



## Board Report

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### OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE MARCH 18, 2021

**SUBJECT: 2020 CUSTOMER EXPERIENCE SURVEY RESULTS**

**ACTION: RECEIVE AND FILE**

#### **RECOMMENDATION**

RECEIVE AND FILE 2020 Customer Experience Survey Results.

#### **ISSUE**

To improve customer experiences for Metro riders and to help prioritize budget choices, staff developed a comprehensive customer experience survey tool. Staff will present highlights of the survey results for 2020, based on customer ratings of over 40 aspects of service.

#### **BACKGROUND**

The 2020 Customer Experience Survey was conducted October 7-23, 2020. Due to the COVID-19 pandemic, the survey was conducted on-line among a random sample of customers who previously completed on-board surveys. Note that staff intend to return to on-board surveys after the pandemic recedes.

Results are based on 1,287 completed surveys. Data is weighted to ensure that the findings reflect the demographic composition of Metro riders as taken from the 2019 On-Board survey to ensure equity and inclusion of all riders.

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 annual customer experience plans.

#### **DISCUSSION**

The 2020 Customer Experience survey is being utilized to prioritize and phase customer experience investments for the FY22 budget, and to identify pain points to be addressed in the 2021 Customer Experience Plan. The cornerstone of the survey findings is something called a Quadrant Chart that identifies target issues for improvement based on customer ratings. There is one Quadrant Chart for bus and one Quadrant Chart for rail. Staff plan to also include Metro Micro in future Customer Experience surveys.

### **DETERMINATION OF SAFETY IMPACT**

The Customer Experience Survey report has no immediate impact on safety, however recommendations that flow from the survey can improve safety for Metro riders.

### **FINANCIAL IMPACT**

Staff will be seeking staffing and budget for future Customer Experience surveys in the FY22 budget process, however there is no immediate financial impact related to this receive and file.

The cost of Customer Experience Plan initiatives that flow from the survey results will be considered relative to other Metro priorities and approved during Metro budget processes.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

This report supports strategic plan Goal 2, "Deliver outstanding trip experiences for all users of the transportation system."

### **NEXT STEPS**

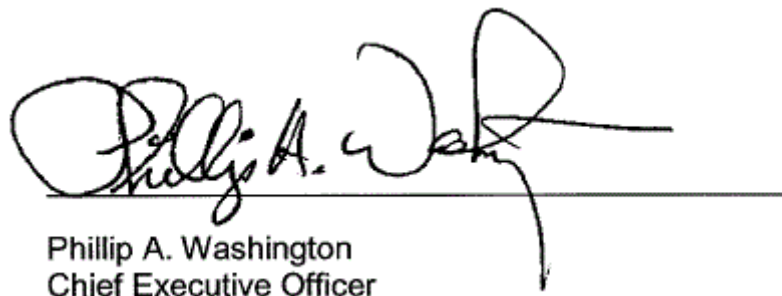
FY22 budget documents will highlight customer experience initiatives recommended in the 2020 Customer Experience Plan and developed in response to 2020 Customer Experience Survey results.

### **ATTACHMENTS**

Attachment A - Customer Experience Survey Results

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