



Board Report

File #: 2021-0085, **File Type:** Informational Report

Agenda Number: 25.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE MARCH 18, 2021

SUBJECT: 2020 CUSTOMER EXPERIENCE SURVEY RESULTS

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE 2020 Customer Experience Survey Results.

ISSUE

To improve customer experiences for Metro riders and to help prioritize budget choices, staff developed a comprehensive customer experience survey tool. Staff will present highlights of the survey results for 2020, based on customer ratings of over 40 aspects of service.

BACKGROUND

The 2020 Customer Experience Survey was conducted October 7-23, 2020. Due to the COVID-19 pandemic, the survey was conducted on-line among a random sample of customers who previously completed on-board surveys. Note that staff intend to return to on-board surveys after the pandemic recedes.

Results are based on 1,287 completed surveys. Data is weighted to ensure that the findings reflect the demographic composition of Metro riders as taken from the 2019 On-Board survey to ensure equity and inclusion of all riders.

Customer Experience Surveys are an essential source of insight into the customer experience, and are responsive to Board Motion 38.1 (2018) that requires staff to prepare annual customer experience plans.

DISCUSSION

The 2020 Customer Experience survey is being utilized to prioritize and phase customer experience investments for the FY22 budget, and to identify pain points to be addressed in the 2021 Customer Experience Plan. The cornerstone of the survey findings is something called a Quadrant Chart that identifies target issues for improvement based on customer ratings. There is one Quadrant Chart for bus and one Quadrant Chart for rail. Staff plan to also include Metro Micro in future Customer Experience surveys.

DETERMINATION OF SAFETY IMPACT

The Customer Experience Survey report has no immediate impact on safety, however recommendations that flow from the survey can improve safety for Metro riders.

FINANCIAL IMPACT

Staff will be seeking staffing and budget for future Customer Experience surveys in the FY22 budget process, however there is no immediate financial impact related to this receive and file.

The cost of Customer Experience Plan initiatives that flow from the survey results will be considered relative to other Metro priorities and approved during Metro budget processes.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This report supports strategic plan Goal 2, "Deliver outstanding trip experiences for all users of the transportation system."

NEXT STEPS

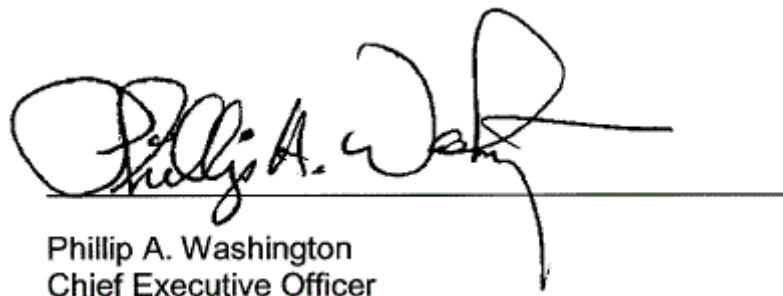
FY22 budget documents will highlight customer experience initiatives recommended in the 2020 Customer Experience Plan and developed in response to 2020 Customer Experience Survey results.

ATTACHMENTS

Attachment A - Customer Experience Survey Results

Prepared by: Aaron Weinstein, EO, Customer Experience, (213) 922-3028

Reviewed by: Nadine Lee, Chief of Staff, (213) 922-7950



Phillip A. Washington
Chief Executive Officer

Would you recommend riding Metro buses to a friend or coworker?

	Valid Percent
Definitely No	5%
2	5%
3	21%
4	21%
Definitely Yes	48%
Total	100%

I want to ride Metro buses more in the future

	Valid Percent
Strongly Disagree	7%
2	8%
3	18%
4	20%
Strongly Agree	47%
Total	100%

Metro buses provides a good value for the money

	Valid Percent
Strongly Disagree	4%
2	5%
3	26%
4	18%
Strongly Agree	46%
Total	100%

When I hear people criticize Metro buses, I want to defend it

	Valid Percent
Strongly Disagree	8%
2	12%
3	27%
4	20%
Strongly Agree	33%
Total	100%

Metro works hard to improve the experience of its bus riders

	Valid Percent
Strongly Disagree	6%
2	9%
3	24%
4	23%
Strongly Agree	38%
Total	100%

Have you ridden a Metro bus at least once in the last three months?

