

Customer Satisfaction Survey Results

February 2010



Each year it is important to take time to ask our customers how we're doing. That is the goal with the satisfaction survey.

Every Rider Counts.



As you see the results, we're all keeping in mind the CityBus strategic plan. We're aiming for 7 million riders in 2010. Last year's ridership loss will make this goal more difficult to obtain. As we're committed to growing ridership, it is important that every single interaction with a customer is a positive one.



Customer Satisfaction **Survey Results**

Fixed Route Survey

- Conducted onboard by operators
- Conducted in February 2010
- Sampled AM, PM, late night runs
- 668 Surveys returned

This year's survey was conducted on board the buses in early February. Our drivers handed out surveys to passengers and collected them on the bus. We covered our span of service by collecting 668 surveys over all three day periods, morning, afternoon and evening, and late night.



Customer Satisfaction **Survey Results**

Survey Content

- Passenger Demographics
- Use of Service
- Satisfaction Measures
 - Bus Operator Characteristics
 - Service Characteristics
 - Safety & Amenities
 - Customer Information

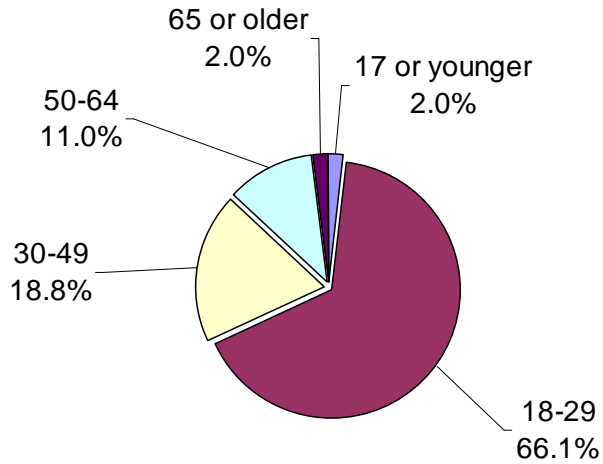
Here are the three areas surveyed. We collected demographic information about our passengers and studied how they use our service. The most involved part of the survey measured customer satisfaction in four areas of strategic importance to CityBus: The quality of service provided by our bus operators, characteristics on our bus routes, safety, customer comforts, and the information we provide to riders.



Customer Satisfaction **Survey Results**

Passenger Demographics

Age



Let's begin by looking at demographics. You can tell by this pie chart that our riders are young, with nearly 70% of our riders under age 29. That has been historically true for us especially since we began providing service on campus. The breakdown of riders by age hasn't changed.

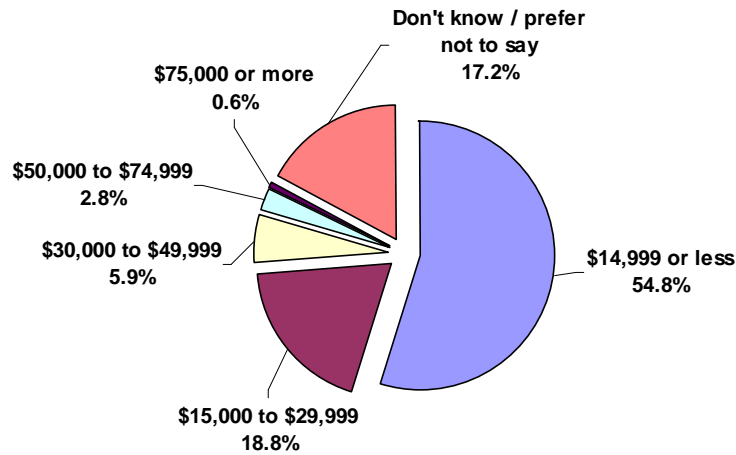
It is interesting to note that only 2% of our riders are age 65 or older. Perhaps the work that Katy is doing to provide education and outreach to senior citizens can help us grow our ridership in this area.



Customer Satisfaction **Survey Results**

Passenger Demographics

Income



It is probably no surprise that most CityBus riders are in lower income categories.

