

# 2016 Rail Customer Satisfaction Survey Results

Board of Trustees – Operation Committee

May 2, 2017

Greater Cleveland Regional Transit Authority



# Rail Survey Methodology

- Survey Administered 4<sup>th</sup> Qtr. 2016
- Intercepts: Weekdays, varying times a day
- Completed surveys:
  - Red Line 454
  - Blue Line 276
  - Green Line 262

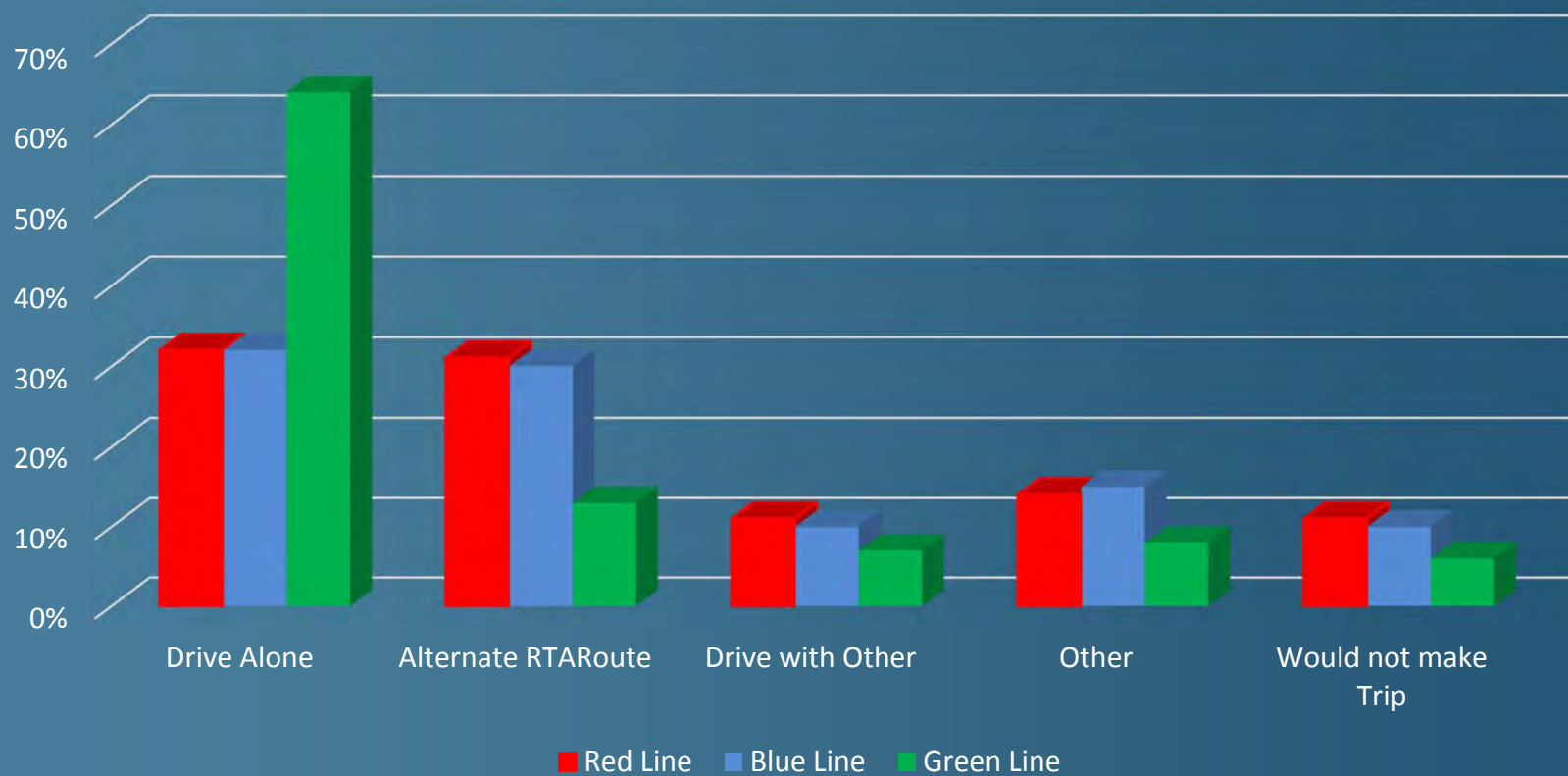
# Rail Customer Profile

- Rides at least, a couple times a week
- Trip purpose: work, school, leisure
- 60/40 split: Unlinked vs Linked trips
- Choice Riders:
  - Red and Blue Lines 33%
  - Green Line 64%

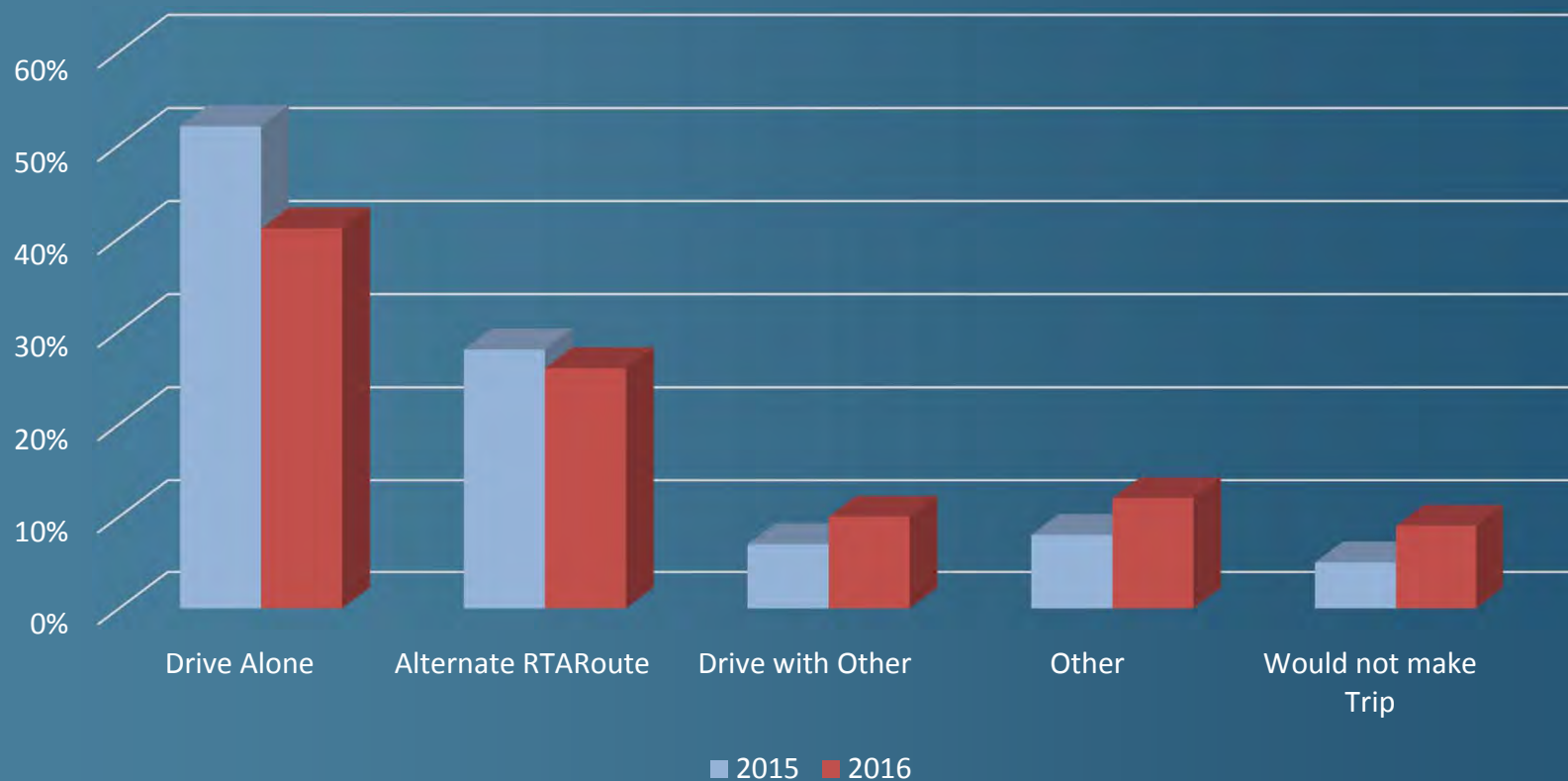
# Rail Customer Profile – Fare Payment

- Primarily, Monthly & All Day Pass
- Purchase fare at Tower City, CSK/TVM and thru Employer
- Fare Payment process: “Relatively Easy”

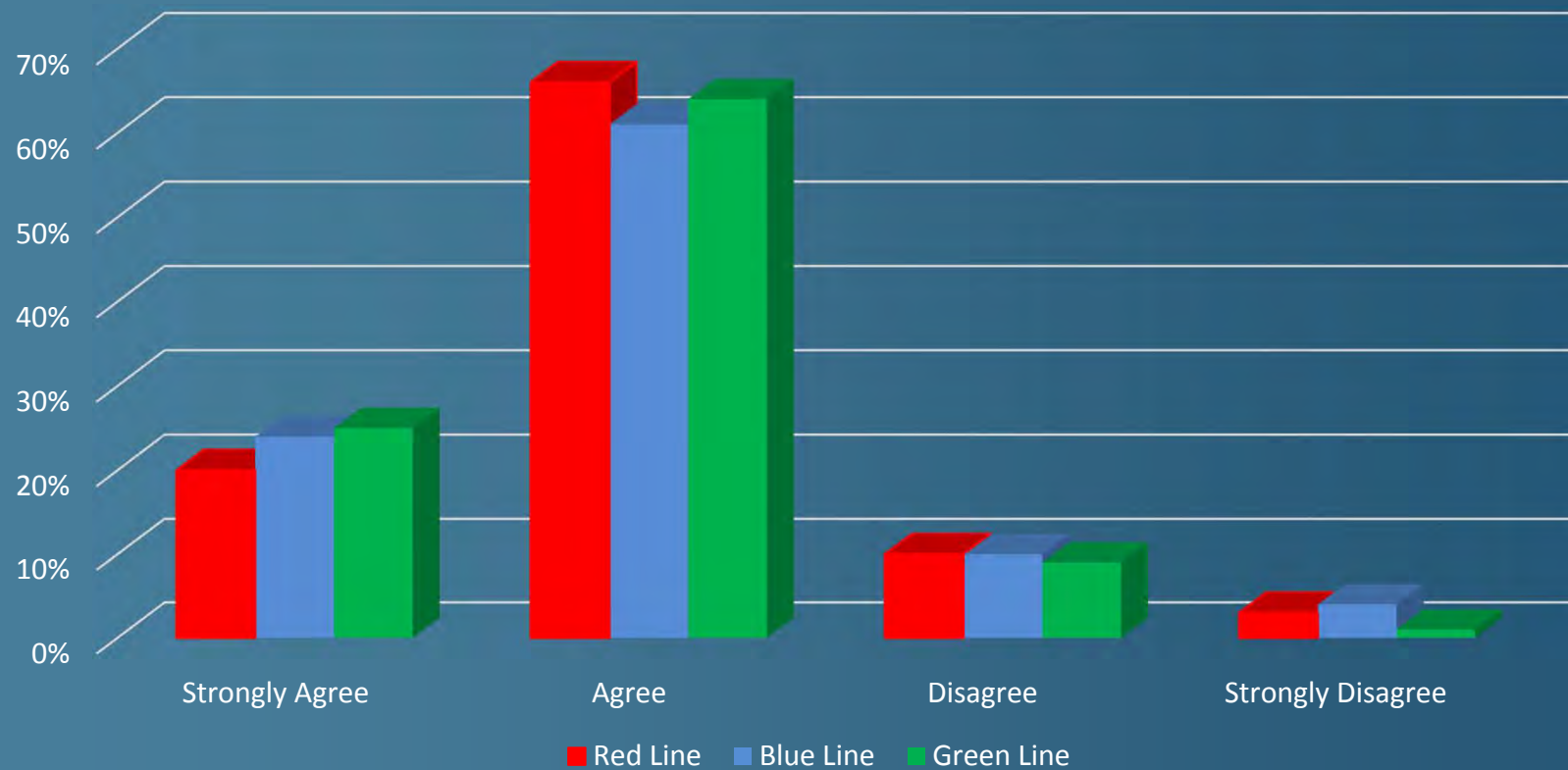
# Alternate way to make this trip



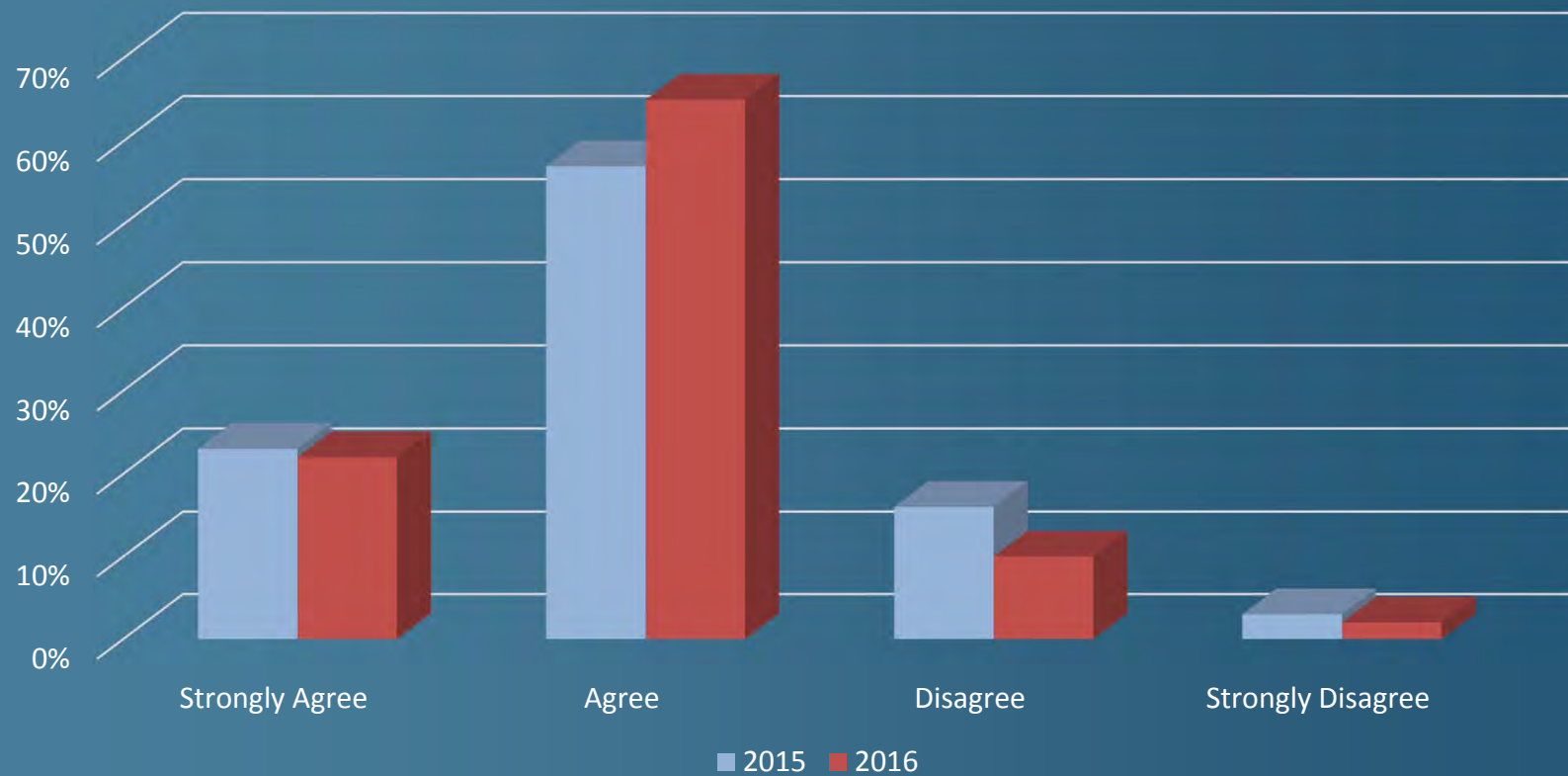
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# Rapid Leaves the Station On-Time