	Valid Percent
Yes	84%
No	16%
Total	100%

**How often do you currently ride Metro buses?
(Current Riders)**

	Valid Percent
5 or more days a week	41%
3-4 days a week	25%
1-2 days a week	16%
At least once a month, but less than 1 day a week	10%
Less than once a month	8%
Total	100%

**How long have you been riding Metro buses?
(Current Riders)**

	Valid Percent
5 or more years	78%
3-4 years	11%
1-2 years	10%
More than 6 months, but less than a year	0%
Less than 6 months	1%
Total	100%

**In January 2020, how often did you ride Metro buses?
(Has Not Taken Metro During Last Three Months)**

	Valid Percent
5 or more days a week	61%
3-4 days a week	18%
1-2 days a week	10%
At least once a month, but less than 1 day a week	6%
Less than once a month	6%
Total	100%

In January 2020, how long had you been riding Metro buses? (Has Not Taken Metro During Last Three Months)

	Valid Percent
5 or more years	46%
3-4 years	25%
1-2 years	18%
More than 6 months, but less than a year	6%
Less than 6 months	4%
Total	100%

On a scale of 1-10, with 1 being poor and 10 being excellent, please rate your satisfaction with the following aspects of METRO BUSES (Mean Average)

How frequently buses run	7.0
Metro bus hours of operation	7.4
Bus speed/travel time	7.5
Bus comes on-time	6.9
Ease of getting from my home to my bus stop	8.4
Ease of getting from bus stop to my destination	8.2

Timeliness of connection to other bus or train (if you transfer)	7.3
Availability of accurate bus arrival time info	7.2
Enough room on the bus	6.7
Comfort of bus seats (if used)	6.9
Cleanliness inside the bus	6.0
Smoothness of bus ride (not too jerky or bumpy)	7.2
Noise level inside the bus	6.8
Age/condition of the bus	7.4
Temperature on the bus	7.7
Bus stop seating	5.7
Cleanliness of bus stop area	5.1
Shade at bus stop	4.7
How well Metro addresses homelessness on buses	5.1
Safe from harassment based on my race or ethnicity	6.7
Safe from sexual harassment	6.8
Presence of security staff on buses	4.6
Buses and bus stops kept free of graffiti	5.8
Enforcement of Metro rules	5.9
Personal security on Metro buses during the day	5.6
Personal security at Metro bus stops during the day	5.3

Personal security on Metro buses at night	4.8
Personal security at Metro bus stops at night	4.5
Helpfulness and courtesy of Metro employees	7.1
Delay advisories (when there are delays)	6.0
Wifi availability and quality on the bus	5.9
Ease of fare payment	7.8
Ease of getting info to plan my trips	7.6
Information on where to go to connect with another bus or train (if you transfer)	7.6
Signs at the bus stop	7.8
Next stop information on the bus	7.6
Availability of bike storage (if applicable)	7.8
Availability of car parking (if applicable)	7.5
Metro.net website	7.7
Transit app	7.7

Thinking about your experiences during your entire journey door to door and all of your interactions with Metro, how satisfied are you with Metro Bus?

Valid Percent

Very Dissatisfied	2%
2	8%
3	23%
4	34%
Very Satisfied	33%
Total	100%

Do you own or have regular access to a car?

	Valid Percent
Yes	28%
No	72%
Total	100%

Do you own a:

	Valid Percent
Smartphone	73%
Cell Phone	23%
I do not own a smartphone or a cell phone	4%
Total	100%

Does your smartphone have a:

	Valid Percent
Data Plan	87%
No data plan	2%
I am not sure/don't know	10%
Total	100%

Before Metro implemented all door boarding, how did you typically pay your fare?

	Valid Percent
30-Day Pass	31%
TAP Stored Value	30%
Cash	23%
7-Day Pass	7%
Other	5%
Day Pass	4%
Total	100%

Do you have any disabilities?

	Valid Percent
Yes	14%
No	86%
Total	100%

What type of disability do you have? (multiple reponse)

	Valid Percent
Mobility – do not use wheelchair	45%
Mobility – use wheelchair	30%
Mental or cognitive	15%
Other disability	15%
Low vision	4%
Blindness	3%
Deaf/ hard-of-hearing	1%

What is your gender identity?

	Valid Percent
Male	49%
Female	50%
Non-binary	1%
Total	100%

What is your age?

	Valid Percent
Under 18	5%
18-24	21%
25-34	23%
35-44	16%
45-54	17%
55-64	10%
65+	7%
Total	100%

What is your race or ethnic identification?

	Valid Percent
Latinx/Hispanic	67%
Black/African American	17%
White/Caucasian	6%
Asian/Pacific Islander	6%
Native American	1%
Other	3%
Total	100%

What is your household's total annual earnings?

