Metro

**Board Report**

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

**M** Metro®

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**File #:** 2022-0515, **File Type:** Informational Report                    **Agenda Number:** 37.

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**OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE**
**OCTOBER 20, 2022**

**SUBJECT:   2022 CUSTOMER EXPERIENCE SURVEY RESULTS**

**ACTION:    RECEIVE AND FILE**

## RECOMMENDATION

RECEIVE AND FILE 2022 Customer Experience Survey Results.

## ISSUE

Metro's annual Customer Experience (CX) Survey is used to develop an in-depth understanding of pain-points negatively impacting the customer experience. The CX Team then uses these insights learned from the survey to create strategic initiatives/action items that will address pain-points which will improve the customer experience.

The report presents the following information:
1) Highlight the CX survey results for 2022 including customer demographics in comparison to the last on-board intercept survey conducted in 2019 and customer satisfaction ratings for different aspects of service. The 2022 survey covered 25 aspects of service with 12,239 customer ratings with a 63% response rate.
2) Provide an update on the 2022 CX Action Items, as included in the 2022 CX Plan.

## BACKGROUND

In 2018, the Metro Board of Directors passed Motion 38.1 (2018) that established the annual Customer Experience Plan to develop a comprehensive approach for improving customer satisfaction. One of the specific initiatives was to use data and analytics to benchmark and measure system performance in meeting customer satisfaction targets. The Customer Experience Surveys are an essential source of insight into the customer experience to better understand our riders' experience, prioritize investments, and track trends over time to gauge success.

A brief timeline of customer experience-related events at Metro is provided below since the adoption of Board Motion 38.1 (2018):
- April 2020 - Metro established the Customer Experience team by hiring its first Executive Officer of Customer Experience.
- October 2020 - the first Customer Experience Survey was administered via online survey

- December 2020 - the first Customer Experience Plan was adopted.
- October 2021 - Due to the pandemic, a 2021 CX Survey was not conducted and a 2021 CX Plan was forgone in place of a Board presentation and update.
- April 2022 - the second CX plan was filed with the Board. The plan included results from the 2020 CX Survey analyzed using Quadrant Charts to identify and prioritize target issues based on customer satisfaction and importance as well as provided a fiscally constrained list of CX Action Items, unlike in the first 2020 CX Plan.
- July 2022 - the CEO established the Customer Experience Department hiring the first Chief Customer Experience Officer (CXO).

As we continue our efforts to improve the customer experience, this data helps us understand the evolving needs and priorities of our customers. As one of several surveys administered by Metro, w conduct this survey to provide further insight into the demographics and ridership preferences of Metro customers. The survey was designed to help us understand:

- Who is currently riding Metro?
- What is Metro doing right vs. what we need to improve for the customer experience?
- Identify pain-points needed to be prioritized for our riders.
- Track Metro's progress overtime by comparing these results to the 2020 CX Online Survey.
- Evoke conversations with internal stakeholders around aspects to improve the customer experience.

## DISCUSSION

The 2022 Customer Experience Survey was conducted in March - May 2022. Now that many pandemic restrictions have lifted, we conducted intercept surveys on-board bus, rail and Micro with riders vs. our 2020 online survey.

Results are based on 12,239 completed surveys. Data is weighted to ensure that the findings reflect the demographic composition of current Metro riders to ensure representation.

Metro uses the 2022 Customer Experience survey to prioritize and phase customer experience investments for the FY24 budget and to identify pain points to be addressed in the 2023 Customer Experience Plan. Survey findings are reviewed and analyzed using a method incorporating customer satisfaction and importance.

### KEY FINDINGS:

Age: Increase in riders
**Age:**
- An average of 67% of Metro riders fall between the ages of 25-64 years old, which is a 6% increase from 2019.
- Under 18 segment of riders shows a decrease from 11% in 2019 to 7% in 2022.

**Ethnicity:**
- Statistically unchanged from pre-Pandemic (2019), Latinx/Hispanic is the largest ethnic group equaling 58% of riders, while African Americans are second largest at 14% (slightly down from 16% in 2019).

**Languages Spoken at Home:**
- 52% of surveyed bus/rail riders said that they speak English at home, and 42% reported that they speak Spanish.
- 77% of our riders speak English well or very well, while 23% speak it not well or not at all.
- We included 9 languages in addition to English and Spanish for our survey questionnaire.

**Gender Identity:**
- Female identifying **Bus** riders decreased from 53% in 2019 to 49% in 2022.
- Female identifying **Rail** riders also decreased slightly, from 46% in 2019 to 44% in 2022.

**Household Earnings:**
- 83% (81% in 2019) of riders reported making a household income of under $50,000, while those making $50,000 or more made up 17% (20% in 2019) of respondents.

**Type of Fare:**
- The One-Trip fare and 30-Day Pass, both at 32%, are the two most used fare types by our users.  That is a decrease from 2019 of 20 percentage points (52%) for One-Trip fare and an increase of 13 percentage points (19%) for the 30-Day Pass.

**Fare Discount Type:**
- For reported fare discount type, the LIFE fare tripled from 8% in 2019 to 25% in 2022. This corresponds with the increase in marketing the LIFE program.

**Technology Use and Fare Payment:**
- 79% of riders own smartphones with available data. That is an increase of 19% from 2019 (60%). Relatedly, 73% pay with TAP, of which 10% use the TAP smartphone app since its launch in September 2020..

**Ridership:**
- Customers who ride Metro at least three (3) days per week have declined by 10% from 2019 to 78% in 2022.
- Access to a car has increased from 21% in 2019 to 27% in 2022.  Increases in gas prices at the time of the survey may have aided these increases.

**Bus & Rail Overall Perceptions:**
- 58% of **Rail** riders are satisfied with Metro which is a small decrease of 1% since 2020.

- 60% of **Bus** riders reported being satisfied with Metro which is a 7% decrease from 2020.

**Bus & Rail Target Issues:**

| 2022 Customer Experience Survey Top Five (5) Target Issues | |
|---|---|
| **Rail** | **Bus** |
| How well Metro addresses homelessness on trains | Cleanliness inside the bus |
| Cleanliness inside the train | Bus comes on time |
| Cleanliness of train stations | Enough room on the bus |
| Safety from crime | How frequently buses run |
| Enforcement of Metro Rules | Enforcement of Metro rules |

**Rail & Bus Target Issues - Female Customers:**
When looking at the 2022 results specifically for female-identifying survey respondents, many of the are the same for bus. For rail, homelessness, cleanliness, and safety all ranked higher.

| 2022 Customer Experience Survey Top Five (5) Target Issues - Female Responses | |
|---|---|
| **Rail** | **Bus** |
| How well Metro addresses homelessness on trains | Cleanliness inside the bus |
| Cleanliness inside the train | Accurate and timely information about delays |
| Cleanliness of train stations | Bus comes on time |
| Safety from crime | |
| Safety from sexual harassment | |

**Metro Micro:**
2022 is the first year the CX Survey included Metro Micro. Overall, Metro Micro had high levels of customer satisfaction for the aspects of service measured. The target issues listed below scored higher than bus and rail.

1. Micro comes on time
2. How quick I was able to get a ride
3. Availability of accurate info to plan my trip
4. How long it takes to get where I am going
5. Availability of accurate real-time info

**CUSTOMER EXPERIENCE ACTION ITEM UPDATES:**

A brief update highlighting some successes and that are related to the 2022 CX Survey target issues include:

- **Vinyl Seats Transition** - the transition from cloth to easier-to-keep-clean vinyl seats has made significant progress. As of August, 49% of buses and 89% of rail cars have been installed with vinyl seats.

- **Cleaning Surge (end of line, midday bus, trackway, and escalators)** - enhanced cleaning efforts by various maintenance and contract services have been underway since 2020.
    - End of Line cleaning campaign continues to happen on the Red/Purple lines where litter is removed and wipe downs of seats and poles occur while the train is docked at the end of a line.
    - Midday bus interior cleaning was expanded to three layover locations, reaching over 1,600 buses in the month of July focused on retrieving pieces of trash, cleaning spills, removing graffiti, and wiping down surfaces and seats.
    - Trackway debris removal is occurring bi-weekly at seven (7) high priority stations, with other Red/Purple line station trackways being cleaned at least once a month.
    - Escalator step cleaning was increased to four times per year effective July 2021 and has been maintained at that frequency.

- **Metro Ambassadors Program** - the Metro Ambassadors Program achieved two significant milestones. In June, the Board approved the award of $122 million to enlist two vendors, Strive Well-Being and RMI International, Inc to provide Transit Ambassador program services. In September, Metro developed and directed a comprehensive two-week pre-deployment training on customer service, public safety awareness, de-escalation, trauma informed response, emergency preparedness, and transit operations for the first group of Ambassadors.

## EQUITY PLATFORM

The Customer Experience Survey results are used to identify pain points of our customers that are used to inform the upcoming 2023 Customer Experience (CX) Plan. The 2022 CX Survey was administered in nine (9) different languages, in addition to English and Spanish. A training was administered to surveyors to offer the survey to all Metro riders including those with disabilities.

The CX Plan recommends a range of initiatives that would benefit marginalized communities, low-income households, people with disabilities, and Equity Focus Communities (EFCs). Previously, the 2022 CX Plan included a specific chapter on Diverse Riders, Diverse Needs and the upcoming Plan will include the same chapter to build upon current projects and recommend future actions.

## IMPLEMENTATION OF STRATEGIC PLAN GOALS

Metro is working to create a customer-centric/customer-first culture amongst all employees to improve customer experiences for its riders. Therefore, the 2022 CX Survey supports strategic plan goals:

- Goal #1: "Invest in a world class bus system that is reliable, convenient, and attractive to more users for more trips."
- Goal #2: "Deliver outstanding trip experiences for all users of the transportation system."

## NEXT STEPS

These latest survey results will be the basis for updating customer profiles and identifying CX initiatives throughout Metro that are aimed at improving the customer experience. FY24 budget documents will highlight customer experience initiatives recommended in the 2023 Customer Experience Plan and developed in response to 2022 Customer Experience Survey results.
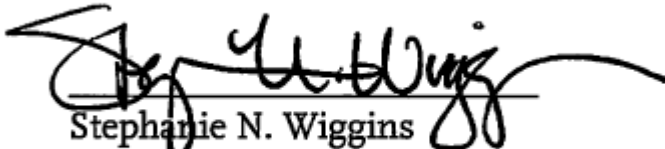
## ATTACHMENTS

Attachment A - Board Report - Motion 38.1 Response
Attachment B - 2022 Metro Customer Survey
Attachment C - 2022 Metro Customer Survey Results


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Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060


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Board Report

**File #:** 2018-0668, **File Type:** Motion / Motion Response          **Agenda Number:**

## OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
## JANUARY 17, 2019

**SUBJECT:    CUSTOMER EXPERIENCE MOTION 38.1 RESPONSE**

**ACTION:     RECEIVE AND FILE**

### RECOMMENDATION

RECEIVE AND FILE the status update for Motion 38.1 about the customer experience program.

### ISSUE

On June 21, 2018, the Board of Directors (Board) approved Motion 38 by Directors Garcetti, Kuehl, Bonin and Garcia (Attachment A), requesting staff to:

A. Rename the System Safety, Security, and Operations Committee to the Operations, Safety, and Customer Experience Committee;
B. Endorse Travel Speed, Service Frequency, and System Reliability as the highest priority service parameters to guide the work of the NextGen Bus Study;
C. Develop customer experience key performance indicators (KPIs) within Operations, Communications, Information & Technology Services, TAP, System Security and Law Enforcement, and other functional areas of MTA to regularly report on the status of the system, transit service, and the transit service environment;
D. Develop an Annual Customer Service and Experience Plan, including but not limited to improvements planned and desired for:
    1. KPIs developed under section C
    2. The status of the Customer Service & Experience projects
    3. Key accomplishments, objectives and challenges in Customer Service and Customer Experience for the following budget year
    4. Key accomplishments, objectives and challenges in transit service marketing for the following budget year
    5. The CEO's Ridership Initiatives, including the Customer Experience Service Strategist

### BACKGROUND

The Customer Experience Committee was established from July 2017 through June 2018 to ensure that Metro services, projects and programs continue to be developed with a focus on the customer. An internal customer experience working group, with representatives from Operations, Security, OEI,

IT, Communications, TAP and the Office of the CEO was formed to develop, track and monitor progress on Metro projects and initiatives focused on positively impacting customer service, experience and ridership.

## DISCUSSION

Customer Experience Initiatives, Projects and Program
Per the Board's directive, in July 2018 Metro staff renamed the System Safety, Security, and Operations Committee to the Operations, Safety, and Customer Experience Committee. Also, to date, Metro's customer experience internal working group has been purposefully collaborating to share progress updates on several interdepartmental projects and initiatives focused on customer service, experience and ridership, including but not limited to the following:

- NextGen Bus Study
- Improvement of Bus Travel Speeds (Top 5 Congested Corridors)
- Bus and Rail Cleanliness Program (Includes Removal of Cloth Seats)
- Pilot Metro Microtransit Project
- Universal Blue Light Program
- Improvement of Lighting at 21 Metro Bus and Rail Stations
- TAP Mobile App and Customer Based System/Card
- Improvement of Digital Countdown Clock and Real  Time Accuracy
- Hiring a Customer Experience Strategist
- Development of Customer Experience KPIs

Attachment B provides a status on these projects through October 2018.

NextGen Bus Study Priorities
NextGen Bus Study began in July 2018. Staff has provided updates to the board relative to objectives, timelines, and outreach activities. Also, the Board has endorsed travel speed, service frequency, and system reliability as critical service parameters to guide the work of the NextGen Bus Study.  Specifically, in October 2018, Metro staff provided an update on the NextGen Bus Study (File ID: 2018-055) on the topic of transit competitiveness and market potential information where the following areas of focus for Metro to better meet the needs of LA County were discussed:

> 1) Metro should build on its success of long distance; commute trips by improving onboard travel times.
> 2) Metro should enter the short distance, non-commute market where nearly 50% of total LA County trips are made by improving frequencies to reduce wait time at bus stops.

These areas for improvement will be selected based on a data driven analysis and extensive public outreach and staff will return in early 2019 with recommendations on service concepts for consideration by the board.

Customer Experience Key Performance Indicators (KPIs) and Development of Annual Customer Service and Experience Plan

Initiative 2.3 of Metro's Vision 2028 Strategic Plan commits Metro to dedicating staff resources to oversee customer experience and developing a comprehensive approach for improving customer satisfaction. Vision 2028 goes on to describe the following specific initiatives:

- Develop a unifying vision and strategy for enhancing the customer's experience,
- Improve customer journey and touch points, and
- Use data analytics to benchmark and measure system performance in meeting customer satisfaction targets.

The response to part D of this Board motion will be directly aligned with Initiative 2.3 so that its execution will help to accomplish Goal 2, "Deliver outstanding trip experiences for all users of the transportation system."

As part of the requested Annual Customer Service and Experience Plan (Plan), staff is in the process of developing customer experience key performance indicators (KPIs) that will improve customer touchpoints for Metro's services. Staff will draw from a number of sources to develop these metrics, including results from our most recent Customer Satisfaction Survey and examples from some of the highest performing transit agencies and operators in the world (MTR Corporation, Singapore Land Transport Authority, Japan Railway Company, and Transport for London).  High-level categories include convenience, ease-of-use, comfort, security, and customer care. Each category will include additional subcategories that will provide further detail on the metrics that address customer pain points.

The Plan will also address staff resources needed to accomplish the customer experience goals as described in both the Board motion 38.1 and Vision 2028. Currently, Metro staff is developing the roles and responsibilities for a Customer Experience Strategist position to lead and manage the customer experience program agency-wide, which will include the oversight of key accomplishments, objectives and challenges in customer service and experience, and working with the CEO on Ridership Initiatives. Staff intends to provide more detail on the Customer Service and Experience Plan in an update to the Board in the FY19 Q3.

## DETERMINATION OF SAFETY IMPACT

Approval of this item will have a positive impact on the safety of our customers and employees.

## FINANCIAL IMPACT

All costs relative to Metro Customer Experience Plans, project and programs will be approved during the regular budget process and Department project managers will be responsible for budgeting any future Customer Experience projects and programs.

## IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports the following Metro Strategic Plan Goal: 2) Deliver outstanding trip experience for all users of the transportation system.

## NEXT STEPS

Staff will provide an update to the Board in FY19 Q3 to provide more detail on the Customer Service and Experience Plan. The Plan will provide the framework for the performance metrics, staffing, budget, and status updates for the customer experience initiatives outlined in motion 38.1 and Metro Vision 2028.

## ATTACHMENTS

Attachment A - Motion 38.1 - NextGen Bus Study Service Parameters
Attachment B - Matrix on Customer Experience Project Status as of October 2018

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# Metro

## Board Report

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**File #:** 2018-0414, **File Type:** Motion / Motion Response

**Agenda Number:** 38.1

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**Motion by:**

**GARCETTI, KUEHL, BONIN AND GARCIA
AS AMENDED BY BARGER**

Related to Item 38: **NEXTGEN BUS STUDY SERVICE PARAMETERS**

MTA should strive to deliver the best customer experience of any public transit provider in America.

MTA's customers should be able to easily and conveniently access MTA services and data and feel assured that their transit trip will be fast, convenient, and reliable.

Additionally, MTA's customers should feel that MTA actively cares about their experience. MTA's customers should see a proven, constant, and continuous effort by MTA to improve the experience of using MTA's services.

Furthermore, MTA must demonstrate that its services are superior to alternatives.

The Ad Hoc Customer Experience Committee was formed to ensure that MTA was focused on these issues.

Since July, the ad hoc committee has met six times. The committee has examining a wide range of issues, including quality bus service, station cleanliness, TAP, pass programs, real-time data, service interruptions, marketing, Customer Care, system accessibility, and the causes of MTA's recent ridership trends.

In the coming fiscal year, the duties of the Ad Hoc Customer Experience Committee will transition to the Operations Committee.
However, as MTA continues important customer experience initiatives, especially the NextGen Bus Study, it is important that the Board remain engaged on customer experience issues.
Additionally, as MTA advances the NextGen Bus Study, it is appropriate for the Board to provide policy direction on the highest priorities for the future restructuring of the MTA bus network.

