



Metro

Los Angeles County
Metropolitan Transportation Authority

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OCTOBER 18, 2019

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: JAMES DE LA LOZA *[Signature]*
CHIEF PLANNING OFFICER

**SUBJECT: FY19 SPRING CUSTOMER SATISFACTION ON-BOARD
SURVEY RESULTS**

ISSUE

This report presents the results of the most recent Metro On-Board Customer Satisfaction Survey (Spring 2019) fielded in May and June of 2019 (Attachment A).

BACKGROUND

For the last sixteen years, Metro's Research staff has been gathering and analyzing data on Metro bus and rail users to track changes in rider satisfaction levels, access to and knowledge of Metro resources, perceptions of safety and cleanliness, and a variety of other topics. It also contains demographic questions, which are vital for ensuring Title VI compliance and allow Metro to better serve a diverse Los Angeles County.

Metro's Strategic Plan, Vision 2028, has established the goal to "deliver outstanding trip experiences for all users of the transportation system" (Goal 2). Under that goal, the Strategic Plan relies twice on the biannual customer satisfaction survey to measure progress on its initiatives. Specifically, the survey will measure performance for the following:

- Measure change in the perception of safety as we improve safety (Initiative 2.1);
and
- Improve customer satisfaction (Initiative 2.3).

The survey is fielded twice each year on all rail lines and nearly all bus lines, representing 97% of the average weekday boardings on the Metro system. Surveys were distributed on vehicle trips on these lines between the hours of 4 am and 8 pm. Results are expanded to line totals, but not by time of day. A total of 14,773 completed surveys were returned for this survey effort and it has a low error rate (under 2 percent).

ANALYSIS

System-wide, overall satisfaction remains high, with 90% reporting being satisfied with service overall (Attachment A, p. 1).

In the Spring 2016 survey, bus rider satisfaction surpassed that of rail riders for the first time since the survey began in 2003, and has remained that way in subsequent surveys. In 2019, the bus and rail satisfaction rates are effectively equal (89% and 90%, respectively). Although the gap lessened in 2019, bus satisfaction surpassed rail satisfaction in all component areas except for on-time performance and station/stop cleanliness. Two of the largest differences are safety while riding and vehicle cleanliness. Bus riders feel safer while riding (90%) than rail riders (81%) by a 9% margin (Attachment B, p. 1). While 85% of bus riders feel the buses are generally clean, only 68% of rail riders agree, a difference of 17%.

When asked about Internet access, 85% of bus riders and 92% of rail riders reported having either a cellular data plan or Internet service available to their household (Attachment B, p. 7). Only 7% of bus riders, and 4% of rail riders reported having no cell phone.

Reported sexual harassment in the Spring 2019 survey is 23% overall (Attachment A, p. 2), up from 21% in Fall 2018. Since 2014, the agency has launched a series of countermeasures. These include the "It's Off-Limits" anti-sexual harassment campaign in April of 2015, a harassment reporting hotline (844-Off-Limits or 844-633-5464) added in 2017, and an increase in the number of police on buses and trains in 2018. These steps resulted in a steady downturn in reported harassment until Fall 2017. Currently, 29% of people reported experiencing harassment on rail, and 20% reported experiencing harassment on Metro buses (Attachment B, p. 8).

NEXT STEPS

Metro Research is committed to continuing to monitor the customer experience through our research program, which includes the semi-annual On-Board Customer Satisfaction Survey, in support of Metro's Strategic Plan goals.

Metro staff will post this information online, present results to governance councils, and continue to integrate research data with our various projects, including, but not limited to, the NextGen Bus Study Project and Long Range Transportation Plan update.

