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

Metro

Board Report

File #: 2026-0706, **File Type:** Oral Report / Presentation **Agenda Number:** 40.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE
OCTOBER 15, 2026

SUBJECT: CUSTOMER EXPERIENCE EVALUATION-CX PULSE SURVEY OVERVIEW

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the Metro Customer Experience (CX) Pulse Survey deep dive on Safety and Customer Pain Points.

ISSUE

Customer Experience staff advance Metro's strategic priority of improving the customer experience by conducting research among riders and potential riders to understand needs, actions, and pain points experienced from the beginning of the Metro riding journey to arrival. This report provides deeper dive on the latest CX Pulse Survey results in response to feedback from Committee members requesting more detail regarding safety and pain points at last month's meeting.

EQUITY PLATFORM

Customer Experience (CX) staff ensure CX Pulse survey completions mirror the On-Board Customer Satisfaction Survey in demographics. Additionally, staff analyze data by demographic groups, including gender, race/ethnicity, income, age, and car access, among other characteristics. This helps ensure that pain points which are felt more by certain groups are not overlooked.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

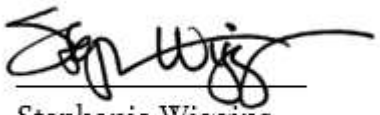
As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will improve and further encourage transit ridership, ridesharing, and active transportation.

Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

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Chief Executive Officer

Customer Experience Evaluation

CX Pulse Survey Overview

October 2026

Summary

- Metro uses a Rider Journey Map to help the agency to organize and prioritize improvements around the journey stages and pain points.
- The CX Pulse Survey helps to evaluate overall satisfaction, satisfaction with journey stages, and determine if customer experience improvements are making an impact in reducing pain points.
- Using this information, CX works with other Metro departments to identify and implement actions that will improve the customer journey.
- **Analysis currently underway to inform 2027 CX Action Plan.**

Rider Pain Points

Customers' biggest pain points converge on waiting and riding stages but also have indirect effects on other stages.

In a typical week that **you ride Metro bus or rail, how much** of a negative impact do each of these things have on your Metro experience?



Rank	Pain Point
1	Late buses/trains
2	Bad smells on board
3	Other passengers making you feel unsafe
4	Loud/unruly passengers
5	Unsafe waiting area
6	Seats are dirty on the bus or train
7	Unsafe buses/trains
8	Having to leave early
9	Mental health of other passengers
10	Too crowded
11	No or incorrect arrival time info
12	Getting passed up by the bus
13	Smoking or drug use by others
14	Too long of a wait when transferring
15	Takes too long to get around
16	No protection from sun/weather
17	Low bus/train frequency
18	Too many homeless passengers
19	Unsafe neighborhoods to walk through
20	Dangerous streets to cross/walk on

LA METRO JOURNEY MAPPING SURVEY 2024:
* Pain Point Impact Score is determined by multiplying the % of riders who experience the pain point in a typical week by the % point reduction in overall satisfaction that those who experience the pain point have.

Methodology

July Survey: Fielded July 20 – July 31

Sample Sources

- Total, n= 8,019
  - Transit App Push-Notification: n=3,928
  - TAP Email Database: n=2,618
  - Metro.net Website Pop-Up: n=1,473
- Demographics mirror On-Board CSAT survey

Survey Completes by Mode

- Bus: n=4,553
- Rail: n=3,466

Survey Completes by Language

- English: n= 7,003
- Spanish: n= 1,016

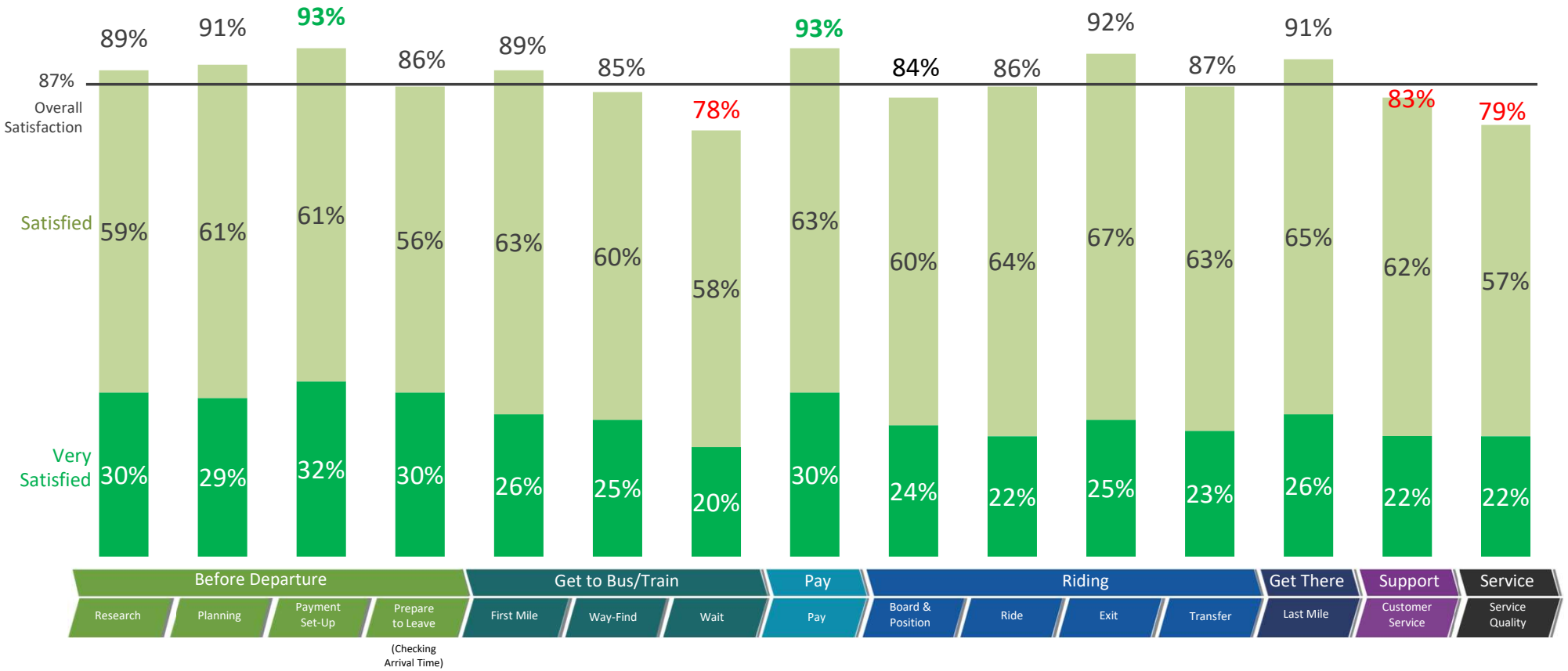
Survey Contents

- Overall Satisfaction
- Satisfaction w/Specific Attributes
- Satisfaction with Journey Stages
- Satisfaction with Additional CX Attributes
- Likelihood of Recommending Metro (Net Promoter Score)
- Has Metro Riding Experience Improved/Worsened
- Consideration of Leaving Metro
- Demographics & Behaviors