**SUBJECT:   MOTION BY GARCETTI, KUEHL, BONIN AND GARCIA**

**NEXTGEN BUS STUDY SERVICE PARAMETERS**

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WE THEREFORE MOVE THAT the Board:

A.      Rename the System Safety, Security and Operations Committee to the Operations, Safety, and Customer Experience Committee;

B.      Endorse Travel Speed, Service Frequency, and System Reliability as the highest priority service parameters to guide the work of the NextGen Bus Study;

WE FURTHER MOVE that the Board direct the CEO to:

C.      Develop customer experience key performance indicators (KPIs) within Operations, Communications, Information & Technology Services, TAP, System Security and Law Enforcement, and other functional areas of MTA to regularly report on the status of the system, transit service, and the transit service environment;

D.      Develop an Annual Customer Service and Experience Plan, including but not limited to improvements planned and desired for:

       1.      KPIs developed under section C. above
       2.      The status of Customer Service & Experience projects
       3.      Key accomplishments, objectives, and challenges in Customer Service and Customer Experience for the following budget year
       4.      Key accomplishments, objectives, and challenges in transit service marketing for the following budget year
       5.      The CEO's Ridership Initiatives, including the Customer Experience Strategist (Board File 2018-0365);

E.      Report back to the Operations Committee on all the above in 120 days.

BARGER AMENDMENT: continue to seek input and feedback on priorities from NextGen working groups and relevant community stakeholders.

| # | Customer Experience Project Name | Department | SLT | Project Description | Milestones Accomplished to Date | Completion Target Date(s) |
|---|---|---|---|---|---|---|
| 1 | Security & Ancillary Area Intrusion Surge Program | Operations & Security | Jim and Alex | Increase customer safety by preventing intrusion and establishing a stronger Metro presence throughout our system. | MRL ancillary project has been ongoing for a total of 29 weeks and has resulted in approximately 300 Clean Up Requests (all completed within 24 hours of notice) and intrusions on the MRL have begun to decrease. | This project is ongoing and does not have a completion date. |
| 2 | Cleanliness Focus | Operations | Jim | Improve the appearance of Metro bus stops, bus/rail stations, rolling stock, to increase customer satisfaction systemwide. | Comprehensive review of Metro cleanliness program completed in October 2018. The HRV Interior Renovation Pilot Project team has completed three married pair vehicles so far and is on target to complete a 4th married pair before the end of 2018. | Partnership with External Agencies: January 2019 HRV A650 Fleet Pilot Project: 2024 |
| 3 | Improve Bus Travel Speeds | Operations | Jim | Speed up the system to address customer feedback that buses are too slow and inconvenient. | The Travel Markets Analysis portion of the project is being completed now. This includes listening & learning for how to be more market driven. | Service Concepts – Strategies & priorities for network "design": Winter 2019 Service Plan – Line by line based on strategies: Spring/Summer 2019 Implementation – Launch phase: Fall 2019 |
| 4 | Universal Blue Light Program | Security | Alex | Installation of "Blue Lights" at major transit hubs to improve safety for customers. | Maintenance & Engineering is proceeding with securing funding to complete engineering improvements to the emergency phone/intercom system starting with the MRL/MPL. | June 2022 |
| 5 | Lighting Improvements Systemwide | Environmental | Rick | Improve lighting at 21 bus stops and rail stations to improve safety for customers. | Pre-construction meetings have taken place and equipment was ordered. Construction is targeted to begin in January 2019. | July 2019 |
| 6 | Mobile App for Integrated Transportation Services | TAP | Nalini | Program offering mobile payment opportunities, gamification, incentives and rewards that will link multiple modal services together. | The Board approved this equipment upgrade and equipment will start installation in December 2018. | Full app launch will be in fall 2019 when equipment installation is complete. |
| 7 | Digital Information Panels | Communications | Pauletta | Interactive touch screens (digital map cases) providing real time customer information will be installed at each Blue Line station coinciding with the New Blue project. | New map case design approved in October 2018. | September 2019 |

| | Customer Experience Project Name | Department | SLT | Project Description | Milestones Accomplished to Date | Completion Target Date(s) |
|---|---|---|---|---|---|---|
| 8 | Service Disruptions Alerts | Communications | Pauletta | Staff is working on a service allowing customers to subscribe to Metro service alerts and disruptions via email, or SMS text. Service disruptions are already included in metro.net, agency trip planner, and Go Metro mobile app. | Communications is currently customizing the new customer relations management technology platform, Salesforce, to provide this service. | June 2019 |
| 9 | Digital Countdown Displays & Real Time Accuracy | IT | Bryan | Establish rail polling by implementing a 10-second polling cycle via the installation of routers to improve digital countdown display accuracy. | Different router/antennae installations are being tested now on the various rail car models in operation for Metro. | June 2020 |
| 10 | Connected Bus | IT | Bryan | Installation of Wi-Fi routers on Metro buses to enhance the customer experience by providing Wi-Fi connectivity and improving GPS location of buses for enhanced bus real-time arrival information. | To date, there are 1,068 installed equipped buses with Wi-Fi routers broadcasting their GPS location every 5 seconds for improved real-time predictions while providing Wi-Fi connectivity. | February 2020 (including re-tanked buses). |
| 11 | Customer Satisfaction Survey | OEI | Joshua | Deploy annual customer satisfaction surveys and benchmark to the July 2016 survey. | OEI is preparing for a summer 2019 launch of the next Customer Satisfaction Survey, benchmarked against the 2016 results. | July/August 2019 for survey launch. |
| 12 | Microtransit | OEI | Joshua | Test Metro version of on-demand shared ride services to attract new riders and improve existing customer experience. | A project update was provided to Board Staff in October 2018. | The submission of service design reports is expected in FY2019 Q3, with an anticipated service launch in Fall 2019. |
| 13 | Customer Experience Performance Metrics | All | All | Develop and report customer experience performance metrics. | FY19 KPIs, METL's and project milestones were approved by the CEO in October 2018. | Customer Experience KPIs will be presented to the board in FY19 Q3 (January - March 2019). |

**Metro**

**Supervisor Only:**
1. Bus Route: _____ Run: _____ Block: _____
2. Time: 6-9a 9a-1p 1-4p 4-7p After 7p
3. Day of the Week: M T W TH F Sat Sun
4. Date of trip: _____ mm/dd/yy

## Chance to win $500!

As a thank you for **fully completing** this survey, your name will be entered into a drawing for a chance to win one (1) $500 Visa Cash Card.

# 2022 Metro Bus Customer Survey

**5. Would you like to be entered into the drawing for one (1) $500 Visa Cash Card?**
*Your contact information will be kept confidential.*

☐ Yes *(please provide your contact information)*
☐ No

**5a. First Name:** _____

**Email:** _____

**Phone:** _____ **Home Zip Code:** _____

**5b.** *Can we invite you to participate in occasional Metro surveys?*
☐ Yes  ☐ No

## Satisfaction with Metro Bus

**6. To what extent do you agree or disagree with the following statements?**
*Select one per row*

| | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|
| I would recommend riding Metro Bus to a friend or co-worker | 1 | 2 | 3 | 4 | 5 |
| Metro Bus works hard to improve the experience of its riders | 1 | 2 | 3 | 4 | 5 |
| When I hear people criticize Metro Bus, I want to defend it | 1 | 2 | 3 | 4 | 5 |
| Metro Bus provides a good value for the money | 1 | 2 | 3 | 4 | 5 |

**7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro Bus, how satisfied are you with Metro Bus?**

| Not Satisfied at All | | Neutral | | Very Satisfied |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

**8. Please rate your satisfaction with the following aspects of Metro Bus:**

*Not Satisfied at All — Very Satisfied* (N/A 1 2 3 4 5)

1. How frequently buses run
2. How long it takes to get where I am going
3. Bus comes on time
4. Connecting to another bus or train
5. Availability of accurate bus arrival time info
6. Bus stop seating
7. Cleanliness of bus stop area
8. Shade at bus stop
9. Enough room on the bus
10. Comfort of bus seats (if used)
11. Cleanliness inside the bus
12. How well Metro addresses homelessness on buses
13. Safety from harassment based on my race or ethnicity
14. Safety from sexual harassment
15. Safety from crime
16. Buses and stops kept free of graffiti
17. Enforcement of Metro Bus rules
18. Courtesy of Metro bus operators
19. Wi-Fi availability and quality on the bus
20. Accurate and timely info about delays
21. Ease of fare payment
22. Availability of accurate info to plan my trips
23. Bus stop lighting (if you ride at night)
24. *Transit* Smartphone app
25. Metro.net website

**◄ 9. Which elements listed in the shaded section do you most want Metro to improve?** *Write the number that corresponds to your top 3 choices. Example: if "bus comes on time" is your first choice, then write "3" in the "1st" blank space provided below.*

1st _____  2nd _____  3rd _____

## About You

**10. Do you have regular access to a car?**
☐ Yes  ☐ No

**11. How often do you ride Metro Bus?** *Select one*
☐ Less than once a month
☐ 1-3 days a month
☐ 1-2 days a week
☐ 3-4 days a week
☐ 5 or more days a week

**12. How long have you been riding Metro Bus?** *Select one*
☐ Less than 1 year
☐ 1-2 years
☐ 3-4 years
☐ 5 or more years
☐ Today is my first time

**13. Do you have a smartphone and connection to access apps when waiting at bus stops?**
☐ Yes  ☐ No

**14. How did you pay your fare for this trip?**
☐ TAP Card
☐ TAP App on phone
☐ Cash

**15. What type of fare was it?**
☐ 30-Day Pass
☐ 7-Day Pass
☐ Day Pass
☐ 1 trip fare
☐ Other: _____

**16. Did you receive a discount on your fare?**
☐ Yes  ☐ No

**16a. If yes, what discount?**
☐ Student (K-12)
☐ Student (College)
☐ LIFE
☐ Senior/Disabled/Medicare

## Demographics

*The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.*

**17. What is your age?**
☐ Under 18  ☐ 45 - 64
☐ 18 - 24  ☐ 65+
☐ 25 - 44

**18. What is your race or ethnic identification?**
*(select all that apply)*
☐ Latinx/Hispanic
☐ Black/African American
☐ White/Caucasian
☐ Asian/Pacific Islander
☐ Native American
☐ Other

**19. Including yourself, how many people live in your household?**
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

**20. What languages do you speak at home?**
*(select all that apply)*
☐ English  ☐ Korean
☐ Spanish  ☐ Armenian
☐ Chinese  ☐ Other: _____
☐ Tagalog

**21. How well do you speak English?**
☐ Very well or well
☐ Not well or not at all

**22. What is your household's total annual earnings?** *Select one*
☐ Under $15,000
☐ $15,000 - $24,999
☐ $25,000 - $49,999
☐ $50,000 - $99,999
☐ $100,000+

**23. What is your gender identity?**
☐ Male  ☐ Non-Binary
☐ Female  ☐ Other: _____

**24. Do you have any disabilities?**
☐ Yes  ☐ No

**24a. What type of disability do you have?**
*(select all that apply)*
☐ Low vision
☐ Blindness
☐ Deaf/hard-of-hearing
☐ Mobility – use wheelchair
☐ Mobility – do not use wheelchair
☐ Mental or cognitive
☐ Other: _____

# M Metro™

**Supervisor Only:**
1. Rail Line: _____ Run: _____ Block: _____
2. Time:   6-9a   9a-1p   1-4p   4-7p   After 7p
3. Day of the Week:   M   T   W   TH   F   Sat   Sun
4. Date of trip: _____ mm/dd/yy

## Chance to win $500!

As a thank you for **fully completing** this survey, your name will be entered into a drawing for a chance to win one (1) $500 Visa Cash Card.

# 2022 Metro Rail Customer Survey

**5. Would you like to be entered into the drawing for one (1) $500 Visa Cash Card?**
*Your contact information will be kept confidential.*

☐ Yes *(please provide your contact information)*
☐ No

**5a. First Name:** _____
**Email:** _____
**Phone:** _____  **Home Zip Code:** _____
**5b.** *Can we invite you to participate in occasional Metro surveys?*
☐ Yes   ☐ No

## Satisfaction with Metro Rail

**6. To what extent do you agree or disagree with the following statements?**
*Select one per row*

|  | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|
| I would recommend riding Metro Rail to a friend or co-worker | 1 | 2 | 3 | 4 | 5 |
| Metro Rail works hard to improve the experience of its riders | 1 | 2 | 3 | 4 | 5 |
| When I hear people criticize Metro Rail, I want to defend it | 1 | 2 | 3 | 4 | 5 |
| Metro Rail provides a good value for the money | 1 | 2 | 3 | 4 | 5 |

**7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro Rail, how satisfied are you with Metro Rail?**

| Not Satisfied at All | | Neutral | | Very Satisfied |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

**8. Please rate your satisfaction with the following aspects of Metro Rail:**

*Not Satisfied at All — Very Satisfied*   (N/A  1  2  3  4  5)

1. How frequently trains run
2. How long it takes to get where I am going
3. Train comes on time
4. Connecting to another train or bus
5. Availability of accurate train arrival time info
6. Train station seating
7. Cleanliness of train station
8. Enough room on the train
9. Comfort of train seats (if used)
10. Cleanliness inside the train
11. How well Metro addresses homelessness on trains
12. Safety from harassment based on my race or ethnicity
13. Safety from sexual harassment
14. Safety from crime
15. Trains and stations kept free of graffiti
16. Enforcement of Metro Rail rules
17. Accurate and timely info about delays
18. Cell signal quality on the train
19. Ease of fare payment
20. Availability of accurate info to plan my trips
21. Next stop info on the train
22. *Transit* Smartphone app
23. Metro.net website
24. Escalator reliability
25. Elevator reliability
26. Car parking
27. Bike parking

◄ **9. Which elements listed in the shaded section do you most want Metro to improve?** *Write the number that corresponds to your top 3 choices. Example: if "train comes on time" is your first choice, then write "3" in the "1st" blank space provided below.*

1st _____   2nd _____   3rd _____

## About You

**10. Do you have regular access to a car?**
☐ Yes   ☐ No

**11. How often do you ride Metro Rail?** *Select one*
☐ Less than once a month
☐ 1-3 days a month
☐ 1-2 days a week
☐ 3-4 days a week
☐ 5 or more days a week

**12. How long have you been riding Metro Rail?** *Select one*
☐ Less than 1 year
☐ 1-2 years
☐ 3-4 years
☐ 5 or more years
☐ Today is my first time

**13. Do you have a smartphone and connection to access apps when waiting at the station?**
☐ Yes   ☐ No

**14. How did you pay your fare for this trip?**
☐ TAP Card
☐ TAP App on phone
☐ Cash

**15. What type of fare was it?**
☐ 30-Day Pass
☐ 7-Day Pass
☐ Day Pass
☐ 1 trip fare
☐ Other: _____

**16. Did you receive a discount on your fare?**
☐ Yes   ☐ No

**16a. If yes, what discount?**
☐ Student (K-12)
☐ Student (College)
☐ LIFE
☐ Senior/Disabled/Medicare

## Demographics

*The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.*

**17. What is your age?**
☐ Under 18      ☐ 45 - 64
☐ 18 - 24       ☐ 65+
☐ 25 - 44

**18. What is your race or ethnic identification?**
*(select all that apply)*
☐ Latinx/Hispanic
☐ Black/African American
☐ White/Caucasian
☐ Asian/Pacific Islander
☐ Native American
☐ Other

**19. Including yourself, how many people live in your household?**
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

**20. What languages do you speak at home?**
*(select all that apply)*
☐ English       ☐ Korean
☐ Spanish       ☐ Armenian
☐ Chinese       ☐ Other: _____
☐ Tagalog

**21. How well do you speak English?**
☐ Very well or well
☐ Not well or not at all

**22. What is your household's total annual earnings?** *Select one*
☐ Under $15,000
☐ $15,000 - $24,999
☐ $25,000 - $49,999
☐ $50,000 - $99,999
☐ $100,000+

**23. What is your gender identity?**
☐ Male          ☐ Non-Binary
☐ Female        ☐ Other: _____

**24. Do you have any disabilities?**
☐ Yes   ☐ No

**25. What type of disability do you have?**
*(select all that apply)*
☐ Low vision
☐ Blindness
☐ Deaf/hard-of-hearing
☐ Mobility – use wheelchair
☐ Mobility – do not use wheelchair
☐ Mental or cognitive
☐ Other: _____

**Supervisor Only:**
1. _____
2. Time:   6-9a    9a-1p    1-4p    4-7p    After 7p
3. Day of the Week:   M   T   W   TH   F   Sat   Sun
4. Date of trip: _____   mm/dd/yy

**M Metro™**

# Chance to win $500!

As a thank you for **fully completing** this survey, your name will be entered into a drawing for a chance to win one (1) $500 Visa Cash Card.

