

Customer Experience Surveys – 2026 Wave 2

Fixed Route Bus, Bus Rapid Transit, Rail, & Paratransit

July 6th, 2026



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Fixed Route Bus
Bus Rapid Transit (BRT)
Rail

Paratransit

Key Topics Covered:



Methodology



Customer Characteristics



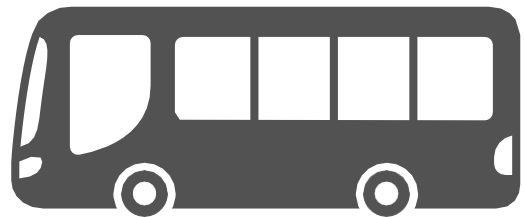
Net Promoter Score



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.



Fixed Route Bus	BRT	Rail
402 completed surveys	433 completed surveys	433 completed surveys
+/-4.9% at the 95% level of confidence	+/-4.8% at the 95% level of confidence	+/-4.8% at the 95% level of confidence



8 days in the field
May 15th through May 22nd , 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.

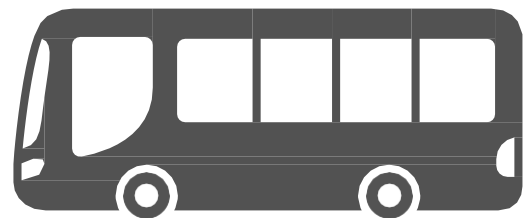
Methodology

Paratransit



Conducted Mid May
through Early June 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
408 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.

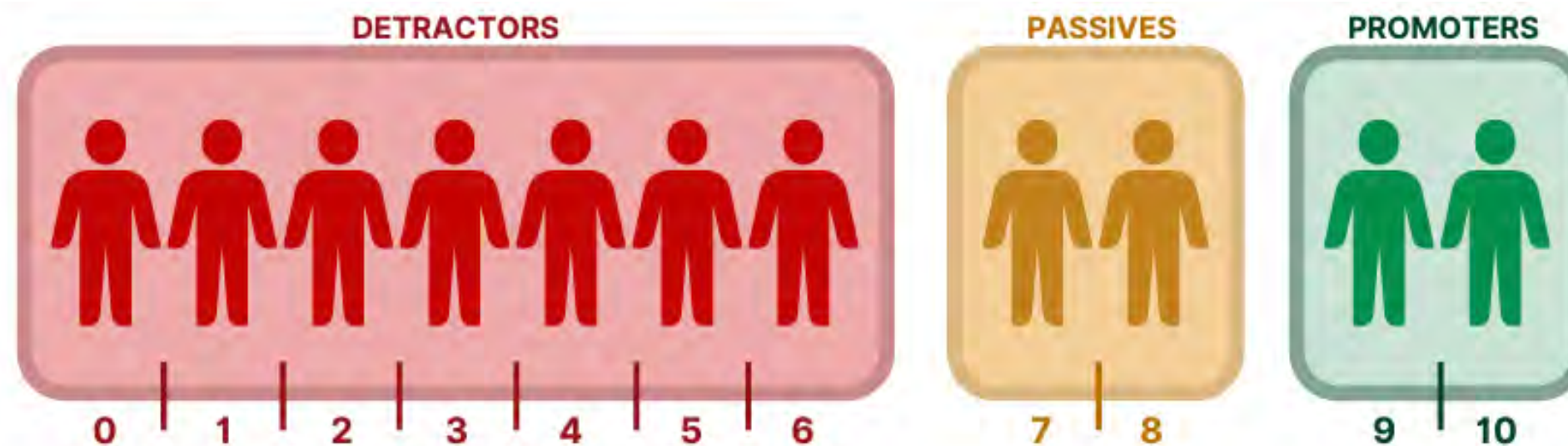
Customer Impressions

Fixed Route Bus

Net Promoter Score (NPS)

NPS poses the ultimate question:

"How likely would you be to recommend riding RTA to a friend or neighbor?"



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



NEEDS IMPROVEMENT	-100-0
GOOD	0-30
GREAT	30-70
EXCELLENT	70-100

Fixed Route Bus

(FR)





Fixed Route Bus Results Overview

64% of customers are satisfied with bus service.

81% of customers believe the RTA system provides value to the community.

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

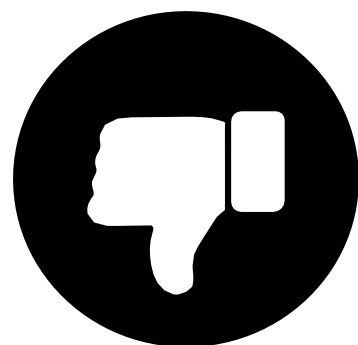


Bus operates on the days and times that I need them (70%)



Bus routes are conveniently located for me (68%)

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



I feel safe & secure waiting for my bus (47%)



Cleanliness of buses (41%)

Top Most Important Elements of Bus Service to Customers...

1. On-time performance
2. Bus cleanliness
3. Safety while Riding
4. Convenience of bus routes

Customer Characteristics

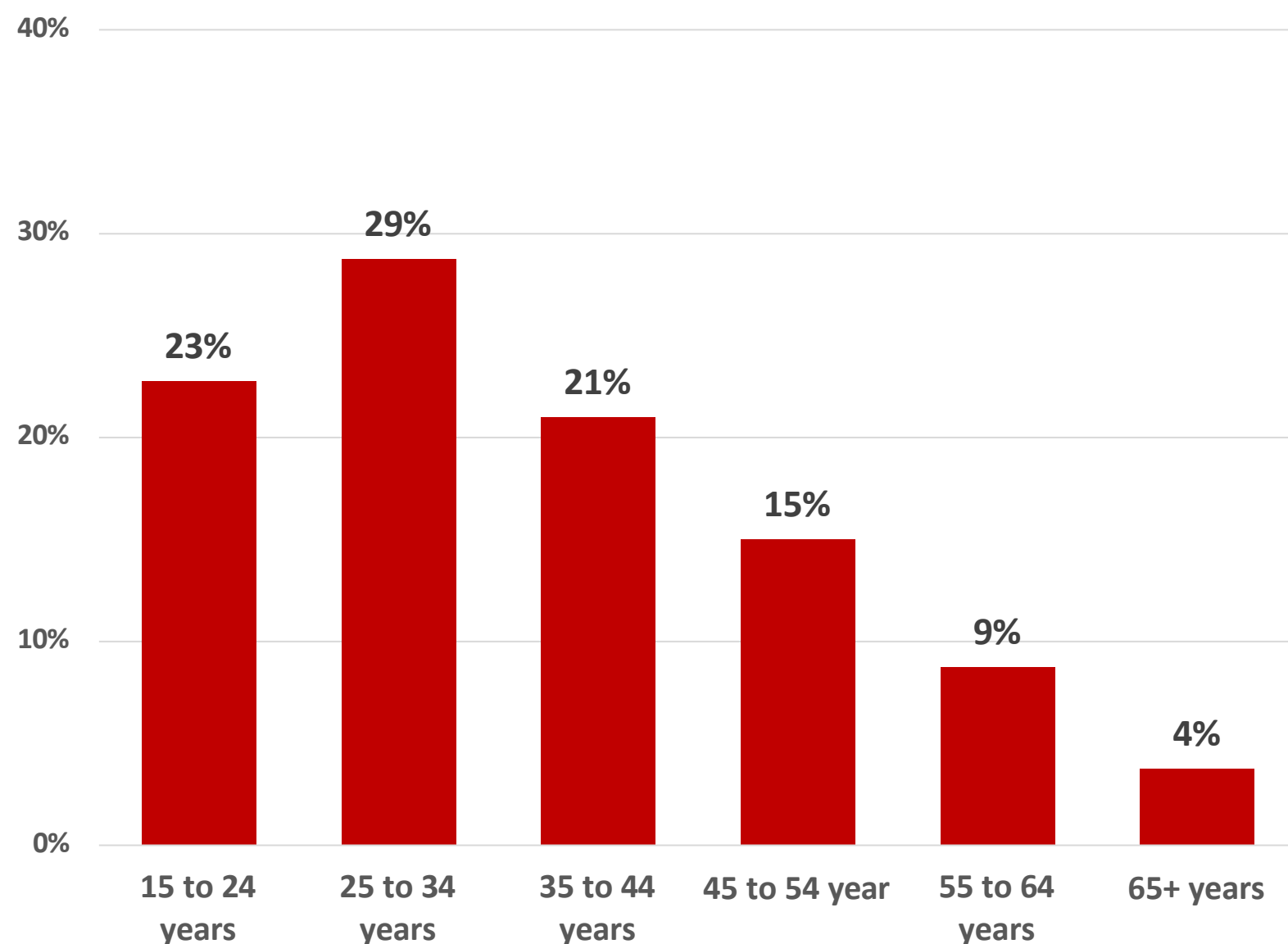
Fixed Route Bus



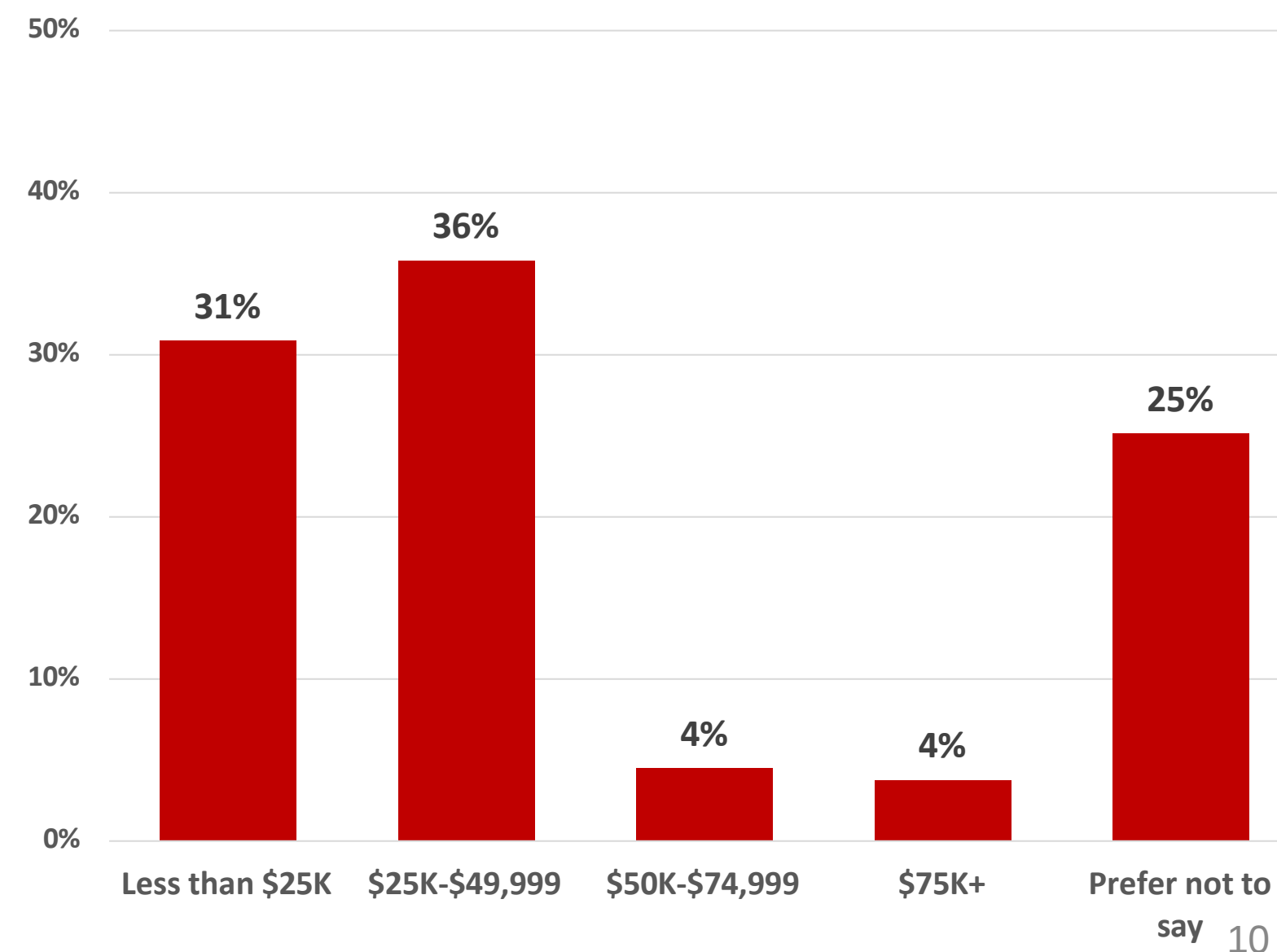
Customer Characteristics

- 29% of FR customers are between 25-34 years old. 67% of FR customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?

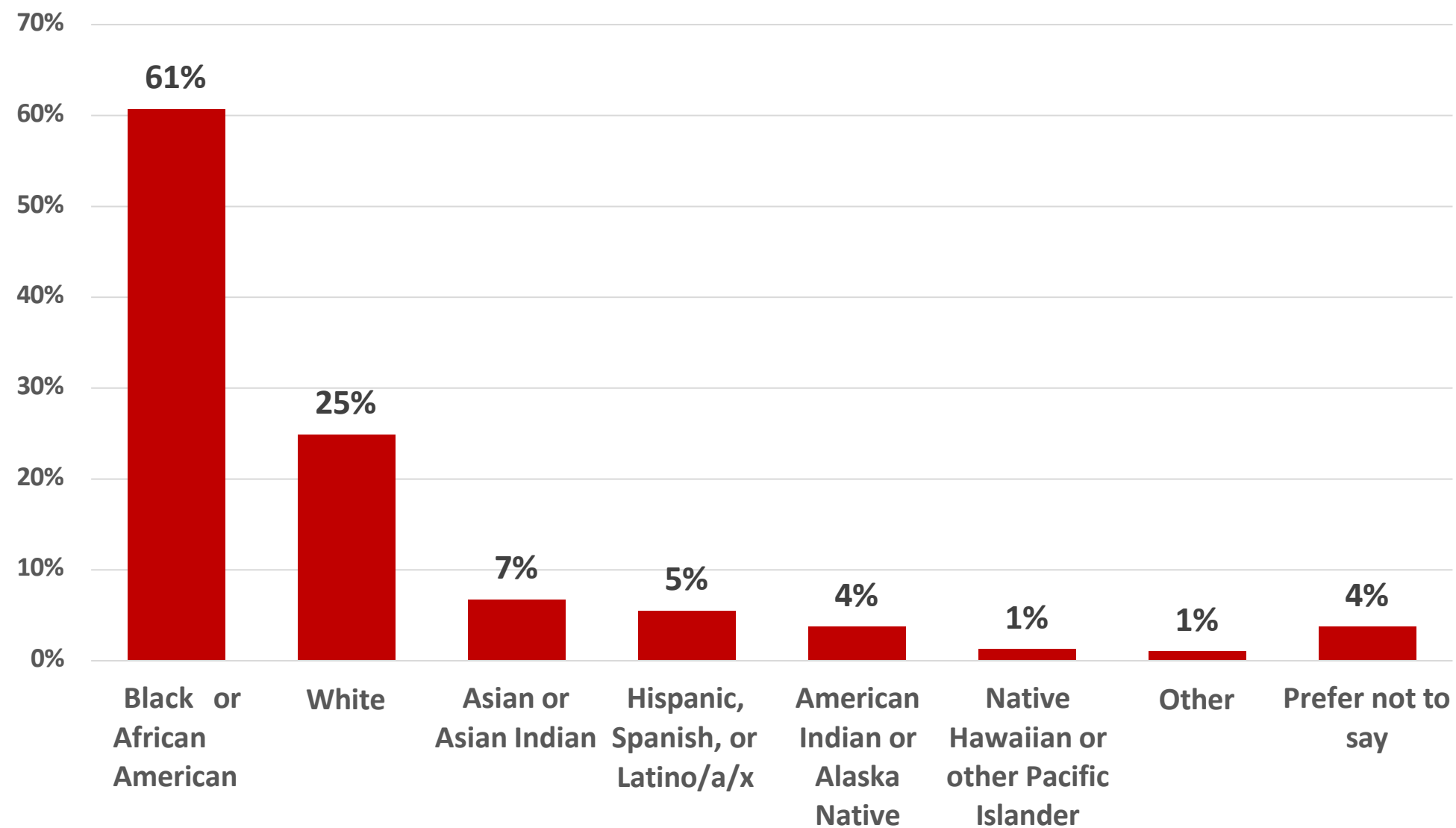




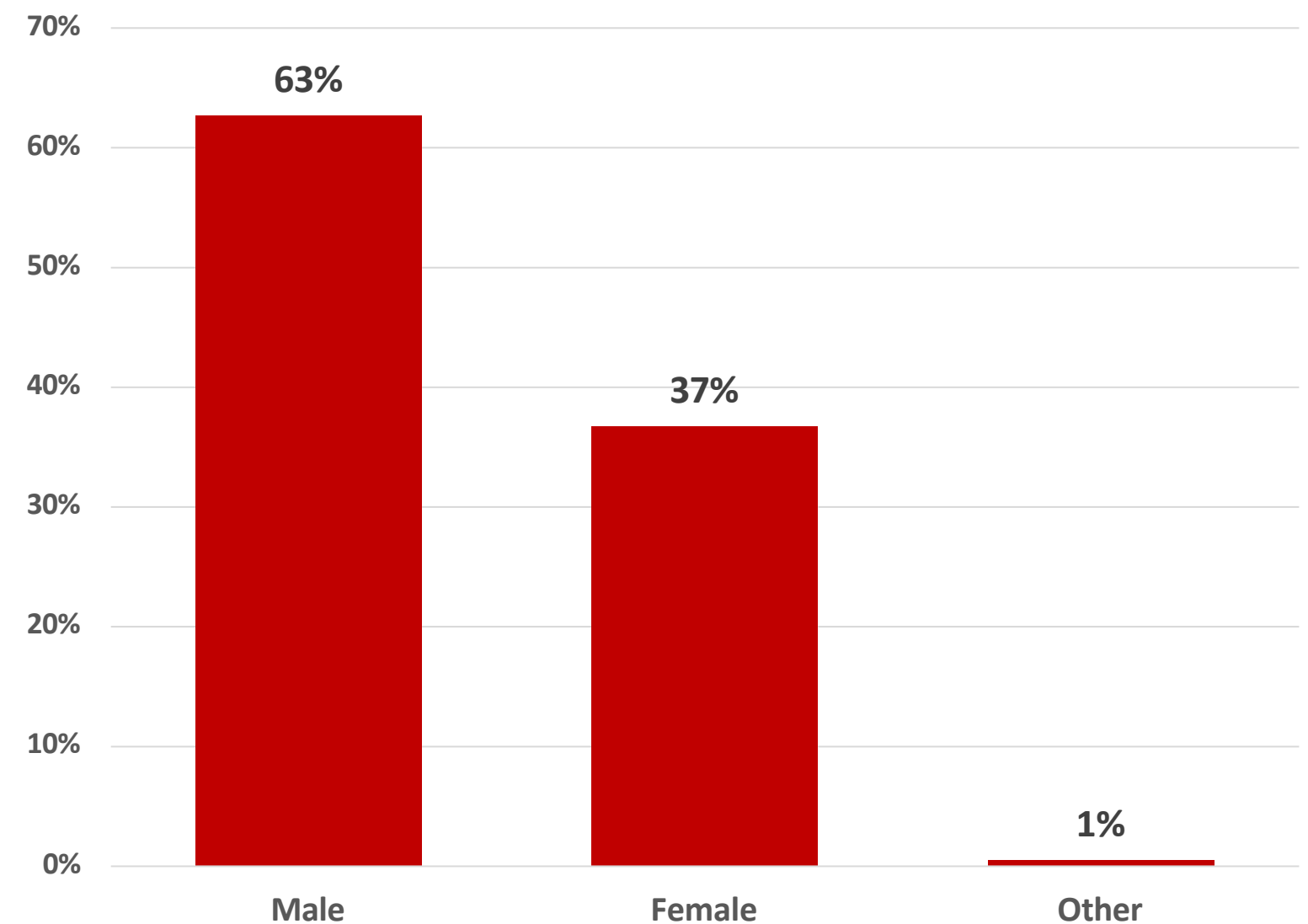
Customer Characteristics

- The typical FR customer is a Black/African American (61%) male (63%).

What is your race/ethnicity?

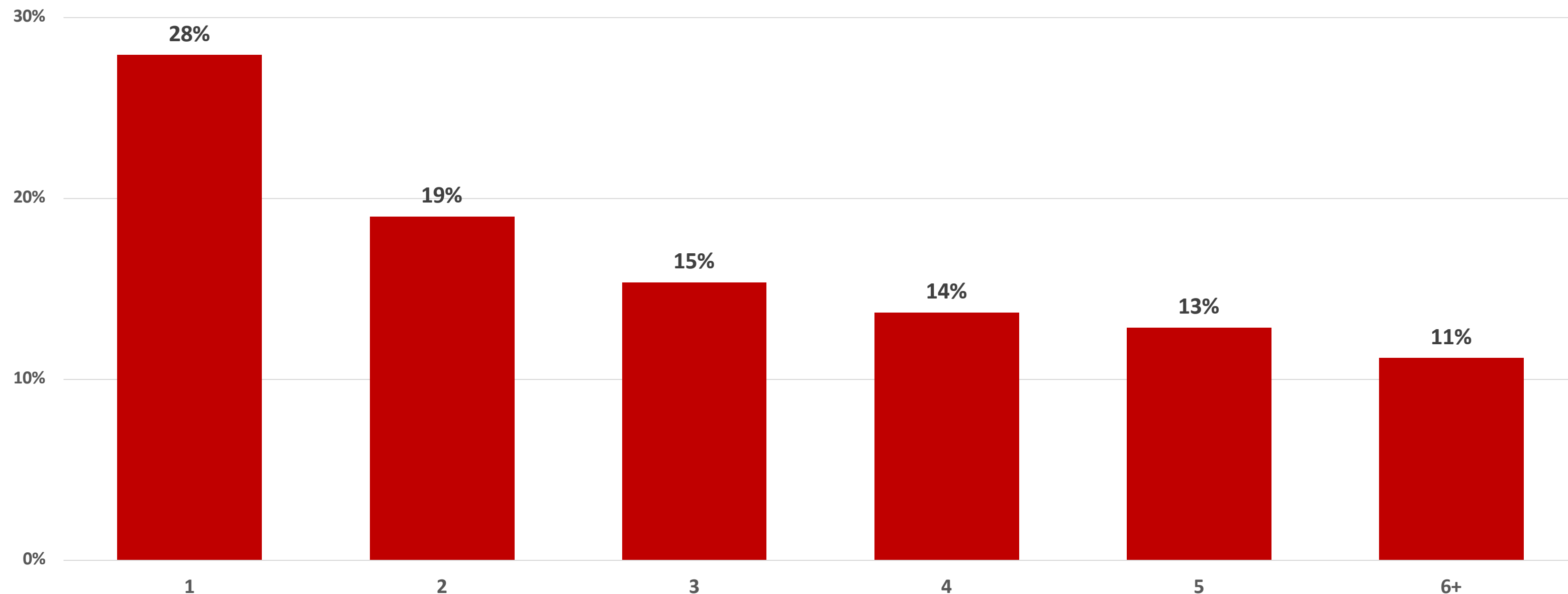


What is your gender?



- Roughly a third of riders live with one or two other individuals (34%). While 28% of riders live alone.

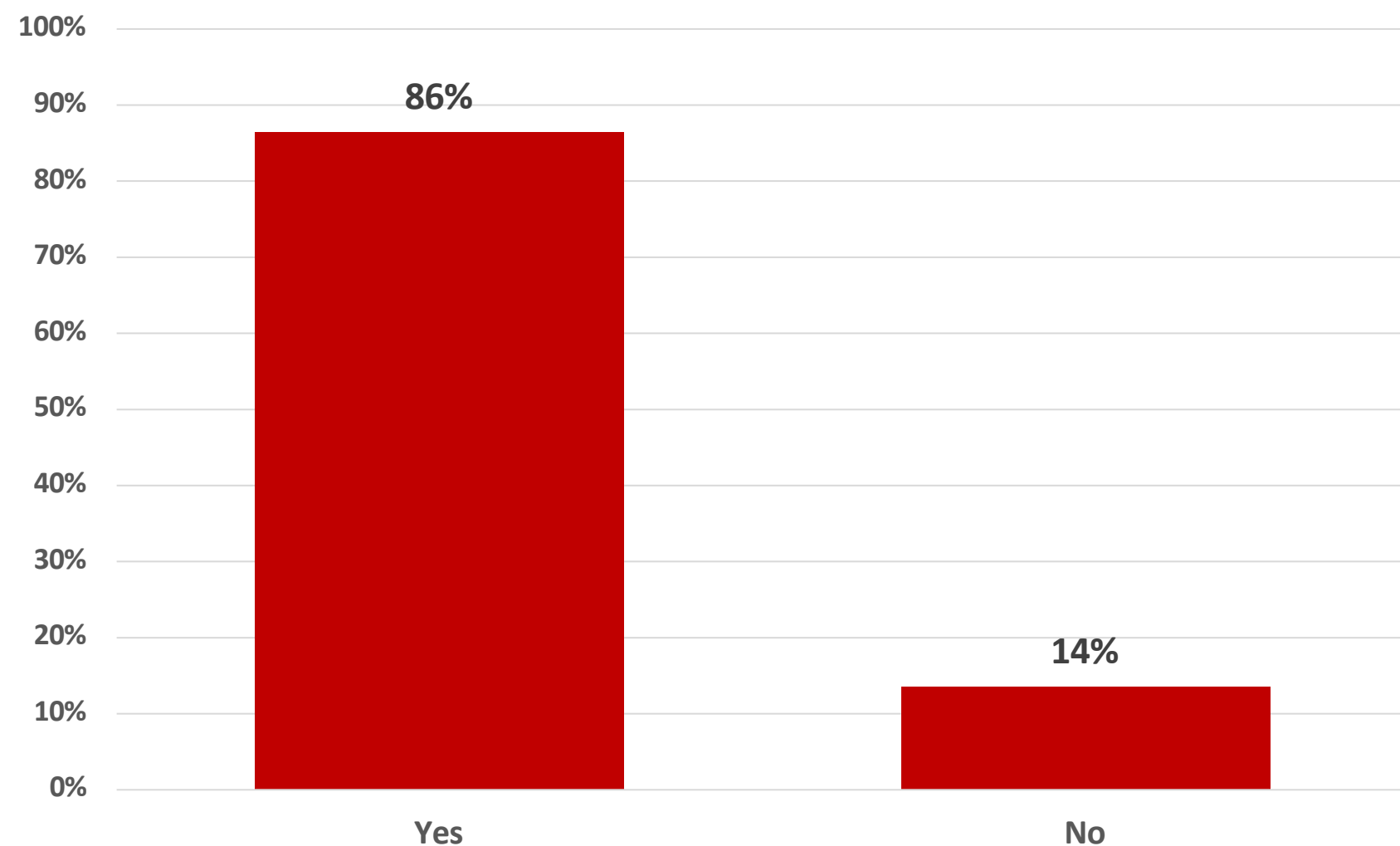
Including yourself, how many people live in your household?



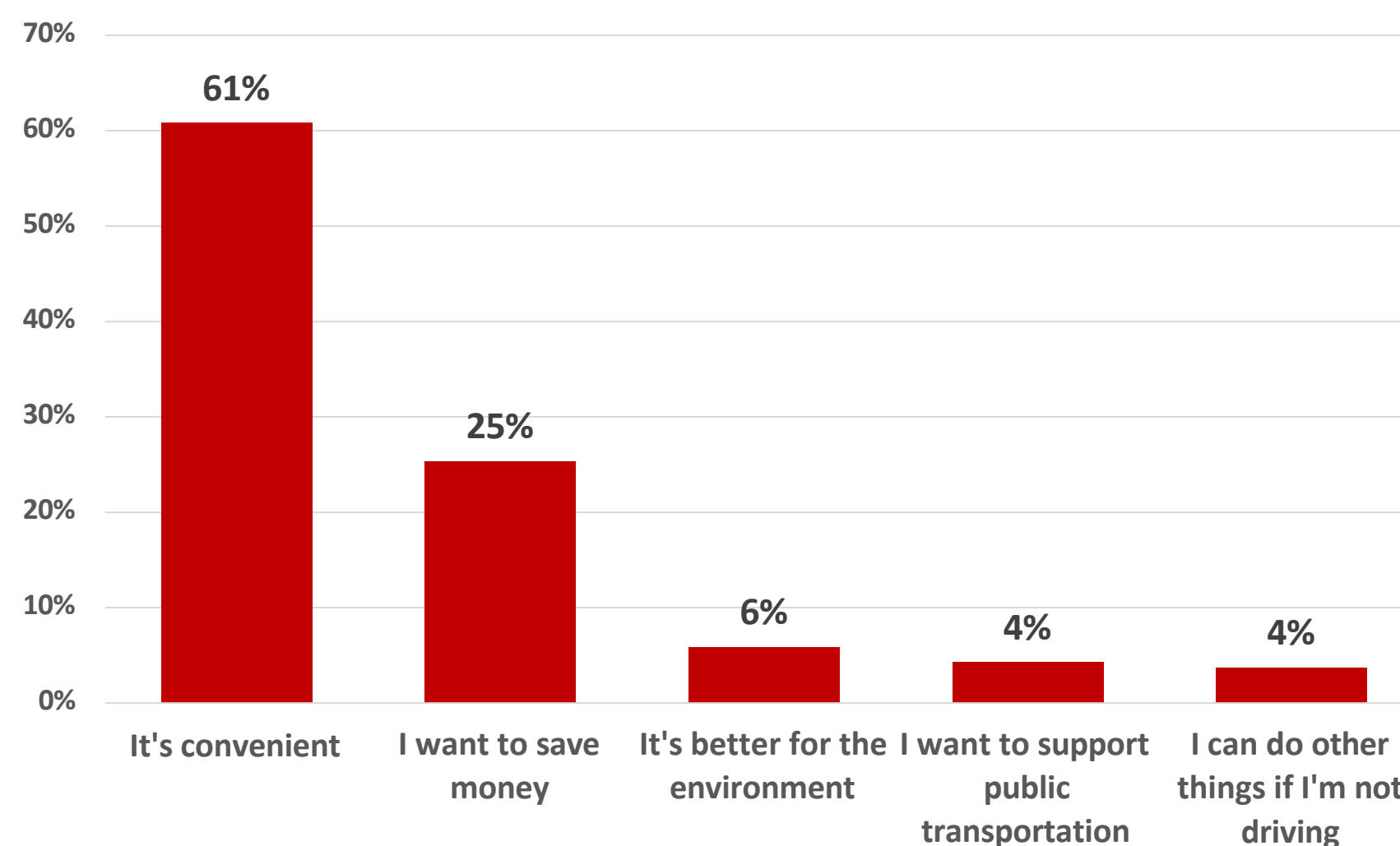
Transit Dependence and Choice Riders

- 86% of Bus Customers are dependent on RTA buses for travel.
- Of the 14% of Bus Customers who have other transportation options, "It's convenient" (61%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?

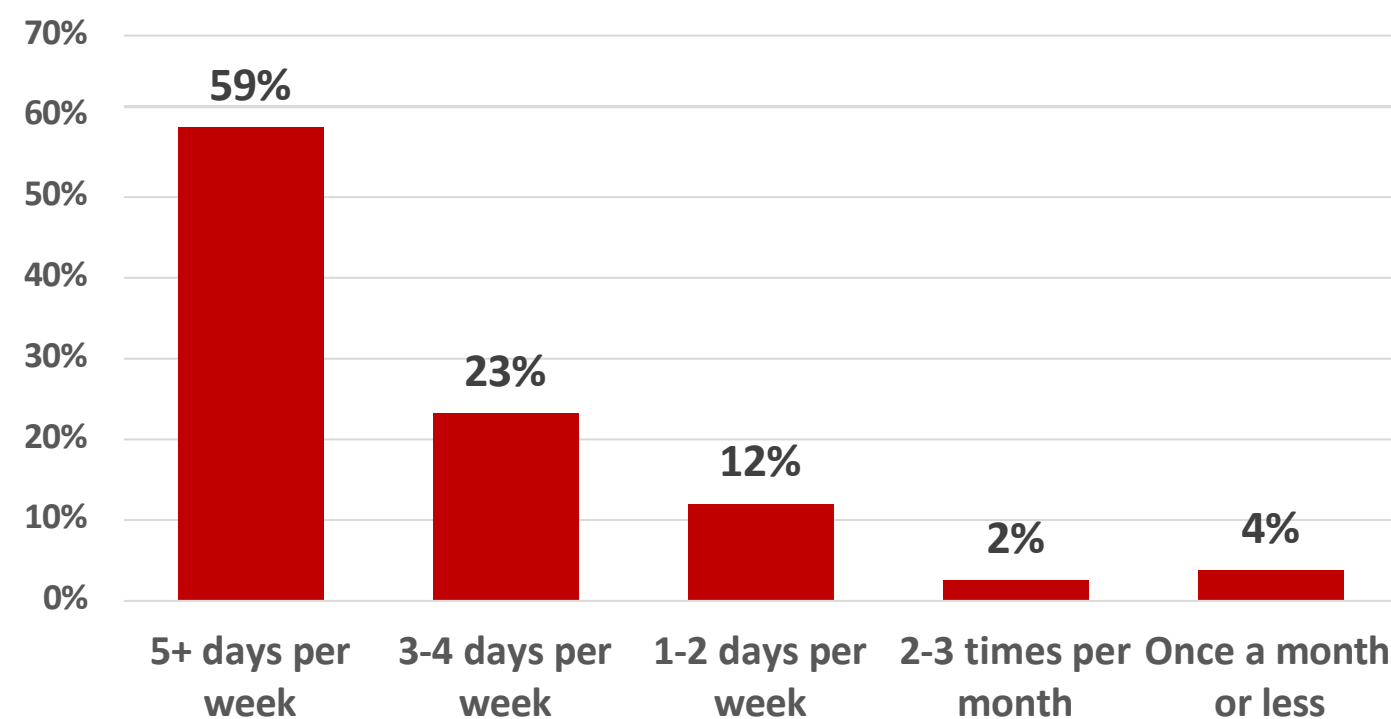




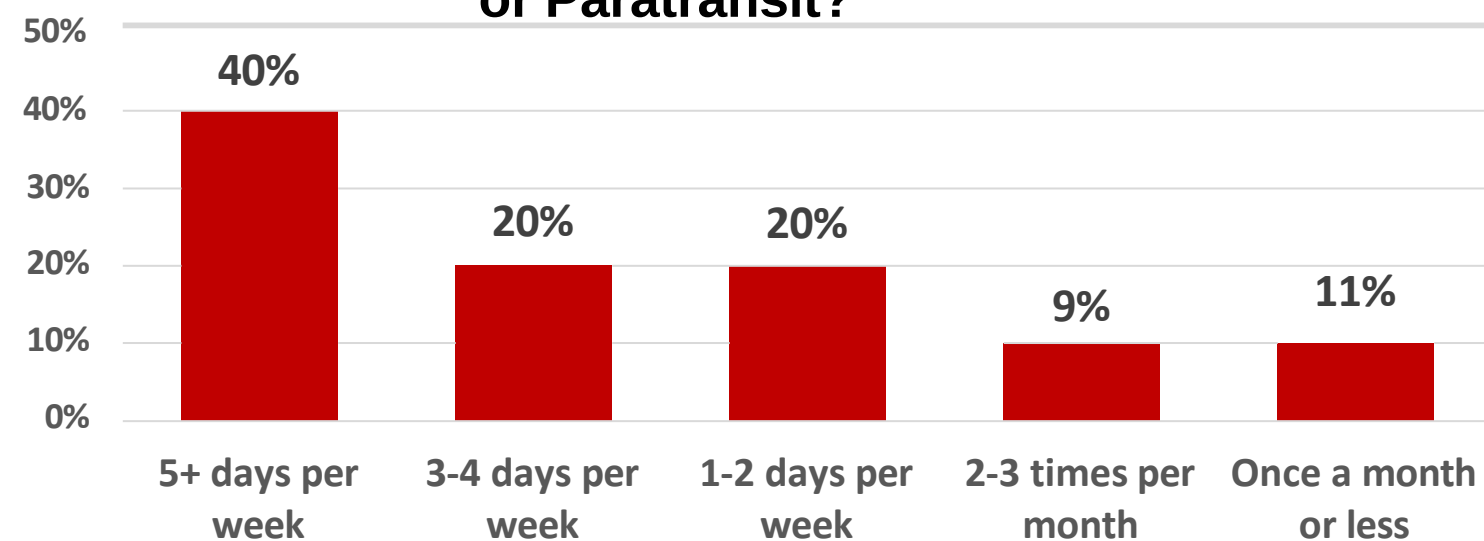
Trip Frequency and Purpose

- Bus customers most often ride the bus 5+ days per week (59%) and most frequently ride the bus for work (55%).

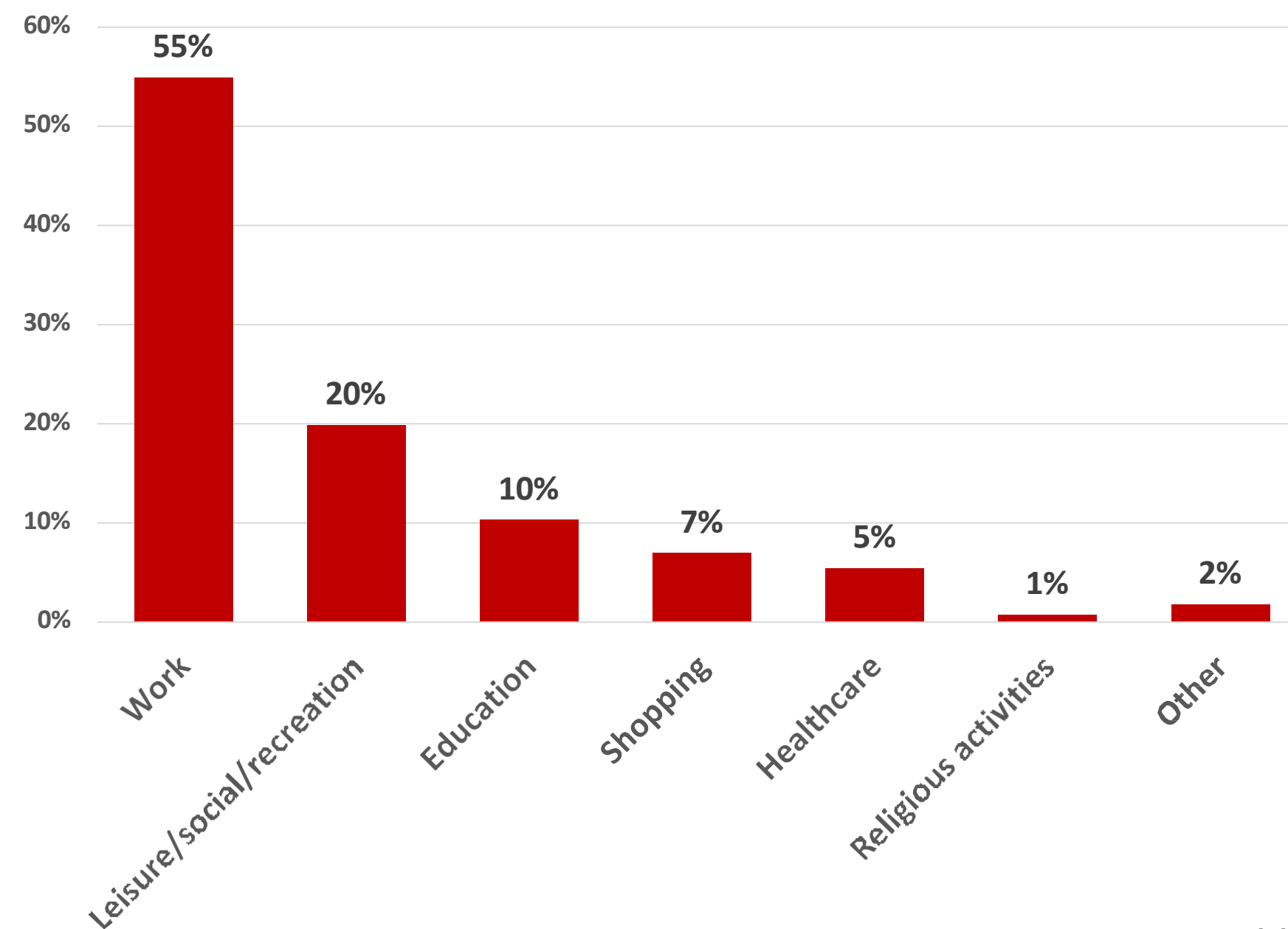
How often do you ride the bus?



How often do you ride other RTA services such as the HealthLine, Red/Blue/Green Lines, or Paratransit?



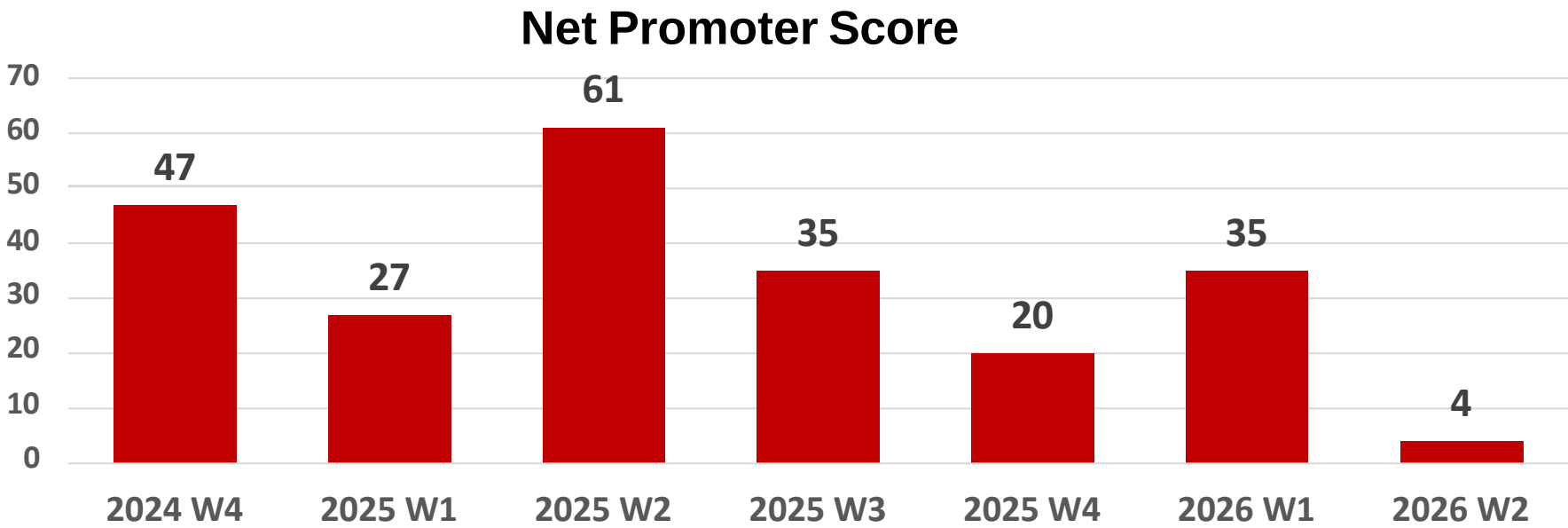
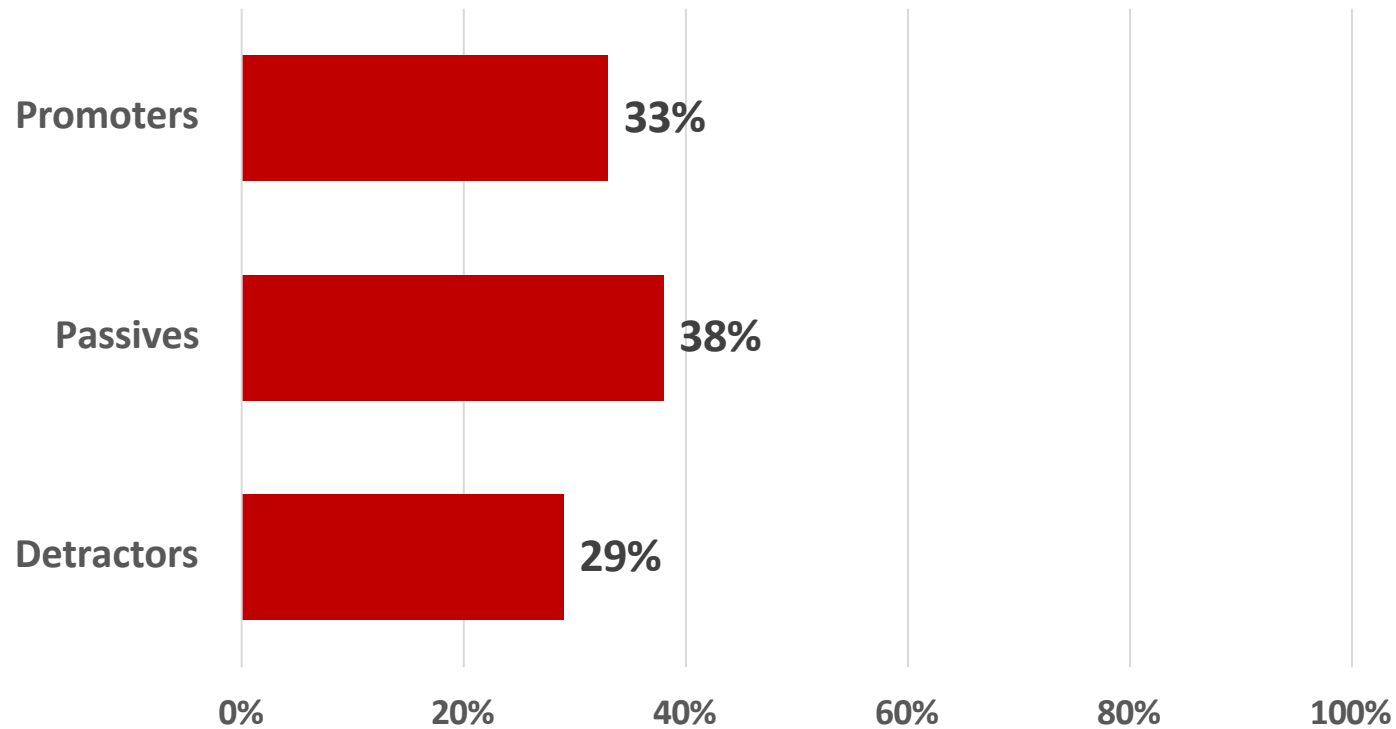
Why are you taking this trip?



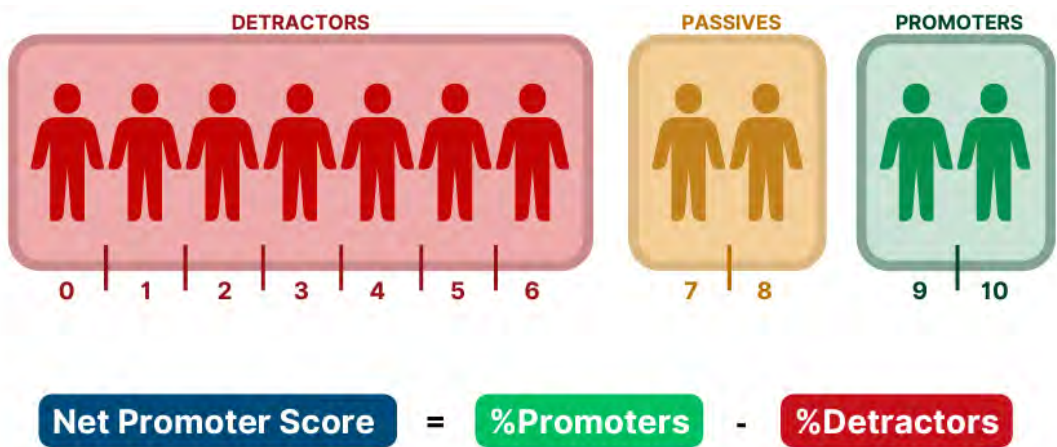
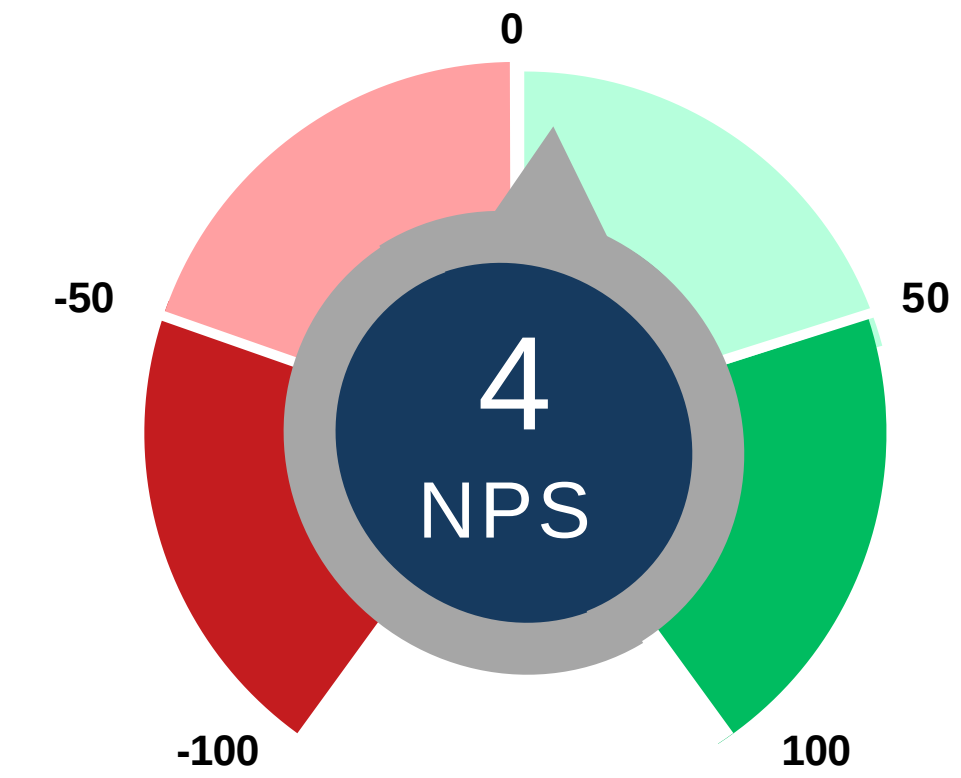
Net Promoter Score (NPS)

Fixed Route Bus

All things considered, how likely would you be to recommend riding an RTA bus to a friend or neighbor?



RTA's FR NPS is down 31 points since Wave 1 from 35 to 4.



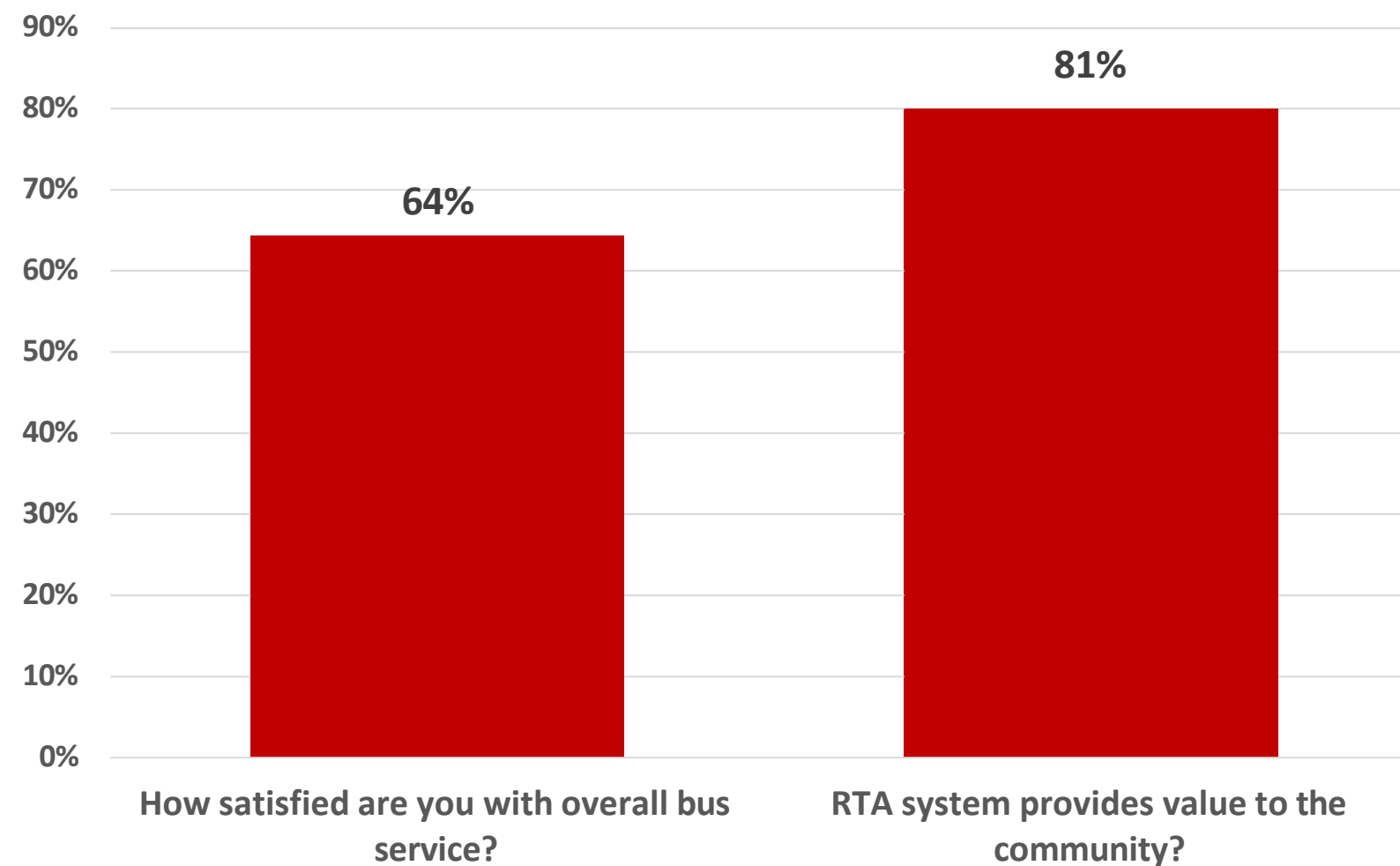
Net Promoter Score = %Promoters - %Detractors

Satisfaction and Community Value

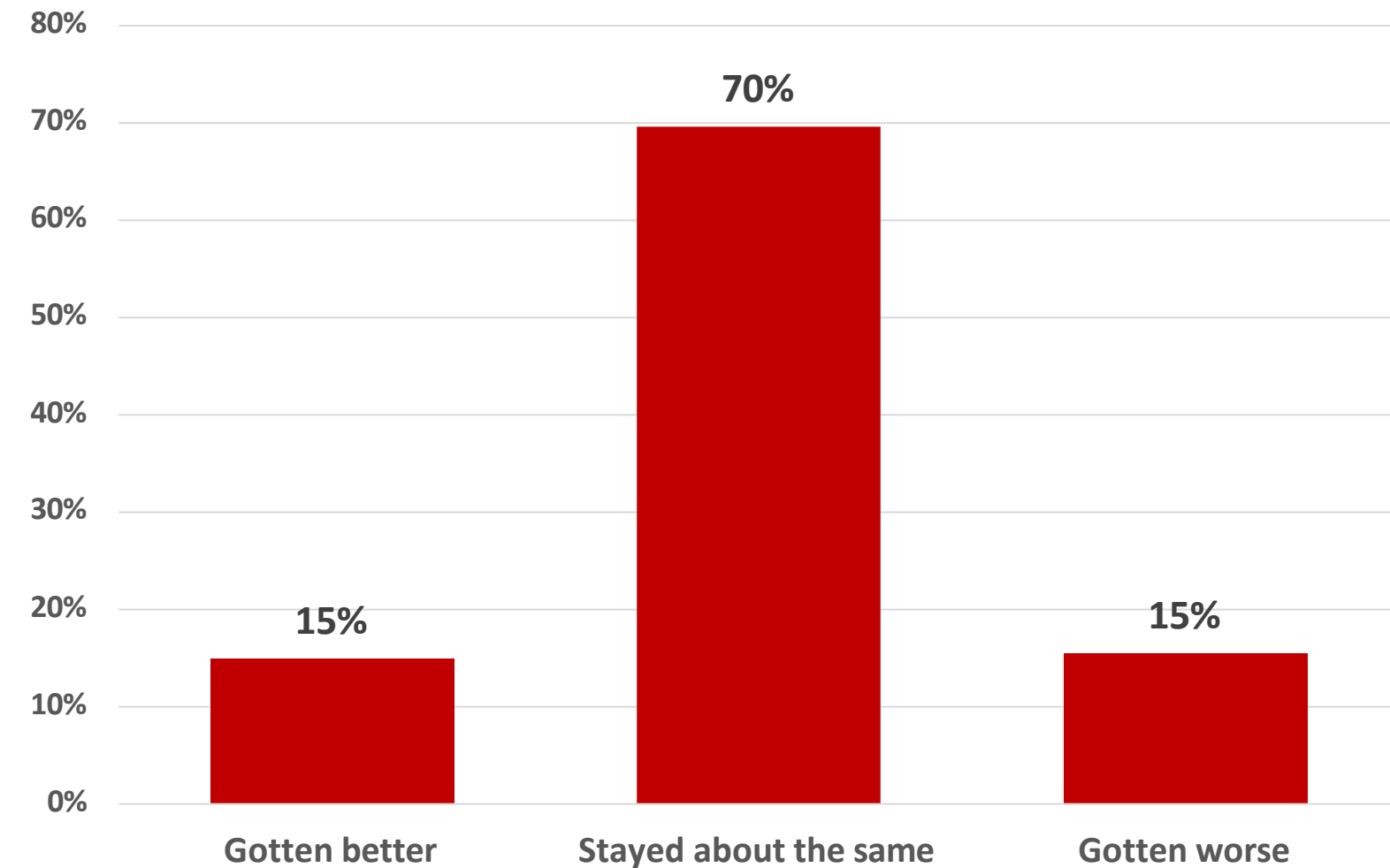
- 64% of FR customers are satisfied overall with the bus service.
- 81% of FR customers believe the RTA system provides value to the community.
- 70% of FR customers believe the bus service has stayed about the same in the past year.

Overall Satisfaction

Community Value



In the past year, the bus service has:



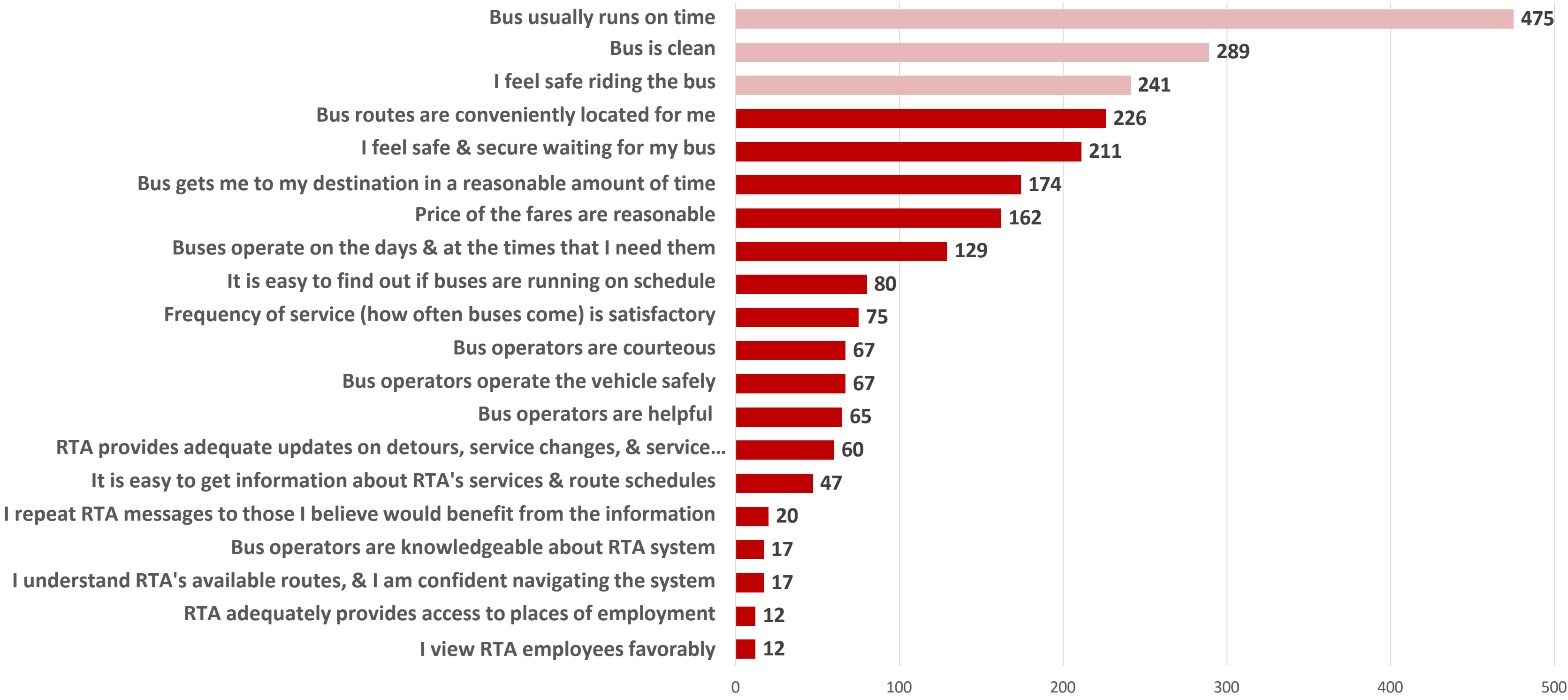
Customer Importance Factors

Fixed Route Bus



Top Customer Importance Factors

- The top three importance factors to FR customers are buses running on time (475), bus being clean (289), and safety while riding (241).

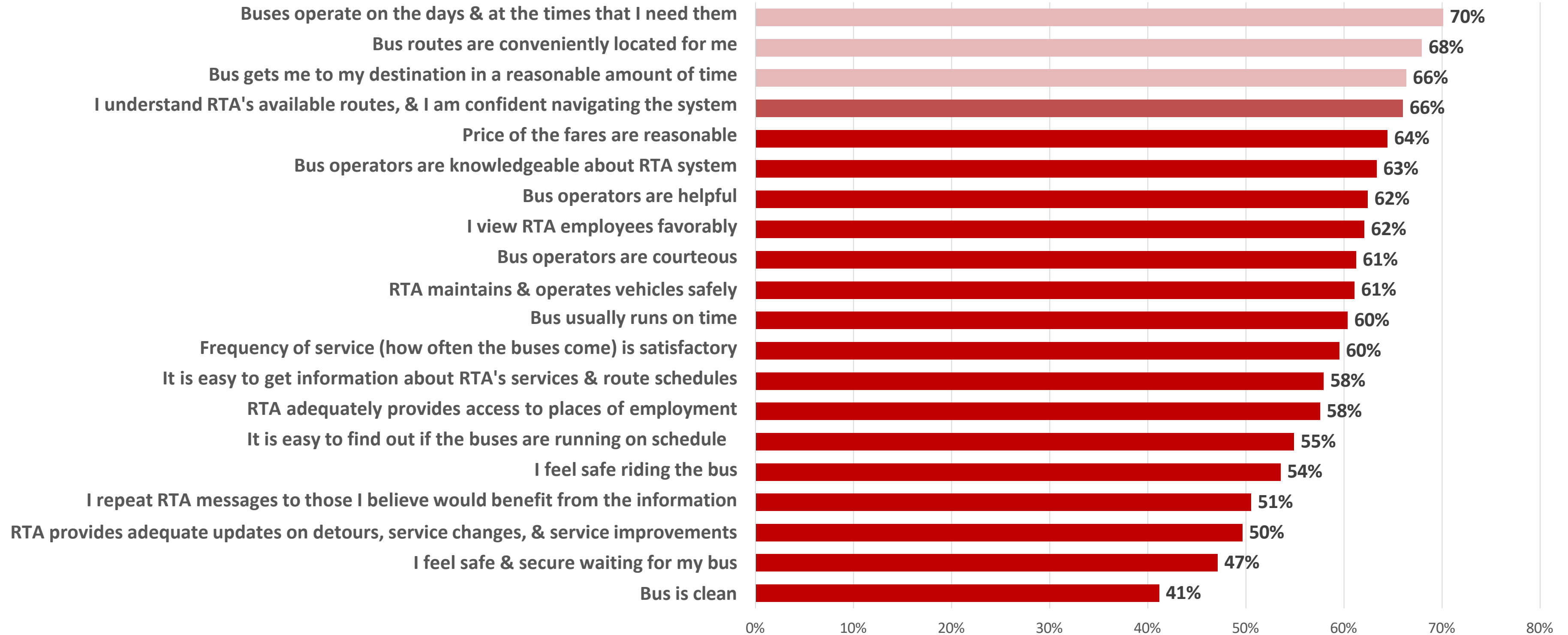




Level of Agreement

“Strongly agree” and “Agree” combined

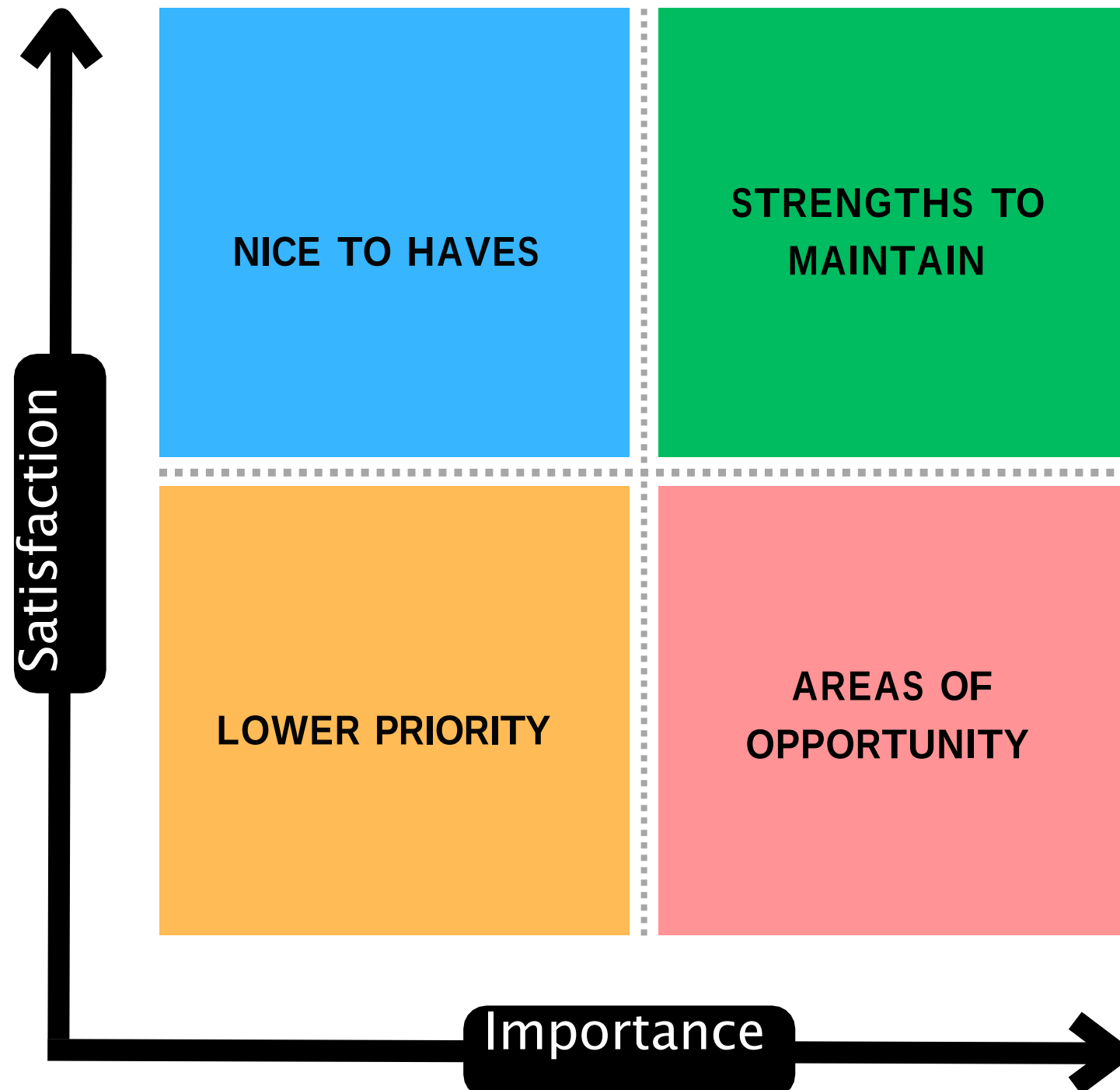
Fixed Route Bus



Key Driver Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

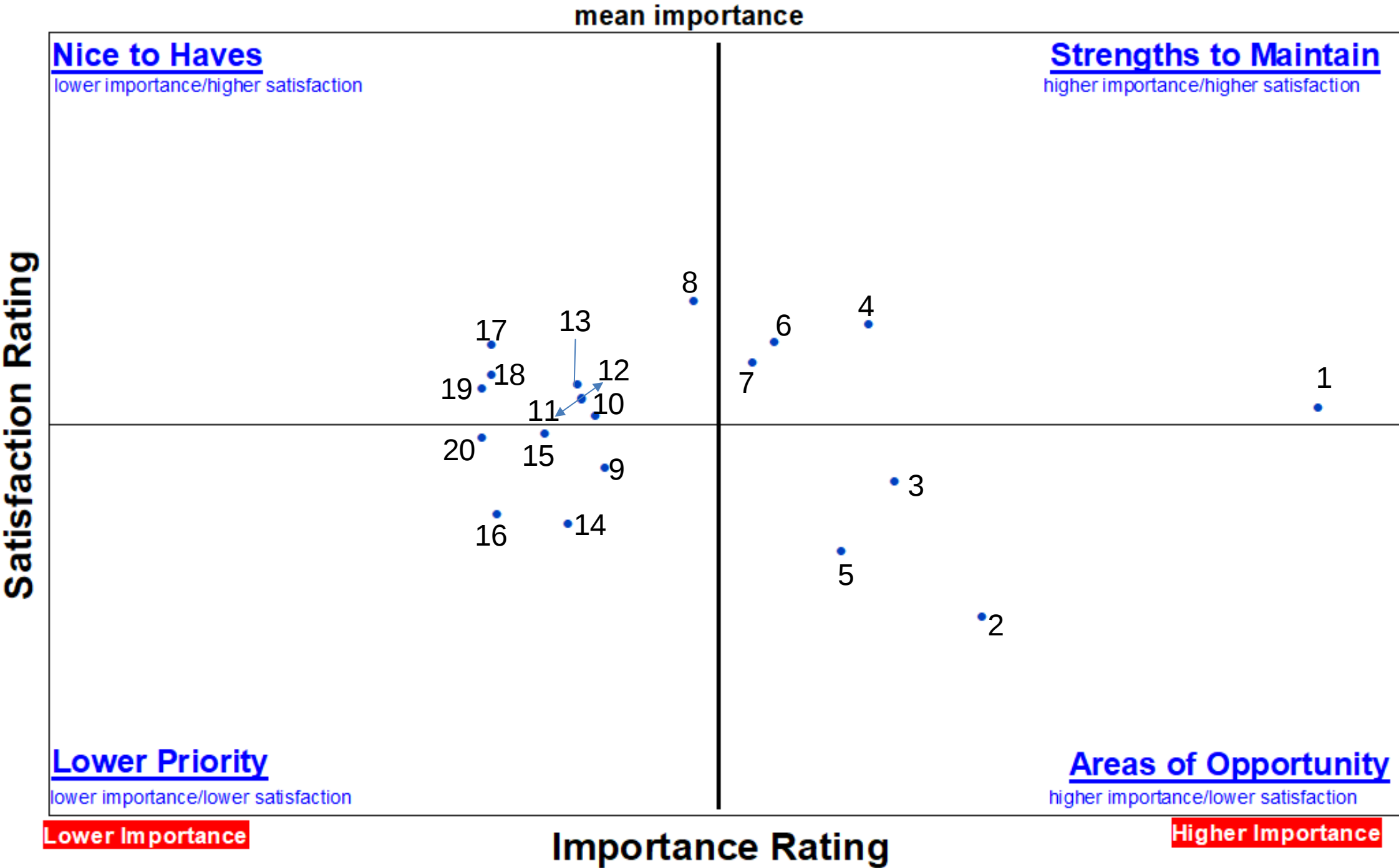
Satisfaction vs. Importance



1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

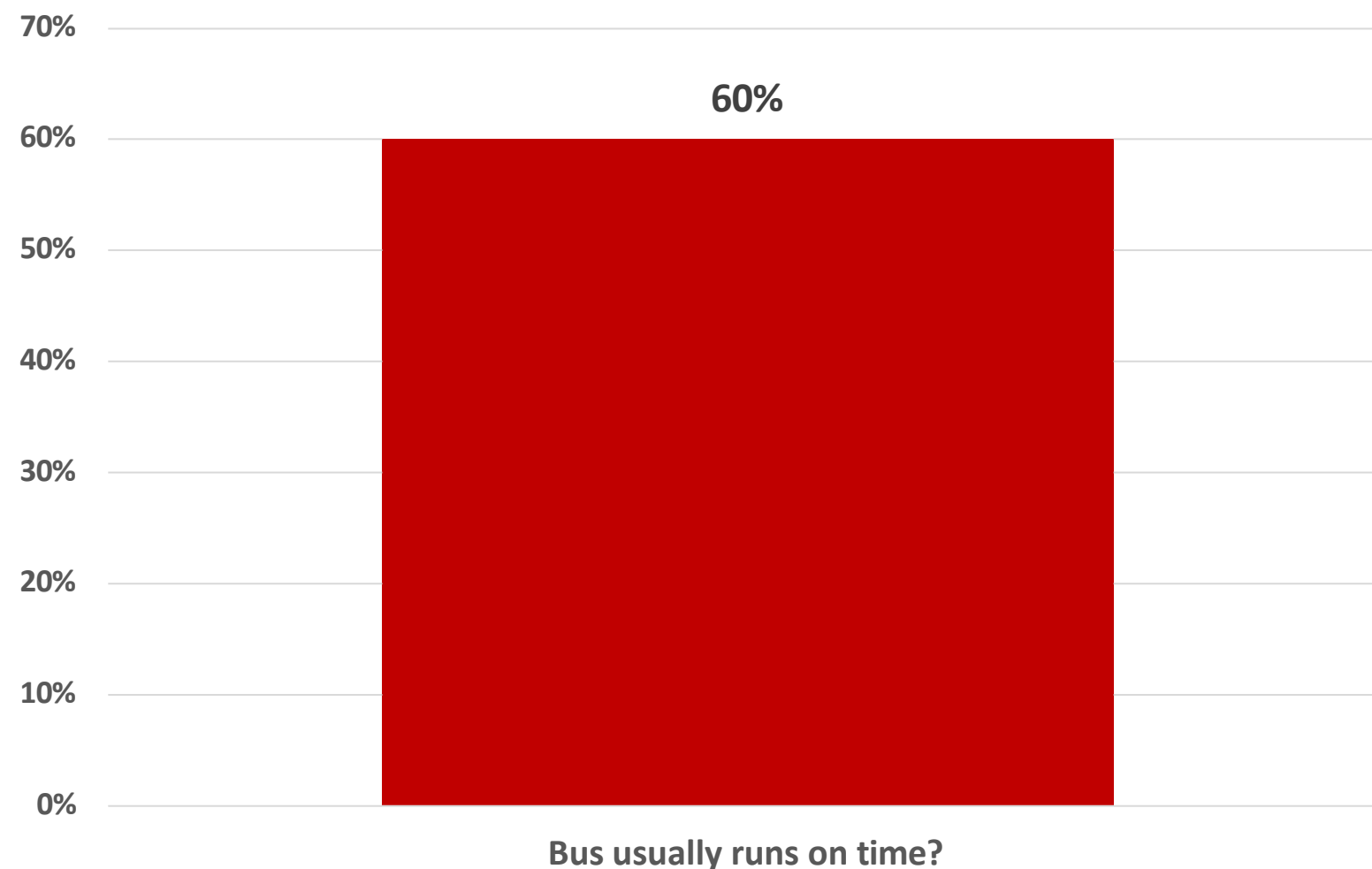
- 1. Bus usually runs on time
- 2. Bus is clean
- 3. I feel safe riding the bus
- 4. Bus routes are conveniently located for me
- 5. I feel safe & secure waiting for my bus
- 6. Bus gets me to my destination in a reasonable amount of time
- 7. Price of the fares are reasonable
- 8. Buses operate on the days & at the times that I need them
- 9. It is easy to find out if buses are running on schedule
- 10. Frequency of service (how often buses come) is satisfactory
- 11. Bus operators operate the vehicle safely
- 12. Bus operators are courteous
- 13. Bus operators are helpful
- 14. RTA provides adequate updates on detours, service changes, & service improvements
- 15. It is easy to get information about RTA's services & route schedules
- 16. I repeat RTA messages to those I believe would benefit from the information
- 17. I understand RTA's available routes, & I am confident navigating the system
- 18. Bus operators are knowledgeable about RTA system
- 19. I view RTA employees favorably
- 20. RTA adequately provides access to places of employment



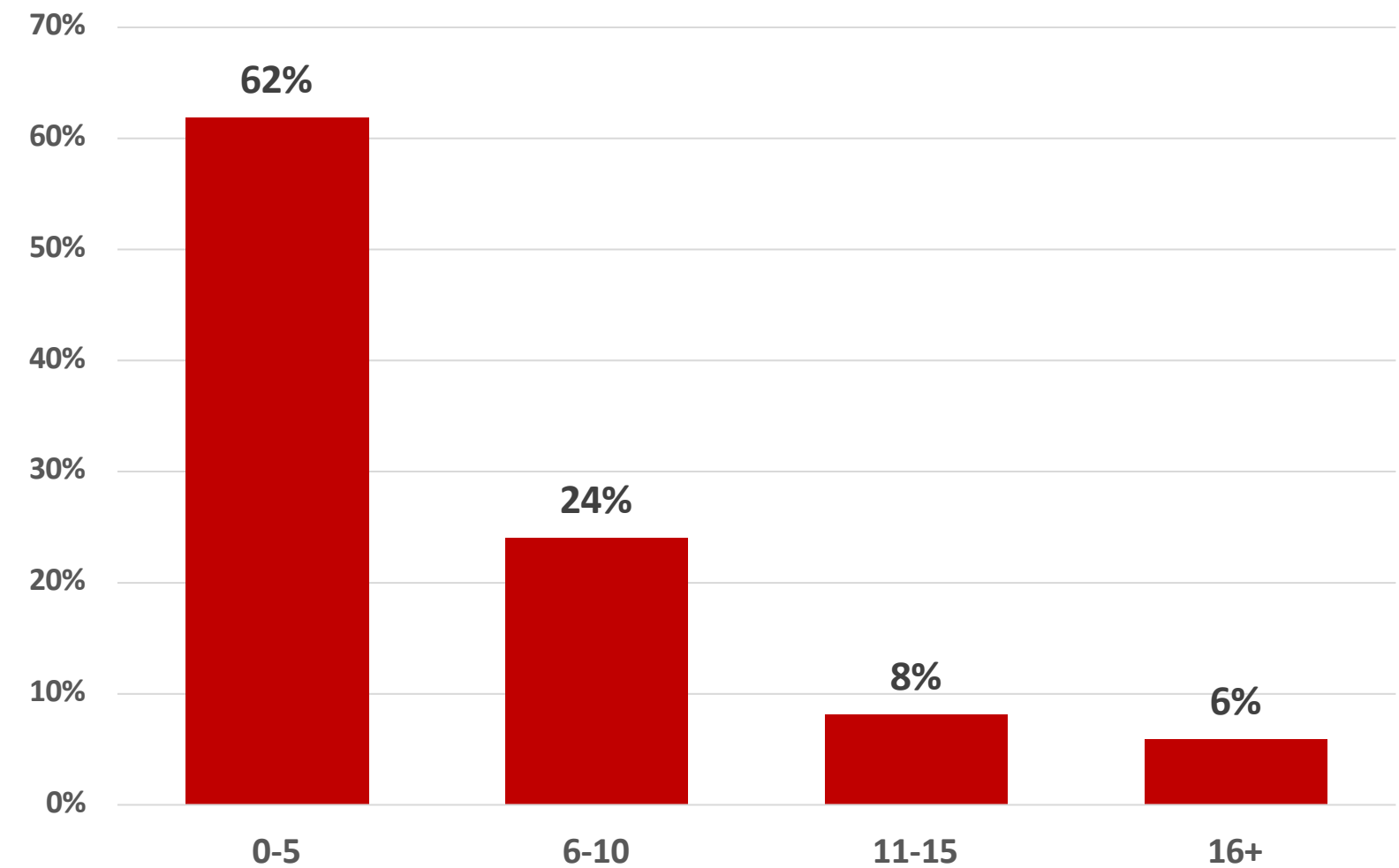
On-Time Performance

- 60% of FR customers are satisfied with the On-Time Performance.
- 62% of FR customers believe it is acceptable for the bus to arrive 0 to 5 minutes beyond its scheduled time.

On-Time Performance



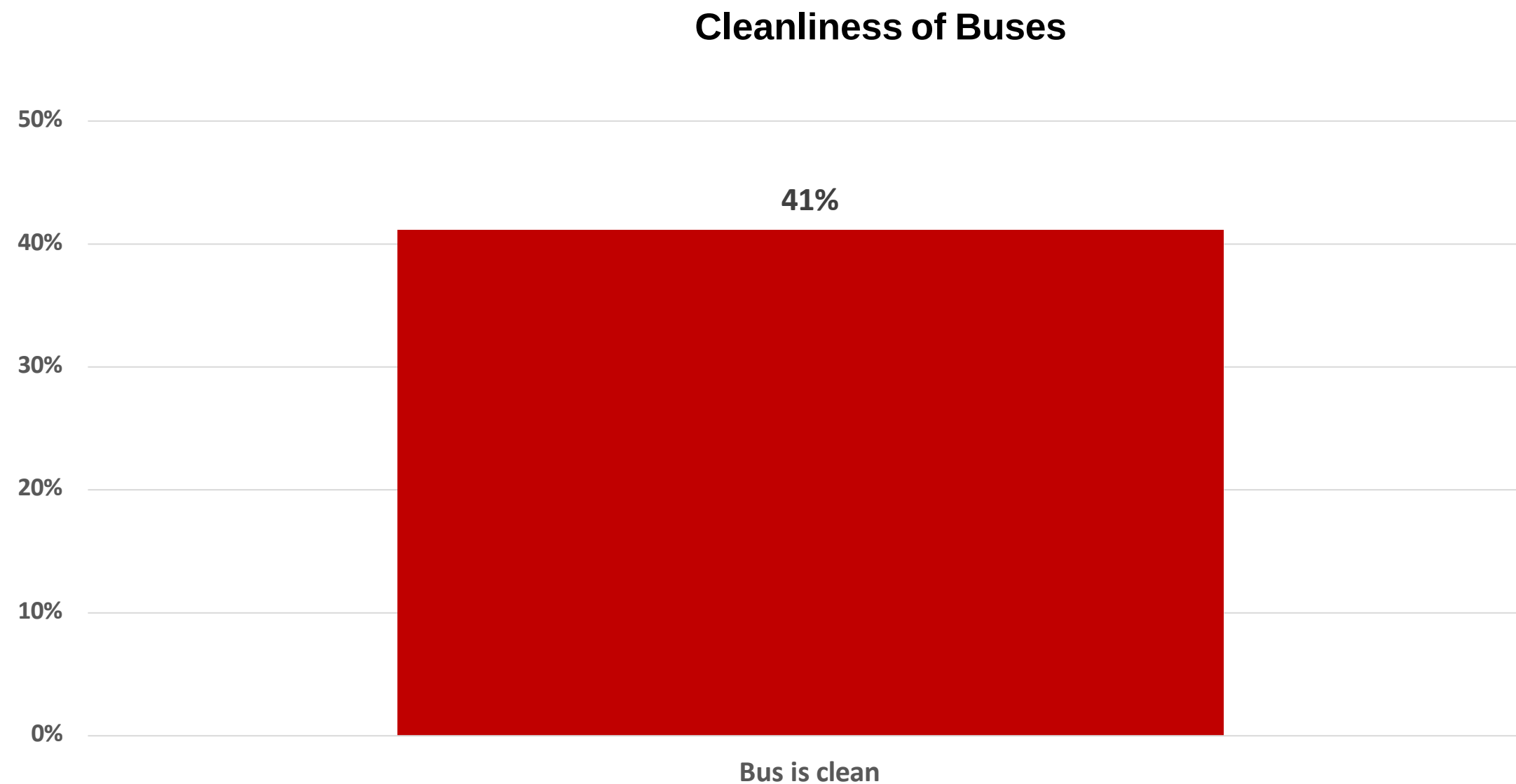
How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





Cleanliness of Buses

- 41% of FR customers are satisfied with the cleanliness of buses.

