



Board Report

File #: 2022-0515, **File Type:** Informational Report

Agenda Number: 37.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE OCTOBER 20, 2022

SUBJECT: 2022 CUSTOMER EXPERIENCE SURVEY RESULTS

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE 2022 Customer Experience Survey Results.

ISSUE

Metro's annual Customer Experience (CX) Survey is used to develop an in-depth understanding of pain-points negatively impacting the customer experience. The CX Team then uses these insights learned from the survey to create strategic initiatives/action items that will address pain-points which will improve the customer experience.

The report presents the following information:

- 1) Highlight the CX survey results for 2022 including customer demographics in comparison to the last on-board intercept survey conducted in 2019 and customer satisfaction ratings for different aspects of service. The 2022 survey covered 25 aspects of service with 12,239 customer ratings with a 63% response rate.
- 2) Provide an update on the 2022 CX Action Items, as included in the 2022 CX Plan.

BACKGROUND

In 2018, the Metro Board of Directors passed Motion 38.1 (2018) that established the annual Customer Experience Plan to develop a comprehensive approach for improving customer satisfaction. One of the specific initiatives was to use data and analytics to benchmark and measure system performance in meeting customer satisfaction targets. The Customer Experience Surveys are an essential source of insight into the customer experience to better understand our riders' experience, prioritize investments, and track trends over time to gauge success.

A brief timeline of customer experience-related events at Metro is provided below since the adoption of Board Motion 38.1 (2018):

- April 2020 - Metro established the Customer Experience team by hiring its first Executive Officer of Customer Experience.
- October 2020 - the first Customer Experience Survey was administered via online survey

- December 2020 - the first Customer Experience Plan was adopted.
- October 2021 - Due to the pandemic, a 2021 CX Survey was not conducted and a 2021 CX Plan was forgone in place of a Board presentation and update.
- April 2022 - the second CX plan was filed with the Board. The plan included results from the 2020 CX Survey analyzed using Quadrant Charts to identify and prioritize target issues based on customer satisfaction and importance as well as provided a fiscally constrained list of CX Action Items, unlike in the first 2020 CX Plan.
- July 2022 - the CEO established the Customer Experience Department hiring the first Chief Customer Experience Officer (CXO).

As we continue our efforts to improve the customer experience, this data helps us understand the evolving needs and priorities of our customers. As one of several surveys administered by Metro, we conduct this survey to provide further insight into the demographics and ridership preferences of Metro customers. The survey was designed to help us understand:

- Who is currently riding Metro?
- What is Metro doing right vs. what we need to improve for the customer experience?
- Identify pain-points needed to be prioritized for our riders.
- Track Metro's progress overtime by comparing these results to the 2020 CX Online Survey.
- Evoke conversations with internal stakeholders around aspects to improve the customer experience.

DISCUSSION

The 2022 Customer Experience Survey was conducted in March - May 2022. Now that many pandemic restrictions have lifted, we conducted intercept surveys on-board bus, rail and Micro with riders vs. our 2020 online survey.

Results are based on 12,239 completed surveys. Data is weighted to ensure that the findings reflect the demographic composition of current Metro riders to ensure representation.

Metro uses the 2022 Customer Experience survey to prioritize and phase customer experience investments for the FY24 budget and to identify pain points to be addressed in the 2023 Customer Experience Plan. Survey findings are reviewed and analyzed using a method incorporating customer satisfaction and importance.

KEY FINDINGS:

Age: Increase in riders

Age:

- An average of 67% of Metro riders fall between the ages of 25-64 years old, which is a 6% increase from 2019.
- Under 18 segment of riders shows a decrease from 11% in 2019 to 7% in 2022.

Ethnicity:

- Statistically unchanged from pre-Pandemic (2019), Latinx/Hispanic is the largest ethnic group equaling 58% of riders, while African Americans are second largest at 14% (slightly down from 16% in 2019).

Languages Spoken at Home:

- 52% of surveyed bus/rail riders said that they speak English at home, and 42% reported that they speak Spanish.
- 77% of our riders speak English well or very well, while 23% speak it not well or not at all.
- We included 9 languages in addition to English and Spanish for our survey questionnaire.

Gender Identity:

- Female identifying **Bus** riders decreased from 53% in 2019 to 49% in 2022.
- Female identifying **Rail** riders also decreased slightly, from 46% in 2019 to 44% in 2022.

Household Earnings:

- 83% (81% in 2019) of riders reported making a household income of under \$50,000, while those making \$50,000 or more made up 17% (20% in 2019) of respondents.

Type of Fare:

- The One-Trip fare and 30-Day Pass, both at 32%, are the two most used fare types by our users. That is a decrease from 2019 of 20 percentage points (52%) for One-Trip fare and an increase of 13 percentage points (19%) for the 30-Day Pass.

Fare Discount Type:

- For reported fare discount type, the LIFE fare tripled from 8% in 2019 to 25% in 2022. This corresponds with the increase in marketing the LIFE program.

Technology Use and Fare Payment:

- 79% of riders own smartphones with available data. That is an increase of 19% from 2019 (60%). Relatedly, 73% pay with TAP, of which 10% use the TAP smartphone app since its launch in September 2020..

Ridership:

- Customers who ride Metro at least three (3) days per week have declined by 10% from 2019 to 78% in 2022.
- Access to a car has increased from 21% in 2019 to 27% in 2022. Increases in gas prices at the time of the survey may have aided these increases.

Bus & Rail Overall Perceptions:

- 58% of **Rail** riders are satisfied with Metro which is a small decrease of 1% since 2020.

- 60% of **Bus** riders reported being satisfied with Metro which is a 7% decrease from 2020.

Bus & Rail Target Issues:

2022 Customer Experience Survey Top Five (5) Target Issues	
Rail	Bus
How well Metro addresses homelessness on trains	Cleanliness inside the bus
Cleanliness inside the train	Bus comes on time
Cleanliness of train stations	Enough room on the bus
Safety from crime	How frequently buses run
Enforcement of Metro Rules	Enforcement of Metro rules

Rail & Bus Target Issues - Female Customers:

When looking at the 2022 results specifically for female-identifying survey respondents, many of the are the same for bus. For rail, homelessness, cleanliness, and safety all ranked higher.

2022 Customer Experience Survey Top Five (5) Target Issues - Female Responses	
Rail	Bus
How well Metro addresses homelessness on trains	Cleanliness inside the bus
Cleanliness inside the train	Accurate and timely information about delays
Cleanliness of train stations	Bus comes on time
Safety from crime	
Safety from sexual harassment	

Metro Micro:

2022 is the first year the CX Survey included Metro Micro. Overall, Metro Micro had high levels of customer satisfaction for the aspects of service measured. The target issues listed below scored higher than bus and rail.

1. Micro comes on time
2. How quick I was able to get a ride
3. Availability of accurate info to plan my trip
4. How long it takes to get where I am going
5. Availability of accurate real-time info

CUSTOMER EXPERIENCE ACTION ITEM UPDATES:

A brief update highlighting some successes and that are related to the 2022 CX Survey target issues include:

- **Vinyl Seats Transition** - the transition from cloth to easier-to-keep-clean vinyl seats has made significant progress. As of August, 49% of buses and 89% of rail cars have been installed with vinyl seats.
- **Cleaning Surge (end of line, midday bus, trackway, and escalators)** - enhanced cleaning efforts by various maintenance and contract services have been underway since 2020.
 - End of Line cleaning campaign continues to happen on the Red/Purple lines where litter is removed and wipe downs of seats and poles occur while the train is docked at the end of a line.
 - Midday bus interior cleaning was expanded to three layover locations, reaching over 1,600 buses in the month of July focused on retrieving pieces of trash, cleaning spills, removing graffiti, and wiping down surfaces and seats.
 - Trackway debris removal is occurring bi-weekly at seven (7) high priority stations, with other Red/Purple line station trackways being cleaned at least once a month.
 - Escalator step cleaning was increased to four times per year effective July 2021 and has been maintained at that frequency.
- **Metro Ambassadors Program** - the Metro Ambassadors Program achieved two significant milestones. In June, the Board approved the award of \$122 million to enlist two vendors, Strive Well-Being and RMI International, Inc to provide Transit Ambassador program services. In September, Metro developed and directed a comprehensive two-week pre-deployment training on customer service, public safety awareness, de-escalation, trauma informed response, emergency preparedness, and transit operations for the first group of Ambassadors.

EQUITY PLATFORM

The Customer Experience Survey results are used to identify pain points of our customers that are used to inform the upcoming 2023 Customer Experience (CX) Plan. The 2022 CX Survey was administered in nine (9) different languages, in addition to English and Spanish. A training was administered to surveyors to offer the survey to all Metro riders including those with disabilities.

The CX Plan recommends a range of initiatives that would benefit marginalized communities, low-income households, people with disabilities, and Equity Focus Communities (EFCs). Previously, the 2022 CX Plan included a specific chapter on Diverse Riders, Diverse Needs and the upcoming Plan will include the same chapter to build upon current projects and recommend future actions.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Metro is working to create a customer-centric/customer-first culture amongst all employees to improve customer experiences for its riders. Therefore, the 2022 CX Survey supports strategic plan goals:

- Goal #1: “Invest in a world class bus system that is reliable, convenient, and attractive to more users for more trips.”
- Goal #2: “Deliver outstanding trip experiences for all users of the transportation system.”

NEXT STEPS

These latest survey results will be the basis for updating customer profiles and identifying CX initiatives throughout Metro that are aimed at improving the customer experience. FY24 budget documents will highlight customer experience initiatives recommended in the 2023 Customer Experience Plan and developed in response to 2022 Customer Experience Survey results.

ATTACHMENTS

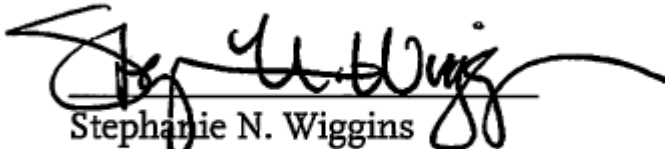
Attachment A - Board Report - Motion 38.1 Response

Attachment B - 2022 Metro Customer Survey

Attachment C - 2022 Metro Customer Survey Results

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Stephanie N. Wiggins
Chief Executive Officer



Board Report

File #: 2018-0668, **File Type:** Motion / Motion Response

Agenda Number:

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE JANUARY 17, 2019

SUBJECT: CUSTOMER EXPERIENCE MOTION 38.1 RESPONSE

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE the status update for Motion 38.1 about the customer experience program.

ISSUE

On June 21, 2018, the Board of Directors (Board) approved Motion 38 by Directors Garcetti, Kuehl, Bonin and Garcia (Attachment A), requesting staff to:

- A. Rename the System Safety, Security, and Operations Committee to the Operations, Safety, and Customer Experience Committee;
- B. Endorse Travel Speed, Service Frequency, and System Reliability as the highest priority service parameters to guide the work of the NextGen Bus Study;
- C. Develop customer experience key performance indicators (KPIs) within Operations, Communications, Information & Technology Services, TAP, System Security and Law Enforcement, and other functional areas of MTA to regularly report on the status of the system, transit service, and the transit service environment;
- D. Develop an Annual Customer Service and Experience Plan, including but not limited to improvements planned and desired for:
 1. KPIs developed under section C
 2. The status of the Customer Service & Experience projects
 3. Key accomplishments, objectives and challenges in Customer Service and Customer Experience for the following budget year
 4. Key accomplishments, objectives and challenges in transit service marketing for the following budget year
 5. The CEO's Ridership Initiatives, including the Customer Experience Service Strategist

BACKGROUND

The Customer Experience Committee was established from July 2017 through June 2018 to ensure that Metro services, projects and programs continue to be developed with a focus on the customer. An internal customer experience working group, with representatives from Operations, Security, OEI,

IT, Communications, TAP and the Office of the CEO was formed to develop, track and monitor progress on Metro projects and initiatives focused on positively impacting customer service, experience and ridership.

DISCUSSION

Customer Experience Initiatives, Projects and Program

Per the Board's directive, in July 2018 Metro staff renamed the System Safety, Security, and Operations Committee to the Operations, Safety, and Customer Experience Committee. Also, to date, Metro's customer experience internal working group has been purposefully collaborating to share progress updates on several interdepartmental projects and initiatives focused on customer service, experience and ridership, including but not limited to the following:

- NextGen Bus Study
- Improvement of Bus Travel Speeds (Top 5 Congested Corridors)
- Bus and Rail Cleanliness Program (Includes Removal of Cloth Seats)
- Pilot Metro Microtransit Project
- Universal Blue Light Program
- Improvement of Lighting at 21 Metro Bus and Rail Stations
- TAP Mobile App and Customer Based System/Card
- Improvement of Digital Countdown Clock and Real Time Accuracy
- Hiring a Customer Experience Strategist
- Development of Customer Experience KPIs

Attachment B provides a status on these projects through October 2018.

NextGen Bus Study Priorities

NextGen Bus Study began in July 2018. Staff has provided updates to the board relative to objectives, timelines, and outreach activities. Also, the Board has endorsed travel speed, service frequency, and system reliability as critical service parameters to guide the work of the NextGen Bus Study. Specifically, in October 2018, Metro staff provided an update on the NextGen Bus Study (File ID: 2018-055) on the topic of transit competitiveness and market potential information where the following areas of focus for Metro to better meet the needs of LA County were discussed:

- 1) Metro should build on its success of long distance; commute trips by improving onboard travel times.
- 2) Metro should enter the short distance, non-commute market where nearly 50% of total LA County trips are made by improving frequencies to reduce wait time at bus stops.

These areas for improvement will be selected based on a data driven analysis and extensive public outreach and staff will return in early 2019 with recommendations on service concepts for consideration by the board.

Customer Experience Key Performance Indicators (KPIs) and Development of Annual Customer Service and Experience Plan

Initiative 2.3 of Metro's Vision 2028 Strategic Plan commits Metro to dedicating staff resources to oversee customer experience and developing a comprehensive approach for improving customer satisfaction. Vision 2028 goes on to describe the following specific initiatives:

- Develop a unifying vision and strategy for enhancing the customer's experience,
- Improve customer journey and touch points, and
- Use data analytics to benchmark and measure system performance in meeting customer satisfaction targets.

The response to part D of this Board motion will be directly aligned with Initiative 2.3 so that its execution will help to accomplish Goal 2, "Deliver outstanding trip experiences for all users of the transportation system."

As part of the requested Annual Customer Service and Experience Plan (Plan), staff is in the process of developing customer experience key performance indicators (KPIs) that will improve customer touchpoints for Metro's services. Staff will draw from a number of sources to develop these metrics, including results from our most recent Customer Satisfaction Survey and examples from some of the highest performing transit agencies and operators in the world (MTR Corporation, Singapore Land Transport Authority, Japan Railway Company, and Transport for London). High-level categories include convenience, ease-of-use, comfort, security, and customer care. Each category will include additional subcategories that will provide further detail on the metrics that address customer pain points.

The Plan will also address staff resources needed to accomplish the customer experience goals as described in both the Board motion 38.1 and Vision 2028. Currently, Metro staff is developing the roles and responsibilities for a Customer Experience Strategist position to lead and manage the customer experience program agency-wide, which will include the oversight of key accomplishments, objectives and challenges in customer service and experience, and working with the CEO on Ridership Initiatives. Staff intends to provide more detail on the Customer Service and Experience Plan in an update to the Board in the FY19 Q3.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have a positive impact on the safety of our customers and employees.

FINANCIAL IMPACT

All costs relative to Metro Customer Experience Plans, project and programs will be approved during the regular budget process and Department project managers will be responsible for budgeting any future Customer Experience projects and programs.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports the following Metro Strategic Plan Goal: 2) Deliver outstanding trip experience for all users of the transportation system.

NEXT STEPS

Staff will provide an update to the Board in FY19 Q3 to provide more detail on the Customer Service and Experience Plan. The Plan will provide the framework for the performance metrics, staffing, budget, and status updates for the customer experience initiatives outlined in motion 38.1 and Metro Vision 2028.

ATTACHMENTS

Attachment A - Motion 38.1 - NextGen Bus Study Service Parameters

Attachment B - Matrix on Customer Experience Project Status as of October 2018

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Board Report

File #: 2018-0414, **File Type:** Motion / Motion Response

Agenda Number: 38.1

**REGULAR BOARD MEETING
JUNE 28, 2018**

Motion by:

**GARCETTI, KUEHL, BONIN AND GARCIA
AS AMENDED BY BARGER**

Related to Item 38: NEXTGEN BUS STUDY SERVICE PARAMETERS

MTA should strive to deliver the best customer experience of any public transit provider in America.

