Customer Experience & Satisfaction

Lessons from the 2018 Rider Survey

Customer Services & Marketing
Strategic Initiatives

Eric Lind
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Understanding & Improving the Metro Transit Experience

- **Customer Relations Department** – ongoing

- **Metro Transit Customer Survey** – every 2 years

- **Met Council Travel Behavior Inventory (TBI)** – every 2 years

- **Met Council TBI transit on board** – every 5 years

- **Metro Transit Brand Survey** – annual

- **Metro Transit Riders Club** – ongoing

- *Live Feedback – considering for future*
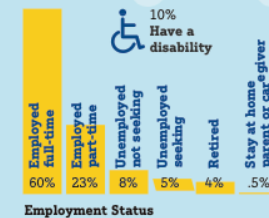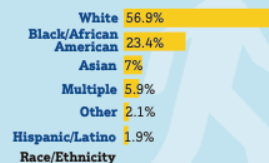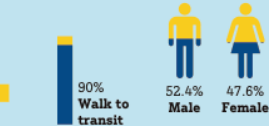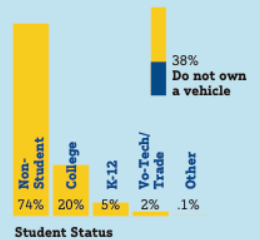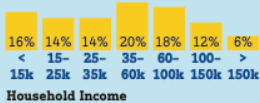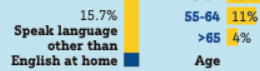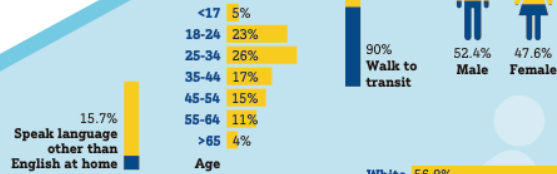
Why survey our customers?

- **Who**: demographic characteristics

- **How:** travel behavior

- **Satisfaction:** customer perceptions

Travel Behavior Inventory:
transit on board survey

Metro Transit Riders

Who rides?

Age

<17	5%
18-24	23%
25-34	26%
35-44	17%
45-54	15%
55-64	11%
>65	4%

90% Walk to transit

15.7% Speak language other than English at home

52.4% Male **47.6% Female**

Race/Ethnicity

White	56.9%
Black/African American	23.4%
Asian	7%
Multiple	5.9%
Other	2.1%
Hispanic/Latino	1.9%

Household Income

< 15k	15–25k	25–35k	35–60k	60–100k	100–150k	> 150k
16%	14%	14%	20%	18%	12%	6%

38% Do not own a vehicle

10% Have a disability

Student Status

Non-Student	College	K-12	Vo-Tech/Trade	Other
74%	20%	5%	2%	.1%

Employment Status

Employed full-time	Employed part-time	Unemployed not seeking	Unemployed seeking	Retired	Stay at home parent or caregiver
60%	23%	8%	5%	4%	.5%

How do they ride?

- Local Bus Routes **58%**

  Top three
  - Rt. 21 5%
  - Rt. 18 4%
  - Rt. 5 6%

- A Line **2%**
- Express Bus Routes **10%**
- Blue Line **13%**
- Green Line **16%**
- Northstar **1%**

Where do they go?

Other	1%
Shopping/Appointments/Errands	11.8%
Airport	2%
Social/Recreational	19.4%
School	12.8%
Work	53.2%

2016 Travel Behavior Inventory Transit On-Board Survey
2018 system ridership data

Metro Transit

Why survey our customers?

- **Who**: demographic characteristics
- **How:** travel behavior
- **Satisfaction:** customer perceptions

Customer survey

What do we ask our customers?

- Overall satisfaction & likelihood to recommend

- Rating of different aspects of service
  - <u>Fares</u>: value, technology
  - <u>Trip planning</u>: schedules, signage, real time information
  - <u>Waiting:</u> comfort, accessibility, on time performance
  - <u>On board</u>: vehicles, operators, safety, comfort, travel time

- Use of the system (modes, times, information sources, etc)

- Demographics

Implementation

- Collaboration
  - Customer Services & Marketing
  - Strategic Initiatives
  - Bus and Rail Operations
  - Clarity Coverdale Fury marketing firm

- Distribution November 2018
  - Two weekdays, one Saturday
  - Paper on all modes, online
    - Proportional to ridership
    - LRT intercepts