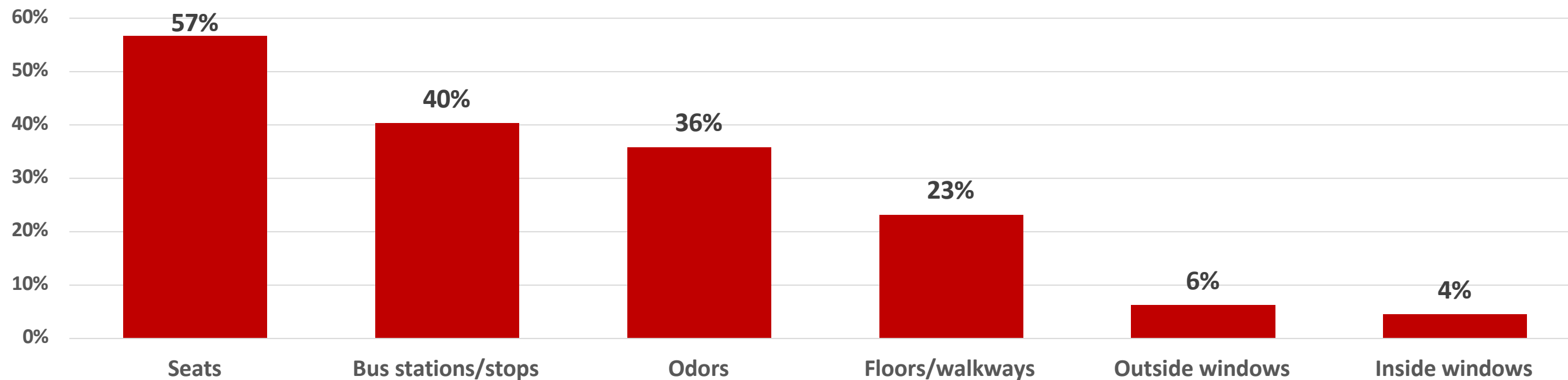


Write-in Cleanliness Suggestions

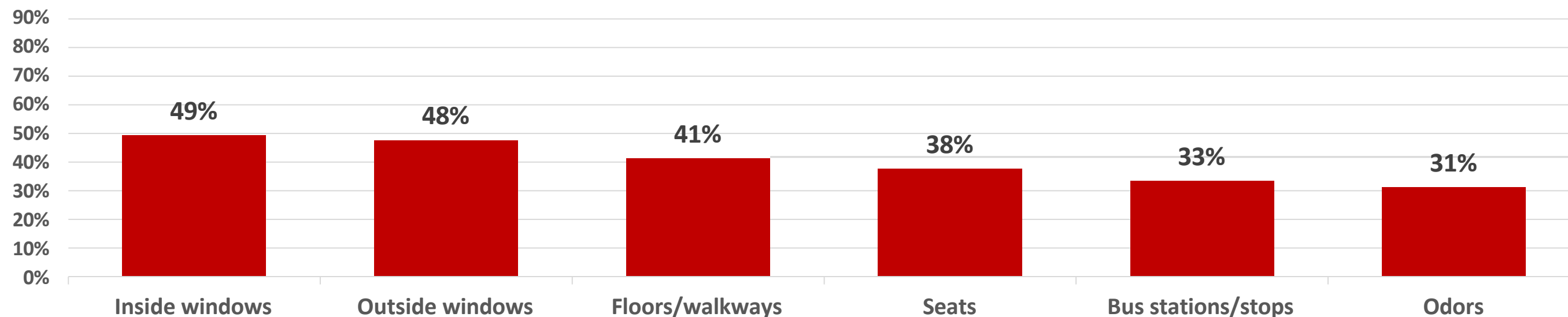
- Bus seat sanitation
- “Touch points” of handles, pull cables, handrails cleanliness
- Overall Station/stop cleanliness
 - Bus Floors/ Walkways
 - Inside/outside windows

Cleanliness of Buses- Importance and Satisfaction

- Bus customers selected seats (57%) and bus stations/stops (40%) as the highest importance.
- Bus customers are most satisfied with the inside window cleanliness (49%) and outside windows (48%).



Which two of the items listed do you think are most important?



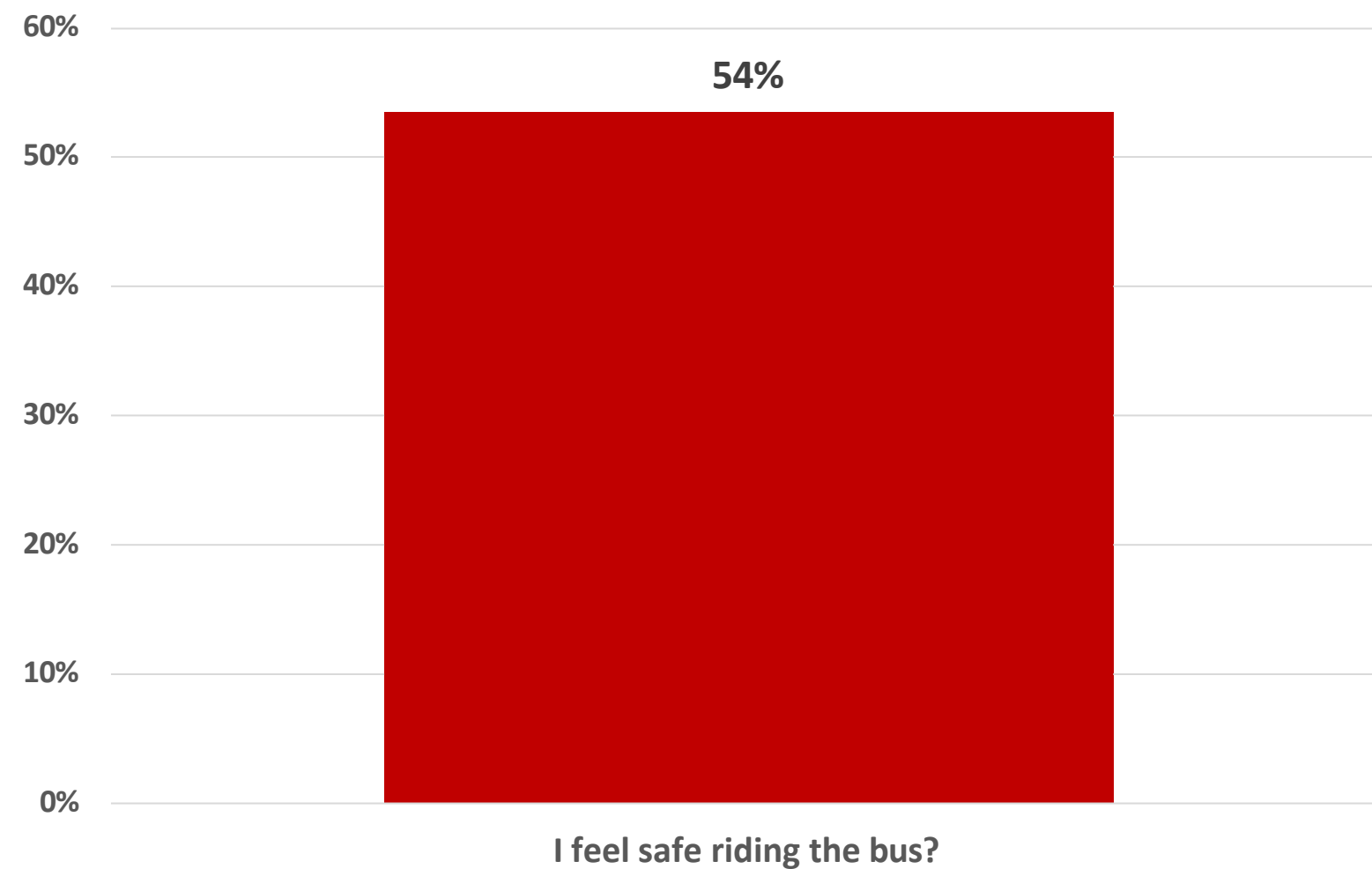
How satisfied are you with the cleanliness of each item listed?



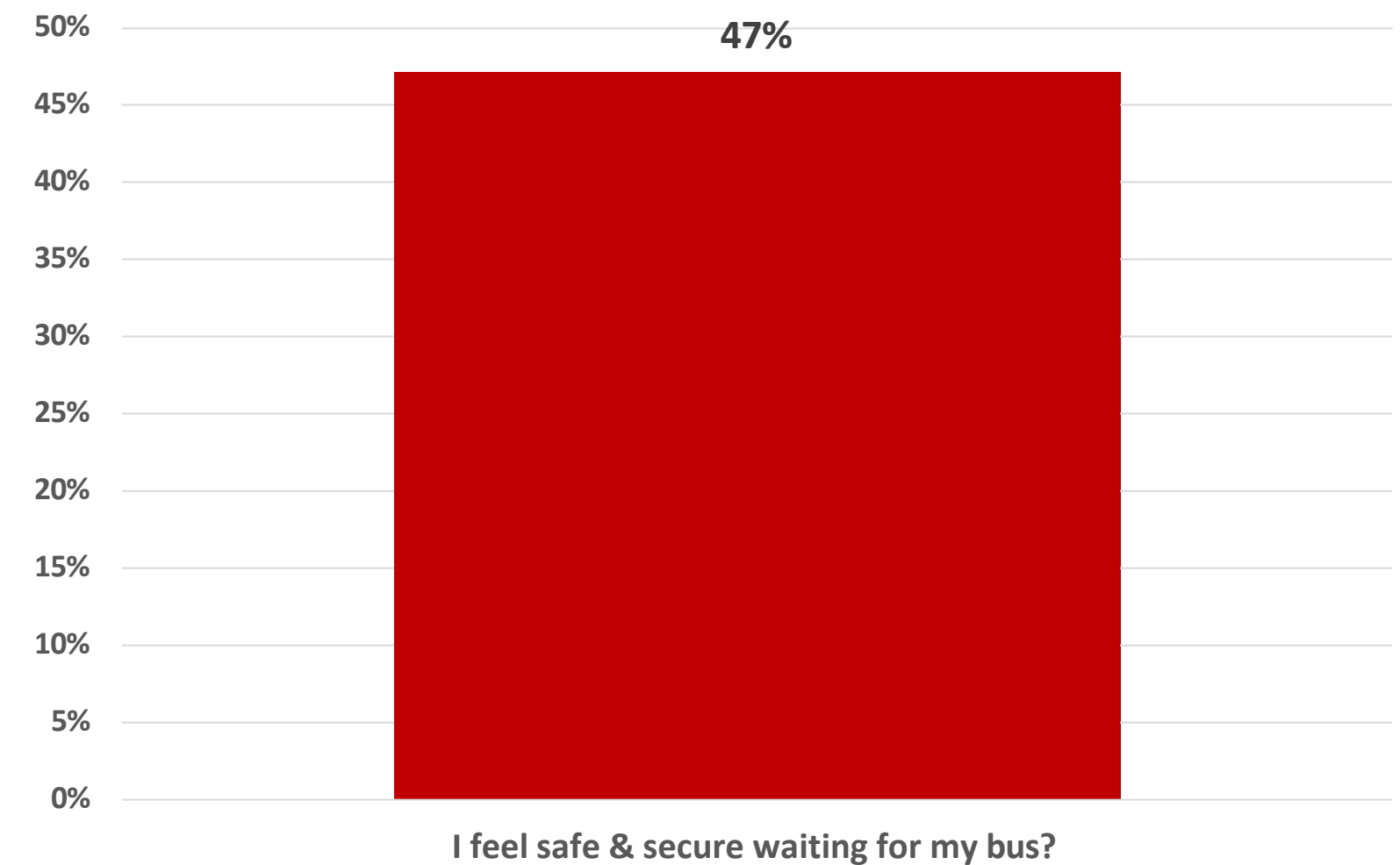
Bus and Bus Stop Safety

- 54% of FR customers feel safe while riding the bus and 47% of FR customers feel safe while waiting for the bus.

Bus Safety



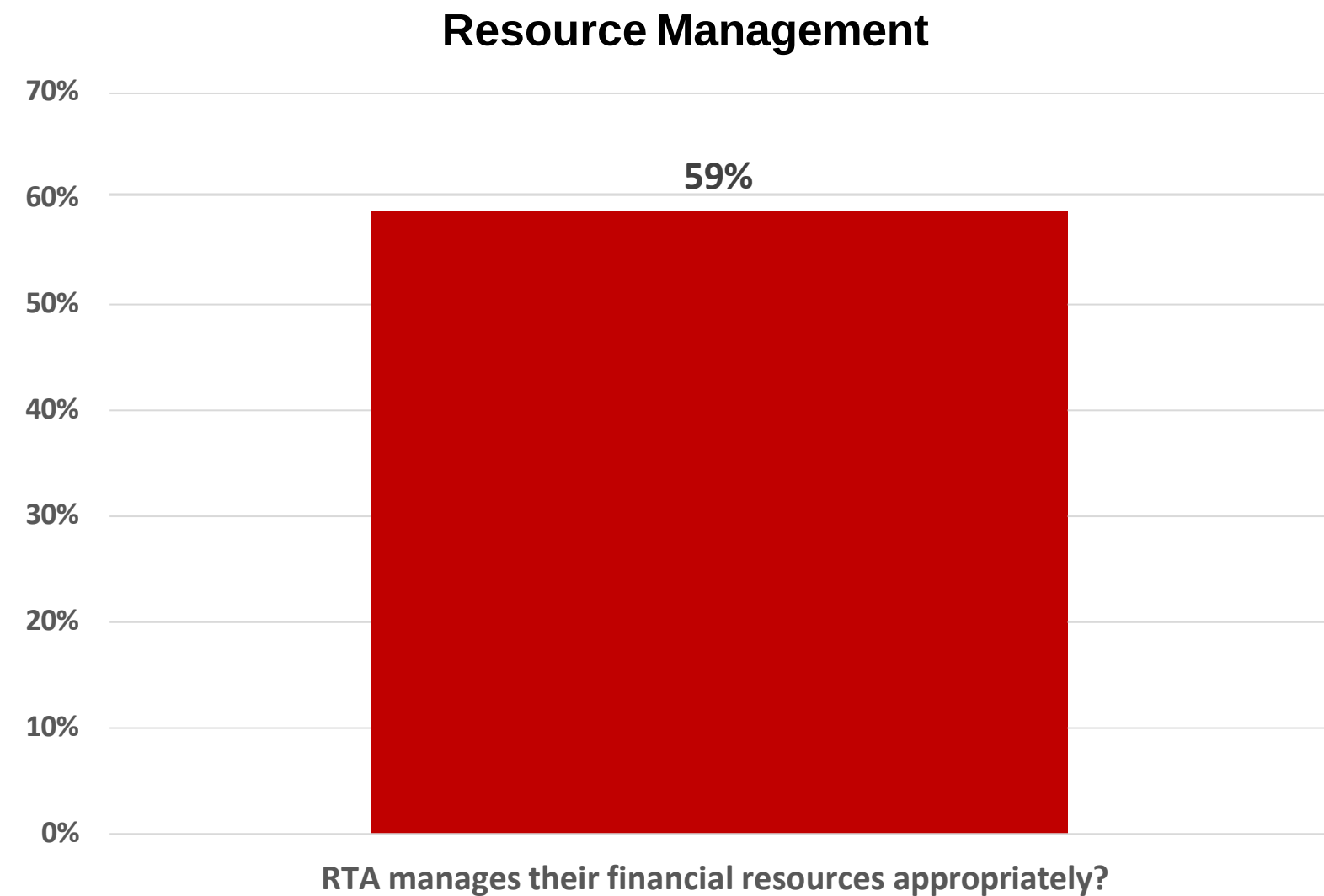
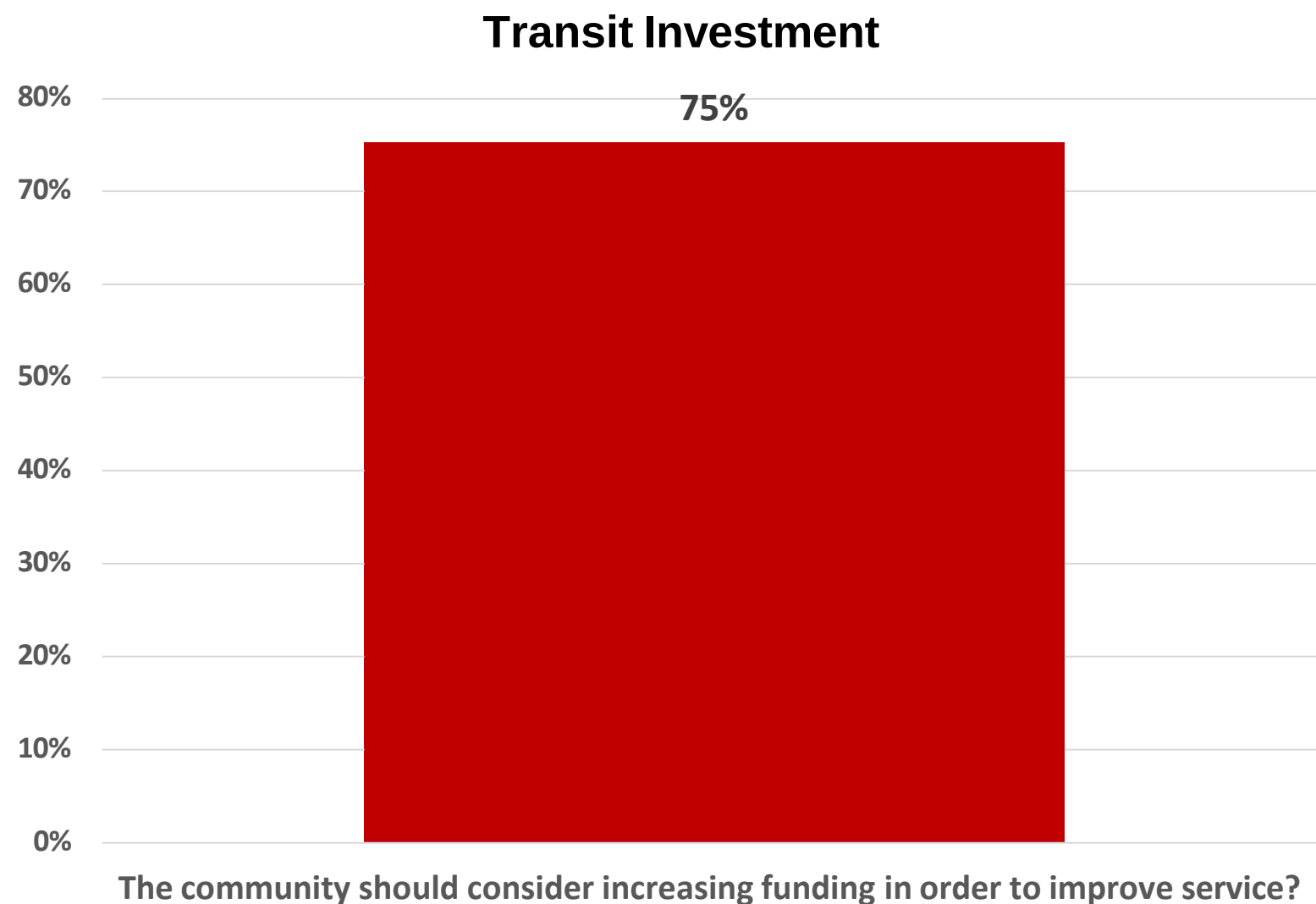
Bus Stop Safety





Funding

- 75% of FR customers feel the community should consider increasing funding to improve service.
- 59% of FR customers feel RTA manages financial resources appropriately



Customer Service

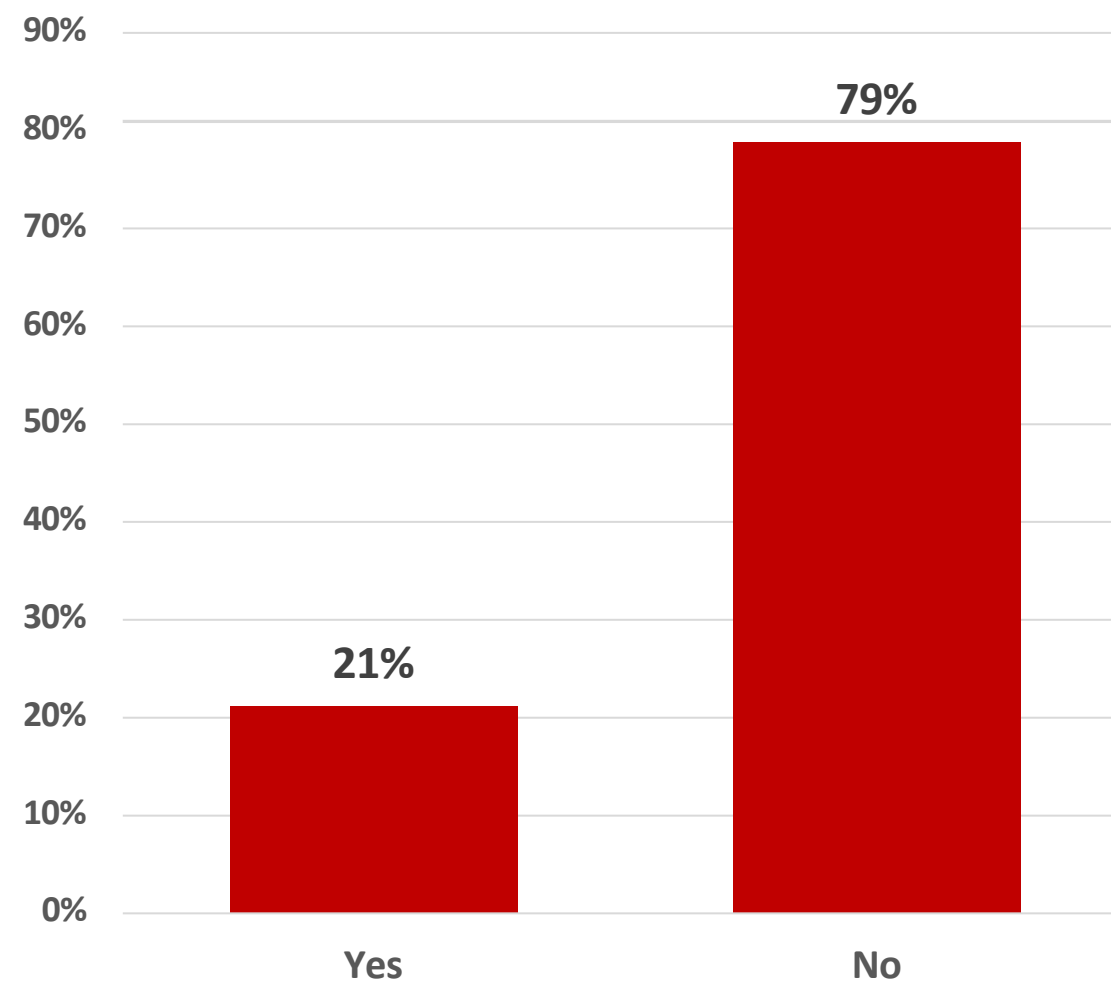
Fixed Route Bus



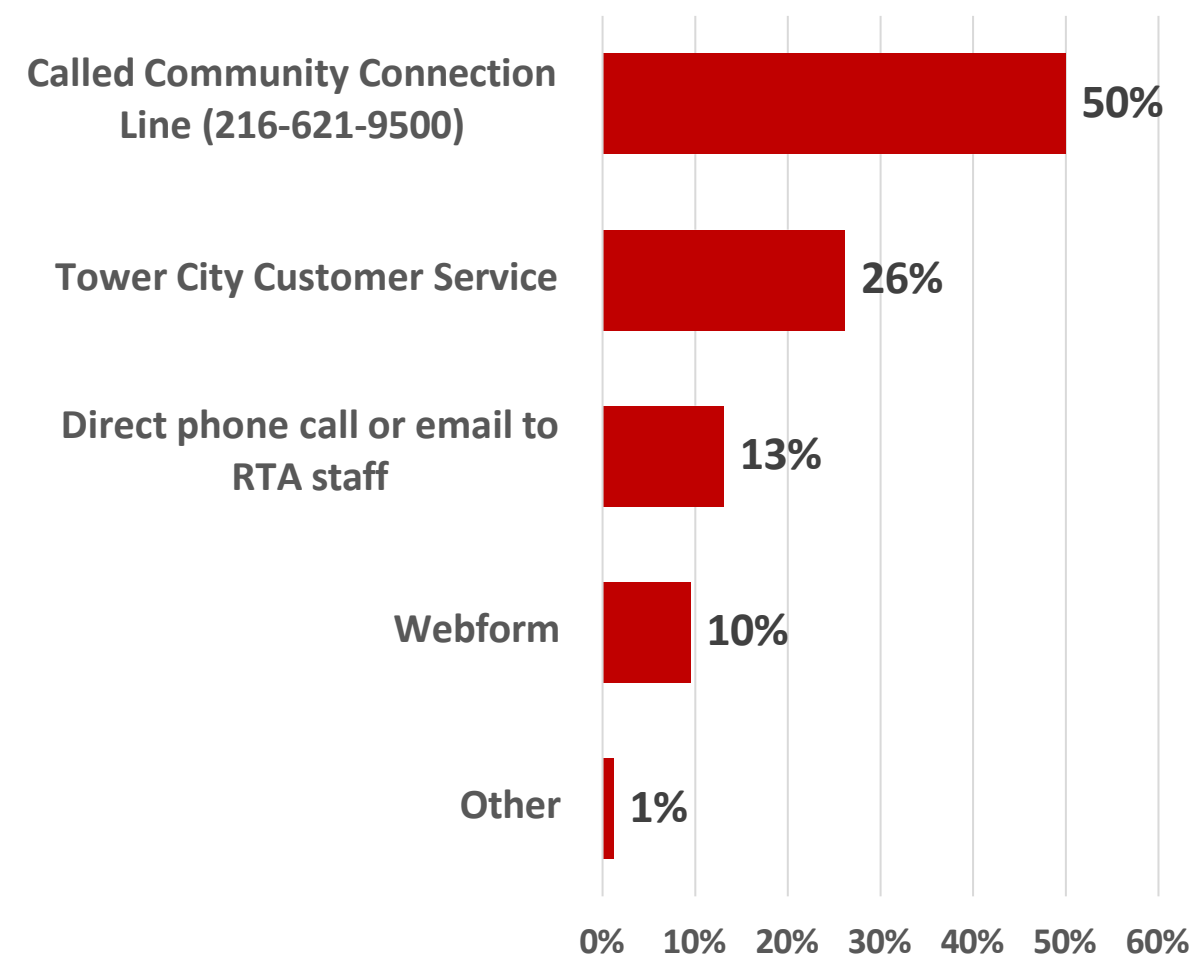
Communications with Customer Service

- 21% of FR Customers have contacted RTA in the last 3 months.
- 50% of those who contacted RTA used the Community Connection Line.
- Of the FR Customers who have contacted RTA, 61% had their issues resolved.

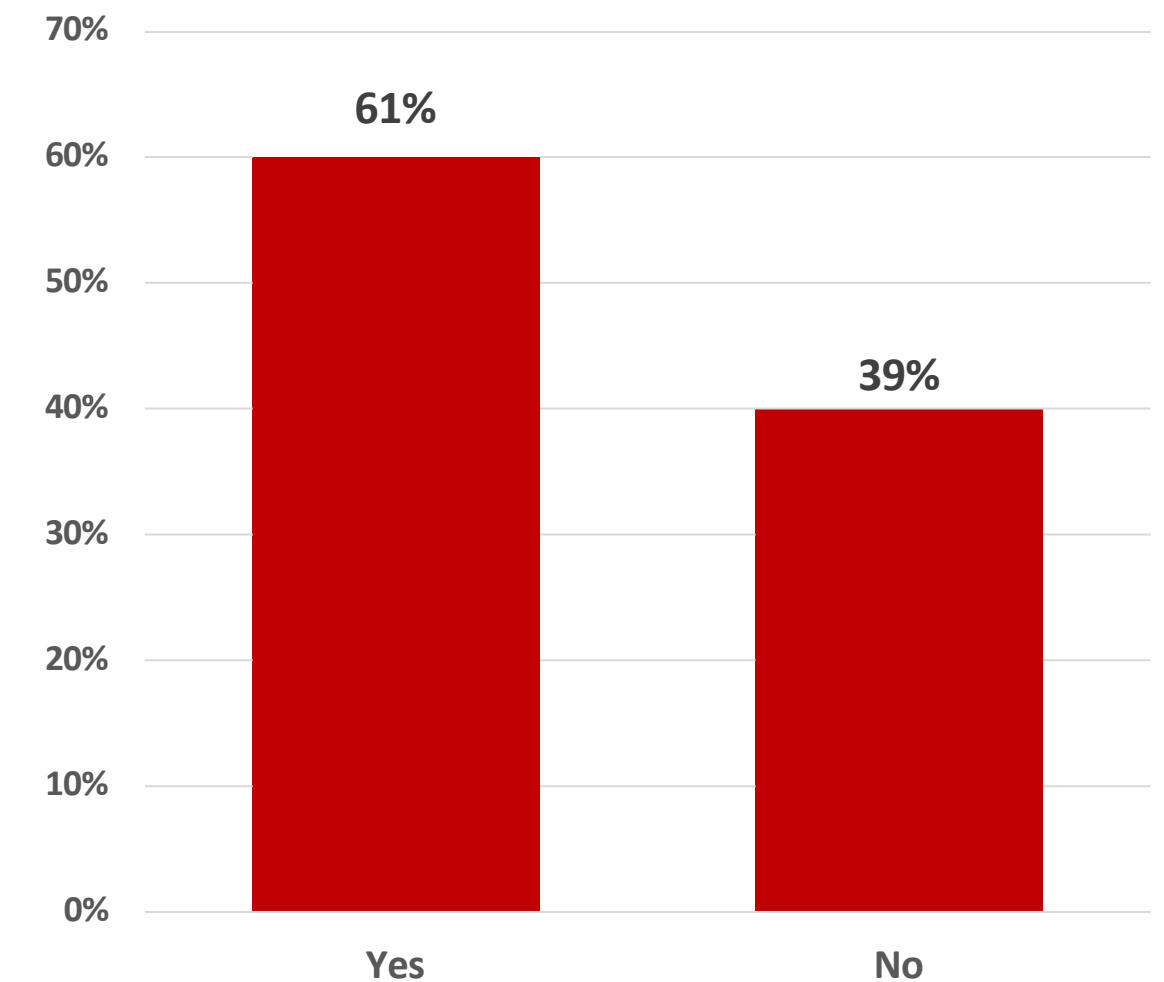
Have you contacted RTA with a question, concern, or complaint in the last 3 months?



How did you contact RTA?



Was your issue resolved?

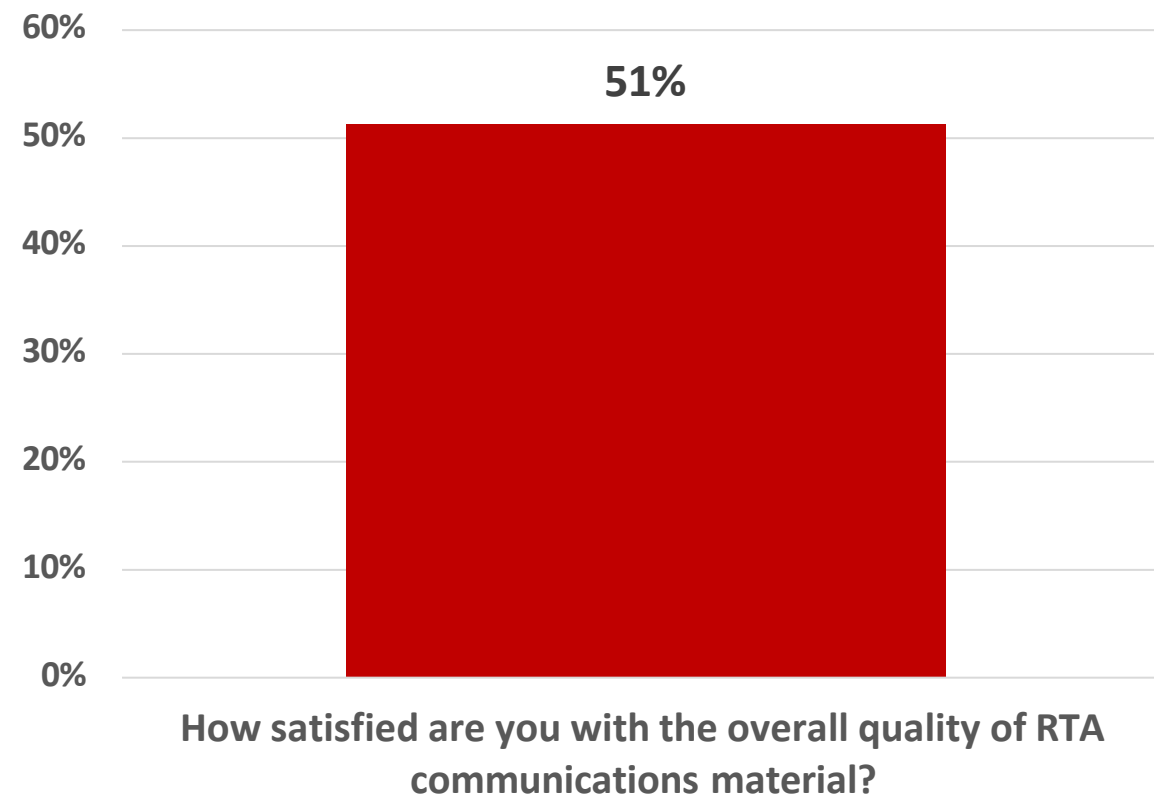




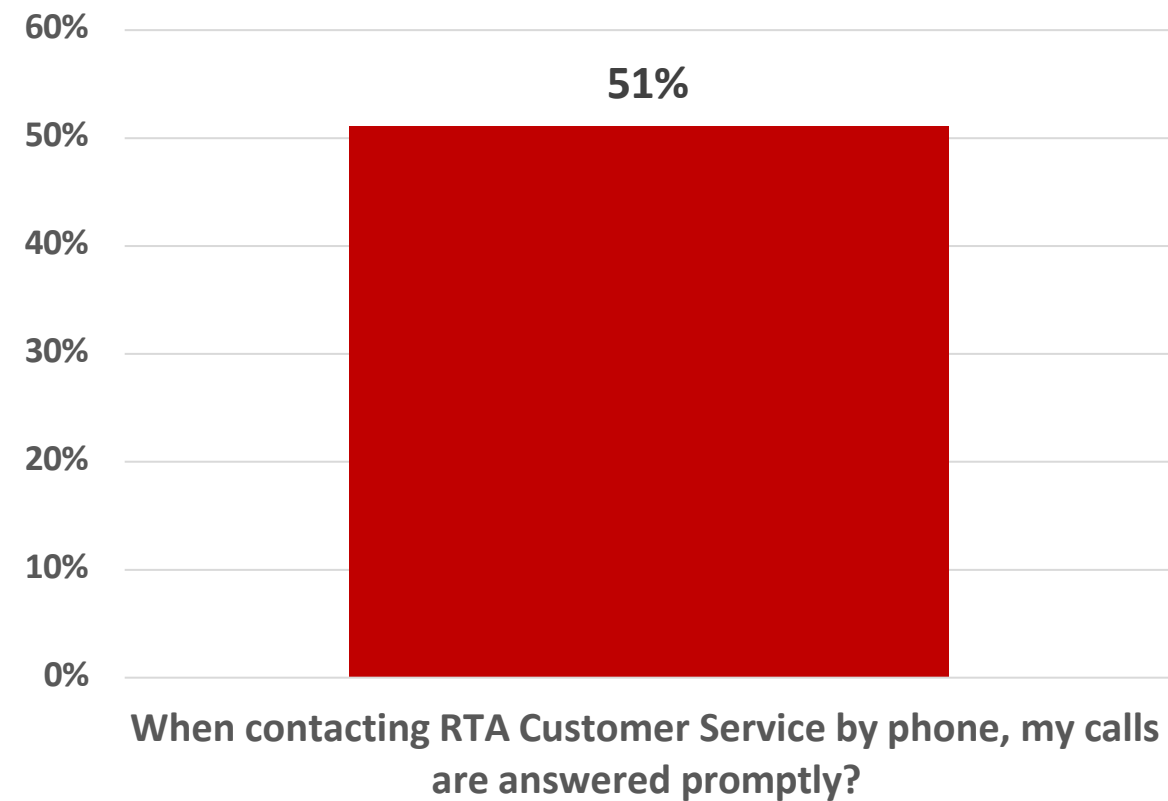
Overall Communications

- 51% of FR customers are satisfied with the overall quality of RTA communications material.
- 51% of FR customers agree RTA Customer Service calls are answered promptly, and 53% agree that customer service representatives are helpful and courteous.

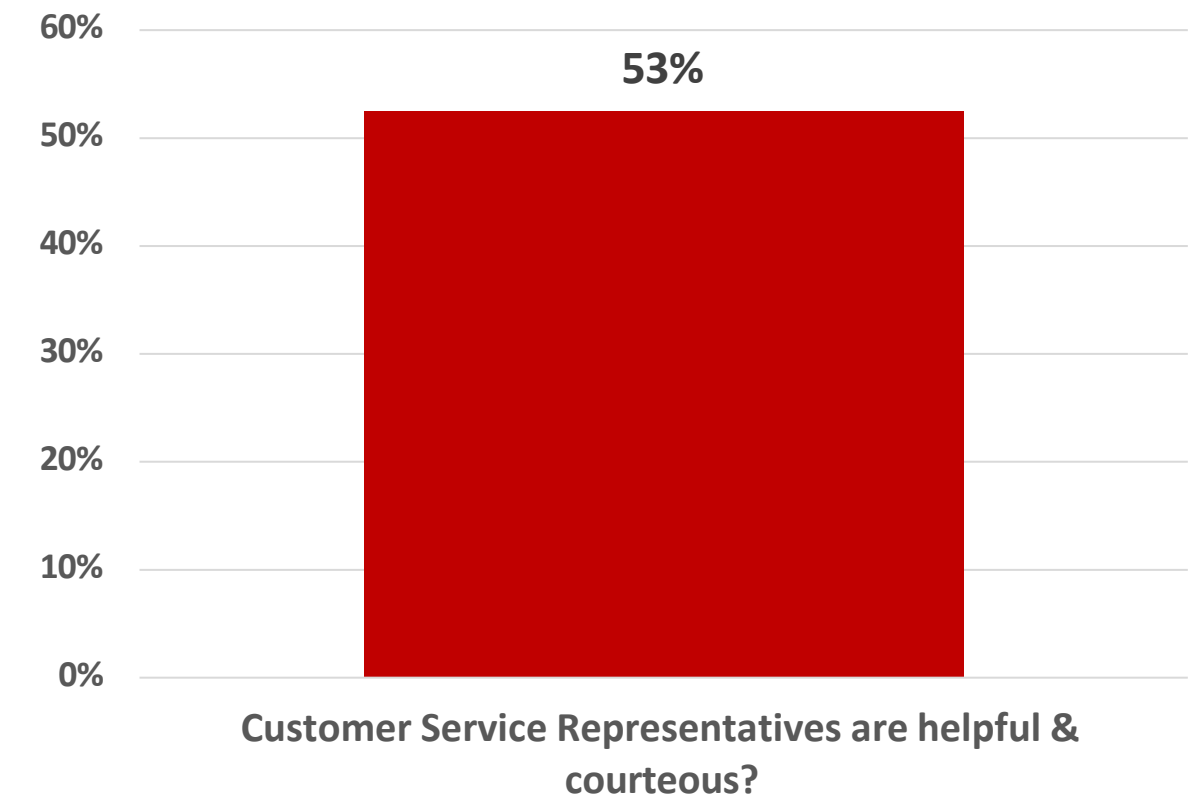
Overall Communications Material



Contacting Customer Service



Customer Service Courtesy

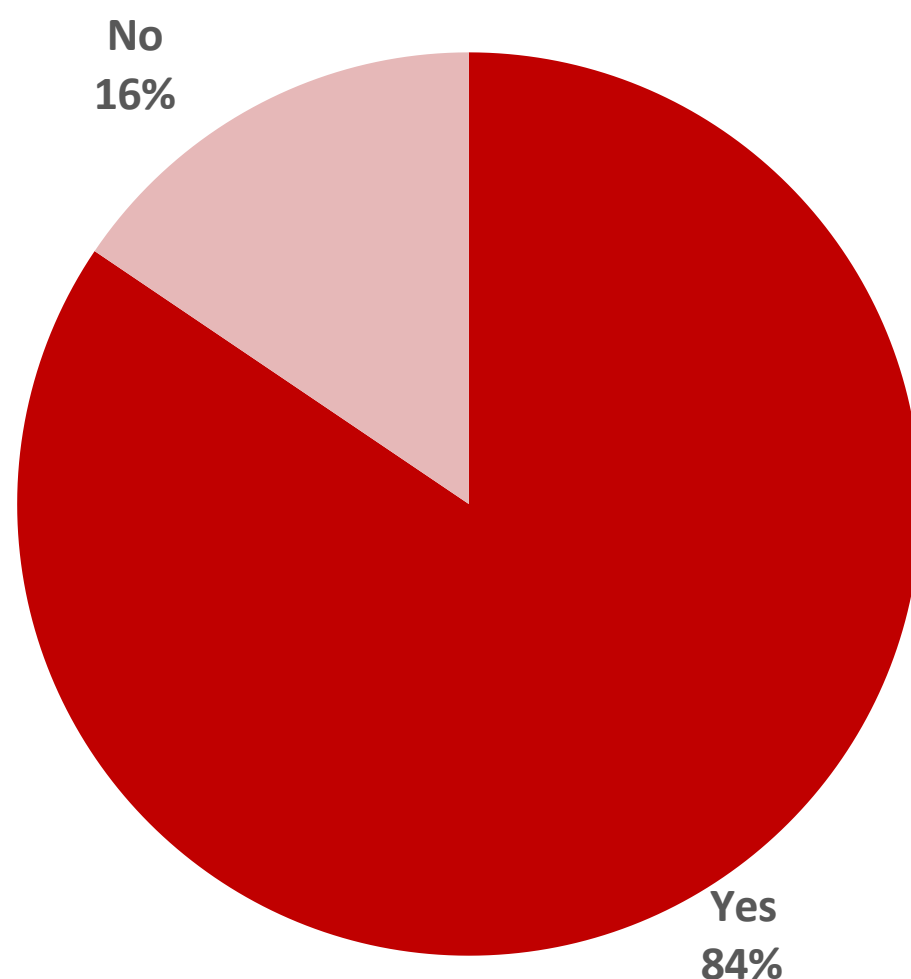




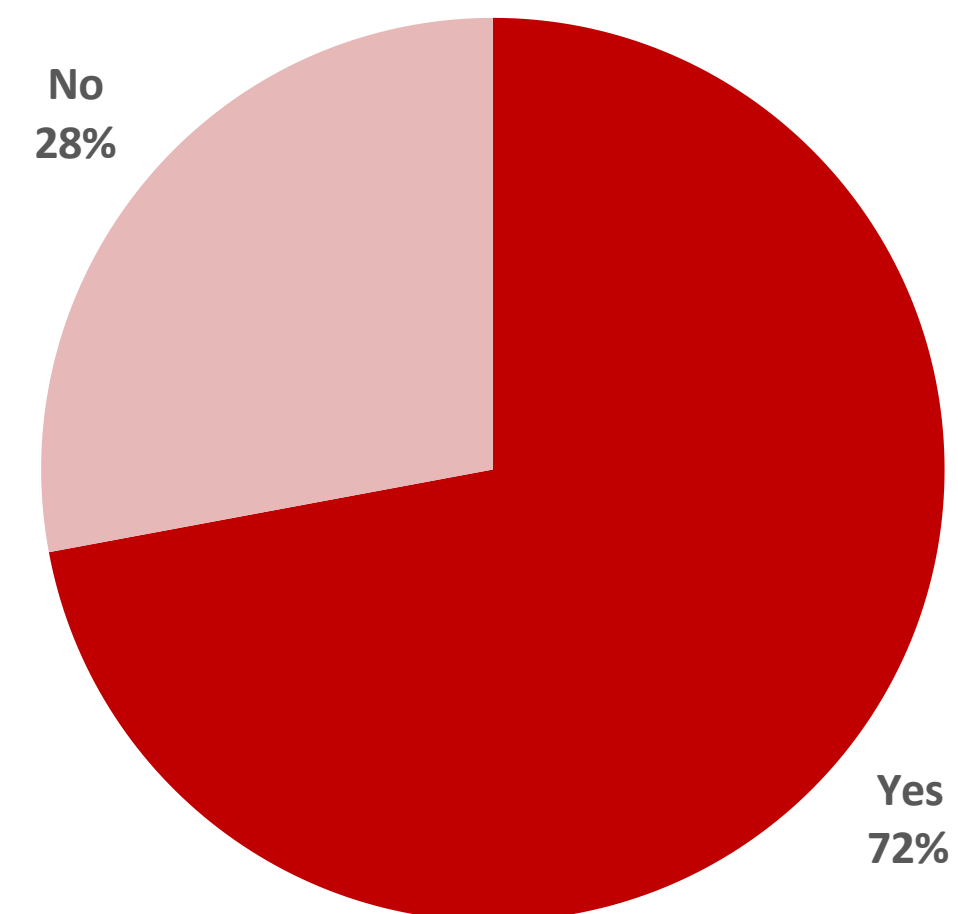
Cell Phone Usage

- 84% of Fixed Route customers currently have access to a mobile smartphone.
- Of the customers that have mobile smartphone access, 72% of customers use it to access the Transit App.

Do you currently have access to a mobile smartphone?



Do you use your mobile smartphone to access real-time vehicle information through the TransitApp?



Bus Rapid Transit

(BRT)





BRT Results Overview

65% of BRT customers are satisfied with BRT service.

80% of customers think the RTA system provides value to the community.

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



Bus routes are conveniently located for me (72%)



Buses operate on the days & at the times that I need them (71%)

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



I feel safe & secure waiting for my bus (48%)



Bus is clean (44%)

Top Most Important Elements of BRT Service to Customers...

1. On-time performance
2. Cleanliness
3. Safety while riding

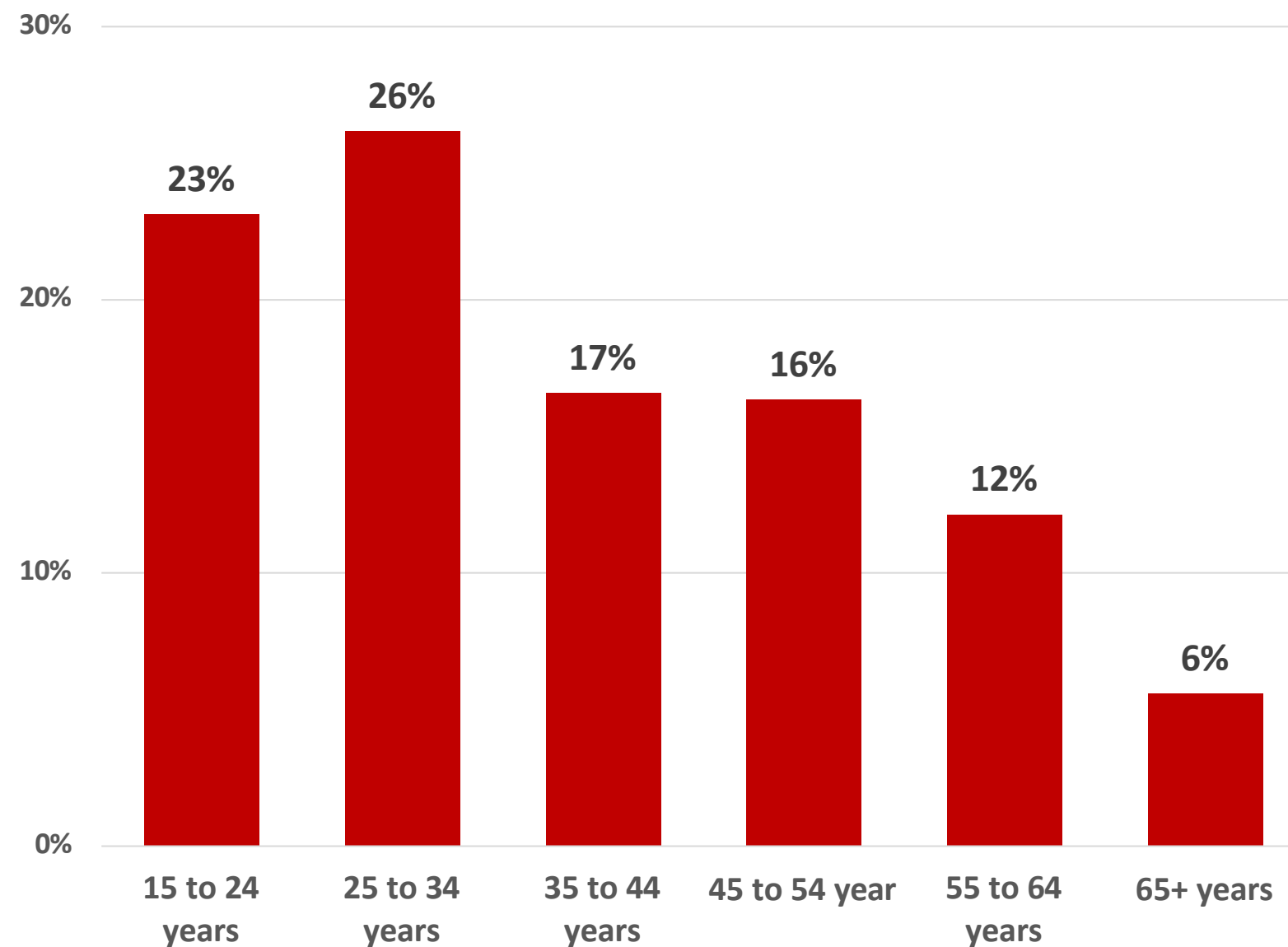
Customer Characteristics

Bus Rapid Transit

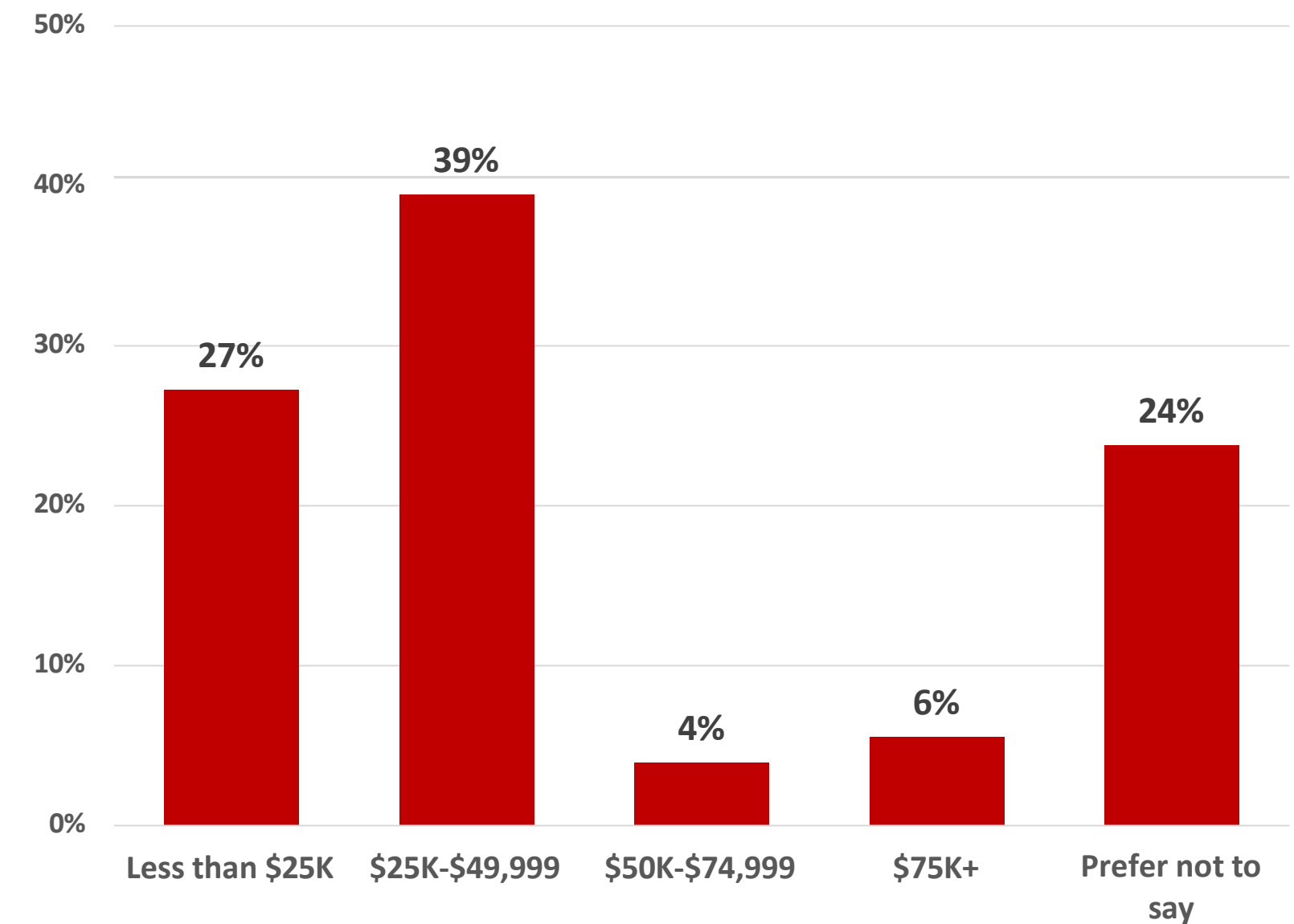
Customer Characteristics

- Based on responses, 49% of BRT ridership is between the ages 15 to 34 years old and 66% have a total household income below \$50,000.

What is your age?



What category best describes your total annual household income?

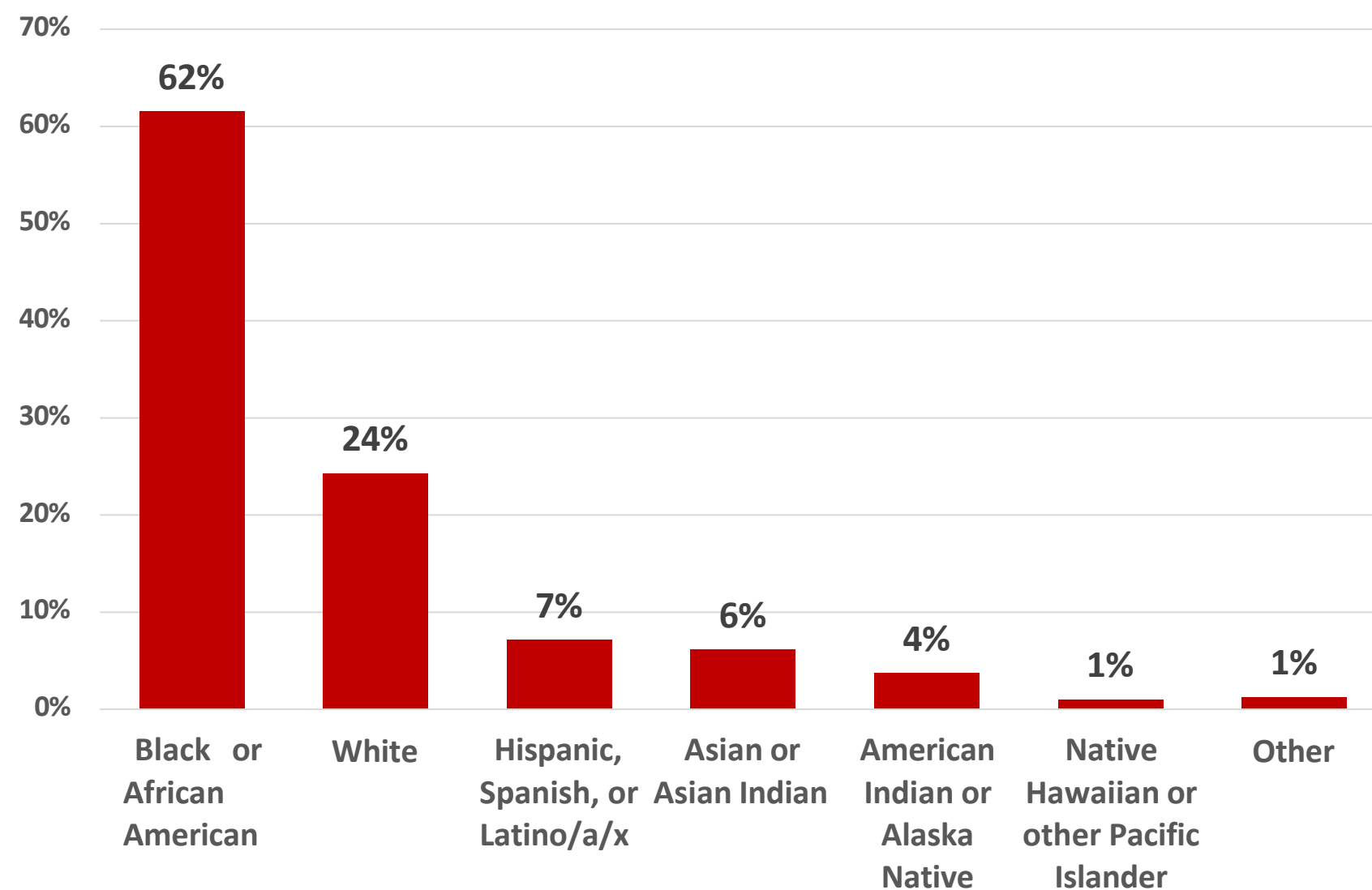




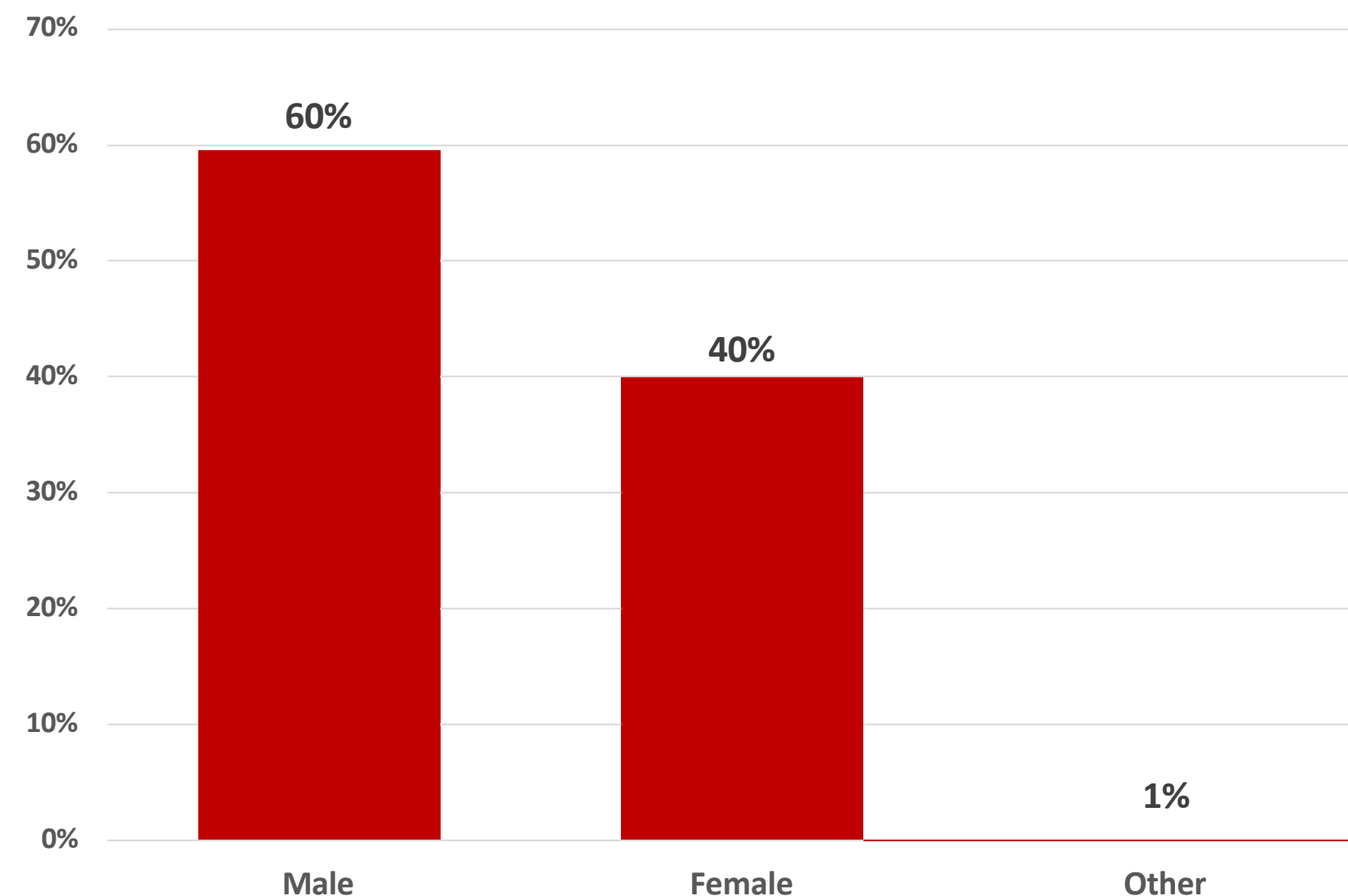
Customer Characteristics

- The typical BRT customer is Black/African American (62%) and male (60%).

What is your race/ethnicity?

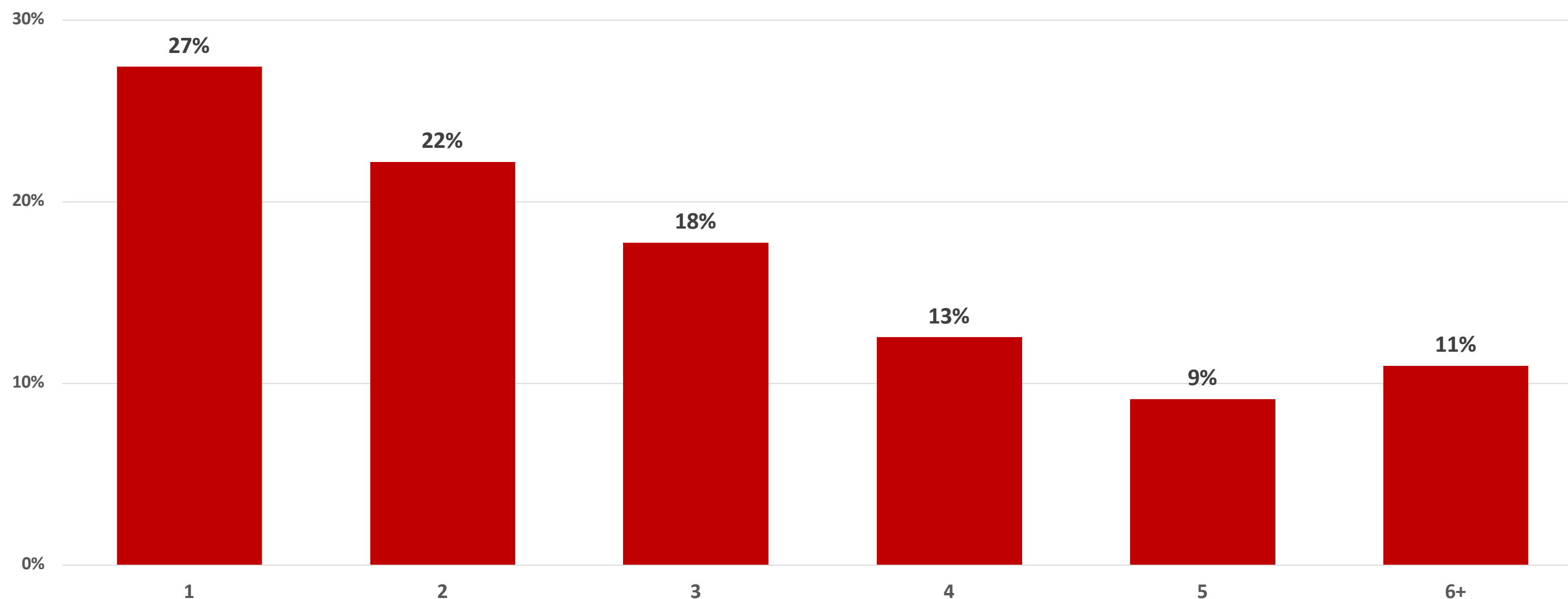


What is your gender?



- A large portion of riders live alone or with one other individual (49%), while 31% of riders live in a household with three or four individuals (including respondent).

Including yourself, how many people live in your household?

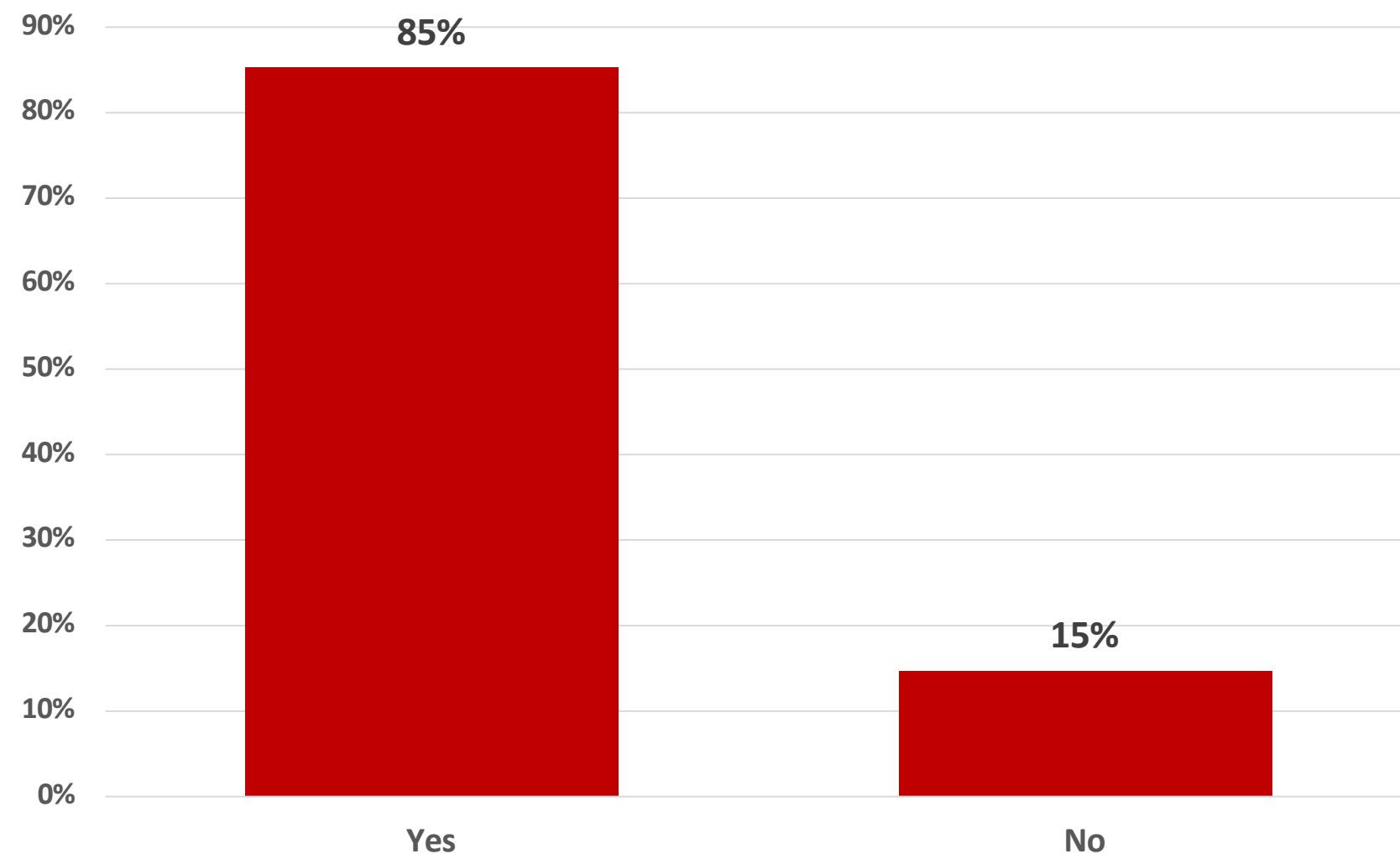




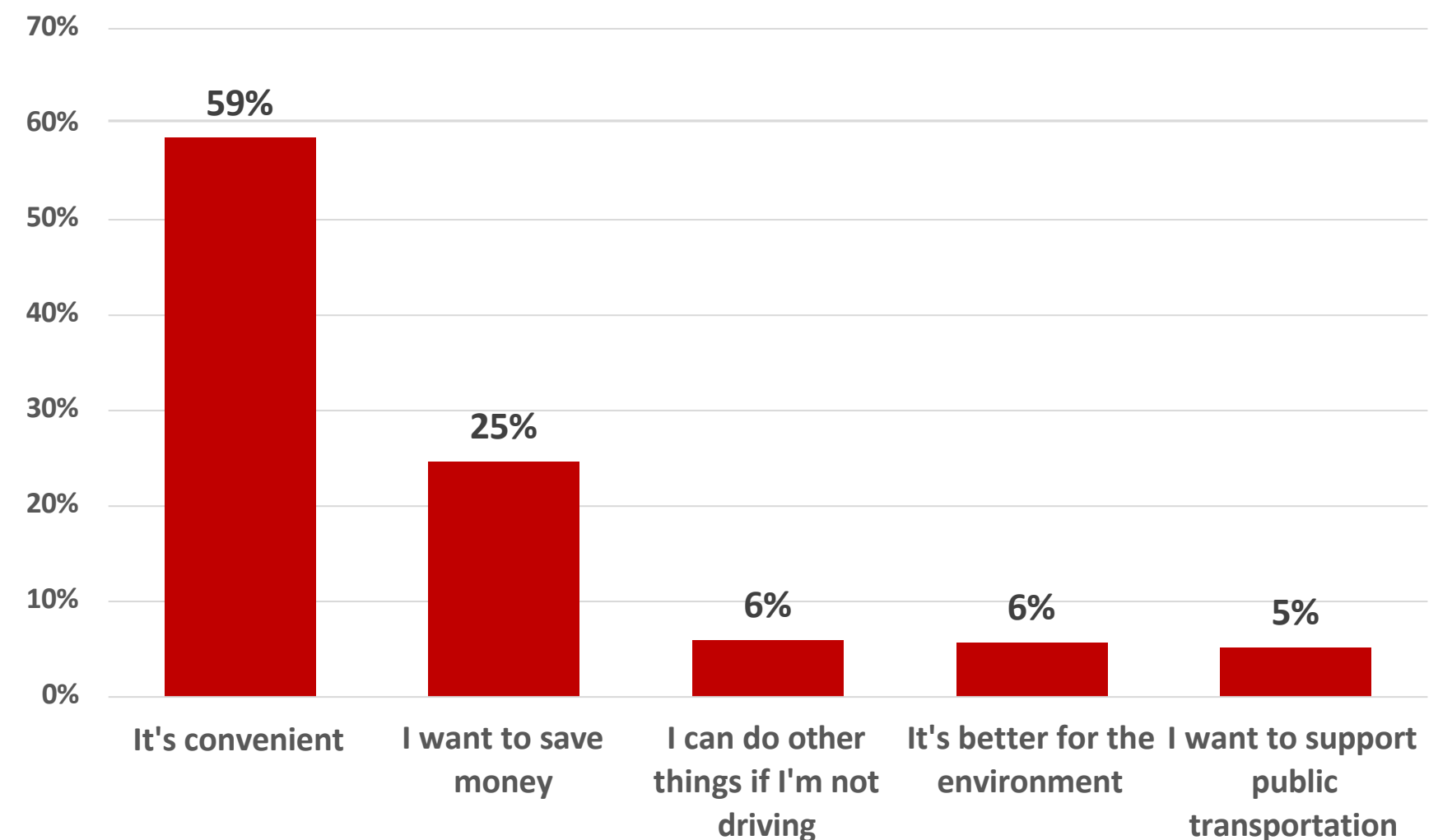
Transit Dependence and Choice Riders

- 85% of BRT Customers are dependent on RTA buses for travel.
- Of the 15% of BRT Customers who have other transportation options, "It's convenient" (59%) is the primary reason for choosing to use RTA bus services.

Are you dependent on using RTA buses to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?

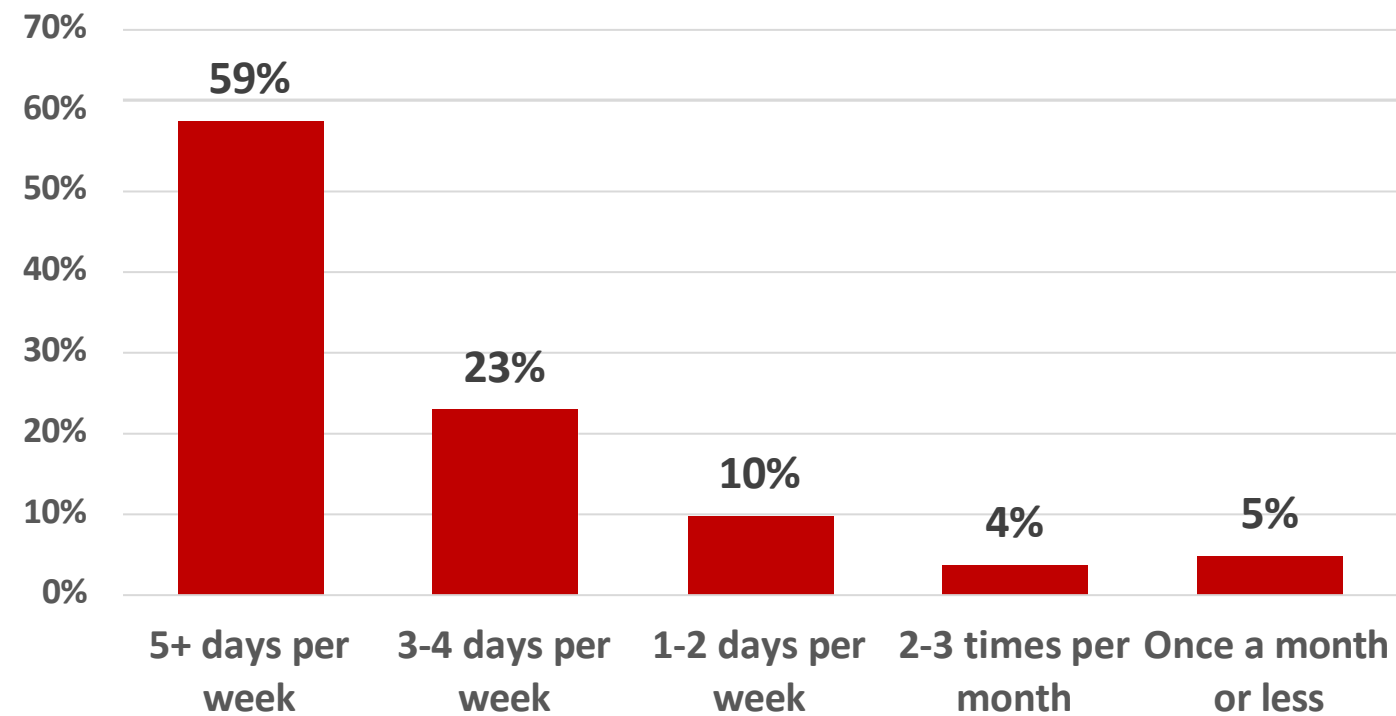




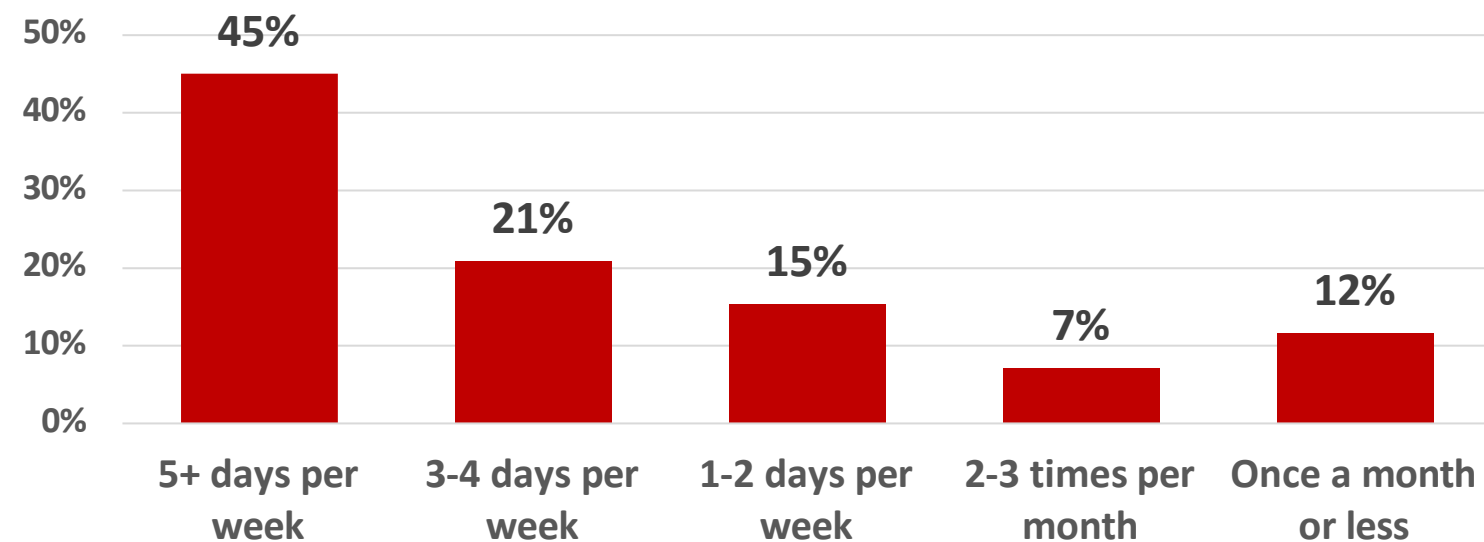
Trip Frequency and Purpose

- BRT customers most often ride the bus 5+ days per week (59%) and most frequently ride the bus for work (53%).

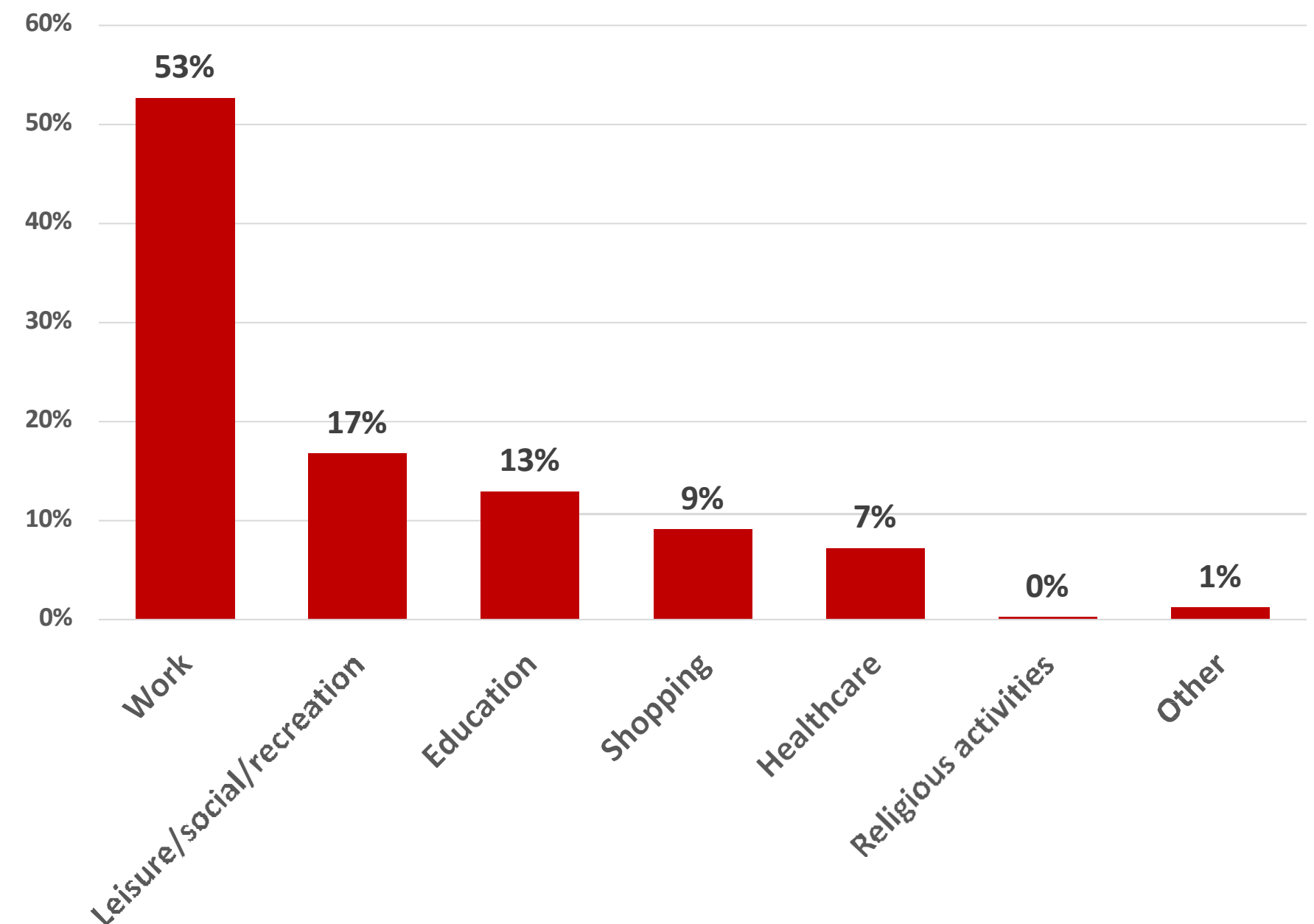
How often do you ride the bus?



How often do you ride other RTA services such as the HealthLine, Red/Blue/Green Lines, or Paratransit?



Why are you taking this trip?

