



**Customer Service, Operations and Safety Committee**

**Board Action/Information Item IV-D**

**September 13, 2007**

**Customer Satisfaction & Public Perceptions**

**Washington Metropolitan Area Transportation Authority  
Board Action/Information Summary**

Action  
 Information

MEAD Number:

Resolution:  
 Yes  No

**PURPOSE**

Present a clear picture of Metro's public image as derived from customer research findings.

**DESCRIPTION**

This presentation provides the key findings of two comprehensive research efforts conducted during FY07: Customer satisfaction Measurement and Public Perceptions of Transit Tracking Study.

**FUNDING IMPACT**

None

**RECOMMENDATION**

None



# Customer Satisfaction & Public Perceptions

*Presented to the Board of Directors:*

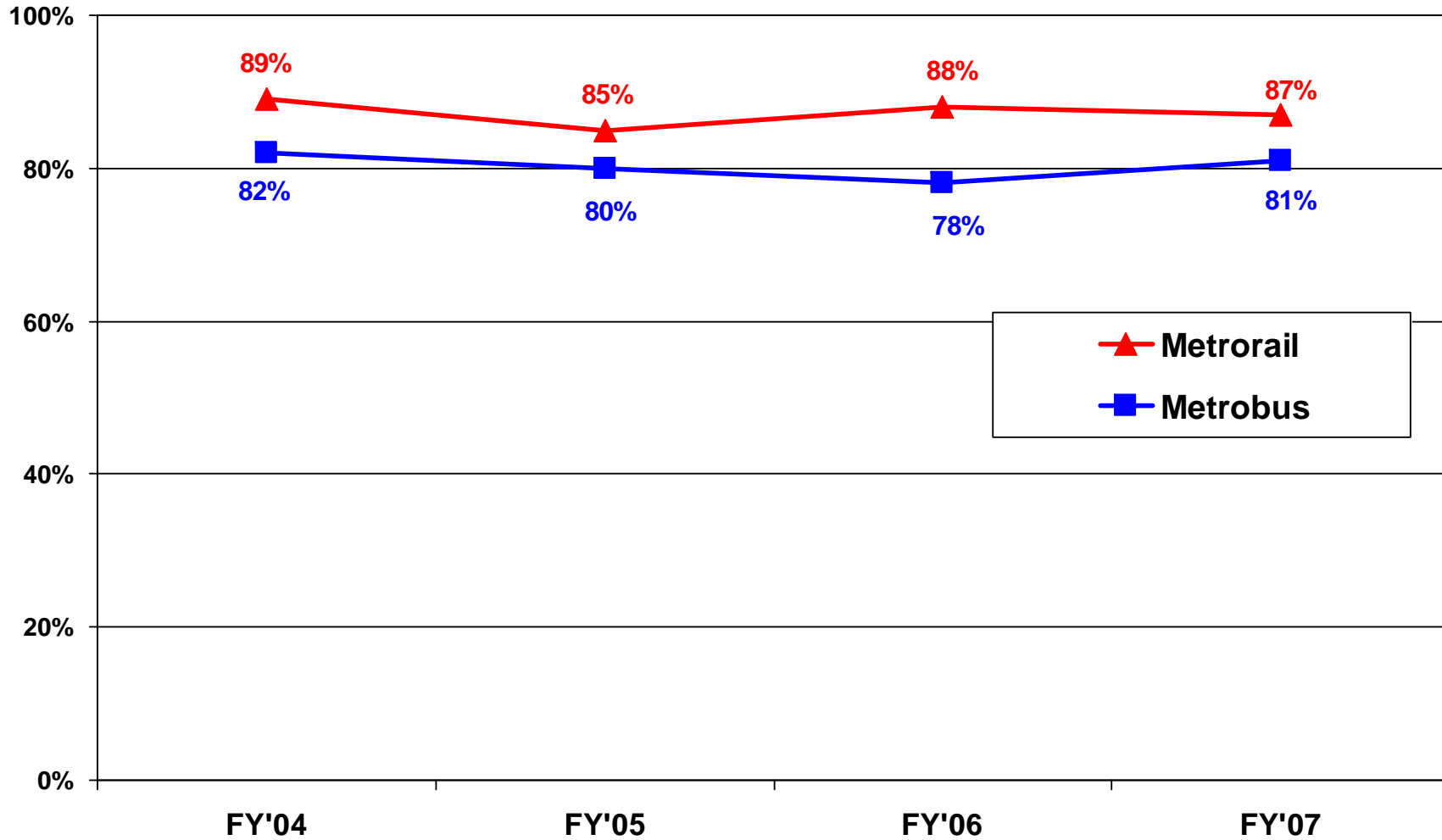
**Customer Service, Operations, and Safety  
Committee**

