

2011 Bus Customer Satisfaction Survey



Background

- Previous surveys

- 2005 - Core ridership
- 2007 – Compared contract routes with to directly operated routes

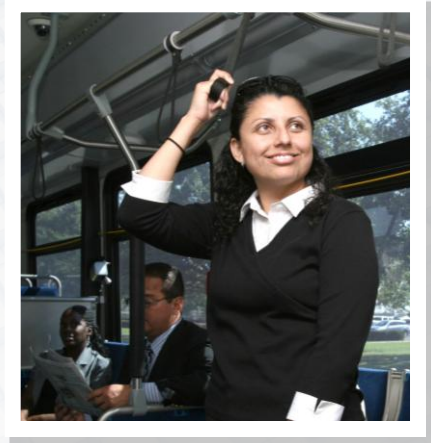


- Economic downturn

- Service reduction
- Bus information revamped
- Reductions in on-street signage and printed materials

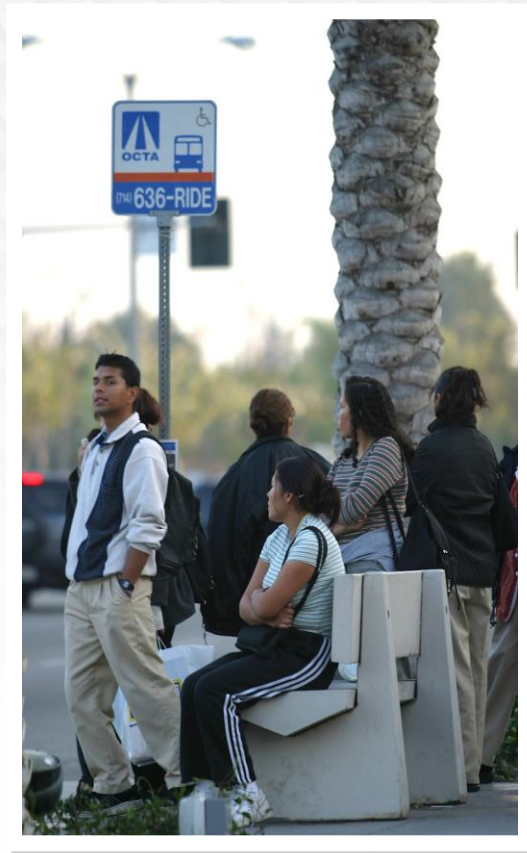
Purpose of Study

- Profile customer travel behavior
- Measure customer satisfaction
- Identify areas for improvement
- Identify customers' exposure to OCTA's communications and preferences for receiving information
- Collect demographic information



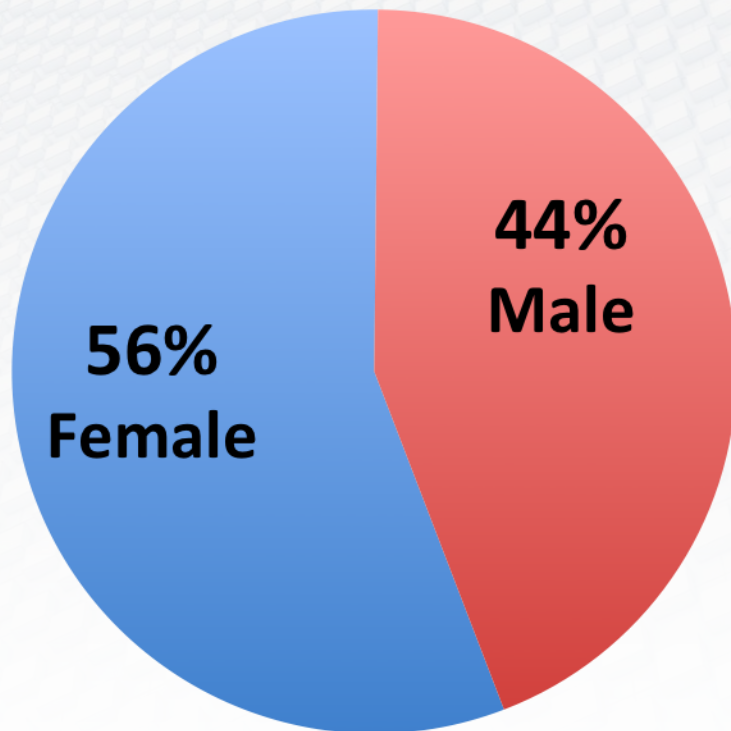
2011 Survey Methodology

- System-wide representative sampling
- Intercept survey at bus stops
- English, Spanish, and Vietnamese
- 10,000 surveys distributed
- 1,954 surveys returned
- +/- 2% at 95% confidence level

