



# Quarterly Performance Review: **FY26 Q1**

India L. Birdsong Terry, GCRTA General Manager and CEO

Nick Biggar, GCRTA Sr. Dir. of Customer Experience and Performance Management

GCRTA Board Meeting

May 19, 2026

# Agenda



1. **Performance Management**
2. **2026 Organizational Scorecard**
3. **February 2026 Customer Experience Survey Results**
4. **April 2026 Community Value Survey Results**
5. **Performance Management Cadence**



# Performance Management

India L. Birdsong Terry  
Nick Biggar

# Organizational Scorecard: **FY26 Q1**

Success Outcome	Goal Points	FY 26 Q1 Points	FY26 Q2 Points	FY26 Q3 Points	FY26 Q4 Points
Customer Experience	35	33.9			
Community Impact	20	15.0			
Employee Investment	20	12.1			
Financial Health	25	21.9			
	100	82.9			

**82.9 / 100.0  
points earned**





# Organizational Scorecard

Nick Biggar

# Organizational Scorecard: **FY26 Q1**

## Umbrella Metrics

Metric	Goal	Owner	Q1 Results	Points Earned	Goal Points
Net Promoter Score (Quarterly)	35	I. Terry	37		
Net Promoter Score (4-Quarter Rolling Average)	35	I. Terry	38		

# Organizational Scorecard: **FY26 Q1**

## Success Outcome: **Customer Experience**

Metric	Goal	Owner	Q1 Results	Points Earned	Goal Points
Overall Customer Satisfaction	76%	N. Biggar	79.6%	8.0	8
Personal Safety/Security - Perception	70%	F. Caver	64.2%	4.6	5
On-Time Performance - Impression	76%	F. Caver	74.9%	7.9	8
On-Time Performance - Actual	83%	F. Caver	82.6%	8.0	8
Vehicle Cleanliness - Perception	60%	F. Caver	54.3%	5.4	6
<b>Total</b>				<b>33.9</b>	<b>35</b>

# Organizational Scorecard: FY26 Q1

## Success Outcome: Community Impact

Metric	Goal	Owner	Q1 Results	Points Earned	Goal Points
Perception of Community Value	89%	N. Walker-Minor	87.5%	6.9	7
Transit Oriented Development - Activation	4	J. Rusnov	0	0.0	2
Transit Oriented Development - Progress	80%	J. Rusnov	67.0%	2.5	3
CX Site Visit Closeout Compliance	70%	N. Biggar	100.0%	5	5
Community Partnership Activities	85	N. Walker-Minor G. Fields	18	0.6	3
<b>Total</b>				<b>15.0</b>	<b>20</b>

# Organizational Scorecard: **FY26 Q1**

## Success Outcome: **Employee Investment**

Metric	Goal	Owner	Q1 Results	Points Earned	Goal Points
First Year Retention Rate - Mission Critical Positions	80%	G. Fields	65.0%	4.9	6
Cultivate Internal Talent Pipeline	36%	G. Fields	36.4%	5.0	5
Professional Development Training Hours (Non-Bargaining)	80%	G. Fields	52.6%	2.0	3
Wellness Incentive Participation	(10%, 20%, 30%, 55%)	G. Fields	0.4%	0.3	6
<b>Total</b>				<b>12.1</b>	<b>20</b>

# Organizational Scorecard: FY26 Q1

## Success Outcome: Financial Health

Metric	Goal	Owner	Q1 Results	Points Earned	Goal Points
Competitive Grants	\$35M annually	R. Gautam	\$17,020,000	2.9	6
Transfer from Revenue Stabilization Fund	\$34M annually	R. Gautam	\$0.00	8.0	8
Expense Reduction	-3%	R. Gautam	-4.2%	11.0	11
<b>Total</b>				<b>21.9</b>	<b>25</b>

A blurred background image of a light rail train at a station platform. The train is grey with red and white accents. The platform has a yellow tactile paving strip. The text is overlaid on the image.

# February 2026 Customer Experience Survey

**Nicholas Biggar**

# 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.



Fixed Route Bus	BRT	Rail
<b>416</b> completed surveys	<b>446</b> completed surveys	<b>424</b> completed surveys
+/-4.8% at the 95% level of confidence	+/-4.7% at the 95% level of confidence	+/-4.8% at the 95% level of confidence



**10 days in the field**  
February 21<sup>st</sup> through  
March 2<sup>nd</sup>, 2026

Administered by trained surveyors using paper questionnaires, tablet interviews, and QR codes.

