

2016 Rail Customer Satisfaction Survey Results

Board of Trustees – Operation Committee

May 2, 2017

Greater Cleveland Regional Transit Authority



Rail Survey Methodology

- Survey Administered 4th Qtr. 2016
- Intercepts: Weekdays, varying times a day
- Completed surveys:
 - Red Line 454
 - Blue Line 276
 - Green Line 262

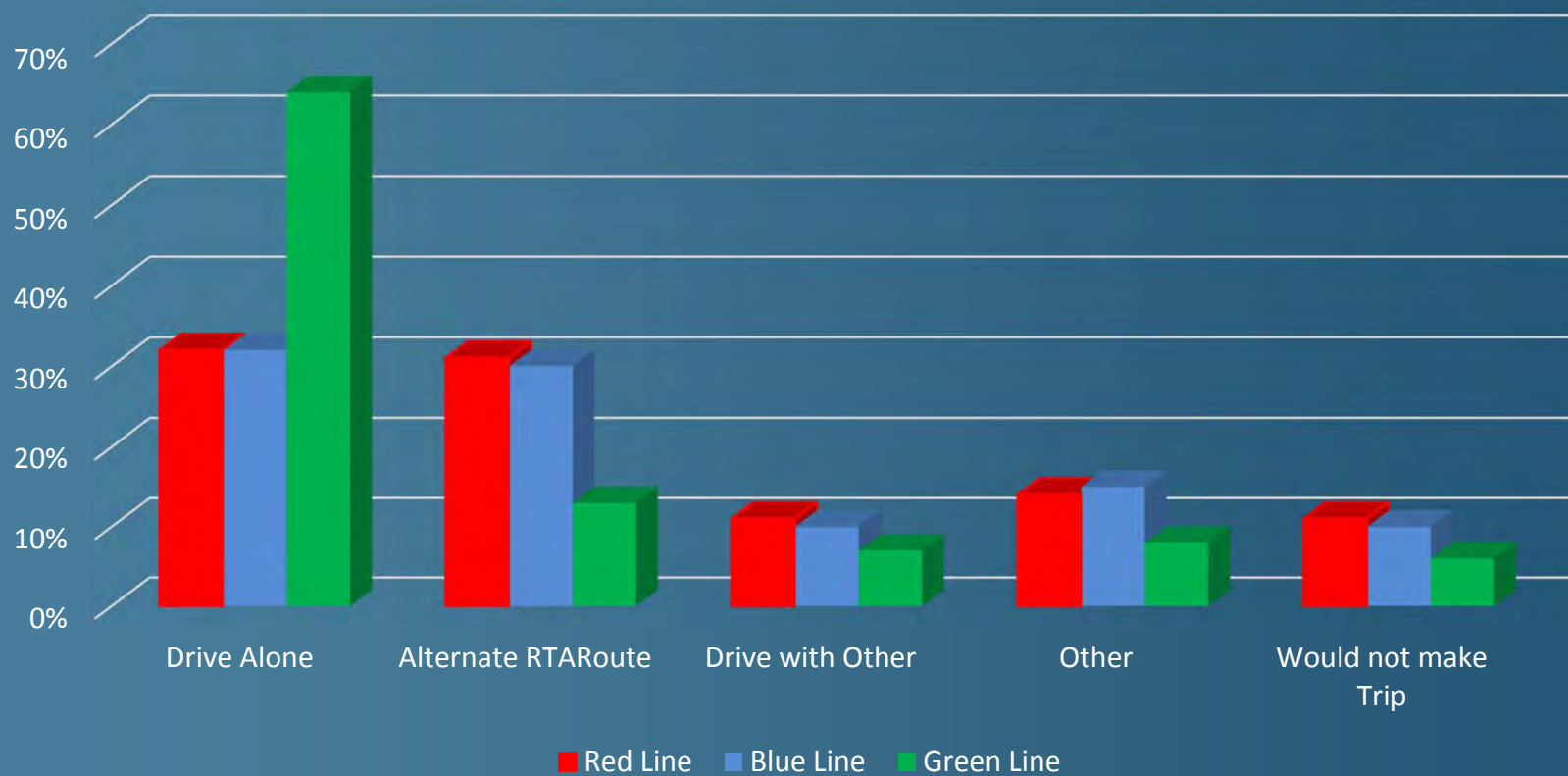
Rail Customer Profile

- Rides at least, a couple times a week
- Trip purpose: work, school, leisure
- 60/40 split: Unlinked vs Linked trips
- Choice Riders:
 - Red and Blue Lines 33%
 - Green Line 64%

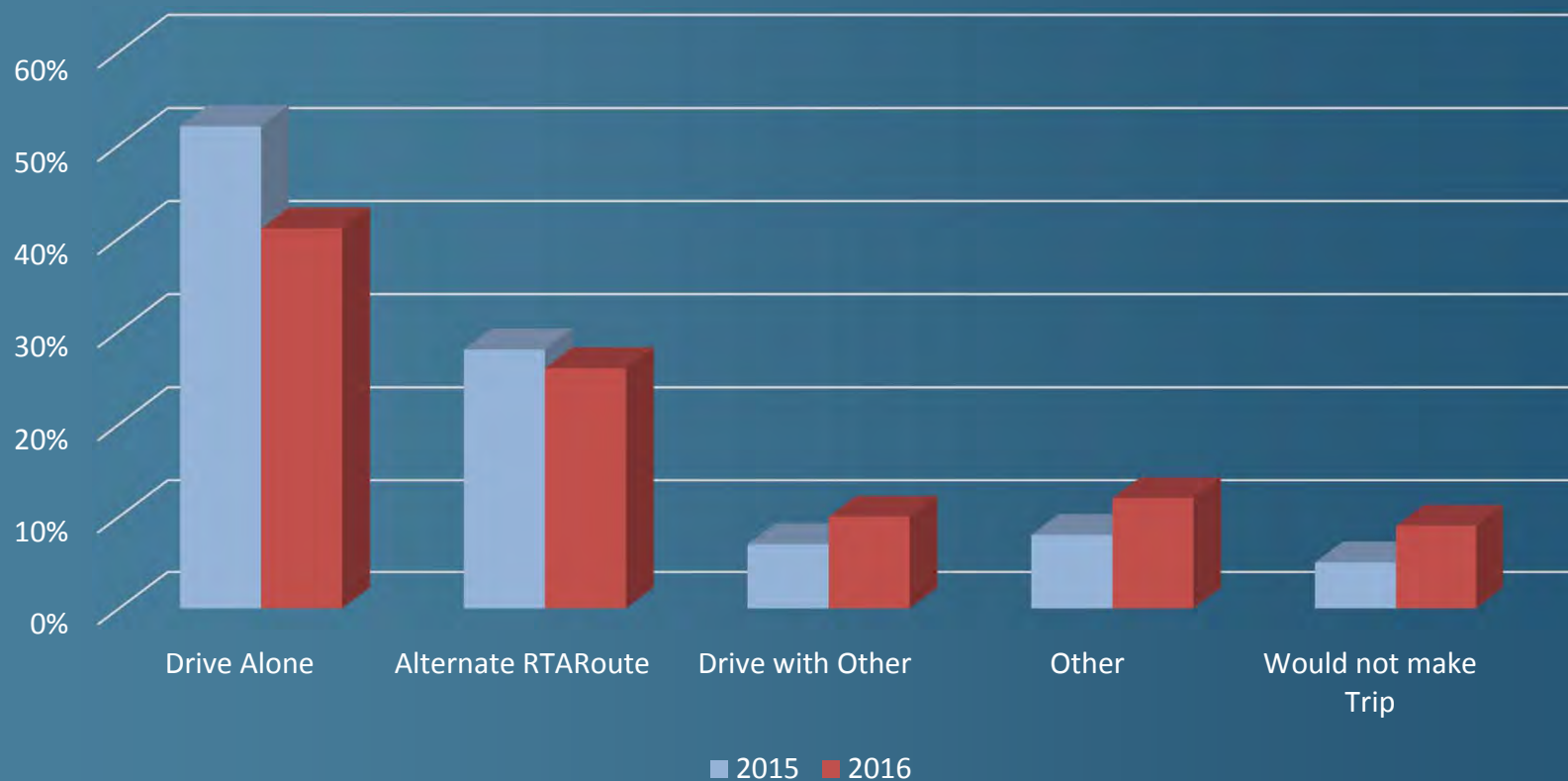
Rail Customer Profile – Fare Payment

- Primarily, Monthly & All Day Pass
- Purchase fare at Tower City, CSK/TVM and thru Employer
- Fare Payment process: “Relatively Easy”

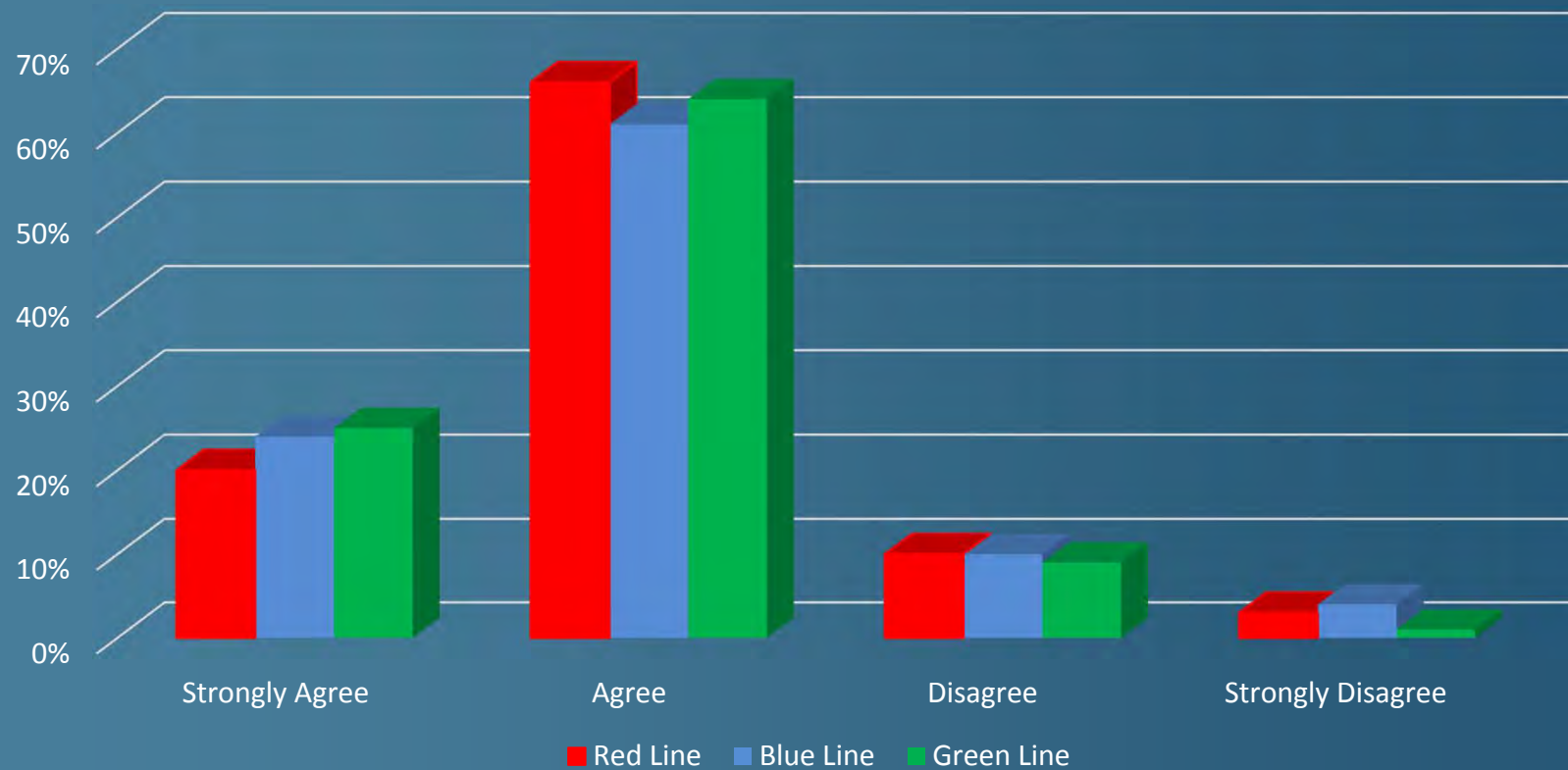
Alternate way to make this trip



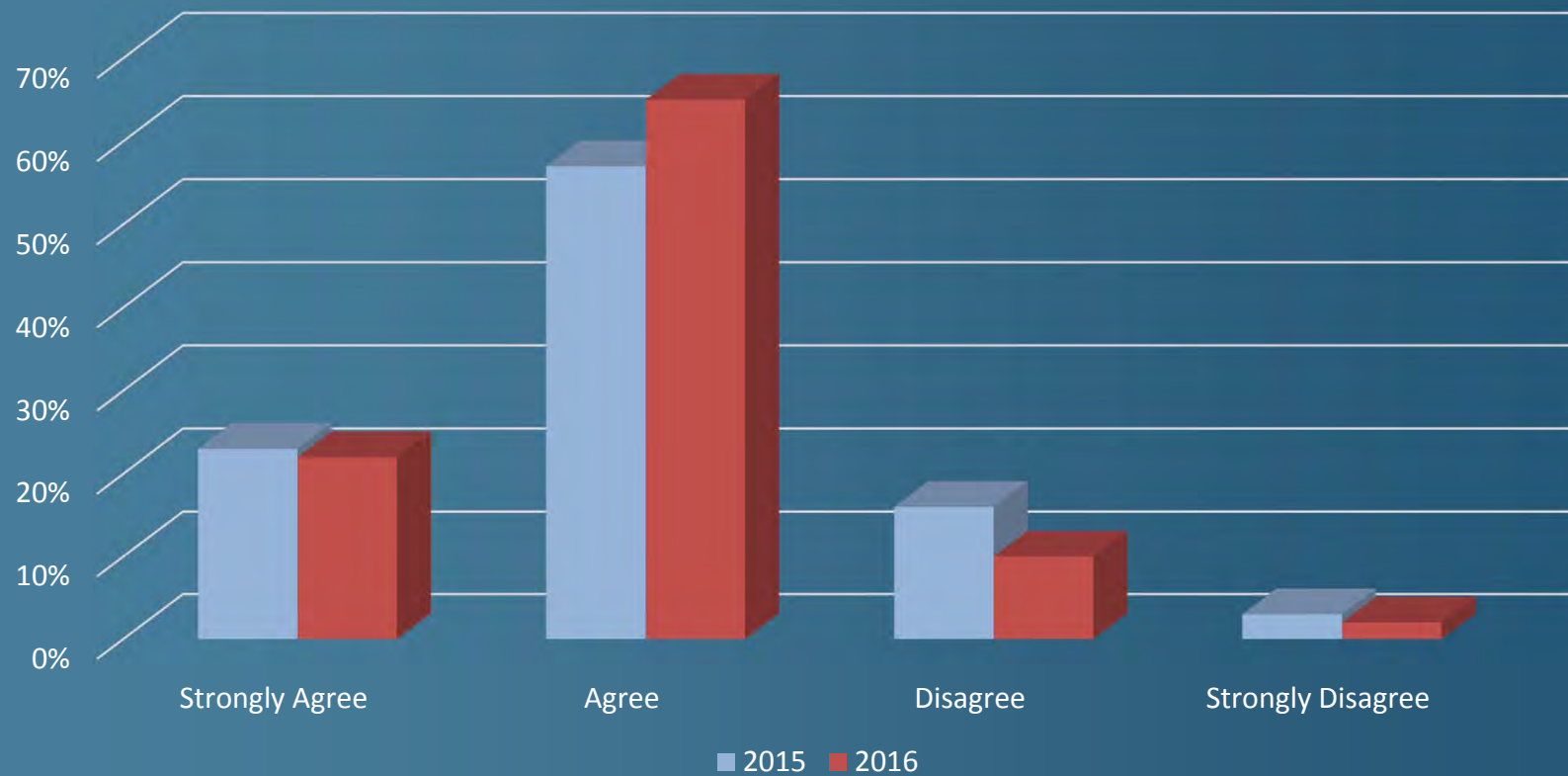
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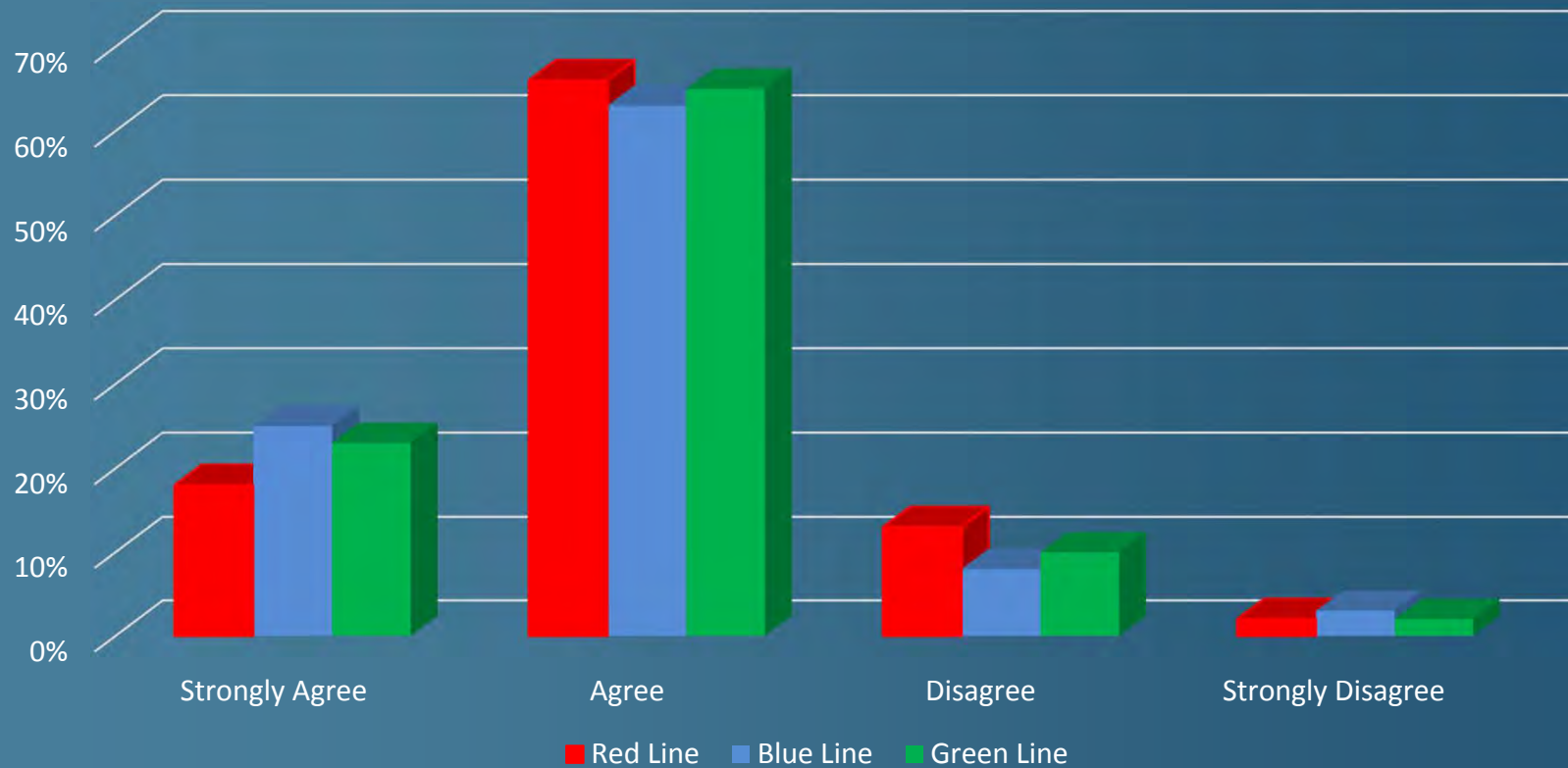
Rapid Leaves the Station On-Time