Payment-related stages have the highest satisfaction. The Waiting stage, as well as Metro's service quality and customer support "stages", have the lowest satisfaction.

% Satisfied with Stage

(Systemwide) (Average of Apr 2026, Jan 2026, Oct 2025, Jul 2025 Pulses)



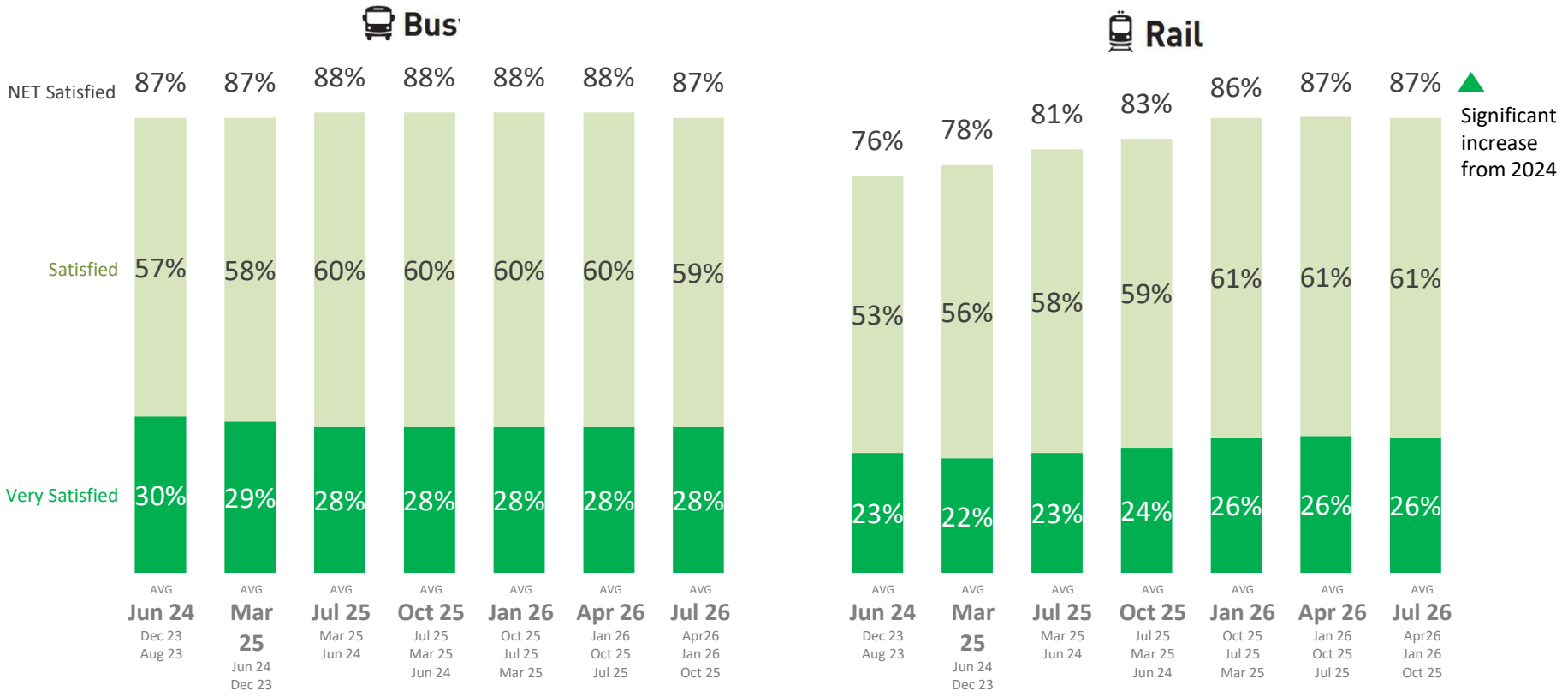
Data among all riders –
some differences exist by sub-group

Q: How satisfied are you with the process/experience of...?
Research filtered to those who started riding less than 6 months ago.