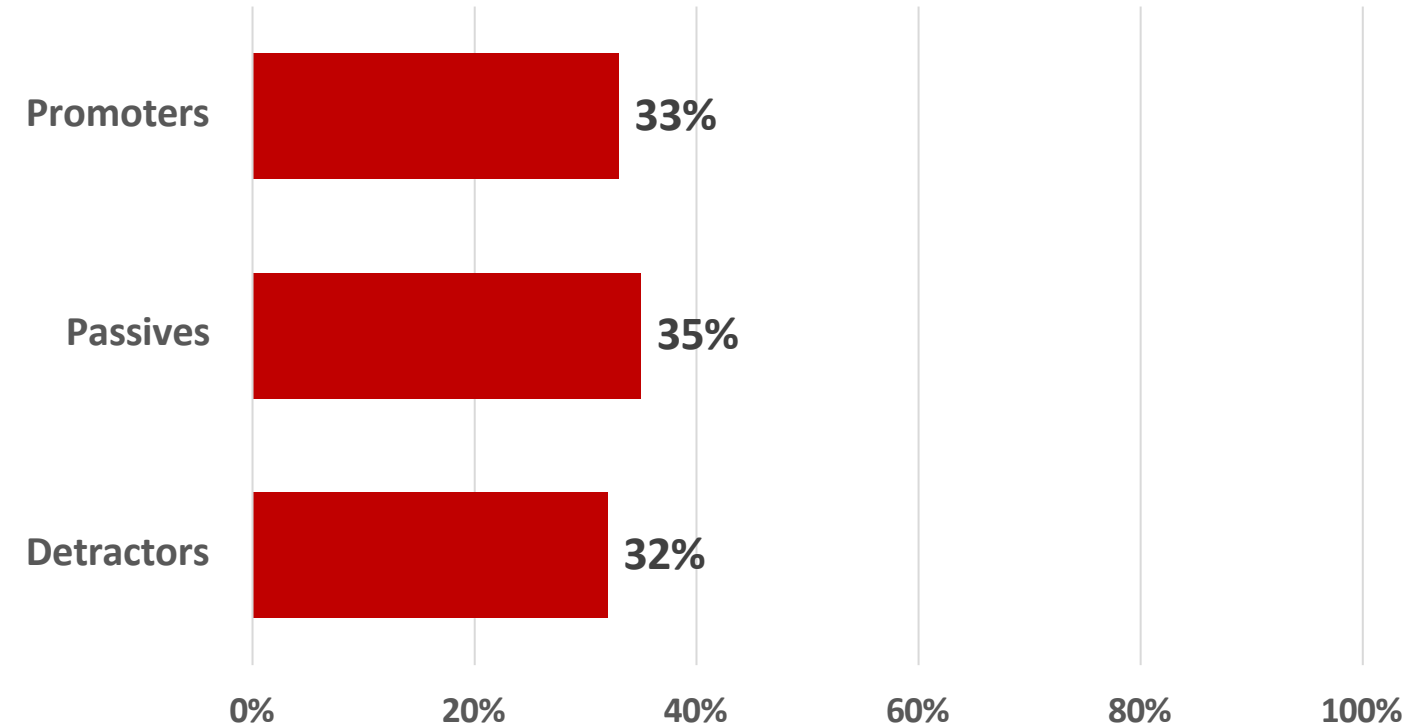




Net Promoter Score (NPS)

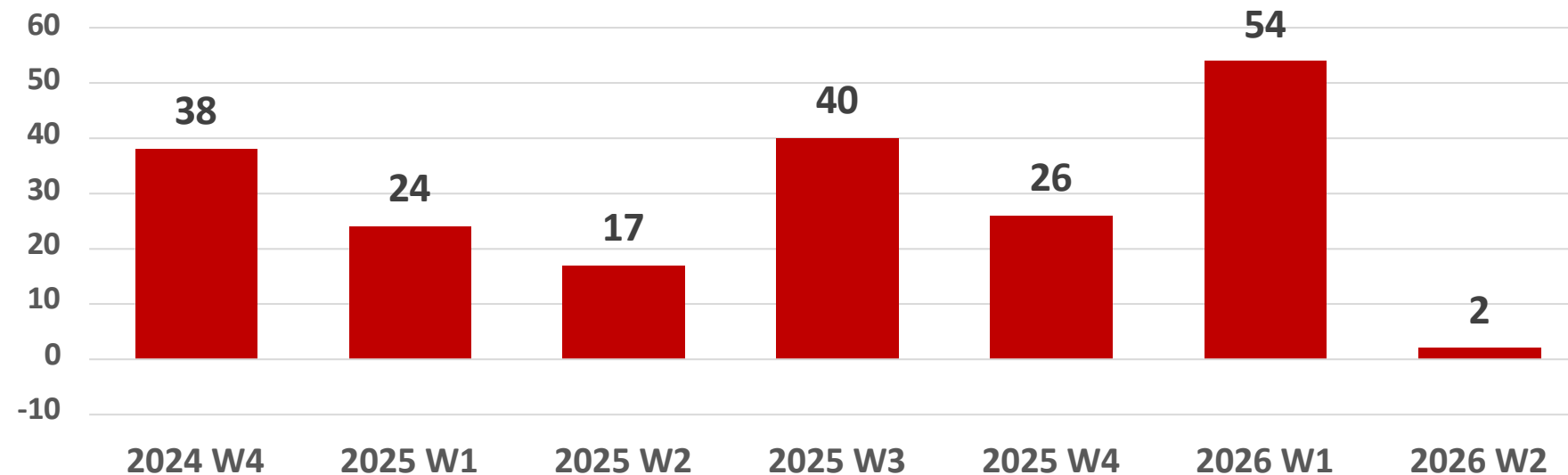
Bus Rapid Transit

All things considered, how likely would you be to recommend riding RTA bus to a friend or neighbor?

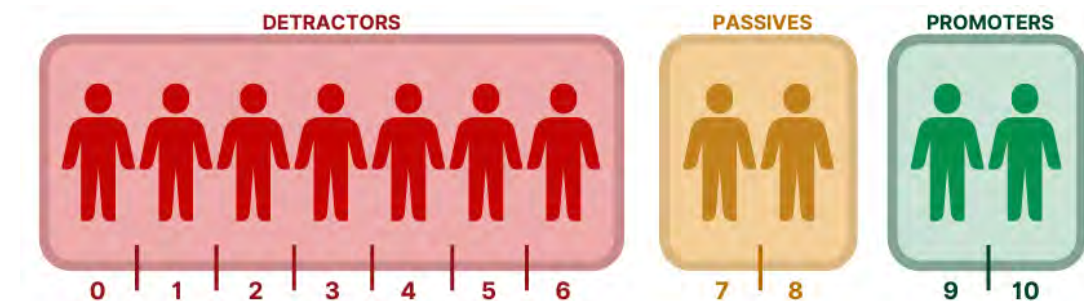
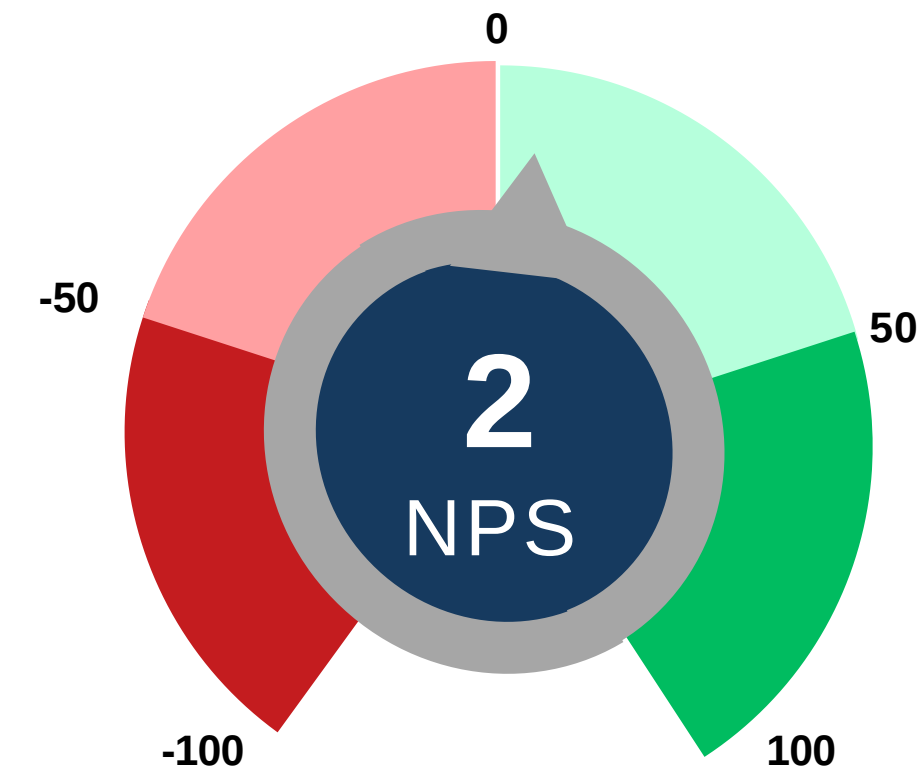


*Rounded to nearest whole number, actual NPS value is 2

Net Promoter Score



RTA's BRT NPS is down 52 points since Wave 1 from 54 to 2

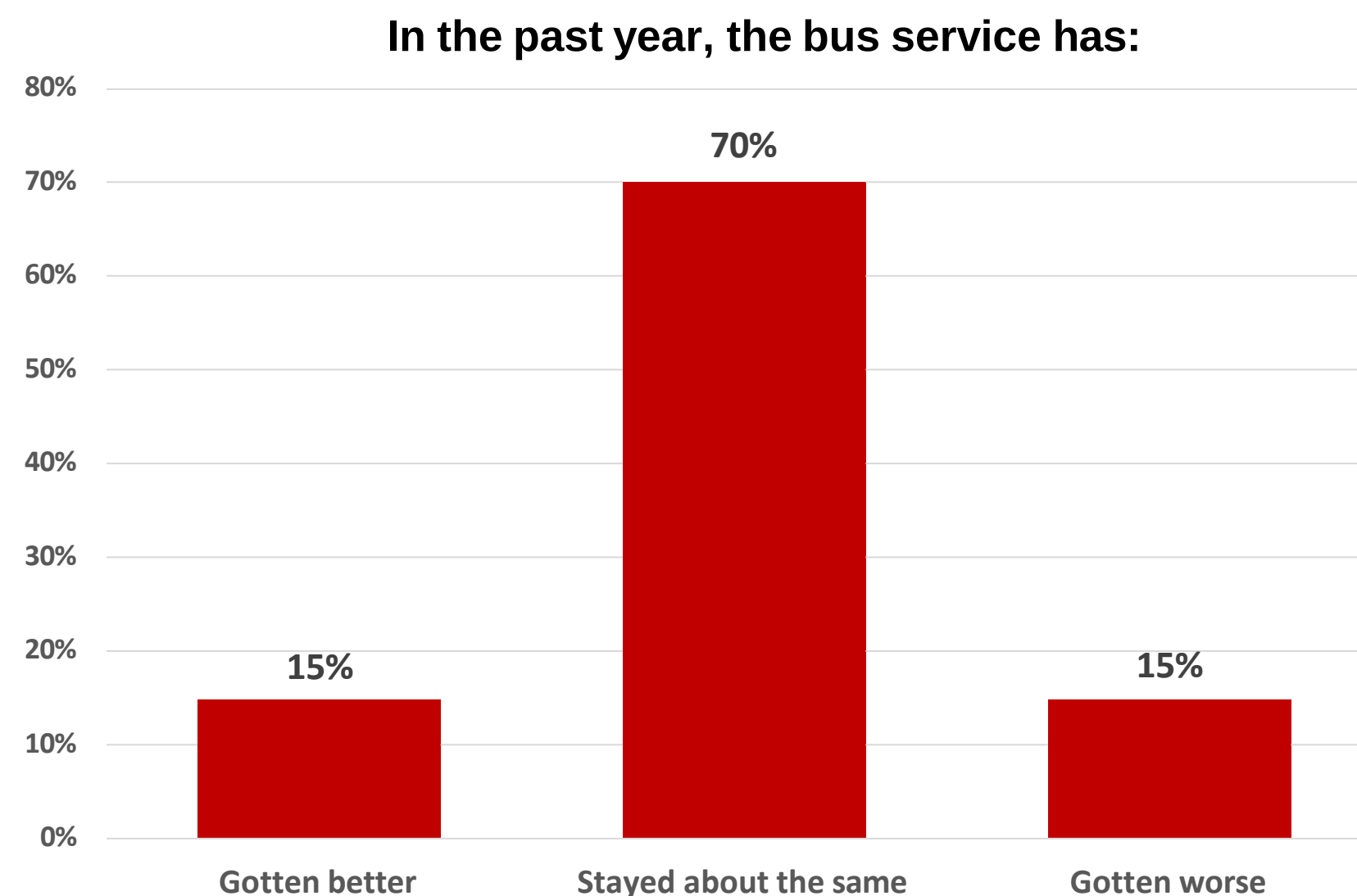
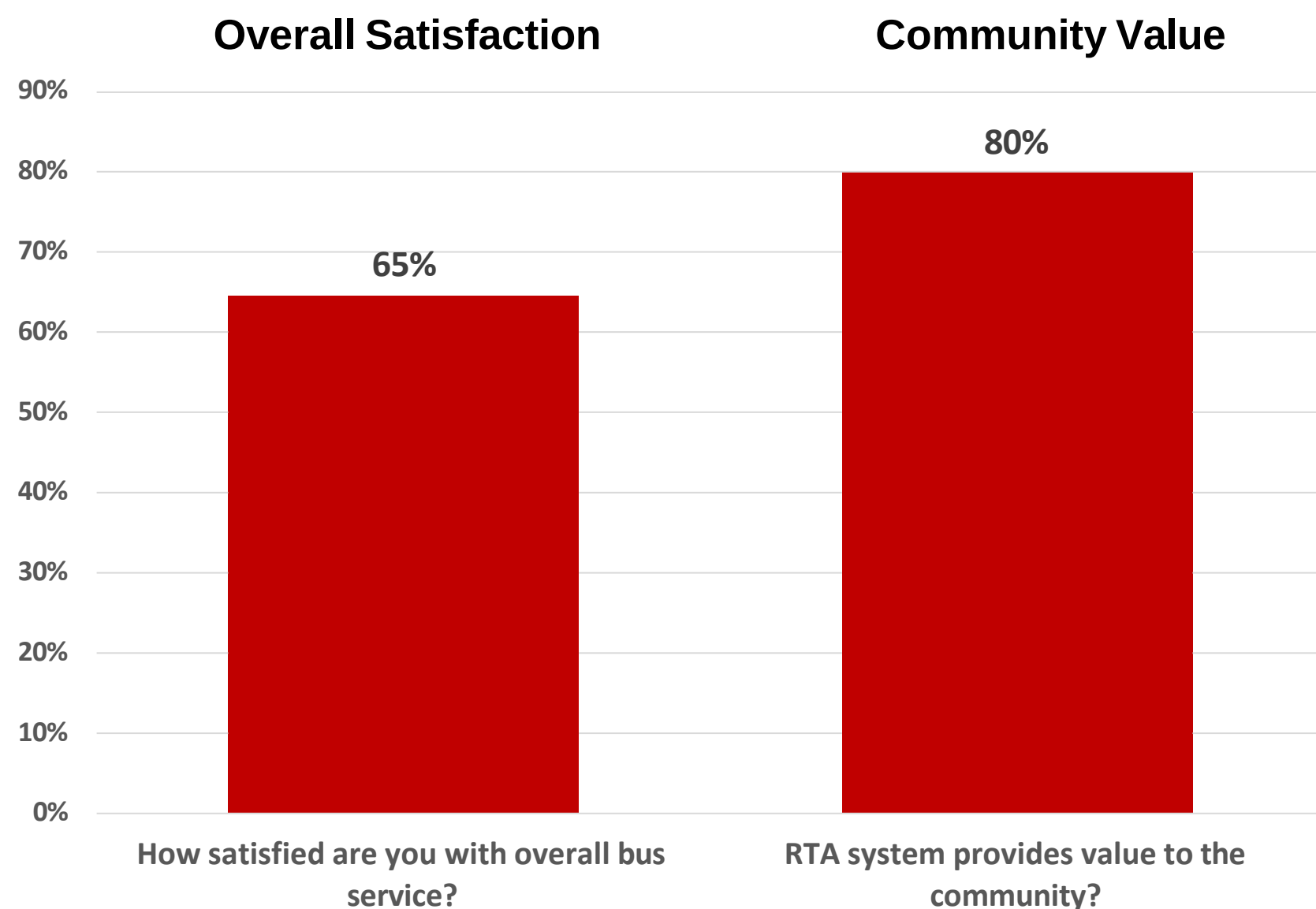


$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



Satisfaction and Community Value

- 65% of BRT customers are satisfied overall with the bus service.
- 80% of BRT customers believe the RTA system provides value to the community. 70% of BRT customers believe the bus service has stayed about the same in the past year.

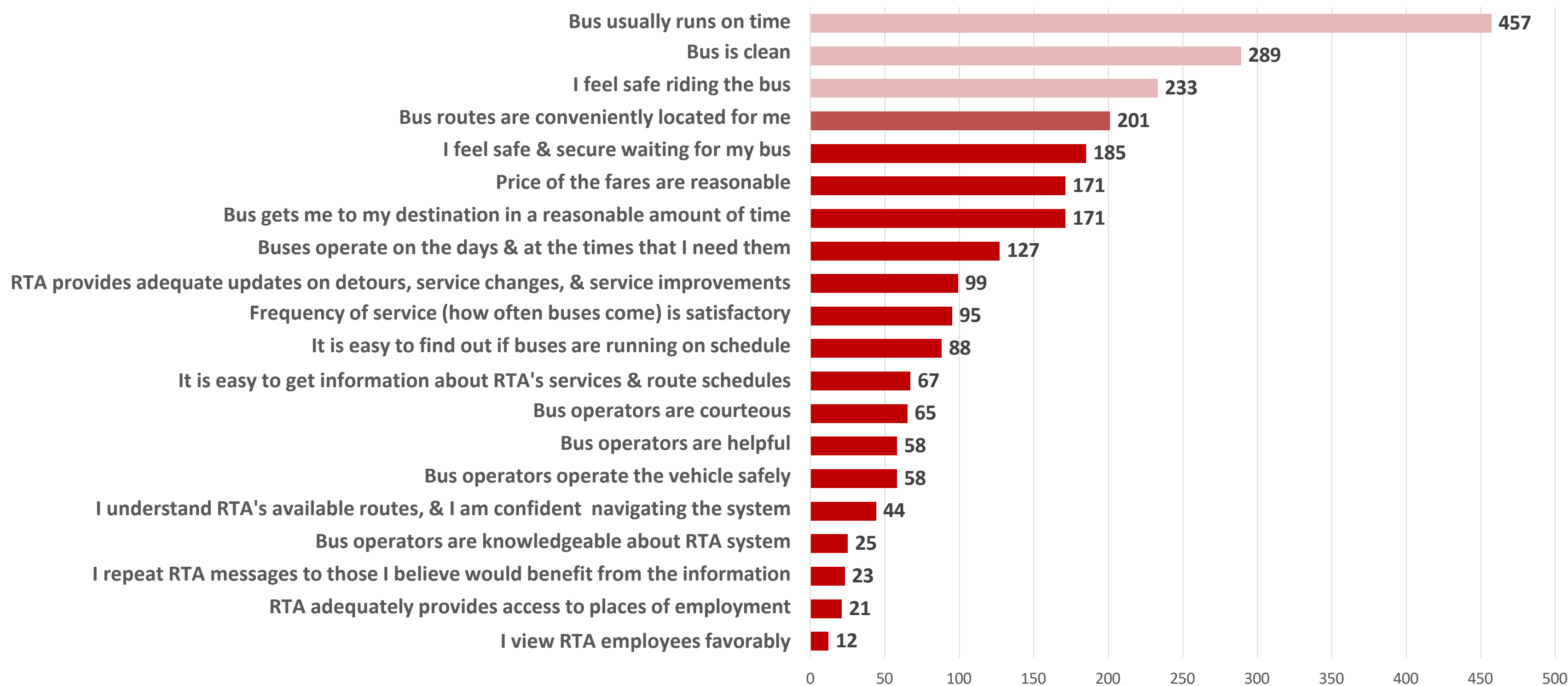


Customer Importance Factors

Bus Rapid Transit

Top Customer Importance Factors

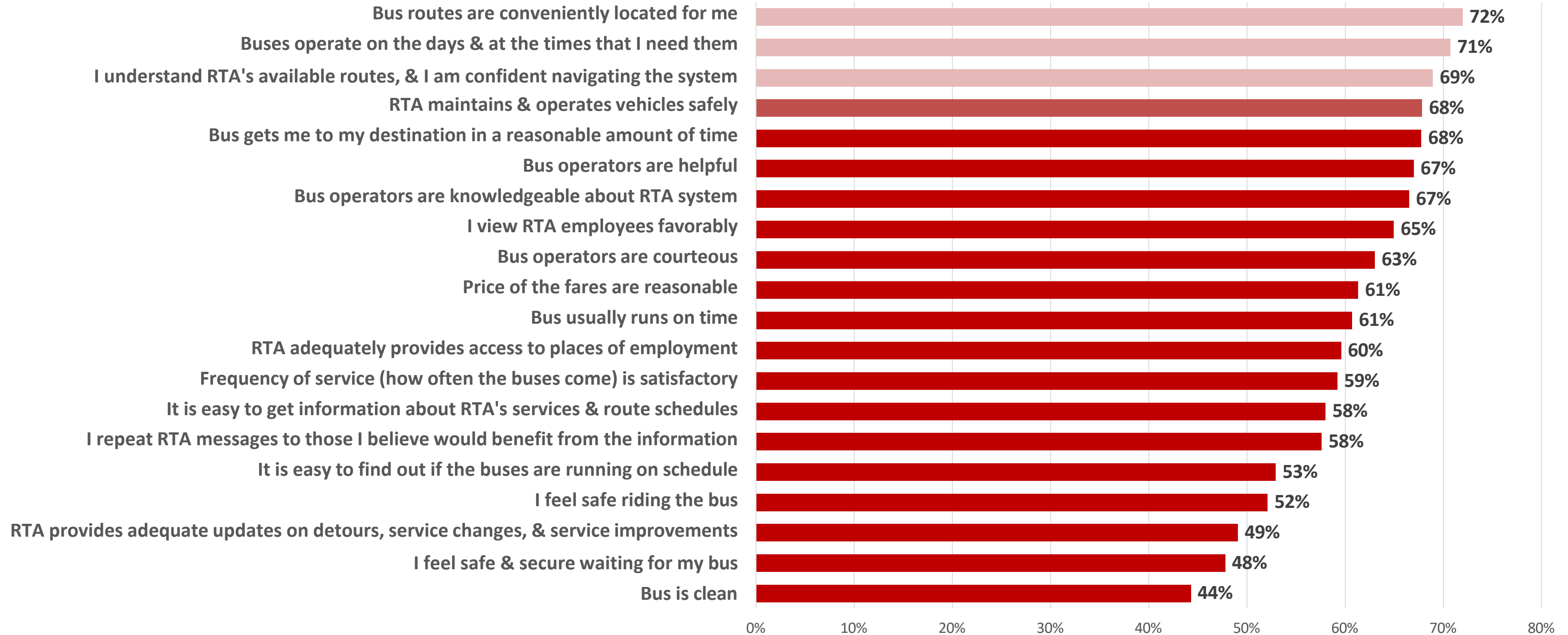
- The top three importance factors to BRT customers are bus usually runs on time (457), bus cleanliness (289), and safety while riding (233).





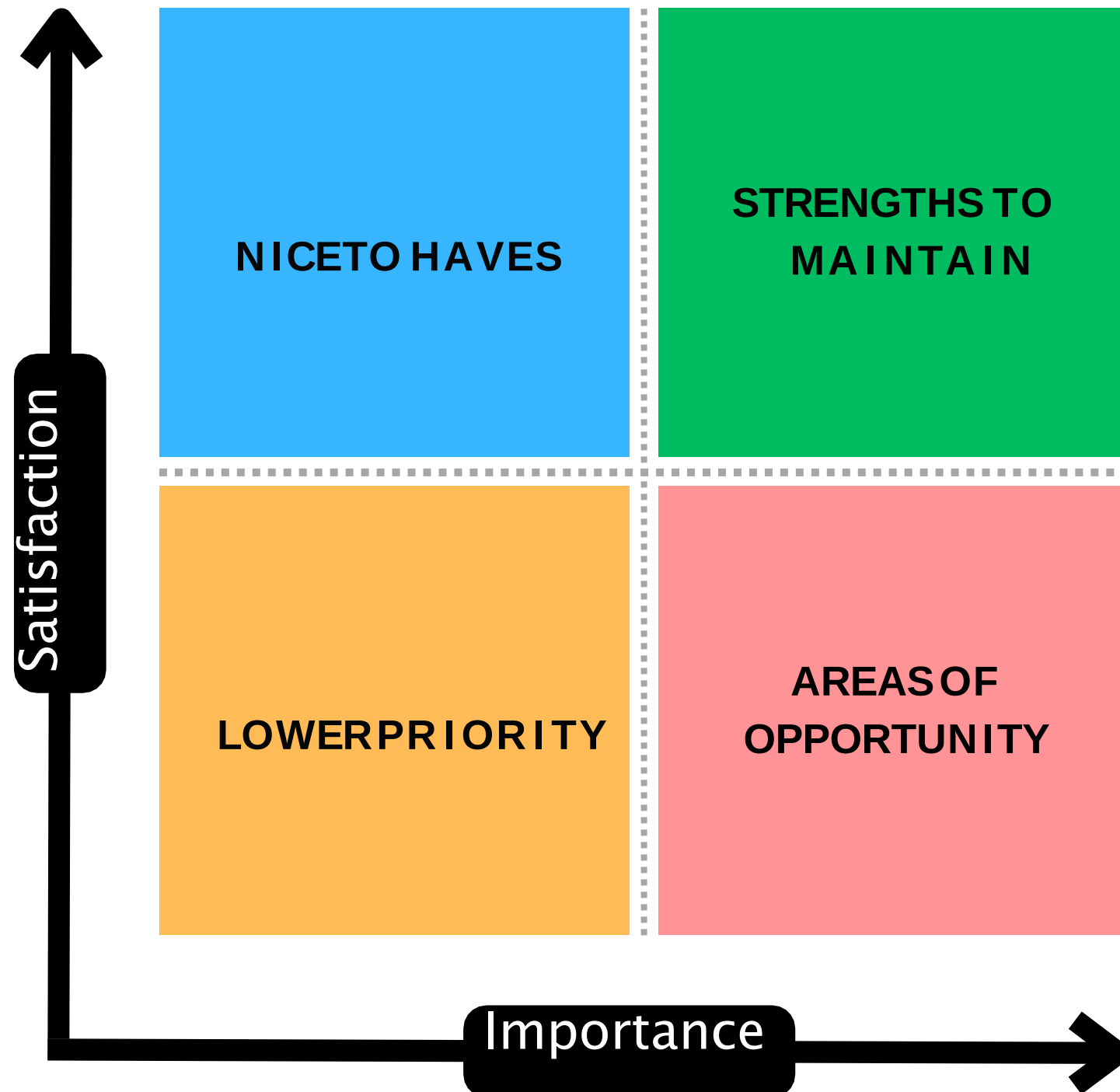
Level of Agreement

BRT



Key Driver Analysis

Satisfaction vs. Importance

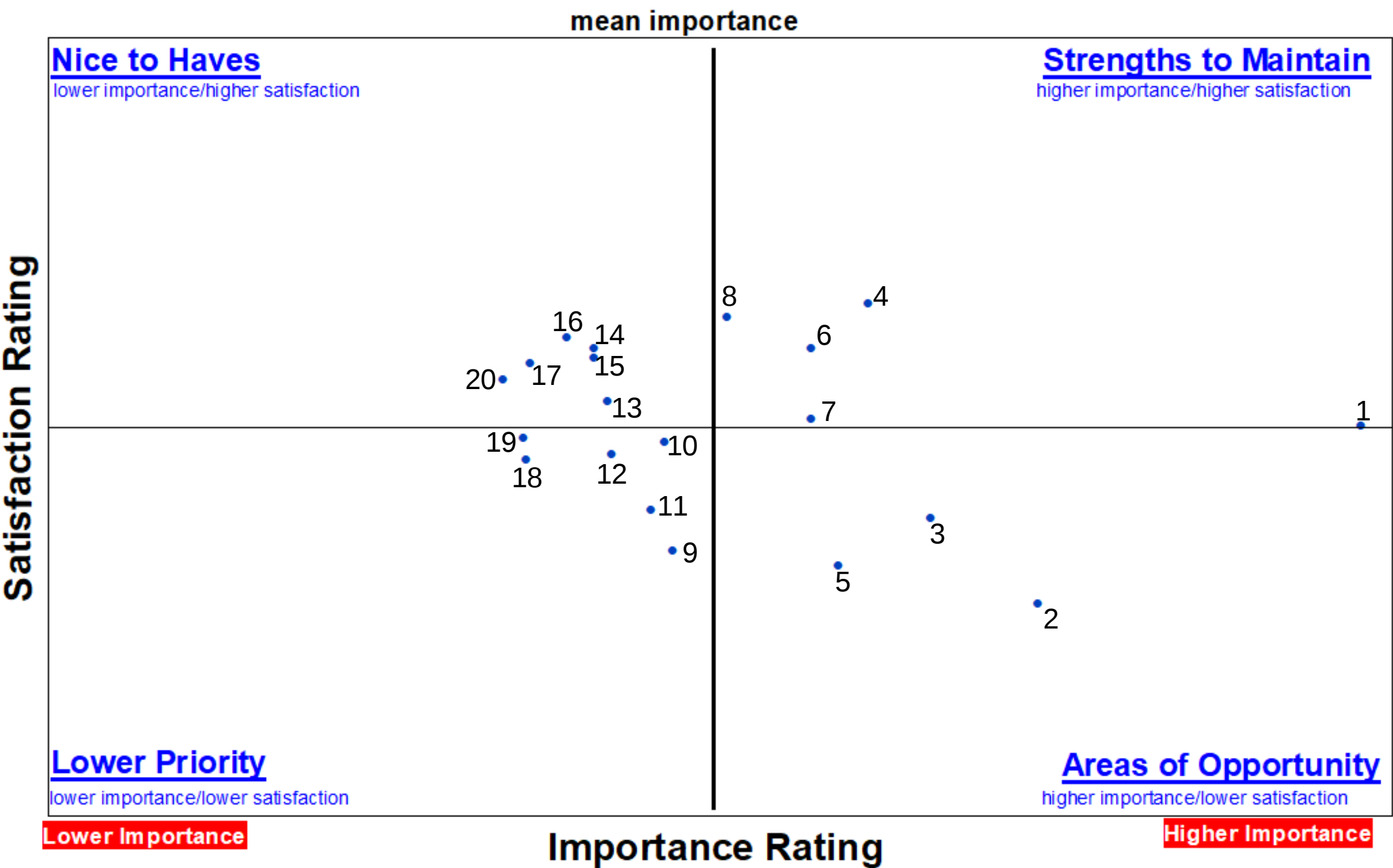


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

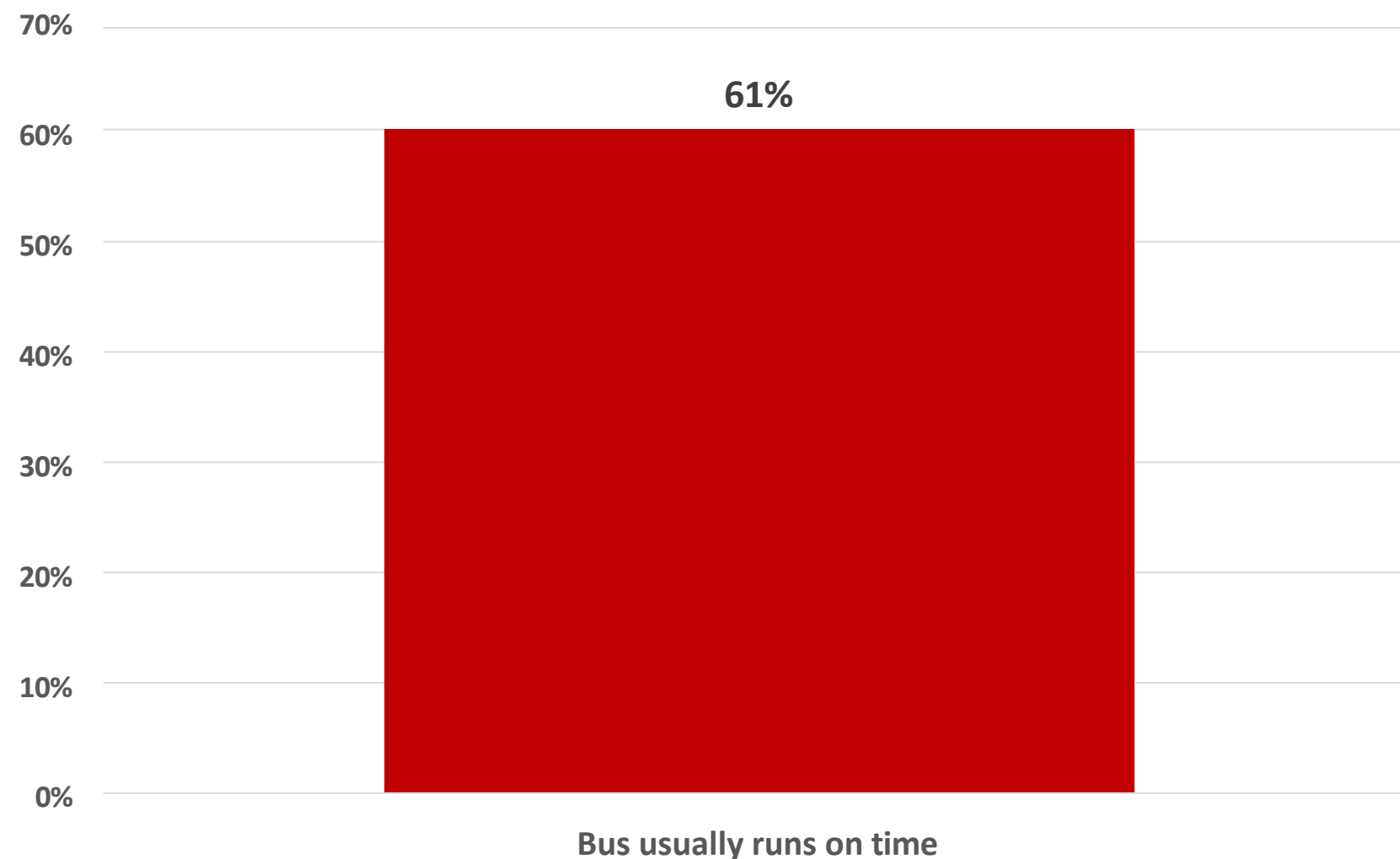
- 1. Bus usually runs on time
- 2. Bus is clean
- 3. I feel safe riding the bus
- 4. Bus routes are conveniently located for me
- 5. I feel safe & secure waiting for my bus
- 6. Bus gets me to my destination in a reasonable amount of time
- 7. Price of the fares are reasonable
- 8. Buses operate on the days & at the times that I need them
- 9. RTA provides adequate updates on detours, service changes, & service improvements
- 10. Frequency of service (how often buses come) is satisfactory
- 11. It is easy to find out if buses are running on schedule
- 12. It is easy to get information about RTA's services & route schedules
- 13. Bus operators are courteous
- 14. Bus operators operate the vehicle safely
- 15. Bus operators are helpful
- 16. I understand RTA's available routes, & I am confident navigating the system
- 17. Bus operators are knowledgeable about RTA system
- 18. I repeat RTA messages to those I believe would benefit from the information
- 19. RTA adequately provides access to places of employment
- 20. I view RTA employees favorably



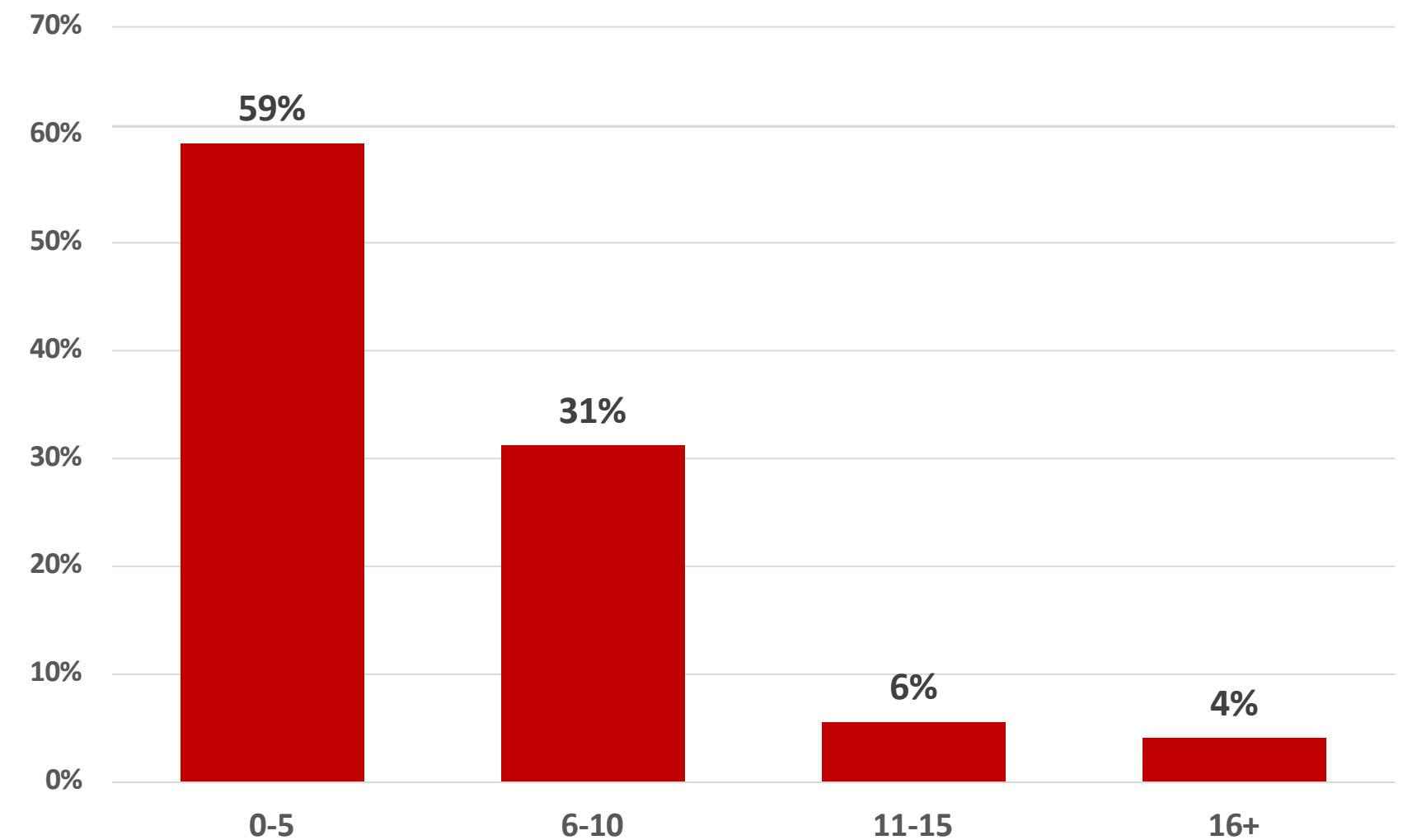
On-Time Performance

- 61% of BRT customers are satisfied with the On-Time Performance.
- 59% of BRT customers believe it is acceptable for the bus to arrive 0 to 5-minutes beyond its scheduled time.

On-Time Performance



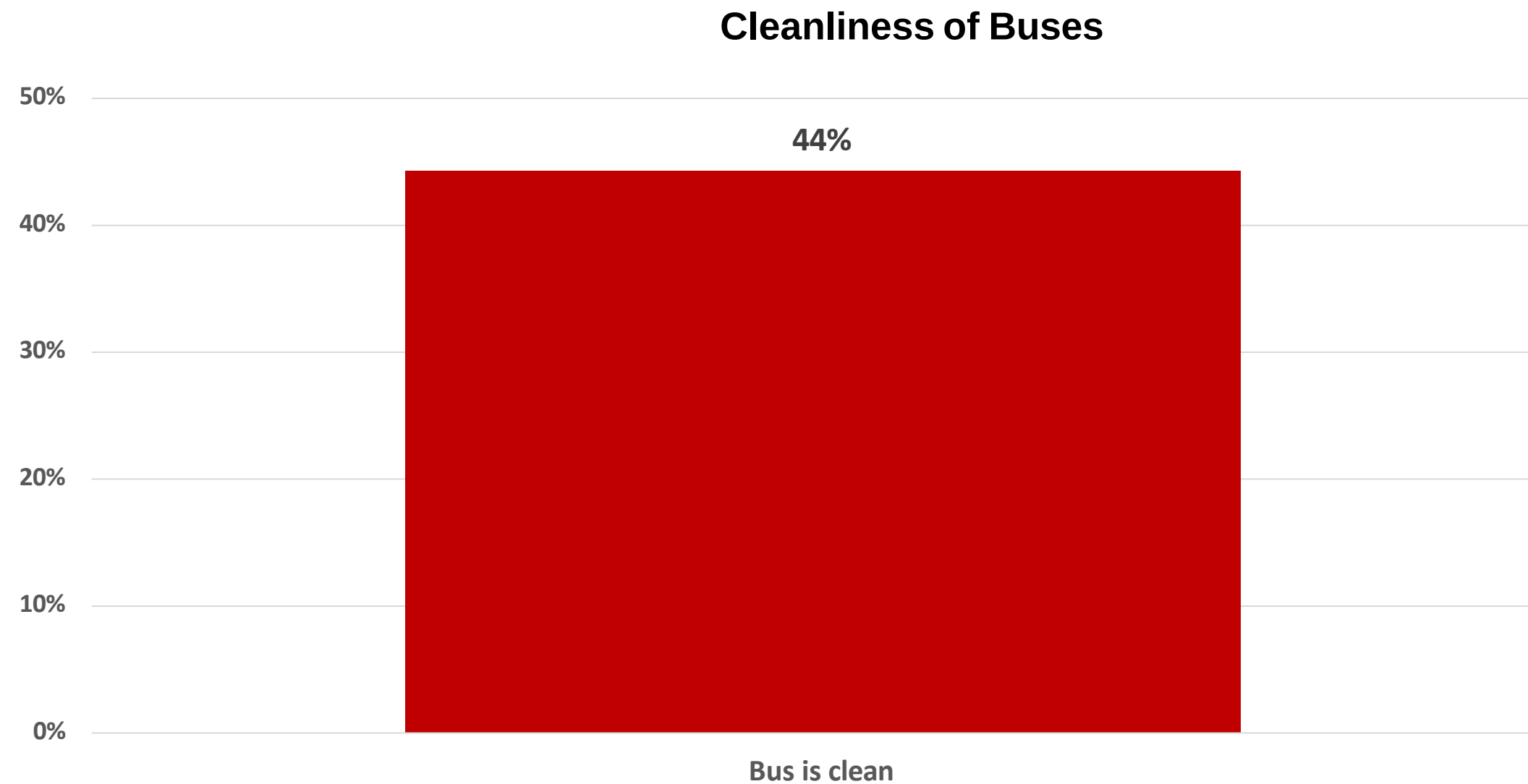
How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





Cleanliness of Buses

- 44% of BRT customers are satisfied with the cleanliness of buses.



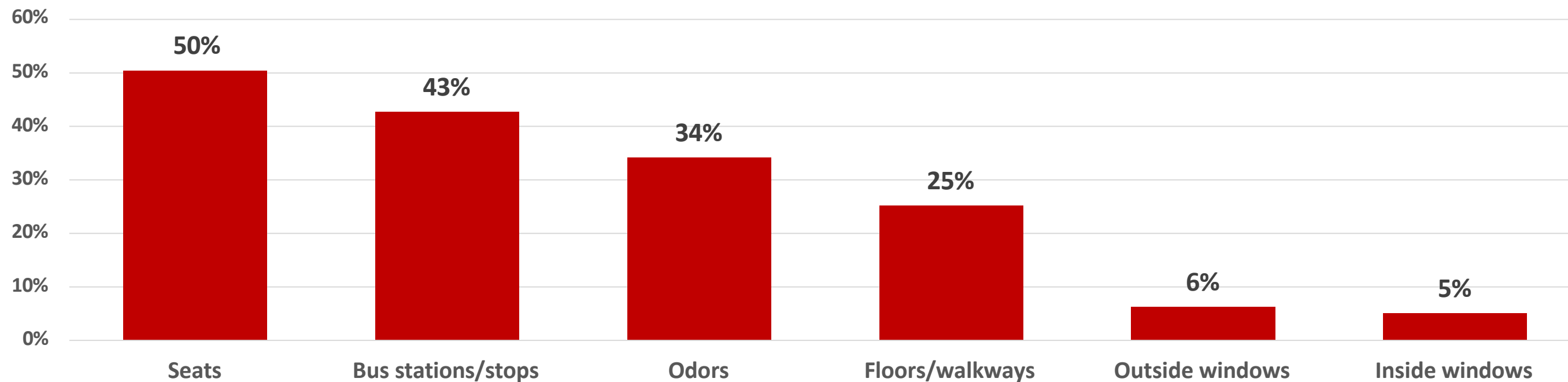
Write-in Cleanliness Suggestions

- Odors/Trash
- Seat cleanliness
- Floors/Walkways
- “Touch points” cleanliness (handrails/seats)
 - Station/stop cleanliness

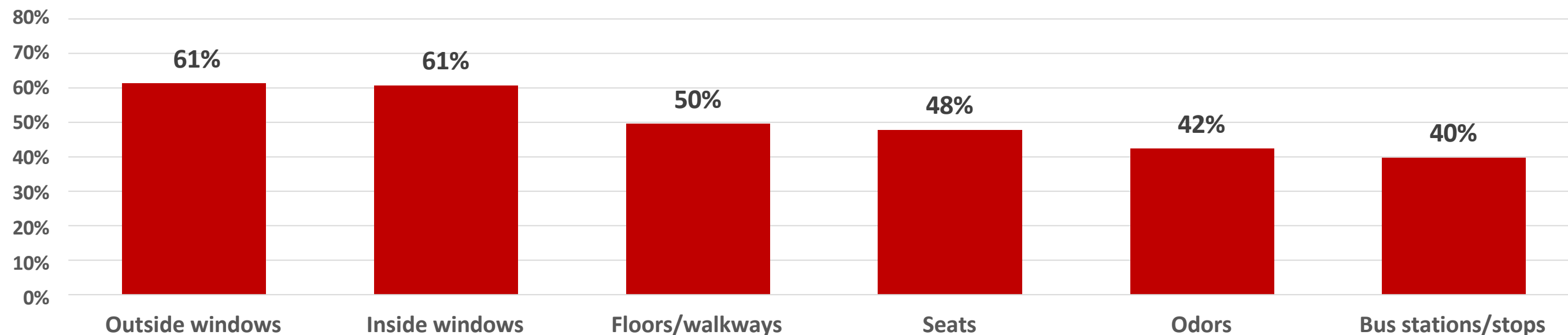


Cleanliness of Buses- Importance and Satisfaction

- BRT customers selected seats (50%) and bus stations/seats (43%) as the highest importance.
- BRT customers are most satisfied with the outside window cleanliness (61%) and inside windows (61%).



Which two of the items listed do you think are most important?



How satisfied are you with the cleanliness of each item listed?



Bus and Bus Stop Safety

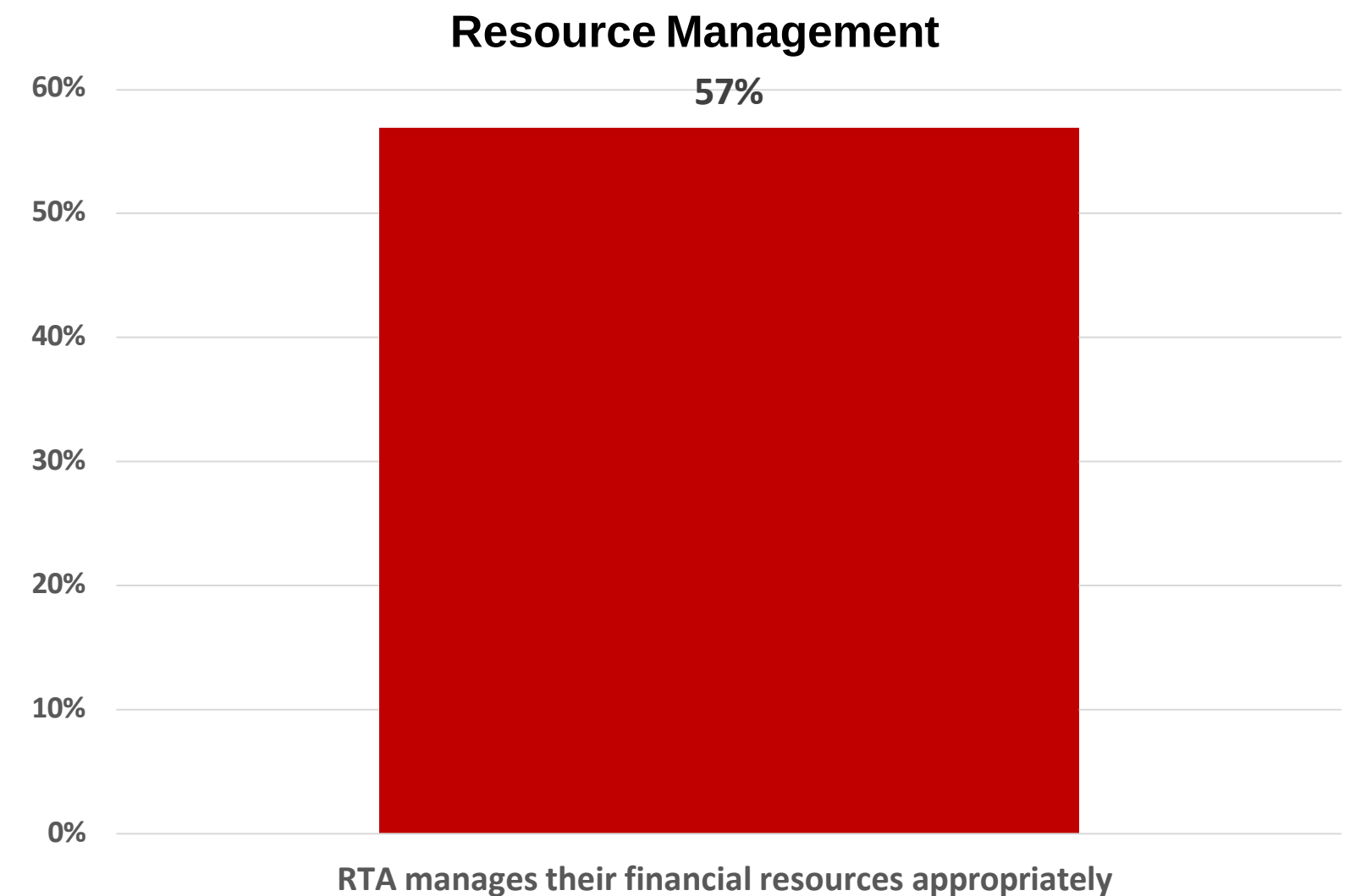
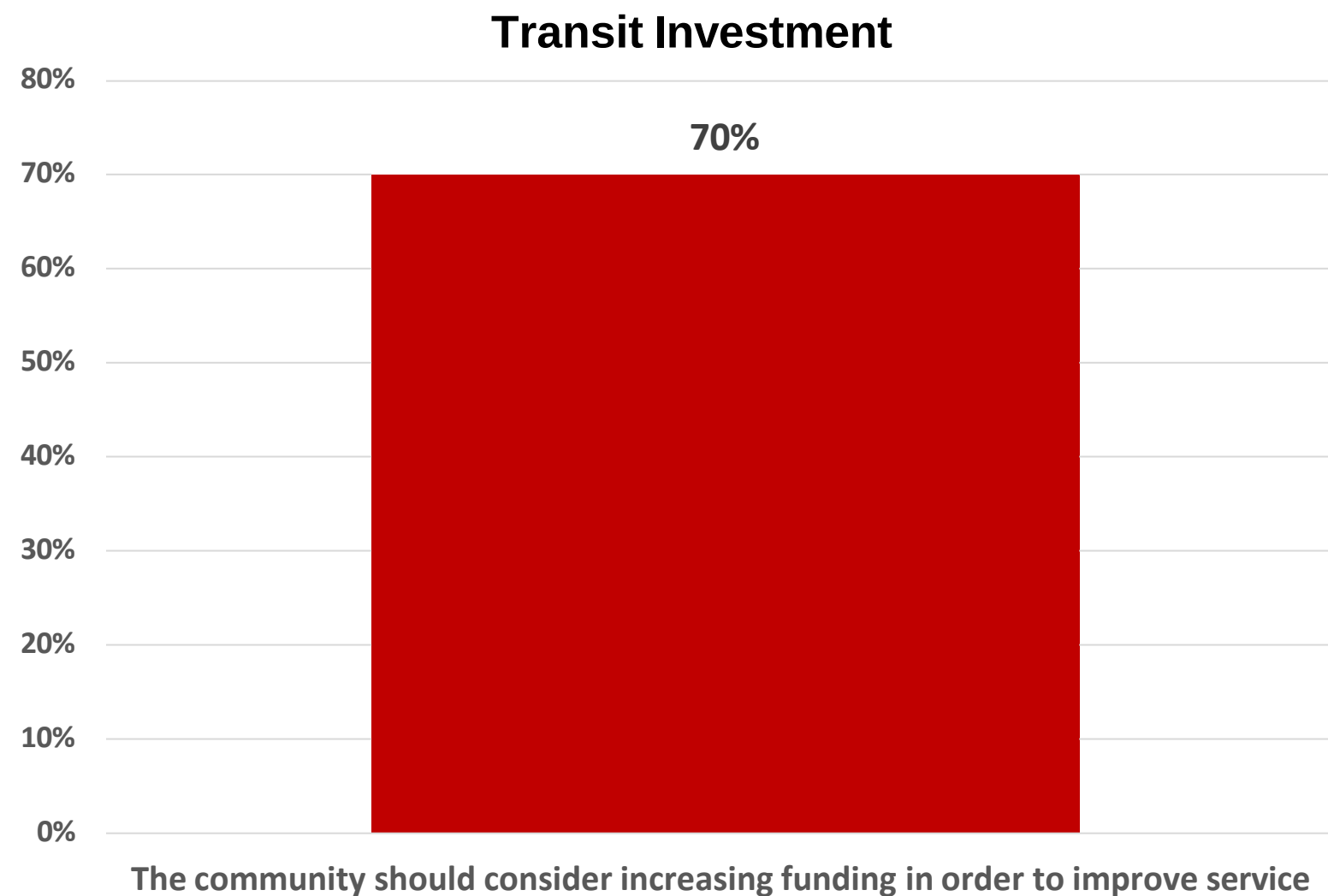
- 52% of BRT customers feel safe while riding the bus, and 48% feel safe while waiting for the bus.





Funding

- 70% of BRT customers feel the community should consider increasing funding to improve service.
- 57% of BRT customers feel RTA manages financial resources appropriately



Customer Service

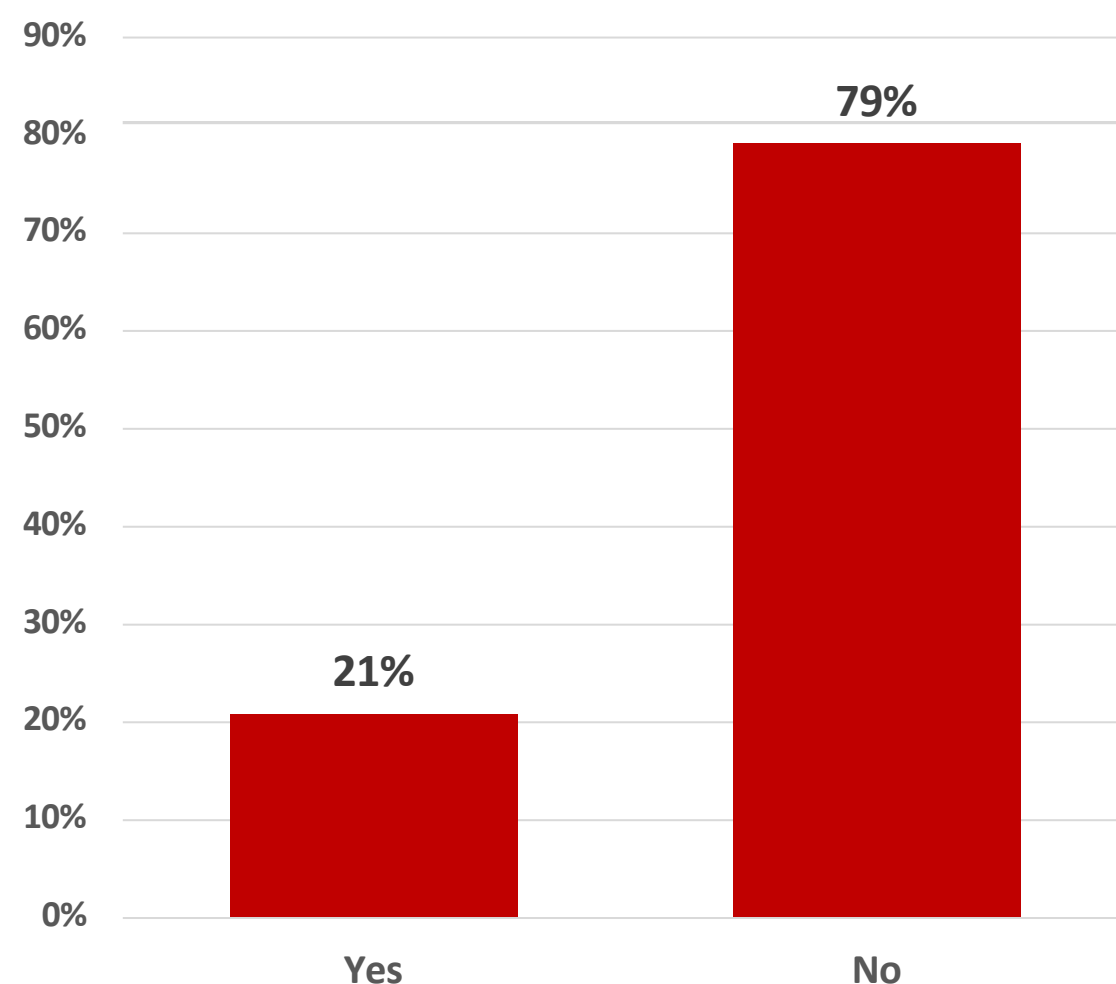
Bus Rapid Transit



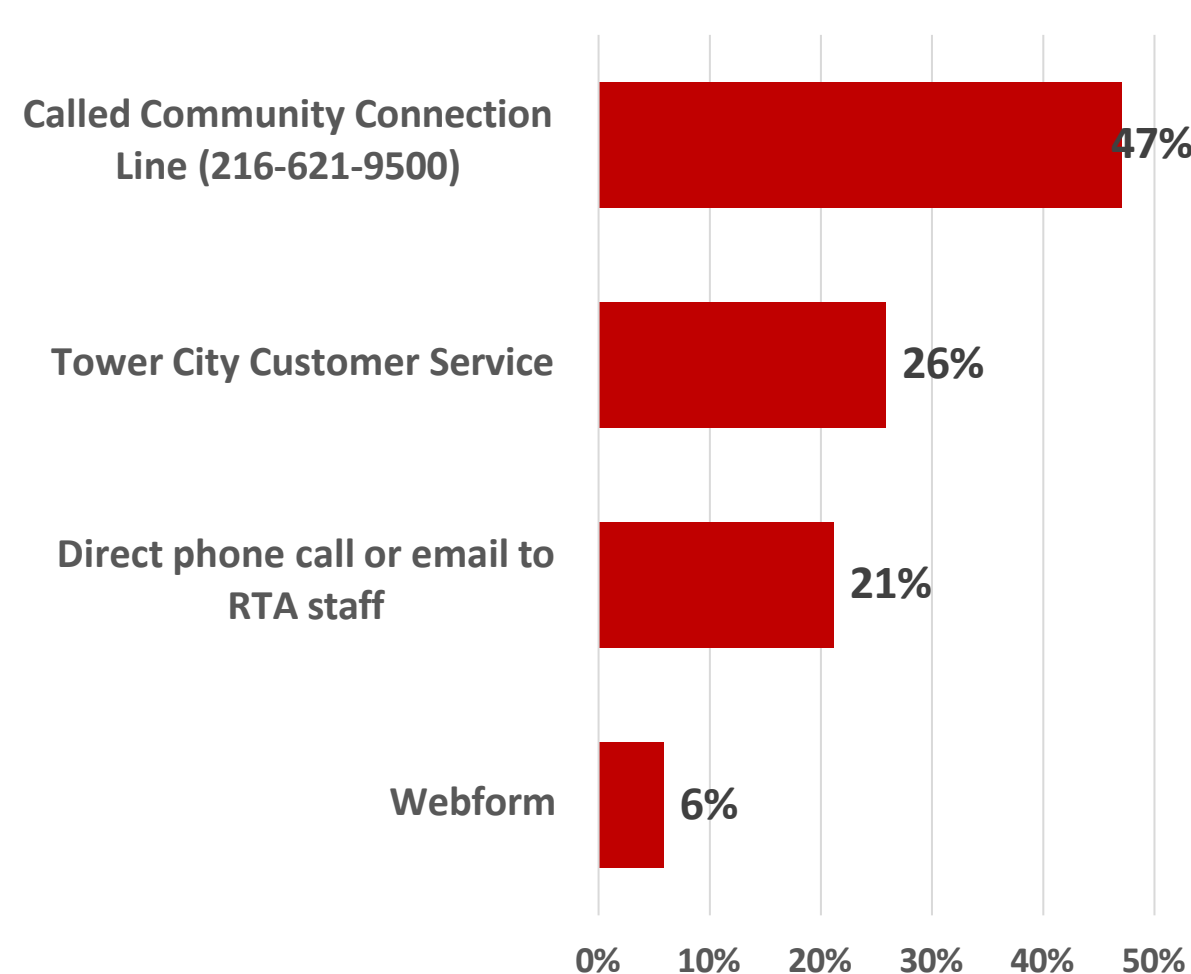
Communications with Customer Service

- 21% of BRT Customers have contacted RTA in the last 3 months.
- 47% of those who contacted RTA used the Community Connection Line.
- Of the BRT Customers who have contacted RTA, 58% had their issues resolved.

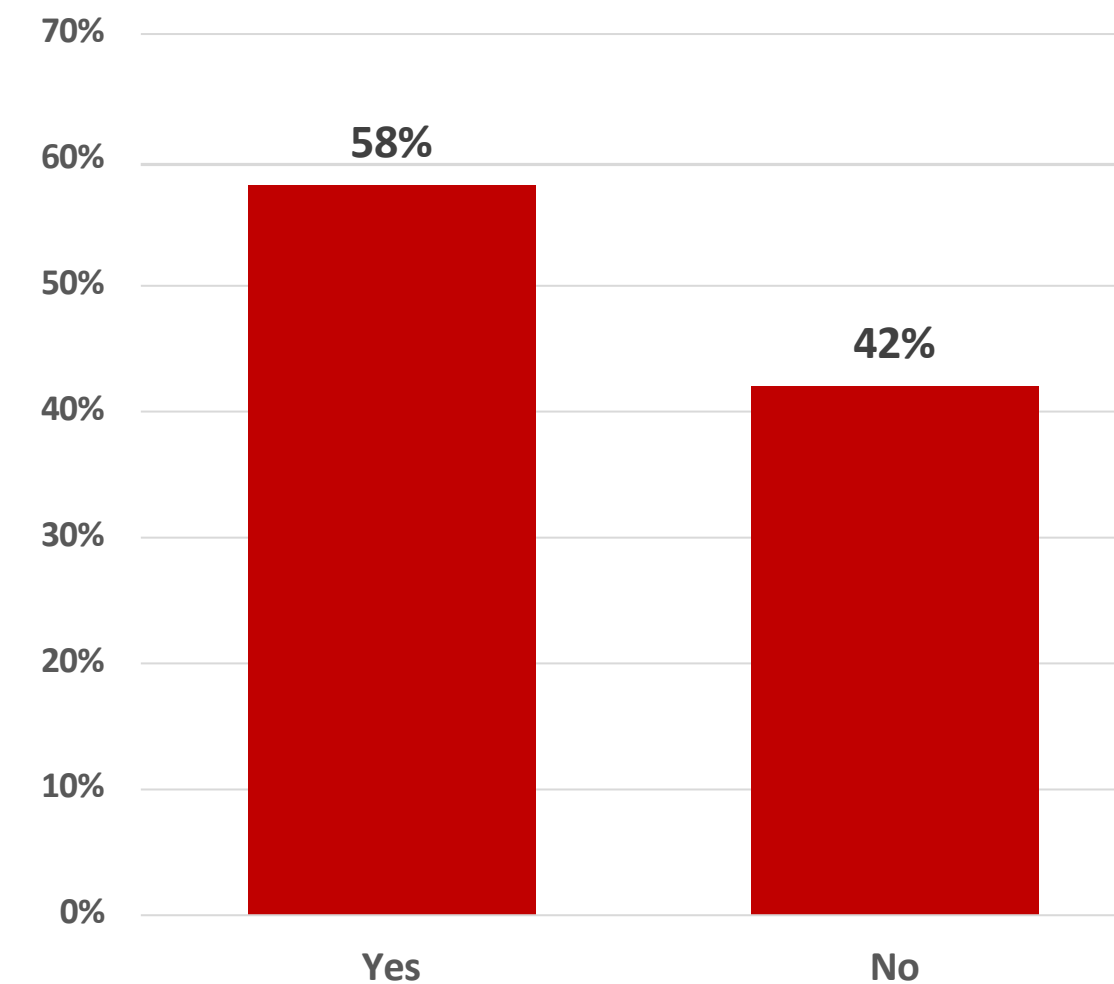
Have you contacted RTA with a question, concern, or complaint in the last 3 months?



How did you contact RTA?



Was your issue resolved?

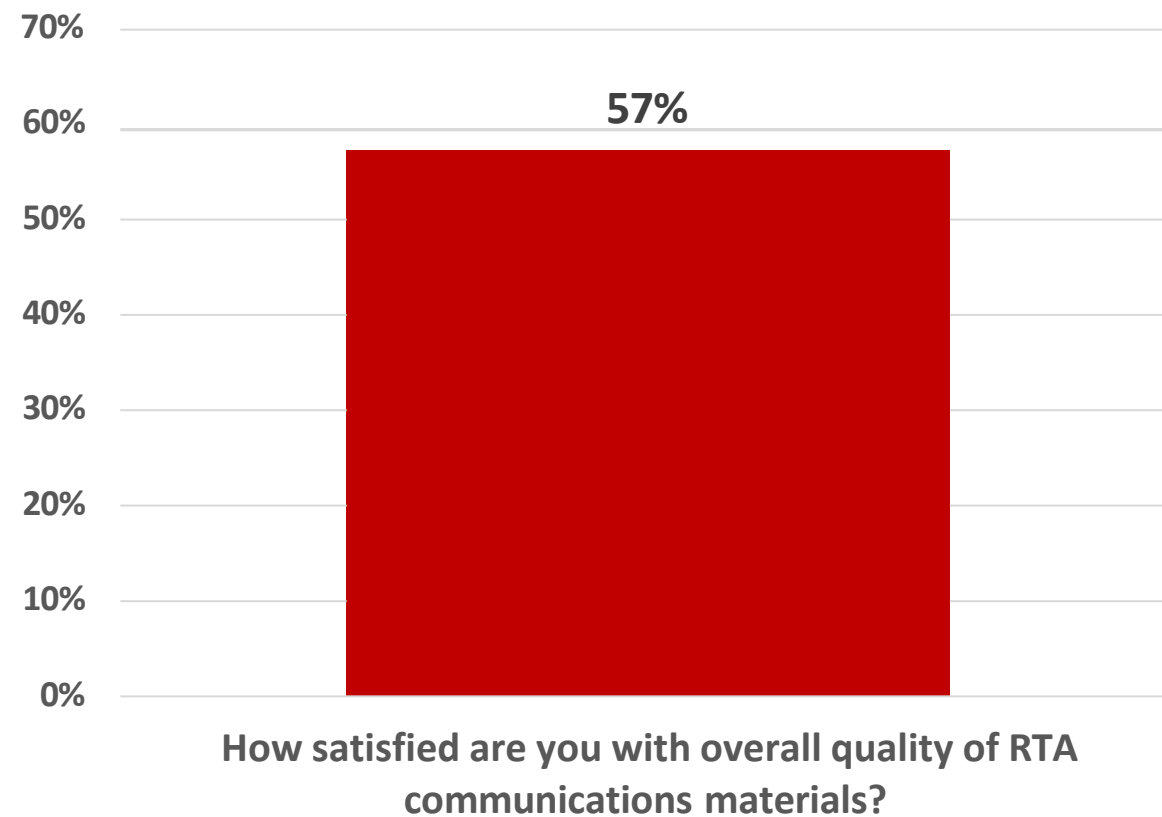




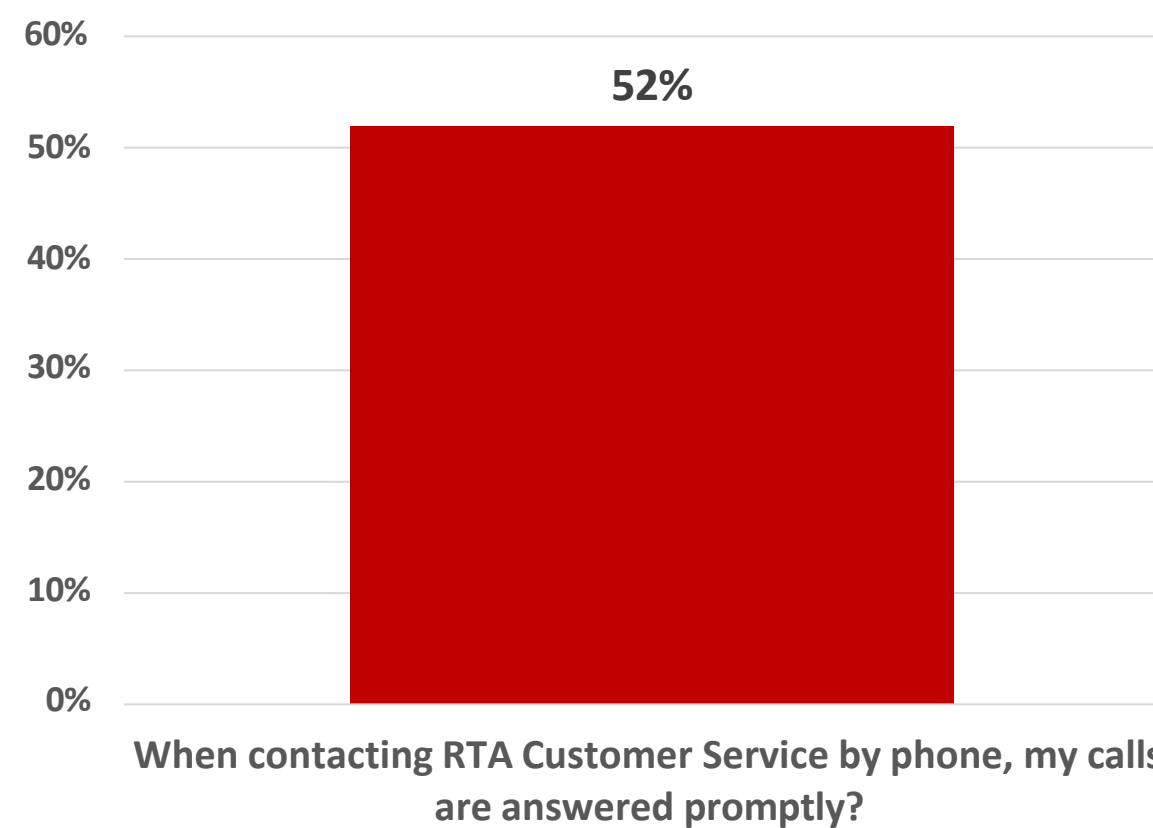
Overall Communications

- 57% of BRT customers are satisfied with the overall quality of RTA communications material.
- 52% of BRT customers agree RTA Customer Service calls are answered promptly, and 56% agree that customer service representatives are helpful and courteous.

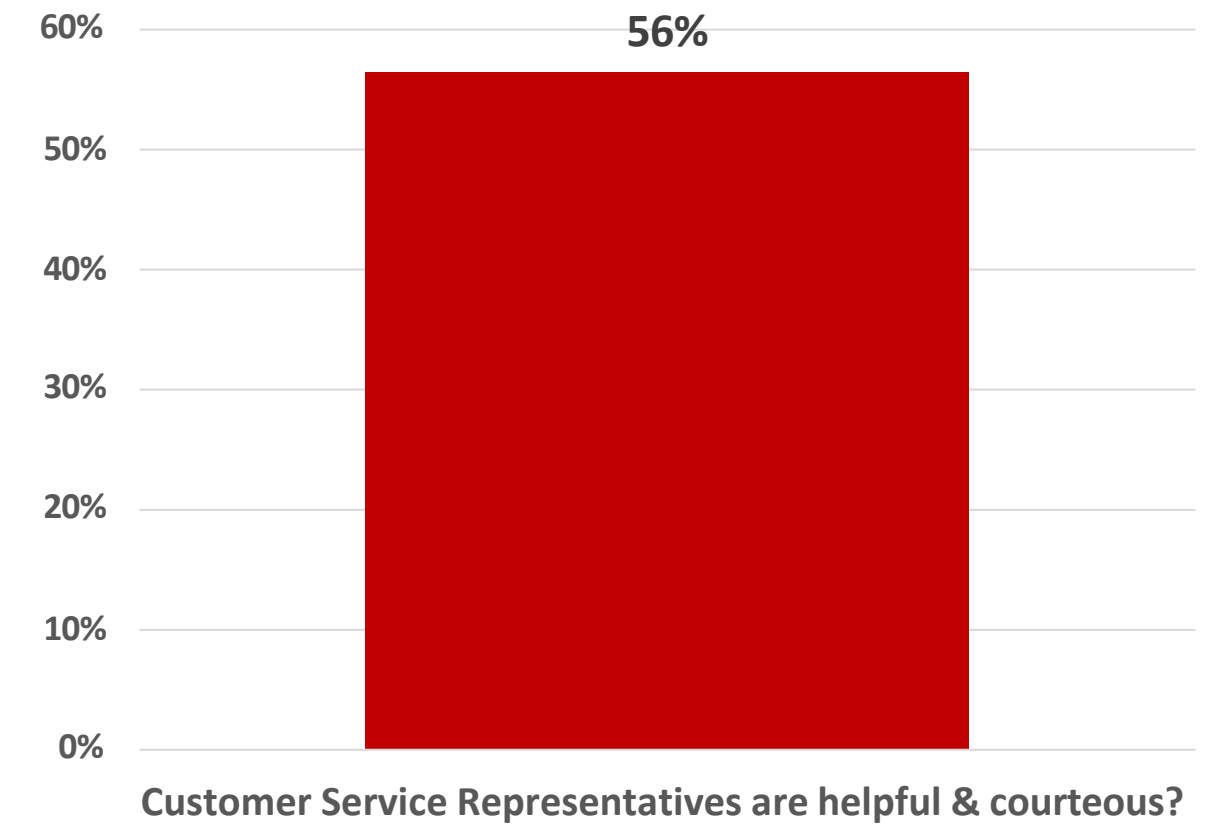
Overall Communications Material



Contacting Customer Service



Customer Service Courtesy

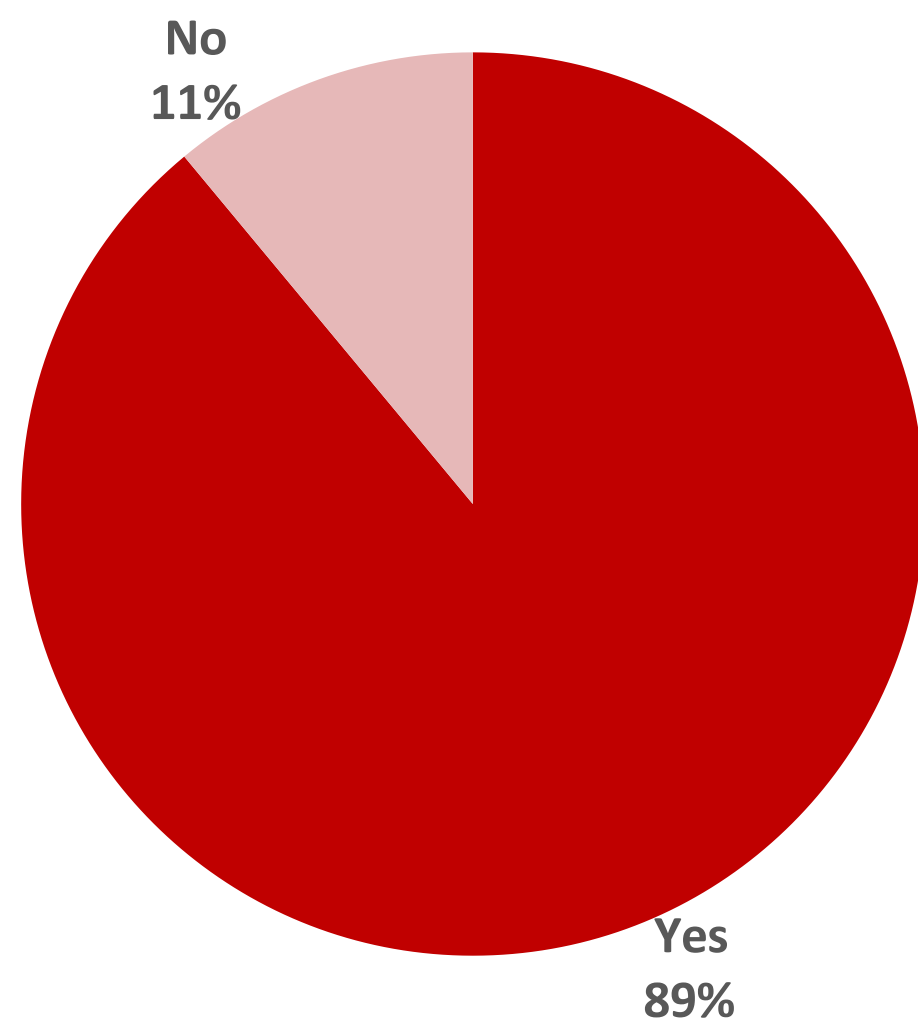




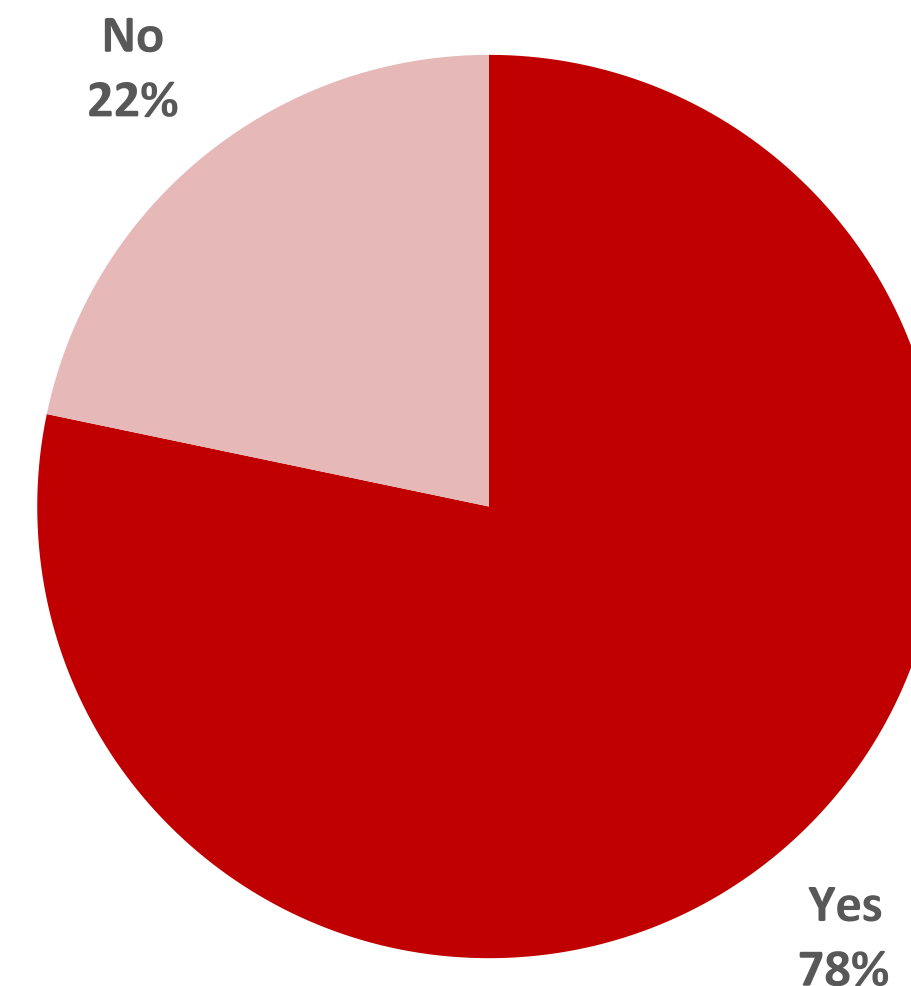
Cell Phone Usage

- 89% of rail customers currently have access to a mobile smartphone.
- Of the customers that have mobile smartphone access, 78% of customers use it to access the Transit App.

Do you currently have access to a mobile smartphone?



Do you use your mobile smartphone to access real-time vehicle information through the Transit App?



Rail



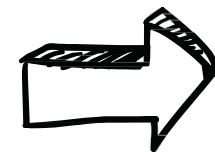


Rail Train Results Overview

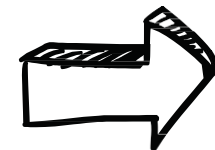
63% of customers are satisfied with rail service.

80% of customers agree that RTA provides value to the community.

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

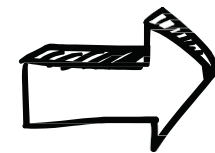


Train operates on the days & at the times that I need them (73%)

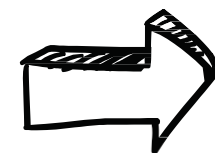


Train routes are conveniently located for me (73%)

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



I feel safe & secure waiting for my train (43%)



Train cleanliness (41%)

Top Most Important Elements of Rail Service to Customers...