MTA's customers should be able to easily and conveniently access MTA services and data and feel assured that their transit trip will be fast, convenient, and reliable.

Additionally, MTA's customers should feel that MTA actively cares about their experience. MTA's customers should see a proven, constant, and continuous effort by MTA to improve the experience of using MTA's services.

Furthermore, MTA must demonstrate that its services are superior to alternatives.

The Ad Hoc Customer Experience Committee was formed to ensure that MTA was focused on these issues.

Since July, the ad hoc committee has met six times. The committee has examining a wide range of issues, including quality bus service, station cleanliness, TAP, pass programs, real-time data, service interruptions, marketing, Customer Care, system accessibility, and the causes of MTA's recent ridership trends.

In the coming fiscal year, the duties of the Ad Hoc Customer Experience Committee will transition to the Operations Committee.

However, as MTA continues important customer experience initiatives, especially the NextGen Bus Study, it is important that the Board remain engaged on customer experience issues.

Additionally, as MTA advances the NextGen Bus Study, it is appropriate for the Board to provide policy direction on the highest priorities for the future restructuring of the MTA bus network.

SUBJECT: MOTION BY GARCETTI, KUEHL, BONIN AND GARCIA

NEXTGEN BUS STUDY SERVICE PARAMETERS

WE THEREFORE MOVE THAT the Board:

- A. Rename the System Safety, Security and Operations Committee to the Operations, Safety, and Customer Experience Committee;
- B. Endorse Travel Speed, Service Frequency, and System Reliability as the highest priority service parameters to guide the work of the NextGen Bus Study;

WE FURTHER MOVE that the Board direct the CEO to:

- C. Develop customer experience key performance indicators (KPIs) within Operations, Communications, Information & Technology Services, TAP, System Security and Law Enforcement, and other functional areas of MTA to regularly report on the status of the system, transit service, and the transit service environment;
- D. Develop an Annual Customer Service and Experience Plan, including but not limited to improvements planned and desired for:
 - 1. KPIs developed under section C. above
 - 2. The status of Customer Service & Experience projects
 - 3. Key accomplishments, objectives, and challenges in Customer Service and Customer Experience for the following budget year
 - 4. Key accomplishments, objectives, and challenges in transit service marketing for the following budget year
 - 5. The CEO's Ridership Initiatives, including the Customer Experience Strategist (Board File 2018-0365);
- E. Report back to the Operations Committee on all the above in 120 days.

BARGER AMENDMENT: continue to seek input and feedback on priorities from NextGen working groups and relevant community stakeholders.

Customer Experience Project Name	Department	SLT	Project Description	Milestones Accomplished to Date	Completion Target Date(s)
1 Security & Ancillary Area Intrusion Surge Program	Operations & Security	Jim and Alex	Increase customer safety by preventing intrusion and establishing a stronger Metro presence throughout our system.	MRL ancillary project has been ongoing for a total of 29 weeks and has resulted in approximately 300 Clean Up Requests (all completed within 24 hours of notice) and intrusions on the MRL have begun to decrease.	This project is ongoing and does not have a completion date.
2 Cleanliness Focus	Operations	Jim	Improve the appearance of Metro bus stops, bus/rail stations, rolling stock, to increase customer satisfaction systemwide.	Comprehensive review of Metro cleanliness program completed in October 2018. The HRV Interior Renovation Pilot Project team has completed three married pair vehicles so far and is on target to complete a 4th married pair before the end of 2018.	Partnership with External Agencies: January 2019 HRV A650 Fleet Pilot Project: 2024
3 Improve Bus Travel Speeds	Operations	Jim	Speed up the system to address customer feedback that buses are too slow and inconvenient.	The Travel Markets Analysis portion of the project is being completed now. This includes listening & learning for how to be more market driven.	Service Concepts – Strategies & priorities for network "design": Winter 2019 Service Plan – Line by line based on strategies: Spring/Summer 2019 Implementation – Launch phase: Fall 2019
4 Universal Blue Light Program	Security	Alex	Installation of "Blue Lights" at major transit hubs to improve safety for customers.	Maintenance & Engineering is proceeding with securing funding to complete engineering improvements to the emergency phone/intercom system starting with the MRL/MPL.	June 2022
5 Lighting Improvements Systemwide	Environmental	Rick	Improve lighting at 21 bus stops and rail stations to improve safety for customers.	Pre-construction meetings have taken place and equipment was ordered. Construction is targeted to begin in January 2019.	July 2019
6 Mobile App for Integrated Transportation Services	TAP	Nalini	Program offering mobile payment opportunities, gamification, incentives and rewards that will link multiple modal services together.	The Board approved this equipment upgrade and equipment will start installation in December 2018.	Full app launch will be in fall 2019 when equipment installation is complete.
7 Digital Information Panels	Communications	Pauletta	Interactive touch screens (digital map cases) providing real time customer information will be installed at each Blue Line station coinciding with the New Blue project.	New map case design approved in October 2018.	September 2019

Customer Experience Motion - Project List

Customer Experience Project Name	Department	SLT	Project Description	Milestones Accomplished to Date	Completion Target Date(s)
8 Service Disruptions Alerts	Communications	Pauletta	Staff is working on a service allowing customers to subscribe to Metro service alerts and disruptions via email, or SMS text. Service disruptions are already included in metro.net, agency trip planner, and Go Metro mobile app.	Communications is currently customizing the new customer relations management technology platform, Salesforce, to provide this service.	June 2019
9 Digital Countdown Displays & Real Time Accuracy	IT	Bryan	Establish rail polling by implementing a 10-second polling cycle via the installation of routers to improve digital countdown display accuracy.	Different router/antennae installations are being tested now on the various rail car models in operation for Metro.	June 2020
10 Connected Bus	IT	Bryan	Installation of Wi-Fi routers on Metro buses to enhance the customer experience by providing Wi-Fi connectivity and improving GPS location of buses for enhanced bus real-time arrival information.	To date, there are 1,068 installed equipped buses with Wi-Fi routers broadcasting their GPS location every 5 seconds for improved real-time predictions while providing Wi-Fi connectivity.	February 2020 (including re-tanked buses).
11 Customer Satisfaction Survey	OEI	Joshua	Deploy annual customer satisfaction surveys and benchmark to the July 2016 survey.	OEI is preparing for a summer 2019 launch of the next Customer Satisfaction Survey, benchmarked against the 2016 results.	July/August 2019 for survey launch.
12 Microtransit	OEI	Joshua	Test Metro version of on-demand shared ride services to attract new riders and improve existing customer experience.	A project update was provided to Board Staff in October 2018.	The submission of service design reports is expected in FY2019 Q3, with an anticipated service launch in Fall 2019.
13 Customer Experience Performance Metrics	All	All	Develop and report customer experience performance metrics.	FY19 KPIs, METL's and project milestones were approved by the CEO in October 2018.	Customer Experience KPIs will be presented to the board in FY19 Q3 (January - March 2019).



Supervisor Only:

- 1. Bus Route: _____ Run: _____ Block: _____
- 2. Time: 6-9a 9a-1p 1-4p 4-7p After 7p
- 3. Day of the Week: M T W TH F Sat Sun
- 4. Date of trip: _____ mm/dd/yy

Chance to win \$500!

As a thank you for fully completing this survey, your name will be entered into a drawing for a chance to win one (1) \$500 Visa Cash Card.

2022 Metro Bus Customer Survey

About You

5. Would you like to be entered into the drawing for one (1) \$500 Visa Cash Card?

Your contact information will be kept confidential.

- Yes (please provide your contact information)
- No

5a. First Name: _____

Email: _____

Phone: _____ Home Zip Code: _____

5b. Can we invite you to participate in occasional Metro surveys?

- Yes No

10. Do you have regular access to a car?

- Yes No

11. How often do you ride Metro Bus? Select one

- Less than once a month
- 1-3 days a month
- 1-2 days a week
- 3-4 days a week
- 5 or more days a week

12. How long have you been riding Metro Bus? Select one

- Less than 1 year
- 1-2 years
- 3-4 years
- 5 or more years
- Today is my first time

13. Do you have a smartphone and connection to access apps when waiting at bus stops?

- Yes No

14. How did you pay your fare for this trip?

- TAP Card
- TAP App on phone
- Cash

15. What type of fare was it?

- 30-Day Pass
- 7-Day Pass
- Day Pass
- 1 trip fare
- Other: _____

16. Did you receive a discount on your fare?

- Yes No

16a. If yes, what discount?

- Student (K-12)
- Student (College)
- LIFE
- Senior/Disabled/Medicare

Satisfaction with Metro Bus

6. To what extent do you agree or disagree with the following statements? Select one per row

	Strongly Disagree					Strongly Agree				
	1	2	3	4	5	1	2	3	4	5
I would recommend riding Metro Bus to a friend or co-worker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro Bus works hard to improve the experience of its riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I hear people criticize Metro Bus, I want to defend it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro Bus provides a good value for the money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	Not Satisfied at All		Neutral		Very Satisfied	
	1	2	3	4	5	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8. Please rate your satisfaction with the following aspects of Metro Bus:

	Not Satisfied at All					Very Satisfied						
	N/A	1	2	3	4	5	N/A	1	2	3	4	5
1. How frequently buses run	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. How long it takes to get where I am going	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Bus comes on time	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Connecting to another bus or train	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Availability of accurate bus arrival time info	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Bus stop seating	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Cleanliness of bus stop area	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Shade at bus stop	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Enough room on the bus	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Comfort of bus seats (if used)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Cleanliness inside the bus	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. How well Metro addresses homelessness on buses	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Safety from harassment based on my race or ethnicity	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Safety from sexual harassment	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Safety from crime	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Buses and stops kept free of graffiti	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Enforcement of Metro Bus rules	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Courtesy of Metro bus operators	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Wi-Fi availability and quality on the bus	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Accurate and timely info about delays	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Ease of fare payment	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Availability of accurate info to plan my trips	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Bus stop lighting (if you ride at night)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Transit Smartphone app	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Metro.net website	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Which elements listed in the shaded section do you most want Metro to improve? Write the number that corresponds to your top 3 choices. Example: if "bus comes on time" is your first choice, then write "3" in the "1st" blank space provided below.

1st _____ 2nd _____ 3rd _____

Demographics

The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.

17. What is your age?

- Under 18 45 - 64
- 18 - 24 65+
- 25 - 44

18. What is your race or ethnic identification? (select all that apply)

- Latinx/Hispanic
- Black/African American
- White/Caucasian
- Asian/Pacific Islander
- Native American
- Other

19. Including yourself, how many people live in your household?

- 1 2 3 4 5 6 or more

20. What languages do you speak at home? (select all that apply)

- English Korean
- Spanish Armenian
- Chinese Other: _____
- Tagalog

21. How well do you speak English?

- Very well or well
- Not well or not at all

22. What is your household's total annual earnings? Select one

- Under \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

23. What is your gender identity?

- Male Non-Binary
- Female Other: _____

24. Do you have any disabilities?

- Yes No

24a. What type of disability do you have? (select all that apply)

- Low vision
- Blindness
- Deaf/hard-of-hearing
- Mobility - use wheelchair
- Mobility - do not use wheelchair
- Mental or cognitive
- Other: _____



Supervisor Only:

- 1. Rail Line: _____ Run: _____ Block: _____
2. Time: 6-9a 9a-1p 1-4p 4-7p After 7p
3. Day of the Week: M T W TH F Sat Sun
4. Date of trip: _____ mm/dd/yy

Chance to win \$500!

As a thank you for fully completing this survey, your name will be entered into a drawing for a chance to win one (1) \$500 Visa Cash Card.

2022 Metro Rail Customer Survey

About You

5. Would you like to be entered into the drawing for one (1) \$500 Visa Cash Card?

Your contact information will be kept confidential.

- Yes (please provide your contact information)
No

5a. First Name: _____

Email: _____

Phone: _____ Home Zip Code: _____

5b. Can we invite you to participate in occasional Metro surveys?
Yes No

10. Do you have regular access to a car?
Yes No

11. How often do you ride Metro Rail? Select one

- Less than once a month
1-3 days a month
1-2 days a week
3-4 days a week
5 or more days a week

12. How long have you been riding Metro Rail? Select one

- Less than 1 year
1-2 years
3-4 years
5 or more years
Today is my first time

13. Do you have a smartphone and connection to access apps when waiting at the station?

- Yes No

14. How did you pay your fare for this trip?

- TAP Card
TAP App on phone
Cash

15. What type of fare was it?

- 30-Day Pass
7-Day Pass
Day Pass
1 trip fare
Other: _____

16. Did you receive a discount on your fare?

- Yes No

16a. If yes, what discount?

- Student (K-12)
Student (College)
LIFE
Senior/Disabled/Medicare

Satisfaction with Metro Rail

6. To what extent do you agree or disagree with the following statements? Select one per row

Table with 5 columns: Strongly Disagree, 1, 2, 3, 4, 5, Strongly Agree. Rows include: I would recommend riding Metro Rail to a friend or co-worker, Metro Rail works hard to improve the experience of its riders, When I hear people criticize Metro Rail, I want to defend it, Metro Rail provides a good value for the money.

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

Table with 5 columns: Not Satisfied at All, 1, 2, 3, 4, 5, Neutral, Very Satisfied.

8. Please rate your satisfaction with the following aspects of Metro Rail:

Table with 2 columns: Not Satisfied at All, Very Satisfied. Rows include: 1. How frequently trains run, 2. How long it takes to get where I am going, 3. Train comes on time, 4. Connecting to another train or bus, 5. Availability of accurate train arrival time info, 6. Train station seating, 7. Cleanliness of train station, 8. Enough room on the train, 9. Comfort of train seats (if used), 10. Cleanliness inside the train, 11. How well Metro addresses homelessness on trains, 12. Safety from harassment based on my race or ethnicity, 13. Safety from sexual harassment, 14. Safety from crime, 15. Trains and stations kept free of graffiti, 16. Enforcement of Metro Rail rules, 17. Accurate and timely info about delays, 18. Cell signal quality on the train, 19. Ease of fare payment, 20. Availability of accurate info to plan my trips, 21. Next stop info on the train, 22. Transit Smartphone app, 23. Metro.net website, 24. Escalator reliability, 25. Elevator reliability, 26. Car parking, 27. Bike parking.

9. Which elements listed in the shaded section do you most want Metro to improve? Write the number that corresponds to your top 3 choices. Example: if "train comes on time" is your first choice, then write "3" in the "1st" blank space provided below.

1st _____ 2nd _____ 3rd _____

Demographics

The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.

17. What is your age?

- Under 18 18 - 24 25 - 44 45 - 64 65+

18. What is your race or ethnic identification? (select all that apply)

- Latinx/Hispanic
Black/African American
White/Caucasian
Asian/Pacific Islander
Native American
Other

19. Including yourself, how many people live in your household?

- 1 2 3 4 5 6 or more

20. What languages do you speak at home? (select all that apply)

- English Spanish Chinese Tagalog Korean Armenian Other: _____

21. How well do you speak English?

- Very well or well
Not well or not at all

22. What is your household's total annual earnings? Select one

- Under \$15,000
\$15,000 - \$24,999
\$25,000 - \$49,999
\$50,000 - \$99,999
\$100,000+

23. What is your gender identity?

- Male Female Non-Binary Other: _____

24. Do you have any disabilities?

- Yes No

25. What type of disability do you have? (select all that apply)

- Low vision
Blindness
Deaf/hard-of-hearing
Mobility - use wheelchair
Mobility - do not use wheelchair
Mental or cognitive
Other: _____



Supervisor Only:

- 1. _____
- 2. Time: 6-9a 9a-1p 1-4p 4-7p After 7p
- 3. Day of the Week: M T W TH F Sat Sun
- 4. Date of trip: _____ mm/dd/yy

Chance to win \$500!

As a thank you for fully completing this survey, your name will be entered into a drawing for a chance to win one (1) \$500 Visa Cash Card.

2022 Metro Micro Customer Survey

About You

5. Would you like to be entered into the drawing for one (1) \$500 Visa Cash Card?

Your contact information will be kept confidential.

- Yes (please provide your contact information)
- No

5a. First Name: _____

Email: _____

Phone: _____ Home Zip Code: _____

5b. Can we invite you to participate in occasional Metro surveys?

