



KCATA

2010 Customer Survey

Presentation of Findings

by
ETC Institute

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Agenda

- Purpose
 - Methodology
 - Profile of Current Riders
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- Major Findings
 - Summary
 - Questions



Purpose

- Three primary purposes of the survey were to:
 - gather information about current transit users
 - objectively assess customer satisfaction with KCATA services and how things have changed since 2007
 - identify priorities for improvement



Methodology

- A sample of 1,489 useable surveys were collected
- Sample was designed to mirror the sample that was used in 2007 to ensure the results of the two surveys would be comparable
- Administered in English and Spanish on 32 routes

- Conducted during late April 2010
- Accuracy: +/-2.5% at the 95% level of confidence
- Sample was stratified to gather statistically valid data for the following:
 - MAX
 - AM Metro Express
 - Early AM (4-6am)
 - Morning Rush (6-9am)
 - Mid-Day (9am-4pm)
 - Afternoon Rush (4-6pm)
 - Night (6pm-1am)



Profile of Current Riders

RACE

- 63% *African-American*
- 27% *White*

INCOME

- 45% *Annual Household Income Under \$20,000*
- 10% *Annual Household Income \$50,000+*

AGE

- 23% *Under age 25*
- Nearly half (46%) *Under age 35*



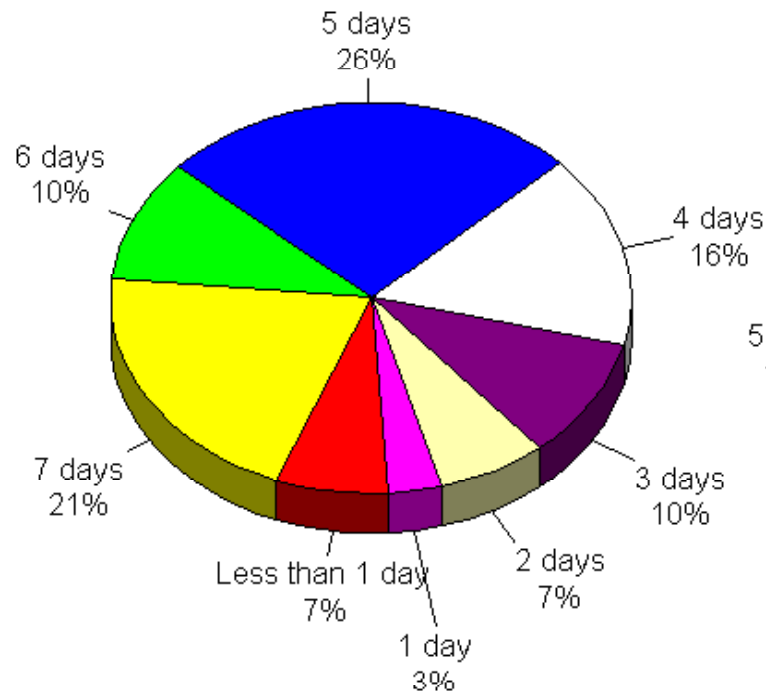
Major Findings:

*KCATA Riders Use Bus Services
Intensively*

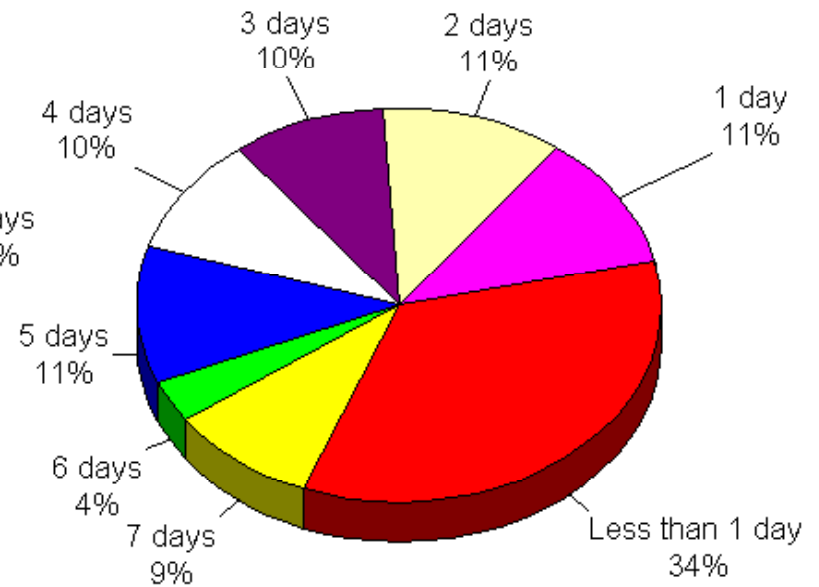
Weekly Use of The Metro and MAX

by percentage of all kcata riders surveyed

The Metro



The MAX



Source: ETC Institute (2010)

A majority of riders use The Metro at least 5 days/week



Major Findings:

KCATA Services Are Very Important to Labor Market Mobility in the Region

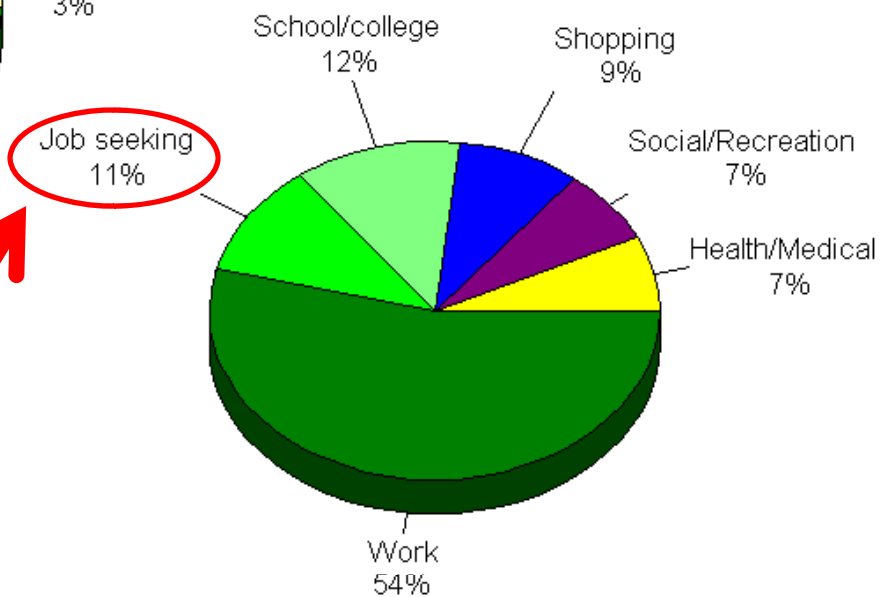
Trip Purpose: 2007 vs 2010

by percentage of all the riders surveyed on both The Metro and MAX

2007



2010



Percentage of job seeking trips has increased significantly

Source: ETC Institute (2010)

Nearly two-thirds (65%) of trips in 2010 involved work or job seeking

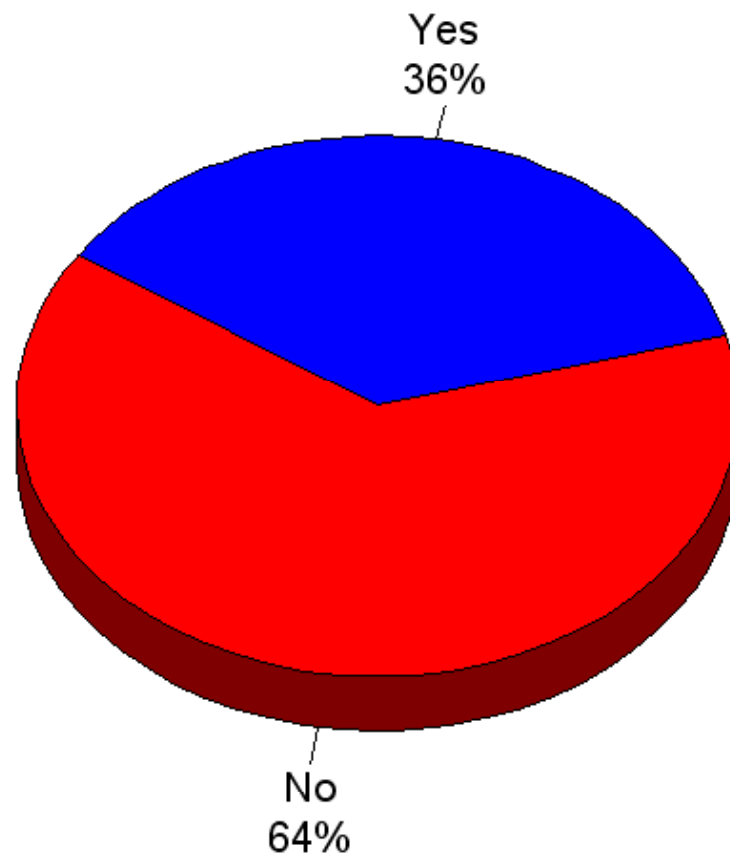


Major Findings:

*More People Are Dependent on Transit
in 2010 than 2007*

Working Vehicles in the Household 2010

by percentage of all the riders surveyed on both the Metro and MAX



Source: ETC Institute (2010)

