



Bus Customer Satisfaction Survey

Board of Directors
July 28, 2008



Key Findings

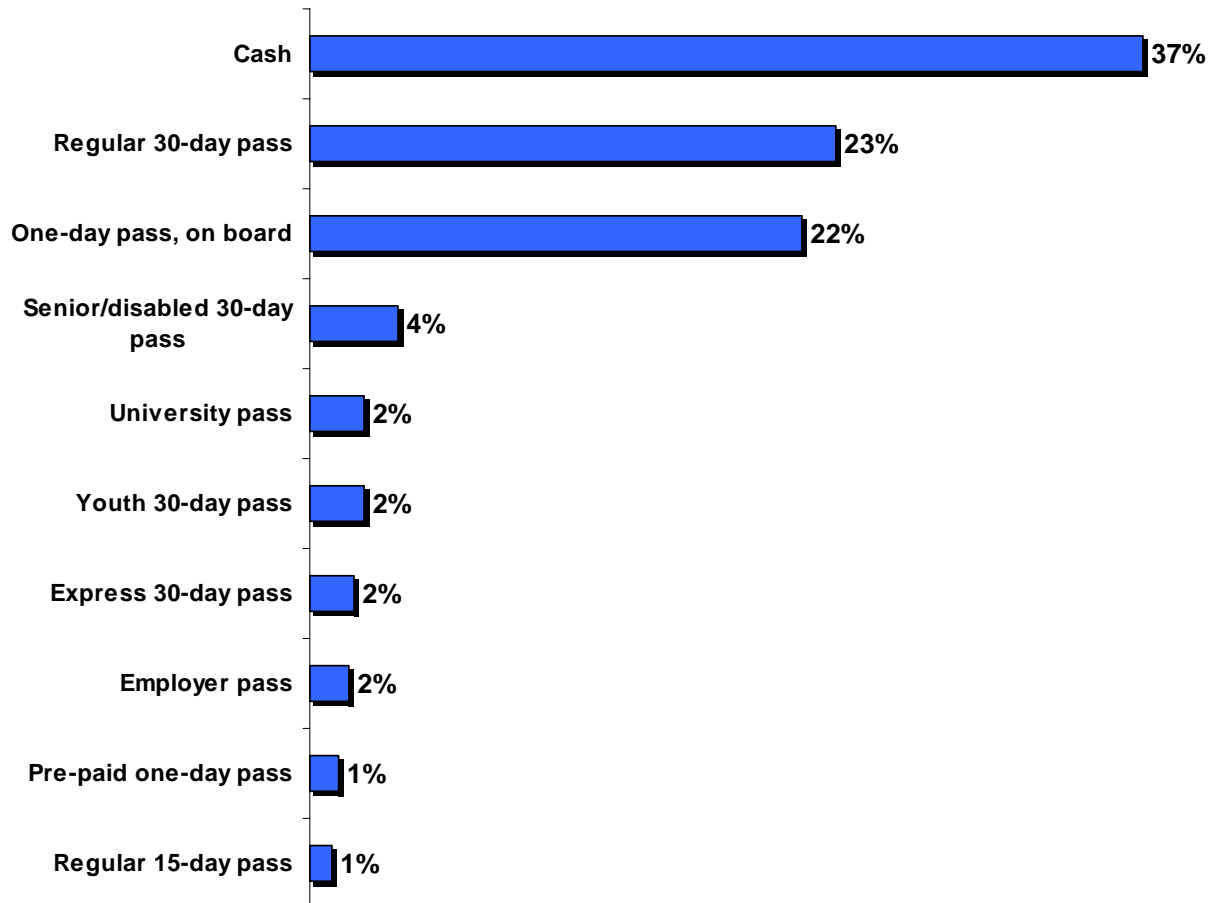
- Overall satisfaction is very positive
 - Driver contact key part of satisfaction
- Frequency of service is a key issue
- A high percentage of pass usage
 - Cash continues to be most common payment method
- Awareness is lower among Hispanic customers
 - Strengthen awareness
- Bus Book is preferred for receiving information
 - Customers willing pay up to \$1.00

Demographics

- Average years using service: 4.3 years
- 74% are between the ages of 18 - 44
- 50% Hispanic/Latino, 33% Caucasian/White
- 51% are employed full time
- Average household income: \$31,800
- 58% have internet access

