



Survey Shows 'It's Getting Better on the Bus,' But Indicates Improvements Still Needed

(July 10) A recently completed customer satisfaction survey of Metro Bus patrons in five geographic areas of Los Angeles County indicates that 65 percent of those questioned agree that, "It's getting better on the bus."

Surveyors completed 538 phone interviews with regular riders on 10 lines serving downtown Los Angeles, Hollywood/West Side, South-Central LA and the San Fernando and San Gabriel valleys. A typical rider on these lines is almost completely transit-dependent, with almost half having no access to a vehicle, while two-thirds have no valid drivers license.

Significant percentages of those surveyed said they have noticed improvements in important areas of bus service and 41.6 percent gave the system a better overall evaluation. More than half believe exterior bus cleanliness has improved and 46.9 percent think interior cleanliness is better.

Personal security not a concern

Bus frequency has improved, according to 45.5 percent, while more than 40 percent have noticed changes for the better in seat availability and window graffiti. A total of 52.8 percent said they almost never had a concern for personal security while riding the bus.

On the other hand, 75 percent said they had ridden overcrowded buses at least once a week and 67 percent thought their bus was behind schedule, causing long waits at a bus stop for 59.1 percent.

Ninety-one percent of riders surveyed said it is "very important" to them how often the buses run. But, 43 percent said their bus was early at least once a week. About half of the survey respondents reported being passed up.

Noticed service improvements

Perceptions of bus service were influenced by the MTA's marketing campaign, according to more than half of those surveyed. Eighty-six percent of those who were aware of the "It's getting better on the bus" slogan - and agreed with it - said it made them notice service improvements.

The "small-scale market-oriented" survey, conducted for MTA Countywide Planning and Development between March 28 and May 15, was the first of a series intended to track patron perceptions of Metro Bus service.

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