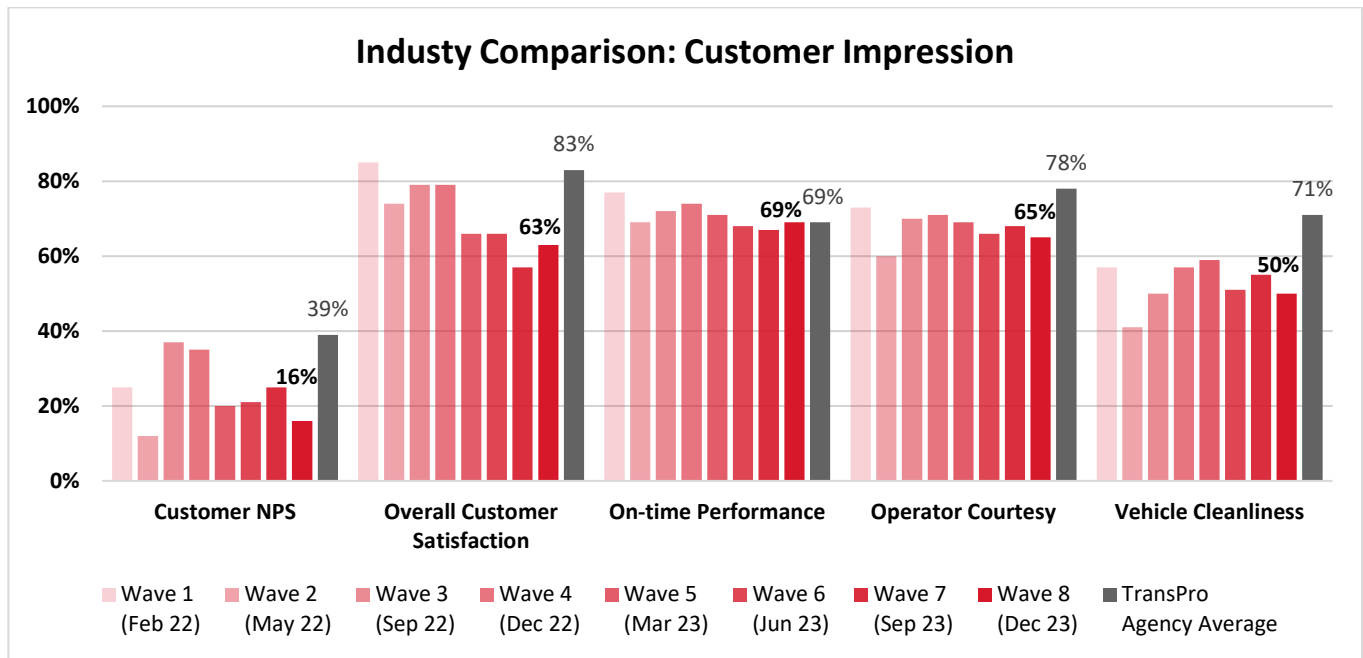


GCRTA Customer Experience Survey Results – Wave 8

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The eighth wave of Customer Experience Surveys occurred in December 2023 and resulted in a nine-point decrease in the agency Net Promoter Score* to 16. This indicates that customers are less likely to recommend RTA services to others than they were in wave 7. The chart presented shows all eight waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).



On average, the RTA is currently 23 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 the key drivers of the lower Net Promoter Score.

Overall satisfaction increased by 6 percentage-points due to higher levels of satisfaction with Fixed Route, BRT, and Rail on-time performance and route location.

II. Fixed Route, BRT, & Rail

Consistent with previous customer surveys, a methodology of a randomized intercept survey of approximately every fourth boarding customer across the three modes (Fixed Route, BRT, and Rail) was conducted. A total of 1,371 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.

60% of customers are satisfied or very satisfied with the service, which is up from wave seven.

The most important factors include on-time performance (all modes), vehicle cleanliness (all modes), detour updates (all modes), feeling safe and secure onboard (all modes) and while waiting (all modes), convenient routes (BRT), and ease of finding out if the vehicle is running on schedule (Fixed Route).

Customers are most satisfied with on-time performance (all modes) and convenient route location (BRT).

Customers are least satisfied with vehicle cleanliness (all modes), feeling safe and secure riding (all modes) and waiting (all modes) for the vehicle, detour updates (all modes), and ease of finding out if the vehicle is running on schedule (Fixed Route).

III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 428 surveys yielding a ±5% margin of error at the 95% confidence level.

RTA's Paratransit NPS decreased by 5 points, from 63 in Wave 7 to 58 in Wave 6. It is still 8 points higher than the industry average of 50. It is noteworthy that NPS has decreased two consecutive waves.

Customers most often agree they feel safe while boarding and riding the vehicle, driver safety and courtesy, and vehicle cleanliness. On-time performance and travel time continue to be important to customers, while earning lower levels of satisfaction.

*Net Promoter Score

$$\text{NET PROMOTERS SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

