



## Board Report

File #: 2026-0706, File Type: Oral Report / Presentation

Agenda Number: 40.

### OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE OCTOBER 15, 2026

**SUBJECT: CUSTOMER EXPERIENCE EVALUATION-CX PULSE SURVEY OVERVIEW**

**ACTION: RECEIVE ORAL REPORT**

#### **RECOMMENDATION**

RECEIVE oral report on the Metro Customer Experience (CX) Pulse Survey deep dive on Safety and Customer Pain Points.

#### **ISSUE**

Customer Experience staff advance Metro's strategic priority of improving the customer experience by conducting research among riders and potential riders to understand needs, actions, and pain points experienced from the beginning of the Metro riding journey to arrival. This report provides deeper dive on the latest CX Pulse Survey results in response to feedback from Committee members requesting more detail regarding safety and pain points at last month's meeting.

#### **EQUITY PLATFORM**

Customer Experience (CX) staff ensure CX Pulse survey completions mirror the On-Board Customer Satisfaction Survey in demographics. Additionally, staff analyze data by demographic groups, including gender, race/ethnicity, income, age, and car access, among other characteristics. This helps ensure that pain points which are felt more by certain groups are not overlooked.

#### **VEHICLE MILES TRAVELED OUTCOME**

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.\* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

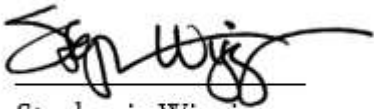
As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will improve and further encourage transit ridership, ridesharing, and active transportation.

Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

\*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

Prepared by: Robert Heavrin, Senior Director, Customer Experience (213) 418-3238  
Carolyn Bufford Funk, Transportation Planner, 213-418-3238  
Jeff Van, Transportation Planner, (213) 922-2746

Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060



Stephanie Wiggins  
Chief Executive Officer

# Customer Experience Evaluation

## CX Pulse Survey Overview

October 2026

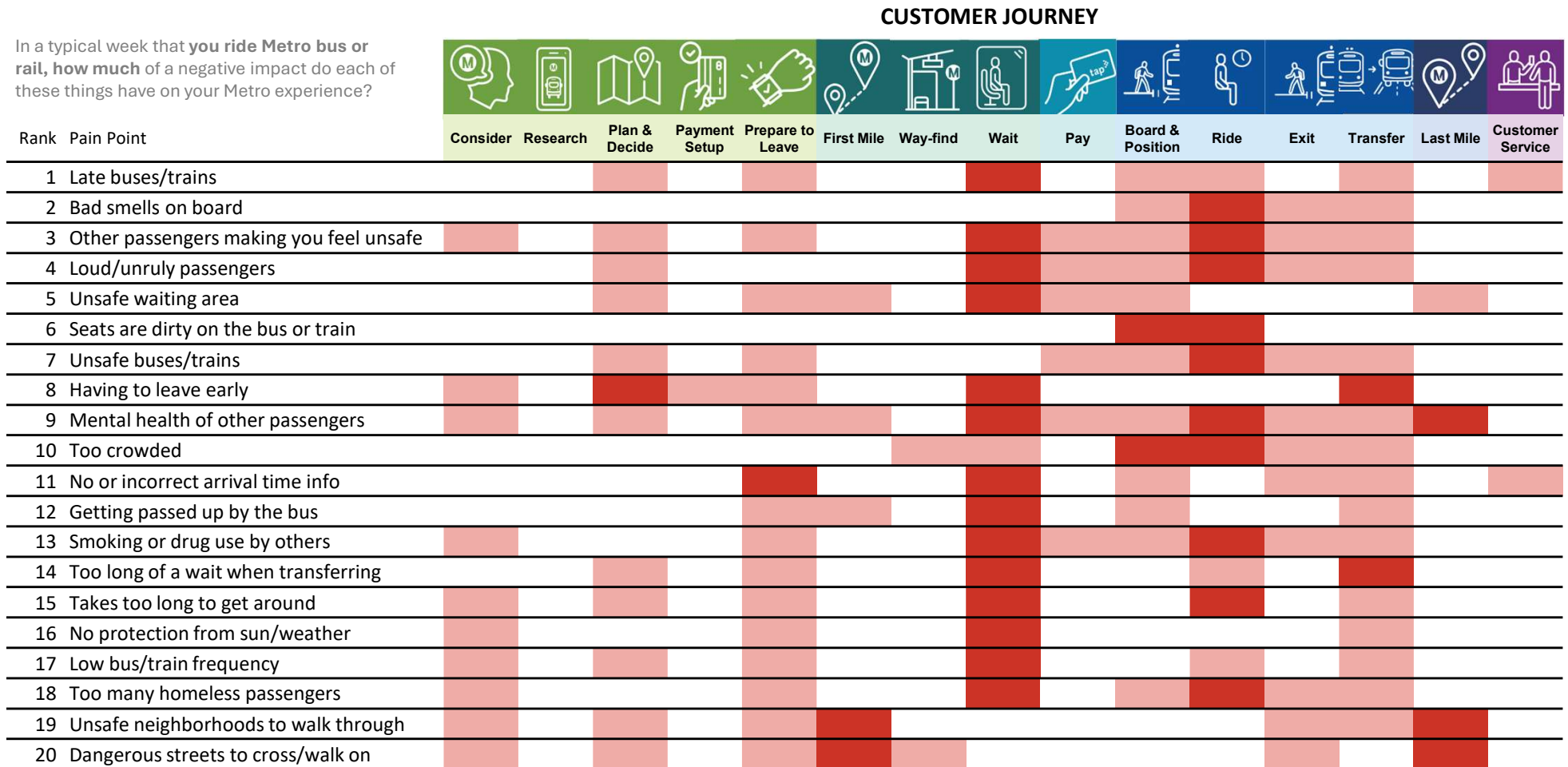


- Metro uses a Rider Journey Map to help the agency to organize and prioritize improvements around the journey stages and pain points.
- The CX Pulse Survey helps to evaluate overall satisfaction, satisfaction with journey stages, and determine if customer experience improvements are making an impact in reducing pain points.
- Using this information, CX works with other Metro departments to identify and implement actions that will improve the customer journey.
- **Analysis currently underway to inform 2027 CX Action Plan.**

# Rider Pain Points

Customers' biggest pain points converge on waiting and riding stages but also have indirect effects on other stages.

In a typical week that **you ride Metro bus or rail**, **how much** of a negative impact do each of these things have on your Metro experience?