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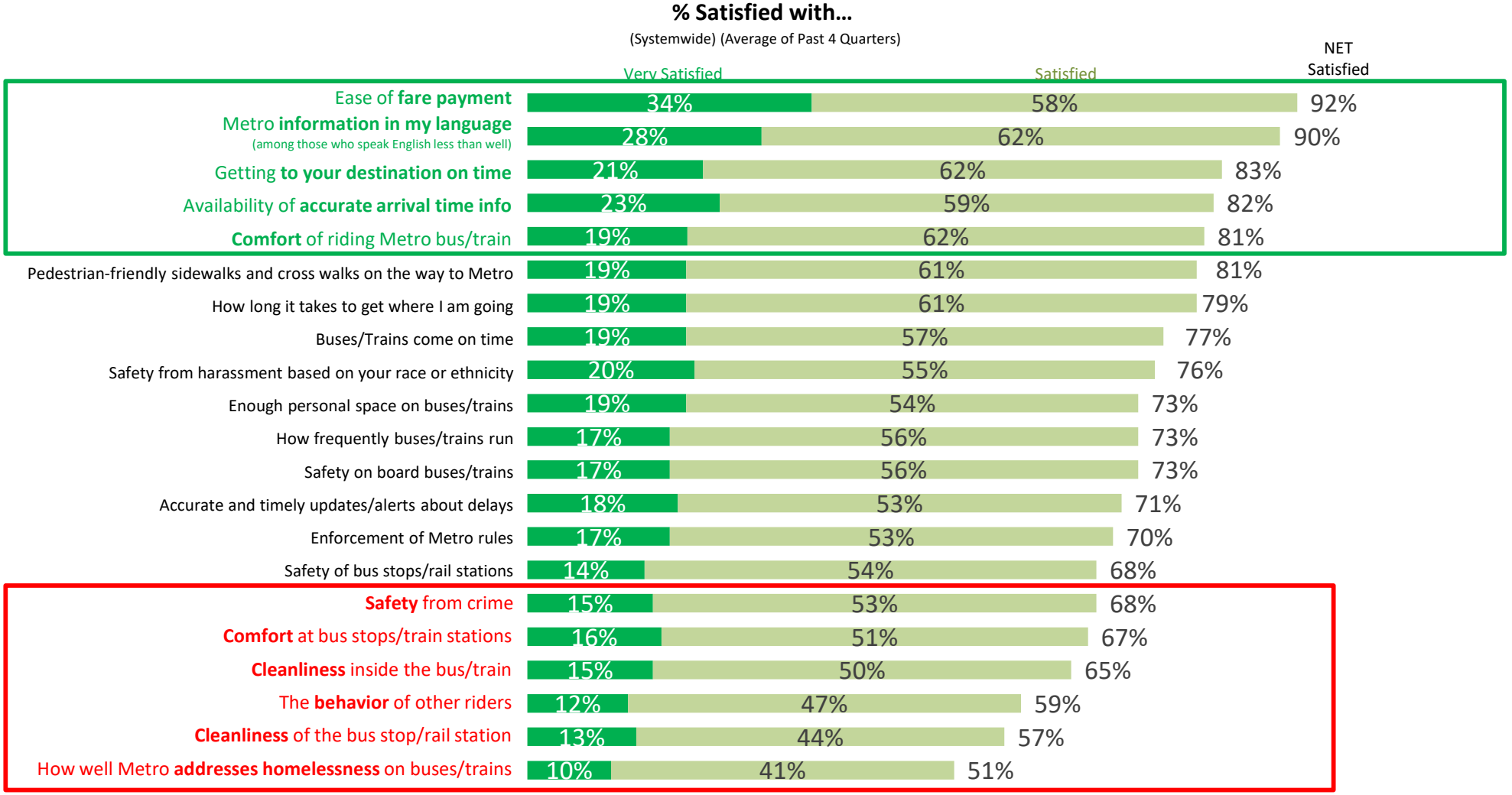
Rail satisfaction has increased since 2024. Bus satisfaction has remained flat.

Overall Satisfaction



Q: Thinking about your experiences during your entire journey door to door and all your interactions with Metro Bus/Rail, how satisfied are you with Metro Bus/Rail?
Sample sizes: Jun24-Dec23-Aug23: n=30,309; Mar25-Jun24-Dec23: n=22,788; Jul25-Mar25-Jun24: n=16,877; Oct25-Jul25-Mar25-Jun24: n=26,040; Jan26-Oct25-Jul25-Mar25: n=30,996; Apr26-Jan26-Oct25-Jul25: n=21,897
Data for Pulses before March 2025 are estimates, derived from converting those surveys' 5-point scale to a 4-point scale.
Arrow indicates statistically significant difference vs first time period at 99.9% confidence

Fare payment, information, and reliability attributes have higher satisfaction. Attributes related to safety, cleanliness, and homelessness have less satisfaction.



Q: How satisfied are you with…?
Average of Oct 2025, Jan 2026, Apr 2026, July 2026 waves.

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Satisfaction with safety, cleanliness, and homelessness have increased since 2024.

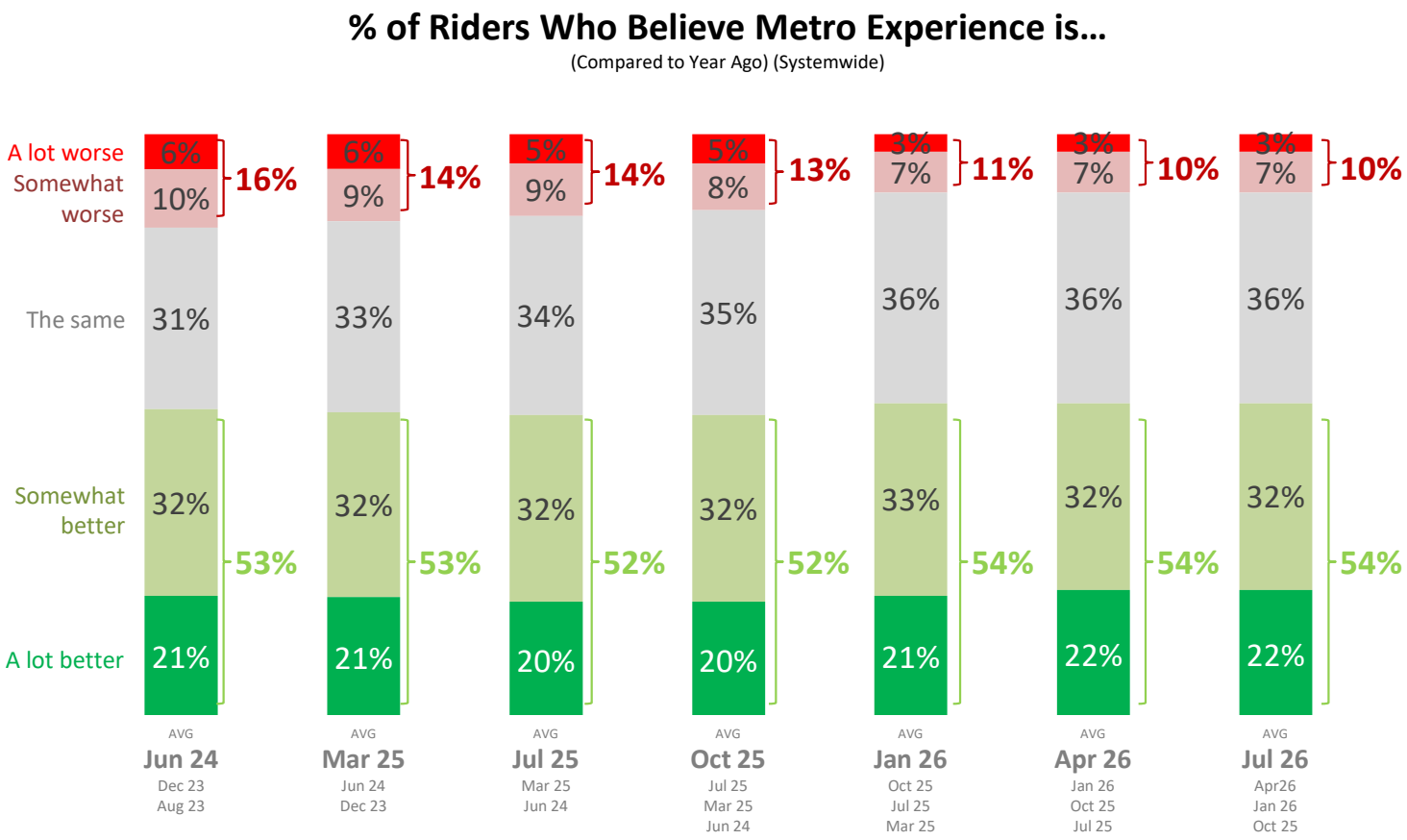
While satisfaction with overall travel times are decreasing, Rail riders' satisfaction with on-time arrivals is improving on Rail.

