



2018 Customer Satisfaction Survey Results

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Agenda

- Project Description
- Methodology
- Executive Summary
- FY 2018 Review
- GoPass Reporting
- FY2019 Activity and Implementation

Project Description

- Objective
 - Monitor shifts in customer satisfaction over time, overall and among demographic subgroups
- In even years (e.g., 2018) a “core metrics only” survey is conducted
 - A shortened survey that measures only key metrics
- In odd years (e.g., 2017) a full service questionnaire is administered
 - Dives more deeply into specific drivers of satisfaction
 - cleanliness, timeliness, safety & security, and ticket purchasing
- This 2018 study was the sixth wave in a continuous tracking study



Methodology

- A self-administered paper survey was used – sampled 3600 riders
- A respondent must have answered:
 - 3 key questions: services typically use, gender, age
 - Answered most of the secondary key questions: services used for trip today, type of DART pass typically used, available means of transportation, frequency of DART usage, ethnicity, and Hispanic origin
 - Answered at least 70% of the survey

Services Usually Use (2018)			Gender (2018)			Age (2018)		
	Unweighted	Weighted		Unweighted	Weighted		Unweighted	Weighted
Bus only	28%	39%	Men	55%	55%	18-24	23%	28%
Rail only	19%	29%	Women	45%	45%	25-34	23%	33%
Both	53%	32%				35-44	19%	20%
						45-54	17%	12%
						55-64	13%	6%
						65+	4%	2%



*Note: Due to missing data, the overall sample sizes available for weighting were smaller than the previously reported, unweighted sample sizes.

Executive Summary

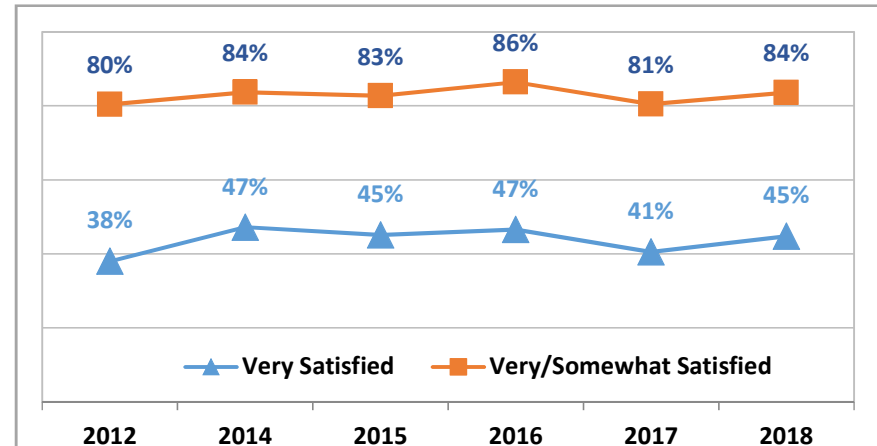
- All measures show improvement over 2017, and following declines 2017 versus 2016
- Overall Satisfaction is up against all demographics
 - 8.4 of 10 people are very/somewhat satisfied with DART service
- 67% of riders view DART as getting better, up 6% points over 2017
 - This reverses being down over 2016
- The Net Promoter Score (NPS) has increased over 2017 after a significant decline from 2016
 - The NPS score increased 2% points versus 2017
- GoPass measures
 - 80% of riders are aware of GoPass
 - 16% of riders use GoPass to purchase tickets, versus 7% in 2015



FY 2018 Review

Overall Satisfaction

- Overall Satisfaction scores improved 2018 vs. 2017
 - Satisfaction scores increased significantly among Caucasian riders
 - The 18 – 24 group increased 4 pts. versus year ago



