

2014 Metro Transit Customer Survey Highlights



Metropolitan Council Transportation Committee - April 13, 2015

Presented by:

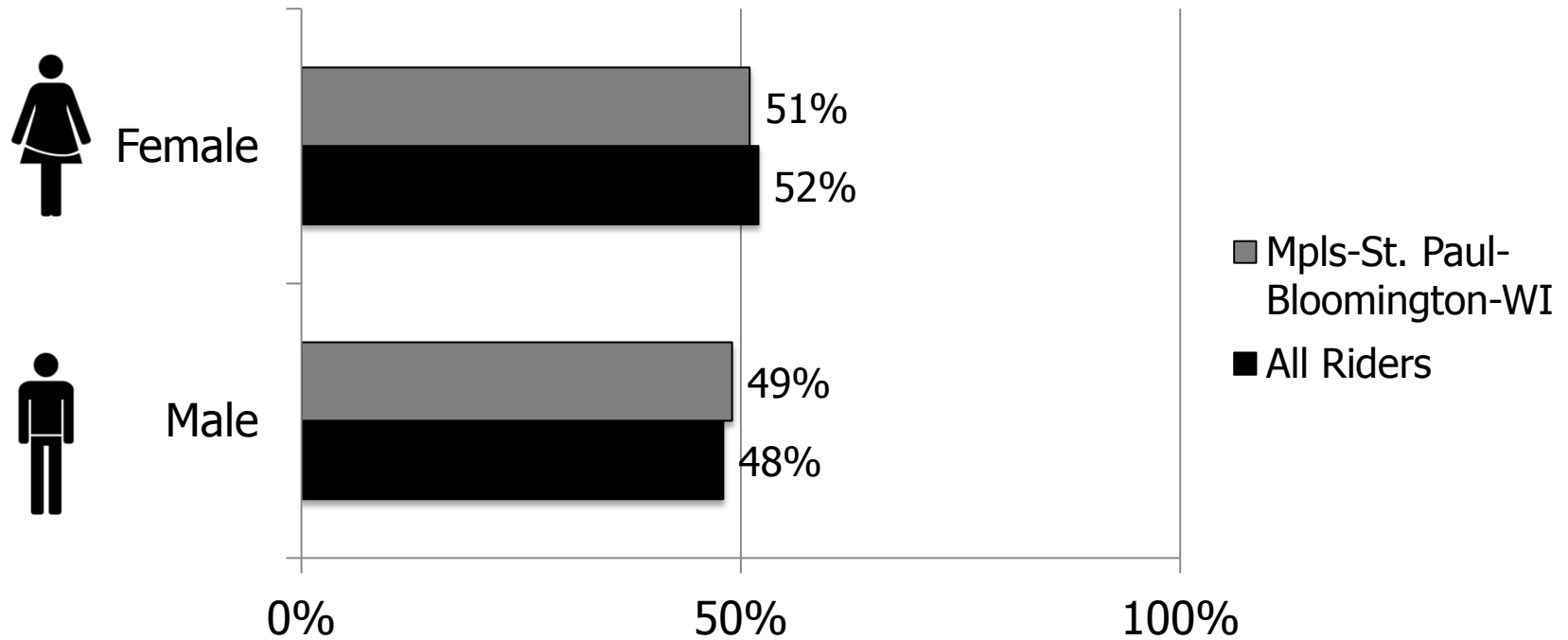
Bruce Howard, Director of Customer Services and Marketing

METHODOLOGY : Quantitative research to measure satisfaction, importance, opinions, and perceptions of service and communications.

Mode	Distributed	Returned	Response Rate
Bus	17,000	5,461	32%
Light rail	12,100	5,550	46%
Northstar	1,300	493	38%

