

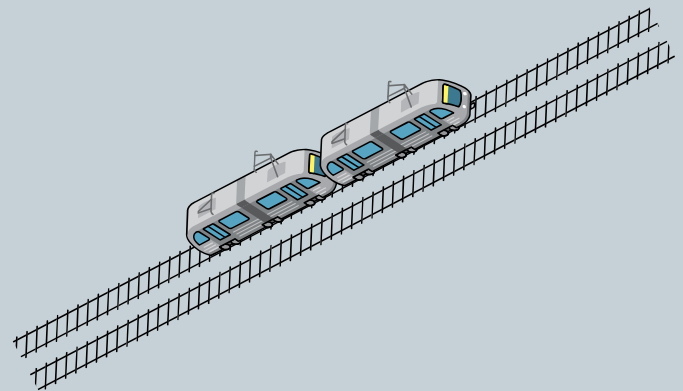
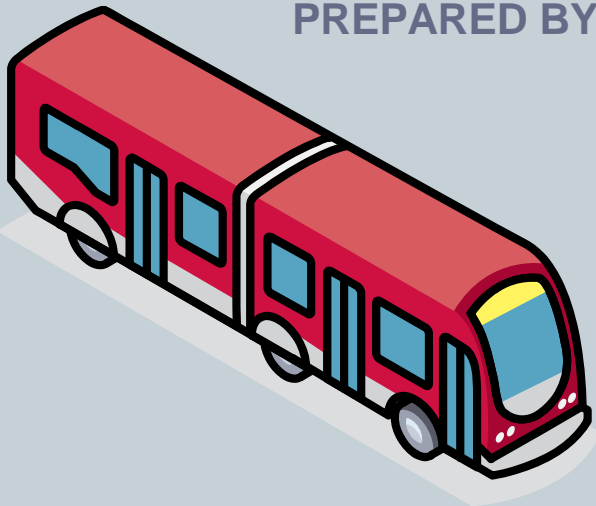
Metro's 2013 Customer Satisfaction Survey



SAN GABRIEL VALLEY SERVICE COUNCIL

OCTOBER 14, 2013

PREPARED BY METRO RESEARCH AND DEVELOPMENT



Metro Customer Information Program



1. Annual Metro customer satisfaction survey
2. Focus groups on various issues such as Ticket Vending Machines (TVM)
3. Small-scale line surveys and/or stop survey
4. County-wide telephone survey of non-users
5. GIS mapping for Express Lanes and vanpool program
6. Data for Federal programs such as Title VI and Limited English Proficiency