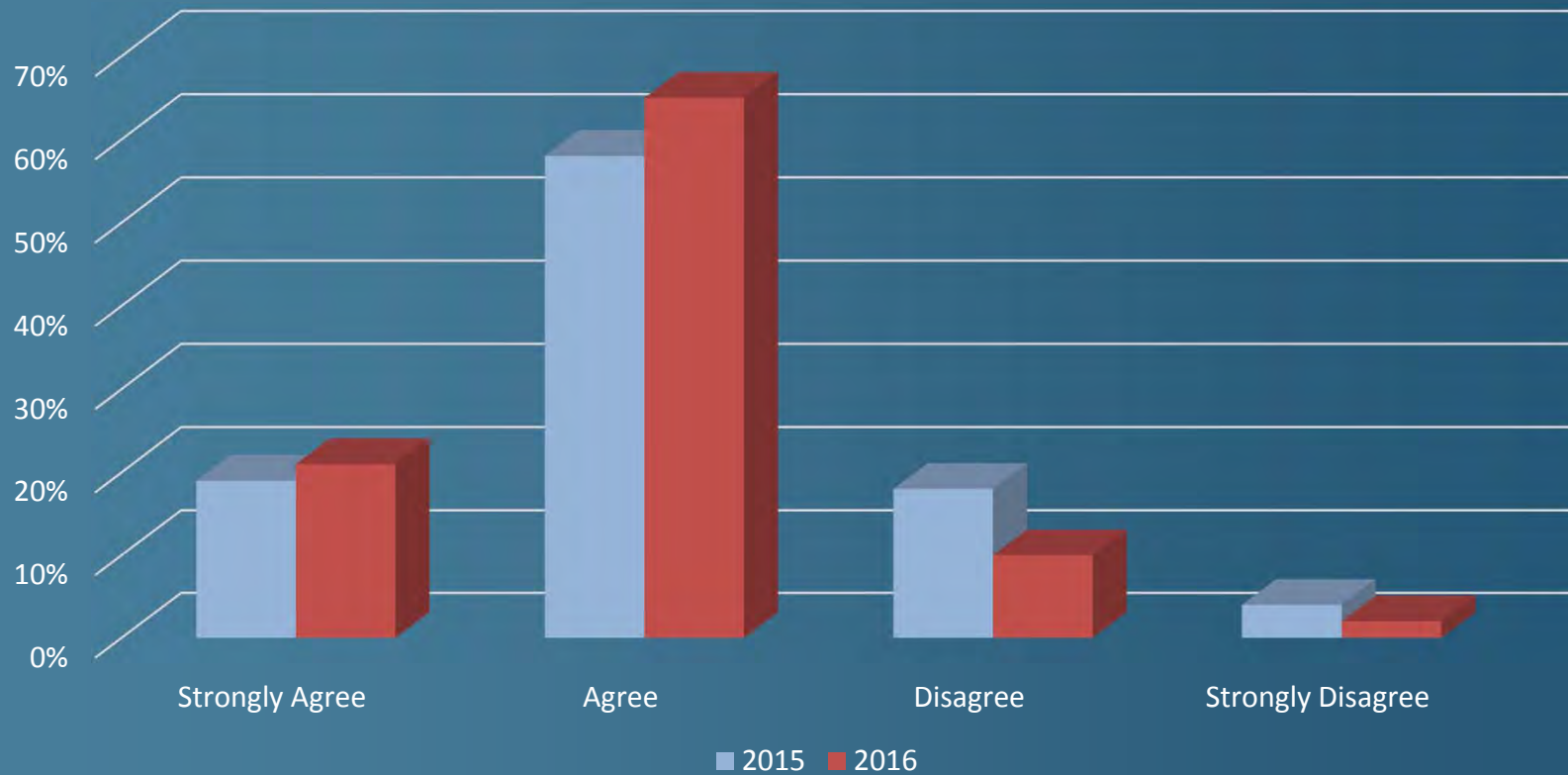
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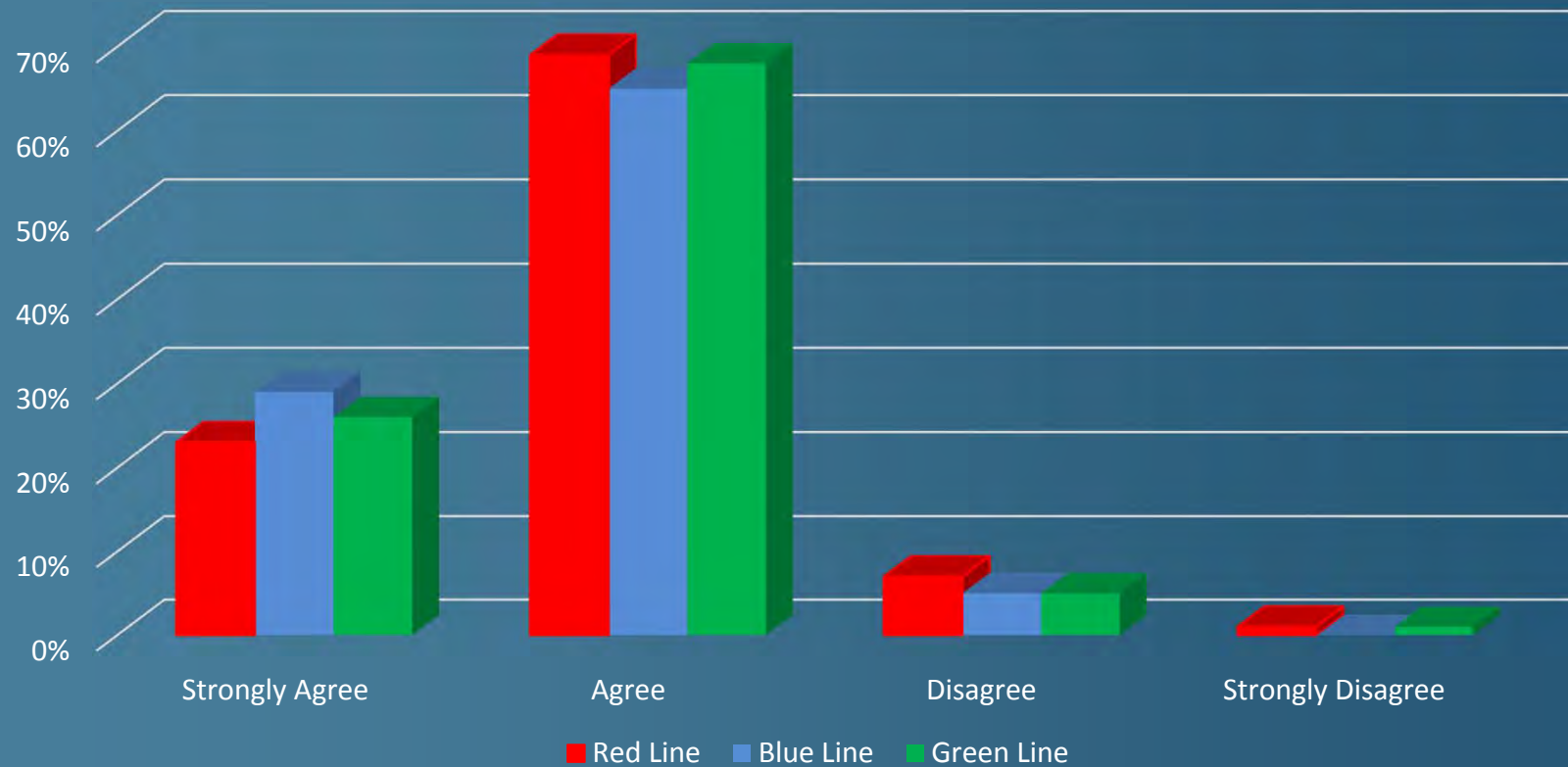
Rapid Arrives at Destination According to Schedule



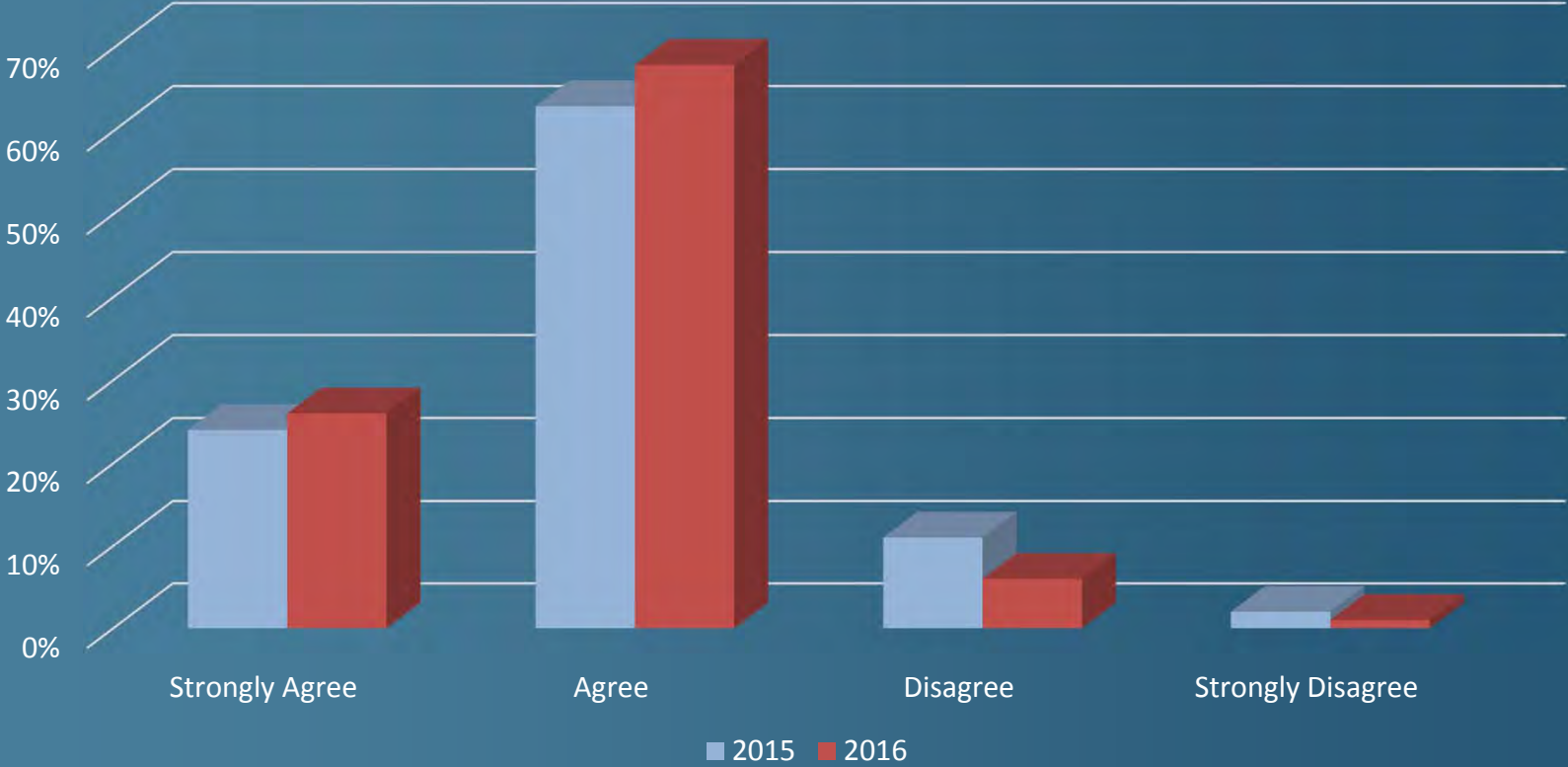
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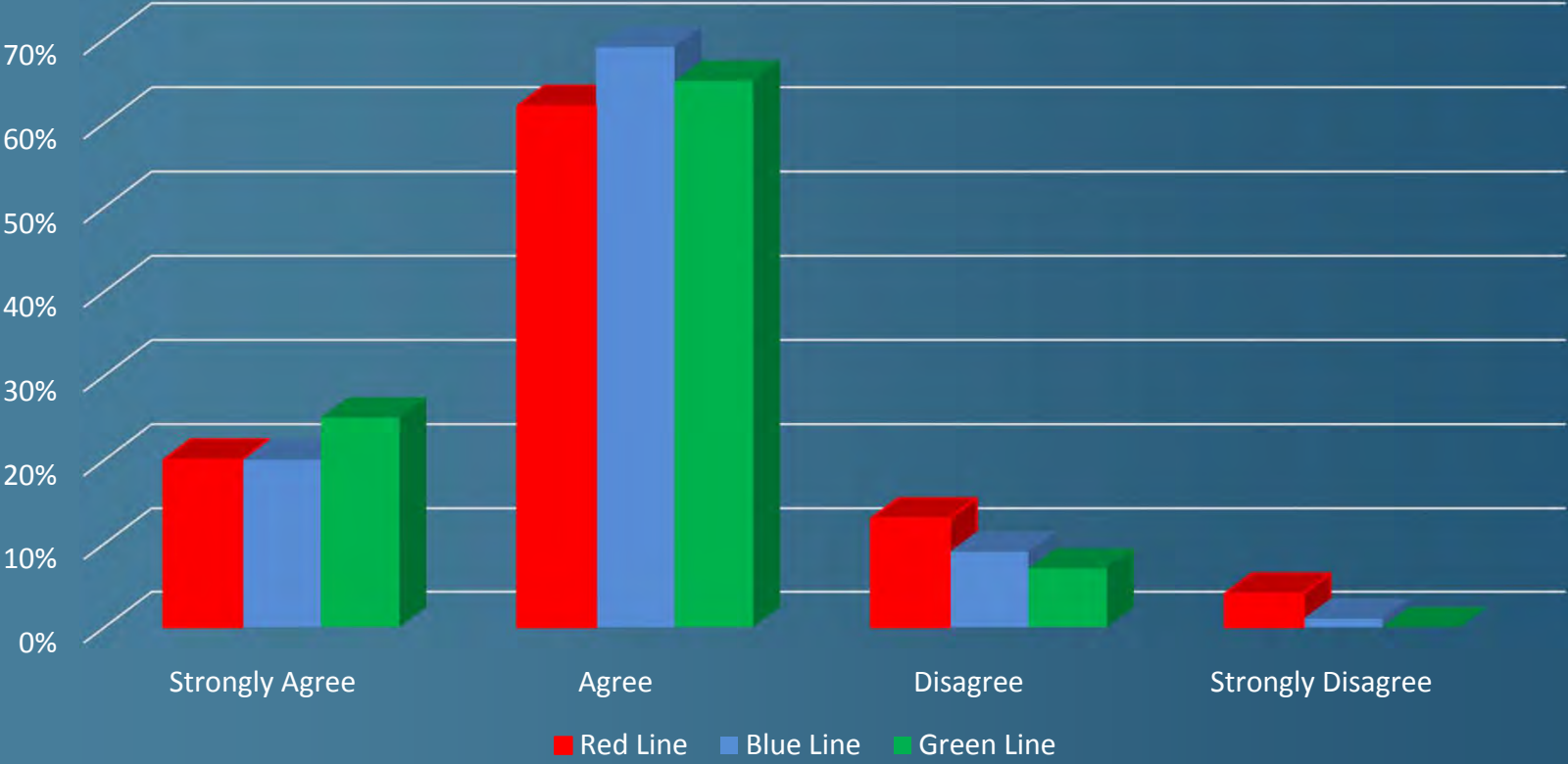
Travel time is reasonable