% Satisfied With… (Very Satisfied + Satisfied)	Bus AVG Jun 24 (Dec 23, Aug 23)	Bus AVG Mar 25 (Jun 24, Dec 23)	Bus AVG Jul 25 (Mar 25, Jun 24)	Bus AVG Oct 25 (Jul 25, Mar 25, Jun 24)	Bus AVG Jan 26 (Oct 25, Jul 25, Mar 25)	Bus AVG Apr 26 (Jan 26, Oct 25, Jul 25)	Bus AVG Jul 26 (Apr 26, Jul 25, Mar 25)		Rail AVG Jun 24 (Dec 23, Aug 23)	Rail AVG Mar 25 (Jun 24, Dec 23)	Rail AVG Jul 25 (Mar 25, Jun 24)	Rail AVG Oct 25 (Jul 25, Mar 25, Jun 24)	Rail AVG Jan 26 (Oct 25, Jul 25, Mar 25)	Rail AVG Apr 26 (Jan 26, Oct 25, Jul 25)	Rail AVG Jul 26 (Apr 26, Jul 25, Mar 25)	
Overall Satisfaction	87%	87%	88%	88%	88%	88%	87%		**76%**	**78%**	**81%**	**83%**	**86%**	**87%**	**87%**	▲
Ease of fare payment	91%	92%	93%	92%	92%	92%	92%		92%	93%	92%	92%	92%	92%	92%	
Metro information in my language (filtered to those who speak English less than well)					90%	91%	90%						90%	90%	89%	
Availability of accurate bus/train arrival time info	**85%**	**86%**	**85%**	**85%**	**84%**	**83%**	**82%**	▼	84%	84%	85%	85%	85%	84%	83%	
Accurate and timely updates/alerts about delays					72%	72%	71%						74%	74%	73%	
Getting to your destination on time					83%	83%	82%						84%	85%	84%	
Buses/Trains come on time	76%	76%	77%	76%	75%	76%	75%		**78%**	**79%**	**82%**	**82%**	**83%**	**84%**	**83%**	▲
How frequently buses/trains run					72%	72%	71%						77%	78%	77%	
How long it takes to get where I am going	**88%**	**86%**	**84%**	**83%**	**80%**	**80%**	**80%**	▼	**83%**	**81%**	**80%**	**80%**	**80%**	**80%**	**80%**	▼
Comfort of riding Metro bus/train	**85%**	**84%**	**83%**	**83%**	**82%**	**82%**	**81%**	▼	**73%**	**74%**	**74%**	**75%**	**78%**	**79%**	**79%**	▲
Comfort at bus stops/train stations					65%	65%	65%						72%	73%	74%	
Enough personal space on buses/trains					72%	72%	72%	▲					75%	76%	77%	
How well Metro addresses homelessness on buses/trains	**49%**	**50%**	**50%**	**50%**	**51%**	**52%**	**52%**		**37%**	**39%**	**40%**	**41%**	**45%**	**46%**	**47%**	▲
Pedestrian-friendly sidewalks/cross walks on the way to stops/stations					80%	81%	80%						82%	83%	83%	
Safety from crime	**62%**	**63%**	**63%**	**65%**	**67%**	**68%**	**69%**	▲	**53%**	**55%**	**57%**	**59%**	**63%**	**65%**	**66%**	▲
Safety on board buses/trains					73%	73%	73%						**67%**	**69%**	**70%**	▲
Safety of bus stops/rail stations					66%	67%	67%						**68%**	**71%**	**71%**	
Safety from harassment based on your race or ethnicity					76%	76%	76%						74%	74%	75%	
Enforcement of Metro rules					72%	72%	71%						67%	67%	67%	
The behavior of other riders					59%	59%	59%						56%	55%	56%	
Cleanliness inside the bus/train	68%	68%	66%	66%	65%	66%	66%	▲	**41%**	**45%**	**49%**	**52%**	**57%**	**60%**	**62%**	▲
Cleanliness of the bus stop/rail station	**49%**	**51%**	**53%**	**53%**	**54%**	**55%**	**55%**		**52%**	**55%**	**58%**	**59%**	**63%**	**65%**	**66%**	▲

Arrows indicate statistically significant difference vs first time period at 99.9% confidence
Sample sizes: Jun24-Dec23-Aug23: n=30,309; Mar25-Jun24-Dec23: n=22,788; Jul25-Mar25-Jun24: n=16,877; Oct25-Jul25-Mar25-Jun24 : n=26,040 ; Jan26-Oct25-Jul25-Mar25: n=30,996
Data for Pulses before March 2025 are estimates, derived from converting those surveys' 5-point scale to a 4-point scale.

Over half of riders think their experience is improving.

Compared to 2024, fewer riders think their Metro experience has gotten worse.