Overall Ridership – Method of Payment

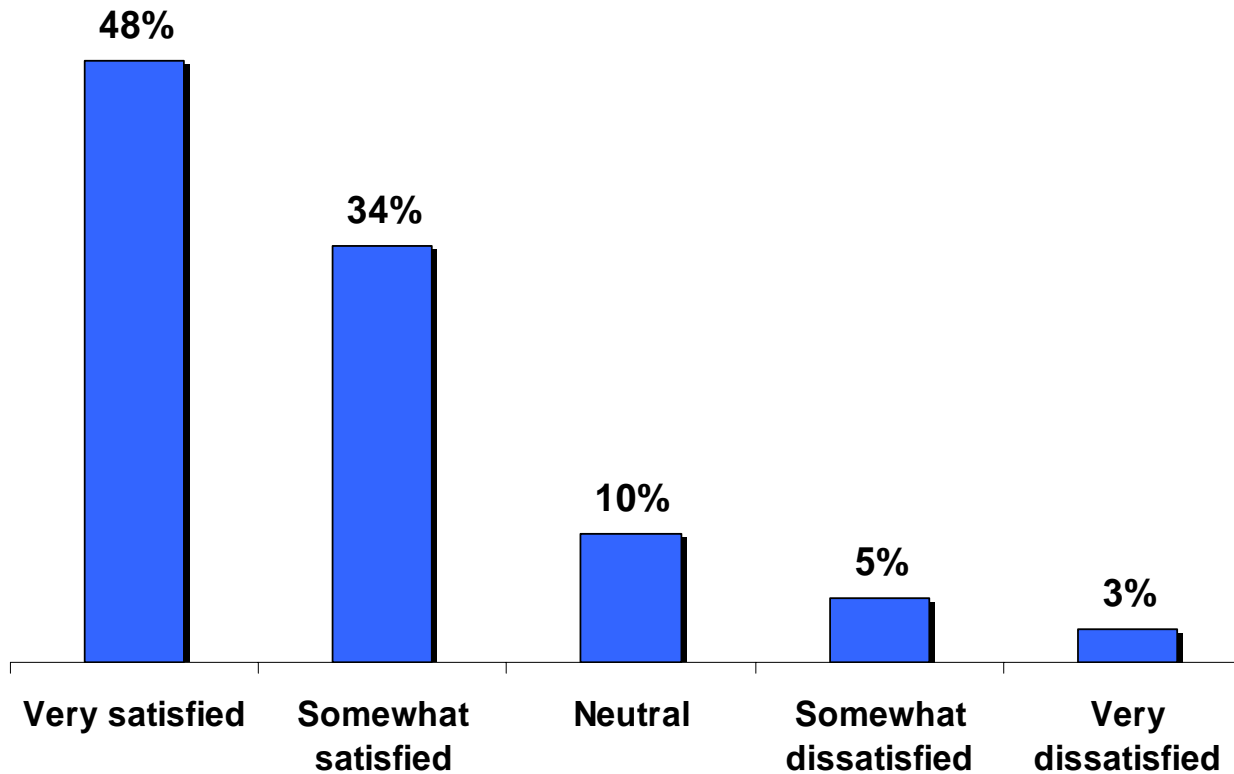
Thirty-seven percent of customers paid cash for the current bus trip. The regular 30-day pass (23%) and one-day pass on-board (22%) were the next most common methods used to pay for the current bus trip.



Not all passes shown due to very small %.

