



Safety/Security Survey Results

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August 14, 2018



Agenda

- Methodology
- Topline
- Presence
- Amenities
- Say Something App
- Conclusion

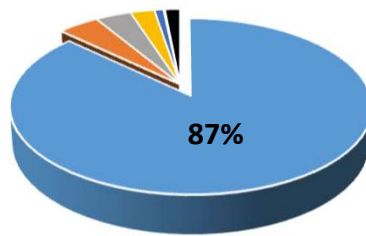
Description/Methodology

- This report represents the 3rd survey measuring the impact and change of DART's safety/security initiatives
 - November 2017
 - February 2018
 - June 2018
- Surveys were conducted online;
 - DART corporate sales – Business and Students
 - Online Panel
 - DART Staff (Internal)
- New for the June survey
 - Intercepts at the West End (in person)

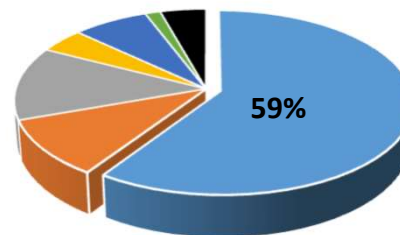
Description/Methodology

- Slightly less than 1500 people responded to the survey
 - The Business Rider represents the largest population of respondents and regular riders

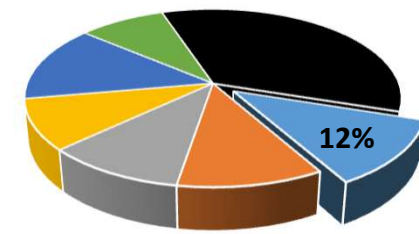
Business
(655)



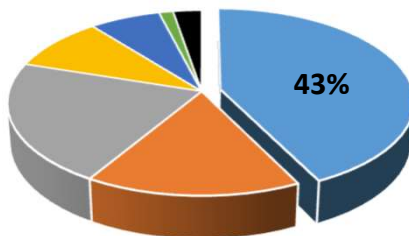
Internal
(69)



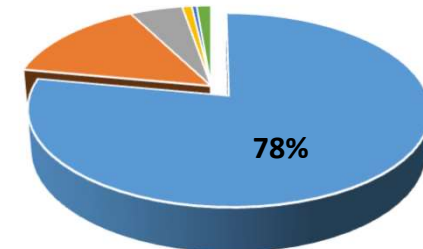
Online Panel
(424)



Education
(75)

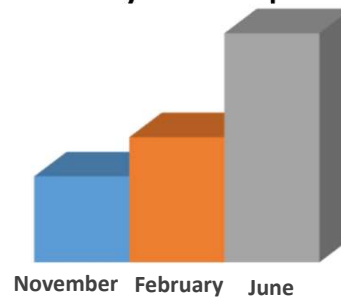


West End
(222)



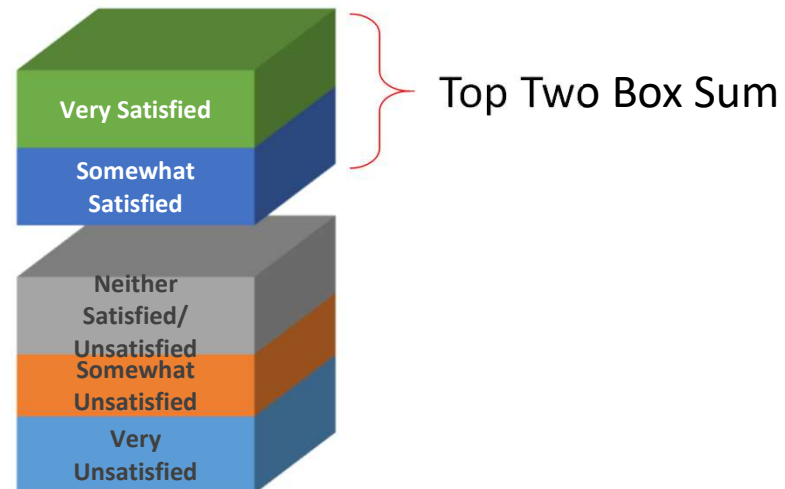
Description/Methodology

- Research Survey Scoring
 - Comparison of three survey data points
 - November 2017
 - February 2018
 - June 2018



- Scores represent “Top Two Box” across a five point scale

- Example



A photograph of a yellow and white bus with the number 41041 parked on a city street. The bus is the central focus, with its front and side visible. The background consists of several tall, modern skyscrapers under a cloudy sky. The entire image is overlaid with a semi-transparent blue filter. A yellow rectangular border is drawn around the text area.

