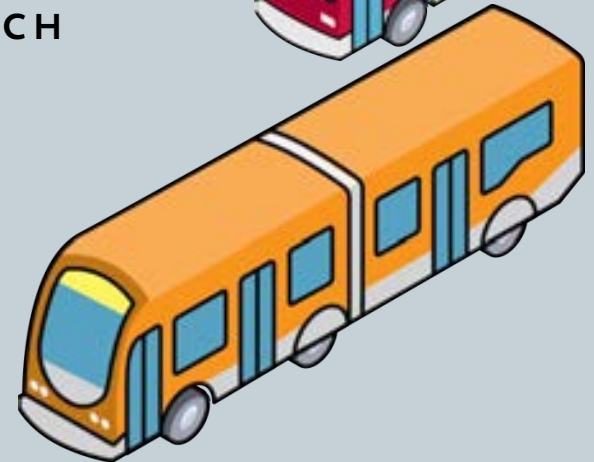


# Metro's Spring 2015 Customer Satisfaction Survey



SAN GABRIEL VALLEY SERVICE COUNCIL  
AUGUST 10, 2015  
PREPARED BY METRO RESEARCH



# 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 surveys**
- 4. County-wide telephone survey of non-users**
- 5. GIS mapping for ExpressLanes and Vanpool Program**
- 6. Data for Federal programs such as Title VI and Limited English Proficiency**

# Metro Customer Information Program

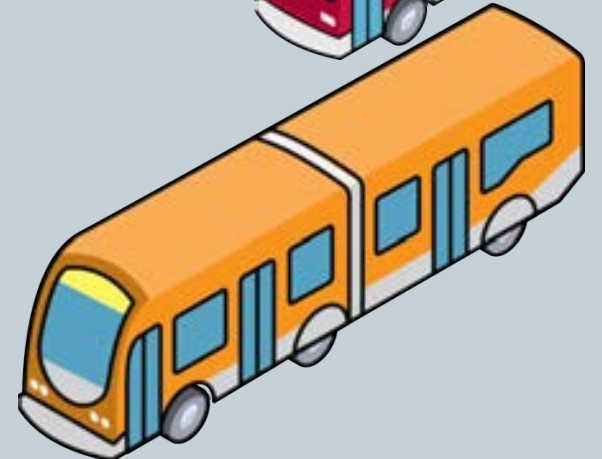


- **Semiannual survey of bus and rail users within Los Angeles**
- **19,793 total surveys completed in Spring 2015**
- **Designed to collect data on changes in Metro satisfaction levels, demographic shifts among riders, quality of Metro services, and ways in which people obtain Metro information.**

# Systemwide Trends



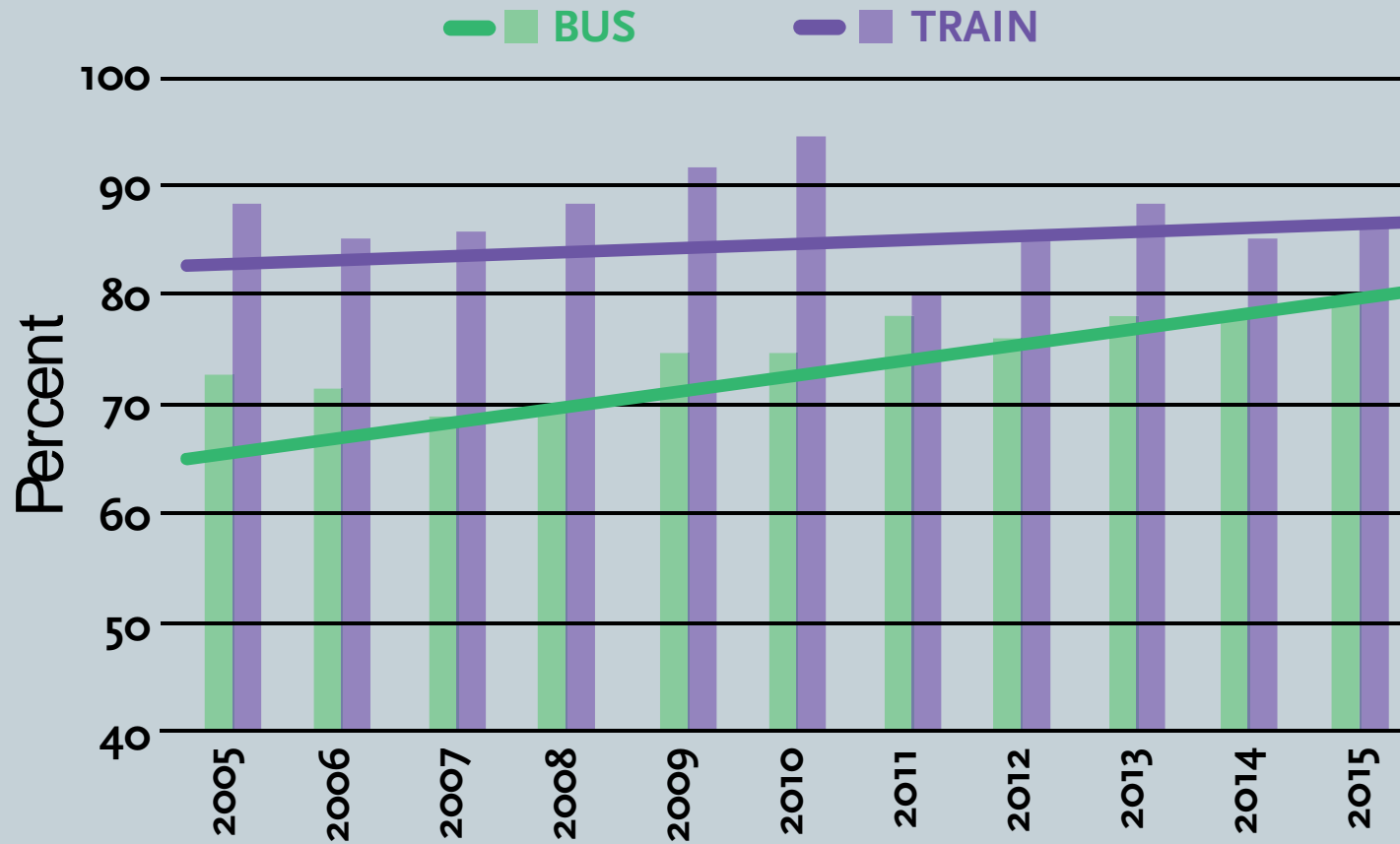
DATA TRENDS FROM  
SPRING 2005-SPRING 2015



# On Time Performance



Yes, my bus/train is generally on time.



# Rider Tenure



I have been riding for 5+ years.



