

Committee of the Whole Marketing Update

Steve Bitto

Executive Director – Marketing and
Communications

Customer Satisfaction Program Update

2nd Quarter Research Programs:

- ABBG Annual Survey
- Park-N-Ride Survey

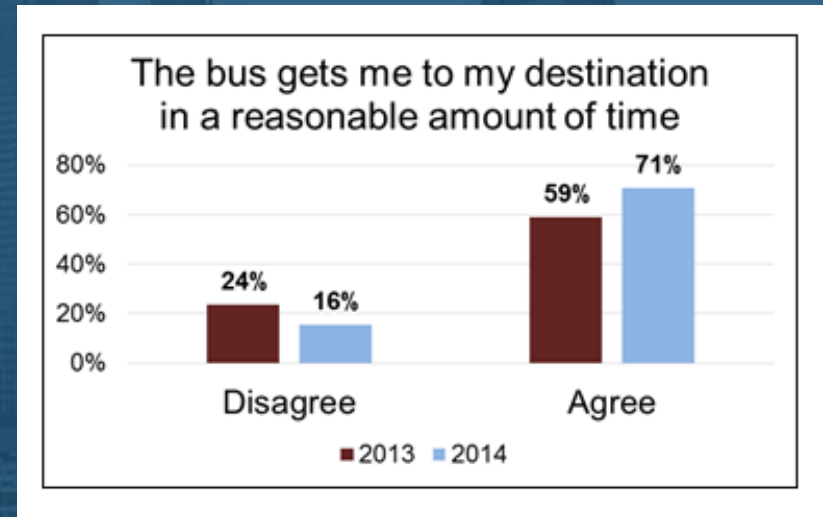
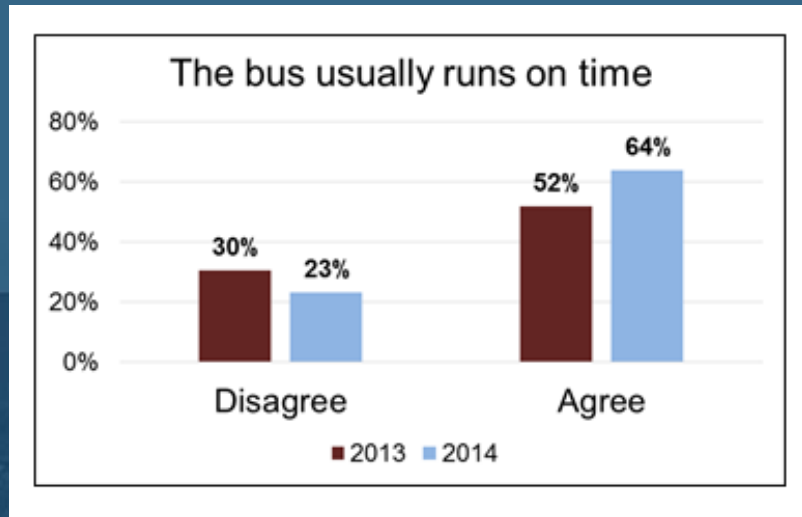
ABBG Customer Satisfaction Survey

Methodology:

- Second year RTA participated in nationwide study
- Survey administered on-line and customer intercept w/tablets
- 644 completed surveys, nearly 3x more than 2013

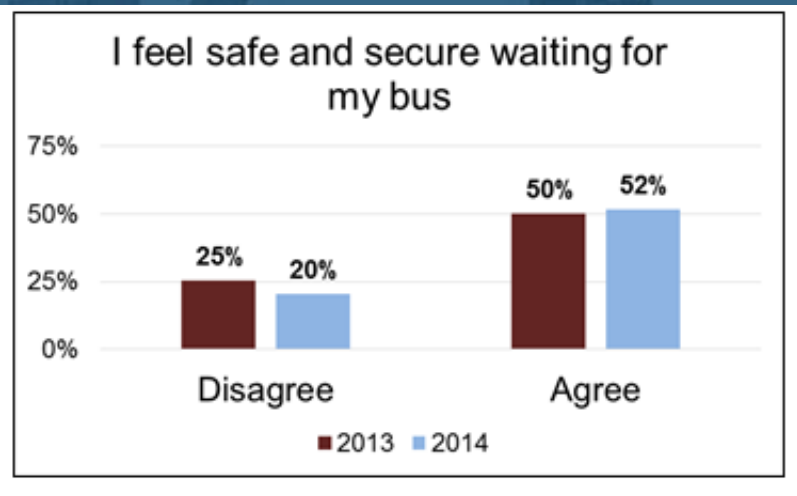
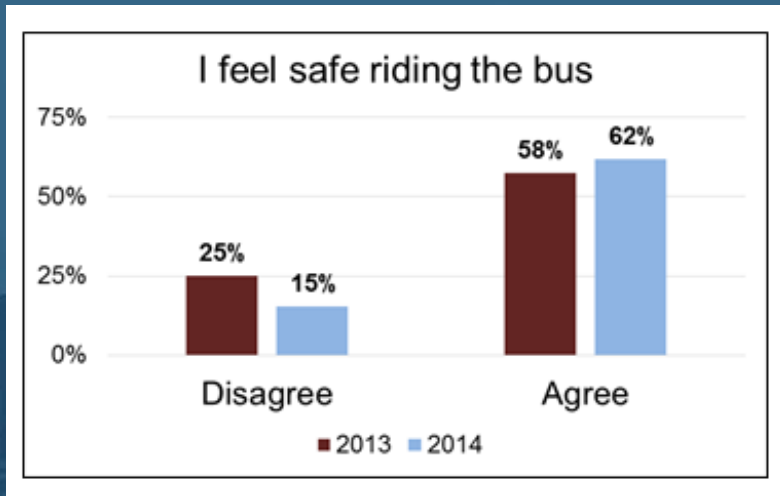
ABBG Customer Satisfaction Survey