# 2022 Metro Micro Customer Survey

**5. Would you like to be entered into the drawing for one (1) $500 Visa Cash Card?**
*Your contact information will be kept confidential.*

☐ Yes *(please provide your contact information)*
☐ No

**5a. First Name:** _____

**Email:** _____

**Phone:** _____   **Home Zip Code:** _____

**5b.** *Can we invite you to participate in occasional Metro surveys?*
☐ Yes      ☐ No

## Satisfaction with Metro Micro

**6. To what extent do you agree or disagree with the following statements?**
*Select one per row*

|  | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
| I would recommend riding Metro Micro to a friend or co-worker | ☐ | ☐ | ☐ | ☐ | ☐ |
| Metro Micro works hard to improve the experience of its riders | ☐ | ☐ | ☐ | ☐ | ☐ |
| When I hear people criticize Metro Micro, I want to defend it | ☐ | ☐ | ☐ | ☐ | ☐ |
| Metro Micro provides a good value for the money | ☐ | ☐ | ☐ | ☐ | ☐ |

**7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro Micro, how satisfied are you with Metro Micro?**

|  | Not Satisfied at All | Neutral | | | Very Satisfied |
|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 |
|  | ☐ | ☐ | ☐ | ☐ | ☐ |

**8. Please rate your satisfaction with the following aspects of Metro Micro:**

*Not Satisfied at All — Very Satisfied (N/A, 1, 2, 3, 4, 5)*

1. Metro Micro hours of operation
2. How quickly I was able to get a ride
3. How long it takes to get where I am going
4. Metro Micro comes on time
5. Connecting to a bus or train
6. Availability of accurate arrival time info
7. Accurate and timely info about delays
8. Pick up point convenience
9. Pick up point safety
10. Ease of finding my pick up point
11. Enough room on Metro Micro
12. Comfort of Metro Micro seats
13. Cleanliness inside Metro Micro
14. Enforcement of Metro Micro rules
15. How well Metro addresses homelessness on Metro Micro
16. Safety from harassment based on my race or ethnicity
17. Safety from sexual harassment
18. Safety from crime
19. Ease of fare payment
20. Service zones cover where I need to go
21. Availability of accurate info to plan my trips
22. Metro.net/micro website
23. Metro Micro App
24. Transit Smartphone App

◄ **9. Which elements listed in the shaded section do you most want Metro to improve?** *Write the number that corresponds to your top 3 choices. Example: if "Micro comes on time" is your first choice, then write "4" in the "1st" blank space provided below.*

1st _____    2nd _____    3rd _____

## About You

**10. Do you have regular access to a car?**
☐ Yes      ☐ No

**11. How often do you ride Metro Micro?** *Select one*
☐ Less than once a month
☐ 1-3 days a month
☐ 1-2 days a week
☐ 3-4 days a week
☐ 5 or more days a week
☐ More than once per day

**12. How long have you been riding Metro Micro?** *Select one*
☐ Less than 3 months
☐ 3-6 months
☐ 6-12 months
☐ 12+ months
☐ This is my first ride

**13. Do you have a smartphone and connection to access apps when waiting at the pick up spot?**
☐ Yes      ☐ No

**14. How did you pay your fare for this trip?**
☐ TAP Card
☐ TAP App on phone
☐ Credit Card in app
☐ Debit Card in app
☐ Pass from my employer
☐ Pass from my university
☐ This trip was free

**15. What type of fare was it?**
☐ 30-Day Pass
☐ 7-Day Pass
☐ Day Pass
☐ 1 trip fare
☐ Other: _____

**16. Did you receive a discount on your fare?**
☐ Yes      ☐ No

**16a. If yes, what discount?**
☐ Coupon Code: _____
☐ Ride Credit (Amount: $_____ )

## Demographics

*The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.*

**17. What is your age?**
☐ Under 18        ☐ 45 - 64
☐ 18 - 24          ☐ 65+
☐ 25 - 44

**18. What is your race or ethnic identification?** *(select all that apply)*
☐ Latinx/Hispanic
☐ Black/African American
☐ White/Caucasian
☐ Asian/Pacific Islander
☐ Native American
☐ Other

**19. Including yourself, how many people live in your household?**
☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6 or more

**20. What languages do you speak at home?**
*(select all that apply)*
☐ English          ☐ Korean
☐ Spanish          ☐ Armenian
☐ Chinese          ☐ Other: _____
☐ Tagalog

**21. How well do you speak English?**
☐ Very well or well
☐ Not well or not at all

**22. What is your household's total annual earnings?** *Select one*
☐ Under $15,000
☐ $15,000 - $24,999
☐ $25,000 - $49,999
☐ $50,000 - $99,999
☐ $100,000+

**23. What is your gender identity?**
☐ Male          ☐ Non-Binary
☐ Female        ☐ Other: _____

**24. Do you have any disabilities?**
☐ Yes   ☐ No

**24a. What type of disability do you have?**
*(select all that apply)*
☐ Low vision
☐ Blindness
☐ Deaf/hard-of-hearing
☐ Mobility – use wheelchair
☐ Mobility – do not use wheelchair
☐ Mental or cognitive
☐ Other: _____

# Bus Only

| Sample Size |
| --- |
| N = 7,909 |

| I would recommend riding Metro Bus to a friend or co-worker | Percent |
| --- | --- |
| Strongly disagree | 10% |
| Disagree | 6% |
| Neutral | 19% |
| Agree | 22% |
| Strongly Agree | 45% |
| Total | 100% |

| Metro Bus works hard to improve the experience of its riders | Percent |
| --- | --- |
| Strongly disagree | 9% |
| Disagree | 9% |
| Neutral | 24% |
| Agree | 24% |
| Strongly agree | 34% |
| Total | 100% |

| When I hear people criticize Metro Bus, I want to defend it | Percent |
| --- | --- |
| Strongly disagree | 12% |
| Disagree | 12% |
| Neutral | 29% |
| Agree | 20% |
| Strongly agree | 28% |
| Total | 100% |

| Metro Bus provides a good value for the money | Percent |
| --- | --- |
| Strongly disagree | 9% |
| Disagree | 7% |
| Neutral | 19% |
| Agree | 23% |
| Strongly agree | 42% |
| Total | 100% |

| Thinking about your experience during your entire journey door to door and all your interactions with Metro Bus, how satisfied are you with Metro Bus? | Percent |
| --- | --- |
| Strongly disagree | 5% |
| Disagree | 7% |
| Neutral | 28% |
| Agree | 28% |
| Strongly agree | 33% |
| Total | 100% |

# Bus Only – 25 Aspects

### How frequently buses run

|  | Percent |
|---|---|
| Not satisfied at all | 9% |
| Not satisfied | 11% |
| Neutral | 26% |
| Satisfied | 26% |
| Very Satisfied | 28% |
| Total | 100% |

### Availability of accurate bus arrival time info

|  | Percent |
|---|---|
| Not satisfied at all | 9% |
| Not satisfied | 10% |
| Neutral | 24% |
| Satisfied | 28% |
| Very Satisfied | 29% |
| Total | 100% |

### Enough room on the bus

|  | Percent |
|---|---|
| Not satisfied at all | 9% |
| Not satisfied | 12% |
| Neutral | 27% |
| Satisfied | 25% |
| Very Satisfied | 26% |
| Total | 100% |

### How long it takes to get where I am going

|  | Percent |
|---|---|
| Not satisfied at all | 8% |
| Not satisfied | 10% |
| Neutral | 25% |
| Satisfied | 29% |
| Very Satisfied | 27% |
| Total | 100% |

### Bus stop seating

|  | Percent |
|---|---|
| Not satisfied at all | 11% |
| Not satisfied | 12% |
| Neutral | 27% |
| Satisfied | 25% |
| Very Satisfied | 26% |
| Total | 100% |

### Comfort of bus seats (if used)

|  | Percent |
|---|---|
| Not satisfied at all | 8% |
| Not satisfied | 9% |
| Neutral | 24% |
| Satisfied | 27% |
| Very Satisfied | 32% |
| Total | 100% |

### Bus comes on time

|  | Percent |
|---|---|
| Not satisfied at all | 10% |
| Not satisfied | 13% |
| Neutral | 26% |
| Satisfied | 25% |
| Very Satisfied | 26% |
| Total | 100% |

### Cleanliness of bus stop area

|  | Percent |
|---|---|
| Not satisfied at all | 16% |
| Not satisfied | 16% |
| Neutral | 26% |
| Satisfied | 20% |
| Very Satisfied | 22% |
| Total | 100% |

### Cleanliness inside the bus

|  | Percent |
|---|---|
| Not satisfied at all | 11% |
| Not satisfied | 13% |
| Neutral | 26% |
| Satisfied | 24% |
| Very Satisfied | 26% |
| Total | 100% |

### Connecting to another bus or train

|  | Percent |
|---|---|
| Not satisfied at all | 7% |
| Not satisfied | 9% |
| Neutral | 24% |
| Satisfied | 27% |
| Very Satisfied | 33% |
| Total | 100% |

### Shade at bus stop

|  | Percent |
|---|---|
| Not satisfied at all | 17% |
| Not satisfied | 18% |
| Neutral | 27% |
| Satisfied | 18% |
| Very Satisfied | 20% |
| Total | 100% |

### How well Metro addresses homelessness on buses

|  | Percent |
|---|---|
| Not satisfied at all | 18% |
| Not satisfied | 13% |
| Neutral | 27% |
| Satisfied | 20% |
| Very Satisfied | 22% |
| Total | 100% |

## Bus Only – 25 Aspects

**Safety from harassment based on my race or ethnicity**

|  | Percent |
| --- | --- |
| Not satisfied at all | 11% |
| Not satisfied | 11% |
| Neutral | 25% |
| Satisfied | 23% |
| Very Satisfied | 31% |
| Total | 100% |

**Enforcement of Metro Bus rules**

|  | Percent |
| --- | --- |
| Not satisfied at all | 10% |
| Not satisfied | 10% |
| Neutral | 27% |
| Satisfied | 24% |
| Very Satisfied | 29% |
| Total | 100% |

**Ease of fare payment**

|  | Percent |
| --- | --- |
| Not satisfied at all | 6% |
| Not satisfied | 6% |
| Neutral | 22% |
| Satisfied | 24% |
| Very Satisfied | 41% |
| Total | 100% |

**Safety from sexual harassment**

|  | Percent |
| --- | --- |
| Not satisfied at all | 10% |
| Not satisfied | 11% |
| Neutral | 24% |
| Satisfied | 23% |
| Very Satisfied | 32% |
| Total | 100% |

**Courtesy of Metro bus operators**

|  | Percent |
| --- | --- |
| Not satisfied at all | 7% |
| Not satisfied | 8% |
| Neutral | 22% |
| Satisfied | 26% |
| Very Satisfied | 37% |
| Total | 100% |

**Availability of accurate info to plan my trips**

|  | Percent |
| --- | --- |
| Not satisfied at all | 6% |
| Not satisfied | 7% |
| Neutral | 26% |
| Satisfied | 27% |
| Very Satisfied | 35% |
| Total | 100% |

**Safety from crime**

|  | Percent |
| --- | --- |
| Not satisfied at all | 11% |
| Not satisfied | 13% |
| Neutral | 27% |
| Satisfied | 22% |
| Very Satisfied | 27% |
| Total | 100% |

**Wi-Fi availability and quality on the bus**

|  | Percent |
| --- | --- |
| Not satisfied at all | 9% |
| Not satisfied | 9% |
| Neutral | 26% |
| Satisfied | 23% |
| Very Satisfied | 34% |
| Total | 100% |

**Bus stop lighting (if you ride at night)**

|  | Percent |
| --- | --- |
| Not satisfied at all | 10% |
| Not satisfied | 11% |
| Neutral | 25% |
| Satisfied | 23% |
| Very Satisfied | 32% |
| Total | 100% |

**Buses and stops kept free of graffiti**

|  | Percent |
| --- | --- |
| Not satisfied at all | 11% |
| Not satisfied | 12% |
| Neutral | 28% |
| Satisfied | 23% |
| Very Satisfied | 27% |
| Total | 100% |

**Accurate and timely info about delays**

|  | Percent |
| --- | --- |
| Not satisfied at all | 10% |
| Not satisfied | 13% |
| Neutral | 28% |
| Satisfied | 23% |
| Very Satisfied | 26% |
| Total | 100% |

***Transit* Smartphone app**

|  | Percent |
| --- | --- |
| Not satisfied at all | 6% |
| Not satisfied | 8% |
| Neutral | 24% |
| Satisfied | 24% |
| Very Satisfied | 38% |
| Total | 100% |

***Metro.net website***

|  | Percent |
| --- | --- |
| Not satisfied at all | 7% |
| Not satisfied | 7% |
| Neutral | 26% |
| Satisfied | 22% |
| Very Satisfied | 38% |
| Total | 100% |

## Bus Only – 25 Aspects

| Which elements listed in the shaded sections do you most want Metro to improve? 1st | Percent |
|---|---|
| How frequently buses run | 15% |
| How long it takes to get where I am going | 6% |
| Buses comes on time | 20% |
| Connecting to another bus or train | 3% |
| Availability of accurate bus arrival time info | 4% |
| Bus stop seating | 3% |
| Cleanliness of bus stop area | 7% |
| Shade at bus stop | 6% |
| Enough room on the bus | 3% |
| Comfort of bus seats (if used) | 2% |
| Cleanliness inside the bus | 5% |
| How well Metro addresses homelessness on buses | 7% |
| Safety from harassment based on my race or ethnicity | 3% |
| Safety from sexual harassment | 3% |
| Safety from crime | 4% |
| Buses and stops kept free of graffiti | 1% |
| Enforcement of Metro Bus rules | 1% |
| Courtesy of Metro bus operators | 1% |
| Wi-Fi availability and quality on the bus | 1% |
| Accurate and timely info about delays | 2% |
| Ease of fare payment | 2% |
| Availability of accurate info to plan my trips | 1% |
| Bus stop lighting (if you ride at night) | 1% |
| Transit Smartphone app | 1% |
| Metro.net website | 0% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 2nd | Percent |
|---|---|
| How frequently buses run | 8% |
| How long it takes to get where I am going | 6% |
| Buses comes on time | 9% |
| Connecting to another bus or train | 3% |
| Availability of accurate bus arrival time info | 5% |
| Bus stop seating | 4% |
| Cleanliness of bus stop area | 8% |
| Shade at bus stop | 4% |
| Enough room on the bus | 4% |
| Comfort of bus seats (if used) | 3% |
| Cleanliness inside the bus | 8% |
| How well Metro addresses homelessness on buses | 8% |
| Safety from harassment based on my race or ethnicity | 4% |
| Safety from sexual harassment | 5% |
| Safety from crime | 7% |
| Buses and stops kept free of graffiti | 2% |
| Enforcement of Metro Bus rules | 2% |
| Courtesy of Metro bus operators | 1% |
| Wi-Fi availability and quality on the bus | 1% |
| Accurate and timely info about delays | 3% |
| Ease of fare payment | 1% |
| Availability of accurate info to plan my trips | 1% |
| Bus stop lighting (if you ride at night) | 2% |
| Transit Smartphone app | 1% |
| Metro.net website | 0% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 3rd | Percent |
|---|---|
| How frequently buses run | 6% |
| How long it takes to get where I am going | 4% |
| Buses comes on time | 7% |
| Connecting to another bus or train | 3% |
| Availability of accurate bus arrival time info | 4% |
| Bus stop seating | 3% |
| Cleanliness of bus stop area | 5% |
| Shade at bus stop | 5% |
| Enough room on the bus | 5% |
| Comfort of bus seats (if used) | 3% |
| Cleanliness inside the bus | 7% |
| How well Metro addresses homelessness on buses | 7% |
| Safety from harassment based on my race or ethnicity | 5% |
| Safety from sexual harassment | 4% |
| Safety from crime | 11% |
| Buses and stops kept free of graffiti | 3% |
| Enforcement of Metro Bus rules | 3% |
| Courtesy of Metro bus operators | 3% |
| Wi-Fi availability and quality on the bus | 2% |
| Accurate and timely info about delays | 4% |
| Ease of fare payment | 2% |
| Availability of accurate info to plan my trips | 1% |
| Bus stop lighting (if you ride at night) | 3% |
| Transit Smartphone app | 1% |
| Metro.net website | 0% |
| Total | 100% |

# Bus Only

| Do you have regular access to a car? | Percent |
|---|---|
| Yes | 22% |
| No | 78% |
| Total | 100% |

| How did you pay your fare for this trip? | Percent |
|---|---|
| TAP Card | 57% |
| TAP App on phone | 9% |
| Cash | 34% |
| Total | 100% |

| How often do you ride Metro Bus? | Percent |
|---|---|
| Less than once a month | 4% |
| 1-3 days a month | 5% |
| 1-2 days a week | 8% |
| 3-4 days a week | 20% |
| 5 or more days a week | 63% |
| Total | 100% |

| What type of fare was it? | Percent |
|---|---|
| 30-Day Pass | 34% |
| 7-Day Pass | 16% |
| Day Pass | 10% |
| 1 trip fare | 32% |
| Other | 9% |
| Total | 100% |

| How long have you been riding Metro Bus? | Percent |
|---|---|
| Less than 1 year | 13% |
| 1-2 years | 11% |
| 3-4 years | 13% |
| 5 or more years | 60% |
| Today is my first time | 2% |
| Total | 100% |

| Did you receive a discount on your fare? | Percent |
|---|---|
| Yes | 43% |
| No | 58% |
| Total | 100% |

| Do you have a smartphone and connection to access apps when waiting at bus stops? | Percent |
|---|---|
| Yes | 79% |
| No | 21% |
| Total | 100% |

| If yes, what discount? | Percent |
|---|---|
| Student (K-12) | 22% |
| Student (College) | 15% |
| LIFE | 24% |
| Senior/Disabled/Medicare | 40% |
| Total | 100% |

## Bus Only

| What is your age? | Percent |
|---|---|
| Under 18 | 8% |
| 18-24 | 18% |
| 25-44 | 35% |
| 45-64 | 31% |
| 65+ | 9% |
| Total | 100% |

| What is your race or ethnic identification? | Percent |
|---|---|
| Latinx/Hispanic | 63% |
| Black/African American | 16% |
| White/Caucasian | 11% |
| Asian/Pacific Islander | 6% |
| Native American | 2% |
| Other | 3% |

| Including yourself, how many people live in your household? | Percent |
|---|---|
| 1 | 18% |
| 2 | 19% |
| 3 | 17% |
| 4 | 18% |
| 5 | 15% |
| 6 or more | 12% |
| Total | 100% |

| What languages do you speak at home? | Percent |
|---|---|
| English | 63% |
| Spanish | 58% |
| Chinese | 1% |
| Tagalog | 2% |
| Korean | 1% |
| Armenian | .4% |
| Other | 2% |
| Total | 100% |

| How well do you speak English? | Percent |
|---|---|
| Very well or well | 73% |
| Not well or not at all | 27% |
| Total | 100% |

| What is your household's total annual income? | Percent |
|---|---|
| Under $15,000 | 43% |
| $15,000-$24,999 | 25% |
| $25,000-$49,999 | 21% |
| $50,000-$99,999 | 8% |
| $100,000+ | 3% |
| Total | 100% |

## Bus Only

| What is your gender identity? | Percent |
|---|---|
| Male | 49% |
| Female | 49% |
| Non-Binary | 1% |
| Other | .4% |
| Total | 100% |

| Do you have a disability? | Percent |
|---|---|
| Yes | 19% |
| No | 81% |
| Total | 100% |

| What type of disability do you have? | Percent |
|---|---|
| Low vision | 6% |
| Blindness | 1% |
| Deaf/hard-of-hearing | 1% |
| Mobility – use wheelchair | 1% |
| Mobility – do not use wheelchair | 3% |
| Mental or cognitive | 3% |
| Other | 5% |

# Rail Only

| Sample Size |
| --- |
| N = 2,931 |

**I would recommend riding Metro Rail to a friend or co-worker**

| | Percent |
| --- | --- |
| Strongly disagree | 9% |
| Disagree | 8% |
| Neutral | 19% |
| Agree | 24% |
| Strongly Agree | 41% |
| Total | 100% |

**Metro Rail works hard to improve the experience of its riders**

| | Percent |
| --- | --- |
| Strongly disagree | 9% |
| Disagree | 11% |
| Neutral | 28% |
| Agree | 24% |
| Strongly agree | 29% |
| Total | 100% |

**When I hear people criticize Metro Rail, I want to defend it**

| | Percent |
| --- | --- |
| Strongly disagree | 12% |
| Disagree | 13% |
| Neutral | 32% |
| Agree | 19% |
| Strongly agree | 25% |
| Total | 100% |

**Metro Rail provides a good value for the money**

| | Percent |
| --- | --- |
| Strongly disagree | 7% |
| Disagree | 8% |
| Neutral | 17% |
| Agree | 24% |
| Strongly agree | 44% |
| Total | 100% |