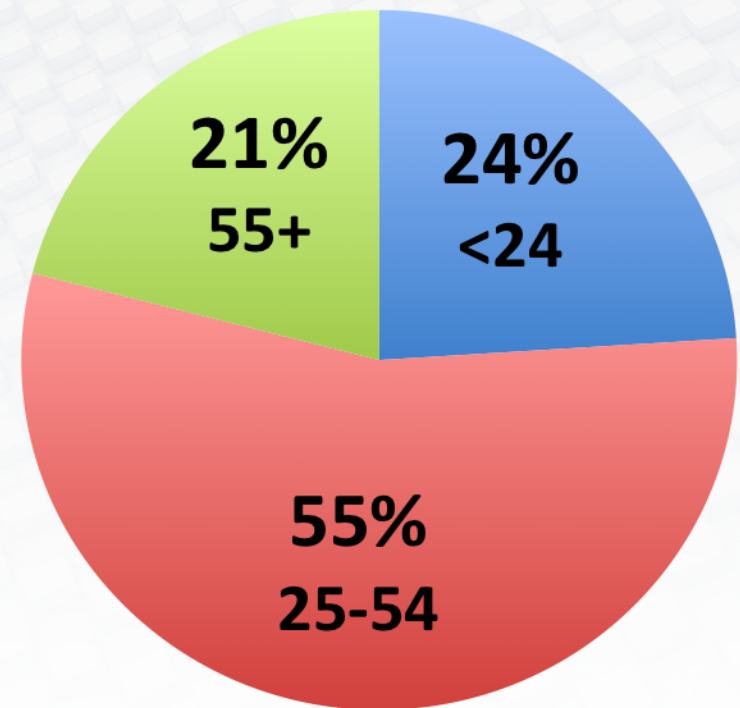


Respondent Demographics Profile

Gender

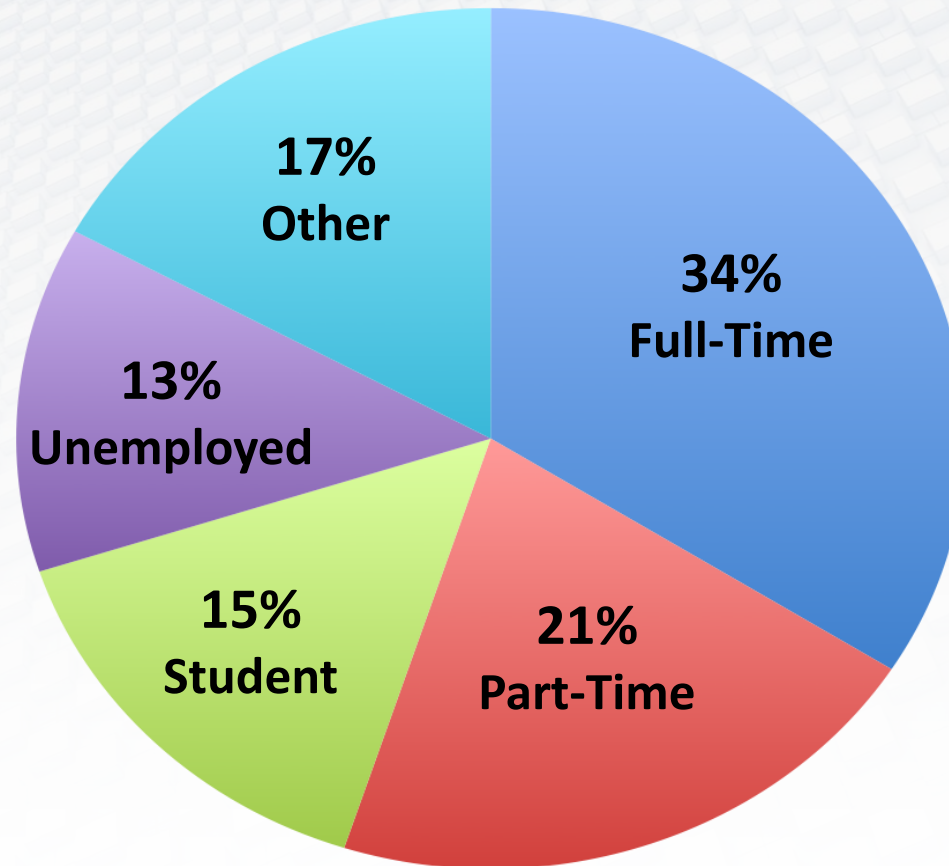


Age



Respondent Demographics Profile

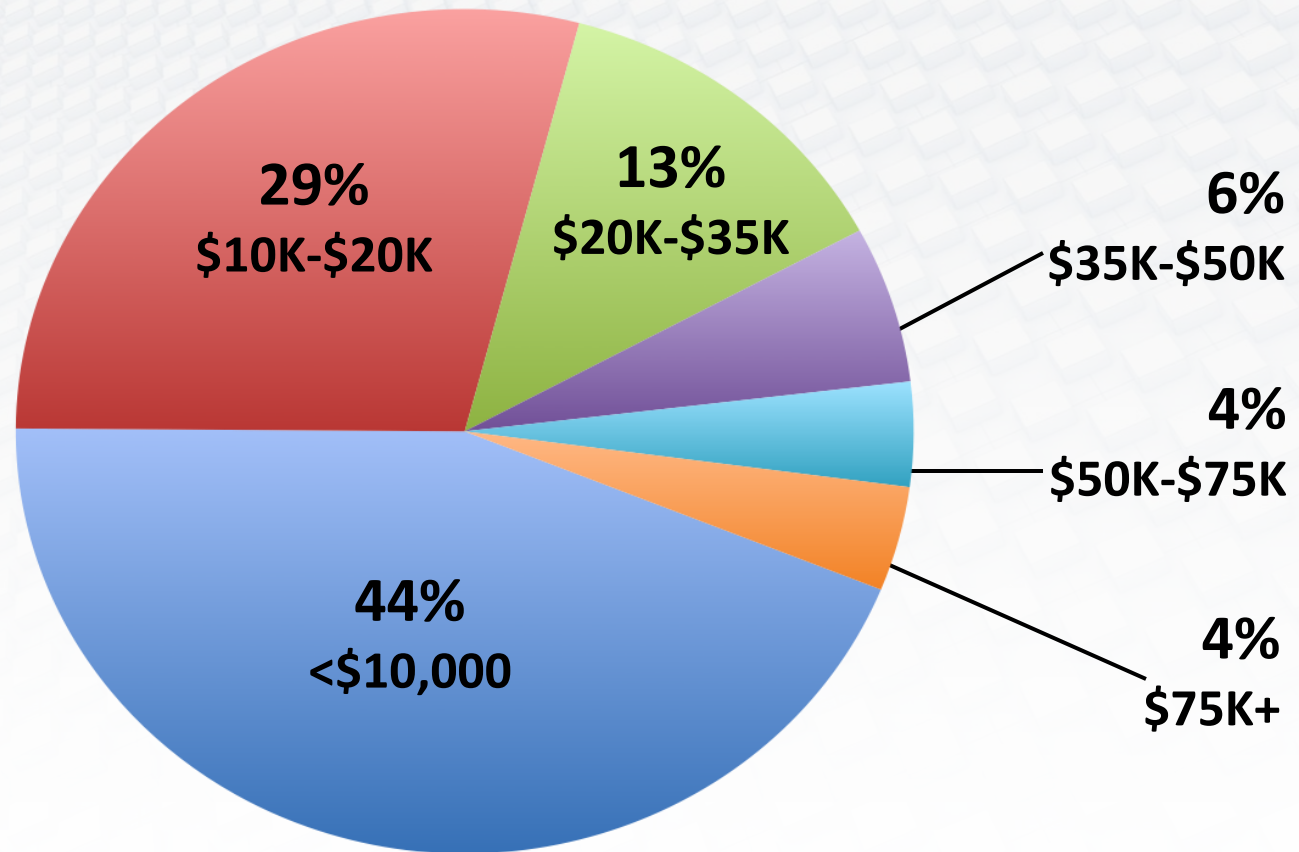
Employment



30% of respondents both work and attend school.