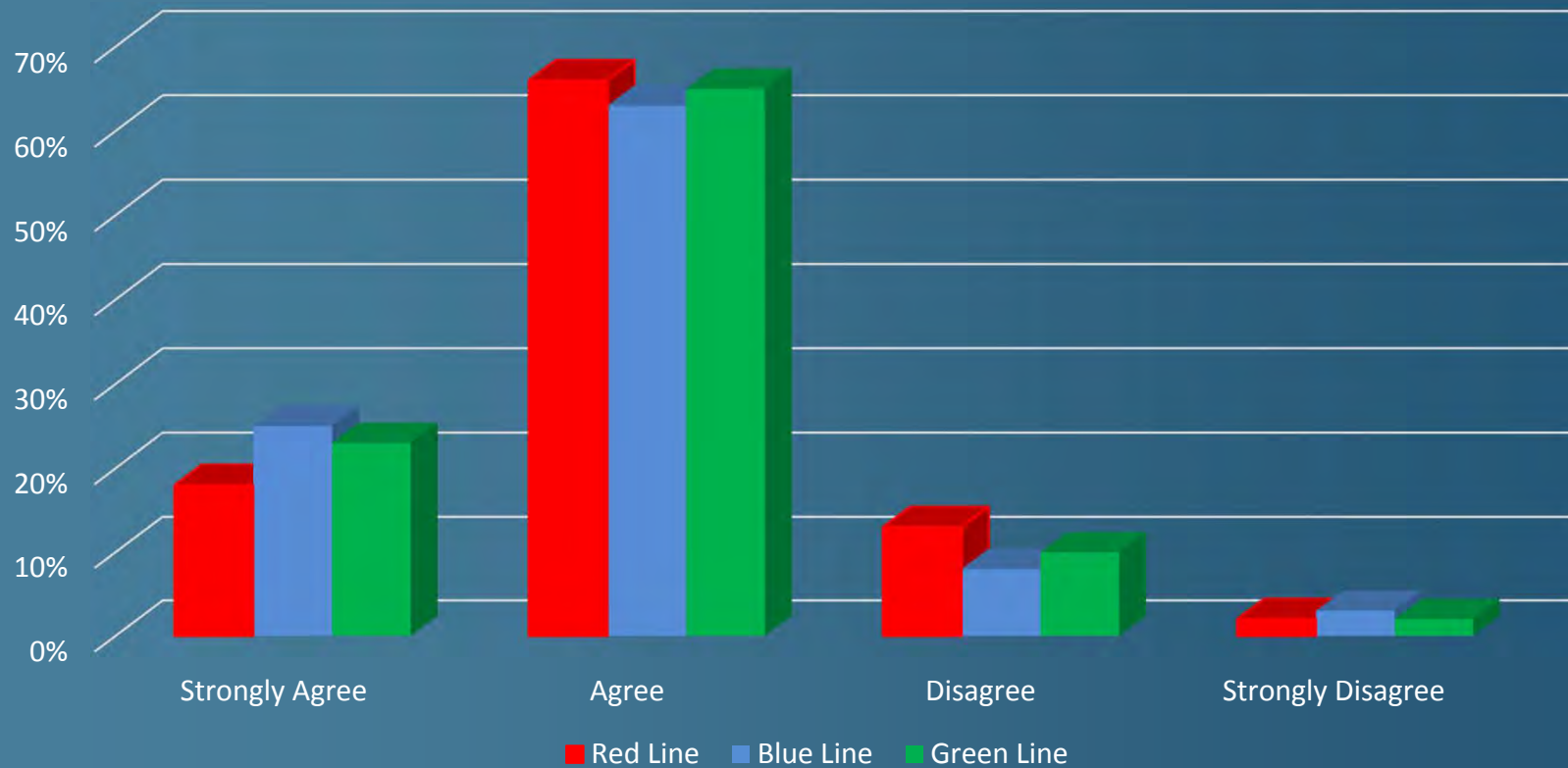


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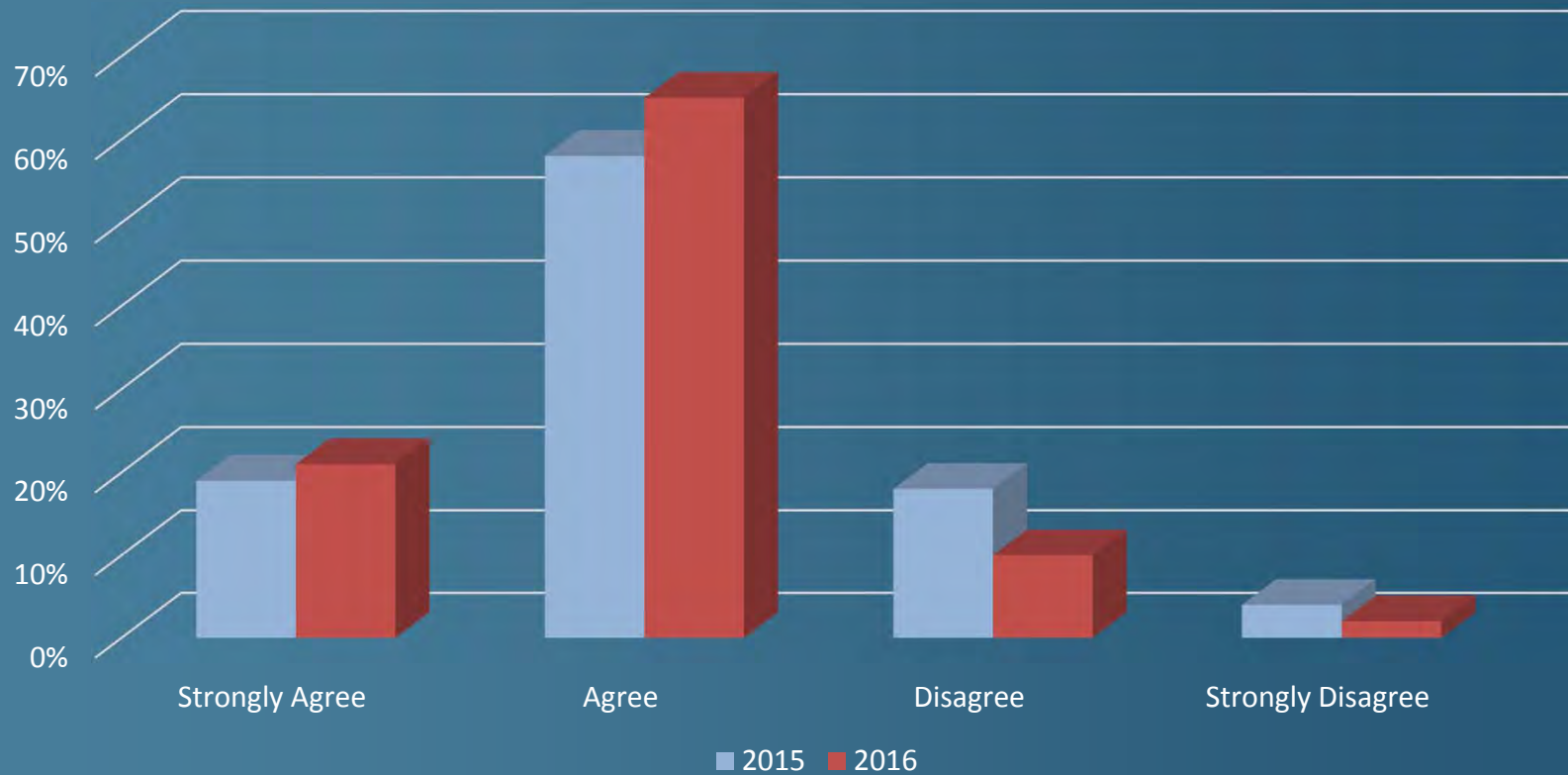




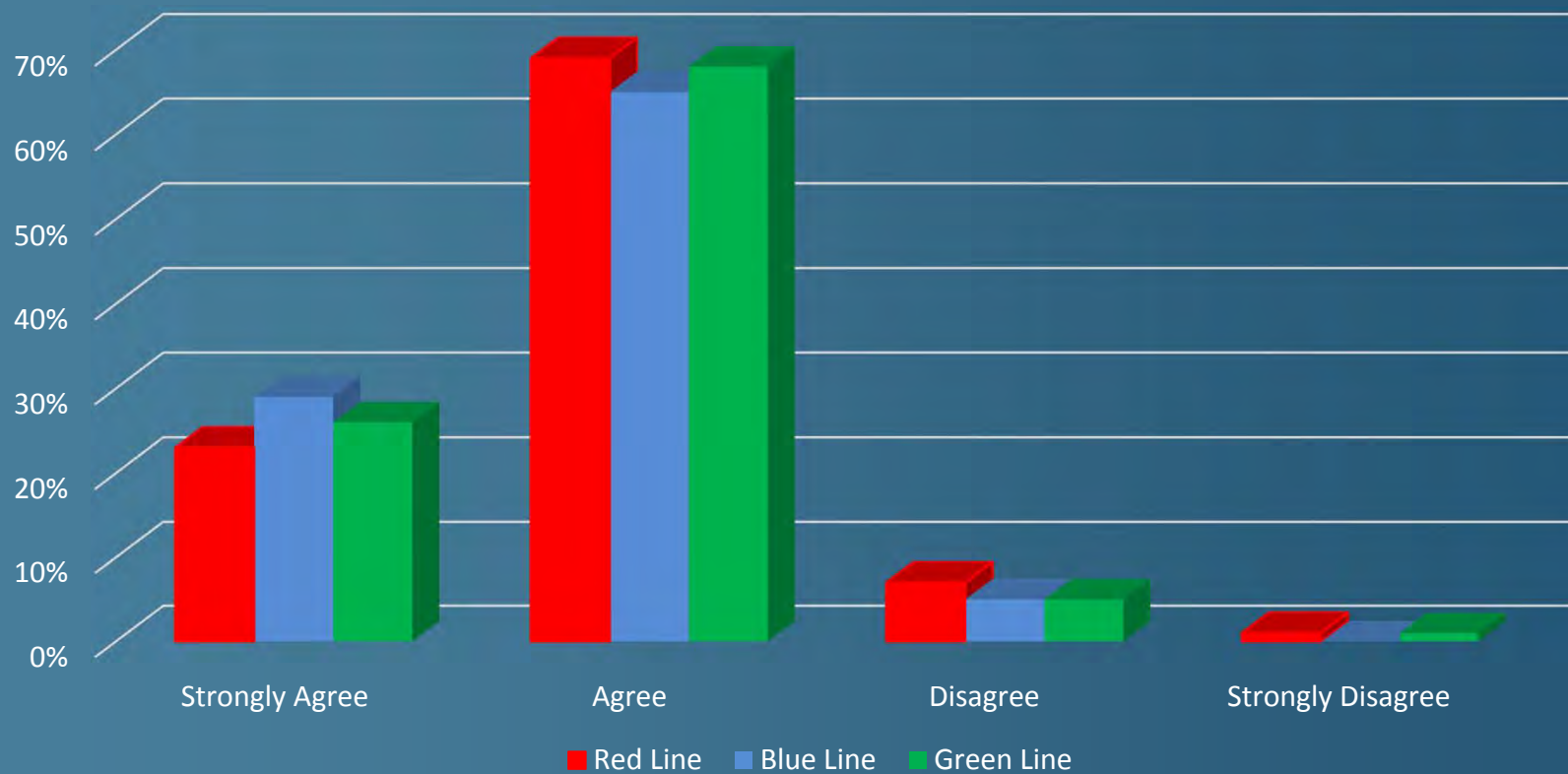
# Rapid Arrives at Destination According to Schedule



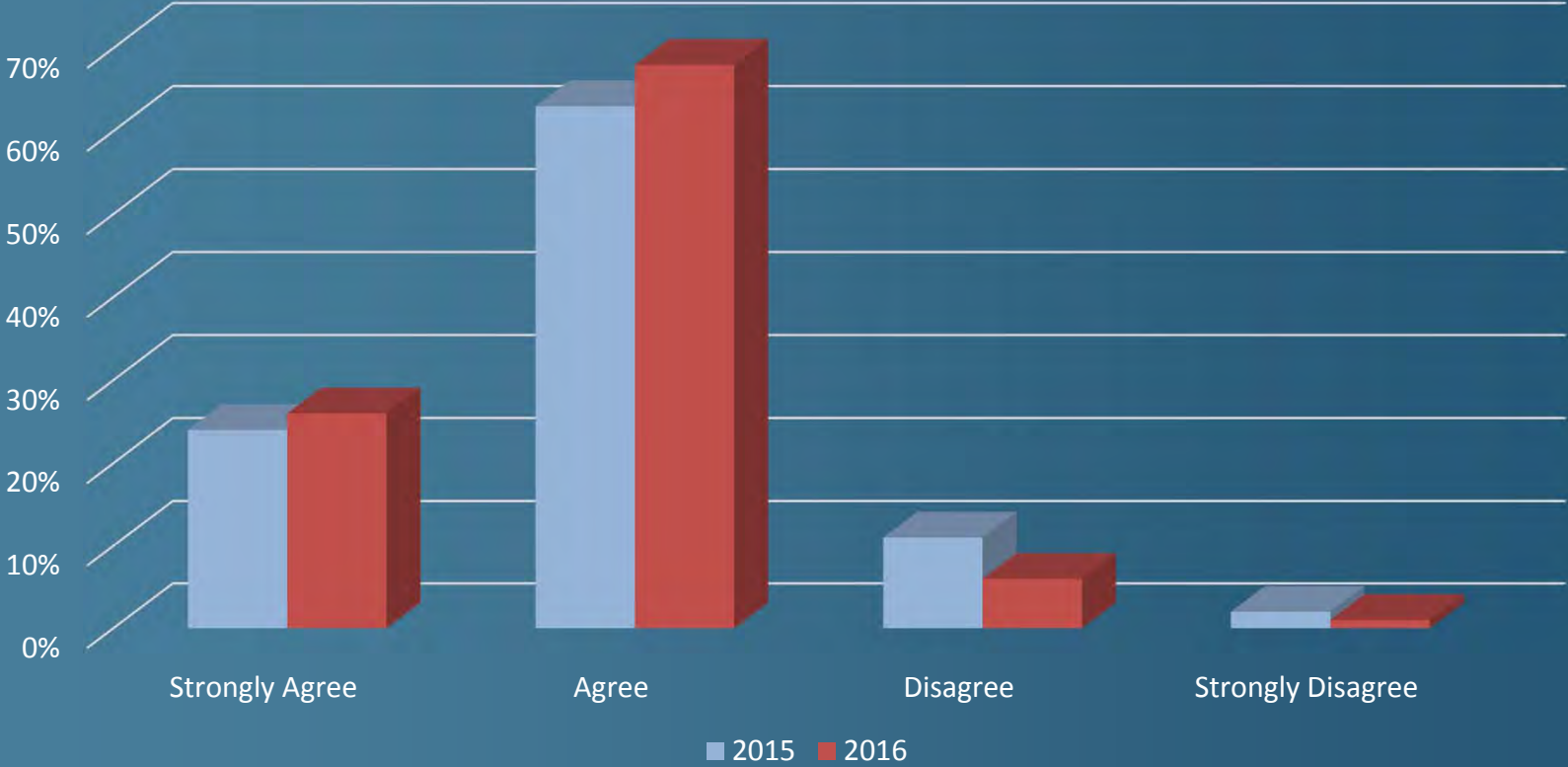
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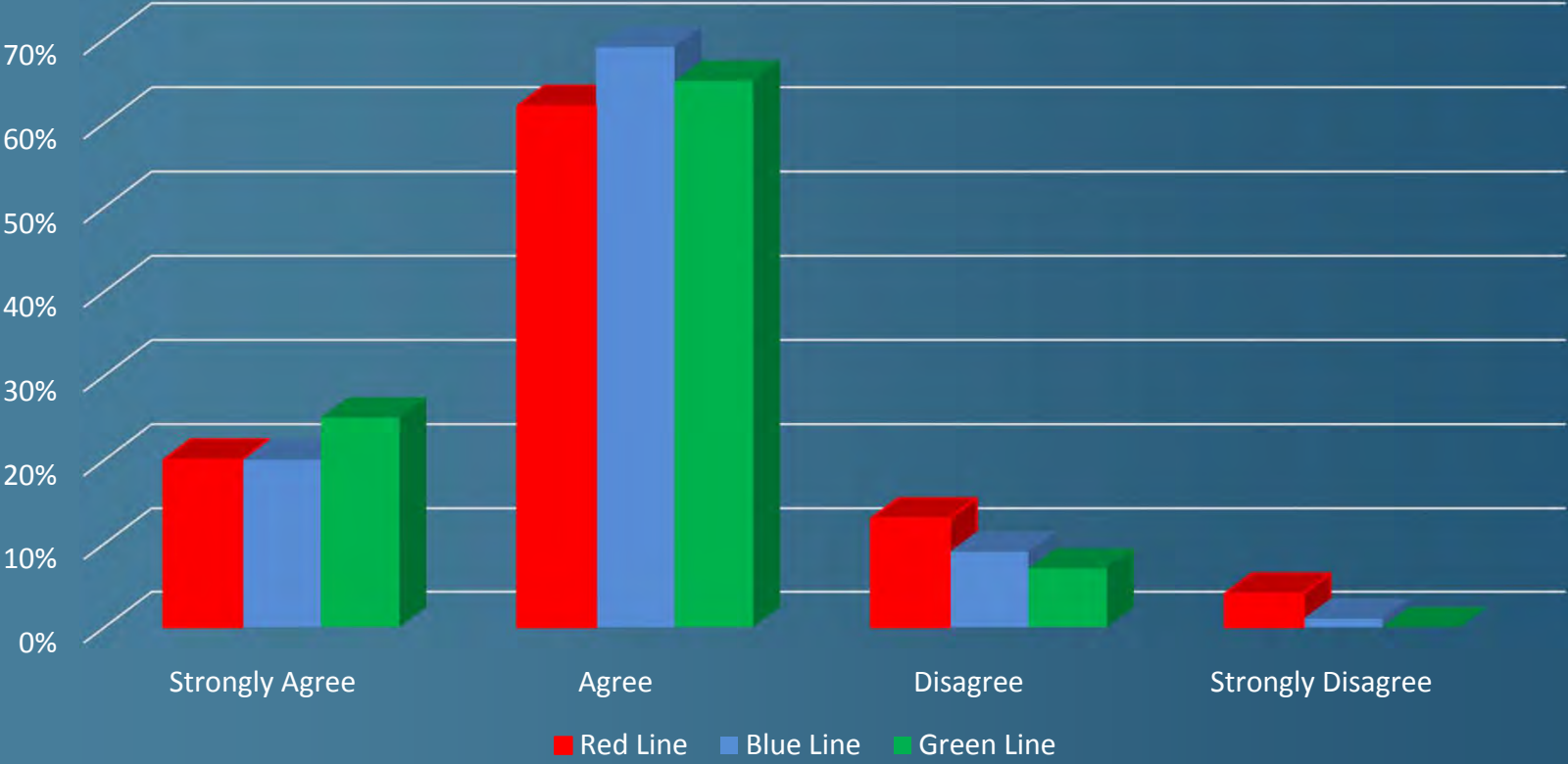
# Travel time is reasonable