Topline Results

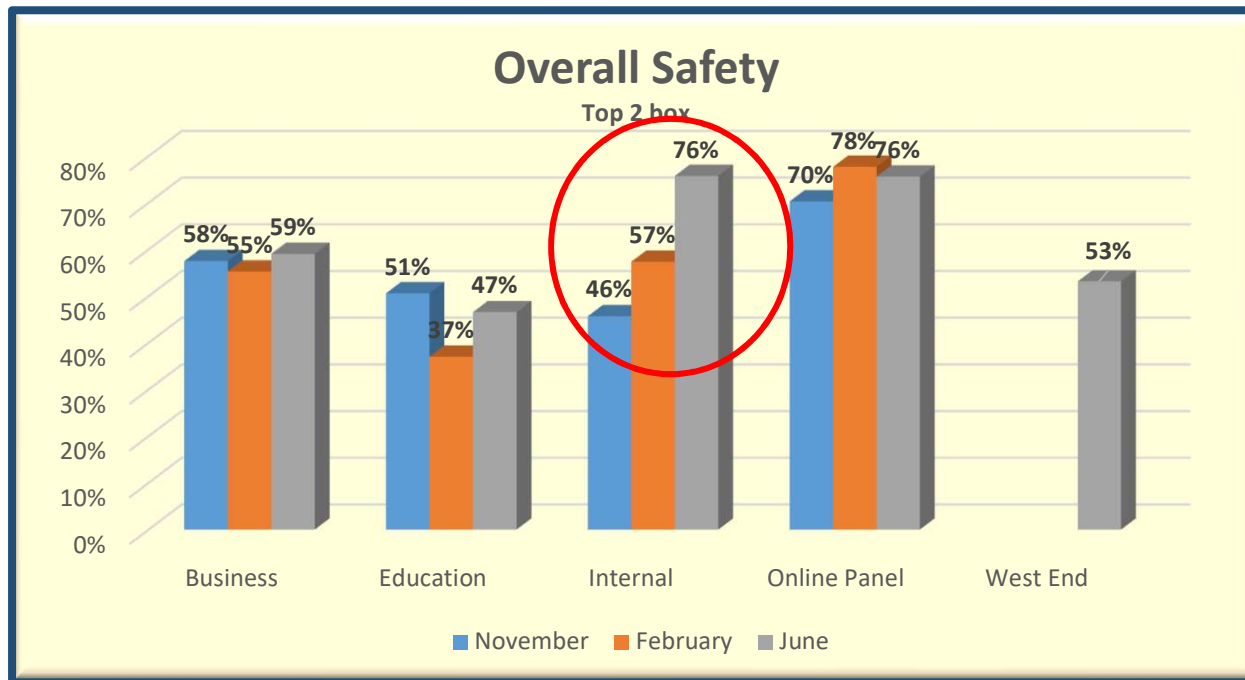
Topline Summary

- Customer perceptions regarding Safety/ Security have increased
 - The result gains support DART’s efforts and focus
- Specific areas regarding **Presence** at stations and trains have increased significantly
 - Overall Safety perception measurements, as expected, has been a little slower to respond than specific measures
- **Improved amenities** have shown increases but is expected to continue to increase as DART continues to drive modifications



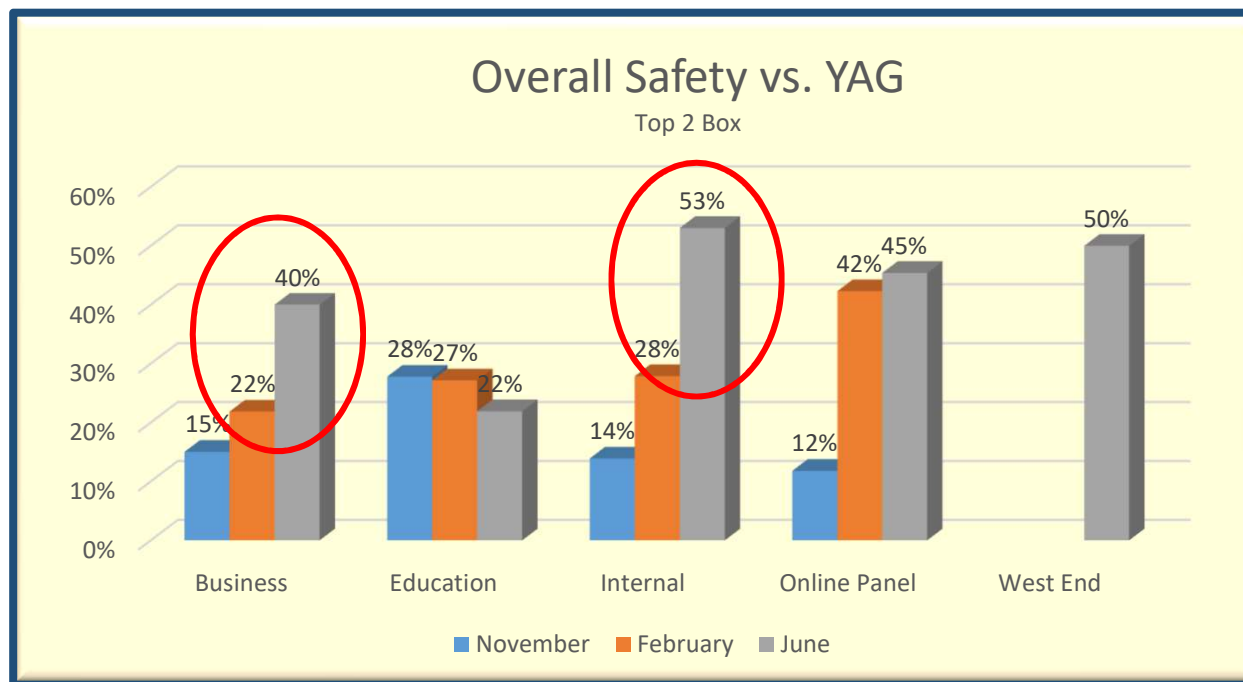
Safety Perception

- Overall Safety perceptions have increased with DART staff showing the most significant increases



