

# Customer Satisfaction Survey Results

November 2010





# Customer Satisfaction **Survey Results**

## **Fixed Route Survey**

---

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



# Customer Satisfaction **Survey Results**

## **Survey Content**

---

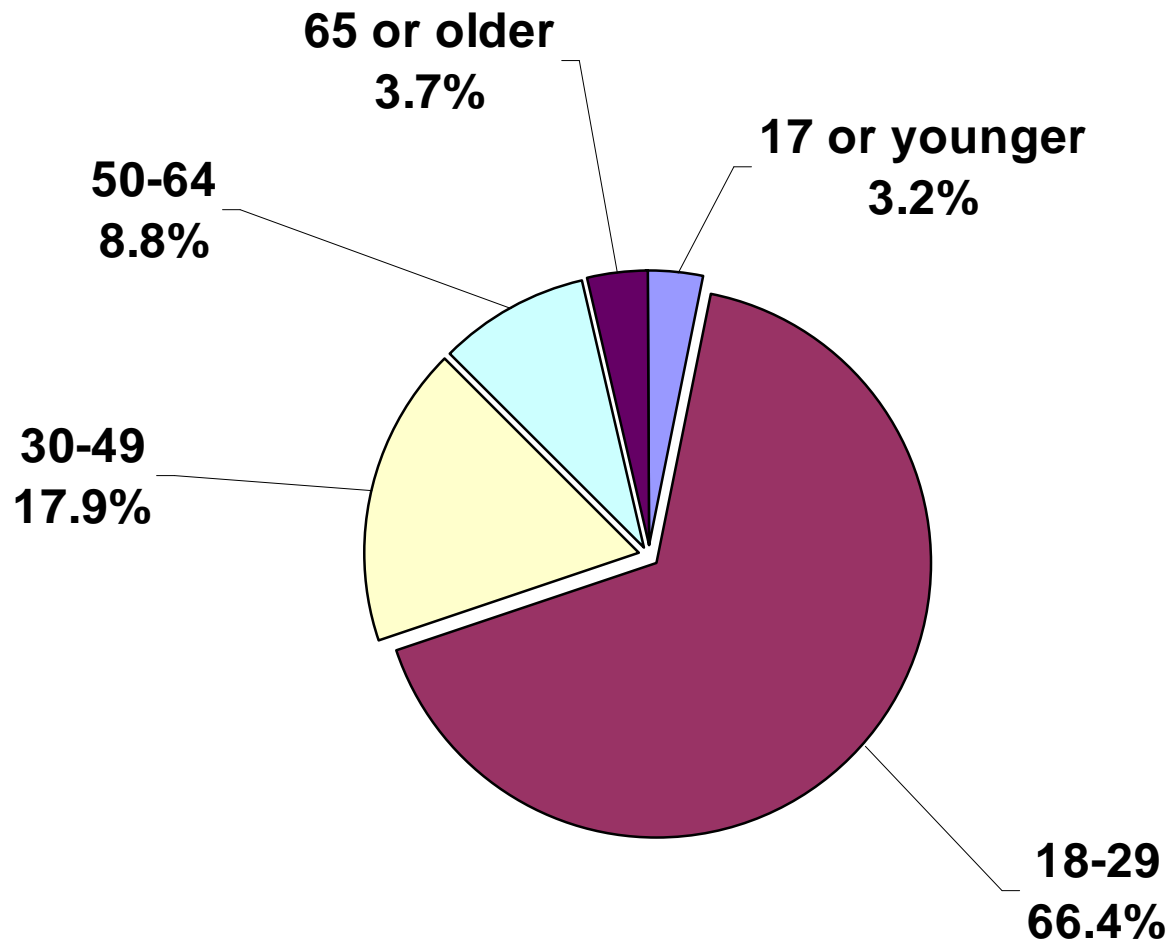
- Passenger Demographics
- Use of Service
- Satisfaction Measures
  - Bus Operator Characteristics
  - Service Characteristics
  - Safety & Amenities
  - Customer Information



