

# MTS Customer Satisfaction Survey Results

MTS Board of Directors



# 01 Methodology

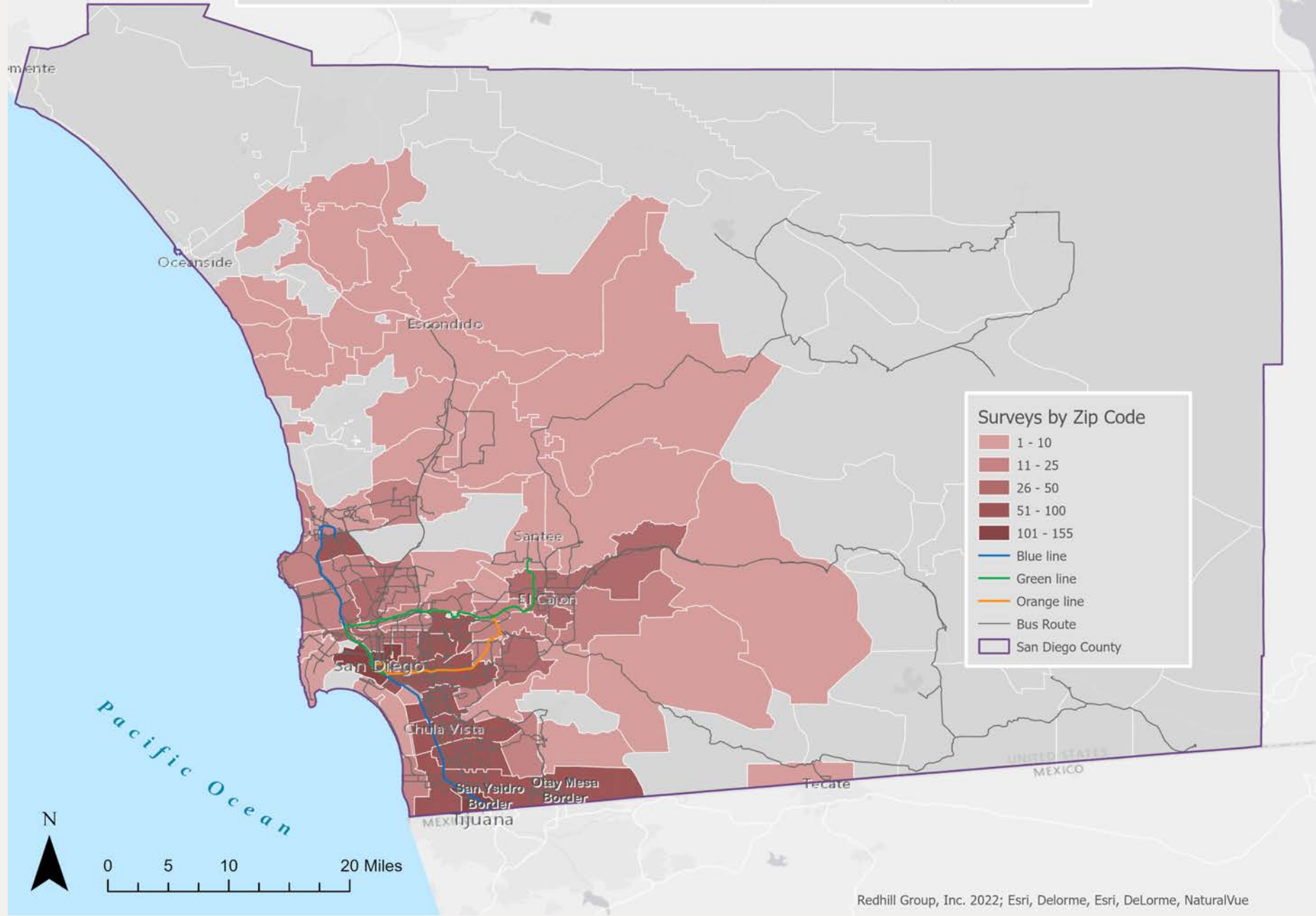


Transit Mode	Sample Size	Percent Distribution	Statistical Precision at 95% Confidence Level
<i>System-wide</i>	<i>1,842</i>	<i>100%</i>	<i>± 2.3%</i>
Bus	918	49.9%	± 3.2%
Trolley	924	50.1%	± 3.2%

- Sampling plan and survey jointly developed with MTS based on ridership
- Onboard tablet survey plus text-in option
- Multi-language options English, Spanish, Chinese and Tagalog
- Data collection April 2022 – prior to launch of Youth Opportunity Pass



# MTS Survey Respondents by Home Zip Code



# 02 Demographics





# Customer Profile

- Use Bus (74%)
- Trolley (81%)
- Ride MTS at least 3 times a week (80%)
- 86% complete their trip with one or less transfers
- Half of riders complete their trip without a transfer
- Vehicle availability (30%)
- Employed (61%)
  - Full-time 38%
  - Part-time 23%
- Student (26%)
- Disability (12%)

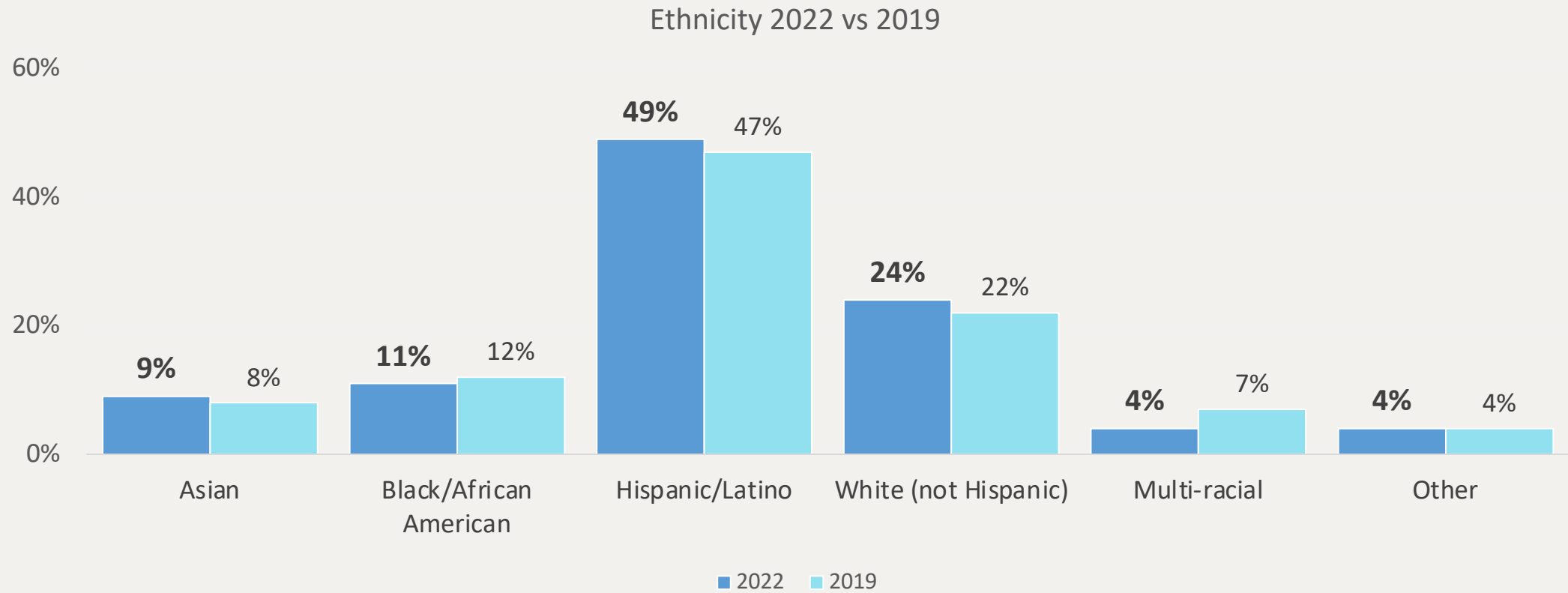


# Customer Profile

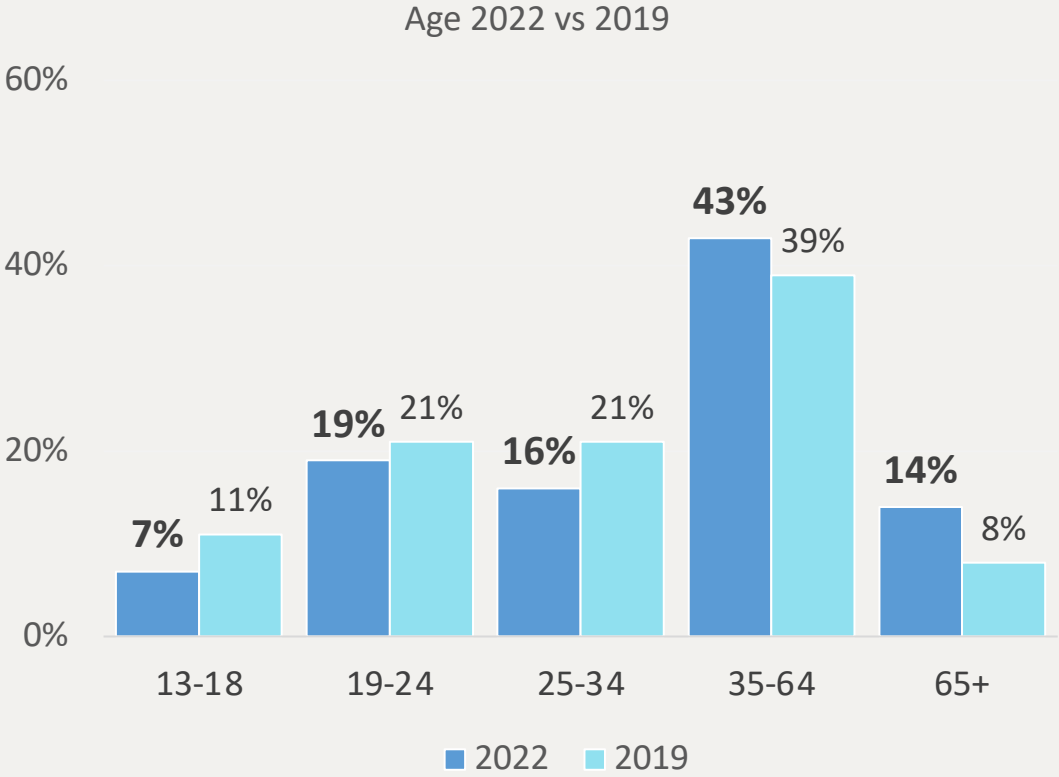
- Annual income less than \$50K (84%)
- Annual income less than \$20K (55%)
- More likely to be Hispanic (49%)
- Speak a language other than English at home (36%)
  - and of those 61% speak English “well” or “very well”
- Smartphone availability (91%)



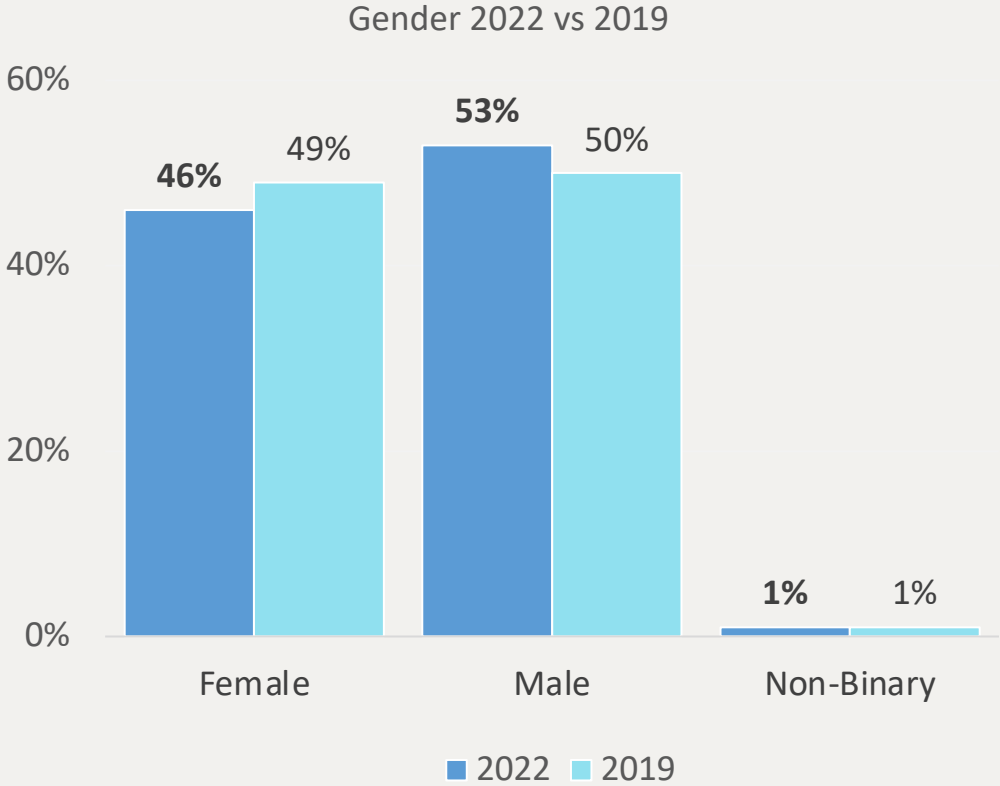
# Ethnicity



# Age



# Gender





# 03 System Satisfaction



## Customer Satisfaction Results

Percentages may not total 100% due to rounding or multiple response options

# Systemwide Rider Satisfaction

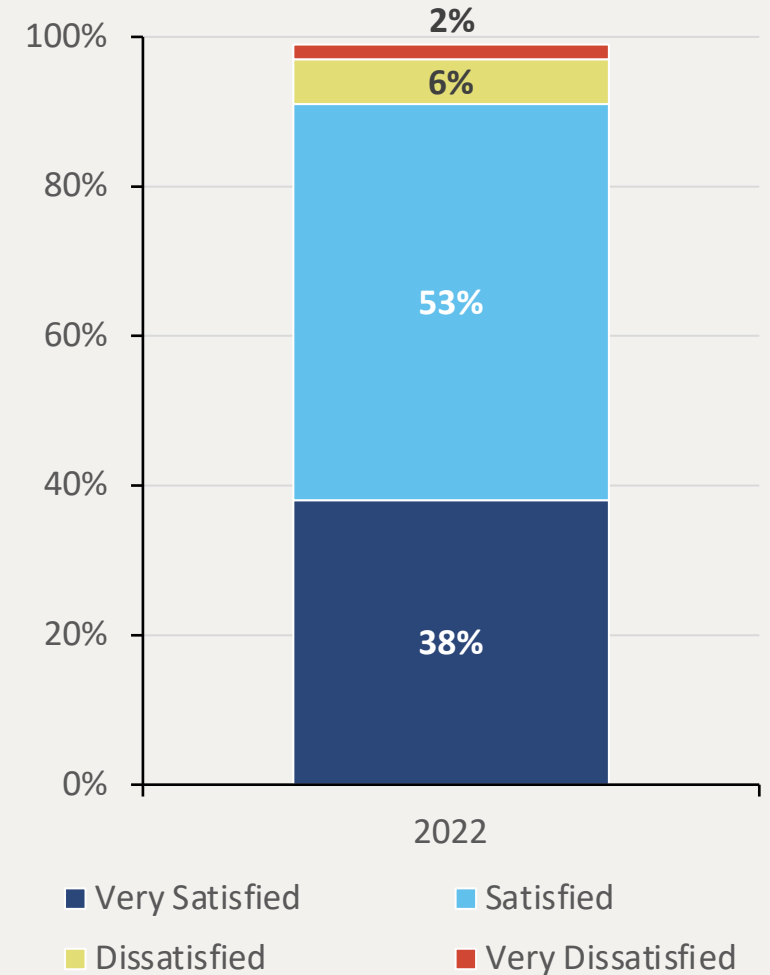
Overall Customer  
Satisfaction

91%



- Systemwide customer satisfaction is high
- On par with 2019 (91%)