N = 9,045 complete valid responses

Examining response bias: age, gender
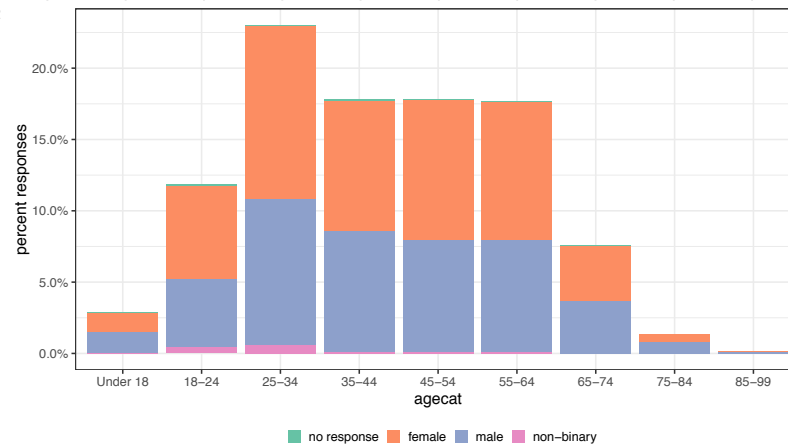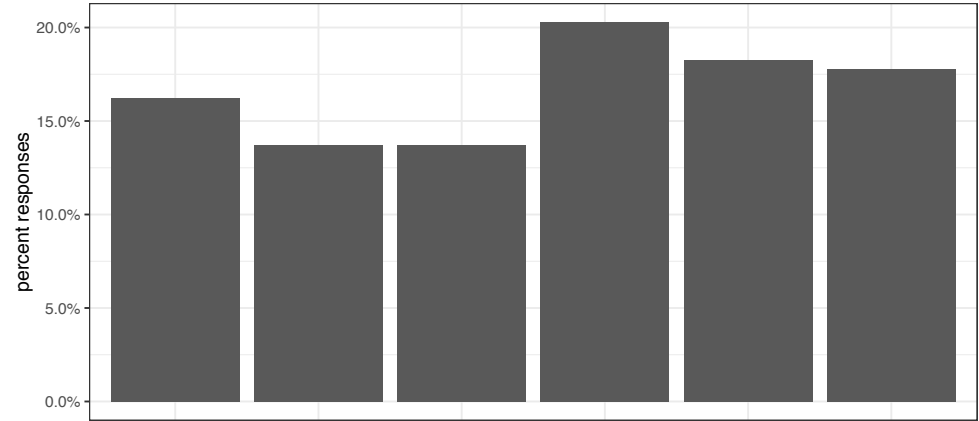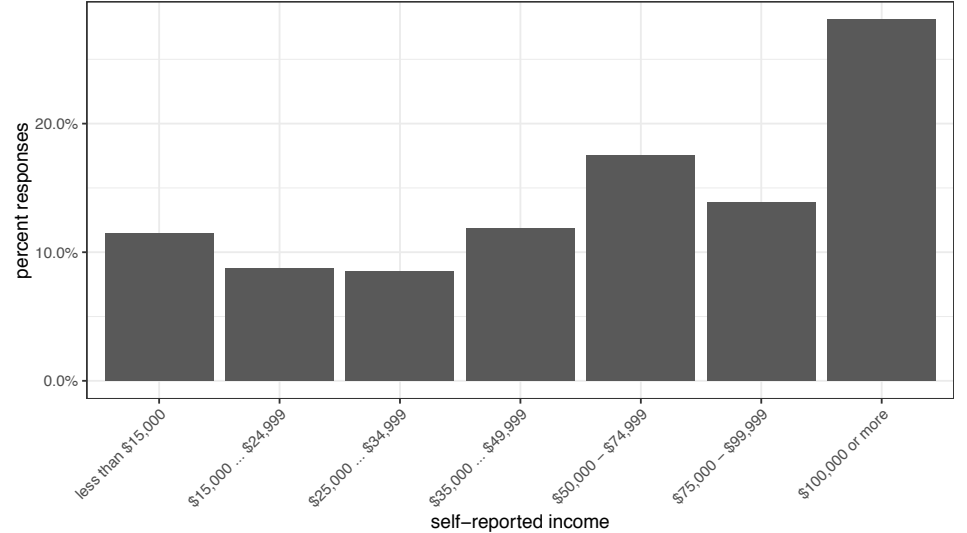
2016 TBI
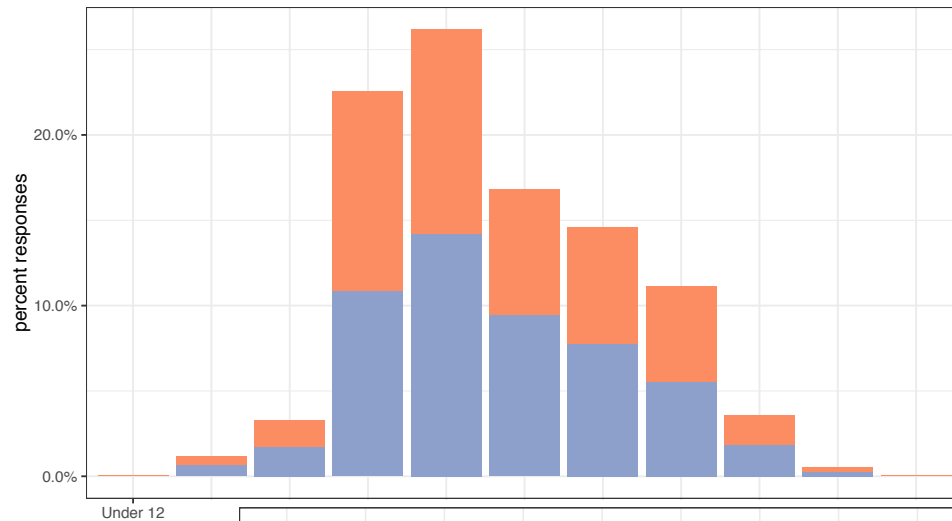
2018 Customer survey

Examining response bias: income
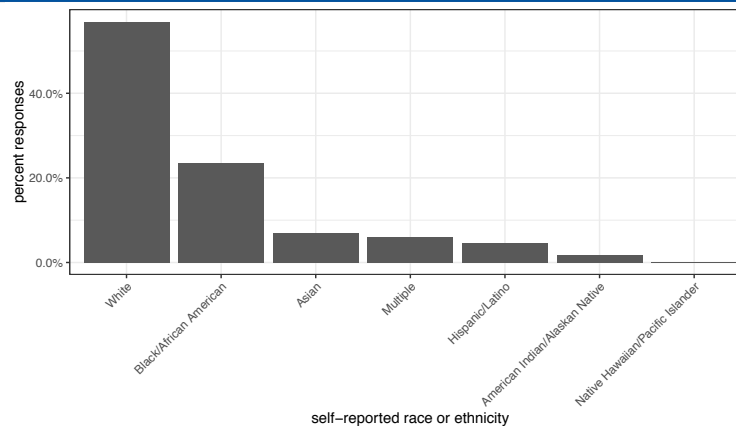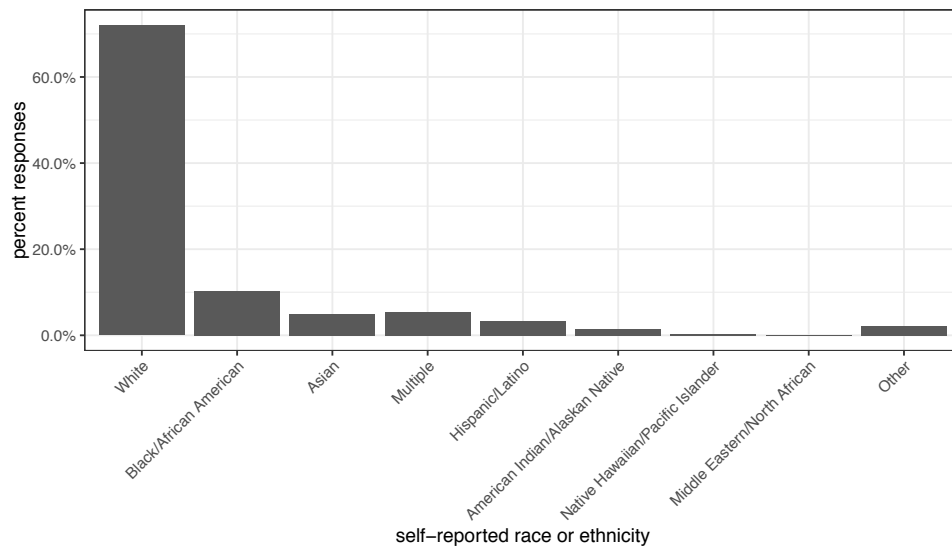
2016 TBI

