



**Metro**


Los Angeles County  
Metropolitan Transportation Authority


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OCTOBER 16, 2006

**TO: BOARD OF DIRECTORS**

**THROUGH: ROGER SNOBLE**   
**CHIEF EXECUTIVE OFFICER**

**FROM: MATTHEW RAYMOND**   
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: MARKET RESEARCH ON CUSTOMER SATISFACTION**

**ISSUE**

Staff conducts a semi-annual On-Board Customer Satisfaction Survey. The self-administered survey collects valuable data on customer perceptions about transit performance, services and awareness of certain Metro programs. This report summarizes the results of the most recent survey effort.

**BACKGROUND**

Beginning in FY03, staff implemented a semi-annual survey to track customer satisfaction with the Metro Bus and Metro Rail system, customer service, and awareness of certain Metro programs. The survey is conducted each spring and fall. Surveyors pass out and collect a short, self-administered paper survey for all passengers on sampled weekday trips on all directly operated Metro Bus and Metro Rail lines.

Indicators show a distinct positive trend. Looking at system-wide results, general satisfaction with Metro Service, bus operator courtesy and safety have all gone up. Bus stop pass-ups are at an all-time low and on-time performance continues to improve. The proportion of riders with access to autos has increased by 50 percent since the survey began. Seven in ten who have access to the Internet have accessed metro.net. Eighty-six percent of all respondents think Metro's image is improving.

Staff also provides line-level customer satisfaction data to Operations staff for use in developing proposals for service change. Data is also forwarded to other departments across the agency such as Public Relations and Planning for use in their respective work.

**NEXT STEPS**

Staff will perform the next customer satisfaction survey in November 2006 and present results to executive staff in January 2007.

Attachment: Customer Satisfaction Trend Report Presentation

**Metro Customer Satisfaction Survey  
System-wide Results (Bus and Rail)  
2002-2006**

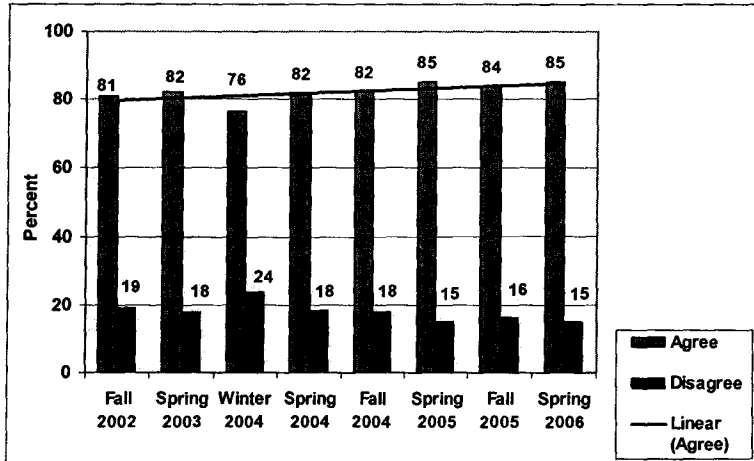


**Results for Spring 2006**

- Satisfaction stays high**
- Agency image improving**
- Continue to attract choice riders**
- Operator courtesy continues to improve**
- More seats available**

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Research & Development Department

## Satisfaction Stays High\*

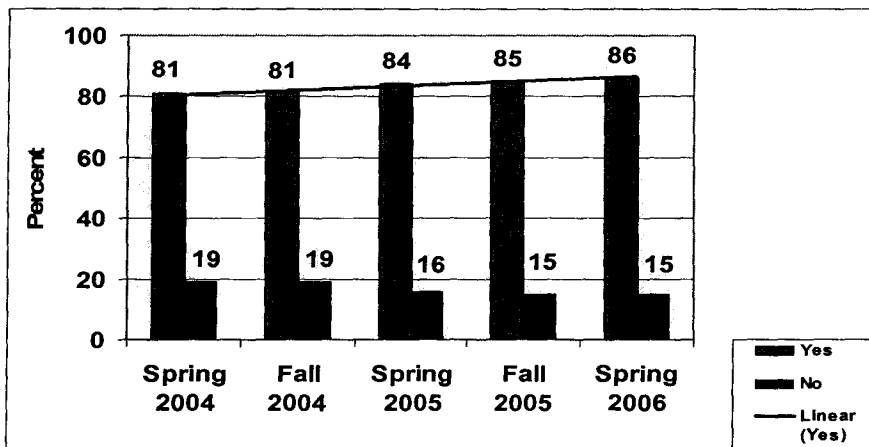


1. Generally speaking, I am satisfied with Metro Bus/Rail Service

\*New answer format in Spring 2005

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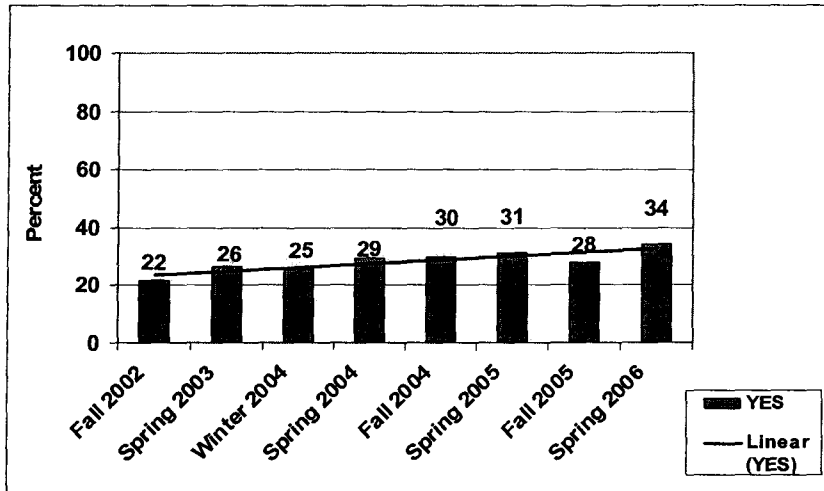
## Perception of Image Continues to Improve



10. Is Metro's image improving?

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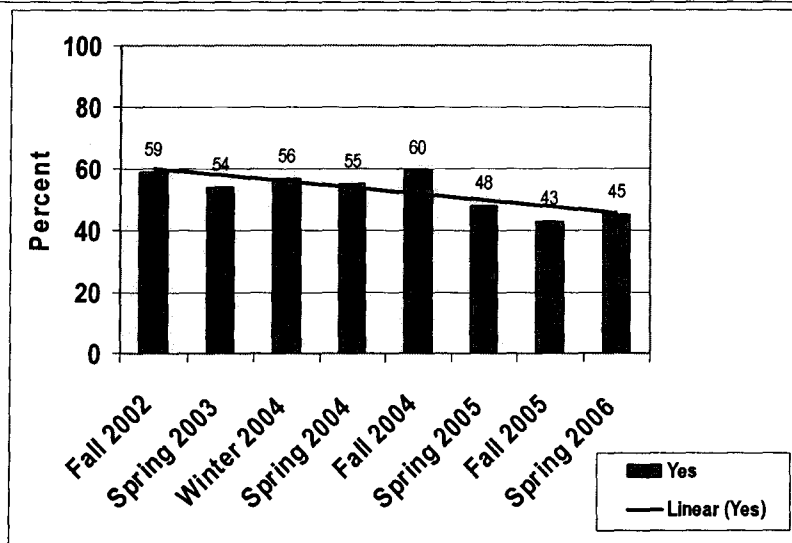
### Choice Riders Jump 50% in 4 Years



20. Did you have a car available to make this trip?

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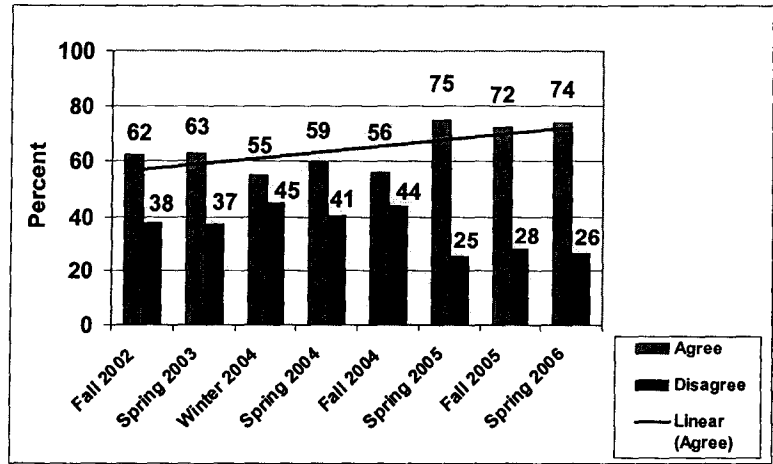
### Passbys Down



17. Has this bus passed you by at a stop in the last month?

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### Good On-Time Performance\*

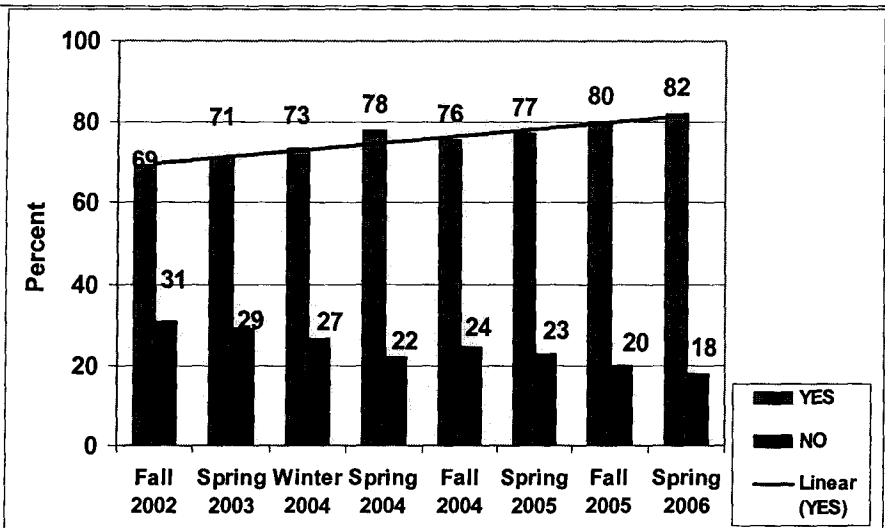


2. This bus/train is generally on time (within 5 minutes)

\*New answer format in Spring 2005

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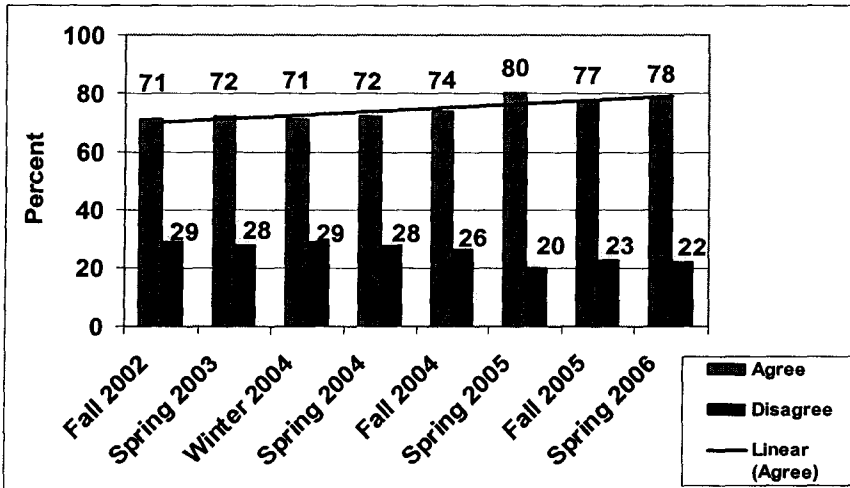
### All Time High for Seating



12. Do you normally have a seat for this trip?

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### Metro buses/trains are generally clean\*

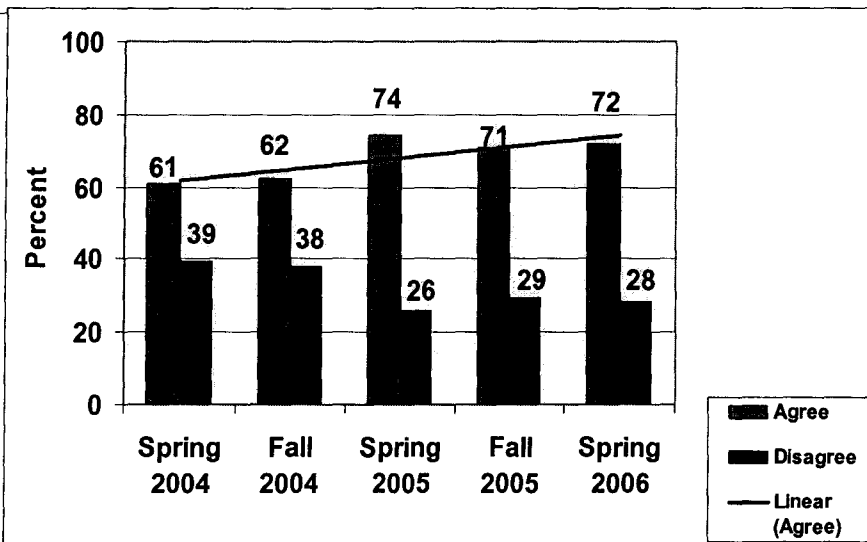


4. This bus/train is generally clean

\*New answer format in Spring 2005

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### Metro Bus Stops/Train Stations are Clean\*

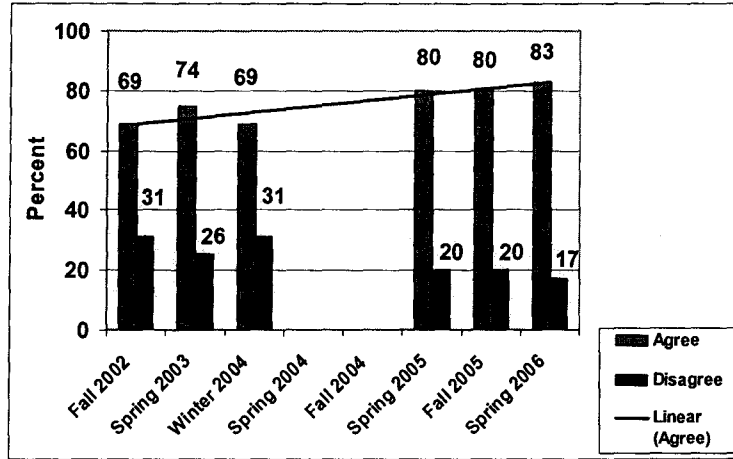


5. This bus stops/train stations are generally clean

\*New answer format in Spring 2005

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## Customers Feel Safe at Bus Stops/Rail Stations\*

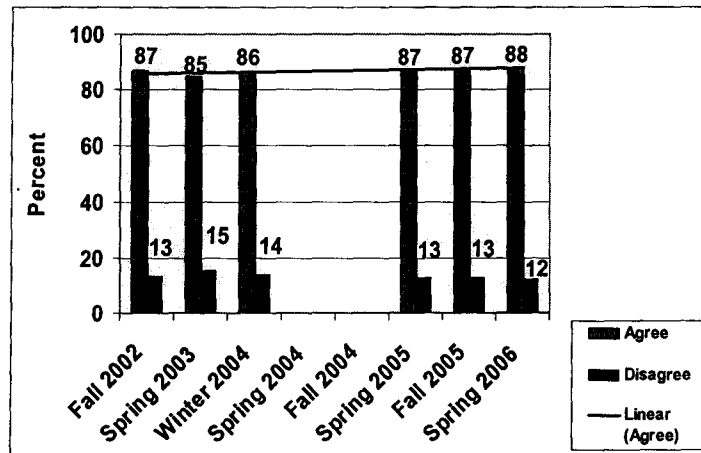


6. I feel safe while waiting for this bus/train

\*New answer format in Spring 2005

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## Almost 9 of 10 Customers Feel Safe While Riding on System\*

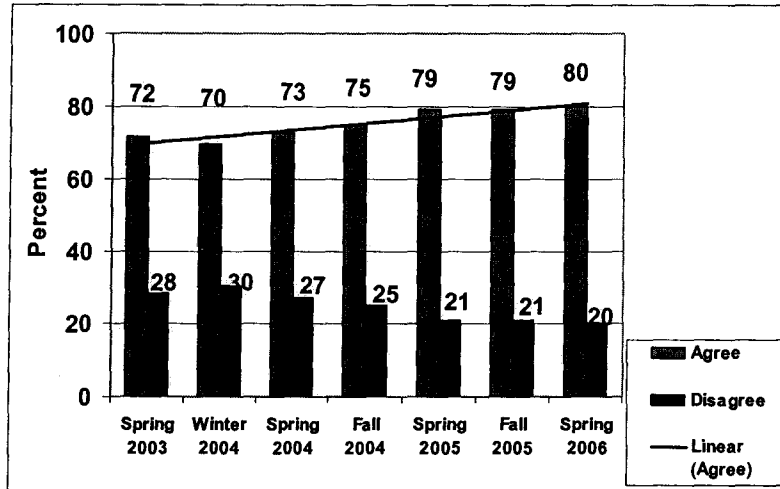


7. I feel safe while riding on this bus/train

\*New answer format in Spring 2005

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### Bus Driver Courtesy Continues to Improve\*

