

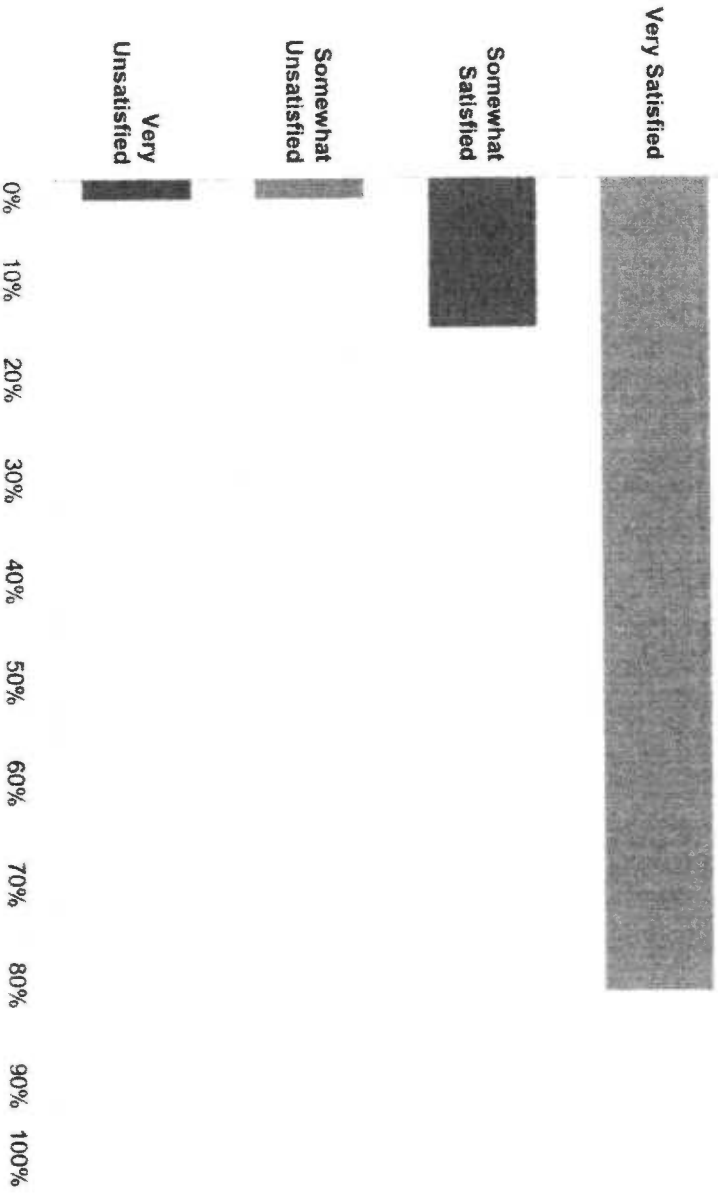
**METRO'S BTAP PROGRAM
2015 CUSTOMER SATISFACTION SURVEY**
Current Participants Only (N = 247)

ATTACHMENT H

PREPARED BY METRO RESEARCH MARCH 2015

Q4 How satisfied are you with the group rate BTAP program?