Respondent Demographics Profile

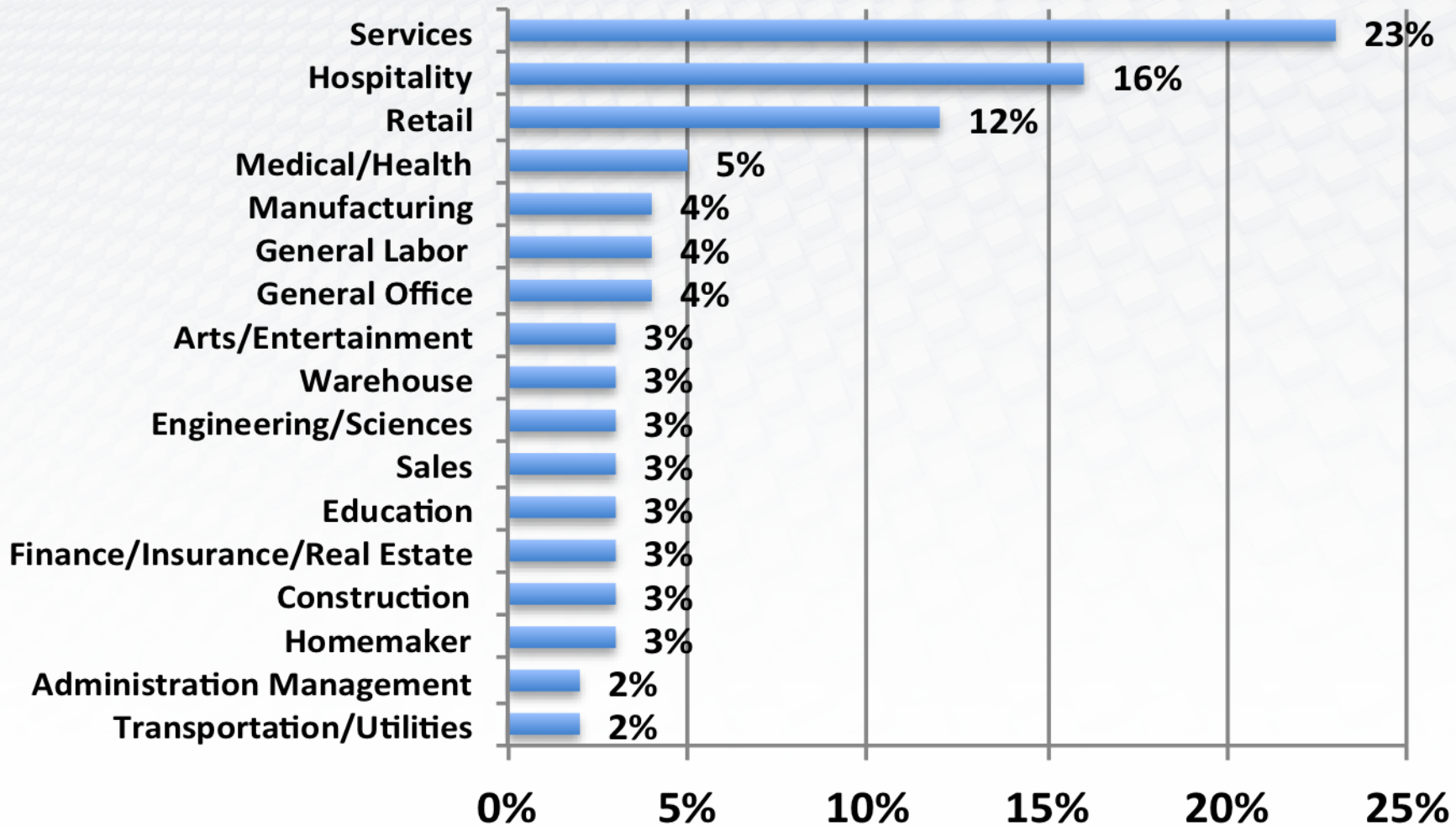
Annual Household Income



86% of respondents have a household income of \$35k and under

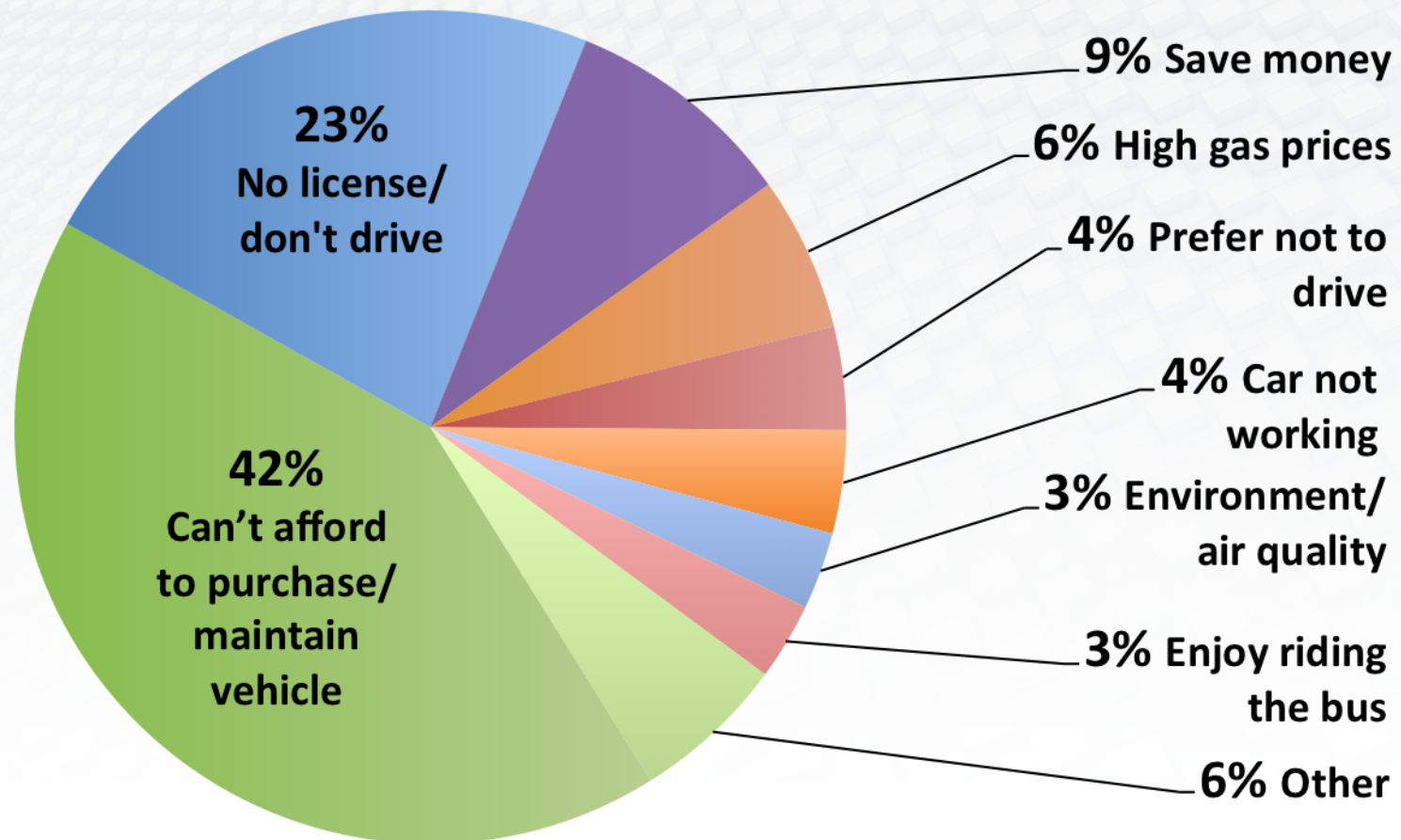
Respondent Demographics Profile

Industry of Employment



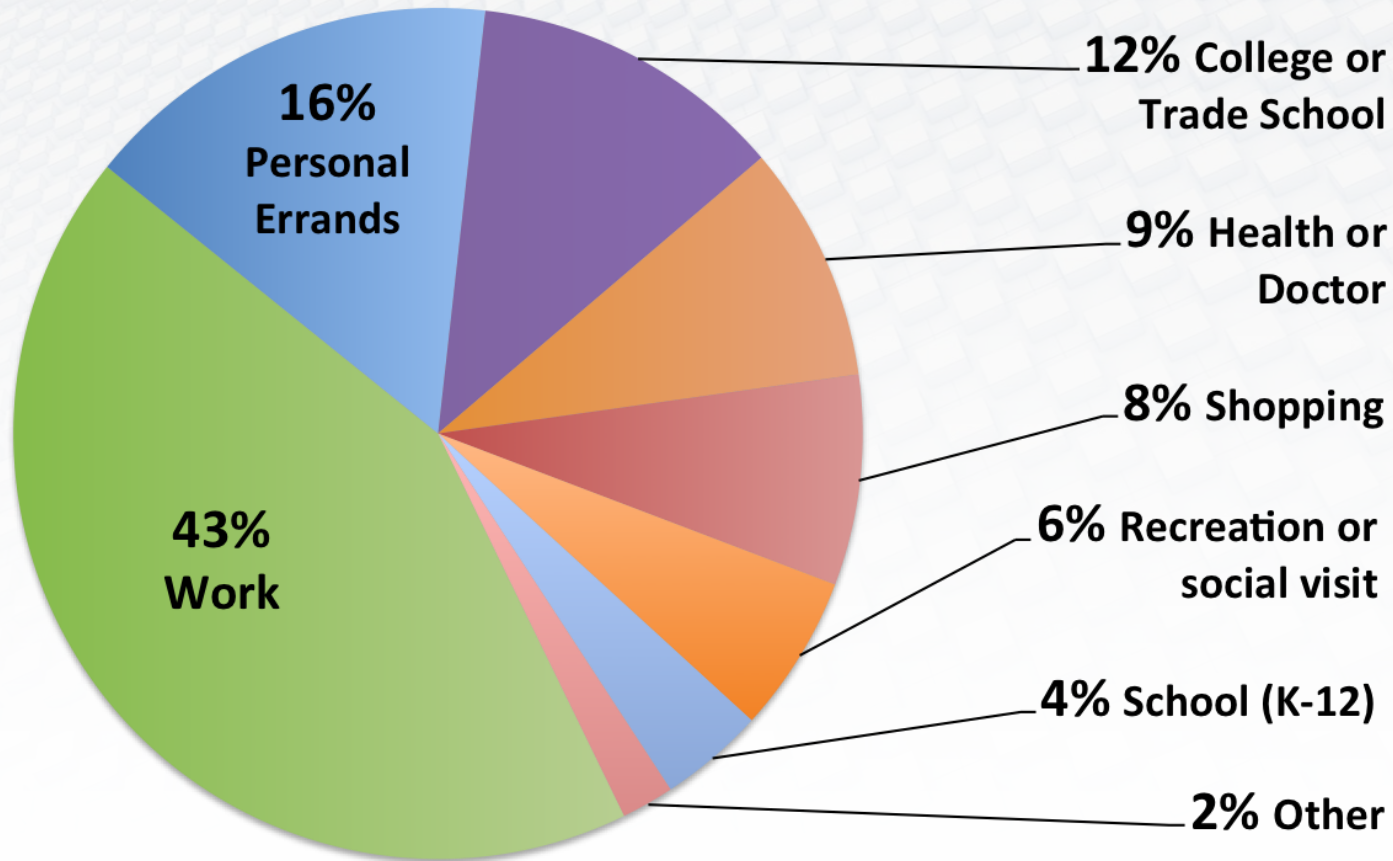
Why Customers Ride

What is the primary reason, or most important reason, you ride the OCTA bus instead of using other means of transportation?