# Rider Satisfaction



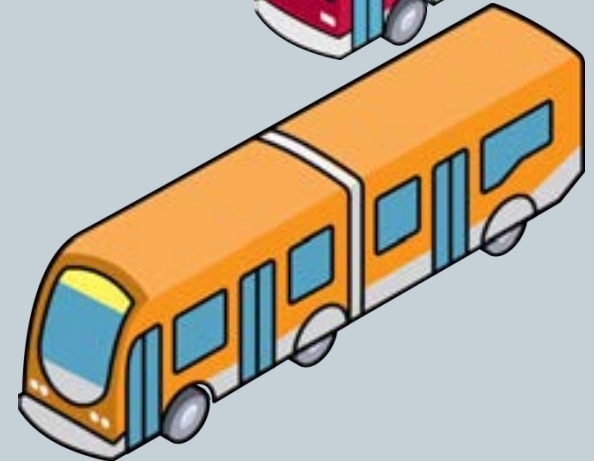
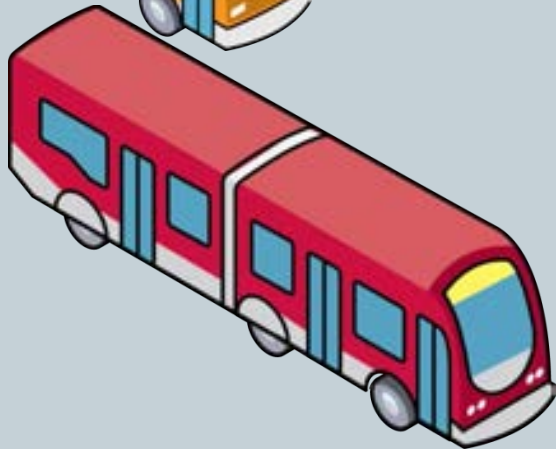
Yes, I am generally satisfied with Metro Service.



# Systemwide Data



DATA DERIVED FROM  
SPRING 2015 ONBOARD SURVEY

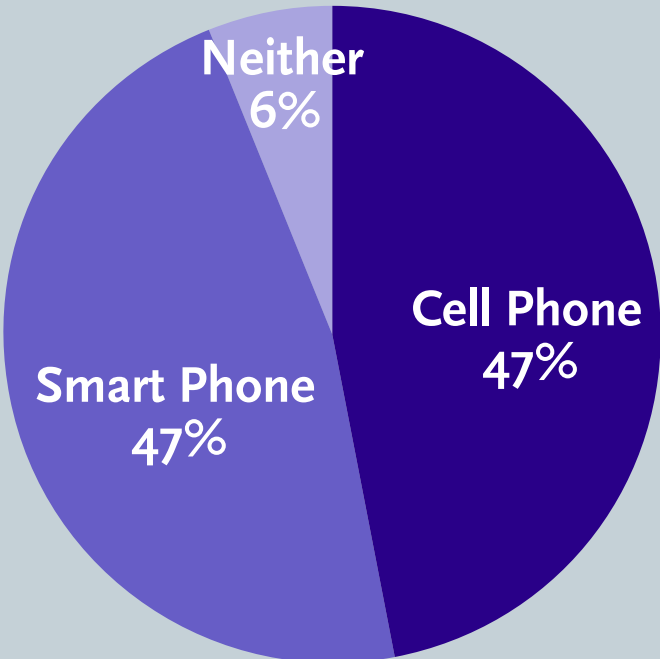
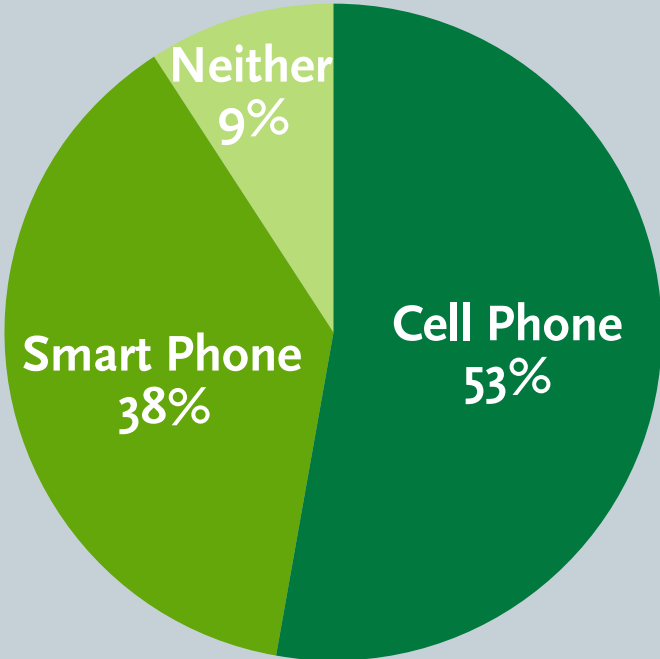
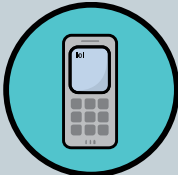




# Cell Phone Access



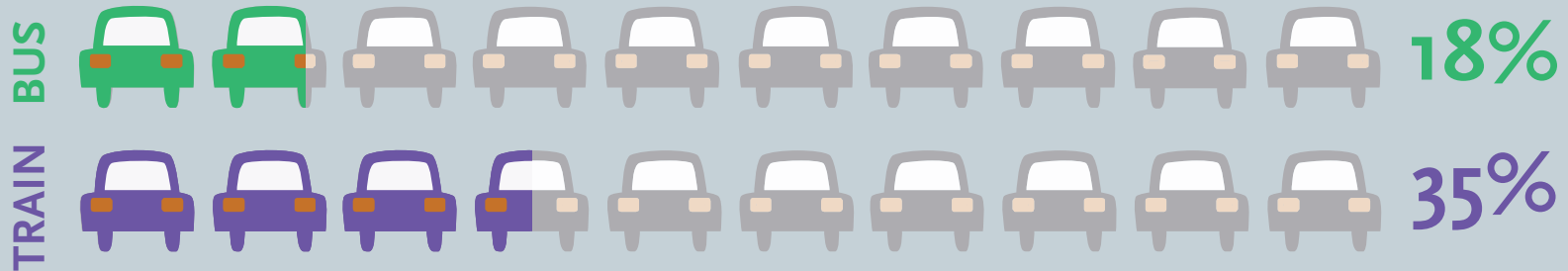
Do you own a \_\_\_\_\_



# Car Availability & Income



Yes, I had a car available to make this trip.



Household Income?

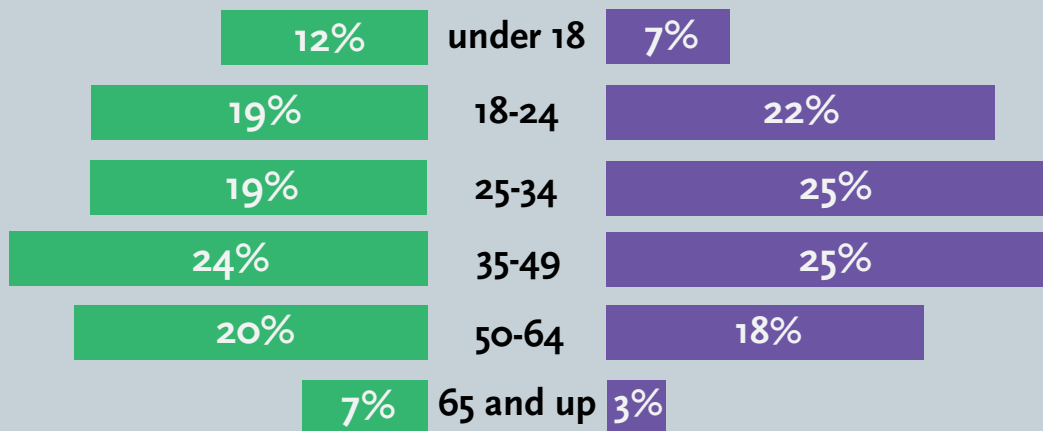


Median household income of riders in Spring '15  
LA County median income US Census (ACS) 2009-2013