September 13, 2007





# Trend: Overall Satisfaction



Base=Total Sample , Q64, Margin of error:  $\pm 3.4\%$  (Metrobus);  $\pm 2.5\%$  (Metrorail)



# Metro Performance

---

**PERFORMANCE = IMPORTANCE/SATISFACTION**

<b>METROBUS</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
Fares	82%	82%	100%
Ease of Access	87%	81%	93%
Customer Service	85%	77%	91%
Communications	88%	79%	90%
Safety	88%	77%	88%
Riding Experience	84%	73%	87%
Reliability	85%	71%	84%

<b>METRORAIL</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
Fares	77%	74%	96%
Riding Experience	80%	76%	95%
Communications	83%	78%	94%
Safety	89%	79%	89%
Customer Service	83%	72%	87%
Reliability	78%	67%	86%

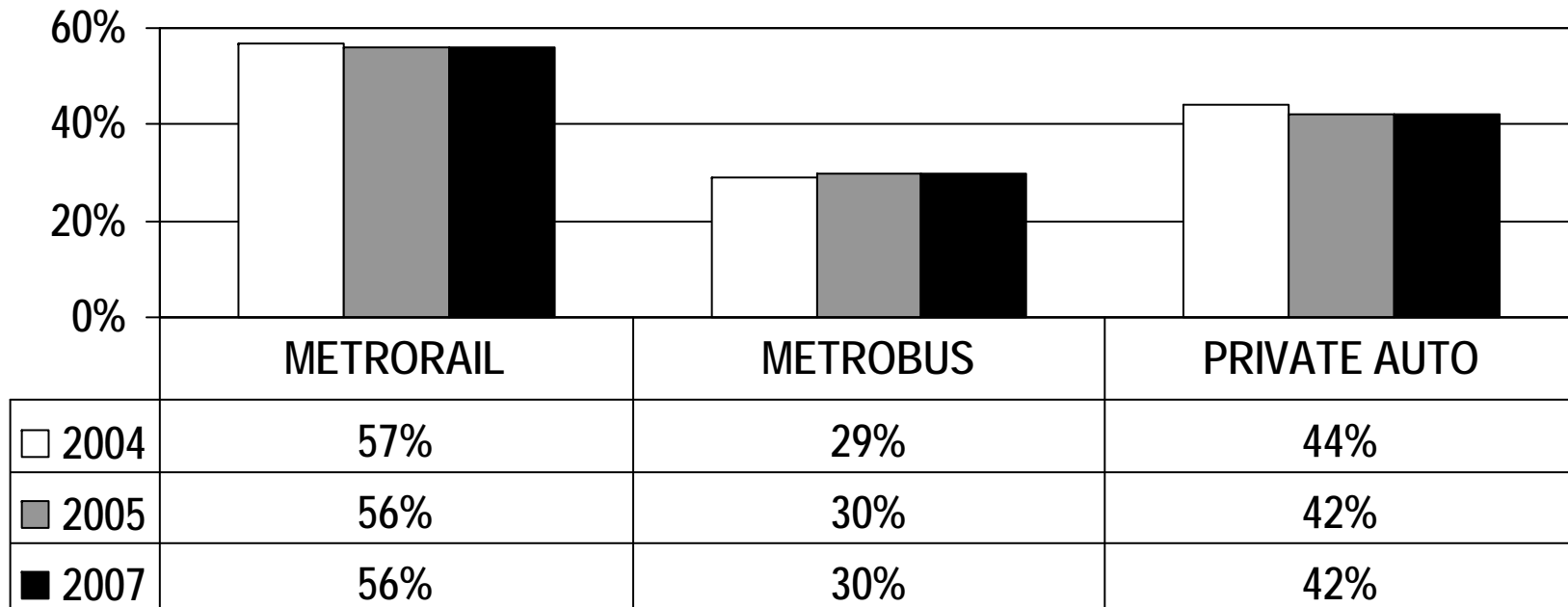
<b>VERTICAL TRANSPORT</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
Elevators	84%	73%	87%
Escalators	84%	64%	76%