ATTACHMENT

Attachment A - Spring 2019 On-Board Customer Satisfaction Survey Topline Results
Attachment B - Spring 2019 On-Board Survey + Trend Report Infographic

Attachment A: Spring 2019 On-Board Customer Satisfaction Survey Topline Results

All SYSTEMWIDE data derived from On-Board Customer Satisfaction Survey (Conducted May-June 2019)

Generally Speaking, I am satisfied with Metro bus/rail service	
	Percent
Strongly Agree	43%
Agree	48%
Total Agree	90%
Disagree	7%
Strongly Disagree	3%
Total Disagree	10%
Total	100%

THIS bus/train is generally on time (within 5 minutes)	
	Percent
Strongly Agree	37%
Agree	47%
Total Agree	84%
Disagree	13%
Strongly Disagree	4%
Total Disagree	16%
Total	100%

I feel safe waiting for THIS bus/train	
	Percent
Strongly Agree	36%
Agree	49%
Total Agree	85%
Disagree	11%
Strongly Disagree	3%
Total Disagree	15%
Total	100%

I feel safe while riding THIS bus/train	
	Percent
Strongly Agree	39%
Agree	49%
Total Agree	87%
Disagree	10%
Strongly Disagree	3%
Total Disagree	13%
Total	100%

THIS bus/train is generally clean	
	Percent
Strongly Agree	32%
Agree	47%
Total Agree	80%
Disagree	15%
Strongly Disagree	5%
Total Disagree	20%
Total	100%

THIS bus/train's stops/stations are generally clean	
	Percent
Strongly Agree	29%
Agree	47%
Total Agree	75%
Disagree	19%
Strongly Disagree	6%
Total Disagree	25%
Total	100%

Did you receive a discount on your fare?	
	Percent
Yes	33%
No	67%
Total	100%

If yes, what type of discount did you receive?	
	Percent
Student (K-12)	26%
Student (college)	21%
LIFE (low-income coupon)	7%
Senior/Dis./Medi.	46%
Total	100%

What type of fare did you use?	
	Percent
30-Day Pass	19%
7-Day Pass	9%
Day Pass	7%
TAP Stored Value	28%
Cash	23%
Token	2%
Metro Transfer	2%
EZ Transit Pass	2%
Inter-Agency Transfer	0%
Metrolink Transfer	1%
OCTA Pass	0%
Other	5%
Total	100%

Do you own a:	
	Percent
Smart Phone	57%
Cell Phone	37%
Neither	6%
Total	100%

Do you or any member of your household have access to the internet?	
	Percent
Yes	87%
No	13%
Total	100%

Do you or any member of your household have access to high-speed internet AND a smartphone data plan?	
	Percent
Yes	25%
No	75%
Total	100%

Do you or any member of your household have access to the internet using any of the following?	
	Percent
Cable or High-Speed Internet	52%
Cellular data plan for smartphone/tablet	40%
Some other internet service	9%
Total	100%

How did you get to the FIRST bus or train of THIS trip?	
	Percent
Walked	78%
Dropped Off	10%
Drove	5%
Biked	2%
Skateboarded	1%
Other	3%
Total	100%

How many minutes did it take you to get to the FIRST bus or train of THIS trip?	
	Percent
Mean	10
Median	9

How many minutes did you wait for that FIRST bus or train?	
	Percent
Mean	8
Median	5

Do you have a car available to make THIS trip?	
	Percent
Yes	22%
No	78%
Total	100%

Will you have to transfer to complete THIS trip?	
	Percent
Yes	47%
No	53%
Total	100%

If yes, is your transfer scheduled to arrive within 15 minutes?	
	Percent
Yes	71%
No	29%
Total	100%

All SYSTEMWIDE data derived from On-Board Customer Satisfaction Survey (Conducted May-June 2019)

In the past 6 months, while riding Metro, have you personally experienced any of the following types of sexual harassment?

	Percent
Total Rate	23%
Non-physical	18%
Physical	6%
Indecent Exposure	9%

How many days a week do you usually ride Metro?

	Percent
First time	2%
< 1 day	4%
1-2 days	7%
3-4 days	21%
5 or more days	66%
Total	100%

How many years have you been riding Metro?

	Percent
Less than one	11%
1-2 years	18%
3-4 years	16%
5+ years	56%
Total	100%

What language did you complete the survey in?

	Percent
English	73%
Spanish	26%
Other	1%
Total	100%

What is your ethnicity?