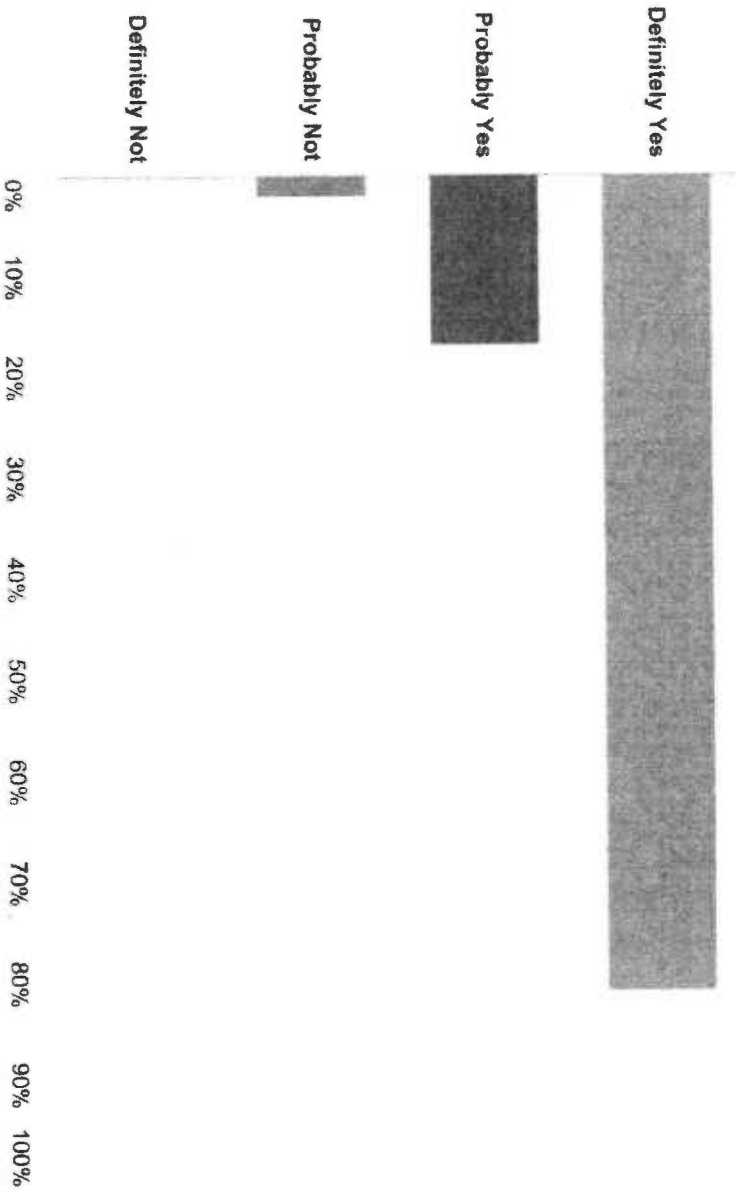
Answered: 247 Skipped: 1



| Answer Choices | Responses |
|----------------------|-----------|
| Very Satisfied | 200 |
| Somewhat Satisfied | 37 |
| Somewhat Unsatisfied | 5 |
| Very Unsatisfied | 5 |

Q5 Do you plan to renew your membership in BTAP next year?