Only 46% did not have a vehicle in 2007



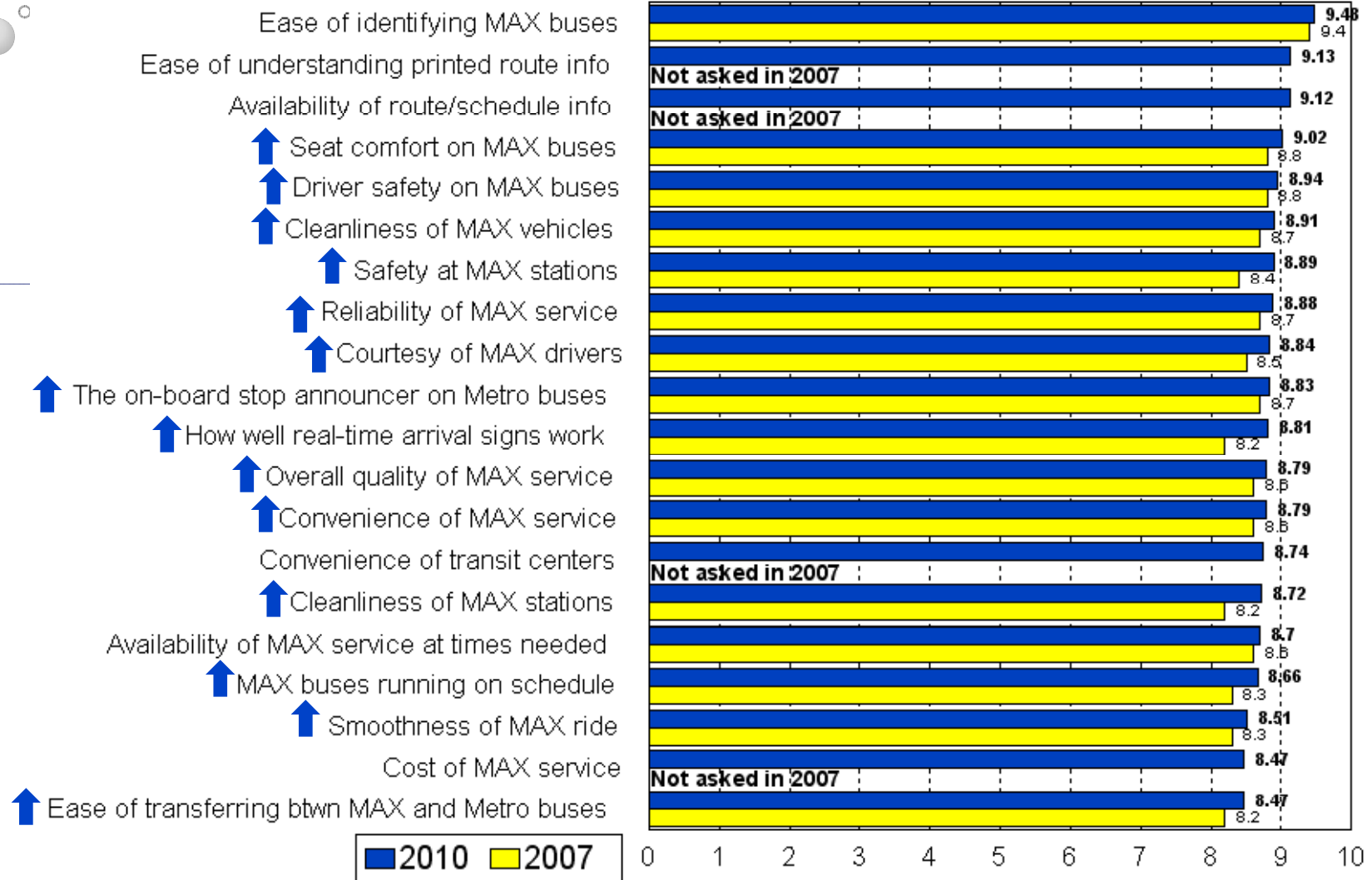
Major Findings:

Satisfaction scores for MAX continue to be extremely high

Satisfaction with ALL aspects of MAX increased

Ratings of MAX Services: 2007 vrs 2010

mean ratings of the riders surveyed on the MAX



Source: ETC Institute (2010)

↑ Significant Increase from 2007



Major Findings:

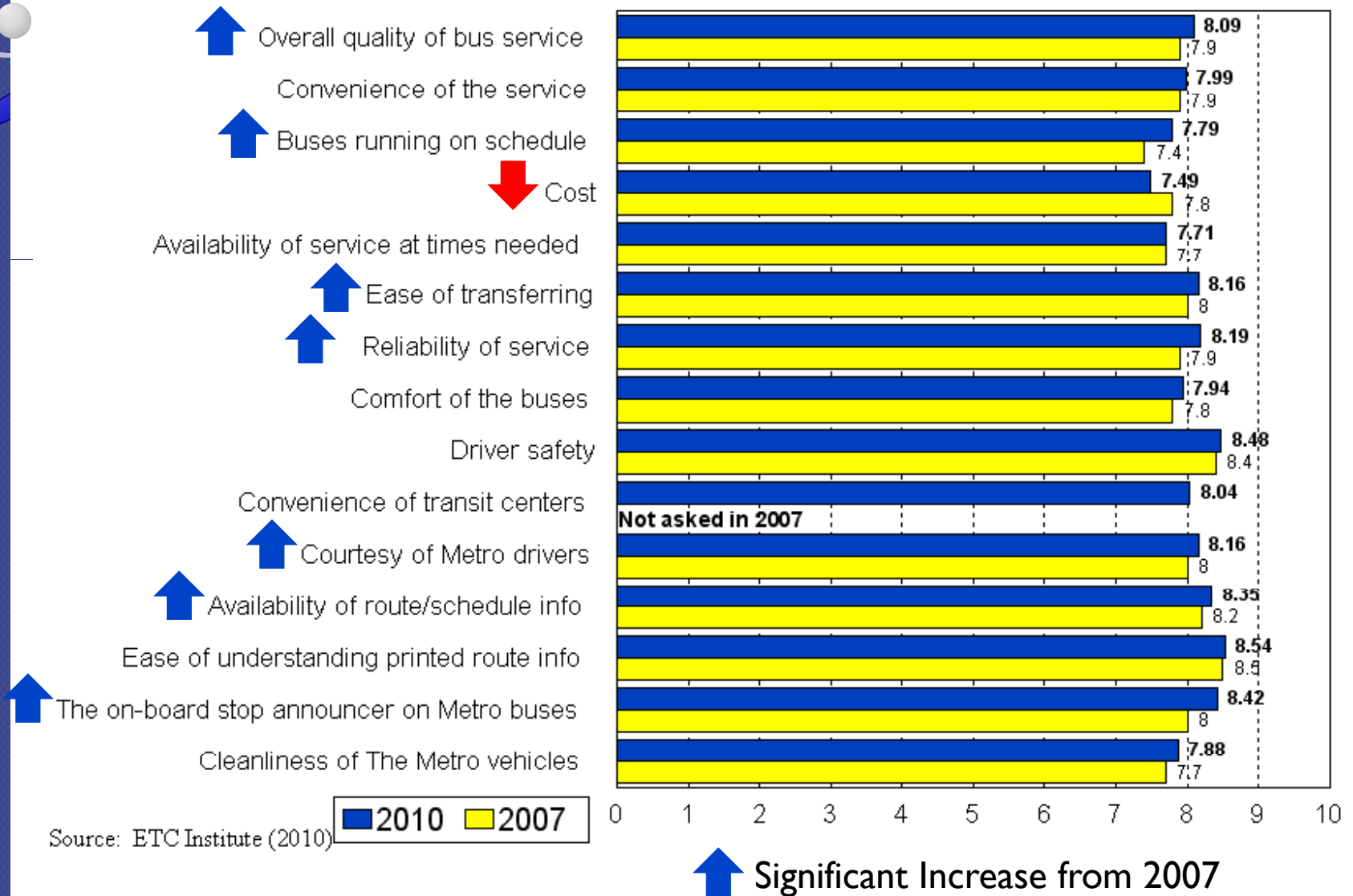
Satisfaction Scores for The Metro have also improved during a period of declining satisfaction ratings for local governmental services

ETC Institute's National DirectionFinder® Index for "Overall Satisfaction with Local Governmental Services" has declined 6% during the past year

Satisfaction with 13 of 14 aspects of The Metro increased

Ratings of Metro Services: 2007 vrs 2010

mean ratings of the riders surveyed on the Metro





Major Findings:

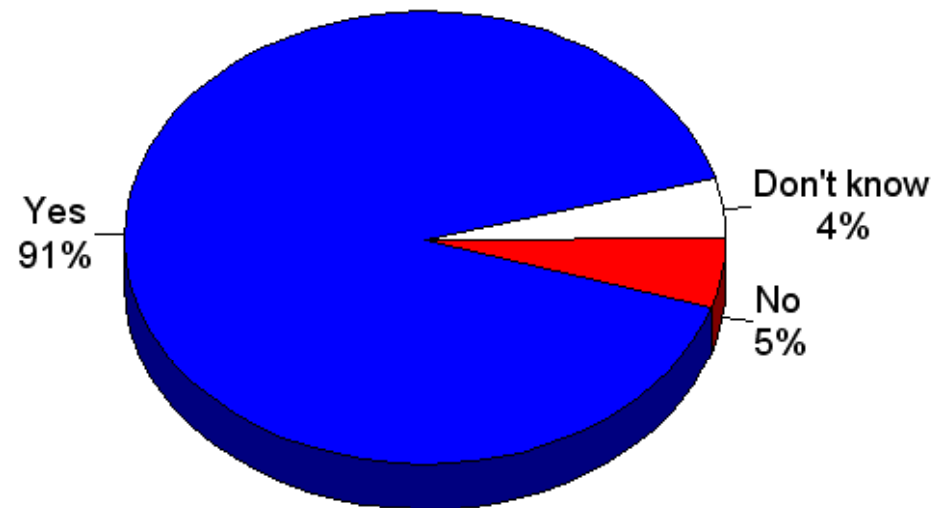
*Most Riders Would Recommend MAX
and The Metro to Others*

Would you recommend The Metro services to a friend or relative?