More Likely to Say Experience Has Improved:

- Hispanic/Latino
- Under $15,000 income
- 45+ years

Less Likely to Say Experience Has Improved:

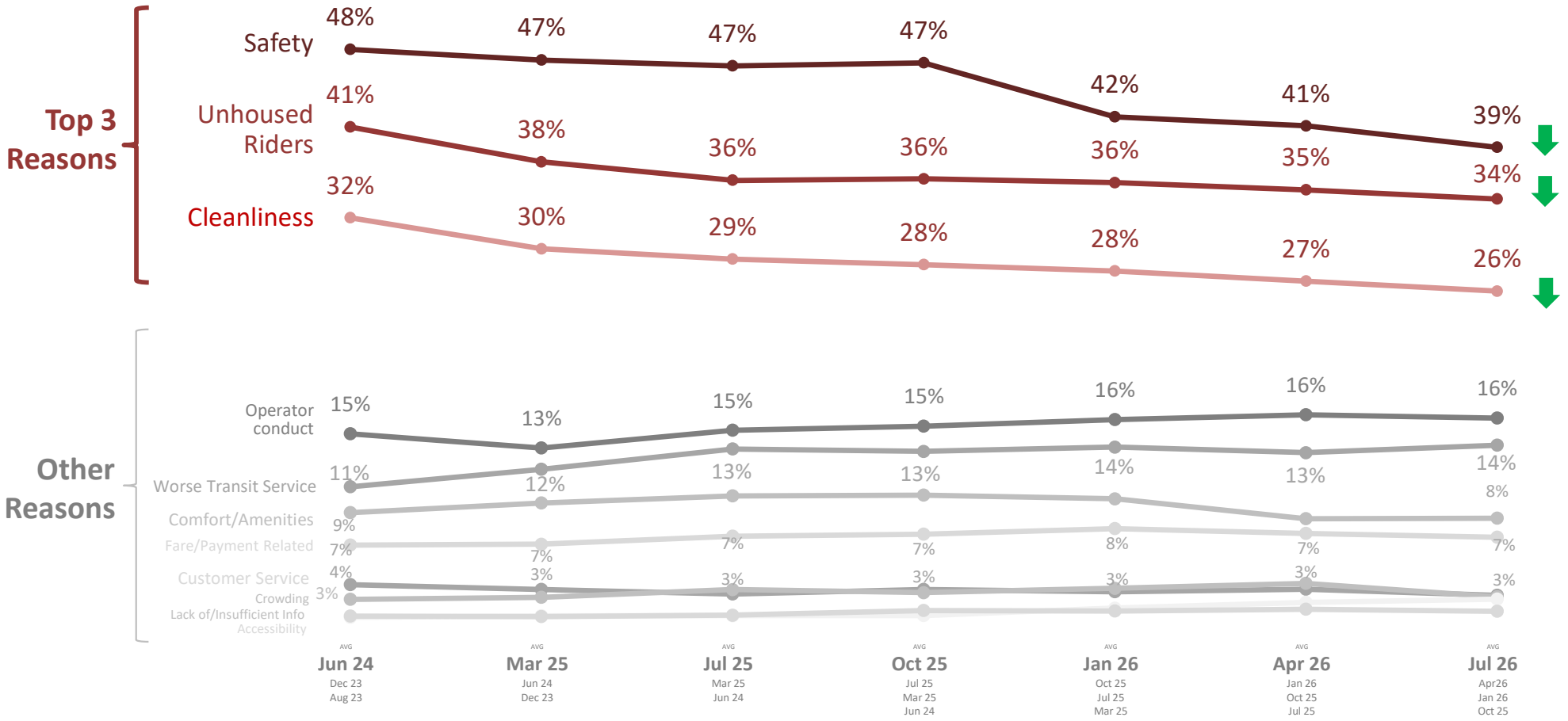
- White/Caucasian
- Asian
- Under 25 years
- $50,000+ income

Is your overall Metro riding experience, including both bus and rail, better than, worse than, or the same as it was a year ago?
Sample sizes: Aug 2023-Dec 2023-Jun 2024: n=30,309; Dec 2023-Jun 2024-Mar 2025: n=22,788; Jun 2024-Mar 2025-Jul 2025: n=16,877; Jun 2024-Mar 2025-Jul 2025-Oct 2025: n=26,040

The top 3 reasons for a worse experience (safety, unhoused, cleanliness) have been decreasing since 2023.

% Who Said Their Experience Has Gotten Worse Because…

(Systemwide - Among those who said their experience has gotten worse compared to the past year)



Q: What has made your Metro riding experience worse?

