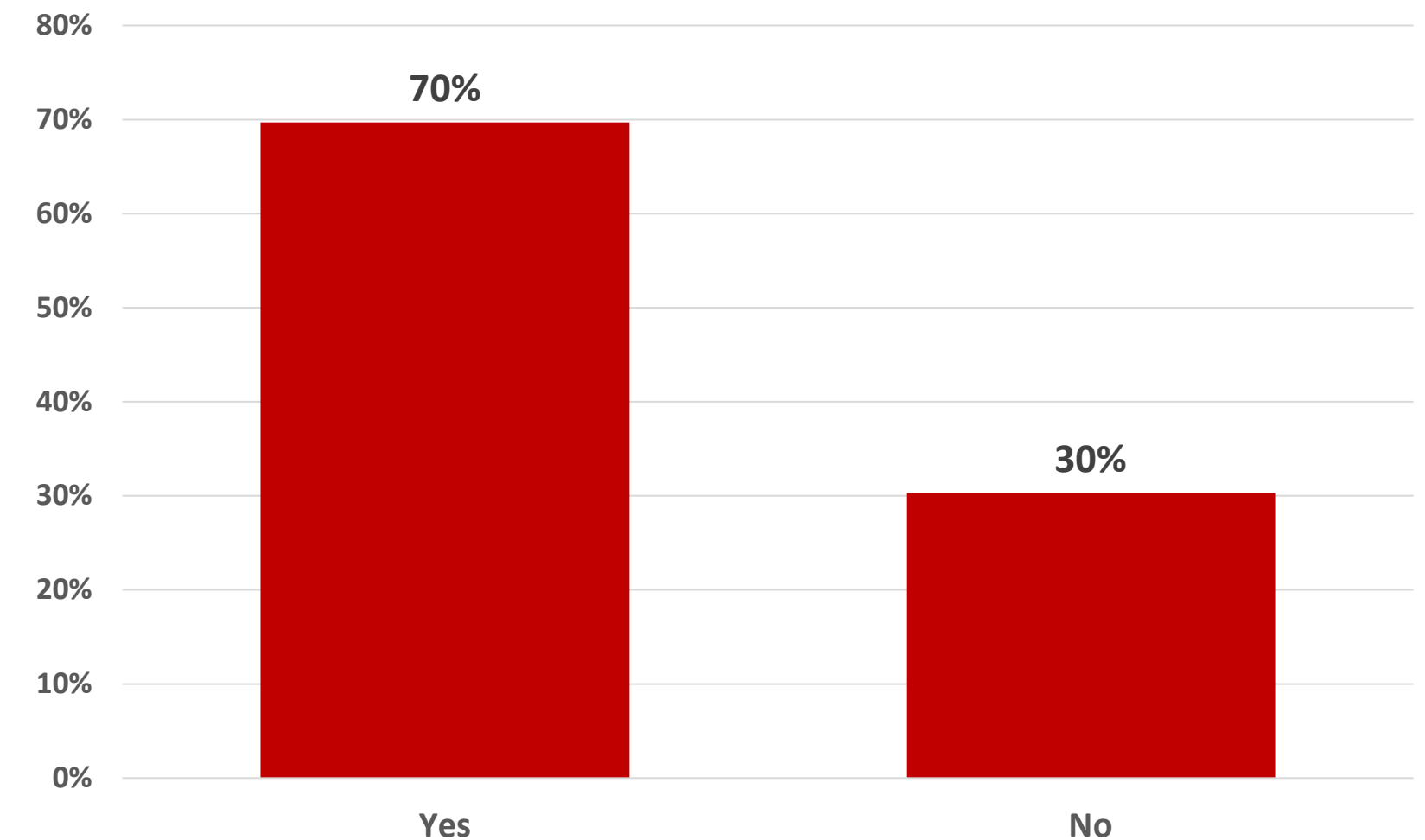
Issue Resolve

- 33% of respondents have contacted customer service in the last three months, and 70% of their issues were resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?