Very/Somewhat Satisfied

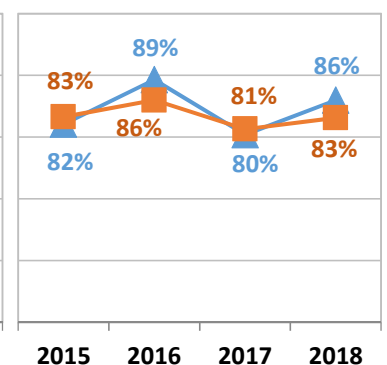
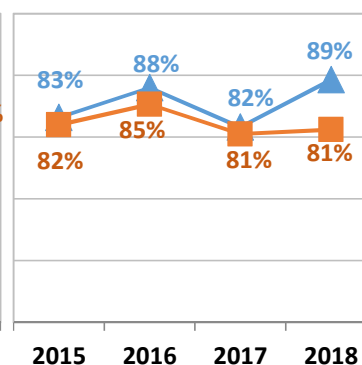
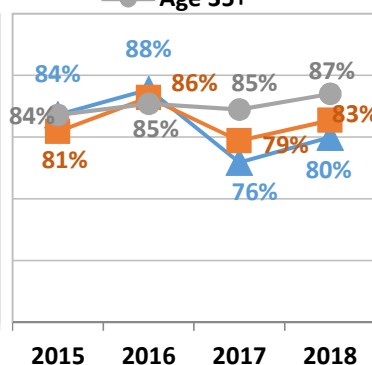
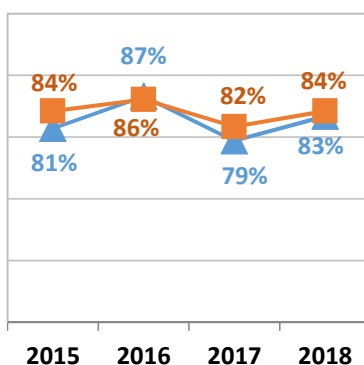
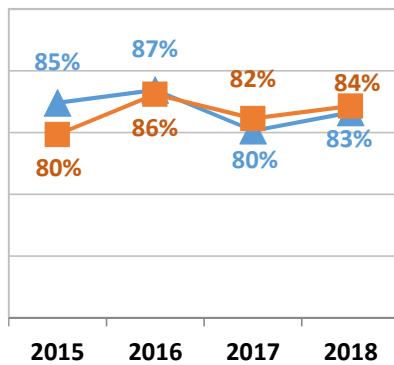
▲ Dependent rider
■ Choice rider