1. On-time Performance
2. Cleanliness
3. Safety while waiting

Customer Characteristics

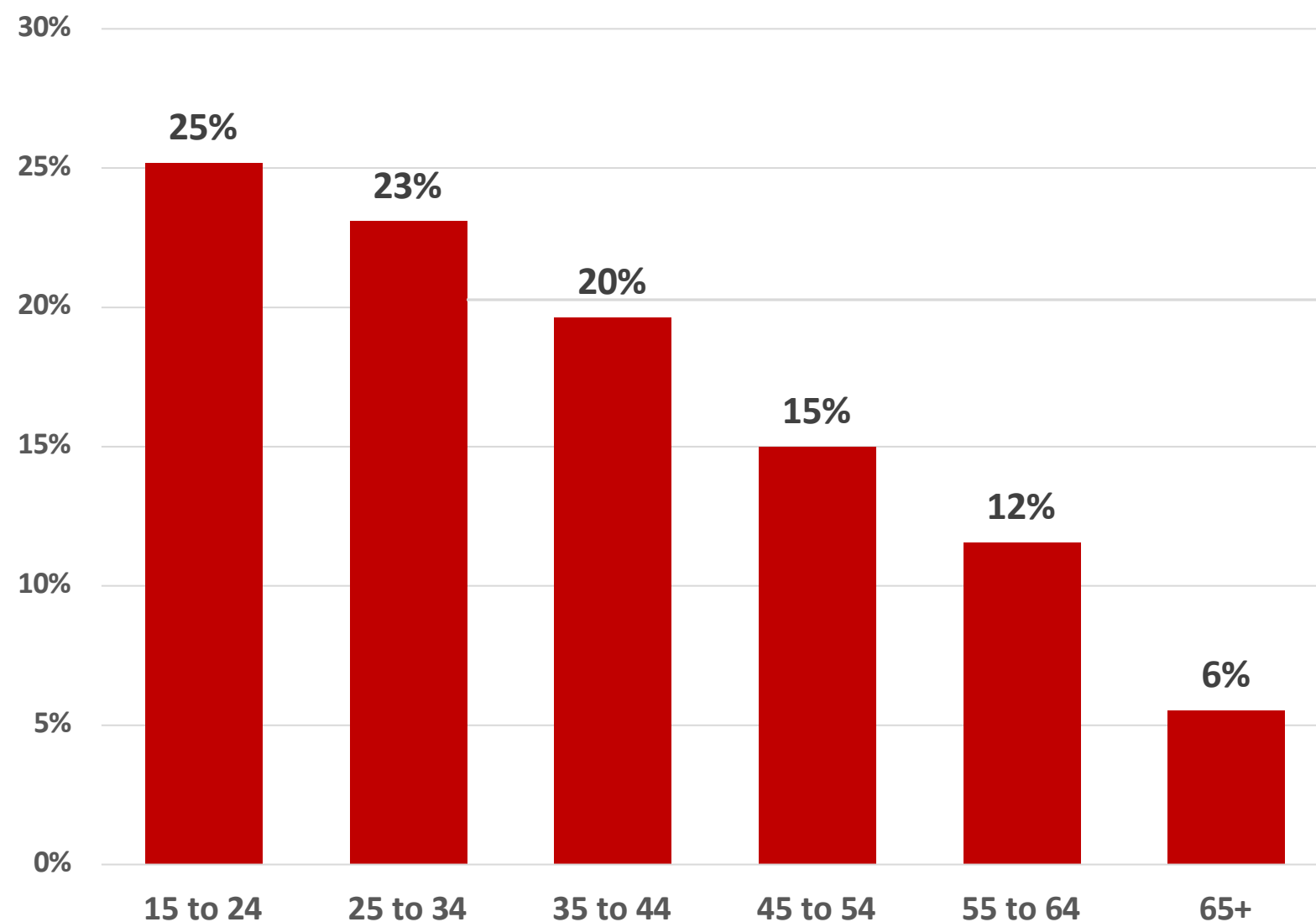
Rail Train Service



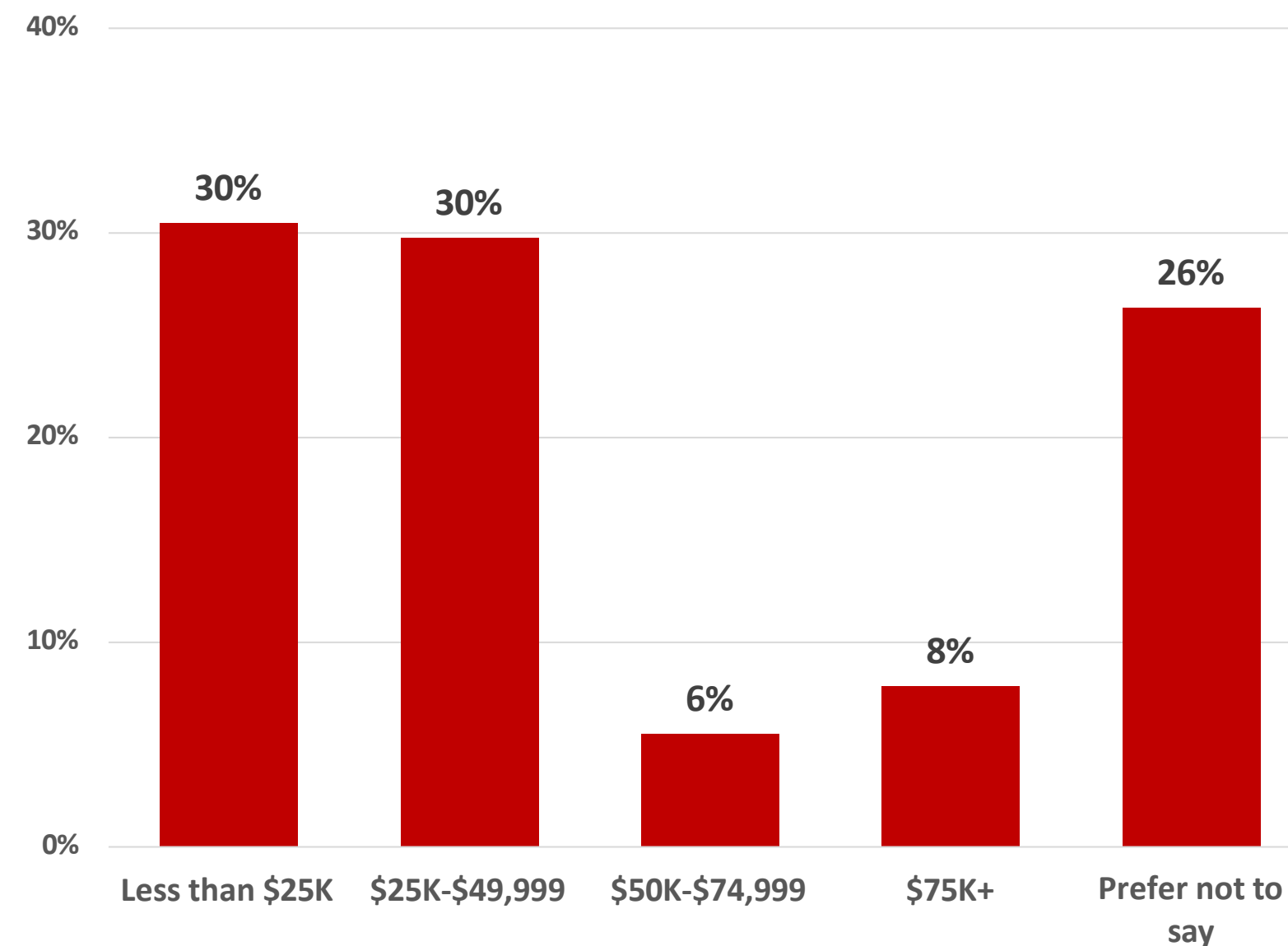
Customer Characteristics

- 48% of rail ridership is between the ages 15 to 34 years old
- 60% of rail customers make less than \$50,000.

What is your age?



What category best describes your total annual household income?

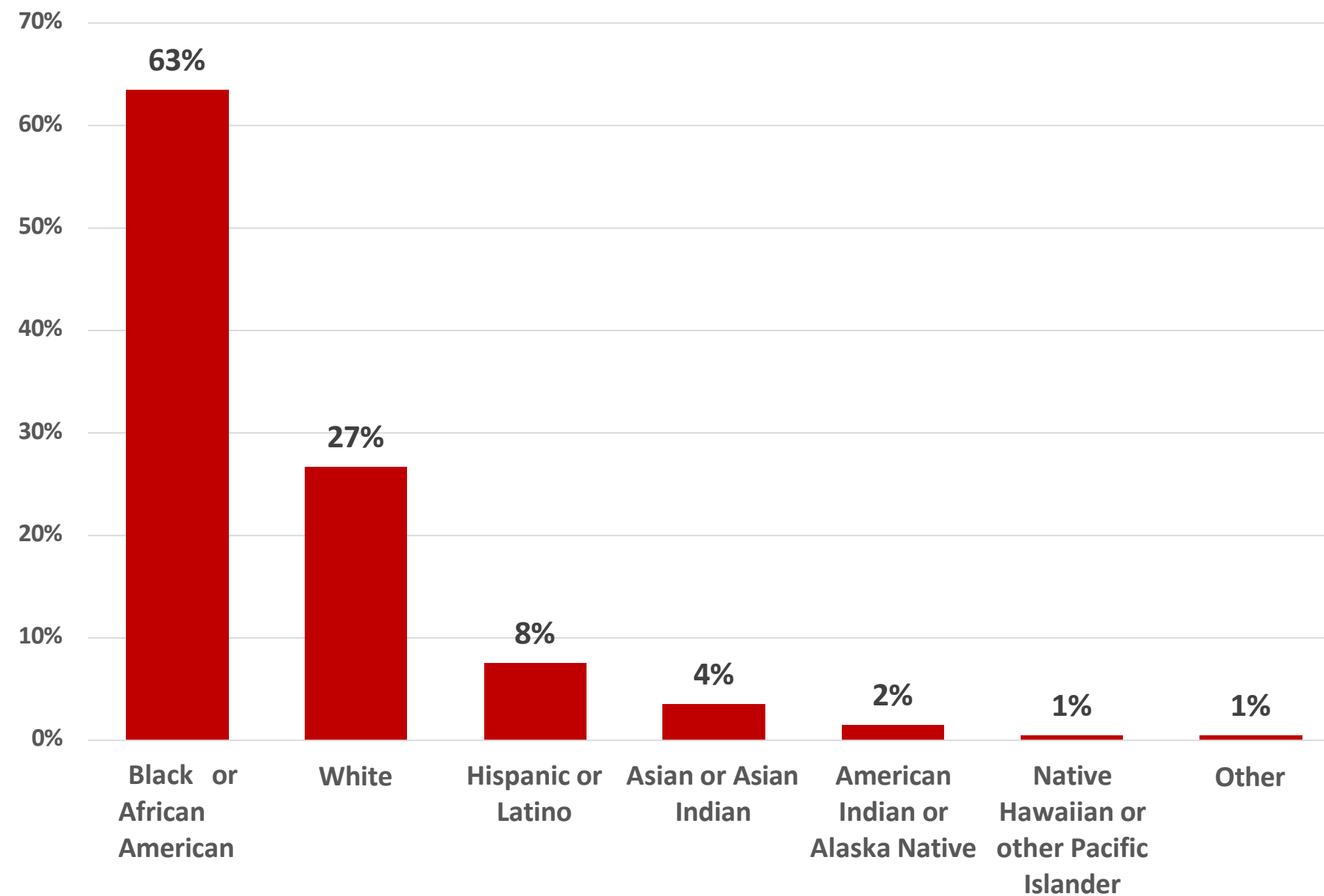




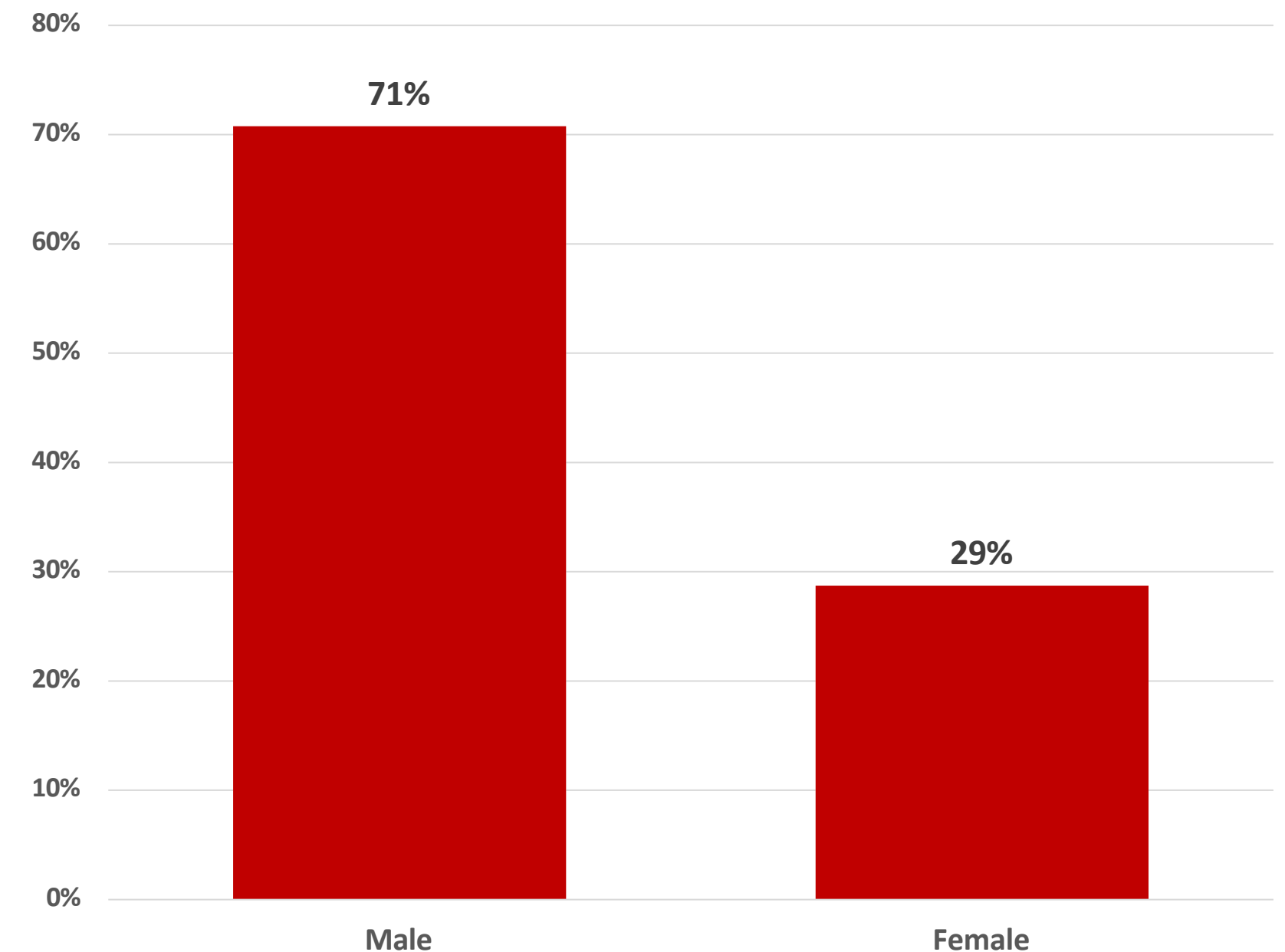
Customer Characteristics

- The typical rail customer is Black/African American (63%) and male (71%).

What is your race/ethnicity?



What is your gender?

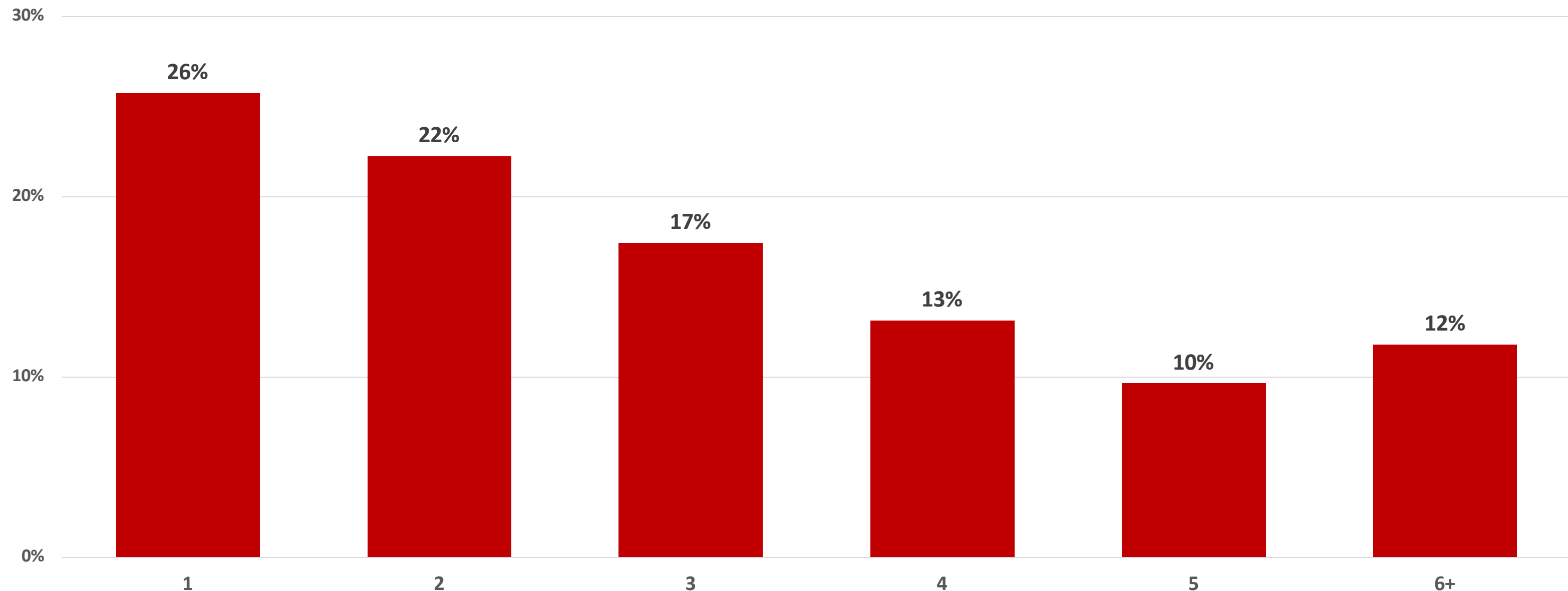




Customer Characteristics

More than one-fourth of riders live alone (26%), while 39% of riders live with one or two other individuals.

Including yourself, how many people live in your household?

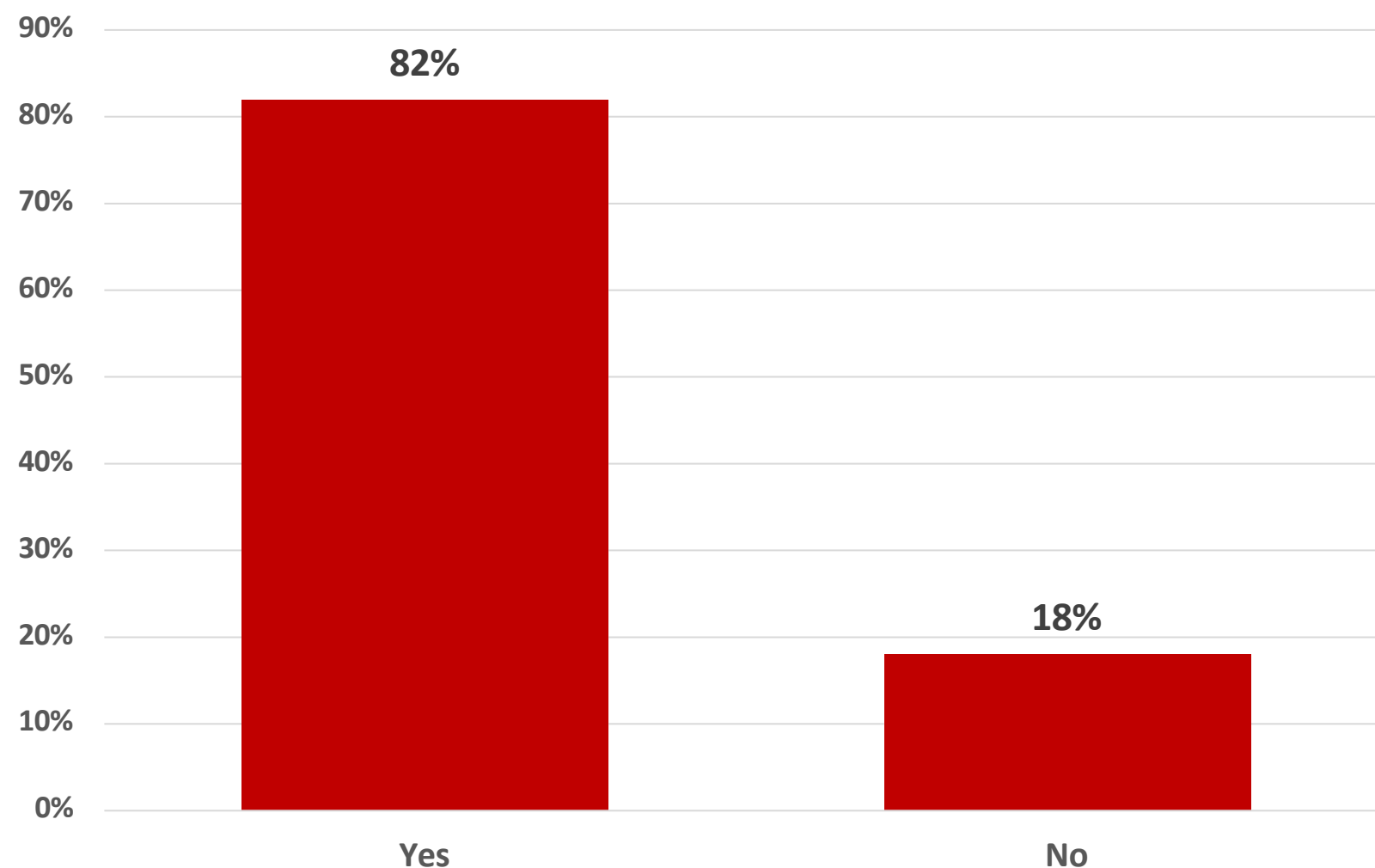




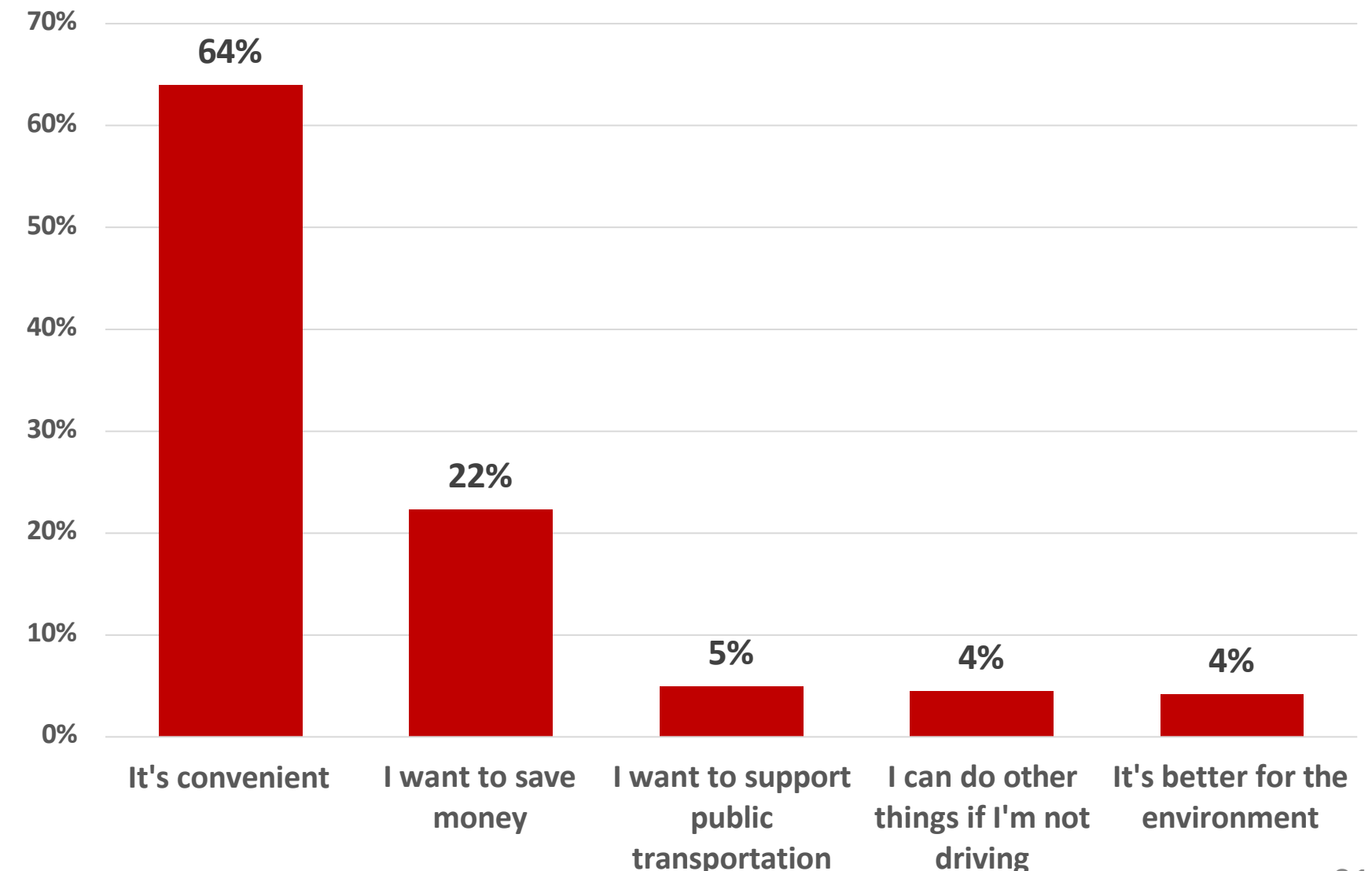
Transit Dependence and Choice Riders

- 82% of rail customers are dependent on using rail train for travel.
- Of the rail customers who have other transportation options, "It's convenient" (64%) is the primary reason for choosing to use rail services.

Are you dependent on using RTA trains to travel to/from your destination?



If you do have other options, what is the #1 reason you choose public transportation?

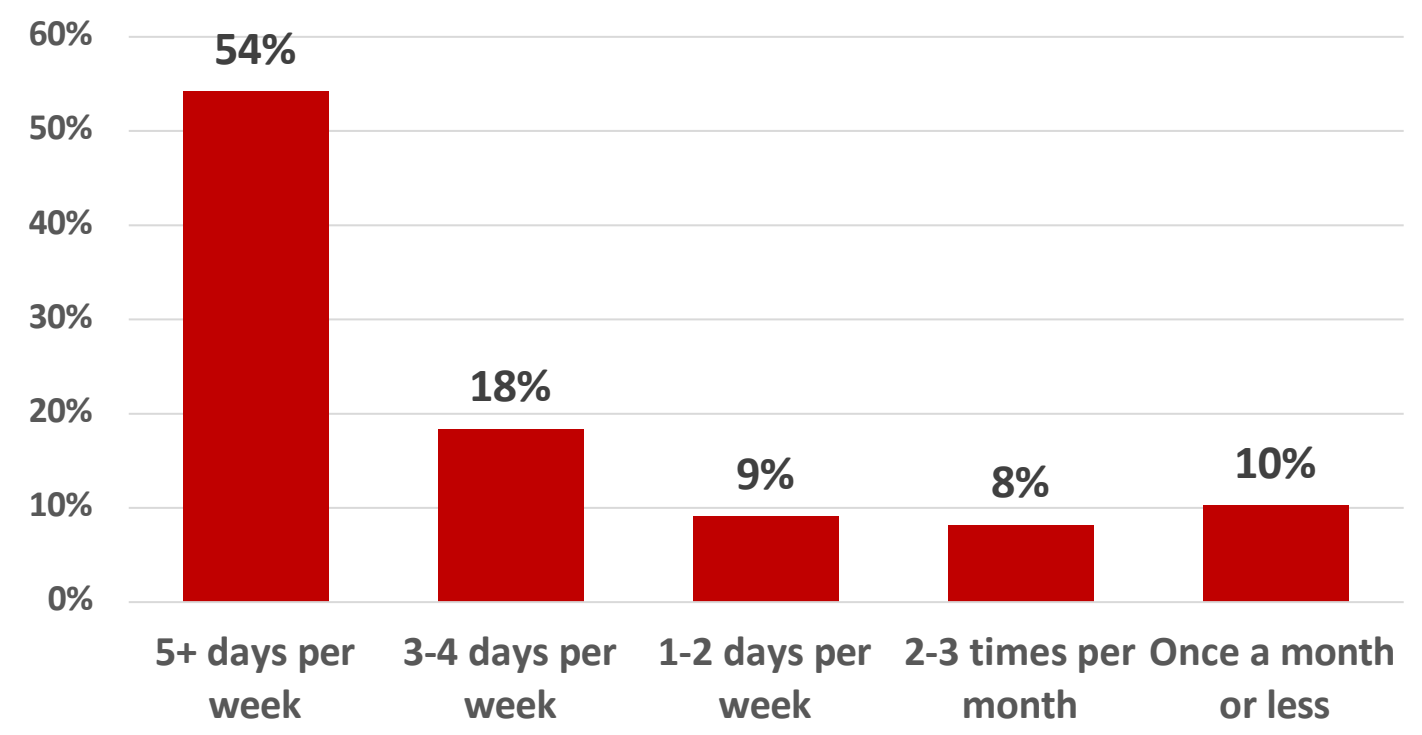




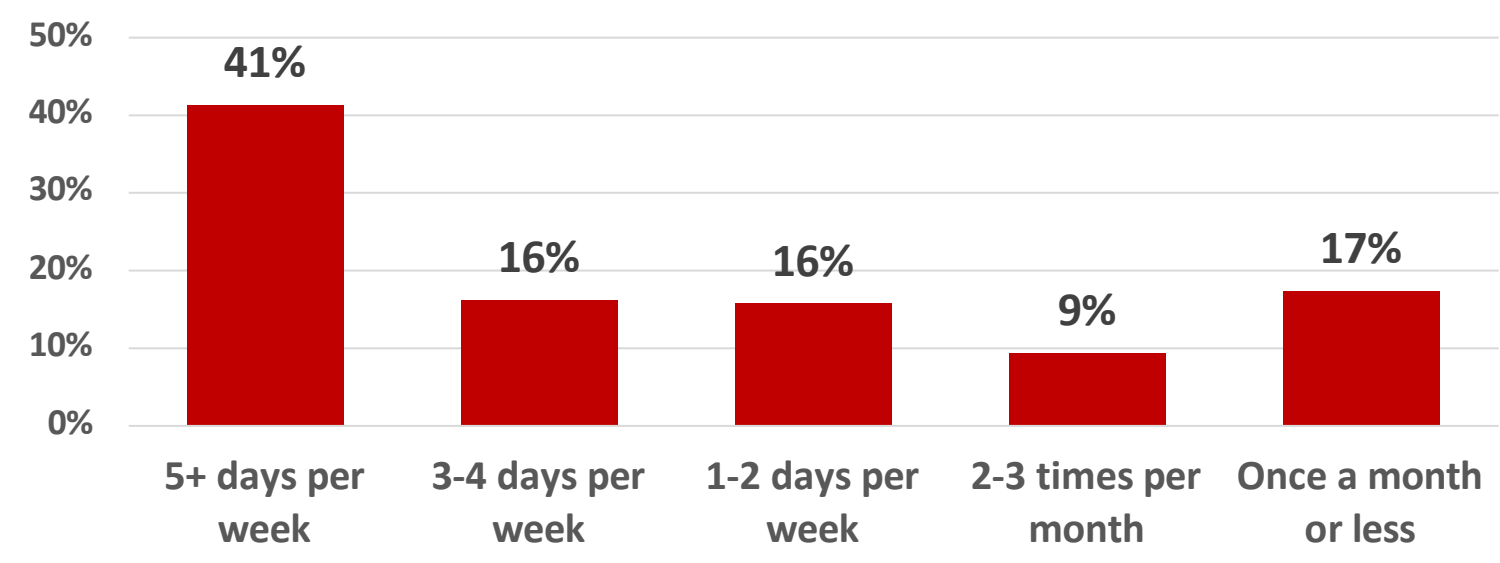
Trip Frequency and Purpose

- Rail customers most often ride the rail 5+ days per week (54%), and 41% of customers ride other RTA services 5+ days a week.
- Rail customers most frequently ride the rail for work (50%).

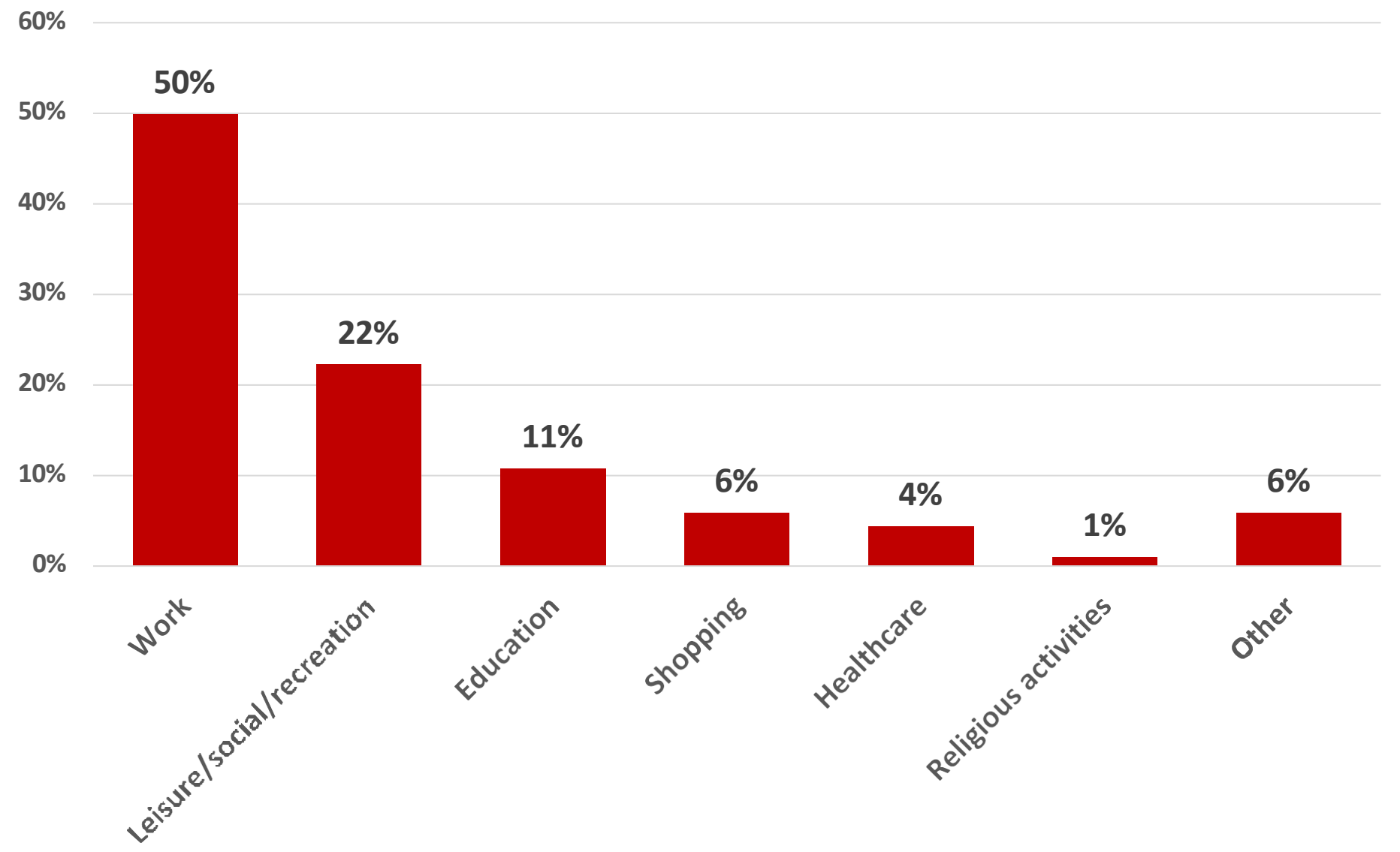
How often do you ride the train?



How often do you ride other RTA services?



Why are you taking this trip?

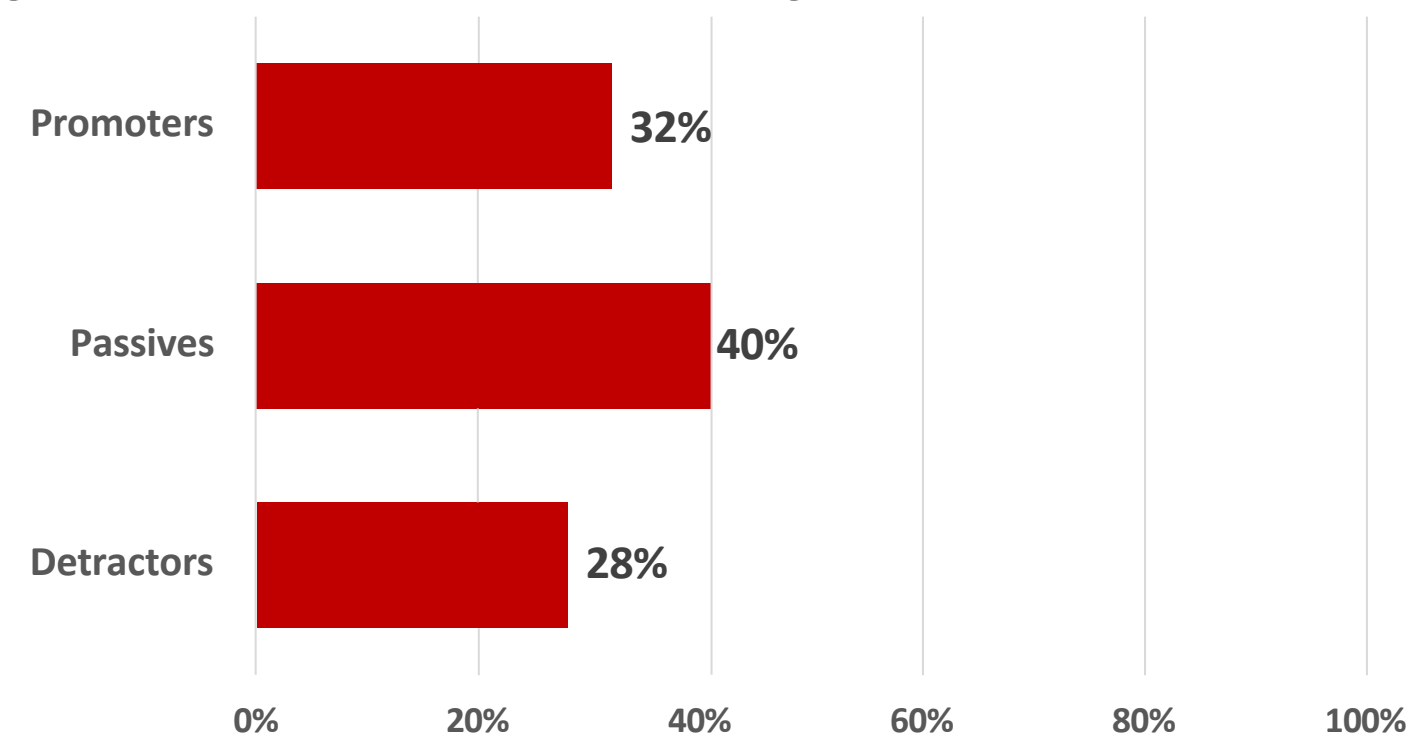




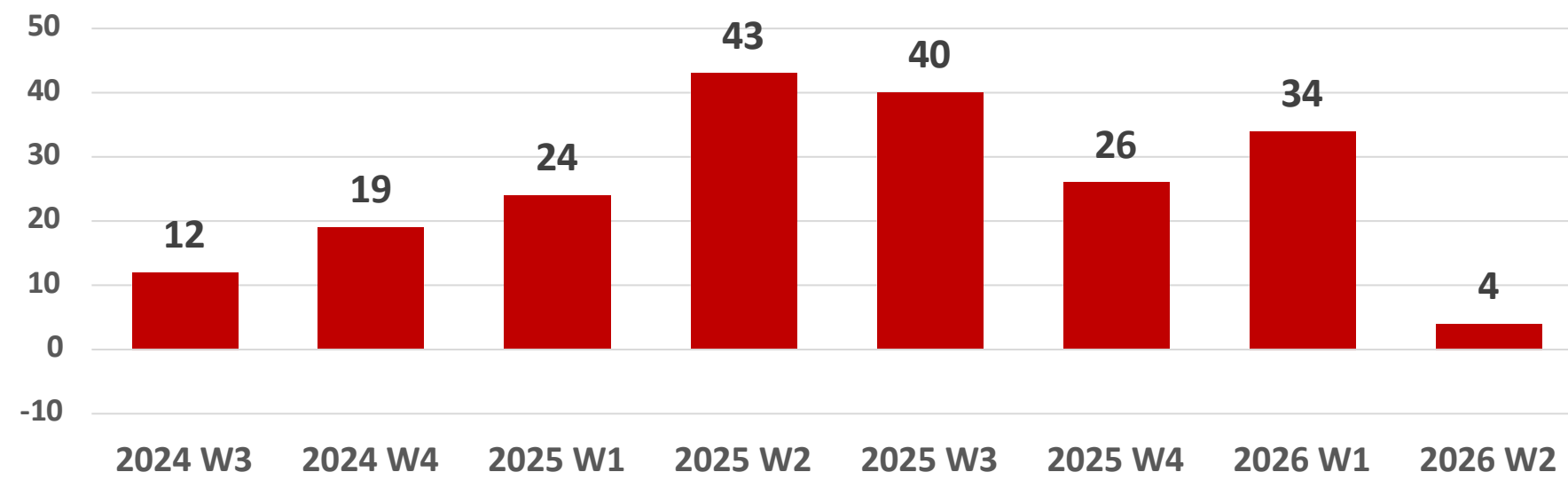
Net Promoter Score (NPS)

Overall Rail

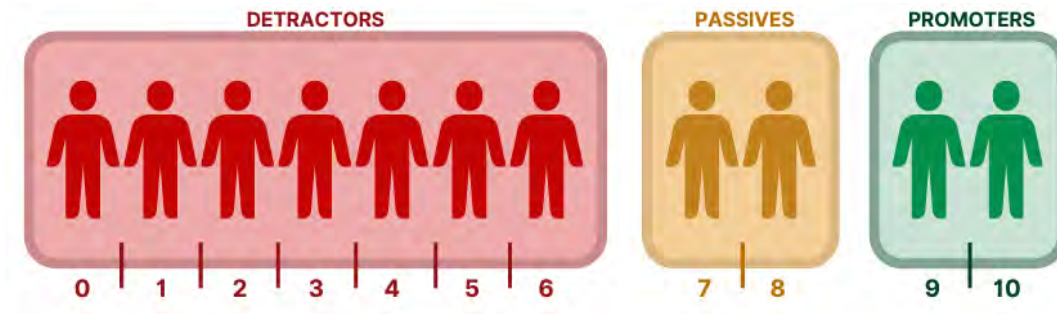
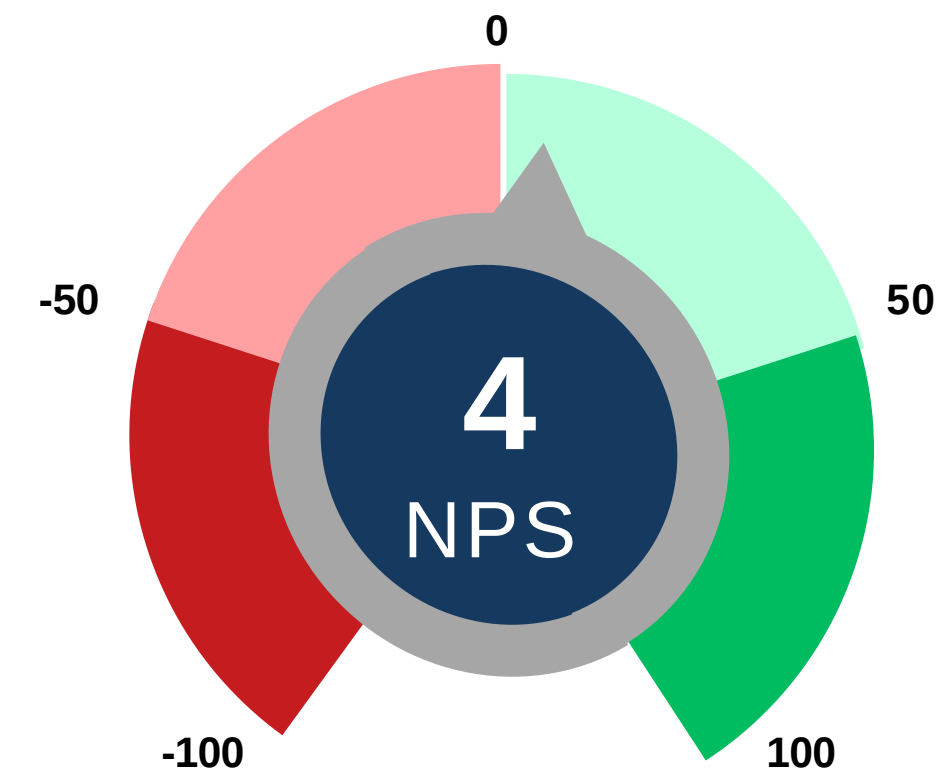
All things considered, how likely would you be to recommend riding an RTA train to a friend or neighbor?



Net Promoter Score



RTA's Rail NPS is down 30 points since Wave 1 from 34 to 4.



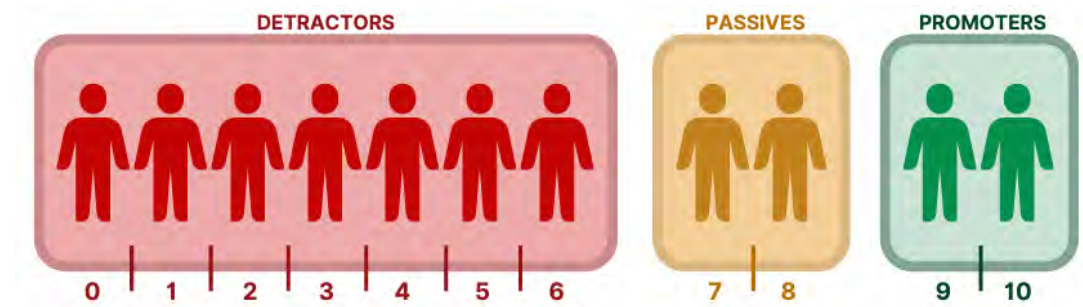
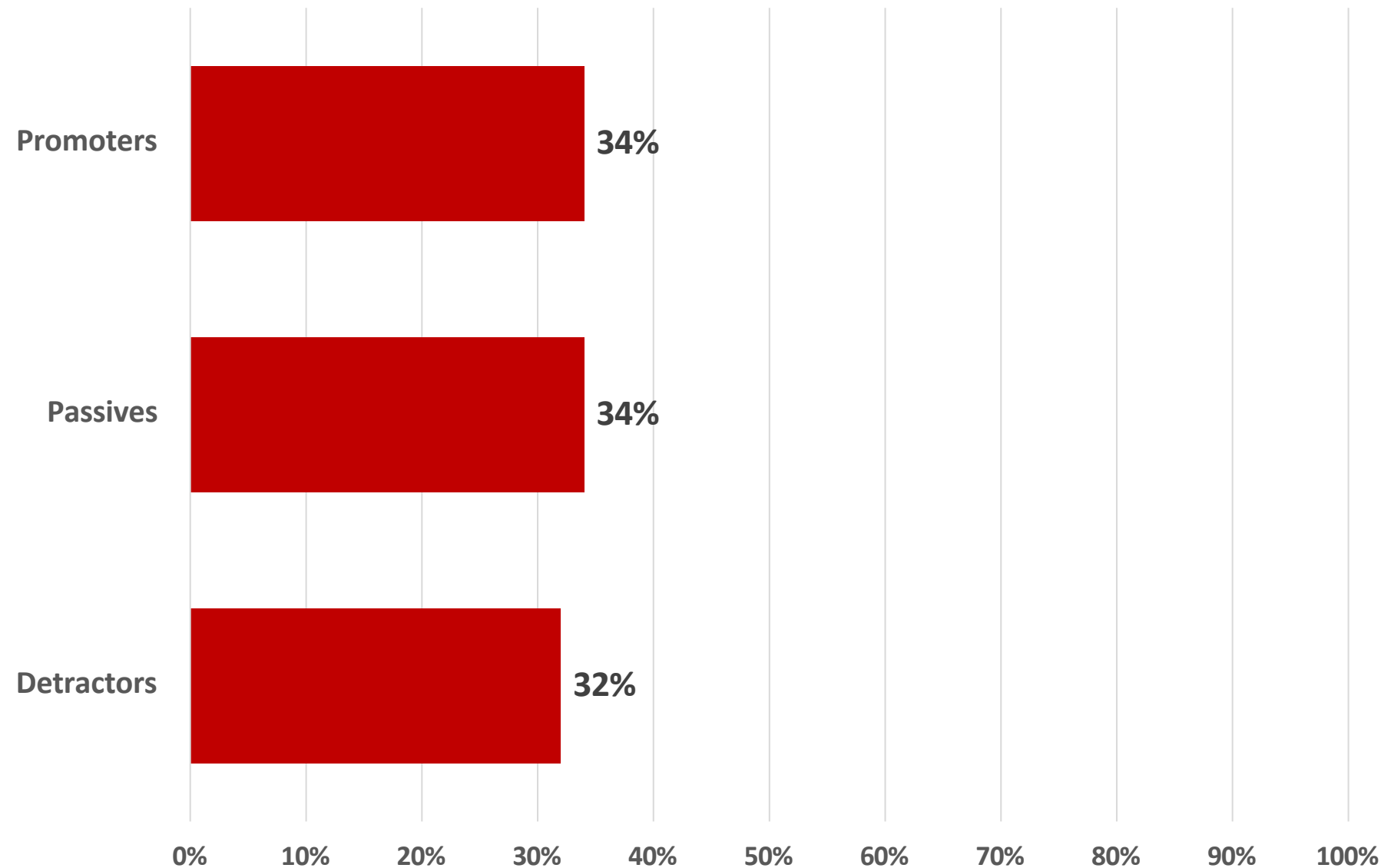
Net Promoter Score = %Promoters - %Detractors



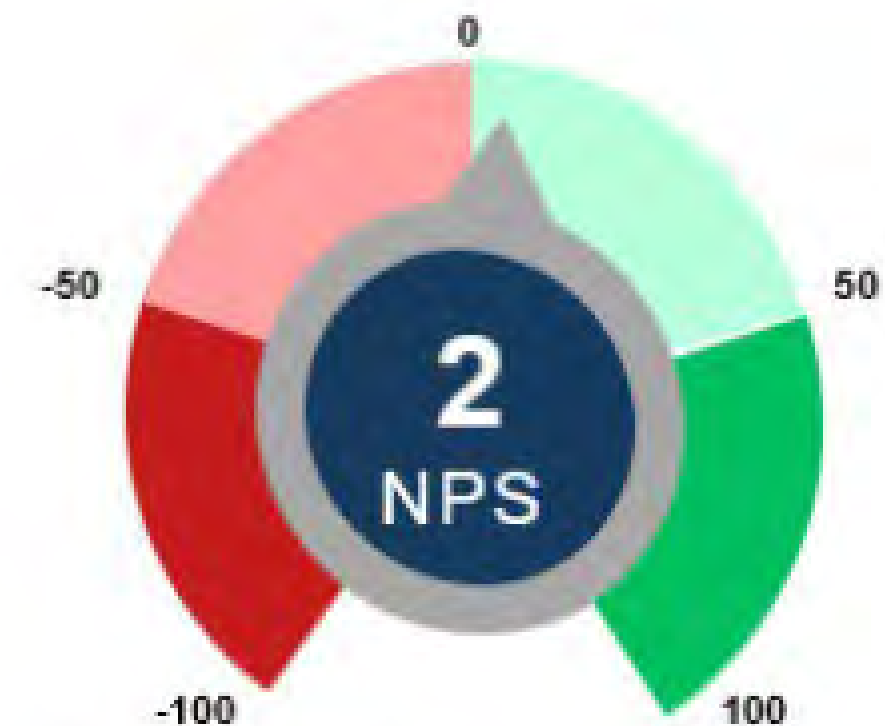
Net Promoter Score (NPS)

Blue/Green Line

All things considered, how likely would you be to recommend riding an RTA train to a friend or neighbor?



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$

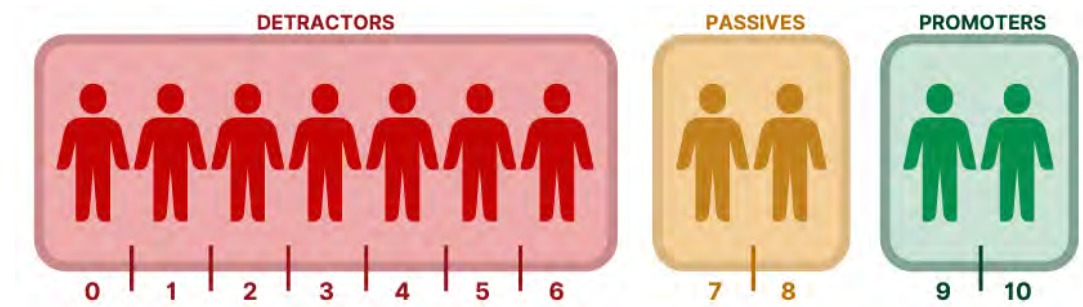
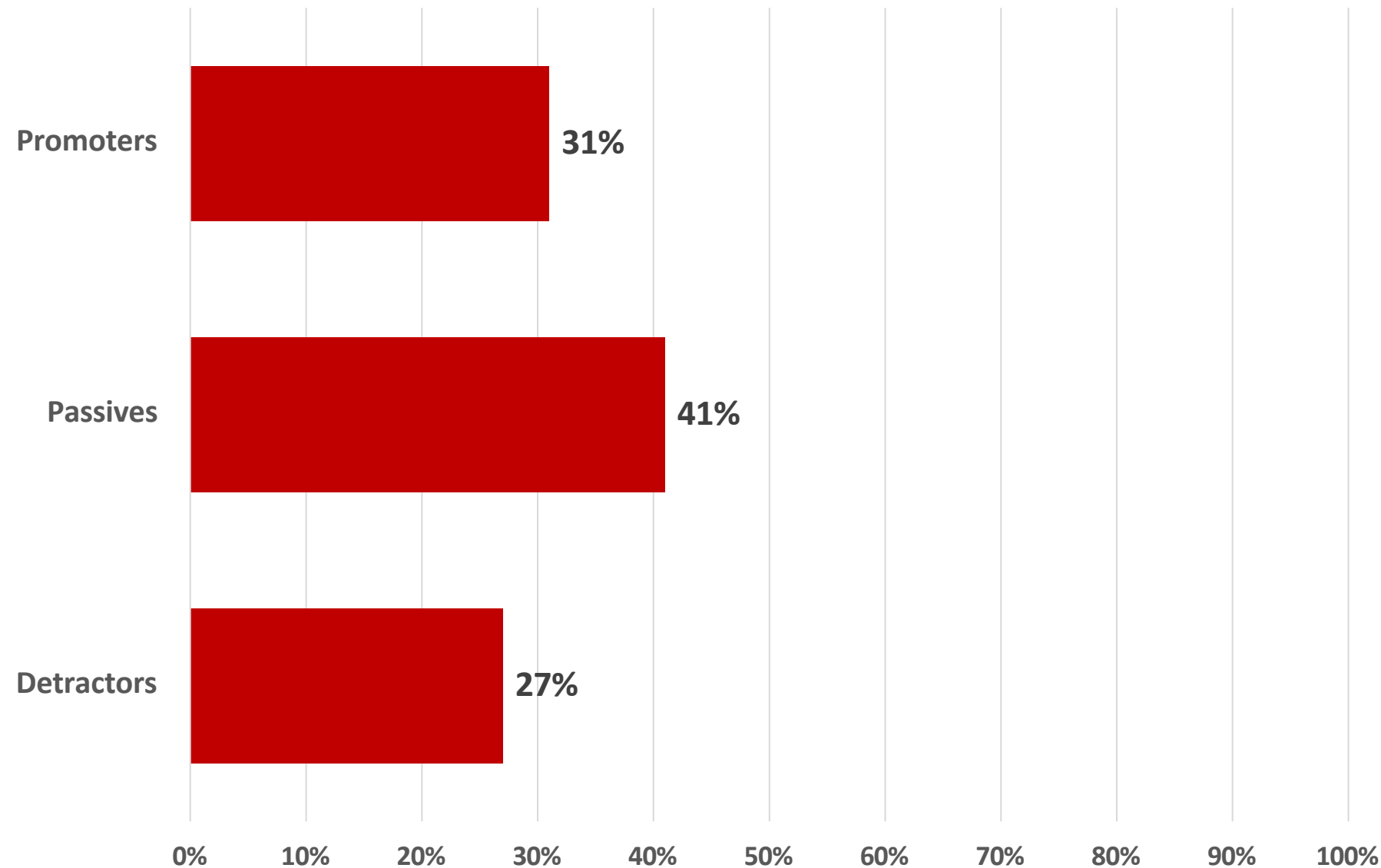




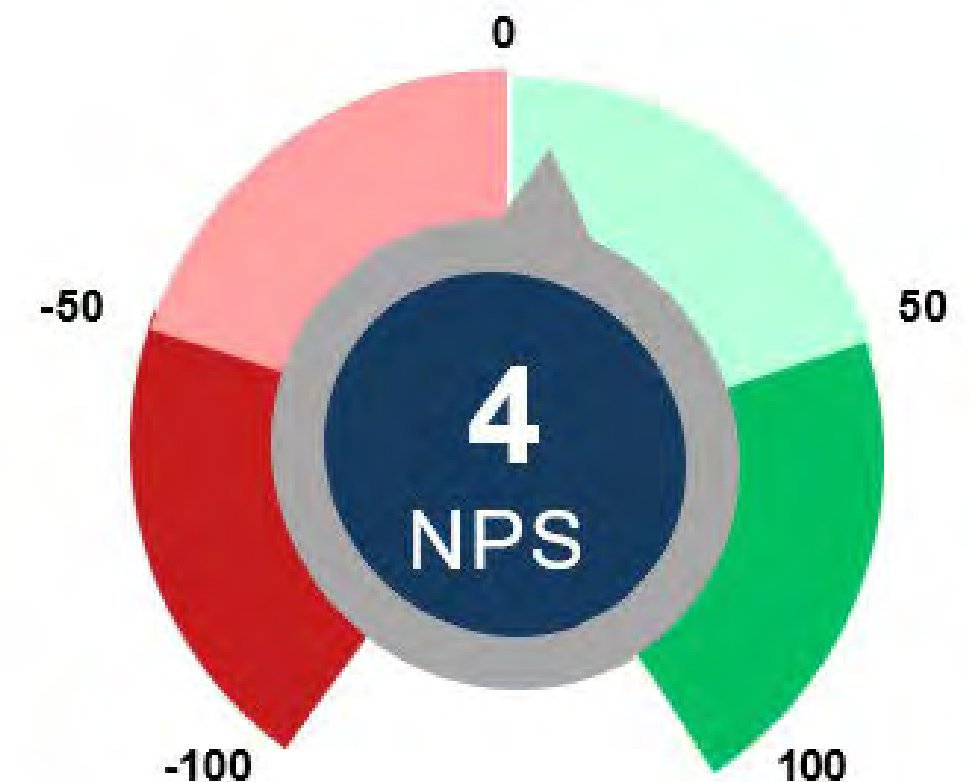
Net Promoter Score (NPS)

Red Line:

All things considered, how likely would you be to recommend riding an RTA train to a friend or neighbor?



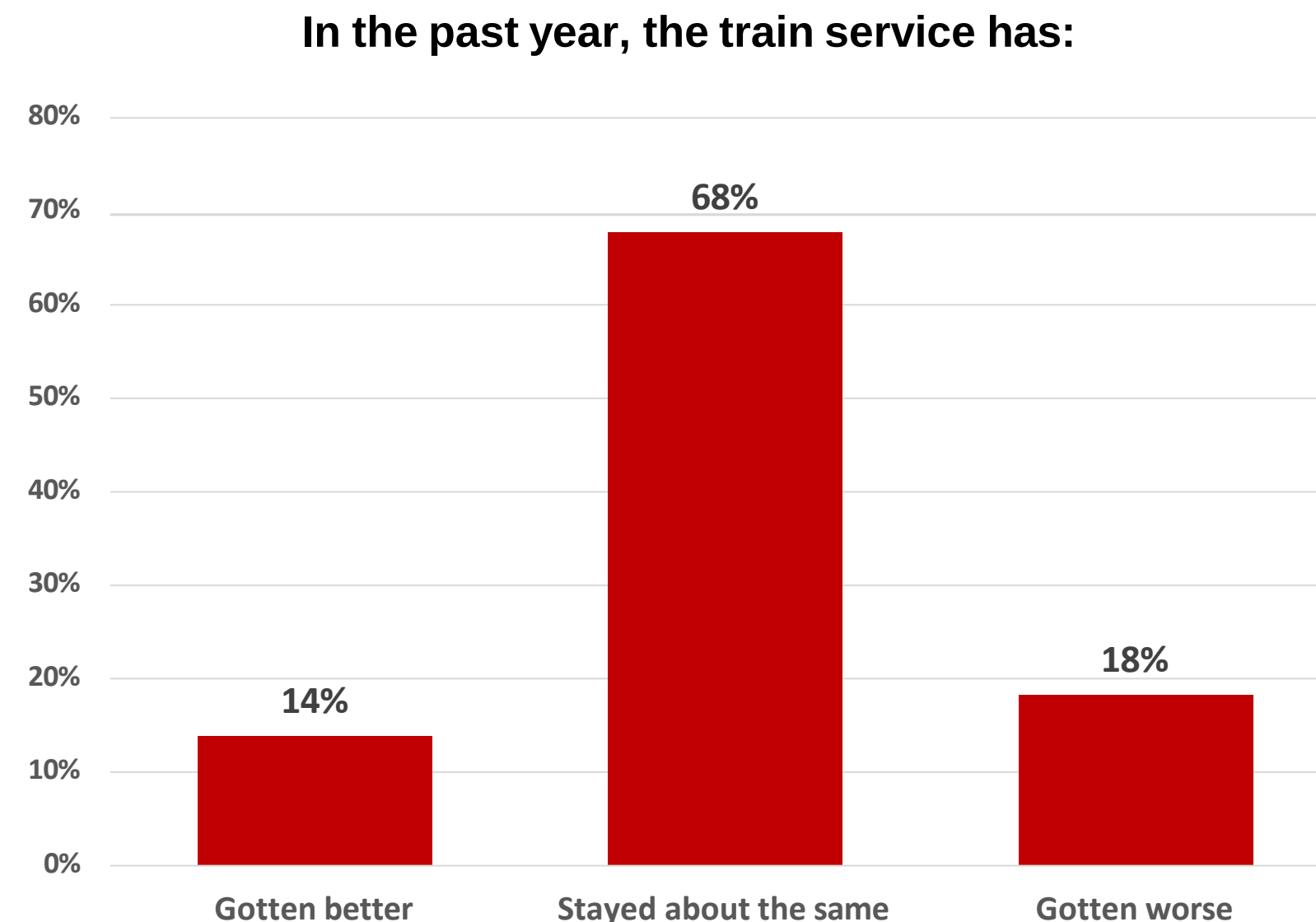
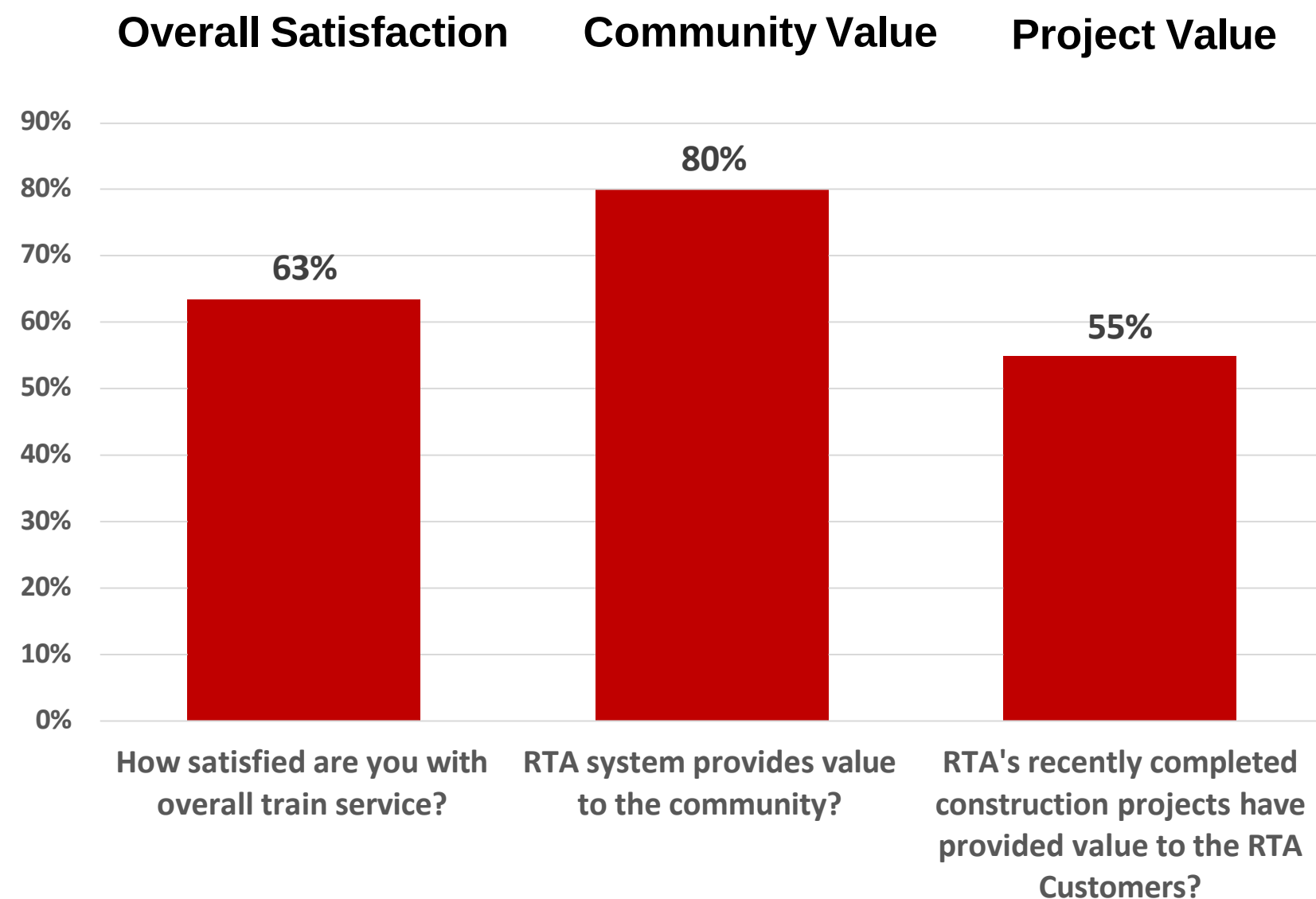
$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$





Satisfaction and Community Value

- 63% of Rail customers are satisfied overall with the rail service.
- 80% of Rail customers believe the RTA system provides value to the community.
- 55% of Rail customers believe recent construction projects have added value to RTA.
- 68% of Rail customers believe the rail service has stayed the same in the past year.



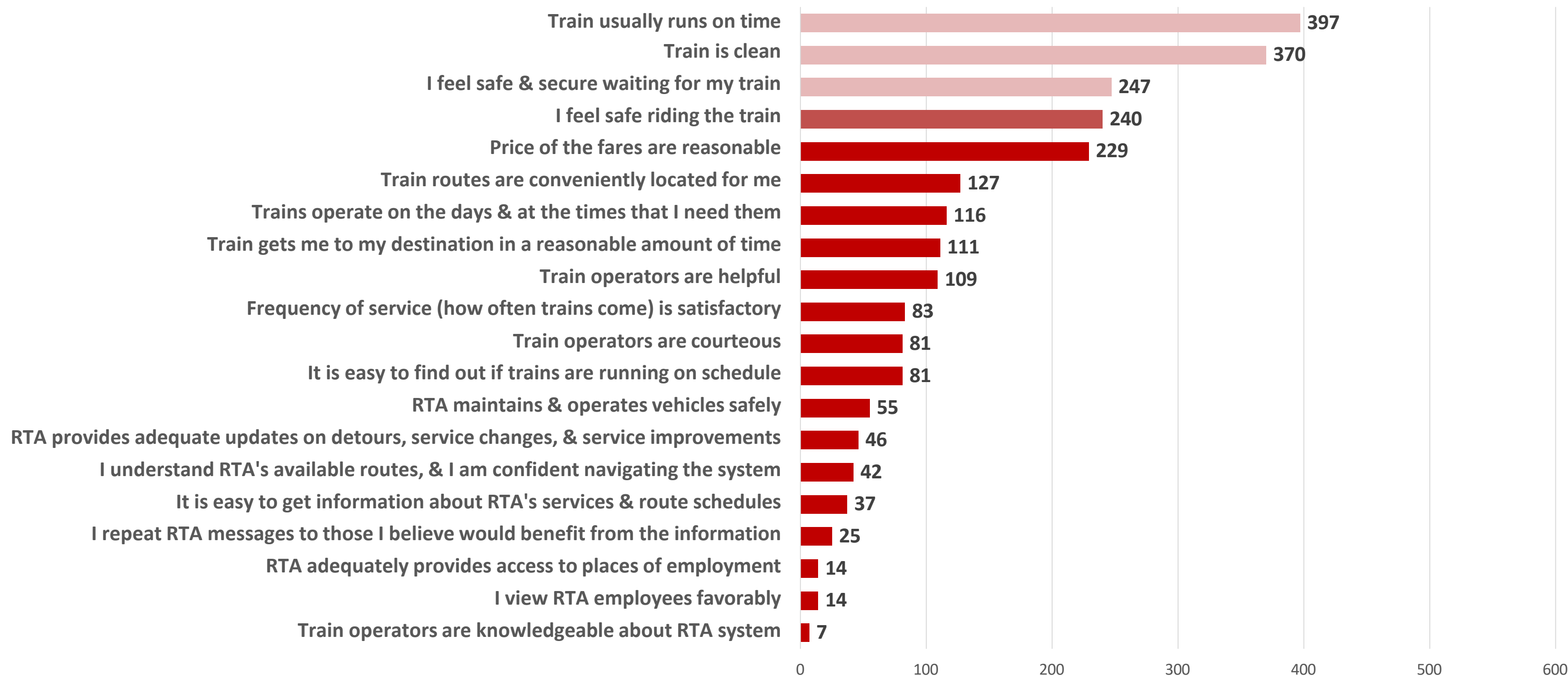
Customer Importance Factors

Rail Train Service



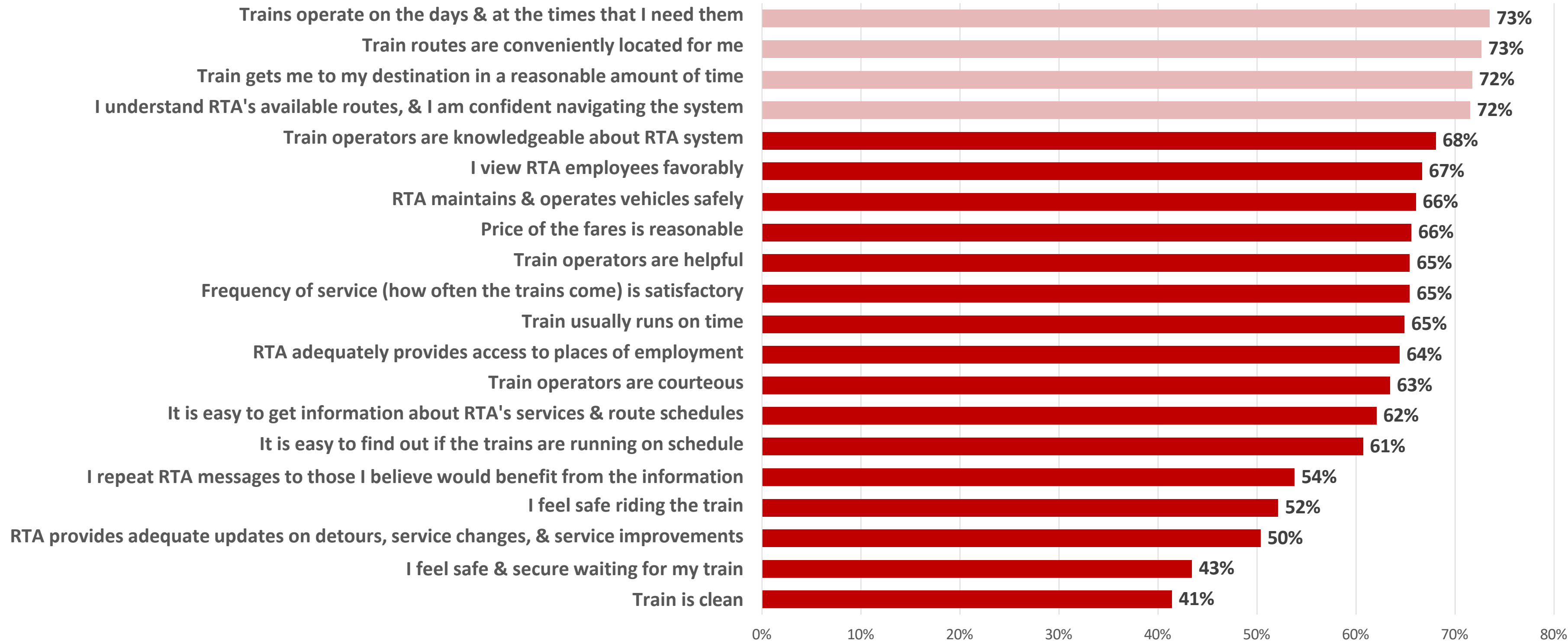
Top Customer Importance Factors

- The top importance factors were trains running on time (397), cleanliness (370), and safety while waiting for the train (247).



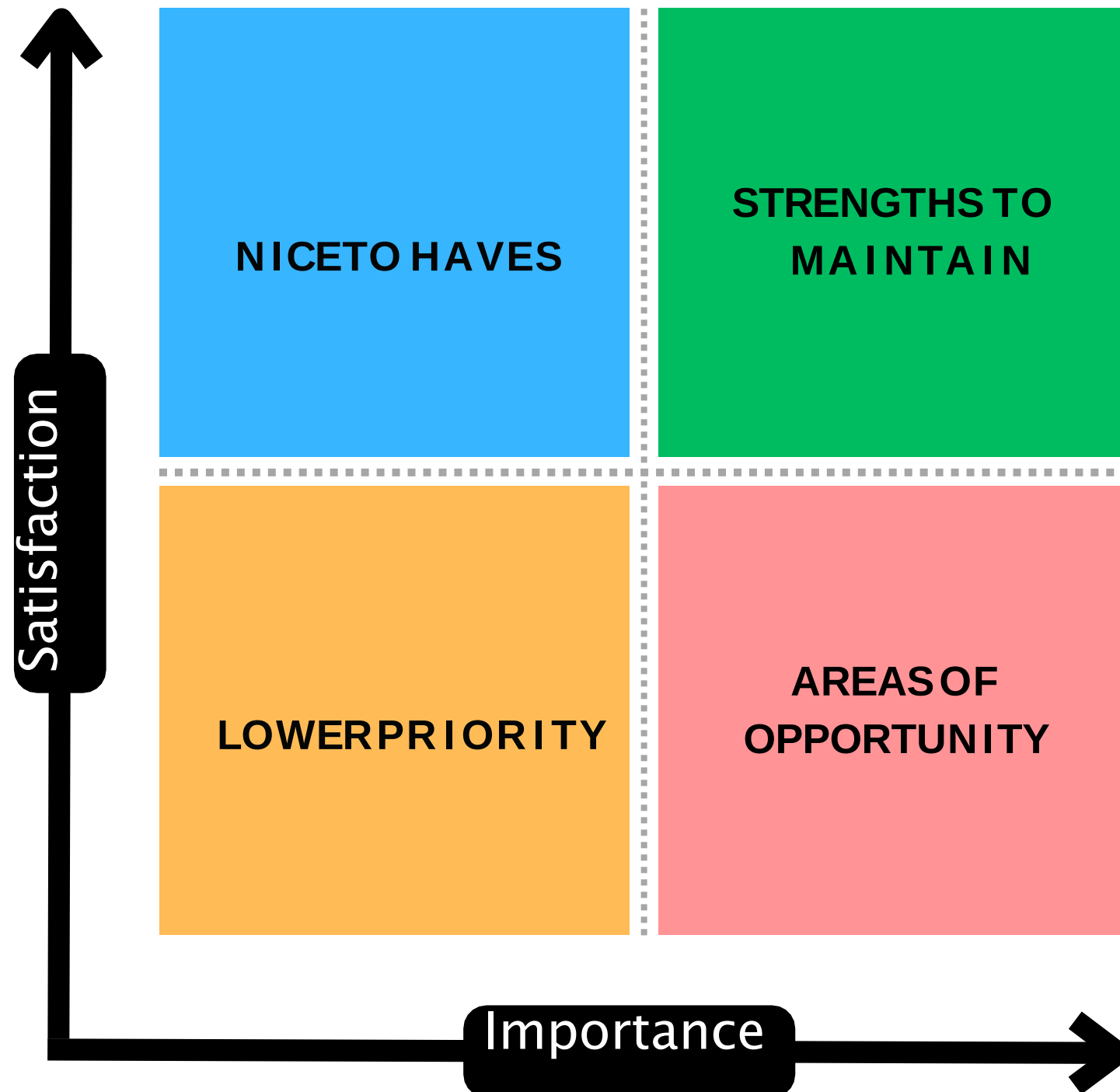


Level of Agreement



Key Driver Analysis

Satisfaction vs. Importance

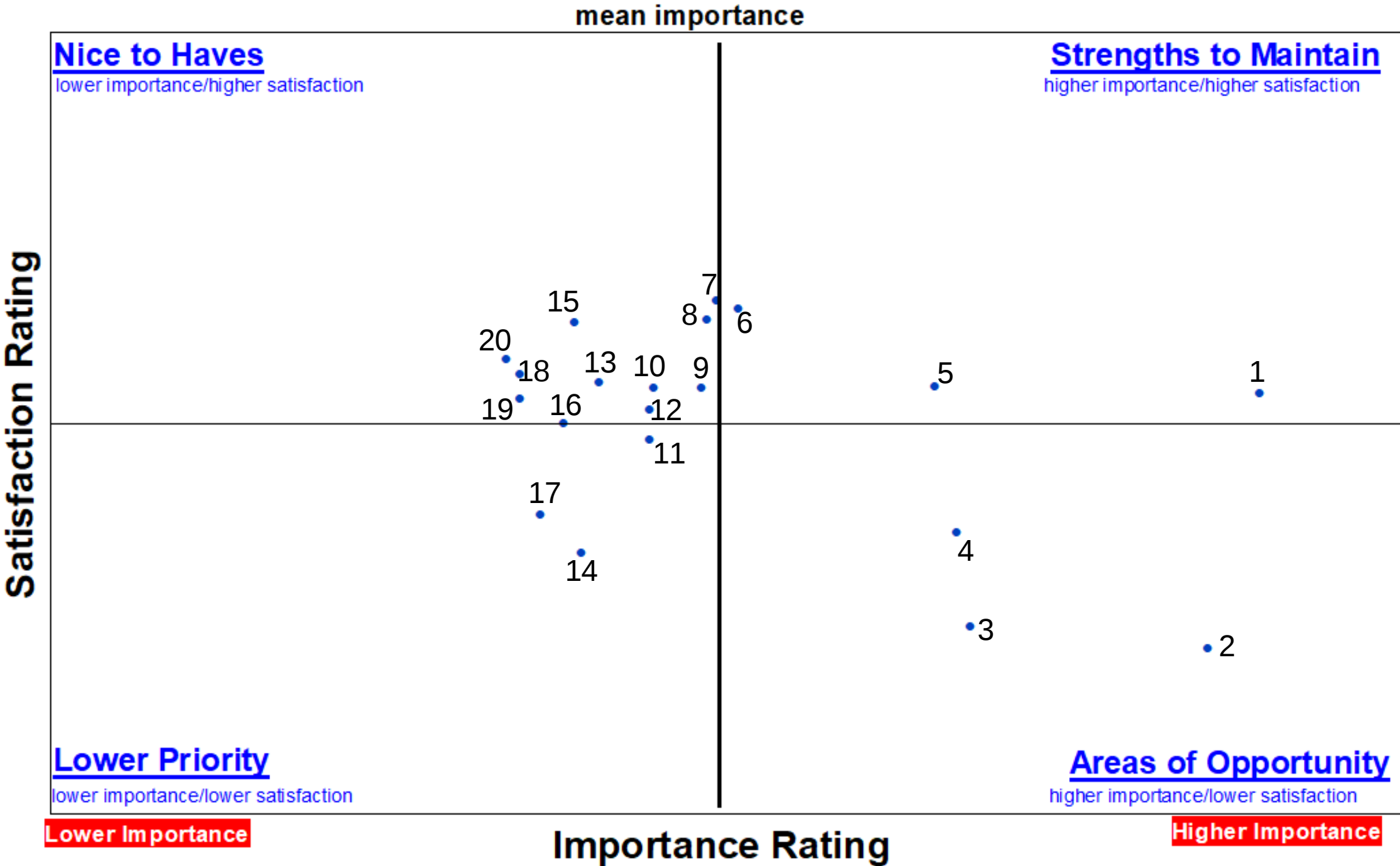


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4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

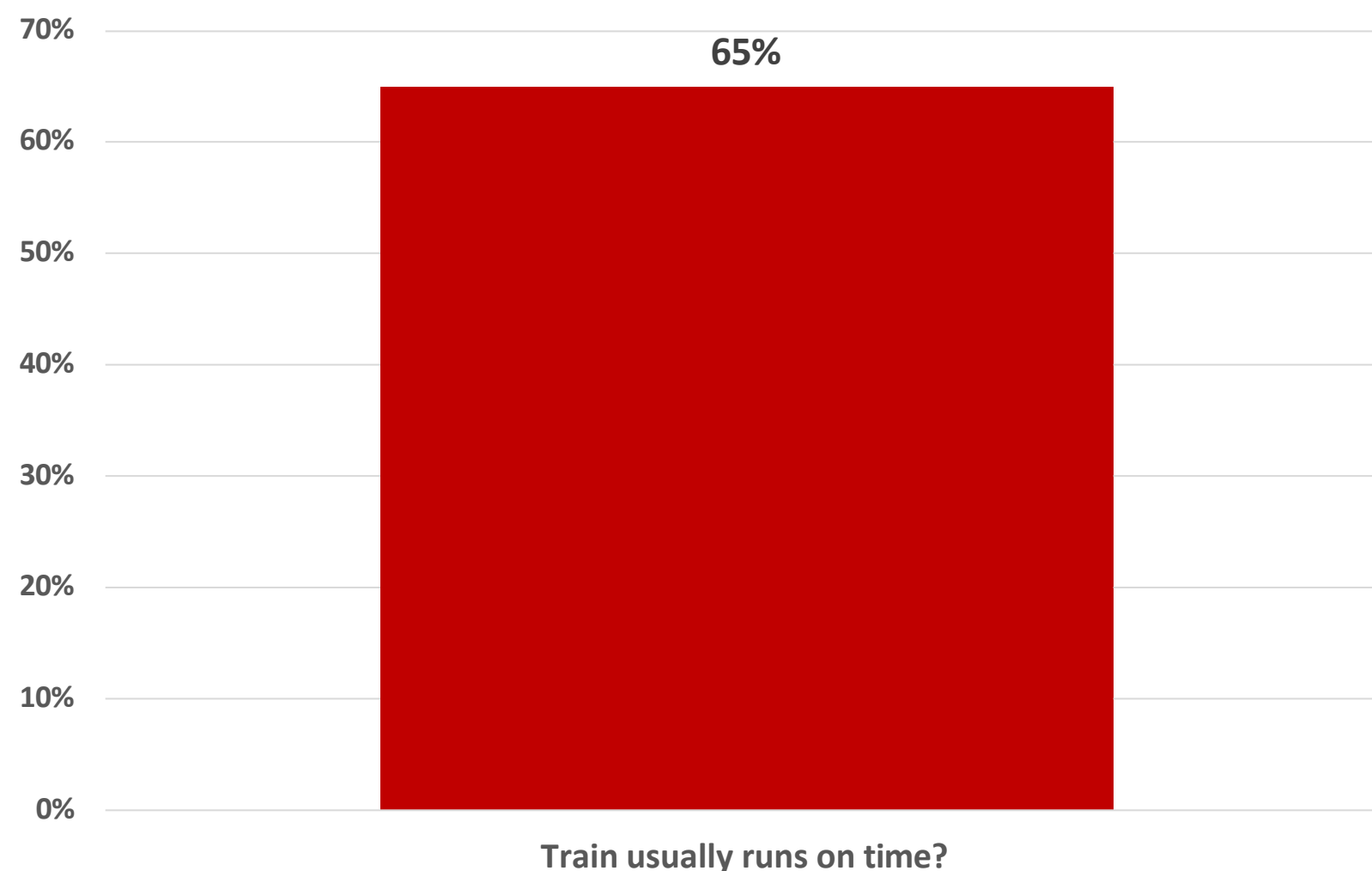
- 1. Train usually runs on time
- 2. Train is clean
- 3. I feel safe & secure waiting for my train
- 4. I feel safe riding the train
- 5. Price of the fares are reasonable
- 6. Train routes are conveniently located for me
- 7. Trains operate on the days & at the times that I need them
- 8. Train gets me to my destination in a reasonable amount of time
- 9. Train operators are helpful
- 10. Frequency of service (how often trains come) is satisfactory
- 11. It is easy to find out if trains are running on schedule
- 12. Train operators are courteous
- 13. RTA maintains & operates vehicles safely
- 14. RTA provides adequate updates on detours, service changes, & service improvements
- 15. I understand RTA's available routes, & I am confident navigating the system
- 16. It is easy to get information about RTA's services & route schedules
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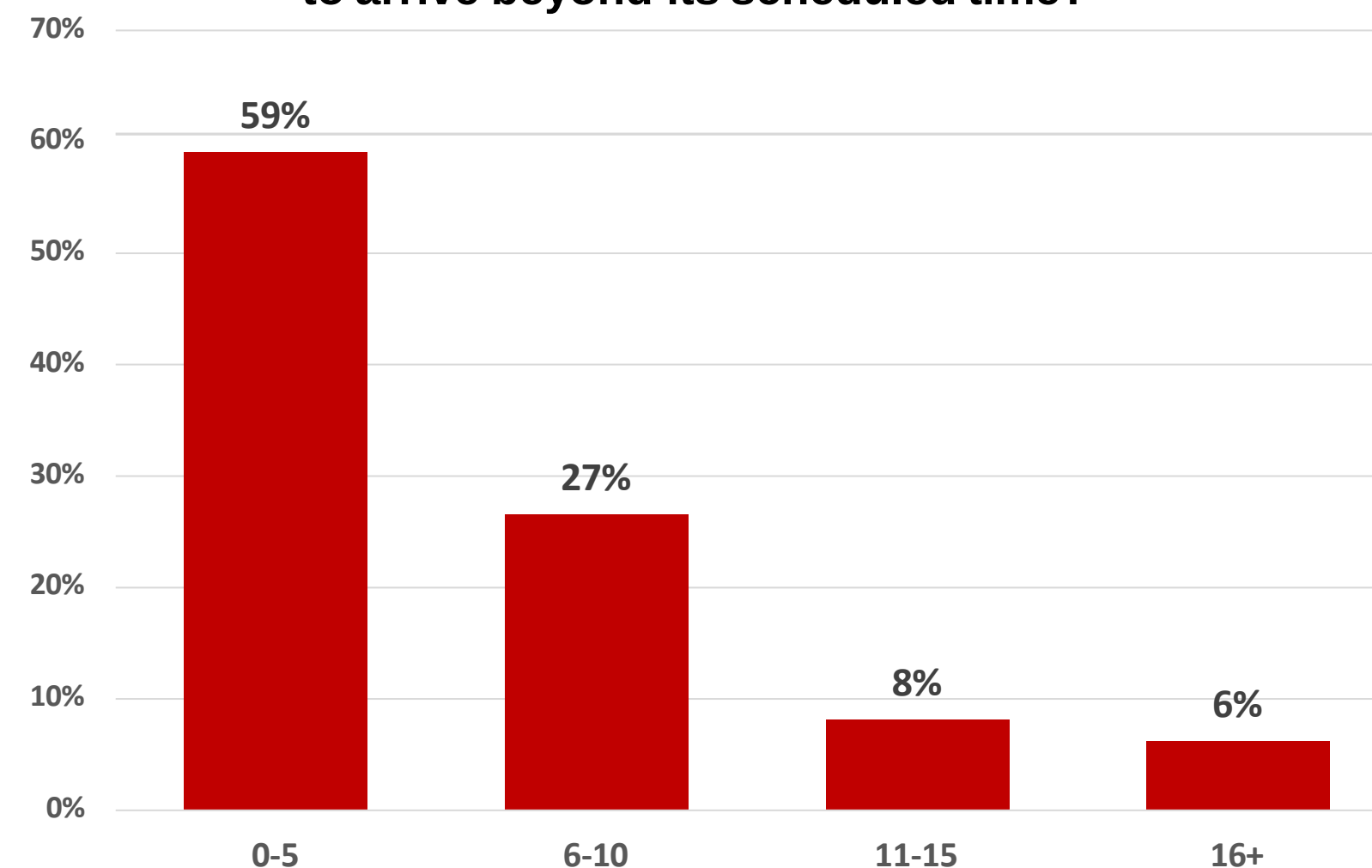
On-Time Performance

- 65% of Rail customers are satisfied with the On-Time Performance.
- 59% of Rail customers believe it is acceptable for the train to arrive only 0 to 5 minutes beyond its scheduled time.