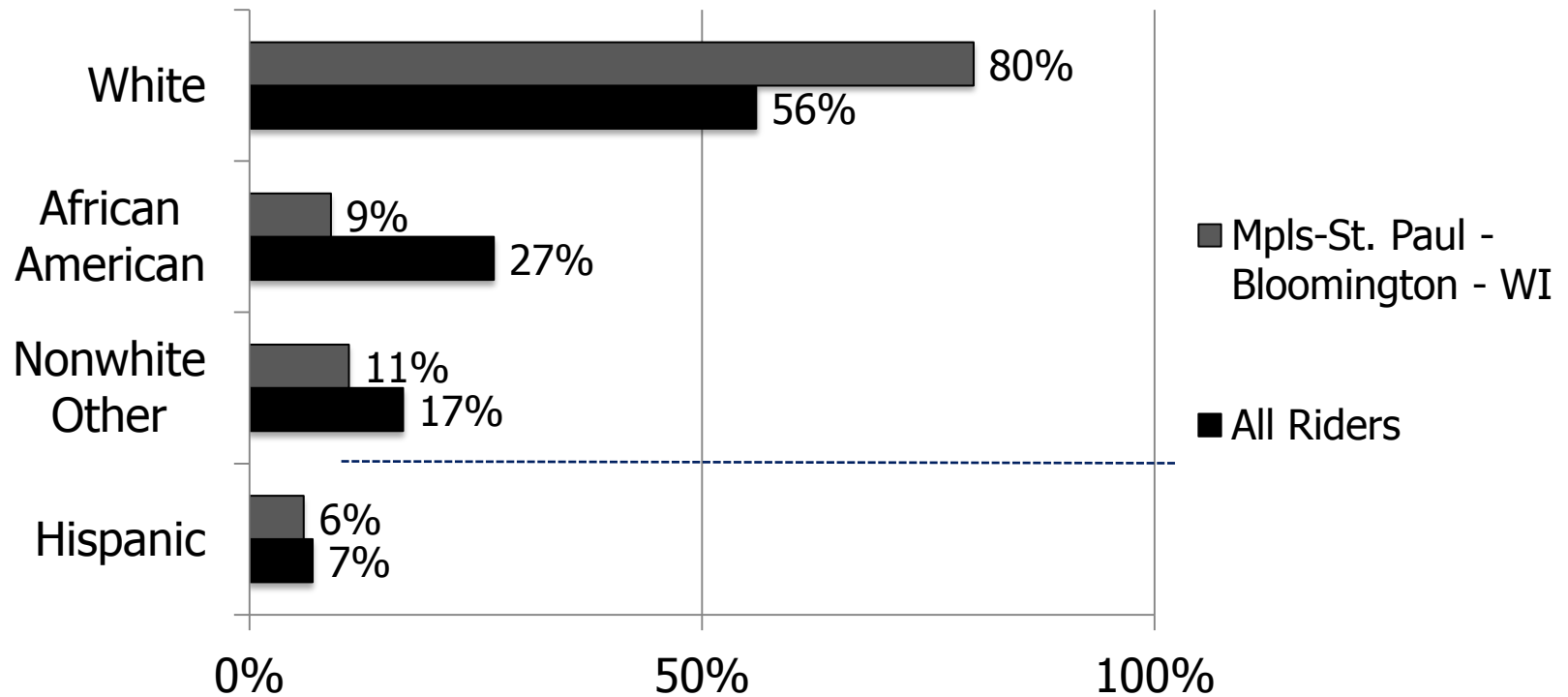
Surveys were distributed on Wednesday November 5, Thursday November 6, Sunday November 9, and the final day for collection was November 30. These numbers provide for excellent statistical reliability.

DEMOGRAPHIC PROFILE :: Gender



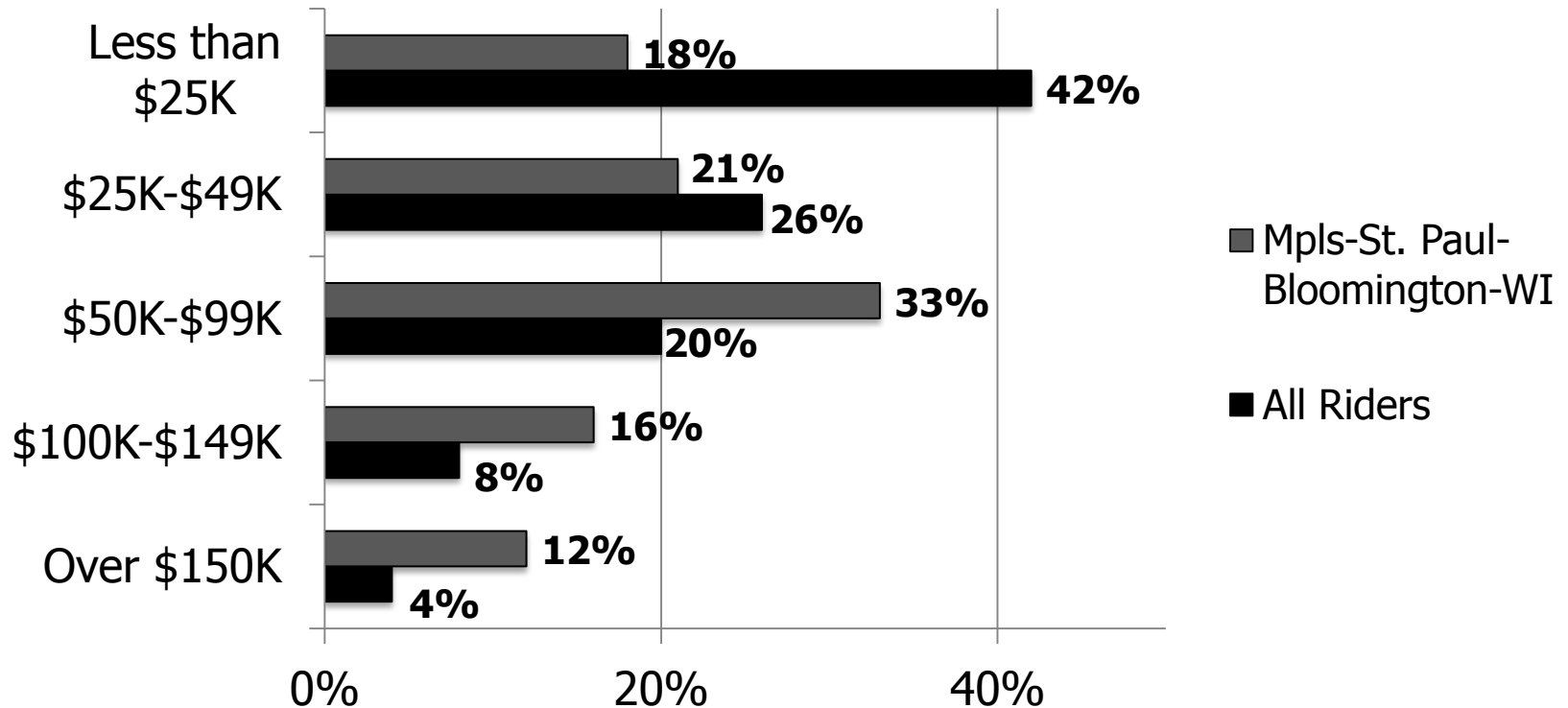
Q. Are you:
 US and Twin Cities Source: U.S. Census Bureau, 2013 American Community Survey

