



Customer Experience Surveys

Wave 3: Fixed Route Bus, Bus Rapid Transit, Rail, Paratransit

September 29, 2022



Defining and Measuring Success

Key Information Systems

Success Outcomes	Metric	Information System	Success Definition
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over baseline
Community Value	Community Value Score	Community Survey & Data	10% improvement in community value score over baseline
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)
Employee Engagement	Employee Engagement	Employee Engagement Survey	10% improvement over baseline

Focus of this Engagement

Contents

Fixed Route Bus

Bus Rapid Transit (BRT)

Rail

Paratransit

Key Topics Covered:



Methodology



Customer Characteristics



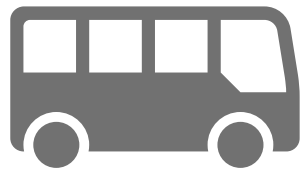
Net Promoter Score



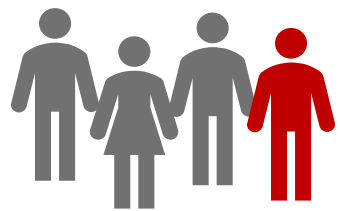
Customer Importance Factors

Methodology

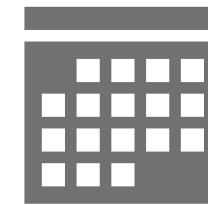
Fixed Route Bus, BRT, Rail



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.



17 days in the field
(August 19 – September 4, 2022)

Administered by an external third-party local survey team. **(Not TransPro)**

Customers were given one all day pass as an incentive for completing the survey.



Fixed Route Bus	BRT	Rail
388 completed surveys	401 completed surveys	388 completed surveys
95% confidence level +/- 4.82% margin of error	95% confidence level +/- 4.93% margin of error	95% confidence level +/- 4.69% margin of error

Methodology

Fixed Route Bus & BRT Industry Sampled Average

- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like Capital Metro in Austin, CATS in Charlotte, MATA in Memphis, RTD in Denver, and others.
- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.
- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.

Fixed Route Bus (FR)

Fixed-Route Results Overview

≈8 out of 10 Customers are satisfied with the bus service.

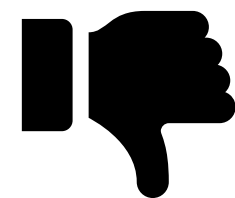
88% of Fixed-Route Customers believe the RTA system provides value to the community.

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



- ▶ Route Coverage (86%)
- ▶ Buses being operated safely (85%)
- ▶ Accuracy and availability of route schedules and maps (84%)
- ▶ Travel Time (83%)

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



- ▶ Bus Cleanliness (49%)
- ▶ Feel safe waiting for the bus (64%)
- ▶ Detour and change information (66%)

Top Most Important Elements of Service to Customers...

1. On-Time Performance
2. Travel Time
3. Safety on the Bus

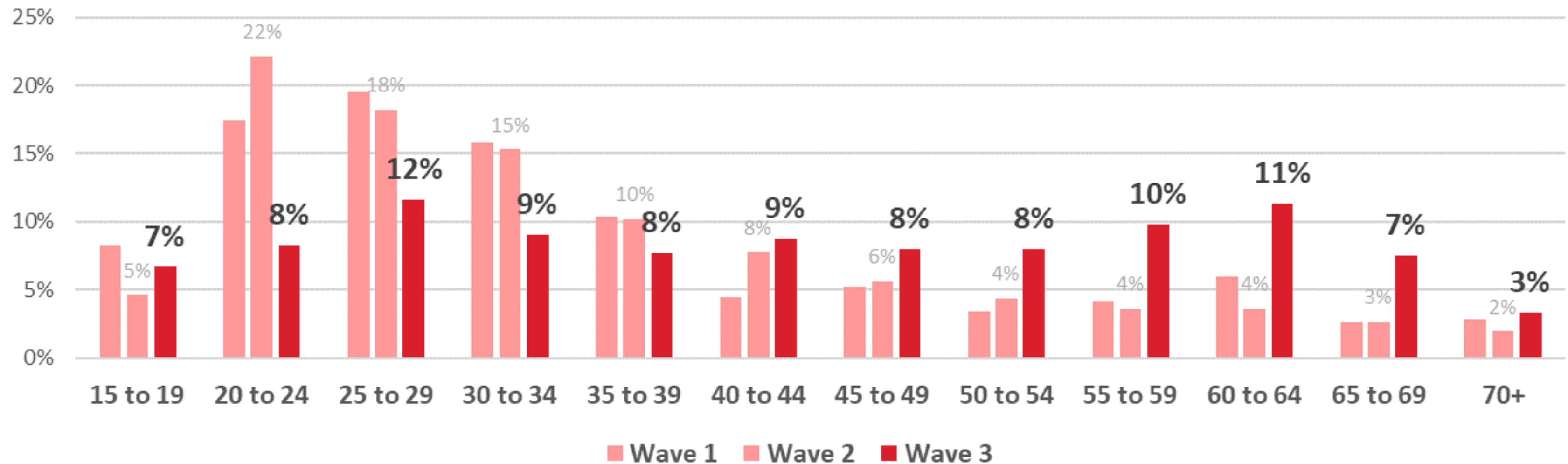
Customer Characteristics

Fixed Route Bus

Customer Characteristics

The age distribution is more evenly distributed for Wave 3, with a larger percentage of respondents in the 50-69 range.

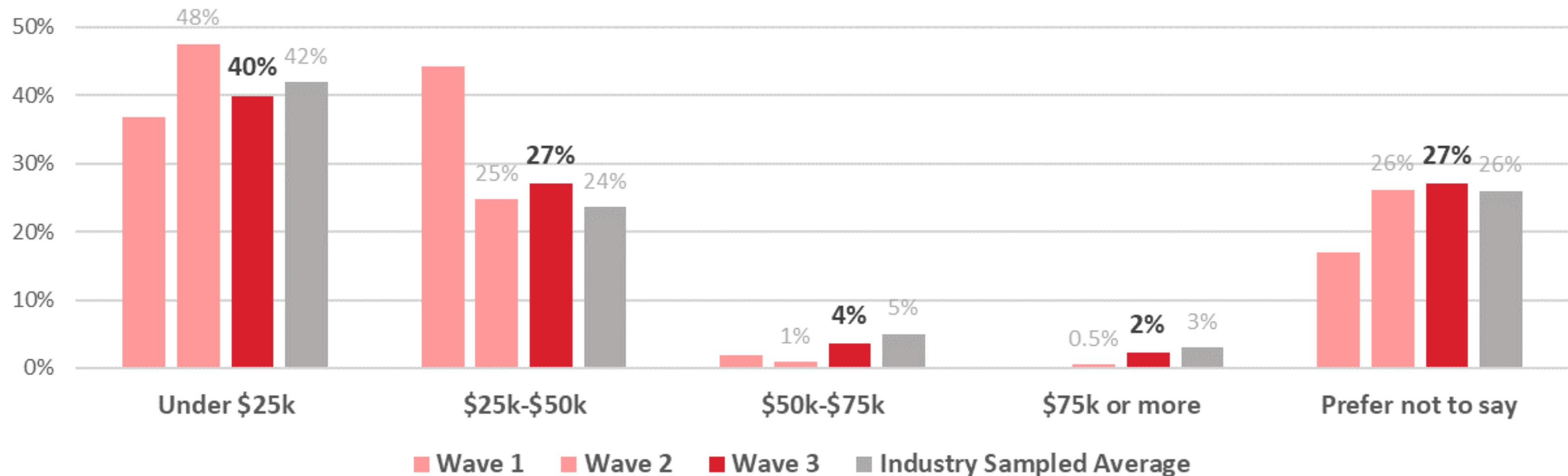
What is your age?



Customer Characteristics

- Fixed-Route Customers most frequently earn less than \$25,000 annually (40%), which is eight points lower than Wave 2 (48%).
- About the same percentage of Fixed-Route Customers preferred not to provide their annual income as in Wave 2.

Which category best describes your total annual household income?

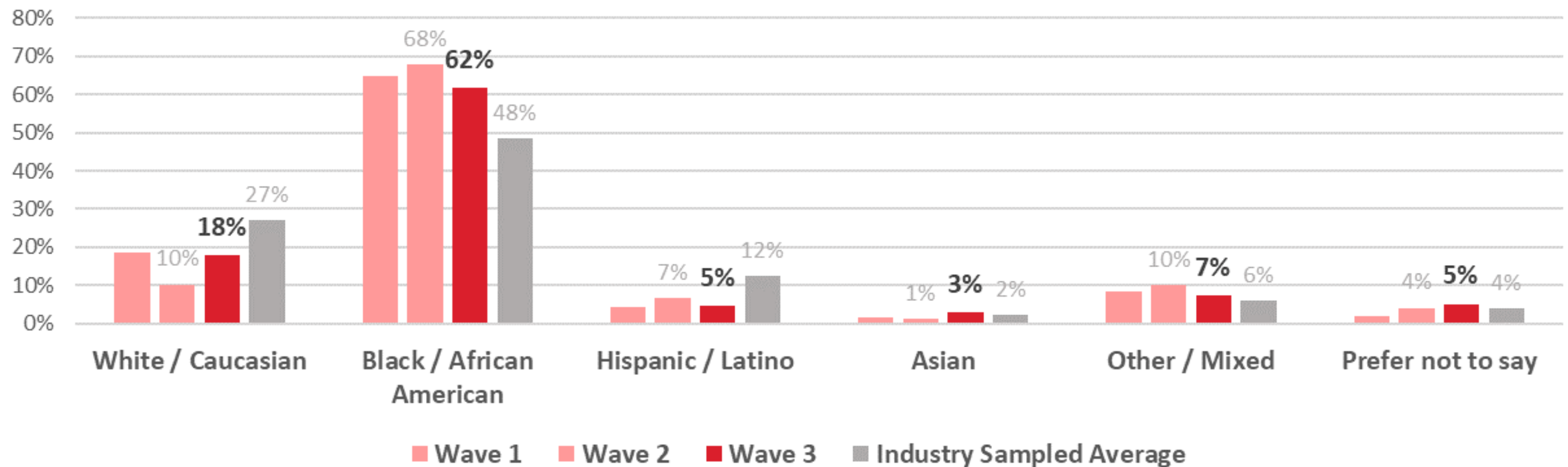


Customer Characteristics

Fixed-Route Customers are most frequently Black / African American (62%), which is similar to Wave 2 (68%).

The fraction of white / Caucasian riders also nearly doubled in this survey.

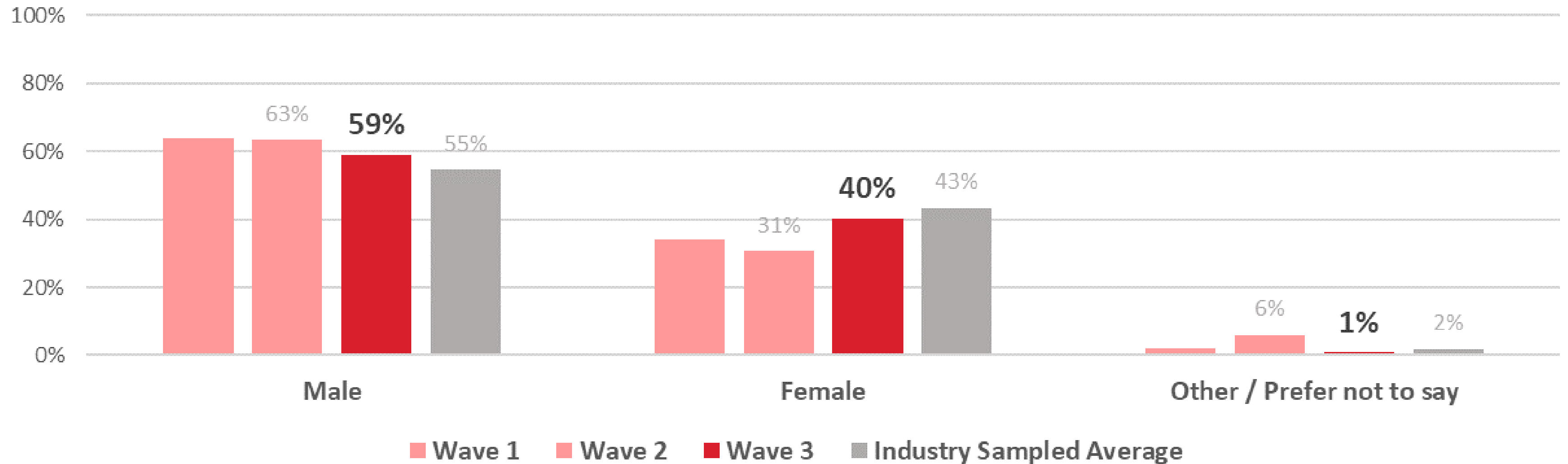
What is your race/ethnicity?



Customer Characteristics

Fixed-Route Customers are most frequently male (59%), which is comparable with the Industry Average (55%). Female respondents are also up nine points from previous surveys.

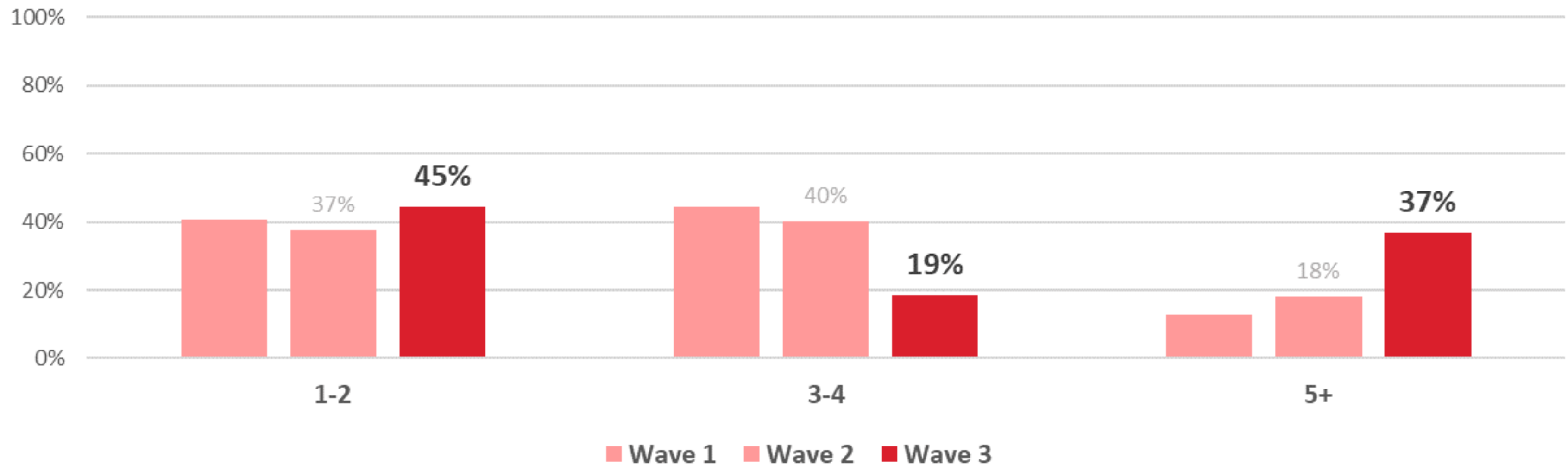
What is your gender?



Household Size

The Wave 3 survey saw a shift in households over five (37%), away from households with 3-4 people (19%).

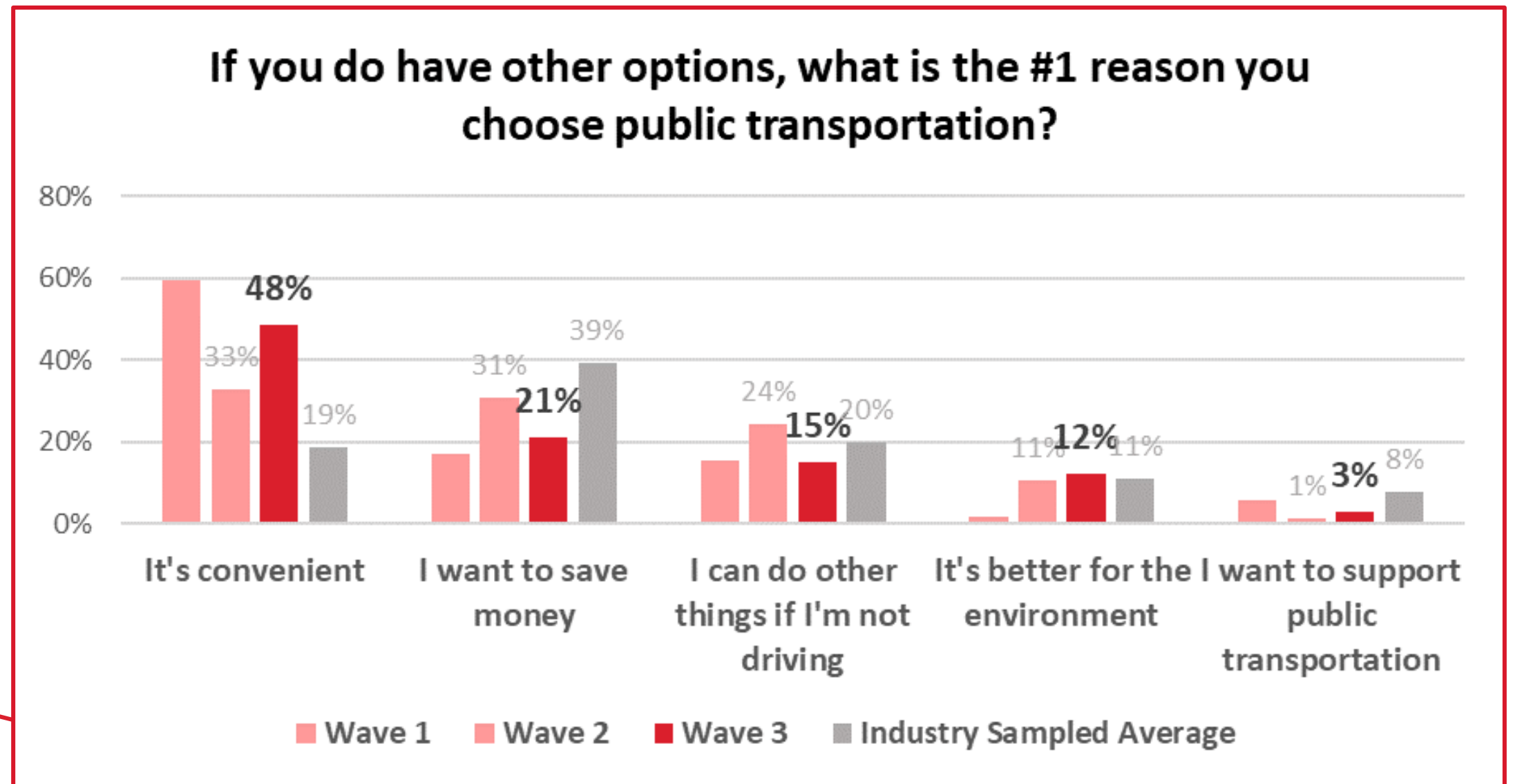
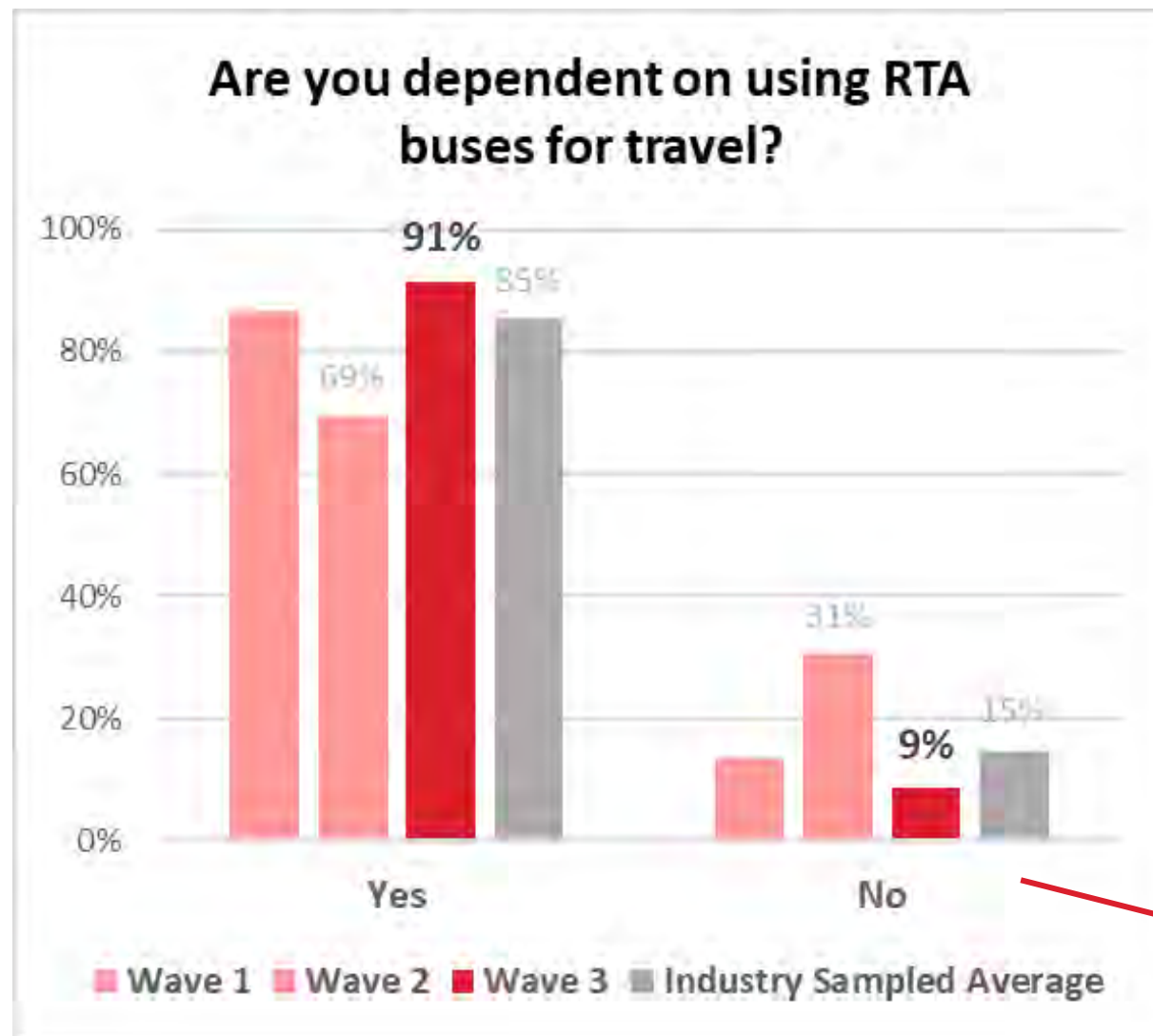
Including yourself, how many people live in your household?



Transit Dependence and Choice Riders

91% of Fixed-Route Customers are dependent on using RTA buses for travel, which is 20 points higher than Wave 2 (69%).

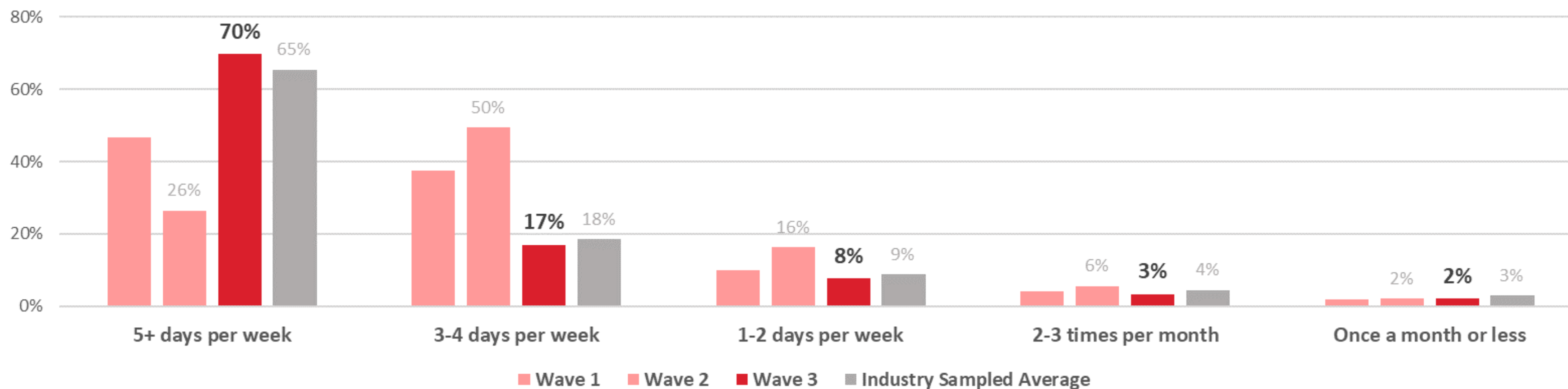
Of the 9% of Customers that are not transit-dependent, they most often choose to use public transportation due to convenience (48%).



Trip Frequency

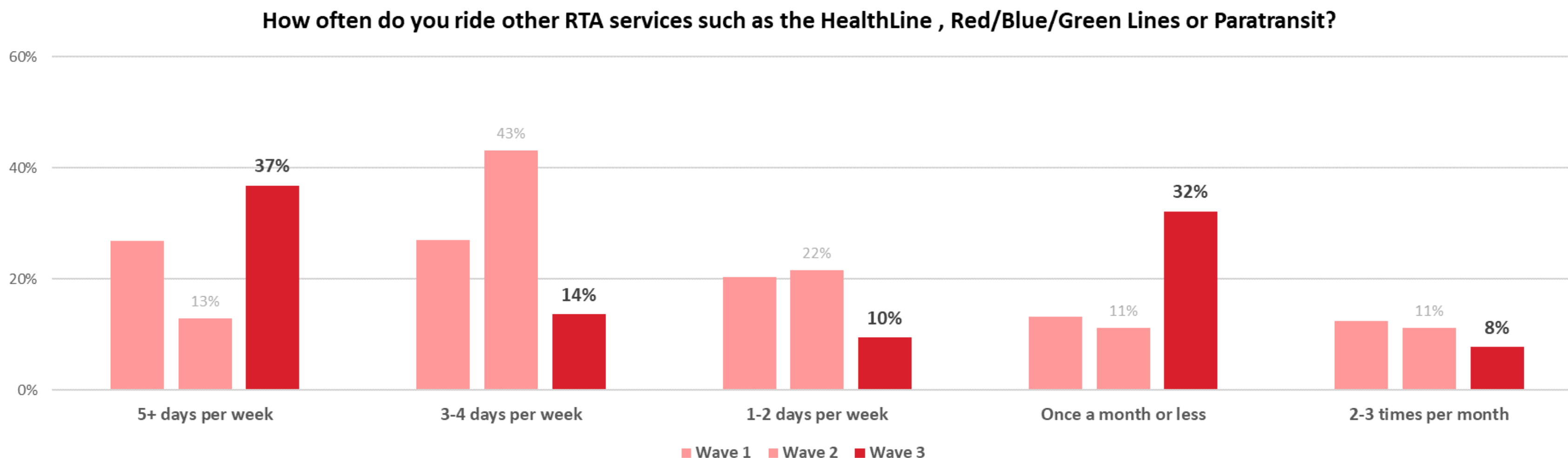
- Fixed-Route Customers most often ride the bus 5+ days per week (70%), which is 44 points higher than in Wave 2 (26%).
- The 3-4 days per week use (17%) is now in line with the industry sampled average, having decreased significantly from 50% in Wave 2.

How often do you ride the bus?



Other Mode Usage

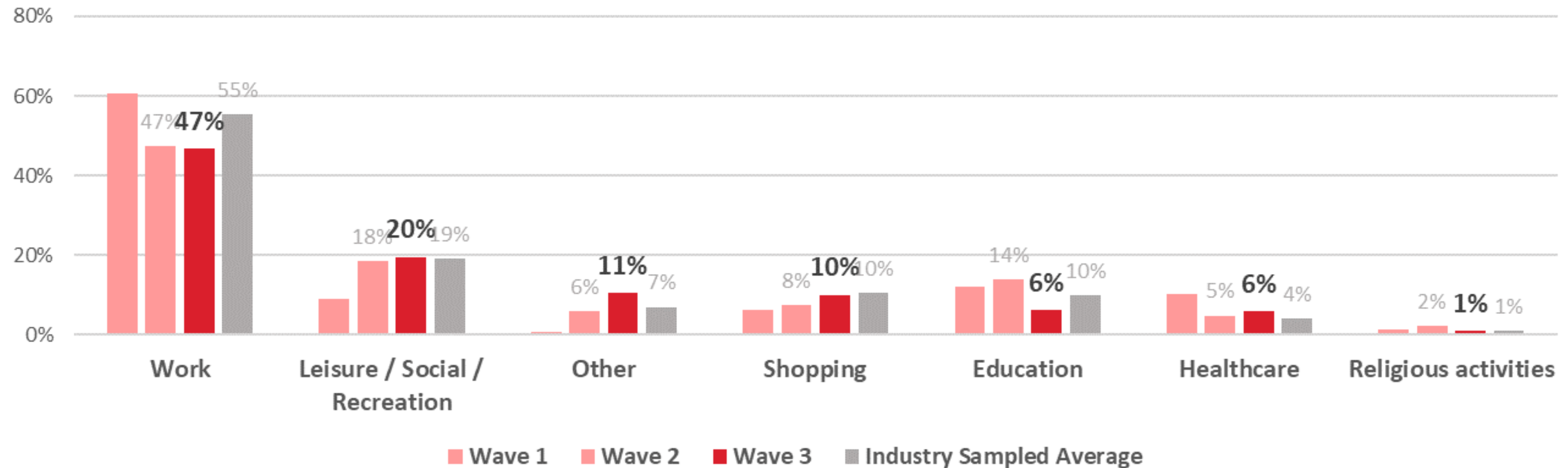
- Fixed-Route Customers most often ride other RTA services 5+ days per week (37%), which is 24 points higher than Wave 2 (13%).
- Fixed-Route Customers also are significantly likely to only ride other services once a month or less (32%) which is up from just 11% in Wave 2. Essentially, 2/3 of fixed route customers are split between riding other services +5 days per week or once a month or less.



Trip Purpose

- Fixed-Route Customers most frequently ride the bus to get to work (47%), which the same as Wave 2.
- All other trip purposes are in line with industry sampled averages.

Why are you taking this trip?



Customer Impressions

Fixed Route Bus

Net Promoter Score


Fixed-Route

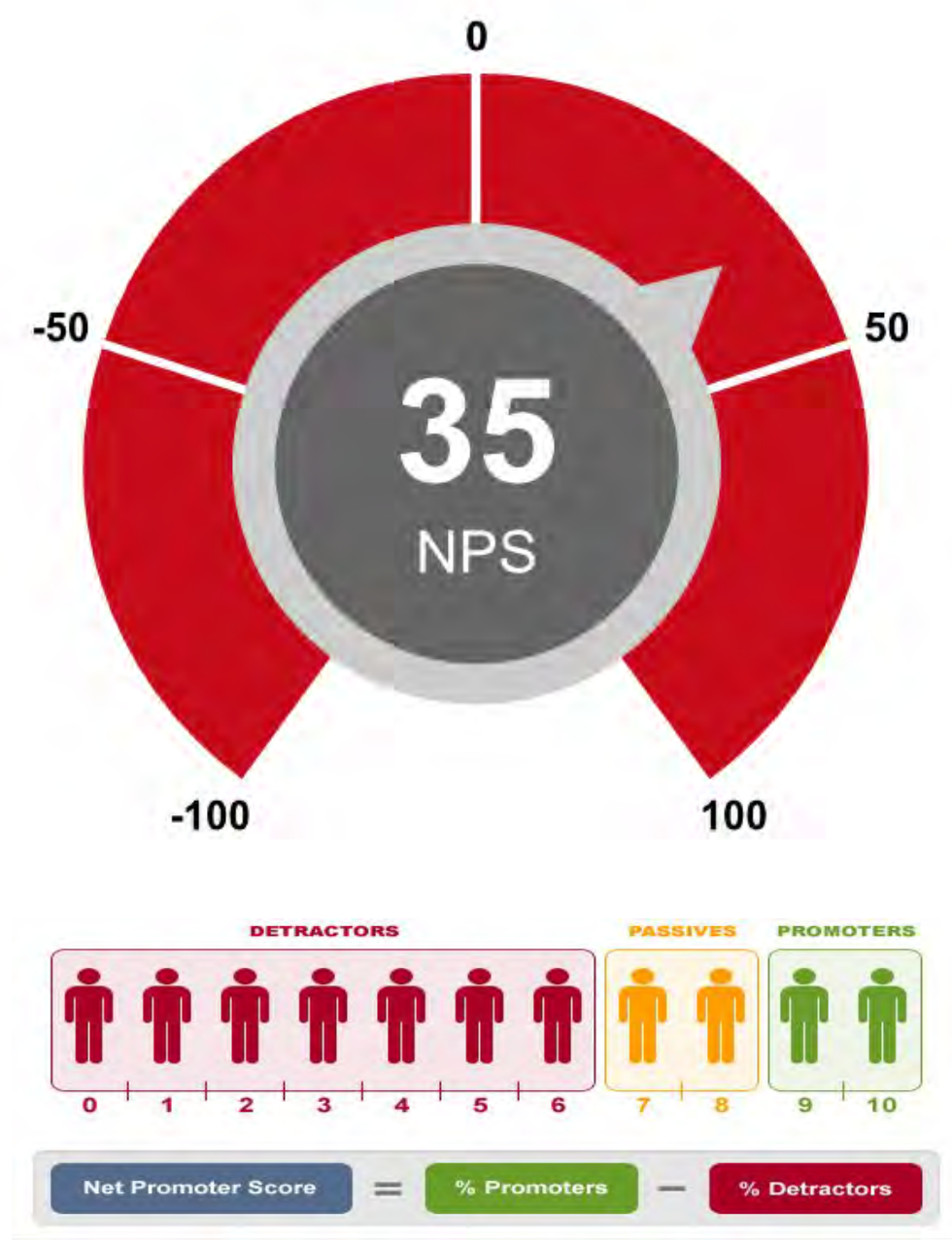
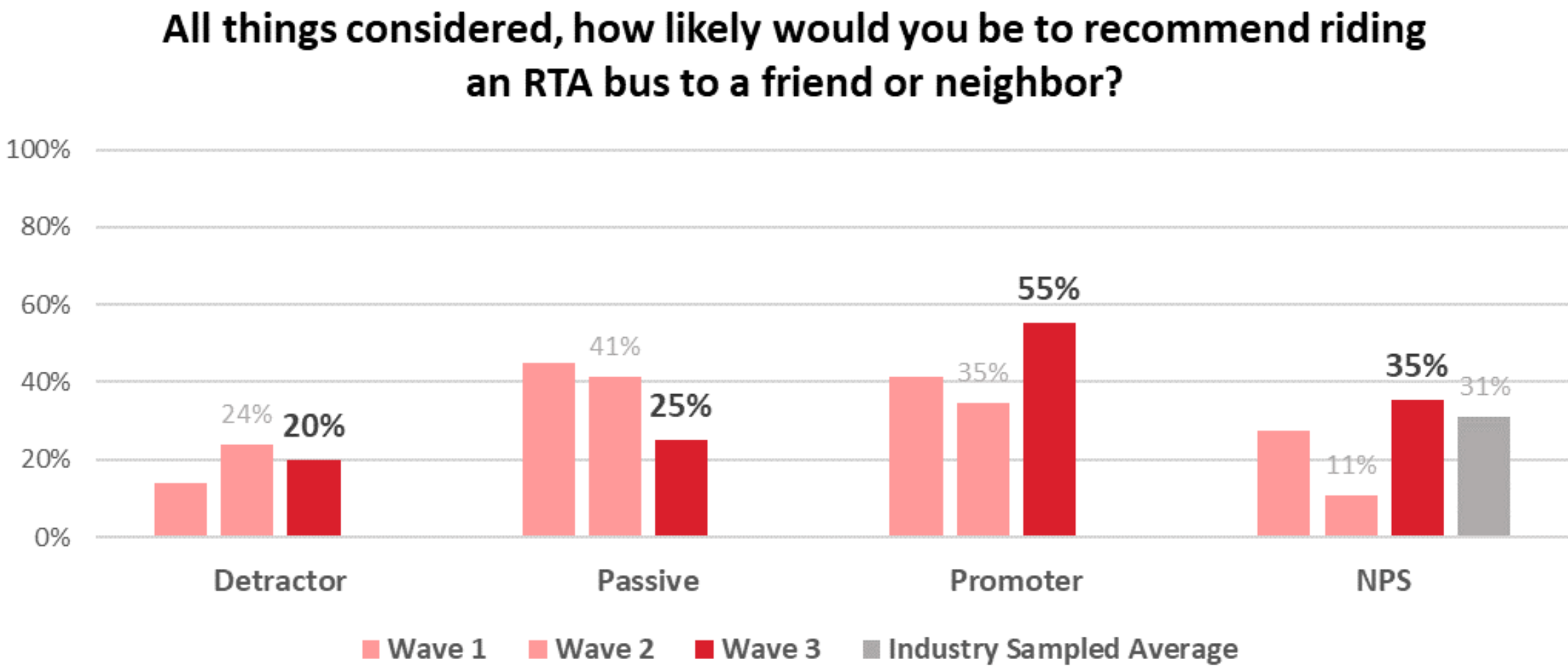
RTA's Fixed-Route NPS is 35%, which is 24 points higher than Wave 2 (11%).

The “Passive” riders are turning into “Promoters” we still have work to do on the “Detractors” becoming at least passive.

TransPro Insight

RTA's declining Fixed-Route is vastly improved due to focusing on the vehicle cleanliness issues identified in previous waves.

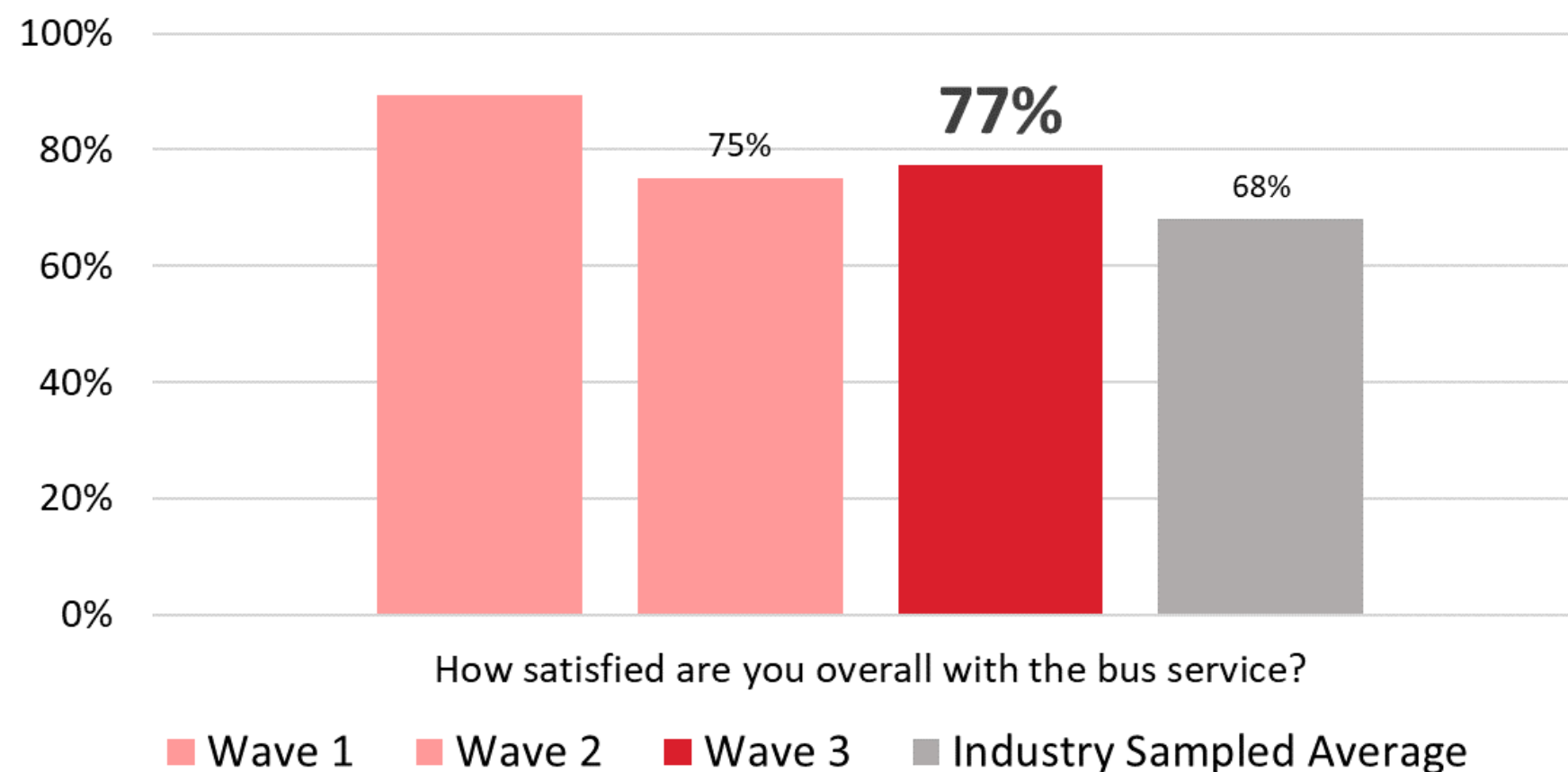




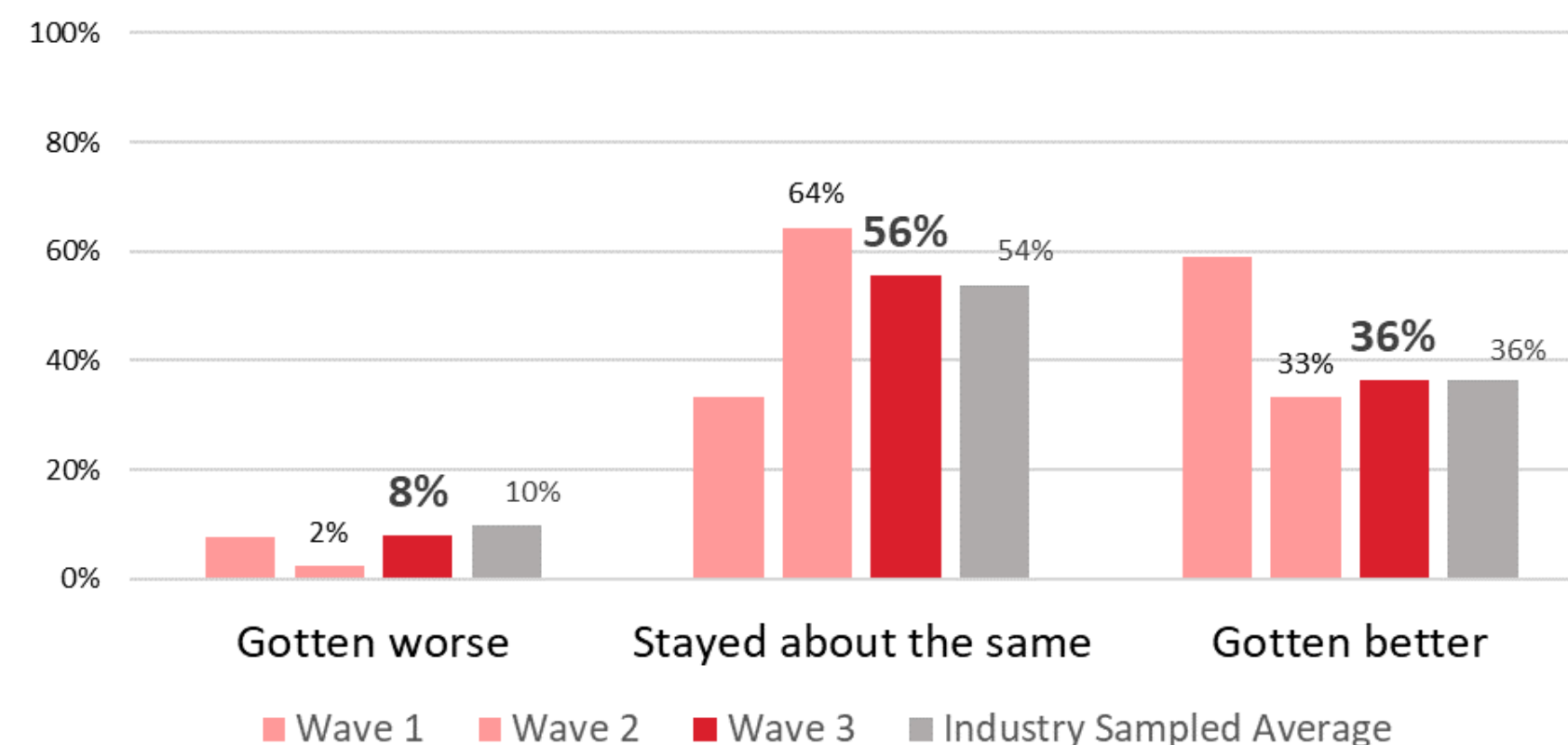
Fixed-Route Satisfaction

- 77% of Fixed-Route Customers are satisfied with the overall bus service, which is two points higher than Wave 2 (75%).
- 36% of Fixed-Route Customers believe the bus service has gotten better, which is the same as the industry sampled average.

Overall Satisfaction with Bus Service



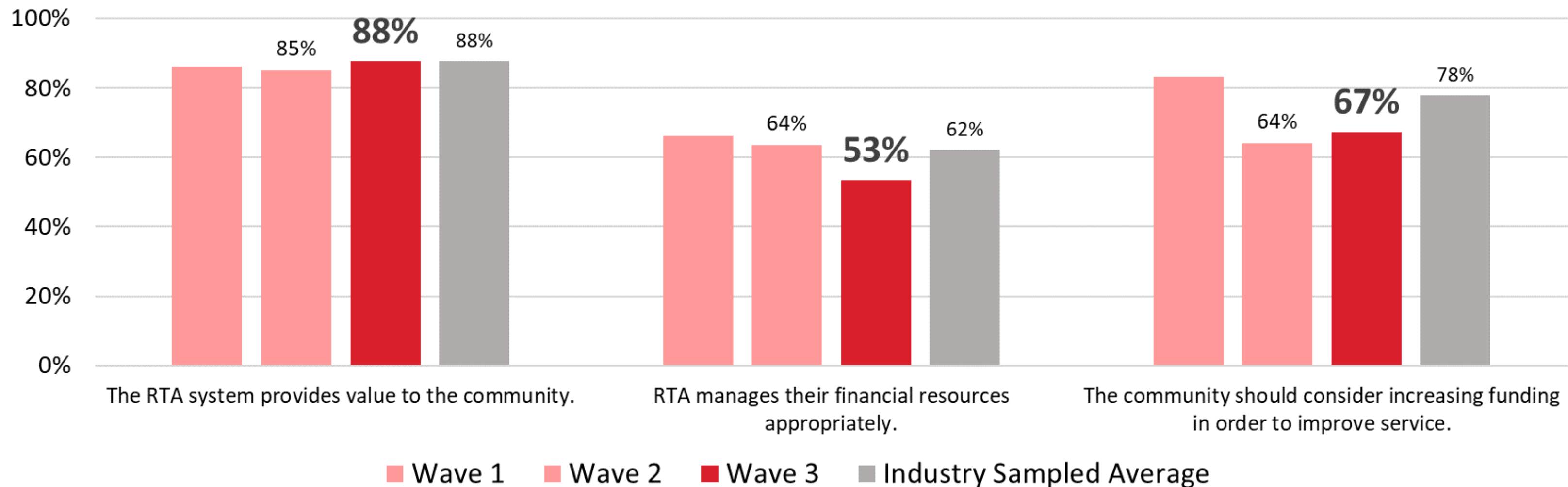
In the past year, has the bus service:



Customer Perception of GCRTA

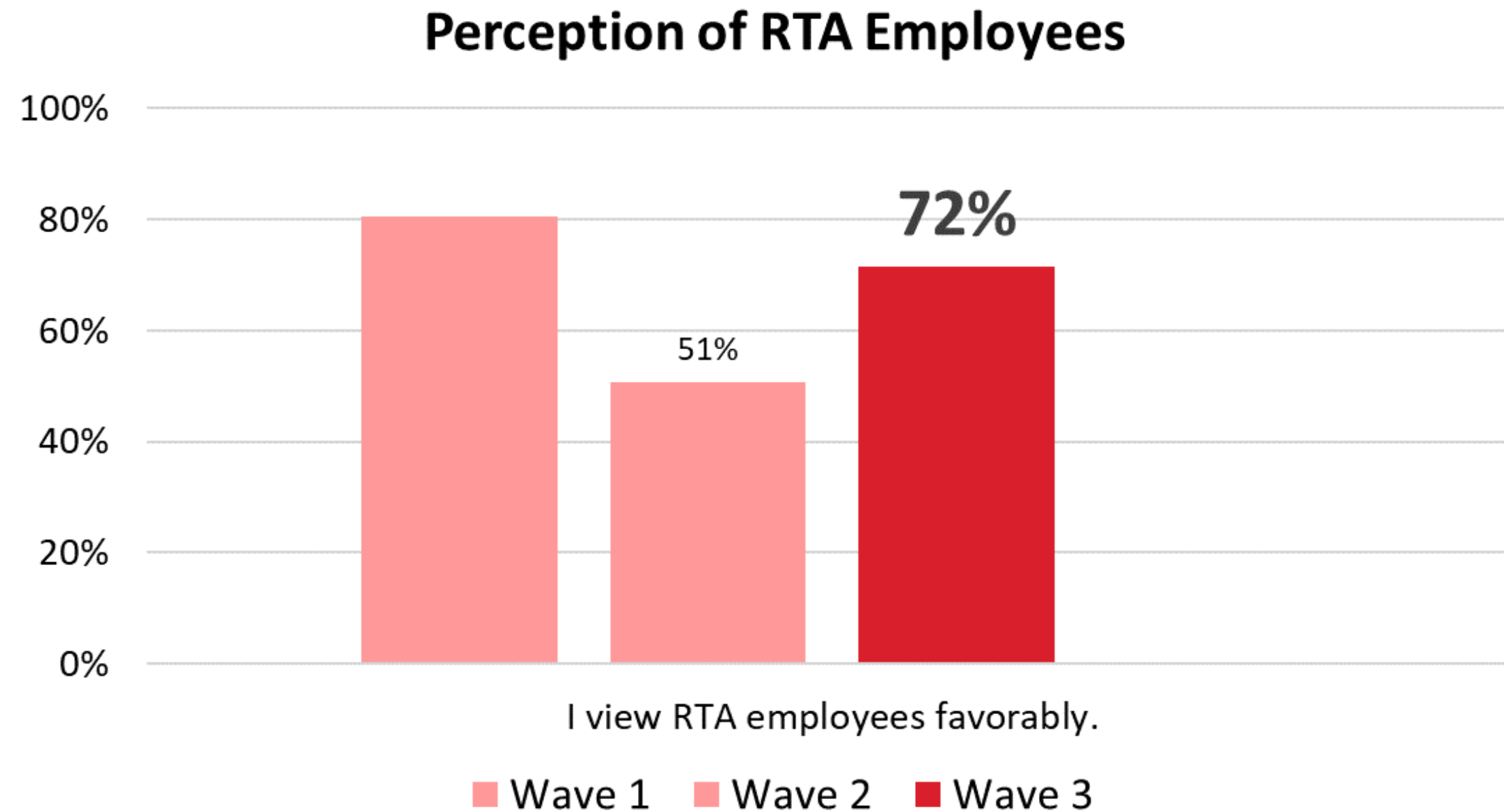
- 88% of Fixed-Route Customers agree the RTA system provides value to the community, which is higher than Wave 2 (85%).
- 53% of Fixed-Route Customers agree RTA manages their financial resources appropriately, which is lower than Wave 2 (64%).
- 67% of Fixed-Route Customers agree the community should consider increasing funding in order to improve the service, which is three points higher than Wave 2 (64%).

Community Value | Financial Stewardship | Funding Increases



Customer Perception of GCRTA Employees

72% of Fixed-Route Customers view RTA employees favorably, which is 21 points higher than Wave 2 (51%).

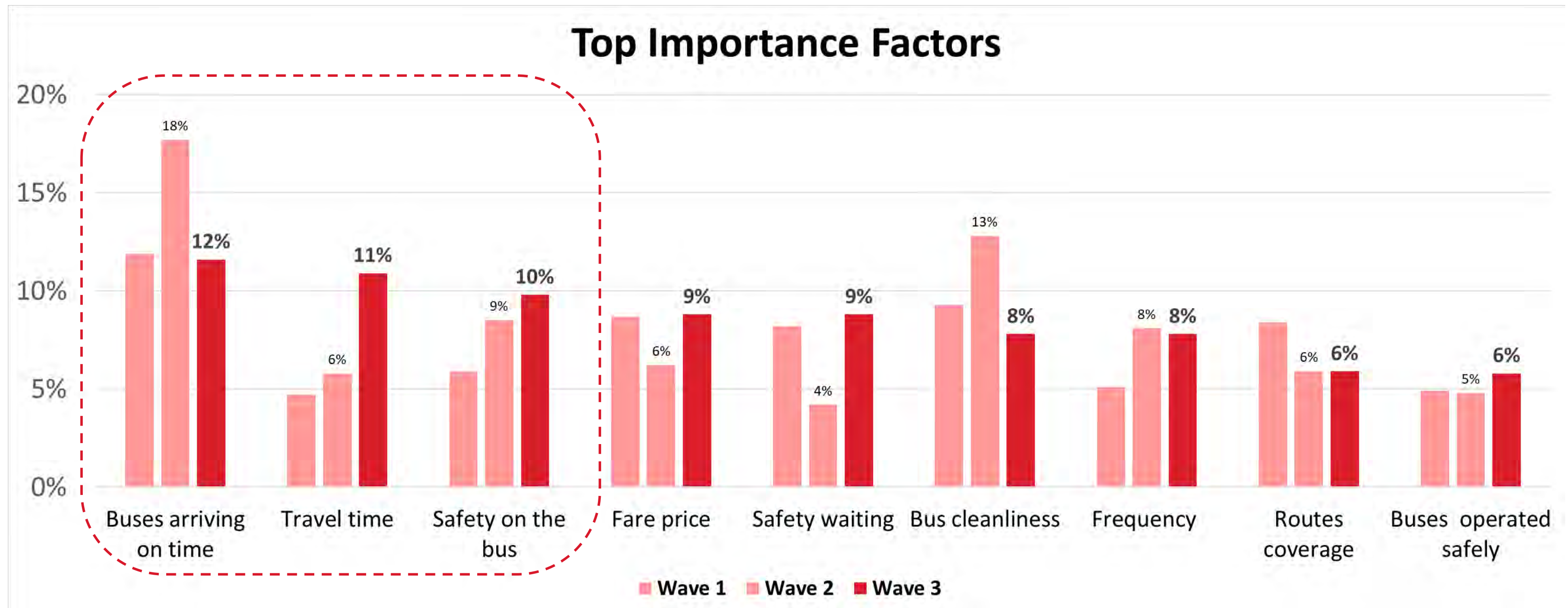


Customer Importance Factors

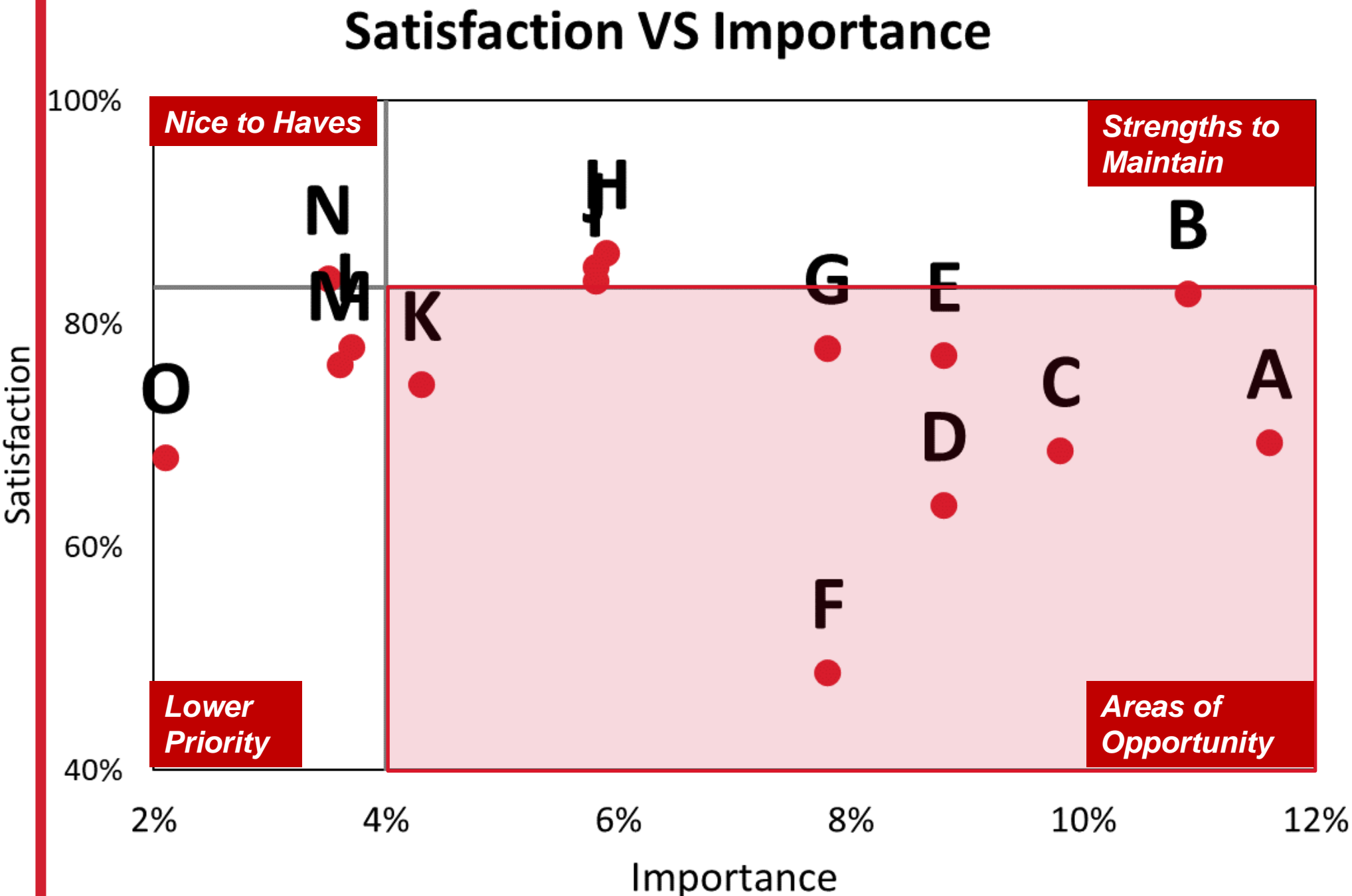
Fixed Route Bus

Top Customer Importance Factors

- The top importance factors to Fixed-Route Customers are On-Time Performance, Travel Time, and Safety on the Bus.
- **Bus Cleanliness** dropped from second to sixth!