Satisfaction of Overall Quality of  
Transit Service

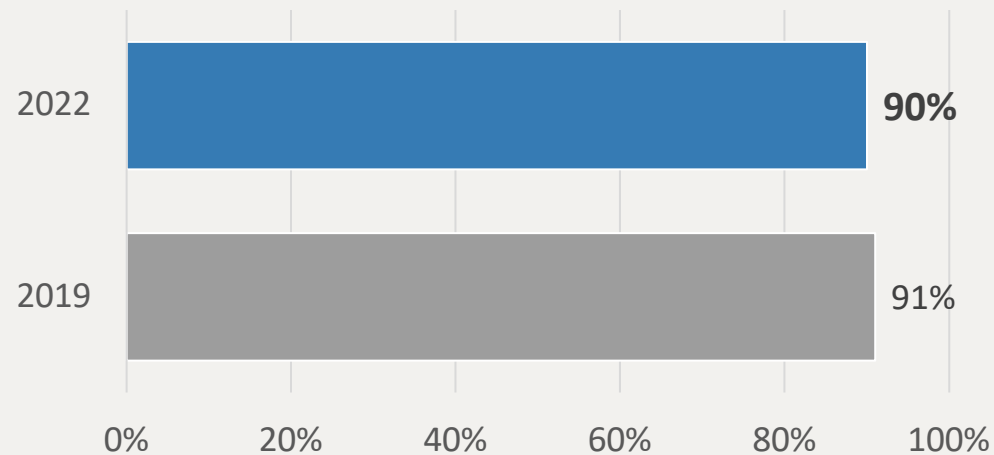




# Overall Rider Satisfaction by Mode

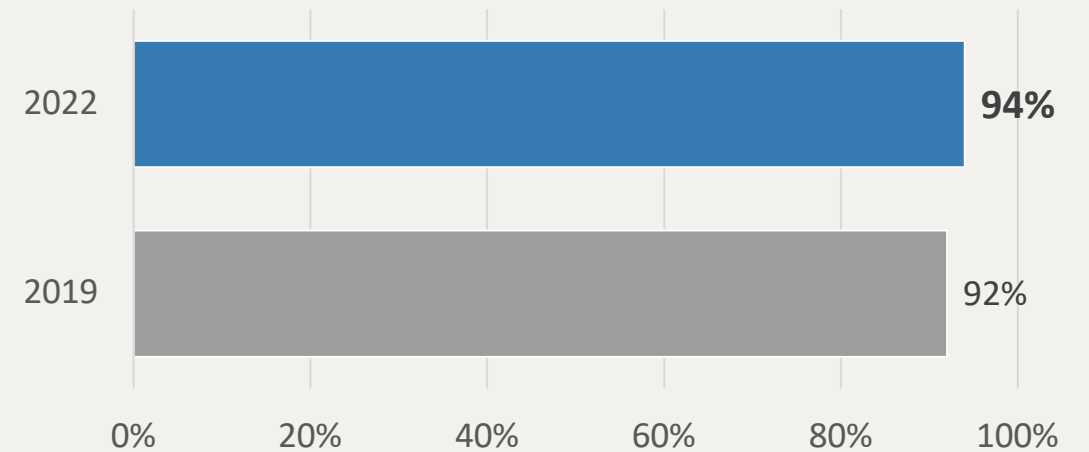
## Trolley

Satisfaction of Overall Quality of Transit Service by Trolley



## Bus

Satisfaction of Overall Quality of Transit Service by Bus

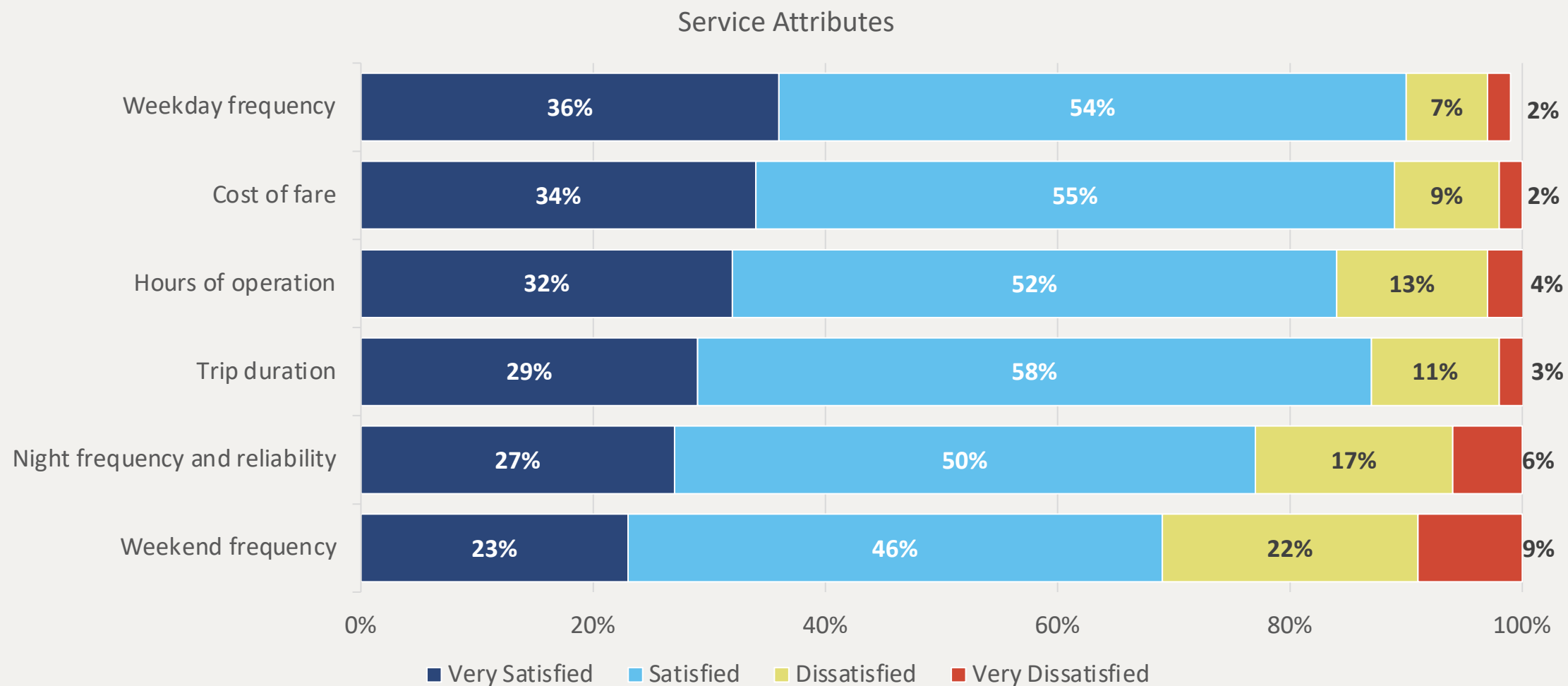


Overall satisfaction of Trolley riders is statistically unchanged

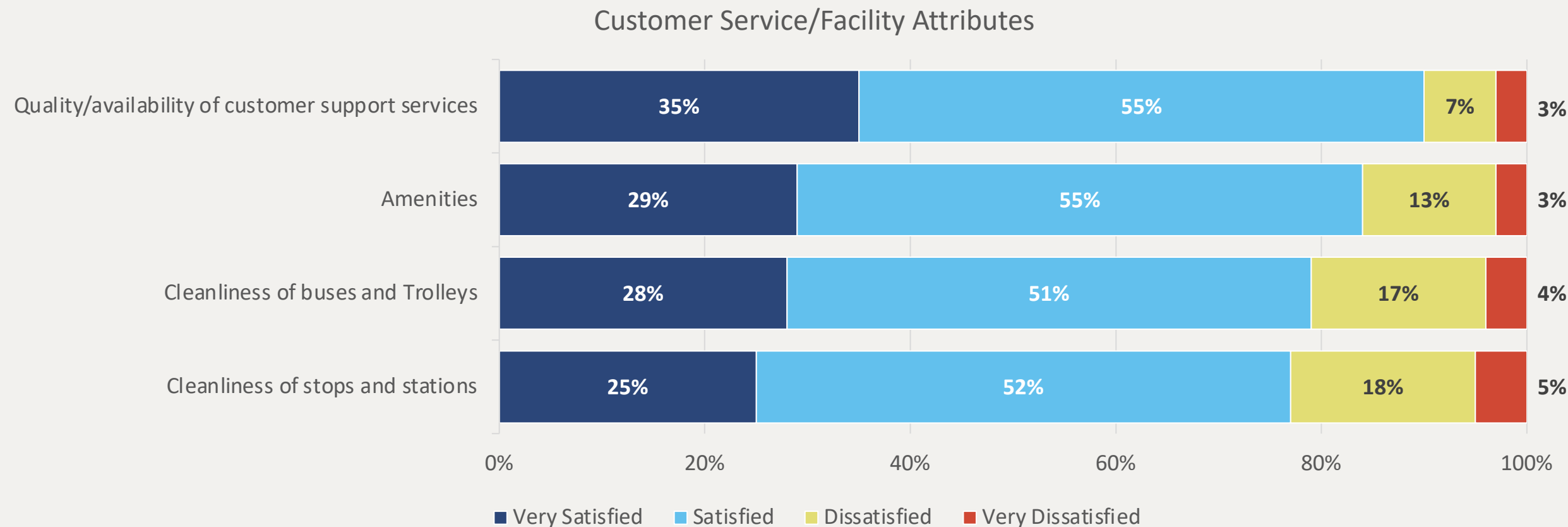
Overall satisfaction of bus riders directionally higher



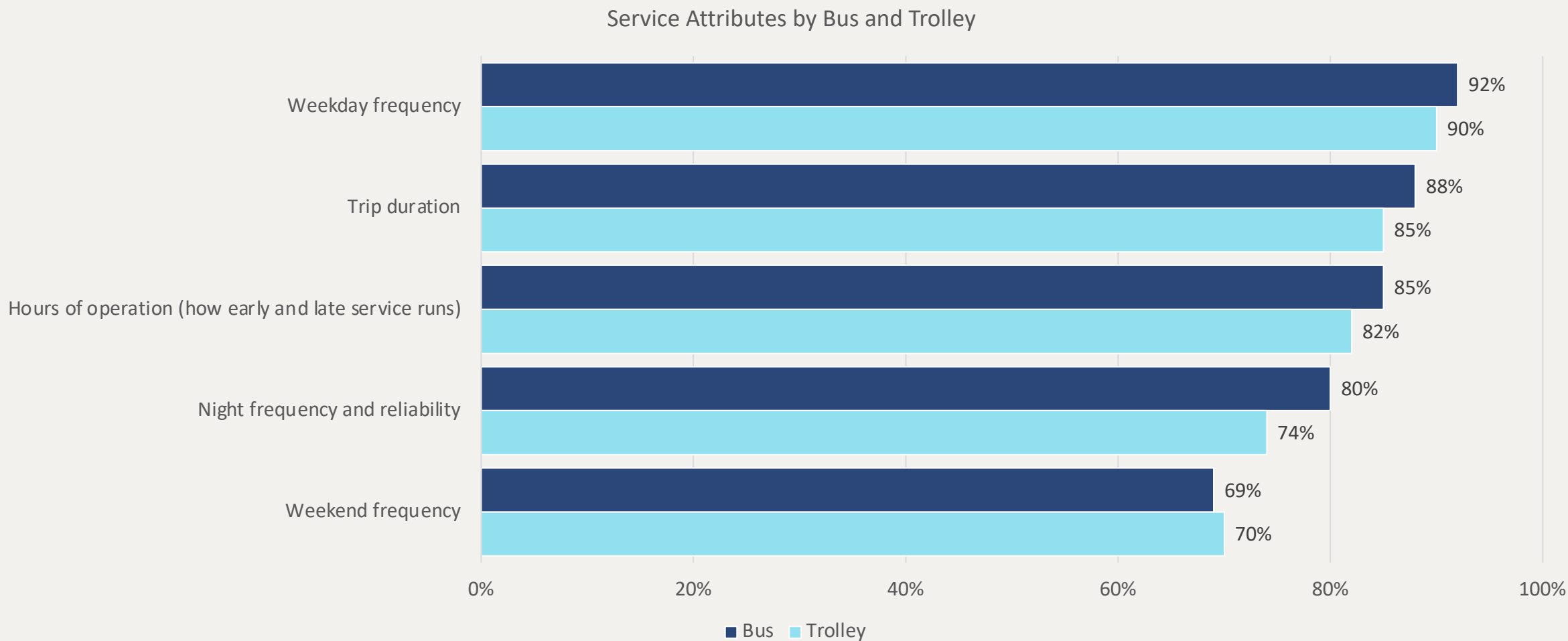
# Service Attributes Satisfaction – Systemwide