**Thinking about your experience during your entire journey door to door and all your interactions with Metro Rail, how satisfied are you with Metro Rail?**

| | Percent |
| --- | --- |
| Strongly disagree | 6% |
| Disagree | 9% |
| Neutral | 28% |
| Agree | 29% |
| Strongly agree | 29% |
| Total | 100% |

## Rail Only – 27 Aspects

### How frequently trains run

|  | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 10% |
| Neutral | 21% |
| Satisfied | 29% |
| Very Satisfied | 35% |
| Total | 100% |

### Availability of accurate train arrival time info

|  | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 8% |
| Neutral | 21% |
| Satisfied | 28% |
| Very Satisfied | 38% |
| Total | 100% |

### Comfort of train seats (if used)

|  | Percent |
|---|---|
| Not satisfied at all | 9% |
| Not satisfied | 12% |
| Neutral | 27% |
| Satisfied | 26% |
| Very Satisfied | 27% |
| Total | 100% |

### How long it takes to get where I am going

|  | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 8% |
| Neutral | 22% |
| Satisfied | 30% |
| Very Satisfied | 35% |
| Total | 100% |

### Train station seating

|  | Percent |
|---|---|
| Not satisfied at all | 11% |
| Not satisfied | 12% |
| Neutral | 27% |
| Satisfied | 22% |
| Very Satisfied | 28% |
| Total | 100% |

### Cleanliness inside the train

|  | Percent |
|---|---|
| Not satisfied at all | 28% |
| Not satisfied | 18% |
| Neutral | 24% |
| Satisfied | 16% |
| Very Satisfied | 15% |
| Total | 100% |

### Train comes on time

|  | Percent |
|---|---|
| Not satisfied at all | 4% |
| Not satisfied | 8% |
| Neutral | 22% |
| Satisfied | 27% |
| Very Satisfied | 39% |
| Total | 100% |

### Cleanliness of train station

|  | Percent |
|---|---|
| Not satisfied at all | 25% |
| Not satisfied | 18% |
| Neutral | 24% |
| Satisfied | 16% |
| Very Satisfied | 17% |
| Total | 100% |

### How well Metro addresses homelessness on trains

|  | Percent |
|---|---|
| Not satisfied at all | 34% |
| Not satisfied | 17% |
| Neutral | 21% |
| Satisfied | 13% |
| Very Satisfied | 15% |
| Total | 100% |

### Connecting to another train or bus

|  | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 7% |
| Neutral | 24% |
| Satisfied | 28% |
| Very Satisfied | 37% |
| Total | 100% |

### Enough room on train

|  | Percent |
|---|---|
| Not satisfied at all | 6% |
| Not satisfied | 10% |
| Neutral | 26% |
| Satisfied | 29% |
| Very Satisfied | 30% |
| Total | 100% |

### Safety from harassment based on my race or ethnicity

|  | Percent |
|---|---|
| Not satisfied at all | 15% |
| Not satisfied | 13% |
| Neutral | 27% |
| Satisfied | 20% |
| Very Satisfied | 25% |
| Total | 100% |

# Rail Only – 27 Aspects

| Safety from sexual harassment | Percent |
|---|---|
| Not satisfied at all | 13% |
| Not satisfied | 14% |
| Neutral | 26% |
| Satisfied | 19% |
| Very Satisfied | 27% |
| Total | 100% |

| Accurate and timely info about delays | Percent |
|---|---|
| Not satisfied at all | 8% |
| Not satisfied | 12% |
| Neutral | 27% |
| Satisfied | 26% |
| Very Satisfied | 27% |
| Total | 100% |

| Next stop info on the train | Percent |
|---|---|
| Not satisfied at all | 3% |
| Not satisfied | 6% |
| Neutral | 20% |
| Satisfied | 26% |
| Very Satisfied | 44% |
| Total | 100% |

| Safety from crime | Percent |
|---|---|
| Not satisfied at all | 17% |
| Not satisfied | 17% |
| Neutral | 29% |
| Satisfied | 19% |
| Very Satisfied | 18% |
| Total | 100% |

| Cell signal quality on the train | Percent |
|---|---|
| Not satisfied at all | 8% |
| Not satisfied | 10% |
| Neutral | 23% |
| Satisfied | 28% |
| Very Satisfied | 32% |
| Total | 100% |

| *Transit* Smartphone app | Percent |
|---|---|
| Not satisfied at all | 6% |
| Not satisfied | 6% |
| Neutral | 23% |
| Satisfied | 25% |
| Very Satisfied | 41% |
| Total | 100% |

| Trains and stations kept free of graffiti | Percent |
|---|---|
| Not satisfied at all | 13% |
| Not satisfied | 14% |
| Neutral | 26% |
| Satisfied | 23% |
| Very Satisfied | 23% |
| Total | 100% |

| Ease of fare payment | Percent |
|---|---|
| Not satisfied at all | 4% |
| Not satisfied | 6% |
| Neutral | 19% |
| Satisfied | 26% |
| Very Satisfied | 45% |
| Total | 100% |

| Metro.net website | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 7% |
| Neutral | 27% |
| Satisfied | 24% |
| Very Satisfied | 37% |
| Total | 100% |

| Enforcement of Metro Rail rules | Percent |
|---|---|
| Not satisfied at all | 15% |
| Not satisfied | 15% |
| Neutral | 29% |
| Satisfied | 18% |
| Very Satisfied | 23% |
| Total | 100% |

| Availability of accurate info to plan my trips | Percent |
|---|---|
| Not satisfied at all | 4% |
| Not satisfied | 7% |
| Neutral | 23% |
| Satisfied | 27% |
| Very Satisfied | 39% |
| Total | 100% |

| Escalator reliability | Percent |
|---|---|
| Not satisfied at all | 7% |
| Not satisfied | 9% |
| Neutral | 27% |
| Satisfied | 25% |
| Very Satisfied | 33% |
| Total | 100% |

## Rail Only – 27 Aspects

| Elevator reliability | Percent |
|---|---|
| Not satisfied at all | 8% |
| Not satisfied | 11% |
| Neutral | 25% |
| Satisfied | 23% |
| Very Satisfied | 33% |
| Total | 100% |

| Car parking | Percent |
|---|---|
| Not satisfied at all | 7% |
| Not satisfied | 10% |
| Neutral | 25% |
| Satisfied | 23% |
| Very Satisfied | 35% |
| Total | 100% |

| Bike parking | Percent |
|---|---|
| Not satisfied at all | 7% |
| Not satisfied | 8% |
| Neutral | 25% |
| Satisfied | 23% |
| Very Satisfied | 37% |
| Total | 100% |

# Rail Only – 27 Aspects

| Which elements listed in the shaded sections do you most want Metro to improve? 1ˢᵗ | Percent |
|---|---|
| How frequently trains run | 10% |
| How long it takes to get where I am going | 4% |
| Train comes on time | 10% |
| Connecting to another train or bus | 2% |
| Availability of accurate train arrival time info | 1% |
| Train station seating | 1% |
| Cleanliness of train station | 12% |
| Enough room on the train | 1% |
| Comfort of train seats (if used) | 1% |
| Cleanliness inside the train | 18% |
| How well Metro addresses homelessness on trains | 18% |
| Safety from harassment based on my race or ethnicity | 3% |
| Safety from sexual harassment | 3% |
| Safety from crime | 8% |
| Trains and stations kept free of graffiti | 1% |
| Enforcement of Metro Rail rules | 2% |
| Accurate and timely info about delays | 1% |
| Cell signal quality on the train | 1% |
| Ease of fare payment | 1% |
| Availability of accurate info to plan my trips | 1% |
| Next stop info on the train | .2% |
| *Transit* Smartphone app | .2% |
| Metro.net website | .3% |
| Escalator reliability | .0% |
| Elevator reliability | .1% |
| Car parking | .2% |
| Bike parking | .2% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 2ⁿᵈ | Percent |
|---|---|
| How frequently trains run | 4% |
| How long it takes to get where I am going | 5% |
| Train comes on time | 5% |
| Connecting to another train or bus | 4% |
| Availability of accurate train arrival time info | 2% |
| Train station seating | 1% |
| Cleanliness of train station | 8% |
| Enough room on the train | 2% |
| Comfort of train seats (if used) | 2% |
| Cleanliness inside the train | 17% |
| How well Metro addresses homelessness on trains | 13% |
| Safety from harassment based on my race or ethnicity | 7% |
| Safety from sexual harassment | 4% |
| Safety from crime | 9% |
| Trains and stops kept free of graffiti | 2% |
| Enforcement of Metro Rail rules | 4% |
| Accurate and timely info about delays | 1% |
| Cell signal quality on the train | 2% |
| Ease of fare payment | 2% |
| Availability of accurate info to plan my trips | .3% |
| Next stop info on the train | .5% |
| Transit Smartphone app | 2% |
| Metro.net website | .2% |
| Escalator reliability | 1% |
| Elevator reliability | .3% |
| Car parking | .2% |
| Bike parking | 1% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 3ʳᵈ | Percent |
|---|---|
| How frequently trains run | 4% |
| How long it takes to get where I am going | 2% |
| Trains comes on time | 6% |
| Connecting to another train or bus | 3% |
| Availability of accurate train arrival time info | 2% |
| Train station seating | 2% |
| Cleanliness of train station | 7% |
| Enough room on the bus | 2% |
| Comfort of train seats (if used) | 2% |
| Cleanliness inside the train | 8% |
| How well Metro addresses homelessness on trains | 10% |
| Safety from harassment based on my race or ethnicity | 5% |
| Safety from sexual harassment | 8% |
| Safety from crime | 14% |
| Trains and stops kept free of graffiti | 4% |
| Enforcement of Metro Rail rules | 7% |
| Accurate and timely info about delays | 5% |
| Cell signal quality on the train | 2% |
| Ease of fare payment | .4% |
| Availability of accurate info to plan my trips | 1% |
| Next stop info on the train | 1% |
| Transit Smartphone app | 1% |
| Metro.net website | 1% |
| Escalator reliability | 1% |
| Elevator reliability | 1% |
| Car parking | 1% |
| Bike parking | 1% |
| Total | 100% |

# Rail Only

**Do you have regular access to a car?**

|  | Percent |
|---|---|
| Yes | 38% |
| No | 63% |
| Total | 100% |

**How often do you ride Metro Rail?**

|  | Percent |
|---|---|
| Less than once a month | 10% |
| 1-3 days a month | 11% |
| 1-2 days a week | 10% |
| 3-4 days a week | 21% |
| 5 or more days a week | 47% |
| Total | 100% |

**How long have you been riding Metro Rail?**

|  | Percent |
|---|---|
| Less than 1 year | 17% |
| 1-2 years | 12% |
| 3-4 years | 14% |
| 5 or more years | 55% |
| Today is my first time | 3% |
| Total | 100% |

**Do you have a smartphone and connection to access apps when waiting at the station?**

|  | Percent |
|---|---|
| Yes | 80% |
| No | 21% |
| Total | 100% |

**How did you pay your fare for this trip?**

|  | Percent |
|---|---|
| TAP Card | 75% |
| TAP App on phone | 13% |
| Cash | 12% |
| Total | 100% |

**What type of fare was it?**

|  | Percent |
|---|---|
| 30-Day Pass | 28% |
| 7-Day Pass | 14% |
| Day Pass | 14% |
| 1 trip fare | 33% |
| Other | 11% |
| Total | 100% |

**Did you receive a discount on your fare?**

|  | Percent |
|---|---|
| Yes | 36% |
| No | 65% |
| Total | 100% |

**If yes, what discount?**

|  | Percent |
|---|---|
| Student (K-12) | 16% |
| Student (College) | 19% |
| LIFE | 28% |
| Senior/Disabled/Medicare | 37% |
| Total | 100% |

# Rail Only

| What is your age? | Percent |
|---|---|
| Under 18 | 5% |
| 18-24 | 19% |
| 25-44 | 42% |
| 45-64 | 28% |
| 65+ | 7% |
| Total | 100% |

| What languages do you speak at home? | Percent |
|---|---|
| English | 76% |
| Spanish | 44% |
| Chinese | 2% |
| Tagalog | 2% |
| Korean | 1% |
| Armenian | .4% |
| Other | 4% |
| Total | 100% |

| What is your race or ethnic identification? | Percent |
|---|---|
| Latinx/Hispanic | 50% |
| Black/African American | 16% |
| White/Caucasian | 20% |
| Asian/Pacific Islander | 10% |
| Native American | 2% |
| Other | 4% |

| How well do you speak English? | Percent |
|---|---|
| Very well or well | 85% |
| Not well or not at all | 15% |
| Total | 100% |

| Including yourself, how many people live in your household? | Percent |
|---|---|
| 1 | 21% |
| 2 | 21% |
| 3 | 18% |
| 4 | 17% |
| 5 | 14% |
| 6 or more | 9% |
| Total | 100% |

| What is your household's total annual income? | Percent |
|---|---|
| Under $15,000 | 32% |
| $15,000-$24,999 | 19% |
| $25,000-$49,999 | 21% |
| $50,000-$99,999 | 17% |
| $100,000+ | 12% |
| Total | 100% |

# Rail Only

| What is your gender identity? | Percent |
|---|---|
| Male | 54% |
| Female | 44% |
| Non-Binary | 2% |
| Other | 1% |
| Total | 100% |

| Do you have a disability? | Percent |
|---|---|
| Yes | 20% |
| No | 80% |
| Total | 100% |

| What type of disability do you have? | Percent |
|---|---|
| Low vision | 8% |
| Blindness | 1% |
| Deaf/hard-of-hearing | 1% |
| Mobility – use wheelchair | 1% |
| Mobility – do not use wheelchair | 3% |
| Mental or cognitive | 5% |
| Other | 4% |

## Metro Micro Only

**Sample Size**

N = 1,399

### I would recommend riding Metro Micro to a friend or co-worker

|  | Percent |
|---|---|
| Strongly disagree | 3% |
| Disagree | 1% |
| Neutral | 3% |
| Agree | 12% |
| Strongly Agree | 81% |
| Total | 100% |

### Metro Micro works hard to improve the experience of its riders

|  | Percent |
|---|---|
| Strongly disagree | 3% |
| Disagree | 2% |
| Neutral | 9% |
| Agree | 23% |
| Strongly agree | 64% |
| Total | 100% |

### When I hear people criticize Metro Micro, I want to defend it

|  | Percent |
|---|---|
| Strongly disagree | 3% |
| Disagree | 4% |
| Neutral | 22% |
| Agree | 21% |
| Strongly agree | 50% |
| Total | 100% |

### Metro Micro provides a good value for the money

|  | Percent |
|---|---|
| Strongly disagree | 2% |
| Disagree | 1% |
| Neutral | 1% |
| Agree | 6% |
| Strongly agree | 90% |
| Total | 100% |

### Thinking about your experience during your entire journey door to door and all your interactions with Metro Micro, how satisfied are you with Metro Micro?

|  | Percent |
|---|---|
| Strongly disagree | 1% |
| Disagree | 1% |
| Neutral | 6% |
| Agree | 24% |
| Strongly agree | 69% |
| Total | 100% |

# Metro Micro Only – 24 Aspects

**Metro Micro hours of operation**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 3% |
| Neutral | 11% |
| Satisfied | 28% |
| Very Satisfied | 57% |
| Total | 100% |

**Availability of accurate bus arrival time info**

| | Percent |
|---|---|
| Not satisfied at all | 3% |
| Not satisfied | 5% |
| Neutral | 15% |
| Satisfied | 25% |
| Very Satisfied | 52% |
| Total | 100% |

**Enough room on Metro Micro**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 1% |
| Neutral | 4% |
| Satisfied | 11% |
| Very Satisfied | 83% |
| Total | 100% |

**How quickly I was able to get a ride**

| | Percent |
|---|---|
| Not satisfied at all | 2% |
| Not satisfied | 7% |
| Neutral | 21% |
| Satisfied | 30% |
| Very Satisfied | 40% |
| Total | 100% |

**Pick up point convenience**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 2% |
| Neutral | 8% |
| Satisfied | 21% |
| Very Satisfied | 68% |
| Total | 100% |

**Comfort of Metro Micro seats**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 0% |
| Neutral | 2% |
| Satisfied | 11% |
| Very Satisfied | 87% |
| Total | 100% |

**How long it takes to get where I am going**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 3% |
| Neutral | 10% |
| Satisfied | 30% |
| Very Satisfied | 55% |
| Total | 100% |

**Pick up point safety**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 2% |
| Neutral | 6% |
| Satisfied | 18% |
| Very Satisfied | 74% |
| Total | 100% |

**Cleanliness inside Metro Micro**

| | Percent |
|---|---|
| Not satisfied at all | .3% |
| Not satisfied | .1% |
| Neutral | 1% |
| Satisfied | 7% |
| Very Satisfied | 92% |
| Total | 100% |

**Connecting to a bus or train**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 2% |
| Neutral | 12% |
| Satisfied | 17% |
| Very Satisfied | 69% |
| Total | 100% |

**Ease of finding my pick up point**

| | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 2% |
| Neutral | 6% |
| Satisfied | 19% |
| Very Satisfied | 73% |
| Total | 100% |

**How well Metro addresses homelessness on Metro Micro**

| | Percent |
|---|---|
| Not satisfied at all | 2% |
| Not satisfied | 2% |
| Neutral | 10% |
| Satisfied | 15% |
| Very Satisfied | 72% |
| Total | 100% |

# Metro Micro Only – 24 Aspects

**Safety from harassment based on my race or ethnicity**

|  | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 1% |
| Neutral | 4% |
| Satisfied | 10% |
| Very Satisfied | 84% |
| Total | 100% |

**Service zones cover where I need to go**

|  | Percent |
|---|---|
| Not satisfied at all | 2% |
| Not satisfied | 6% |
| Neutral | 18% |
| Satisfied | 19% |
| Very Satisfied | 55% |
| Total | 100% |

**Metro Micro App**

|  | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 2% |
| Neutral | 8% |
| Satisfied | 17% |
| Very Satisfied | 72% |
| Total | 100% |

**Safety from sexual harassment**

|  | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | .1% |
| Neutral | 4% |
| Satisfied | 10% |
| Very Satisfied | 86% |
| Total | 100% |

**Availability of accurate info to plan my trips**

|  | Percent |
|---|---|
| Not satisfied at all | 2% |
| Not satisfied | 3% |
| Neutral | 8% |
| Satisfied | 22% |
| Very Satisfied | 65% |
| Total | 100% |