Key Driver Analysis



TransPro Insight

Bus Cleanliness is the second most important factor to Customers and has the lowest satisfaction level. Improvements here will move the needle significantly.

- Legend
- A – On-Time Performance
 - B – Travel Time
 - C – Safety on the Bus
 - D – Safety waiting for the bus
 - E – Fare Price
 - F – Bus Cleanliness
 - G – Frequency (How often the bus comes)
 - H – Route Coverage
 - J – Buses being operated safely
 - K – Driver helpful
 - L – Customer service representatives being helpful and courteous
 - M – It is easy to find out if the buses are running on schedule
 - N – Accuracy and Availability of route schedules and maps
 - O – Responsiveness to concerns or complaints

Travel Time and On-Time Performance

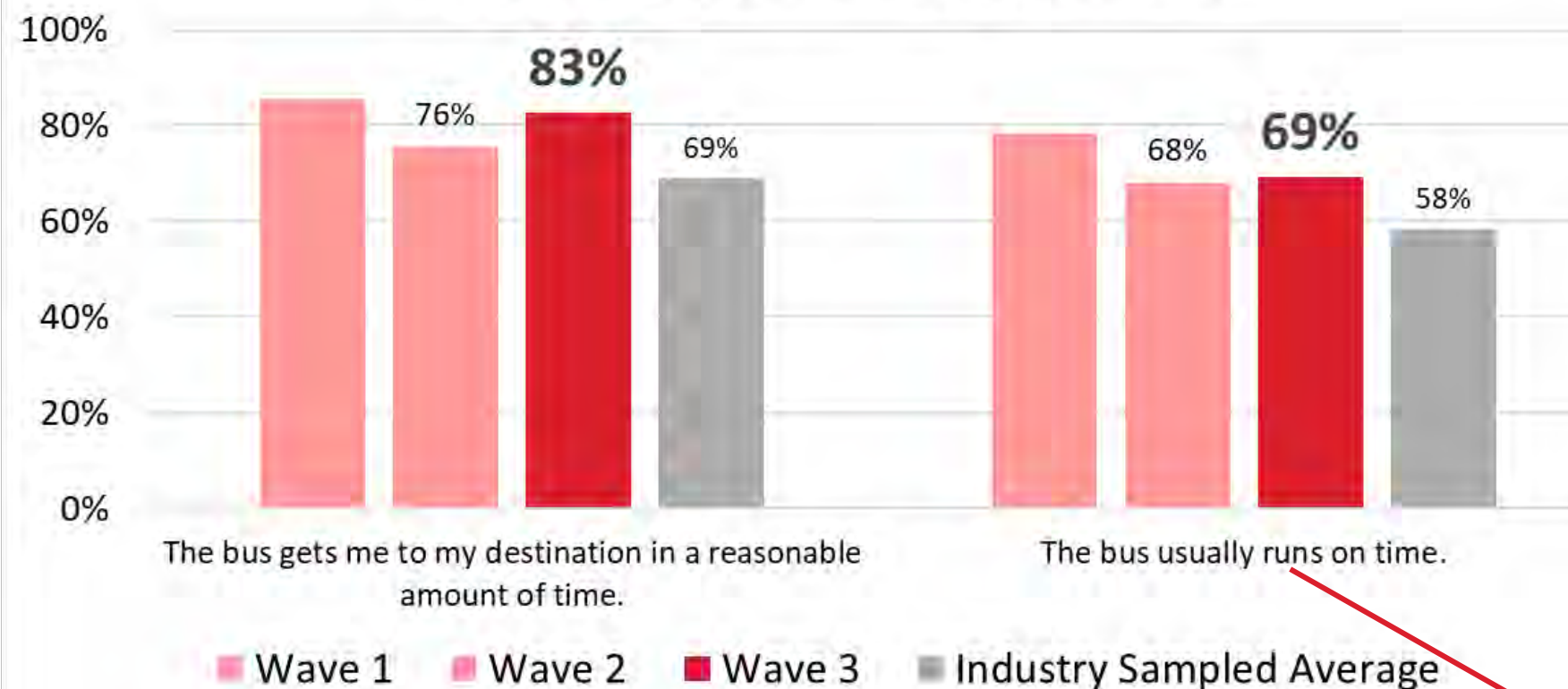
- 83% of Fixed-Route Customers agree that the travel time is satisfactory, which is seven points higher than Wave 2 (76%).
- 69% of Fixed-Route Customers agree that the bus usually runs on time, which is consistent with Wave 2 (68%).
- Of the Customers dissatisfied with on-time performance, 44% feel it is acceptable for the bus to arrive less than 5 minutes beyond its scheduled time.

TransPro Insight

On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. The decline in **perceived On-Time Performance** presents the agency with the opportunity to determine if the agency's performance is decreasing or if the customer's perception is misinformed.

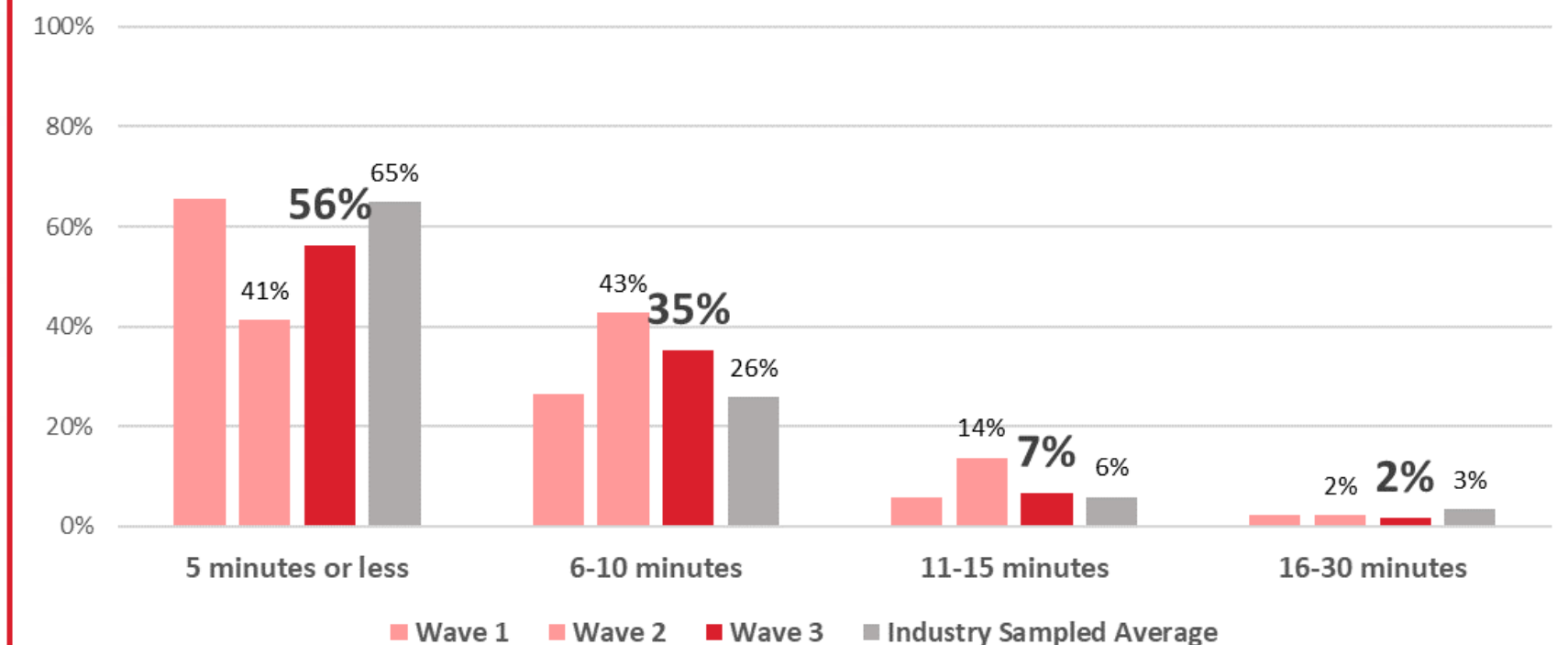


Travel Time & On-Time Performance



*Only asked to Customers dissatisfied with on-time performance.

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

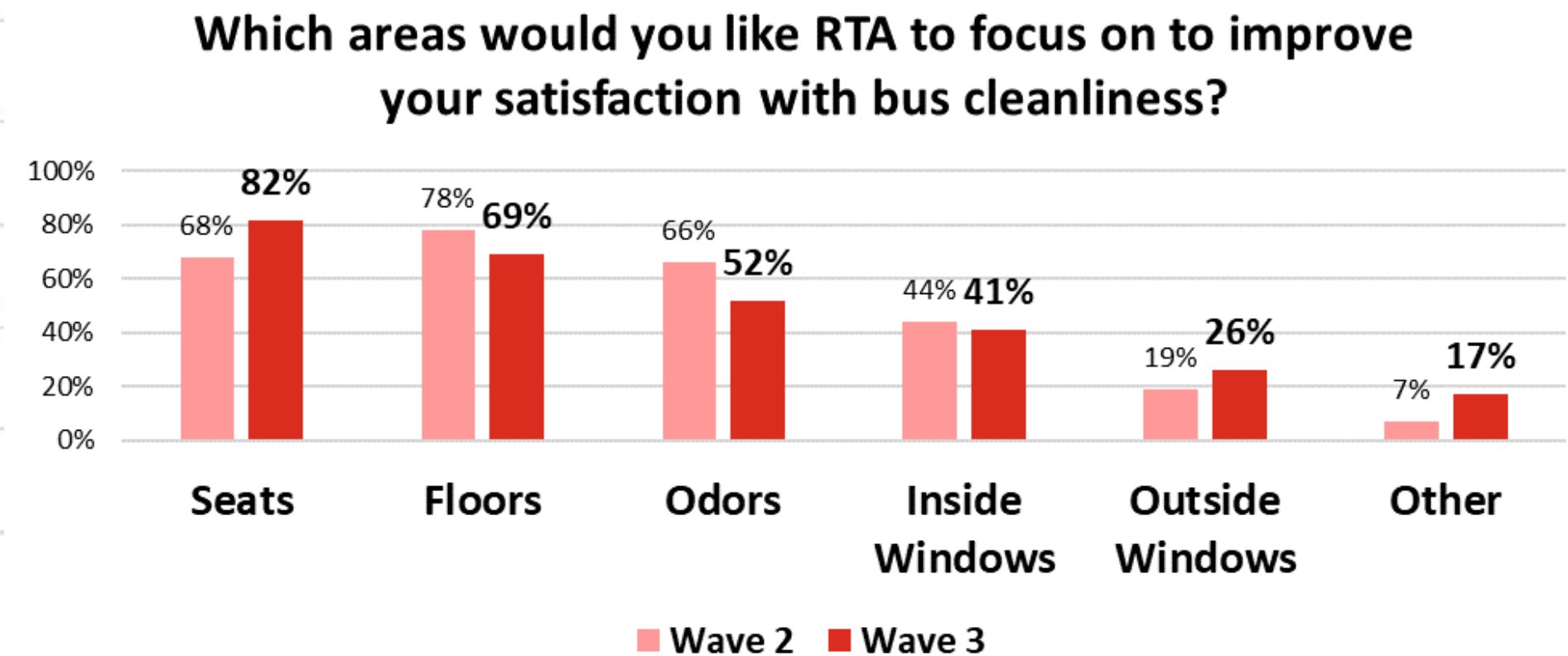
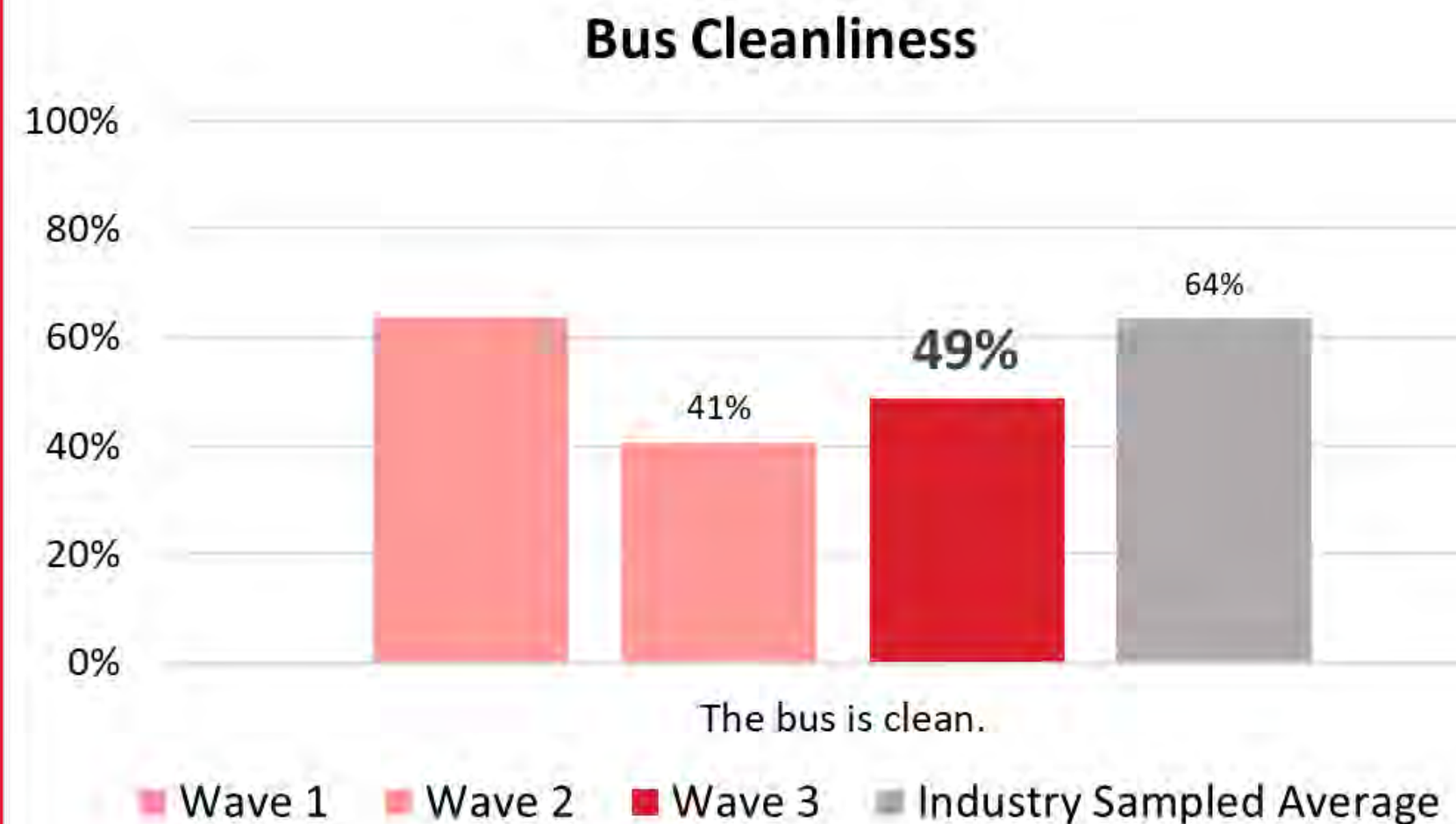


Bus Cleanliness

- 49% of Fixed-Route Customers agree that the bus is clean, which is eight points higher than Wave 2 (41%).
- Fixed-Route Customers would like RTA to focus on improving the cleanliness of the Seats (82%) and Floors (69%) to improve their satisfaction.

TransPro Insight

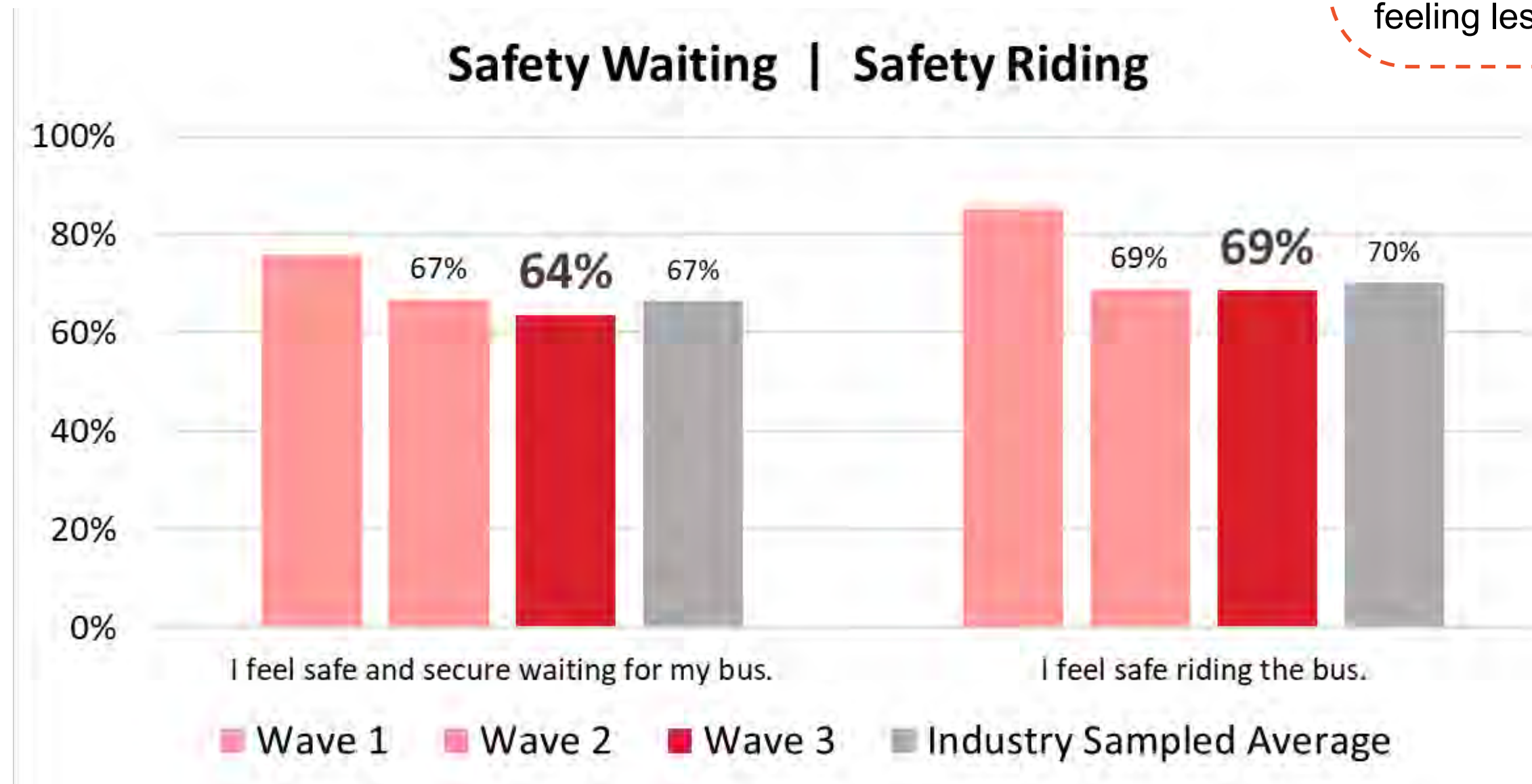
Bus Cleanliness continues to be the factor with the lowest level of satisfaction and is now the second most important factor to customers. A plan of action on bus cleanliness is established and being tested. It is important to transparently communicate the activity to customers.



Safety Waiting and Riding

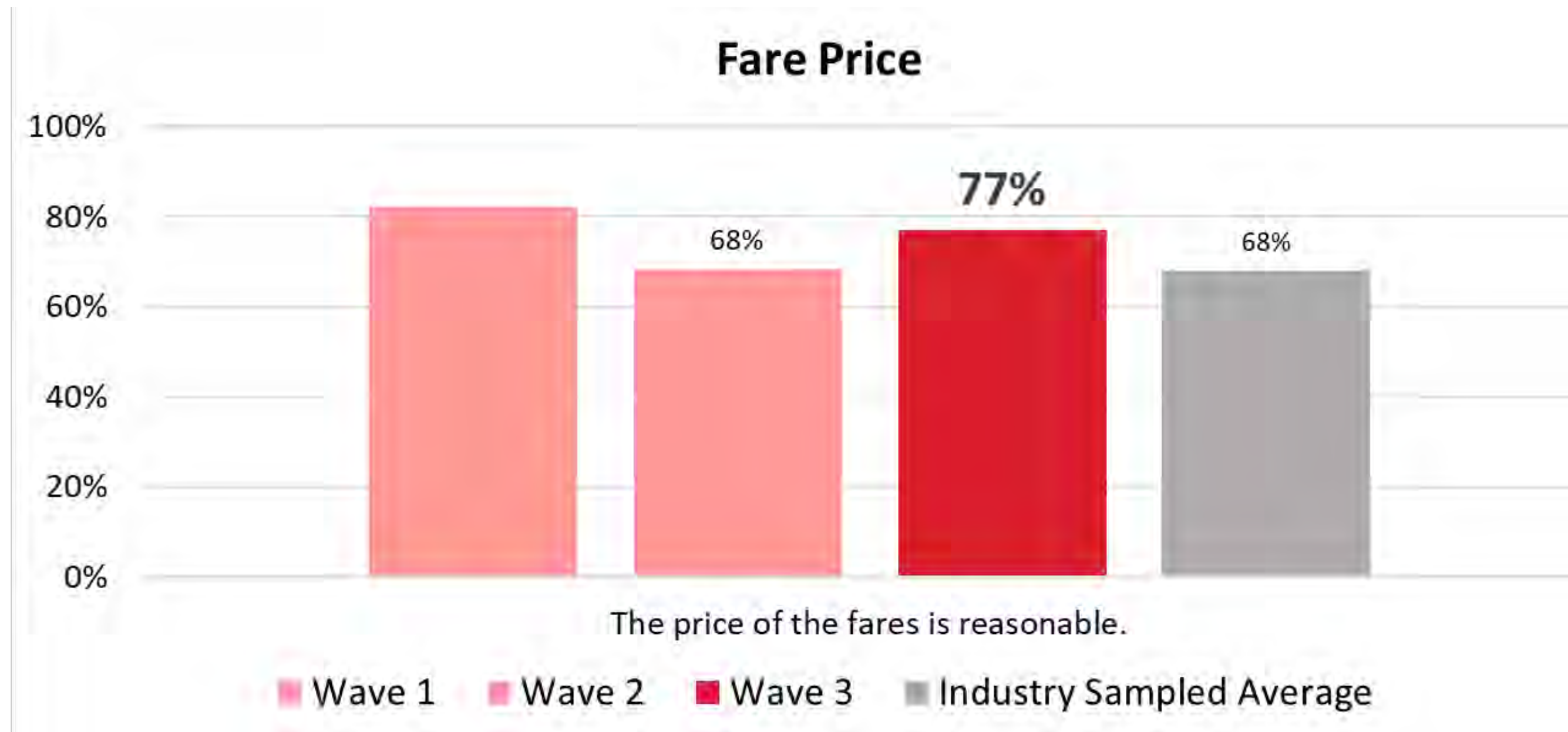
- 64% of Fixed-Route Customers feel safe and secure waiting for the bus, which is three points lower than Wave 2 (67%).
- 69% of Fixed-Route Customers feel safe riding the bus, which the same as Wave 2.

TransPro Insight Customer importance for **Safety waiting on the bus** has increased significantly, making it the third most important factor to customers. Satisfaction in safety remains consistent with room to improve. On-board safety should be further investigated to determine why customers are feeling less safe.



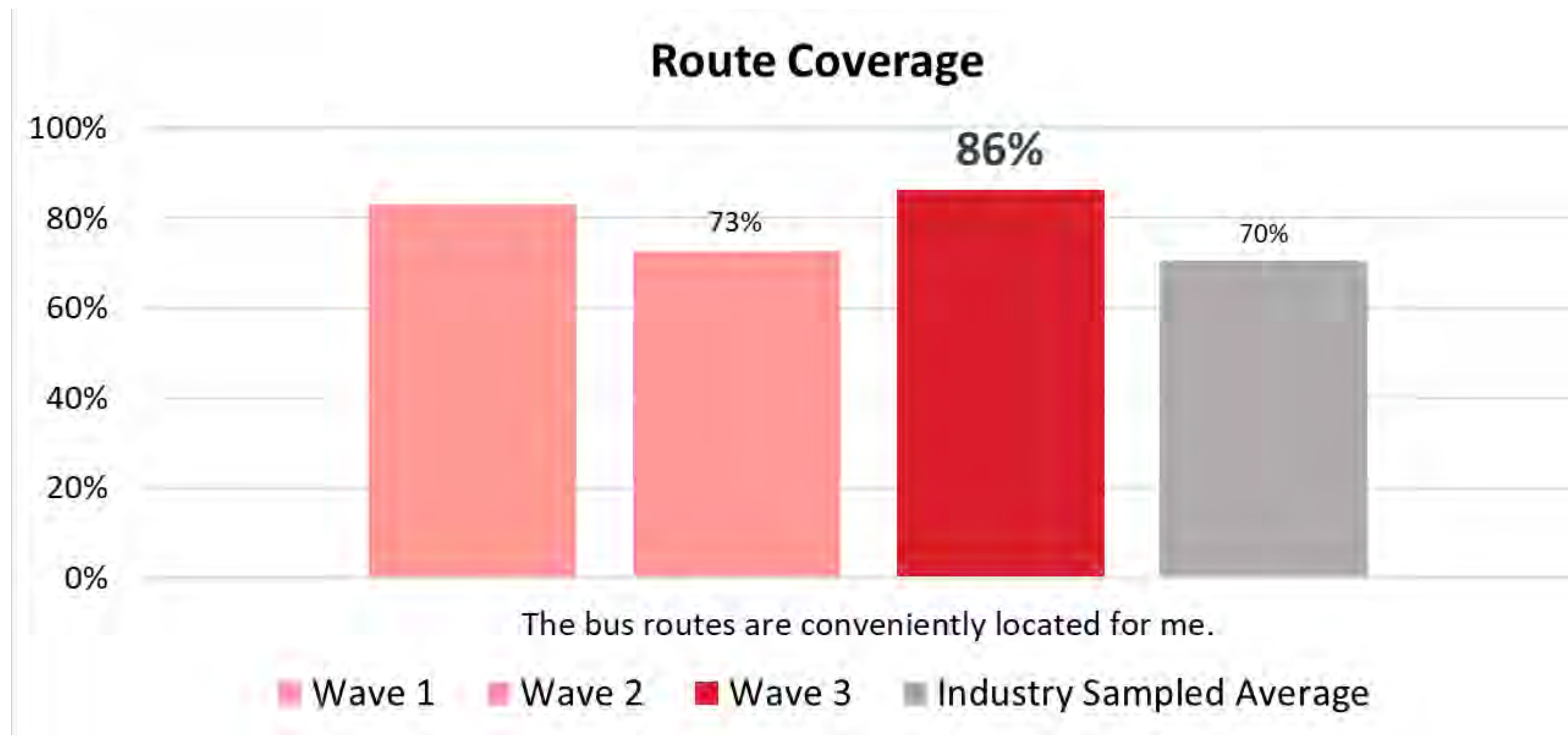
Fare Price

- 77% of Fixed-Route Customers are satisfied with the price of fares, which is nine points higher than Wave 2 (68%).



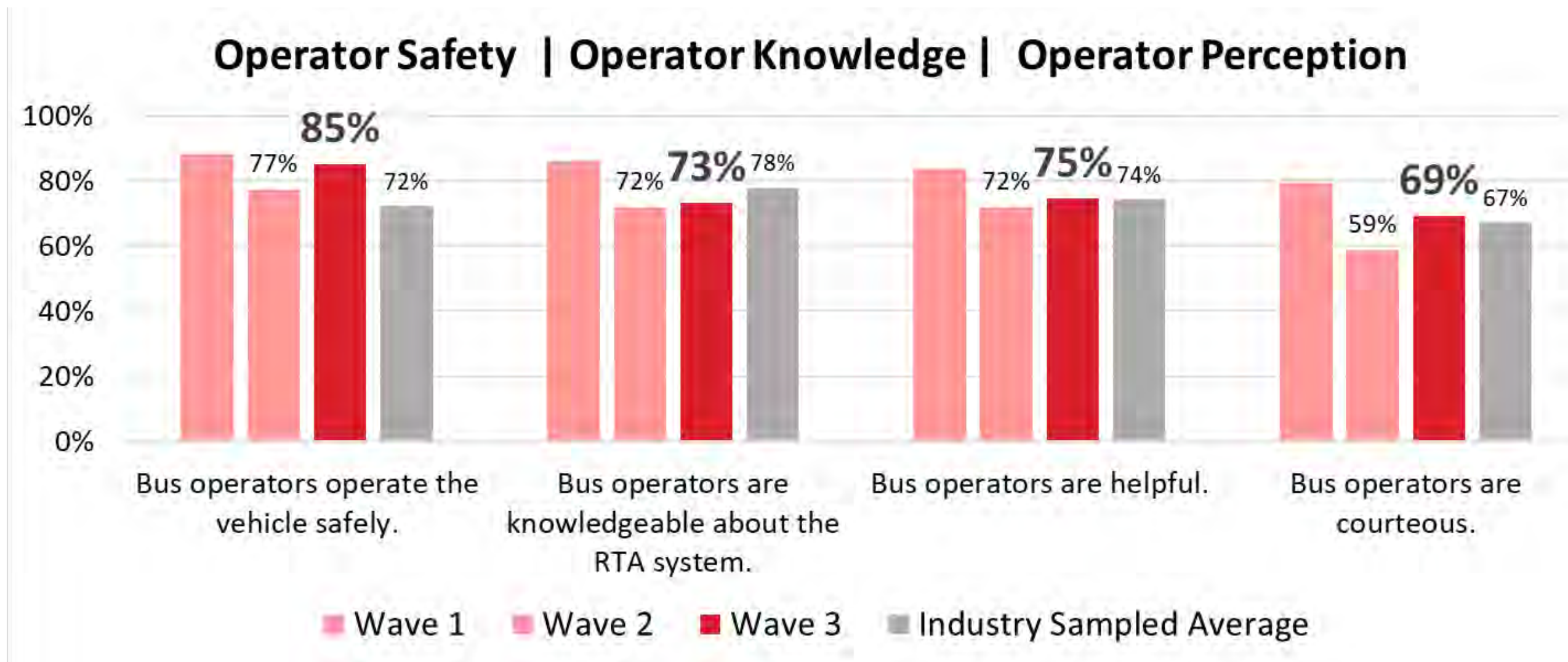
Route Coverage

86% of Fixed-Route Customers are satisfied with Route Coverage, which is 13 points higher than Wave 2 (73%).



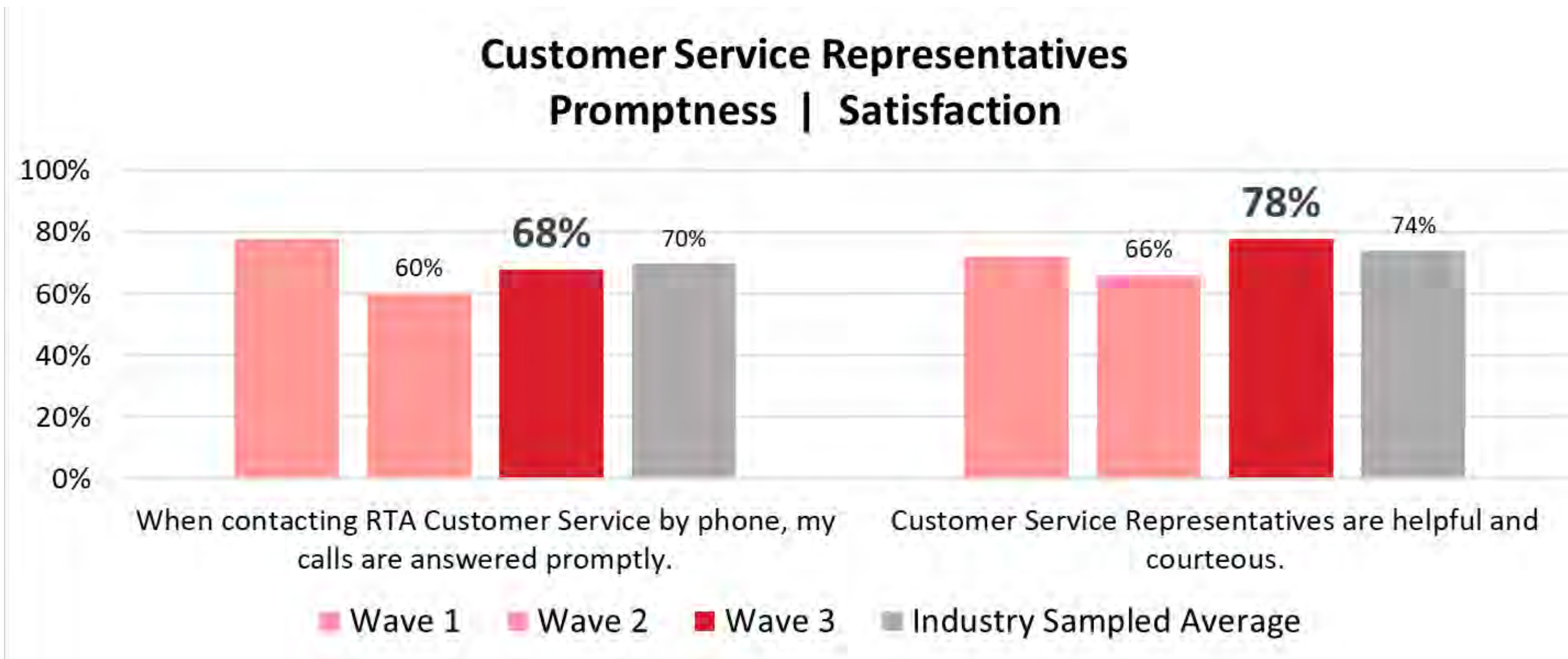
Perception of Operators

- 85% of Fixed-Route Customers agree that the vehicles are operated safely, which is eight points higher than Wave 2 (77%).
- 73% of Fixed-Route Customers agree that operators are knowledgeable about the RTA system, which is similar to Wave 2.
- 75% of Fixed-Route Customers agree that operators are helpful, which is similar to Wave 2 (72%).
- 69% of Fixed-Route Customers agree that operators are courteous, which is ten points higher than Wave 2 (59%).



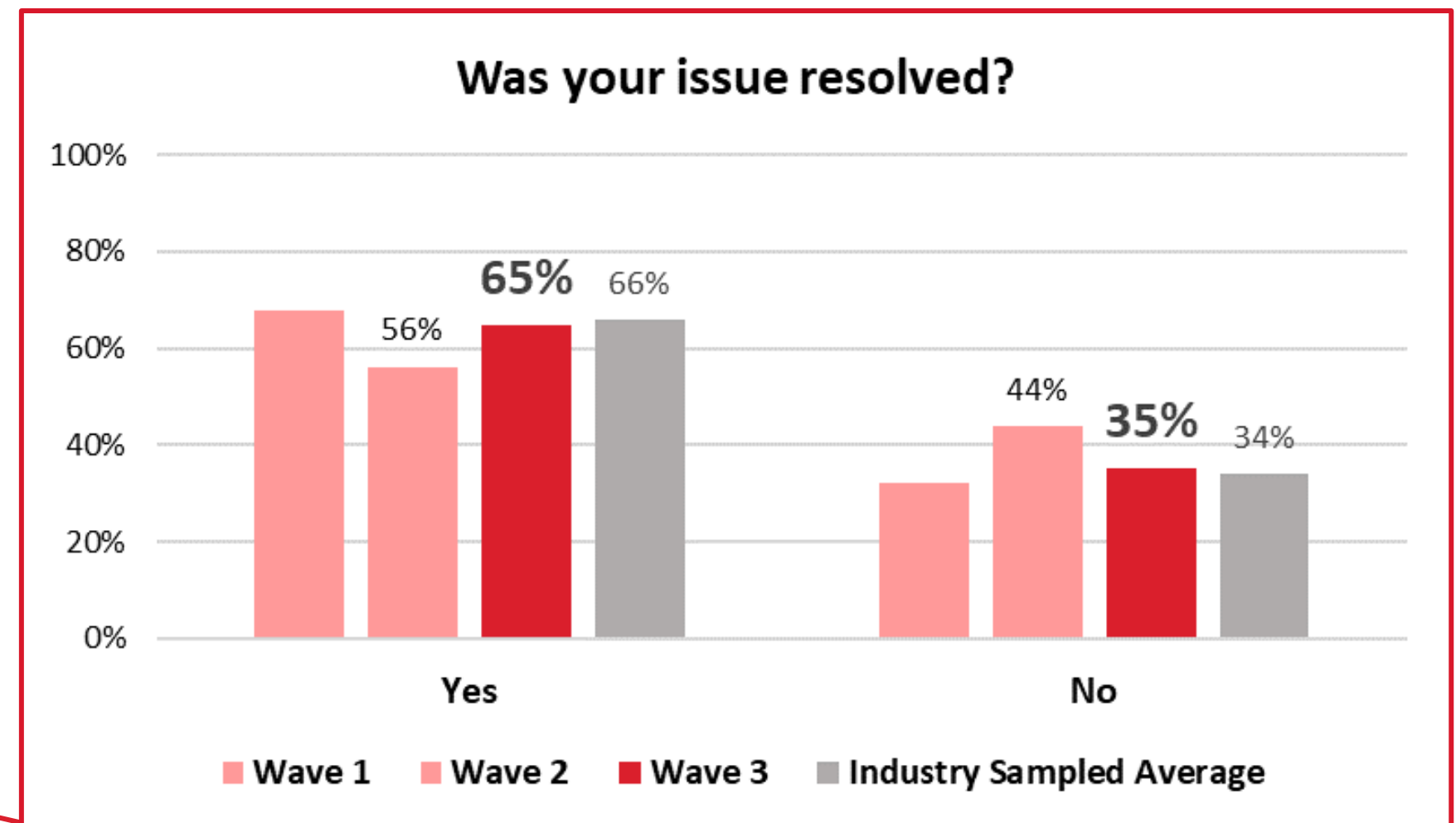
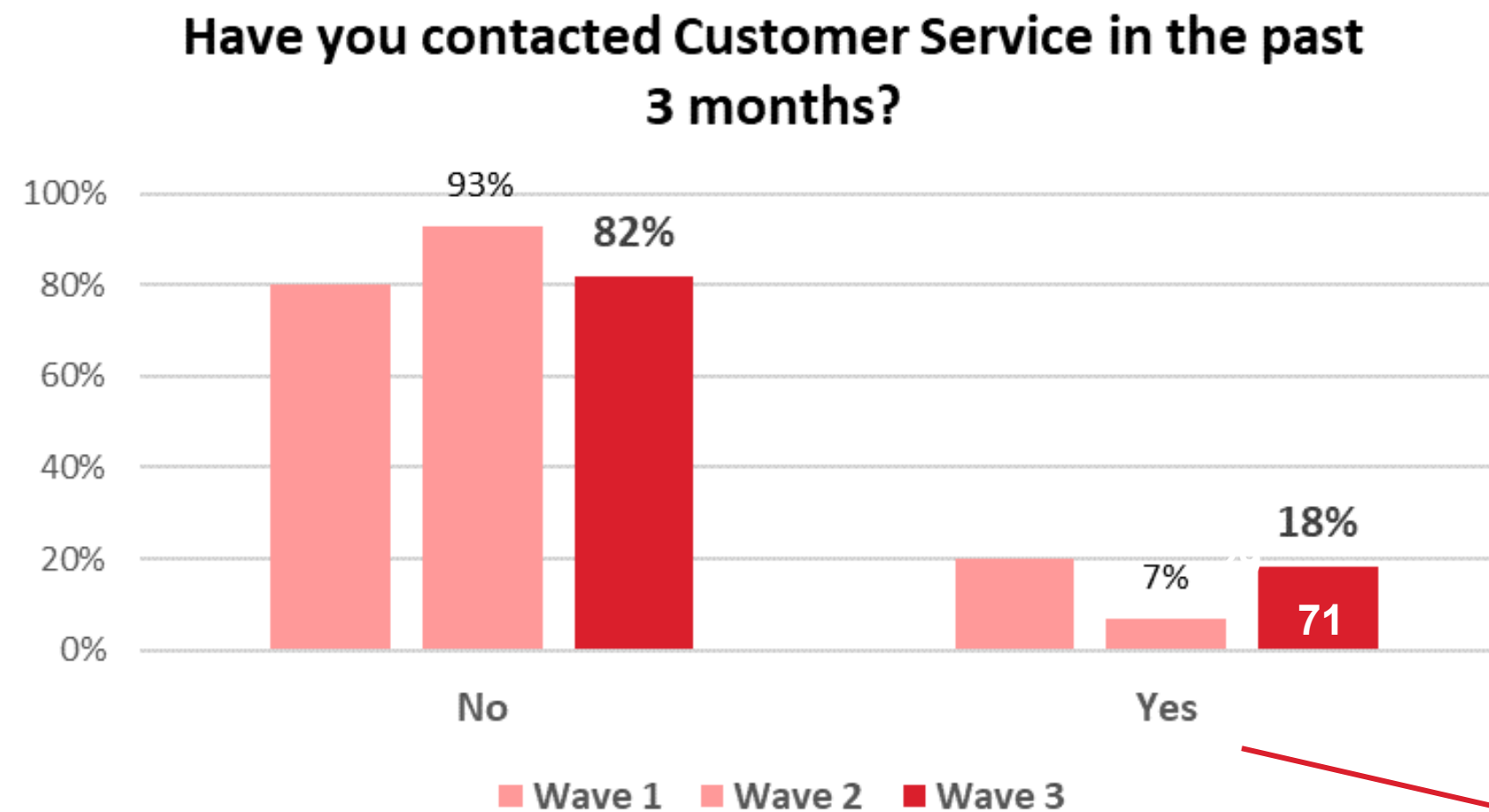
Customer Service Representatives

- 68% of Fixed-Route Customers agree their calls are answered promptly, which is eight points higher than Wave 2 (60%).
- 78% of Fixed-Route Customers believe customer service representatives are helpful and courteous, which is twelve points higher than Wave 2 (66%).



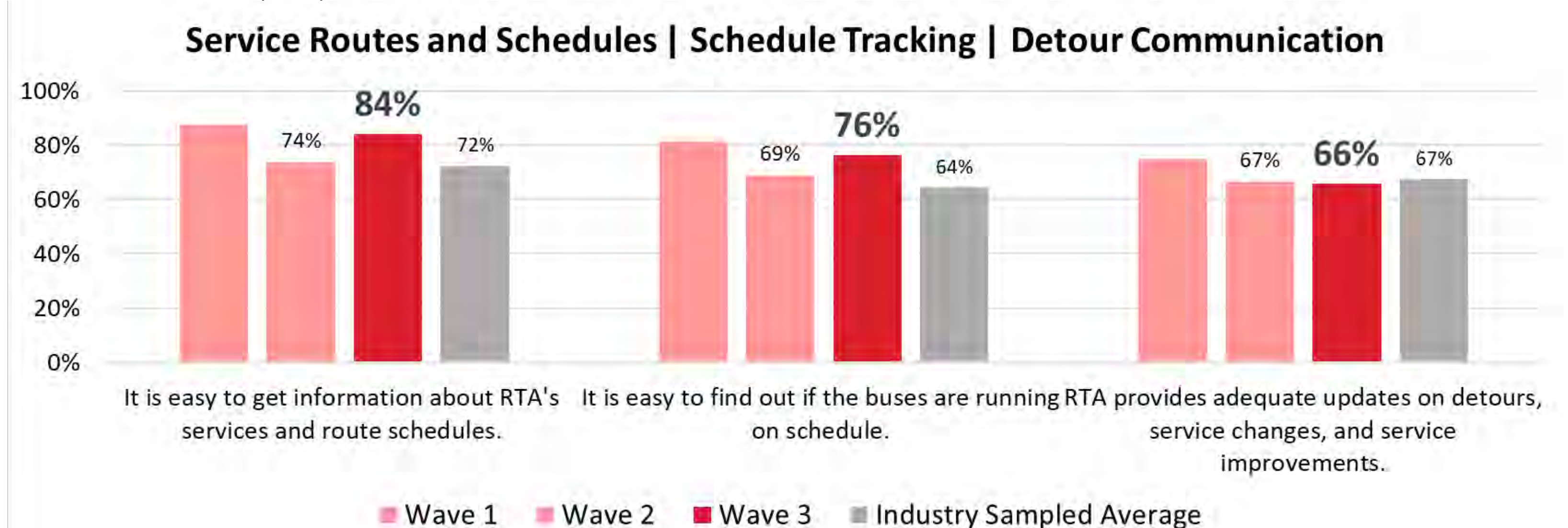
Issue Resolution

- 18% of Fixed-Route Customers (71 respondents) have contacted RTA with a question, concern, or complaint in the last 3 months, which is 11 points higher than Wave 2 (7%).
- Of the 18% who contacted RTA, 65% agreed that their issue was resolved, which is nine points higher than Wave 1 (56%).



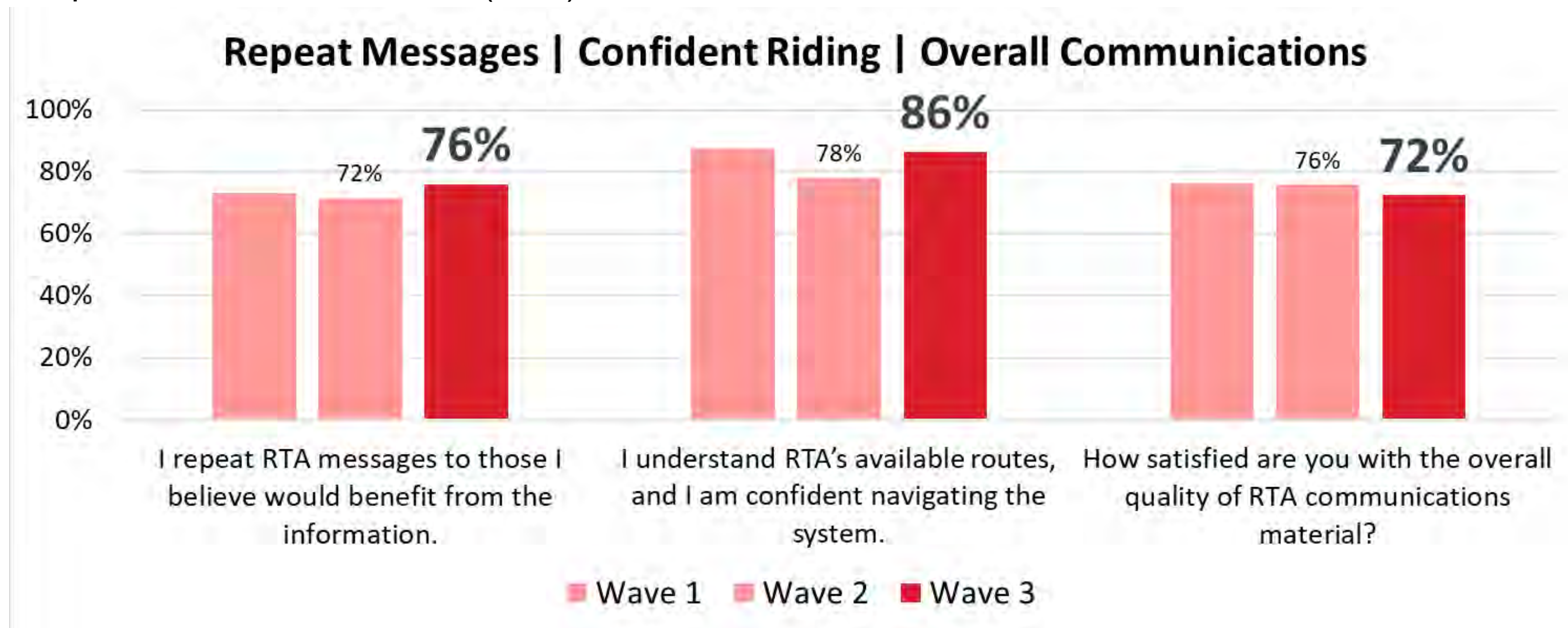
Communications Materials

- 84% of Fixed-Route Customers believe it is easy to get information about RTA's services and route schedules, which is ten points higher than Wave 2 (74%).
- 76% of Fixed-Route Customers believe it is easy to find out if the buses are running on schedule, which is seven points higher than Wave 2 (69%).
- 67% of Fixed-Route Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which similar to Wave 2 (67%).



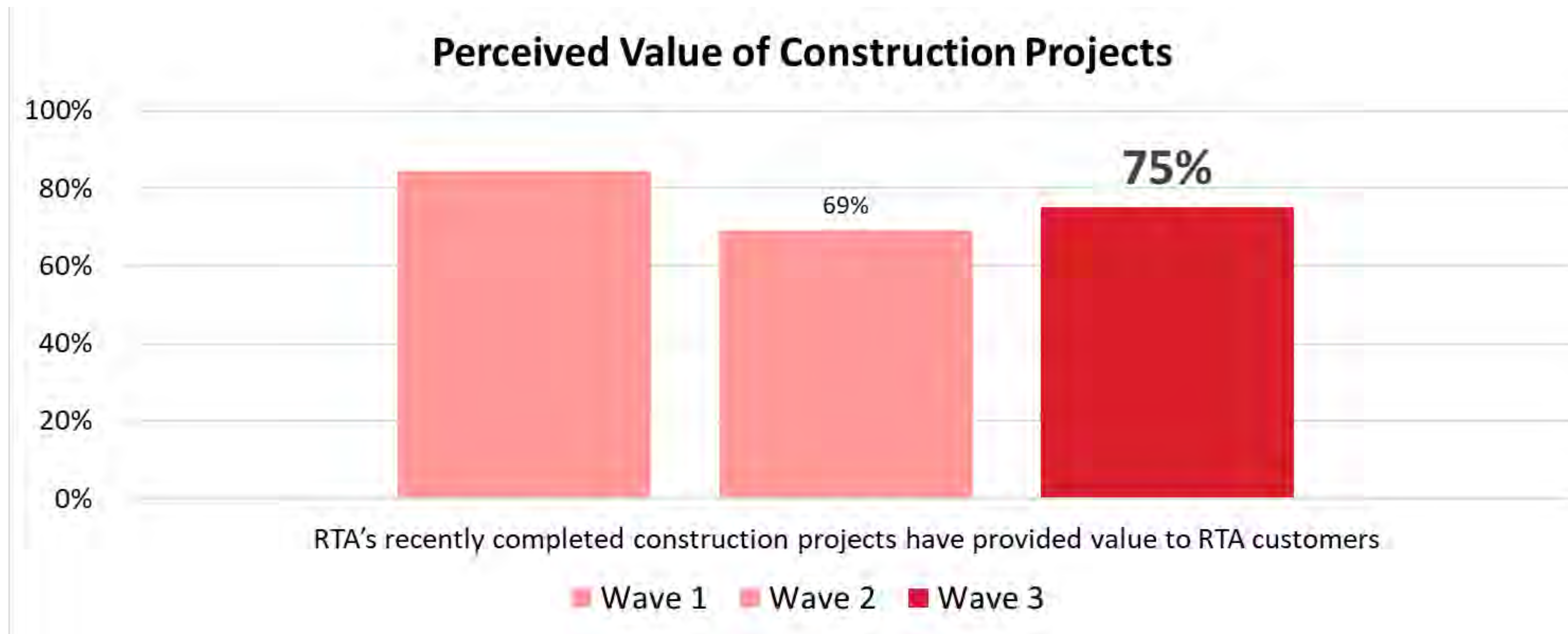
Communications Materials

- 76% of Fixed-Route Customers repeat RTA messages to those they believe would benefit from the information, which is four points higher than Wave 2 (72%).
- 86% of Fixed-Route Customers understand RTA's available routes and are confident navigating the system, which is eight points higher than Wave 2 (78%).
- 72% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is four points lower than Wave 2 (76%).



Capital Projects

75% of Fixed-Route Customers believe RTA's recently completed construction projects have provided value to RTA customers, which is six points higher than Wave 2 (69%).



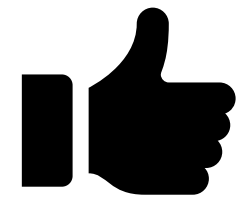
Bus Rapid Transit (BRT)

BRT Results Overview

7 out of 10 Customers are satisfied with the BRT service.

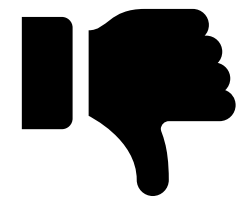
88% of BRT Customers believe the RTA system provides value to the community.

