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**FEBRUARY 18, 2015**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY** *ATL*  
**CHIEF EXECUTIVE OFFICER**

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

**SUBJECT: ANALYSIS OF LATEST ON-BOARD CUSTOMER SATISFACTION  
SURVEY RESULTS INCLUDING SEXUAL HARASSMENT RESPONSES**

### **ISSUE**

This report presents the Metro On-Board Customer Satisfaction Survey (Customer Satisfaction Survey) results from 2014. We continually strive to increase our data collection and reflect the community of which we are a part. We added a question about harassment in the Winter 2013 survey, at the direction of the CEO, to try to better understand the issue; to augment currently available enforcement data; and to be able to take steps for education and/or prevention if necessary. The Spring 2014 survey is the second time we have asked the question.

Metro is one of only a handful of transit agencies in the world that regularly asks a question about experiences of sexual harassment. Others include Boston, Atlanta, London and Paris.

### **ANALYSIS**

The Customer Satisfaction Survey has been fielded for over twelve years. It contains a regular battery of questions designed to obtain passenger perceptions of Metro transit performance such as 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 over 98% of the average weekday boardings on the Metro system. A total of 22,604 completed surveys were returned, of which 7,586 (34%) were in Spanish.

## **The Results**

The results of the survey indicate that passengers overwhelmingly have positive responses to Metro:

- 86% of passengers are generally satisfied
- 79% feel their bus/train is generally on time
- 83% feel safe waiting for their bus or train

The new question on sexual harassment was re-worded to make it consistent with the question similar surveys ask and to make the results comparable to law enforcement data. While the previous question was about perception, this question is about experience. Also, the timing was lengthened from one month to six months. Twenty two percent of respondents indicated that in the last six months, while riding on Metro, they had experienced unwanted sexual behavior including, but not limited to: touching, exposure or inappropriate comments. There was no delineation between the three aspects of harassment, but law enforcement data would suggest that the highest experience was associated with inappropriate comments.

Staff looked at statistics from both the LASD and Metro Customer Relations. For the calendar year 2014, with about 450 million boardings in Metro's transit system, there were 37 customer complaints that met the criterion of sexual harassment. There were 99 LASD reports related to sexual harassment with the bulk of them being touching (62) and indecent exposure (31). There were 20 arrests made on these LASD reports.

While having 22% of the Metro survey respondents reporting experiencing some form of unwanted sexual behavior is cause for concern, to have on any system, it is clearly a worldwide societal problem, and not just on transit but in public places in general.

- In New York, 63% of subway riders reported being sexually harassed, and more than 90% of victims said they did not report it.
- In London, England, 31% of women aged 18-24 reported experiencing unwanted sexual attention on transit.
- In Beijing, China, a 2002 survey reported 70% of females exposed to some form of sexual harassment, most occurring on public transportation.
- In Japan, 66% of women, aged 20-39, say they have been molested on Tokyo commuter trains.
- A 2000 telephone poll found that 87% of women in the US between the ages of 18-64 have been harassed by a male stranger in a public place.
- In India, 95% of women surveyed said their mobility is restricted because of fear of male harassment in public places.

Metro takes seriously our commitment to provide safe transit to our customers and appreciates their responses to the survey. The data collected helps us address the issues and ensure the safety of all Metro riders.

## **NEXT STEPS**

Currently, Metro is working with the advocacy group Peace Over Violence to develop a strong campaign to stop sexual harassment and empower potential victims. We will launch the campaign to coincide with National Sexual Harassment Awareness month in April.

Our campaign speaks to our riders on three themes:

- Sexual harassment is a testing ground. People who start out with uncomfortable remarks or touching are just testing to see how far they can go. If unchecked, the harassment can ramp up to stalking, assault and even rape.
- People don't have to tolerate it. Many incidents go unreported because the victim mistakenly thinks nobody cares and nothing will be done. We encourage passengers to report any incident of sexual harassment.
- Keep yourself safe. Sexual harassment can happen to women and men, girls and boys. We can keep ourselves and other safe by reporting sexual harassment.

We will continue to monitor the levels of harassment through our research program which includes the semi-annual Customer Satisfaction Survey.



