

SUBJECT

Fiscal Year 2015 Annual Customer and Community Evaluation Survey Results Overview

RECOMMENDED ACTION – N/A

This is an Information Item.

BACKGROUND

The Customer and Community Evaluation Survey is a survey Long Beach Transit (LBT) performs annually to collect ridership data and assess current community and customer awareness of, and attitudes toward, LBT. The survey also identifies perceived strengths and areas for improvement of LBT services. LBT utilizes the data to aid in the development of goals in order to meet the Company's strategic priorities and better serve customers.

Examples of key ridership data collected include:

- Age
- Ethnicity
- Employment and/or Student Status
- Purpose of Trips

Examples of the qualitative data received include:

- Overall Rating of LBT
- Desired Improvements of Service
- Security at Bus Stops and Onboard Buses
- Bus Operator Courtesy
- Cleanliness of Buses
- Convenience of Bus Stops and Routes

Customer intercept surveys were conducted at LBT bus stops from September 30, 2014 through October 2, 2014, between the hours of 6 a.m. and 6 p.m. Community surveys of non-customers were conducted via phone from October 14 through October 22, 2014, between the hours of 9 a.m. and 8 p.m. The survey ensures a 95 percent confidence level and allows for a + or – 4.6 percent margin of error.

Through an RFP process, Long Beach Transit retained Moore and Associates, a market research consultant, to conduct the survey.



Kenneth A. McDonald
President and Chief Executive Officer