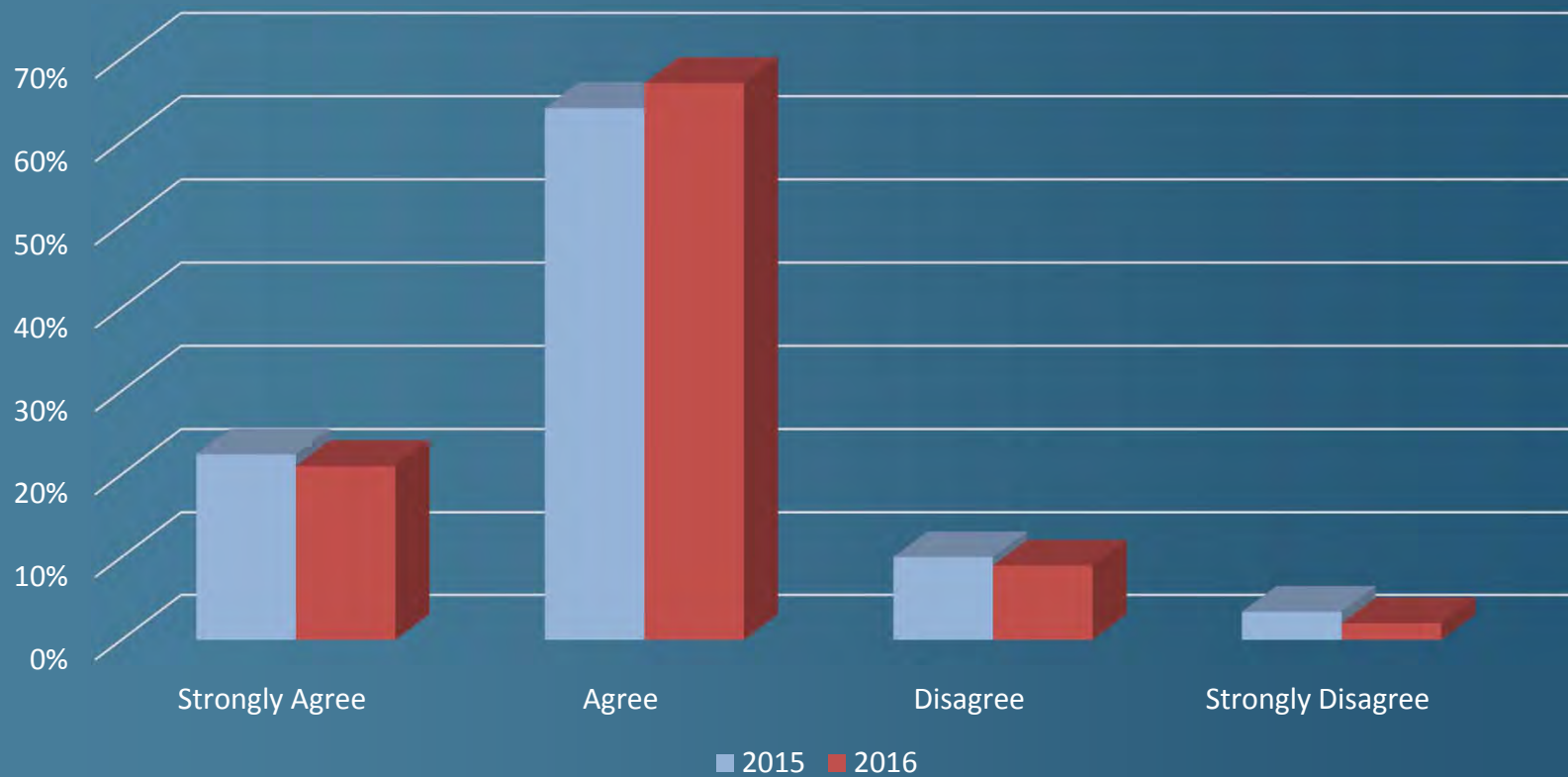
Reasonable Travel Time



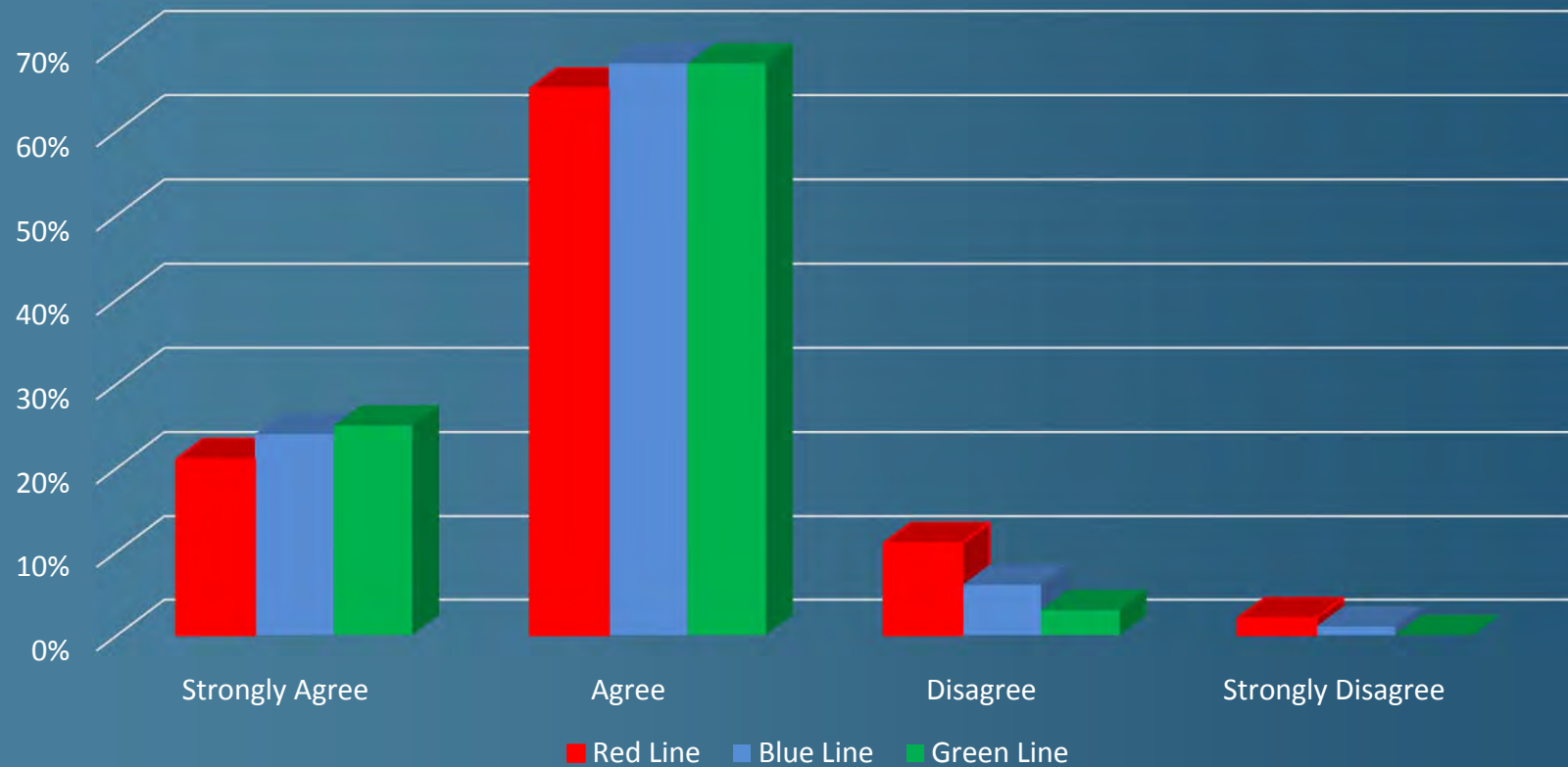
Feel safe while waiting for the Rapid



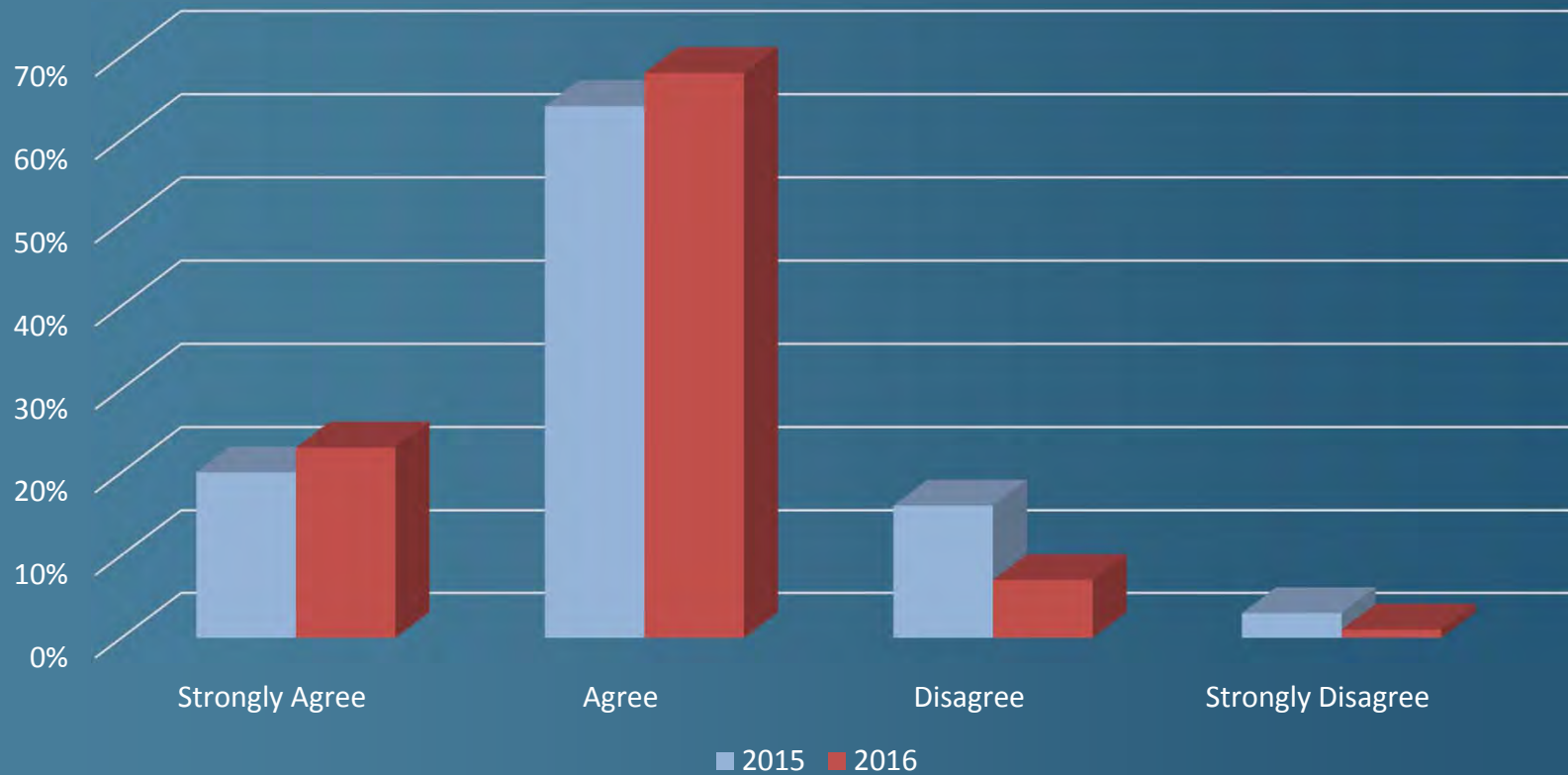
Feel safe waiting for service



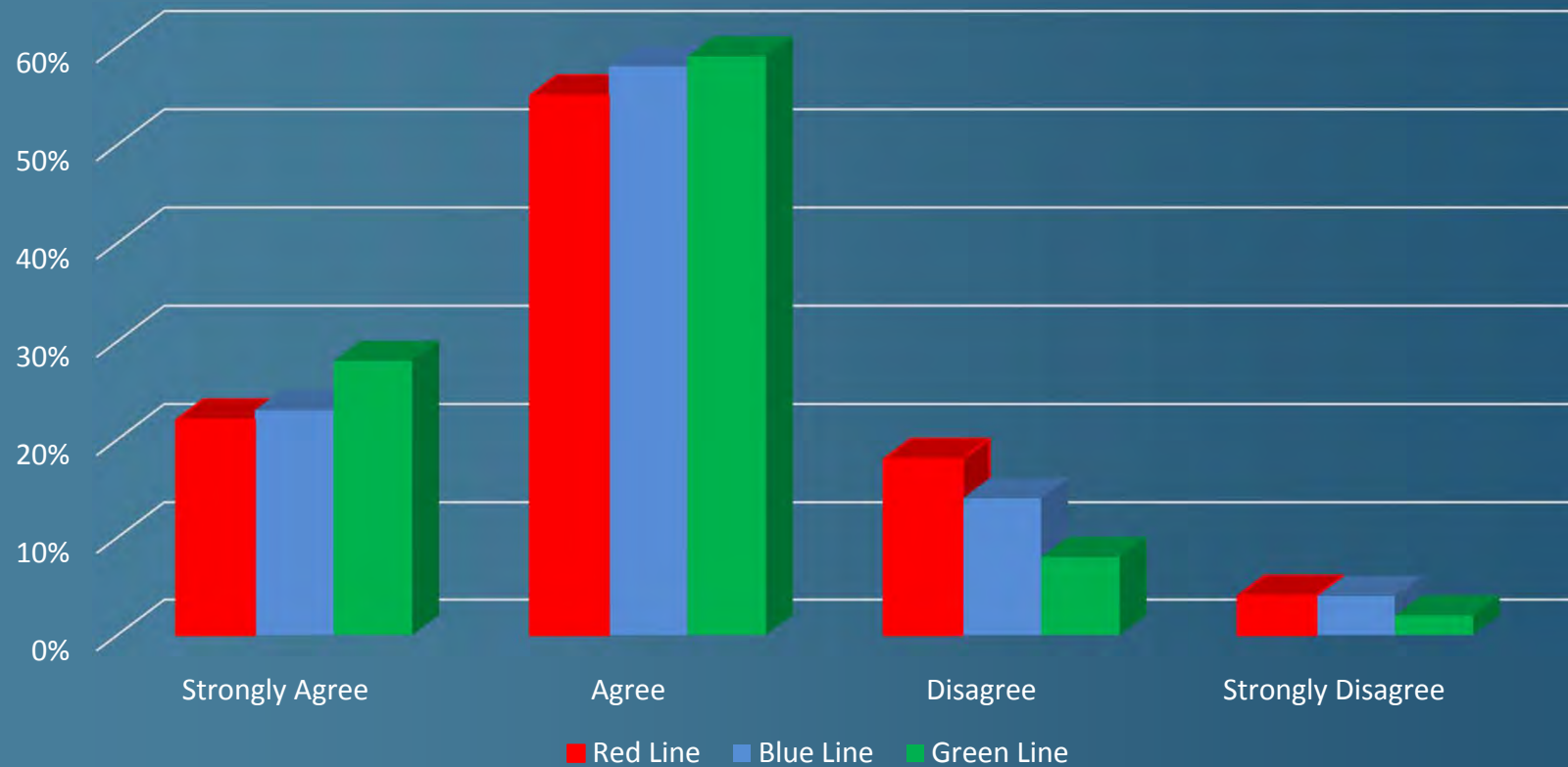
Feel safe while riding the Rapid



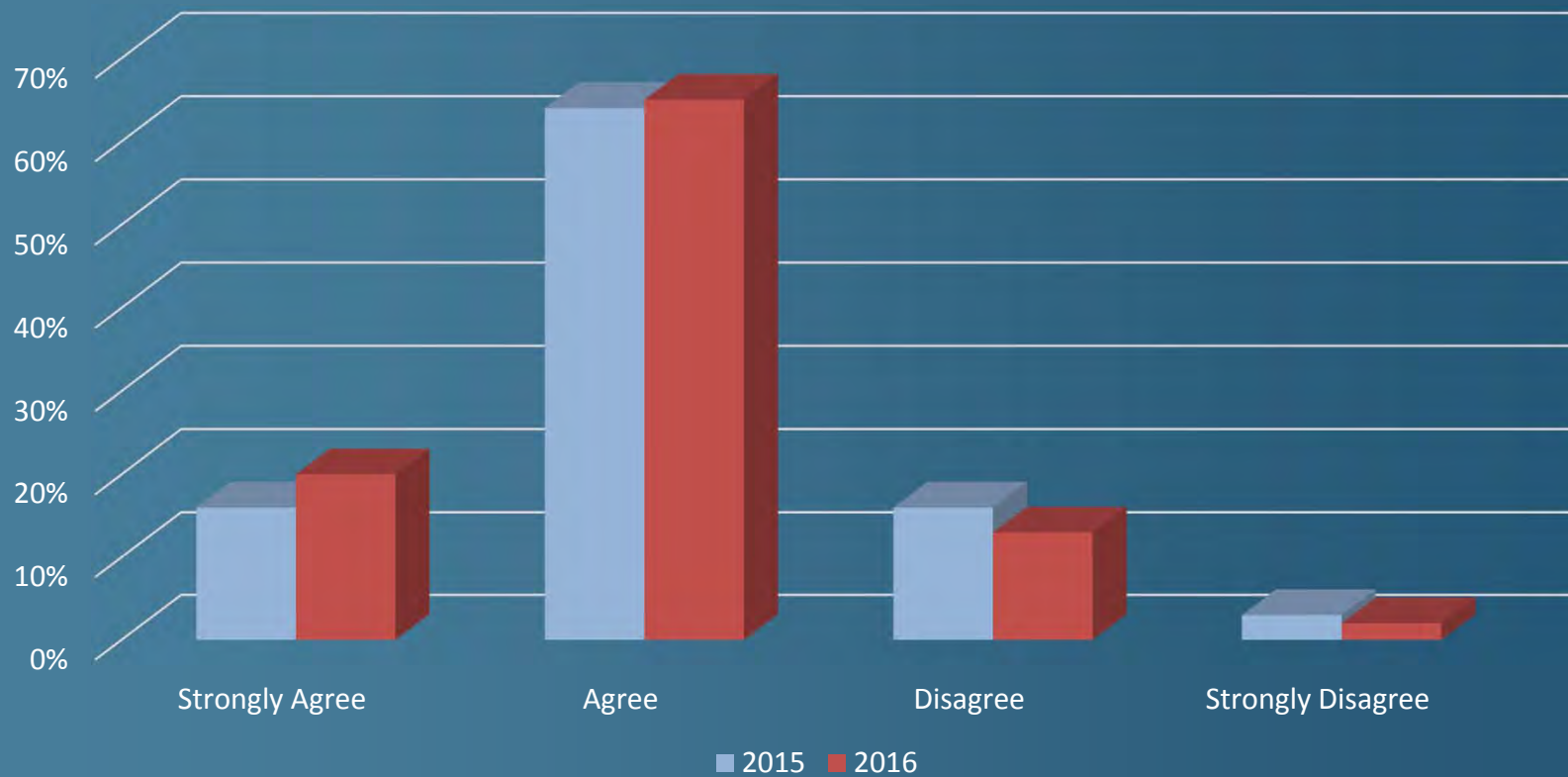
