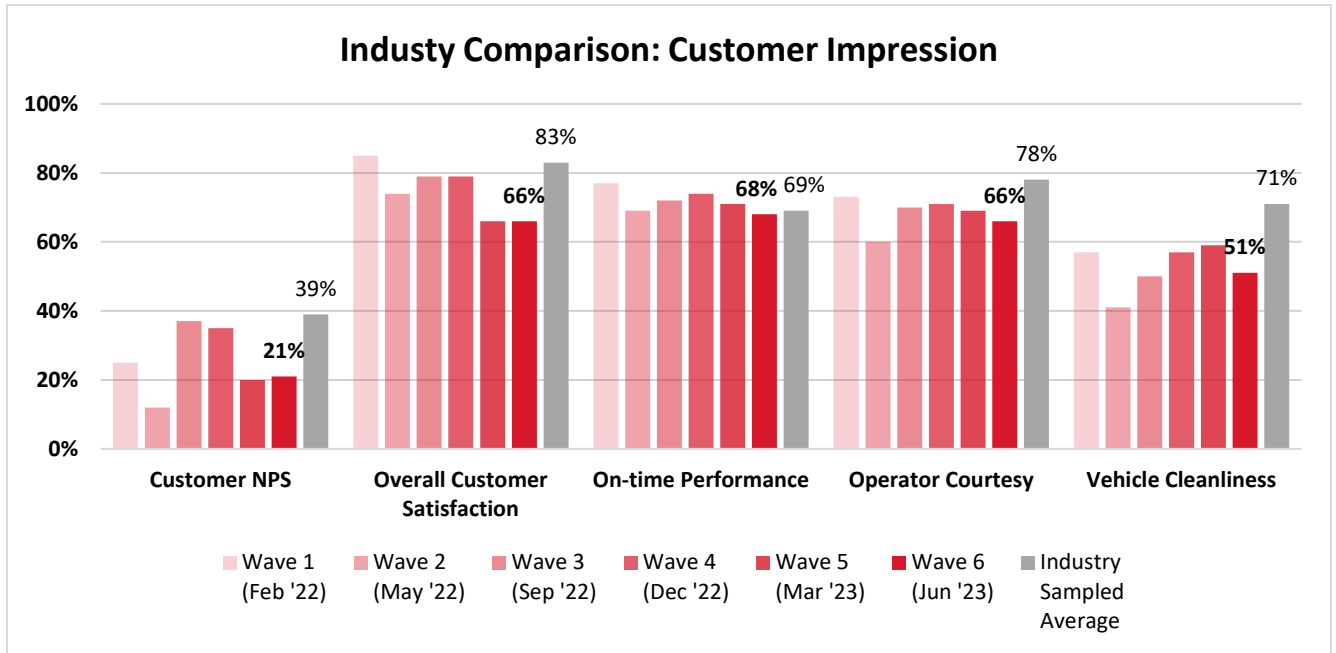


GCRTA Customer Experience Survey Results – Wave 6

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The sixth wave of Customer Experience Surveys occurred in mid to late June 2023 and resulted in a slight increase in the overall Net Promoter Score* to 21, indicating that customers are more likely to recommend RTA services to others than they were in Wave 5 (March 2023). The chart presented shows all six waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).



On average, the RTA is now 17 percentage-points lower for overall satisfaction and 18 points lower for NPS, compared to other transit agencies. Customer perceptions of Fixed Route, BRT, and Rail vehicle cleanliness and safety and security while waiting for the vehicle are likely the drivers of the lower overall satisfaction and NPS scores.

For the first time in six waves, the Fixed Route on-time performance perception is a strength to maintain rather than an area of opportunity. As the most important factor to customers, the uptick in satisfaction is significant.

II. Fixed Route, BRT, & Rail

Consistent with previous 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 1,341 surveys were completed, yielding a ±5% margin of error at the 95% confidence level. The survey data was compared to industry partners including VIA (San Antonio, TX), CATS (Charlotte, NC), TARC (Louisville, KY), RTD (Denver, CO), and others.

Two out of three customers are satisfied or very satisfied with the service, which is slightly down from previous waves.

The most important factors include on-time performance (BRT), vehicle cleanliness (Fixed Route, BRT, and Rail), feeling safe and secure onboard (Fixed Route, BRT, and Rail), fare price (BRT and Rail), feeling safe and secure while waiting for the vehicle (Fixed Route, BRT, and Rail), frequency of service (BRT and Rail), and driver courtesy (BRT).

Customers are most satisfied with vehicles being operated safely (Fixed Route, BRT, and Rail), bus routes being conveniently located (Fixed Route and BRT), and travel time (Rail).

Customers are least satisfied with vehicle cleanliness (Fixed Route, BRT, and Rail) and feeling safe and secure waiting for the vehicle (Fixed Route, BRT, and BRT).

Fixed Route and Rail customers indicate that on-time performance is among the most important factors and one in which customers show a greater level of satisfaction. BRT customers indicate that conveniently located routes is among the most important factors and one in which customers show a greater level of satisfaction. These are strengths for RTA to maintain.

III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 429 surveys yielding a ±5% margin of error at the 95% confidence level. Customer perceptions of Paratransit service continue to be very encouraging.

RTA's Paratransit NPS increased by 5 points, from 65 in Wave 5 to 70 in Wave 6. It is now 20 points higher than the industry average of 50.

Customers most often agree they feel safe while boarding the vehicle, can schedule for the time and date they need, and feel safe while riding the vehicle.

*Net Promoter Score

