

**SUBJECT**

*Fiscal Year 2017 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 an evaluation Long Beach Transit (LBT) performs annually to collect ridership data and assess current customer and community 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 in order to meet the agency's strategic priorities and enhance its customers' experiences.

Examples of key ridership data collected include:

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

Examples of the qualitative data received include:

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

Customer intercept interviews were conducted at nine LBT bus stops from August 30 through September 14, 2016, between 6 a.m. and 6 p.m.

Community surveys of non-customers were conducted online from August 22 through October 3, 2016. Community intercept surveys of non-customers were conducted at key activity centers from August 31 through October 3, 2016.



LONG BEACH  
TRANSIT

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The survey ensures a 95-percent confidence level and allows for a plus or minus 4.8 percent margin of error.

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Kenneth A. McDonald  
President and Chief Executive Officer

Attachment