Feel safe riding the service



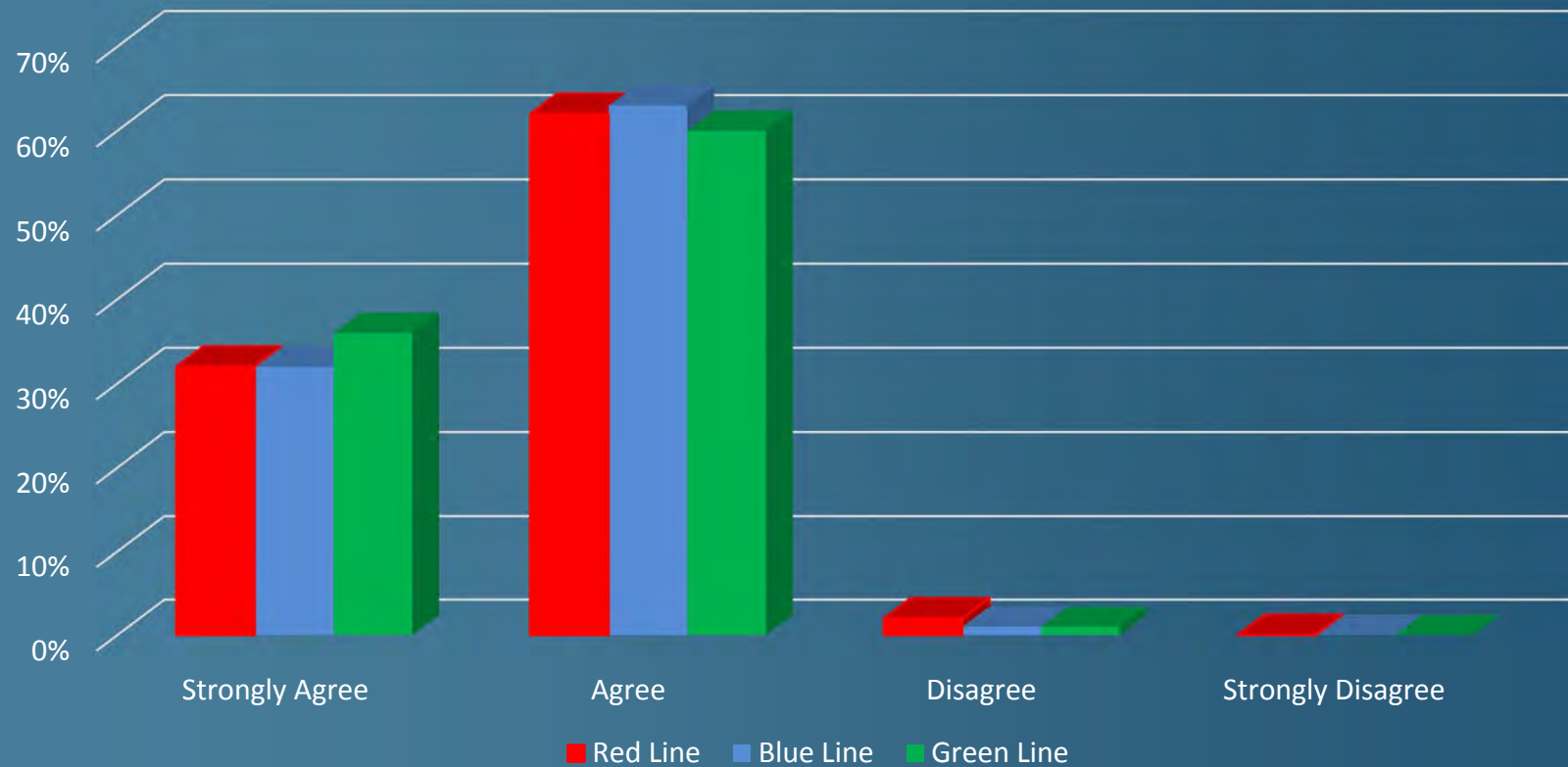
Feel safe leaving my car in the parking lot



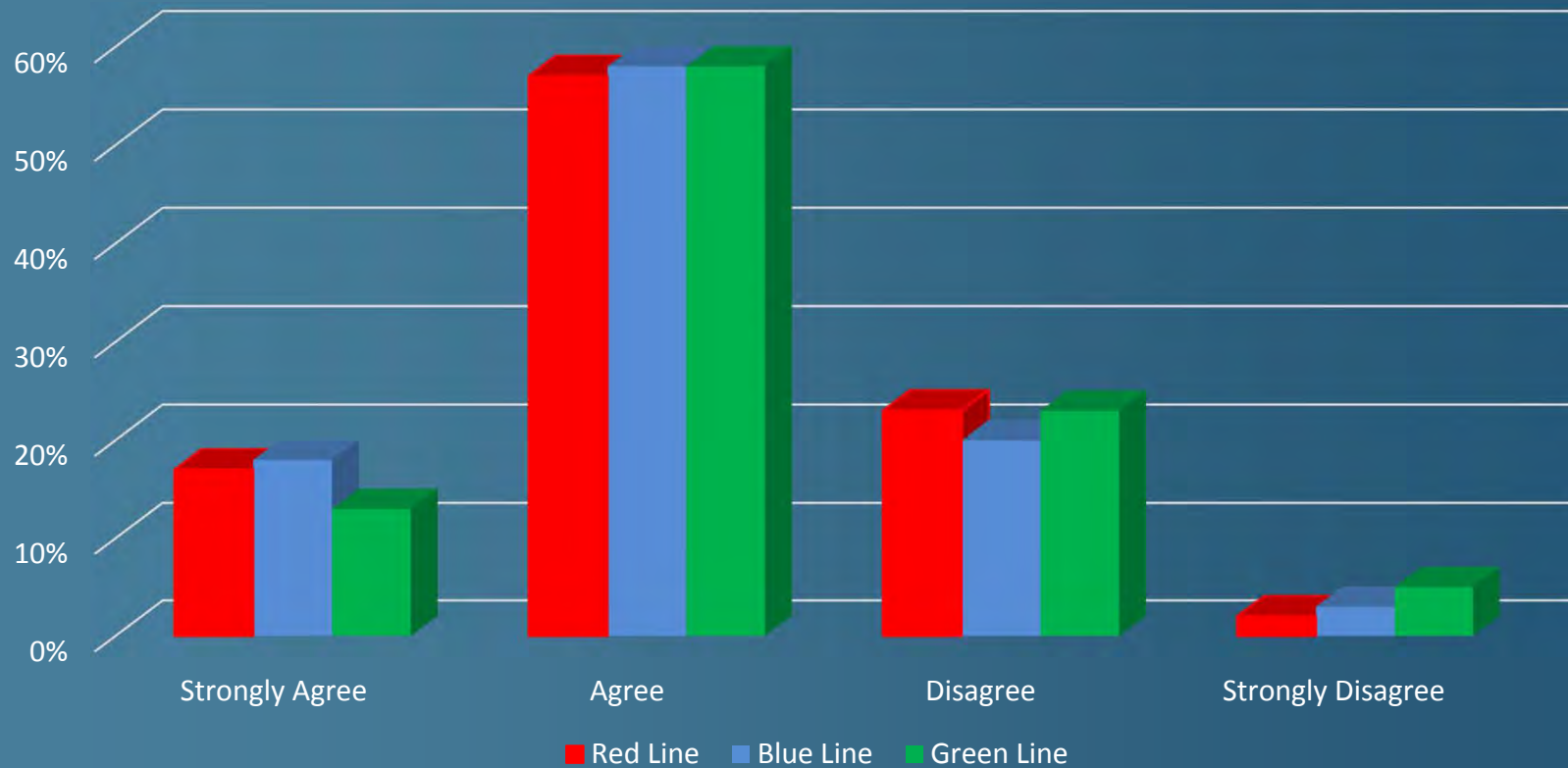
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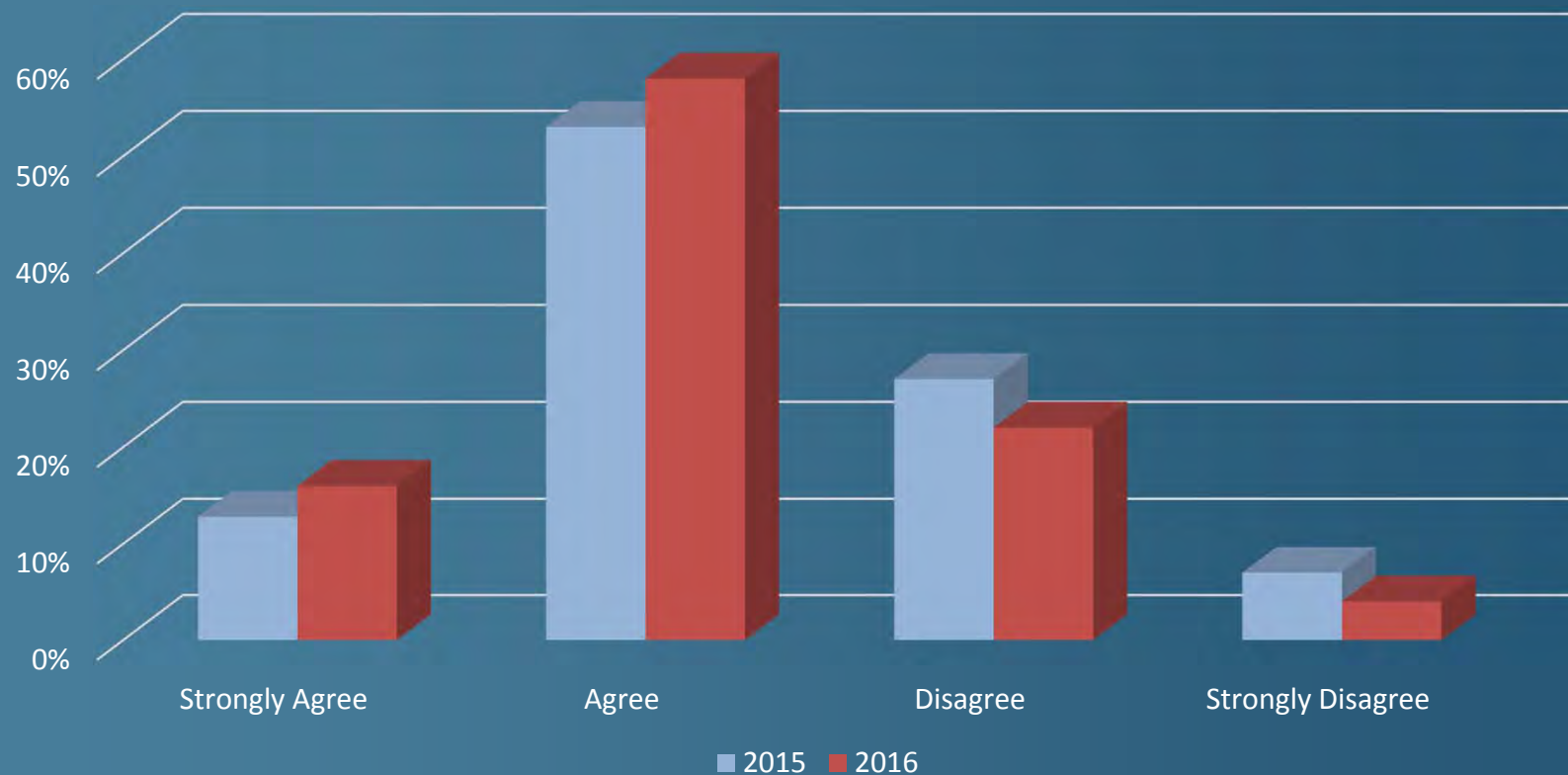
Rapid car operated safely



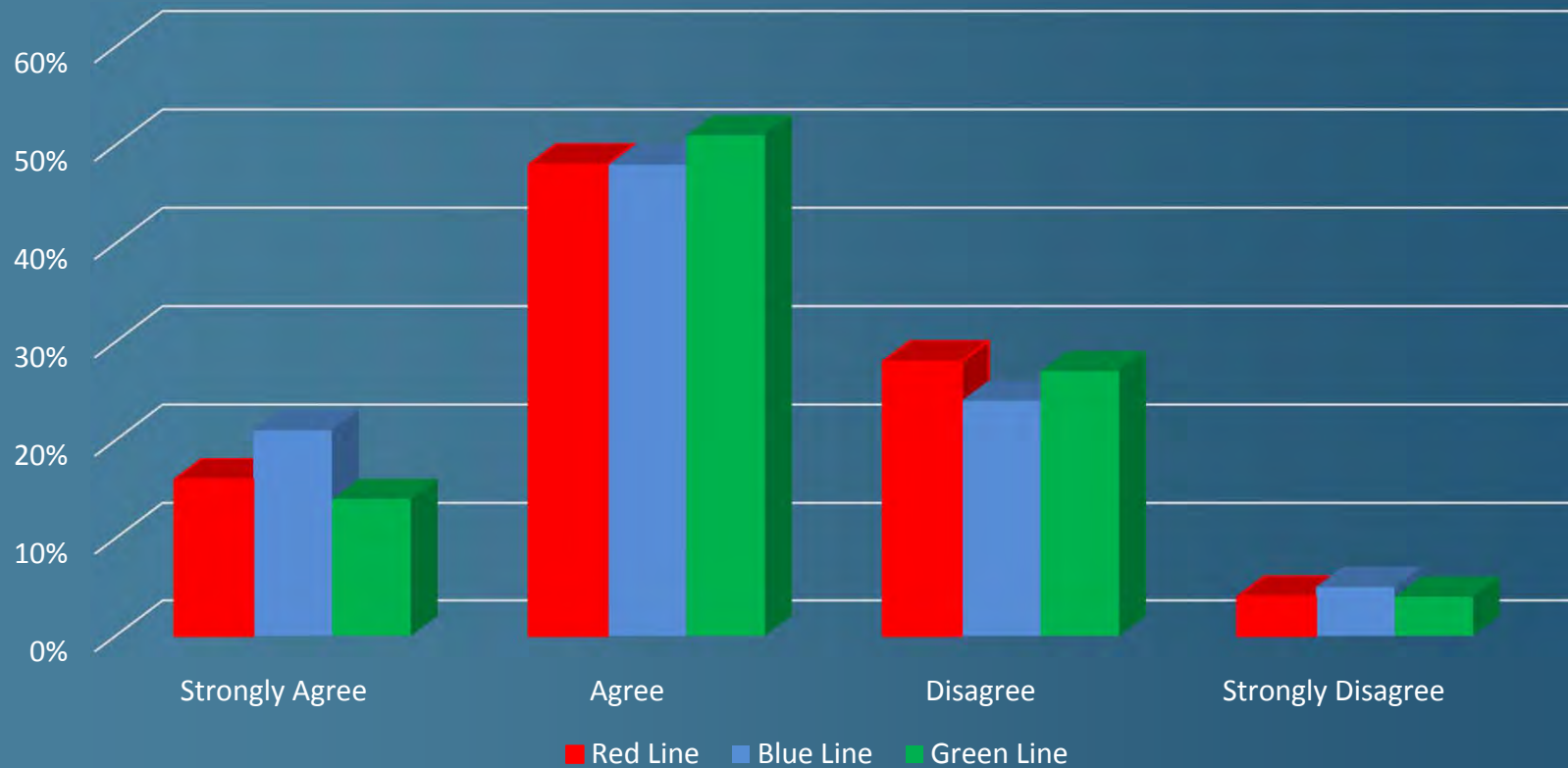
Sufficient Service Info Posted at Station