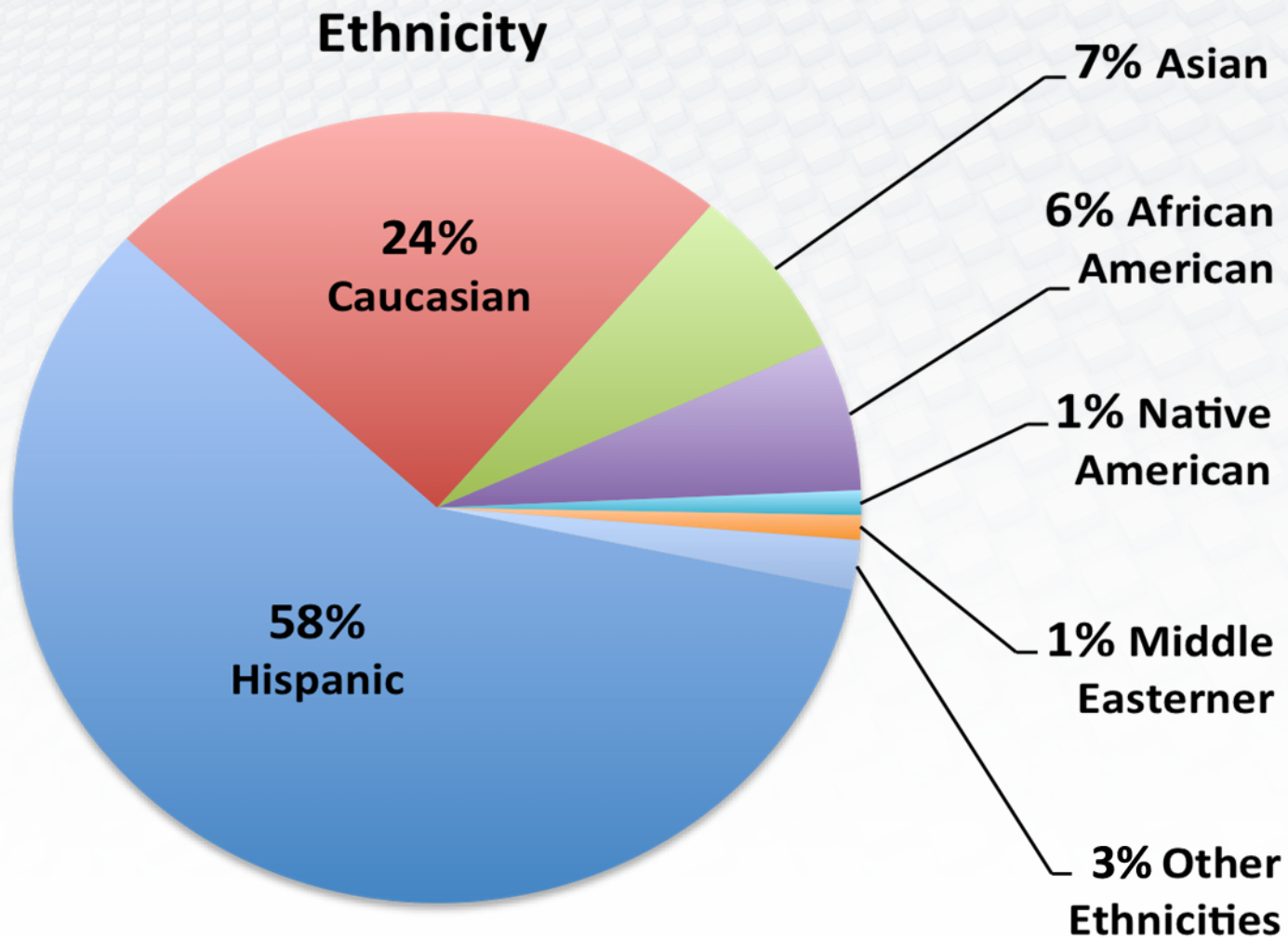


Trip Information - Purpose

Where are/were you going on this trip? Or, if you are/were going home, where did you come from?

