



2022 Customer Experience Survey Results

Board Presentation

Our Vision and Goal

Our Vision:

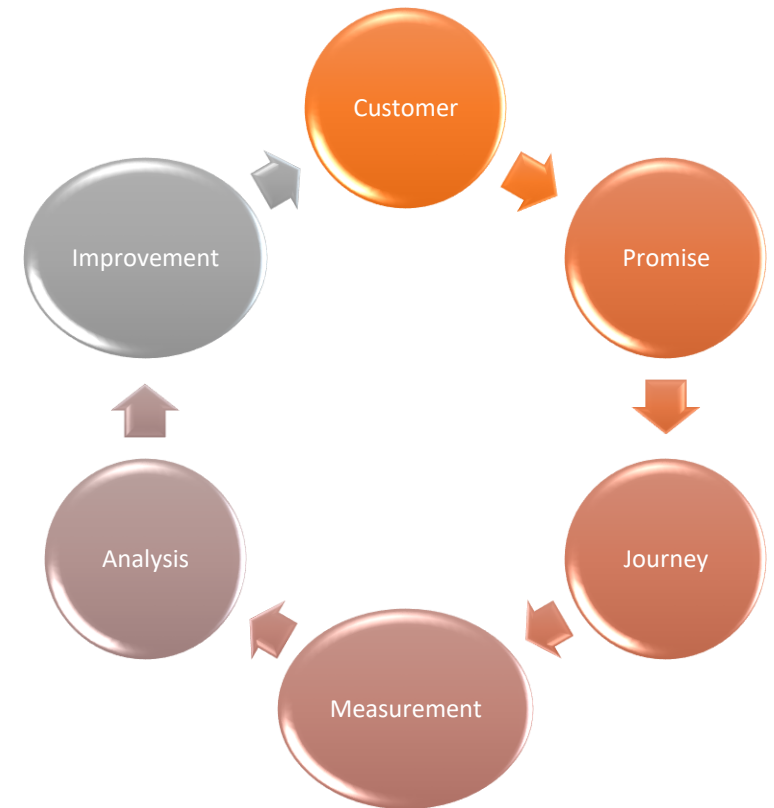
Is to put you first – your safety, your time, your comfort, and your peace of mind—when we connect you to people and places that matter to you.

Our Goal:

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

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

CX Improvement Process



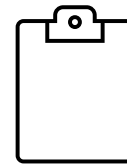
2022 CX Survey Methodology



Overview

- Surveys conducted in Spring, 2022 (March -May).
- Customer Experience Surveys are an essential source of insight into the customer experience and are responsive to Board Motion 38.1 (2018) that requires staff to prepare the annual Customer Experience Plan.
 - Obtain detailed feedback to better understand the customer experience for users of the Metro system.
 - Use insights to prioritize investments that will improve the customer experience.
 - Develop methods that will accurately track trends over time to gauge success.
- Intercept passengers on board bus, train, and Metro Micro modes to get a random sample covering all bus and train lines and weekends and nights as well as weekday am and pm peak times.
- Data is weighted to be representative of 2022 ridership.