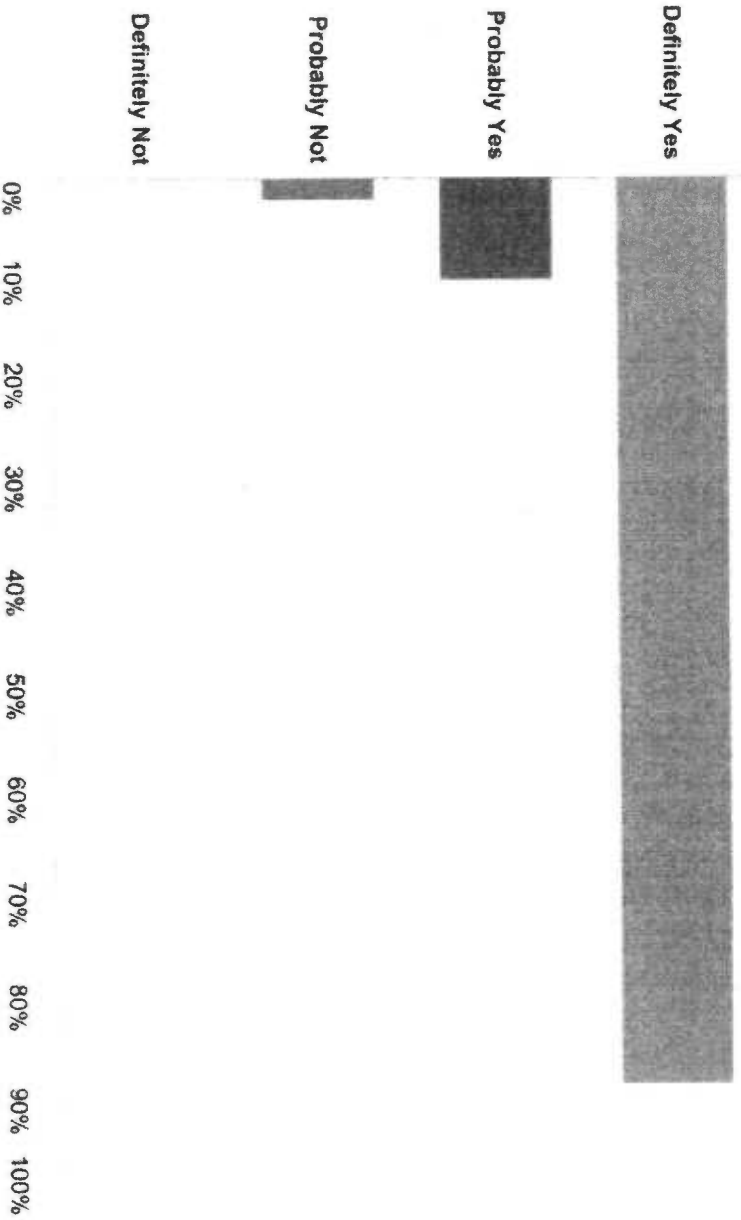
Answered: 247 Skipped: 1



| Answer Choices | Responses |
|----------------|-----------|
| Definitely Yes | 80.97% |
| Probably Yes | 17.00% |
| Probably Not | 2.02% |
| Definitely Not | 0.00% |

Q6 Would you recommend the BTAP program to other employers?

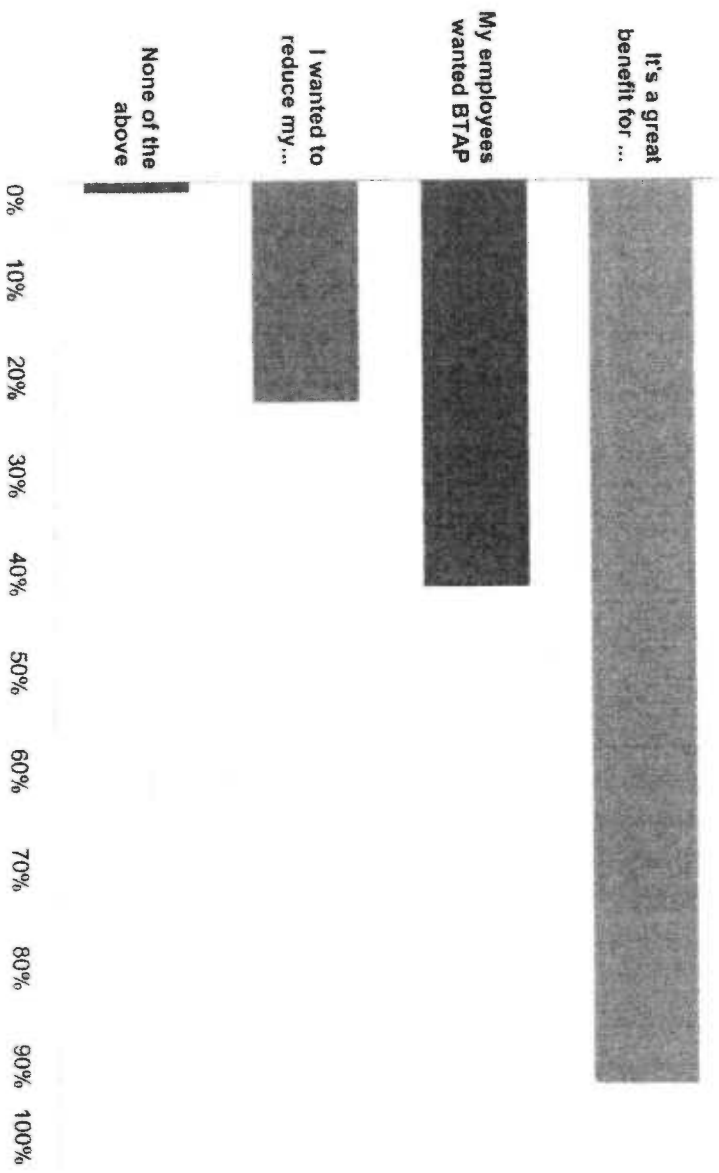
Answered: 247 Skipped: 1



| Answer Choices | Responses |
|----------------|-----------|
| Definitely Yes | 87.85% |
| Probably Yes | 10.12% |
| Probably Not | 2.02% |
| Definitely Not | 0.00% |