**_Transit_ Smartphone App**

|  | Percent |
|---|---|
| Not satisfied at all | 1% |
| Not satisfied | 1% |
| Neutral | 11% |
| Satisfied | 16% |
| Very Satisfied | 71% |
| Total | 100% |

**Safety from crime**

|  | Percent |
|---|---|
| Not satisfied at all | .4% |
| Not satisfied | .3% |
| Neutral | 4% |
| Satisfied | 10% |
| Very Satisfied | 86% |
| Total | 100% |

**Enforcement of Metro Micro rules**

|  | Percent |
|---|---|
| Not satisfied at all | .4% |
| Not satisfied | 1% |
| Neutral | 4% |
| Satisfied | 14% |
| Very Satisfied | 81% |
| Total | 100% |

**Accurate and timely info about delays**

|  | Percent |
|---|---|
| Not satisfied at all | 5% |
| Not satisfied | 6% |
| Neutral | 15% |
| Satisfied | 26% |
| Very Satisfied | 49% |
| Total | 100% |

**Ease of fare payment**

|  | Percent |
|---|---|
| Not satisfied at all | .3% |
| Not satisfied | 1% |
| Neutral | 2% |
| Satisfied | 8% |
| Very Satisfied | 90% |
| Total | 100% |

**Metro.net/micro website**

|  | Percent |
|---|---|
| Not satisfied at all | 2% |
| Not satisfied | 2% |
| Neutral | 10% |
| Satisfied | 17% |
| Very Satisfied | 69% |
| Total | 100% |

**Metro Micro comes on time**

|  | Percent |
|---|---|
| Not satisfied at all | 3% |
| Not satisfied | 8% |
| Neutral | 19% |
| Satisfied | 28% |
| Very Satisfied | 41% |
| Total | 100% |

# Metro Micro Only – 24 Aspects

| Which elements listed in the shaded sections do you most want Metro to improve? 1st | Percent |
|---|---|
| Metro Micro hours of operation | 11% |
| How quickly I was able to get a ride | 13% |
| How long it takes to get where I am going | 5% |
| Metro Micro comes on time | 30% |
| Connecting to a bus or train | 2% |
| Availability of accurate arrival time info | 4% |
| Accurate and timely info about delays | 6% |
| Pick up point convenience | 3% |
| Pick up point safety | 2% |
| Ease of finding my pick up point | 1% |
| Enough room on Metro Micro | .1% |
| Comfort of Metro Micro seats | .1% |
| Cleanliness inside Metro Micro | .3% |
| Enforcement of Metro Micro rules | .4% |
| How well Metro addresses homelessness on Metro Micro | .4% |
| Safety from harassment based on my race or ethnicity | 0% |
| Safety from sexual harassment | 0% |
| Safety from crime | 1% |
| Ease of payment | 2% |
| Service zones cover where I need to go | 15% |
| Availability of accurate info to plan my trips | 1% |
| Metro.net/Micro website | 0% |
| Metro Micro App | 2% |
| Transit Smartphone App | 1% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 2nd | Percent |
|---|---|
| Metro Micro hours of operation | 12% |
| How quickly I was able to get a ride | 15% |
| How long it takes to get where I am going | 10% |
| Metro Micro comes on time | 11% |
| Connecting to a bus or train | 2% |
| Availability of accurate arrival time info | 15% |
| Accurate and timely info about delays | 5% |
| Pick up point convenience | 6% |
| Pick up point safety | .3% |
| Ease of finding my pick up point | 2% |
| Enough room on Metro Micro | 2% |
| Comfort of Metro Micro seats | 1% |
| Cleanliness inside Metro Micro | .4% |
| Enforcement of Metro Micro rules | .1% |
| How well Metro addresses homelessness on Metro Micro | 2% |
| Safety from harassment based on my race or ethnicity | 1% |
| Safety from sexual harassment | .1% |
| Safety from crime | .4% |
| Ease of payment | 1% |
| Service zones cover where I need to go | 11% |
| Availability of accurate info to plan my trips | 1% |
| Metro.net/Micro website | 1% |
| Metro Micro App | 1% |
| Transit Smartphone App | 1% |
| Total | 100% |

| Which elements listed in the shaded sections do you most want Metro to improve? 3rd | Percent |
|---|---|
| Metro Micro hours of operation | 8% |
| How quickly I was able to get a ride | 14% |
| How long it takes to get where I am going | 7% |
| Metro Micro comes on time | 16% |
| Connecting to a bus or train | 3% |
| Availability of accurate arrival time info | 11% |
| Accurate and timely info about delays | 11% |
| Pick up point convenience | 4% |
| Pick up point safety | 1% |
| Ease of finding my pick up point | 3% |
| Enough room on Metro Micro | 2% |
| Comfort of Metro Micro seats | 1% |
| Cleanliness inside Metro Micro | .1% |
| Enforcement of Metro Micro rules | 1% |
| How well Metro addresses homelessness on Metro Micro | .3% |
| Safety from harassment based on my race or ethnicity | .3% |
| Safety from sexual harassment | .3% |
| Safety from crime | 2% |
| Ease of payment | 1% |
| Service zones cover where I need to go | 11% |
| Availability of accurate info to plan my trips | 2% |
| Metro.net/Micro website | .4% |
| Metro Micro App | 2% |
| Transit Smartphone App | 0% |
| Total | 100% |

# Metro Micro Only

**Do you have regular access to a car?**

|  | Percent |
|---|---|
| Yes | 25% |
| No | 75% |
| Total | 100% |

**How often do you ride Metro Micro?**

|  | Percent |
|---|---|
| Less than once a month | 5% |
| 1-3 days a month | 11% |
| 1-2 days a week | 16% |
| 3-4 days a week | 28% |
| 5 or more days a week | 29% |
| More than once per day | 12% |
| Total | 100% |

**How long have you been riding Metro Micro?**

|  | Percent |
|---|---|
| Less than 3 months | 27% |
| 3-6 months | 33% |
| 6-12 months | 23% |
| 12+ months | 15% |
| Today is my first ride | 2% |
| Total | 100% |

**Do you have a smartphone and connection to access apps when waiting at the pick up spot?**

|  | Percent |
|---|---|
| Yes | 96% |
| No | 5% |
| Total | 100% |

**How did you pay your fare for this trip?**

|  | Percent |
|---|---|
| TAP Card | 40% |
| TAP App on phone | 13% |
| Credit Card in app | 20% |
| Debit Card in app | 26% |
| Pass from my employer | .1% |
| Pass from my university | .2% |
| This trip was free | 2% |
| Total | 100% |

**What type of fare was it?**

|  | Percent |
|---|---|
| 30-Day Pass | 8% |
| 7-Day Pass | 2% |
| Day Pass | 3% |
| 1 trip fare | 70% |
| Other | 17% |
| Total | 100% |

**Did you receive a discount on your fare?**

|  | Percent |
|---|---|
| Yes | 16% |
| No | 85% |
| Total | 100% |

**If yes, what discount?**

|  | Percent |
|---|---|
| Coupon Code | .015% |
| Ride Credit | .055% |
| Total | 100% |

## Metro Micro Only

| What is your age? | Percent |
|---|---|
| Under 18 | 8% |
| 18-24 | 28% |
| 25-44 | 44% |
| 45-64 | 17% |
| 65+ | 4% |
| Total | 100% |

| What is your race or ethnic identification? | Percent |
|---|---|
| Latinx/Hispanic | 56% |
| Black/African American | 11% |
| White/Caucasian | 15% |
| Asian/Pacific Islander | 14% |
| Native American | 1% |
| Other | 5% |

| Including yourself, how many people live in your household? | Percent |
|---|---|
| 1 | 15% |
| 2 | 21% |
| 3 | 17% |
| 4 | 20% |
| 5 | 15% |
| 6 or more | 13% |
| Total | 100% |

| What languages do you speak at home? | Percent |
|---|---|
| English | 84% |
| Spanish | 46% |
| Chinese | 2% |
| Tagalog | 4% |
| Korean | .1% |
| Armenian | 0% |
| Other | 4% |
| Total | 100% |

| How well do you speak English? | Percent |
|---|---|
| Very well or well | 91% |
| Not well or not at all | 9% |
| Total | 100% |

| What is your household's total annual income? | Percent |
|---|---|
| Under $15,000 | 29% |
| $15,000-$24,999 | 23% |
| $25,000-$49,999 | 25% |
| $50,000-$99,999 | 15% |
| $100,000+ | 8% |
| Total | 100% |

## Metro Micro Only

| What is your gender identity? | Percent |
|---|---|
| Male | 39% |
| Female | 57% |
| Non-Binary | 3% |
| Other | 1% |
| Total | 100% |

| Do you have a disability? | Percent |
|---|---|
| Yes | 13% |
| No | 87% |
| Total | 100% |

| What type of disability do you have? | Percent |
|---|---|
| Low vision | 4% |
| Blindness | .2% |
| Deaf/hard-of-hearing | 1% |
| Mobility – use wheelchair | .3% |
| Mobility – do not use wheelchair | 2% |
| Mental or cognitive | 4% |
| Other | 2% |

# 2022 Customer Experience Survey Results

Board Presentation

# Our Vision and Goal

## Our Vision:

*Is to put you first – your safety, your time, your comfort, and your peace of mind–when we connect you to people and places that matter to you.*

## Our Goal:

Study and analyze the **Customer Journey** to:

- ✓ Minimize Pain Points

- ✓ Maximize Smooth & Reliable Experiences

- ✓ Find Opportunities for Occasional Surprise & Delight

## CX Improvement Process
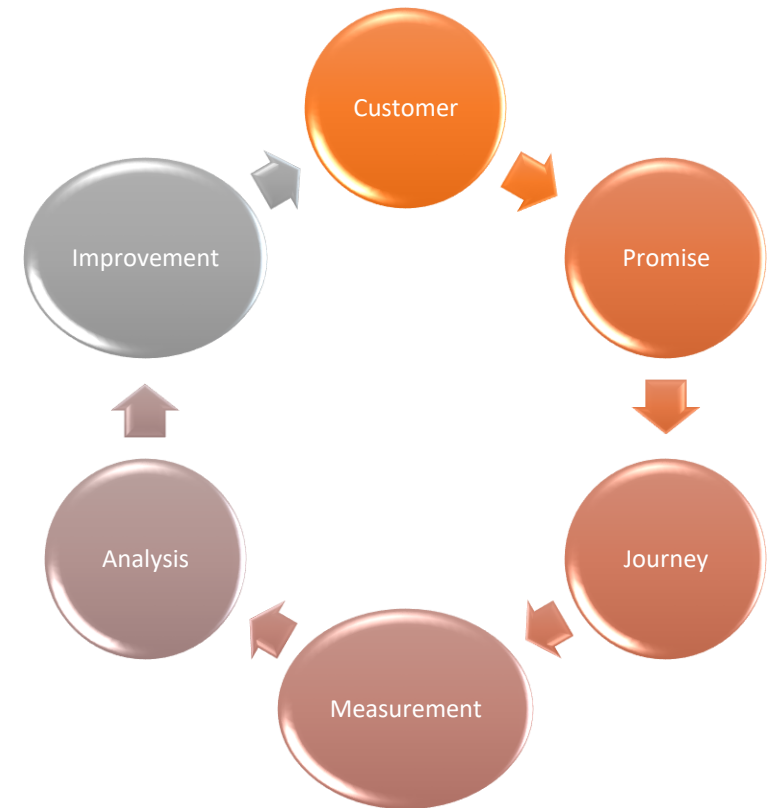
# 2022 CX Survey Methodology

## Overview

- Surveys conducted in Spring, 2022 (March -May).

- Customer Experience Surveys are an essential source of insight into the customer experience and are responsive to Board Motion 38.1 (2018) that requires staff to prepare the annual Customer Experience Plan.
  - Obtain detailed feedback to better understand the customer experience for users of the Metro system.
  - Use insights to prioritize investments that will improve the customer experience.
  - Develop methods that will accurately track trends over time to gauge success.

- Intercept passengers on board bus, train, and Metro Micro modes to get a random sample covering all bus and train lines and weekends and nights as well as weekday am and pm peak times.

- Data is weighted to be representative of 2022 ridership.

## By the Numbers

**12,239**
Sample Size

7,909 Bus
2,931 Rail
1,399 Micro

**63%**
Response Rate

**25**
Service Aspects
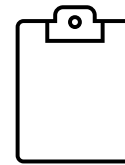
**9**
Languages Offered in Addition to Spanish and English
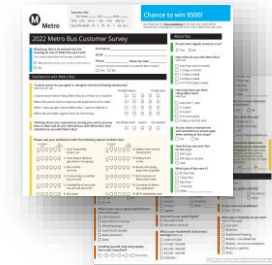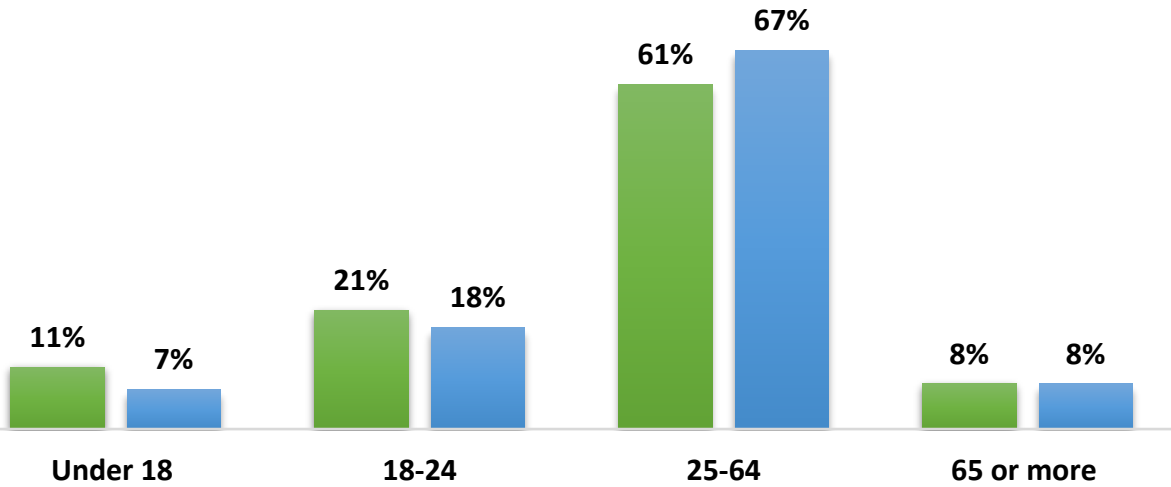
# 67% of Riders are Between 25 - 64 Years Old
# Unchanged from Pre-Pandemic (2019), Latinx/Hispanic is the Largest Ethnic Group (59% of riders)

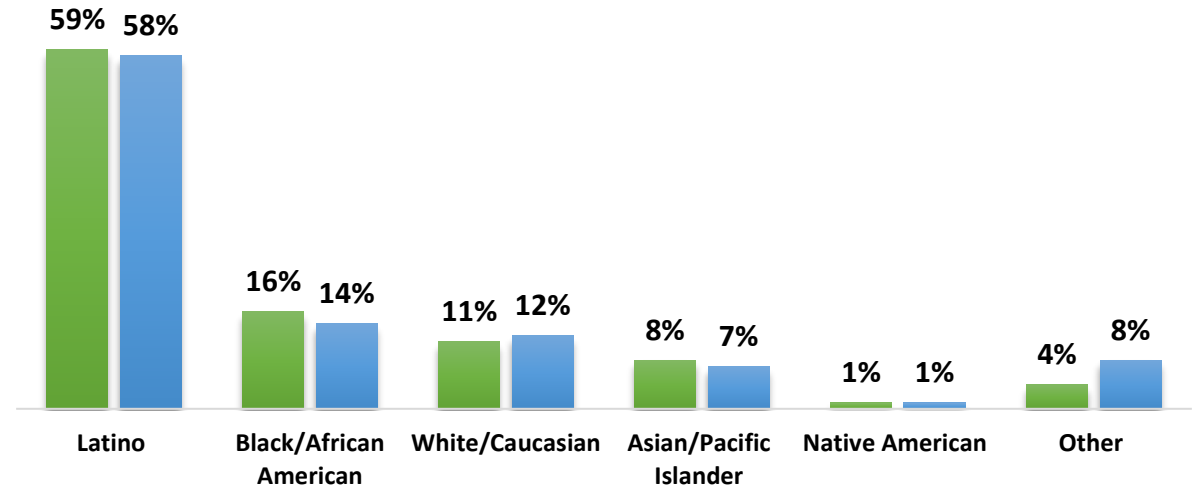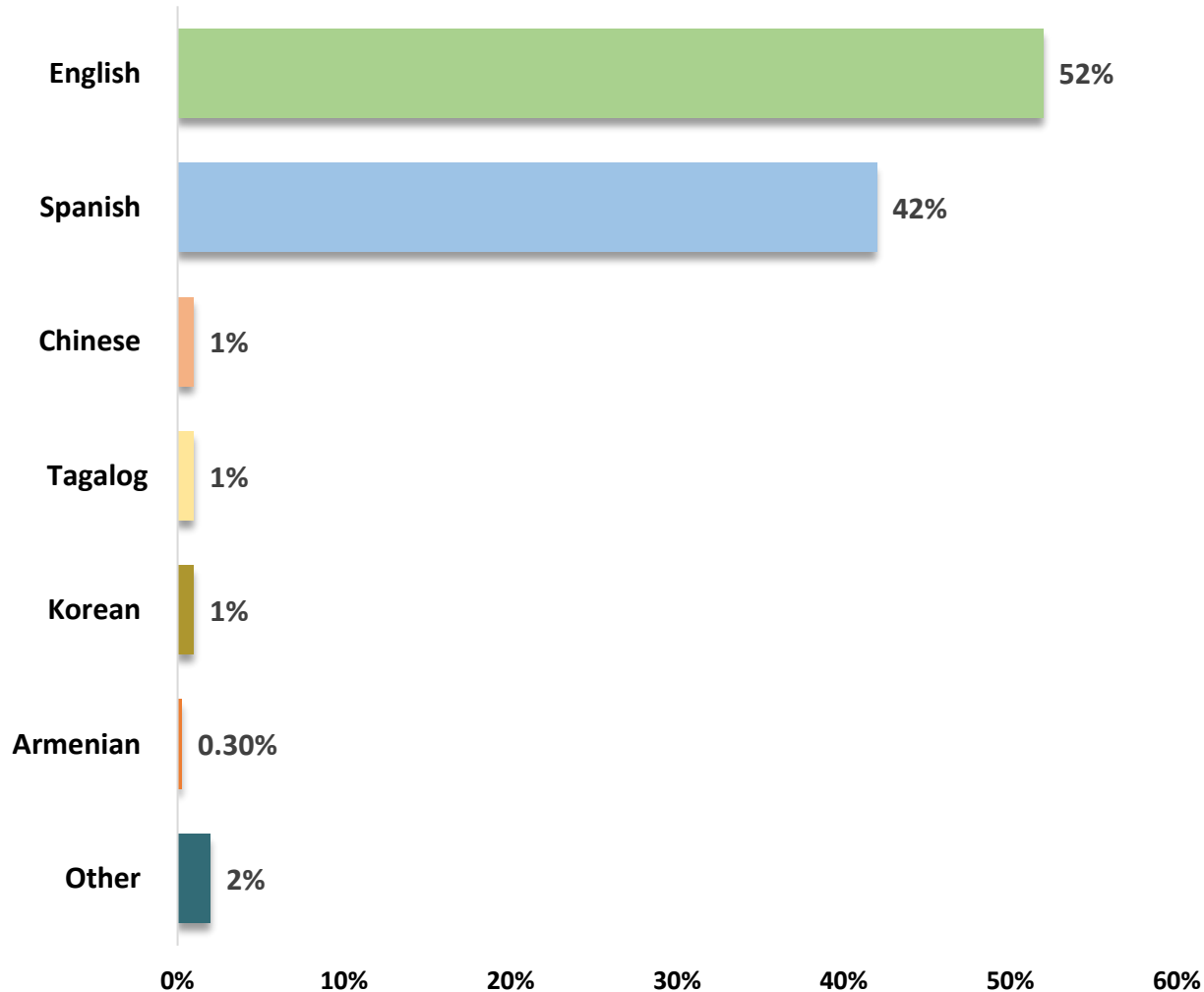**AGE**

