

A blue-tinted photograph of the Cleveland skyline, featuring prominent skyscrapers like the Terminal Tower and the Cuyahoga County Courthouse. The image is used as a background for the title text.

# Marketing Research Update Paratransit/Trolley Customer Surveys

April 2015

Greater Cleveland Regional Transit Authority



➤ RTA's Mission Statement:

*Provide safe, reliable, clean and courteous public transportation.*

➤ Vital Few Objective:

*Increase ridership.*

➤ Strategic Initiative:

*Retain and expand customer relationships by enhancing their riding experience.*

# Enhancing the Riding Experience

- Measure Performance
- Identify gaps between customer expectations and actual riding experience
- Implement strategies to improve service
- Measure performance again.

<u>Customer Satisfaction Surveys</u>					
<u>Transportation Mode</u>			<u>Updates</u>	<u>Survey</u>	<u>Results</u>
E & B Line Trolley			Study Completed, Results shared w/Op's	Jan/Feb	Feb
NineTwelve Trolley			Study Completed, Results shared w/Op's	Feb	March
Paratransit			Study Completed, Results shared w/Op's	Feb	March
Rail (Red and Blue & Green)			Survey drafted, prepping for on-line admin	April	May
ABBG			Communication Plan developed	April	July
Park-N-Ride			Survey drafted	April	May
C-Line				June	July
CSU Line				June	July
HealthLine				July	August
NineTwelve Trolley				August	September
E & B Trolley				September	October
Paratransit				September	October
Park-N-Ride				October	November
Rail (Red, Blue & Green)				October	November

# 1<sup>st</sup> Quarter Surveys

- E/B-Line Trolley
  - Riding Experience
- NineTwelve Trolley
  - Riding Experience
- Paratransit Service
  - Trip Scheduling
  - Riding Experience

# E-Line, B-Line NineTwelve Trolley Customer Satisfaction Study

January/February 2015

Greater Cleveland Regional Transit Authority



# Survey Methodology

## E/B-Line Survey

14 Question Survey, Administered on the Trolley  
Over four-week period: December - January

7:00 am- 11:00 am

11:00 am – 3:00 PM

3:00 PM – 7:00 PM

More Than 270 Surveys Completed



# Survey Results

## E-Line/B-Line Trolley

- Destination
  - Work – 36%
  - School – 20%
  - Lunch – 17%
  - Shopping – 10%
  - Other – 15%
- Linked vs. Unlinked – 54% trips were linked with other RTA service
- Frequent Riders – 75% ride trolley at least a couple times a week



# Survey Results

## E-Line/B-Line Trolley

### Demographics:

- Riders tend to be younger – nearly half under 35 years old
- Riders call Cleveland Home – 25% Downtown Resident; 39% Other CLE Neighborhood, 25% Suburbs
- Riders tend to be educated – 70% have taken college classes.
  - 38% College Graduate; 15% Post Graduate Degree

# Survey Results

## E-Line/B-Line Trolley

Overall Rider Satisfaction:  
75% Very Satisfied; 17% Somewhat  
Refer Others to Trolley:  
98% Would Refer Others

# Survey Results

## E-Line/B-Line Trolley

- Trolley Ambassador – 84% Very Satisfied; 13% Somewhat
- Route/Stop Locations – 80% Very Satisfied; 17% Somewhat
- Service Information – 73% Very Satisfied; 23% Somewhat
- Cleanliness – 72% Very Satisfied; 26% Somewhat
- Service Hours – 70% Very Satisfied; 22% Somewhat

# Survey Results

## NineTwelve Line

- On-board survey administered in February, nearly 100 completed
- Frequent Riders – Nearly 90% ride daily, nearly 98% ride at least a couple times a week
- Federal Building and AmTrust - Combined for 70% of destinations
- Trolley modified behavior – Two out of every three respondents started parking in Muny Lot after NineTwelve service launched

# Survey Results

## NineTwelve Trolley

Overall Rider Satisfaction:  
45% Very Satisfied; 40% Somewhat  
Refer Others to Trolley:  
82% Would Refer Others

# Survey Results

## NineTwelve Line

- *Trolley Ambassador*  
60% Very Satisfied; 29% Somewhat
- *Route/Stop Locations*  
70% Very Satisfied; 26% Somewhat
- *Cleanliness*  
66% Very Satisfied; 29% Somewhat
- *Service Information*  
52% Very Satisfied; 36% Somewhat
- *Service Hours*  
42% Very Satisfied; 35% Somewhat



# Trolley – Opportunities for Improvement

- Increase NineTwelve rider capacity
  - Met with District Mgt. to use 40' vehicles
- Lower Customer Satisfaction Scores
  - Refresher training for NineTwelve Operators
  - Prepackage Collateral for Brochure Rack
  - Mid-Day clean of NineTwelve Vehicles
  - Revisit run cuts w/Service Planning – issues raised by Trolley ambassadors



# Trolley Ridership

	2013	2014	% Inc/(Dec)
E-Line	897,203	887,890	(1.0%)
B-Line	311,416	356,673	14.5%
NineTwelve	128,206	219,540	71.2%
C-Line	111,907	169,393	51.3%
L-Line	23,872	26,872	12.5%

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# Parartransit Customer Satisfaction Study

February 2015

Greater Cleveland Regional Transit Authority



# Survey Methodology

## Paratransit Survey

30 Question Survey, Administered on the Vehicle  
Trip Scheduling

Riding Experience

Over three-week period: Mid to Late February

More Than 300 Surveys Completed

# Survey Results

## “Paratransit Quick Hits”

- Riders tend to be mature – (55 years of older)
- Primarily schedule trips by phone
- Frequent Riders – take at least a couple trips a week on Paratransit
- Nearly half ride with a Personal Care Attendant (PCA)
- Nearly a third take at least one ride a week on RTA’s fixed route service

# Paratransit Survey Results

## Overall Satisfaction:

Scheduling – 90% Satisfied

Very – 57%; Somewhat – 35%

Riding Experience – 93% Satisfied

Very – 62%; Somewhat – 31%

# Paratransit Survey Results

## Scheduling Process

- Method of Scheduling
  - Phone w/Reservationist – 66%
  - Automated Phone Line – 20%
  - On-Line – 10%
- Phone Wait Time – 30% Dissatisfied  
(six minutes or longer)
- Satisfaction Level w/Reservationists – 96%  
(personable, responsive and informative)

# Paratransit Survey Results

## Riding Experience

- On-Time Performance – 86%
- Feel Safe on Vehicle – 94%
- Vehicle Cleanliness– 92%
- Paratransit Operator
  - Helpful/Professional – 96%
  - Personable – 92%
  - Appropriate help w/boarding – 92%



# Paratransit – Opportunities for Improvement

- Reduce Wait Times when Scheduling
  - Establish metrics for call center – target hold times, talk times, time in ready mode.
  - Provide Reservationist refresher trip scheduling training
  - Follow-up 5 – 10 question survey to “drill deeper” why customers not using on-line option
  - Encourage use on-line scheduling option.
  - Develop communication plan to promote on-line option.

# 2<sup>nd</sup> Quarter Research Plan

- ABBG Satisfaction Survey
  - Mid April – Early May
- Rapid Transit Service (Blue/Green/Red Lines)
  - Mid May – Early June
- Park-N-Ride Service
  - Late May

# Questions/Comments

Greater Cleveland Regional Transit Authority