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



- ▶ Operating Times (85%)
- ▶ Route Coverage (84%)
- ▶ Accuracy and availability of route schedules and maps (82%)
- ▶ Safe driving (80%)

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



- ▶ Bus Cleanliness (50%)
- ▶ Driver Courtesy (68%)
- ▶ Detour and change information (69%)

Top Most Important Elements of Service to Customers...

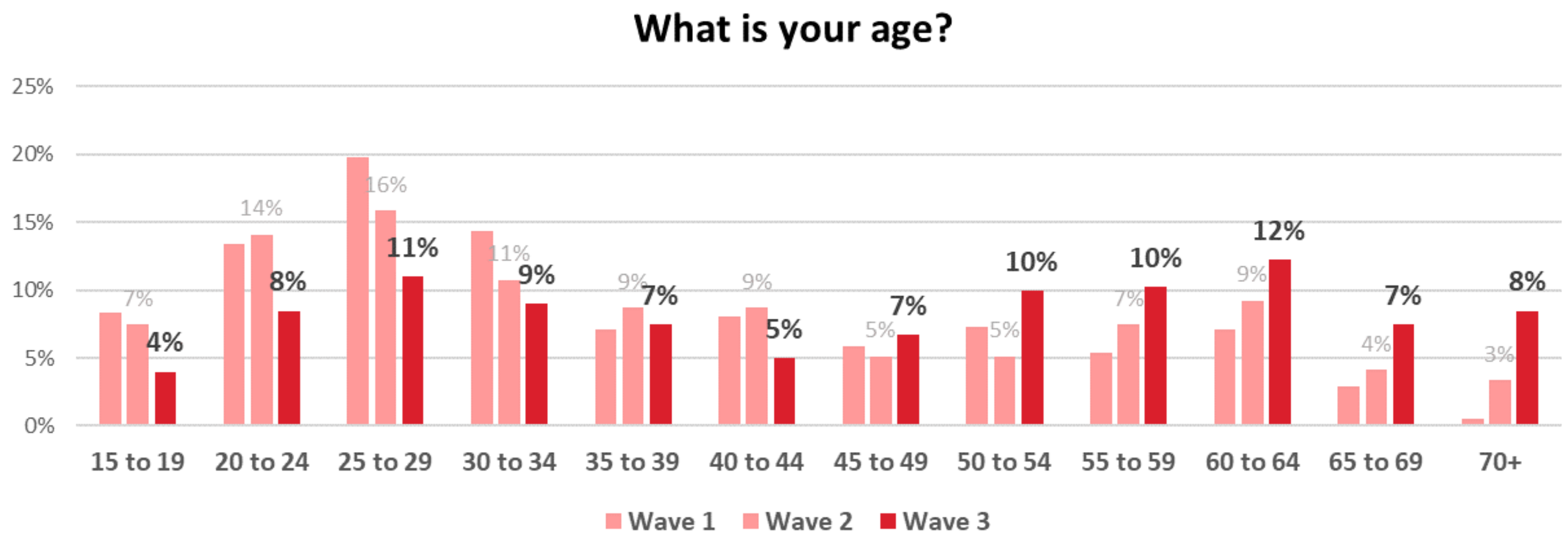
1. Safety on the bus
2. On-Time Performance
3. Fare Price

Customer Characteristics

Bus Rapid Transit

Customer Characteristics

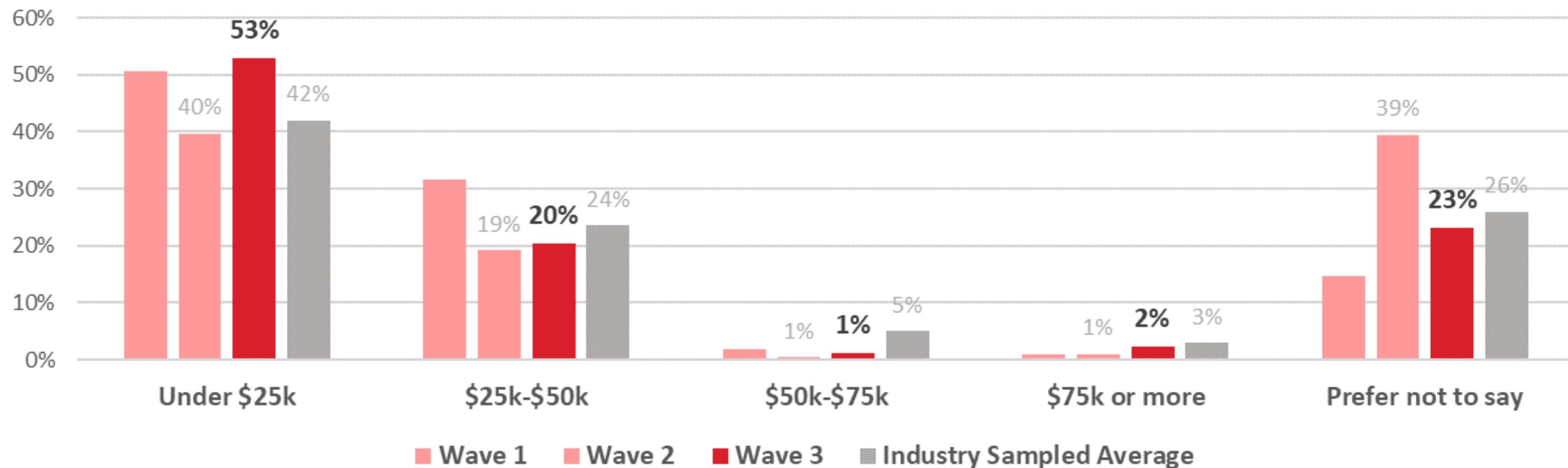
The age distribution is much more spread out with the Wave 3 survey, representing a more distributed sample.



Customer Characteristics

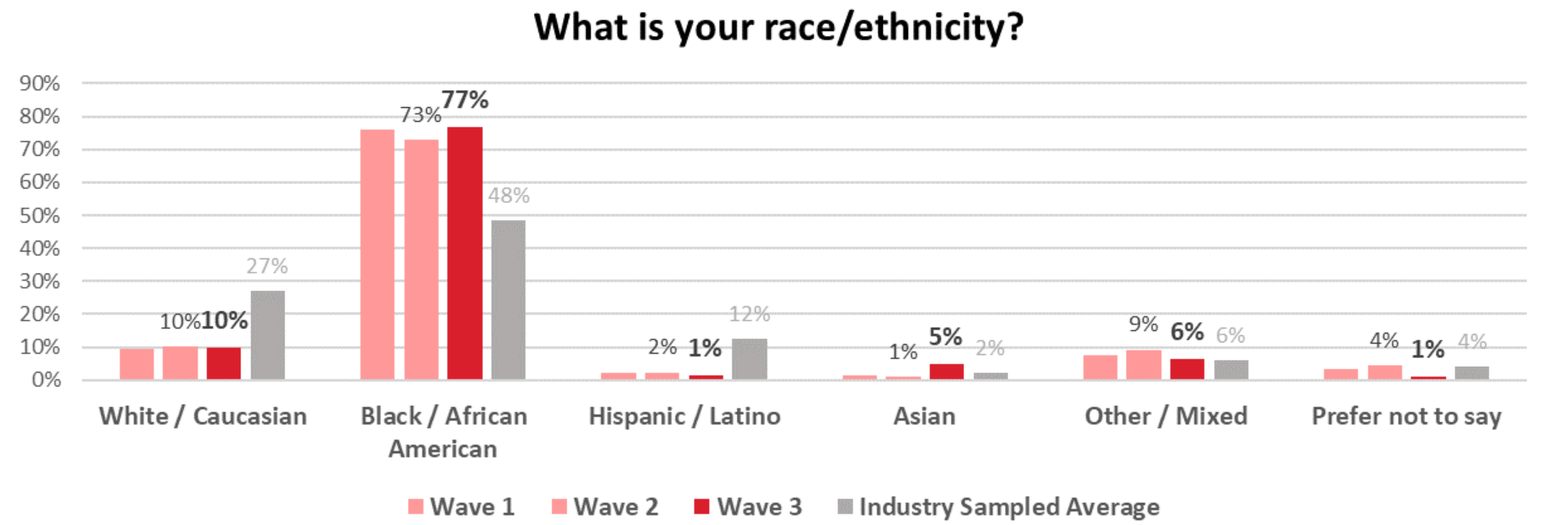
- BRT Customers most frequently earn less than \$25,000 annually (53%), which is 13 points higher than Wave 2 (40%).
- 23% of BRT Customers preferred not to provide their annual income, making this data more representative of customers.

Which category best describes your total annual household income?



Customer Characteristics

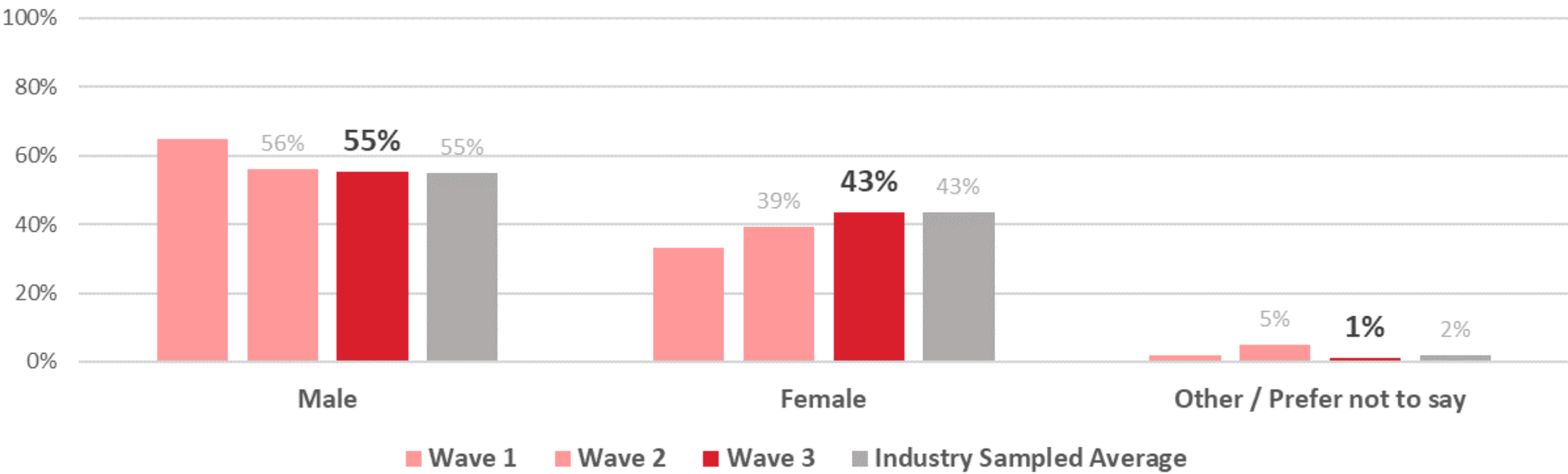
- BRT Customers are most frequently Black / African American (77%), which is similar to Wave 2 (73%).



Customer Characteristics

Fixed-Route Customers are most frequently male (55%), which is the same as the Industry Average (55%).

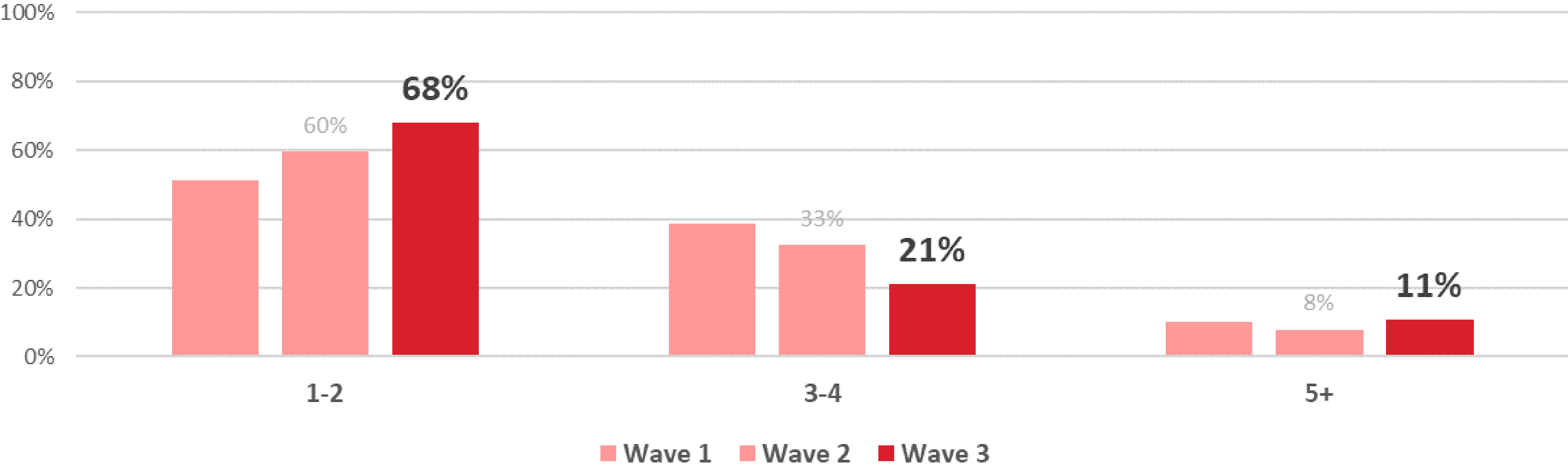
What is your gender?



Household Size

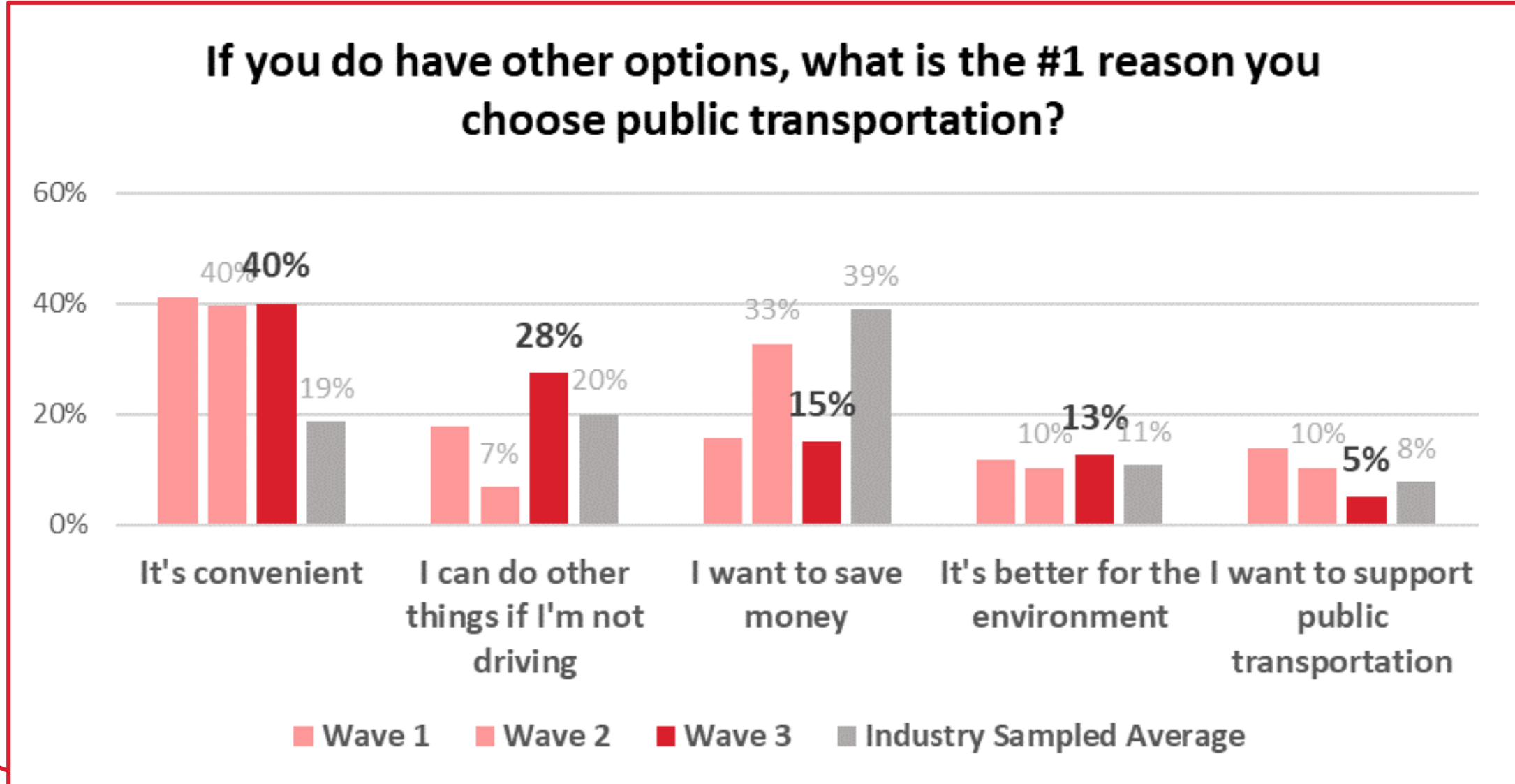
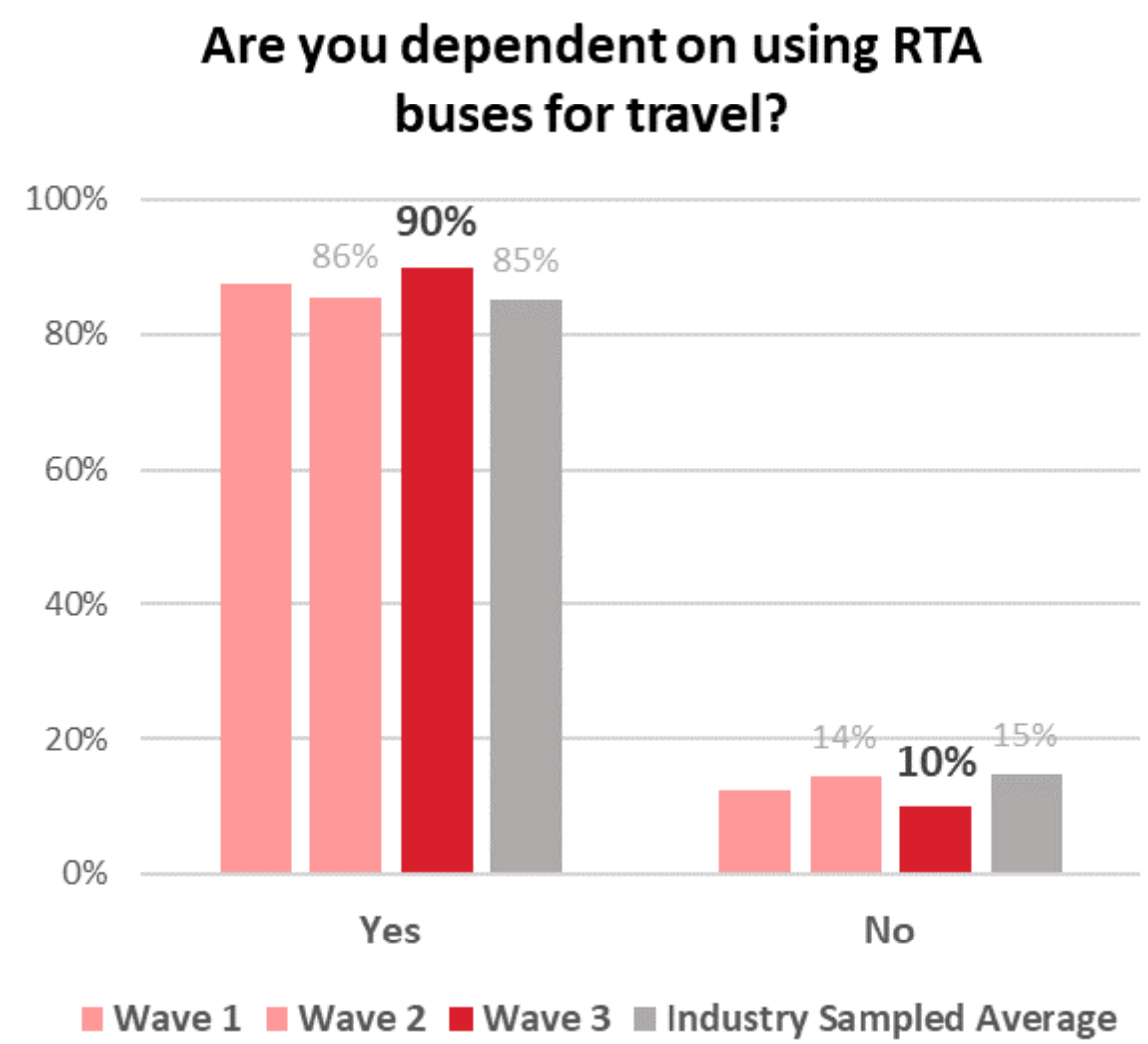
1-2 person households are on the rise for BRT uses.

Including yourself, how many people live in your household?



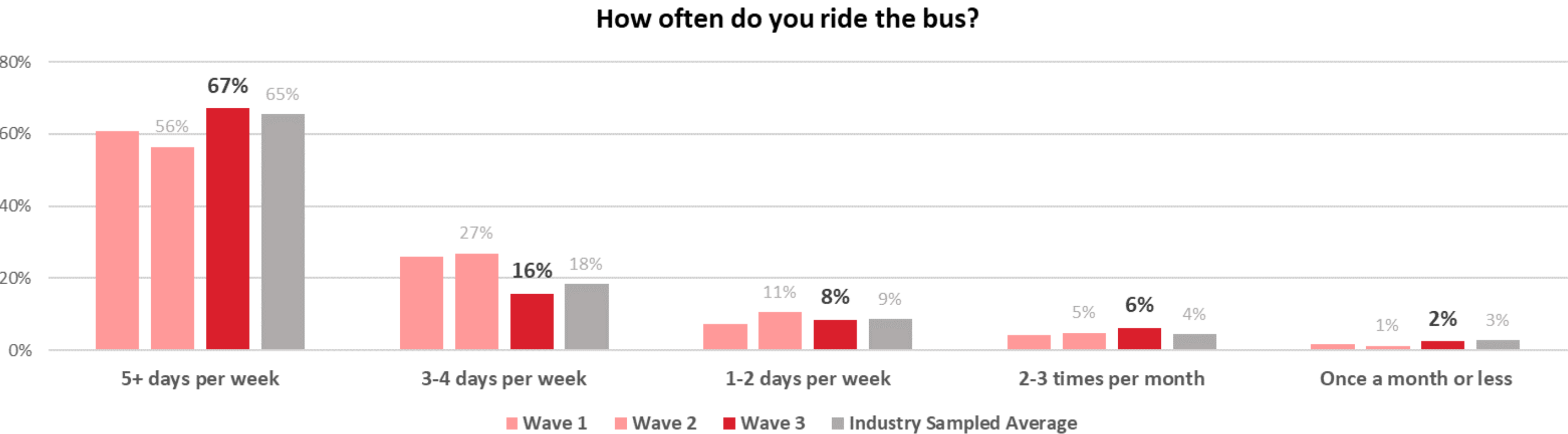
Transit Dependence and Choice Riders

- 90% of BRT Customers are dependent on using RTA buses for travel, which is similar to Wave 2 (86%).
- Of the 10% of Customers that are not transit-dependent, they most often choose to use public transportation due to convenience (40%).



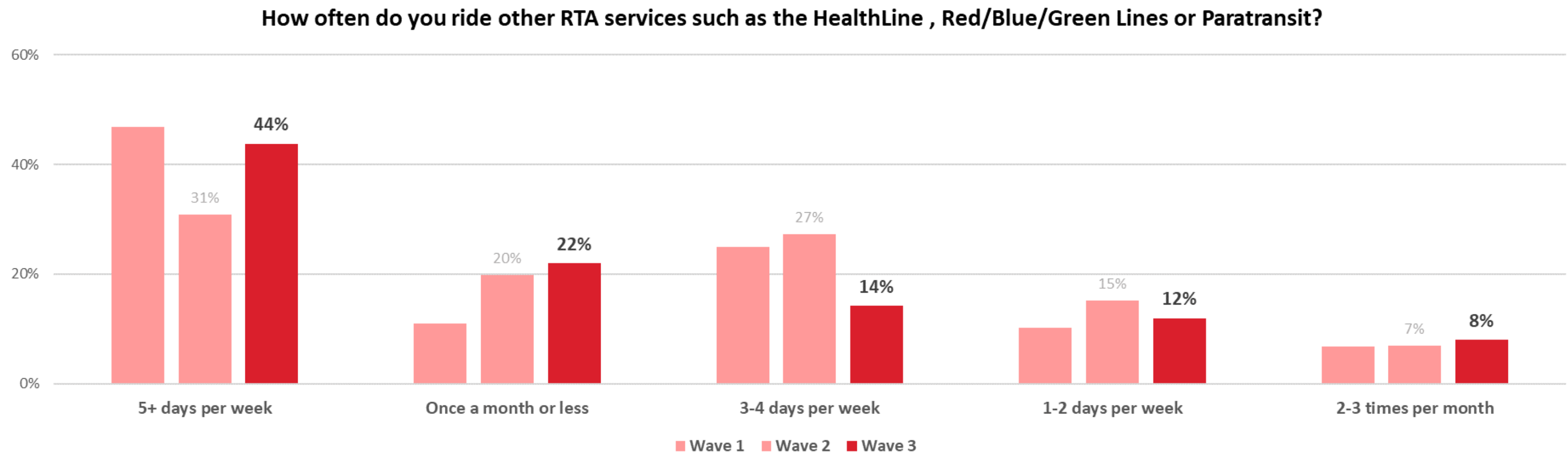
Trip Frequency

BRT Customers most often ride the bus 5+ days per week (67%), which is 11 points higher lower than Wave 2 (56%).



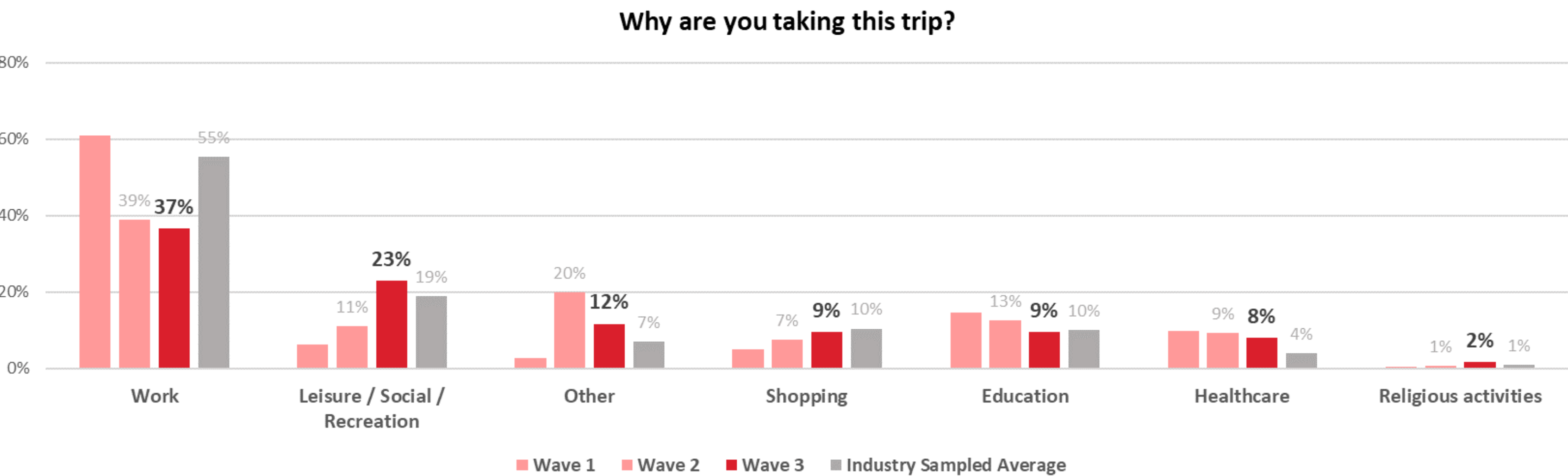
Other Mode Usage

- BRT Customers most often ride other RTA services 5+ days per week (44%), which is 13 points higher than Wave 2 (31%).
- 22% of BRT Customers ride other RTA services once a month or less.



Trip Purpose

- BRT Customers most frequently ride the bus to get to work (37%), which is 18 points lower than the industry sampled average (55%).
- 23% of BRT Customers use the route to travel for Leisure / Social / Recreation activities.



Customer Impressions

Bus Rapid Transit

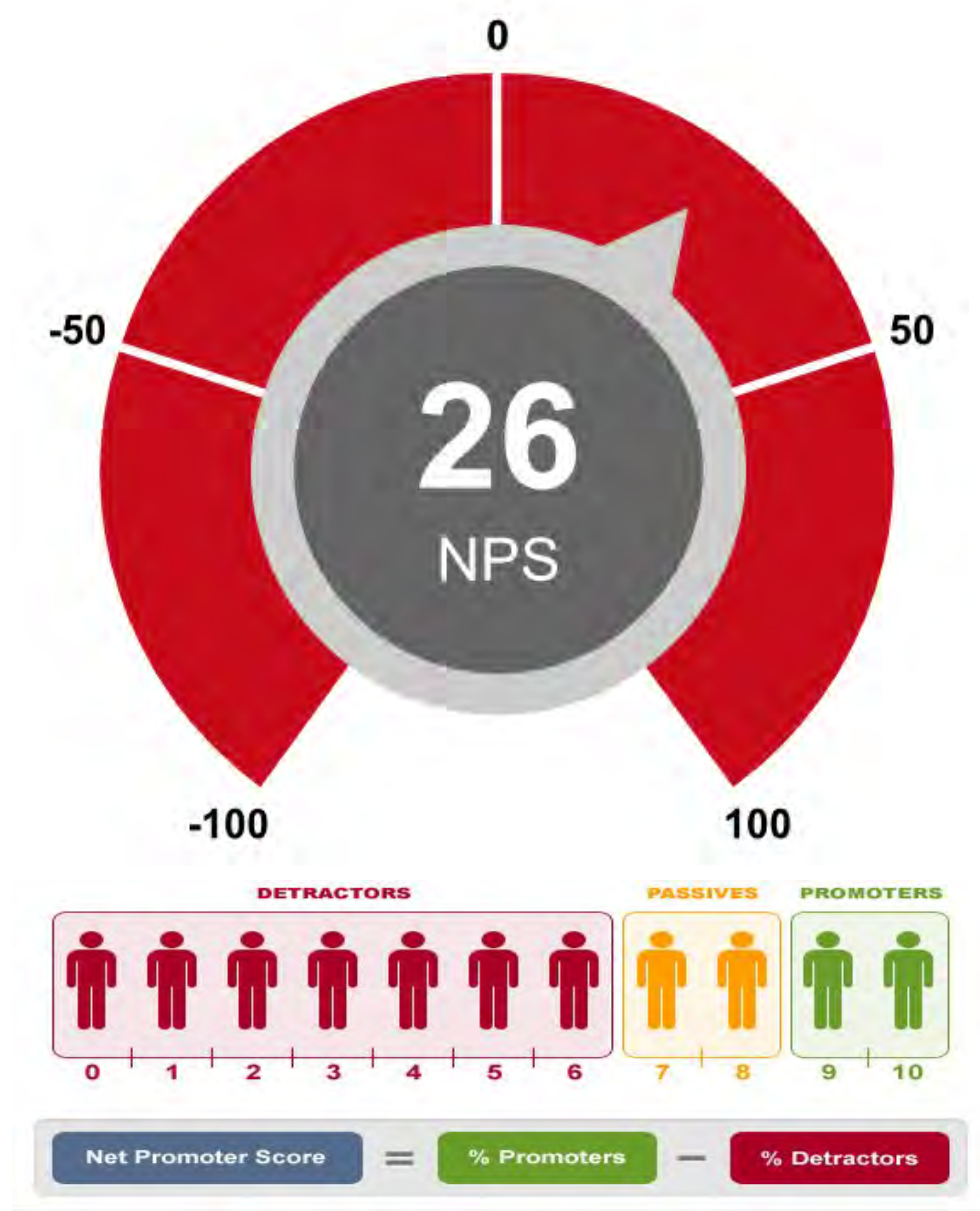
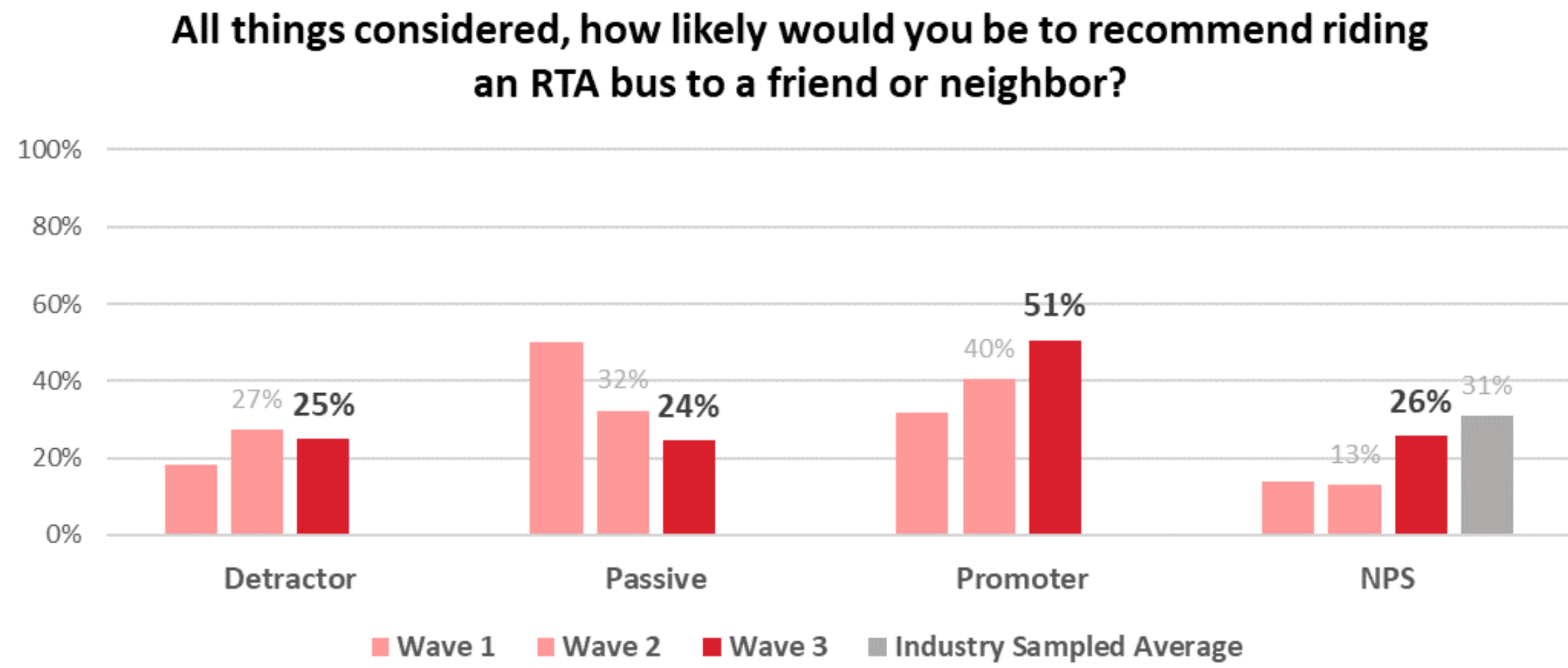
Net Promoter Score

Bus Rapid Transit

TransPro Insight

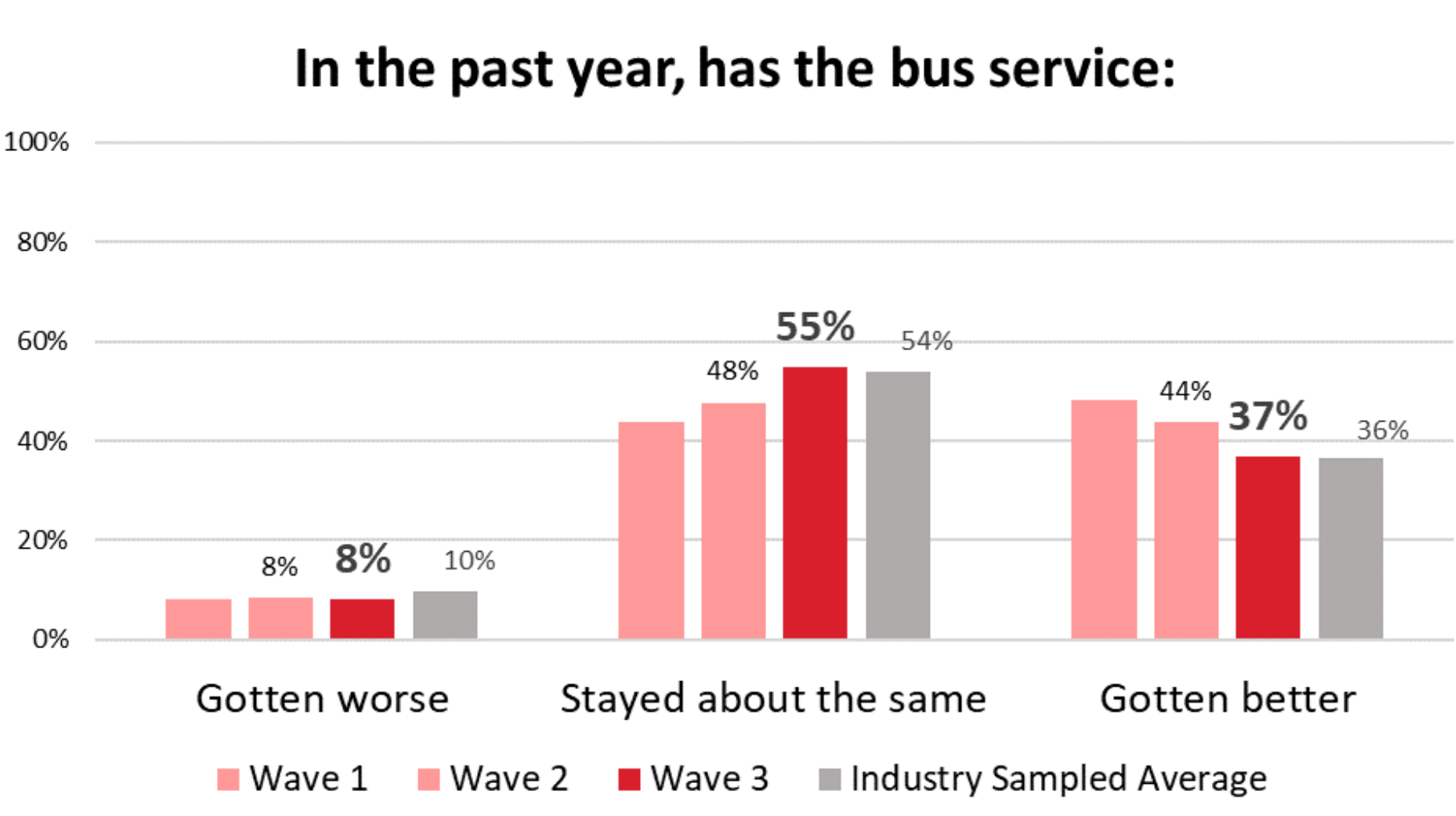
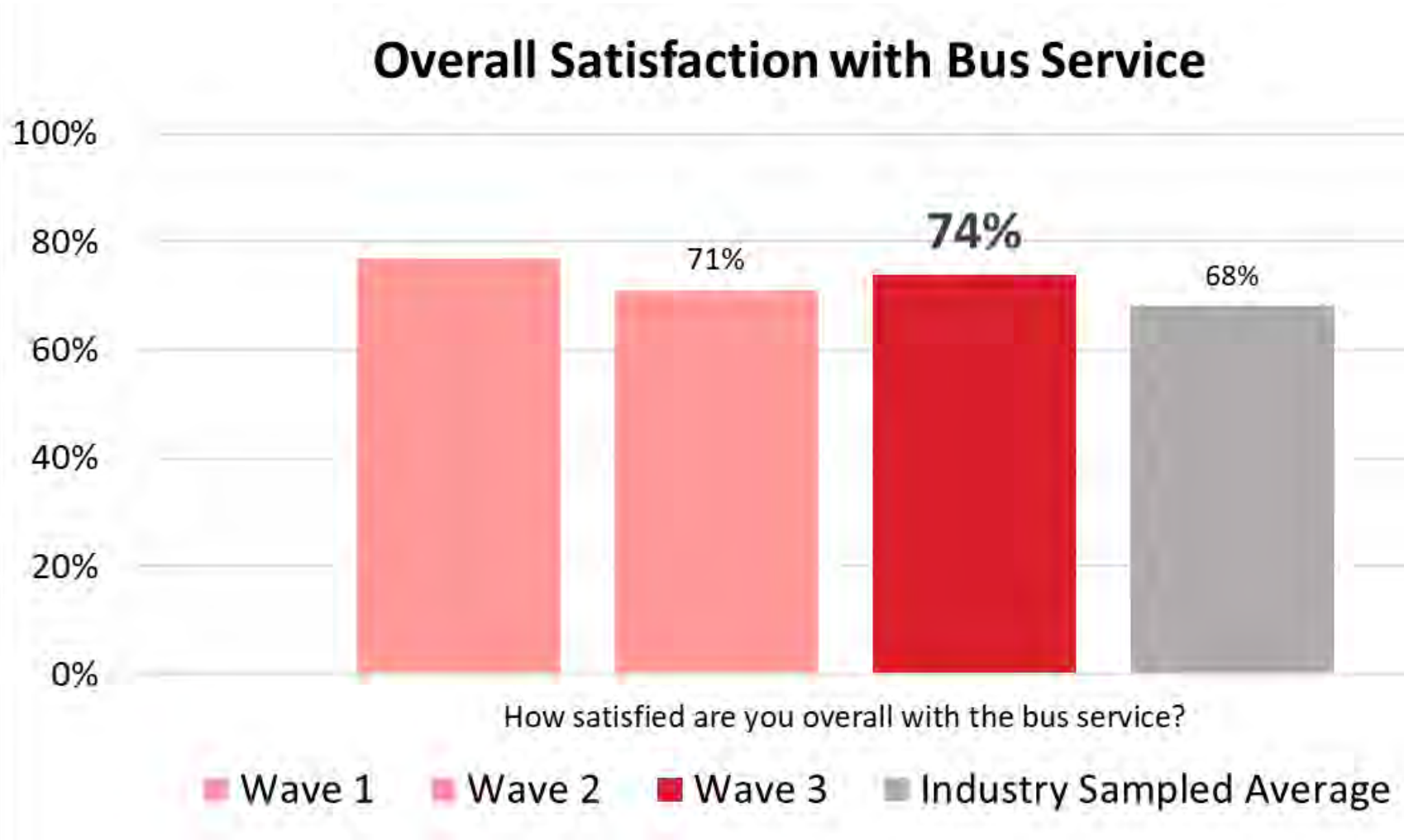
RTA's BRT NPS had an increase in Promoters, and a decrease in Passives. The improved focus on vehicle cleanliness issues identified in previous waves contributed to the improvement in NPS.

RTA's BRT NPS is 26%, which is double that of Wave 2 (13%).



Fixed-Route Satisfaction

74% of BRT Customers are satisfied with the overall bus service, which is three points higher than Wave 2 (71%).
 37% of BRT Customers believe the bus service has gotten better, which is seven points lower than Wave 2 (44%).

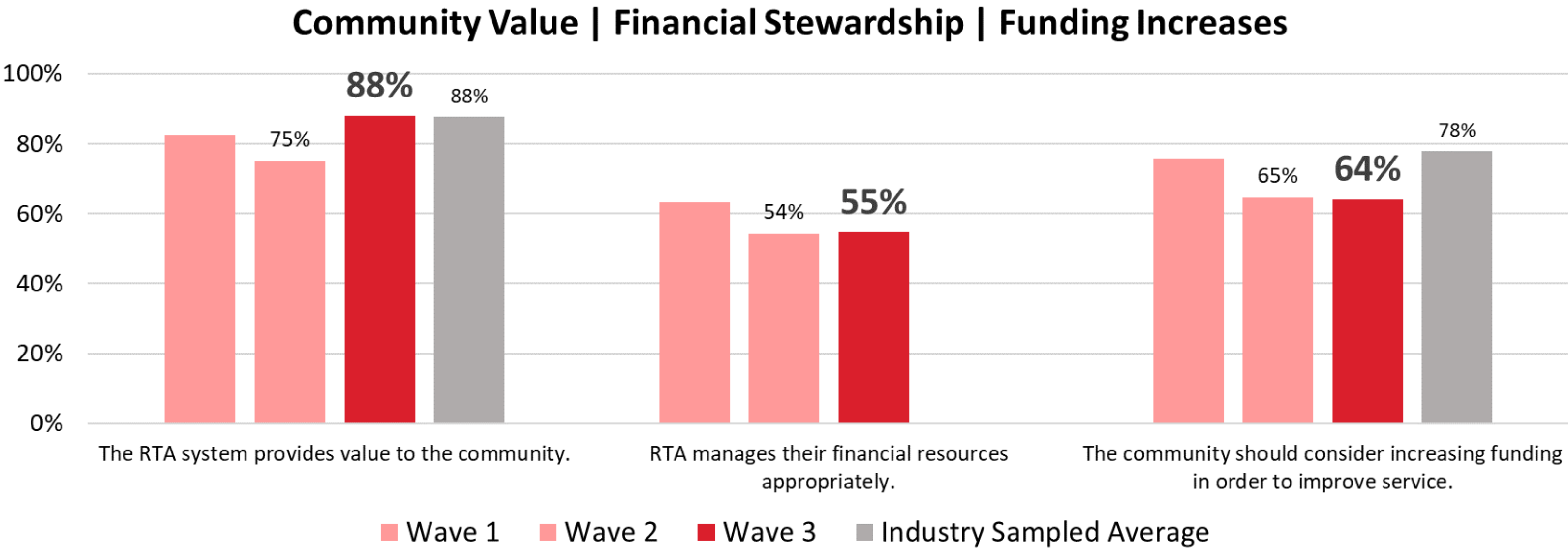


Customer Perception of GCRTA

88% of BRT Customers agree the RTA system provides value to the community, which is 13 points higher than Wave 2 (75%).

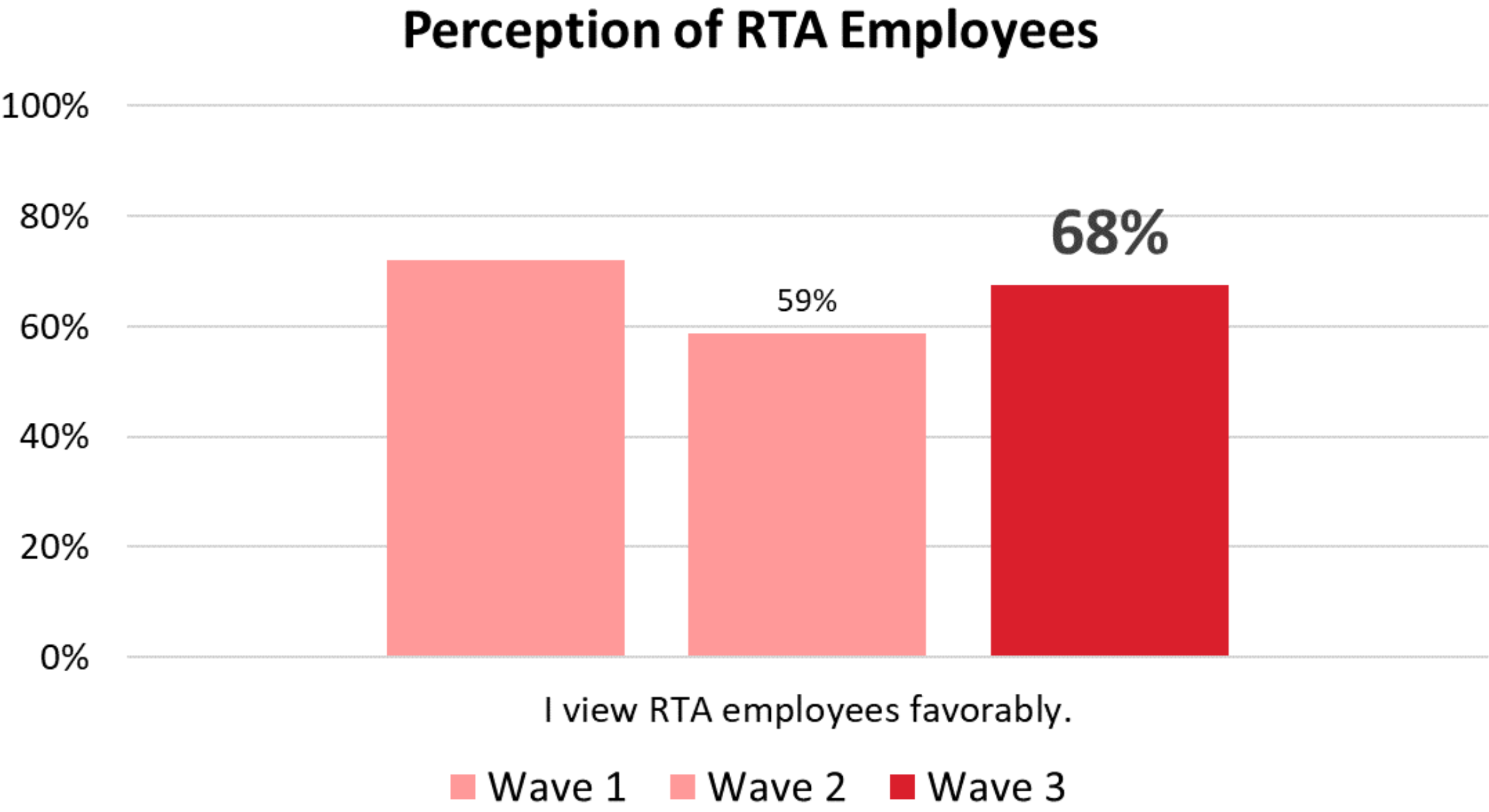
55% of BRT Customers agree RTA manages their financial resources appropriately, which the same as Wave 2 (54%).

64% of BRT Customers agree the community should consider increasing funding in order to improve the service, which is the same as Wave 2 (65%).



Customer Perception of GCRTA Employees

68% of BRT Customers view RTA employees favorably, which is nine points higher than Wave 2 (59%).



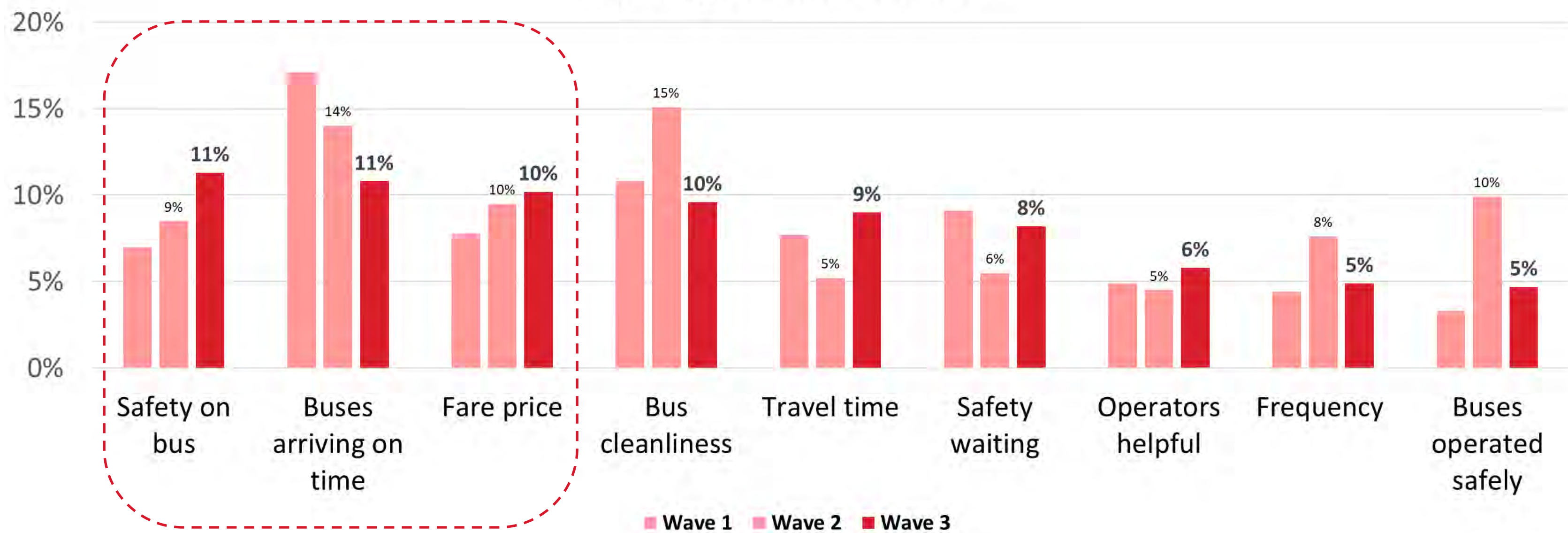
Customer Importance Factors

Bus Rapid Transit

Top Customer Importance Factors

- The top importance factors to BRT Customers are Safety on the bus, On-Time Performance, and Fare Price.
- **Bus Cleanliness, fell out of the top three.**
- Factors are normalizing with fewer stand-out issues.


Top Importance Factors

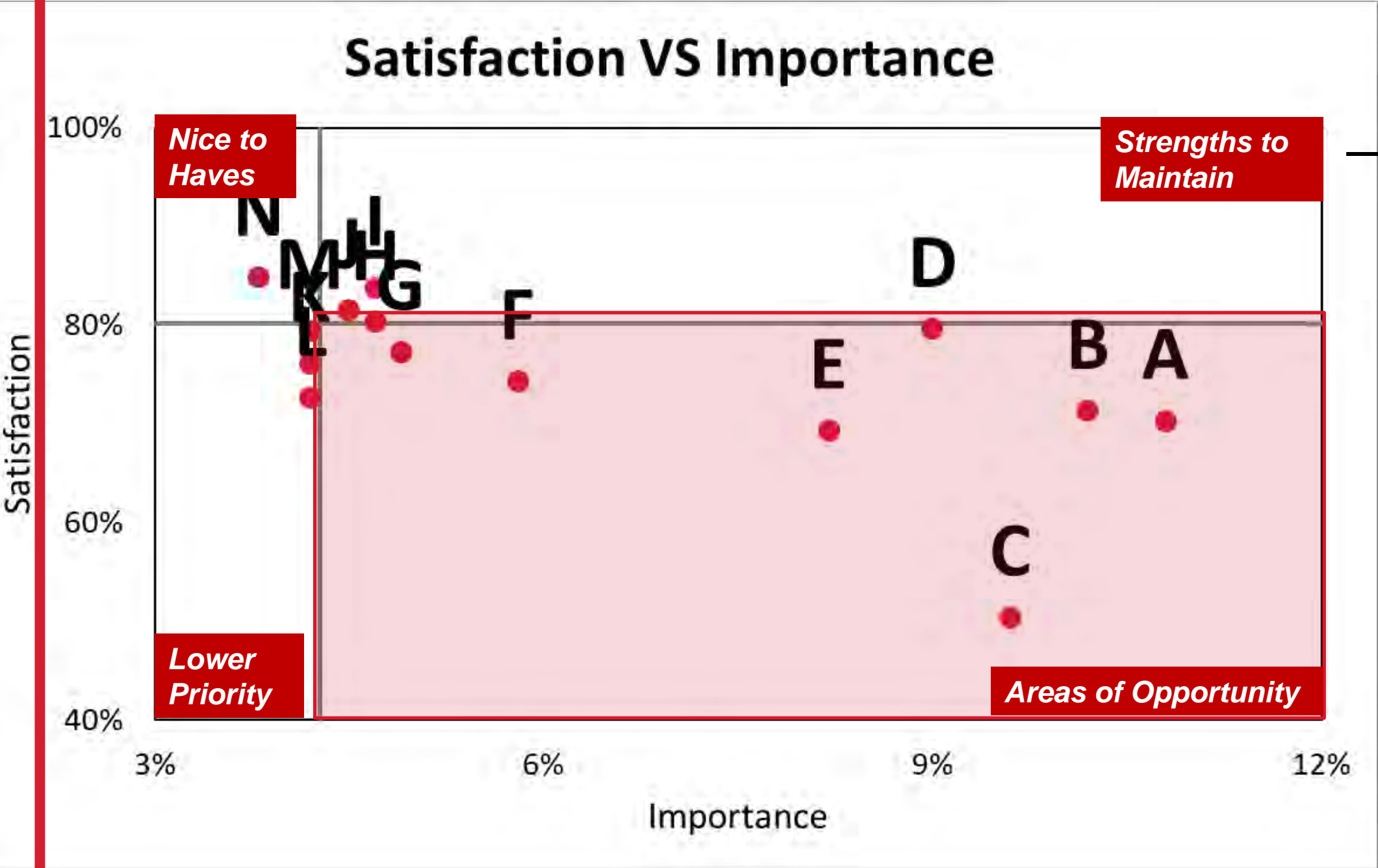


Key Driver Analysis

TransPro Insight

Bus Cleanliness is still one of the most important factor to Customers and has the lowest satisfaction level. Continued improvements here will drive the needle significantly.