By the Numbers



63%
Response
Rate



9
Languages
Offered in
Addition to
Spanish and
English

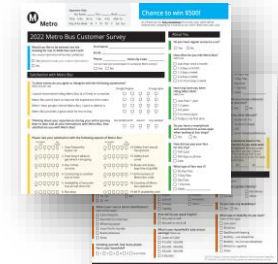
12,239
Sample Size

25
Service
Aspects

7,909 Bus

2,931 Rail

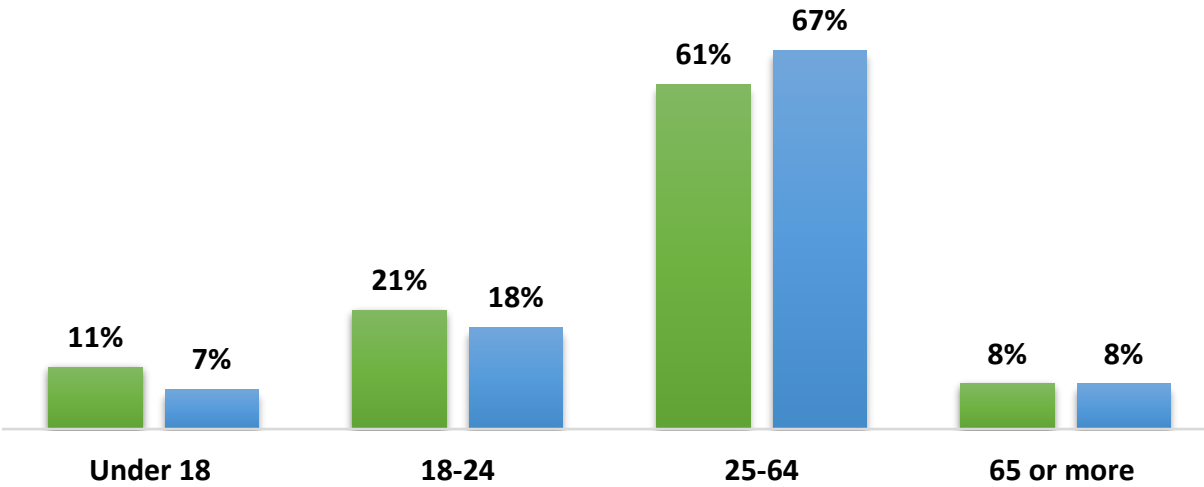
1,399 Micro



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

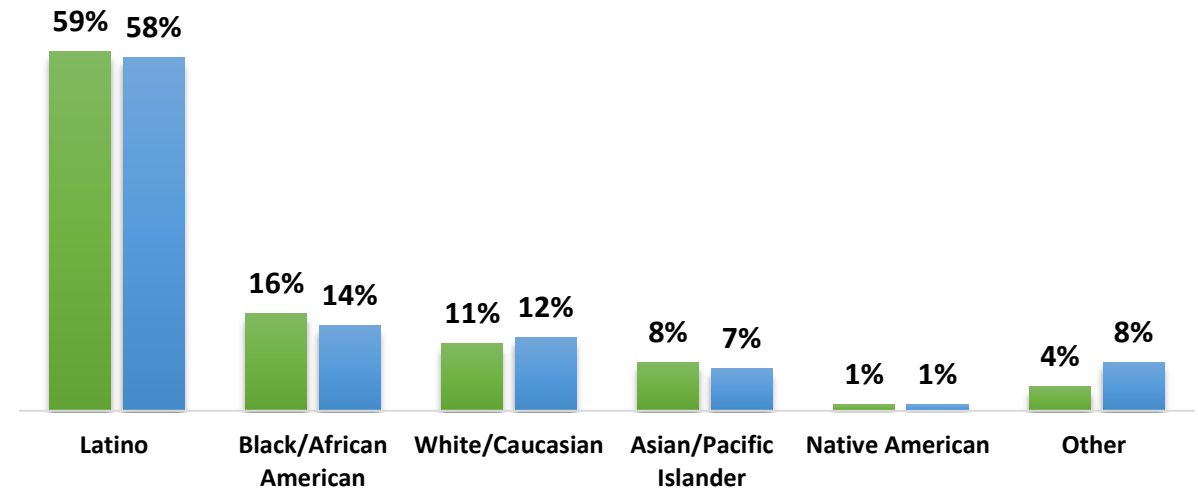
AGE

■ 2019 ■ 2022



ETHNICITY

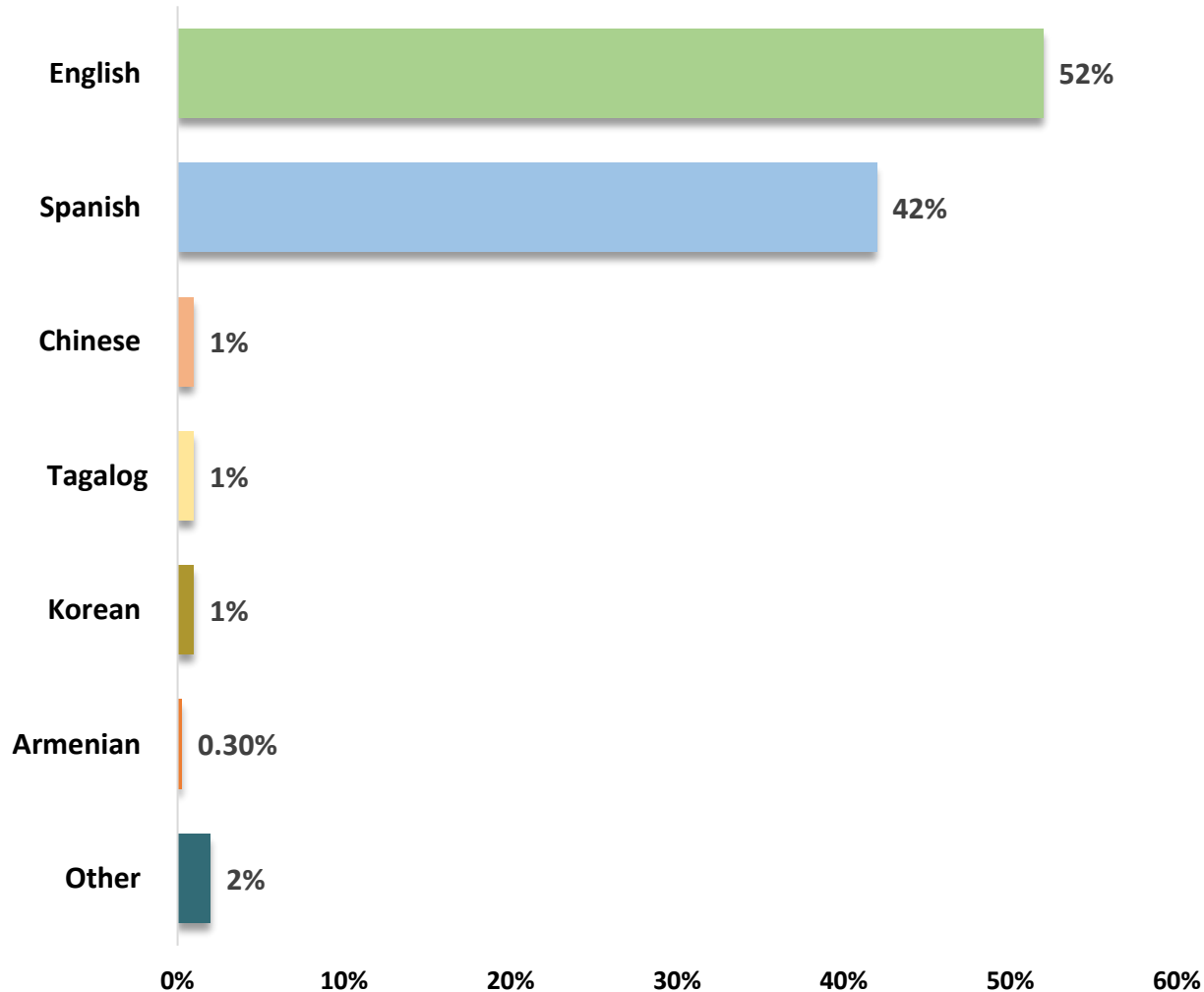
■ 2019 ■ 2022



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

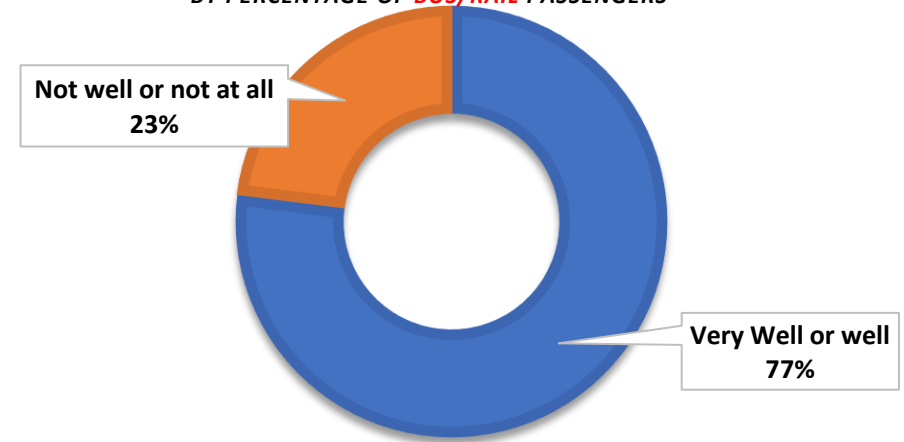
LANGUAGES SPOKEN AT HOME

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS

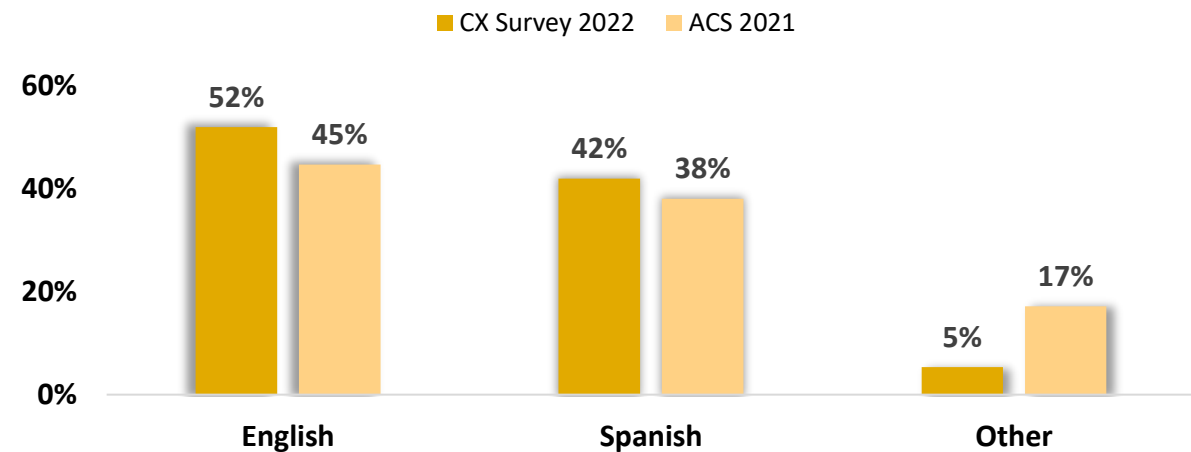


HOW WELL DO YOU SPEAK ENGLISH?