▲ Men ■ Women

▲ Age 18-24
■ Age 25-34
● Age 35+

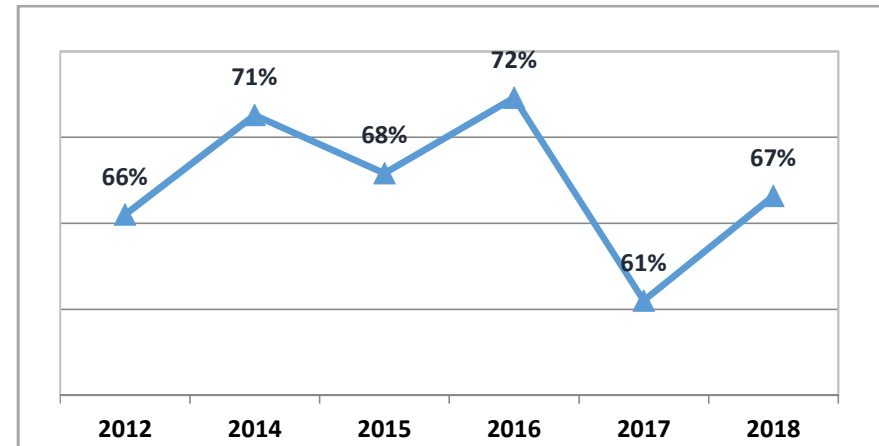
▲ Caucasian
■ African American

▲ Hispanic
■ Not Hispanic

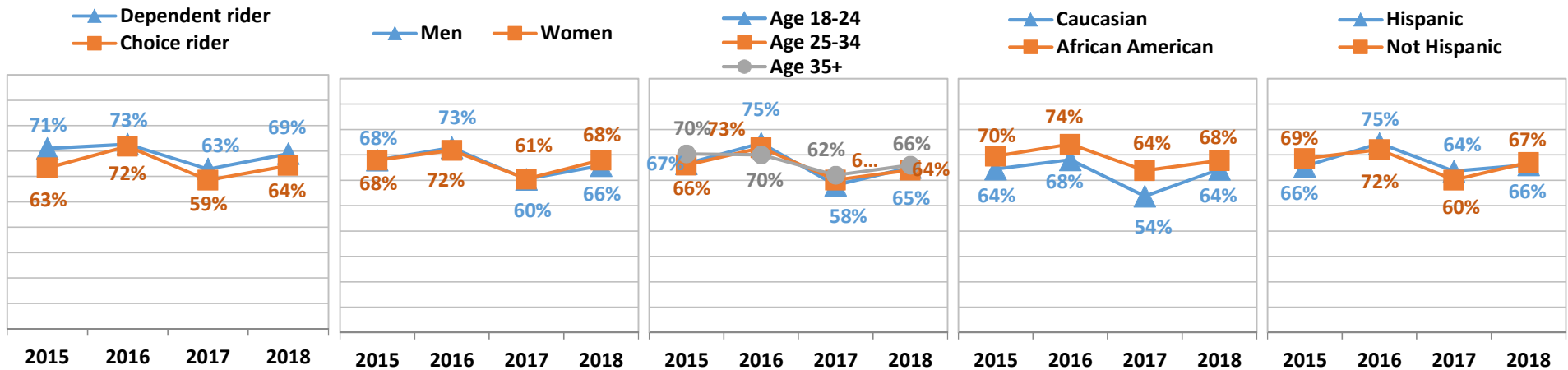


Overall Opinion of DART

- Opinions of DART Getting Better have increased 6% pts. since last year
 - Improvements seen across all demographics

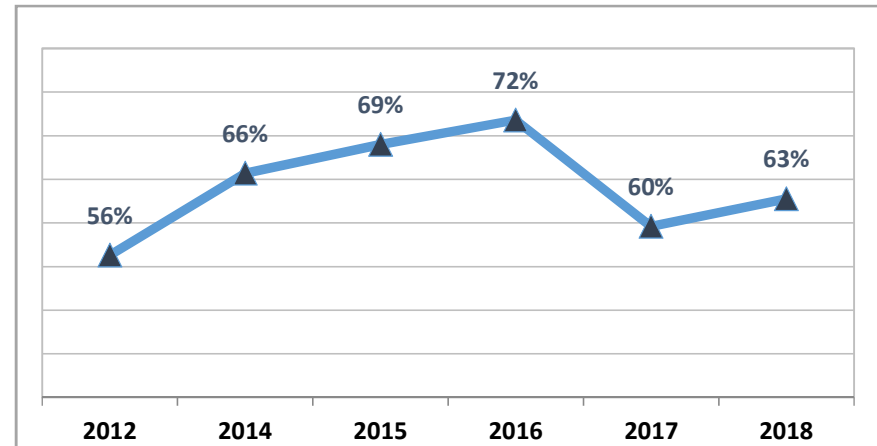


Better (Net)*



DART Experience vs. YAG

- Riders Experience vs. YAG increased over 2017 results
 - Increases against all demographics with exception of 25-34 year old's



Better (Net)