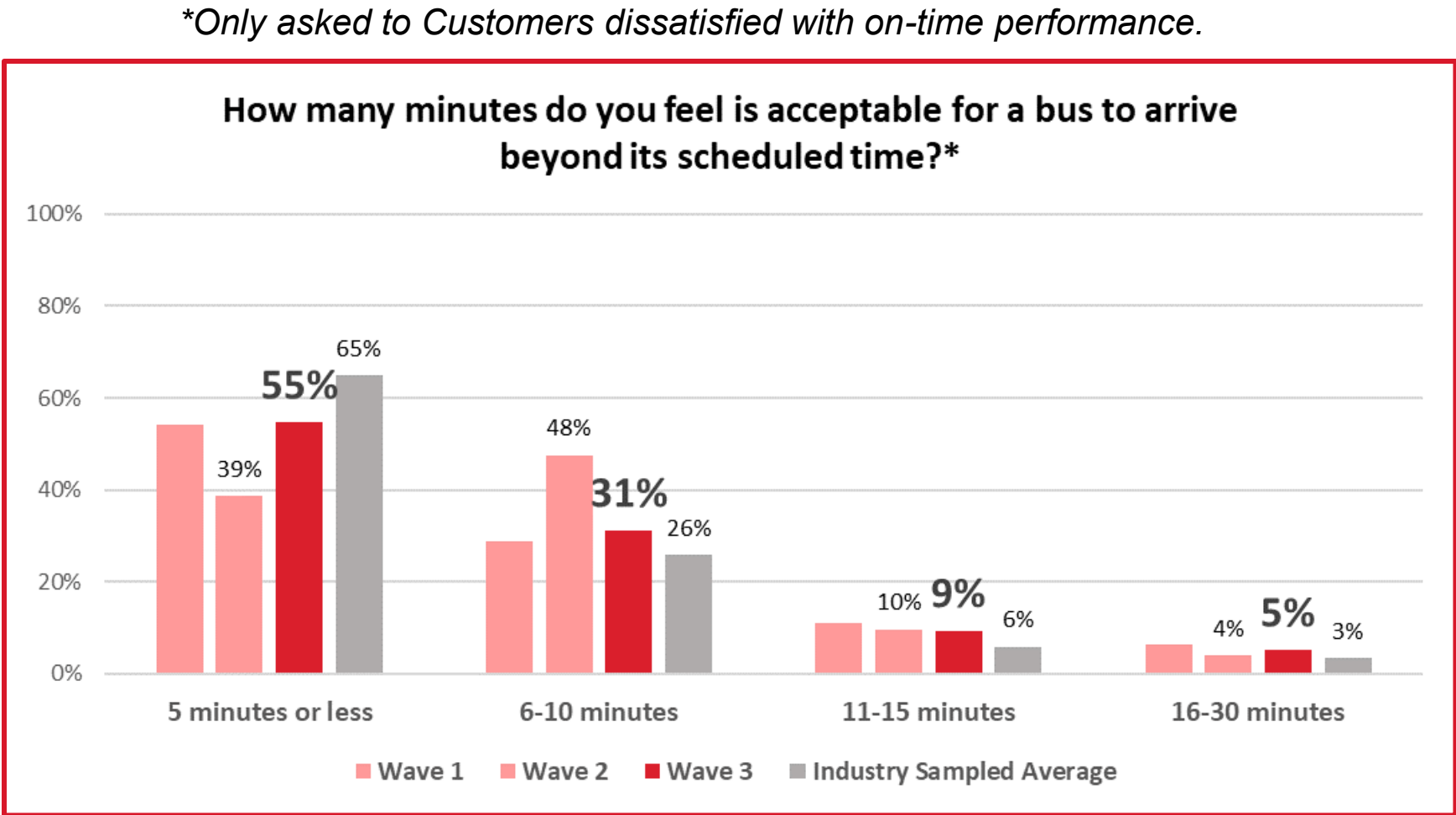
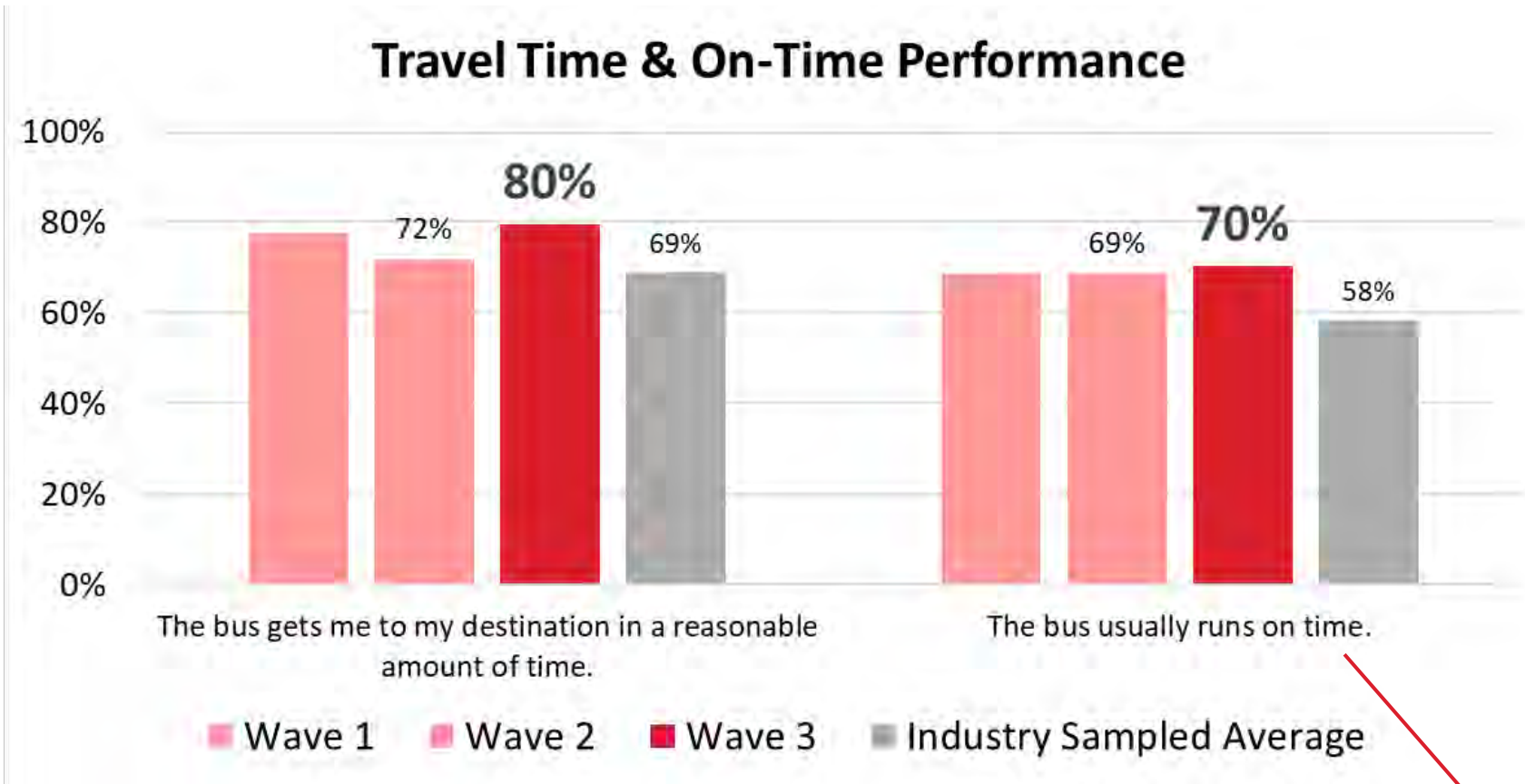


- Legend
- A – Safety on the bus
 - B – On-Time Performance
 - C – Bus Cleanliness
 - D – Fare Price
 - E – Travel Time
 - F – Safety waiting for the bus
 - G – Frequency (how often buses come)
 - I – Route Coverage
 - J – Operators being helpful and courteous
 - K – Buses being operated safely
 - L – It is easy to find out if the buses are running on schedule
 - M – Accuracy and availability of route schedules and maps
 - N – Customer service representatives being helpful and courteous
 - O – Responsiveness to concerns and complaints

Travel Time and On-Time Performance

- 80% of BRT Customers agree that the travel time is satisfactory, which is eight points higher than Wave 2 (72%).
- 70% of BRT Customers agree that the bus usually runs on time, which is the same as Wave 2 (69%).
- Of the Customers dissatisfied with on-time performance, 45% feel it is acceptable for the bus to arrive less than 5 minutes beyond its scheduled time.

TransPro Insight
On-Time Performance is the second most important area to Customers and should remain a priority to drive customer satisfaction.




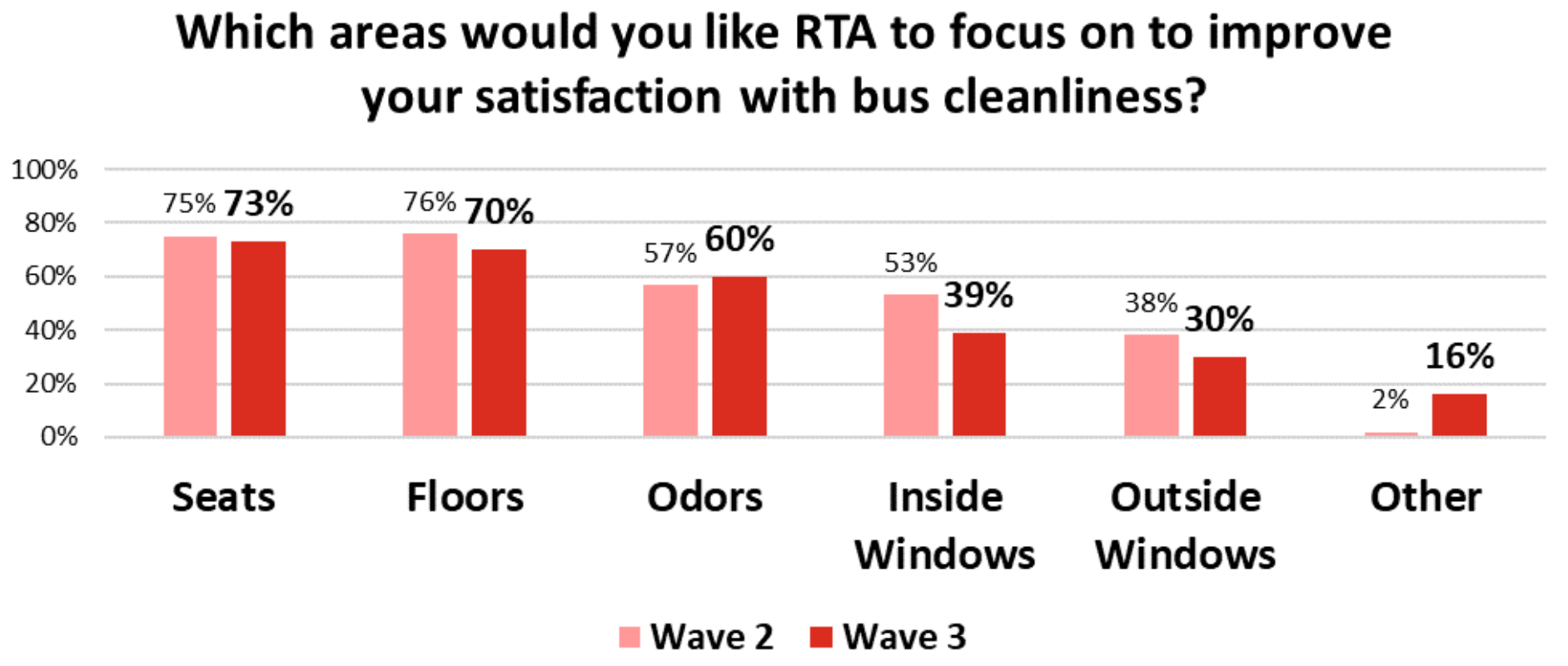
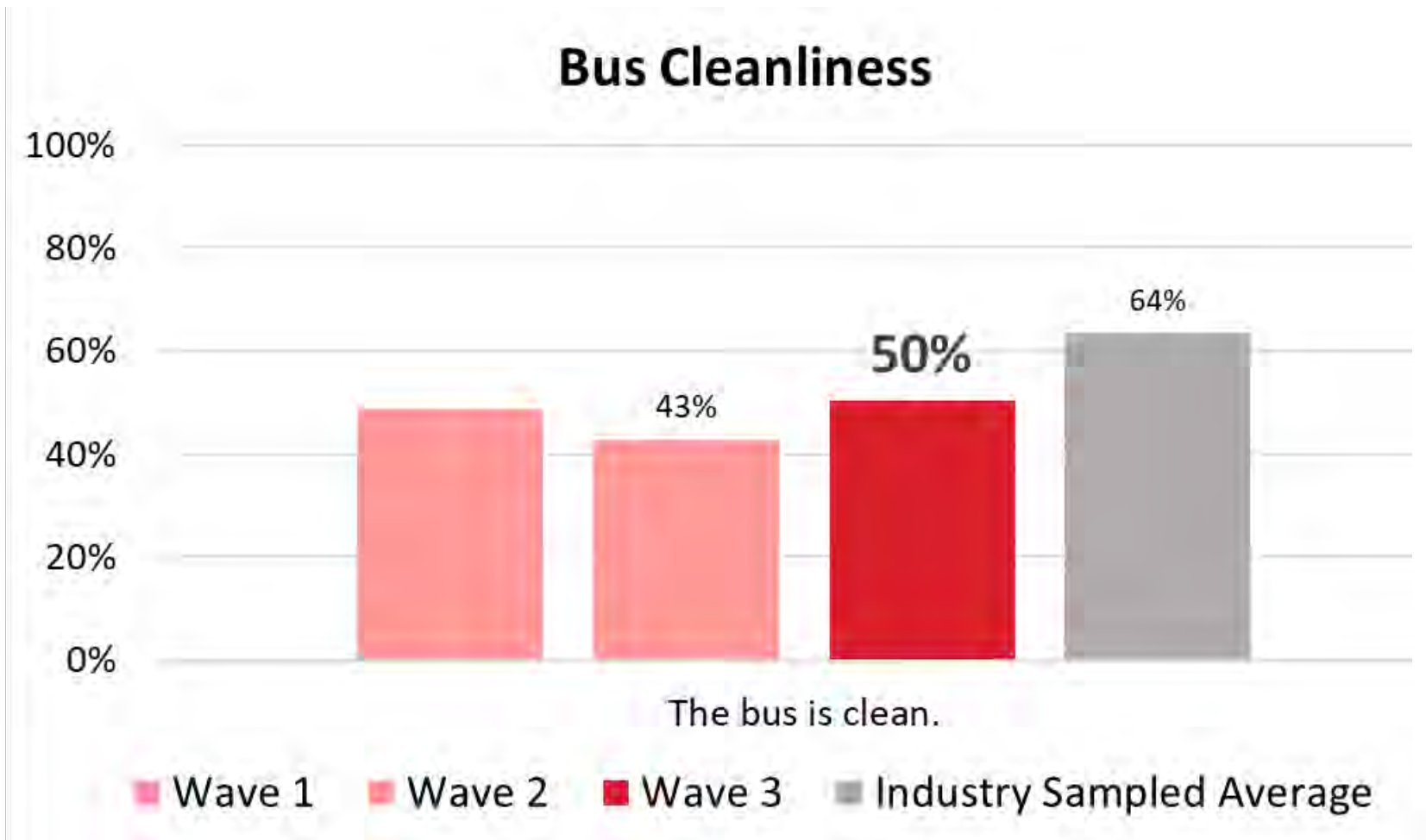
Bus Cleanliness

- 50% of BRT Customers agree that the bus is clean, which is seven points higher than Wave 1 (43%).
- BRT Customers would like RTA to focus on improving the cleanliness of the seats(73%) and floors (70%) to improve their satisfaction.

TransPro Insight

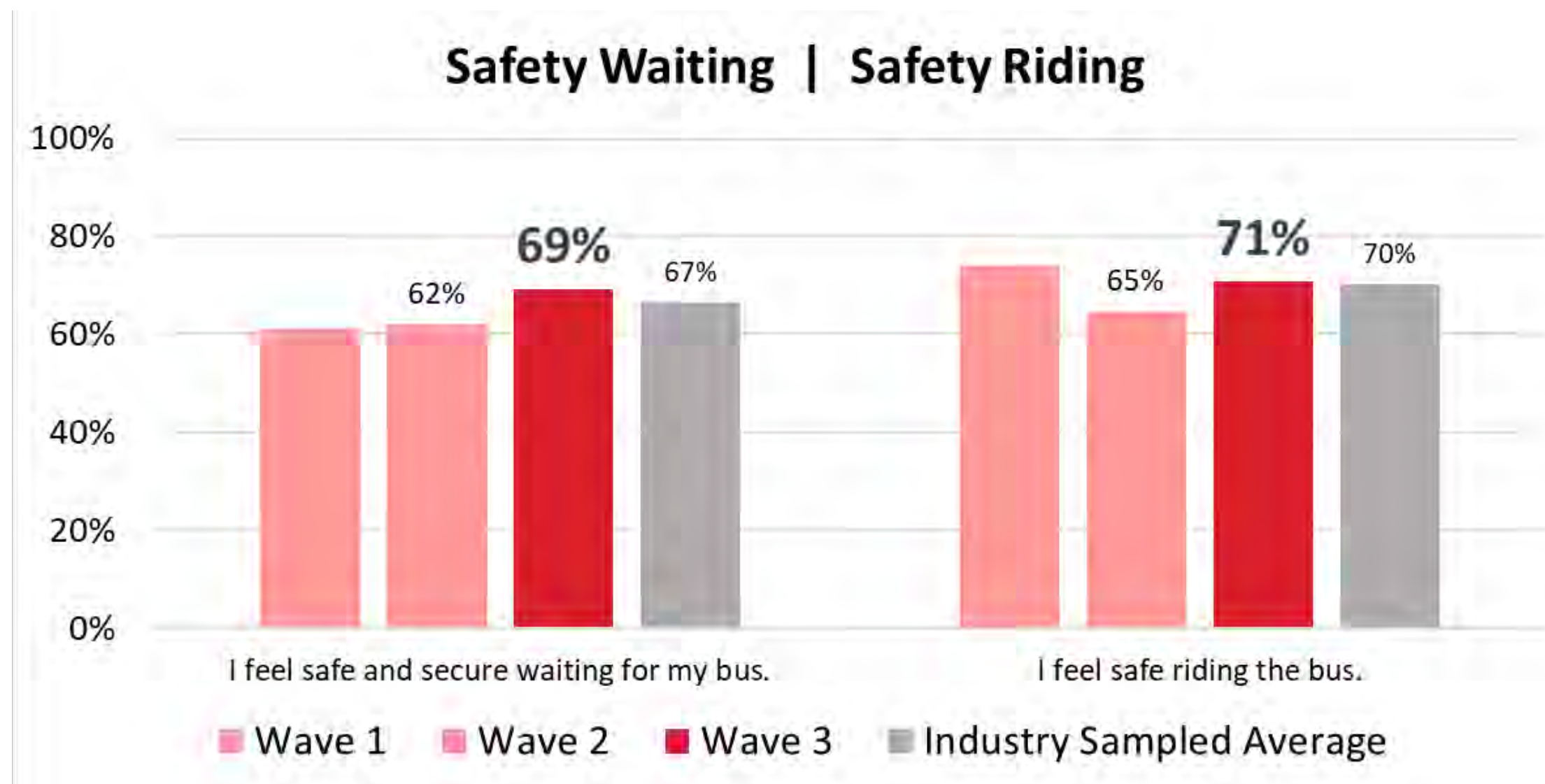
Bus Cleanliness continues to be the factor with the lowest level of satisfaction and remains important to customers. The recent improvements on bus cleanliness should be continued, as it is having an impact.





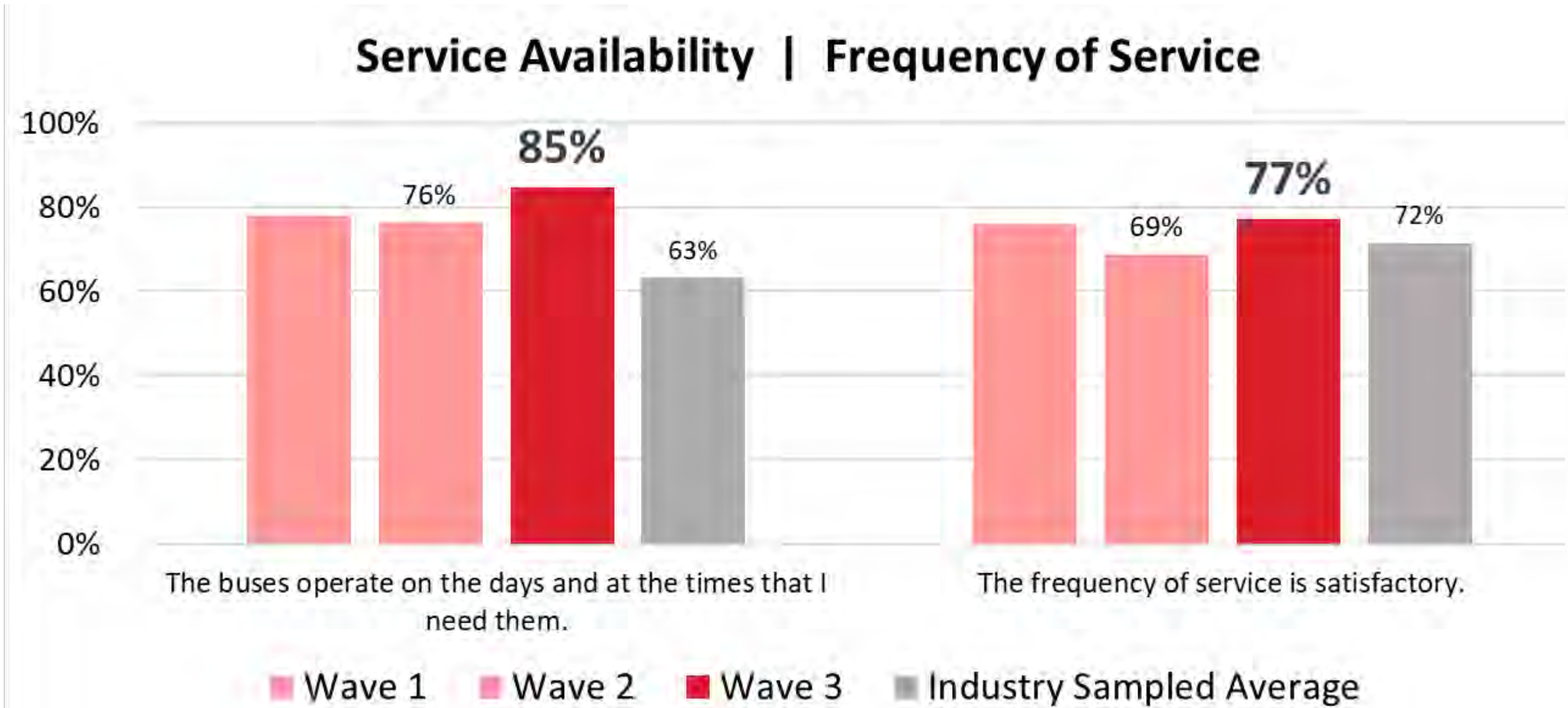
Safety Waiting and Riding

- 69% of BRT Customers feel safe and secure waiting for the bus, which is seven points higher than Wave 2 (62%).
- 71% of BRT Customers feel safe riding the bus, which is six points higher than Wave 2 (65%).



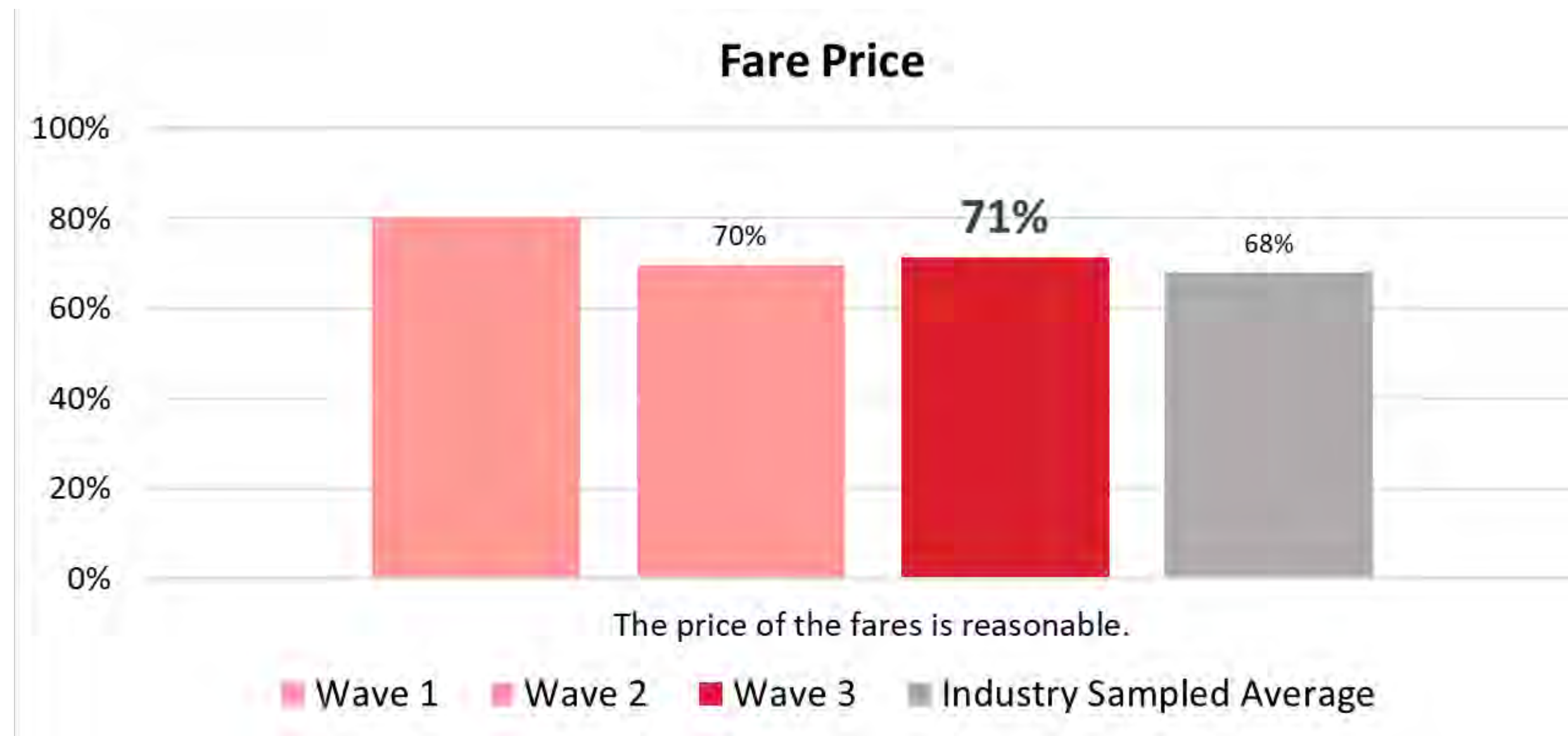
Service Availability and Frequency

- 85% of BRT are satisfied with Service Availability, which is nine points higher than Wave 2 (76%).
- 77% of BRT Customers are satisfied with the Frequency, which is eight points higher than Wave 2 (69%).



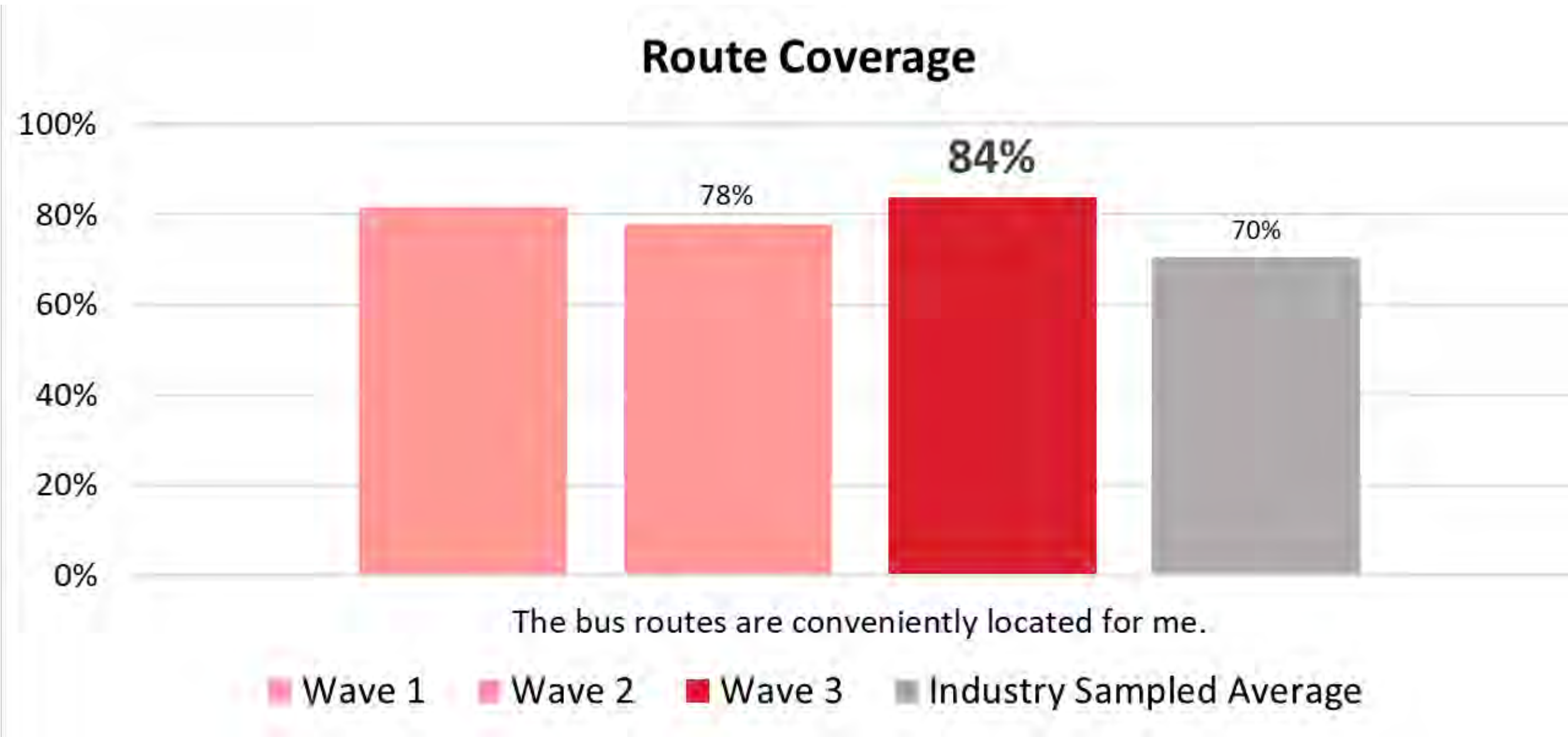
Fare Price

- 71% of BRT Customers are satisfied with the price of fares, which is similar to Wave 2 (70%).



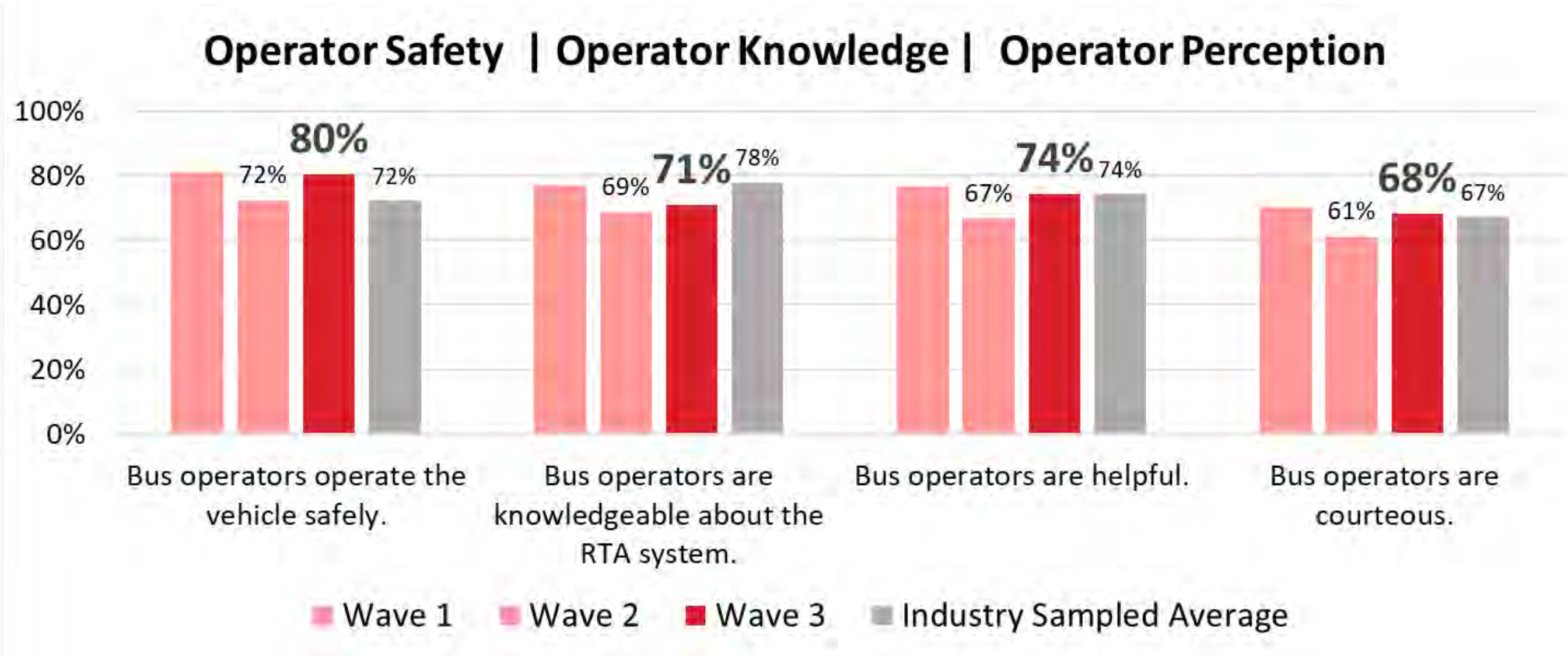
Route Coverage

84% of BRT Customers are satisfied with Route Coverage, which is six points higher than Wave 2 (78%).



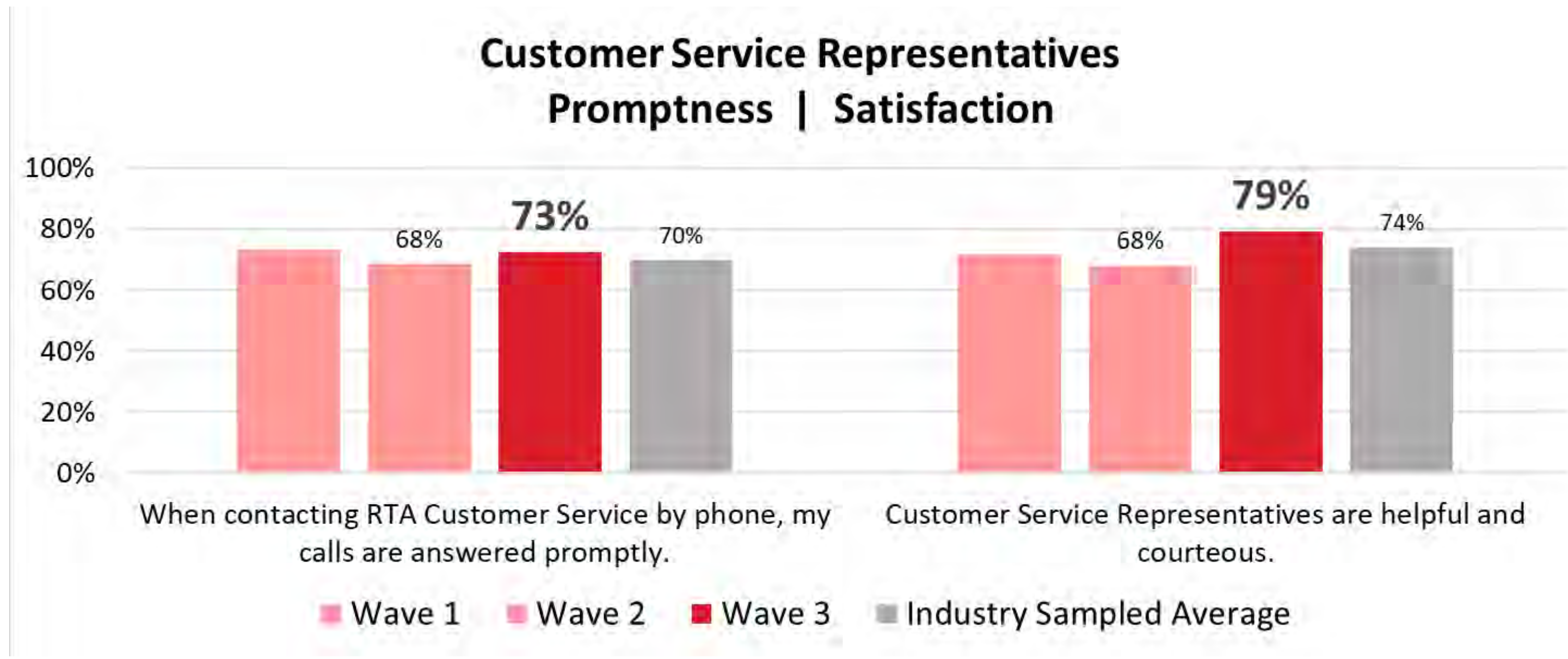
Perception of Operators

- 80% of BRT Customers agree that the vehicles are operated safely, which is eight points higher than Wave 2 (72%).
- 71% of BRT Customers agree that operators are knowledgeable about the RTA system, which is about the same as Wave 2.
- 74% of BRT Customers agree that operators are helpful, which seven points higher than Wave 2 (67%).
- 68% of BRT Customers agree that operators are courteous, which is seven points higher than Wave 2 (61%).



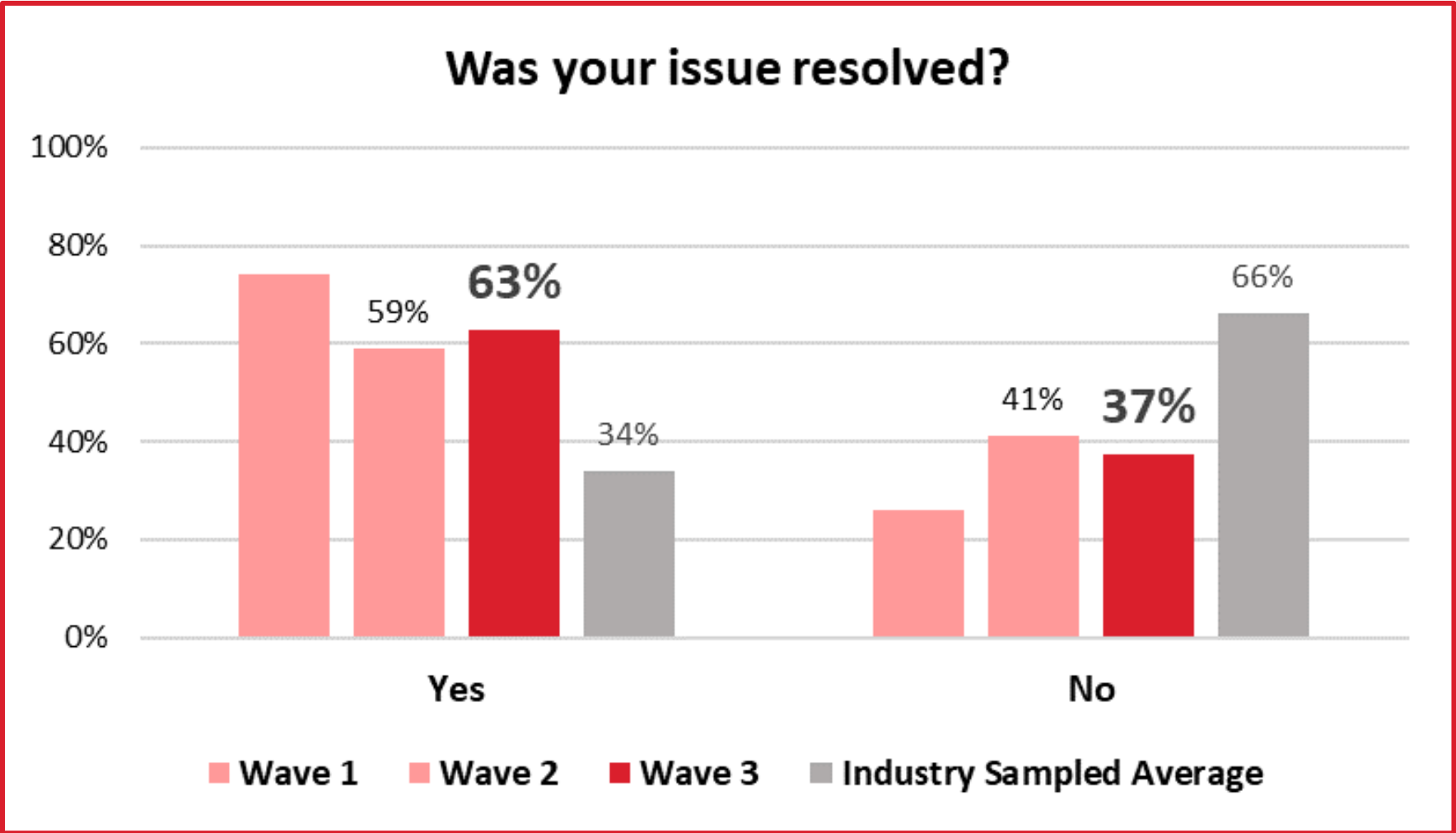
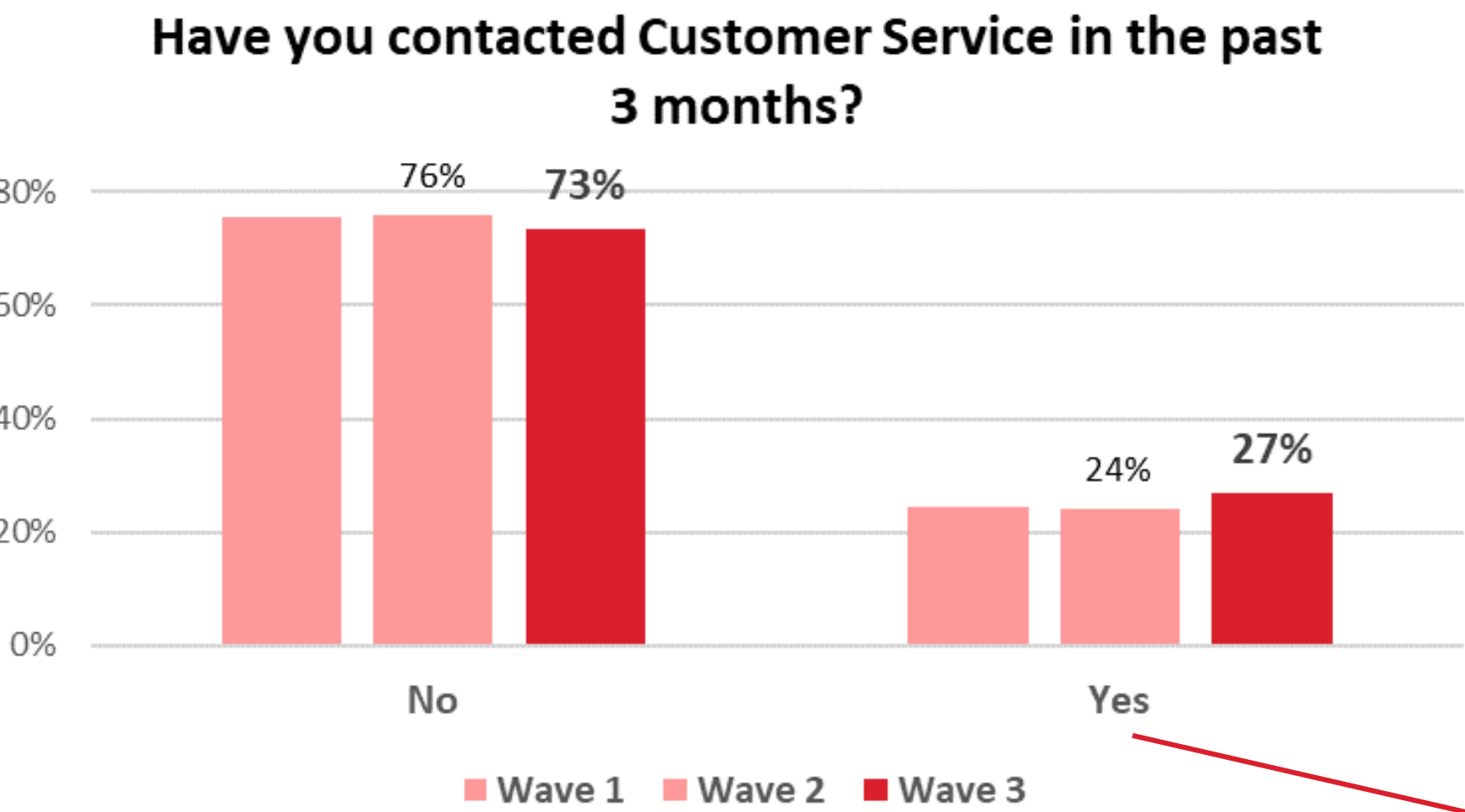
Customer Service Representatives

- 73% of BRT Customers agree their calls are answered promptly, which is five points higher than Wave 2 (68%).
- 79% of BRT Customers believe customer service representatives are helpful and courteous, which is 11 points higher than Wave 1 (68%).



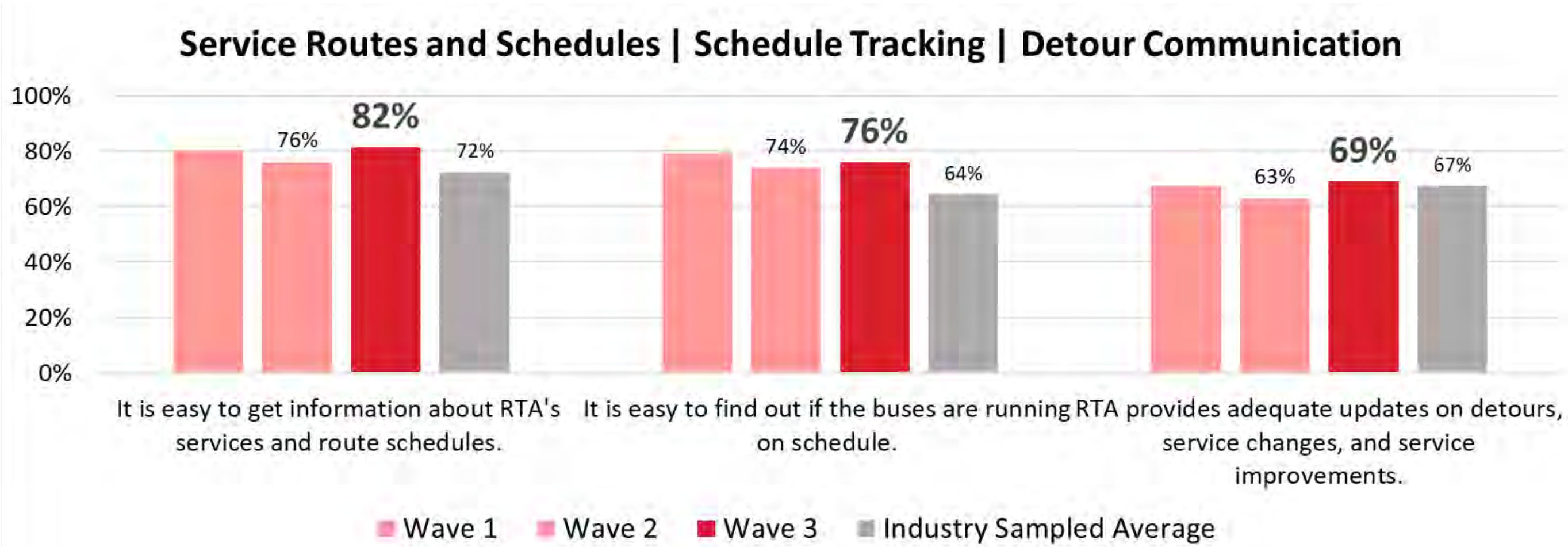
Issue Resolution

- 27% of BRT Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is about the same as Wave 2 (24%).
- Of the 27% (107 respondents) who contacted RTA, 63% agreed that their issue was resolved, which is four points higher than Wave 2 (59%).



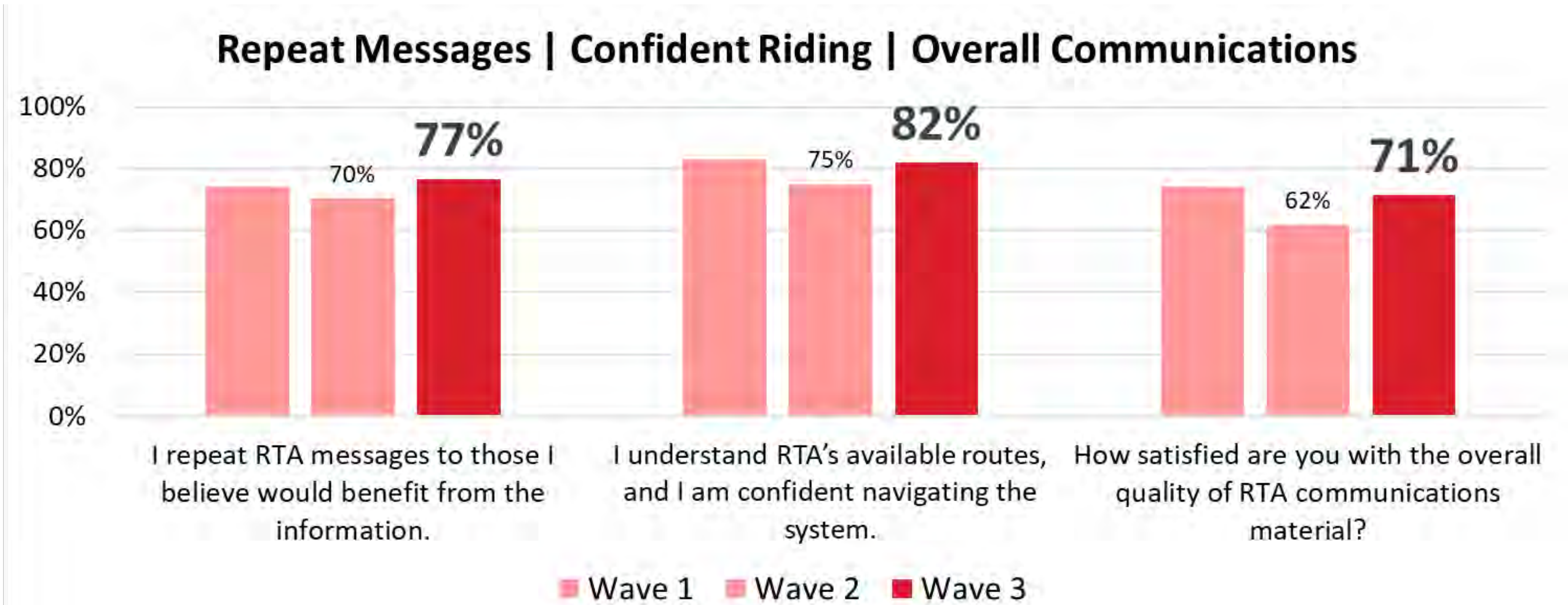
Communications Materials

- 82% of BRT Customers believe it is easy to get information about RTA’s services and route schedules, which is six points higher than Wave 2 (76%).
- 76% of BRT Customers believe it is easy to find out if the buses are running on schedule, which is about the same as Wave 2 (79%).
- 69% of BRT Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is six points higher than Wave 2 (63%).



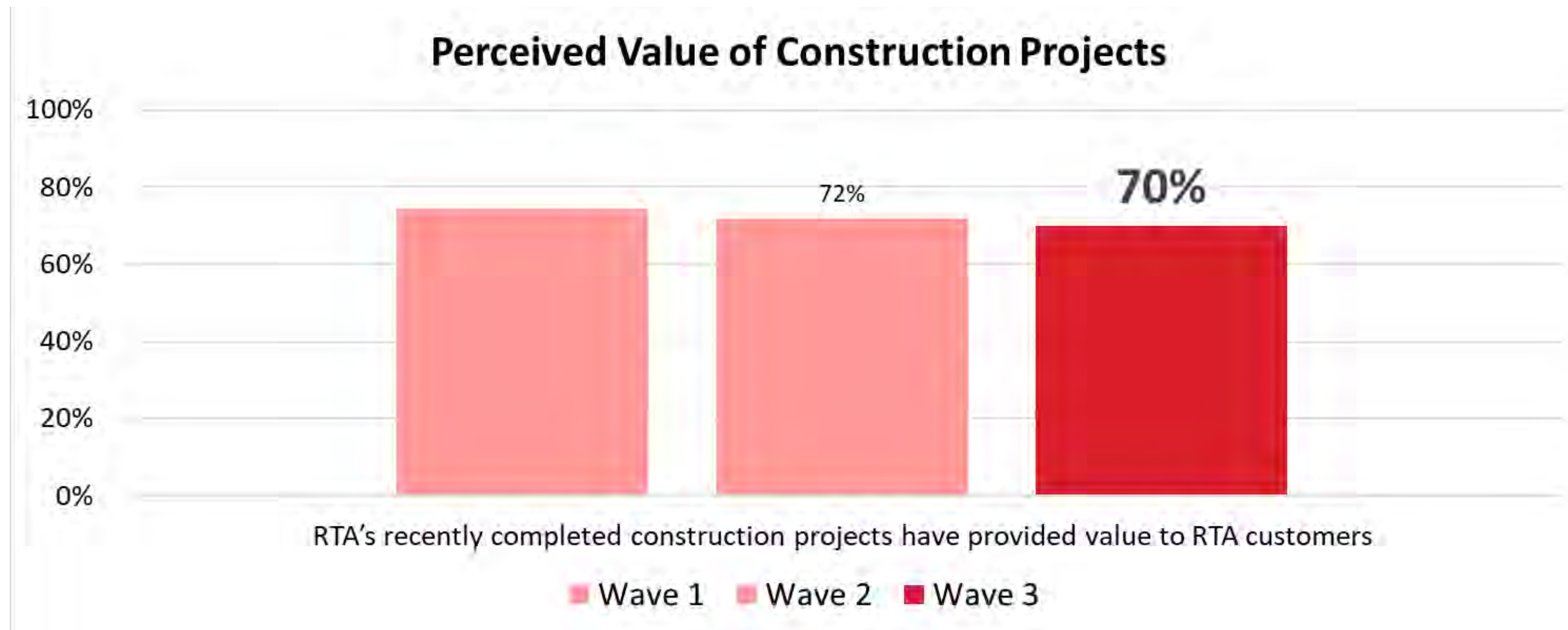
Communications Materials

- 77% of BRT Customers repeat RTA messages to those they believe would benefit from the information, which is seven points higher than Wave 2 (70%).
- 82% of BRT Customers understand RTA’s available routes and are confident navigating the system, which is seven points higher than Wave 2 (75%).
- 71% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is 11 points higher than Wave 2 (62%).