- Yes
- No

10. Do you have regular access to a car?

- Yes
- No

11. How often do you ride Metro Micro? Select one

- Less than once a month
- 1-3 days a month
- 1-2 days a week
- 3-4 days a week
- 5 or more days a week
- More than once per day

12. How long have you been riding Metro Micro? Select one

- Less than 3 months
- 3-6 months
- 6-12 months
- 12+ months
- This is my first ride

13. Do you have a smartphone and connection to access apps when waiting at the pick up spot?

- Yes
- No

14. How did you pay your fare for this trip?

- TAP Card
- TAP App on phone
- Credit Card in app
- Debit Card in app
- Pass from my employer
- Pass from my university
- This trip was free

15. What type of fare was it?

- 30-Day Pass
- 7-Day Pass
- Day Pass
- 1 trip fare
- Other: _____

16. Did you receive a discount on your fare?

- Yes
- No

16a. If yes, what discount?

- Coupon Code: _____
- Ride Credit (Amount: \$ _____)

Satisfaction with Metro Micro

6. To what extent do you agree or disagree with the following statements?

Select one per row

I would recommend riding Metro Micro to a friend or co-worker

Strongly Disagree Strongly Agree

- 1 2 3 4 5

Metro Micro works hard to improve the experience of its riders

- 1 2 3 4 5

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

- 1 2 3 4 5

Metro Micro provides a good value for the money

- 1 2 3 4 5

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

Not Satisfied at All Neutral Very Satisfied

- 1 2 3 4 5

8. Please rate your satisfaction with the following aspects of Metro Micro:

Not Satisfied at All Very Satisfied

N/A 1 2 3 4 5 1. Metro Micro hours of operation

Not Satisfied at All Very Satisfied

N/A 1 2 3 4 5 13. Cleanliness inside Metro Micro

N/A 1 2 3 4 5 2. How quickly I was able to get a ride

N/A 1 2 3 4 5 14. Enforcement of Metro Micro rules

N/A 1 2 3 4 5 3. How long it takes to get where I am going

N/A 1 2 3 4 5 15. How well Metro addresses homelessness on Metro Micro

N/A 1 2 3 4 5 4. Metro Micro comes on time

N/A 1 2 3 4 5 16. Safety from harassment based on my race or ethnicity

N/A 1 2 3 4 5 5. Connecting to a bus or train

N/A 1 2 3 4 5 17. Safety from sexual harassment

N/A 1 2 3 4 5 6. Availability of accurate arrival time info

N/A 1 2 3 4 5 18. Safety from crime

N/A 1 2 3 4 5 7. Accurate and timely info about delays

N/A 1 2 3 4 5 19. Ease of fare payment

N/A 1 2 3 4 5 8. Pick up point convenience

N/A 1 2 3 4 5 20. Service zones cover where I need to go

N/A 1 2 3 4 5 9. Pick up point safety

N/A 1 2 3 4 5 21. Availability of accurate info to plan my trips

N/A 1 2 3 4 5 10. Ease of finding my pick up point

N/A 1 2 3 4 5 22. Metro.net/micro website

N/A 1 2 3 4 5 11. Enough room on Metro Micro

N/A 1 2 3 4 5 23. Metro Micro App

N/A 1 2 3 4 5 12. Comfort of Metro Micro seats

N/A 1 2 3 4 5 24. Transit Smartphone App

9. Which elements listed in the shaded section do you most want Metro to improve? Write the number that corresponds to your top 3 choices. Example: if "Micro comes on time" is your first choice, then write "4" in the "1st" blank space provided below.

1st _____ 2nd _____ 3rd _____

Demographics

The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.

17. What is your age?

- Under 18
- 18 - 24
- 25 - 44
- 45 - 64
- 65+

20. What languages do you speak at home? (select all that apply)

- English
- Spanish
- Chinese
- Tagalog
- Korean
- Armenian
- Other: _____

23. What is your gender identity?

- Male
- Female
- Non-Binary
- Other: _____

18. What is your race or ethnic identification? (select all that apply)

- Latinx/Hispanic
- Black/African American
- White/Caucasian
- Asian/Pacific Islander
- Native American
- Other

21. How well do you speak English?

- Very well or well
- Not well or not at all

24. Do you have any disabilities?

- Yes
- No

19. Including yourself, how many people live in your household?

- 1
- 2
- 3
- 4
- 5
- 6 or more

22. What is your household's total annual earnings? Select one

- Under \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

24a. What type of disability do you have? (select all that apply)

- Low vision
- Blindness
- Deaf/hard-of-hearing
- Mobility - use wheelchair
- Mobility - do not use wheelchair
- Mental or cognitive
- Other: _____

Bus Only

Sample Size

N = 7,909

I would recommend riding Metro Bus to a friend or co-worker

	Percent
Strongly disagree	10%
Disagree	6%
Neutral	19%
Agree	22%
Strongly Agree	45%
Total	100%

Metro Bus works hard to improve the experience of its riders

	Percent
Strongly disagree	9%
Disagree	9%
Neutral	24%
Agree	24%
Strongly agree	34%
Total	100%

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

	Percent
Strongly disagree	12%
Disagree	12%
Neutral	29%
Agree	20%
Strongly agree	28%
Total	100%

Metro Bus provides a good value for the money

	Percent
Strongly disagree	9%
Disagree	7%
Neutral	19%
Agree	23%
Strongly agree	42%
Total	100%

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

	Percent
Strongly disagree	5%
Disagree	7%
Neutral	28%
Agree	28%
Strongly agree	33%
Total	100%

Bus Only – 25 Aspects

How frequently buses run	
	Percent
Not satisfied at all	9%
Not satisfied	11%
Neutral	26%
Satisfied	26%
Very Satisfied	28%
Total	100%

Availability of accurate bus arrival time info	
	Percent
Not satisfied at all	9%
Not satisfied	10%
Neutral	24%
Satisfied	28%
Very Satisfied	29%
Total	100%

Enough room on the bus	
	Percent
Not satisfied at all	9%
Not satisfied	12%
Neutral	27%
Satisfied	25%
Very Satisfied	26%
Total	100%

How long it takes to get where I am going	
	Percent
Not satisfied at all	8%
Not satisfied	10%
Neutral	25%
Satisfied	29%
Very Satisfied	27%
Total	100%

Bus stop seating	
	Percent
Not satisfied at all	11%
Not satisfied	12%
Neutral	27%
Satisfied	25%
Very Satisfied	26%
Total	100%

Comfort of bus seats (if used)	
	Percent
Not satisfied at all	8%
Not satisfied	9%
Neutral	24%
Satisfied	27%
Very Satisfied	32%
Total	100%

Bus comes on time	
	Percent
Not satisfied at all	10%
Not satisfied	13%
Neutral	26%
Satisfied	25%
Very Satisfied	26%
Total	100%

Cleanliness of bus stop area	
	Percent
Not satisfied at all	16%
Not satisfied	16%
Neutral	26%
Satisfied	20%
Very Satisfied	22%
Total	100%

Cleanliness inside the bus	
	Percent
Not satisfied at all	11%
Not satisfied	13%
Neutral	26%
Satisfied	24%
Very Satisfied	26%
Total	100%

Connecting to another bus or train	
	Percent
Not satisfied at all	7%
Not satisfied	9%
Neutral	24%
Satisfied	27%
Very Satisfied	33%
Total	100%

Shade at bus stop	
	Percent
Not satisfied at all	17%
Not satisfied	18%
Neutral	27%
Satisfied	18%
Very Satisfied	20%
Total	100%

How well Metro addresses homelessness on buses	
	Percent
Not satisfied at all	18%
Not satisfied	13%
Neutral	27%
Satisfied	20%
Very Satisfied	22%
Total	100%

Bus Only – 25 Aspects

Safety from harassment based on my race or ethnicity	
	Percent
Not satisfied at all	11%
Not satisfied	11%
Neutral	25%
Satisfied	23%
Very Satisfied	31%
Total	100%

Enforcement of Metro Bus rules	
	Percent
Not satisfied at all	10%
Not satisfied	10%
Neutral	27%
Satisfied	24%
Very Satisfied	29%
Total	100%

Ease of fare payment	
	Percent
Not satisfied at all	6%
Not satisfied	6%
Neutral	22%
Satisfied	24%
Very Satisfied	41%
Total	100%

Safety from sexual harassment	
	Percent
Not satisfied at all	10%
Not satisfied	11%
Neutral	24%
Satisfied	23%
Very Satisfied	32%
Total	100%

Courtesy of Metro bus operators	
	Percent
Not satisfied at all	7%
Not satisfied	8%
Neutral	22%
Satisfied	26%
Very Satisfied	37%
Total	100%

Availability of accurate info to plan my trips	
	Percent
Not satisfied at all	6%
Not satisfied	7%
Neutral	26%
Satisfied	27%
Very Satisfied	35%
Total	100%

Safety from crime	
	Percent
Not satisfied at all	11%
Not satisfied	13%
Neutral	27%
Satisfied	22%
Very Satisfied	27%
Total	100%

Wi-Fi availability and quality on the bus	
	Percent
Not satisfied at all	9%
Not satisfied	9%
Neutral	26%
Satisfied	23%
Very Satisfied	34%
Total	100%

Bus stop lighting (if you ride at night)	
	Percent
Not satisfied at all	10%
Not satisfied	11%
Neutral	25%
Satisfied	23%
Very Satisfied	32%
Total	100%

Buses and stops kept free of graffiti	
	Percent
Not satisfied at all	11%
Not satisfied	12%
Neutral	28%
Satisfied	23%
Very Satisfied	27%
Total	100%

Accurate and timely info about delays	
	Percent
Not satisfied at all	10%
Not satisfied	13%
Neutral	28%
Satisfied	23%
Very Satisfied	26%
Total	100%

Transit Smartphone app	
	Percent
Not satisfied at all	6%
Not satisfied	8%
Neutral	24%
Satisfied	24%
Very Satisfied	38%
Total	100%

Metro.net website	
	Percent
Not satisfied at all	7%
Not satisfied	7%
Neutral	26%
Satisfied	22%
Very Satisfied	38%
Total	100%

Bus Only – 25 Aspects

Which elements listed in the shaded sections do you most want Metro to improve? 1 st	
	Percent
How frequently buses run	15%
How long it takes to get where I am going	6%
Buses comes on time	20%
Connecting to another bus or train	3%
Availability of accurate bus arrival time info	4%
Bus stop seating	3%
Cleanliness of bus stop area	7%
Shade at bus stop	6%
Enough room on the bus	3%
Comfort of bus seats (if used)	2%
Cleanliness inside the bus	5%
How well Metro addresses homelessness on buses	7%
Safety from harassment based on my race or ethnicity	3%
Safety from sexual harassment	3%
Safety from crime	4%
Buses and stops kept free of graffiti	1%
Enforcement of Metro Bus rules	1%
Courtesy of Metro bus operators	1%
Wi-Fi availability and quality on the bus	1%
Accurate and timely info about delays	2%
Ease of fare payment	2%
Availability of accurate info to plan my trips	1%
Bus stop lighting (if you ride at night)	1%
Transit Smartphone app	1%
Metro.net website	0%
Total	100%

Which elements listed in the shaded sections do you most want Metro to improve? 2 nd	
	Percent
How frequently buses run	8%
How long it takes to get where I am going	6%
Buses comes on time	9%
Connecting to another bus or train	3%
Availability of accurate bus arrival time info	5%
Bus stop seating	4%
Cleanliness of bus stop area	8%
Shade at bus stop	4%
Enough room on the bus	4%
Comfort of bus seats (if used)	3%
Cleanliness inside the bus	8%
How well Metro addresses homelessness on buses	8%
Safety from harassment based on my race or ethnicity	4%
Safety from sexual harassment	5%
Safety from crime	7%
Buses and stops kept free of graffiti	2%
Enforcement of Metro Bus rules	2%
Courtesy of Metro bus operators	1%
Wi-Fi availability and quality on the bus	1%
Accurate and timely info about delays	3%
Ease of fare payment	1%
Availability of accurate info to plan my trips	1%
Bus stop lighting (if you ride at night)	2%
Transit Smartphone app	1%
Metro.net website	0%
Total	100%

Which elements listed in the shaded sections do you most want Metro to improve? 3 rd	
	Percent
How frequently buses run	6%
How long it takes to get where I am going	4%
Buses comes on time	7%
Connecting to another bus or train	3%
Availability of accurate bus arrival time info	4%
Bus stop seating	3%
Cleanliness of bus stop area	5%
Shade at bus stop	5%
Enough room on the bus	5%
Comfort of bus seats (if used)	3%
Cleanliness inside the bus	7%
How well Metro addresses homelessness on buses	7%
Safety from harassment based on my race or ethnicity	5%
Safety from sexual harassment	4%
Safety from crime	11%
Buses and stops kept free of graffiti	3%
Enforcement of Metro Bus rules	3%
Courtesy of Metro bus operators	3%
Wi-Fi availability and quality on the bus	2%
Accurate and timely info about delays	4%
Ease of fare payment	2%
Availability of accurate info to plan my trips	1%
Bus stop lighting (if you ride at night)	3%
Transit Smartphone app	1%
Metro.net website	0%
Total	100%

Bus Only

Do you have regular access to a car?	
	Percent
Yes	22%
No	78%
Total	100%

How often do you ride Metro Bus?	
	Percent
Less than once a month	4%
1-3 days a month	5%
1-2 days a week	8%
3-4 days a week	20%
5 or more days a week	63%
Total	100%

How long have you been riding Metro Bus?	
	Percent
Less than 1 year	13%
1-2 years	11%
3-4 years	13%
5 or more years	60%
Today is my first time	2%
Total	100%

Do you have a smartphone and connection to access apps when waiting at bus stops?	
	Percent
Yes	79%
No	21%
Total	100%

How did you pay your fare for this trip?	
	Percent
TAP Card	57%
TAP App on phone	9%
Cash	34%
Total	100%

What type of fare was it?	
	Percent
30-Day Pass	34%
7-Day Pass	16%
Day Pass	10%
1 trip fare	32%
Other	9%
Total	100%

Did you receive a discount on your fare?	
	Percent
Yes	43%
No	58%
Total	100%

If yes, what discount?	
	Percent
Student (K-12)	22%
Student (College)	15%
LIFE	24%
Senior/Disabled/Medicare	40%
Total	100%

Bus Only

What is your age?	
	Percent
Under 18	8%
18-24	18%
25-44	35%
45-64	31%
65+	9%
Total	100%

What is your race or ethnic identification?	
	Percent
Latinx/Hispanic	63%
Black/African American	16%
White/Caucasian	11%
Asian/Pacific Islander	6%
Native American	2%
Other	3%

Including yourself, how many people live in your household?	
	Percent
1	18%
2	19%
3	17%
4	18%
5	15%
6 or more	12%
Total	100%

What languages do you speak at home?	
	Percent
English	63%
Spanish	58%
Chinese	1%
Tagalog	2%
Korean	1%
Armenian	.4%
Other	2%
Total	100%

How well do you speak English?	
	Percent
Very well or well	73%
Not well or not at all	27%
Total	100%

What is your household's total annual income?	
	Percent
Under \$15,000	43%
\$15,000-\$24,999	25%
\$25,000-\$49,999	21%
\$50,000-\$99,999	8%
\$100,000+	3%
Total	100%

Bus Only

What is your gender identity?	
	Percent
Male	49%
Female	49%
Non-Binary	1%
Other	.4%
Total	100%

Do you have a disability?	
	Percent
Yes	19%
No	81%
Total	100%

What type of disability do you have?	
	Percent
Low vision	6%
Blindness	1%
Deaf/hard-of-hearing	1%
Mobility – use wheelchair	1%
Mobility – do not use wheelchair	3%
Mental or cognitive	3%
Other	5%

Rail Only

Sample Size

N = 2,931

I would recommend riding Metro Rail to a friend or co-worker

	Percent
Strongly disagree	9%
Disagree	8%
Neutral	19%
Agree	24%
Strongly Agree	41%
Total	100%

Metro Rail works hard to improve the experience of its riders

	Percent
Strongly disagree	9%
Disagree	11%
Neutral	28%
Agree	24%
Strongly agree	29%
Total	100%

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

	Percent
Strongly disagree	12%
Disagree	13%
Neutral	32%
Agree	19%
Strongly agree	25%
Total	100%

Metro Rail provides a good value for the money

	Percent
Strongly disagree	7%
Disagree	8%
Neutral	17%
Agree	24%
Strongly agree	44%
Total	100%

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

	Percent
Strongly disagree	6%
Disagree	9%
Neutral	28%
Agree	29%
Strongly agree	29%
Total	100%

Rail Only – 27 Aspects

How frequently trains run	
	Percent
Not satisfied at all	5%
Not satisfied	10%
Neutral	21%
Satisfied	29%
Very Satisfied	35%
Total	100%