2018 Customer survey

Examining response bias: race

2016 TBI

2018 Customer survey
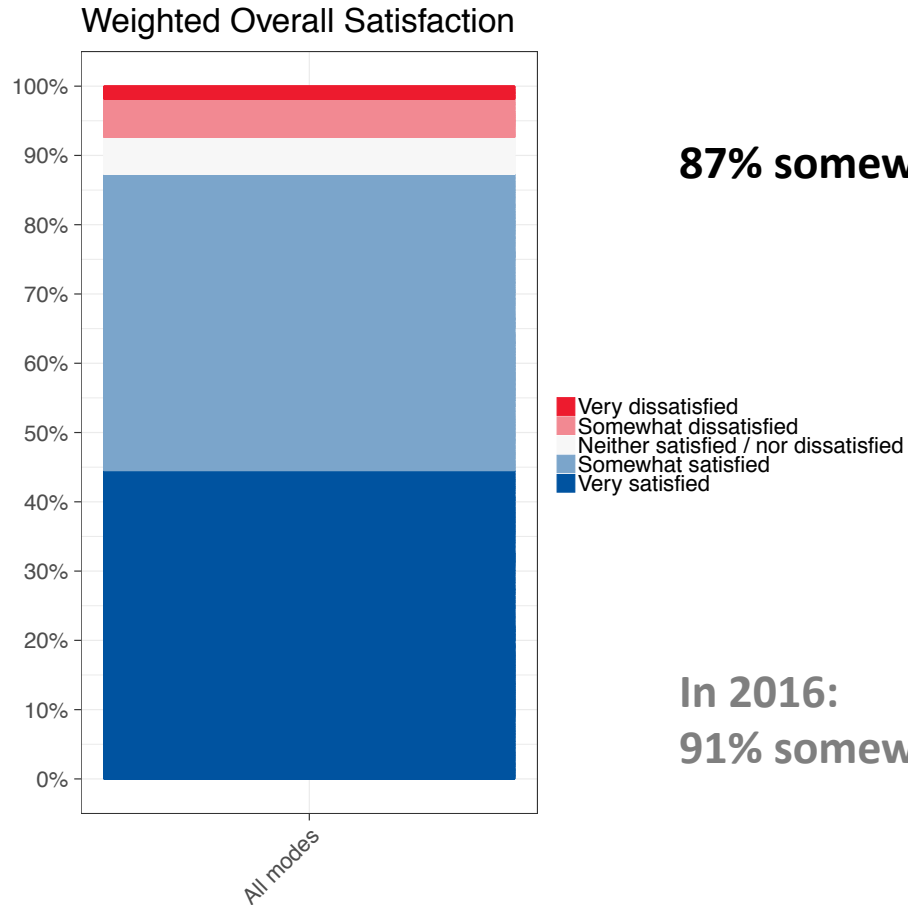
Results

1. Overall results
2. Aspects of service predicting satisfaction
3. Other notable findings

1. Overall satisfaction

Weighted Overall Satisfaction

87% somewhat or very satisfied

Legend:
- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied / nor dissatisfied
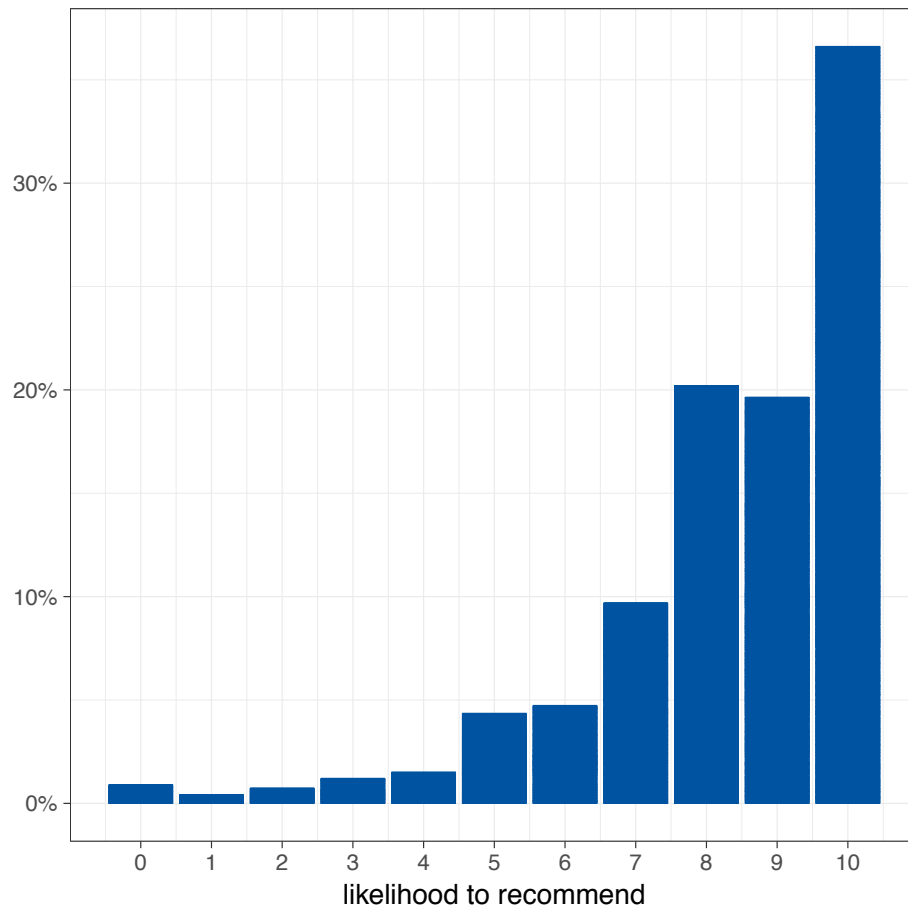- Somewhat satisfied
- Very satisfied

All modes

In 2016:
91% somewhat or very satisfied

1. Overall likelihood to recommend

41% net promoter score
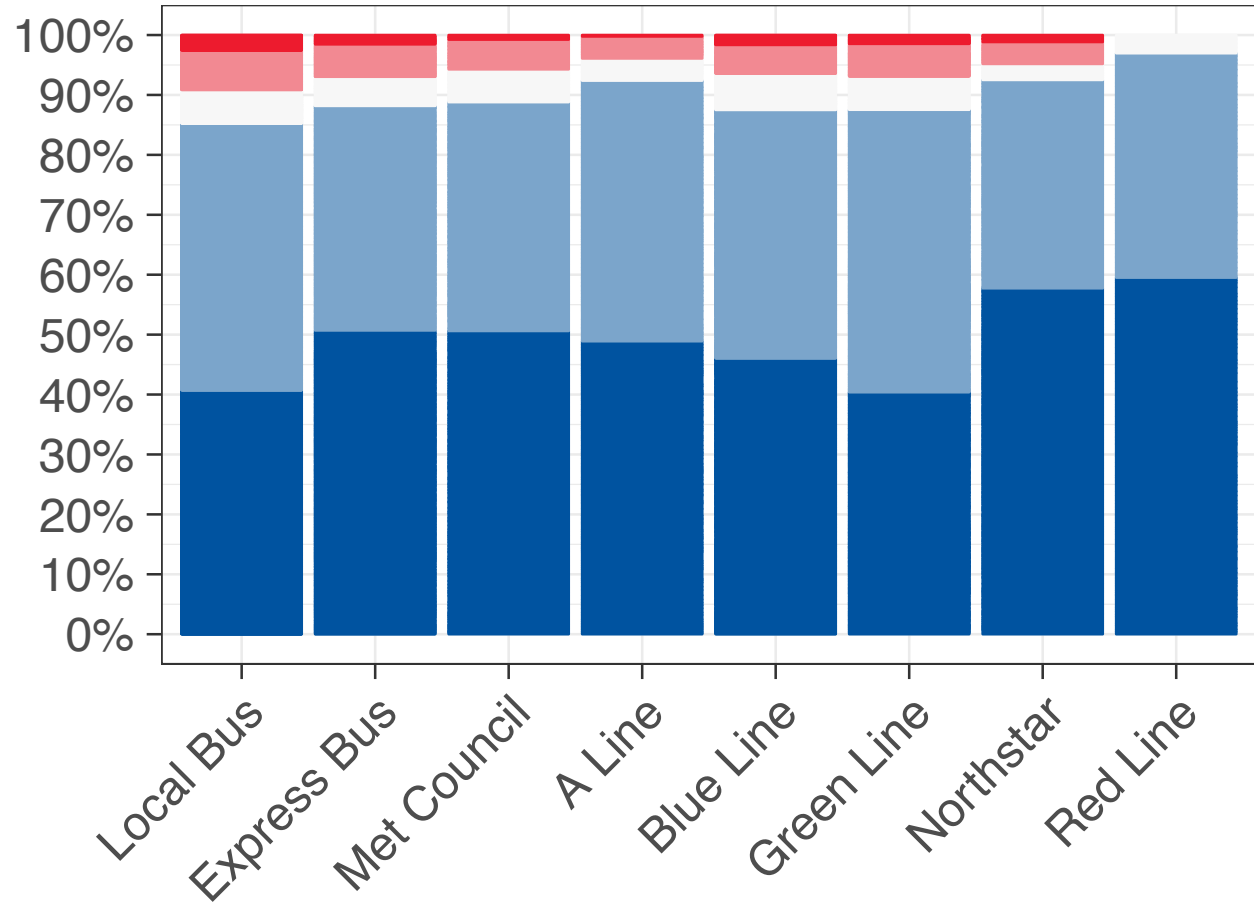surplus of promoters (9-10)
minus detractors (0-6)

