



Customer Satisfaction Survey - 2024

Bus and Trolley Customer Survey Final Report
April 25, 2025



Contents

- ❖ Methodology – Sampling Plan
- ❖ General Overview
- ❖ Customer Characteristics
- ❖ Customer Opinions
- ❖ Customer Importance Factors
- ❖ Demographic Crosstabulations

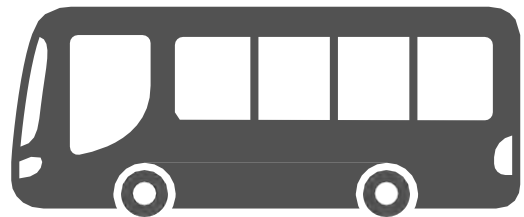
Methodology

Bus and Trolley



20 days in the field

Nov 9 - 28, 2024



Targeted customers riding or waiting for the bus/trolley throughout the day on weekdays, Saturday, and Sunday to obtain a representative sample based on latest MTS ridership data.



Surveyed every 4th customer to ensure random sampling.

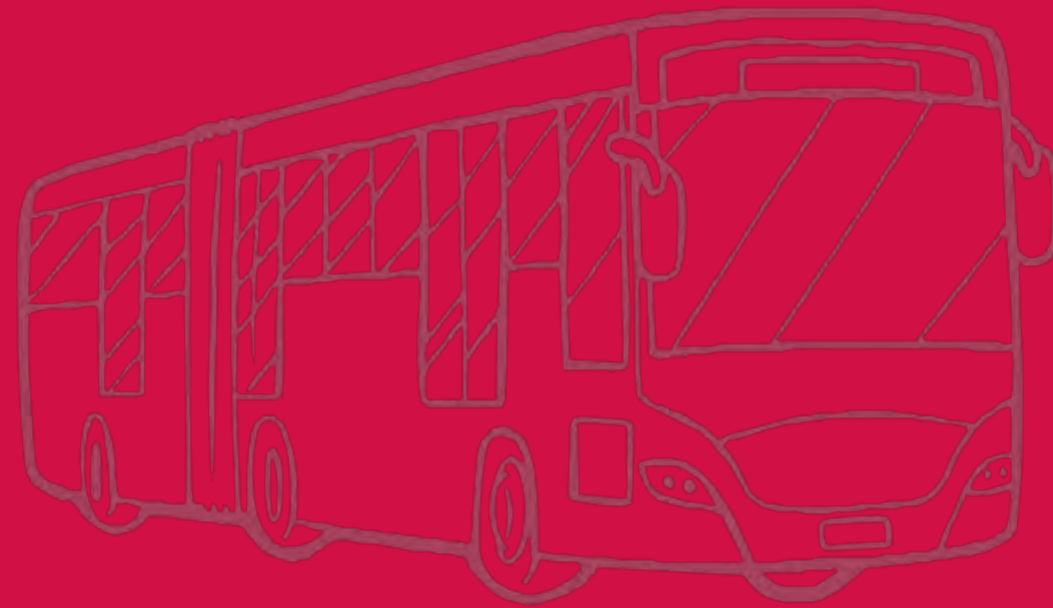
Administered by trained surveyors using paper questionnaires.



Bus	Trolley
1,987 completed surveys	1,778 completed surveys
+/-2.2% at the 95% level of confidence	+/-2.4% at the 95% level of confidence

4

General Overview



Key Highlights

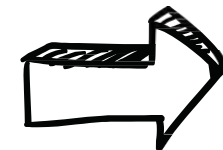
- ❖ **MTS' ridership is diverse and helps many people get to important destinations including work and school**
- ❖ **Outstanding Performance Metrics –** MTS rated higher than the National Average in every area tested!
- ❖ **Strengths –** travel time, convenient location of routes & stops, frequency of service, operating at the times that riders need
- ❖ **Areas of Opportunity –** safety onboard buses/trolleys, safety while waiting at stops/stations, cleanliness

Bus Results Overview

83% of riders are overall satisfied with bus service.

87% of riders believe the MTS system provides value to the community.

riders are **MOST** satisfied with...

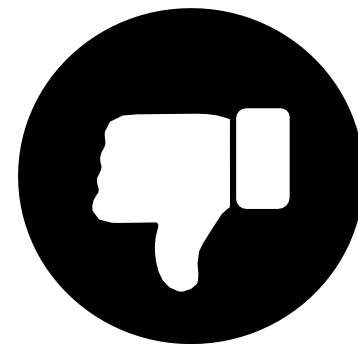


MTS system provides value to the community (86%)



Bus drivers operate the vehicle safely (85%)

riders are **LEAST** satisfied with...



Cleanliness of buses (54%)



Safety & security waiting for bus (61%)

Top Most Important Elements of Bus Service to riders

1. Safety while waiting
2. Safety while riding
3. Bus Cleanliness
4. On-Time Performance

Trolley Results Overview

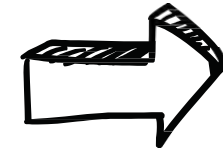
82% of riders are overall satisfied with trolley service.

85% of riders believe the MTS system provides value to the community.

riders are **MOST** satisfied with...



Trolley operating on the days that I need them (89%)



Trolley driver operates the vehicle safely (87%)

riders are **LEAST** satisfied with...



Cleanliness of Trolley (53%)



Cleanliness of Trolley stations/stops (54%)

Top Most Important Elements of Trolley Service to riders

1. Safety while waiting
2. Safety while riding
3. Trolley Cleanliness
4. On-Time Performance

Customer Characteristics

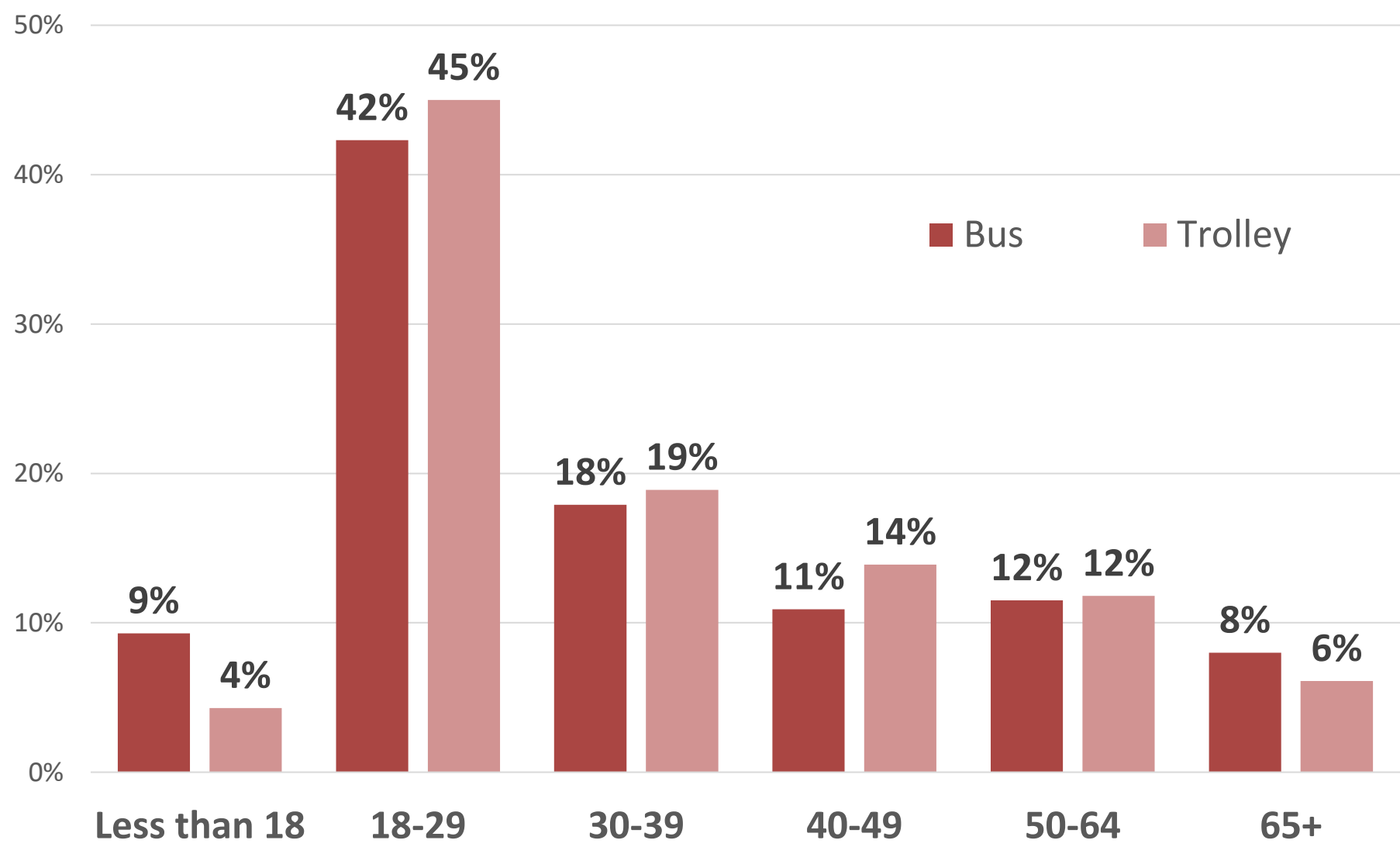
Bus/Trolley

Customer Characteristics – Age & Race/Ethnicity

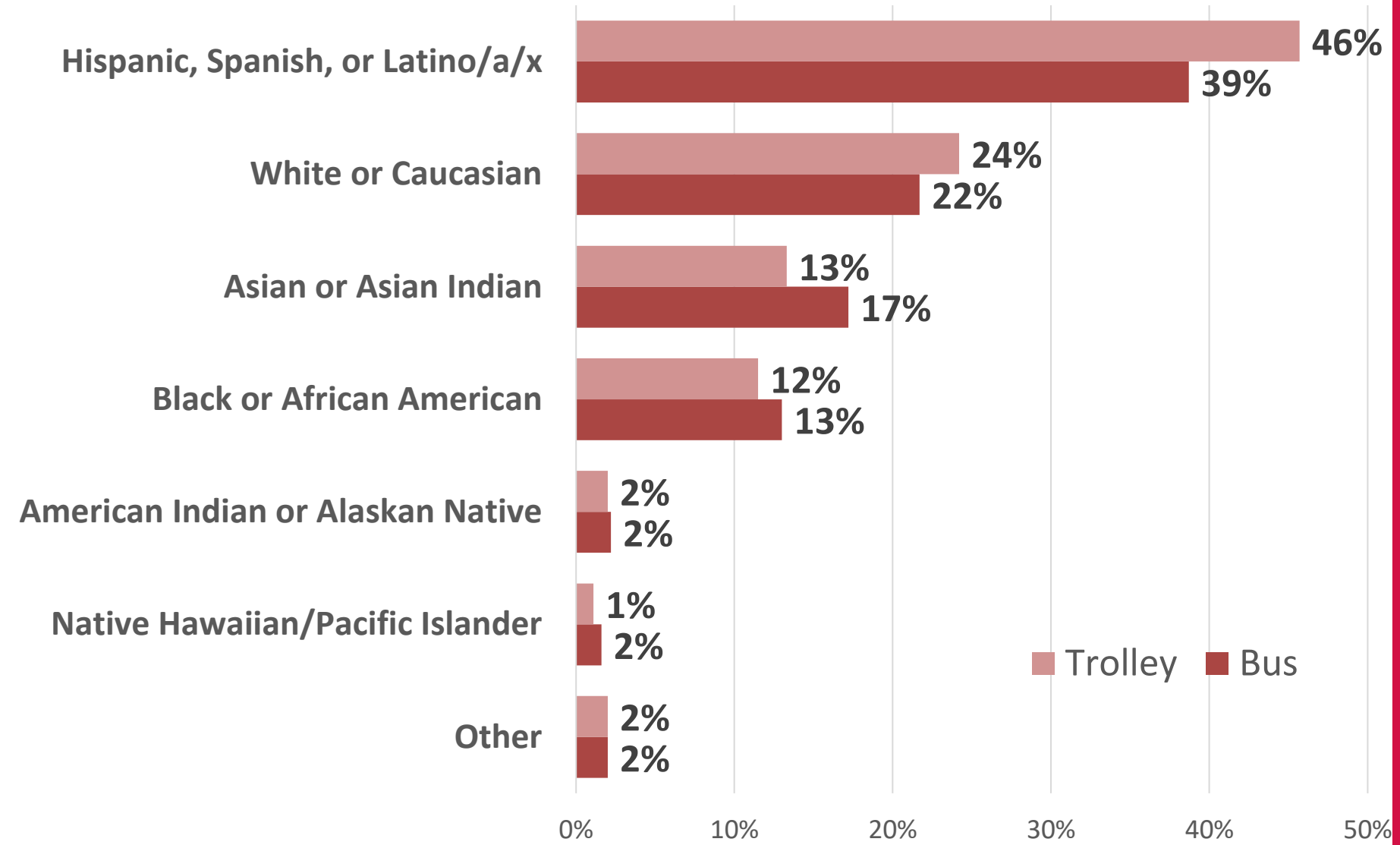


- 42% of Bus riders are between 18 and 29 years old. 46% of Bus rider identify as Hispanic, Spanish, or Latino/a/x.
- 45% of Trolley riders are between 18 and 29 years old. 39% of Trolley riders identify as Hispanic, Spanish, or Latino/a/x.

What is your age?



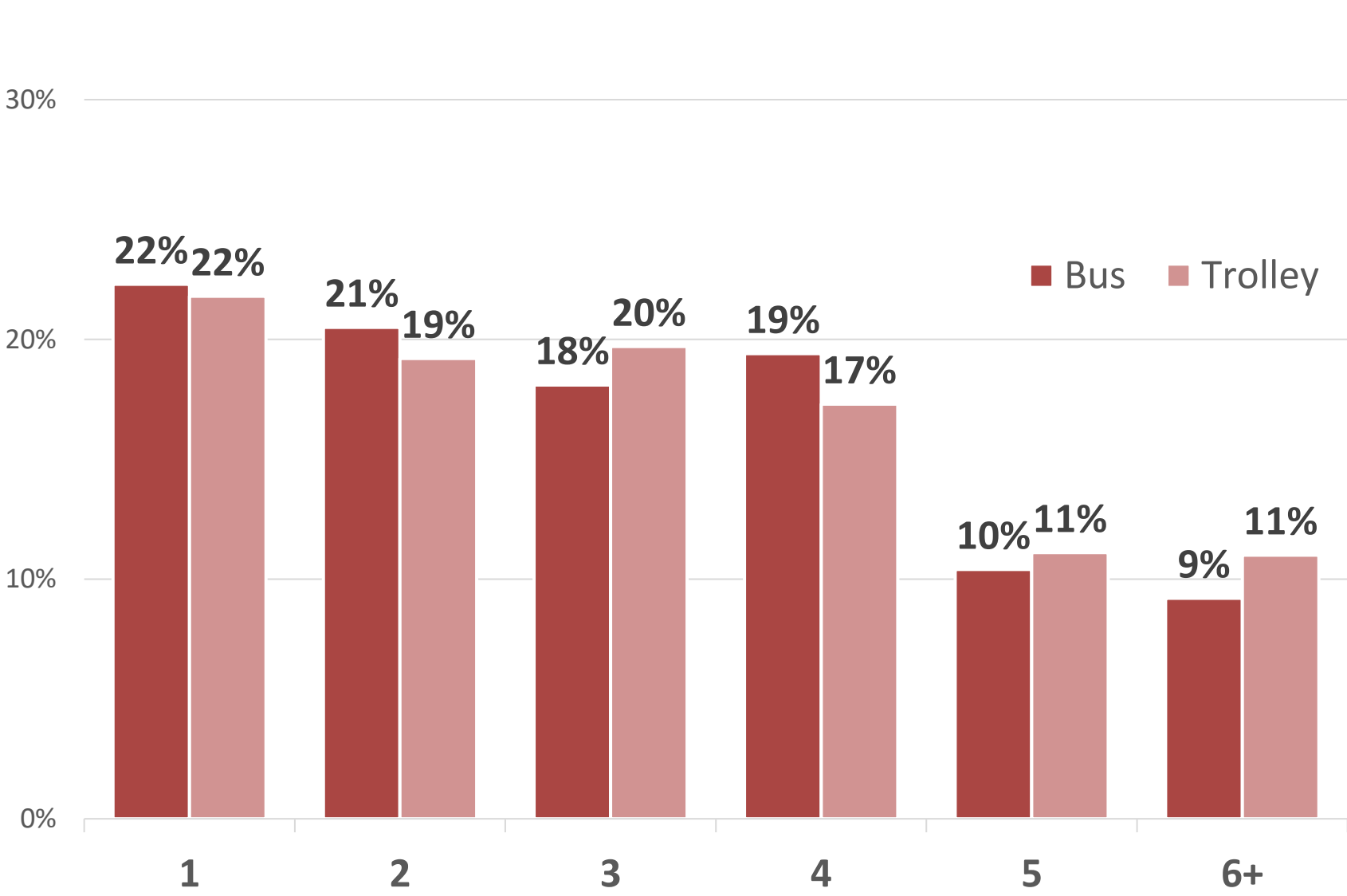
What category best describes your race or ethnicity?



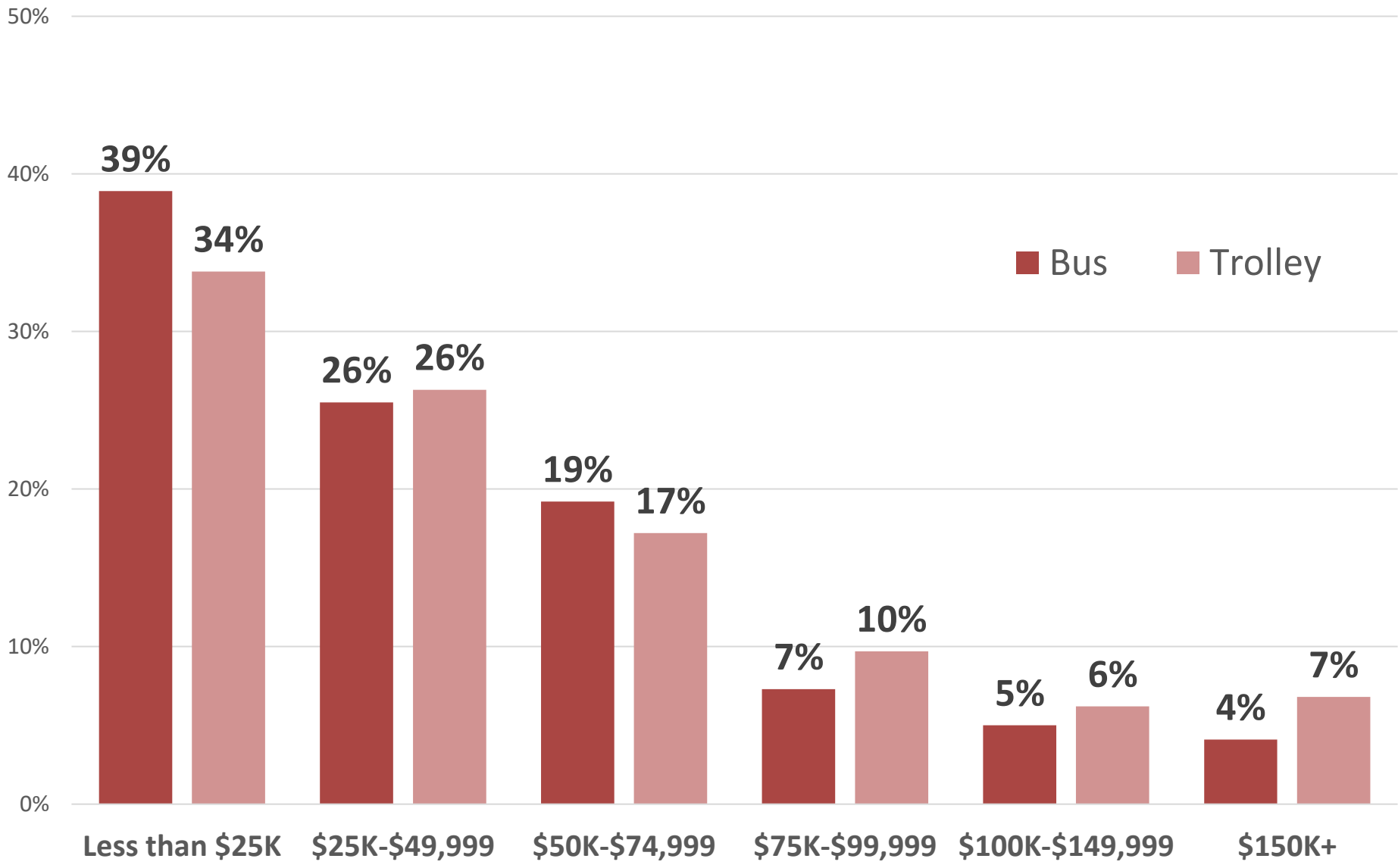
Customer Characteristics – HH Size & Income

- 43% of Bus riders live alone or with one other individual. 39% of Bus riders make less than \$25,000.
- 41% of Trolley riders live alone or with one other individual. 34% of Trolley riders make less than \$25,000.

Household size



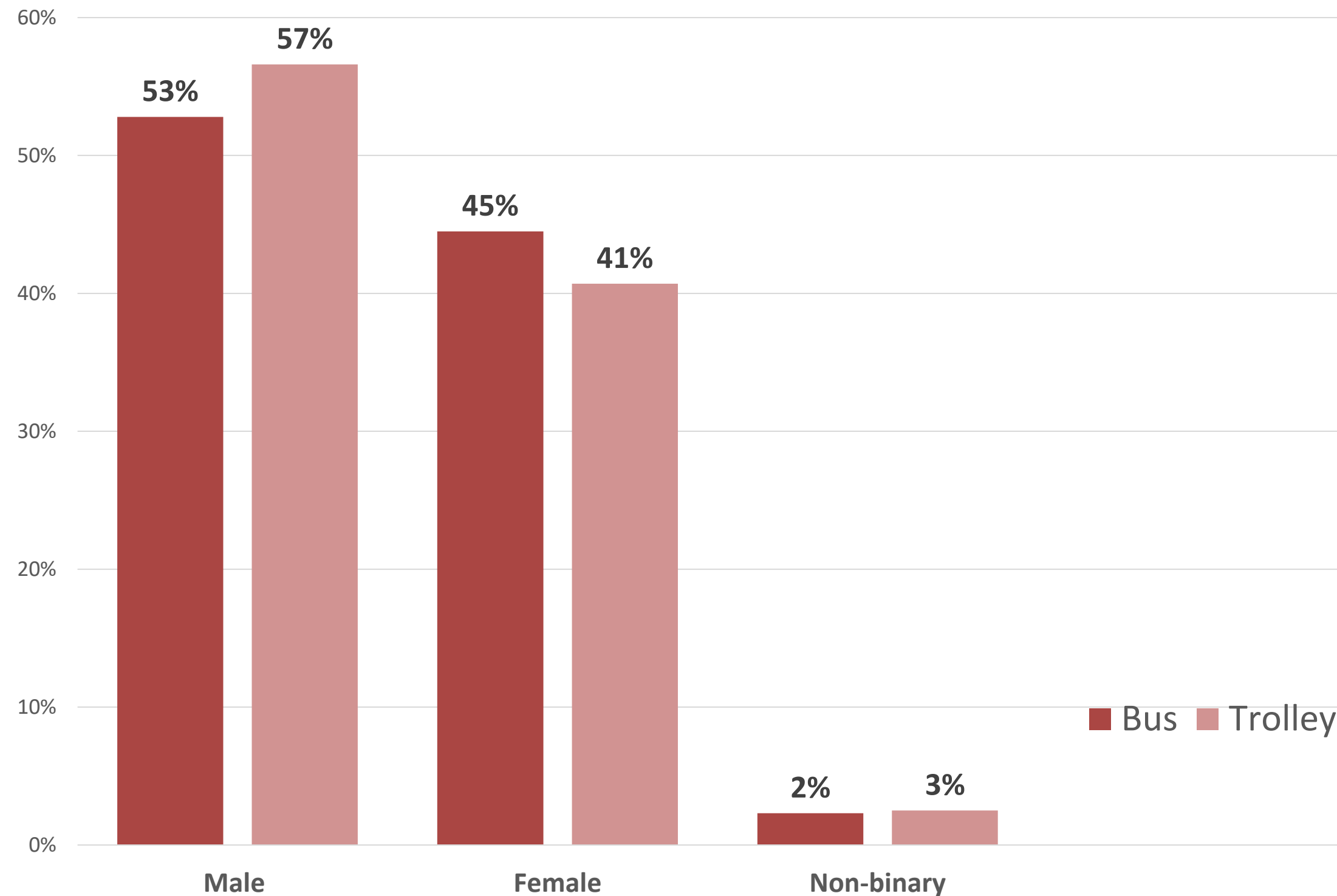
What category best describes your total annual household income?