	Percent
Latino	58%
African American	15%
White	12%
Asian/Pac. Isl.	9%
Native American	1%
Other	5%
Total	100%

What is your gender identity?

	Percent
Male	47%
Female	51%
Non-binary	1%
Total	100%

What is your age?

	Percent
< 18	10%
18-24	18%
25-34	21%
35-49	24%
50-64	20%
65 or more	8%
Total	100%

Household's total annual earnings?

	Percent
Under \$5,000	22%
\$5,000-\$9,999	8%
\$10,000-\$14,999	6%
\$15,000-\$19,999	17%
\$20,000-\$24,999	10%
\$25,000-\$34,999	7%
\$35,000-\$49,999	11%
\$50,000-\$99,999	13%
\$100,000 or more	7%
Total	100%

Household's total annual earnings?

	\$\$\$
Median	\$19,247
Mean	\$31,959

Above or Below Poverty Line

	Percent
Below Poverty Line	51%
Above Poverty Line	49%
Total	100%

Generally Speaking, I am satisfied with Metro bus service

	Percent
Strongly Agree	45%
Agree	46%
Total Agree	90%
Disagree	7%
Strongly Disagree	3%
Total Disagree	10%
Total	100%

THIS bus is generally on time (within 5 minutes)

	Percent
Strongly Agree	30%
Agree	45%
Total Agree	82%
Disagree	15%
Strongly Disagree	4%
Total Disagree	19%
Total	100%

I feel safe waiting for THIS bus

	Percent
Strongly Agree	35%
Agree	48%
Total Agree	87%
Disagree	10%
Strongly Disagree	3%
Total Disagree	13%
Total	100%

I feel safe while riding THIS bus

	Percent
Strongly Agree	43%
Agree	48%
Total Agree	90%
Disagree	7%
Strongly Disagree	2%
Total Disagree	10%
Total	100%

THIS bus is generally clean

	Percent
Strongly Agree	36%
Agree	49%
Total Agree	85%
Disagree	11%
Strongly Disagree	4%
Total Disagree	15%
Total	100%

THIS bus's stops are generally clean

	Percent
Strongly Agree	30%
Agree	44%
Total Agree	74%
Disagree	20%
Strongly Disagree	6%
Total Disagree	26%
Total	100%

Did you receive a discount on your fare?

	Percent
Yes	37%
No	64%
Total	100%

If yes, what type of discount did you receive?

	Percent
Student (K-12)	29%
Student (college)	20%
LIFE (low-income coupon)	8%
Senior/Dis./Medi.	43%
Total	100%

What type of fare did you use?

	Percent
30-Day Pass	21%
7-Day Pass	9%
Day Pass	4%
TAP Stored Value	22%
Cash	30%
Token	2%
Metro Transfer	2%
EZ Transit Pass	2%
Inter-Agency Transfer	0%
MetroLink Transfer	1%
OCTA Pass	0%
Other	6%
Total	100%

Do you own a:

	Percent
Smart Phone	51%
Cell Phone	42%
Neither	7%
Total	100%

Do you or any member of your household have access to the Internet?

	Percent
Yes	85%
No	15%
Total	100%

Do you or any member of your household have access to high-speed internet AND a smartphone data plan?

	Percent
Yes	22%
No	78%
Total	100%

Do you or any member of your household have access to the internet using any of the following?

	Percent
Cable or High-Speed Internet	51%
Cellular data plan for smart phone/tablet	40%
Some other internet service	10%
Total	100%

How did you get to the FIRST bus or train of THIS trip?

	Percent
Walked	84%
Dropped Off	9%
Drove	2%
Biked	2%
Skateboarded	1%
Other	3%
Total	100%

How many minutes did it take you to get to the FIRST bus or train of THIS trip?

	Percent
Mean	10
Median	7

How many minutes did you wait for that FIRST bus or train?

	Percent
Mean	9
Median	6

Do you have a car available to make THIS trip?

	Percent
Yes	17%
No	83%
Total	100%

Will you have to transfer to complete THIS trip?

	Percent
Yes	44%
No	56%
Total	100%

If yes, is your transfer scheduled to arrive within 15 minutes?

