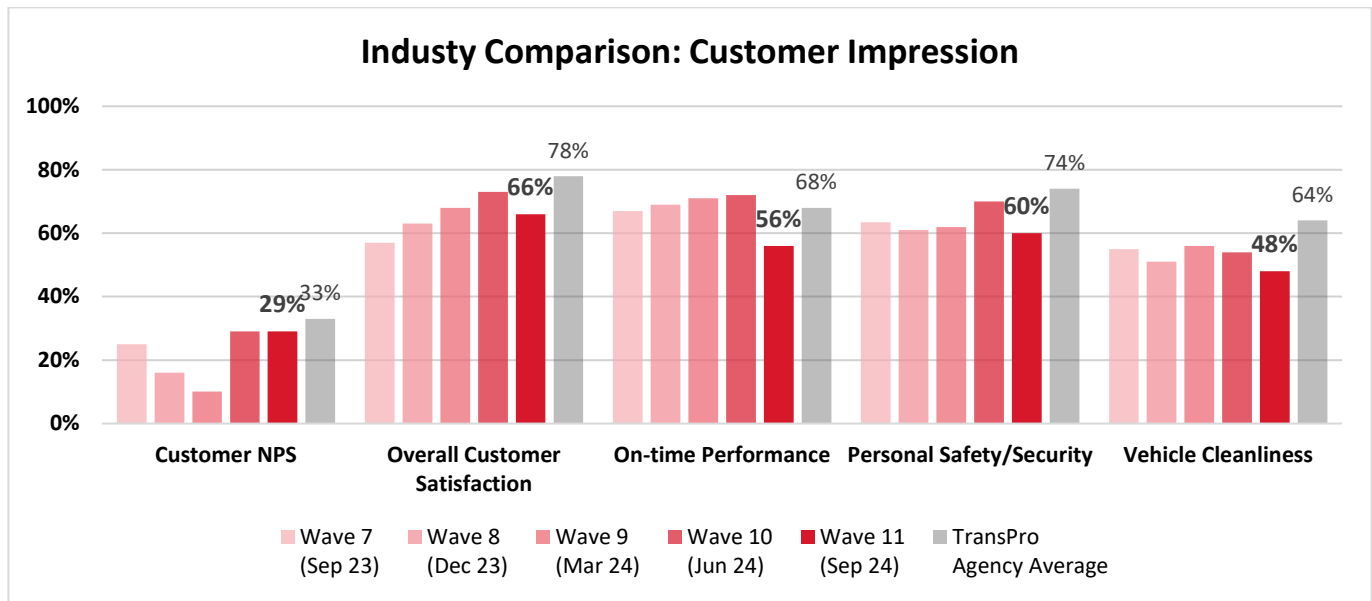


GCRTA Customer Experience Survey Results – Wave 11

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The eleventh wave of Customer Experience Surveys occurred in September 2024. The agency Net Promoter Score* remained at 29. This indicates that customers are just as likely to recommend RTA services to others than they were in Wave 10. The chart presented below shows the most recent five waves of customer experience surveys with overall results weighted by mode ridership (Fixed Route, BRT, Rail, and Paratransit).



On average, the RTA’s NPS remains 4 points lower compared to other transit agencies. Customer perceptions of on-time performance, vehicle cleanliness and personal safety/security declined.

Overall satisfaction decreased by 7 percentage-points.

II. Fixed Route, BRT, & Rail

Consistent with previous customer surveys, a methodology of a randomized intercept survey of approximately every fourth boarding customer across the three modes (Fixed Route, BRT, and Rail) was conducted. A total of 1,298 surveys were completed, yielding a $\pm 4.8\%$, $\pm 4.5\%$ and $\pm 4.7\%$ margin of error for Fixed Route Bus, BRT and Rail, respectively. The survey data was compared to industry partners including TriMet (Portland, OR), VIA (San Antonio, TX), CATS (Charlotte, NC), TARC (Louisville, KY), RTD (Denver, CO), and others.

64%, 65% and 68% of customers are satisfied or very satisfied with Fixed Route Bus, BRT and Rail service, respectively.

The most important factors include on-time performance (all modes), vehicle cleanliness (all modes), fare price (Fixed Route), conveniently located routes (Fixed Route and BRT) and personal safety and security (all modes).

Customers are most satisfied with conveniently located routes (all modes), service operating on the days and times that are needed (all modes), and understanding routes and navigating the system (Fixed Route and BRT).

Customers are least satisfied with vehicle cleanliness, personal safety and security (BRT and Rail), and fare price (Fixed Route).

III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 539 surveys yielding a ±4.1% margin of error.

RTA's Paratransit NPS increased by 1 point, from 74 in Wave 10 to 75 in Wave 11. It is now 23 points higher than the TransPro agency average of 52.

The most important factors to paratransit customers are safety while riding the vehicle, safe driving by operators, safety while boarding the vehicle and vehicle cleanliness.

Customers are most satisfied with safety while boarding the vehicle. They are least satisfied with concerns and complaints being resolved quickly.

*Net Promoter Score

$$\text{NET PROMOTERS SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

