

Metro Customer Survey Results

Westside/Central Service Council

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2/13/13



Metro Fields Two Customer Satisfaction Surveys a Total of 4 Times a Year

- **Annual Spring On-Board Customer Satisfaction Survey:**
 - 10 years of data
 - Captures 98% of weekday boardings at the line level
 - Over 21,000 surveys returned in 2012
 - Bus and Rail system surveyed
 - Last survey May 2012
- **Quarterly Customer Satisfaction Survey:**
 - Started in 2012 at direction of Board
 - 3 times a year on buses only
 - A much smaller sample size for system-level or regional area results
 - 2,812 surveys returned in last survey
 - Last survey January 2013

Quarterly Survey Results

		Jan 2012	Aug 2012	Oct 2012	Jan 2013	Jan 2012	Aug 2012	Oct 2012	Jan 2013
		Overall	Overall	Overall	Overall	WSC	WSC	WSC	WSC
1. Generally speaking, I am satisfied with Metro bus service	agree	83%	84%	82%	83%	80%	80%	78%	80%
2. THIS bus is generally on time (within 5 minutes)		76%	75%	74%	76%	75%	69%	65%	71%
3. THIS bus's schedule meets my needs		80%	81%	81%	82%	82%	79%	79%	78%
4. I feel safe while riding THIS bus		88%	87%	87%	84%	81%	84%	82%	78%
5. I feel safe while waiting for THIS bus		82%	81%	81%	78%	76%	78%	77%	74%
6. THIS bus's drivers are generally courteous		83%	83%	82%	80%	74%	79%	75%	79%
7. THIS bus is generally clean		82%	83%	80%	75%	74%	77%	71%	65%
8. THIS bus' stops are generally clean		74%	82%	70%	71%	64%	66%	57%	67%
	yes	Overall				WSC			
9. Has THIS bus passed you by at a stop in the last month?		28%	25%	28%	30%	33%	31%	28%	30%
10. Has THIS bus broken down in the last month?		13%	14%	15%	16%	18%	18%	14%	18%
11. Is it easy to find and purchase Metro passes?		75%	76%	70%	74%	75%	78%	74%	78%
12. How did you get to the first bus or train of this trip?	Walked	81%	83%	83%	82%	87%	88%	88%	90%
		Overall				WSC			
13. How many minutes did it take you to get to the first bus or train of this trip?		11.4	11.7	11.3	10.5	10.9	10.3	11.4	9.1
13a. How many minutes did you wait for that first bus or train?		11.6	10.9	11.6	10.4	7.8	9.6	10.7	9.7
14. What was your first bus route or train line of this trip?	this route	63%	62%	63% n/a		59%	63%	64% n/a	
15. Do you have to transfer to complete THIS one-way trip?	yes	51%	57%	49%	51%	53%	61%	51%	49%
15a. If yes, do connecting buses/trains come within 15 minutes?		67%	80%	78%	75%	71%	85%	71%	74%
15b. How many buses/trains will you take to complete THIS one-way trip		1.95				1.89			
16. Do you have a working cell phone with you?	yes	77%	82%	79%	79%	76%	81%	80%	78%
16a. If yes, is it a smartphone?		51%	54%	54%	54%	49%	57%	52%	55%
17. Did you have a car available to make THIS trip?		21%	23%	24%	26%	27%	24%	24%	21%
18. Did you use a TAP card for THIS trip?		52%	57%	55%	71%	65%	63%	67%	71%
19. Do you prefer a pass that is good for 30 consecutive days?		68%				68%			
Have you used a bicycle rack on the front of ANY Metro Bus in the last 30 days?			17%	17%			16%	14%	
The last time you used a TVM, were you able to purchase the desired product					74%				74%

Spring 2012 Customer Satisfaction Survey

Results by Region

Half of all WSC passengers have the ability to access the Internet while riding

		working cell phone			browse the internet			% smart phone
		Yes	No	Total	Yes	No	Total	
GWC	Count	1424	520	1944	954	320	1274	954
	Percent	73%	27%	100%	75%	25%	100%	49%
SBC	Count	2625	712	3337	1790	506	2296	1790
	Percent	79%	21%	100%	78%	22%	100%	54%
SFV	Count	1955	554	2509	1286	450	1736	1286
	Percent	78%	22%	100%	74%	26%	100%	51%
SGV	Count	1400	450	1850	894	365	1259	894
	Percent	76%	24%	100%	71%	29%	100%	48%
WSC	Count	6186	2033	8219	4113	1234	5347	4113
	Percent	75%	25%	100%	77%	23%	100%	50%
Rail	Count	715	318	1033	401	162	563	401
	Percent	69%	31%	100%	71%	29%	100%	39%
Total	Count	14305	4587	18892	9438	3037	12475	9438
	Percent	76%	24%	100%	76%	24%	100%	50%