■ 2019  ■ 2022

| Under 18 | 18-24 | 25-64 | 65 or more |
|----------|-------|-------|------------|
| 11% / 7% | 21% / 18% | 61% / 67% | 8% / 8% |

**ETHNICITY**

■ 2019  ■ 2022

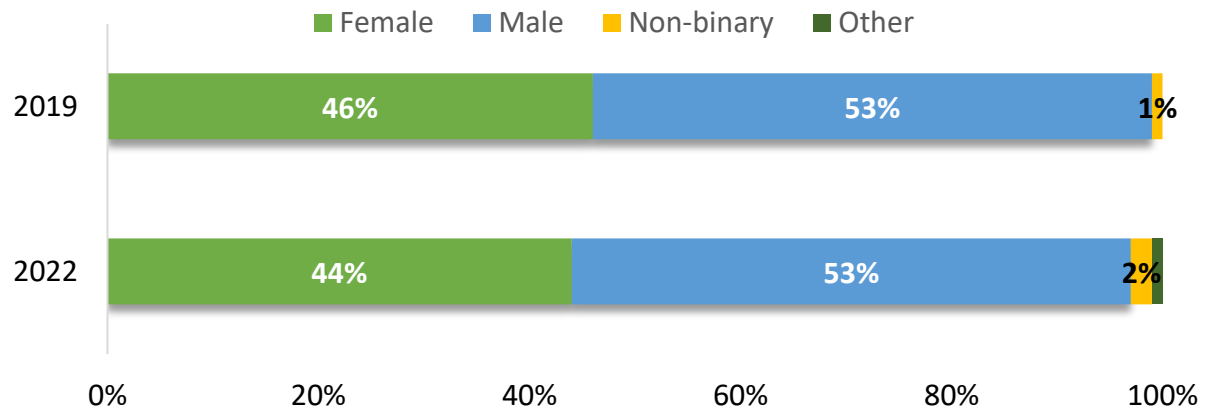| Latino | Black/African American | White/Caucasian | Asian/Pacific Islander | Native American | Other |
|--------|------------------------|-----------------|------------------------|-----------------|-------|
| 59% / 58% | 16% / 14% | 11% / 12% | 8% / 7% | 1% / 1% | 4% / 8% |

Metro  4
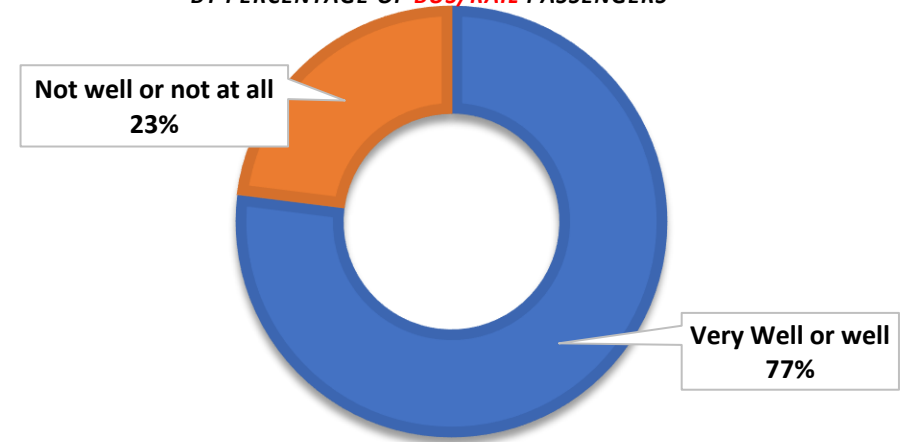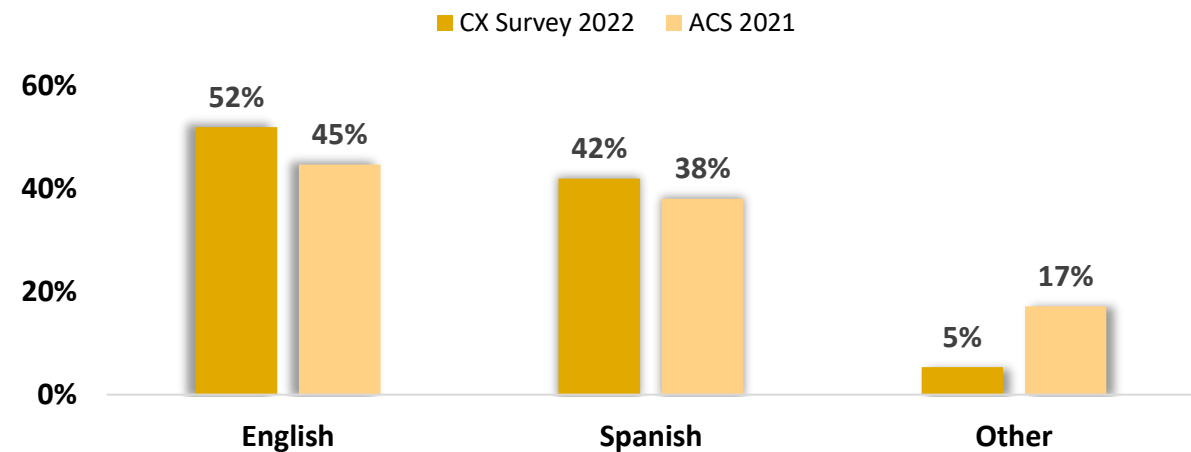
# Slightly More Male-Identifying Riders than Female or Non-Binary, Specifically in Rail Ridership. A total of 83% of Riders Make a Household Income Less than $49,000.

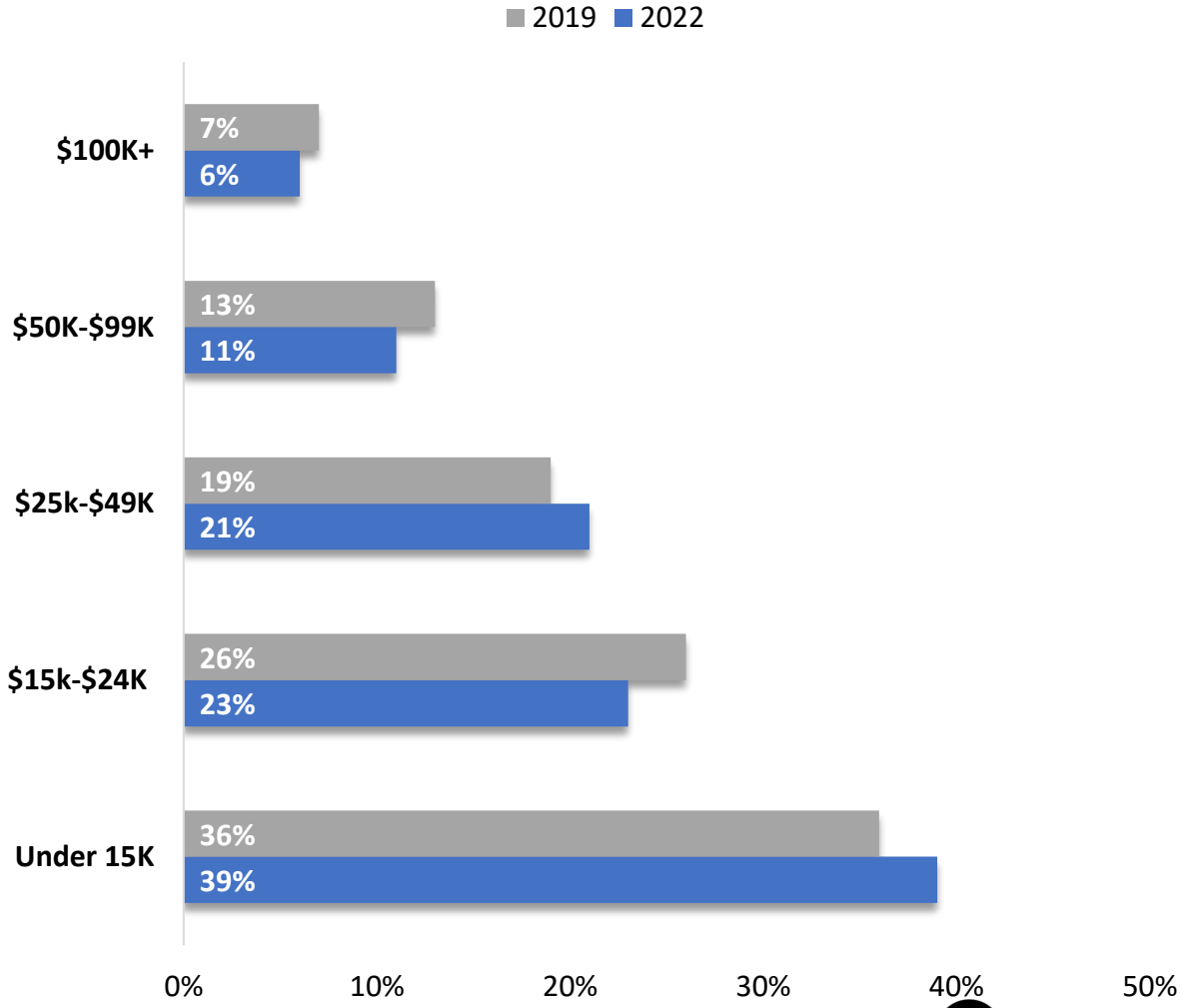## GENDER IDENTITY
### BY PERCENTAGE OF BUS PASSENGERS

Legend: ■ Female ■ Male ■ Non-binary ■ Other

| Year | Female | Male | Other |
|------|--------|------|-------|
| 2019 | 53% | 46% | 1% |
| 2022 | 49% | 49% | 1% |

Axis: 0% — 20% — 40% — 60% — 80% — 100%
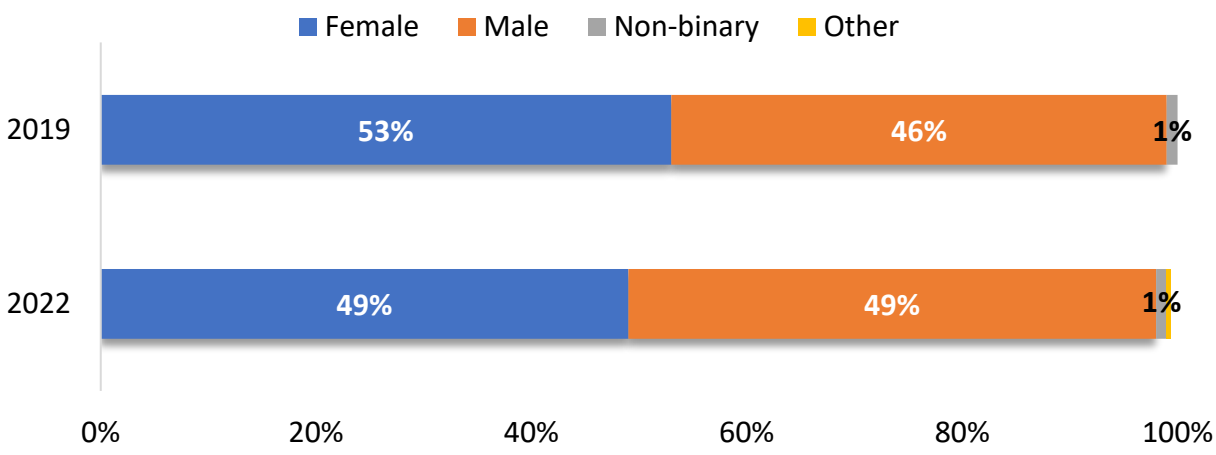
## GENDER IDENTITY
### BY PERCENTAGE OF RAIL PASSENGERS

Legend: ■ Female ■ Male ■ Non-binary ■ Other

| Year | Female | Male | Other |
|------|--------|------|-------|
| 2019 | 46% | 53% | 1% |
| 2022 | 44% | 53% | 2% |

Axis: 0% — 20% — 40% — 60% — 80% — 100%

## HOUSEHOLD'S TOTAL ANNUAL EARNINGS
### BY PERCENTAGE OF BUS/RAIL PASSENGERS

Legend: ■ 2019 ■ 2022

| Income | 2019 | 2022 |
|--------|------|------|
| $100K+ | 7% | 6% |
| $50K-$99K | 13% | 11% |
| $25k-$49K | 19% | 21% |
| $15k-$24K | 26% | 23% |
| Under 15K | 36% | 39% |

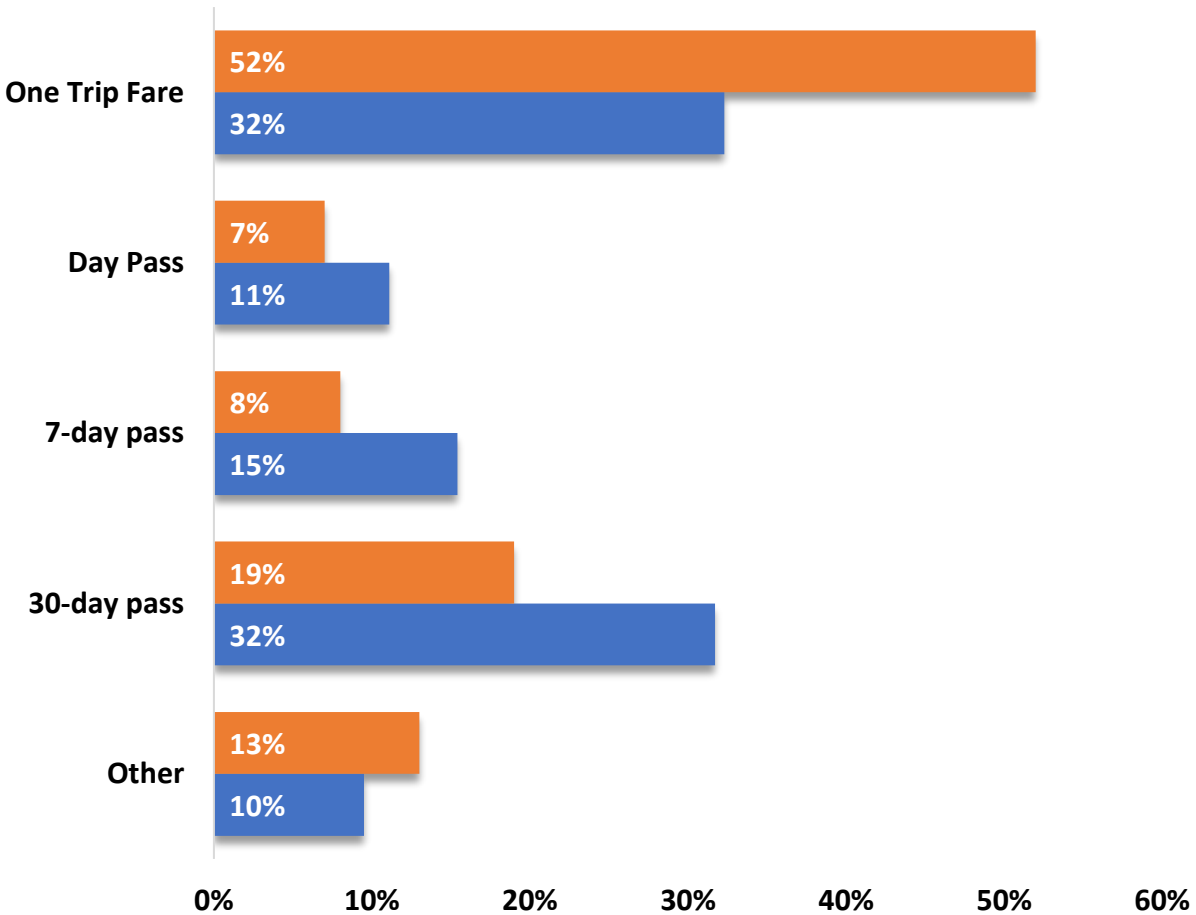Axis: 0% — 10% — 20% — 30% — 40% — 50%

Metro

6

# 32% Reported Paying One Trip Fare, and an Equal Percent (32%) of Riders Reported Paying with a 30-Day Pass.

## TYPE OF FARE
*BY PERCENTAGE OF BUS/RAIL PASSENGERS (EXCLUDING NOT PROVIDED RESPONSES)*
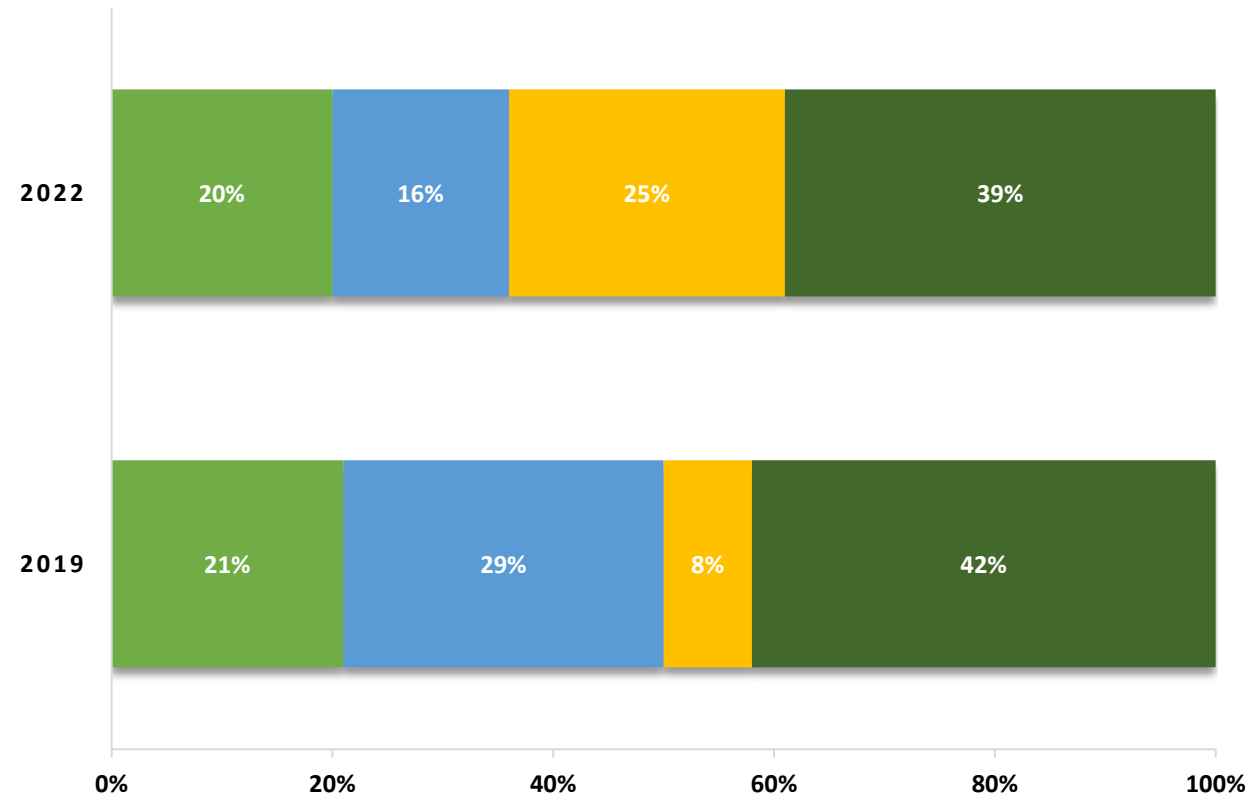
■ 2019  ■ 2022