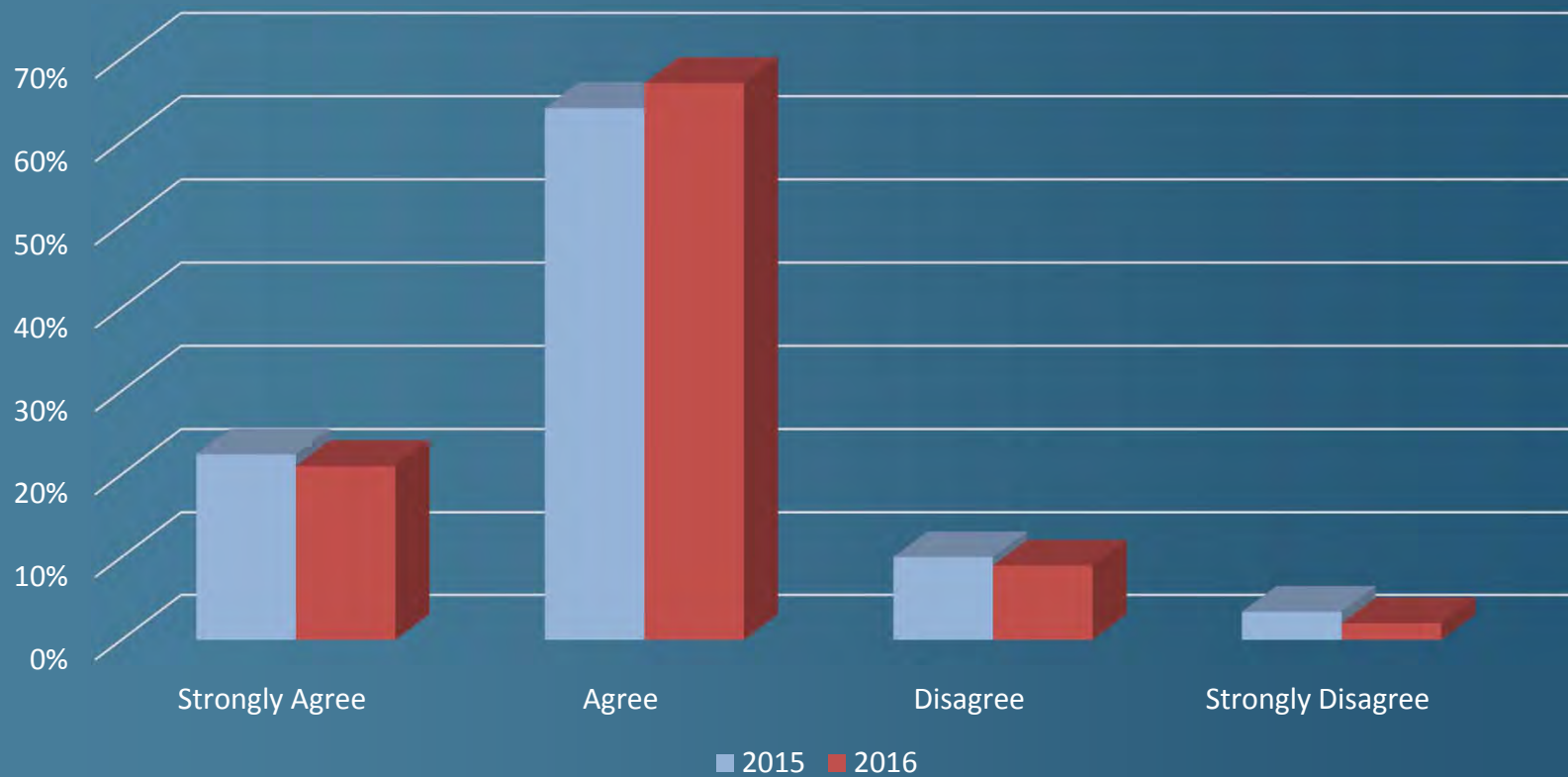
# Reasonable Travel Time



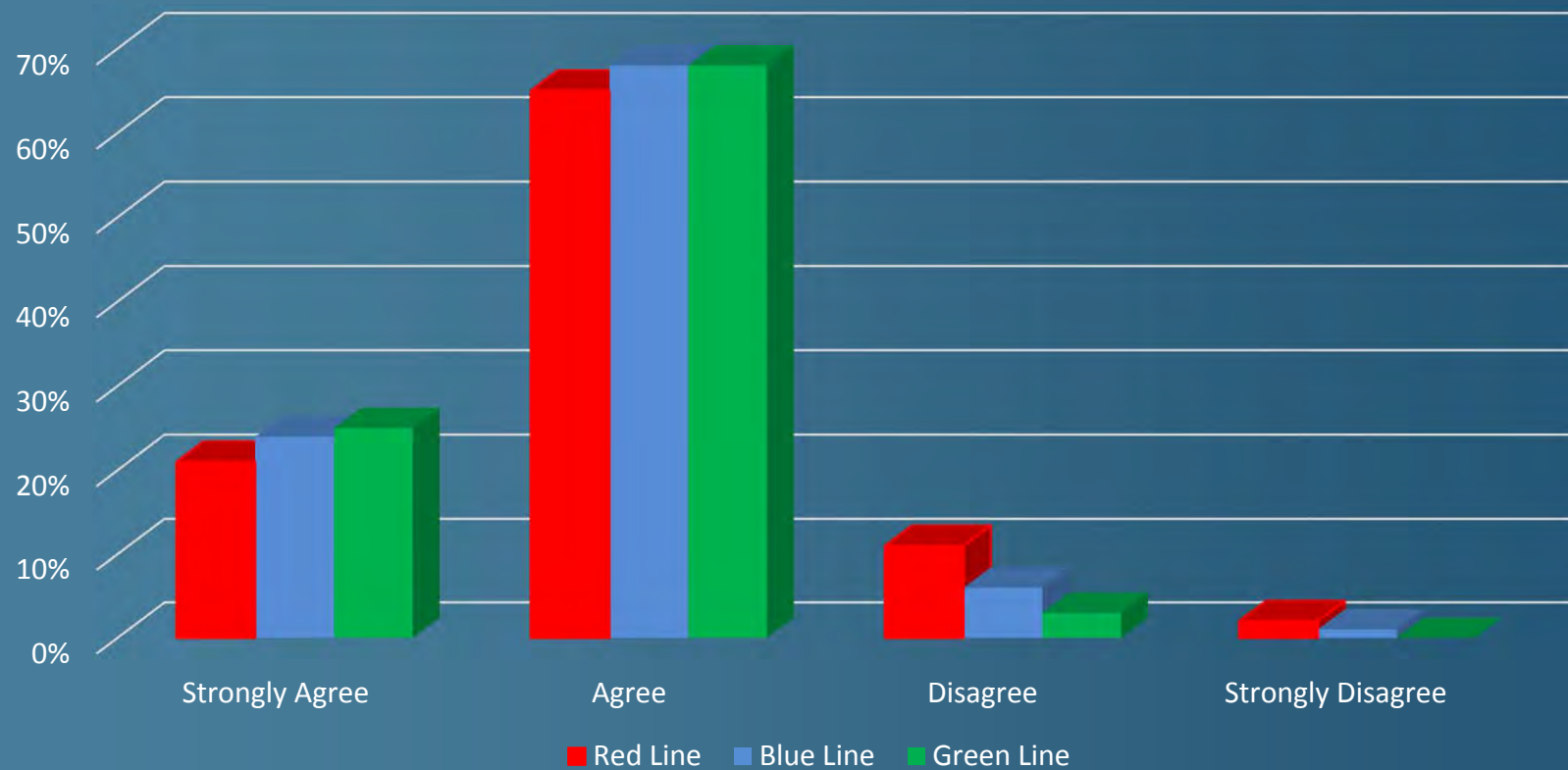
# Feel safe while waiting for the Rapid



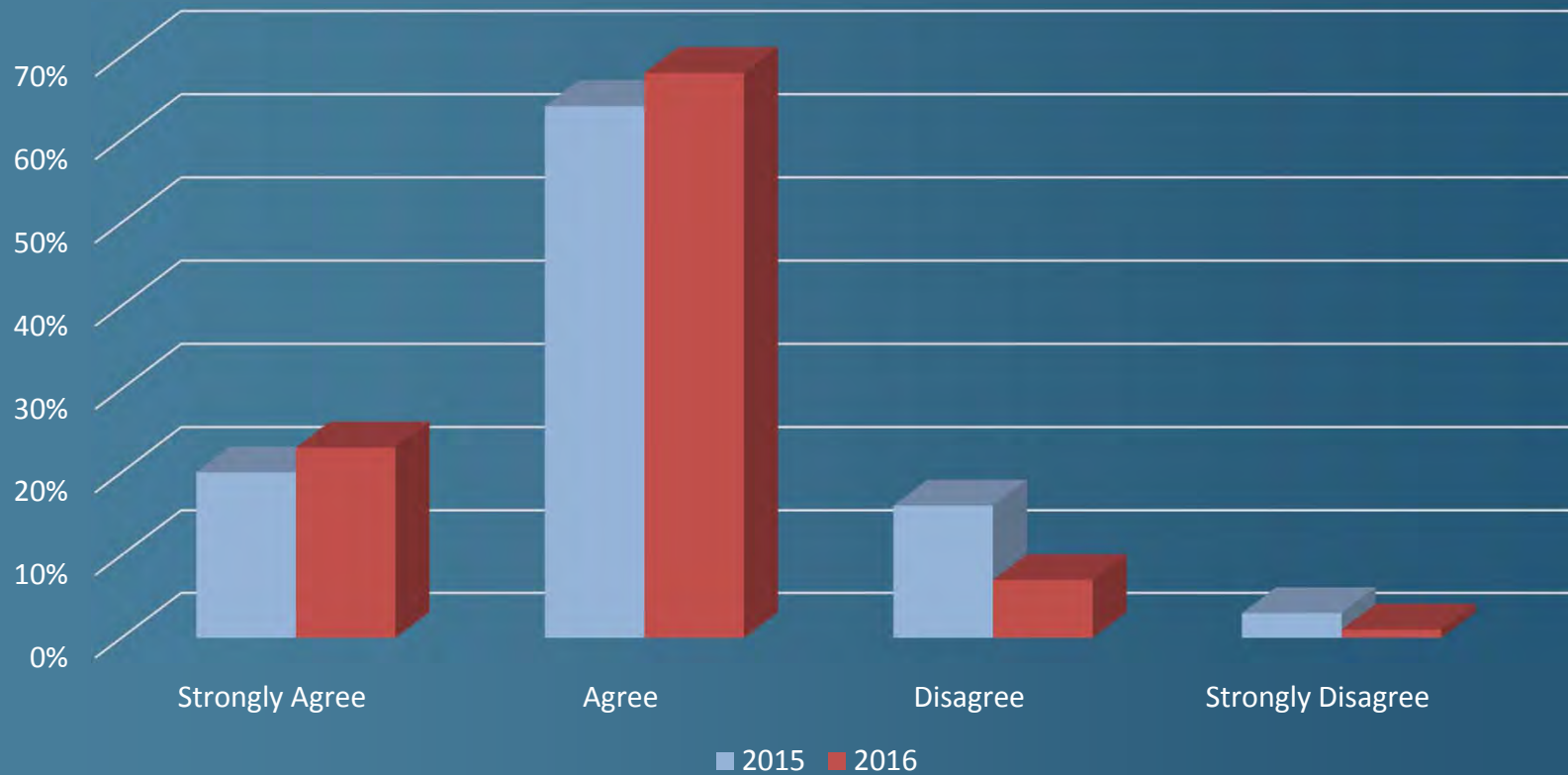
# Feel safe waiting for service



# Feel safe while riding the Rapid

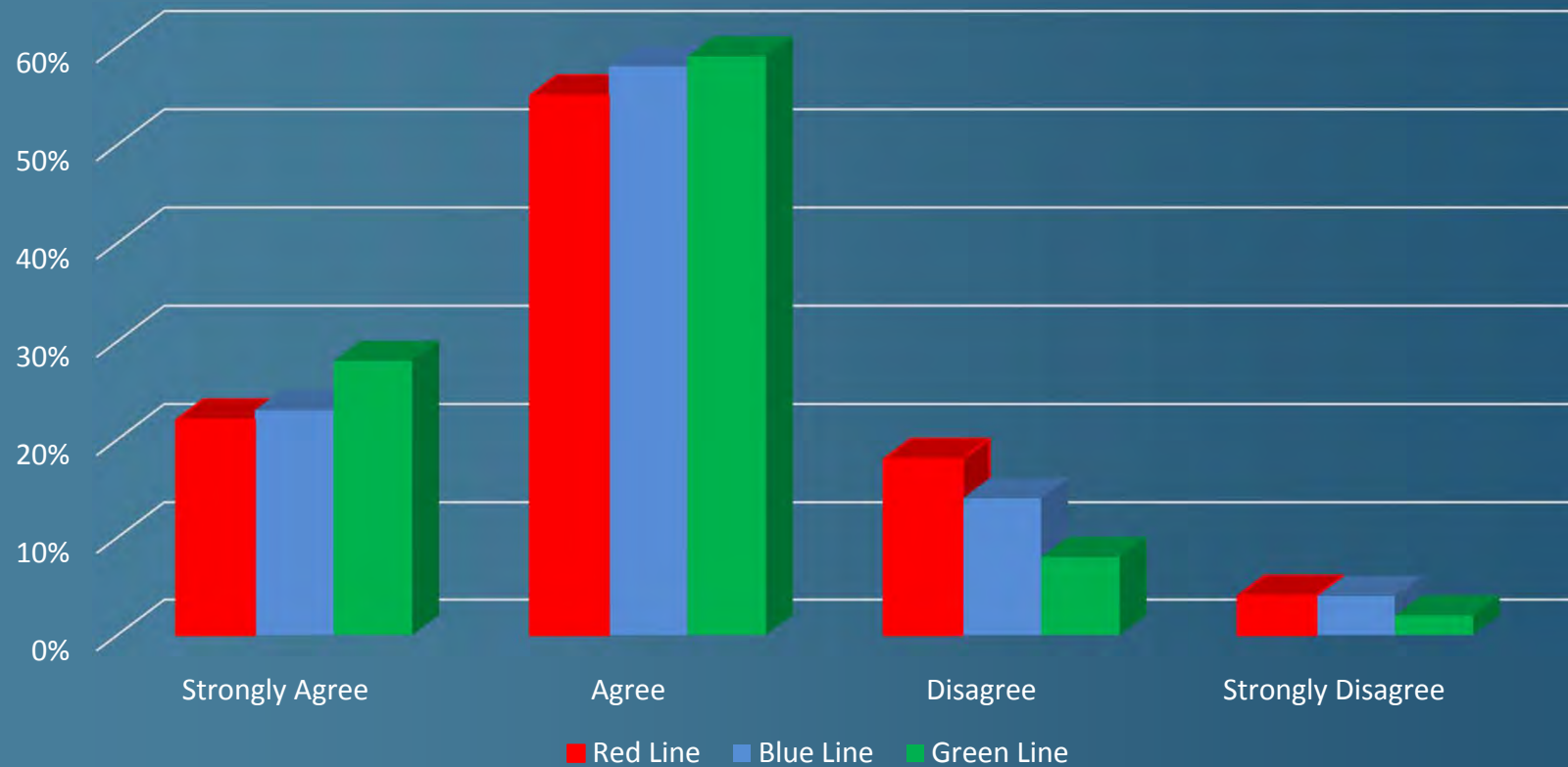


# Feel safe riding the service

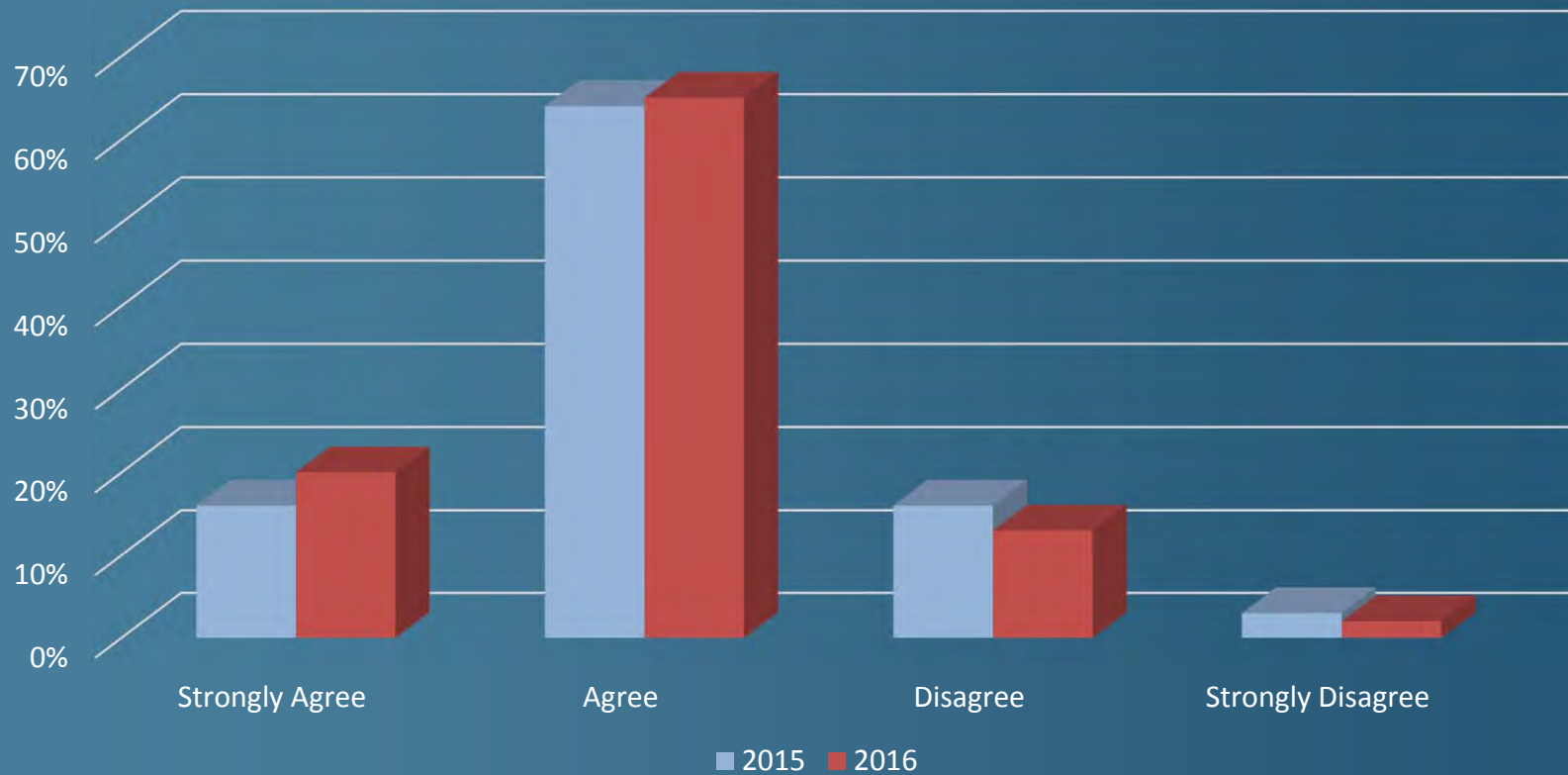