## Methodology

### July Survey: Fielded July 20 – July 31

#### Sample Sources

- Total, n= 8,019
  - Transit App Push-Notification: n=3,928
  - TAP Email Database: n=2,618
  - Metro.net Website Pop-Up: n=1,473
- Demographics mirror On-Board CSAT survey

#### Survey Completes by Mode

- Bus: n=4,553
- Rail: n=3,466

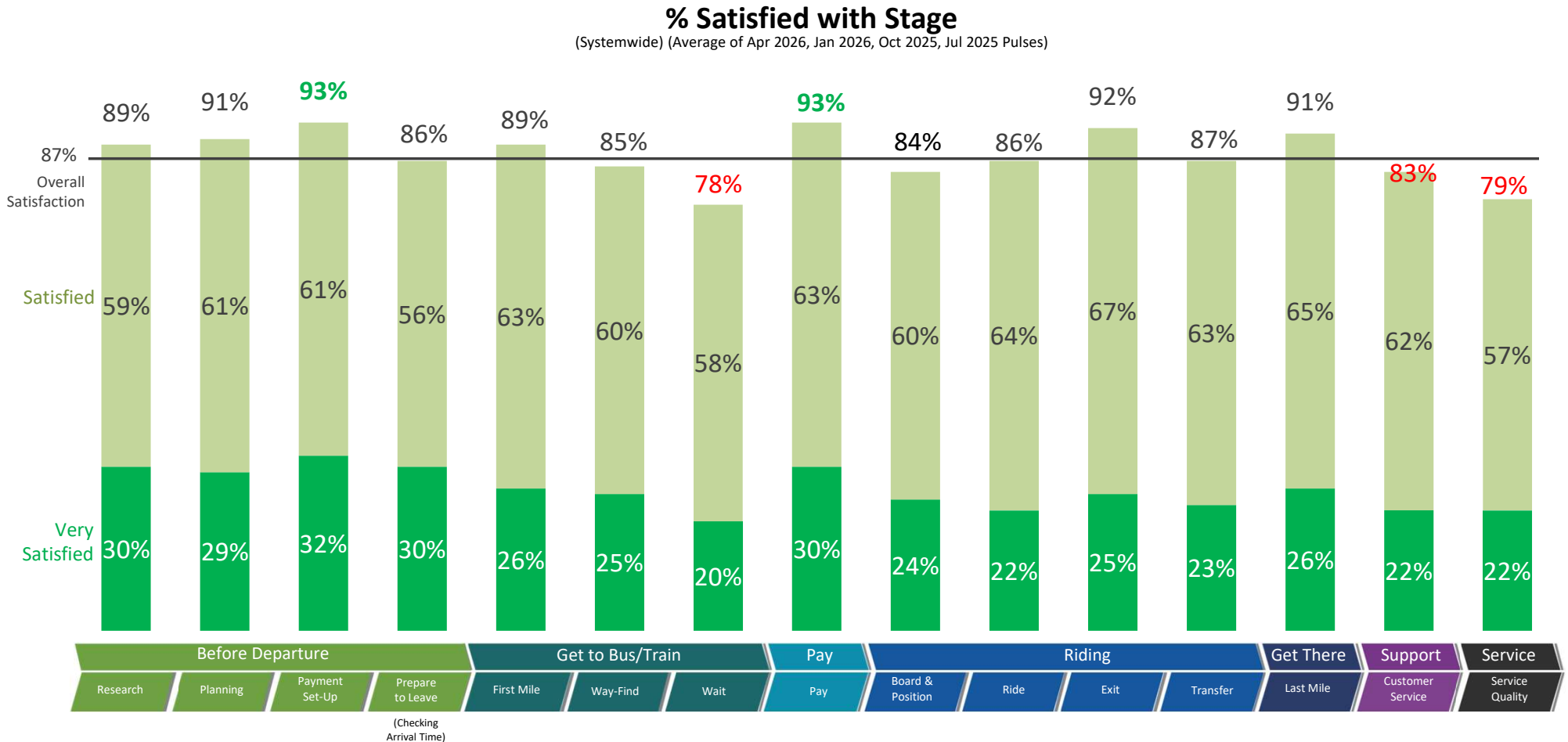
#### Survey Completes by Language

- English: n= 7,003
- Spanish: n= 1,016

### Survey Contents

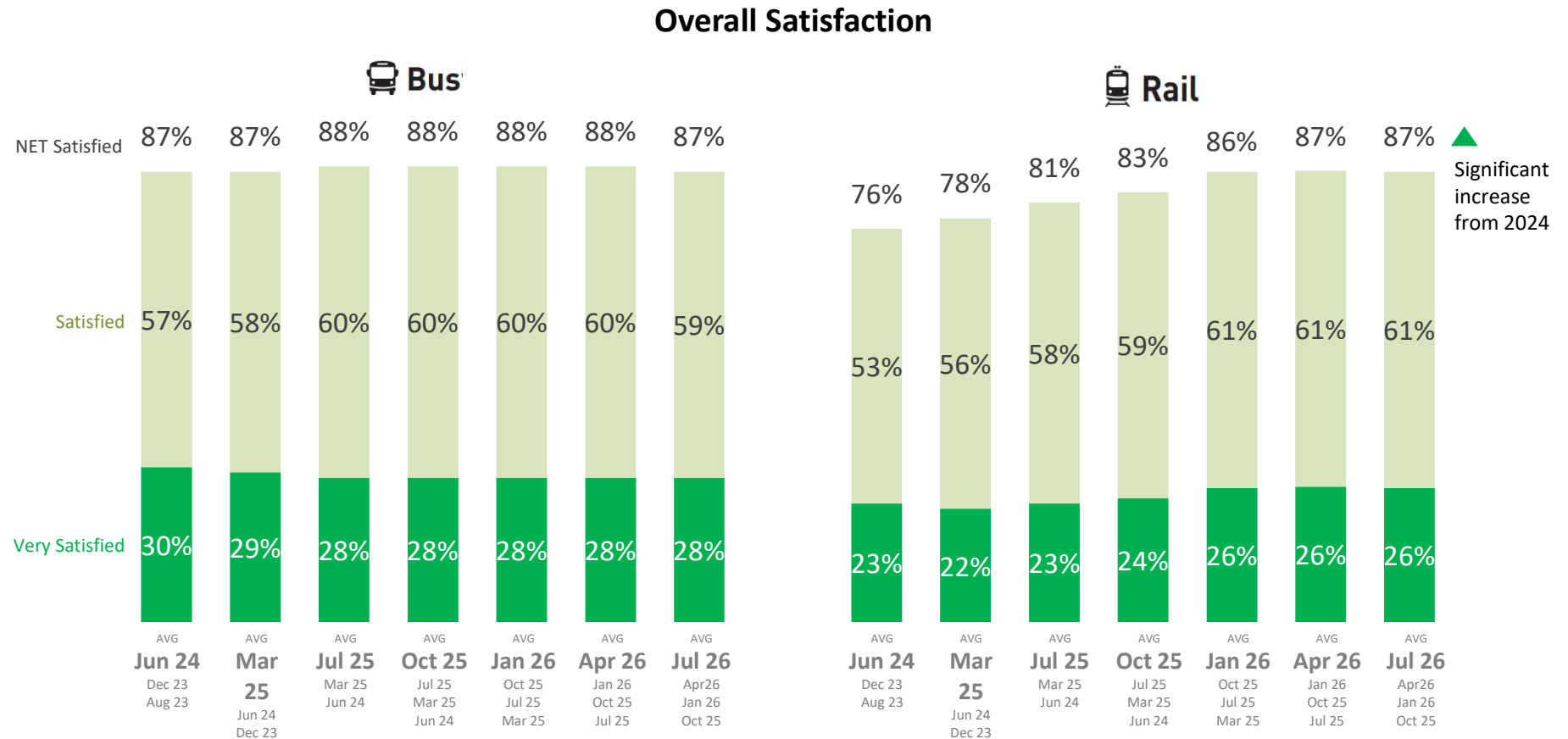
- Overall Satisfaction
- Satisfaction w/Specific Attributes
- Satisfaction with Journey Stages
- Satisfaction with Additional CX Attributes
- Likelihood of Recommending Metro (Net Promoter Score)
- Has Metro Riding Experience Improved/Worsened
- Consideration of Leaving Metro
- Demographics & Behaviors

Payment-related stages have the highest satisfaction. The Waiting stage, as well as Metro’s service quality and customer support “stages”, have the lowest satisfaction.