Customer Characteristics- Gender

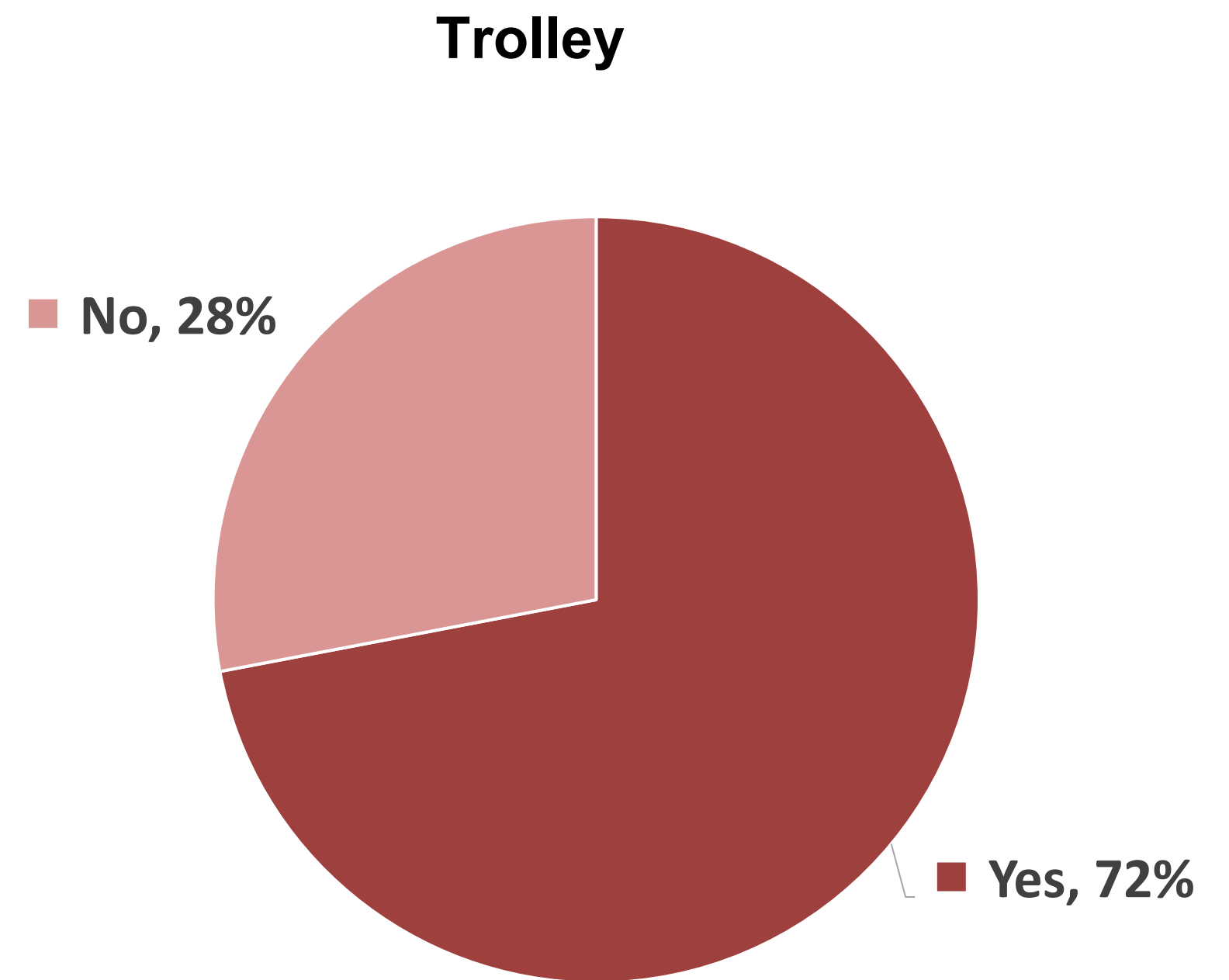
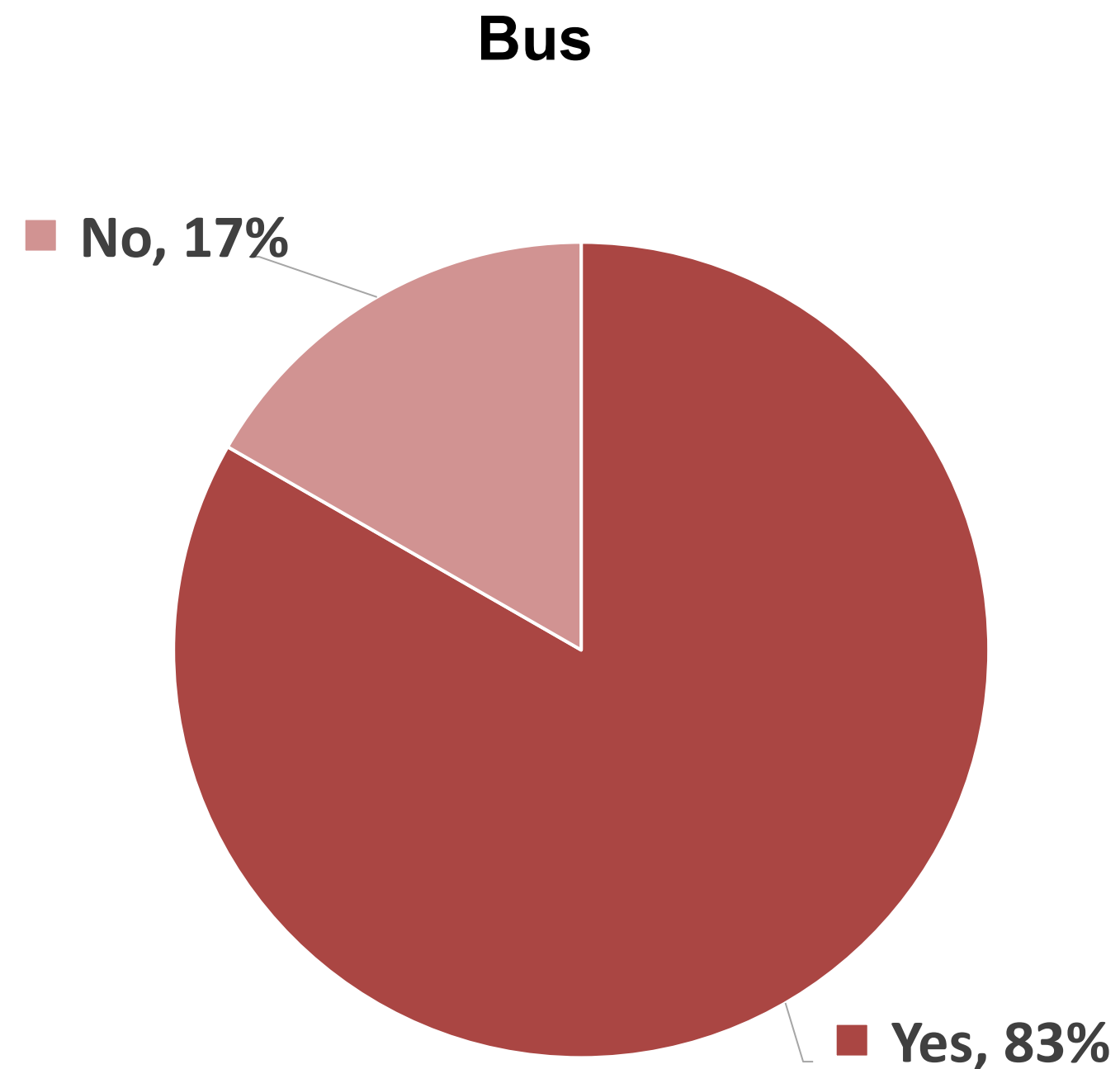
What is your gender?

Those who identify as male make up a larger demographic of riders with 53% on bus and 57% on trolley.



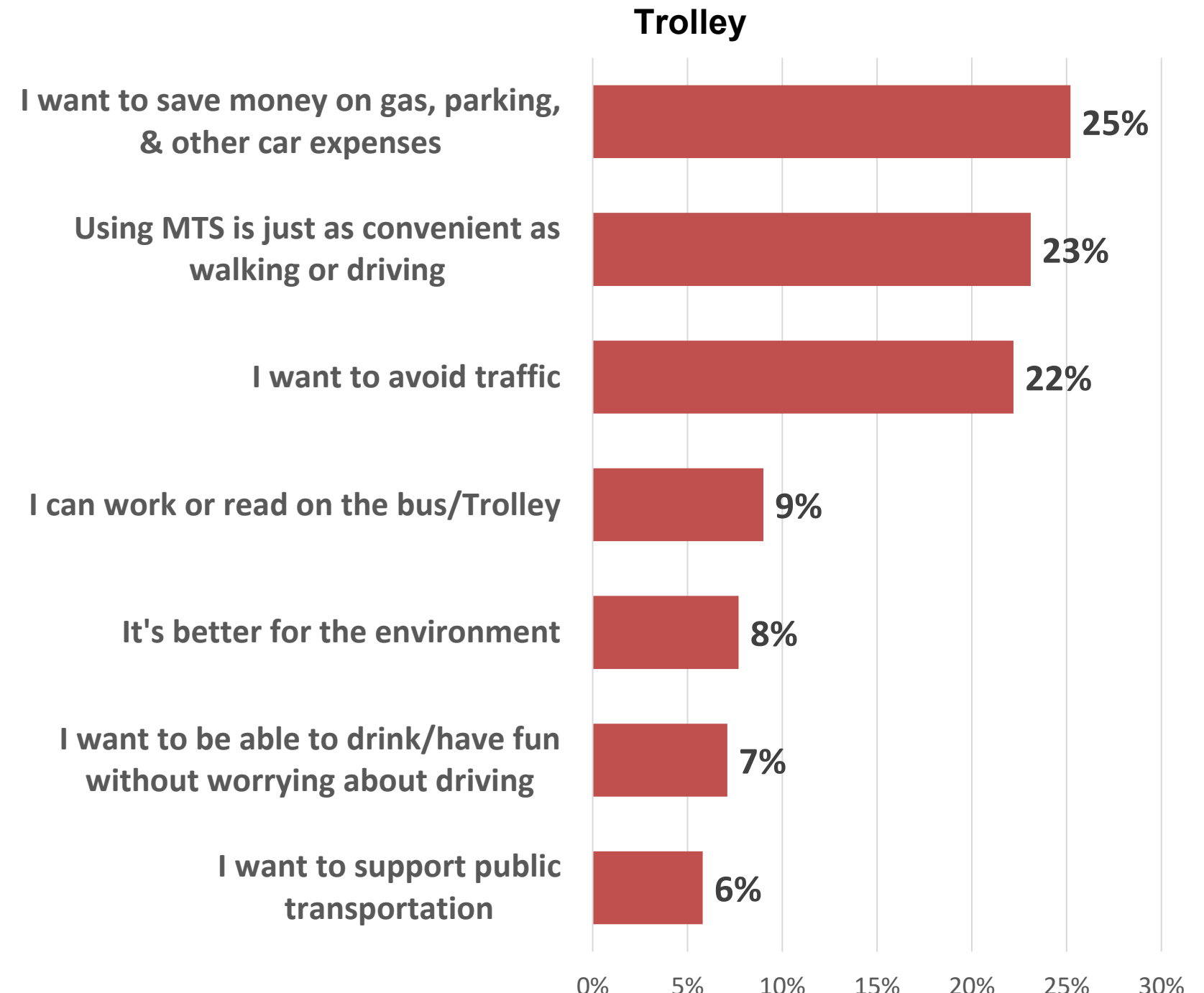
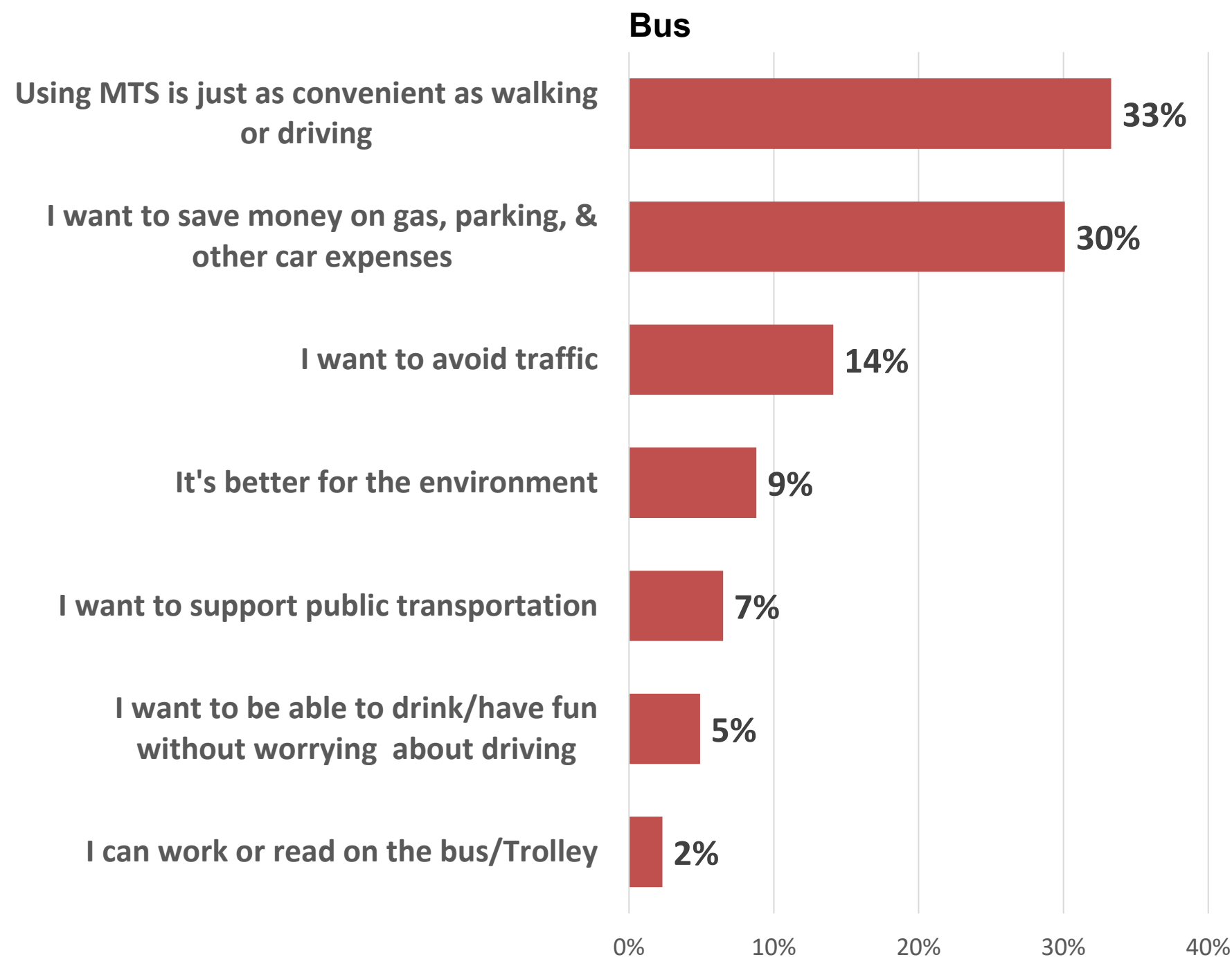
MTS Dependency

83% of Bus riders and 72% of Trolley riders stated they were dependent on using MTS services to get to/from their destinations.



Reason for MTS use – Not Dependent

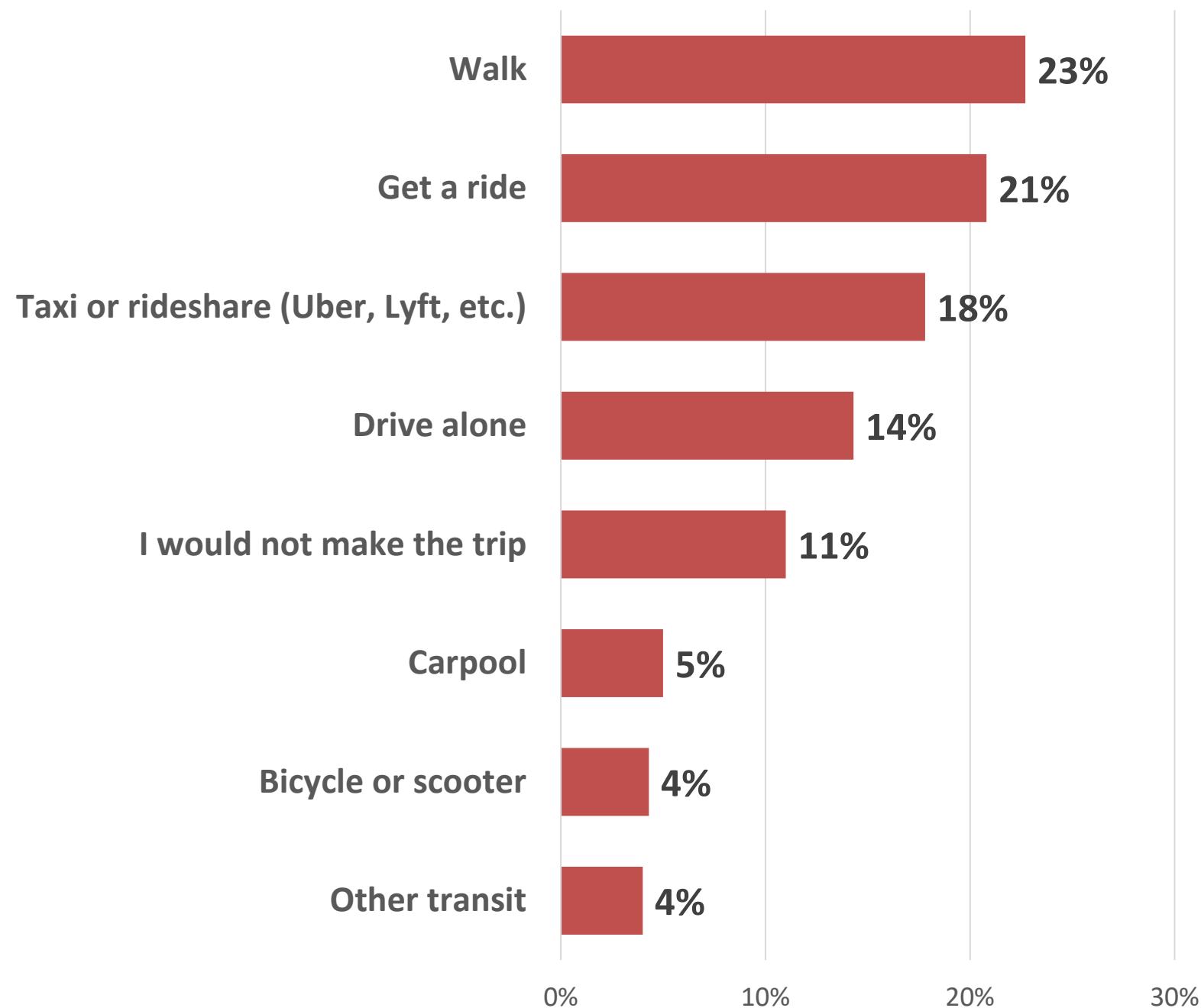
- 33% of Bus users stated using MTS is just as convenient as walking or driving, followed by 30% saying they want to save money on gas, parking, and other car expenses.
- 25% of Trolley users stated they want to save money on gas, parking, and other car expenses, followed by 23% stated using MTS is just as convenient as walking or driving, followed by 30% saying.



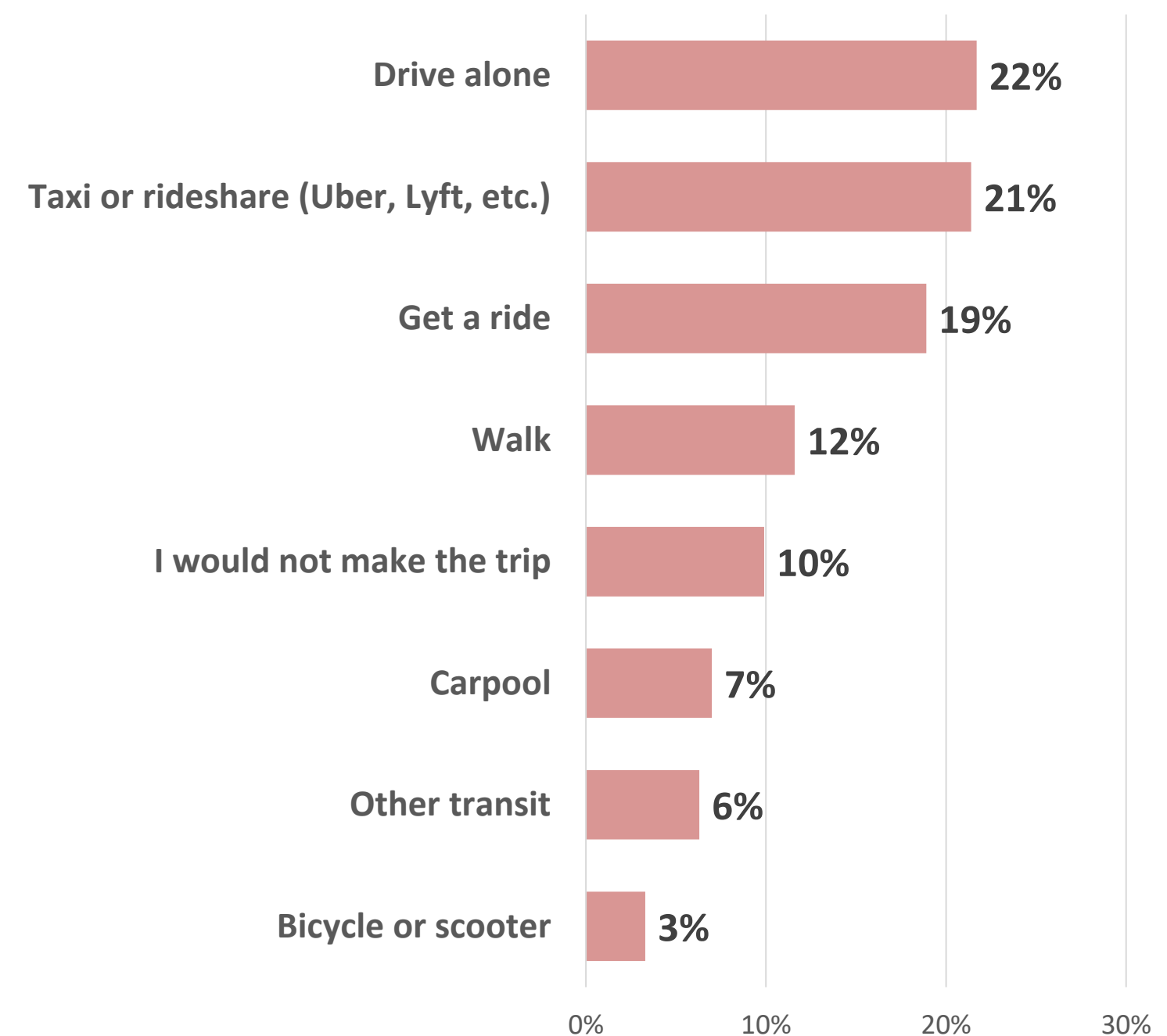
Trip Alternatives

- 23% of Bus users stated they would walk if transit was not available, followed by 21% saying they would get a ride.
- 22% of Trolley users stated they would drive alone if transit was not available, followed by 21% saying they would use a taxi or rideshare(Uber, Lyft, etc.)