Weighted Overall Likelihood to Recommend

57% high likelihood to recommend (9-10)

In 2016: 63% high likelihood to recommend (9-10)
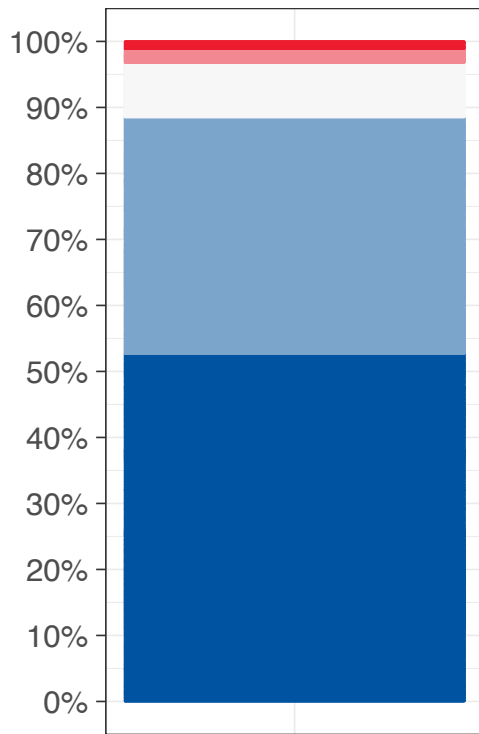
1. Overall satisfaction by mode

2. Evaluating aspects of our service

- What are we doing well, or not doing well?
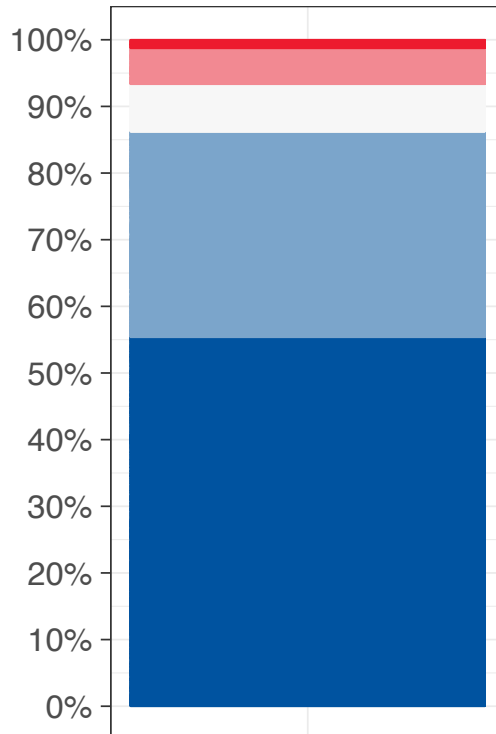- Which of these aspects help *explain* or *predict* satisfaction?
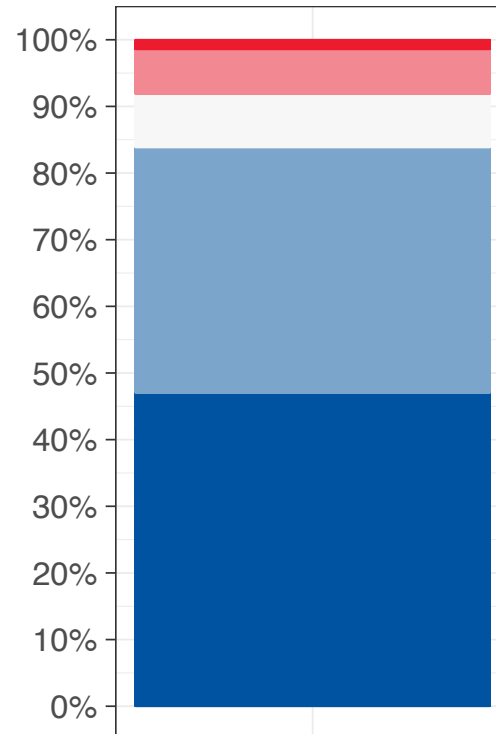
2. **Strengths** of our service

Vehicles are easily accessible

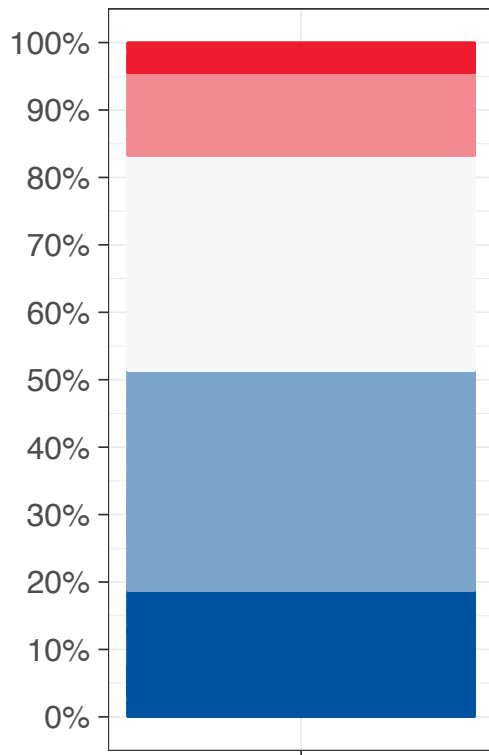I can find the schedule for
the bus or train I want to ride