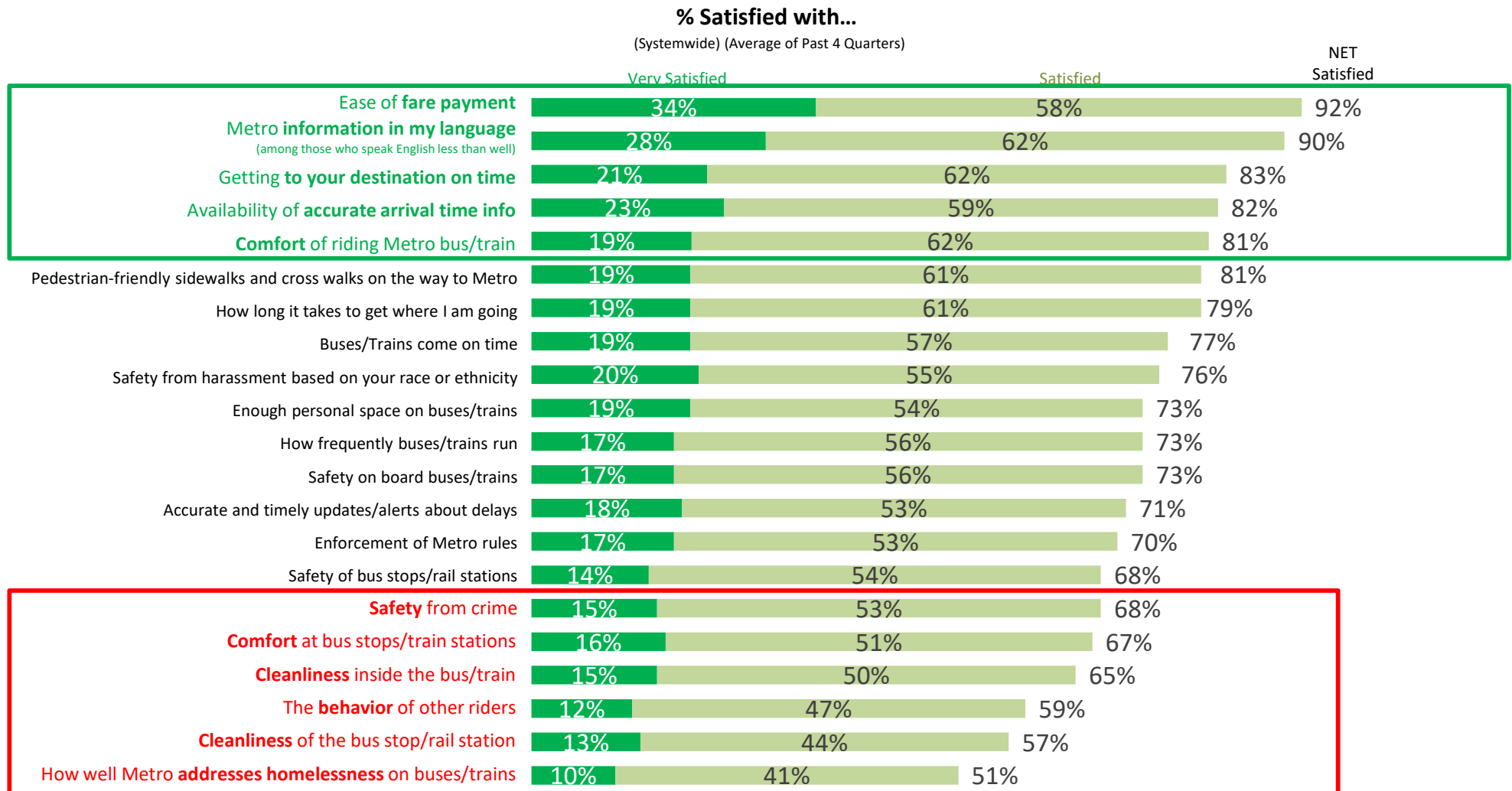


Data among all riders –  
some differences exist by sub-group

Rail satisfaction has increased since 2024. Bus satisfaction has remained flat.



Fare payment, information, and reliability attributes have higher satisfaction.  
Attributes related to safety, cleanliness, and homelessness have less satisfaction.



## Satisfaction with safety, cleanliness, and homelessness have increased since 2024.

While satisfaction with overall travel times are decreasing, Rail riders' satisfaction with on-time arrivals is improving on Rail.

