

DATE: March 8, 2019

TO: HONORABLE MAYOR LEE BRAND
COUNCIL PRESIDENT STEVE BRANDAU
CITY COUNCIL MEMBERS

THROUGH: WILMA QUAN, City Manager

FROM: GREGORY A. BARFIELD, Director
Department of Transportation

SUBJECT: FAX 2018 BUS CUSTOMER SATISFACTION REPORT

In 2018, FAX completed a customer opinion and satisfaction survey. FAX conducts passenger surveys every 2 to 3 years to hear directly from transit riders throughout the city, refine bus services to better meet the riders' changing needs, and compare results across years. This latest survey provides comparisons to the 2011 and 2014 FAX customer satisfaction studies.

Major Conclusions

- FAX riders demonstrate a very high level of satisfaction with the bus system, with an overall report card rating of A-. The level of satisfaction for all bus service features has improved since the previous two survey periods, when the overall ratings were at B+.
- The most important bus service features to transit riders are (1) on-time performance, (2) frequency of buses, and (3) time to complete the trips.
- Transit customers are most often taking the bus to travel to work, get to college/school, and run errands.
- More than three-fourths of customers who responded to the survey do not have access to a vehicle. This is consistent with the results of previous surveys.
- Riders are expressing a growing preference to receive information electronically and almost 80 percent are willing to use an electronic fare payment system if such a system becomes available.

Additional highlights are available below. The FAX monthly newsletter will include a more comprehensive overview of the survey results, and the entire survey will be posted to the FAX website once the March newsletter becomes available. FAX also conducted a 2018 Handy Ride Satisfaction survey, and these results will also be posted on the FAX website.

FAX 2018 Bus Customer Satisfaction Report Highlights

Total Surveys: 1,803

Language Spoken at Home: English: 91%, Spanish: 8%, Various Asian Languages: 1%, Total: 100%

Overall Satisfaction: The level of satisfaction for all features of bus service has improved significantly since the prior two survey periods.

Very Satisfied	42%
Satisfied	37%
Slightly Satisfied	<u>15%</u>
	94%

Report Card: 2018 A- 2014 B+ 2011 B+

Top 3 Routes For Satisfaction:

1. Route 41(Malaga/Shields/Chestnut)
2. Tie between Routes 1 (BRT along Blackstone and Ventura/Kings Canyon) and Route 20 (Hughes/McKinley)
3. Route 45 (Herndon/Fruit/Ashlan)

Most Important Bus Service Features:

1. On-Time Performance
2. Frequency of Buses
3. Time to Complete Trip

Length of Time Riding FAX:

There was a 4% increase in riders "Less than 1 year". This could be indicative of the frequency improvements, as well as the BRT being more attractive to users.

Fare Payment:	<u>2018</u>	<u>2014</u>
Cash	50%	64%
31 Day Regular	11%	17% (Metro Pass)
31 Day Reduced	8%	8% (Special); 3% (Senior)
School ID	14%	N/A

Would Use Electronic Fare (Smart Card/Mobile Fare): Yes 78%
No 22%

Smart Phones: 81% of Riders; 33% have downloaded MYFAXBUS application