DEMOGRAPHIC PROFILE :: Race



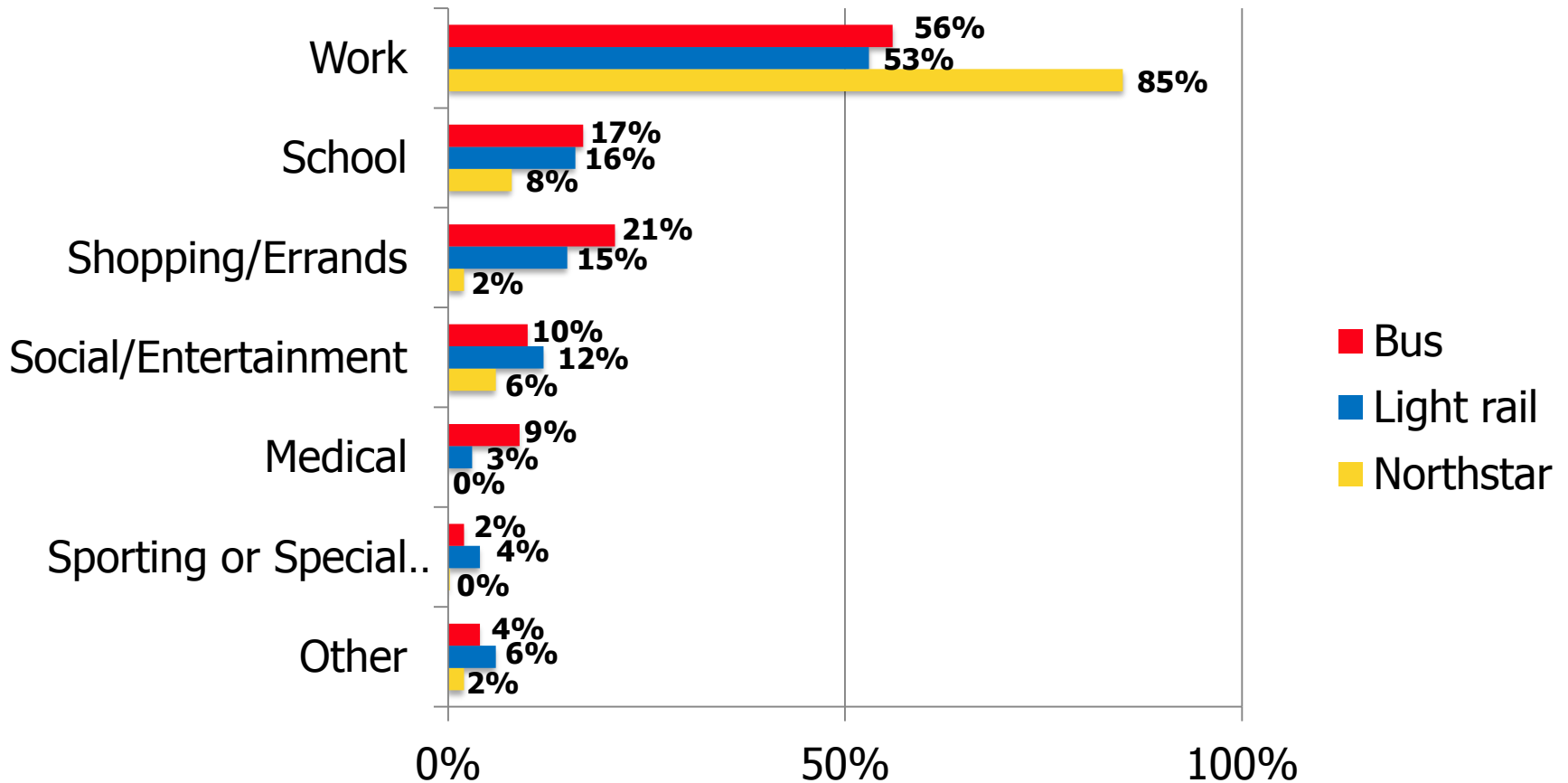
Q. Are you Hispanic/Latino? What best describes your race?
 Source: U.S. Census Bureau, 2013 American Community Survey (Twin Cities Region - 7 County)