Capital Projects

- 70% of BRT Customers believe RTA's recently completed construction projects have provided value, which is similar to Wave 2 (72%).



Rail

Rail Results Overview

9 out of 10 of Customers are satisfied with the rail service.

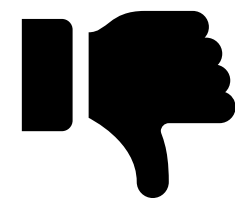
93% of Rail Customers believe the RTA system provides value to the community.

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



- ▶ Trains being Operated Safely (91%)
- ▶ Travel Time (88%)
- ▶ Hours of Operation (86%)
- ▶ Routes going where needed (86%)

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



- ▶ Train Cleanliness (50%)
- ▶ Feel safe waiting for the train (68%)
- ▶ Detour and change information (6%)

Top Most Important Elements of Service to Customers...

1. Safety on the Train
2. Travel Time / OTP
3. Train Cleanliness

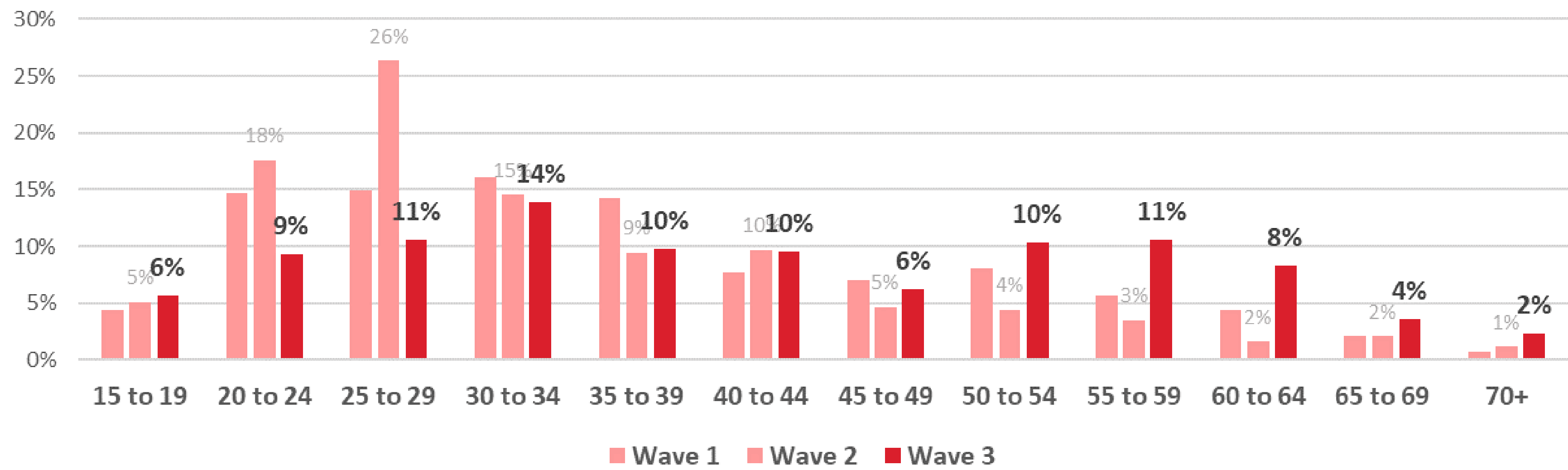
Customer Characteristics

Rail

Customer Characteristics

The age distribution is much more spread out with the Wave 3 survey, representing a more distributed sample.

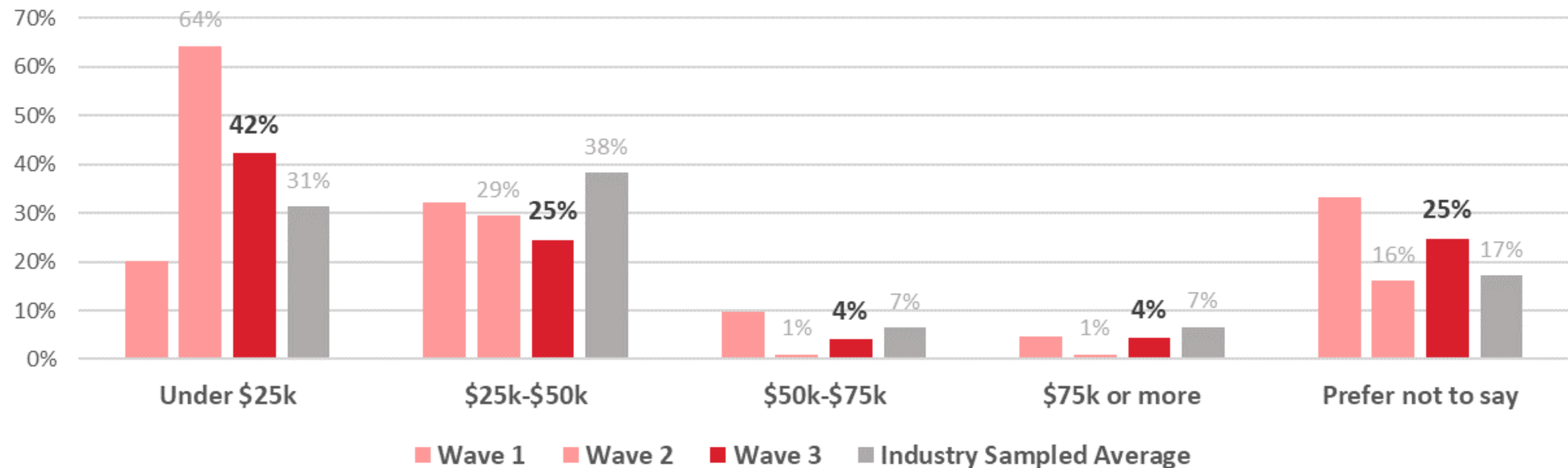
What is your age?



Customer Characteristics

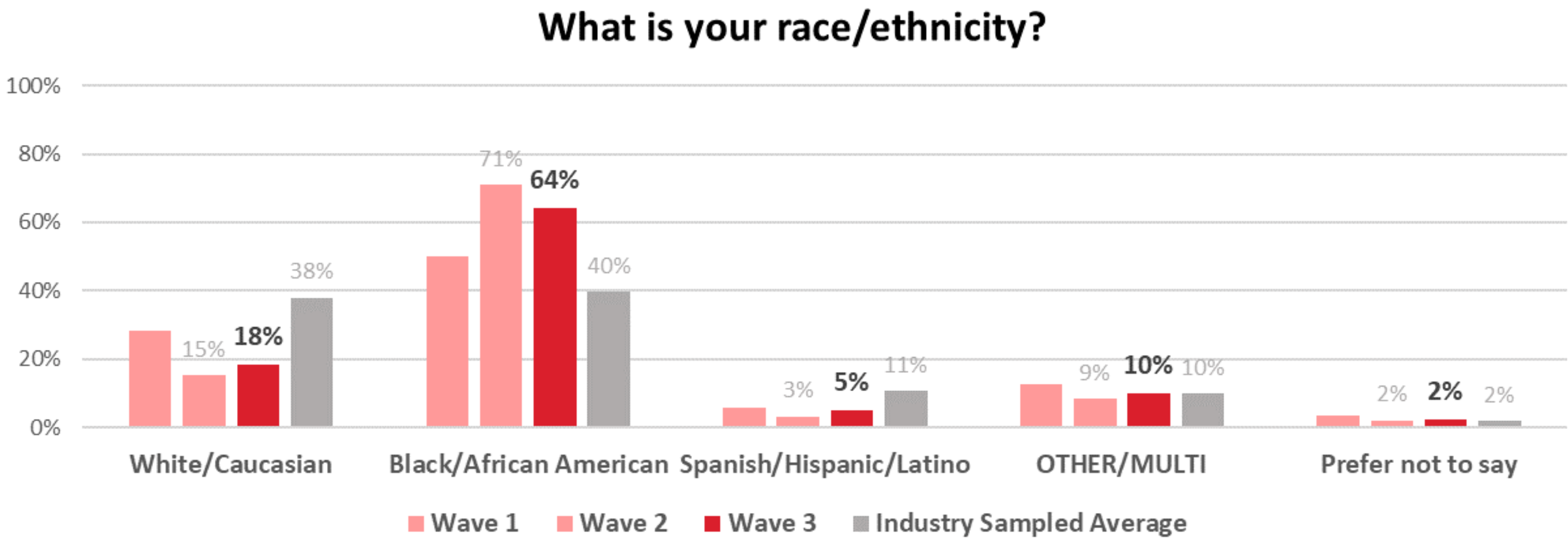
- Rail Customers most frequently earn less than \$25,000 annually (42%).
- 25% of Rail Customers preferred not to provide their annual income.

Which category best describes your total annual household income?



Customer Characteristics

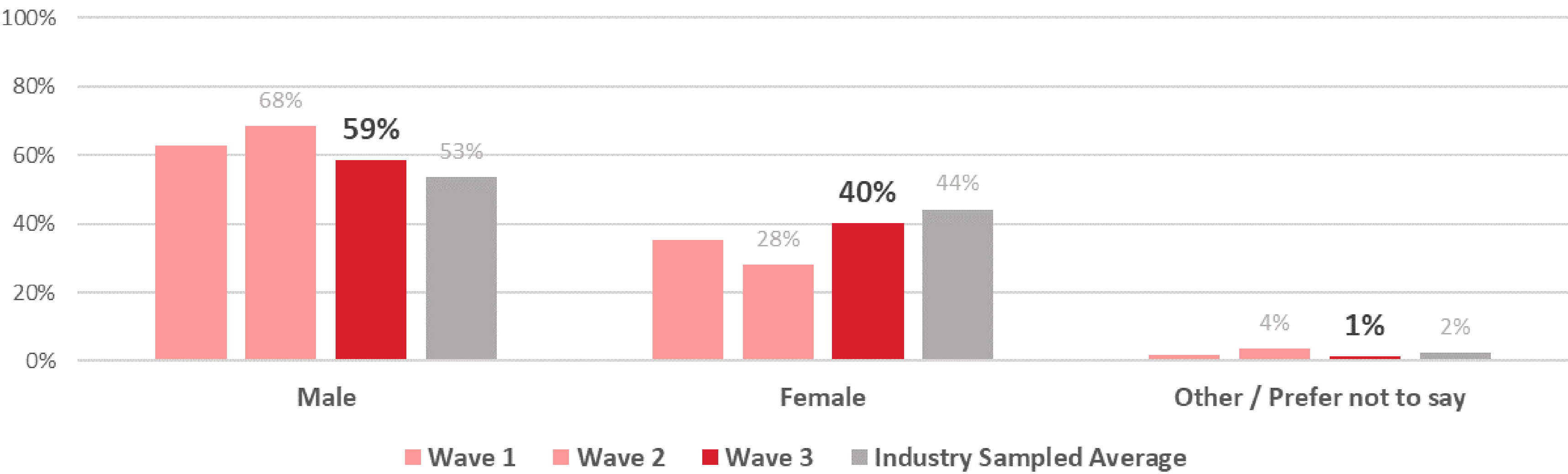
Rail Customers are most frequently Black / African American (64%), about the same as Wave 2 (71%).



Customer Characteristics

Fixed-Route Customers are most frequently male (59%), which is the same as the Industry Average (53%).

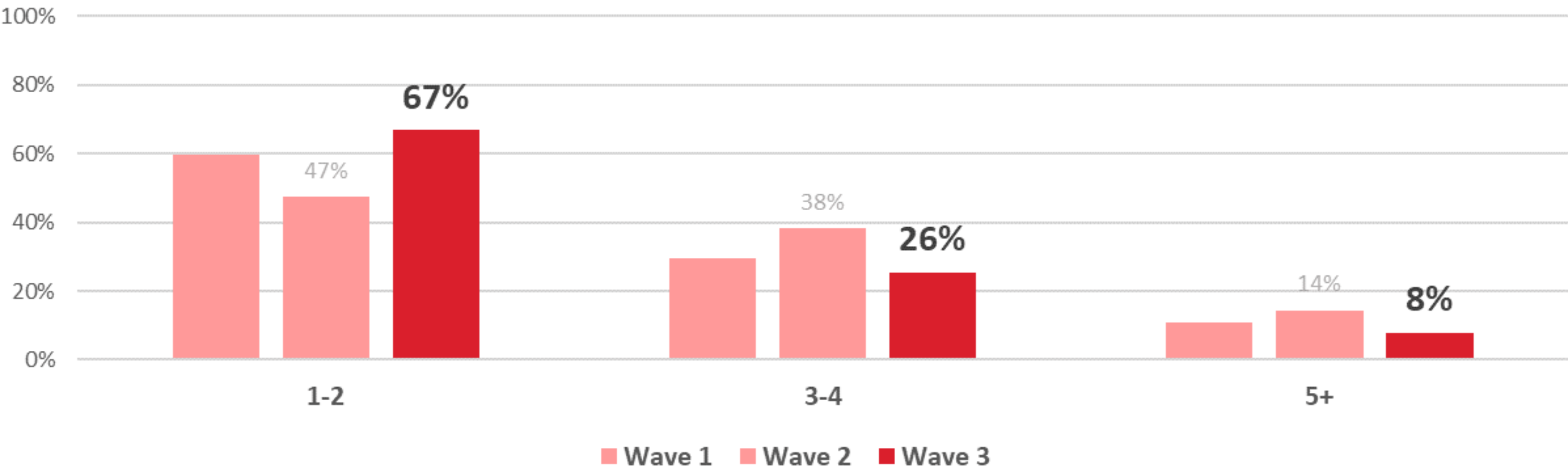
What is your gender?



Household Size

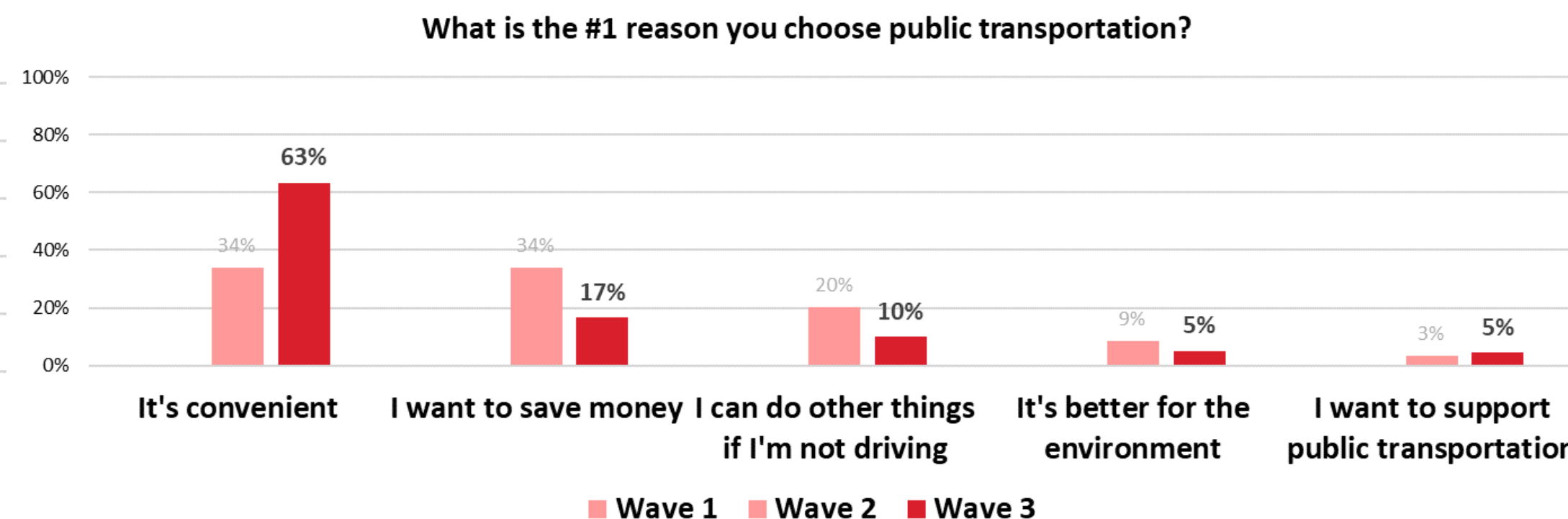
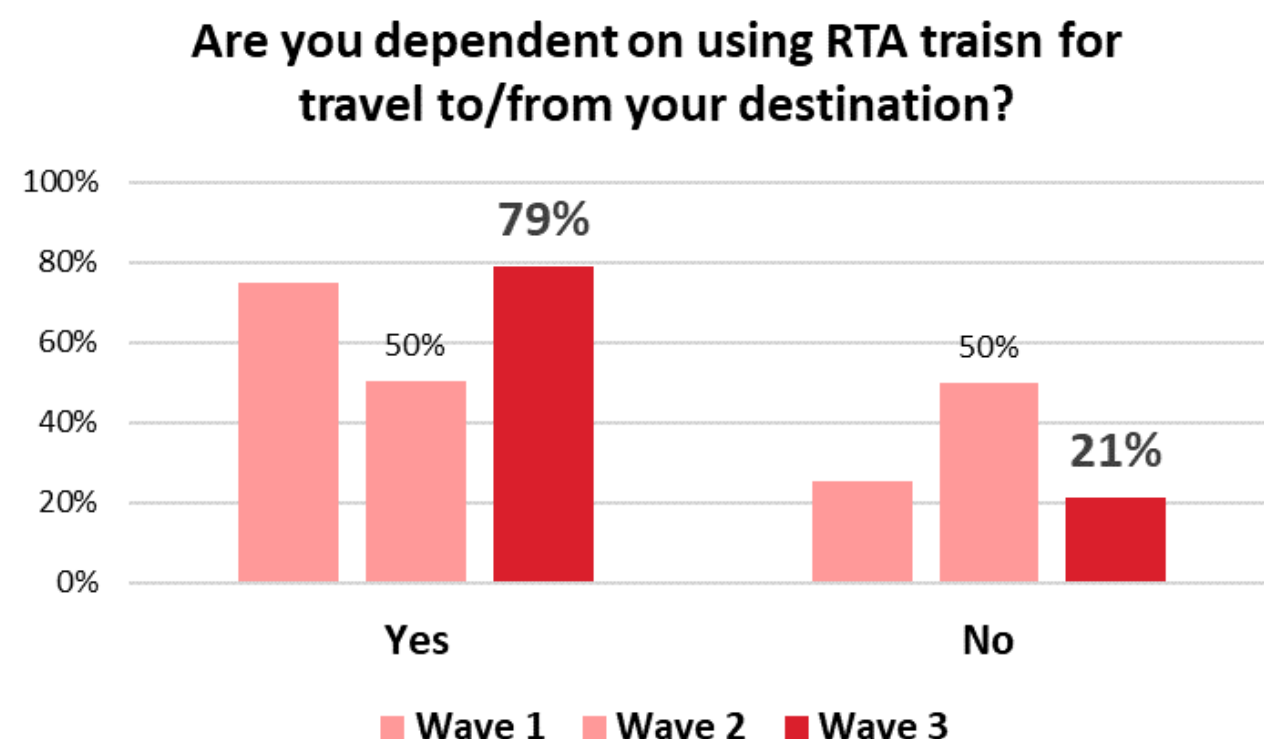
Rail Customers most frequently have household sizes of 1-2 people (67%), oddly we are not seeing a rise in 5+ households among Rail Customers.

Including yourself, how many people live in your household?



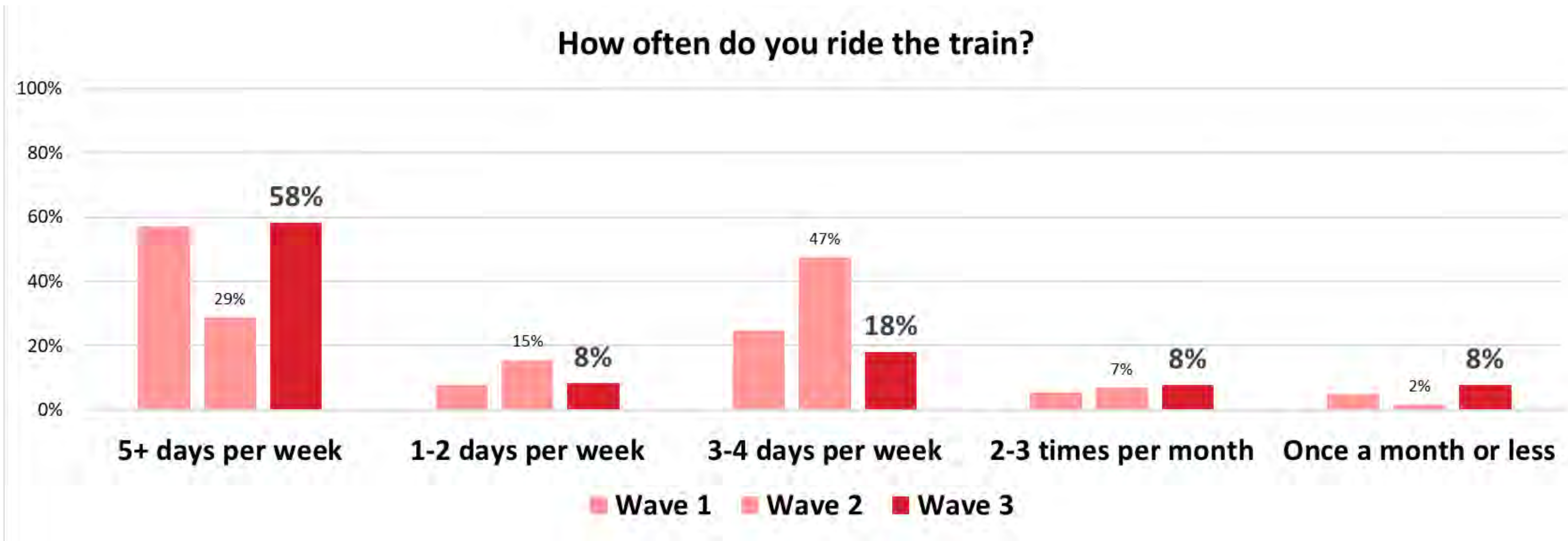
Transit Dependence and Choice Riders

- 79% of Rail Customers are dependent on using RTA trains for travel, which is 29 points higher than Wave 2 (50%).
- Of the ALL rail Customers, they most often choose to use public transportation due to convenience (63%).



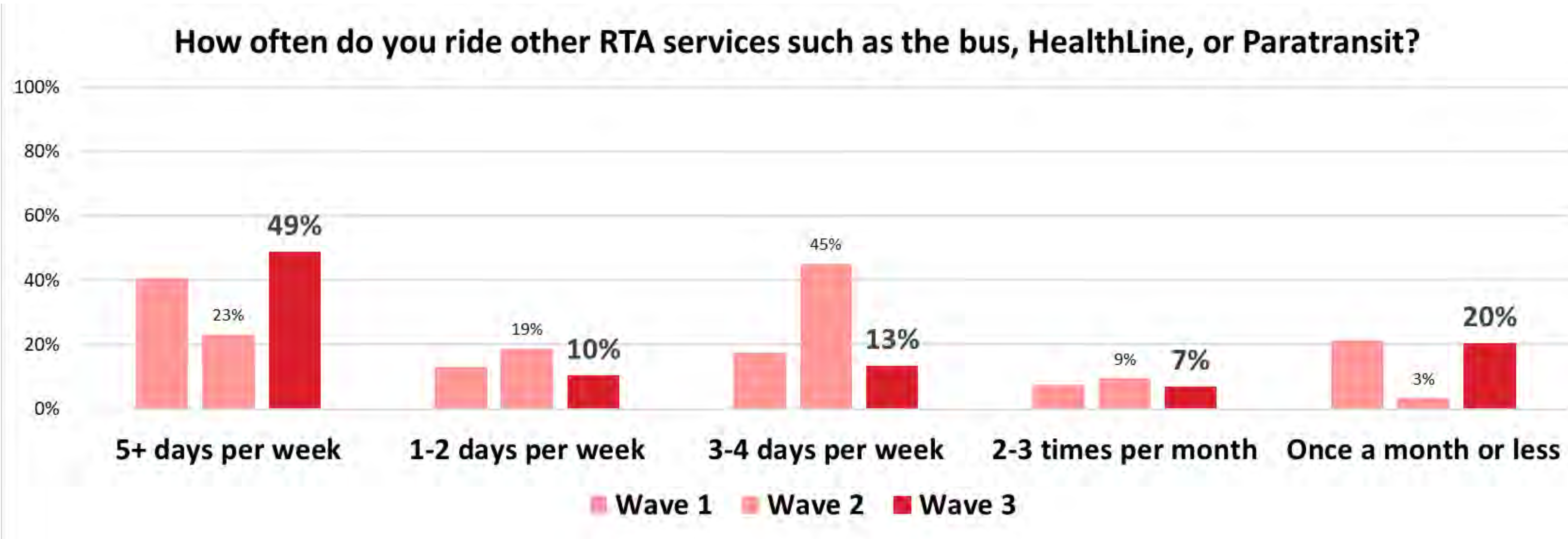
Trip Frequency

Rail Customers most often ride the train 5+ days per week (58%), which is 29 points higher than Wave 2 (29%).



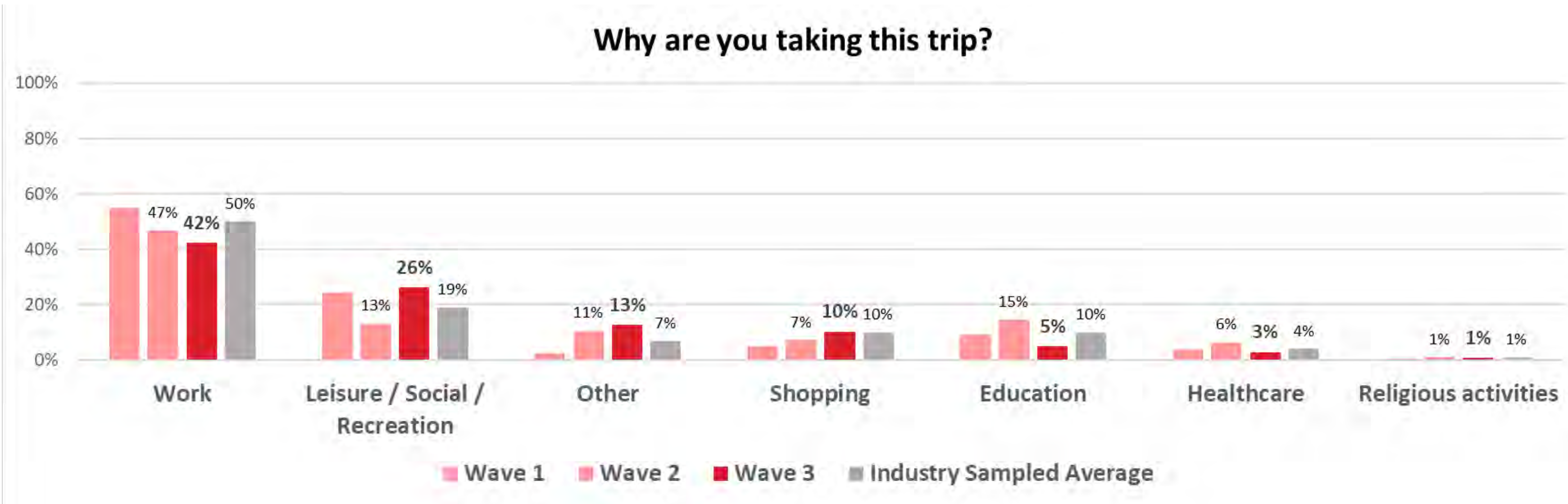
Other Mode Usage

- 49% of Rail Customers most often ride other RTA services 5+ days per week, which is 26 points higher than Wave 2 (23%).



Trip Purpose

Rail Customers most frequently ride the train to get to work (42%), which is five points lower than Wave 2 (47%).



Customer Impressions

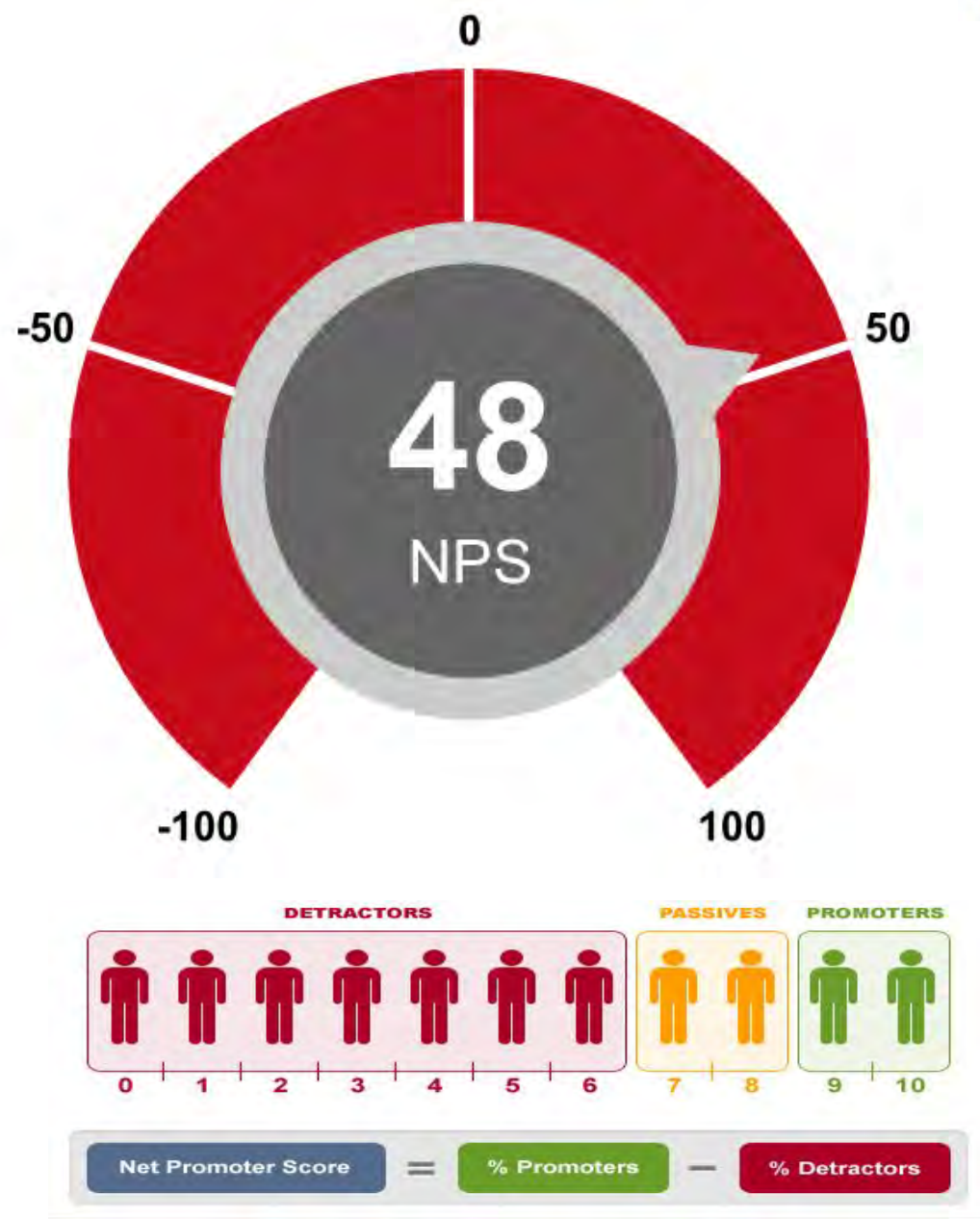
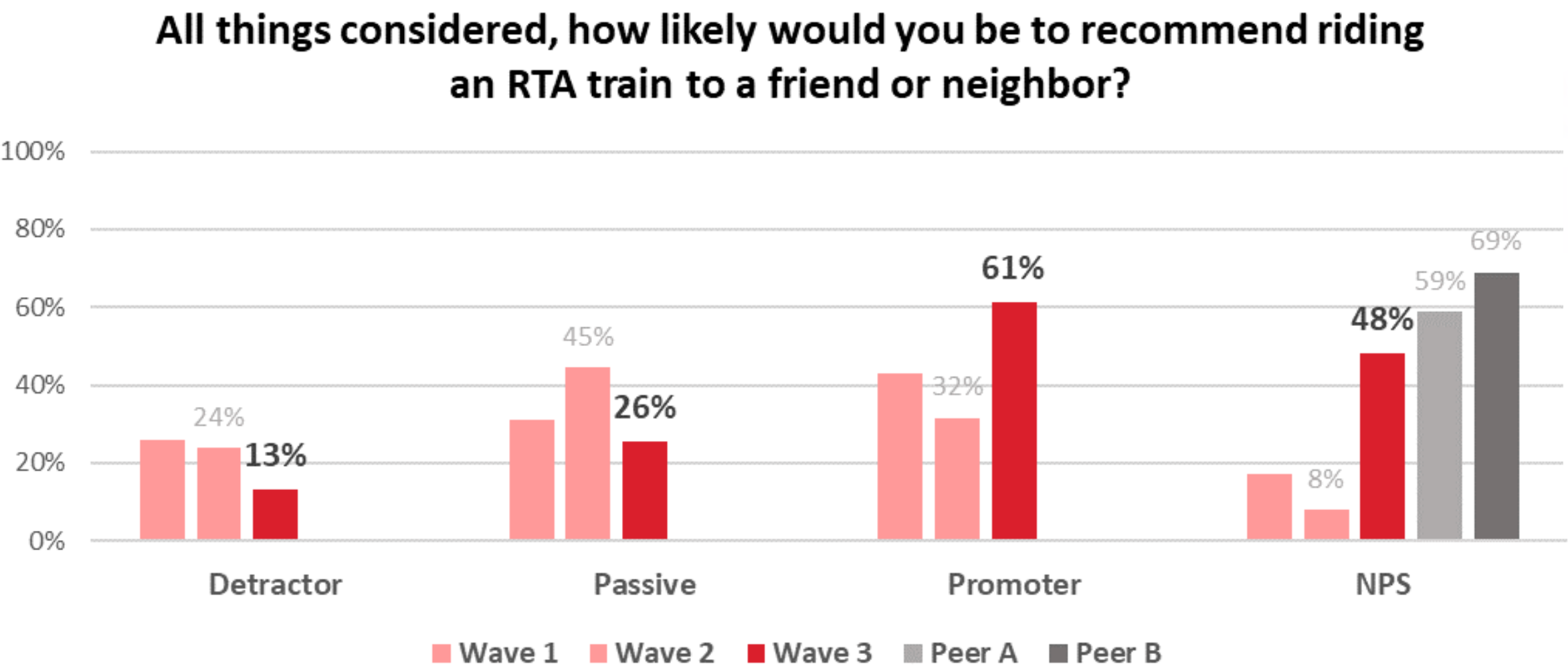
Rail

Net Promoter Score

Rail

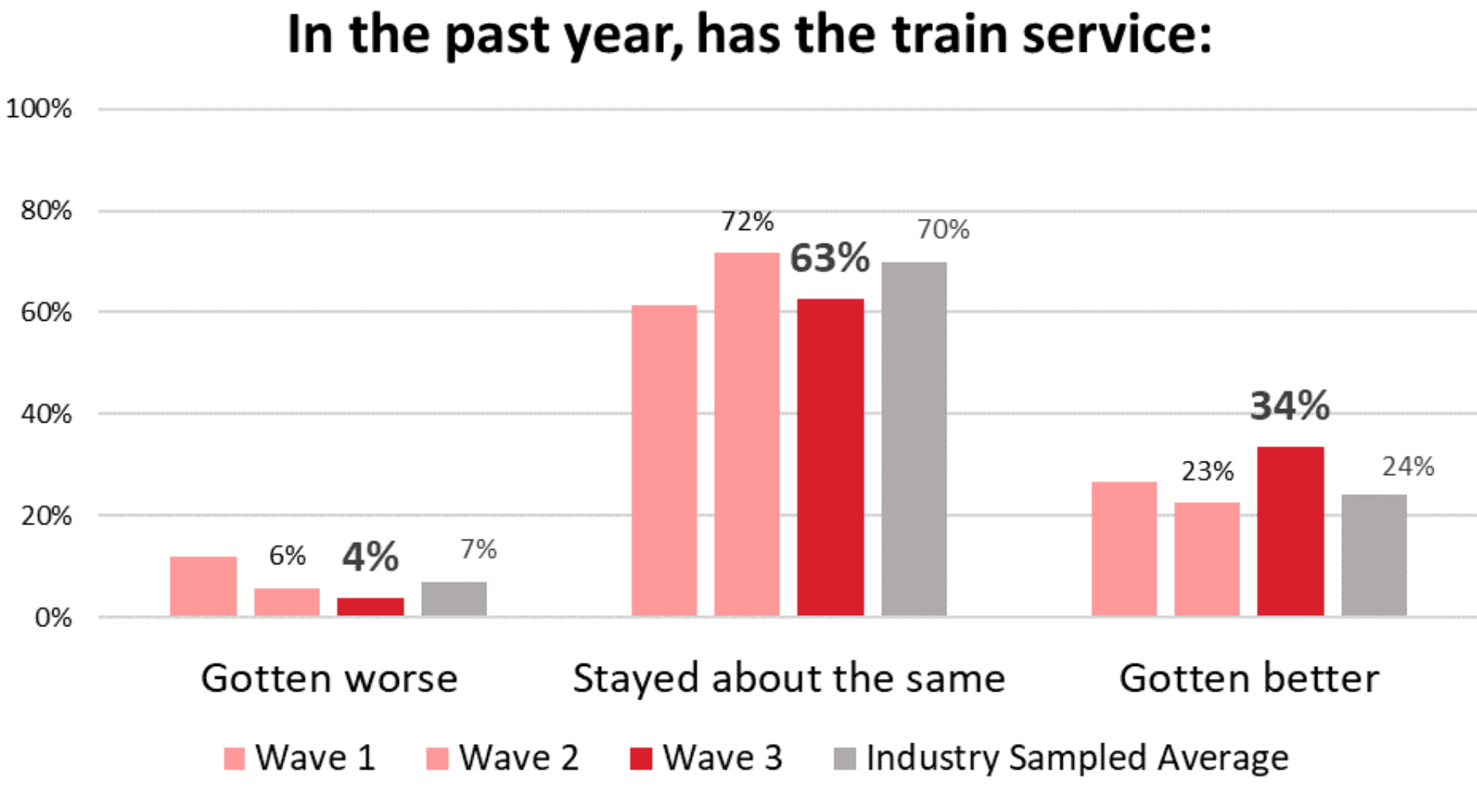
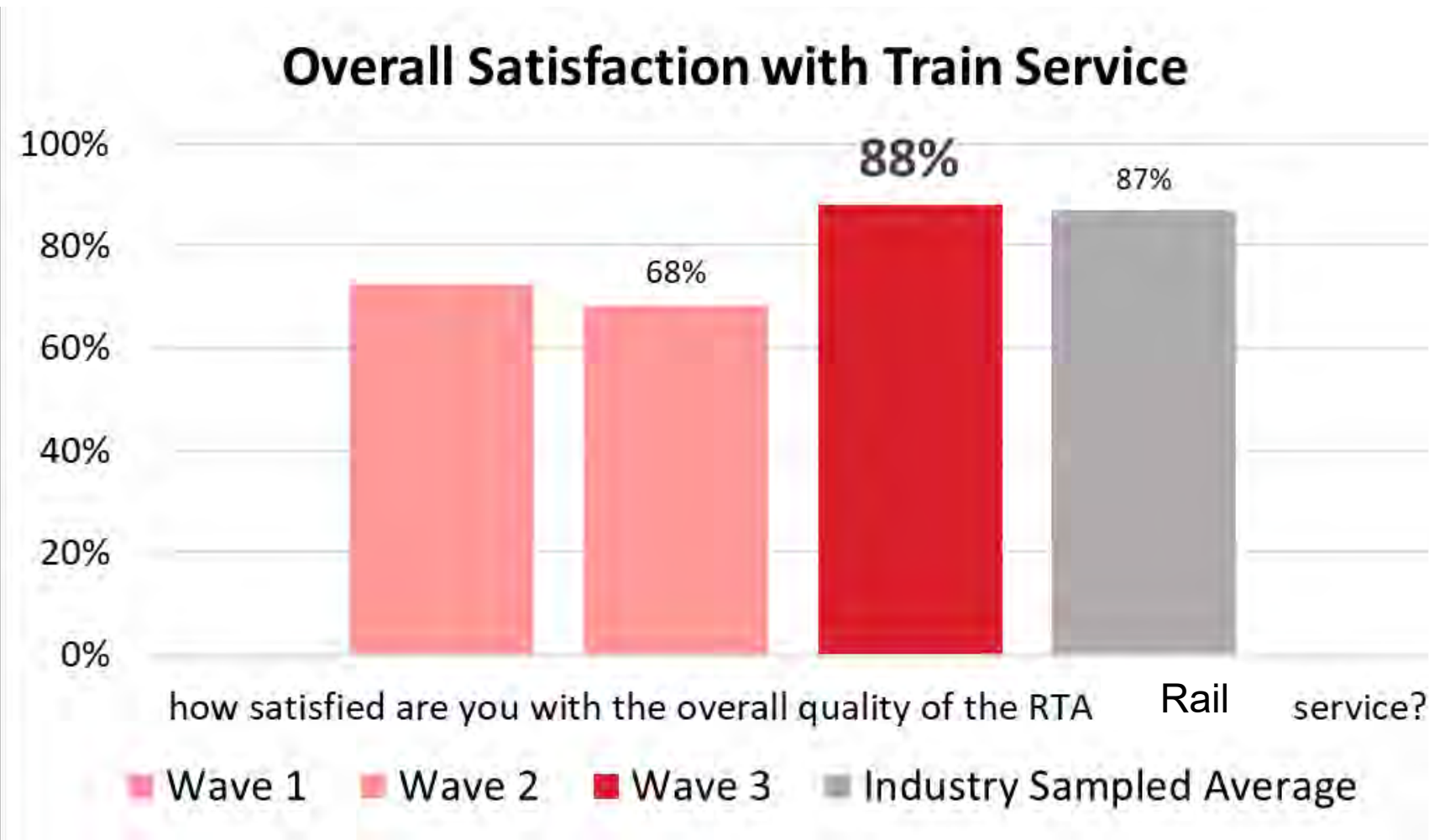
TransPro Insight -----
RTA's Rail NPS was significantly improved by focusing on the vehicle cleanliness and other customer satisfaction key importance factors identified in previous survey waves.

RTA's Rail NPS is 48%, a significant improvement on previous waves (17% & 8%)



Rail Satisfaction

- 88% of Rail Customers are satisfied with the overall train service, which is 20 points higher than Wave 2 (68%).
- 34% of Rail Customers believe the train service has improved in the past year, which is 11 points higher than Wave 2 (23%).

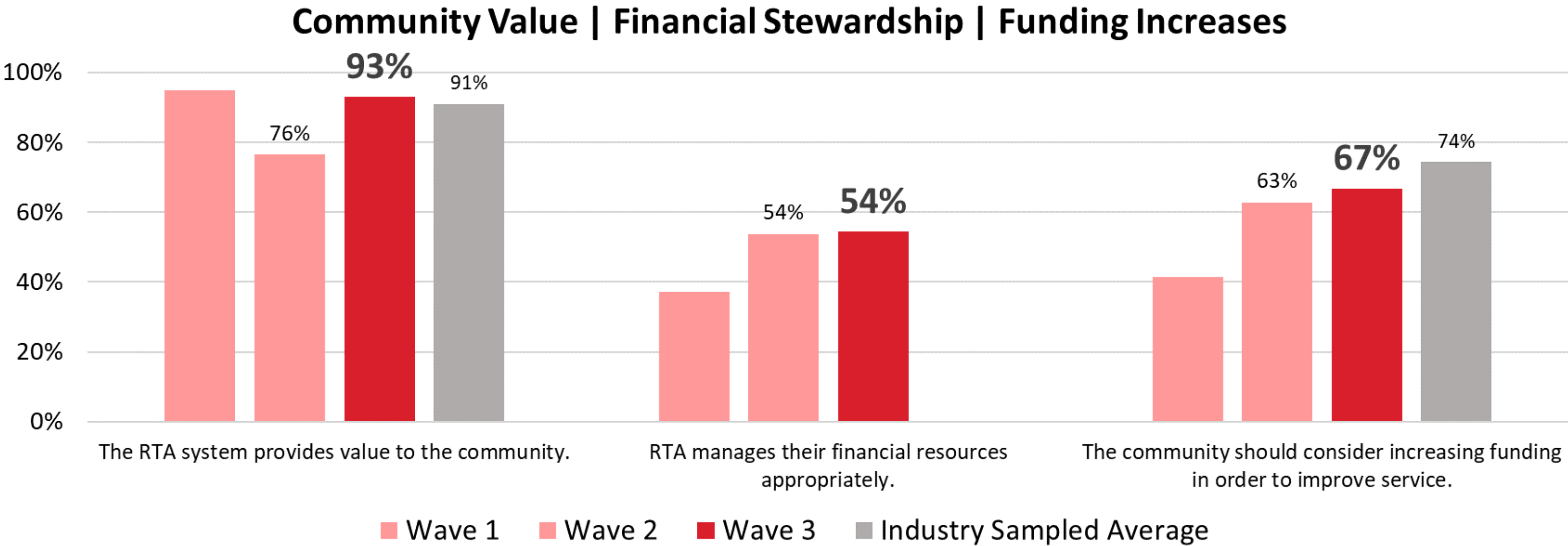


Customer Perception of GCRTA

93% of Rail Customers agree the RTA system provides value to the community, which is 17 points higher than Wave 2 (76%).

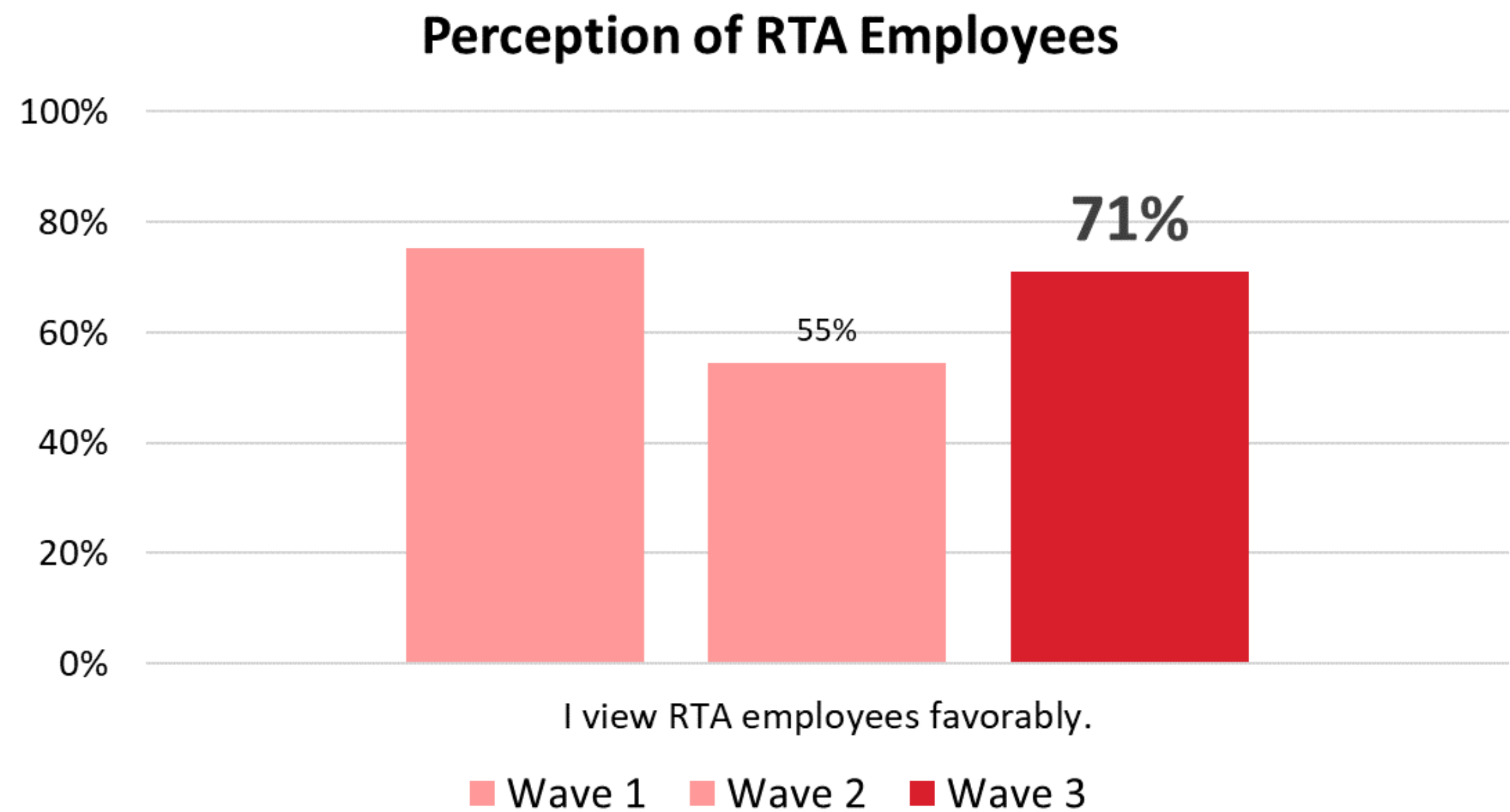
54% of Rail Customers agree RTA manages their financial resources appropriately, which is the same as Wave 2.

67% of Rail Customers agree the community should consider increasing funding in order to improve the service, which is comparable to Wave 2.



Customer Perception of GCRTA Employees

71% of Rail Customers view RTA employees favorably, which is 16 points higher than Wave 1 (55%).

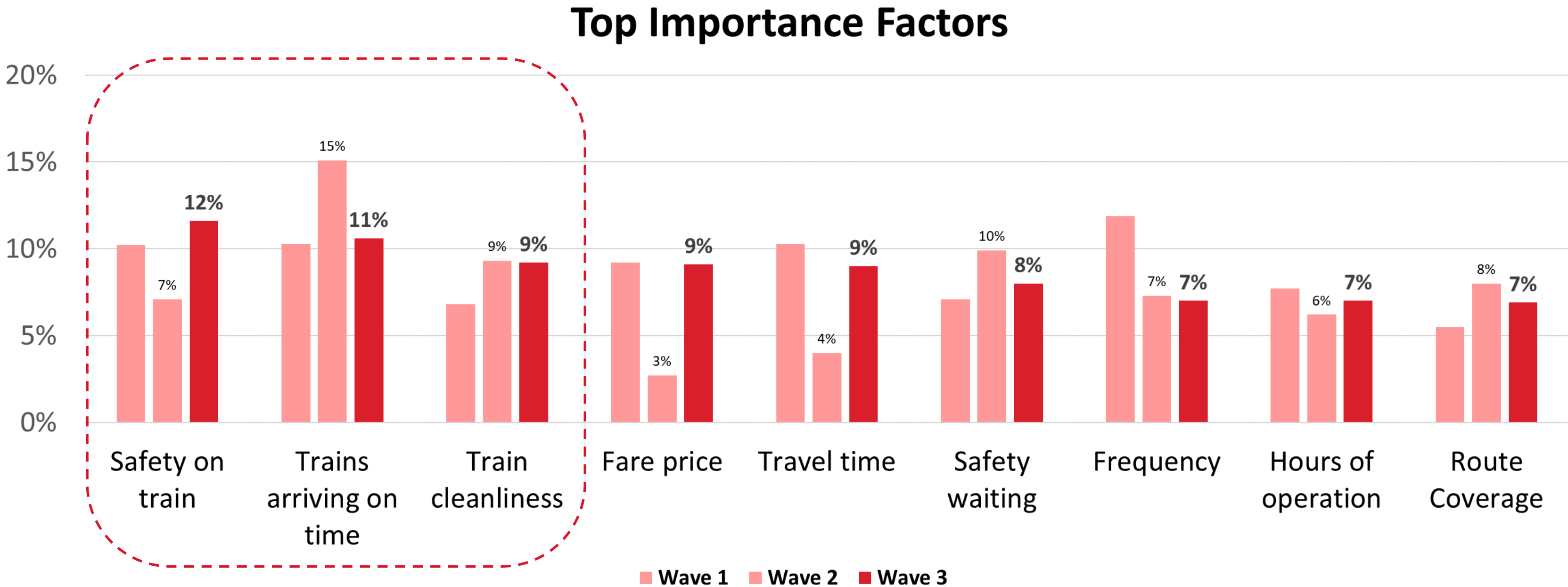


Customer Importance Factors

Rail

Top Customer Importance Factors

- The top importance factors to BRT Customers are Safety on the bus, On-Time Performance, and Fare Price.
- Factors are normalizing with fewer stand-out issues.