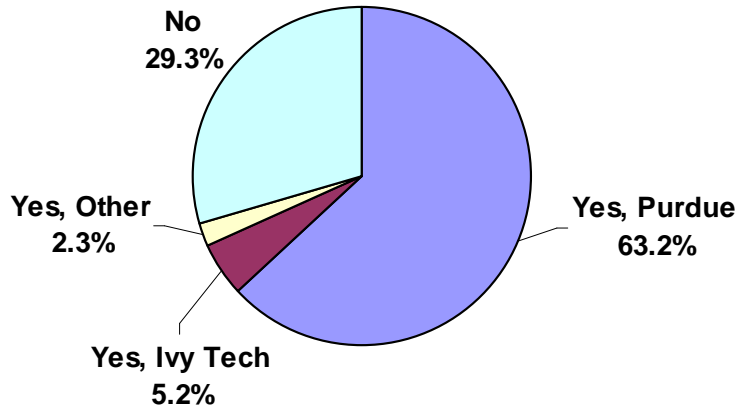
More than half of our riders have annual incomes below \$15,000. Three quarters are below \$30,000. Poverty is described by Health and Human Services at \$22,000 for a family of four.

Riding CityBus is an economical choice that helps low income riders pursue opportunities in life, including work or education.



Customer Satisfaction **Survey Results**

College Student?

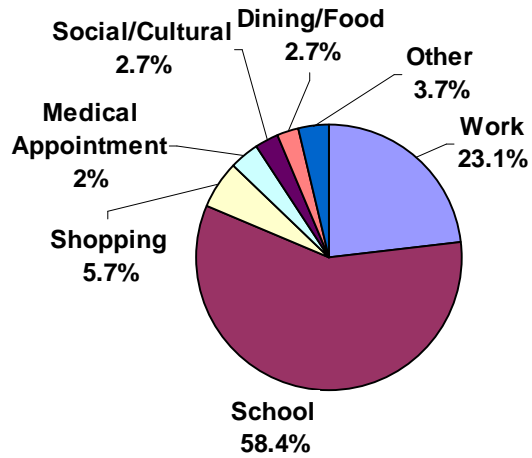


More than 70% of our rides are students in College, either at Purdue, Ivy Tech, or elsewhere. Obviously, Purdue students make a great impact on our annual ridership.



Customer Satisfaction **Survey Results**

Trip Purpose



Finding out where people are going and why they are riding is interesting. For one thing, the survey shows that 80% of our riders are going to school or work, so our CityBus riders are making meaningful contributions to our economy and workforce.

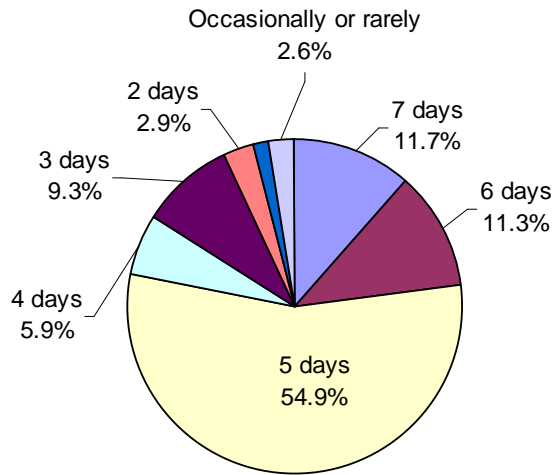
They also spend money. Nearly 6% are riding to go shopping.



Customer Satisfaction **Survey Results**

Use of Service

Frequency of Use

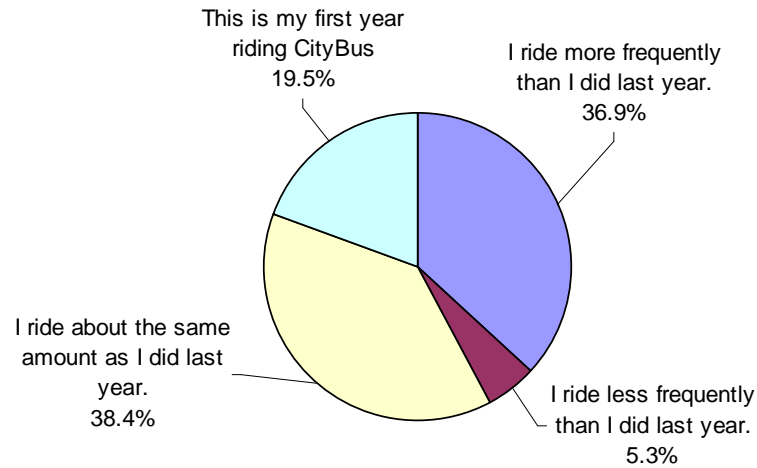


More than half ride 5 days a week. 11% ride 6 days a week, and 12% of our riders use the bus every day. For these riders CityBus is clearly an essential transportation option.