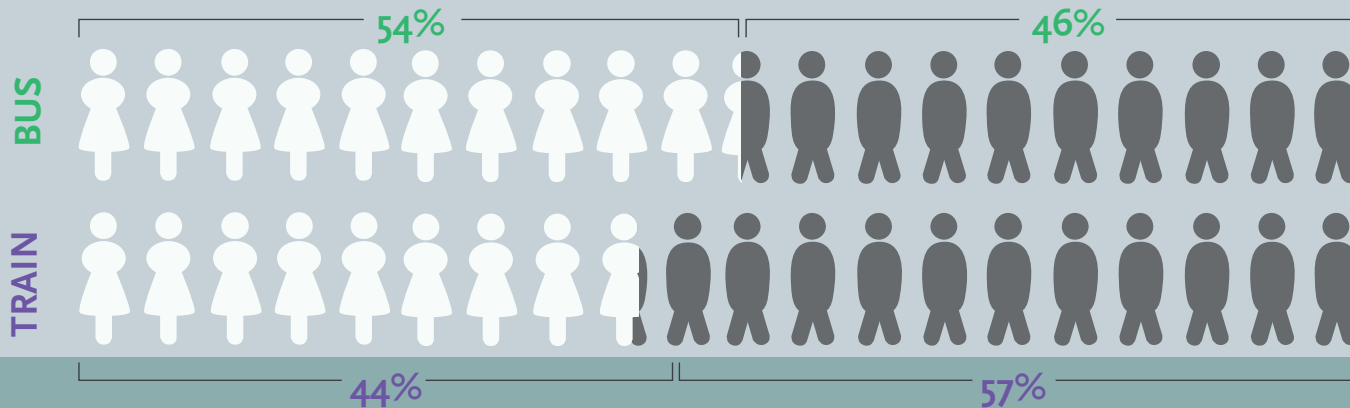
# Age & Gender



Age?



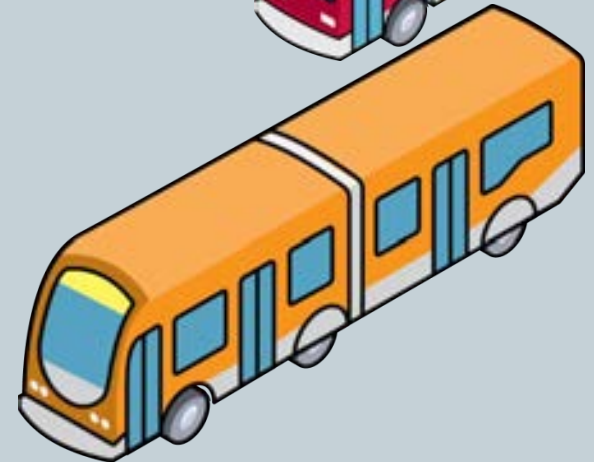
Gender?



# Bus Data by Service Council Region



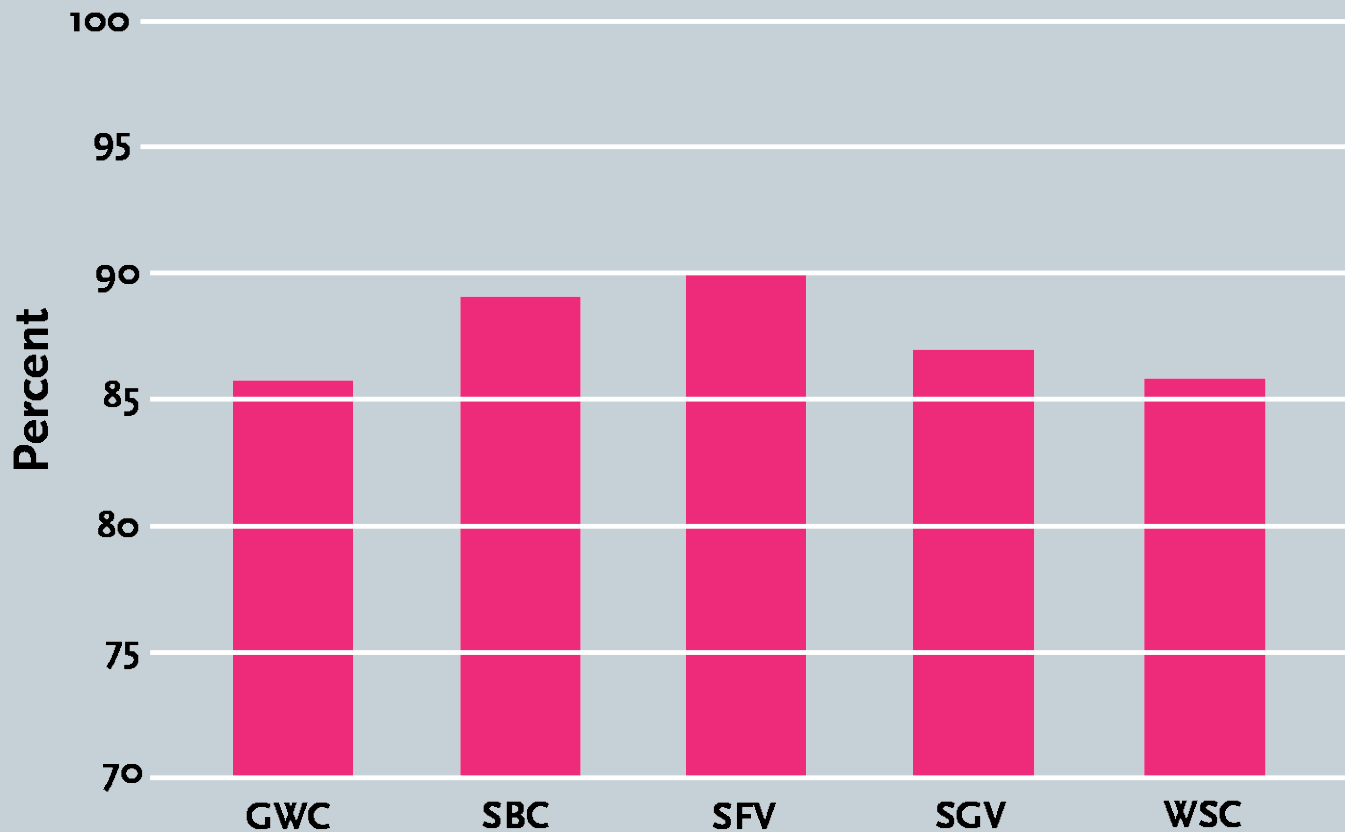
DATA DERIVED FROM  
SPRING 2015 ONBOARD SURVEY