2010

by percentage of all Metro riders surveyed

2010



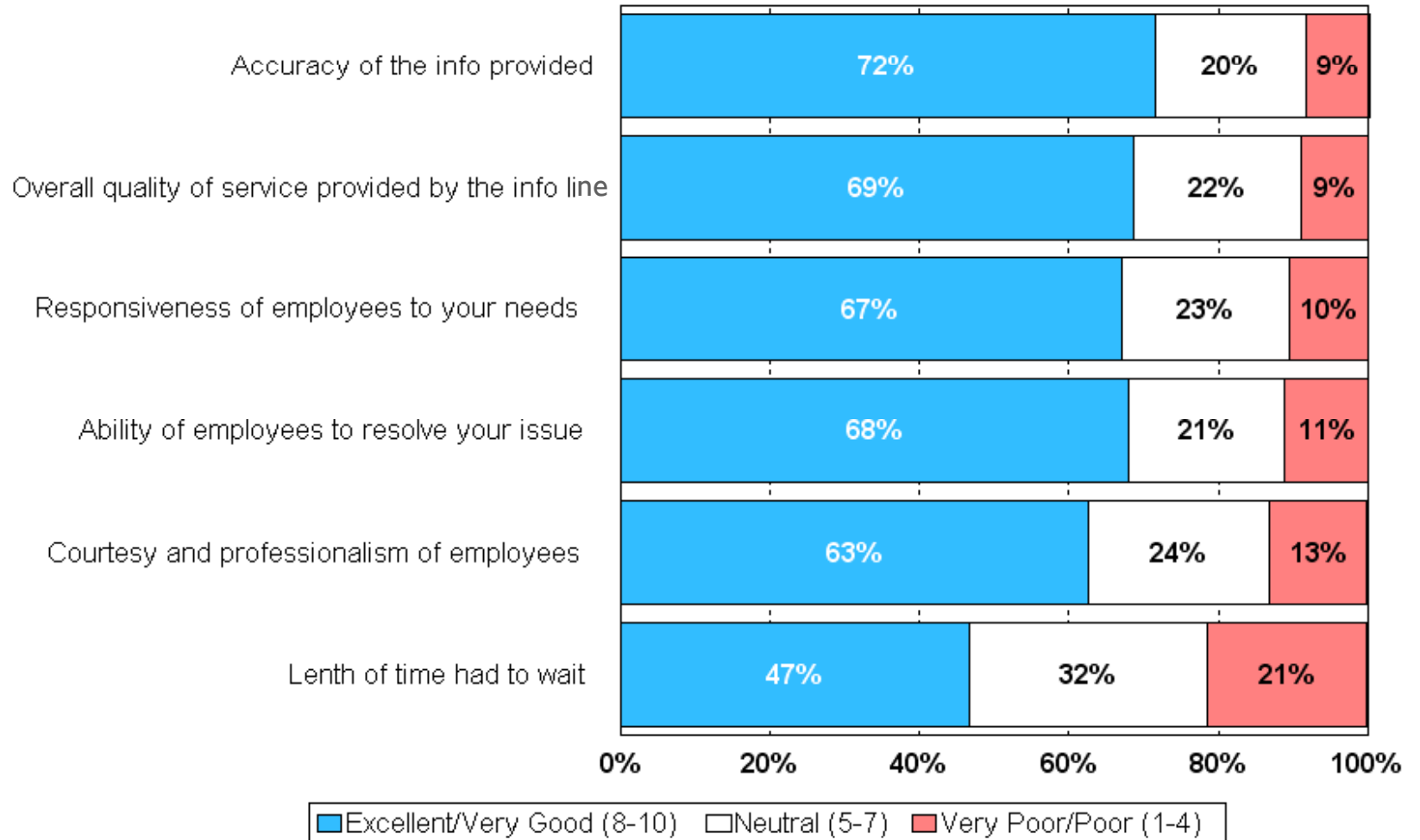


Major Findings:

While the Overall Results Are Very Positive, There Are Still Opportunities for Improvement

Ratings of the Metro's Information Line and Other Sources of Information

by percentage of all the riders surveyed on both the Metro and MAX who have called the info line