Metro's 2013 Customer Satisfaction Survey

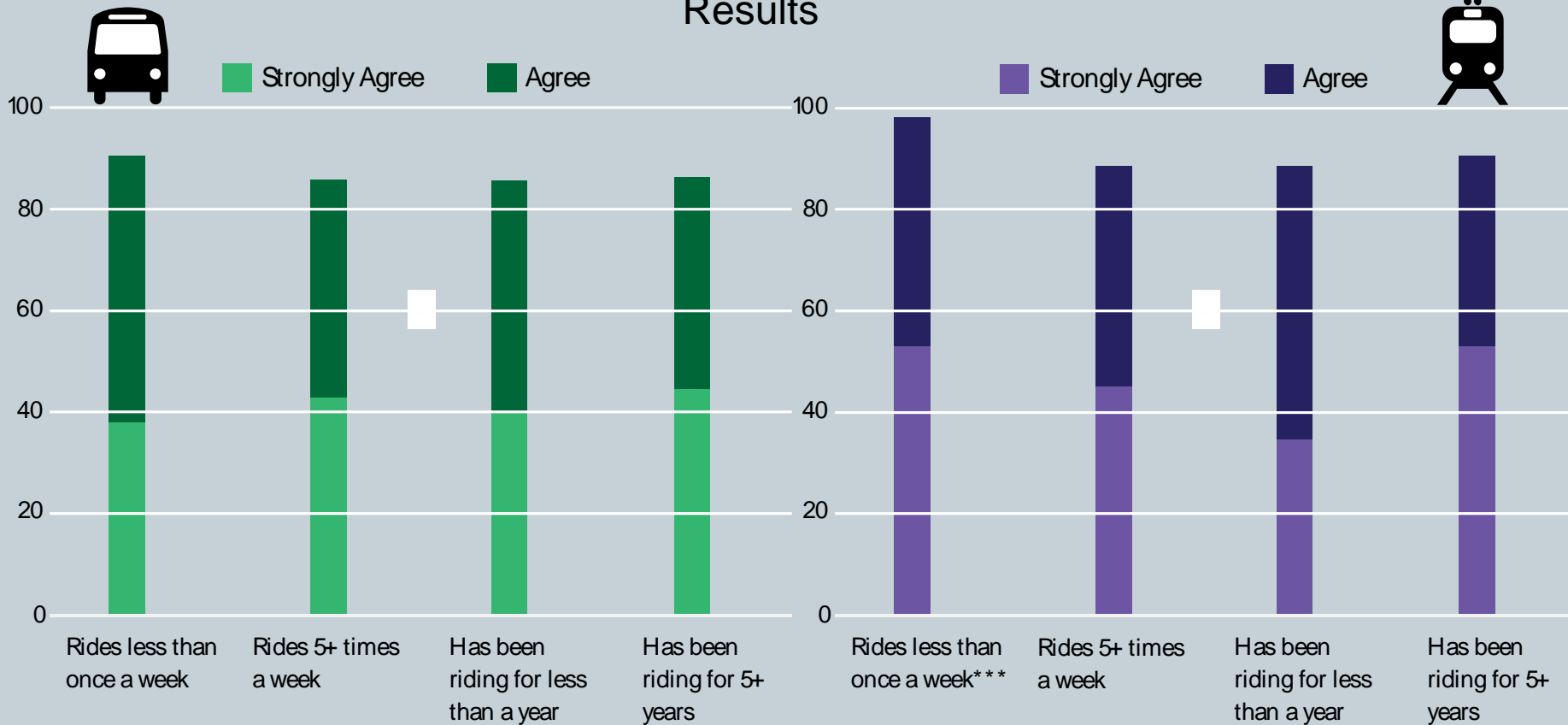


- Annual survey of entire transit system within Los Angeles
- 19,004 total surveys completed in 2013
- Designed to collect data on changes in Metro satisfaction levels, demographic shifts among riders, and quality of Metro services.
- Instrument in English and Spanish with other languages accessible on-line

Proud to Ride?



2013 Results

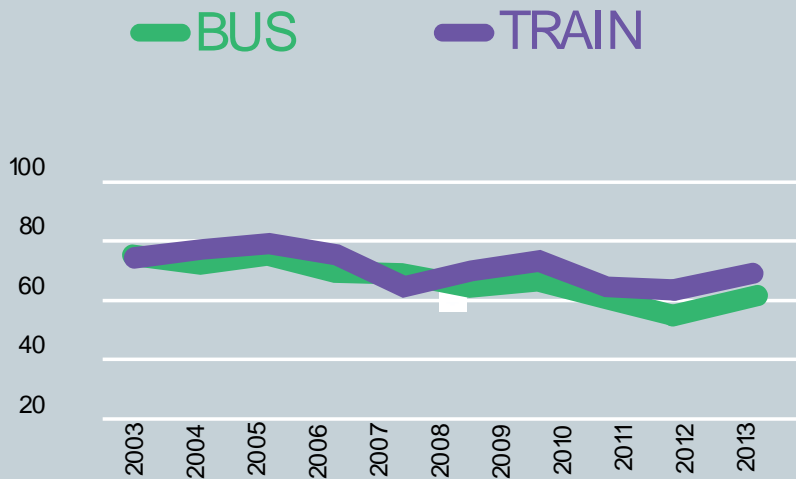


***Small sample size

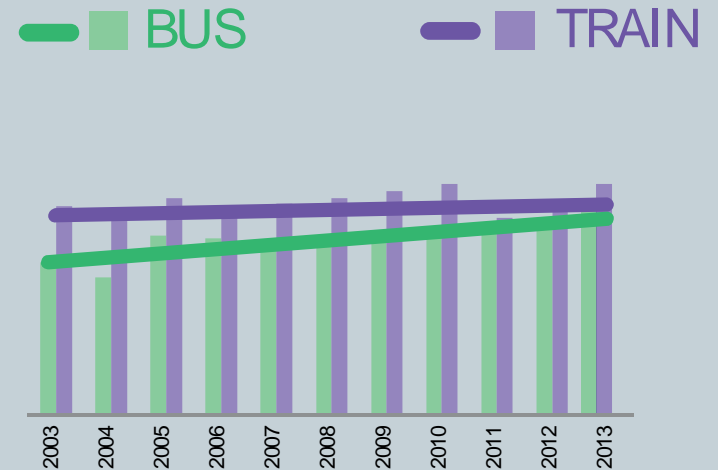
Perception of Bus On-Time Performance Increasing



I transferred to complete this trip.



Yes, my bus/train is generally on time.