| % Satisfied With...<br>(Very Satisfied + Satisfied)                                      | Bus                               |                                   |                                   |                                             |                                             |                                             |                                             | Rail                              |                                   |                                   |                                             |                                             |                                             |                                             |
|------------------------------------------------------------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|
|                                                                                          | AVG<br>Jun 24<br>Dec 23<br>Aug 23 | AVG<br>Mar 25<br>Jun 24<br>Dec 23 | AVG<br>Jul 25<br>Mar 25<br>Jun 24 | AVG<br>Oct 25<br>Jul 25<br>Mar 25<br>Jun 24 | AVG<br>Jan 26<br>Oct 25<br>Jul 25<br>Mar 25 | AVG<br>Apr 26<br>Jan 26<br>Oct 25<br>Jul 25 | AVG<br>Jul 26<br>Apr 26<br>Jul 25<br>Mar 25 | AVG<br>Jun 24<br>Dec 23<br>Aug 23 | AVG<br>Mar 25<br>Jun 24<br>Dec 23 | AVG<br>Jul 25<br>Mar 25<br>Jun 24 | AVG<br>Oct 25<br>Jul 25<br>Mar 25<br>Jun 24 | AVG<br>Jan 26<br>Oct 25<br>Jul 25<br>Mar 25 | AVG<br>Apr 26<br>Jan 26<br>Oct 25<br>Jul 25 | AVG<br>Jul 26<br>Apr 26<br>Jul 25<br>Mar 25 |
| Overall Satisfaction                                                                     | 87%                               | 87%                               | 88%                               | 88%                                         | 88%                                         | 88%                                         | 87%                                         | 76%                               | 78%                               | 81%                               | 83%                                         | 86%                                         | 87%                                         | 87%                                         |
| Ease of fare payment                                                                     | 91%                               | 92%                               | 93%                               | 92%                                         | 92%                                         | 92%                                         | 92%                                         | 92%                               | 93%                               | 92%                               | 92%                                         | 92%                                         | 92%                                         | 92%                                         |
| Metro information in my language<br>(filtered to those who speak English less than well) |                                   |                                   |                                   |                                             | 90%                                         | 91%                                         | 90%                                         |                                   |                                   |                                   |                                             | 90%                                         | 90%                                         | 89%                                         |
| Availability of accurate bus/train arrival time info                                     | 85%                               | 86%                               | 85%                               | 85%                                         | 84%                                         | 83%                                         | 82%                                         | 84%                               | 84%                               | 85%                               | 85%                                         | 85%                                         | 84%                                         | 83%                                         |
| Accurate and timely updates/alerts about delays                                          |                                   |                                   |                                   |                                             | 72%                                         | 72%                                         | 71%                                         |                                   |                                   |                                   |                                             | 74%                                         | 74%                                         | 73%                                         |
| Getting to your destination on time                                                      |                                   |                                   |                                   |                                             | 83%                                         | 83%                                         | 82%                                         |                                   |                                   |                                   |                                             | 84%                                         | 85%                                         | 84%                                         |
| Buses/Trains come on time                                                                | 76%                               | 76%                               | 77%                               | 76%                                         | 75%                                         | 76%                                         | 75%                                         | 78%                               | 79%                               | 82%                               | 82%                                         | 83%                                         | 84%                                         | 83%                                         |
| How frequently buses/trains run                                                          |                                   |                                   |                                   |                                             | 72%                                         | 72%                                         | 71%                                         |                                   |                                   |                                   |                                             | 77%                                         | 78%                                         | 77%                                         |
| How long it takes to get where I am going                                                | 88%                               | 86%                               | 84%                               | 83%                                         | 80%                                         | 80%                                         | 80%                                         | 83%                               | 81%                               | 80%                               | 80%                                         | 80%                                         | 80%                                         | 80%                                         |
| Comfort of riding Metro bus/train                                                        | 85%                               | 84%                               | 83%                               | 83%                                         | 82%                                         | 82%                                         | 81%                                         | 73%                               | 74%                               | 74%                               | 75%                                         | 78%                                         | 79%                                         | 79%                                         |
| Comfort at bus stops/train stations                                                      |                                   |                                   |                                   |                                             | 65%                                         | 65%                                         | 65%                                         |                                   |                                   |                                   |                                             | 72%                                         | 73%                                         | 74%                                         |
| Enough personal space on buses/trains                                                    |                                   |                                   |                                   |                                             | 72%                                         | 72%                                         | 72%                                         |                                   |                                   |                                   |                                             | 75%                                         | 76%                                         | 77%                                         |
| How well Metro addresses homelessness on buses/trains                                    | 49%                               | 50%                               | 50%                               | 50%                                         | 51%                                         | 52%                                         | 52%                                         | 37%                               | 39%                               | 40%                               | 41%                                         | 45%                                         | 46%                                         | 47%                                         |
| Pedestrian-friendly sidewalks/cross walks on the way to stops/stations                   |                                   |                                   |                                   |                                             | 80%                                         | 81%                                         | 80%                                         |                                   |                                   |                                   |                                             | 82%                                         | 83%                                         | 83%                                         |
| Safety from crime                                                                        | 62%                               | 63%                               | 63%                               | 65%                                         | 67%                                         | 68%                                         | 69%                                         | 53%                               | 55%                               | 57%                               | 59%                                         | 63%                                         | 65%                                         | 66%                                         |
| Safety on board buses/trains                                                             |                                   |                                   |                                   |                                             | 73%                                         | 73%                                         | 73%                                         |                                   |                                   |                                   |                                             | 67%                                         | 69%                                         | 70%                                         |
| Safety of bus stops/rail stations                                                        |                                   |                                   |                                   |                                             | 66%                                         | 67%                                         | 67%                                         |                                   |                                   |                                   |                                             | 68%                                         | 71%                                         | 71%                                         |
| Safety from harassment based on your race or ethnicity                                   |                                   |                                   |                                   |                                             | 76%                                         | 76%                                         | 76%                                         |                                   |                                   |                                   |                                             | 74%                                         | 74%                                         | 75%                                         |
| Enforcement of Metro rules                                                               |                                   |                                   |                                   |                                             | 72%                                         | 72%                                         | 71%                                         |                                   |                                   |                                   |                                             | 67%                                         | 67%                                         | 67%                                         |
| The behavior of other riders                                                             |                                   |                                   |                                   |                                             | 59%                                         | 59%                                         | 59%                                         |                                   |                                   |                                   |                                             | 56%                                         | 55%                                         | 56%                                         |
| Cleanliness inside the bus/train                                                         | 68%                               | 68%                               | 66%                               | 66%                                         | 65%                                         | 66%                                         | 66%                                         | 41%                               | 45%                               | 49%                               | 52%                                         | 57%                                         | 60%                                         | 62%                                         |
| Cleanliness of the bus stop/rail station                                                 | 49%                               | 51%                               | 53%                               | 53%                                         | 54%                                         | 55%                                         | 55%                                         | 52%                               | 55%                               | 58%                               | 59%                                         | 63%                                         | 65%                                         | 66%                                         |

Arrows indicate statistically significant difference vs first time period at 99.9% confidence

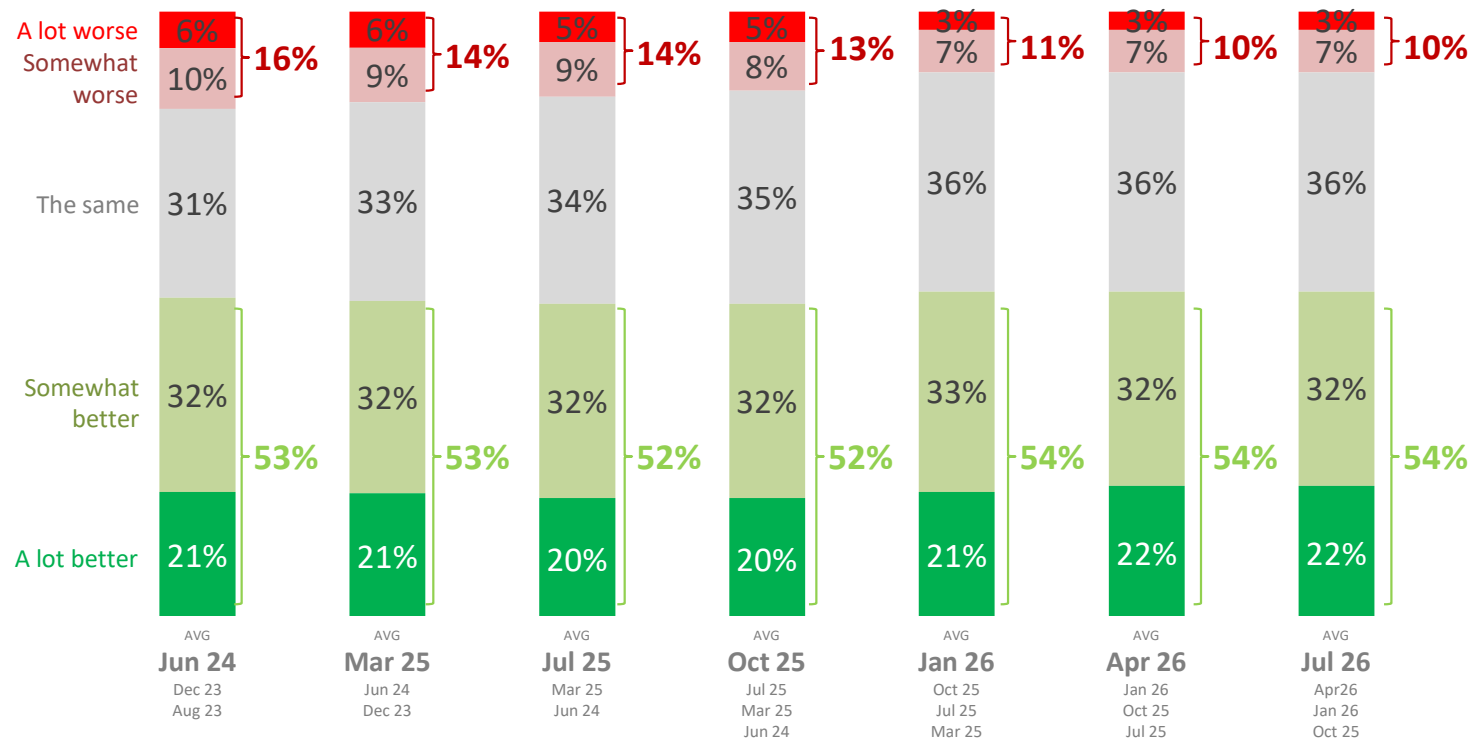
Sample sizes: Jun24-Dec23-Aug23: n=30,309; Mar25-Jun24-Dec23: n=22,788; Jul25-Mar25-Jun24: n=16,877; Oct25-Jul25-Mar25-Jun24: n=26,040; Jan26-Oct25-Jul25-Mar25: n=30,996

Data for Pulses before March 2025 are estimates, derived from converting those surveys' 5-point scale to a 4-point scale.