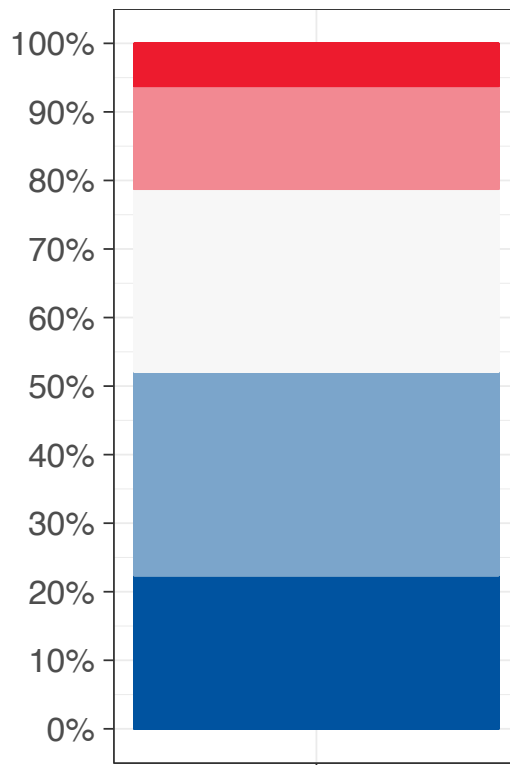It is clear where the bus
or train will take me

2. Areas that **need improvement**
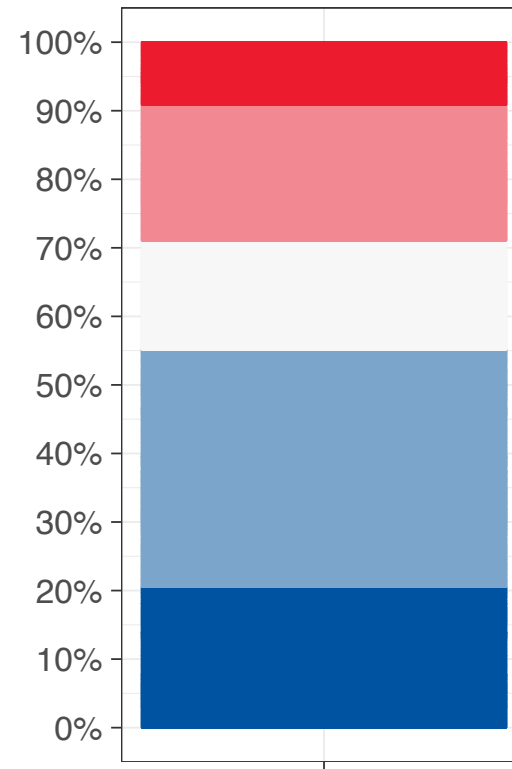

Other riders are friendly, inclusive

I can find the information
I need about detours

Stations and stops
are clean and comfortable

2. **Importance** of service aspects

- How do we know what is most important to our customers?

- Take individual ratings of each service aspect from each rider
  - Across riders, how well does the rating correspond with overall satisfaction?
  - Accounting for ratings of all aspects, which best align with overall?

relative importance = influence on overall satisfaction
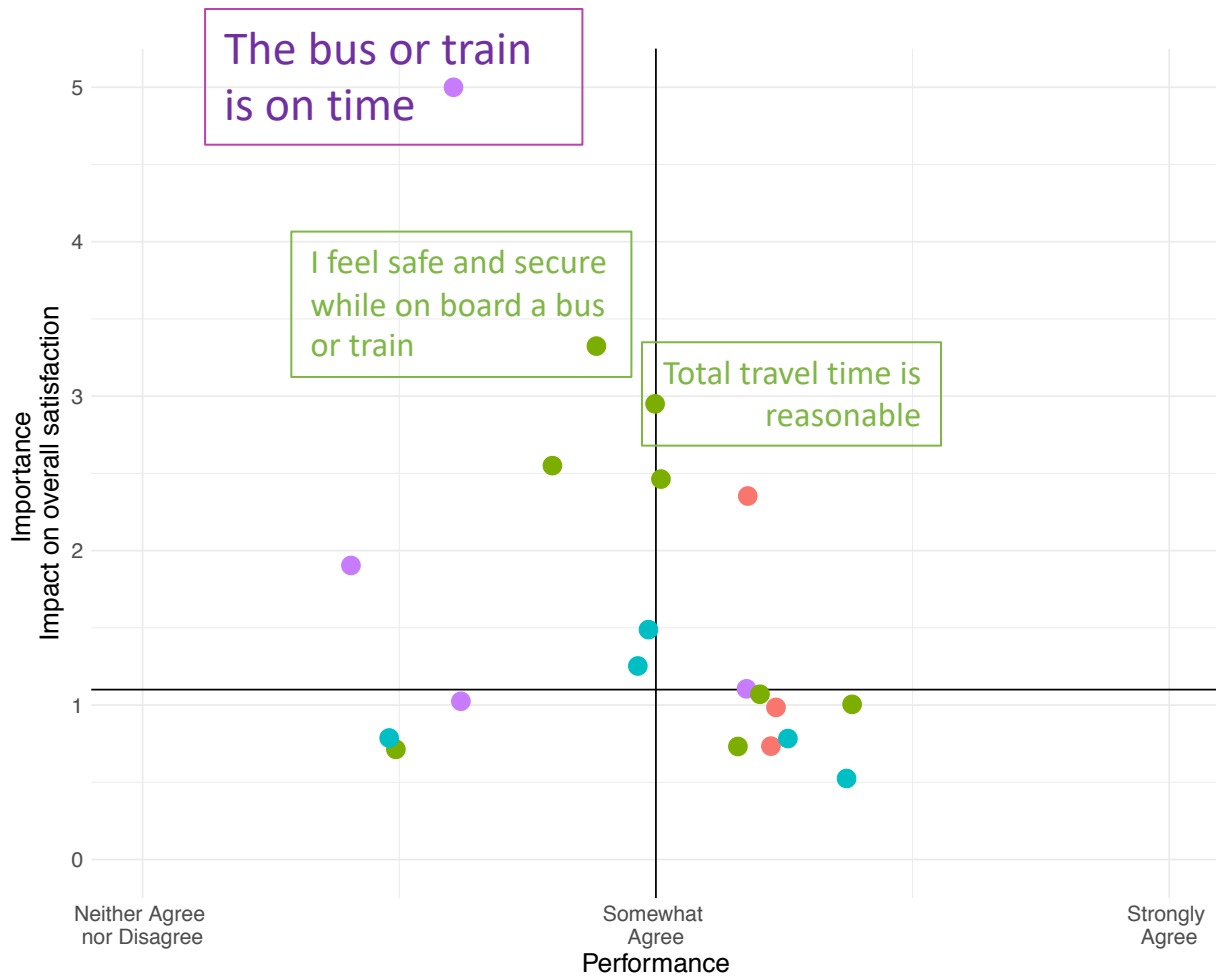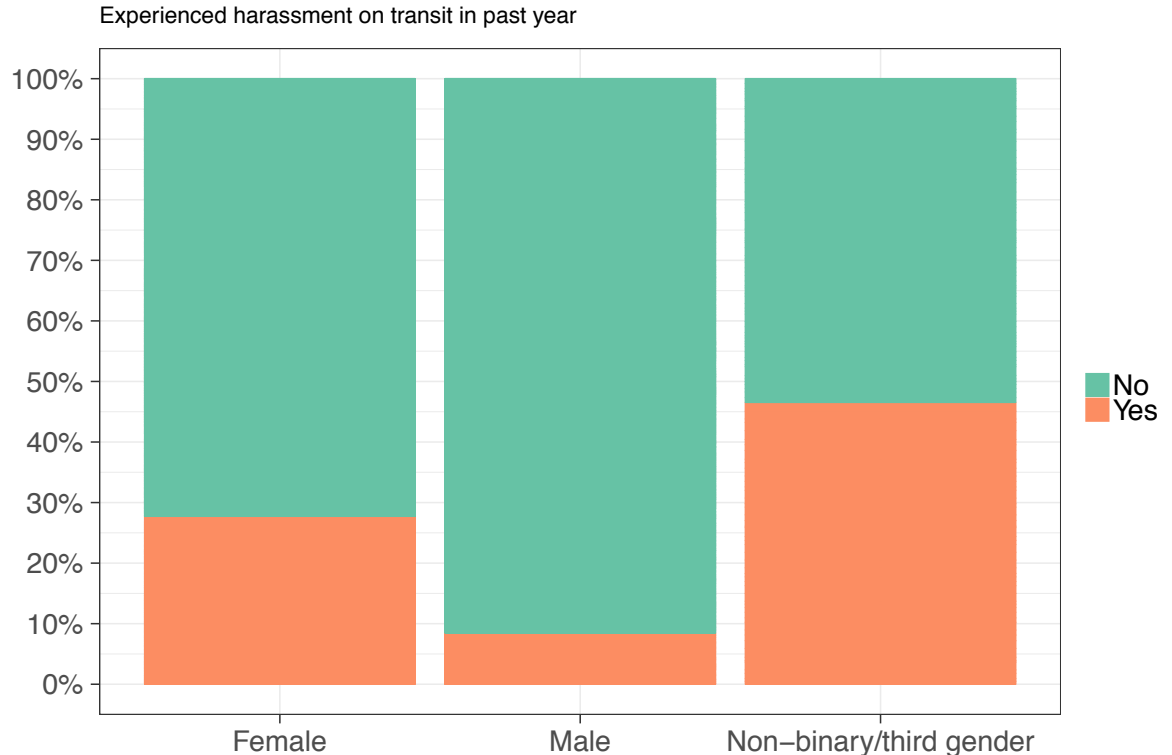
3. **Notable findings:** Harassment

