

**LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
OFFICE OF EXTRAORDINARY INNOVATION**

2017 Customer Satisfaction Survey Results

Ad Hoc Customer Experience Committee
January 18, 2018



CUSTOMER SATISFACTION SURVEY

- **Gauge customer satisfaction** at all Metro touch points
- **Identify specific attributes** that affect customer satisfaction
- **Assess relative importance** of customer satisfaction attributes
- **Advise Metro Strategic Plan** vision, mission, goals, and initiatives



SURVEY ADMINISTRATION

Administration:

- Online deployment via Facebook ads and email
- Available in English, Spanish, Chinese, Korean
- Focus group research to engage hard-to-reach populations

Audience:

- Riders and non-riders
- Mirror demographics of LA County
- Online component: 18,198 respondents
- Focus groups: low income, elderly and minority populations

SURVEY DESIGN

- Transportation behaviors (status of transit usage, modes used, frequency of usage, willingness to recommend Metro services)
- Attitudes towards attributes of public transportation (e.g. safety, reliability, travel time, comfort, access, cost, etc.)
- Demographic information (e.g. household income, age, gender, ethnicity, employment status)



KEY USER SEGMENTS

- Savvy Transit Users (28%)
- No Hassle Travelers (11%)
- Frequent Bus Patrons (6%)
- Frequent Rail Patrons (5%)
- Drivers Who Occasionally Ride Rail (8%)
- High Potential Transit Users (20%)
- Previous Bus/Rail Riders (5%)
- Other (17%)



COMMON ISSUES ACROSS USER GROUPS

- Frequency, reliability and total trip time on bus
- Access to/from Metro rail
- New Metro rail lines to new places
- Safety concerns
- Better Information

RECOMMENDATIONS

- Improve Metro bus service to attract and promote more usage (frequency, reliability, travel time, transfers, information)
- Improve access and connectivity across the suite of mobility services to provide better choices for all user groups



RECOMMENDATIONS

- Enhance safety and be mindful of the concerns of African American and Latino users
- Expand ExpressLanes to provide an option to mitigate uncertainties for those who choose to drive



NEXT STEPS

Winter-Spring 2018:

- Board staff briefing on draft Metro Strategic Plan
- Release draft plan for public review
- Conduct stakeholder outreach
- Prepare strategic plan final document

Spring 2018:

- Seek Board approval