Bus



Trolley

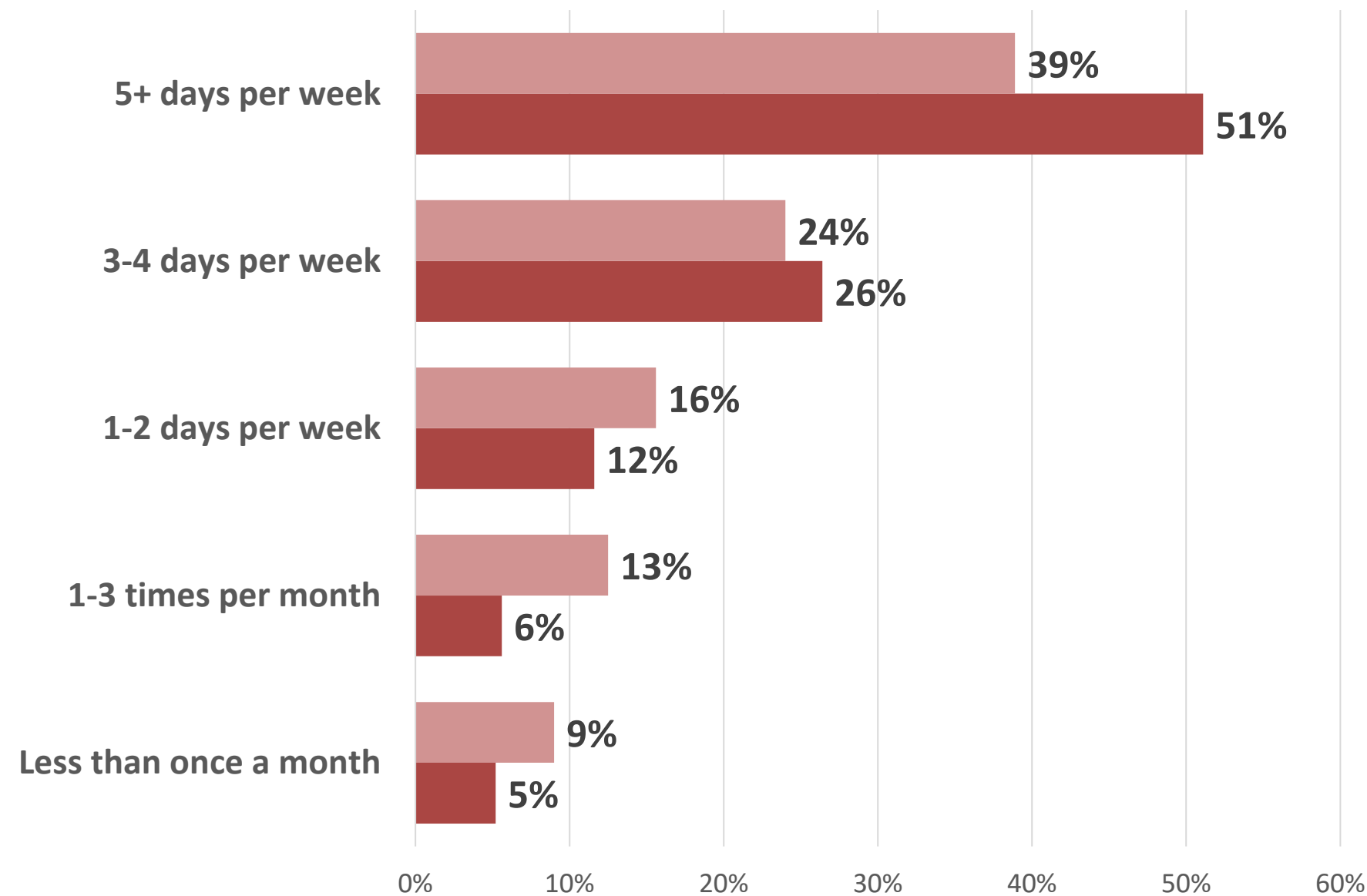


Trip Frequency and Purpose

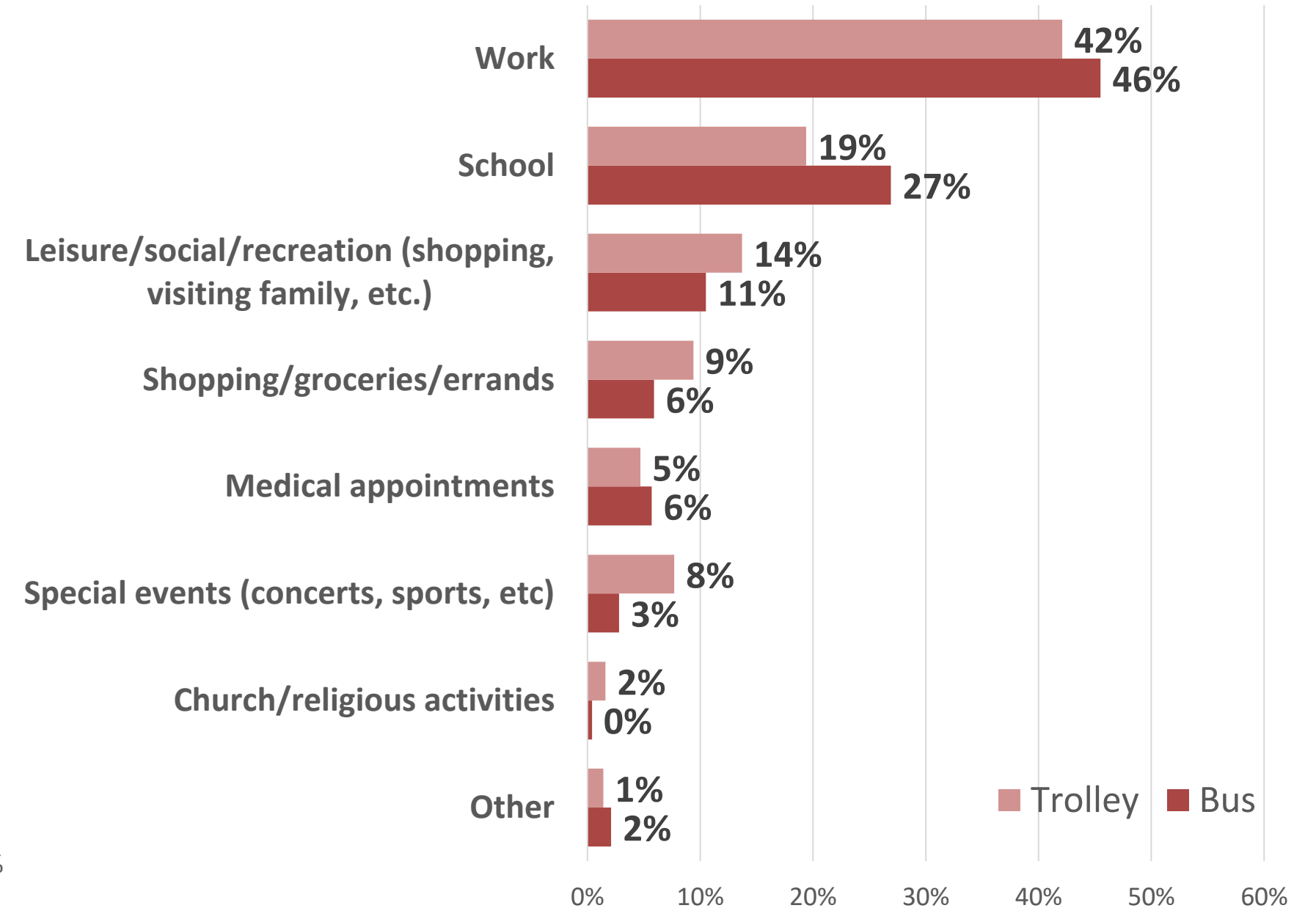
- Trolley riders most often ride the bus 5+ days per week (39%) and most frequently ride the Trolley for work (42%).
- Bus riders most often ride the bus 5+ days per week (51%) and most frequently ride the bus for work (46%).

How often do you ride the bus/trolley?

■ Trolley ■ Bus



Why are you taking this trip?



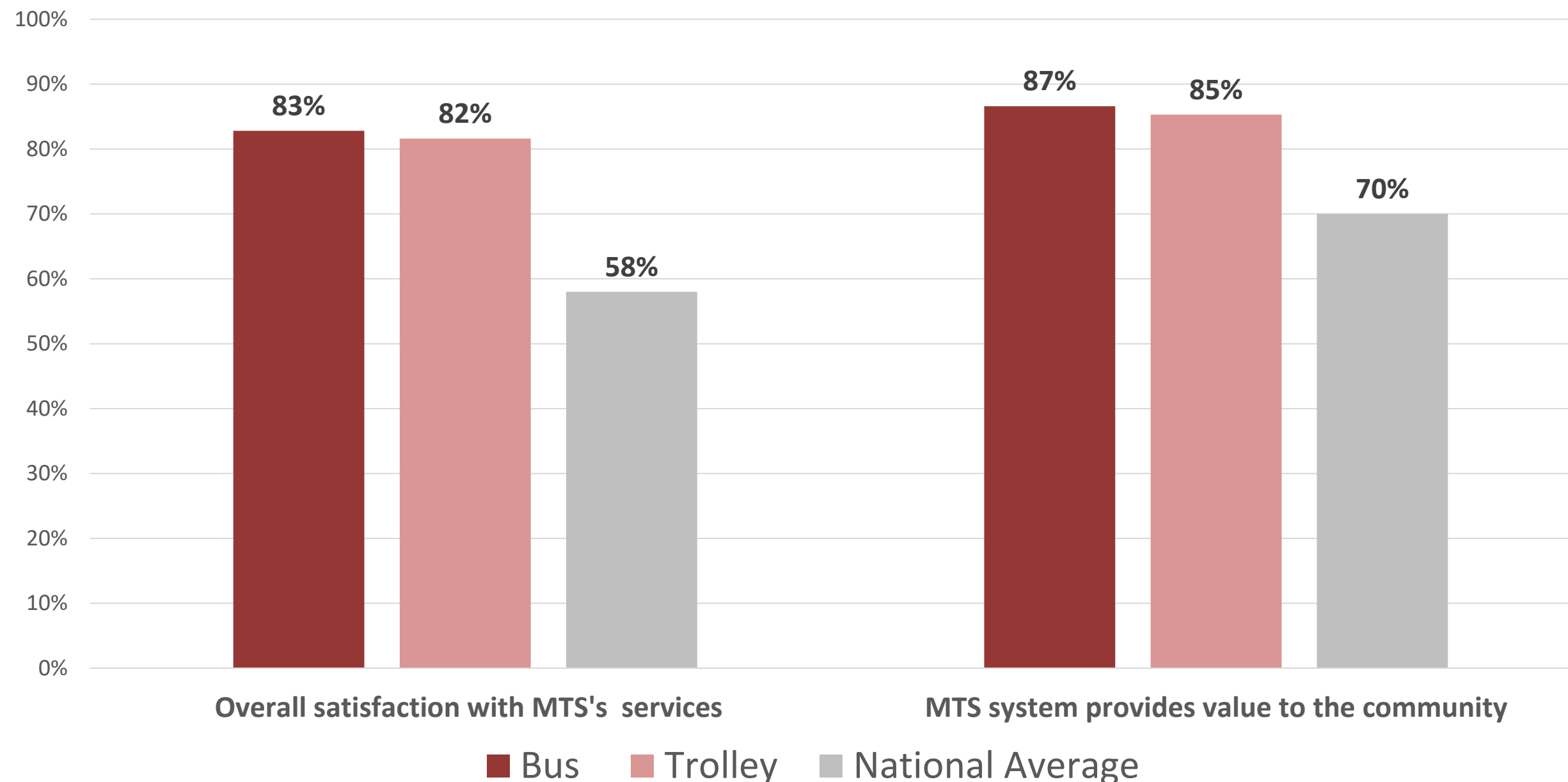
Customer Opinions

Bus/Trolley

Note: National Average
Ratings come from ETC
Institute's annual national
survey of more than 4,000
transit users

Overall Satisfaction and Community Value

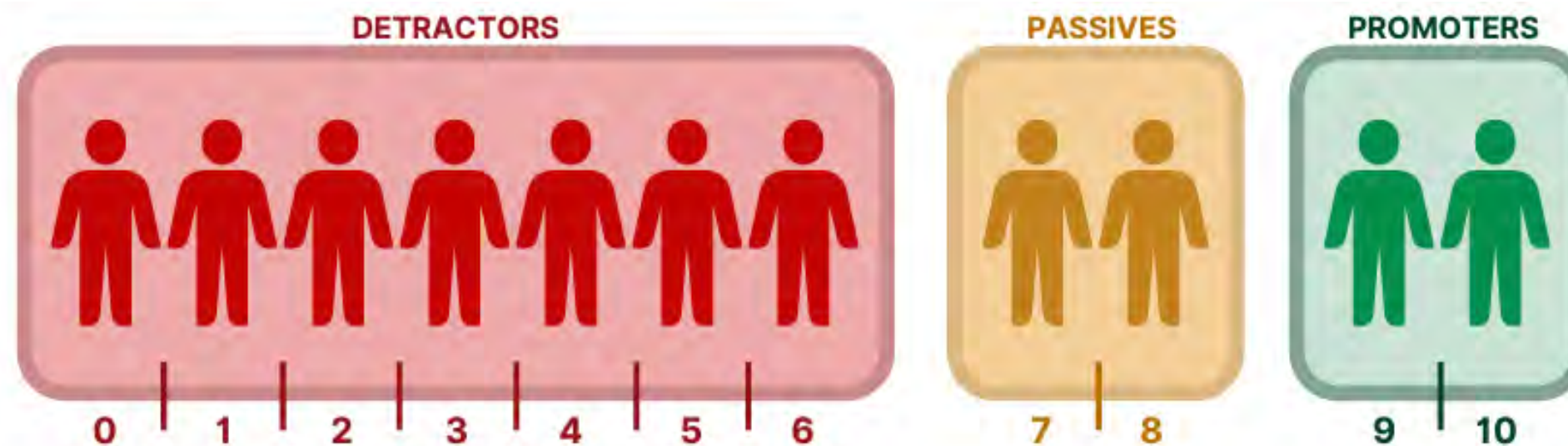
- 83% of Bus riders are satisfied overall with the bus service, and 82% of Trolley riders are satisfied overall with the Trolley service.
- 87% of Bus riders believe the MTS Bus system provides value to the community, and 85% of Trolley riders believe the MTS Trolley system provides value to the community.



Net Promoter Score (NPS)

NPS poses the ultimate question:

"How likely would you be to recommend riding MTS Bus/Trolley to a friend or neighbor?"



$$\text{Net Promoter Score} = \% \text{Promoters} - \% \text{Detractors}$$

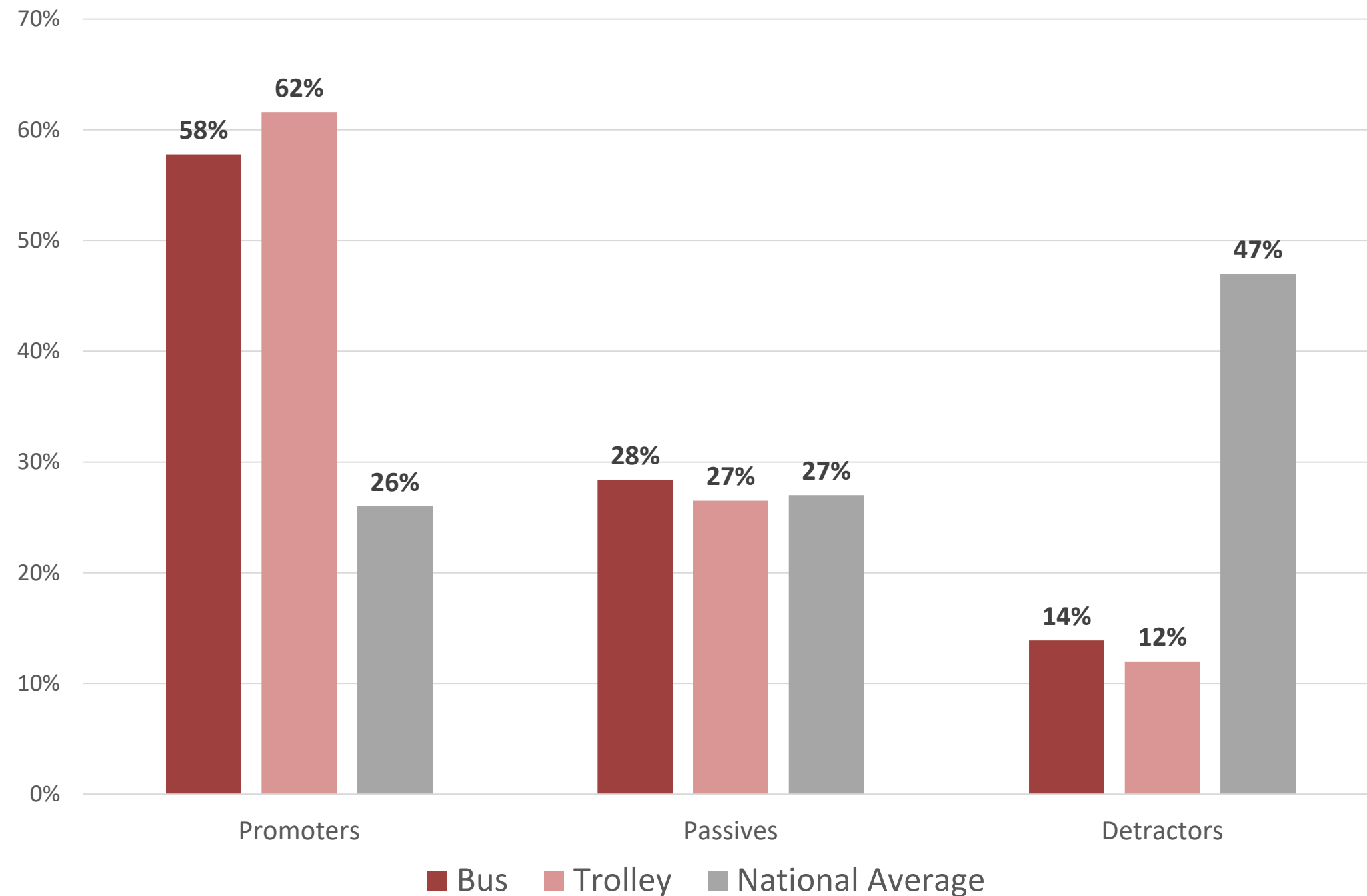


NEEDS IMPROVEMENT	-100-0
GOOD	0-30
GREAT	30-70
EXCELLENT	70-100

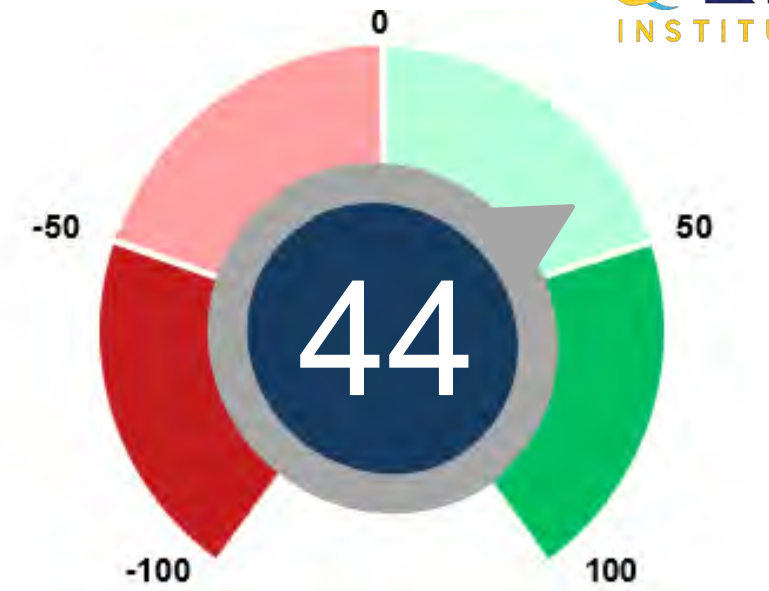
Net Promoter Score (NPS)

Bus/Trolley

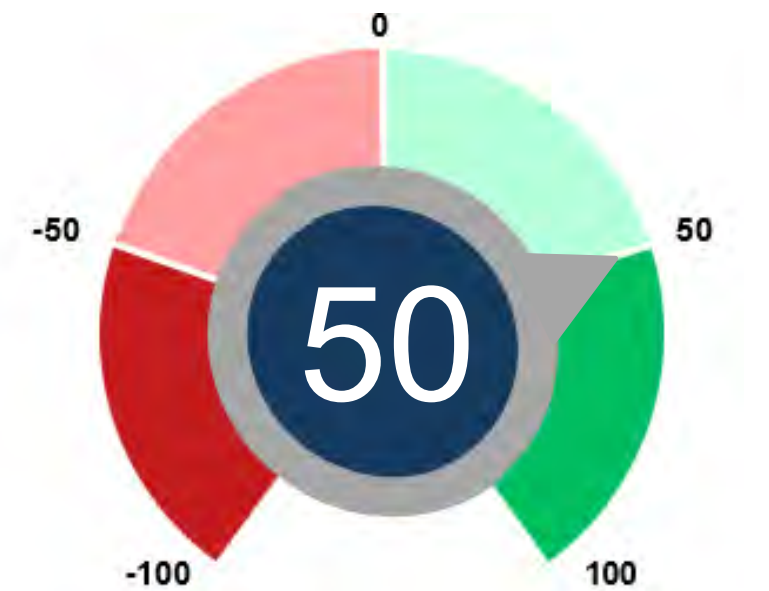
All things considered, how likely would you be to recommend riding MTS bus/trolley to a friend or neighbor?