27% of female passengers report experiencing harassment in past year

43% of non-binary customers

8% of male customers
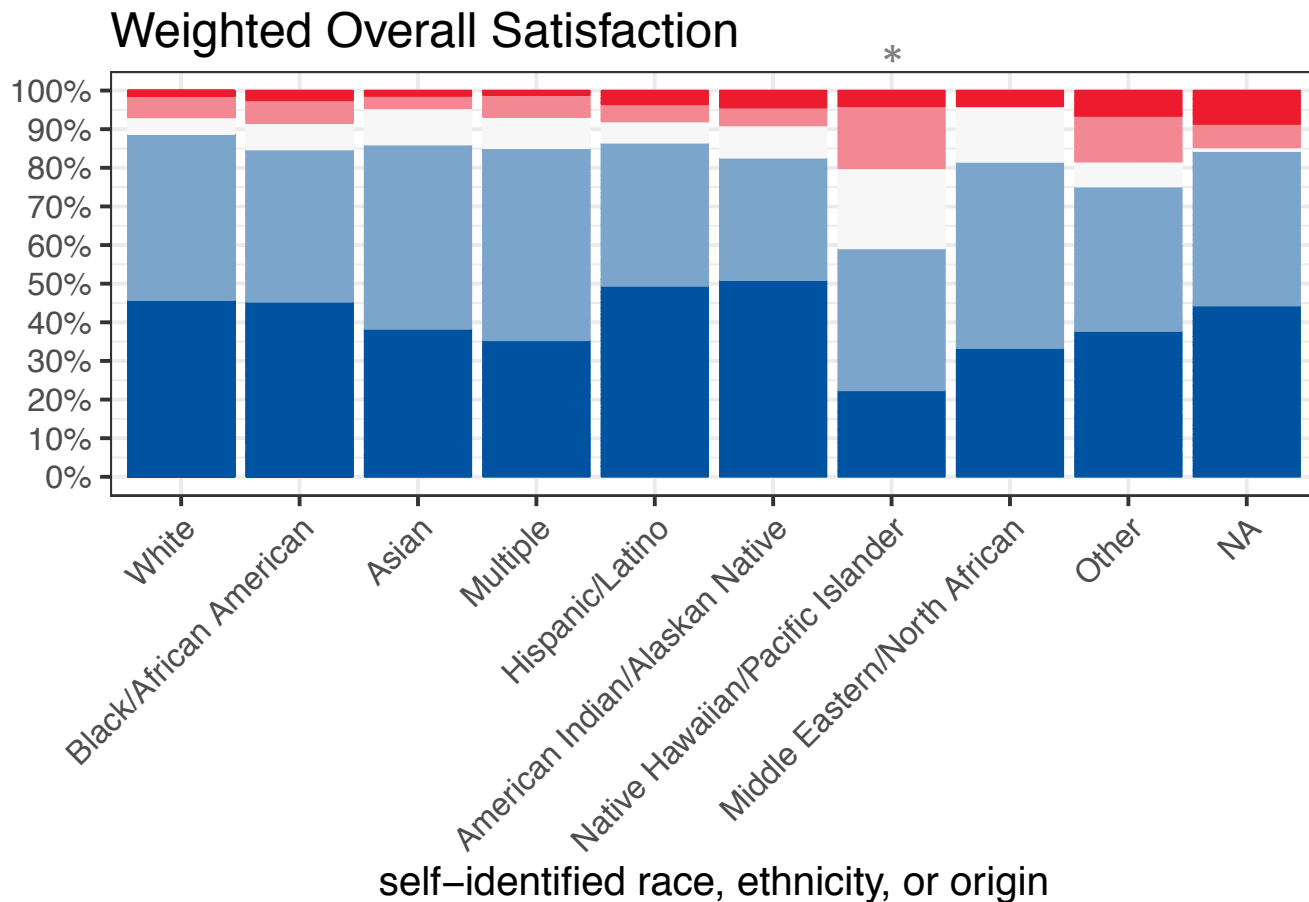
Experienced harassment on transit in past year