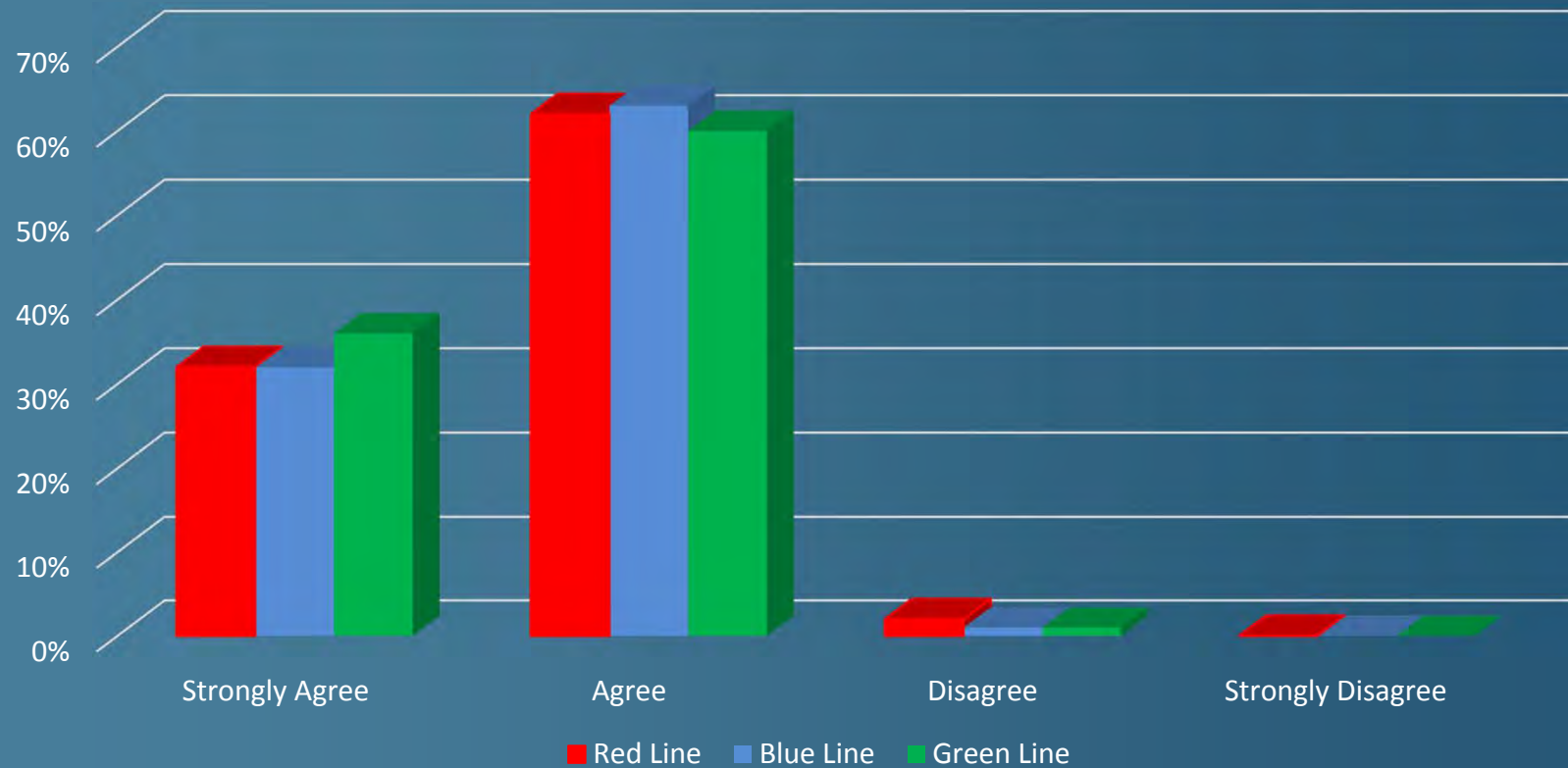
# Feel safe leaving my car in the parking lot



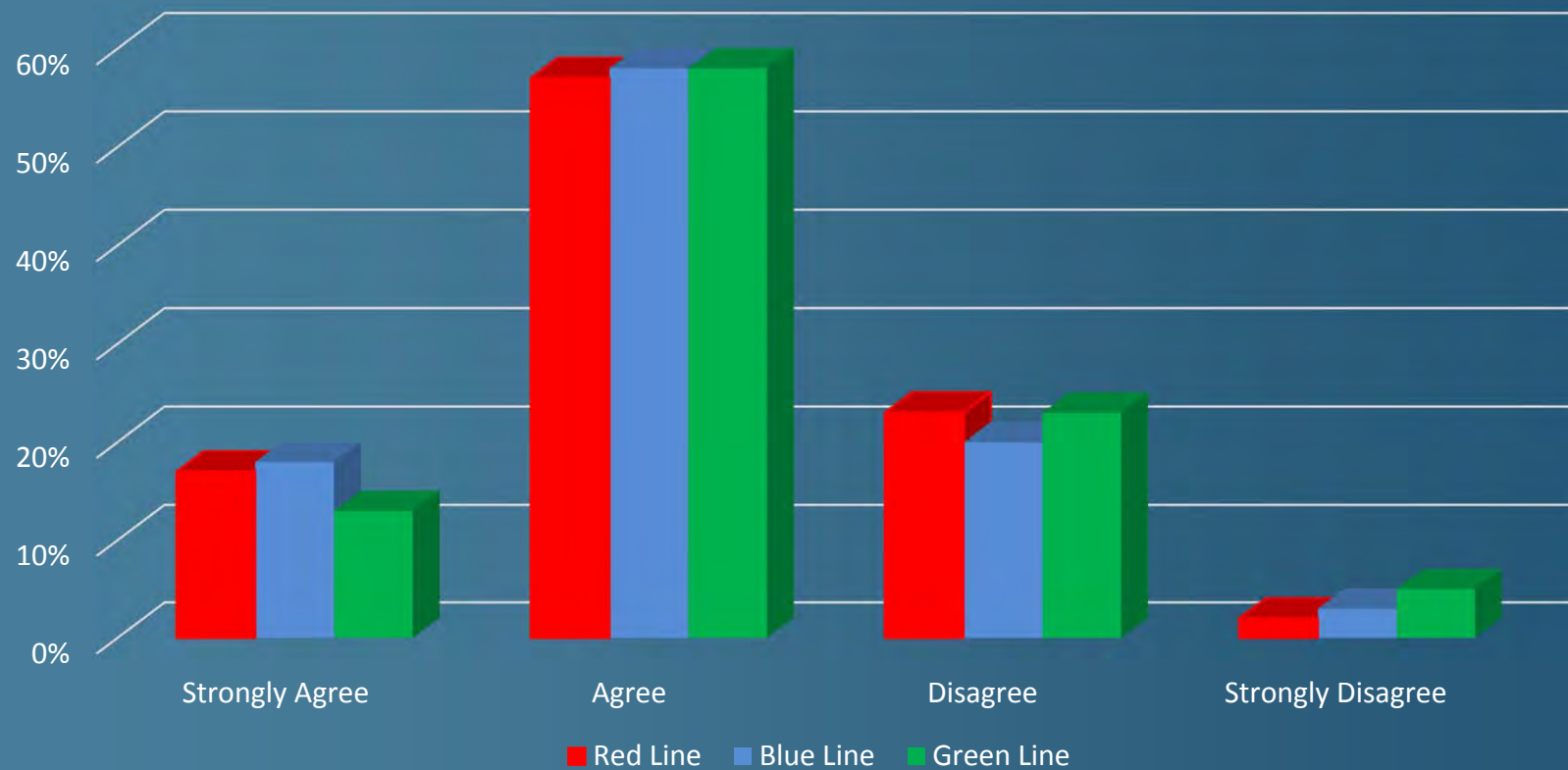
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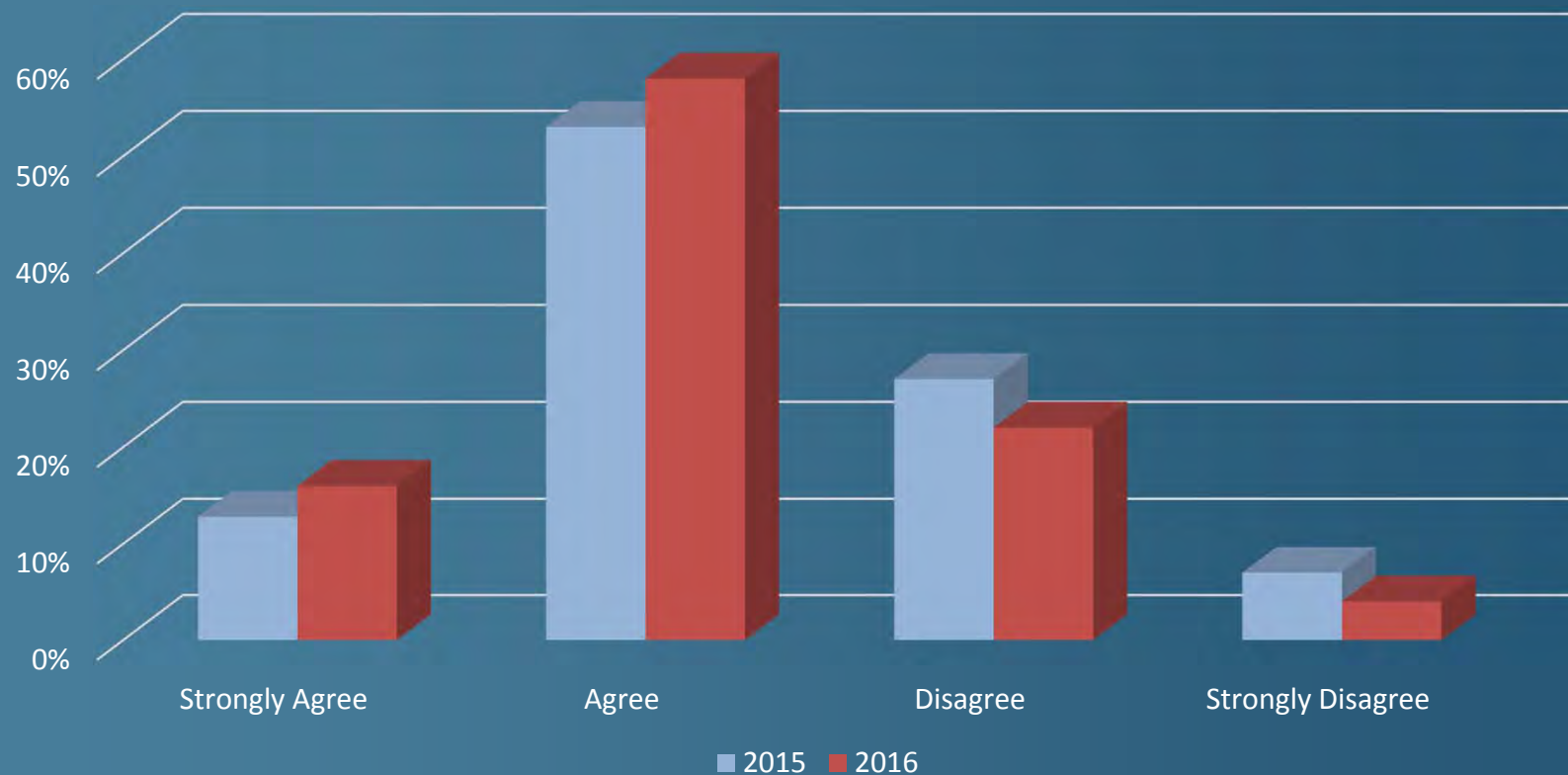
# Rapid car operated safely



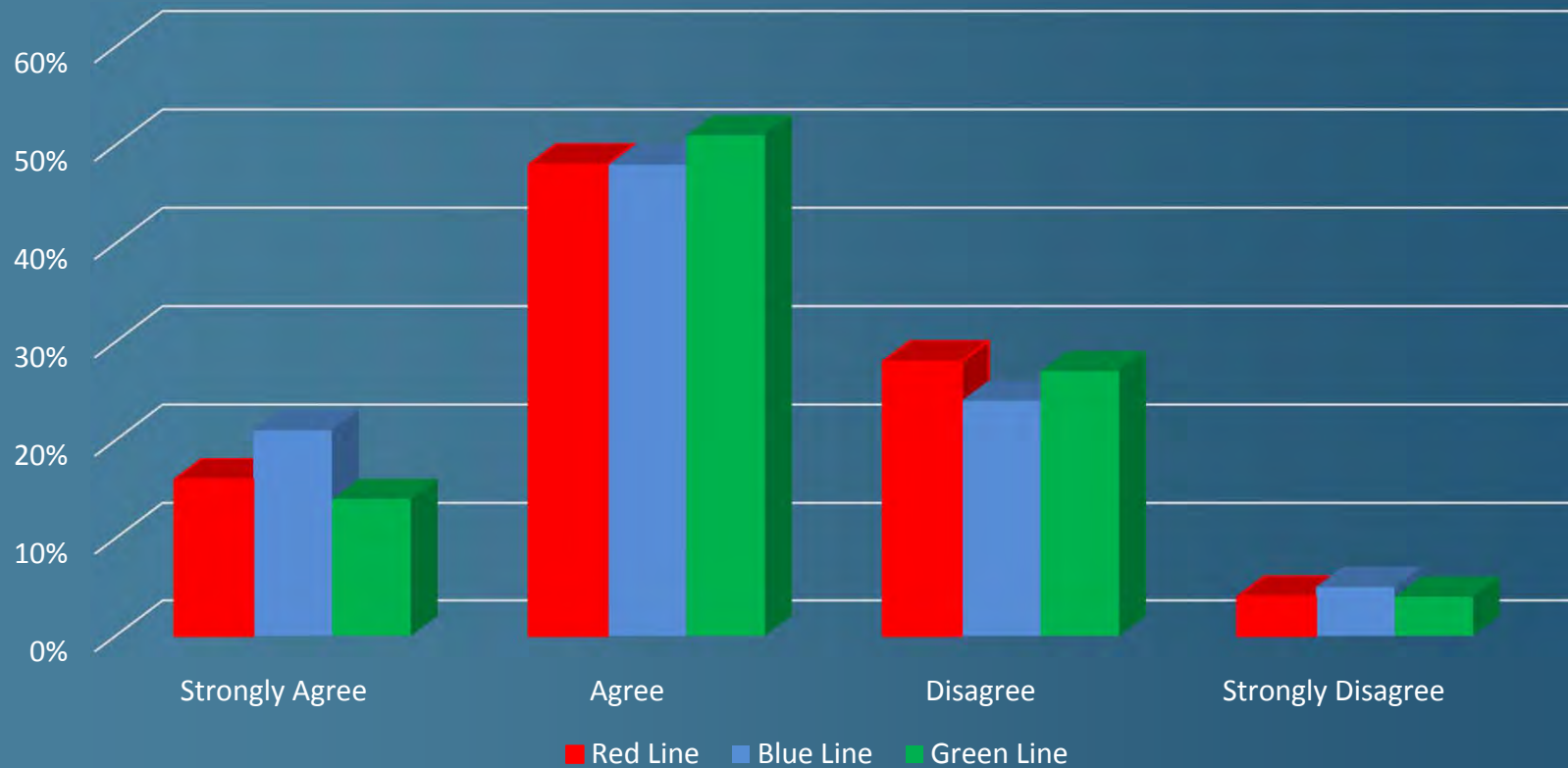
# Sufficient Service Info Posted at Station



