

Customer Satisfaction Survey Results

2011



The mission statement asserts that “CityBus provides excellent customer service and offers efficient, convenient access to destinations” we serve. Do we provide the excellent customer service and convenience we aspire to? The annual customer satisfaction survey seeks to find out the answer from those who matter most, our customers.

Mission/Vision: <http://www.gocitybus.com/missionvision.html>



Customer Satisfaction **Survey Results**

Fixed Route Survey

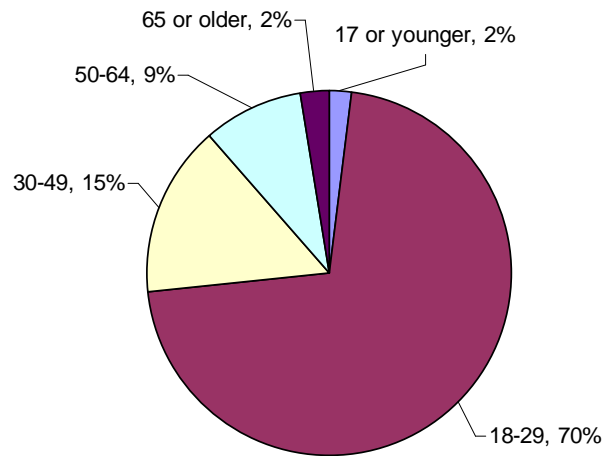
- Onboard passenger survey
- Conducted in November 2011
- Sampled AM, PM, late night runs
- 640 Surveys returned, 79% rate

This year's survey was conducted aboard buses in November, 2011. Drivers handed 810 surveys to passengers riding during morning, afternoon/evening, and late night runs. 640 surveys were returned for a return rate of 79%.



Customer Satisfaction **Survey Results**

Age



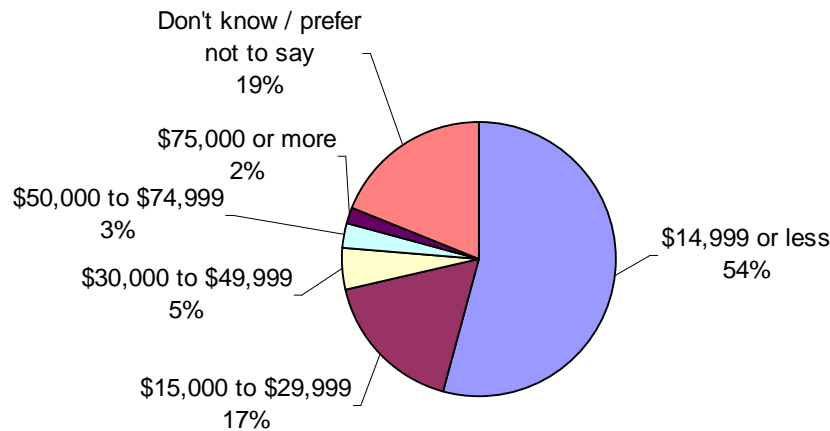
The breakdown of riders by age hasn't changed from previous surveys. You can tell by this pie chart that our riders are young. 72% are under age 29 which is not surprising considering that our service is heavily influenced by Purdue student use. 15% of riders are age 30-49 and 11% are over the age of 50. Only 2% of riders are age 65 or older.



Customer Satisfaction **Survey Results**

Passenger Demographics

Income



Not surprisingly, most CityBus riders are in lower income categories. More than half have annual incomes below \$15,000, and 71% below \$30,000. The poverty rate for a family of 2 is \$14,710, and is \$22,350 for a family of 4. Riding CityBus is an economical choice that helps people with low incomes pursue opportunities in life, including work and education.

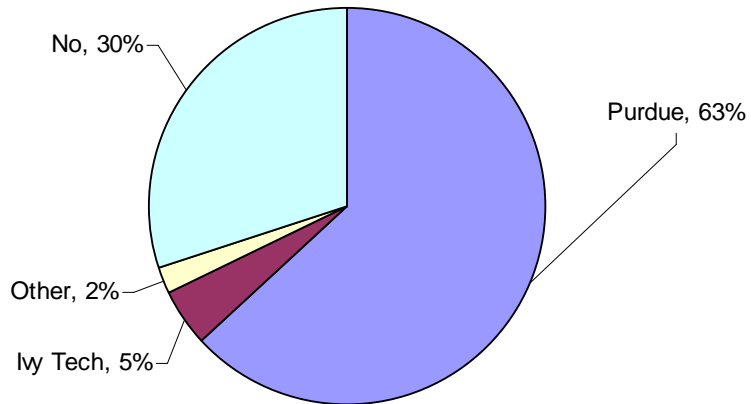
It is interesting to note that 10% of riders have annual incomes at \$30,000 and higher. Of those, 5% have incomes at \$50,000 and above. It is likely that such passengers are not economically constrained to use of CityBus. These riders are so-called “choice” riders, meaning that they are riding as a personal choice or preference. Reasons they ride include economic, environmental, or convenience reasons, such as to avoid dealing with parking.