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS



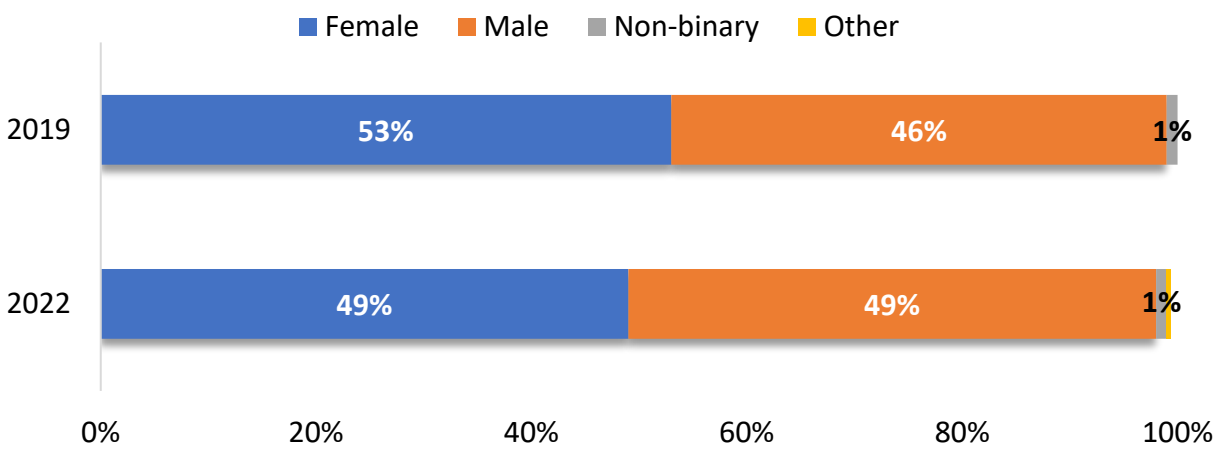
LANGUAGES - CX Survey vs American Community Survey



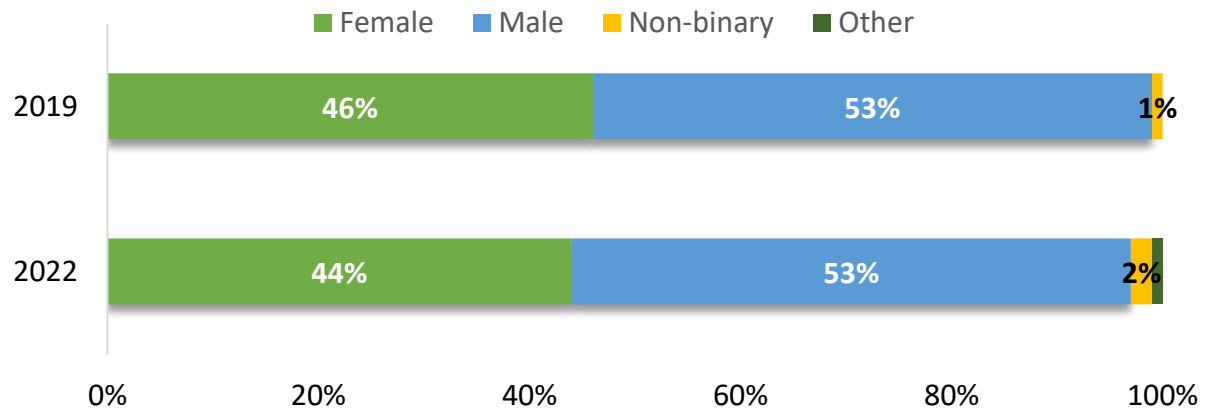
Slightly More Male-Identifying Riders than Female or Non-Binary, Specifically in Rail Ridership.