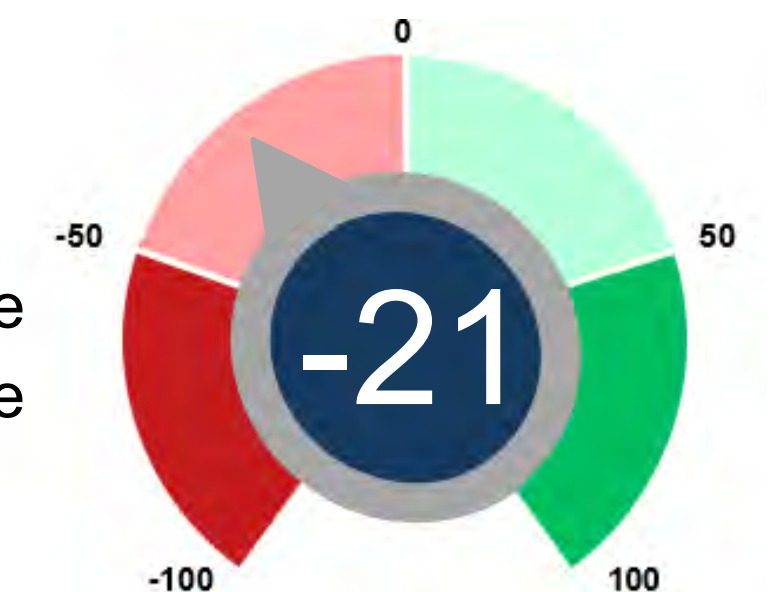
Bus NPS score



Trolley NPS score

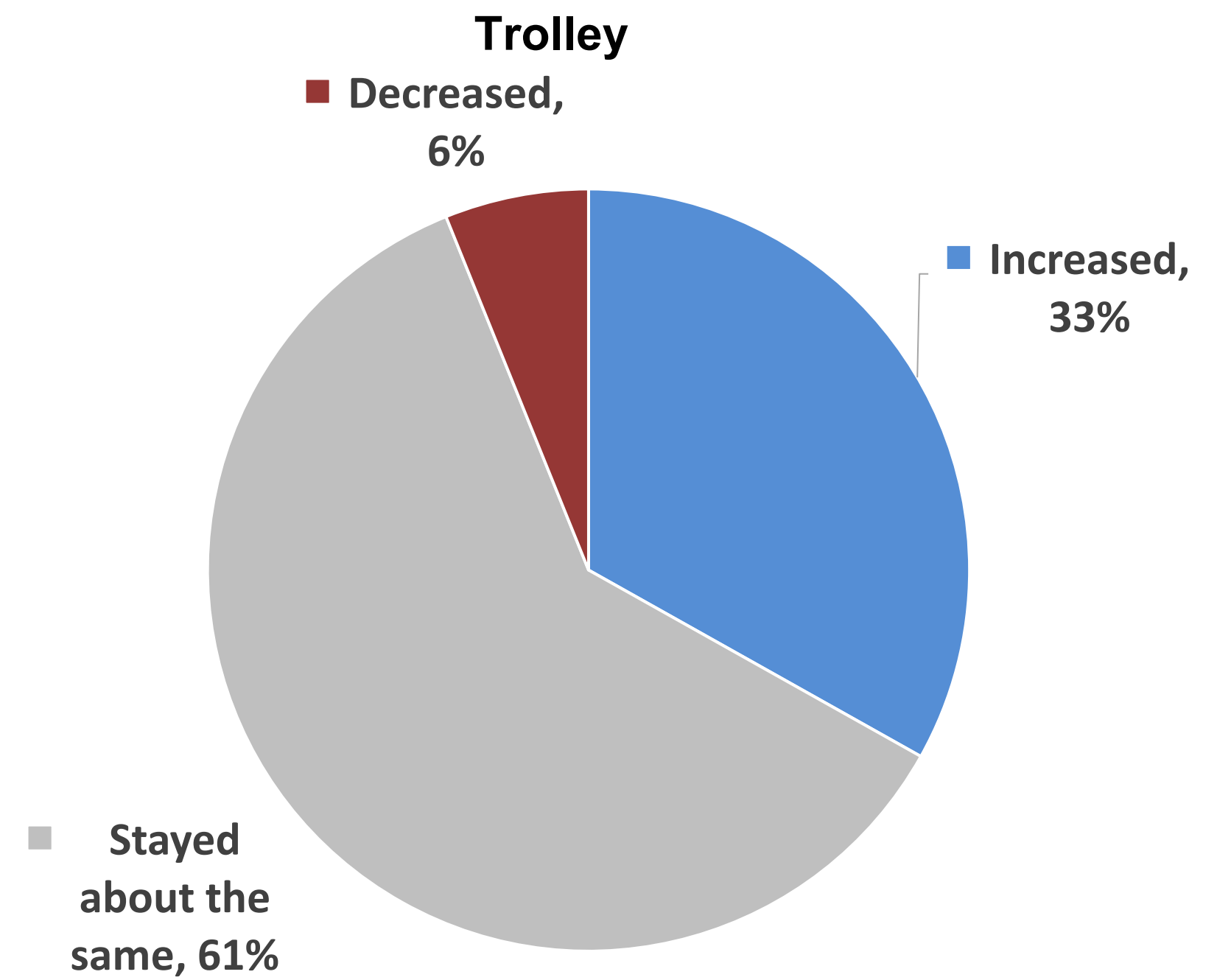
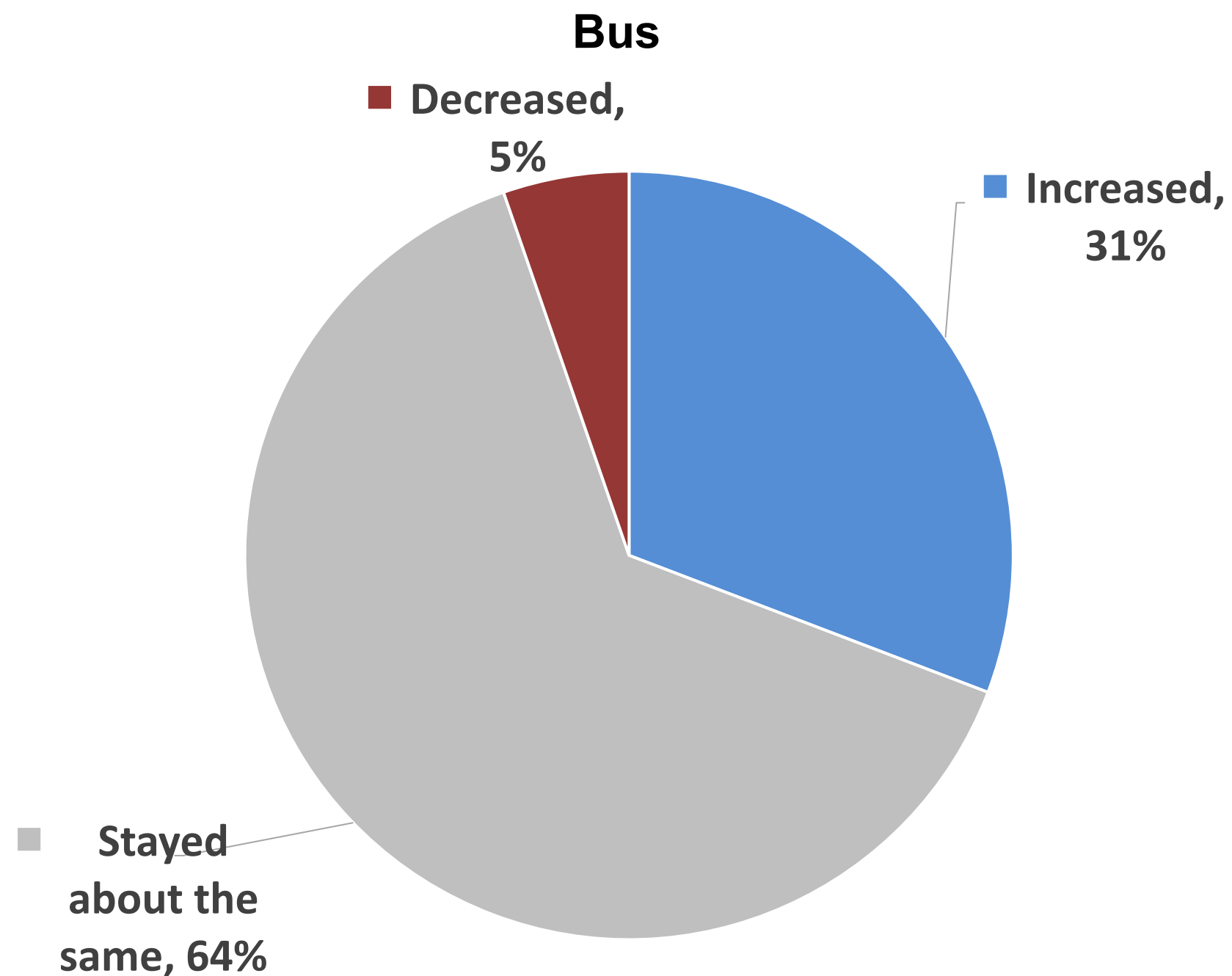


National Average
NPS score



Satisfaction Over the Past Year

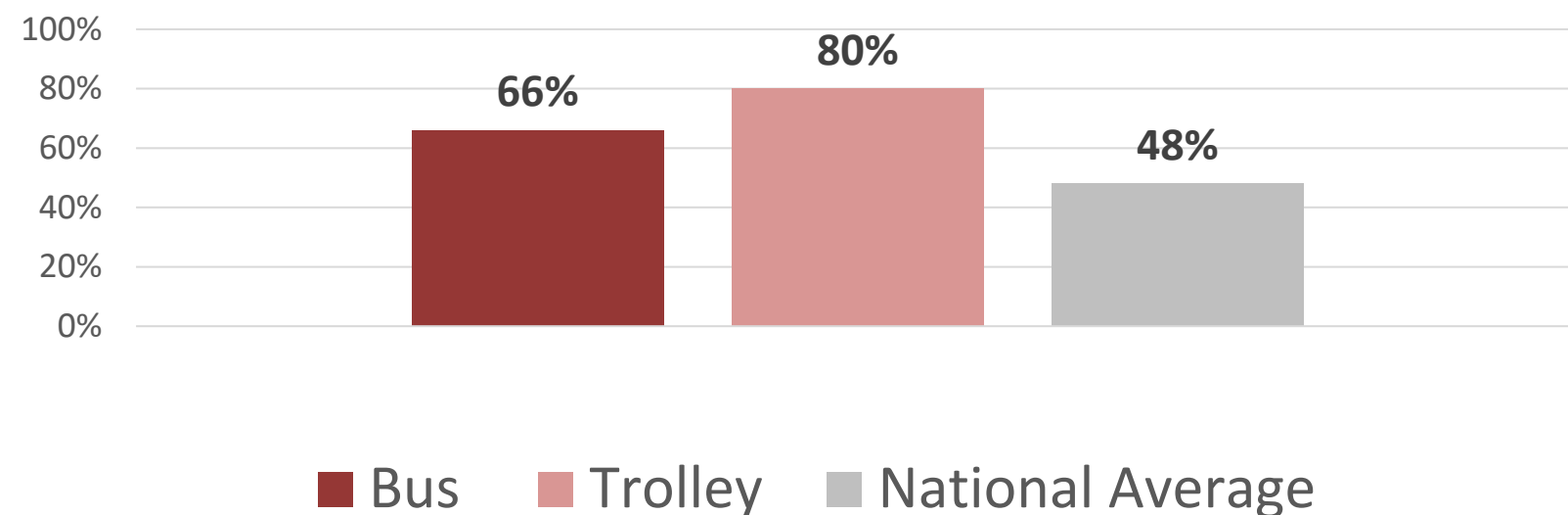
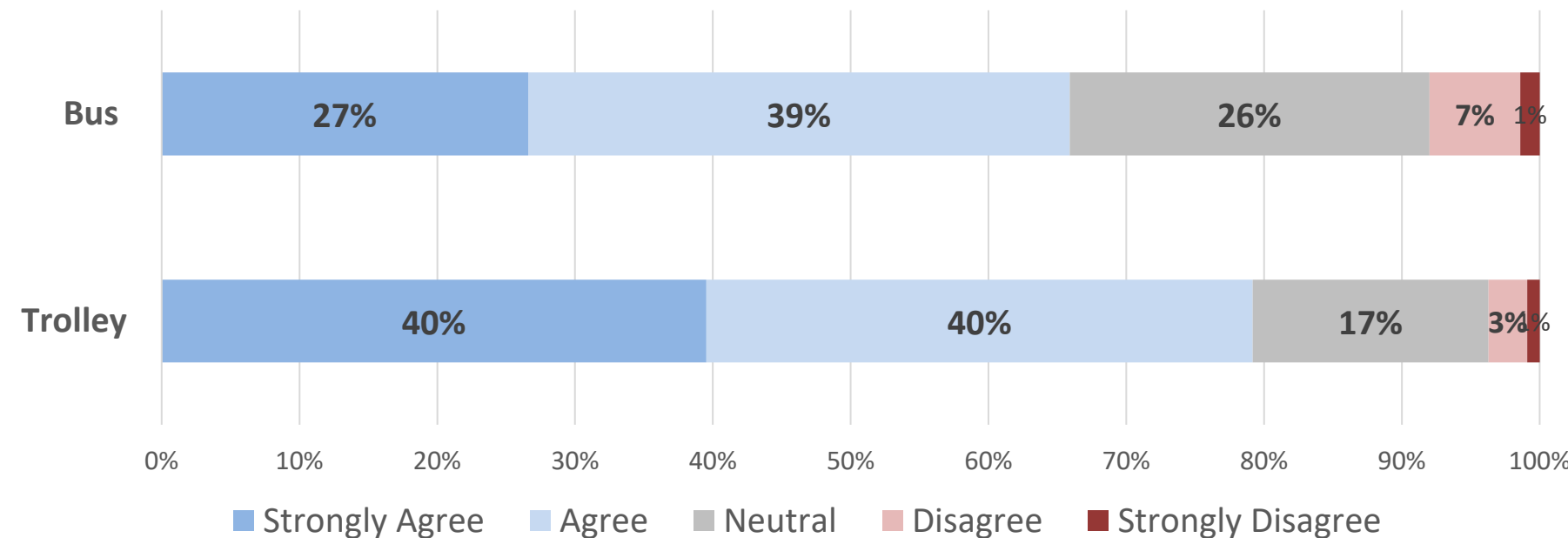
- 31% of Bus riders stated their satisfaction has increased over the past year, and 64% stated it has stayed the same. Similarly, 33% of Trolley riders stated their satisfaction has increased, and 61% stated it has stayed the same.



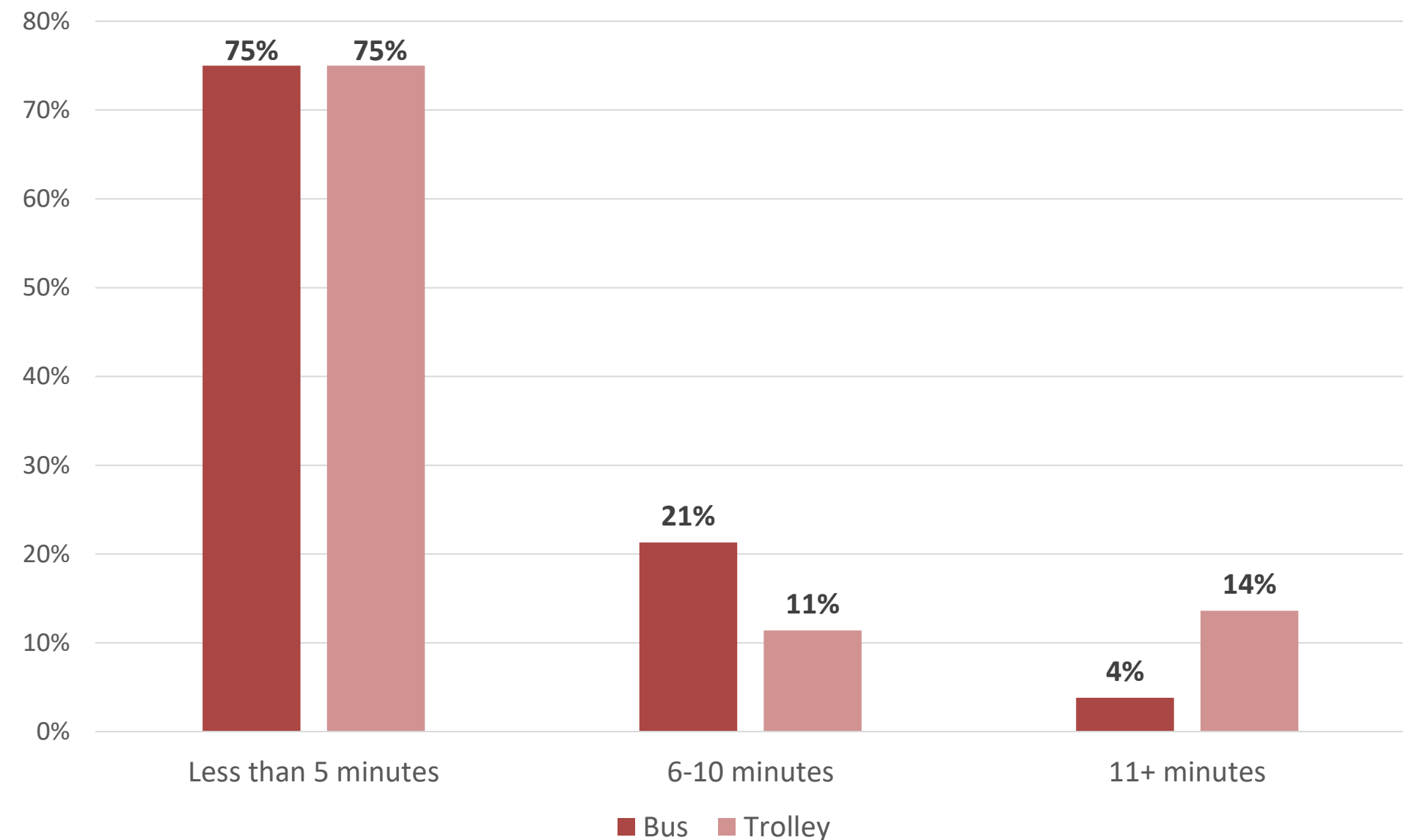
On-Time Performance

- 66% of Bus riders agree that buses usually run on time. 80% of Trolley riders agree that trolleys usually run on time.
- 75% of both Bus and Trolley riders believe it is acceptable for the bus to arrive 0 to 5 minutes beyond its scheduled time.

The bus/trolley usually runs on time?

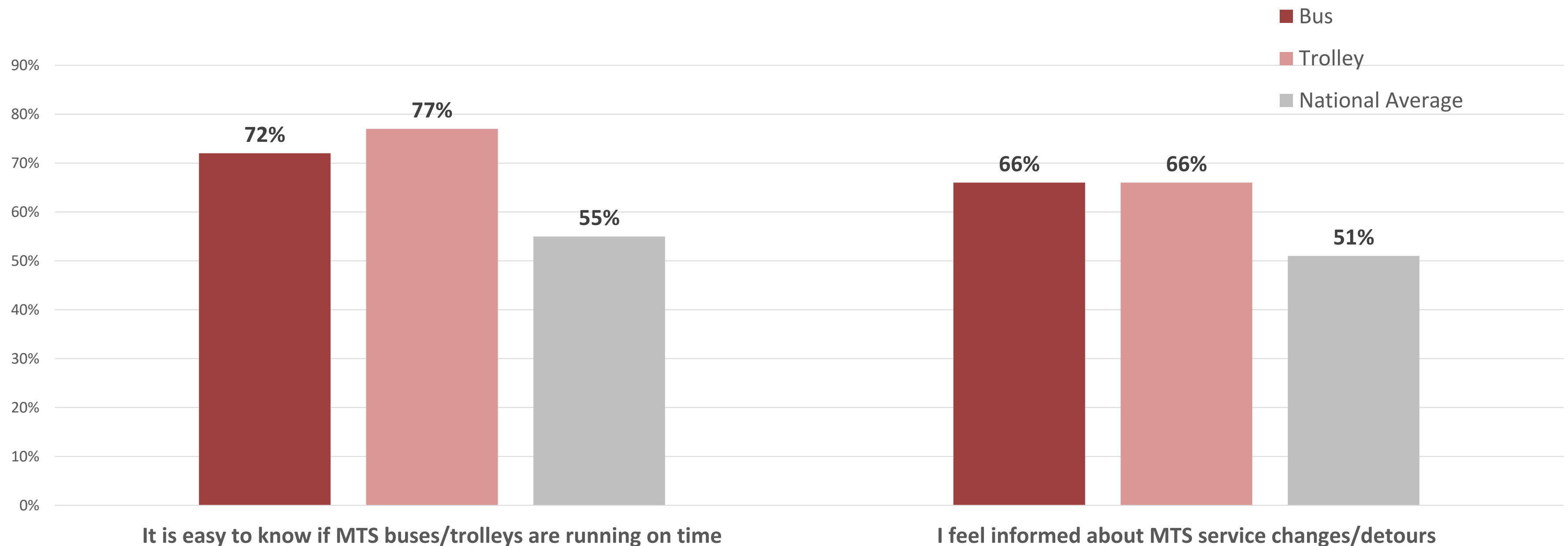


How many minutes do you feel is acceptable for a bus/trolley to arrive beyond its scheduled time.



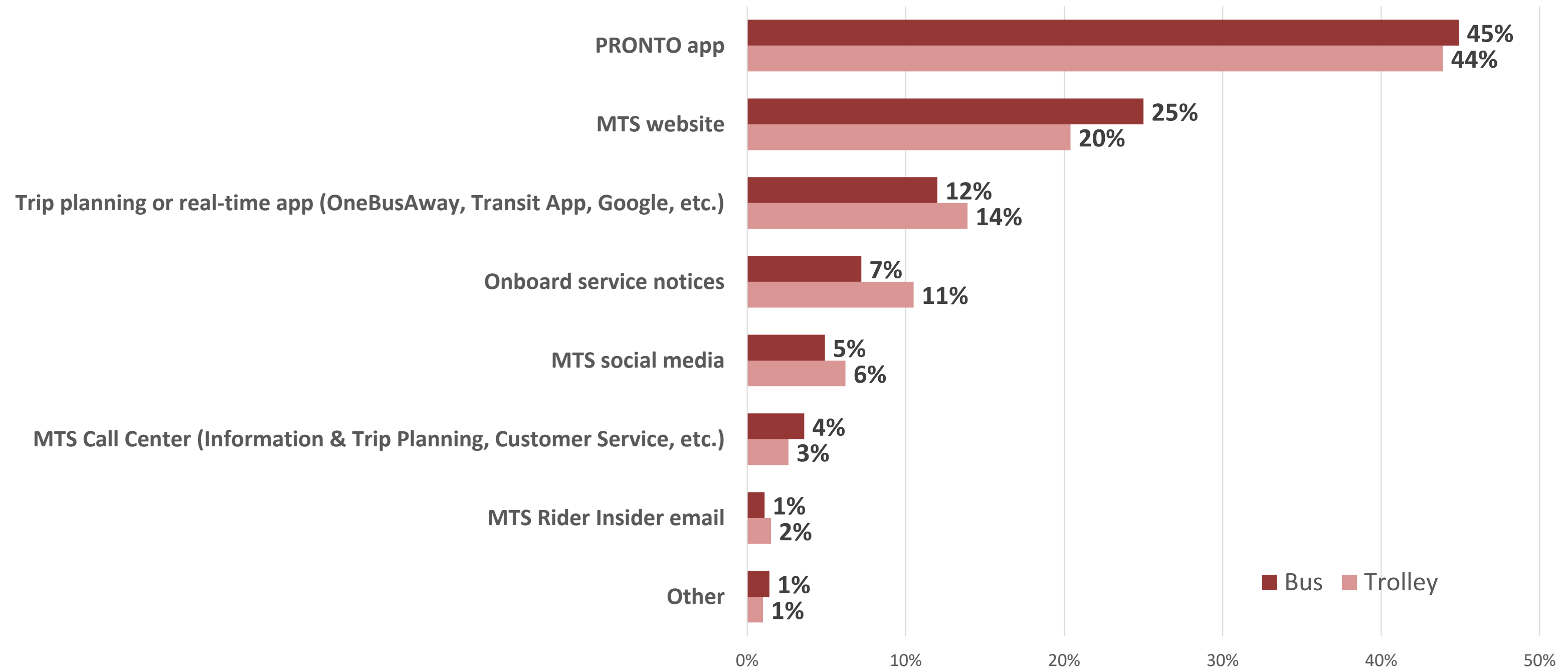
Service Disruption Information

- 72% of Bus riders agreed it is easy to know if buses are running on time as well as 66% of bus riders agree they feel informed about services changes/detours.
- 77% of Trolley riders agreed it is easy to know if trolleys are running on time as well as 66% of trolley riders agree they feel informed about services changes/detours.