Source for Poverty Rates: <http://aspe.hhs.gov/poverty/11poverty.shtml>



Customer Satisfaction **Survey Results**

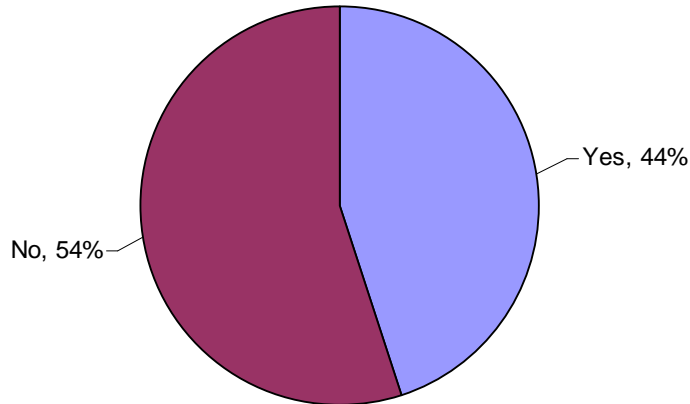
College Student?



70% of our riders are college students, either at Purdue, Ivy Tech, or elsewhere. Purdue students are the most significant category of rider making up 63% of riders.



Personal Vehicle



54% of riders do not have access to a personal vehicle, emphasizing the importance of CityBus for these riders. Still, those 44% of riders who do have access to a personal vehicle are choosing to ride CityBus instead for the convenience, cost savings, environmental benefits, or other reasons.



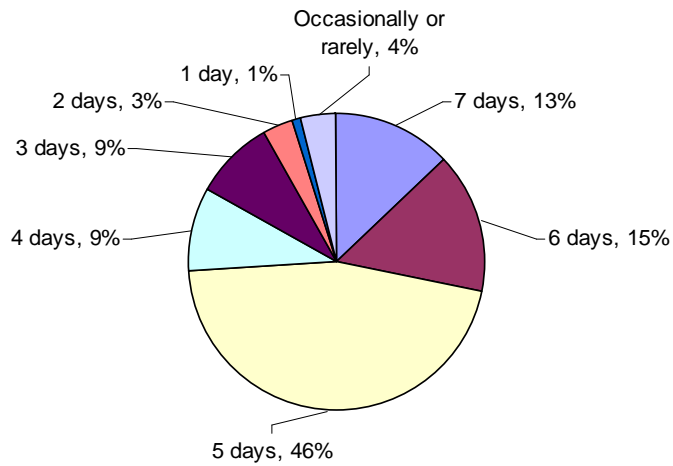
Trip Purpose

- 61% School
- 33% Work
- 7% Other
- 6% Shopping
- 3% Dining/Food
- 3% Medical Appointment
- 2% Social/Cultural

CityBus riders are making meaningful contributions to our economy and workforce. 94% are going to school or work. They also have an economic impact by spending money. 9% were riding to shop, or to dine or buy food. 3% were pursuing health care. These responses total more than 100% because several respondents marked multiple answers indicating they were riding for several reasons.



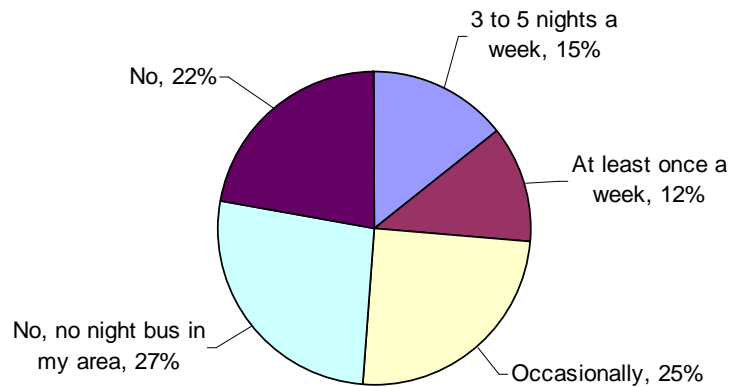
Frequency of Use



CityBus is essential transportation for most riders. 83% ride 4 days or more. Of these, 9% ride 4 days a week, 46% ride 5 days, 15% ride 6 days and 13% ride 7 days each week.



