

SUBJECT

Fiscal Year 2020 Annual Customer and Potential Customer Evaluation Survey Results Overview (Staff Representative: Mike Gold)

RECOMMENDED ACTION – N/A

This is an Information Item.

BACKGROUND

The Customer and Potential Customer Evaluation Survey is an annual assessment Long Beach Transit (LBT) executes to collect ridership data and measure current customer and potential customer awareness of, and attitudes toward, LBT. The surveys also identify 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 the experiences of its customers.

Customer Evaluation Survey

For the FY 2020 Customer Evaluation Survey, LBT increased the sample size from 400 to 650, and like last year's new implemented method, the intercept surveys occurred aboard buses on all routes. Prior to FY 2019, these surveys were conducted at bus stops. This year's survey yielded 766 responses.

The survey took place between September 10–12, 2019, between the hours of 6 a.m. and 7 p.m., capturing key boarding times, particularly for student customers. Moreover, the consultant team created a stratified sampling plan, based on routes and ridership, to ensure that LBT received feedback on every route. This is a change from previous years and allowed LBT to assess the customer experience by route.

LBT collected key demographic, ridership, trip purpose, origin and destination, English proficiency, household size 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.

Potential Customer Evaluation Survey

The Potential Customer Evaluation Survey was conducted via dual methodology (intercept and online), resulting in 402 valid responses. Although more than 520 people attempted the survey, only 402 met the conditions of the qualifier questions regarding ridership.

The survey was conducted over a four-week period between August 26, 2019, and September 23, 2019. Nearly 90 percent of the survey sample was collected via intercepts at a variety of public locations throughout LBT's primary service area, including Long Beach City College and California State University, Long Beach, shopping areas and other key destinations.

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