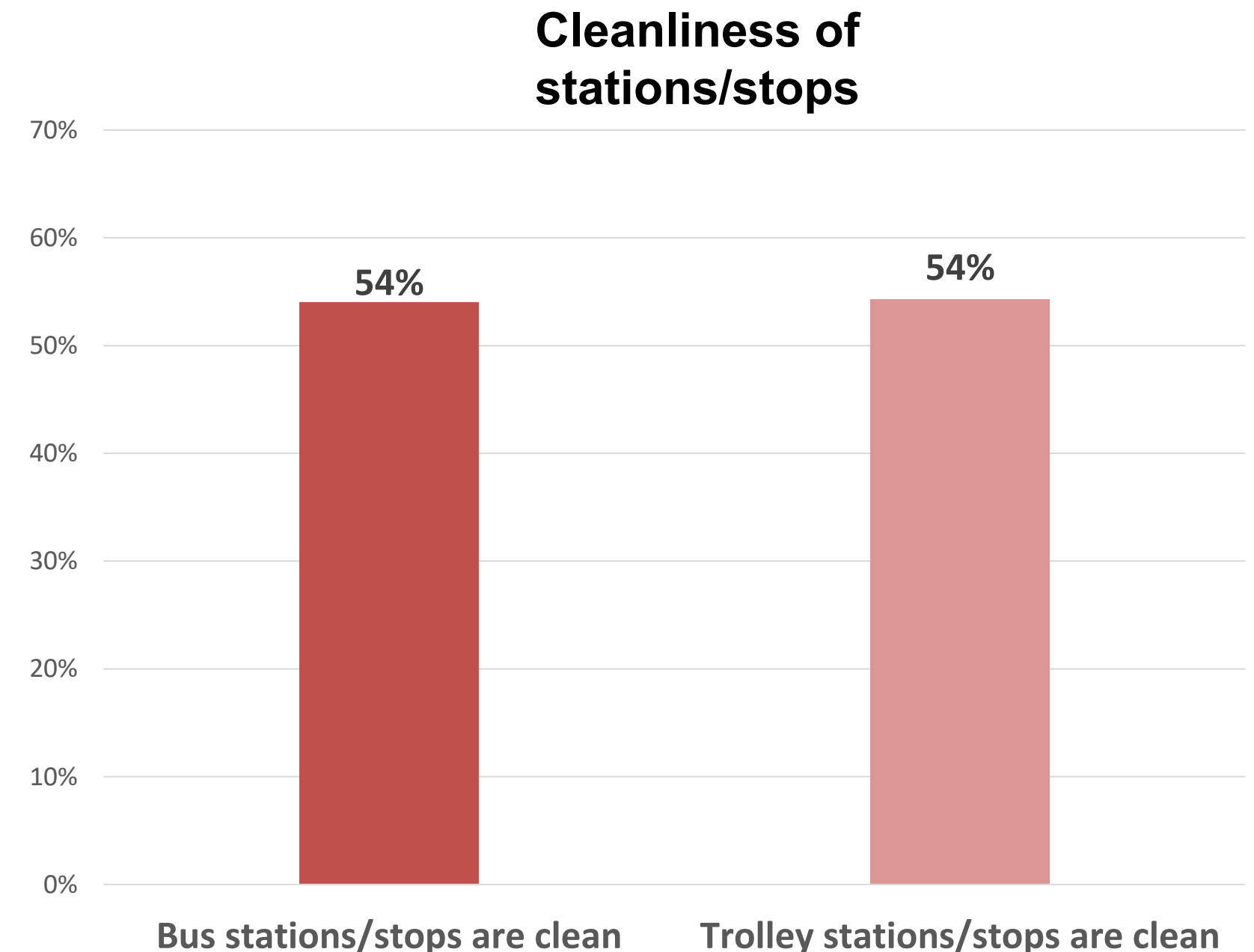
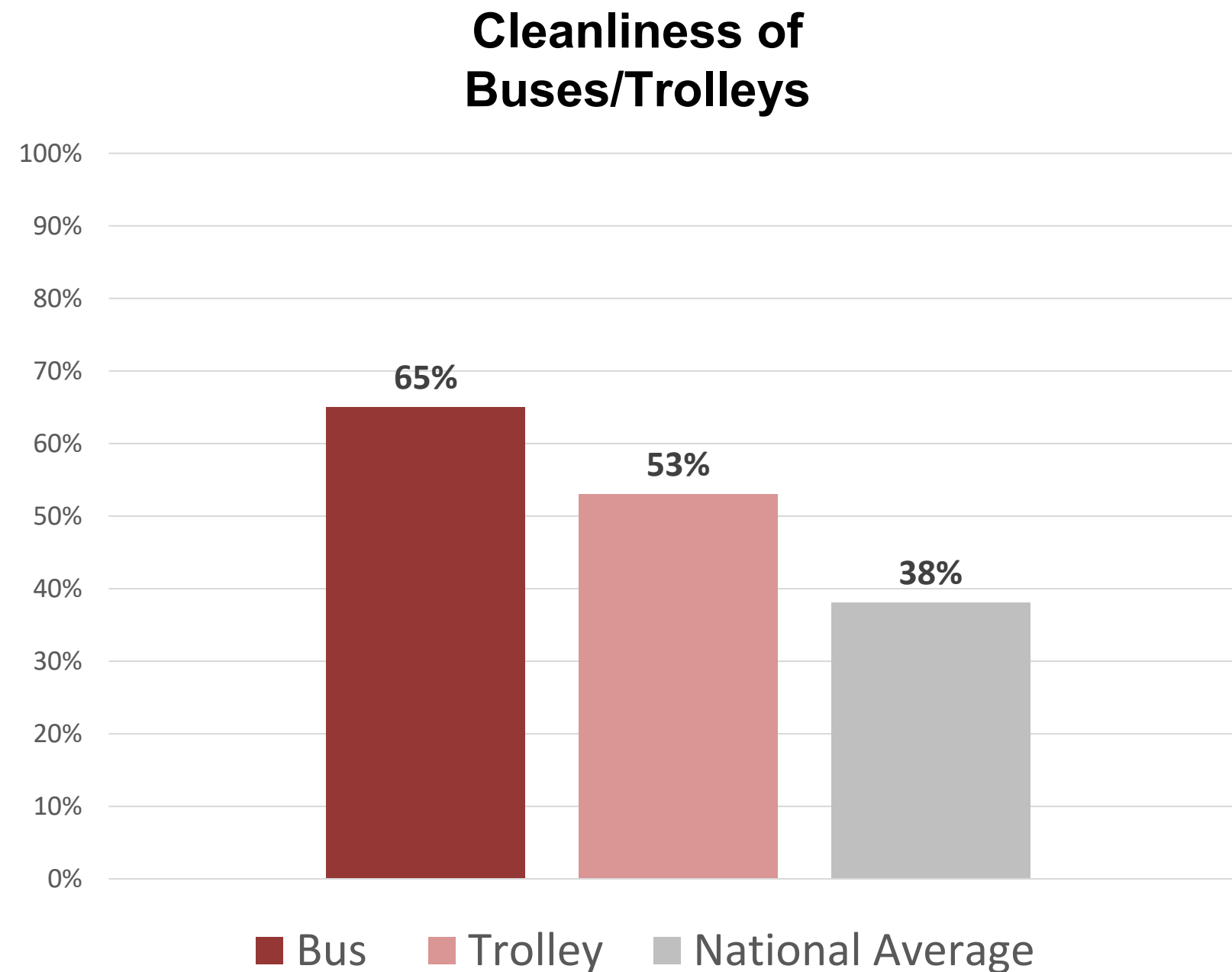
Communication About Services

- Pronto App is the top resource for obtaining information about MTS services and/or news on MTS Transit with 45% of Bus riders and 44% of Trolley riders.



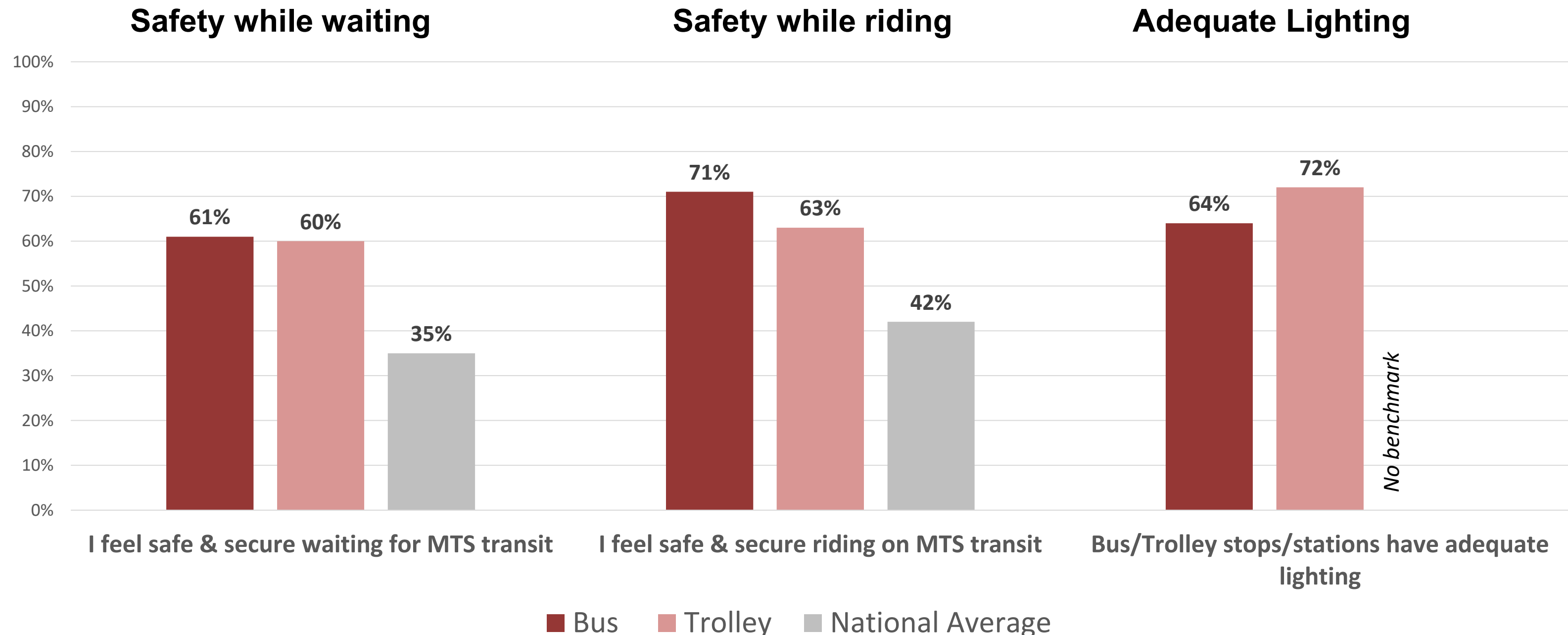
Cleanliness of Transit/ Transit stops

- 65% of Bus riders agree with the buses being clean, 53% of Trolley riders agree with the trolleys being clean
- 54% of Bus riders agree bus stations/stops are clean and 54% of Trolley riders agree trolley stations/stops are clean.



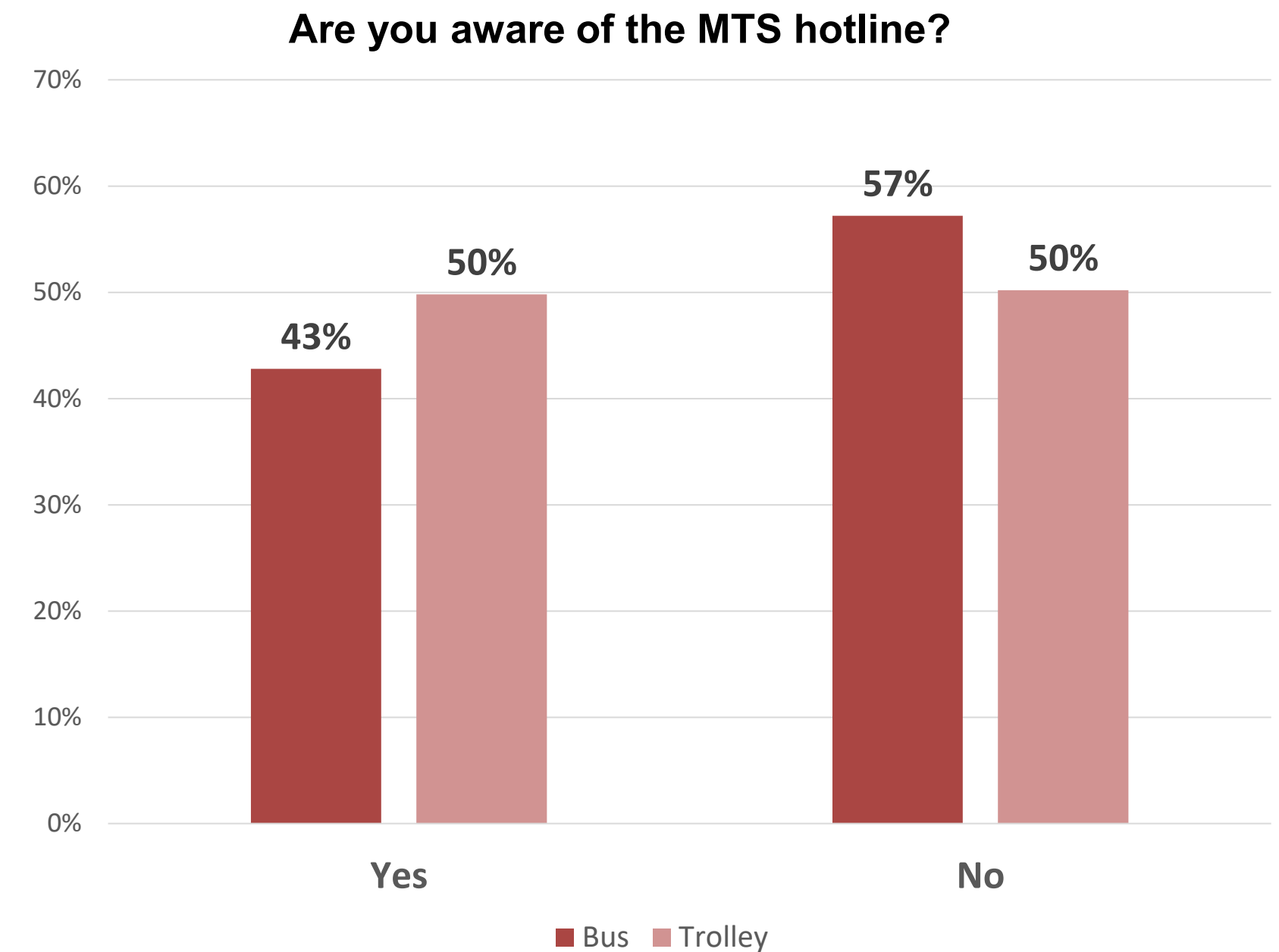
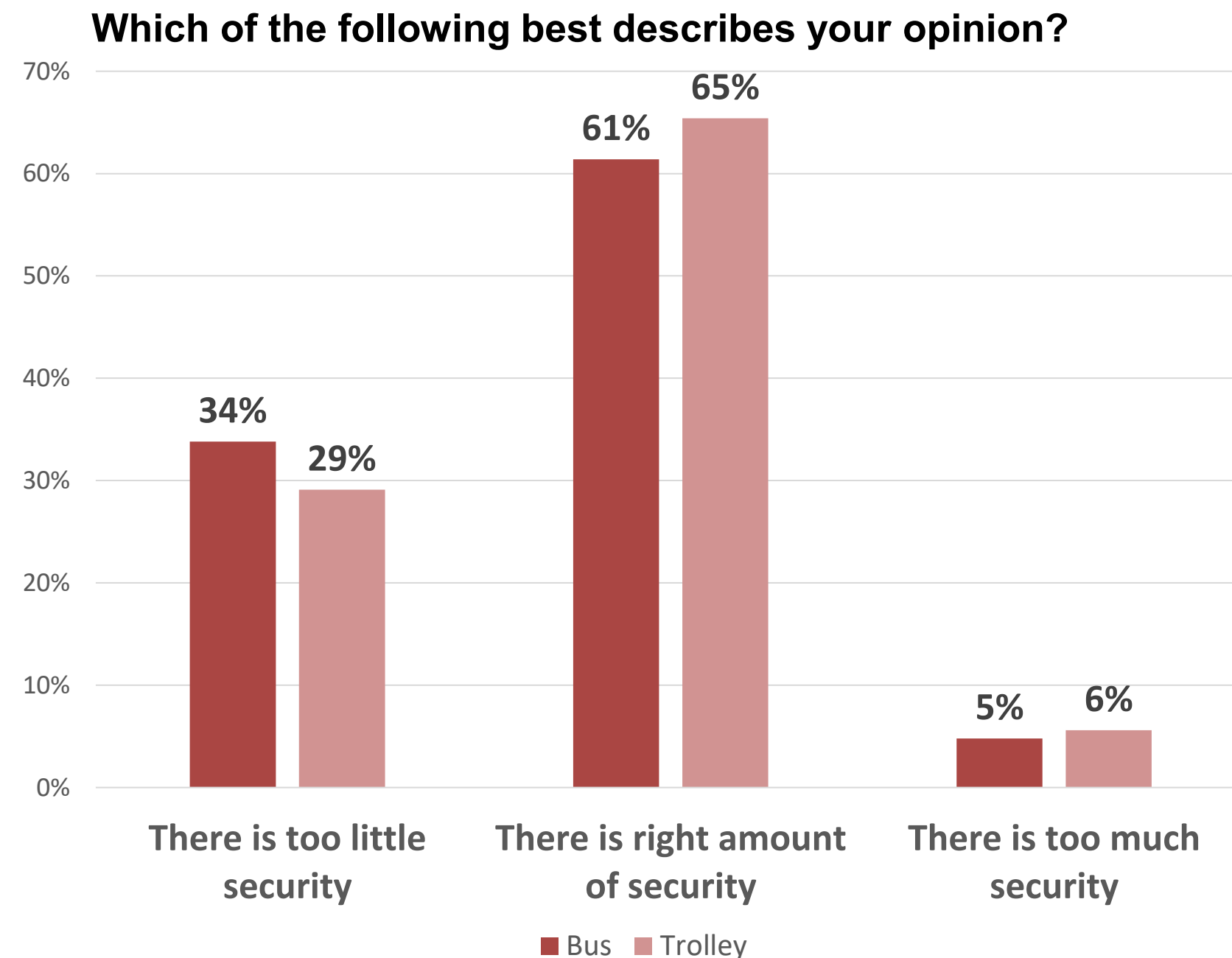
Safety of Transit / Safety of Transit stops

- 71% of Bus riders agree they feel safe while on the bus, 61% of Bus riders agree they feel safe while waiting for the bus.
- 63% of Trolley riders agree they feel safe while on the Trolley, 60% of Trolley riders agree they feel safe while waiting for the Trolley.



Security Level & MTS Hotline Awareness

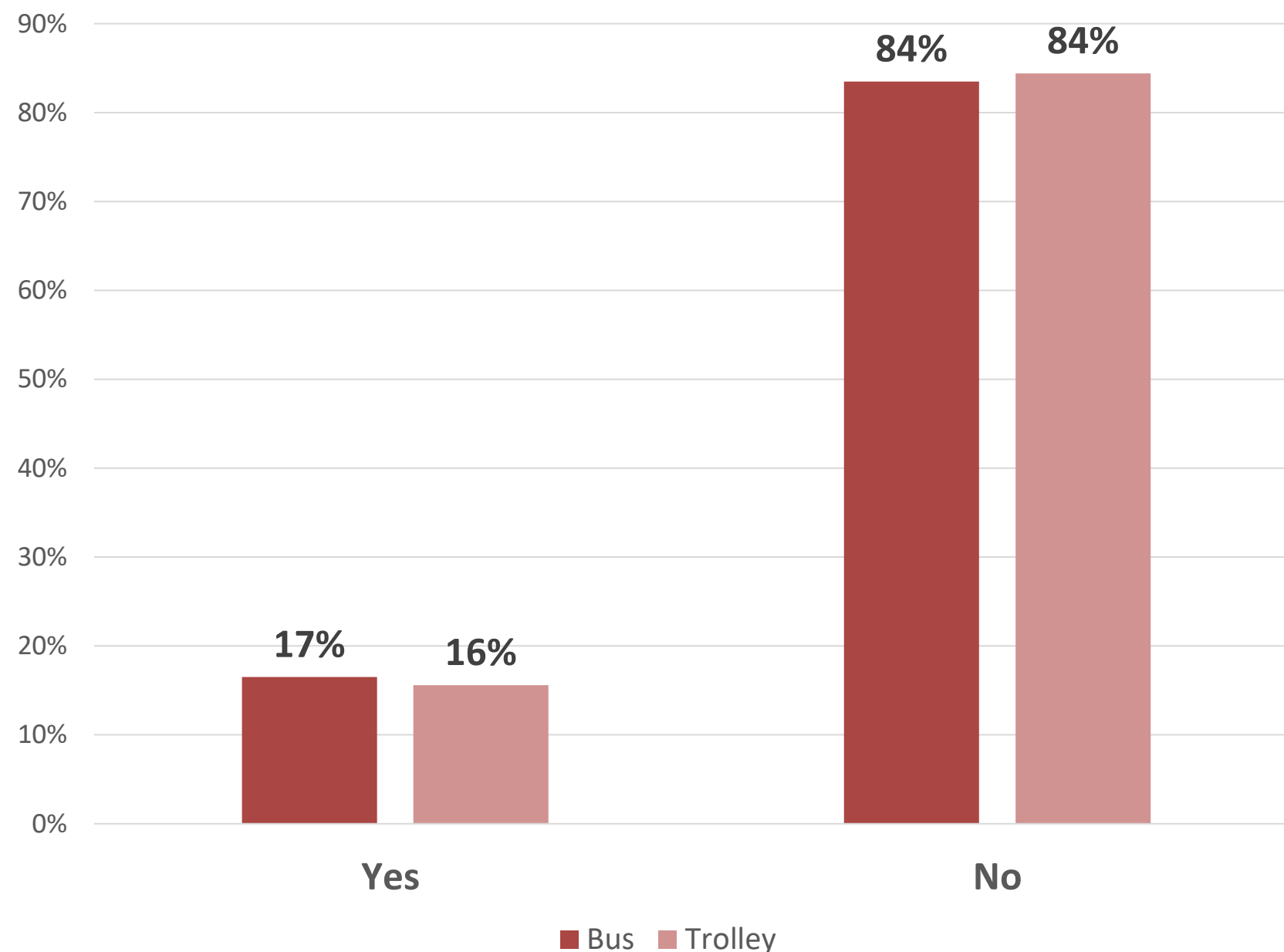
- 61% of Bus riders believe the level of security is currently adequate, 65% of Trolley riders believe the level of security is currently adequate.



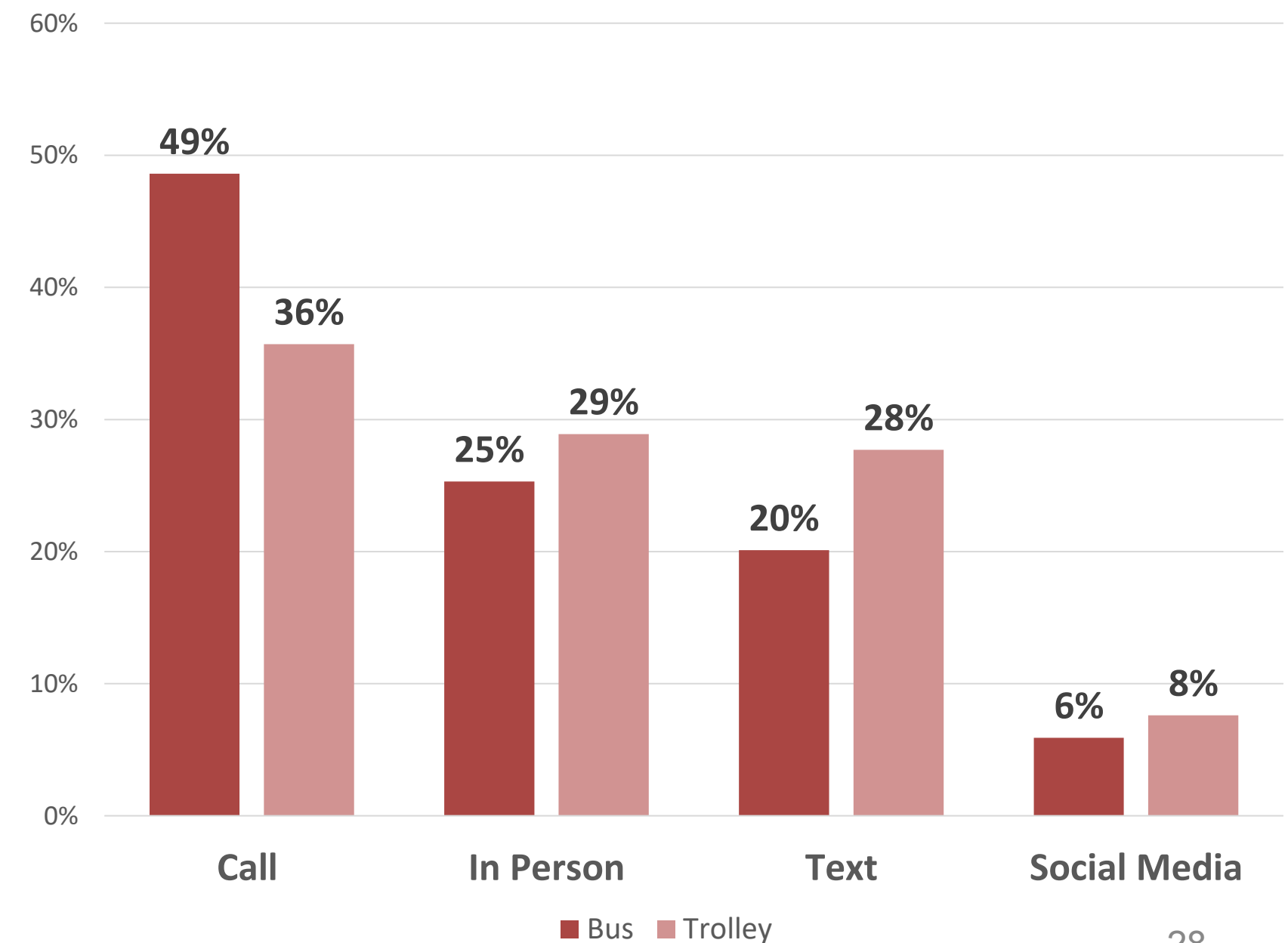
Contacting MTS Security

- 17% of Bus riders have contacted MTS Security in the past year, most commonly by calling with 49%. 16% of Trolley riders have contacted MTS Security in the past year, most commonly by calling with 36%.

