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Transportation
Authority

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TO: BOARD OF DIRECTORS

**FROM: JAMES L. de la LOZA, EXECUTIVE OFFICER
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**SUBJECT: RECENT AND PLANNED RESEARCH
BY THE SERVICE PLANNING MARKET
RESEARCH PROGRAM**

ISSUE

The Service Planning Market Research Program (SPMRP) recently completed two research reports. The first, the Spring 2000 Customer Satisfaction Survey measured MTA patron demographics, travel patterns, and levels of satisfaction. The second, the FY 2000 Survey of Los Angeles County Residents, measured travel patterns and reactions to MTA services.

BACKGROUND

2000 Customer Satisfaction Survey - Initial (Baseline) Findings

This study measures customer satisfaction on ten local MTA bus lines (Lines 2/3, 33/333, 55, 60, 78/79, 81, 163, 188, 207/357, and 251/252). It compares satisfaction with perceived experience of problems and perceived improvements in service. It also asks if the marketing campaign, "It's getting better on the bus," has had an impact on customer satisfaction.

FY 2000 Survey of Los Angeles County Residents

This report summarizes the results of the FY 2000 Telephone Survey of Los Angeles County Residents and is designed to provide representative baseline data on their priorities, preferences, perceptions and needs regarding public transportation.

KEY FINDINGS

Taking the two studies together, it becomes clear that the General Public and MTA patrons form very different markets. Serving our current population of users while attracting a larger cross-section of the general population will require deft decision-making. The following are some key characteristics and attitudes of the two market populations: