

# Report on Recent Metro Research Program Results

## San Fernando Valley Regional Service Council

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Jeff Boberg  
Metro Research and Program Development



# Comprehensive Research & Analysis

## Focus Groups

- convened 2 focus groups: choice riders & non-riders
- discuss transit attitudes & commute choice factors & barriers
- advertising concepts

## On-board Customer Satisfaction Survey

- 17,795 completed surveys on buses & trains
- represents 98% of Metro's average weekday daily ridership

## General Public Tracking Survey

- telephone survey of LA County residents
- gauge awareness & perception of Metro services, news & information

## Competitive Analysis of Transit vs. Driving

- examined heavily-used corridors during AM peak period (6-9AM)
- time analysis used Google Maps Directions algorithm

# Motivators & Barriers to Riding Transit

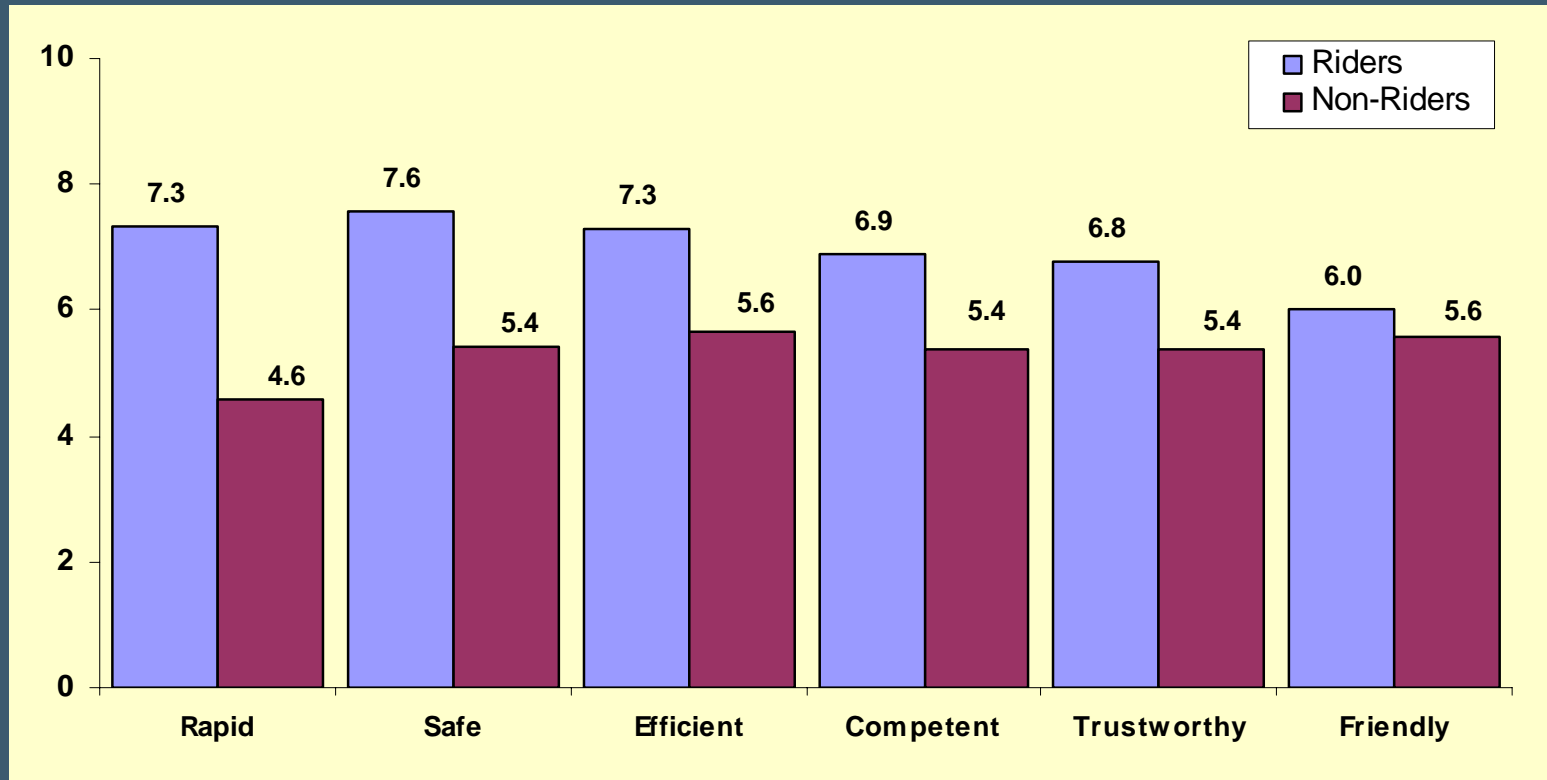
## – Motivators:

- **Savings:** “I work at UCLA and the parking there is really expensive and it’s also kind of a nightmare just finding parking and fighting with all the students and the people who work there.”
- **Convenience:** “I take Metro just about anywhere; to Long Beach, to Pasadena to the Valley where I live.”

## Barriers:

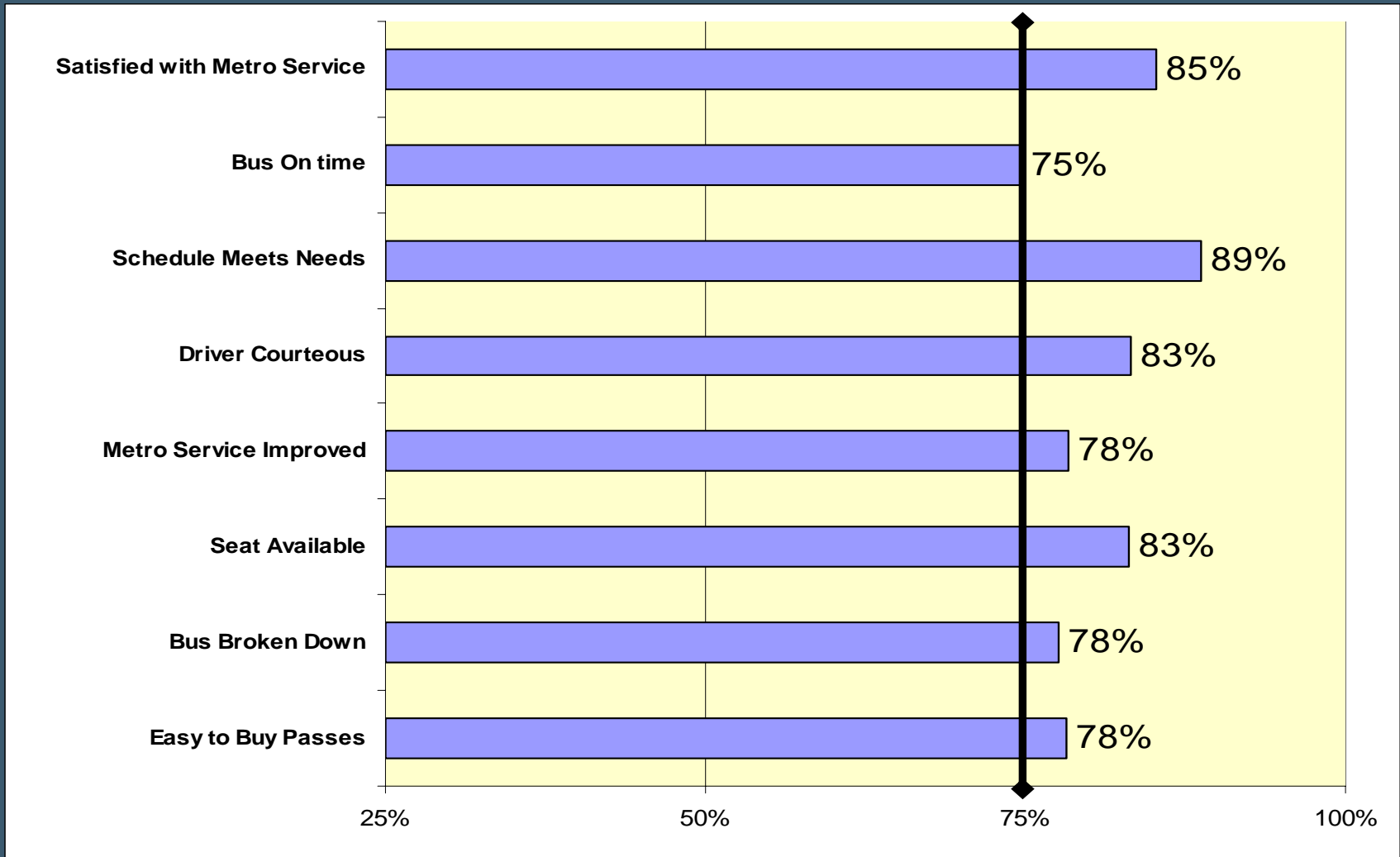
- **Time:** “If I had to take the bus to go to work, I would have to leave my house at 5 in the morning, so I’d just rather drive.”
- **Stigma:** “It’s not all that socially acceptable. It’s not like in Europe where everyone takes the bus.”

# To Know Us is to Love Us

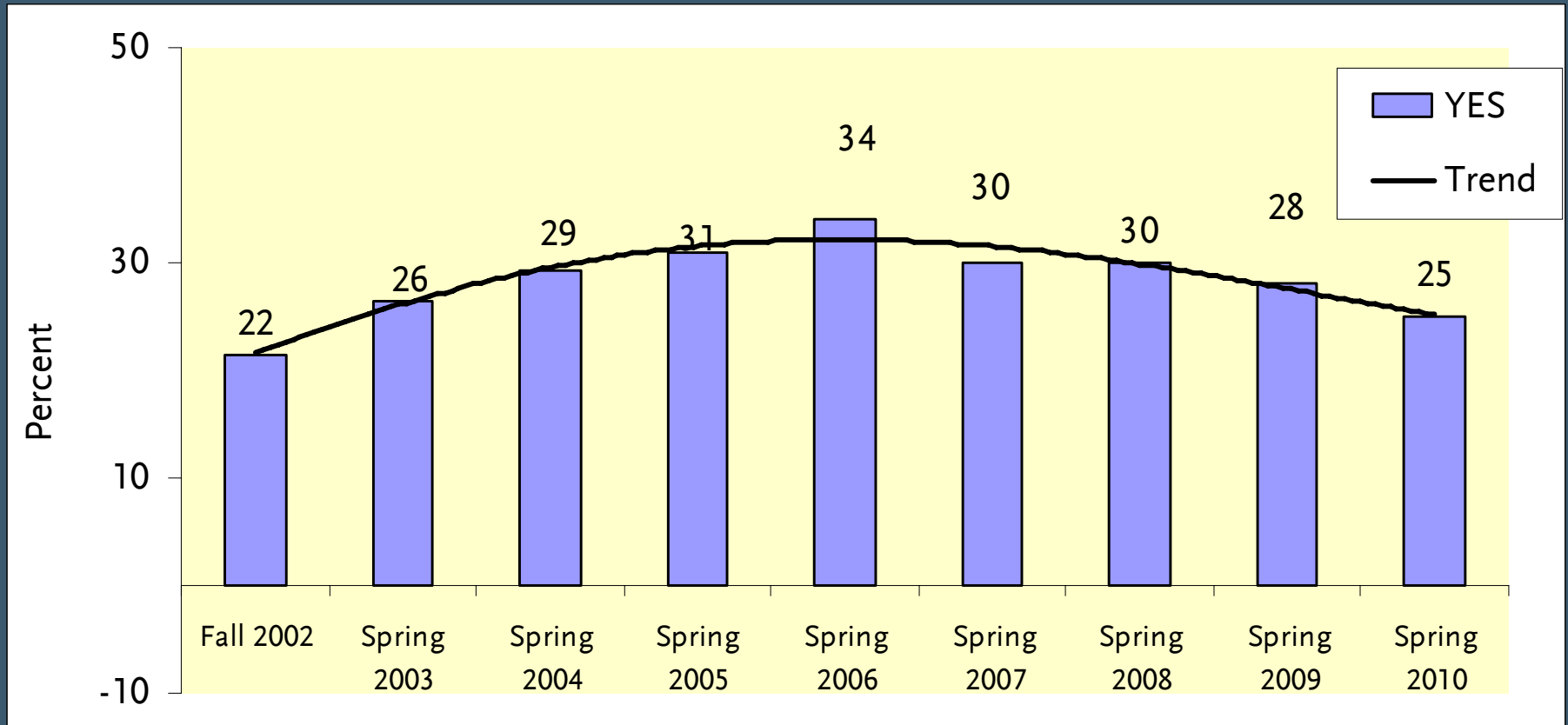


Riders and non-riders were asked to evaluate words on a scale of 1-10 with 10 being highly associated with Metro and 1 being not at all associated with Metro.

# Customer Satisfaction Metrics

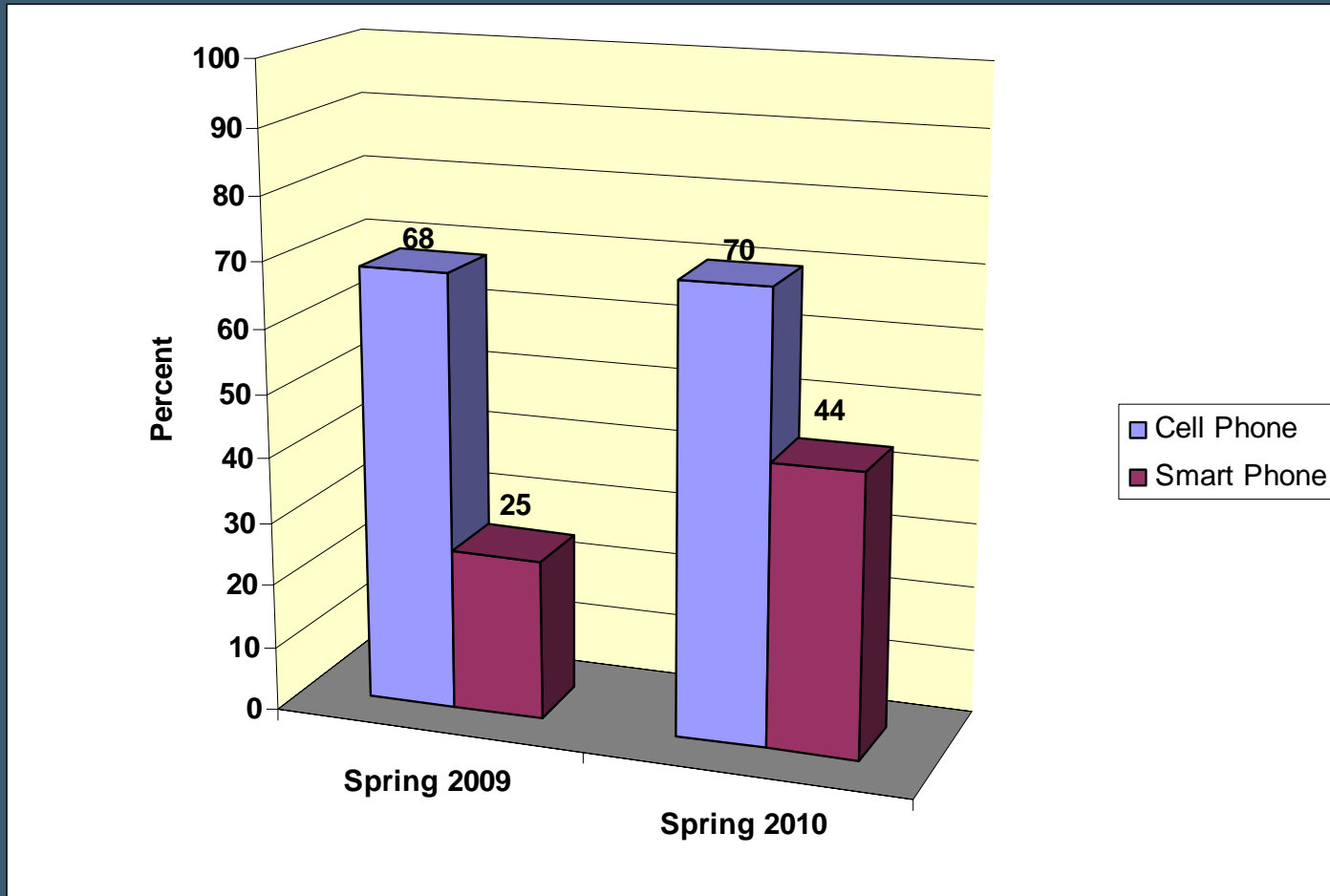


# Choice Riders in Decline



Do you have a car available to make THIS trip?

