



Customer Experience Surveys

Wave 4: Fixed Route Bus, Bus Rapid Transit, Rail, Paratransit

January 13, 2023



Defining and Measuring Success

Key Information Systems

Success Outcomes	Metric	Information System	Success Definition
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over baseline
Community Value	Community Value Score	Community Survey & Data	10% improvement in community value score over baseline
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)
Employee Engagement	Employee Engagement	Employee Engagement Survey	10% improvement over baseline

Focus of this Engagement



Contents

Fixed Route Bus

Bus Rapid Transit (BRT)

Rail

Paratransit

Key Topics Covered:



Methodology



Customer Characteristics



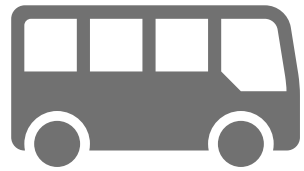
Net Promoter Score



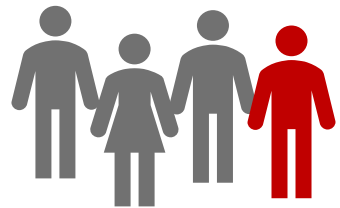
Customer Importance Factors

Methodology

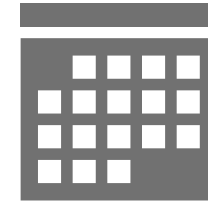
Fixed Route Bus, BRT, Rail



Targeted customers riding or waiting for the bus throughout the day on weekdays, Saturday, and Sunday to obtain a representative sample based on latest RTA ridership data.



Surveyed every 4th customer to ensure random sampling.



22 days in the field
(November 18 – December 11, 2022)

Administered by an external third-party local survey team. **(Not TransPro)**

Customers were given one all day pass as an incentive for completing the survey.



Fixed Route Bus	BRT	Rail
421 completed surveys	399 completed surveys	402 completed surveys
95% confidence level +/- 4.8% margin of error	95% confidence level +/- 4.9% margin of error	95% confidence level +/- 4.9% margin of error

Methodology

Fixed Route Bus & BRT Industry Sampled Average

- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like Capital Metro in Austin, CATS in Charlotte, MATA in Memphis, RTD in Denver, and others.
- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.
- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.

Fixed Route Bus (FR)

Fixed-Route Results Overview

≈8 out of 10 Customers are satisfied with the bus service.

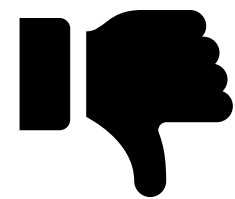
90% of Fixed-Route Customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



- ▶ Buses being operated safely (85%)
- ▶ Route Coverage (82%)
- ▶ Accuracy and availability of route schedules and maps (81%)
- ▶ Travel Time (80%)

Customers are **LEAST** satisfied with...



- ▶ Bus Cleanliness (59%)
- ▶ Detour and change information (68%)
- ▶ Feel safe waiting for the bus (70%)
- ▶ Driver Courtesy (70%)

Top Most Important Elements of Service to Customers...

1. On-Time Performance
2. Travel Time
3. Safety on the Bus

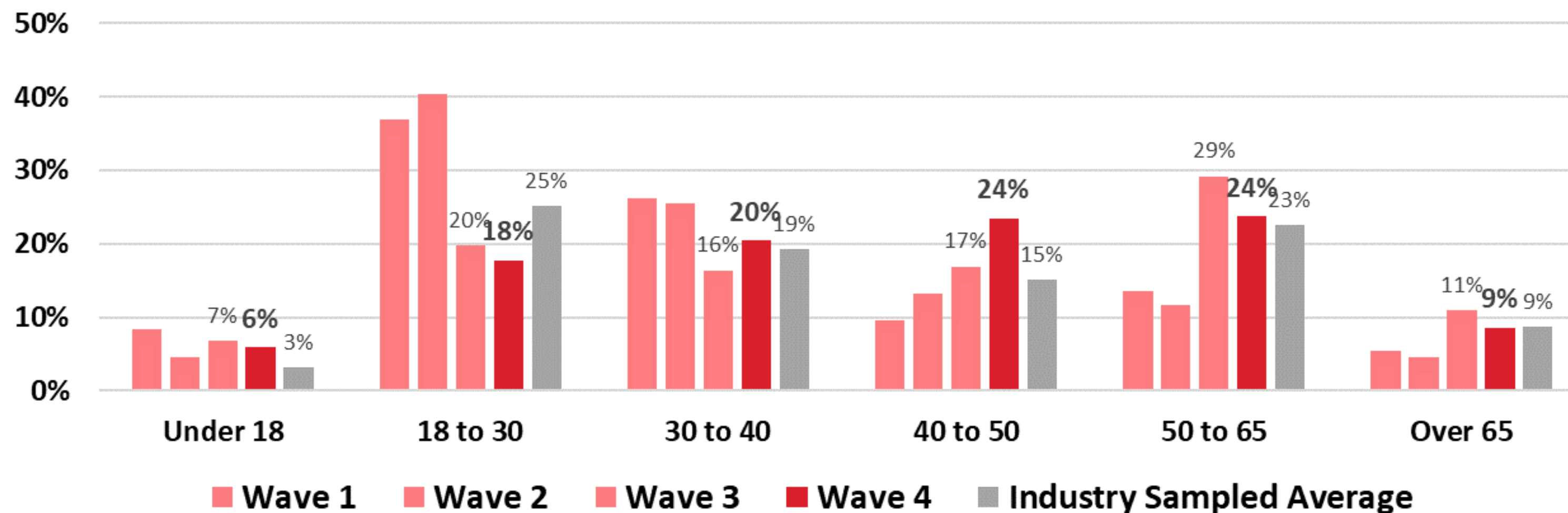
Customer Characteristics

Fixed Route Bus

Customer Characteristics

The customer ages are evenly distributed across the 18 to 65 age bands and are comparable to the industry sampled averages. Previous surveys seemed to oversample the 18 to 30 ridership group, while the more recent surveys show a higher older ridership sampling.

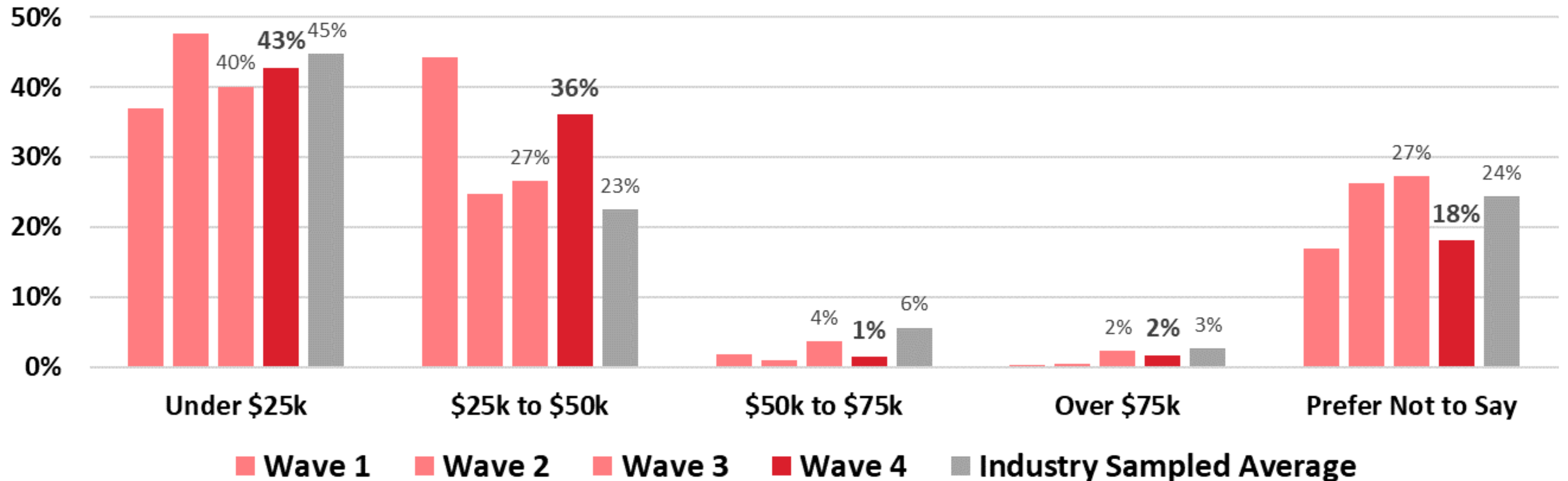
What is your age?



Customer Characteristics

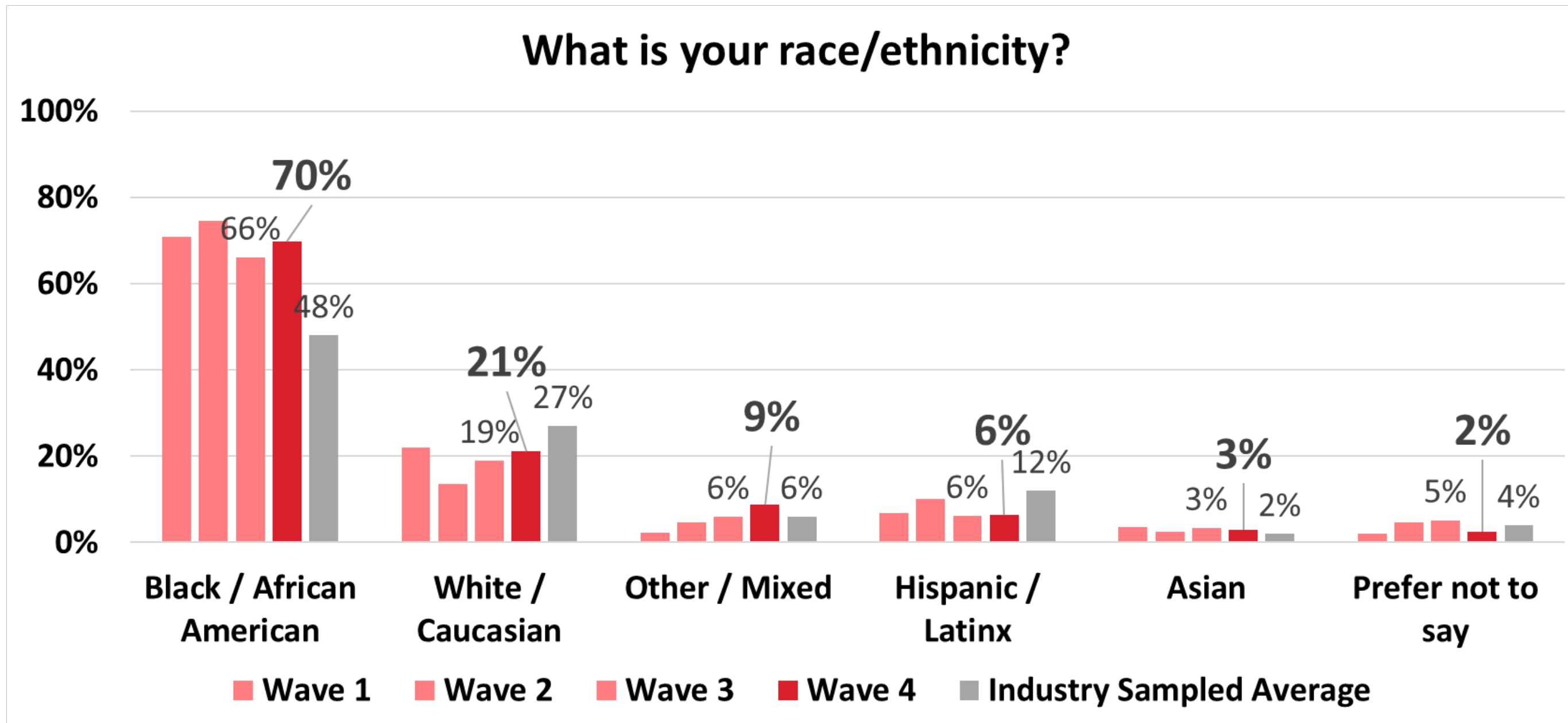
- Fixed-Route Customers most frequently earn less than \$25,000 annually (43%), which is three points higher than Wave 3 (40%).
- More customers provided their income, and these are likely customers in the range of \$25k to \$50k per year.

Which category best describes your total annual household income?



Customer Characteristics

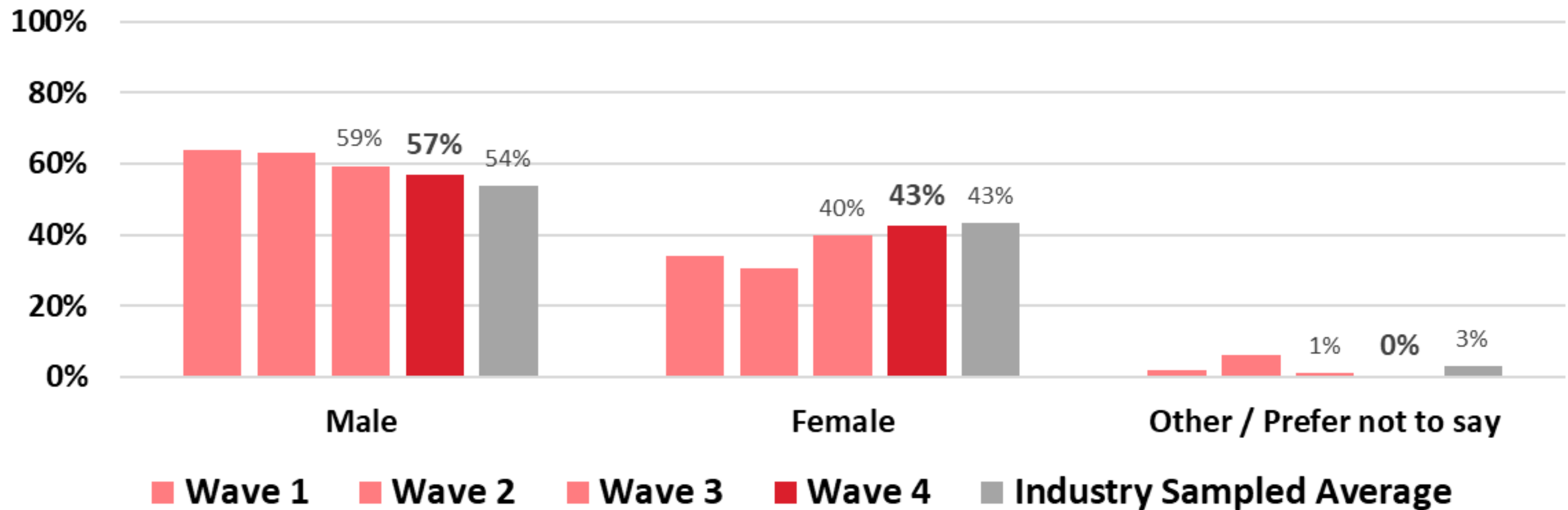
Fixed-Route Customers are most frequently Black / African American (70%), which is similar to Wave 2 (68%). The fraction of white / Caucasian riders also remained higher in this survey, but still below the sampled average.



Customer Characteristics

Fixed-Route Customers are most frequently male (57%), which is comparable with the Industry Average (54%). Female respondents are also up twelve points from previous surveys.

What is your gender?

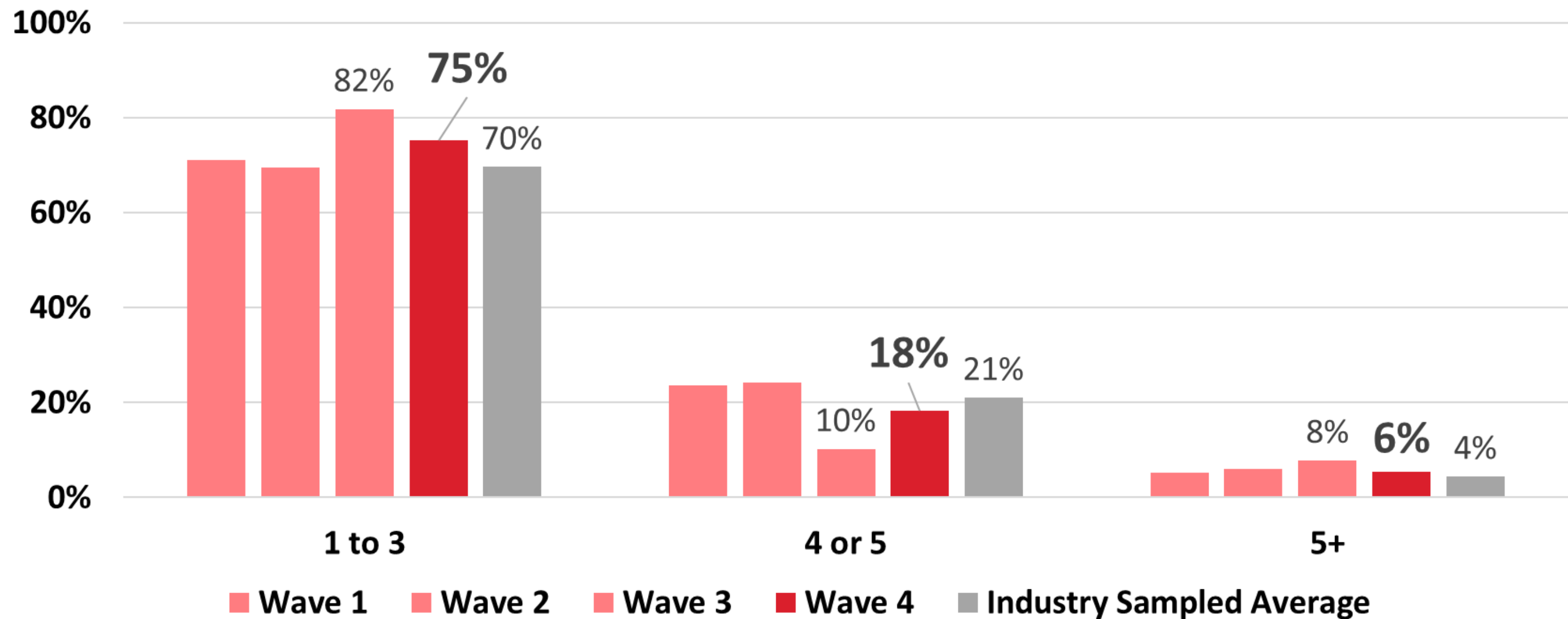


Household Size

Fixed Route Customers most frequently have household sizes of 1-3 people (75%).

(Note prior surveys grouped this by 1-2 and then 3-5 and 5+, change was made to match average.)

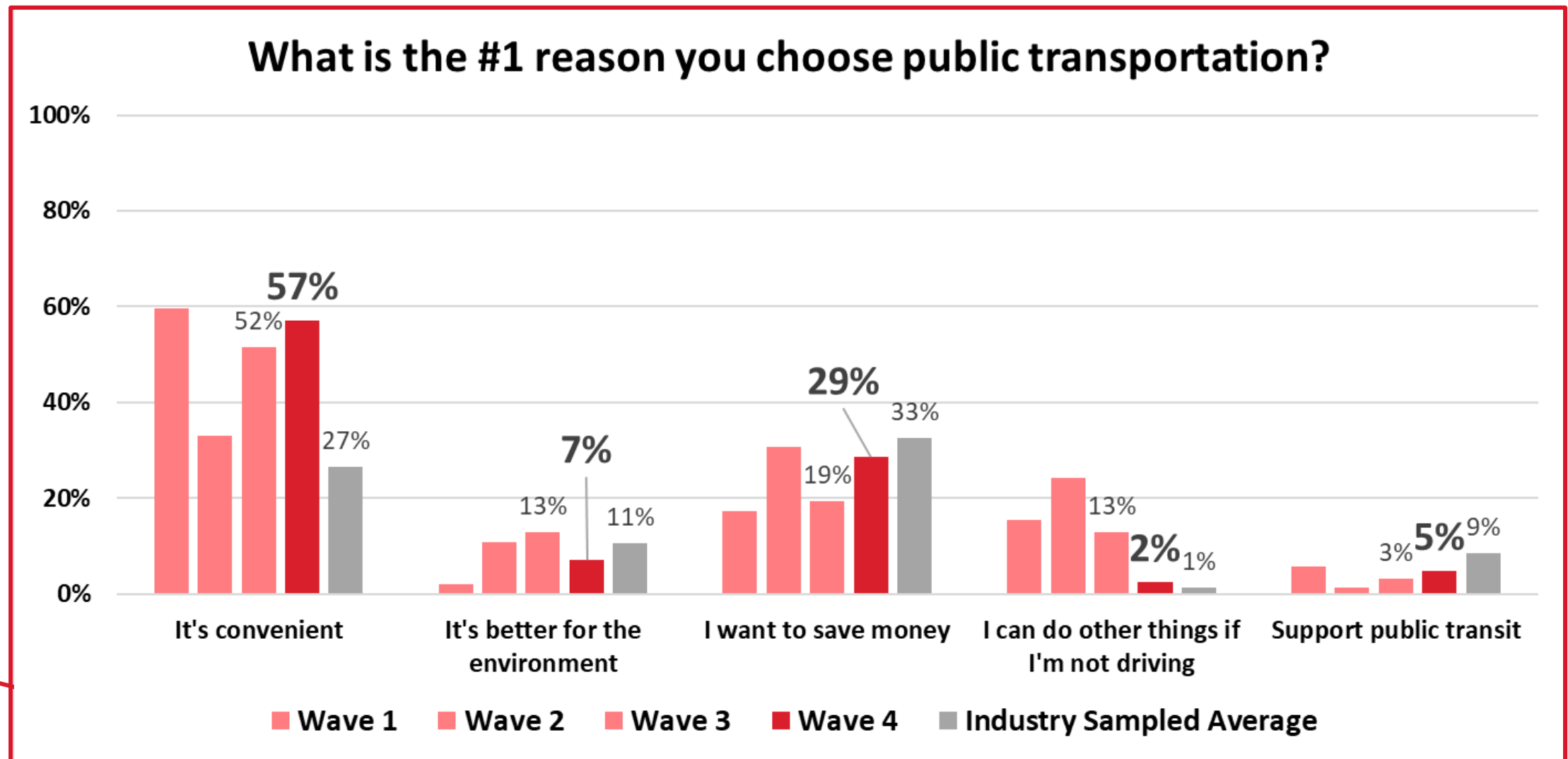
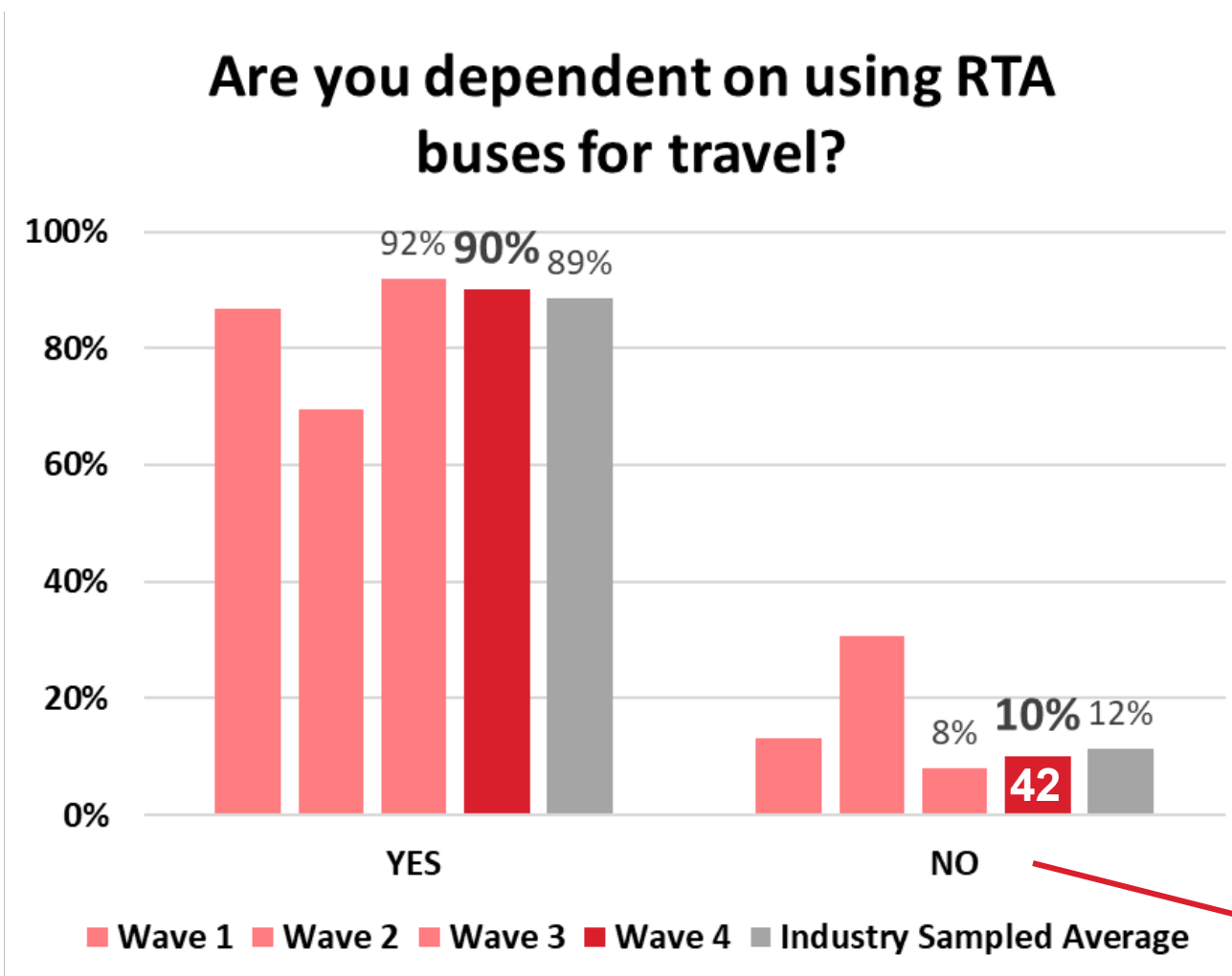
Including yourself, how many people live in your household?



Transit Dependence and Choice Riders

90% of Fixed-Route Customers are dependent on using RTA buses for travel, which is comparable to the industry average of 89%.

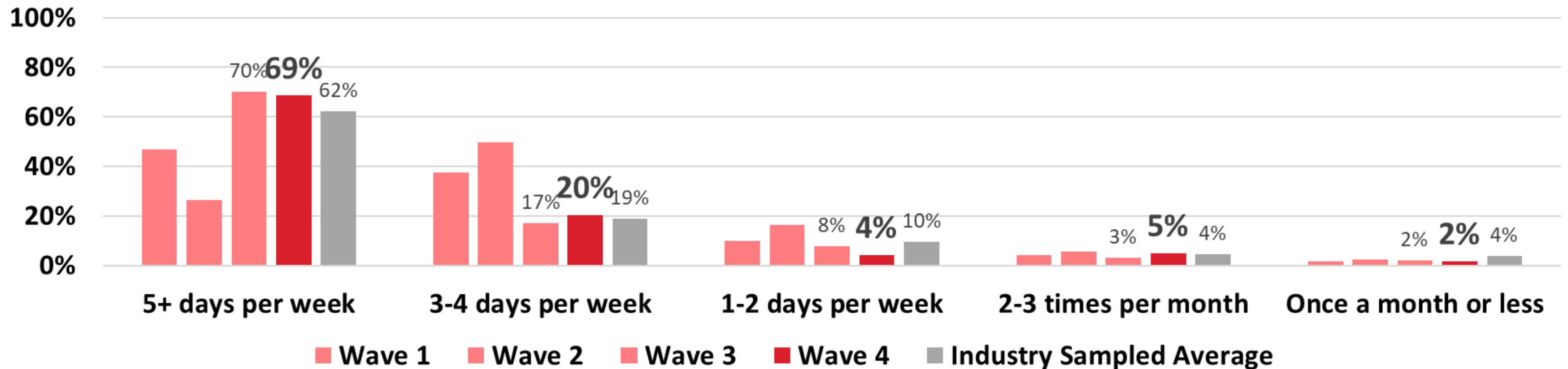
Of the 10% of Customers (42) that are not transit-dependent, they most often choose to use public transportation due to convenience (57%).



Trip Frequency

- Fixed-Route Customers most often ride the bus 5+ days per week (69%), which is 43 points higher than in Wave 2 (26%).
- The 3-4 days per week use (20%) is again in line with the industry sampled average, having decreased significantly from 50% in Wave 2.

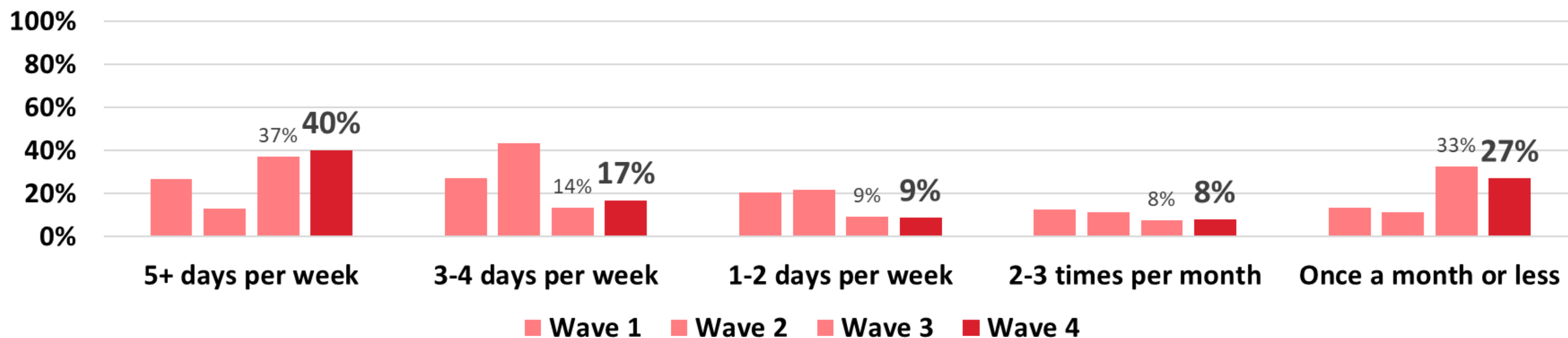
How often do you ride the bus?



Other Mode Usage

- Fixed-Route Customers most often ride other RTA services 5+ days per week (40%), which is 27 points higher than Wave 2 (13%).
- Fixed-Route Customers also are significantly likely to only ride other services once a month or less (27%) which is up from just 11% in Wave 2. Essentially, 2/3 of fixed route customers are split between riding other services +5 days per week or once a month or less.

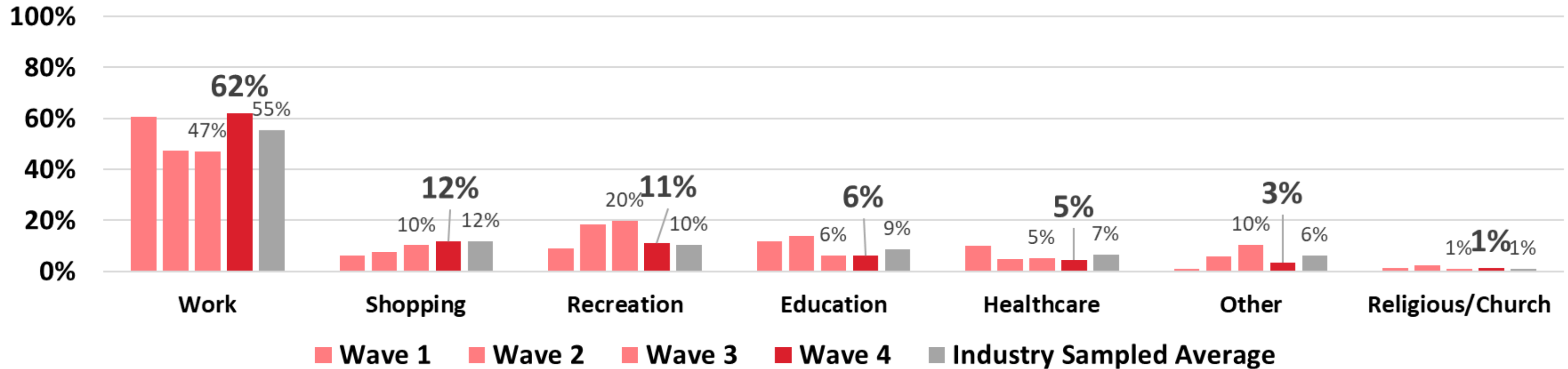
How often do you ride other RTA services such as the BRT, Red/Blue/Green Lines, or Paratransit?



Trip Purpose

- Fixed-Route Customers most frequently ride the bus to get to work (62%), which fifteen points higher than the last wave (47%).
- All other trip purposes are in line with industry sampled averages.

Why are you taking this trip?



Customer Impressions

Fixed Route Bus

Net Promoter Score

Fixed-Route

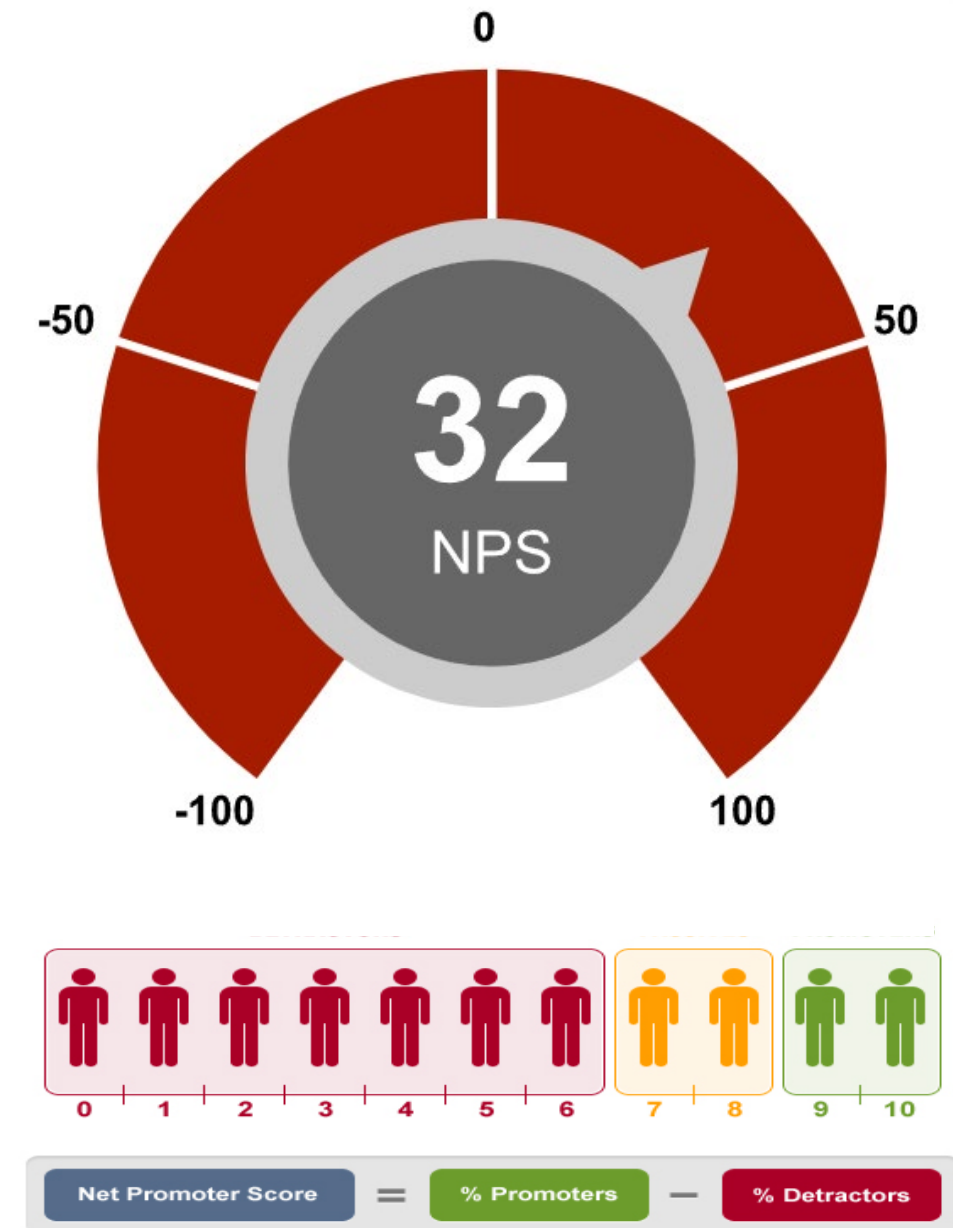
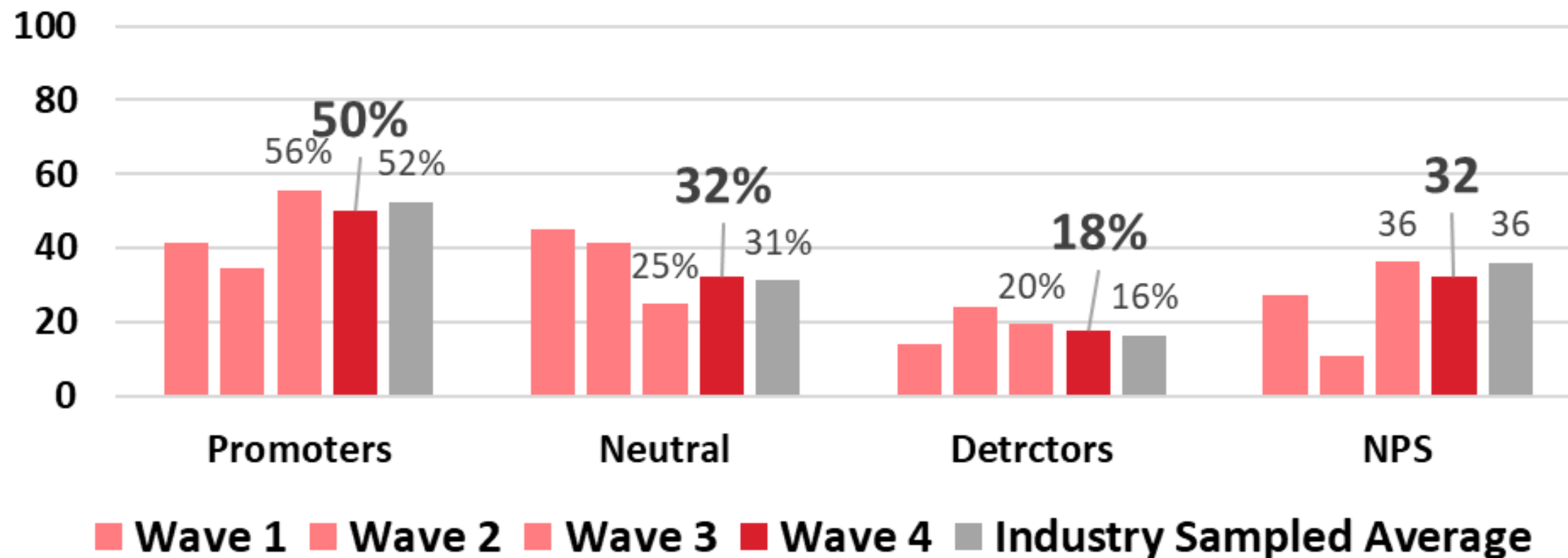
RTA's Fixed-Route NPS is 32, which is four points lower than Wave 3 (36).

The "Passive" riders are turning into "Promoters" we still have work to do on the "Detractors" becoming at least passive.

TransPro Insight

The RTA fixed route continues to maintain a stronger NPS after improvements to bus cleanliness.

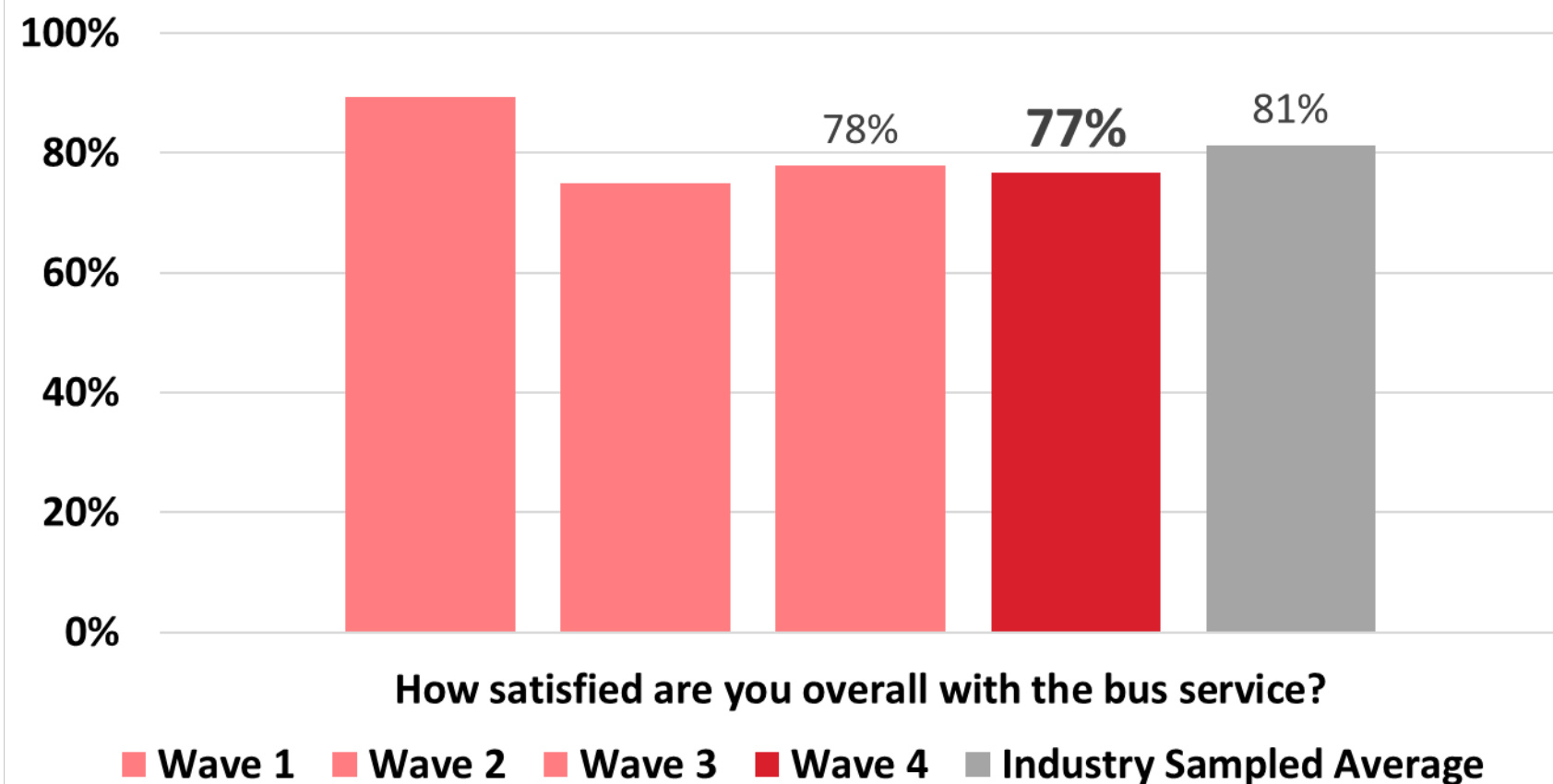
All things considered, how likely would you be to recommend riding an RTA bus to a friend or neighbor?



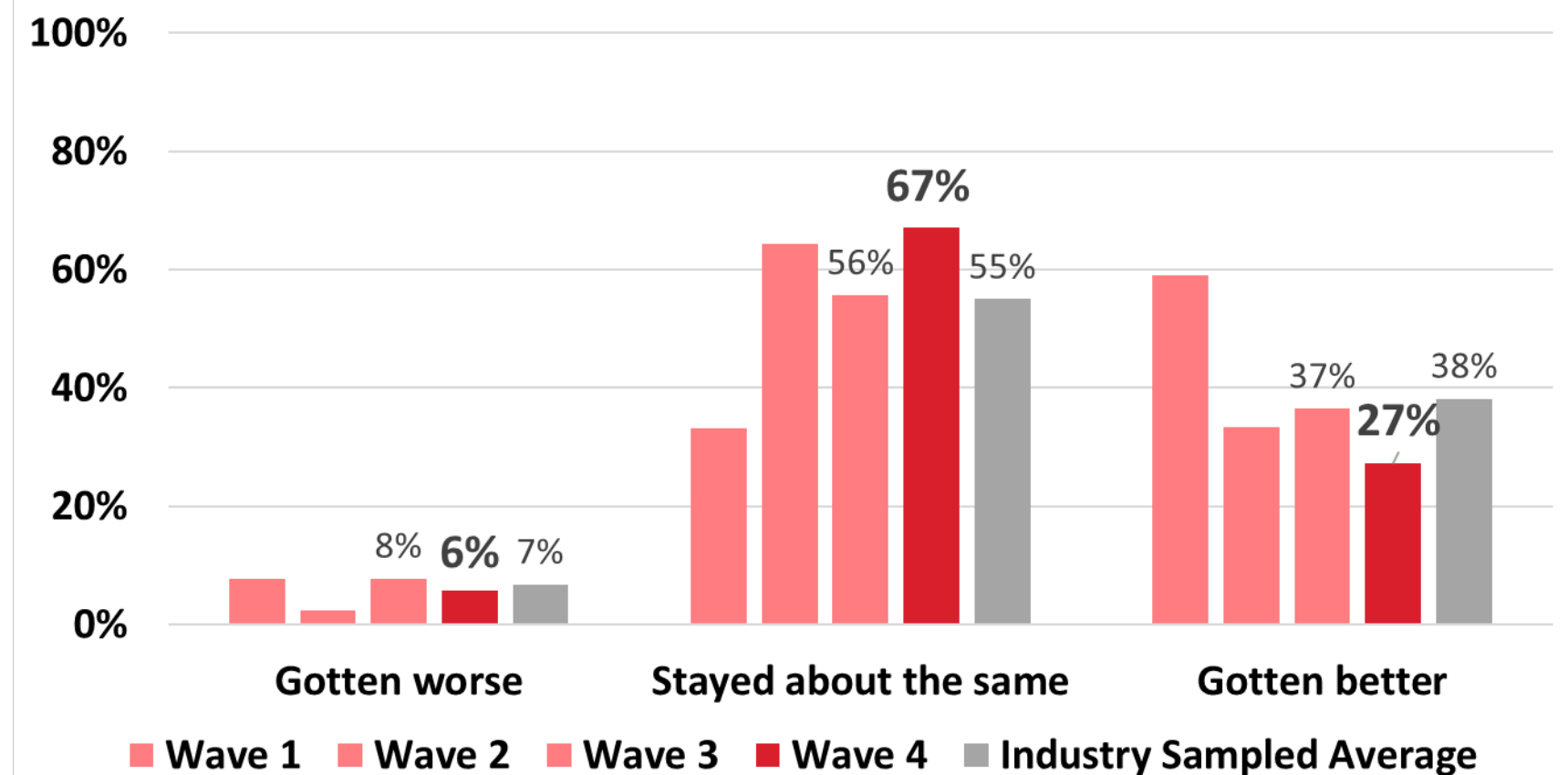
Fixed-Route Satisfaction

- 77% of Fixed-Route Customers are satisfied with the overall bus service, which is two points higher than Wave 2 (75%).
- 36% of Fixed-Route Customers believe the bus service has gotten better, which is the same as the industry sampled average.

How satisfied are you overall with the bus service?

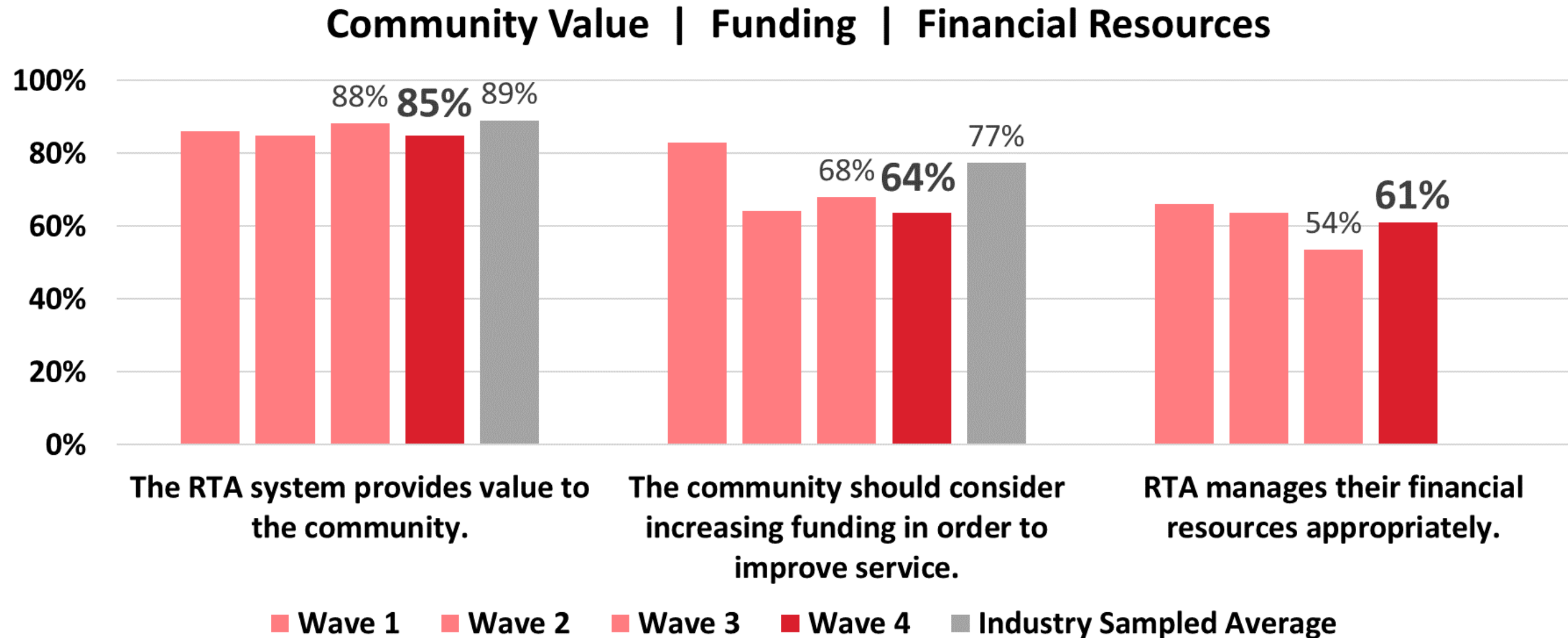


In the past year, has the bus service:



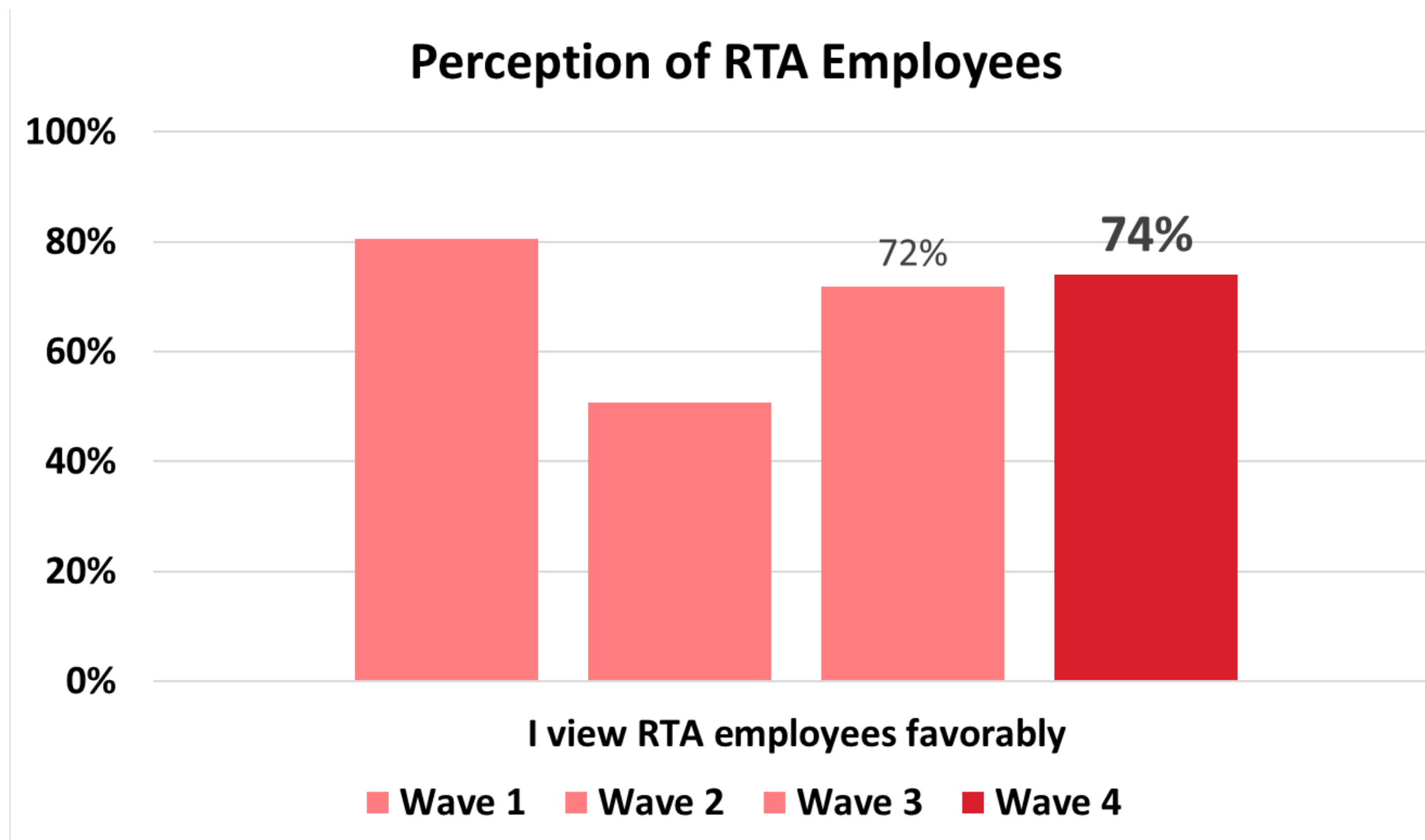
Customer Perception of GCRTA

- 85% of Fixed-Route Customers agree the RTA system provides value to the community, which is similar to Wave 2 (85%).
- 64% of Fixed-Route Customers agree the community should consider increasing funding in order to improve the service, which is similar to Wave 2 (64%).
- 61% of Fixed-Route Customers agree RTA manages their financial resources appropriately, which lower than Wave 2 (64%).



Customer Perception of GCRTA Employees

74% of Fixed-Route Customers view RTA employees favorably, which is 23 points higher than Wave 2 (51%).