# Customer Satisfaction



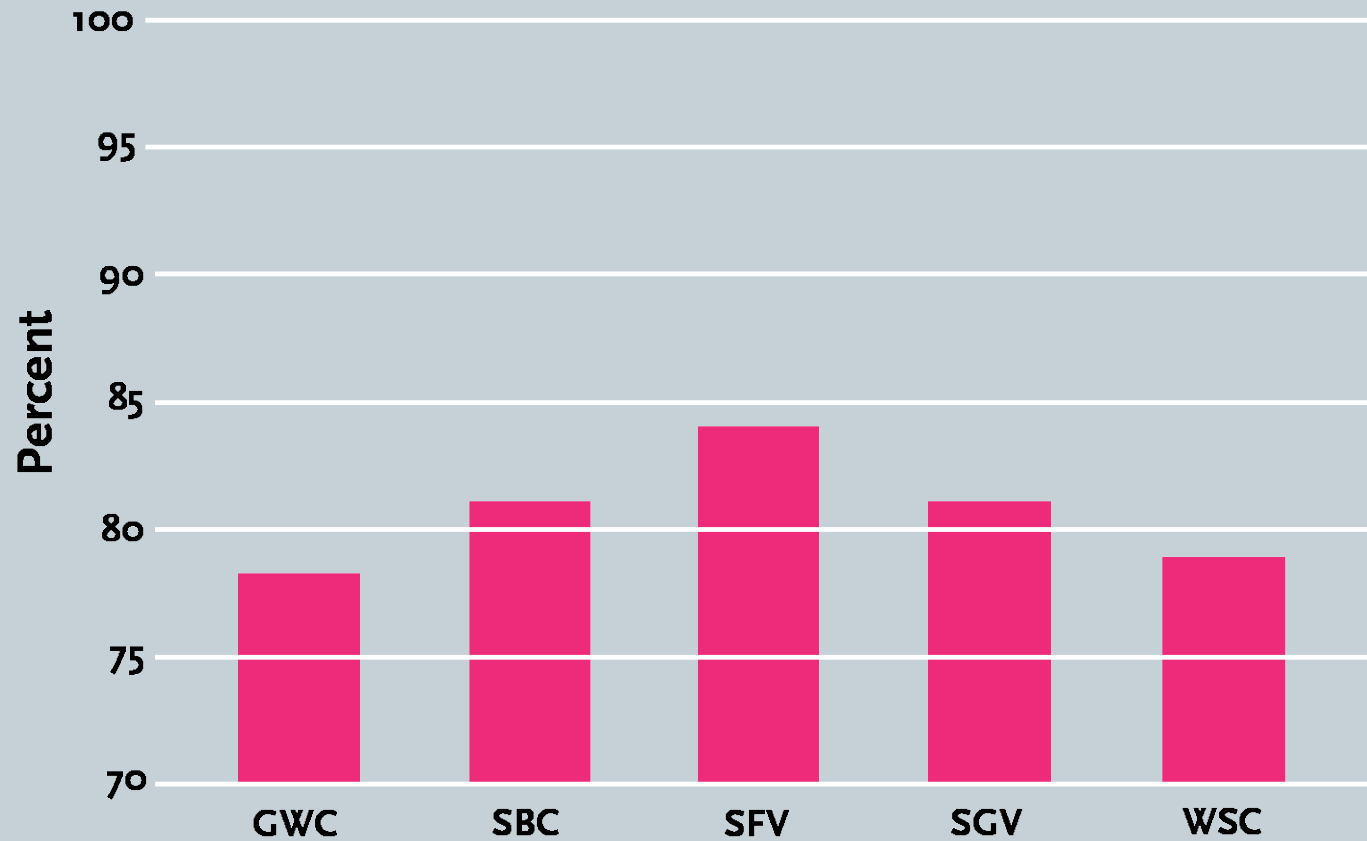
## I am Satisfied With Metro Bus Service