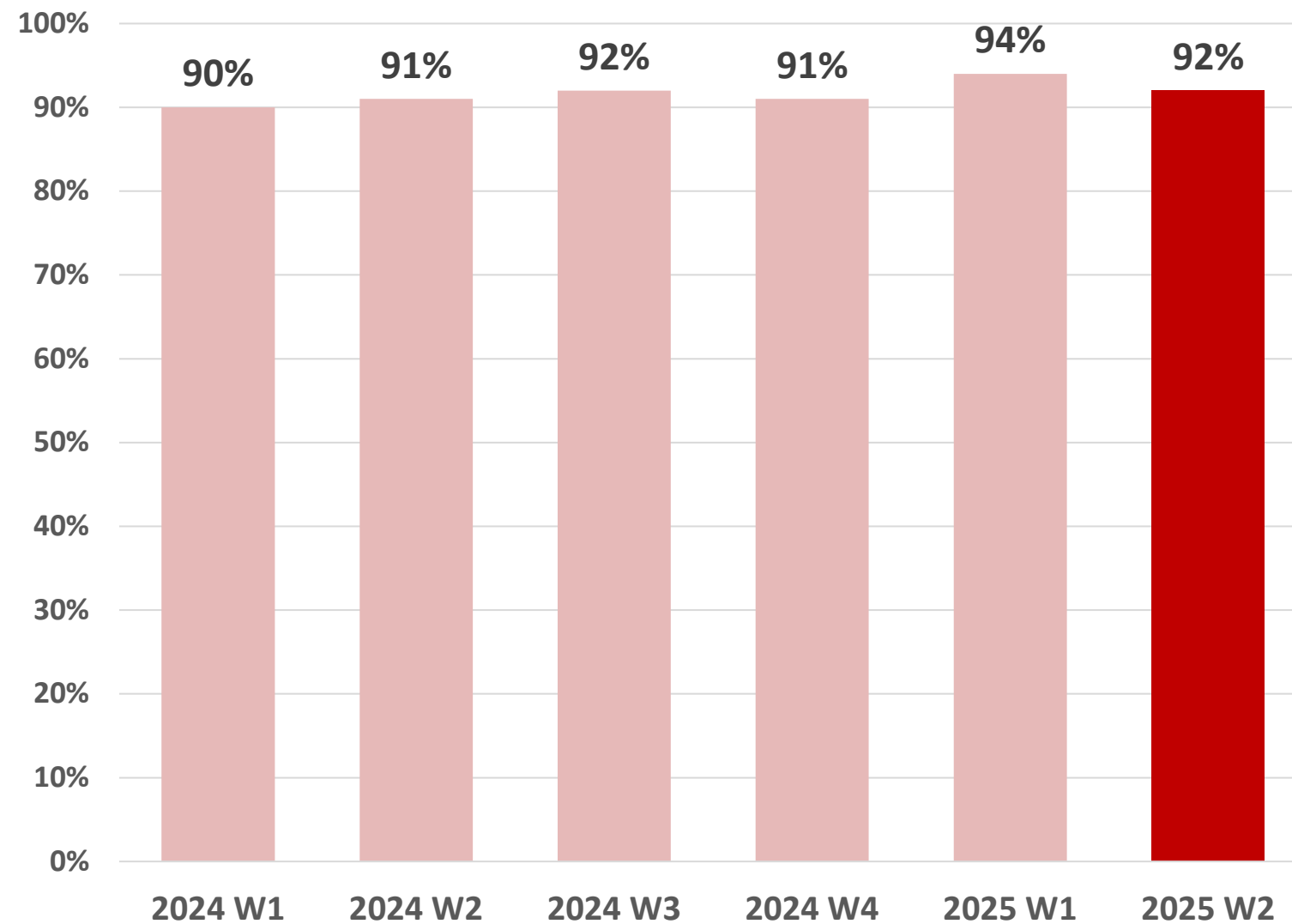


Was your issue resolved?