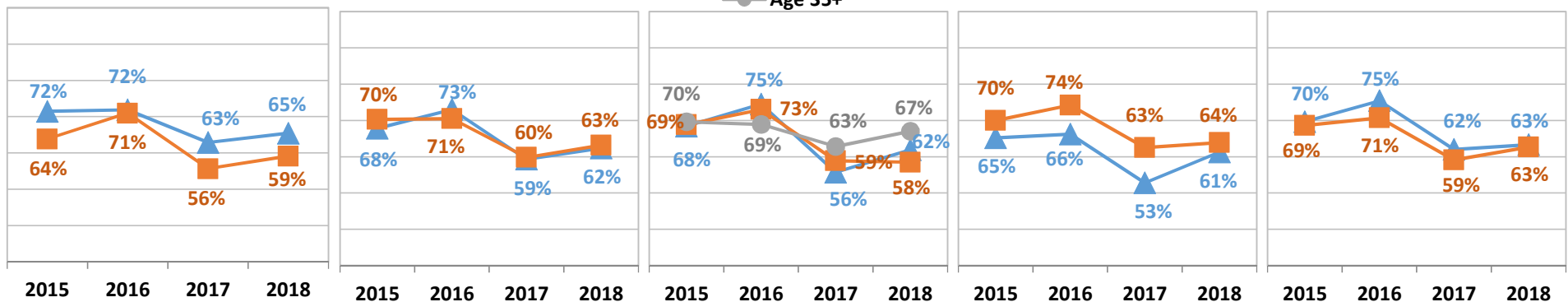
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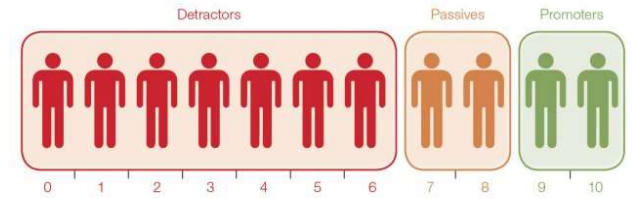
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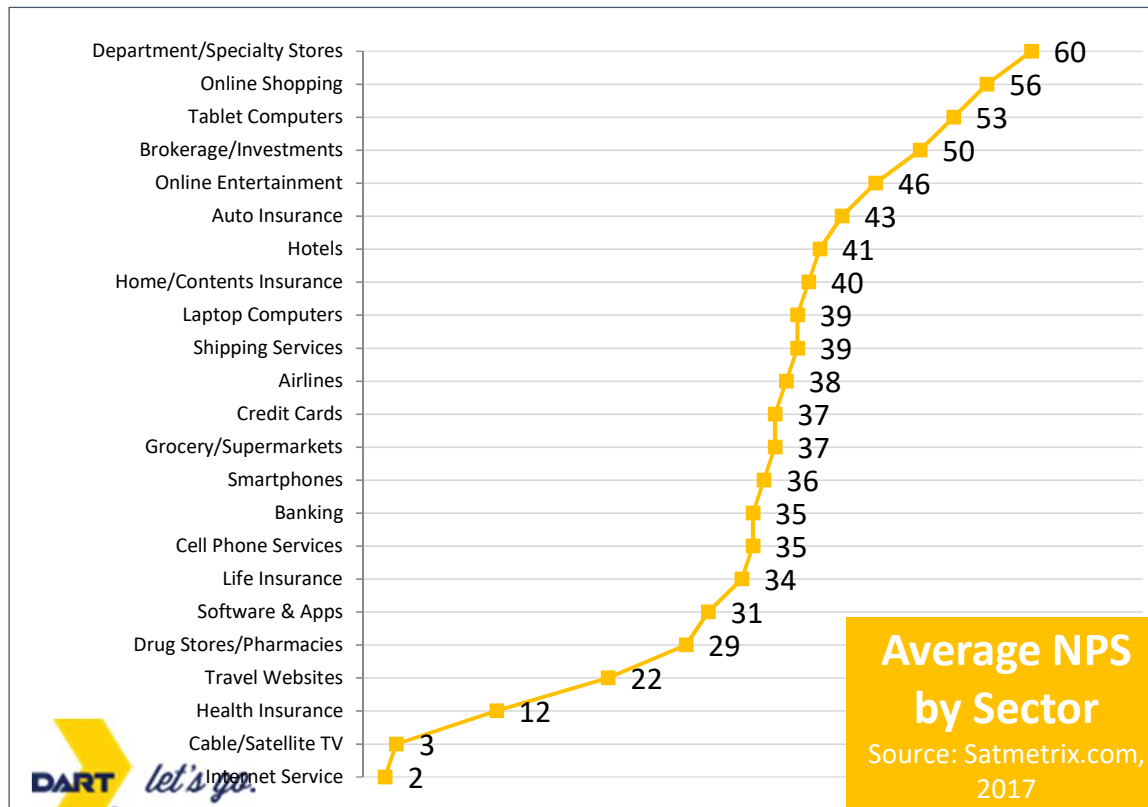


Net Promoter Score® (NPS)

- The Net Promoter Score measures Brand Health
 - How likely is it that you would recommend [company] to a friend or colleague?



Net Promoter Score = % Promoters - % Detractors

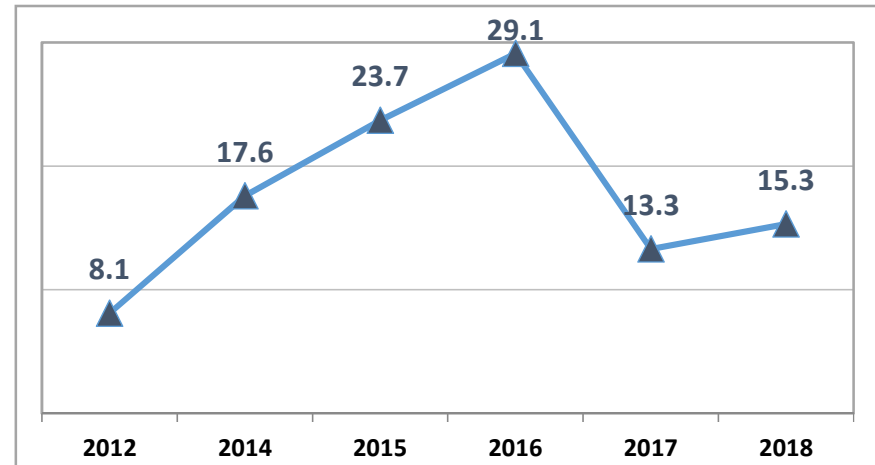


Promoters "Extremely Likely"	10
	9
Passives	8
	7
Detractors "Extremely Unlikely"	6
	5
	4
	3
	2
	1
	0