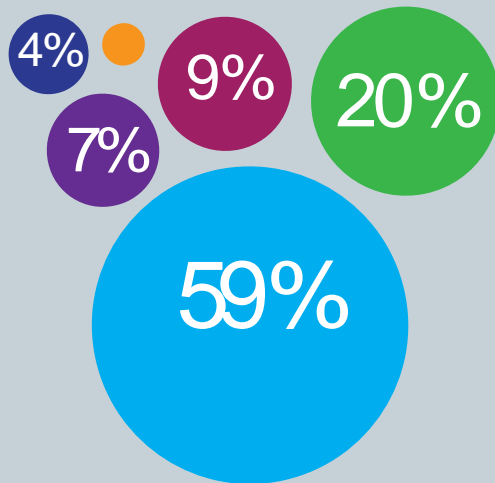


Ethnicity of Train & Bus Users

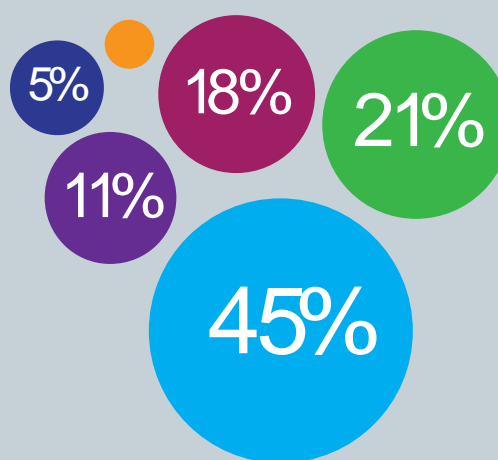


What is your ethnicity?

