

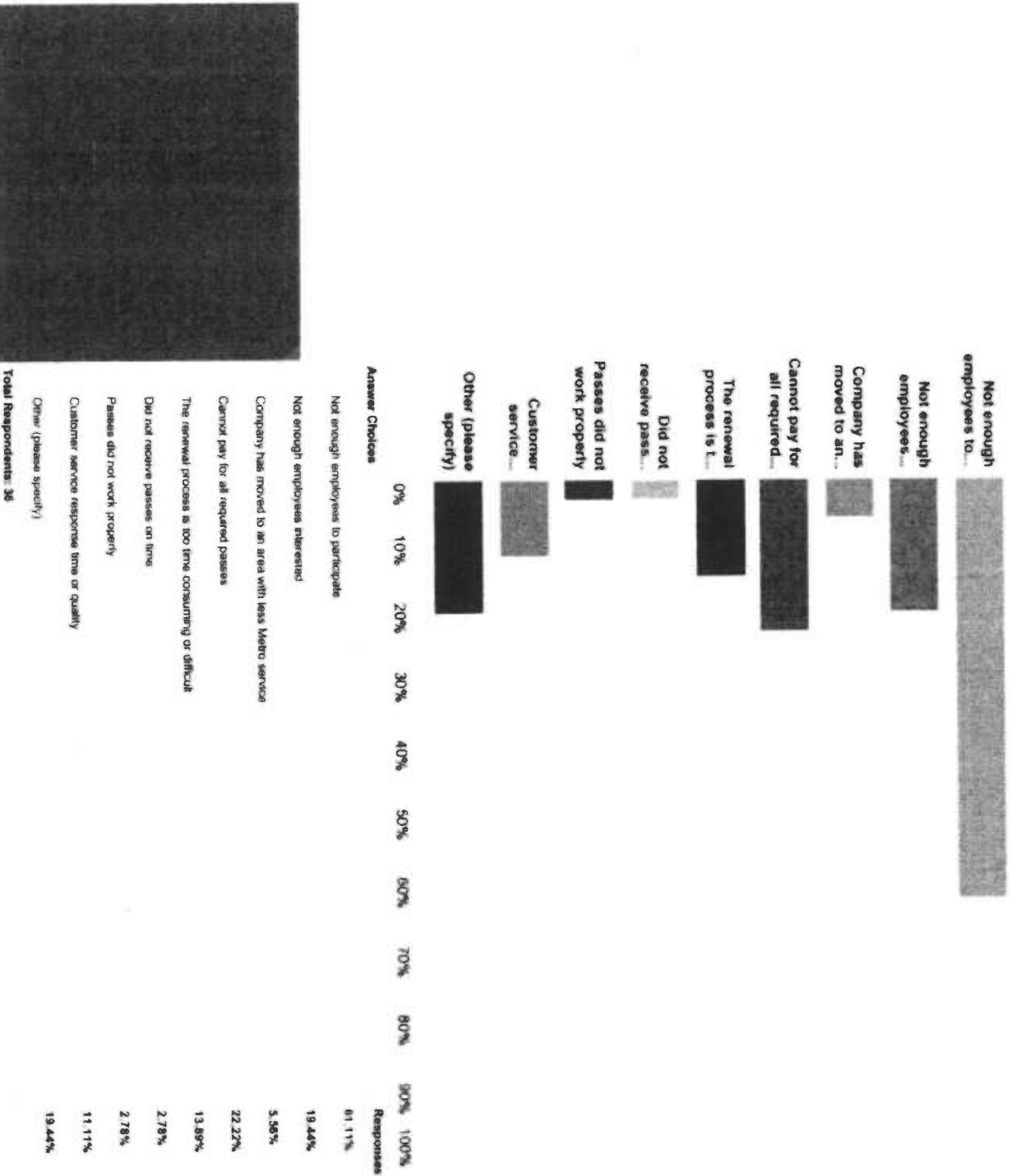
**METRO'S BTAP PROGRAM
2015 CUSTOMER SATISFACTION SURVEY**
Former Participants Only (N = 36)

ATTACHMENT 1

PREPARED BY METRO RESEARCH MARCH 2015

Q4 Why did you leave the BTAP program? (check all that apply)

Answered: 36 Skipped: 0



Q5 What is the MAIN reason you left the BTAP program? (check only one)

Answered: 36 Skipped: 0



DIFFERENCE BETWEEN CHECK ALL AND CHECK ONE

Reason For Leaving	Check all %	Check one %	% Change in Check All vs. Check One
Not enough employees to participate	61%	47%	43% ★
Not enough employees interested	19%	11%	0%
Company as moved to an area with less Metro service	6%	0%	14% 37%
Cannot pay for all required passes	22%	14%	6%
The renewal process is too time consuming or difficult	14%	6%	0%
Did not receive passes on time	3%	0%	3%
Passes did not work properly	3%	3%	11%
Customer service response time or quality	11%	3%	19%
Other	19%	17%	75% ★

The change in Check All vs. Check One column helps show which problems were minor compared to which problems were “deal breakers”. The lower the %, the less affected it was by the switch to “check one”. As you can see, the #1 reason participants left the program was rarely anything to do with BTAP customer service. Rather, it had to do with their company merely not being a good match for the program has a whole.

PLEASE PROVIDE ANY COMMENTS OR FEEDBACK THAT WILL HELP US IMPROVE THE BTAP PROGRAM:

"The program was great, but the requirement of the number of employees was to high; originally we needed 14 and then this year it doubled."

"Employees are set on paying the same rate from the first year, or at least close to it, but having it twice as much was too much to pay."

"I wish that BTAP will not have a limit instead have the discounted BTAP rates available to each employee without minimum limit of employees so that company like us can still afford to pay for our employees transportation even if there's only 2-3 employees"

"Too complicated"

"Open it up to smaller companies, priced prohibitive for small businesses."

"The BTAP program was a very beneficial program for us employees but the sharp increase in cost of the program since this year has made it an unaffordable option for our office which has very employees."

"The employees were very disappointed we could not renew, but they would no longer be employees of Sodexo, and we could not renew them."

"It is an excellent program, but having a \$4,000 minimum for an organization of 39 employees proved too expensive for us since we are non-profit. Please let us know if this changes. Thank you!"

"We'd like the program but it created additional work for the manager to keep track."

"We had approximately 7 participants whom were able to use this program extensively and were very grateful to have been a part of this incredible program."

"We would love to participate and offer this program to our employees, however we do not have 10 employees. We are a small business that would love to participate however we cannot due to your limitation. If you do change the minimum number required we would rejoin. Please consider lowering the number of required employees for next year so you can have more businesses participate."

"It is a great program however we would have more participation if the tap cards could be used for Dash, Metrolink and other transportation services. Thank you."