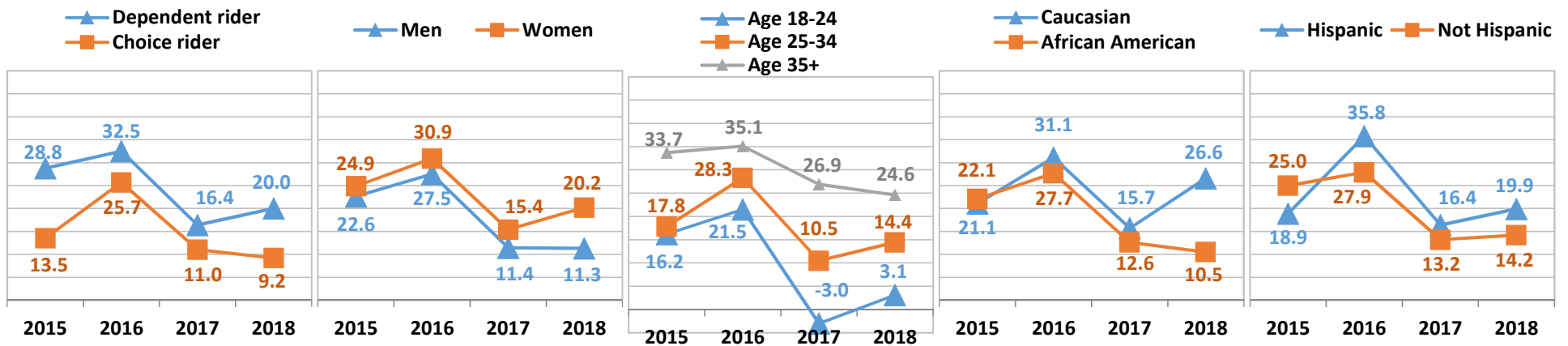


Net Promoter Score

- The DART NPS score improved over 2017
 - The biggest gains in NPS were seen among women, 18- to 24-year-olds and Caucasian riders



Net Promoter Score

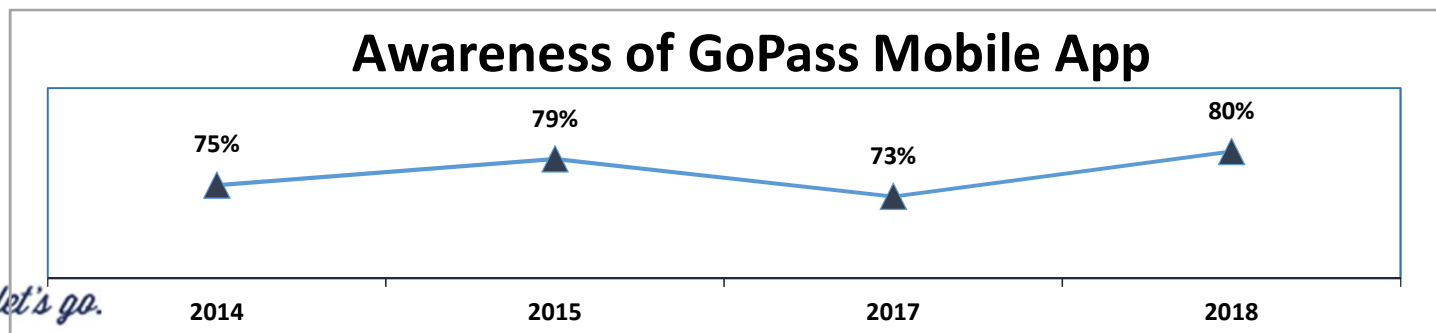
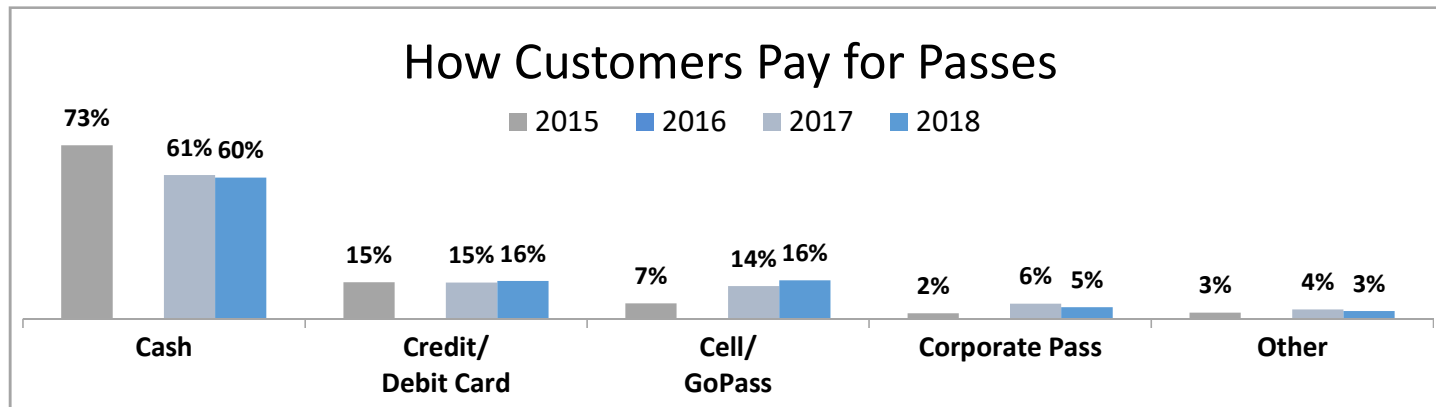