Customers who completed the survey could be entered into a drawing to win a \$500 Gift Card.

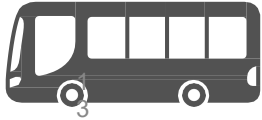
# Methodology

## *Paratransit*



Conducted Late February  
through March during  
2026

ETC Institute used their hybrid approach to collect over 400 surveys.



Received list of RTA Paratransit customers including name, address, and phone number. Mailed survey and cover letter to 2,500 individuals who used Paratransit services in the last quarter.



### Paratransit

**401** completed surveys

**+/-4.9%** at the 95%  
level of confidence

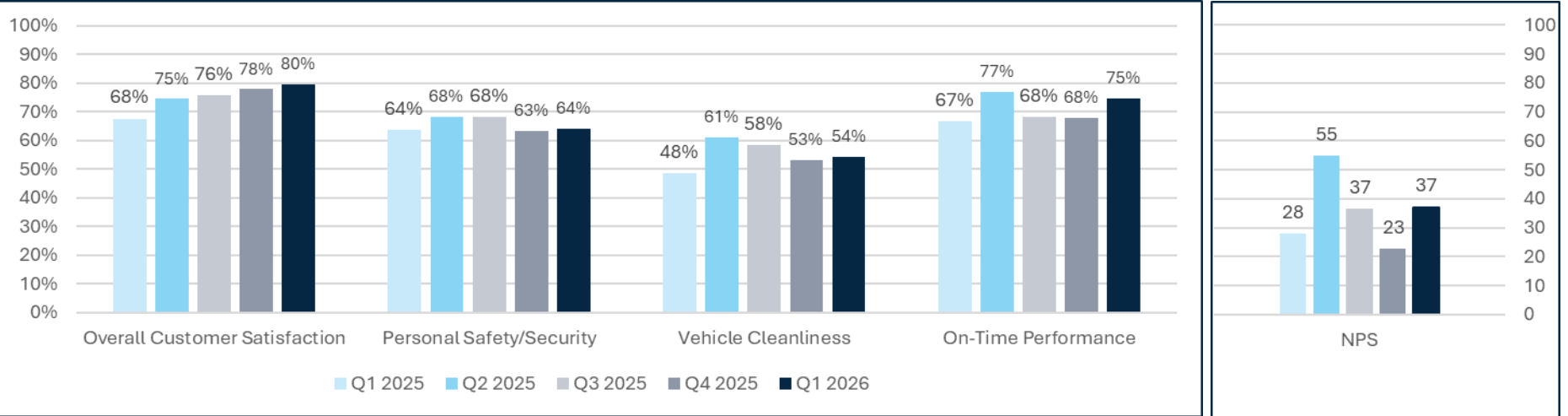
After mailing survey material, ETC followed up with text messages and phone calls to recipients.