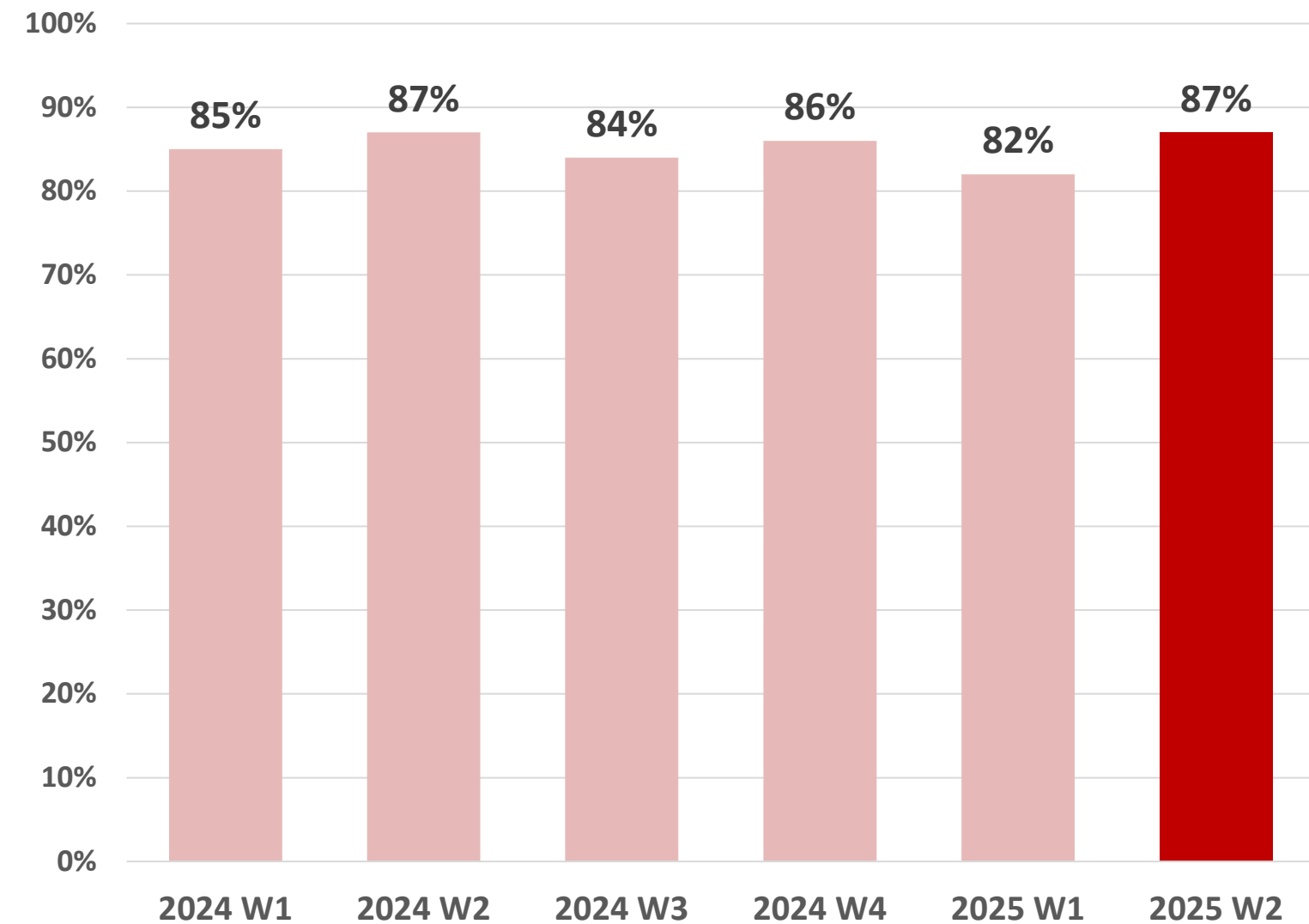
- 92% of respondents say that operators safely secure their mobility device.
- 87% of respondents say that wheelchair lifts are consistently working.