Late Night Use



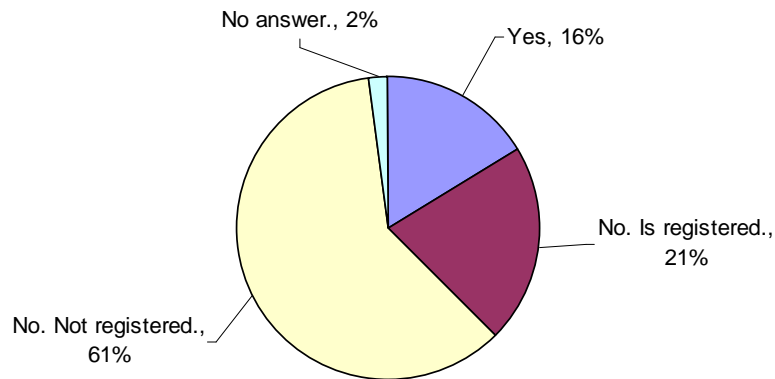
Late night service is important to CityBus riders with 15% riding 3 to 5 nights a week and another 12% riding at least once per week. 27% of CityBus riders do not have access to late night buses because no service operates near their home or destination.



Customer Satisfaction **Survey Results**

Voting

Did you vote in the last Tippecanoe County election?
16% of riders voted and 37% are registered to vote.

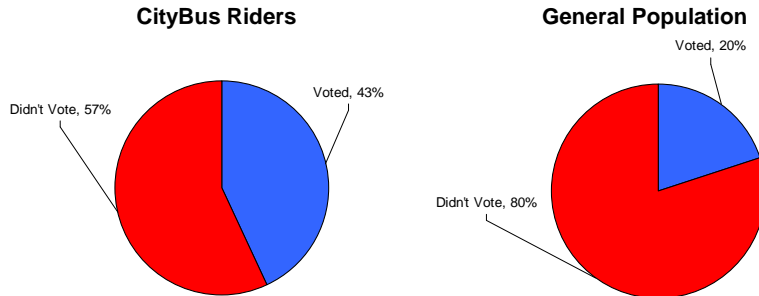


This year we asked if passengers voted in the last local election to measure the degree of political involvement of CityBus riders. The results have important implications for CityBus. Engaging riders in the political process should influence elected leaders to support public transportation. 16% of riders say they voted, and a total of 37% are registered to vote.



Voter Turnout

43% of riders who are registered to vote voted while only 20% of all registered voters participated in the 2011 municipal election.



Voter turnout was significantly higher among CityBus riders than the general population, indicating that CityBus riders are engaged in the political process.

