

BC Transit Customer Satisfaction Survey Results

Prepared by
TransPro Consulting
July 21 2016



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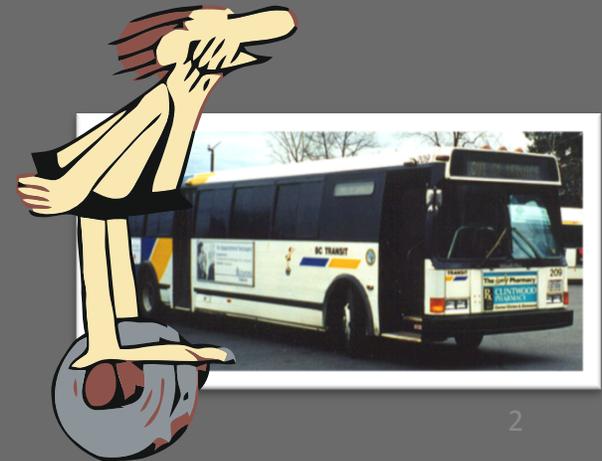
**County
Population:
214,405**

**TIMOTHY M. GRIPPEN
COUNTY EXECUTIVE**

**ARTHUR J. SHAFER
CHAIR OF THE
LEGISLATURE**

1996

Dave Matthews



Since 1996, Broome County's Landscape Changed.

- ✓ Shifts in Employment Centers
- ✓ New Retail Destinations
- ✓ Customer Profile has Changed

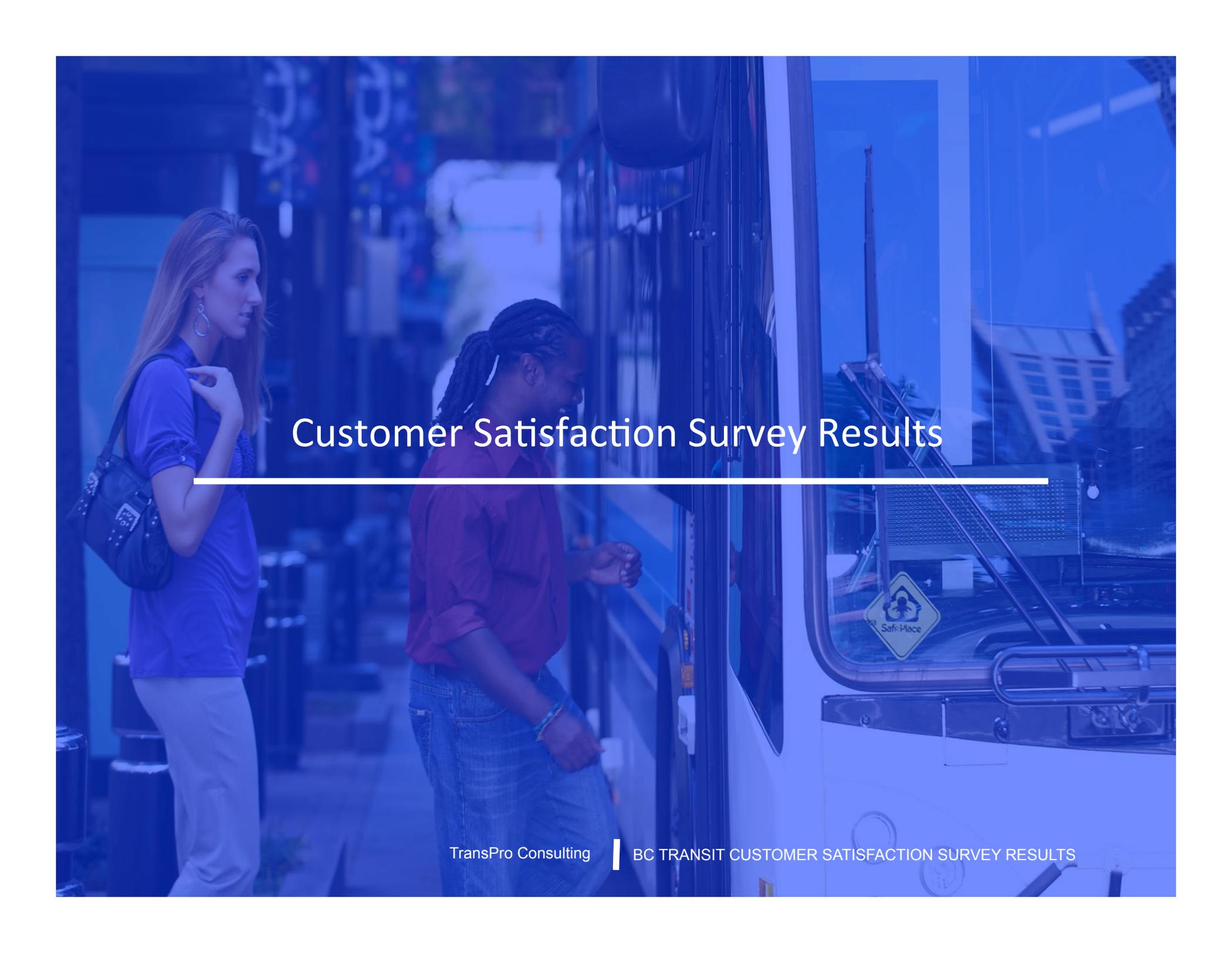


**BC Transit Routes Remained
The Same Since 1996.**



In Just The Past Year, BC Transit...

- ✓ **Conducted A Route Evaluation**
 - ✓ **Expanded Routes to New Locations**
 - ✓ **Increased Frequencies**
 - ✓ **Moved Service To Meet Customer Demands**
- ✓ **Kept Fares Stable**
 - ✓ **Maintained Workforce**
 - ✓ **Increased Customer Satisfaction**
 - ✓ **Reduced Costs to Taxpayers by \$435,000**