# Key Customer Survey Metrics: **Agency Overall**

## Trends

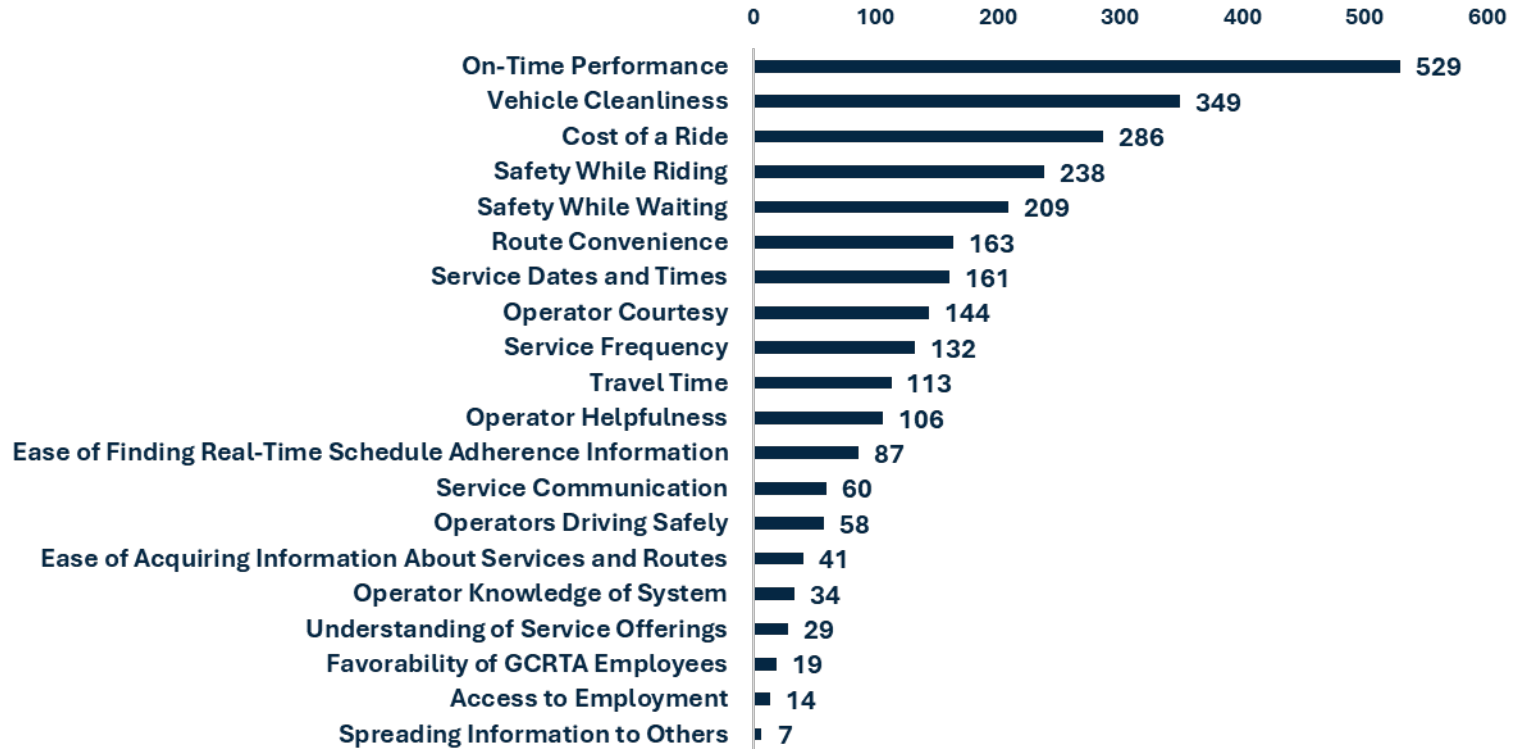
% Agreement

Net Promoter Score



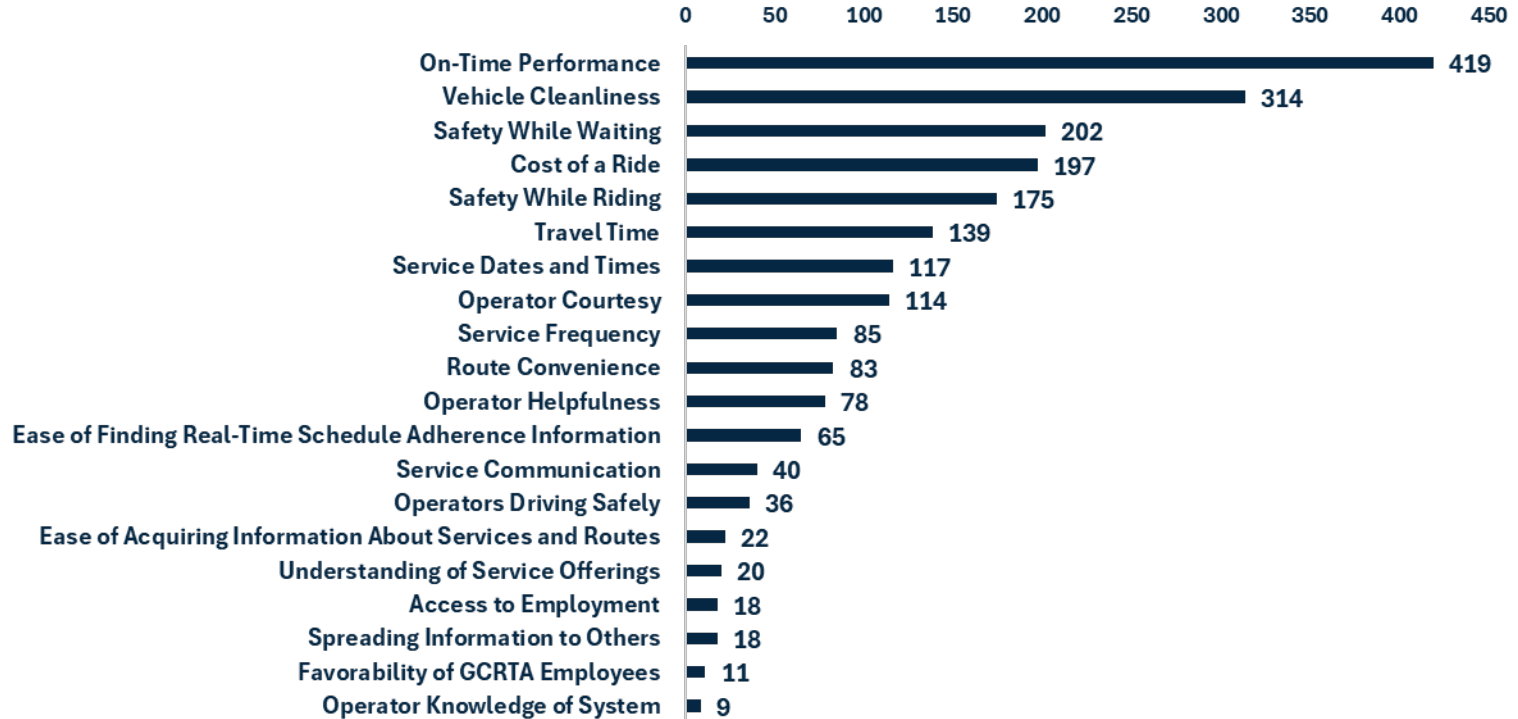