	Percent
Yes	69%
No	31%
Total	100%

In the past 6 months, while riding Metro, have you personally experienced any of the following types of sexual harassment?

	Percent
Total Rate	20%
Non-physical	16%
Physical	5%
Indecent Exposure	7%

How many days a week do you usually ride Metro?

	Percent
First time	1%
< 1 day	3%
1-2 days	7%
3-4 days	19%
5 or more days	71%
Total	100%

How many years have you been riding Metro?

	Percent
Less than one	9%
1-2 years	16%
3-4 years	15%
5+ years	60%
Total	100%

What language did you complete the survey in?

	Percent
English	68%
Spanish	31%
Other	1%
Total	100%

What is your ethnicity?

	Percent
Latino	63%
African American	15%
White	8%
Asian/Pac. Isl.	8%
Native American	1%
Other	5%
Total	100%

What is your gender identity?

	Percent
Male	44%
Female	54%
Non-binary	1%
Total	100%

What is your age?

	Percent
< 18	11%
18-24	16%
25-34	19%
35-49	23%
50-64	21%
65 or more	9%
Total	100%

Household's total annual earnings?

	Percent
Under \$5,000	25%
\$5,000-\$9,999	9%
\$10,000-\$14,999	6%
\$15,000-\$19,999	18%
\$20,000-\$24,999	11%
\$25,000-\$34,999	7%
\$35,000-\$49,999	11%
\$50,000-\$99,999	10%
\$100,000 or more	3%
Total	100%

Household's total annual earnings?

	\$\$\$
Median	\$17,873
Mean	\$26,197

Above or Below Poverty Line

	Percent
Below Poverty Line	58%
Above Poverty Line	43%
Total	100%

Generally Speaking, I am satisfied with Metro rail service	
	Percent
Strongly Agree	38%
Agree	52%
Total Agree	89%
Disagree	8%
Strongly Disagree	3%
Total Disagree	11%
Total	100%

THIS train is generally on time (within 5 minutes)	
	Percent
Strongly Agree	37%
Agree	52%
Total Agree	89%
Disagree	8%
Strongly Disagree	2%
Total Disagree	11%
Total	100%

I feel safe waiting for THIS train	
	Percent
Strongly Agree	30%
Agree	51%
Total Agree	81%
Disagree	15%
Strongly Disagree	4%
Total Disagree	19%
Total	100%

I feel safe while riding THIS train	
	Percent
Strongly Agree	30%
Agree	51%
Total Agree	81%
Disagree	15%
Strongly Disagree	5%
Total Disagree	19%
Total	100%

THIS train is generally clean	
	Percent
Strongly Agree	23%
Agree	45%
Total Agree	68%
Disagree	23%
Strongly Disagree	9%
Total Disagree	32%
Total	100%

THIS train's stations are generally clean	
	Percent
Strongly Agree	26%
Agree	52%
Total Agree	78%
Disagree	17%
Strongly Disagree	6%
Total Disagree	23%
Total	100%

Did you receive a discount on your fare?	
	Percent
Yes	25%
No	75%
Total	100%

If yes, what type of discount did you receive?	
	Percent
Student (K-12)	17%
Student (college)	25%
LIFE (low-income coupon)	5%
Senior/Dls./Medi.	53%
Total	100%

What type of fare did you use?	
	Percent
30-Day Pass	15%
7-Day Pass	10%
Day Pass	14%
TAP Stored Value	48%
Cash	0%
Token	1%
Metro Transfer	3%
EZ Transit Pass	3%
Inter-Agency Transfer	0%
Metrolink Transfer	3%
OCFA Pass	0%
Other	4%
Total	100%

Do you own a:	
	Percent
Smart Phone	71%
Cell Phone	25%
Neither	4%
Total	100%

Do you or any member of your household have access to the internet?	
	Percent
Yes	92%
No	8%
Total	100%

Do you or any member of your household have access to high-speed internet AND a smartphone data plan?	
	Percent
Yes	33%
No	67%
Total	100%