# Spring 2014: Metro SYSTEM-WIDE Customer Satisfaction Survey Results (July 2-July 24, 2014)

	Agree		Disagree		Mean	Trend
1. Generally speaking, I am satisfied with Metro Rail/bus service	41%	45% (86%)	9%	5% (14%)	1.79	↑ 1% as 2013
2. <b>THIS</b> train/bus is generally on time	35%	44% (79%)	15%	7% (22%)	1.94	↑ 1% from 2013
3. I feel safe while waiting for <b>THIS</b> train/bus	37%	46% (83%)	12%	6% (18%)	1.86	Same as 2013
4. <b>THIS</b> train/bus is generally clean	35%	45% (80%)	14%	6% (22%)	1.91	↑ 2% as 2013
5. <b>THIS</b> stop/station is generally clean	30%	42% (72%)	20%	8% (28%)	2.07	↓ 1% from 2013
6. I have seen Metro ads in the last month	37%	41% (78%)	16%	7% (23%)	1.93	↓ 1% from 2013
7. Metro provides me with timely and useful Information for my travel	41%	44% (85%)	10%	5% (15%)	1.80	Same as 2013
8. I am proud to travel with Metro	42%	44% (86%)	9%	5% (14%)	1.77	Same as 2013
9. In the past six months, while riding Metro, have you experienced any unwanted sexual behavior including, but not limited to: touching, exposure, or inappropriate comments?	Yes: 22%		No: 78%			
10. Do you have a car available to make <b>THIS</b> trip?		31%		69%	↑ 12% from 2013	
11. Are you making <b>THIS</b> one-way trip to/from work?		60%		40%	↓ 4% from 2013	
12. Do you own a	Cell Phone: 45%	Smart Phone : 44%	I don't own a Cell Phone or a Smart Phone: 10%			
13. What is the <b>BEST</b> way to receive information about Metro?	Access a Website: 41%	Receive Email: 17%				
	Receive Text Message: 21%	Receive a Telephone Alert Message: 7%				
	Review Social Media Outlet Such as Facebook, Twitter, etc.: 6%	Other: 9%				
14. 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 43%	Occasionally 32%	Never 25%	Never Heard of it	
15. How often do you use Metro's trip planner on the website Metro.net?		26%	35%	28%	11%	
16. If available, often would you purchase a Metro ticket electronically Using a smart phone versus using a TAP card/cash?		37%	27%	37%		
17. N/A (different question for bus/rail)						
18. How did you get to the first bus or train of this trip?	Walked: 84%	↑3%	Dropped Off: 6%	↓1%	Drove: 3%	↓1%
	Biked or Skated: 3%	Same	Other: 4%	↓2%		
19. How many minutes did it take you to get to the first bus or train of this one-way trip?	mean: 11.21 minutes	median: 10 minutes	10 min or less: 71%	5 min or less: 43%		
19a. How many minutes did you wait for that first bus or train?	mean: 9.84 minutes	median: 8 minutes	10 min or less: 76%	5 min or less: 46%		
20. Your household's total annual earnings:	Median income: \$15,910	Mean Income: \$23,223.10				
20a. mean people per household: 3.48						
Under \$5,000: 30%	\$5,000-\$9,999: 9%	\$10,000-\$14,999: 8%	\$15,000-\$19,999: 18%	\$20,000-\$24,999: 9%		
\$25,000-\$34,999: 6%	\$35,000-\$49,999: 9%	\$50,000-\$99,999: 8%	\$100,000 or more: 3%			
21. How many days a week do you usually ride Metro?	5+ Days: 67%	↓1%	3-4 Days: 22%	same	1-2 Days: 7%	same
	<1 Day: 3%	↑1%	First Time: 1%	same		
22. How many years have you been riding Metro?	Less than one: 11%	↓1%	1-2 Years: 16%	↓2%	3-4 Years: 14%	↓2%
	5+ Years: 59%	↑5%				
23. You are:	Latino: 61%	↑3%	Black: 18%	↓2%	White: 9%	↓1%
	Asian/Pac. Is.: 7%	same	Amer. Indian: 1%	same	Other: 5%	same
24. You are:	Male: 48%	same	Female: 52%	same		
25. What is your age?	Younger than 18: 8%	same	18-22: 20%	↓1%	23-49: 48%	same
	50-64: 19%	same	65 or older: 5%	same		

Total Number of Surveys: 21,536  
 Total Number of English Language Surveys: 14,780 (69%) down 2%  
 Total Number of Spanish Language Surveys: 6,756 (31%) up 2%

\*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: 63% ↑3% from 2013