BUS



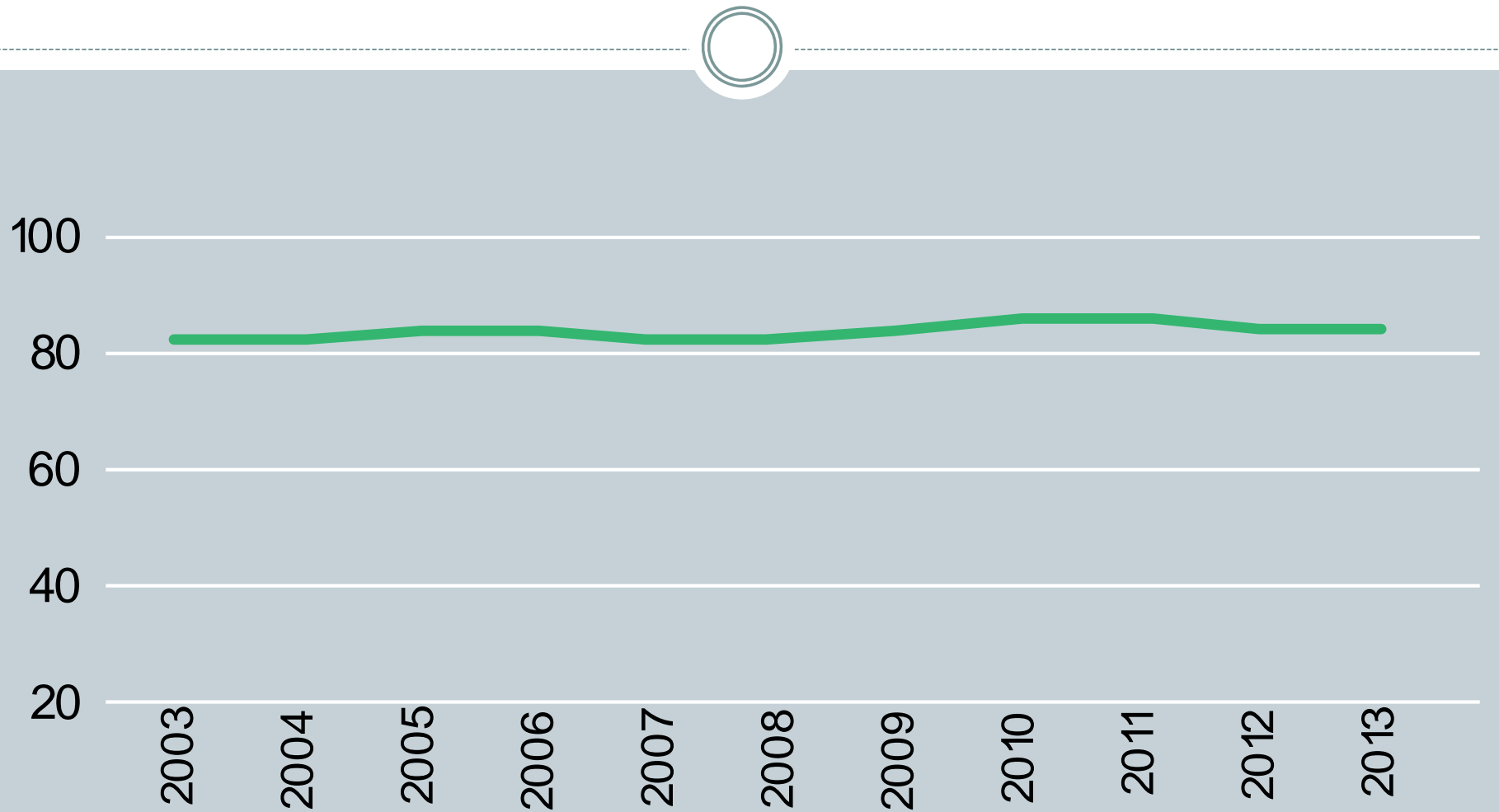
TRAIN



- Latino
- Black
- White
- Asian/Pacific Islander
- American Indian (1%)
- Other

10 year average

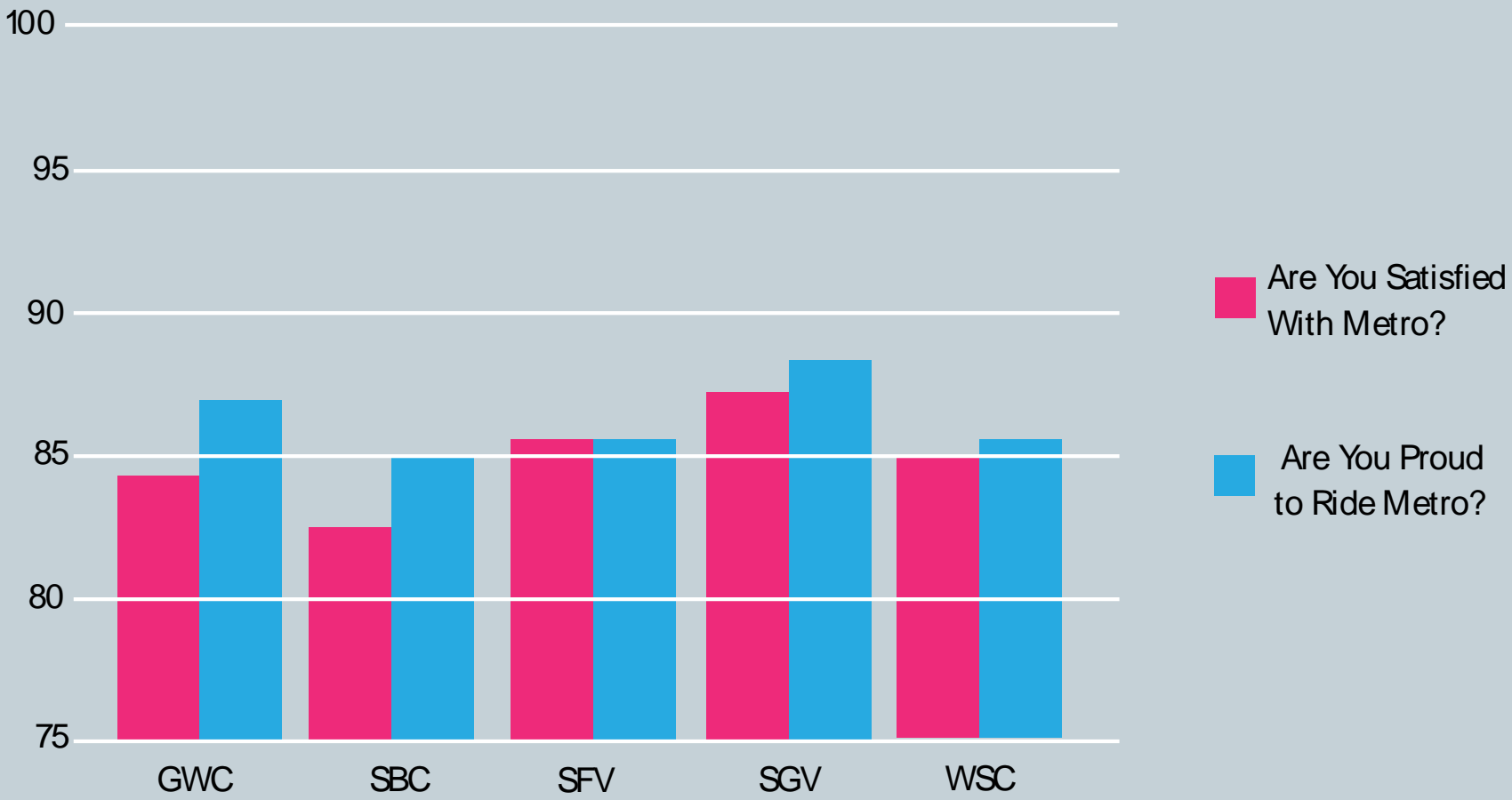
Satisfaction with Metro is Steady



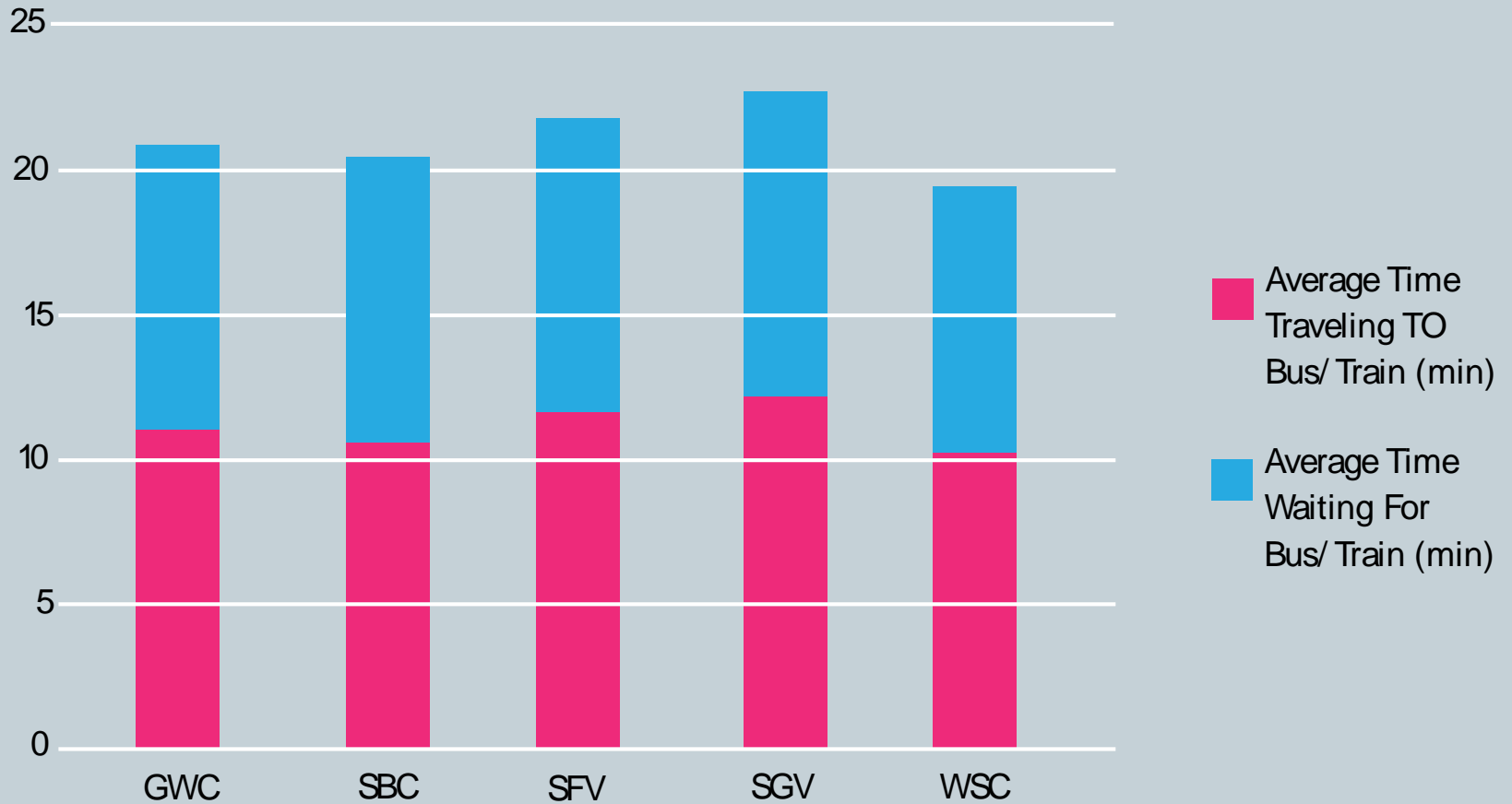


San Gabriel Valley

San Gabriel Valley Satisfaction/Pride



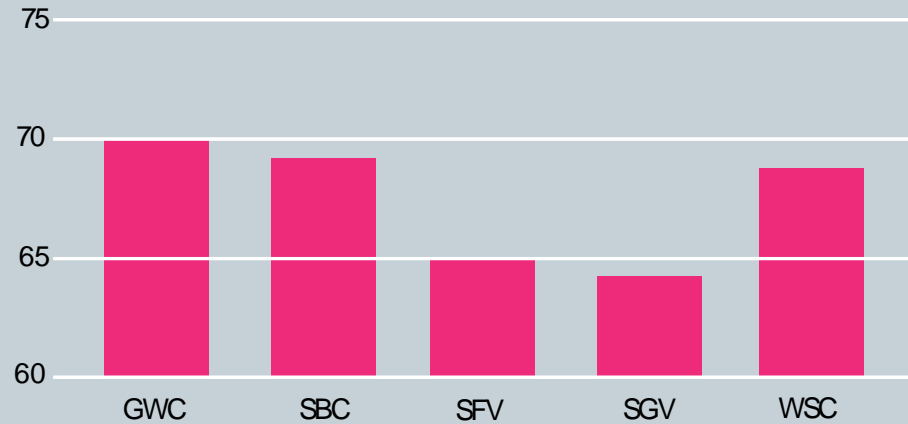
Total Average Wait Time