# Customer Service/Facility Attributes – Systemwide



# Service Attributes by Bus and Trolley

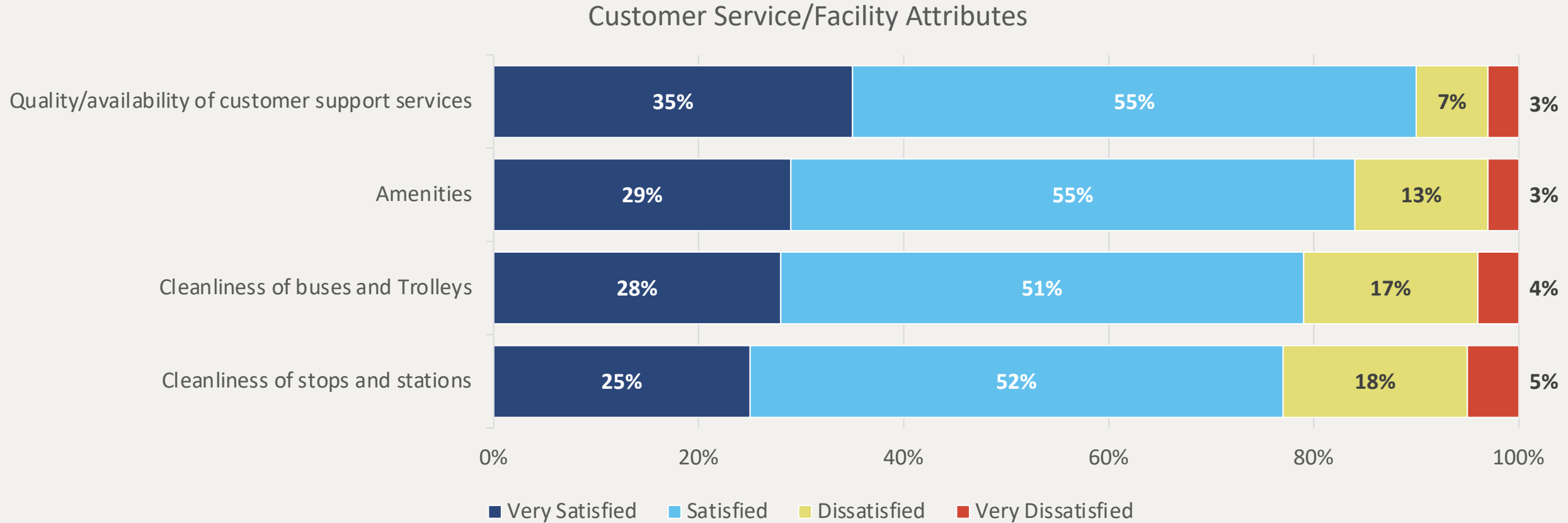




# Service Attributes - Trolley Line

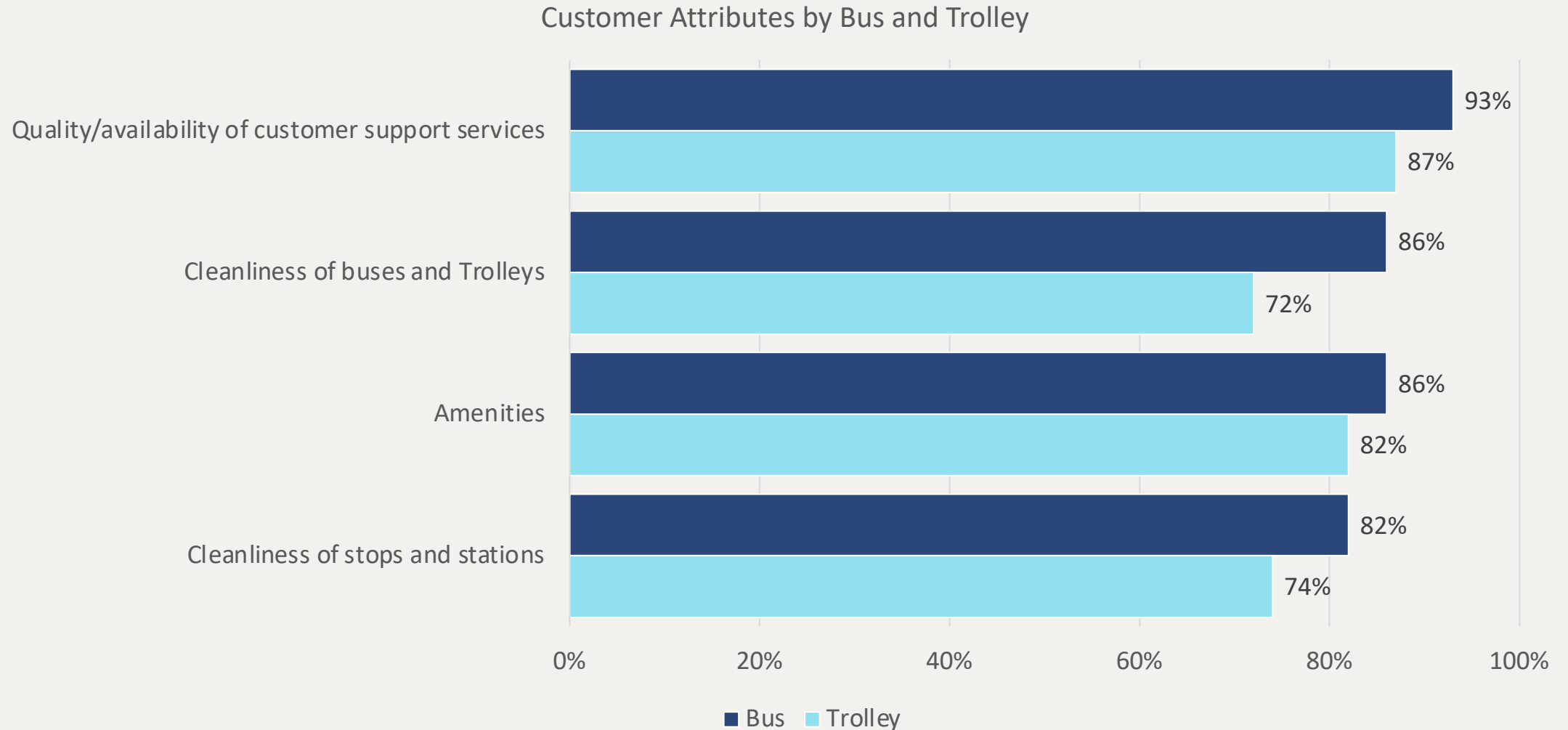


# Customer Service/Facility Attributes – Systemwide



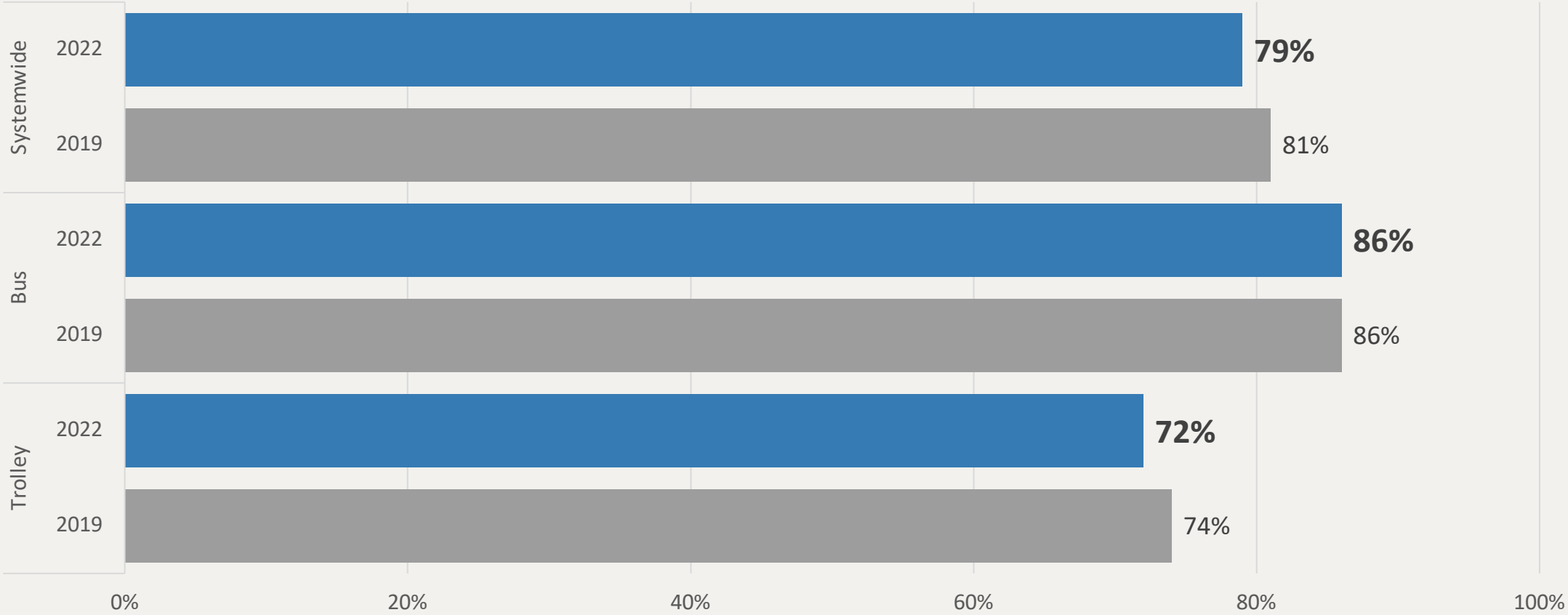
High level of customer satisfaction with quality and availability of customer support – 90%