Availability of accurate train arrival time info	
	Percent
Not satisfied at all	5%
Not satisfied	8%
Neutral	21%
Satisfied	28%
Very Satisfied	38%
Total	100%

Comfort of train seats (if used)	
	Percent
Not satisfied at all	9%
Not satisfied	12%
Neutral	27%
Satisfied	26%
Very Satisfied	27%
Total	100%

How long it takes to get where I am going	
	Percent
Not satisfied at all	5%
Not satisfied	8%
Neutral	22%
Satisfied	30%
Very Satisfied	35%
Total	100%

Train station seating	
	Percent
Not satisfied at all	11%
Not satisfied	12%
Neutral	27%
Satisfied	22%
Very Satisfied	28%
Total	100%

Cleanliness inside the train	
	Percent
Not satisfied at all	28%
Not satisfied	18%
Neutral	24%
Satisfied	16%
Very Satisfied	15%
Total	100%

Train comes on time	
	Percent
Not satisfied at all	4%
Not satisfied	8%
Neutral	22%
Satisfied	27%
Very Satisfied	39%
Total	100%

Cleanliness of train station	
	Percent
Not satisfied at all	25%
Not satisfied	18%
Neutral	24%
Satisfied	16%
Very Satisfied	17%
Total	100%

How well Metro addresses homelessness on trains	
	Percent
Not satisfied at all	34%
Not satisfied	17%
Neutral	21%
Satisfied	13%
Very Satisfied	15%
Total	100%

Connecting to another train or bus	
	Percent
Not satisfied at all	5%
Not satisfied	7%
Neutral	24%
Satisfied	28%
Very Satisfied	37%
Total	100%

Enough room on train	
	Percent
Not satisfied at all	6%
Not satisfied	10%
Neutral	26%
Satisfied	29%
Very Satisfied	30%
Total	100%

Safety from harassment based on my race or ethnicity	
	Percent
Not satisfied at all	15%
Not satisfied	13%
Neutral	27%
Satisfied	20%
Very Satisfied	25%
Total	100%

Rail Only – 27 Aspects

Safety from sexual harassment	
	Percent
Not satisfied at all	13%
Not satisfied	14%
Neutral	26%
Satisfied	19%
Very Satisfied	27%
Total	100%

Accurate and timely info about delays	
	Percent
Not satisfied at all	8%
Not satisfied	12%
Neutral	27%
Satisfied	26%
Very Satisfied	27%
Total	100%

Next stop info on the train	
	Percent
Not satisfied at all	3%
Not satisfied	6%
Neutral	20%
Satisfied	26%
Very Satisfied	44%
Total	100%

Safety from crime	
	Percent
Not satisfied at all	17%
Not satisfied	17%
Neutral	29%
Satisfied	19%
Very Satisfied	18%
Total	100%

Cell signal quality on the train	
	Percent
Not satisfied at all	8%
Not satisfied	10%
Neutral	23%
Satisfied	28%
Very Satisfied	32%
Total	100%

Transit Smartphone app	
	Percent
Not satisfied at all	6%
Not satisfied	6%
Neutral	23%
Satisfied	25%
Very Satisfied	41%
Total	100%

Trains and stations kept free of graffiti	
	Percent
Not satisfied at all	13%
Not satisfied	14%
Neutral	26%
Satisfied	23%
Very Satisfied	23%
Total	100%

Ease of fare payment	
	Percent
Not satisfied at all	4%
Not satisfied	6%
Neutral	19%
Satisfied	26%
Very Satisfied	45%
Total	100%

Metro.net website	
	Percent
Not satisfied at all	5%
Not satisfied	7%
Neutral	27%
Satisfied	24%
Very Satisfied	37%
Total	100%

Enforcement of Metro Rail rules	
	Percent
Not satisfied at all	15%
Not satisfied	15%
Neutral	29%
Satisfied	18%
Very Satisfied	23%
Total	100%

Availability of accurate info to plan my trips	
	Percent
Not satisfied at all	4%
Not satisfied	7%
Neutral	23%
Satisfied	27%
Very Satisfied	39%
Total	100%

Escalator reliability	
	Percent
Not satisfied at all	7%
Not satisfied	9%
Neutral	27%
Satisfied	25%
Very Satisfied	33%
Total	100%

Rail Only – 27 Aspects

Elevator reliability	
	Percent
Not satisfied at all	8%
Not satisfied	11%
Neutral	25%
Satisfied	23%
Very Satisfied	33%
Total	100%

Car parking	
	Percent
Not satisfied at all	7%
Not satisfied	10%
Neutral	25%
Satisfied	23%
Very Satisfied	35%
Total	100%

Bike parking	
	Percent
Not satisfied at all	7%
Not satisfied	8%
Neutral	25%
Satisfied	23%
Very Satisfied	37%
Total	100%

Rail Only – 27 Aspects

Which elements listed in the shaded sections do you most want Metro to improve? 1 st	
	Percent
How frequently trains run	10%
How long it takes to get where I am going	4%
Train comes on time	10%
Connecting to another train or bus	2%
Availability of accurate train arrival time info	1%
Train station seating	1%
Cleanliness of train station	12%
Enough room on the train	1%
Comfort of train seats (if used)	1%
Cleanliness inside the train	18%
How well Metro addresses homelessness on trains	18%
Safety from harassment based on my race or ethnicity	3%
Safety from sexual harassment	3%
Safety from crime	8%
Trains and stations kept free of graffiti	1%
Enforcement of Metro Rail rules	2%
Accurate and timely info about delays	1%
Cell signal quality on the train	1%
Ease of fare payment	1%
Availability of accurate info to plan my trips	1%
Next stop info on the train	.2%
Transit Smartphone app	.2%
Metro.net website	.3%
Escalator reliability	.0%
Elevator reliability	.1%
Car parking	.2%
Bike parking	.2%
Total	100%

Which elements listed in the shaded sections do you most want Metro to improve? 2 nd	
	Percent
How frequently trains run	4%
How long it takes to get where I am going	5%
Train comes on time	5%
Connecting to another train or bus	4%
Availability of accurate train arrival time info	2%
Train station seating	1%
Cleanliness of train station	8%
Enough room on the train	2%
Comfort of train seats (if used)	2%
Cleanliness inside the train	17%
How well Metro addresses homelessness on trains	13%
Safety from harassment based on my race or ethnicity	7%
Safety from sexual harassment	4%
Safety from crime	9%
Trains and stops kept free of graffiti	2%
Enforcement of Metro Rail rules	4%
Accurate and timely info about delays	1%
Cell signal quality on the train	2%
Ease of fare payment	2%
Availability of accurate info to plan my trips	.3%
Next stop info on the train	.5%
Transit Smartphone app	2%
Metro.net website	.2%
Escalator reliability	1%
Elevator reliability	.3%
Car parking	.2%
Bike parking	1%
Total	100%

Which elements listed in the shaded sections do you most want Metro to improve? 3 rd	
	Percent
How frequently trains run	4%
How long it takes to get where I am going	2%
Trains comes on time	6%
Connecting to another train or bus	3%
Availability of accurate train arrival time info	2%
Train station seating	2%
Cleanliness of train station	7%
Enough room on the bus	2%
Comfort of train seats (if used)	2%
Cleanliness inside the train	8%
How well Metro addresses homelessness on trains	10%
Safety from harassment based on my race or ethnicity	5%
Safety from sexual harassment	8%
Safety from crime	14%
Trains and stops kept free of graffiti	4%
Enforcement of Metro Rail rules	7%
Accurate and timely info about delays	5%
Cell signal quality on the train	2%
Ease of fare payment	.4%
Availability of accurate info to plan my trips	1%
Next stop info on the train	1%
Transit Smartphone app	1%
Metro.net website	1%
Escalator reliability	1%
Elevator reliability	1%
Car parking	1%
Bike parking	1%
Total	100%

Rail Only

Do you have regular access to a car?	
	Percent
Yes	38%
No	63%
Total	100%

How often do you ride Metro Rail?	
	Percent
Less than once a month	10%
1-3 days a month	11%
1-2 days a week	10%
3-4 days a week	21%
5 or more days a week	47%
Total	100%

How long have you been riding Metro Rail?	
	Percent
Less than 1 year	17%
1-2 years	12%
3-4 years	14%
5 or more years	55%
Today is my first time	3%
Total	100%

Do you have a smartphone and connection to access apps when waiting at the station?	
	Percent
Yes	80%
No	21%
Total	100%

How did you pay your fare for this trip?	
	Percent
TAP Card	75%
TAP App on phone	13%
Cash	12%
Total	100%

What type of fare was it?	
	Percent
30-Day Pass	28%
7-Day Pass	14%
Day Pass	14%
1 trip fare	33%
Other	11%
Total	100%

Did you receive a discount on your fare?	
	Percent
Yes	36%
No	65%
Total	100%

If yes, what discount?	
	Percent
Student (K-12)	16%
Student (College)	19%
LIFE	28%
Senior/Disabled/Medicare	37%
Total	100%

Rail Only

What is your age?	
	Percent
Under 18	5%
18-24	19%
25-44	42%
45-64	28%
65+	7%
Total	100%

What languages do you speak at home?	
	Percent
English	76%
Spanish	44%
Chinese	2%
Tagalog	2%
Korean	1%
Armenian	.4%
Other	4%
Total	100%

What is your race or ethnic identification?	
	Percent
Latinx/Hispanic	50%
Black/African American	16%
White/Caucasian	20%
Asian/Pacific Islander	10%
Native American	2%
Other	4%

How well do you speak English?	
	Percent
Very well or well	85%
Not well or not at all	15%
Total	100%

Including yourself, how many people live in your household?	
	Percent
1	21%
2	21%
3	18%
4	17%
5	14%
6 or more	9%
Total	100%

What is your household's total annual income?	
	Percent
Under \$15,000	32%
\$15,000-\$24,999	19%
\$25,000-\$49,999	21%
\$50,000-\$99,999	17%
\$100,000+	12%
Total	100%

Rail Only

What is your gender identity?	
	Percent
Male	54%
Female	44%
Non-Binary	2%
Other	1%
Total	100%

Do you have a disability?	
	Percent
Yes	20%
No	80%
Total	100%

What type of disability do you have?	
	Percent
Low vision	8%
Blindness	1%
Deaf/hard-of-hearing	1%
Mobility – use wheelchair	1%
Mobility – do not use wheelchair	3%
Mental or cognitive	5%
Other	4%

Metro Micro Only

Sample Size

N = 1,399

I would recommend riding Metro Micro to a friend or co-worker

	Percent
Strongly disagree	3%
Disagree	1%
Neutral	3%
Agree	12%
Strongly Agree	81%
Total	100%

Metro Micro works hard to improve the experience of its riders

	Percent
Strongly disagree	3%
Disagree	2%
Neutral	9%
Agree	23%
Strongly agree	64%
Total	100%

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

	Percent
Strongly disagree	3%
Disagree	4%
Neutral	22%
Agree	21%
Strongly agree	50%
Total	100%

Metro Micro provides a good value for the money

	Percent
Strongly disagree	2%
Disagree	1%
Neutral	1%
Agree	6%
Strongly agree	90%
Total	100%

Thinking about your experience during your entire journey door to door and all your interactions with Metro Micro, how satisfied are you with Metro Micro?

	Percent
Strongly disagree	1%
Disagree	1%
Neutral	6%
Agree	24%
Strongly agree	69%
Total	100%

Metro Micro Only – 24 Aspects

Metro Micro hours of operation	
	Percent
Not satisfied at all	1%
Not satisfied	3%
Neutral	11%
Satisfied	28%
Very Satisfied	57%
Total	100%

Availability of accurate bus arrival time info	
	Percent
Not satisfied at all	3%
Not satisfied	5%
Neutral	15%
Satisfied	25%
Very Satisfied	52%
Total	100%

Enough room on Metro Micro	
	Percent
Not satisfied at all	1%
Not satisfied	1%
Neutral	4%
Satisfied	11%
Very Satisfied	83%
Total	100%

How quickly I was able to get a ride	
	Percent
Not satisfied at all	2%
Not satisfied	7%
Neutral	21%
Satisfied	30%
Very Satisfied	40%
Total	100%

Pick up point convenience	
	Percent
Not satisfied at all	1%
Not satisfied	2%
Neutral	8%
Satisfied	21%
Very Satisfied	68%
Total	100%

Comfort of Metro Micro seats	
	Percent
Not satisfied at all	1%
Not satisfied	0%
Neutral	2%
Satisfied	11%
Very Satisfied	87%
Total	100%

How long it takes to get where I am going	
	Percent
Not satisfied at all	1%
Not satisfied	3%
Neutral	10%
Satisfied	30%
Very Satisfied	55%
Total	100%

Pick up point safety	
	Percent
Not satisfied at all	1%
Not satisfied	2%
Neutral	6%
Satisfied	18%
Very Satisfied	74%
Total	100%

Cleanliness inside Metro Micro	
	Percent
Not satisfied at all	.3%
Not satisfied	.1%
Neutral	1%
Satisfied	7%
Very Satisfied	92%
Total	100%

Connecting to a bus or train	
	Percent
Not satisfied at all	1%
Not satisfied	2%
Neutral	12%
Satisfied	17%
Very Satisfied	69%
Total	100%

Ease of finding my pick up point	
	Percent
Not satisfied at all	1%
Not satisfied	2%
Neutral	6%
Satisfied	19%
Very Satisfied	73%
Total	100%

How well Metro addresses homelessness on Metro Micro	
	Percent
Not satisfied at all	2%
Not satisfied	2%
Neutral	10%
Satisfied	15%
Very Satisfied	72%
Total	100%

Metro Micro Only – 24 Aspects

Safety from harassment based on my race or ethnicity	
	Percent
Not satisfied at all	1%
Not satisfied	1%
Neutral	4%
Satisfied	10%
Very Satisfied	84%
Total	100%

Service zones cover where I need to go	
	Percent
Not satisfied at all	2%
Not satisfied	6%
Neutral	18%
Satisfied	19%
Very Satisfied	55%
Total	100%

Metro Micro App	
	Percent
Not satisfied at all	1%
Not satisfied	2%
Neutral	8%
Satisfied	17%
Very Satisfied	72%
Total	100%

Safety from sexual harassment	
	Percent
Not satisfied at all	1%
Not satisfied	.1%
Neutral	4%
Satisfied	10%
Very Satisfied	86%
Total	100%

Availability of accurate info to plan my trips	
	Percent
Not satisfied at all	2%
Not satisfied	3%
Neutral	8%
Satisfied	22%
Very Satisfied	65%
Total	100%

Transit Smartphone App	
	Percent
Not satisfied at all	1%
Not satisfied	1%
Neutral	11%
Satisfied	16%
Very Satisfied	71%
Total	100%

Safety from crime	
	Percent
Not satisfied at all	.4%
Not satisfied	.3%
Neutral	4%
Satisfied	10%
Very Satisfied	86%
Total	100%

Enforcement of Metro Micro rules	
	Percent
Not satisfied at all	.4%
Not satisfied	1%
Neutral	4%
Satisfied	14%
Very Satisfied	81%
Total	100%

Accurate and timely info about delays	
	Percent
Not satisfied at all	5%
Not satisfied	6%
Neutral	15%
Satisfied	26%
Very Satisfied	49%
Total	100%

Ease of fare payment	
	Percent
Not satisfied at all	.3%
Not satisfied	1%
Neutral	2%
Satisfied	8%
Very Satisfied	90%
Total	100%

Metro.net/micro website	
	Percent
Not satisfied at all	2%
Not satisfied	2%
Neutral	10%
Satisfied	17%
Very Satisfied	69%
Total	100%

Metro Micro comes on time	
	Percent
Not satisfied at all	3%
Not satisfied	8%
Neutral	19%
Satisfied	28%
Very Satisfied	41%
Total	100%

