

SUBJECT

Fiscal Year 2016 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 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 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 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 nine LBT bus stops from April 7–19, 2016, between 6 a.m. and 6 p.m.

Community surveys of non-customers were conducted via phone interviews from April 5–15, 2016, between 9 a.m. and 8 p.m., as well as intercept interviews in key activity centers on May 9, 2016.



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July 25, 2016

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

A handwritten signature in blue ink, reading 'K. McDonald', written over a horizontal line.

Kenneth A. McDonald
President and Chief Executive Officer

Attachment