Customer Satisfaction Survey Results

THE METHODOLOGY

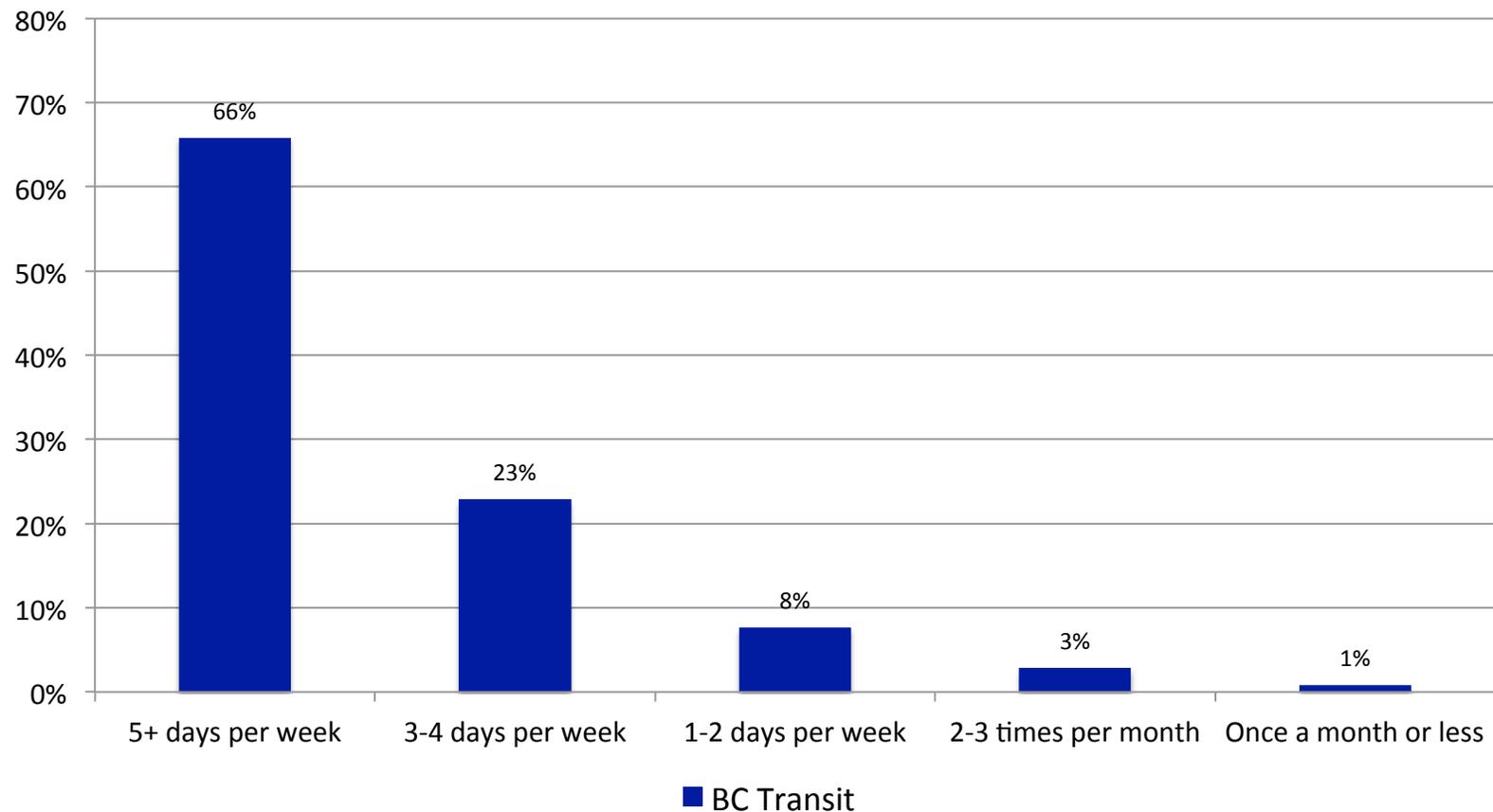
- Survey was conducted May 3 – 8, 2016.
- 522 surveys were completed by customers on board BC Transit buses.
- Surveys were administered during all service periods throughout the day on weekdays, Saturday and Sunday in quantities proportional to each route's total ridership.
- Riders were offered a one day pass as an incentive for completing the survey.

FINDINGS



Frequency of Use

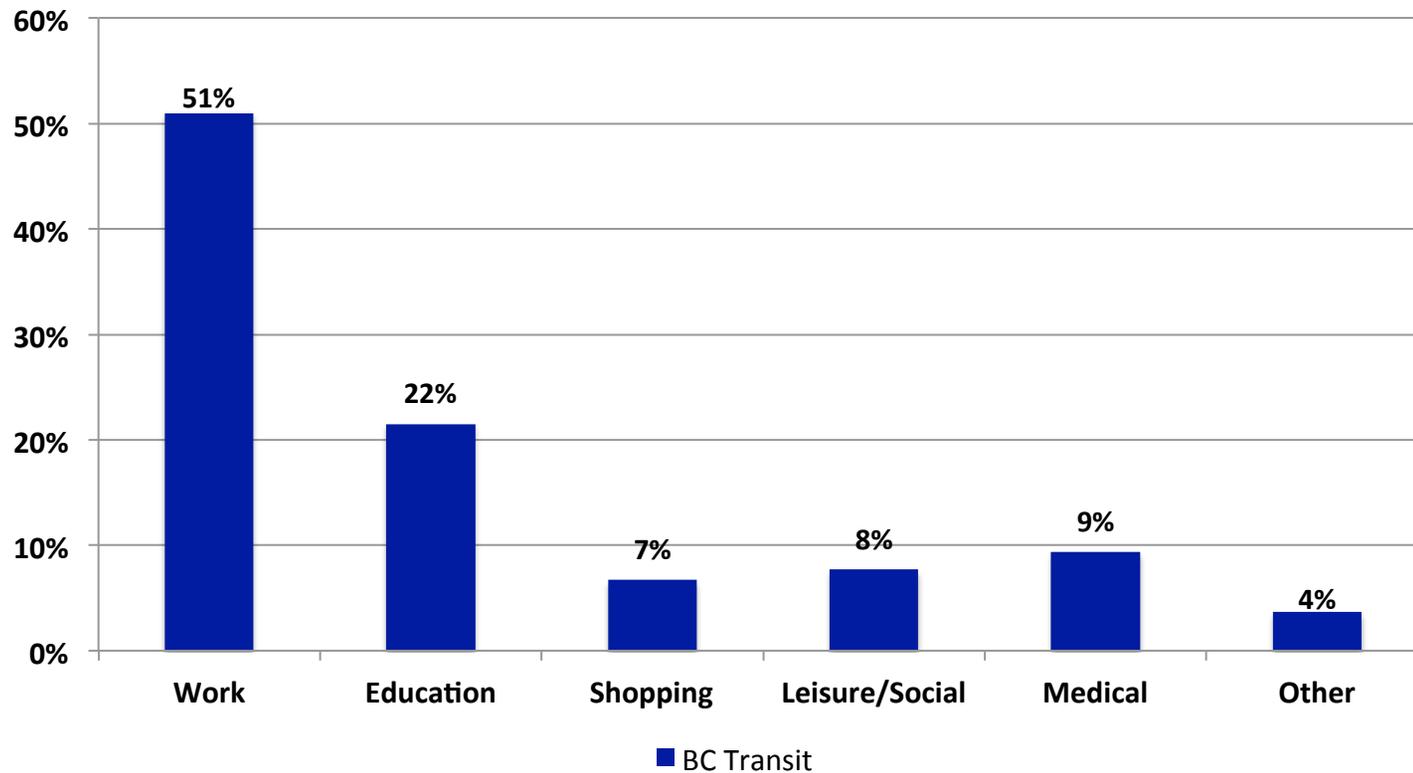
- 66% of customers utilize BC Transit service five or more days per week.



Purpose of Use

- More than half of customers utilize BC Transit service primarily for travel to/from work and almost a quarter for travel to/from school.

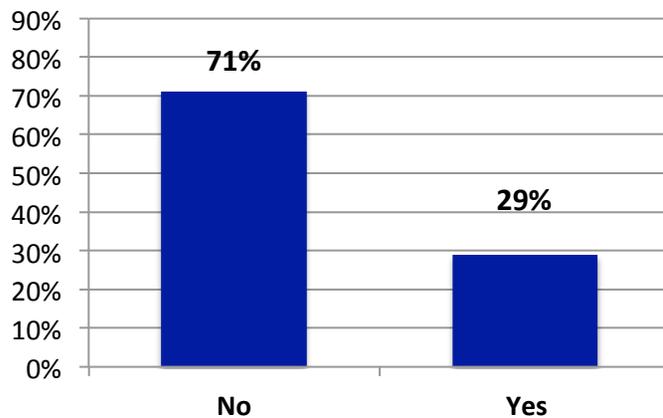
Most Frequent Trip Purpose



Transit Dependence

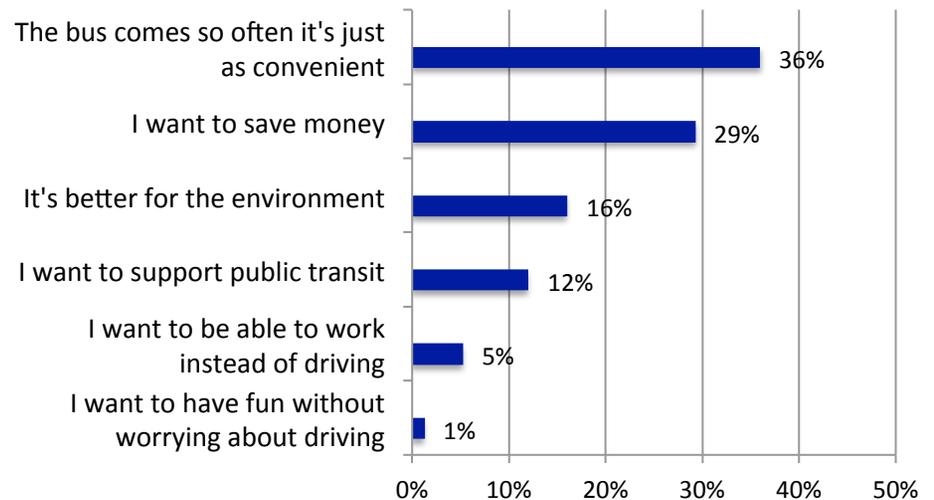
- 71% of BC Transit customers indicate they do not have a choice of whether to use BC Transit service.
- 29% of BC Transit customers are discretionary riders.
- Among discretionary riders, convenience and economics are the most frequently cited reason for using BC Transit service.