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

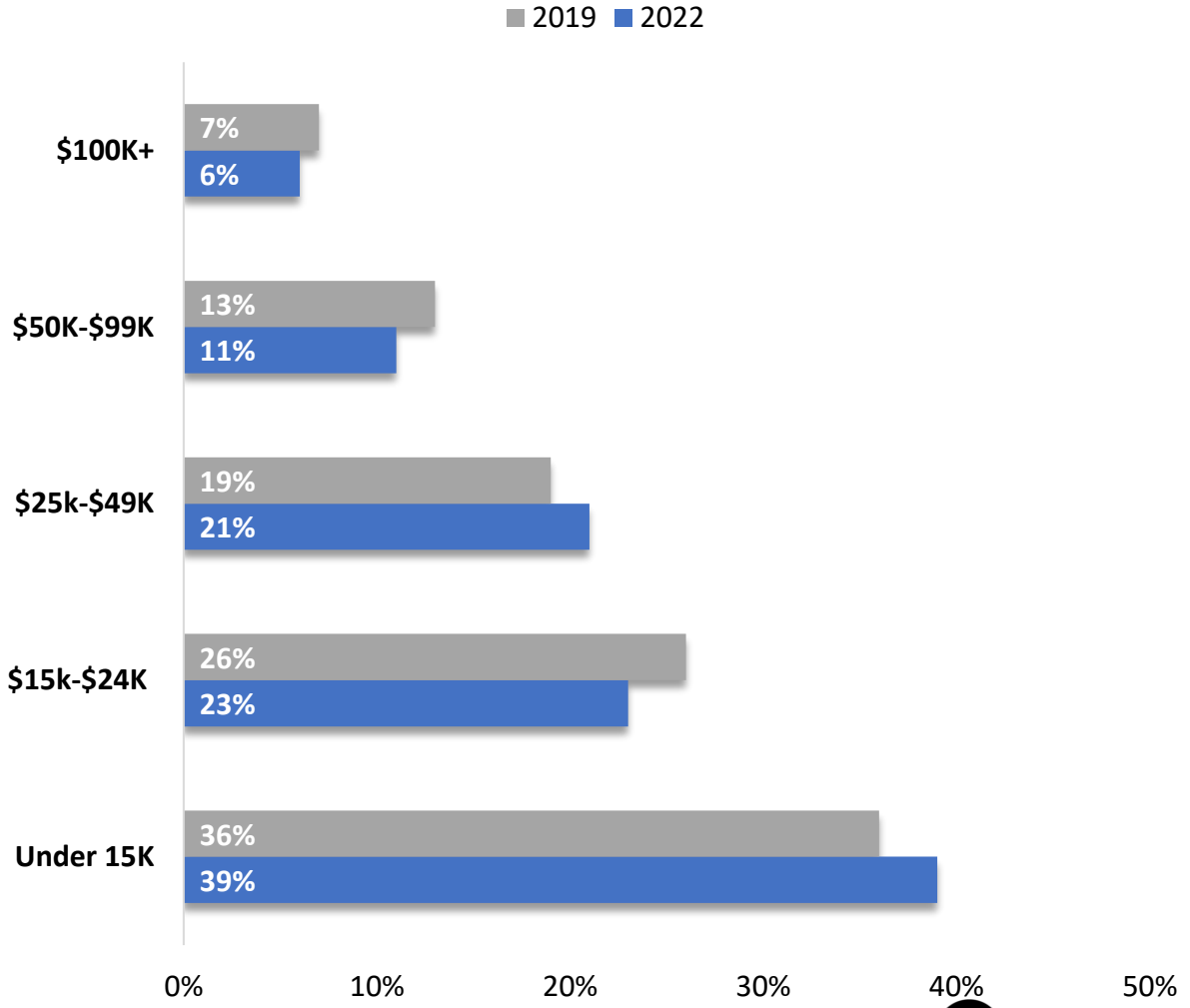
GENDER IDENTITY
BY PERCENTAGE OF **BUS** PASSENGERS



GENDER IDENTITY
BY PERCENTAGE OF **RAIL** PASSENGERS



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

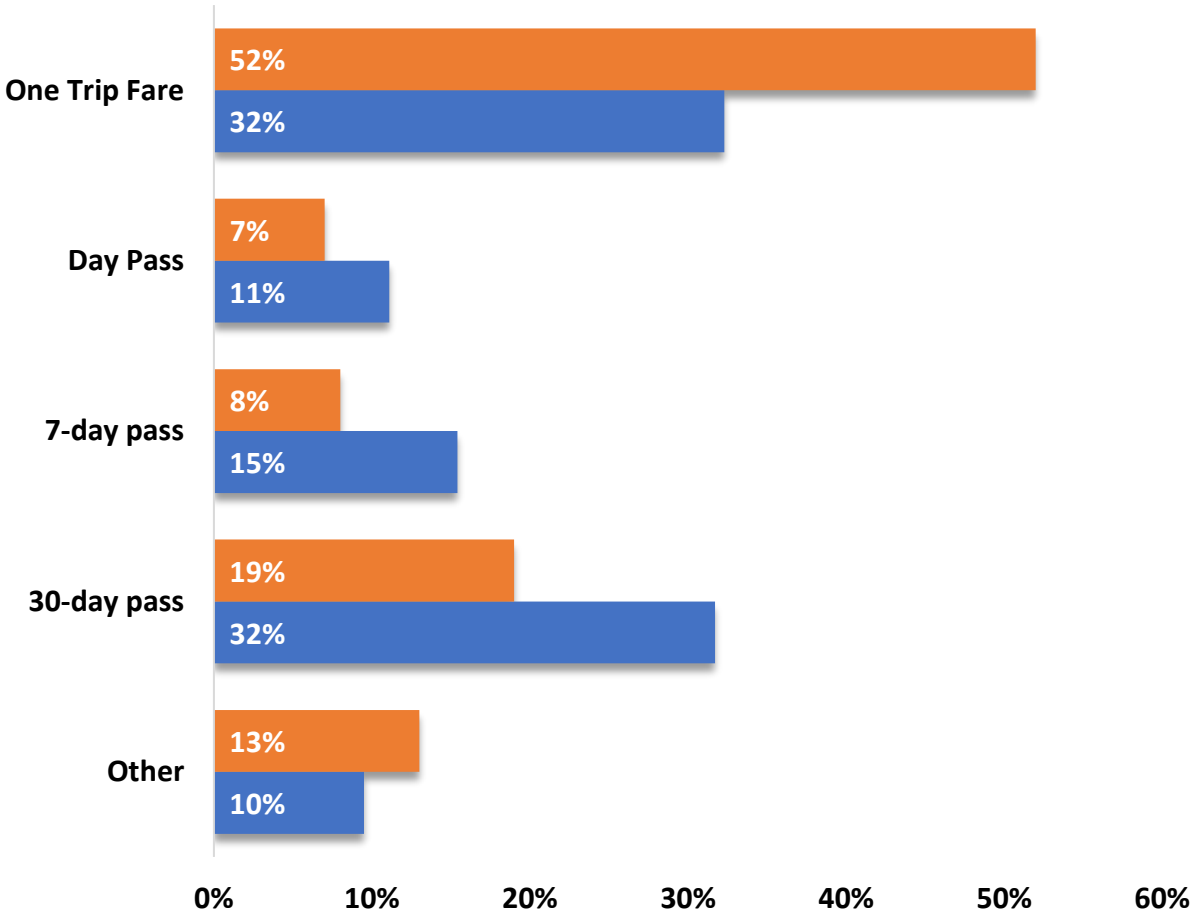


32% Reported Paying One Trip Fare, and an Equal Percent (32%) of Riders Reported Paying with a 30-Day Pass.