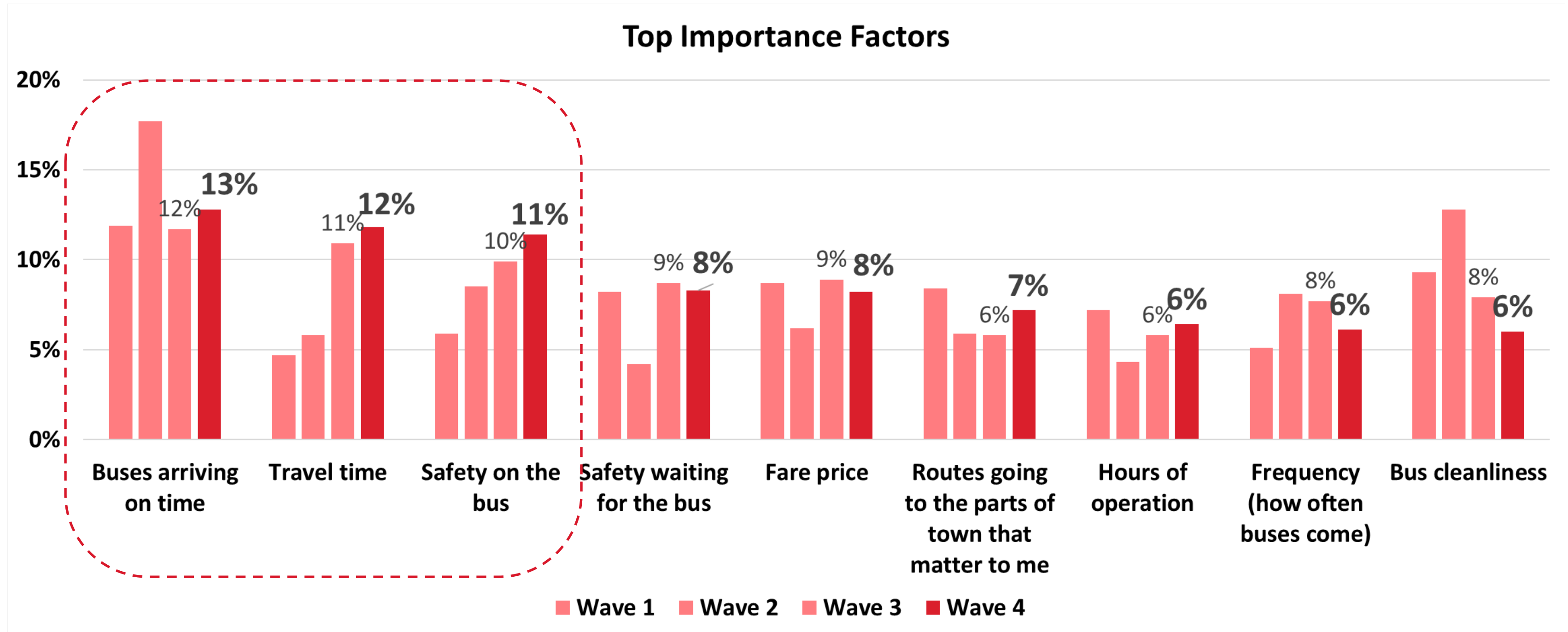


Customer Importance Factors

Fixed Route Bus

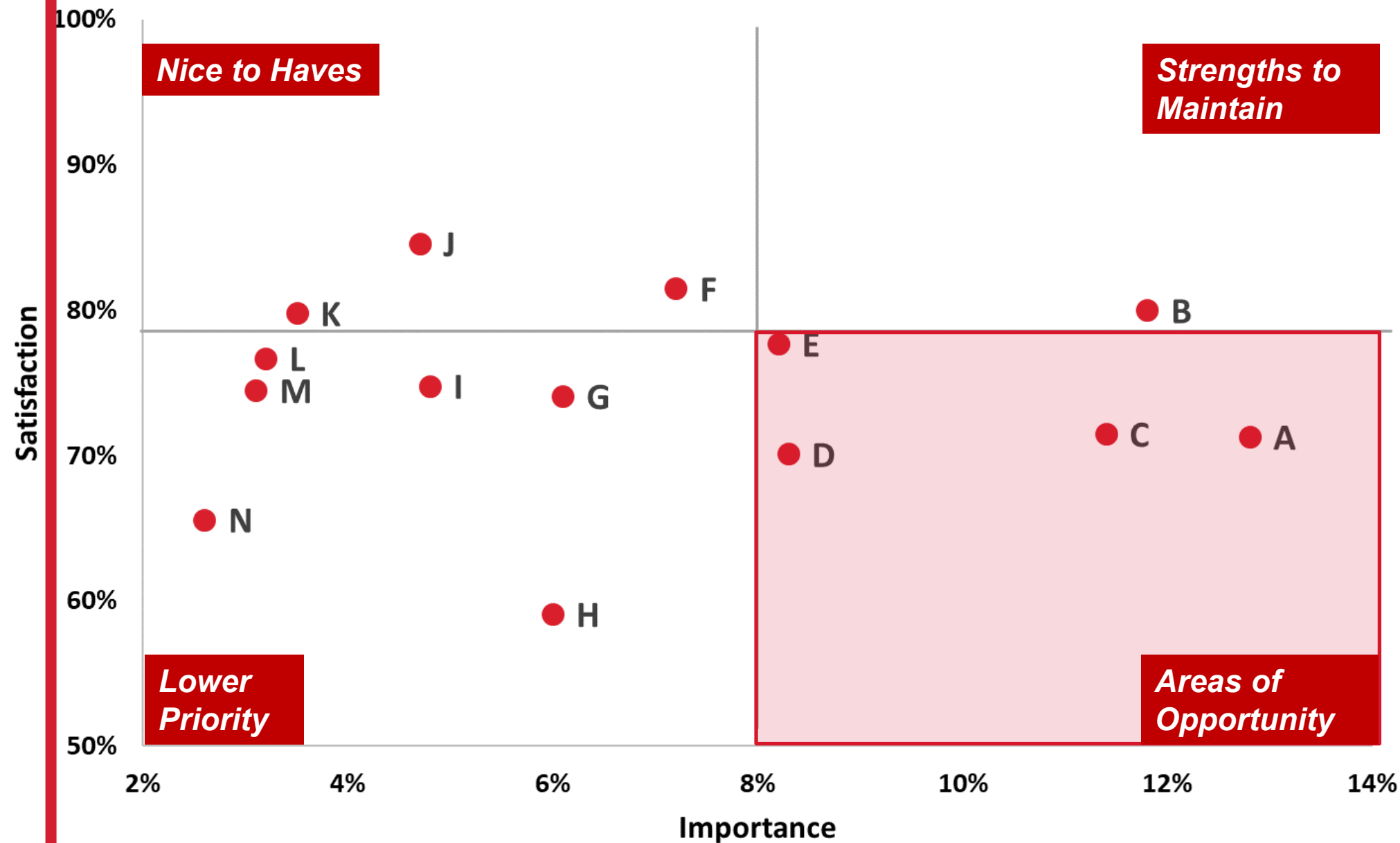
Top Customer Importance Factors

- The top importance factors to Fixed-Route Customers are On-Time Performance, Travel Time, and Safety on the Bus.
- **Bus Cleanliness continues to decrease in importance!**



Key Driver Analysis

Satisfaction VS Importance



TransPro Insight
Fixed route areas of opportunity include on-time performance and safety on the bus. Only two items are below 70% in satisfaction, and both are of lower importance.



Legend

- A - Buses arriving on time
- B - Travel time
- C - Safety on the bus
- D - Safety waiting for the bus
- E - Fare price
- F - Routes going to the parts of town that matter to me
- G - Frequency (how often buses come)
- H - Bus cleanliness
- I - Operators being helpful and courteous
- J - Buses being operated safely
- K - Accuracy and availability of route schedules and maps
- L - It is easy to find out if the buses are running on schedule
- M - Customer service representatives being helpful and courteous
- N - Responsiveness to concerns or complaints

Travel Time and On-Time Performance

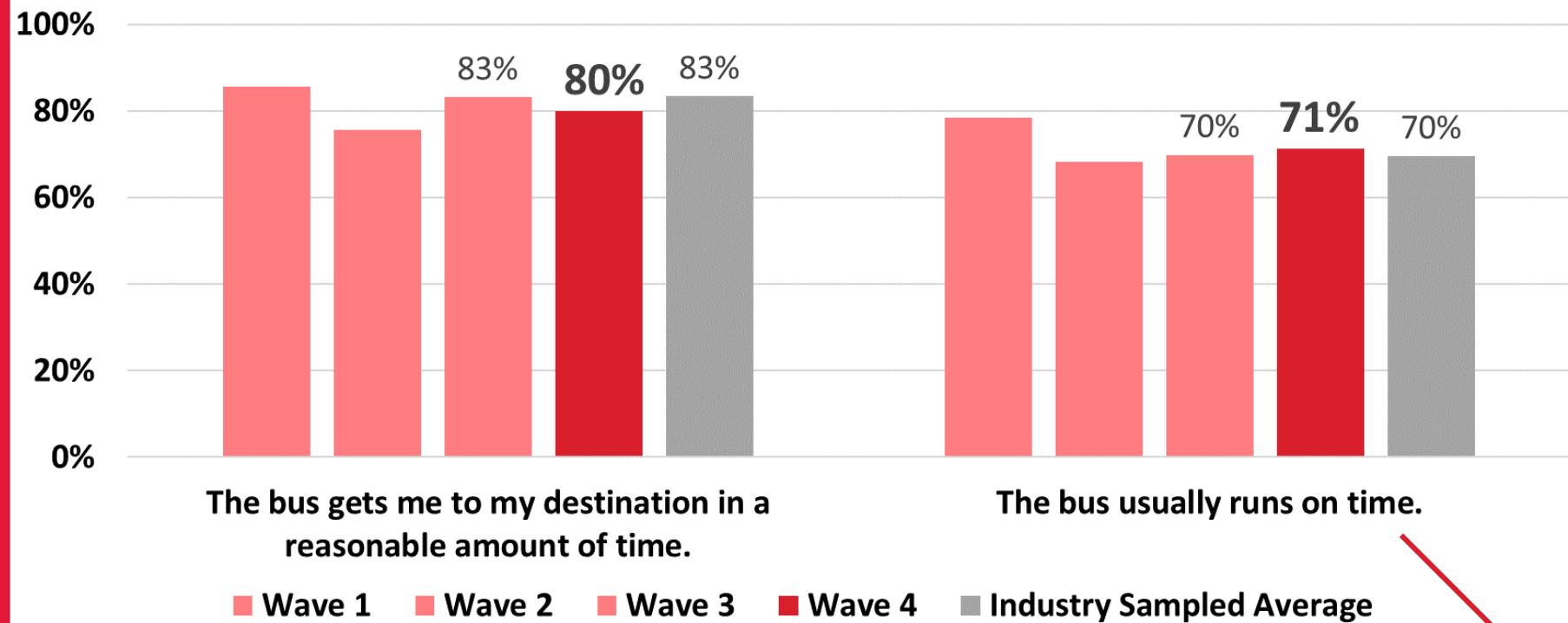
- 80% of Fixed-Route Customers agree that the travel time is satisfactory, which is three points lower than Wave 3 (83%).
- 71% of Fixed-Route Customers agree that the bus usually runs on time, which is consistent with Wave 3 (70%).
- Of the 37 Customers dissatisfied with on-time performance, 46% feel it is acceptable for the bus to arrive more than 5 minutes beyond its scheduled time.

TransPro Insight

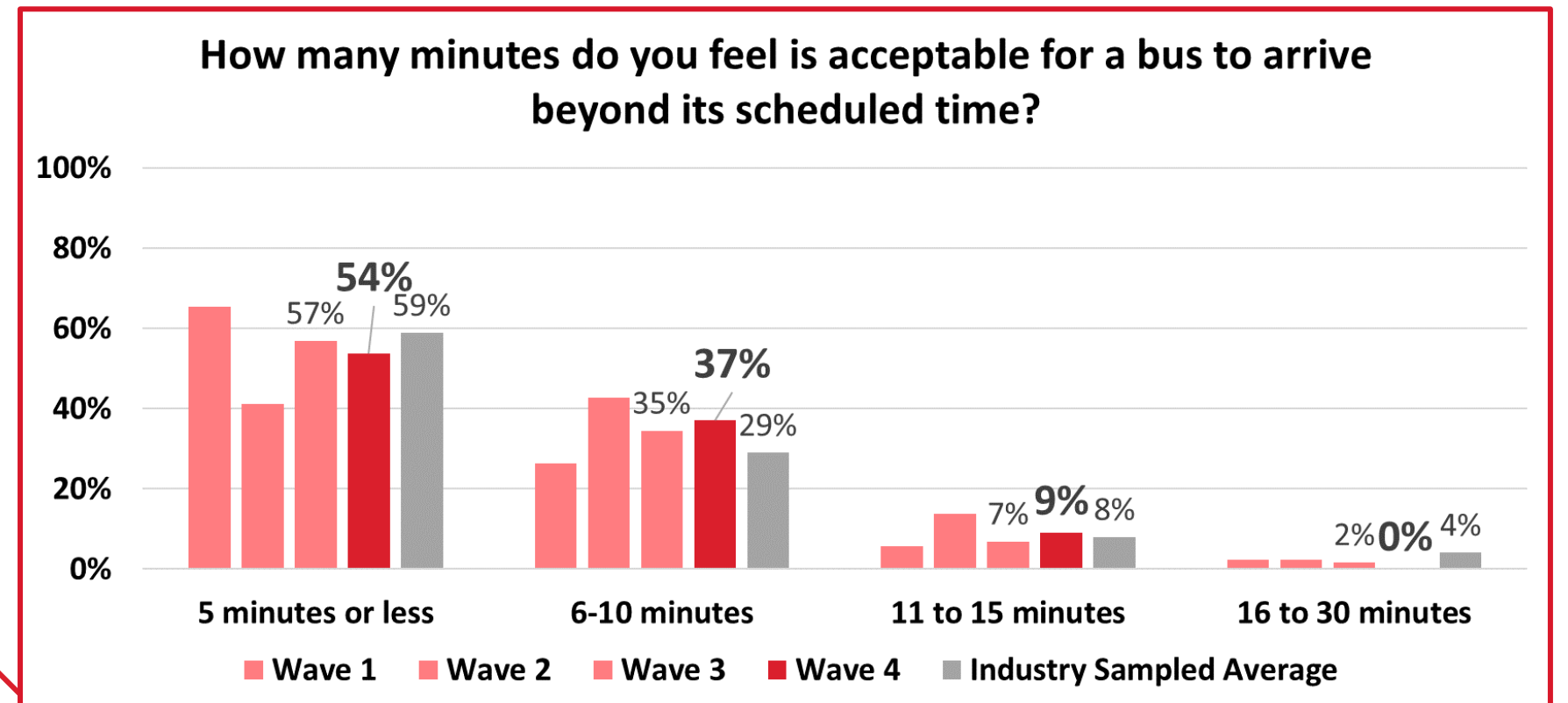
On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. The decline in **perceived On-Time Performance** presents the agency with the opportunity to determine if the agency's performance is decreasing or if the customer's perception is misinformed.



Travel Time | On-Time Performance

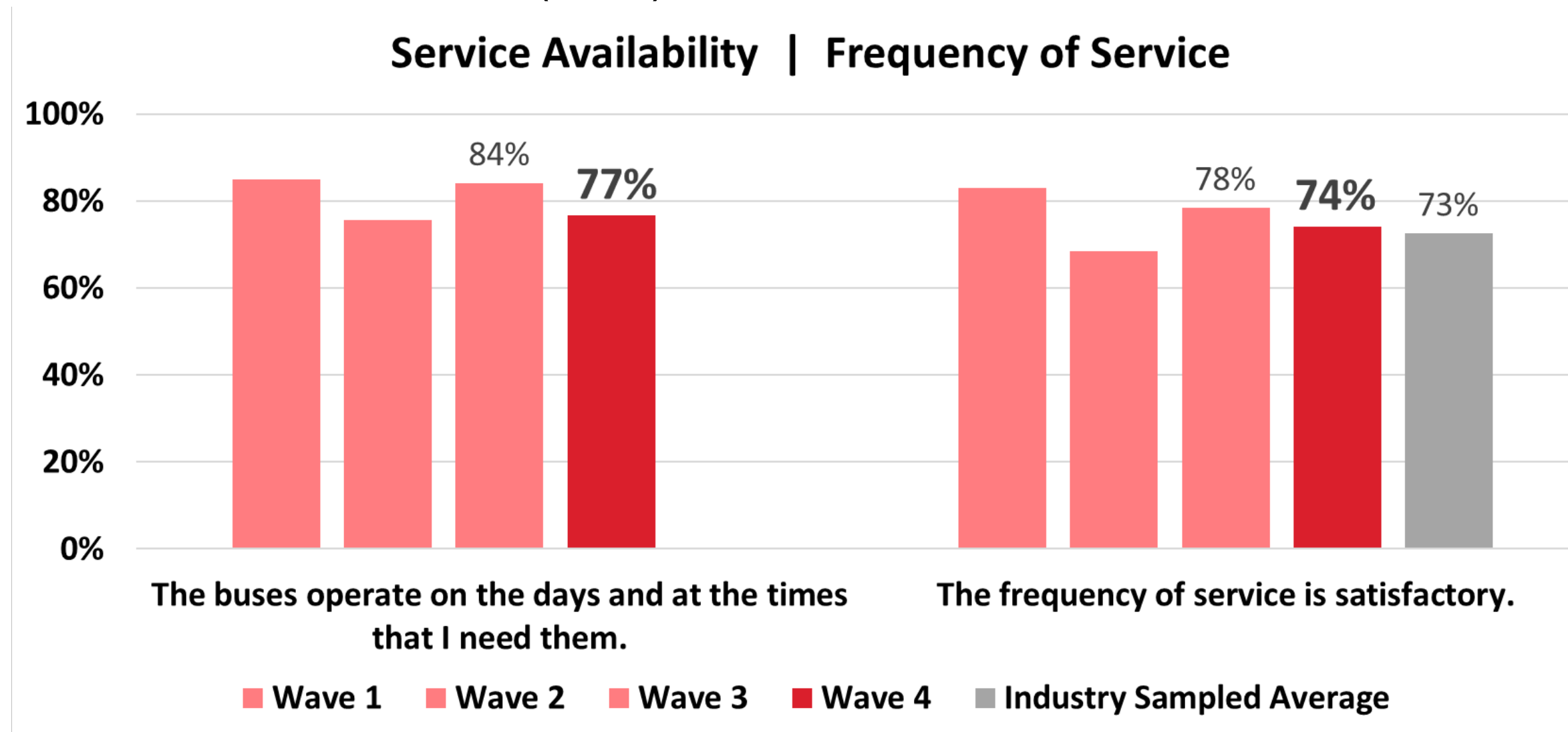


*Only asked to Customers dissatisfied with on-time performance.



Service Availability and Frequency

- 77% of Fixed Route customers are satisfied with Service Availability, which is seven points lower than Wave 3 (84%).
- 74% of Fixed Route customers are satisfied with the Frequency, which is four points lower than Wave 3 (78%).

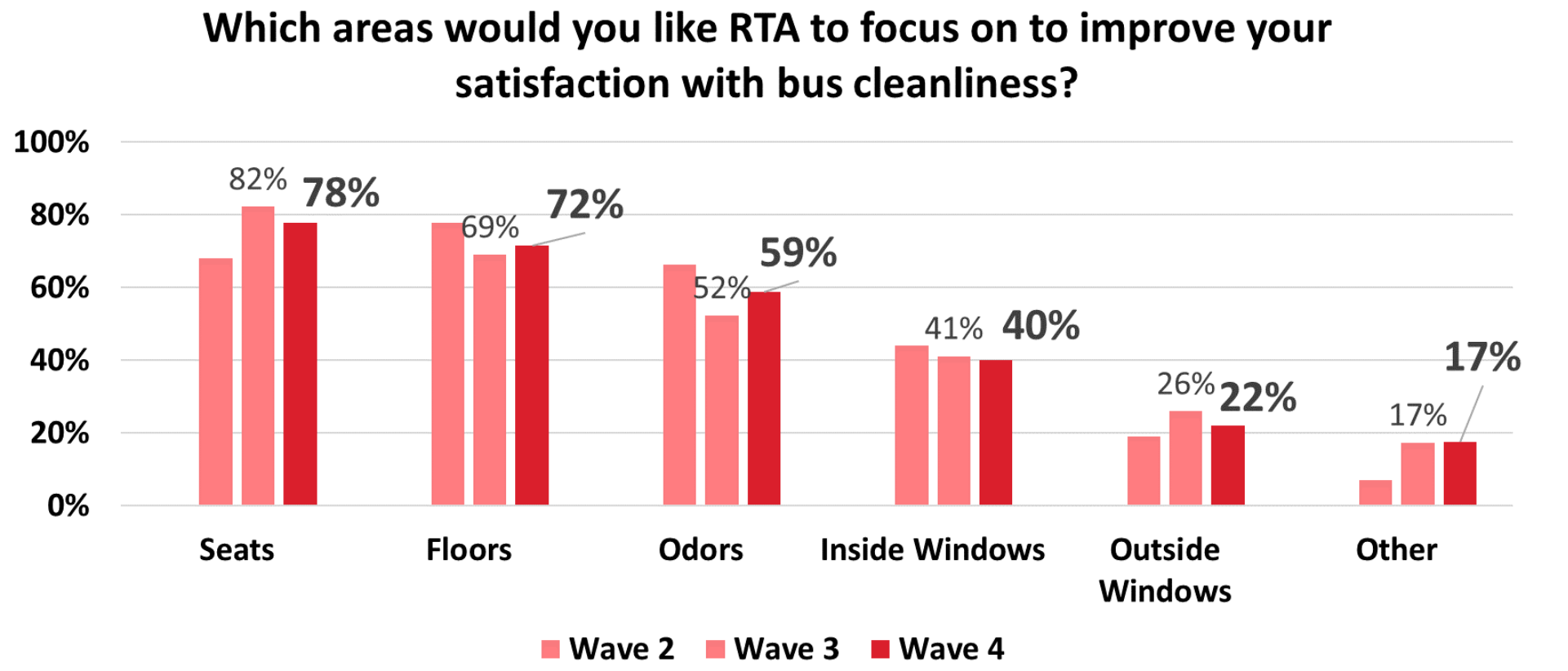
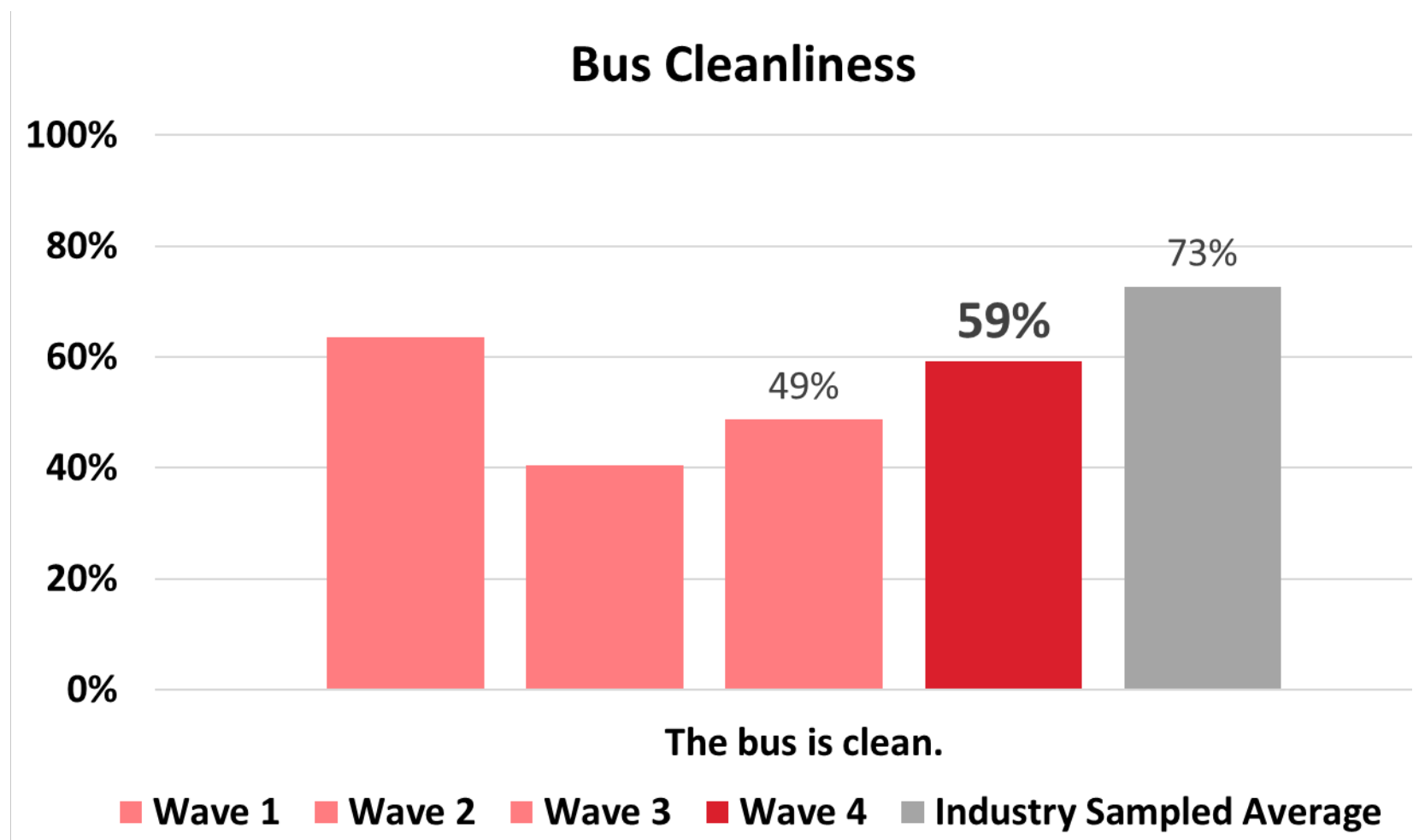


Bus Cleanliness

- 59% of Fixed-Route Customers agree that the bus is clean, which is 10 points higher than Wave 3 (49%).
- Fixed-Route Customers would like RTA to focus on improving the cleanliness of the Seats (78%) and Floors (72%) to improve their satisfaction.

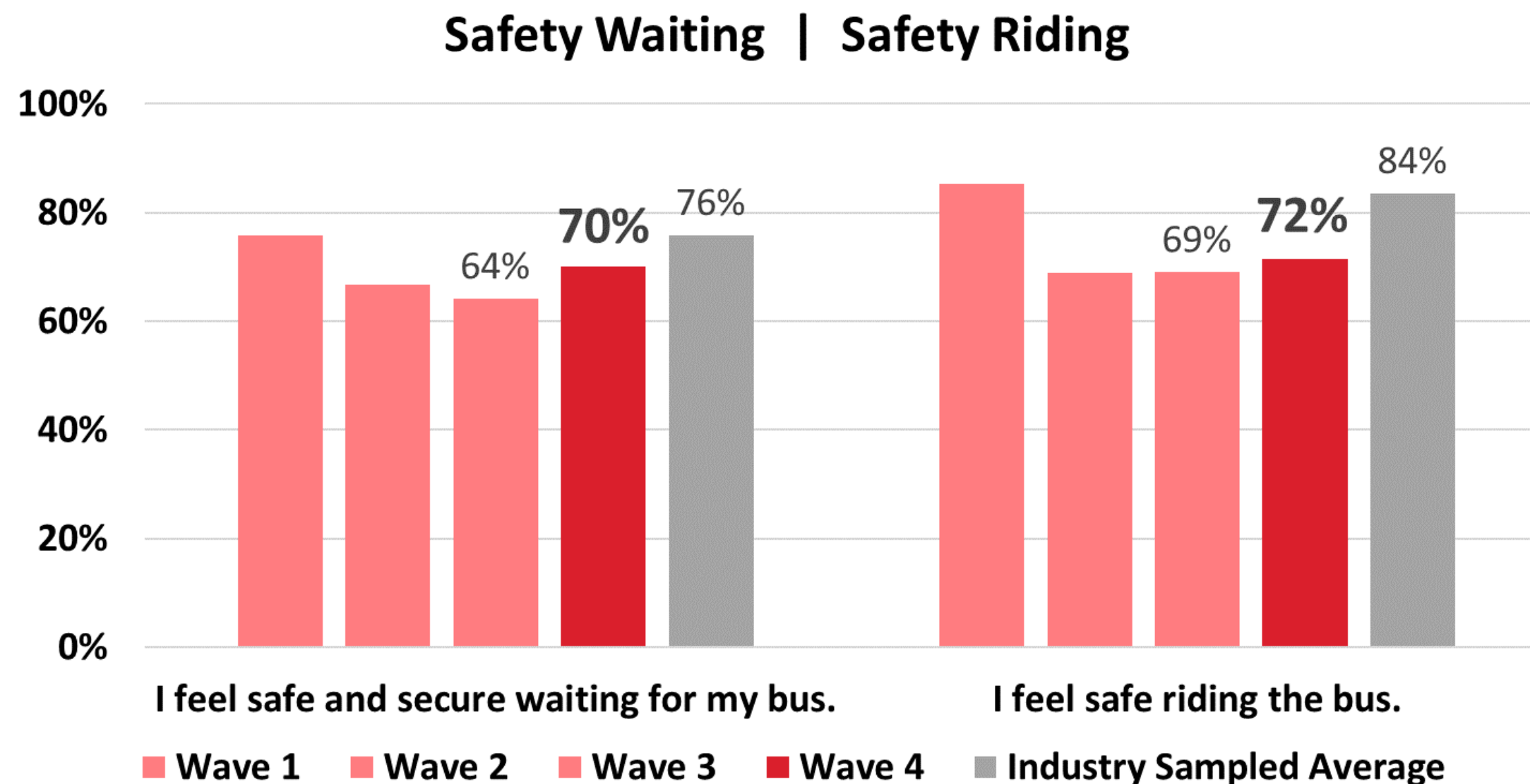
TransPro Insight

Bus Cleanliness continues to be the factor with the lowest level of satisfaction and is now the second most important factor to customers. A plan of action on bus cleanliness is established and being tested. It is important to transparently communicate the activity to customers.



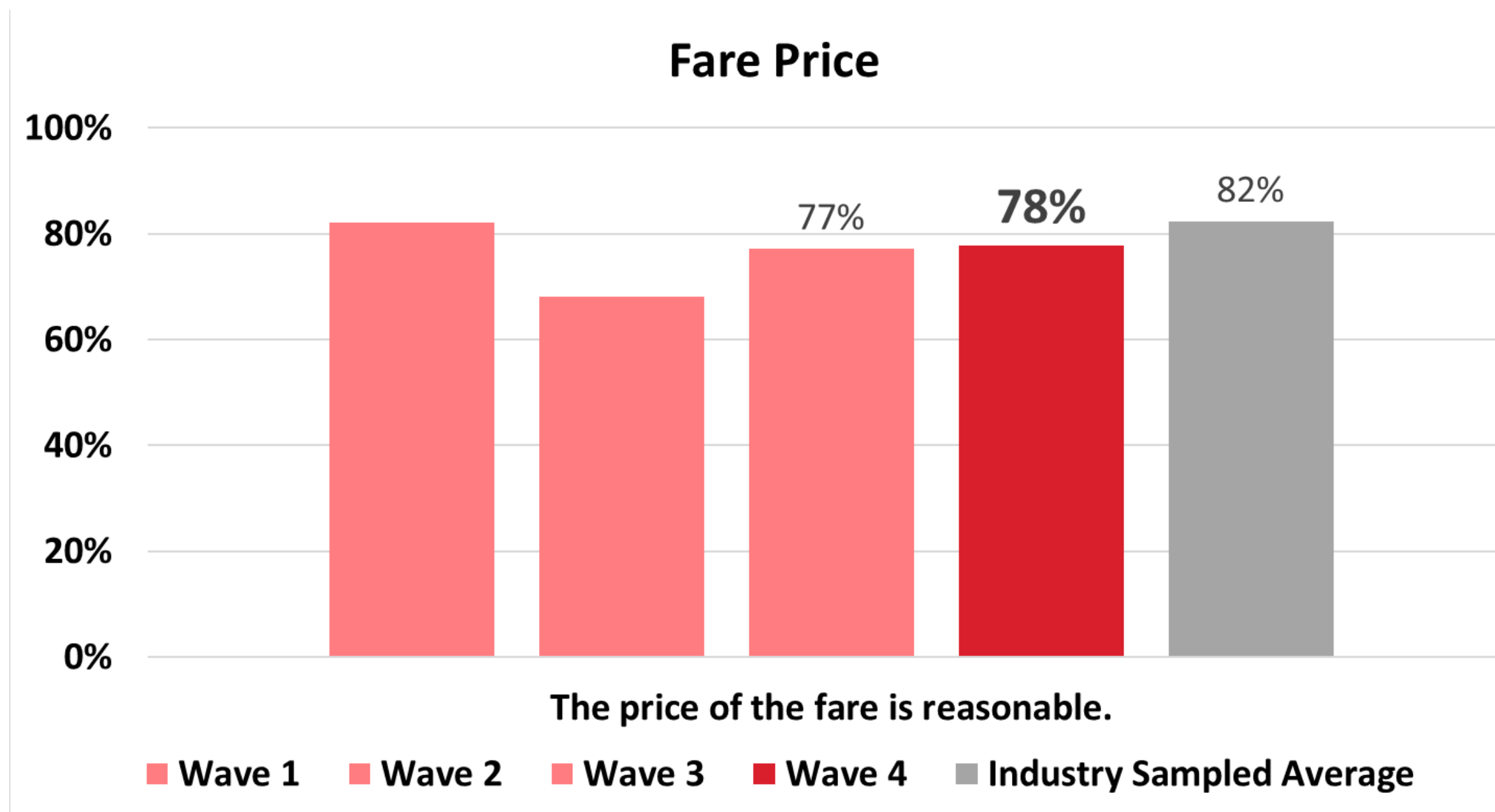
Safety While Waiting and Riding

- 70% of Fixed-Route Customers feel safe and secure waiting for the bus, which is six points higher than Wave 3 (64%).
- 72% of Fixed-Route Customers feel safe riding the bus, higher than Wave 3.



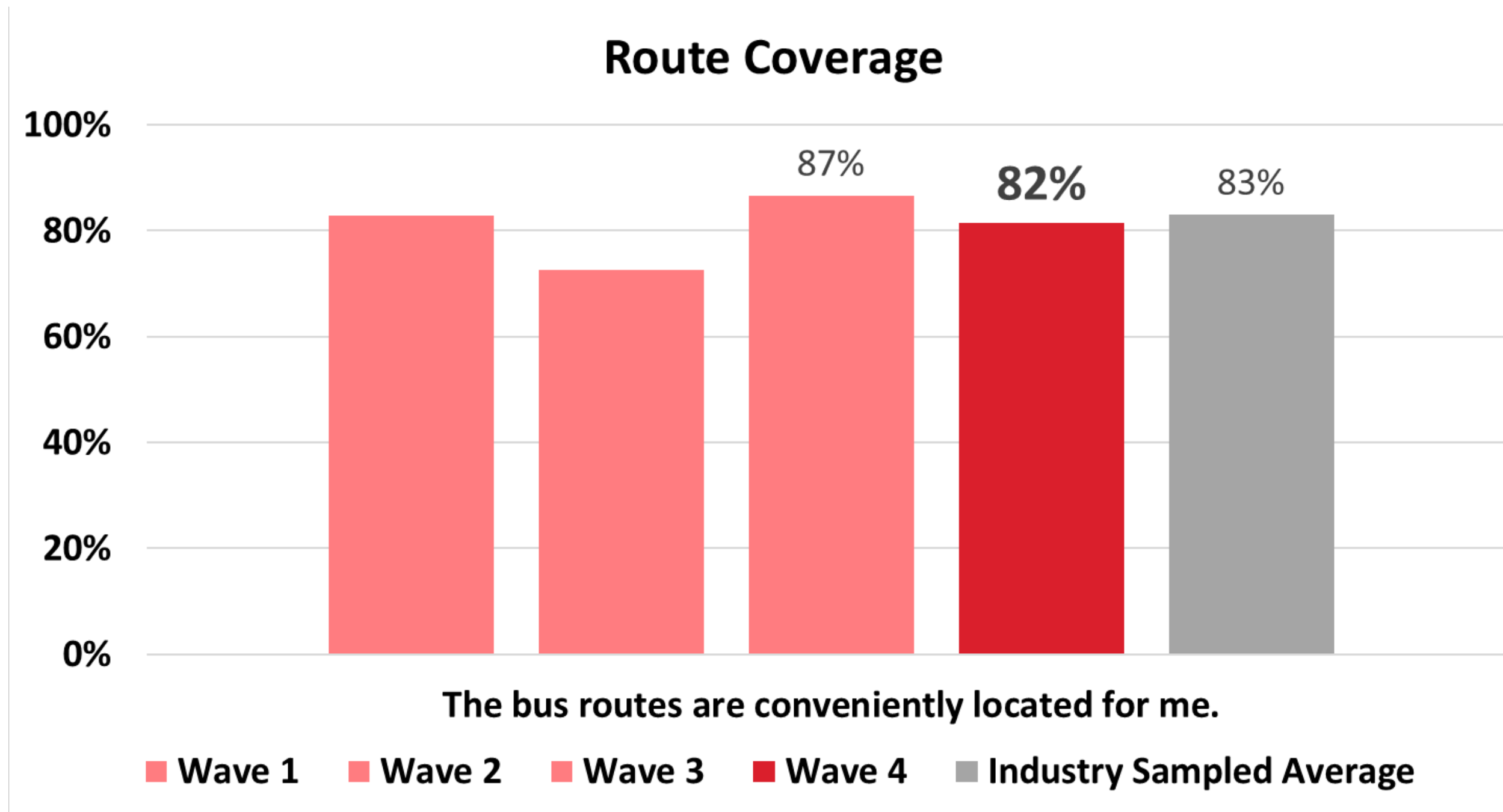
Fare Price

- 78% of Fixed-Route Customers are satisfied with the price of fares, which is ten points higher than Wave 2 (68%).



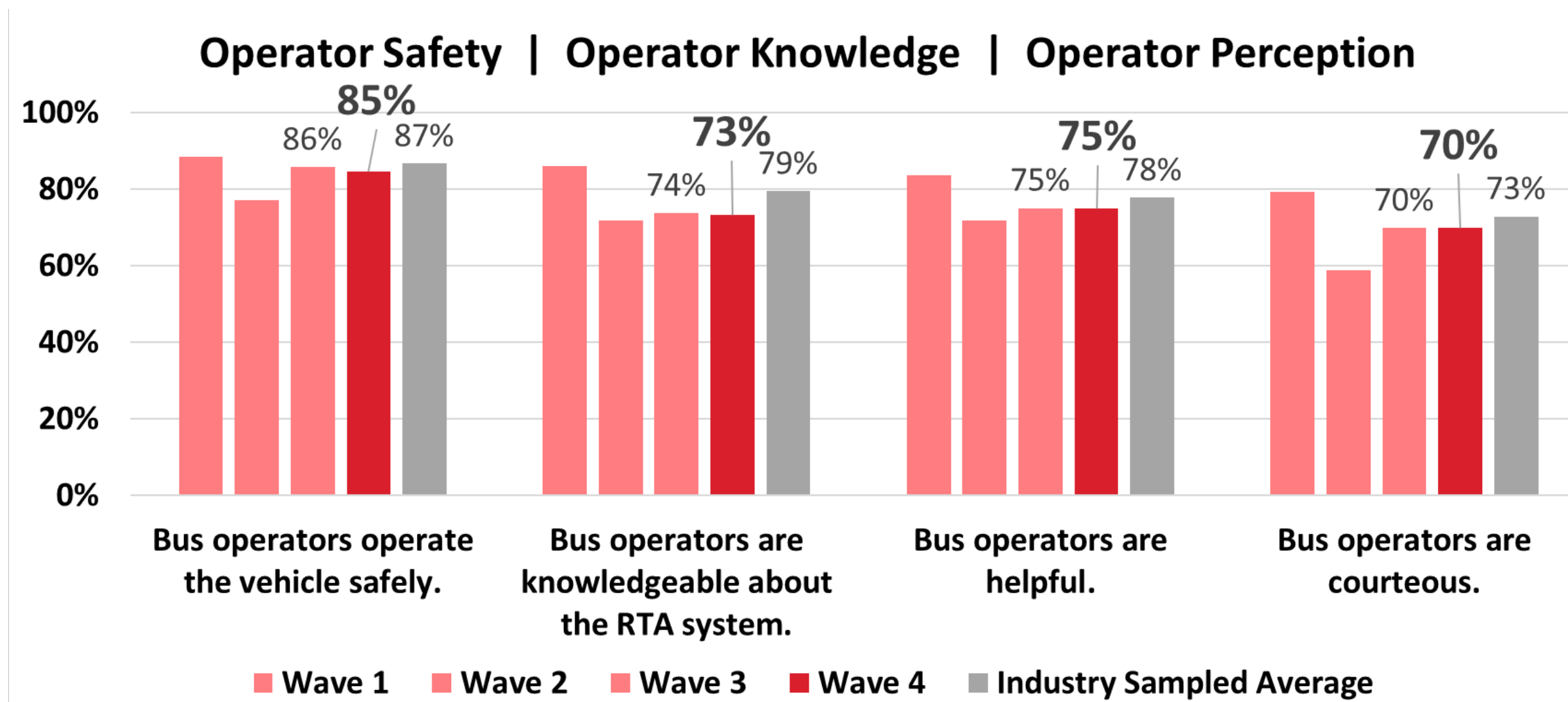
Route Coverage

82% of Fixed-Route Customers are satisfied with Route Coverage, which is comparable to the sampled average (83%).



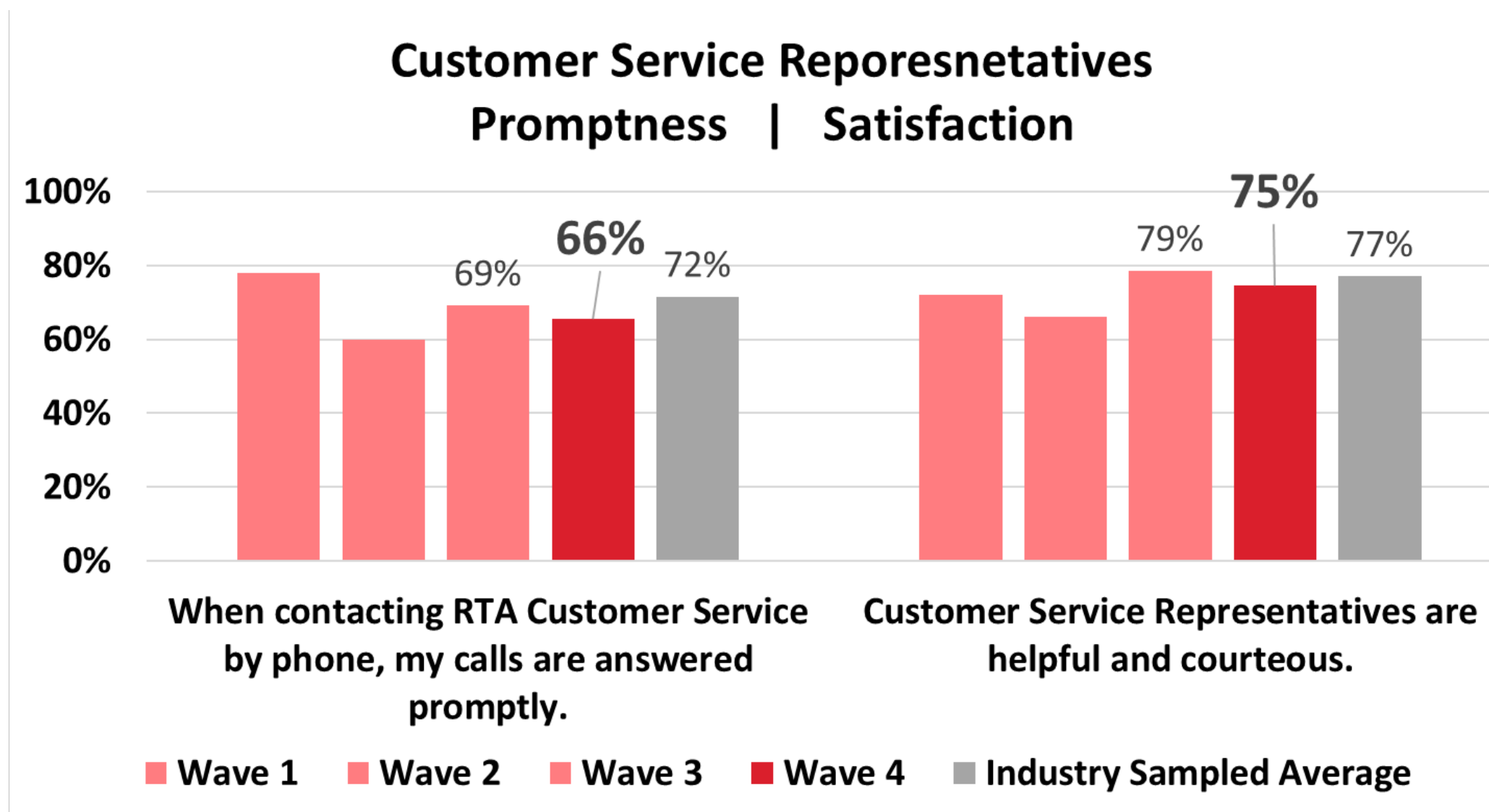
Perception of Operators

- 85% of Fixed-Route Customers agree that the vehicles are operated safely, which is eight points higher than Wave 2 (77%).
- 73% of Fixed-Route Customers agree that operators are knowledgeable about the RTA system, which is similar to Wave 2.
- 75% of Fixed-Route Customers agree that operators are helpful, which is similar to Wave 2 (72%).
- 75% of Fixed-Route Customers agree that operators are courteous, which is eleven points higher than Wave 2 (59%).



Customer Service Representatives

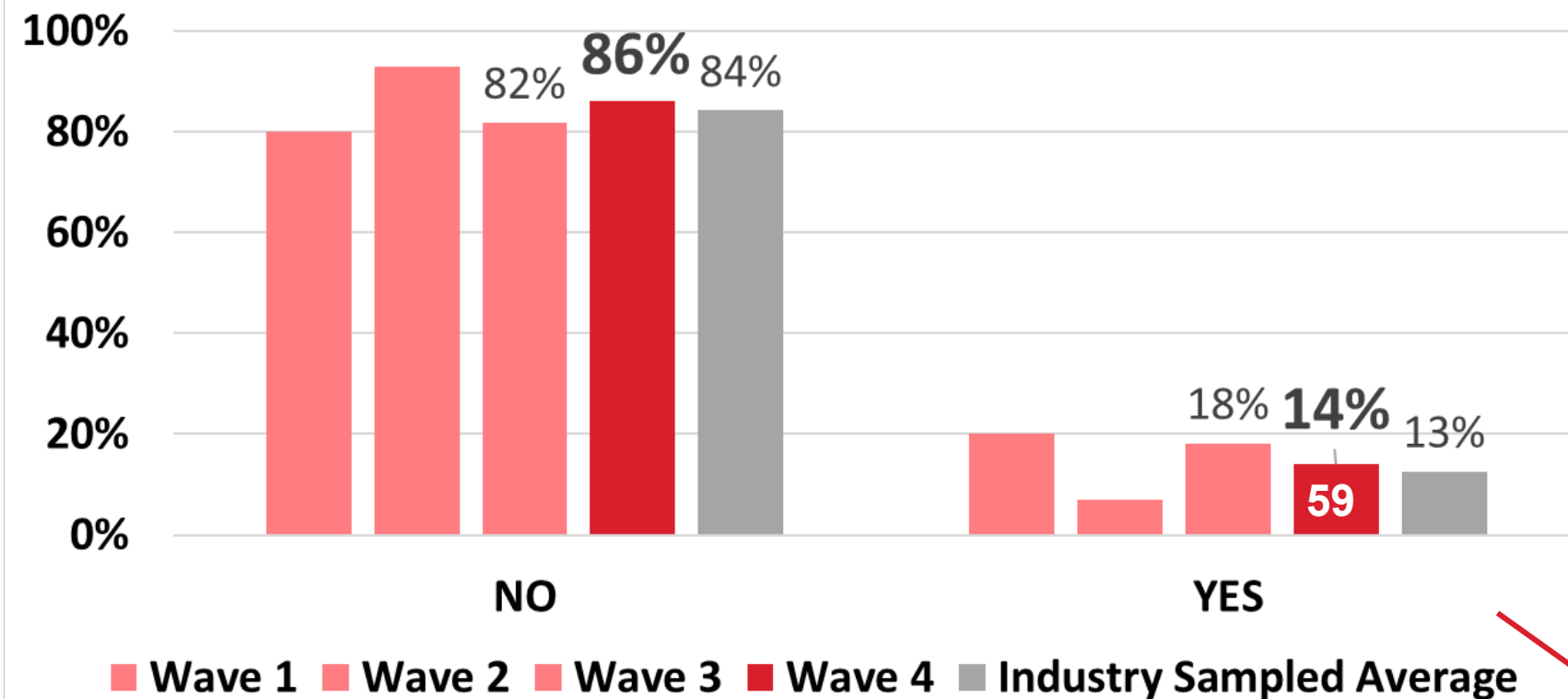
- 66% of Fixed-Route Customers agree their calls are answered promptly, which is three points lower than Wave 3 (69%).
- 75% of Fixed-Route Customers believe customer service representatives are helpful and courteous, which is four points lower than Wave 3 (79%).



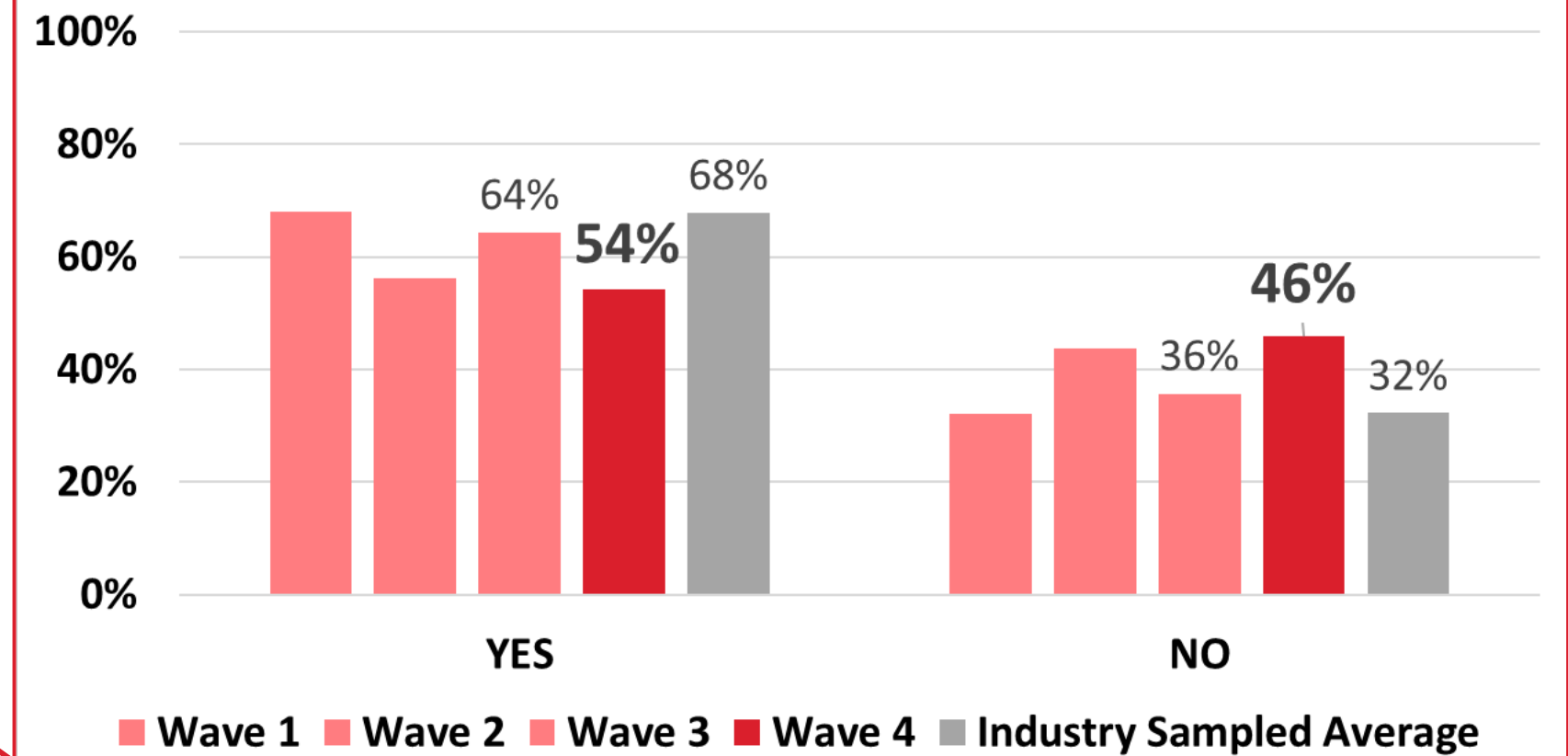
Issue Resolution

- 14% of Fixed-Route Customers (59 respondents) have contacted RTA with a question, concern, or complaint in the last 3 months, which is four points lower than Wave 3 (18%).
- Of the 14% who contacted RTA, 54% agreed that their issue was resolved, which is ten points lower than Wave 3 (64%).

Have you contacted Customer Service in the past three months?

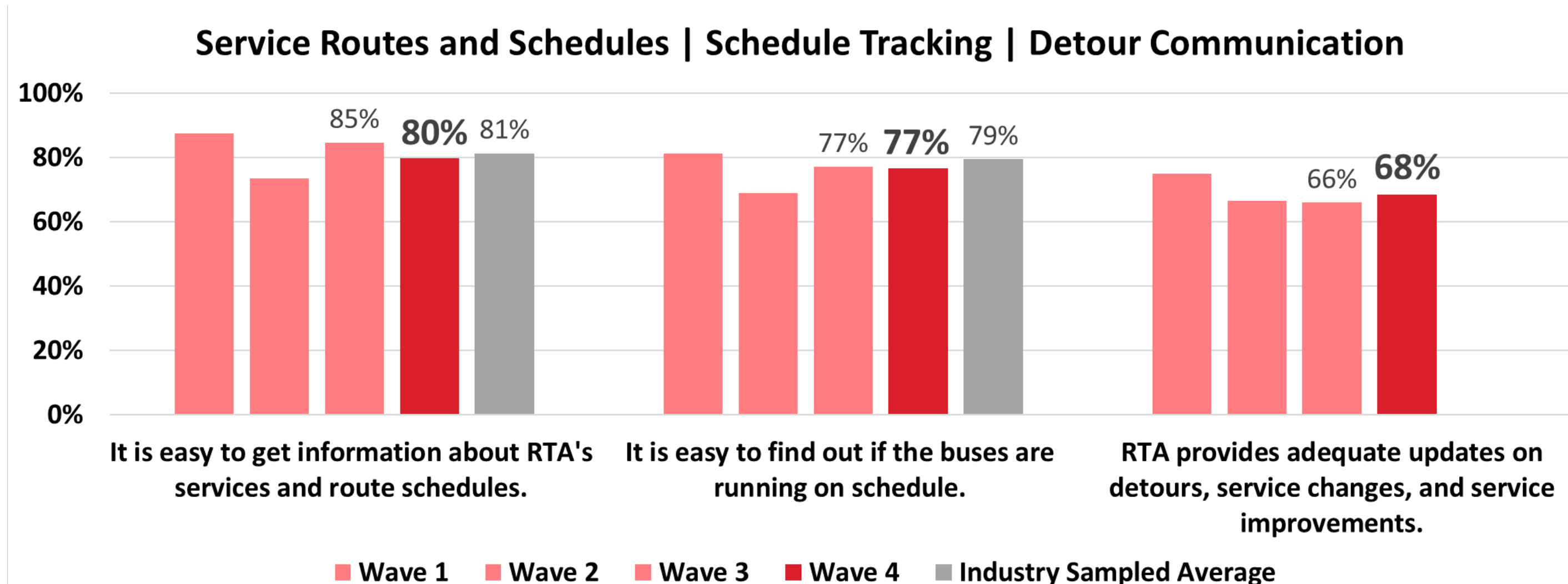


Was your issue resolved?



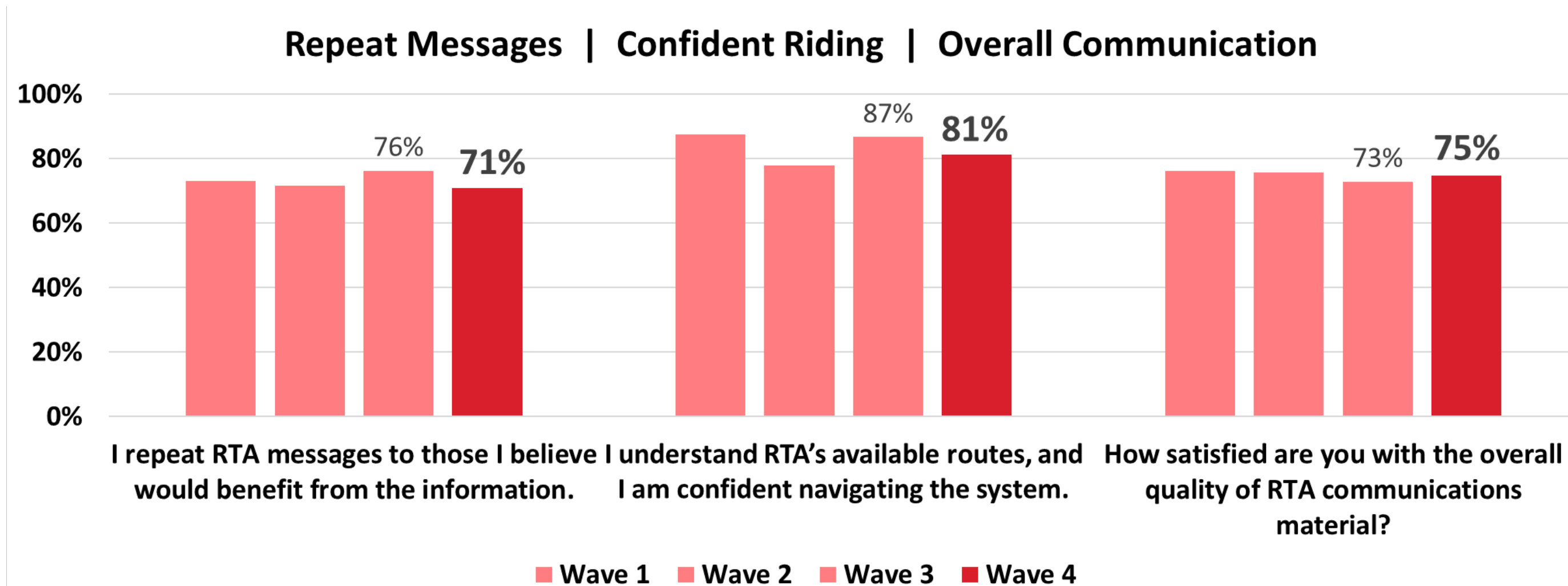
Communications Materials

- 80% of Fixed-Route Customers believe it is easy to get information about RTA's services and route schedules, which is five points lower than Wave 3 (74%).
- 77% of Fixed-Route Customers believe it is easy to find out if the buses are running on schedule, which is the same as Wave 3 (77%).
- 68% of Fixed-Route Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which similar to Wave 3 (66%).



