2017 Customer Satisfaction Survey Results

Metro Technical Advisory Committee
March 7, 2018
CUSTOMER SATISFACTION SURVEY

- Gauge customer satisfaction at all Metro touch points
- Identify specific attributes that affect customer satisfaction
- Assess relative importance of customer satisfaction attributes
- Advise Metro Strategic Plan vision, mission, goals, and initiatives
SURVEY ADMINISTRATION

Administration:

- Online deployment via Facebook ads and email
- Available in English, Spanish, Chinese, Korean
- Focus group research to engage hard-to-reach populations

Audience:

- Riders and non-riders
- Mirror demographics of LA County
- Online component: 18,198 respondents
- Focus groups: low income, elderly and minority populations
SURVEY DESIGN

• Transportation behaviors (status of transit usage, modes used, frequency of usage, willingness to recommend Metro services)

• Attitudes towards attributes of public transportation (e.g. safety, reliability, travel time, comfort, access, cost, etc.)

• Demographic information (e.g. household income, age, gender, ethnicity, employment status)
**KEY USER SEGMENTS**

- Savvy Transit Users (28%)
- No Hassle Travelers (11%)
- Frequent Bus Patrons (6%)
- Frequent Rail Patrons (5%)
- Drivers Who Occasionally Ride Rail (8%)
- High Potential Transit Users (20%)
- Previous Bus/Rail Riders (5%)
- Other (17%)
COMMON ISSUES ACROSS USER GROUPS

• Frequency, reliability and total trip time on bus
• Access to/from Metro rail
• New Metro rail lines to new places
• Safety concerns
• Better Information
RECOMMENDATIONS

• Improve Metro bus service to attract and promote more usage (frequency, reliability, travel time, transfers, information)

• Improve access and connectivity across the suite of mobility services to provide better choices for all user groups
**RECOMMENDATIONS**

- Enhance safety and be mindful of the concerns of African American and Latino users
- Expand ExpressLanes to provide an option to mitigate uncertainties for those who choose to drive
Next Steps

Spring 2018:

• Release draft plan for public review
• Conduct stakeholder outreach
• Prepare plan final document
• Seek Board approval
THANK YOU

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PLAN INTERACTION/INTEGRATION

Metro Strategic Plan

Mission Vision
Goals
Key Initiatives
Perf. Metrics

Long Range Transportation Plan Update Process