TYPE OF FARE

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

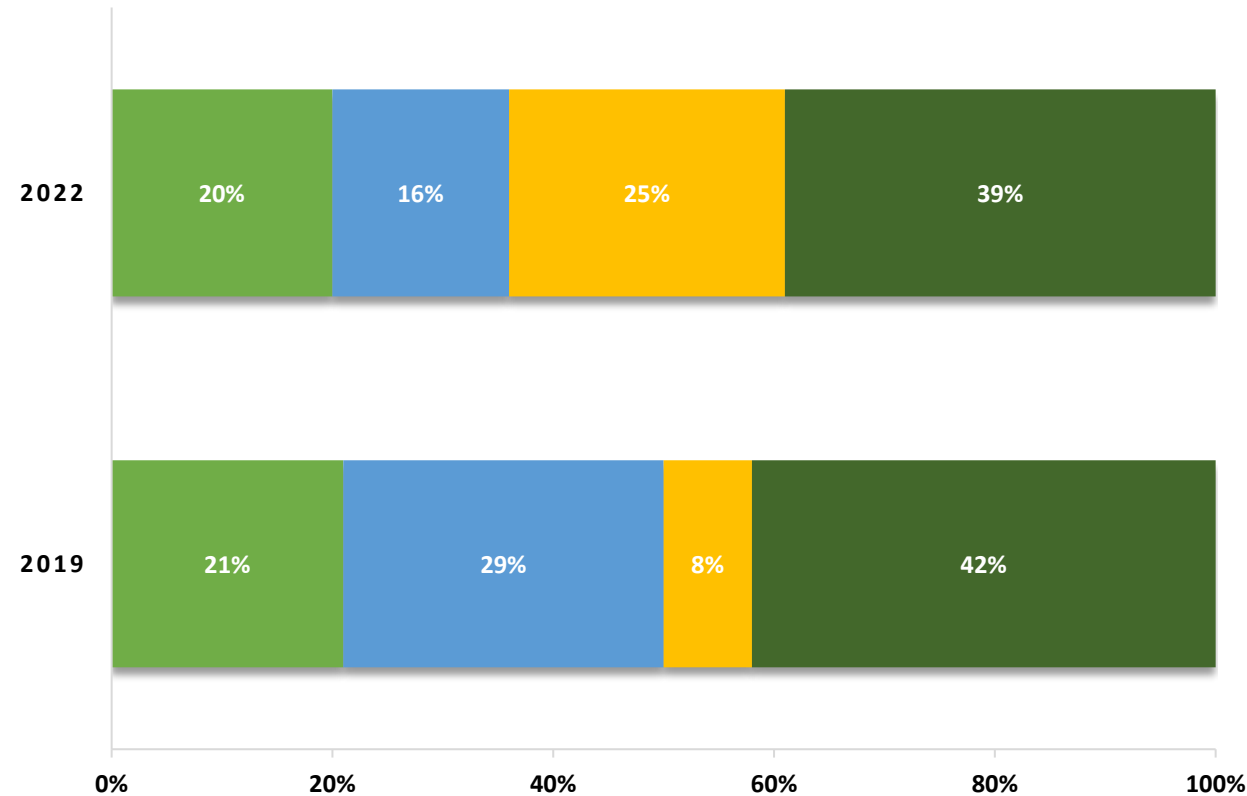
2019 2022



FARE DISCOUNT TYPE

BY PERCENTAGE OF *BUS/RAIL* PASSENGERS

K-12 College LIFE S/D/M



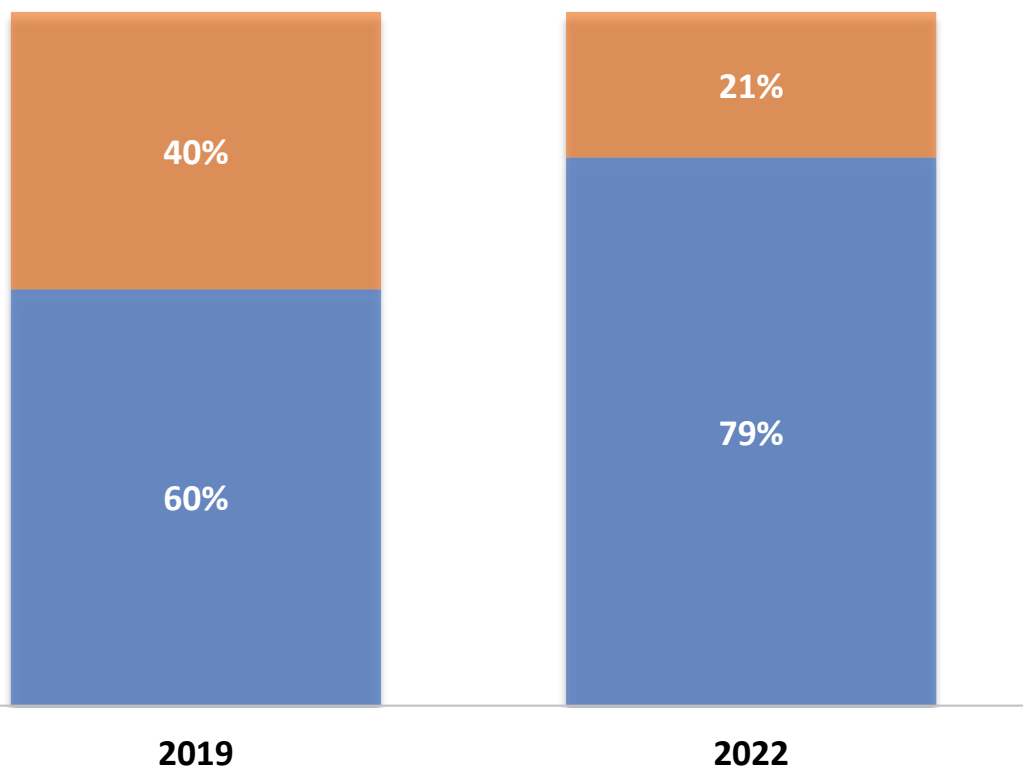
79% of Riders Own Smartphones with Available Data.

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

SMARTPHONE

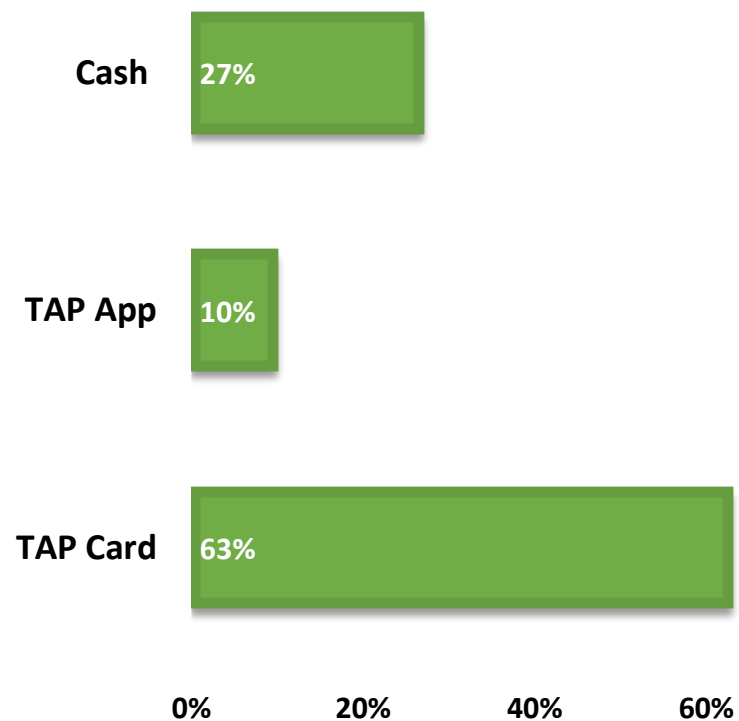
BY PERCENTAGE OF **BUS/RAIL** PASSENGERS

■ Yes ■ No



FARE PAYMENT

BY PERCENTAGE OF **BUS/RAIL** PASSENGERS



80%



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



78%

**ride at least 3
days/week**

↓ 11%

(89% reported in 2019
Systemwide)

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



72%

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

↔ 0%

(72% reported in 2019
Systemwide)