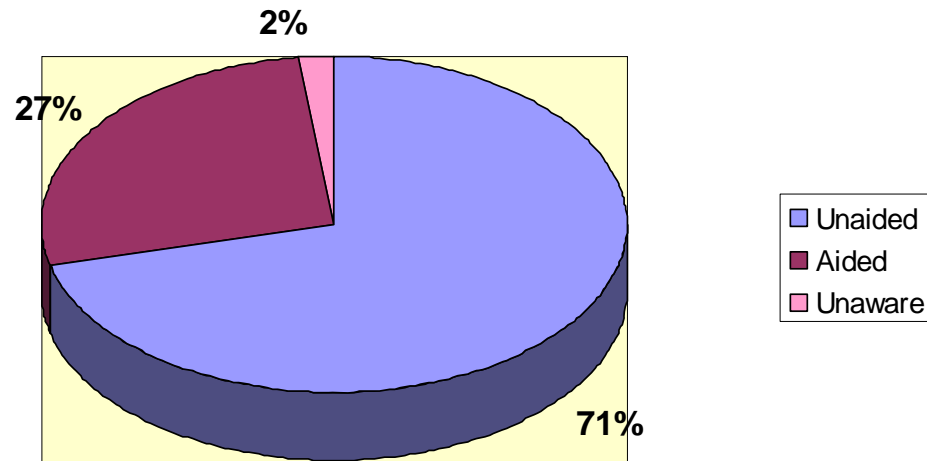
# 44% of Metro Riders have Smart Phones



Do you have a working cell phone with you on THIS bus/train?

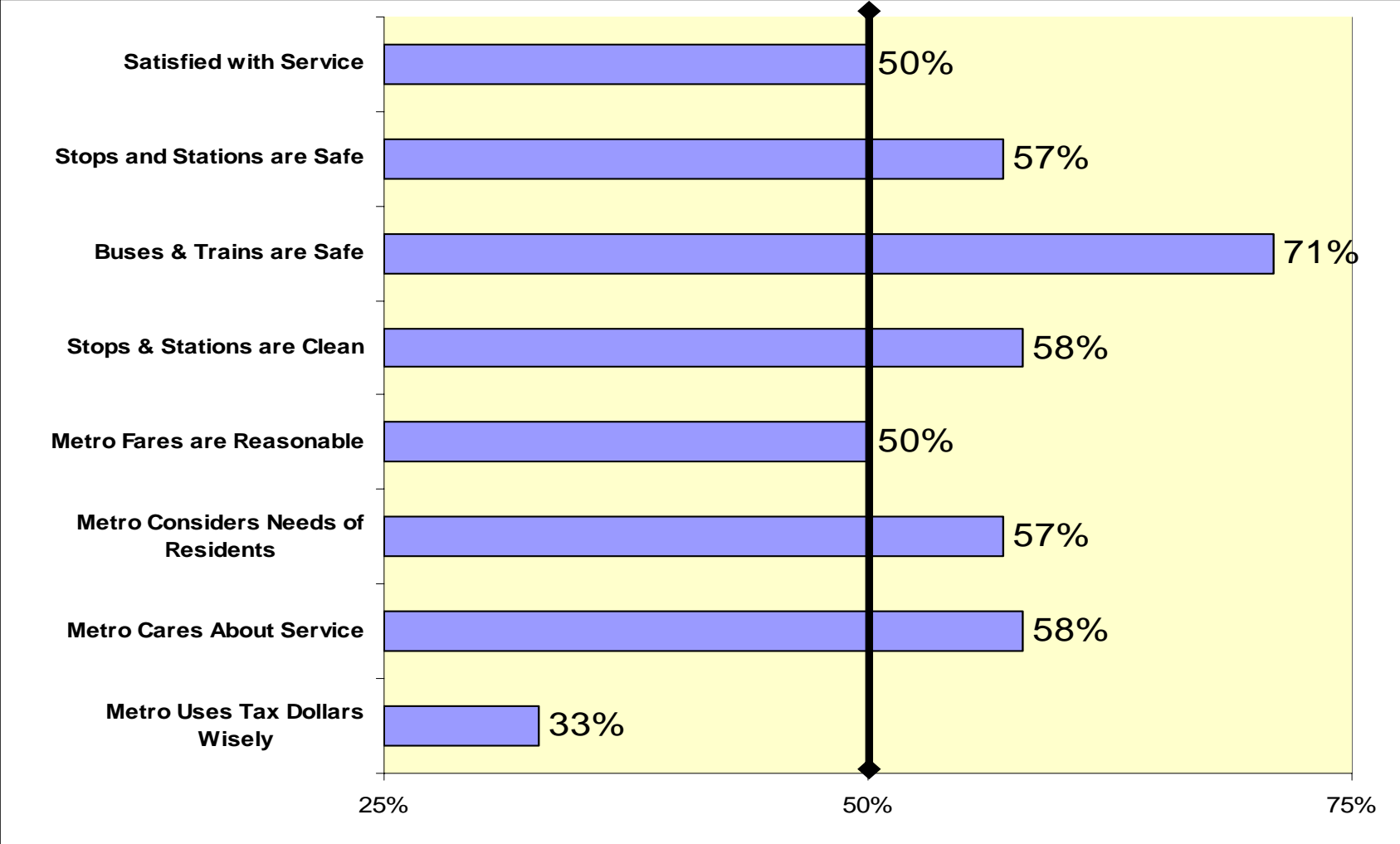
If yes, can you browse the internet (i.e. a smart phone)?