Do you or any member of your household have access to the internet using any of the following?	
	Percent
Cable or High-Speed Internet	54%
Cellular data plan for smartphone/tablet	40%
Some other internet service	7%
Total	100%

How did you get to the FIRST bus or train of THIS trip?	
	Percent
Walked	66%
Dropped Off	13%
Drove	12%
Biked	3%
Skateboarded	2%
Other	4%
Total	100%

How many minutes did it take you to get to the FIRST bus or train of THIS trip?	
	Percent
Mean	12
Median	10

How many minutes did you wait for that FIRST bus or train?	
	Percent
Mean	8
Median	5

Do you have a car available to make THIS trip?	
	Percent
Yes	33%
No	67%
Total	100%

Will you have to transfer to complete THIS trip?	
	Percent
Yes	54%
No	46%
Total	100%

If yes, is your transfer scheduled to arrive within 15 minutes?	
	Percent
Yes	74%
No	26%
Total	100%

Al! RAIL data derived from On-Board Customer Satisfaction Survey (Conducted May-June 2019)

In the past 6 months, while riding Metro, have you personally experienced any of the following types of sexual harassment?

	Percent
Total Rate	29%
Non-physical	23%
Physical	7%
Indecent Exposure	13%

How many days a week do you usually ride Metro?

	Percent
First time	5%
< 1 day	6%
1-2 days	9%
3-4 days	24%
5 or more days	57%
Total	100%

How many years have you been riding Metro?

	Percent
Less than one	15%
1-2 years	21%
3-4 years	18%
5+ years	46%
Total	100%

What language did you complete the survey in?

	Percent
English	85%
Spanish	15%
Other	0%
Total	100%

What is your ethnicity?

	Percent
Latino	46%
African American	15%
White	21%
Asian/Pac. Isl.	12%
Native American	1%
Other	5%
Total	100%

What is your gender identity?

	Percent
Male	54%
Female	45%
Non-binary	2%
Total	100%

What is your age?

	Percent
< 18	6%
18-24	21%
25-34	26%
35-49	25%
50-64	17%
65 or more	5%
Total	100%

Household's total annual earnings?

	Percent
Under \$5,000	17%
\$5,000-\$9,999	6%
\$10,000-\$14,999	5%
\$15,000-\$19,999	14%
\$20,000-\$24,999	8%
\$25,000-\$34,999	6%
\$35,000-\$49,999	12%
\$50,000-\$99,999	20%
\$100,000 or more	14%
Total	100%

Household's total annual earnings?

	\$\$\$
Median	\$26,690
Mean	\$44,585

Above or Below Poverty Line

	Percent
Below Poverty Line	38%
Above Poverty Line	62%
Total	100%

On-Board Survey Results + Trend Report Spring '19

May 15 - July 12

Every year Metro Research conducts a customer satisfaction survey on board their buses and trains. This year, we received input from **14,773** riders like you! This is what they had to say.

Attachment B

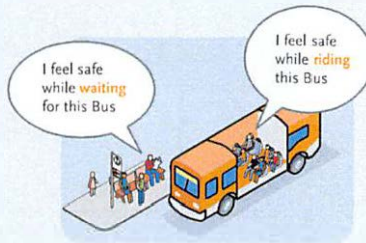
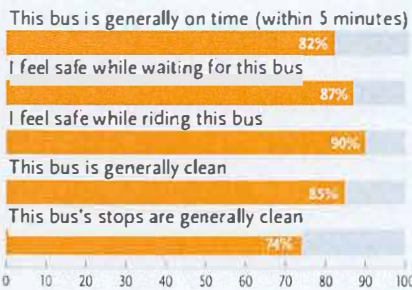


Metro

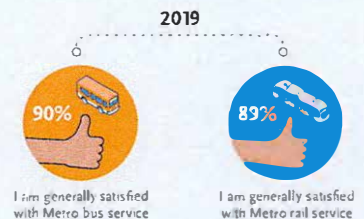
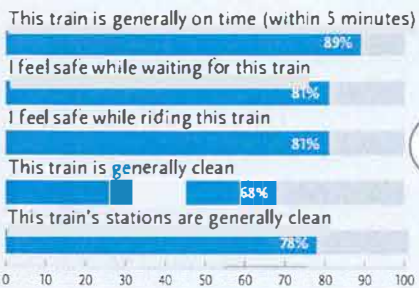
Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