Over half of riders think their experience is improving.  
Compared to 2024, fewer riders think their Metro experience has gotten worse.

## % of Riders Who Believe Metro Experience is...

(Compared to Year Ago) (Systemwide)



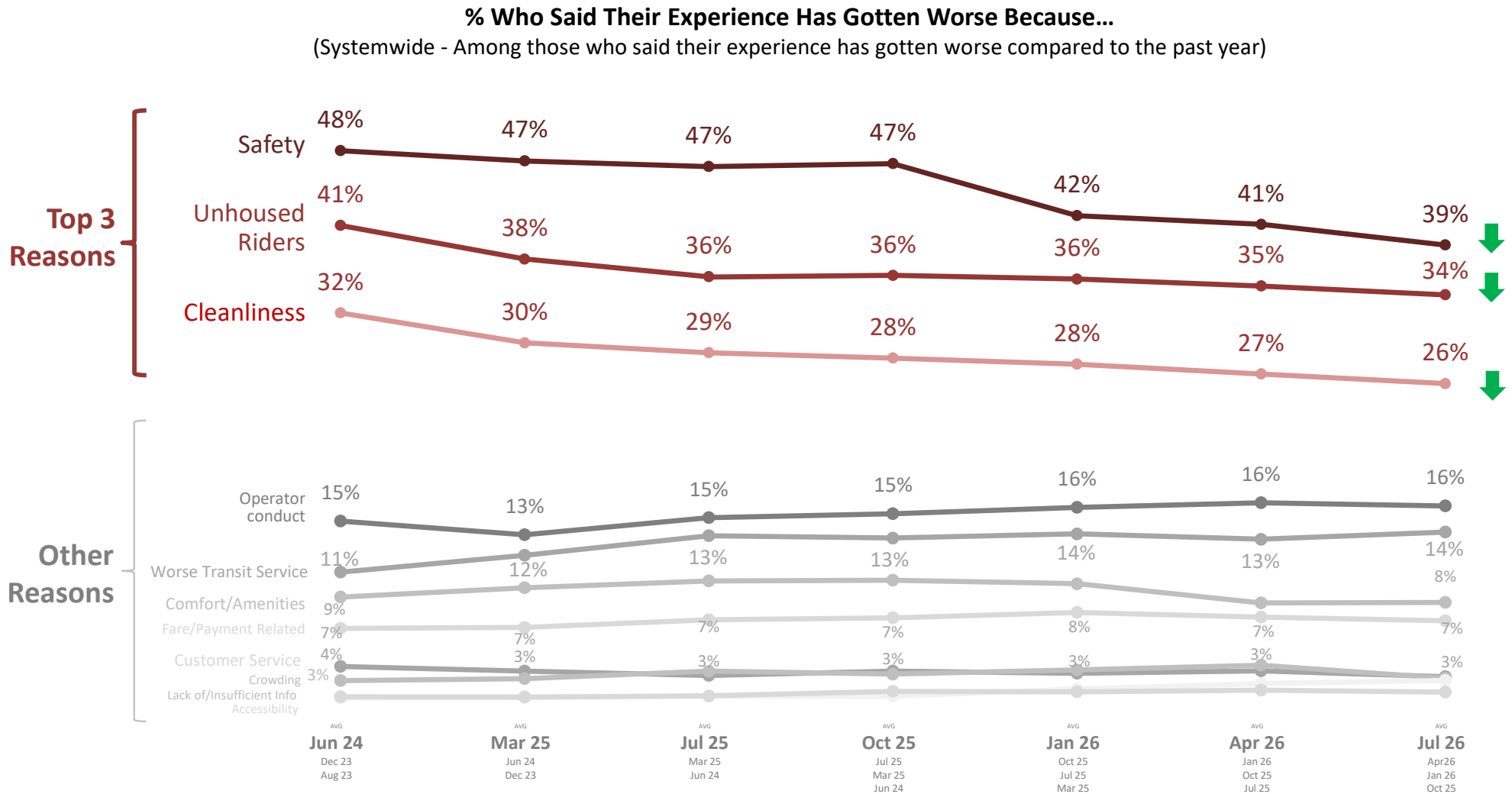
**More Likely to Say Experience Has Improved:**

- Hispanic/Latino
- Under \$15,000 income
- 45+ years

**Less Likely to Say Experience Has Improved:**

- White/Caucasian
- Asian
- Under 25 years
- \$50,000+ income

The top 3 reasons for a worse experience (safety, unhoused, cleanliness) have been decreasing since 2023.