# 98% Awareness Level of Metro

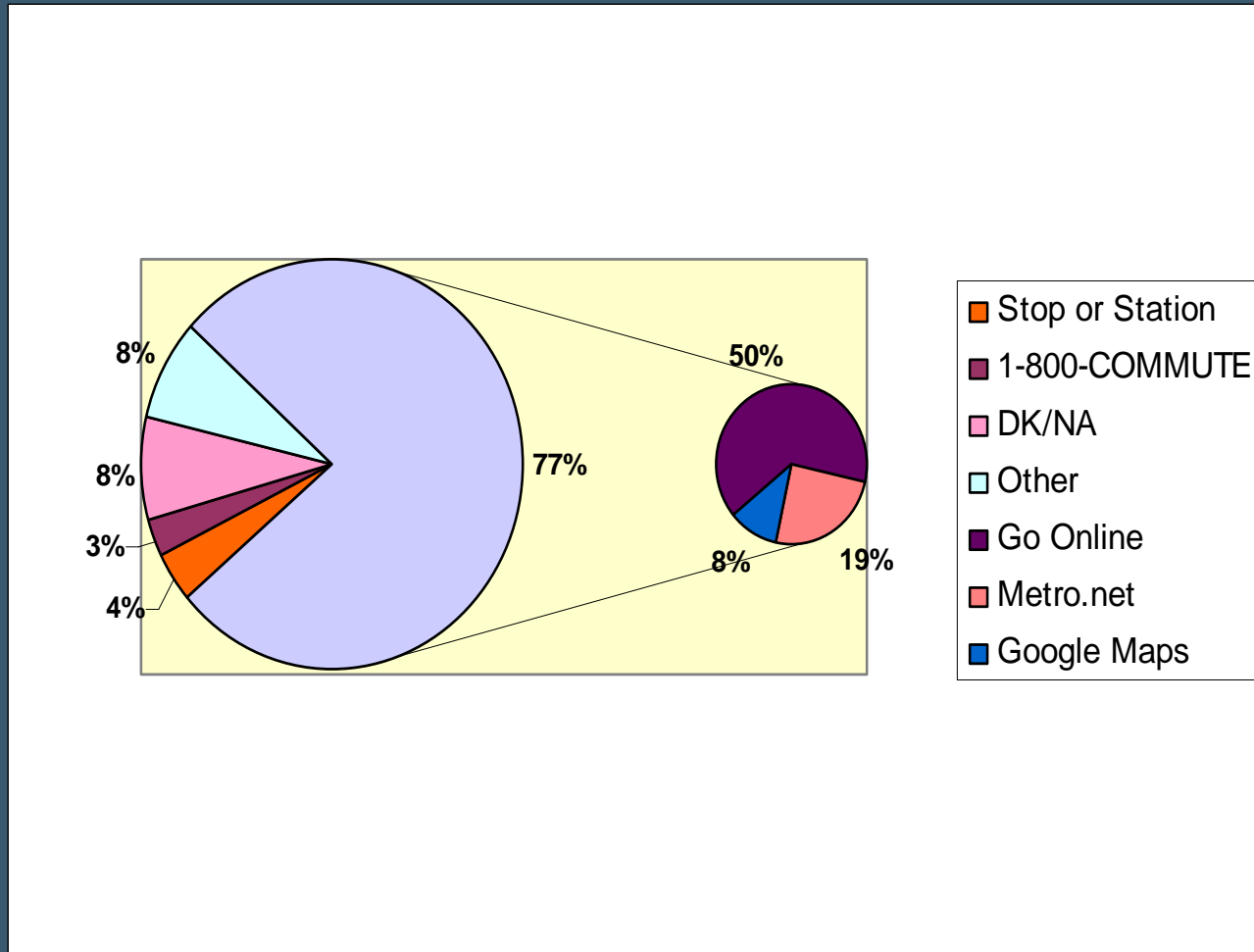




# Public Perspectives

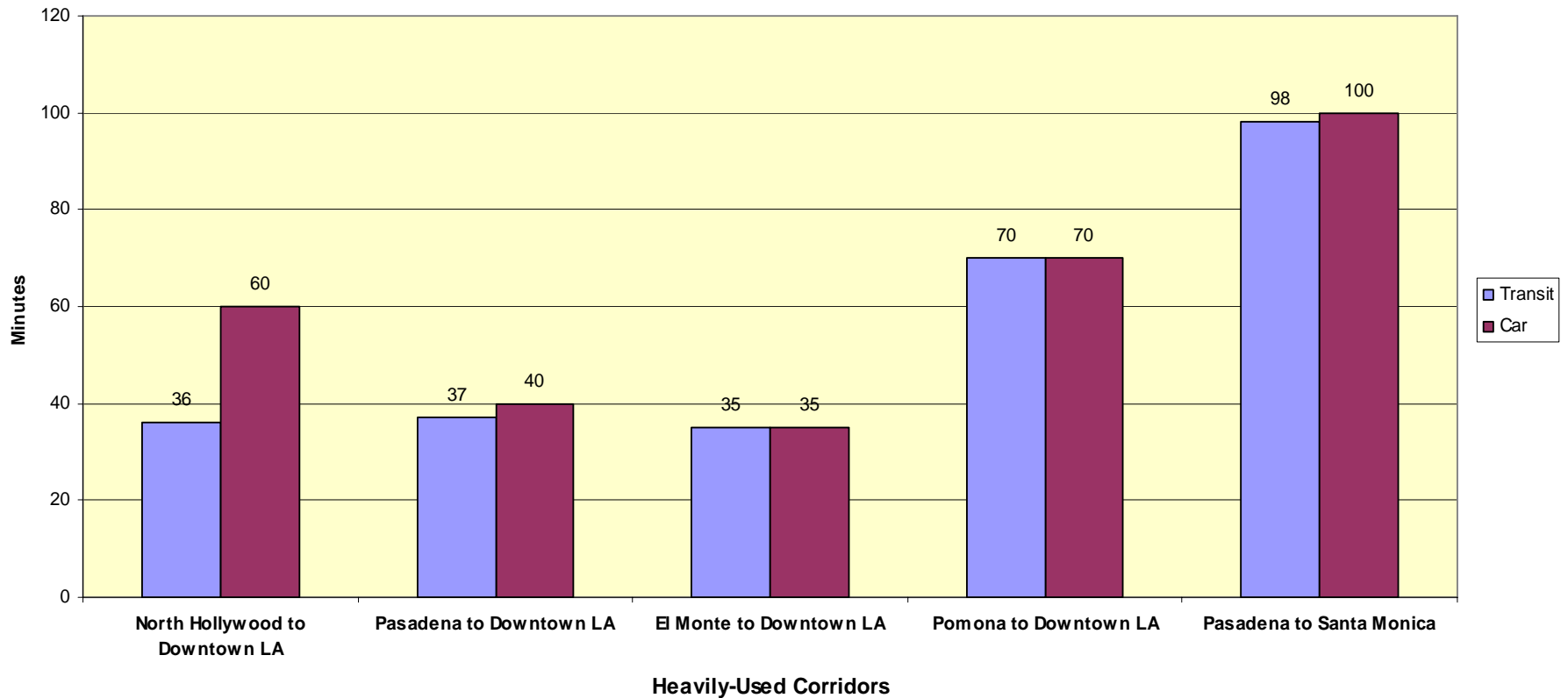


# 77% of Residents Would Use Internet for Transit Information



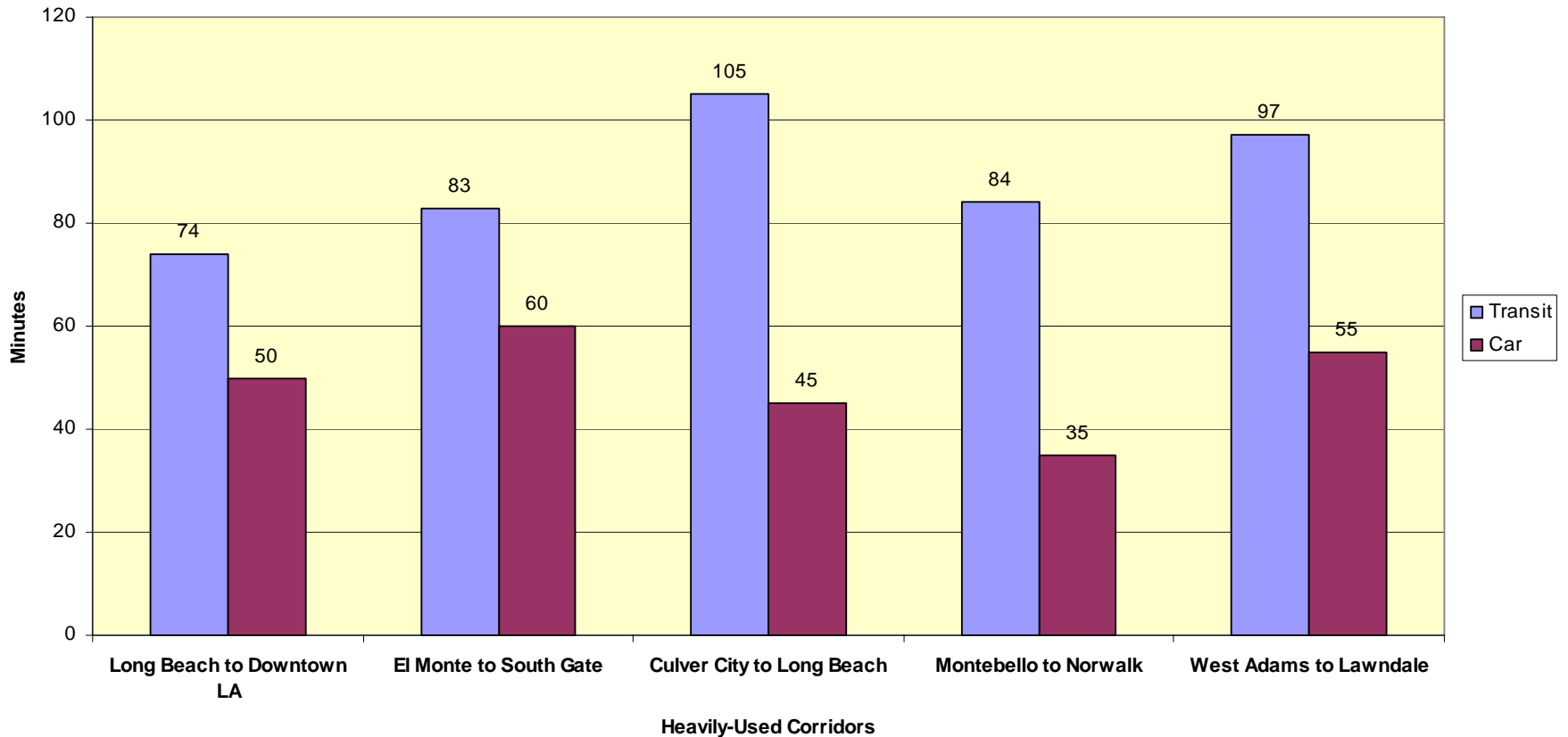
# Competitive Analysis: Riding Transit vs. Driving a Car

## Competitive



# Competitive Analysis: Riding Transit vs. Driving a Car

Unfavorable



# General Observations

- Awareness near 100%
- Familiarity breeds support
- Perceptual barriers to using system remain
- Customer satisfaction remains high
- Rapid migration to technology
- Discretionary riders in decline
- Transit is competitive to car
  - in some corridors
  - during peak periods