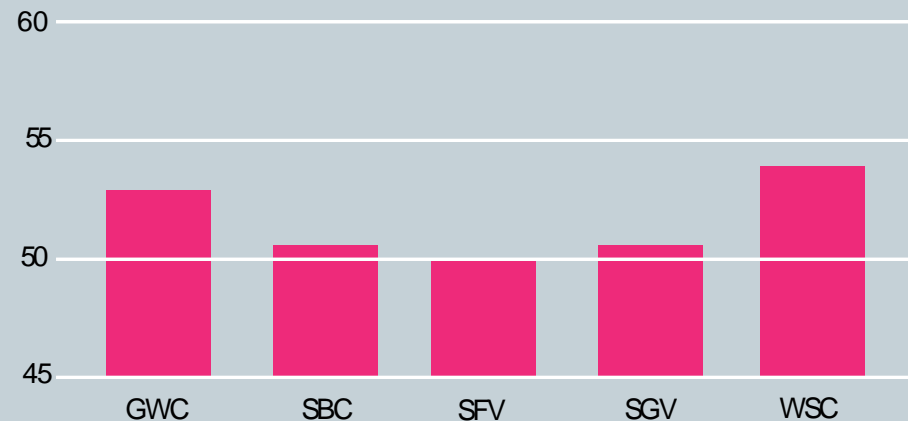
San Gabriel Valley Frequency and Tenure



Rides 5+
Times
Per Week



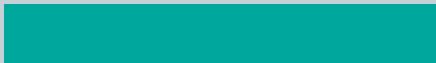
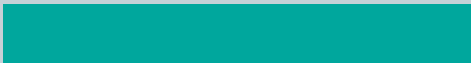
Has Been
Riding For
5+ Years

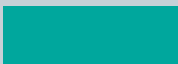
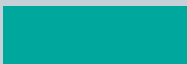




San Gabriel Valley Frequency and Tenure Shifts

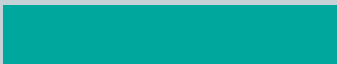
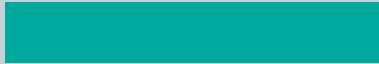


100 2012 2013 100

62%  Rides 5+ Times/Week  64%

25%  Rides 3-4 Times/Week  24%

9%  Rides 1-2 Times/Week  8%

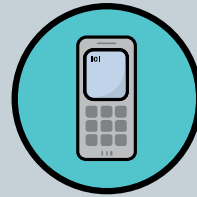
50%  Rode for 5+ Years  51%

+2%
-1%
-1%
+1%

San Gabriel Valley Cell Phone Access



Yes, I have a cell phone.



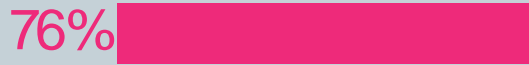
Yes, and it is a smart phone.