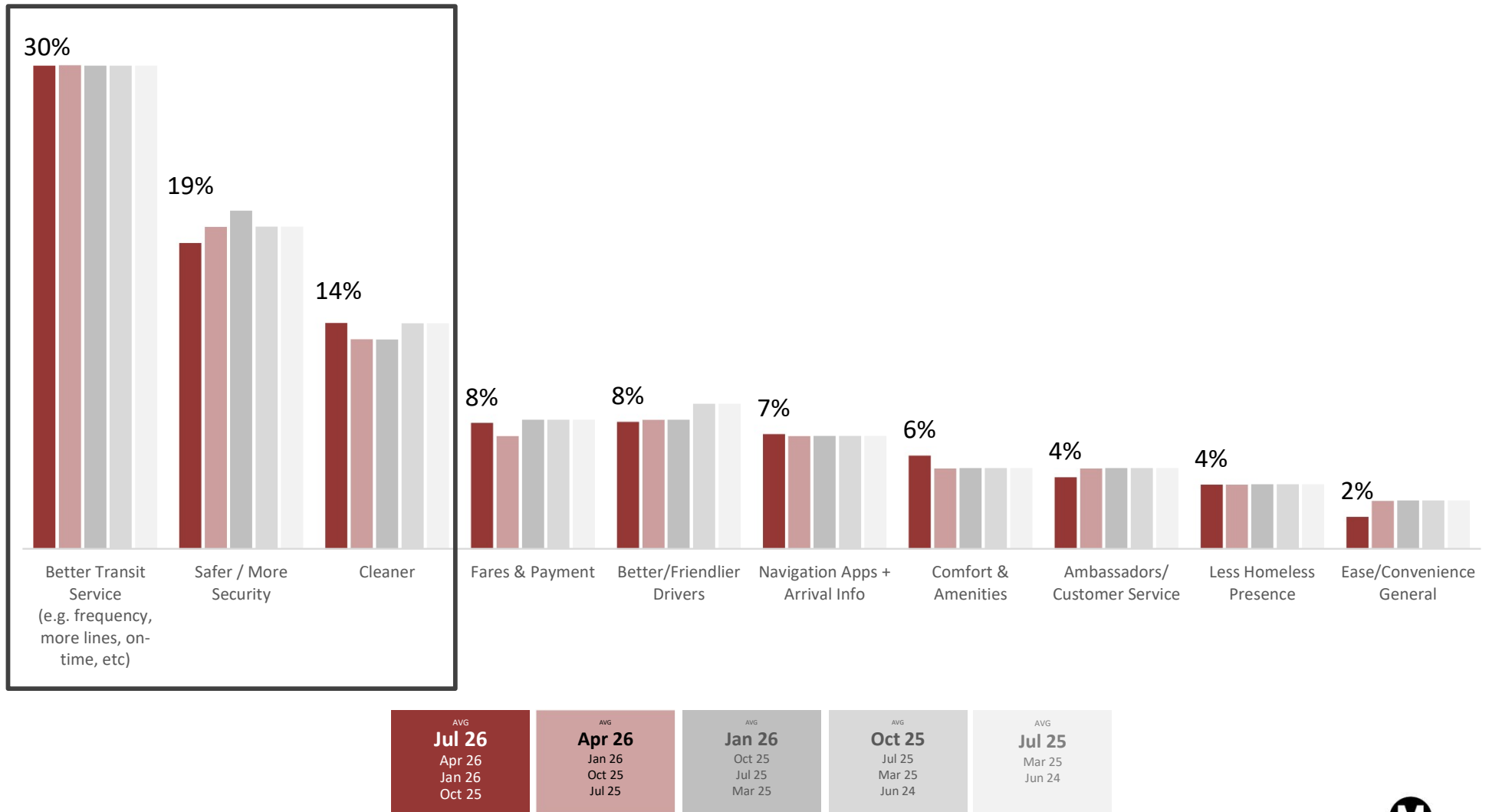


We asked...

**What has made your Metro riding experience better?**

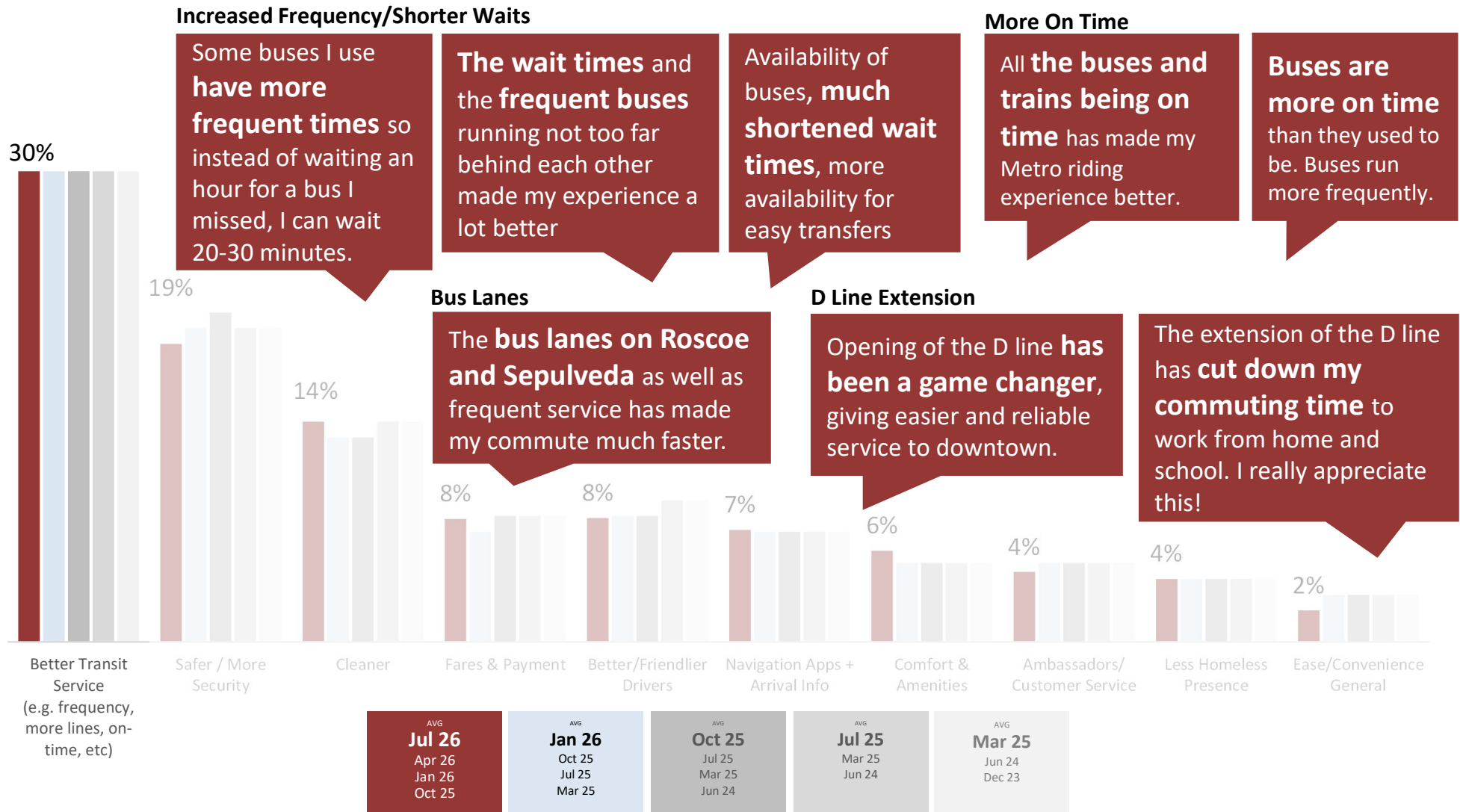
Better transit service, more safety, and improved cleanliness are riders' top reasons for the improved experience.

**% Who Said Their Experience Has Gotten Better Because...**  
(Among those who said their experience has gotten better compared to the past year)



