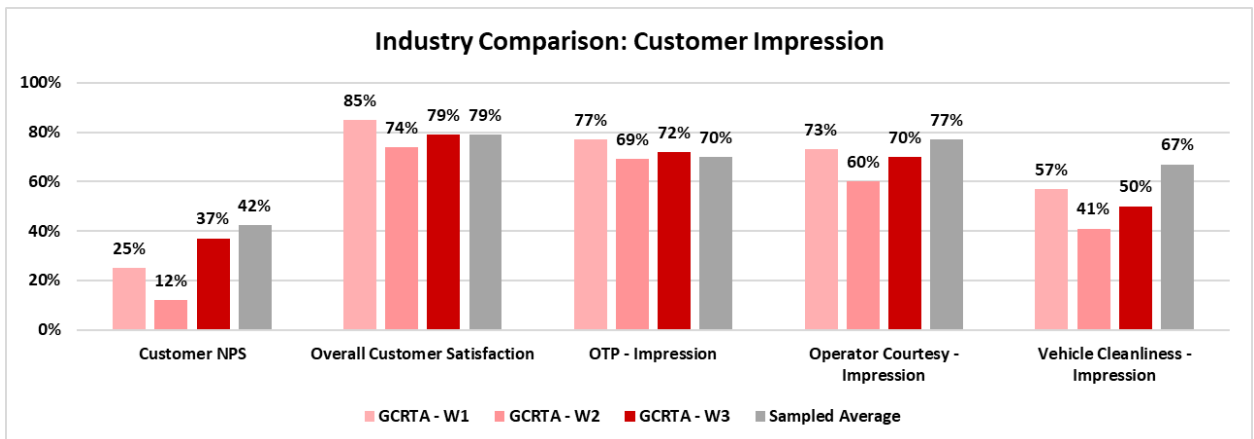




GCRTA Customer Experience Survey Results – Wave 3

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The third wave of Customer Experience Surveys occurred in late August 2022 and resulted in a significant improvement in the overall Net Promoter Score* to 37. Indicating that customers are more likely to recommend RTA services to others. The chart presented shows all three waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).



The RTA is now in line with the industry for overall satisfaction, NPS and on-time performance impressions. The impression of vehicle cleanliness, and strong attention to improving the cleaning process, is improving and is likely the driver of the overall NPS increase.

II. Fixed Route, BRT, & Rail

Consistent with Q1 and Q2 Customer Surveys, a methodology of a randomized survey of approximately every fourth boarding customer across the three modes (Fixed Route, BRT, and Rail) was conducted. A total of 1,177 surveys were completed, representative of a 95% confidence level with a ±5% margin of error.

The survey data was compared to industry partners including Capital Metro (Austin, TX), CATS (Charlotte, NC), MATA (Memphis, TN) and RTD (Denver, CO).

Rail customers are the most satisfied with nine out of ten, while Bus and BRT trail slightly at eight and seven out of ten respectively. The most important factors for Fixed Route, BRT and Rail service include on-board safety and on time

performance. Customers of all three modes are most satisfied with safe operation, route coverage and operating times. Customers remain least satisfied with cleanliness, safety waiting for transit and detour information.

The RTA remains focused on keeping a consistent cleaning regime in place as well as improving outreach and safety with the Transit Ambassador program. Of note is that vehicle cleanliness fell out of the top three most important factors for both bus modes indicating the strong improvement as customers are now focusing on other aspects of their trip. Customers remain satisfied with the ease of obtaining information which is improving as well as their confidence of navigating the system.

III. Paratransit:

Paratransit surveys are completed by telephone with a total of 403 surveys representing a 95% confidence level with a margin of error of ±5%. Paratransit customers remain highly satisfied as nine out of ten are satisfied. The most important factors to paratransit customers are on time performance, friendliness of operators and safety on the vehicles. They are most satisfied with cleanliness, on board safety and find scheduling trips and on time performance least satisfactory. The NPS* for paratransit dropped from 64 to 59 over the last survey wave. The perception of on time performance is likely the contributing factor as it dropped by more than ten points (94% down to 83%).

*Net Promoter Score