Q7 Which of these, if any, describe why you enrolled in the BTAP program? (check all that apply)

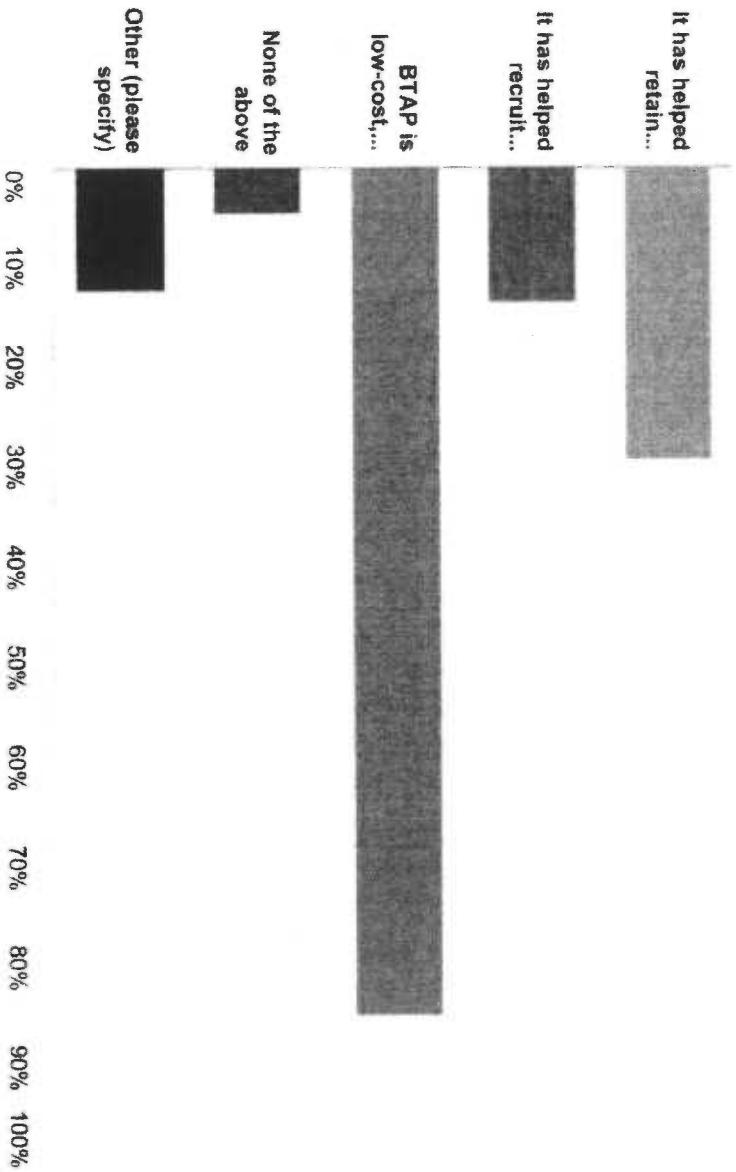
Answered: 245 Skipped: 3



| Answer Choices | Responses |
|---------------------------------------|------------|
| It's a great benefit for my employees | 226 92.24% |
| My employees wanted BTAP | 102 41.63% |
| I wanted to reduce my parking needs | 56 22.86% |
| None of the above | 3 1.22% |

Q8 Which of these, if any, describe your experience with the BTAP program? (check all that apply)