Overall Safety Perception vs. YAG

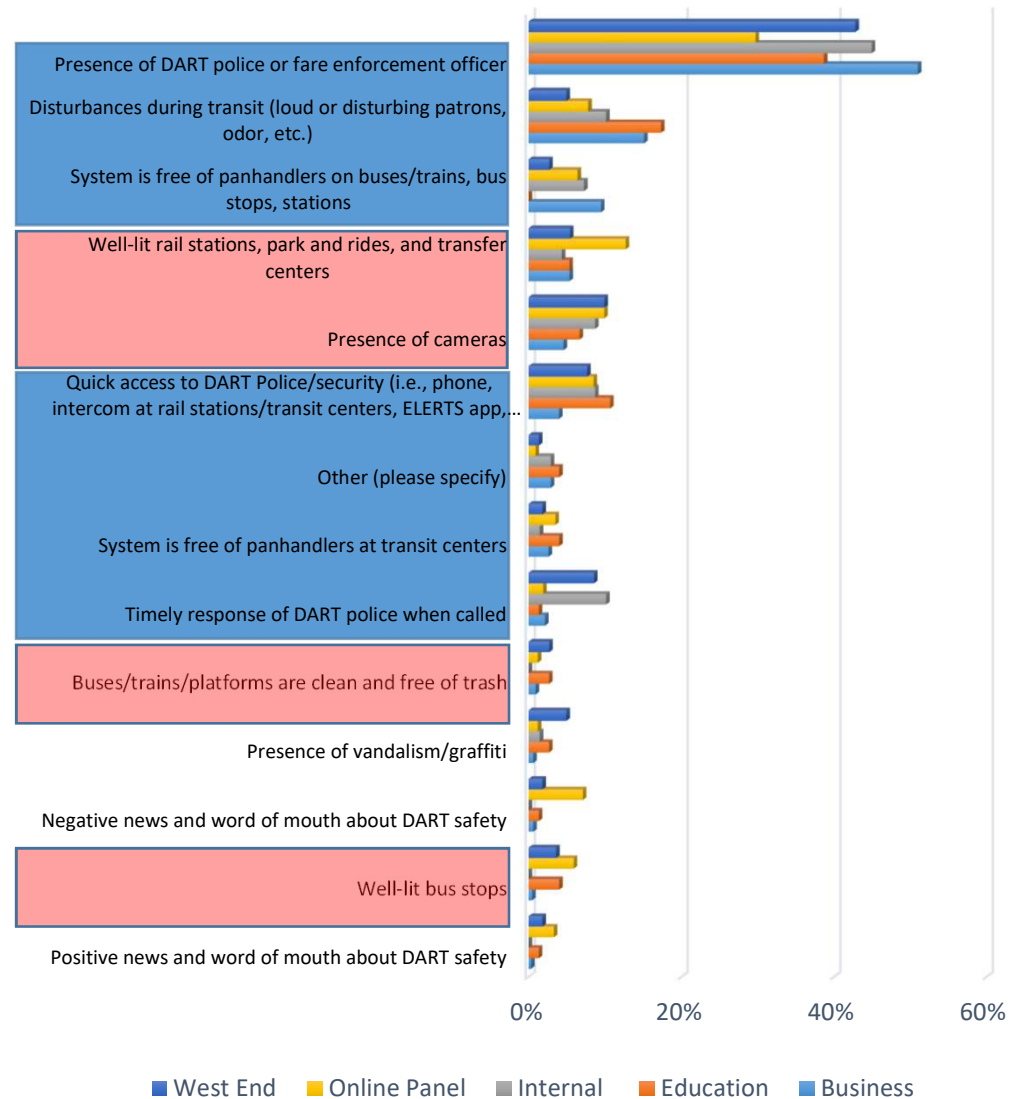
- When asked about perceptions versus a year-ago, most groups increased significantly over the past two surveys
 - The West End target was second to the Internal segment at 50%



Forced Choice - #1 Factor Affecting Safety

- The two opportunities are consistent with DART's focus
 - Presence
 - Amenities