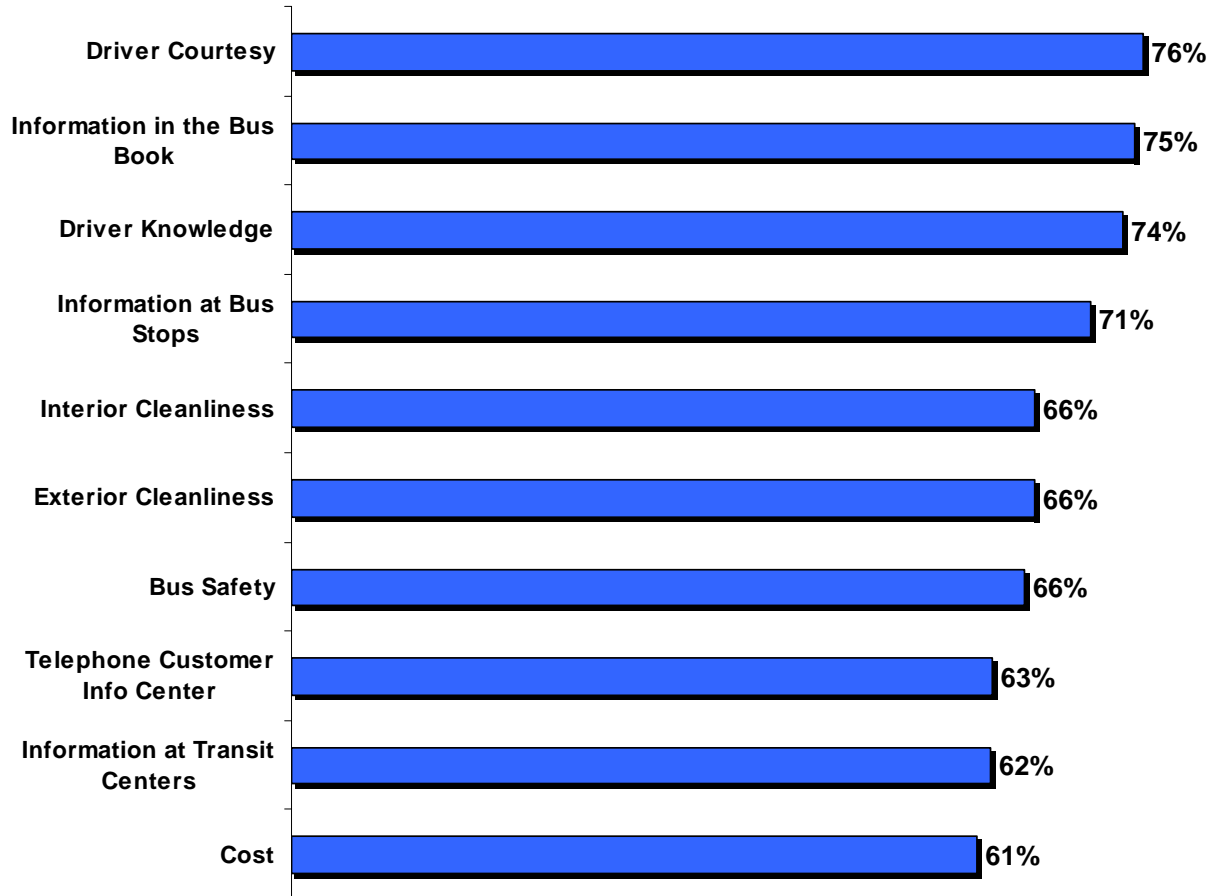
Overall Ridership – Satisfaction

The majority of customers (82%) are satisfied with bus service. In fact, almost half of customers say they are very satisfied.