On-Time Performance



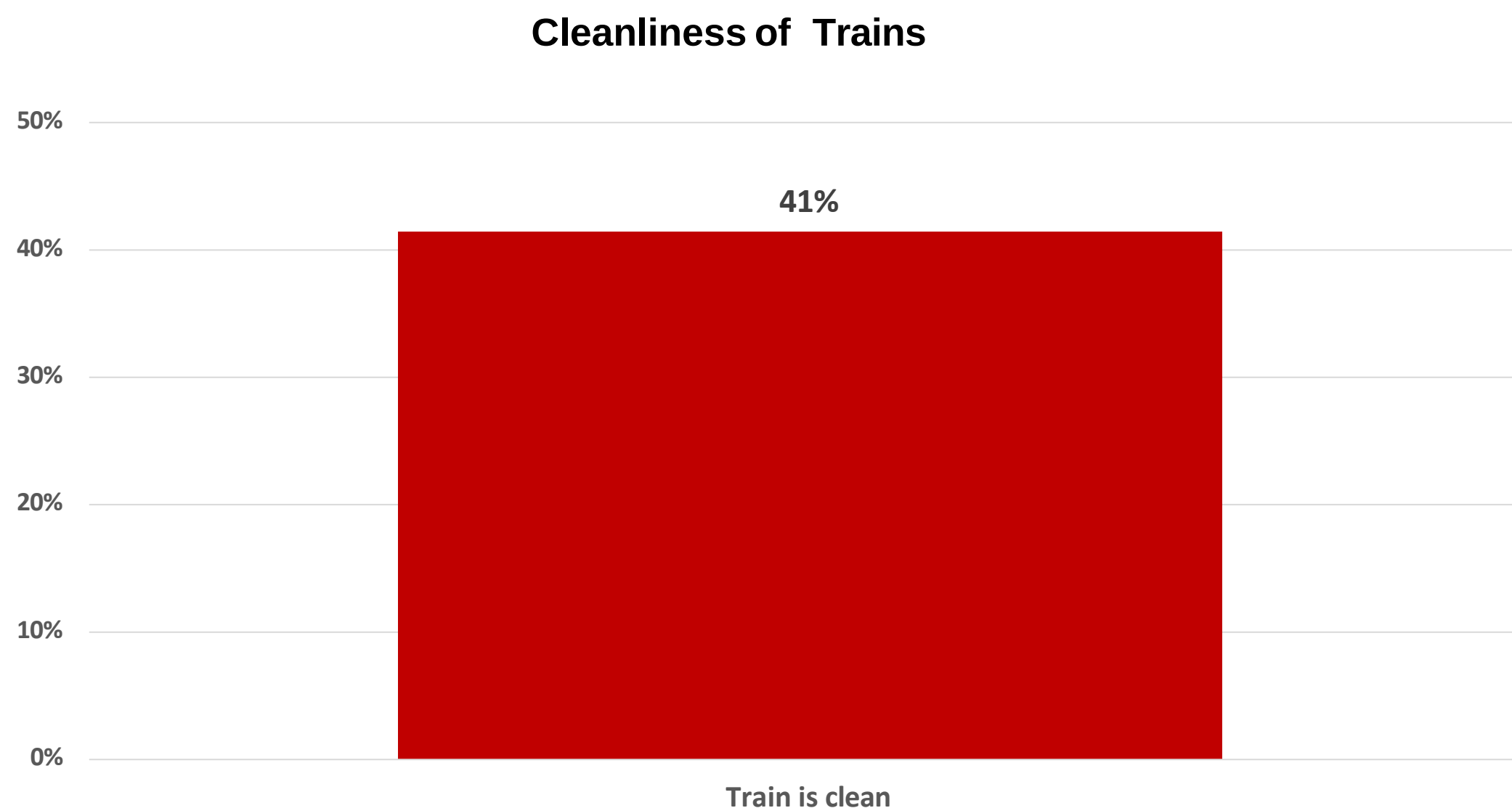
How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?





Cleanliness of Trains

- 41% of Rail customers are satisfied with the cleanliness of trains.



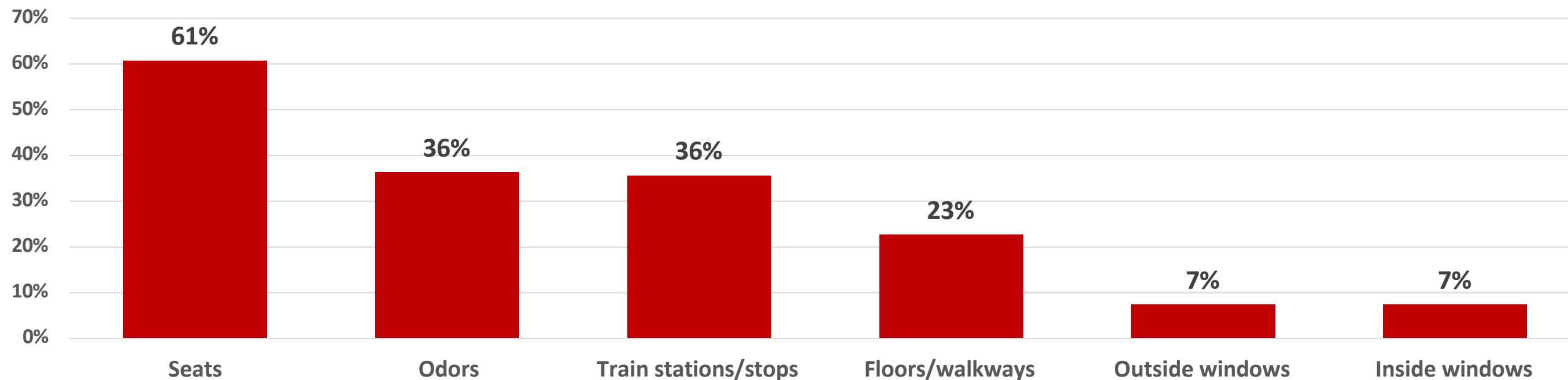
Write-in Cleanliness Suggestions

- Seats and Floors of trains
- Train station/ stop cleanliness
 - Odors
- “Touch points” cleanliness (handrails/seats)
 - Windows

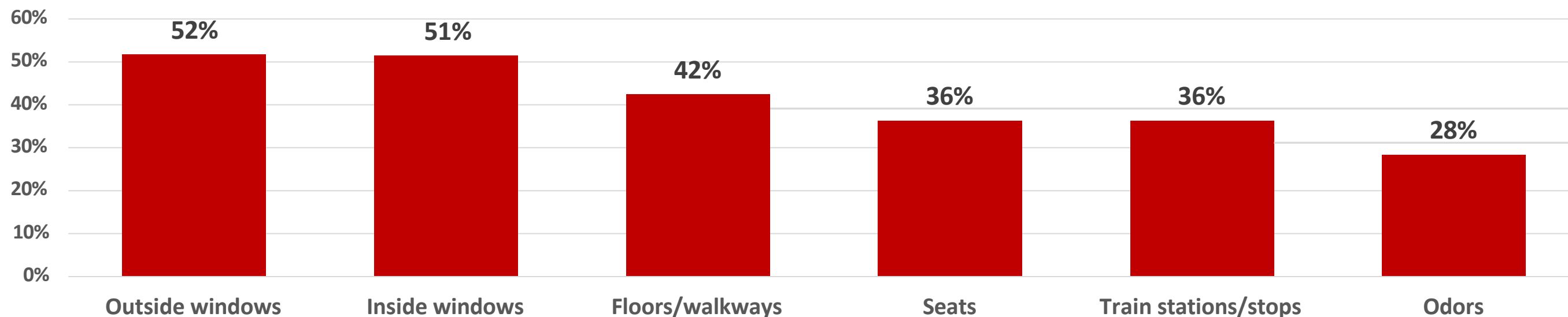


Cleanliness of Trains- Importance and Satisfaction

- Rail customers selected seats (61%) and odors (36%) as the highest importance.
- Rail customers are most satisfied with the outside windows (52%) and inside windows (51%).



Which two of the items listed do you think are most important?



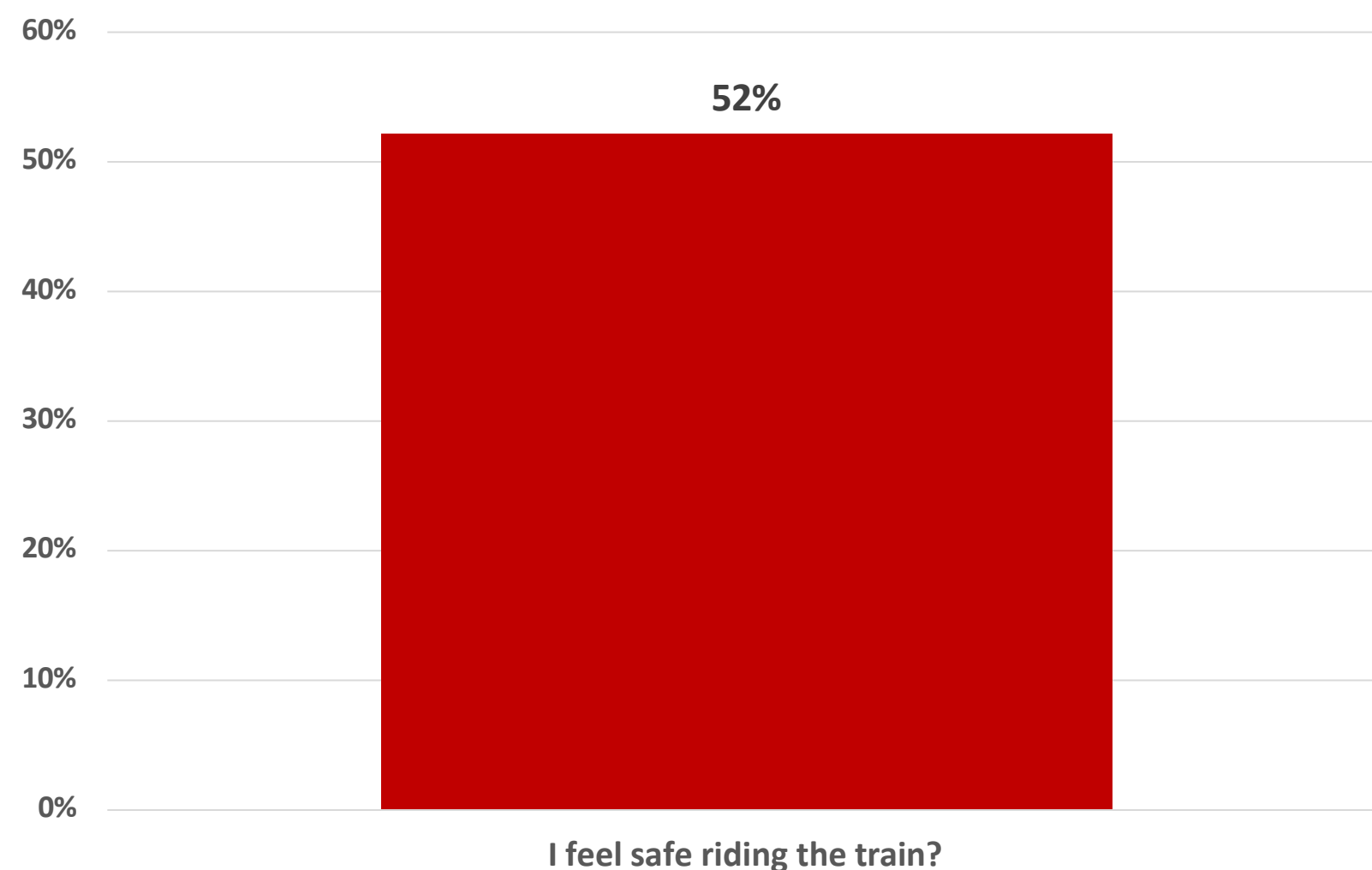
How satisfied are you with the cleanliness of each item listed?



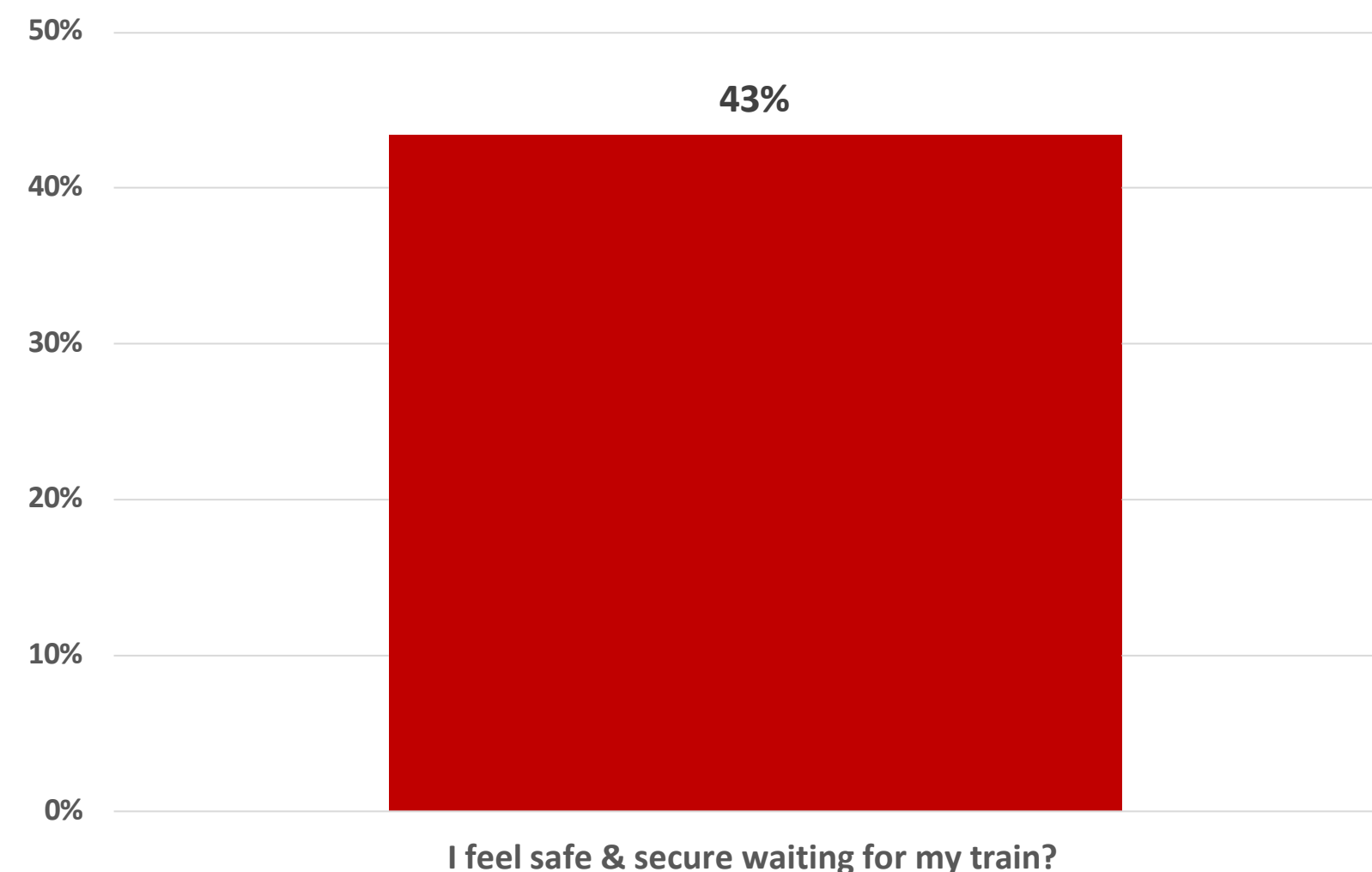
Rail and Stop Safety

- 52% of rail customers feel safe while riding the train, and 43% feel safe while waiting for the train.

Train Onboard Safety



Train Stop Safety

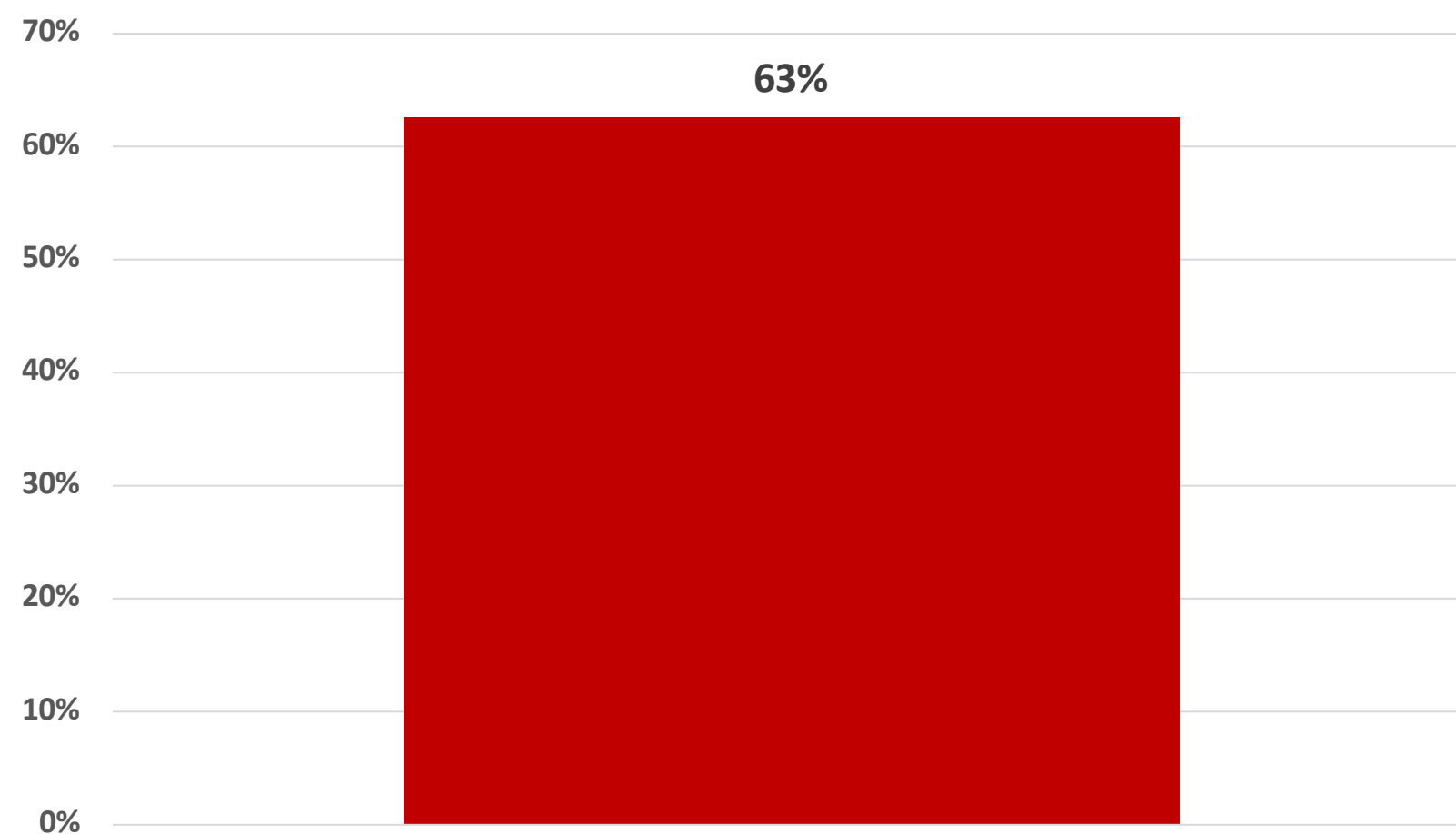




Funding

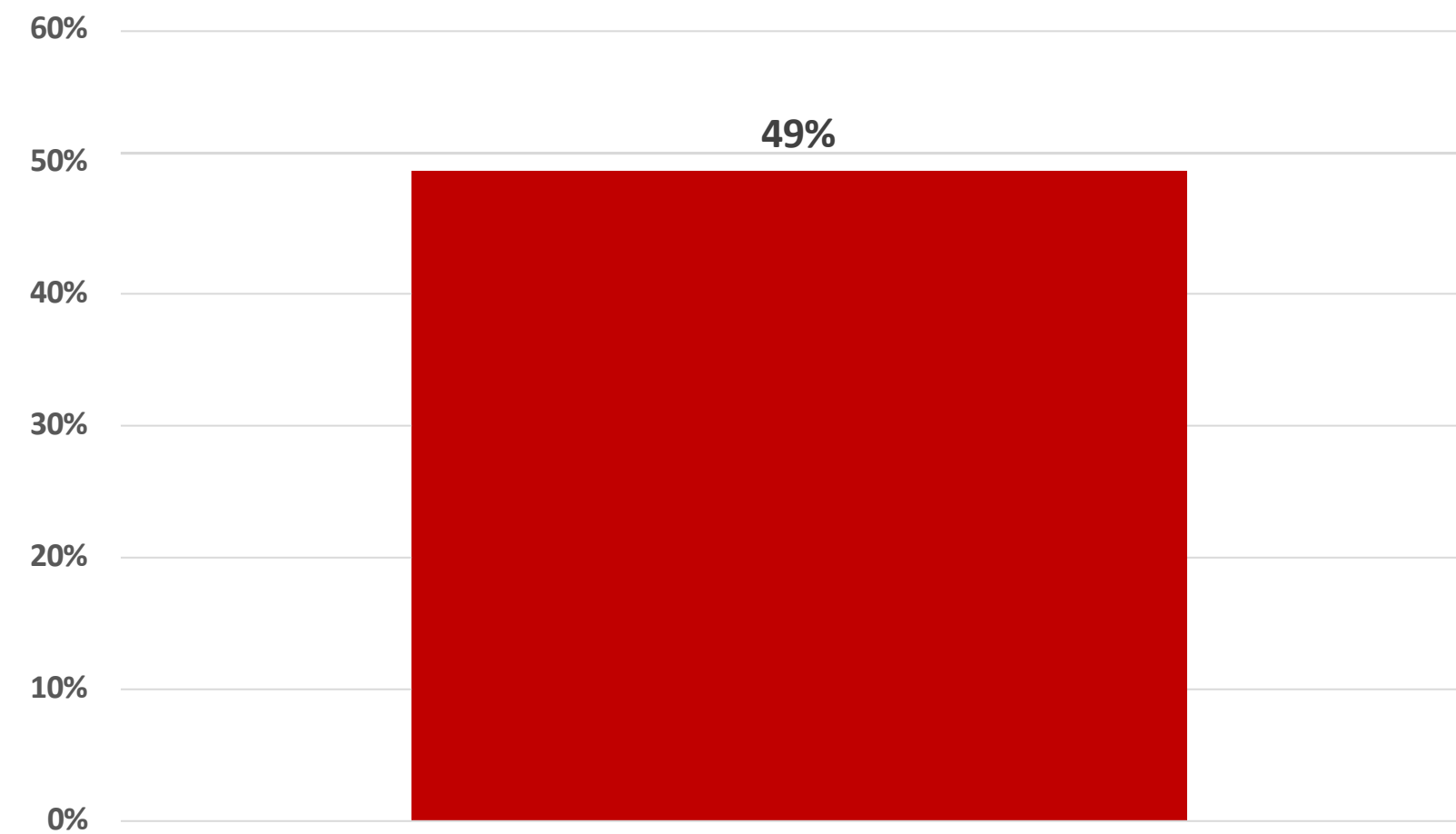
- 63% of rail customers feel the community should consider increasing funding to improve service.
- 49% of rail customers feel RTA manages financial resources appropriately

Transit Investment



The community should consider increasing funding in order to improve service?

Resource Management



RTA manages their financial resources appropriately?

Customer Service

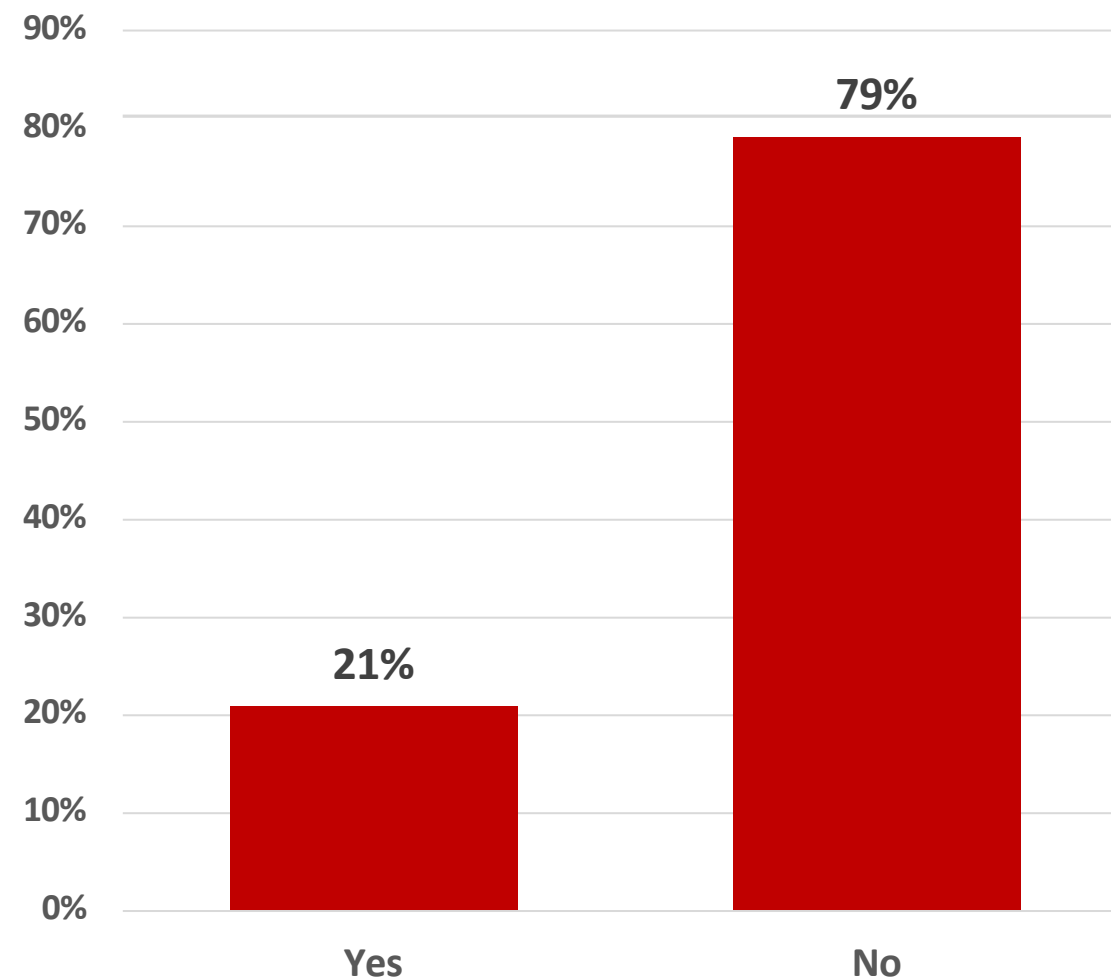
Rail Train Service



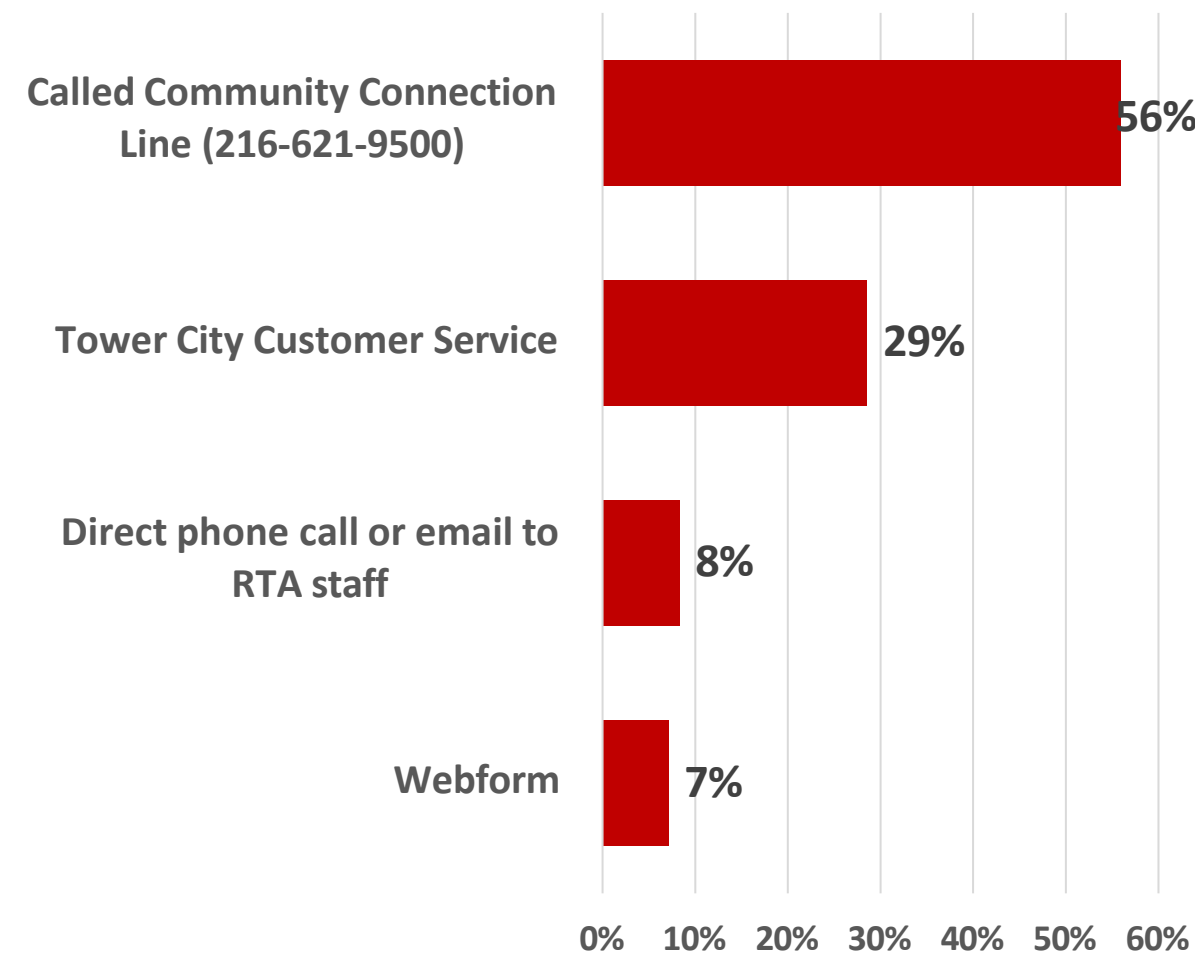
Communications with Customer Service

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- Of the Rail Customers who have contacted RTA, 64% had their issues resolved.

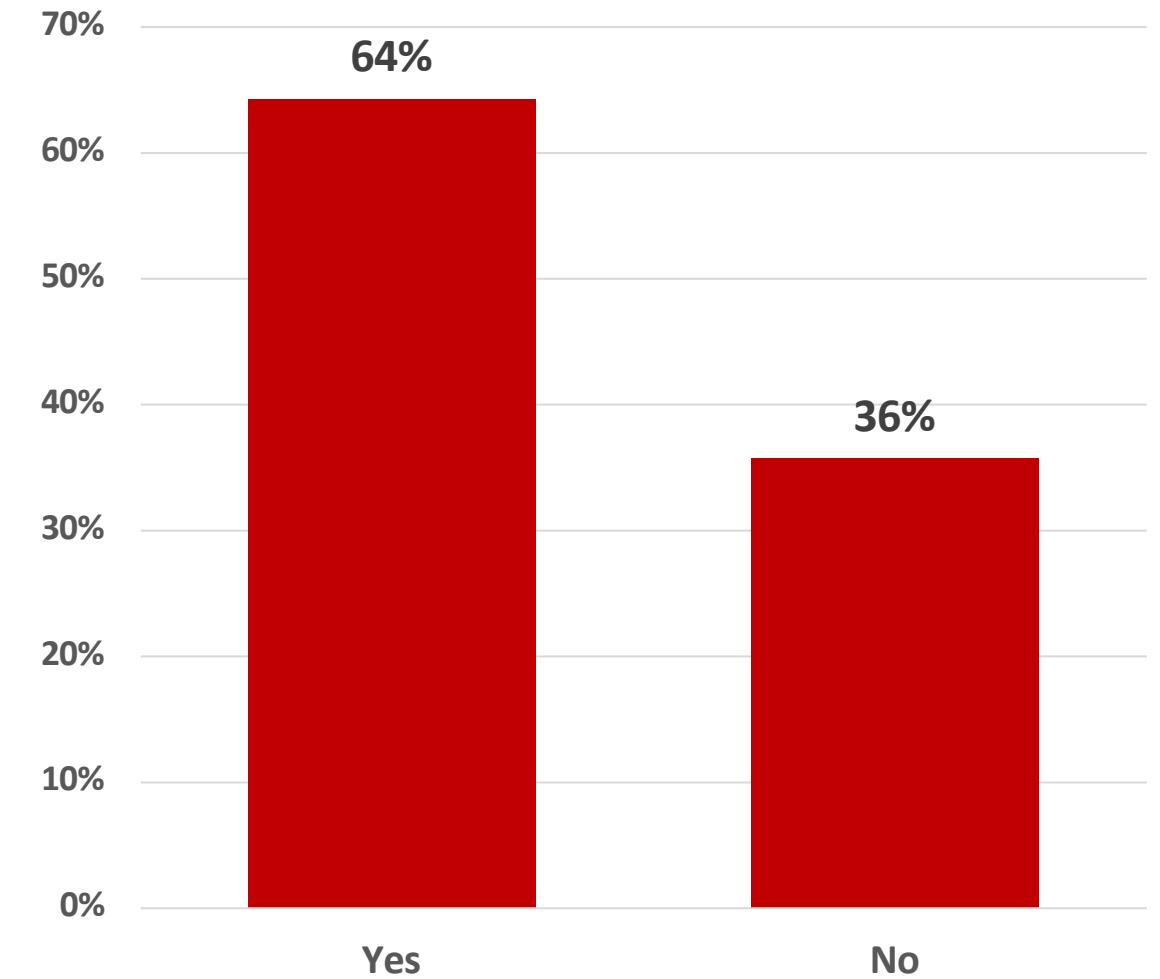
Have you contacted RTA with a question, concern, or complaint in the last 3 months?



How did you contact RTA?



Was your issue resolved?

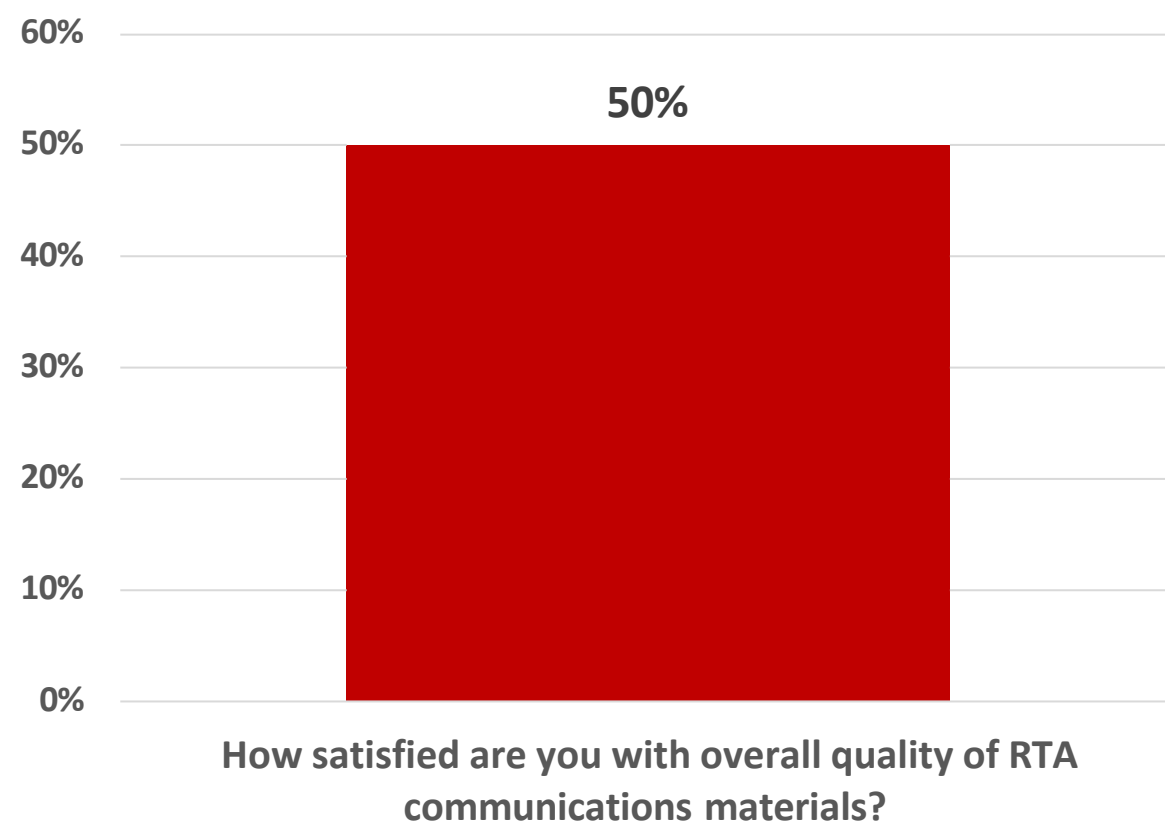




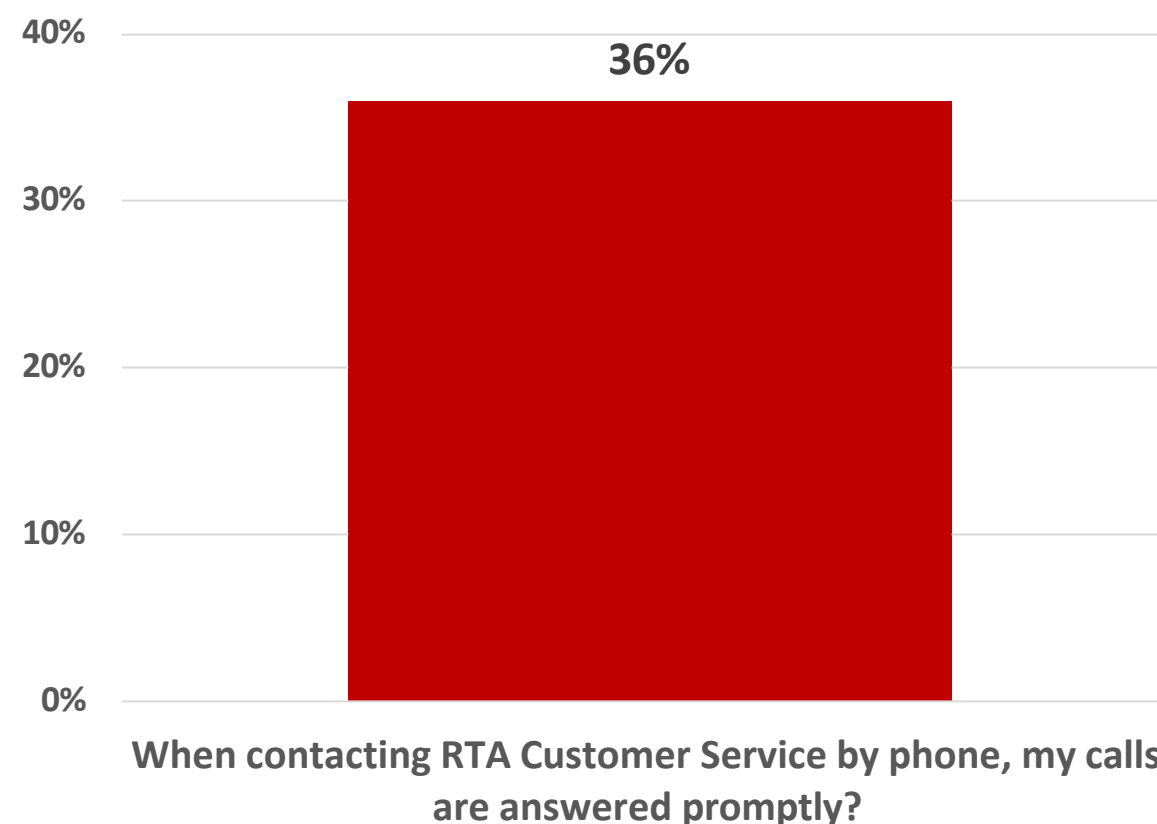
Overall Communications

- 50% of rail customers are satisfied with the overall quality of RTA communications material.
- 36% of rail customers agree RTA Customer Service calls are answered promptly, and 39% agree that customer service representatives are helpful and courteous.

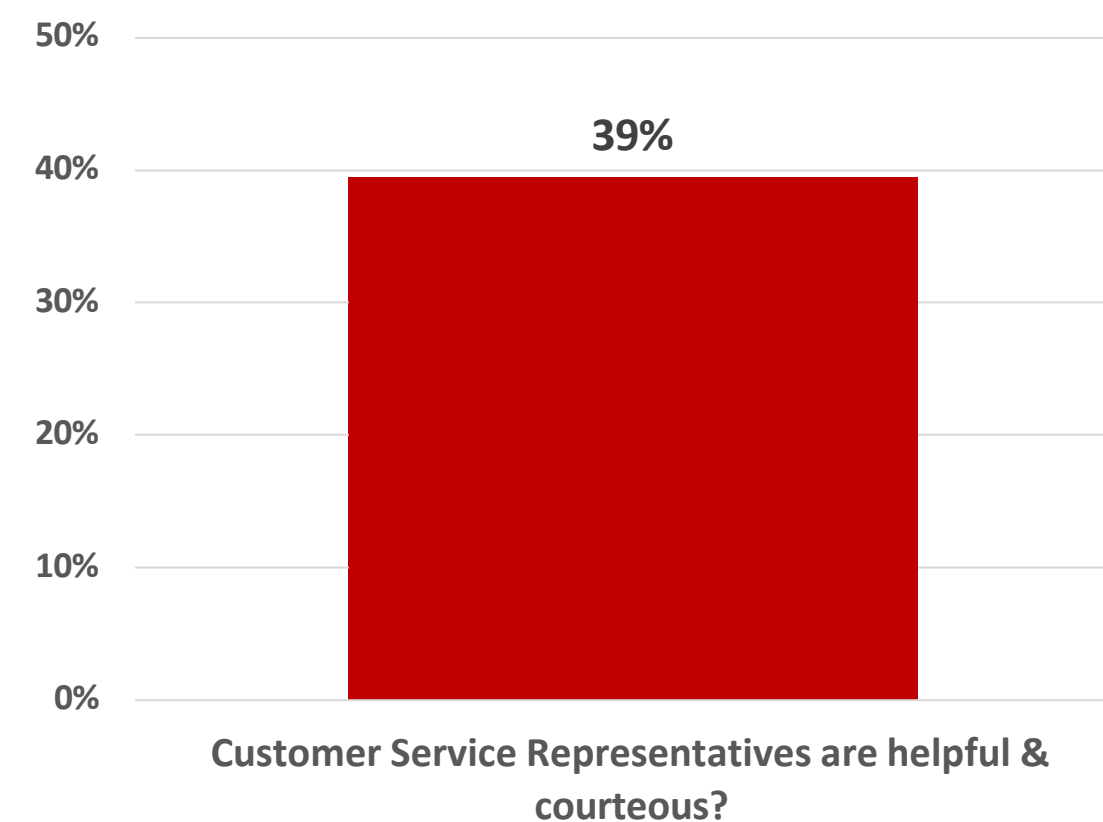
Overall Communications Material



Contacting Customer Service



Customer Service Courtesy

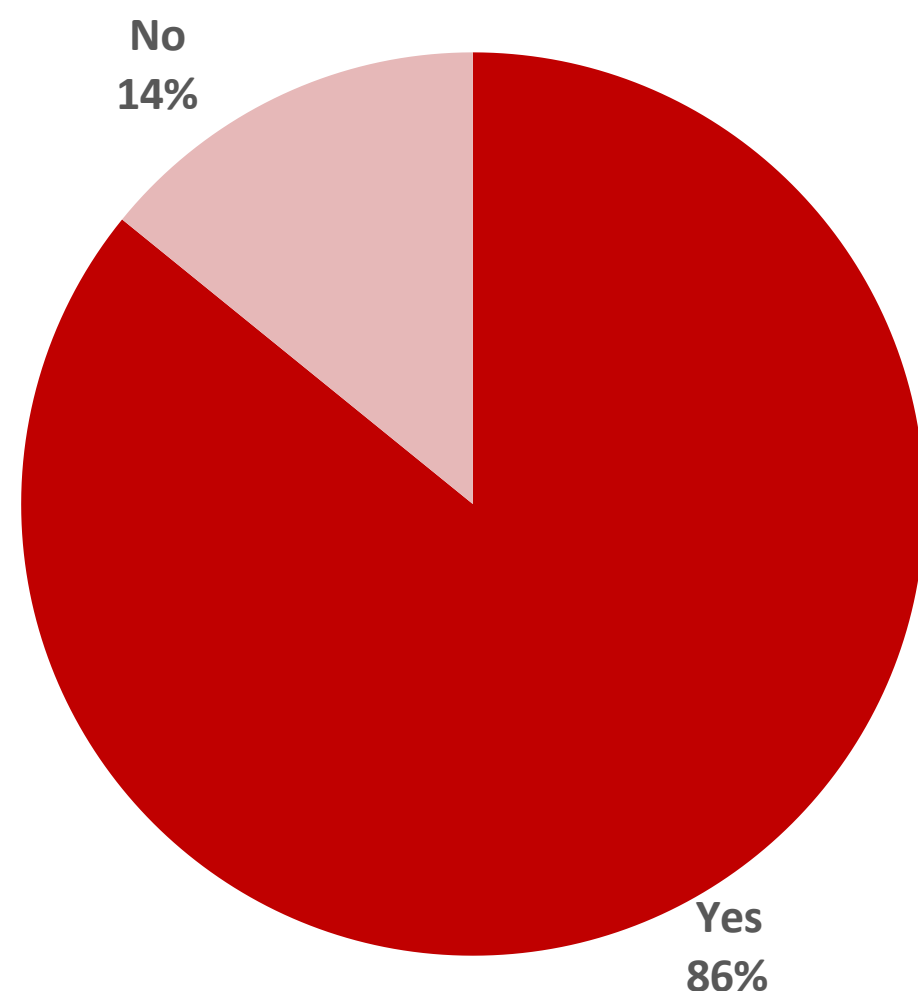




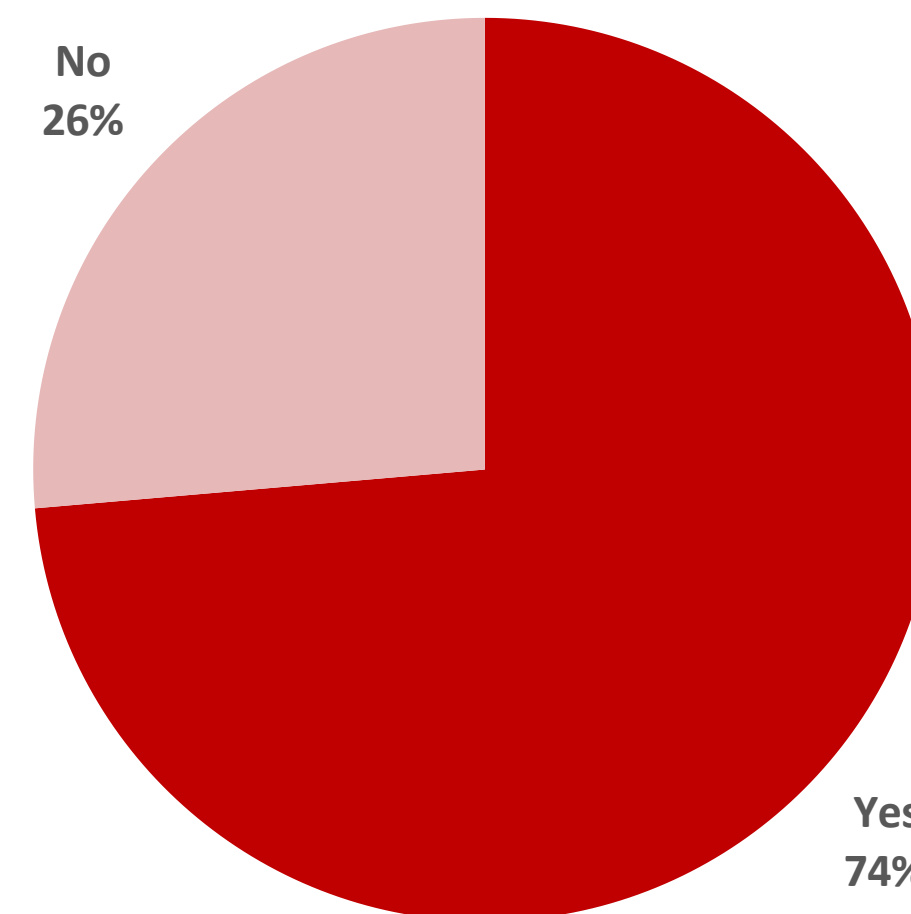
Cell Phone Usage

- 86% of rail customers currently have access to a mobile smartphone.
- Of the customers that have mobile smartphone access, 74% of customers use it to access the Transit App.

Do you currently have access to a mobile smartphone?



Do you use your mobile smartphone to access real-time vehicle information through the Transit App?

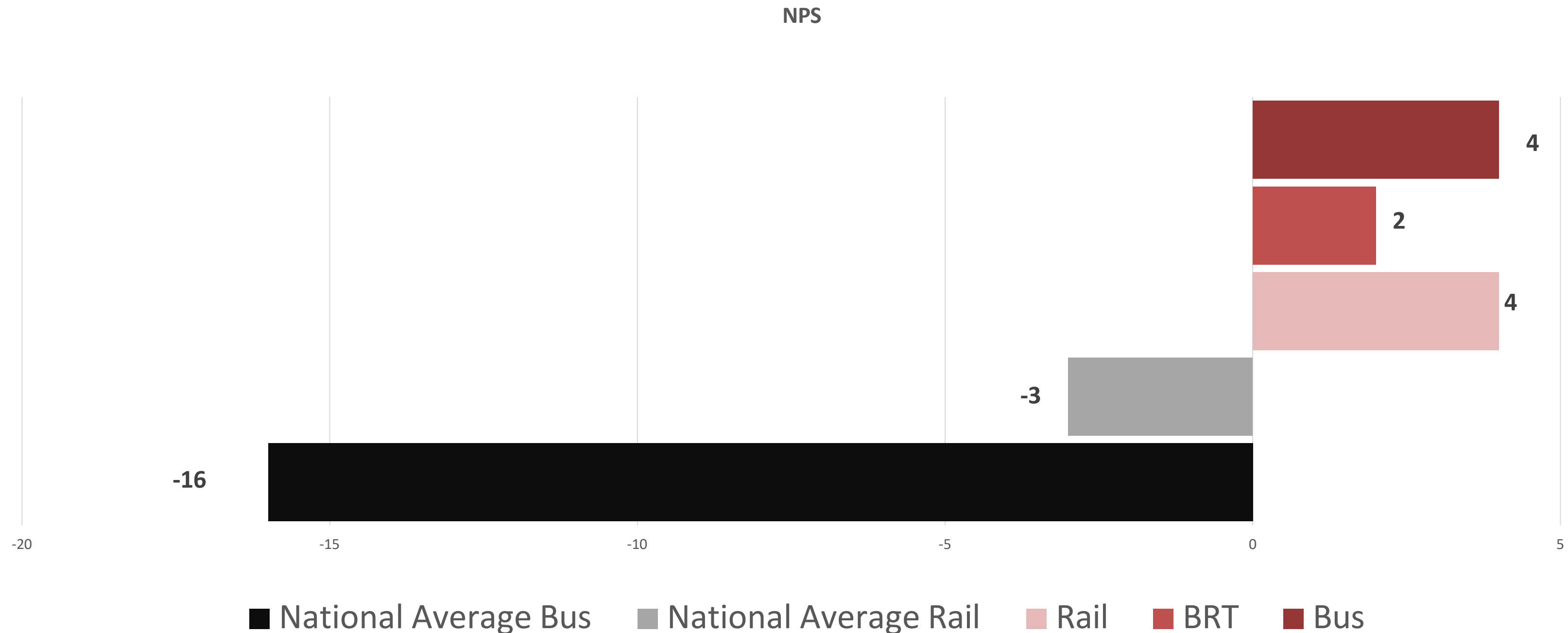


Rider Benchmarks

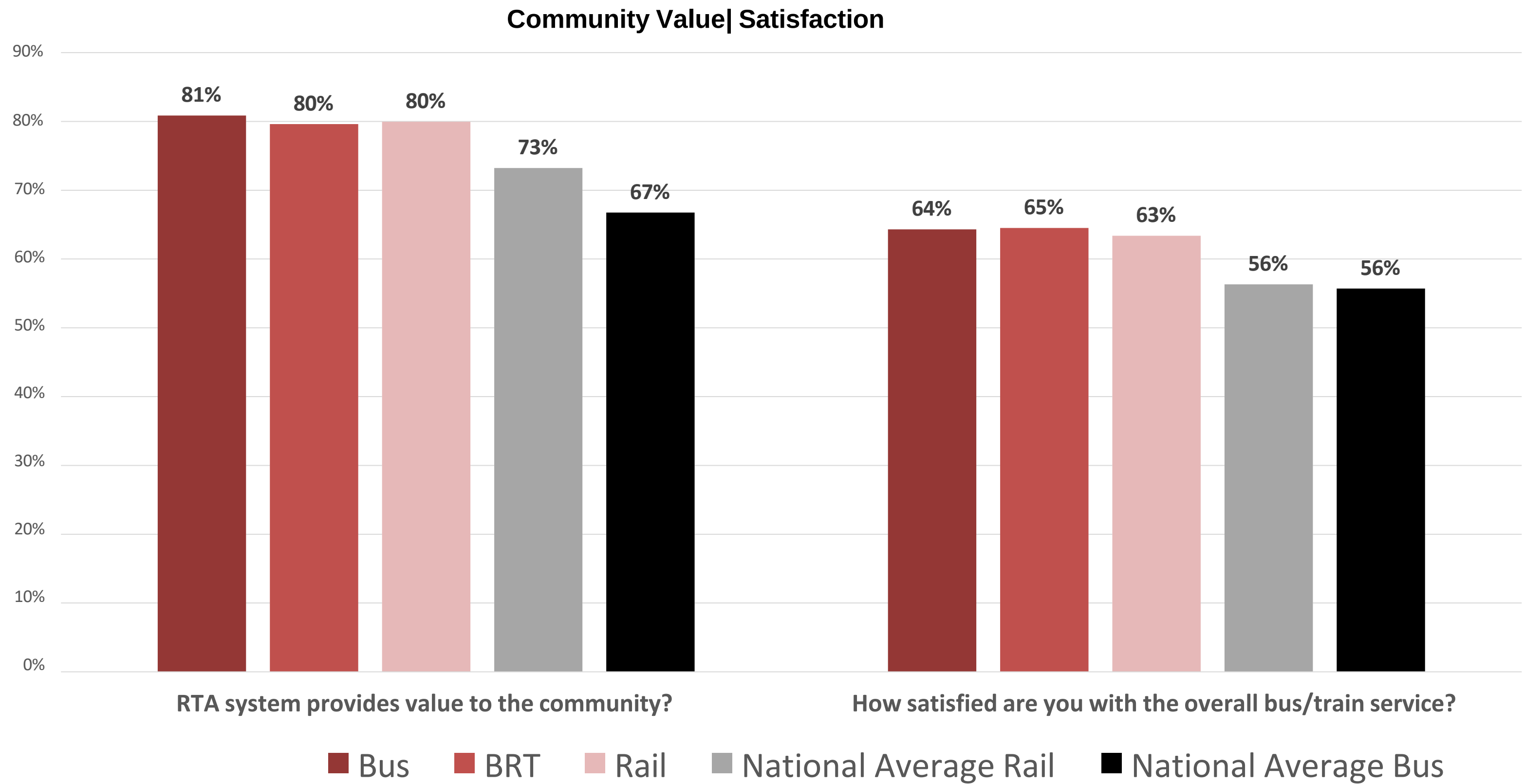


Net Promoter Score (NPS)

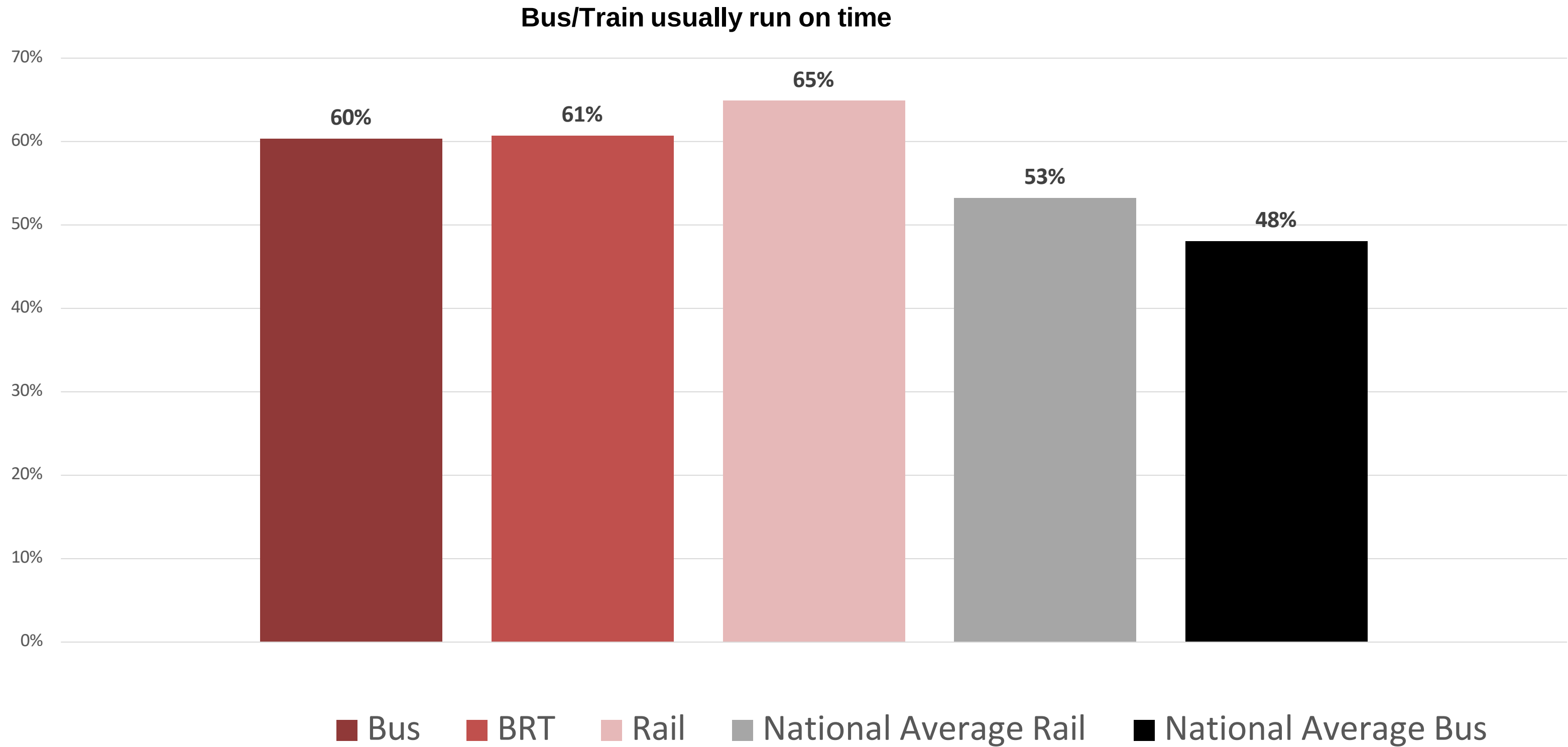
All things considered, how likely would you be to recommend riding a RTA bus/train to a friend or neighbor?



Satisfaction and Community Value

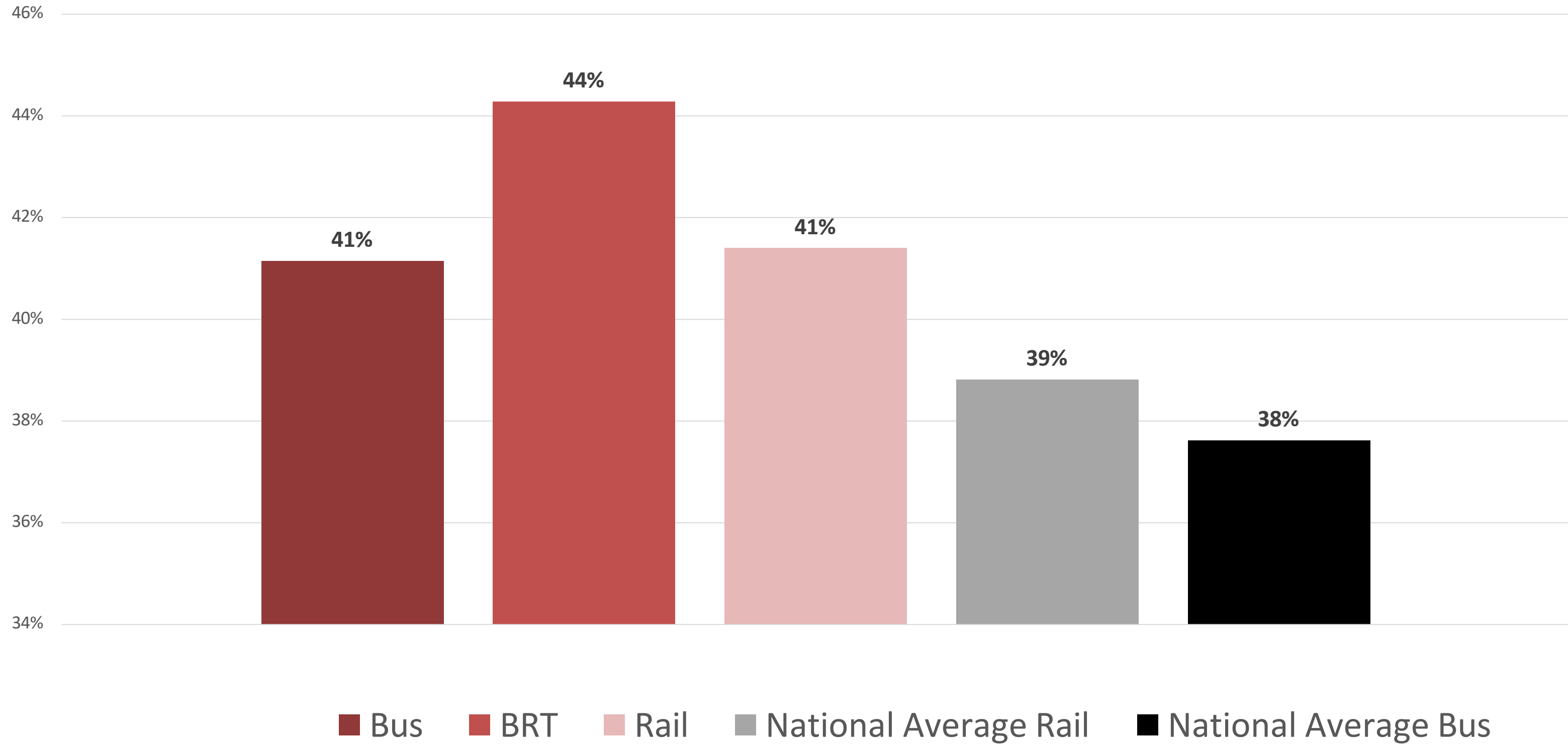


On-Time Performance

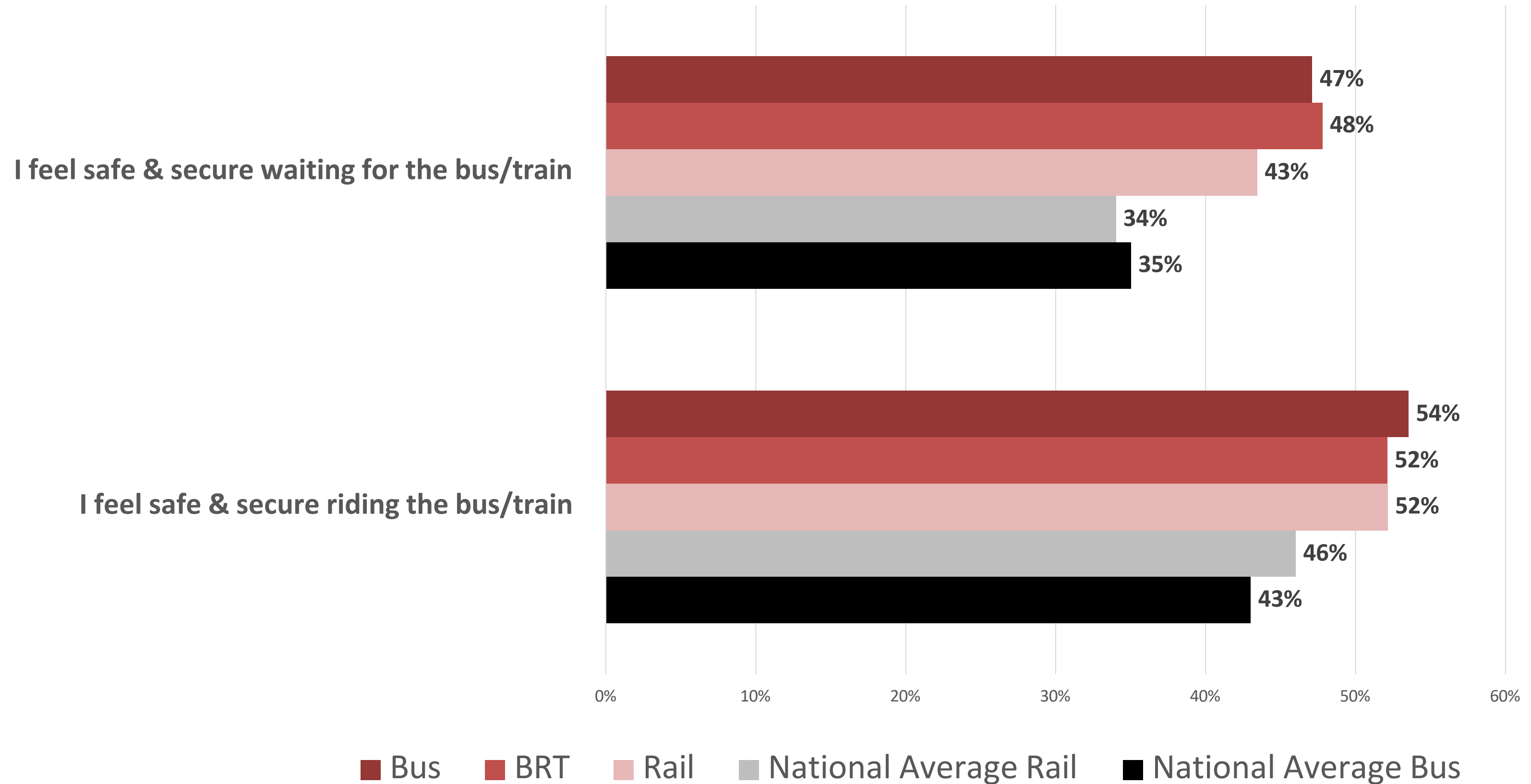


Cleanliness

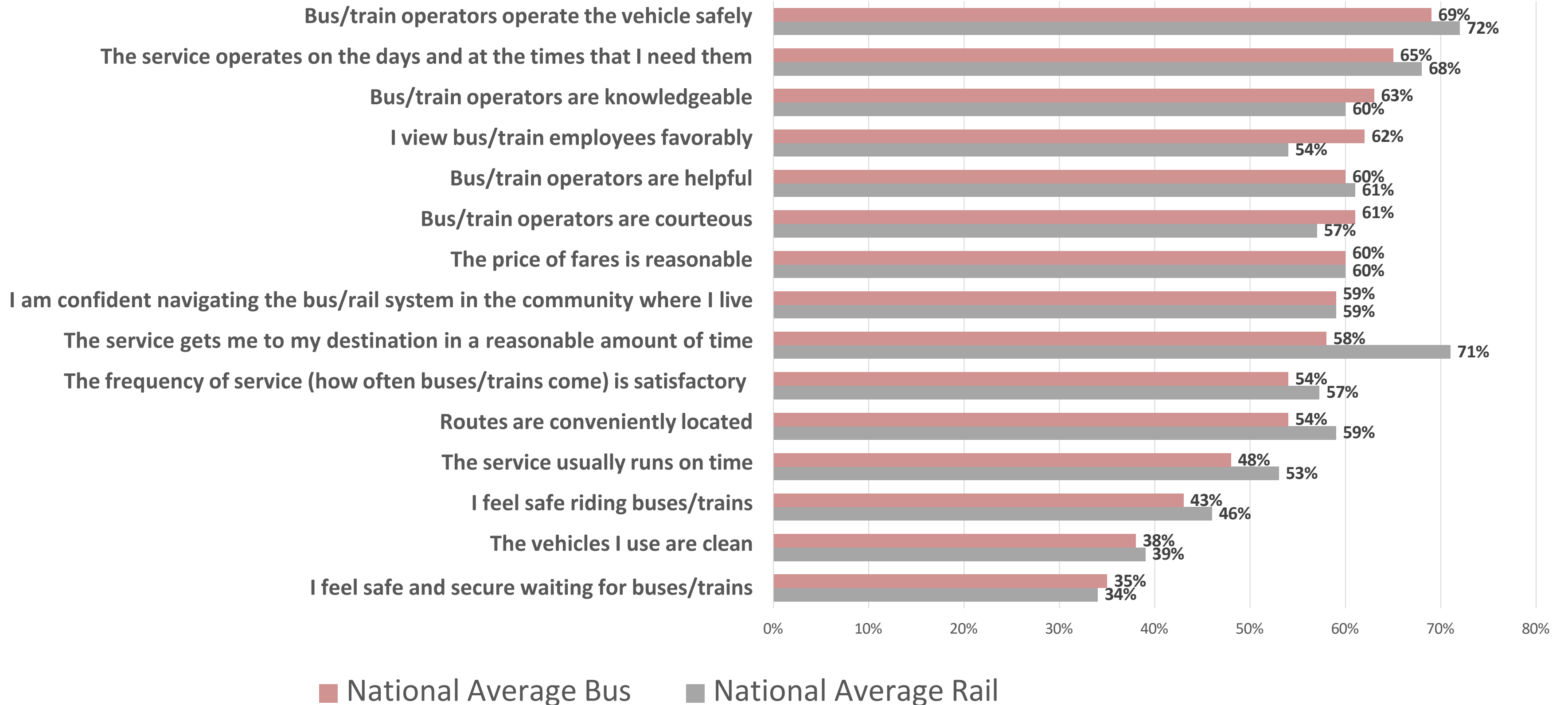
Cleanliness of Buses/Trains



Safety



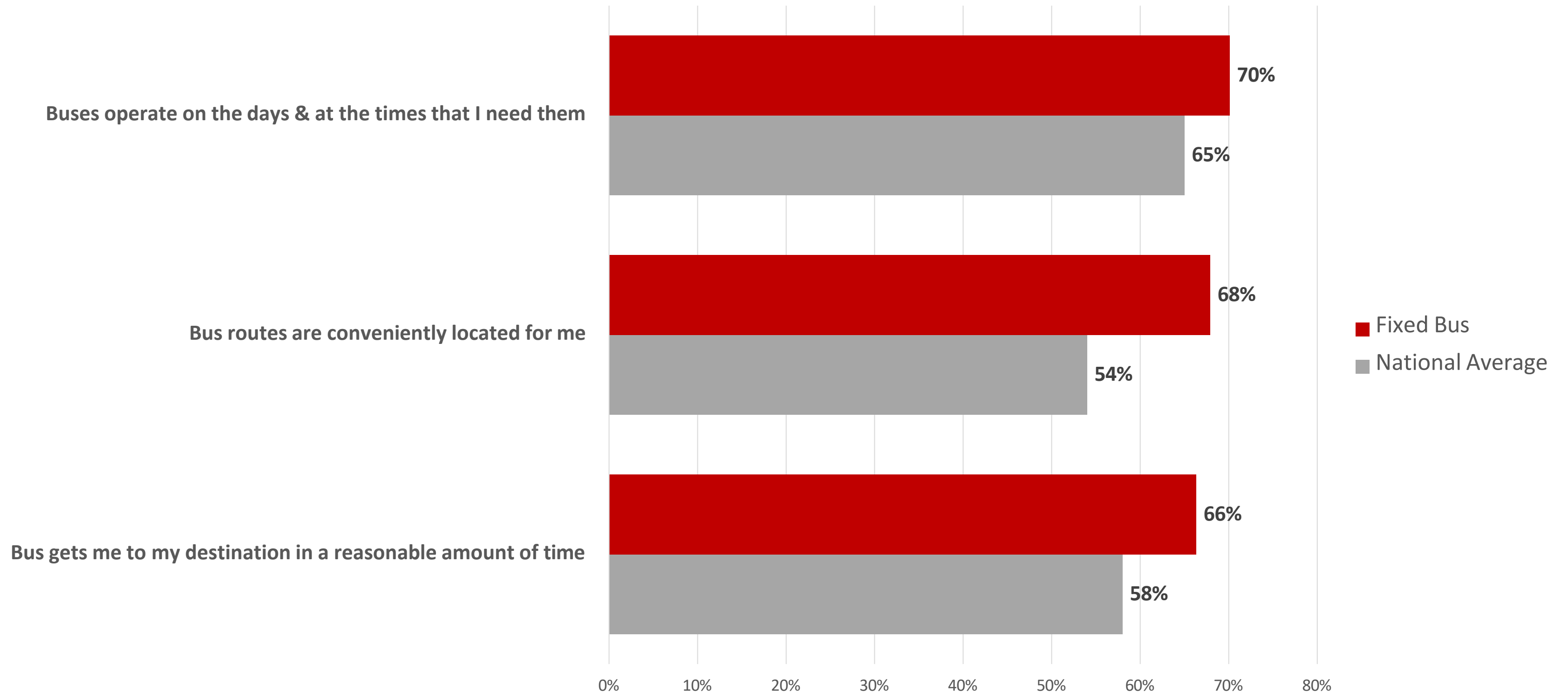
Level of Agreement - National Average





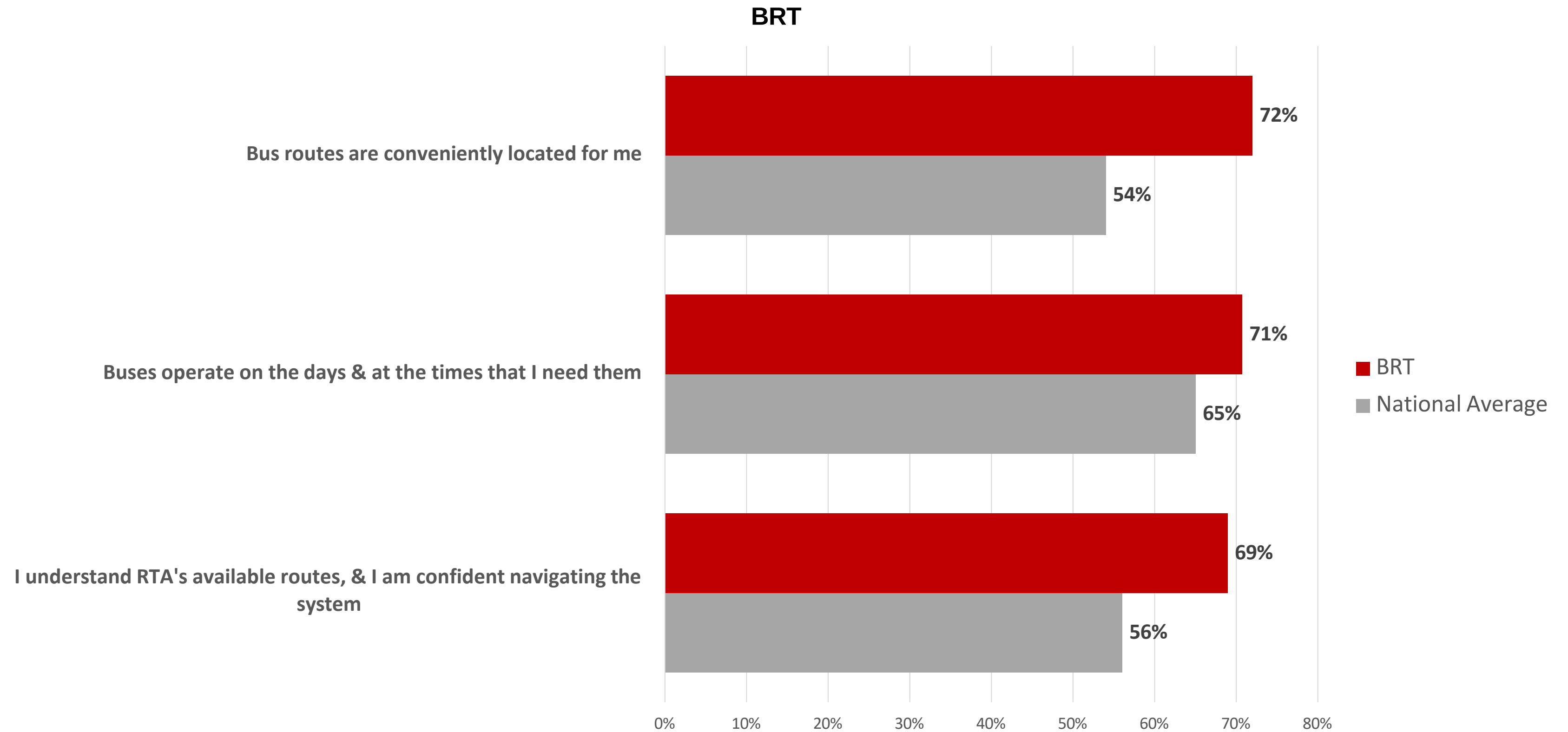
Level of Agreement - Fixed Bus - Top 3 Responses

Fixed Route Bus



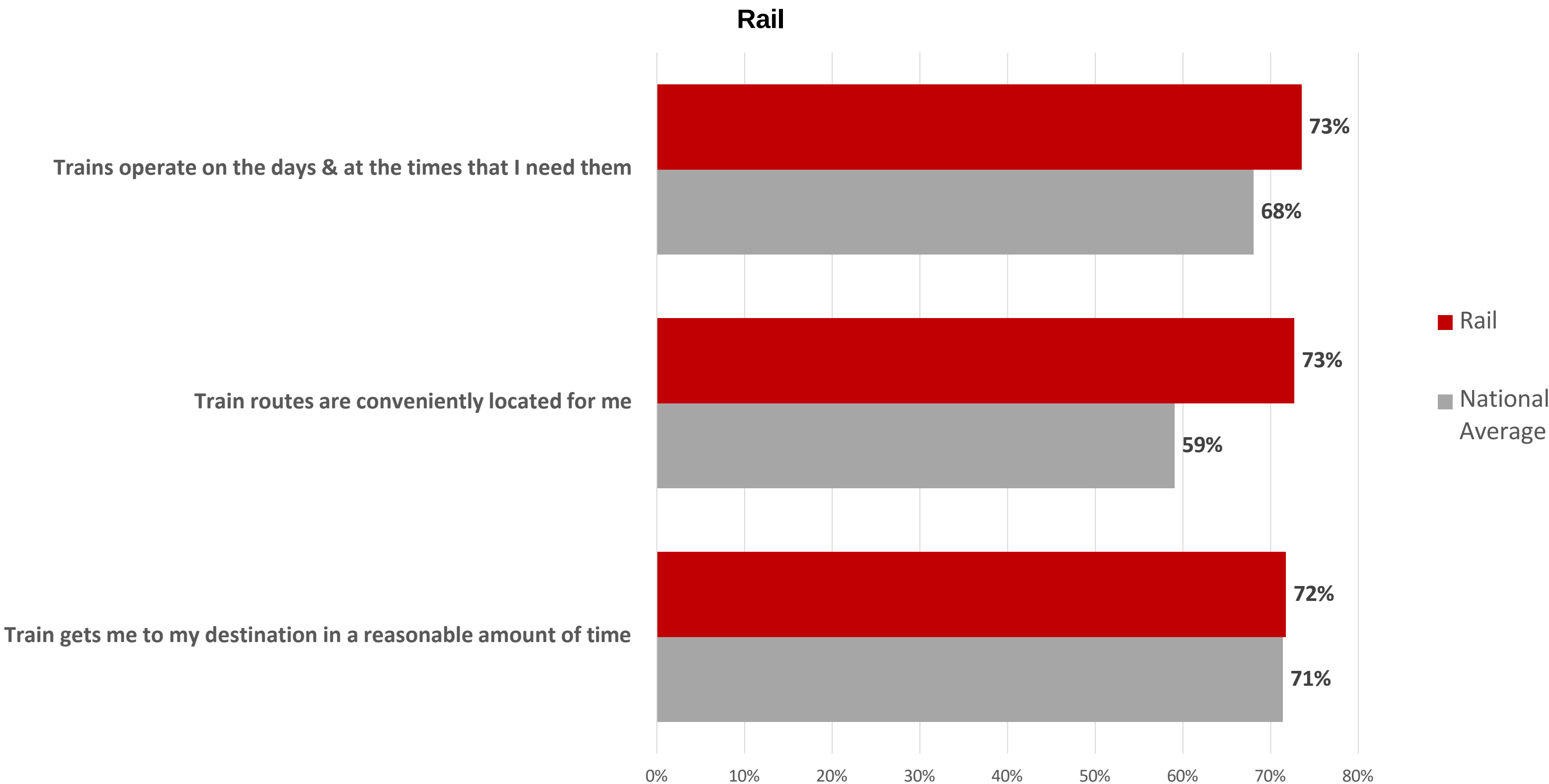


Level of Agreement - BRT - Top 3 Responses





Level of Agreement - Rail - Top 3 Responses

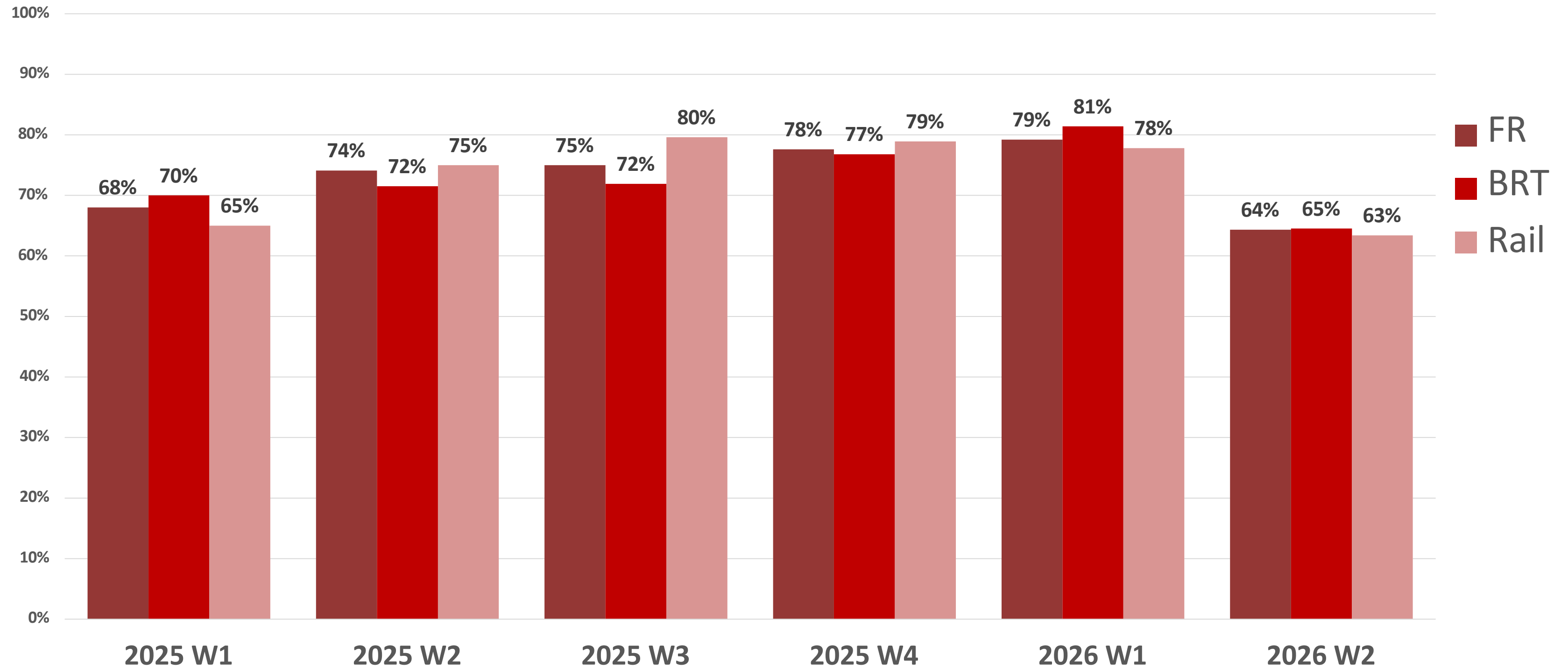


Trends

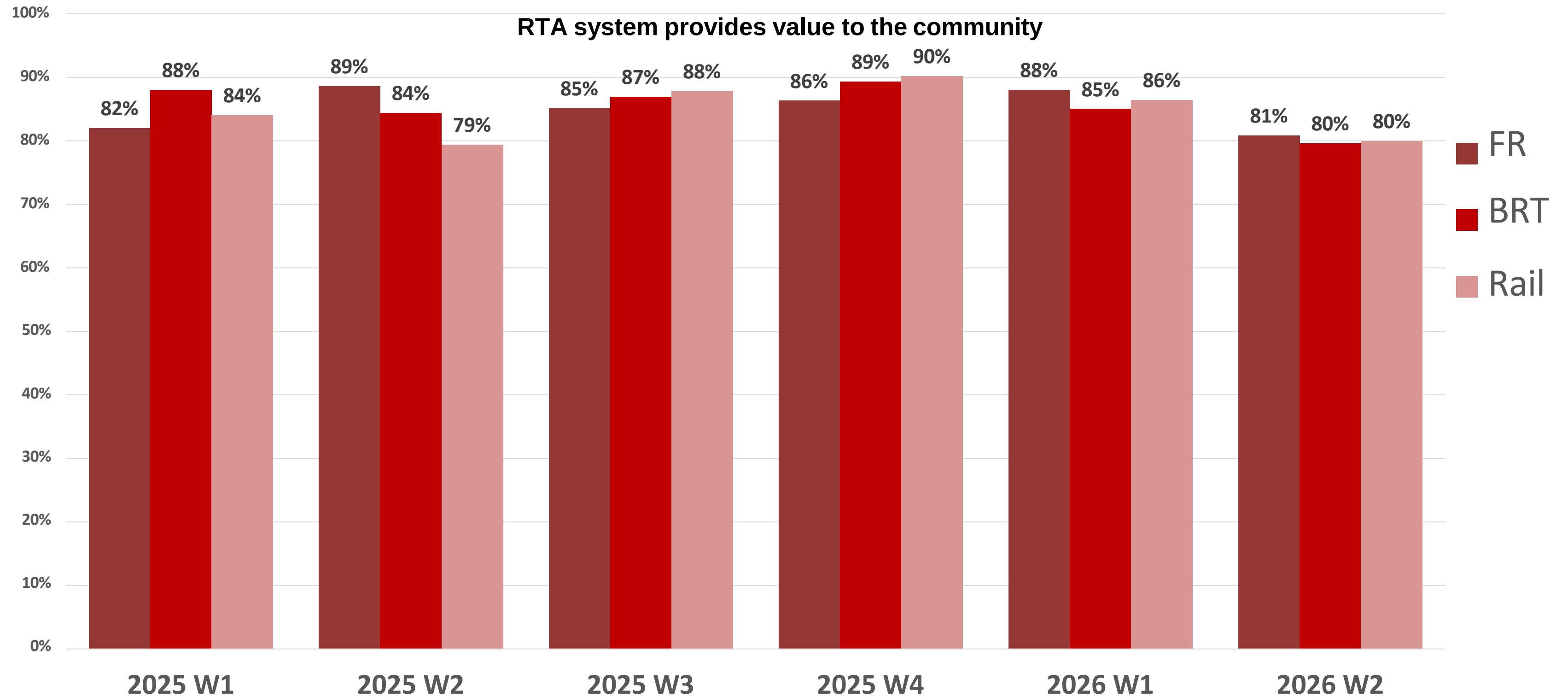


Satisfaction

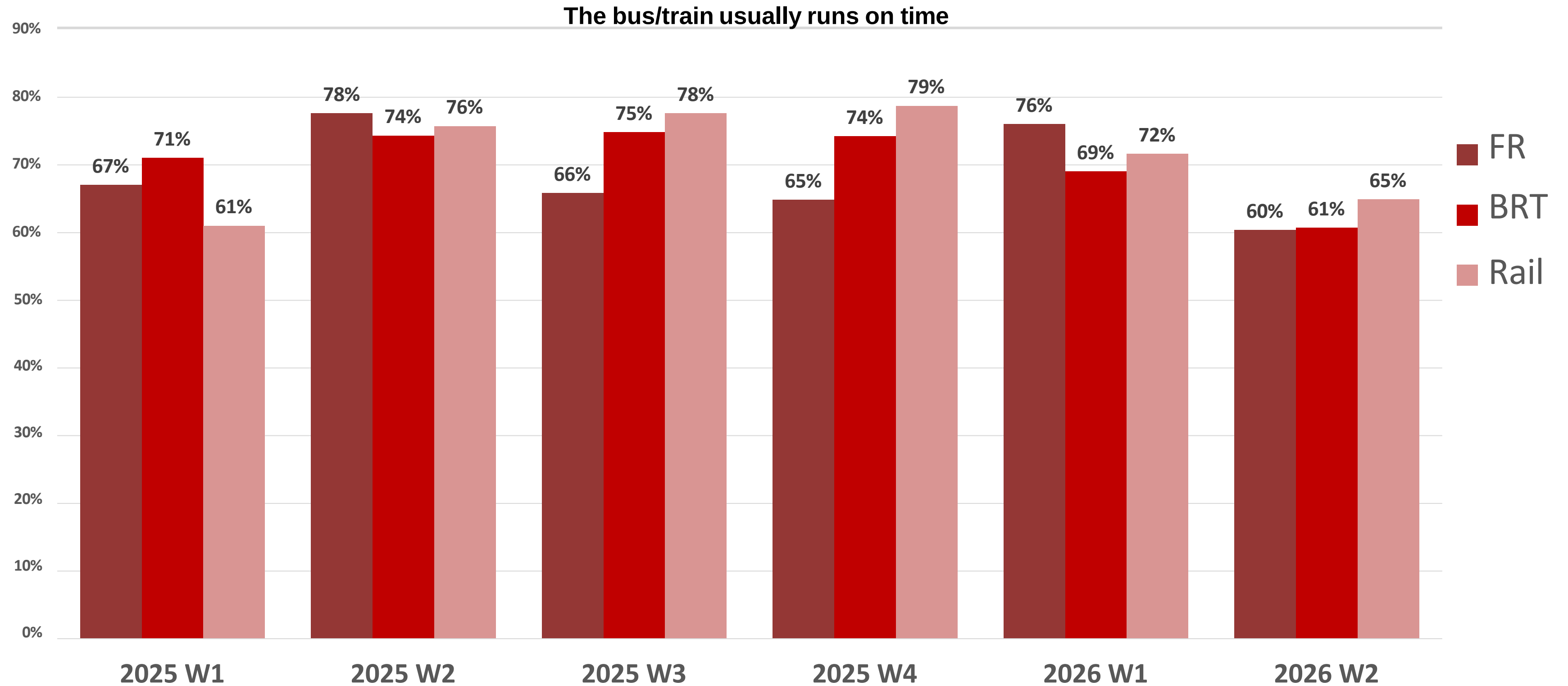
How satisfied are you with the overall bus/train service?