Metro Micro Only – 24 Aspects

Which elements listed in the shaded sections do you most want Metro to improve? 1 st		Which elements listed in the shaded sections do you most want Metro to improve? 2 nd		Which elements listed in the shaded sections do you most want Metro to improve? 3 rd	
	Percent		Percent		Percent
Metro Micro hours of operation	11%	Metro Micro hours of operation	12%	Metro Micro hours of operation	8%
How quickly I was able to get a ride	13%	How quickly I was able to get a ride	15%	How quickly I was able to get a ride	14%
How long it takes to get where I am going	5%	How long it takes to get where I am going	10%	How long it takes to get where I am going	7%
Metro Micro comes on time	30%	Metro Micro comes on time	11%	Metro Micro comes on time	16%
Connecting to a bus or train	2%	Connecting to a bus or train	2%	Connecting to a bus or train	3%
Availability of accurate arrival time info	4%	Availability of accurate arrival time info	15%	Availability of accurate arrival time info	11%
Accurate and timely info about delays	6%	Accurate and timely info about delays	5%	Accurate and timely info about delays	11%
Pick up point convenience	3%	Pick up point convenience	6%	Pick up point convenience	4%
Pick up point safety	2%	Pick up point safety	.3%	Pick up point safety	1%
Ease of finding my pick up point	1%	Ease of finding my pick up point	2%	Ease of finding my pick up point	3%
Enough room on Metro Micro	.1%	Enough room on Metro Micro	2%	Enough room on Metro Micro	2%
Comfort of Metro Micro seats	.1%	Comfort of Metro Micro seats	1%	Comfort of Metro Micro seats	1%
Cleanliness inside Metro Micro	.3%	Cleanliness inside Metro Micro	.4%	Cleanliness inside Metro Micro	.1%
Enforcement of Metro Micro rules	.4%	Enforcement of Metro Micro rules	.1%	Enforcement of Metro Micro rules	1%
How well Metro addresses homelessness on Metro Micro	.4%	How well Metro addresses homelessness on Metro Micro	2%	How well Metro addresses homelessness on Metro Micro	.3%
Safety from harassment based on my race or ethnicity	0%	Safety from harassment based on my race or ethnicity	1%	Safety from harassment based on my race or ethnicity	.3%
Safety from sexual harassment	0%	Safety from sexual harassment	.1%	Safety from sexual harassment	.3%
Safety from crime	1%	Safety from crime	.4%	Safety from crime	2%
Ease of payment	2%	Ease of payment	1%	Ease of payment	1%
Service zones cover where I need to go	15%	Service zones cover where I need to go	11%	Service zones cover where I need to go	11%
Availability of accurate info to plan my trips	1%	Availability of accurate info to plan my trips	1%	Availability of accurate info to plan my trips	2%
Metro.net/Micro website	0%	Metro.net/Micro website	1%	Metro.net/Micro website	.4%
Metro Micro App	2%	Metro Micro App	1%	Metro Micro App	2%
Transit Smartphone App	1%	Transit Smartphone App	1%	Transit Smartphone App	0%
Total	100%	Total	100%	Total	100%

Metro Micro Only

Do you have regular access to a car?	
	Percent
Yes	25%
No	75%
Total	100%

How often do you ride Metro Micro?	
	Percent
Less than once a month	5%
1-3 days a month	11%
1-2 days a week	16%
3-4 days a week	28%
5 or more days a week	29%
More than once per day	12%
Total	100%

How long have you been riding Metro Micro?	
	Percent
Less than 3 months	27%
3-6 months	33%
6-12 months	23%
12+ months	15%
Today is my first ride	2%
Total	100%

Do you have a smartphone and connection to access apps when waiting at the pick up spot?	
	Percent
Yes	96%
No	5%
Total	100%

How did you pay your fare for this trip?	
	Percent
TAP Card	40%
TAP App on phone	13%
Credit Card in app	20%
Debit Card in app	26%
Pass from my employer	.1%
Pass from my university	.2%
This trip was free	2%
Total	100%

What type of fare was it?	
	Percent
30-Day Pass	8%
7-Day Pass	2%
Day Pass	3%
1 trip fare	70%
Other	17%
Total	100%

Did you receive a discount on your fare?	
	Percent
Yes	16%
No	85%
Total	100%

If yes, what discount?	
	Percent
Coupon Code	.015%
Ride Credit	.055%
Total	100%

Metro Micro Only

What is your age?	
	Percent
Under 18	8%
18-24	28%
25-44	44%
45-64	17%
65+	4%
Total	100%

What is your race or ethnic identification?	
	Percent
Latinx/Hispanic	56%
Black/African American	11%
White/Caucasian	15%
Asian/Pacific Islander	14%
Native American	1%
Other	5%

Including yourself, how many people live in your household?	
	Percent
1	15%
2	21%
3	17%
4	20%
5	15%
6 or more	13%
Total	100%

What languages do you speak at home?	
	Percent
English	84%
Spanish	46%
Chinese	2%
Tagalog	4%
Korean	.1%
Armenian	0%
Other	4%
Total	100%

How well do you speak English?	
	Percent
Very well or well	91%
Not well or not at all	9%
Total	100%

What is your household's total annual income?	
	Percent
Under \$15,000	29%
\$15,000-\$24,999	23%
\$25,000-\$49,999	25%
\$50,000-\$99,999	15%
\$100,000+	8%
Total	100%

Metro Micro Only

What is your gender identity?	
	Percent
Male	39%
Female	57%
Non-Binary	3%
Other	1%
Total	100%

Do you have a disability?	
	Percent
Yes	13%
No	87%
Total	100%

What type of disability do you have?	
	Percent
Low vision	4%
Blindness	.2%
Deaf/hard-of-hearing	1%
Mobility – use wheelchair	.3%
Mobility – do not use wheelchair	2%
Mental or cognitive	4%
Other	2%



2022 Customer Experience Survey Results

Board Presentation

Our Vision and Goal

Our Vision:

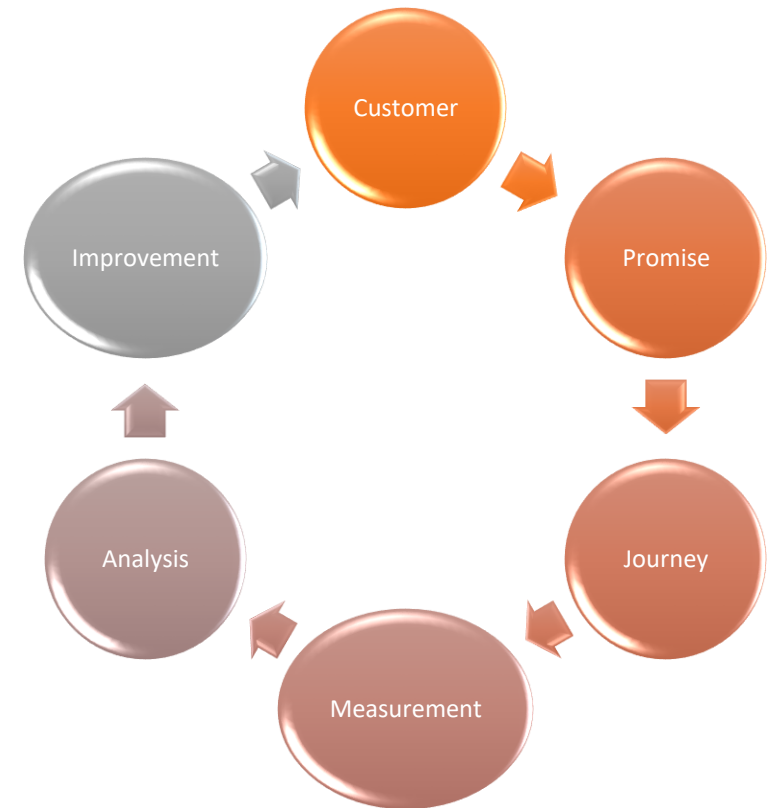
Is to put you first – your safety, your time, your comfort, and your peace of mind—when we connect you to people and places that matter to you.

Our Goal:

Study and analyze the **Customer Journey** to:

- ✓ Minimize Pain Points
- ✓ Maximize Smooth & Reliable Experiences
- ✓ Find Opportunities for Occasional Surprise & Delight

CX Improvement Process



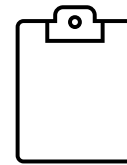
2022 CX Survey Methodology



Overview

- Surveys conducted in Spring, 2022 (March -May).
- 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 the annual Customer Experience Plan.
 - Obtain detailed feedback to better understand the customer experience for users of the Metro system.
 - Use insights to prioritize investments that will improve the customer experience.
 - Develop methods that will accurately track trends over time to gauge success.
- Intercept passengers on board bus, train, and Metro Micro modes to get a random sample covering all bus and train lines and weekends and nights as well as weekday am and pm peak times.
- Data is weighted to be representative of 2022 ridership.

By the Numbers



63%
Response
Rate



9
Languages
Offered in
Addition to
Spanish and
English

12,239
Sample Size

25
Service
Aspects

7,909 Bus

2,931 Rail

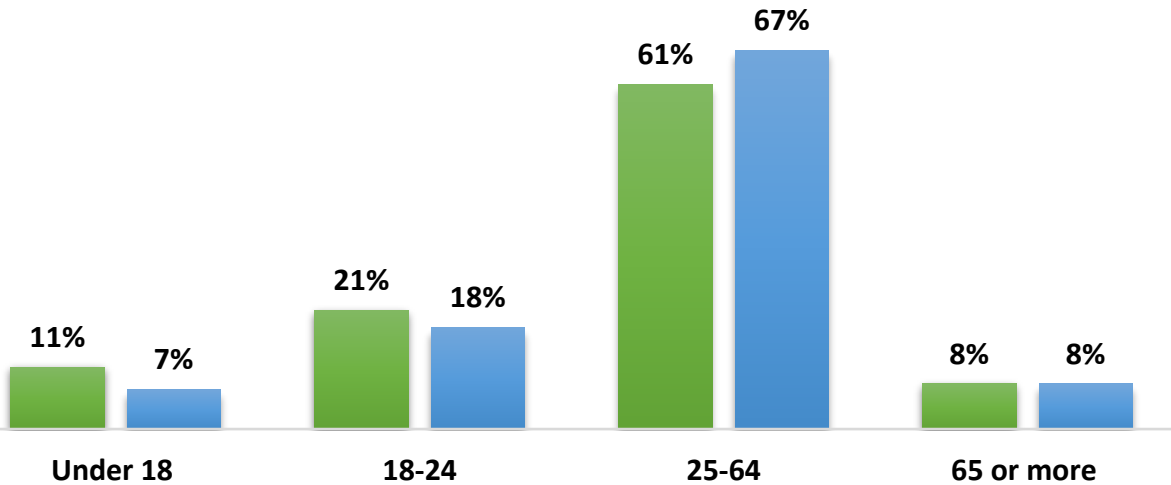
1,399 Micro



67% of Riders are Between 25 - 64 Years Old Unchanged from Pre-Pandemic (2019), Latinx/Hispanic is the Largest Ethnic Group (59% of riders)

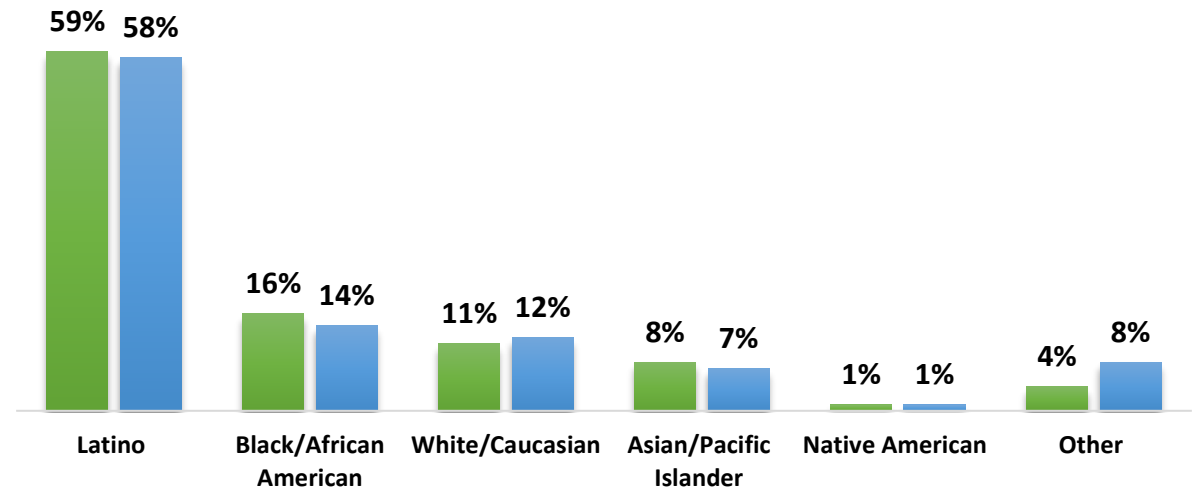
AGE

■ 2019 ■ 2022



ETHNICITY

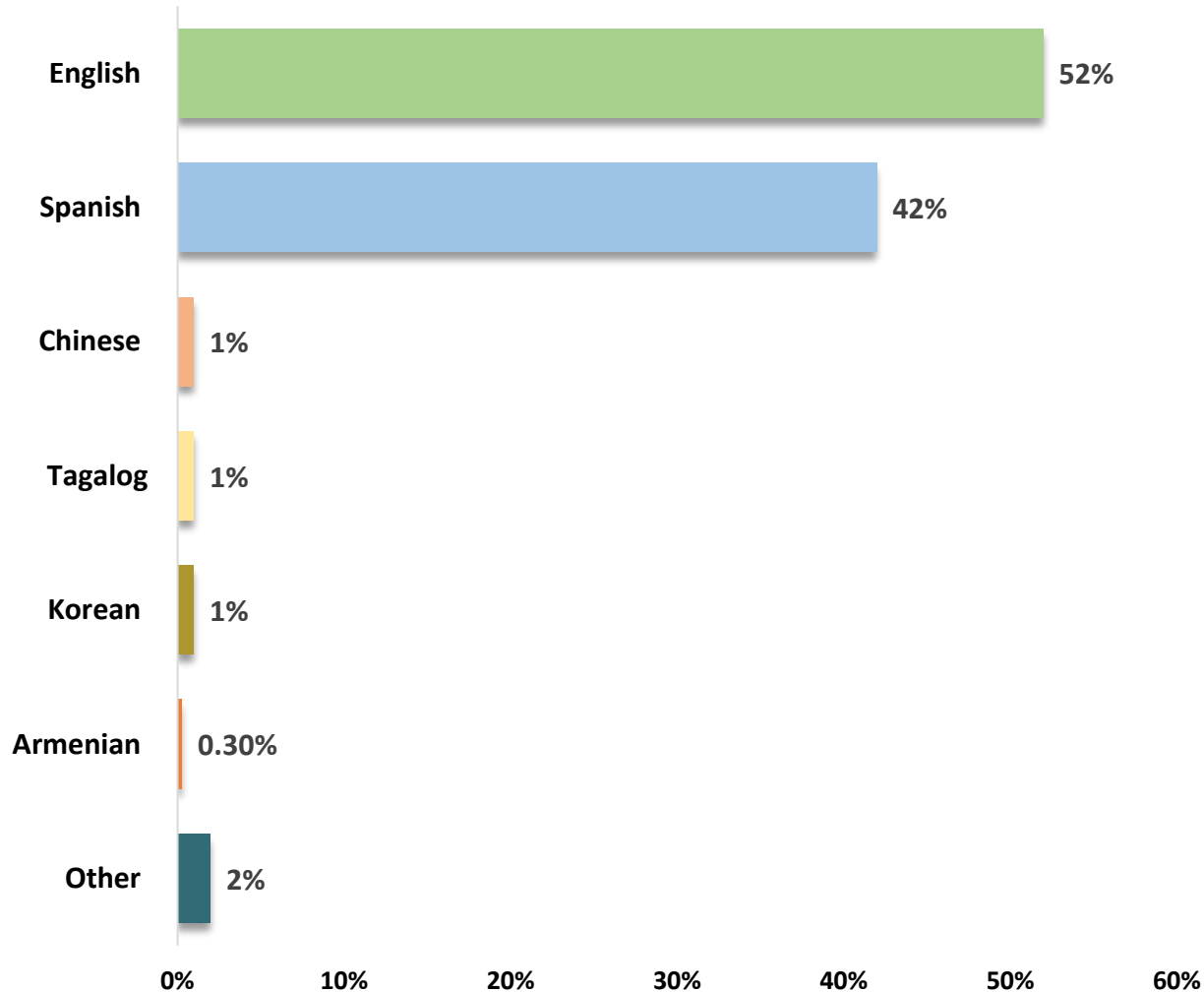
■ 2019 ■ 2022



English Accounts for 52% as a Language Spoken at Home, and Almost Half (42%) Speak Spanish.