Base= respondents answering, Note: Base sizes may vary



# Public Perceptions of Transit

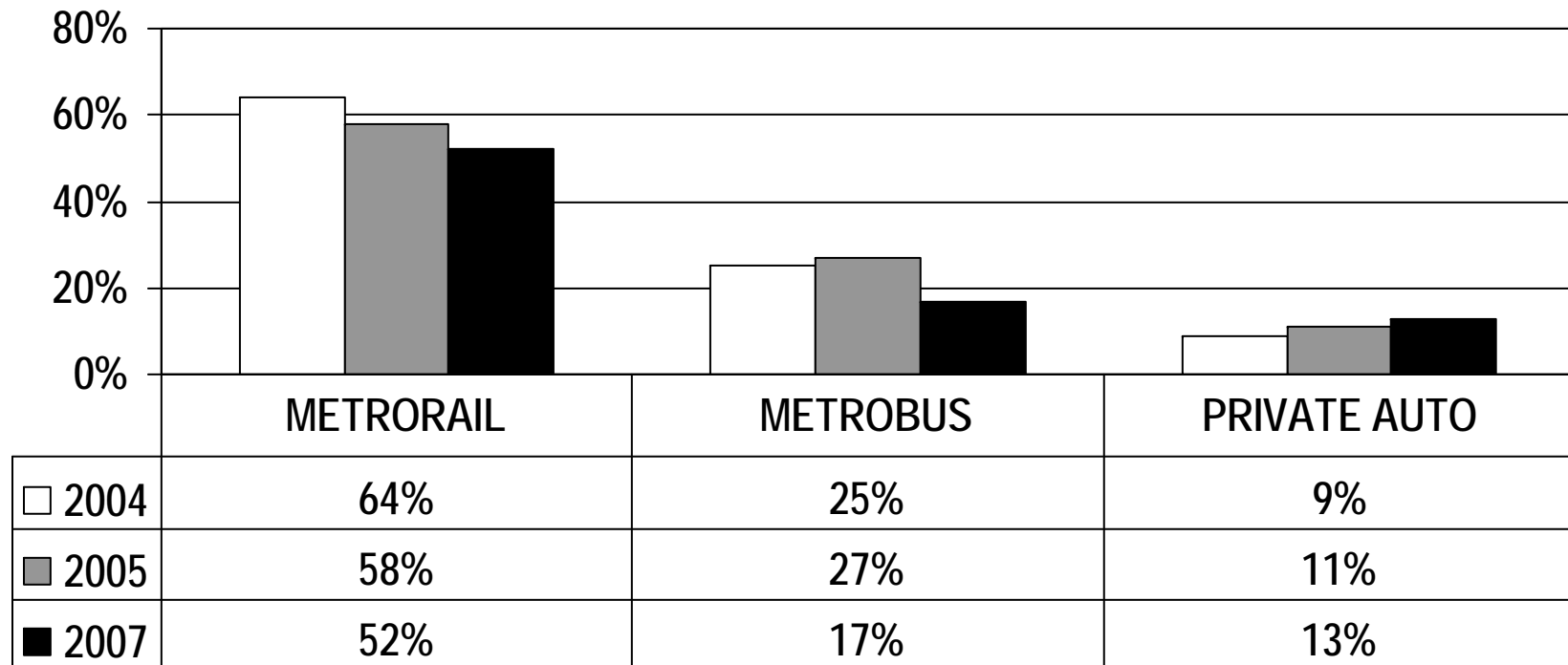
**% OF SERVICE AREA RESIDENTS RATING MODE AS  
"AN EXCELLENT WAY TO TRAVEL IN THE  
WASHINGTON, DC AREA"**