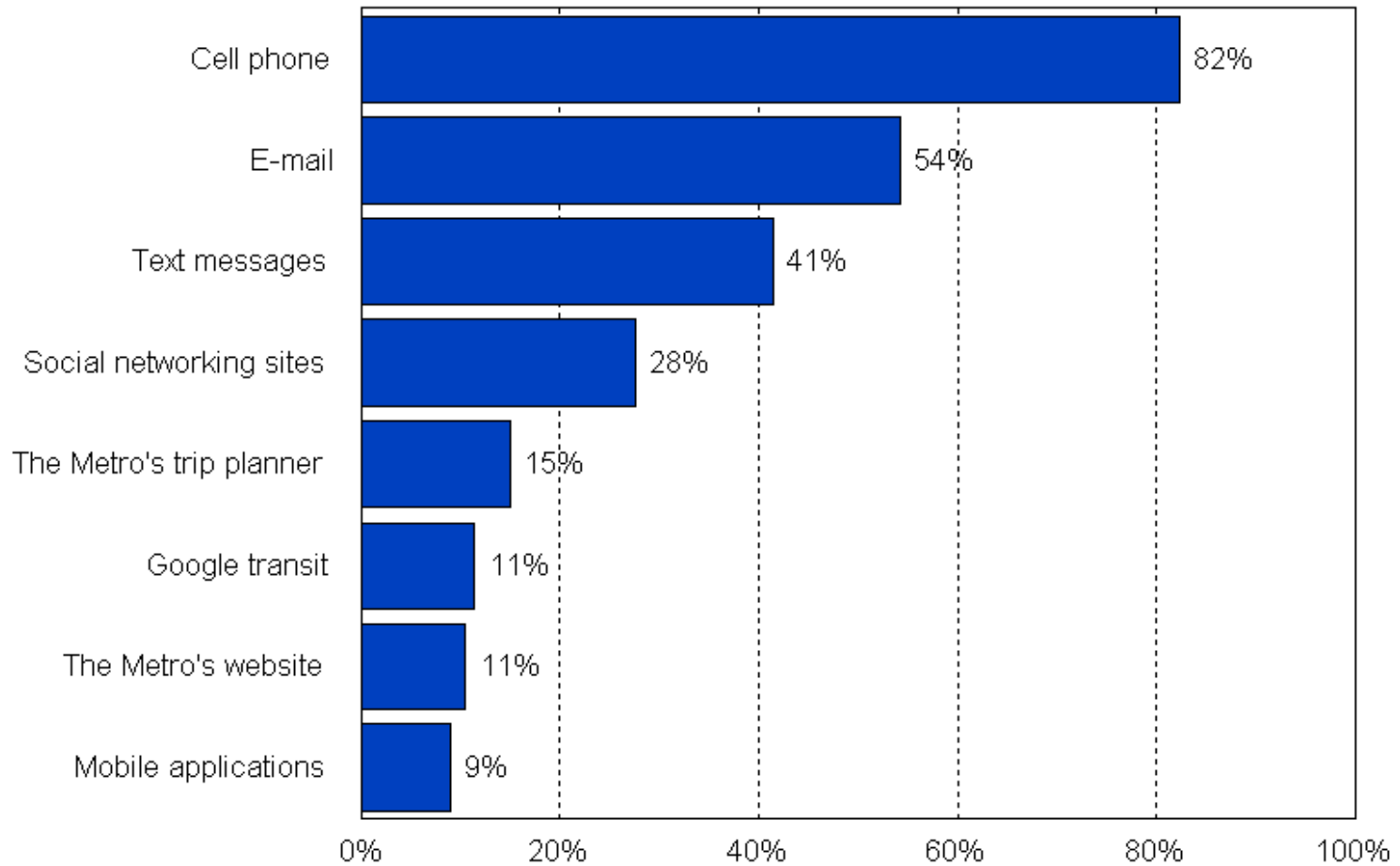


Source: ETC Institute (2010)

Opportunities to Improve The Metro's Information Line

Percentage of Riders Who Use the Following At Least Once a Week

by percentage of all the riders surveyed on both the Metro and MAX (multiple choices allowed)