Single Most Important Factor Affecting Safety/Security

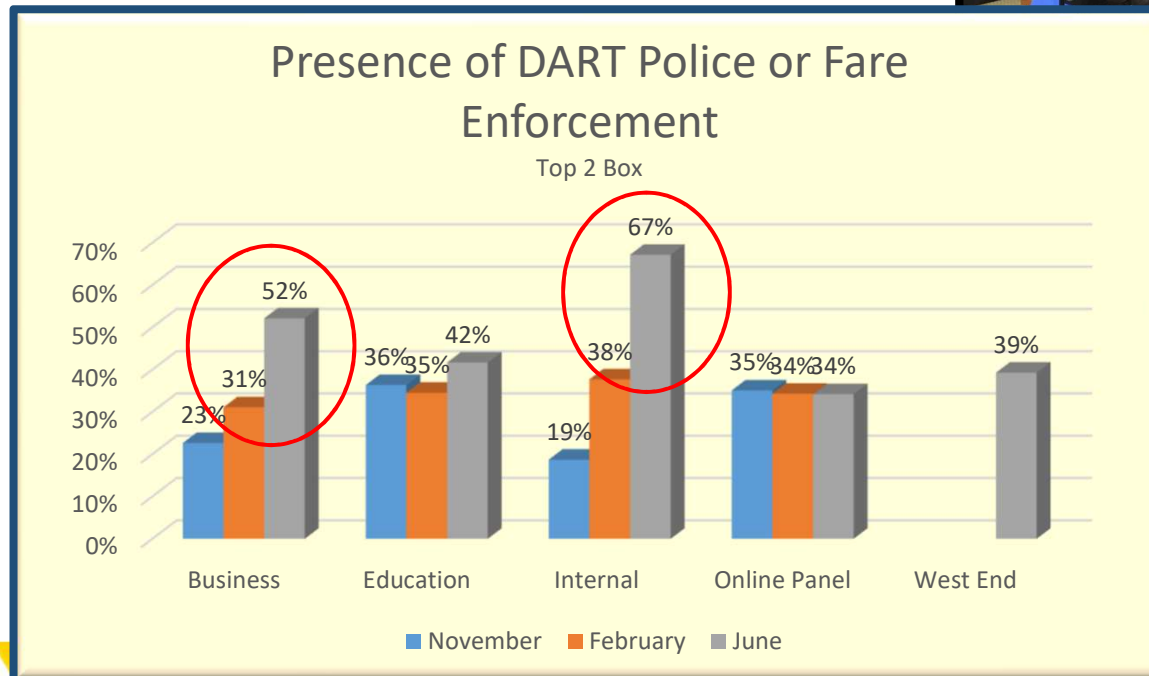




Presence

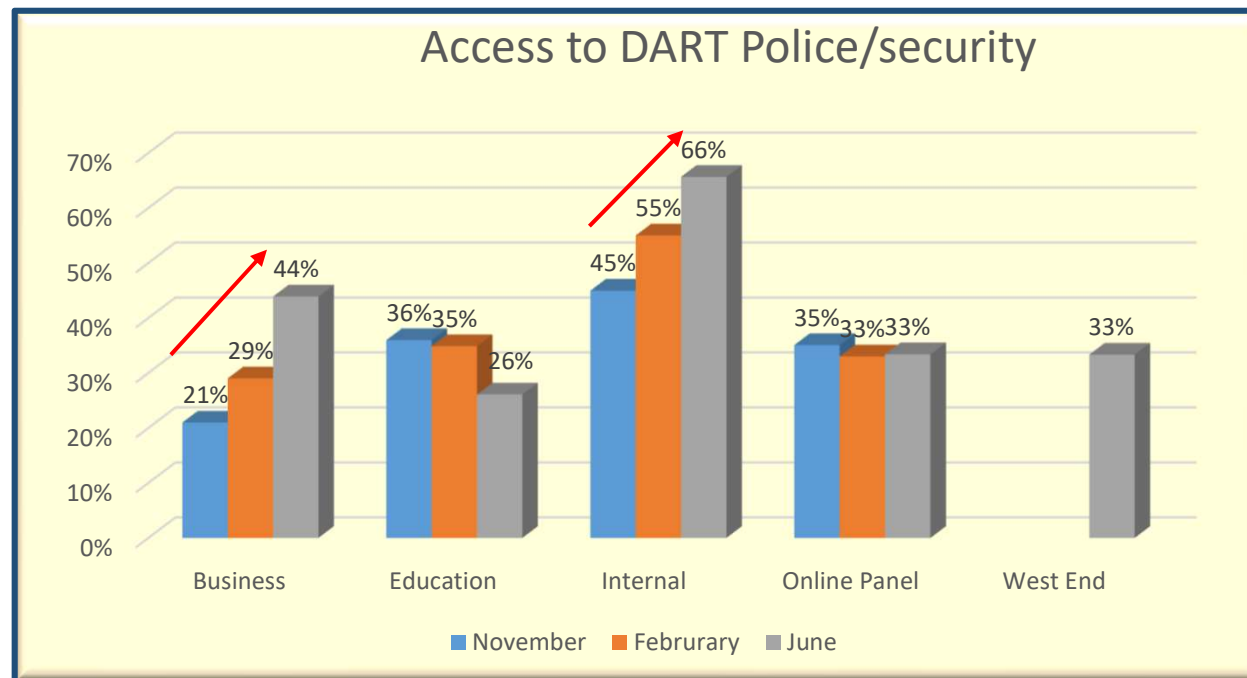
Presence of DART

- June results showed significant gains among Business and DART staff
 - Students also reported an increase in perceived presence