**One Trip Fare**
- 52%
- 32%

**Day Pass**
- 7%
- 11%

**7-day pass**
- 8%
- 15%

**30-day pass**
- 19%
- 32%

**Other**
- 13%
- 10%

## FARE DISCOUNT TYPE
*BY PERCENTAGE OF BUS/RAIL PASSENGERS*

■ K-12  ■ College  ■ LIFE  ■ S/D/M

**2022**
- K-12: 20%
- College: 16%
- LIFE: 25%
- S/D/M: 39%

**2019**
- K-12: 21%
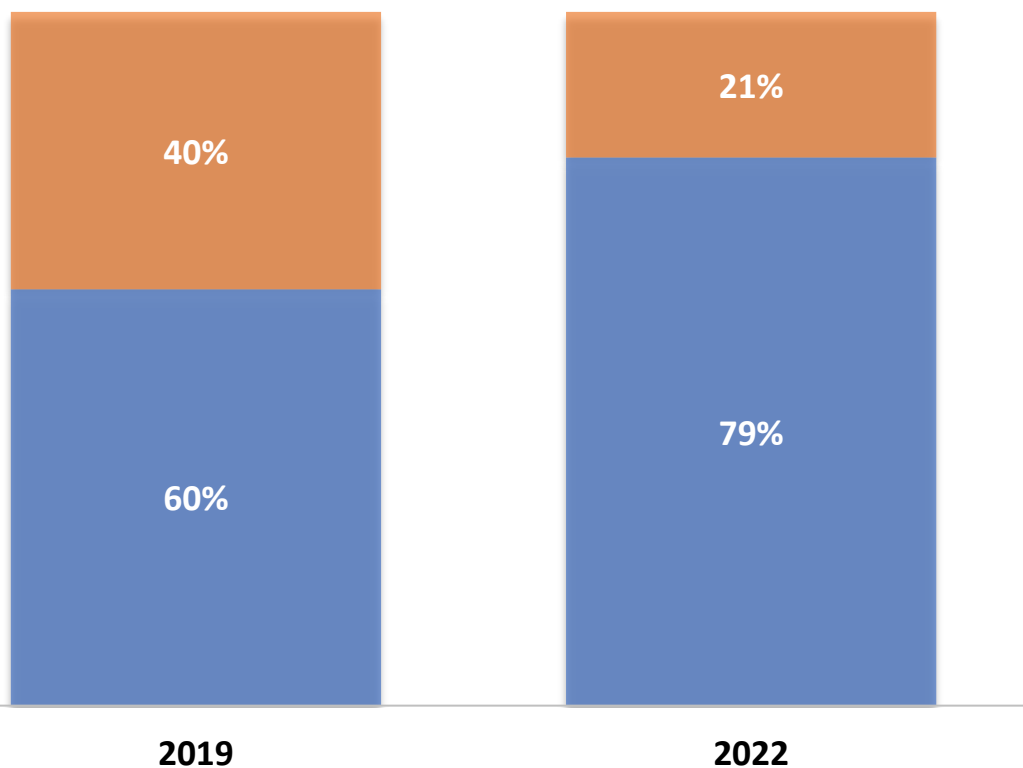- College: 29%
- LIFE: 8%
- S/D/M: 42%

Metro

# 79% of Riders Own Smartphones with Available Data. Relatedly, 73% Pay with TAP, of which 10% use the TAP Smartphone App Since its Launch in September 2020.
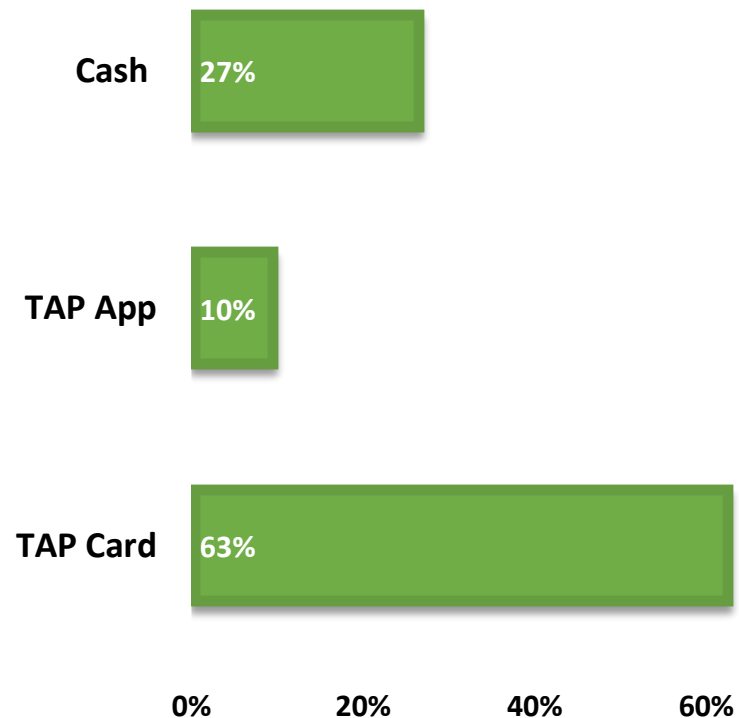
## SMARTPHONE
### BY PERCENTAGE OF BUS/RAIL PASSENGERS

Yes ■ No ■

- 2019: Yes 60%, No 40%
- 2022: Yes 79%, No 21%

## FARE PAYMENT
### BY PERCENTAGE OF BUS/RAIL PASSENGERS

- Cash: 27%
- TAP App: 10%
- TAP Card: 63%

(Scale: 0% — 20% — 40% — 60% — 80%)

Metro

8

# Although there are Slight Changes from the 2019 Survey, <u>Many Customers Continue to Ride Metro</u>

**78%**

**ride at least 3 days/week**

↓ 11%
(89% reported in 2019 Systemwide)

Bus 83% (↓9% - 92% in 2019)
Rail 68% (↓14% - 82% in 2019)

**72%**

**have been riding for 3 years or longer**

↔ 0%
(72% reported in 2019 Systemwide)

Bus 73% (↓ 2% - 75% in 2019)
Rail 69% (↑ 4% - 65% in 2019)
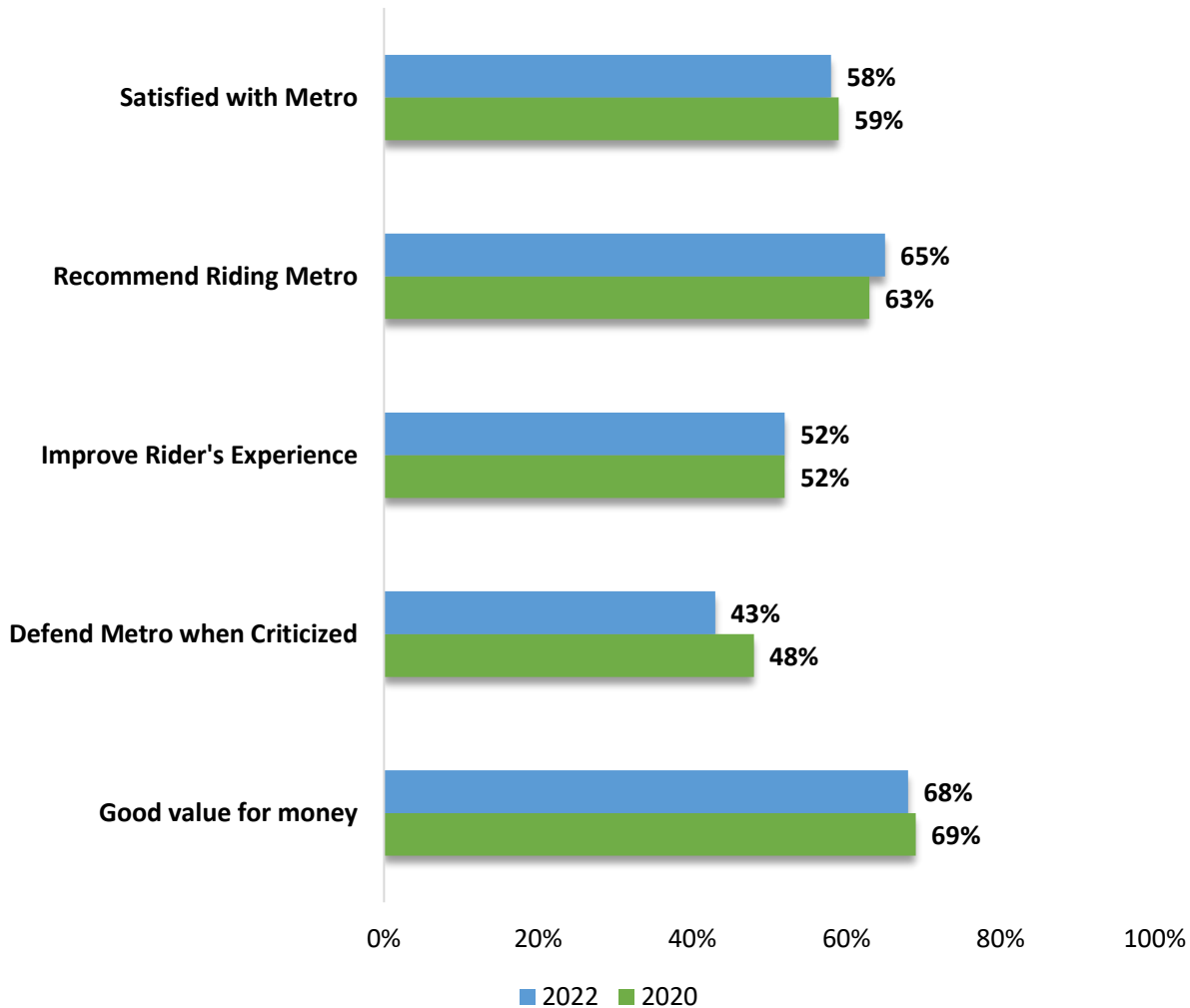
**27%**

**have regular access to a car**

↑6%
(21% reported in 2019 Systemwide)
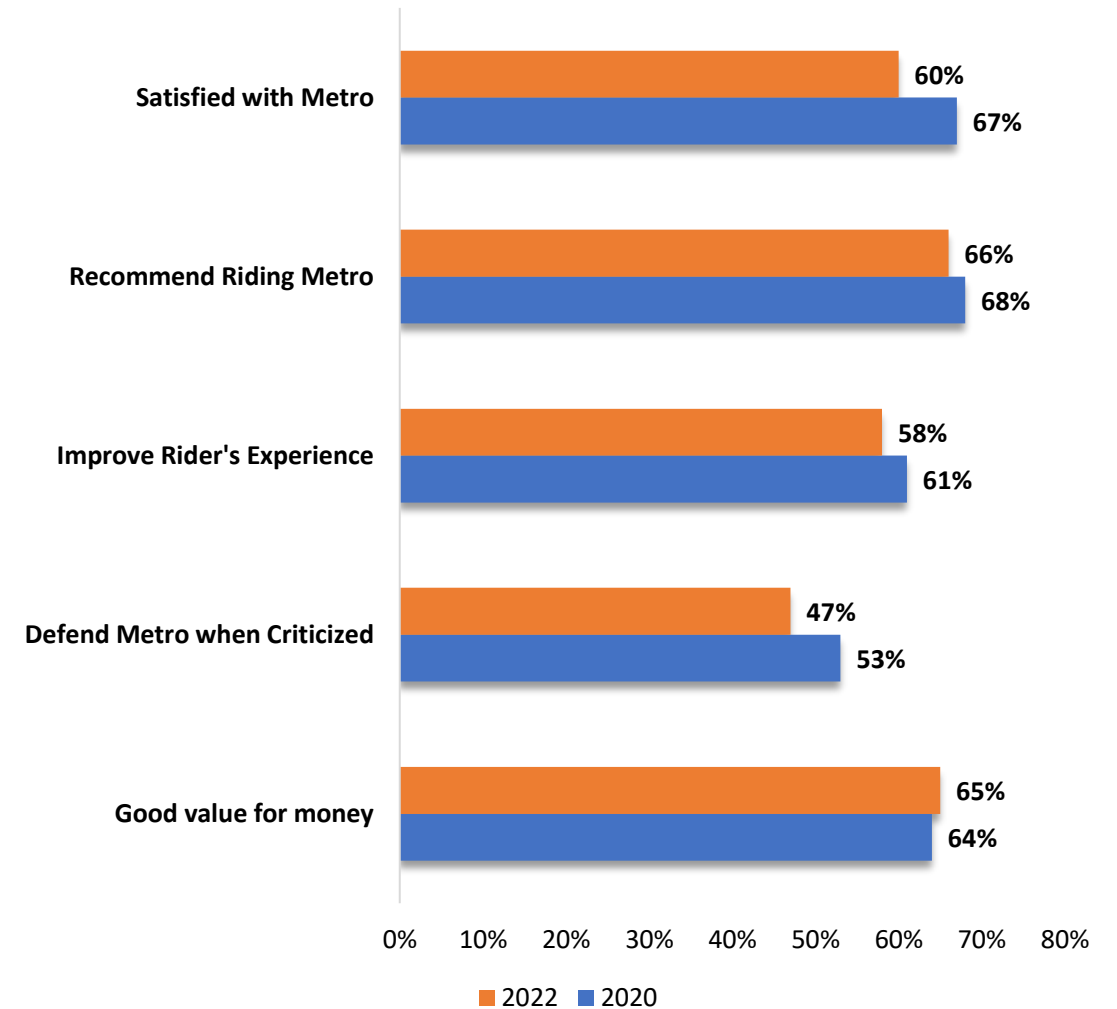
Bus 22% (↑6% - 16% in 2019)
Rail 38% (↑ 4% - 34% in 2019)
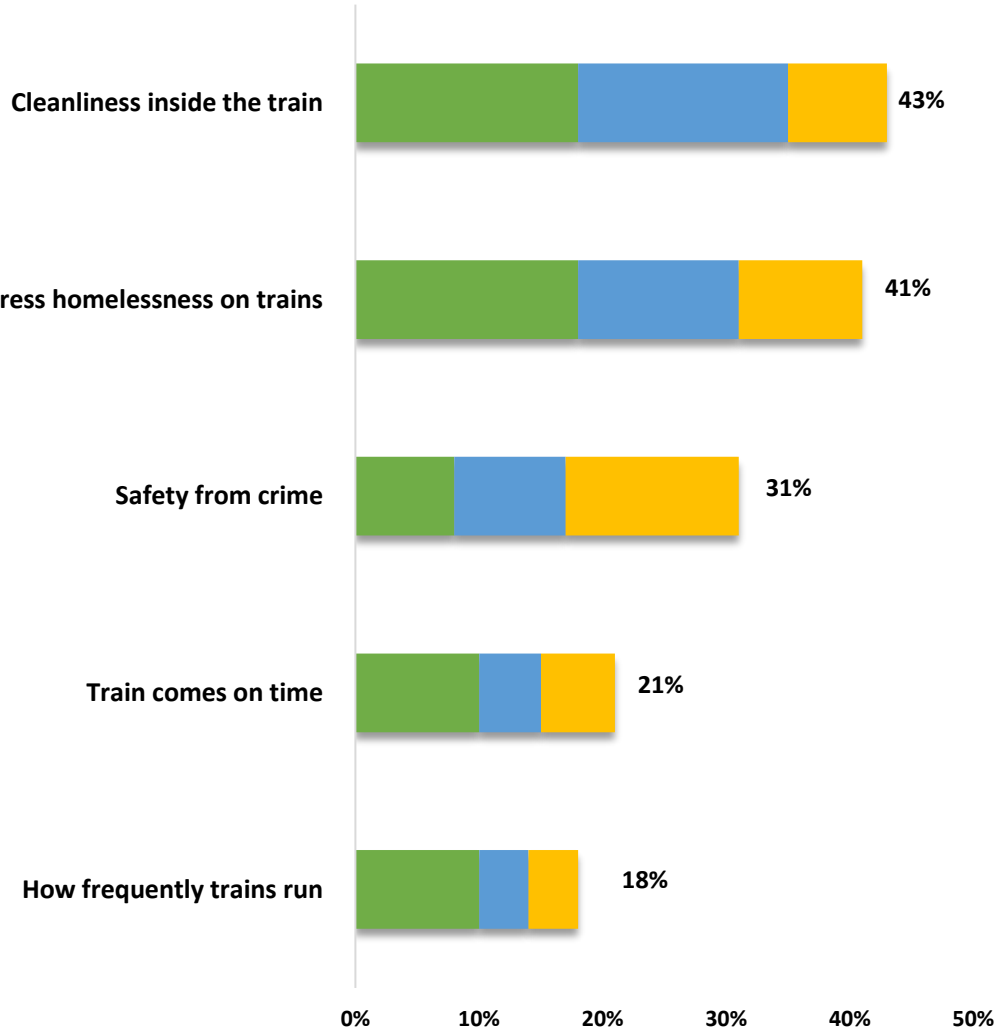
# *Overall Perceptions* of Metro – 2020 vs 2022