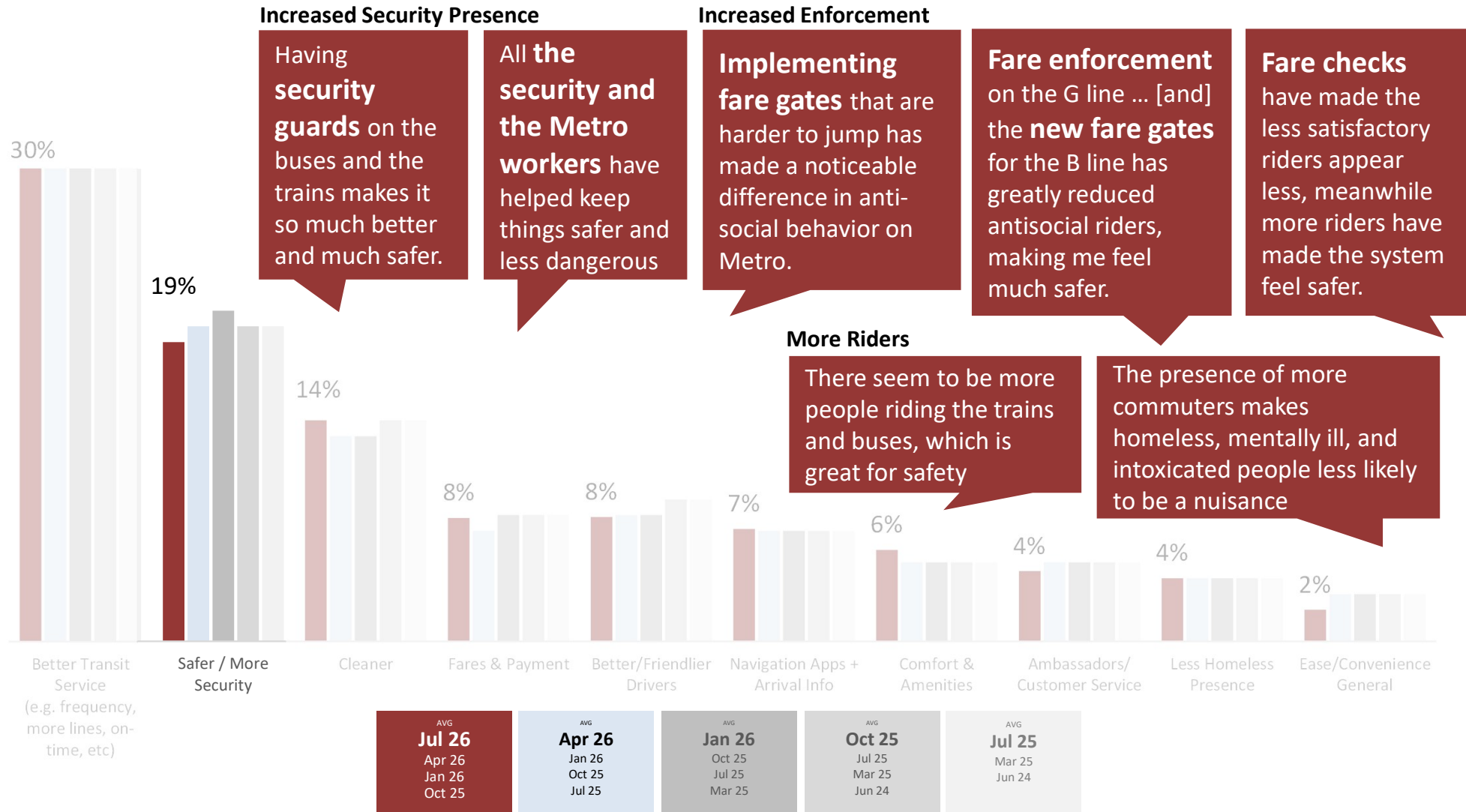
% Who Said Their Experience Has Gotten Better Because of

## Better Transit Service...



% Who Said Their Experience Has Gotten Better Because of

## More Safety/Security...



% Who Said Their Experience Has Gotten Better Because of

## Cleanliness...

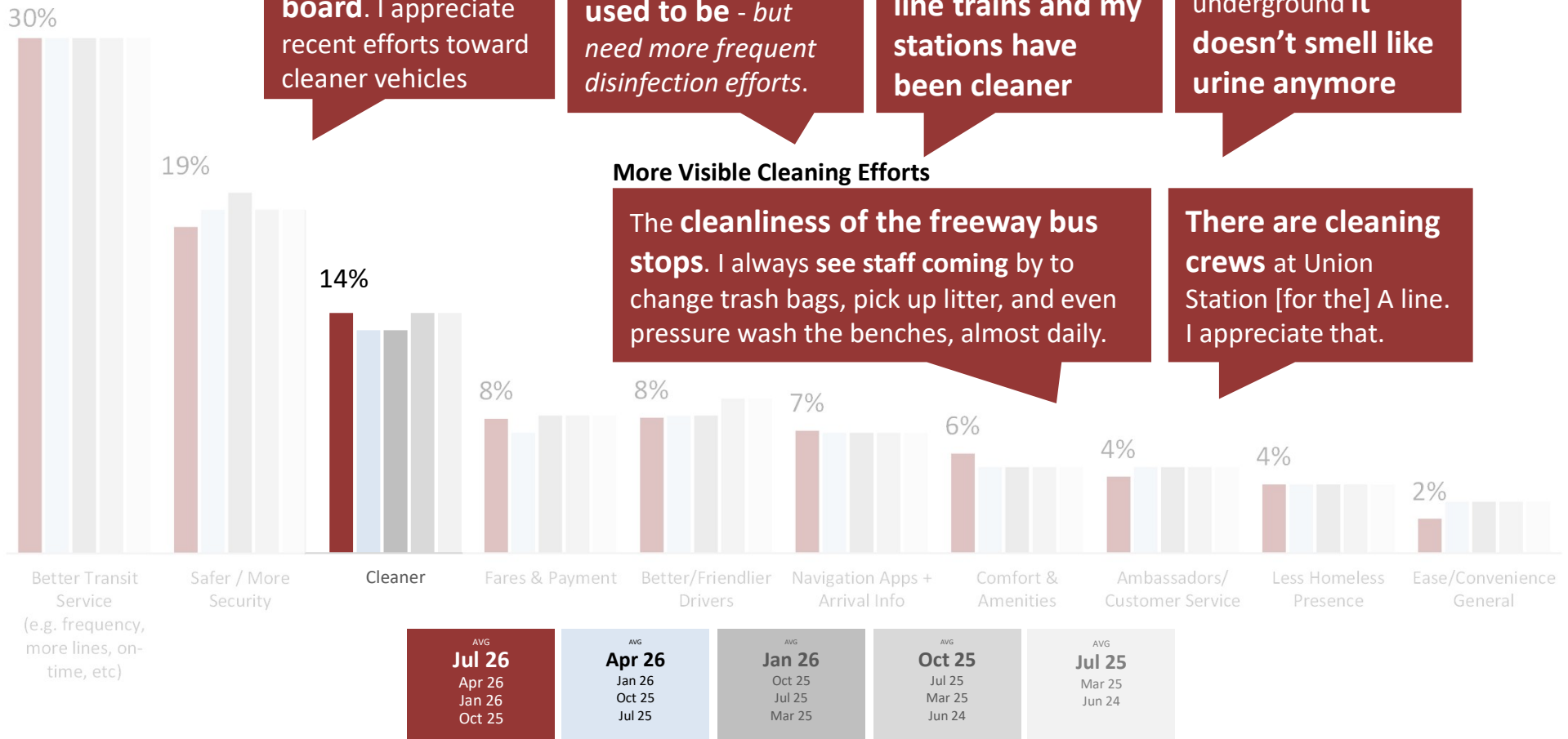
### Cleaner Trains, Buses, and Stations

**Improved cleanliness on board.** I appreciate recent efforts toward cleaner vehicles

Stations and trains are **cleaner than they used to be** - *but need more frequent disinfection efforts.*

Many things are the same, but **the E line trains and my stations have been cleaner**

I have noticed that in the Metro underground it **doesn't smell like urine anymore**



Overall satisfaction with Metro is largely similar across demographic groups.