	Valid Percent
Under \$10,000	35%
\$10,000 - \$19,999	27%
\$20,000 - \$29,999	12%
\$30,000 - \$39,999	8%
\$40,000 - \$49,999	6%
\$50,000 - \$59,999	4%
\$60,000 - \$69,999	2%
\$70,000 - \$79,999	2%
\$80,000 - \$89,999	1%
\$90,000 - \$99,999	1%
\$100,000 - \$124,999	1%
\$125,000 - \$149,999	1%
\$150,000 or more	1%
Total	100%

Including yourself, how many people live in your household?

	Valid Percent
1	21%
2	22%
3	15%
4	18%
5	12%
6 or more	12%
Total	100%

Do you personally speak a language other than English at home?

	Valid Percent
Yes	60%
No	40%
Total	100%

What language do you speak at home? (multiple reponse)

	Valid Percent
Spanish	87%
Korean	2%
Chinese	2%
Armenian	2%
Japanese	1%
Vietnamese	1%
Russian	1%
Other (Bengali, French, German, Tagalog, etc.)	9%

How well do you speak English?

	Valid Percent
Very Well	64%
Well	20%
Not well	14%
Not at all	3%
Total	100%

Survey conducted in:

Valid Percent

English	82%
Spanish	18%
Total	100%

Would you recommend riding Metro Rail to a friend or coworker?

	Valid Percent
Definitely No	7%
2	9%
3	20%
4	19%
Definitely Yes	45%
Total	100%

I want to ride Metro Rail more in the future

	Valid Percent
Strongly Disagree	5%
2	10%
3	17%
4	19%
Strongly Agree	49%
Total	100%

Metro Rail provides a good value for the money

	Valid Percent
Strongly Disagree	4%
2	6%
3	17%
4	25%
Strongly Agree	48%
Total	100%

When I hear people criticize Metro Rail, I want to defend it

	Valid Percent
Strongly Disagree	12%
2	13%
3	27%
4	19%
Strongly Agree	29%
Total	100%

Metro works hard to improve the experience of its rail riders

	Valid Percent
Strongly Disagree	10%
2	11%
3	27%
4	22%
Strongly Agree	30%
Total	100%

Have you ridden a Metro train at least once in the last three months?

	Valid Percent
Yes	58%
No	42%
Total	100%

**How often do you currently ride Metro Rail?
(Current Riders)**

	Valid Percent
5 or more days a week	36%
3-4 days a week	20%
1-2 days a week	15%
At least once a month, but less than 1 day a week	16%
Less than once a month	13%
Total	100%

How long have you been riding Metro Rail? (Current Riders)

	Valid Percent
5 or more years	64%
3-4 years	27%
1-2 years	9%
More than 6 months, but less than a year	1%
Total	100%

**In January 2020, how often did you ride Metro Rail?
(Has Not Taken Metro During Last Three Months)**

	Valid Percent
5 or more days a week	42%
3-4 days a week	26%
1-2 days a week	19%
At least once a month, but less than 1 day a week	9%
Less than once a month	4%
Total	100%

In January 2020, how long had you been riding Metro Rail? (Has Not Taken Metro During Last Three Months)

	Valid Percent
5 or more years	42%
3-4 years	19%
1-2 years	25%
More than 6 months, but less than 1 year	1%
Less than 6 months	12%
Total	100%

On a scale of 1-10, with 1 being poor and 10 being excellent, please rate your satisfaction with the following aspects of METRO TRAINS (Mean Average)

How frequently trains run	7.5
Metro Rail hours of operation	7.7
Train speed/travel time	7.9
Train comes on-time	7.4
Ease of getting from my home to my station	7.8
Ease of getting from station to my destination	8.1

Timeliness of connection to other bus or train (if you transfer)	6.8
Availability of accurate train arrival time info	7.5
Enough room on the train	7.0
Comfort of train seats (if used)	6.5
Cleanliness inside the train	5.2
Smoothness of train ride (not too jerky or bumpy)	7.7
Noise level inside the train	6.5
Age/condition of the train	7.0
Temperature on the train	7.3
Train station seating	5.6
Cleanliness of train station	5.7
Shade in area where I wait for my train	6.6
Escalators (if applicable)	6.7
Elevators (if applicable)	5.9
How well Metro addresses homelessness on trains	3.8
Safe from harassment based on my race or ethnicity	5.9
Safe from sexual harassment	5.7
Presence of security staff on trains	4.6