# Key Drivers of Customer Experience: **Fixed Route Bus**

Most Important to Customers, Q1 2026



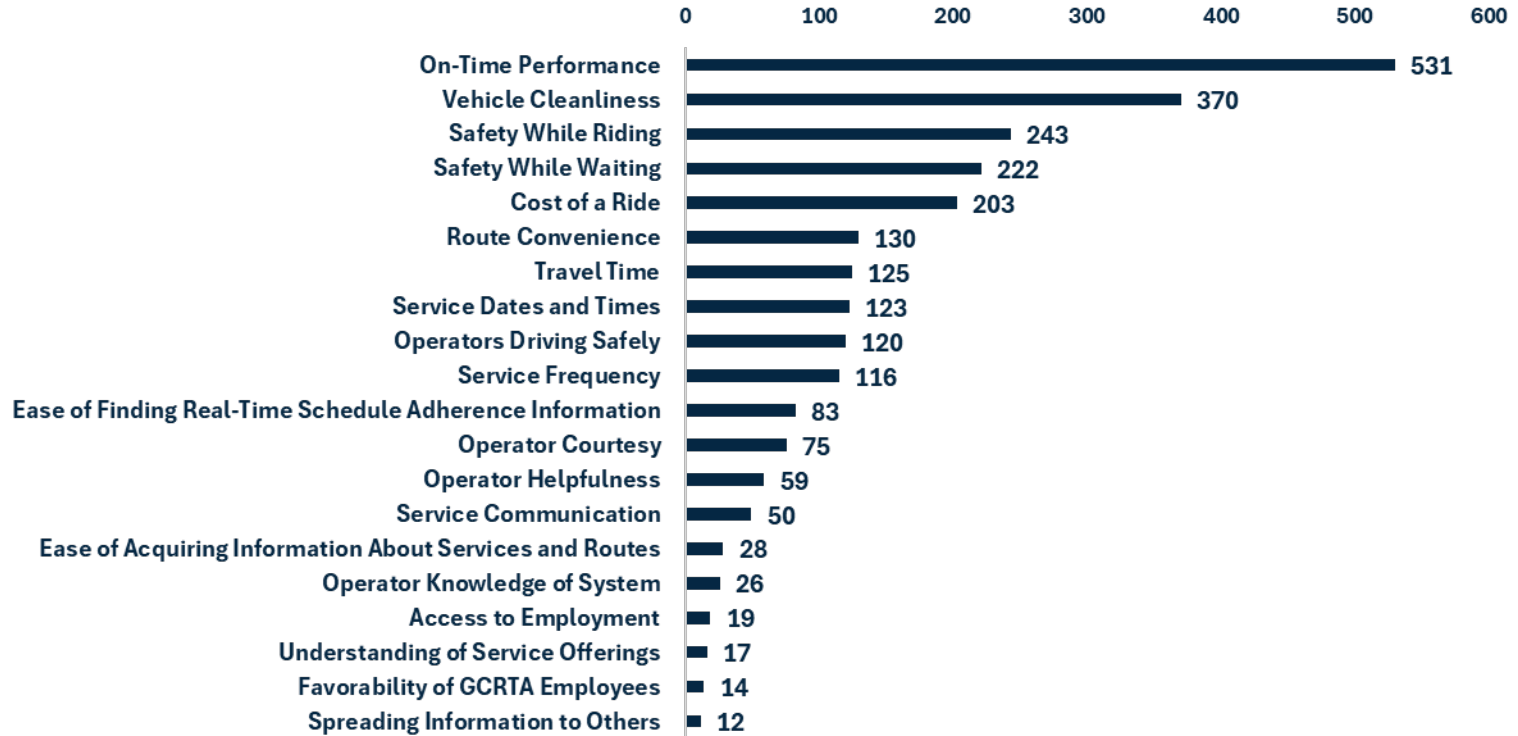
# Key Drivers of Customer Experience: **BRT**