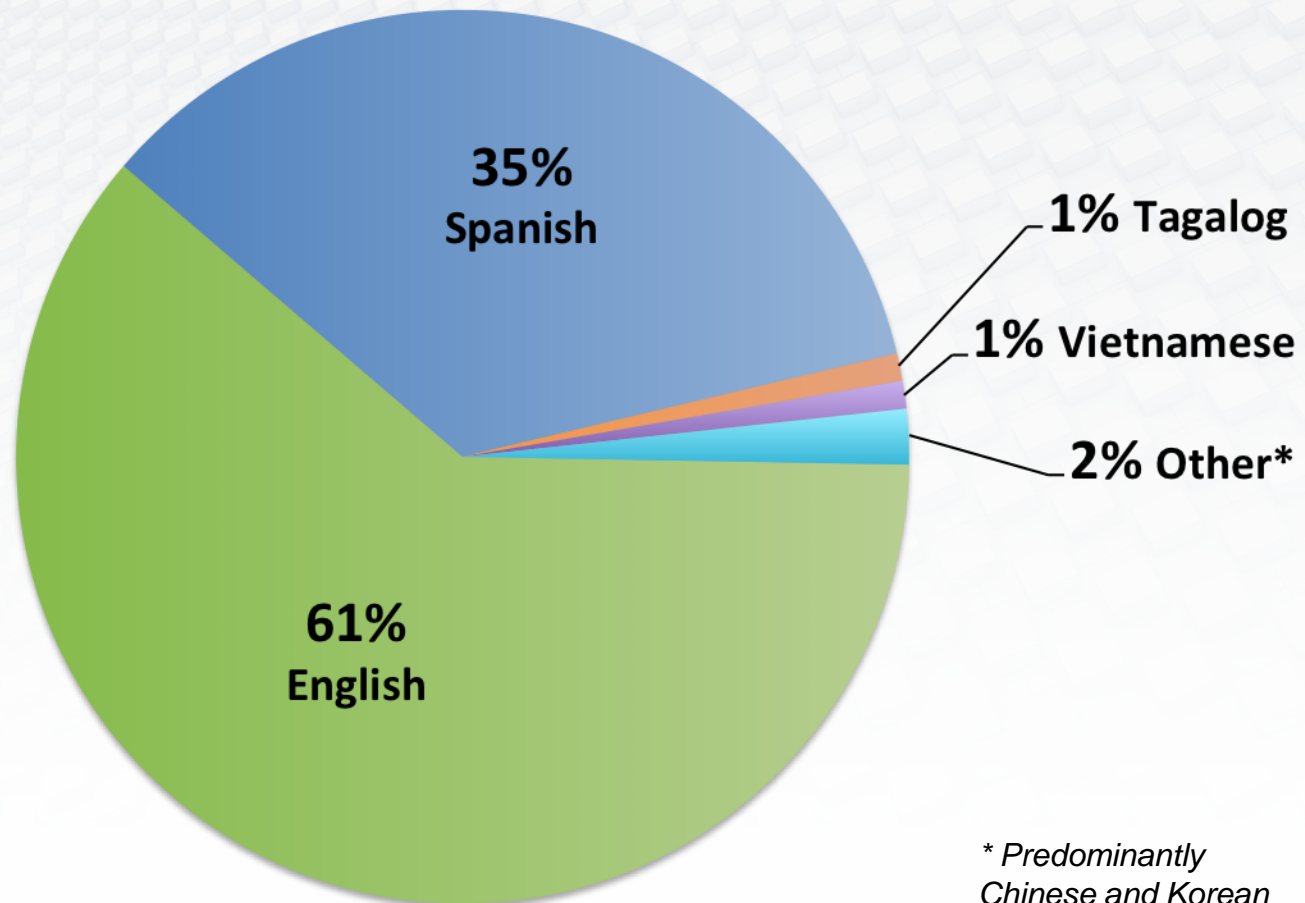


Respondent Demographics Profile



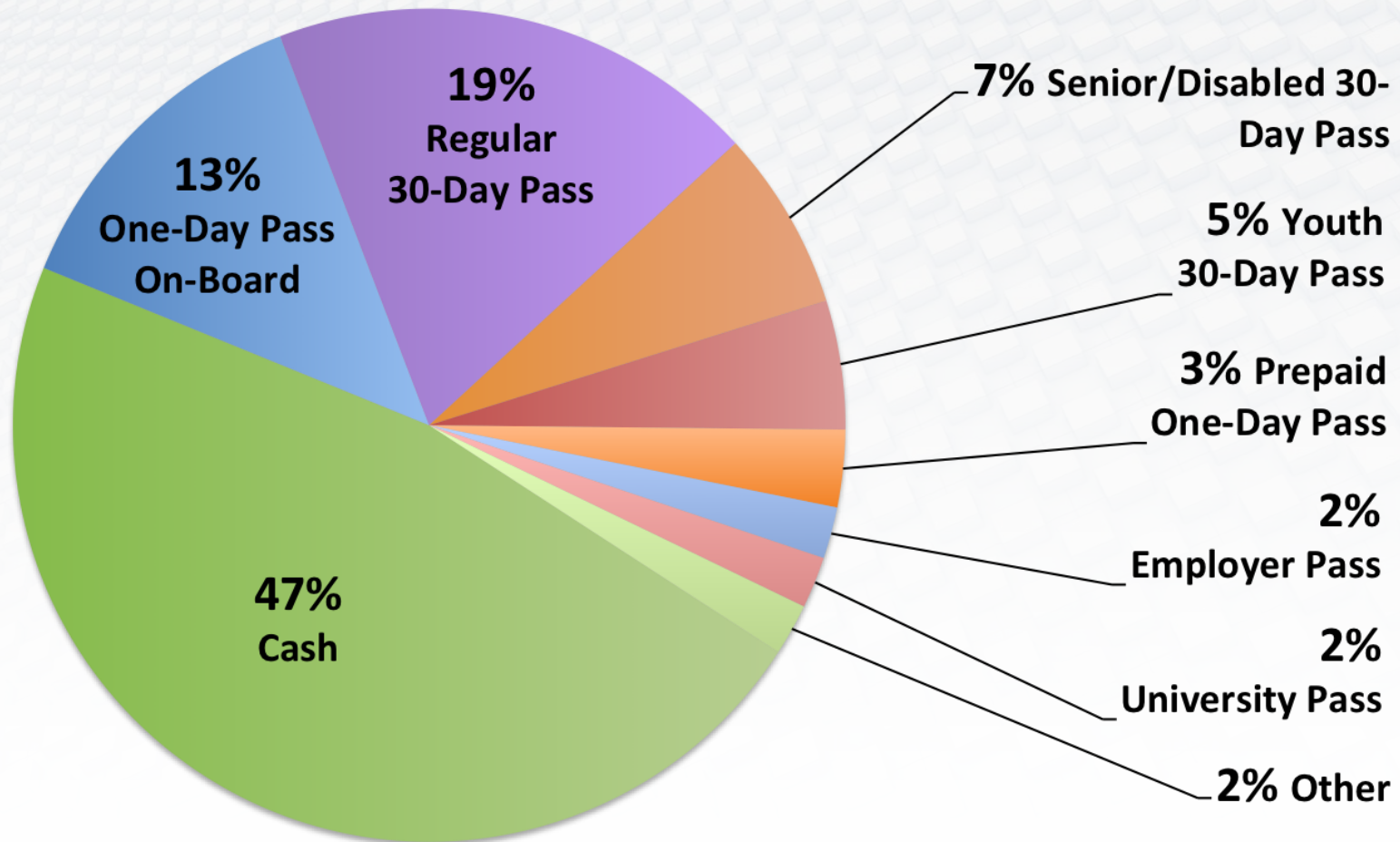
Language Preferences

Among the languages you speak, which one do you most prefer for receiving bus information?



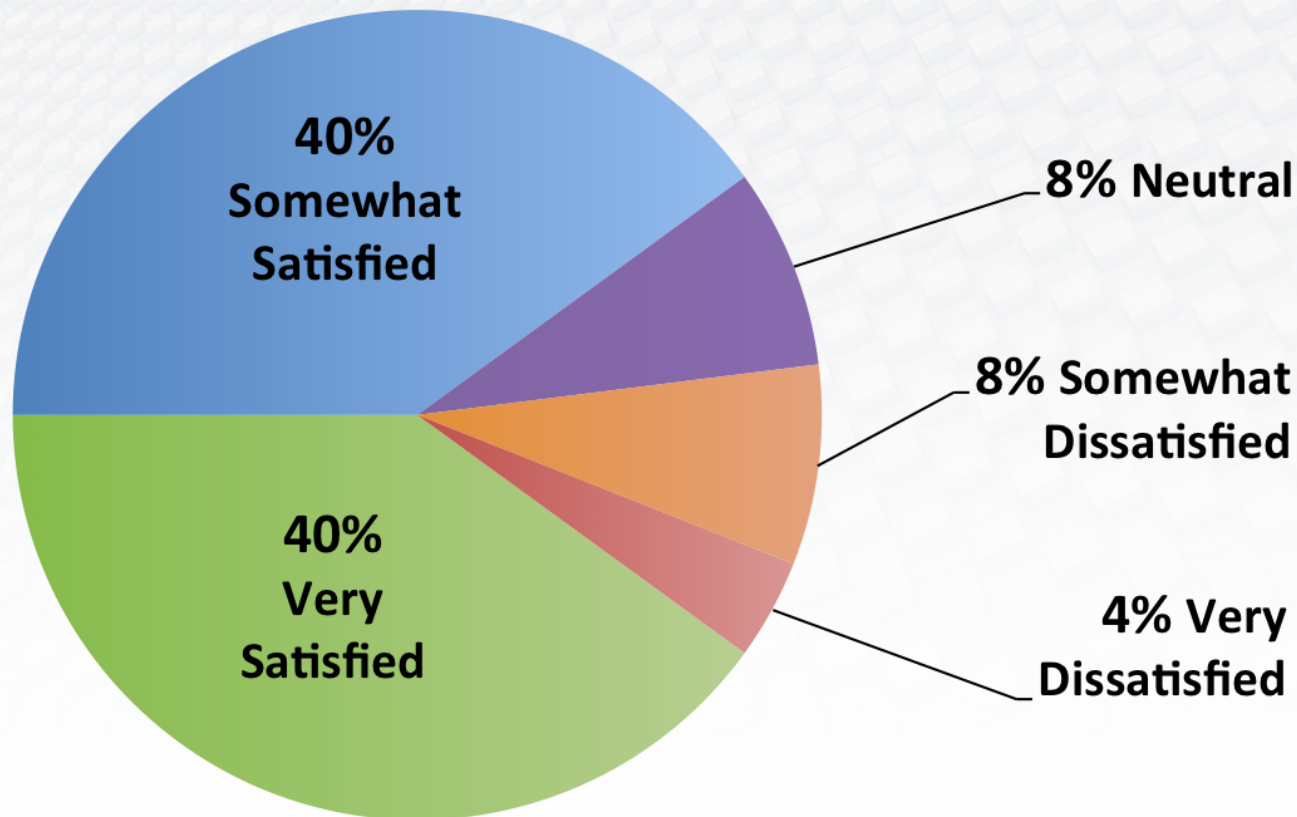
Method of Fare Payment

How did you pay for this trip?