# Public Perceptions

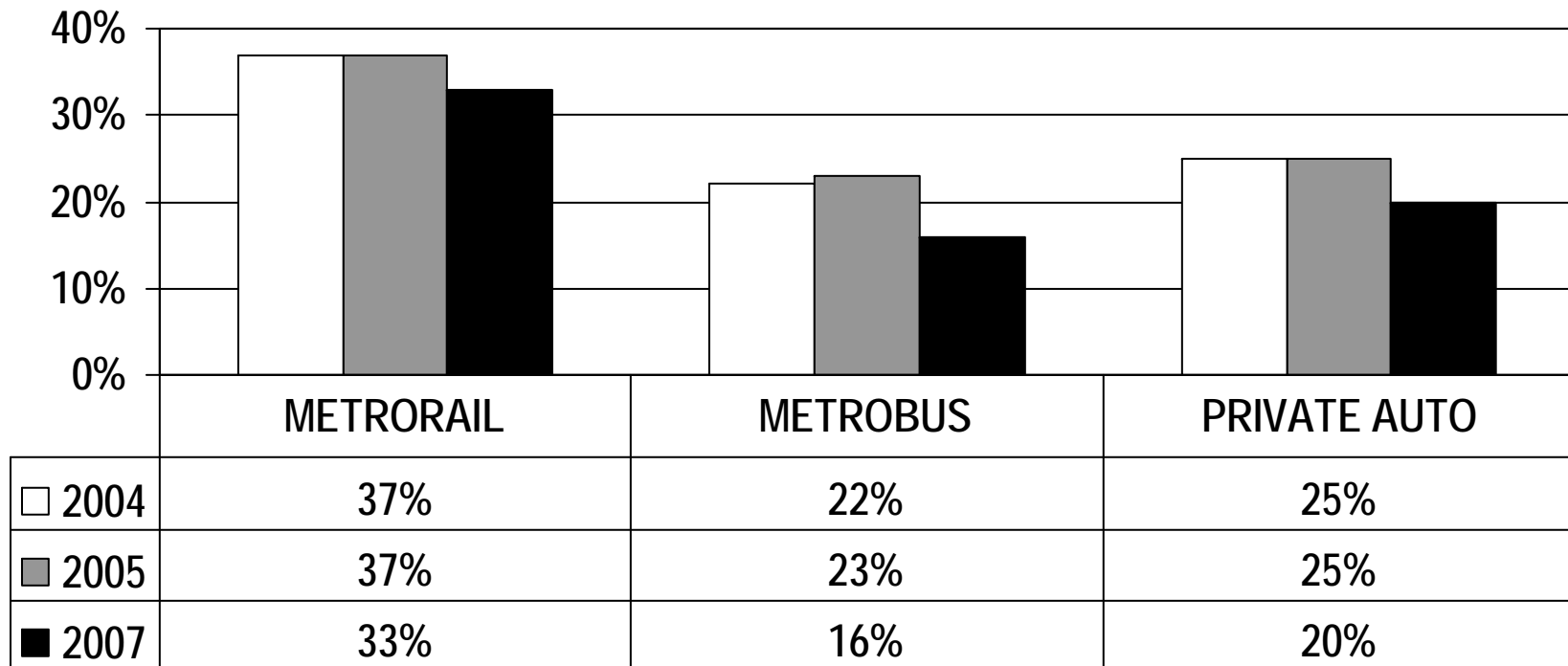
**% OF SERVICE AREA RESIDENTS RATING MODE AS "SAFE FROM ACCIDENTS"**





# Public Perceptions

**% OF SERVICE AREA RESIDENTS RATING MODE AS "SAFE