DEMOGRAPHIC PROFILE :: Income



Q. Approximately what was your total household income last year?
 U.S. Census Bureau, 2013 American Community Survey HHI

PRIMARY PURPOSE OF TRANSIT TRIP

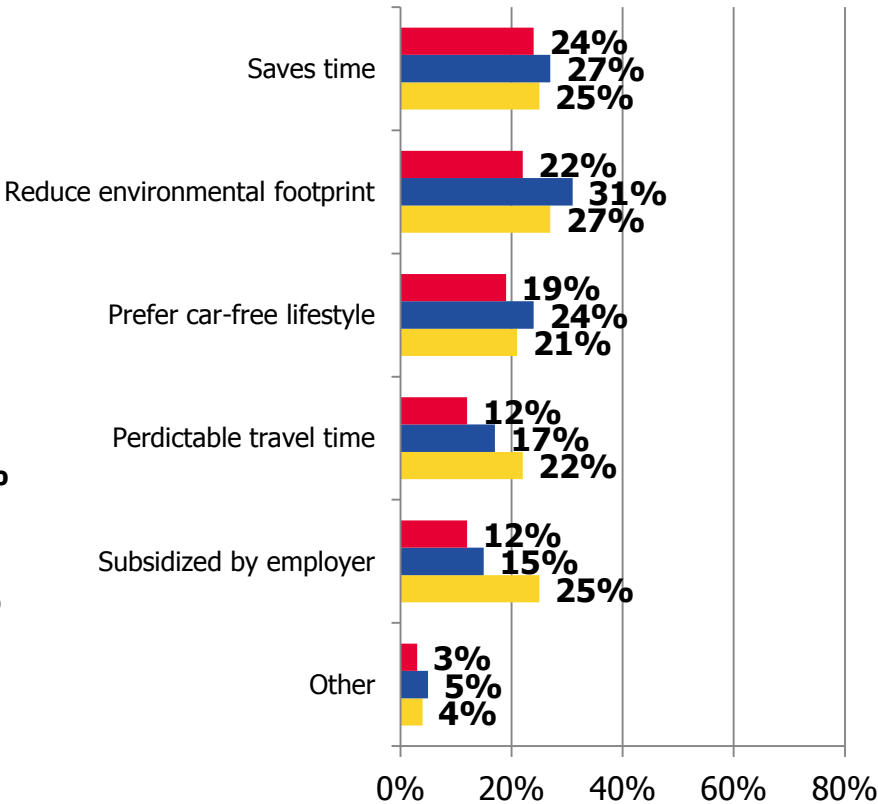
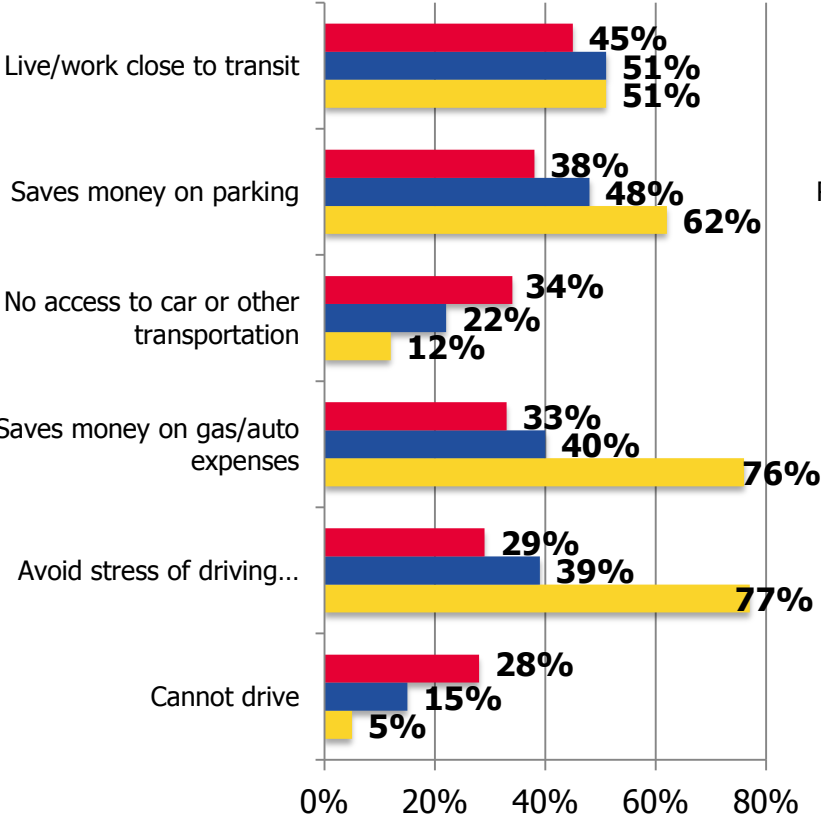