# Customer Service/Facility Attributes – Bus and Trolley

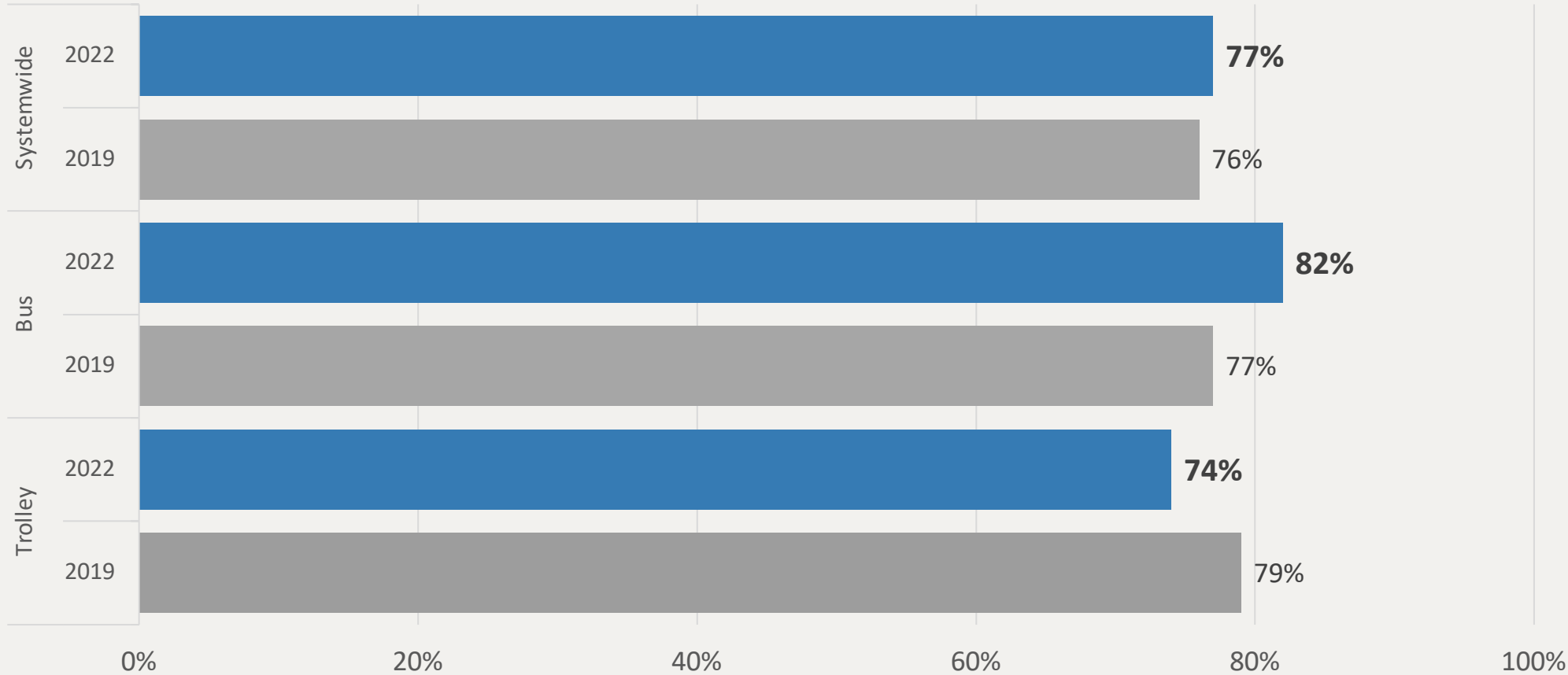




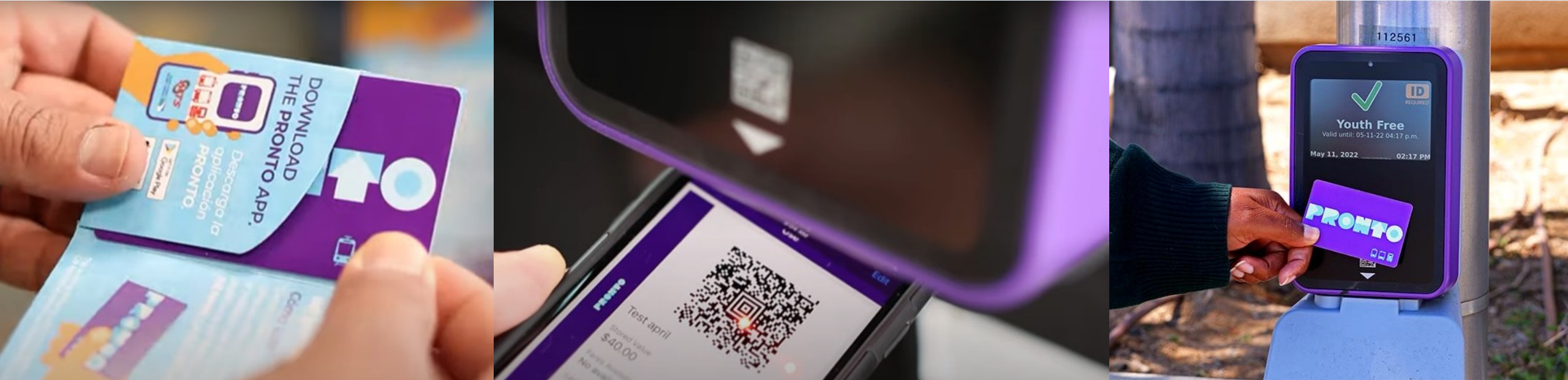
# Cleanliness of Buses and Trolleys



# Cleanliness of Transit Stops and Stations



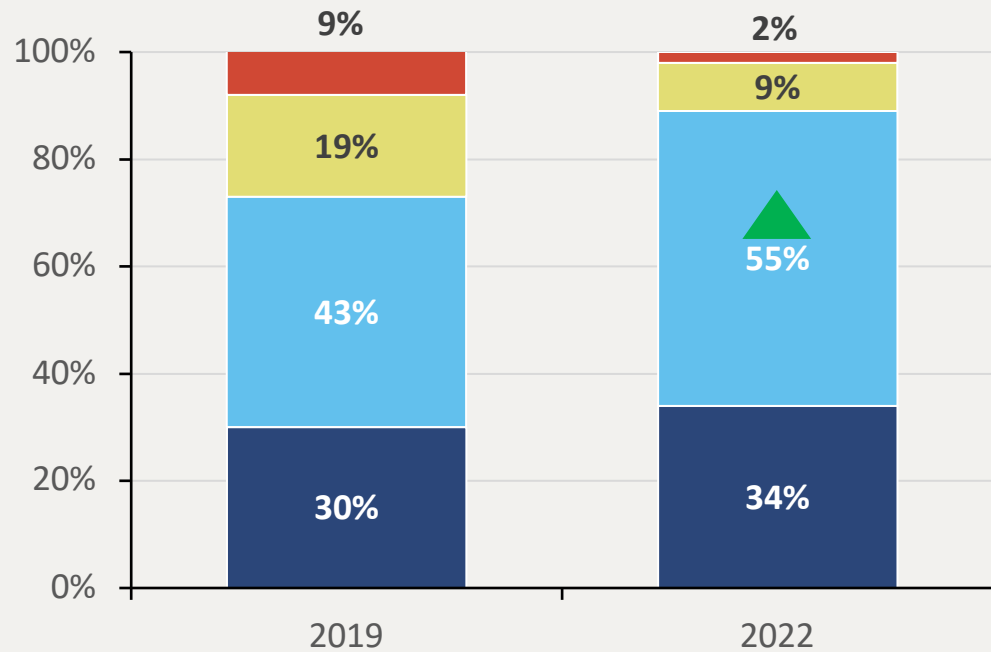
# 04 Fare and PRONTO Satisfaction



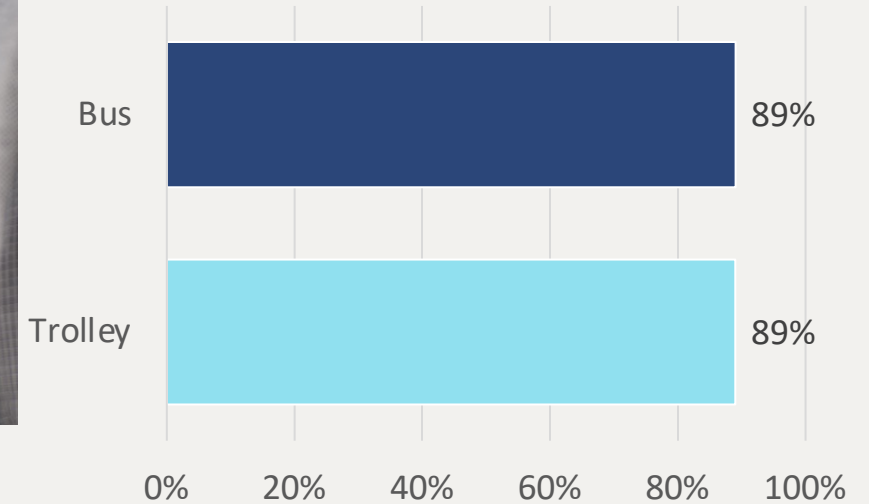
Percentages may not total 100% due to rounding or multiple response options

# Satisfaction with Fare

Satisfaction of MTS Fares



Satisfaction of cost of fare by bus & Trolley

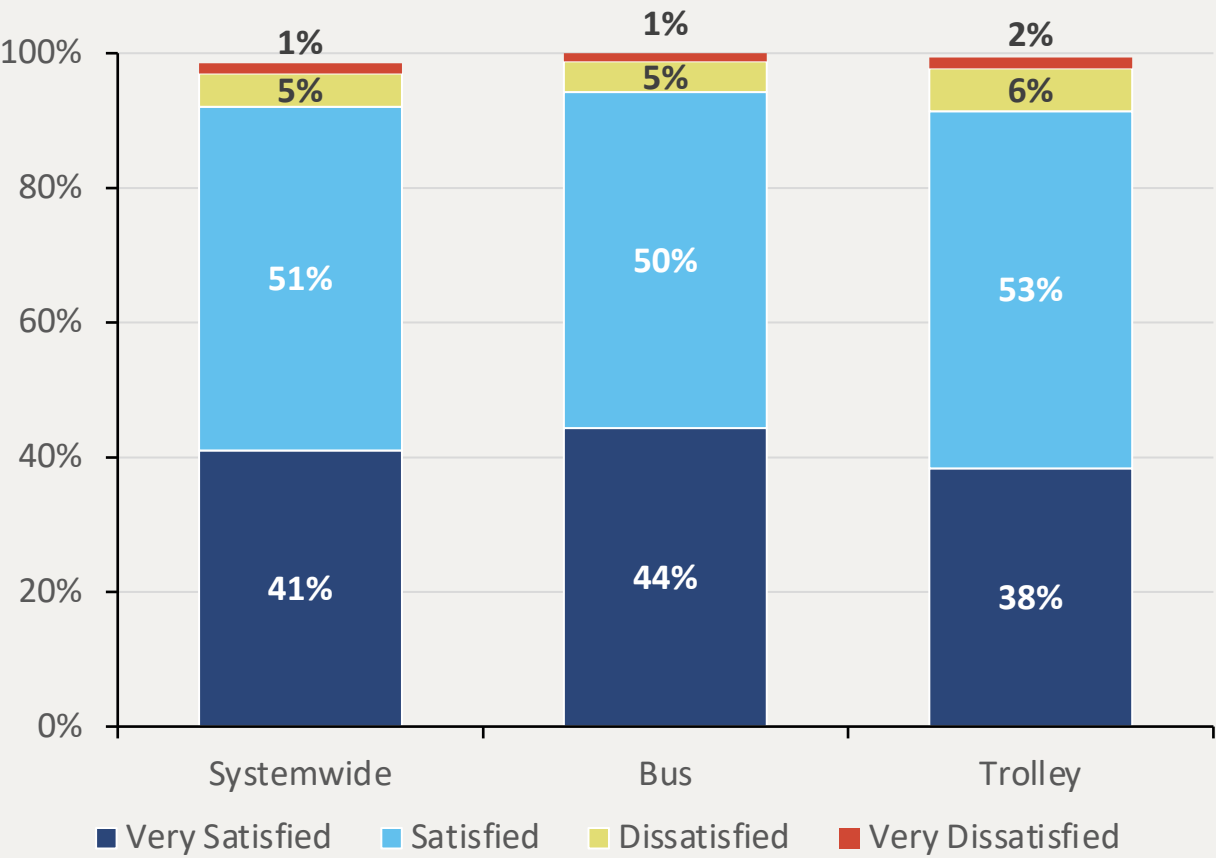


Significant improvement in satisfaction with fares (89% vs. 73%)



# PRONTO Satisfaction

Overall satisfaction with PRONTO

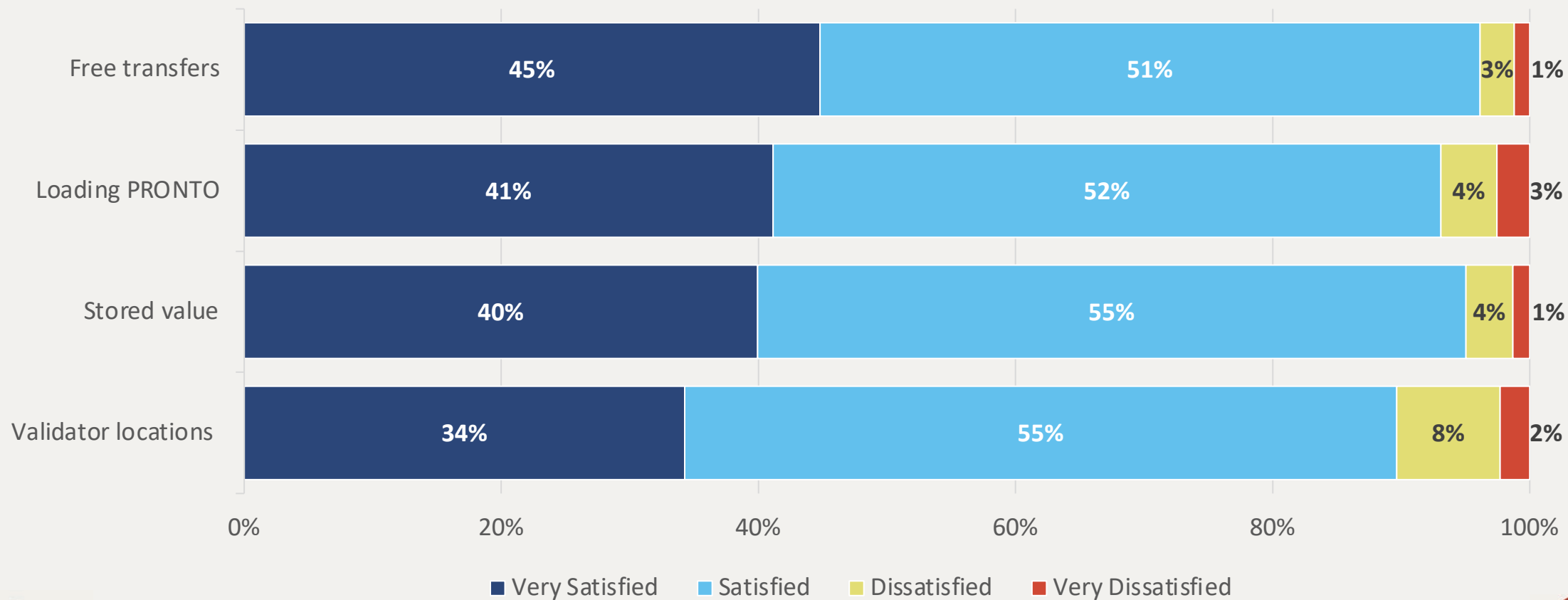


PRONTO  
Satisfaction  
**92%**



# Satisfaction with PRONTO Attributes

PRONTO: How satisfied are you with each of the following aspects of the PRONTO card and app system?