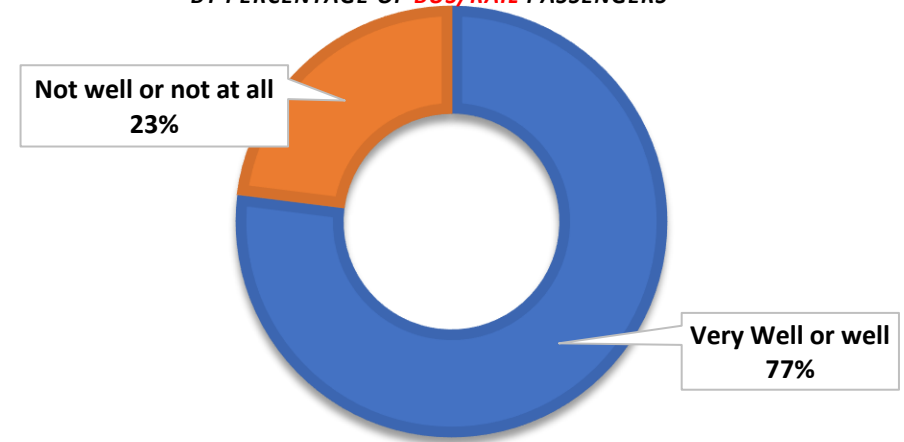
LANGUAGES SPOKEN AT HOME

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS

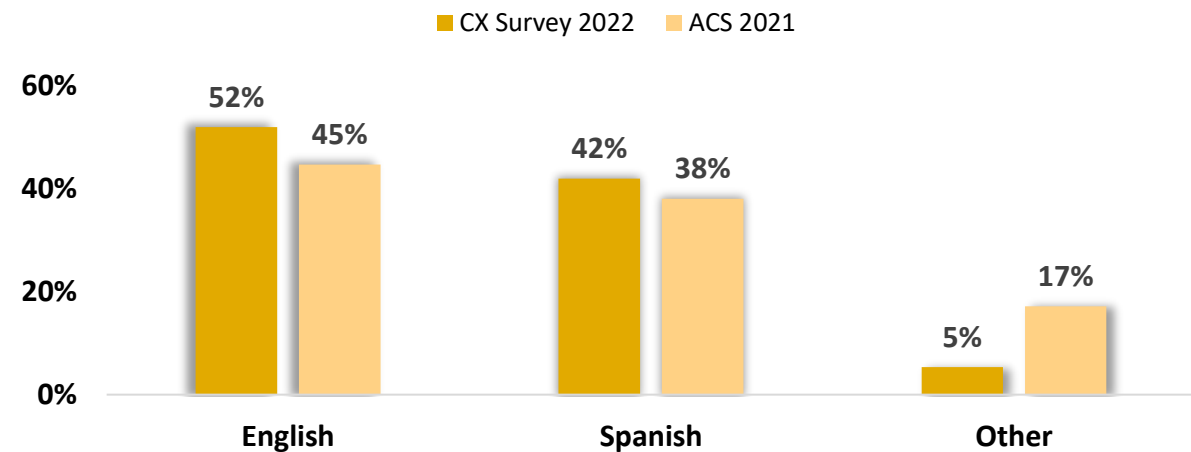


HOW WELL DO YOU SPEAK ENGLISH?

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS



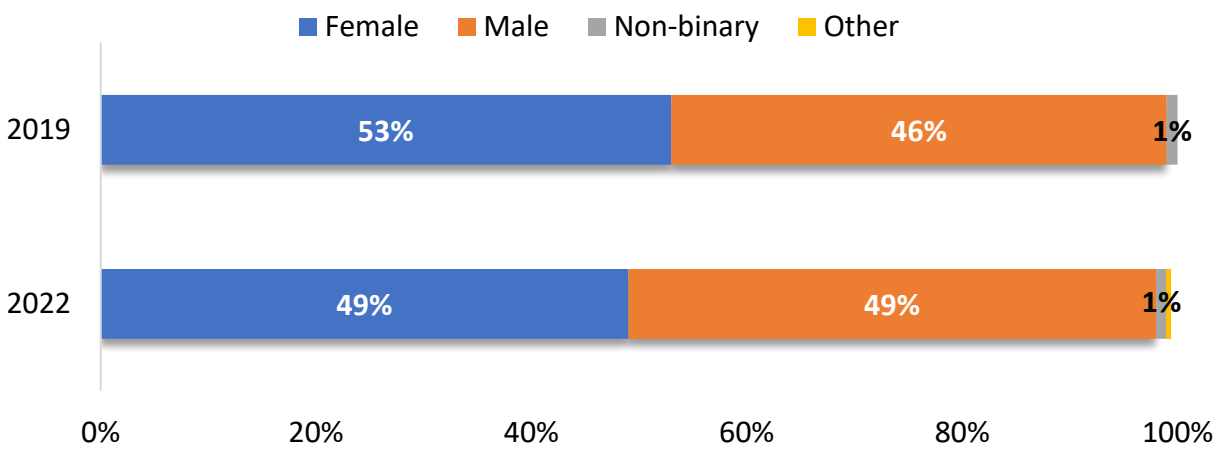
LANGUAGES - CX Survey vs American Community Survey



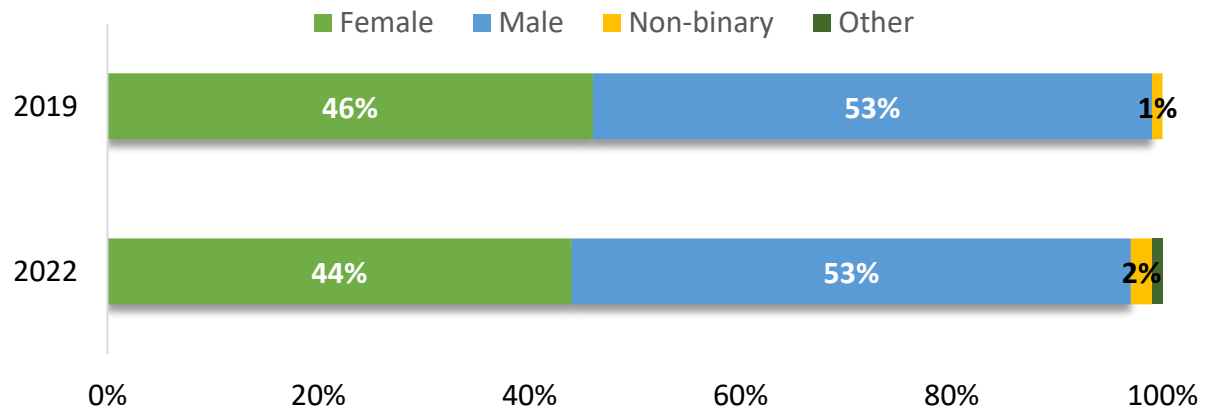
Slightly More Male-Identifying Riders than Female or Non-Binary, Specifically in Rail Ridership.

A total of 83% of Riders Make a Household Income Less than \$49,000.

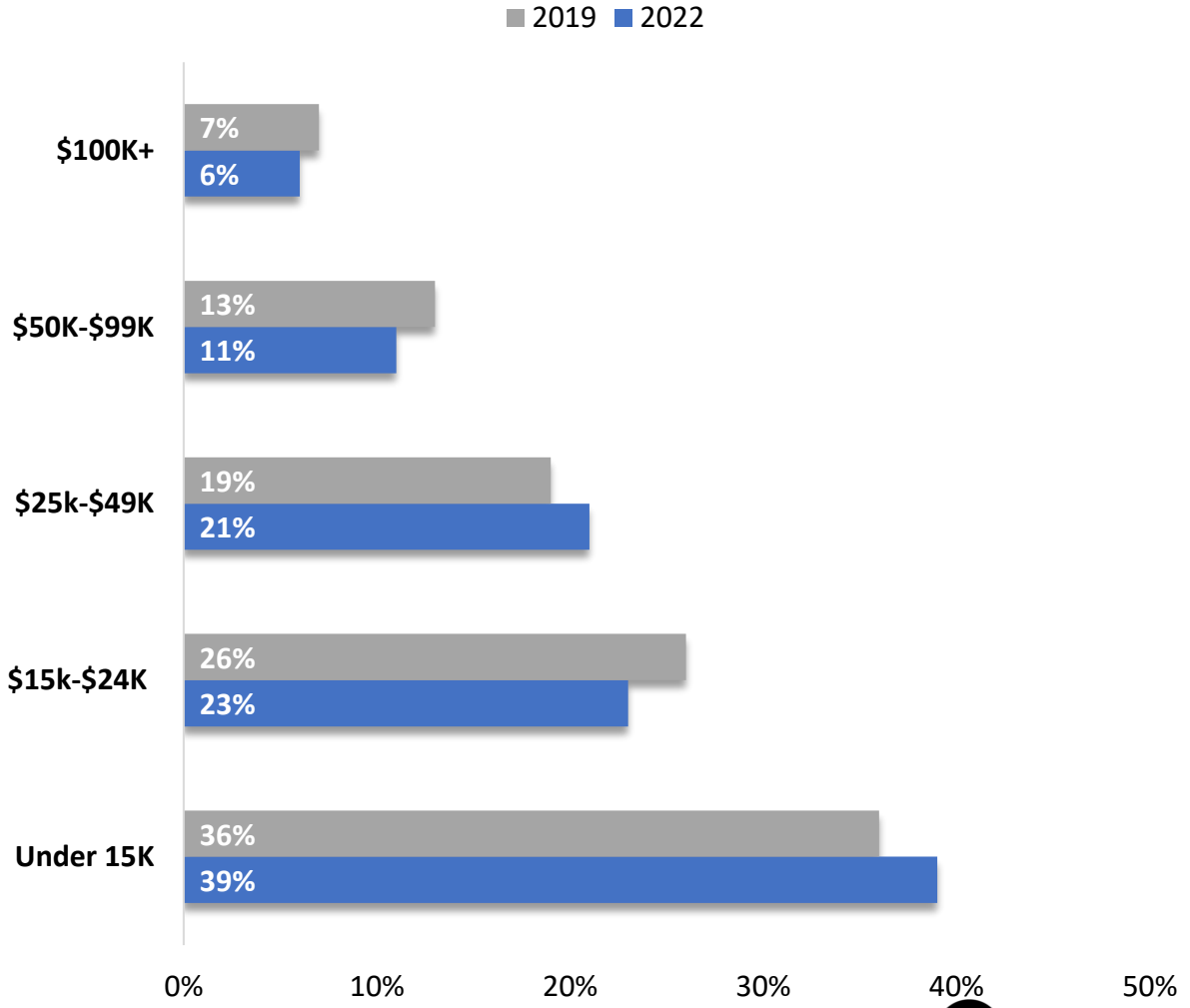
GENDER IDENTITY
BY PERCENTAGE OF **BUS** PASSENGERS



GENDER IDENTITY
BY PERCENTAGE OF **RAIL** PASSENGERS



HOUSEHOLD'S TOTAL ANNUAL EARNINGS
BY PERCENTAGE OF **BUS/RAIL** PASSENGERS

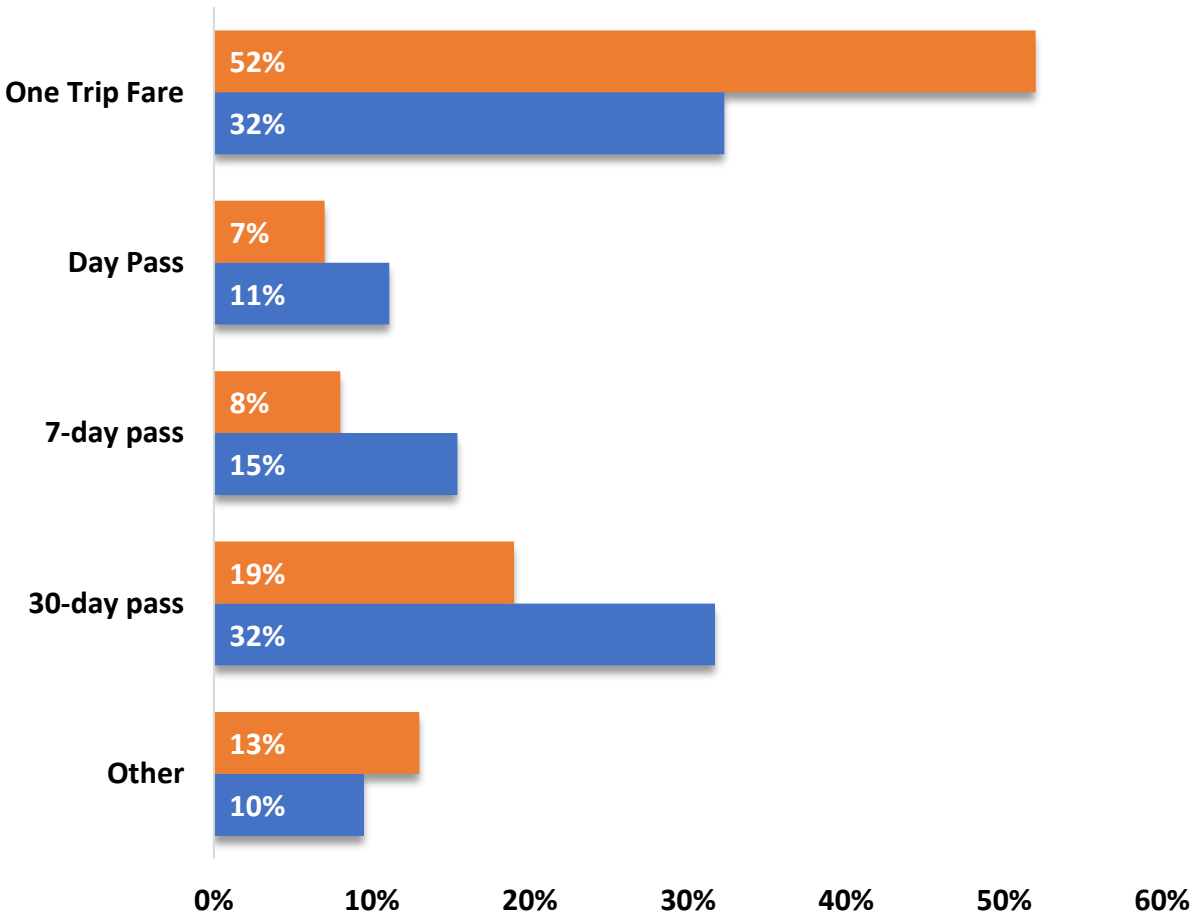


32% Reported Paying One Trip Fare, and an Equal Percent (32%) of Riders Reported Paying with a 30-Day Pass.