Do you have a choice whether to use BC Transit buses or not?



■ BC Transit

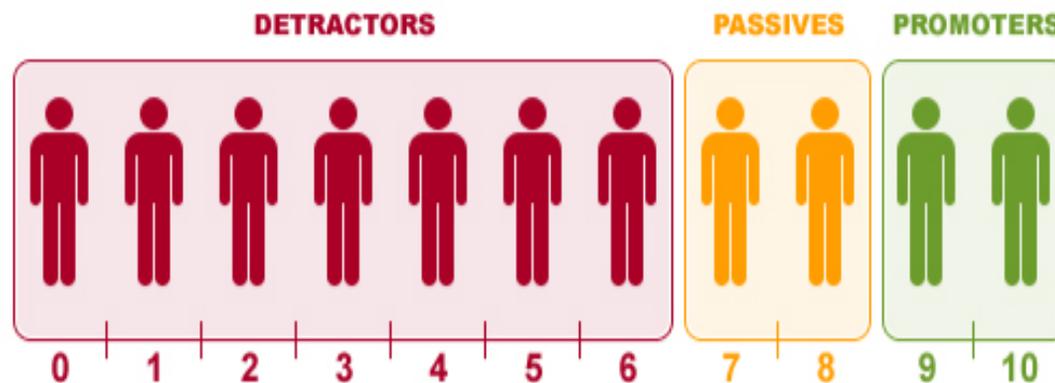
If so, what is the #1 reason you choose transit?



Net Promoter Score

NPS poses the ultimate question:

All things considered, how likely would you be to recommend riding a BC Transit bus to a friend or neighbor?



Net Promoter Score

=

% Promoters

-

% Detractors

Net Promoter Score

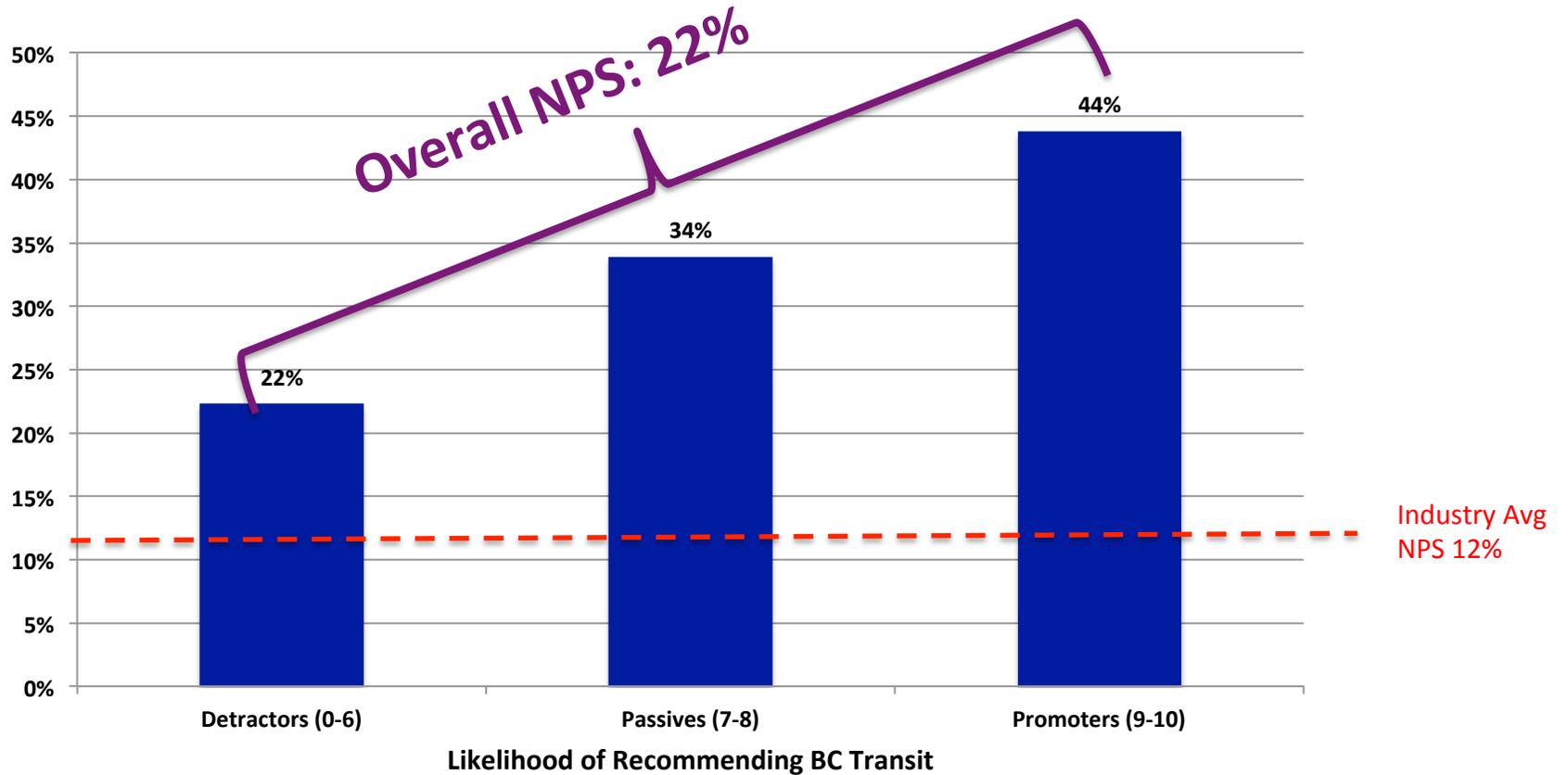
The Metric

- Assesses loyalty and word of mouth favorability among customers
- Introduced in the Harvard Business Review
- Allows for performance comparisons between organizations across different business sectors

Sample NPS Scores

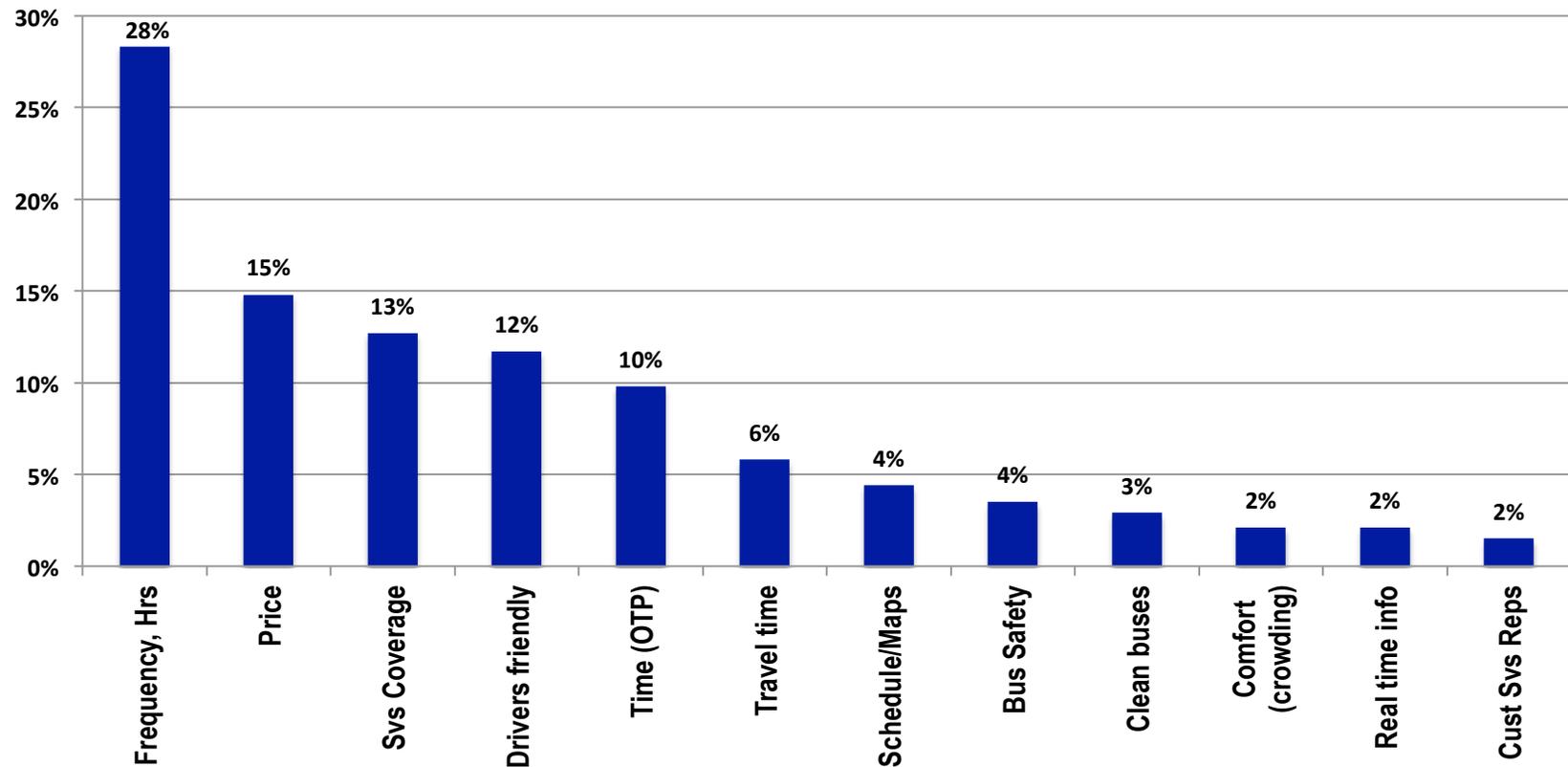
Entity	NPS
Apple Inc.	70%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%
Transit Industry	12%

BC Transit Net Promoter Score



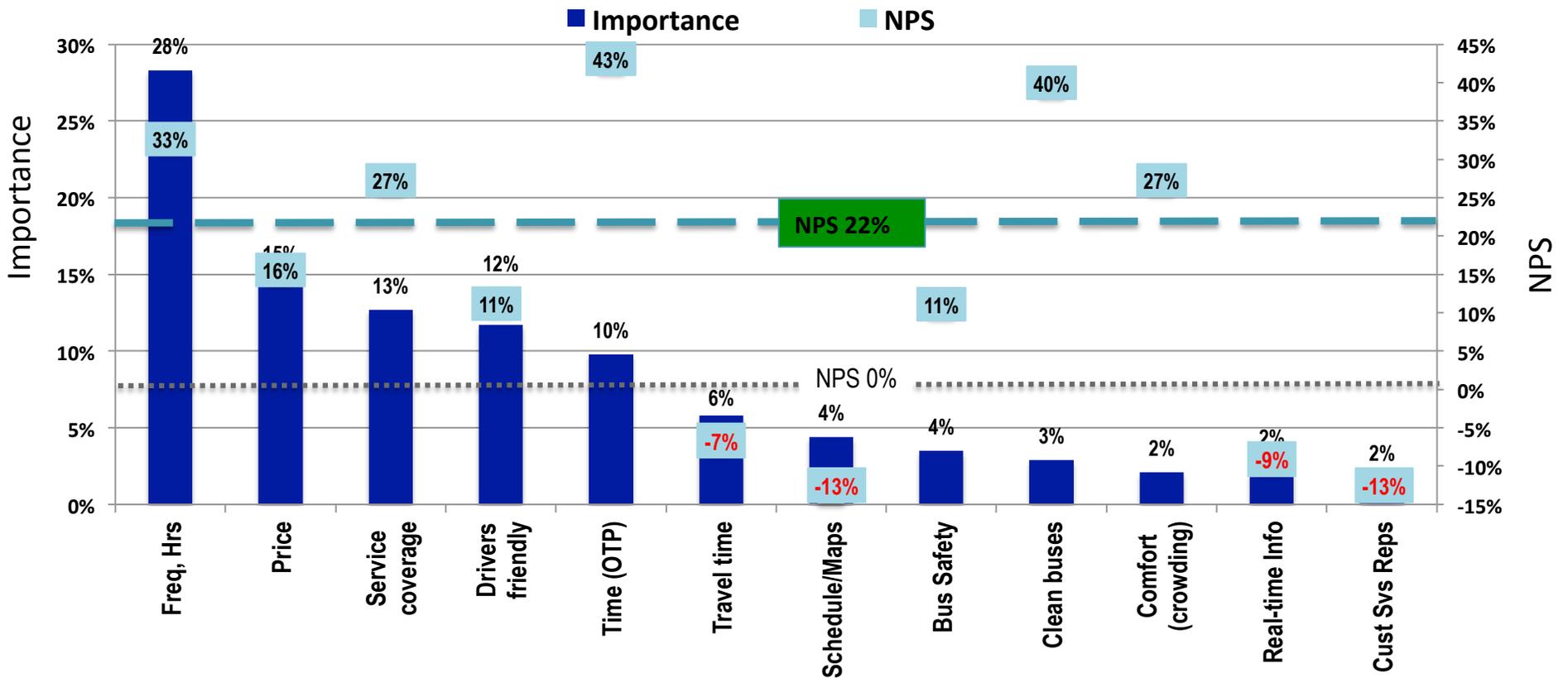
Customer Importance Factors

- Service availability (frequency, hours) and price are the most important service factors for customers.