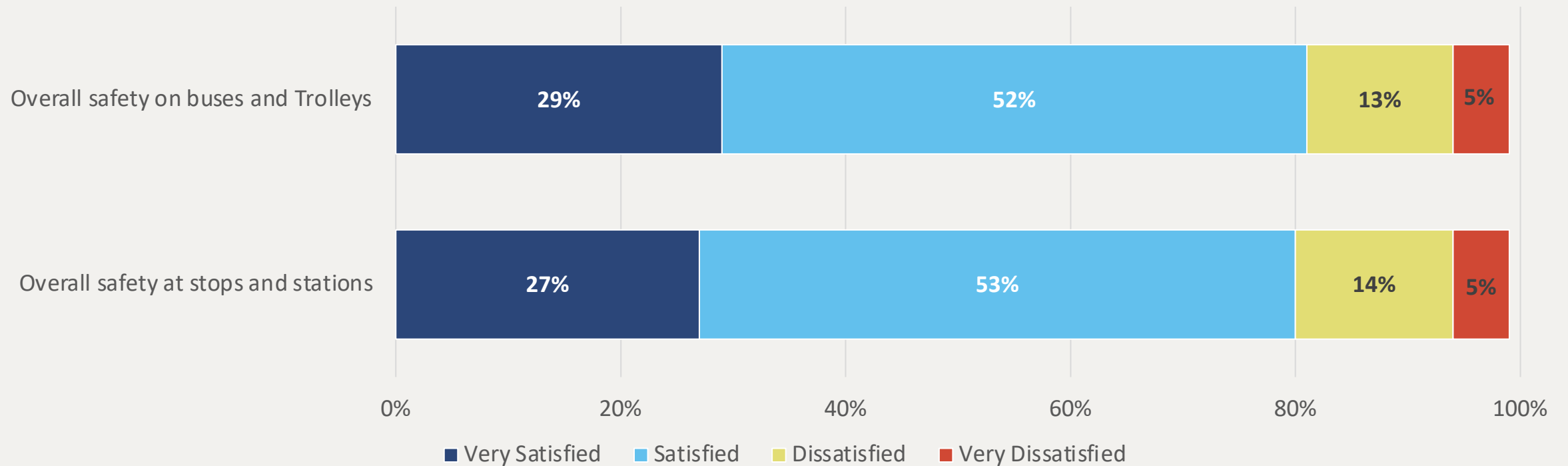
# 05 Safety Satisfaction



Percentages may not total 100% due to rounding or multiple response options

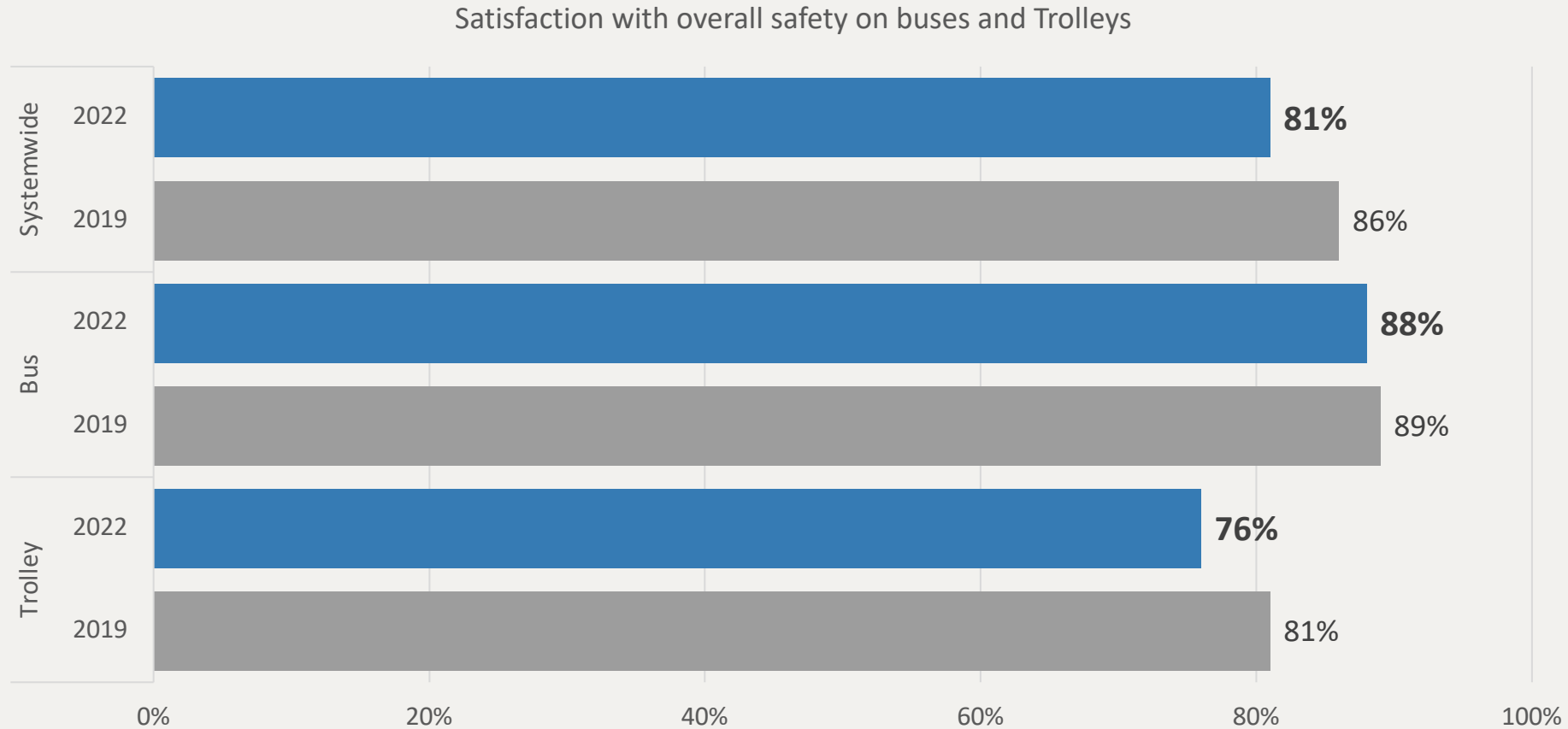
# Safety Onboard and Stations

Overall Satisfaction on Safety of Buses and Trolley & Stops and Stations



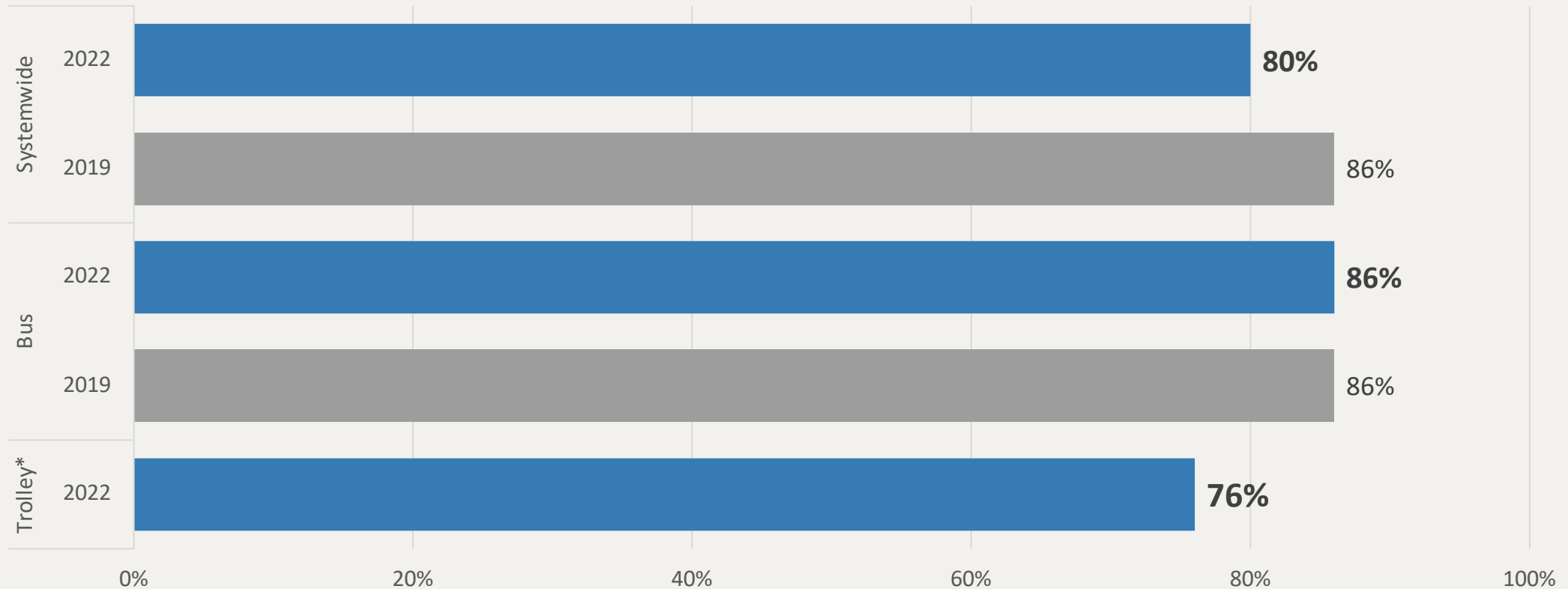


# Safety while Riding Buses or Trolleys



# Safety at Bus Stops/Stations

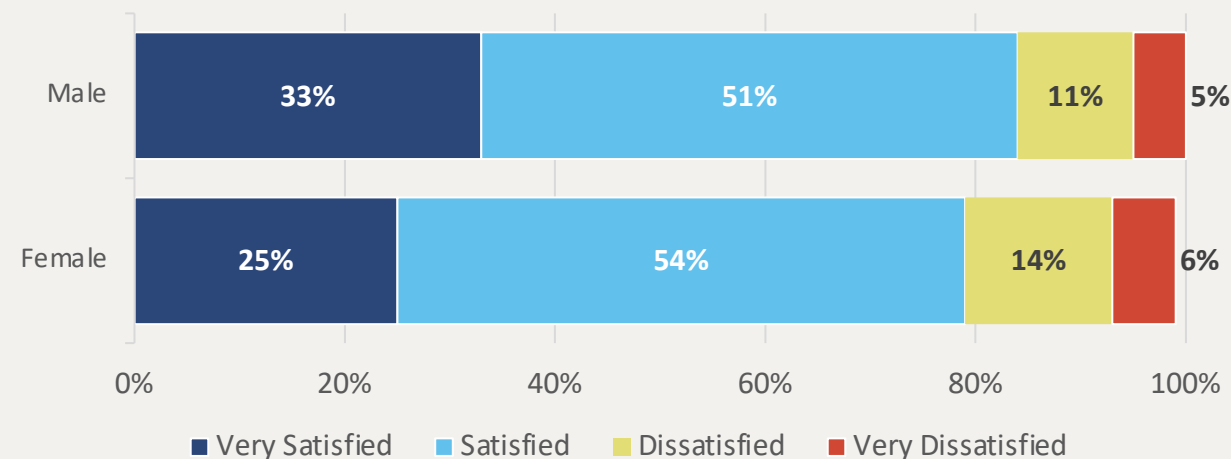
Satisfaction with overall safety at stops and stations



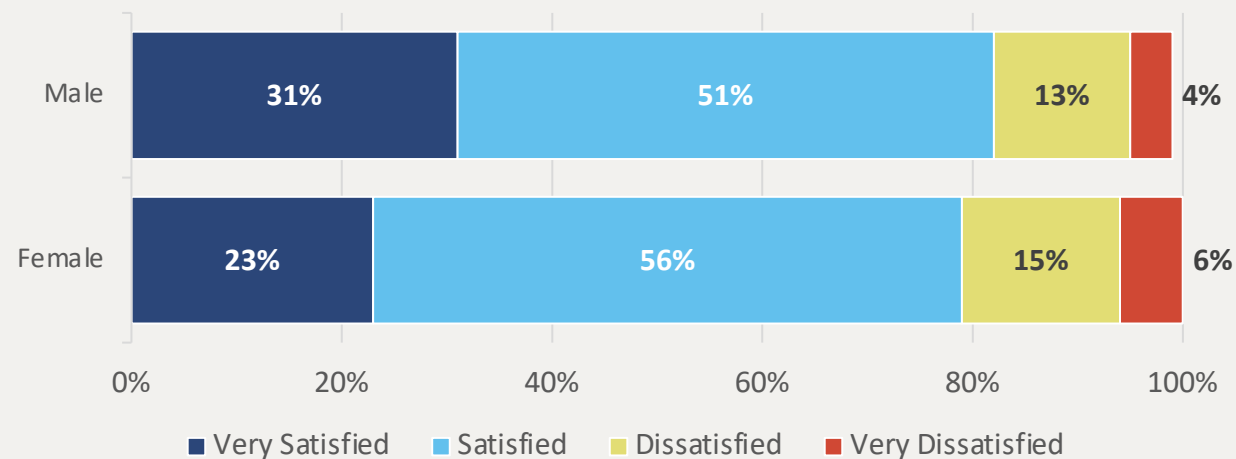
\*2019 Trolley safety not measured

# Satisfaction with Safety by Gender

## Overall Safety on Buses and Trolleys by Gender



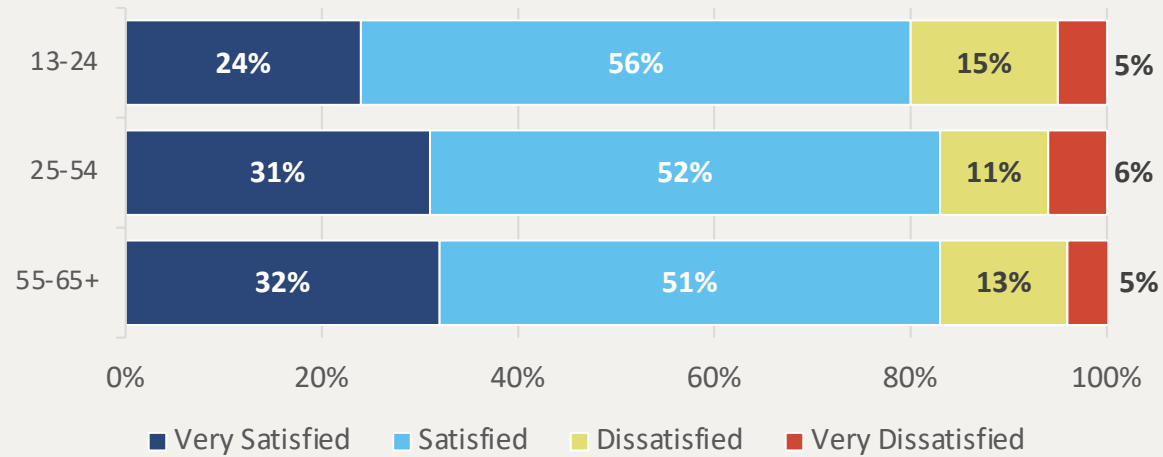
## Overall safety at stops and stations by Gender



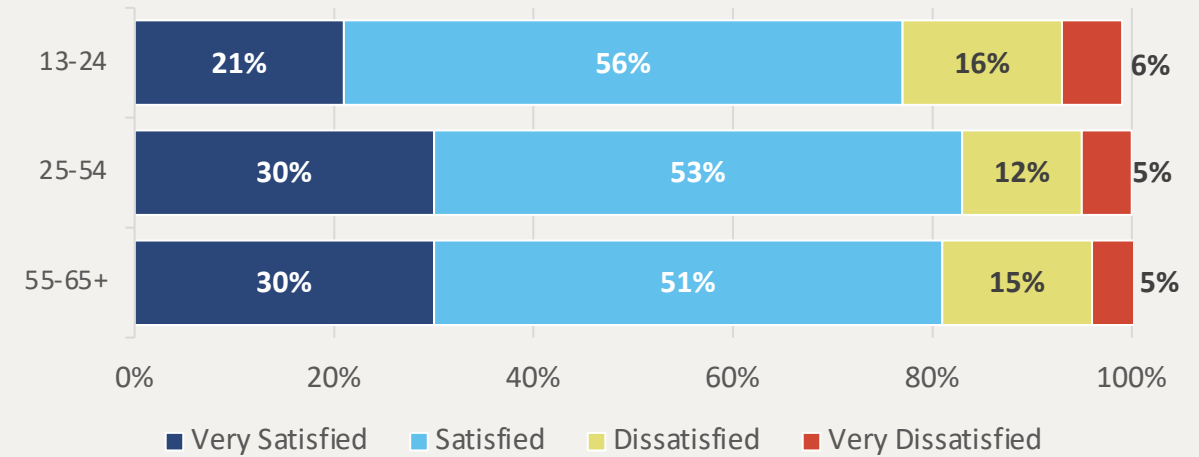
There is a statistical difference in satisfaction with perceived safety on buses and Trolleys and safety at stops and stations relative to gender and women are less satisfied than men.

# Overall Satisfaction with Safety by Age

## Overall Safety on Buses and Trolleys by Age



## Overall safety at stops and stations by Age

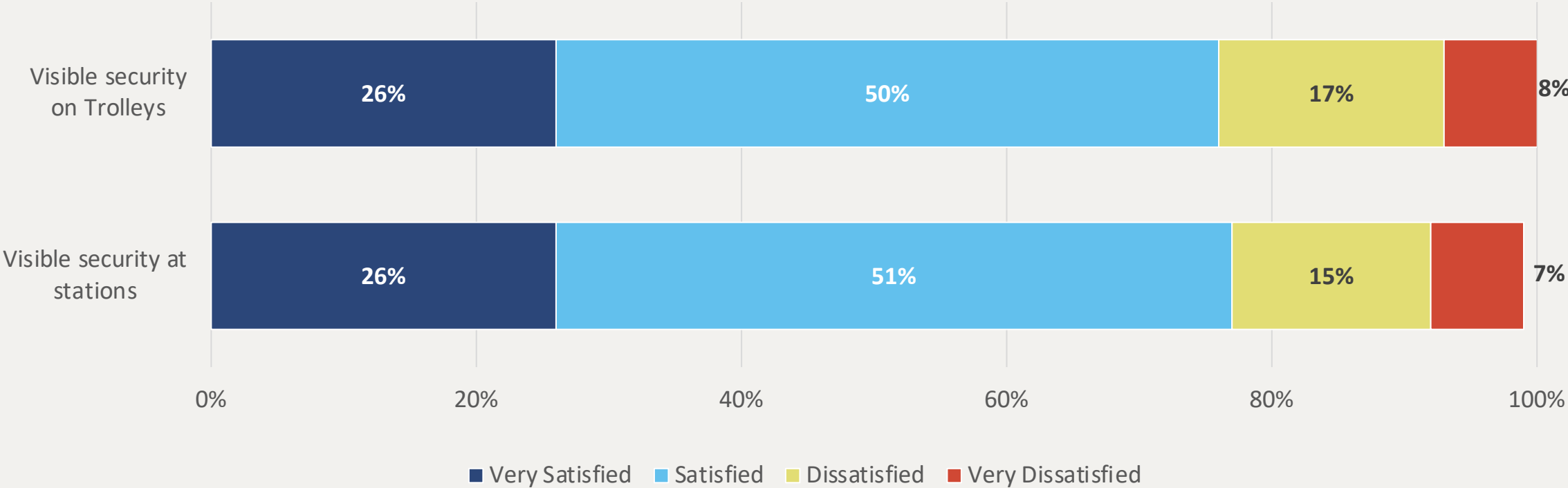


Persons who under 25 are less satisfied with perceived overall safety than other age groups.  
There is not a significant difference between those 25-54 and those 55+.