Q. What is the primary purpose of your trip today?

Bus N= 5,141 Light rail N = 2,681 Northstar N = 490

Note: Multiple responses allowed, may not total 100%. While multiple responses were not indicated as an option, there was no ability to control for multiple responses.

MAIN REASONS FOR USING TRANSIT

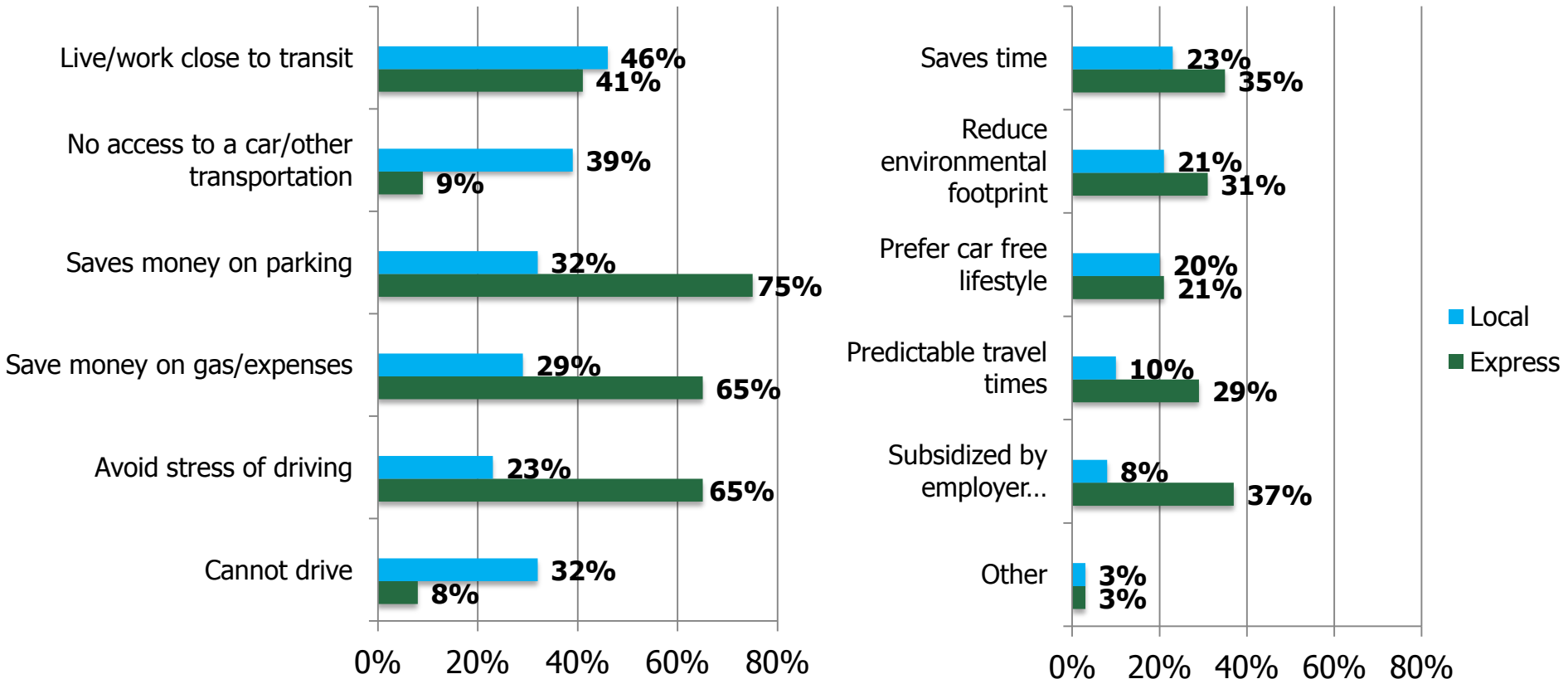


■ Bus ■ Light Rail ■ Northstar

Q. What are the main reasons you use transit?
 Bus N= 2,981 Light rail N = 5,280 Northstar N = 491
 Note: Multiple responses allowed, may not total 100%.