Source: 2011 Voter Turnout, Tippecanoe County Board of Elections



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

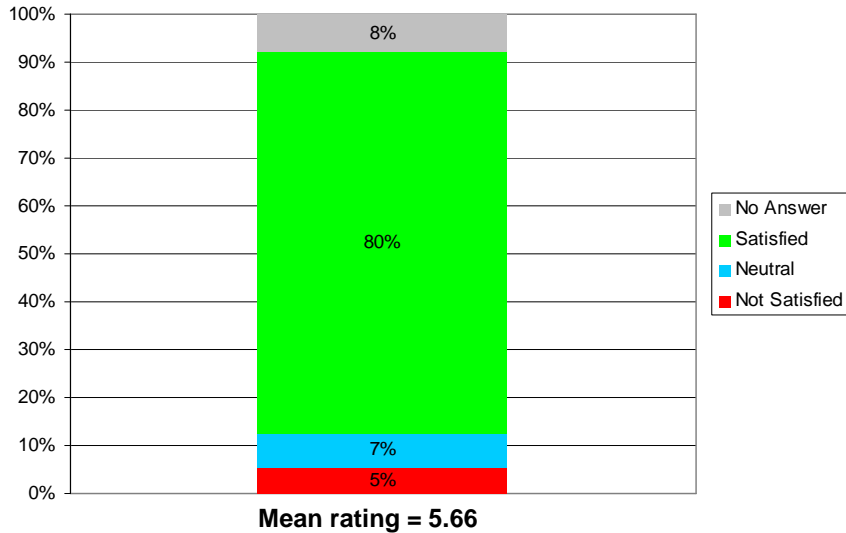
1, 2, 3 = ■ Not Satisfied

In the next 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



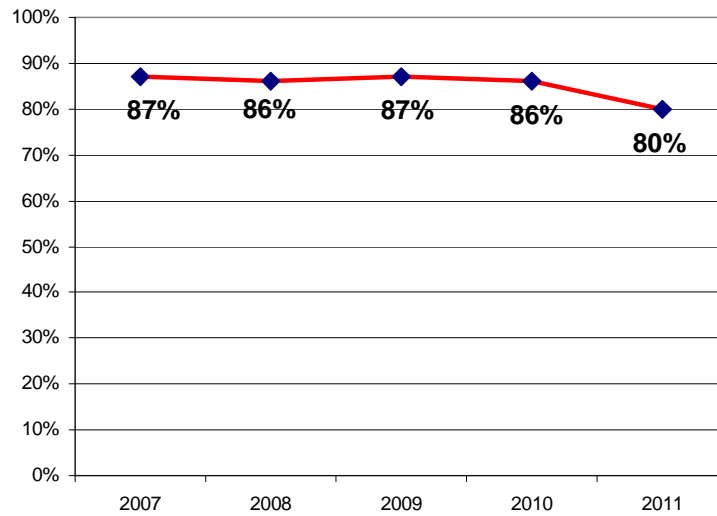
Satisfaction Measures

Overall satisfaction for campus riders is at 80%. On the 7 point scale our mean rating was 5.66 which is a score of 81%. If we were to receive a letter grade for this score, that would be a very low B. This is the lowest score in several years and is cause for concern. Last year's score was 85% with a mean rating of 5.89. This year a larger percent of riders did not answer some questions relating to satisfaction which is part of the reason why the score is lower. 15% of respondents provided no answer or were neutral, which is neither satisfied nor dissatisfied. With 5% of riders dissatisfied with some element of CityBus service and an average score of a low B, clearly there is room for improvement.



Customer Satisfaction Survey Results

Satisfaction History



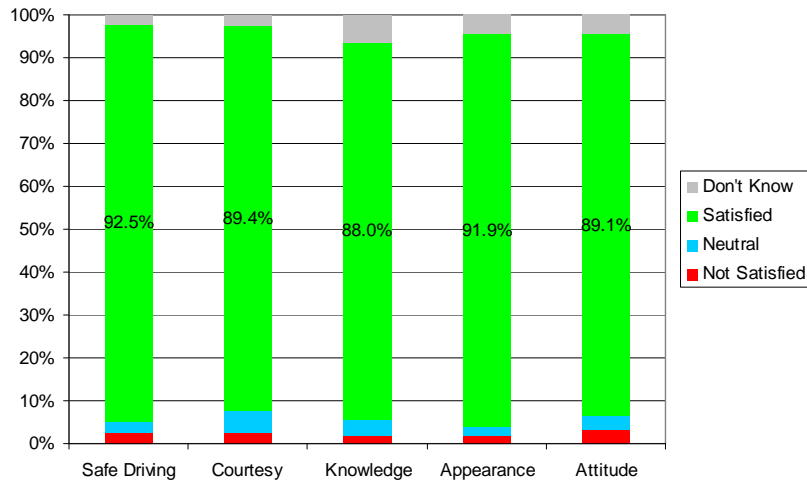
Satisfaction Measures

Satisfaction has been steady in the 86%-87% range over the last five years until last year, when satisfaction dropped by 6%. This should cause concern for CityBus.



