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January 27, 1995

TO: OPERATIONS COMMITTEE

THROUGH: FRANKLIN E. WHITE

FROM: MIKE BARNES

SUBJECT: STATUS REPORT ON THE CUSTOMER SATISFACTION/
SERVICE PLANNING MARKET RESEARCH STUDY

RECOMMENDATION

Receive and file this report which provides an update of the status of the Customer Satisfaction/Service Planning Market Research Study.

BACKGROUND

At the January 11, 1995, Operations Committee meeting, staff was directed to proceed with developing a draft scope of work for a major study to determine MTA's constituents' (riders and non-riders) level of satisfaction, transit needs, demographic characteristics, priorities, etc. To that end, an interdepartmental task force, which includes representatives from Marketing, Scheduling and Operations Planning, Strategic Planning and Countywide Planning was formed in mid-January. It is the intent of the task force to provide the Operations Committee with a status report each month concerning progress made towards developing and implementing the Customer Satisfaction/Service Planning Research Study.

Among the key developments since the January Operations Committee meeting are:

- A draft scope of work for Phase I of the study has been prepared. It is expected that the document will be finalized by February 10, 1995. Once the scope of work is completed, a formal Request for Proposals (RFP) can be issued. A copy of the scope of work for Phase I will be included with the March status report to the Operations Committee and Board.

- To meet the Agency's short-term need for constituent information and input, staff will conduct a preliminary, smaller-scale study using existing resources. The preliminary study will identify those issues for in-depth study and analysis during Phase I of the large-scale study (which is expected to get underway in July 1995). It is the task force's goal to complete the preliminary study by the end of April and report the major findings to the Board of Directors in May 1995.
- Staff is continuing to seek funding for Phase I of the Customer Satisfaction/Service Planning Market Research Study. It is expected that funding for Phase I of the market research study will be incorporated fully in the FY 1996 Budget Call for Projects.

CONCLUSION

The Customer Satisfaction/Service Planning Market Research Study Task Force is rapidly moving forward in developing and issuing an RFP. Every effort is being made to structure the various research tasks in a manner that will yield actionable recommendations prior to the issuance of a final report. Moreover, a preliminary study of MTA riders and non-riders will be conducted during the next two months to provide some constituent information in the short-term, and to refine the study's long-term focus and scope.