On-Time Performance:



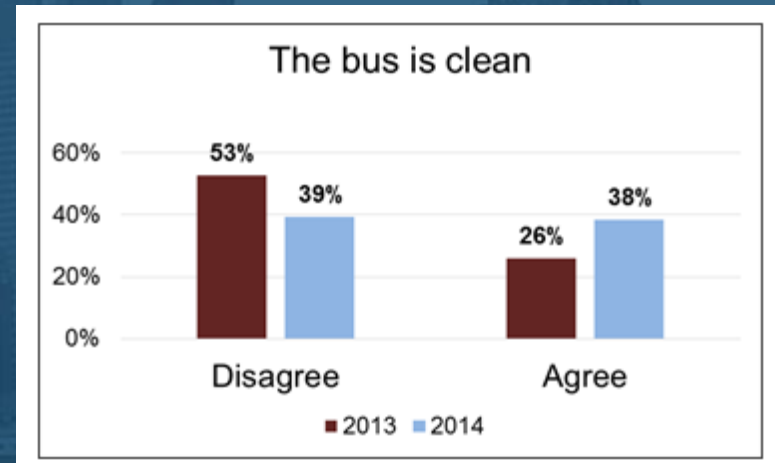
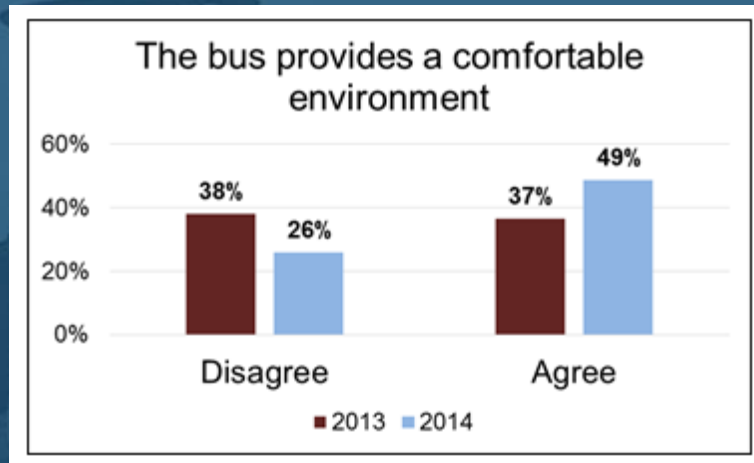
ABBG Customer Satisfaction Survey

Safe:



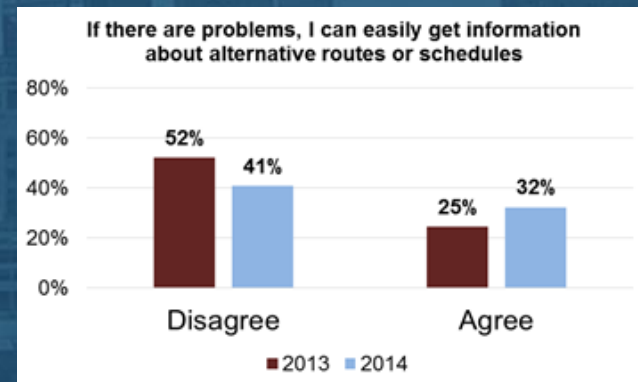
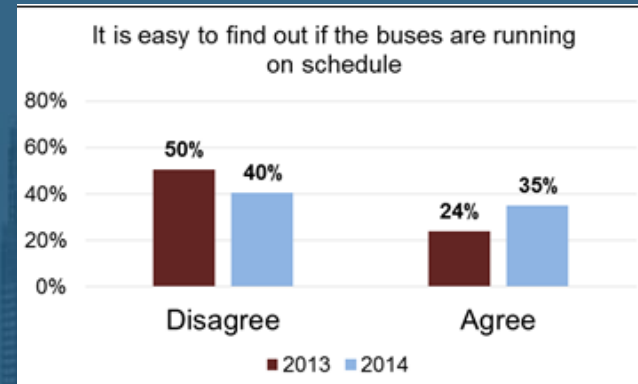
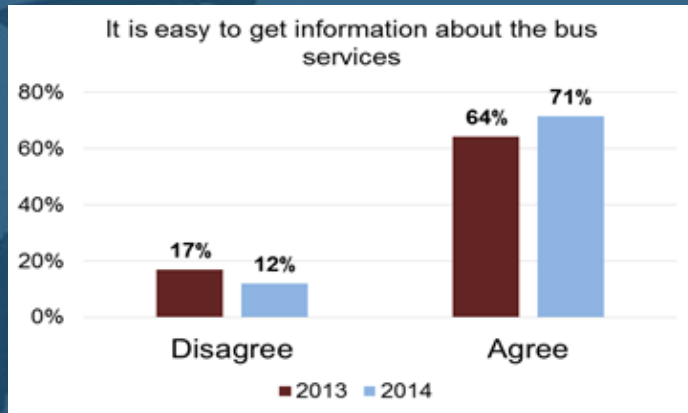
ABBG Customer Satisfaction Survey

Clean:



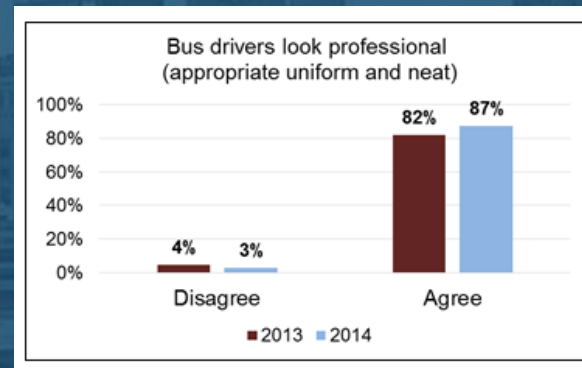
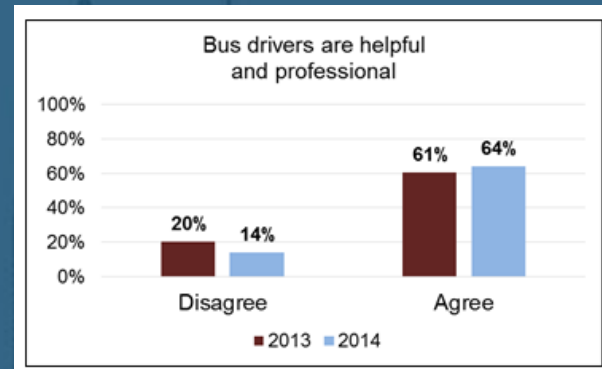
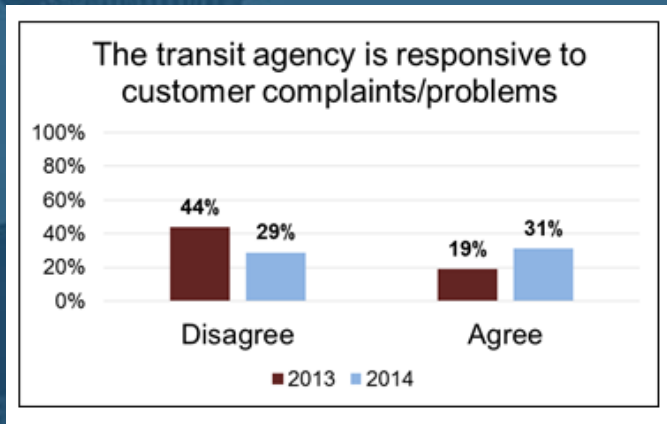
ABBG Customer Satisfaction Survey

Accessible Information:

