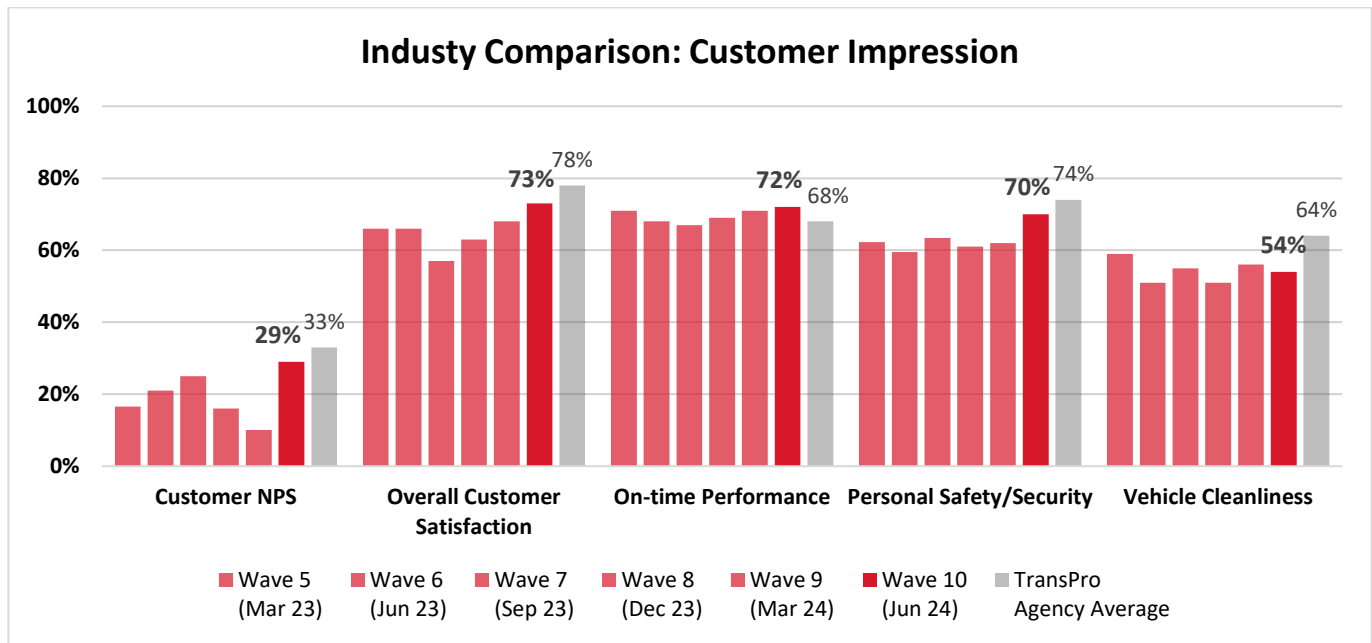


GCRTA Customer Experience Survey Results – Wave 10

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The tenth wave of Customer Experience Surveys occurred in June 2024 and resulted in a nineteen-point increase in the agency Net Promoter Score* to 29. This indicates that customers are more likely to recommend RTA services to others than they were in Wave 9. The chart presented shows all 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 is currently 4 points lower for NPS, compared to other transit agencies. Customer perceptions of personal safety/security and on-time performance are the key drivers of the higher Net Promoter Score.

Overall satisfaction increased by 5 percentage-points for the second consecutive wave.

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 1,286 surveys were completed, yielding a ±5% margin of error at the 95% confidence level for each mode. 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.

73% of customers are satisfied or very satisfied with the service, which is up for the third consecutive wave.

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

Customers are most satisfied with safely operated vehicles (Fixed Route), conveniently located routes (BRT), and travel time (Rail).

Customers are least satisfied with vehicle cleanliness (all modes).

III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 401 surveys yielding a ±5% margin of error at the 95% confidence level.

RTA's Paratransit NPS increased by 9 points, from 65 in Wave 9 to 74 in Wave 10. It is now 22 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, travel time, 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

NET PROMOTERS SCORE = % PROMOTERS - % DETRACTORS