GoPass Reporting

GoPass Awareness







- GoPass continues to drive Cash payments declines
 - 80% of customers surveyed are familiar with the GoPass App
 - GoPass usage has more than doubled since 2015



A photograph of a city street scene, likely in Minneapolis, featuring a tram on tracks. The tram is white with 'LEDBETTER' and the number '171' visible. The street is paved with cobblestones and has tram tracks. Buildings with large windows and signs are visible in the background. A yellow rectangular box is overlaid on the center of the image, containing the text 'FY2019 Activity and Implementation' in bold blue font. A street sign for 'Akard St' is visible on the left.

**FY2019 Activity and
Implementation**

FY2019 Activity and Implementation

 Timeliness	 Cleanliness	 Communication
 Safety/Security	 Customer Service	 Convenience







- LRT Customer Satisfaction Efforts
 - New Survey 123 data collection app providing real time information
 - Late arrivals, early departures, break downs, train interior condition, etc.
 - Working with training to enhance operator training
 - Potential procurement of a LRV simulator to help train operators
 - Weekly meeting to discuss customer complaints, train delays, and other service disruption and reliability issues, and working with Engineering services to resolve them
 - Pilot program to install digital head-signs on LRV's

FY2019 Activity and Implementation

 Timeliness	 Cleanliness	 Communication
 Safety/Security	 Customer Service	 Convenience

- Bus Customer Satisfaction Efforts
 - October 2018 - Zonar electronic pre-trip system will alert the maintenance team when there is a vehicle issue while it is in service
 - Reduce road calls by swapping out buses in service before they shut down
 - 2019 - OTP goal is raised to 83%
 - 2019 –Increase engagement of our operators about our activities, events, and new products
 - Working with planning to install more bus shelters, benches and solar lights at bus stop locations

FY2019 Activity and Implementation

 Timeliness	 Cleanliness	 Communication
 Safety/Security	 Customer Service	 Convenience

- Capital Design and Construction
 - Late FY 2018 – Installed a CCTV display monitor at West End Station
 - 2nd Quarter 2019 – Addition of Lighting at Convention Center Station
 - 3rd Quarter 2019 – Addition of Lighting at West End Station
 - 4th Quarter 2019 – Complete Design and Issue New Solicitation for Construction Services for Improvements at West End Station, West Transfer Center, Rosa Parks Plaza, and Union Station:
 - CCTV display monitors, lighting, blue light phones

FY2019 Activity and Implementation

 Timeliness	 Cleanliness	 Communication
 Safety/Security	 Customer Service	 Convenience

- Marketing and Communications Efforts
 - 2nd Quarter 2019 - Deployment of GoPass 3.0
 - 2nd Quarter 2019 – Expansion of GoLink micro-transit
 - Late FY 2018 - Added a fourth Operations Communication Liaison (OCL) enabling coverage to extend to Saturday and Sunday -7a to 5p
 - Deployment of interactive intelligent Kiosk across our rail stations, transit centers and other key locations
 - 4th Quarter 2019 – Implementation on development of the new DART website

Questions?



DART.org