# On-Time Performance



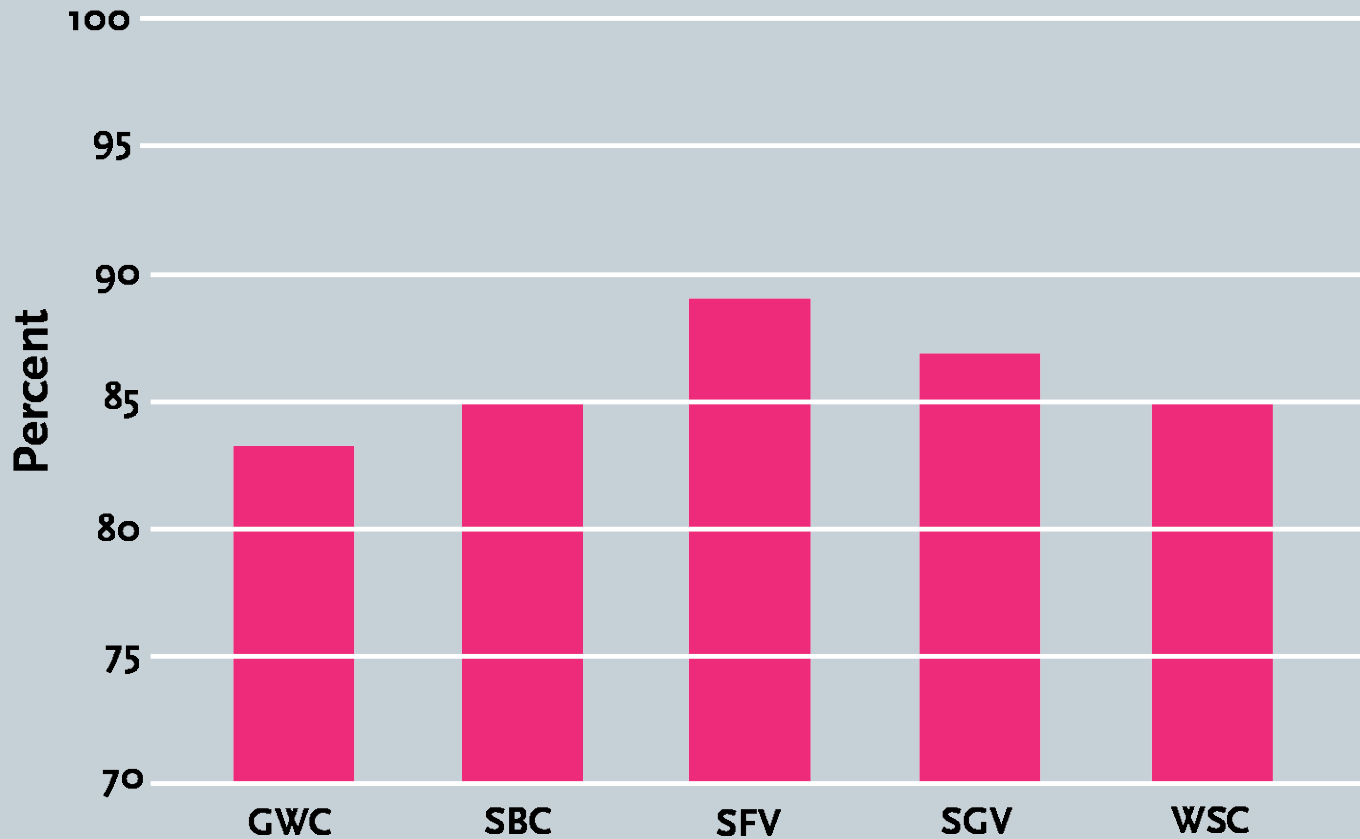
**THIS Bus is Generally on Time**



# Safety While Waiting



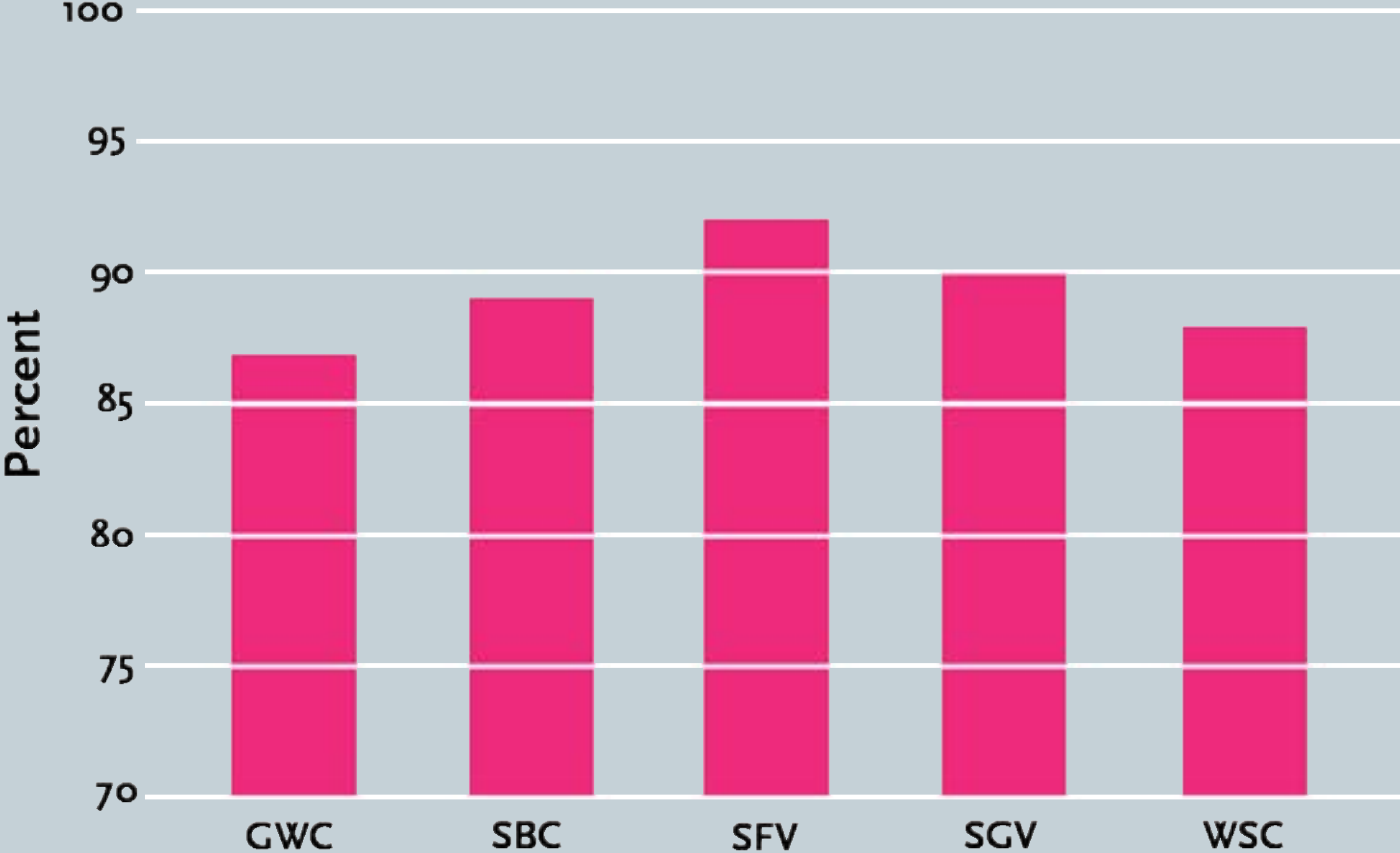
## I Feel Safe While Waiting For THIS Bus