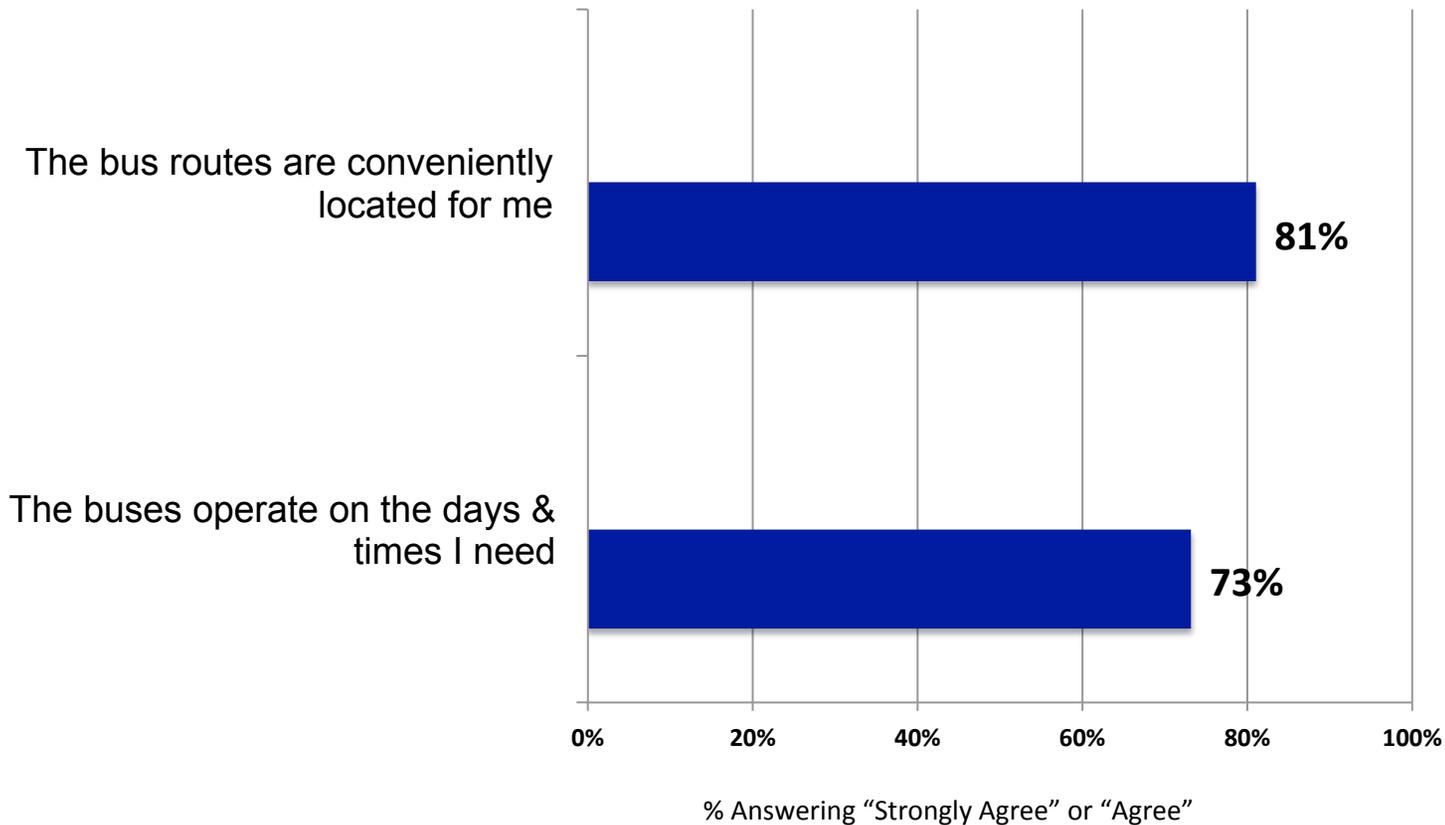
Customer Importance Factors

- Customers selecting buses arrive on time and bus cleanliness had higher NPS scores.
- Customers selecting real time info, courteous customer service representatives and accuracy / availability of schedules and maps had lower NPS scores.



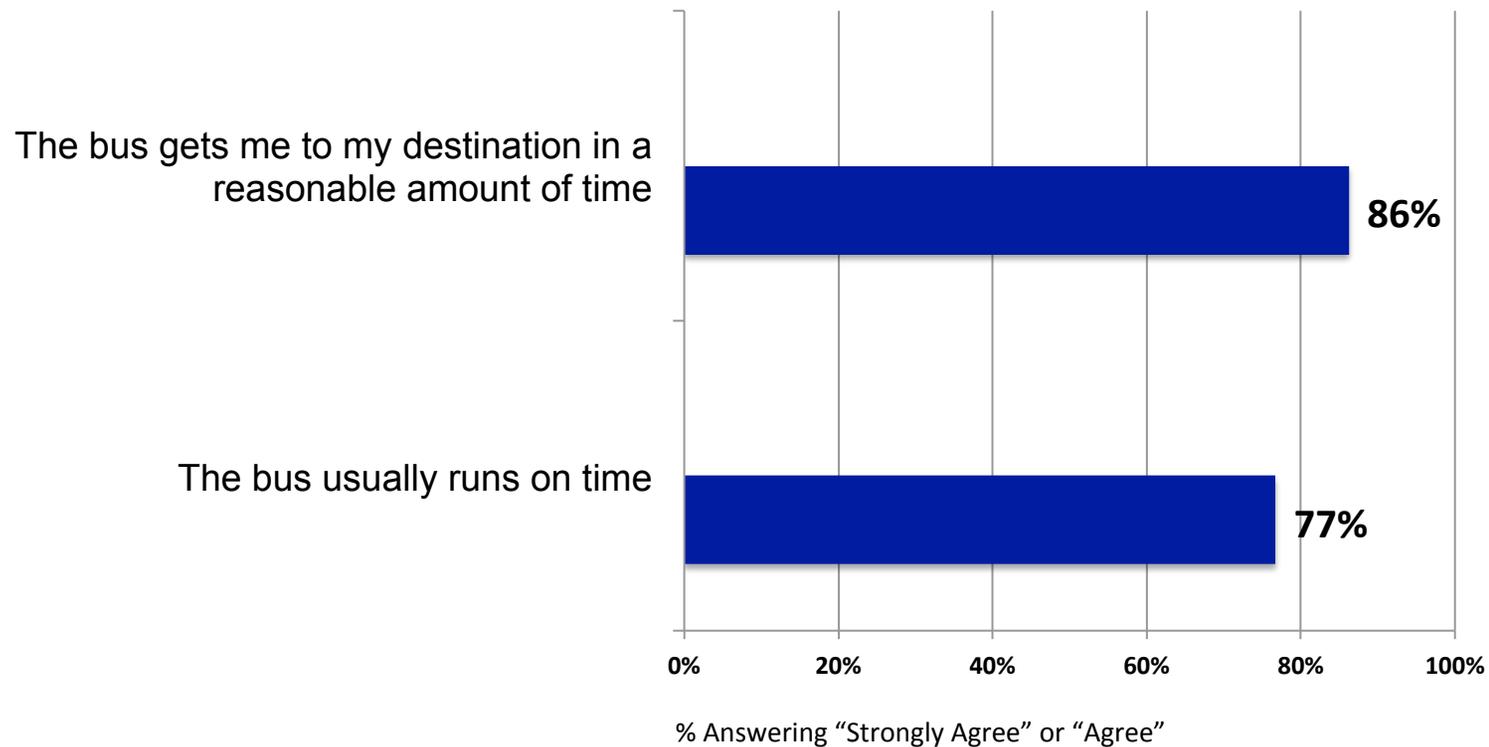
Availability

- More than 80% of customers are satisfied with BC Transit's service coverage.
- Less than 73% of customers are satisfied with the service times and frequency. This is an increase over 2014 when 59% of customers expressed satisfaction with frequency.