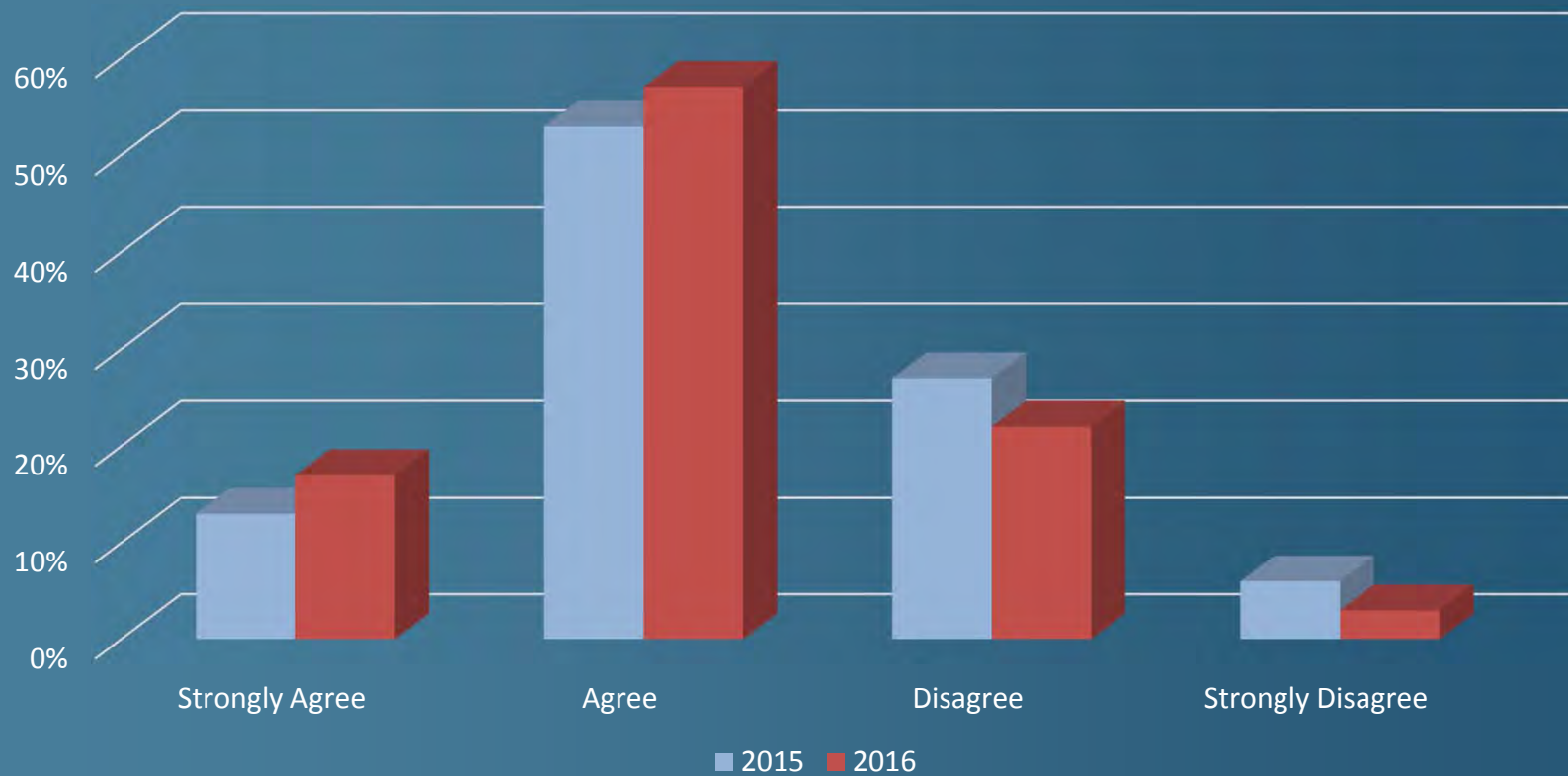
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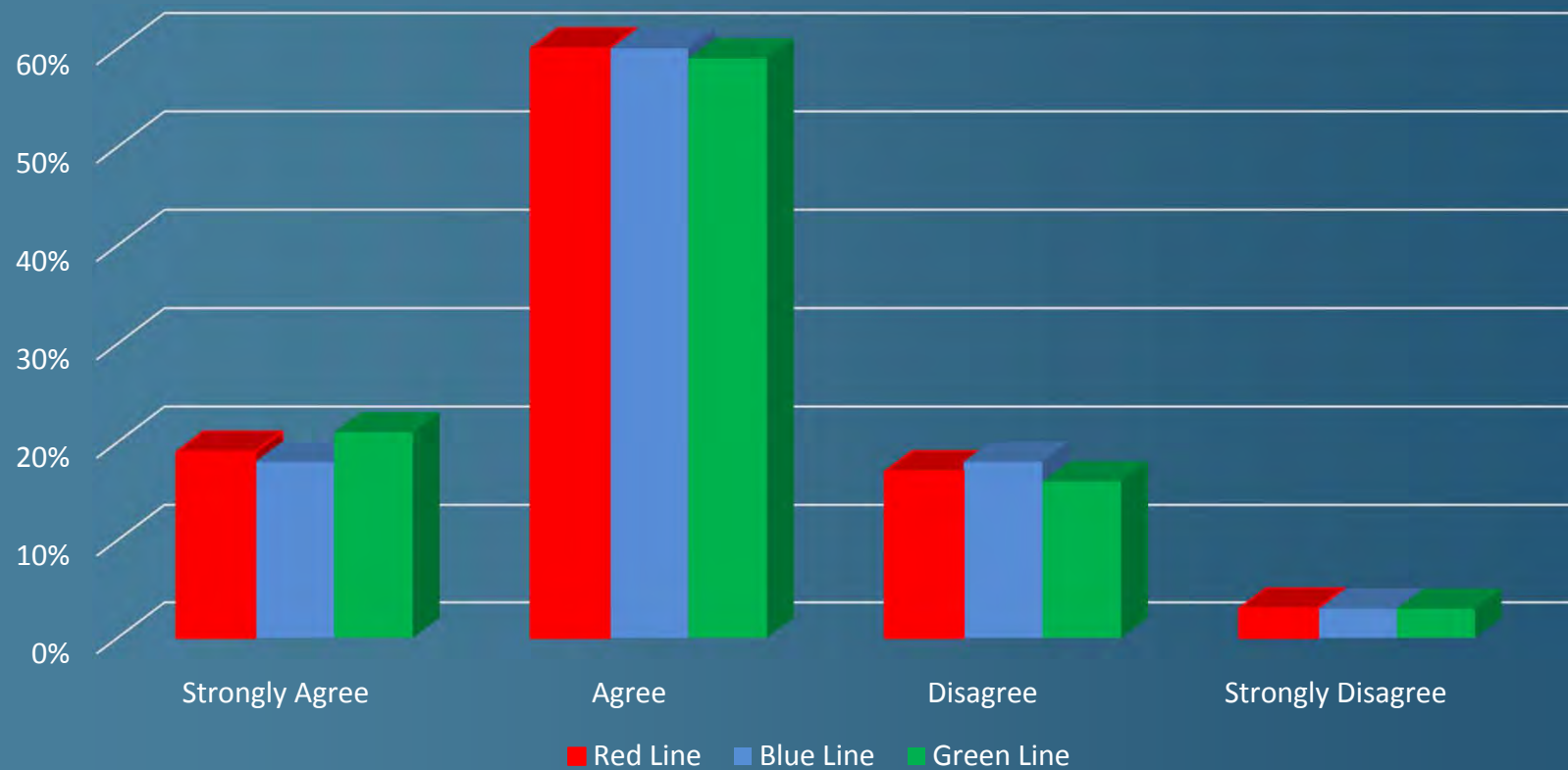
# Sufficient Service Info Posted on Train



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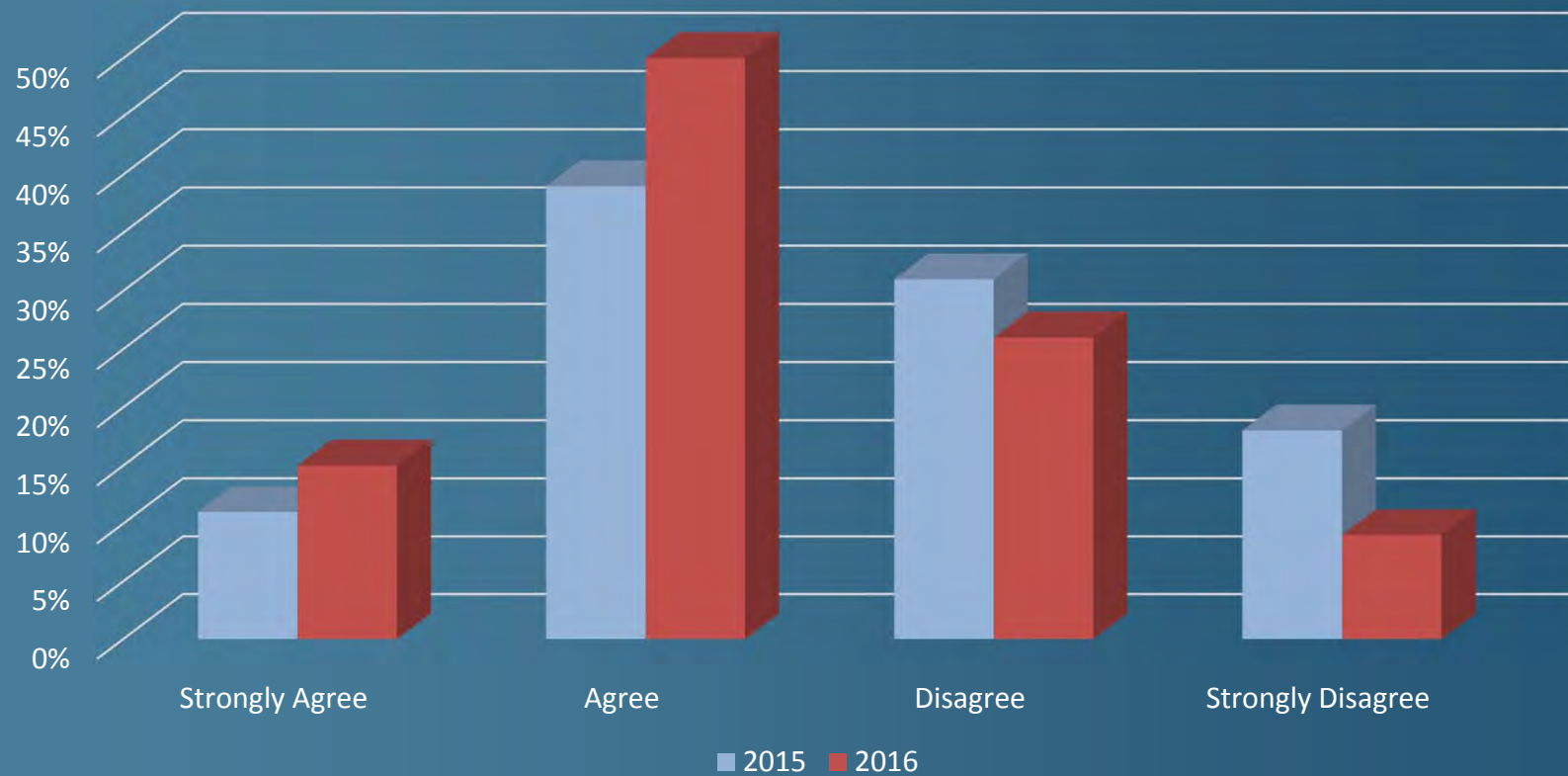


# RTA effectively communicates w/Customers regarding planned interruptions

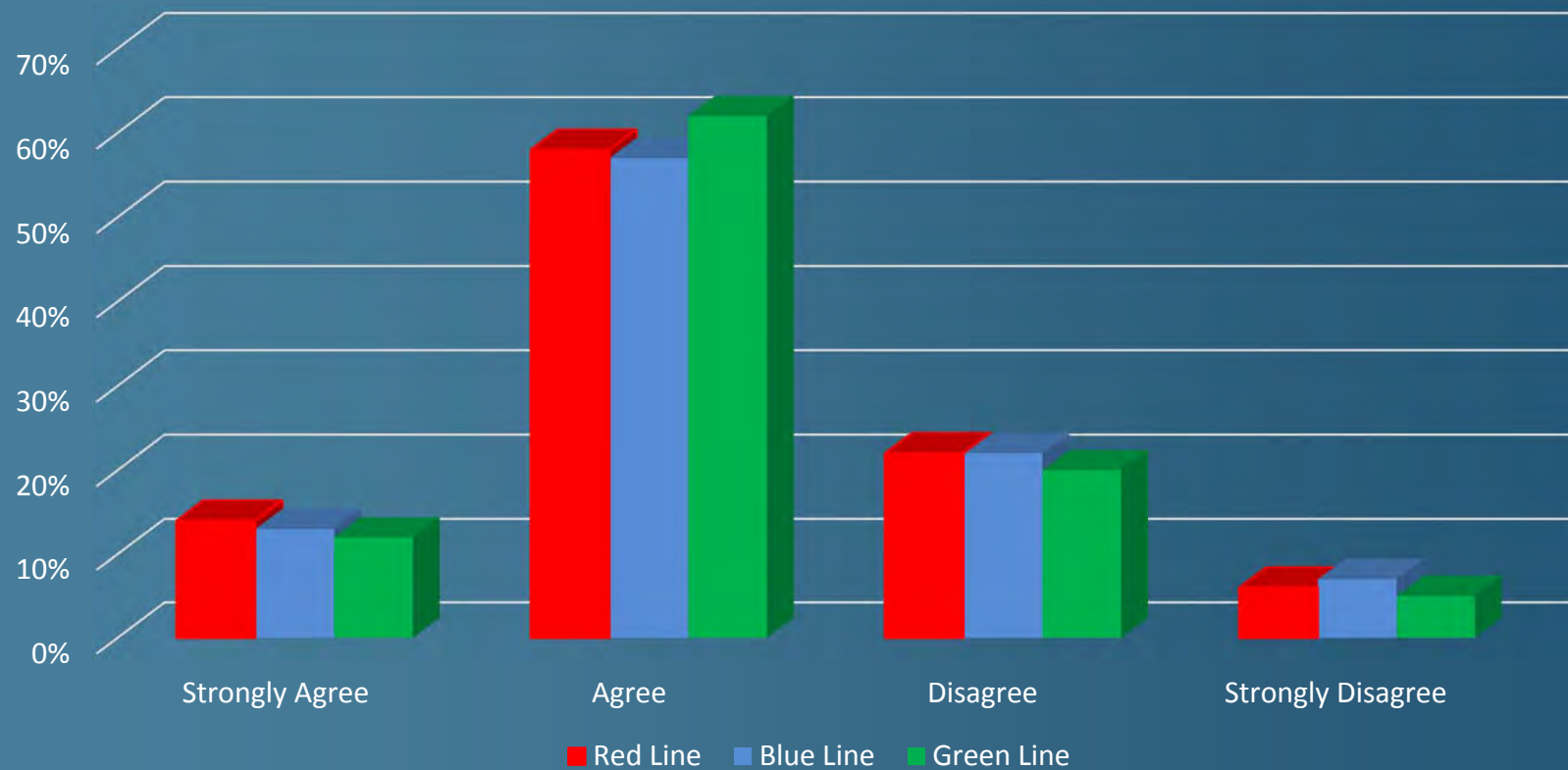




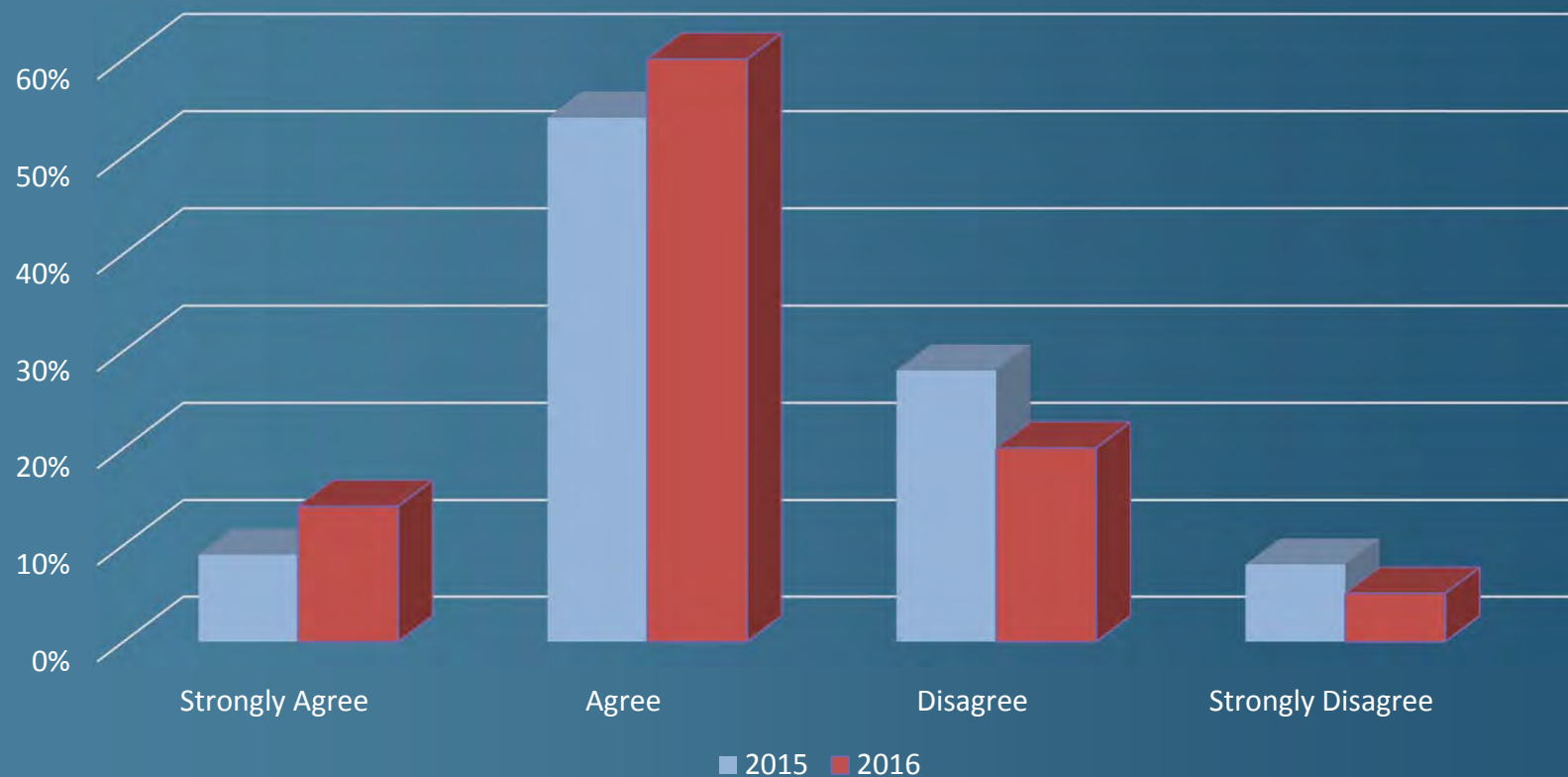
# RTA effectively communicates w/Customers when service has been interrupted