Customer Satisfaction

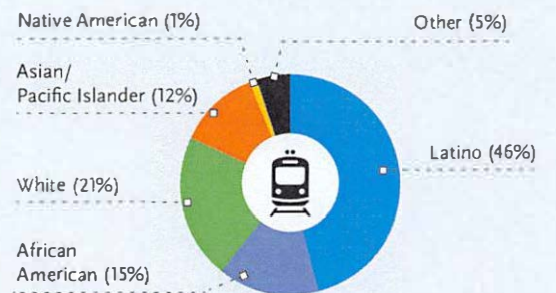
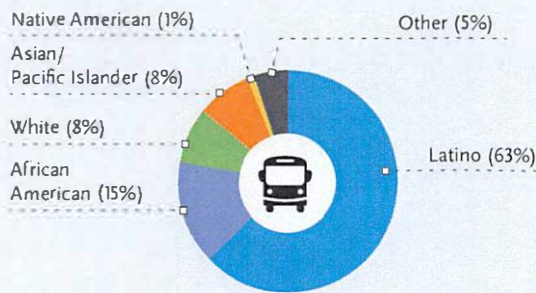


I am generally satisfied with Metro Service:

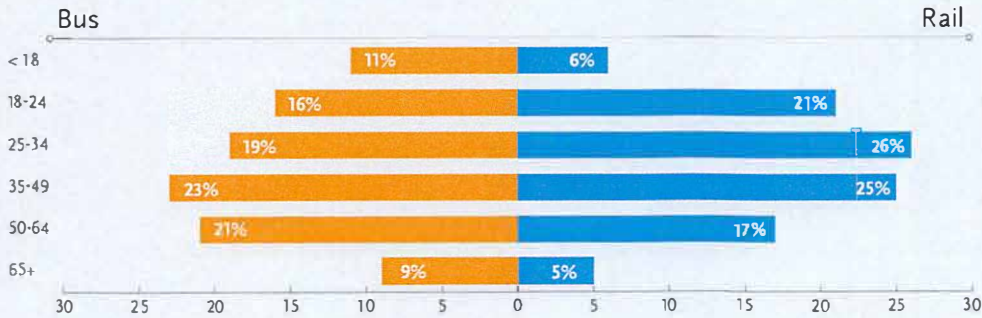


Demographic Data

Ethnicity

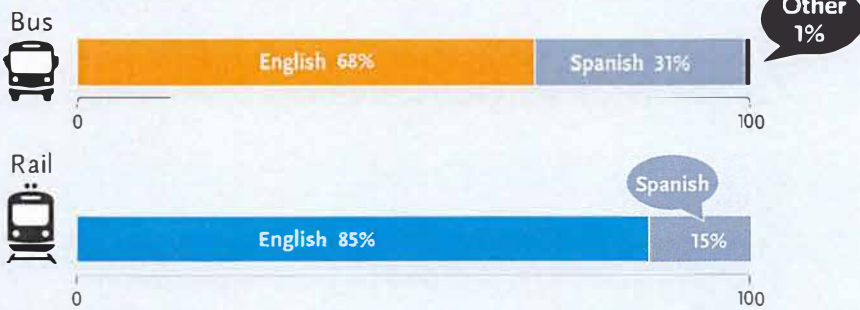


Age

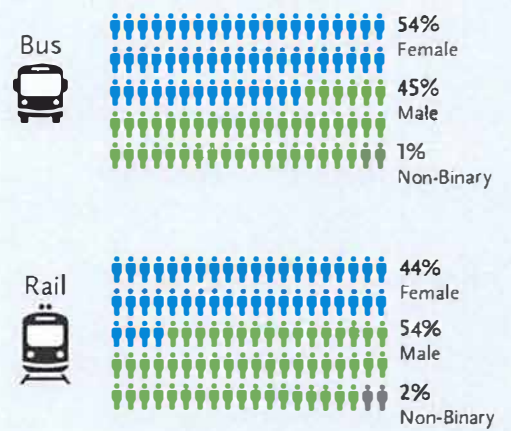


Demographic Data

Survey Language



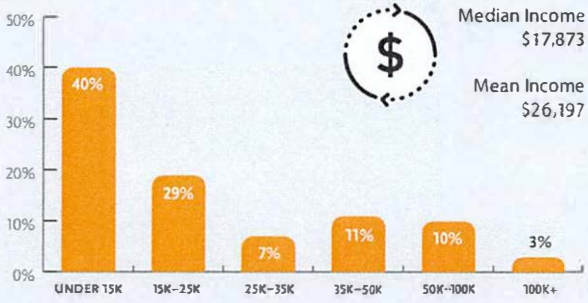
Gender Identity