Customer Satisfaction Survey Results

Bus Operators



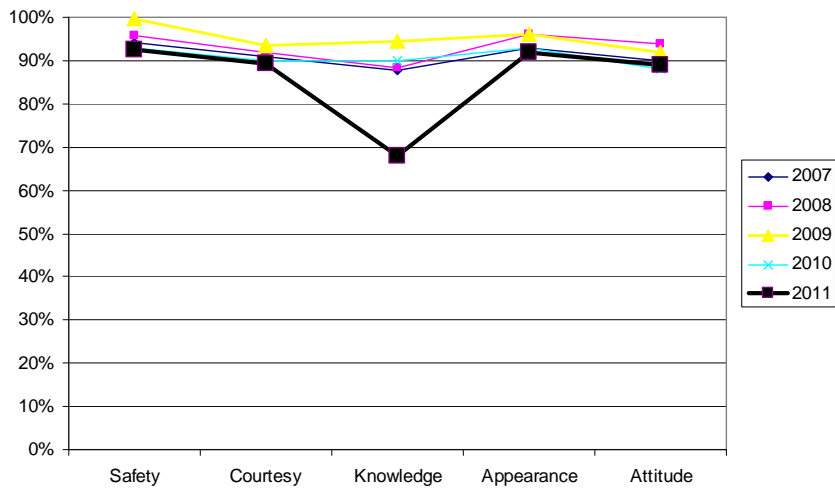
Satisfaction Measures

Customers are highly satisfied with bus operator performance overall. They perceive that our drivers handle the buses safely, which was the highest ranking and reflects our obvious priority to safety. CityBus drivers are also perceived as having a neat appearance and as courteous. The lowest ranking was in regard to bus operator knowledge.



Customer Satisfaction Survey Results

Bus Operators: History



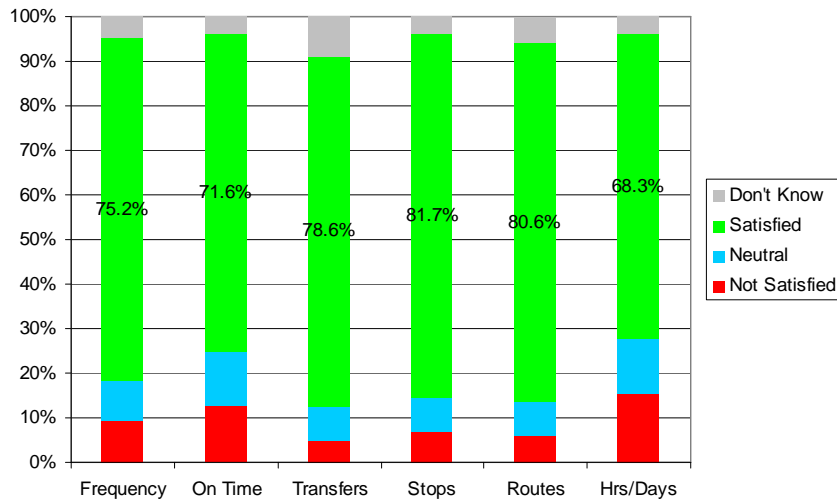
Satisfaction Measures

This year bus operators ranked very low in their knowledge, at only 68% satisfaction. CityBus needs to make sure our bus operators are knowledgeable of the CityBus system so that they can better assist passengers with their needs.



Customer Satisfaction Survey Results

Service Characteristics



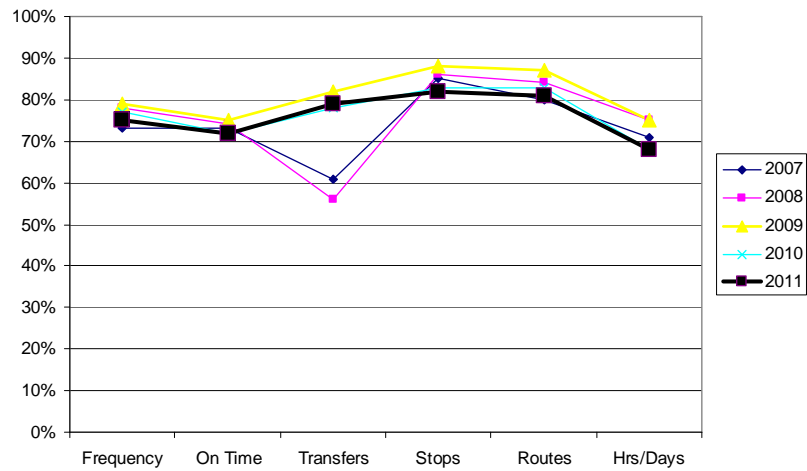
Satisfaction Measures

While satisfaction is moderate overall, there is some concerning dissatisfaction with our on-time performance and our span of service. 12.5% of riders were dissatisfied with our on time performance and 15.5% were dissatisfied with the hours and days we operate. Clearly, riders want more bus service and better on time performance.