Customer Satisfaction **Survey Results**

Frequency of Use



Almost 20% of our riders are new to CityBus this year. This is the nature of providing service in a college town with a transitional population. Serving so many new customers can be challenging as every year we must inform and educate a significant number of new customers on how to use our services.

CityBus riders seem to stay with us. Only 5% say they are riding less frequently than they did last year.



Customer Satisfaction **Survey Results**

Satisfaction Measures

- Ranked on scale of 1 to 7
 - 1 = Worst
 - 7 = Best
- Responses grouped as follows:
 - Don't Know = ■ Don't Know**
 - 5, 6, 7 = ■ Satisfied**
 - 4 = ■ Neutral**
 - 1, 2, 3 = ■ Not Satisfied**

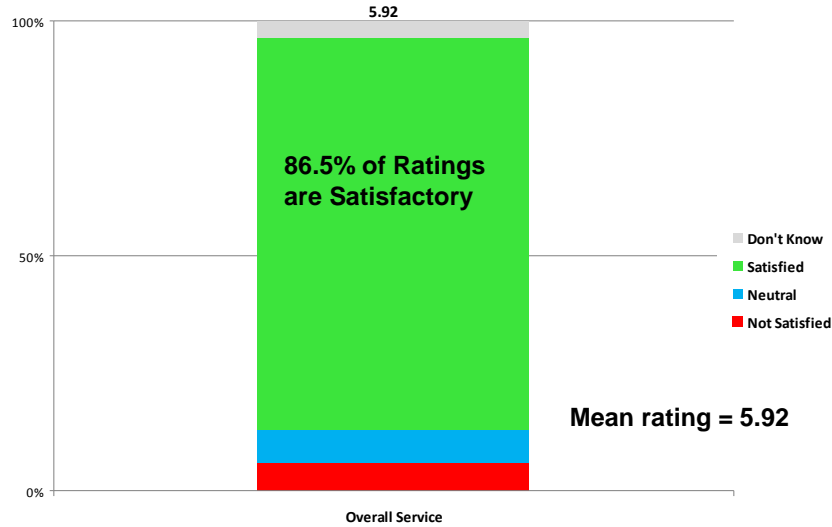
Customer satisfaction truly matters to CityBus. If we are going to continue to grow our ridership, we must provide a high level of customer satisfaction.

In this portion of the survey we asked riders to rank us on a scale from 1 to 7. If customers responded with either 5, 6, or 7, we said they were satisfied. A response of 4 is neutral, and 1, 2, or 3 represented an unsatisfactory response.



Customer Satisfaction Survey Results

Overall Satisfaction



Satisfaction Measures

This chart shows the number of responses as either satisfactory in green, neutral in blue, or unsatisfactory in red. You can see that overall satisfaction is at 86.5%. If we were to receive a letter grade for this score, that would be a B.

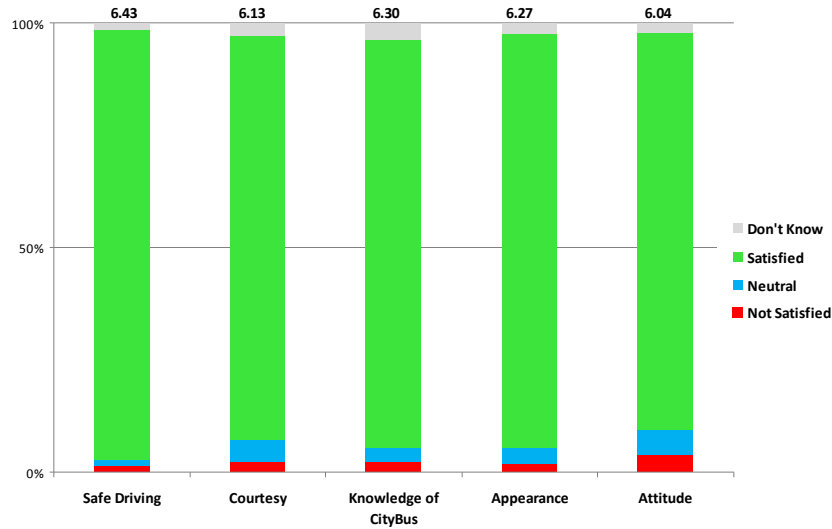
The last time we did this survey, we ranked 86%. Considering a margin of error, we are providing a consistent level of service overall. Or even slightly better than we did in December 2008.