TYPE OF FARE

BY PERCENTAGE OF *BUS/RAIL* PASSENGERS
(EXCLUDING NOT PROVIDED RESPONSES)

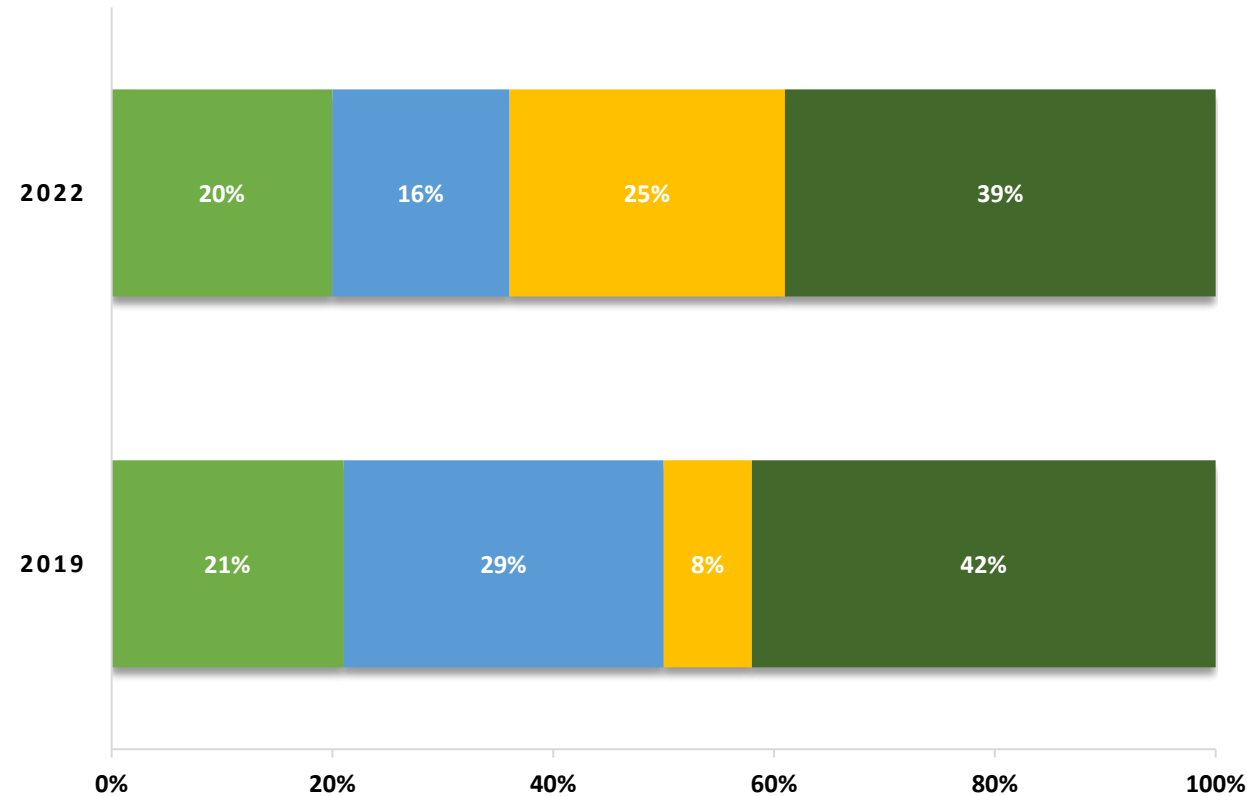
2019 2022



FARE DISCOUNT TYPE

BY PERCENTAGE OF *BUS/RAIL* PASSENGERS

K-12 College LIFE S/D/M



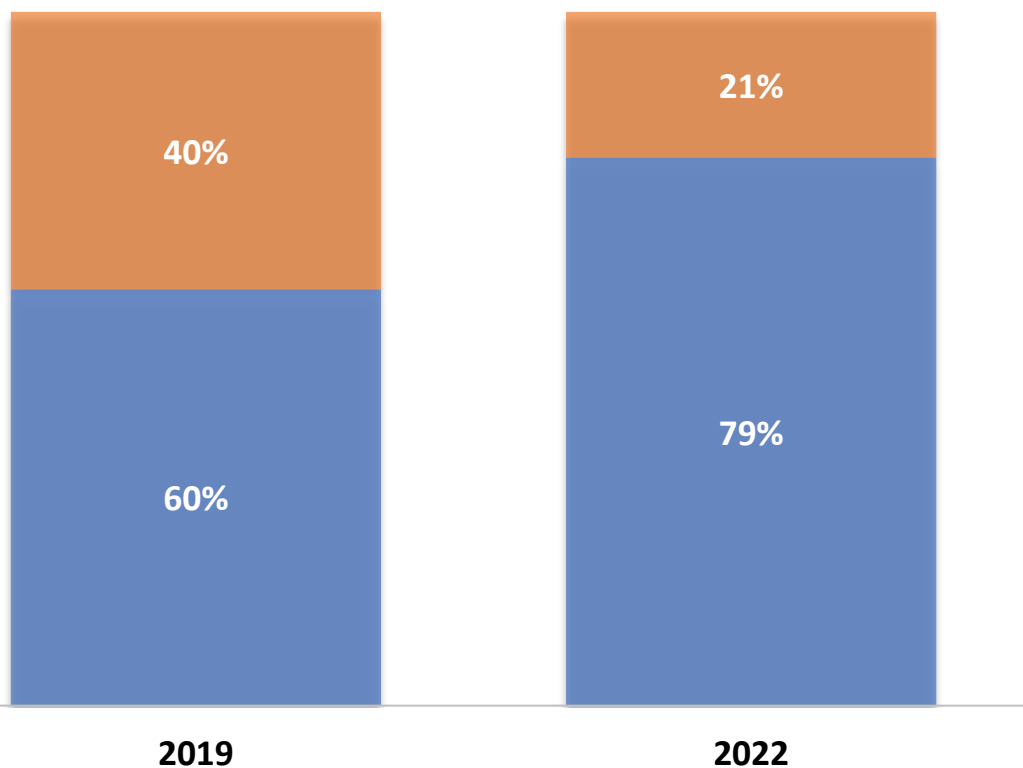
79% of Riders Own Smartphones with Available Data.

Relatedly, 73% Pay with TAP, of which 10% use the TAP Smartphone App Since its Launch in September 2020.

SMARTPHONE

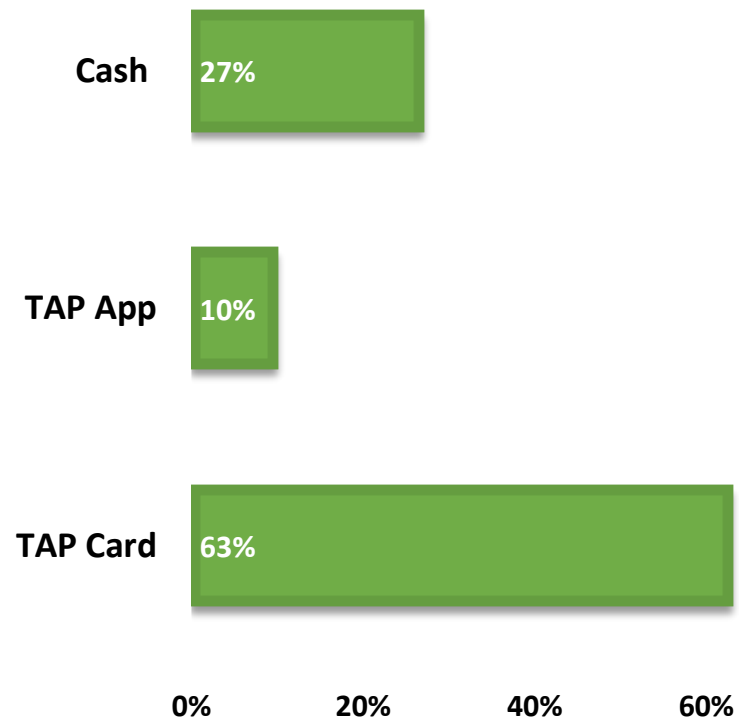
BY PERCENTAGE OF **BUS/RAIL** PASSENGERS

■ Yes ■ No



FARE PAYMENT

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS



80%



Although there are Slight Changes from the 2019 Survey, Many Customers Continue to Ride Metro



78%

**ride at least 3
days/week**

↓ 11%

(89% reported in 2019
Systemwide)

Bus 83% (**↓ 9%** - 92% in 2019)
Rail 68% (**↓ 14%** - 82% in 2019)



72%

**have been riding
for 3 years or
longer**

↔ 0%

(72% reported in 2019
Systemwide)

Bus 73% (**↓ 2%** - 75% in 2019)
Rail 69% (**↑ 4%** - 65% in 2019)



27%

**have regular
access to a car**

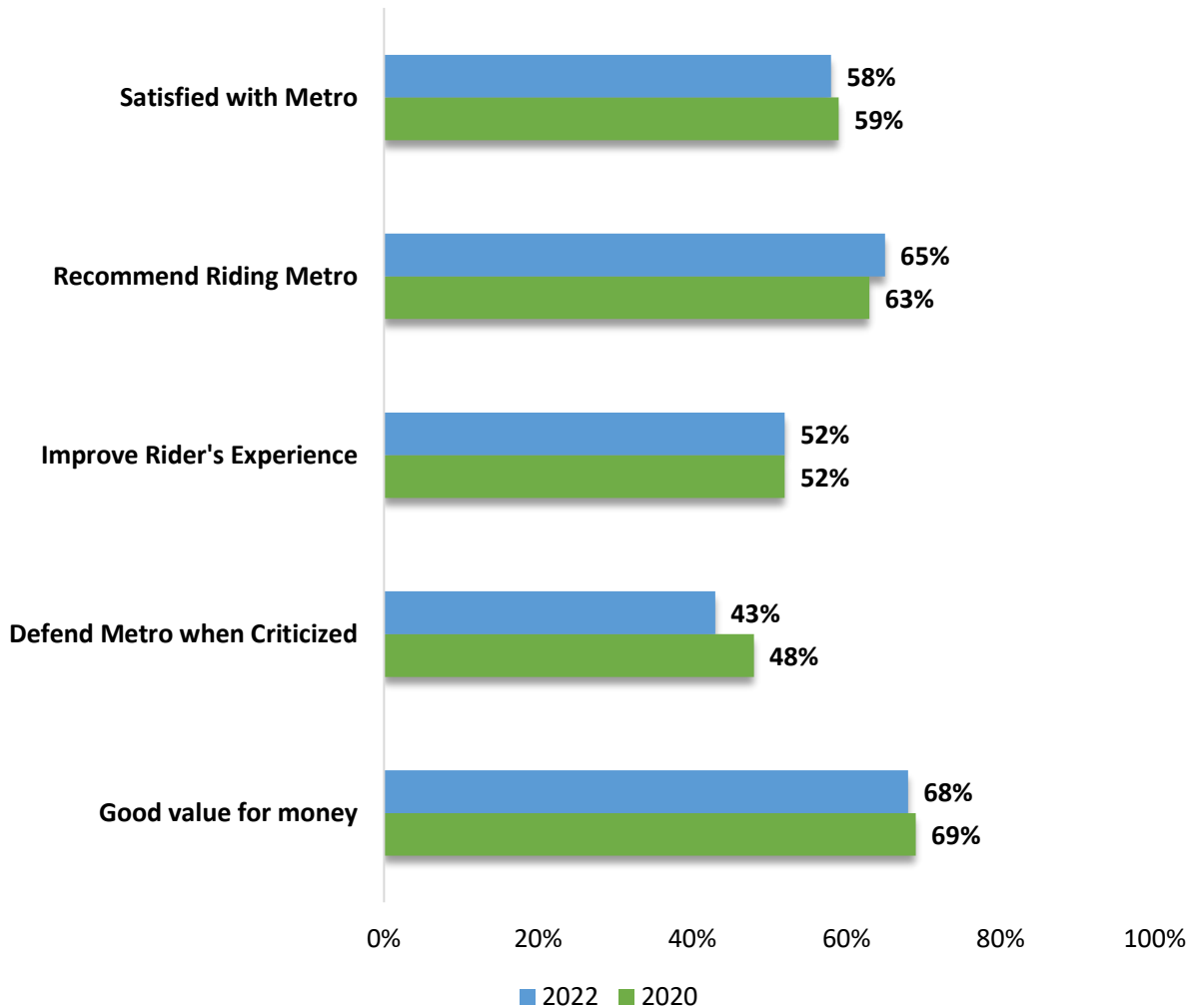
↑ 6%

(21% reported in 2019
Systemwide)

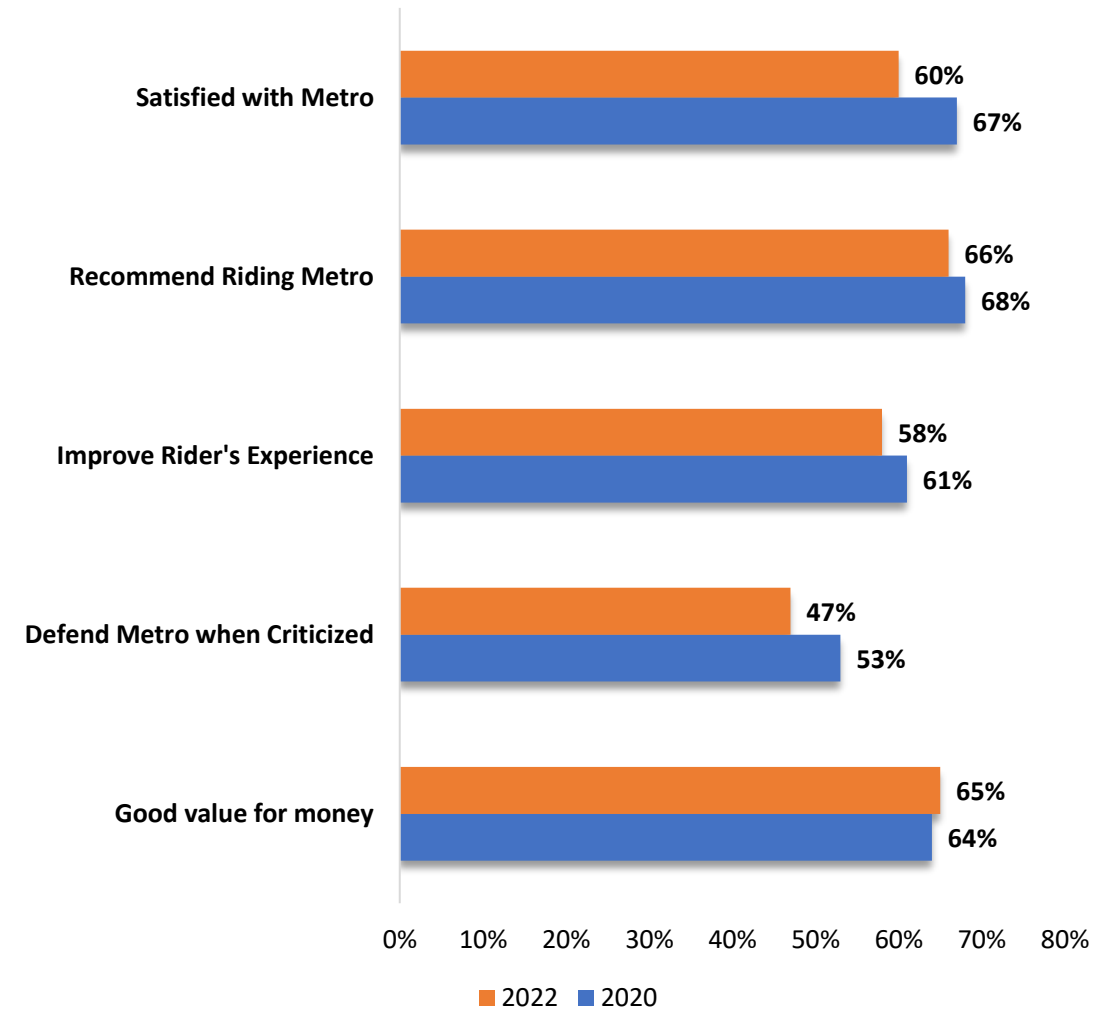
Bus 22% (**↑ 6%** - 16% in 2019)
Rail 38% (**↑ 4%** - 34% in 2019)