FROM CRIME"**

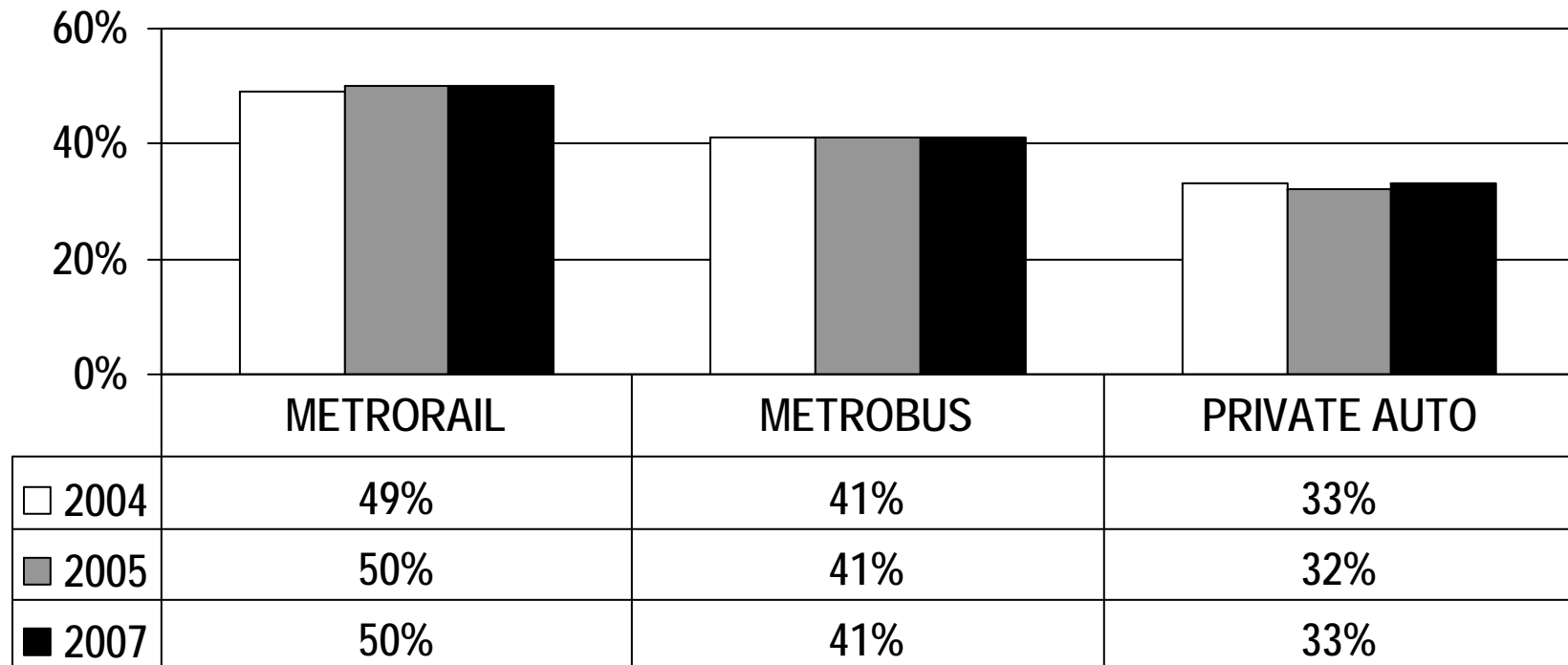






# Public Perceptions

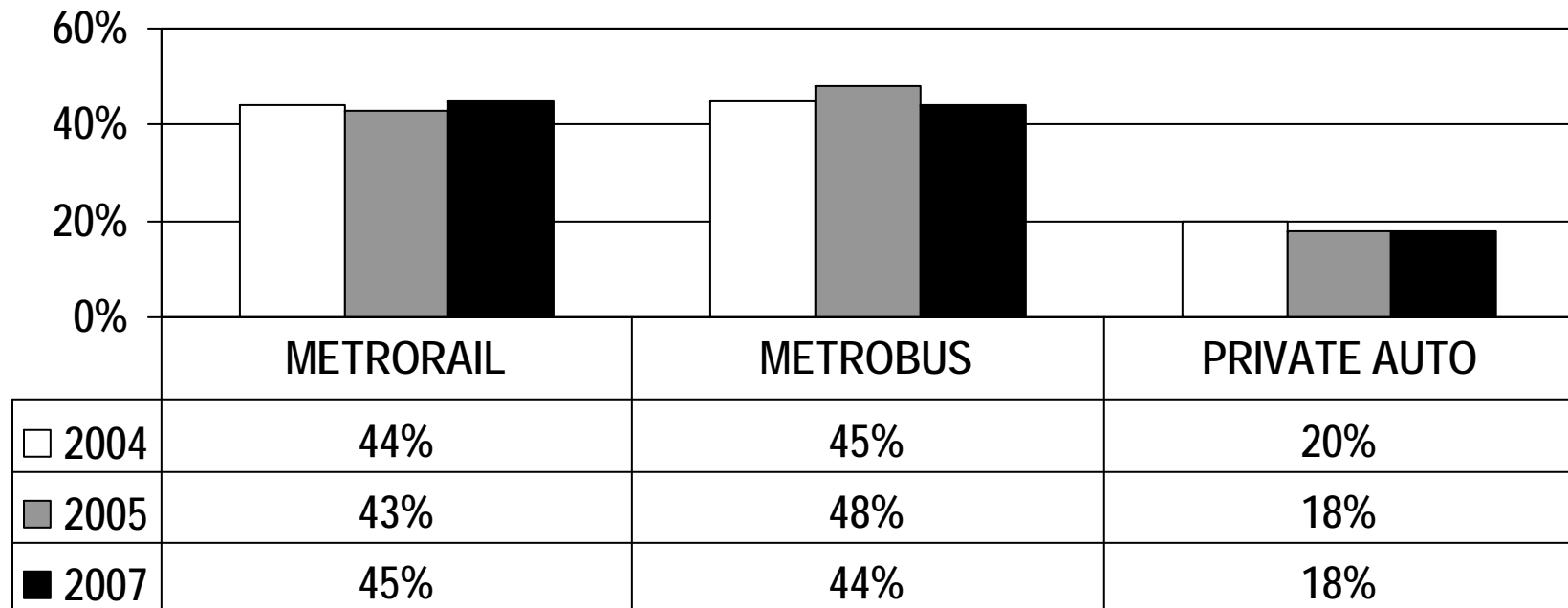
**% OF SERVICE AREA RESIDENTS RATING MODE AS  
"OFFERS GOOD VALUE FOR THE MONEY"**