Operator Device Securance



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

Wheelchair Lift Functionality



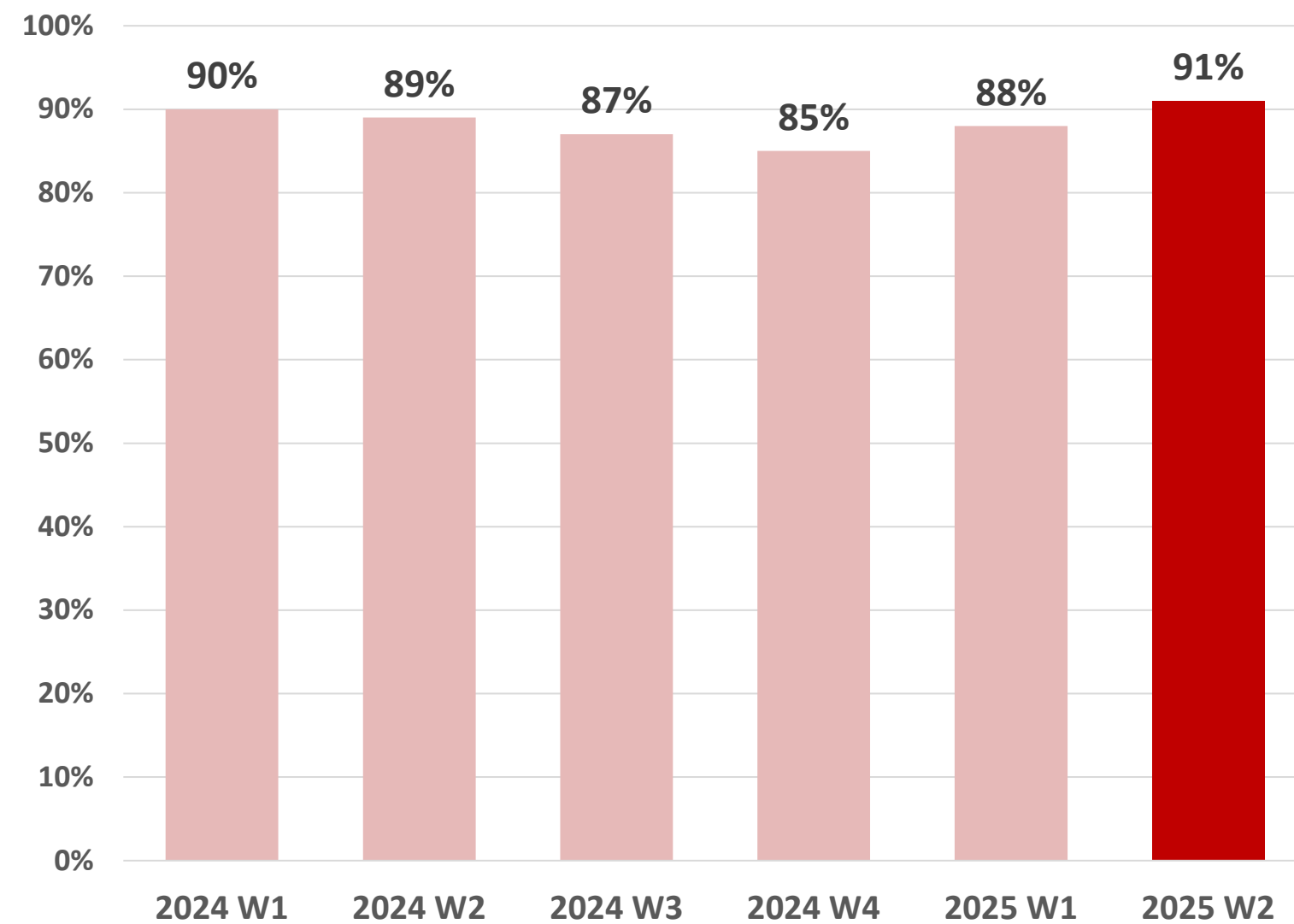
Vehicle wheelchair lifts are consistently in
working order