# Customer Satisfaction **Survey Results**

## Age

---

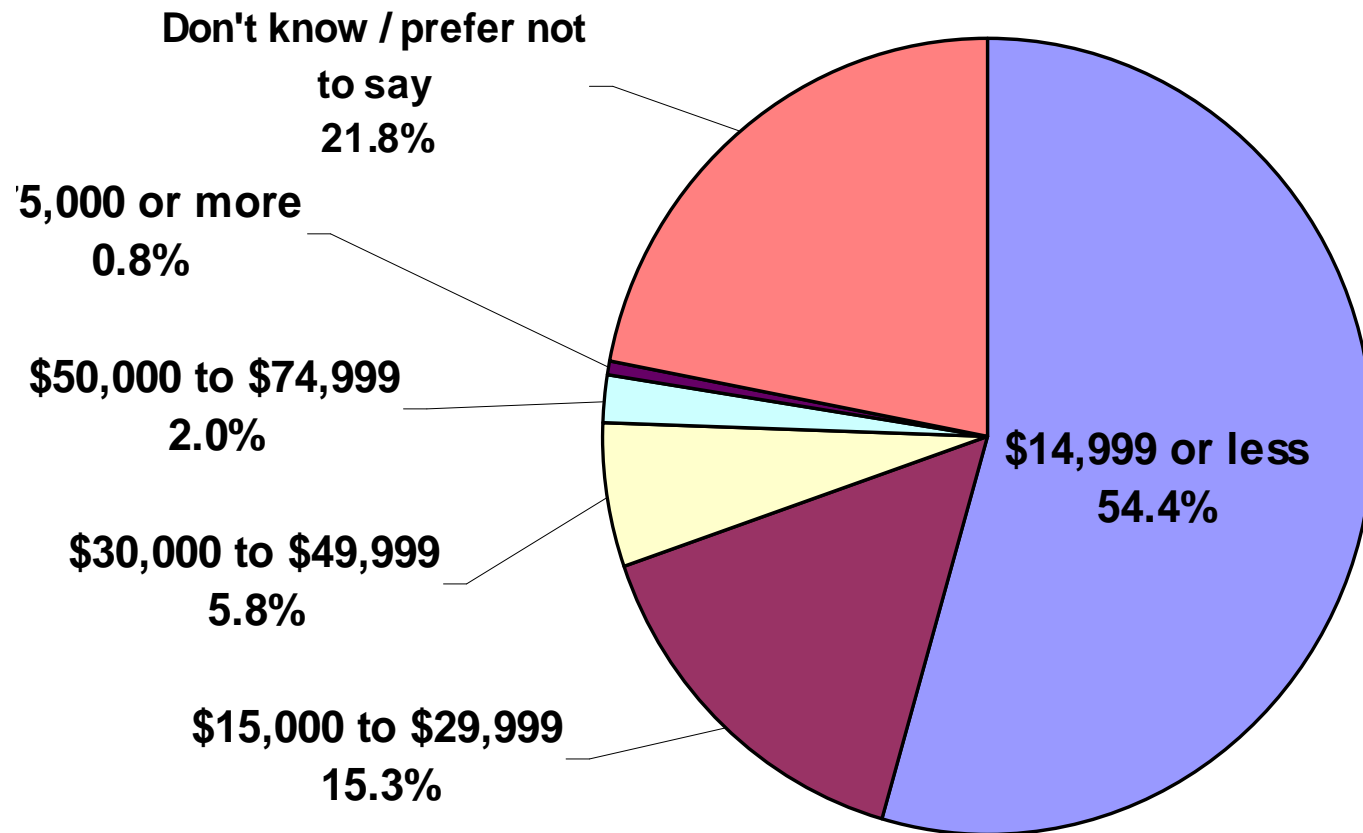




# Customer Satisfaction **Survey Results**

## Income

---

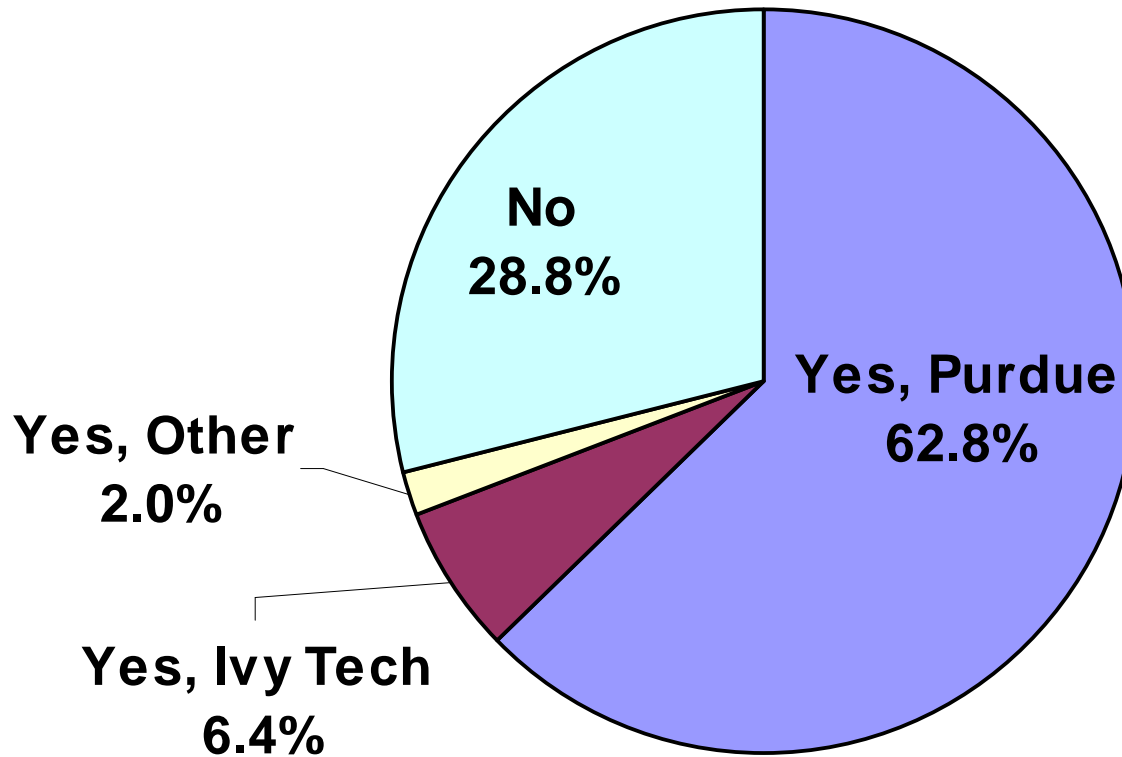




# Customer Satisfaction **Survey Results**

## College Student?

---

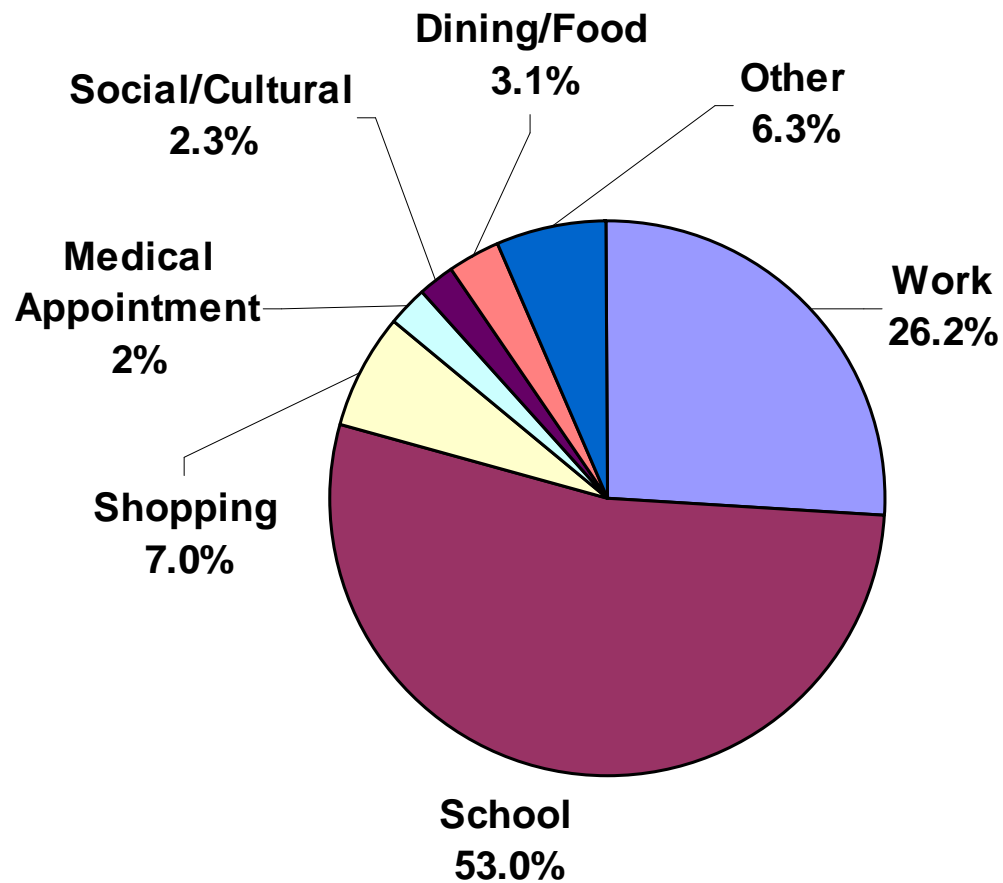