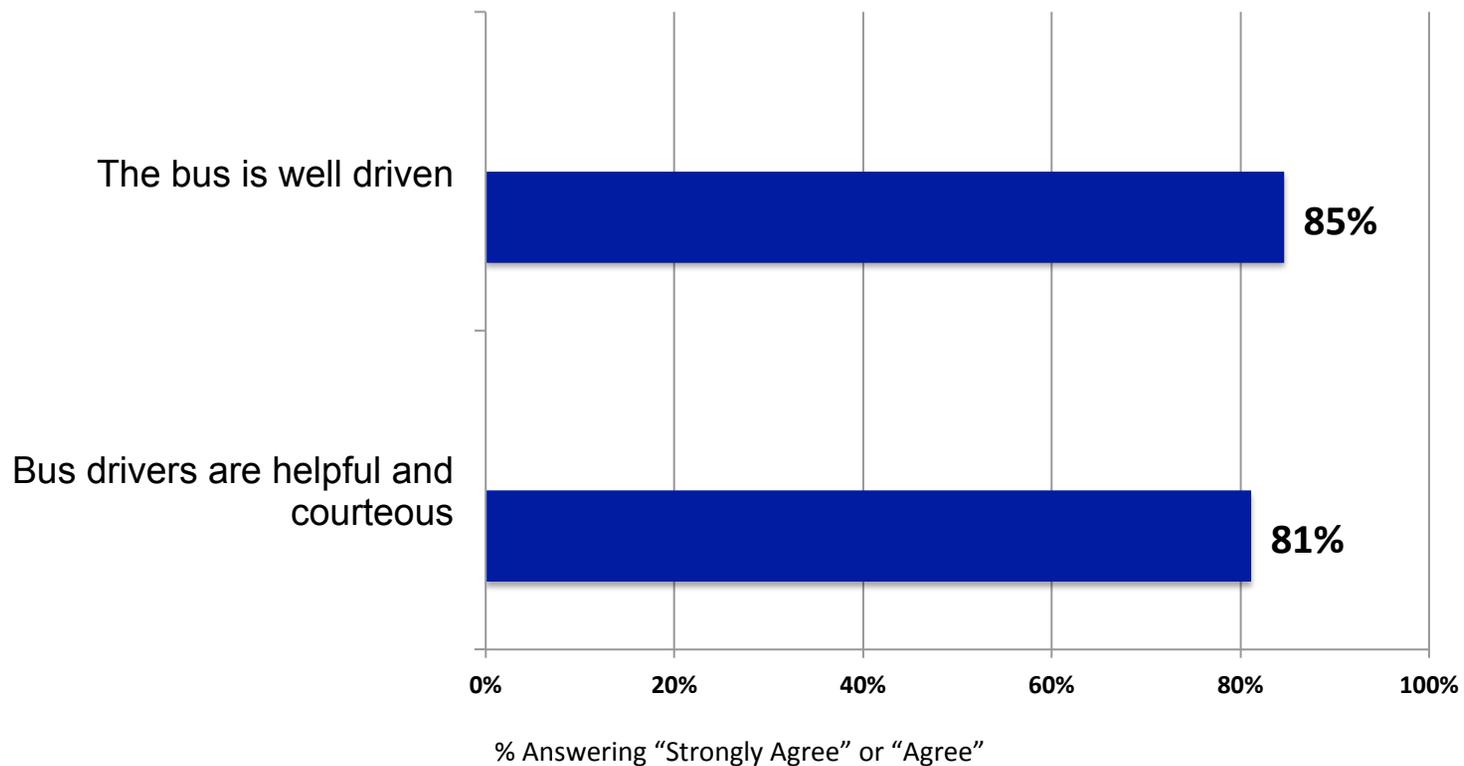
Time

- 86% of customers agree that trip times are reasonable.
- More than 75% of customers agree that buses usually run on time.



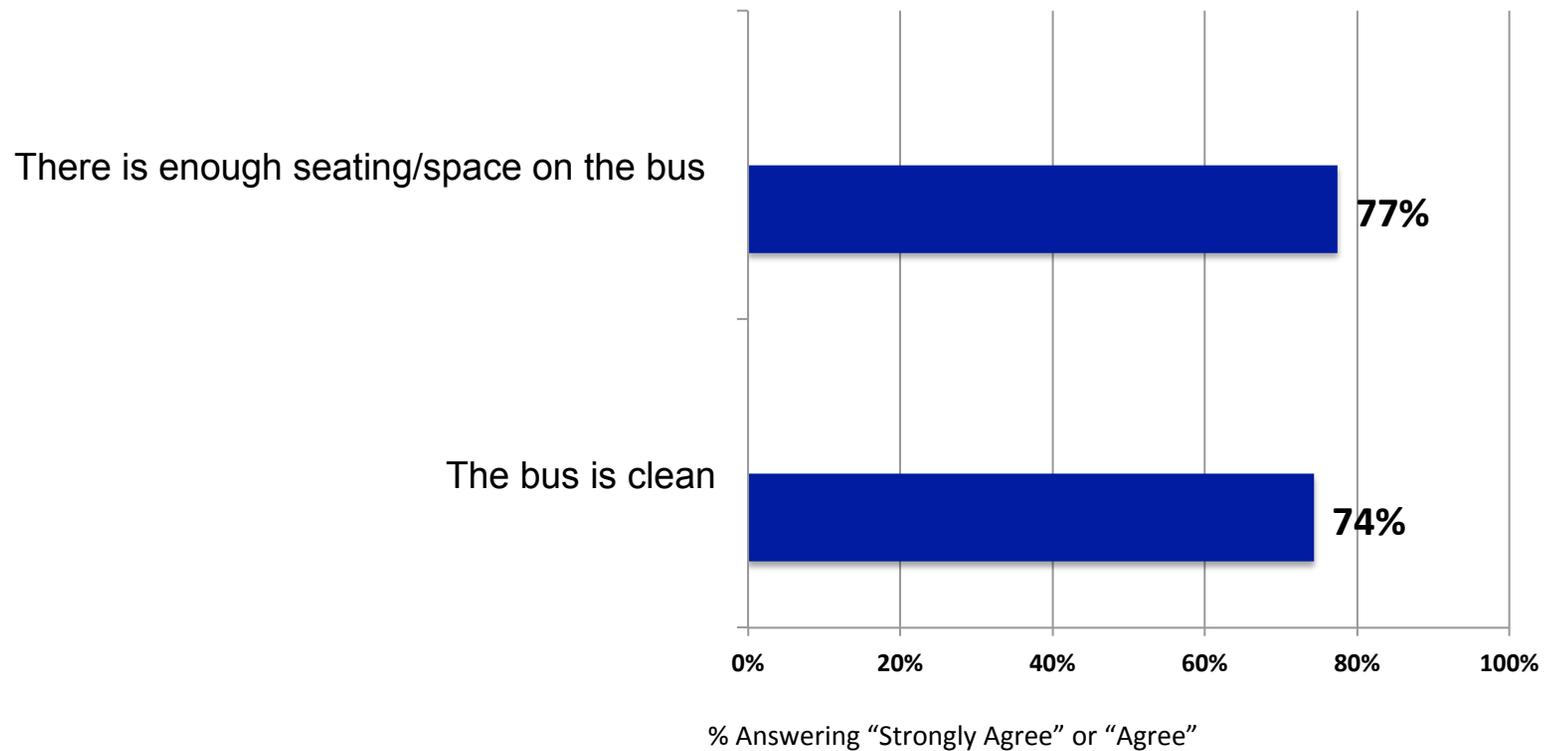
Driver Customer Service

- 85% of customers agree that the buses are well driven.
- Over 80% of customers agree that the bus drivers are helpful and courteous.