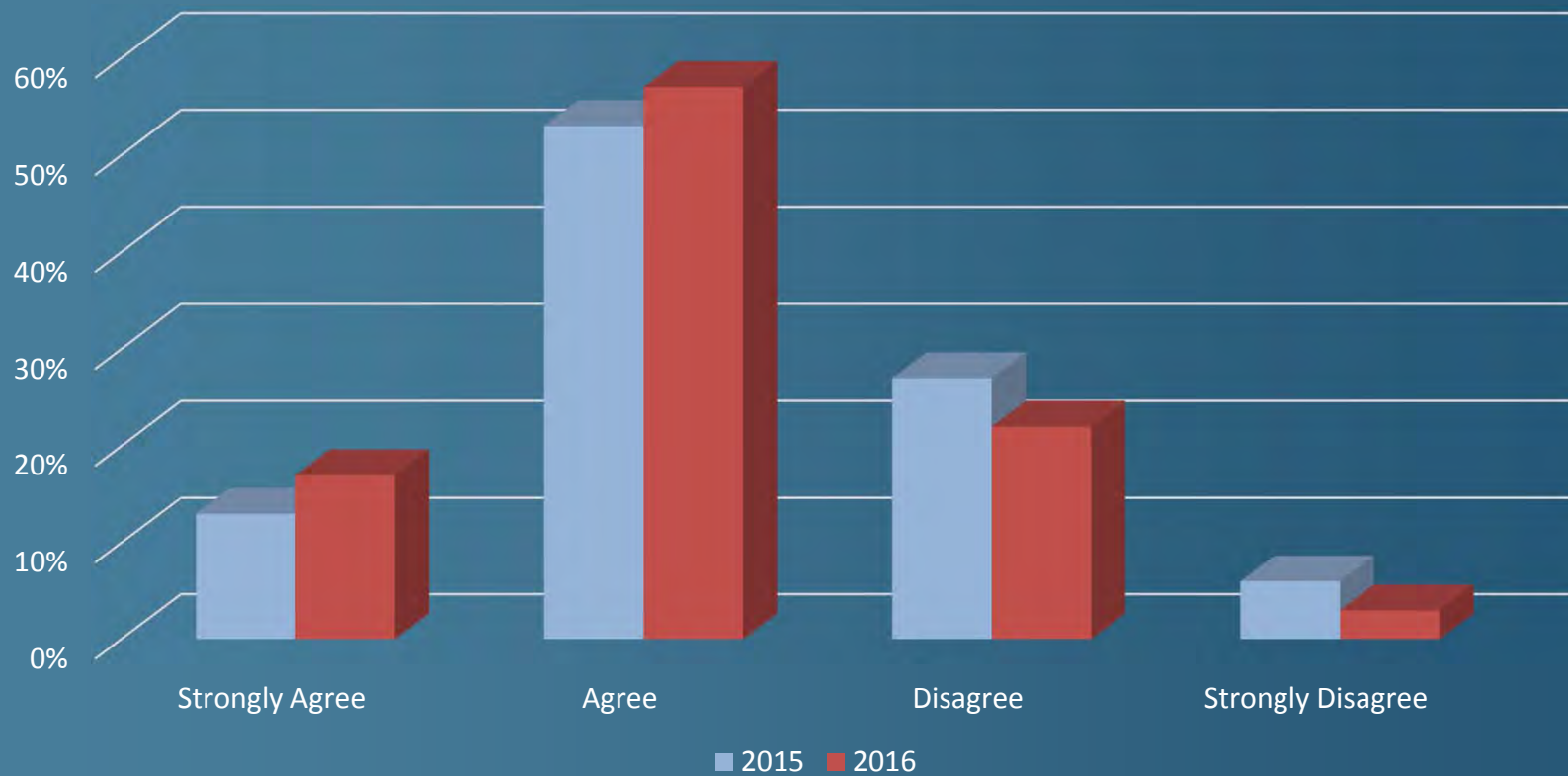
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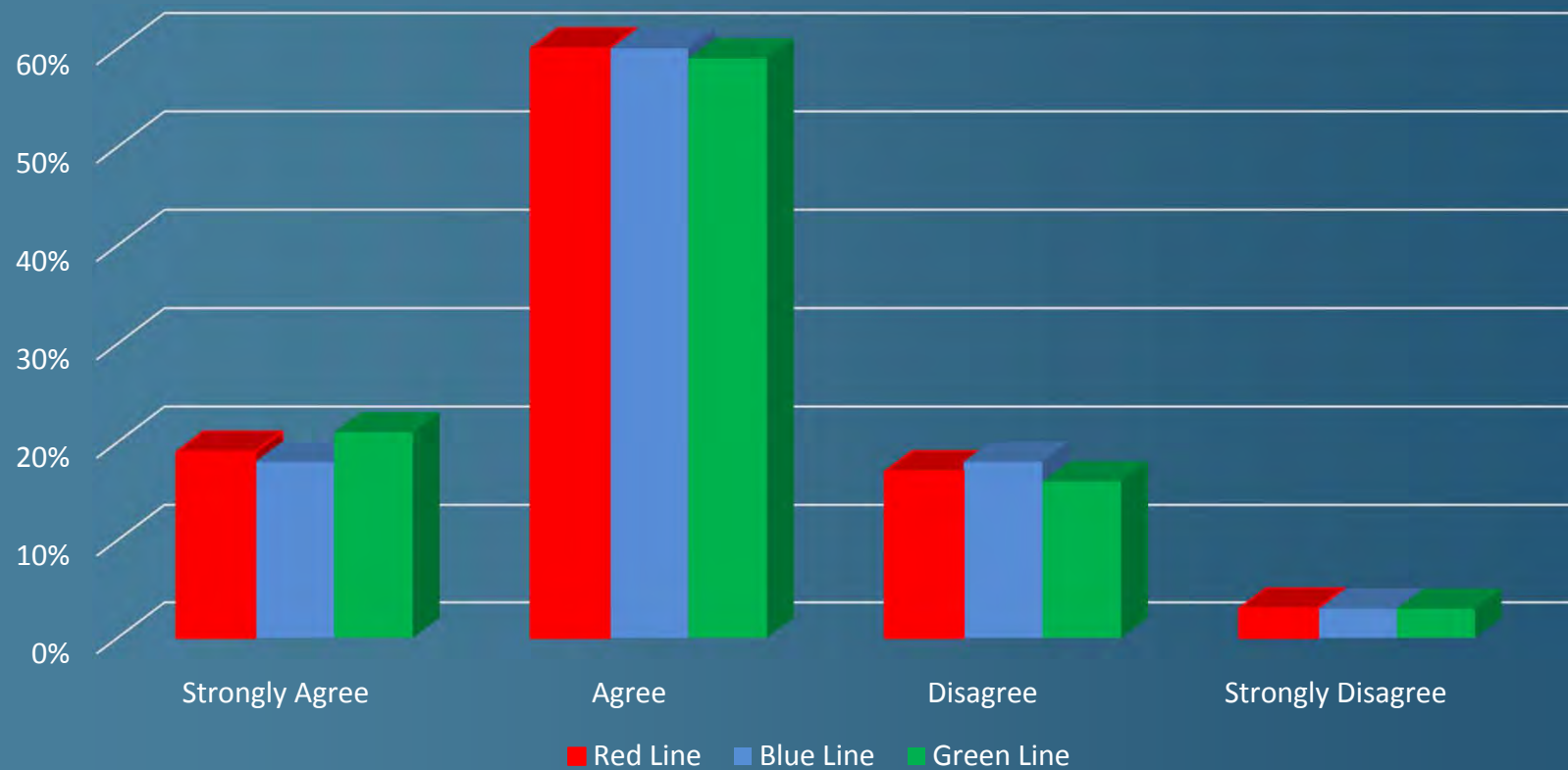
Sufficient Service Info Posted on Train



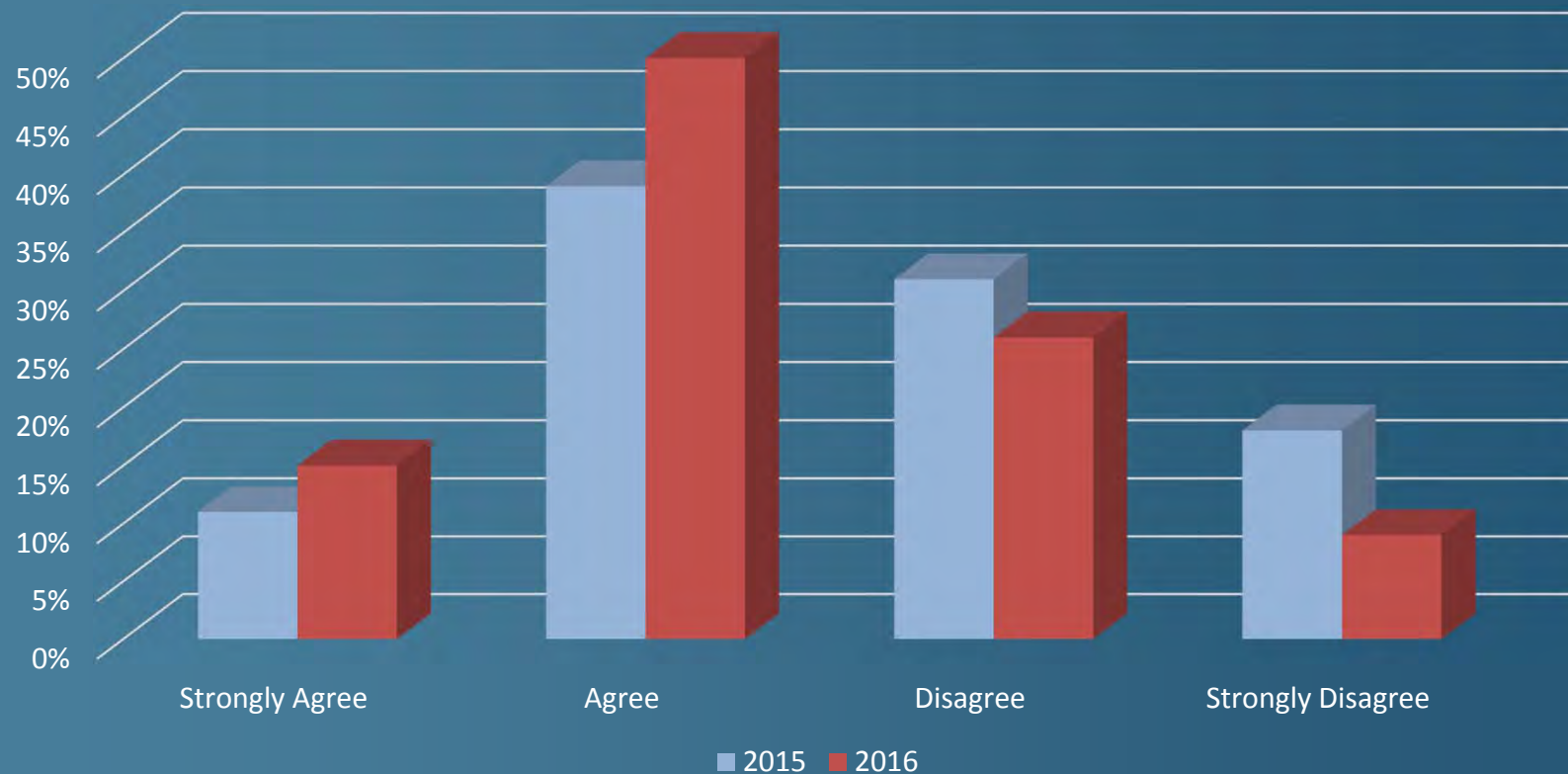
Sufficient Service Info Posted on Train



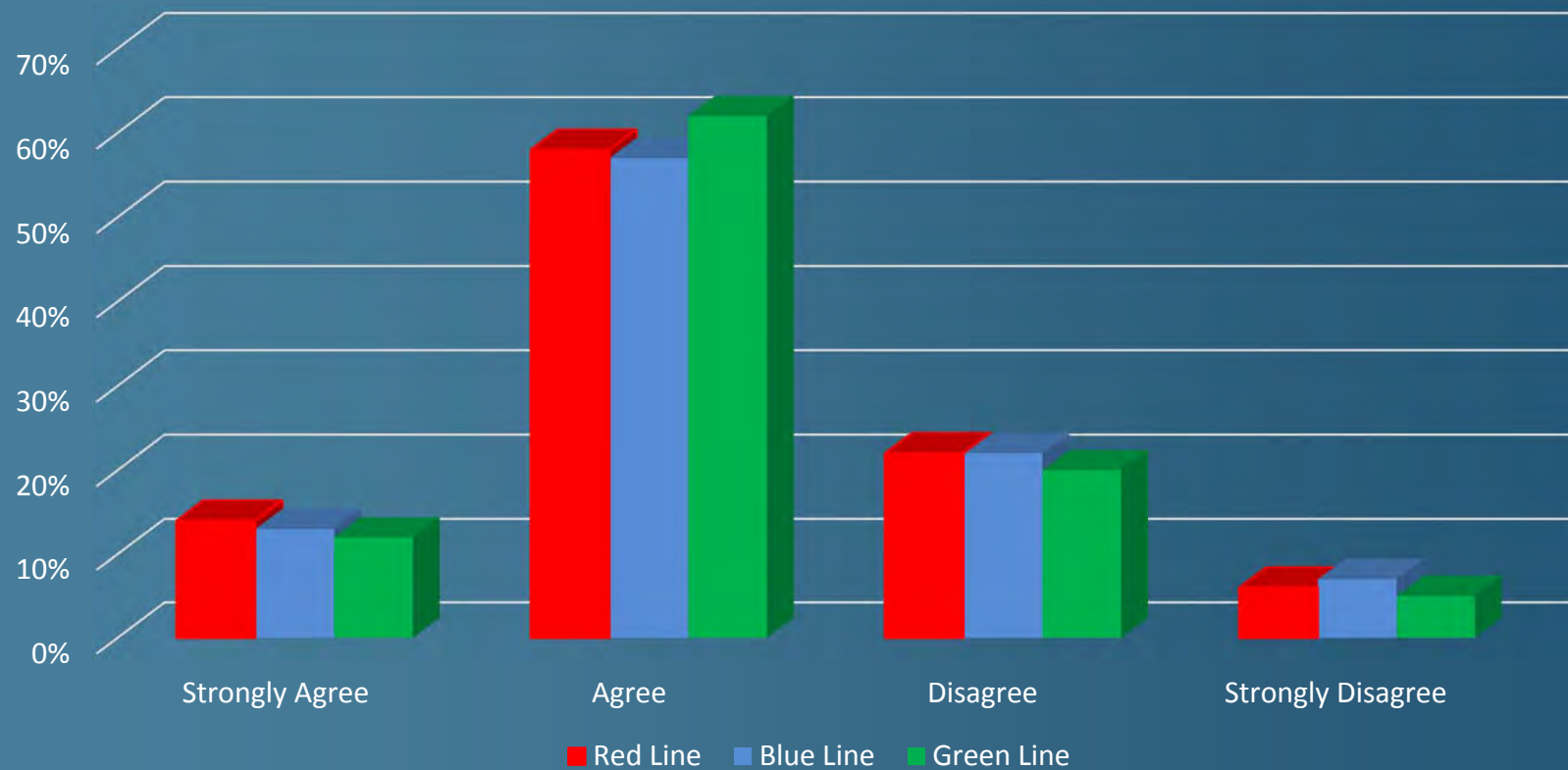
RTA effectively communicates w/Customers regarding planned interruptions



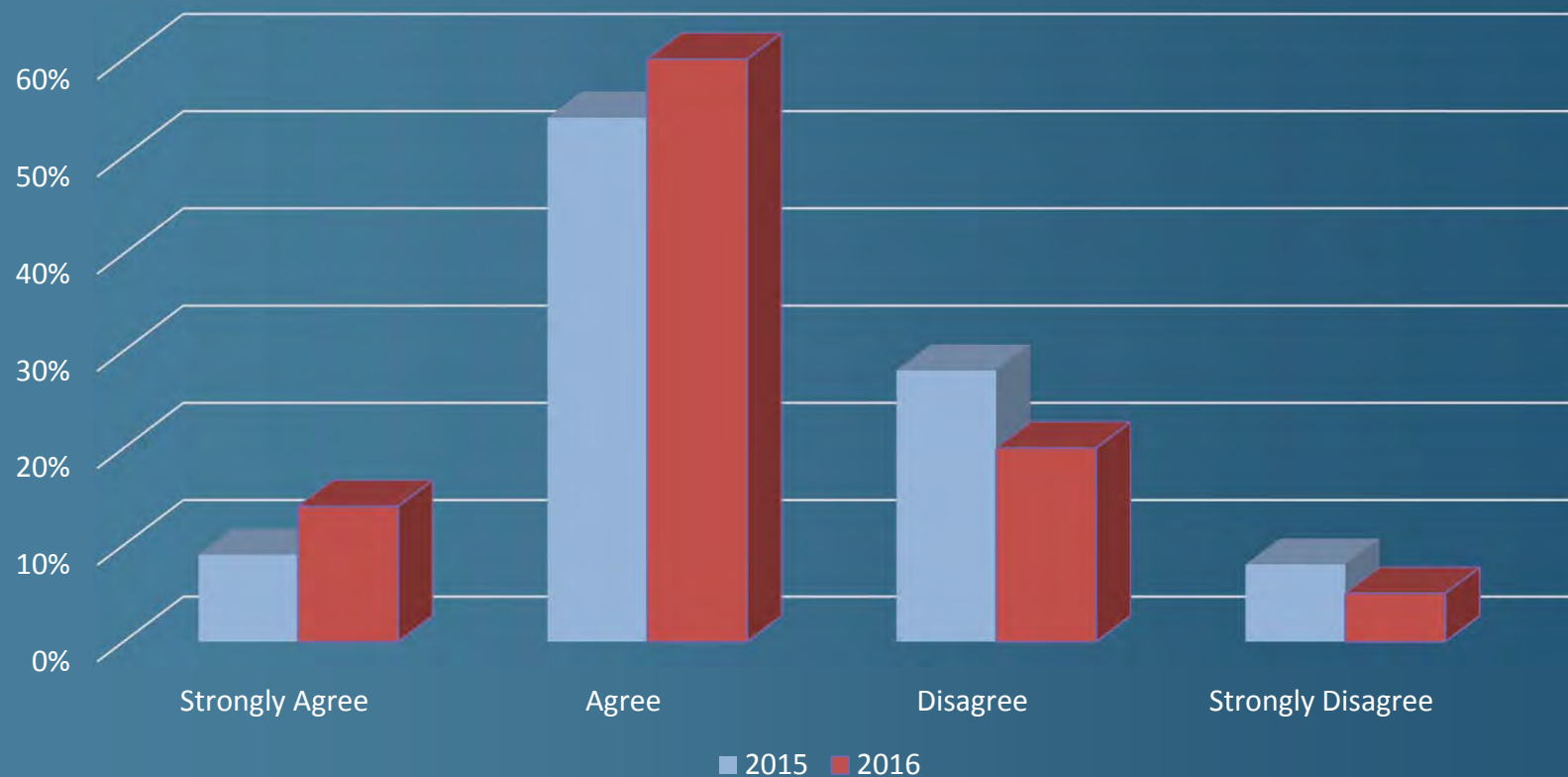
RTA effectively communicates w/Customers when service has been interrupted