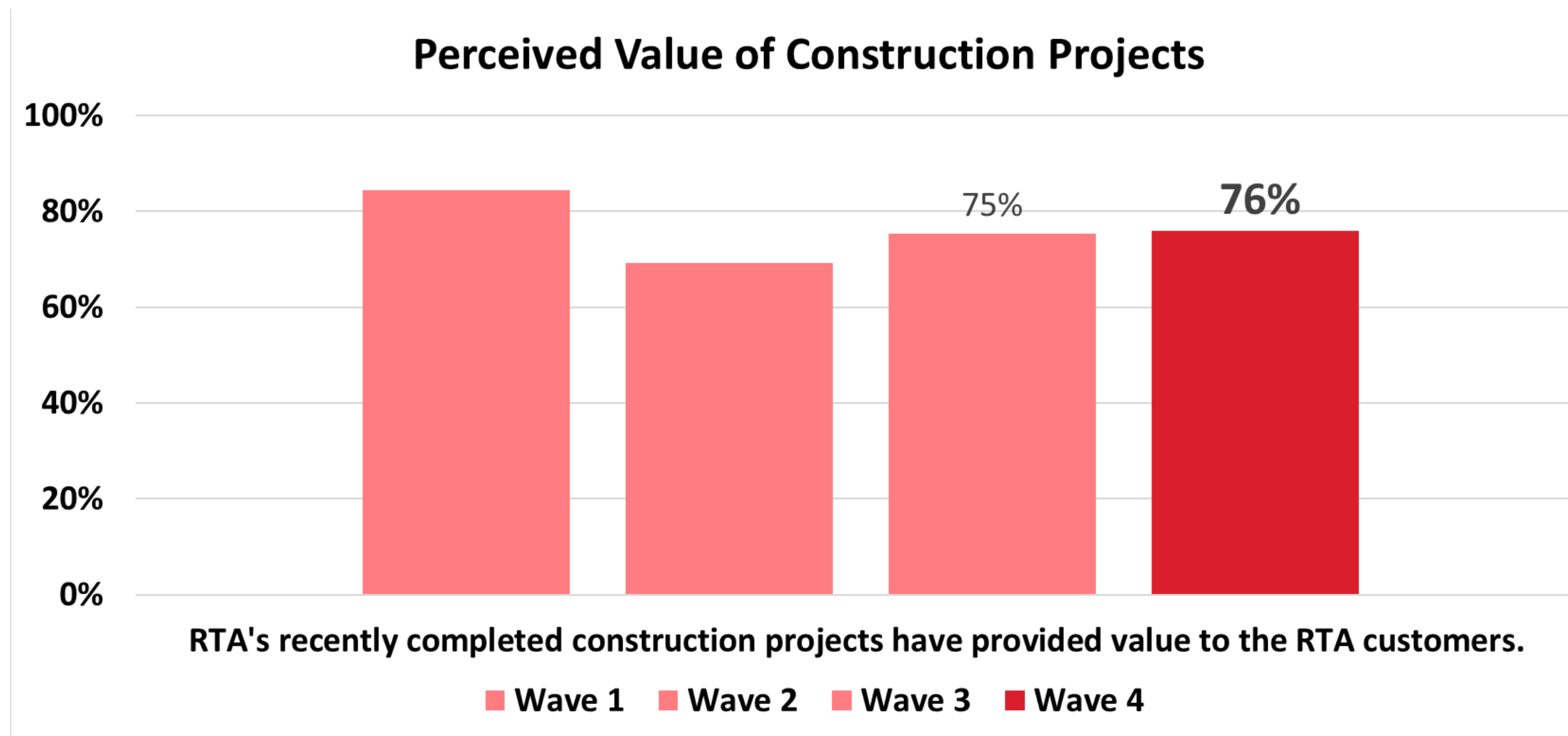
Communications Materials

- 71% of Fixed-Route Customers repeat RTA messages to those they believe would benefit from the information, which is five points lower than Wave 3 (76%).
- 81% of Fixed-Route Customers understand RTA’s available routes and are confident navigating the system, which is six points lower than Wave 3 (87%).
- 75% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is two points higher than Wave 3 (73%).



Capital Projects

76% of Fixed-Route Customers believe RTA's recently completed construction projects have provided value to RTA customers, which is the same as Wave 3 (75%).



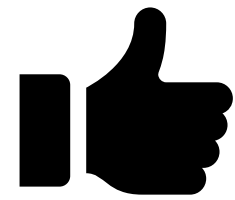
Bus Rapid Transit (BRT)

BRT Results Overview

8 out of 10 Customers are satisfied with the BRT service.

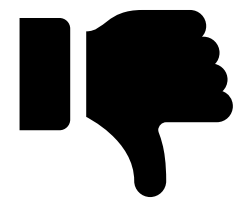
90% of BRT Customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



- ▶ Route Coverage (88%)
- ▶ Operating Times (87%)
- ▶ Accuracy and availability of route schedules and maps (86%)
- ▶ Safe driving (85%)

Customers are **LEAST** satisfied with...



- ▶ Bus Cleanliness (66%)
- ▶ Feel safe waiting for the bus (70%)
- ▶ Detour and change information (74%)

Top Most Important Elements of Service to Customers...

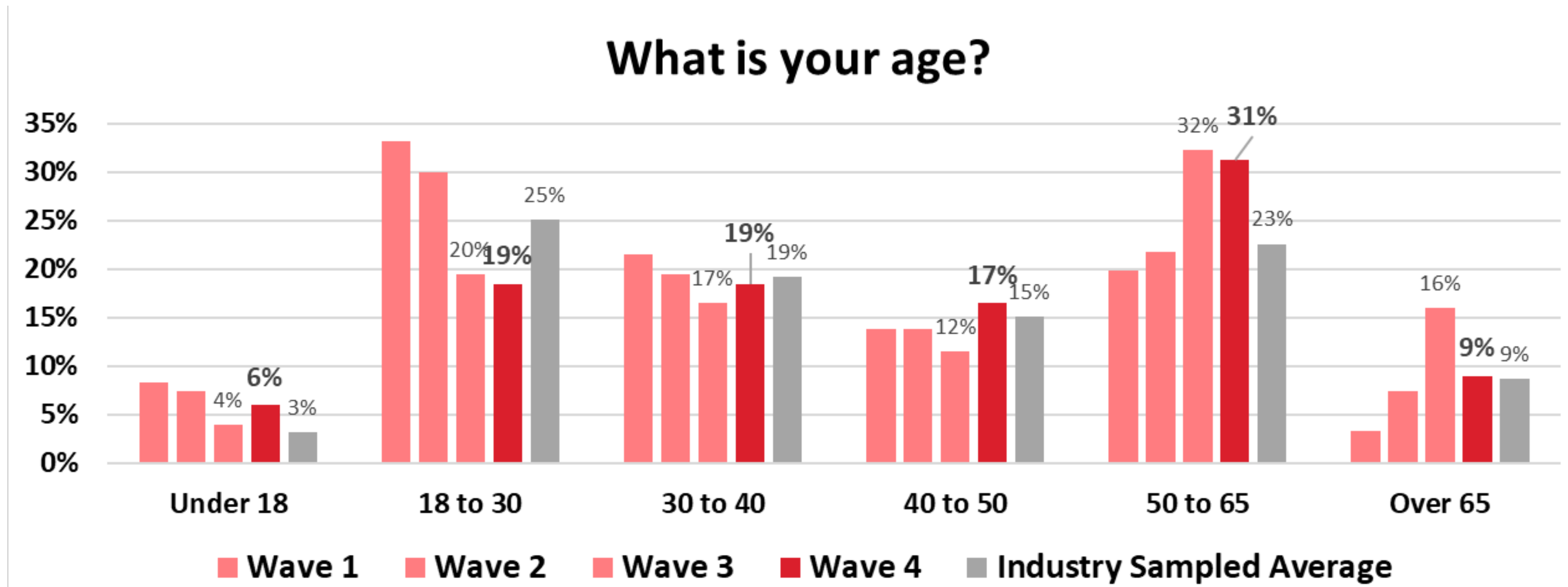
1. Safety on the bus
2. On-Time Performance
3. Travel Time

Customer Characteristics

Bus Rapid Transit

Customer Characteristics

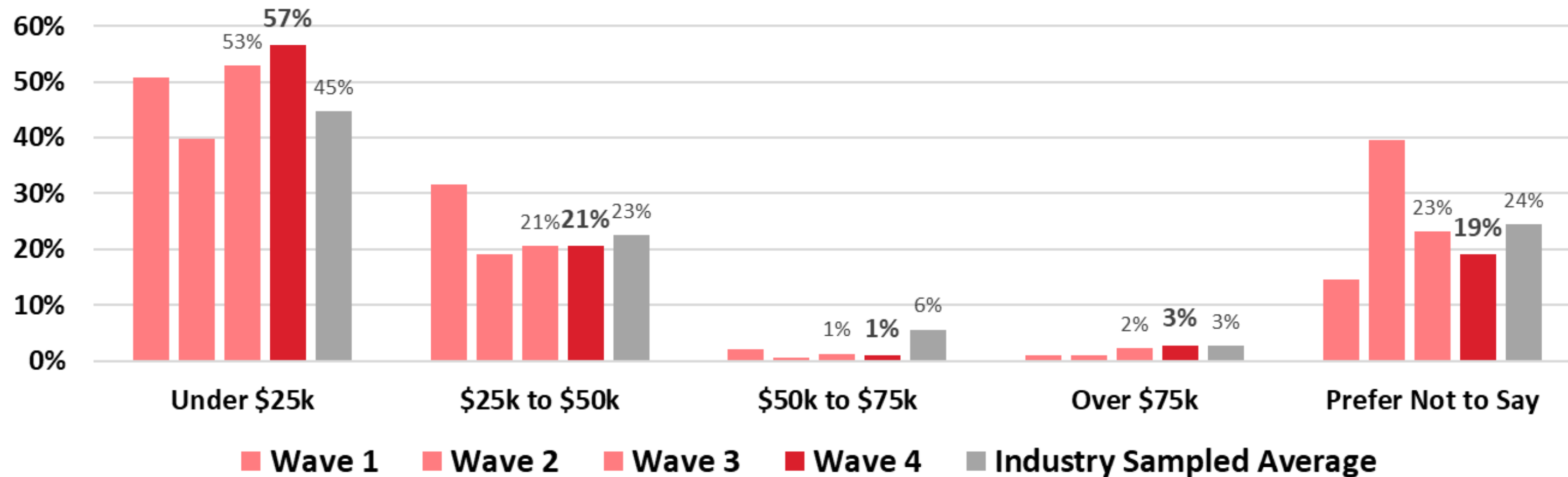
The age distribution is much more spread out with the Wave 4 survey, representing a more distributed sample.



Customer Characteristics

- BRT Customers most frequently earn less than \$25,000 annually (57%), which is four points higher than Wave 3 (53%).
- 19% of BRT Customers preferred not to provide their annual income, making this data more representative of customers.

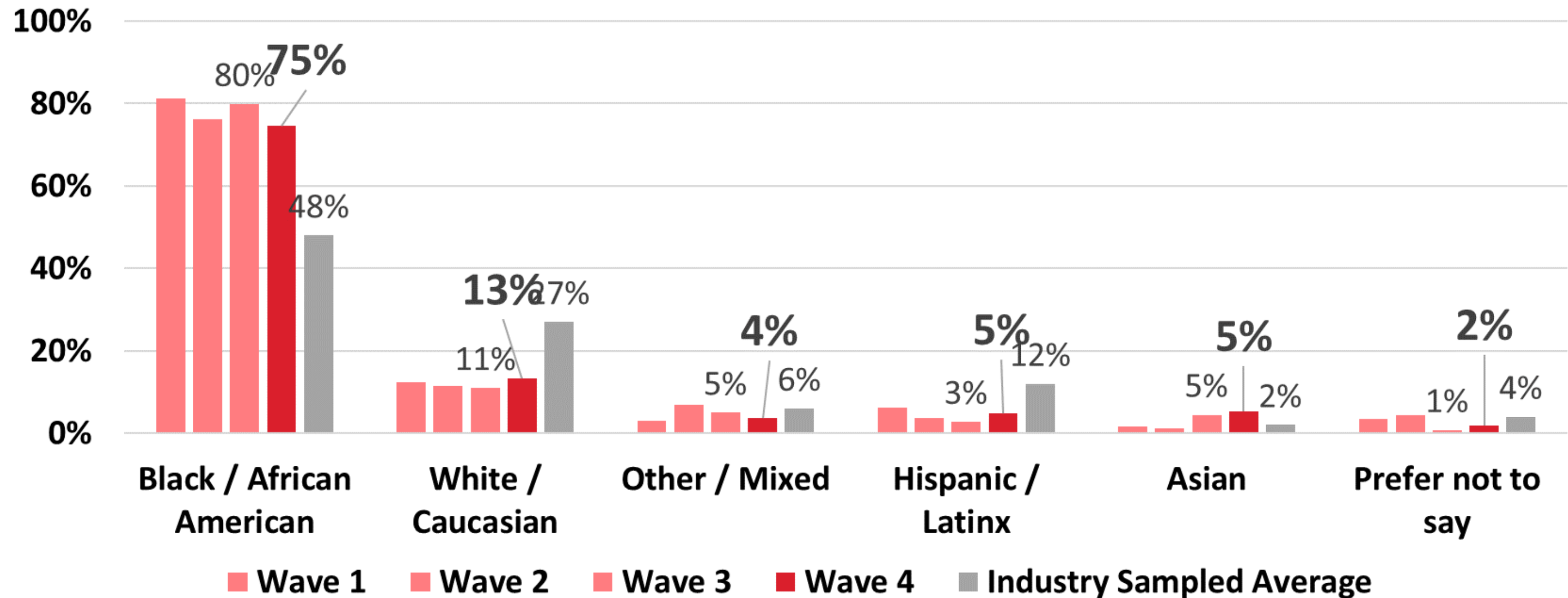
Which category best describes your total annual household income?



Customer Characteristics

- BRT Customers are most frequently Black / African American (75%), which is less than Wave 3 (80%).

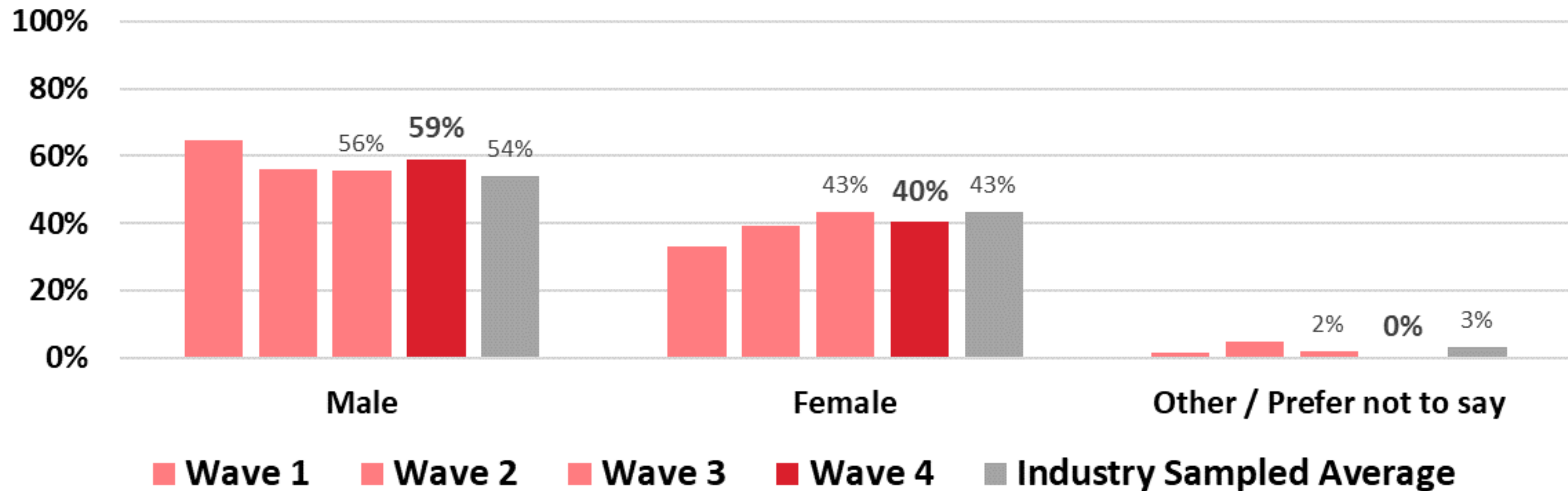
What is your race/ethnicity?



Customer Characteristics

BRT Customers are most frequently male (59%).

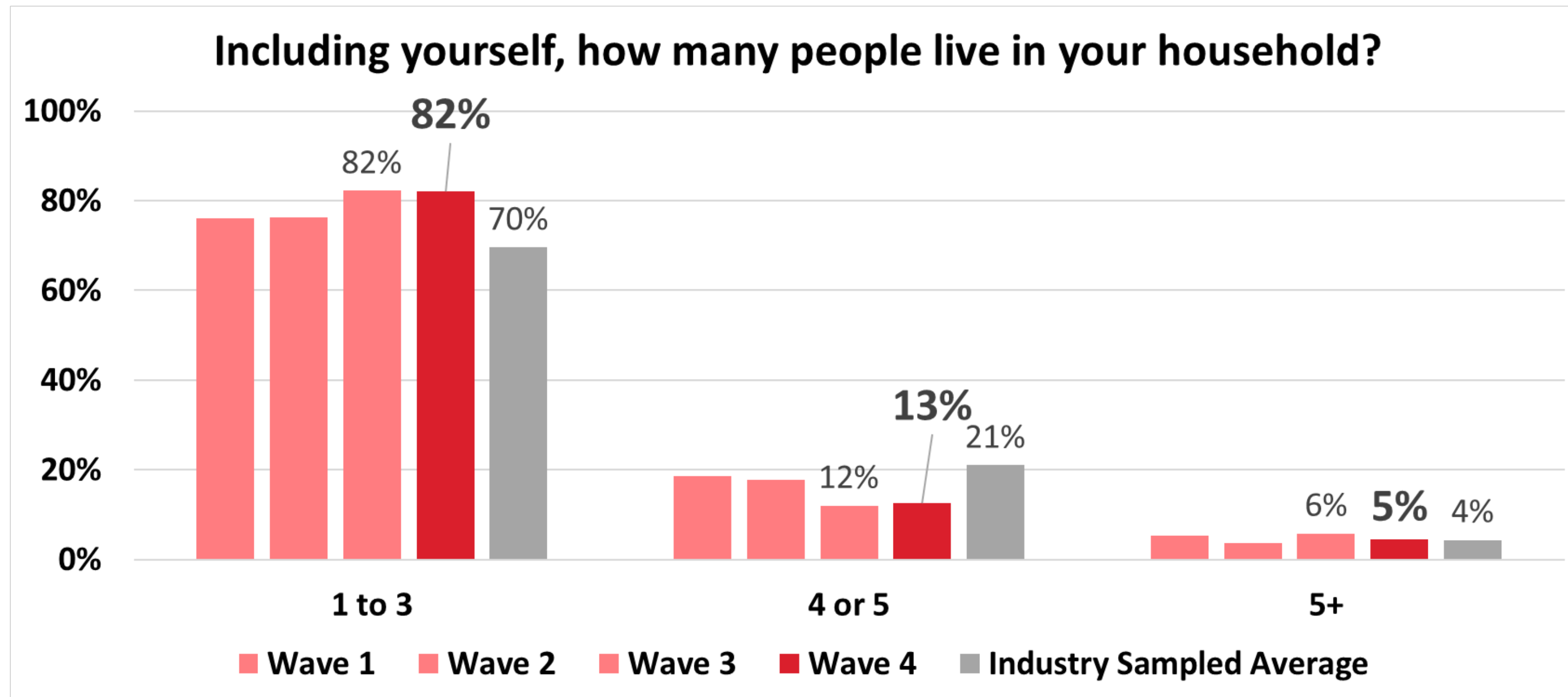
What is your gender?



Household Size

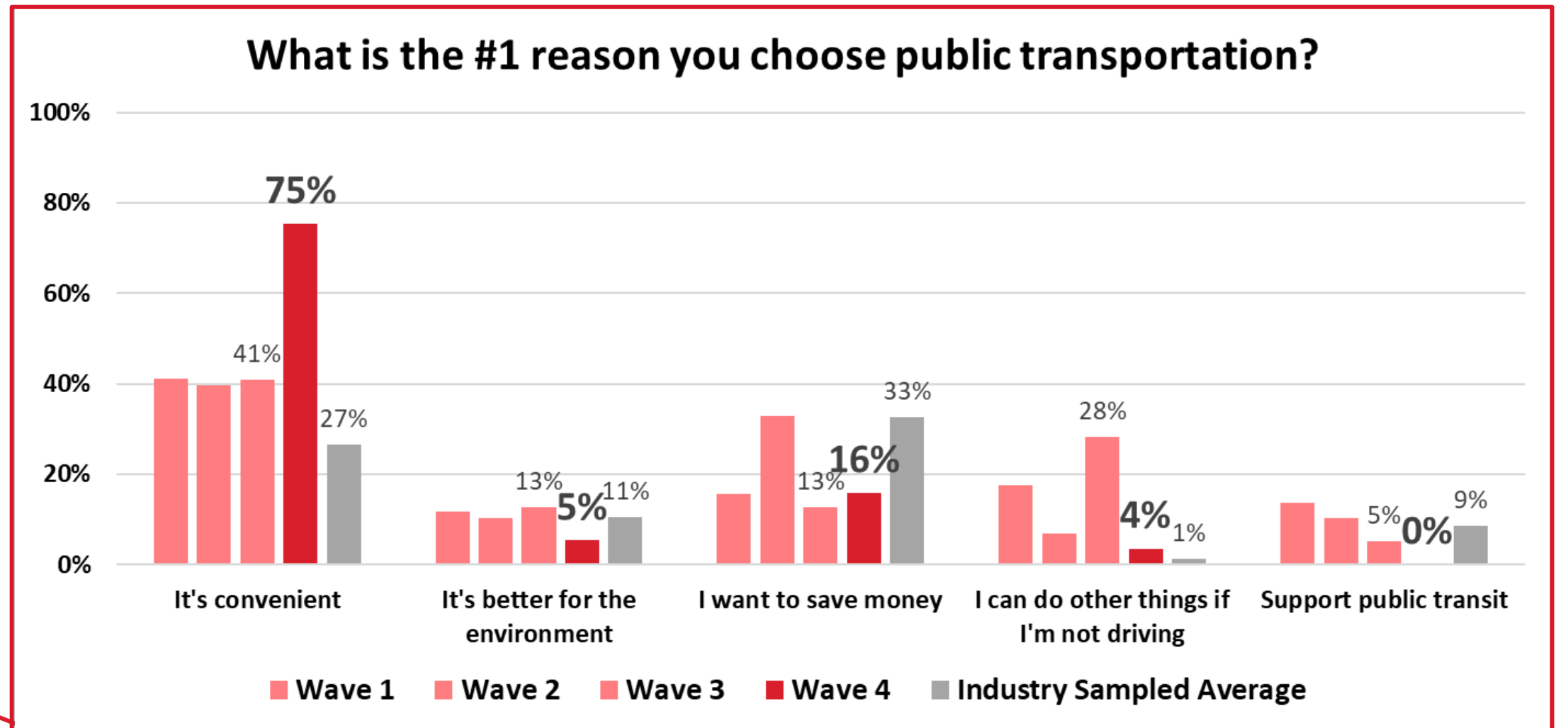
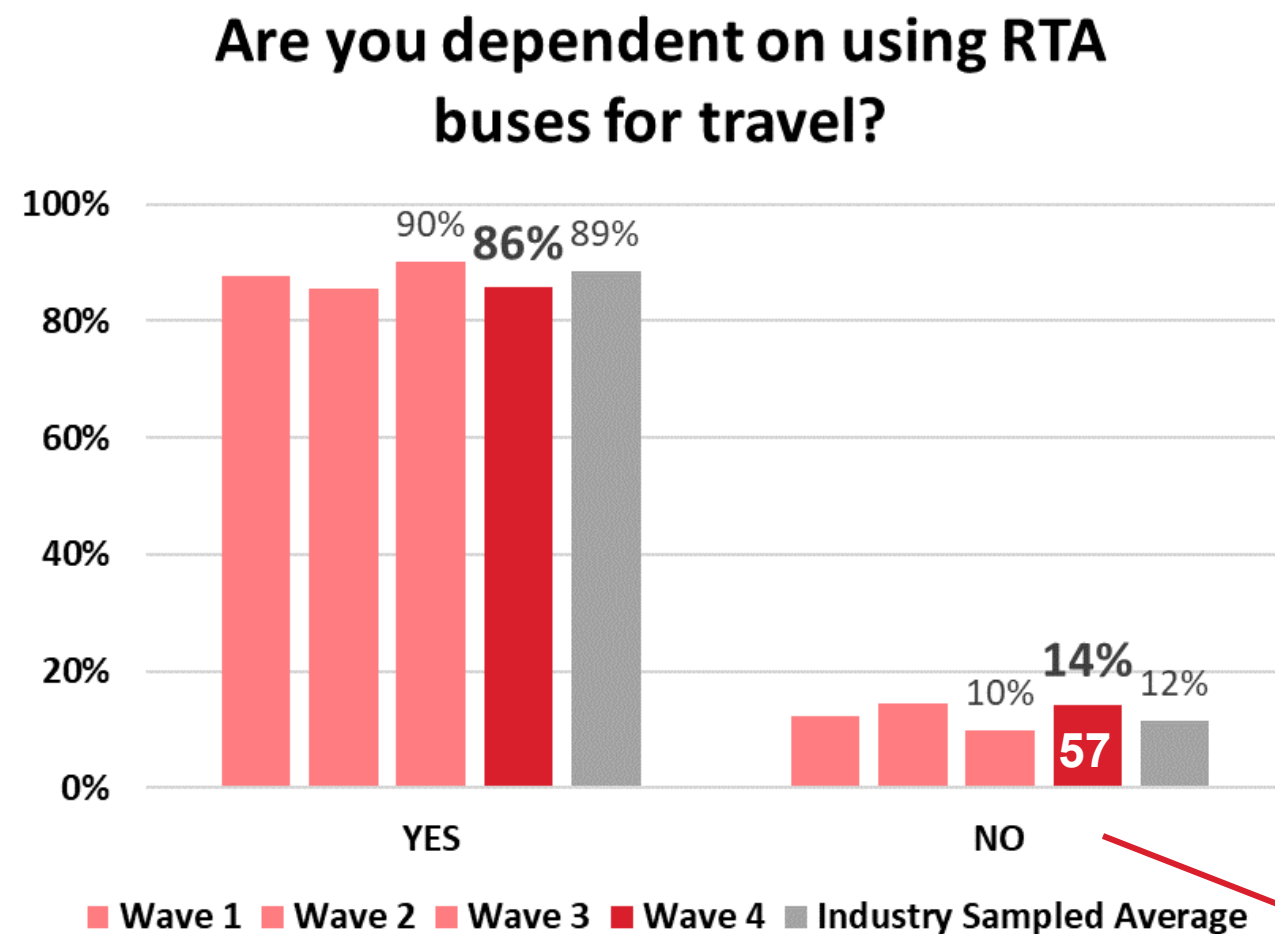
BRT Customers most frequently have household sizes of 1-3 people (82%).

(Note prior surveys grouped this by 1-2 and then 3-5 and 5+, change was made to match average.)



Transit Dependence and Choice Riders

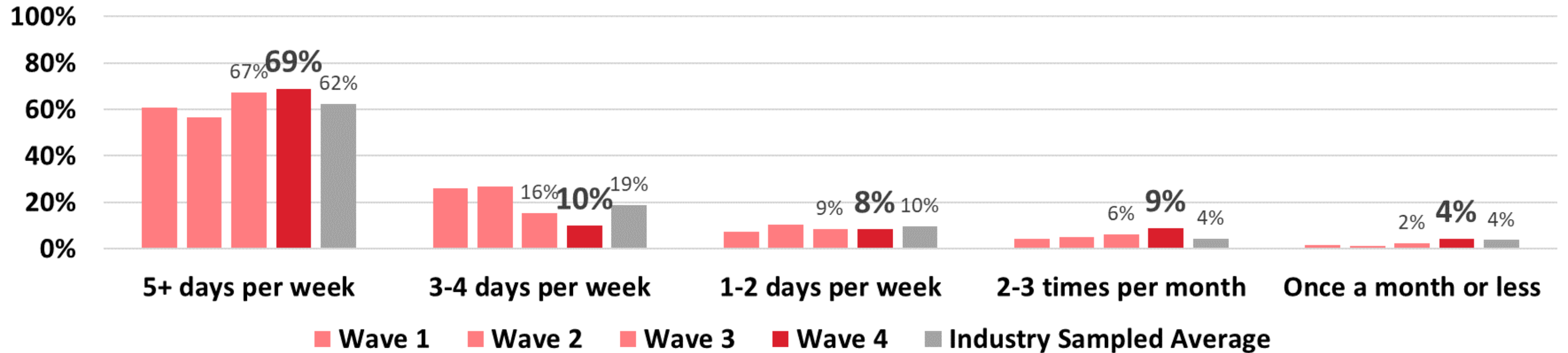
- 86% of BRT Customers are dependent on using RTA buses for travel, which is similar to Wave 2 (90%).
- Of the 14% of Customers (57) that are not transit-dependent, they most often choose to use public transportation due to convenience (75%), which is a significant increase from the prior waves.



Trip Frequency

BRT Customers most often ride the bus 5+ days per week (69%), which is similar to Wave 3 (67%).

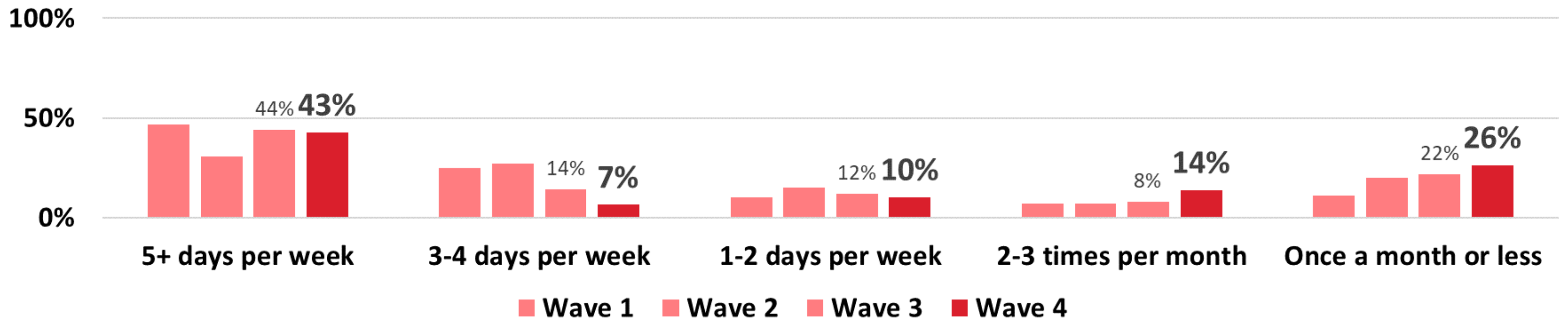
How often do you ride the bus?



Other Mode Usage

- BRT Customers most often ride other RTA services 5+ days per week (43%), which is the same as Wave 3 (44%).
- 26% of BRT Customers ride other RTA services once a month or less.

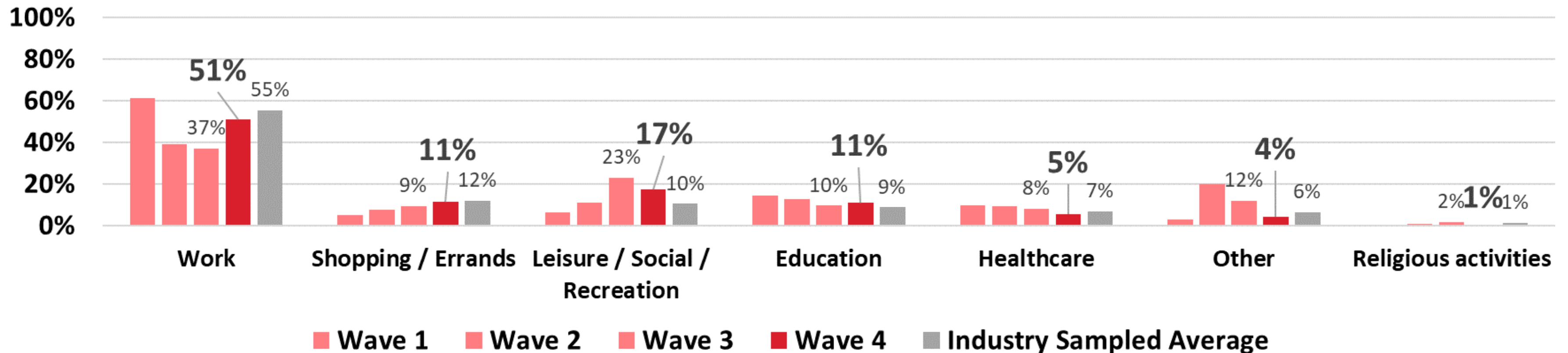
How often do you ride other RTA services such as the bus, Red/Blue/Green Lines, or Paratransit?



Trip Purpose

- BRT Customers most frequently ride the bus to get to work (51%), which is four points lower than the industry sampled average (55%).
- Only 5% of BRT Customers use the route to travel for Healthcare activities.

Why are you taking this trip?



Customer Impressions

Bus Rapid Transit

Net Promoter Score

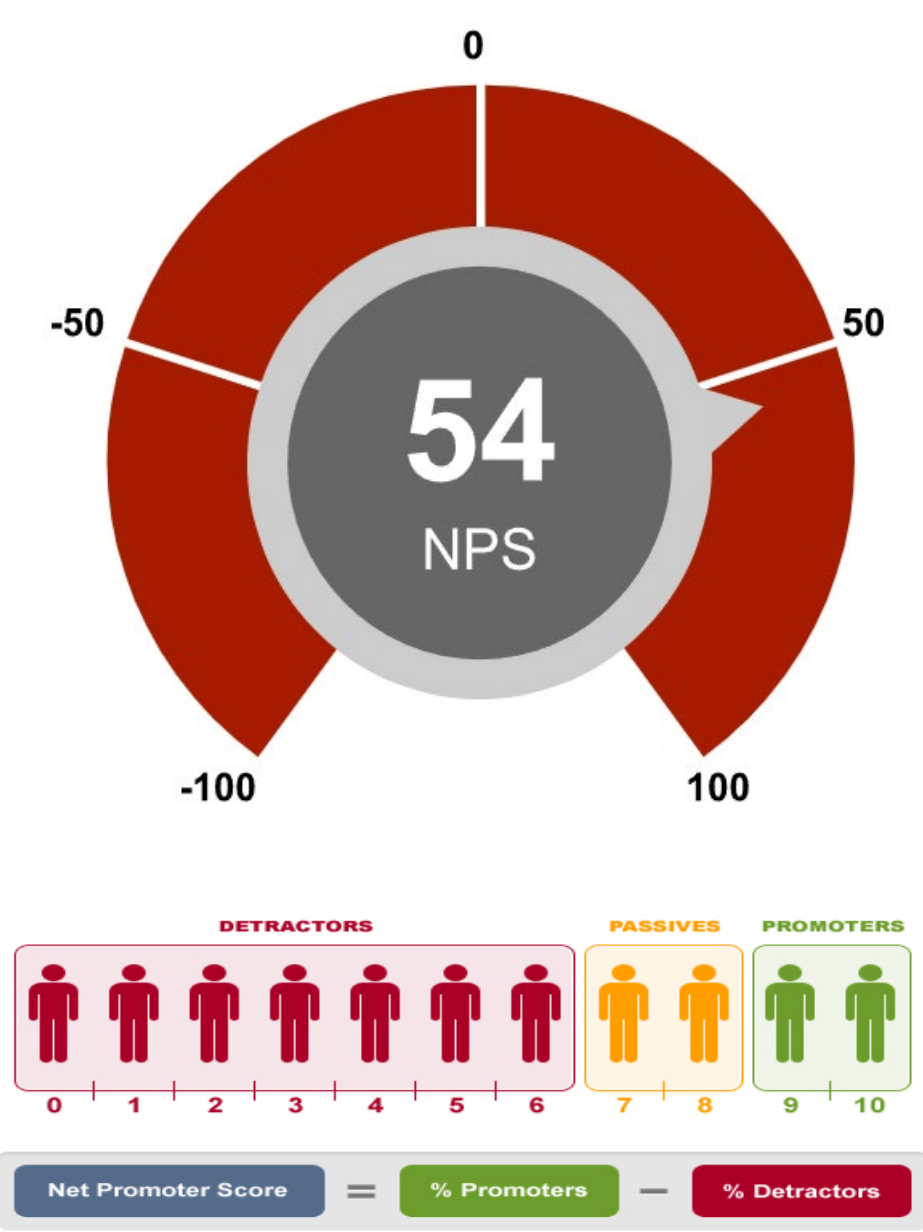
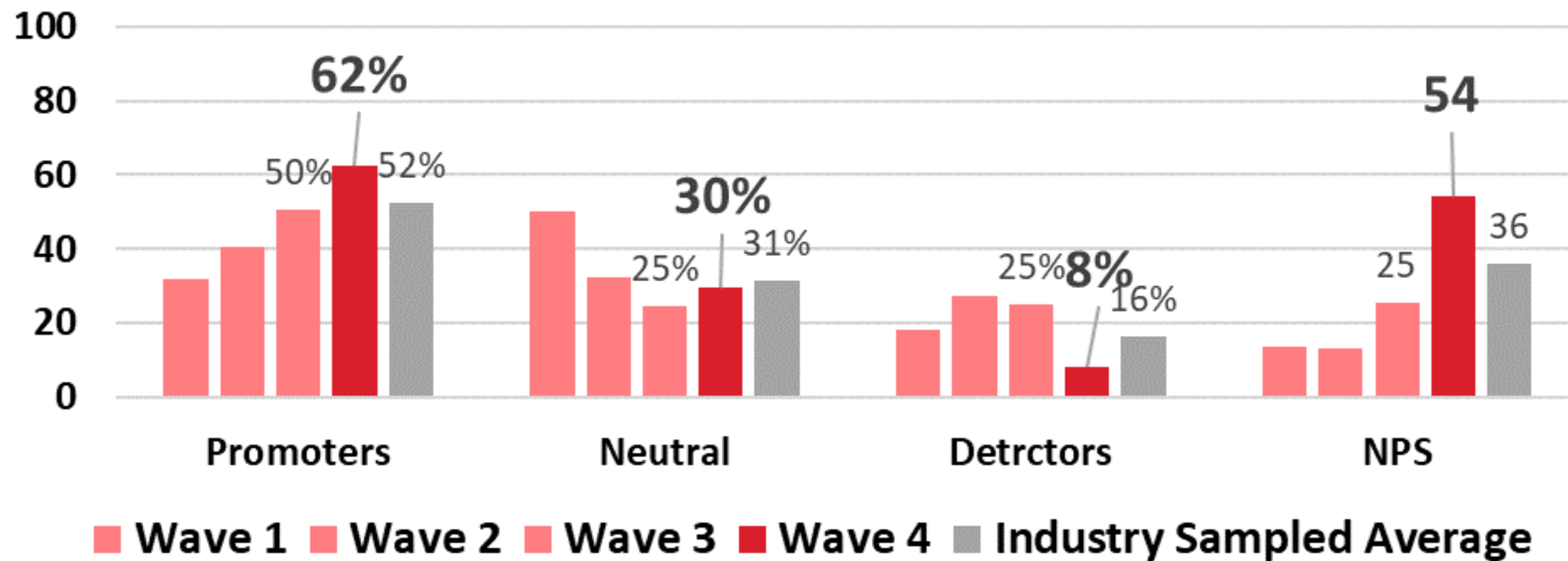
Bus Rapid Transit

TransPro Insight

RTA's BRT NPS had an increase in Promoters, and a decrease in Passives. The improved focus on vehicle cleanliness issues identified in previous waves contributed to the improvement in NPS.

RTA's BRT NPS is 54, which is more than double that of Wave 3 (25%).

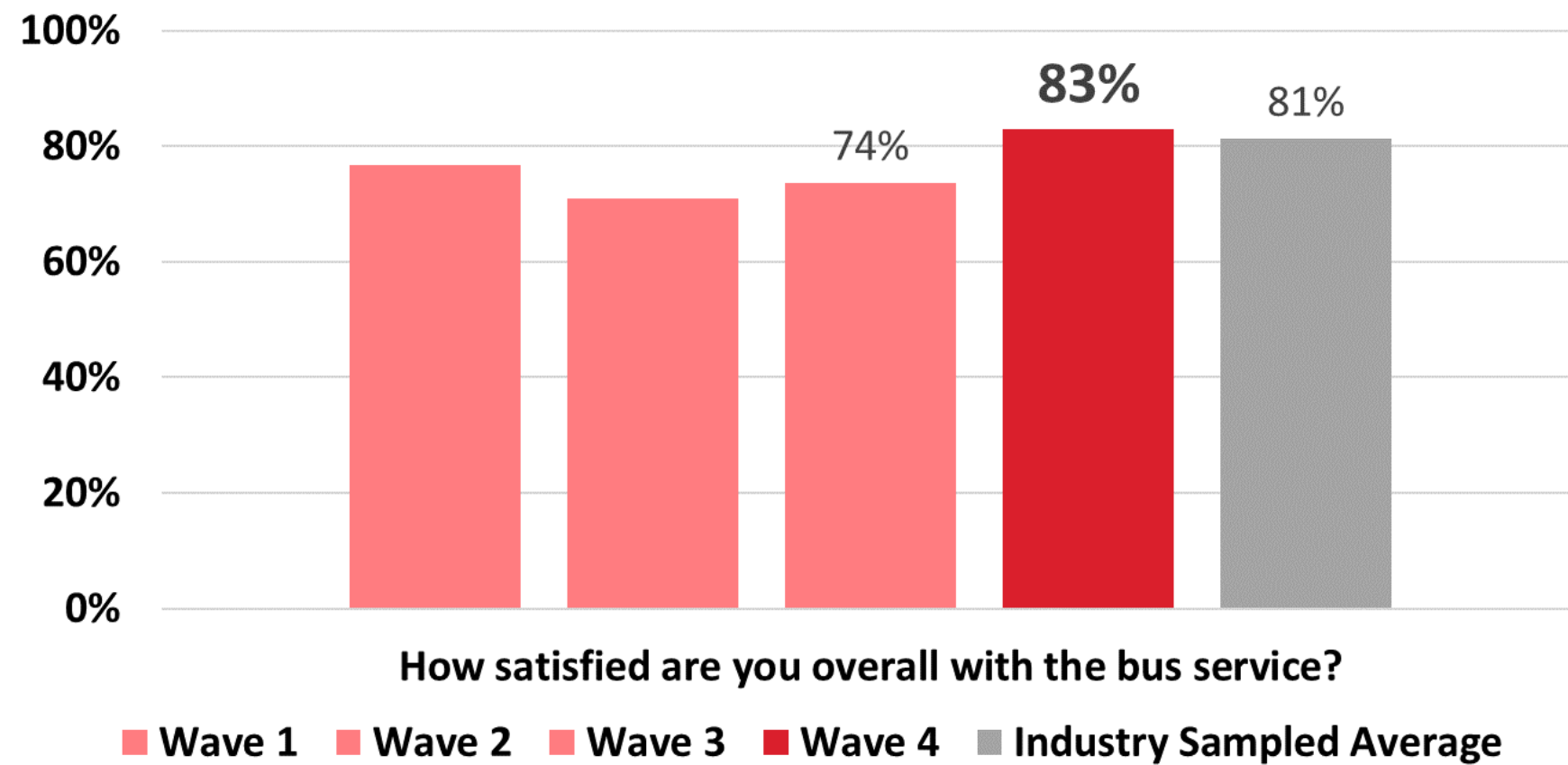
All things considered, how likely would you be to recommend riding RTA BRT to a friend or neighbor?



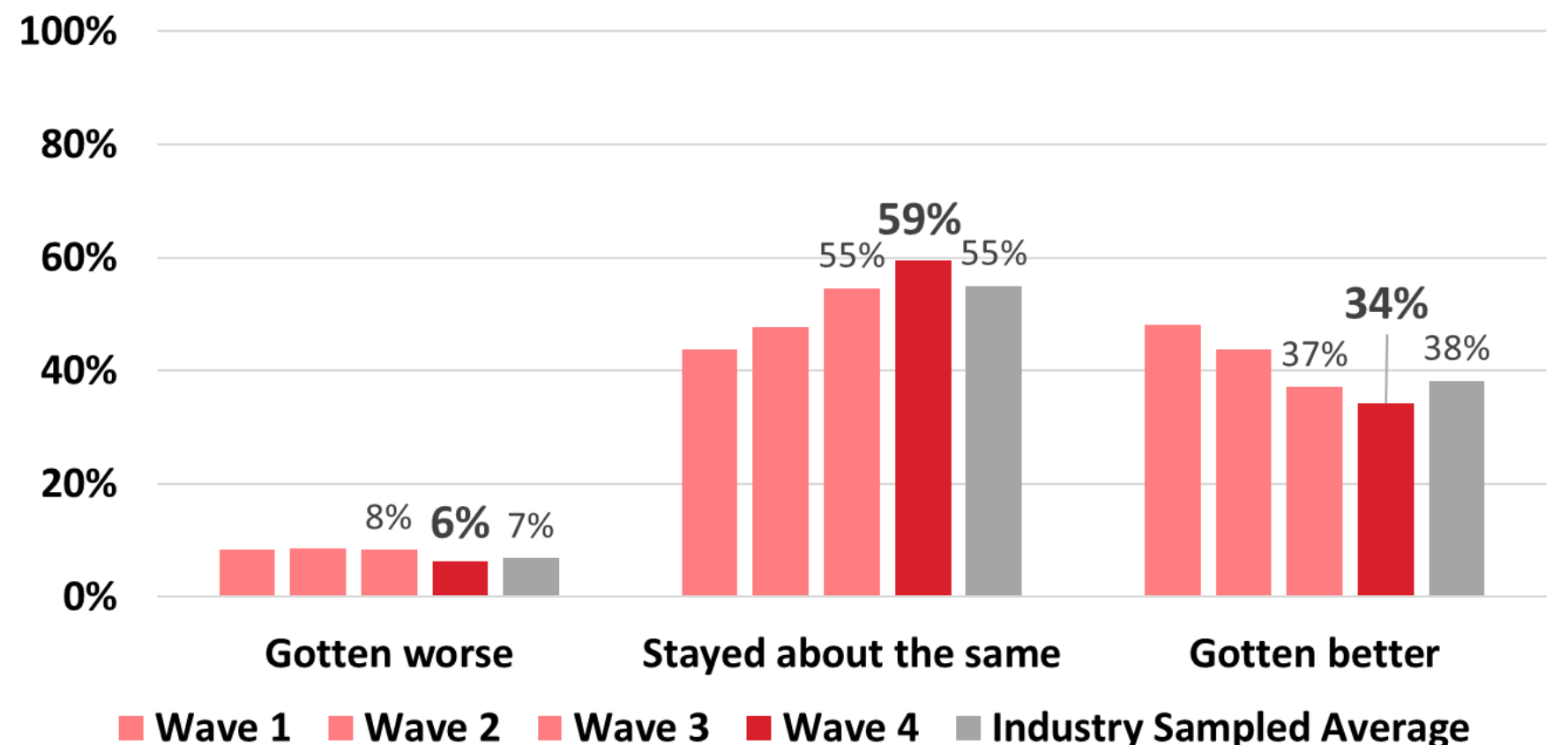
Fixed-Route Satisfaction

83% of BRT Customers are satisfied with the overall bus service, which is nine points higher than Wave 3 (74%).
 34% of BRT Customers believe the bus service has gotten better, which is three points lower than Wave 3 (37%).

How satisfied are you overall with the bus service?



In the past year, has the bus service:

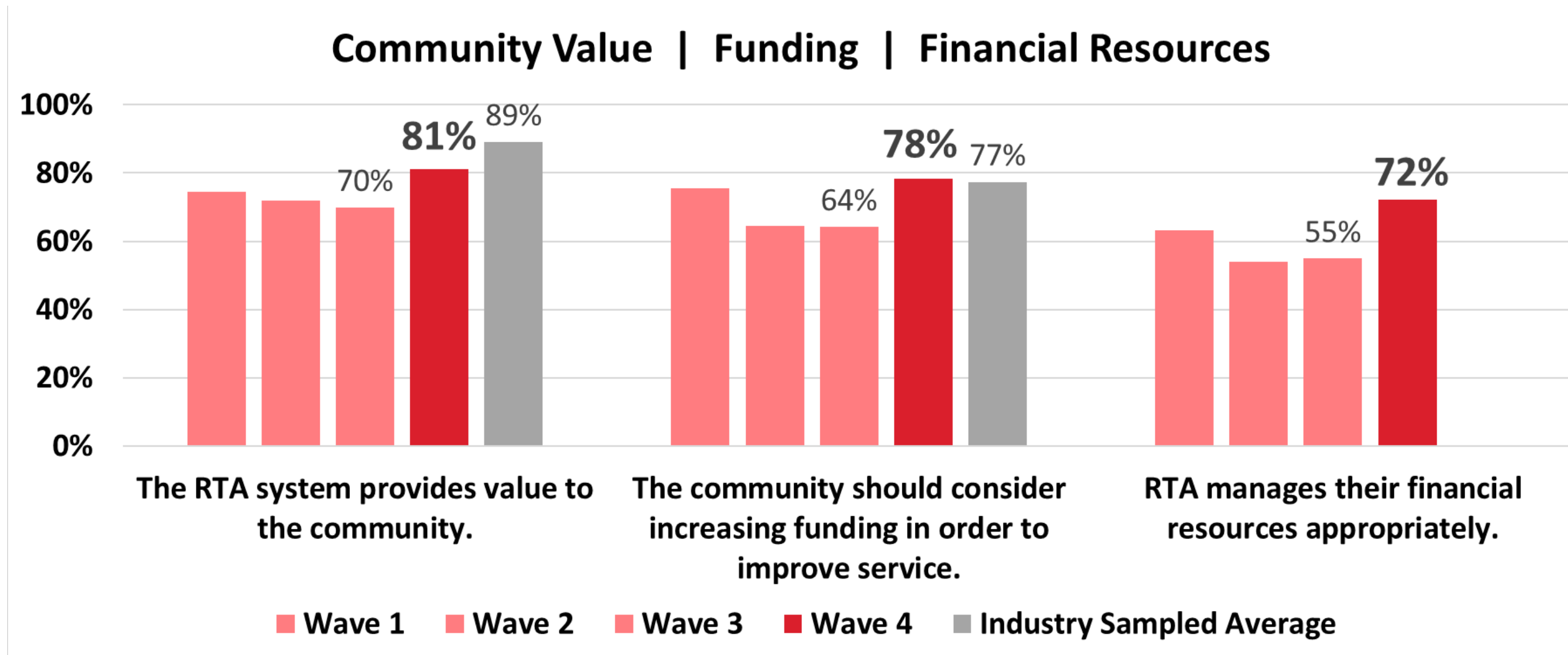


Customer Perception of GCRTA

81% of BRT Customers agree the RTA system provides value to the community, which is 11 points higher than Wave 3 (70%).

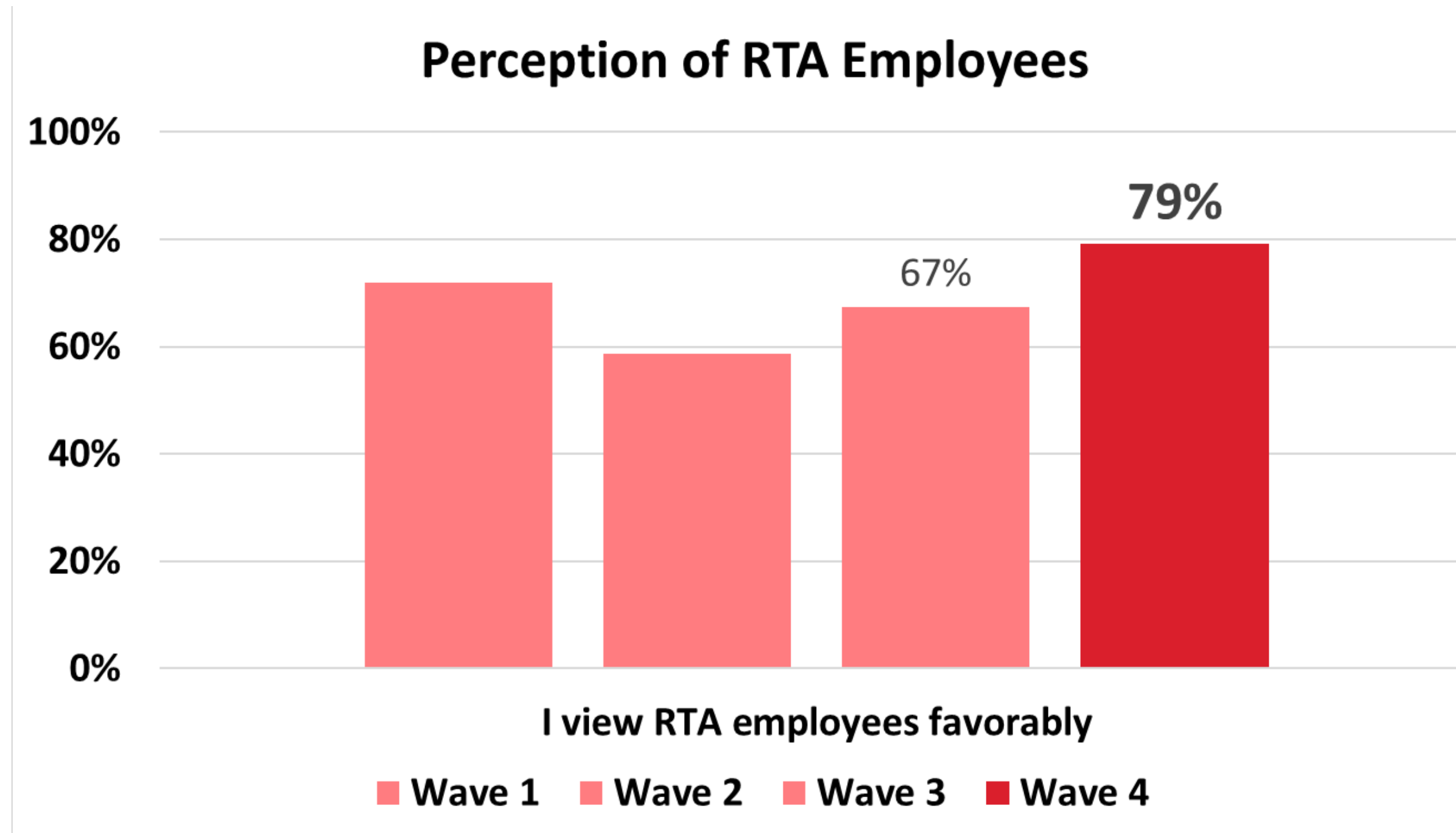
78% of BRT Customers agree the community should consider increasing funding in order to improve the service, which is 14 points higher than Wave 3 (64%).

55% of BRT Customers agree RTA manages their financial resources appropriately, is 17 points higher than Wave 3 (55%).



Customer Perception of GCRTA Employees

79% of BRT Customers view RTA employees favorably, which is 12 points higher than Wave 3 (67%).



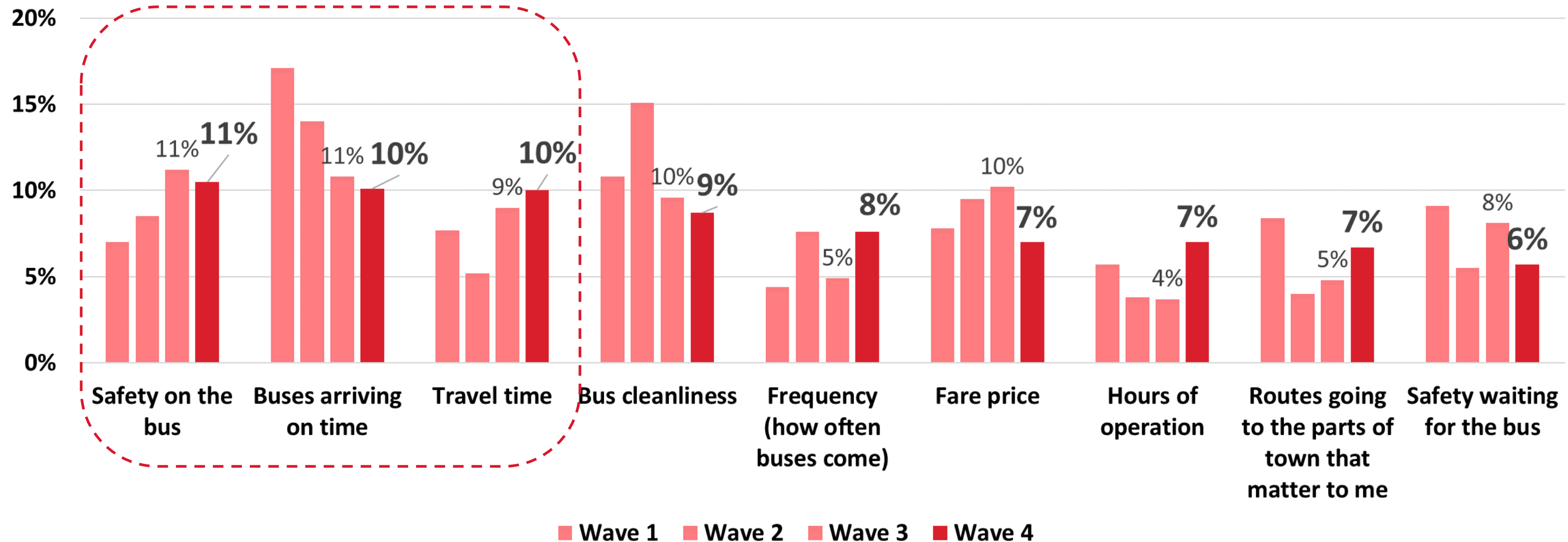
Customer Importance Factors

Bus Rapid Transit

Top Customer Importance Factors

- The top importance factors to BRT Customers are Safety on the bus, On-Time Performance, and Travel time.
- **Bus Cleanliness, remains out of the top three.**
- Factors are normalizing with fewer stand-out issues.