## Most Important to Customers, Q1 2026



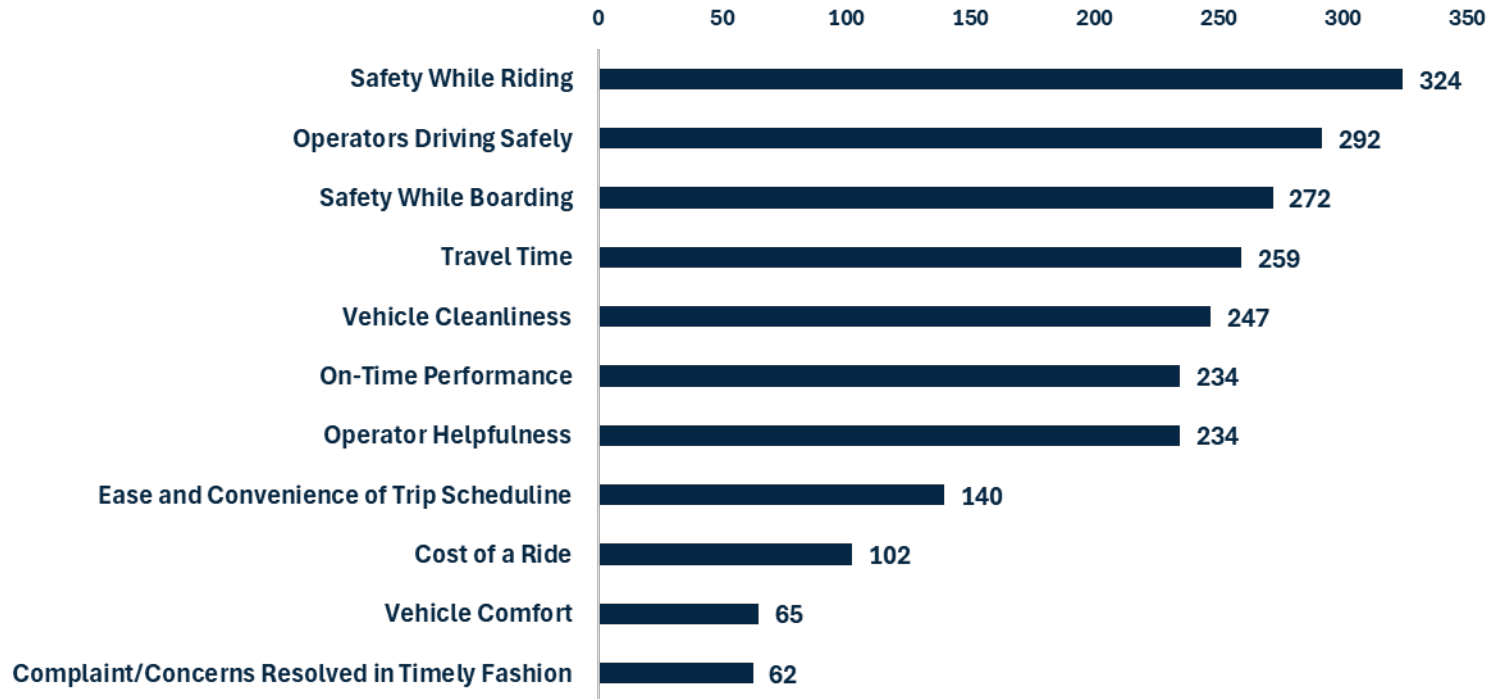
# Key Drivers of Customer Experience: Rail