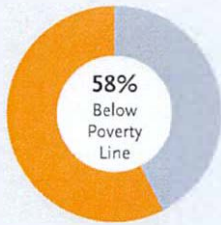
Demographic Data

Household Income

Bus



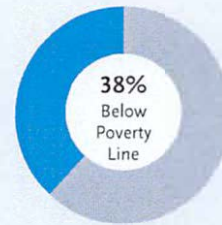
Bus

Rail



Rail

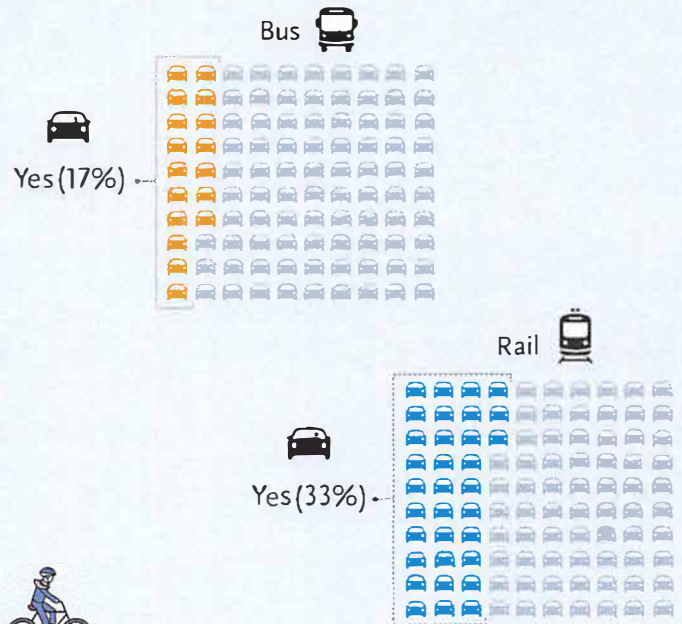
Trip Profile

I have been riding Metro for 5+ years: ● Bus ▲ Rail



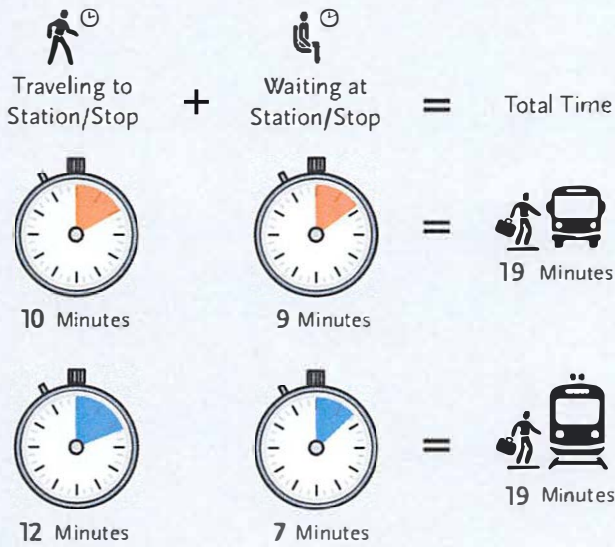
Year	Bus	Rail
2013	52%	40%
2014	60%	46%
2015	60%	49%
2016	63%	47%
2017	62%	45%
2018	60%	43%
2019	60%	46%

Do you have a car available to make THIS trip?