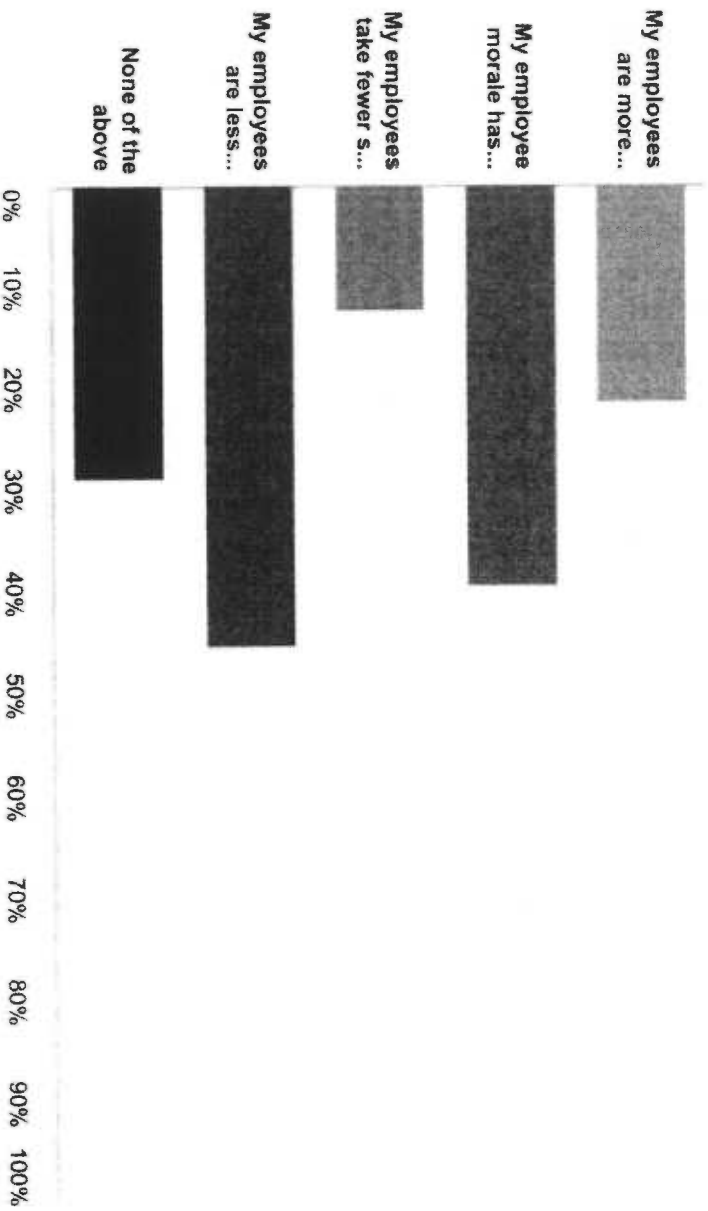
Answered: 245 Skipped: 3



| Answer Choices | Responses |
|---------------------------------|---------------|
| It has helped retain employees | 72 29.39% |
| It has helped recruit employees | 33 13.47% |
| BTAP is low-cost, high-value | 208 84.90% |
| None of the above | 11 4.49% |
| Other (please specify) | 30 12.24% |

Q9 Which of these, if any, describe how the BTAP program has affected your employees? (check all that apply)

Answered: 243 Skipped: 5



| Answer Choices | Responses |
|---------------------------------------|--------------|
| My employees are more productive | 52 (21.40%) |
| My employee morale has improved | 96 (39.51%) |
| My employees take fewer sick days now | 30 (12.35%) |
| My employees are less stressed | 110 (45.27%) |
| None of the above | 70 (28.81%) |

QUESTION 9 “OTHER” RESPONSES SUMMARIZED

“Encourages employees to try transit and learn to be transit riders”

“Helps employees save money”

“Supports environment which employees like”

“Incentive to increase transit”

“Huge rate hike hurt, but still good value”

“Metro is very convenient and fast”

“We are a clean air non-profit and the BTAP program advances our mission!”