# Safety While Riding



## I Feel Safe While Riding THIS Bus

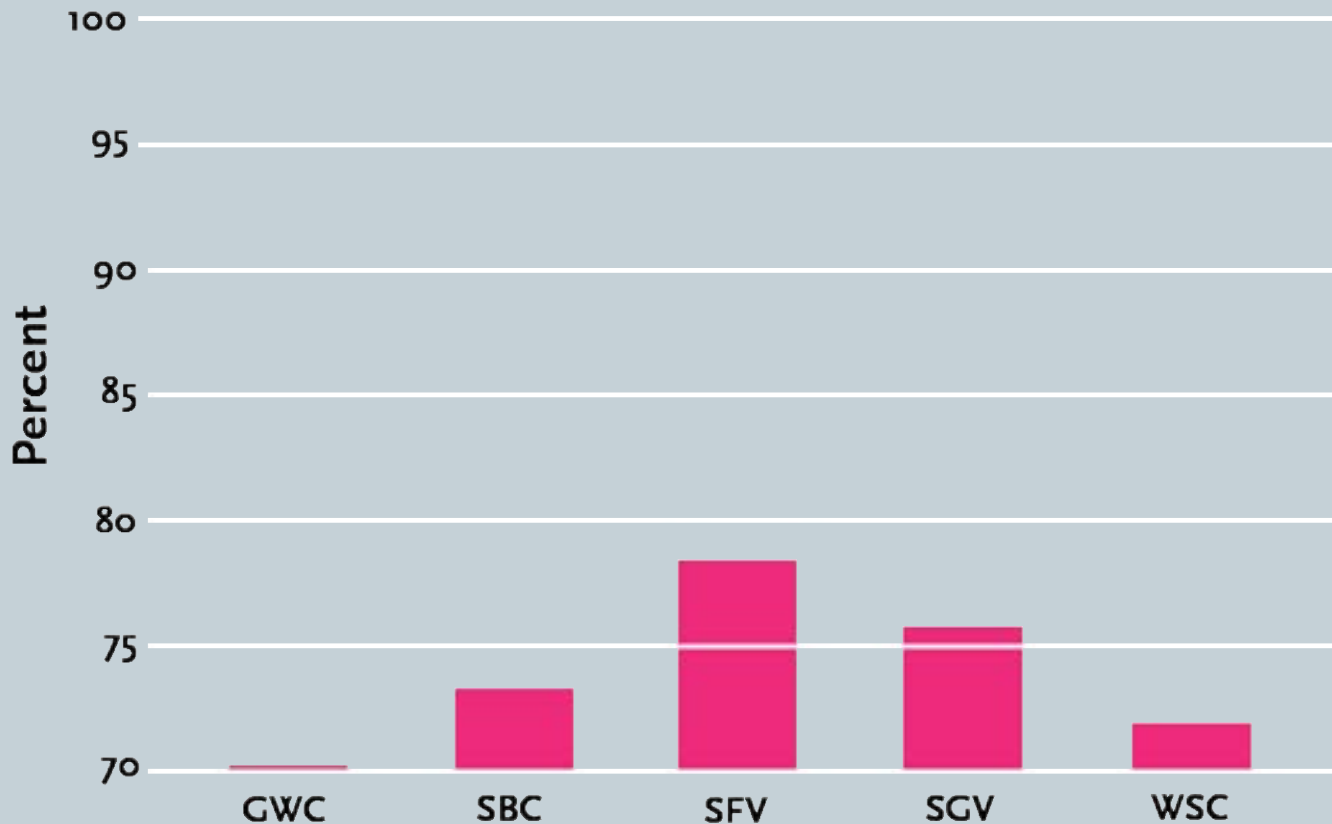




# Bus Stop Cleanliness



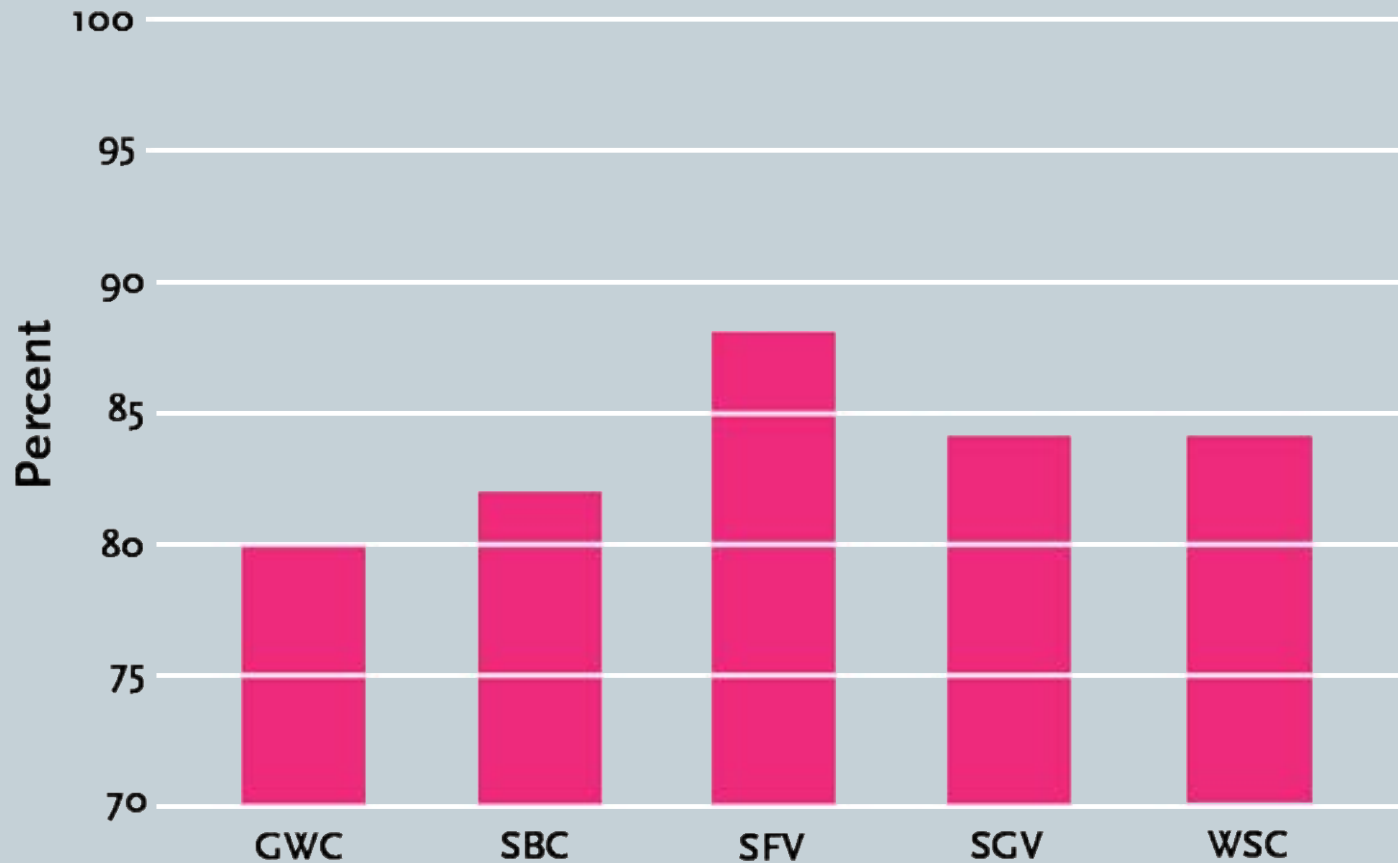
## THIS Bus's Stops Are Generally Clean



# Bus Cleanliness



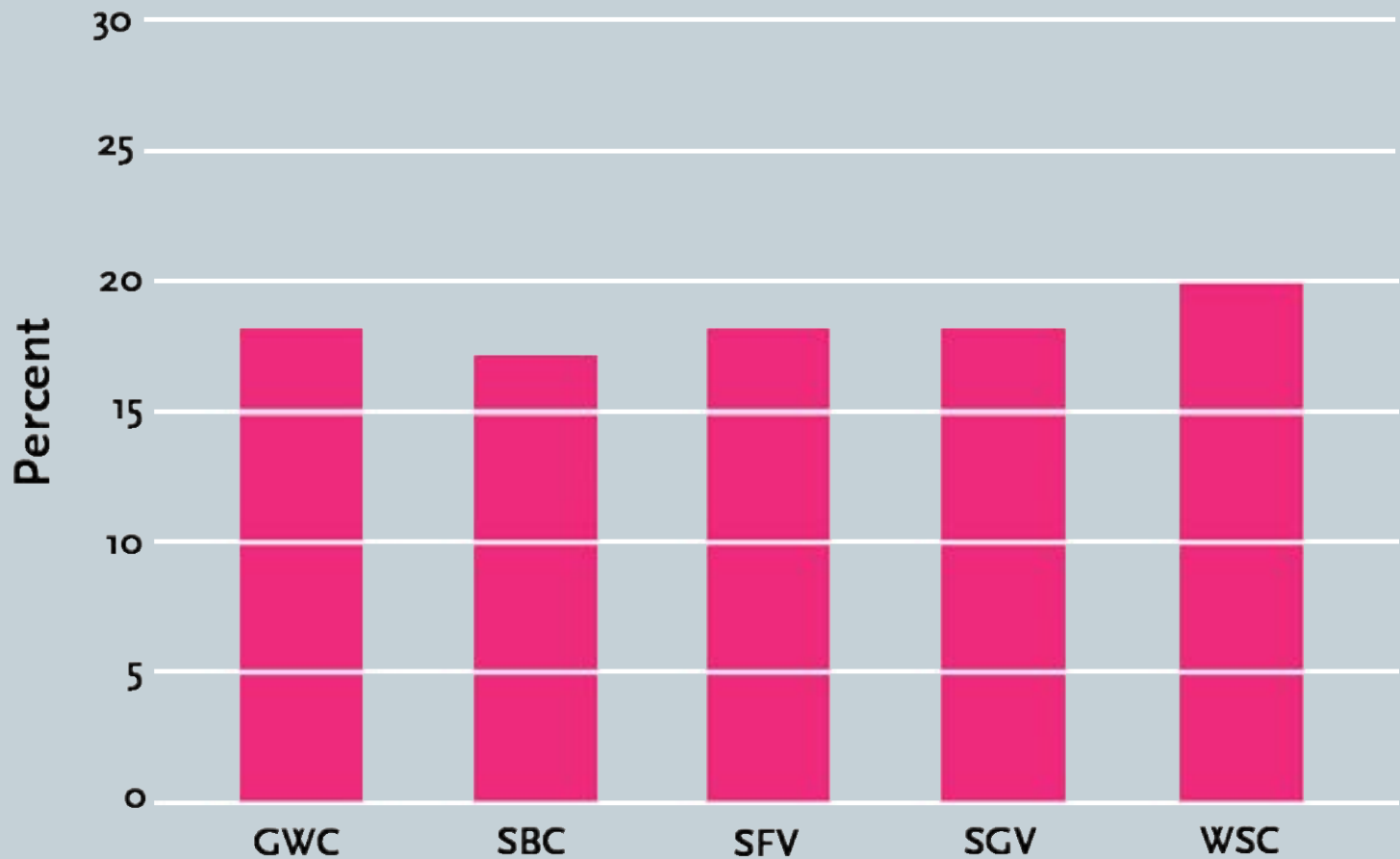
## THIS Bus is Generally Clean



# Car Availability



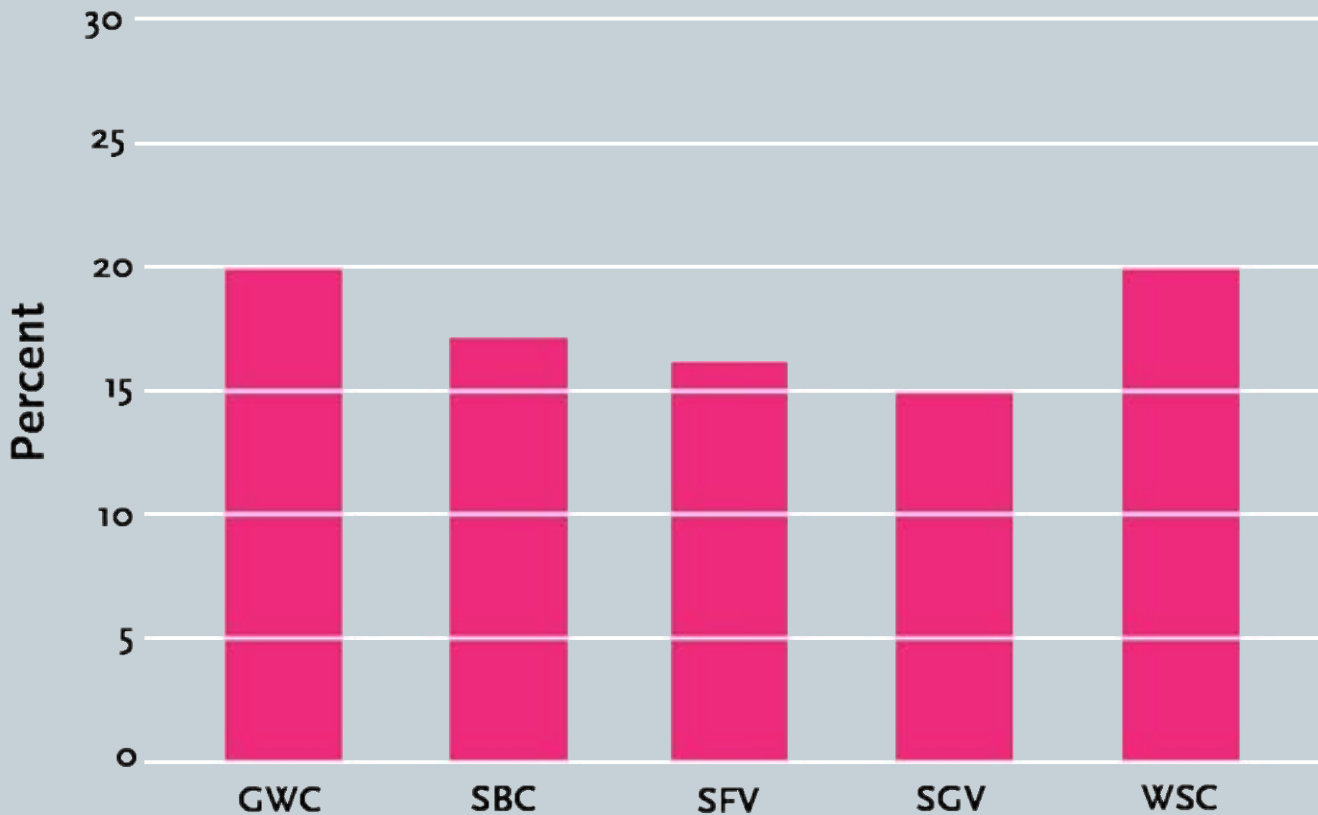