Overall Perceptions of Metro – 2020 vs 2022

RAIL



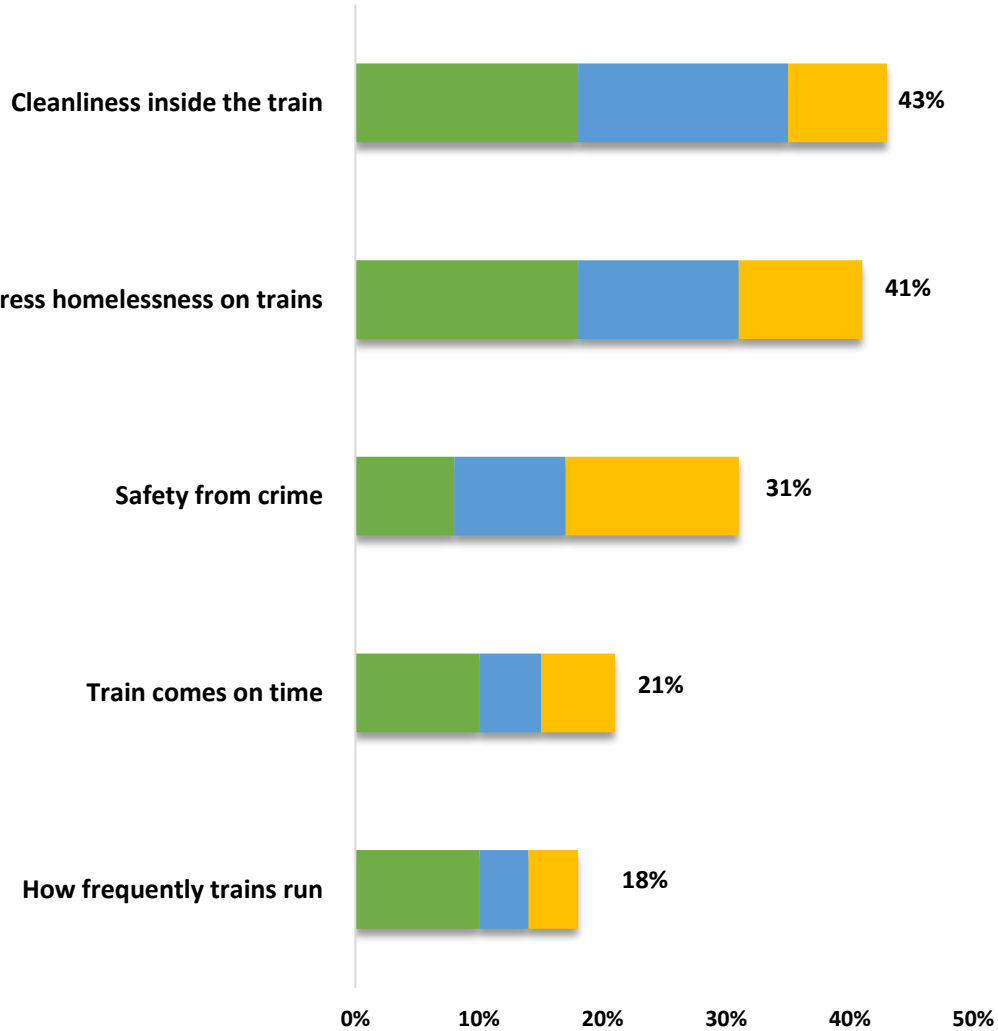
BUS



2022 Top 5 Aspects Customers Want Metro to *Improve*

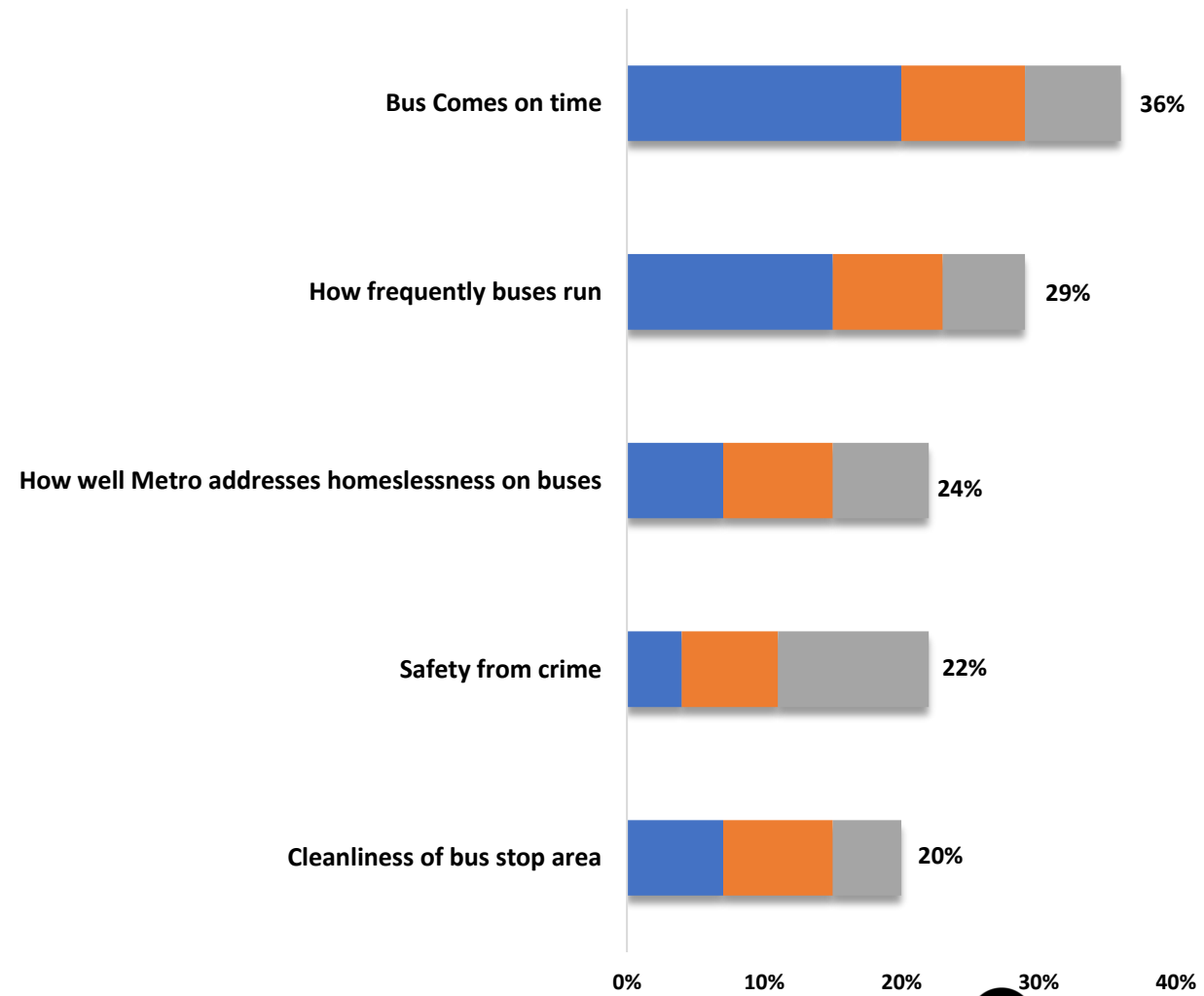
RAIL

#1 #2 #3



BUS

#1 #2 #3

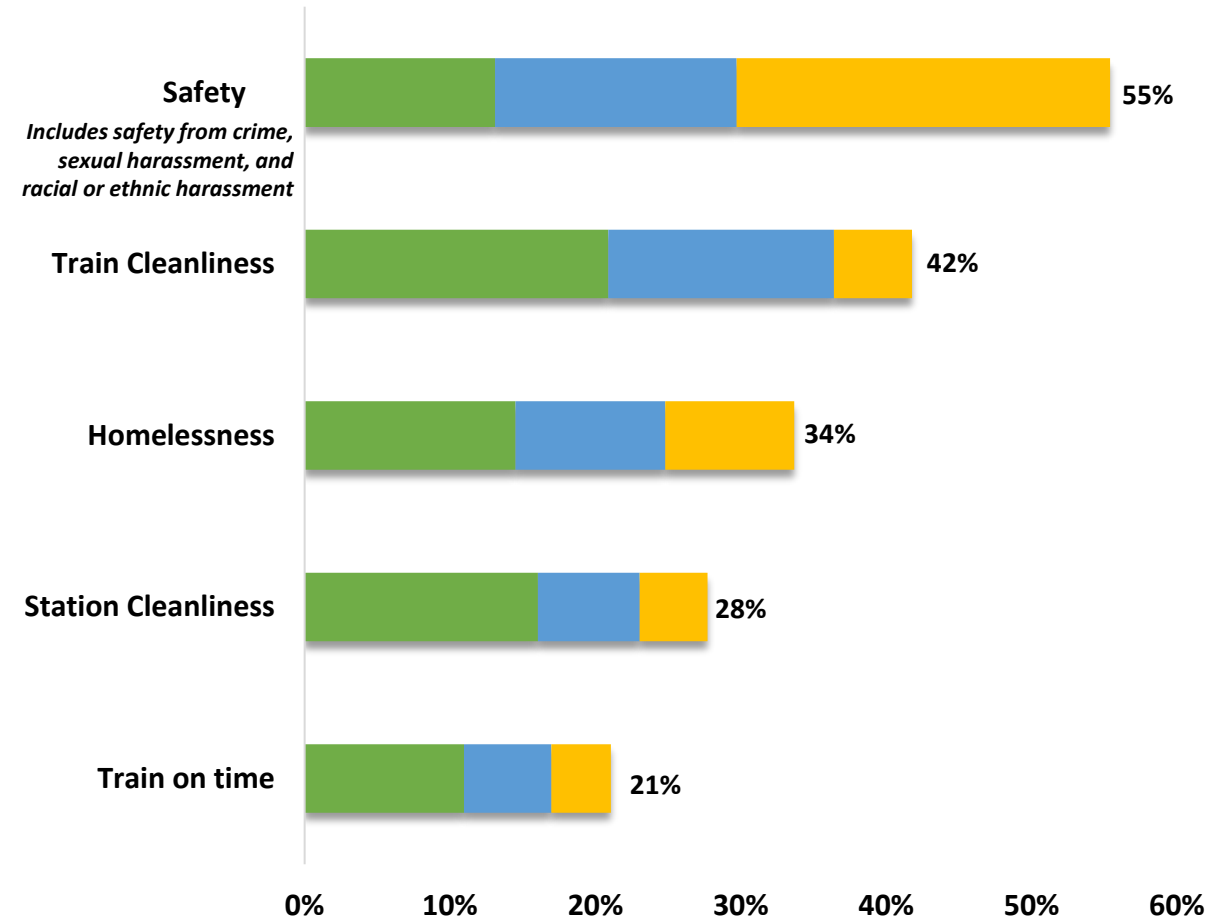


2022 Top 5 Aspects Customers Want Metro to *Improve*

- *Female Bus & Rail*

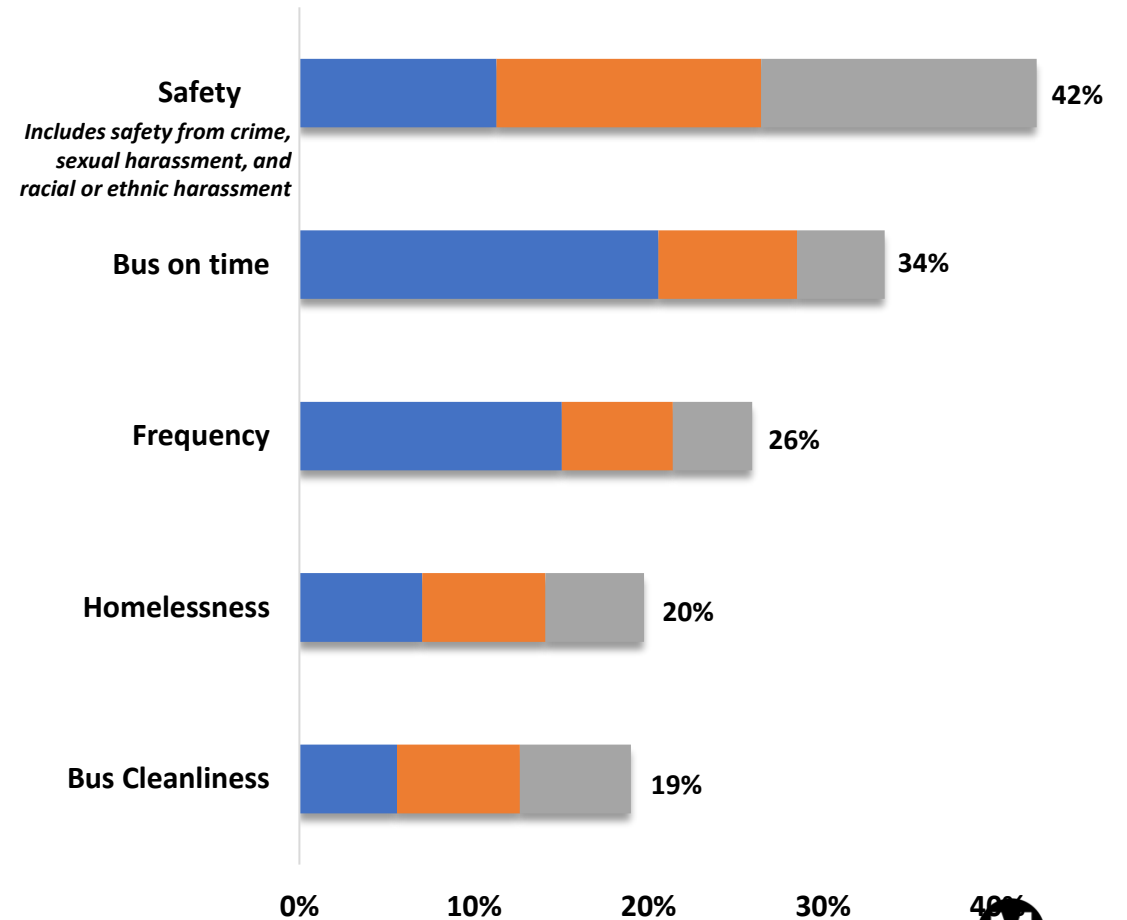
FEMALE - RAIL

#1 #2 #3



FEMALE - BUS

#1 #2 #3



2022 Customer Experience *Target Issues*

– Rail, Bus, Micro

RAIL

1. How well Metro addresses homelessness on trains
2. Cleanliness inside the train
3. Cleanliness of train station
4. Safety from crime
5. Enforcement of Metro rules

BUS

1. Cleanliness inside the bus
2. Bus comes on time
3. Enough room on the bus
4. How frequently buses run
5. Enforcement of Metro rules

MICRO

1. Micro comes on time
2. How quick I was able to get a ride
3. Availability of accurate info to plan my trip
4. How long it takes to get where I am going
5. Availability of accurate real-time info

2022 Customer Experience *Target Issues*

– Rail, Bus *Female*

RAIL

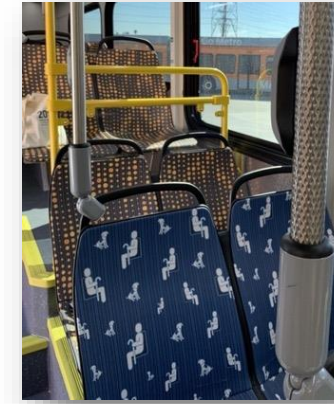
1. Homelessness
2. Cleanliness inside the train
3. Cleanliness of train station
4. Safety from crime
5. Safety for sexual harassment
6. Safety from racial or ethnic harassment

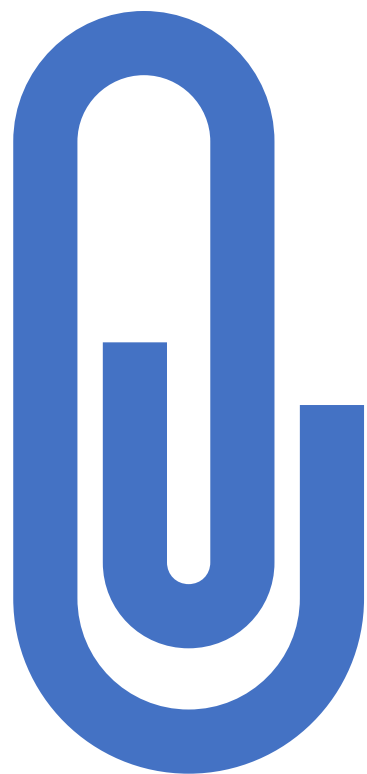
BUS

1. Cleanliness inside the bus
2. Accurate and timely information about delays
3. Bus comes on time

2022 Customer Experience Plan Action Items In Progress

CX Plan Area	Action	Measured Impact
Vinyl Seats Transition	The transition from cloth to easier-to-keep-clean vinyl seats has made significant progress. As of August, 49% of buses and 89% of rail cars have been installed with vinyl seats.	100% of all Bus and Rail seats to be updated to vinyl which will be easier to clean and maintain for rider use.
Cleaning Surge (end of line, midday bus, trackway, and escalators)	<ol style="list-style-type: none"> 1. Midday bus interior cleaning was expanded to three layover locations, reaching over 1,600 buses in the month of July. 2. Trackway debris removal is occurring bi-weekly at seven (7) high priority stations, with other Red/Purple line station trackways being cleaned at least once a month. 3. Escalator step cleaning was increased to four times per year effective July 2021 and has been maintained at that frequency. 	Helps address a top concern of riders around cleanliness. These efforts have improved the sense of cleanliness on the system for riders to take advantage of.
Metro Ambassadors Program	The Metro Ambassadors Program achieved two significant milestones. In June, the Board approved the award of \$122 million to enlist two vendors, Strive Well-Being and RMI International, Inc to provide Transit Ambassador program services. In September, Metro developed and directed a comprehensive two-week pre-deployment training on customer service, public safety awareness, de-escalation, trauma informed response, emergency preparedness, and transit operations for the first group of Ambassadors.	Improved customer experience for all Metro riders use while navigating the system.
Accessible Navigation Applications	A comprehensive project scope is being put together by the Office of Civil Rights staff that includes investing in an accessible mobile wayfinding application pilot, tactile markers at bus stops, and tactile guidance at selected light rail stations.	Successful use and application across the system by dependent riders.
Institutionalizing CX	Metro Art Division successfully launched three (3) Metro Art Buses in July. It is an immersive art experience showcasing the We Are...Portraits of Metro Riders by Local Artists exhibition. The buses are distributed across three different divisions and assigned to different routes daily.	Bringing Art awareness to Metro riders that represents our local communities.





Appendix

CX Survey Changes – 2020 vs 2022

Given changes in the state of the pandemic and looking for ways to improve upon the first CX Survey, the following changes were made to the 2022 CX Survey:

Characteristic	2020	2022
Format	Online	In-Person
Service Aspects	40	25
Modes	Bus, Rail	Bus, Rail, Micro
Rating Scale	1 – 10	1 – 5
Sample Size	1,287	12,239

These changes between the 2020 and 2022 survey may impact the ability to compare results.