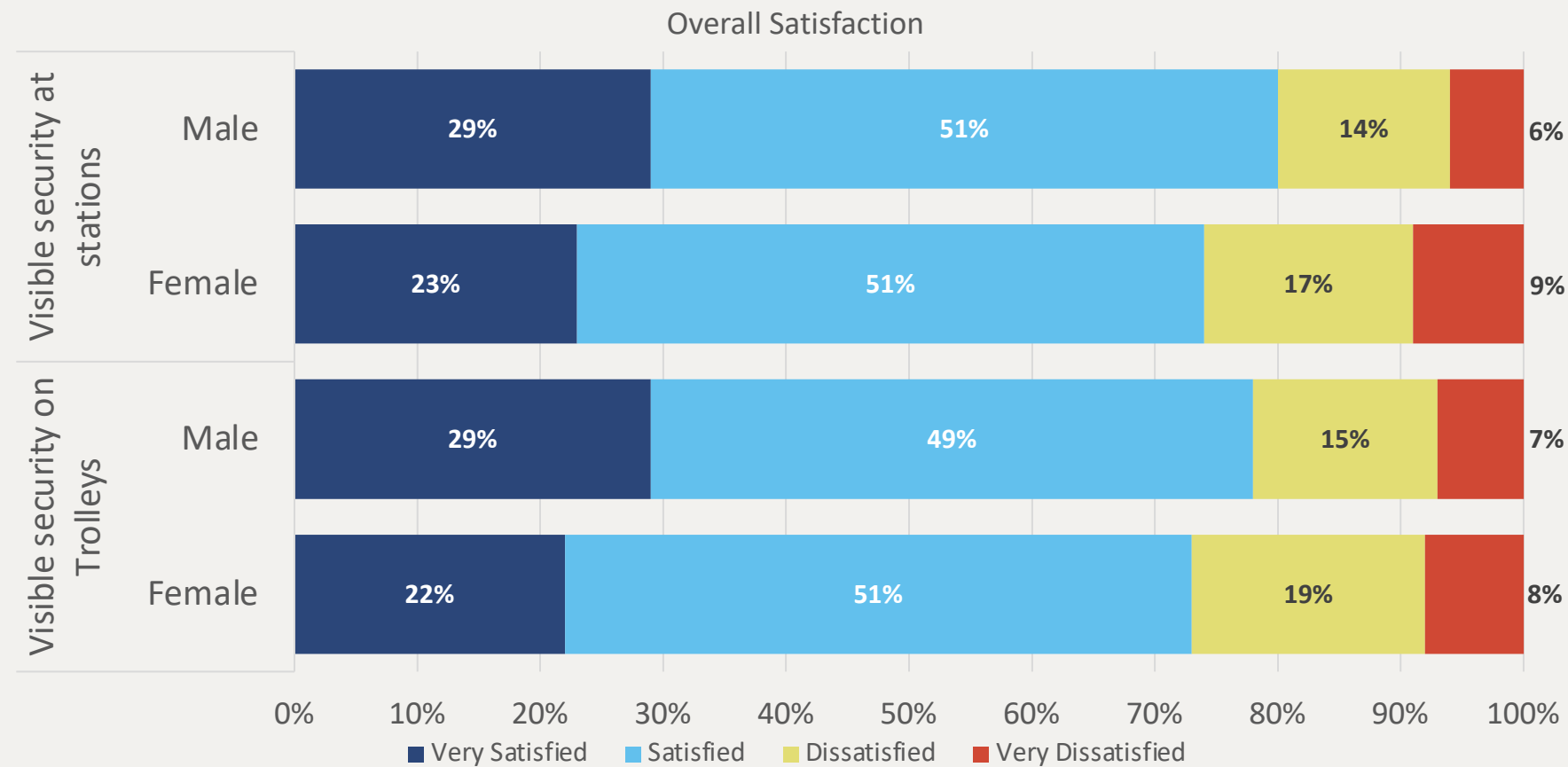


# Visible Security

Overall Satisfaction with Visible Security



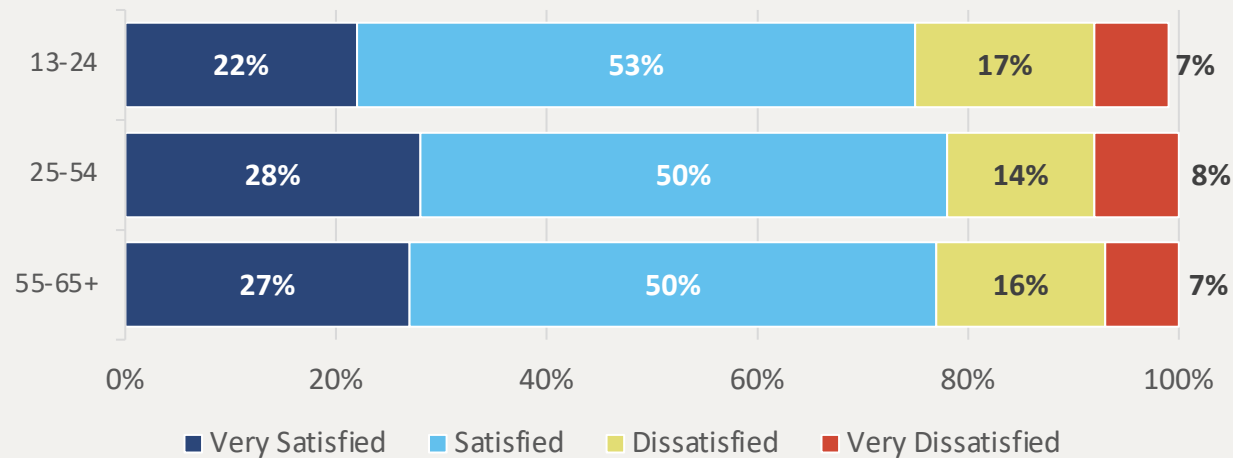
# Visible Security by Gender



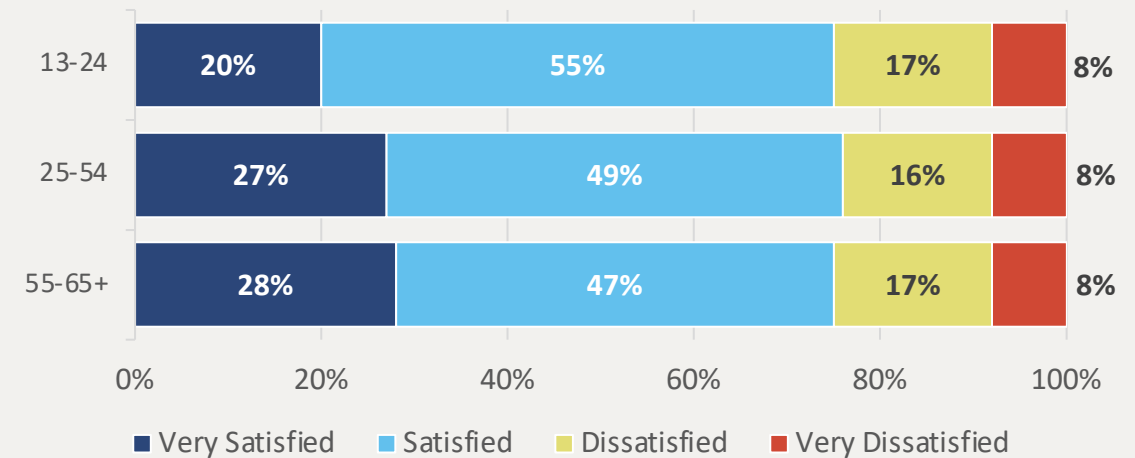
Persons who identify as female are less satisfied than persons who identify as male with perceived visible security at stations and on the Trolley

# Visible Security by Age

Visible security at stations by Age

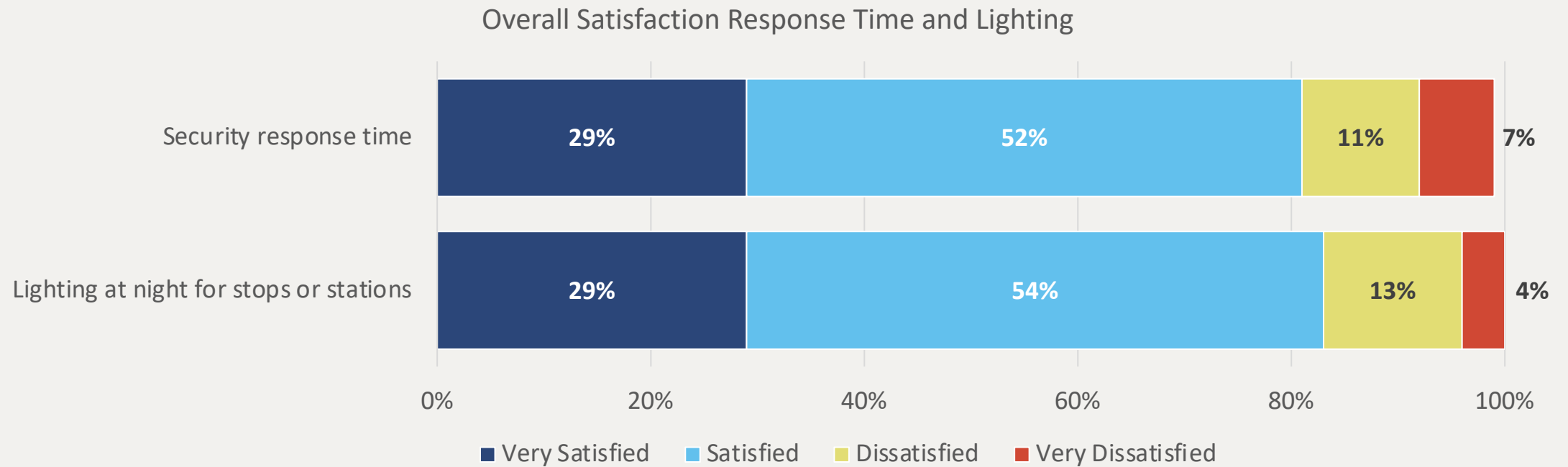


Visible security on Trolleys by Age



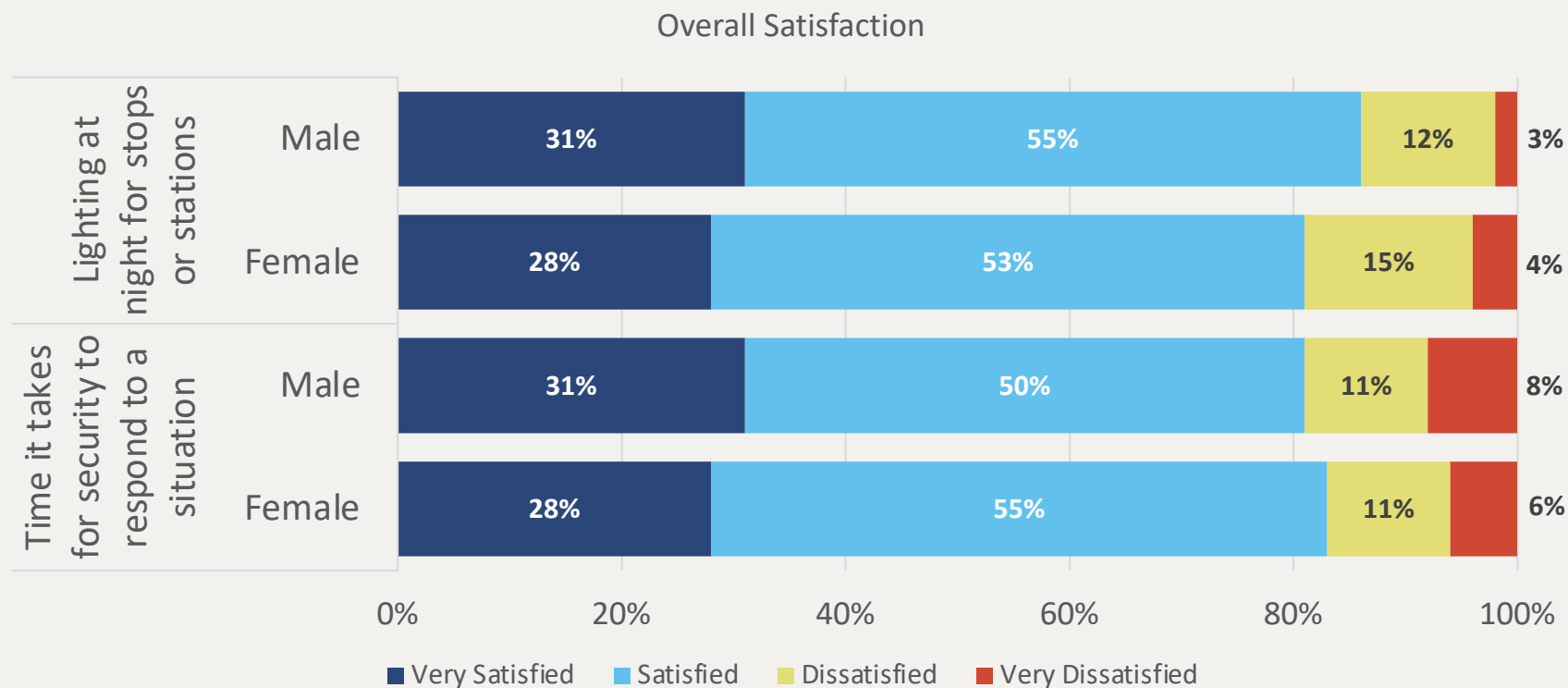
There is no statistical difference in satisfaction with visible security either at stations or on the Trolley between any of the age groups

# Response Time and Lighting





# Response Time and Lighting by Gender

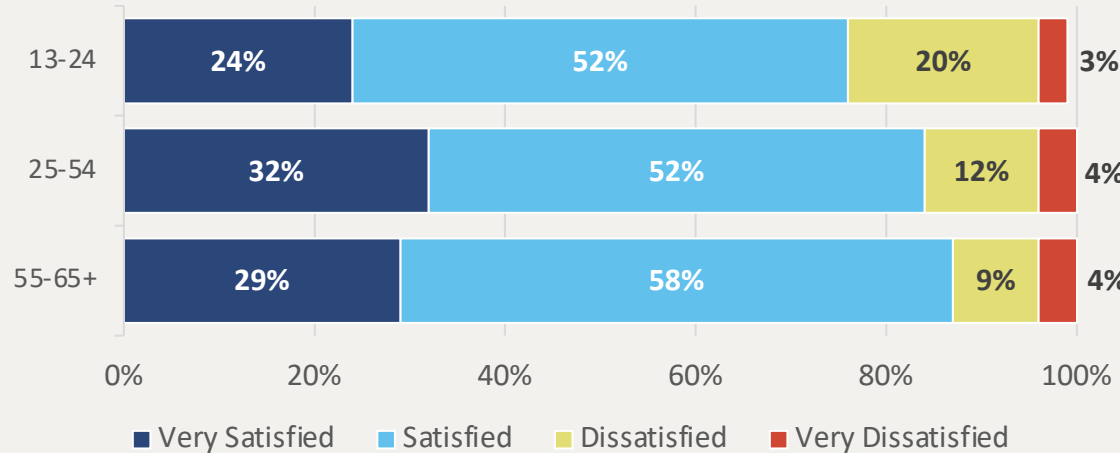


There is no statistical difference in satisfaction with response time relative to gender.