I Have a Car to Complete THIS Trip



# Sexual Harassment Aboard Bus



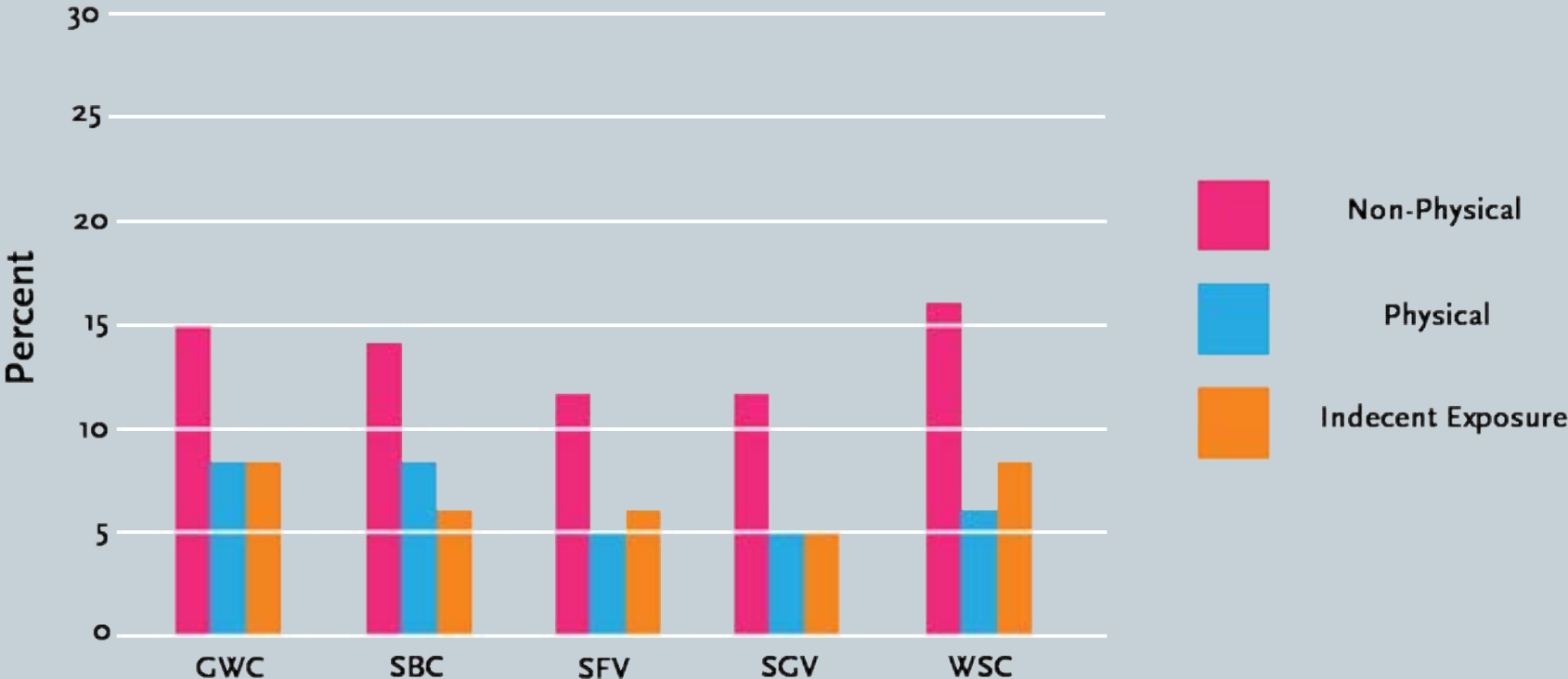
**In The Past Six Months, While Riding Metro, I Have Experienced Some Type of Sexual Harassment**



# Sexual Harassment Aboard Bus by Harassment Type



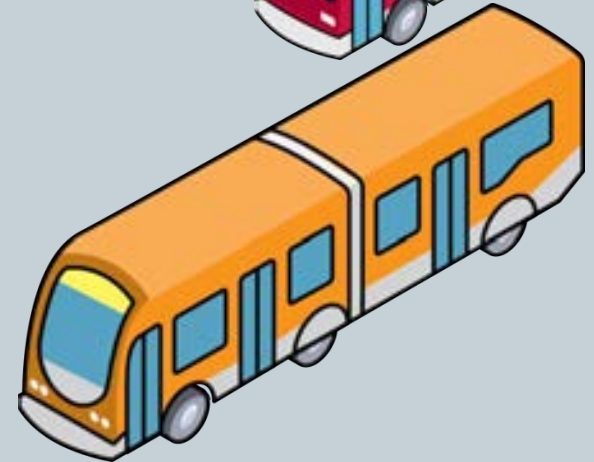
In The Past Six Months, While Riding Metro, I Have Experienced Some Type of Sexual Harassment