100

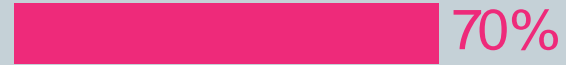
100



SGV



Average
of All
Regions



San Gabriel Valley Total Household Income

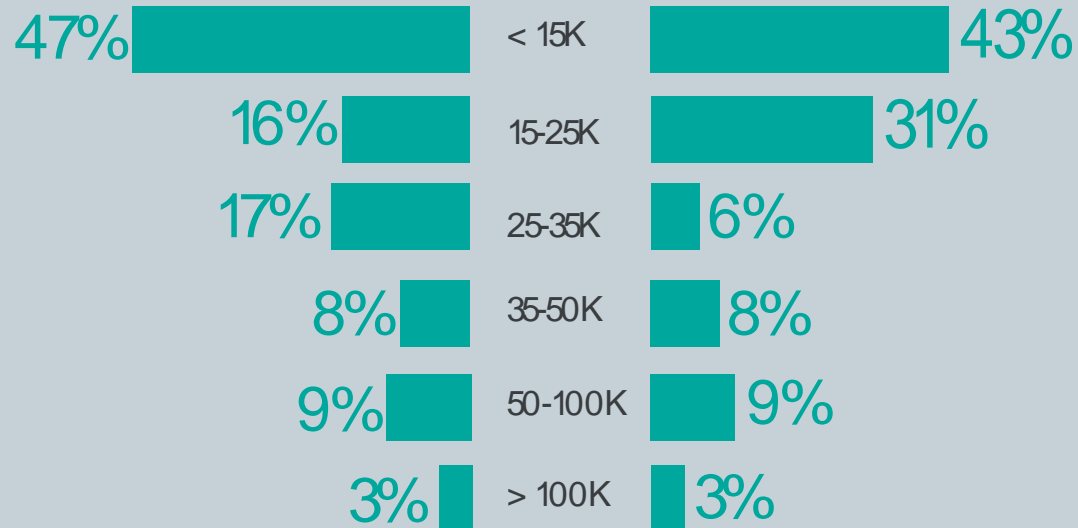


100

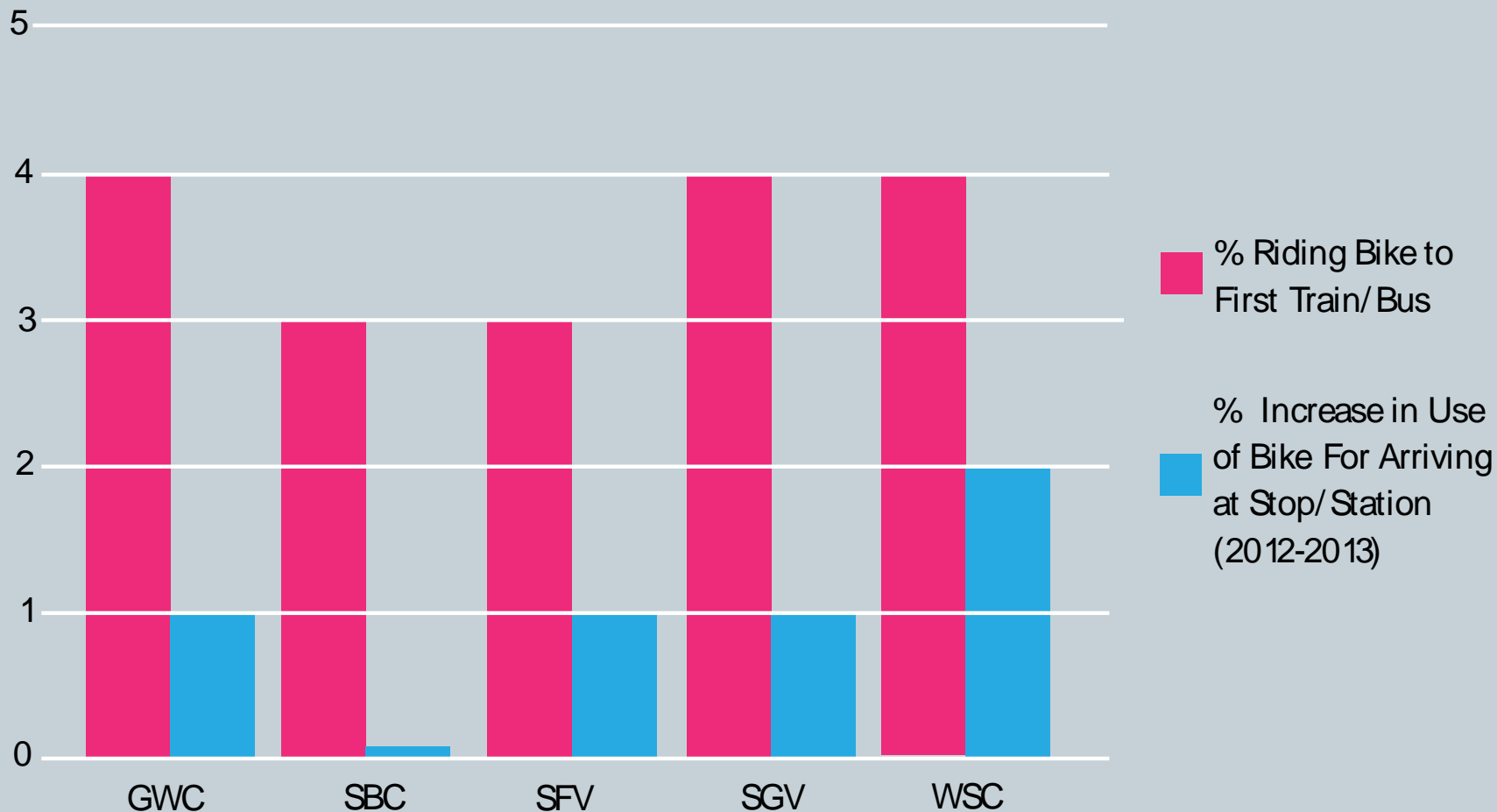
2012

2013

100



San Gabriel Valley Bike Usage Among Riders



Questions by Gender



man.