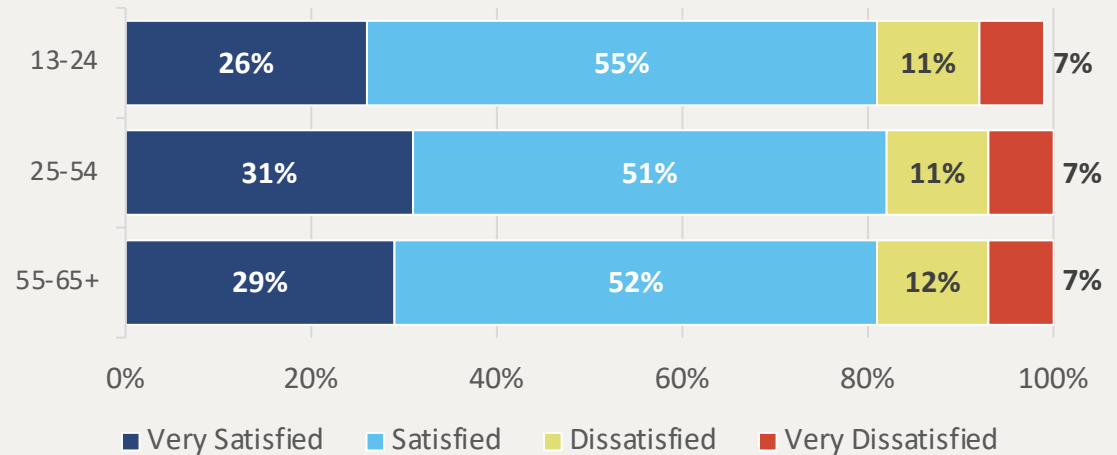
There is a statistical difference in satisfaction with lighting at stops and station relative to gender and women are less satisfied than men.

# Response Time and Lighting by Age

## Lighting at night for stops or stations by Age

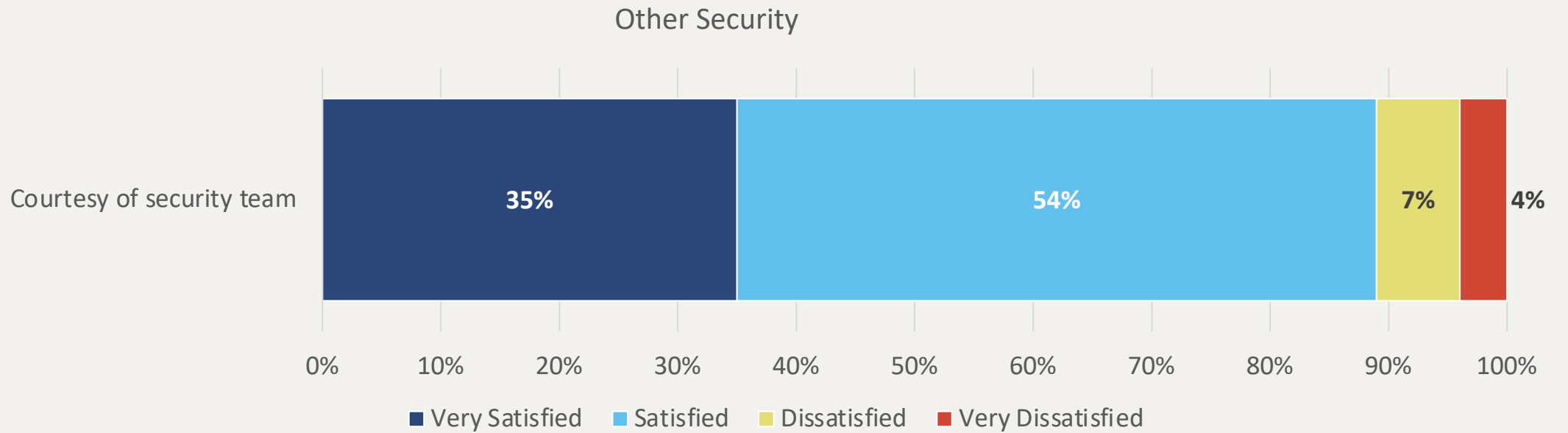


## Time it takes for security to respond to a situation by Age



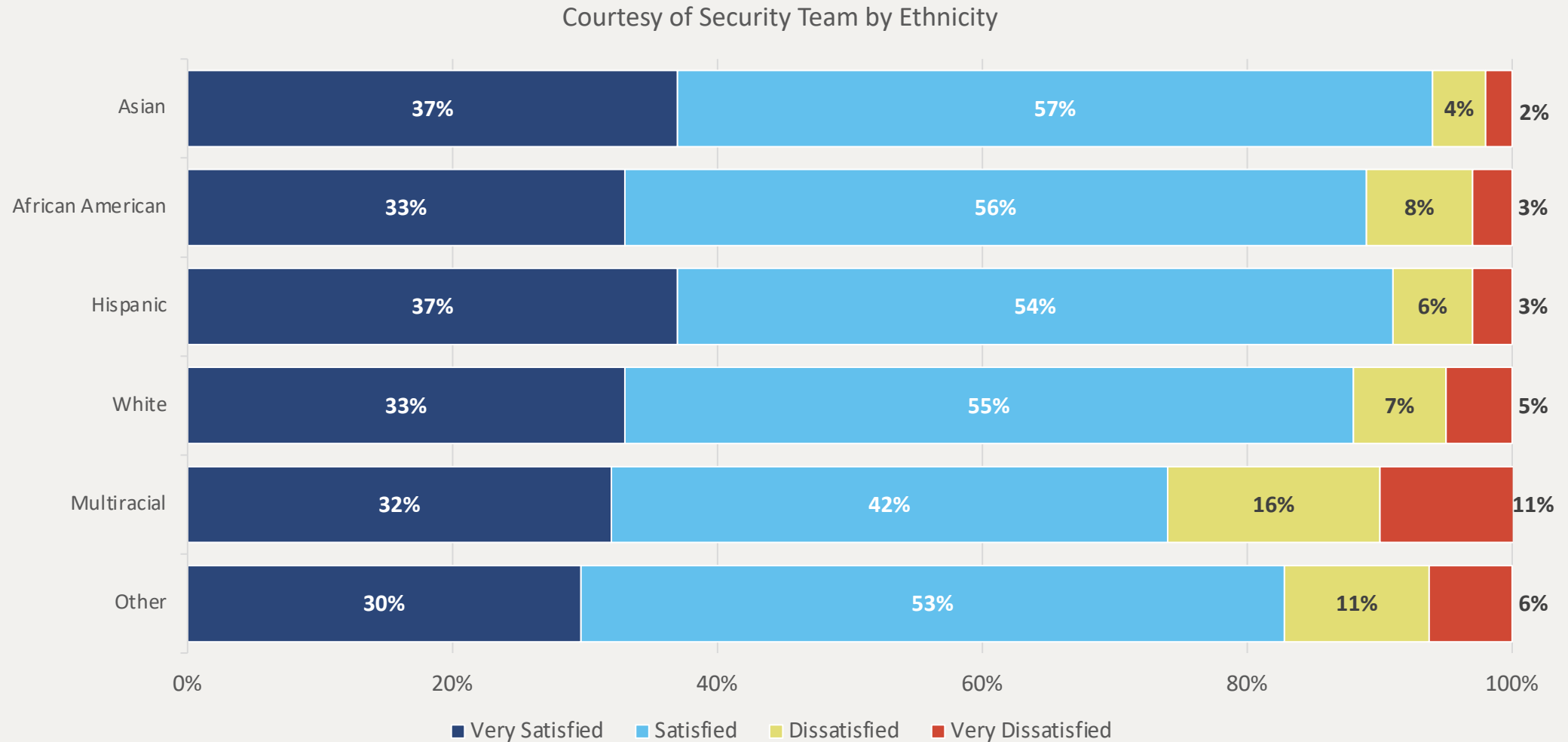
There is no statistical difference in visible security between any of the age groups

# Courtesy of Security Team

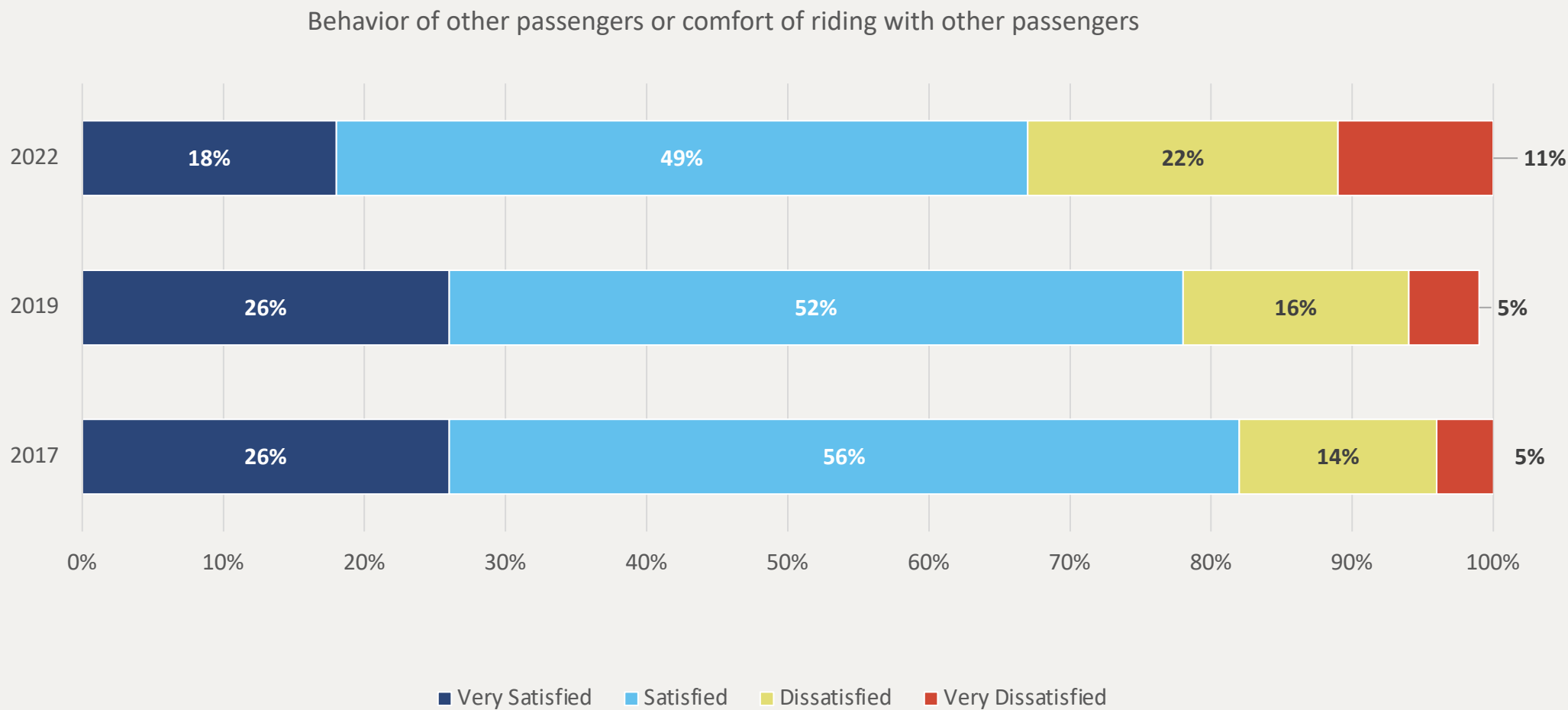


High level of customer satisfaction with courtesy of the security team – 89%

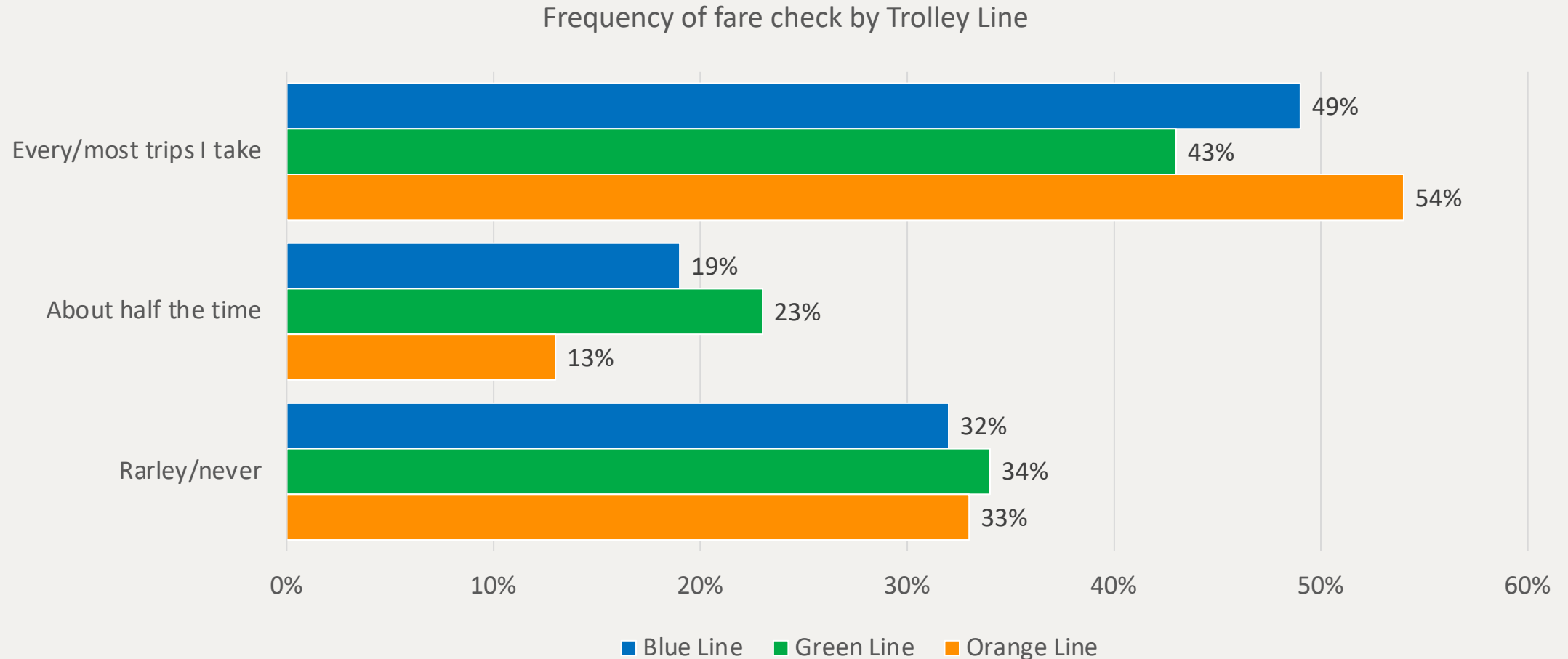
# Courtesy of Security Team by Ethnicity