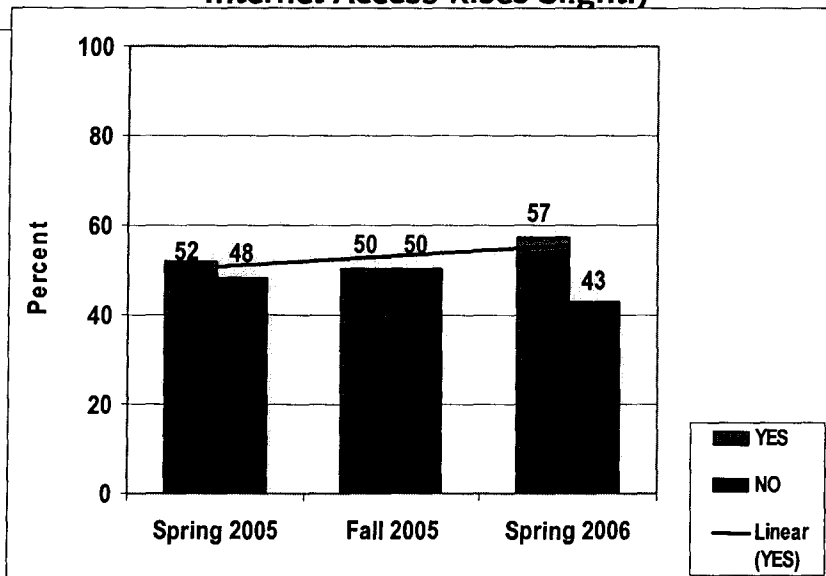


8. This bus's drivers are generally courteous

\*New answer format in Spring 2005

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### Internet Access Rises Slightly

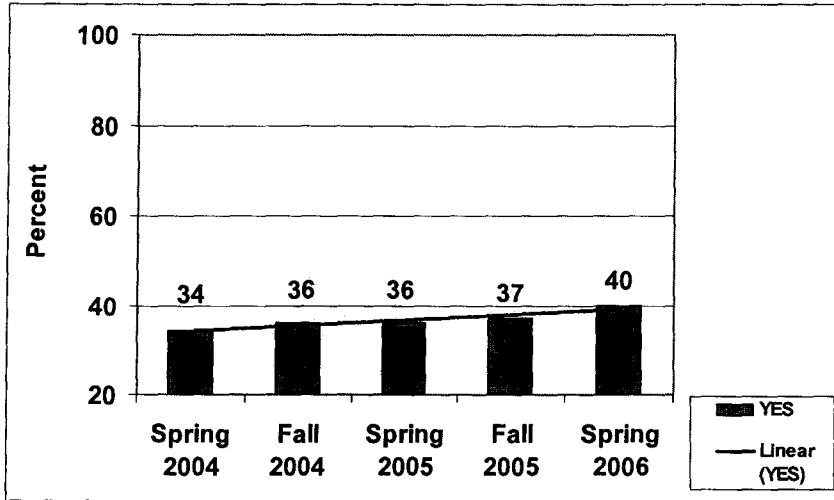


14. Do you have access to the internet?

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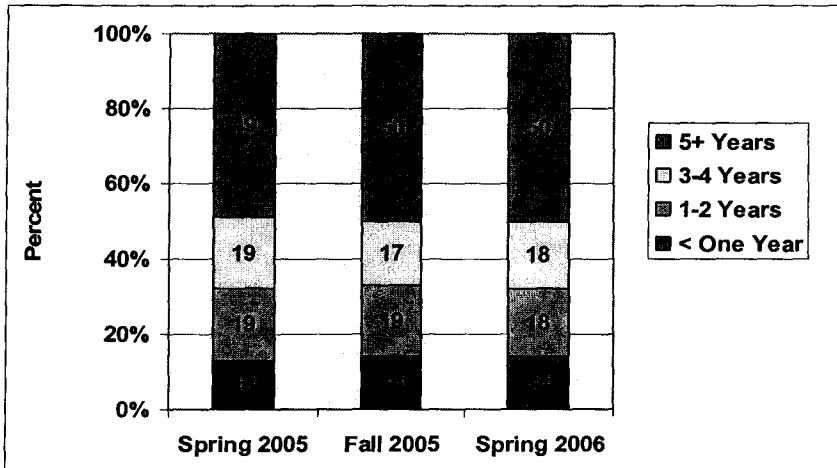
### metro.net Visits Increased 18% in Last 2 Years