Trains and stations kept free of graffiti	6.0
Enforcement of Metro rules	5.2
Personal security on Metro trains during the day	5.5
Personal security at Metro train stations during the day	5.8
Personal security on Metro trains at night	4.6
Personal security at Metro train stations at night	4.4
Helpfulness and courtesy of Metro employees	6.8
Delay advisories (when there are delays)	6.4
Cellular signal availability and quality on the train	6.8
Ease of fare payment	7.9
Ease of getting info to plan my trips	7.4
Information on where to go to connect with another bus or train (if you transfer)	6.9
Station signs	7.4
Next stop information on the train	7.9
Availability of bike parking (if applicable)	6.9
Availability of car parking (if applicable)	6.6
Metro.net website	7.1
Transit app	7.1

Thinking about your experiences during your entire journey door to door and all of your interactions with Metro, how satisfied are you with Metro Rail?

Valid Percent

Very Dissatisfied	7%
2	5%
3	29%
4	28%
Very Satisfied	30%
Total	100%

Do you own or have regular access to a car?

Valid Percent

Yes	44%
No	56%
Total	100%

Do you own a:

Valid Percent

Smartphone	85%
Cell Phone	14%
I do not own a smartphone or a cell phone	1%
Total	100%

Does your smartphone have a:

Valid Percent

Data Plan	89%
No data plan	3%
I am not sure/don't know	8%
Total	100%

Before Metro implemented all door boarding, how did you typically pay your fare?

	Valid Percent
TAP Stored Value	55%
30-Day Pass	23%
Cash	9%
7-Day Pass	7%
Other	5%
Total	100%

Do you have any disabilities?

	Valid Percent
Yes	8%
No	92%
Total	100%

Disability (multiple reponse)

	Valid Percent
Mental or cognitive	38%
Mobility – do not use wheelchair	34%
Low vision	24%
Other disability	18%
Mobility – use wheelchair	3%

What is your gender identity?

	Valid Percent
Male	49%
Female	46%
Non-binary	4%
Total	100%

What is your age?

	Valid Percent
Under 18	3%
18-24	15%
25-34	31%
35-44	19%
45-54	13%
55-64	14%
65+	6%
Total	100%

What is your ethnicity?

	Valid Percent
Latinx/Hispanic	47%
Black/African American	17%
White/Caucasian	19%
Asian/Pacific Islander	12%
Native American	1%
Other	5%
Total	100%

What is your household's total annual earnings?

	Valid Percent
Under \$10,000	25%
\$10,000 - \$19,999	16%
\$20,000 - \$29,999	11%
\$30,000 - \$39,999	9%
\$40,000 - \$49,999	7%
\$50,000 - \$59,999	4%
\$60,000 - \$69,999	5%
\$70,000 - \$79,999	3%
\$80,000 - \$89,999	3%
\$90,000 - \$99,999	2%
\$100,000 - \$124,999	4%
\$125,000 - \$149,999	4%
\$150,000 or more	8%
Total	100%

Including yourself, how many people live in your household?

	Valid Percent
1	33%
2	25%
3	13%
4	14%
5	7%
6 or more	8%
Total	100%

Do you personally speak a language other than English at home?

	Valid Percent
Yes	51%
No	49%
Total	100%

What language do you speak at home? (multiple reponse)

	Valid Percent
Spanish	68%
Chinese	2%
Korean	2%
Russian	2%
Japanese	2%
Armenian	1%
Vietnamese	1%
Other (Bengali, French, German, Tagalog, etc.)	25%

How well do you speak English?

	Valid Percent
Very Well	75%
Well	18%
Not well	6%
Not at all	1%
Total	100%

Survey conducted in:

	Valid Percent
English	92%
Spanish	8%
Total	100%



Customer Experience Survey Results

Operations, Safety, and Customer Experience Committee

March 18, 2021



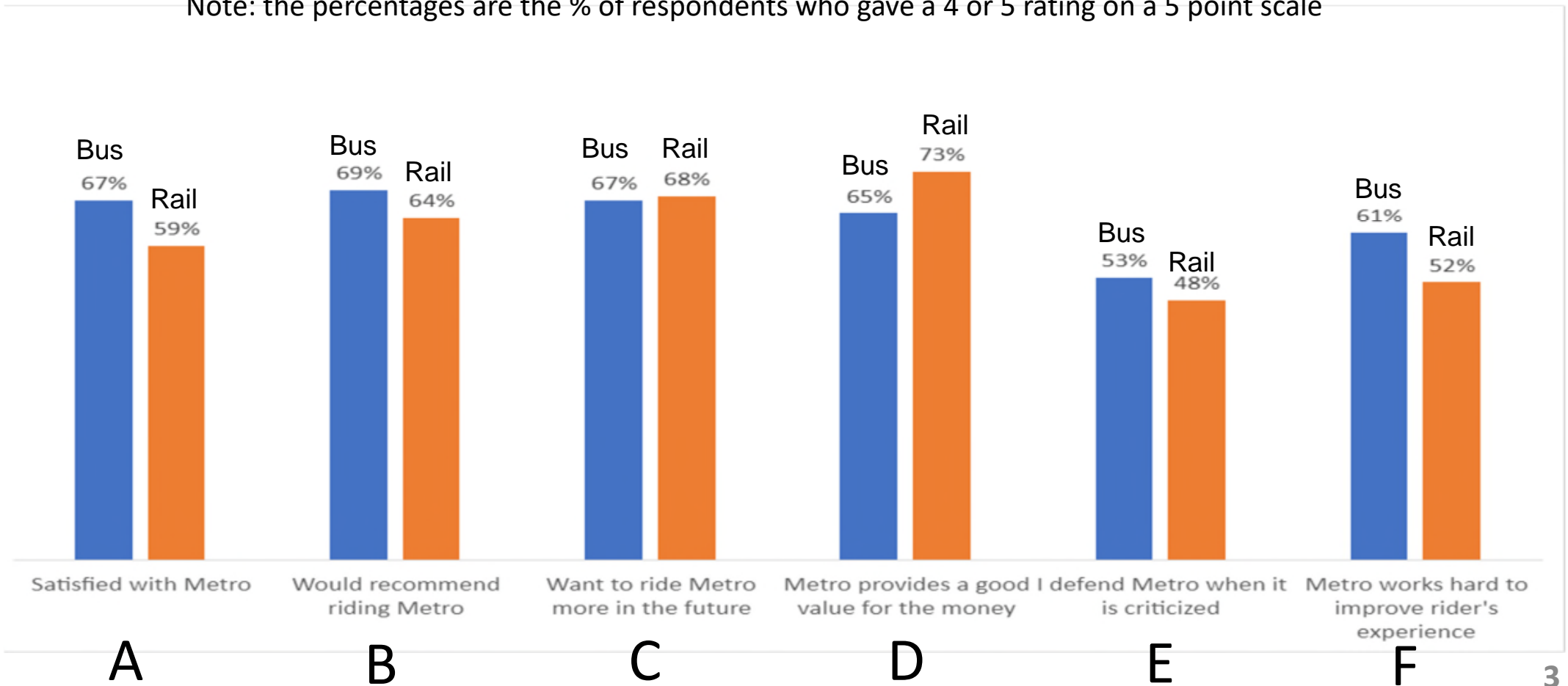
Metro

Methodology

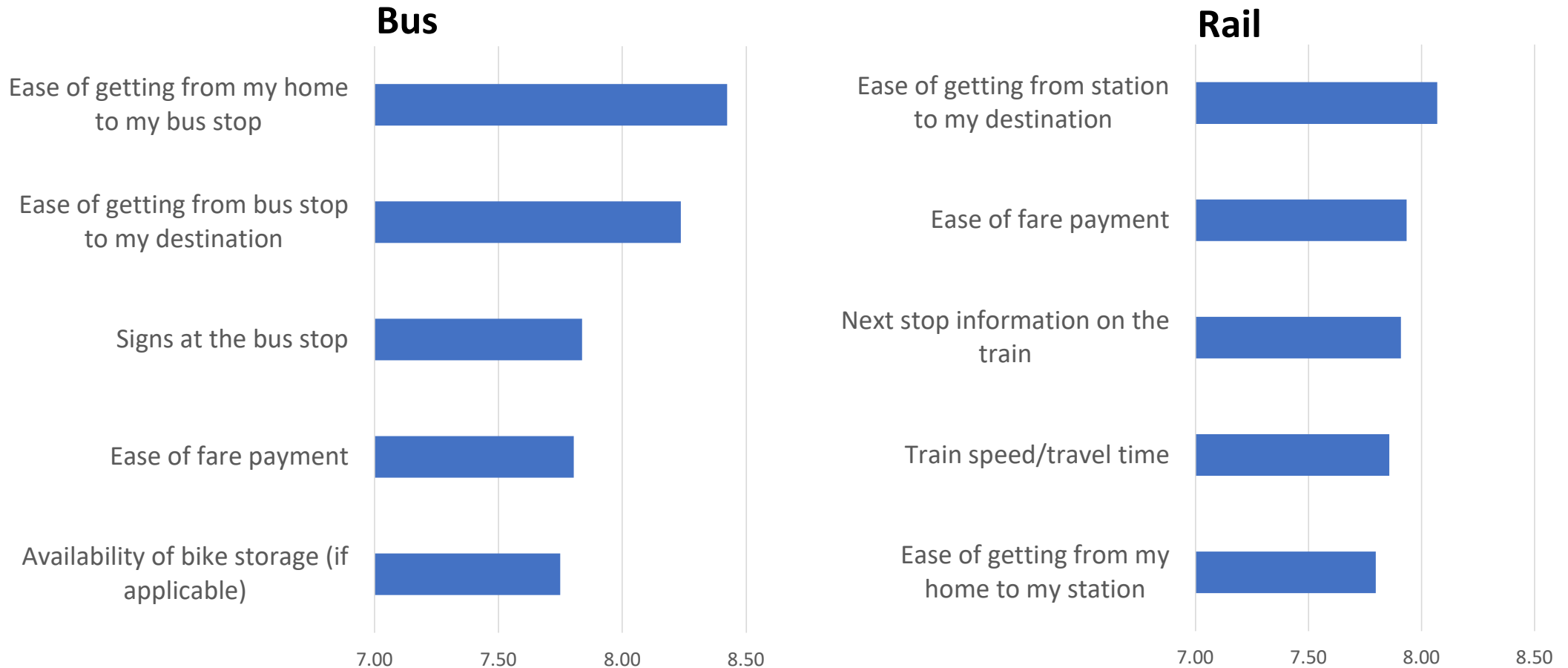
1. Method: online with email invitation
2. Sample: respondents from previous, random sample, on-board surveys
3. Completed surveys: 1,287, October 7-23, 2020
4. Response rate: 21%
5. Questionnaire: rate over 40 aspects of service, respondent characteristics, comments. Multiple languages.
6. Data processing:
 - Filtered to include only riders in 2020, including those who stopped riding due to the COVID pandemic
 - Weighted to reflect 2019 on-board survey results

Overall Perceptions of Metro

Note: the percentages are the % of respondents who gave a 4 or 5 rating on a 5 point scale



