

SUBJECT

Fiscal Year 2019 Annual Customer and Potential Customer Evaluation Survey Results Overview

RECOMMENDED ACTION – N/A

This is an Information Item.

BACKGROUND

The Customer and Potential Customer Evaluation Survey is an annual evaluation Long Beach Transit (LBT) performs to collect ridership data and assess current customer and potential customer awareness of, and attitudes toward, LBT. The survey also identifies perceived strengths and areas of opportunity of LBT services.

LBT utilizes the data to aid in the development of goals to meet the agency's strategic priorities and enhance its customers' experiences.

In an effort to garner feedback from customers across LBT's service area, intercept surveys were conducted with 518 customers onboard 21 LBT routes (instead of at bus stops) between September 5 and September 6, 2018. The selected routes represented 60 percent of LBT's service area and included a diversity of areas throughout the city with connections to key locations consisting of intermodal transit hubs, shopping centers, schools and activity centers.

Surveys were conducted between the hours of 6 a.m. and 7 p.m. (while school was in session), in order to capture an accurate representation of LBT's weekday ridership. All interviews were completed using a paper version of the survey.

This year, LBT added questions to its Customer Survey to better ensure non-discriminatory practices and service equity within its service area. Moreover, the data collected aids in LBT enhancing its triennial Title VI Program as required by the Federal Transit Administration.

The added questions to the Customer Survey collected data regarding:

- Origin and Destination (Loading, Alighting and Transfer Locations)
- English Proficiency
- Household Size

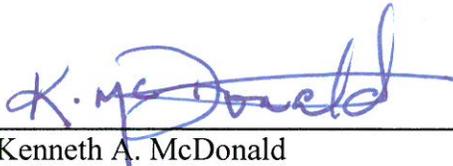
As in previous years, LBT collected key demographic, ridership, trip purpose and employment data.

Some examples of qualitative data received in the Customer Evaluation Survey includes overall rating of LBT; desired service improvements; security onboard buses and at bus stops; Bus Operator courtesy; cleanliness of buses and convenience of bus stops and routes.

The Potential Customer Survey was conducted via dual methodology (intercept and online), resulting in 408 valid responses. Although more than 600 people attempted the survey, only 408 met the conditions of the qualifier questions.

Nearly 83 percent of the survey sample was collected via intercept. The survey was available online over a six-week period from Monday, August 13, 2018, through Monday, September 24, 2018, at a variety of public locations throughout LBT's primary service area.

The survey ensures a 95 percent confidence level and allows for a plus or minus 5 percent margin of error.



Kenneth A. McDonald
President and Chief Executive Officer

Attachment