Westside Riders are frequent and veteran passengers of Metro

		Frequency per week						Tenure					
		5 or more days	3-4 days	1-2 days	<1 day	First time	Total	Less than one	1-2 Years	3-4 Years	5+ Years	Total	
GWC	Count	1283	423	138	38	23	1905	242	302	214	994	1752	
	Percent	67%	22%	7%	2%	1%	100%	14%	17%	12%	57%	100%	
SBC	Count	2130	751	245	61	27	3214	375	607	462	1513	2957	
	Percent	66%	23%	8%	2%	1%	100%	13%	21%	16%	51%	100%	
SFV	Count	1607	582	208	91	21	2509	347	456	405	1152	2360	
	Percent	64%	23%	8%	4%	1%	100%	15%	19%	17%	49%	100%	
SGV	Count	1153	453	169	44	26	1845	237	351	281	881	1750	
	Percent	62%	25%	9%	2%	1%	100%	14%	20%	16%	50%	100%	
WSC	Count	5667	1634	528	198	84	8111	867	1233	1224	4167	7491	
	Percent	70%	20%	7%	2%	1%	100%	12%	16%	16%	56%	100%	
Rail	Count	629	253	82	41	17	1022	199	196	178	432	1005	
	Percent	62%	25%	8%	4%	2%	100%	20%	20%	18%	43%	100%	
Total	Count	12469	4096	1370	473	198	18606	2267	3145	2764	9139	17315	
	Percent	67%	22%	7%	3%	1%	100%	13%	18%	16%	53%	100%	

And that means more Monthly Passes and fewer Day Passes than average

Fare Type													Total
Day Pass	Token	One-Way Cash	Reg. Month Pass	Reg. Weekly Pass	EZ transit pass	Senior/Disabled Pass	College Student Pass	K-12 Student Pass	Trans. From Muni	Trans. From Metrolink			
GWC	421	156	456	236	261	84	155	68	79	16	11	1943	
	22%	8%	23%	12%	13%	4%	8%	3%	4%	1%	1%	100%	
SBC	715	216	754	377	428	131	264	89	178	30	9	3191	
	22%	7%	24%	12%	13%	4%	8%	3%	6%	1%	%	100%	
SFV	567	134	644	353	243	73	194	104	130	7	18	2467	
	23%	5%	26%	14%	10%	3%	8%	4%	5%	%	1%	100%	
SGV	342	119	456	259	170	88	177	121	70	13	9	1824	
	19%	7%	25%	14%	9%	5%	10%	7%	4%	1%	%	100%	
WSC	1566	489	1701	1287	1113	305	763	389	452	53	29	8147	
	19%	6%	21%	16%	14%	4%	9%	5%	6%	1%	%	100%	
Rail	253	41	203	178	100	46	78	35	33	11	43	1021	
	25%	4%	20%	17%	10%	5%	8%	3%	3%	1%	4%	100%	
Total	3864	1155	4214	2690	2315	727	1631	806	942	130	119	18593	
	21%	6%	23%	14%	12%	4%	9%	4%	5%	1%	1%	100%	

Demographics are pretty average

Your household's total annual earnings:

Race

		\$15,000	0 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$99,999	\$100,000 or more	Total	Latino	Black	White	Asian/Pac . Is.	Amer. Ind.	Other	Total
GWC	Count	1046	291	246	81	72	41	1777	1290	407	75	87	16	48	1923
	Percent	59%	16%	14%	5%	4%	2%	100%	67%	21%	4%	5%	1%	2%	100%
SBC	Count	1557	492	519	198	150	72	2988	1504	1213	160	124	35	125	3161
	Percent	52%	16%	17%	7%	5%	2%	100%	48%	38%	5%	4%	1%	4%	100%
SFV	Count	1140	399	322	180	175	70	2286	1437	299	390	252	20	108	2506
	Percent	50%	17%	14%	8%	8%	3%	100%	57%	12%	16%	10%	1%	4%	100%
SGV	Count	797	263	289	138	152	44	1683	1038	243	168	235	17	77	1778
	Percent	47%	16%	17%	8%	9%	3%	100%	58%	14%	9%	13%	1%	4%	100%
WSC	Count	3875	1368	1203	530	481	156	7613	4456	1782	745	657	67	331	8038
	Percent	51%	18%	16%	7%	6%	2%	100%	55%	22%	9%	8%	1%	4%	100%
Rail	Count	325	131	151	92	156	100	955	423	239	184	112	5	53	1016
	Percent	34%	14%	16%	10%	16%	10%	100%	42%	24%	18%	11%	%	5%	100%
Total	Count	8740	2944	2730	1219	1186	483	17302	10148	4183	1722	1467	160	742	18422
	Percent	51%	17%	16%	7%	7%	3%	100%	55%	23%	9%	8%	1%	4%	100%