15. Have you visited METRO.NET in the last six months?

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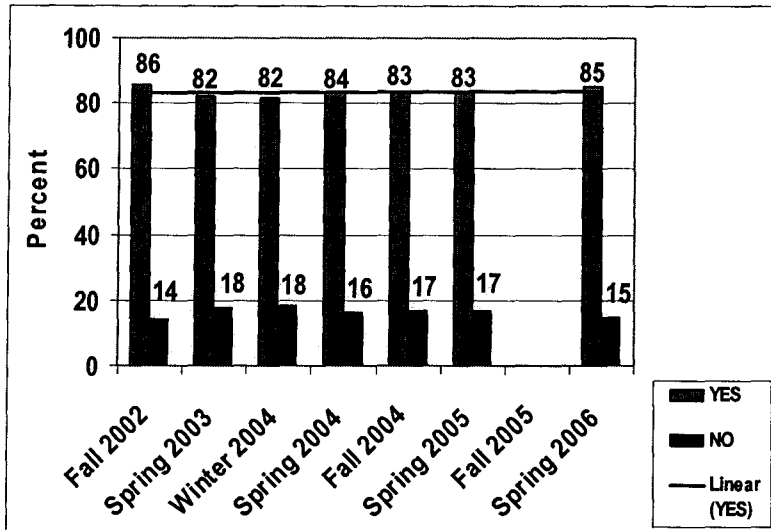
### No Change In Rider Tenure



24. How many years have you been riding Metro?

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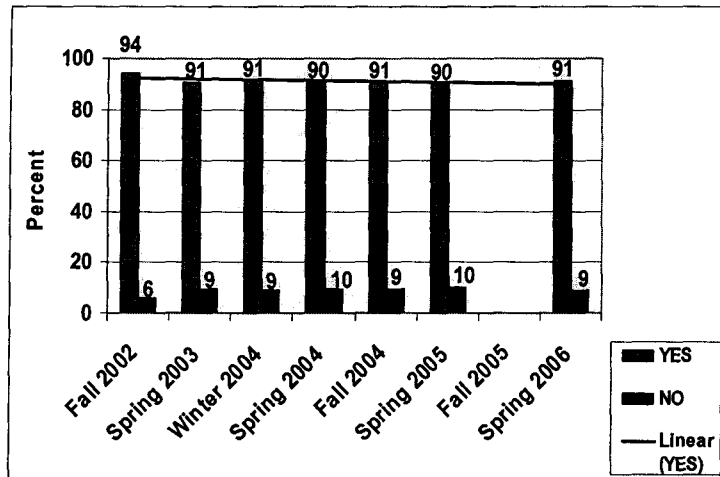
### Is it easy to find and purchase Metro passes?



21. Is it easy to find and purchase Metro passes?

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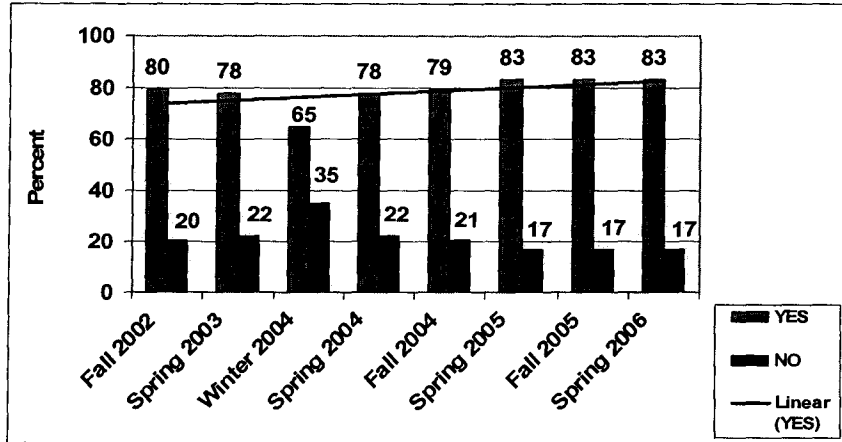
### Metro bus/rail service Is Convenient to Use



13. Is Metro Bus/Rail Service convenient to use?

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## Continued Trend of Better Service



9. Is Metro Bus/Rail Service better now than last year?

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