Top Importance Factors

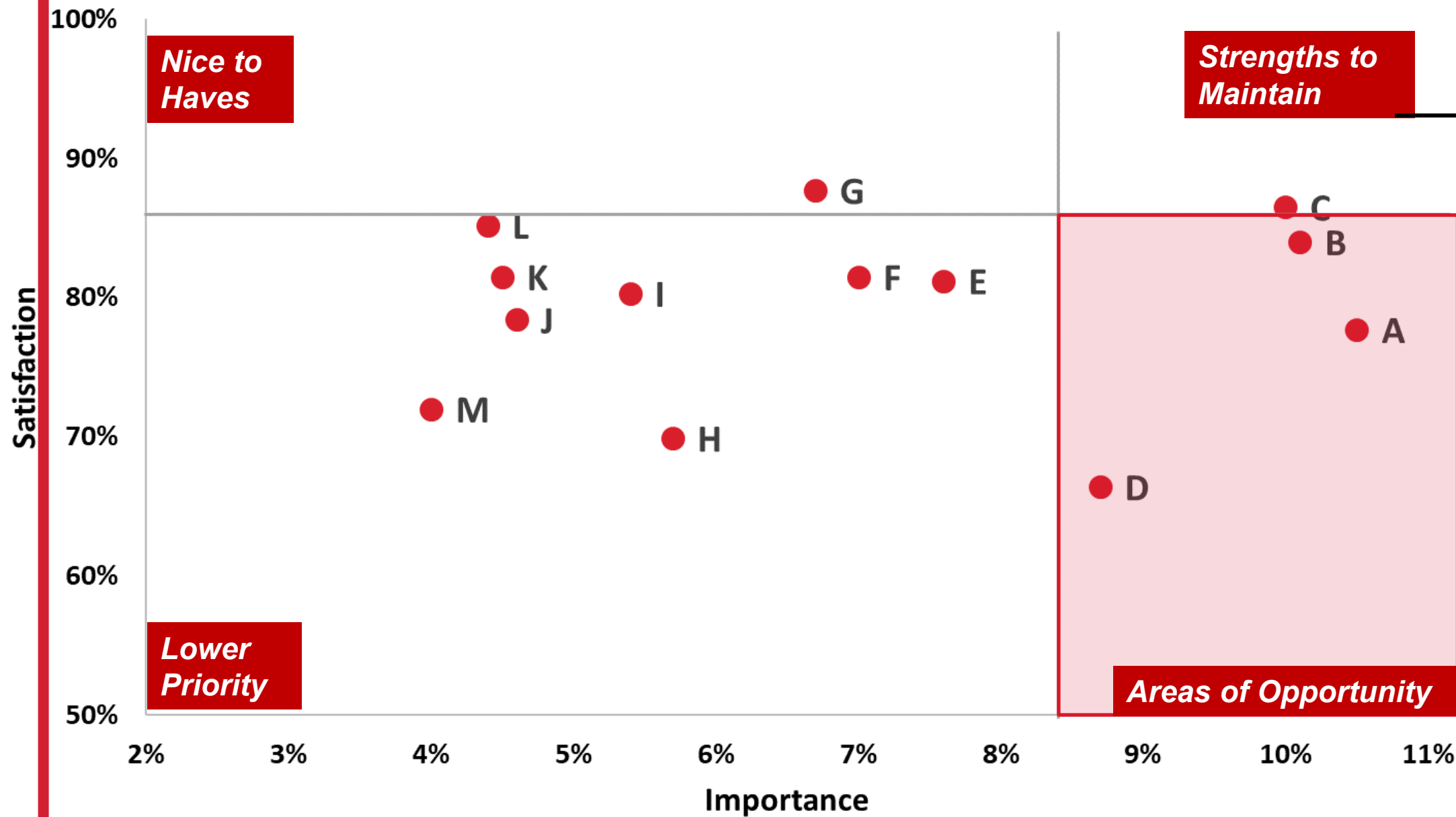


Key Driver Analysis

TransPro Insight
Bus Cleanliness is still one of the most important factor to Customers and has the lowest satisfaction level. Continued improvements here will drive the needle significantly.



Satisfaction VS Importance



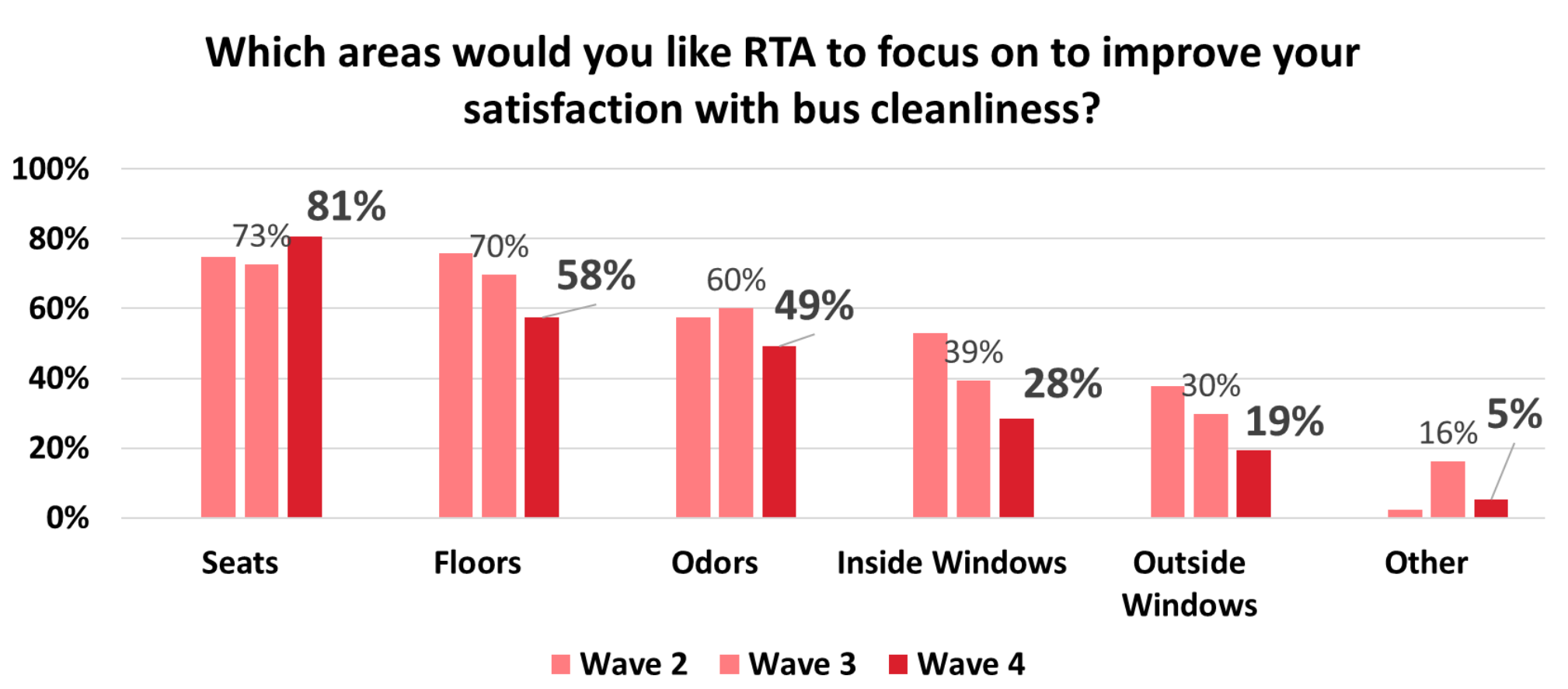
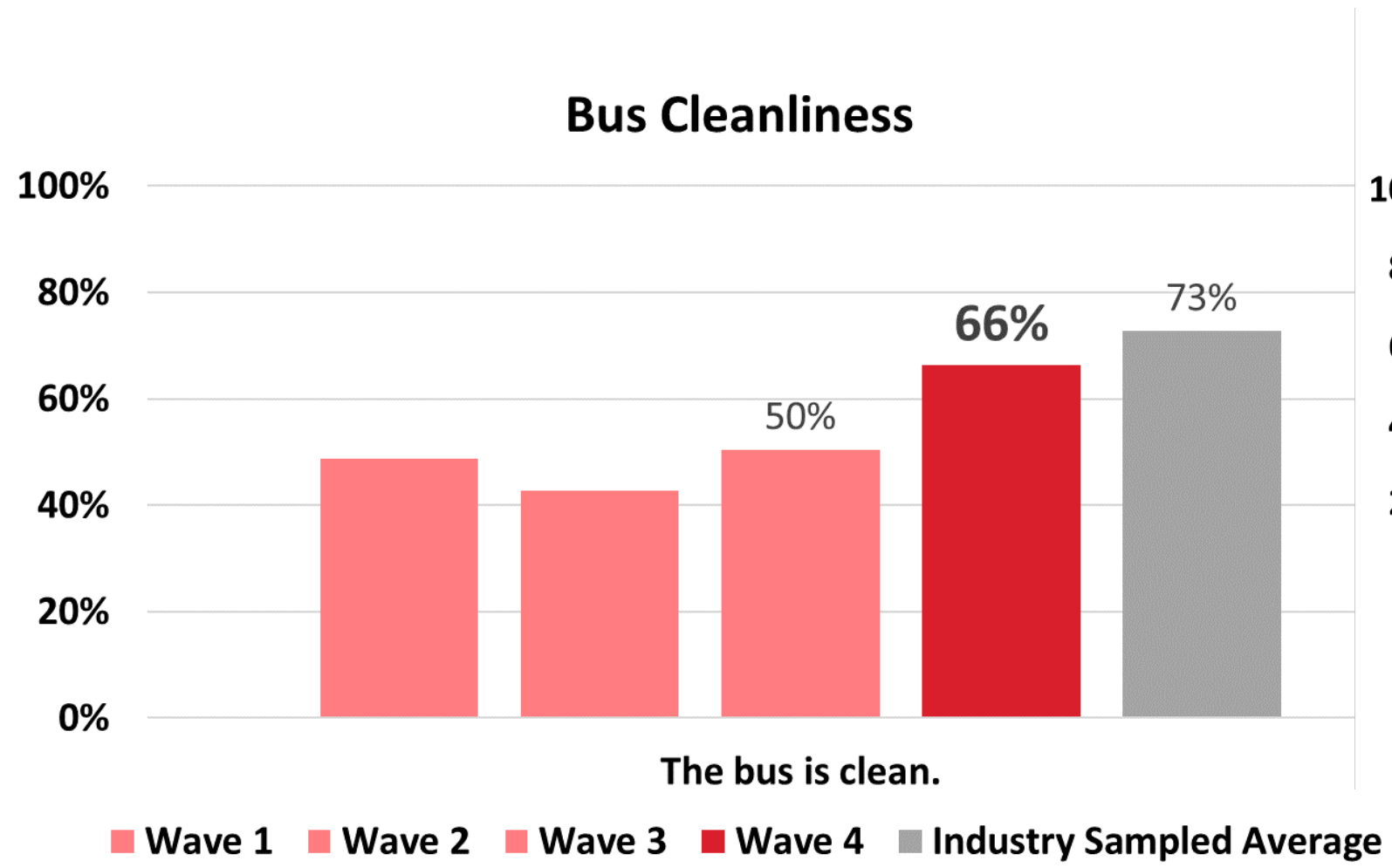
Legend

- A - Safety on the bus
- B - Buses arriving on time
- C - Travel time
- D - Bus cleanliness
- E - Frequency (how often buses come)
- F - Fare price
- G - Routes going to the parts of town that matter to me
- H - Safety waiting for the bus
- I - Customer service representatives being helpful and courteous
- J - Operators being helpful and courteous
- K - It is easy to find out if the buses are running on schedule
- L - Buses being operated safely
- M - Responsiveness to concerns or complaints

Bus Cleanliness

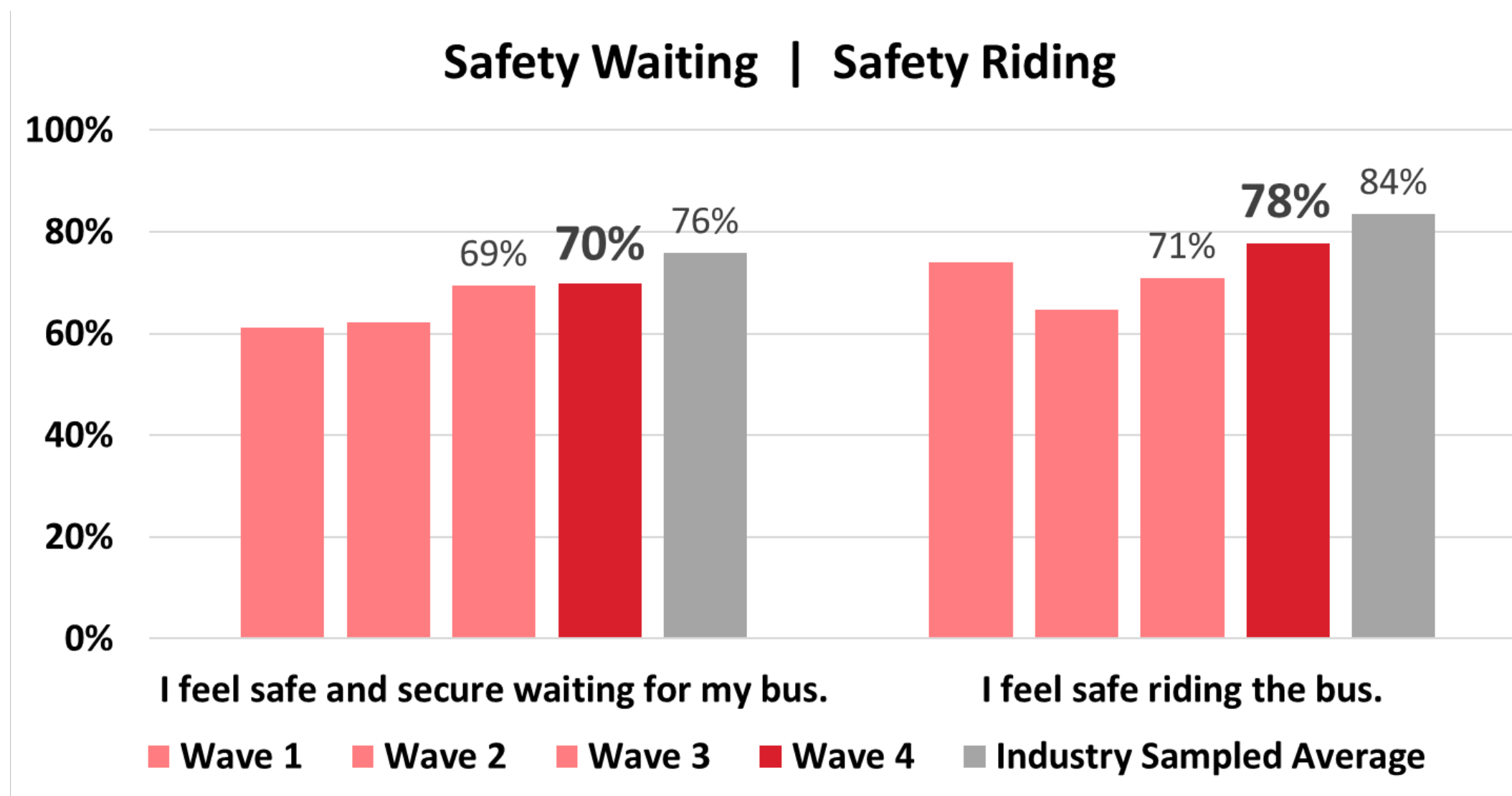
- 66% of BRT Customers agree that the bus is clean, which is 16 points higher than Wave 3 (50%).
- BRT Customers would like RTA to focus on improving the cleanliness of the seats(81%) and floors (58%) to improve their satisfaction.

TransPro Insight
The recent improvements on bus cleanliness should be continued, as it is having an impact.



Safety While Waiting and Riding

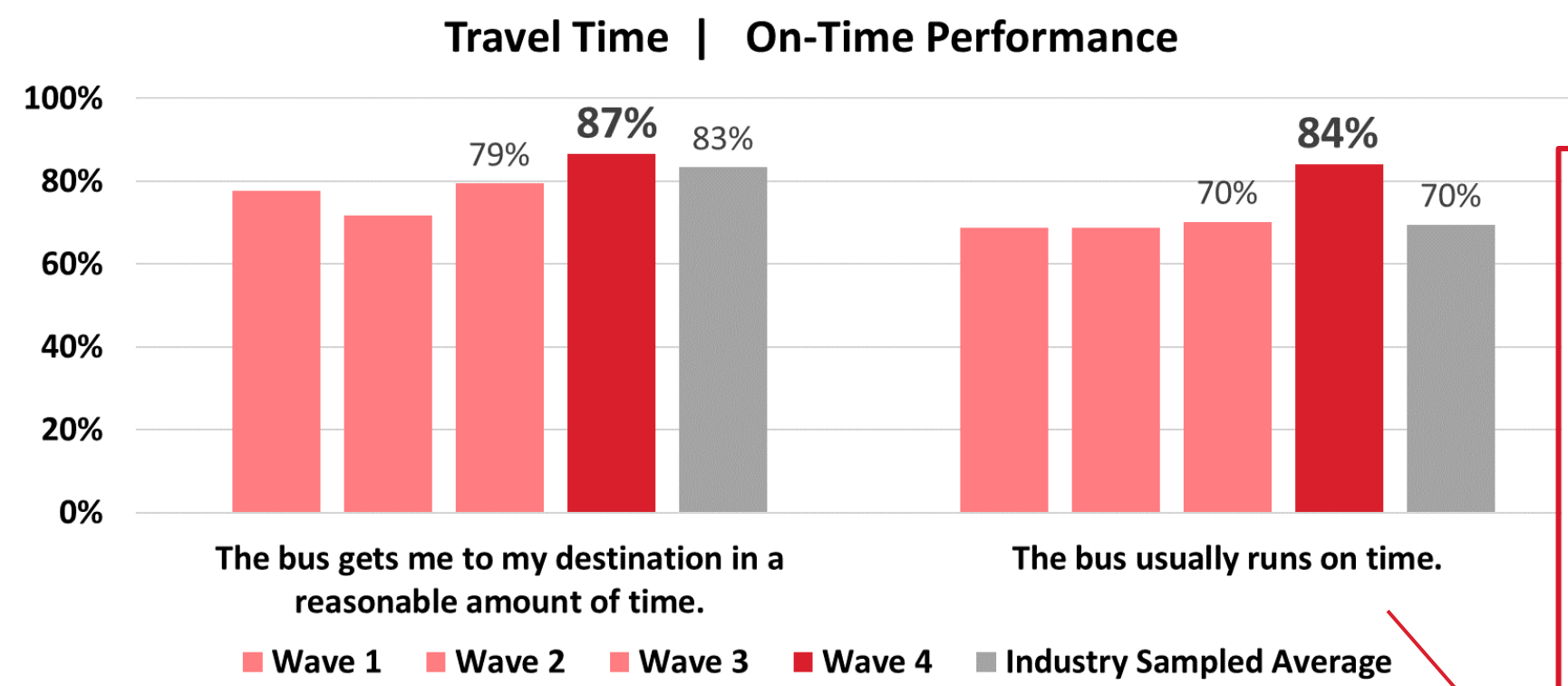
- 70% of BRT Customers feel safe and secure waiting for the bus, which is the same as Wave 3 (69%).
- 78% of BRT Customers feel safe riding the bus, which is seven points higher than Wave 3 (71%).



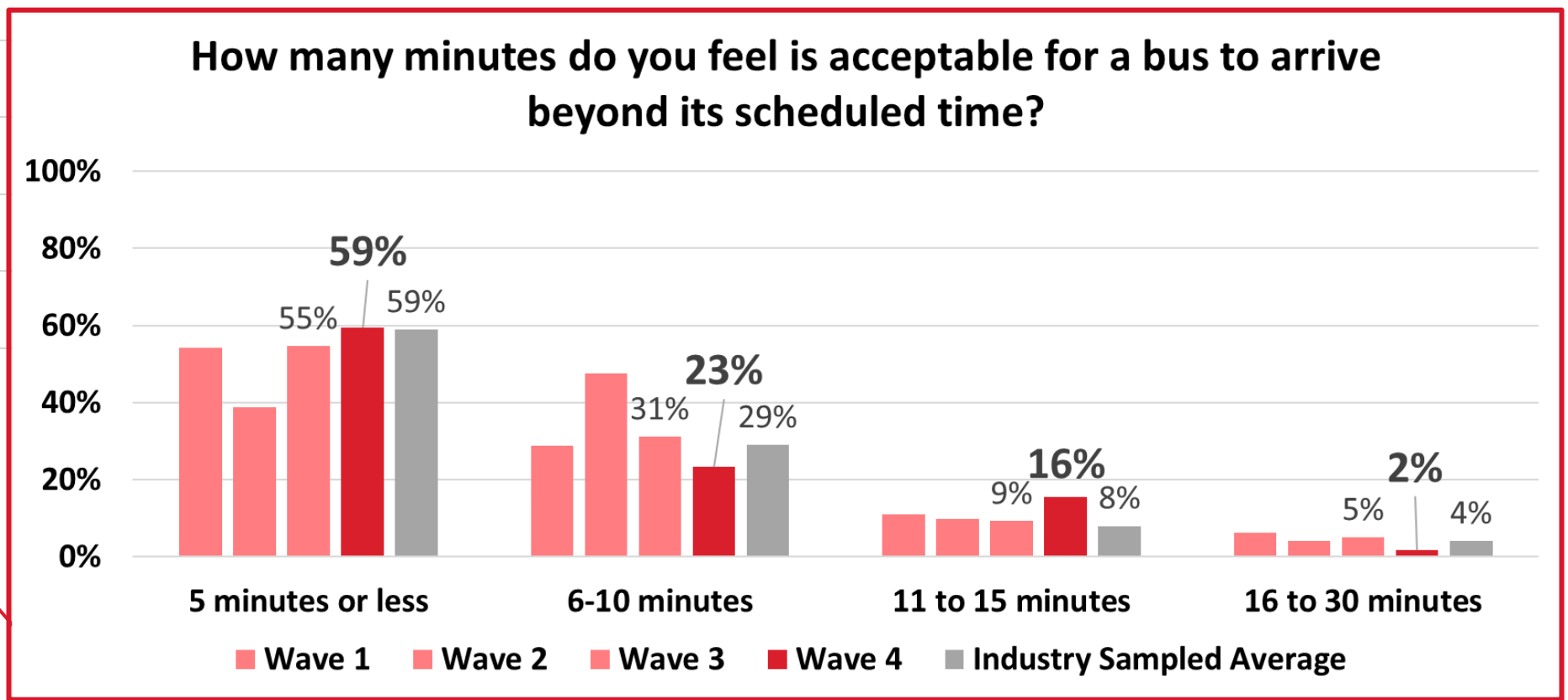
Travel Time and On-Time Performance

- 87% of BRT Customers agree that the travel time is satisfactory, which is eight points higher than Wave 3 (79%).
- 84% of BRT Customers agree that the bus usually runs on time, which is 14 points higher than Wave 3 (70%).
- Of the 10 Customers dissatisfied with on-time performance, 41% feel it is acceptable for the bus to arrive more than 5 minutes beyond its scheduled time.

TransPro Insight
On-Time Performance is the second most important area to Customers and should remain a priority to drive customer satisfaction.

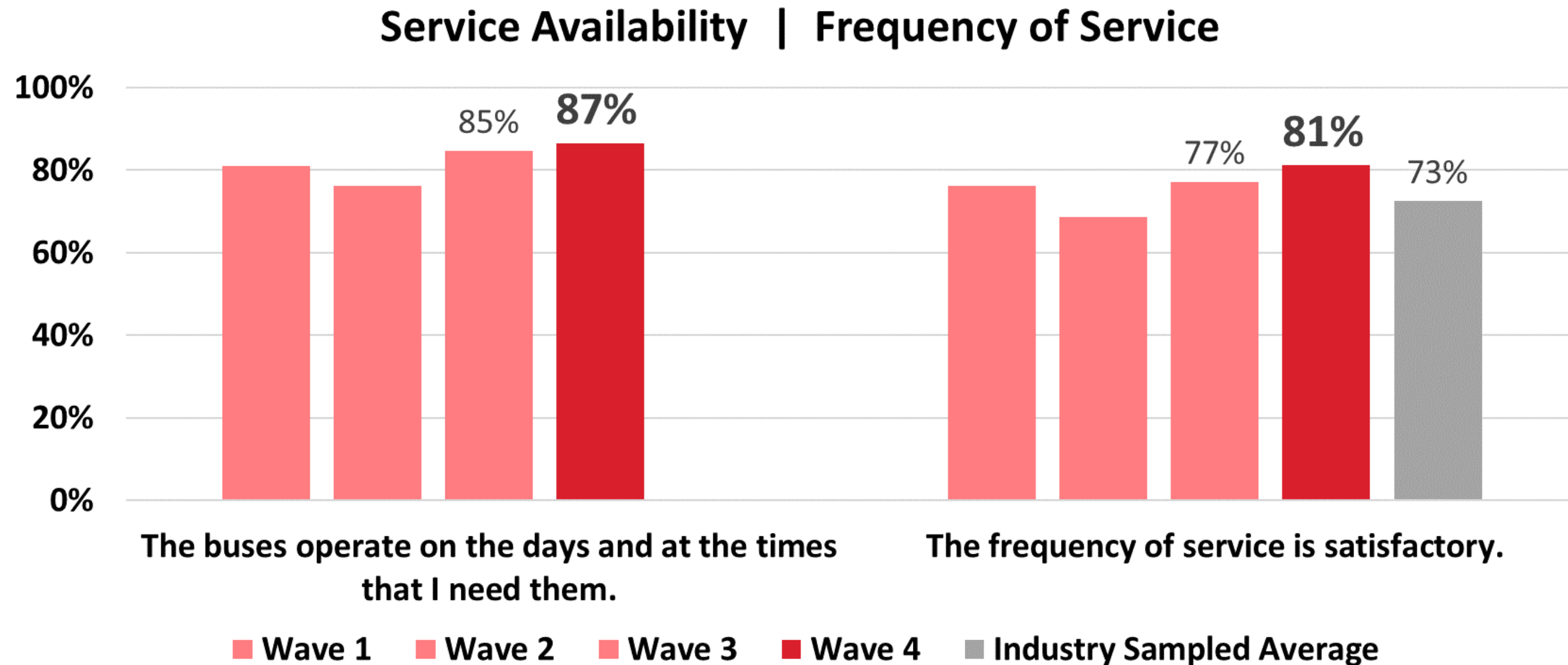


**Only asked to Customers dissatisfied with on-time performance.*



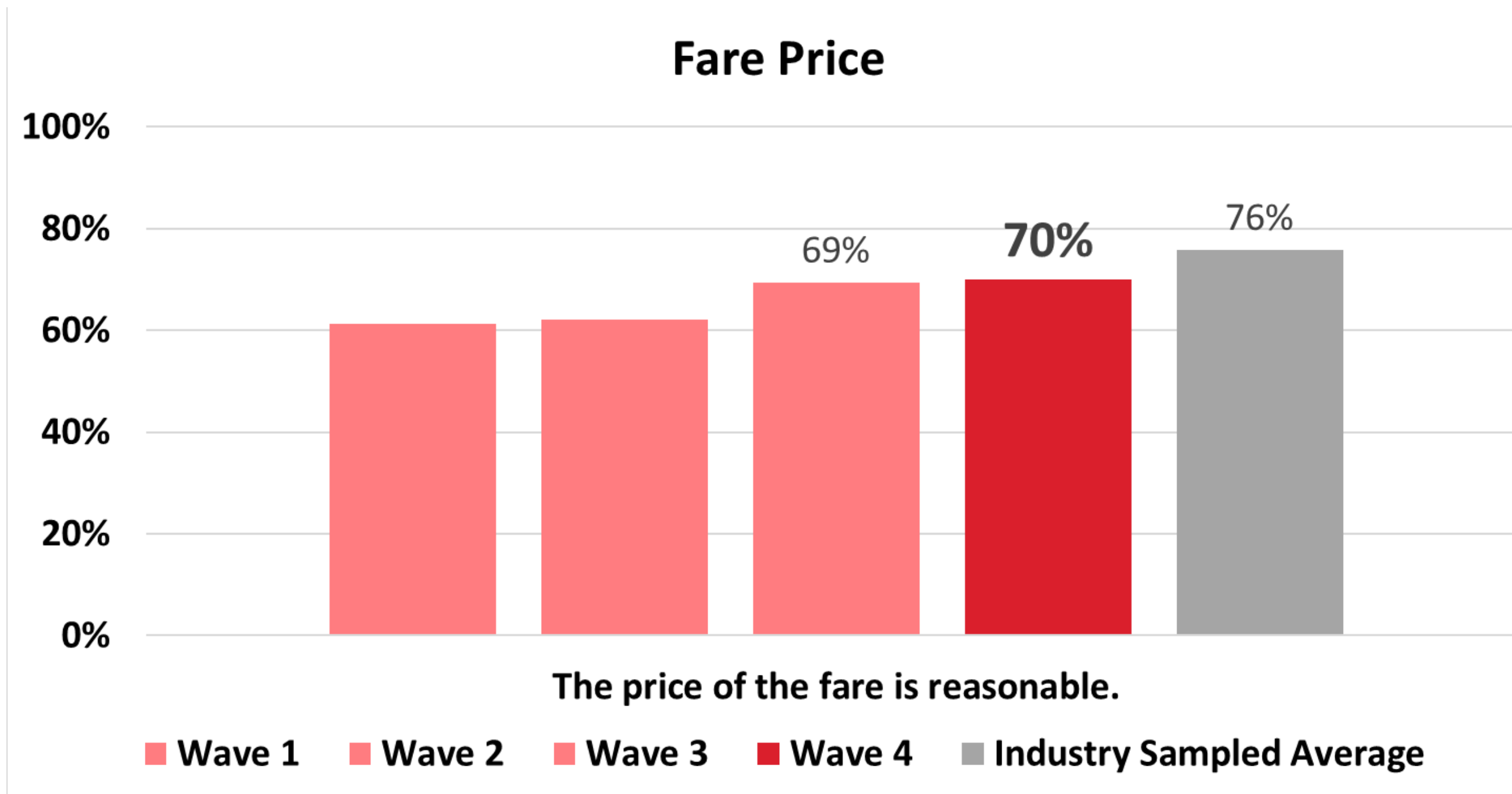
Service Availability and Frequency

- 87% of BRT are satisfied with Service Availability, which is similar to Wave 3 (85%).
- 81% of BRT Customers are satisfied with the Frequency, which is eight points higher than Wave 2 (77%).



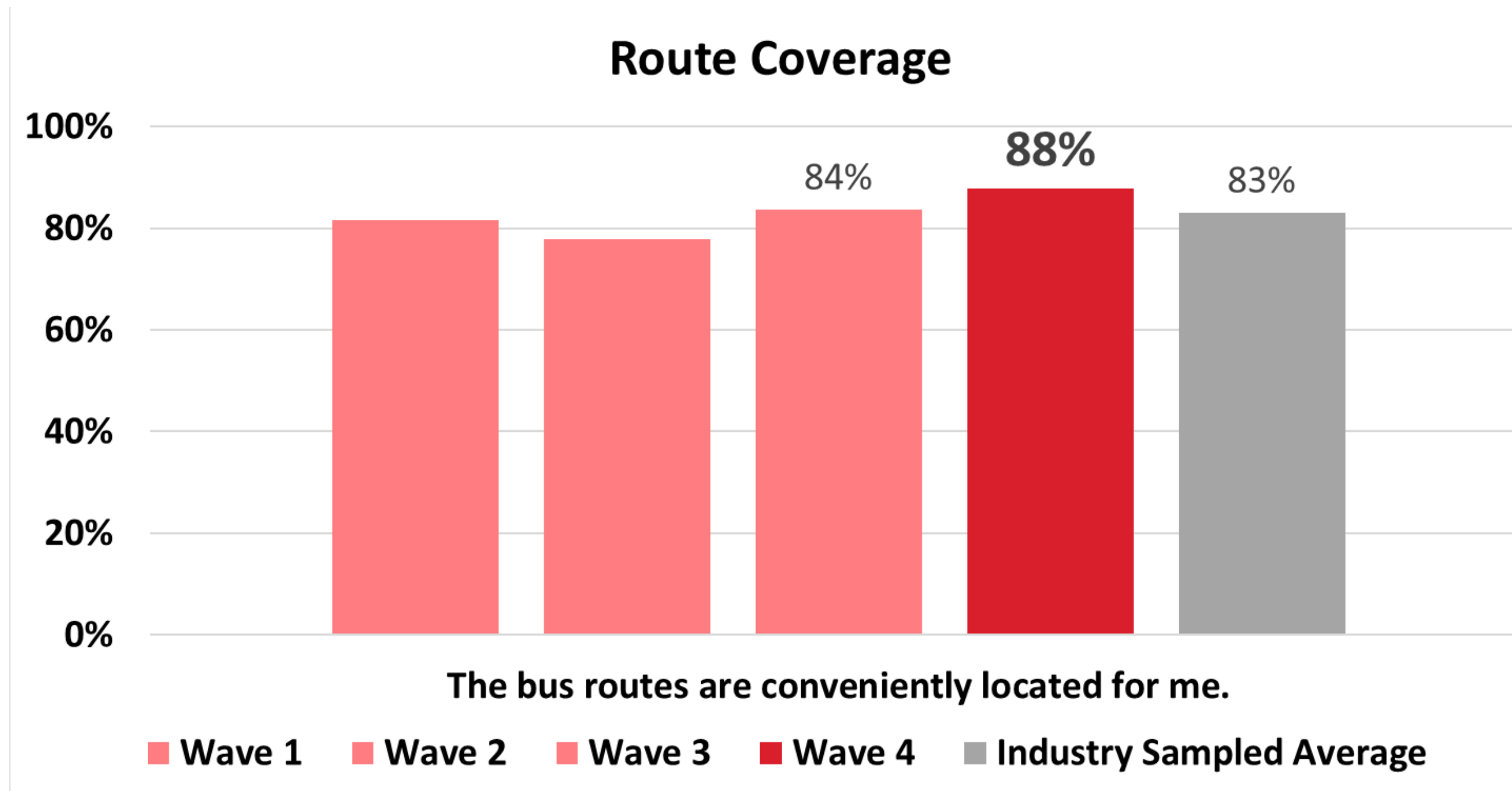
Fare Price

- 70% of BRT Customers are satisfied with the price of fares, which is similar to Wave 3 (69%).



Route Coverage

88% of BRT Customers are satisfied with Route Coverage, which is four points higher than Wave 3 (84%).



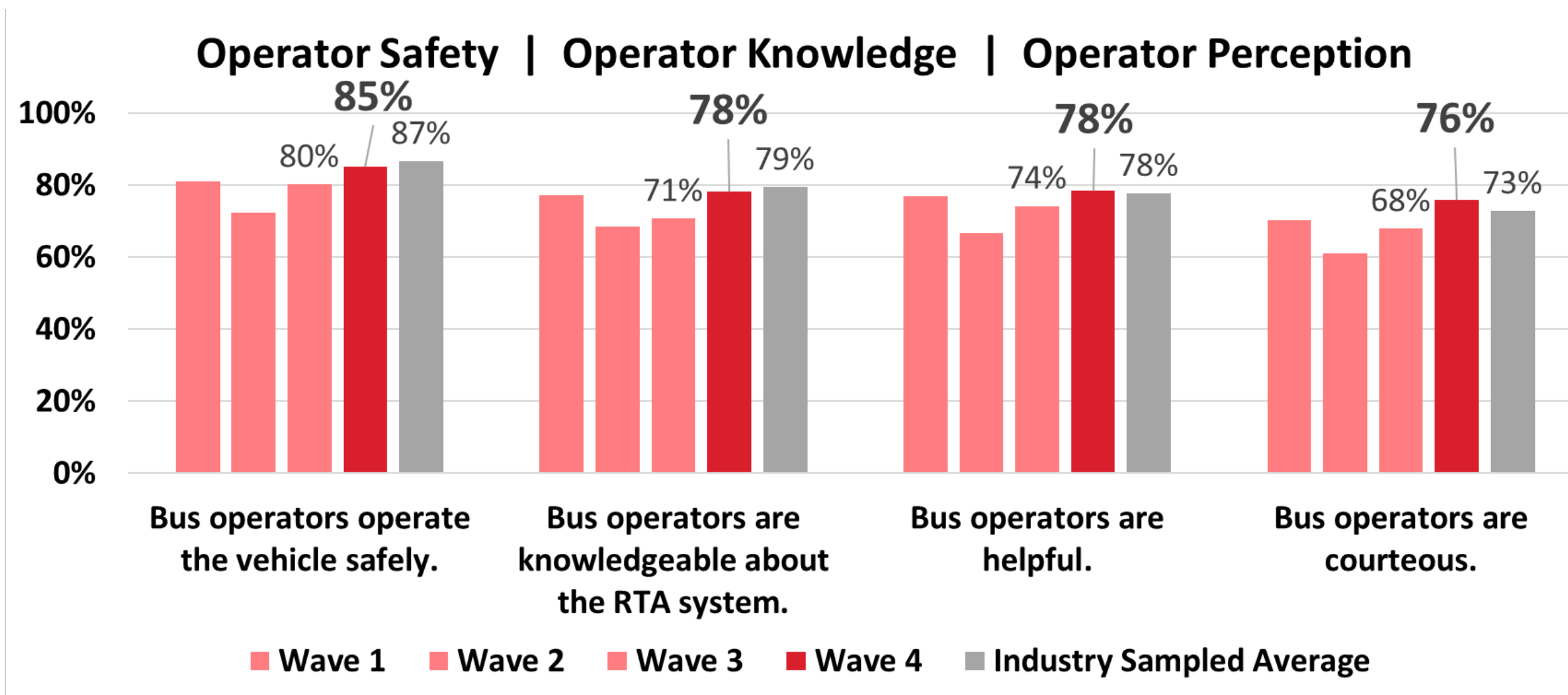
Perception of Operators

85% of BRT Customers agree that the vehicles are operated safely, which is five points higher than Wave 3 (80%).

78% of BRT Customers agree that operators are knowledgeable about the system, which is seven points higher than Wave 3 (71%).

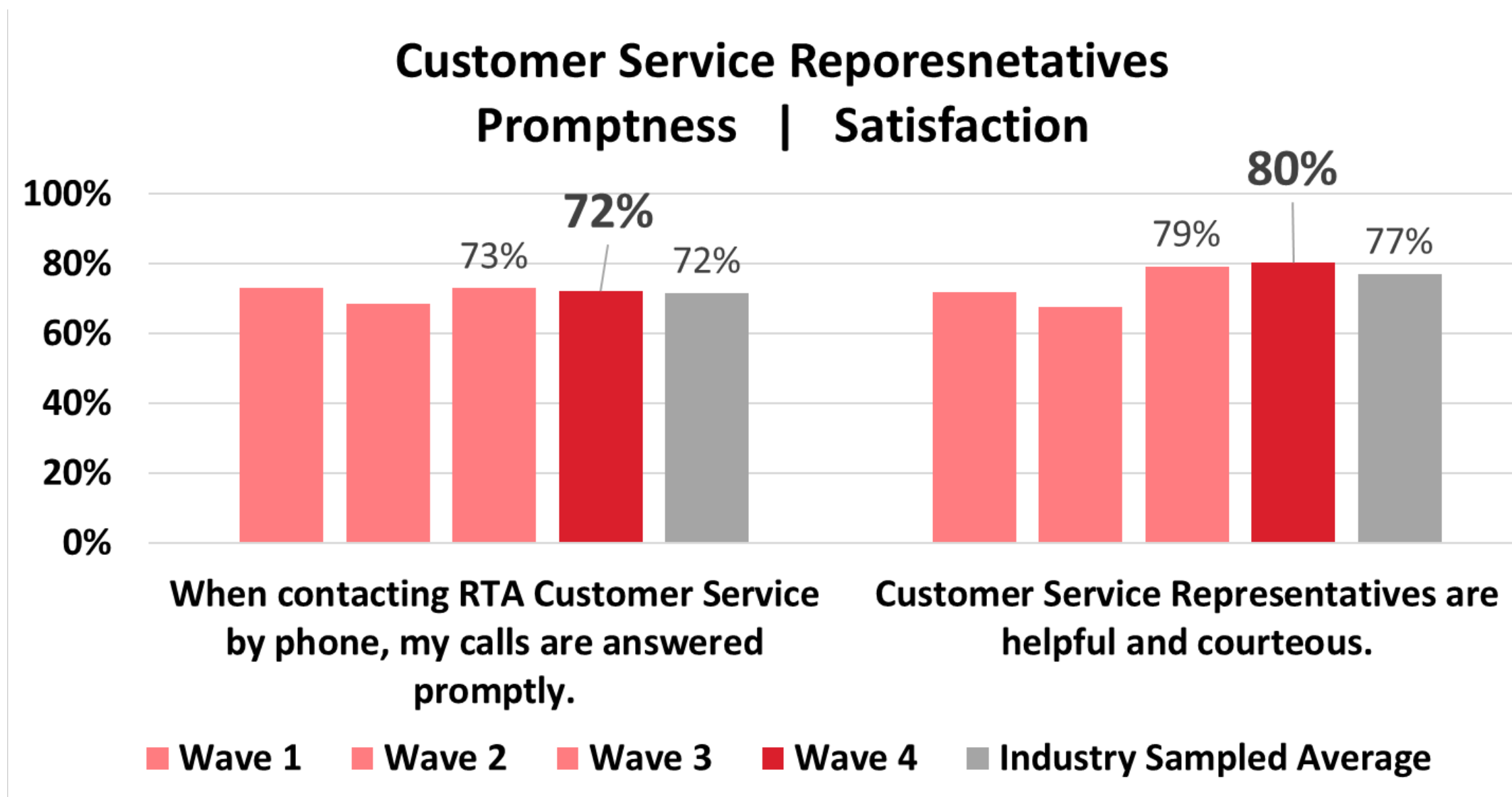
78% of BRT Customers agree that operators are helpful, which four points higher than Wave 3 (74%).

76% of BRT Customers agree that operators are courteous, which is eight points higher than Wave 3 (68%).



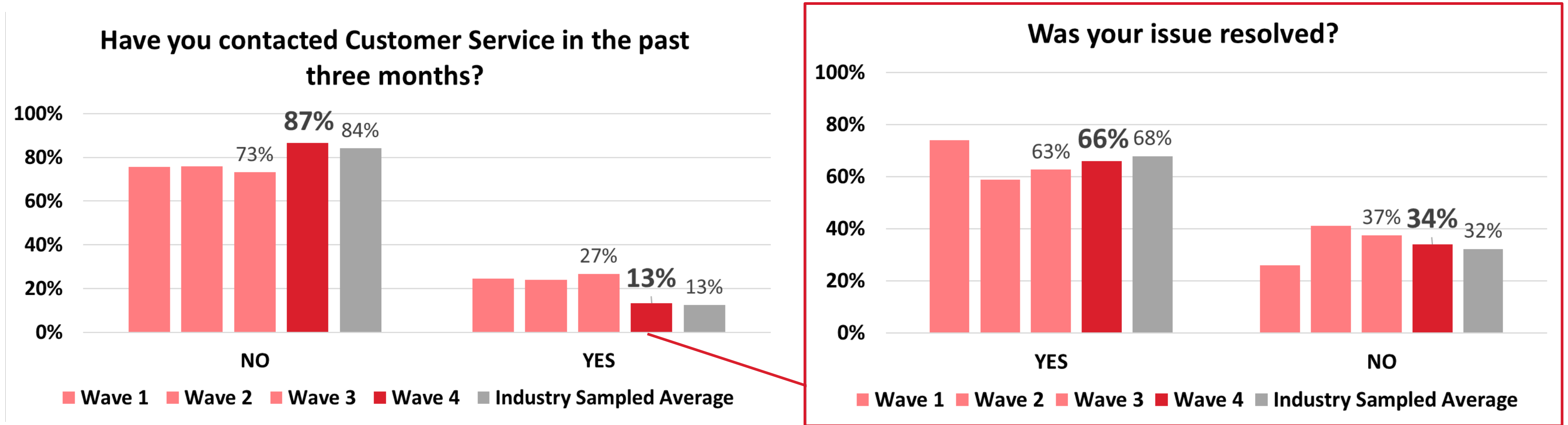
Customer Service Representatives

- 72% of BRT Customers agree their calls are answered promptly, which is the same as Wave 3 (73%).
- 80% of BRT Customers believe customer service representatives are helpful and courteous, which is the same as Wave 3 (79%).



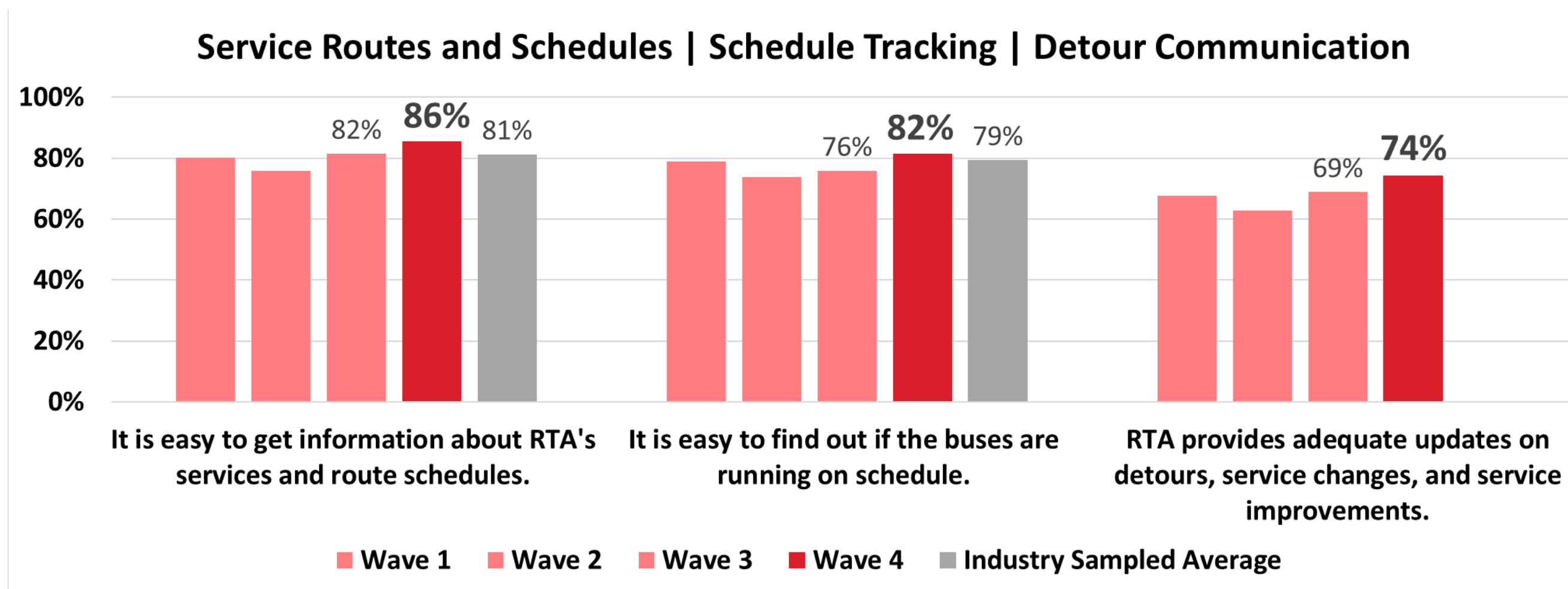
Issue Resolution

- 13% of BRT Customers have contacted RTA with a question, concern, or complaint in the last 3 months, which is half that of Wave 3 (27%).
- Of the 13% who contacted RTA (53 responses), 66% agreed that their issue was resolved, which is three points higher than Wave 3 (63%).



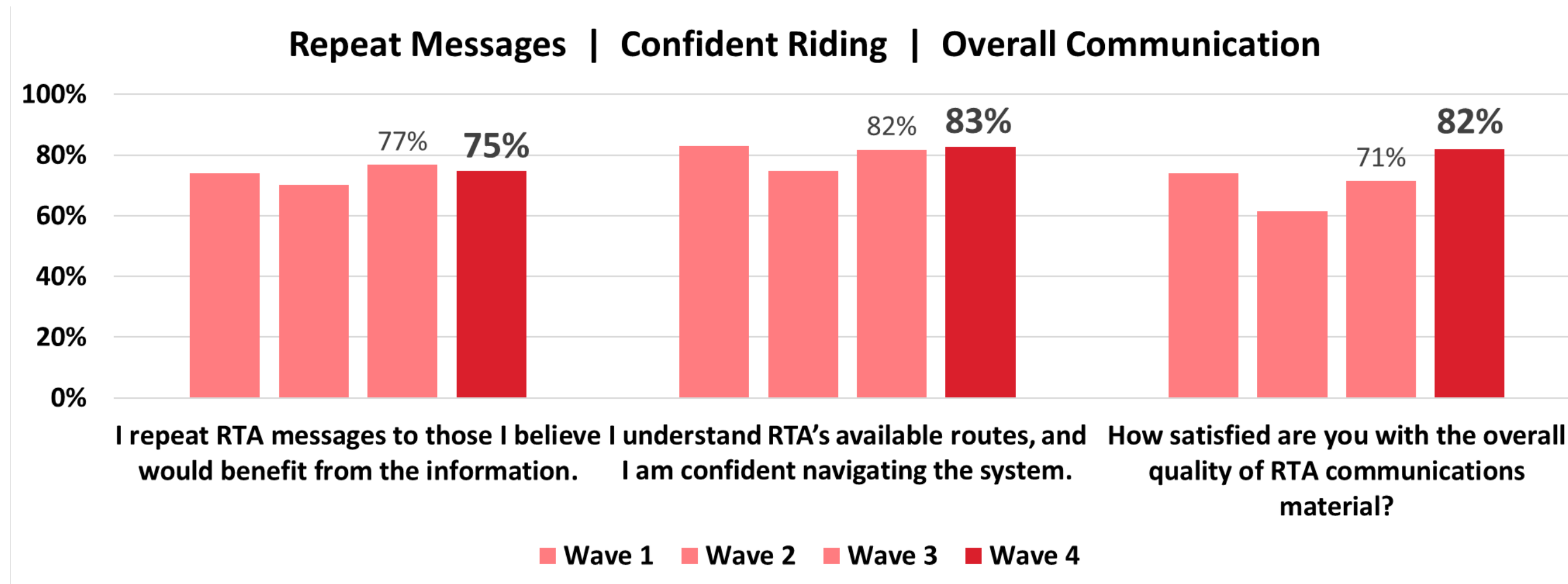
Communications Materials

- 86% of BRT Customers believe it is easy to get information about RTA’s services and route schedules, which is four points higher than Wave 3 (82%).
- 82% of BRT Customers believe it is easy to find out if the buses are running on schedule, which is six points higher than Wave 3 (76%).
- 74% of BRT Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is five points higher than Wave 3 (69%).



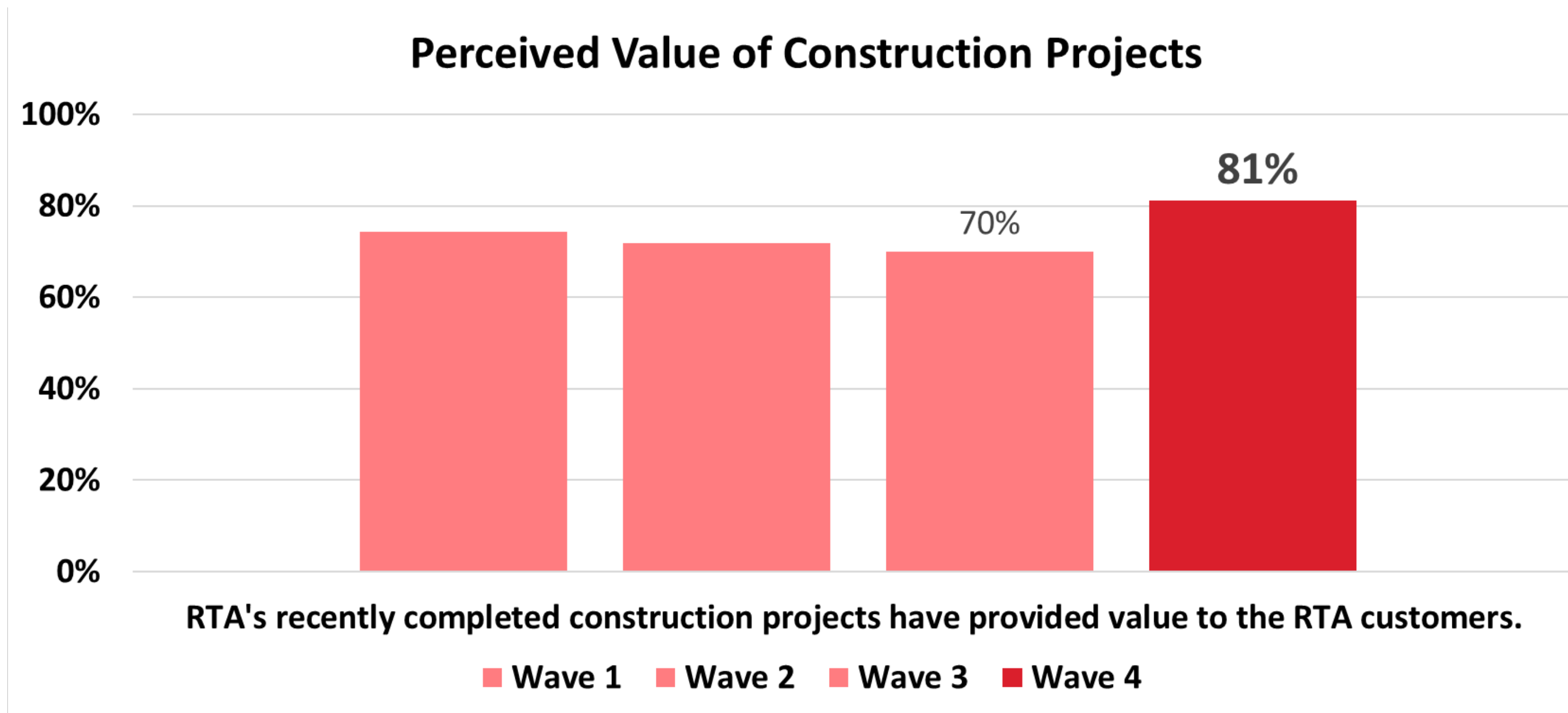
Communications Materials

- 75% of BRT Customers repeat RTA messages to those they believe would benefit from the information, which is two points lower than Wave 3 (77%).
- 83% of BRT Customers understand RTA's available routes and are confident navigating the system, which is the same as Wave 3 (82%).
- 82% of Fixed-Route Customers are satisfied with the overall quality of RTA communications material, which is 11 points higher than Wave 3 (71%).



Capital Projects

- 81% of BRT Customers believe RTA's recently completed construction projects have provided value, which 11 points higher than Wave 3 (70%).



Rail

Rail Results Overview

9 out of 10 of Customers are satisfied with the rail service.

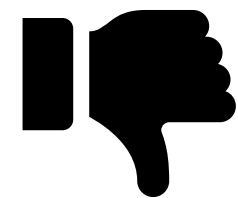
90% of Rail Customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



- ▶ Trains being Operated Safely (90%)
- ▶ Travel Time (87%)
- ▶ Hours of Operation (85%)
- ▶ Routes going where needed (88%)

Customers are **LEAST** satisfied with...



- ▶ Train Cleanliness (41%)
- ▶ Feel safe waiting for the train (66%)
- ▶ Detour and change information (66%)

Top Most Important Elements of Service to Customers...

1. On-Time Performance
2. Safety on the Train
3. Safety Waiting for the Train

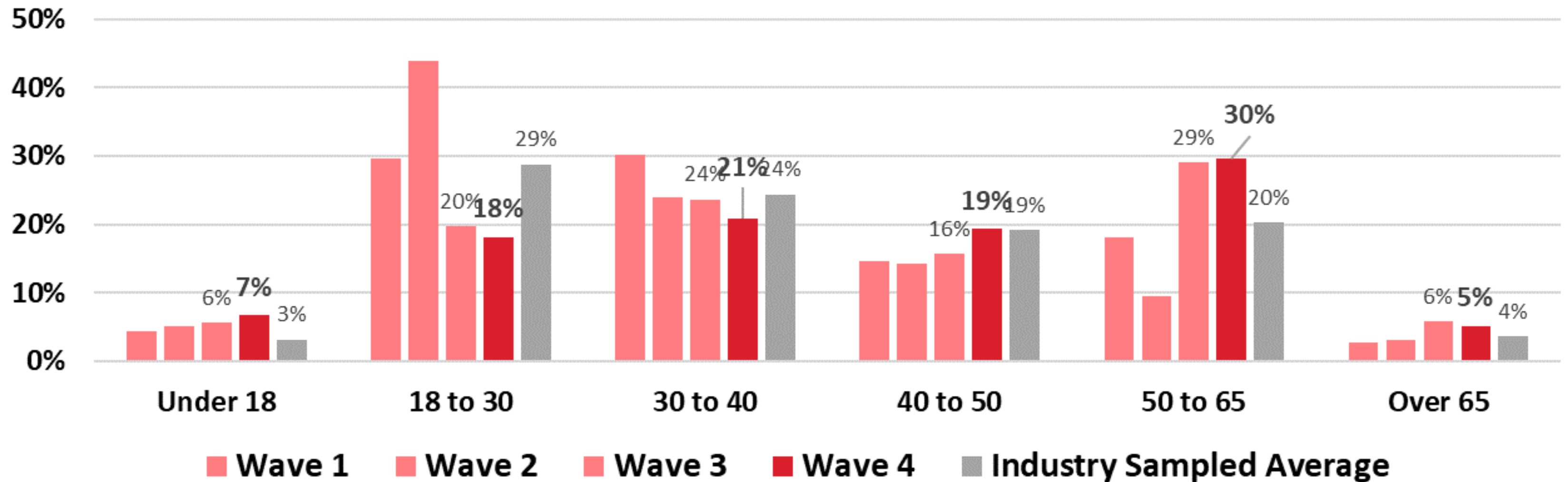
Customer Characteristics

Rail

Customer Characteristics

The age distribution is much more spread out with the Wave 3 survey, representing a more distributed sample.