Vehicle Conditions

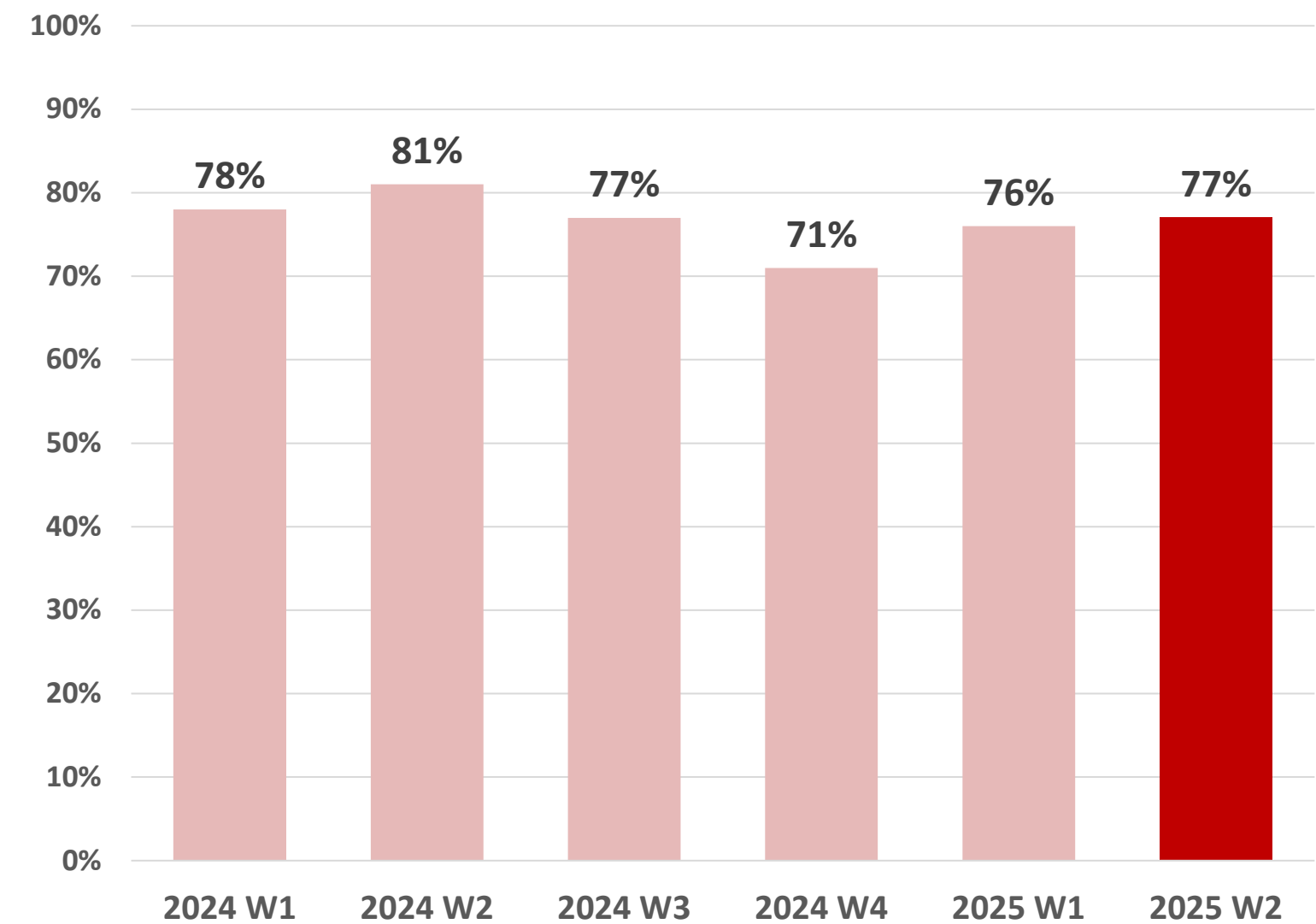
- 91% of respondents say that the vehicles are clean.
- 77% of respondents say that the vehicles are comfortable.