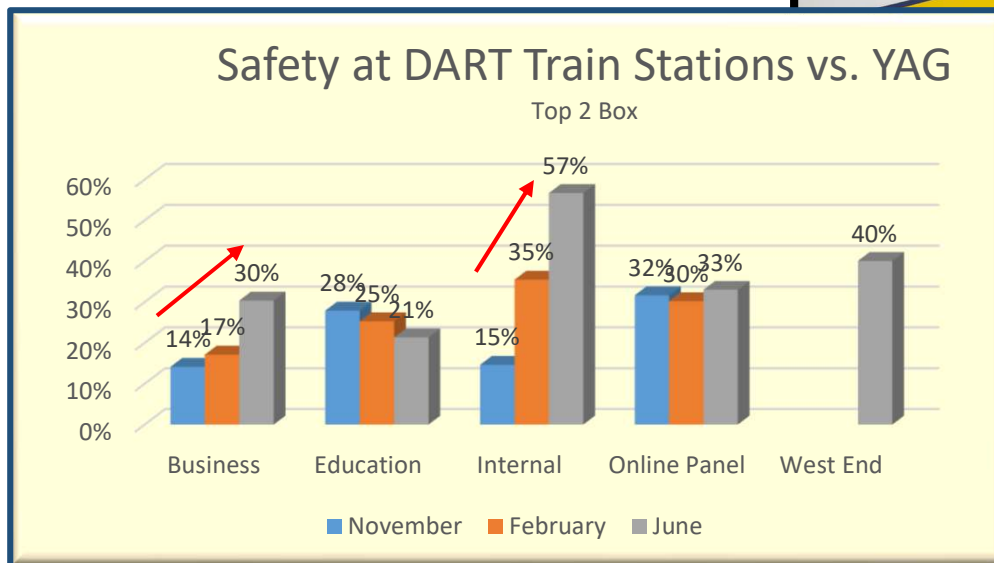
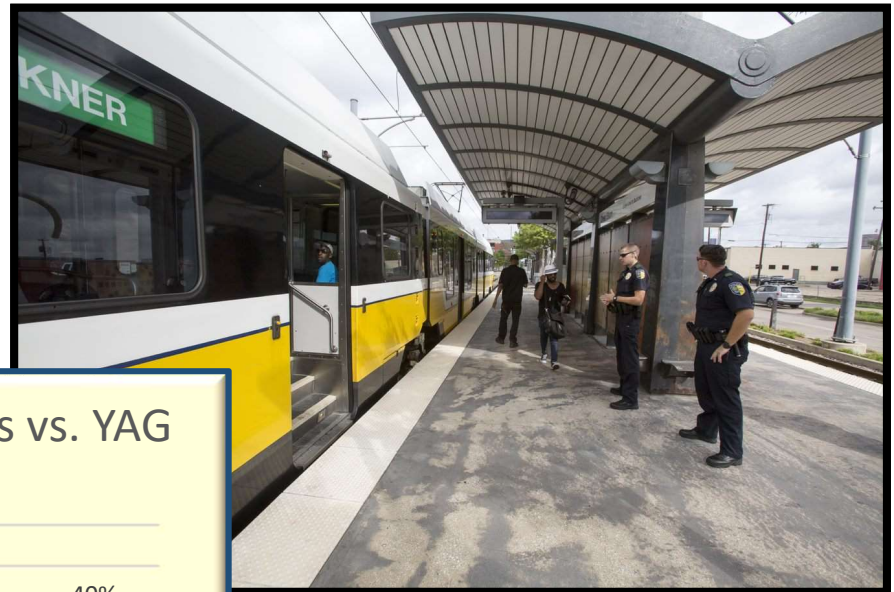
Access to DART Police/Security

- Business and DART Staff have shown consistent increases in perceived access to DART police/security



Safety at DART Train Stations

- Perceived Safety at DART train stations increased significantly for Business and DART Staff