While a grade of B is good, the question for the board and staff is, are we satisfied with a B, or can we do better? If we are to reach our goals we must strive for an A.



Customer Satisfaction Survey Results

Bus Operators



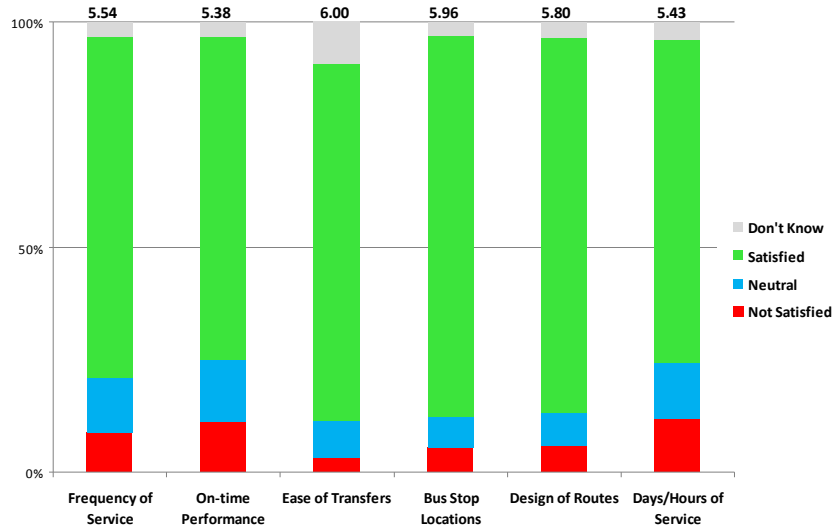
Customers are highly satisfied with our bus operators. Credit goes to John Connell and the operations department. Pre-employment screenings have helped to ensure that we're hiring the right people for the job. And we just spent Spring Break conducting retraining on customer service.

We're doing well with safety which is obviously a high priority. The worst ranking on this chart is on perceptions of driver "attitude." The training we just did will address those drivers who can improve in this area.



Customer Satisfaction Survey Results

Service Characteristics



Satisfaction Measures

Whenever we talk to customers we hear about needs they have. Sometimes they tell us that they would like to go to unserved locations. Or, often, we hear about the need for extended hours, weekend service, or more frequent service.

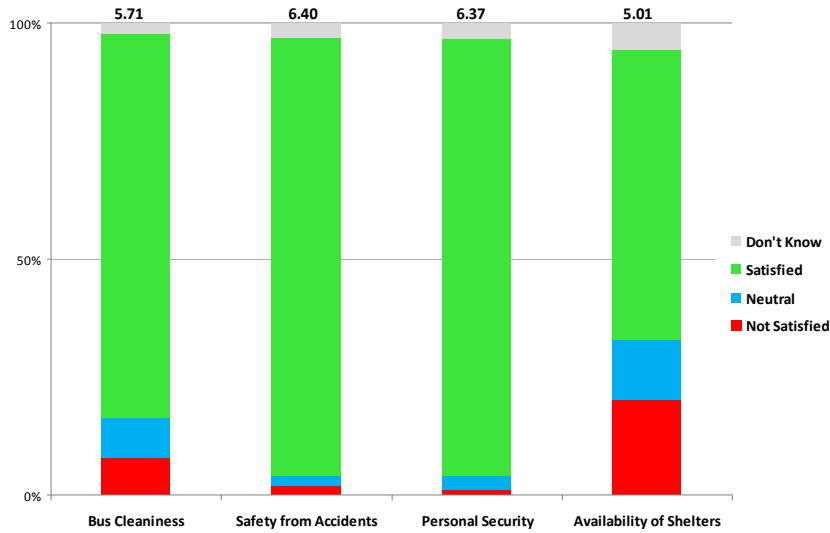
You probably remember that in August of last year we extended late night service on our core bus routes.

While satisfaction is high overall, there is some dissatisfaction with on-time performance as well as limits to the days and hours we operate.