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



27%

**have regular
access to a car**

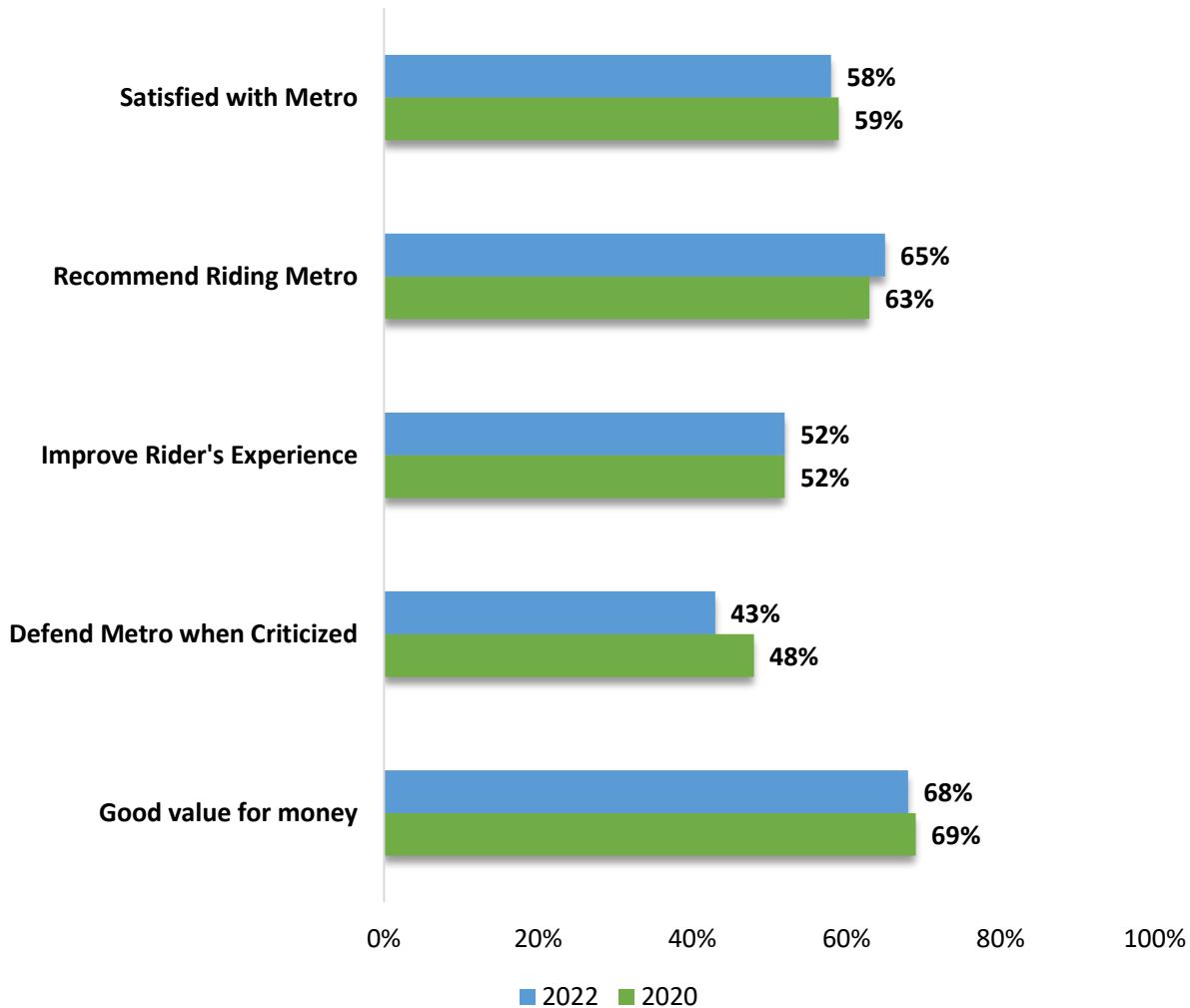
↑ 6%

(21% reported in 2019
Systemwide)

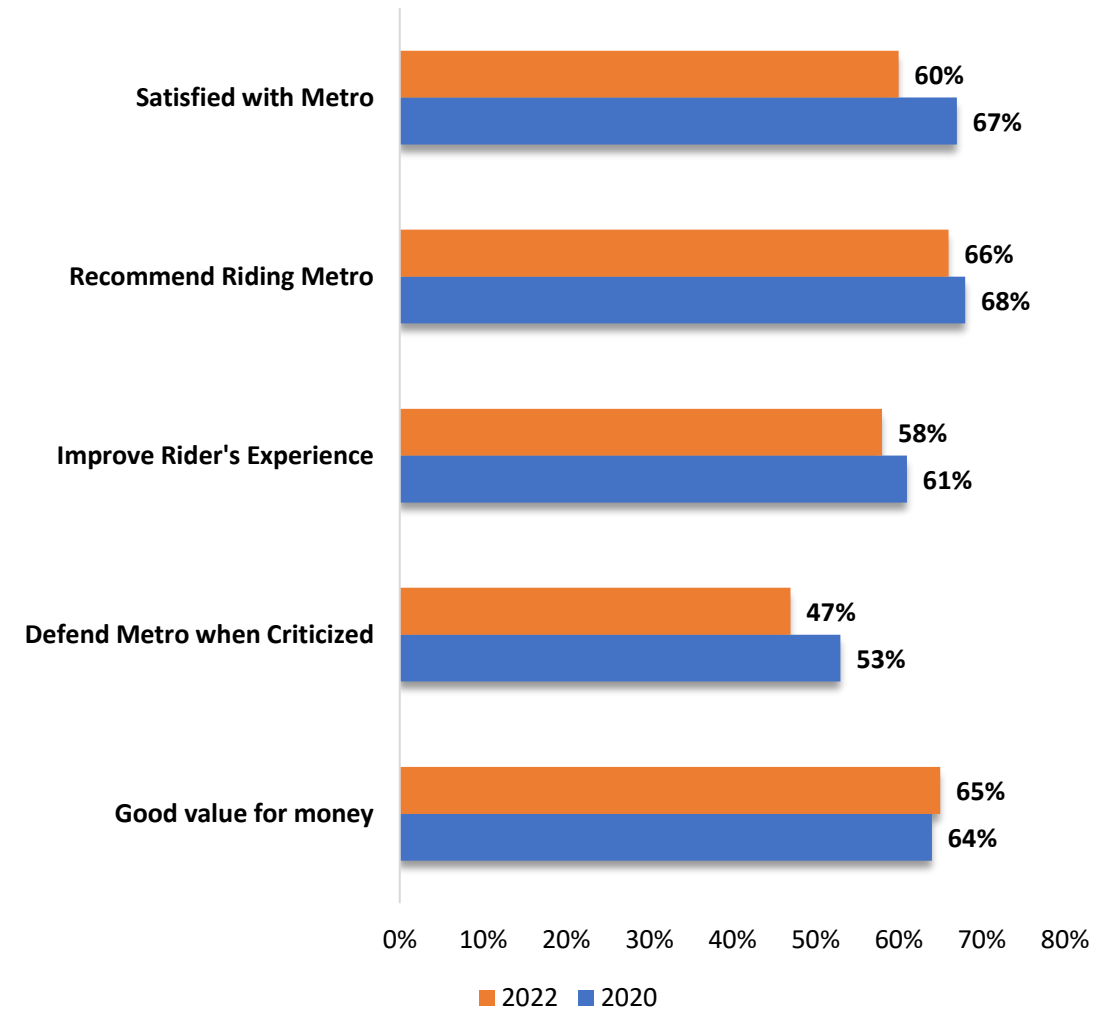
Bus 22% (**↑ 6%** - 16% in 2019)
Rail 38% (**↑ 4%** - 34% in 2019)