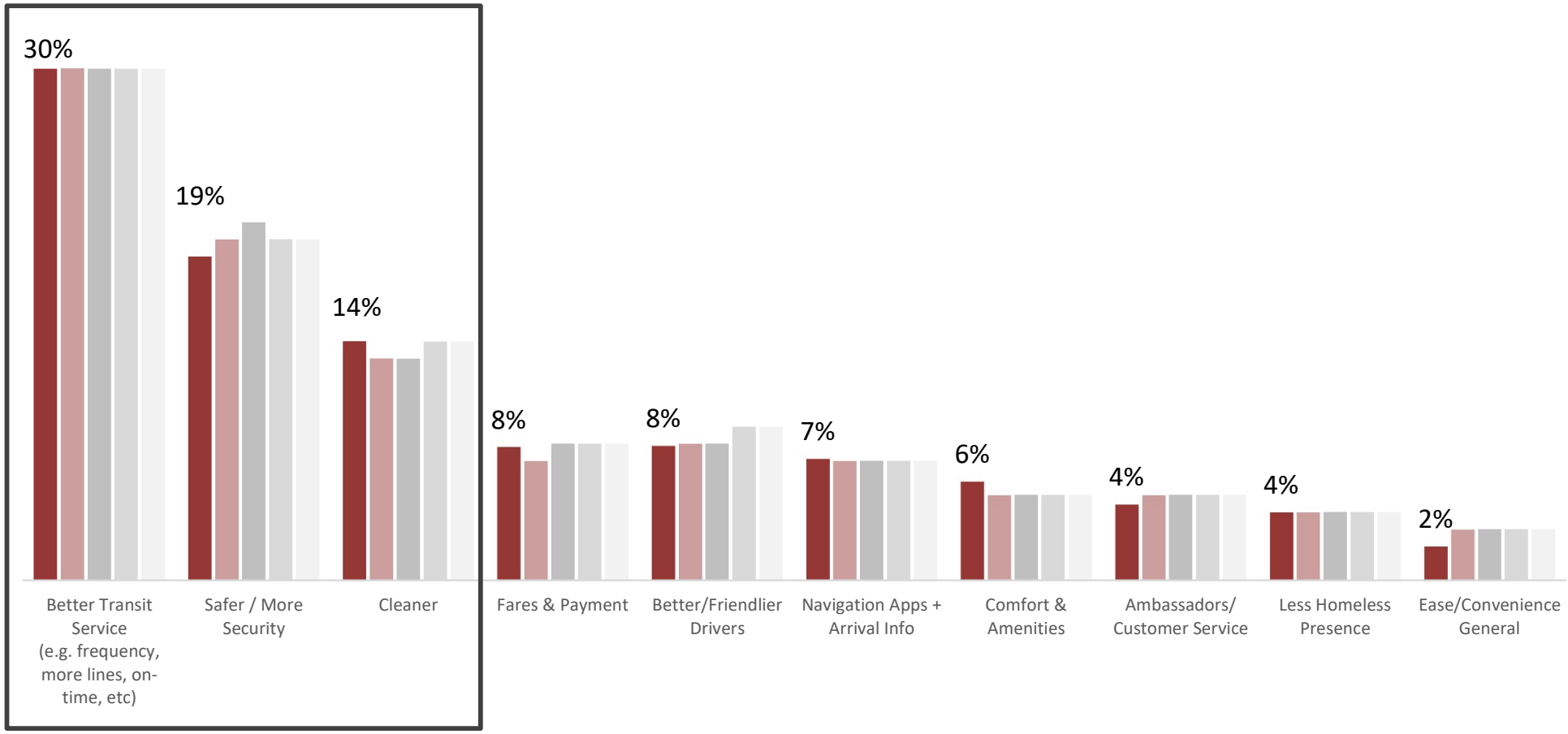
We asked…

What has made your Metro riding experience better?

Better transit service, more safety, and improved cleanliness are riders' top reasons for the improved experience.

% Who Said Their Experience Has Gotten Better Because…

(Among those who said their experience has gotten better compared to the past year)

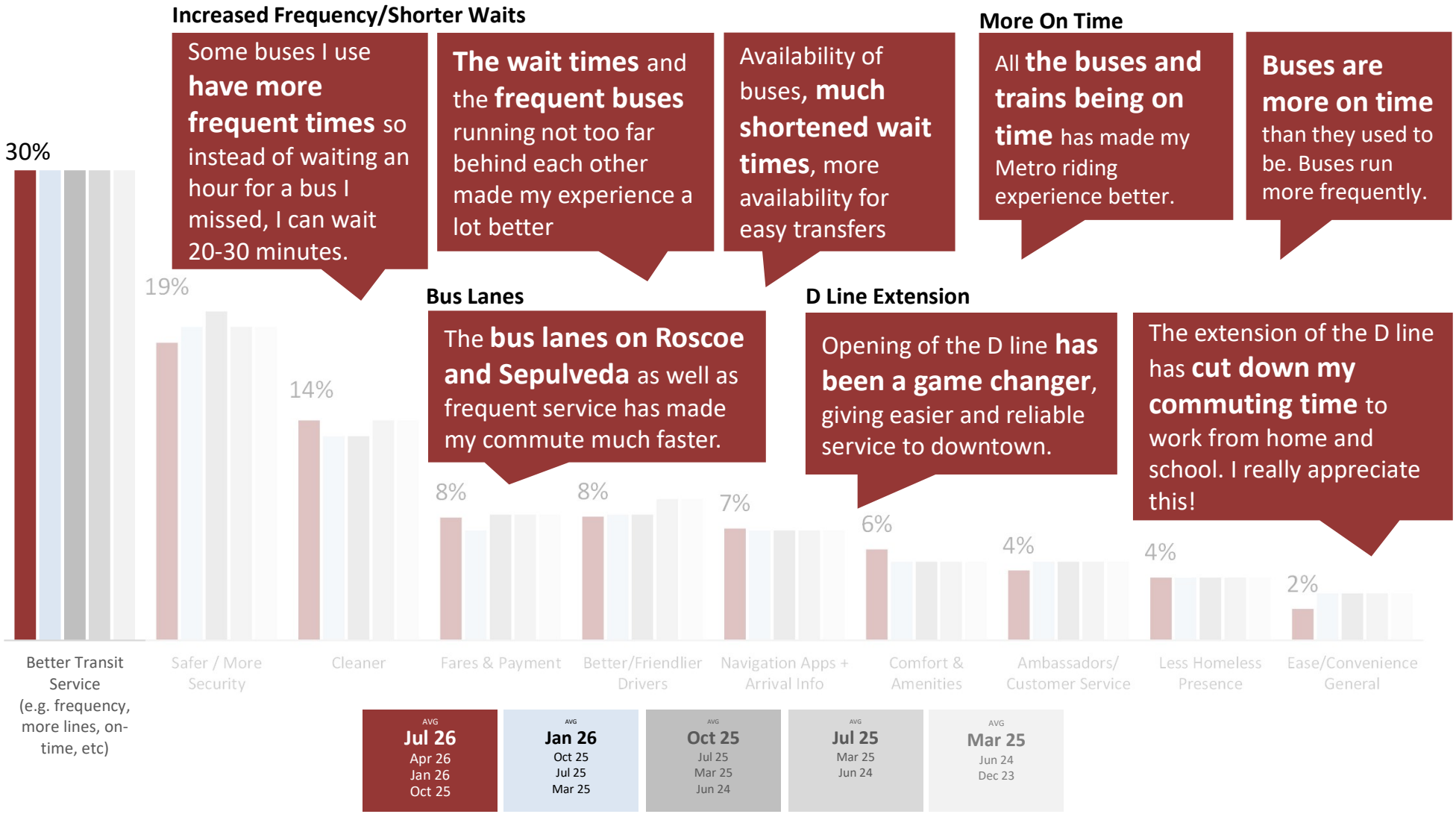


Q: What has made your Metro riding experience better? Responses coded into themes