|                             | Total | Female | Male | Non-Binary/<br>Prefer to<br>self-describe |
|-----------------------------|-------|--------|------|-------------------------------------------|
| Overall Satisfaction (Bus)  | 87%   | 88%    | 87%  | 71%                                       |
| Overall Satisfaction (Rail) | 87%   | 87%    | 87%  | 79%                                       |

|                             | Total | Under 25 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|-----------------------------|-------|----------|-------|-------|-------|-------|-----|
| Overall Satisfaction (Bus)  | 87%   | 90%      | 85%   | 85%   | 89%   | 88%   | 89% |
| Overall Satisfaction (Rail) | 87%   | 88%      | 85%   | 86%   | 88%   | 87%   | 89% |

|                             | Total | Hispanic /<br>Latino | Black /<br>African<br>American | White /<br>Caucasian | Asian /<br>Pacific<br>Islander | Other |
|-----------------------------|-------|----------------------|--------------------------------|----------------------|--------------------------------|-------|
| Overall Satisfaction (Bus)  | 87%   | 90%                  | 85%                            | 83%                  | 82%                            | 74%   |
| Overall Satisfaction (Rail) | 87%   | 89%                  | 87%                            | 84%                  | 80%                            | 76%   |

|                             | Total | Under \$15k | \$15k-25k | \$25k-50k | \$50k-100k | \$100k+ |
|-----------------------------|-------|-------------|-----------|-----------|------------|---------|
| Overall Satisfaction (Bus)  | 87%   | 89%         | 88%       | 86%       | 83%        | 79%     |
| Overall Satisfaction (Rail) | 87%   | 91%         | 87%       | 88%       | 83%        | 79%     |

## Satisfaction by Metro Riding Frequency

- Less than monthly riders are less satisfied overall with Bus.
- Less than yearly riders are less satisfied with:
  - First Mile and Wayfinding stages
  - Travel time and frequency
  - Safety
  - Cleanliness and comfort of stops/stations
  - Addressing homelessness

|                                                                   | Total | 5 or more days a week | 3-4 days a week | 1-2 days a week | 1-3 days a month | At least once every 6 months | At least once a year | Less than once a year |
|-------------------------------------------------------------------|-------|-----------------------|-----------------|-----------------|------------------|------------------------------|----------------------|-----------------------|
| Overall Satisfaction (Bus)                                        | 87%   | 87%                   | 89%             | 88%             | 85%              | 81%                          | 77%                  | 81%                   |
| Overall Satisfaction (Rail)                                       | 87%   | 87%                   | 86%             | 86%             | 86%              | 86%                          | 86%                  | 89%                   |
| Research                                                          | 89%   | 88%                   | 91%             | 91%             | 93%              | (low base)                   |                      | 88%                   |
| Planning                                                          | 91%   | 91%                   | 91%             | 91%             | 89%              | 87%                          | 89%                  | 90%                   |
| Payment Setup                                                     | 93%   | 92%                   | 94%             | 95%             | 93%              | 93%                          | 91%                  | 89%                   |
| Confirmation                                                      | 86%   | 86%                   | 86%             | 84%             | 86%              | 85%                          | 88%                  | 89%                   |
| First Mile                                                        | 89%   | 90%                   | 89%             | 89%             | 87%              | 85%                          | 82%                  | 84%                   |
| Wayfinding                                                        | 85%   | 86%                   | 86%             | 84%             | 82%              | 84%                          | 80%                  | 81%                   |
| Waiting                                                           | 78%   | 79%                   | 78%             | 77%             | 75%              | 74%                          | 81%                  | 75%                   |
| Payment                                                           | 93%   | 92%                   | 94%             | 95%             | 94%              | 91%                          | 89%                  | 91%                   |
| Boarding/Positioning                                              | 84%   | 83%                   | 85%             | 87%             | 87%              | 88%                          | 88%                  | 86%                   |
| Riding                                                            | 86%   | 85%                   | 87%             | 89%             | 86%              | 84%                          | 87%                  | 87%                   |
| Exiting                                                           | 92%   | 91%                   | 92%             | 94%             | 93%              | 92%                          | 89%                  | 89%                   |
| Transferring                                                      | 87%   | 87%                   | 87%             | 86%             | 85%              | 85%                          | 79%                  | 89%                   |
| Last Mile                                                         | 91%   | 91%                   | 92%             | 91%             | 88%              | 88%                          | 83%                  | 87%                   |
| Support                                                           | 83%   | 82%                   | 84%             | 86%             | 84%              | 86%                          | 84%                  | 89%                   |
| Service Levels                                                    | 79%   | 80%                   | 79%             | 77%             | 74%              | 76%                          | 73%                  | 82%                   |
| Ease of fare payment                                              | 92%   | 91%                   | 93%             | 94%             | 93%              | 92%                          | 92%                  | 93%                   |
| Metro information in my language                                  | 90%   | 90%                   | 91%             | 83%             | (low base)       |                              |                      |                       |
| Getting to your destination on time                               | 83%   | 82%                   | 85%             | 83%             | 82%              | 82%                          | 84%                  | 79%                   |
| Availability of accurate bus/train arrival time info              | 82%   | 82%                   | 84%             | 81%             | 84%              | 84%                          | 91%                  | 83%                   |
| Comfort of riding Metro bus/train                                 | 81%   | 80%                   | 81%             | 82%             | 82%              | 84%                          | 81%                  | 82%                   |
| Pedestrian-friendly sidewalks and cross walks on the way to Metro | 81%   | 82%                   | 81%             | 79%             | 77%              | 73%                          | 80%                  | 65%                   |
| How long it takes to get where I am going                         | 79%   | 81%                   | 81%             | 75%             | 75%              | 75%                          | 75%                  | 68%                   |
| Buses/Trains come on time                                         | 77%   | 76%                   | 77%             | 75%             | 79%              | 81%                          | 84%                  | 80%                   |
| Safety from harassment based on your race or ethnicity            | 76%   | 73%                   | 78%             | 81%             | 81%              | 80%                          | 78%                  | 79%                   |
| Enough personal space on buses/trains                             | 73%   | 72%                   | 73%             | 74%             | 75%              | 77%                          | 78%                  | 83%                   |
| How frequently buses/trains run                                   | 73%   | 74%                   | 72%             | 71%             | 70%              | 72%                          | 72%                  | 64%                   |
| Safety on board buses/trains                                      | 73%   | 71%                   | 74%             | 75%             | 76%              | 77%                          | 72%                  | 71%                   |
| Accurate and timely updates/alerts about delays                   | 71%   | 71%                   | 71%             | 71%             | 72%              | 73%                          | 79%                  | 76%                   |
| Enforcement of Metro rules                                        | 70%   | 72%                   | 69%             | 67%             | 68%              | 68%                          | 69%                  | 70%                   |
| Safety of bus stops/rail stations                                 | 68%   | 67%                   | 69%             | 71%             | 70%              | 69%                          | 71%                  | 64%                   |
| Safety from crime                                                 | 68%   | 66%                   | 69%             | 71%             | 72%              | 72%                          | 71%                  | 62%                   |
| Comfort at bus stops/train stations                               | 67%   | 68%                   | 67%             | 64%             | 64%              | 67%                          | 71%                  | 61%                   |
| Cleanliness inside the bus/train                                  | 65%   | 64%                   | 64%             | 67%             | 69%              | 73%                          | 69%                  | 71%                   |
| The behavior of other riders                                      | 59%   | 57%                   | 59%             | 60%             | 61%              | 67%                          | 67%                  | 63%                   |
| Cleanliness of the bus stop/rail station                          | 57%   | 56%                   | 56%             | 58%             | 60%              | 66%                          | 65%                  | 55%                   |
| How well Metro addresses homelessness on buses/trains             | 51%   | 50%                   | 51%             | 53%             | 52%              | 54%                          | 60%                  | 55%                   |

Questions?