MAIN REASONS FOR USING TRANSIT

Express Bus Vs Local Bus

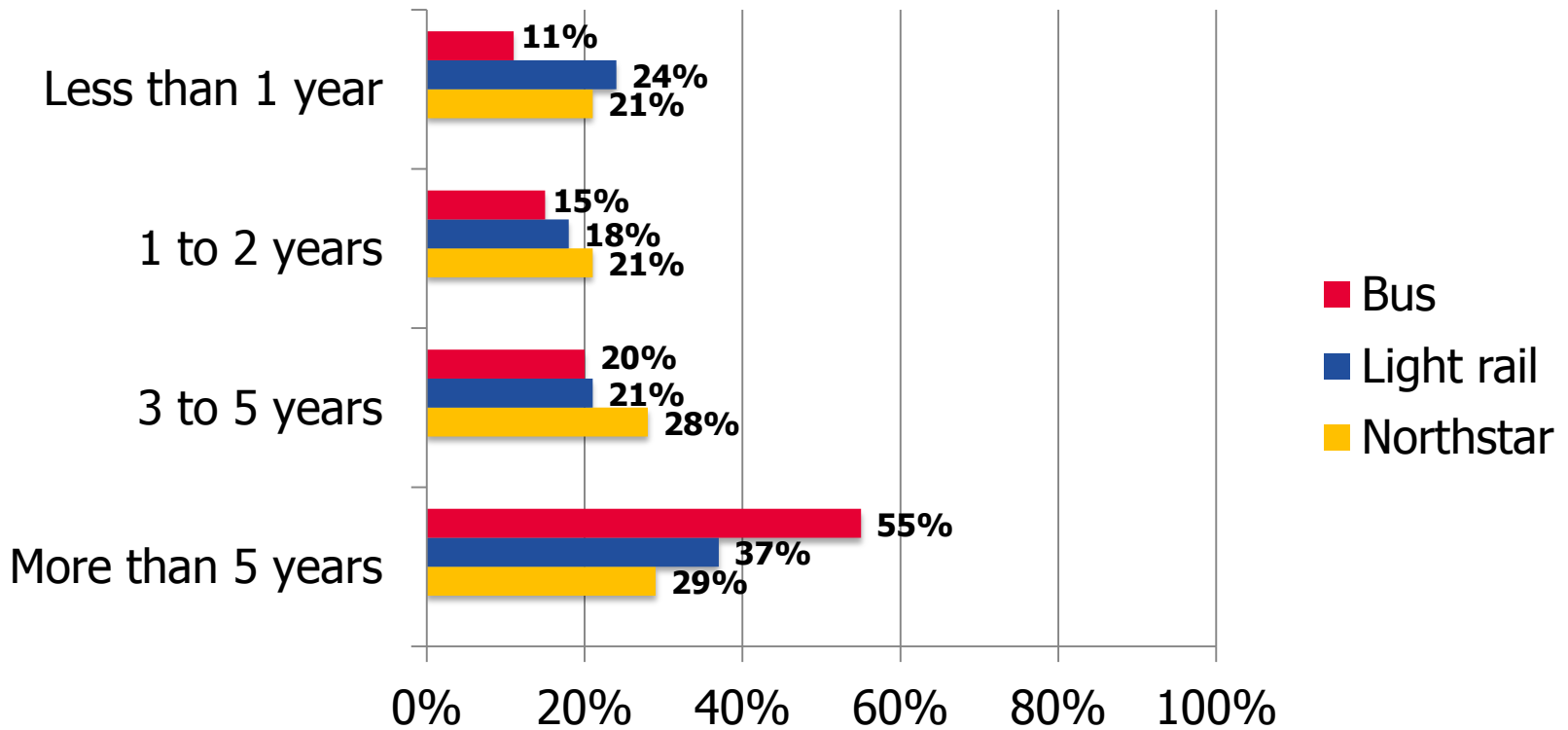


Q. What are the main reasons