# Customer Satisfaction **Survey Results**

## **Trip Purpose**

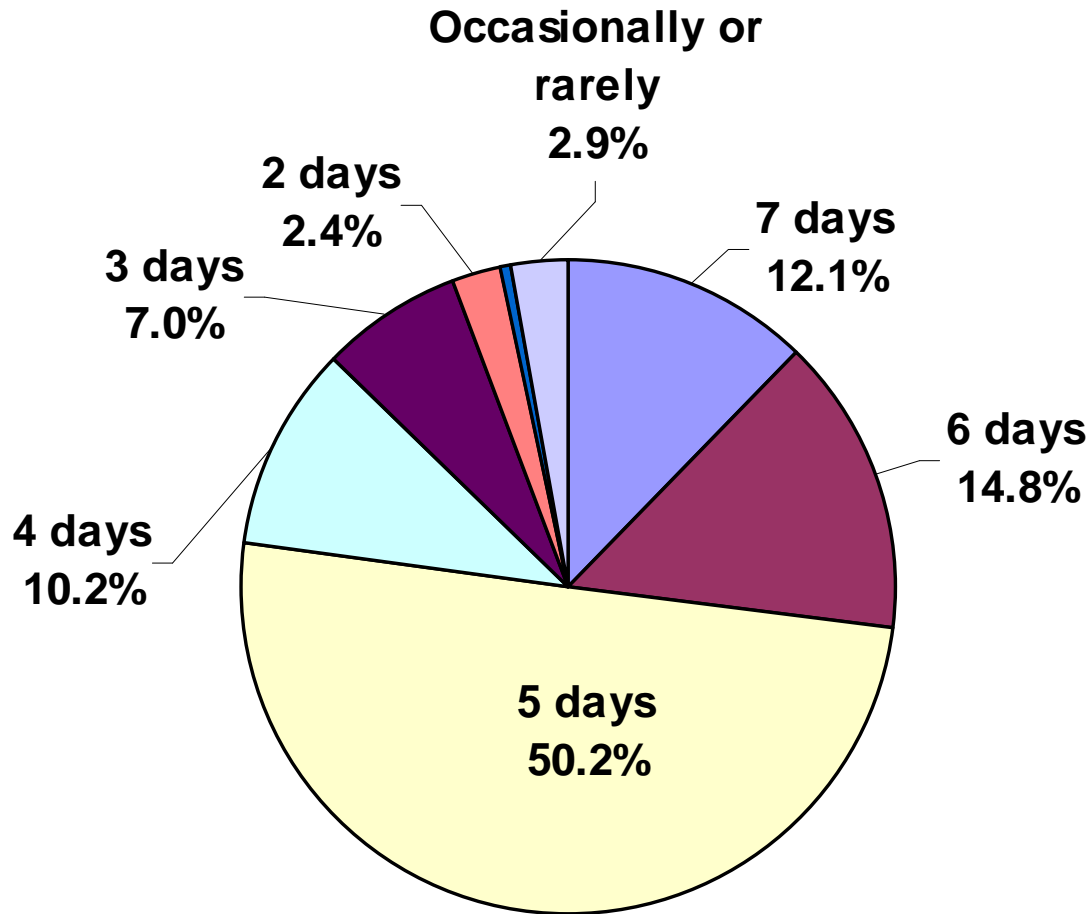
---





# Customer Satisfaction **Survey Results**

## Frequency of Use

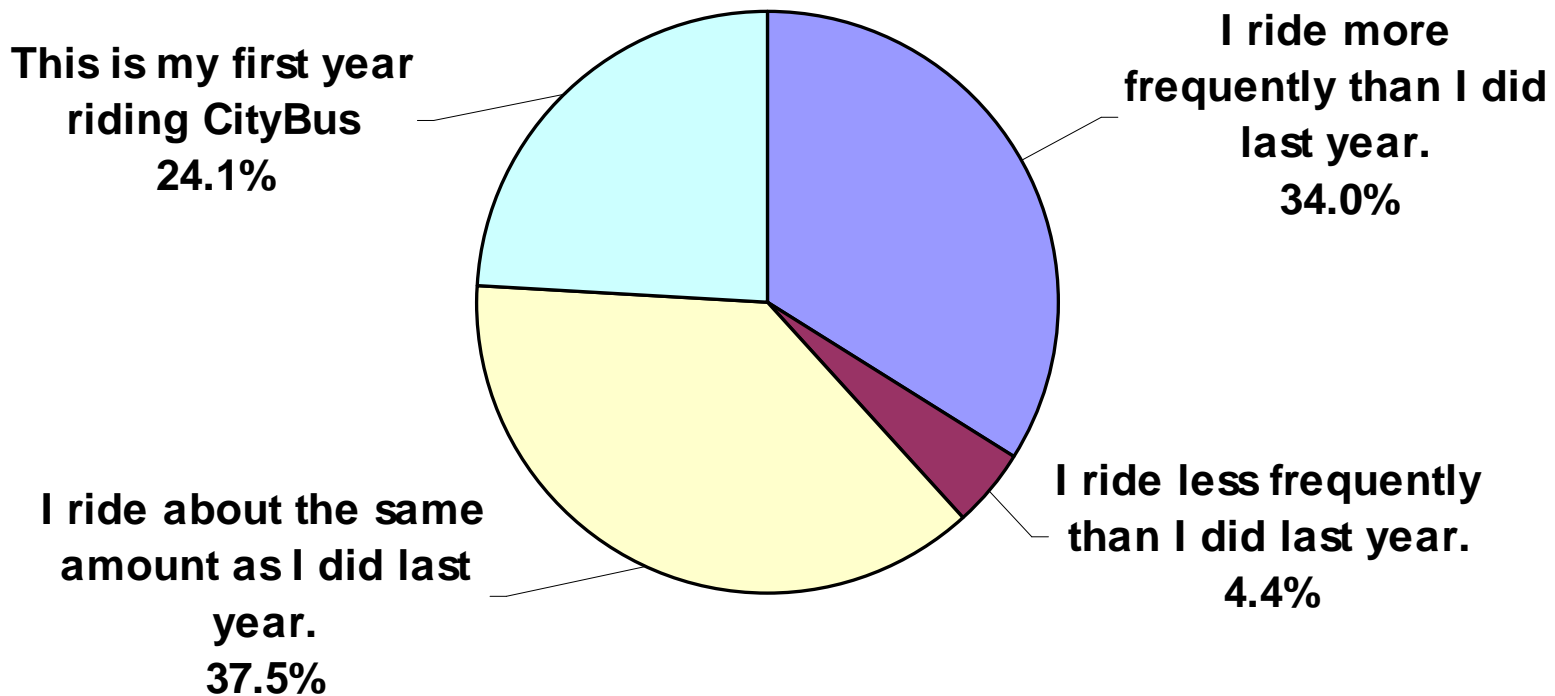




# Customer Satisfaction **Survey Results**

## Frequency of Use

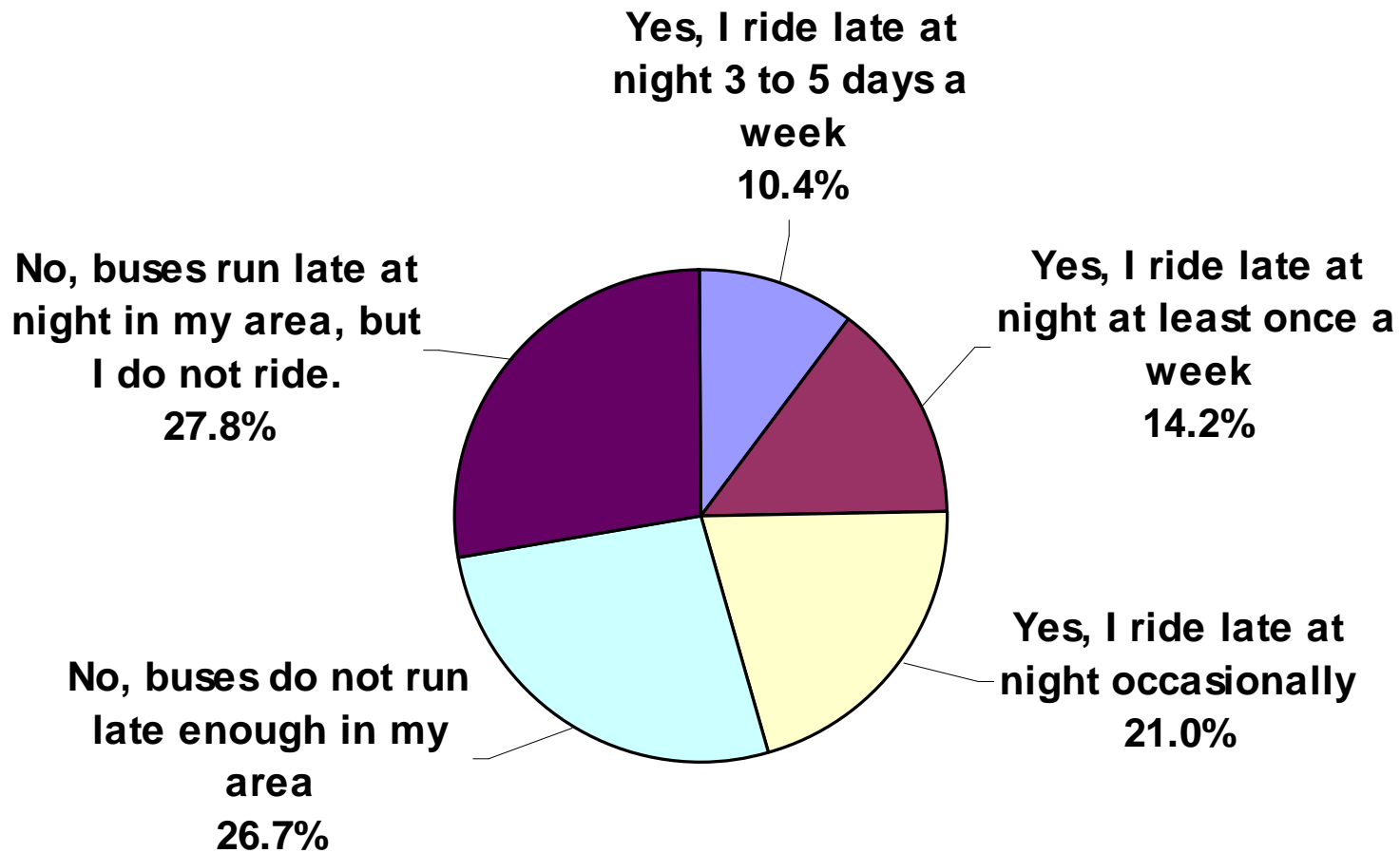
---





# Customer Satisfaction **Survey Results**

## Late Night Usage





# 