Average out-of-vehicle times are more like Rail than Bus

How did you get to the first bus or train of this trip?

		Walked	Dropped off	Drove	Biked	Other	Total	average time traveling TO bus/train (min)	average time waiting for bus/train (min)
GWC	Count	1604	161	43	63	44	1915	11	12
	Percent	84%	8%	2%	3%	2%	100%		
SBC	Count	2805	236	74	88	100	3303	11	10
	Percent	85%	7%	2%	3%	3%	100%		
SFV	Count	2105	184	83	63	70	2505	11	10
	Percent	84%	7%	3%	3%	3%	100%		
SGV	Count	1479	146	94	51	38	1808	11	11
	Percent	82%	8%	5%	3%	2%	100%		
WSC	Count	7011	664	139	201	238	8253	10	9
	Percent	85%	8%	2%	2%	3%	100%		
Rail	Count	655	115	150	43	34	997	12	7
	Percent	66%	12%	15%	4%	3%	100%		
Total	Count	15659	1506	583	509	524	18781	11	10
	Percent	83%	8%	3%	3%	3%	100%		

Survey Results for Lines 4/16/316/704

		Overall Bus	4	16/316	704
1. Generally speaking, I am satisfied with Metro bus service	agree	85%	84%	86%	92%
2. THIS bus is generally on time (within 5 minutes)		76%	74%	76%	73%
3. THIS bus's schedule meets my needs		84%	82%	81%	87%
4. I feel safe while riding THIS bus		87%	82%	85%	92%
5. I feel safe while waiting for THIS bus		81%	78%	79%	86%
6. THIS bus's drivers are generally courteous		83%	74%	73%	87%
7. THIS bus is generally clean		80%	77%	74%	82%
8. THIS bus' stops are generally clean		72%	63%	69%	65%
			4	16/316	704
9. Is Metro service better now than last year?		80%	79%	74%	77%
10. Do you normally have a seat for THIS trip?		79%	68%	78%	90%
11. Has THIS bus passed you by at a stop in the last month?		38%	46%	46%	31%
12. Has THIS bus broken down in the last month?		24%	23%	28%	18%
13. Do you have a working cell phone with you?		76%	73%	77%	84%
13a. If yes, is it a smartphone?		76%	79%	80%	78%
			4	16/316	704
14. How did you get to the first bus or train of this trip?	walked	84%	88%	86%	63%
15. How many minutes did it take you to get to the first bus or train of this trip?		10.5	10.0	10.3	12.0
15a. How many minutes did you wait for that first bus or train?		10.0	9.4	9.0	9.6

Survey Results for Lines 4/16/316/704

		Overall	4	16/316	704
		Bus			
16. Did you have a car available to make THIS trip?		18%	17%	15%	24%
17. Is it easy to find and purchase Metro passes?		80%	78%	86%	75%
18. Did you use a TAP card for THIS trip?	yes	57%	68%	75%	57%
18a. If yes, is TAP easy to use for paying your fare?		90%	90%	90%	97%
19. Do you have to transfer to complete THIS one-way trip?		46%	35%	41%	49%
19a. If yes, do connecting buses/trains come within 15 minutes?		82%	76%	76%	83%
			4	16/316	704
20. Household total annual earnings?	< \$15,000	52%	53%	47%	35%
22. How many days a week do you usually ride Metro?	5 or more days	67%	69%	79%	78%
23 How many years have you been riding Metro?	5 or more years	53%	59%	59%	46%
24. Ethnicity	Latino	56%	61%	60%	48%
	Black	23%	14%	11%	10%
	White	9%	12%	6%	27%
	Asian/Pac. Is.	8%	6%	18%	10%
	Amer. Ind.	1%	1%	1%	1%
	Other	4%	7%	3%	5%

Questions?

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