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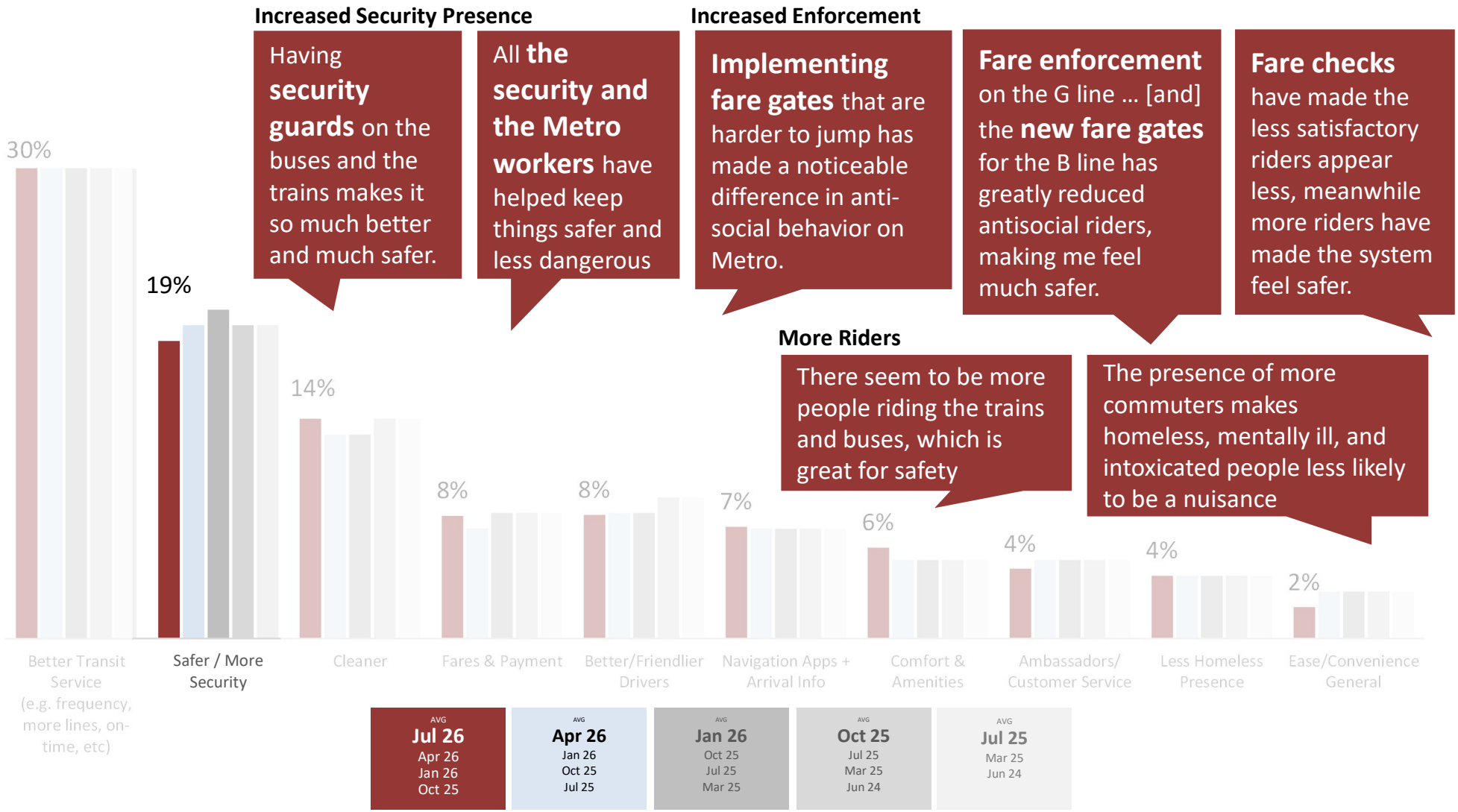
% Who Said Their Experience Has Gotten Better Because of

Better Transit Service…



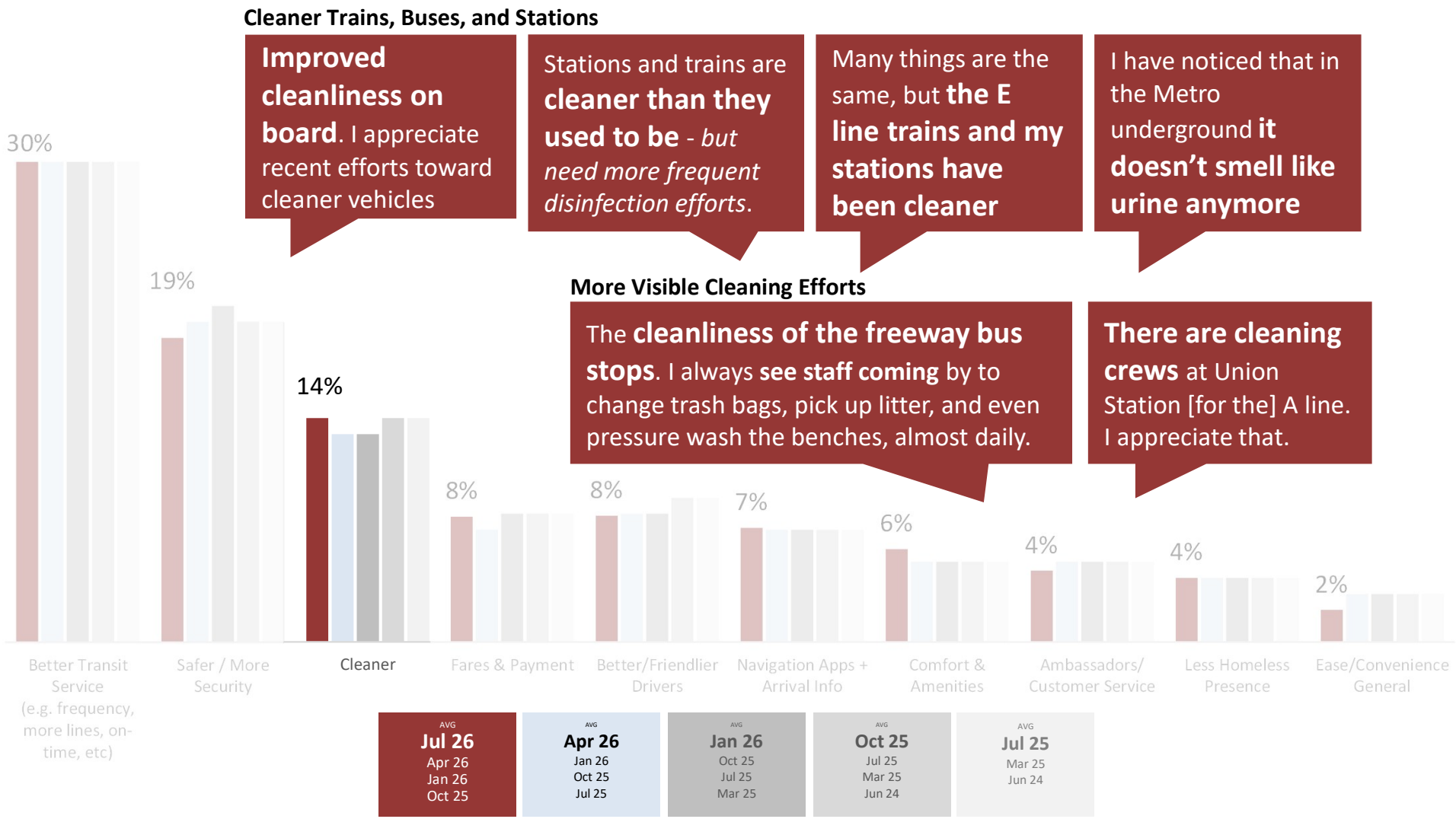
% Who Said Their Experience Has Gotten Better Because of