# Behavior of Other Passengers



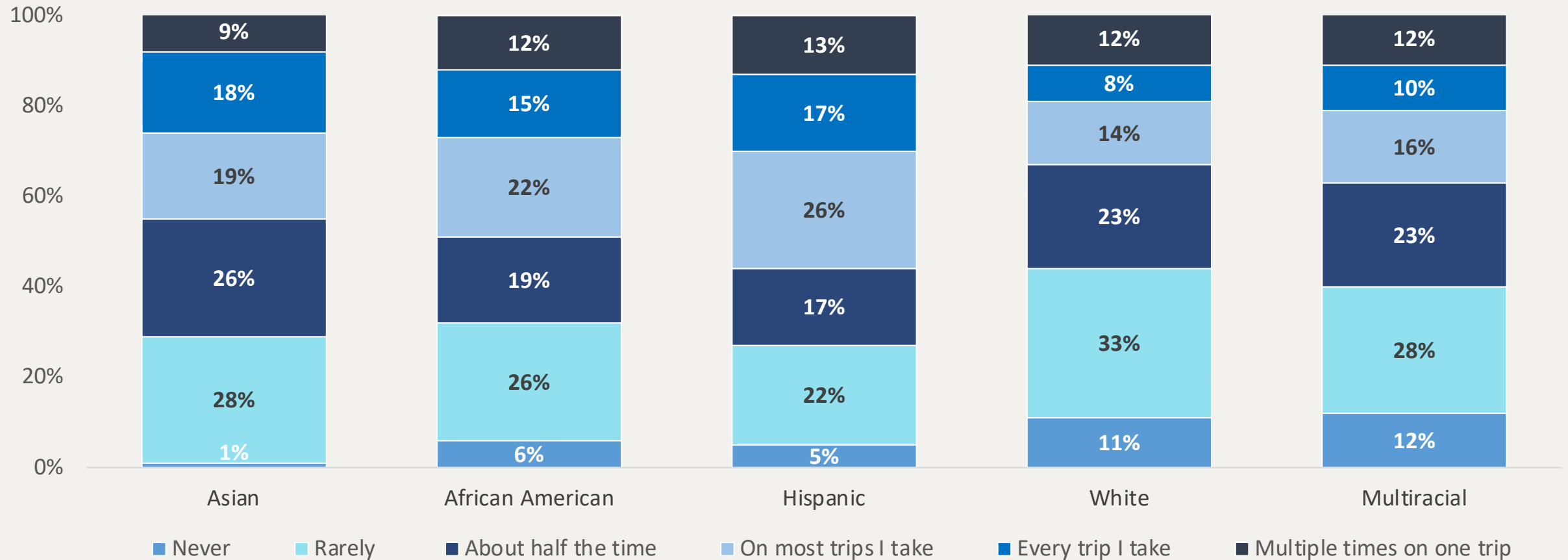
# Frequency of Fare Check – Trolley Line





# Trolley Fare Check by Ethnicity

When you ride the Trolley, how often is your fare checked?

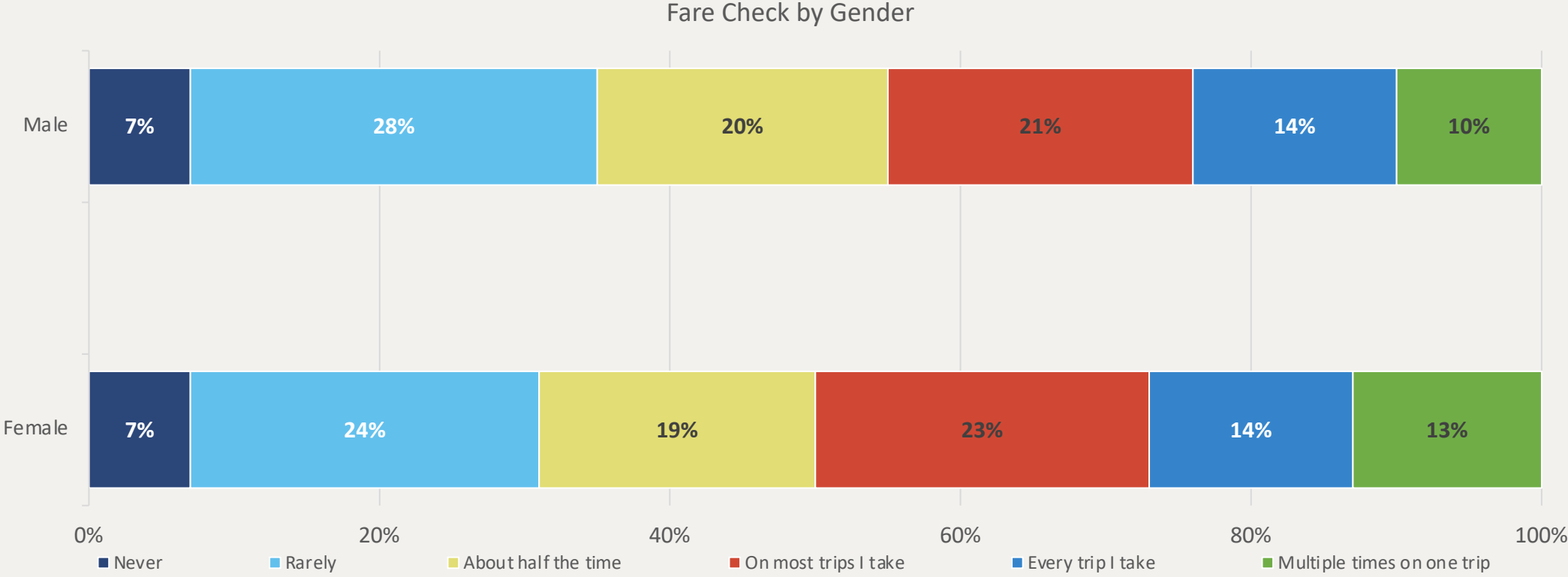


# Fare Check by Ethnicity

	Overall	Blue	Green	Orange
White - Asian	No	No	Yes	No
White - Black/African American	Yes	Yes	Yes	No
White - Hispanic/Latino	Yes	Yes	Yes	No

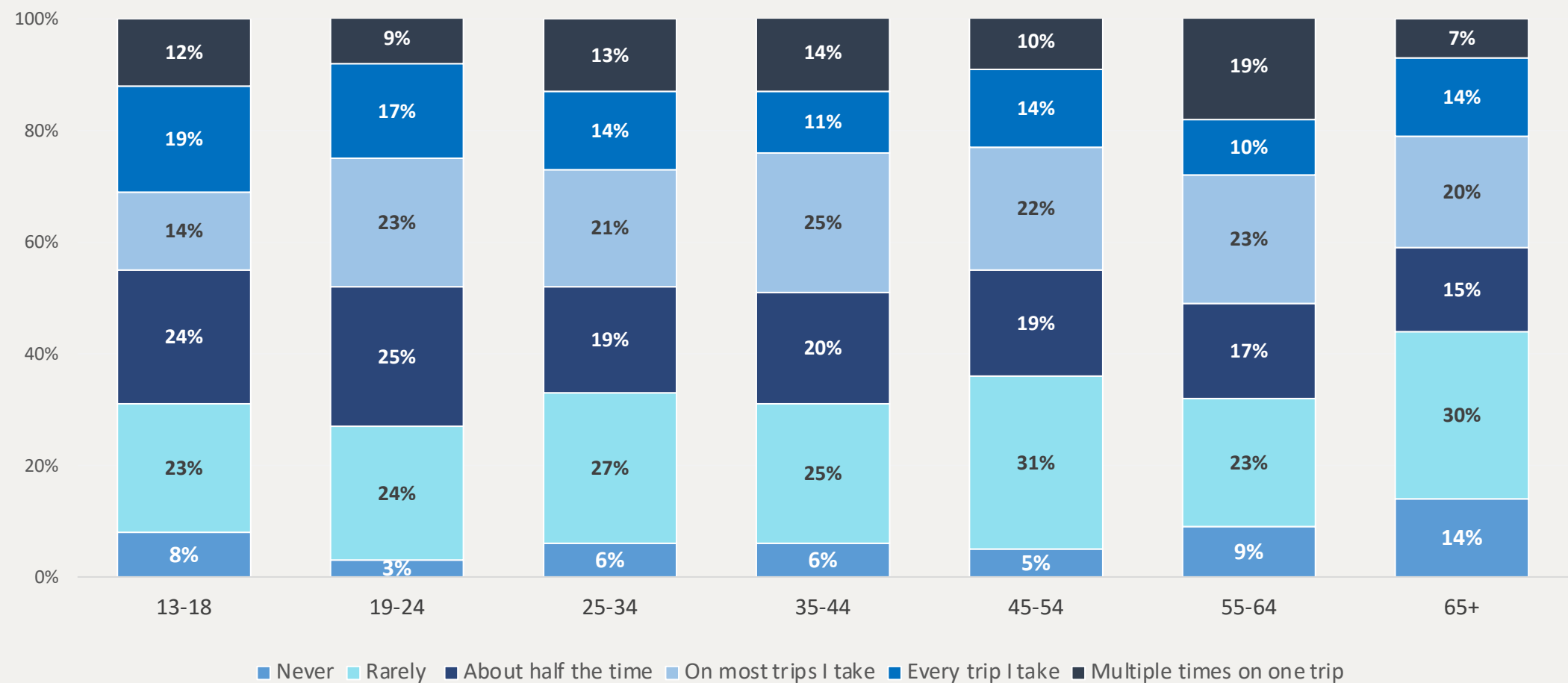
Persons who identify as African American or Latino/a are more likely to perceive that their fare is checked than persons who are White. Overall and on the Blue and Green Line.

# Trolley Fare Check by Gender



Persons who identify as female are statistically more likely to perceive their fare is checked than persons who identify as male

# Trolley Fare Check by Age



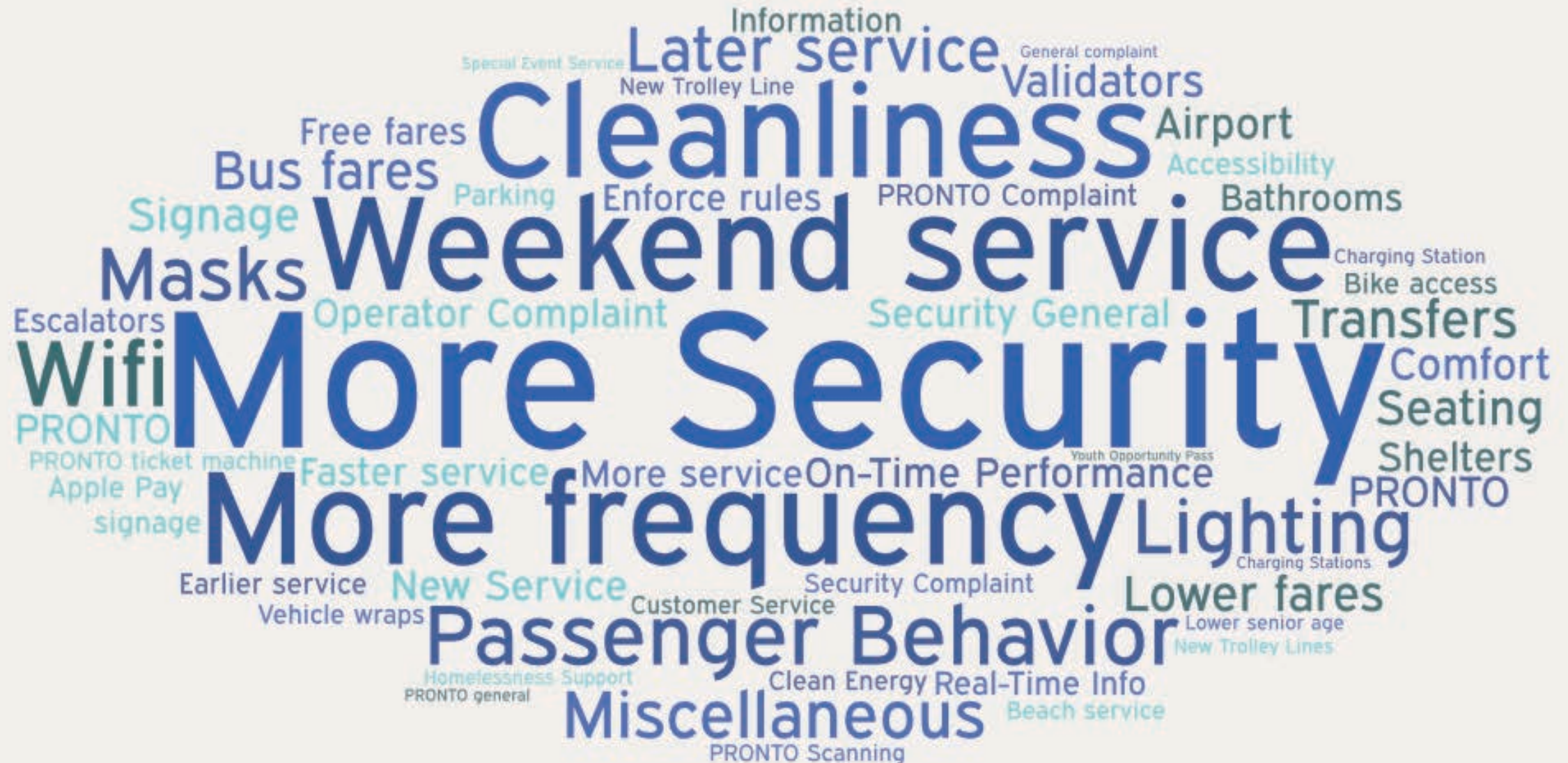
There is no statistical difference in the perceived likelihood of having ones' fare checked relative to reported age

# 06 Voice of the Customer





Briefly tell us what changes would make the biggest difference in improving your transit experience?





# Next Steps

- Presented key findings to Executive Committee – Sept 1
- Presented key findings to Security & Passenger Safety Community Advisory Group – Sep
- Possible additional focus groups/customer survey specifically about security
- Improving data collection for security
  - Staff time allocated to each line
  - Fare inspection data
- Continuing unconscious bias training
- Looking at expanding auxiliary cleaning efforts on Trolleys at key transit centers
- Exploring solutions to improve reporting process for cleanliness issues
  - Direct customer to operations/field staff
- Launching ***Respect the Ride*** rider etiquette campaign this fall

# Questions?



# Thank you!