Overall Perceptions of Metro – 2020 vs 2022

RAIL



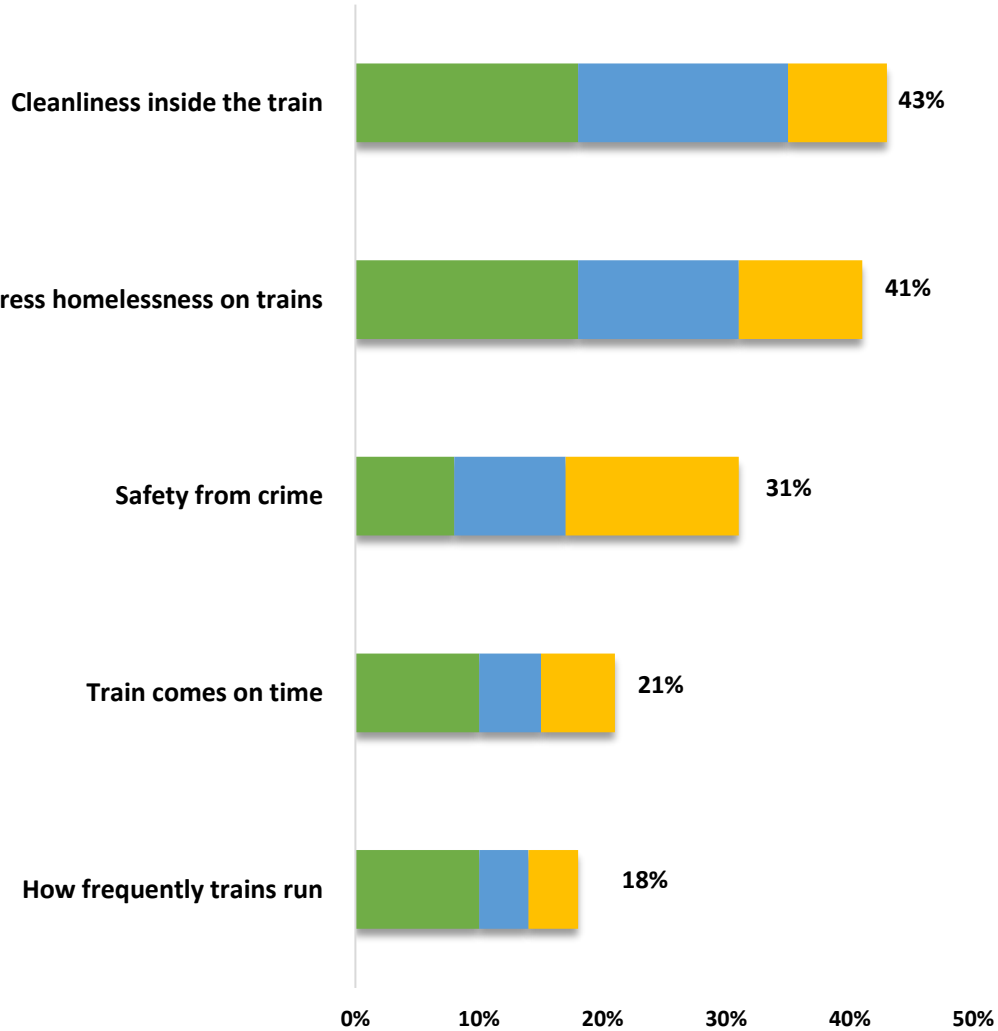
BUS



2022 Top 5 Aspects Customers Want Metro to *Improve*

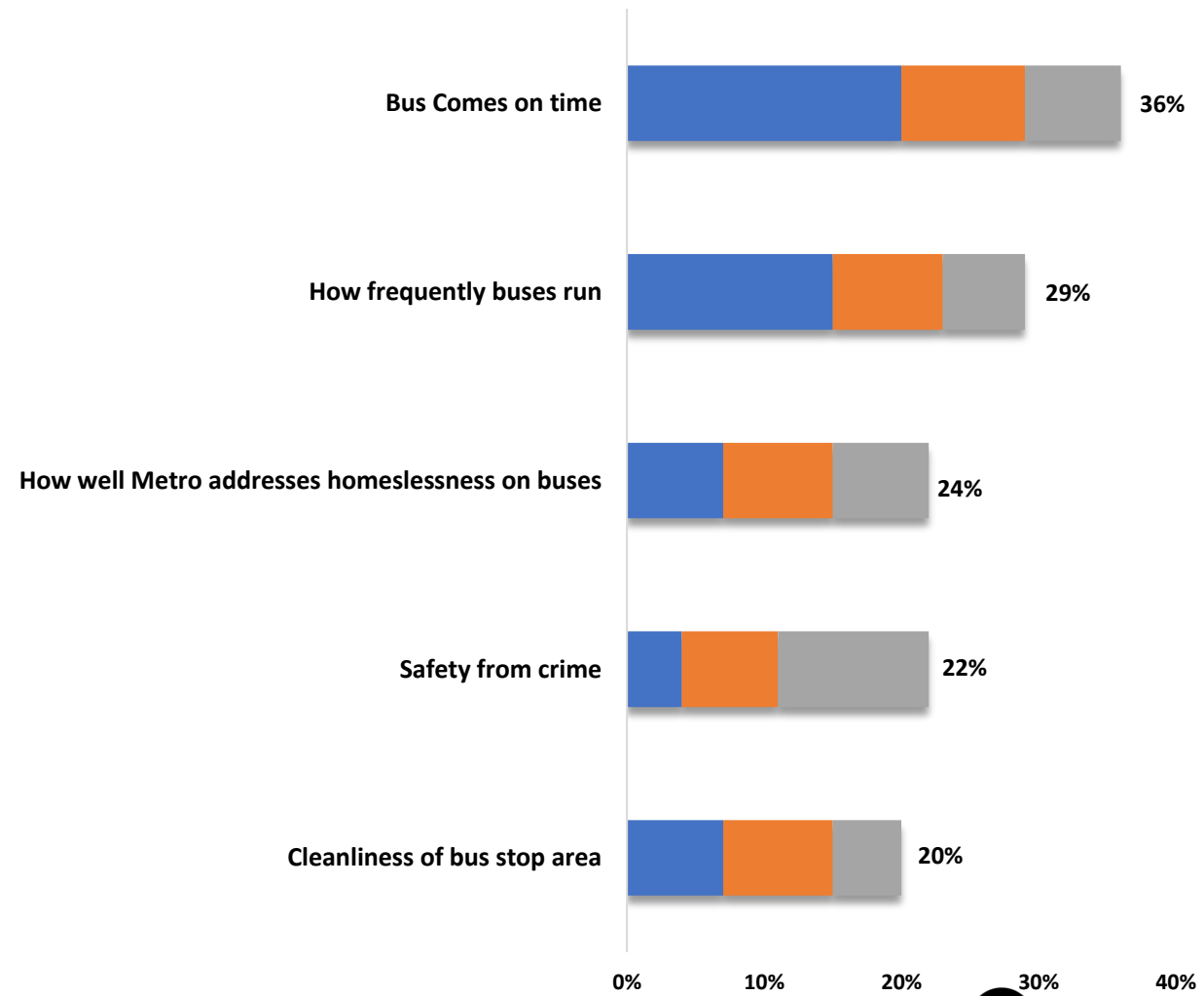
RAIL

#1 #2 #3



BUS

#1 #2 #3

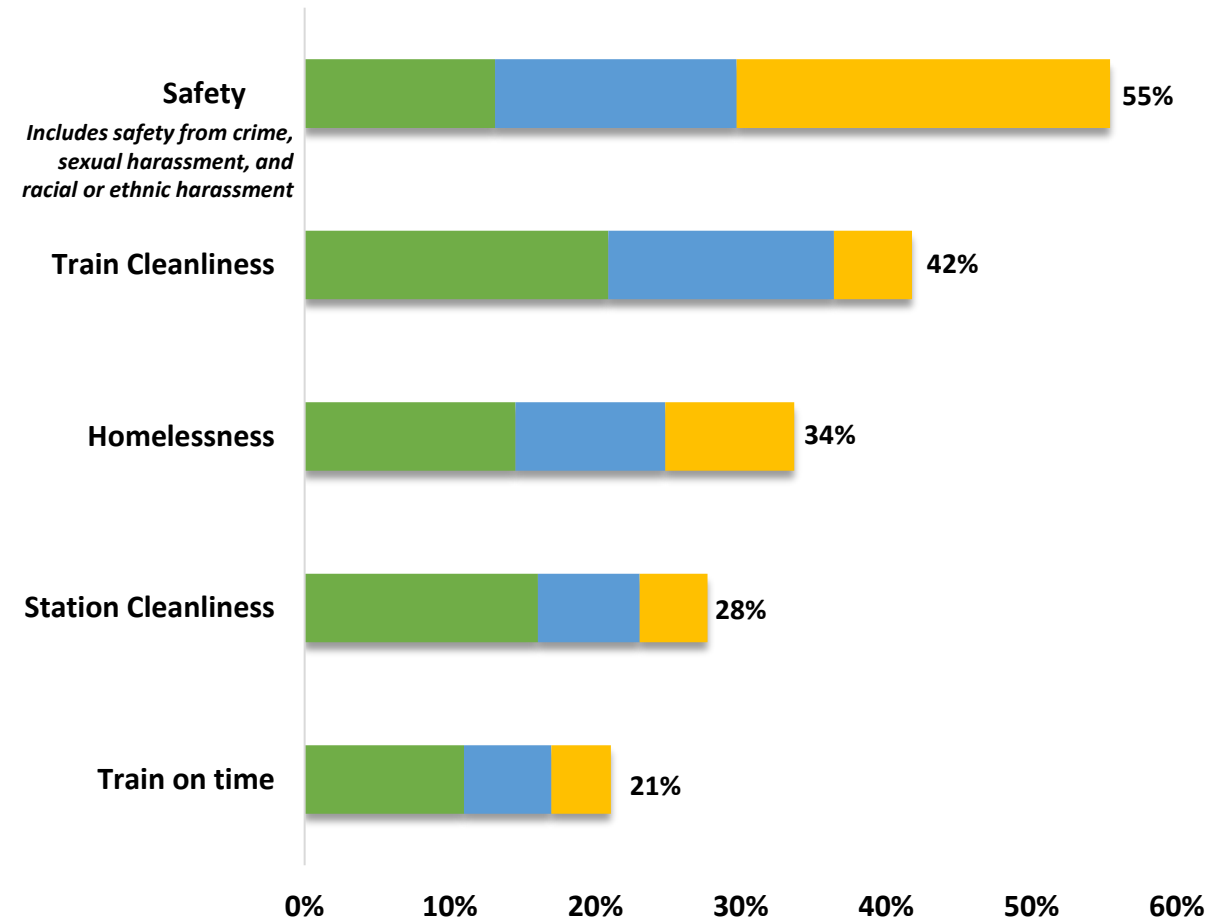


2022 Top 5 Aspects Customers Want Metro to *Improve*

- *Female Bus & Rail*

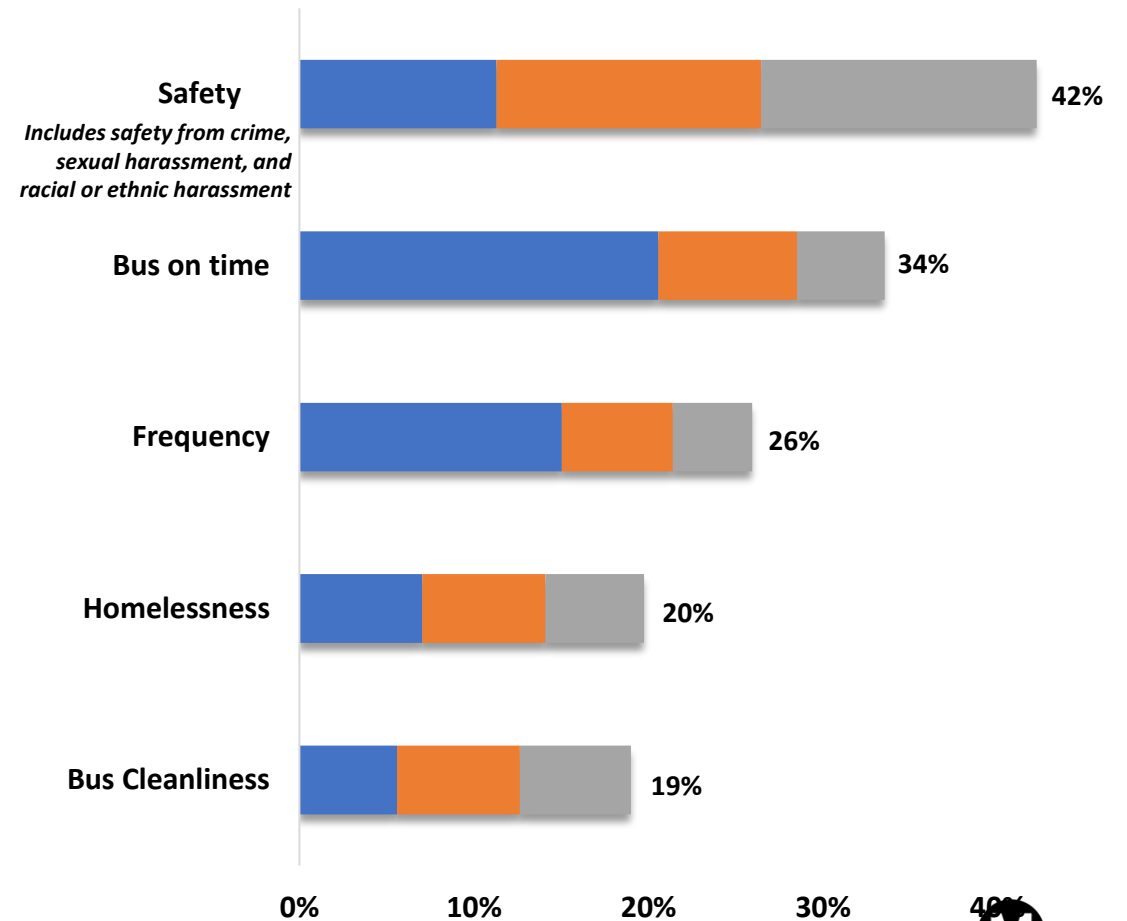
FEMALE - RAIL

#1 #2 #3



FEMALE - BUS

#1 #2 #3



2022 Customer Experience *Target Issues*

– Rail, Bus, Micro

RAIL

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

BUS

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

MICRO

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

2022 Customer Experience *Target Issues*

– Rail, Bus *Female*

RAIL

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

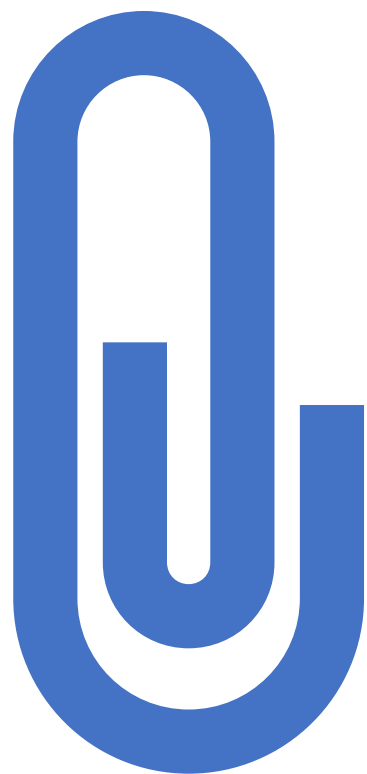
BUS

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

2022 Customer Experience Plan Action Items In Progress

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





Appendix

CX Survey Changes – 2020 vs 2022

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

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

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