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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: MARTHA WELBORNE, FAIA *MW*
CHIEF PLANNING OFFICER

**SUBJECT: RESULTS FOR METRO'S SEMIANNUAL ONBOARD
CUSTOMER SATISFACTION SURVEY**

ISSUE

For more than a decade, Metro's Research & Development team has been gathering and analyzing data on Metro bus/rail users. Metro's Board of Directors implemented the semiannual customer satisfaction survey to help inform transit planners, community relations officers, and division managers of overall customer satisfaction, on-time performance, cleanliness, and safety. The survey also tracks demographic shifts in Metro ridership for FTA compliance.

RESULTS

In the past year, car ownership amongst Metro bus and rail riders dropped dramatically (down 12% for bus and 9% for rail), while riders below the poverty line decreased slightly. This coincides with a nationwide modal shift of city dwellers choosing to forgo the added costs, parking burdens, and risks of owning an automobile.^{1 2 3 4} In past years, a decrease in car ownership would increase the total travel time of Metro riders, indicating riders did not have a choice in travel options. The opposite appears to be the case this year, as rider's travel time to the bus stop/rail station actually dropped over the past year.

These low car ownership numbers and reduced travel times are coupled with increases in active transportation use. More Metro bus riders biked and skateboarded to their stop than ever before. As for Metro Rail, there was an increase in every active transportation category, with more riders walking, biking, and skateboarding to their station than in any previous year. Twenty-nine percent of bus riders used the bus bicycle racks at least some of the time. Similar to the numbers for buses, 29% of rail

riders bring their bike on the train for some of their trips (with 10% of riders frequently bringing their bike aboard Metro rail).

There is nothing Metro values more than the safety and satisfaction of its riders. Overall, 88% of Metro riders are satisfied with Metro Service. In terms of safety, 85% of Metro riders feel safe waiting at a bus stop or train station and 88% feel safe while riding their bus/train.

Metro has also recently undertaken an effort to comprehensively combat all forms of sexual harassment aboard public transit. Sexual harassment in public spaces is not just a Los Angeles problem, or a Metro problem, it is a global problem that transcends all cultures and geographies. Following best practices for surveying sexual harassment prevalence, Metro's system-wide onboard survey (sample size 19,793) is between 10-20 times larger, in terms of number of riders surveyed, than any other transit agency in the world has ever conducted on sexual harassment.

This robust research is partnered with a visible public service campaign throughout the system. After collaboration with the local organization, Peace Over Violence, Metro implemented a campaign comprised of print advertisements on Metro buses and rail vehicles that define sexual harassment as "unwanted touching, comments and gestures." The campaign clearly states "It's Off Limits" (in Spanish "No Se Tolerara') and "If you experience it or see it – report it. Call 1.888.950-SAFE." The "It's Off Limits" campaign is designed to change behavior and encourage victims and witnesses to report incidents of sexual harassment, something statistics indicate they were reluctant to do in the past. Also, Metro wants potential harassers to know that riders are empowered to report and the Los Angeles County Sheriff's Department will arrest and prosecute violators.

The data shows a 3% drop in riders who have personally experienced any type of sexual harassment within the last six months, putting the rate at 19% system-wide (note: this survey would have only captured a couple months of the "It's Off Limits" campaign period). Of the 19% of customers who say they have personally experienced sexual harassment, the vast majority reported that it was non-physical harassment. In total, 15% of respondents reported that they had personally experienced unwanted sexual comments, gestures, etc. The physical forms of sexual harassment affected a smaller percentage of riders, with 8% reporting that they had personally experienced indecent exposure, and 7% reported they had personally experienced unwanted touching, groping, etc.

NEXT STEPS

It is important to put these numbers into context. Studies from around the world consistently show that major US cities have lower rates of sexual harassment than other regions of the world.^{5 6 7 8} A major Thomson Reuters Foundation study found that of any nation's capital city/most populous city, New York City had the safest public transportation for women worldwide.⁹ Despite this, the most extensive study of New

York City transit found that 63% of riders have been sexually harassed in the subway system, more than three times the percentage of those on LACMTA's bus or rail system.¹⁰ Nevertheless, Metro will continue to aggressively address this issue.

Metro Research & Development's onboard survey, which was first conducted in 2002, remains a vital tool for tracking shifts in riders' demographics, as well as perceptions of safety, satisfaction, and performance. We will continue to utilize this tool in the future to better serve LA County and our riders, as well as ensure FTA compliance.

ATTACHMENTS

2015 Metro System-wide Customer Satisfaction Survey Results (May 4-June 16, 2015)

1. <http://www.nytimes.com/2013/06/30/sunday-review/the-end-of-car-culture.html? r=2>
2. <https://stories.californiasunday.com/2015-03-01/la-future/>
3. <http://la.curbed.com/archives/2015/06/los-angeles-residents-just-keep-driving-less-and-less.php>
4. <http://www.chicagobusiness.com/article/20120728/ISSUE03/307289990/the-young-and-the-carless>
5. <http://www.stopstreetharassment.org/wp-content/uploads/2011/04/harassment-and-perceptions-of-safety-among-women.pdf>
6. http://www.koreatimes.co.kr/www/news/nation/2010/12/113_77625.html
7. <http://www.theguardian.com/world/2004/nov/24/japan>
8. <http://www.stopstreetharassment.org/resources/statistics/statistics-academic-studies/#thirteen>
9. <http://www.trust.org/spotlight/most-dangerous-transport-systems-for-women/?tab=results>
10. http://www.nytimes.com/packages/pdf/nyregion/city-room/20070726_hiddeninplainsight.pdf