Have you contacted MTS Security for help with a safety or security matter in the past year?

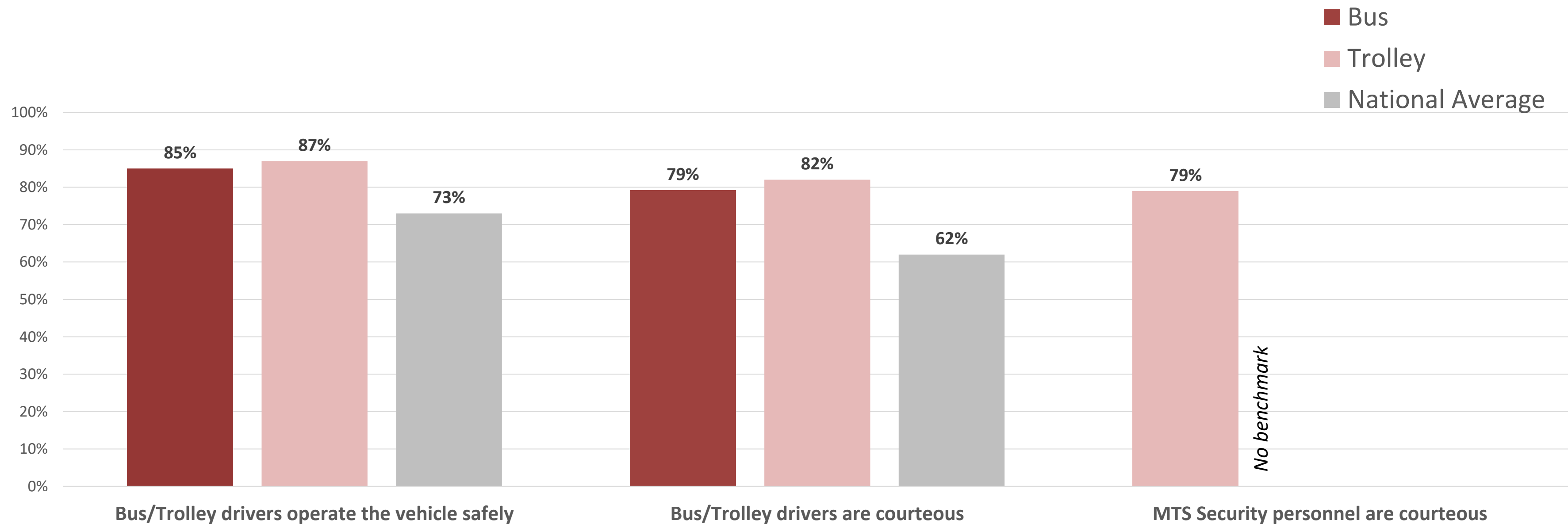


How did you contact MTS security?



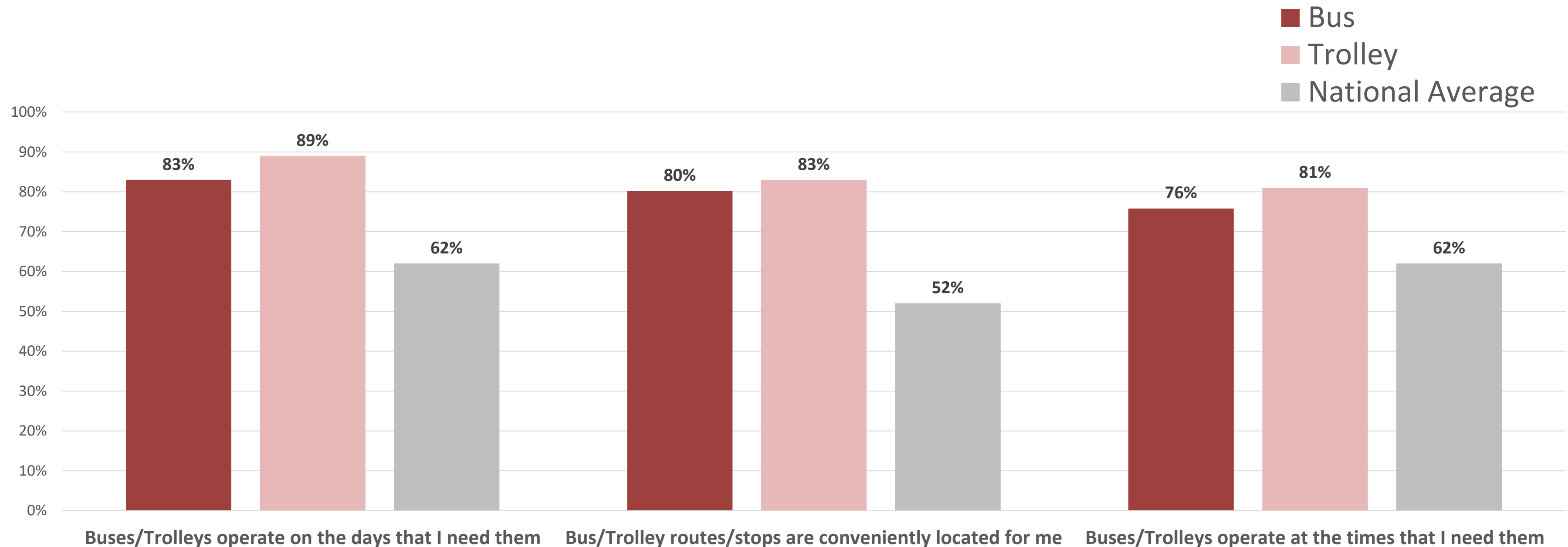
Operators and Security Personnel

- 85% of Bus riders and 87% of Trolley riders agreed transit drivers operate the vehicles safely.
- Along with 79% of Bus riders and 82% of Trolley riders agreed the transit drivers are courteous.
- 79% of Trolley riders agreed that MTS Security personnel are courteous.



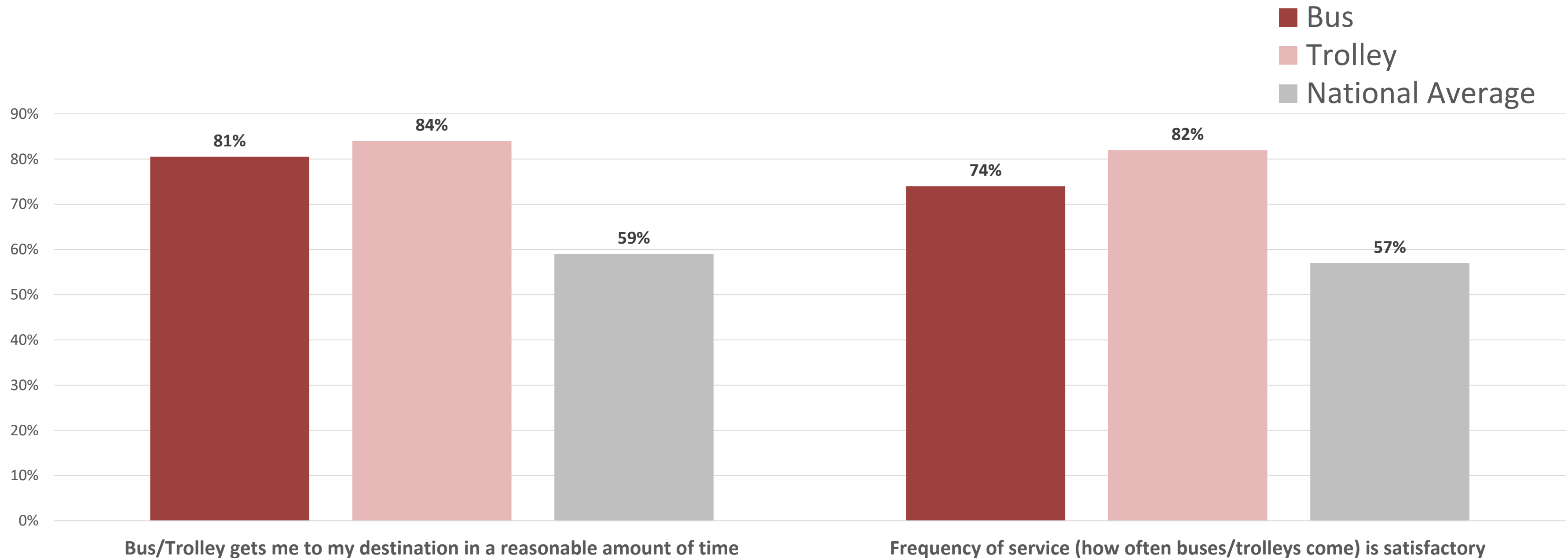
Transportation Convenience

- 83% of Bus riders and 89% of Trolley riders agreed Buses/Trolleys operate on the days needed.
- 80% of Bus riders and 83% of Trolley riders agreed that routes/stops are conveniently located.
- 76% of Bus riders and 81% of Trolley riders agreed routes operate at the times needed.



Transportation Efficiency

- 81% of Bus riders and 84% of Trolley riders agreed the bus/trolley gets them to their destination in as reasonable amount of time.
- 74% of Bus riders and 82% of Trolley riders agreed that frequency of service is satisfactory.



Fare Price

- 75% of Bus riders and 73% of Trolley riders are satisfied with the price of fares.

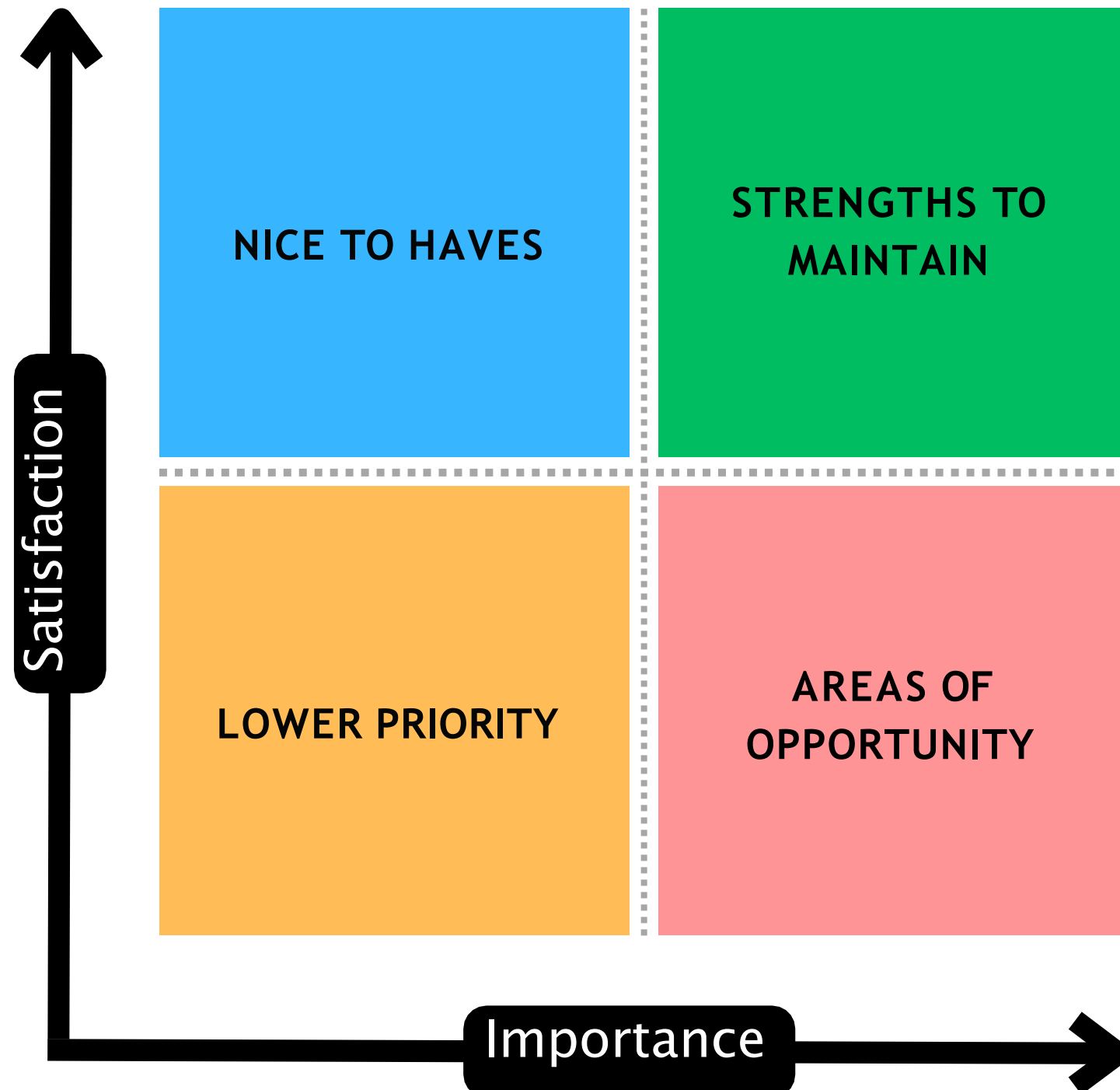


Customer Importance Factors

Bus/Trolley

Key Driver Analysis

Satisfaction vs. Importance

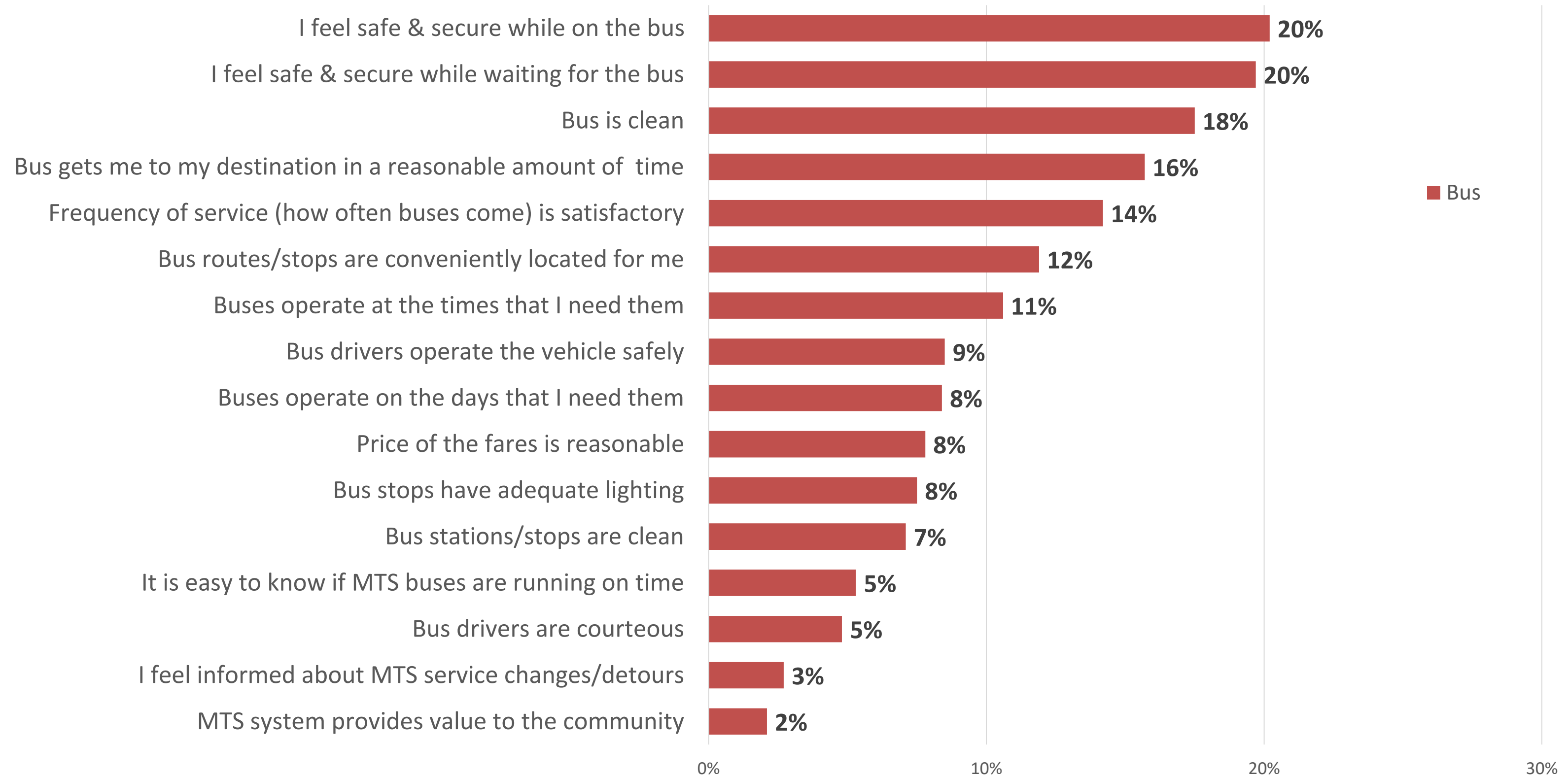


The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to riders and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although riders are highly satisfied in these areas, these areas are less important to riders and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to riders and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. riders find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue a positive overall customer satisfaction.

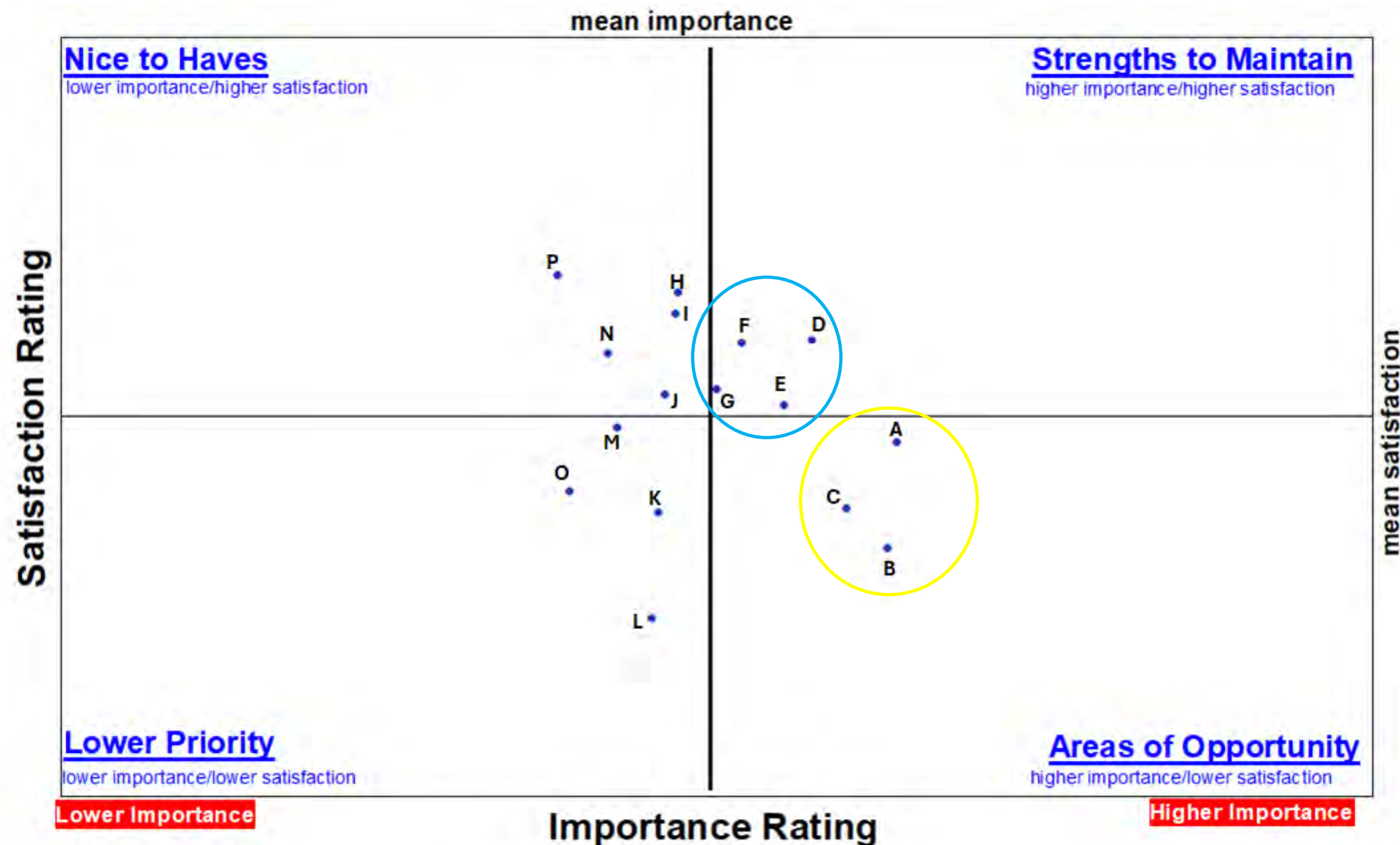
Most Important Areas - Bus

From the items in Question 14, which **THREE** areas of service are most important to you as a user of public transportation?



Key Driver Analysis - Bus

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing riders more satisfaction in what they value.