Customer Satisfaction Survey Results

Service Characteristics: History



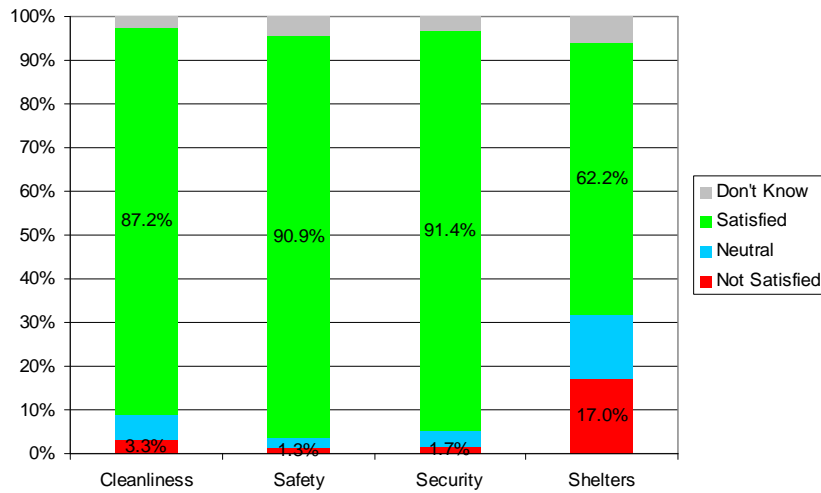
Satisfaction Measures

Satisfaction with transfers increased beginning in 2009 by about 20% points. However for 2011 satisfaction with service characteristics is down by about 5 points overall.



Customer Satisfaction Survey Results

Safety & Amenities



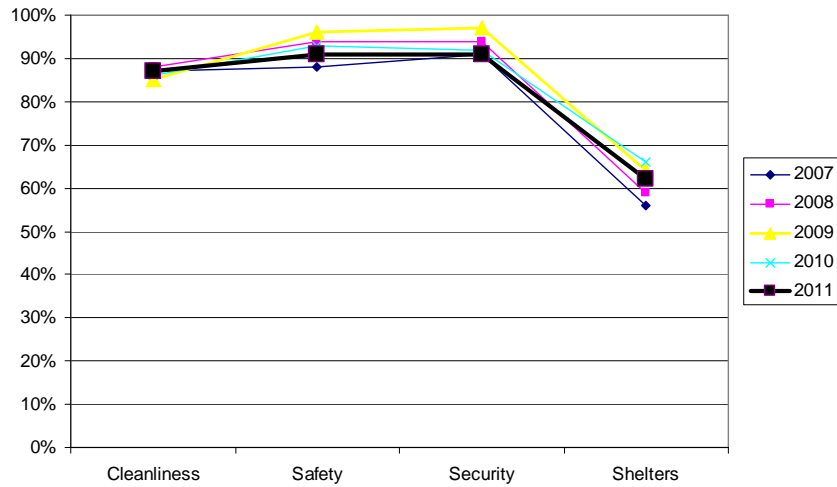
Satisfaction Measures

Passengers feel safe and secure on CityBus and are satisfied with the cleanliness of our buses. The highest dissatisfaction rating in the survey concerns the availability of shelters with 17% dissatisfied and only 62.2% satisfied. CityBus has 40 shelters throughout our cities and passengers want more of them.



Customer Satisfaction Survey Results

Safety & Amenities: History



Satisfaction Measures

There has been little significant change in our results on these questions for the past five years. Adding shelters is one way CityBus can improve passenger satisfaction.