# Public Perceptions

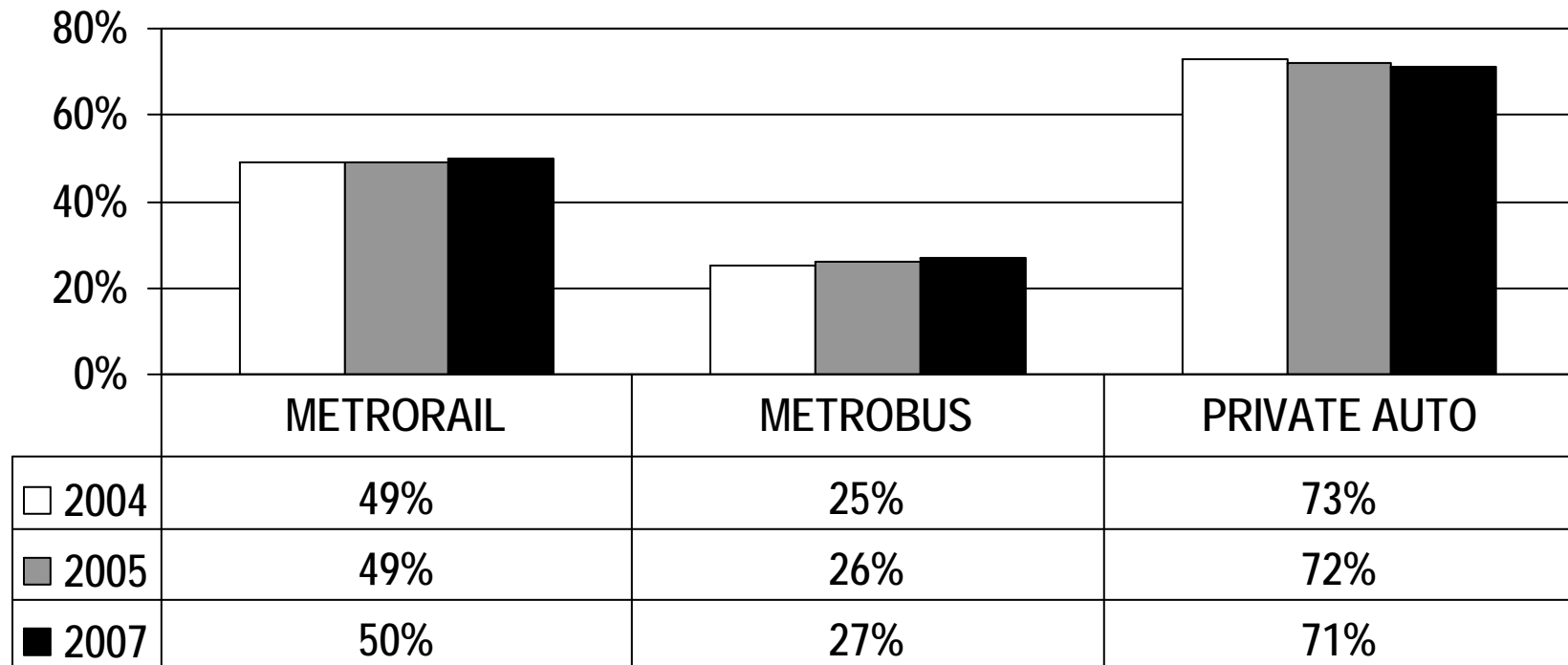
**% OF SERVICE AREA RESIDENTS RATING MODE AS  
"LOW COST COMPARED TO OTHER MODES OF  
TRANSPORTATION"**