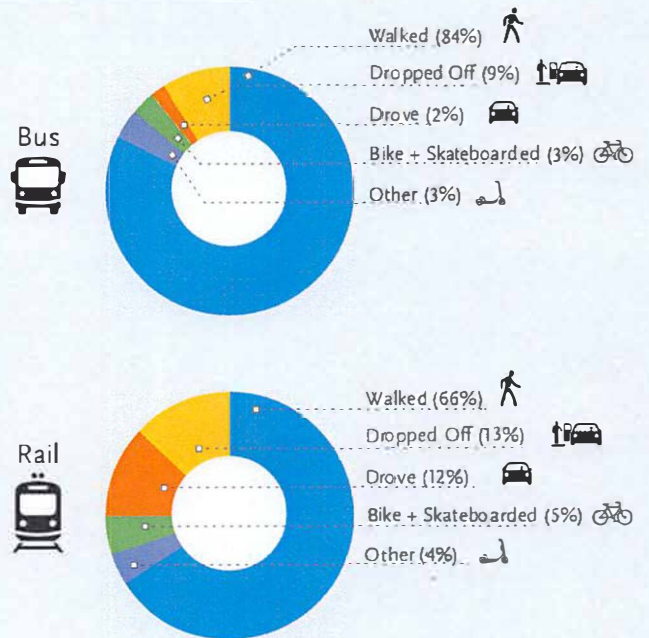


Trip Profile

Average Total Time Before Boarding Bus/Train

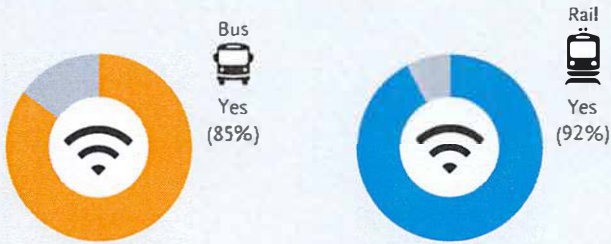


First Mile Travel Modes

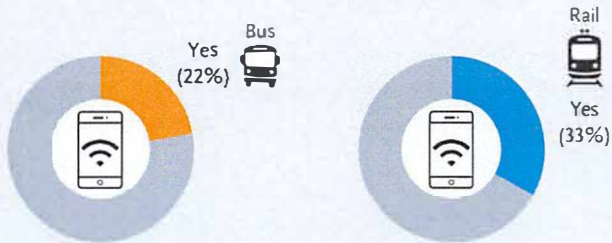


Internet Access

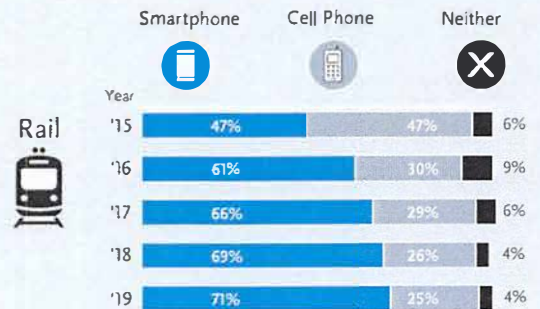
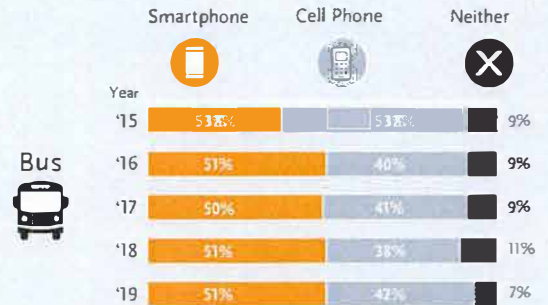
Do you or any member of your household have access to the internet?



Do you or any member of your household have access to high-speed internet and a smartphone data plan?



What type of mobile device do you own?



Sexual Harassment