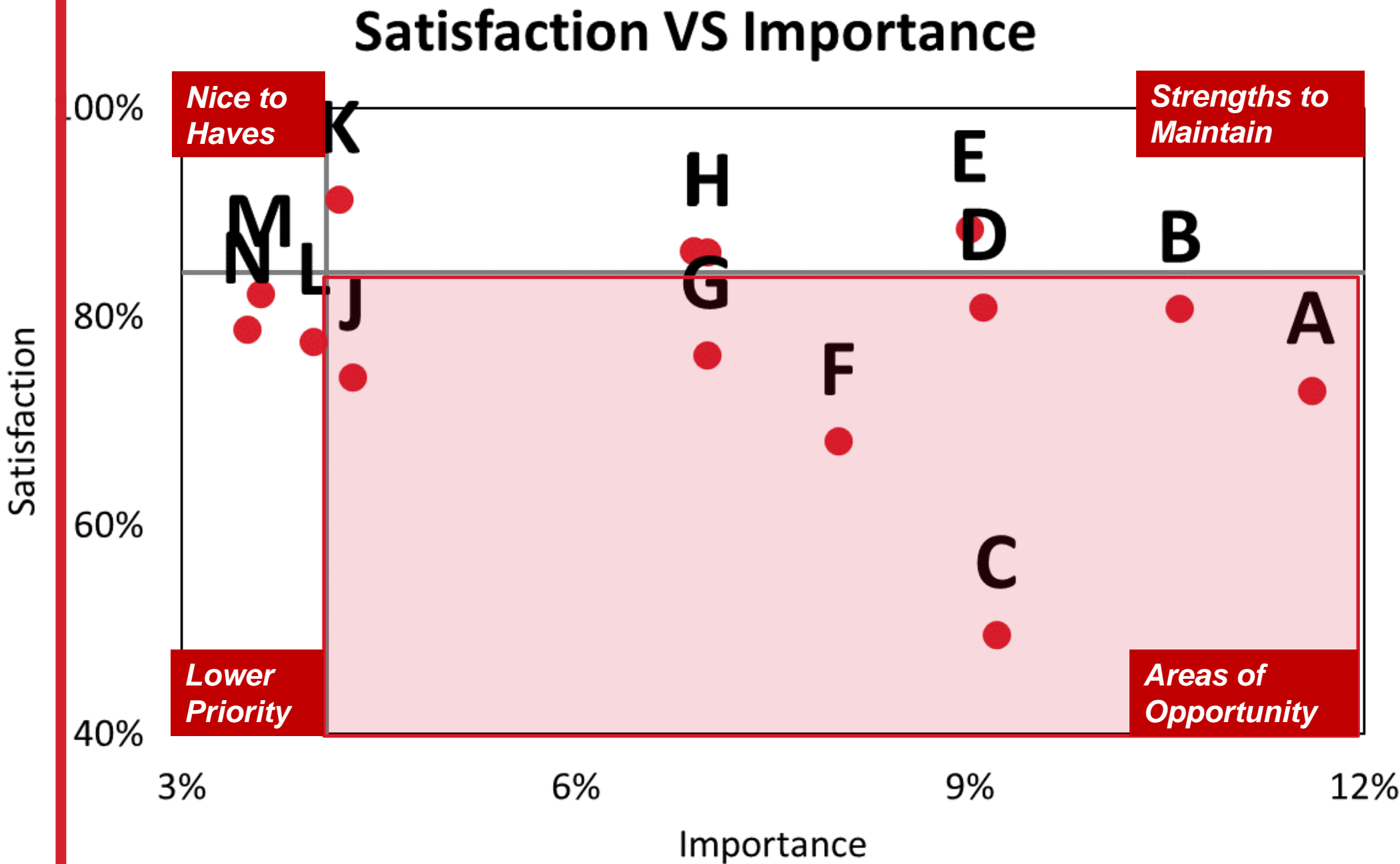


Key Driver Analysis

TransPro Insight

Train Cleanliness is the third most important factor to Customers and has the lowest satisfaction level. Keeping up the progress here will move the needle significantly. **Way to go RTA!**





- Legend

A – Safety on the Train

B – On-Time Performance

C – Train Cleanliness

D – Fare Price

E – Travel Time

F – Safety Waiting for the Train

G – Frequency (How often the train comes)

H – Hours of Operation

I – Routes going to parts of town that matter to me

J – Operators being helpful and courteous

K – Trains being operated safely

L – It is easy to find out if the trains are running on schedule

M – Accuracy and Availability of route schedules and maps

N – Customer Service Representatives being helpful and courteous

O – Responsiveness to Concerns or Complaints

Travel Time and On-Time Performance

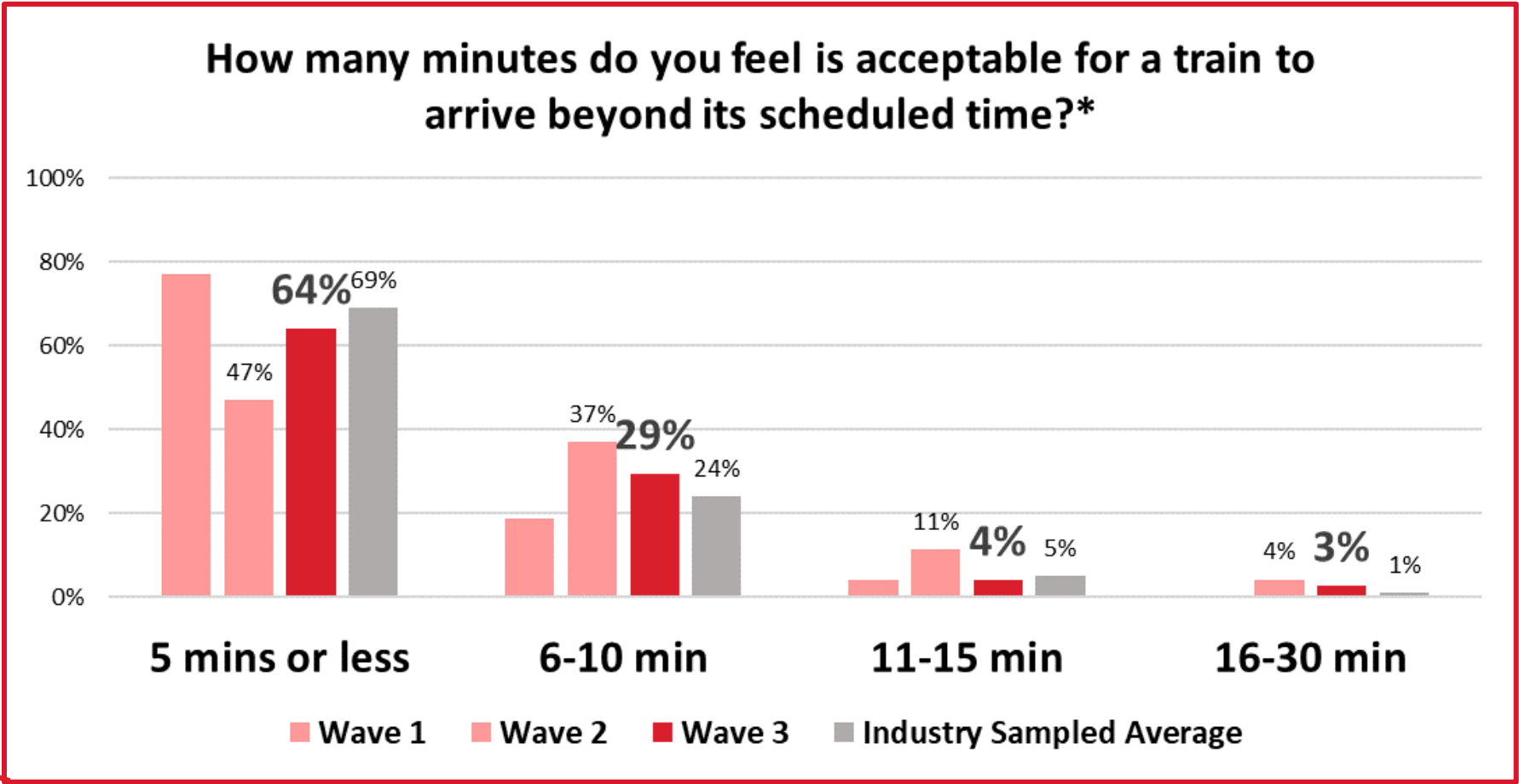
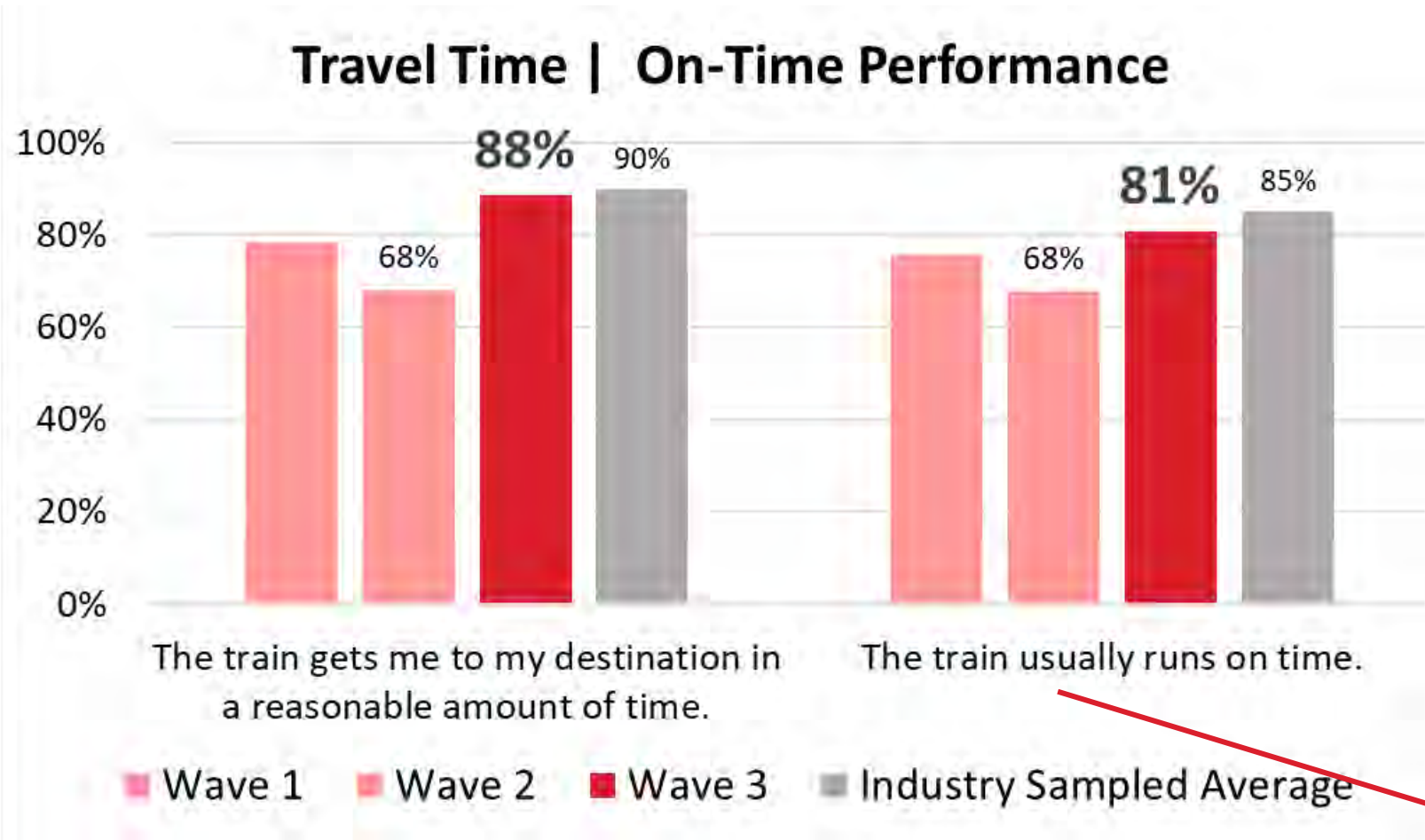
- 88% of Rail Customers agree that the travel time is satisfactory, which is 20 points higher than Wave 2 (68%).
- 81% of Rail Customers agree that the train usually runs on time, which is 13 points higher than Wave 2 (68%).
- Of the Customers dissatisfied with on-time performance, 64% feel it is only acceptable for the train to arrive 1-5 minutes beyond its scheduled time.

TransPro Insight

On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. **Travel Time** saw an increase in satisfaction and a significant decline in importance, making it a lower priority.



**Only asked to Customers dissatisfied with on-time performance.*



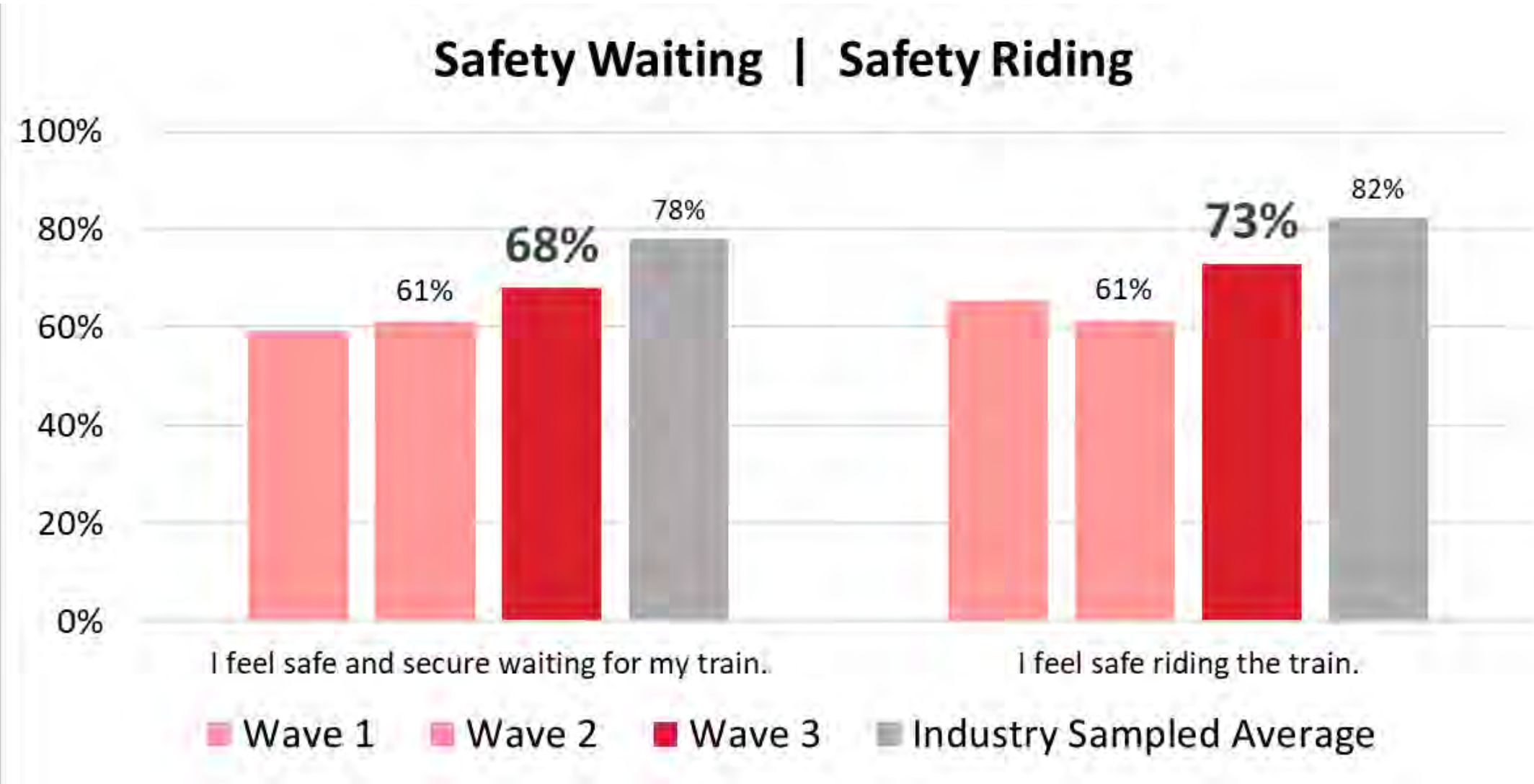
Safety Waiting and Riding

- 68% of Rail Customers feel safe and secure waiting for the train, which is seven points higher than Wave 2 (61%).
- 73% of Rail Customers feel safe riding the train, which is 12 points higher than Wave 2 (61%).

TransPro Insight

Customer importance for **Safety waiting for the train** has increased significantly, making it the second most important factor to customers. With a satisfaction level below peers, there is an opportunity for improvement in this factor's satisfaction.






Train Cleanliness

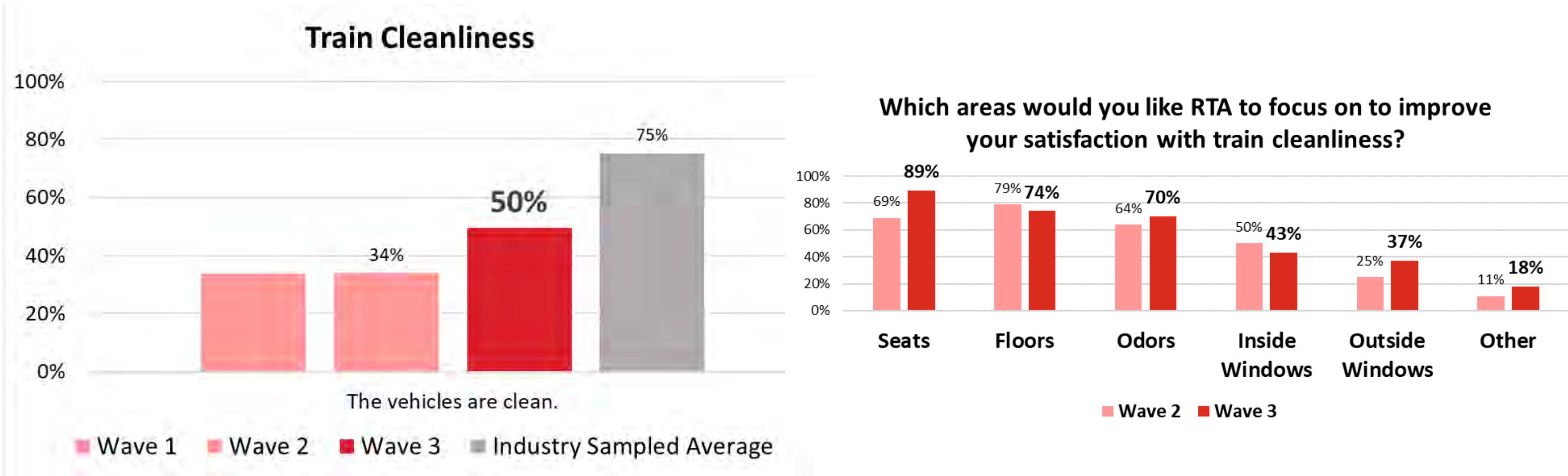
- 50% of Rail Customers agree that the train is clean, which is 16 points higher than Wave 2 (34%).
- 89% of Rail Customers would like RTA to focus on improving the cleanliness of the seats on trains to improve customer satisfaction.

TransPro Insight

Train Cleanliness continues to be the factor with the lowest level of satisfaction. The gains in train cleanliness should be maintained to keep continued focus on customer satisfaction improvements.

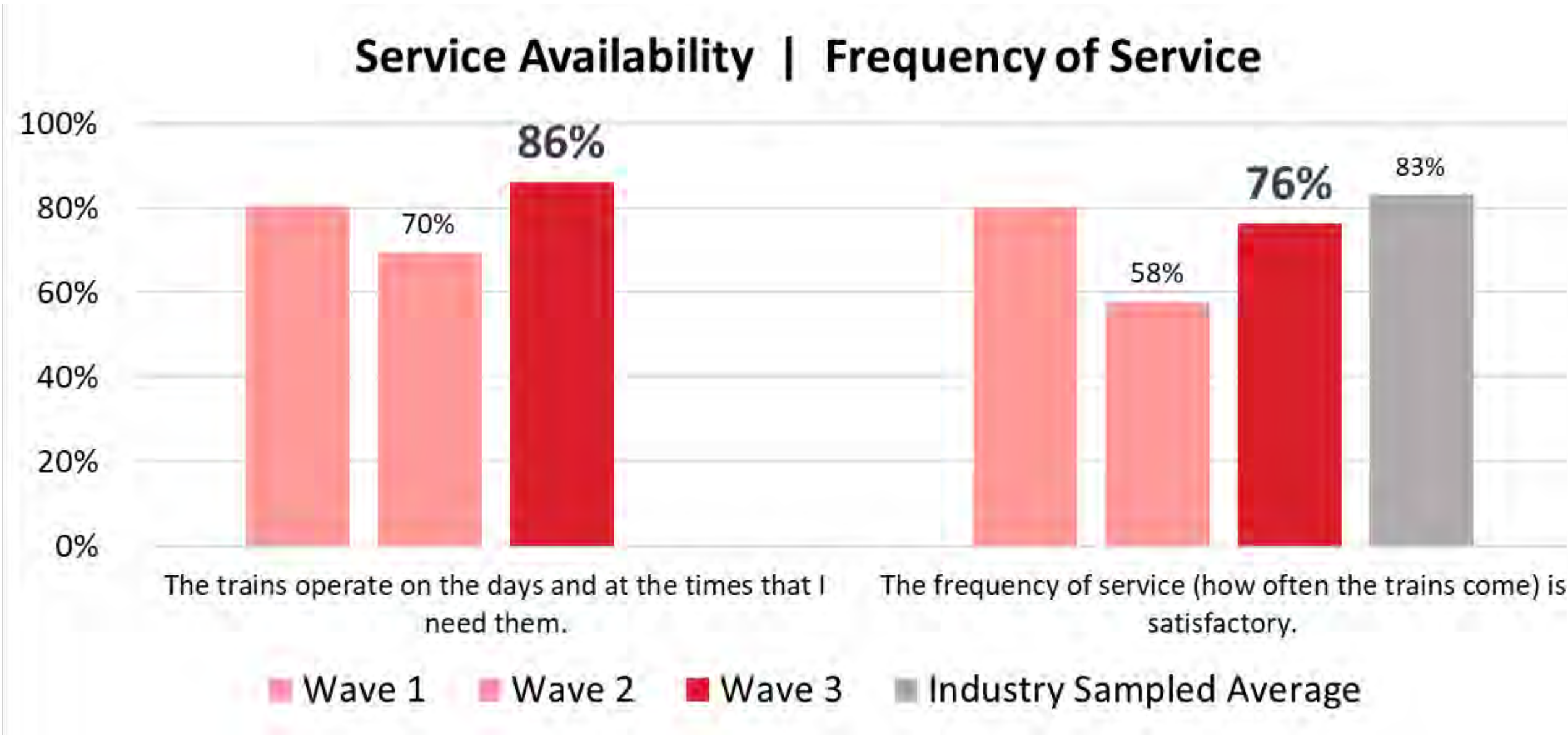
Way to go! RTA!





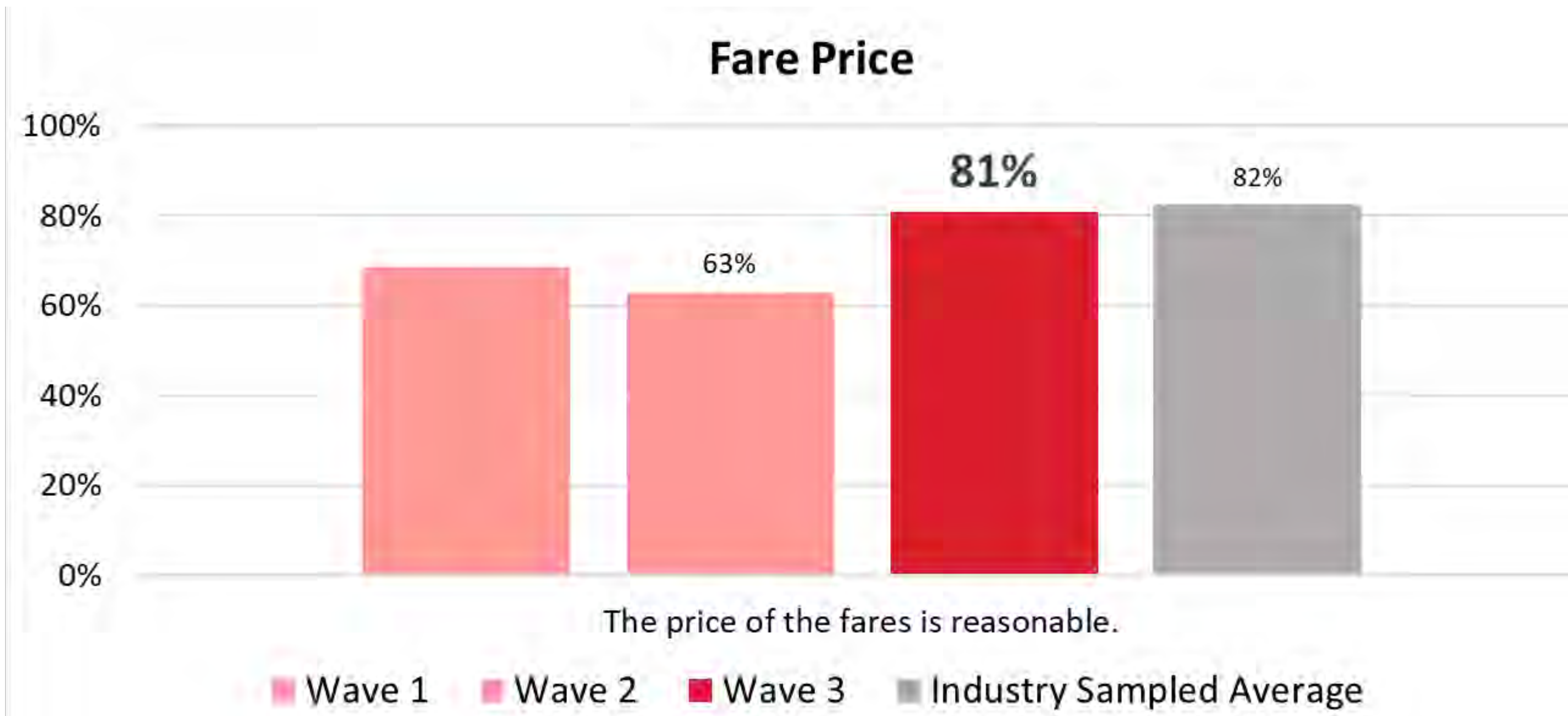
Service Availability and Frequency

- 86% of Rail Customers are satisfied with Service Availability, which is 16 points higher than Wave 2 (70%).
- 76% of Rail Customers are satisfied with the Frequency of Service, which is 18 points higher than Wave 2 (58%).



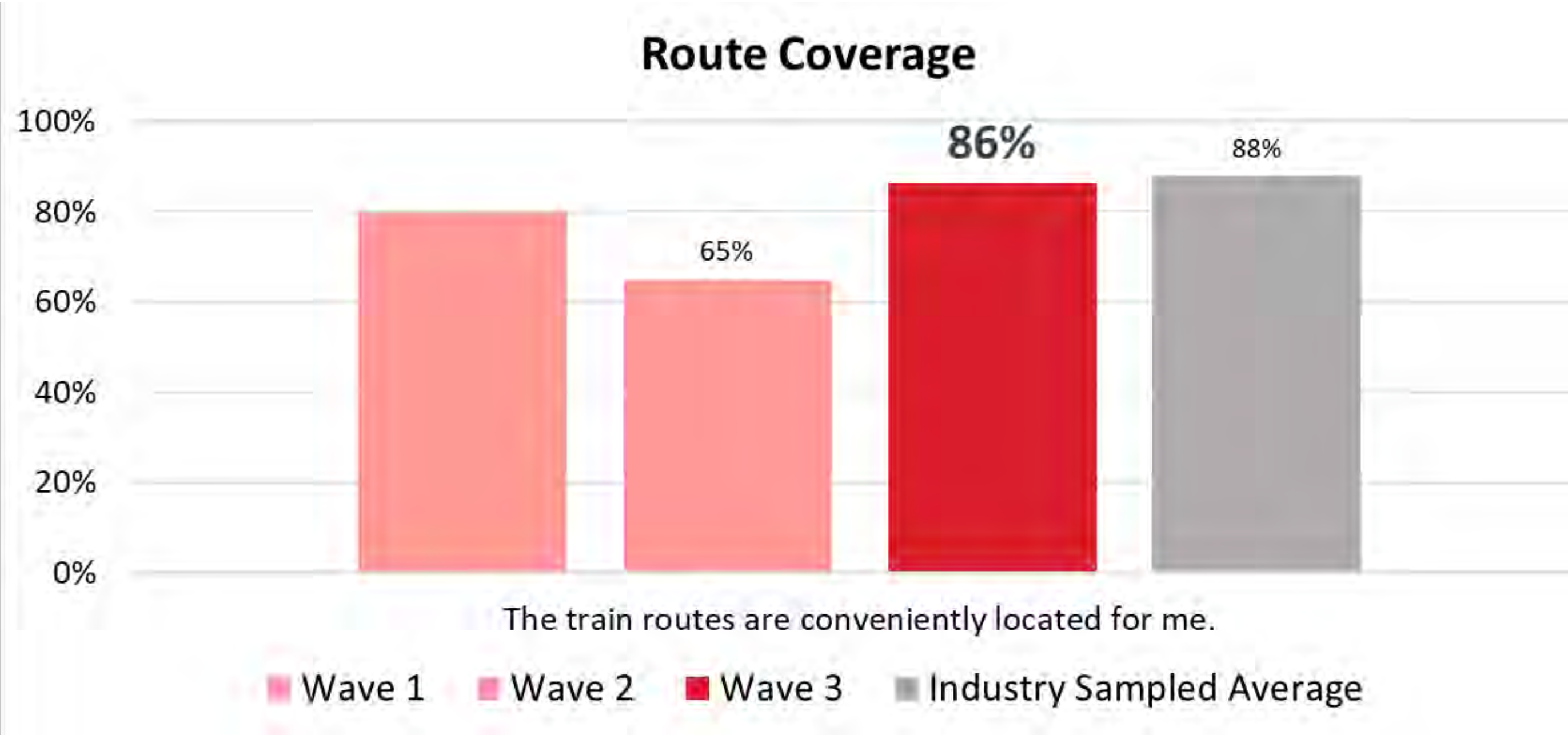
Fare Price

81% of Rail Customers are satisfied with the price of fares, which is 18 points higher than Wave 1 (63%).



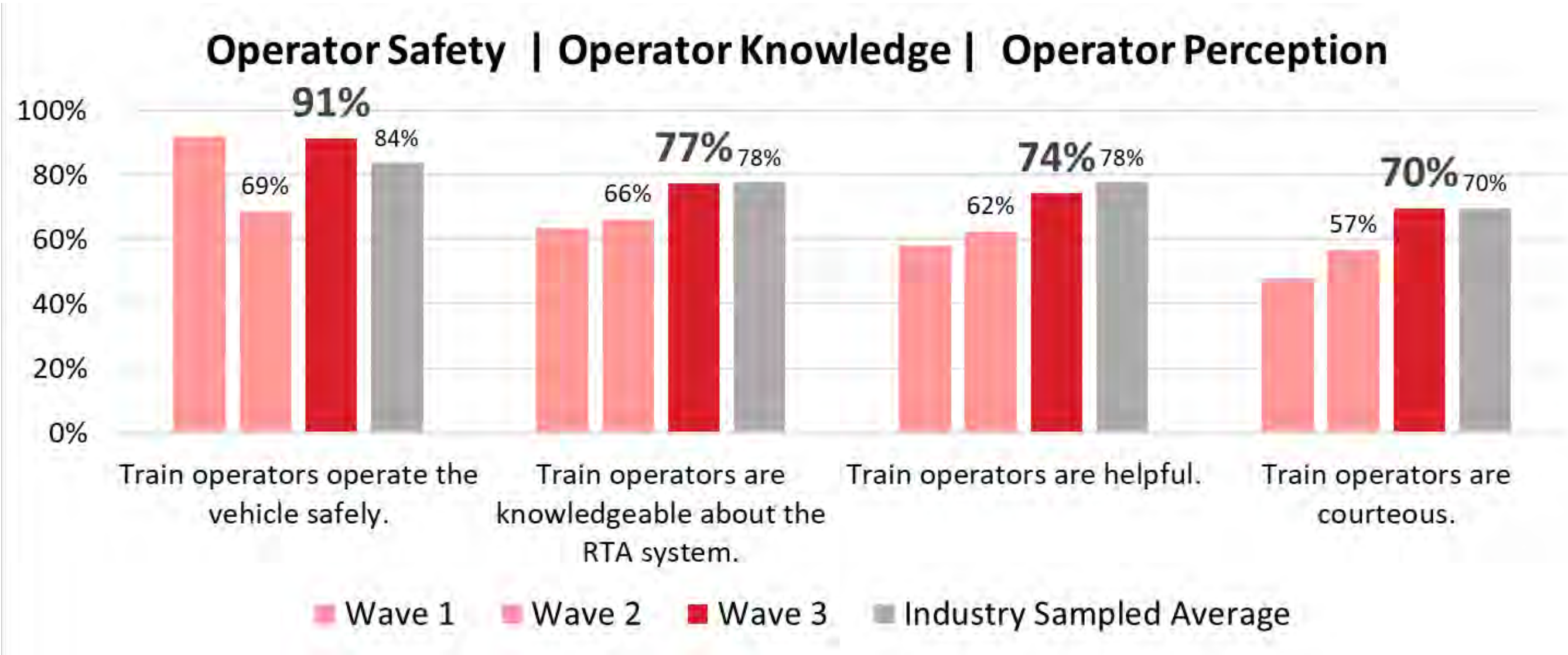
Route Coverage

86% of Rail Customers are satisfied with Route Coverage, which is 11 points higher than Wave 1 (65%).



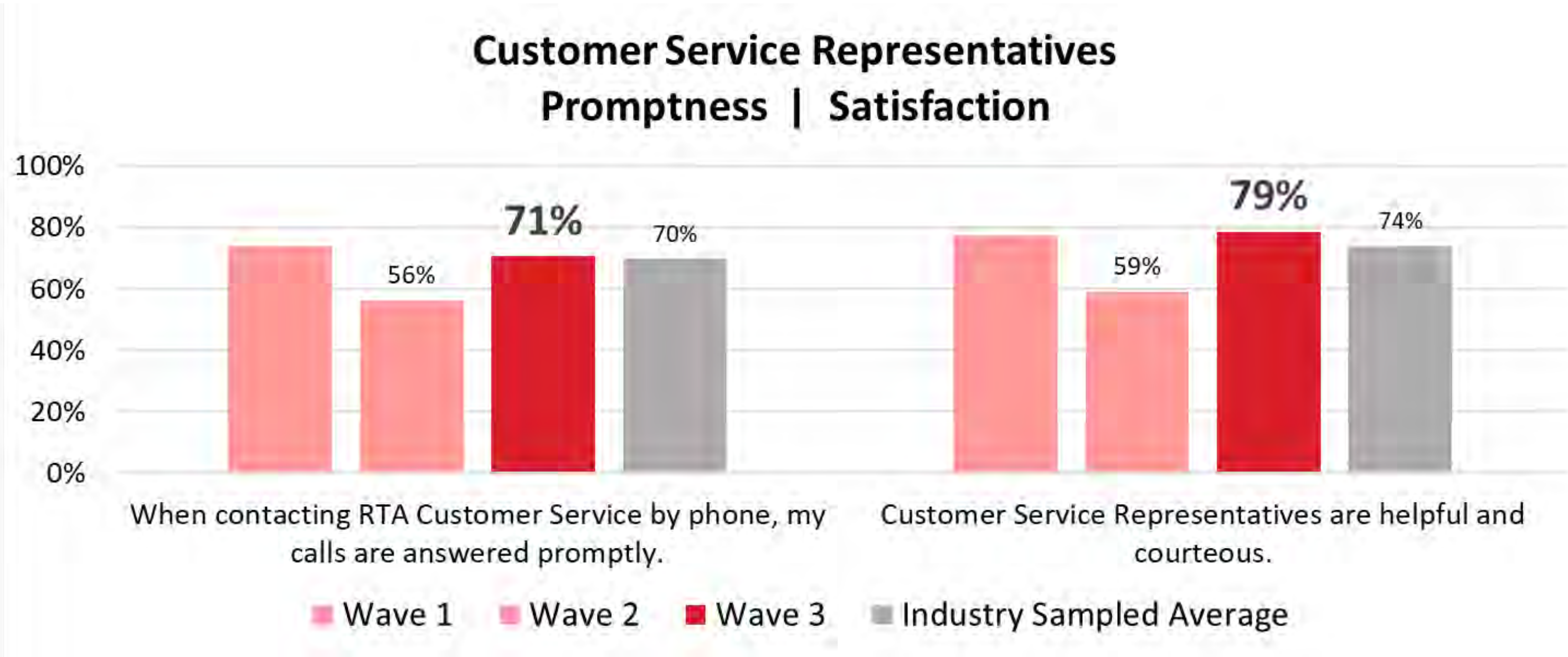
Perception of Operators

- 91% of Rail Customers agree that the vehicles are operated safely, which is 22 points higher than Wave 2 (69%).
- 77% of Rail Customers agree that operators are knowledgeable about the RTA system, which is 11 points higher than Wave 2 (66%).
- 74% of Rail Customers agree that operators are helpful, which is 12 points higher than Wave 2 (62%).
- 70% of Rail Customers agree that operators are courteous, which is 13 points higher than Wave 2 (57%).



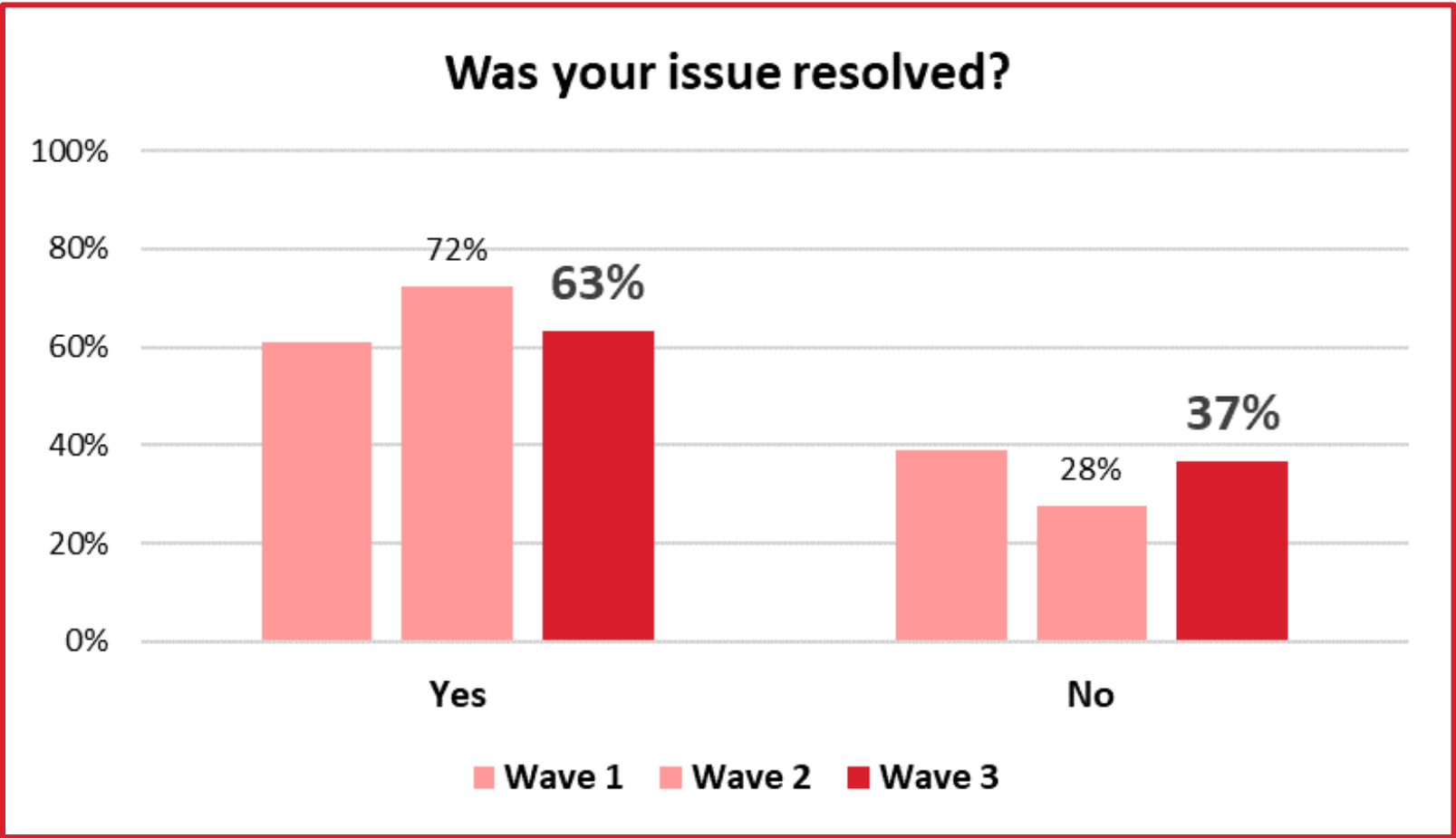
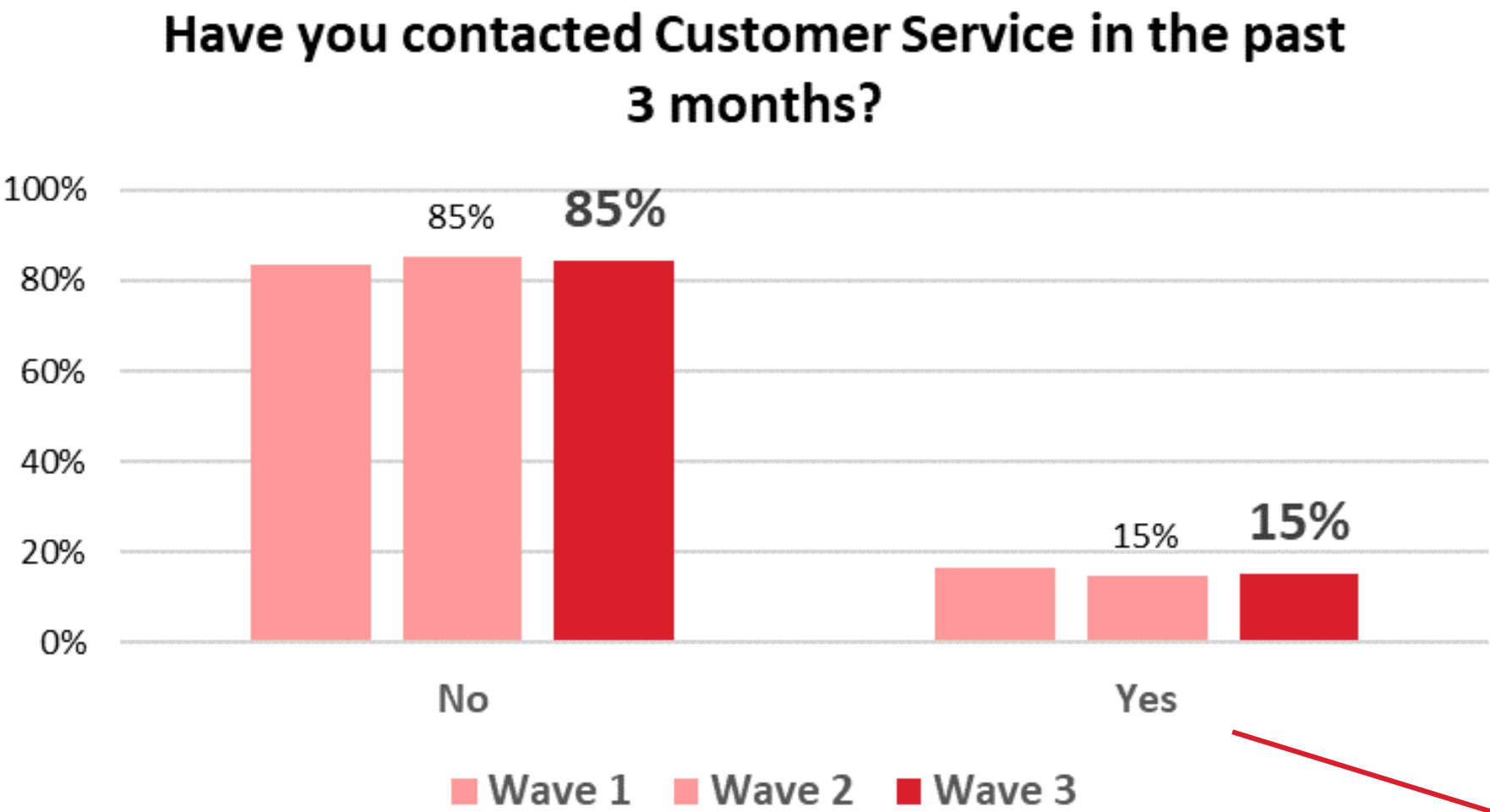
Customer Service Representatives

- 71% of Rail Customers agree their calls are answered promptly, which is 15 points higher than Wave 2 (56%).
- 79% of Rail Customers believe customer service representatives are helpful and courteous, which is 20 points higher than Wave 1 (59%).



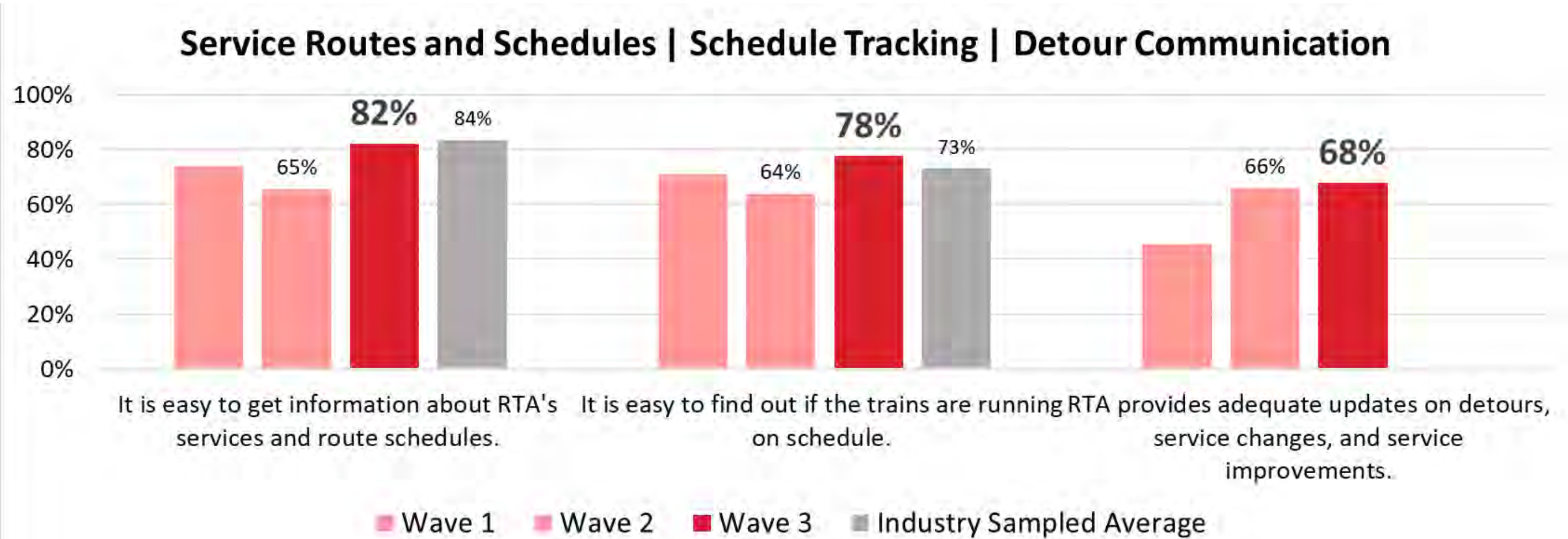
Issue Resolution

- 15% of Rail Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is the same as Wave 2.
- Of the 15% (60 respondents) who contacted RTA, 63% agreed that their issue was resolved, which is nine points lower than Wave 1 (72%).



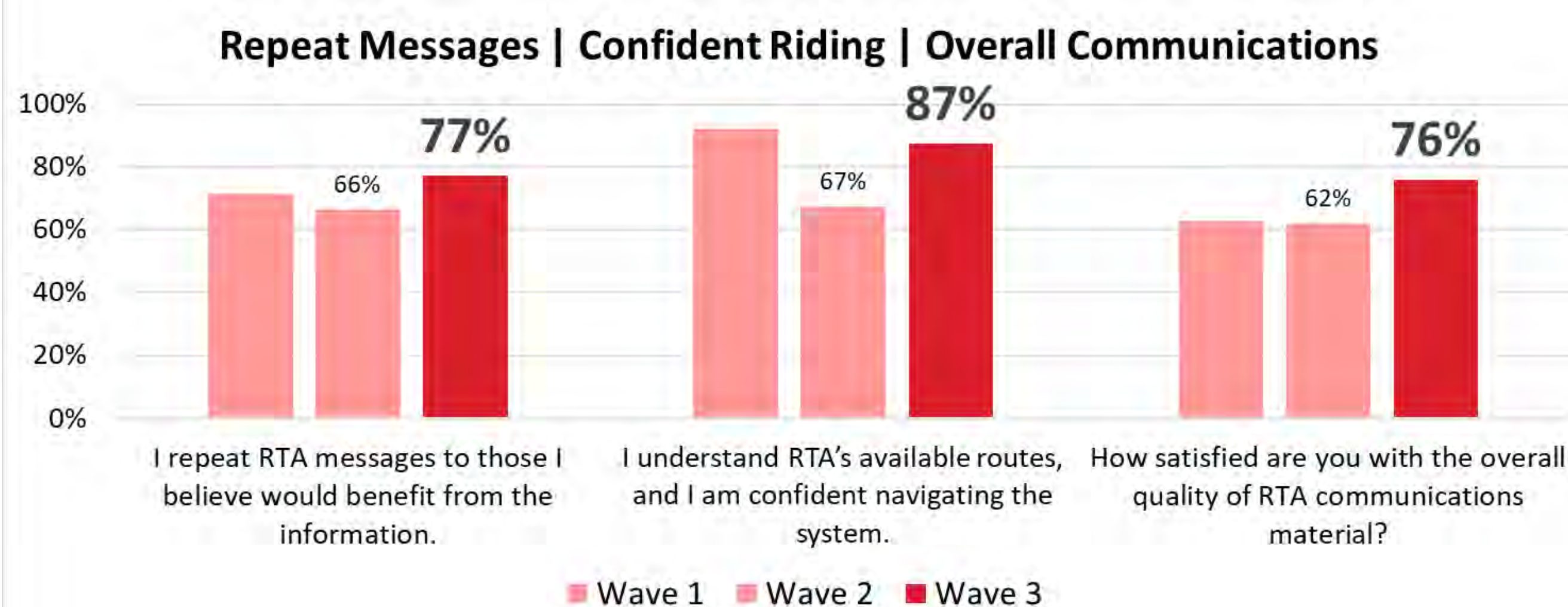
Communications Materials

- 82% of Rail Customers believe it is easy to get information about RTA’s services and route schedules, which is 17 points higher than Wave 2 (65%).
- 78% of Rail Customers believe it is easy to find out if the trains are running on schedule, which is 14 points higher than Wave 2 (64%).
- 68% of Rail Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is about the same as Wave 2 (66%).



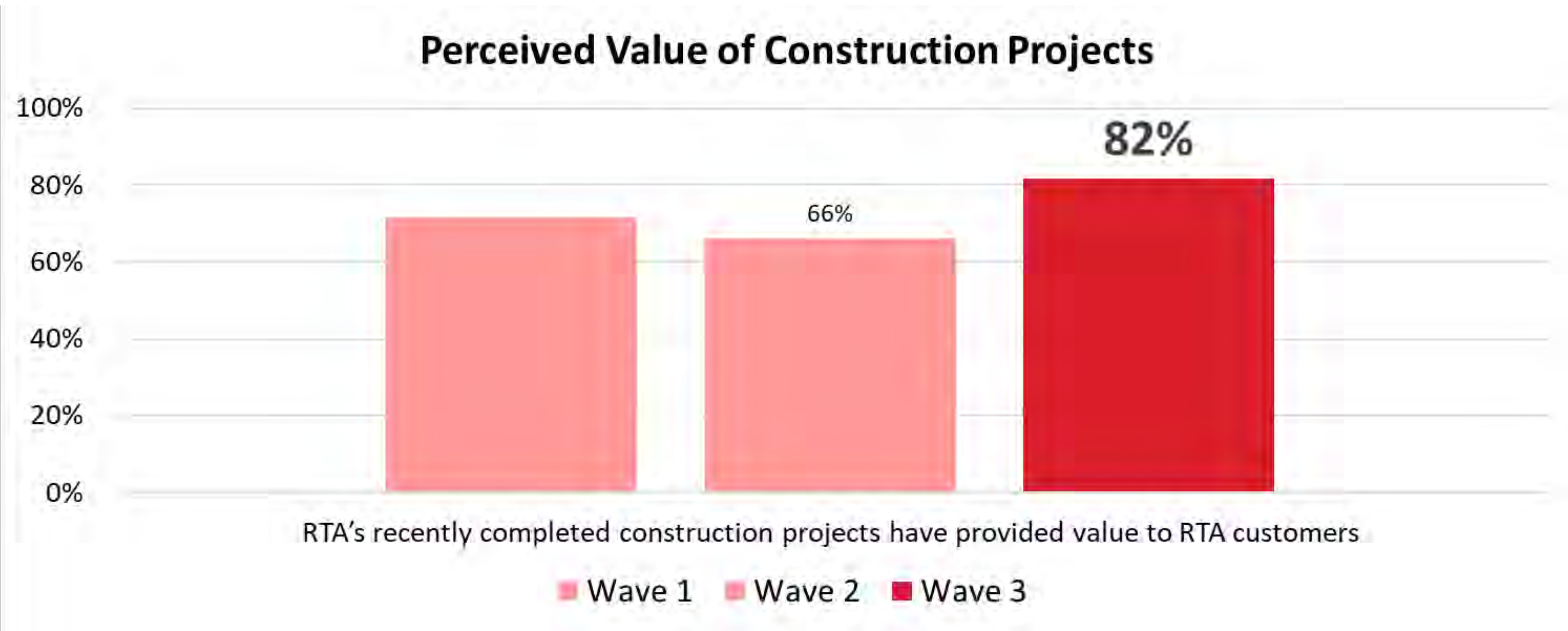
Communications Materials

- 77% of Rail Customers repeat RTA messages to those they believe would benefit from the information, which is 11 points higher than Wave 2 (66%).
- 87% of Rail Customers understand RTA's available routes and are confident navigating the system, which 20 points higher than Wave 2 (67%).
- 76% of Rail Customers are satisfied with the overall quality of RTA communications material, which is 14 points higher than Wave 2 (62%).



Capital Projects

- 82% of Rail Customers believe RTA's recently completed construction projects have provided value, which is 12 points higher than Wave 2 (66%).

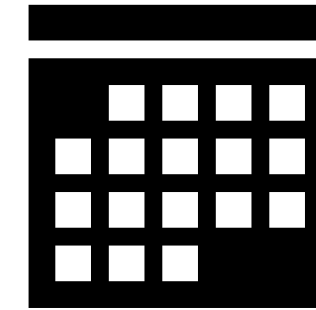


Paratransit

Methodology – Paratransit



Telephone calls to customers who have taken at least one trip in the previous 6 months through random sampling.



15 day phone survey
(August 18 to September 3, 2022)



403

completed surveys

95% confidence level
+/- 4.89% margin of error

Administered by trained surveyors.

Customers were entered into a raffle for a chance to receive a \$100 gift card as an incentive for completing the survey.

Methodology

Paratransit Industry Sampled Average

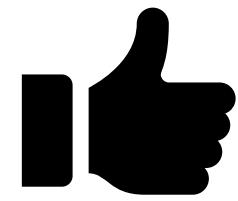
- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like CATS in Charlotte, MATA in Memphis, RTD in Denver, TARTA in Toledo, and others.
- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.
- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.

Paratransit Results Overview

9 out of 10 Customers are satisfied with the Paratransit service.

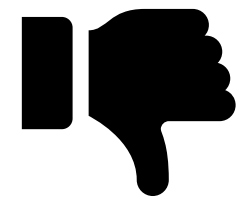
93% of Paratransit Customers believe the RTA system provides value to the community.

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



- ▶ Vehicle Cleanliness (94%)
- ▶ Safety on the vehicle (92%)
- ▶ Paratransit can take me to the places I need to go (92%)

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



- ▶ Availability of scheduling staff (61%)
- ▶ Scheduling a trip being easy (78%)
- ▶ On-Time Performance (79%)

Top Most Important Elements of Service to Customers...