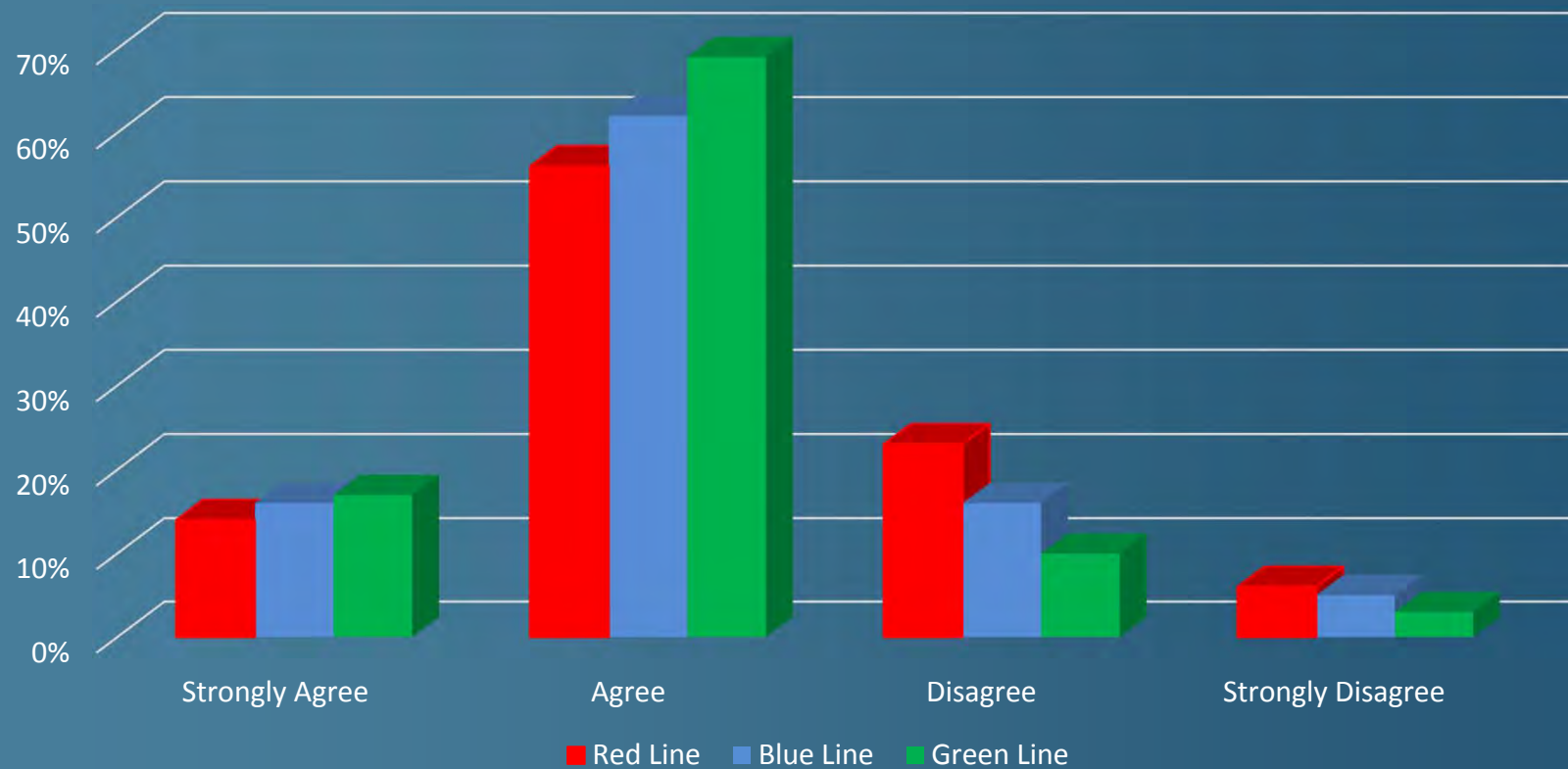
Rapid car interiors are clean



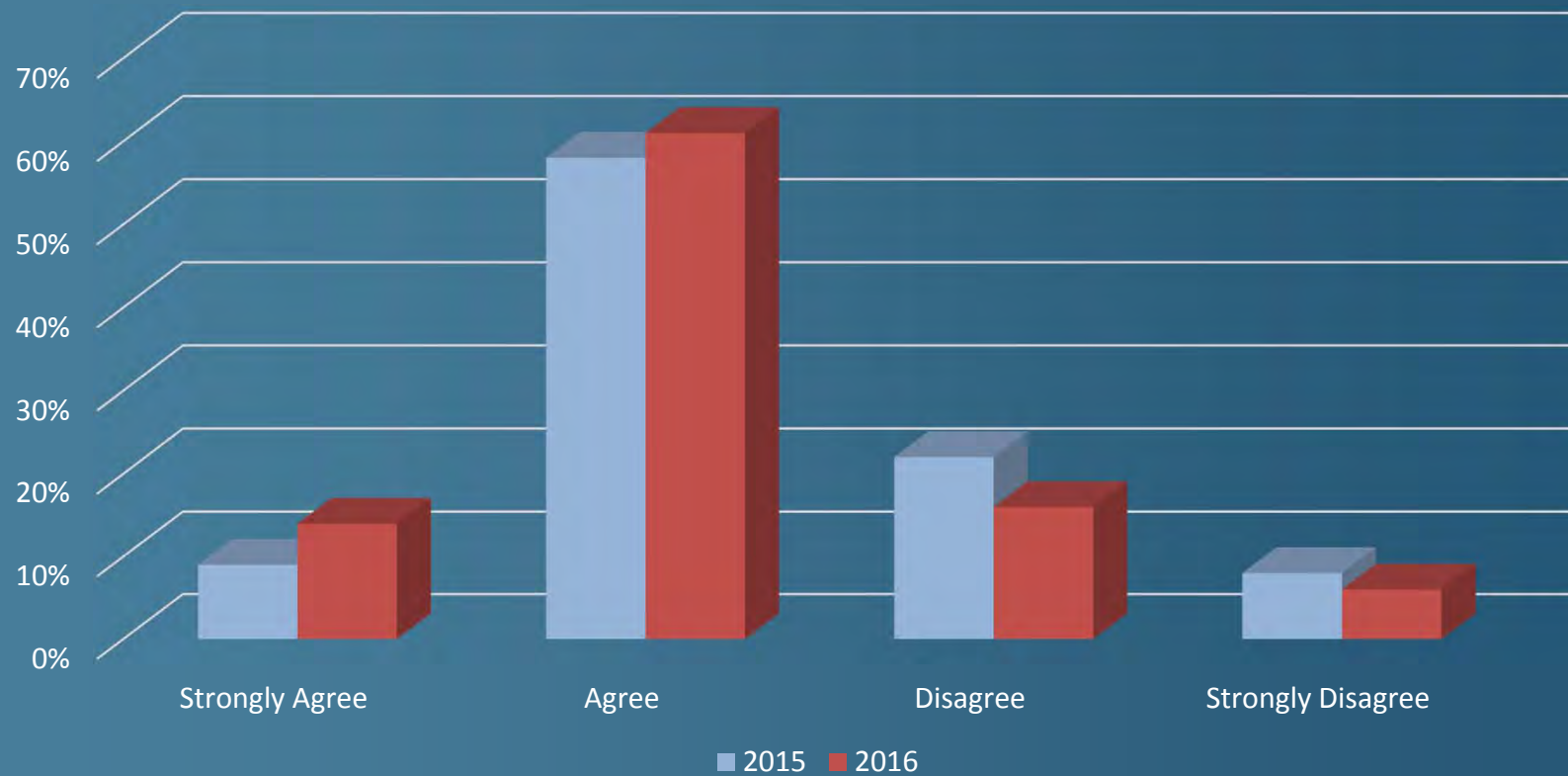
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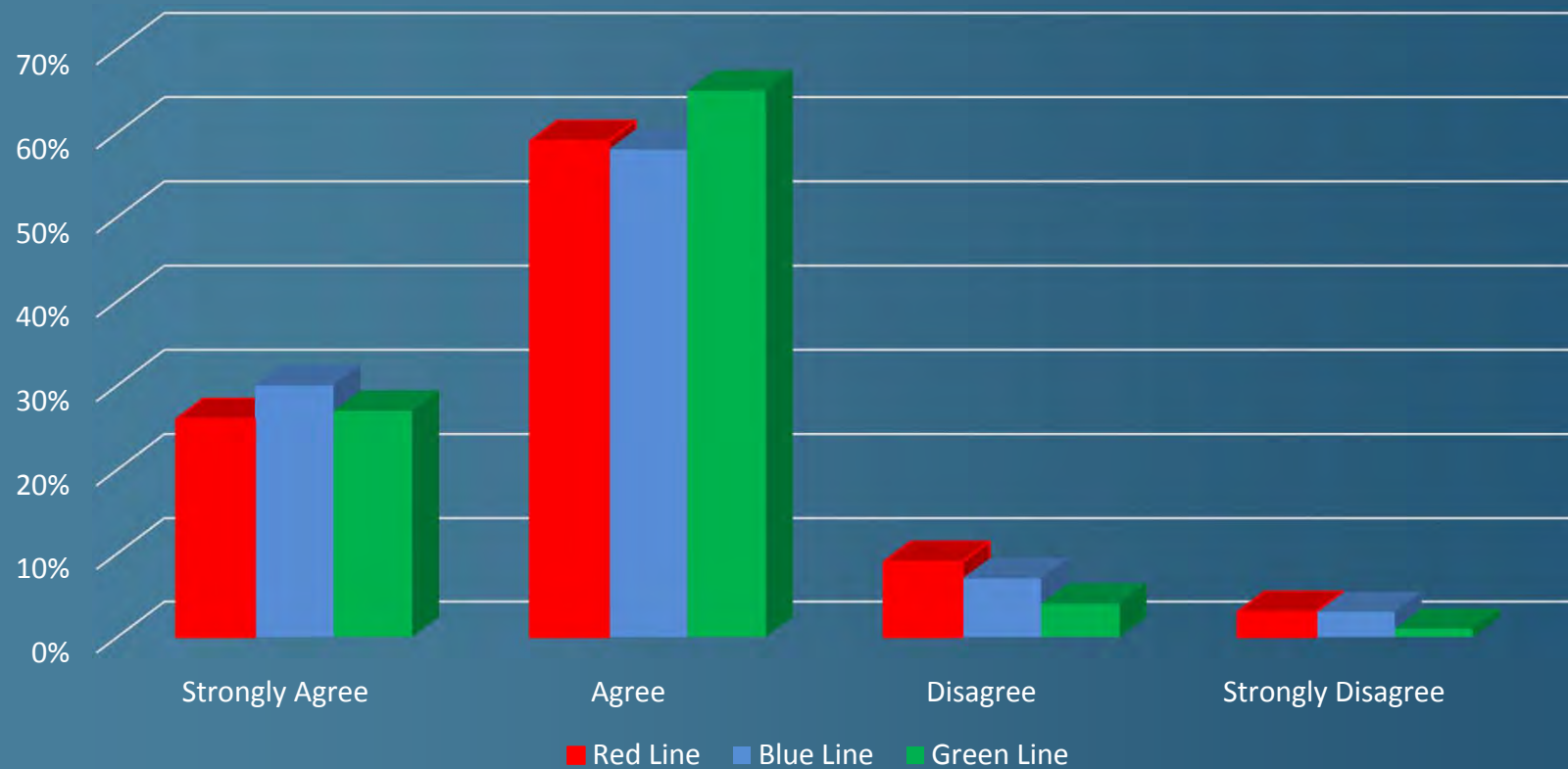
Rapid station/stop's waiting areas are clean



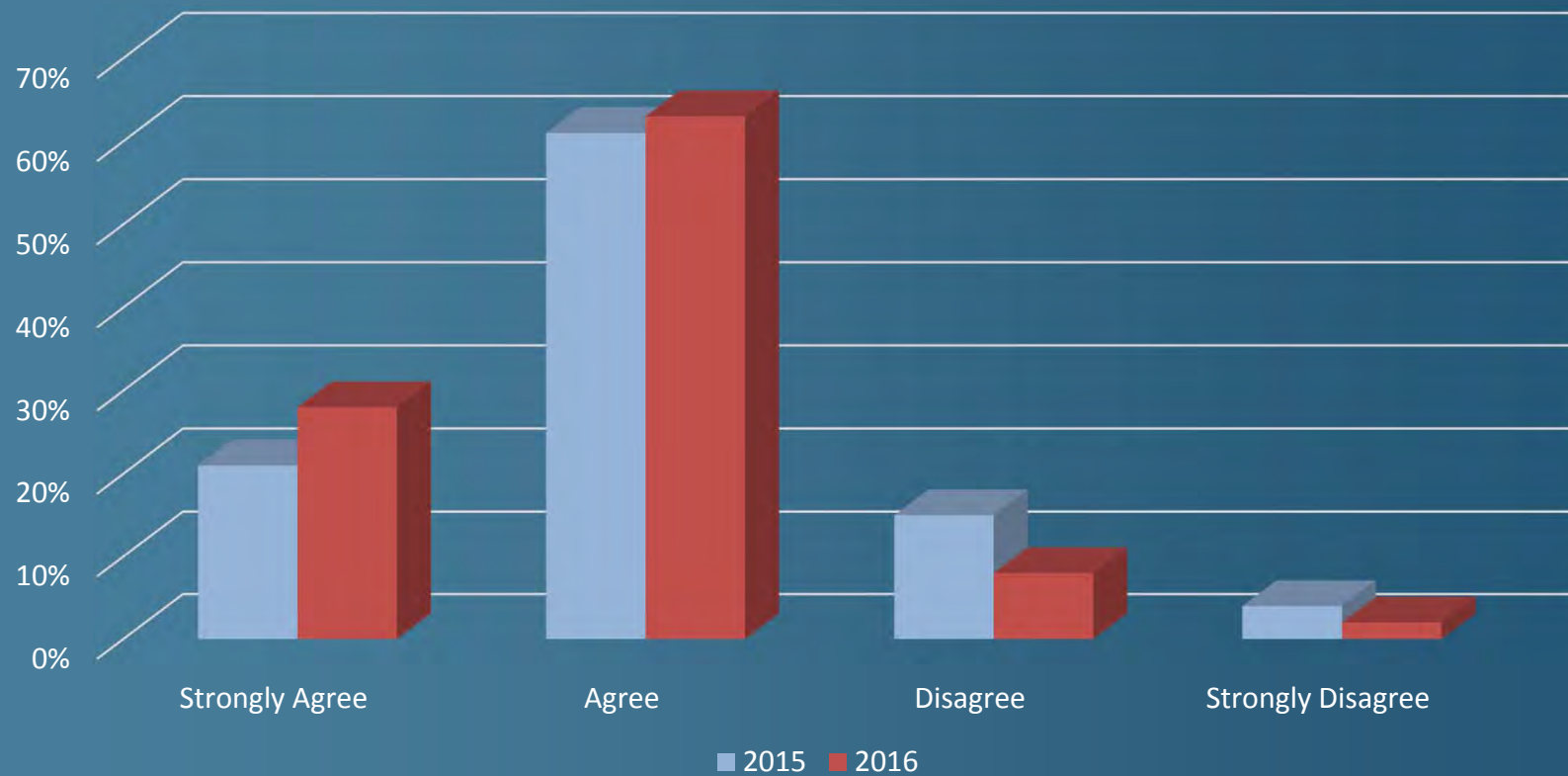
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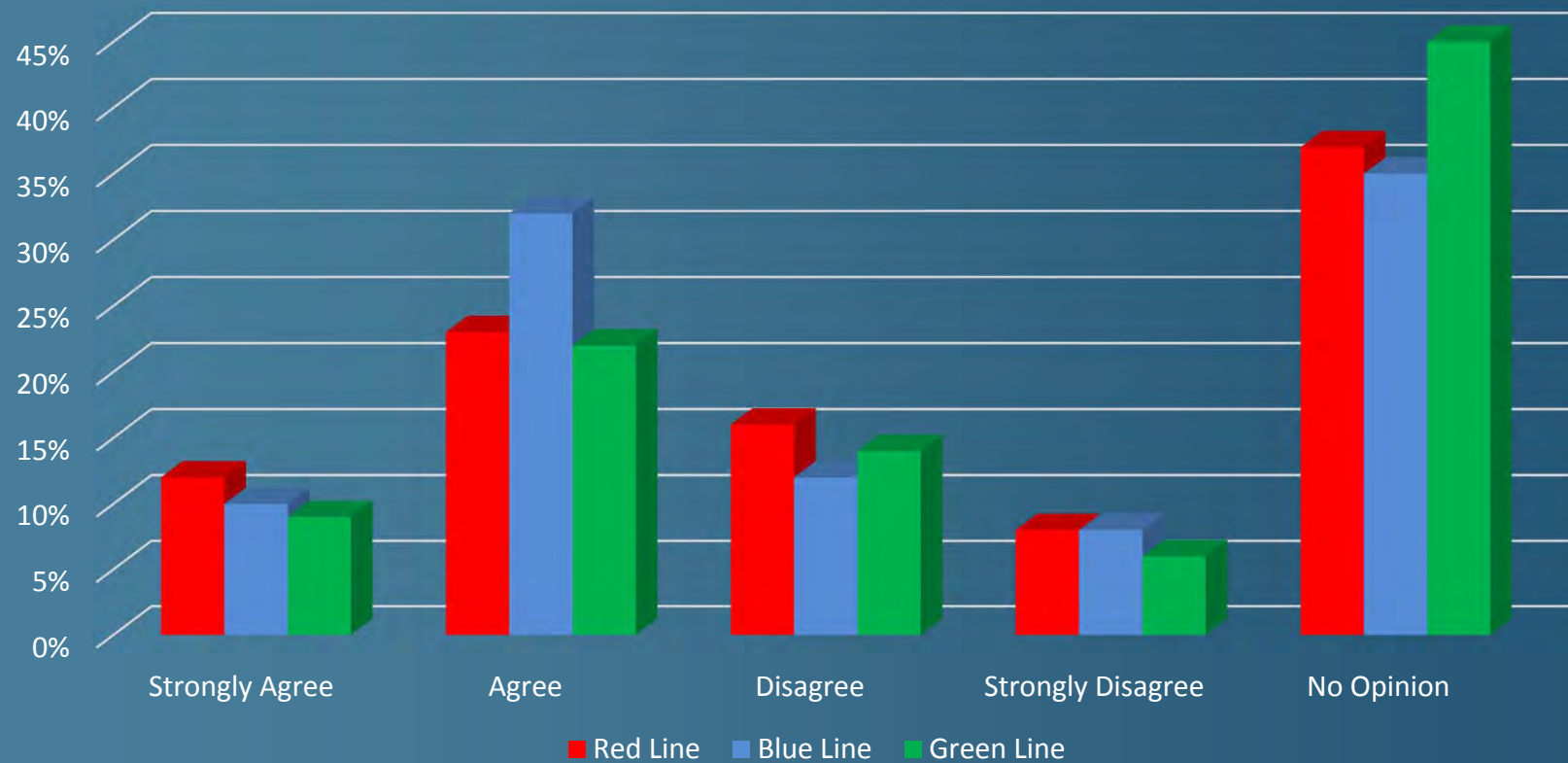
Operators are helpful and professional