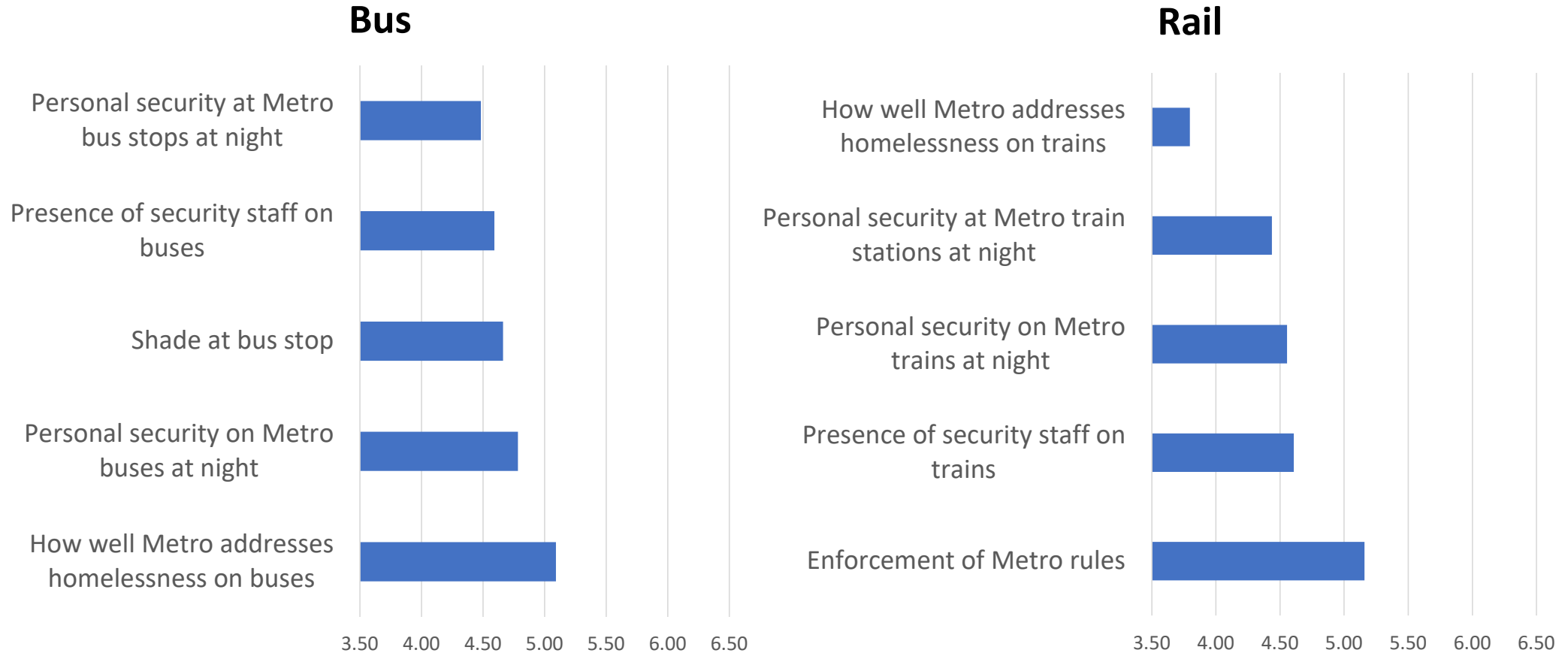
Top Five Aspects of Customer Experience



Source: 2020 Customer Experience Survey

Average Scores Shown. Scale: 1=Poor to 10=Excellent

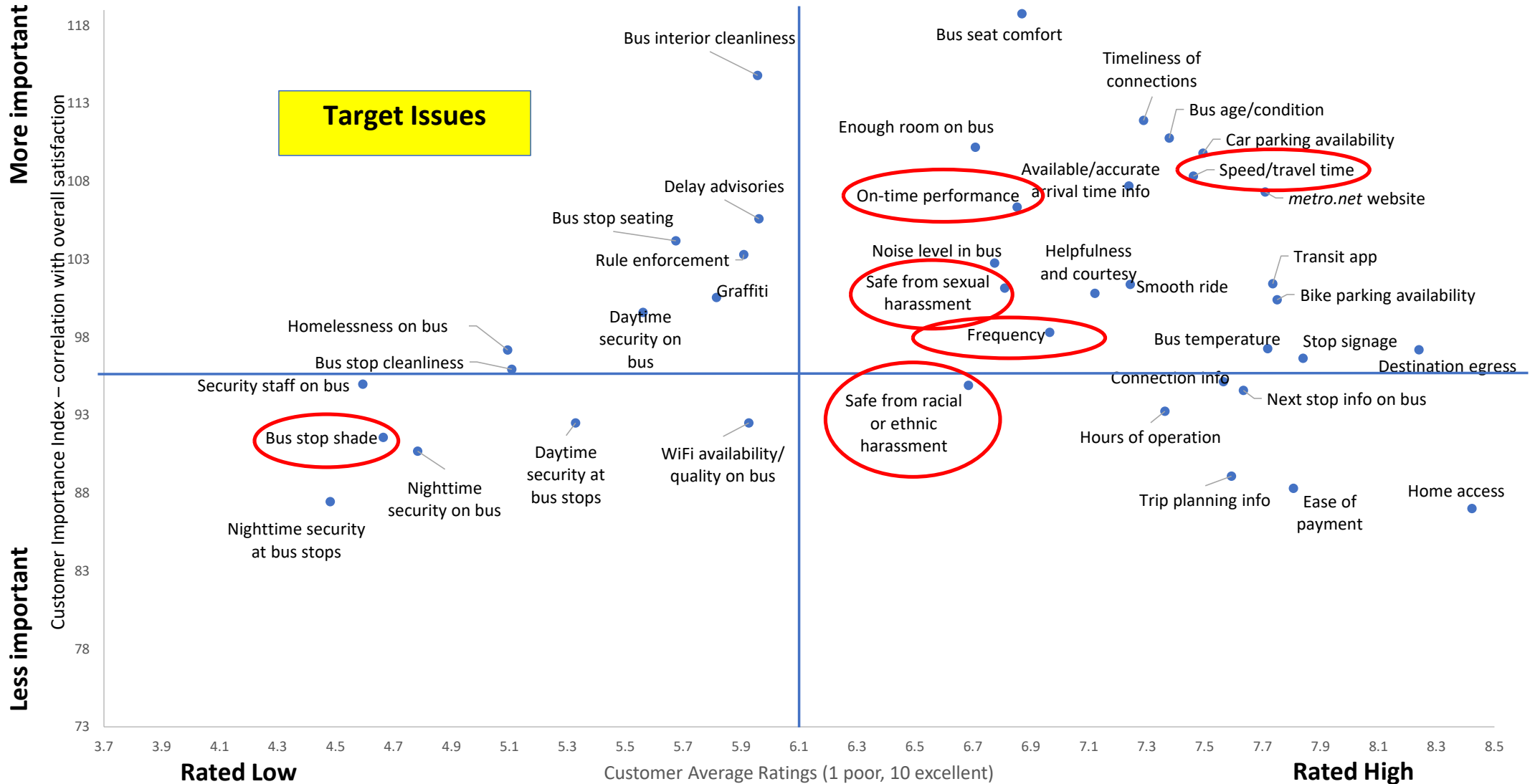
Bottom Five Aspects of Customer Experience