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

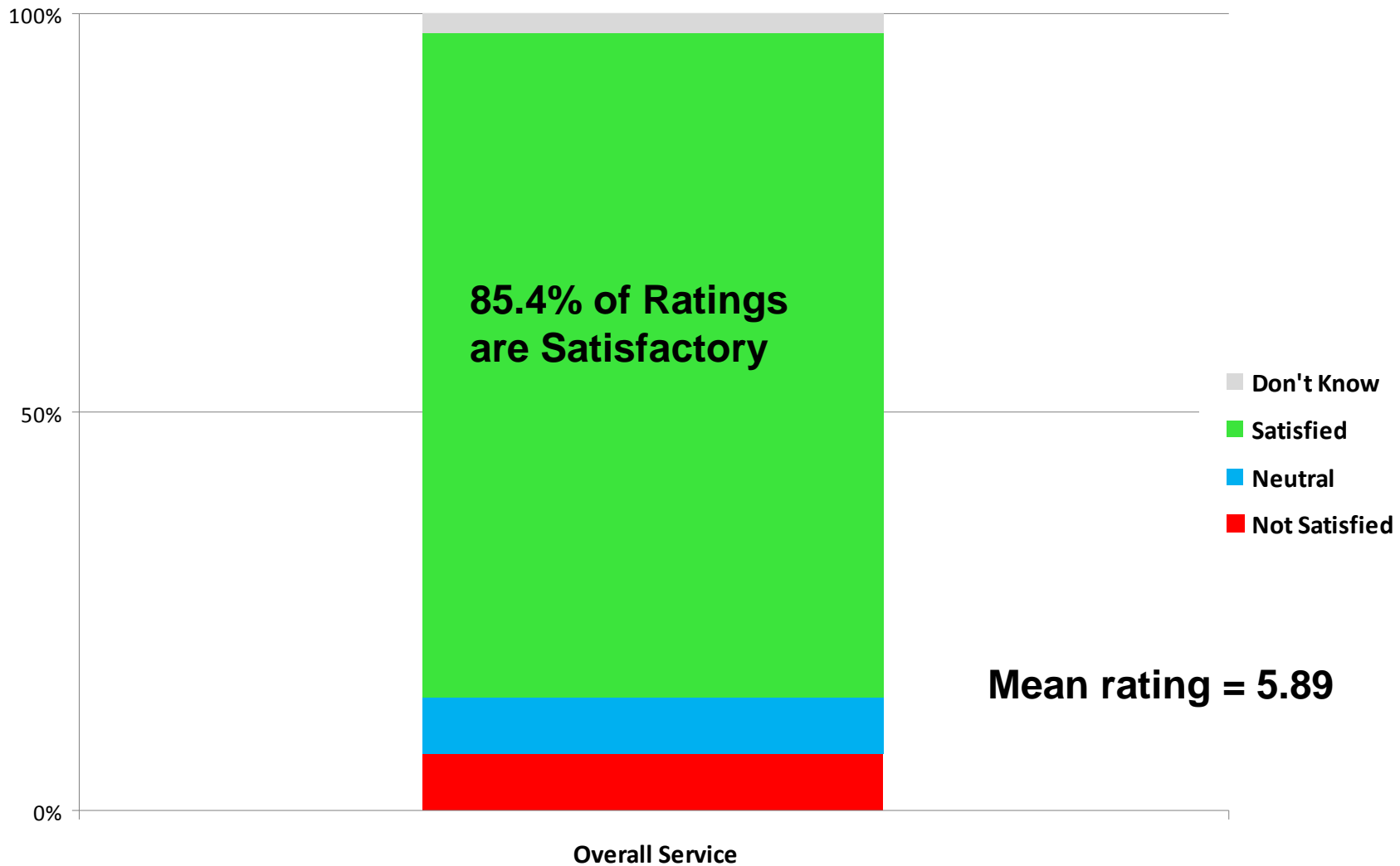
4 = ■ Neutral

1, 2, 3 = ■ Not Satisfied



# Customer Satisfaction **Survey Results**

## Overall Satisfaction

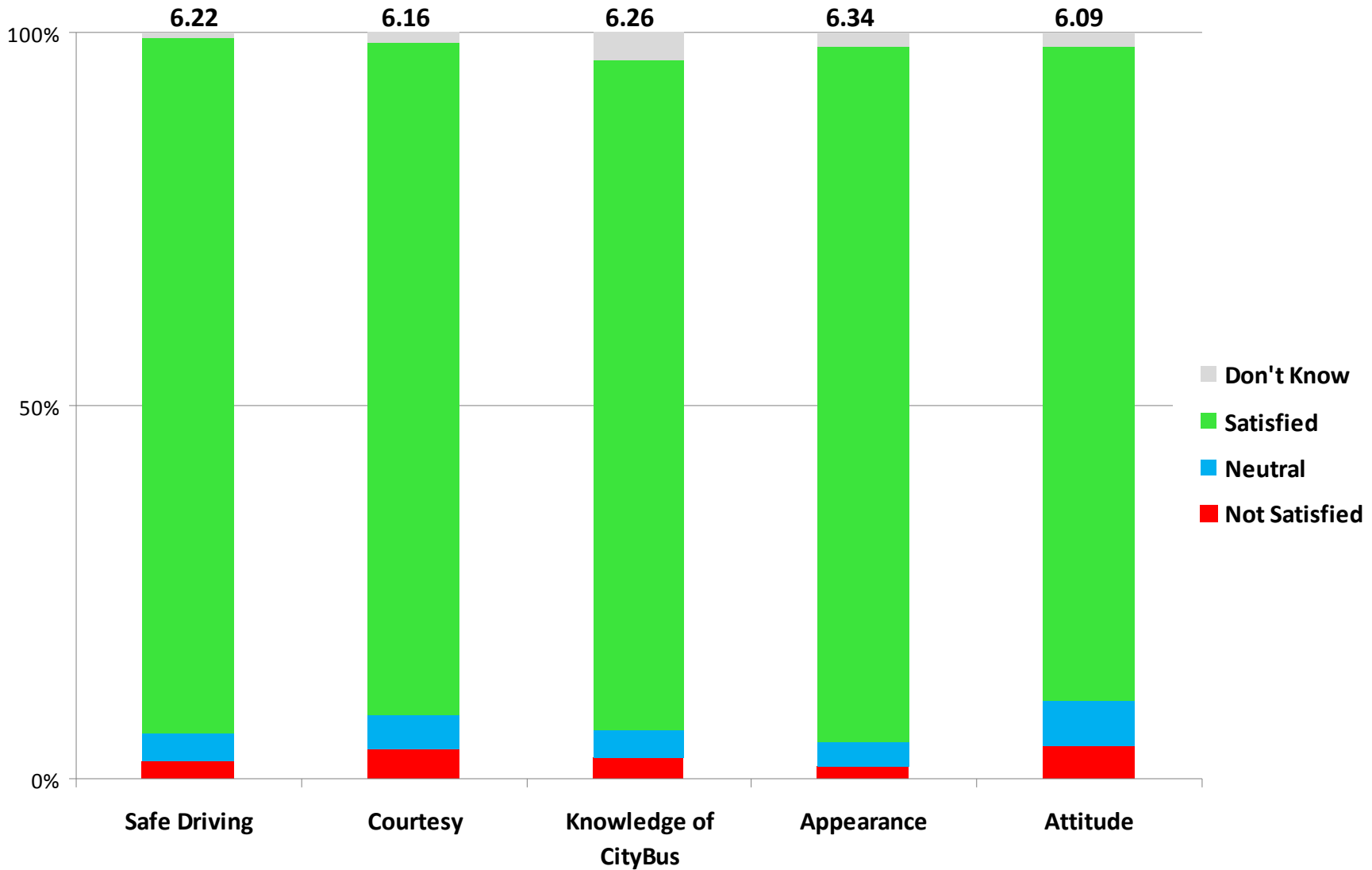


Satisfaction Measures



# Customer Satisfaction **Survey Results**

## Bus Operators



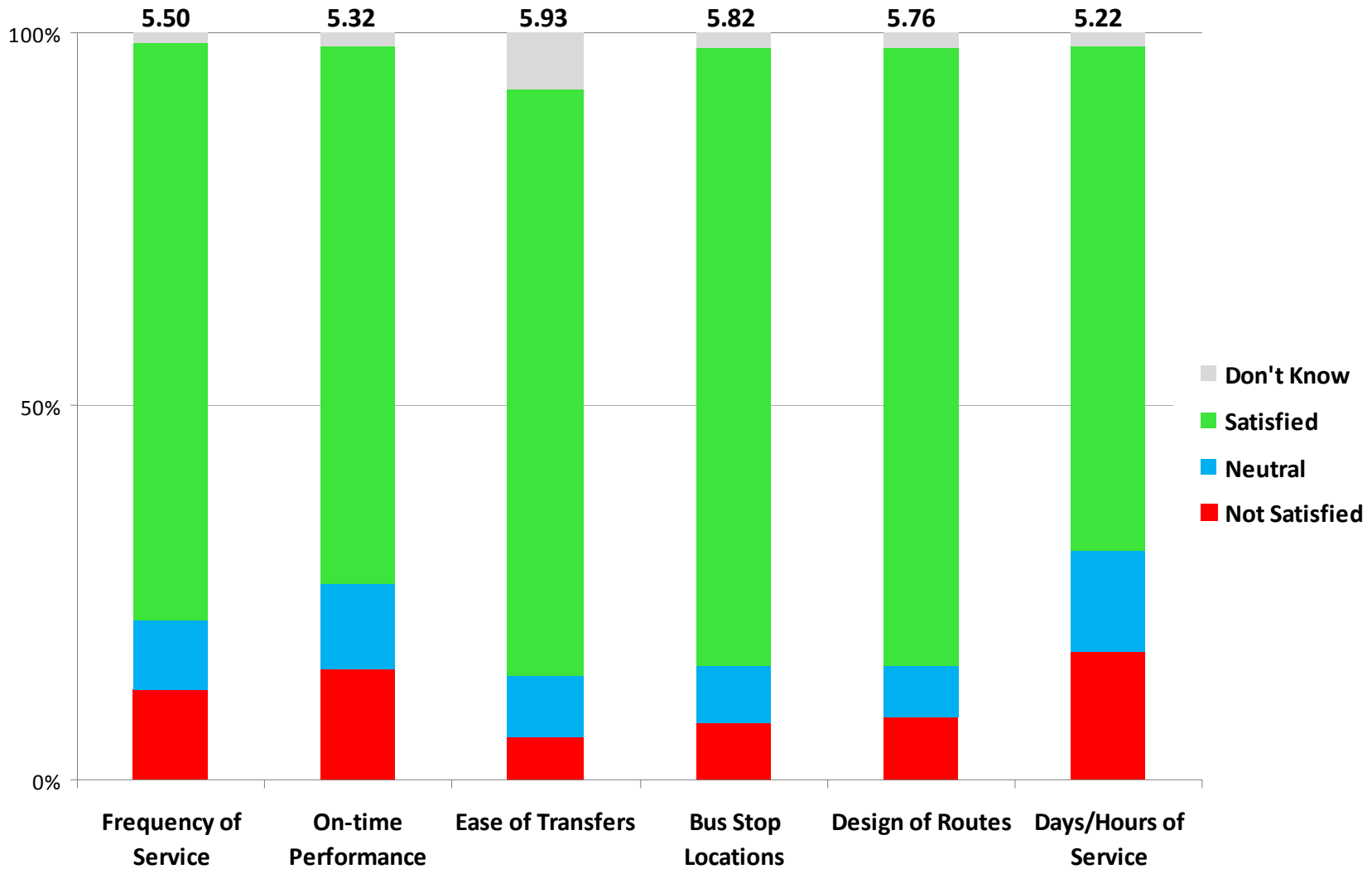