you use transit?

N = 4,942

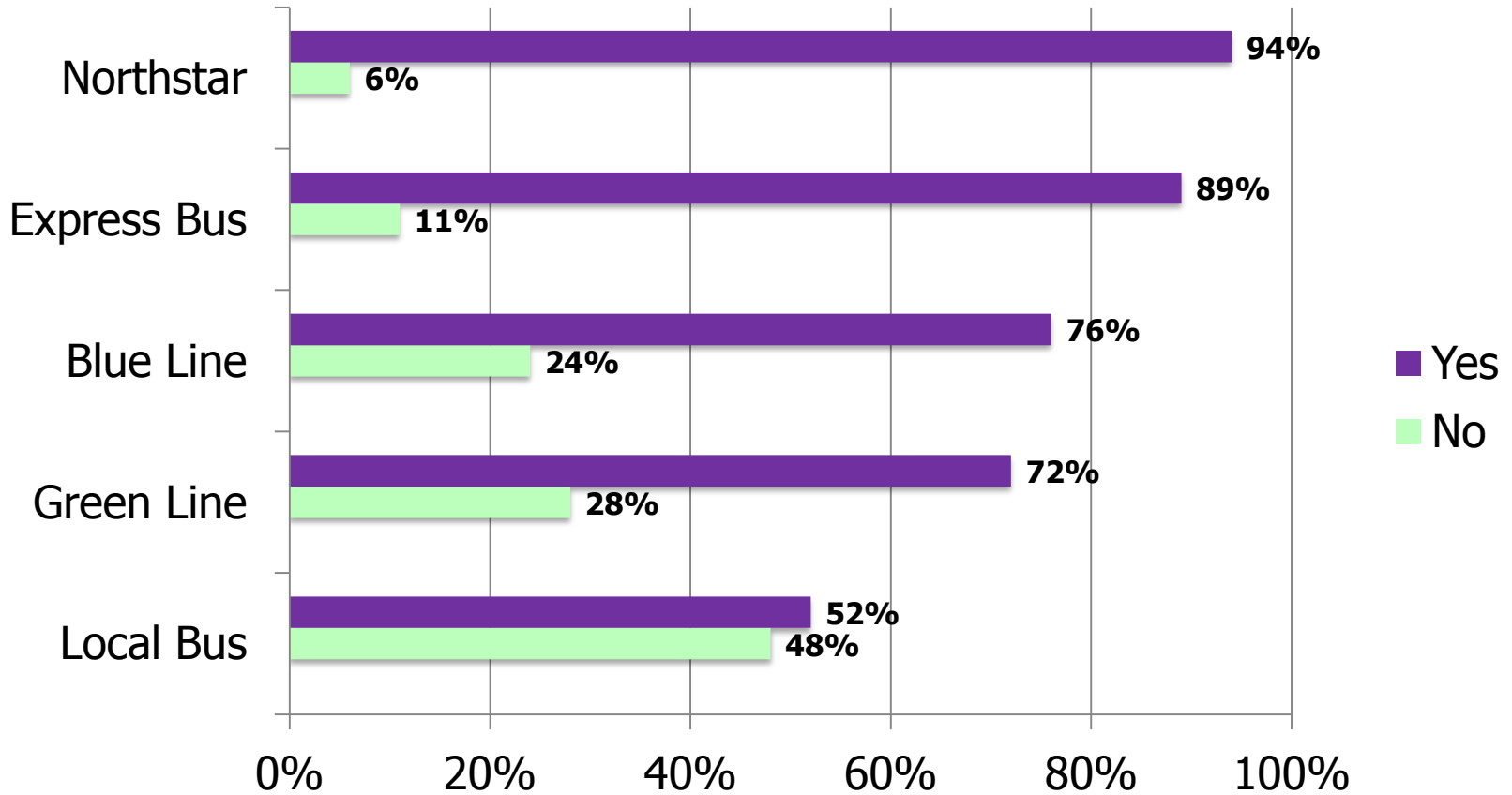
Note: Multiple responses allowed, may not total 100%.