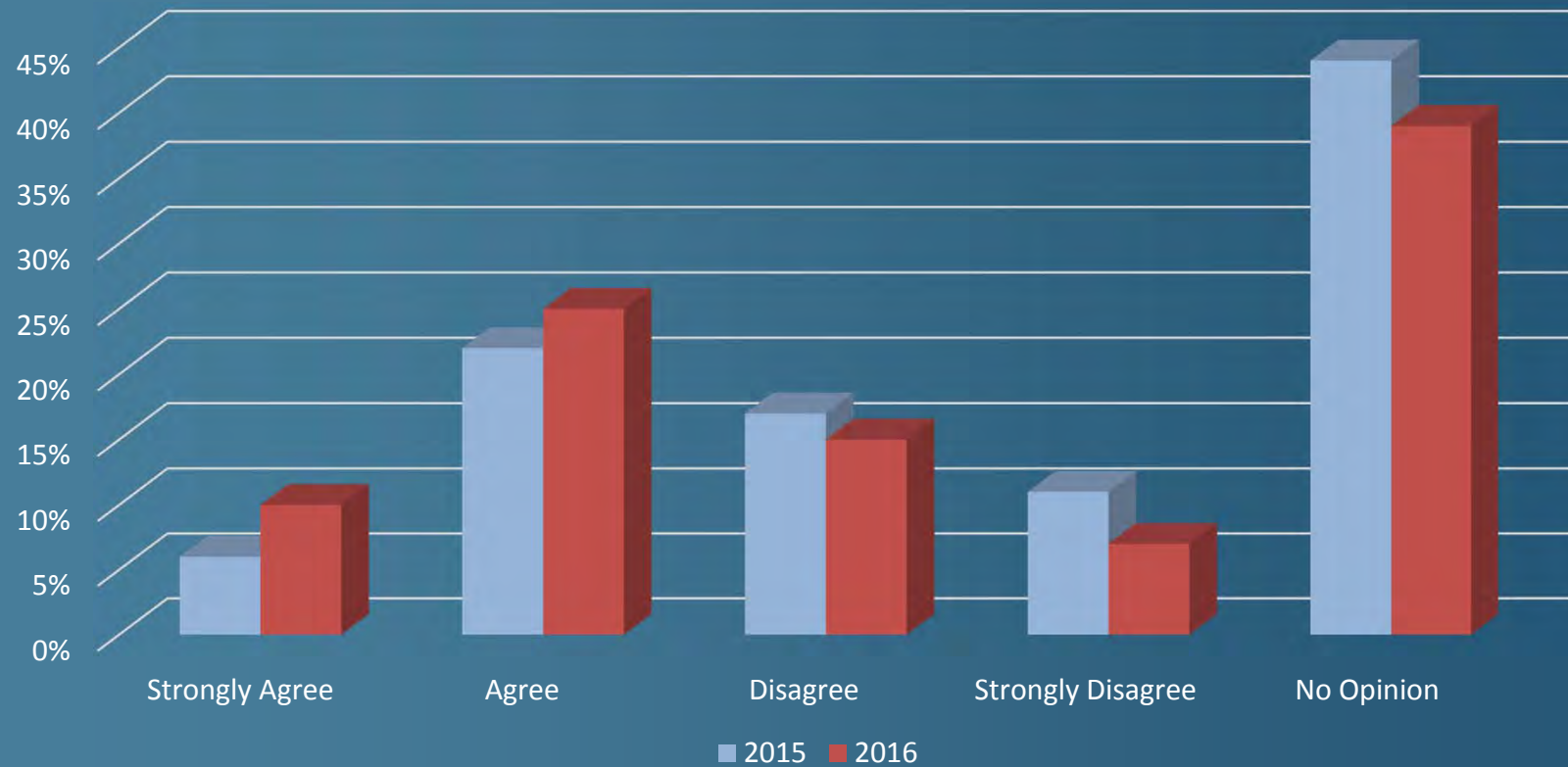
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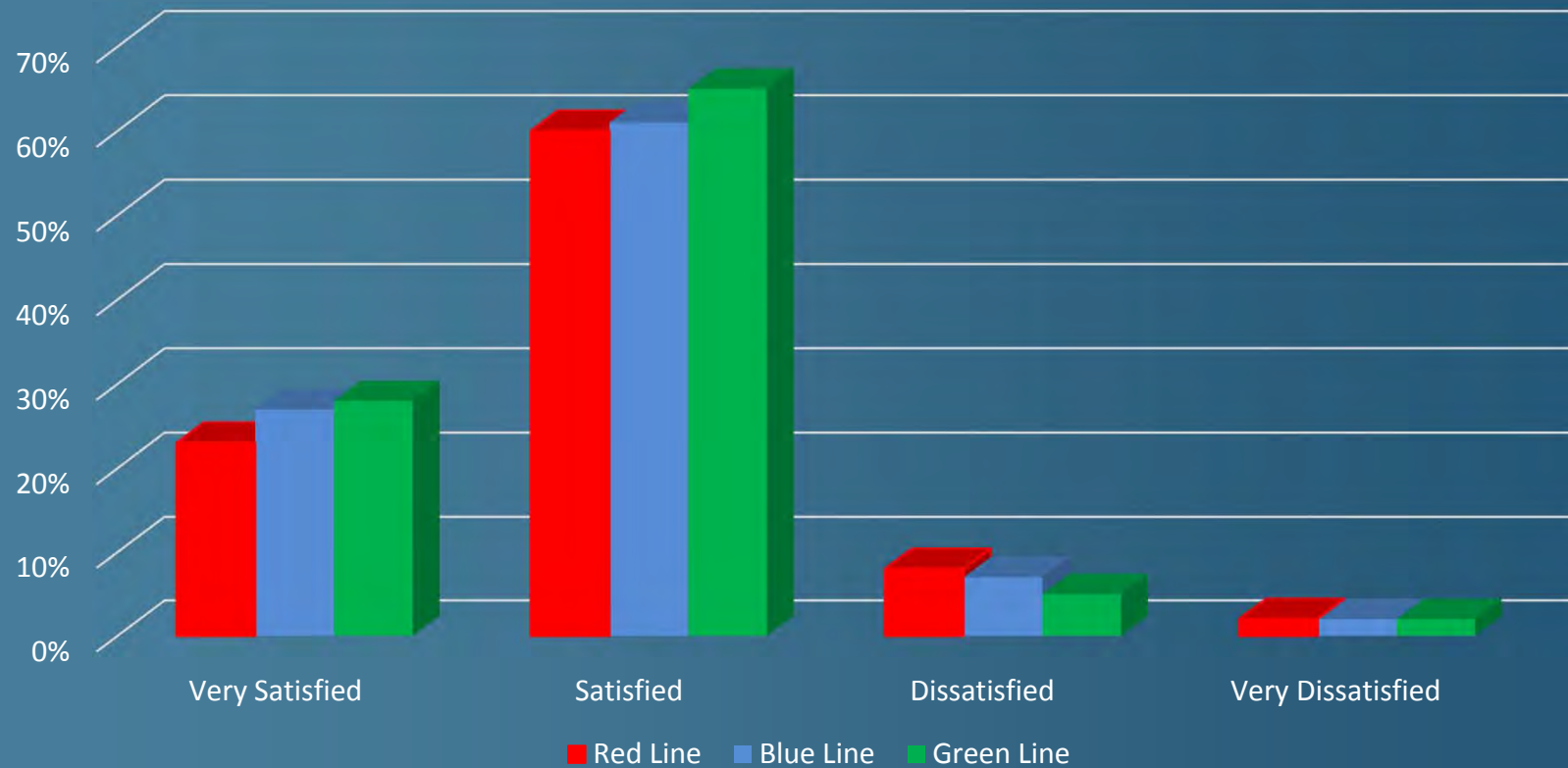
RTA's responsive to complaints



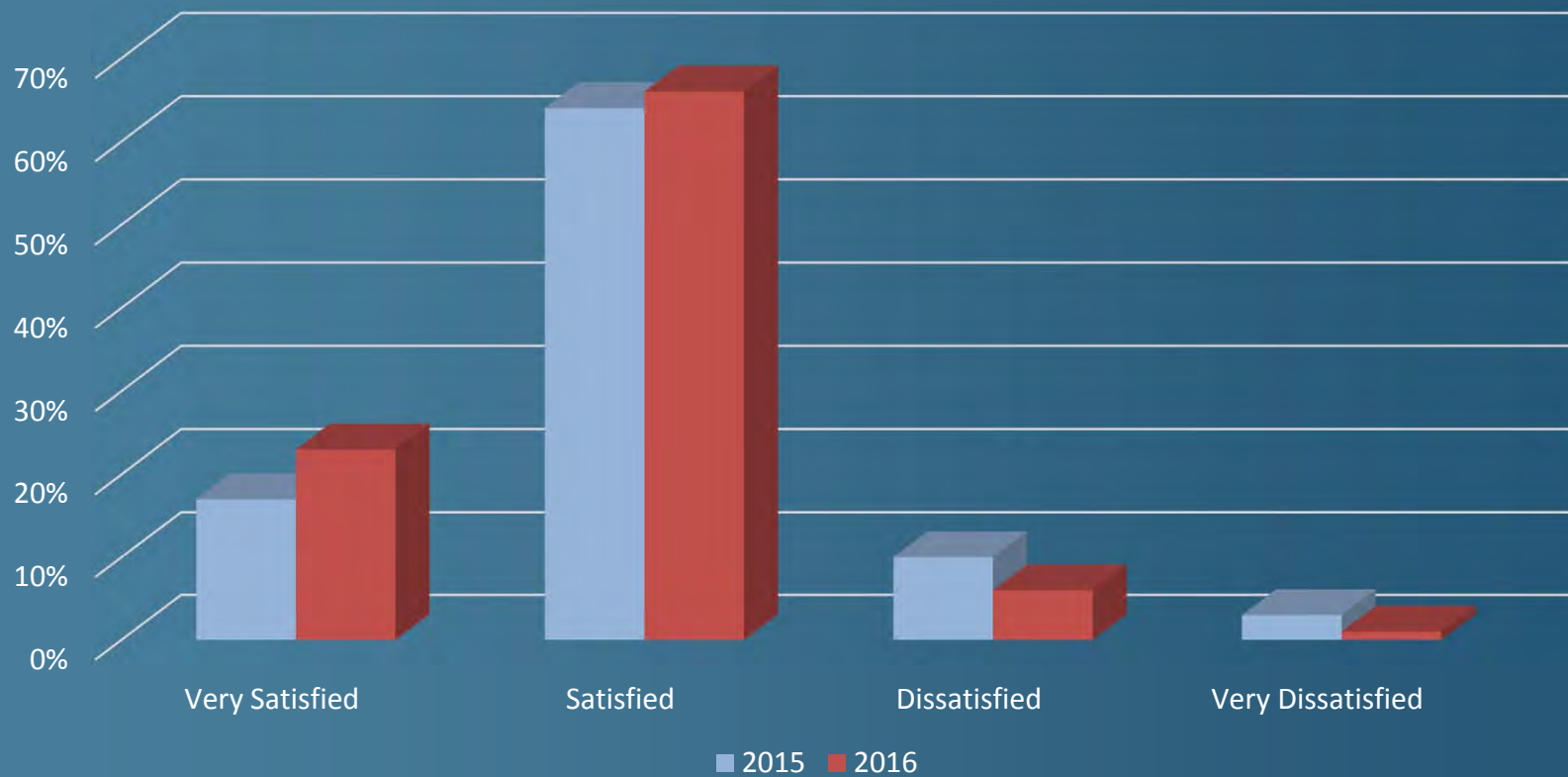
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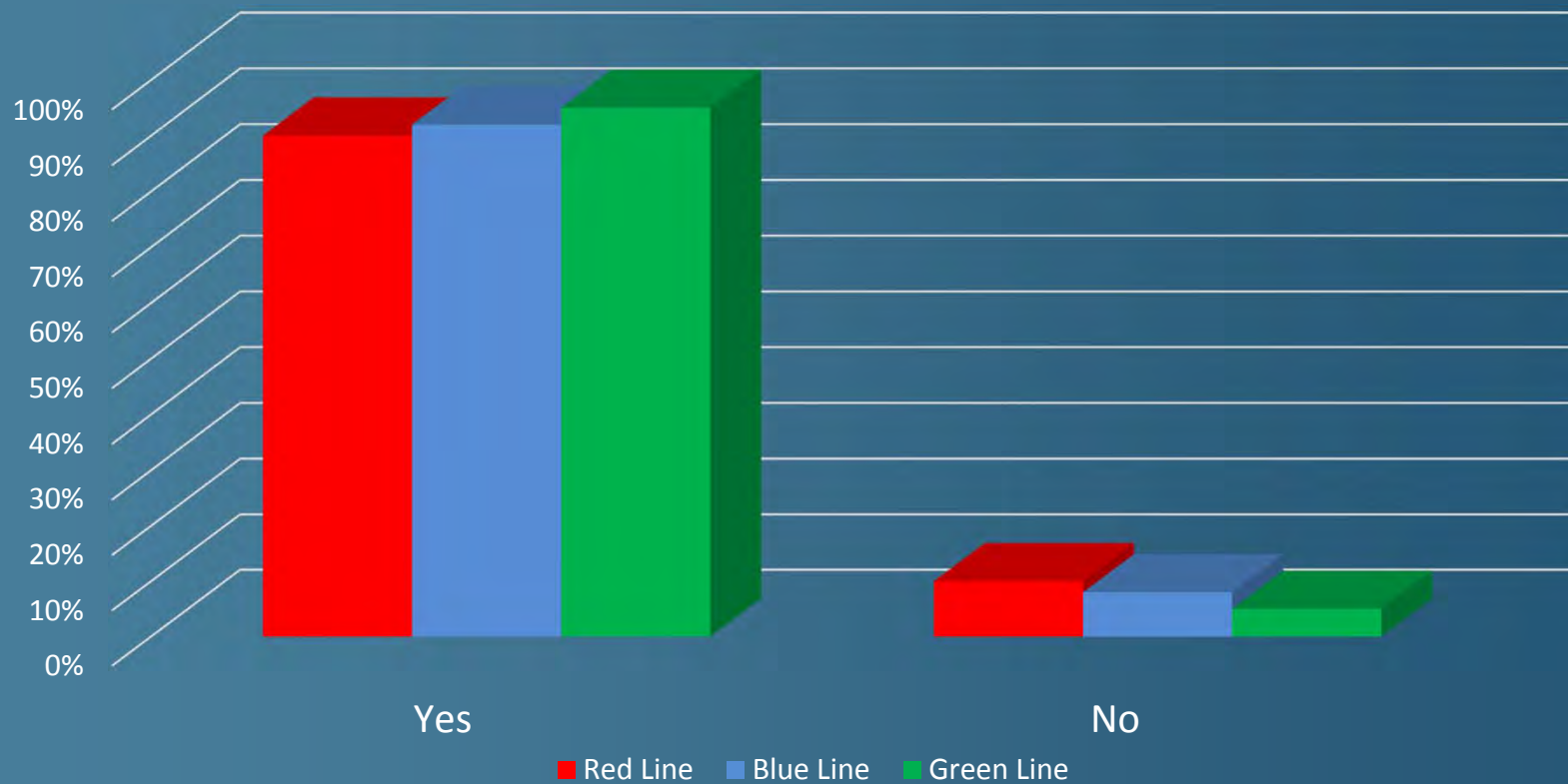
Satisfied with service



