SUBJECT

Fiscal Year 2018 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 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 eight LBT bus stops and onboard the Passport route from September 18 through September 21, 2017, between 6 a.m. and 6 p.m. These interviews yielded 451 valid responses.

Community intercept surveys of non-customers were conducted at key activity centers in September 2017. Online community surveys of non-customers were conducted from August 14 through September 20, 2017. While approximately 800 people responded online, only 486 surveys were deemed valid and met the criteria of a non-LBT customer.

LONG BEACH TRANSIT

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

Kenneth A. McDonald
President and Chief Executive Officer

Attachment