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MAY 12, 2016

TO: BOARD OF DIRECTORS

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

FROM: THERESE W. MCMILLAN, *TW*
CHIEF PLANNING OFFICER

SUBJECT: LATEST ON-BOARD CUSTOMER SATISFACTION SURVEY
INDICATES SAFE SYSTEM

ISSUE

This report presents the results of the latest Metro On-Board Customer Satisfaction Survey (Customer Satisfaction Survey). For more than a decade, Metro's Research & Development team has been gathering and analyzing data on Metro bus and rail users. We continually strive to increase our data collection and reflect the community of which we are a part.

ANALYSIS

The Customer Satisfaction Survey contains a regular battery of questions designed to obtain passenger perceptions of Metro transit performance such as personal safety,, operator courtesy, on-time performance, overall cleanliness, and delivery of Metro information. It also contains demographic information used by several departments as required by federal law and for internal analysis.

Currently the survey is fielded twice each year on bus and rail lines making up 97% of the average weekday boardings on the Metro system. A total of 15,000 completed surveys were returned for this survey effort.

The Results

High levels of satisfaction with bus and rail service, a general sense of safety and declining rates of sexual harassment are highlighted in the semi-annual Customer

Satisfaction Survey announced today by the Los Angeles County Metropolitan Transportation Authority (Metro).

Metro queried 15,000 customers in March 2016 and found that 88% of respondents indicated they were satisfied or very satisfied with Metro service, 85% said they feel safe waiting for transit and 88% reported a feeling of safety while riding on Metro. For the second straight reporting period, the survey measured a reduction in the rate of unwanted sexual comments, touching and exposure, declining from 19% to 18 percent.

In 2014, the survey found that 22% of passengers reported unwanted sexual contact while riding on Metro, including but not limited to comments, touching and exposure. The agency launched an anti-sexual harassment campaign called "It's Off Limits" in partnership with the Los Angeles County Sheriff's Department (LASD) and the community advocacy organization Peace Over Violence. Since launching "It's Off Limits" in April 2015, the rate of unwanted comments, touching and exposure has declined 4 percent. The survey has an error rate of ± 2 percent.

Bus Results

Questions such as bus on time performance, safety while waiting for bus, vehicle cleanliness, and rider tenure (percent of customers riding 5 or more years) have all increased significantly over the last 14 years.

Almost all of the core questions such as overall satisfaction, safety while on bus, bus stop cleanliness, and rider frequency have remained high or slightly increased in that time.

Cell phone ownership continues to increase dramatically from 68% in 2009 to 91% in 2016, with 41% of all bus riders owning a smartphone.

Rail Results

Although the rail results are not as strong as the bus results, the satisfaction rate for most questions remains very high.

Questions such as overall satisfaction 89%, station safety 83%, on time performance 85%, station cleanliness 82%, and rider tenure (48% have ridden for 5 or more years) all have remained high.

As with bus riders, train riders increasingly own cell phones, from 55% in 2009 to 95% in 2016, with 53% of rail riders owning a smartphone.

NEXT STEPS

Metro Research is committed to continue to monitor the customer experience through our research program which includes the semi-annual Customer Satisfaction Survey.