## Most Important to Customers, Q1 2026



# Key Drivers of Customer Experience: **Paratransit**

## Most Important to Customers, Q1 2026

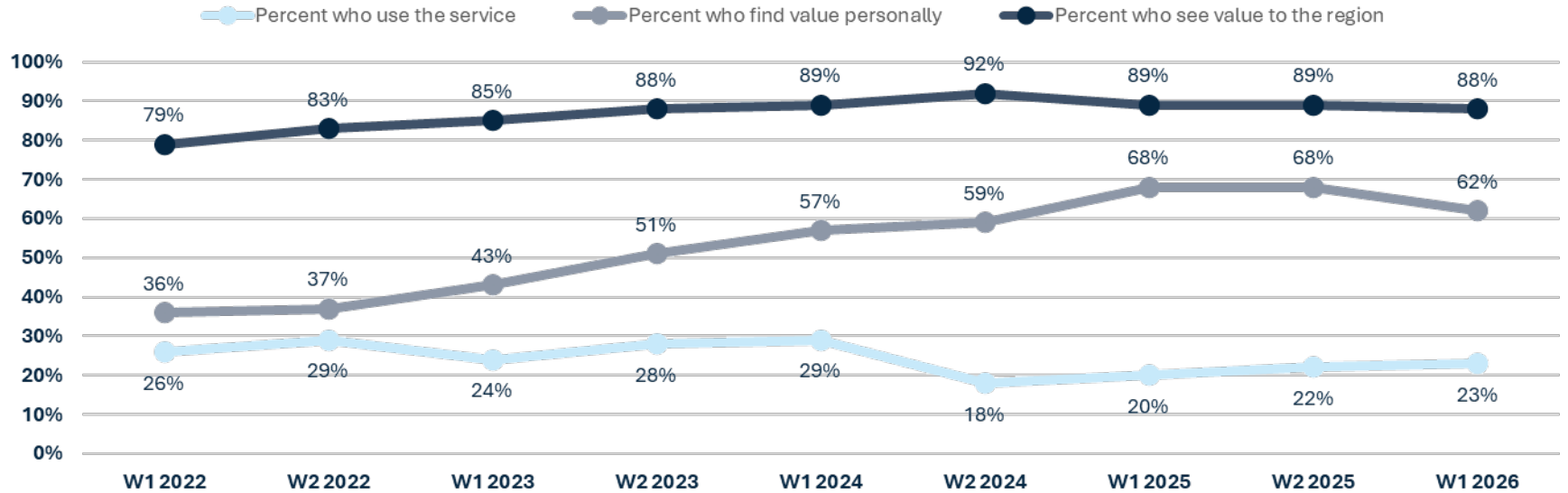


A light rail train is stopped at a station platform. The train is grey with a red and white stripe along the bottom. The letters 'ATA' are visible in red on the side of the train. The platform has a yellow tactile strip along the edge. The background shows a modern building with a glass facade and a clear blue sky.

# February 2026 Community Value Survey

**Nicholas Biggar**

# Community Value Survey: **Users and Value** Trends



# Key Drivers of Community Value

## Most Important to Community, Q1 2026





# Traction Cadence (2026)

Nick Biggar

# Performance Management Cadence (2026)

Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026
Q4 2025 Performance Review  Board Report  Tactics Review	Tactics Review	Tactics Review	Q1 Performance Review  Board Report  Tactics Review	Tactics Review	Tactics Review
Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Jan 2027
Q2 Performance Review  Board Report  Tactics Review	Tactics Review	Tactics Review	Q3 Performance Review  Board Report  Tactics Review	Tactics Closeout	TBD