Cleanliness



The vehicles are clean

Comfort



The vehicles are comfortable

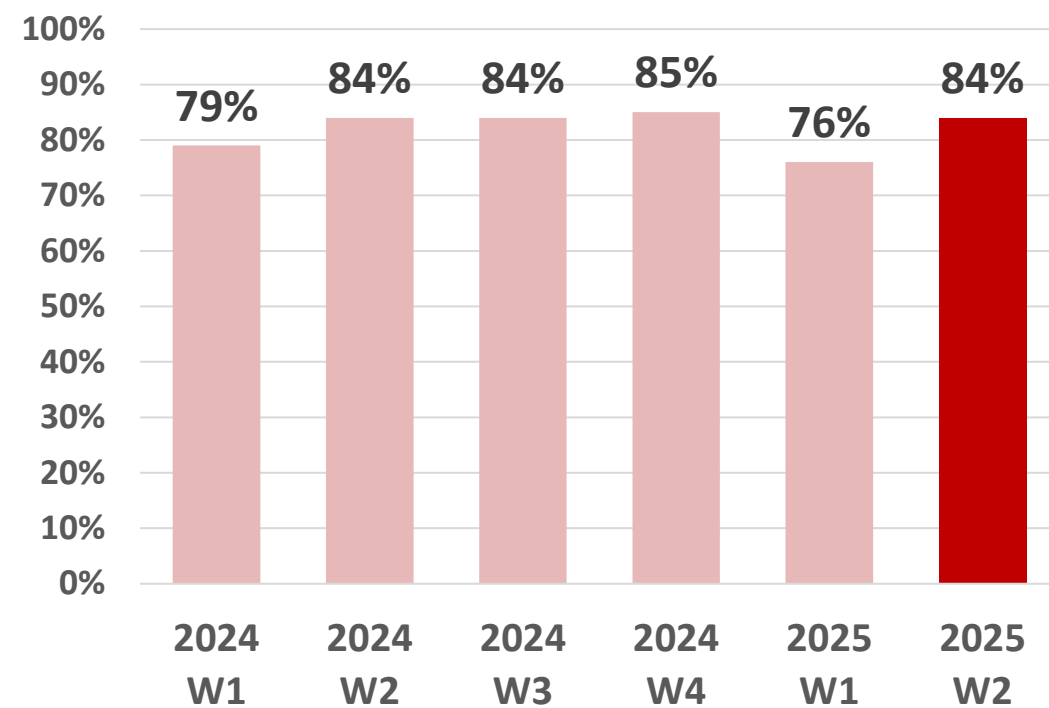


Communications Material



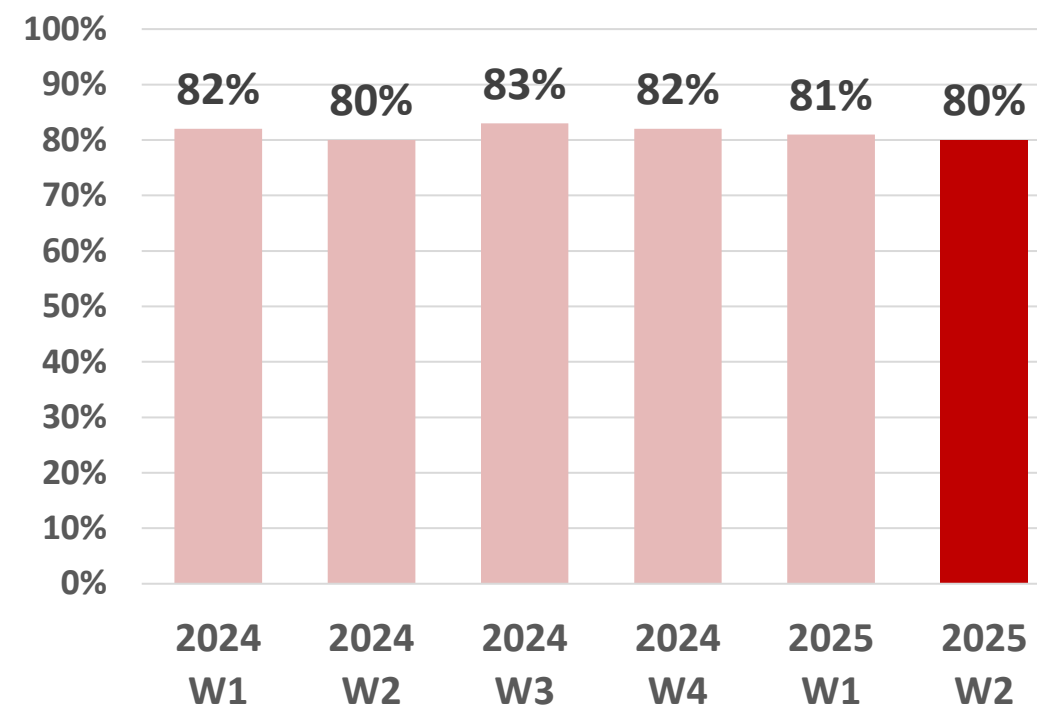
- 80% of respondents understand the available routes and are confident with navigation.
- 78% of respondents are satisfied with the quality of RTA communication materials.