Community Value

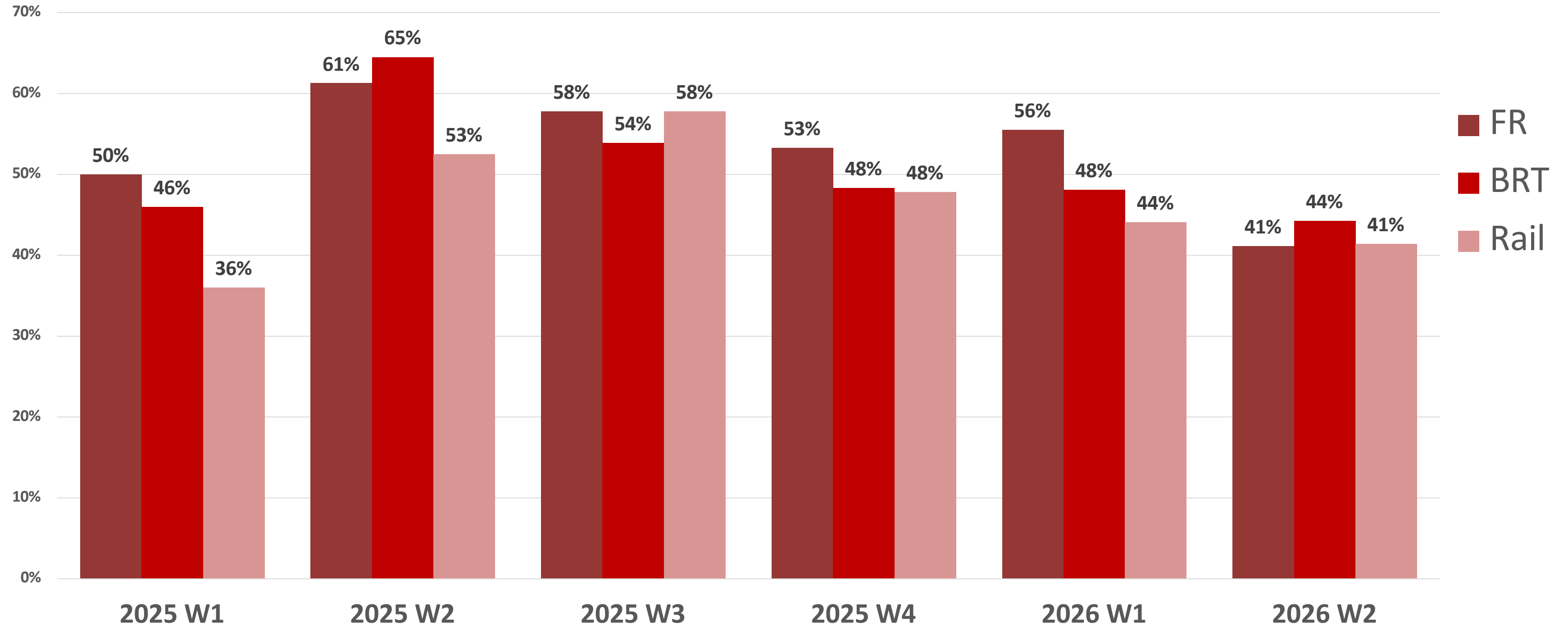


On-Time Performance



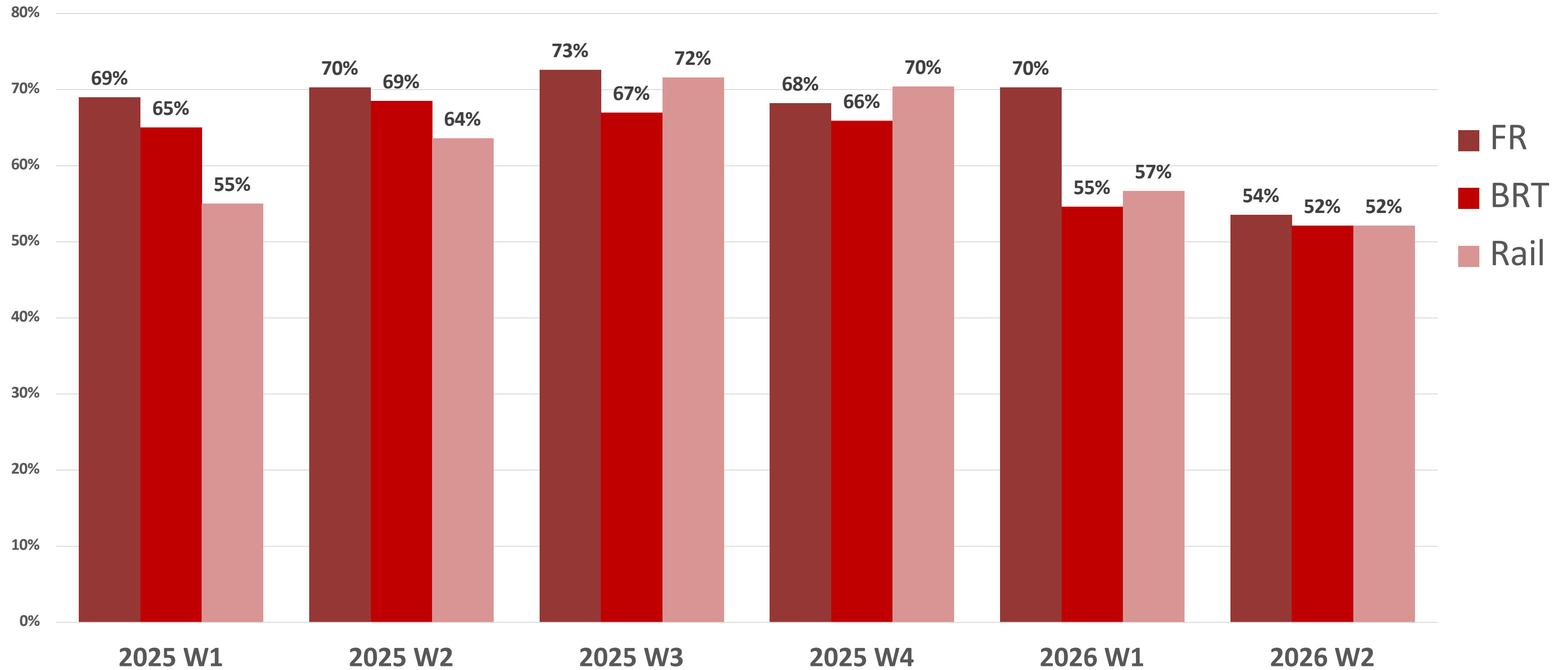
Cleanliness

Cleanliness of buses/trains



Safety

Bus/Train Safety while riding



Paratransit





Paratransit Results Overview

85% are satisfied with the overall quality of RTA's communication materials.

76% of customers would recommend riding RTA paratransit

90% are satisfied with the overall quality of RTA's Paratransit services.

Customers MOST OFTEN agree...



I feel safe when boarding the vehicle (98%)



RTA Paratransit can take me to the places I need to go (97%)

Top Most Important Elements of Paratransit service to customers

1. Safety while riding
2. Travel Time
3. Safety while boarding

Customer Characteristics

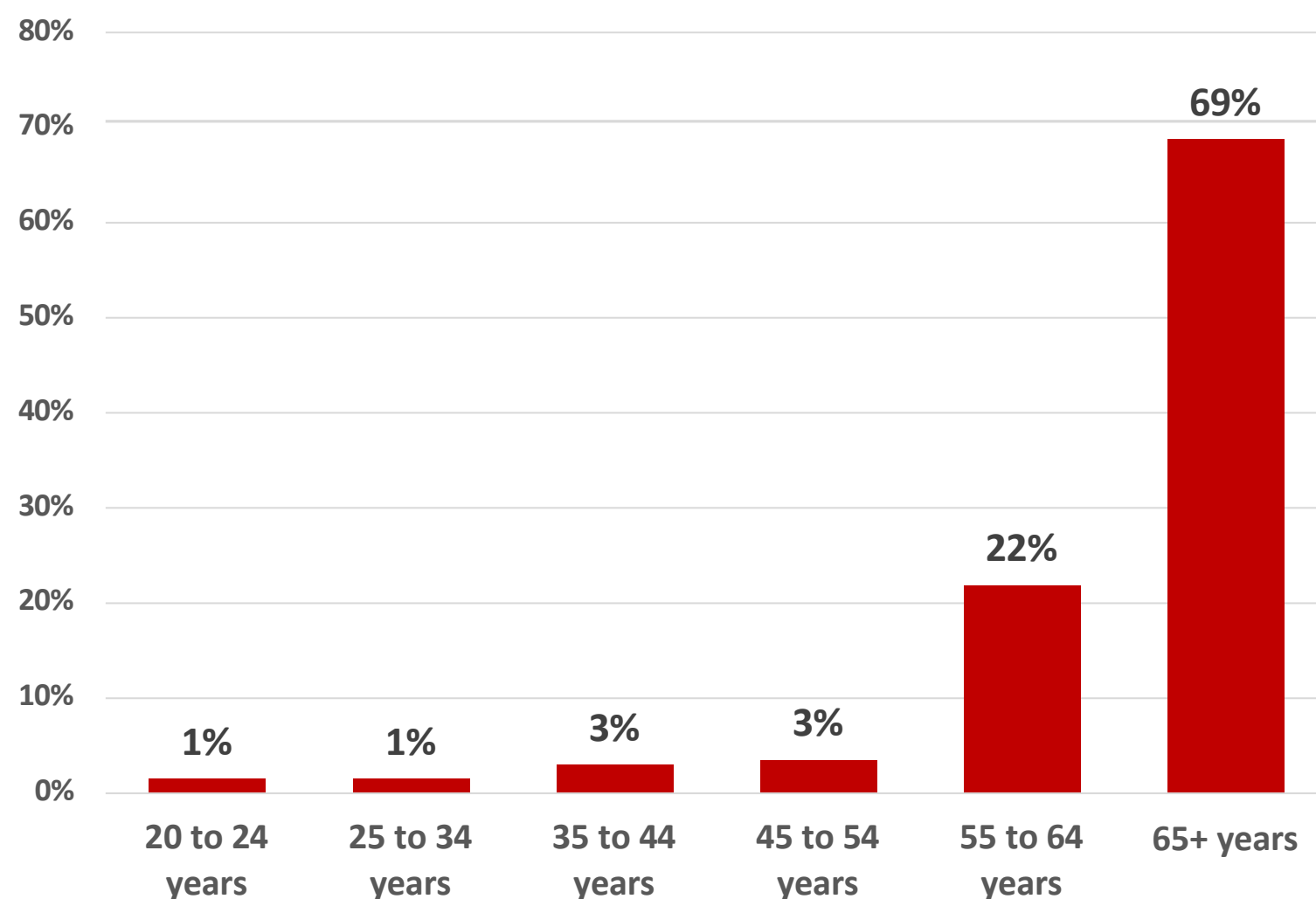
Paratransit Service



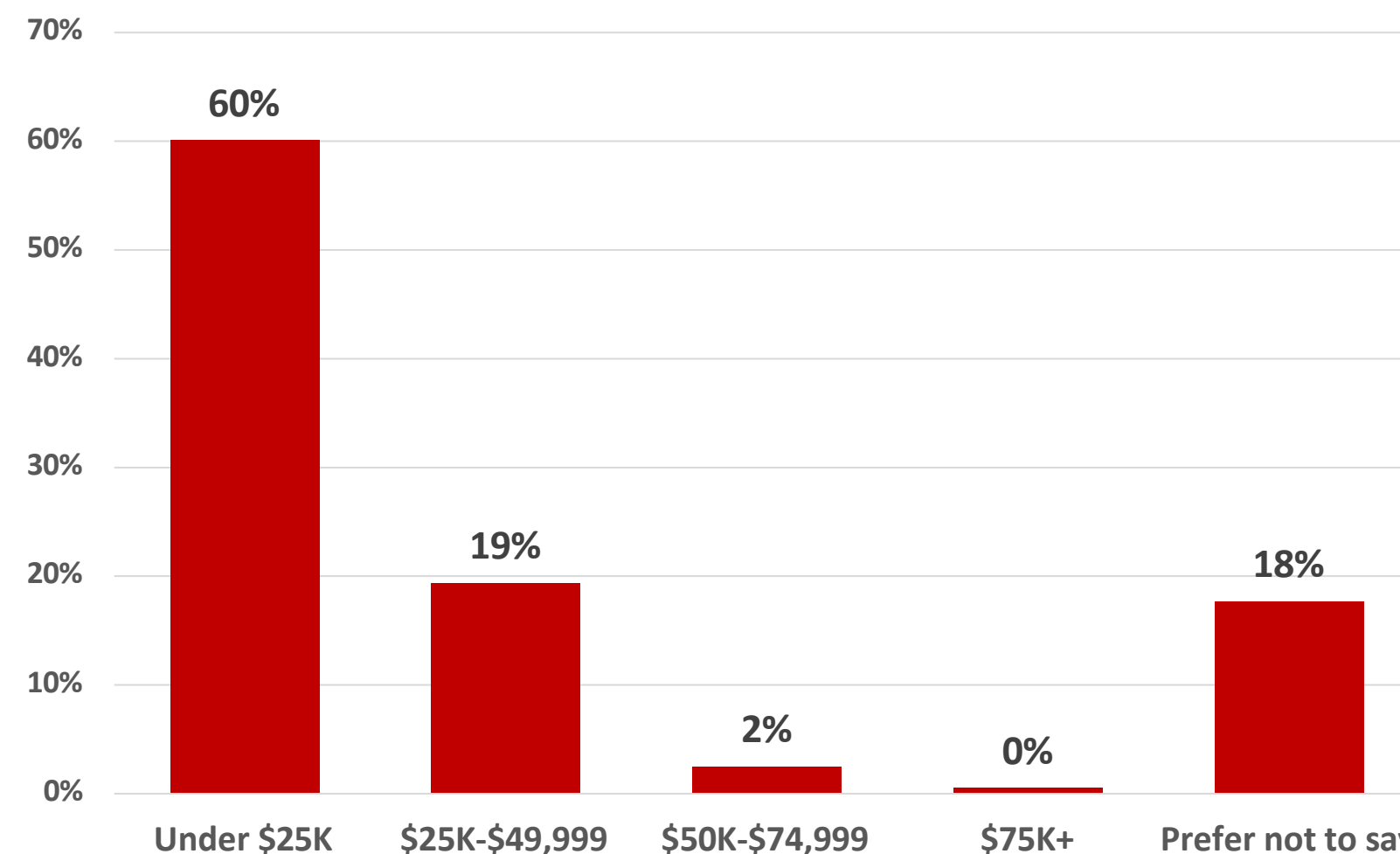
Customer Characteristics

- 69% of Paratransit customers are 65+ years old.
- 60% of respondents make less than \$25,000.

What is your age?



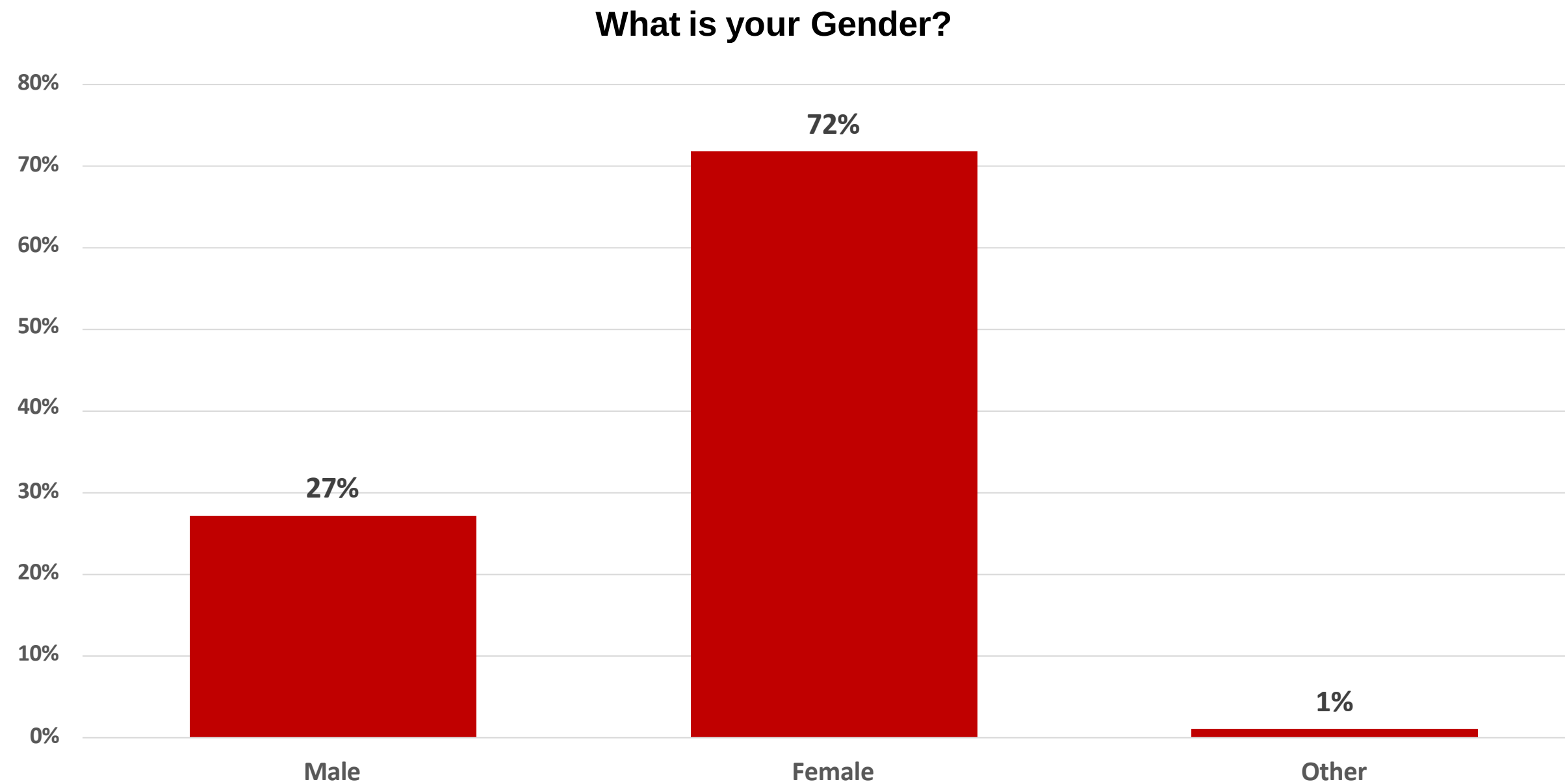
What category best describes your total annual household income?





Customer Characteristics

- 72% of Paratransit customers are Female.

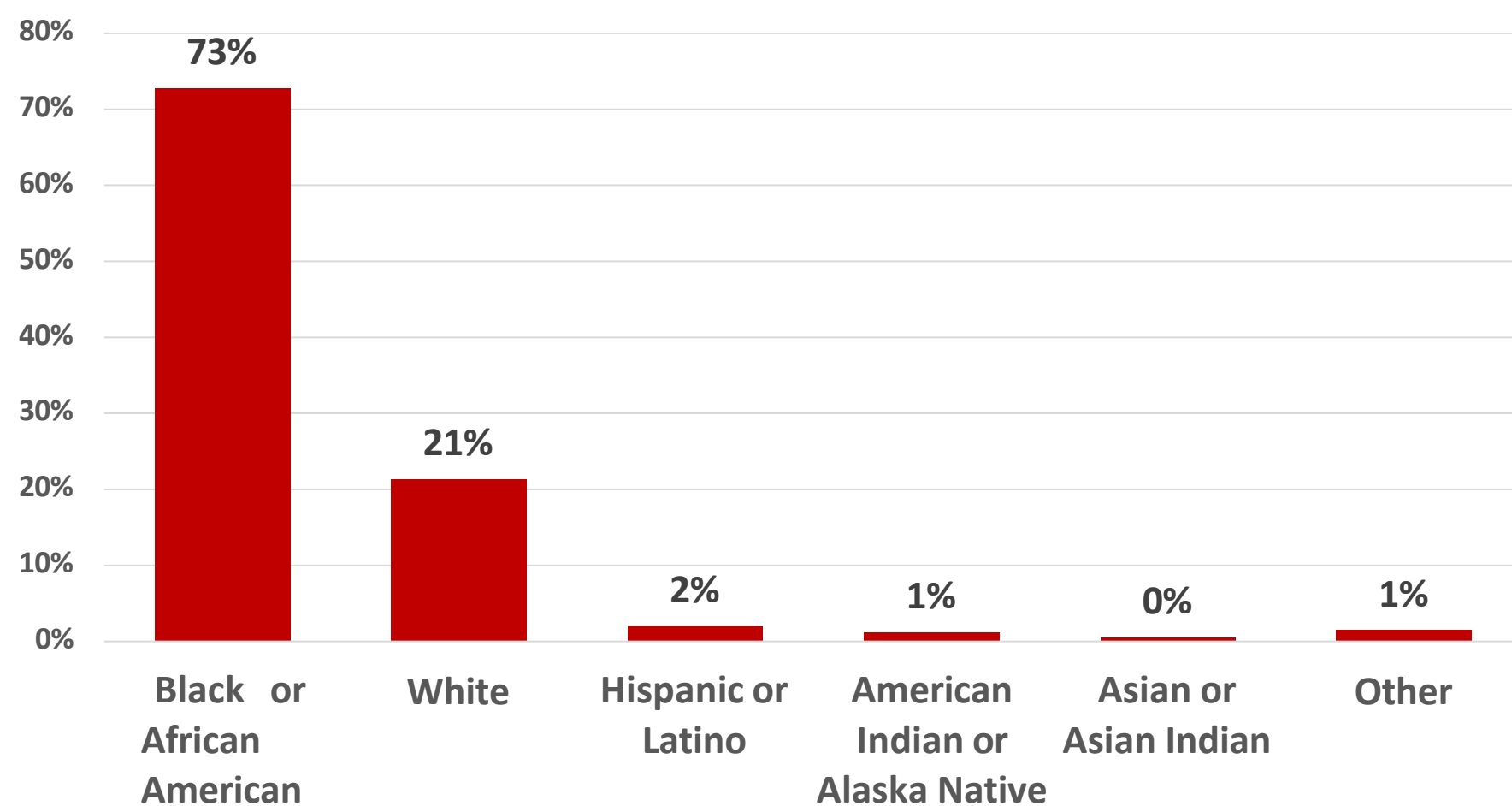




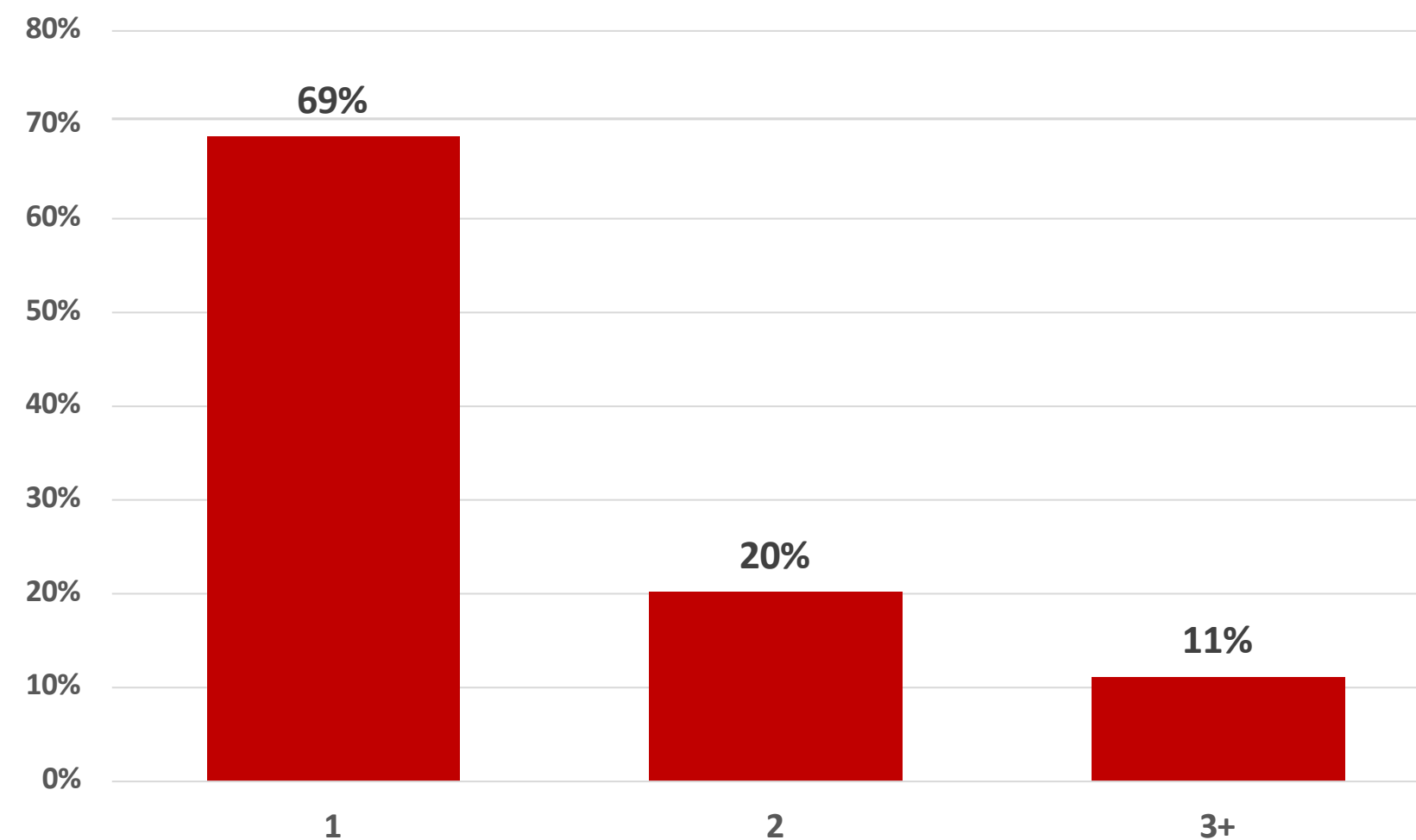
Customer Characteristics

- 73% of Paratransit customers are Black/African American, and 69% live alone.

What is your race/ethnicity?



Including yourself, how many people live in your household?

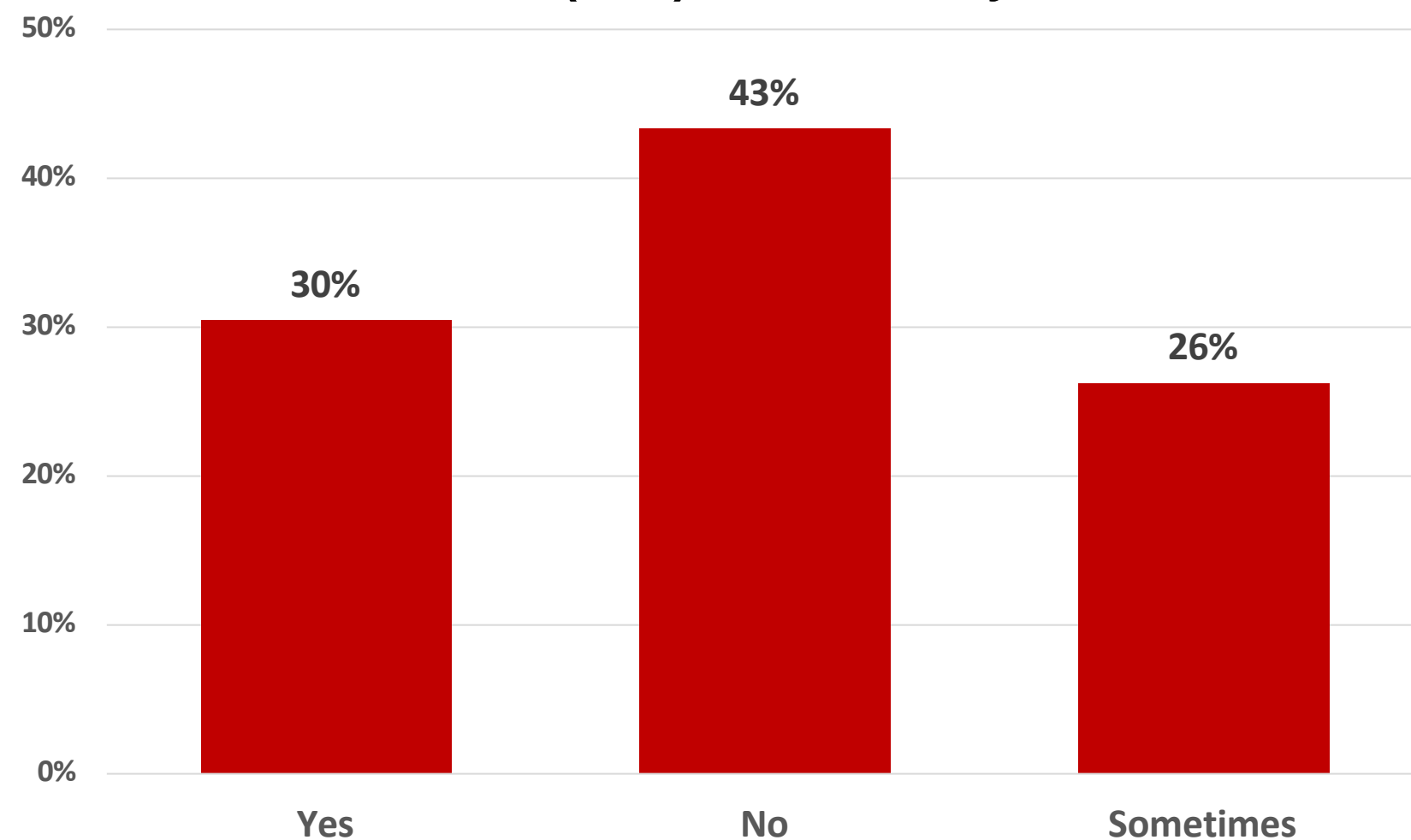




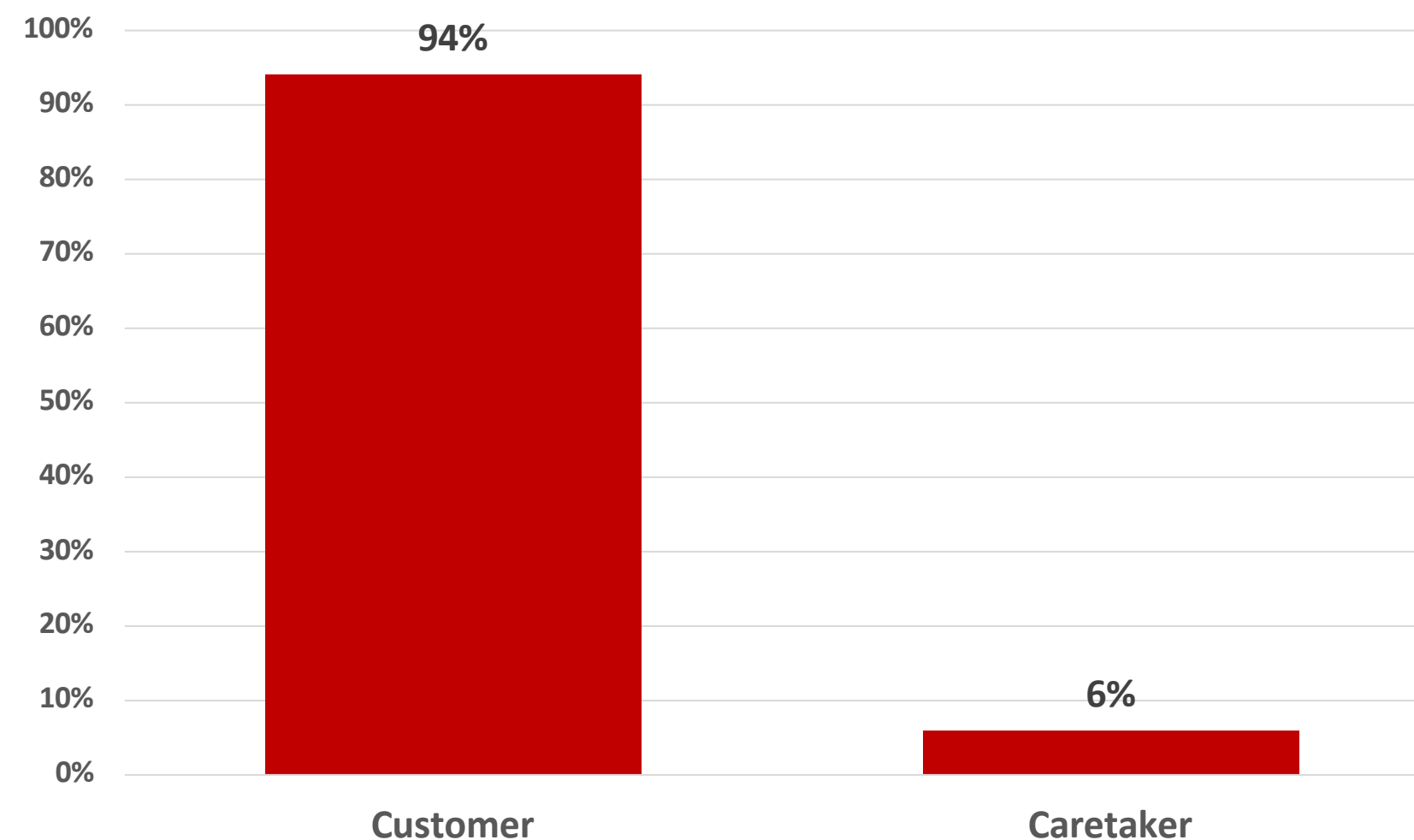
Customer Characteristics

- 30% of Paratransit customers always require a PCA while traveling, and 26% sometimes do.

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



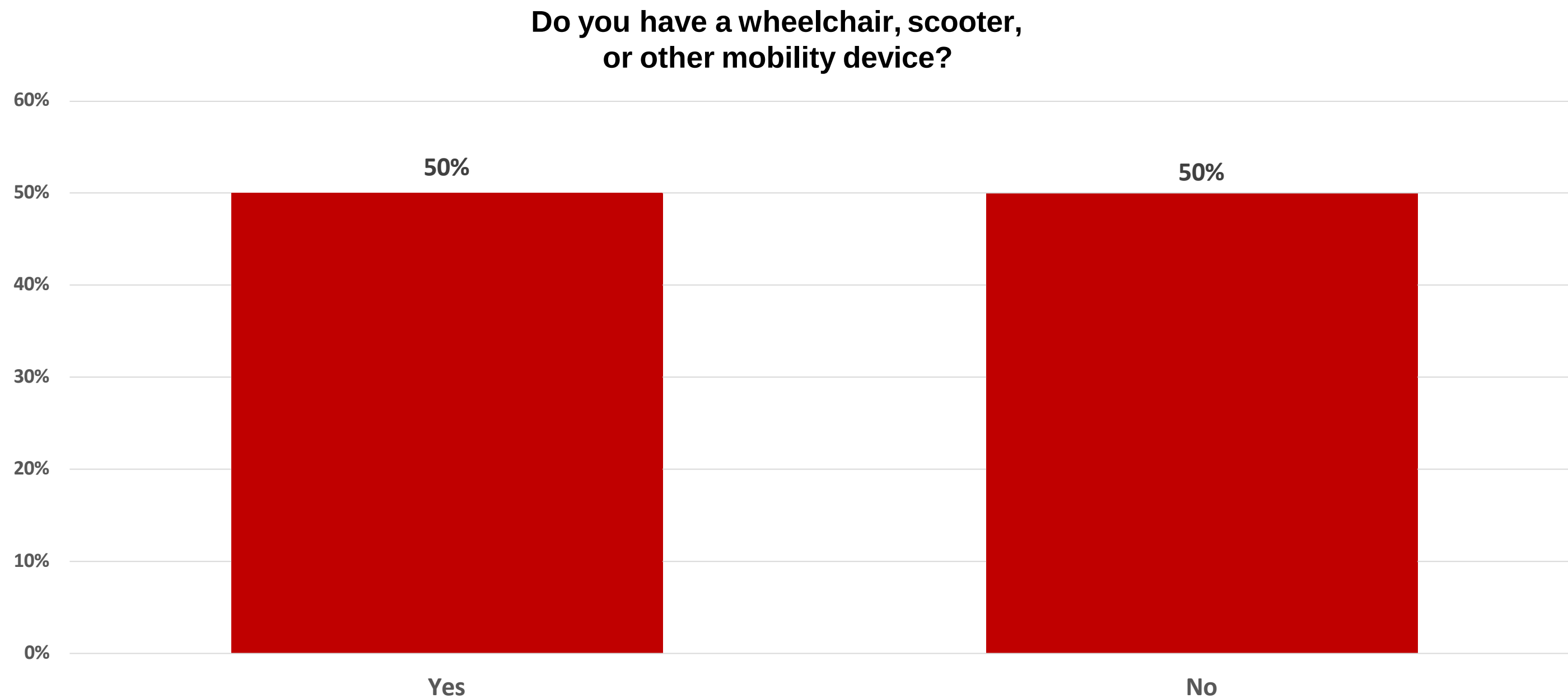
Are you the customer using RTA Paratransit, or are you the caretaker or family member of the Paratransit customer?





Customer Characteristics

- 50% of Paratransit customers have a mobility device.

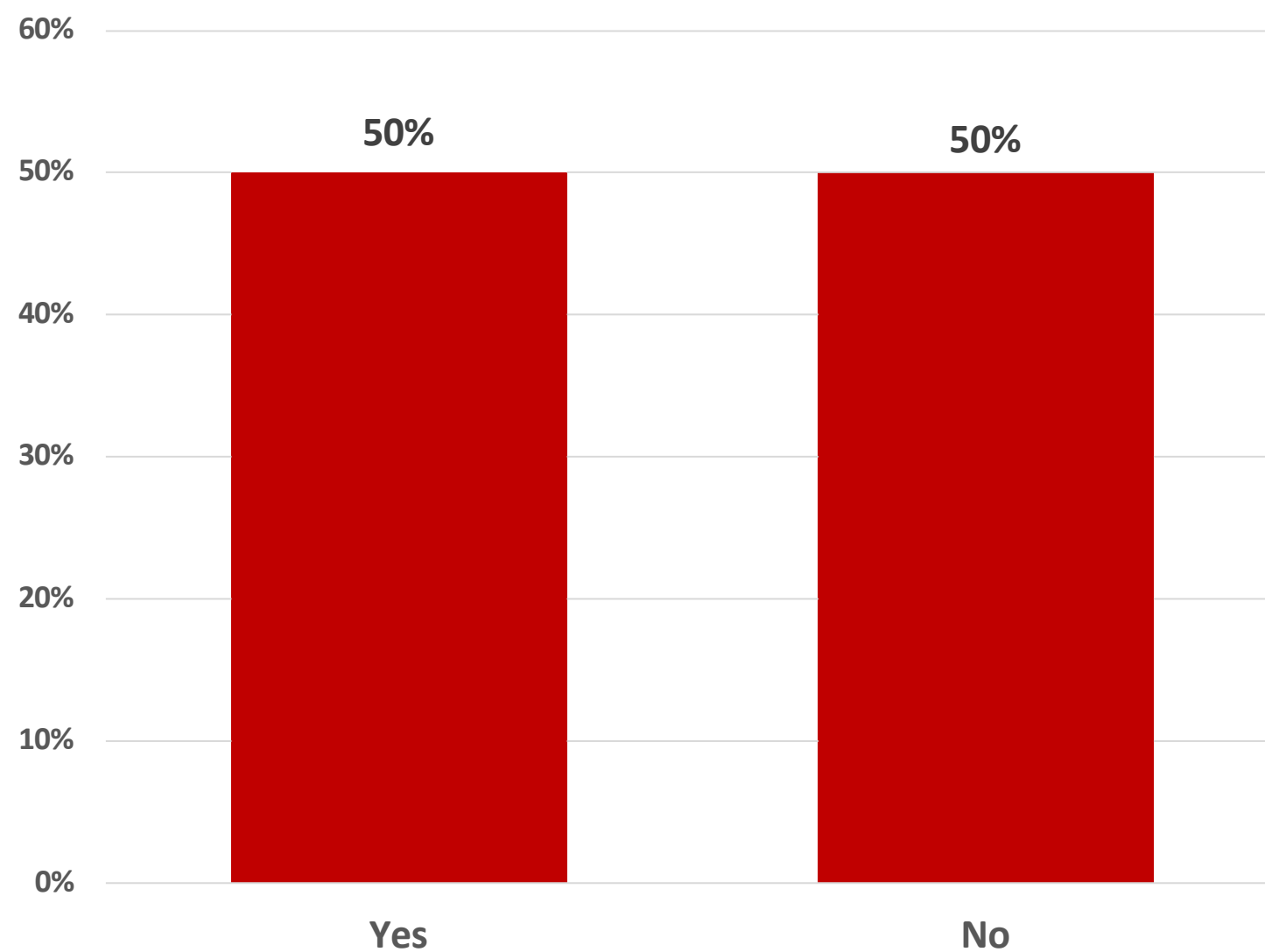




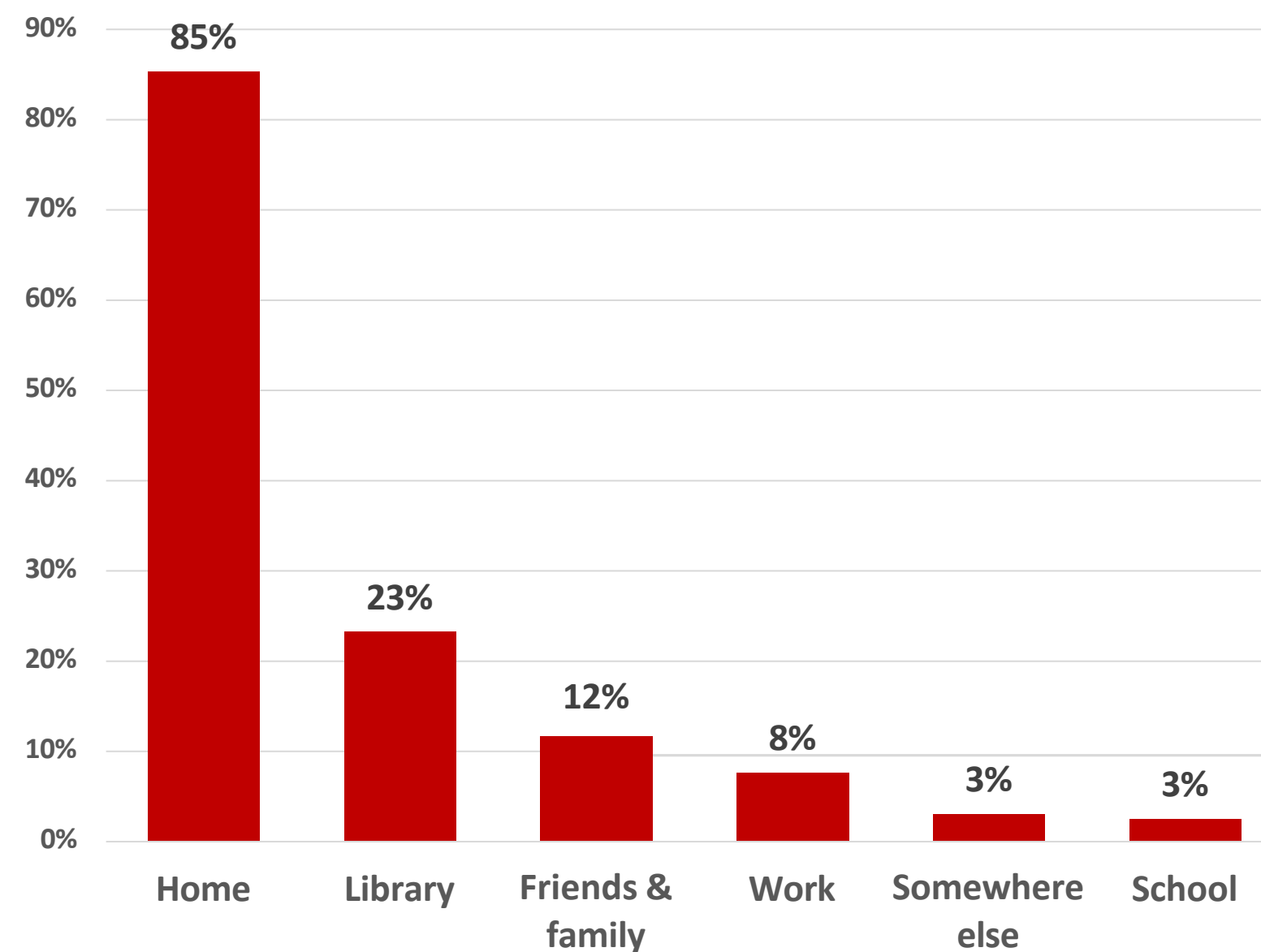
Internet Access

- 50% of Paratransit customers have access to the internet using a computer and 85% of this group use their computer at home.

Do you have access to the internet using a computer?



Where do you have internet access using a computer?

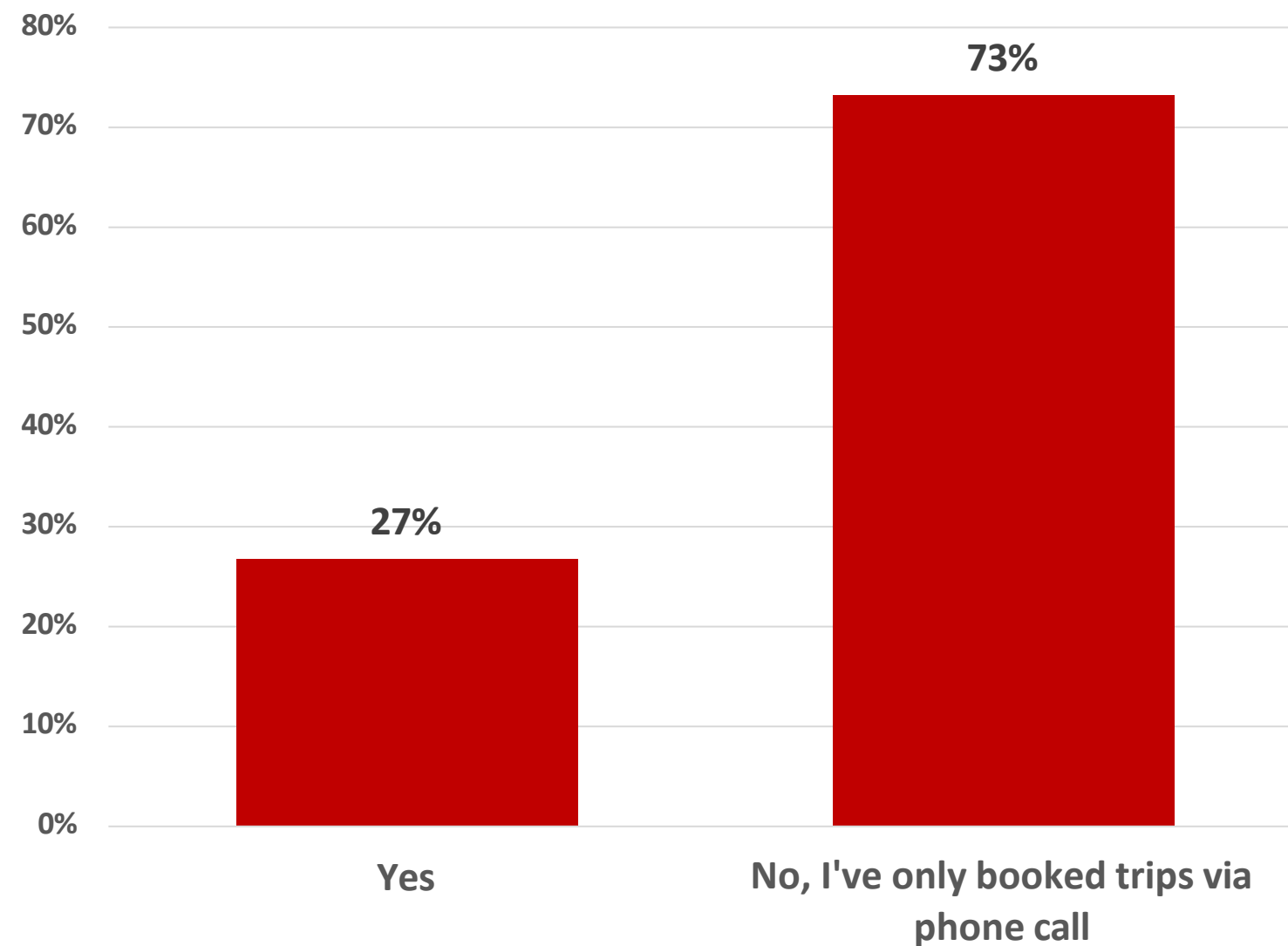




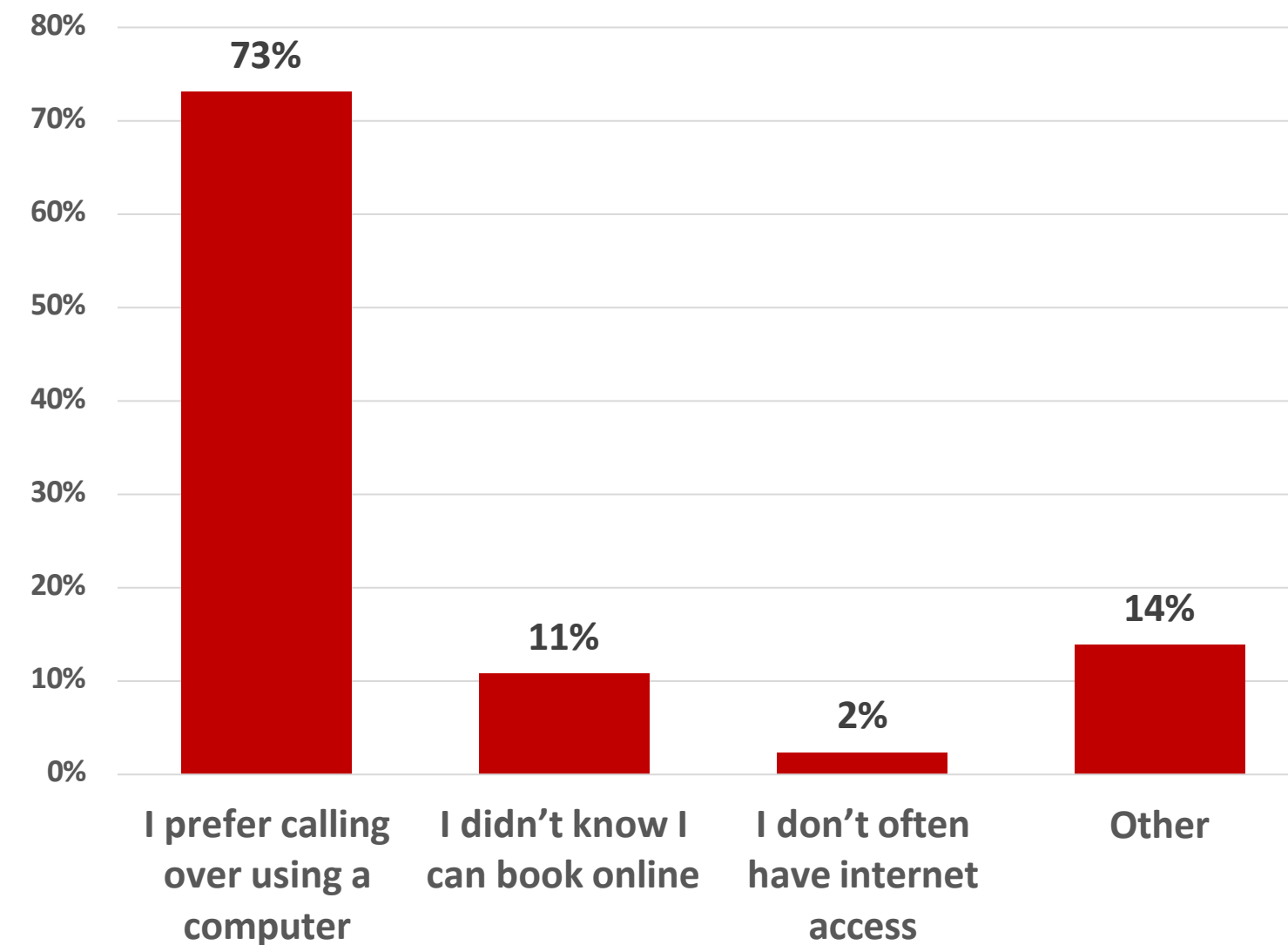
Online Booking

- 27% of Paratransit customers have booked a trip through the online scheduling system.

Have you utilized RTA's new online scheduling?



Why haven't you booked a trip through the online scheduling service?

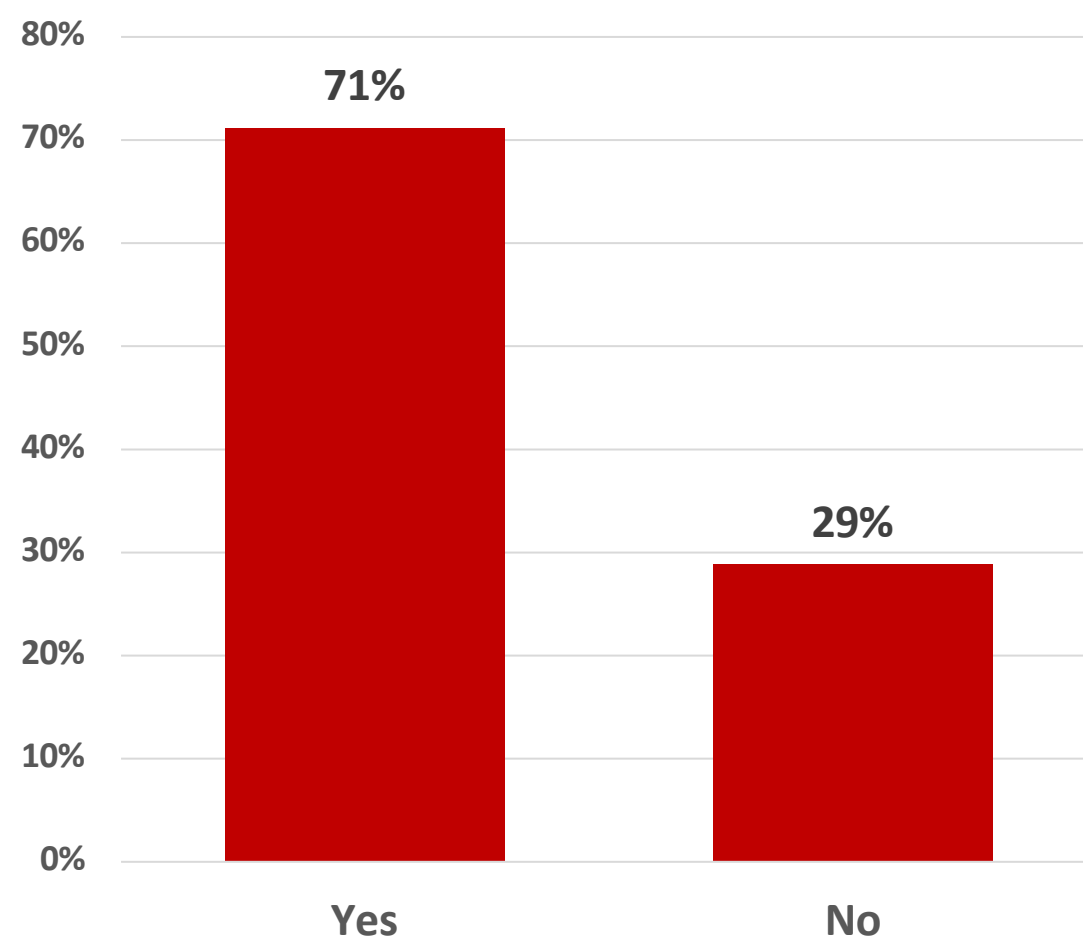




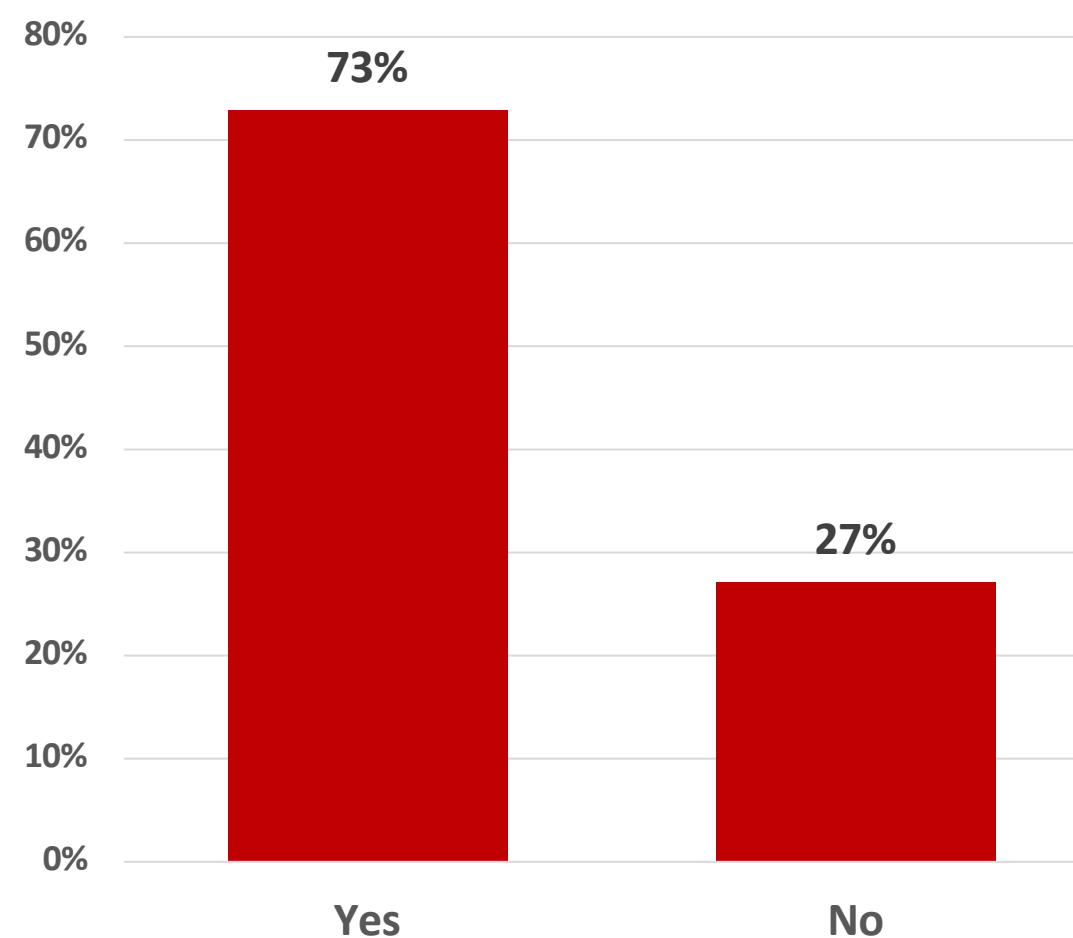
Mobile Device

- 71% of Paratransit customers have access to a mobile smartphone.
- 42% of Paratransit customers would consider booking a trip through an RTA smartphone application.

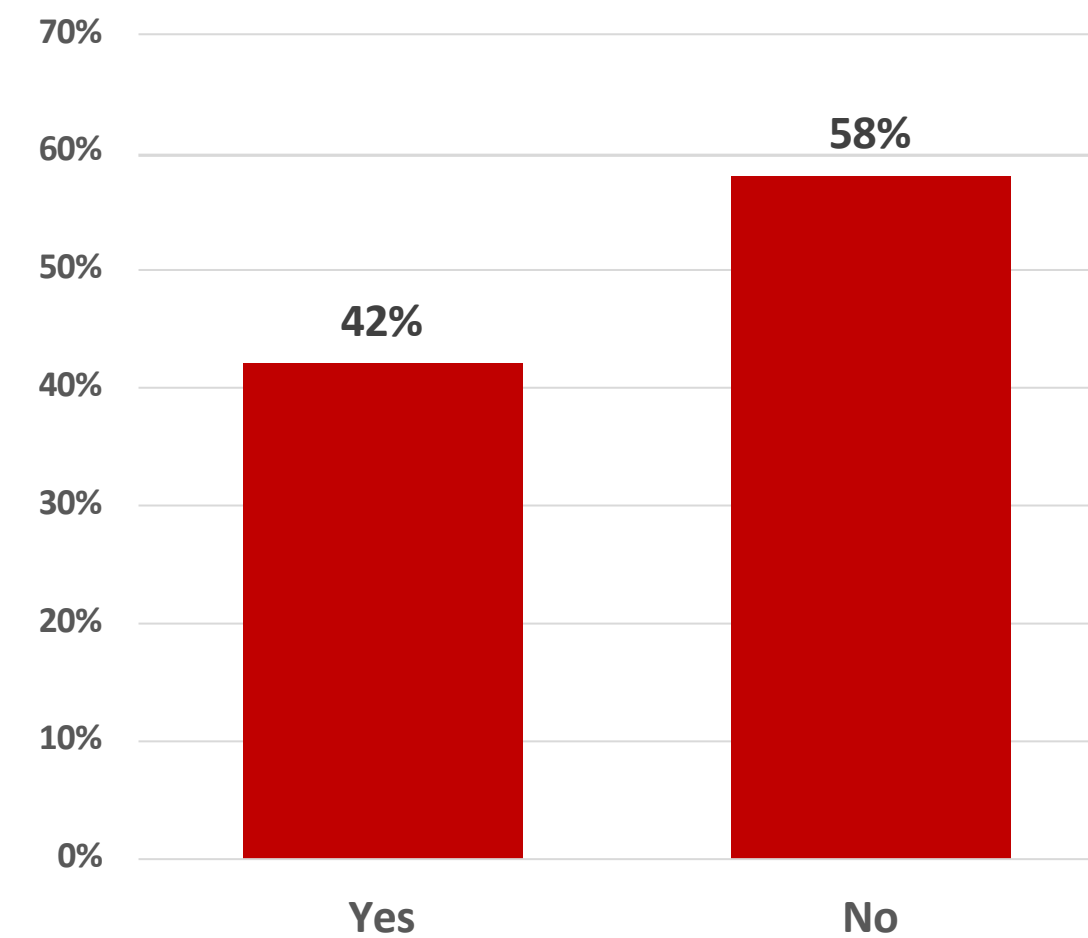
Do you currently have access to a mobile smartphone?



Does your smartphone have a data plan?



Would you consider booking your Paratransit trip through an RTA smartphone application?

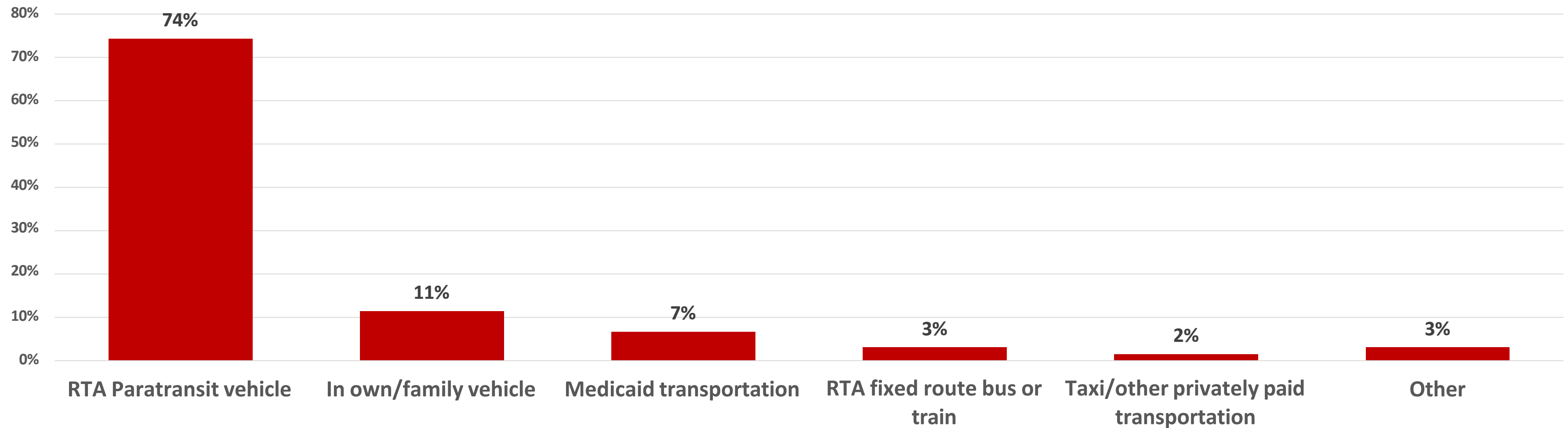




Trip Mode

- 74% of Paratransit customers use Paratransit vehicles to make most of their trips.

How do you take most of your trips?

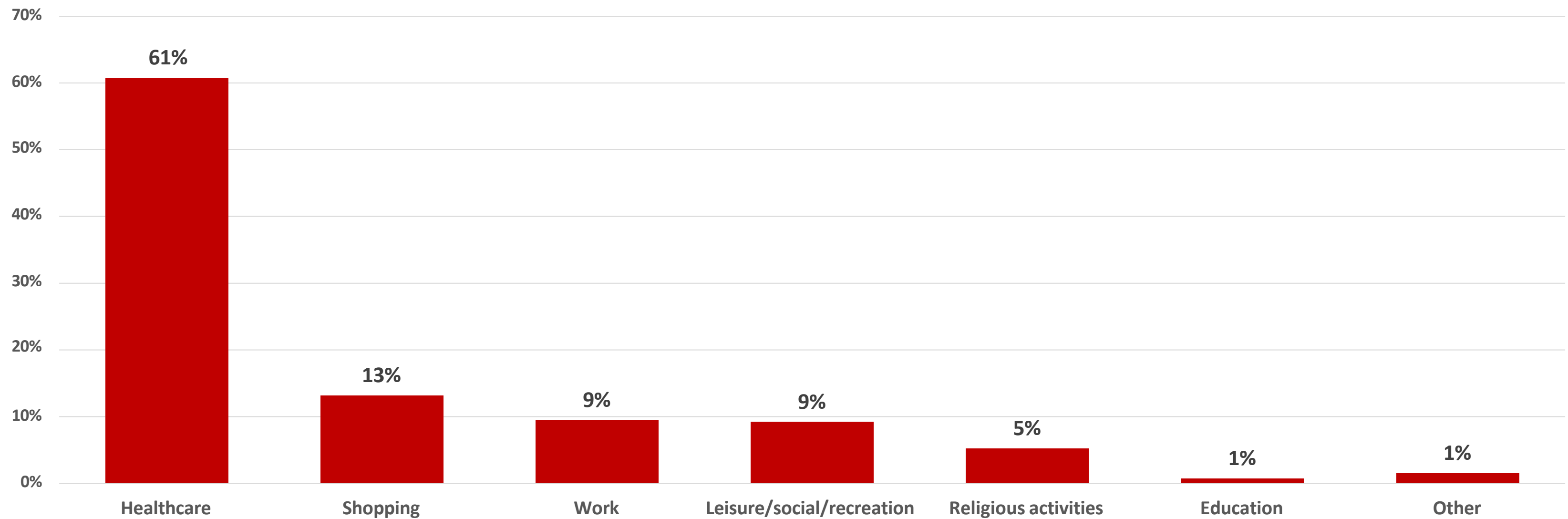




Trip Purpose

- 61% of Paratransit customers use Paratransit most often for healthcare.

What type of trip do you take most often on RTA Paratransit

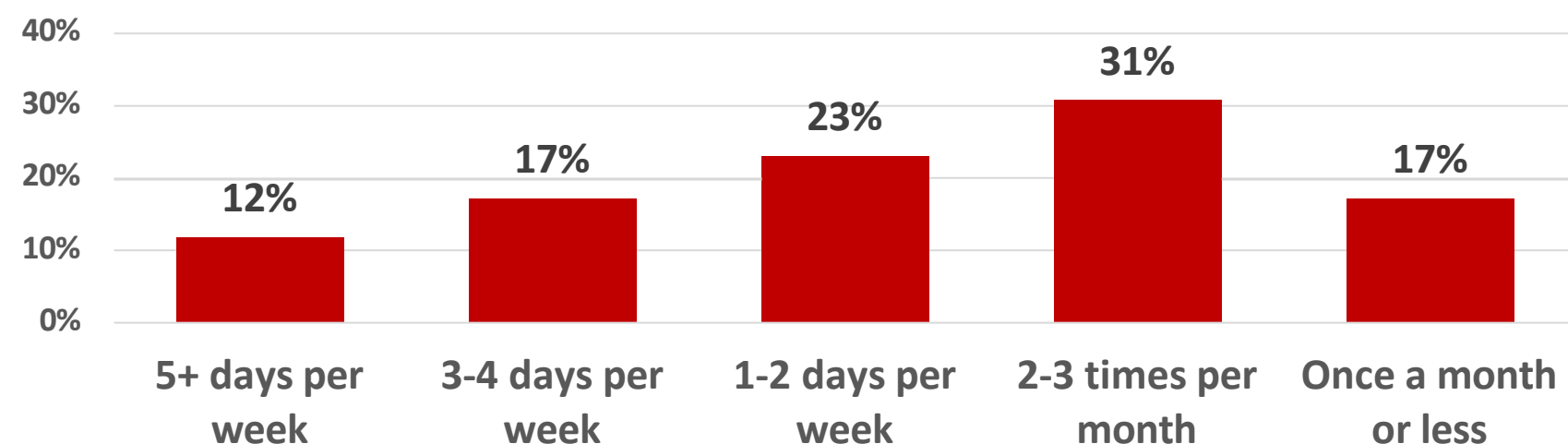




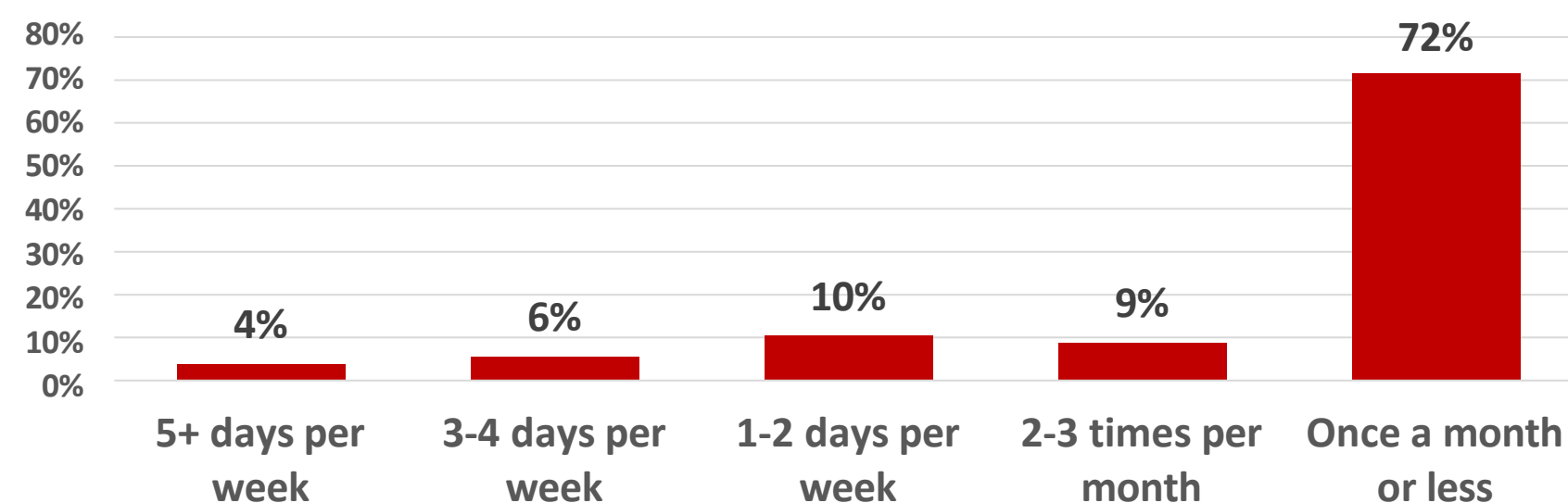
Trip Frequency

- 31% of Paratransit customers take Paratransit 2-3 times per month.
- 72% of Paratransit customers ride other RTA services once a month or less.
- 61% of Paratransit customers reported that a vehicle delay should be 10 min or less.