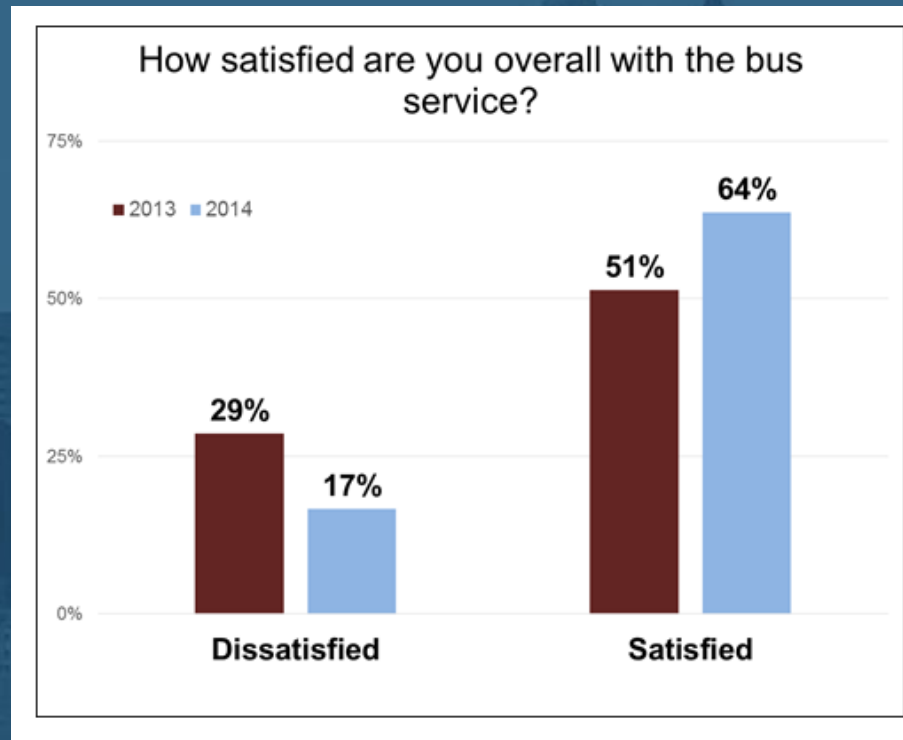


ABBG Customer Satisfaction Survey

Customer Care:



ABBG Customer Satisfaction Study



Park-N-Ride Customer Satisfaction Survey

June 2014

Greater Cleveland Regional Transit Authority



Survey Methodology

40 Question Survey, Customers Intercepted
@ Primary P-N-R Lots

Over two-day period: April 23, 24

Over 700 Surveys Completed:

Euclid: 88

Strongsville: 226

North Olmsted: 210

Westlake: 179

Information Sought

Assessing Customer Perceptions:

- Service Reliability
- Communication
- Safety/Security
- Operator Performance

Information Sought

Additional Information:

- Riding Habits
- Demographics
- Non-Transit Amenities

Typical Customer

- Daily, Work Trip Commuter
- Choice Rider
- Middle-Aged
- Formally Educated
- Affluent
- Happy with Service

Reliability/On-Time Performance

Superior Ratings:

- Leave on Time 94%
- Arrive on Time 94%
- Reasonable Travel Time 97%

Reliability/On-Time Performance

Service According to Schedule:

- Euclid 99%
- Strongsville 95%
- North Olmsted 93%
- Westlake 90%

Reliability/Travel Time

Reasonable Travel Time:

- Euclid 99%
- Strongsville 98%
- North Olmsted 98%
- Westlake 91%

Safety/Security

Superior Ratings:

- Safe while waiting for the Bus 98%
- Safe while riding the Bus 99%
- Secure with leaving Car at lot 90%

Operators/Cleanliness

Superior Ratings:

- Operators – Professionalism 95%
- Operators – Helpful/Personable 93%
- Clean Vehicle Interiors 95%
- Clean Parking Lot 97%

Communications/Complaints

Major Areas of Concern:

- Accessible service info: 84%
- Accessible real-time info: 38%
- Accessible info re: interruptions: 23%
- Responsive to complaints: 60%

Communications

Info sources – Service delays:

- RideRTA.com 54%
- RTAanswerline 13%
- Social media 9%
- Other 25%

Communications – Corrective Actions

- Attract more P-N-R riders to RTA Facebook and Twitter accounts
- Launch and support P-N-R Commuter Alert service
- Coordinate cross-functional team to develop long-term solution to provide real-time P-N-R info to customers
- Follow-up survey to “drill” deeper into complaints and communications

Overall Satisfaction

- Euclid: 99%
- Strongsville: 98%
- Westlake: 98%
- North Olmsted: 97%

Non-Transit Customer Amenities

Customer Interest Level:

- Mobile car wash service 54%
- On-Line grocery service 35%
- Valet, dry clean service 28%



“Inner Thoughts” 2014 RTA Media Campaign

Greater Cleveland Regional Transit Authority



Inner Thoughts – Media Campaign

Multi Media Campaign

Television

Radio

Digital

5-Week Media Buy

Local Programming and Cable

Target Audience – Young Adults “Millennials”



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