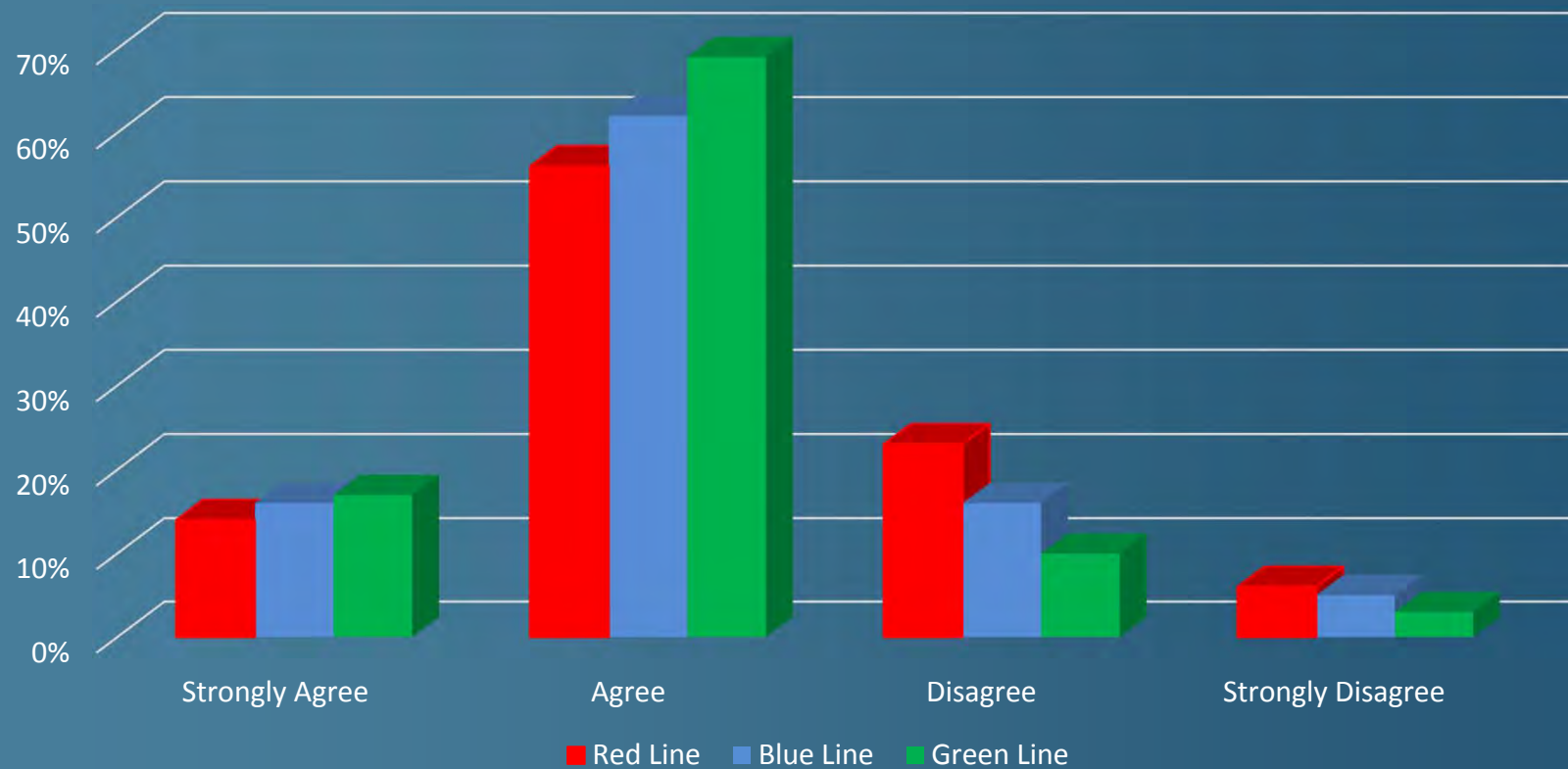
# Rapid car interiors are clean



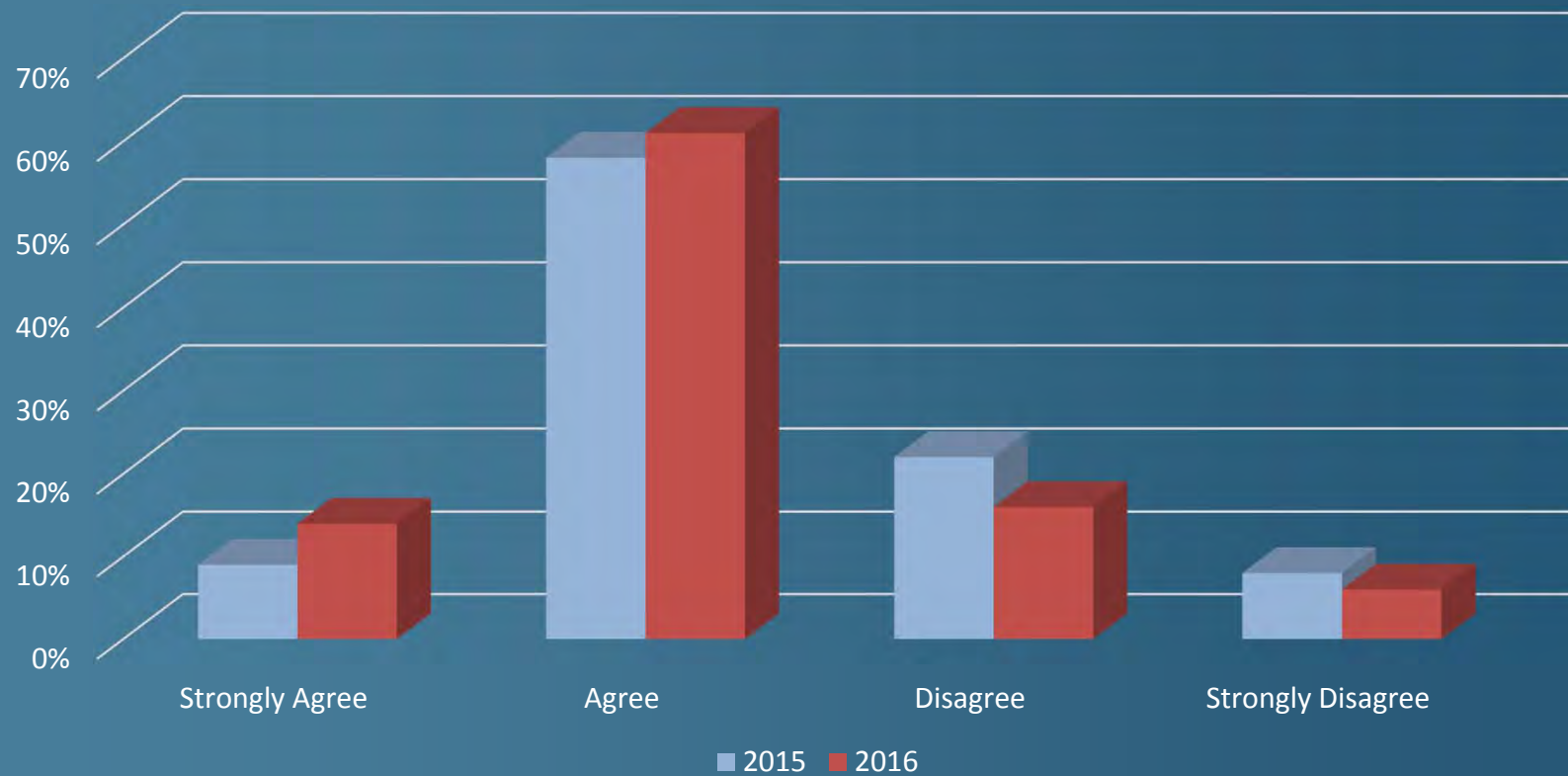
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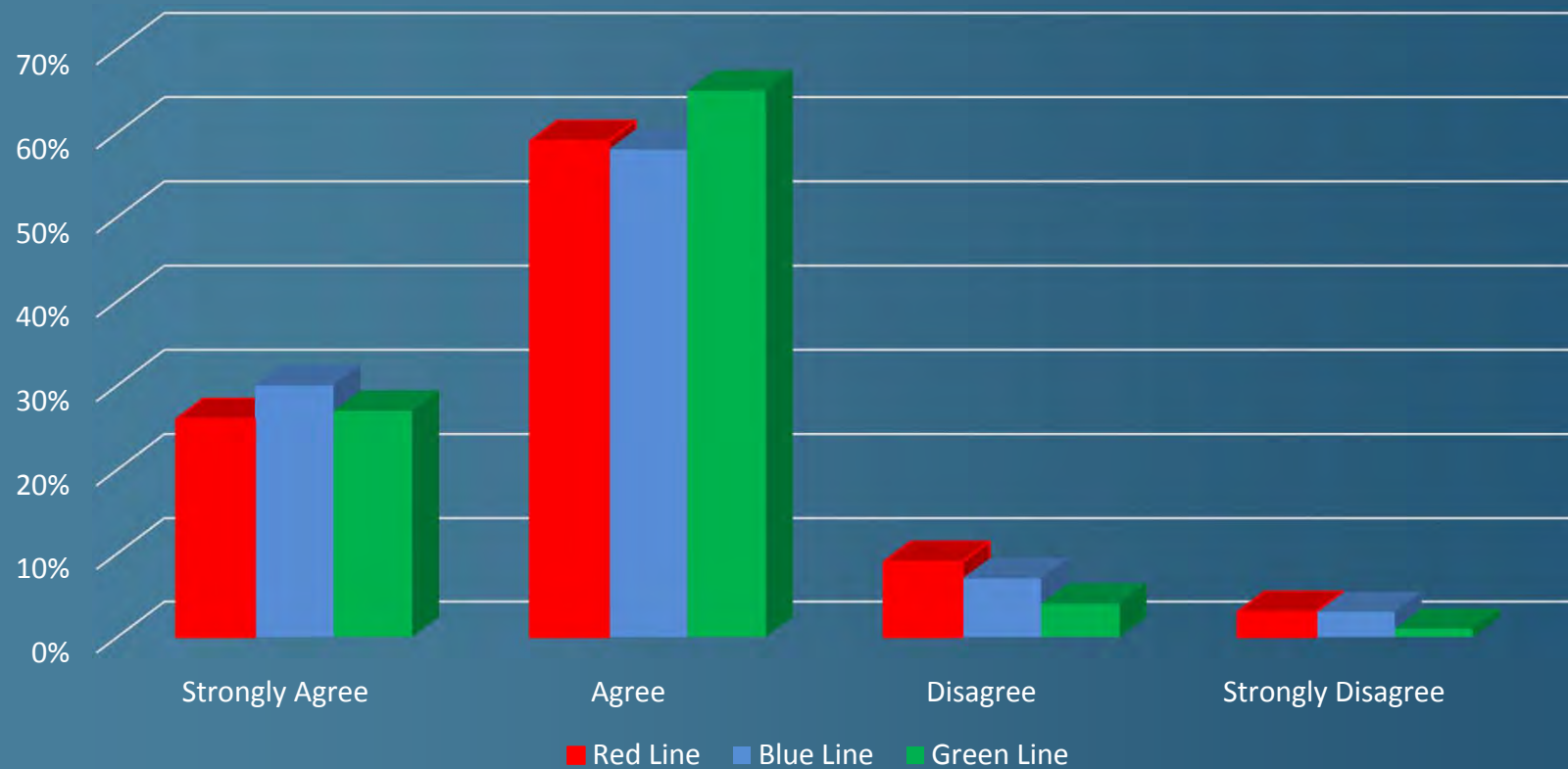
# Rapid station/stop's waiting areas are clean



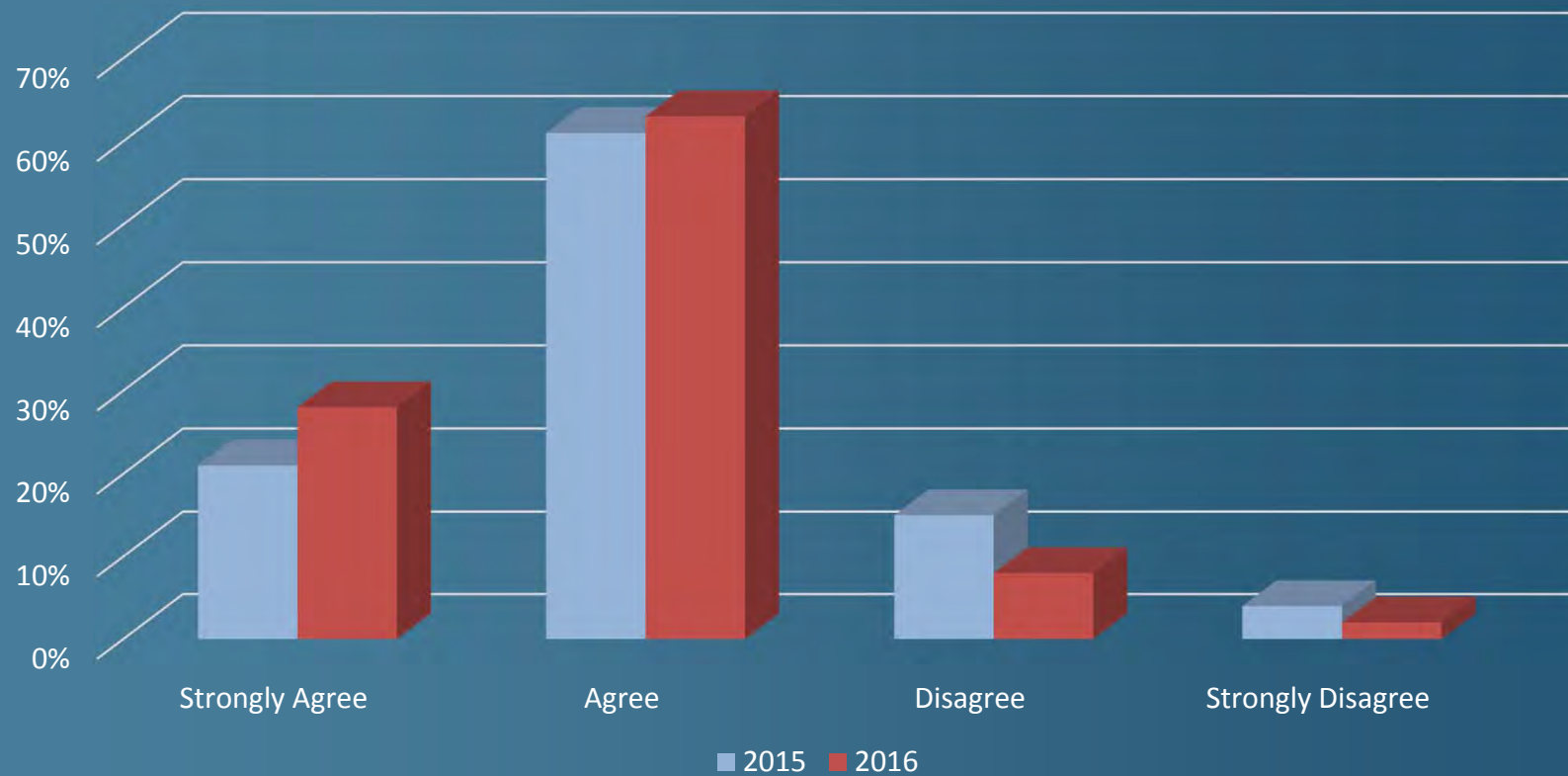
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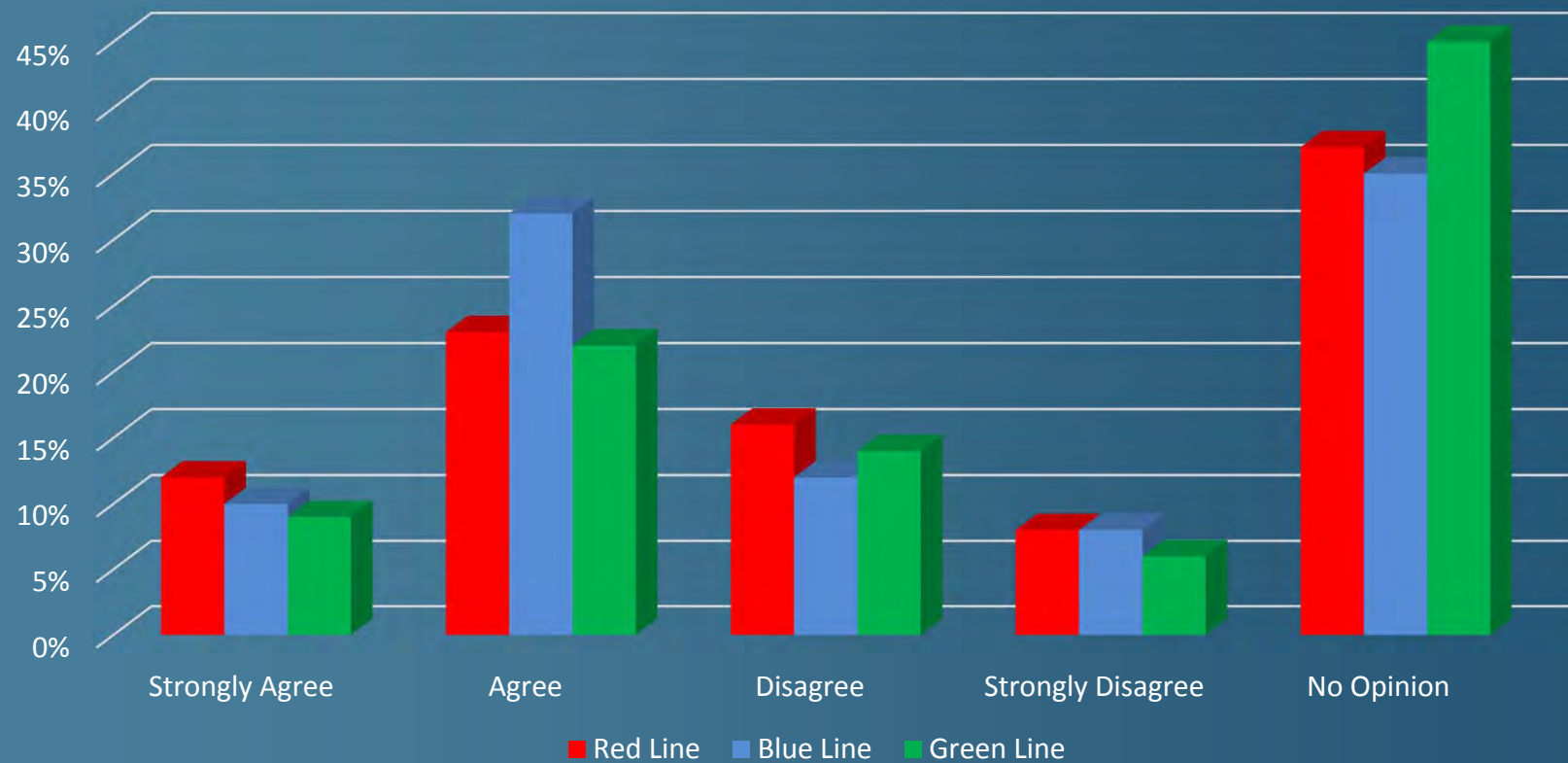
# Operators are helpful and professional