Customer Satisfaction Survey Results

Safety & Amenities



Satisfaction Measures

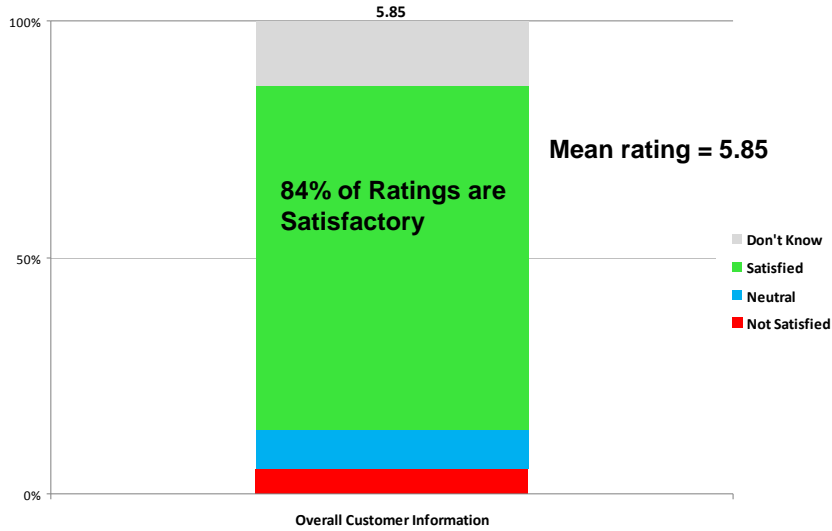
Passengers feel safe on CityBus and that is important. A few passengers expressed dissatisfaction with cleanliness of buses, in fact this is an area where we ranked worse than in previous surveys.

CityBus has nearly 40 shelters throughout our cities. They are expensive to build and maintain. Yet, passengers would like to have more protection from weather when waiting for the bus.



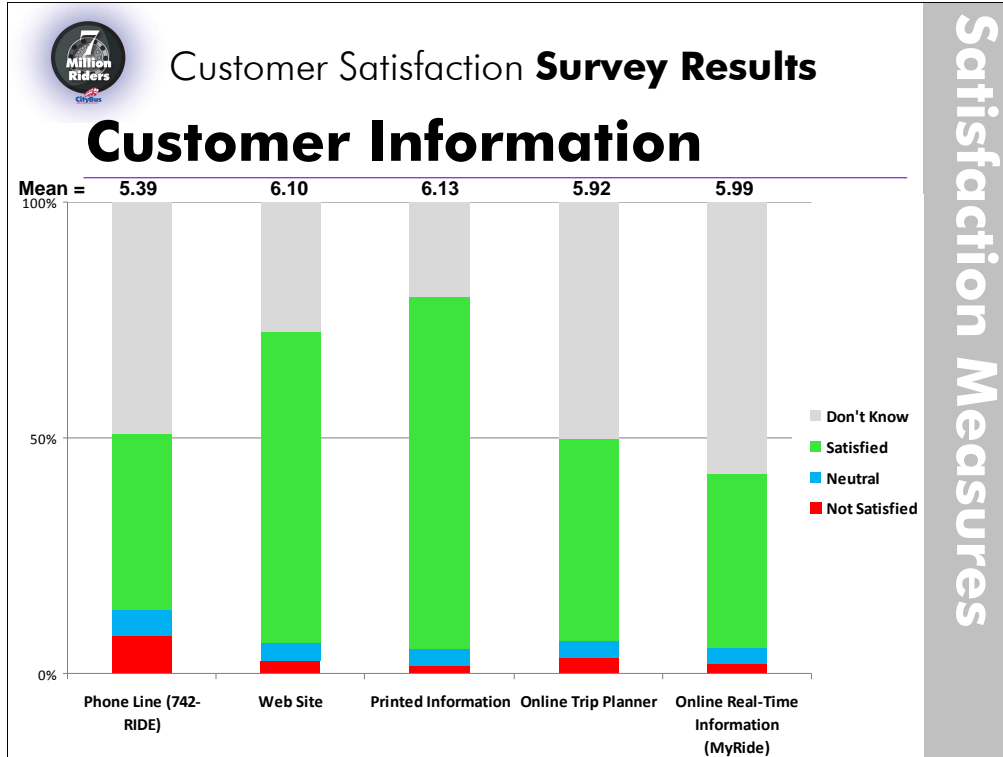
Customer Satisfaction Survey Results

Customer Information



Satisfaction Measures

Customer information delivers 84% satisfaction. One of the areas in development is the provision of materials translated into Spanish. While this did not come up as a need in the passenger survey, translation has come up in focus groups with the Latino population that were completed recently.