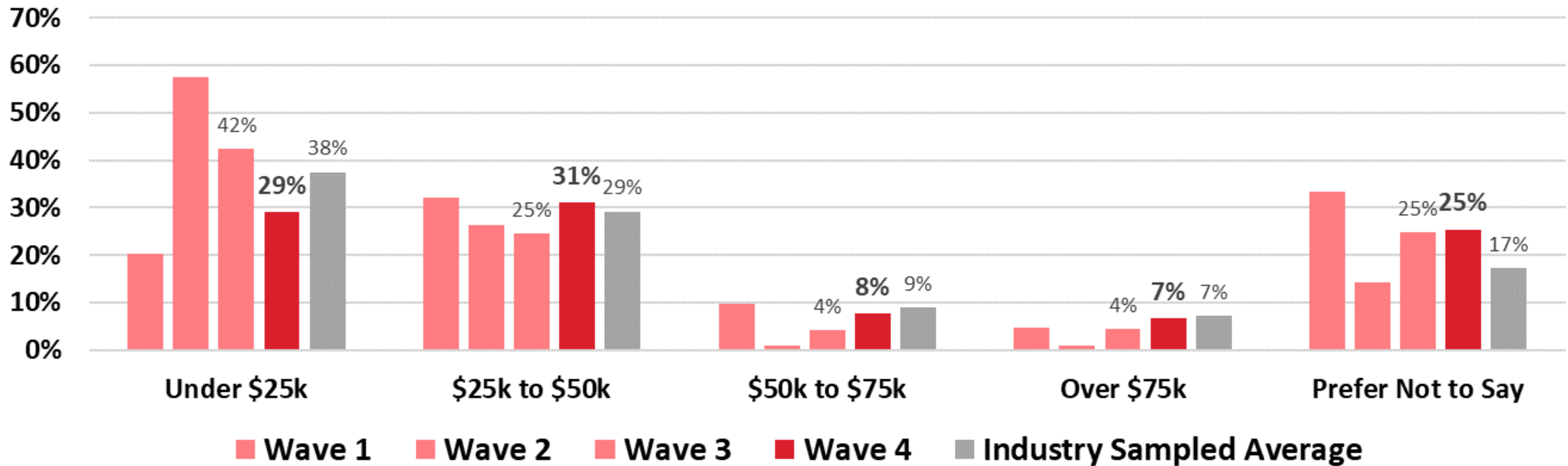
What is your age?



Customer Characteristics

- Rail Customers most frequently earn less than \$25,000 and \$50,000 annually (31%).
- 25% of Rail Customers preferred not to provide their annual income.

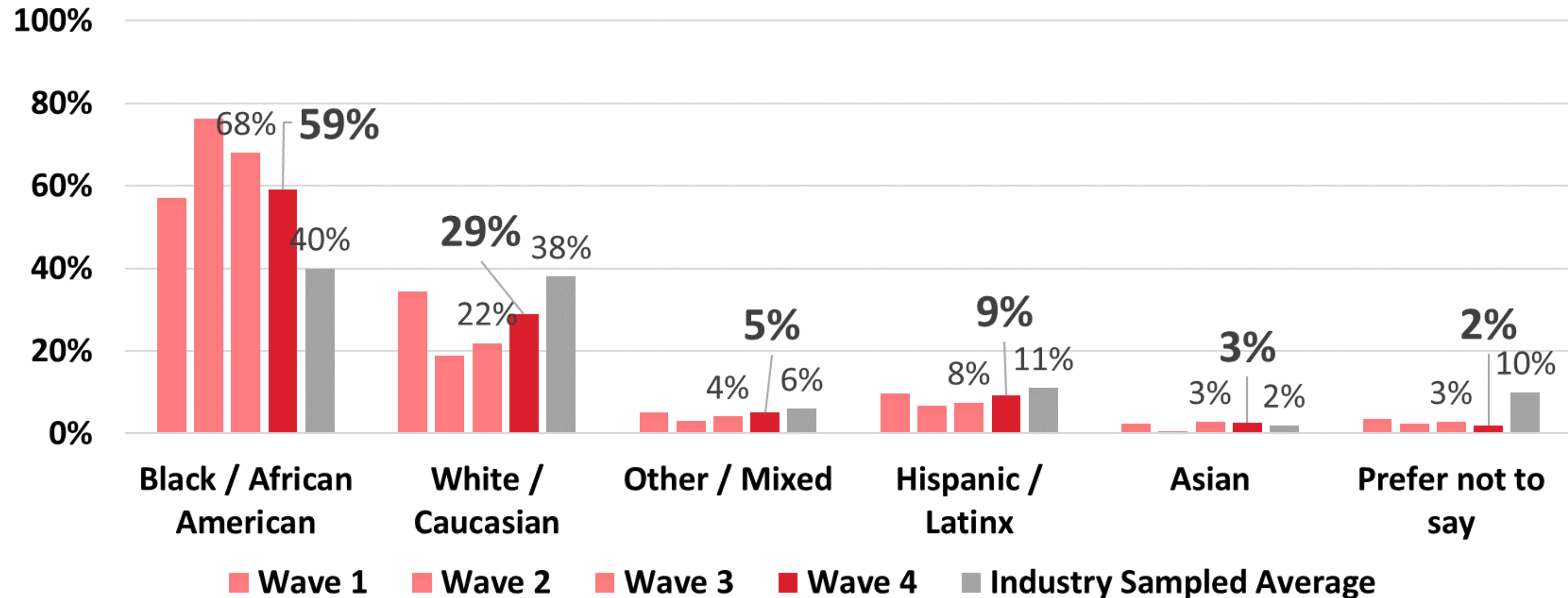
Which category best describes your total annual household income?



Customer Characteristics

Rail Customers are most frequently Black / African American (59%).

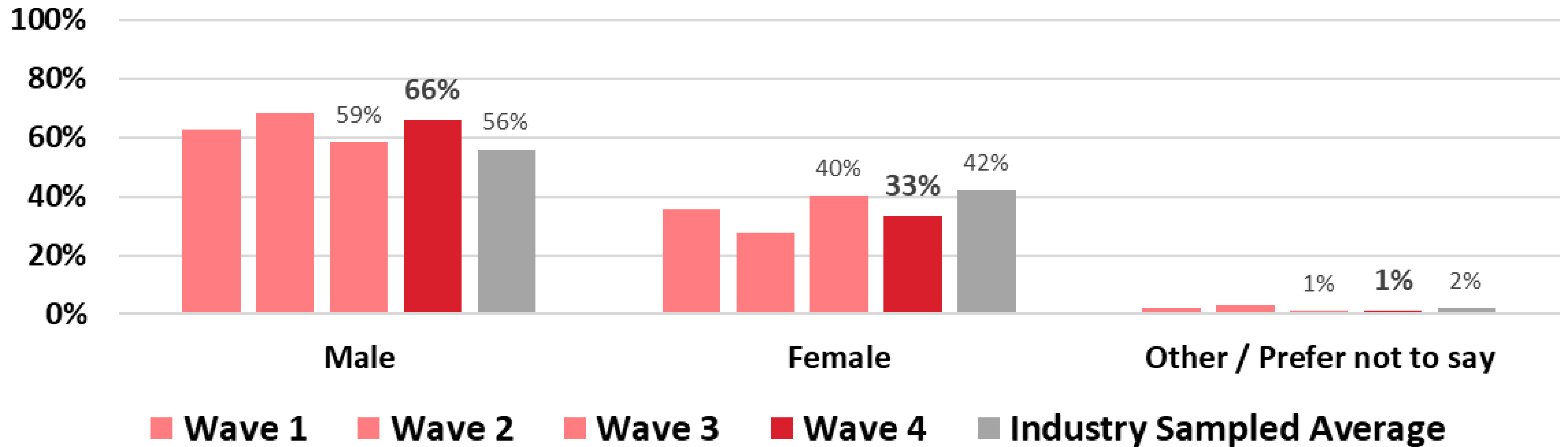
What is your race/ethnicity?



Customer Characteristics

Fixed-Route Customers are most frequently male (66%), which is the seven points higher than Wave 3 (59%).

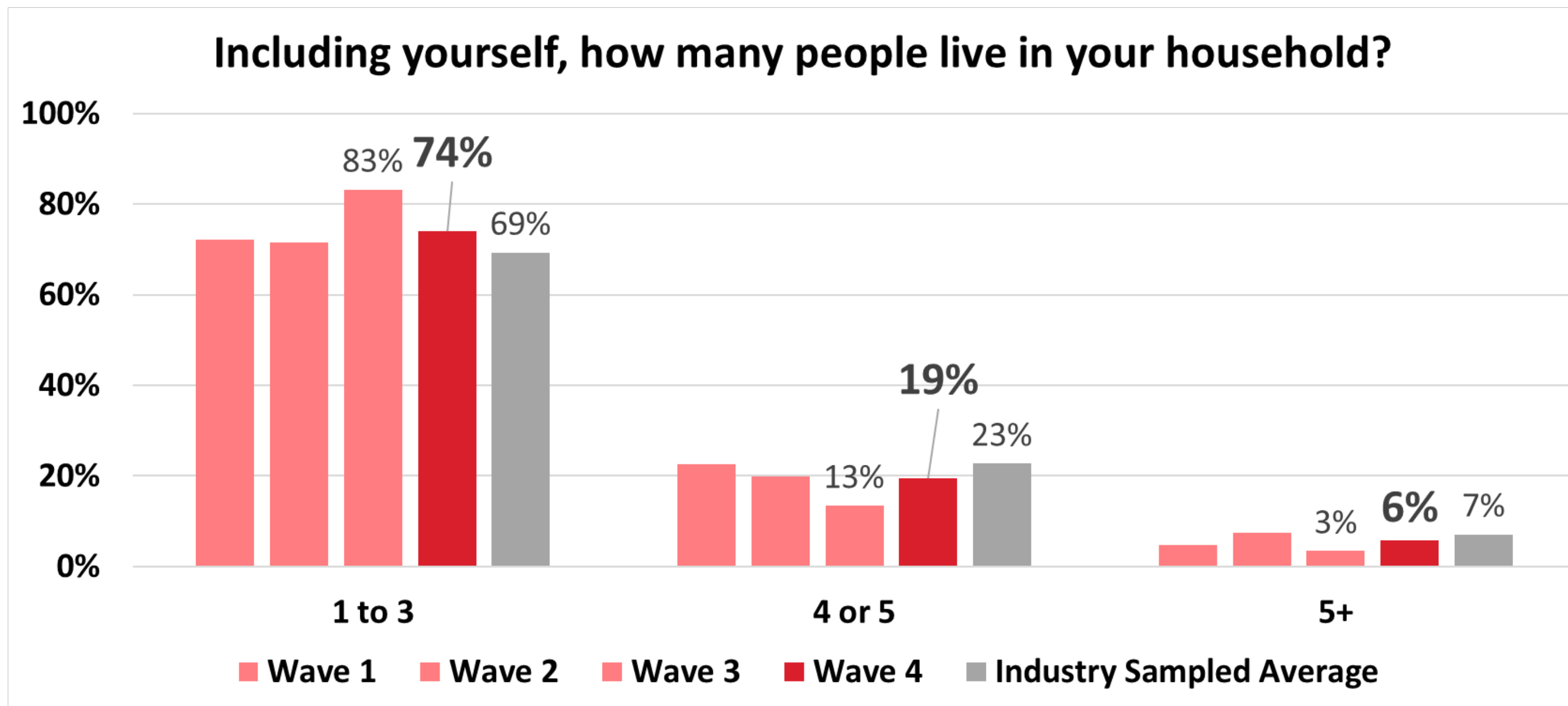
What is your gender?



Household Size

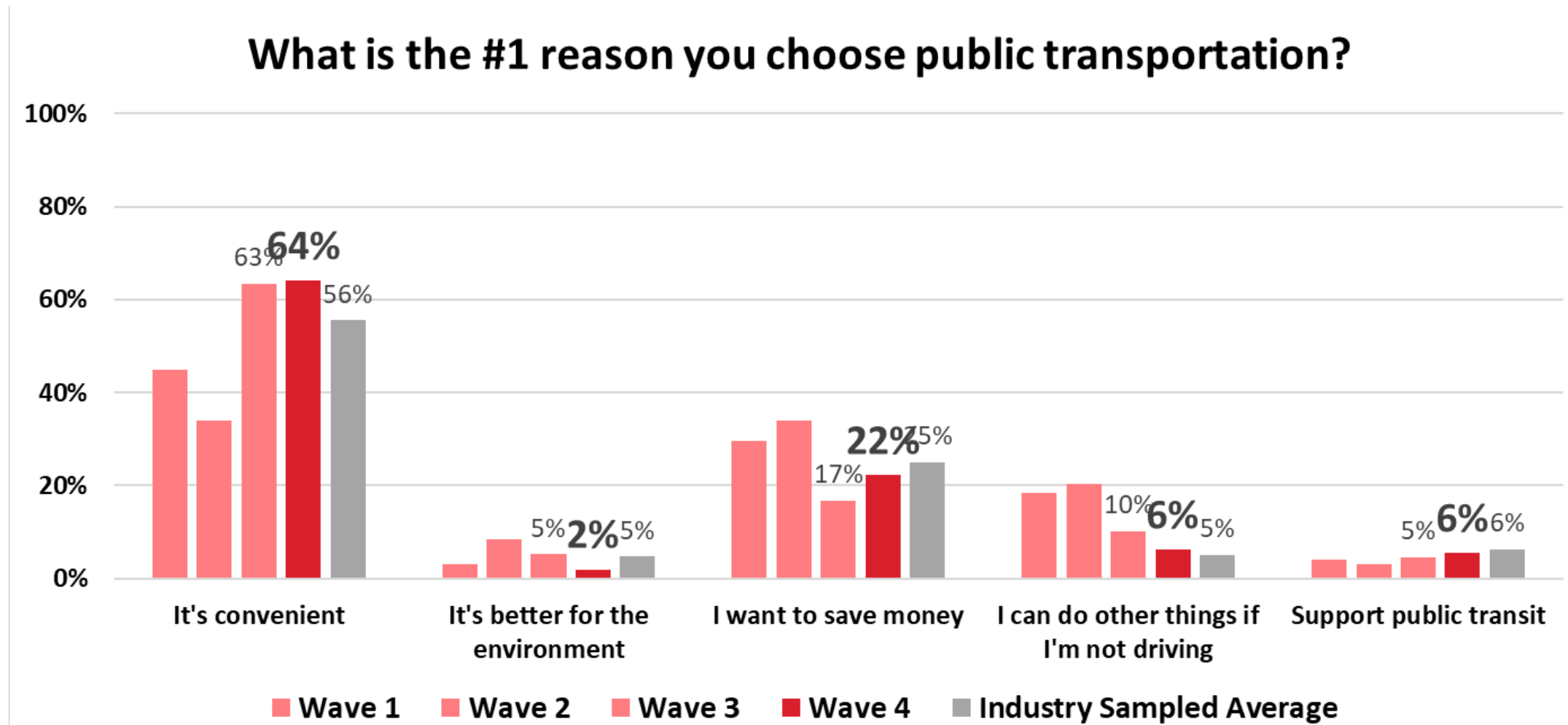
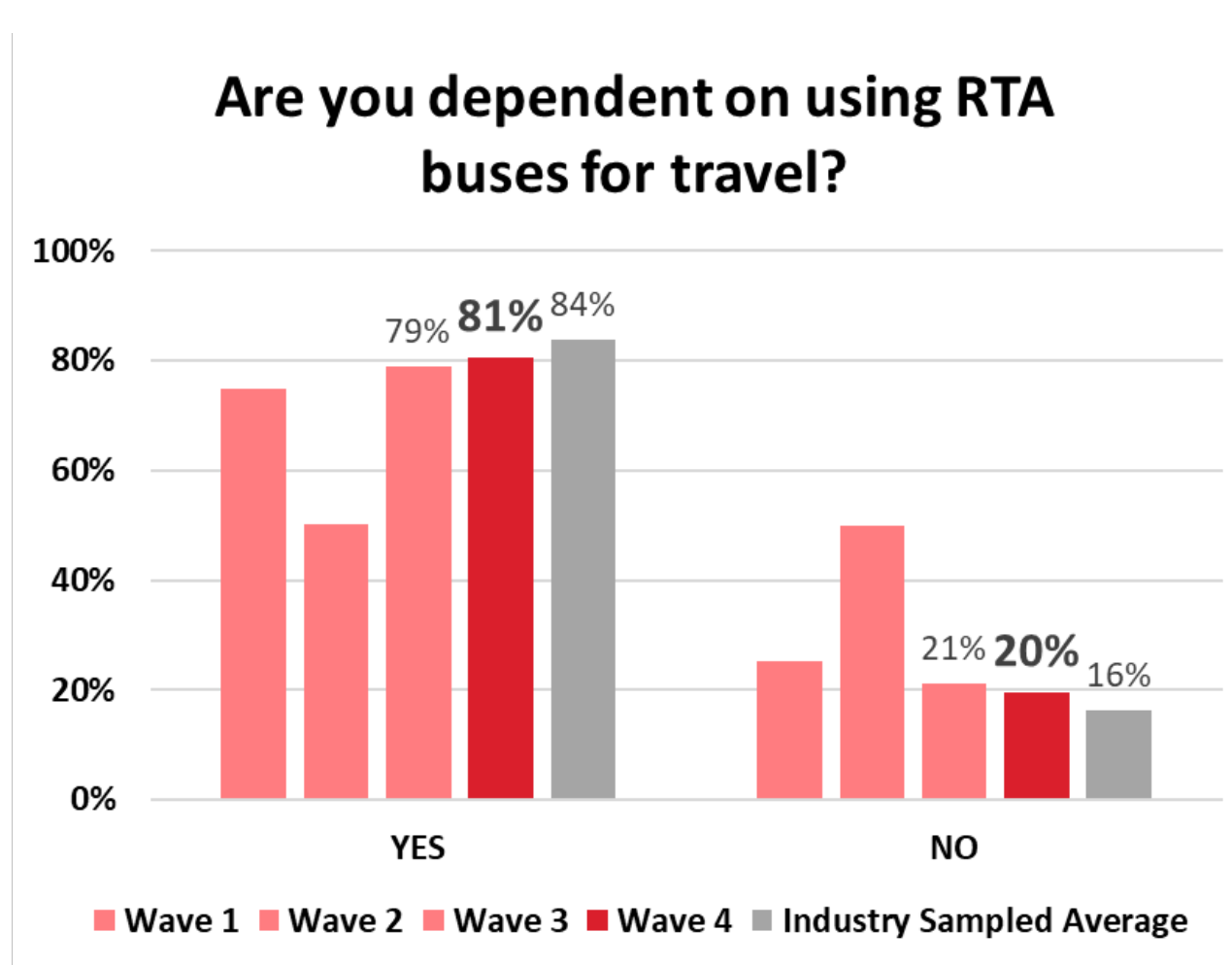
Rail Customers most frequently have household sizes of 1-3 people (74%).

(Note prior surveys grouped this by 1-2 and then 3-5 and 5+, change was made to match average.)



Transit Dependence and Choice Riders

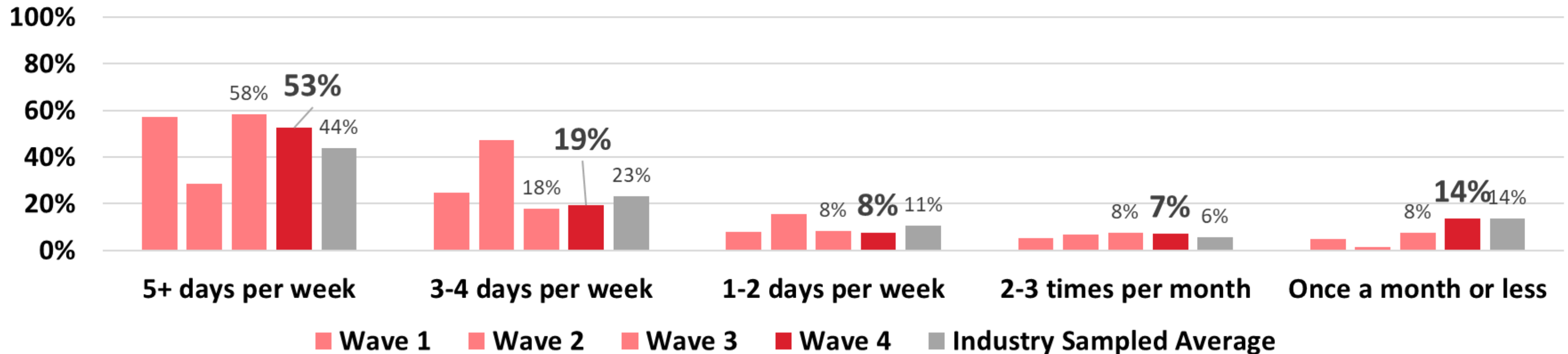
- 81% of Rail Customers are dependent on using RTA trains for travel, which is the same as Wave 3 (79%).
- Of ALL rail Customers, they most often choose to use public transportation due to convenience (64%).



Trip Frequency

Rail Customers most often ride the train 5+ days per week (53%), which is five points lower than Wave 3 (58%).

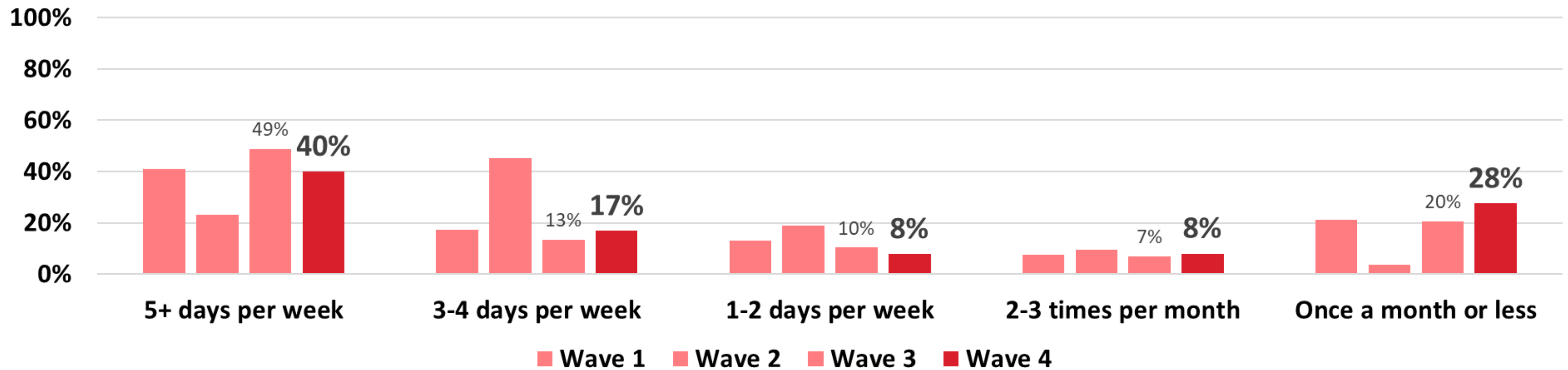
How often do you ride the train?



Other Mode Usage

- 40% of Rail Customers most often ride other RTA services 5+ days per week, which is nine points lower than Wave 3 (49%).

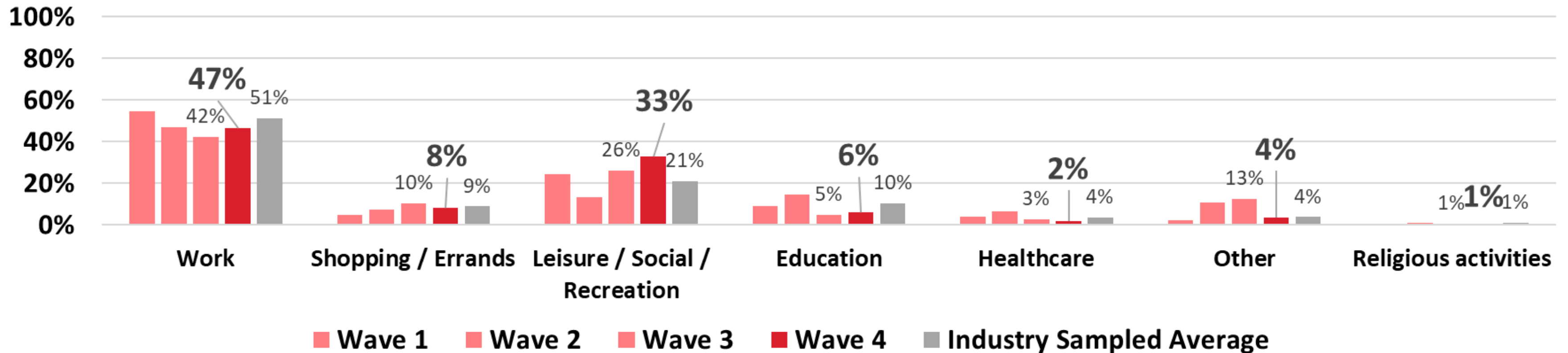
How often do you ride other RTA services such as the bus, BRT, or Paratransit?



Trip Purpose

Rail Customers most frequently ride the train to get to work (47%), which is five points higher than Wave 3 (42%).

Why are you taking this trip?



Customer Impressions

Rail

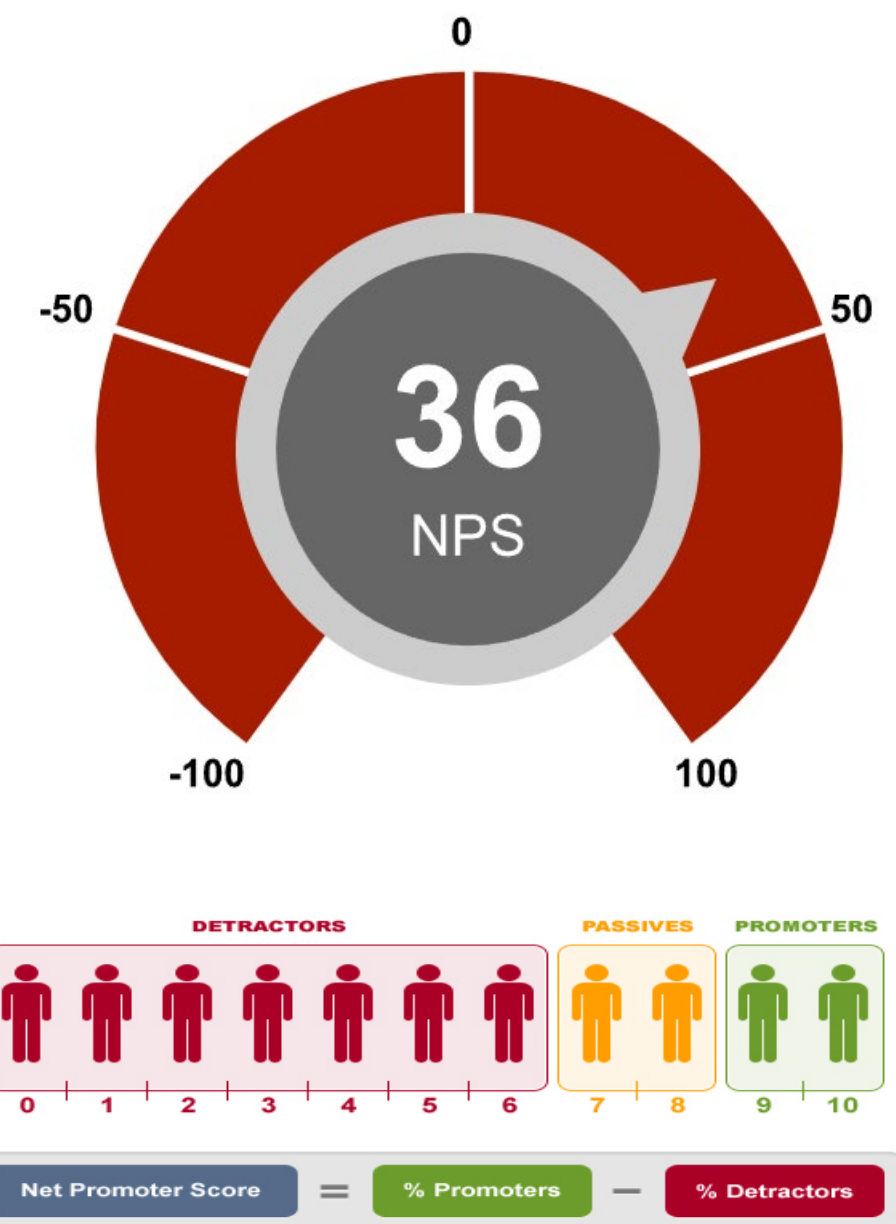
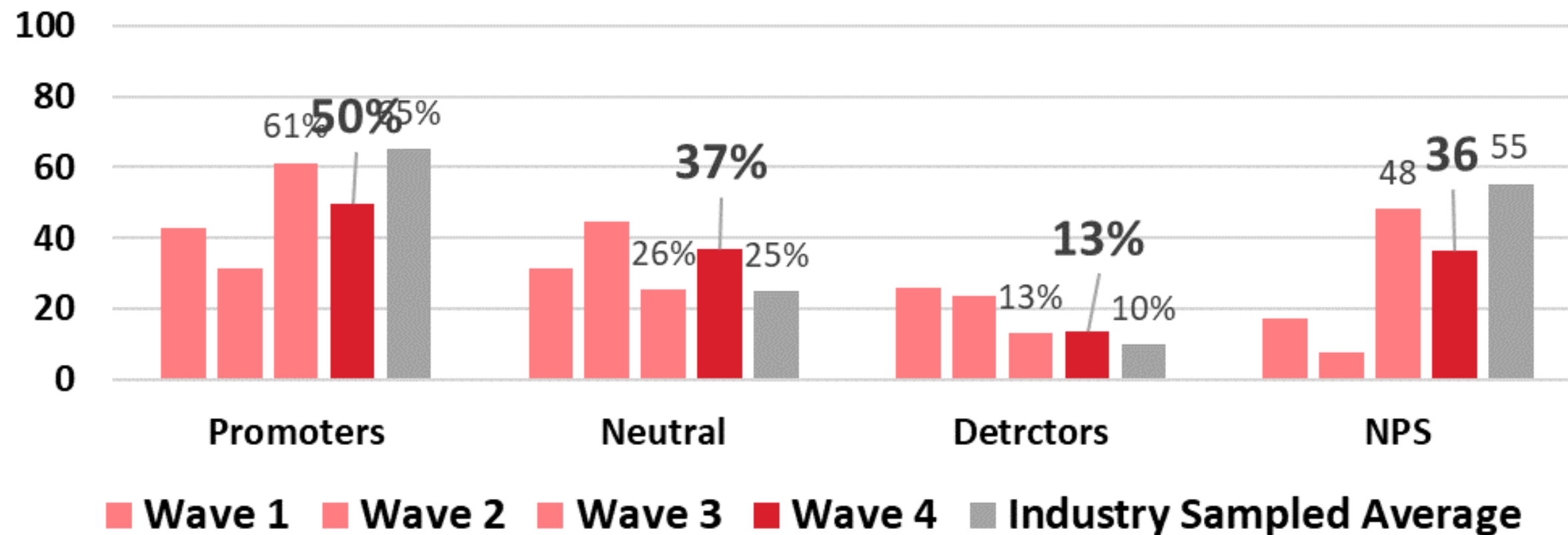
Net Promoter Score

Rail

RTA's Rail NPS is 36, which is 12 points lower than Wave 3 (48).

TransPro Insight - RTA's Rail NPS was significantly improved by focusing on the vehicle cleanliness and other customer satisfaction key importance factors identified in previous survey waves.

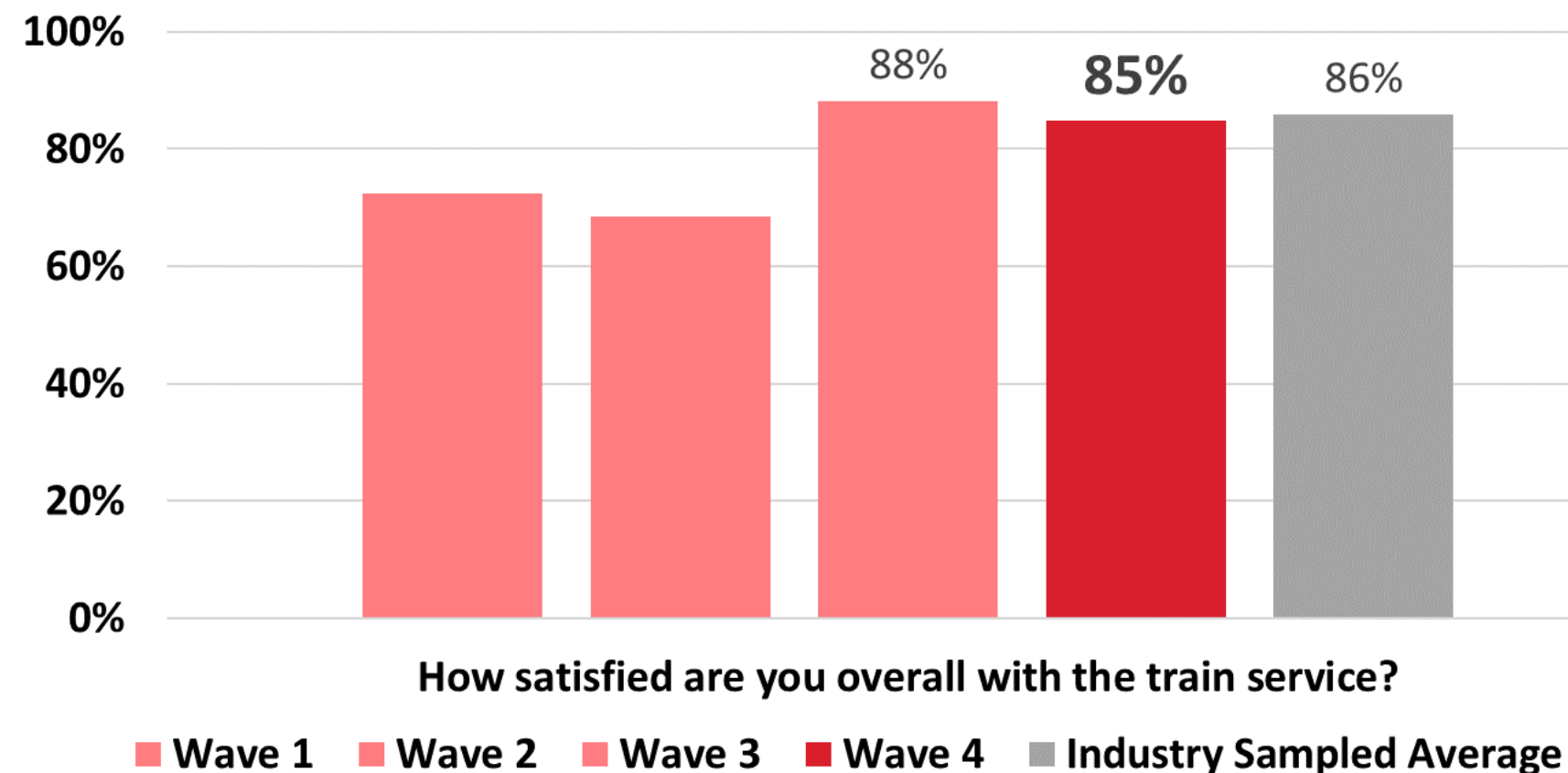
All things considered, how likely would you be to recommend riding an RTA train to a friend or neighbor?



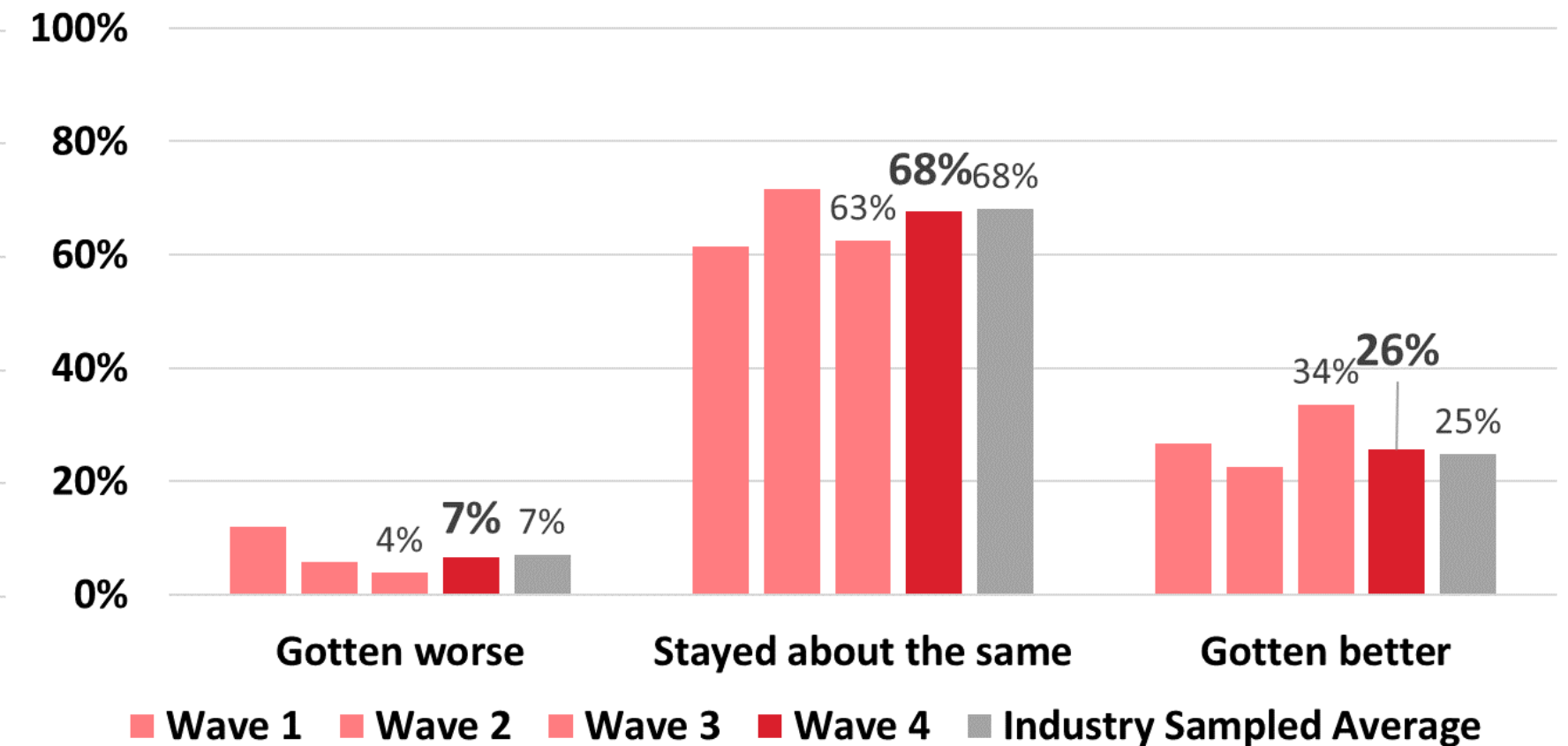
Rail Satisfaction

- 85% of Rail Customers are satisfied with the overall train service, which is three points lower than Wave 3 (88%).
- 26% of Rail Customers believe the train service has improved in the past year, which is eight points lower than Wave 3 (34%).

How satisfied are you overall with the train service?



In the past year, has the train service:

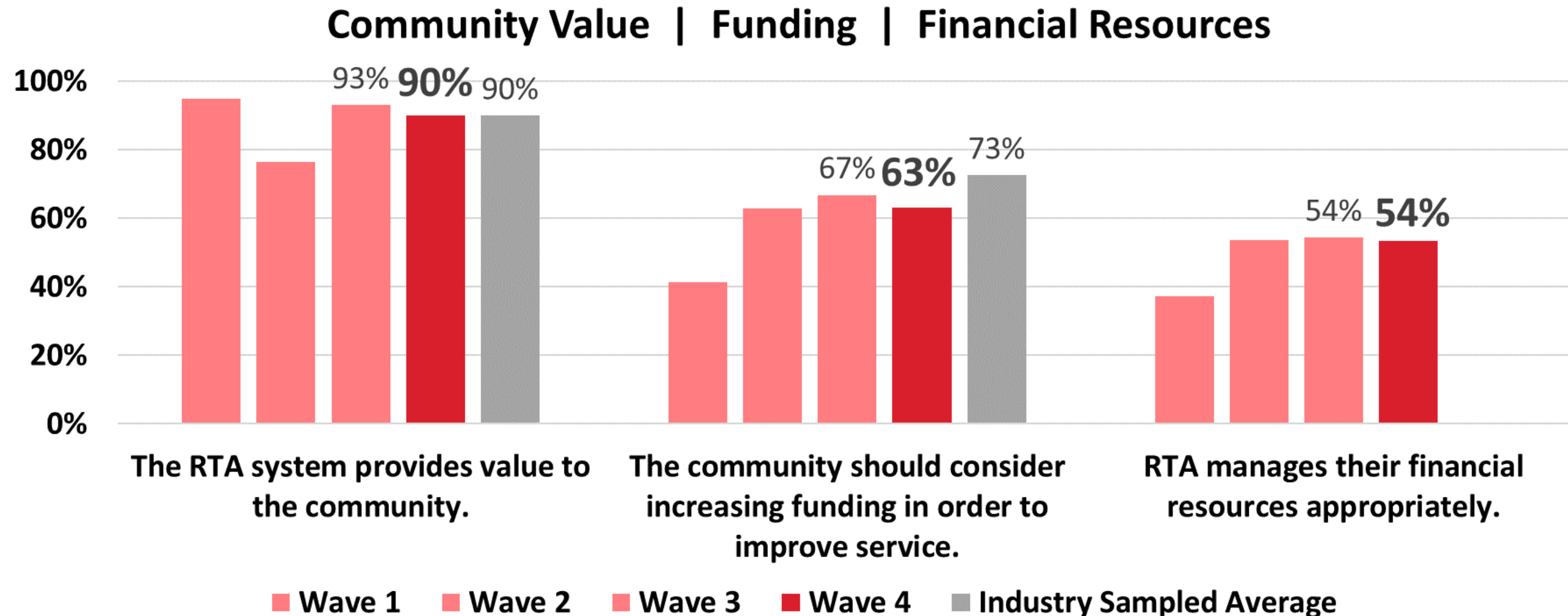


Customer Perception of GCRTA

90% of Rail Customers agree the RTA system provides value to the community, which is three points lower than Wave 3 (93%).

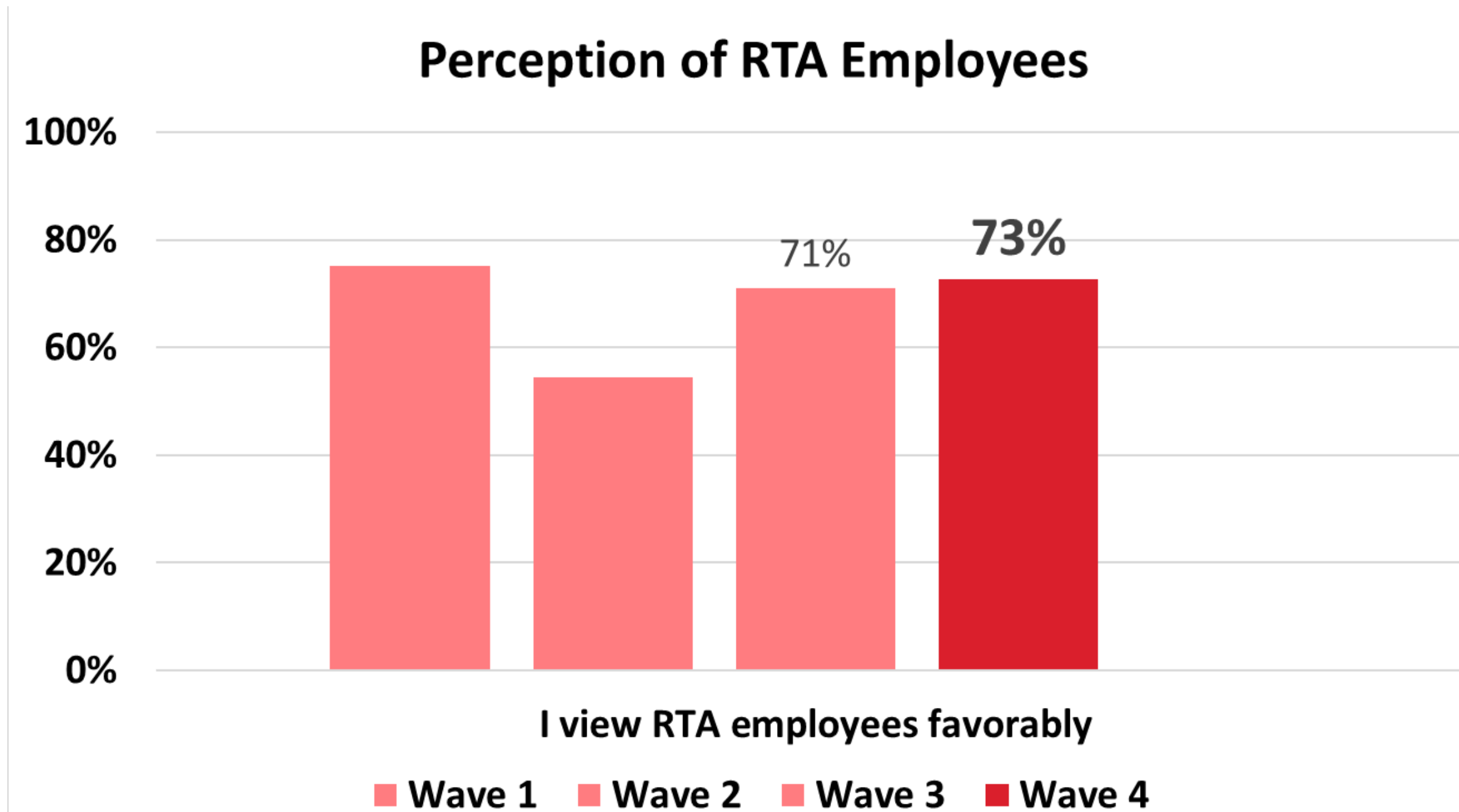
63% of Rail Customers agree the community should consider increasing funding in order to improve the service, which is comparable to Wave 3 and Wave 2.

54% of Rail Customers agree RTA manages their financial resources appropriately, which is the same as Wave 3.



Customer Perception of GCRTA Employees

73% of Rail Customers view RTA employees favorably, which is comparable to Wave 3 (71%).

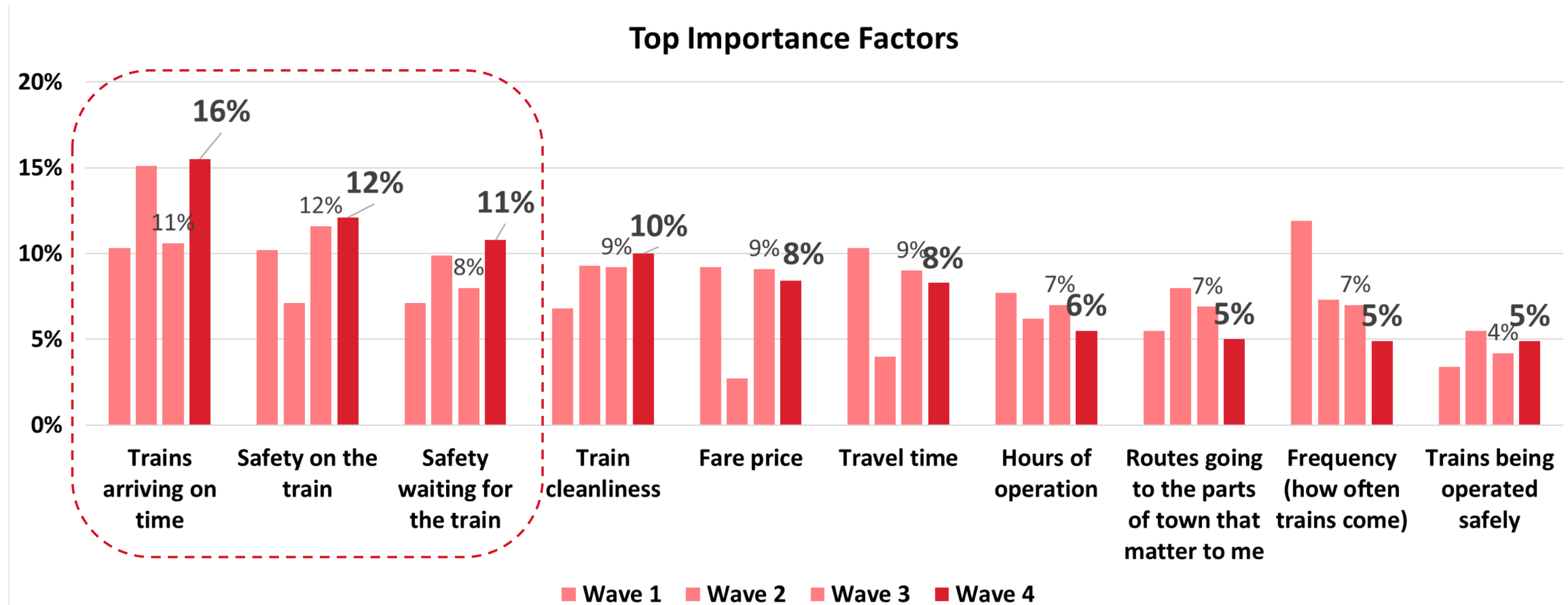


Customer Importance Factors

Rail

Top Customer Importance Factors

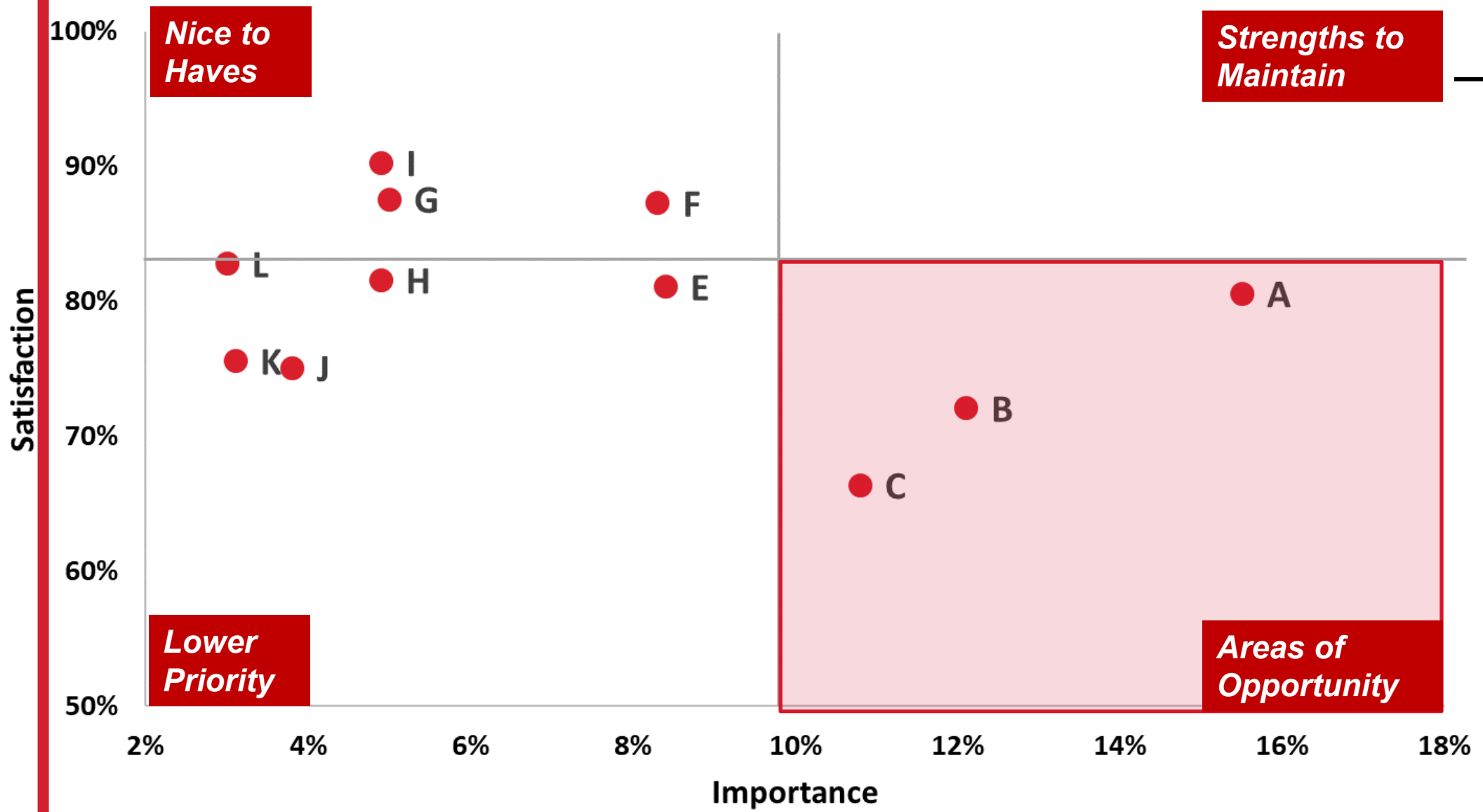
- The top importance factors to Rail Customers are On-Time Performance, Safety on the train, and Safety waiting for the train.
- Factors are normalizing with fewer stand-out issues.