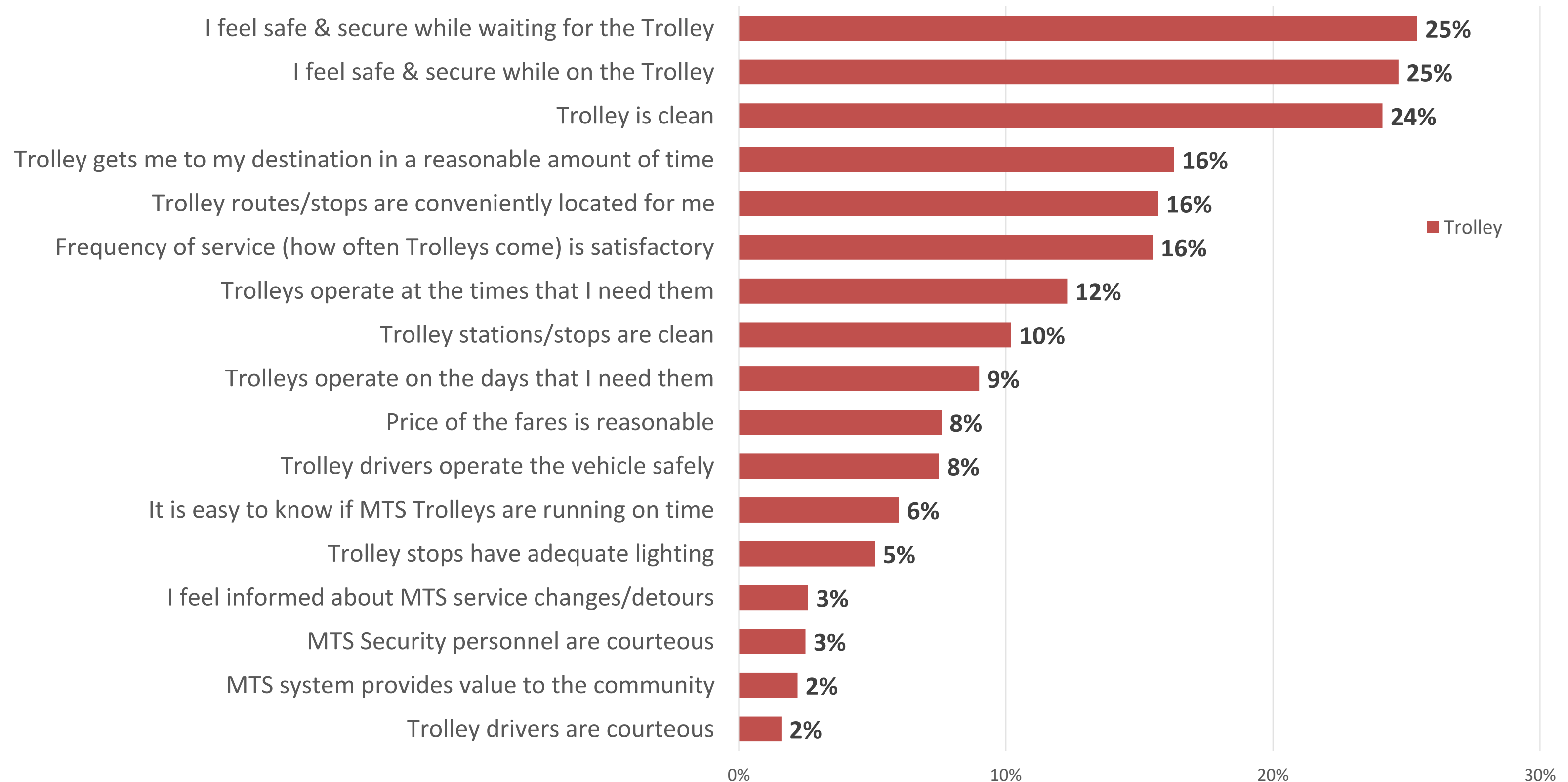


Legend

- A. I feel safe & secure while on the bus
- B. I feel safe & secure while waiting for the bus
- C. Bus is clean
- D. Bus gets me to my destination in a reasonable amount of time
- E. Frequency of service (how often buses come) is satisfactory
- F. Bus routes/stops are conveniently located for me
- G. Buses operate at the times that I need them
- H. Bus drivers operate the vehicle safely
- I. Buses operate on the days that I need them
- J. Price of the fares is reasonable
- K. Bus stops have adequate lighting
- L. Bus stations/stops are clean
- M. It is easy to know if MTS buses are running on time
- N. Bus drivers are courteous
- O. I feel informed about MTS service changes/detours
- P. MTS system provides value to the community

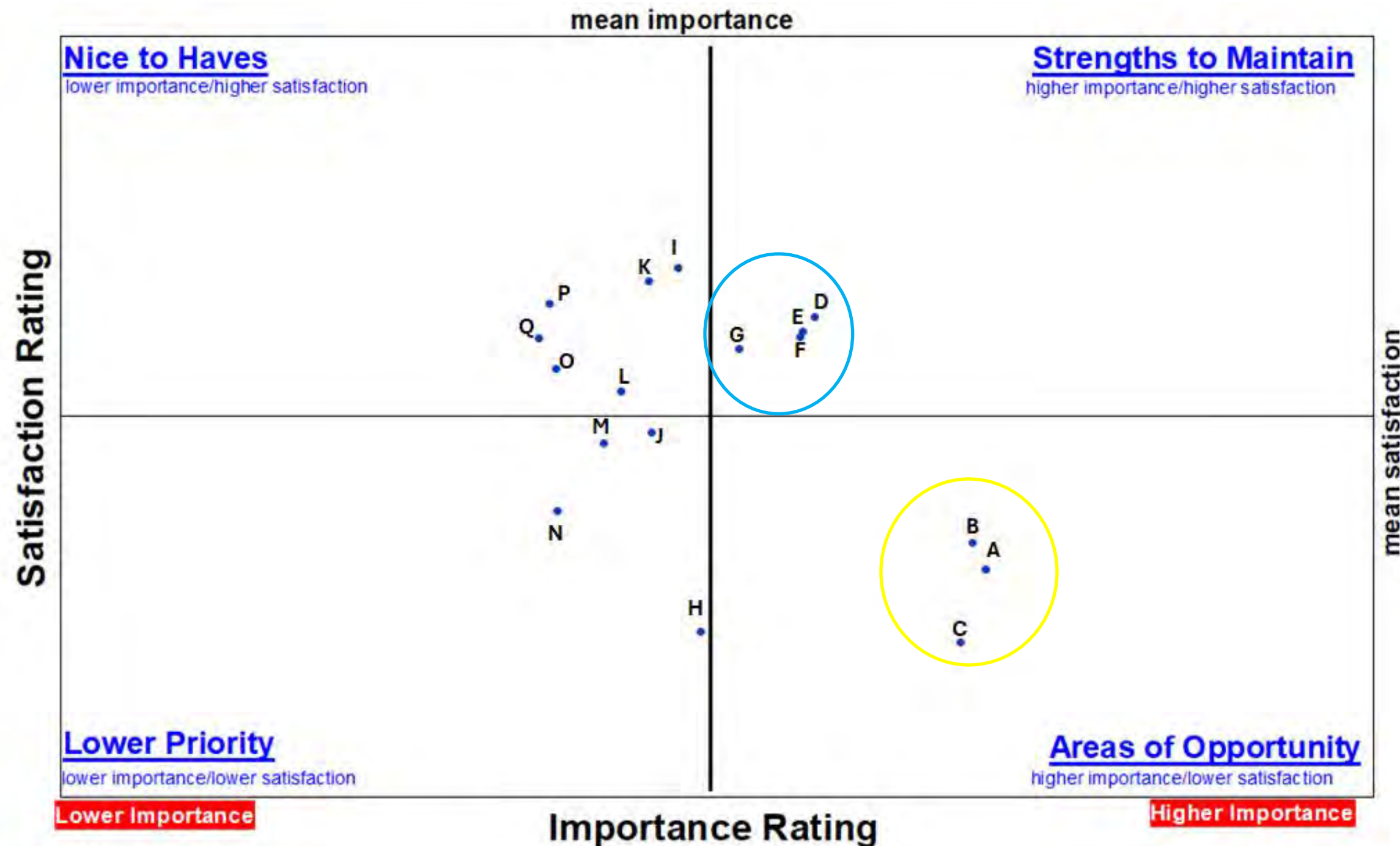
Most Important Areas - Trolley

From the items in Question 14, which **THREE** areas of service are most important to you as a user of public transportation?



Key Driver Analysis - Trolley

Improvements in the "Areas of Opportunity" will most efficiently move the needle by bringing riders more satisfaction in what they value.



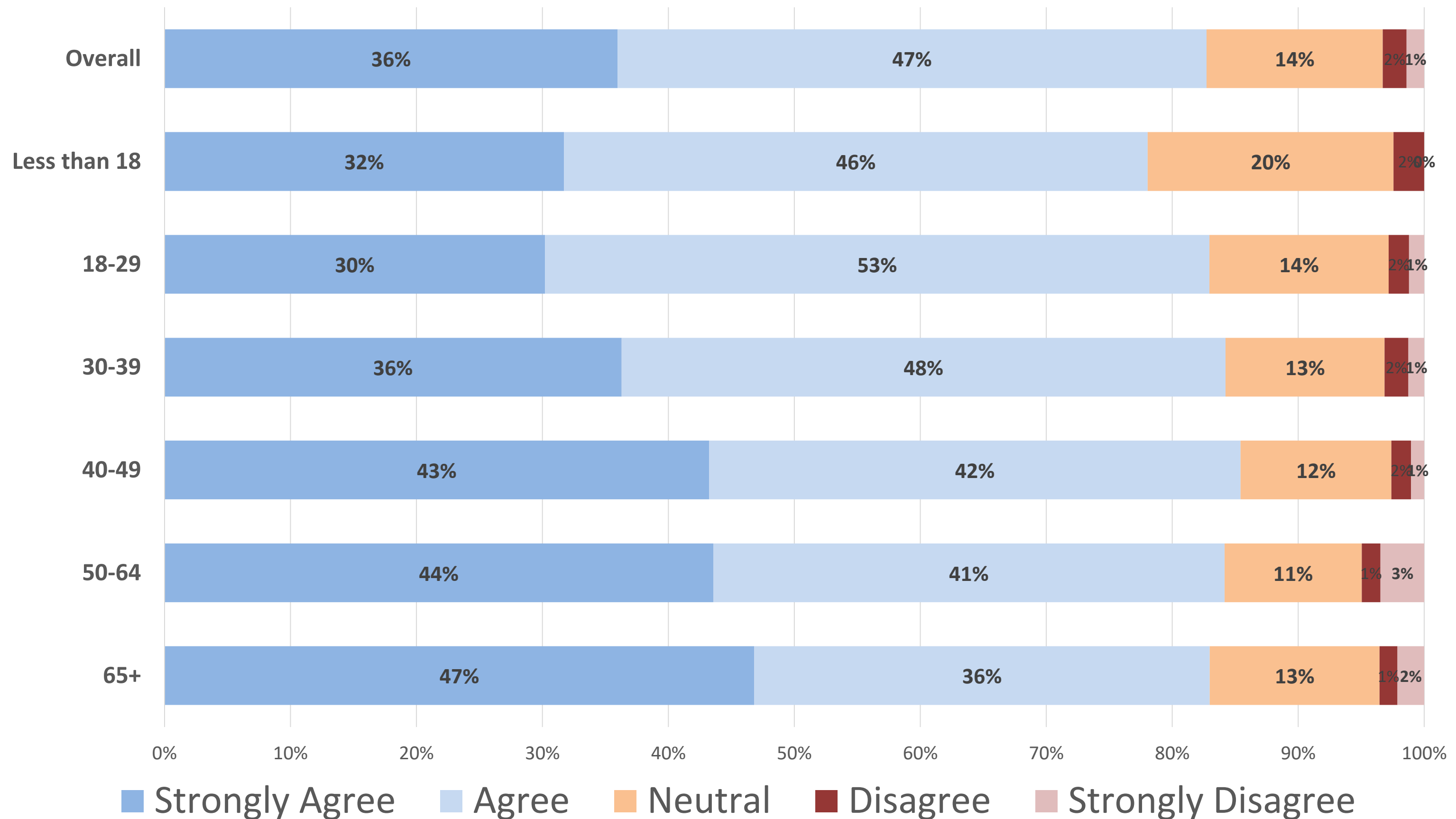
Legend

- A. I feel safe & secure while waiting for the Trolley
- B. I feel safe & secure while on the Trolley
- C. Trolley is clean
- D. Trolley gets me to my destination in a reasonable amount of time
- E. Trolley routes/stops are conveniently located for me
- F. Frequency of service (how often the Trolleys come) is satisfactory
- G. Trolleys operate at the times that I need them
- H. Trolley stations/stops are clean
- I. Trolleys operate on the days that I need them
- J. Price of fares is reasonable
- K. Trolley drivers operate the vehicle safely
- L. It is easy to know if MTS Trolleys are running on time
- M. Trolley stops have adequate lighting
- N. I feel informed about MTS service changes/detours
- O. MTS Security personnel are courteous
- P. MTS system provides value to the community
- Q. Trolley drivers are courteous

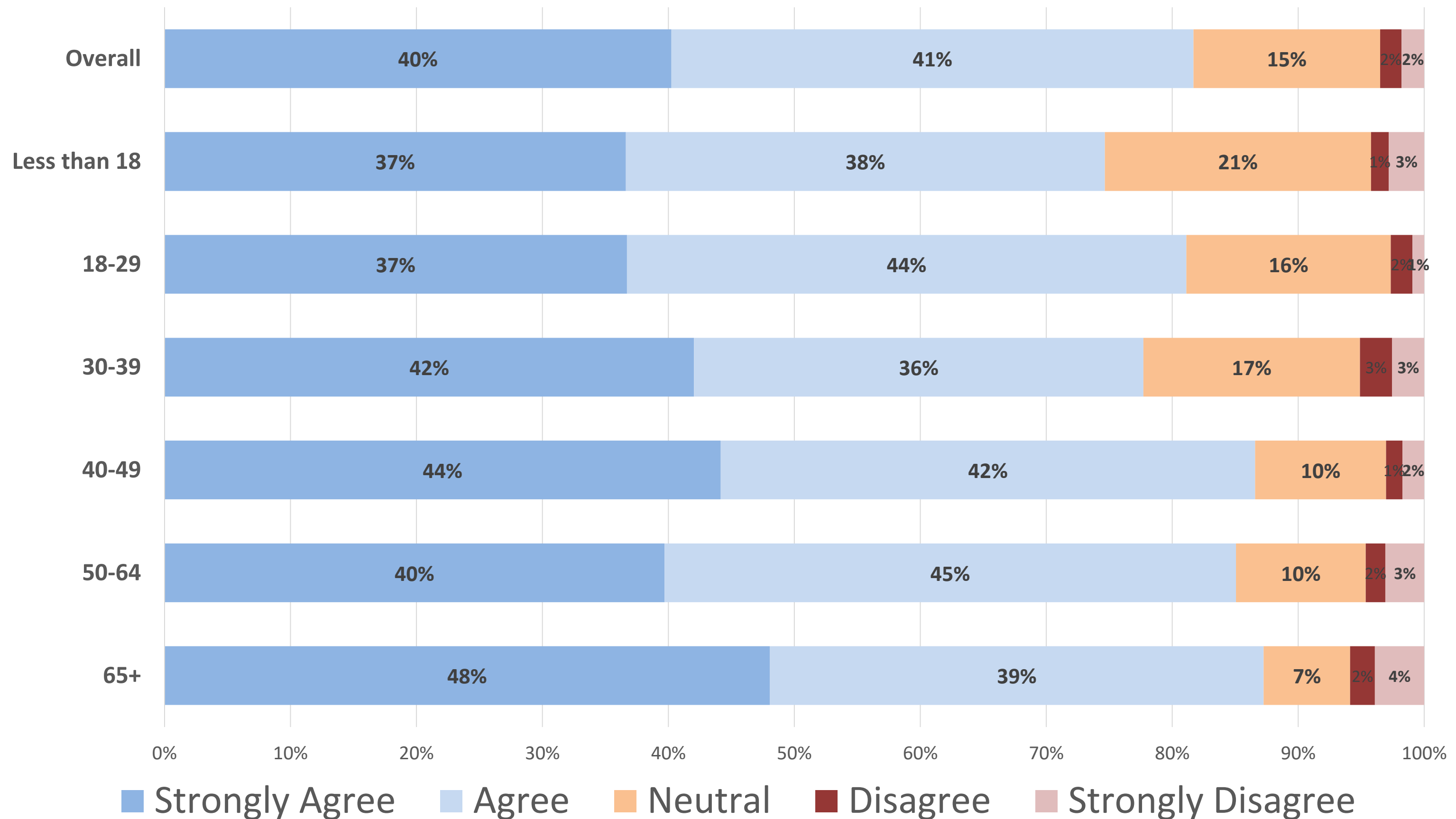
Demographic Crosstabulations

Bus/Trolley

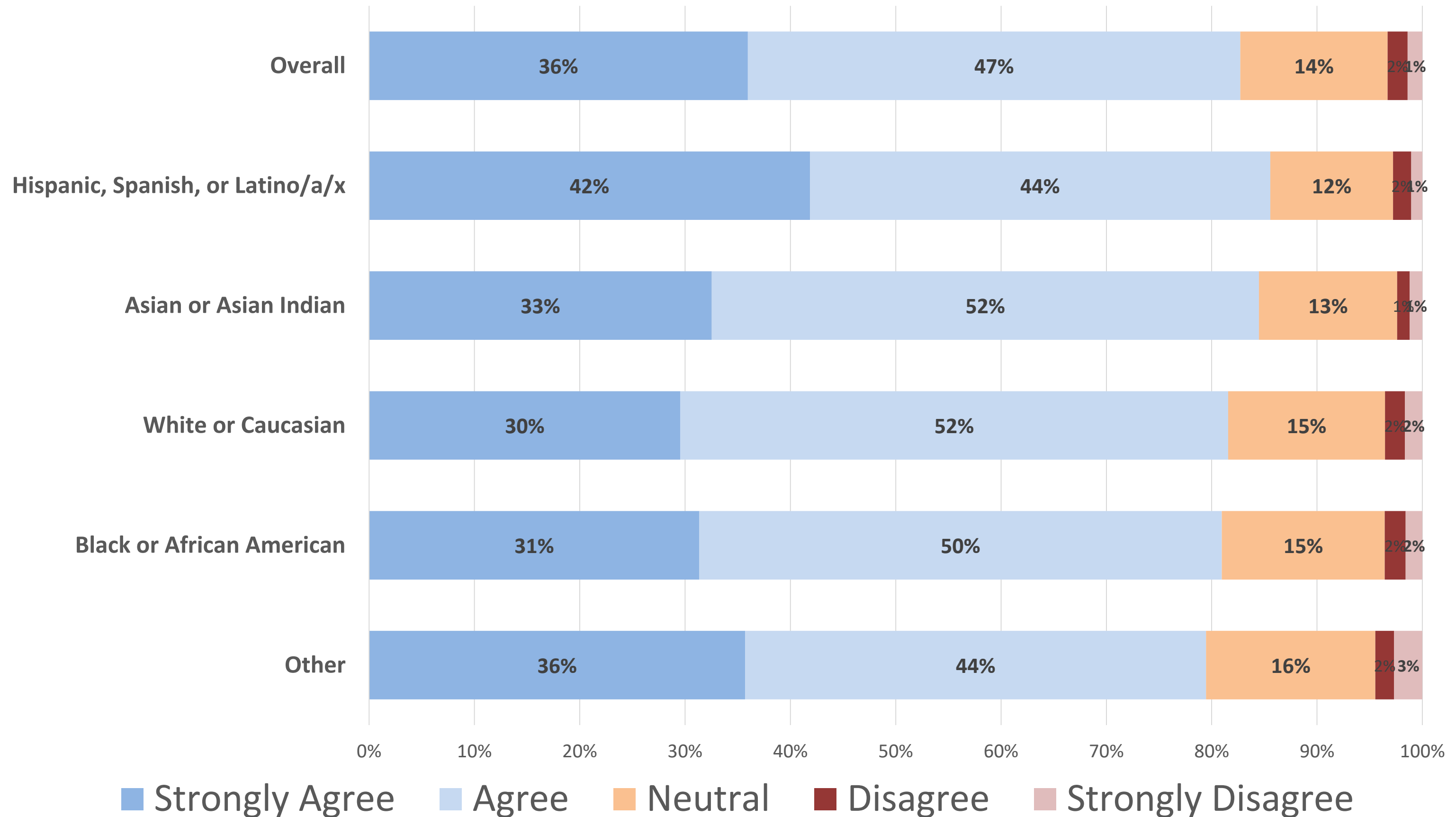
Overall Satisfaction by Age - Bus



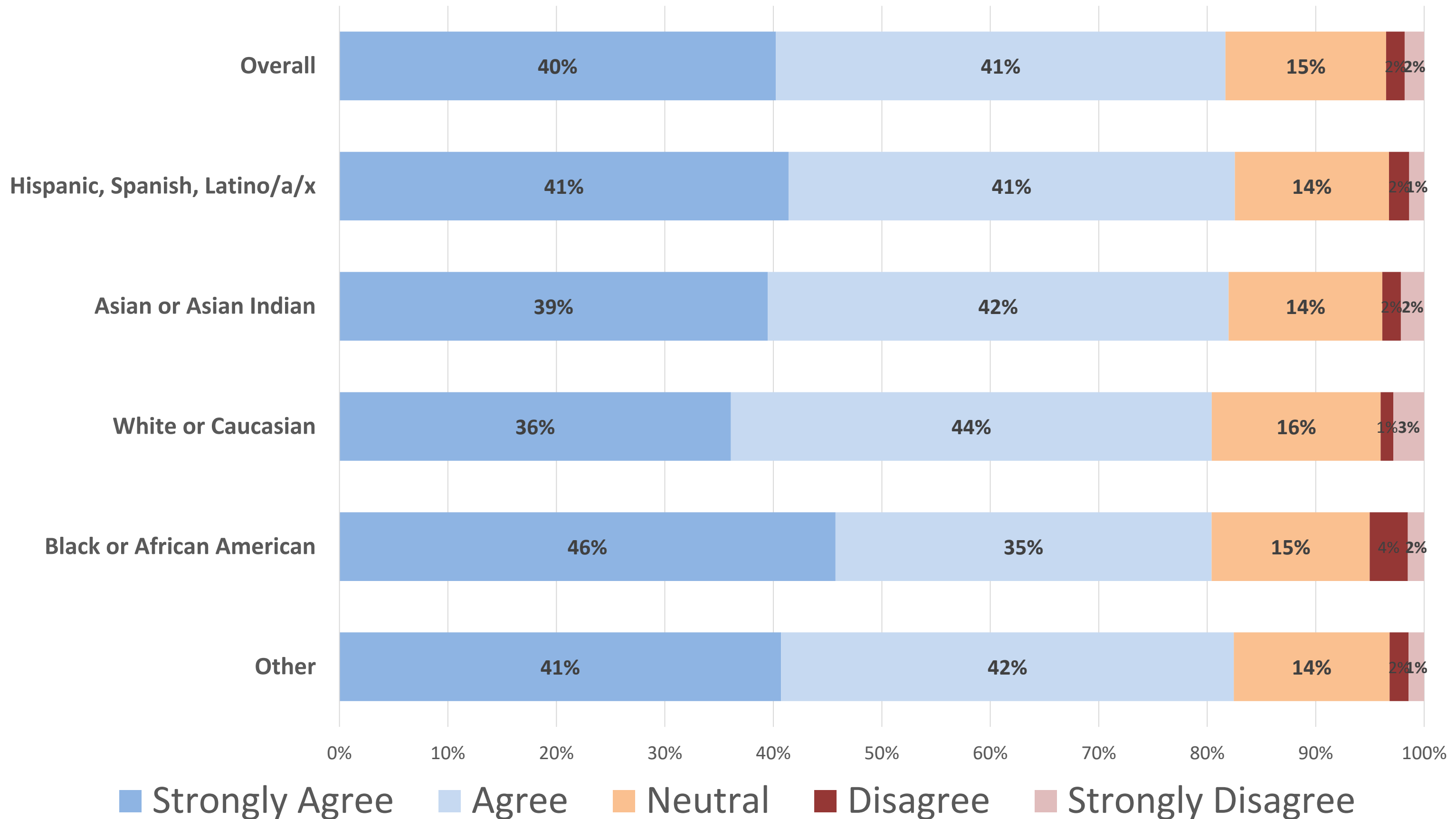
Overall Satisfaction by Age - Trolley



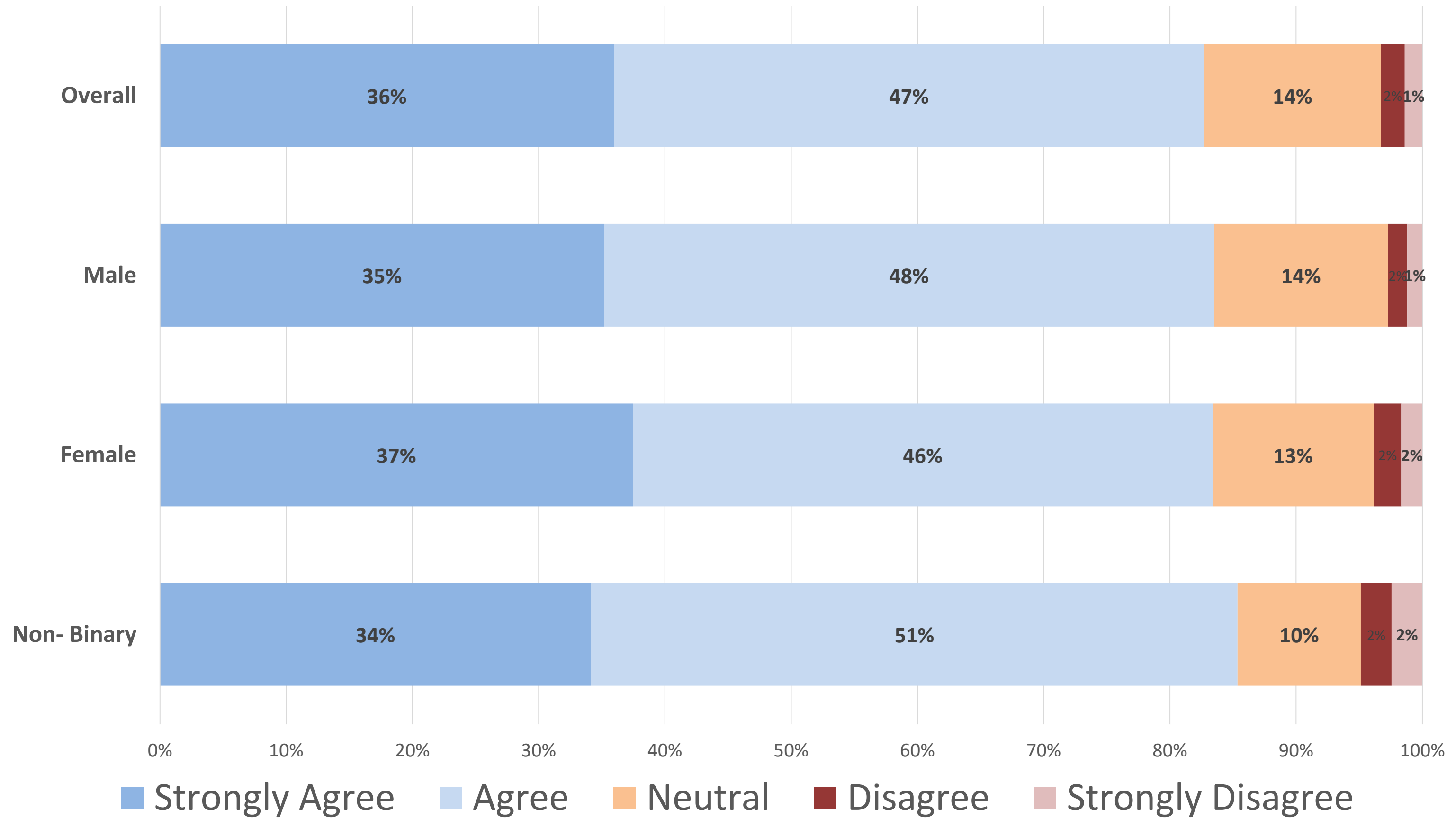
Overall Satisfaction by Race/ Ethnicity- Bus