2011 Overall Customer Satisfaction

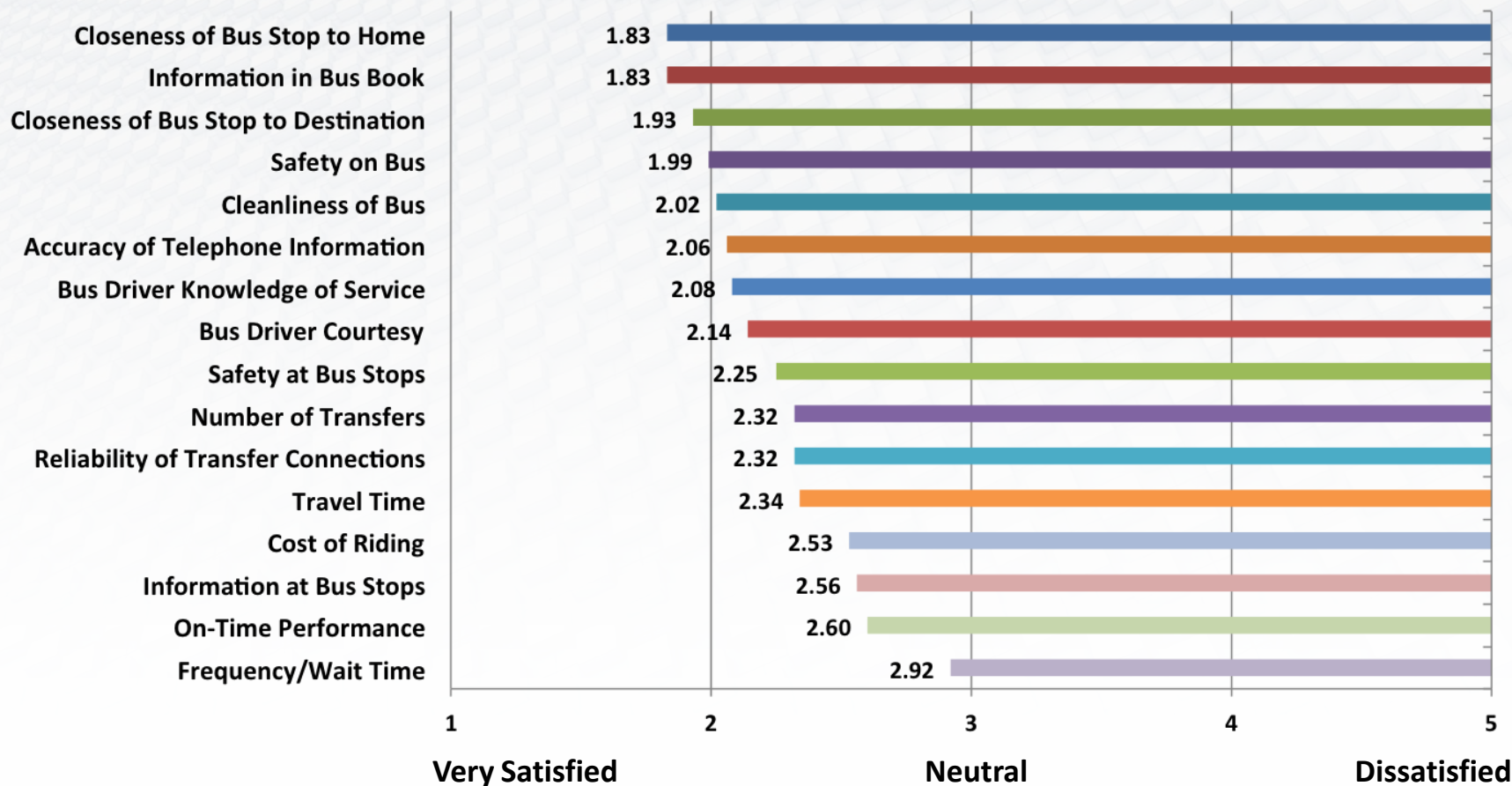
How satisfied are you with the current bus transportation services?



80% of respondents are satisfied with bus service

Satisfaction Ranking

Thinking about your most recent bus trips, on a scale of one to five, where one means very satisfied and five means very dissatisfied, how would you rate the following items?