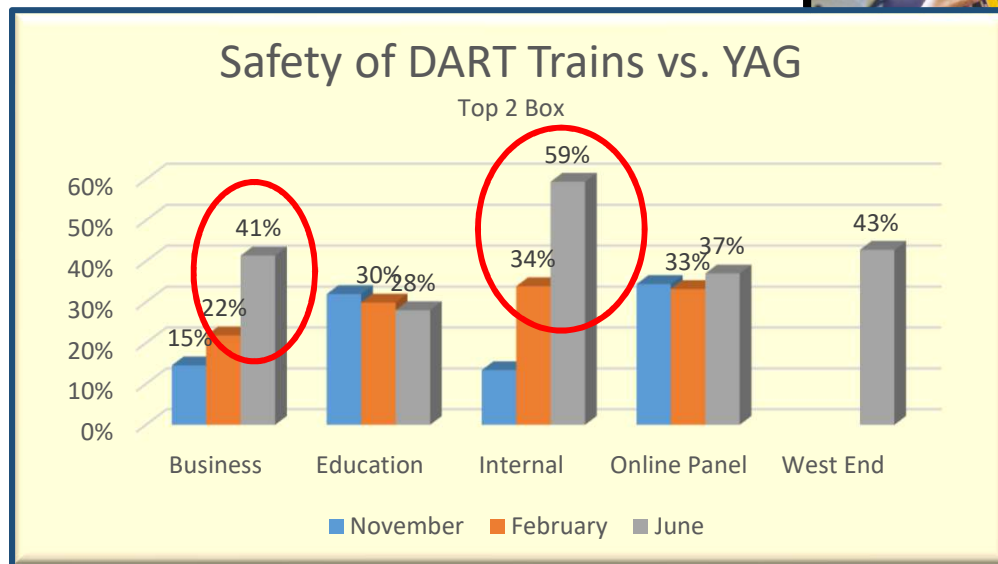
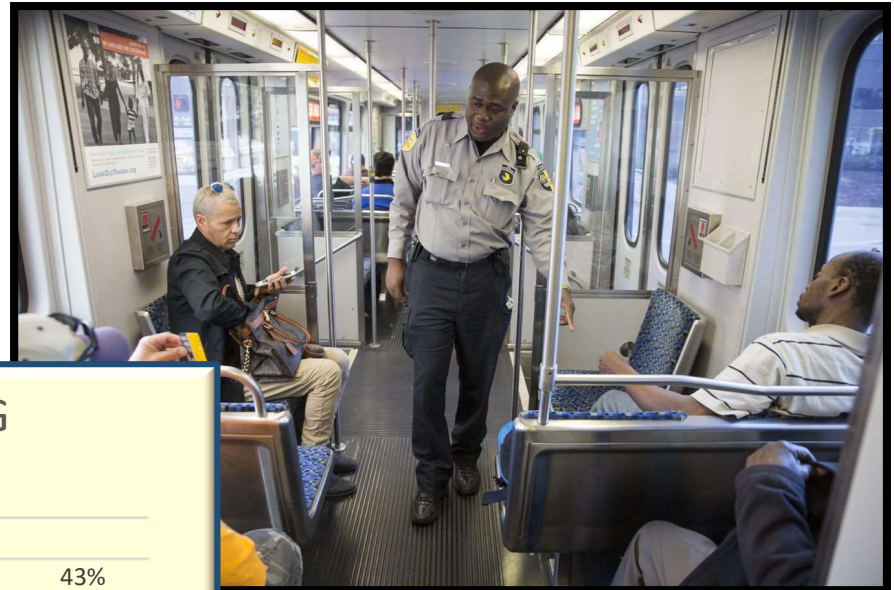


- West End surveyors had the second highest response – 40% felt



Safety of DART Trains

- Perceptions of safety on trains increased significantly in June among the Business sector and Internal