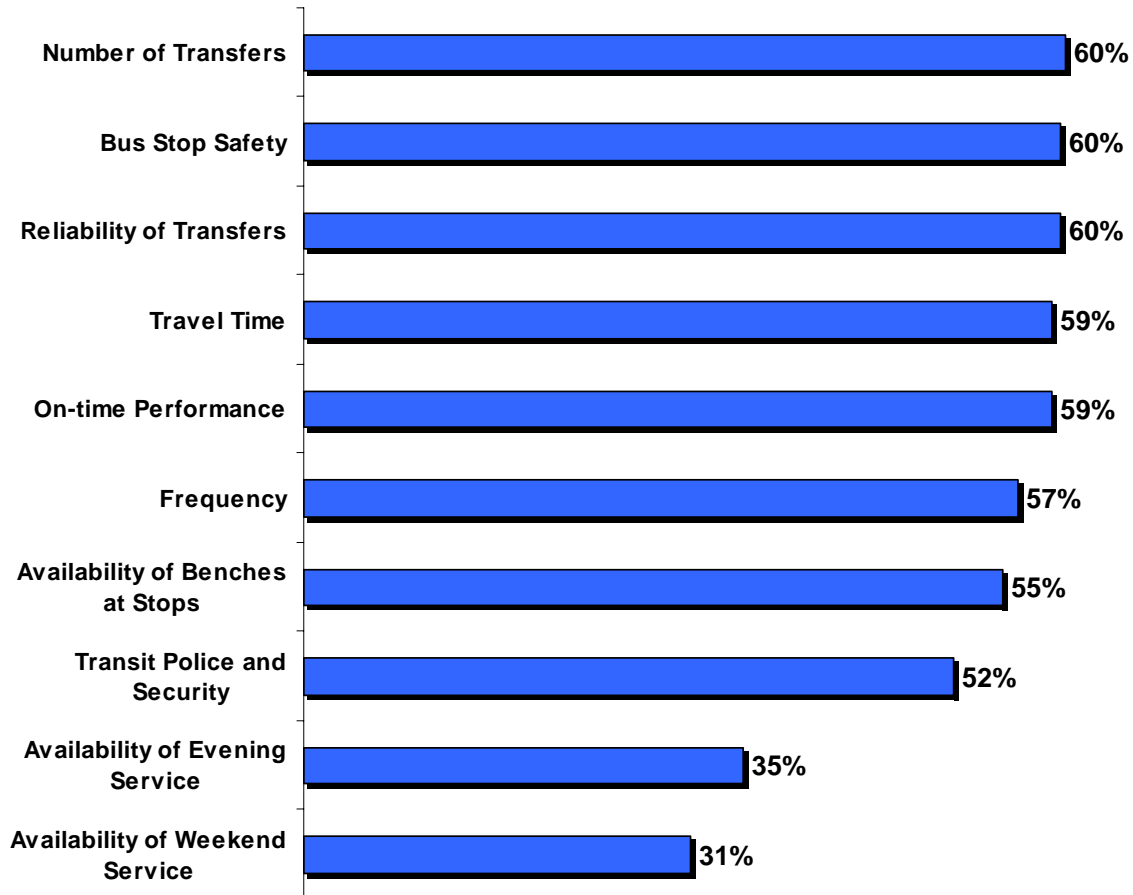
Overall Ridership – Satisfaction by Attribute

Customers are most satisfied with bus driver courtesy (76%), information in the bus book (75%), bus driver knowledge (74%) and information at bus stops (71%).



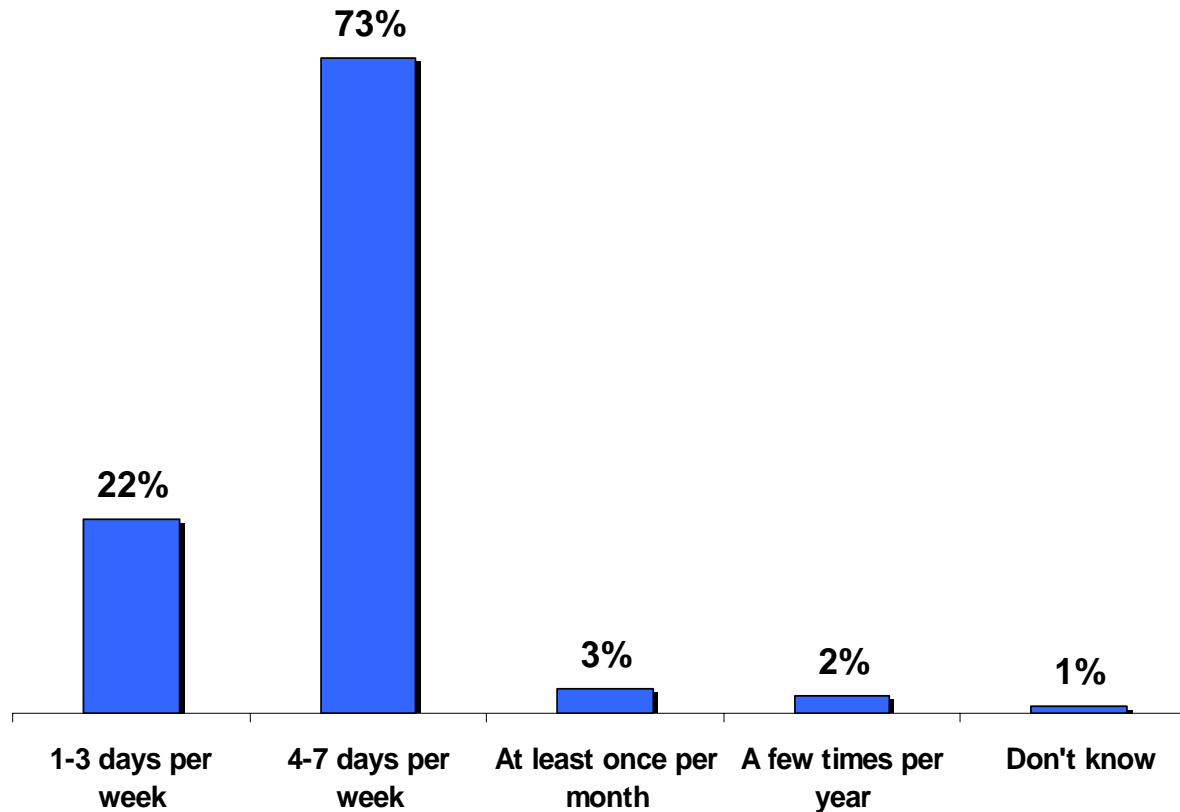
Overall Ridership – Satisfaction by Attribute