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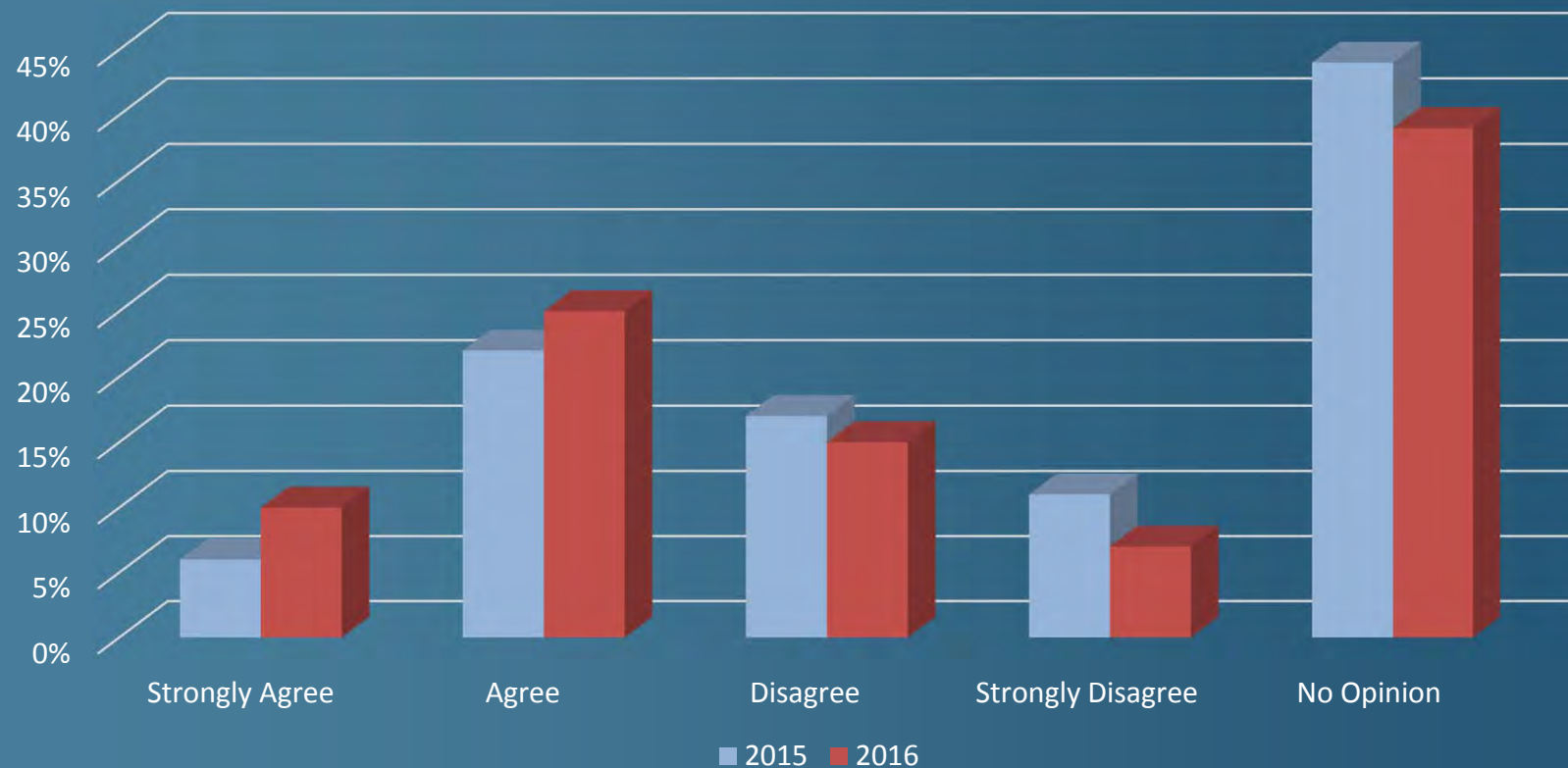


# RTA's responsive to complaints

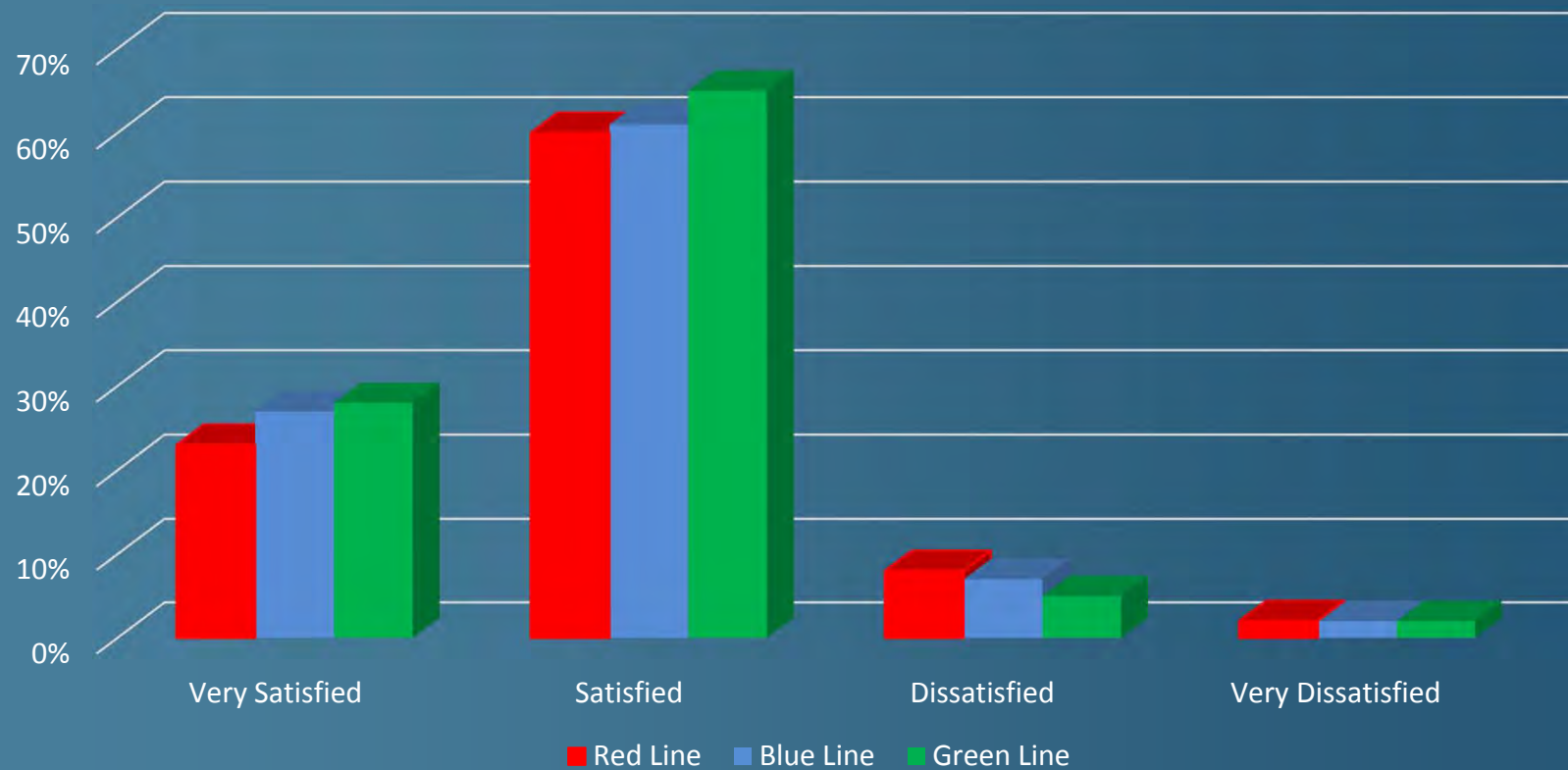




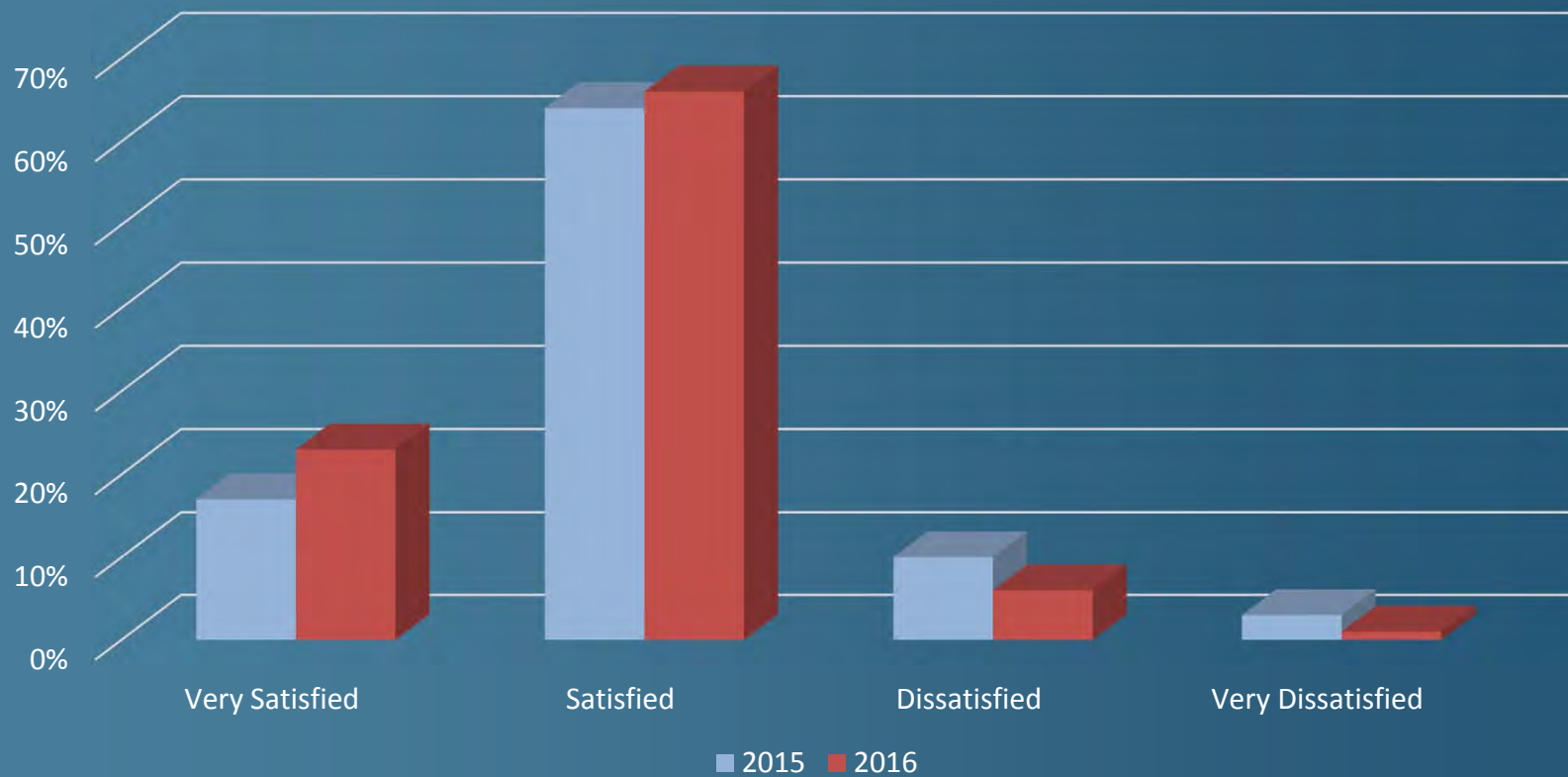
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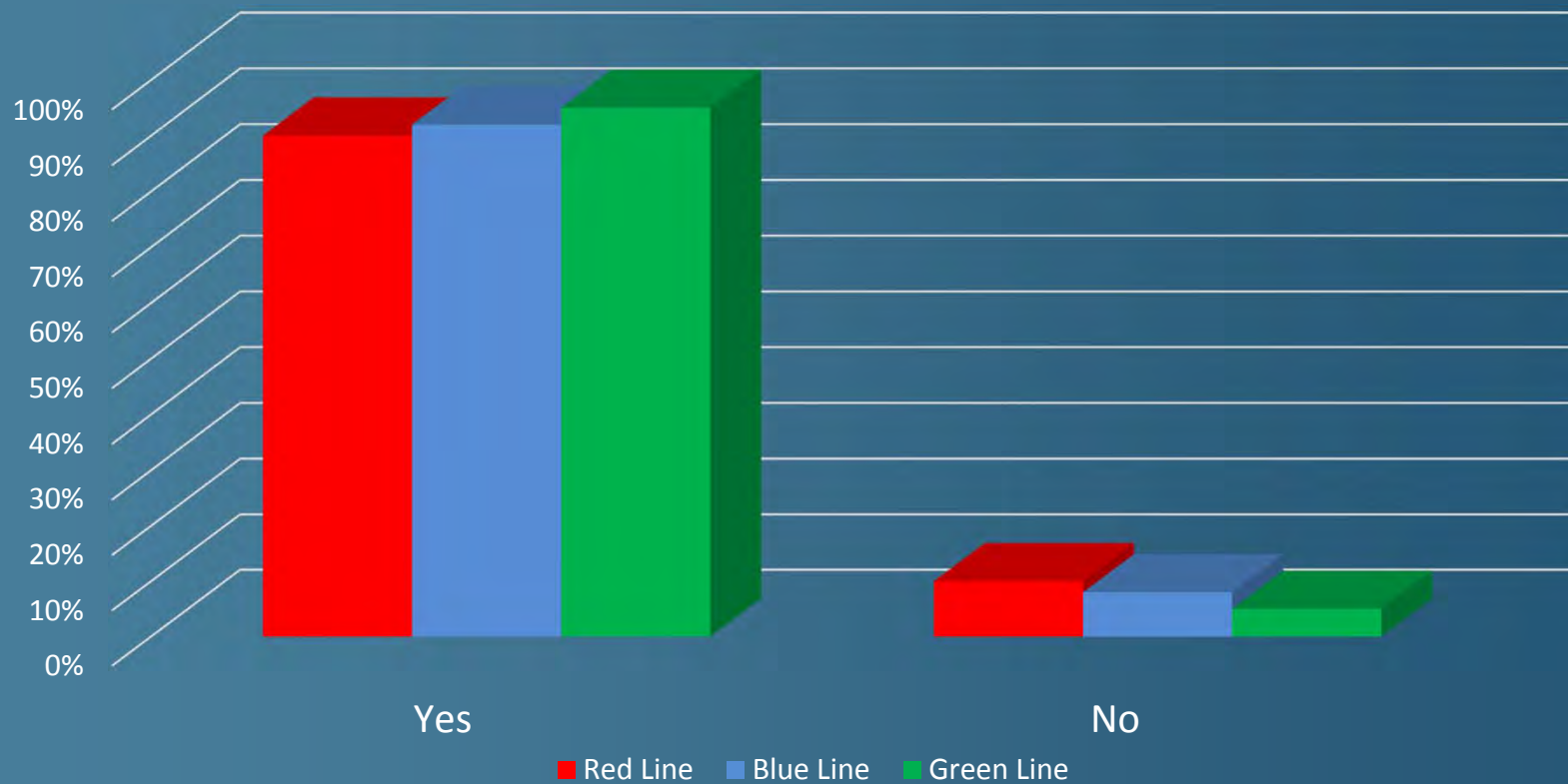
# Satisfied with service