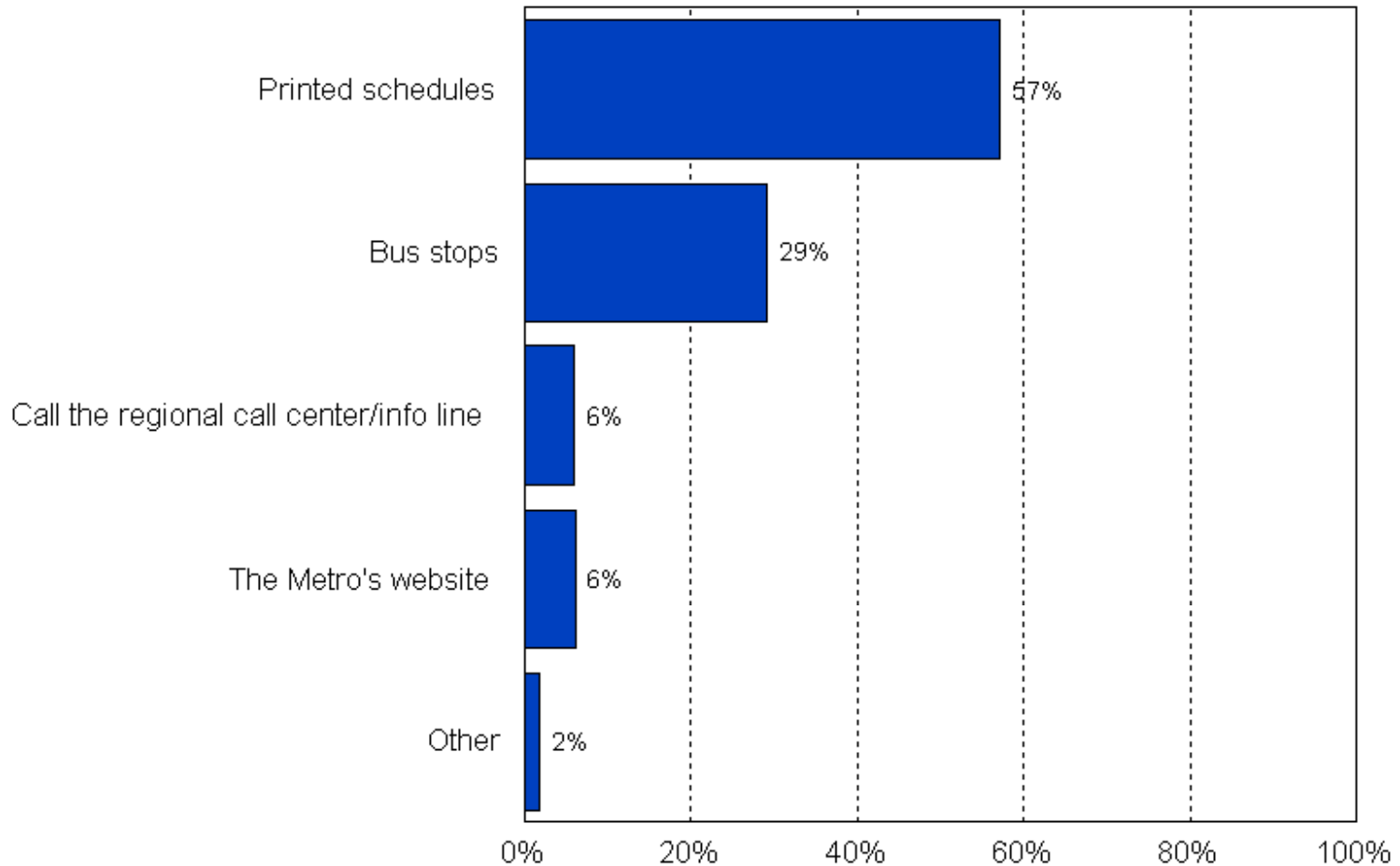


Source: ETC Institute (2010)

Most Riders Are Using E-Technology

Sources Where KCATA Riders Get Route and Schedule Information

by percentage of all the riders surveyed on both the Metro and MAX

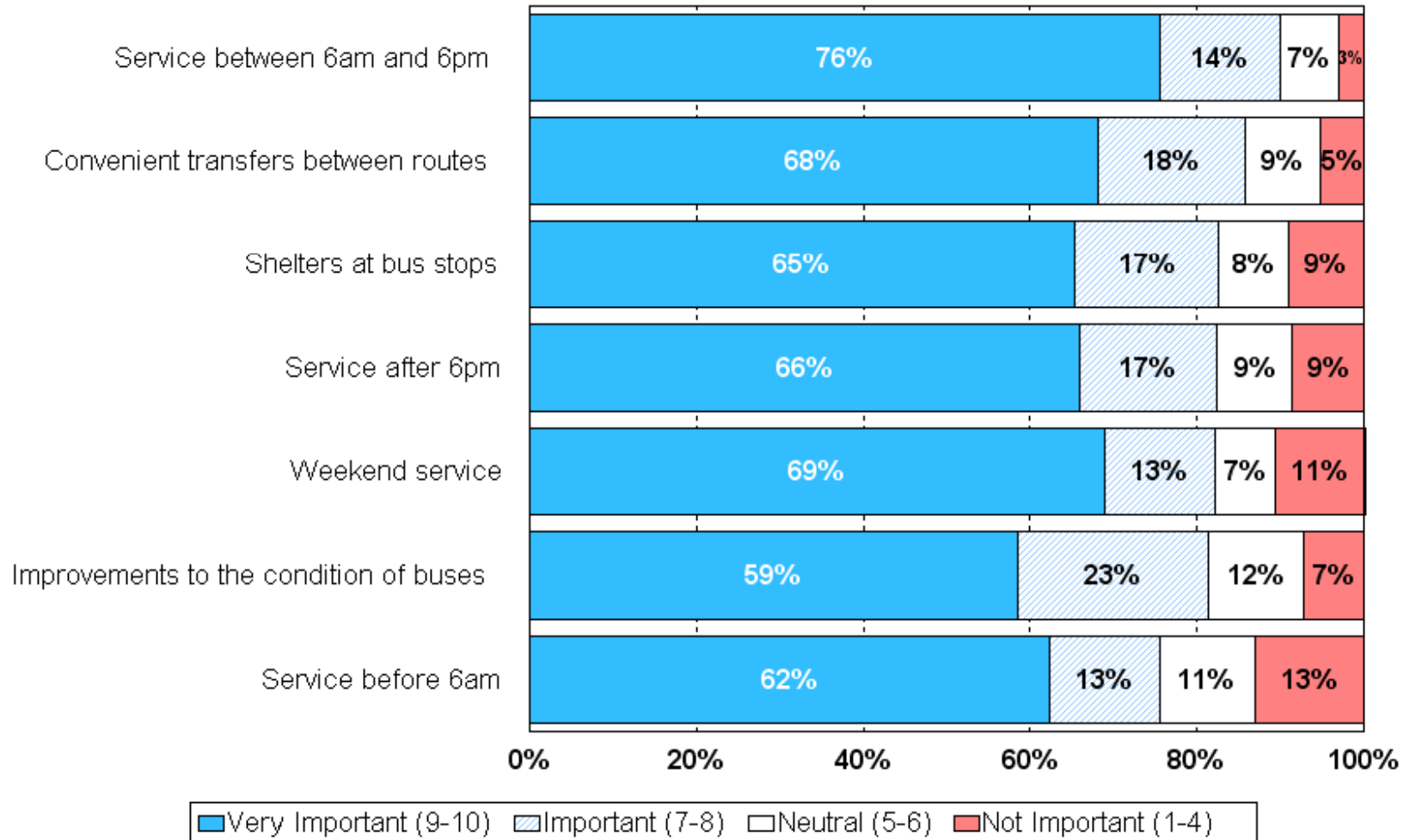


Source: ETC Institute (2010)