Customers are least satisfied with the availability of evening service (35%) and the availability of weekend service (31%).



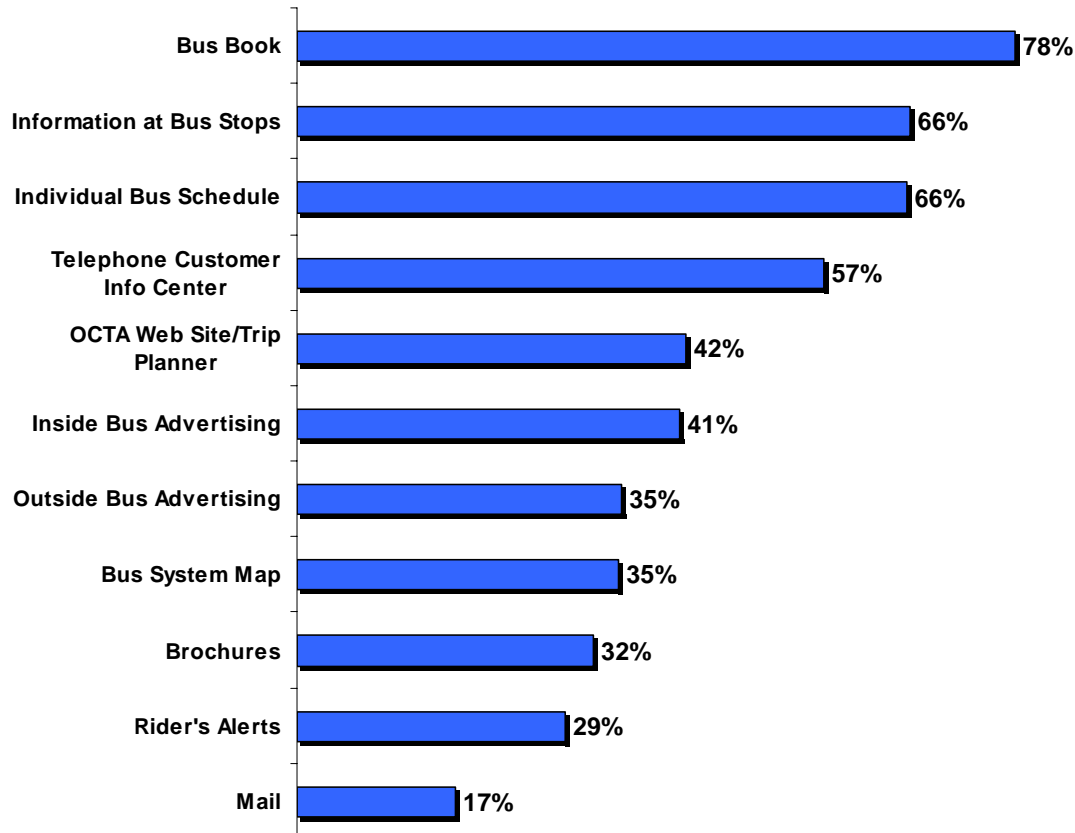
Overall Ridership – Frequency

The majority of customers (73%) are riding the bus 4-7 days per week. Ninety-five percent of customers are riding the bus at least one day per week.



Overall Ridership – Sources Used

The most popular source for information about bus service is the Bus Book (78%). Information at bus stops (66%) and individual bus schedules (66%) are the next most popular sources for information, followed by the telephone customer information center (57%).



Next Steps

- Continue monitoring bus customer satisfaction level
- Promote pass sales
- Develop and implement on-line customer information venues
 - e-BusBook, text-messaging trip information via cell phone, etc.