LENGTH OF RIDERSHIP



Q. How long have you used Metro Transit services?
 Bus N = 4,315 Light rail N = 5,064 Northstar N = 482

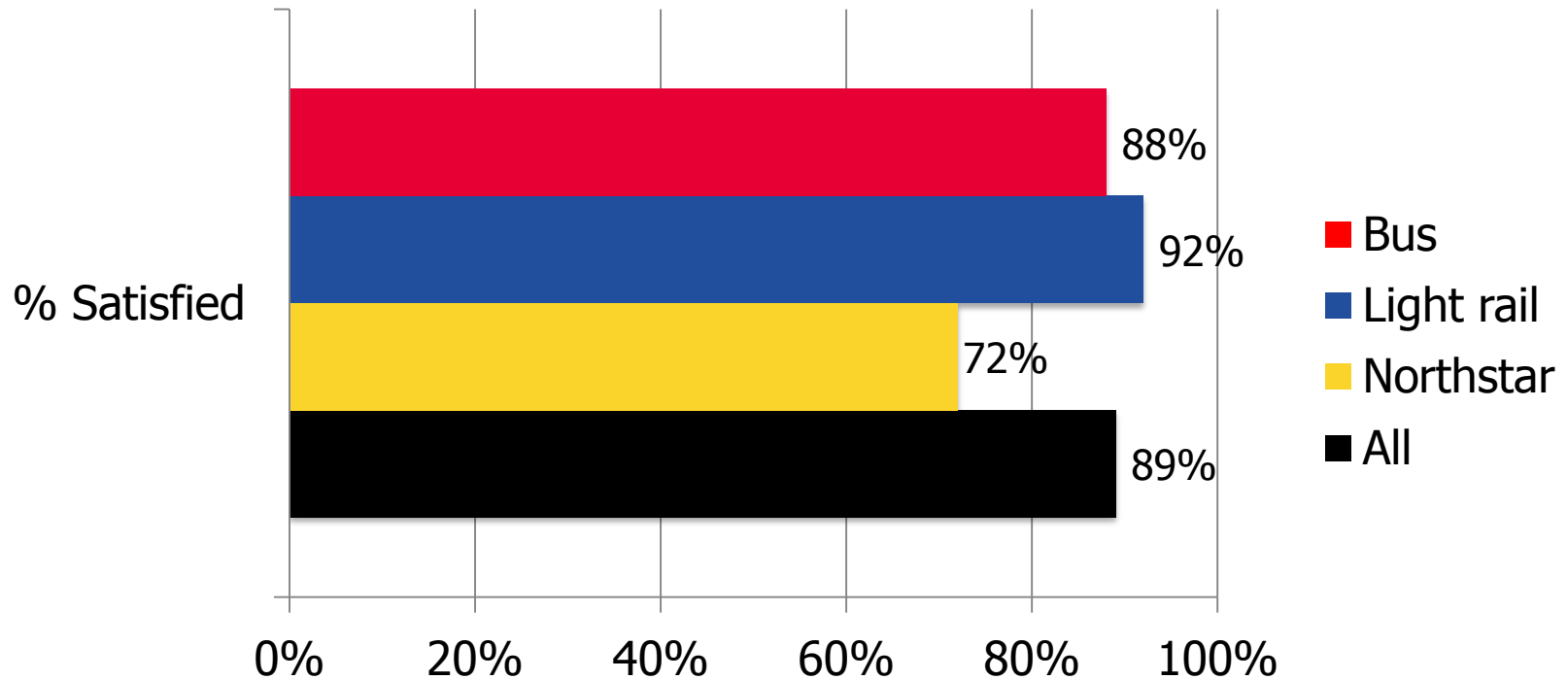
VALID DRIVERS LICENSE



Q. Do you have a valid drivers license?
 Bus N = 3,609 Light rail N = 5,064 Northstar N = 482

OVERALL METRO TRANSIT RATINGS

Nearly nine of ten riders are satisfied with their Metro Transit experience



Q. Overall how satisfied are you with your Metro Transit experience?
Bus N = 4,975 Light rail N = 5,230 Northstar N = 493

2014 Performance/Importance - Bus

Good/Excellent

4.75

- Paying my fare is easy (4.39)
- Fares are easy to understand (4.23)
- Easy to identify the right bus (4.17)
- Routes and schedules easy to understand (4.11)
- Availability of routes and schedule (4.02)
- Vehicles are environmentally friendly (4.02)

Good/Excellent Performance
Lower Importance

- Drivers operate vehicles in a safe and responsible manner (4.23)
- Accessibility (4.15)
- Transferring is easy (4.11)
- Value for fair paid (4.10)
- Routes go where I need to go (4.05)
- Courteous drivers (4.04)
- Personal safety while riding (4.04)
- Vehicles are comfortable (4.00)

Good/Excellent Performance
High Importance

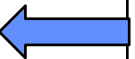
Good
4.00

- Vehicles are clean (3.84)
- Availability of seats (3.80)
- Information at bus stop (3.76)
- Drivers calling out street names (3.58)
- Shelter conditions/cleanliness (3.50)

Fair/Good Performance
Lower Importance

- Total travel time is reasonable (3.88)
- Hours of operation meet my needs (3.87)
- Personal safety while riding (3.87)
- Reliability – service is on schedule (3.74)

Fair/Good Performance
High Importance



Performance Rating on 5 point scale

Fair/Good
3.25

Low Correlation

100

High Correlation

Importance Indexed to Overall Experience

Next Steps

- Full report available on MET NET.
- Strategic Initiatives finishes modeling key areas for all modes.
- Potential initiatives are prioritized and selected.
- Project manager develops plan, budget and implementation timeline.



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Questions ?