

[Metro.net](#) (web)

Resources

► [Safety](#)

► [Pressroom](#) (web)

► [Ask the CEO](#)

► [CEO Forum](#)

► [Employee Recognition](#)

► [Employee Activities](#)

► [Metro Projects](#)

► [Facts at a Glance](#)
(web)

► [Archives](#)

► [Events Calendar](#)

► [Research Center/Library](#)

► [Metro Classifieds](#)

► [Bazaar](#)

Metro Info

► [30/10 Initiative](#)

► [Policies](#)

► [Training](#)

► [Help Desk](#)

► [Intranet Policy](#)

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Passengers on the Metro Gold Line outnumber drivers on the 210 Freeway in this photo taken shortly after the opening in 2003. Photo by Juan Ocampo.



Poll Shows Riders Like Metro's Attention to Basic Services

- Poll surveyed nearly 18,000 bus and train riders
- [More>](#) Orange Line survey also reveals high rider approval ratings

By KIM UPTON

(Feb. 7, 2006) Two surveys, one scanning overall customer satisfaction and the other focusing on the Metro Orange Line, gave Metro high marks for innovation, as well as for quality of essential services.

In one of the largest surveys of its kind -- this one polling nearly 18,000 riders last fall -- customers were asked to relate their experiences in a self-administered written survey.

"We asked customers to rank us on such things as safety, comfort and added amenities and we were pleased that some of the efforts we are making in basic services -- like adding more buses to lines when we see those lines growing in popularity -- are being noticed and appreciated," said Metro's Jeff Boberg, who designed the survey.

A majority of customers -- 80 percent -- now find a seat, versus 69 percent just three years ago. Customers also said they feel safe at bus stops (80 percent) and when riding the system (87 percent). And 79 percent said operators are courteous.

"Not only are riders feeling confident about essential services, such as driver courtesy and safety on and off buses and trains, they're supportive of our efforts to integrate new technology into the system," Boberg said.

Approve of TV monitors

Eighty-six percent of bus riders approve of the TV monitors that broadcast current news and sports headlines, stock quotes, word games, trivia questions and snippets of vintage television shows.

Seventy-six percent of riders approve of a redesign that makes timetables easier to read and understand.

While more people are consulting the Metro web site for information on how to plan bus or rail trips, join a carpool, find a Park & Ride lot near a Metro station and purchase monthly Metro passes, the number is still low – just 37 percent.

“So, we should probably work on getting the word out about the Web site’s ease and usefulness,” Boberg said.

Overall, more than 4 out of 5 customers think the Metro image is improving (85 percent) and see a continued trend toward better service (83 percent).