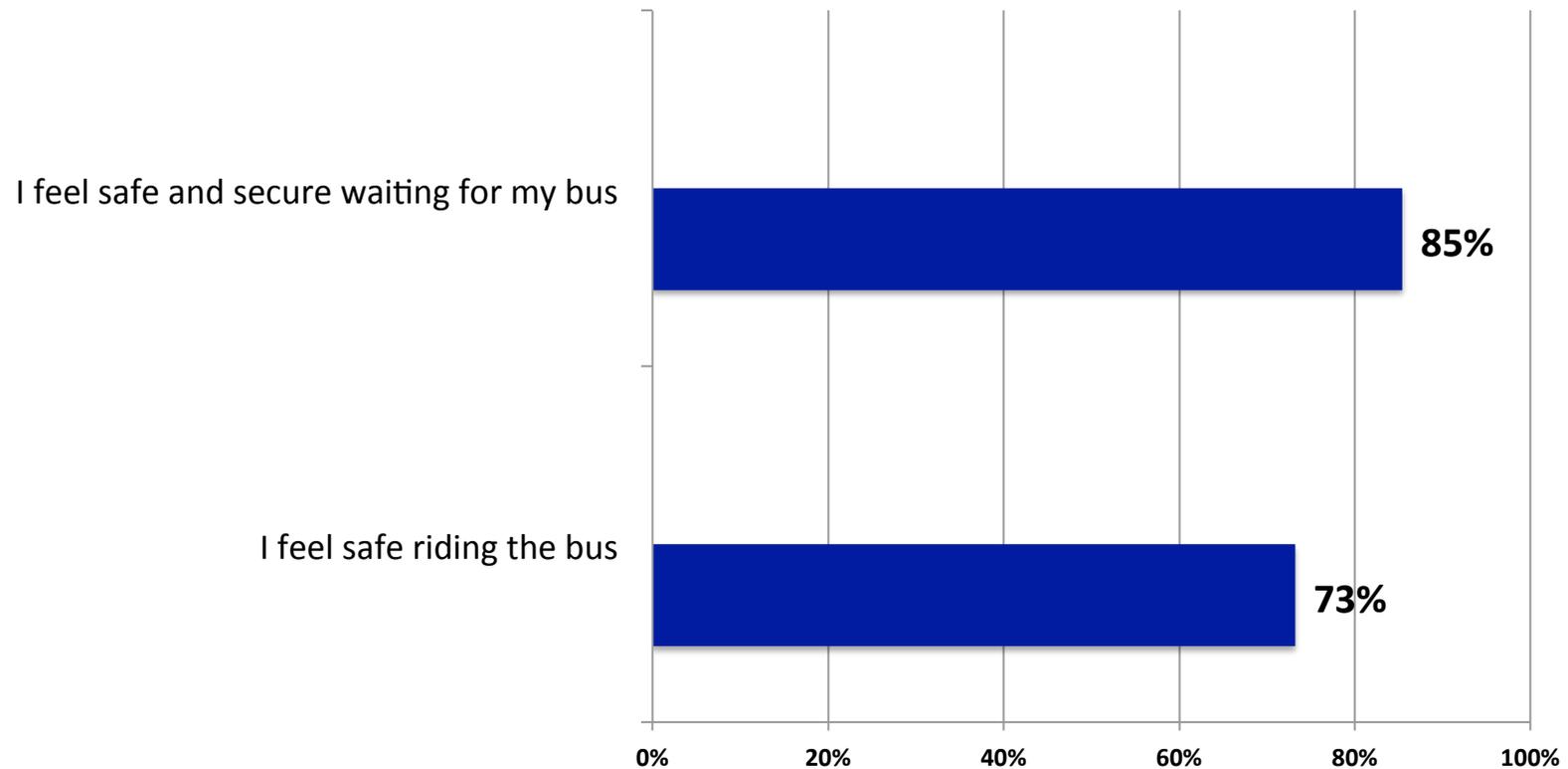
Comfort

- 77% of customers agree that buses comfortable.
- 74% of customers agree that buses are clean.



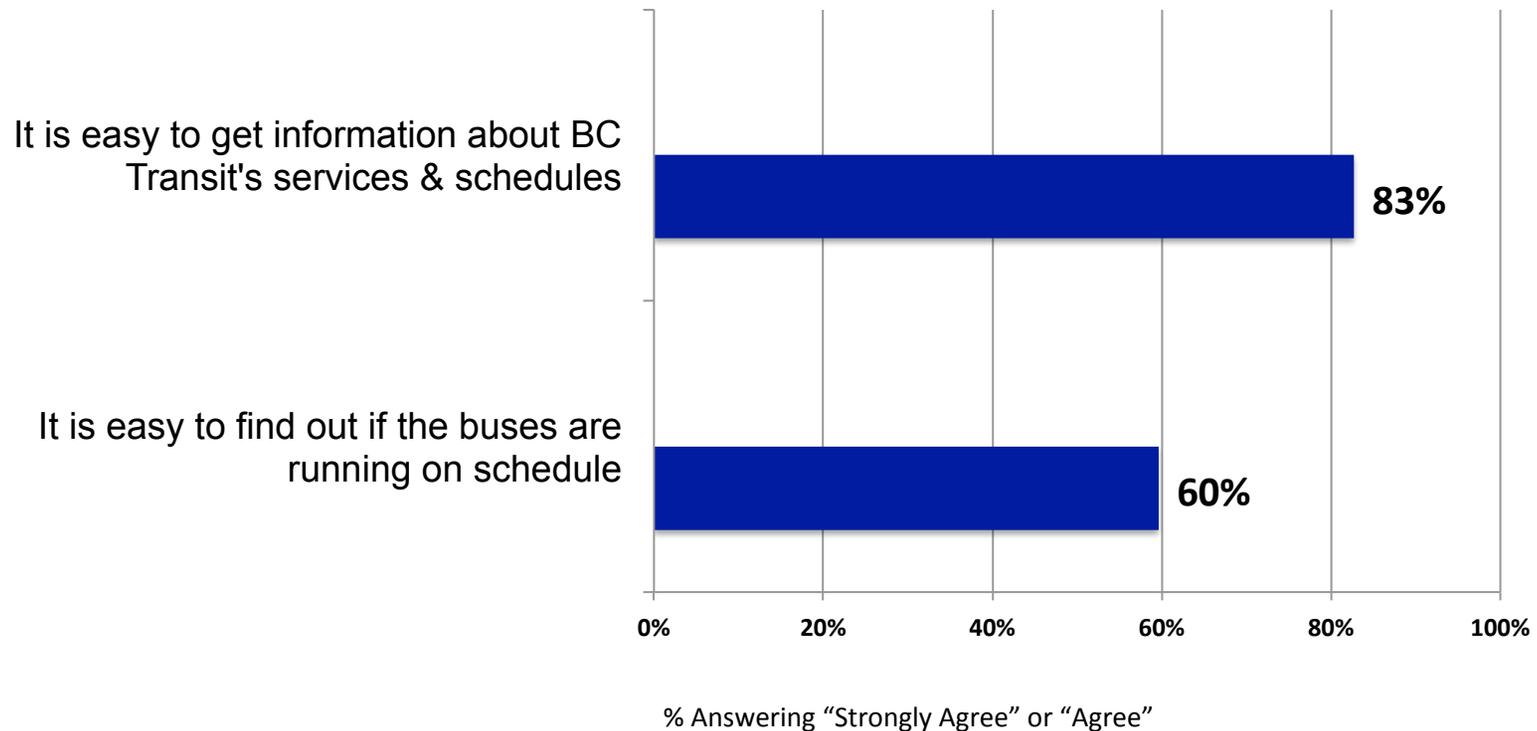
Safety & Security

- More customers feel safe waiting for the bus than while riding the bus.