“Active for the year, no need to reload monthly passes”

“Boosts employee morale knowing that they don't have to buy a bus pass”

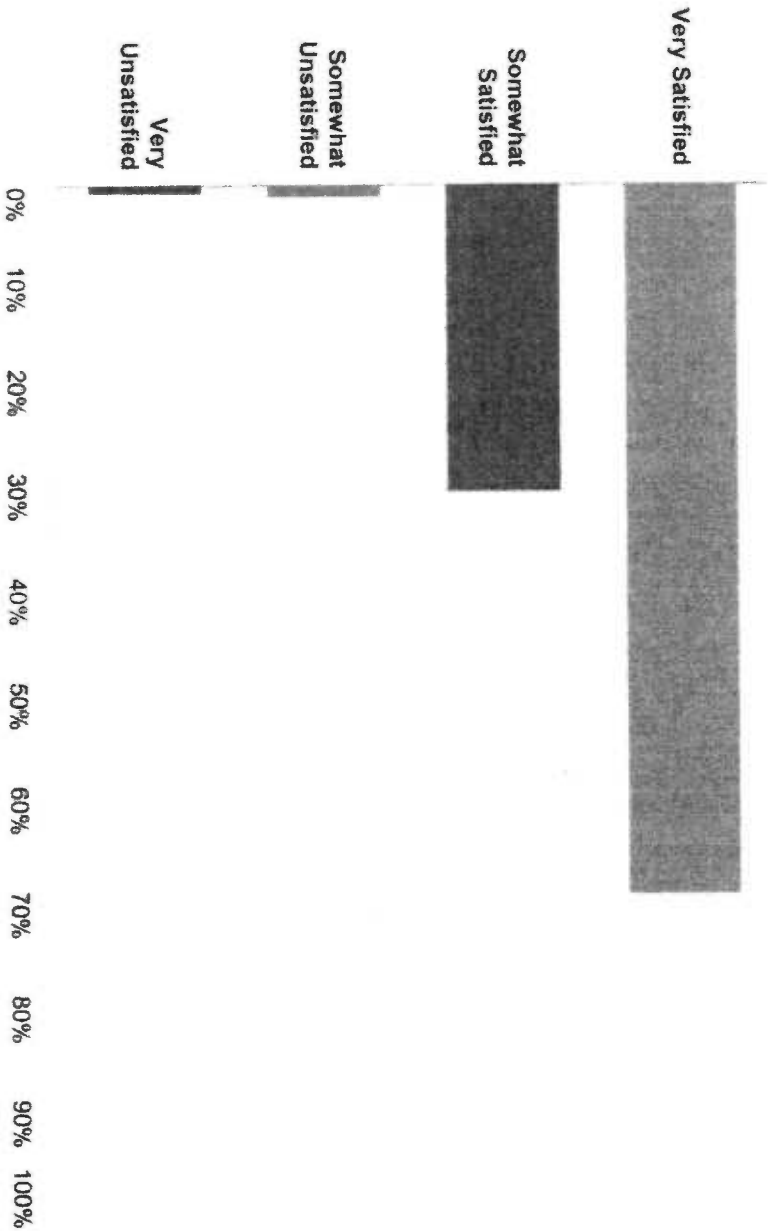
“Convenience”

“Hard to tell if it assists on retaining or recruiting, but we love it”

“It has helped the parking congestion in the building”

Q10 How satisfied are you and your employees with Metro Bus and Rail service?