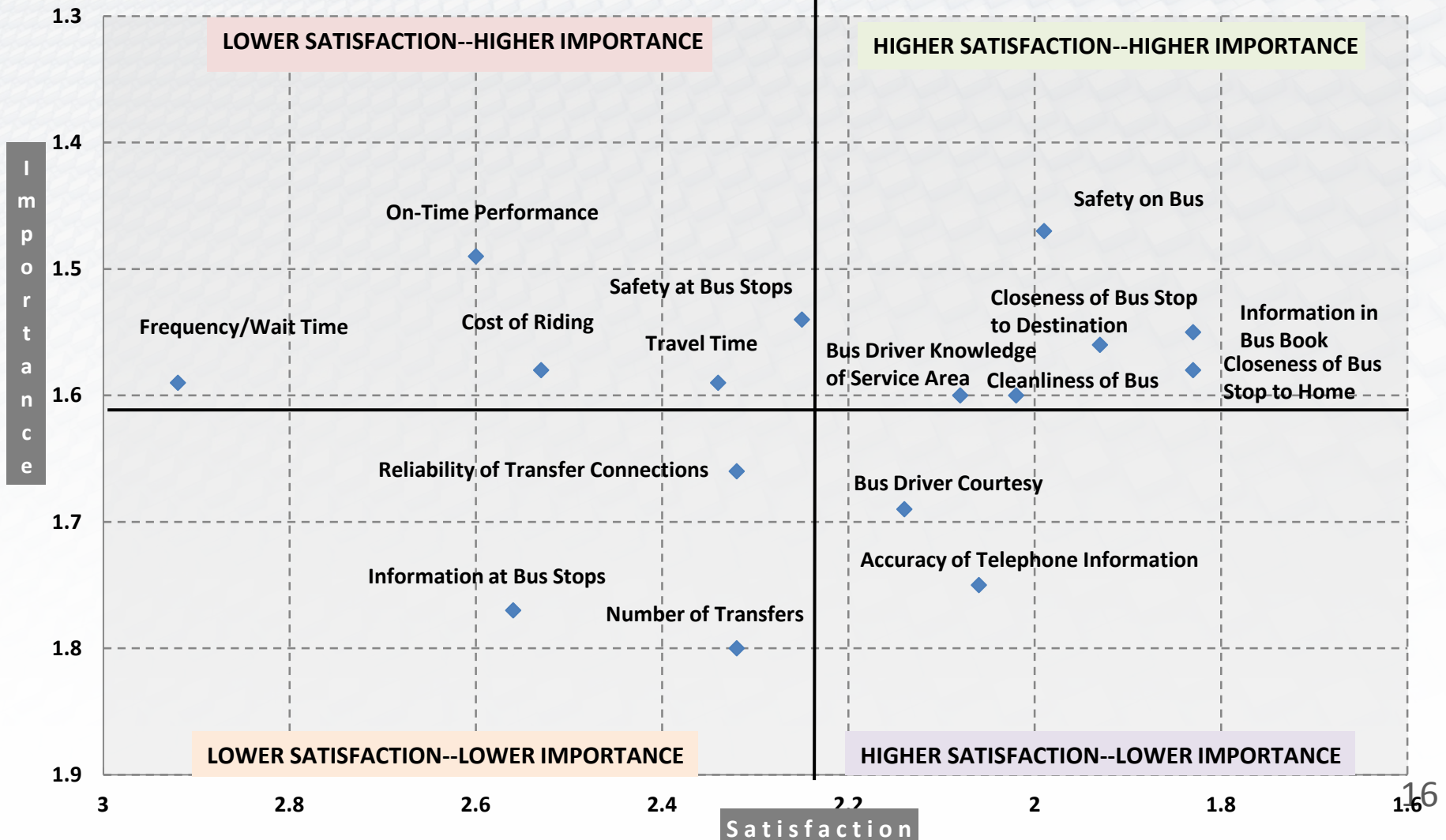


Satisfaction & Importance

Chart 2-11

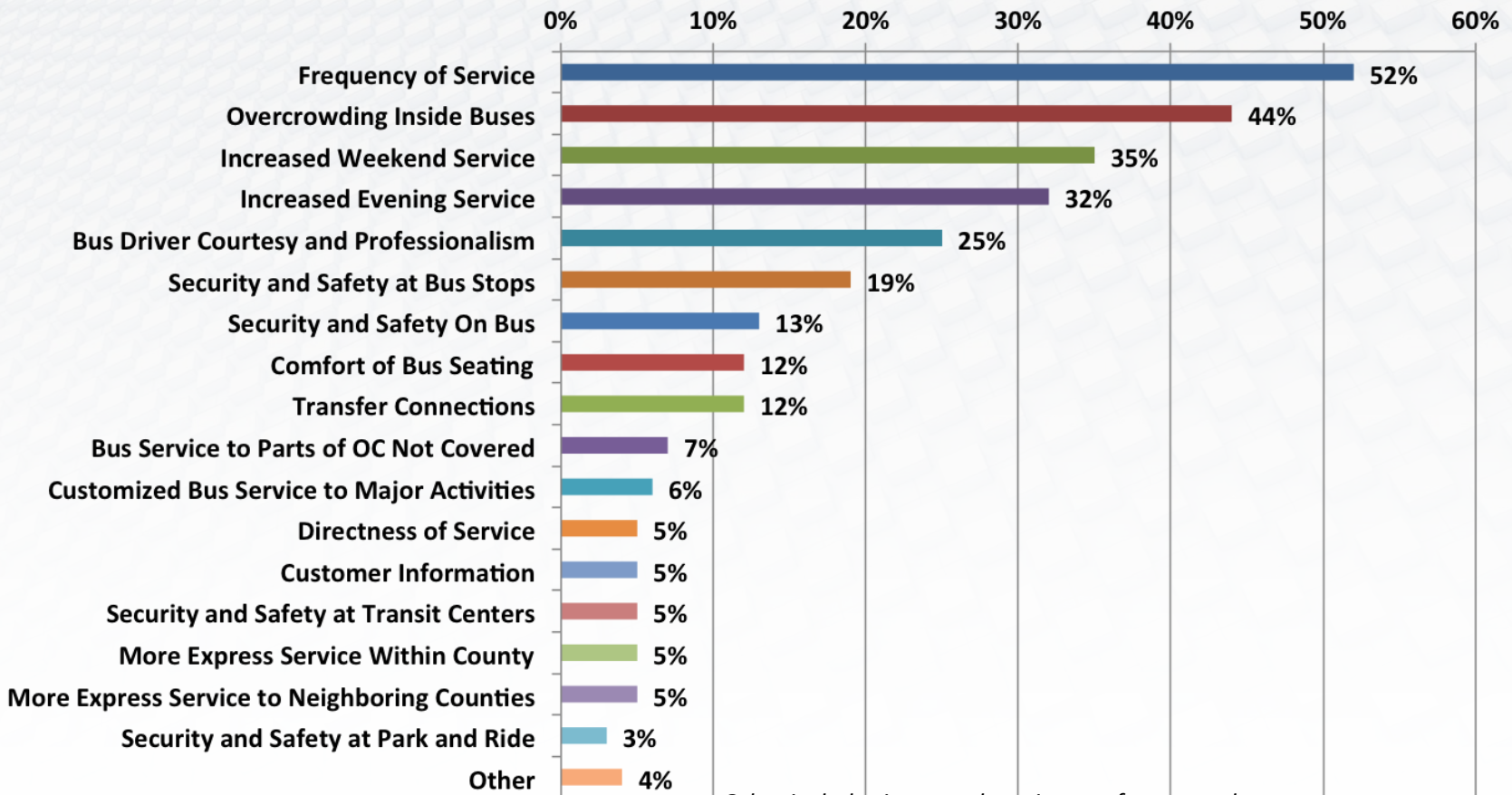
Bus Features: Satisfaction-Importance Quadrant Analysis

Scale 1 = Very Satisfied/Very Important--5 = Very Dissatisfied/Very Unimportant



Suggested Improvements

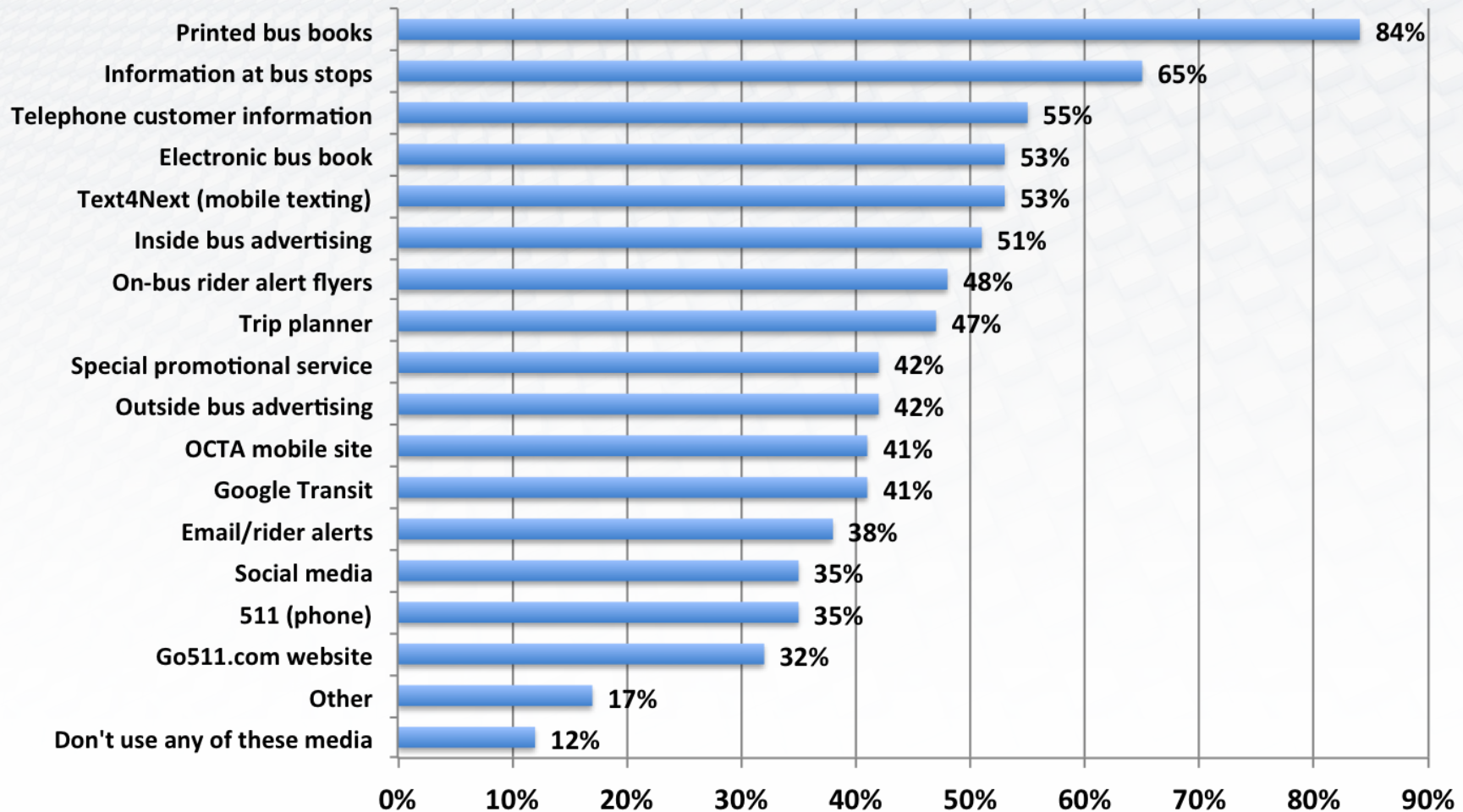
Besides price, please check up to three areas listed below in which OCTA should make improvements to bus service.



Other includes improved on-time performance, bus stop improvements, cleaner buses and improved bicycle racks.