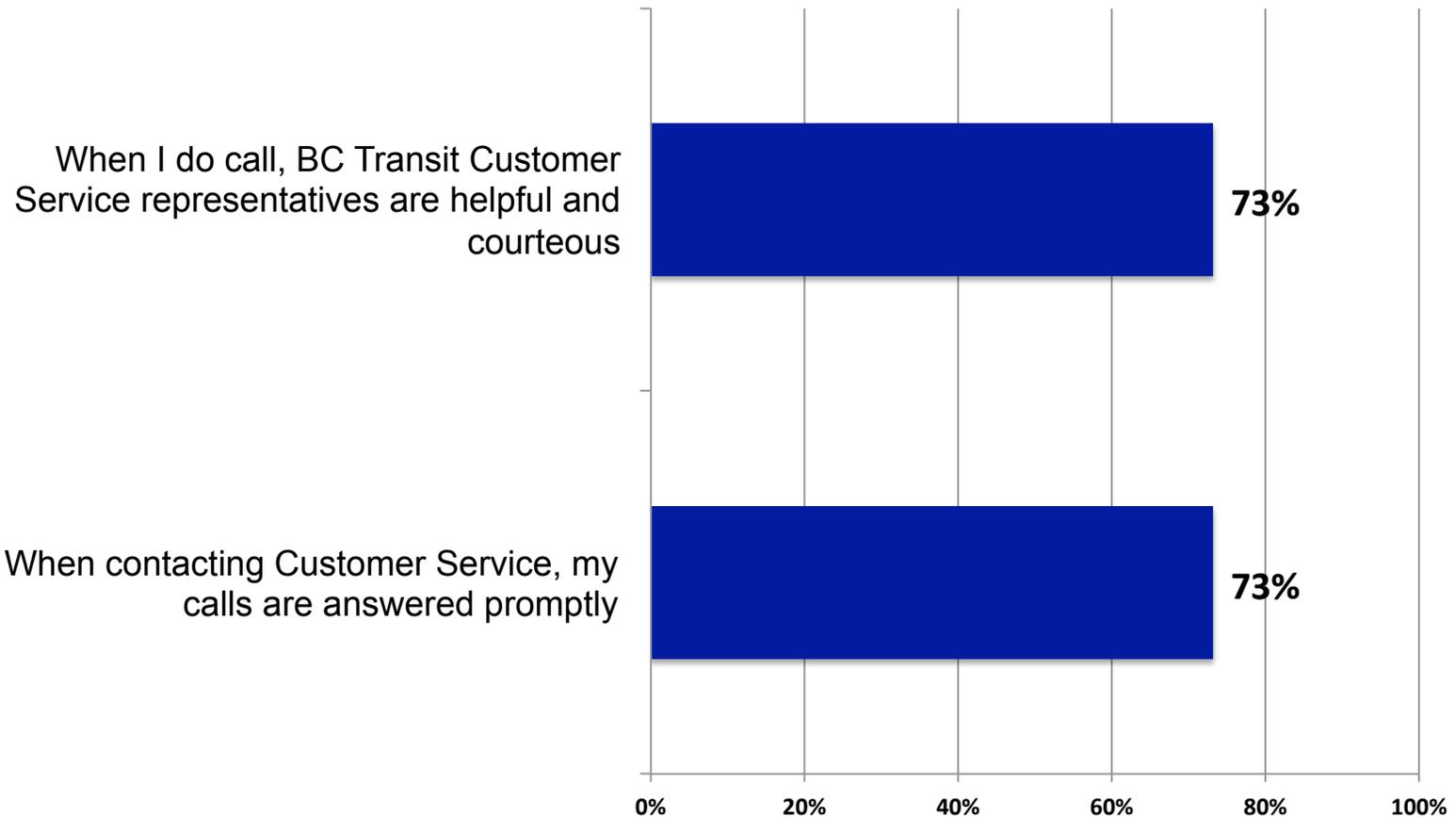
Information

- 83% of customers agree that it is easy to get information about BC Transit's services and schedules.
- Only 60% of customers agree that it is easy to find out if buses are on schedule.



Customer Service

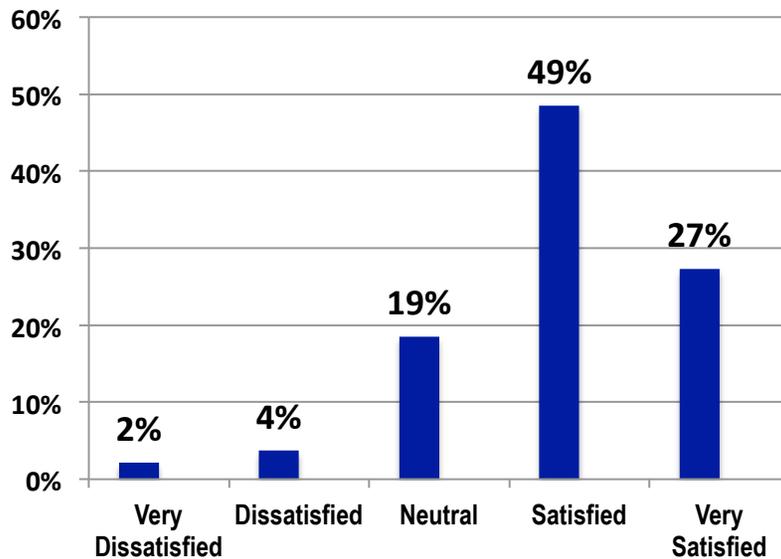
- 73% of customers agree that when calling BC Transit, their calls are answered properly and Customer Service representatives are helpful and courteous.



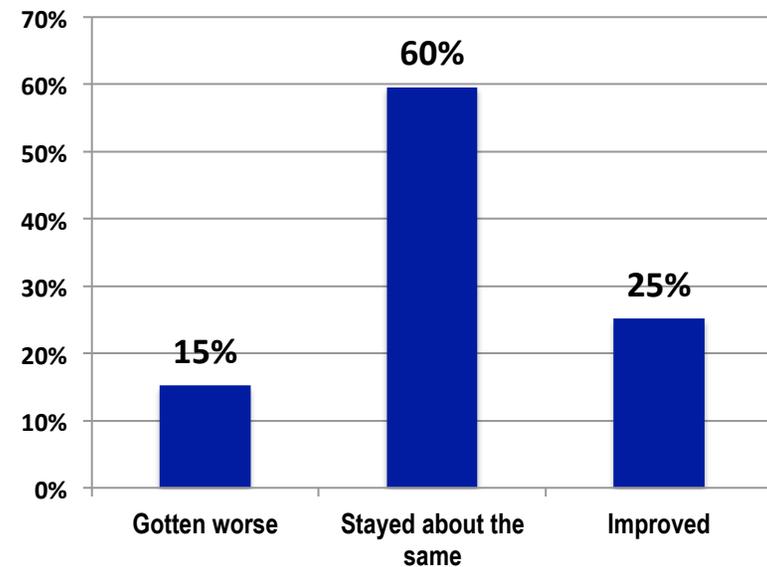
Overall Satisfaction

- 76% of customers express overall satisfaction with BC Transit service.
- 85% of customers feel that service quality has improved or stayed the same over the past year.

Overall Satisfaction



Service Quality Over Past Year



Driving Forward



ACTION ITEMS

Discretionary Riders

29% of BC Transit riders are discretionary. Nationally, Millennials are driving significantly less than previous generations. Millennials are more environmentally conscious, seeking multi-modal transportation choices, and have embraced new technologies that reduce the need for driving, including using apps for public transit schedules and routes.

In order to attract more discretionary riders, develop a marketing campaign promoting convenience and financial benefit of transit – and target Millennials.

ACTION ITEMS

Real Time Information & On-Time Performance

- Survey results show low satisfaction with ability to find out if buses are running on schedule.
- Perception of On-Time Performance (OTP) has improved since 2014 (62% to 75%)
- BC Transit does not have the technology to measure OTP.

1. Explore Automatic Vehicle Location (AVL) technology.
2. Develop technology for sharing AVL information with customers.
3. Use the technology to be more efficient and improve On-Time Performance.
4. Use the technology to measure On-Time Performance.
5. Use the technology to integrate app technology for customers.

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