# Bus Data by Service Council Region & Gender



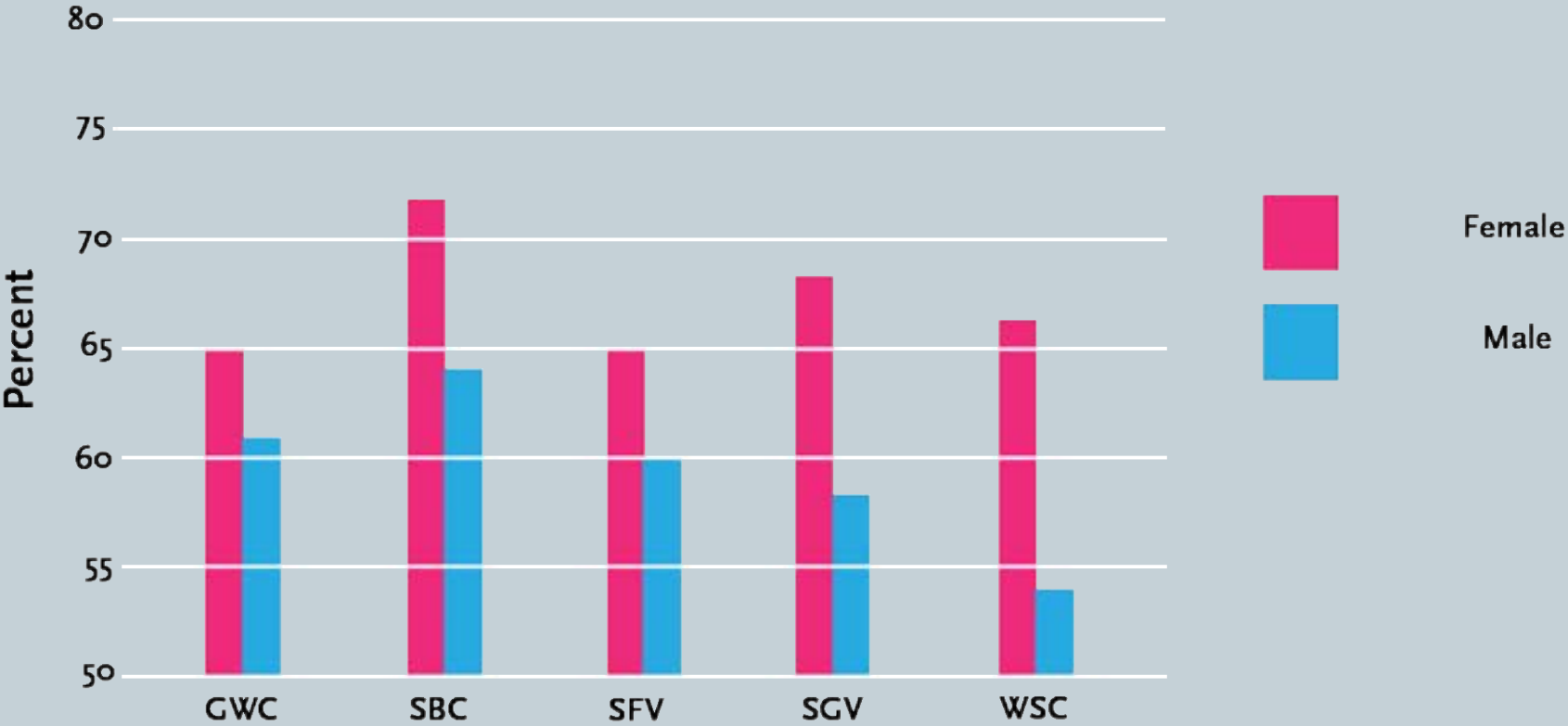
DATA DERIVED FROM  
SPRING 2015 ONBOARD SURVEY



# Households Below Federal Poverty Line



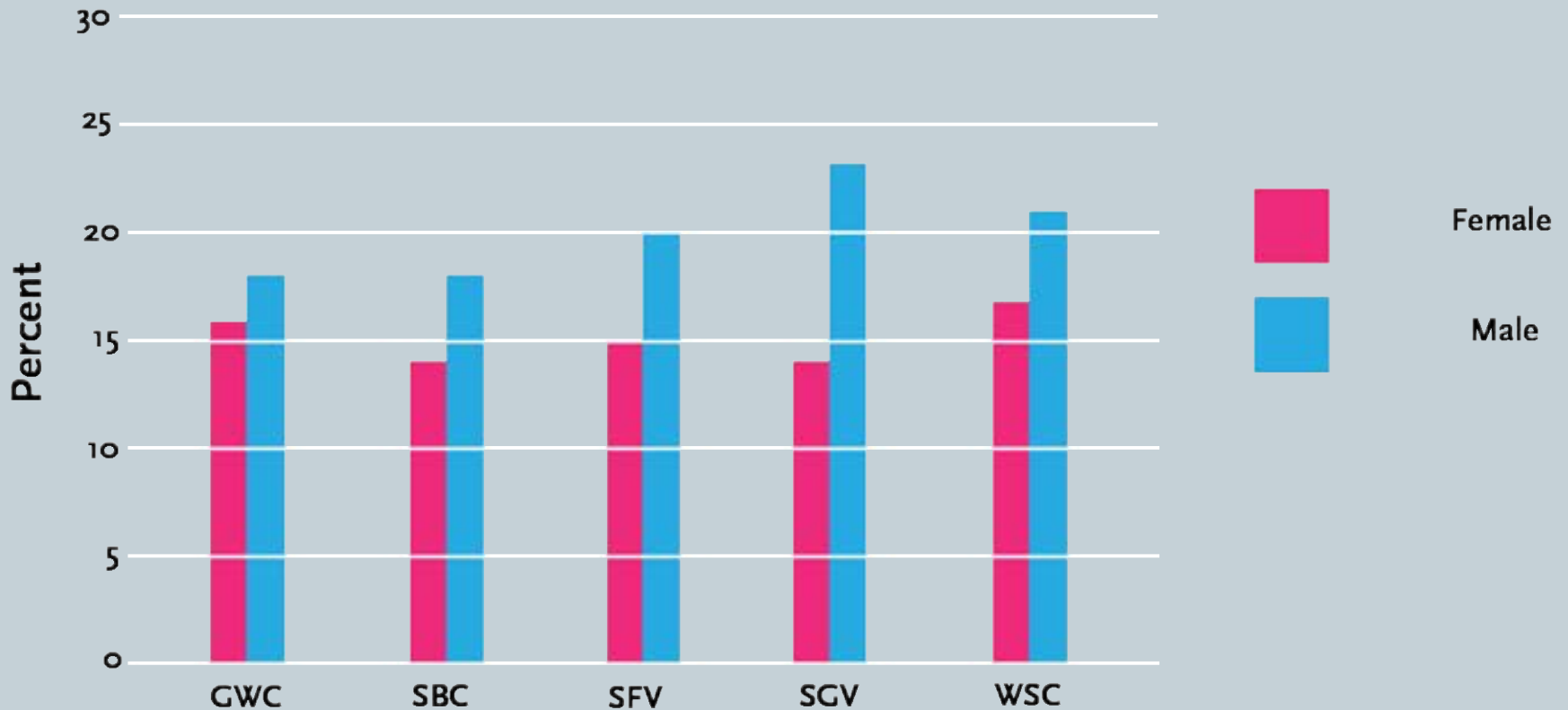
## Percent of Households Below The Poverty Line



# Car Availability



## I Had a Car Available to Make THIS Trip





# Sexual Harassment Aboard Bus



In The Past Six Months, While Riding Metro, I Have Experienced Some Type of Sexual Harassment