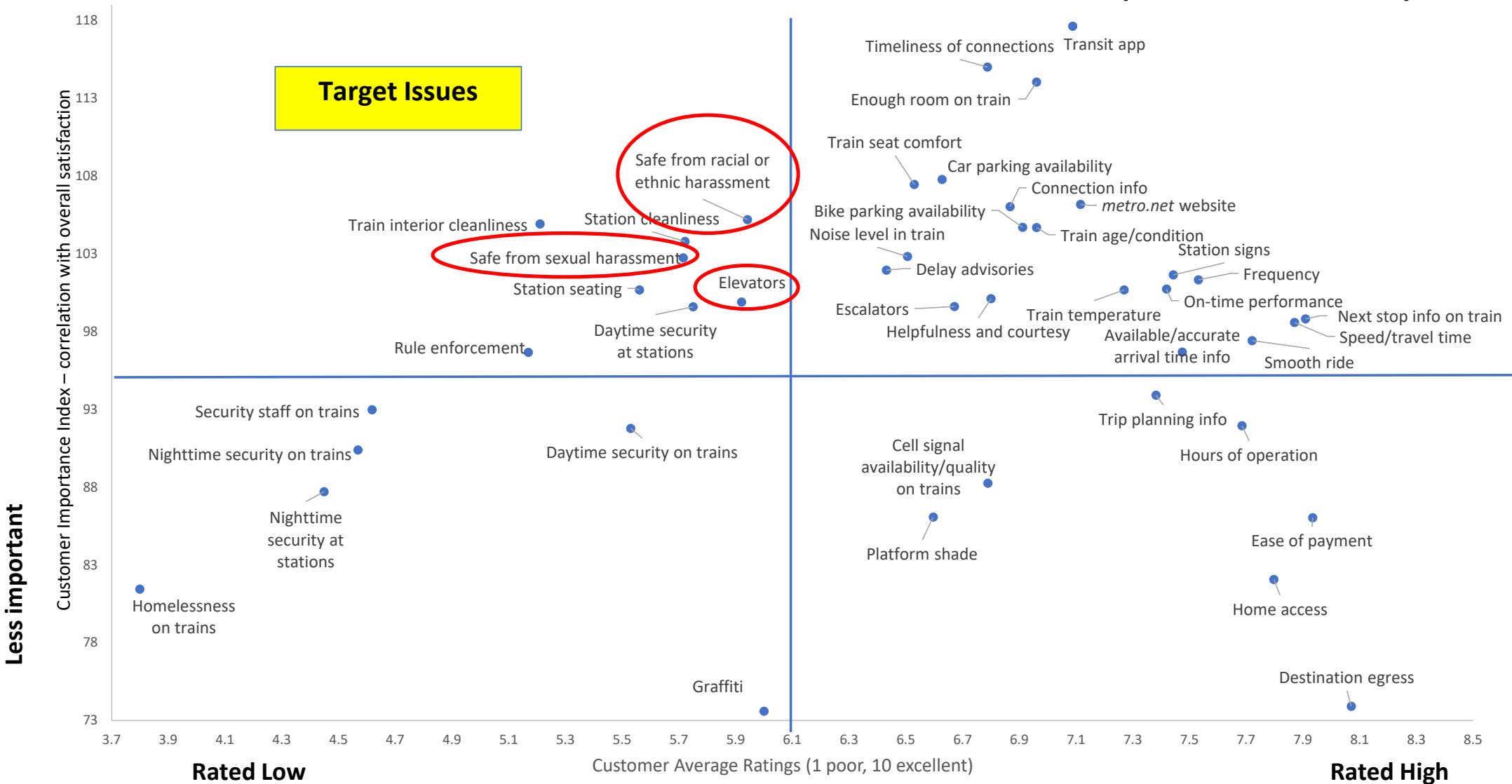
Source: 2020 Customer Experience Survey

Average Scores Shown. Scale: 1=Poor to 10=Excellent

Bus Quadrant Chart – 2020 Customer Experience Survey



Rail Quadrant Chart – 2020 Customer Experience Survey





Customer Experience Survey Results

Operations, Safety, and Customer Experience Committee

March 18, 2021



Metro