Satisfaction Measures



# Customer Satisfaction **Survey Results**

## Service Characteristics

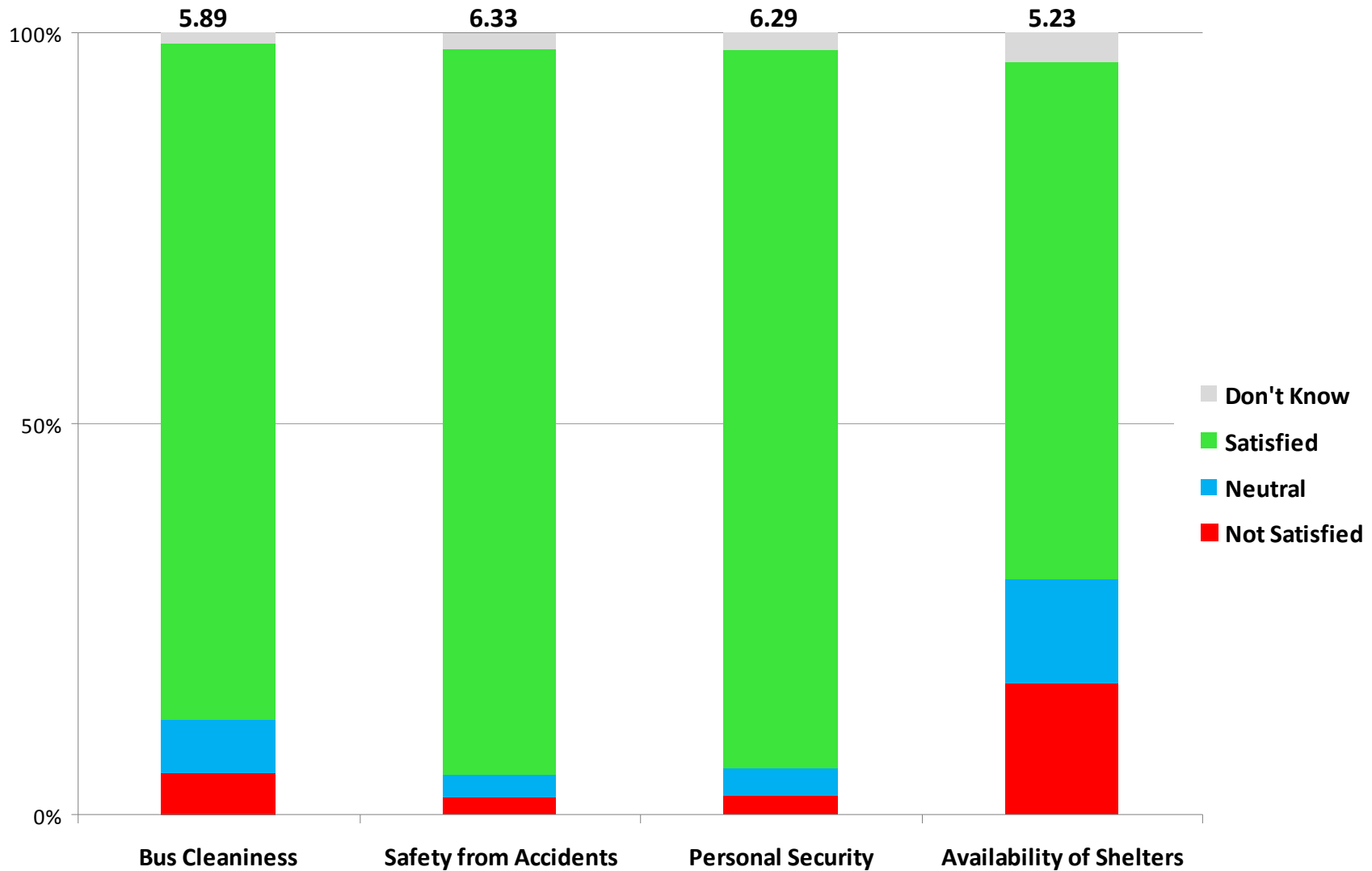
Satisfaction Measures





# Customer Satisfaction **Survey Results**

## Safety & Amenities

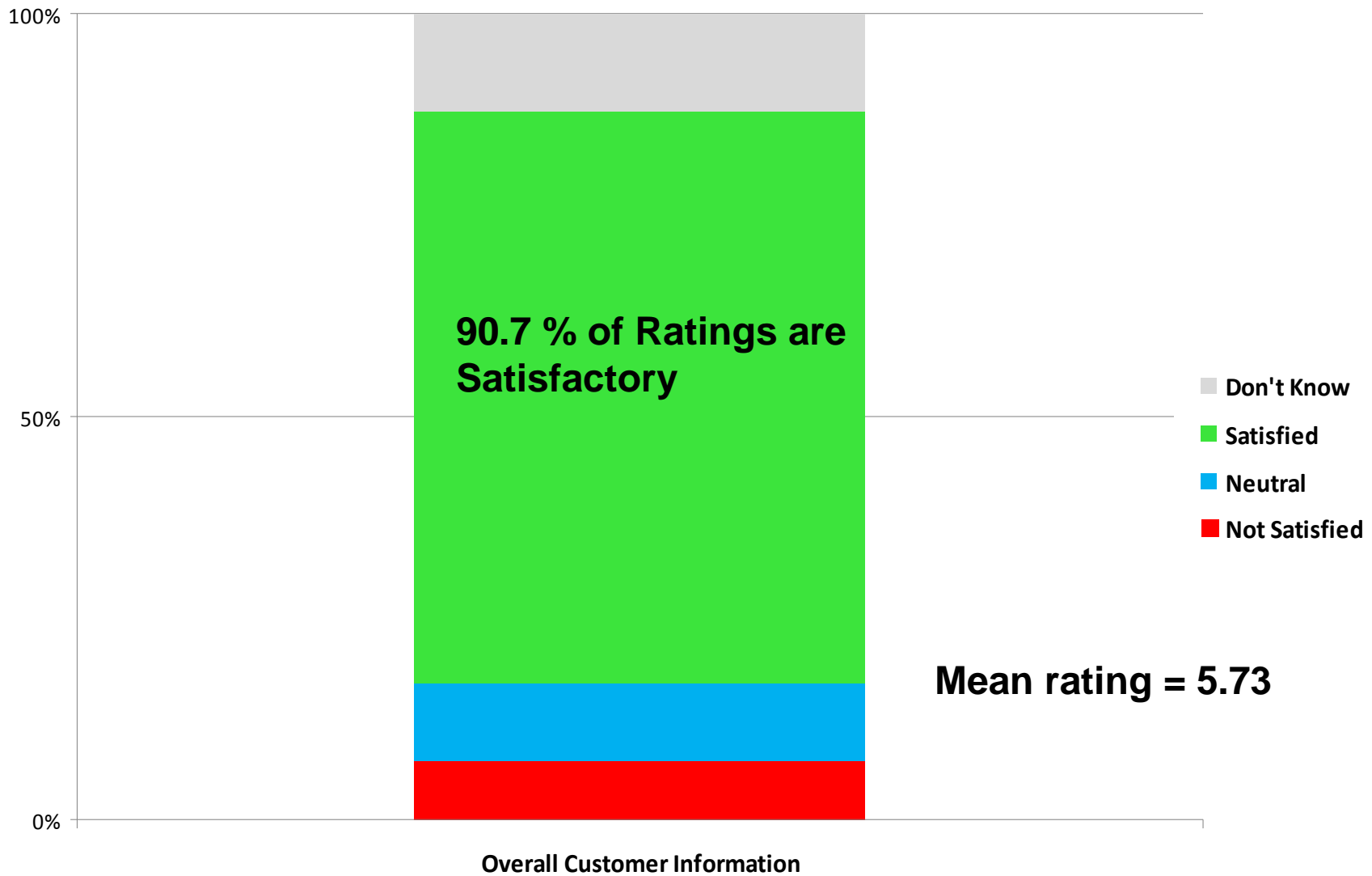


Satisfaction Measures



# Customer Satisfaction **Survey Results**

## Customer Information

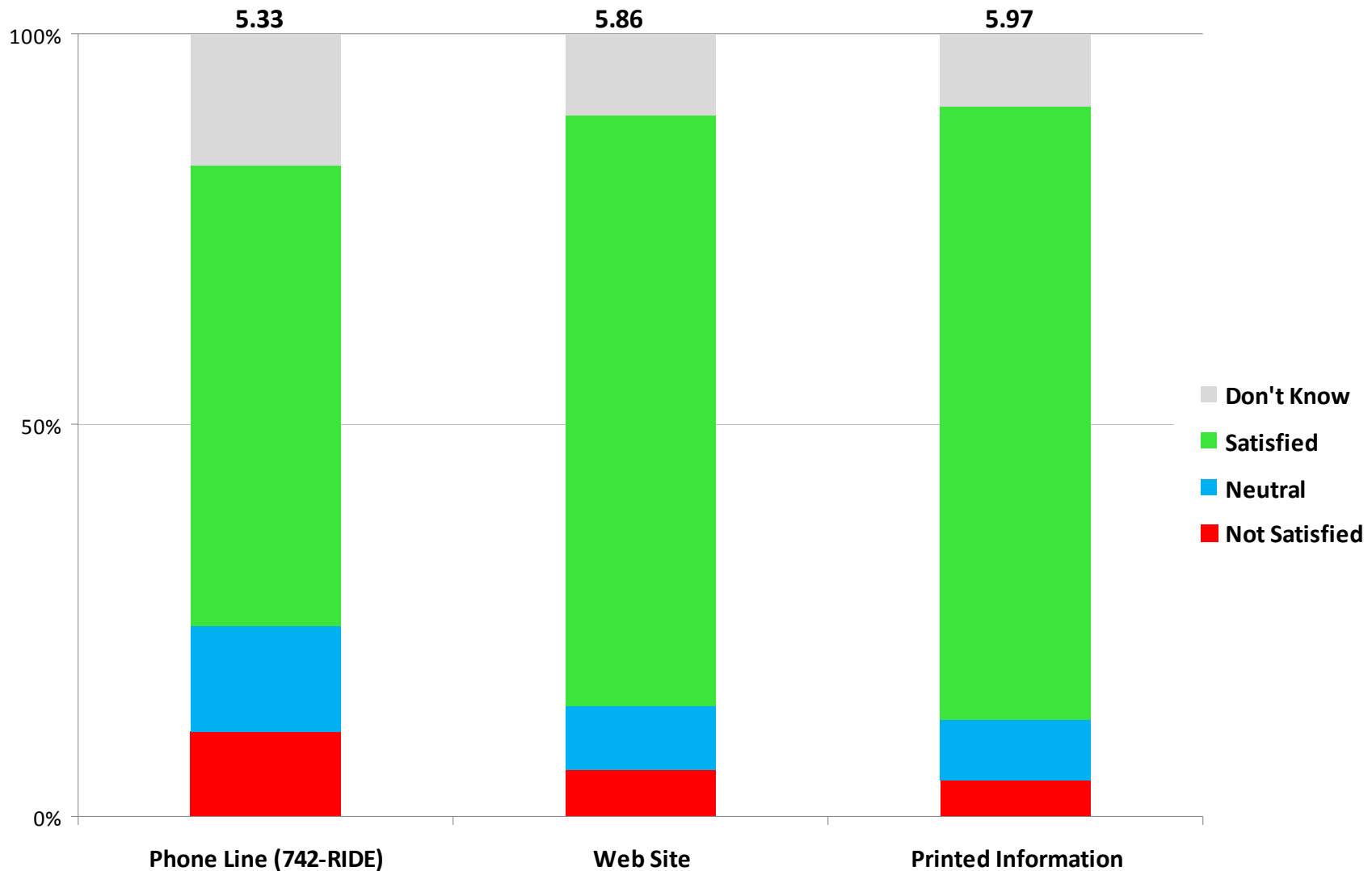


Satisfaction Measures



# Customer Satisfaction **Survey Results**

## Customer Information



Satisfaction Measures

# COMMENTS





## Customer Satisfaction **Survey Results**

# General Comments

- Many commendations

"Lafayette has the finest mass transportation in America."

"Appreciated travel training."

"Friendly drivers."

"I always have a good experience on CityBus."



# Customer Satisfaction **Survey Results**

## **Requests**

---

- Extended service (nights, weekends)
  - Many comments on 5, 6A/6B
- More shelters requested
- Behavior of youth riders
- Improve timeliness of transfers



# Customer Satisfaction **Survey Results**

## **Complaints**

---

- On time performance (1 B, 4B, 5, 23)
- Dirty shelters and buses
- Driver knowledge of stop locations
- Problems with text messaging real time info system
- Overcrowding on Tower Acres
- Bunching/delays on Gold Loop
- Improve timeliness of transfers
- Trolley is always late/unreliable

**Thank You.**

Marty Sennett  
General Manager  
[marty@gocitybus.com](mailto:marty@gocitybus.com)