CityBus customer information by telephone received the lowest satisfaction ranking. Since 1998, CityBus has grown the call center operation with the hiring of only one part time employee. Further, when regular staff is not available to work due to illness or vacation, standby bus operators are assigned to the call center to fill in. Often the training for standby employees is very limited, so the service is inconsistent. On Saturdays, no employees are scheduled to work the call center. The dispatcher sends a standby driver there to cover the office but coverage is inconsistent. Handling customer calls by phone needs to be a higher priority to CityBus if we are going to improve customer satisfaction.

Interestingly, this portion of the survey generates a lot of “don’t know” responses, which means that customers are not aware of the information resources available to them. The web site and printed information are resources that customers are most aware of.

COMMENTS



When we survey, we give customers the opportunity to make comments and many of them do. This section will summarize the comments we received.



Customer Satisfaction **Survey Results**

General Comments

- Commendations—Most frequent
- Anticipation for MyRide
- Appreciation for late night expansion
- Appreciation for Day Pass

The most frequent comments were commendations for bus drivers. Riders often mention the driver by name. It is clear that our customers identify with and appreciate the driver they see every day. Bus operators, as front line employees, are the best representatives of CityBus to the community. Therefore it is critical that they provide positive experiences for customers.

Customers are becoming impatient with the upgrade of our CAD/AVL systems, and particularly miss the ability to get real-time departure information from wayside signs or mobile devices. Many comments came in about this. The upgrade will be complete this summer and MyRide will be online again by August.

Customers voiced their appreciation for the extension of late night buses, which we did in August, and they really like the new Day Pass.



Customer Satisfaction **Survey Results**

Suggestions

- Driver discourtesy is an issue
- More shelters requested
- Improved customer service by phone
- Behavior of kids

Of all the comments received, these four themes have emerged as areas to improve satisfaction. Many commented that some drivers are rude, discourteous, or indifferent. As has been mentioned, we completed extensive training over Spring Break, and we will be penalizing drivers who receive valid discourtesy complaints. The result is that we are already experiencing far fewer complaints as drivers are being held accountable to treat customers with courtesy.

More shelters are requested, however no specific locations were mentioned in the comments. We are building a new shelter this year at the Pay Less on Salisbury St. and have plans for a few additional shelters. However, they are expensive to build, clean, and maintain. Vandalism is an ongoing and expensive problem. So we should proceed with shelters mindful of the impact on CityBus costs.

As has been mentioned, our phone customer service came up for the first time in this year's survey. Improvements are needed in this area.

Customers are concerned about the behavior of youth on the bus after school. Riders from Sunnyside, Tecumseh, and Jeff are frequently loud, using profanity, and causing disruptions on the bus. Our operators must use professional discretion in handling these situations. Lafayette Police are always cooperative when there is a problem. But we need to consider alternatives to reduce these disruptions and create a more positive experience for customers.



Customer Satisfaction **Survey Results**

Comments Related to Service

- More service on Sundays
- Evening service on 2A/2B, 6A/6B

Even though we have expanded service recently, customers continue to identify many of the ways that we do not meet their needs.

The schedule on Sundays is very limited due to lower demand than weekdays. CityBus carries about 1000 passengers on Sundays at an annual operating expense of more than \$200,000. The cost per passenger is very high compared to weekday costs. For these reasons and due to higher-priority demands for expansion of service, it is not likely that Sunday service will be improved.

Currently, service on routes 2A/2B and 6A/6B ends at about 6PM on weekdays. Many of the areas served by 2A/2B are also served by route 1A, which operates until after midnight. However, there is no other option for service in the area served by route 6A/6B, so I believe this is a leading candidate for future expansion.

Thank You.

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Finally, I want to recognize two employees in my department for their work on this project. Raymond Mui, who is our extraordinary Purdue intern, coordinated the distribution and collection of surveys. And Ashley Scott, our part time customer service clerk, entered the survey results in a database between phone calls downtown. I really appreciate their efforts.