Customer Satisfaction Survey Results

Customer Information



Satisfaction Measures

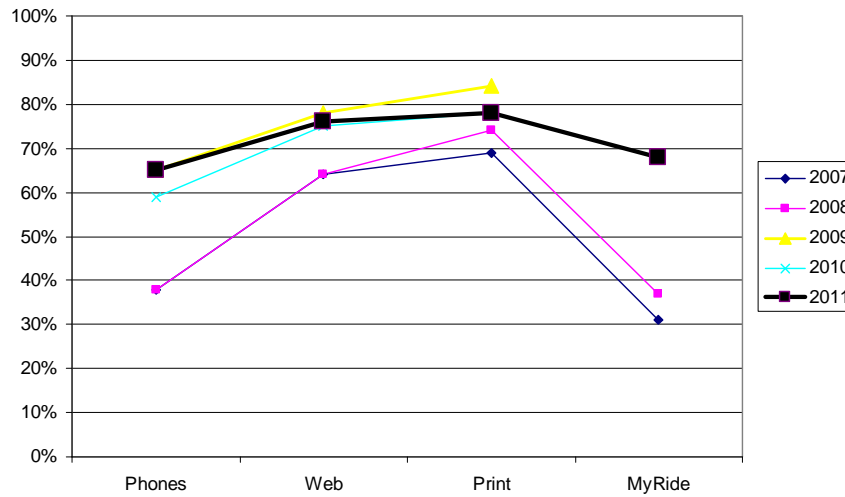
Interestingly, this portion of the survey generates a lot of “don’t know” responses, which means that customers are not aware of the information resources available to them. The web site and printed information are resources that customers are most aware of and satisfied with. The web site and MyRide are also satisfactory for customers who use them and customers who have used travel training are satisfied, yet there still is a high lack of awareness that travel training is available.

Our telephone customer service has improved over last year by 6 percentage points. Last year 59% were satisfied and this year nearly 65% are satisfied. This is a great step as we are trying to improve the availability of information to customers by phone, and as call center staff are using MyRide to assist riders. Still, there is room to improve our handling of phone calls.



Customer Satisfaction Survey Results

Customer Information: History



Satisfaction Measures

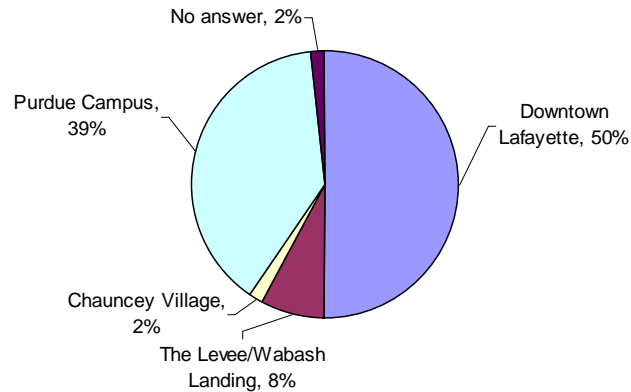
Satisfaction with customer information is showing an improving trend overall. Satisfaction with MyRide has improved greatly since 2007, 2008 when our INIT system was in place.

(Note, we did not include a question about MyRide on the survey in 2009 or 2010.)



Trolley Patterns

Where did you board the trolley?

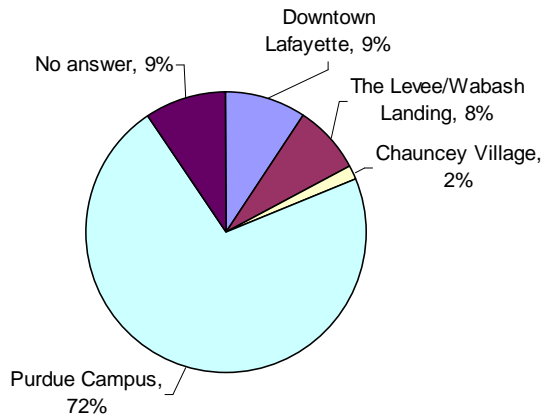


This year we also asked trolley riders to tell us about how they ride the trolley, where they board and where they are going. Half of trolley riders boarded downtown and 39% boarded on campus, which dispels the argument by trolley opponents that the trolley is poorly used downtown.



Trolley Patterns

Where are you going on the trolley?



72% of riders were going to the Purdue campus however and only 9% were going to downtown as a destination.



Customer Satisfaction **Survey Results**

Comments

- Extended service (nights, weekends)
--Especially 6A/6B
- On time performance
- Driver courtesy and knowledge

In the comments section of the survey, three themes emerged as areas to improve satisfaction. Extended service was requested to meet many needs, but there were recurring requests for extended evening service on routes 6A/6B. Riders are frustrated if the buses are late and we continue to experience complaints related to poor on-time performance, particularly on routes 1B, 4B, 5, and the trolley. Many commented that some drivers are rude, discourteous, or indifferent.

Notably missing from the comments this year are complaints about the behavior of youth riders, which was a consistent theme in last year's survey. CityBus has made changes this year to involve parents and promote a behavior code, with obviously positive results on customer satisfaction.

Thank You.

Martin B. Sennett
General Manager
marty@gocitybus.com



Thank you.