Key Driver Analysis

TransPro Insight
Train Cleanliness is now the third most important factor to customers and has the lowest satisfaction level. Keeping up the progress here will move the needle significantly. **Way to go RTA!**

Satisfaction VS Importance



Legend

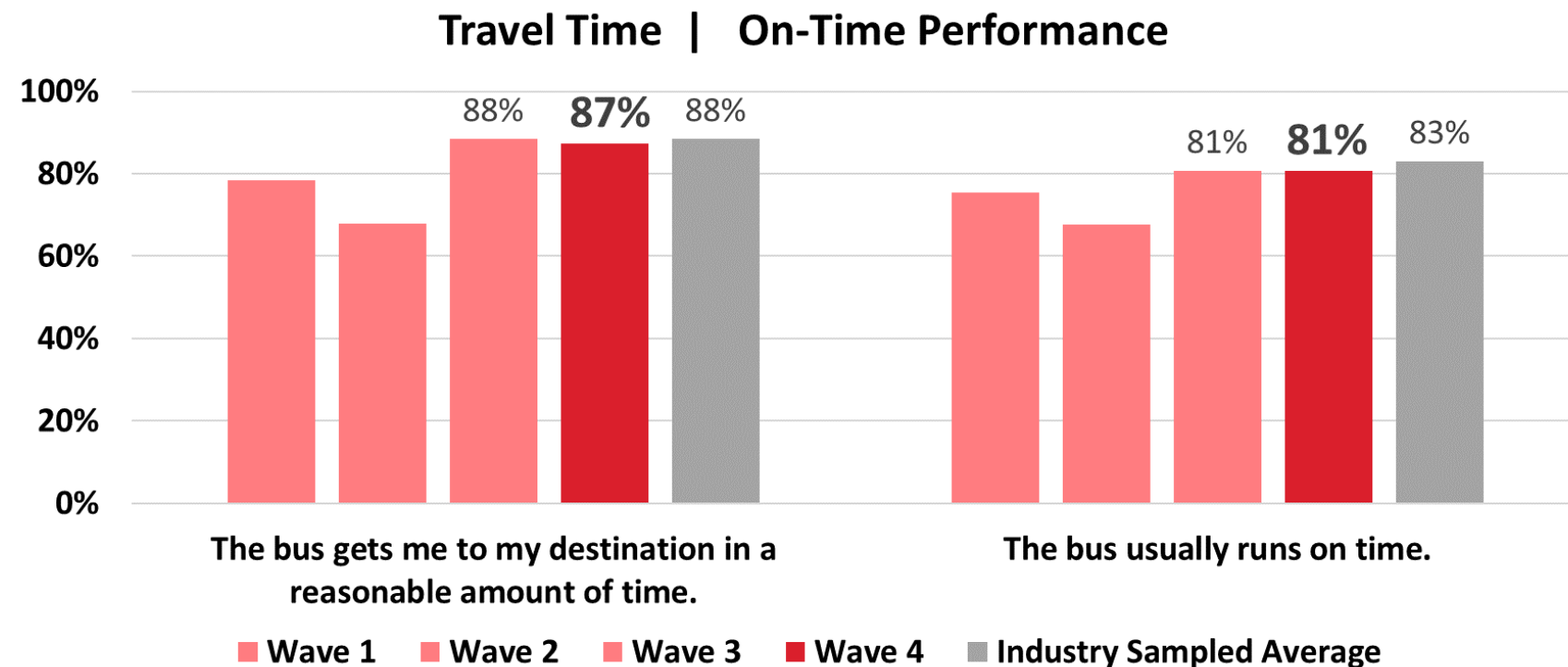
- A - Trains arriving on time
- B - Safety on the train
- C - Safety waiting for the train
- D - Train cleanliness
- E - Fare price
- F - Travel time
- G - Routes going to the parts of town that matter to me
- H - Frequency (how often trains come)
- I - Trains being operated safely
- J - It is easy to find out if the trains are running on schedule
- K - Operators being helpful and courteous
- L - Accuracy and availability of route schedules and maps
- M - Customer service representatives being helpful and courteous

Travel Time and On-Time Performance

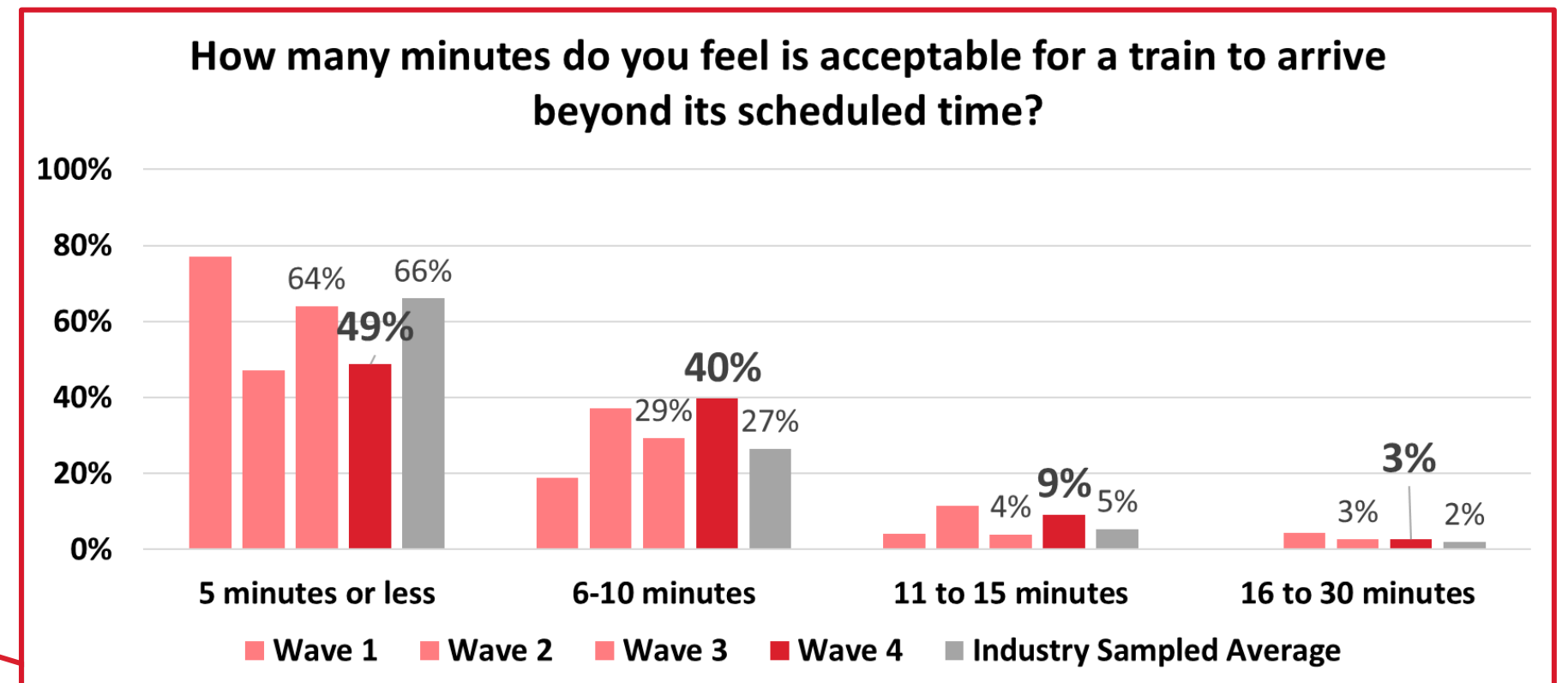
- 87% of Rail Customers agree that the travel time is satisfactory, which is the same as Wave 3 (88%).
- 81% of Rail Customers agree that the train usually runs on time, which is the same as Wave 3.
- Of the 78 Customers dissatisfied with on-time performance, 49% feel it is only acceptable for the train to arrive 1-5 minutes beyond its scheduled time.

TransPro Insight

On-Time Performance is the most important area to Customers and should remain a priority to drive customer satisfaction. **Travel Time** saw an increase in satisfaction and a significant decline in importance, making it a lower priority.



**Only asked to Customers dissatisfied with on-time performance.*



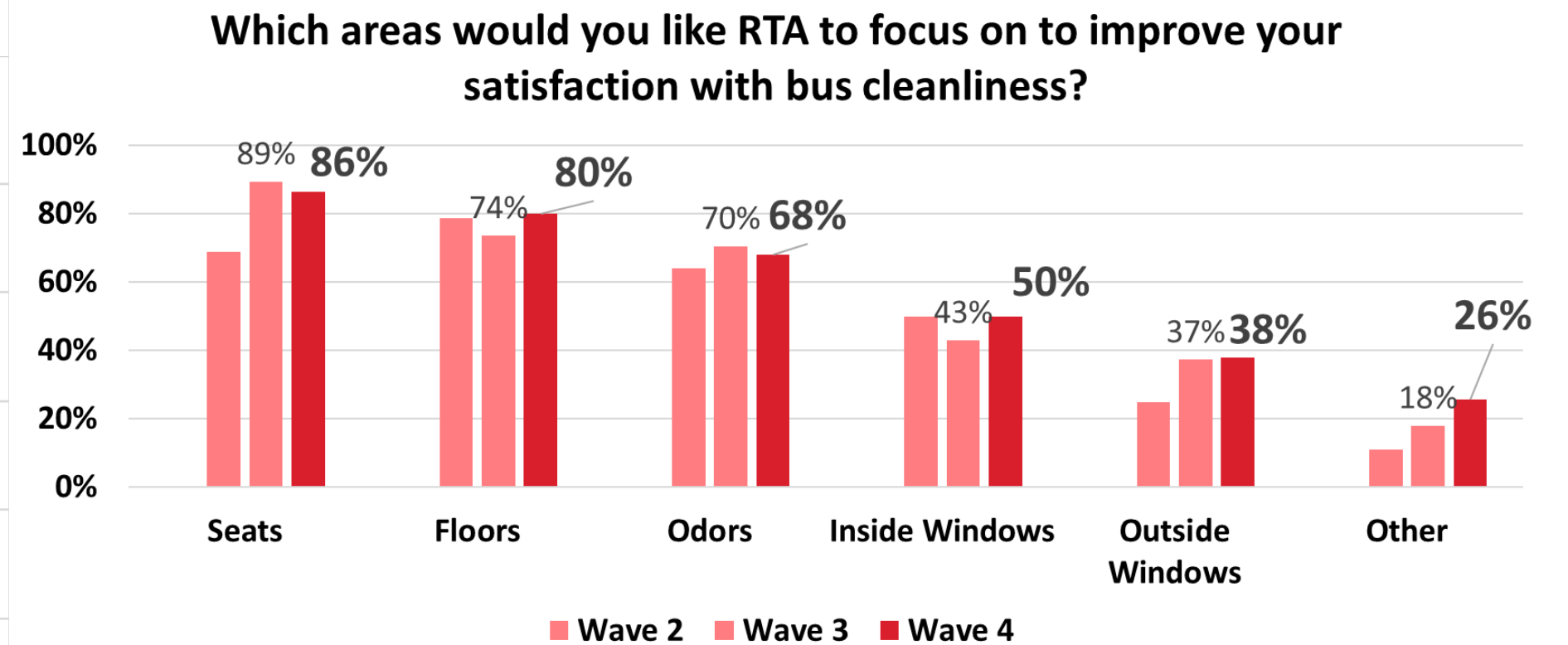
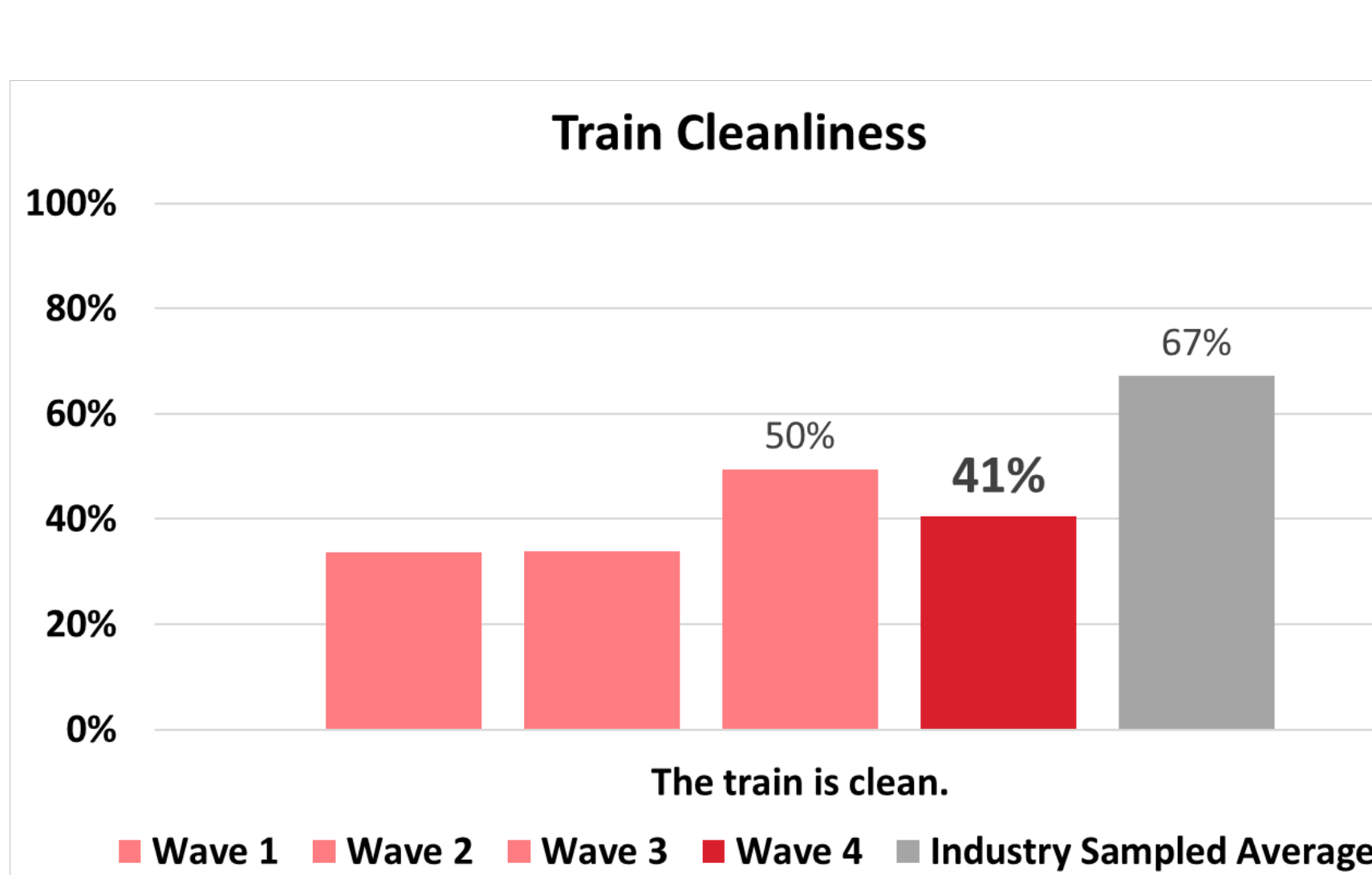
Train Cleanliness

- 41% of Rail Customers agree that the train is clean, which is nine points lower than Wave 3 (50%).
- 86% of Rail Customers would like RTA to focus on improving the cleanliness of the seats on trains to improve customer satisfaction.

TransPro Insight

Train Cleanliness continues to be the factor with the lowest level of satisfaction. The gains in train cleanliness should be maintained to keep continued focus on customer satisfaction improvements.

Way to go! RTA!

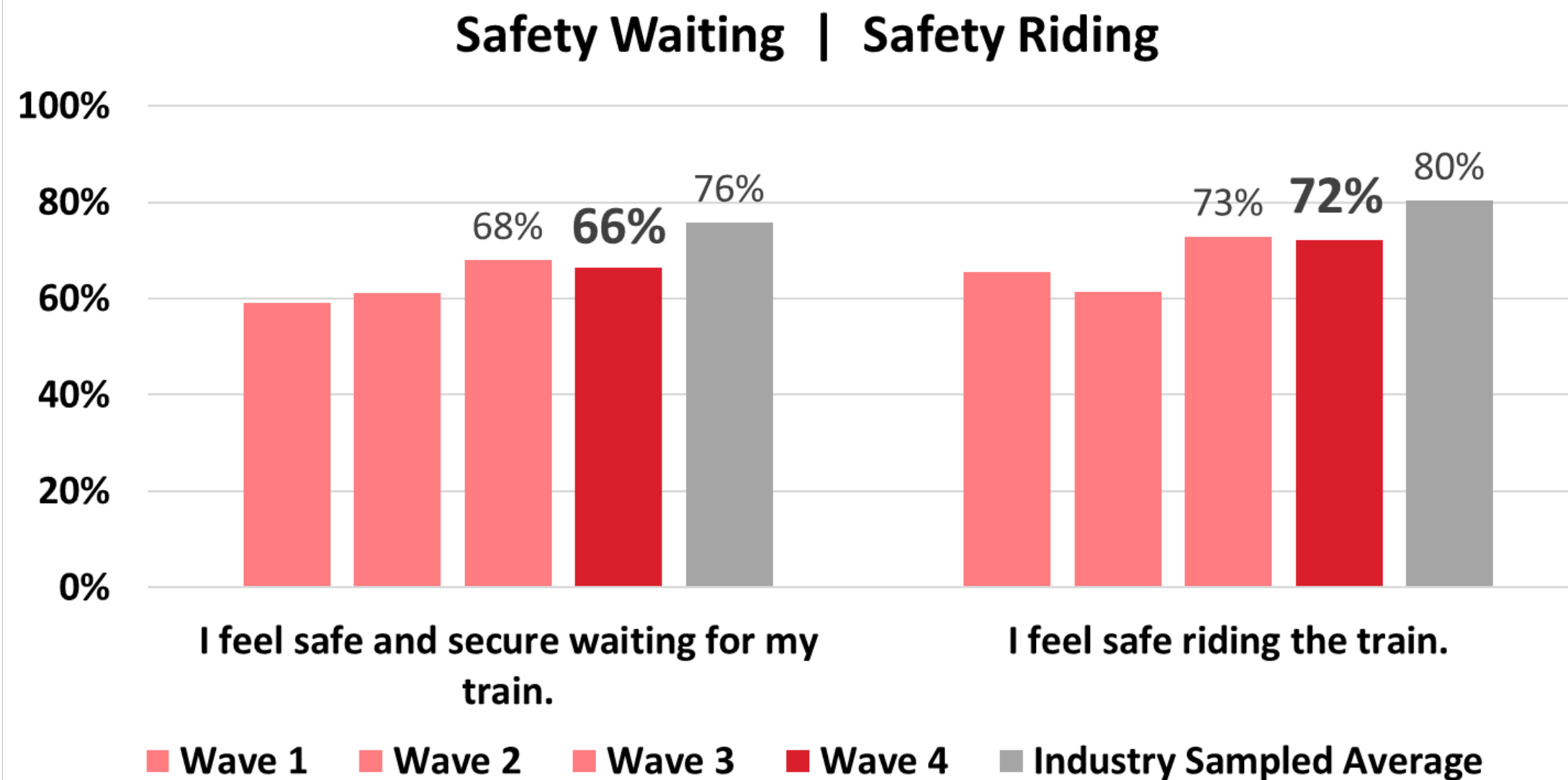


Safety While Waiting and Riding

- 66% of Rail Customers feel safe and secure waiting for the train, which is the same as in Wave 3 (68%).
- 72% of Rail Customers feel safe riding the train, which the same as in Wave 3 (73%).

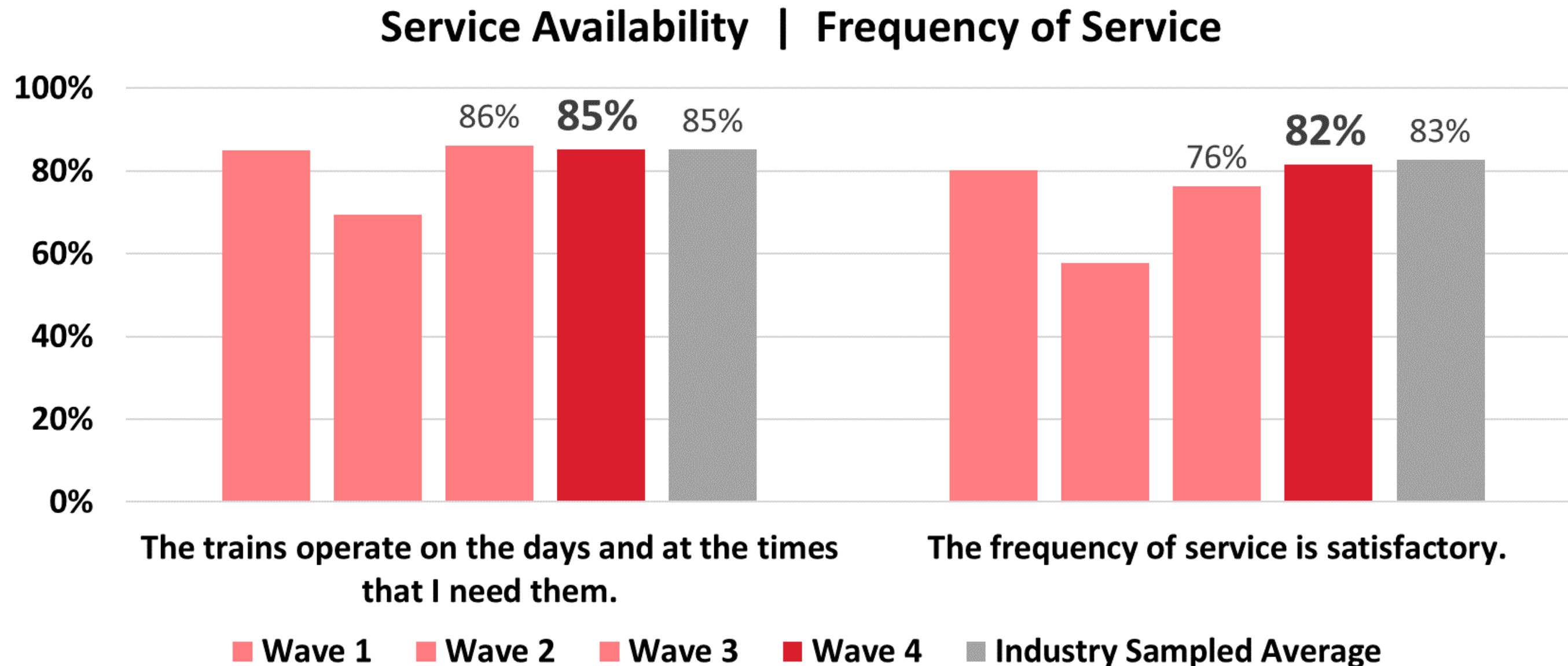
TransPro Insight

Customer importance for **Safety waiting for the train** has increased significantly, making it the second most important factor to customers. With a satisfaction level below peers, there is an opportunity for improvement in this factor's satisfaction.



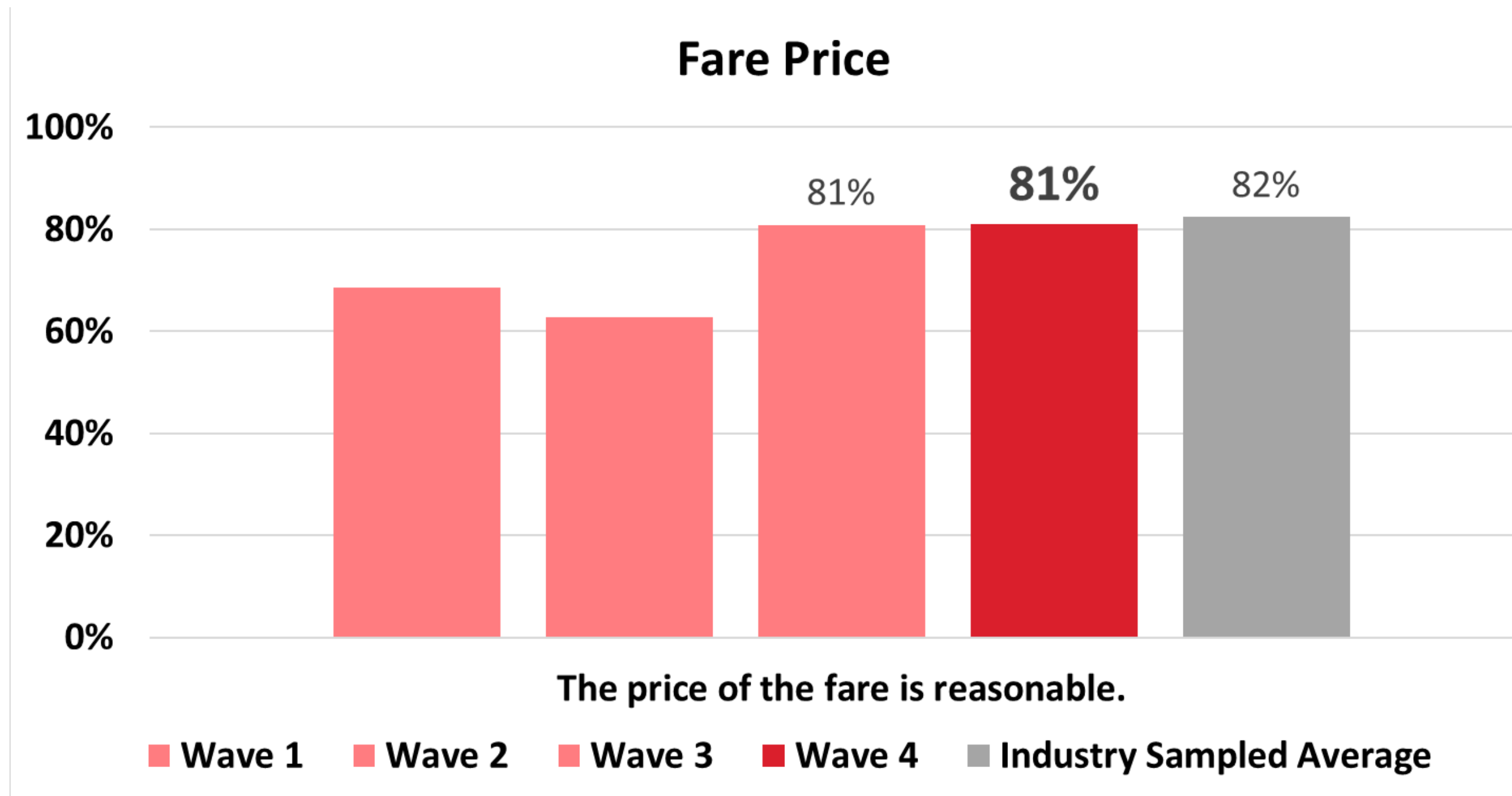
Service Availability and Frequency

- 85% of Rail Customers are satisfied with Service Availability, which is the same as Wave 3 (86%).
- 82% of Rail Customers are satisfied with the Frequency of Service, which is six points higher than Wave 3 (76%).



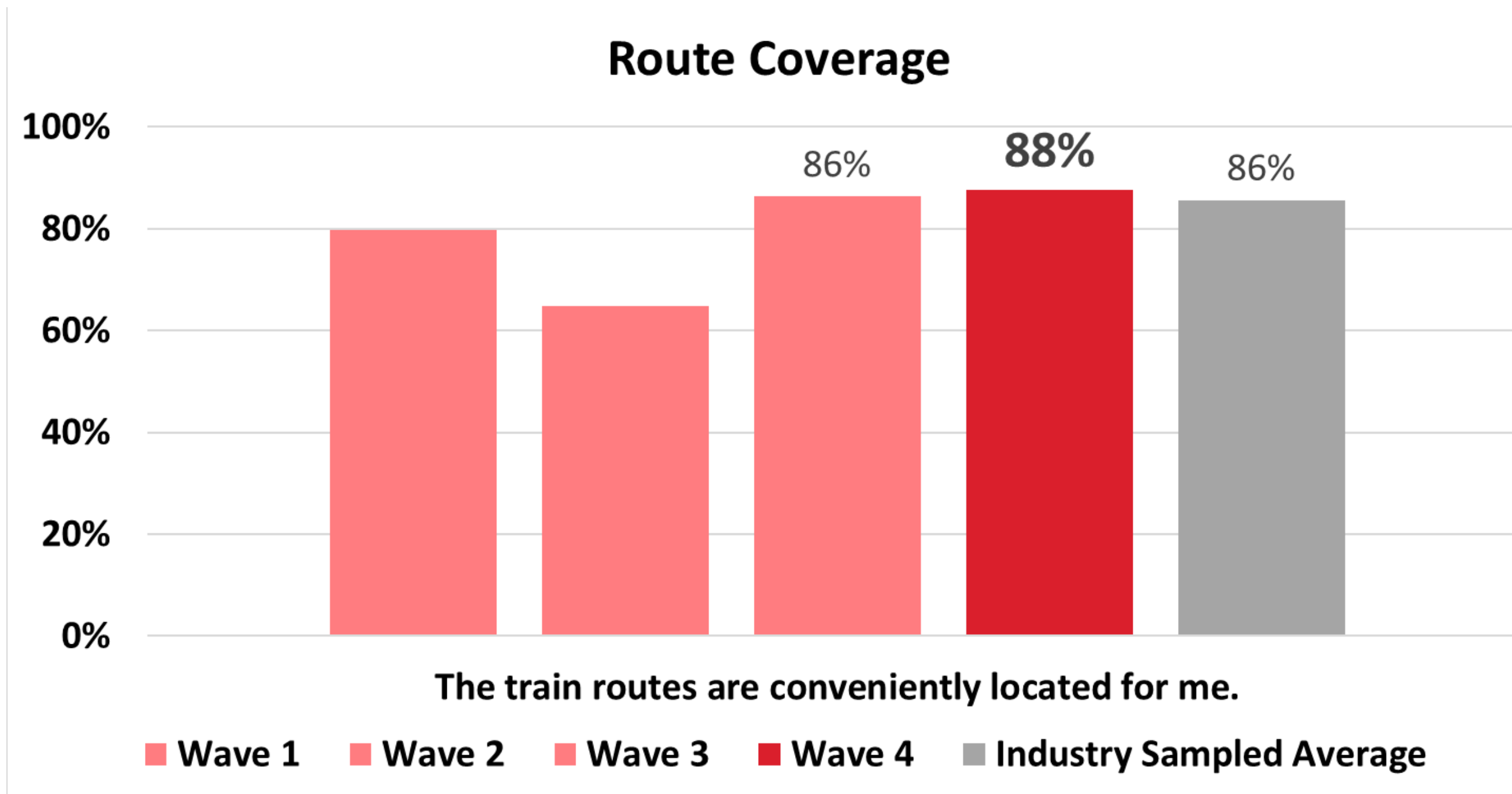
Fare Price

81% of Rail Customers are satisfied with the price of fares, which the same as Wave 3.



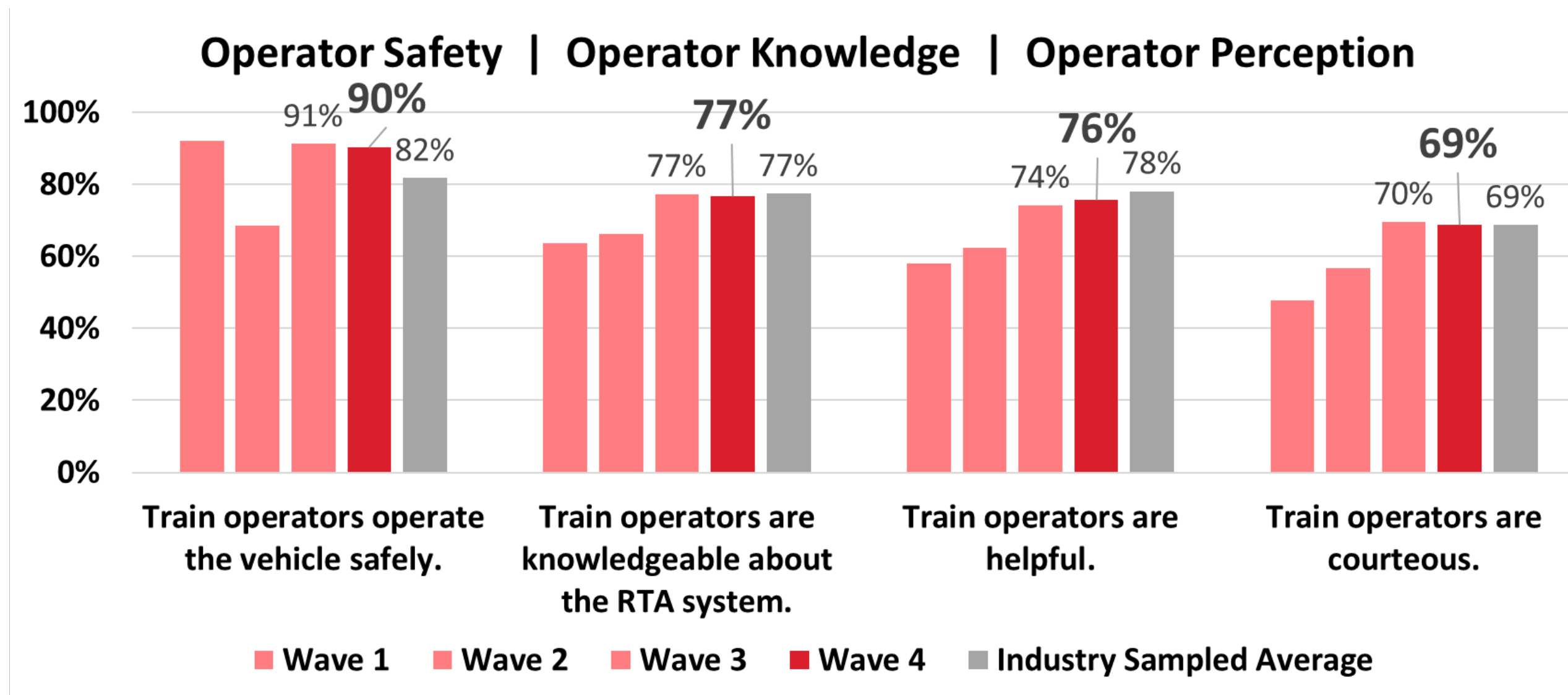
Route Coverage

88% of Rail Customers are satisfied with Route Coverage, which is comparable to Wave 3 (86%).



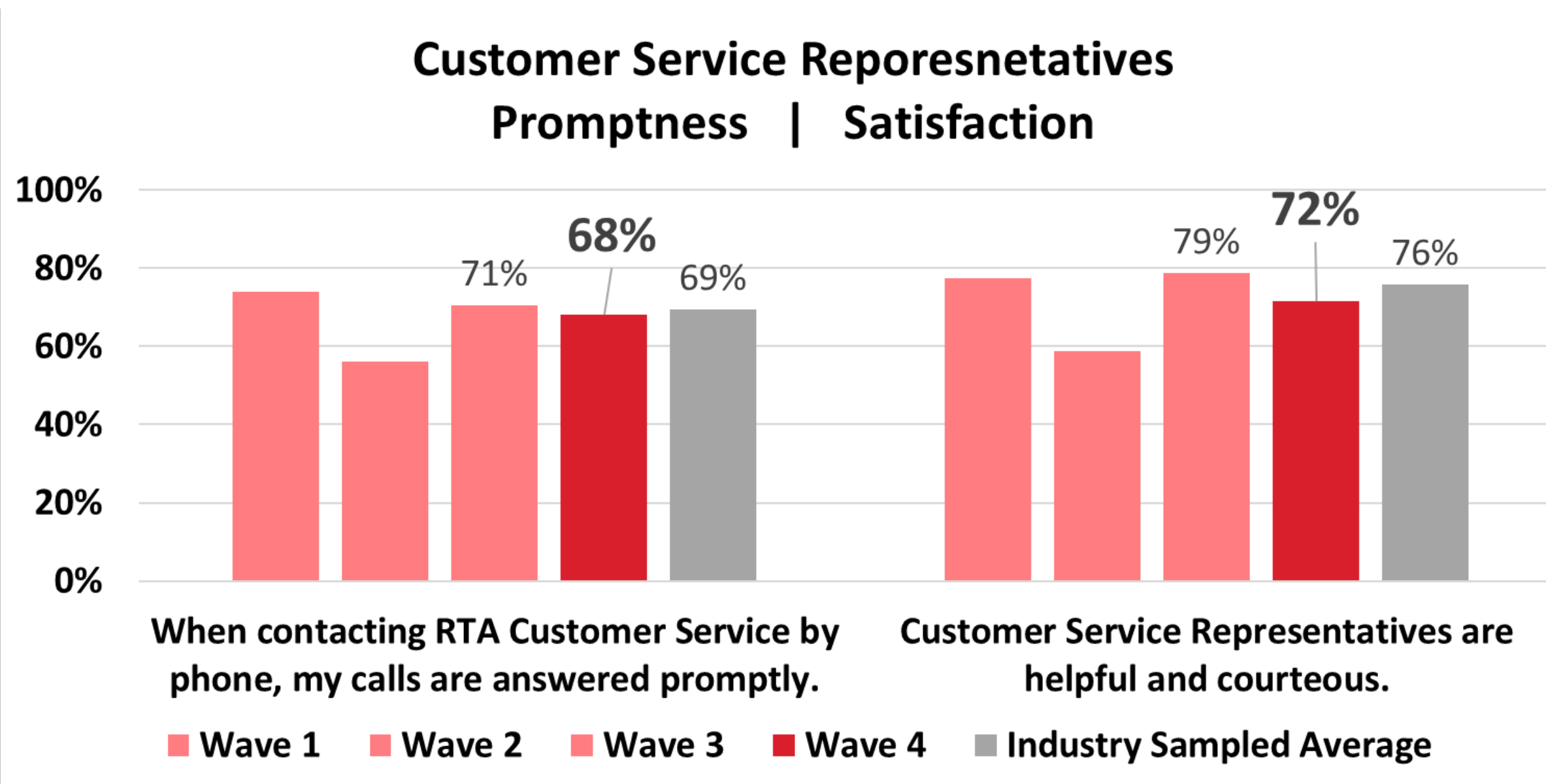
Perception of Operators

- 90% of Rail Customers agree that the vehicles are operated safely, which is the same as Wave 3.
- 77% of Rail Customers agree that operators are knowledgeable about the RTA system, which the same as Wave 3.
- 76% of Rail Customers agree that operators are helpful, which is the same as Wave 3 (74%).
- 69% of Rail Customers agree that operators are courteous, the same as Wave 3.



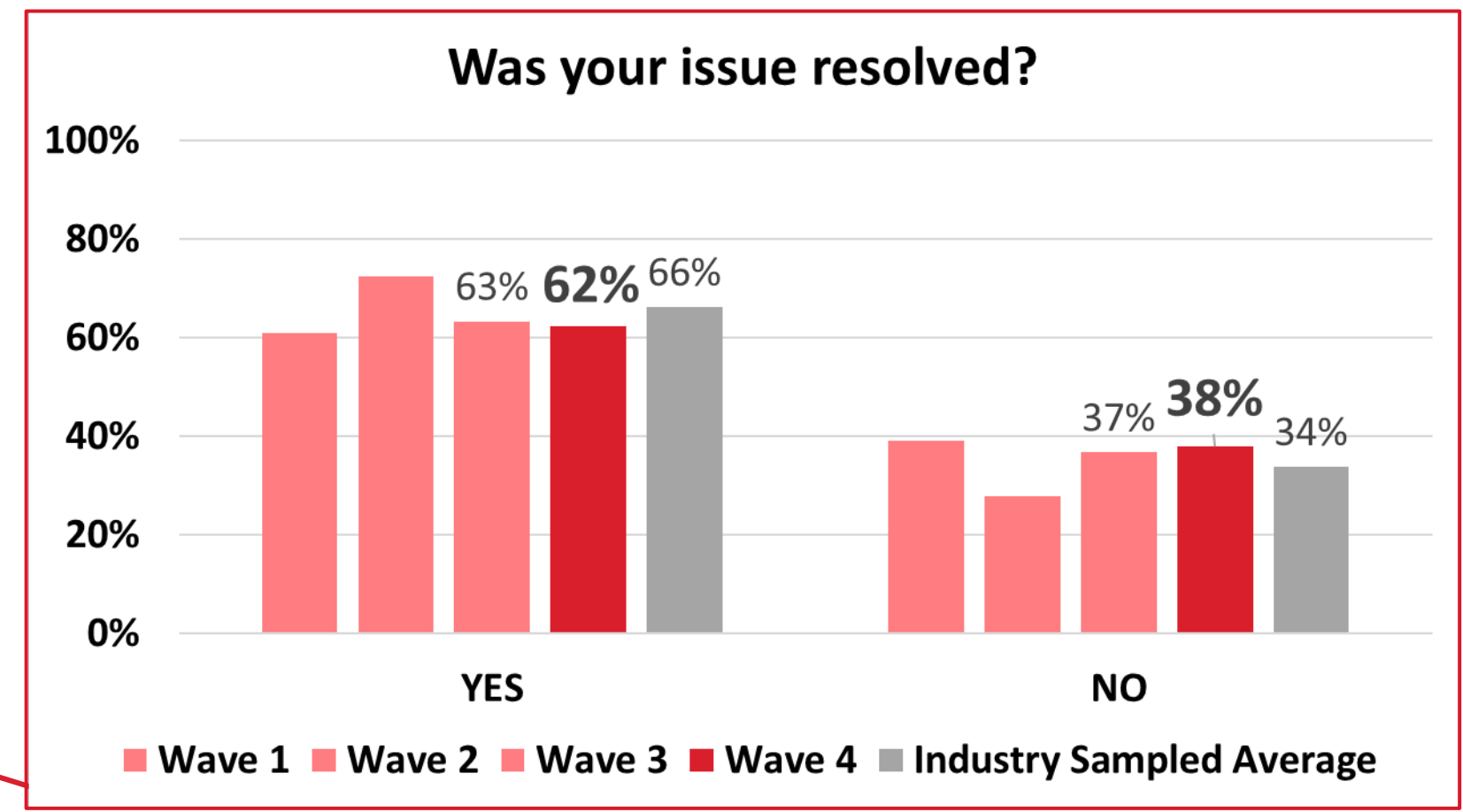
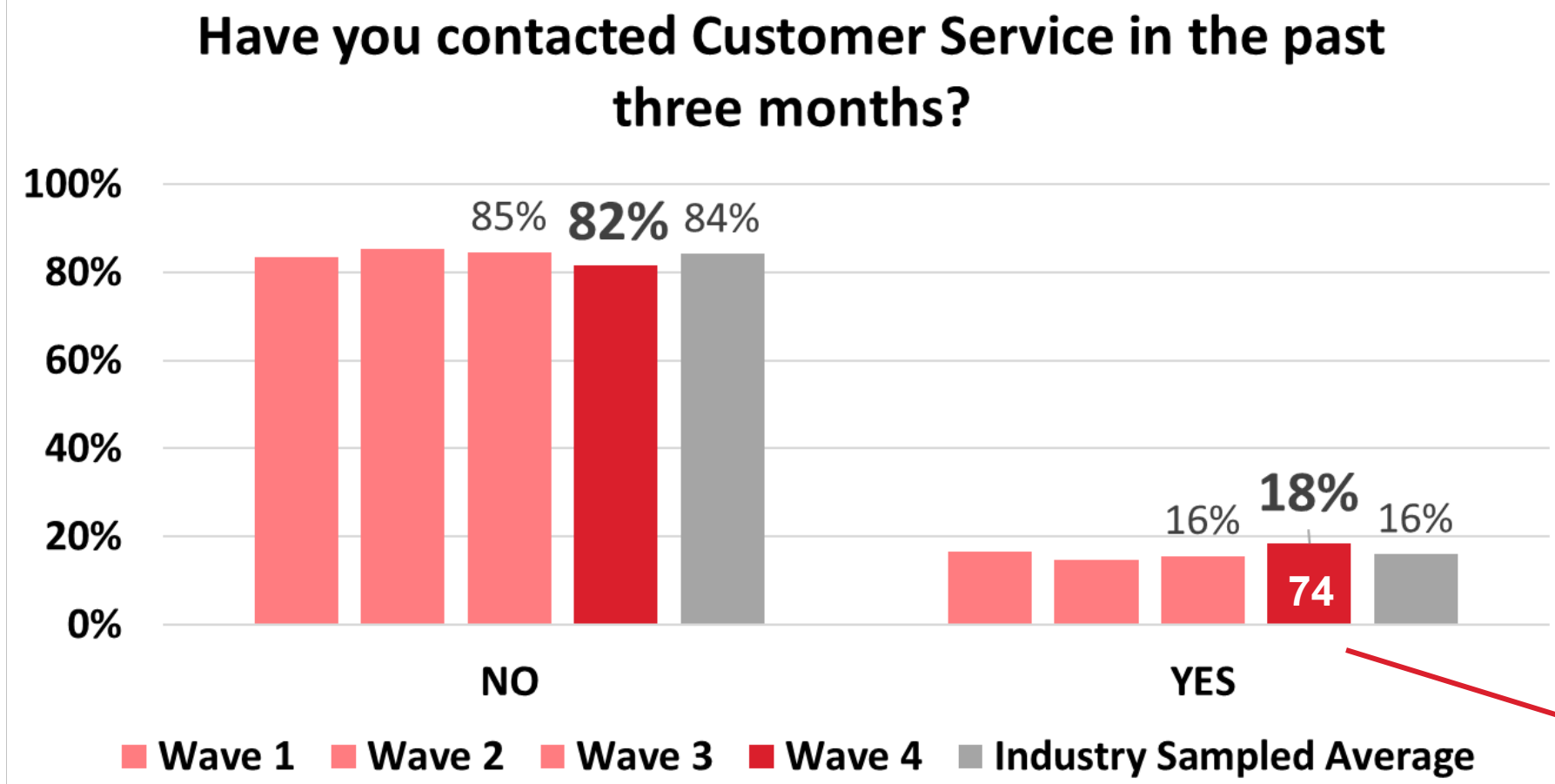
Customer Service Representatives

- 68% of Rail Customers agree their calls are answered promptly, which is three points lower than Wave 2 (71%).
- 72% of Rail Customers believe customer service representatives are helpful and courteous, which is seven points lower than Wave 3 (79%).



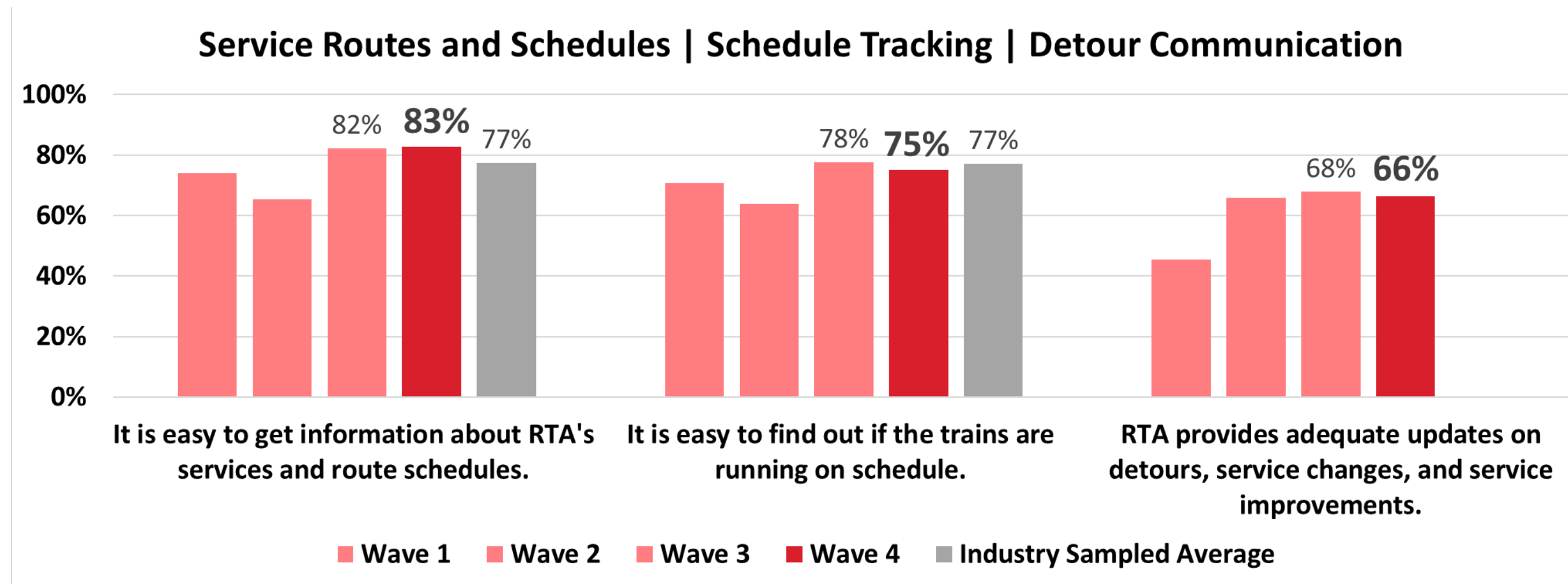
Issue Resolution

- 18% of Rail Customers have contacted RTA with a question, concern, or complaint in the last three months, which is the same as Wave 3 (16%).
- Of the 18% (74 respondents) who contacted RTA, 62% agreed that their issue was resolved, which is the same as Wave 3 (63%).



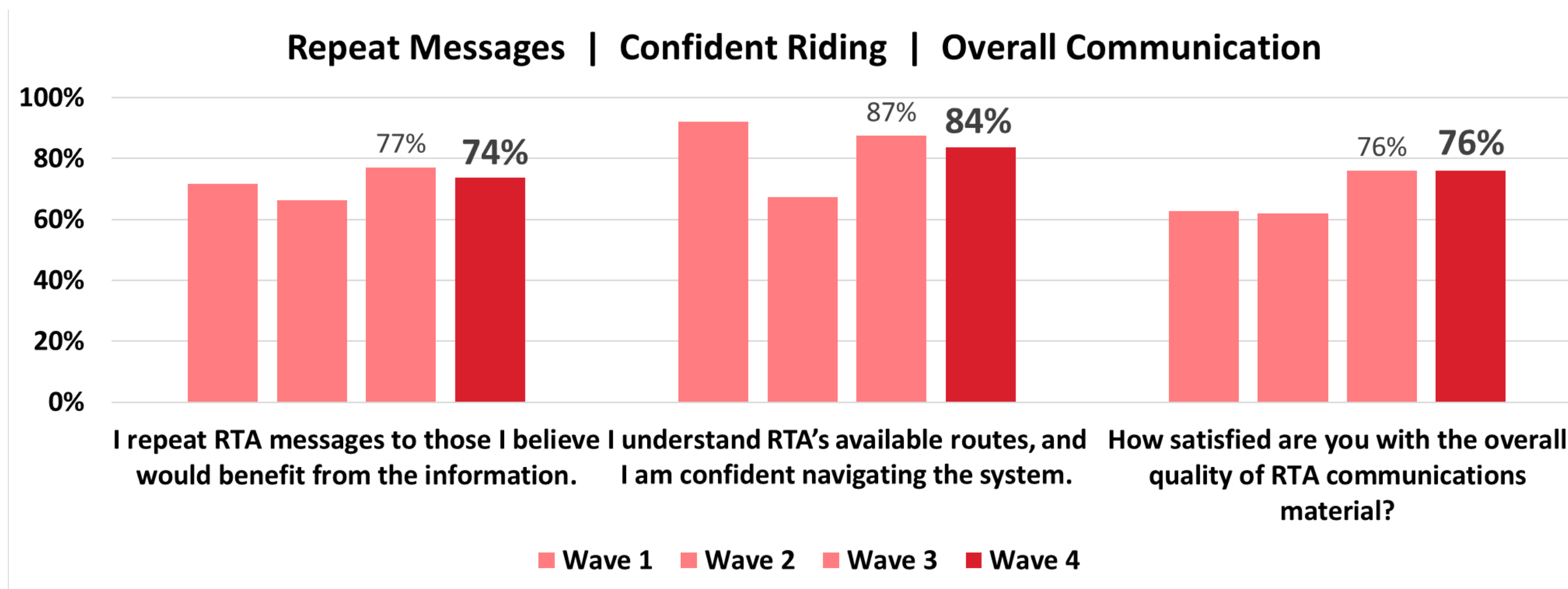
Communications Materials

- 83% of Rail Customers believe it is easy to get information about RTA's services and route schedules, which is the same as Wave 3 (82%).
- 75% of Rail Customers believe it is easy to find out if the trains are running on schedule, which is the same as Wave 3 (78%).
- 66% of Rail Customers believe RTA provides adequate updates on detours, service changes, and service improvements, which is about the same as Wave 3 (68%).



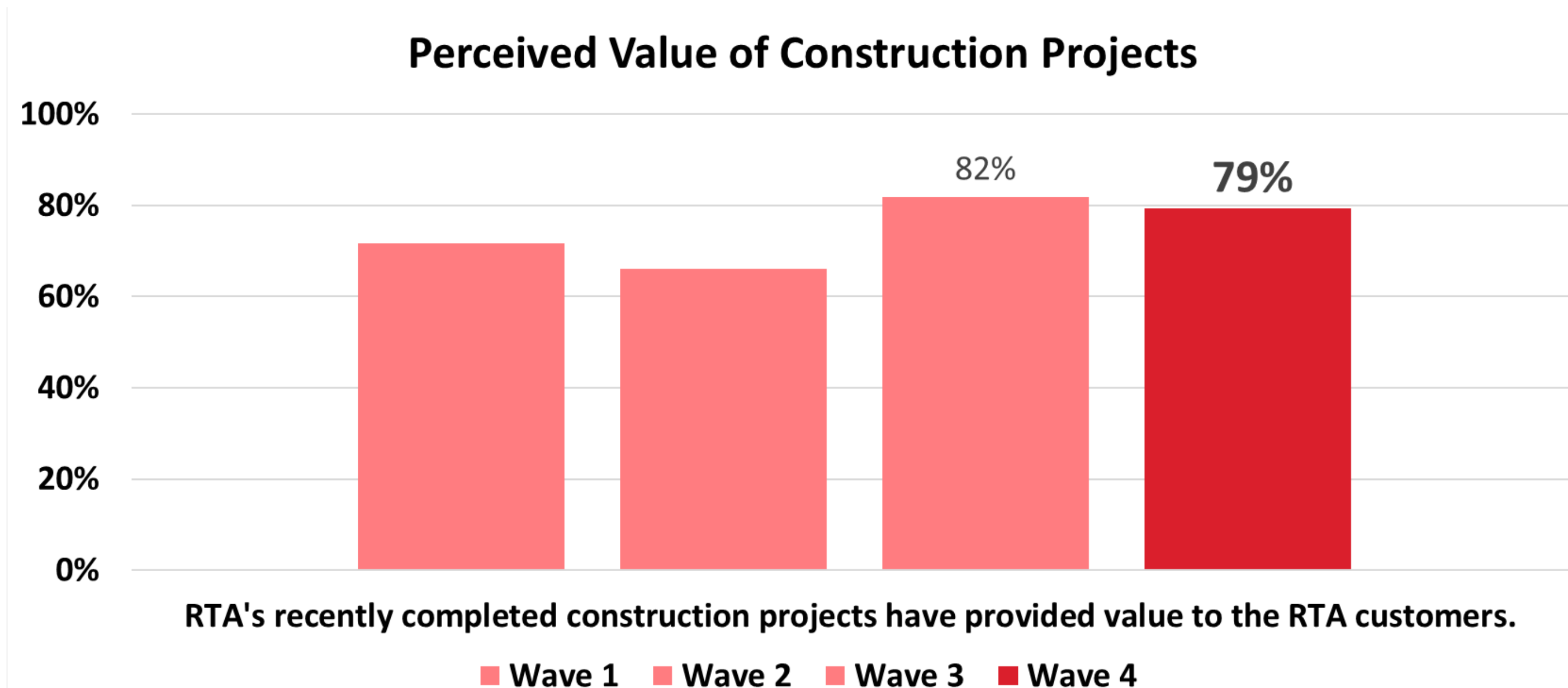
Communications Materials

- 74% of Rail Customers repeat RTA messages to those they believe would benefit from the information, which is three points lower than Wave 3 (77%).
- 84% of Rail Customers understand RTA's available routes and are confident navigating the system, which three points lower than Wave 3 (87%).
- 76% of Rail Customers are satisfied with the overall quality of RTA communications material, which is the same as Wave 3.



Capital Projects

- 79% of Rail Customers believe RTA's recently completed construction projects have provided value, which is three points lower than Wave 3 (82%).

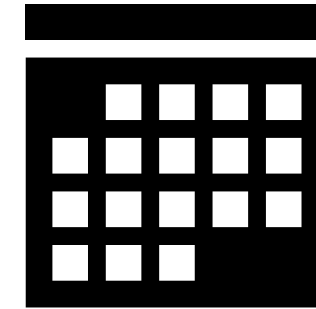


Paratransit

Methodology – Paratransit



Telephone calls to customers who have taken at least one trip in the previous 6 months through random sampling.



14 day phone survey
(November 30 to
December 14, 2022)



371

completed surveys

95% confidence level
+/- 5.1% margin of error

Administered by trained surveyors.

Customers were entered into a raffle for a chance to receive a \$100 gift card as an incentive for completing the survey.

Methodology

Paratransit Industry Sampled Average

- Where questions are comparable, results are compared to TransPro's industry database, containing survey data from transit agencies like CATS in Charlotte, MATA in Memphis, RTD in Denver, TARTA in Toledo, and others.
- Industry averages are calculated using a 2-year rolling average to ensure averages are representative of the current market.
- For agencies containing multiple survey wave results, TransPro only uses the latest survey results in the database to ensure that the Industry Sampled Average is not skewed towards a specific agency.

Paratransit Results Overview

9 out of 10 Customers are satisfied with the Paratransit service.

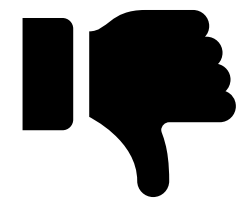
86% of Paratransit Customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



- ▶ Paratransit can take me to the places I need to go (97%)
- ▶ Safety on the vehicle (97%)
- ▶ Safe Driving (94%)

Customers are **LEAST** satisfied with...



- ▶ Availability of scheduling staff (76%)
- ▶ On-Time Performance (84%)

Top Most Important Elements of Service to Customers...

1. On-Time Performance
2. Operators being friendly and helpful
3. Safety on the vehicle

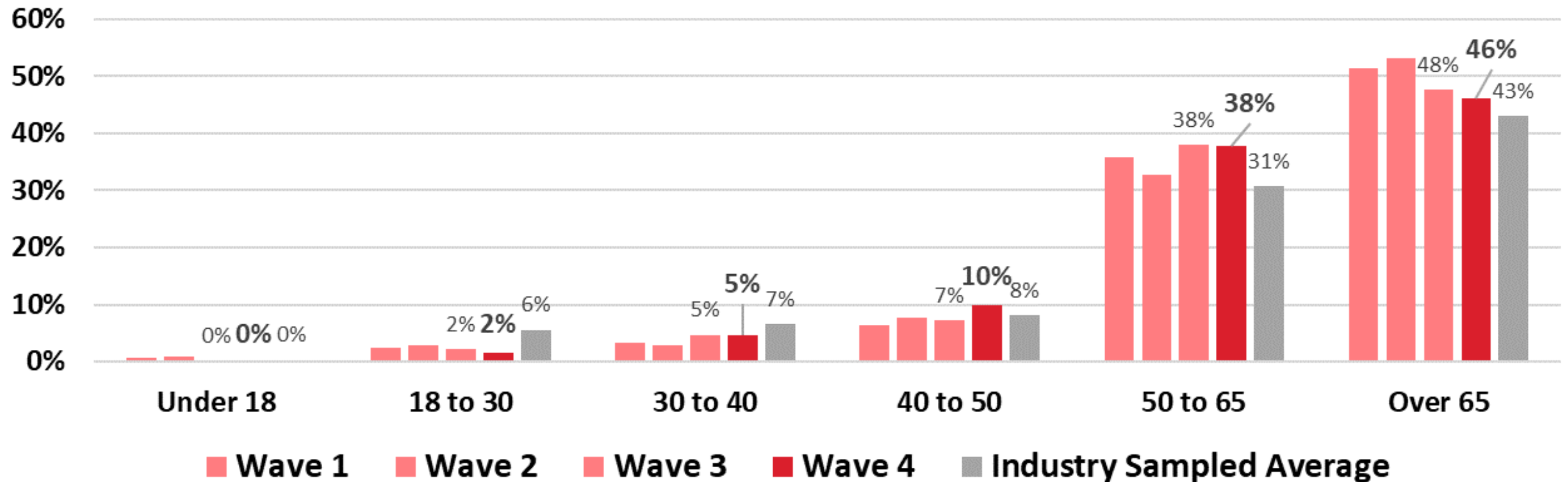
Customer Characteristics

Paratransit

Customer Characteristics

- Paratransit Customers are most frequently over 65 (46%) about the same as Wave 3 (48%).