Messages



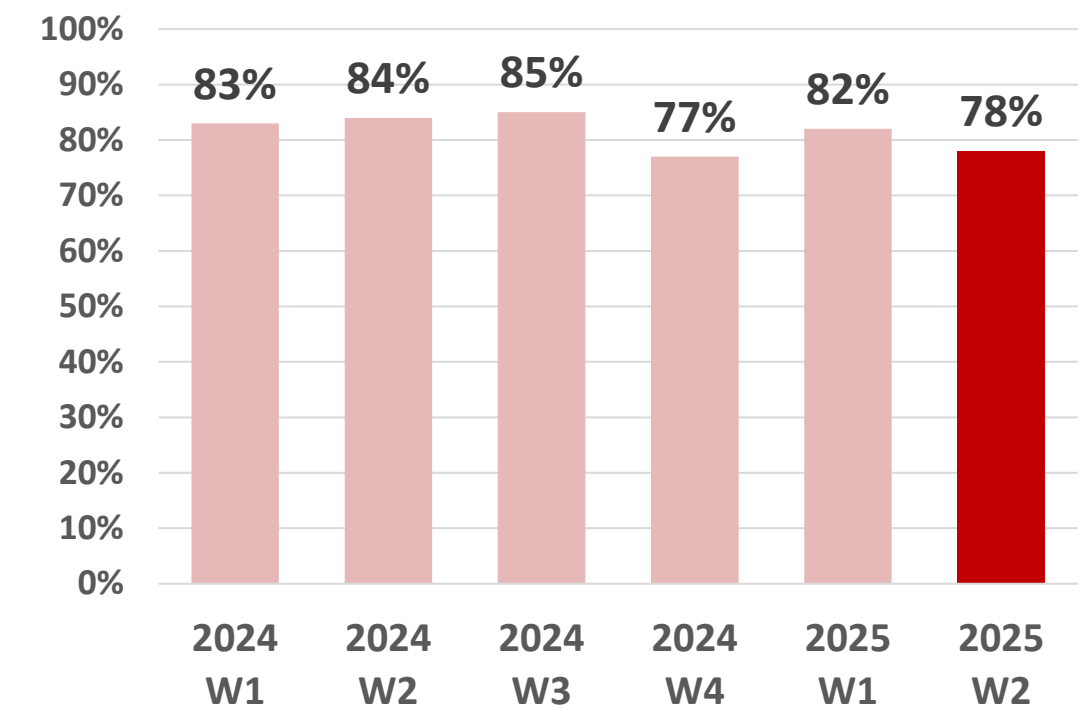
I repeat RTA messages to those I believe would benefit from the information

Navigation



I understand RTA's available routes & I am confident navigating the system

Communications Material



How satisfied are you with the overall quality of RTA communications materials