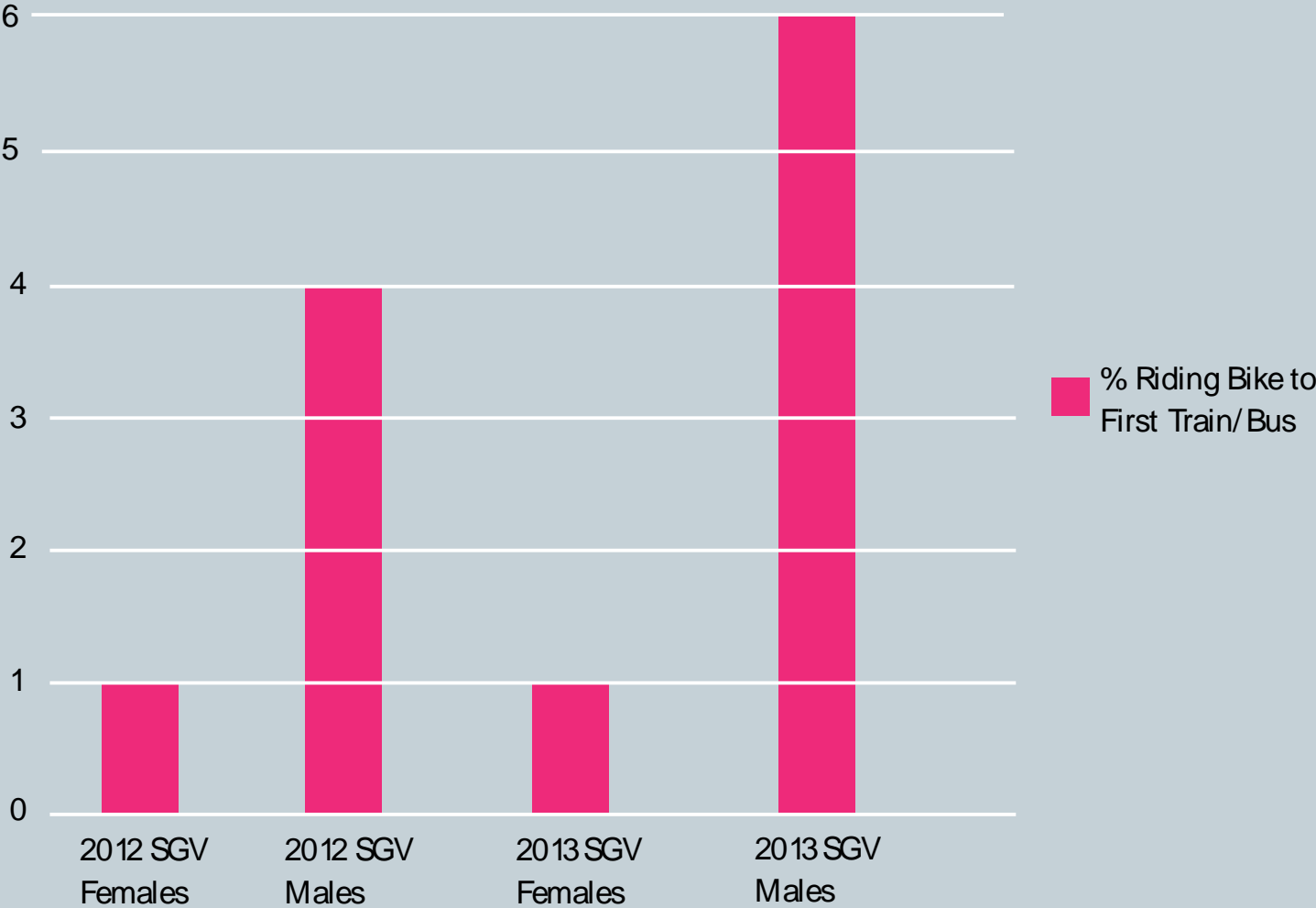


woman.



geek();

San Gabriel Valley Bike Usage by Gender



San Gabriel Valley Household Income by Gender



Male



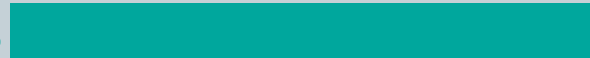
Female



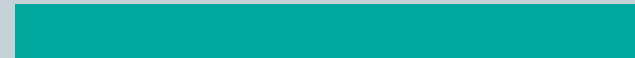
50

50

40%



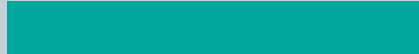
< 15K



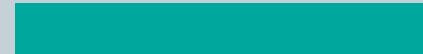
44%

-4%

31%



15-25K



31%

+0%

6%



25-35K



6%

+0%

10%



35-50K



9%

+1%

9%



50-100K



9%

+0%

5%



> 100K



2%

+3%

-4%
+0%
+0%
+1%
+0%
+3%

How Did You Get to First Bus or Train?



2013 Results



Annual Income Discrepancy



2013 Results