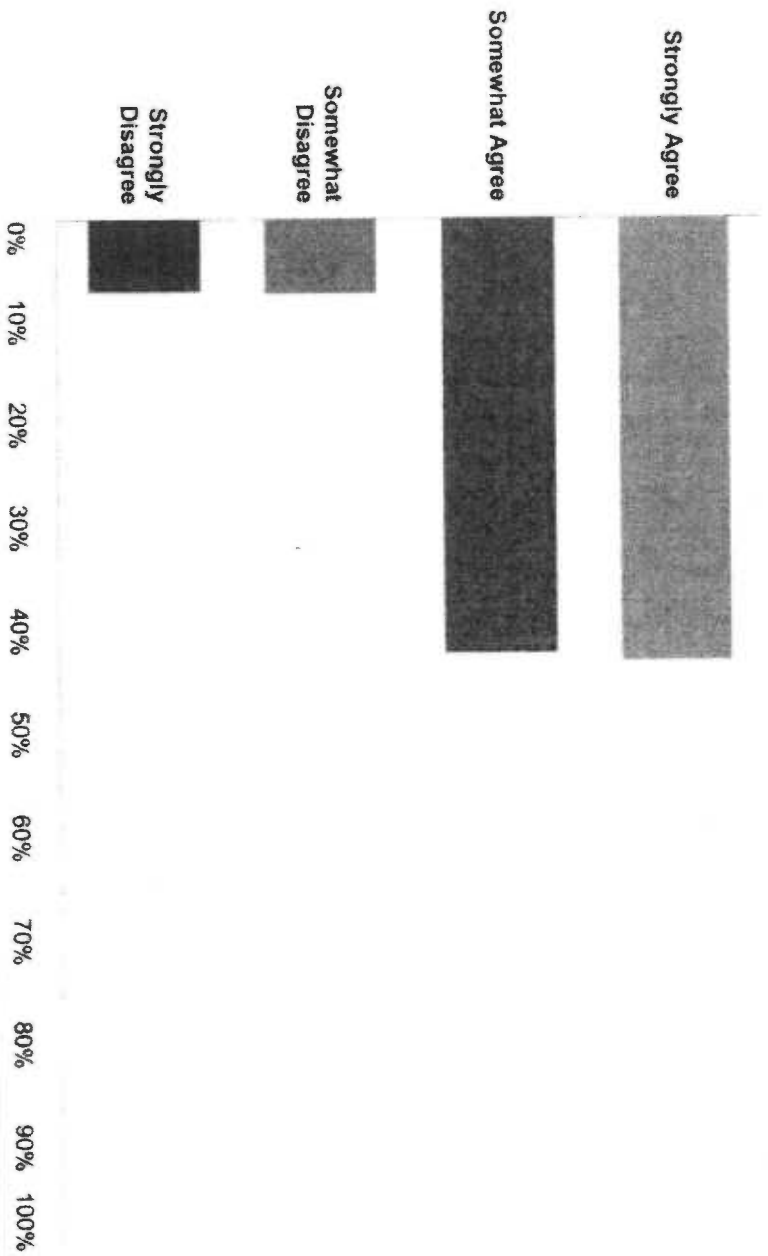
Answered: 243 Skipped: 5



| Answer Choices | Responses |
|----------------------|-----------|
| Very Satisfied | 166 |
| Somewhat Satisfied | 72 |
| Somewhat Unsatisfied | 3 |
| Very Unsatisfied | 2 |

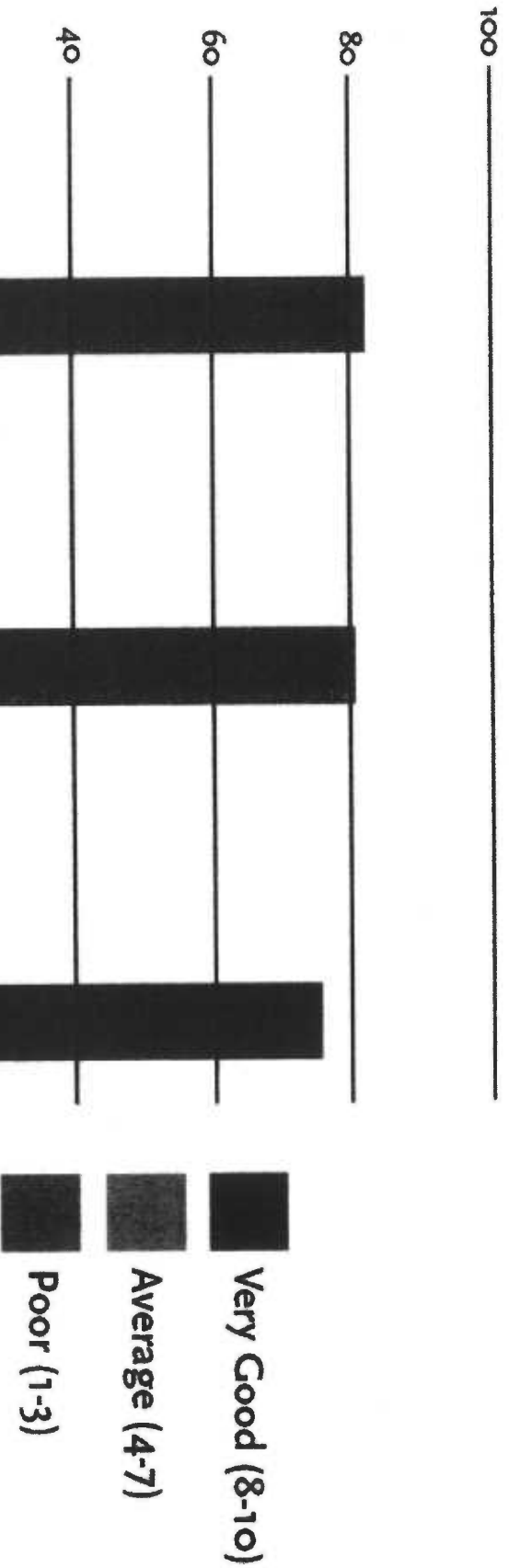
Q11 My employees started taking public transportation because of the BTAP program.