**RAIL**

| | 2022 | 2020 |
|---|---|---|
| Satisfied with Metro | 58% | 59% |
| Recommend Riding Metro | 65% | 63% |
| Improve Rider's Experience | 52% | 52% |
| Defend Metro when Criticized | 43% | 48% |
| Good value for money | 68% | 69% |

**BUS**

| | 2022 | 2020 |
|---|---|---|
| Satisfied with Metro | 60% | 67% |
| Recommend Riding Metro | 66% | 68% |
| Improve Rider's Experience | 58% | 61% |
| Defend Metro when Criticized | 47% | 53% |
| Good value for money | 65% | 64% |

Metro  10

# 2022 Top 5 Aspects Customers Want Metro to *Improve*

## RAIL

■ #1  ■ #2  ■ #3

| Aspect | Value |
|--------|-------|
| Cleanliness inside the train | 43% |
| How well Metro address homelessness on trains | 41% |
| Safety from crime | 31% |
| Train comes on time | 21% |
| How frequently trains run | 18% |

0%  10%  20%  30%  40%  50%

## BUS

■ #1  ■ #2  ■ #3

| Aspect | Value |
|--------|-------|
| Bus Comes on time | 36% |
| How frequently buses run | 29% |
| How well Metro addresses homeslessness on buses | 24% |
| Safety from crime | 22% |
| Cleanliness of bus stop area | 20% |

0%  10%  20%  30%  40%

Metro  11
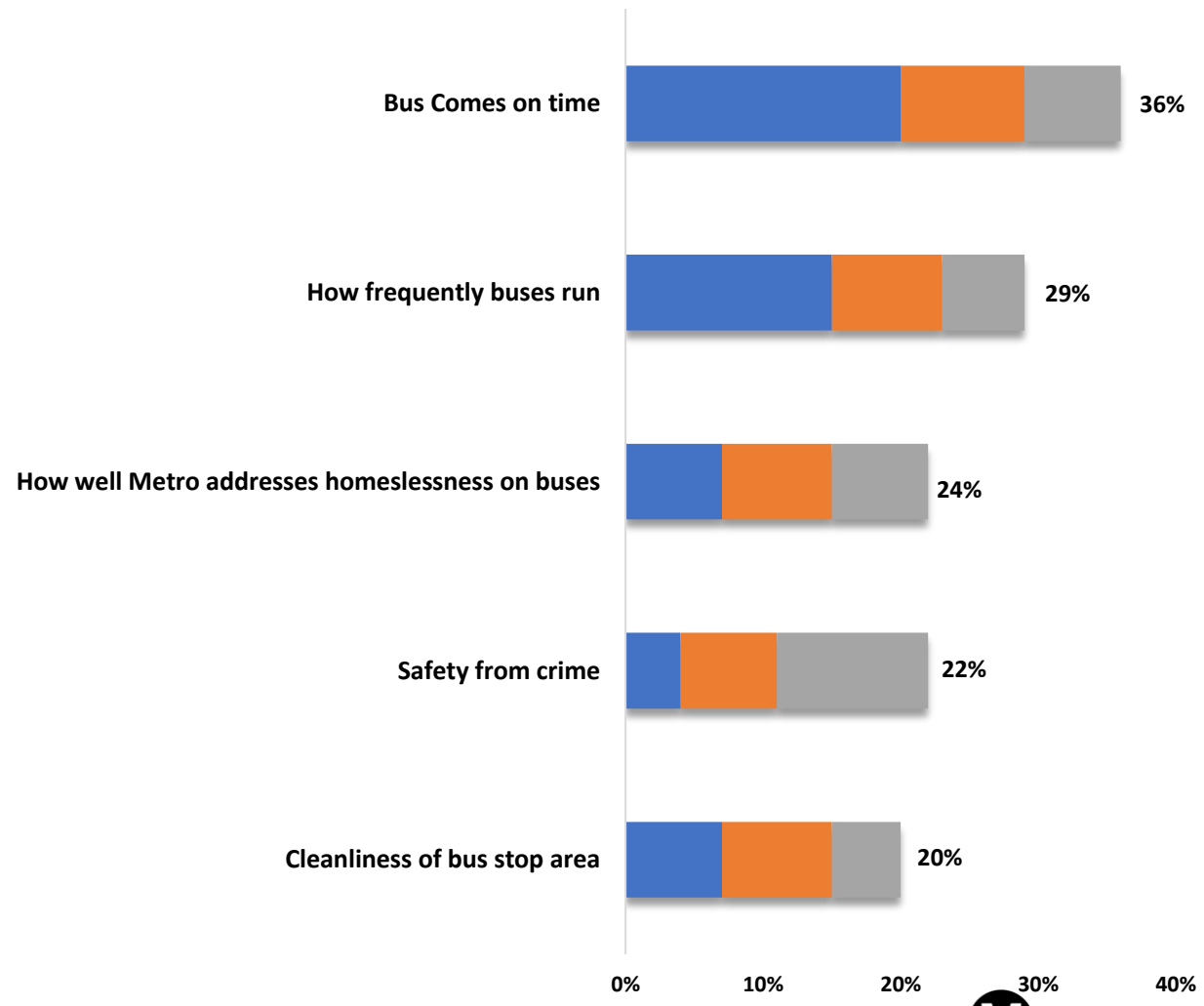
# 2022 Top 5 Aspects Customers Want Metro to *Improve* - *Female* Bus & Rail

## FEMALE - RAIL

Legend: #1 #2 #3

| Aspect | Value |
|---|---|
| **Safety** *Includes safety from crime, sexual harassment, and racial or ethnic harassment* | 55% |
| **Train Cleanliness** | 42% |
| **Homelessness** | 34% |
| **Station Cleanliness** | 28% |
| **Train on time** | 21% |

0%  10%  20%  30%  40%  50%  60%

## FEMALE - BUS

Legend: #1 #2 #3

| Aspect | Value |
|---|---|
| **Safety** *Includes safety from crime, sexual harassment, and racial or ethnic harassment* | 42% |
| **Bus on time** | 34% |
| **Frequency** | 26% |
| **Homelessness** | 20% |
| **Bus Cleanliness** | 19% |

0%  10%  20%  30%  40%  50%

Metro 12
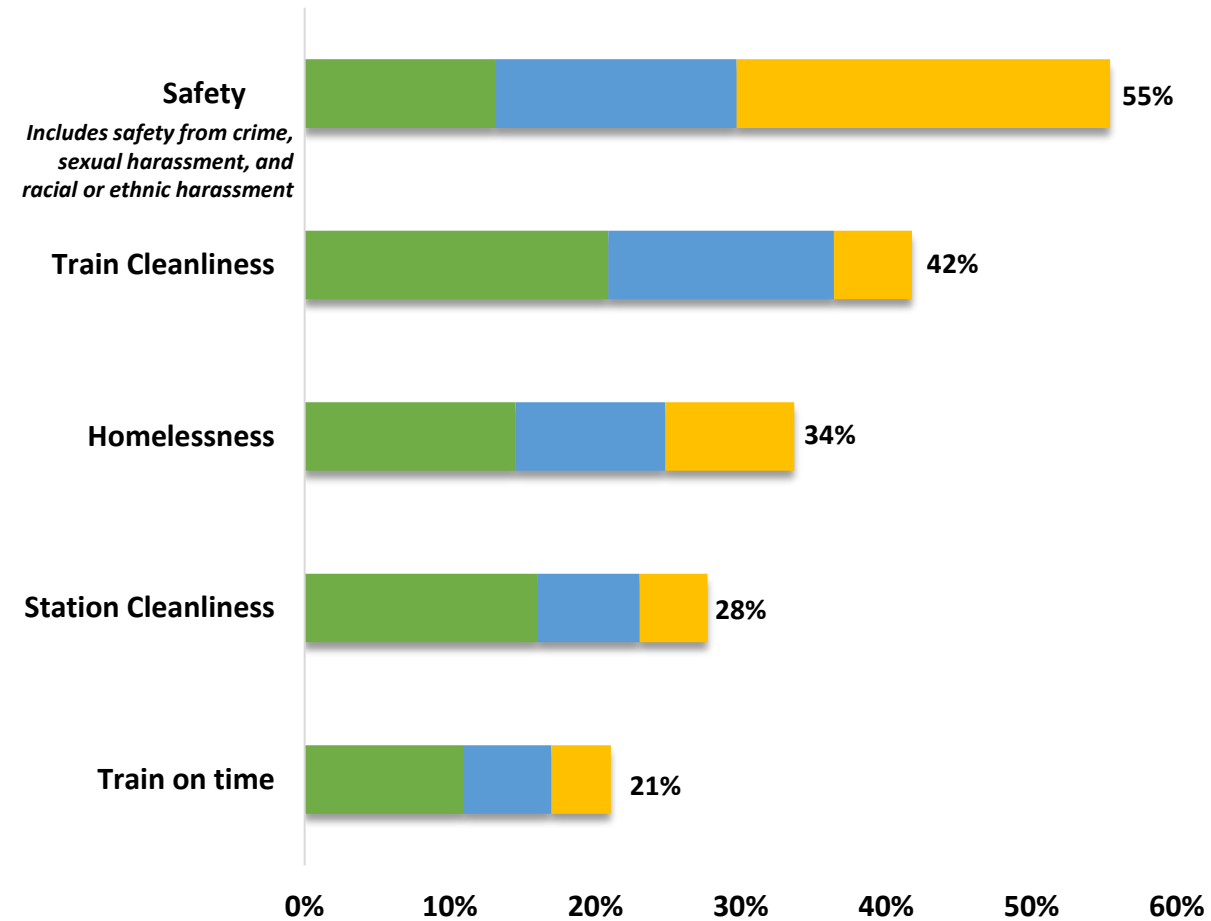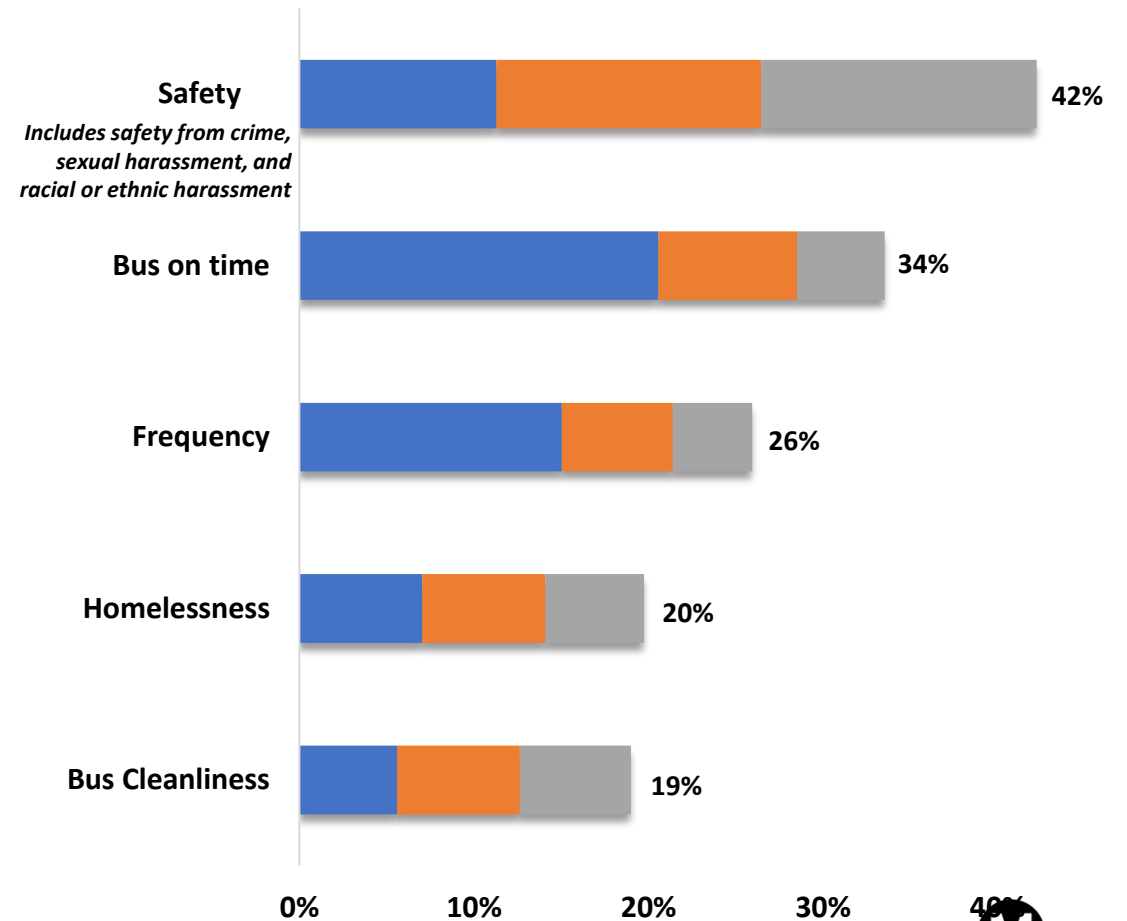
# 2022 Customer Experience *Target Issues* – Rail, Bus, Micro

## RAIL

1. How well Metro addresses homelessness on trains

2. Cleanliness inside the train

3. Cleanliness of train station

4. Safety from crime

5. Enforcement of Metro rules

## BUS

1. Cleanliness inside the bus

2. Bus comes on time

3. Enough room on the bus

4. How frequently buses run

5. Enforcement of Metro rules

## MICRO

1. Micro comes on time

2. How quick I was able to get a ride

3. Availability of accurate info to plan my trip

4. How long it takes to get where I am going

5. Availability of accurate real-time info

# 2022 Customer Experience *Target Issues* – Rail, Bus *Female*

## RAIL

1. Homelessness
2. Cleanliness inside the train
3. Cleanliness of train station
4. Safety from crime
5. Safety for sexual harassment
6. Safety from racial or ethnic harassment

## BUS

1. Cleanliness inside the bus
2. Accurate and timely information about delays
3. Bus comes on time

# 2022 Customer Experience Plan Action Items In Progress

| CX Plan Area | Action | Measured Impact |
|---|---|---|
| **Vinyl Seats Transition** | The transition from cloth to easier-to-keep-clean vinyl seats has made significant progress. As of August, 49% of buses and 89% of rail cars have been installed with vinyl seats. | 100% of all Bus and Rail seats to be updated to vinyl which will be easier to clean and maintain for rider use. |
| **Cleaning Surge (end of line, midday bus, trackway, and escalators)** | 1. Midday bus interior cleaning was expanded to three layover locations, reaching over 1,600 buses in the month of July.<br>2. Trackway debris removal is occurring bi-weekly at seven (7) high priority stations, with other Red/Purple line station trackways being cleaned at least once a month.<br>3. Escalator step cleaning was increased to four times per year effective July 2021 and has been maintained at that frequency. | Helps address a top concern of riders around cleanliness. These efforts have improved the sense of cleanliness on the system for riders to take advantage of. |
| **Metro Ambassadors Program** | The Metro Ambassadors Program achieved two significant milestones. In June, the Board approved the award of $122 million to enlist two vendors, Strive Well-Being and RMI International, Inc to provide Transit Ambassador program services. In September, Metro developed and directed a comprehensive two-week pre-deployment training on customer service, public safety awareness, de-escalation, trauma informed response, emergency preparedness, and transit operations for the first group of Ambassadors. | Improved customer experience for all Metro riders use while navigating the system. |
| **Accessible Navigation Applications** | A comprehensive project scope is being put together by the Office of Civil Rights staff that includes investing in an accessible mobile wayfinding application pilot, tactile markers at bus stops, and tactile guidance at selected light rail stations. | Successful use and application across the system by dependent riders. |
| **Institutionalizing CX** | Metro Art Division successfully launched three (3) Metro Art Buses in July. It is an immersive art experience showcasing the We Are…Portraits of Metro Riders by Local Artists exhibition. The buses are distributed across three different divisions and assigned to different routes daily. | Bringing Art awareness to Metro riders that represents our local communities. |
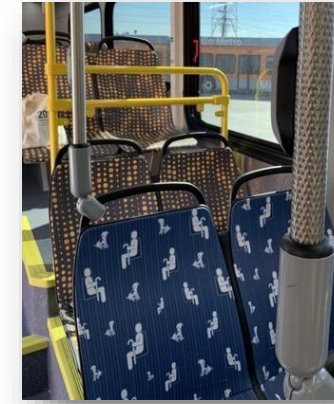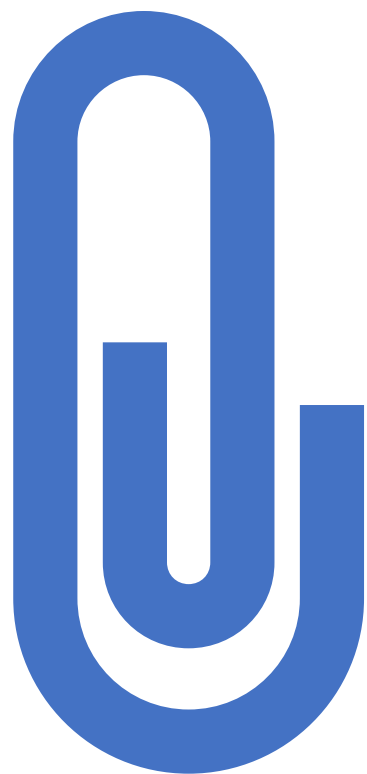
Appendix

# CX Survey Changes – 2020 vs 2022

Given changes in the state of the pandemic and looking for ways to improve upon the first CX Survey, the following changes were made to the 2022 CX Survey:

| Characteristic | 2020 | 2022 |
|---|---|---|
| Format | Online | In-Person |
| Service Aspects | 40 | 25 |
| Modes | Bus, Rail | Bus, Rail, Micro |
| Rating Scale | 1 – 10 | 1 – 5 |
| Sample Size | 1,287 | 12,239 |

These changes between the 2020 and 2022 survey may impact the ability to compare results.