Spring 2015: Metro SYSTEM-WIDE Customer Satisfaction Survey Results (May 4-June 16, 2015)

	Agree	Disagree	Mean	Trend
1. Generally speaking, I am satisfied with Metro Rail/bus service	41% 46% (88%)	8% 4% (12%)	1.76	↑ 2% from 2014
2. THIS train/bus is generally on time	37% 45% (82%)	13% 5% (18%)	1.87	↑ 3% from 2014
3. I feel safe while waiting for THIS bus/train	39% 47% (85%)	10% 4% (15%)	1.81	N/A
4. I feel safe while riding THIS bus/train	42% 46% (88%)	9% 4% (12%)	1.75	N/A
5. THIS bus/train is generally clean	34% 46% (80%)	14% 6% (20%)	1.91	Same as 2014
6. THIS stop/station is generally clean	31% 45% (75%)	18% 7% (25%)	2.01	↑ 3% from 2014
7. Which type of fare did you use for THIS trip?				
30-Day Pass: 27% 7-Day Pass: 14% Day Pass: 10% TAP Stored Value: 17% Cash: 20% Token: 3% Metro Transfer: 2%				
EZ Transit Pass: 2% Inter-Agency Transfer: <1% Metrolink Transfer: 1% OCTA Transfer: <1% Other: 4%				
8. Are you aware of Metro's low-income "Rider Relief" coupon program? Yes: 30% No: 70%				
9. Did you receive a discount on your fare? Yes: 30% No: 70%				
9a. If yes, what type of discounted fare did you receive (check all that apply)?				
Student (K-12): 26% Student (College/Vocational): 20% Rider Relief (Low-Income Coupon): 8% Senior/Disabled/Medicare: 36% DK/No Response: 10%				
10. Do you own a: Cell Phone: 52% ↑7% Smart Phone: 41% ↓3% I don't own a Cell Phone or a Smart Phone: 8% ↓2%				
11. How often do you use mobile applications (on your phone or tablet) such as "Go Metro", "511", & "Google Maps" to get traffic information?				
Very Often: 42% Occasionally: 23% Rarely: 14% Never: 23% (Total Use: 79%)				
12. How often do you use bike racks on Metro Buses?/Bring your bike on Metro Rail?				
Very Often: 9% Occasionally: 9% Rarely: 11% Never: 71% (Total Use: 29%)				
13. Do you have a car available to make THIS trip? Yes: 22% No: 78% ↓ 9% from 2014				
14. How did you get to the first bus or train of this trip?				
Walked: 79% Dropped Off: 9% Drove: 5% Biked: 3% Skated: 2% Other: 3%				
15. How many minutes did it take you to get to the first bus or train of this one-way trip?				
mean: 10.84 minutes median: 10 minutes 10 min or less: 71% 5 min or less: 40%				
15a. How many minutes did you wait for that first bus or train?				
mean: 9.21 minutes median: 6 minutes 10 min or less: 78% 5 min or less: 48%				
16. In the past six months, while riding Metro, have you personally experienced any of the following types of sexual harassment?				
Any form of sexual harassment: Yes: 19% No: 81% ↓3% From 2014				
16a. Non-Physical (comments, gestures, etc.): Yes: 15% No: 85%				
16b. Physical (unwanted touching, groping, fondling, etc.): Yes: 7% No: 93%				
16c. Indecent Exposure (exposure of private parts): Yes: 8% No: 92%				
17. Your household's total annual earnings: Median income: \$15,918 Mean Income: \$25,747				
17a. mean people per household: 3.31				
Under \$5,000: 29% \$5,000-\$9,999: 9% \$10,000-\$14,999: 9% \$15,000-\$19,999: 16% \$20,000-\$24,999: 8%				
\$25,000-\$34,999: 6% \$35,000-\$49,999: 9% \$50,000-\$99,999: 9% \$100,000 or more: 5%				
18. How many days a week do you usually ride Metro?				
First Time: 2% ↑1% <1 Day: 4% ↑1% 1-2 Days: 7% same 3-4 Days: 19% ↓3% 5+ Days: 68% ↑1%				
19. How many years have you been riding Metro?				
Less than one: 11% same 1-2 Years: 17% ↑1% 3-4 Years: 16% ↑2% 5+ Years: 57% ↓2%				
20. You are: Latino: 61% same Black: 18% same White: 9% same				
Asian/Pac. Is.: 8% ↑1% Amer. Indian: 1% same Other: 4% ↓1%				
21. You are: Male: 49% ↑1% Female: 51% ↓1%				
22. What is your age? Younger than 18: 11% 18-24: 20% 25-34: 20%				
35-49: 24% 50-64: 19% 65 or more: 6%				

Total Number of Surveys: 19,793

Total Number of English Language Surveys: 14,861 (75%) ↑6%

Total Number of Spanish Language Surveys: 4,932 (25%) ↓6%

*The survey was distributed online via language cards in the following languages: Chinese (Mandarin), Russian, Armenian, Japanese, Vietnamese, Tagalog, Cambodian, Korean and Thai

Percent of riders below poverty Level: 59% ↓4% from 2014

***Decimal rounding may cause %'s to not add up to 100% or combined strongly agree/agree or combined strongly disagree/disagree to differ slightly.