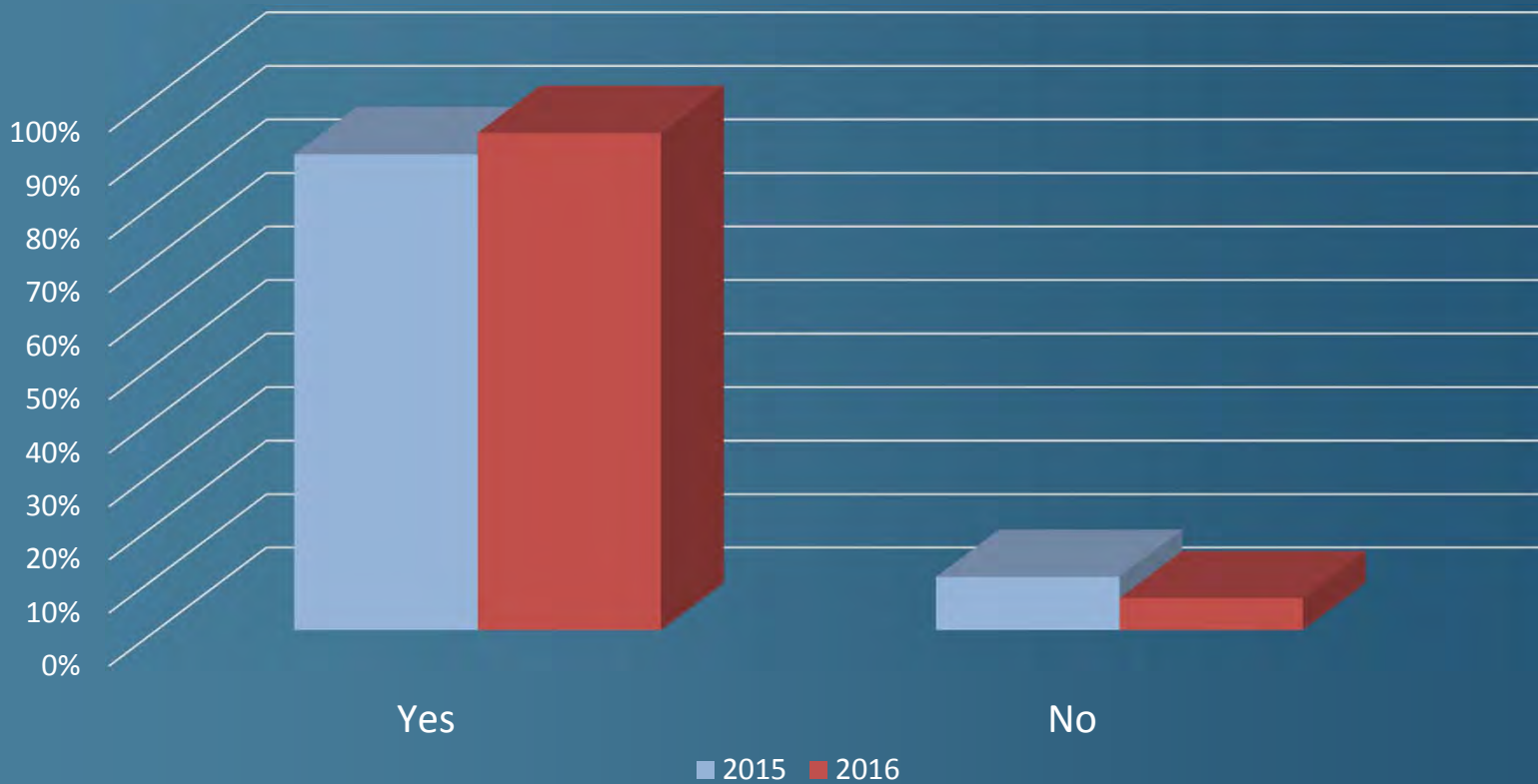
# Satisfied with service



# Would refer rapid to others



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# Rail Survey Results

So, how did we do?

Reliability – Overall “Better”, Significant improvement both on-time and travel time.

Safety – OK, some improvement from last year.

Clean – Doing better, still room for improvement

Communications – Improving, must do better

Courteous – Fair , but improving

# Rapid Transit Survey

## Next Step

Clean – Design, print and post signs with shared responsibility message to customers “don’t leave your trash behind”.

Communications – launch new real time app and riders alert service.

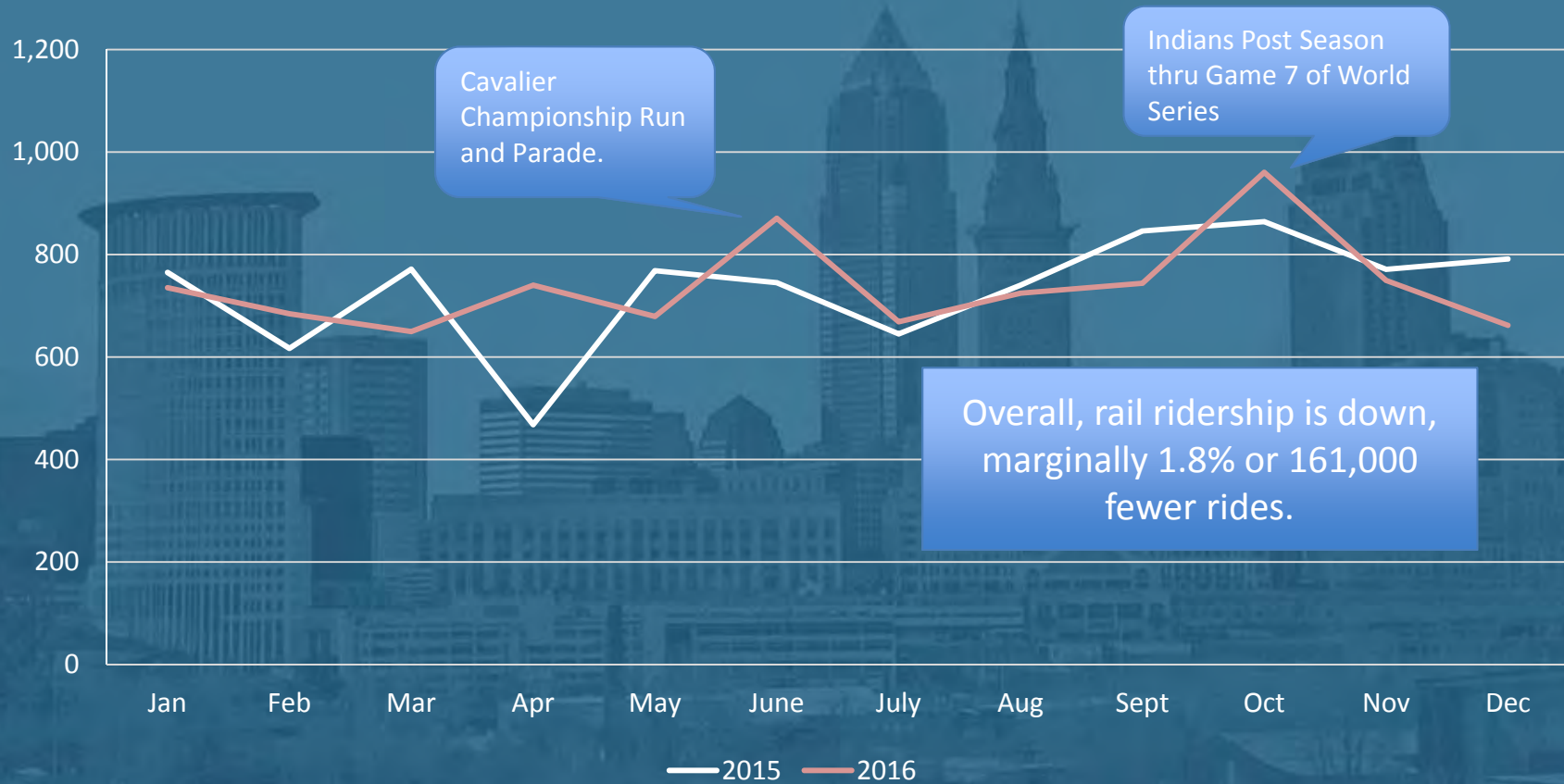
Courteous – Develop new distribution system for Ride Happy/Ride Free cards.

# 2017 Marketing Research Program

- Millennial/Baby Boomer Focus Groups
- College Student Transportation Survey
- Annual ABBG Bus Customer Satisfaction Survey
- Secret Shopper Program
- Biennial Customer Satisfaction Surveys
  - Paratransit
  - HealthLine

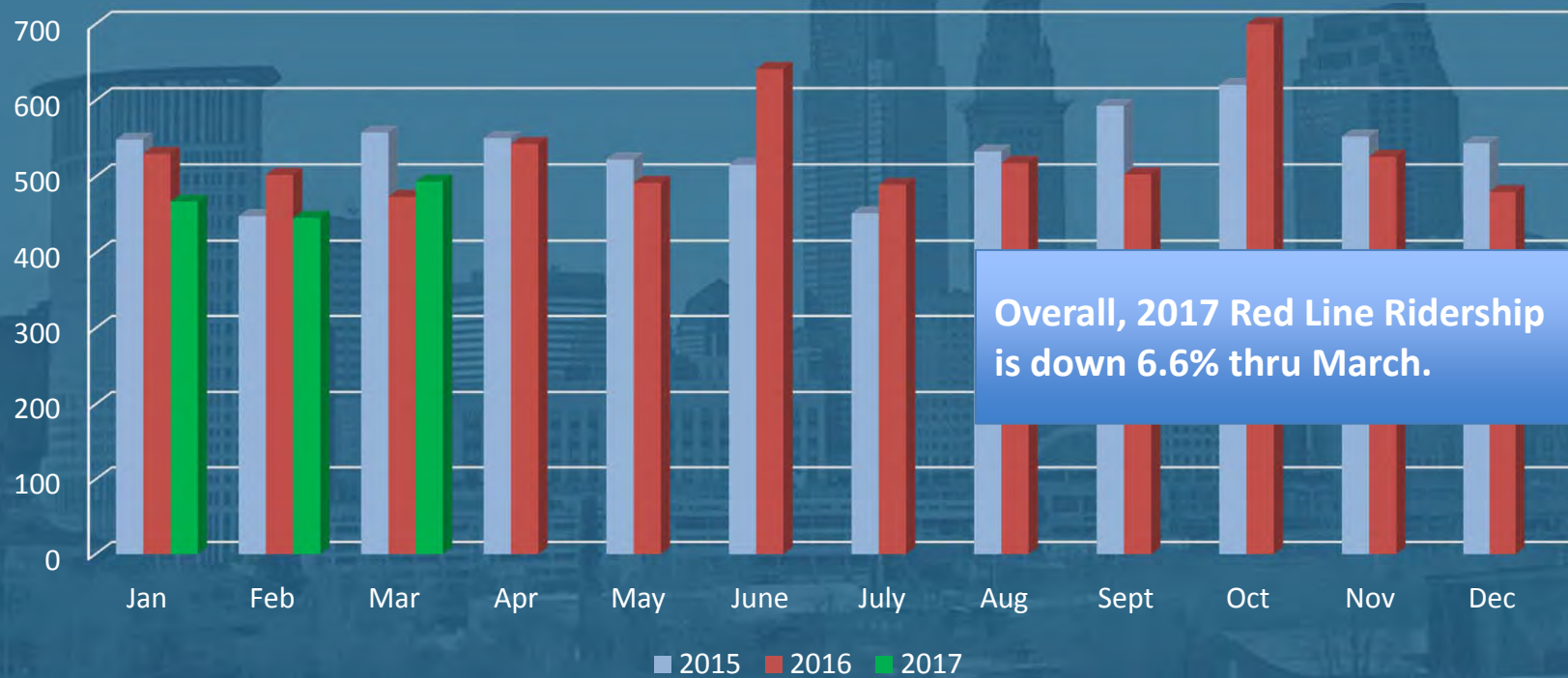


# Total Rail Ridership 2015 vs. 2016



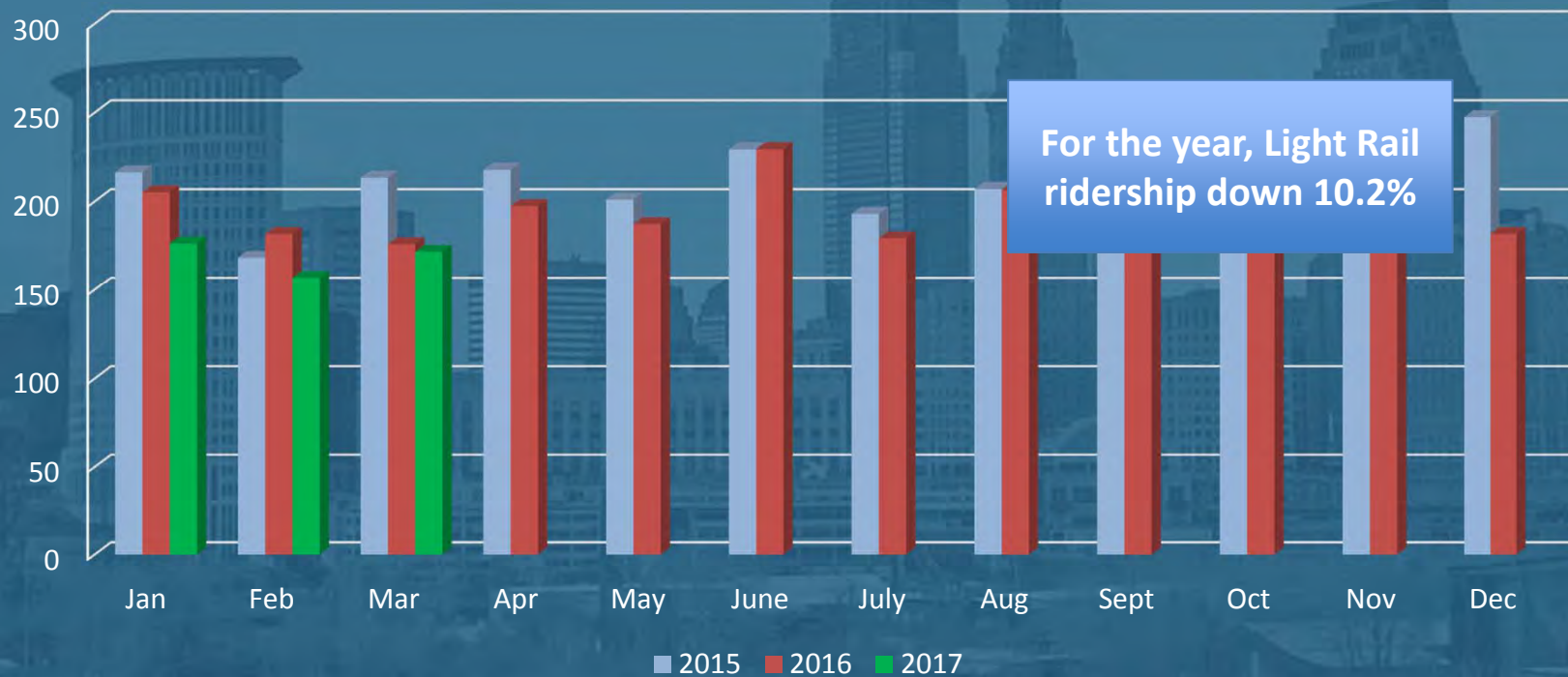
# Ridership – First Quarter Results

## Red Line

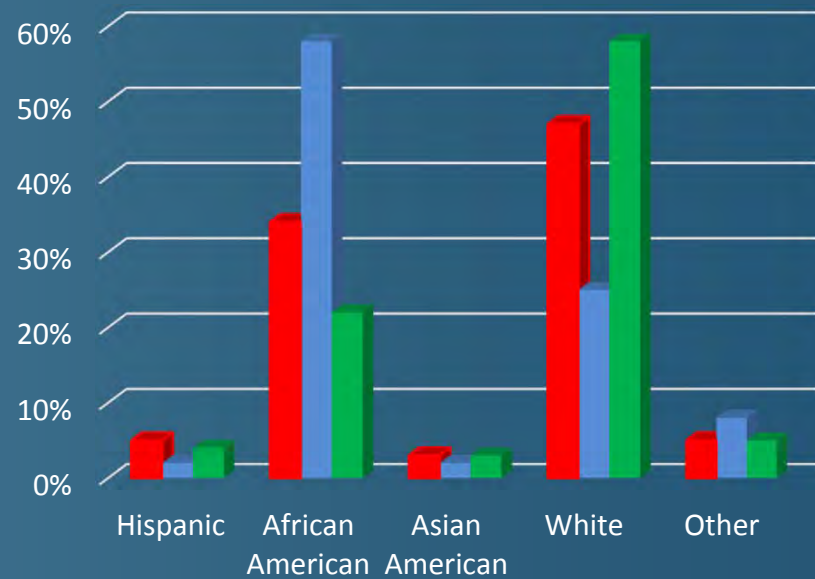
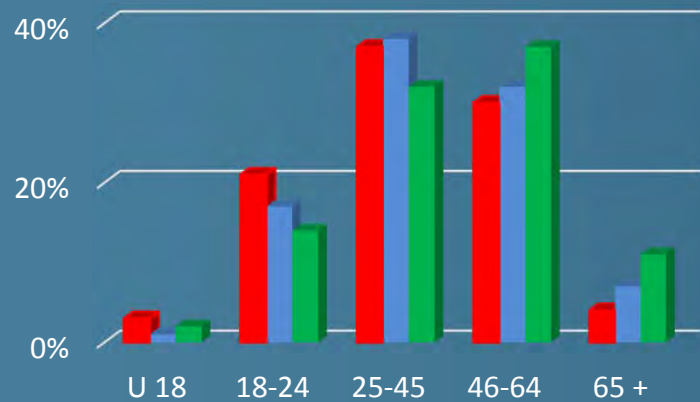
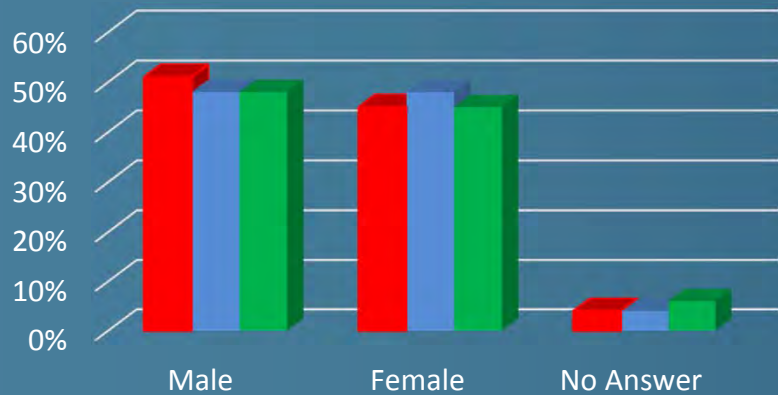


# Ridership – First Quarter Results

## Blue/Green Lines



# Rider Demographics



# Rider Demographics