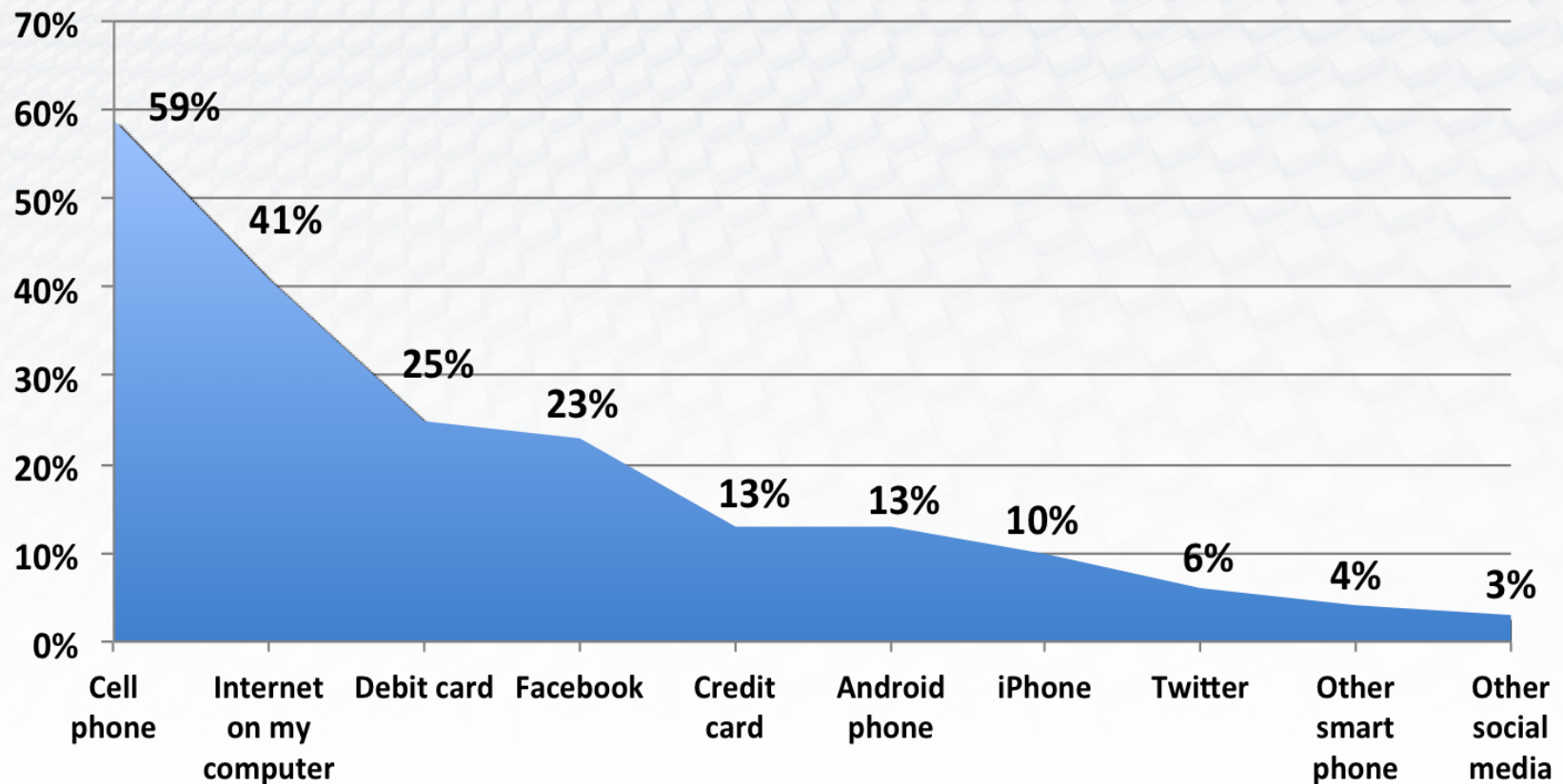
Communications Sources

Which of the following sources have you used for getting information about OCTA bus service?



Electronic Media Access

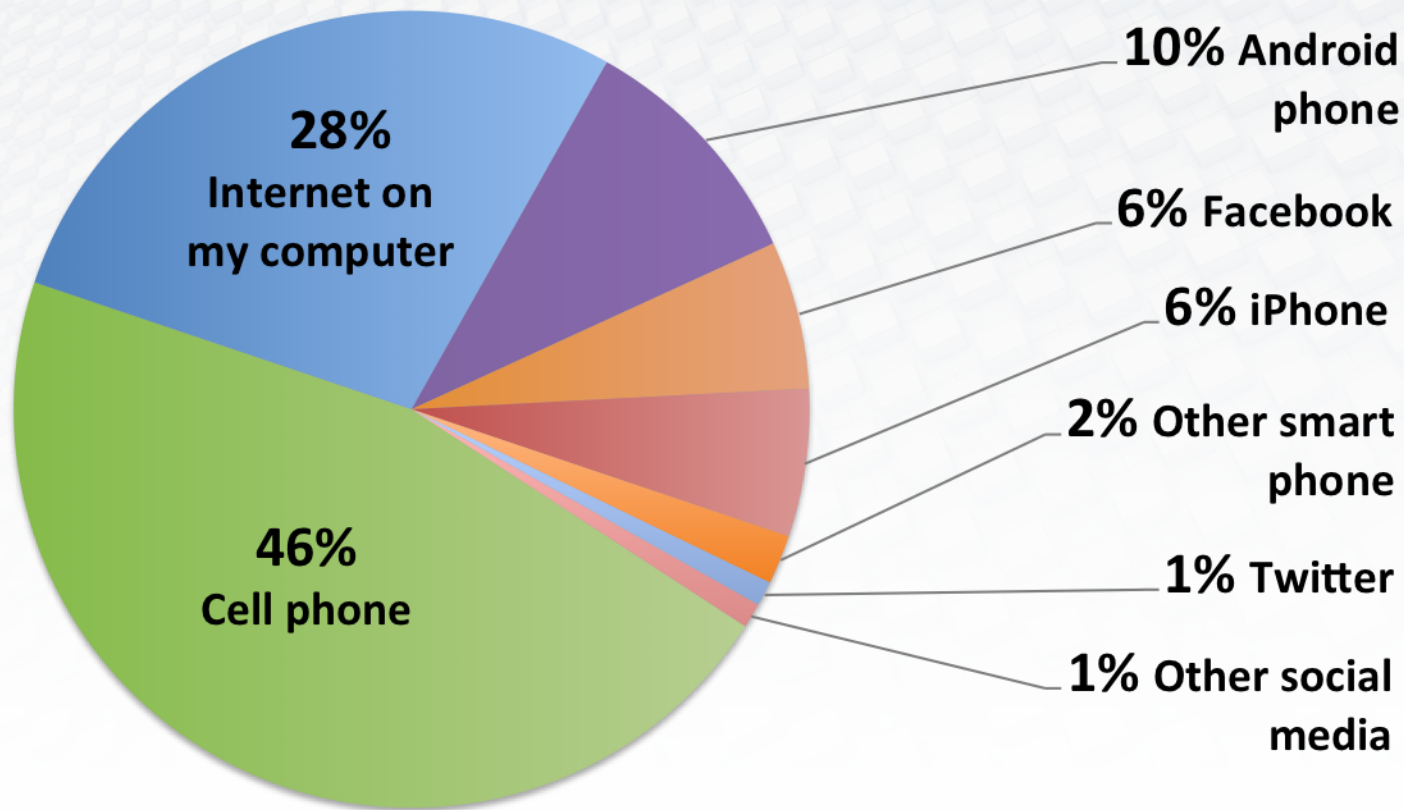
Do you currently have access to these electronic media and payment methods?



Other social media include Google+, MySpace, YouTube and Yahoo.

Preferred Electronic Media

Through which of these electronic media would you most prefer to receive scheduling and route information?



Lessons Learned

- Want more service – frequency, weekend
- Transit-reliant
- Long-term customer base
- Satisfied with service
- Using various information sources (Bus Book popular)
- Revamped bus information program being used
- Prefer purchasing pre-paid passes at retailers
- Safety at bus stops important

Recommendations

- Target marketing
- Reinforce benefits of riding OCTA to stimulate trial use
- Expand retail pass outlets (eg: WalMart)
- Continue to provide information via cell phone, smart phone, and internet
- Develop Measure M2 “Safe Stops” program



File Paths to Bus/ACCESS Studies

<http://www.octa.net/pdf/bus2011.pdf>

<http://www.octa.net/pdf/access2011.pdf>