# Public Perceptions

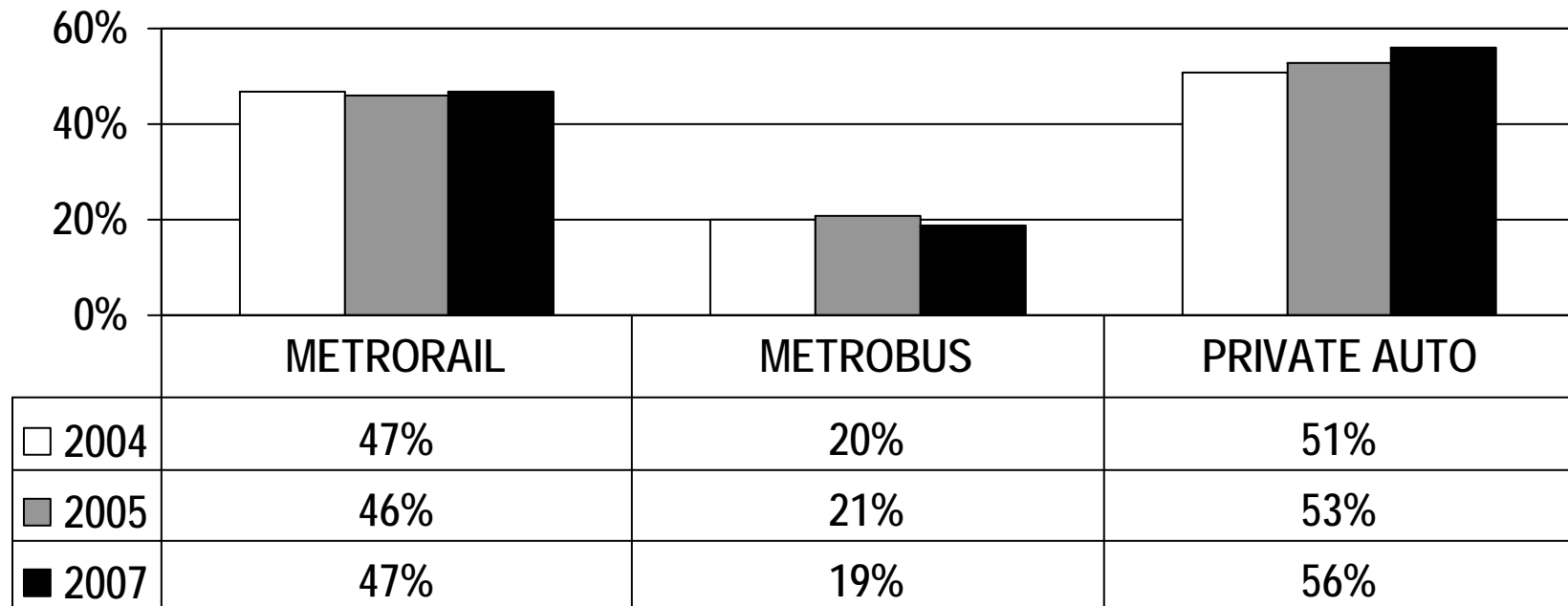
**% OF SERVICE AREA RESIDENTS RATING MODE AS  
"EASY AND CONVENIENT TO USE"**





# Public Perceptions

**% OF SERVICE AREA RESIDENTS RATING MODE AS RELIABLE - "WOULD GET YOU TO YOUR DESTINATION ON TIME"**





# Public Perceptions

---

- Perceptions of Metrobus, Metrorail and the private vehicle have remained relatively unchanged on most attributes.
- Both Metrorail and Metrobus experienced declines in ratings of perceptions of safety.
  - Bus and rail experienced significant declines in ratings for perceptions of safety from accidents, while rating for private auto improved.
  - All three modes experienced declines in ratings of perceptions of safety from crime.



# Appendix

---

**METROBUS RIDER PROFILE**

**METRORAIL RIDER PROFILE**

**RESULTS: RECOMMEND METRO TO A FRIEND/RELATIVE**

**CUSTOMER SATISFACTION MEASURES**



# Metrobus: Rider Profile

	Metrobus
<b>Gender</b>	
Female	66%
Male	34%
<b>Education</b>	
Some college or less	41%
College degree or more	59%
<b>Employment</b>	
Employed	77%
Not employed	23%
<b>Household Vehicles</b>	
None	20%
One	35%
Two	30%
Three or more	15%
<i>Mean (# of vehicles)</i>	<i>1.5</i>
<b>Years Living in DC Area<sup>1</sup></b>	
<i>Mean (# of years)</i>	<i>14.4</i>

	Metrobus
<b>Age</b>	
18-35	24%
36-55	45%
56-75	27%
Over 75	3%
<i>Mean (in years)</i>	<i>46.9</i>
<b>Race<sup>2</sup></b>	
White/Caucasion	47%
<b>Net: Minority</b>	<b>53%</b>
Hispanic/Latino	6%
Black/African-American	43%
Asian/Pacific Islander	4%
<b>Income</b>	
Less than \$75,000	53%
\$75,000 or more	47%
<i>Mean</i>	<i>\$68,690</i>
<i>Median</i>	<i>\$69,620</i>

Base=Metrobus respondents answering

<sup>1</sup>Base=Employed Metrobus respondents answering  
Q147, Q148, Q151-Q153, Q155-157

<sup>2</sup>Multiple Responses Accepted, Top Mentions

Note: Base sizes may vary



# Metrorail: Rider Profile

	Metrorail
<b>Gender</b>	
Female	53%
Male	47%
<b>Education</b>	
Some college or less	20%
College degree or more	80%
<b>Employment</b>	
Employed	82%
Not employed	18%
<b>Household Vehicles</b>	
None	2%
One	28%
Two	46%
Three or more	24%
<i>Mean (# of vehicles)</i>	<i>2.0</i>
<b>Years Living in DC Area<sup>1</sup></b>	
<i>Mean (# of years)</i>	<i>14.6</i>