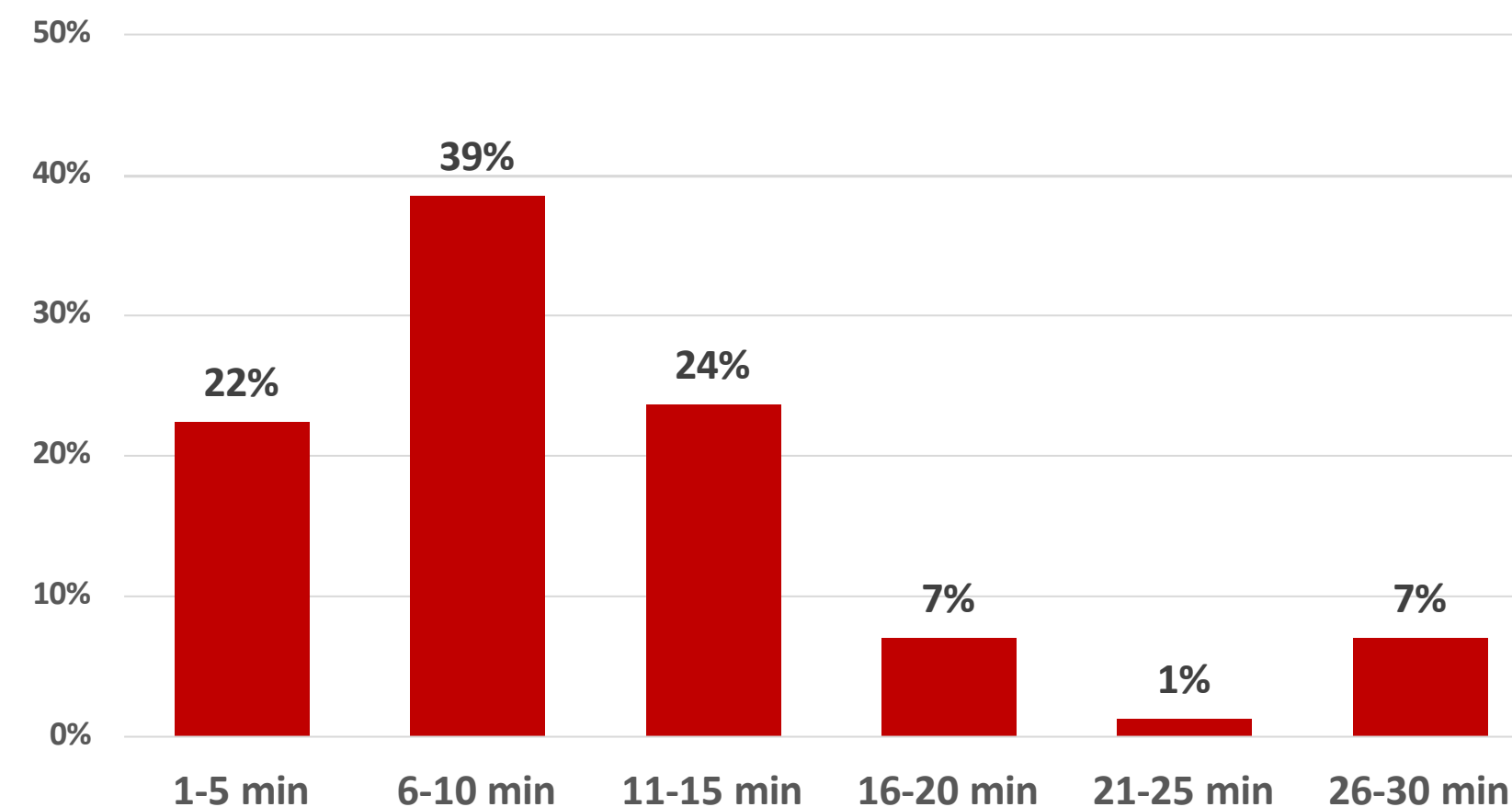
How often do you take RTA Paratransit Trips?



How often do you ride other RTA services such as fixed route buses, the Healthline, or Red/Blue/Green Lines?



How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

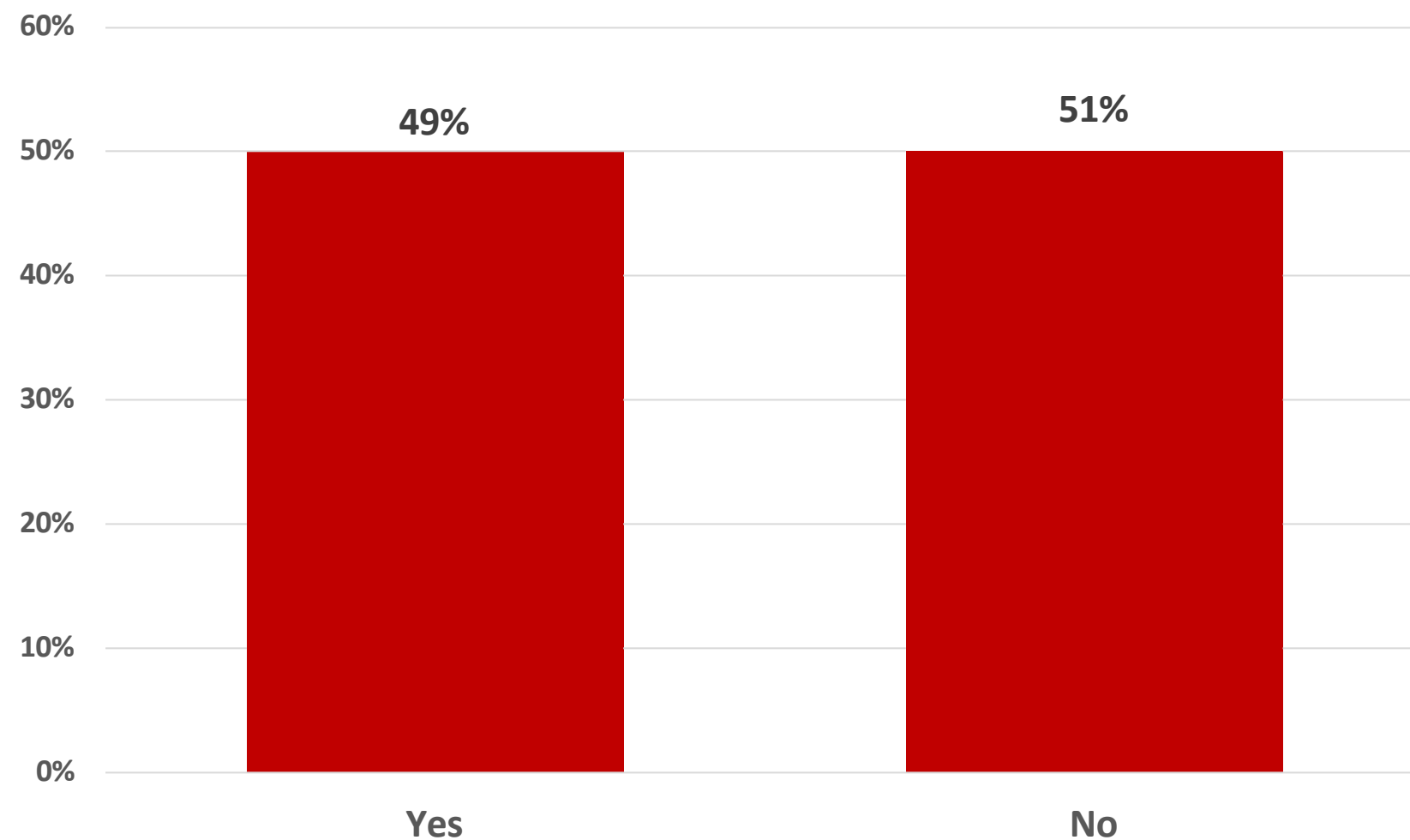




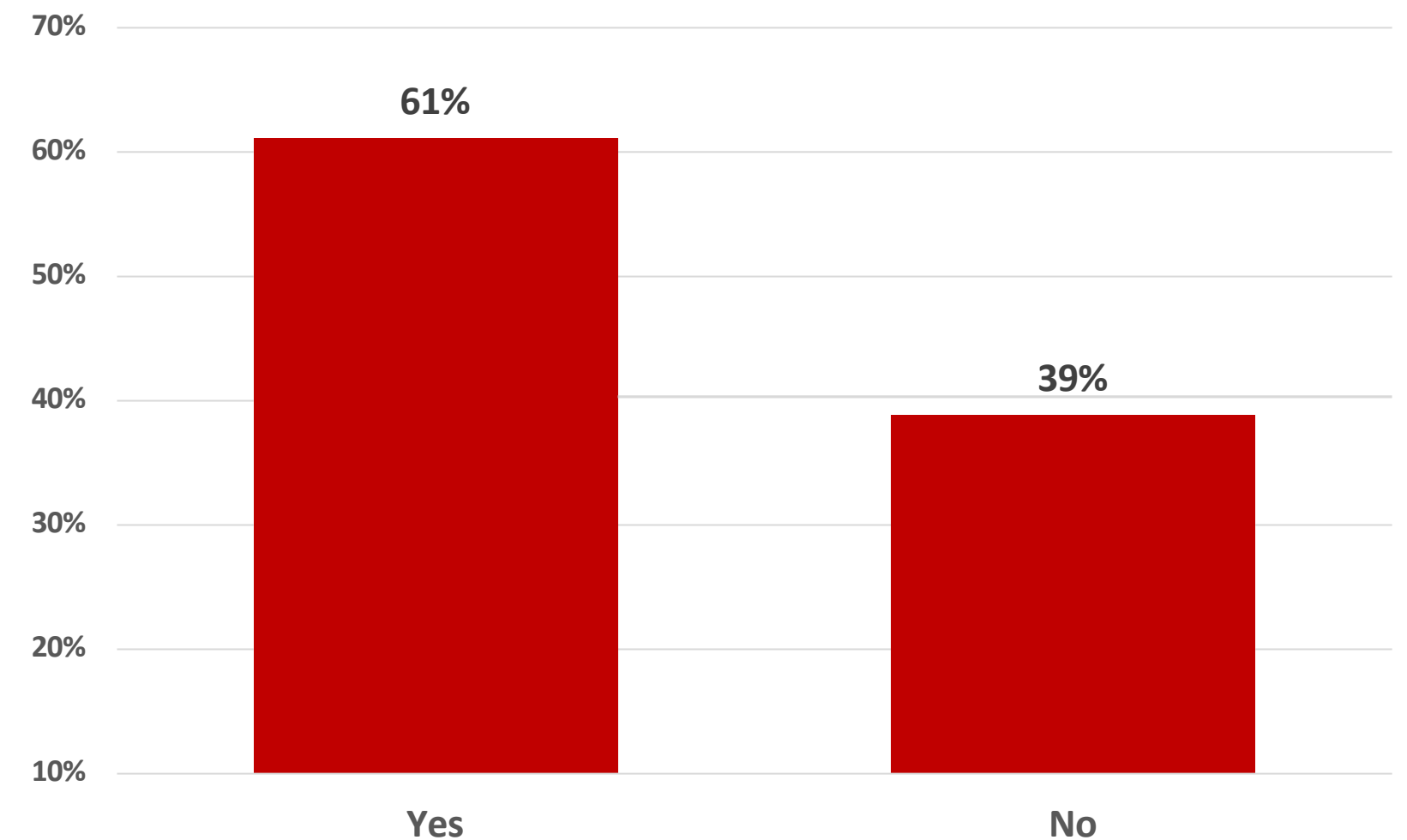
Policy Questions

- 49% of respondents would consider a free fixed route or train ride with a travel trainer.
- 61% of respondents are aware of the Senior/Disabled fare for ADA customers.

Would you consider taking a free ride on RTA fixed route bus or train escorted by an RTA travel trainer to help you?



Are you aware that ADA customers pay the Senior/Disabled cash fare of \$1.25 when using fixed-route service?

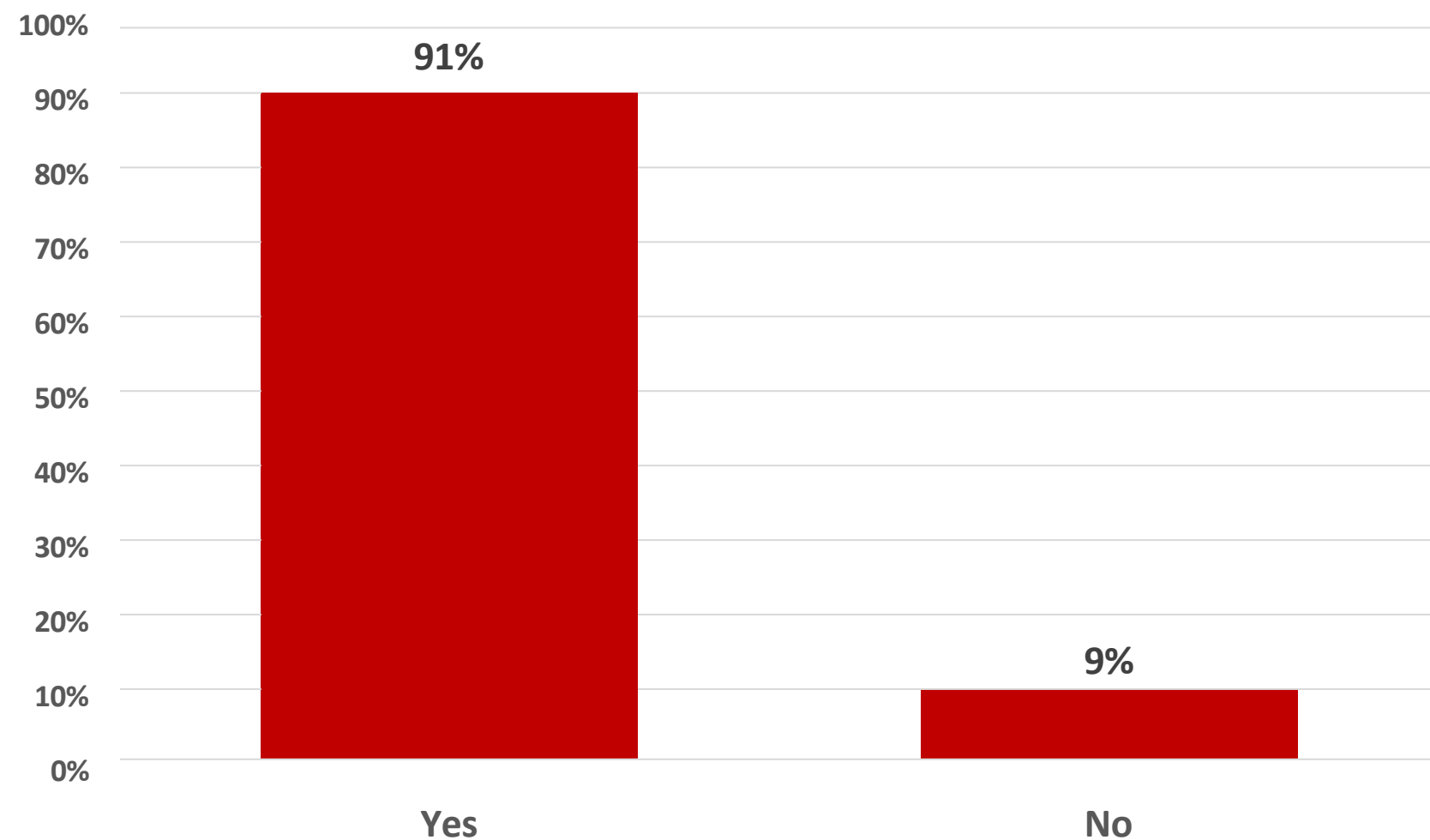




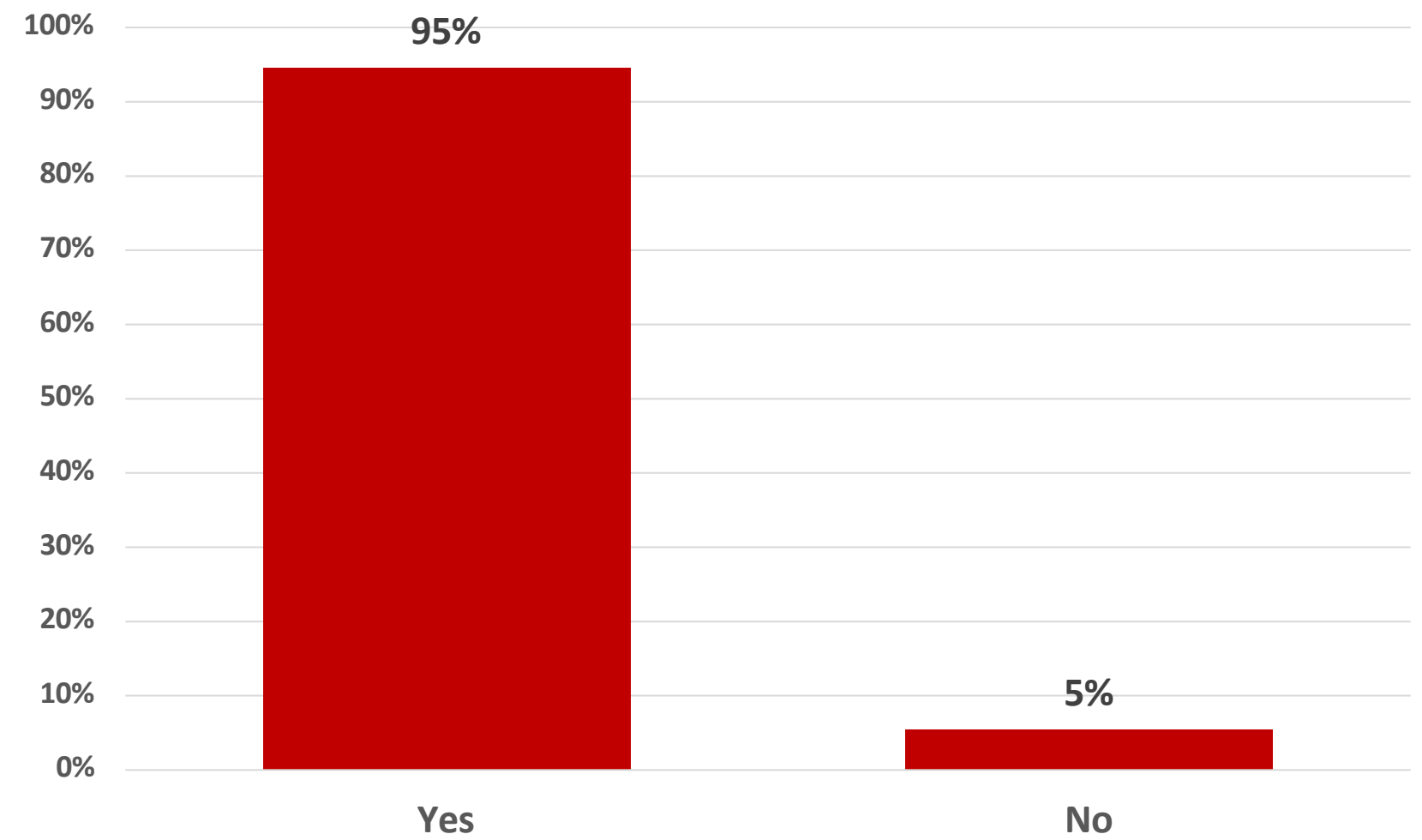
Policy Awareness

- 91% of respondents are aware of the No-Show policy.
- 95% of respondents are aware of the pickup window.

Are you aware that if you do not board the vehicle within 5-minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?



Are you aware that the pickup window for trips you schedule is 10 minutes before and 20 minutes after the scheduled pickup time?

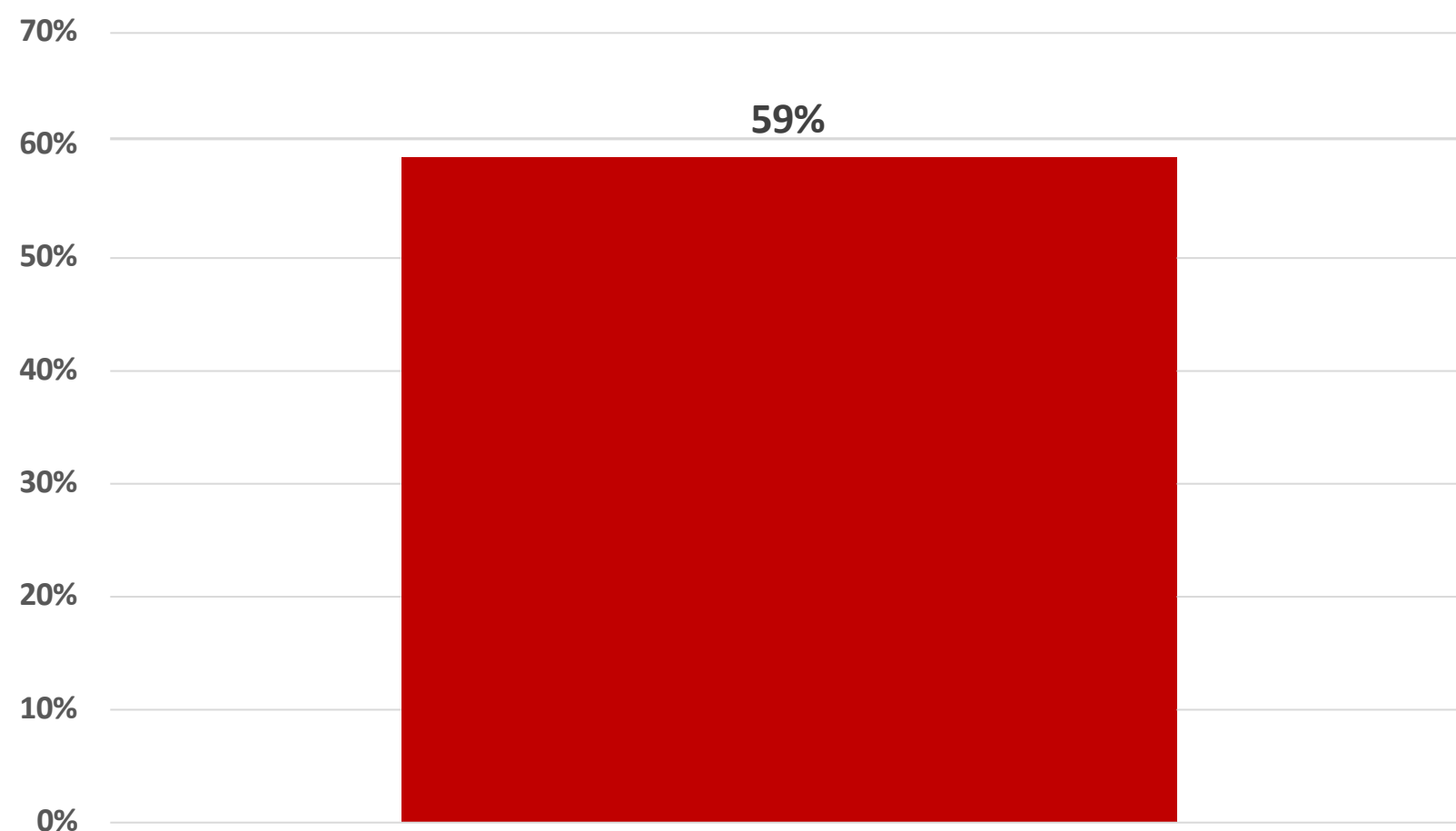




Funding

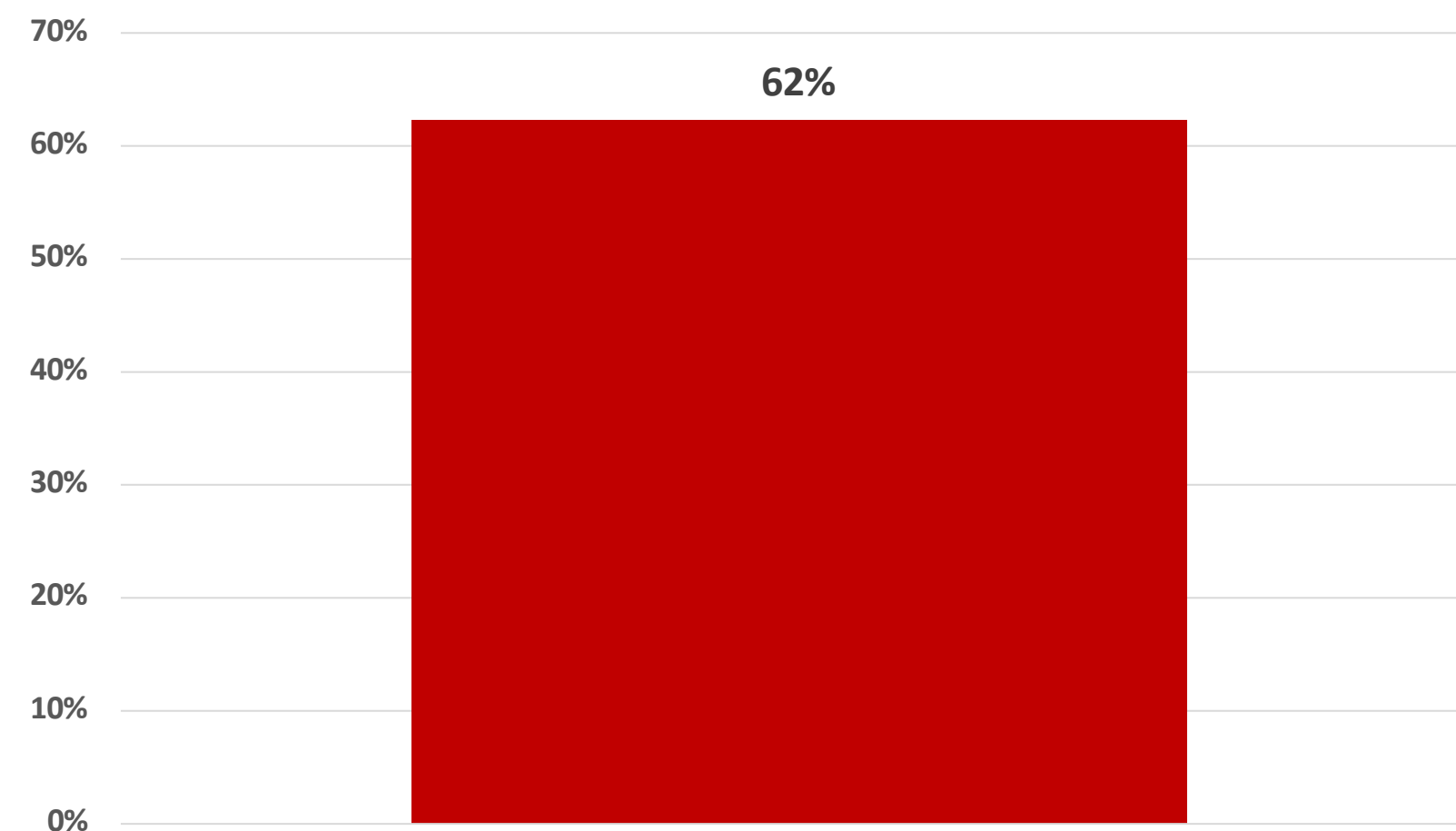
- 59% of paratransit customers feel the community should consider increasing funding to improve service.
- 62% of paratransit customers feel RTA manages financial resources appropriately

Transit Investment



The community should consider increasing funding in order to improve service

Resource Management



RTA manages their financial resources appropriately

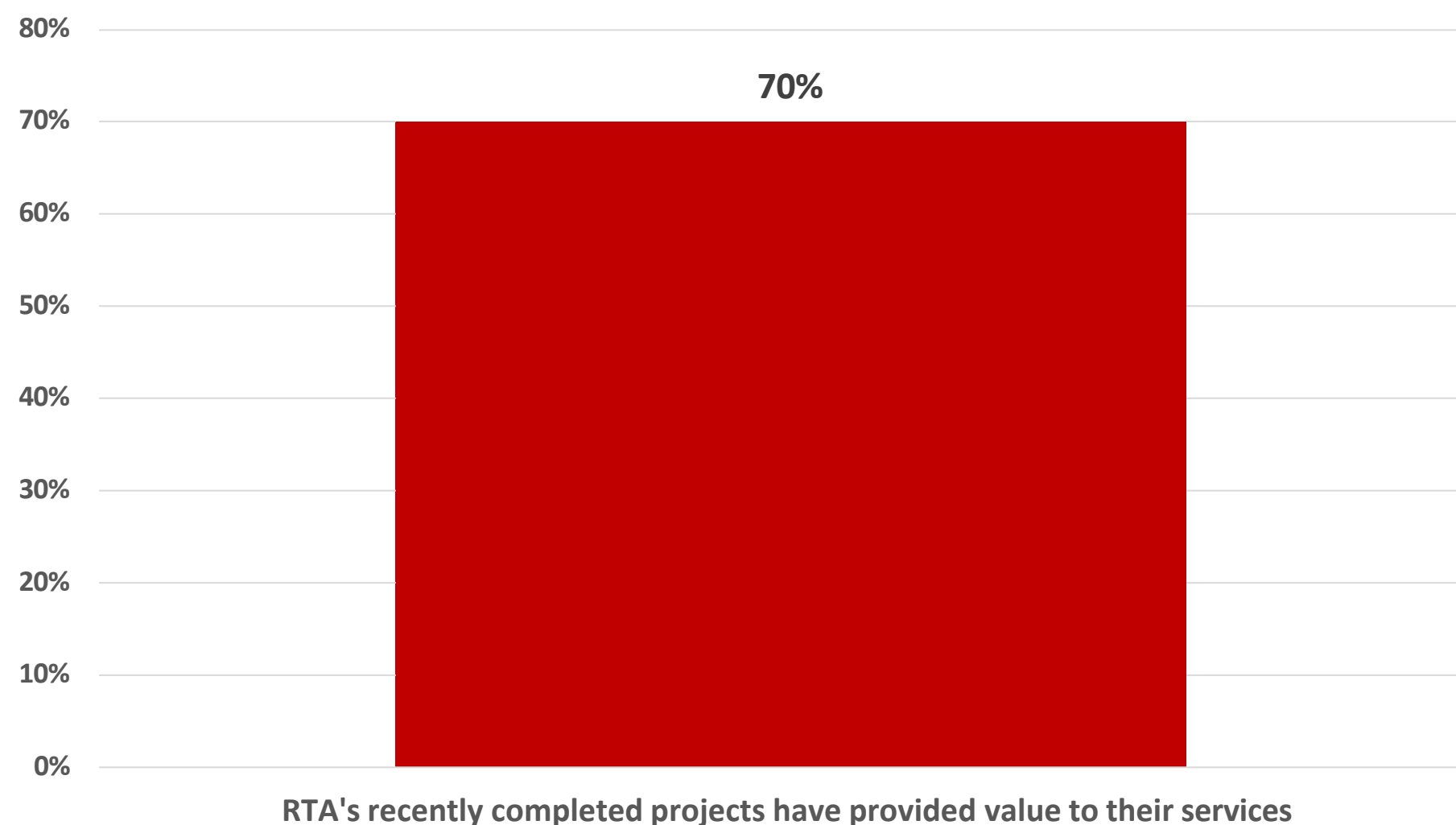


Value from Recently Completed Projects

- 70% of paratransit customers agree that RTA's recently completed projects provided value to their services.

Recent construction projects

- Replacement of tracks at Tower City Station
- Replacement of Blue/Green line track from E. 55th St. to E. 79th St
- Construction of new Red line station at E. 79th St
- Purchase of 18 new buses for the HealthLine



Customer Impressions

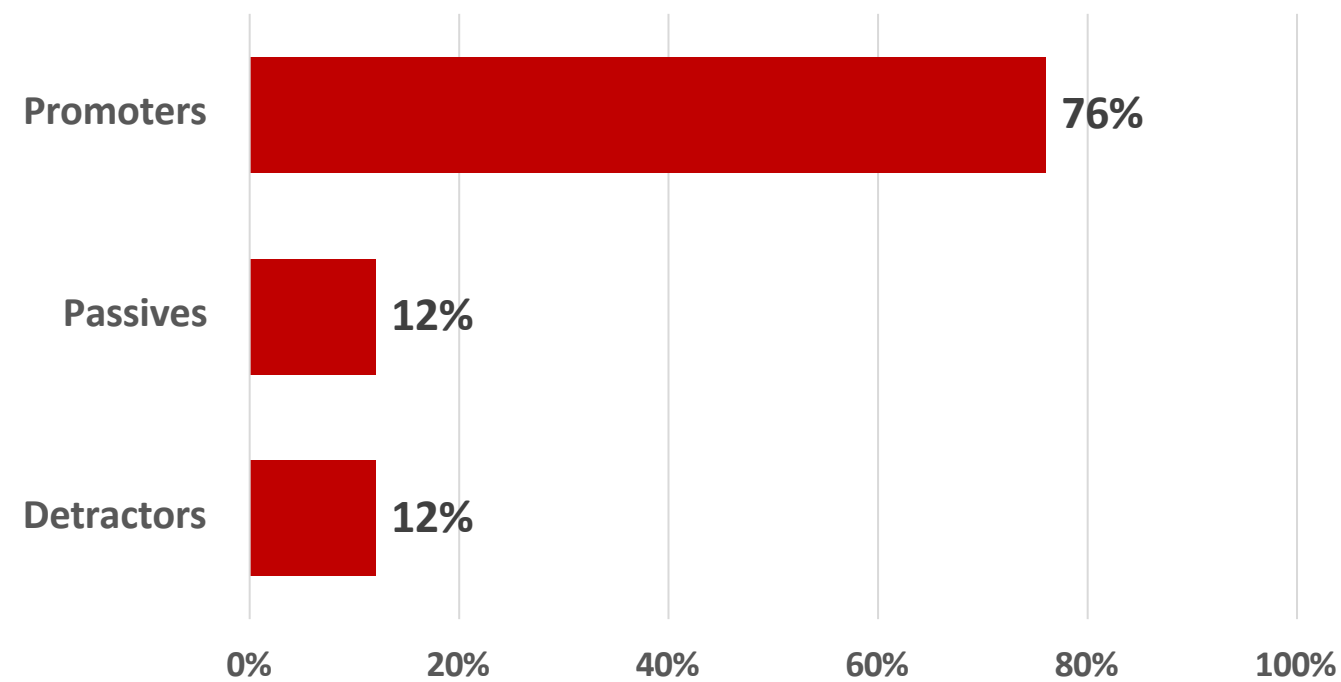
Paratransit Service



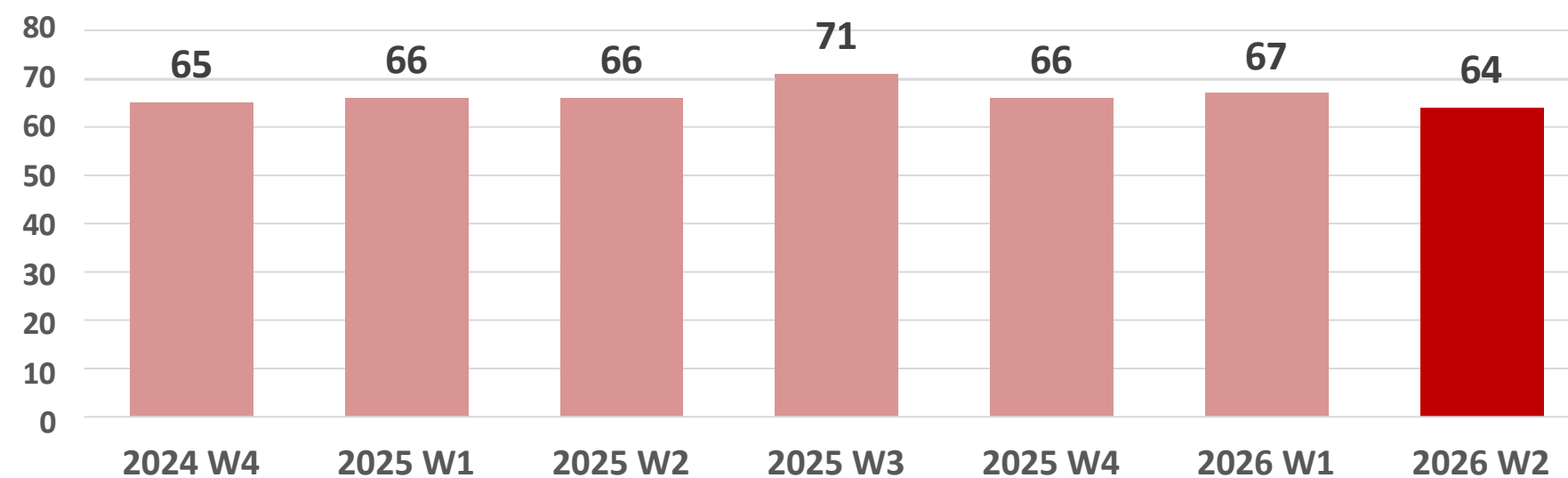
Net Promoter Score (NPS)

Paratransit

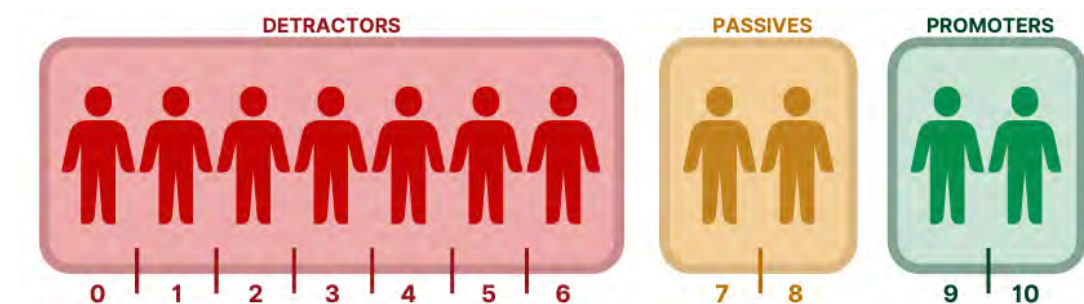
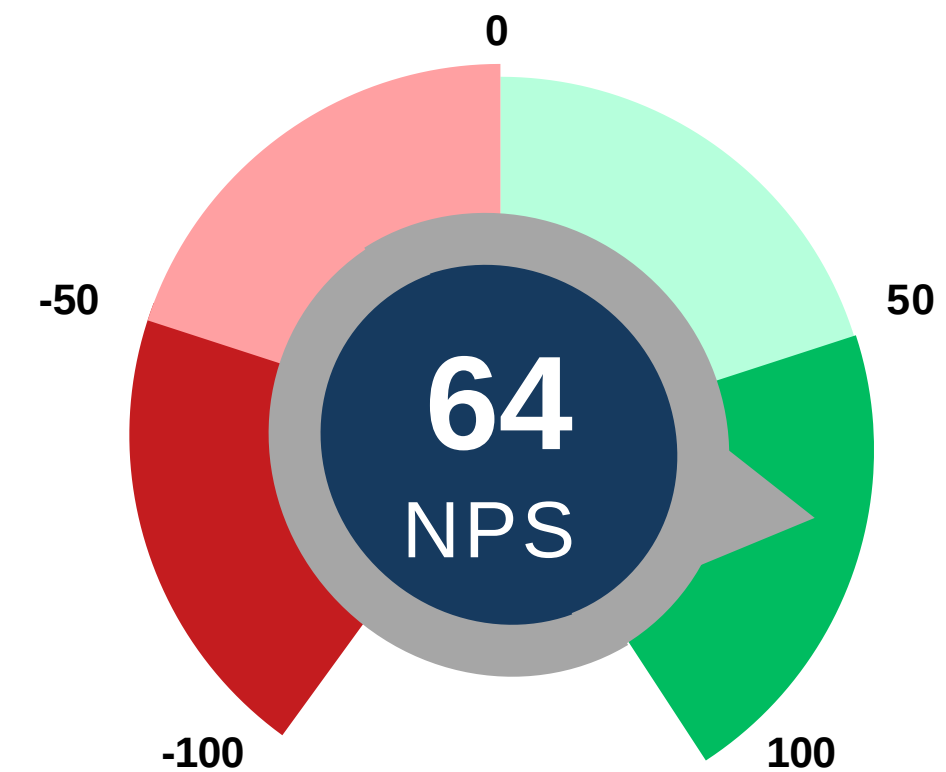
All things considered, how likely would you be to recommend riding RTA paratransit to a friend or neighbor?



Net Promoter Score



RTA's Paratransit NPS went down three point since Wave 1 from 67 to 64.



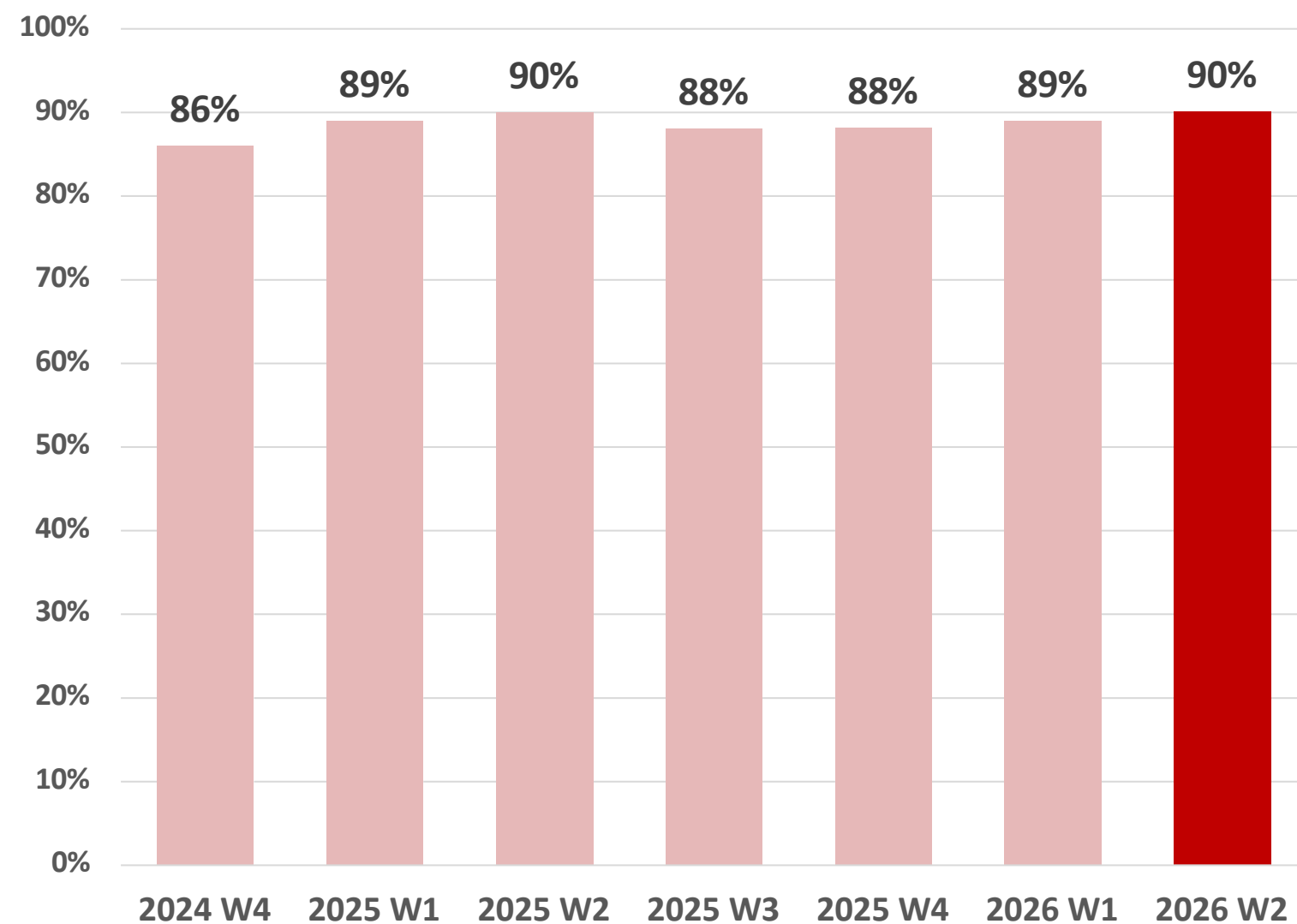
$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$



Paratransit Satisfaction

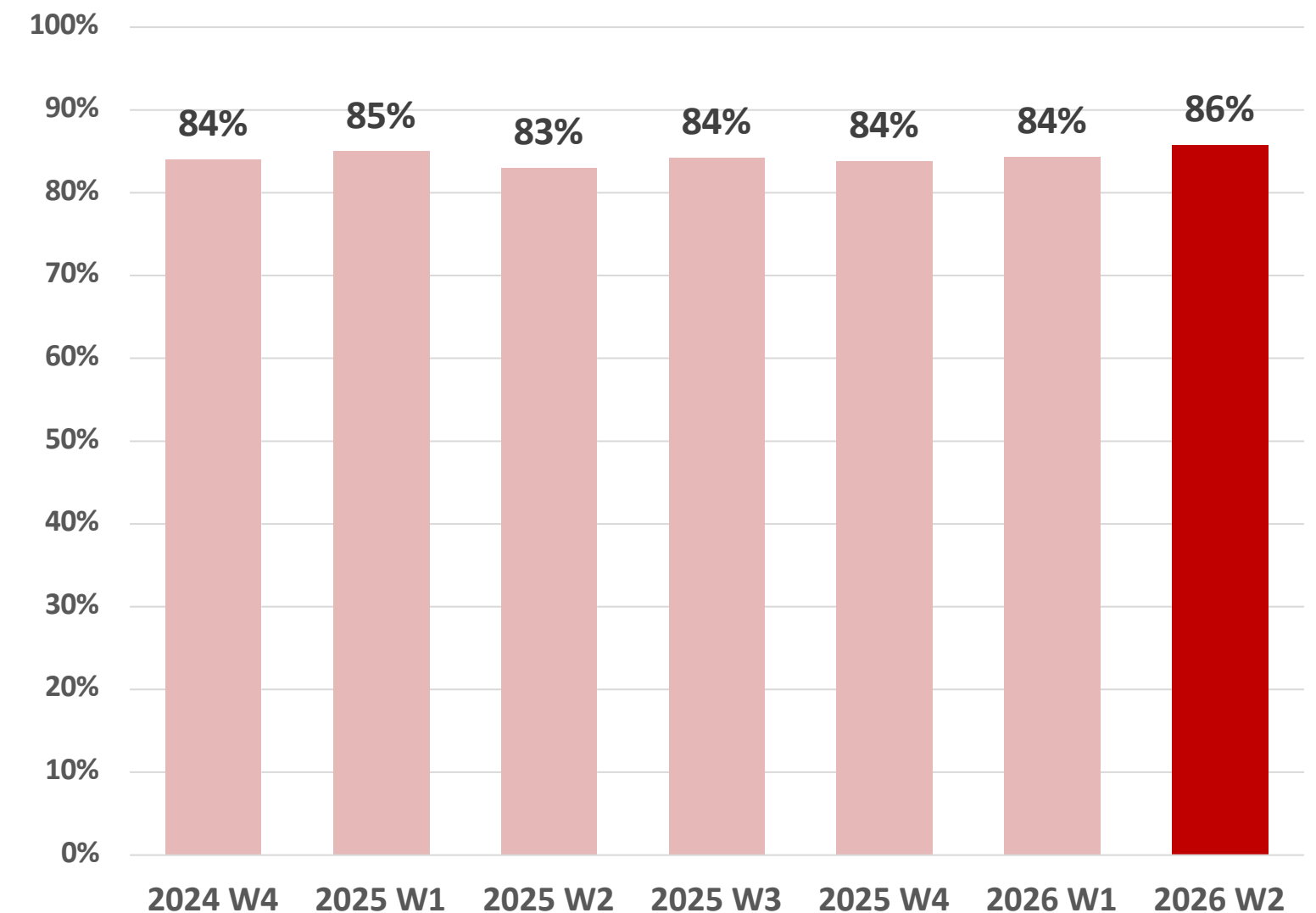
- 90% of respondents are satisfied with the overall quality of RTA Paratransit service.
- 86% of respondents view RTA employees favorably.

Overall Satisfaction with Paratransit Service



How satisfied are you with the overall quality of the RTA Paratransit service

Perception of RTA Employees



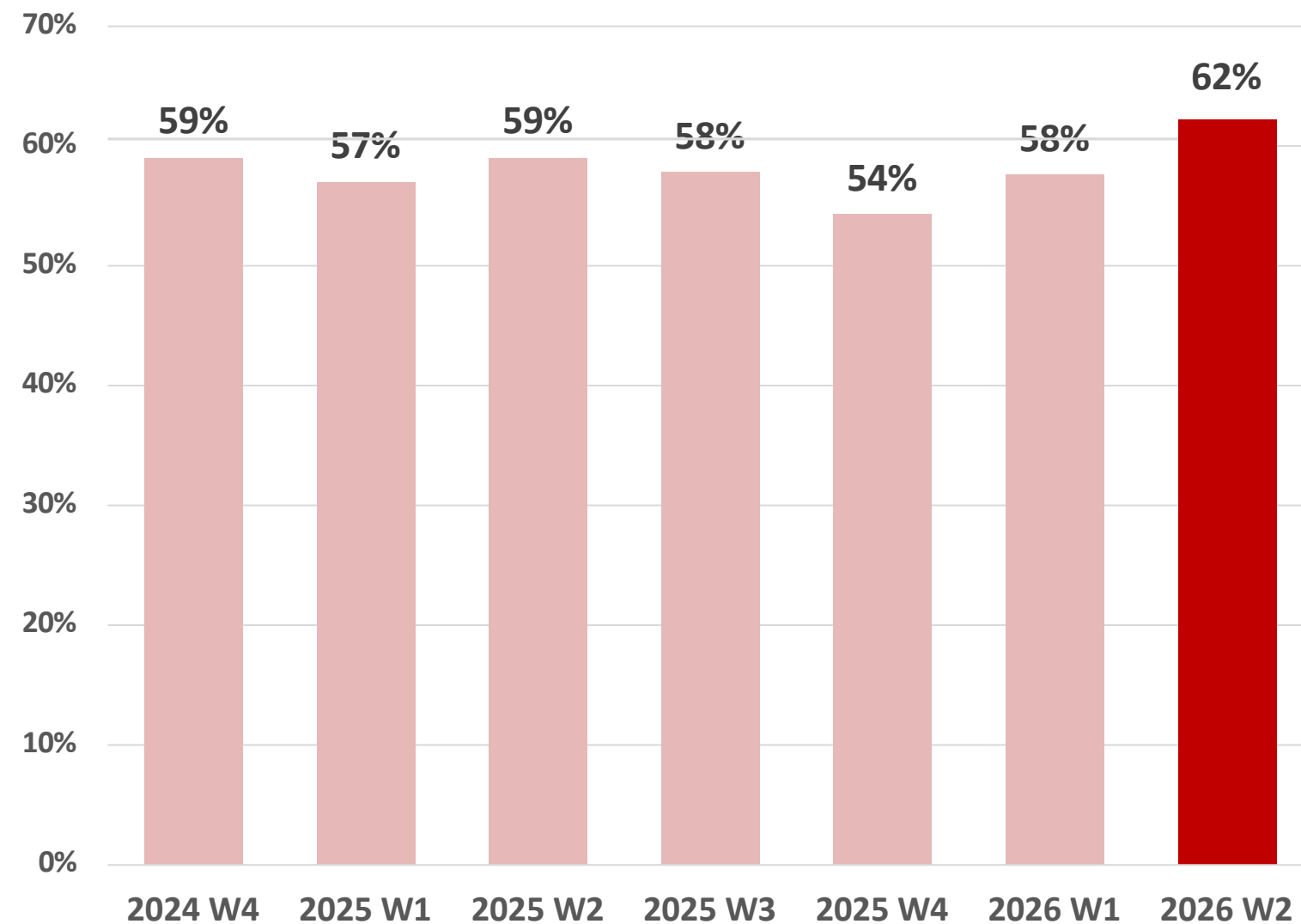
I view RTA Employees favorably



Funding

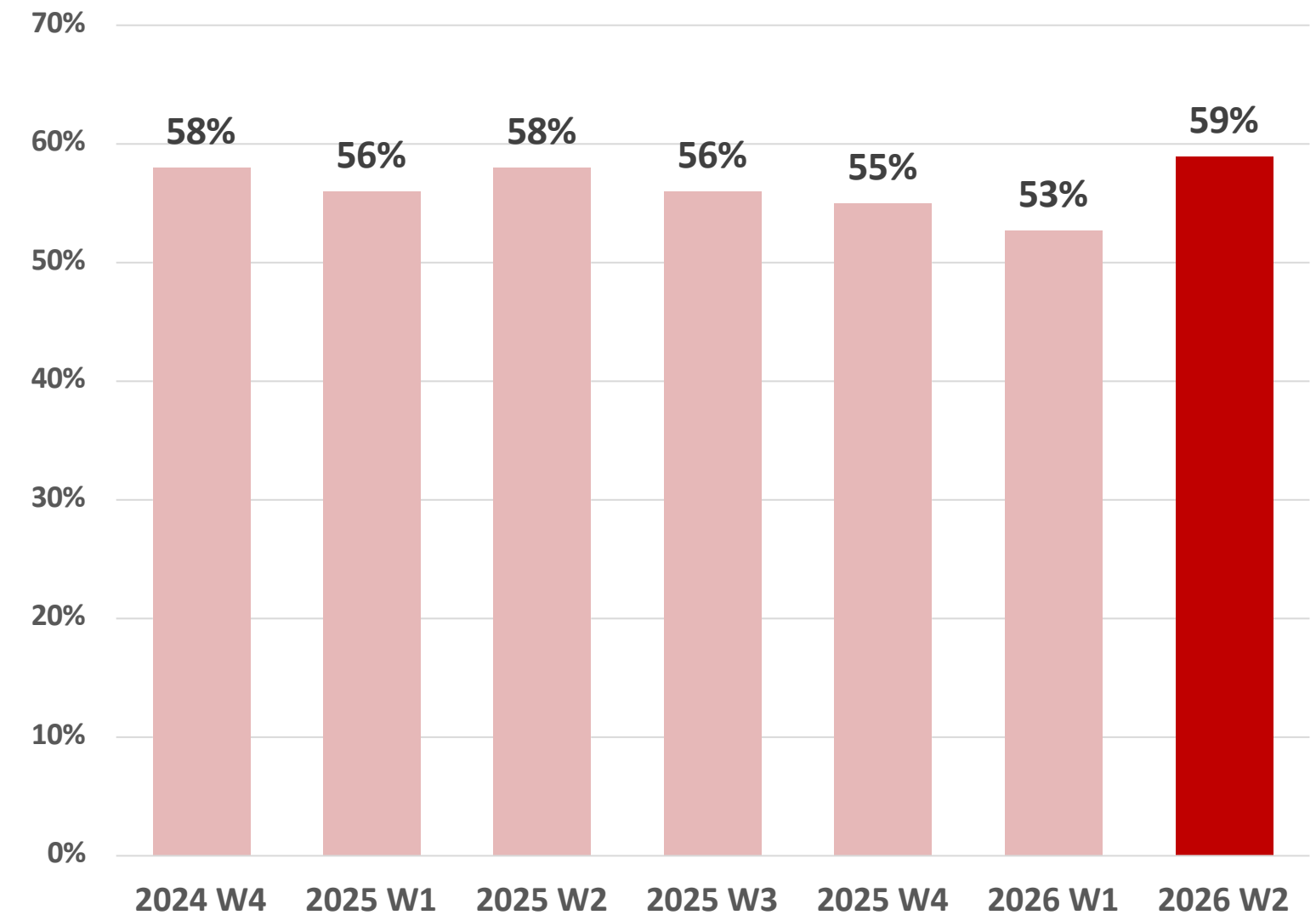
- 62% of respondents believe RTA manages their financial resources appropriately.
- 59% of respondents believe funding should increase to improve service.

Financial Resources



RTA manages their financial resources appropriately

Funding



The community should consider increasing funding in order to improve services

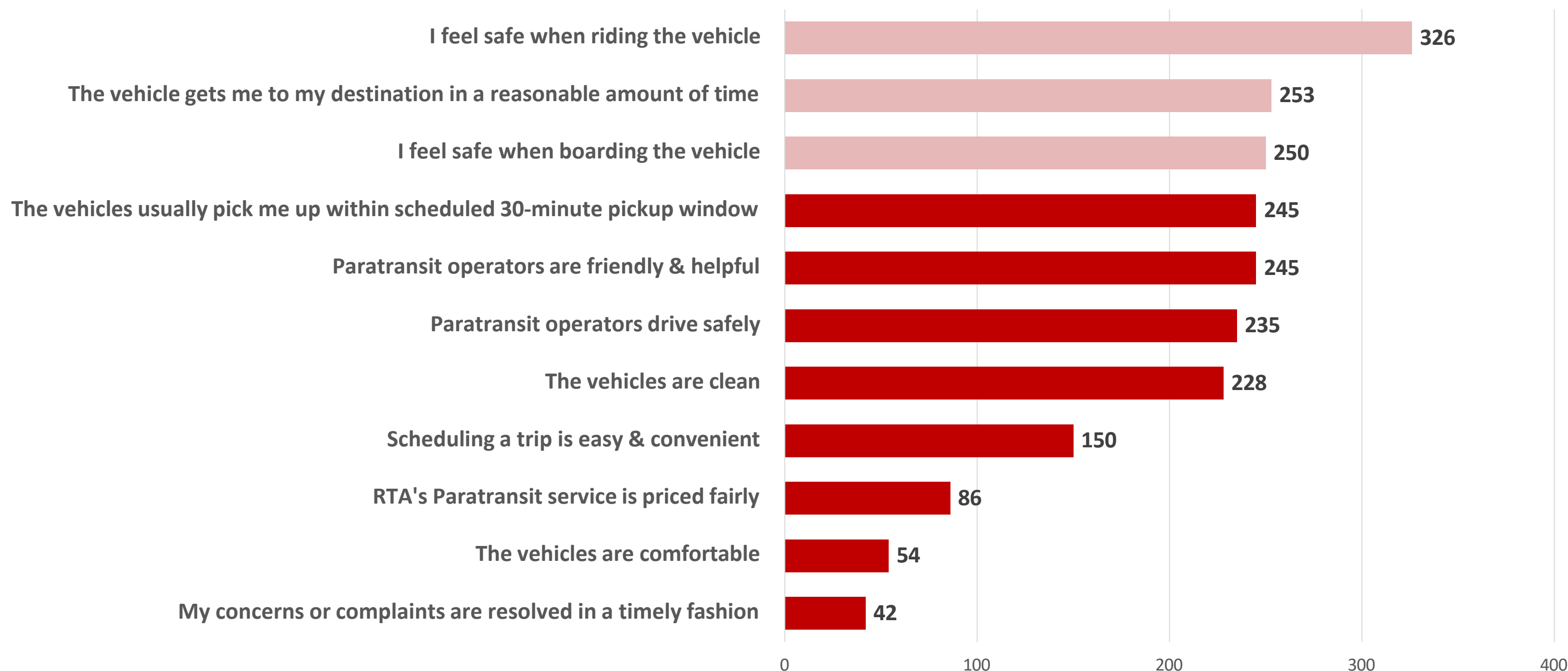
Customer Importance Factors

Paratransit Service



Customer Importance Factors

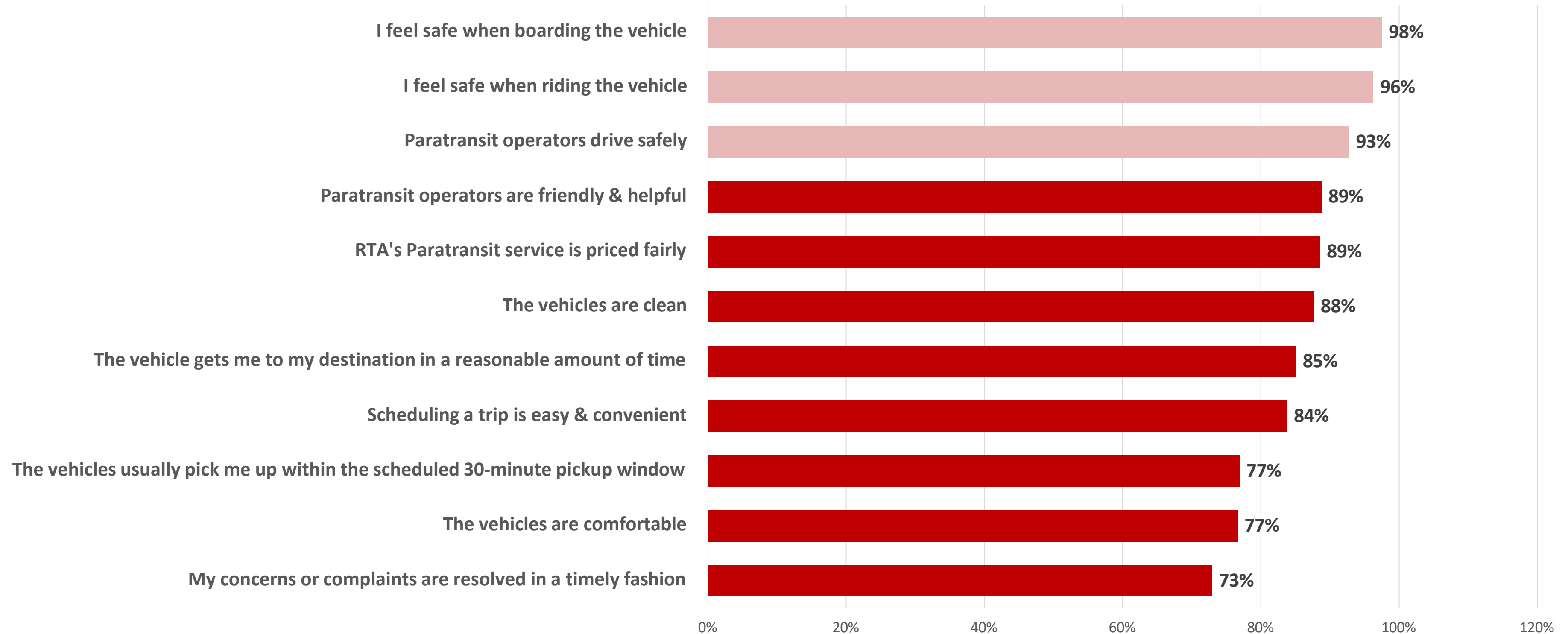
The top customer importance factors were safety while riding (326), vehicle gets to destination in reasonable amount of time (253), and safety while boarding (250).





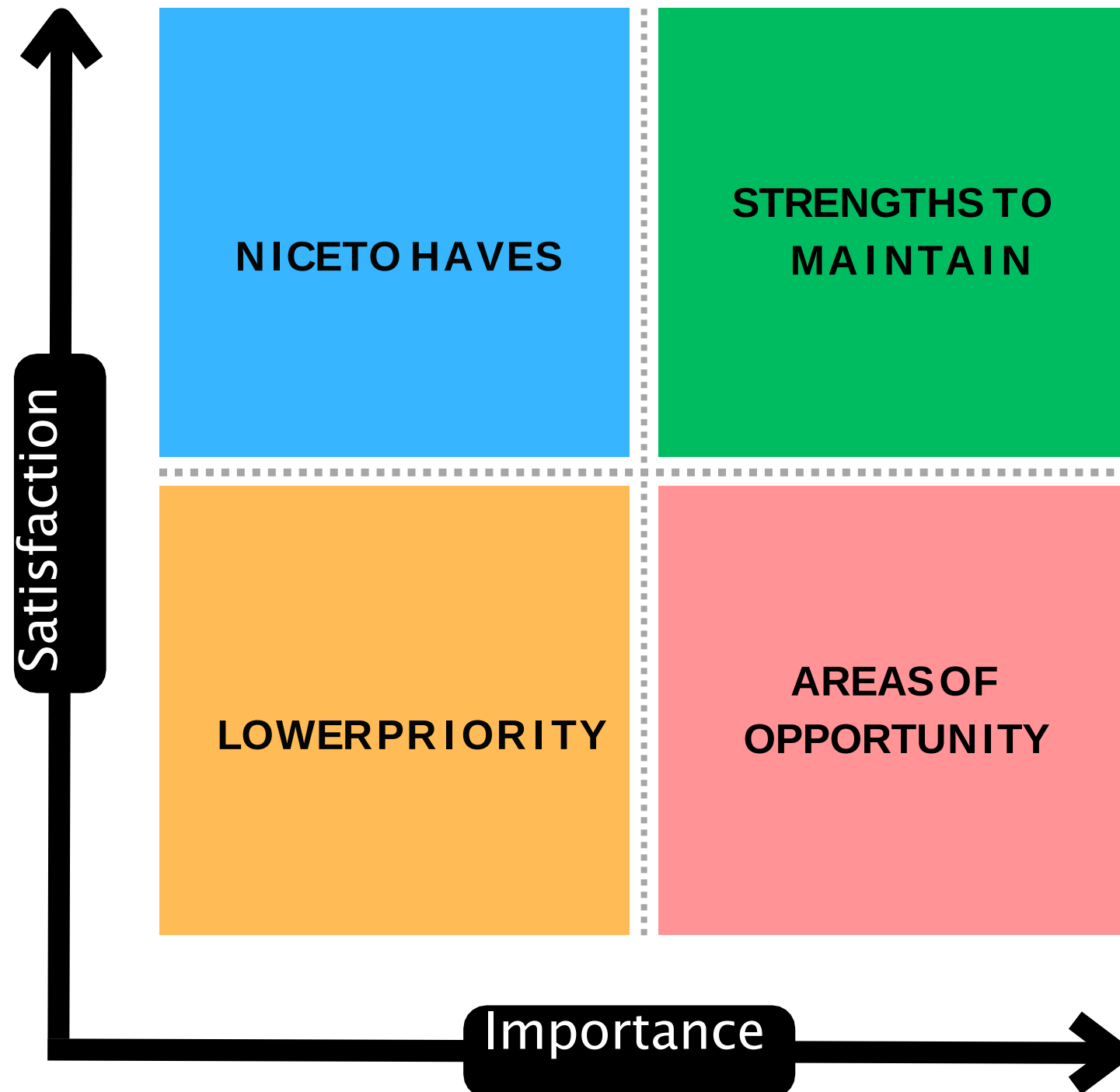
Level of Agreement

Paratransit



Key Driver Analysis

Satisfaction vs. Importance

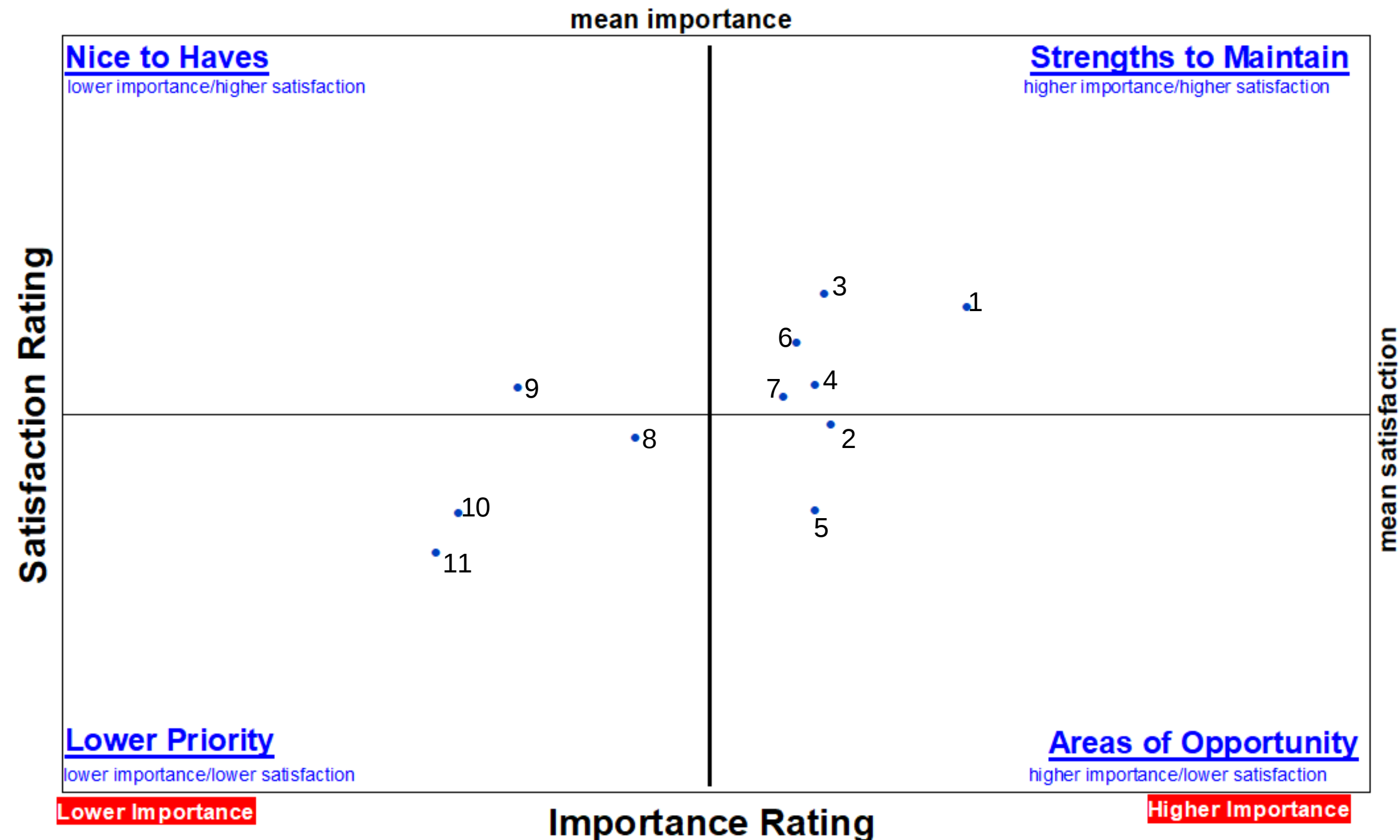


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

Key Driver Analysis

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing customers more satisfaction in what they value.



Legend

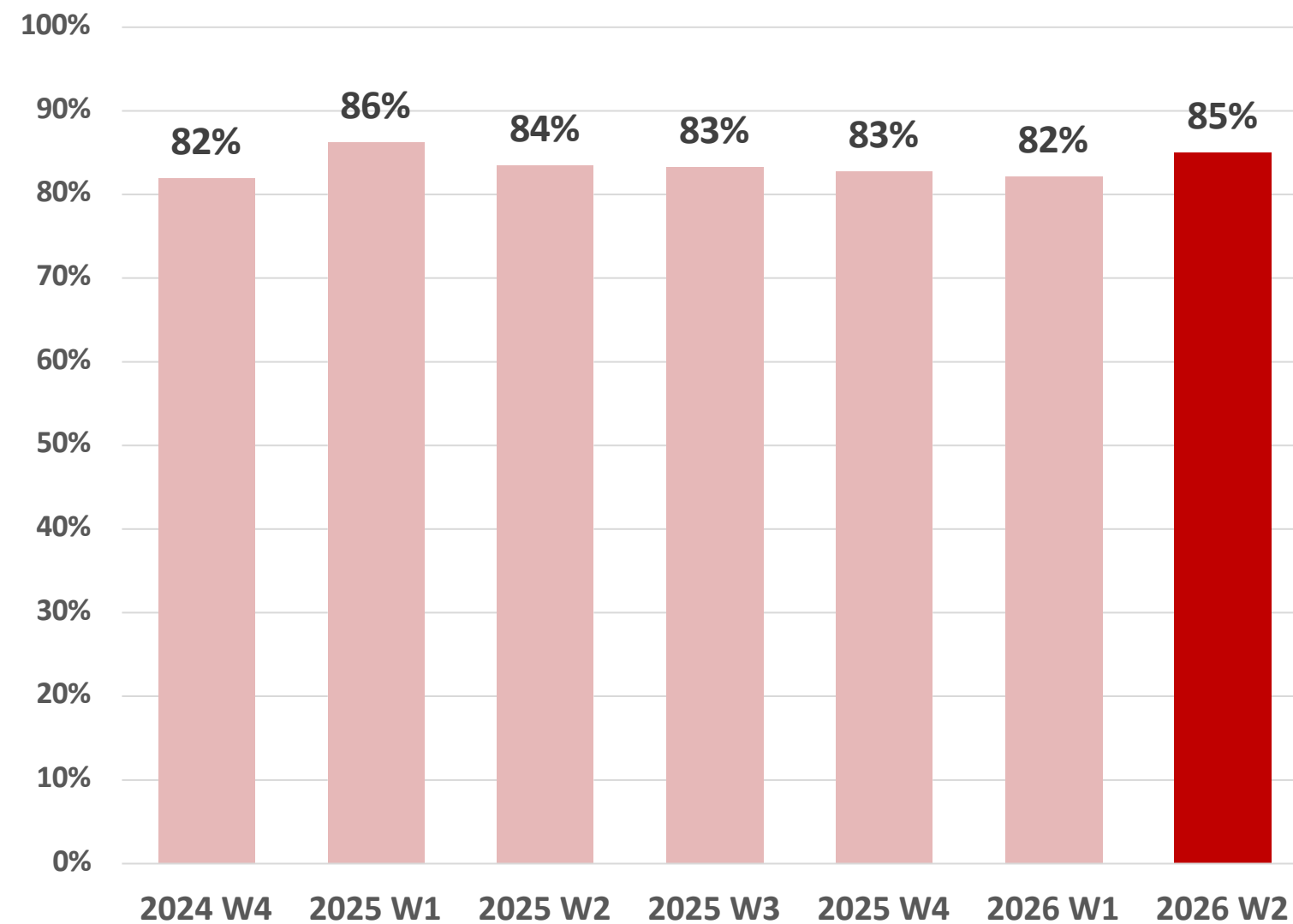
1. I feel safe when riding the vehicle
2. The vehicle gets me to my destination in a reasonable amount of time
3. I feel safe when boarding the vehicle
4. Paratransit operators are friendly & helpful
5. The vehicles usually pick me up within scheduled 30-minute pickup window
6. Paratransit operators drive safely
7. The vehicles are clean
8. Scheduling a trip is easy & convenient
9. RTA's Paratransit service is priced fairly
10. The vehicles are comfortable
11. My concerns or complaints are resolved in a timely fashion



Travel Time & On-Time Performance

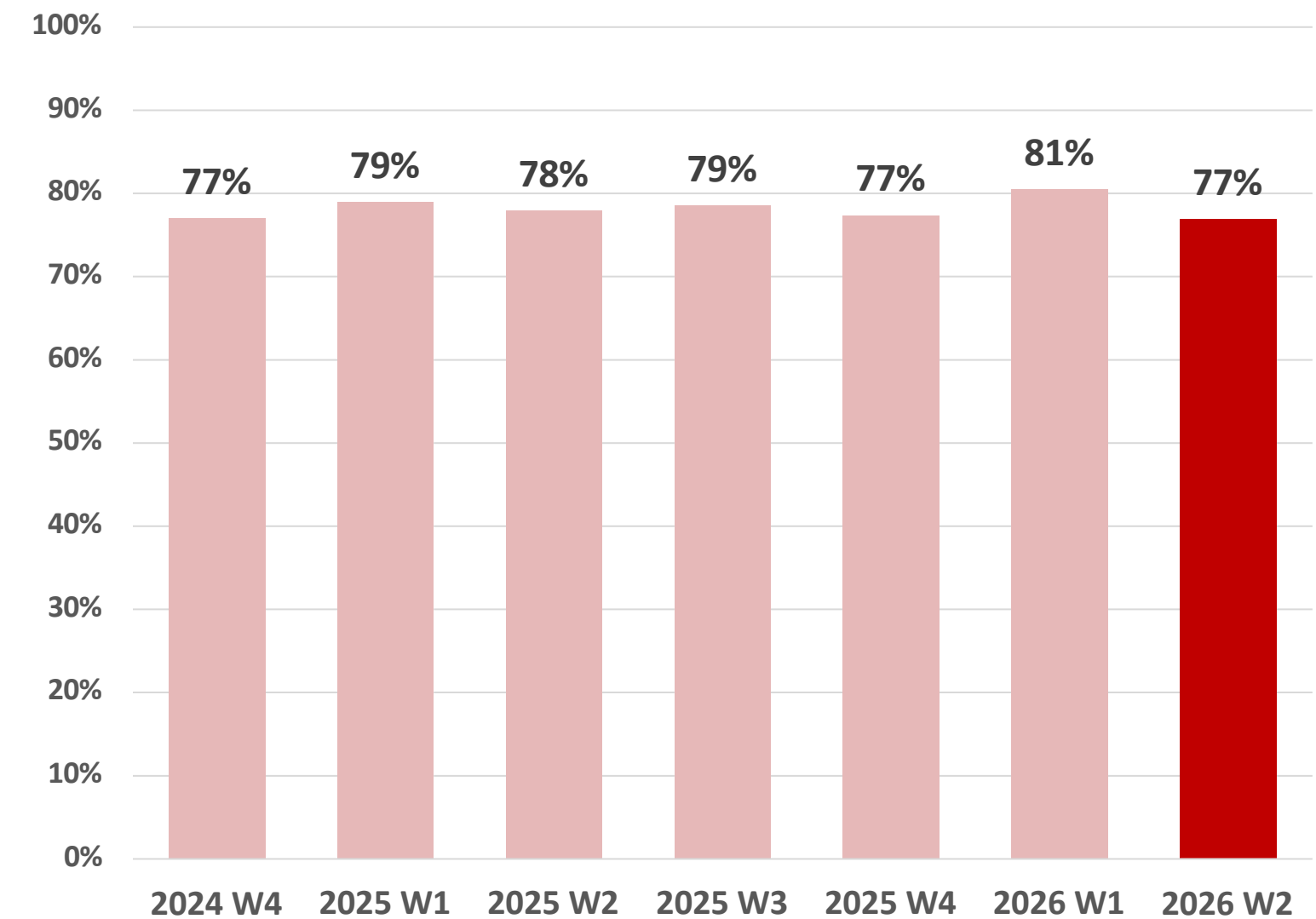
- 85% of respondents believe the vehicle gets them to their destination in a reasonable time.
- 77% of respondents say the vehicles usually arrive during the scheduled window.

Travel Time



The vehicle gets me to my destination in a reasonable amount of time

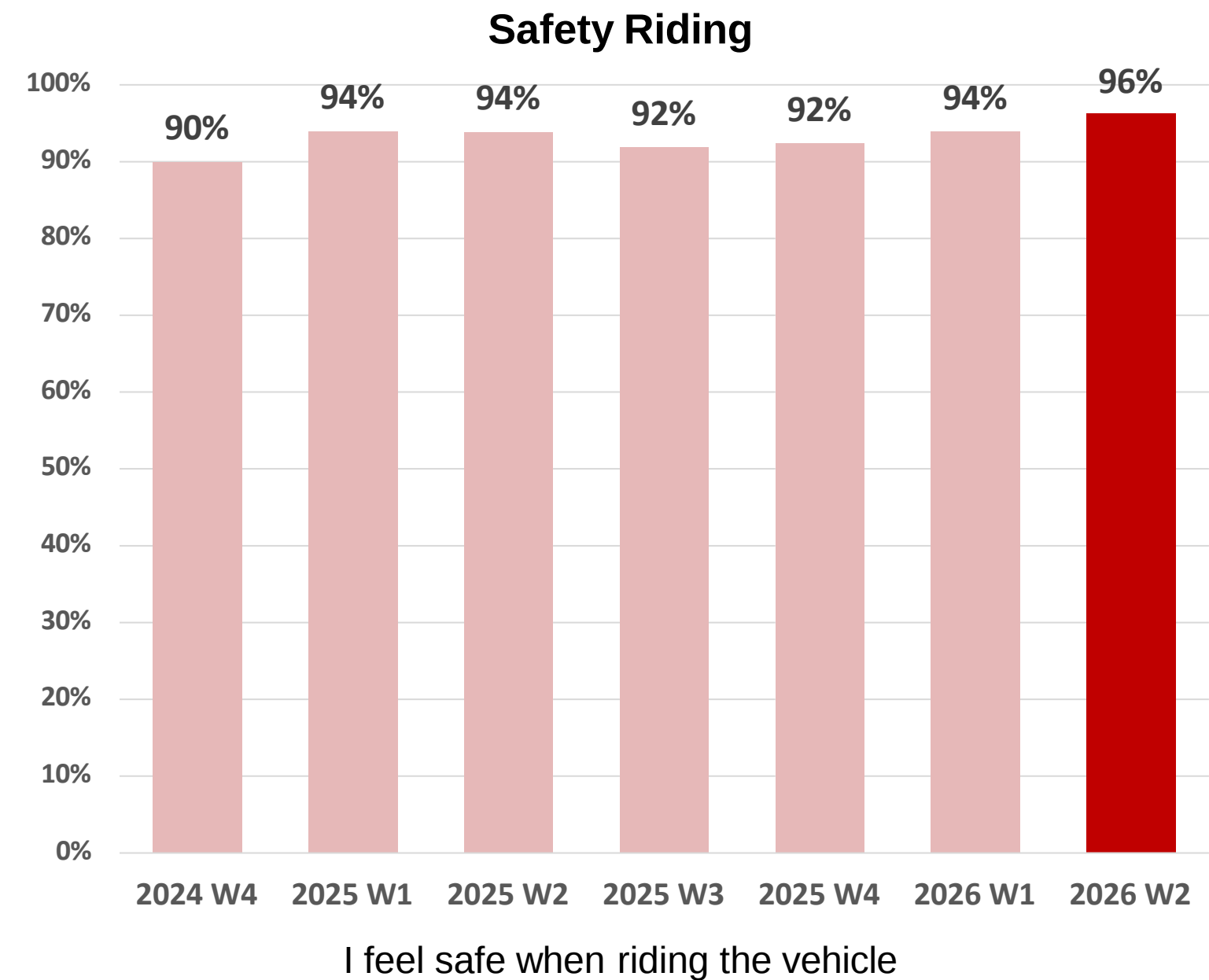
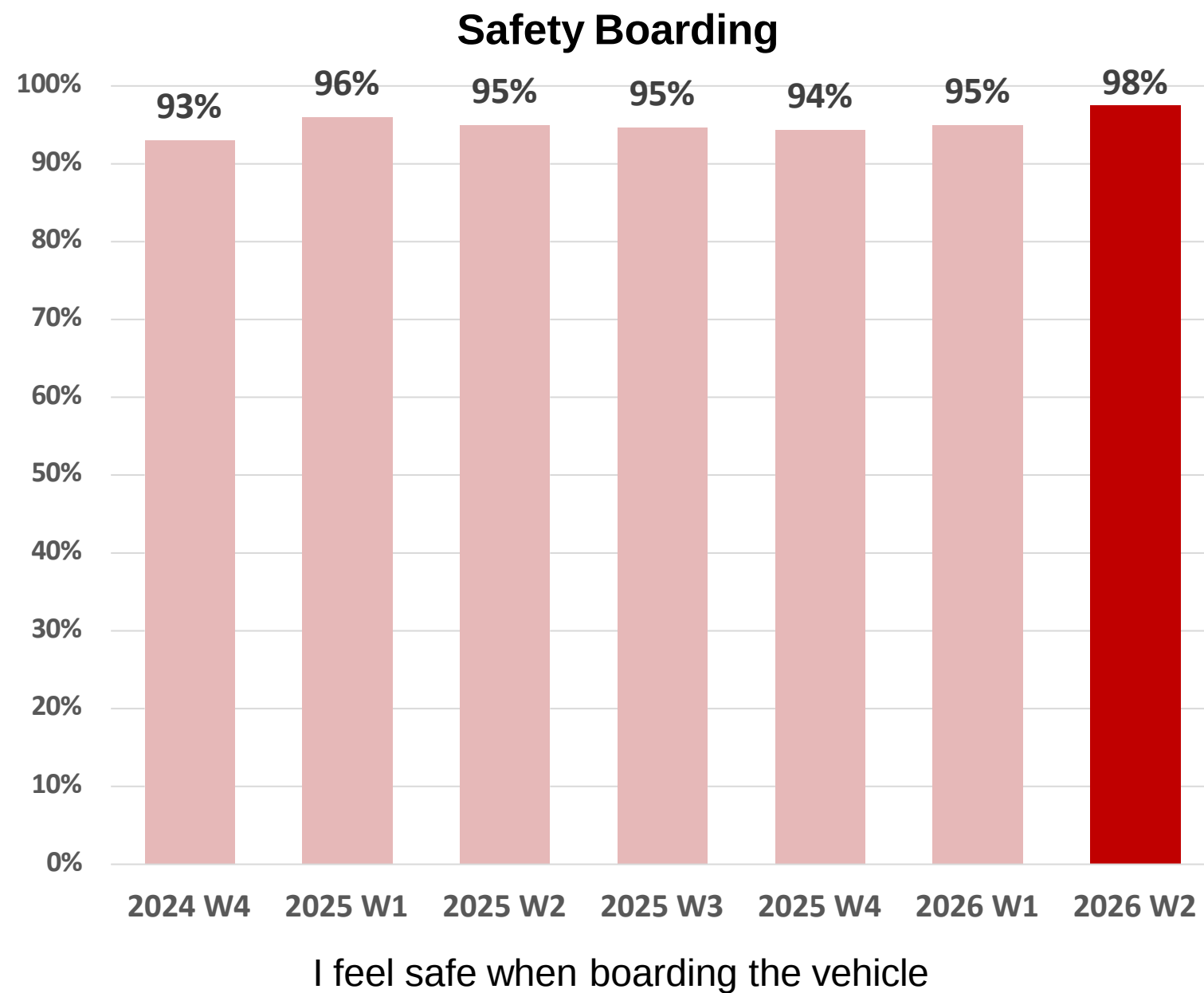
On-Time Performance



The vehicles usually pick me up within scheduled 30-minute pickup window

Safety While Boarding & Riding

- 98% of respondents feel safe when boarding the vehicle.
- 96% of respondents feel safe riding the vehicle.