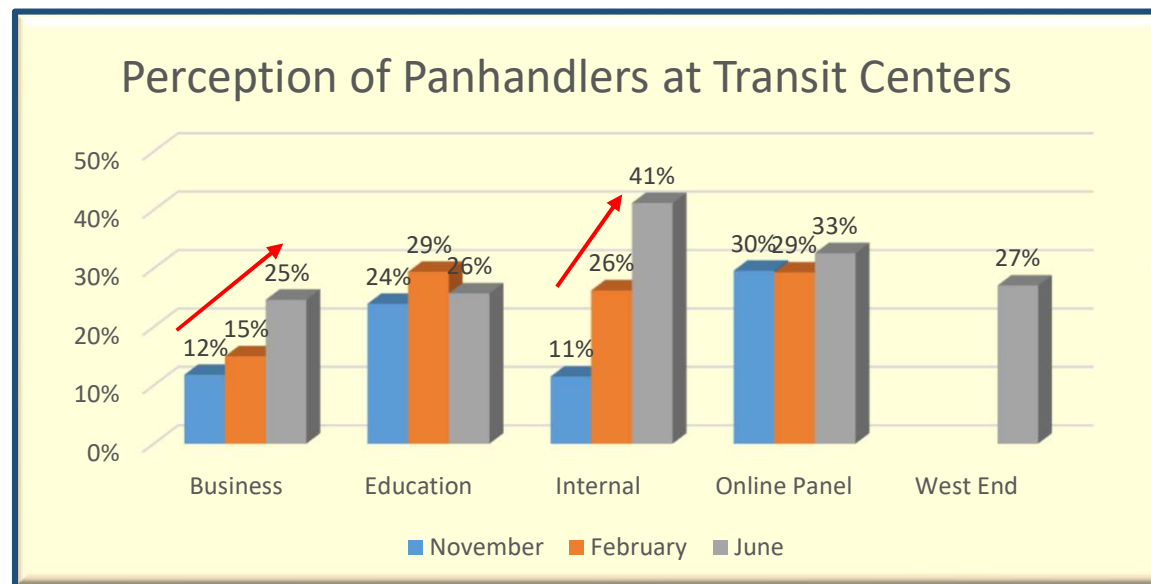


- The West End commuters had the 2nd highest perceptions of safety



Perception of Panhandlers

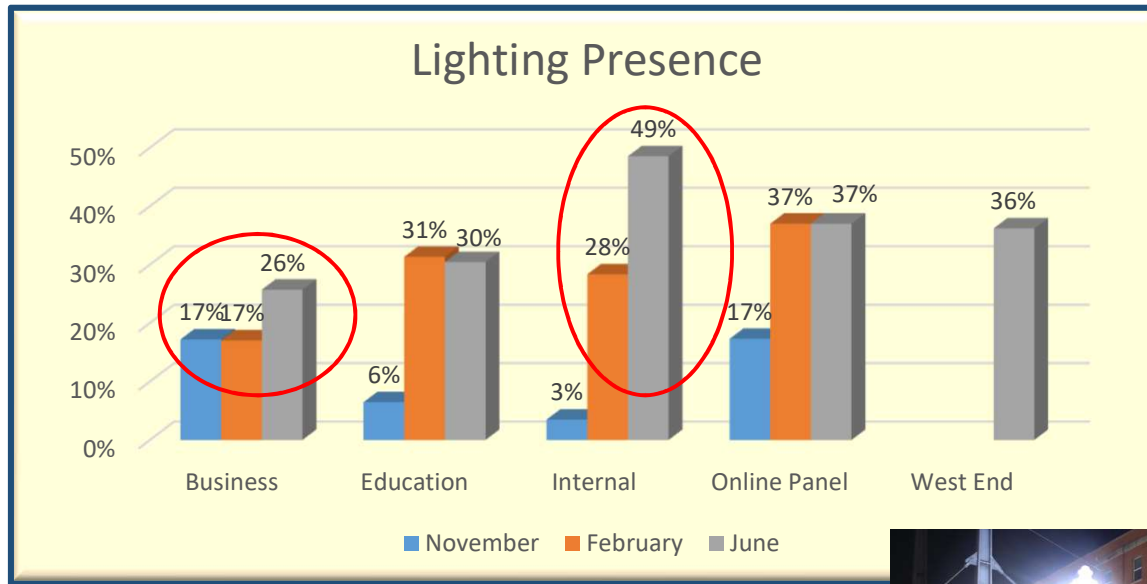
- Perceptions of panhandling has also improved, especially among business and DART staff



A photograph of a city street with a yellow and blue bus in the center. The bus is positioned in a lane, and the street is wet, reflecting the sky. Tall buildings line the street, and a traffic light is visible on the right. A yellow rectangular box is superimposed over the bus, containing the text "Improved Amenities" in a bold, dark blue font. In the background, a sign for "Hunger Action Month" is visible on a building, along with a logo for "Texas Food Bank".

Improved Amenities

Amenities - Lighting



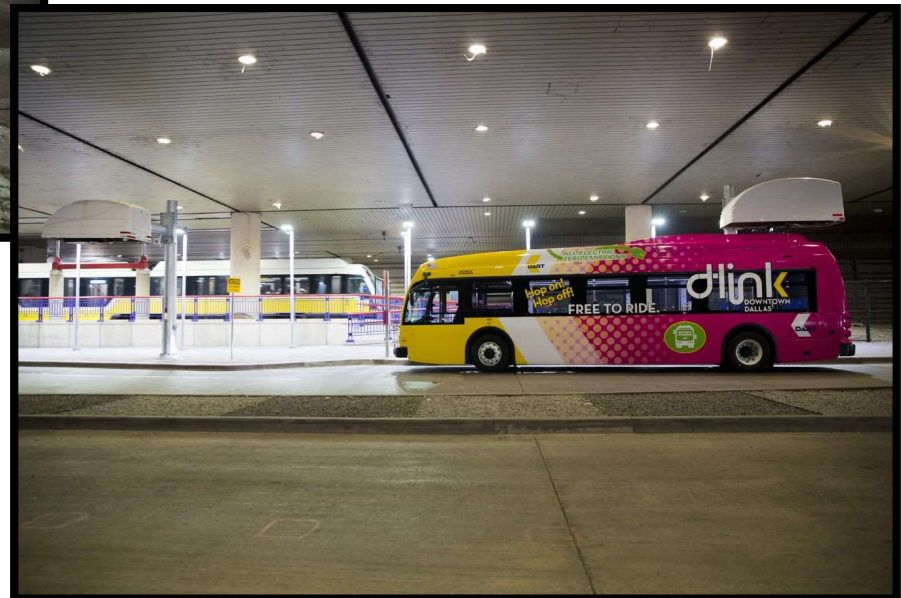
Efforts in West End



- Perception of lighting has shown a 10 pt. gain June vs. February among Business riders