Answered: 243 Skipped: 5



| Answer Choices | Responses |
|-------------------|------------|
| Strongly Agree | 43.21% 105 |
| Somewhat Agree | 42.39% 103 |
| Somewhat Disagree | 7.41% 18 |
| Strongly Disagree | 7.00% 17 |

How would you rate the following Metro BTAP employees?



| | 1 (Very Poor) | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 (Excellent) | Total | Weighted Average |
|------------|---------------|-------|-------|-------|-------|-------|--------|--------|--------|----------------|-------|------------------|
| Sales Rep | 1.24% | 0.00% | 0.83% | 0.83% | 3.73% | 2.07% | 8.30% | 12.03% | 15.77% | 55.19% | 241 | 8.86 |
| | 3 | 0 | 2 | 2 | 9 | 5 | 20 | 29 | 38 | 133 | | |
| MCS | 1.66% | 0.41% | 0.83% | 2.49% | 1.66% | 3.73% | 8.30% | 17.01% | 19.09% | 44.81% | 241 | 8.80 |
| | 4 | 1 | 2 | 6 | 4 | 9 | 20 | 41 | 46 | 108 | | |
| Add/Cancel | 1.25% | 0.83% | 1.25% | 1.67% | 5.42% | 5.42% | 10.00% | 15.00% | 18.33% | 40.83% | 240 | 8.36 |
| | 3 | 2 | 3 | 4 | 13 | 13 | 24 | 36 | 44 | 98 | | |

WHAT DO YOU LIKE BEST ABOUT THE BTAP PROGRAM?

"A good benefit to the employees"

"AFFORDABLE"

"Affordable and convenient"

"Allows staff that already used transit to do so at a reduced price"

"Best Service"

"Beneficial to the working class"

"We are a clean air non-profit"

"Reduced employee stress from driving"

"Encouraged employees not to drive"

"Efficient and easy to do online"

"Great one time investment each year"

"Eases traffic congestion"

"Removes the need to reload passes each month"

"It is really great that a company of Metro's size would offer such a great deal"

"It is the #1 most useful benefit we can offer to our employees as a struggling small business. Majority of employees do not drive to the store now, partly as a result of their unlimited freedom to ride"



WHAT DO YOU LIKE LEAST ABOUT THE BTAP PROGRAM?

- “Minimum number of pass requirements”
- “Passes have to be paid in advance”
- “Adding new members to our plan takes too long”
- “Train delays”
- “Customer service is very poor and no one seems to have the knowledge to service the accounts”
- “Forms for the renewal process”
- “Getting someone on the phone is hard”
- “I don't like that Metro does not provide invoices upon request”
- “Not offered to employees dependents”
- “10 day waiting period to get cards”
- “Paperwork is difficult to complete”
- “Refunds extremely difficult to get if someone leaves”
- ***Nearly ½ of all customers stated “Nothing at all”, “Program is great”, “No problems”, etc for what they like least.