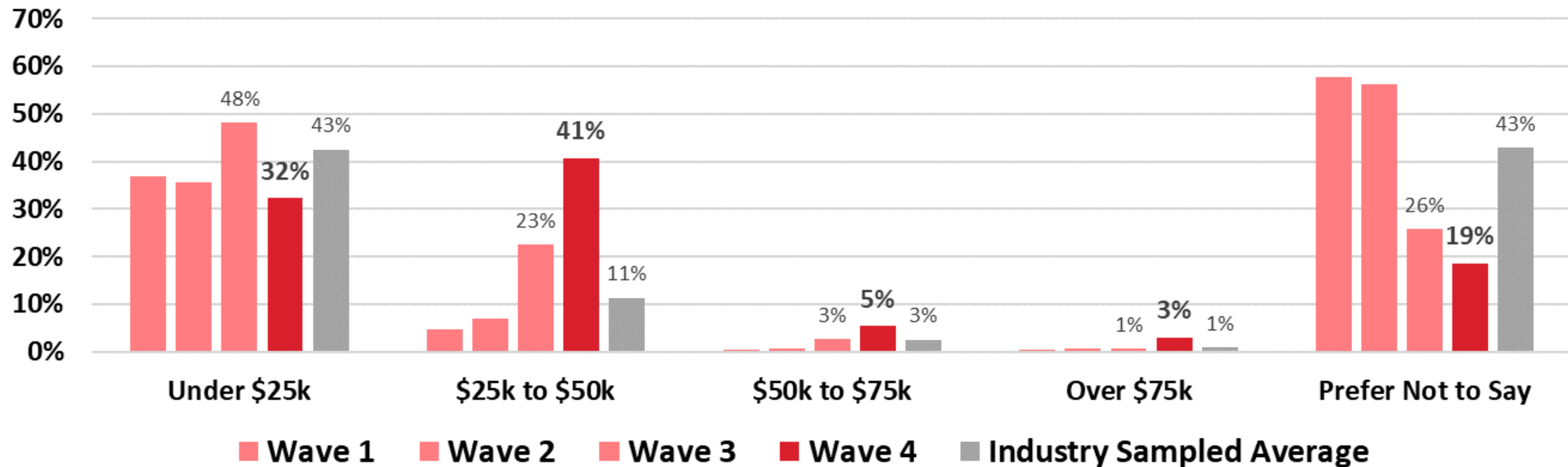
What is your age?



Customer Characteristics

- Paratransit Customers most frequently earn less between \$25,000 and \$50,000 annually (41%).
- 19% of Paratransit Customers preferred not to provide their annual income, which is significantly lower than the Industry Sampled Average (43%).

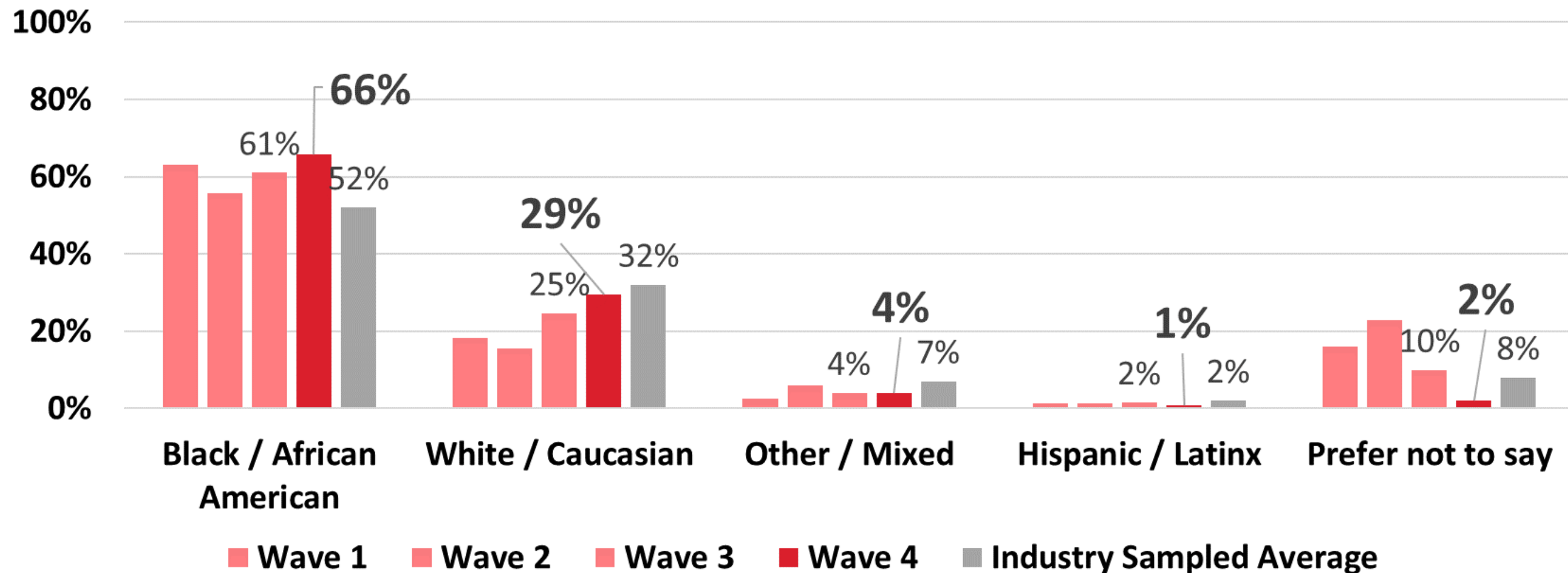
Which category best describes your total annual household income?



Customer Characteristics

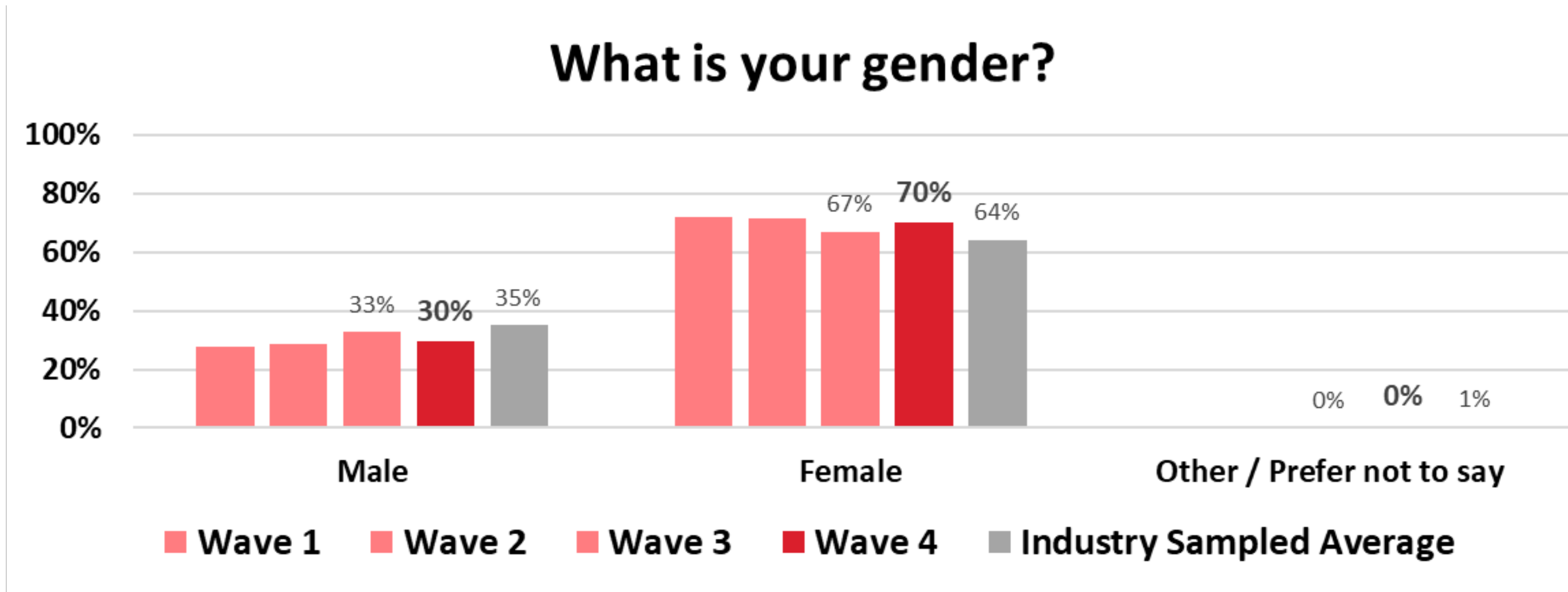
- Paratransit Customers are most frequently Black / African American (66%), which is in line with previous waves.
- Only 2% of Paratransit Customers did not provide their race/ethnicity; significantly lower than in previous waves.

What is your race/ethnicity?



Customer Characteristics

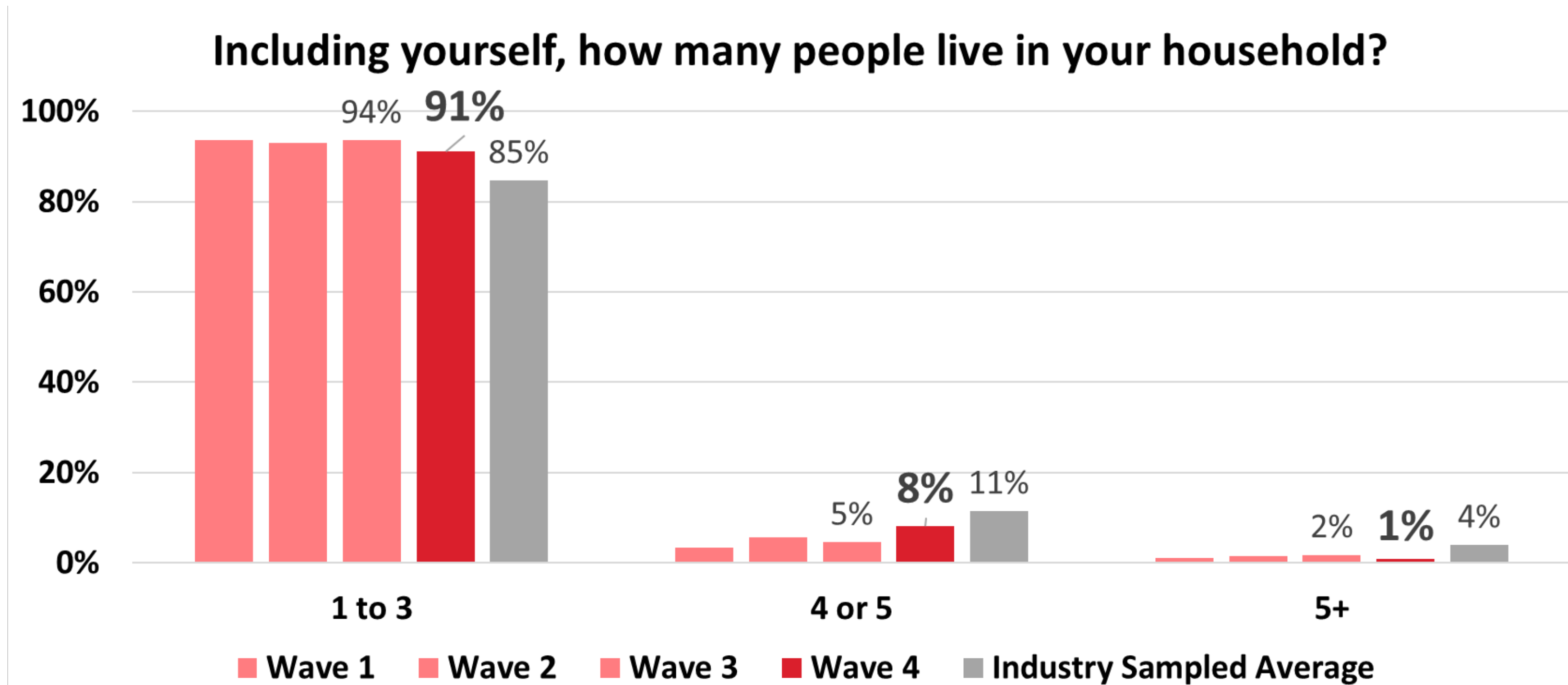
Paratransit Customers are most frequently Female (70%), higher than the Industry Sampled Average (64%).



Household Size

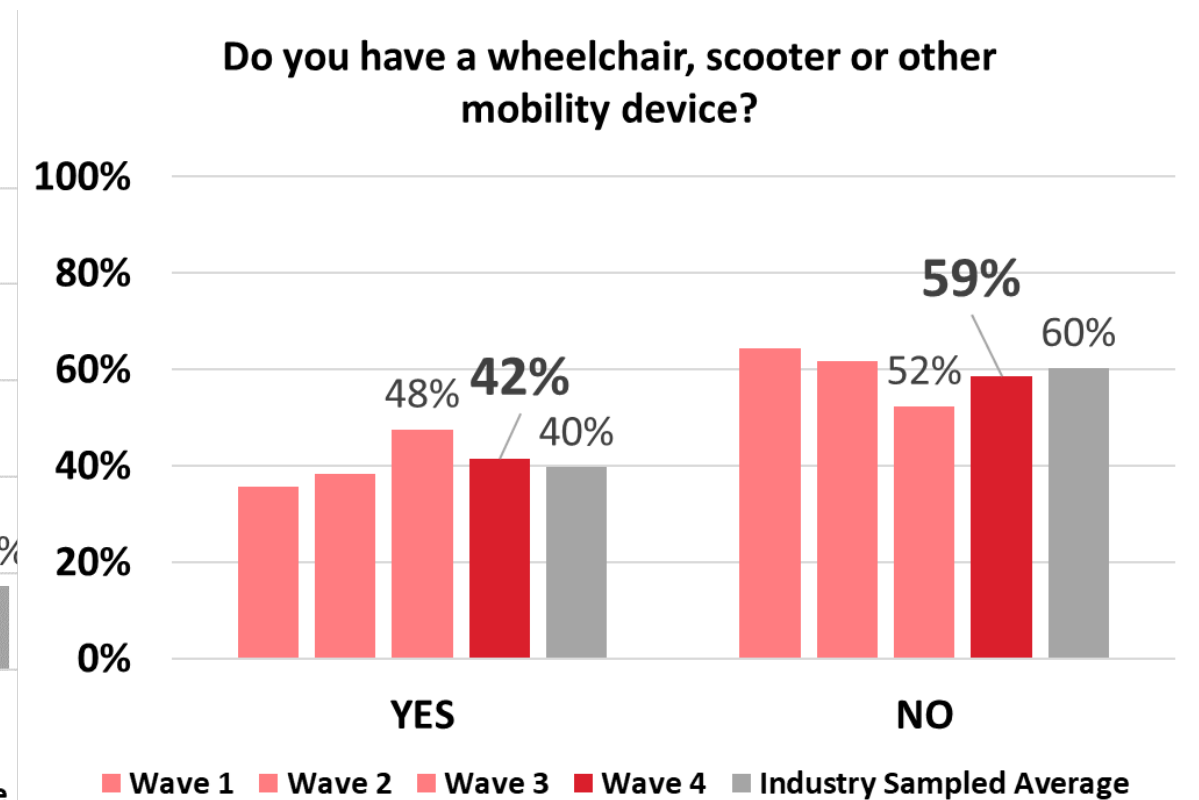
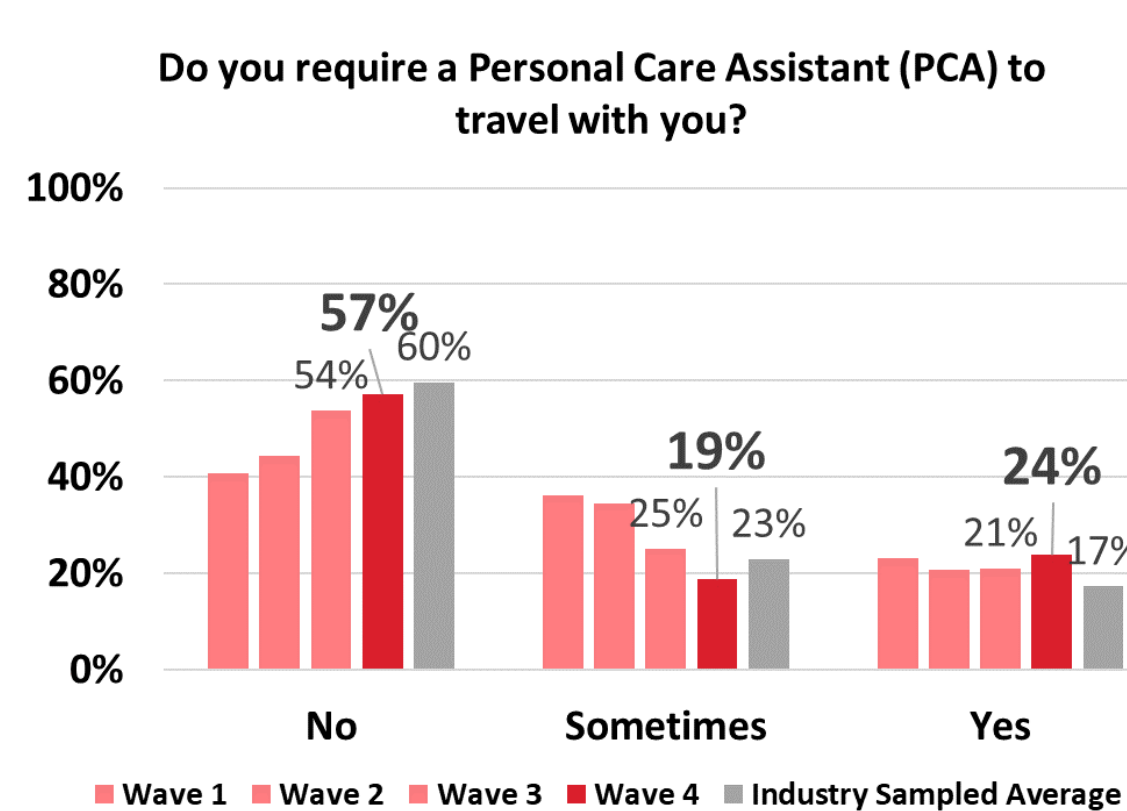
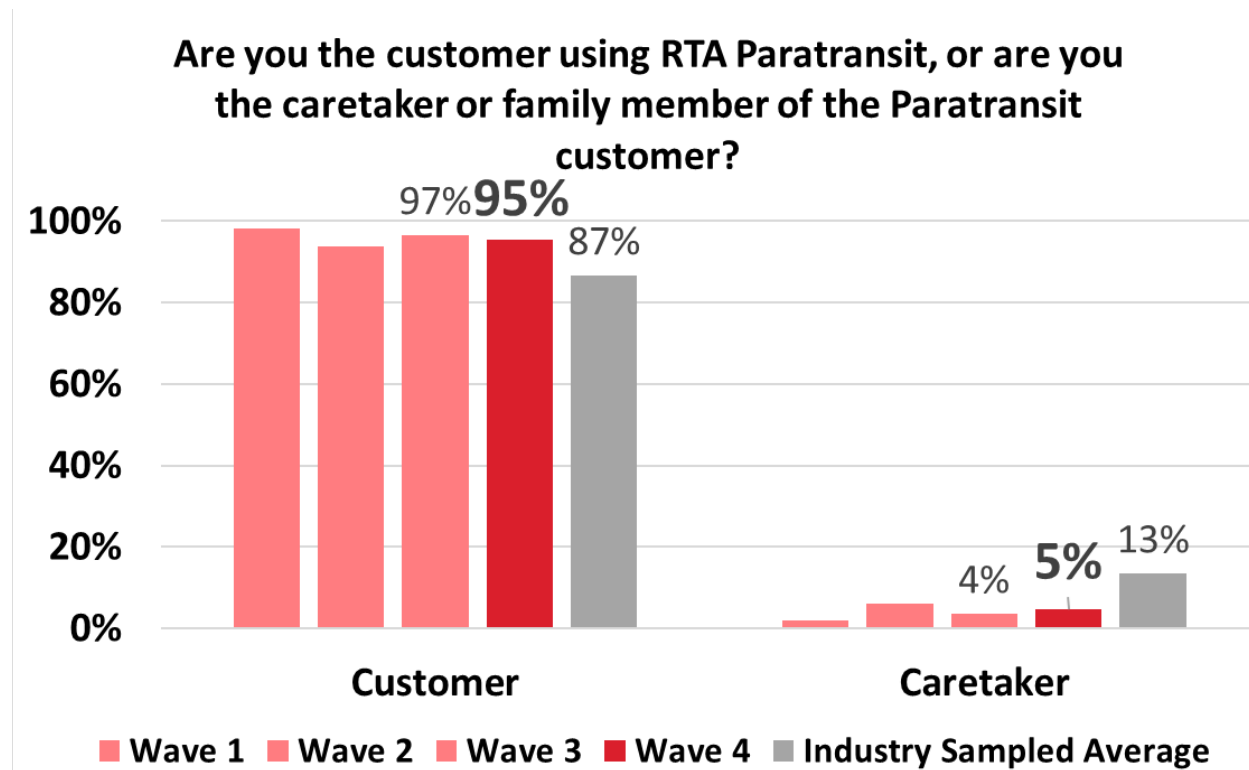
Paratransit Customers most frequently have household sizes of 1-3 people (74%).

(Note prior surveys grouped this by 1-2 and then 3-5 and 5+, change was made to match average.)



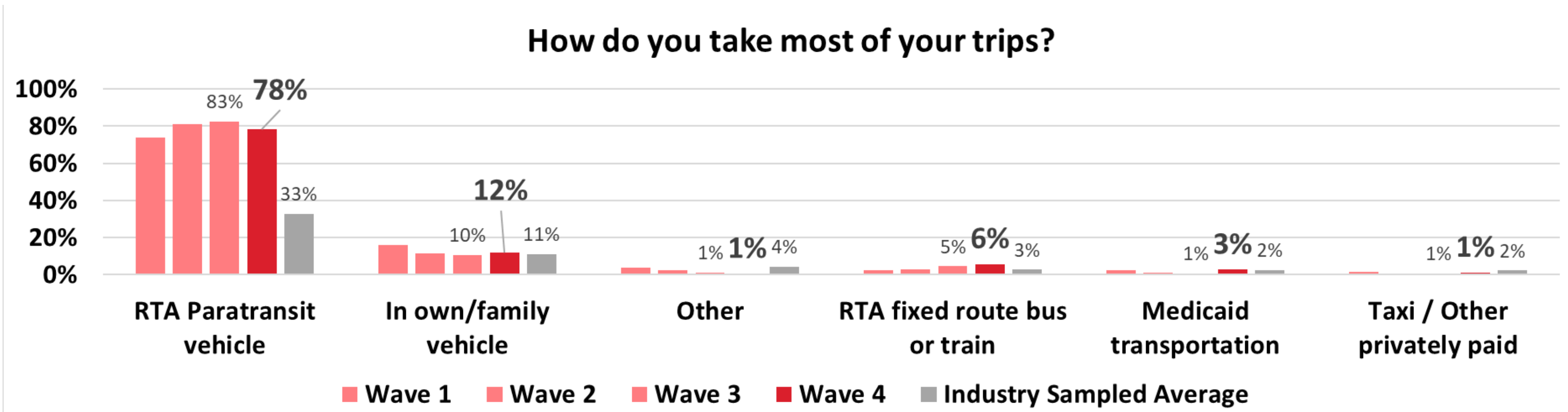
Customer Characteristics

- 95% of respondents were the Paratransit Customer themselves, which is the same as Wave 3 (97%).
- 24% of Paratransit Customers require a PCA to travel, the same as Wave 3 (21%).
- 42% of Paratransit Customers have a mobility device, which six points lower than Wave 3 (48%).



Trip Mode

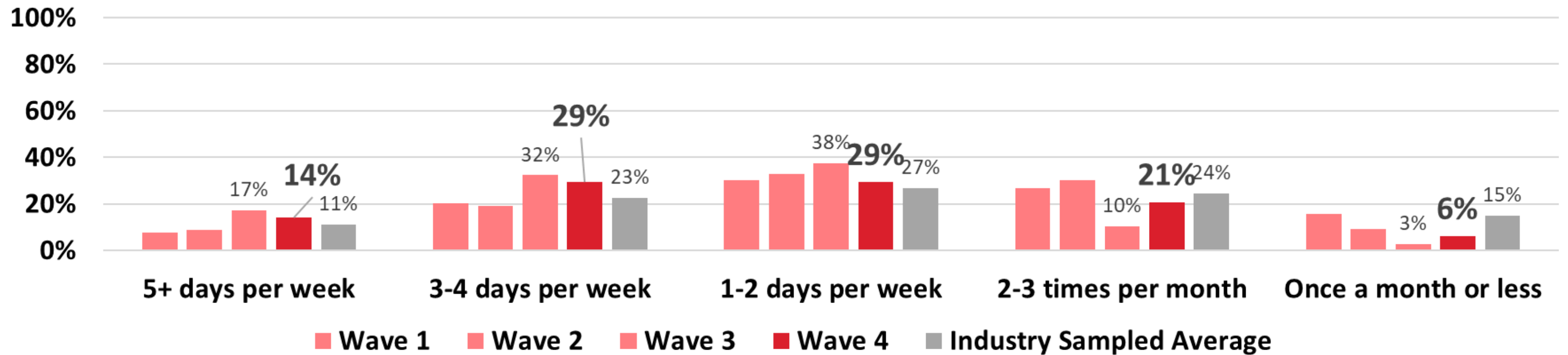
- Paratransit Customers most often take RTA Paratransit vehicles for their trips (78%), which is the five points lower than Wave 3 (83%).



Trip Frequency

Paratransit Customers are maintaining an increase in the the frequency of their trips.

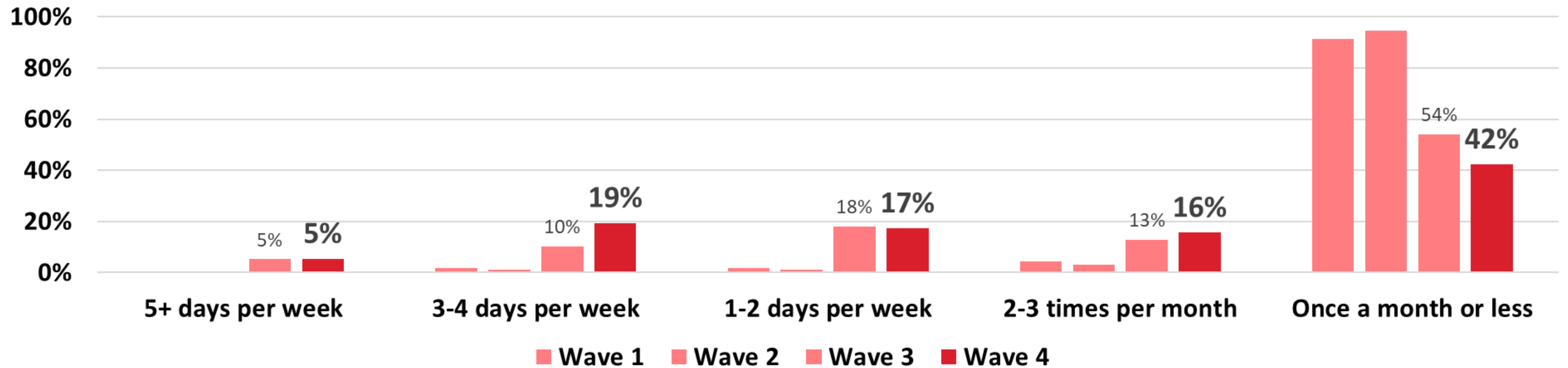
How often do you take RTA paratransit service trips?



Other Mode Usage

Paratransit Customers are still riding other RTA services much more frequently now.

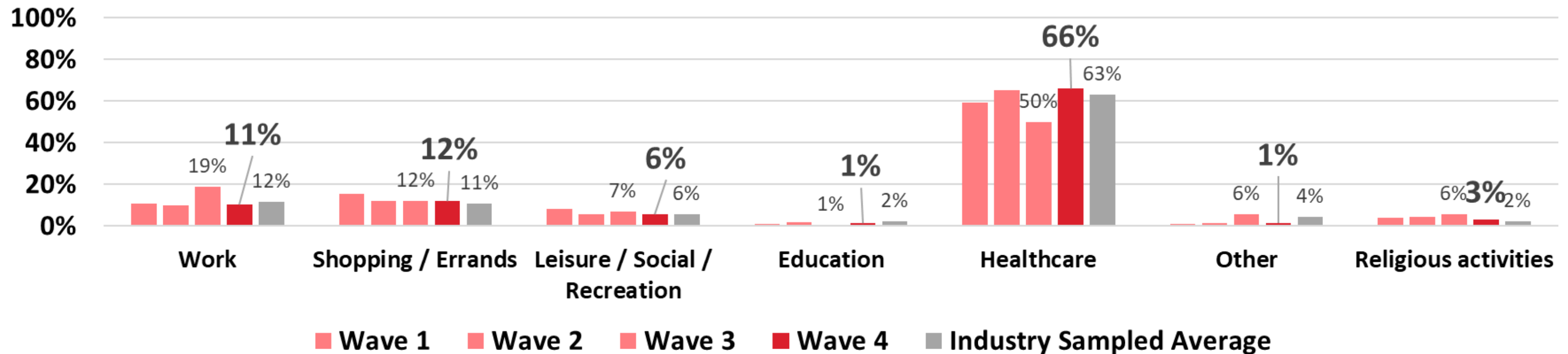
How often do you ride other RTA services such as the bus, BRT, or Red/Blue/Green Lines?



Trip Purpose

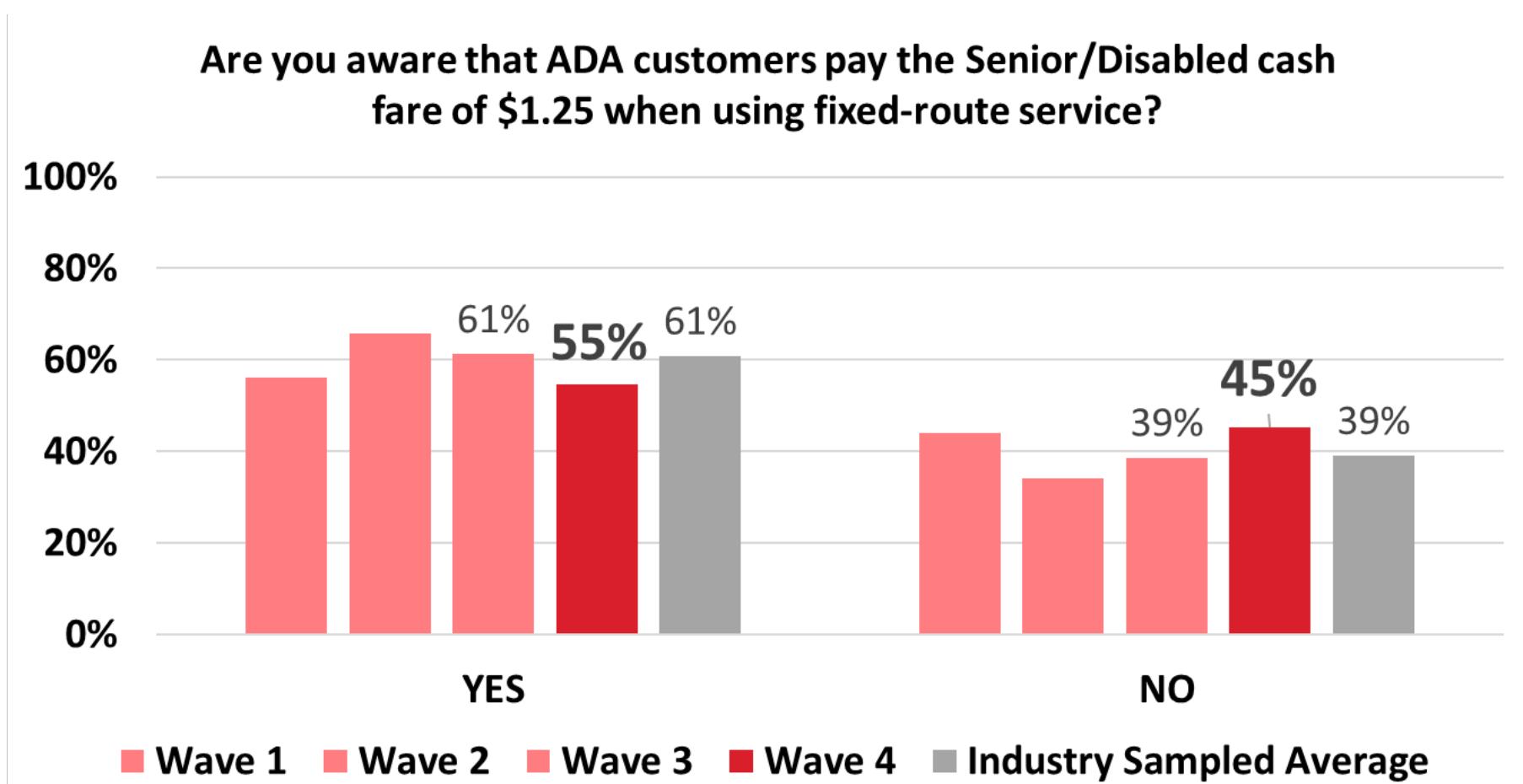
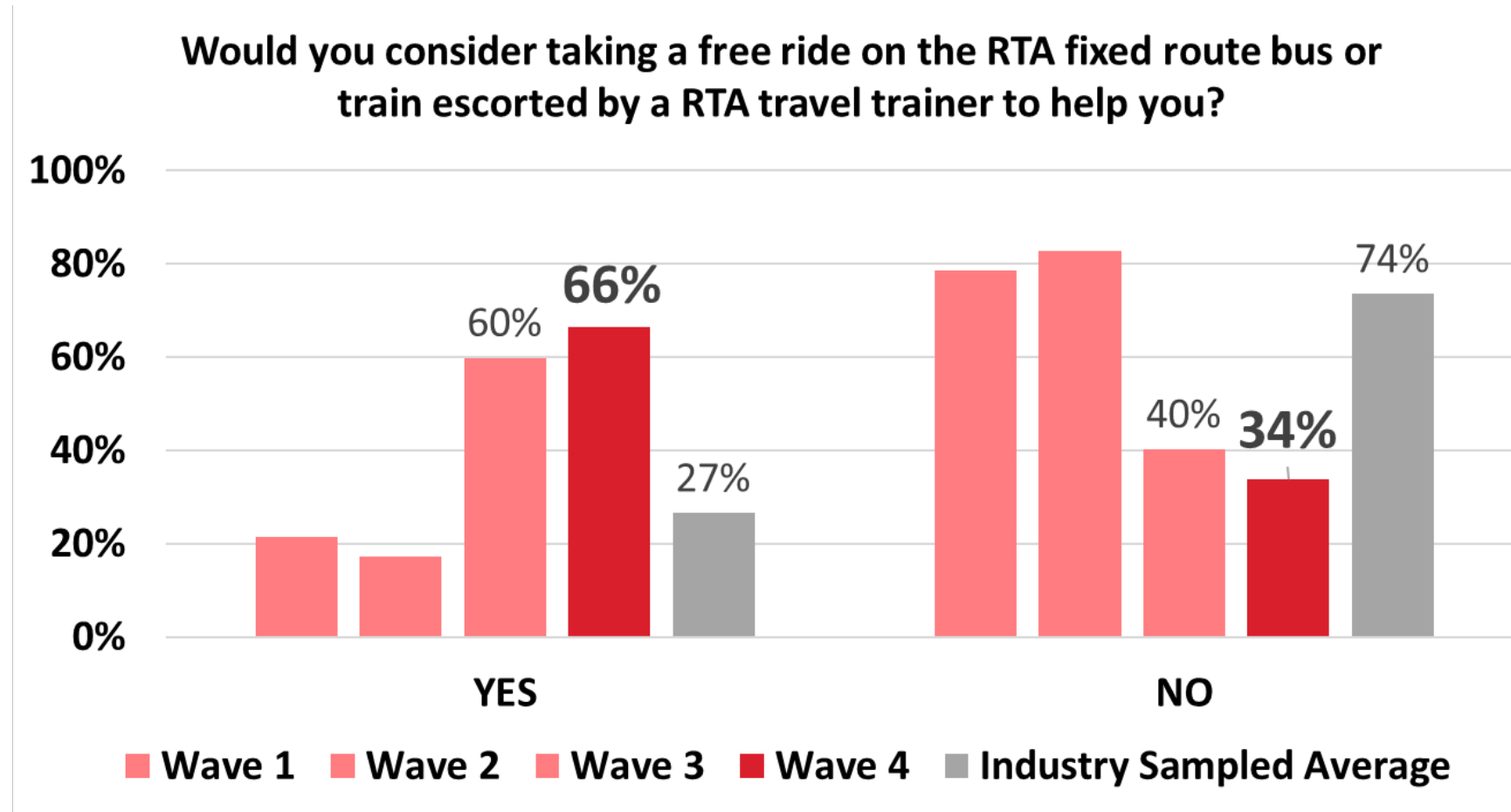
Paratransit Customers most frequently use the service for Healthcare trips (66%), which is 16 points higher than Wave 3 (50%).

What type of trips do you take most often on RTA paratransit?



Policy Questions

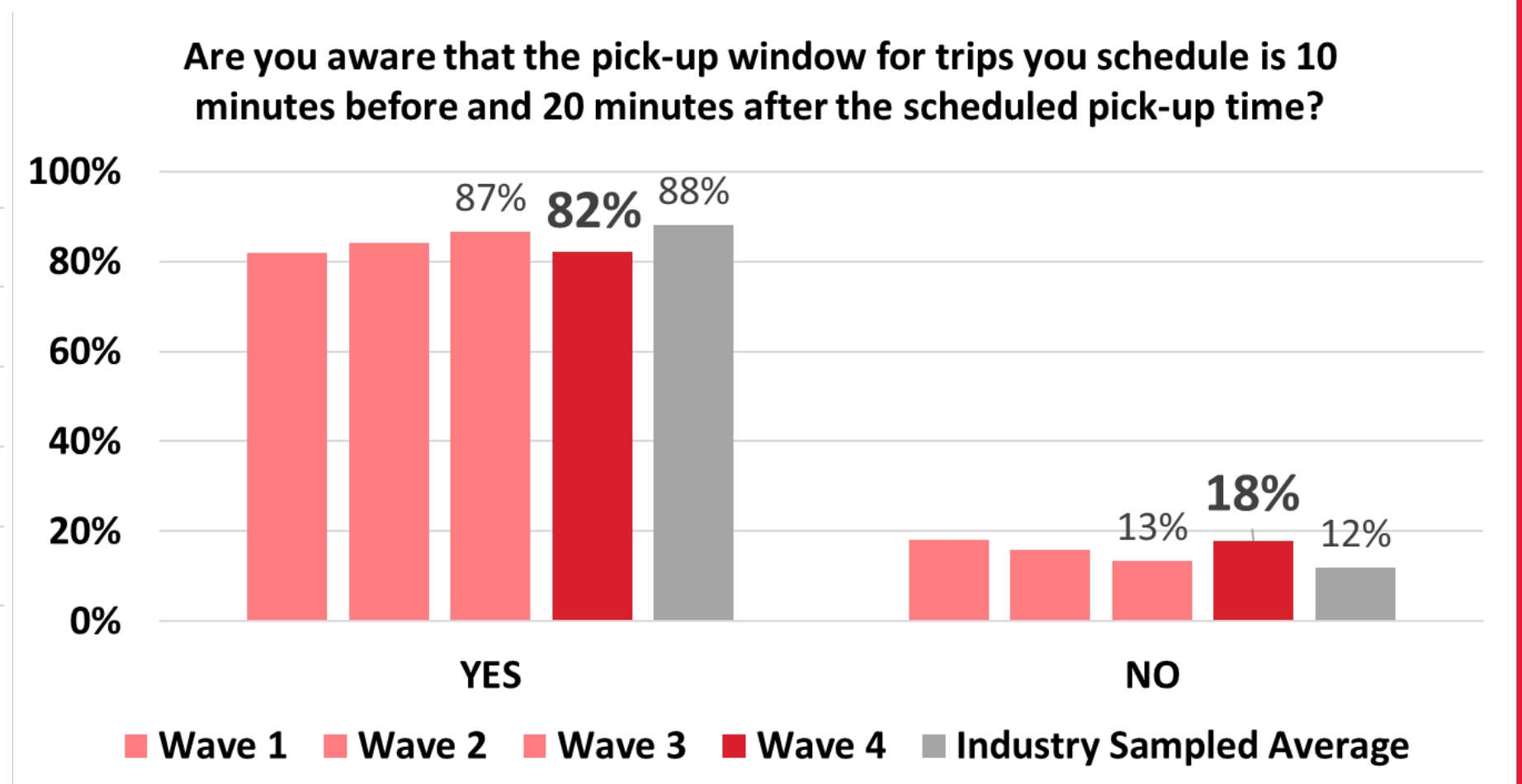
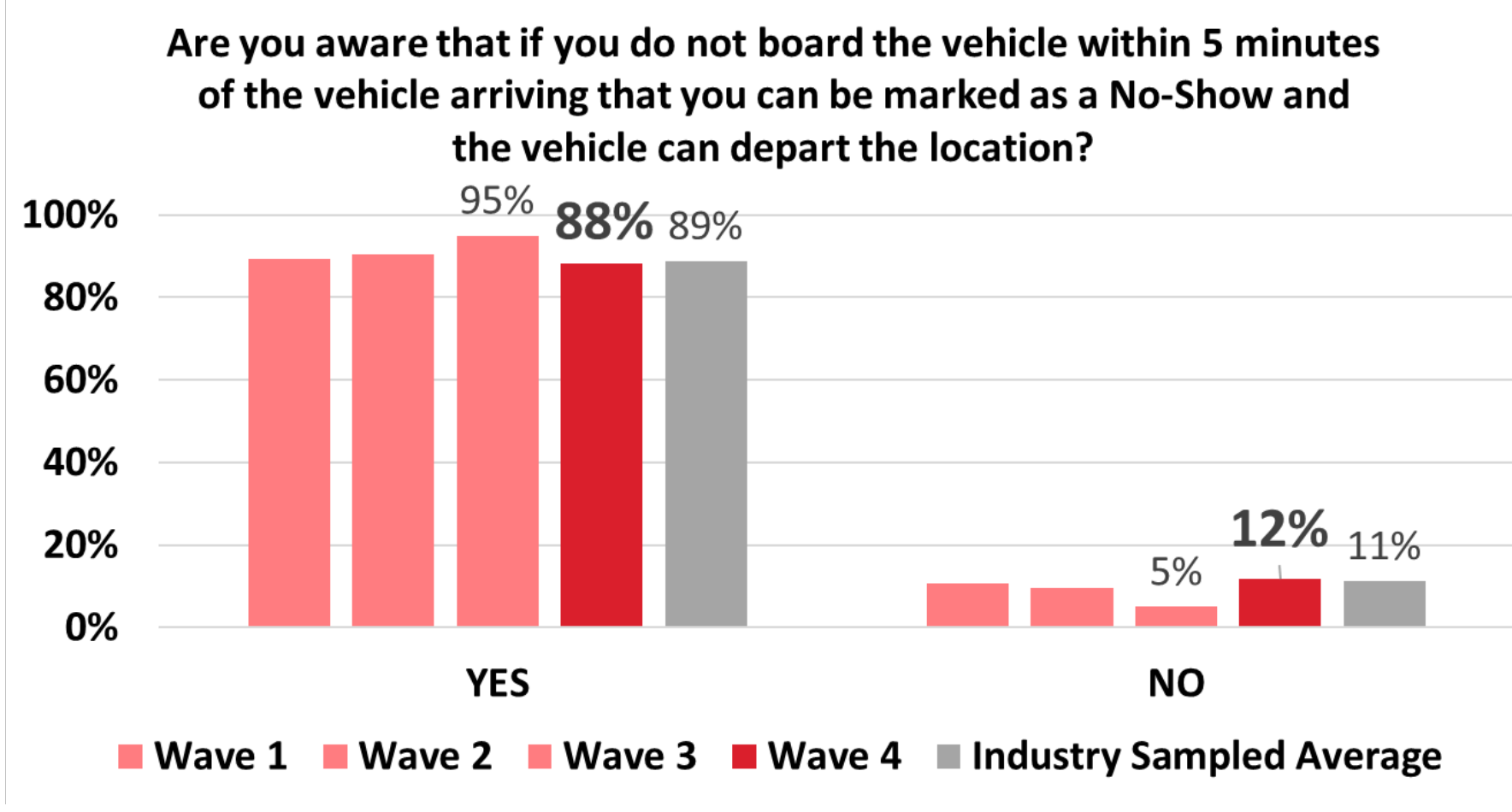
- 66% of Paratransit Customers would consider taking a free ride escorted by a travel trainer, which remains significantly higher than previous surveys (60%).
- 55% of Paratransit Customers are aware of the Senior/Disabled cash fare for fixed-route service, which is six points lower than Wave 3 (61%).



Policy Awareness

Awareness of Paratransit Policy continues to improve:

- 88% of Paratransit Customers are aware of the No-Show policy, down from Wave 3 (95%).
- 82% of Paratransit Customers are aware of the pick-up window for trips, down from Wave 3 (87%).



Customer Impressions

Paratransit

Net Promoter Score

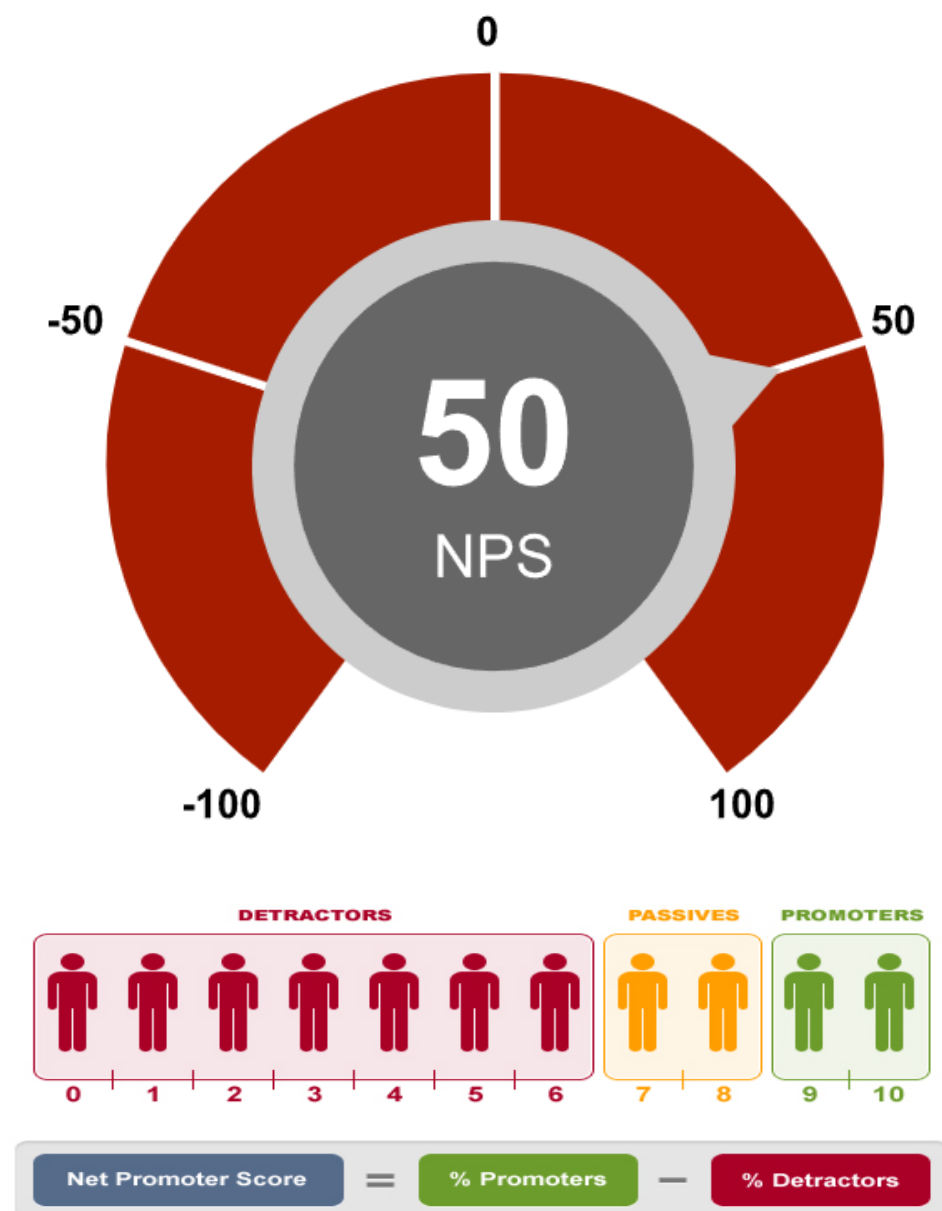
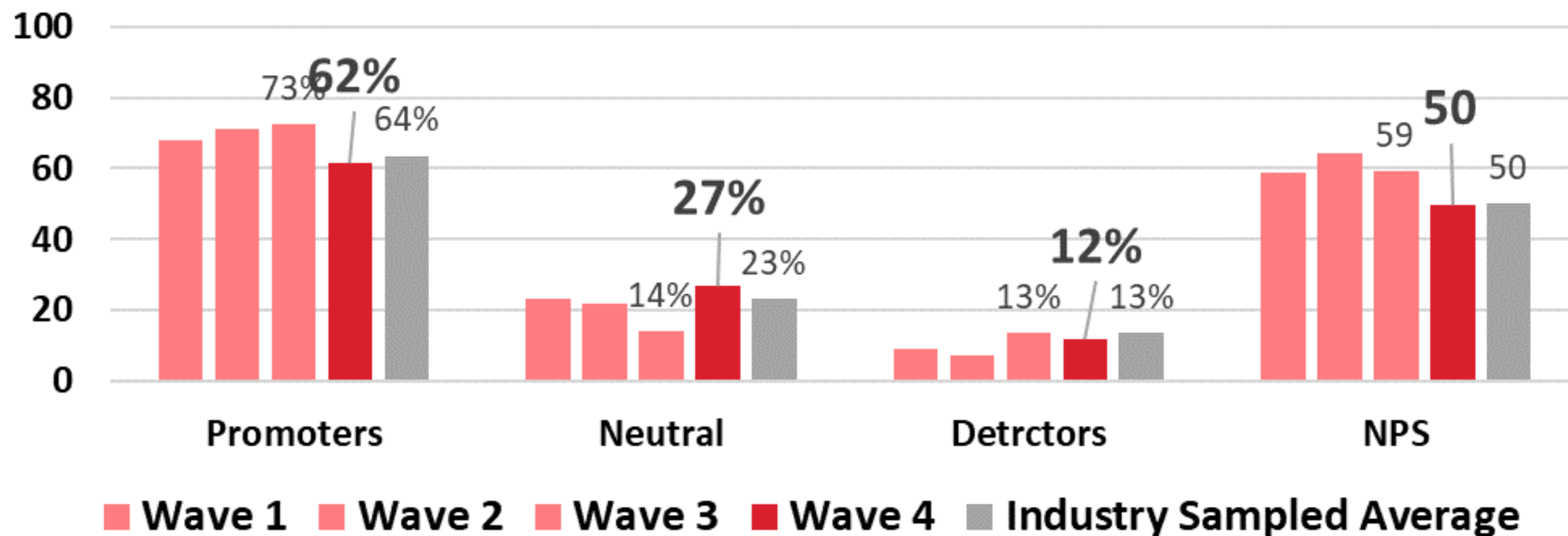
Paratransit

TransPro Insight

RTA's Paratransit NPS continues to be the same as the NPS of the Paratransit industry. While improvements should continue to be made, celebrations should also be made with the Paratransit team for their excellent results.

RTA's Paratransit NPS is 50%, which is nine points lower than Wave 3 (59).

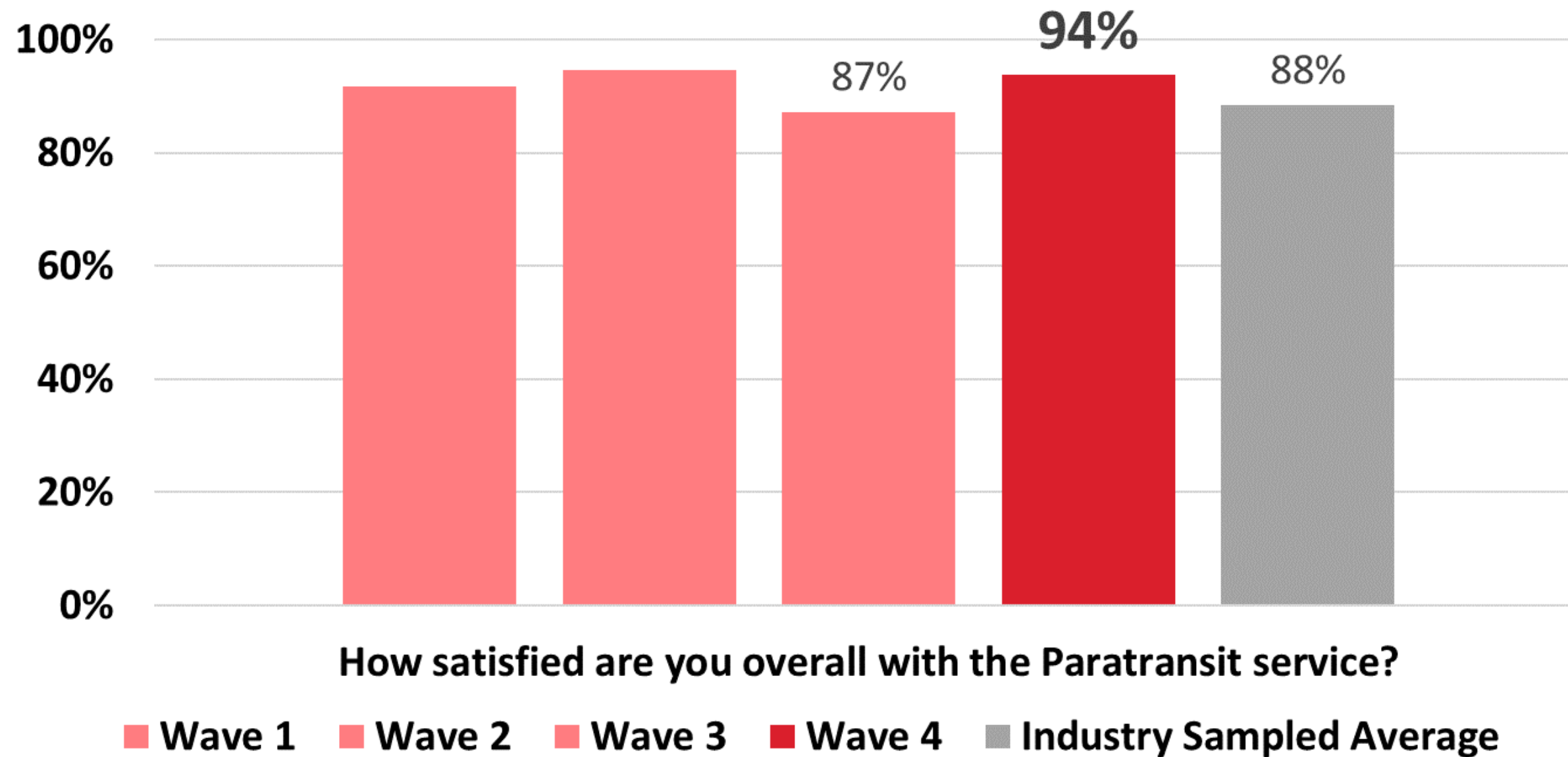
All things considered, how likely would you be to recommend riding an RTA train to a friend or neighbor?



Paratransit Satisfaction

94% of Paratransit Customers are satisfied with the overall service, which is seven points higher than Wave 3 (87%).

Overall Satisfaction with Paratransit Service

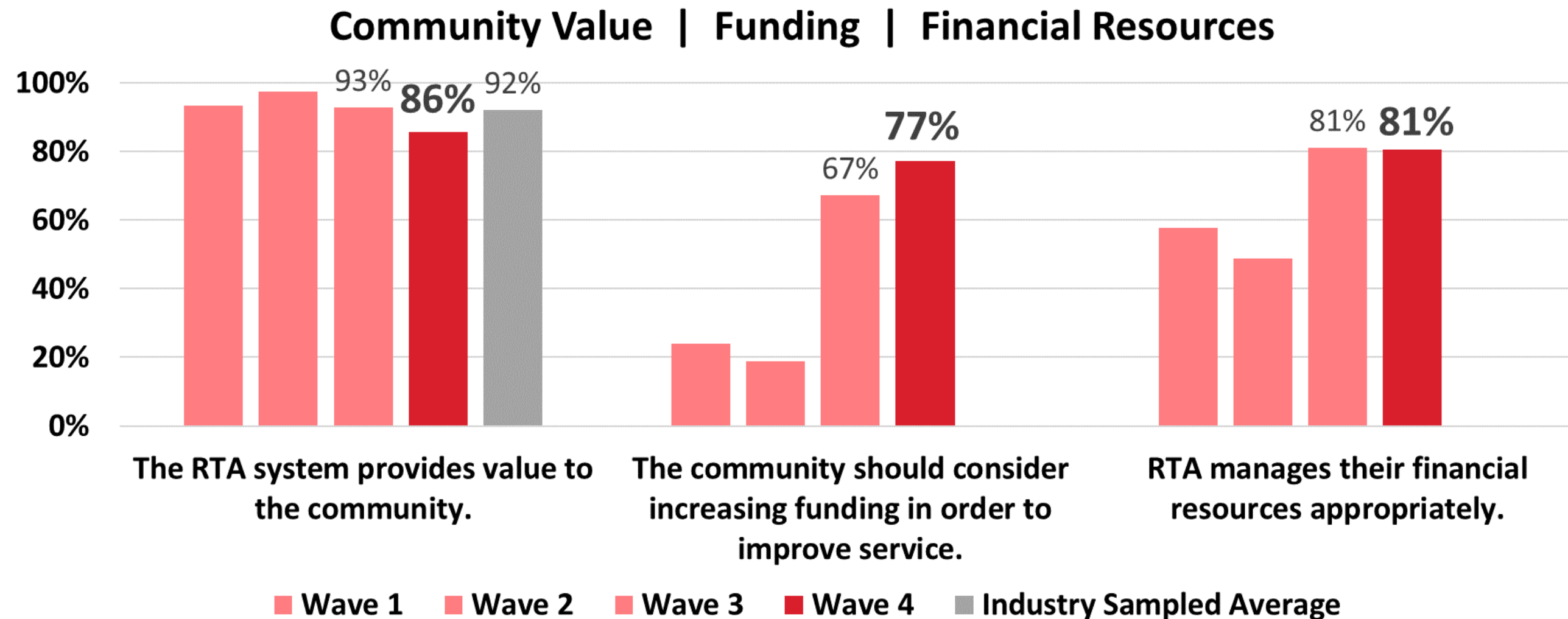


Customer Perception of GCRTA

86% of Paratransit Customers agree the RTA system provides value to the community, which is seven points lower than Wave 3 (93%).