	Metrorail
<b>Age</b>	
18-35	21%
36-55	49%
56-75	27%
Over 75	3%
<i>Mean (in years)</i>	<i>47.8</i>
<b>Race<sup>2</sup></b>	
White/Caucasian	74%
Net: Minority	26%
Hispanic/Latino	4%
Black/African-American	19%
Asian/Pacific Islander	3%
<b>Income</b>	
Less than \$75,000	27%
\$75,000 or more	73%
<i>Mean</i>	<i>\$91,210</i>
<i>Median</i>	<i>\$102,110</i>

Base=Metrorail respondents answering

<sup>1</sup>Base=Employed Metrorail respondents answering  
Q147, Q148, Q151-Q153, Q155-157

<sup>2</sup>Multiple Responses Accepted, Top Mentions

Note: Base sizes may vary





# Recommend Metro Services

---

**WOULD YOU RECOMMEND METRO TO A FRIEND OR RELATIVE?**

	Yes	No
<b>Mode</b>		
Metrobus (n=808)	96%	3%
Metrorail (n=1595)	98%	2%
<b>Ridership Level</b>		
Occasional (n=906)	98%	1%
Regular (n=628)	97%	2%
Frequent (n=861)	96%	3%

Base=Total Sample  
Q146

Margin of error:  $\pm 1.4\%$  (Metrobus);  $\pm 0.7\%$  (Metrorail);  $\pm 0.9\%$  (Occasional);  $\pm 1.3\%$  (Regular);  $\pm 1.3\%$  (Frequent)



# Customer Satisfaction Measures

---

## Fares

- Value of ride fare
- Satisfaction with cost of riding
- Process of purchasing fare cards and passes
- Process of obtaining refunds or replacement fare cards or passes
- Satisfaction with SmarTrip
- Cost of parking at Metrorail stations (METRORAIL survey ONLY)
- Satisfaction with paying for parking with SmarTrip (METRORAIL survey ONLY)
- Satisfaction with needing SmarTrip for parking at Metrorail stations (METRORAIL survey ONLY)

## Riding Experience

- Cleanliness of rail cars/buses
- Cleanliness of rail stations/bus stops
- Cleanliness of parking facilities (METRORAIL survey ONLY)
- Comfort of the overall ride
- Smell of rail cars/buses
- Availability of seating when riding on the rail car/bus
- Number of bus stops that have shelters (METROBUS survey ONLY)
- Number of people on the Metrorail/Metrobus

## Safety

- From accidents while riding
- From crime during daylight hours while riding
- From crime during nighttime hours while riding
- At bus stops/rail stations during daylight hours
- At bus stops/rail stations during nighttime hours
- In Metro parking lots during daylight hours (METRORAIL survey ONLY)
- In Metro parking lots during nighttime hours (METRORAIL survey ONLY)



# Customer Satisfaction Measures

---

## Reliability

- Rail cars/buses getting to the destination on time
- Stops were announced by rail car/bus operators
- Metrobus arriving more than 5 minutes early or late (METROBUS survey ONLY)
- Having to wait more than 20 minutes for the next train (METRORAIL survey ONLY)

## Customer Service

- Satisfaction with helpfulness of bus operators (METROBUS survey ONLY)
- Satisfaction with the level of service of Metro personnel in rail stations (METRORAIL survey ONLY)
- Satisfaction with clarity of operator announcements at stops
- Satisfaction with schedule/route information availability

## Ease of Access

- Distance of the nearest bus stop from home (METROBUS survey ONLY)
- Distance of the nearest bus stop from work (METROBUS survey ONLY)
- Frequency of buses from home to closest Metrorail station
- Number of transfers needed to get to final destination
- Availability of parking at rail station (METRORAIL survey ONLY)



# Customer Satisfaction Measures

---

## Communications

- Responsiveness of WMATA
- Timeliness of communication on schedule/route changes
- Schedule/route information availability
- Accuracy and advanced notice of delays
- Utility of digital displays (METRORAIL survey ONLY)
- Understandability of route/schedule information (METRORAIL survey ONLY)

## Vertical Transportation

- (METRORAIL survey ONLY)
- One or more elevators were not working at a rail station
  - One or more escalators were not working at a rail station
  - The escalator service at rail stations
  - The elevators in the past three months