3. **Notable findings:** Harassment

Experienced harassment on transit in past year

women under 35
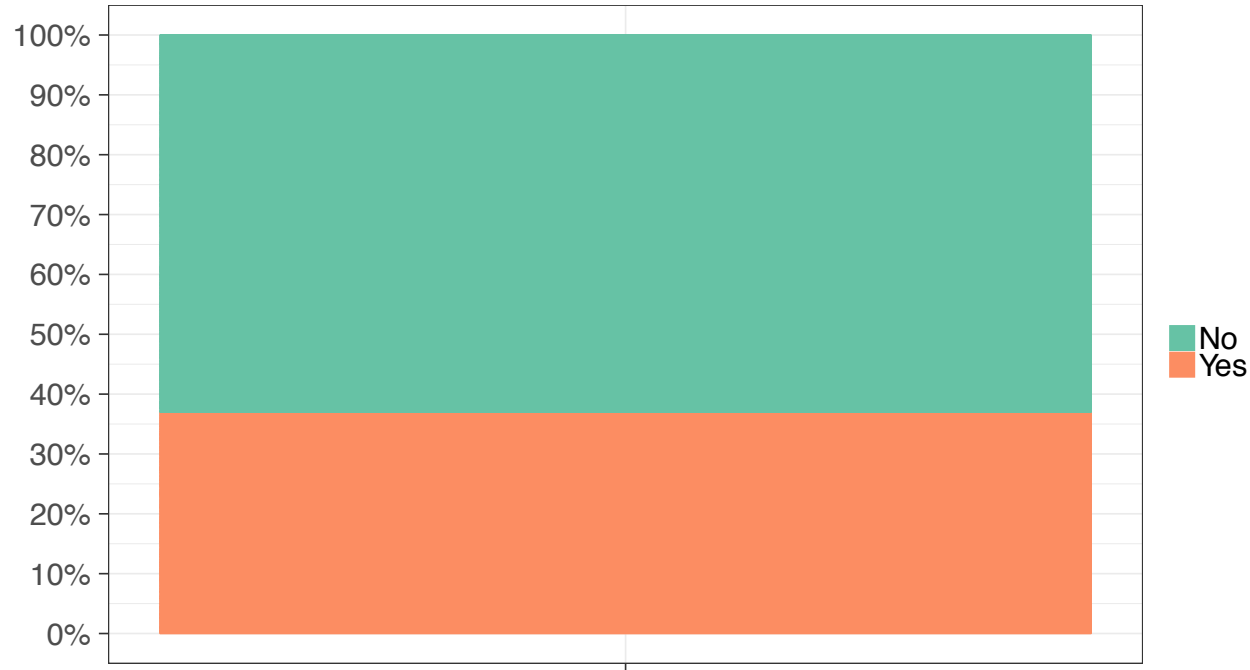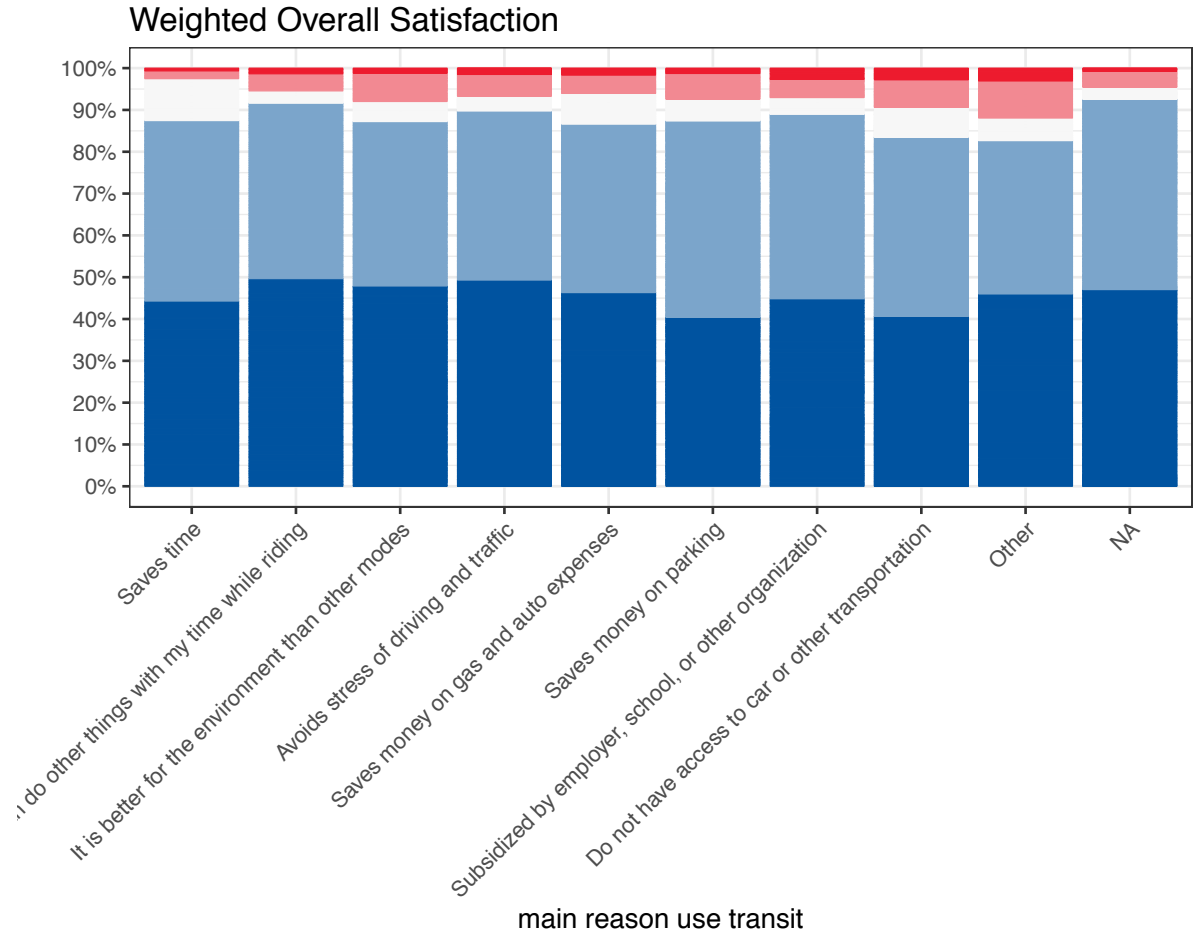
3. Notable findings:
Satisfaction by race/ethnicity