More Safety/Security…



% Who Said Their Experience Has Gotten Better Because of

Cleanliness…



Overall satisfaction with Metro is largely similar across demographic groups.

	Total	Female	Male	Non-Binary/ Prefer to self-describe
Overall Satisfaction (Bus)	87%	88%	87%	71%
Overall Satisfaction (Rail)	87%	87%	87%	79%

	Total	Under 25	25-34	35-44	45-54	55-64	65+
Overall Satisfaction (Bus)	87%	**90%**	85%	85%	89%	88%	89%
Overall Satisfaction (Rail)	87%	88%	85%	86%	88%	87%	89%

	Total	Hispanic / Latino	Black / African American	White / Caucasian	Asian / Pacific Islander	Other
Overall Satisfaction (Bus)	87%	**90%**	85%	83%	82%	74%
Overall Satisfaction (Rail)	87%	**89%**	87%	84%	80%	76%

	Total	Under $15k	$15k-25k	$25k-50k	$50k-100k	$100k+
Overall Satisfaction (Bus)	87%	89%	88%	86%	83%	**79%**
Overall Satisfaction (Rail)	87%	91%	87%	88%	83%	**79%**

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Satisfaction by Metro Riding Frequency

- Less than monthly riders are less satisfied overall with Bus.
- Less than yearly riders are less satisfied with:
  - First Mile and Wayfinding stages
  - Travel time and frequency
  - Safety
  - Cleanliness and comfort of stops/stations
  - Addressing homelessness

	Total	5 or more days a week	3-4 days a week	1-2 days a week	1-3 days a month	At least once every 6 months	At least once a year	Less than once a year
Overall Satisfaction (Bus)	87%	87%	89%	88%	85%	81%	77%	81%
Overall Satisfaction (Rail)	87%	87%	86%	86%	86%	86%	86%	89%
Research	89%	88%	91%	91%	93%	(low base)		88%
Planning	91%	91%	91%	91%	89%	87%	89%	90%
Payment Setup	93%	92%	94%	95%	93%	93%	91%	89%
Confirmation	86%	86%	86%	84%	86%	85%	88%	89%
First Mile	89%	90%	89%	89%	87%	85%	82%	84%
Wayfinding	85%	86%	86%	84%	82%	84%	80%	81%
Waiting	78%	79%	78%	77%	75%	74%	81%	75%
Payment	93%	92%	94%	95%	94%	91%	89%	91%
Boarding/Positioning	84%	83%	85%	87%	87%	88%	88%	86%
Riding	86%	85%	87%	89%	86%	84%	87%	87%
Exiting	92%	91%	92%	94%	93%	92%	89%	89%
Transferring	87%	87%	87%	86%	85%	85%	79%	89%
Last Mile	91%	91%	92%	91%	88%	88%	83%	87%
Support	83%	82%	84%	86%	84%	86%	84%	89%
Service Levels	79%	80%	79%	77%	74%	76%	73%	82%
Ease of fare payment	92%	91%	93%	94%	93%	92%	92%	93%
Metro information in my language	90%	90%	91%	83%	(low base)			
Getting to your destination on time	83%	82%	85%	83%	82%	82%	84%	79%
Availability of accurate bus/train arrival time info	82%	82%	84%	81%	84%	84%	91%	83%
Comfort of riding Metro bus/train	81%	80%	81%	82%	82%	84%	81%	82%
Pedestrian-friendly sidewalks and cross walks on the way to Metro	81%	82%	81%	79%	77%	73%	80%	65%
How long it takes to get where I am going	79%	81%	81%	75%	75%	75%	75%	68%
Buses/Trains come on time	77%	76%	77%	75%	79%	81%	84%	80%
Safety from harassment based on your race or ethnicity	76%	73%	78%	81%	81%	80%	78%	79%
Enough personal space on buses/trains	73%	72%	73%	74%	75%	77%	78%	83%
How frequently buses/trains run	73%	74%	72%	71%	70%	72%	72%	64%
Safety on board buses/trains	73%	71%	74%	75%	76%	77%	72%	71%
Accurate and timely updates/alerts about delays	71%	71%	71%	71%	72%	73%	79%	76%
Enforcement of Metro rules	70%	72%	69%	67%	68%	68%	69%	70%
Safety of bus stops/rail stations	68%	67%	69%	71%	70%	69%	71%	64%
Safety from crime	68%	66%	69%	71%	72%	72%	71%	62%
Comfort at bus stops/train stations	67%	68%	67%	64%	64%	67%	71%	61%
Cleanliness inside the bus/train	65%	64%	64%	67%	69%	73%	69%	71%
The behavior of other riders	59%	57%	59%	60%	61%	67%	67%	63%
Cleanliness of the bus stop/rail station	57%	56%	56%	58%	60%	66%	65%	55%
How well Metro addresses homelessness on buses/trains	51%	50%	51%	53%	52%	54%	60%	55%

Average of Oct 2025, Jan 2026, Apr 2026, Jul 2026 waves
Riding frequency combined across Metro Bus and Metro Train/Rail

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Questions?