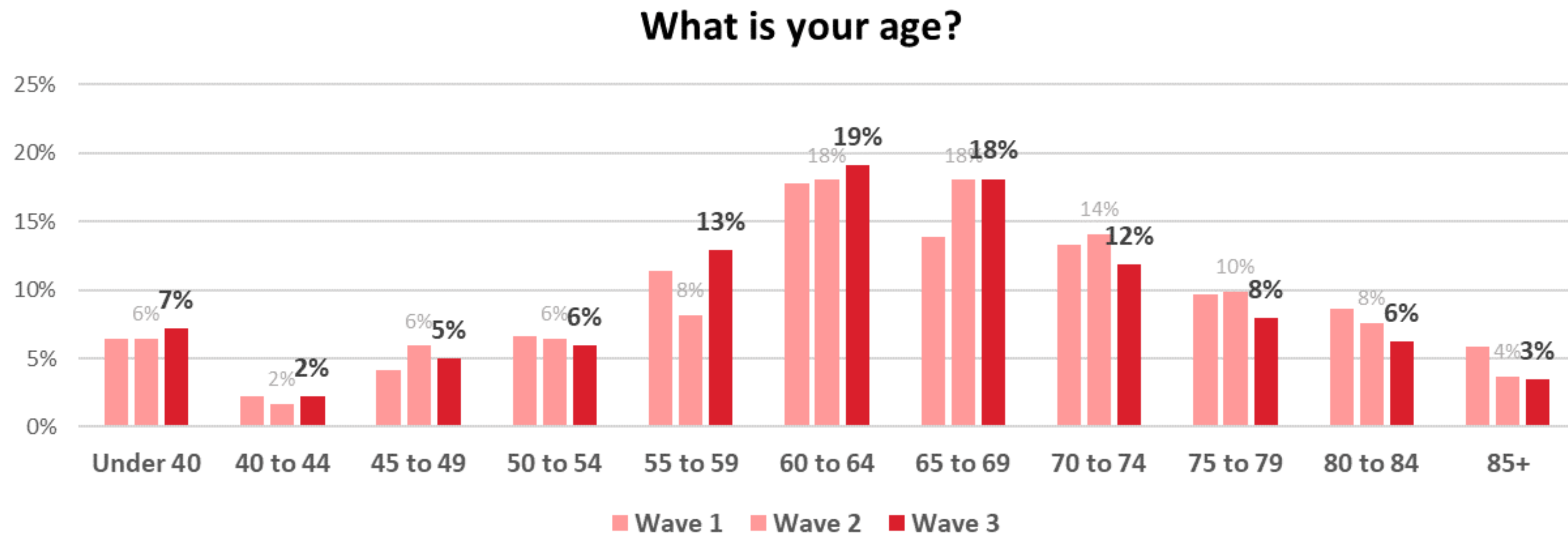
1. On-Time Performance
2. Operators being friendly and helpful
3. Safety on the vehicle

Customer Characteristics

Paratransit

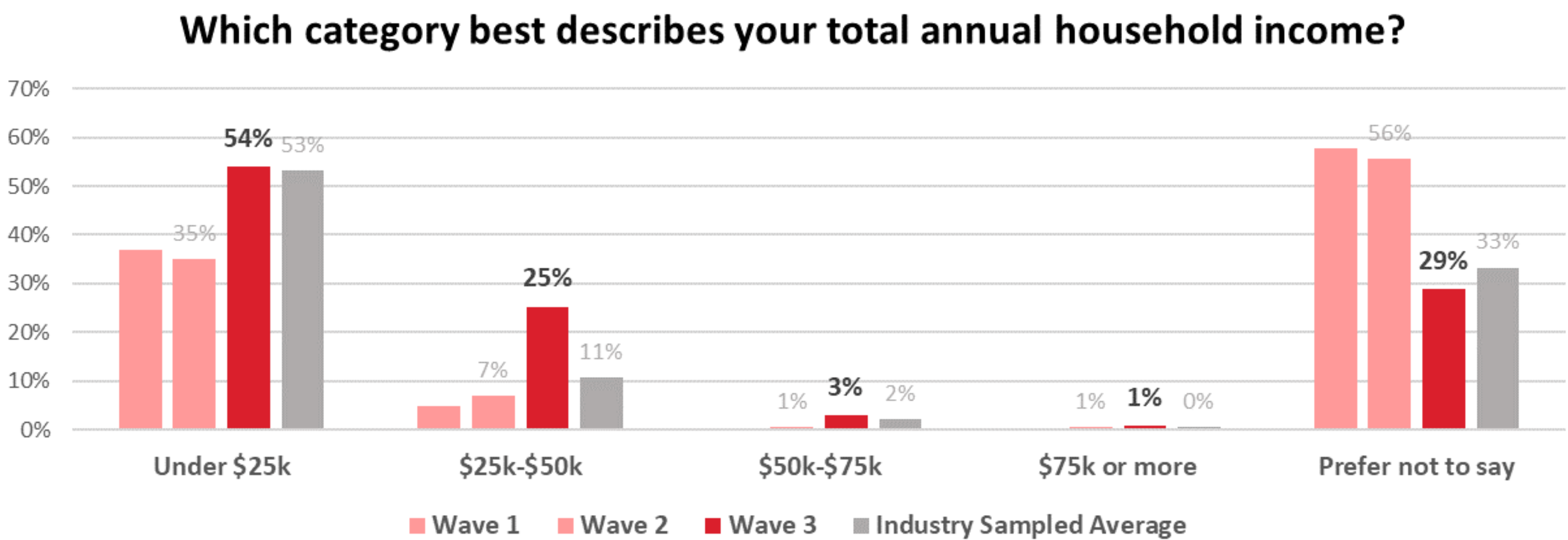
Customer Characteristics

- Paratransit Customers are most frequently 60-64 (19%) about the same as Wave 2.



Customer Characteristics

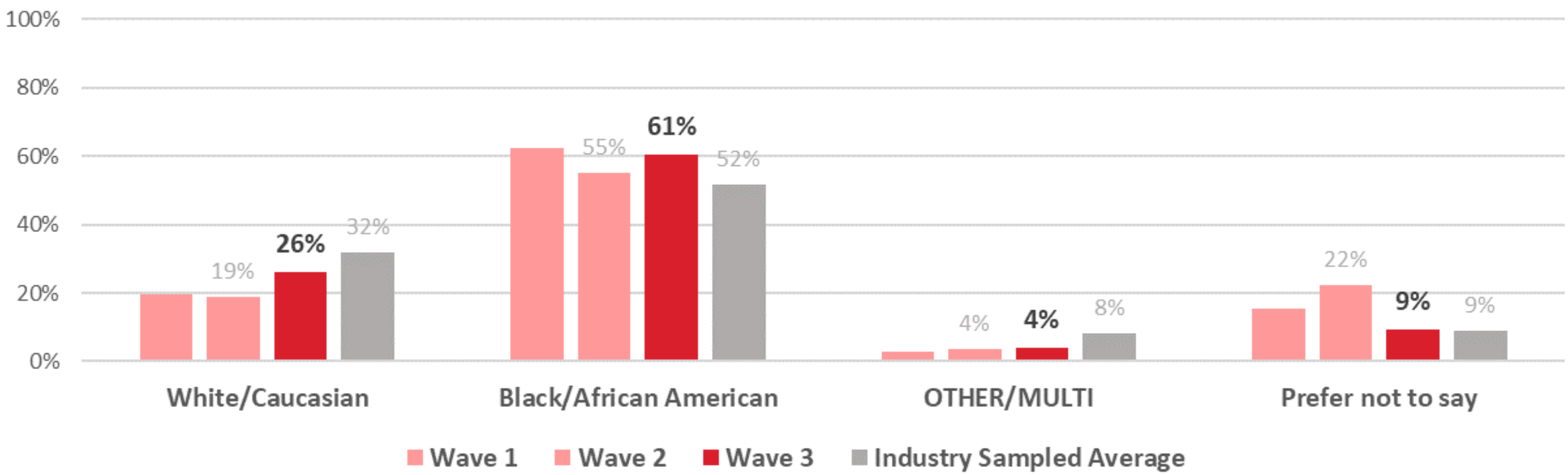
- Paratransit Customers most frequently earn less than \$25,000 annually (54%).
- 29% of Paratransit Customers preferred not to provide their annual income, which is in line with the Industry Sampled Average (33%).



Customer Characteristics

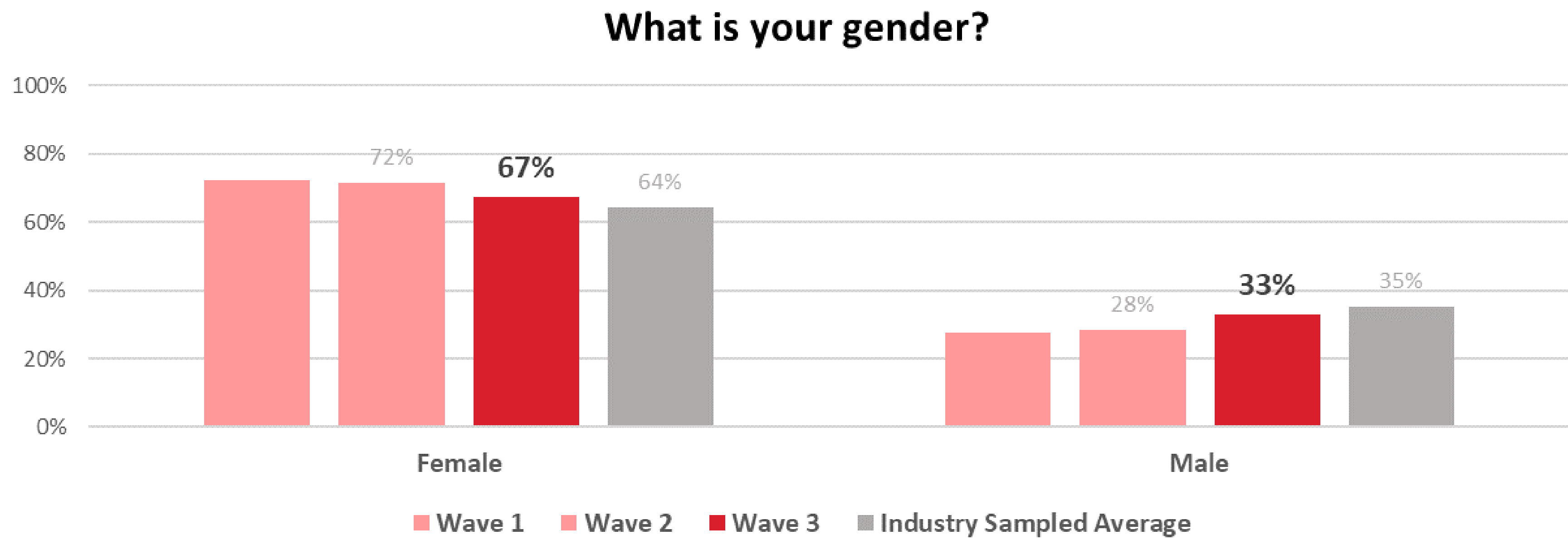
- Paratransit Customers are most frequently Black / African American (61%), which is in line with previous waves.
- 9% of Paratransit Customers did not provide their race/ethnicity.

What is your race/ethnicity?



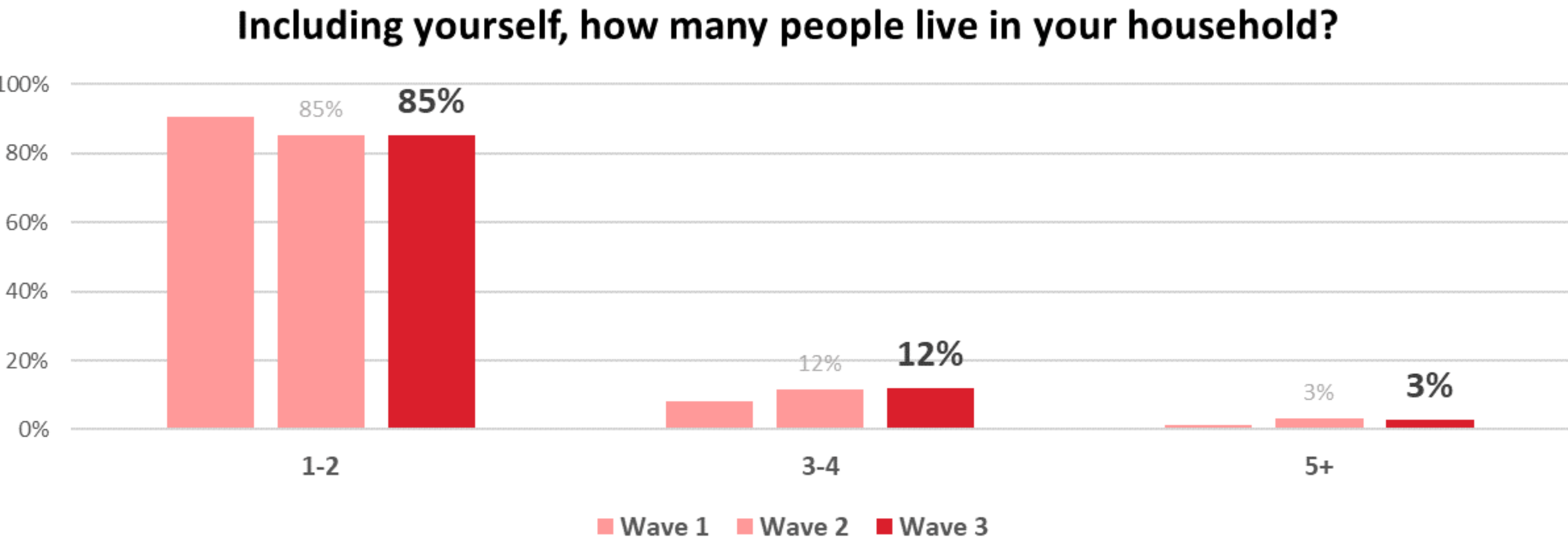
Customer Characteristics

Paratransit Customers are most frequently Female (67%), in line with the Industry Sampled Average (64%).



Household Size

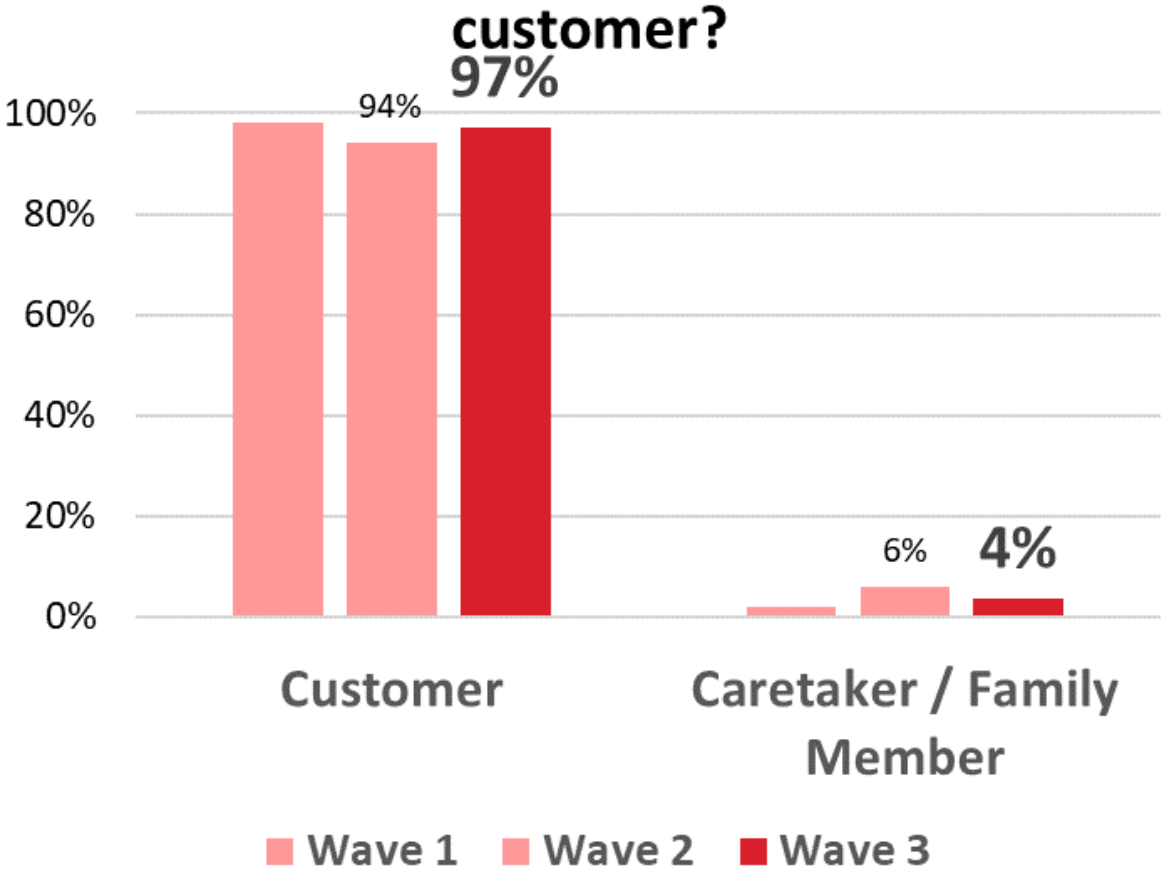
Paratransit Customers most frequently have household sizes of 1-2 people (85%), which is the same as Wave 2



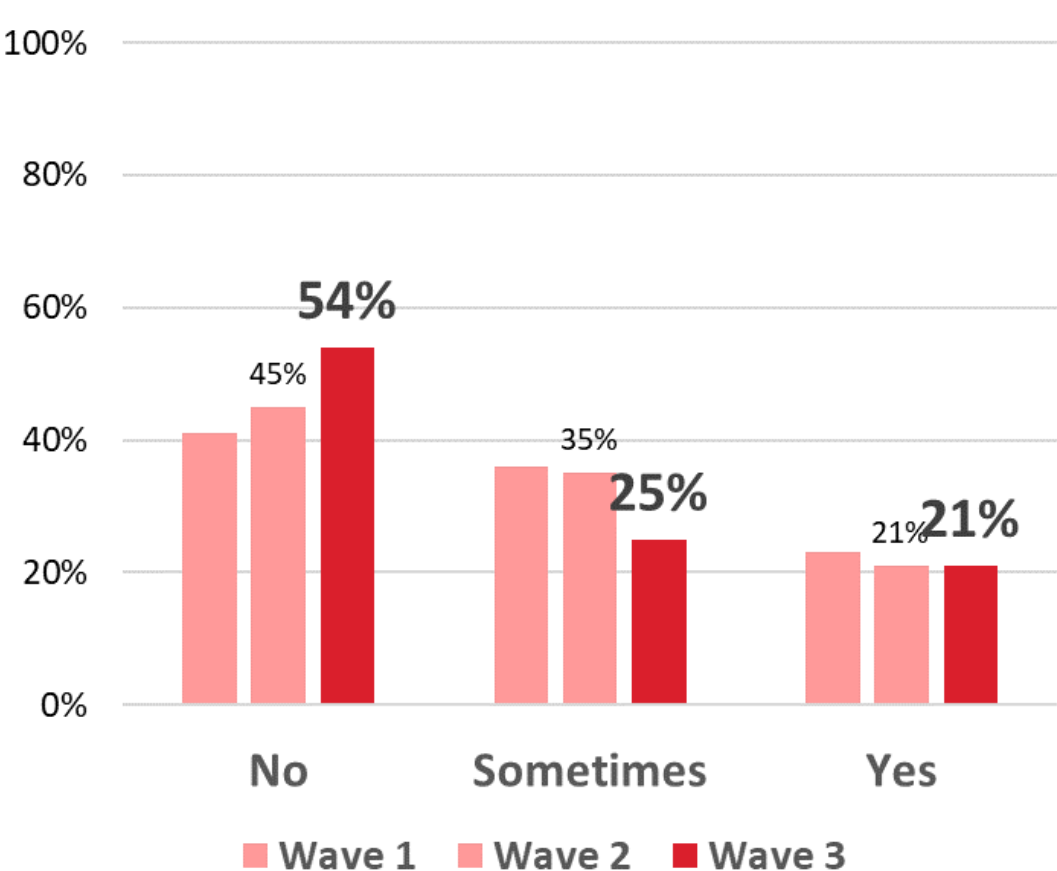
Customer Characteristics

- 97% of respondents were the Paratransit Customer themselves, which is higher than Wave 2 (94%).
- 21% of Paratransit Customers require a PCA to travel, the same as Wave 2.
- 48% of Paratransit Customers have a mobility device, which ten points higher than Wave 2 (38%).

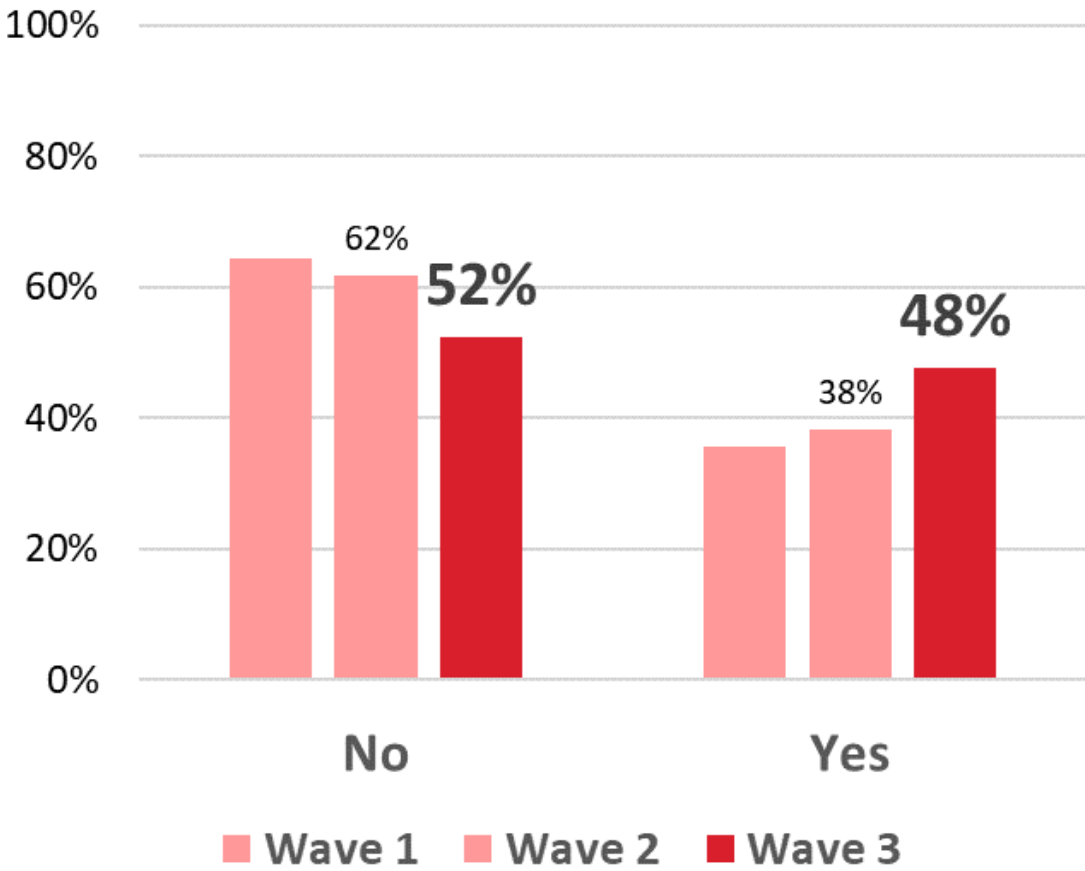
Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?



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



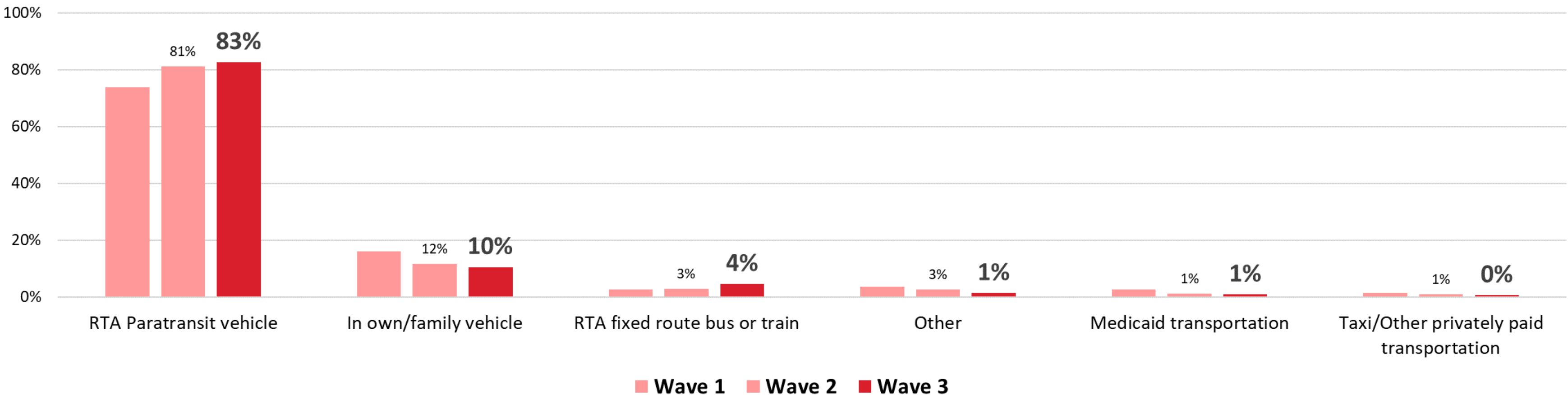
Do you have a wheelchair, scooter or other mobility device?



Trip Mode

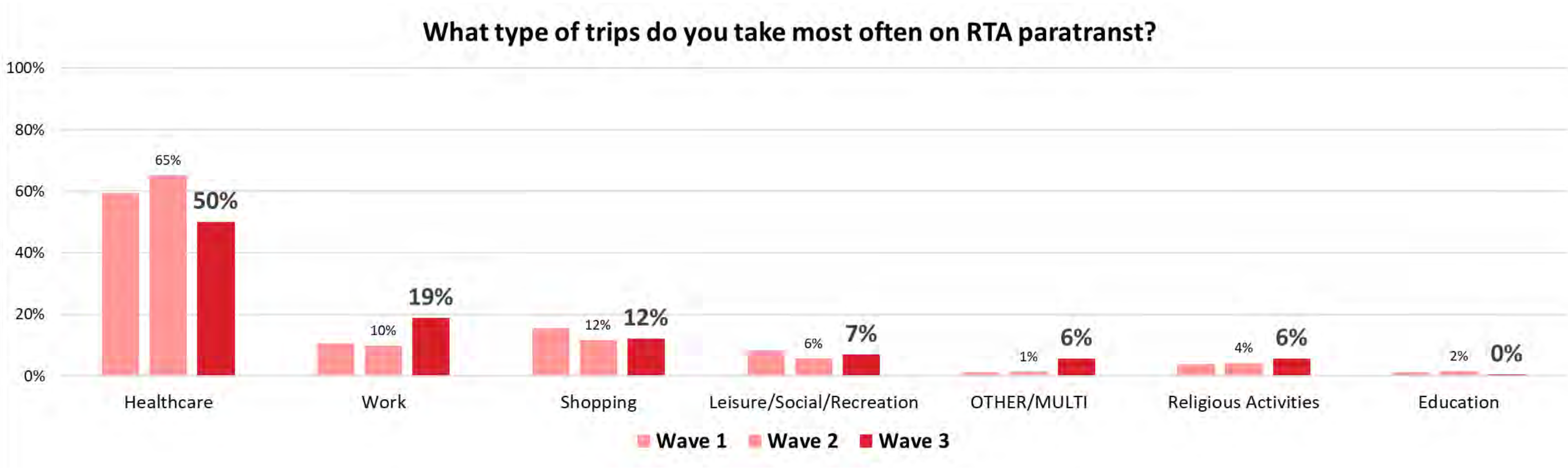
- Paratransit Customers most often take RTA Paratransit vehicles for their trips (83%), which is the same as Wave 2 (81%).

How do you take most of your trips?



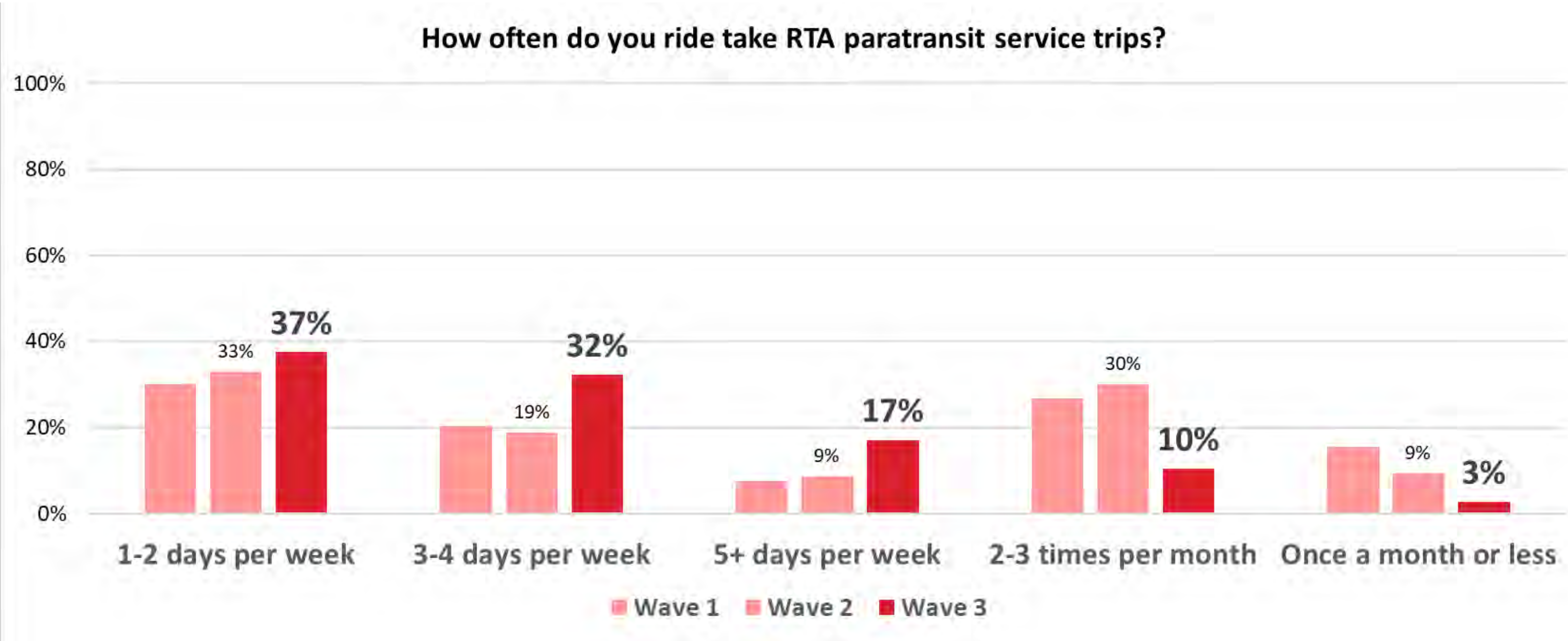
Trip Purpose

- Paratransit Customers most frequently use the service for Healthcare trips (50%), which is fifteen points lower than Wave 2 (65%).
- More Paratransit trips are for work now (19%) up nine points from Wave 2 (10%).



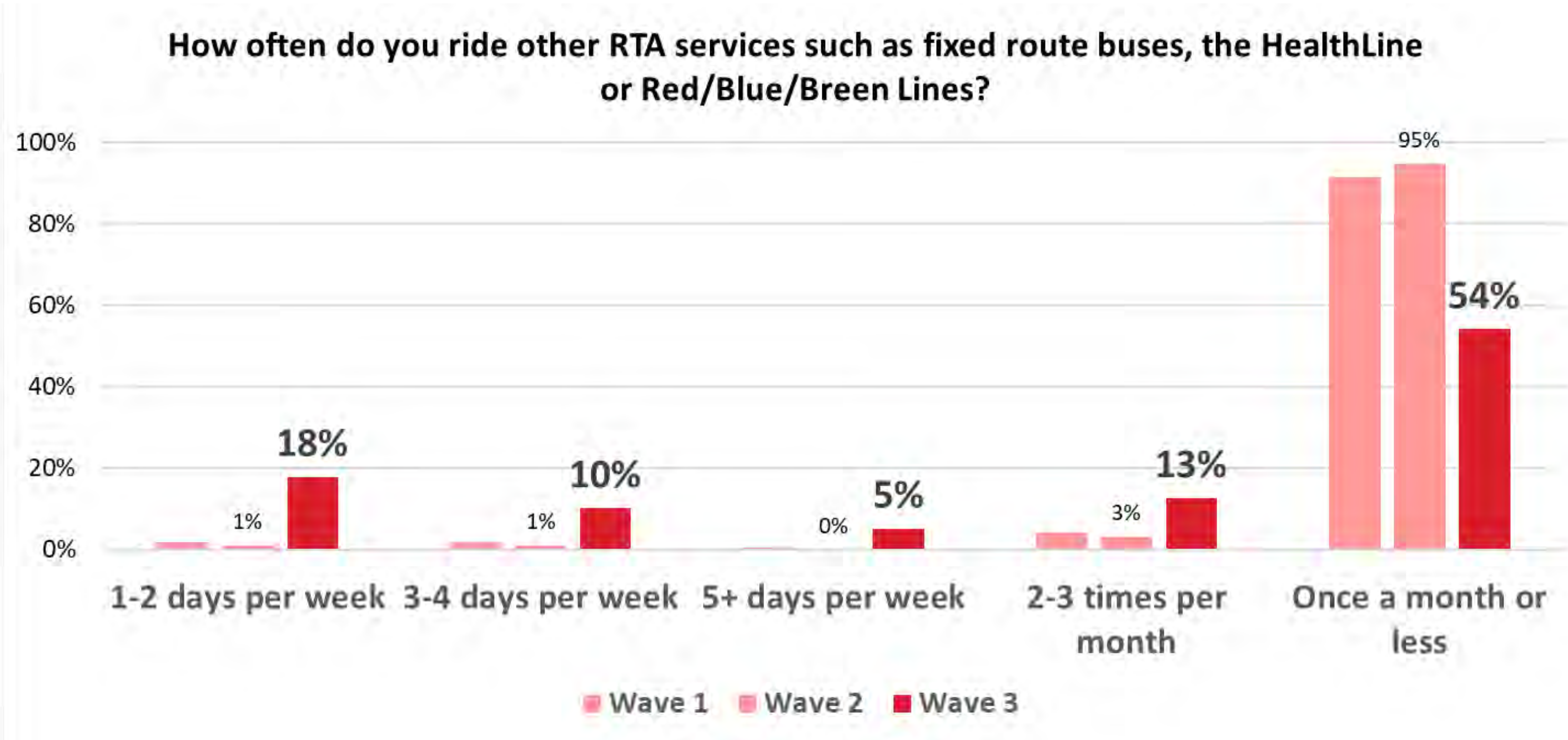
Trip Frequency

Paratransit Customers are increasing the frequency of their trips.



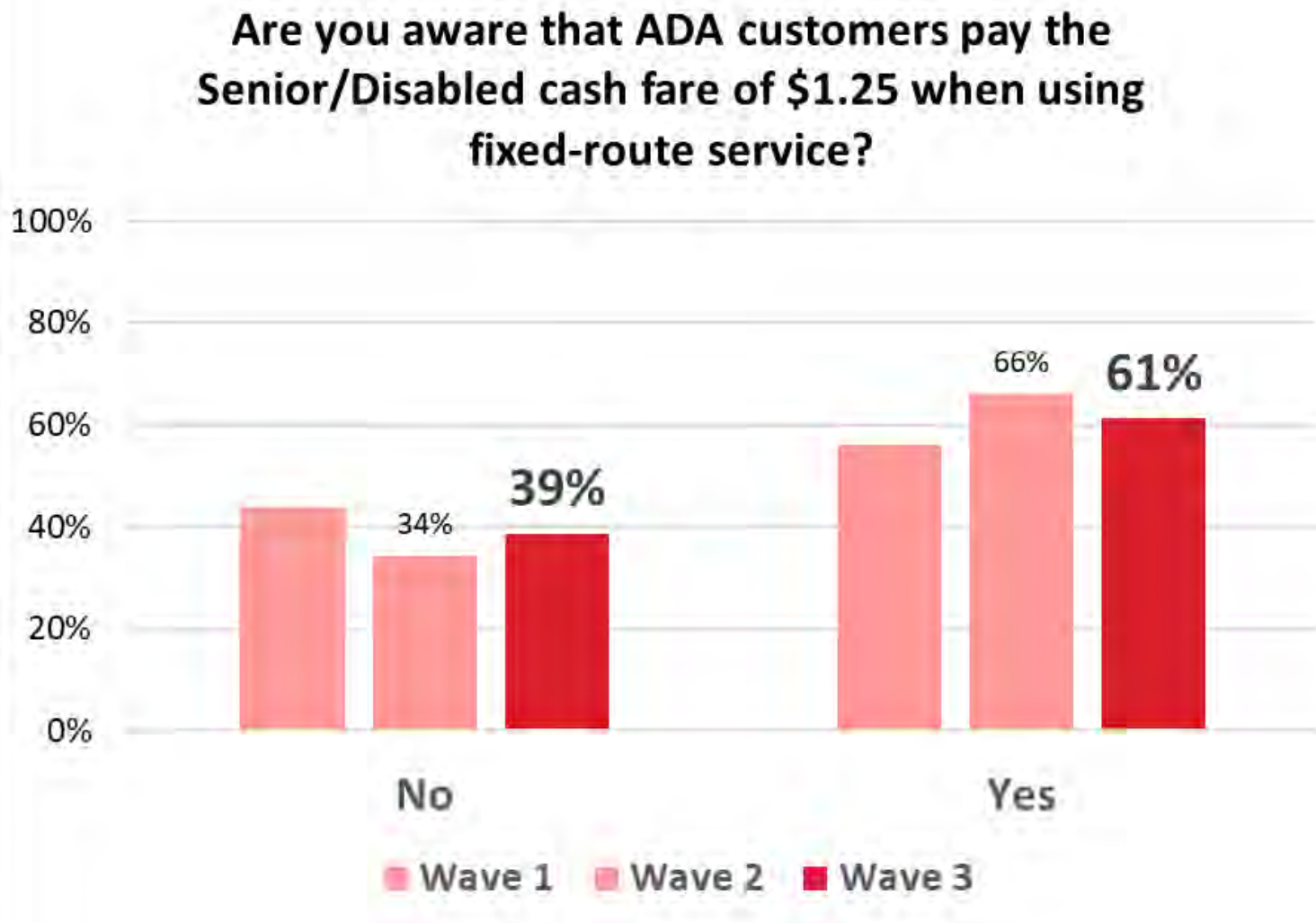
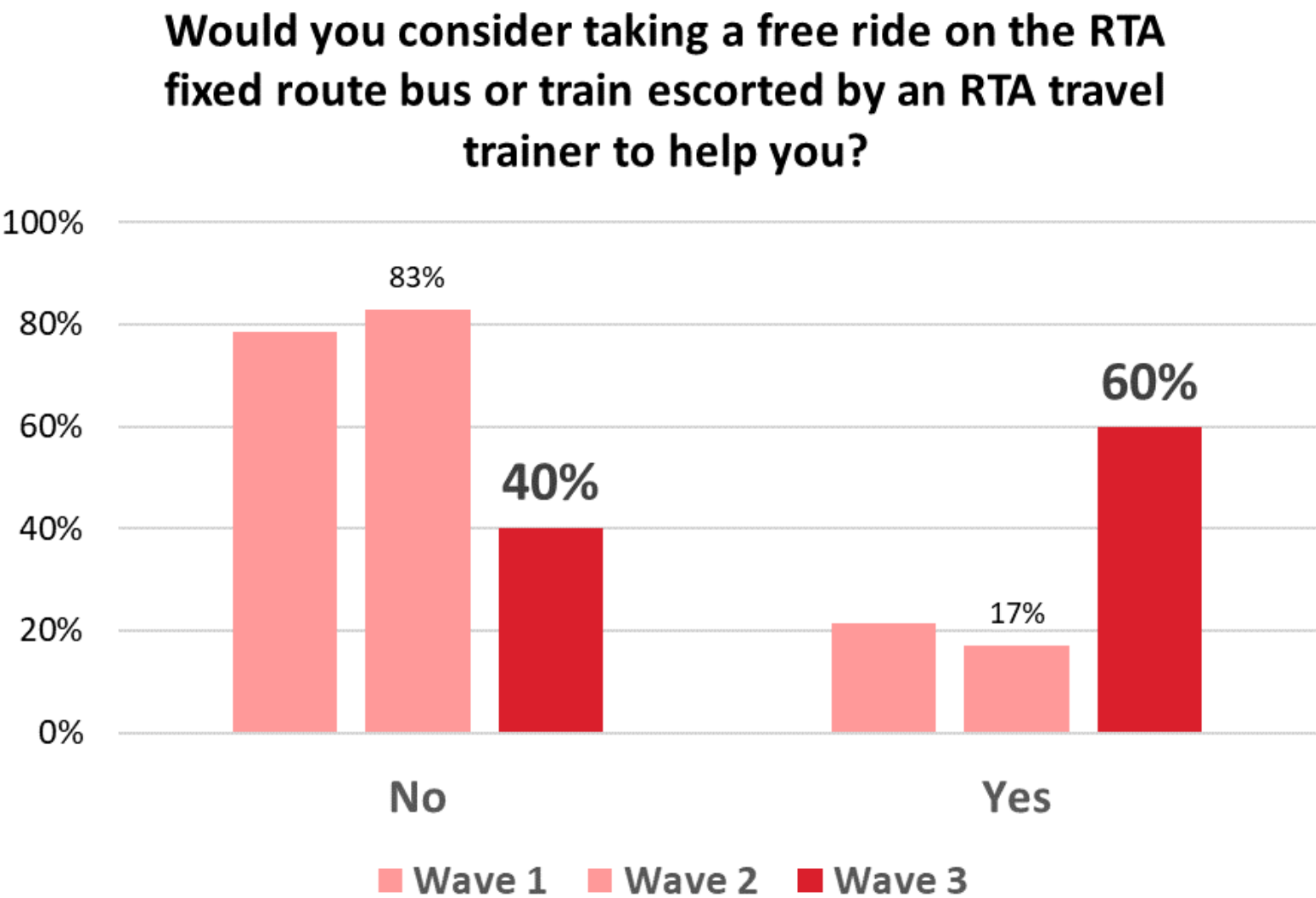
Other Mode Usage

Paratransit Customers are riding other RTA services much more frequently now.



Policy Questions

- 60% of Paratransit Customers would consider taking a free ride escorted by a travel trainer, which is significantly higher than previous surveys (17%).
- 61% of Paratransit Customers are aware of the Senior/Disabled cash fare for fixed-route service, which is five points lower than Wave 2 (66%).



Customer Impressions

Paratransit

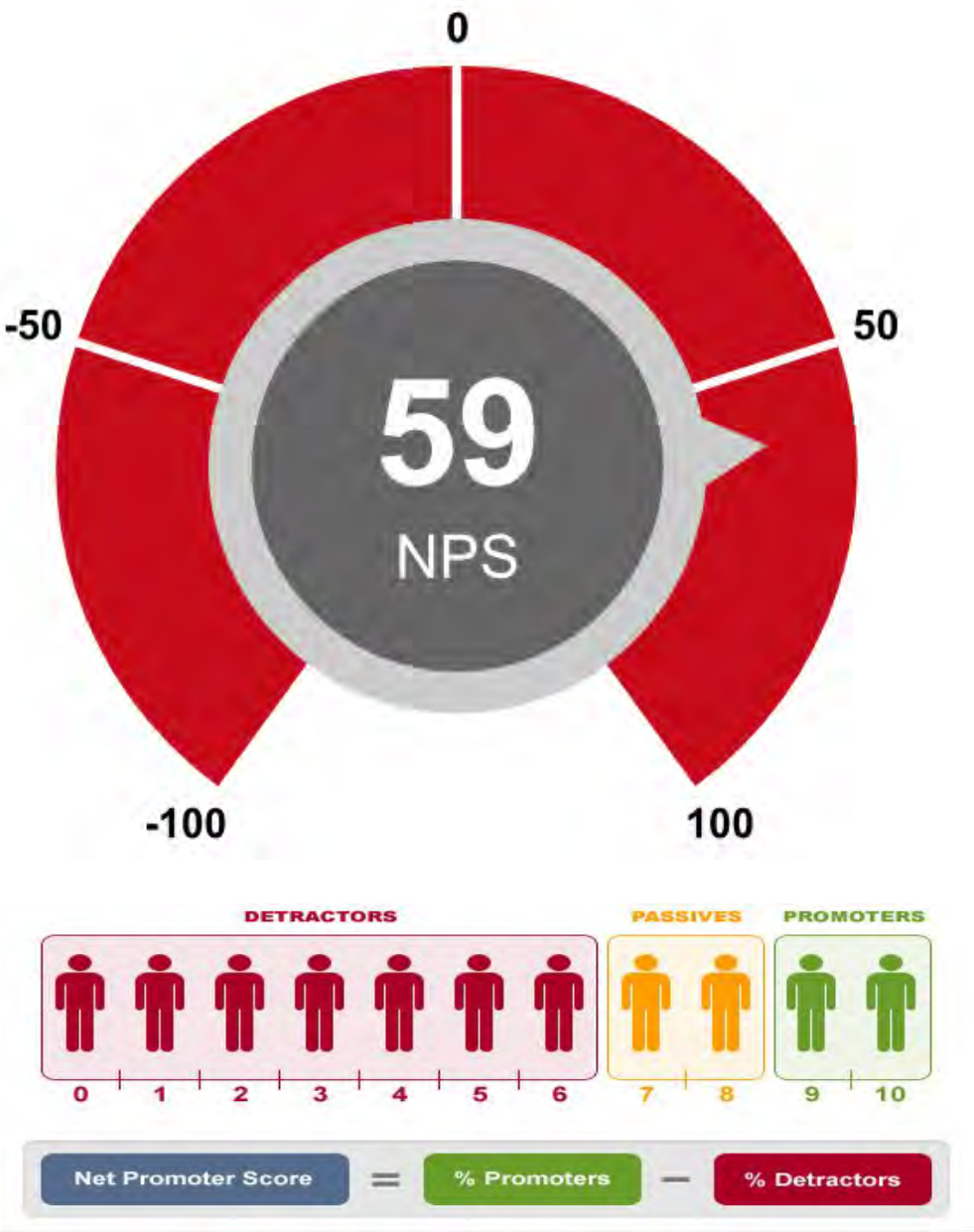
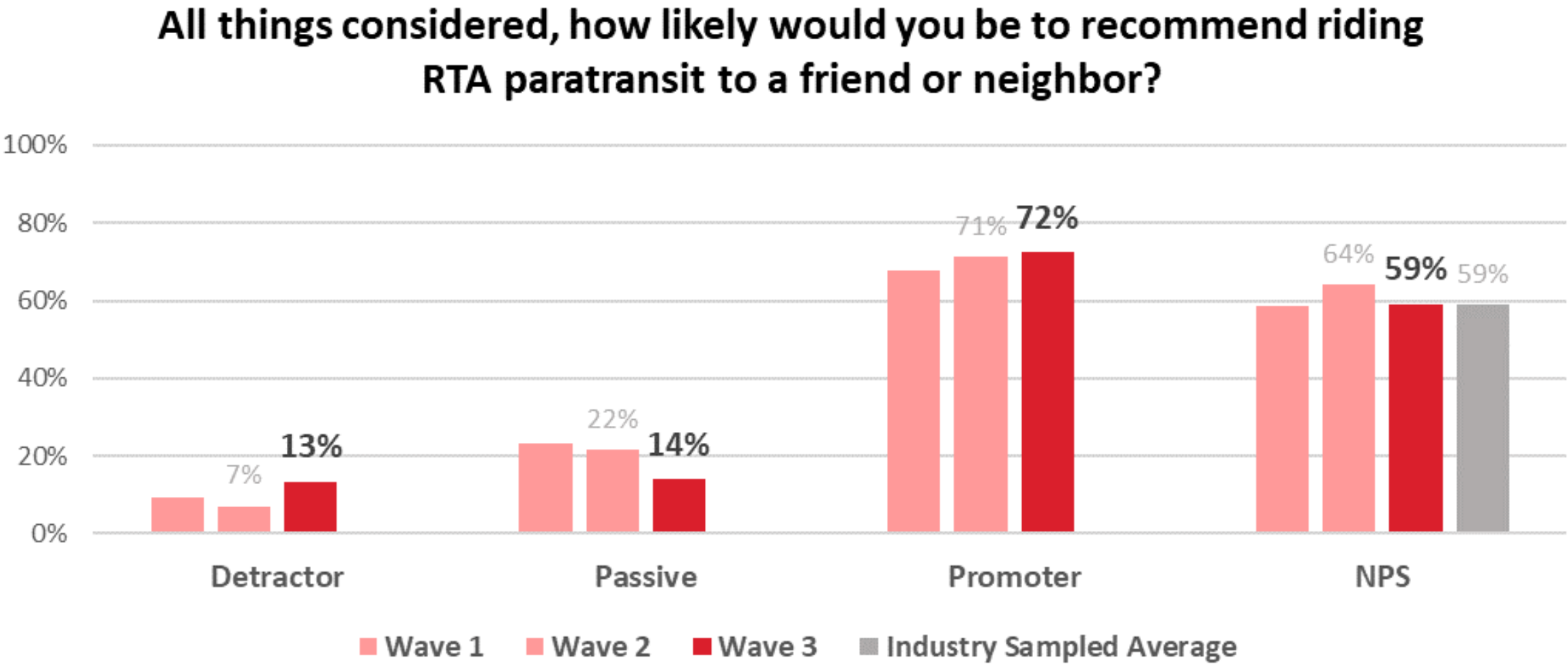
Net Promoter Score

Paratransit

TransPro Insight

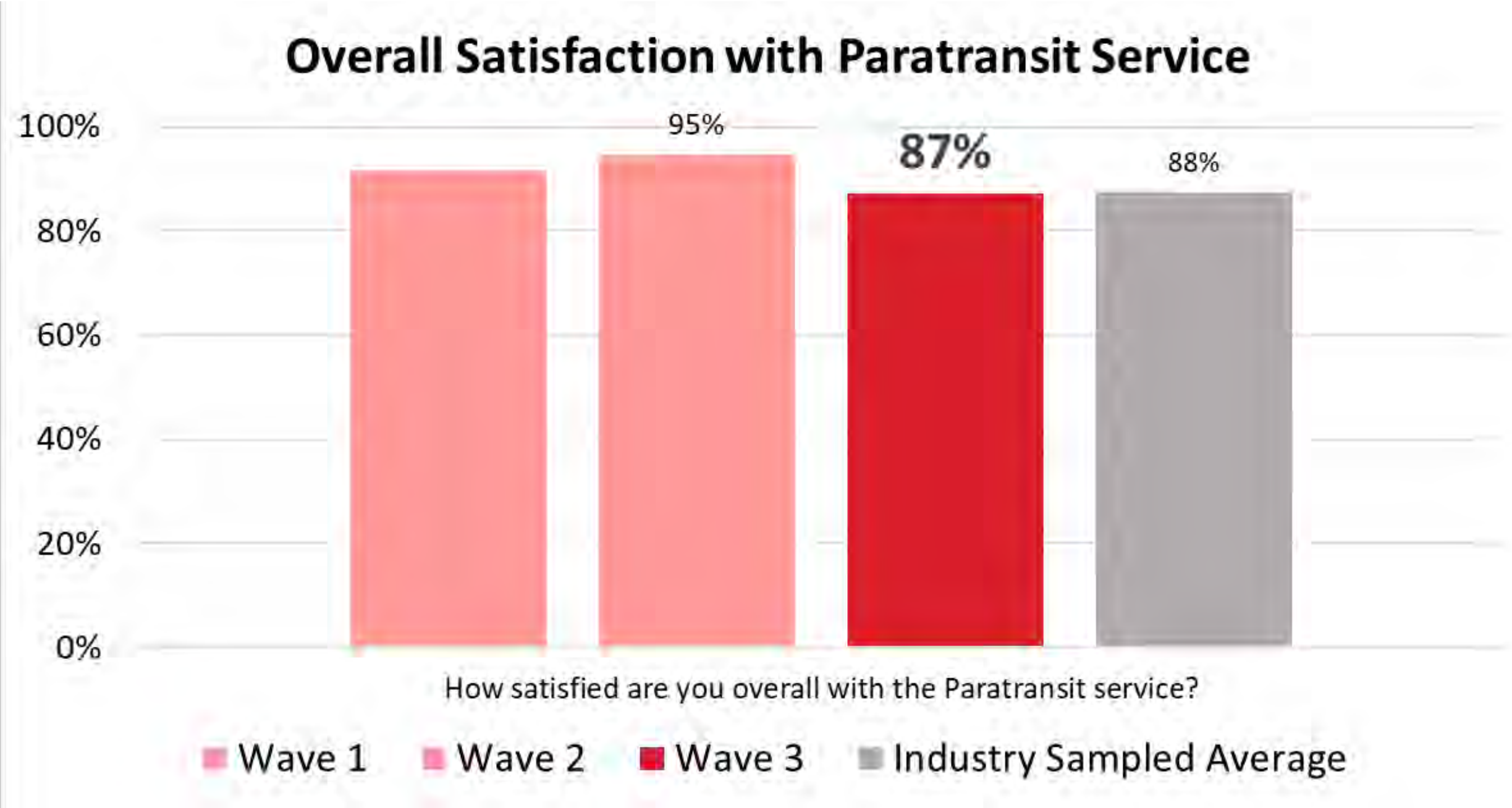
RTA's Paratransit NPS continues to be the same as the NPS of the Paratransit industry. While improvements should continue to be made, celebrations should also be made with the Paratransit team for their excellent results.

RTA's Paratransit NPS is 59%, which the same as Wave 2.



Paratransit Satisfaction

87% of Paratransit Customers are satisfied with the overall service, which is eight points lower than Wave 2 (95%).

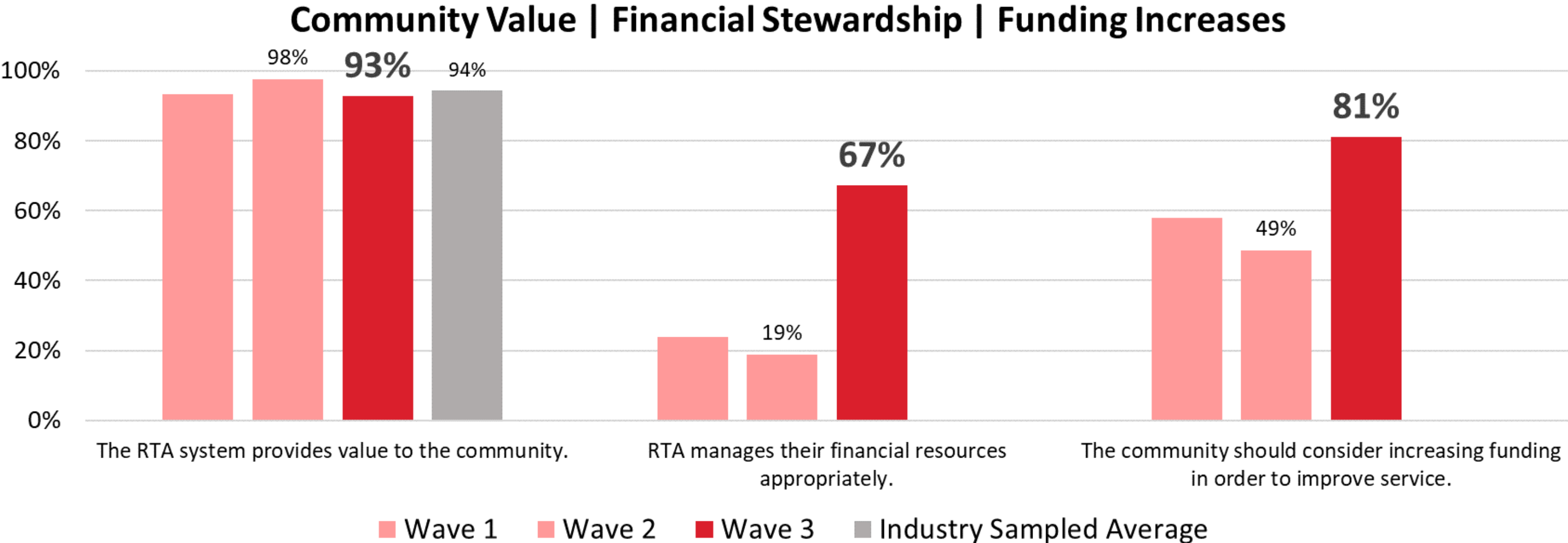


Customer Perception of GCRTA

93% of Paratransit Customers agree the RTA system provides value to the community, which is similar to previous surveys.