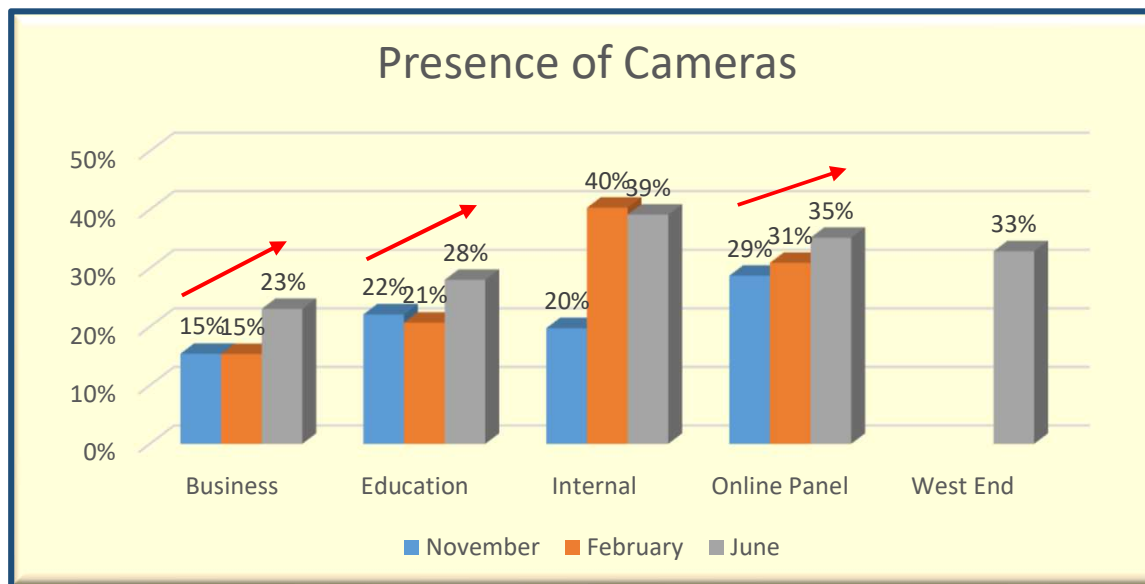


Lighting



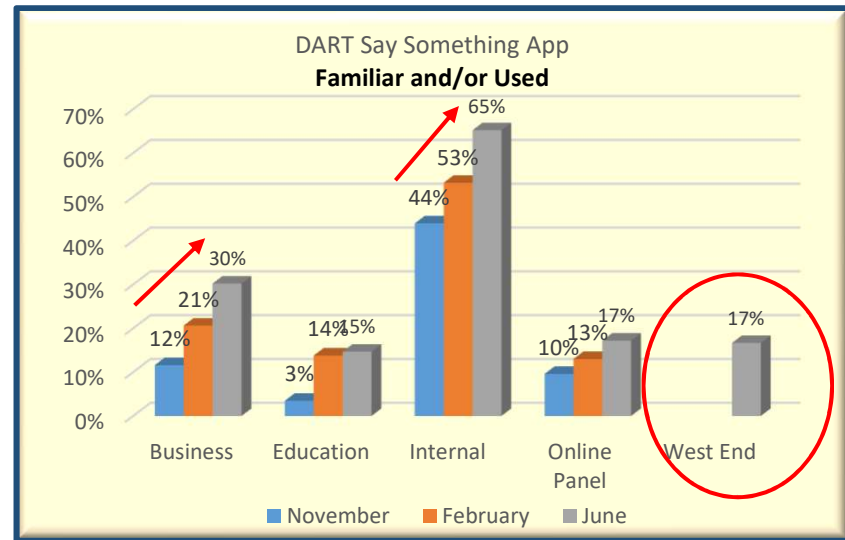
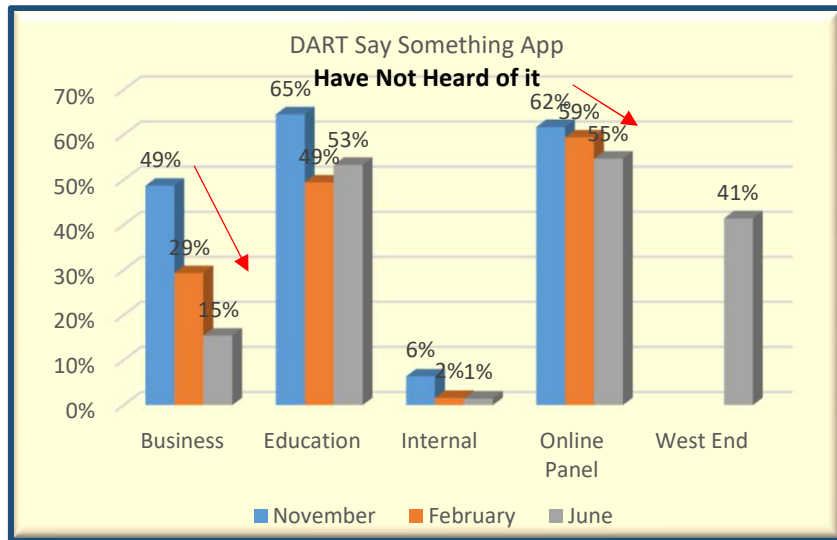
Amenities - Cameras

- Presence of cameras have increased slightly
 - Once the monitors are deployed, there will be a bigger impact on awareness



Say Something App

- Those familiar with the Say Something App continues to increase
 - Opportunity to continue to drive awareness especially among those in the West End



A photograph of a city street with a yellow and white bus in the center. The street is wet and reflective. Tall buildings line the street. A yellow box highlights the word "Conclusions" in the center of the image. In the background, there is a sign for "#HungerActionMonth" and "NFPB.org/NAH" with a logo of a stylized plant. Another sign partially visible says "with Texas food bank."

Conclusions

Next Steps

- Safety Security awareness blitz focus tied to State Fair activity
- Continued effort against the “Say Something” App downloads
- Rotate the “Respect the Ride” Safety Security Campaign
- Highlight the cameras and supporting monitors for deployment
- On board communication for the new texting and train id numbers deployed