But the Primary Source of Information is Still Paper-Based

Importance of Various KCATA Services

by percentage of the riders surveyed on the Metro

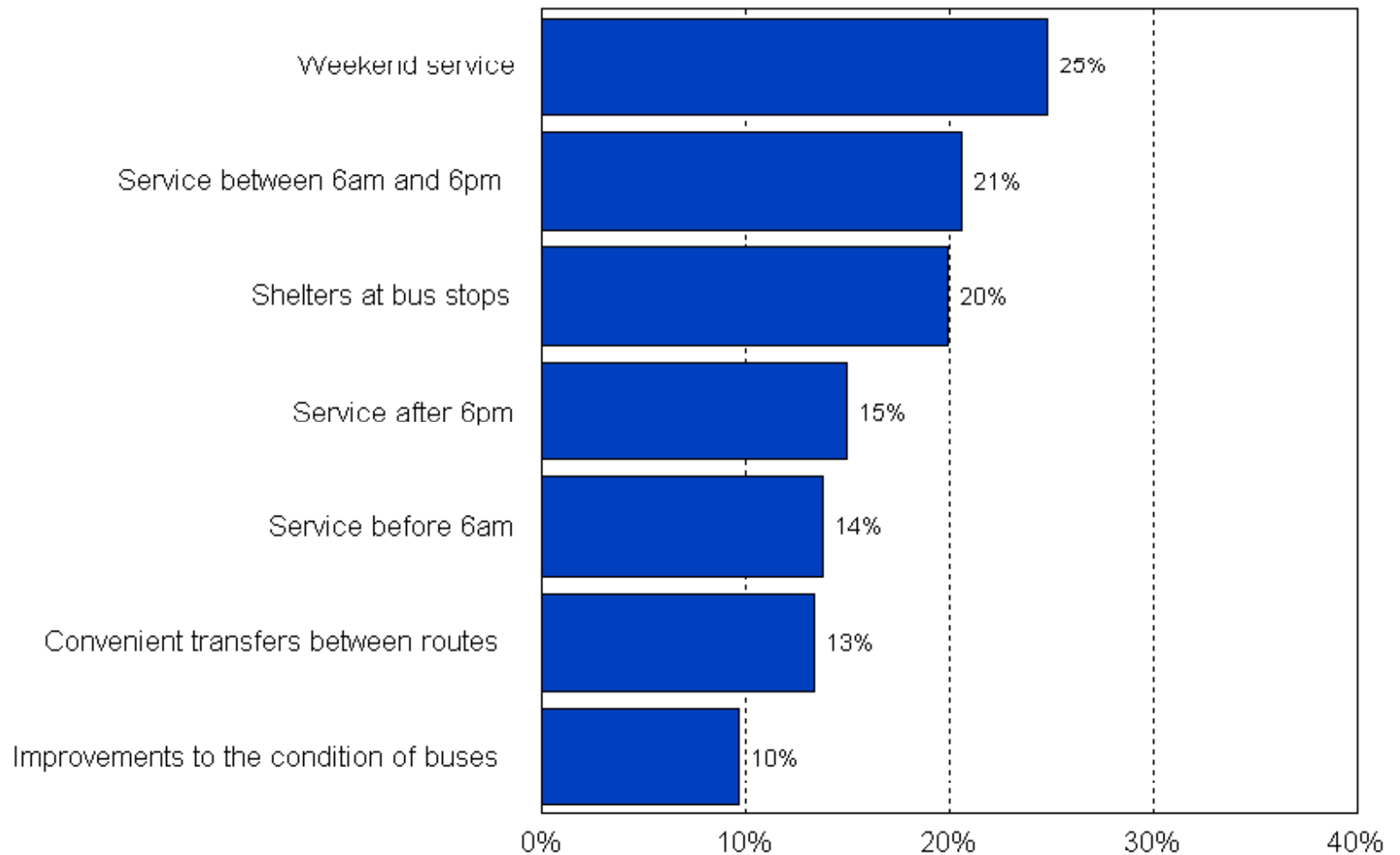


Source: ETC Institute (2010)

Riders Place a High Importance on All KCATA Services

KCATA Services Riders Felt Were Most Important

by percentage of the Metro riders surveyed who selected the item as one of their top two choices



Source: ETC Institute (2010)

But the availability of service is most important



Summary

Metro is Important to the Region's Economy

- The KCATA system clearly serves a major economic function for the community, carrying primarily work-trips plus a substantial number of students and job-seekers.
 - The number of unemployed riders has doubled since 2007
-

The KCATA is doing an excellent job meeting the needs of its customers.

- Ratings for Metro services improved in 13 of 14 areas that were assessed in both 2007 and 2010
- Ratings for MAX services improved in ALL areas that were assessed in both 2007 and 2010
- Ratings for the KCATA have improved while the results for most local governments have declined



Summary

- **There Are Opportunities to Do Better:**
 - Improving the Information Line
 - Using E-Technology to Get Information to Customers
 - Most customers still rely on printed schedules (57% in 2010 vs. 60% in 2007)
 - sustaining current transit operations on weekdays from 6am-6pm
 - providing weekend service