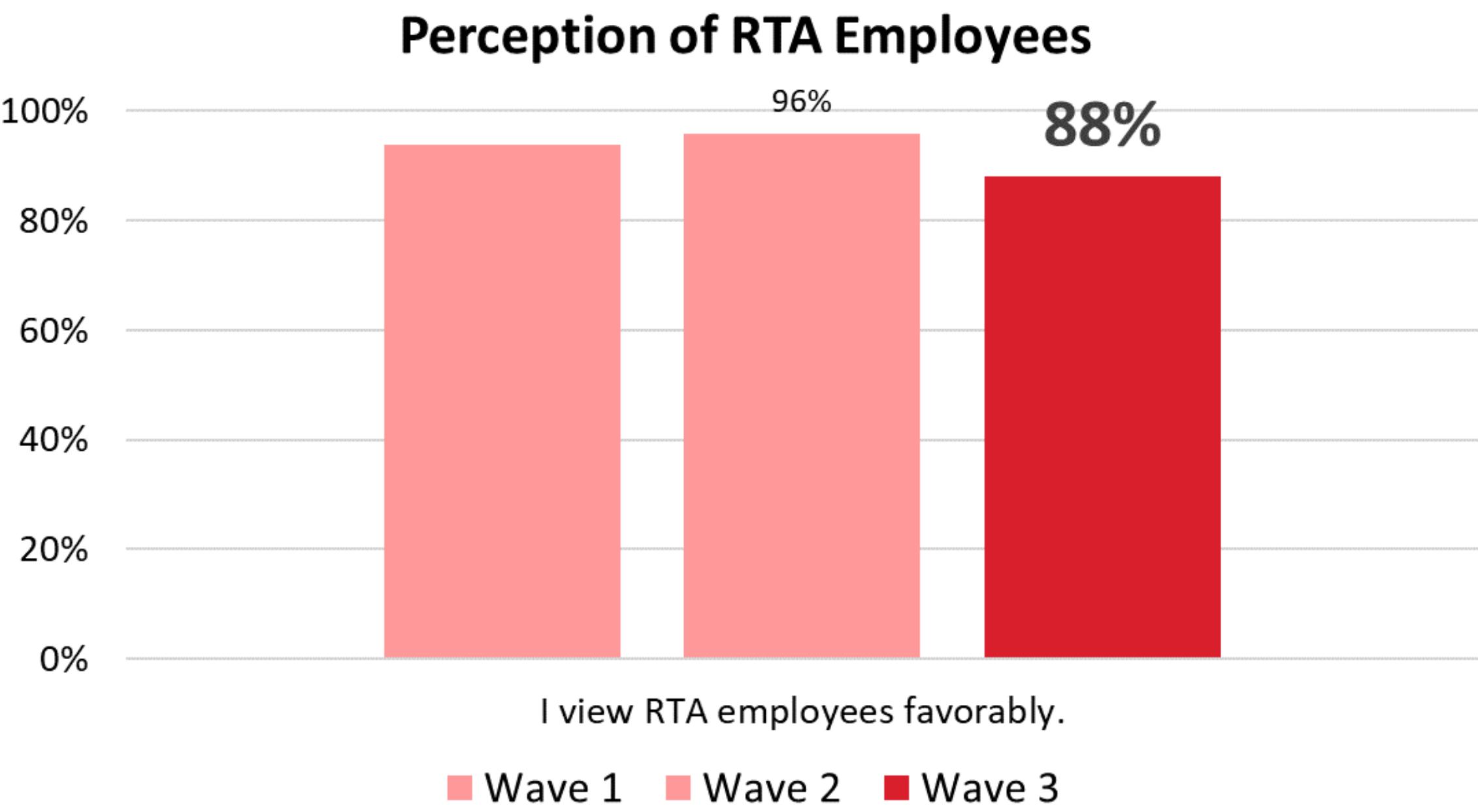
67% of Paratransit Customers agree RTA manages their financial resources appropriately, which is significantly higher!

81% of Paratransit Customers agree the community should consider increasing funding in order to improve the service, which is significantly higher than previous survey waves.



Customer Perception of GCRTA Employees

88% of Paratransit Customers view RTA employees favorably, which is eight points lower than Wave 2 (96%).



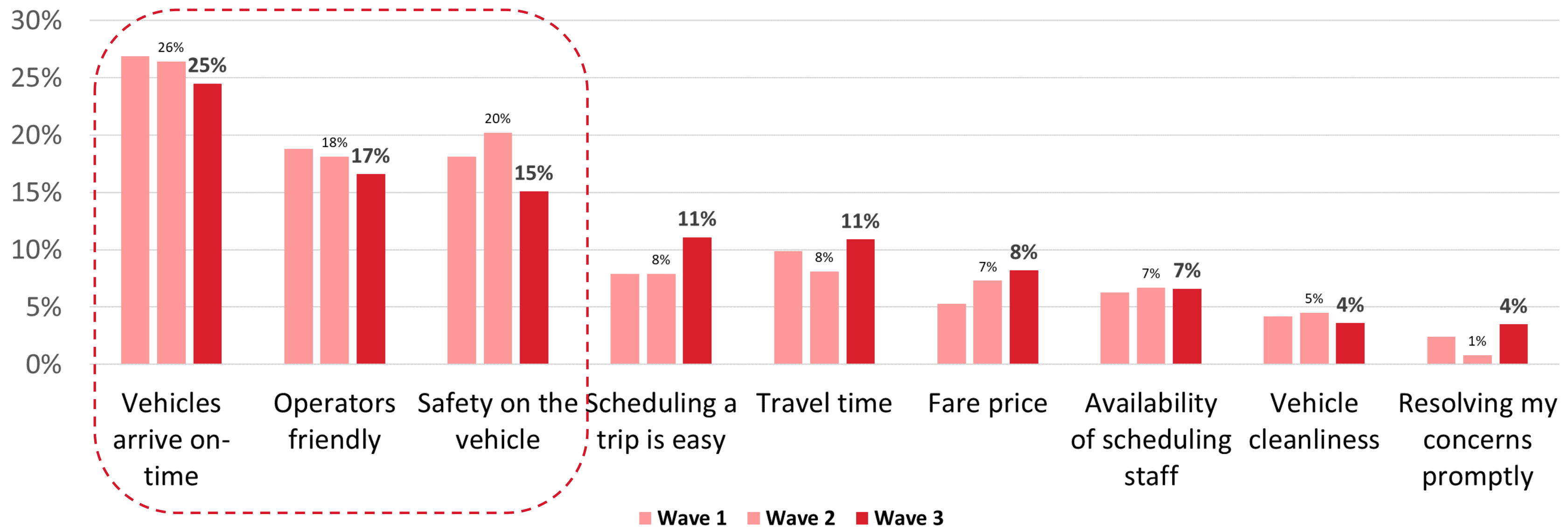
Customer Importance Factors

Paratransit

Top Customer Importance Factors

- The top importance factors to Paratransit Customers are On-Time Performance, Safety on the vehicle, and Operators being friendly and helpful.

Top Importance Factors



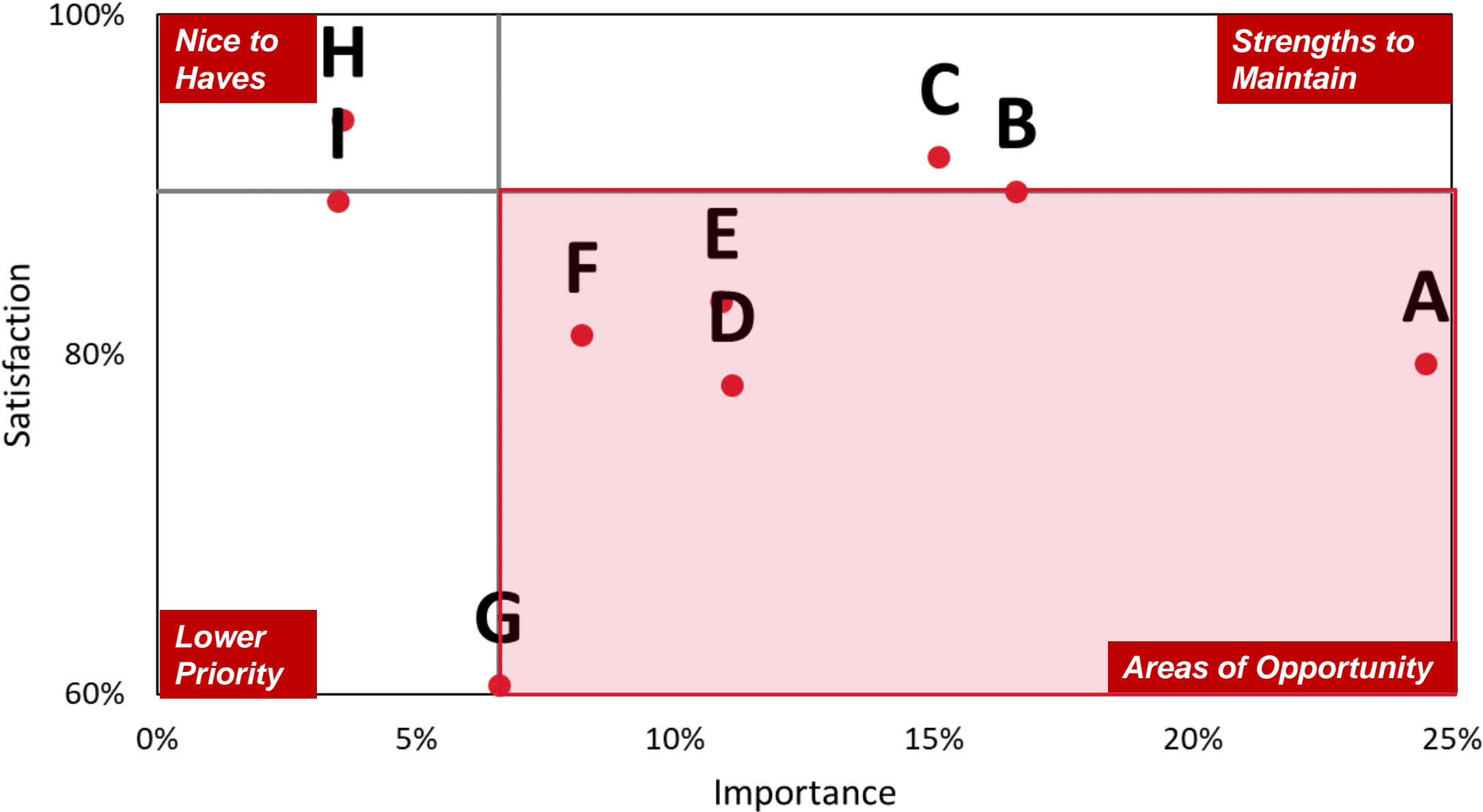
Key Driver Analysis

TransPro Insight

With the top three importance factors in 90%+ satisfaction levels, a focus should be placed on maintaining performance in these areas and improving satisfaction in lower importance areas such as ease of scheduling a trip.



Satisfaction VS Importance



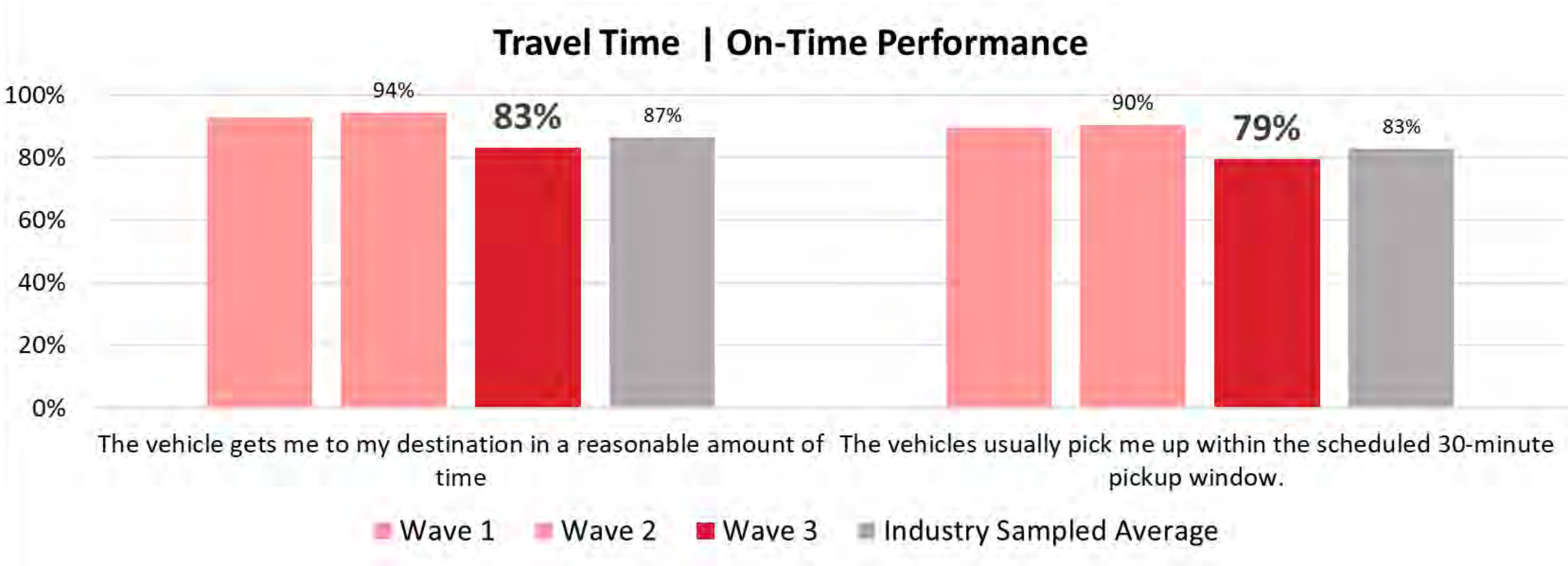
Legend

- A – On-Time Performance
- B – Operators being friendly and helpful
- C – Safety on the vehicle
- D – Scheduling a trip is easy
- E – Travel Time
- F – Fare Price
- G – Availability of scheduling staff
- H – Vehicle Cleanliness
- I – Customer Service is helpful

Travel Time and On-Time Performance

- 83% of Paratransit Customers agree that the travel time is satisfactory, which is nine points lower than Wave 2 (94%).
- 79% of Paratransit Customers agree that the vehicles usually picks up within the pickup window, which is 11 points lower than Wave 2 (90%).

TransPro Insight
On-Time Performance remains the most important area to Customers and should stay a priority to drive customer satisfaction.

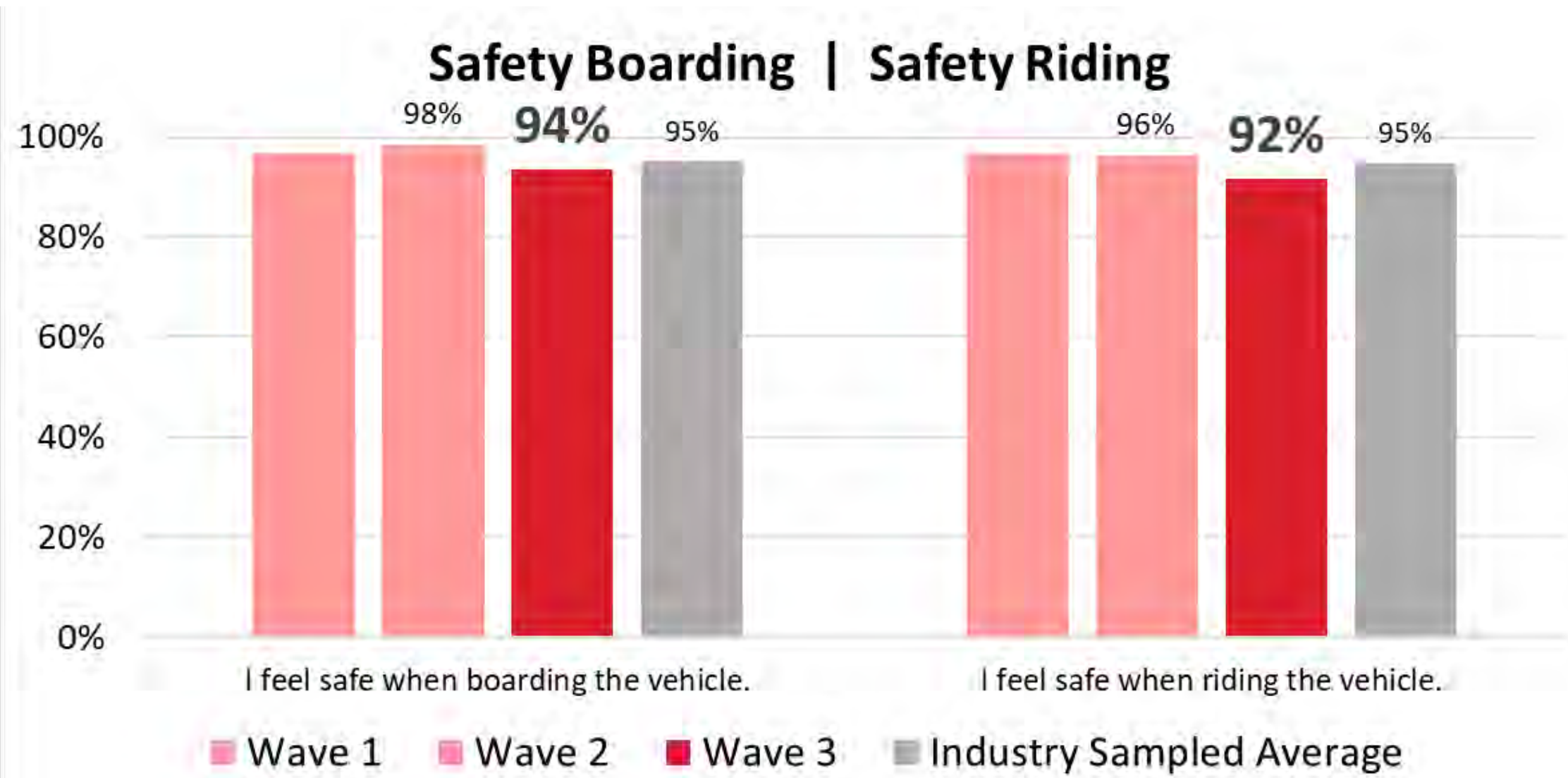


Safety Waiting and Riding

- 94% of Paratransit Customers feel safe when boarding the vehicle, which is similar to Wave 2 (98%).
- 92% of Paratransit Customers feel safe riding the vehicle, which is similar to Wave 2 (96%).

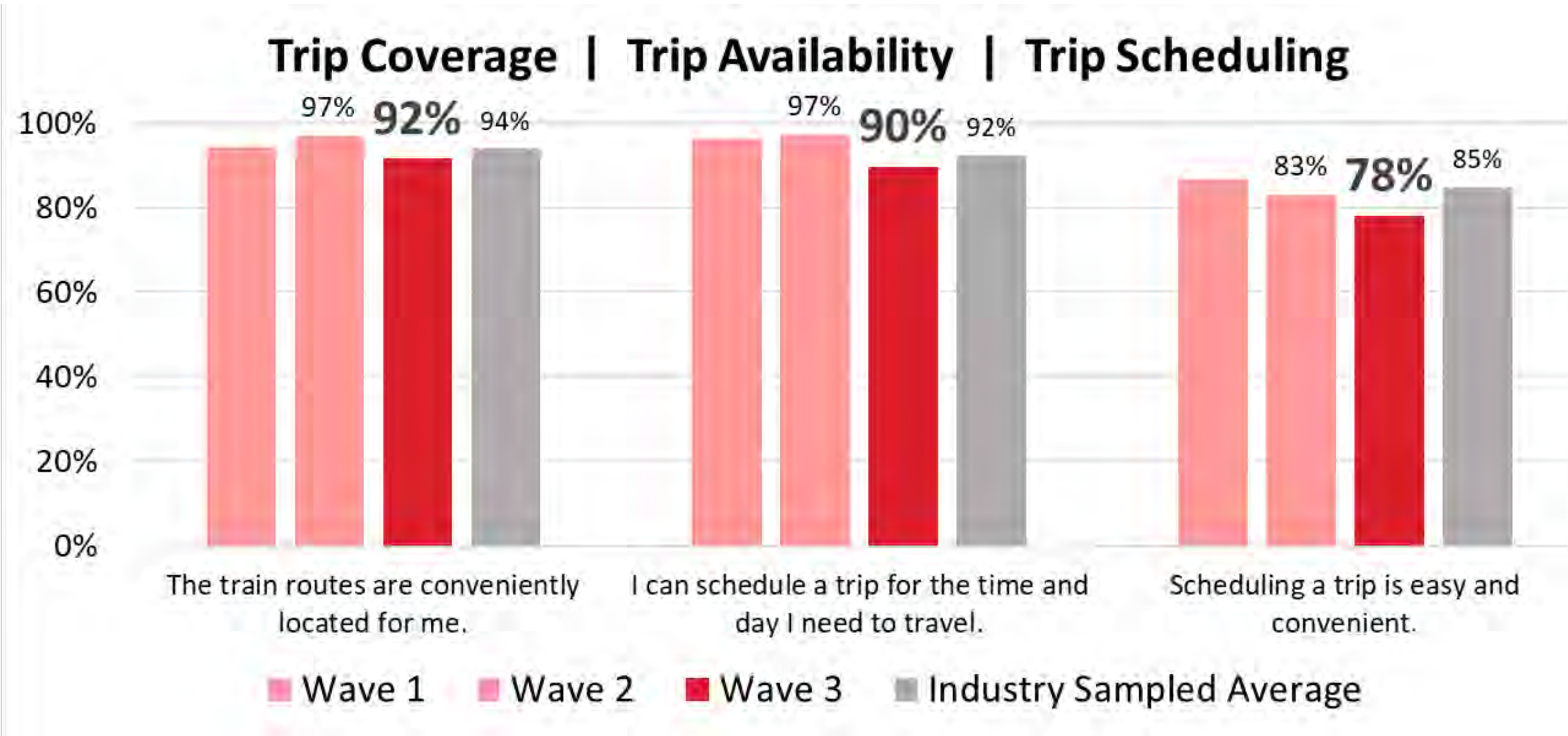
TransPro Insight

Customer importance for **Safety on the vehicle** has increased and satisfaction has remained constant. With the increase in importance, this factor should remain a priority and closely watched to ensure that the rising importance is not a leading indicator of decreasing satisfaction.



Trip Availability, Coverage, and Scheduling

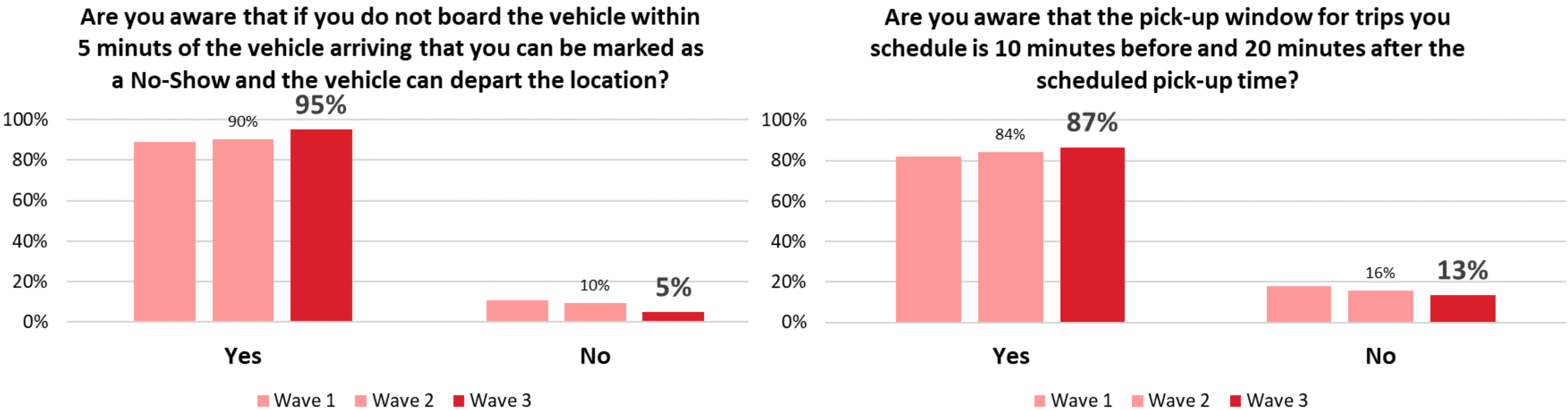
- 92% of Paratransit Customers are satisfied with Trip Coverage, which is five points lower than Wave 2 (97%).
- 90% of Paratransit Customers are satisfied with the Trip Availability, which is seven points lower than Wave 2 (97%).
- 78% of Paratransit Customers are satisfied with Trip Scheduling, which five points lower than Wave 2 (83%).



Policy Awareness

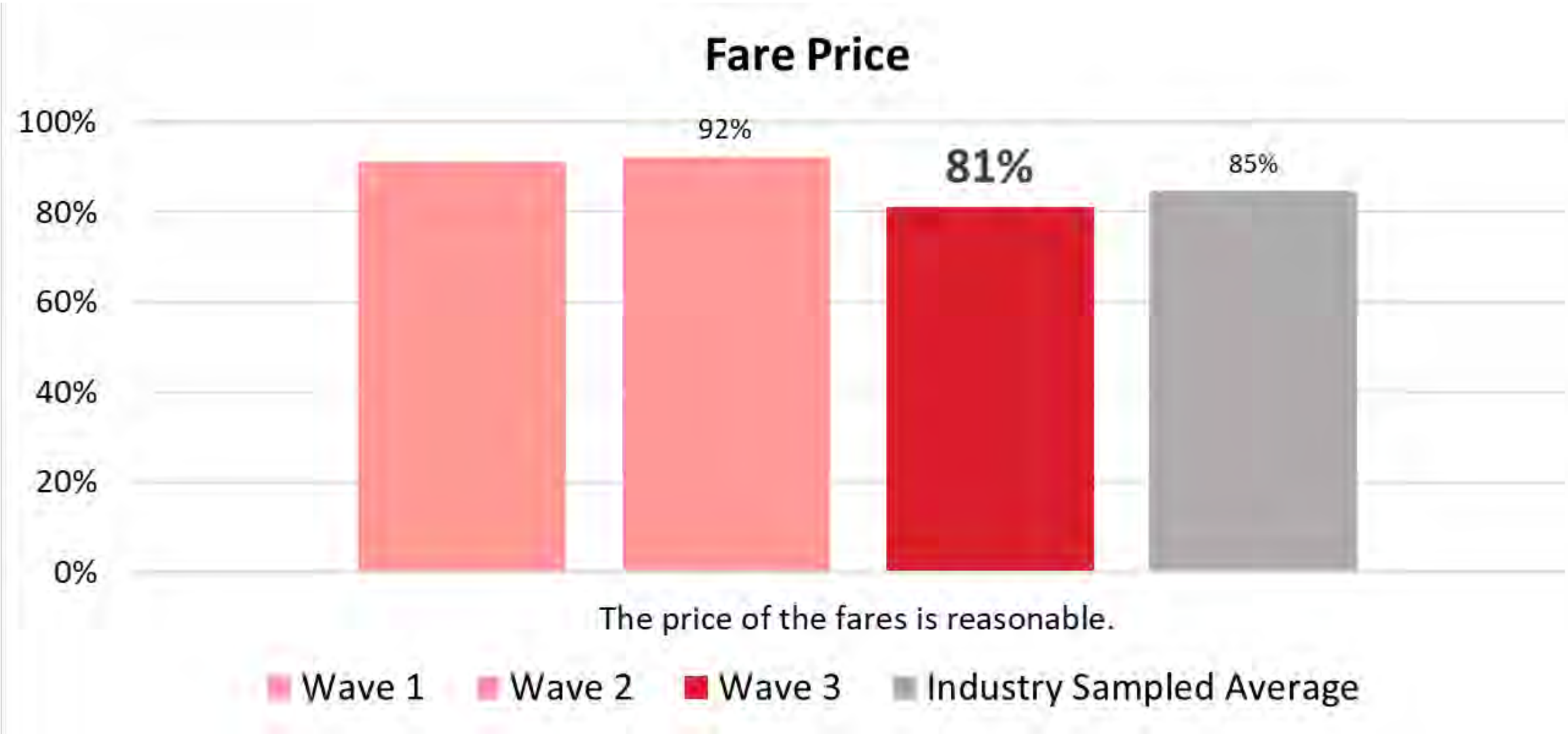
Awareness of Paratransit Policy continues to improve:

- 95% of Paratransit Customers are aware of the No-Show policy, up from Wave 2 (90%).
- 87% of Paratransit Customers are aware of the pick-up window for trips, up from Wave 2 (84%).



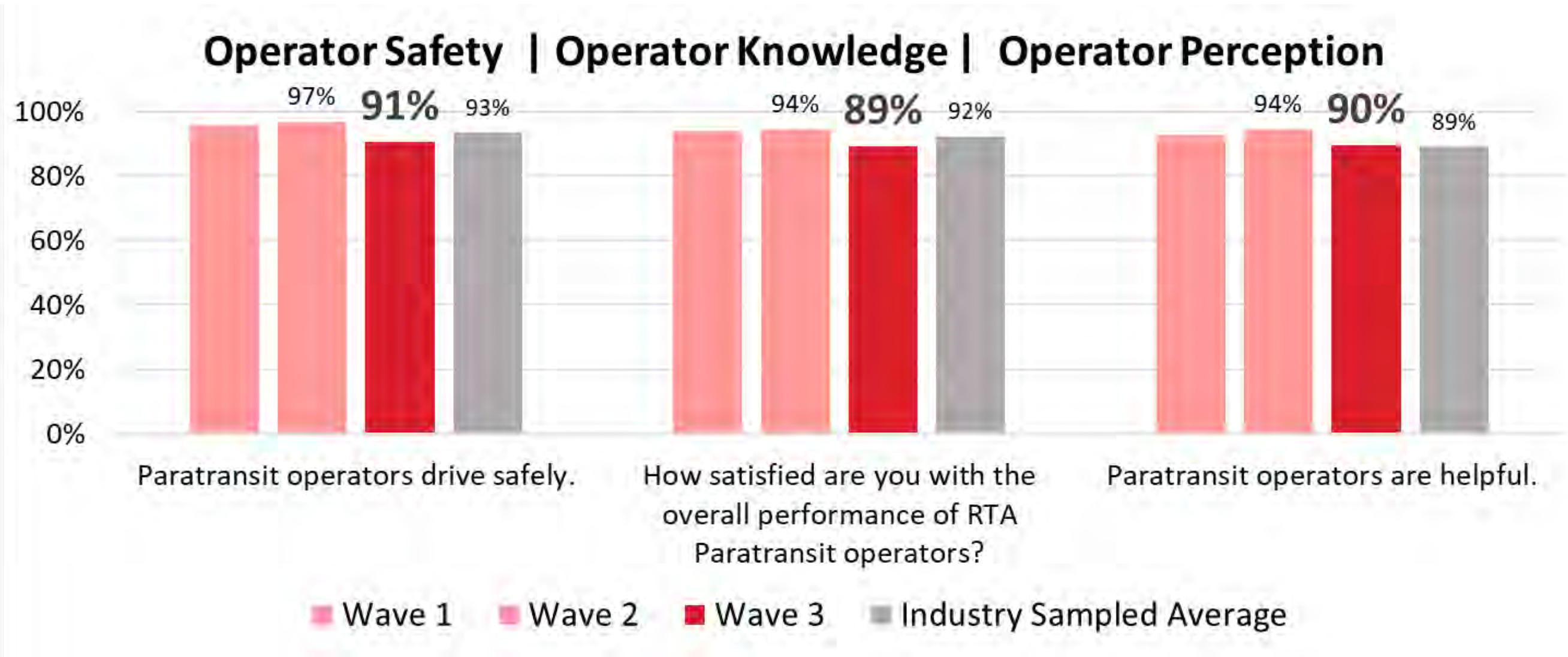
Fare Price

81% of Paratransit Customers are satisfied with the price of fares, which is 11 points lower than Wave 2 (92%).



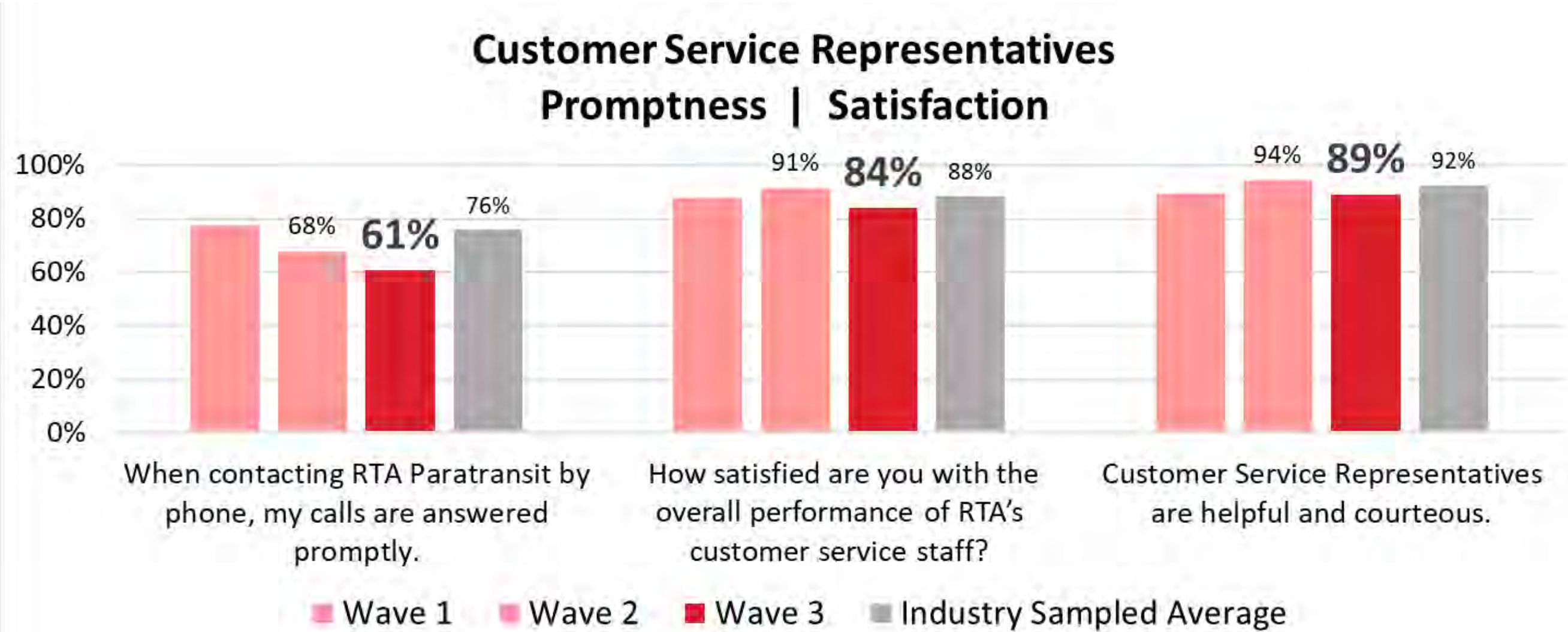
Perception of Operators

- 91% of Paratransit Customers agree that the operators drive safely, six points lower than Wave 2 (97%).
- 90% of Paratransit Customers are satisfied with the operators’ overall performance, similar to Wave 2 (94%).
- 90% of Paratransit Customers agree that operators are friendly and helpful, which is similar to Wave 2 (94%).



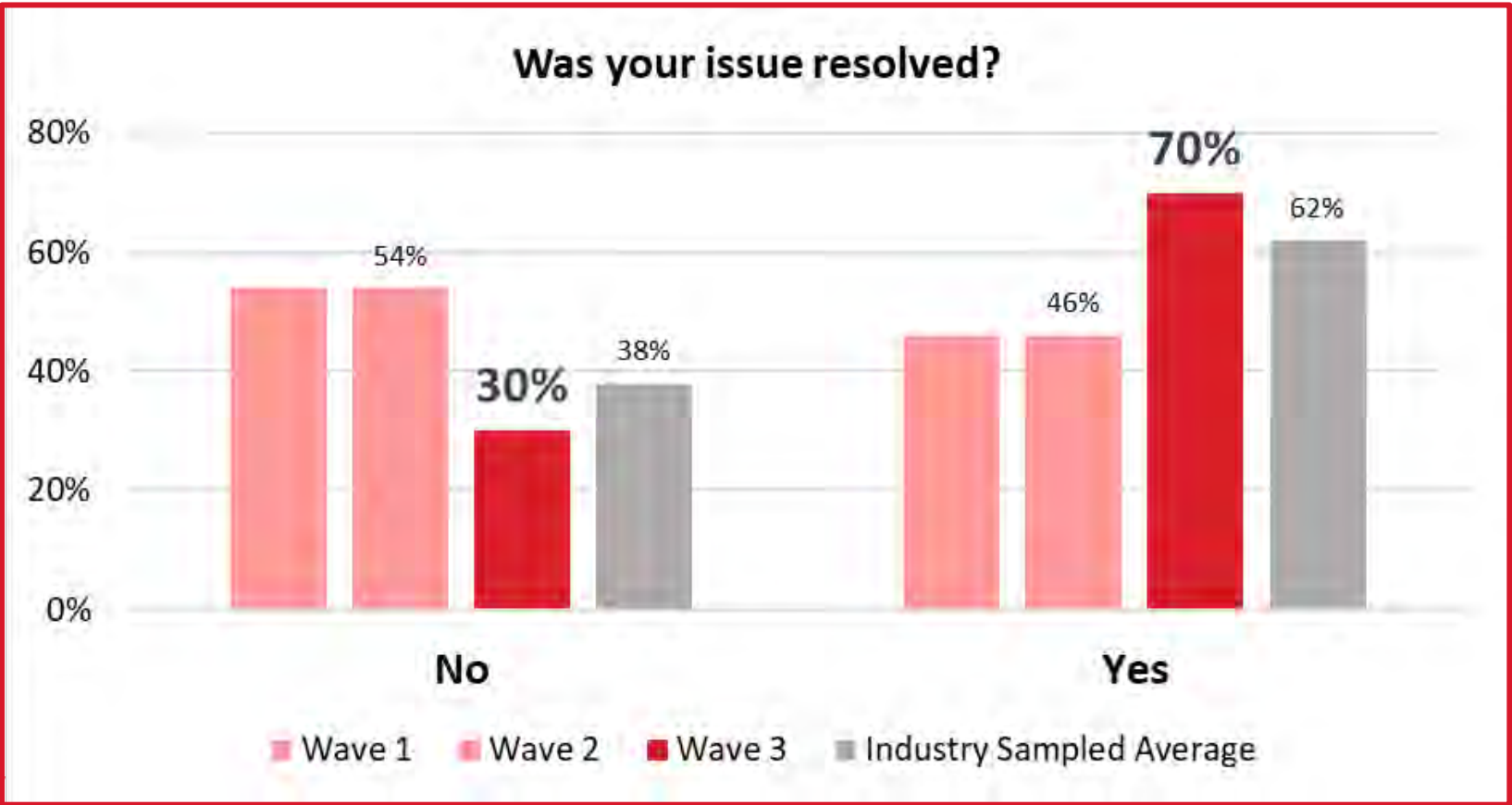
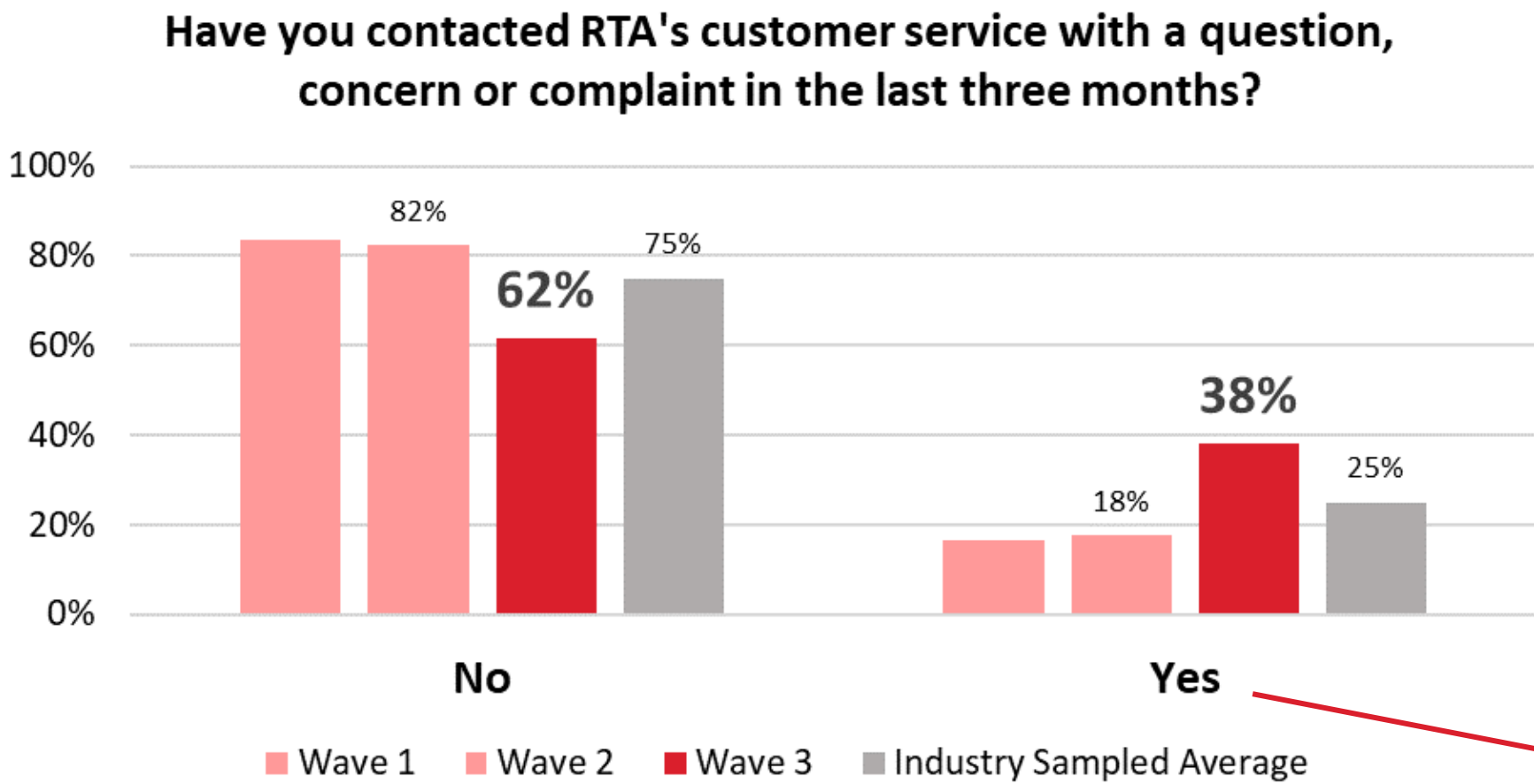
Customer Service Representatives

- 61% of Paratransit Customers agree their calls are answered promptly, which is seven points lower than Wave 2 (68%).
- 84% of Paratransit Customers are satisfied with the customer service staff’s overall performance, which is seven points lower than Wave 2 (91%).
- 89% of Paratransit Customers agree call center representatives are helpful and courteous, which is five points lower than Wave 2 (94%).



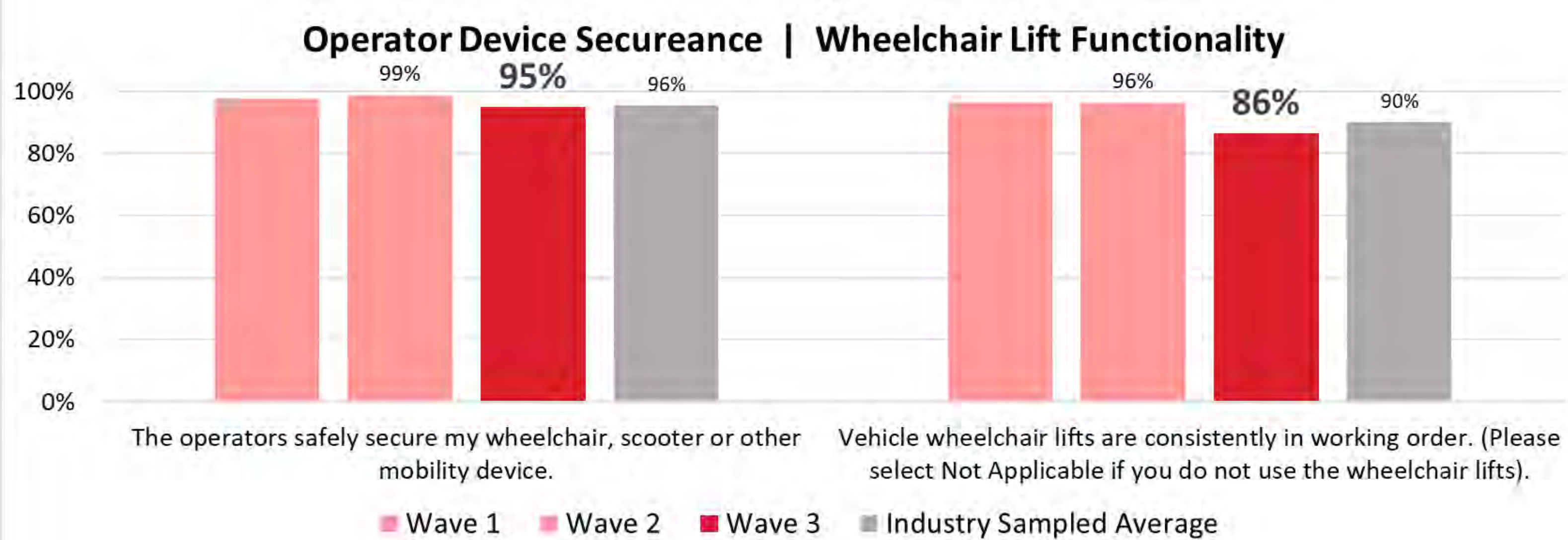
Issue Resolution

- 38% of Paratransit Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is significantly higher than Wave 2 (18%).
- Of the 38% who contacted RTA, 70% agreed that their issue was resolved, which is significantly higher than previous surveys (46%).



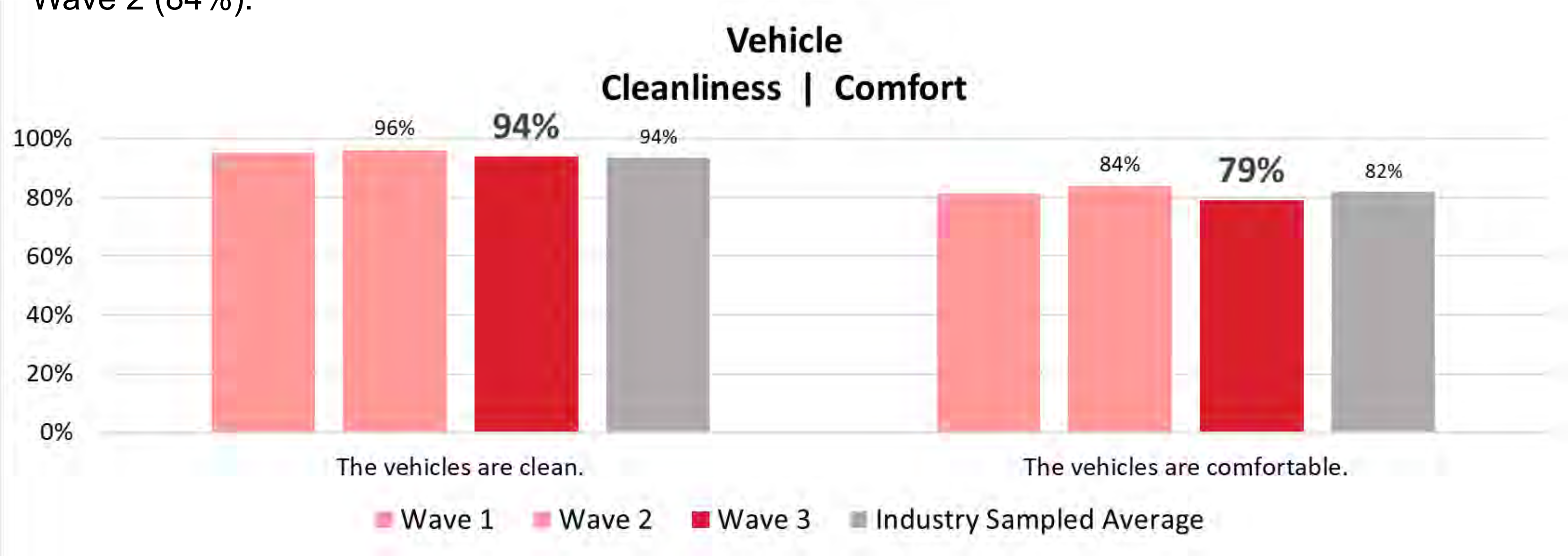
Mobility Devices

- 95% of Paratransit Customers agree operators safely secure their mobility device, which is four points lower than Wave 2.
- 86% of Paratransit Customers agree wheelchair lifts are consistently in working order, which is ten points lower than Wave 2 (96%).



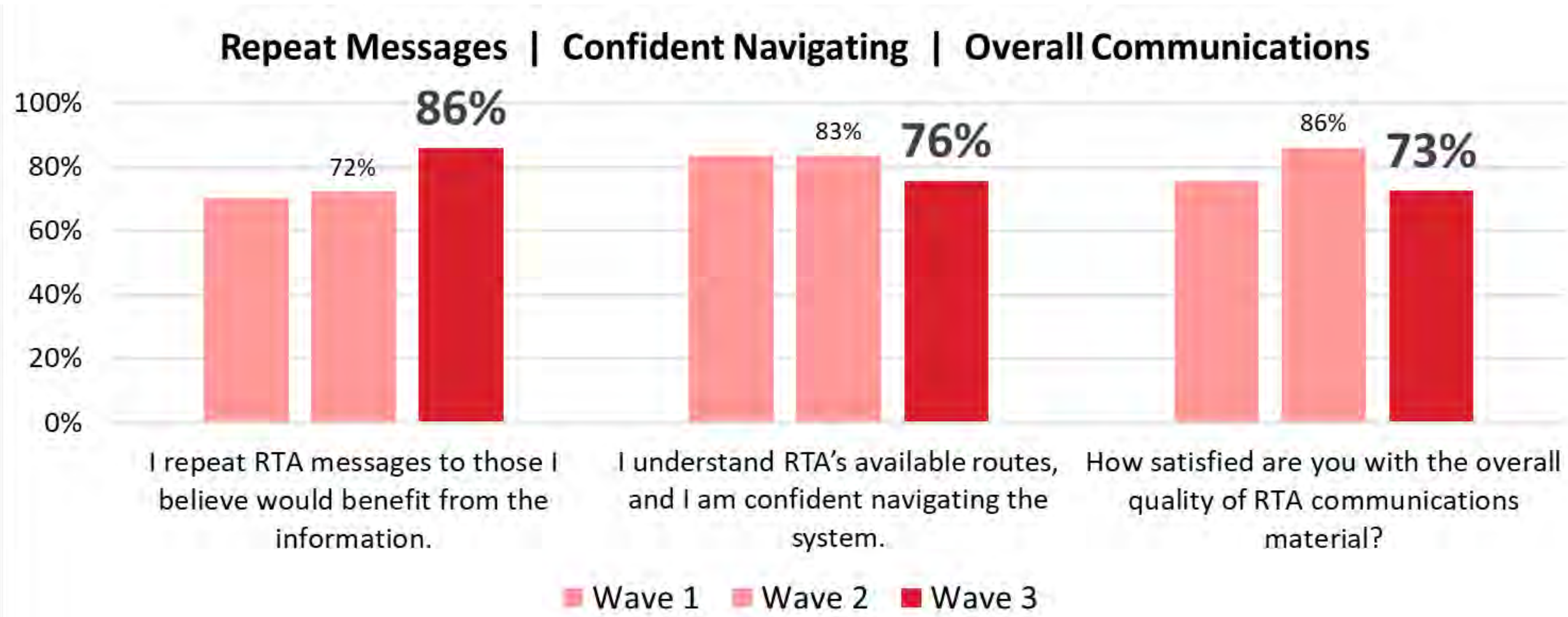
Vehicle Conditions

- 94% of Paratransit Customers agree that the vehicles are clean, which is similar to Wave 2 (96%).
- 79% of Paratransit Customers agree that the vehicles are comfortable, which is five points lower than Wave 2 (84%).



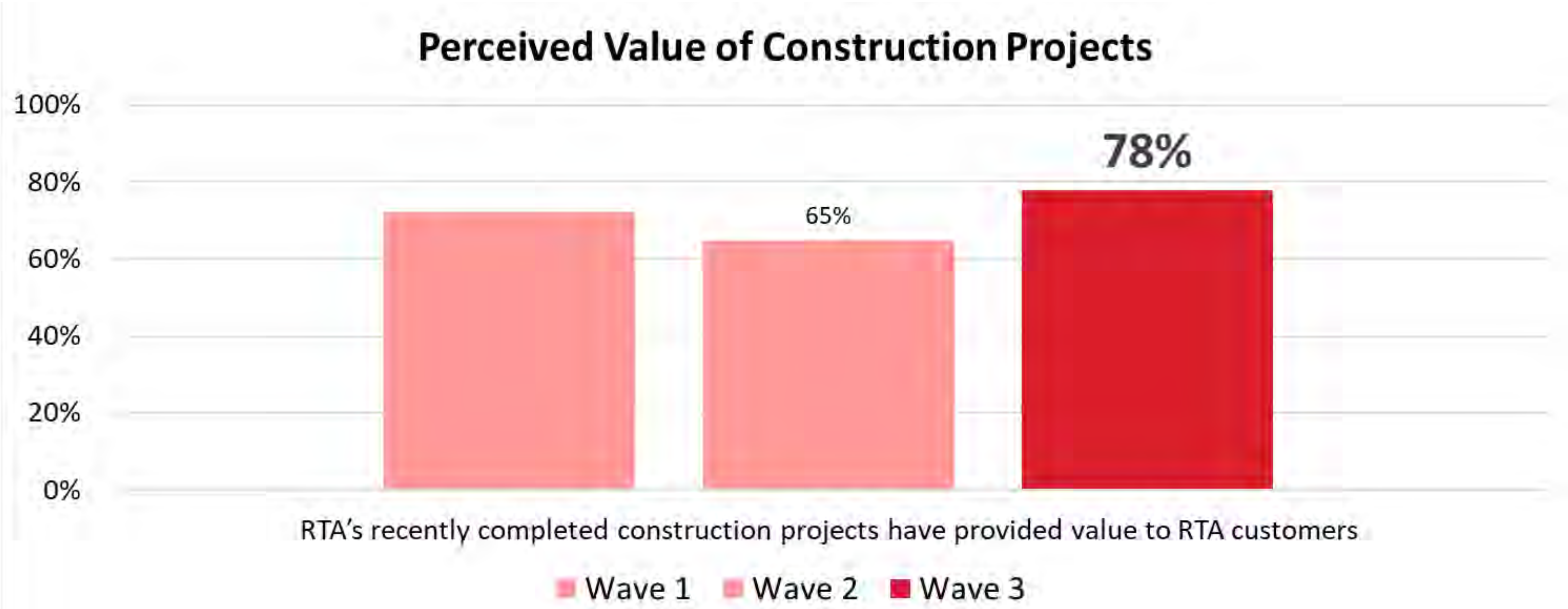
Communications Materials

- 86% of Paratransit Customers repeat RTA messages to those they believe would benefit from the information, which is 14 points higher Wave 2 (72%).
- 76% of Paratransit Customers understand RTA’s available routes and are confident navigating the system, which is seven points lower than Wave 2 (83%).
- 73% of Paratransit Customers are satisfied with the overall quality of RTA communications material, which is 13 points lower than Wave 2 (86%).



Capital Projects

- 78% of Paratransit Customers believe RTA’s recently completed construction projects have provided value, which is 13 points higher than Wave 2 (78%).



Questions?