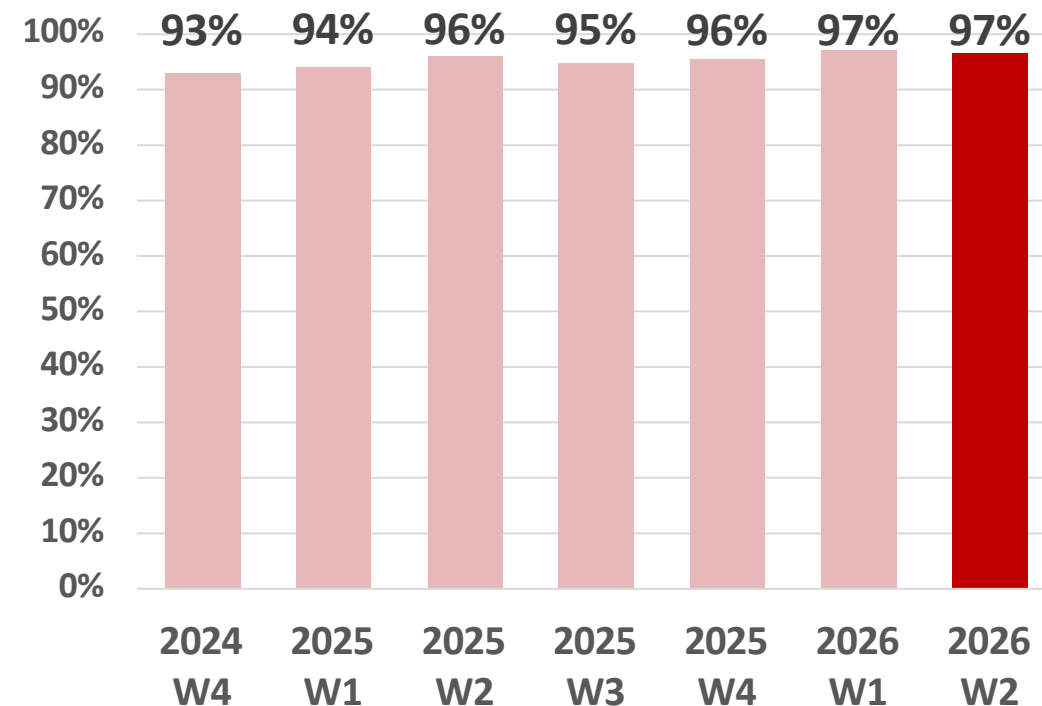




Trip Availability, Coverage, and Scheduling

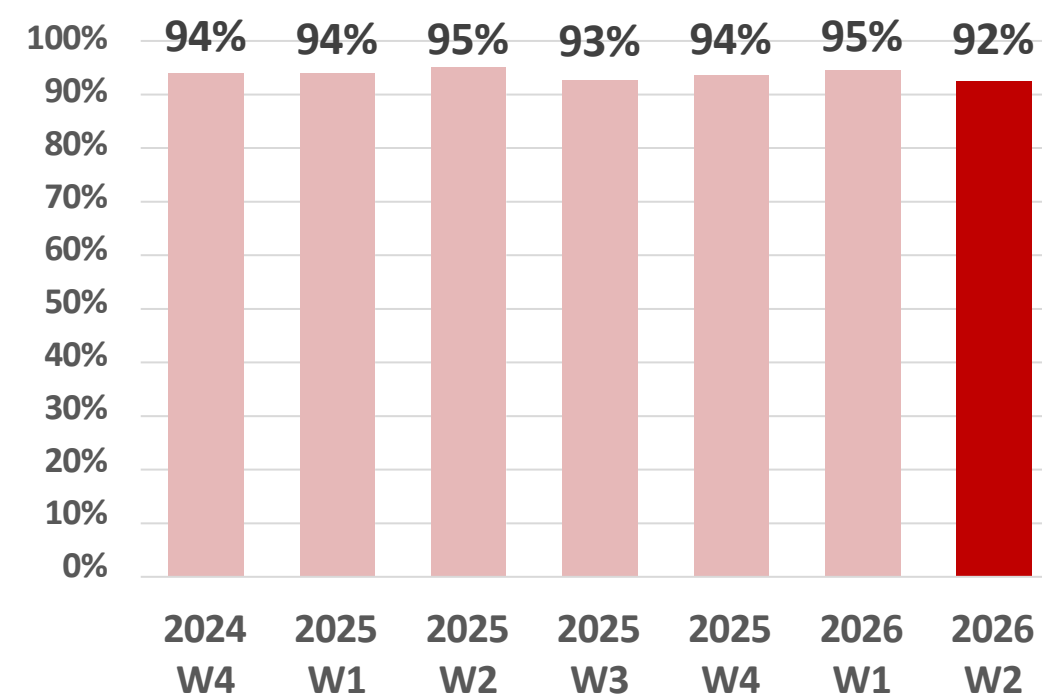
- 97% of respondents say Paratransit can take them where they need to go.
- 92% of respondents say they can schedule a trip for the day and time they need.

Trip Coverage



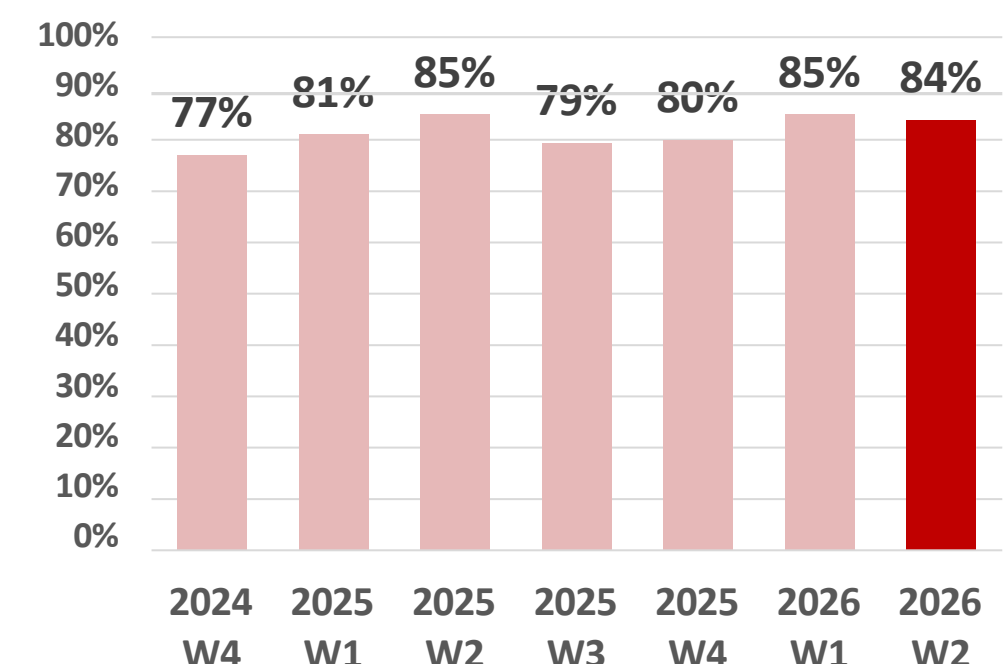
RTA Paratransit can take me to the places I need to go

Trip Availability



I can schedule a trip for the time & day I need to travel

Trip Scheduling

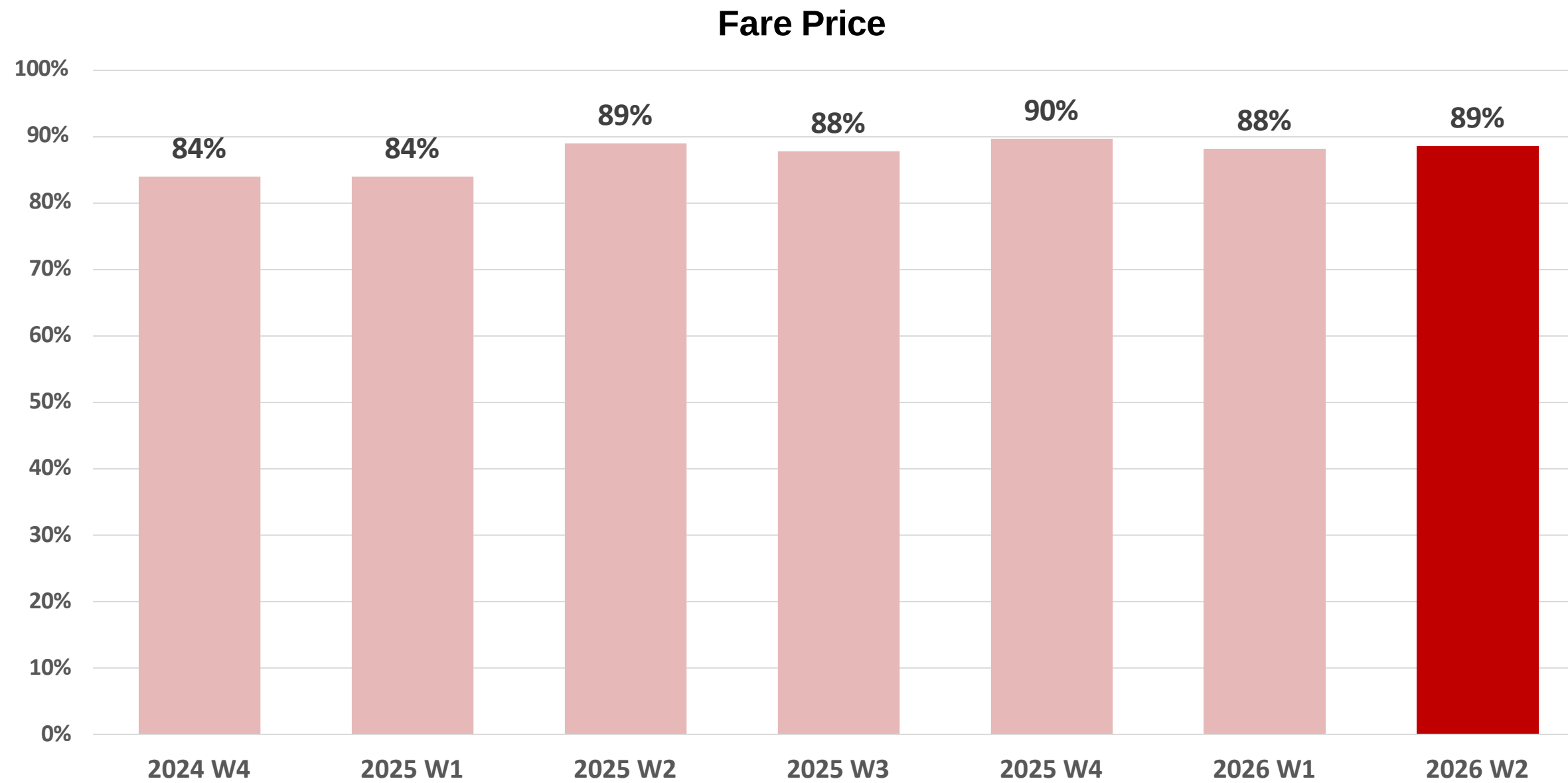


Scheduling a trip is easy & convenient



Fare Price

- 89% of respondents say that Paratransit service is priced fairly.



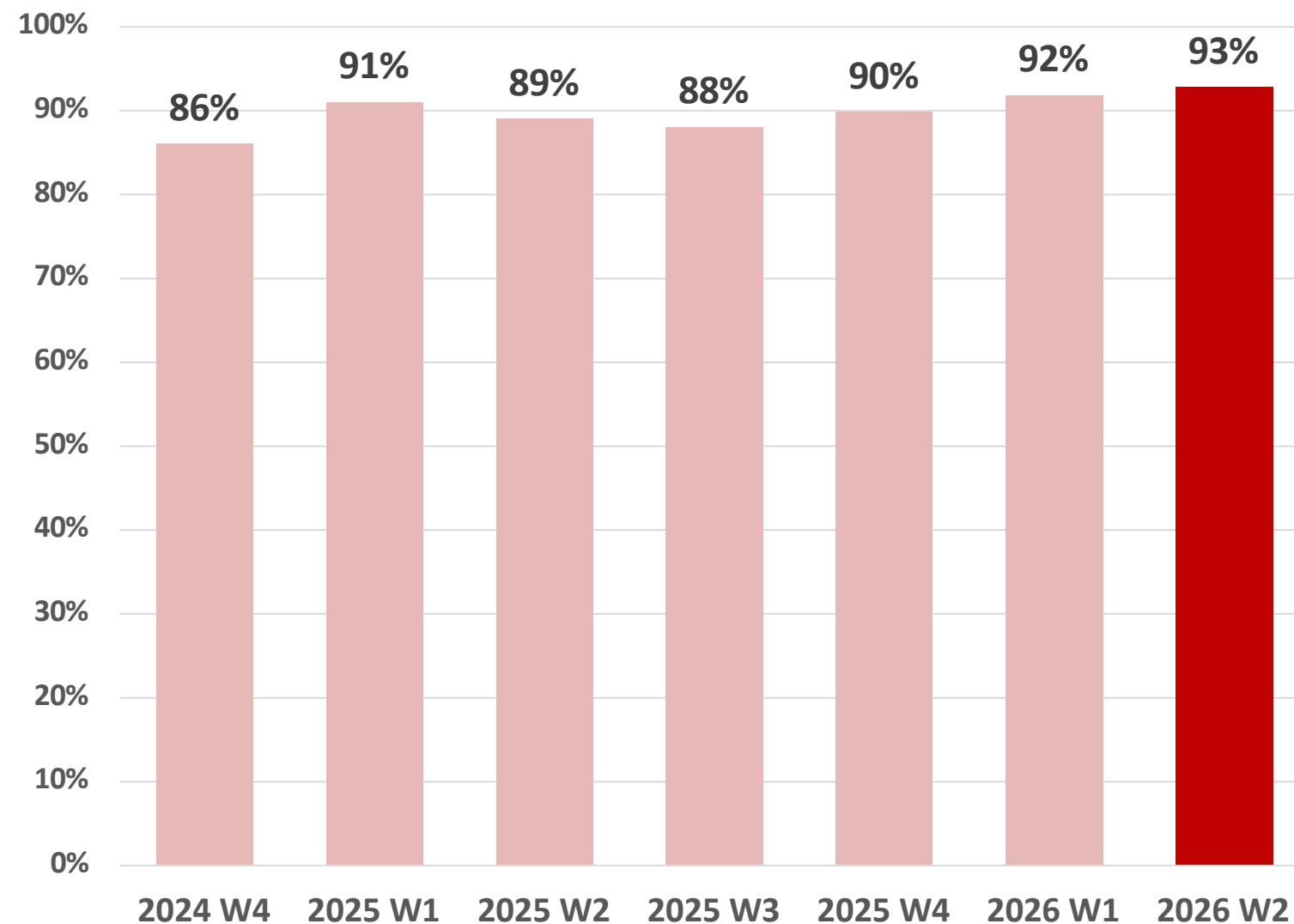
RTA's Paratransit service is priced fairly



Perception of Operators

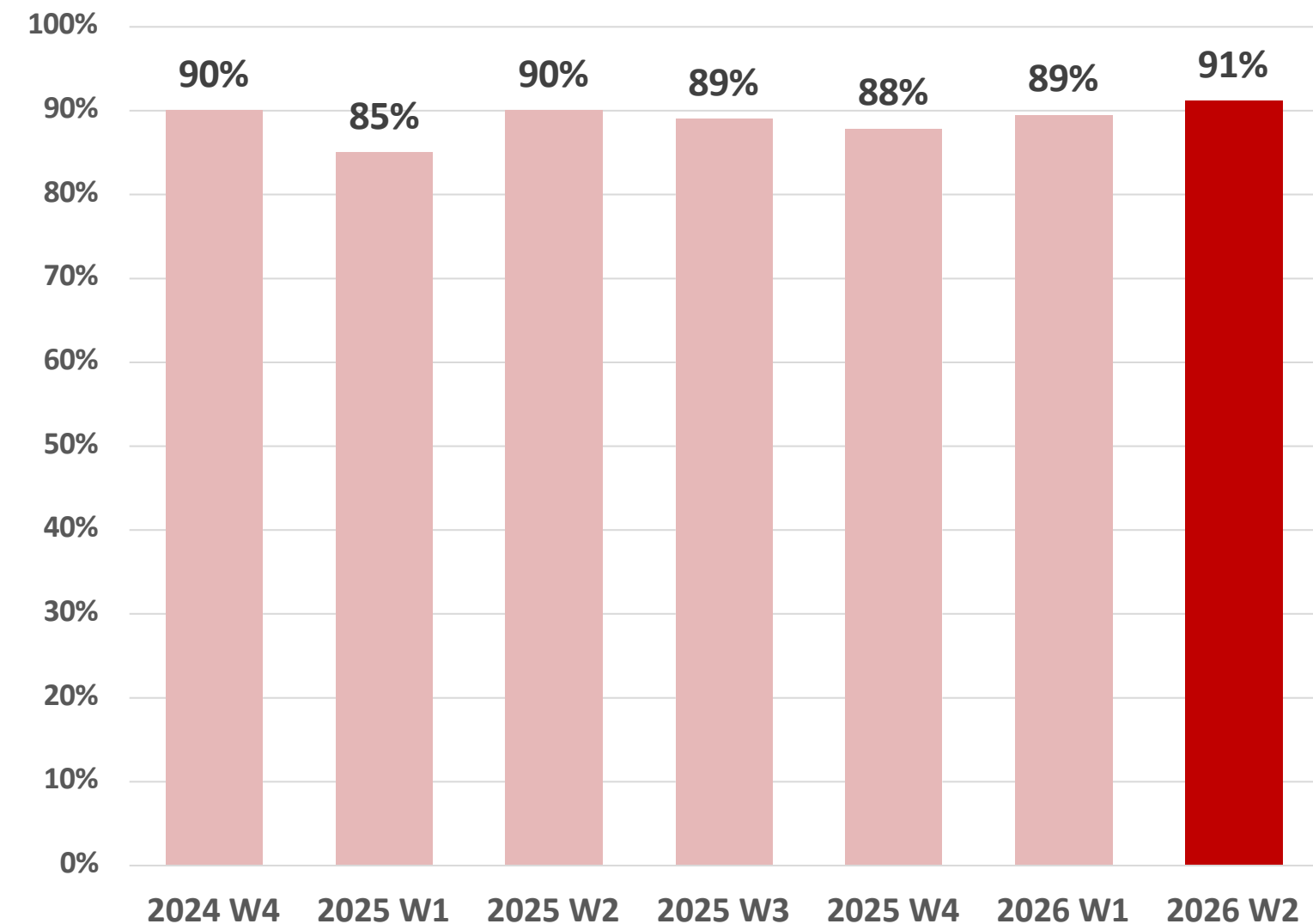
- 93% of respondents say that Paratransit operators drive safely.
- 91% of respondents are satisfied with the overall performance of operators.

Operator Driving



Paratransit operators drive safely

Overall Operator Performance

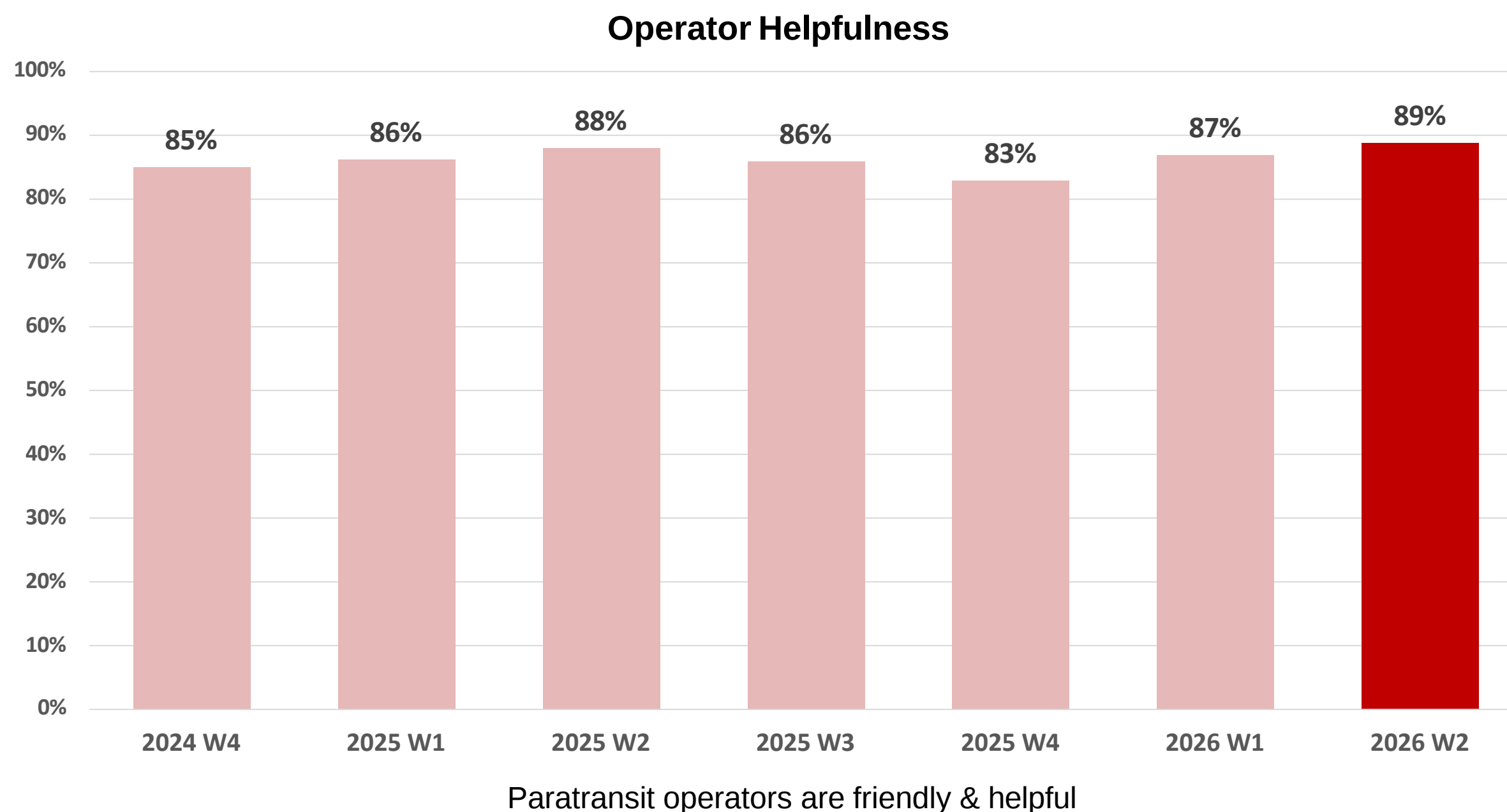


How satisfied are you with the overall performance of RTA Paratransit operators



Perception of Operators

- 89% of respondents are say that Paratransit operators are friendly & helpful.

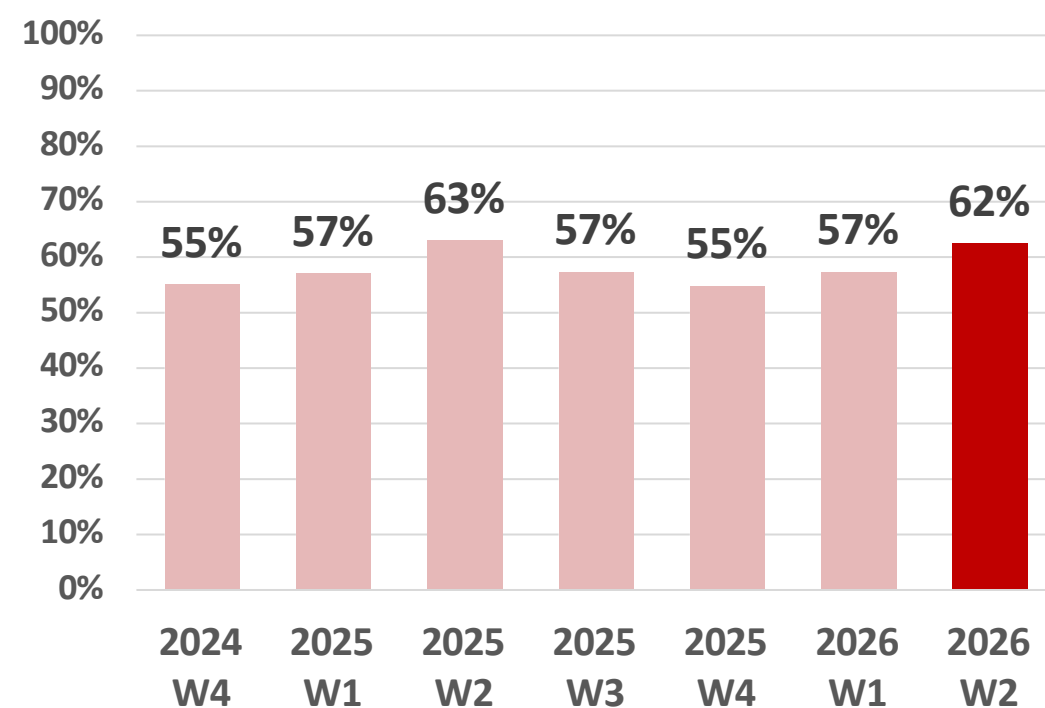




Customer Service Representatives

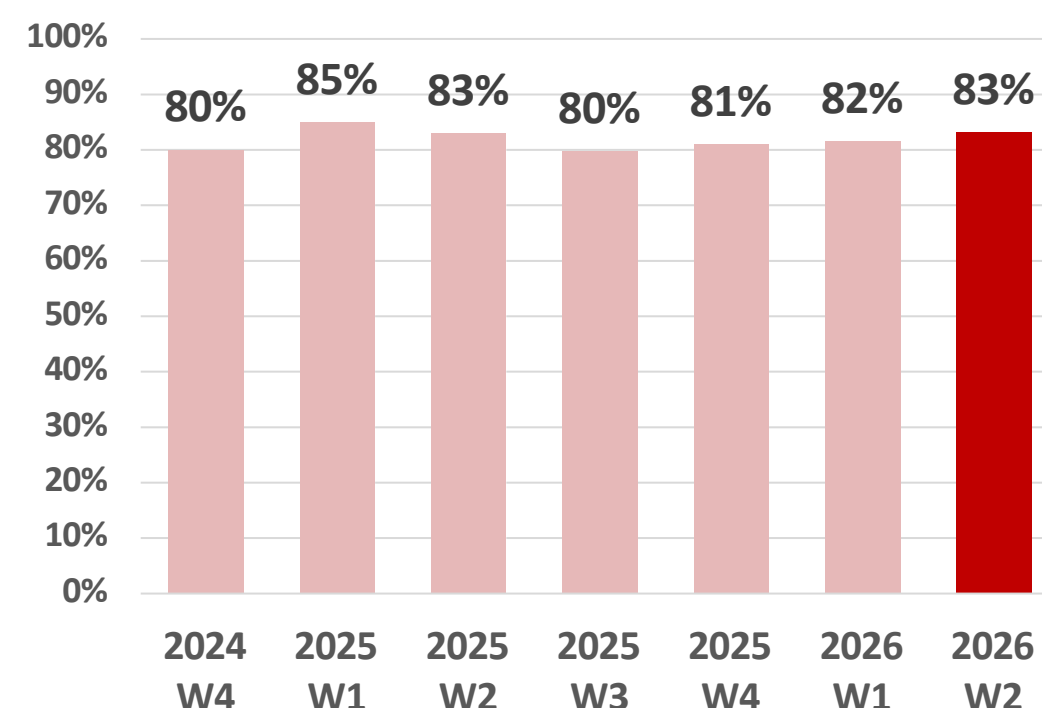
- 83% of respondents are satisfied with the overall performance of customer service staff.
- 88% of respondents say customer service representatives are helpful & courteous.

Fast Response



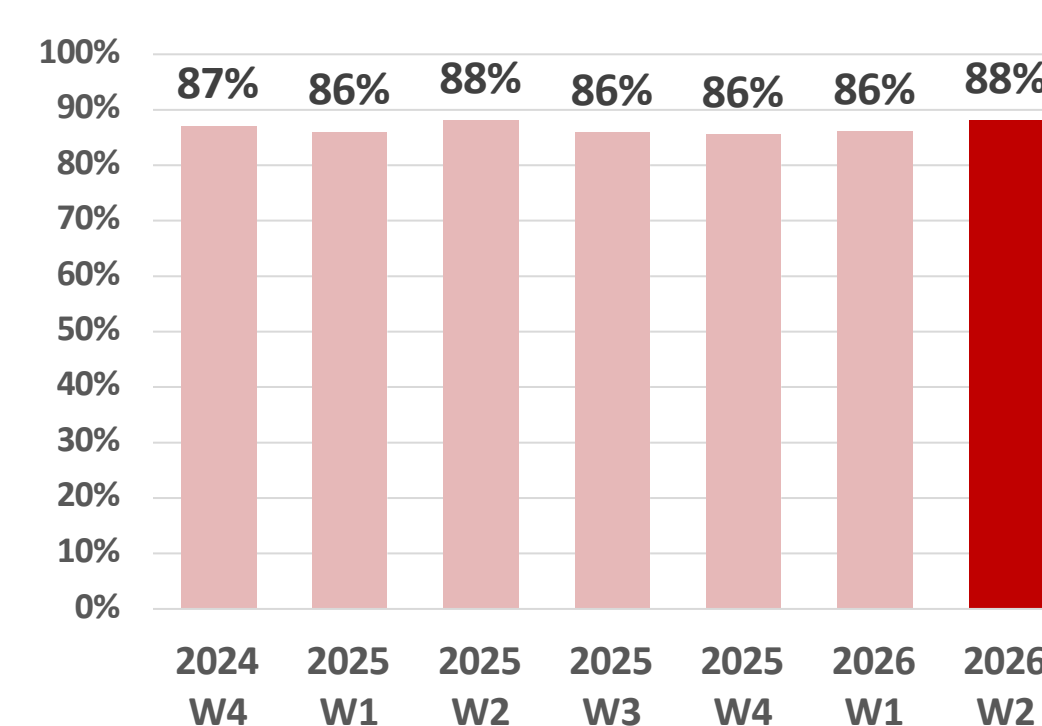
When contacting RTA Paratransit by phone, my calls are answered promptly

Overall Customer Service Performance



How satisfied are you with the overall performance of RTA's customer service staff

Customer Service Courtesy



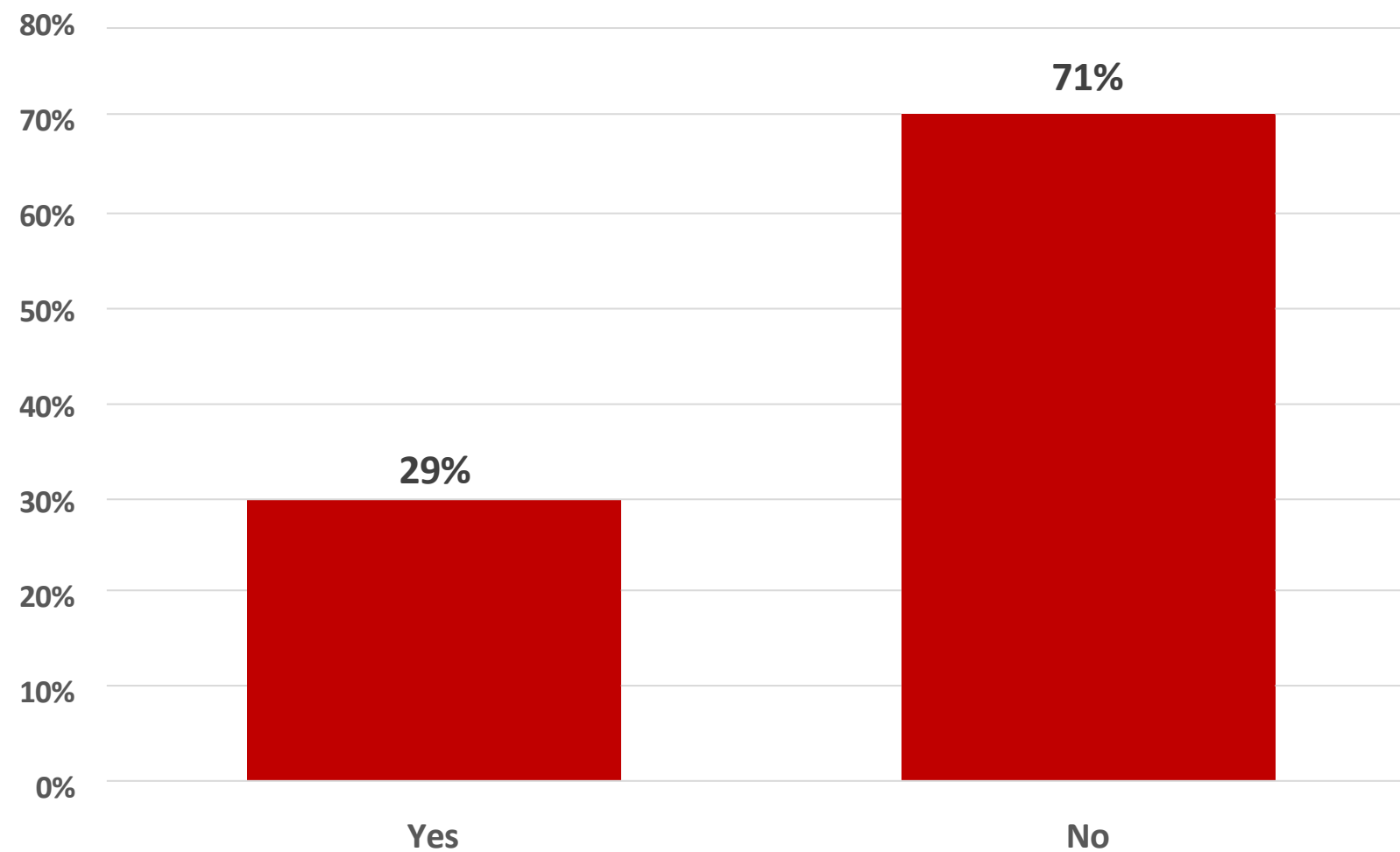
RTA's call center representatives are helpful & courteous



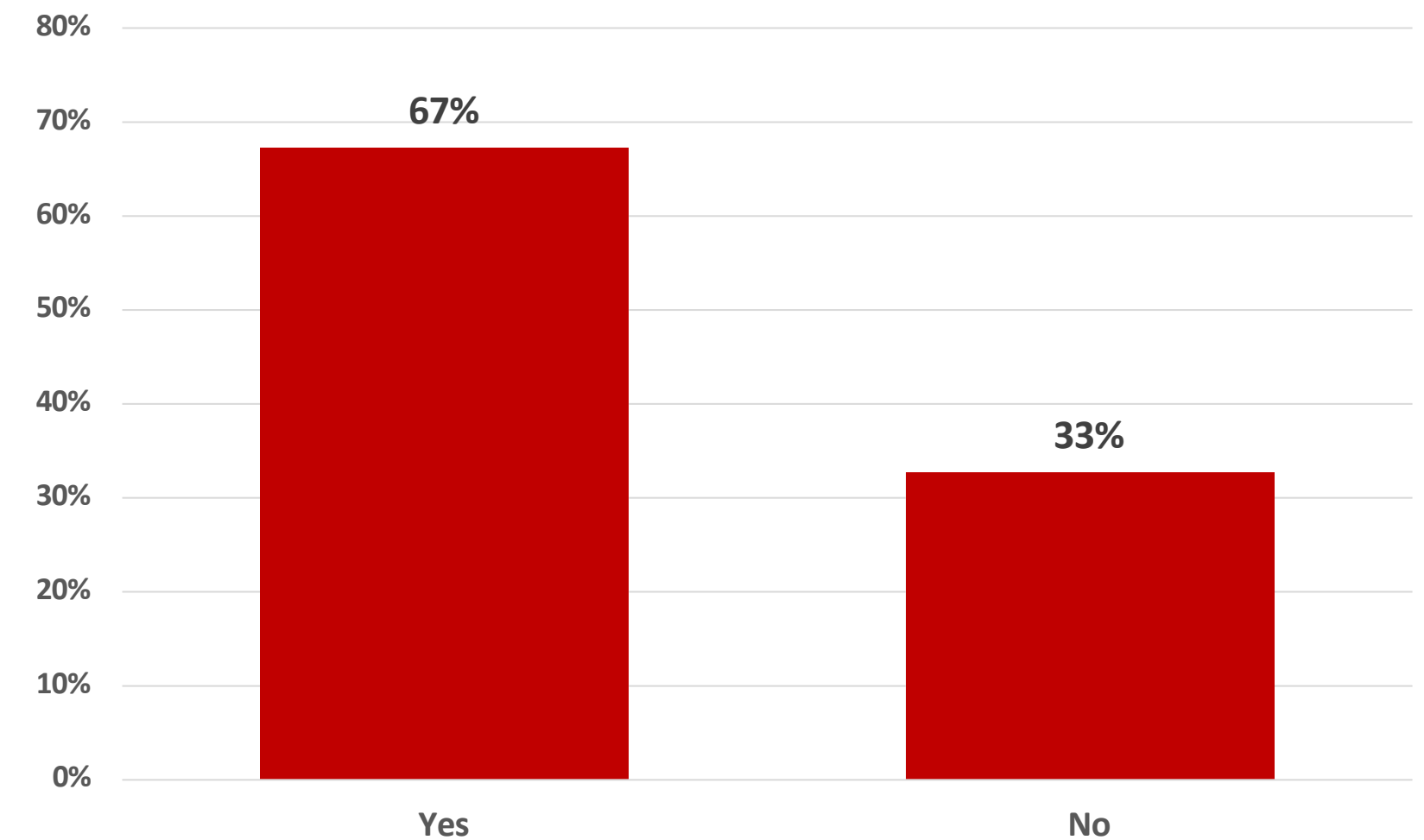
Issue Resolve

- 29% of respondents have contacted customer service in the last three months, and 67% of their issues were resolved.

Have you contacted RTA with a question, concern, or complaint in the last 3 months?



Was your issue resolved?

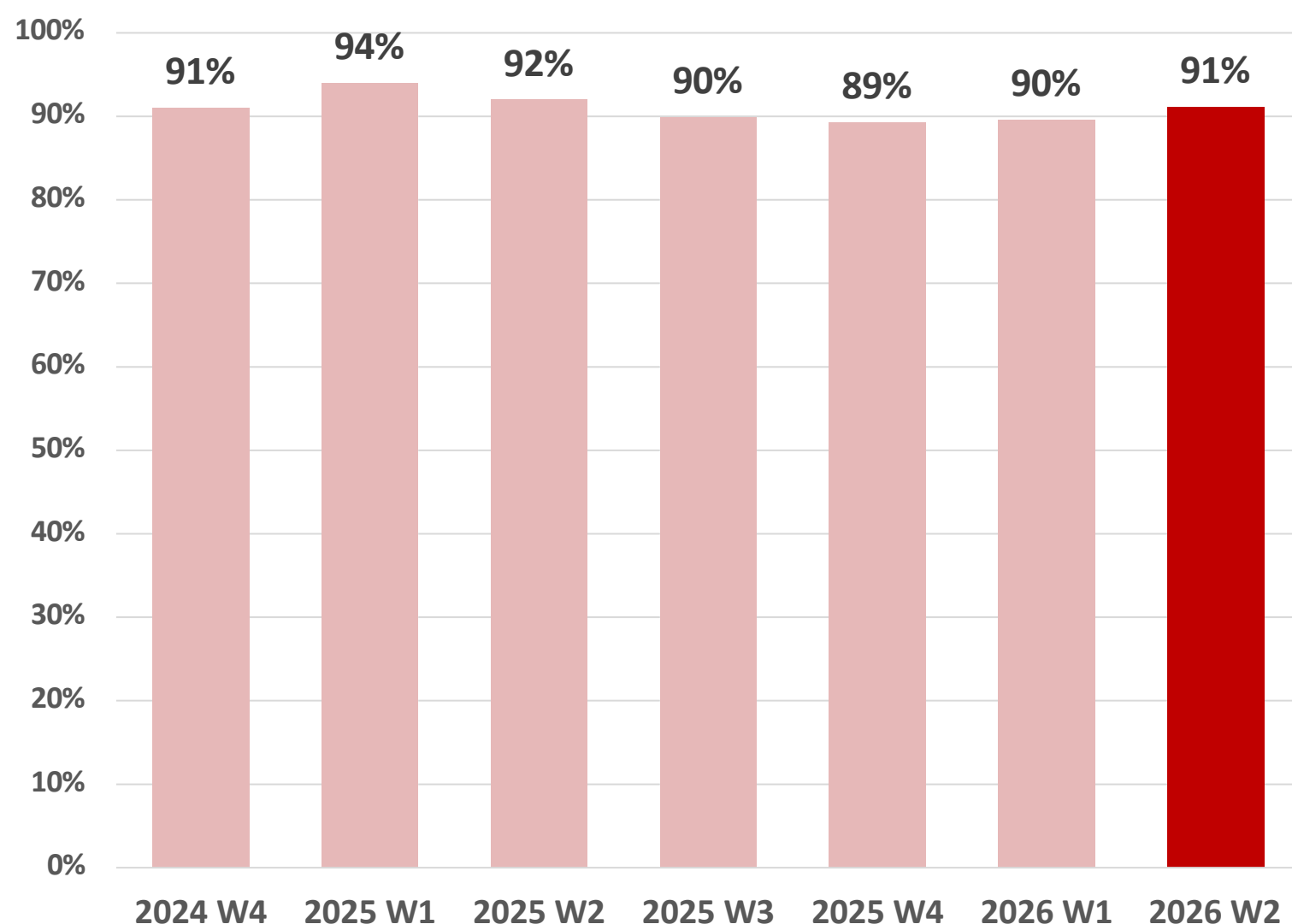




Mobility Devices

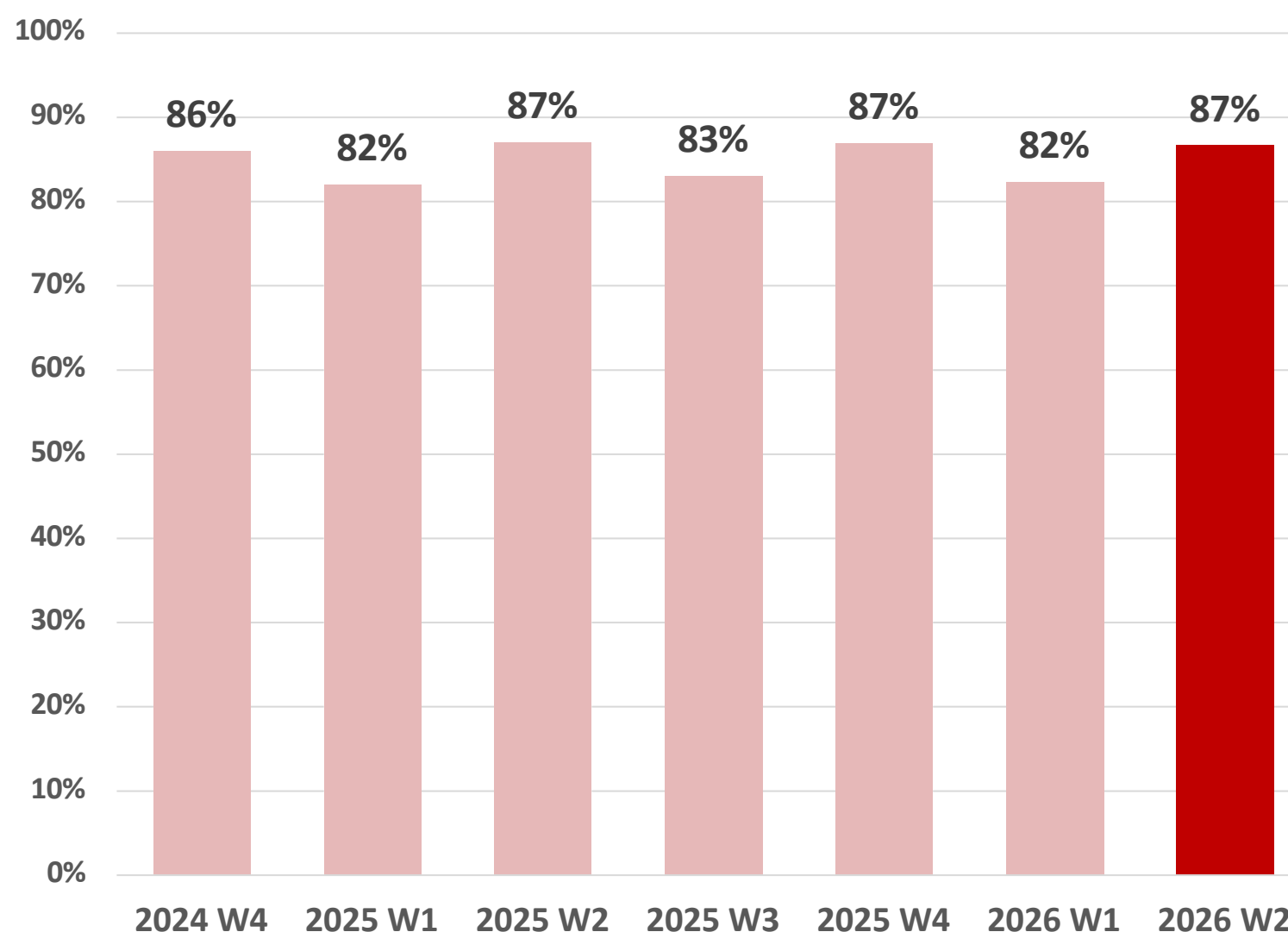
- 91% of respondents say that operators safely secure their mobility device.
- 87% of respondents say that wheelchair lifts are consistently working.

Operator Device Securance



The operators safely secure my wheelchair,
scooter or other mobility device

Wheelchair Lift Functionality



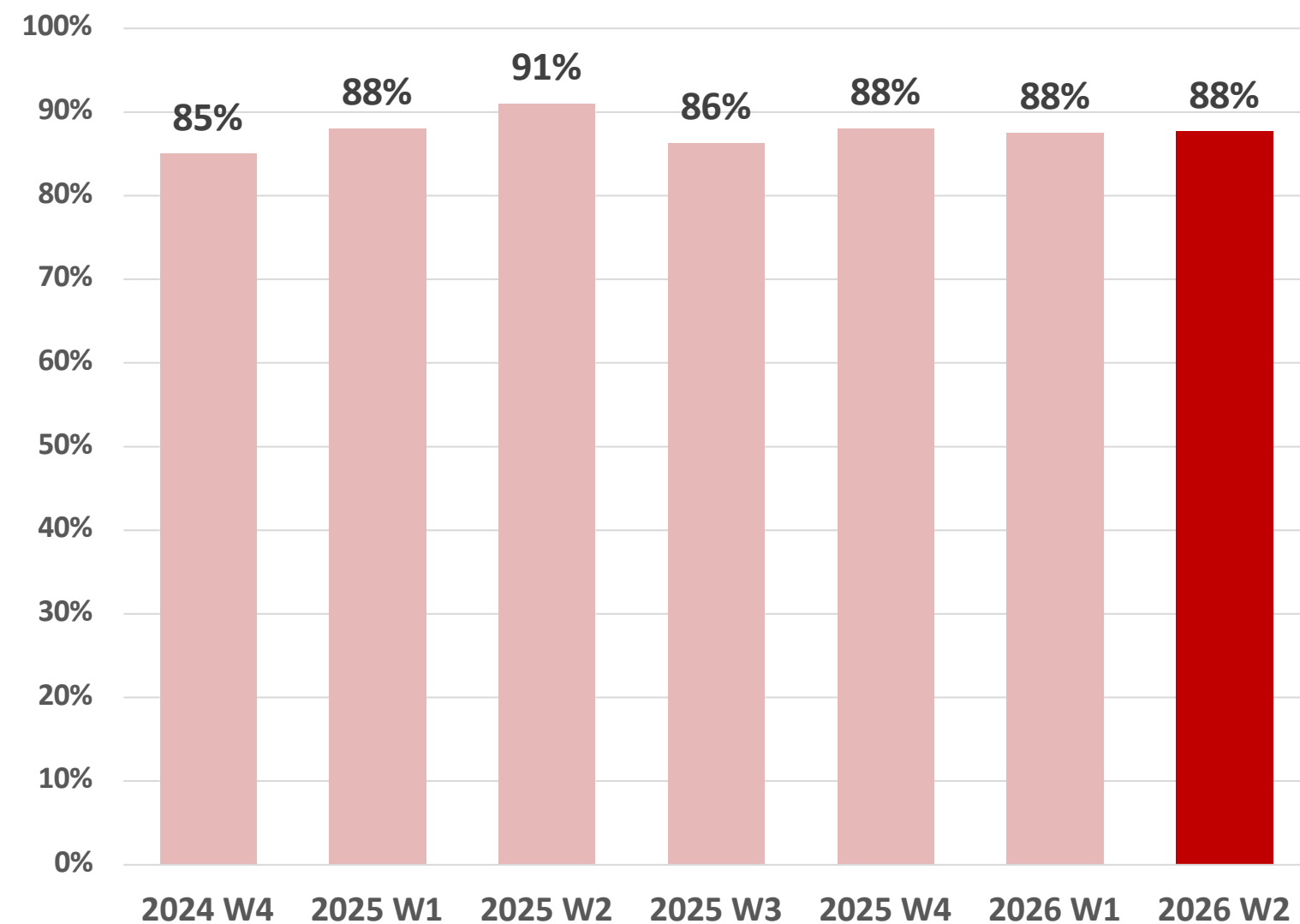
Vehicle wheelchair lifts are consistently in
working order



Vehicle Conditions

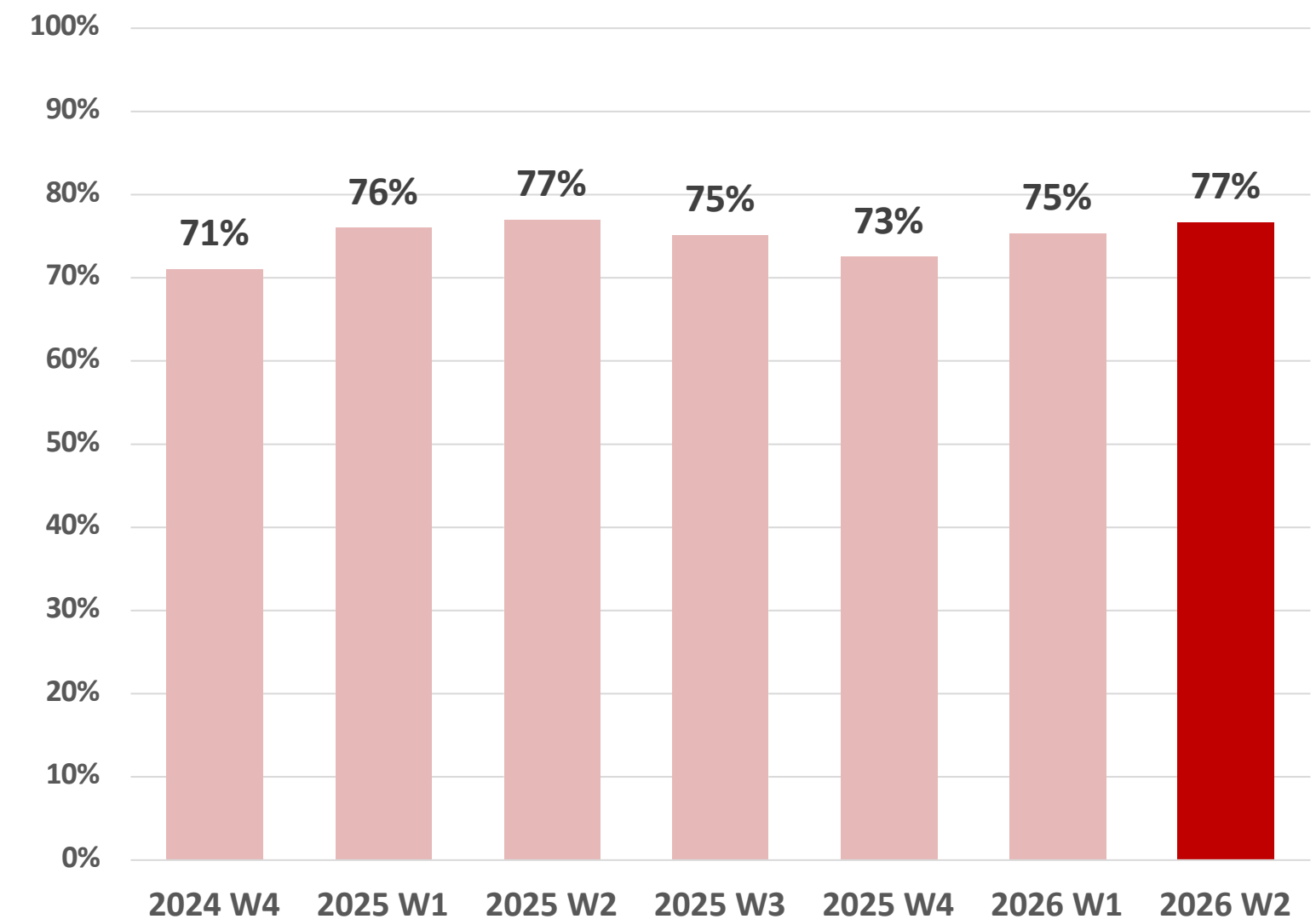
- 88% of respondents say that the vehicles are clean.
- 77% of respondents say that the vehicles are comfortable.

Cleanliness



The vehicles are clean

Comfort



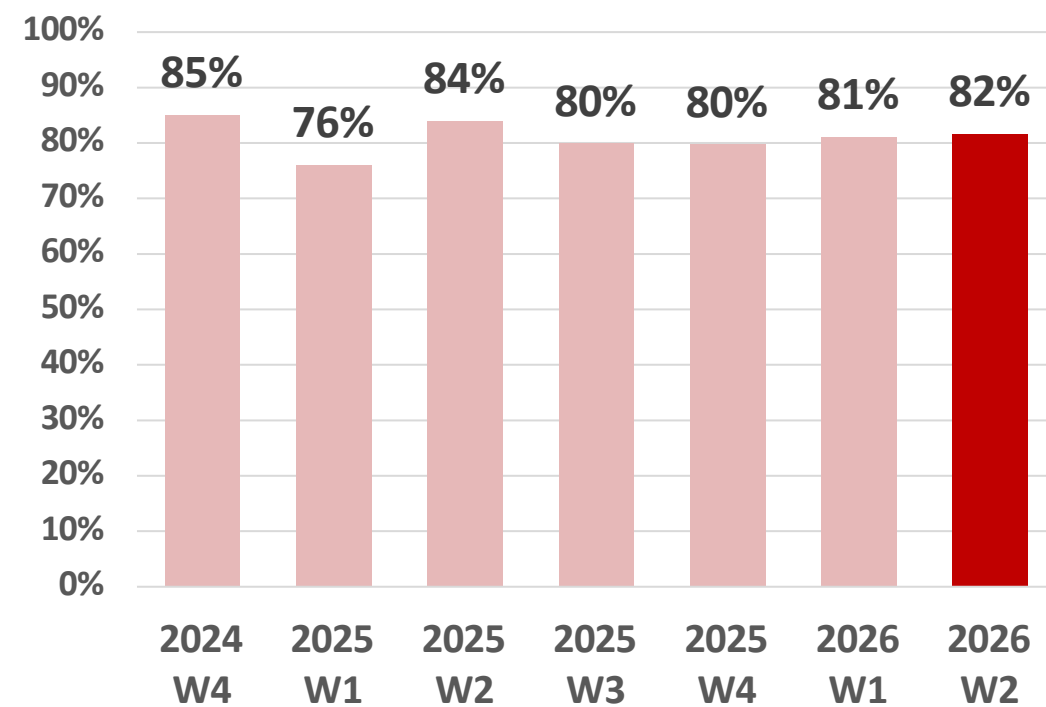
The vehicles are comfortable



Communications Material

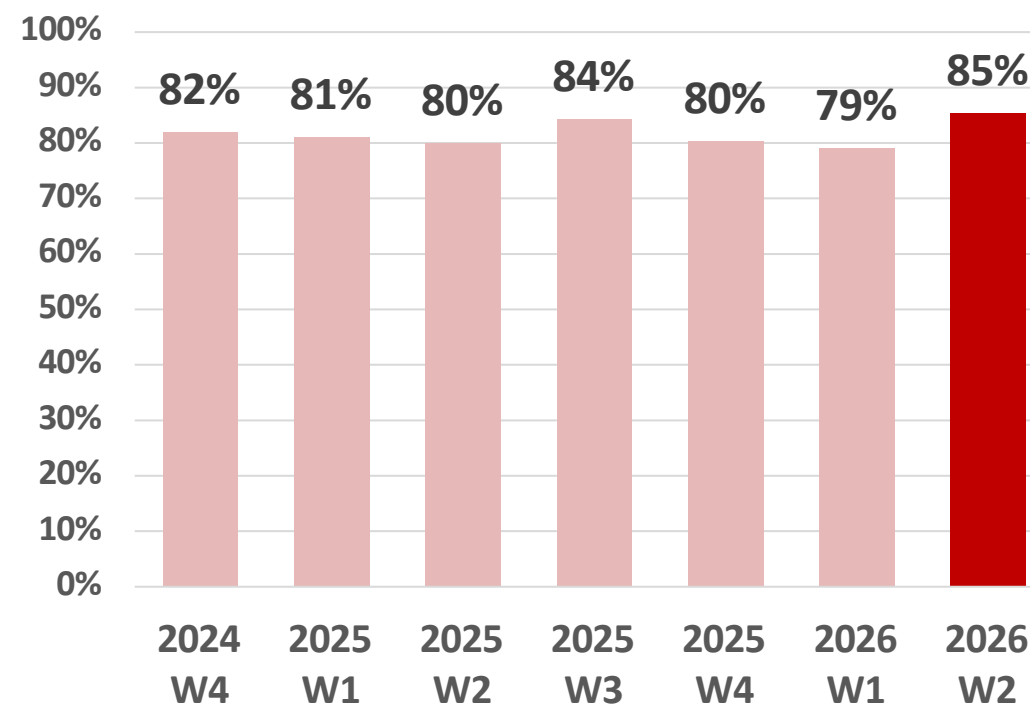
- 85% of respondents understand the available routes and are confident with navigation.
- 85% of respondents are satisfied with the quality of RTA communication materials.

Messages



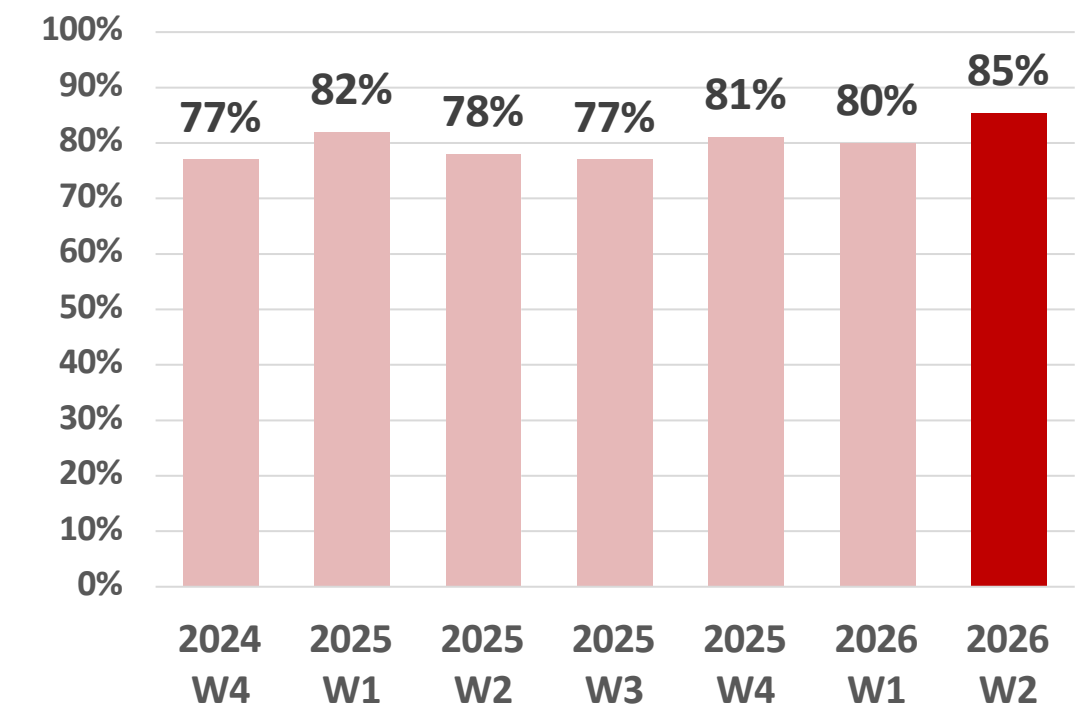
I repeat RTA messages to those I believe would benefit from the information

Navigation



I understand RTA's available routes & I am confident navigating the system

Communications Material

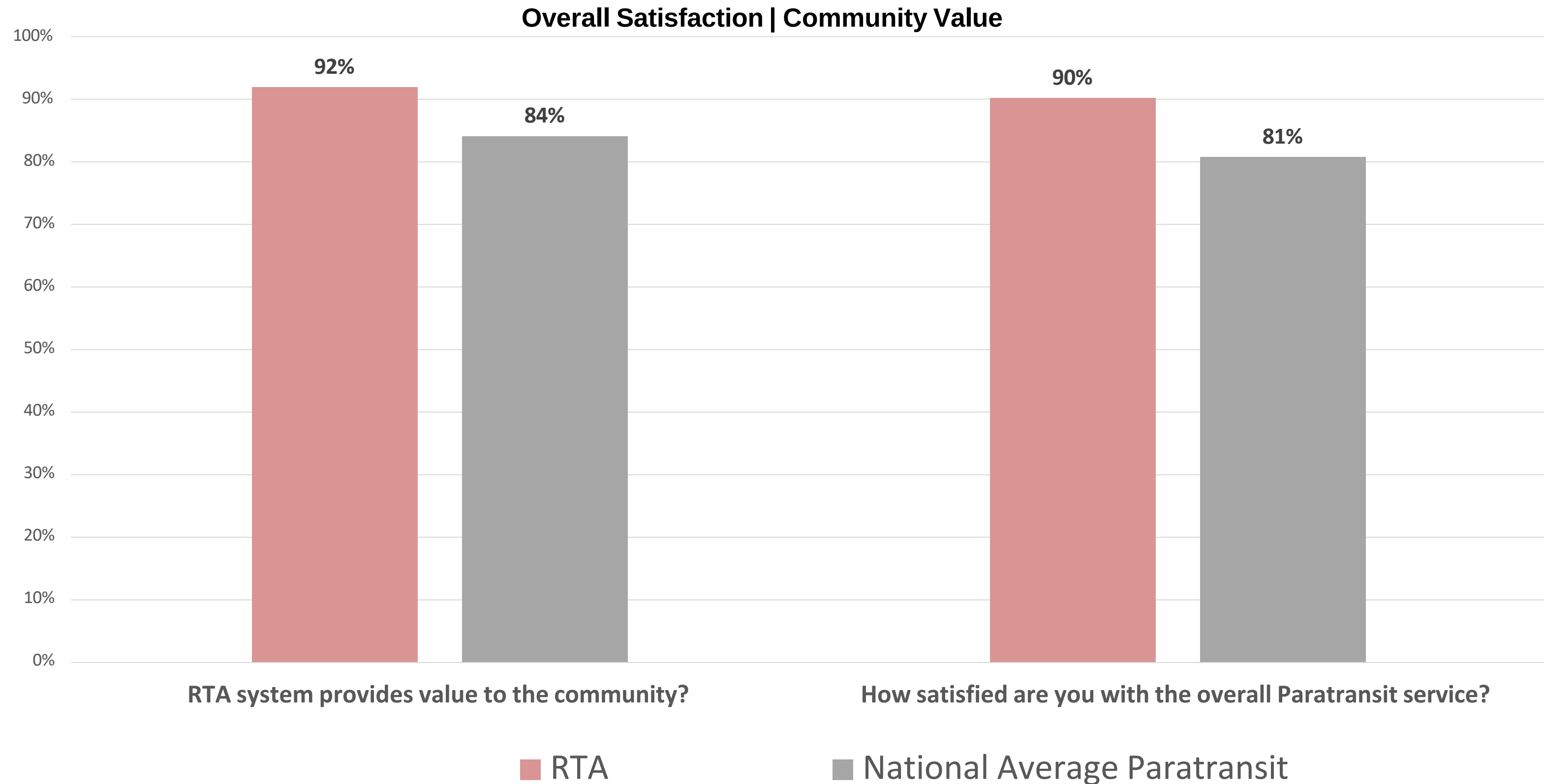


How satisfied are you with the overall quality of RTA communications materials

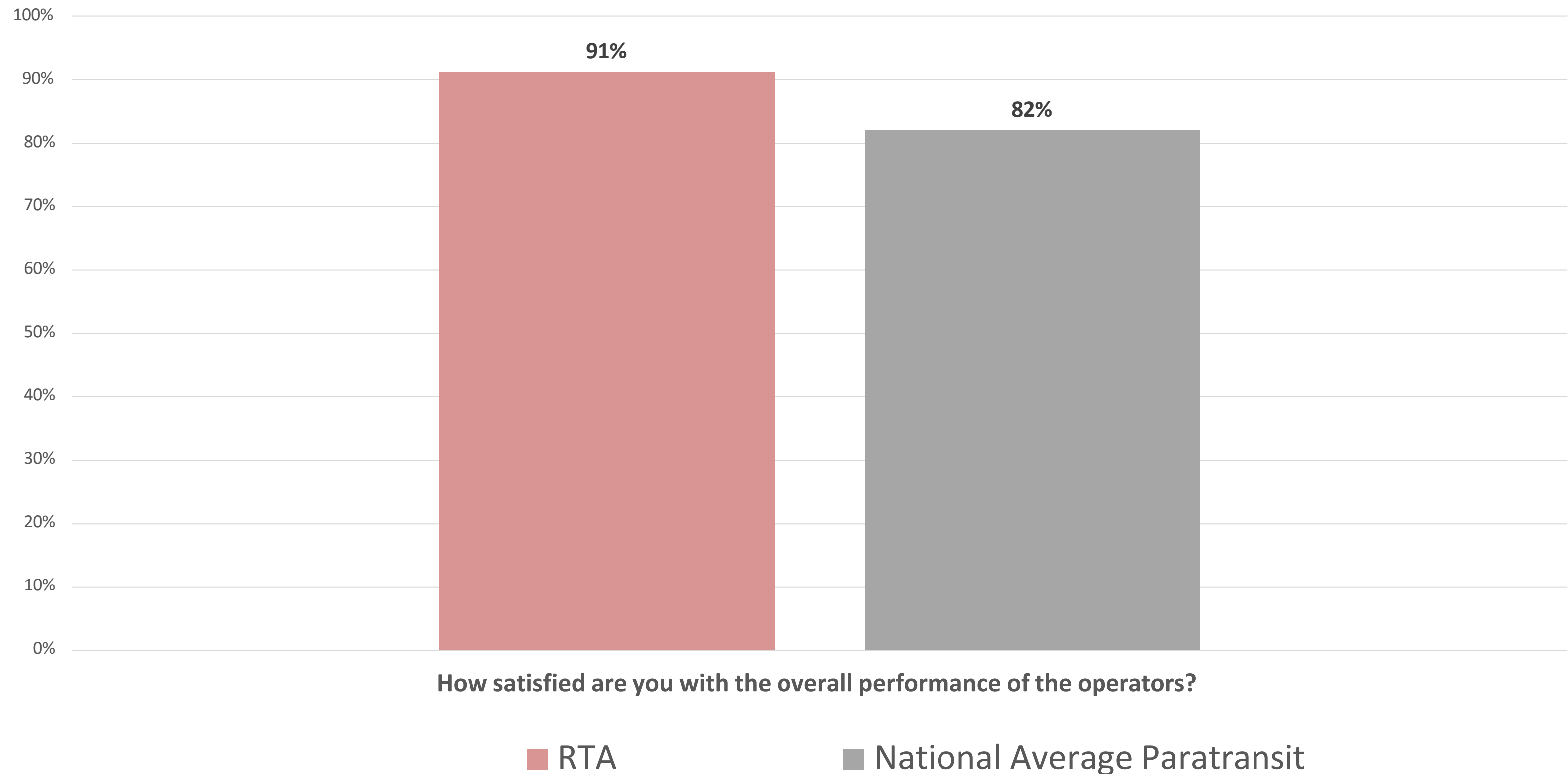
Paratransit Rider Benchmarks



Satisfaction and Community Value



Operator Satisfaction

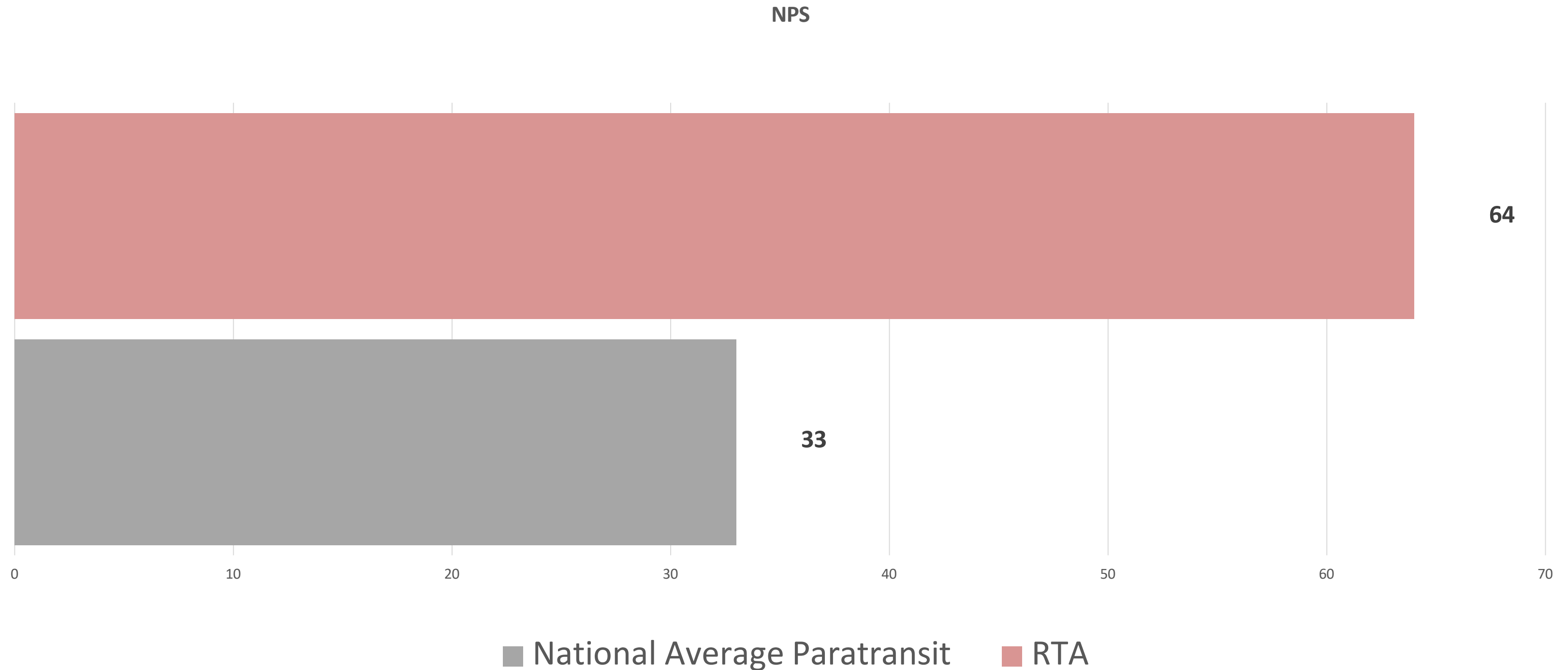




Net Promoter Score (NPS)



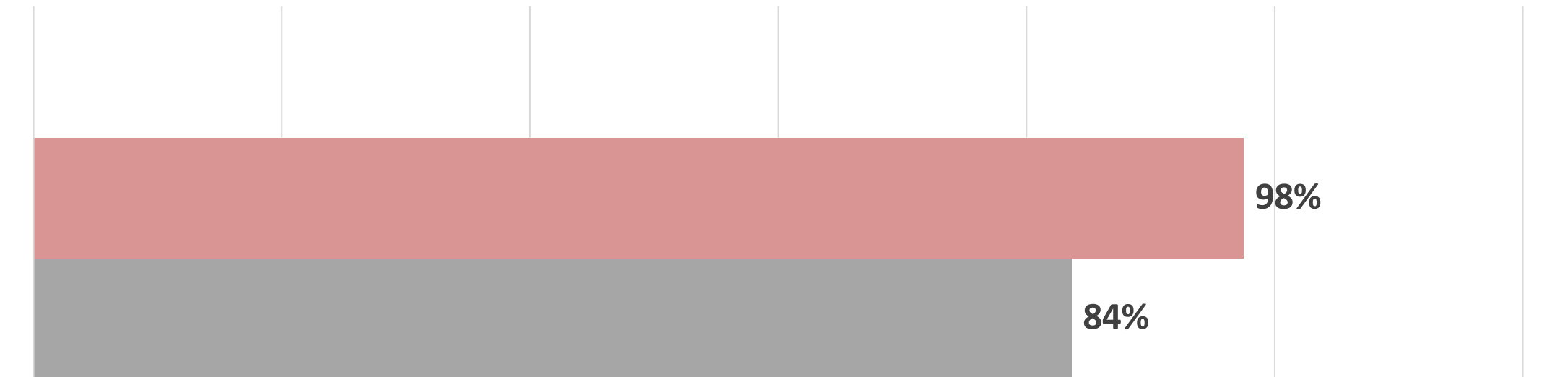
All things considered, how likely would you be to recommend riding RTA Paratransit to a friend or neighbor?



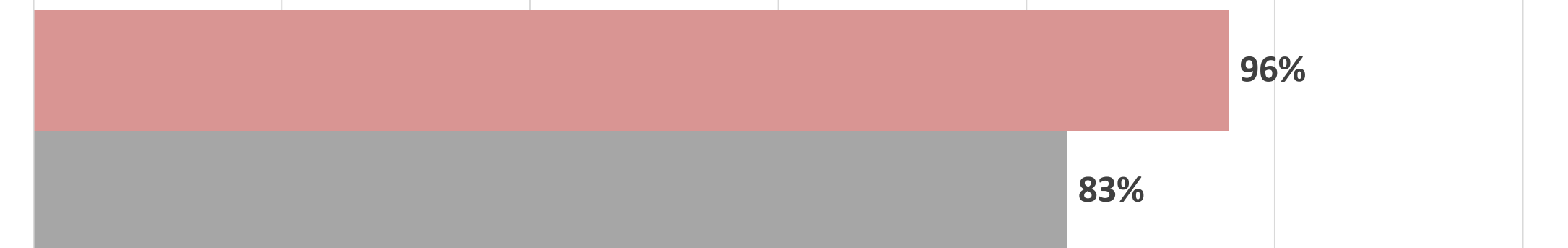


Safety

I feel safe when boarding the vehicle



I feel safe & secure riding

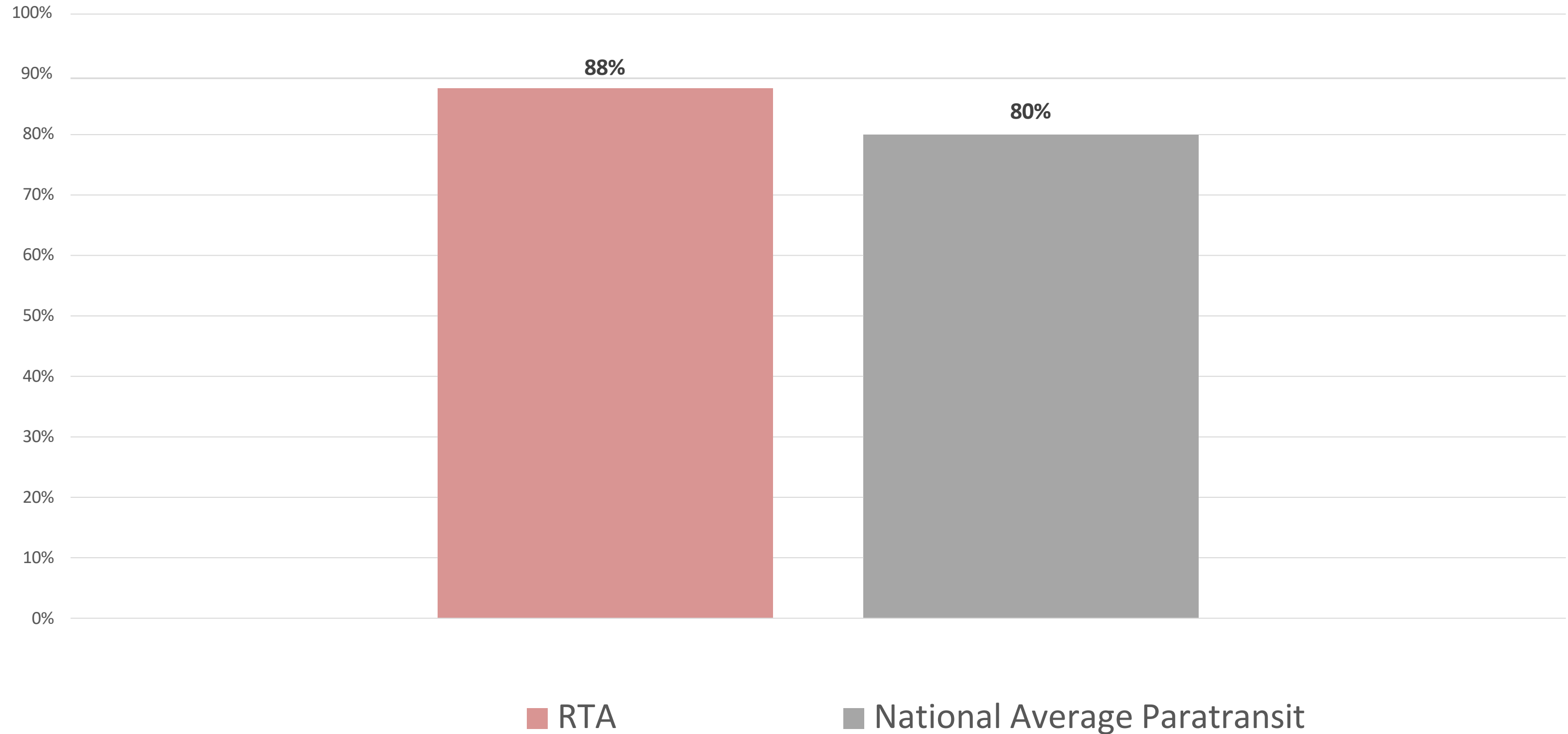


RTA

National Average Paratransit

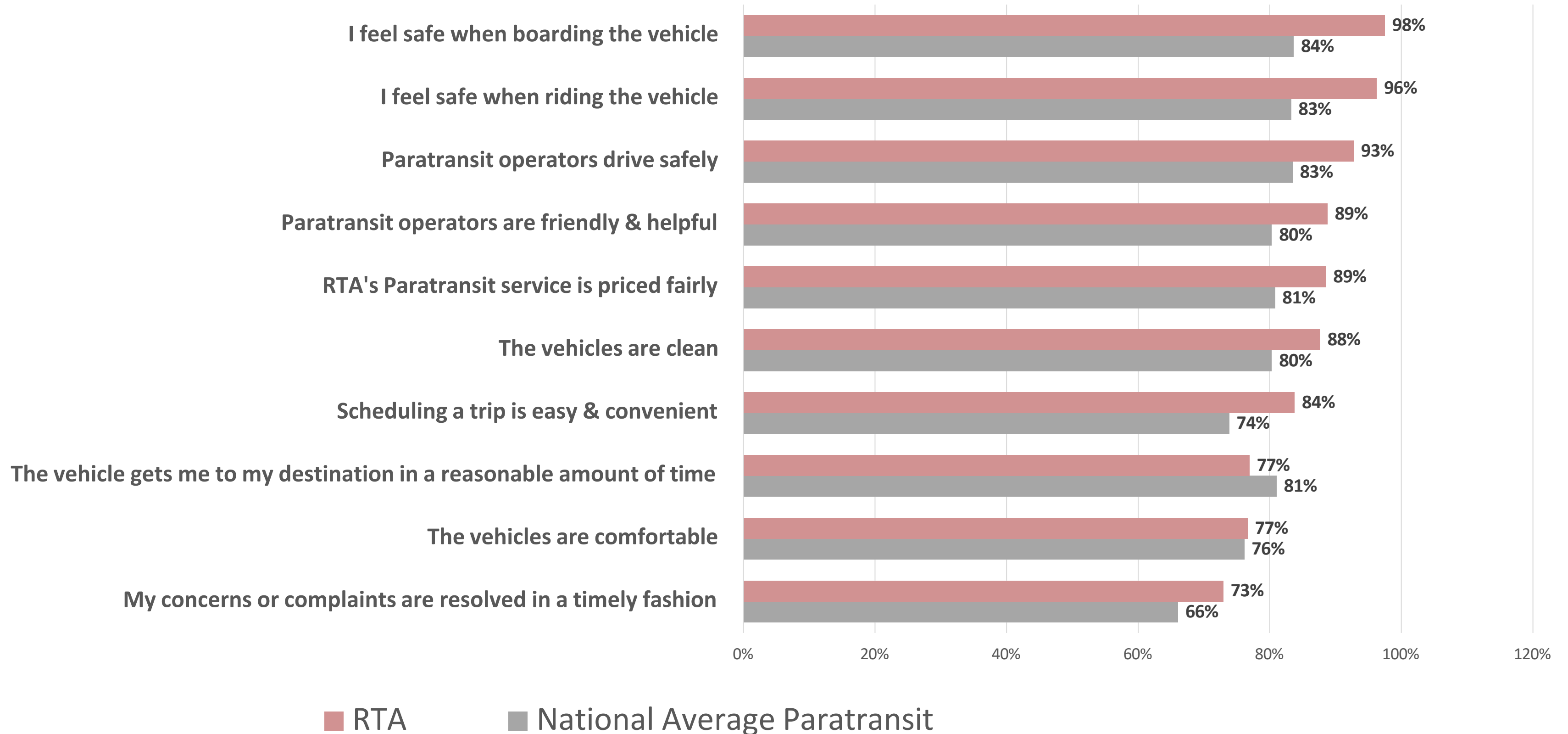
Cleanliness

Cleanliness of Vehicles





Level of Agreement - National Average





Level of Agreement - National Average