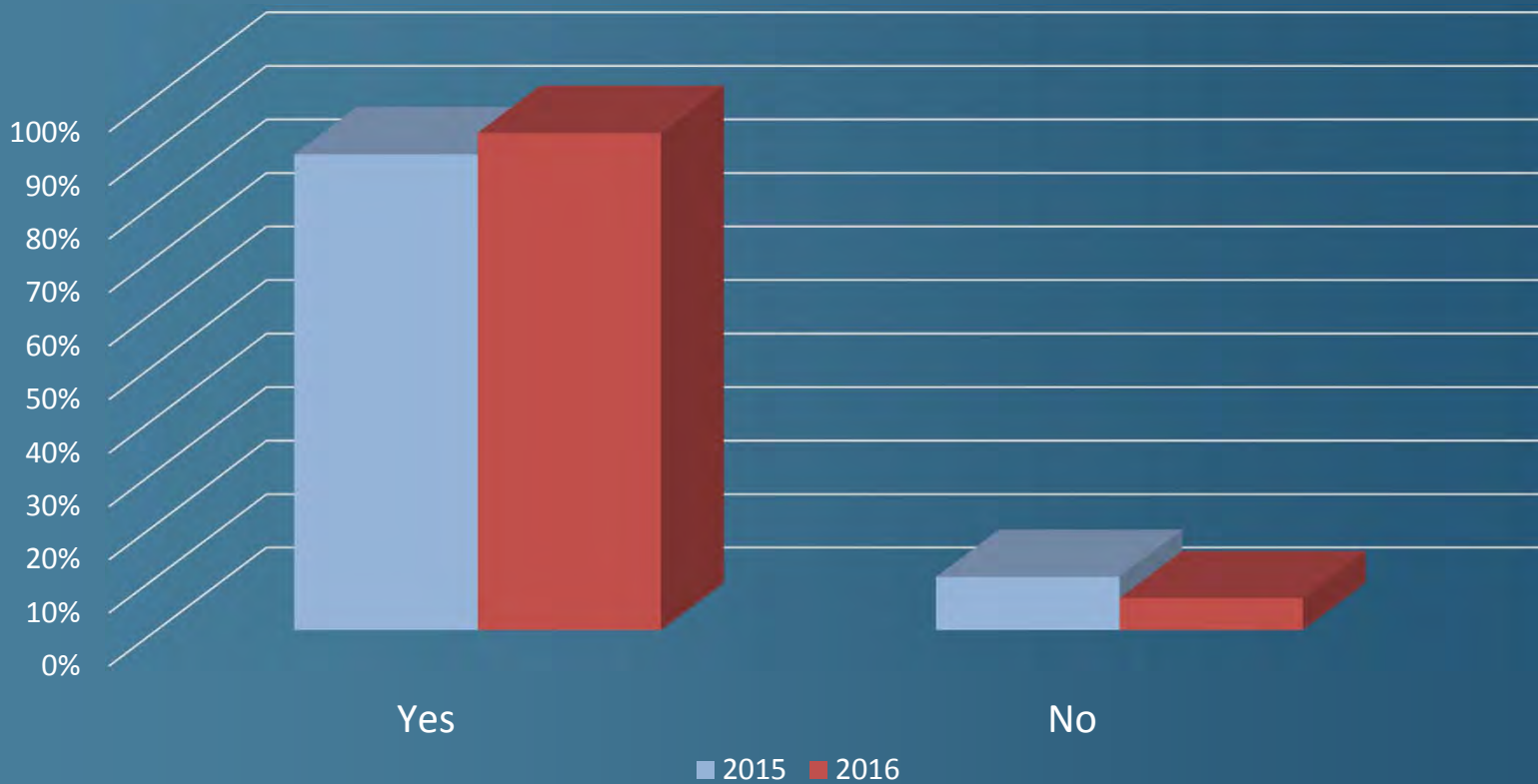
Satisfied with service



Would refer rapid to others



Would refer rapid to others



Rail Survey Results

So, how did we do?

Reliability – Overall “Better”, Significant improvement both on-time and travel time.

Safety – OK, some improvement from last year.

Clean – Doing better, still room for improvement

Communications – Improving, must do better

Courteous – Fair , but improving

Rapid Transit Survey

Next Step

Clean – Design, print and post signs with shared responsibility message to customers “don’t leave your trash behind”.

Communications – launch new real time app and riders alert service.

Courteous – Develop new distribution system for Ride Happy/Ride Free cards.

2017 Marketing Research Program

- Millennial/Baby Boomer Focus Groups
- College Student Transportation Survey
- Annual ABBG Bus Customer Satisfaction Survey
- Secret Shopper Program
- Biennial Customer Satisfaction Surveys
 - Paratransit
 - HealthLine



2016 Rail Customer Satisfaction Survey Results

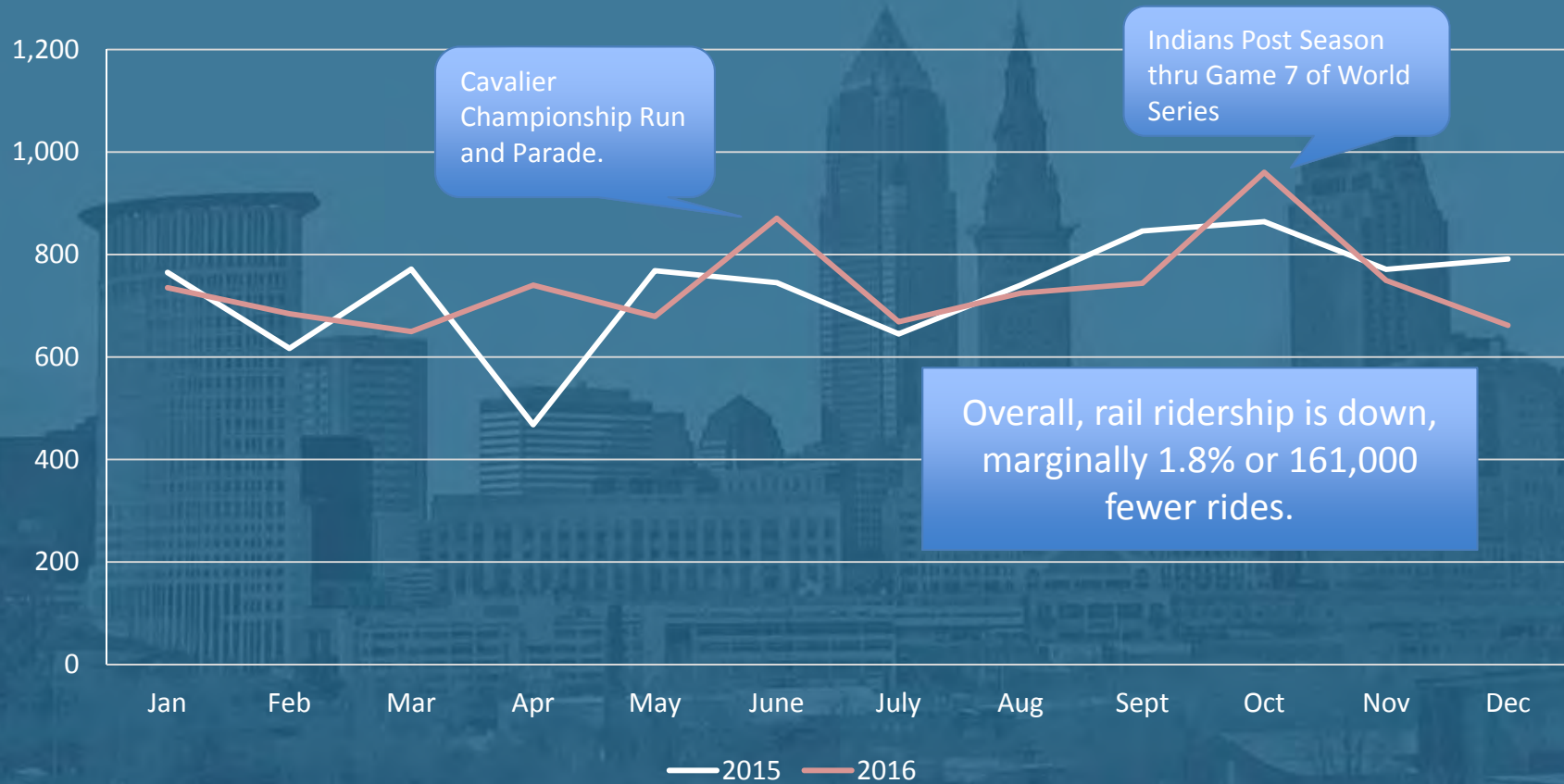
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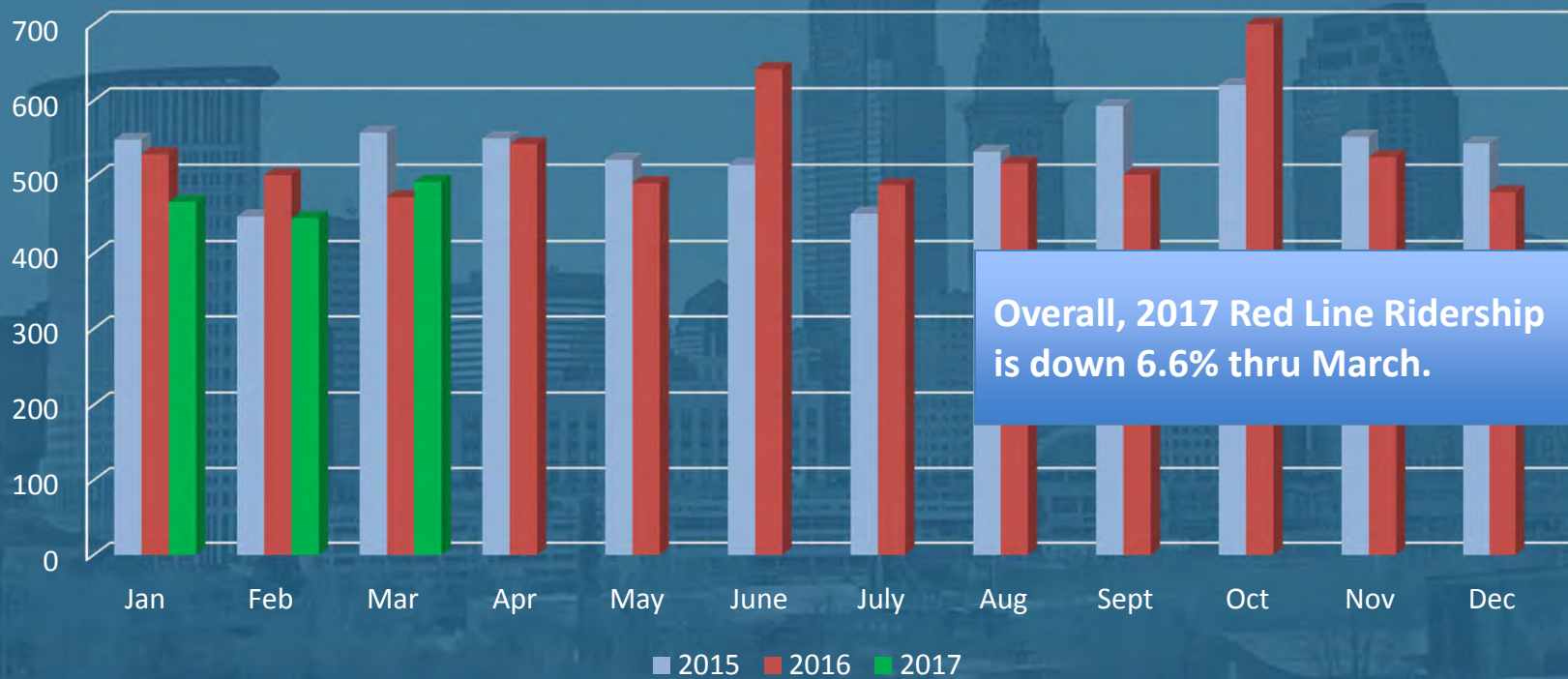


Total Rail Ridership 2015 vs. 2016



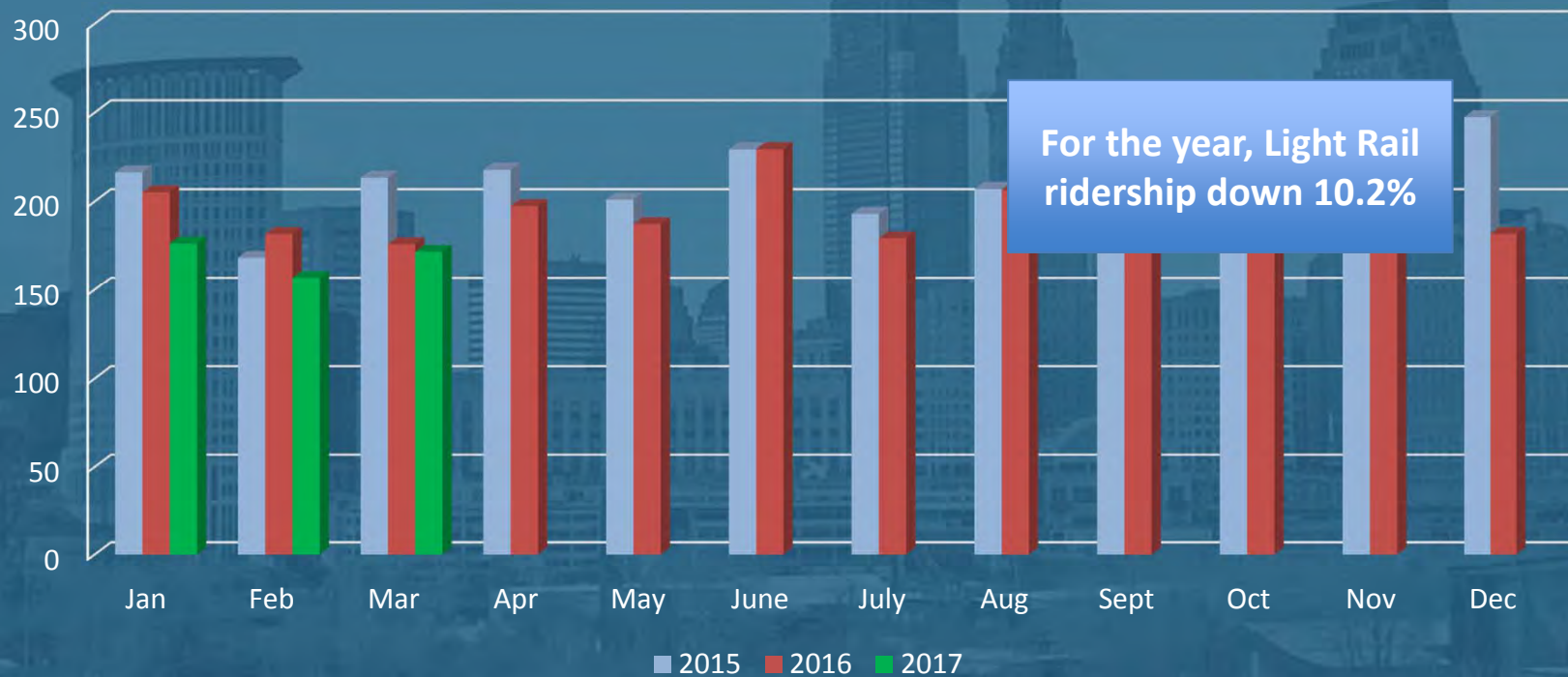
Ridership – First Quarter Results

Red Line

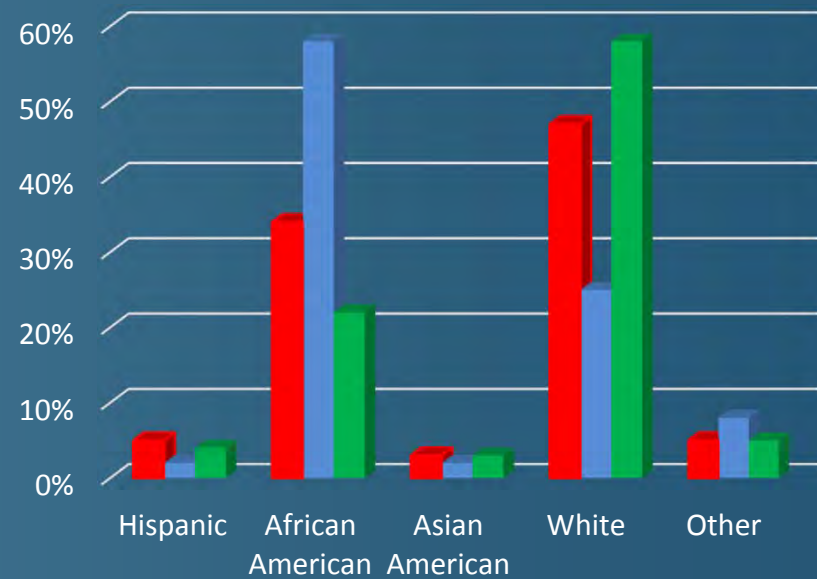
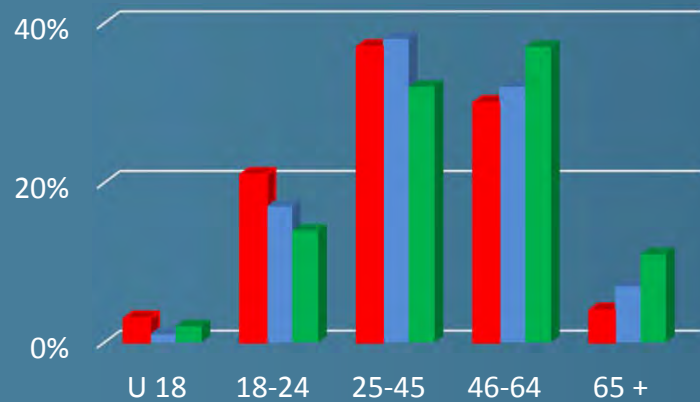
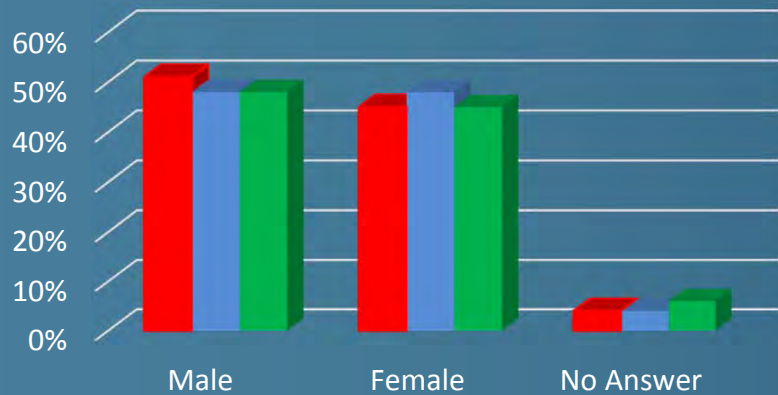


Ridership – First Quarter Results

Blue/Green Lines



Rider Demographics



Rider Demographics

