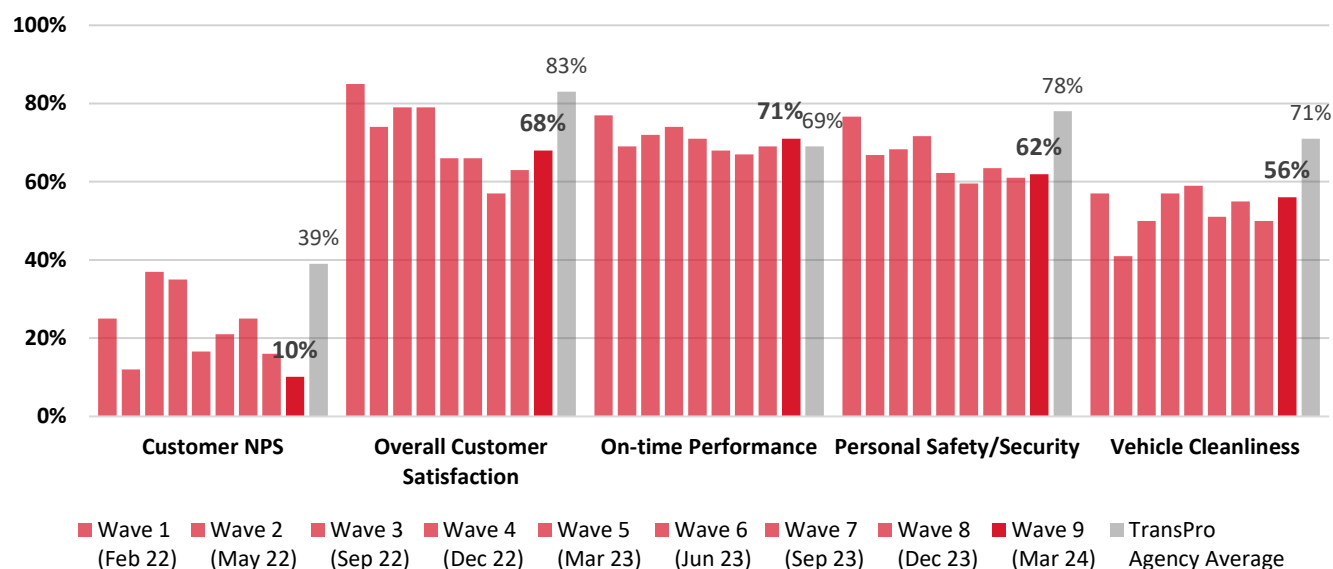


GCRTA Customer Experience Survey Results – Wave 9

I. Overall Greater Cleveland Regional Transit Authority Customer Experience

The ninth wave of Customer Experience Surveys occurred in March 2024 and resulted in a six-point decrease in the agency Net Promoter Score* to 10. This indicates that customers are less likely to recommend RTA services to others than they were in wave 8. The chart presented shows all nine waves of customer experience surveys and overall results weighted by mode ridership (Fixed Route, BRT, Rail and Paratransit).

Industry Comparison: Customer Impression



On average, the RTA is currently 29 points lower for NPS, compared to other transit agencies. Customer perceptions of Fixed Route, BRT, and Rail personal safety/security and vehicle cleanliness are the key drivers of the lower Net Promoter Score.

Overall satisfaction increased by 5 percentage-points due to higher levels of satisfaction with Fixed Route, BRT, and Rail on-time performance.

II. Fixed Route, BRT, & Rail

Consistent with previous customer surveys, a methodology of a randomized intercept survey of approximately every fourth boarding customer across the three modes (Fixed Route, BRT, and Rail) was conducted. A total of 1,315 surveys were completed, yielding a ±5% margin of error at the 95% confidence level. The survey data was compared to industry partners including TriMet (Portland, OR), VIA (San Antonio, TX), CATS (Charlotte, NC), TARC (Louisville, KY), RTD (Denver, CO), and others.

68% of customers are satisfied or very satisfied with the service, which is up for the second consecutive wave.

The most important factors include personal safety and security (all modes), on-time performance (all modes), vehicle cleanliness (all modes), service information (Fixed Route and BRT), and drivers (Fixed Route and Rail).

Customers are most satisfied with safely operated vehicles (Fixed Route), days and times of operation (all modes), conveniently located routes (BRT and Rail).

Customers are least satisfied with vehicle cleanliness (all modes) and feeling safe and secure waiting for the vehicle (all modes)

III. Paratransit:

Paratransit surveys were completed by telephone and mail with a total of 428 surveys yielding a ±5% margin of error at the 95% confidence level.

RTA's Paratransit NPS increased by 7 points, from 58 in Wave 8 to 65 in Wave 9. It is still 14 points higher than the TransPro agency average of 51.

The most important factors to paratransit customers are safety while riding the vehicle, vehicle cleanliness, safe driving by operators, and safety while boarding the vehicle.

Customers are most satisfied with safety while boarding the vehicle and RTA paratransit being able to take them to the places they need to go.

*Net Promoter Score

$$\text{NET PROMOTERS SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