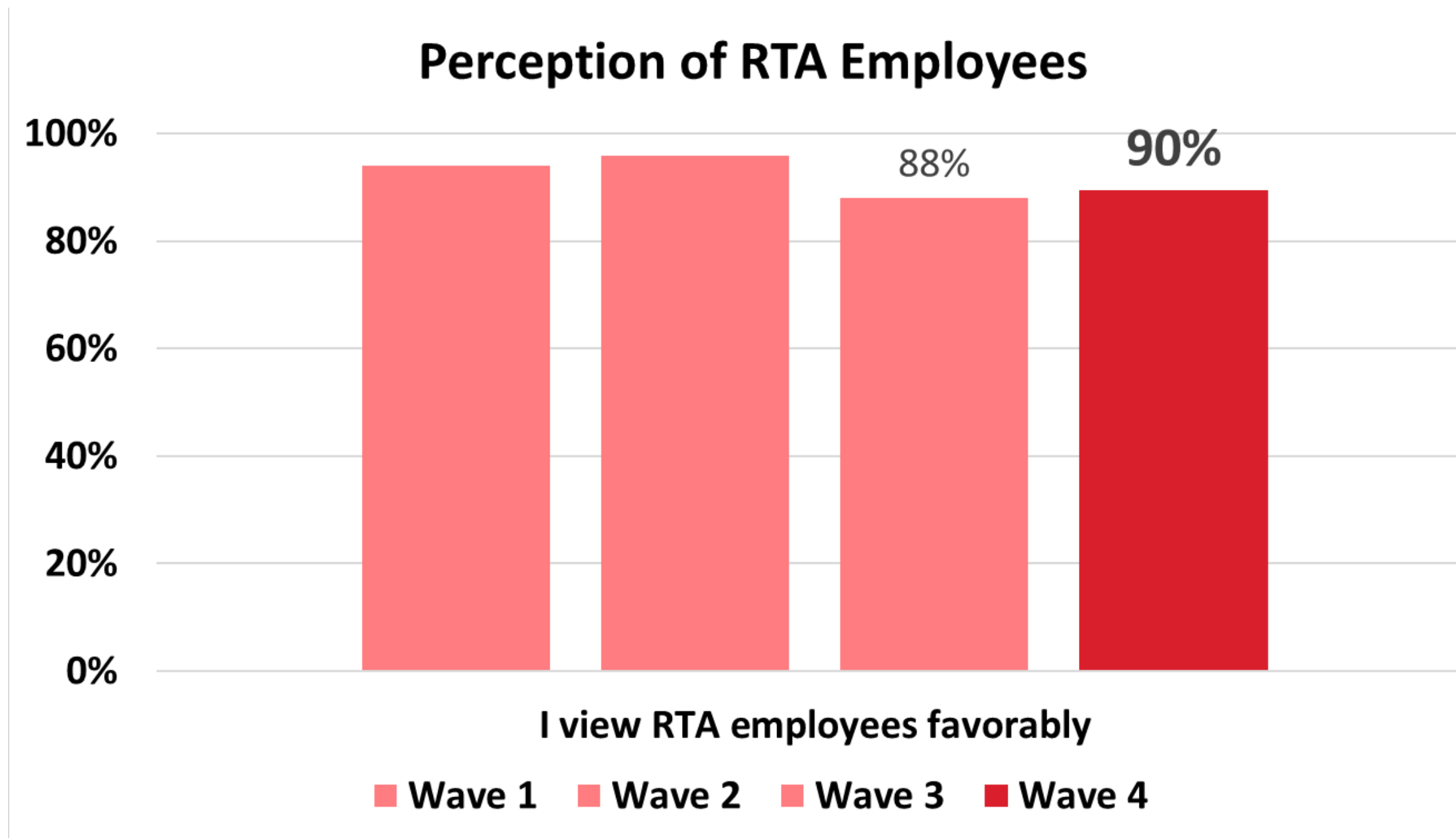
77% of Paratransit Customers agree RTA manages their financial resources appropriately, which ten points higher than Wave 3 (67%).

81% of Paratransit Customers agree the community should consider increasing funding in order to improve the service, which the same as Wave 3.



Customer Perception of GCRTA Employees

90% of Paratransit Customers view RTA employees favorably, which is about the same as Wave 3 (88%).



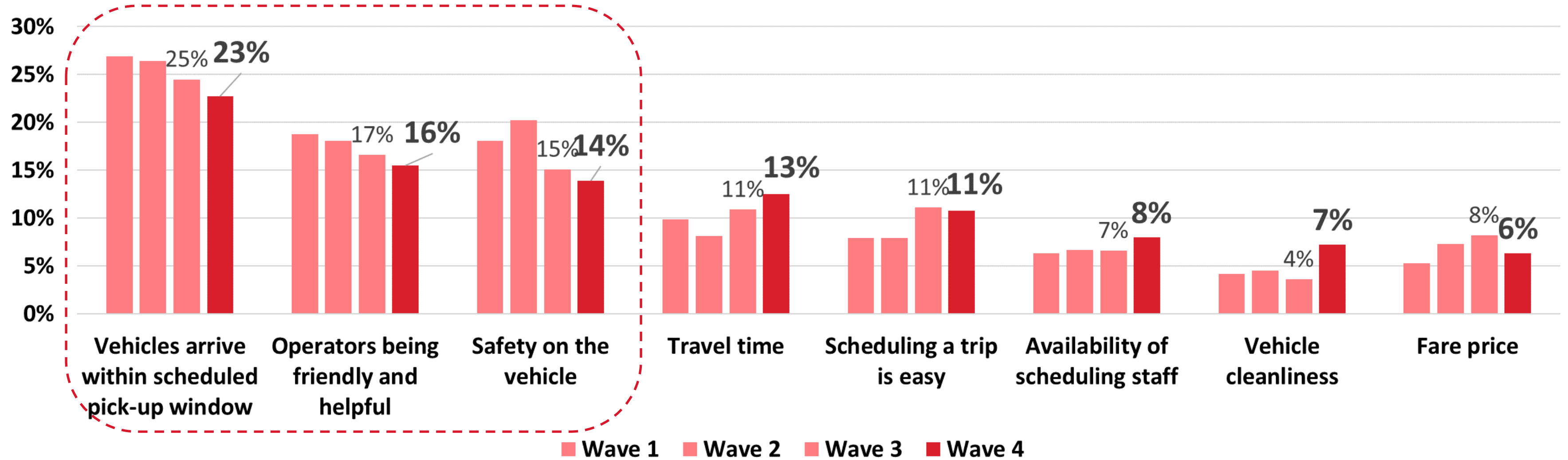
Customer Importance Factors

Paratransit

Top Customer Importance Factors

- The top importance factors to Paratransit Customers are On-Time Performance, Safety on the vehicle, and Operators being friendly and helpful.

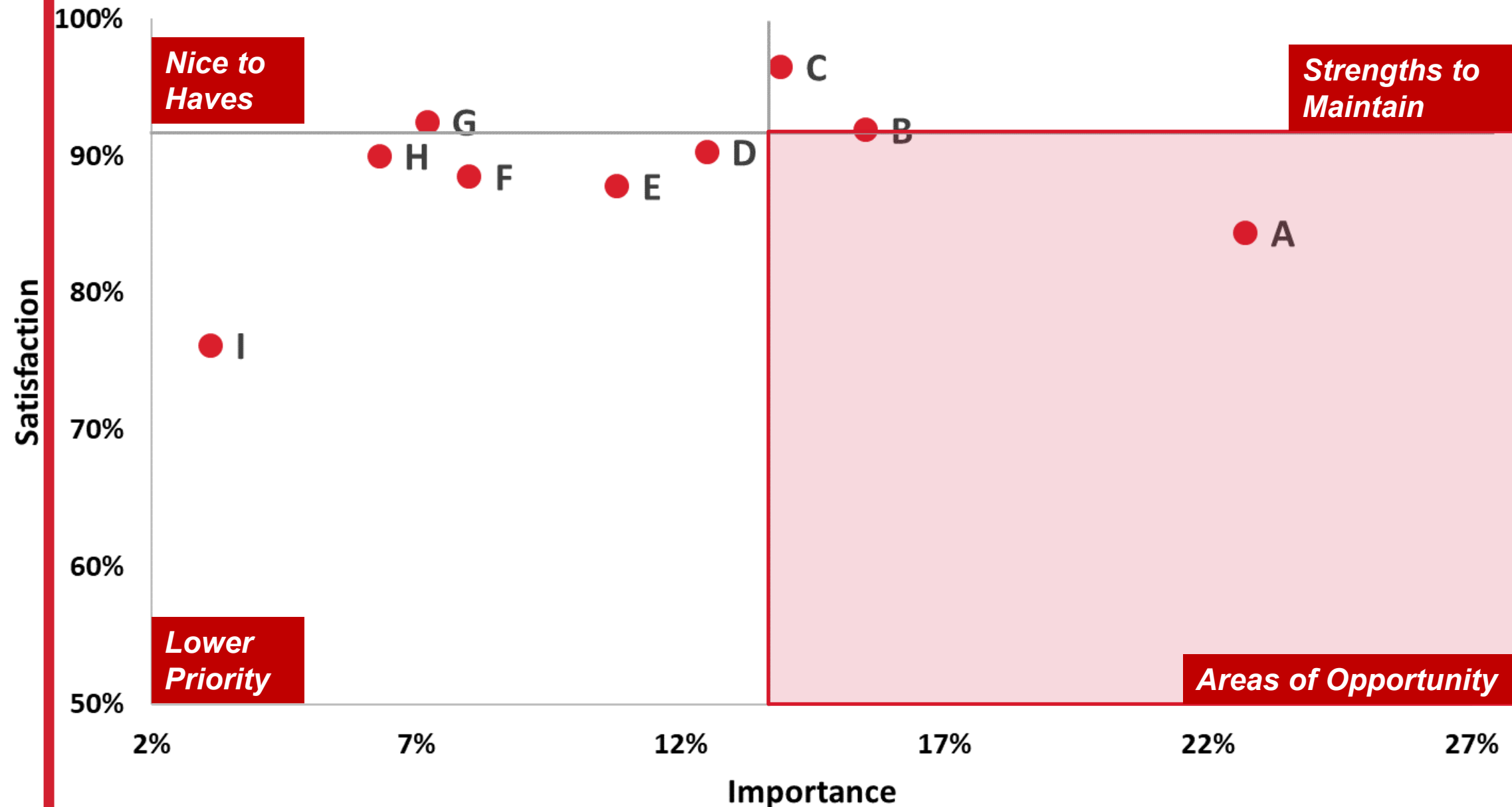
Top Importance Factors



Key Driver Analysis

TransPro Insight
Focus should be placed on improving performance in on-time performance, as it stands out as the most important to customers (22%).

Satisfaction VS Importance



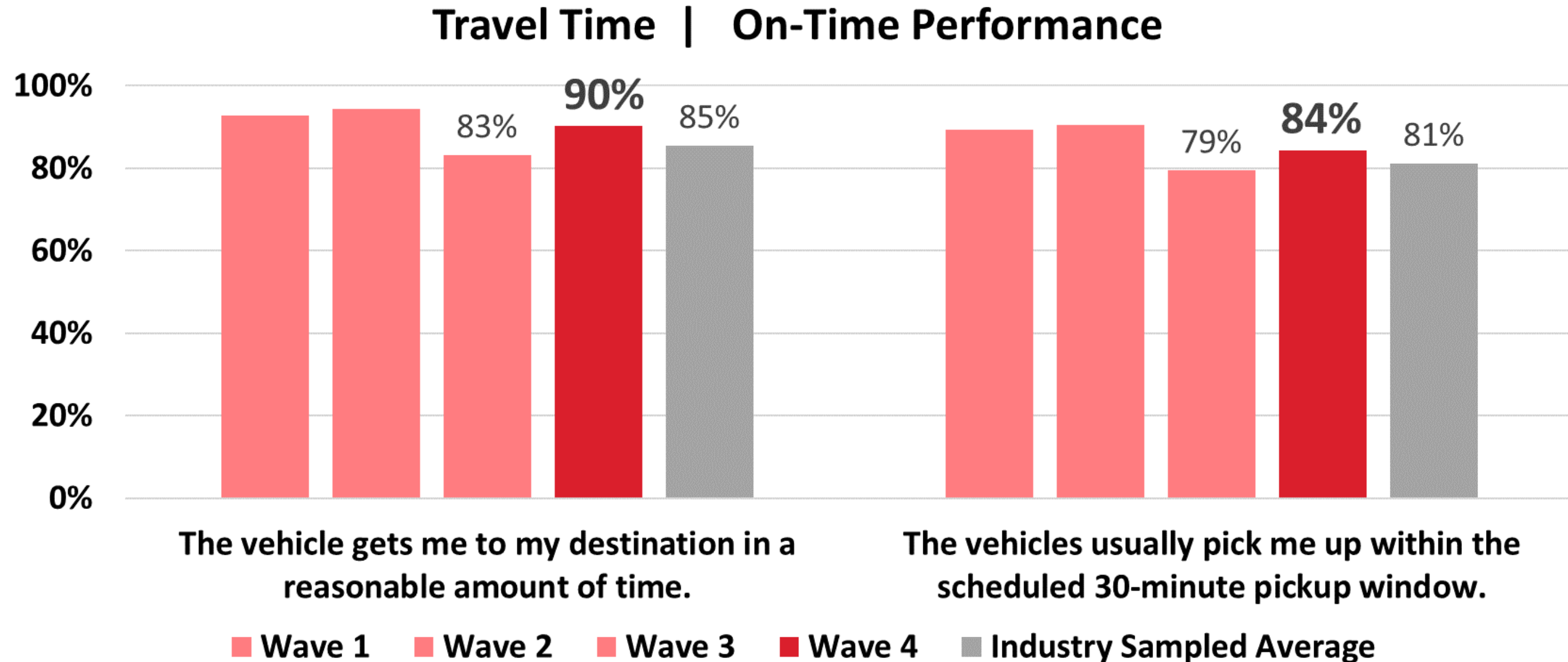
Legend

- A - Vehicles arrive within scheduled pick-up window
- B - Operators being friendly and helpful
- C - Safety on the vehicle
- D - Travel time
- E - Scheduling a trip is easy
- F - Availability of scheduling staff
- G - Vehicle cleanliness
- H - Fare price
- I - Resolving my concerns or complaints

Travel Time and On-Time Performance

- 90% of Paratransit Customers agree that the travel time is satisfactory, which is seven points higher than Wave 3 (83%).
- 84% of Paratransit Customers agree that the vehicles usually picks up within the pickup window, which is five points higher than Wave 3 (79%).

TransPro Insight
On-Time Performance remains the most important area to Customers and should stay a priority to drive customer satisfaction.

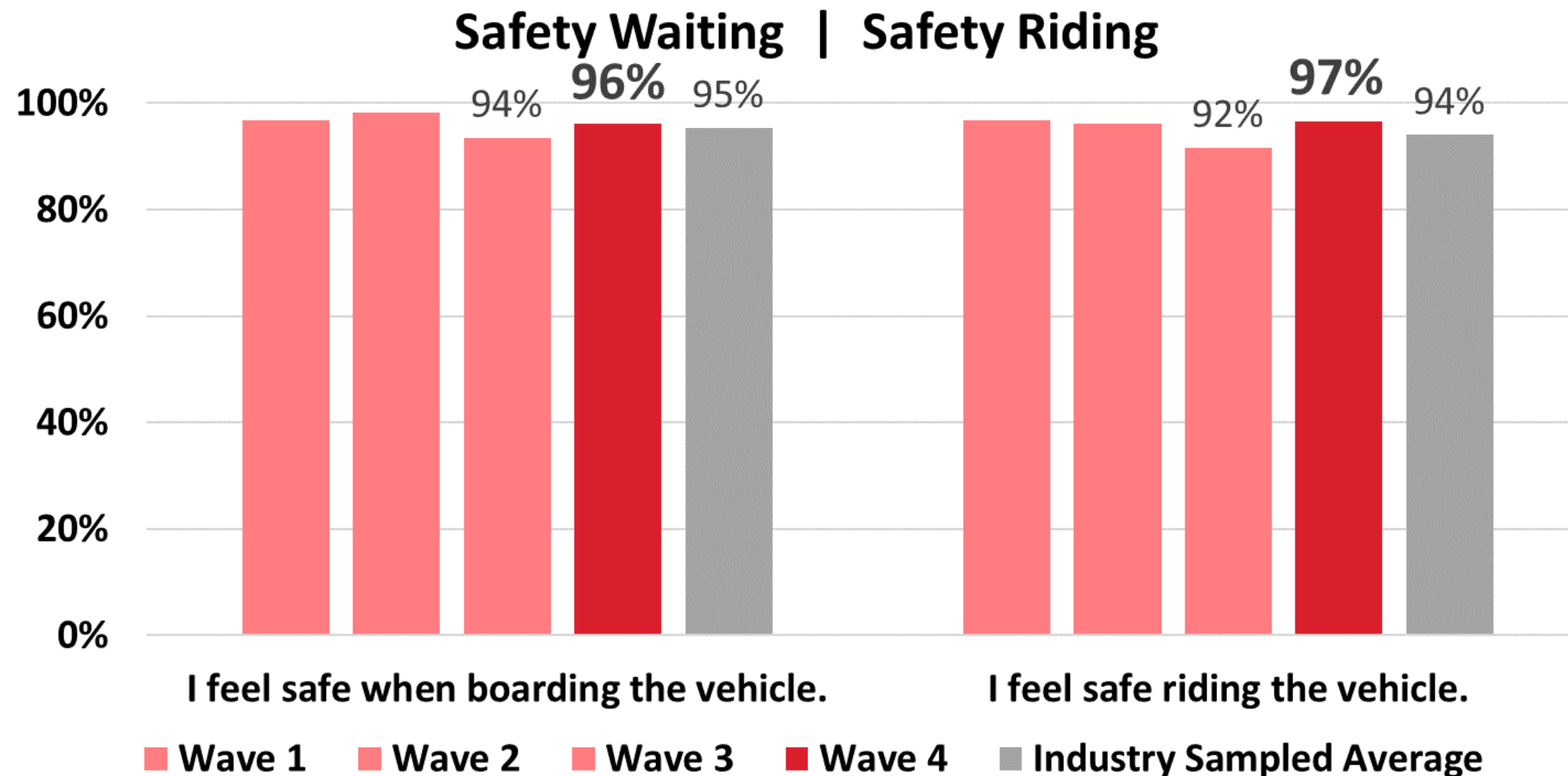


Safety While Waiting and Riding

- 96% of Paratransit Customers feel safe when boarding the vehicle, which is similar to Wave 3 (94%).
- 97% of Paratransit Customers feel safe riding the vehicle, which is five points higher than Wave 3 (92%).

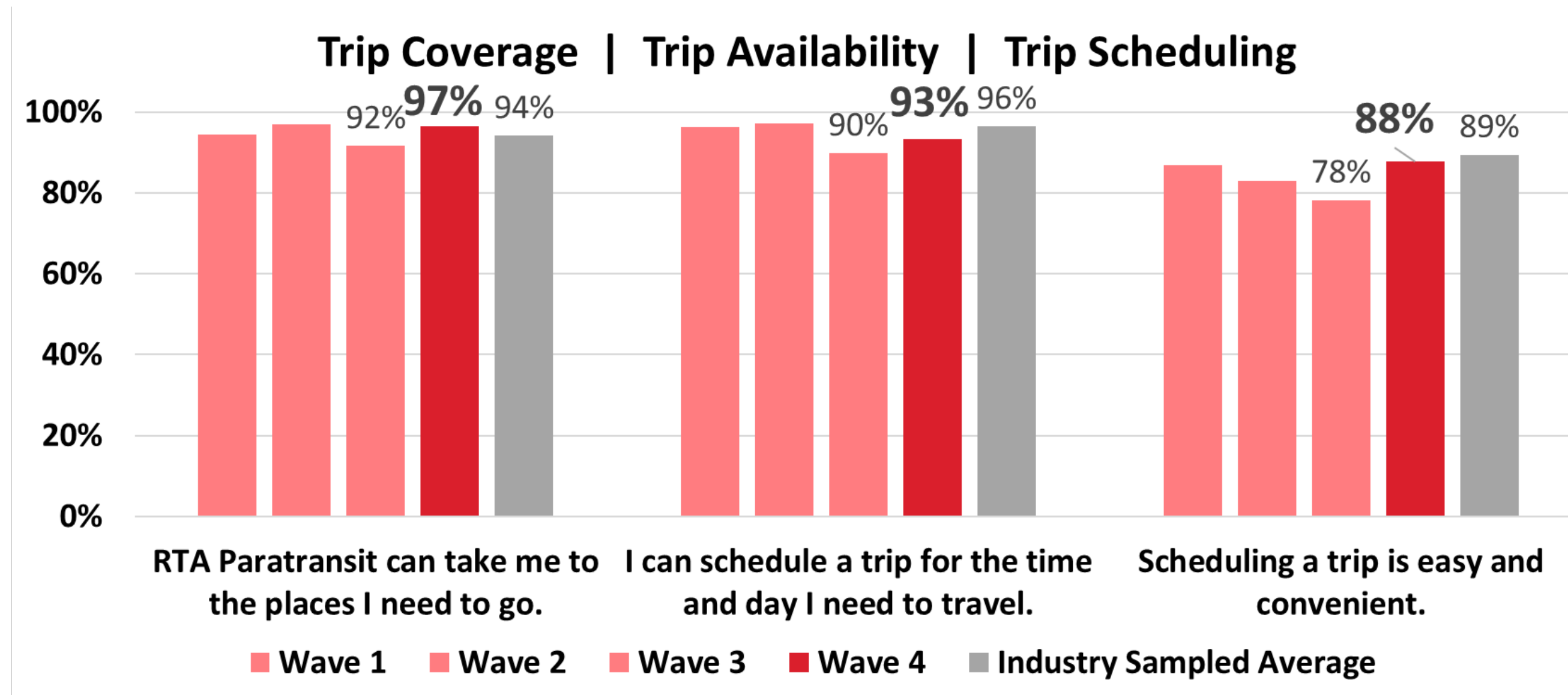
TransPro Insight

Customer importance for **Safety on the vehicle** has increased and satisfaction has remained constant. With the increase in importance, this factor should remain a priority and closely watched to ensure that the rising importance is not a leading indicator of decreasing satisfaction.



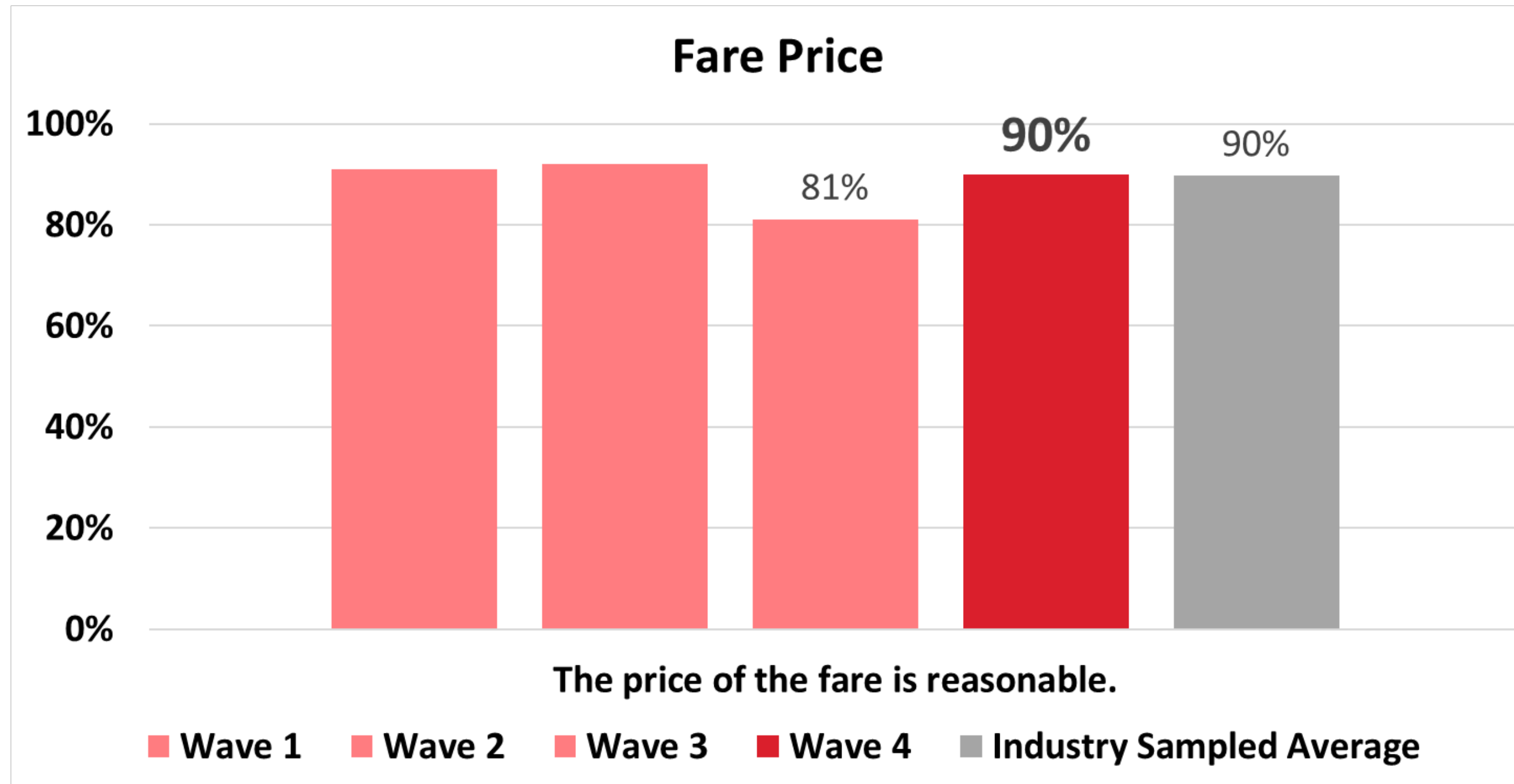
Trip Availability, Coverage, and Scheduling

- 97% of Paratransit Customers are satisfied with Trip Coverage, which is five points higher than Wave 3 (92%).
- 93% of Paratransit Customers are satisfied with the Trip Availability, which is three points higher than Wave 3 (90%).
- 88% of Paratransit Customers are satisfied with Trip Scheduling, which ten points higher than Wave 3 (78%).



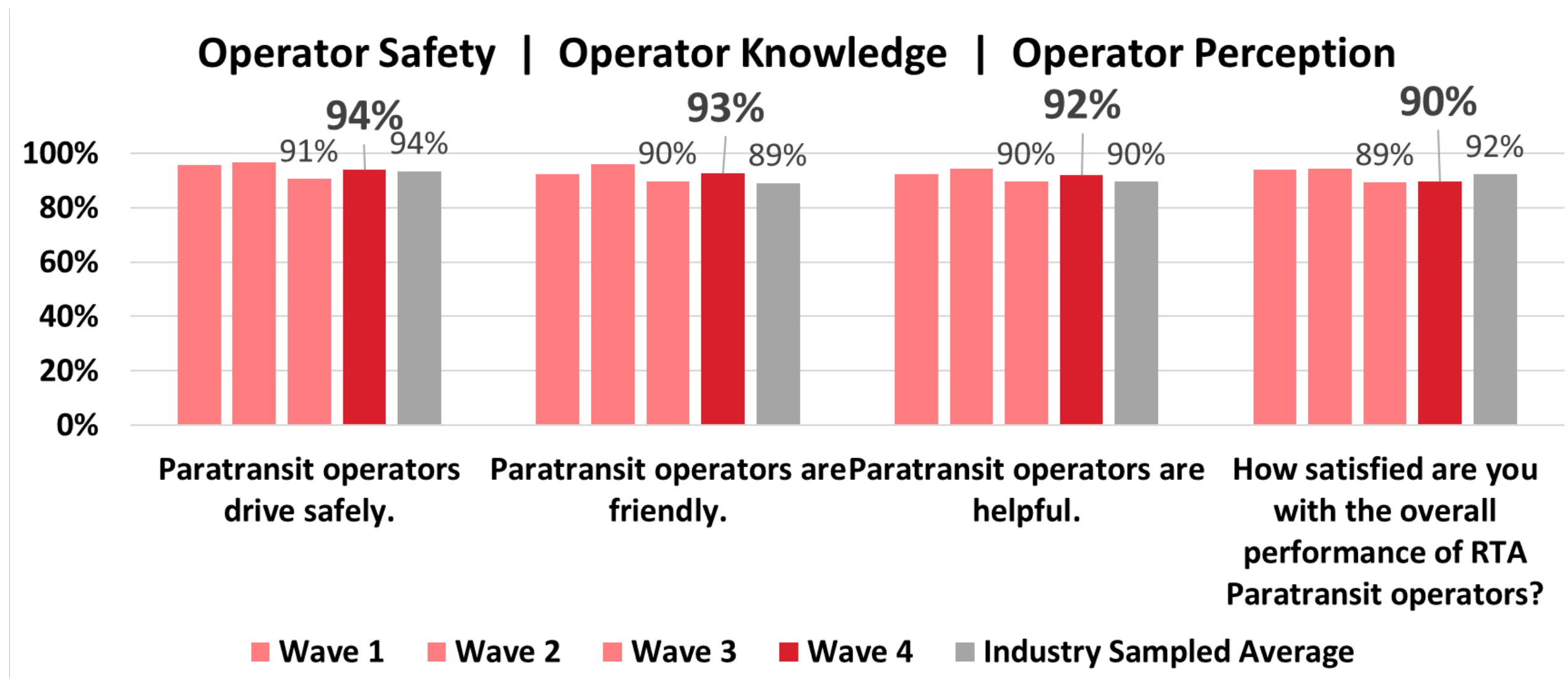
Fare Price

90% of Paratransit Customers are satisfied with the price of fares, which the same as the sampled average.



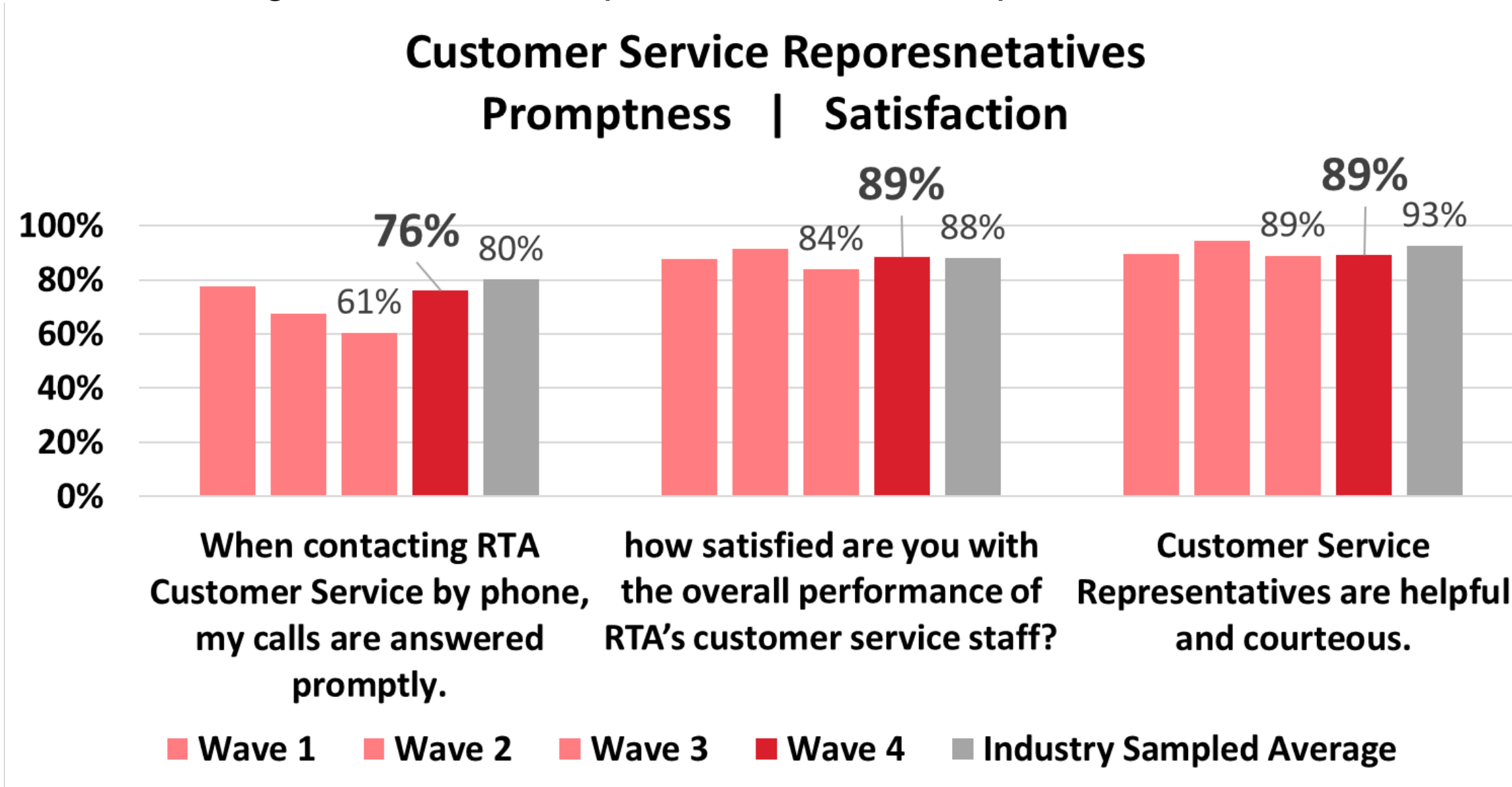
Perception of Operators

- 94% of Paratransit Customers agree that the operators drive safely, three points higher than Wave 3 (91%).
- 92% of Paratransit Customers agree that operators are friendly and helpful, which is similar to Wave 2 (90%).
- 90% of Paratransit Customers are satisfied with the operators' overall performance, similar to Wave 3 (89%).



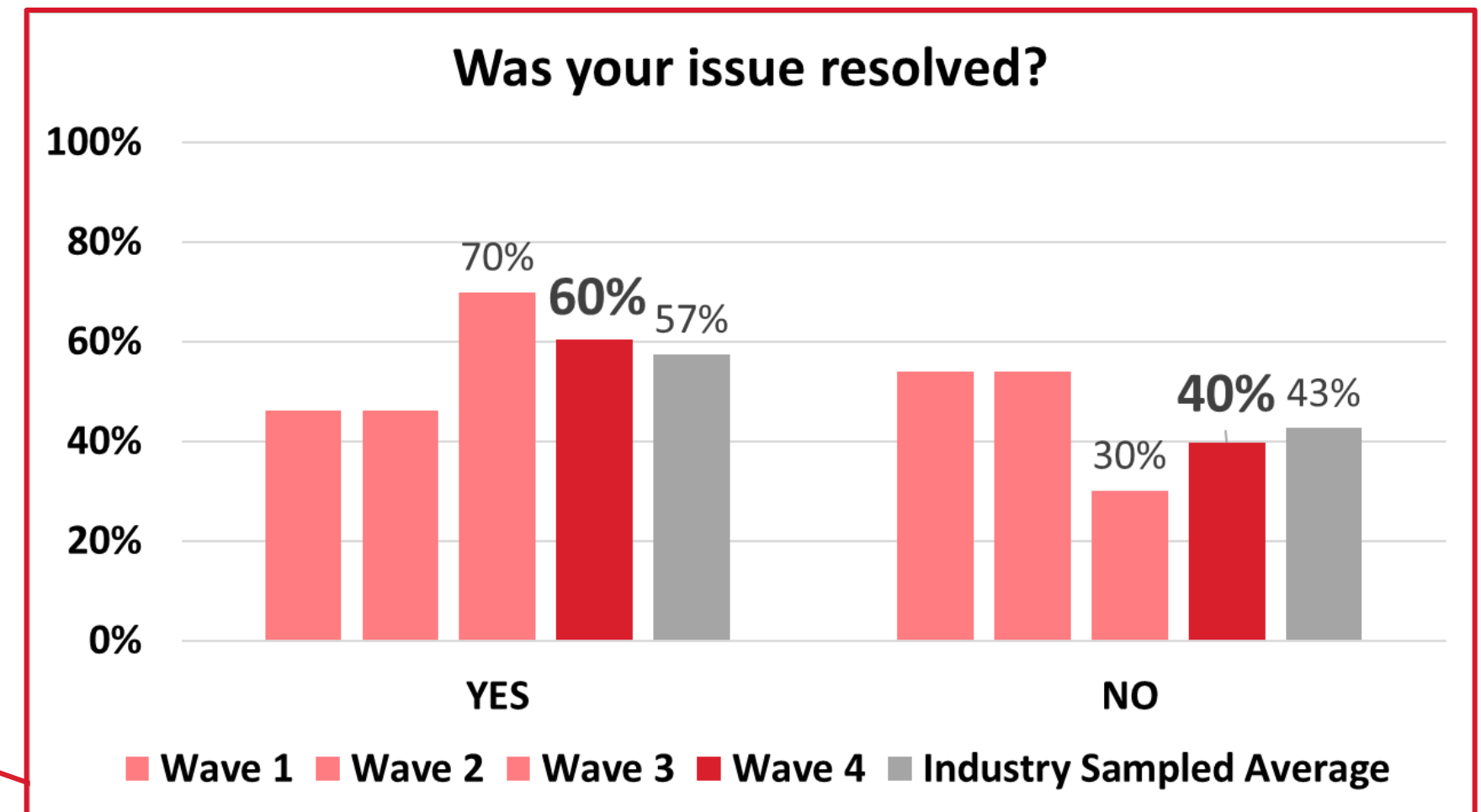
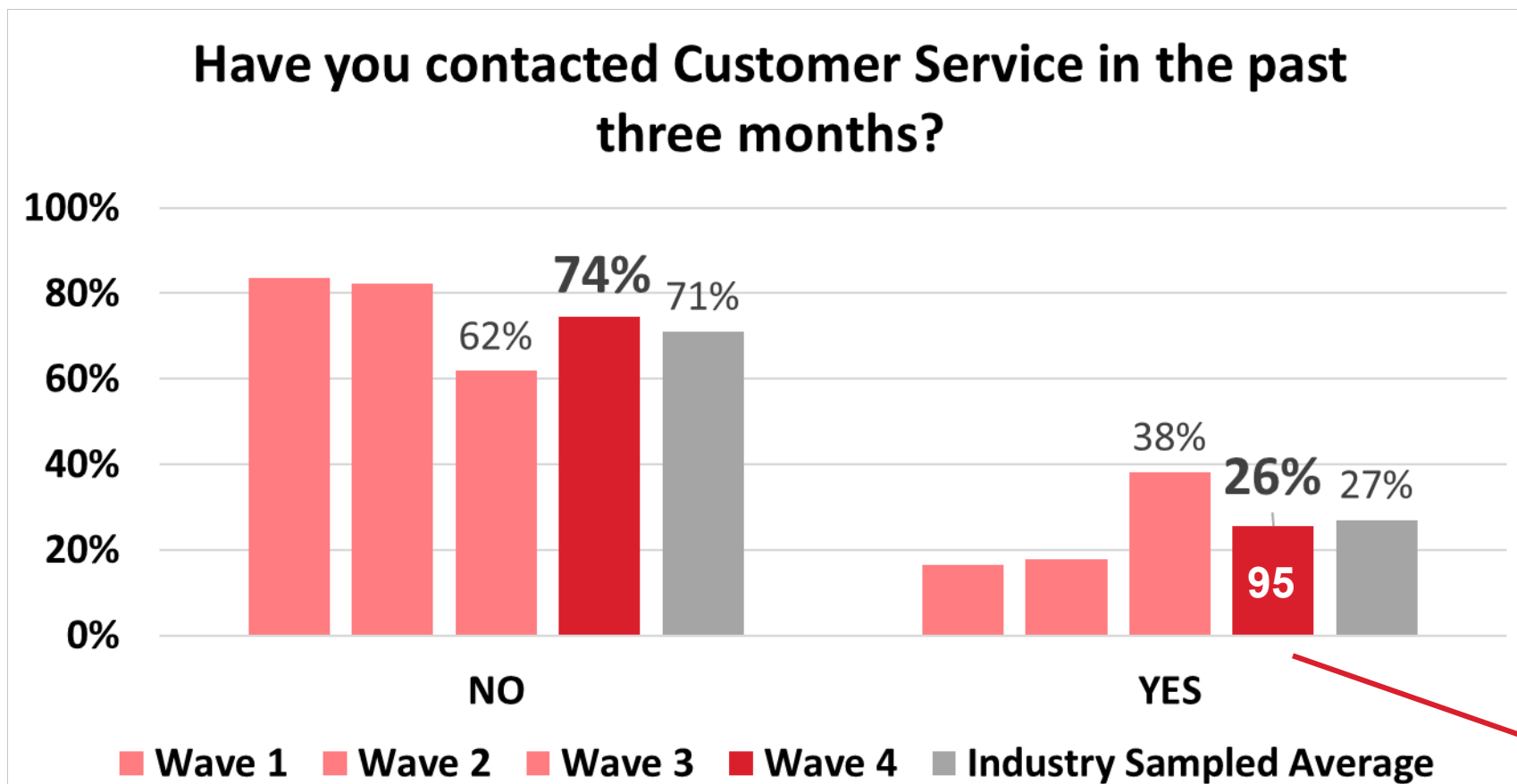
Customer Service Representatives

- 76% of Paratransit Customers agree their calls are answered promptly, which is seven points higher than Wave 3 (61%).
- 89% of Paratransit Customers are satisfied with the customer service staff's overall performance, which is five points higher than Wave 3 (84%).
- 89% of Paratransit Customers agree call center representatives are helpful and courteous, which is the same as Wave 3.



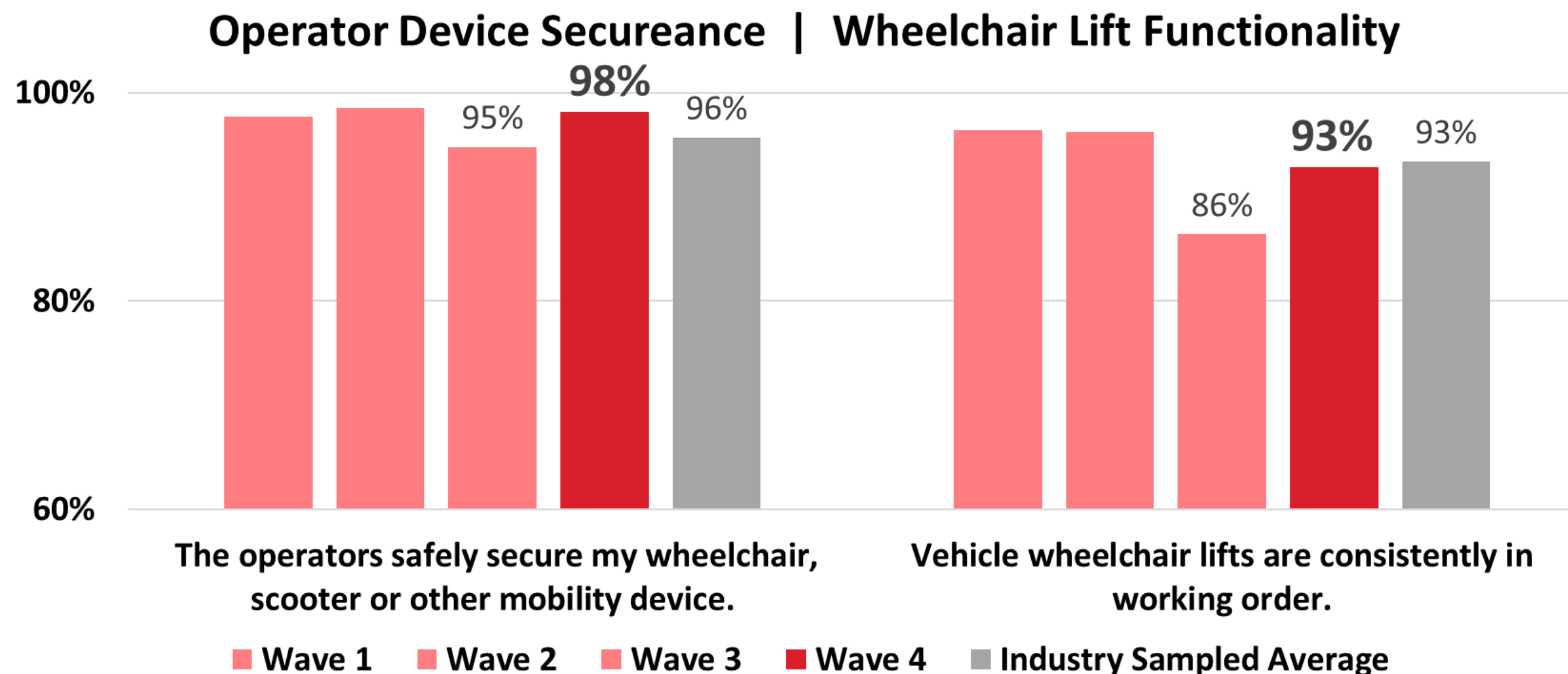
Issue Resolution

- 26% of Paratransit Customers have contacted RTA with a question, concern, or complaint in the last three months, which is points lower than Wave 3 (38%).
- Of the 26% who contacted RTA (95), 60% agreed that their issue was resolved, which remains significantly higher than previous surveys (46%).



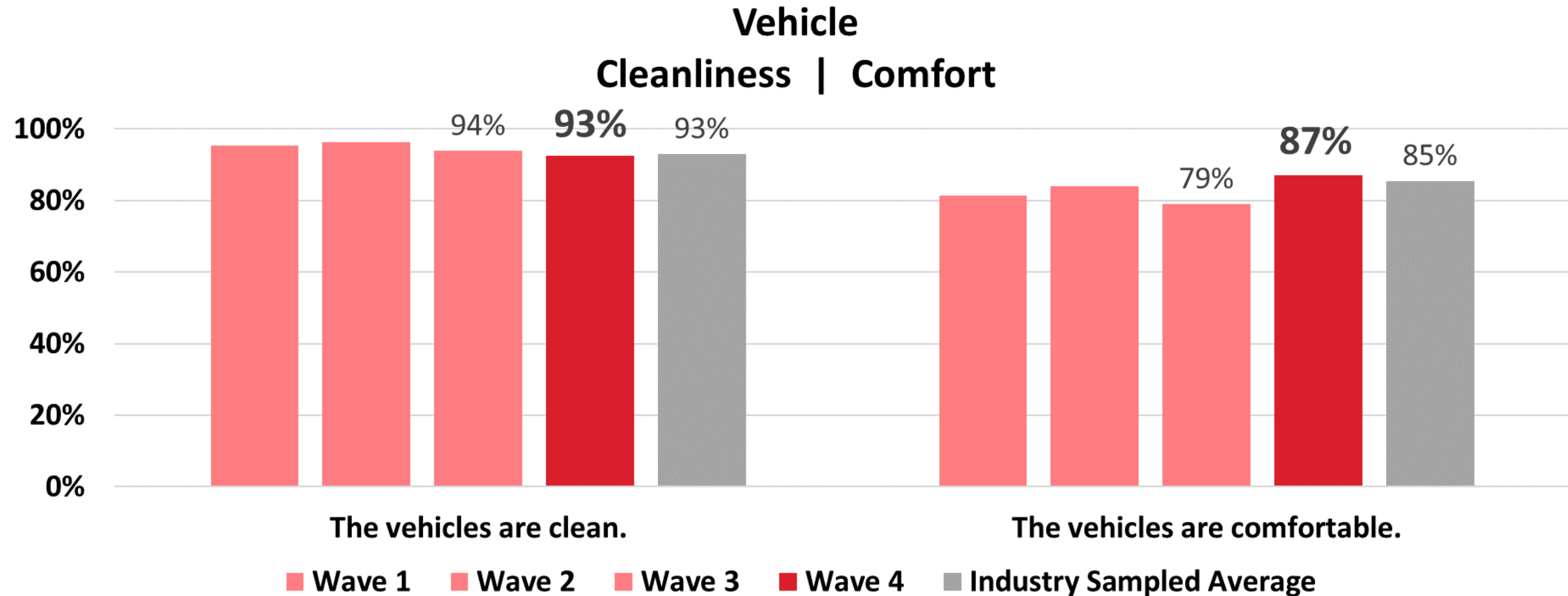
Mobility Devices

- 98% of Paratransit Customers agree operators safely secure their mobility device, which is three points higher than Wave 3 (95%).
- 93% of Paratransit Customers agree wheelchair lifts are consistently in working order, which is seven points higher than Wave 3 (86%).



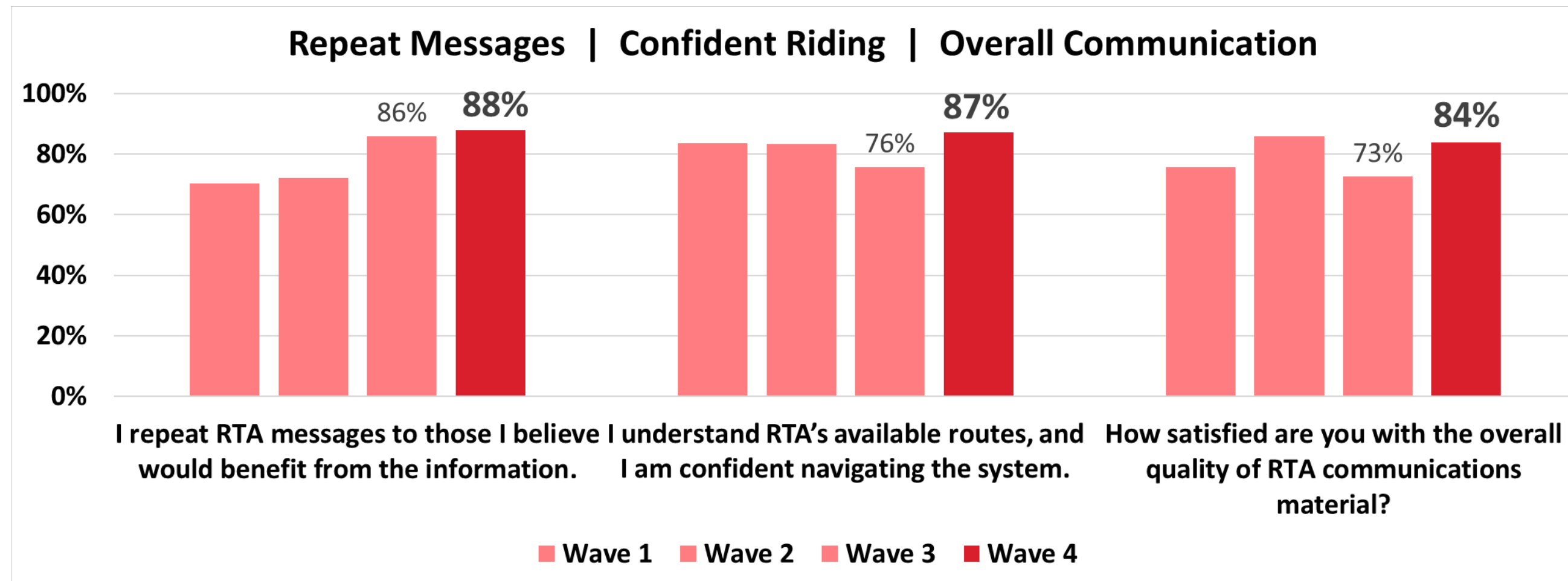
Vehicle Conditions

- 93% of Paratransit Customers agree that the vehicles are clean, which is similar to Wave 3 (94%).
- 87% of Paratransit Customers agree that the vehicles are comfortable, which is eight points higher than Wave 3 (79%).



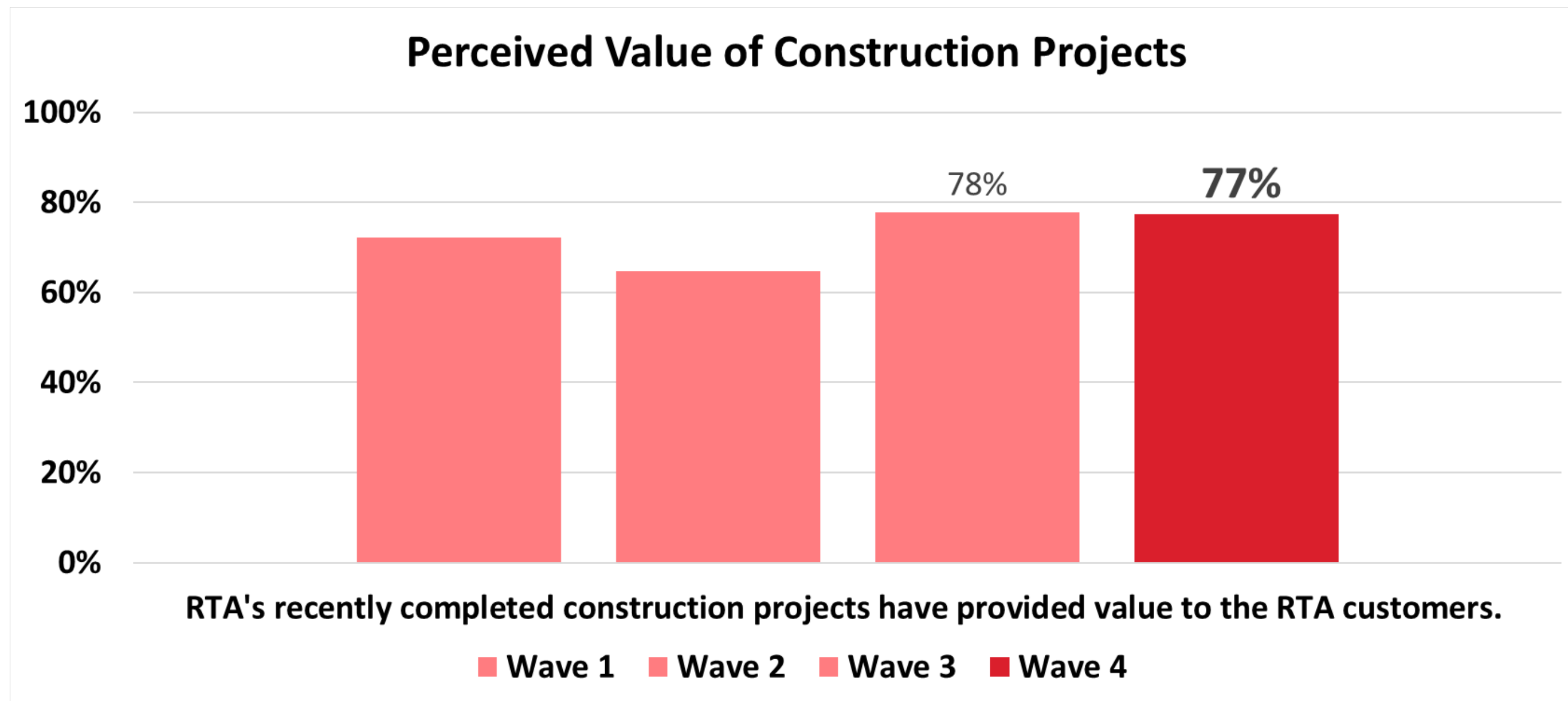
Communications Materials

- 88% of Paratransit Customers repeat RTA messages to those they believe would benefit from the information, which is two points higher than Wave 3 (86%).
- 87% of Paratransit Customers understand RTA's available routes and are confident navigating the system, which is 11 points higher than Wave 3 (76%).
- 84% of Paratransit Customers are satisfied with the overall quality of RTA communications material, which is 11 points higher than Wave 3 (73%).



Capital Projects

- 77% of Paratransit Customers believe RTA's recently completed construction projects have provided value, which is the same as Wave 3 (78%).



Systemwide

Systemwide Average

Fixed Route Bus, BRT, Rail

Mode	Ridership Share	Wave 1	Wave 2	Wave 3	Wave 4
Fixed Route	71%	27	11	36	32
BRT	8%	14	13	25	54
Rail	18%	17	8	48	36
Paratransit	3%	59	64	59	50
Systemwide		25	12	38	35
				2022:	28
				2023 Goal:	29



Questions?