Weighted Overall Satisfaction

self–identified race, ethnicity, or origin

* 12 total responses

3. Notable findings:
Satisfaction by income

Weighted Overall Satisfaction
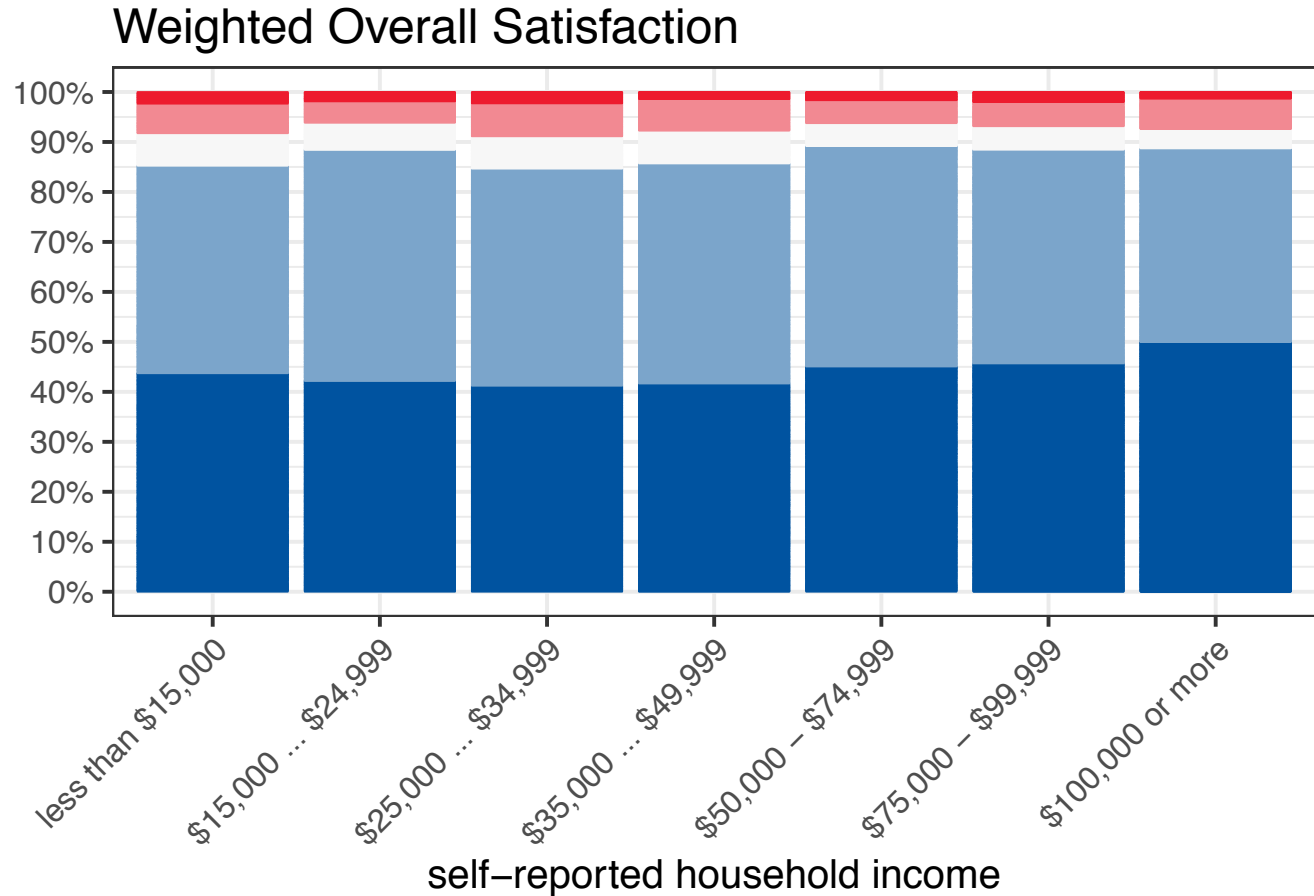
3. Notable findings: Satisfaction by primary reason for using transit
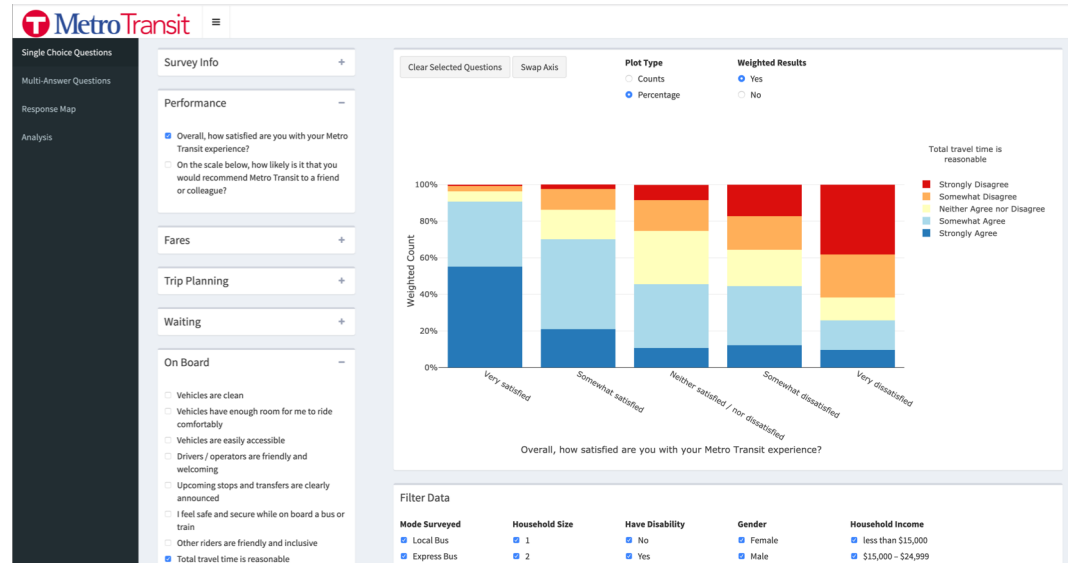

Weighted Overall Satisfaction

3. Notable findings: Transit as community asset

Metro Transit benefits my community, even those who don't ride frequently
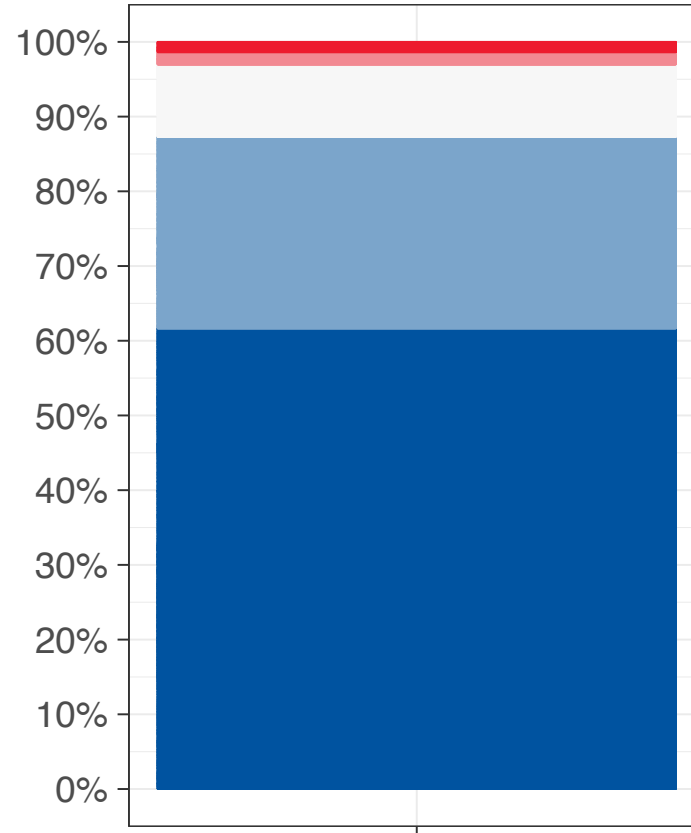
Next steps

- Summary report document

- Working with business units to understand actionable themes