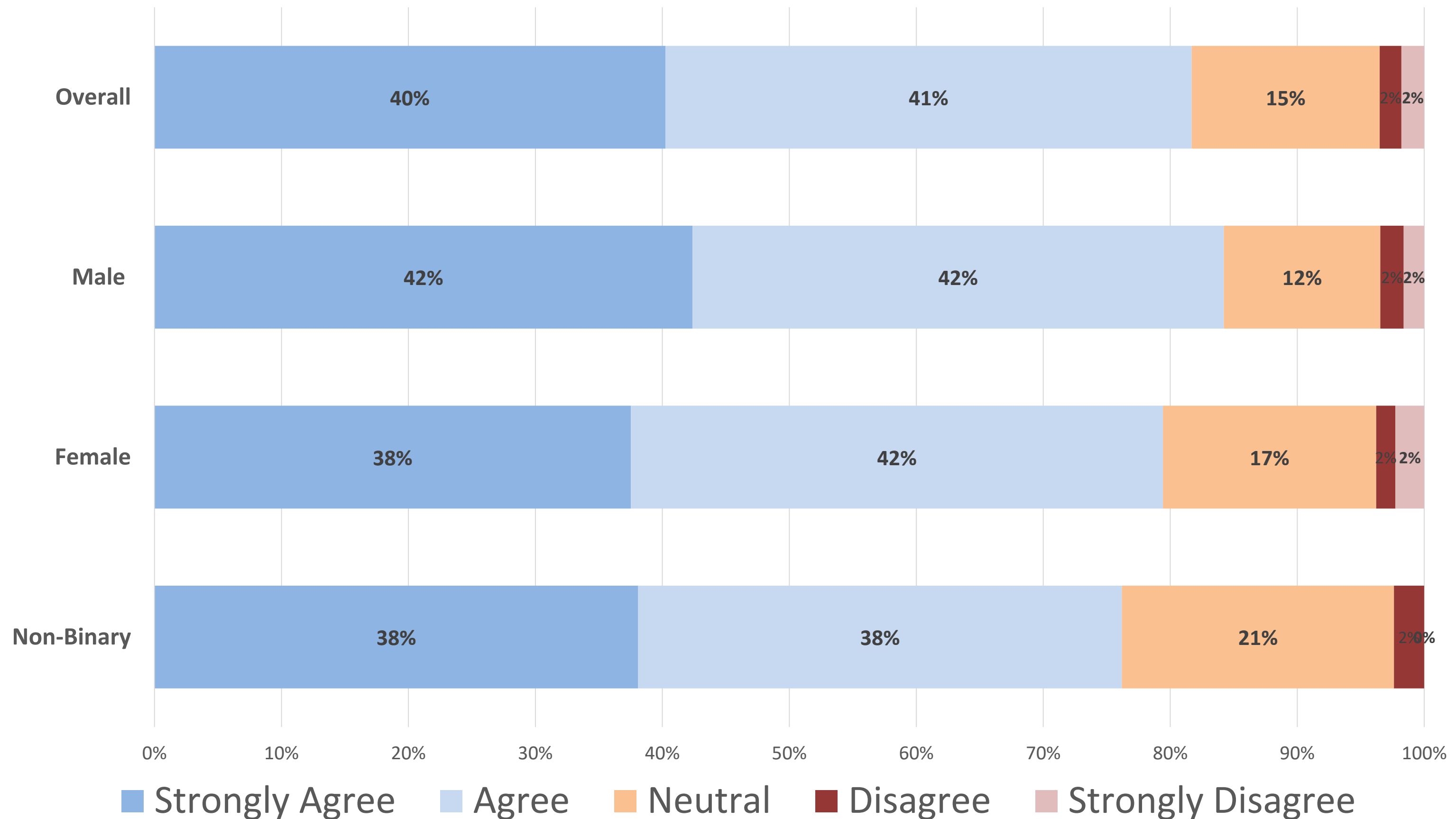
Overall Satisfaction by Race/ Ethnicity- Trolley



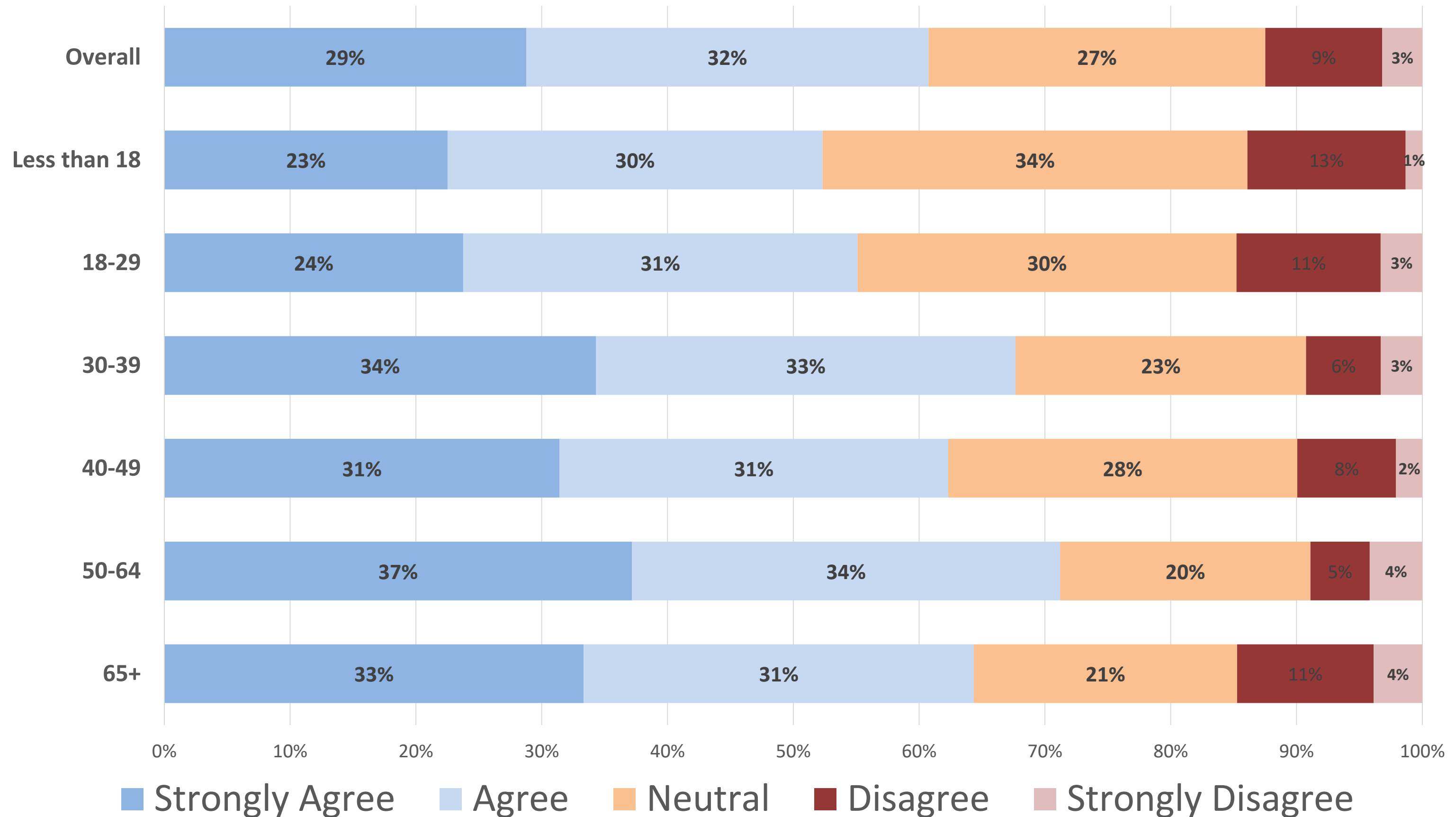
Overall Satisfaction by Gender- Bus



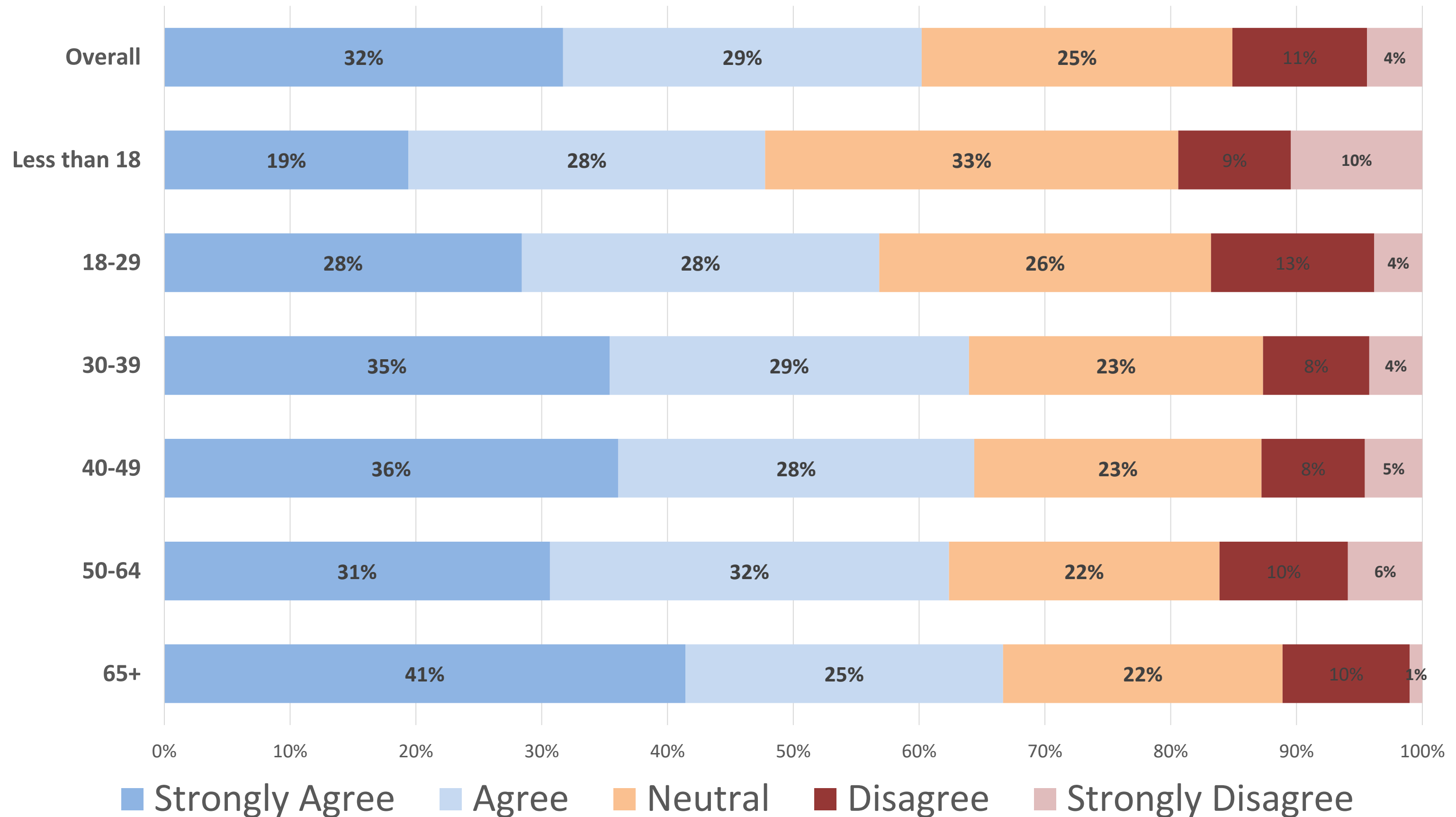
Overall Satisfaction by Gender- Trolley



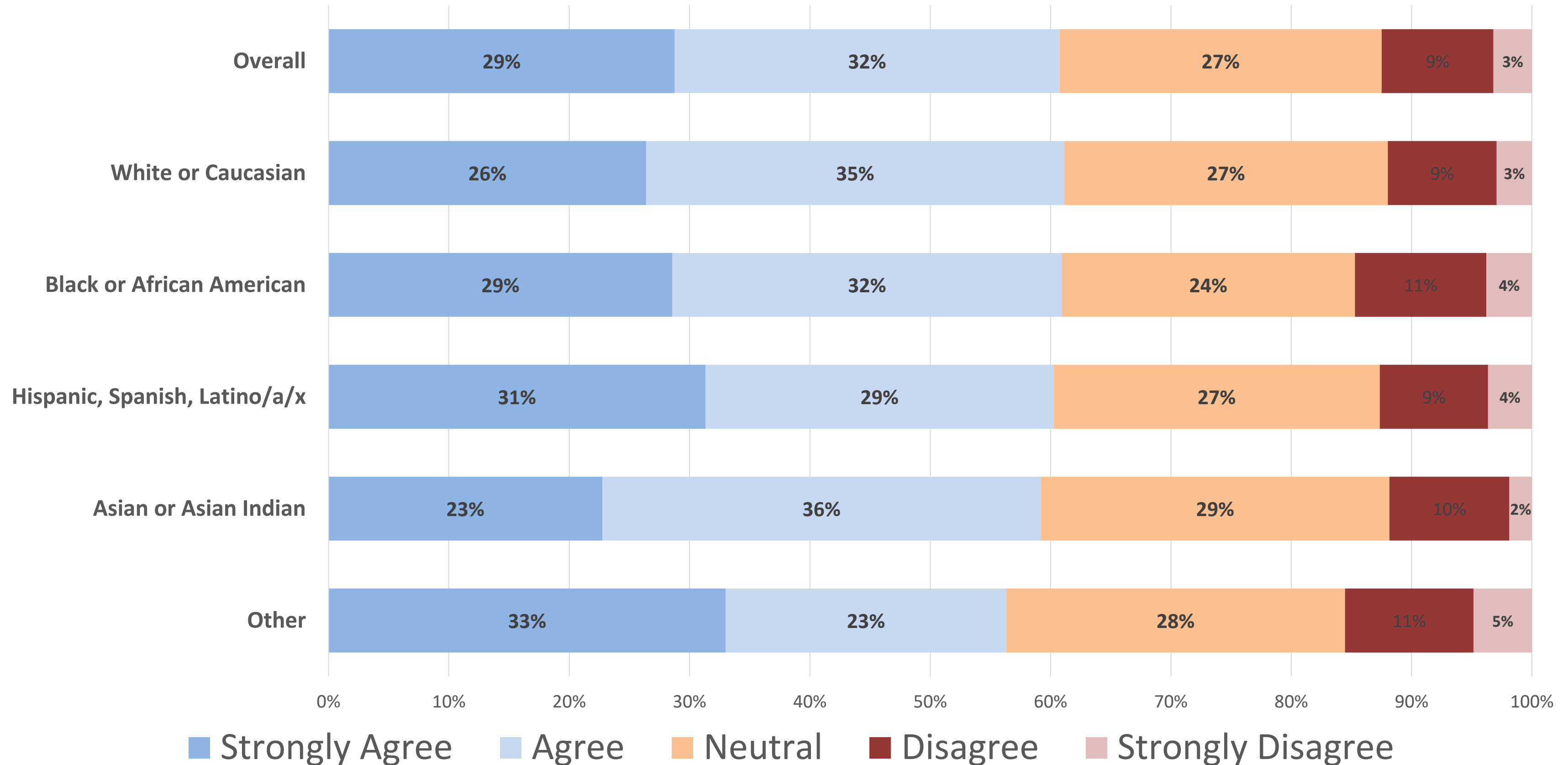
Station/Stop Safety by Age - Bus



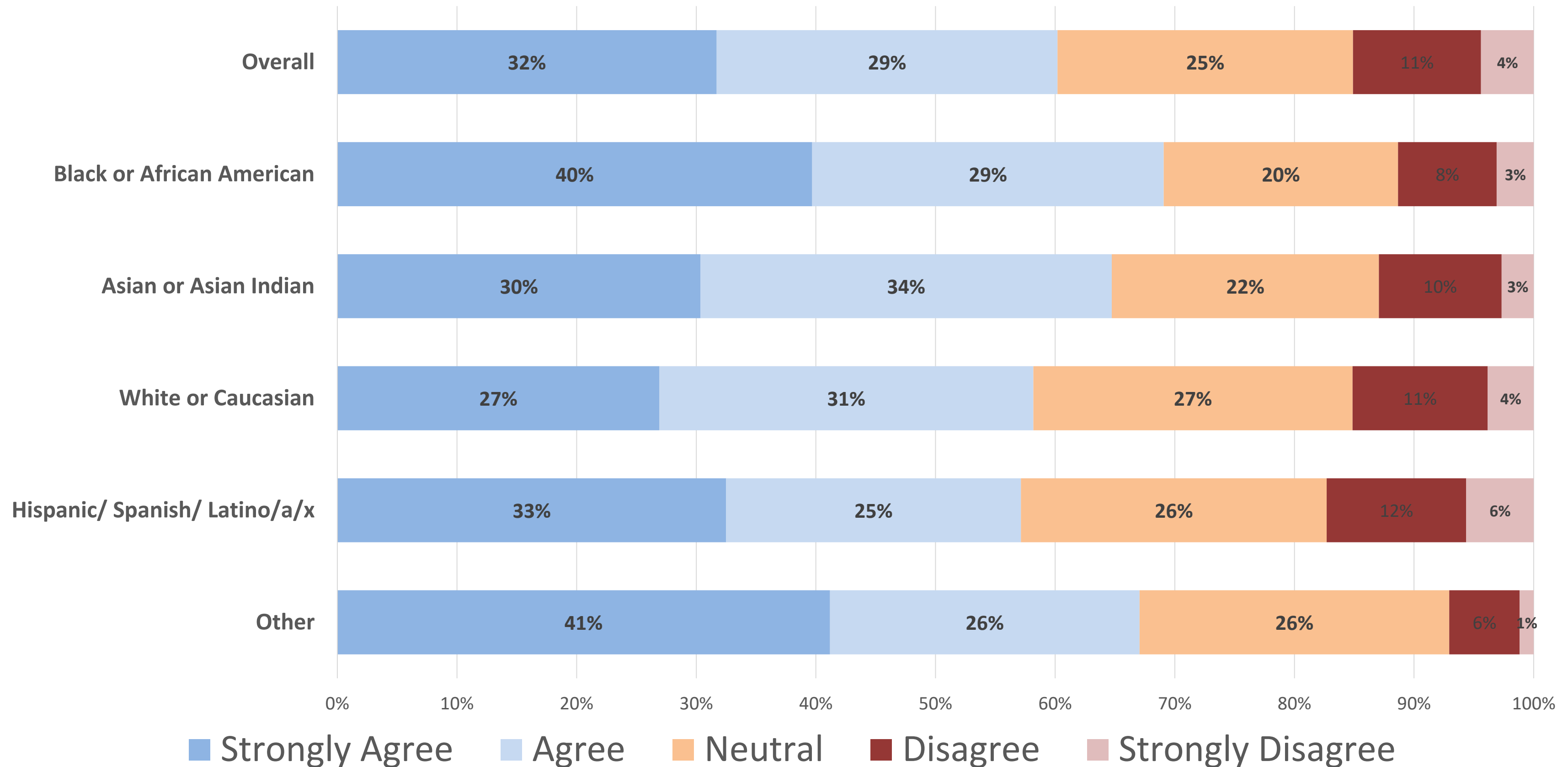
Station/Stop Safety by Age - Trolley



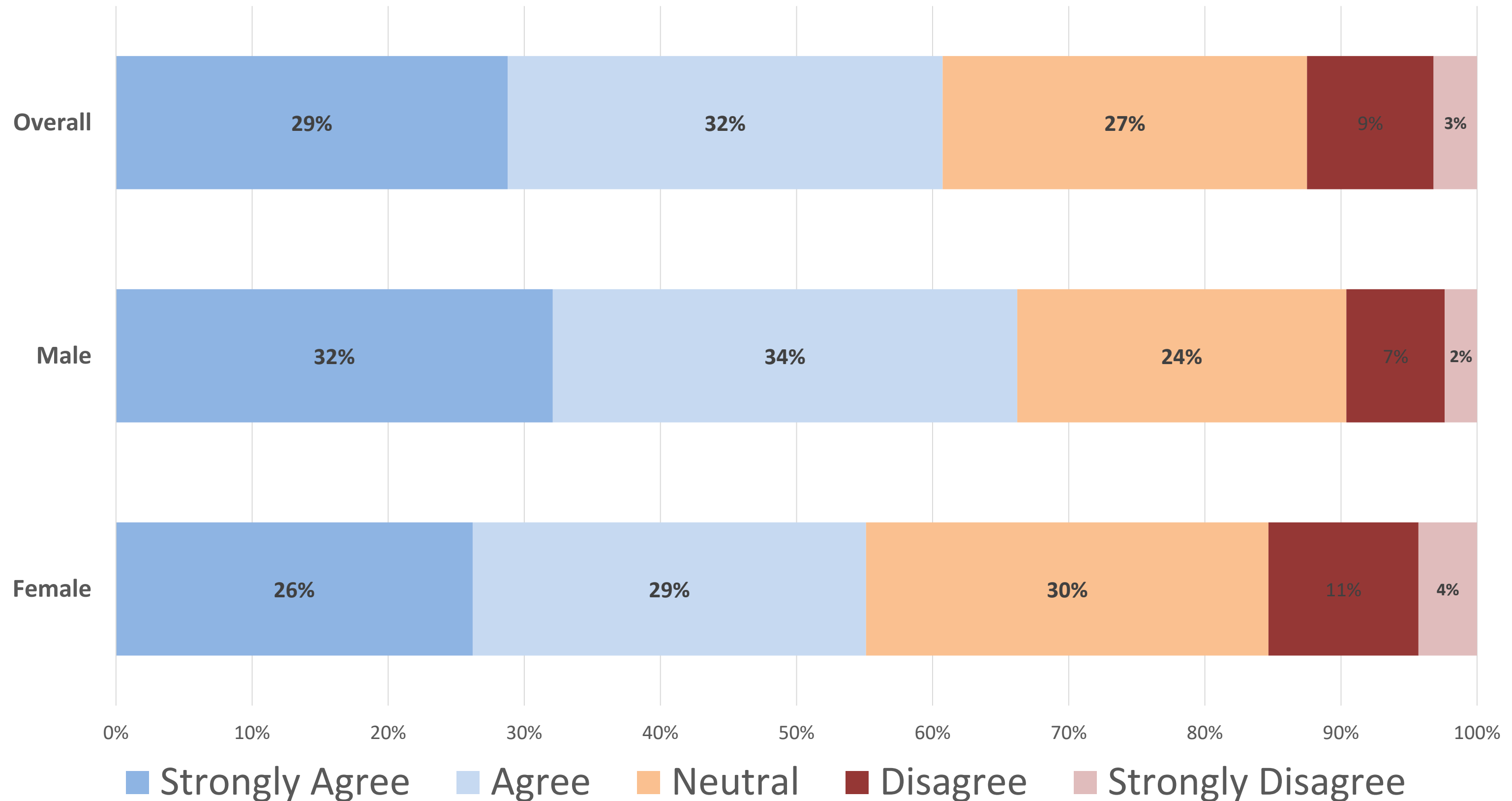
Station/Stop Safety by Race/ Ethnicity- Bus



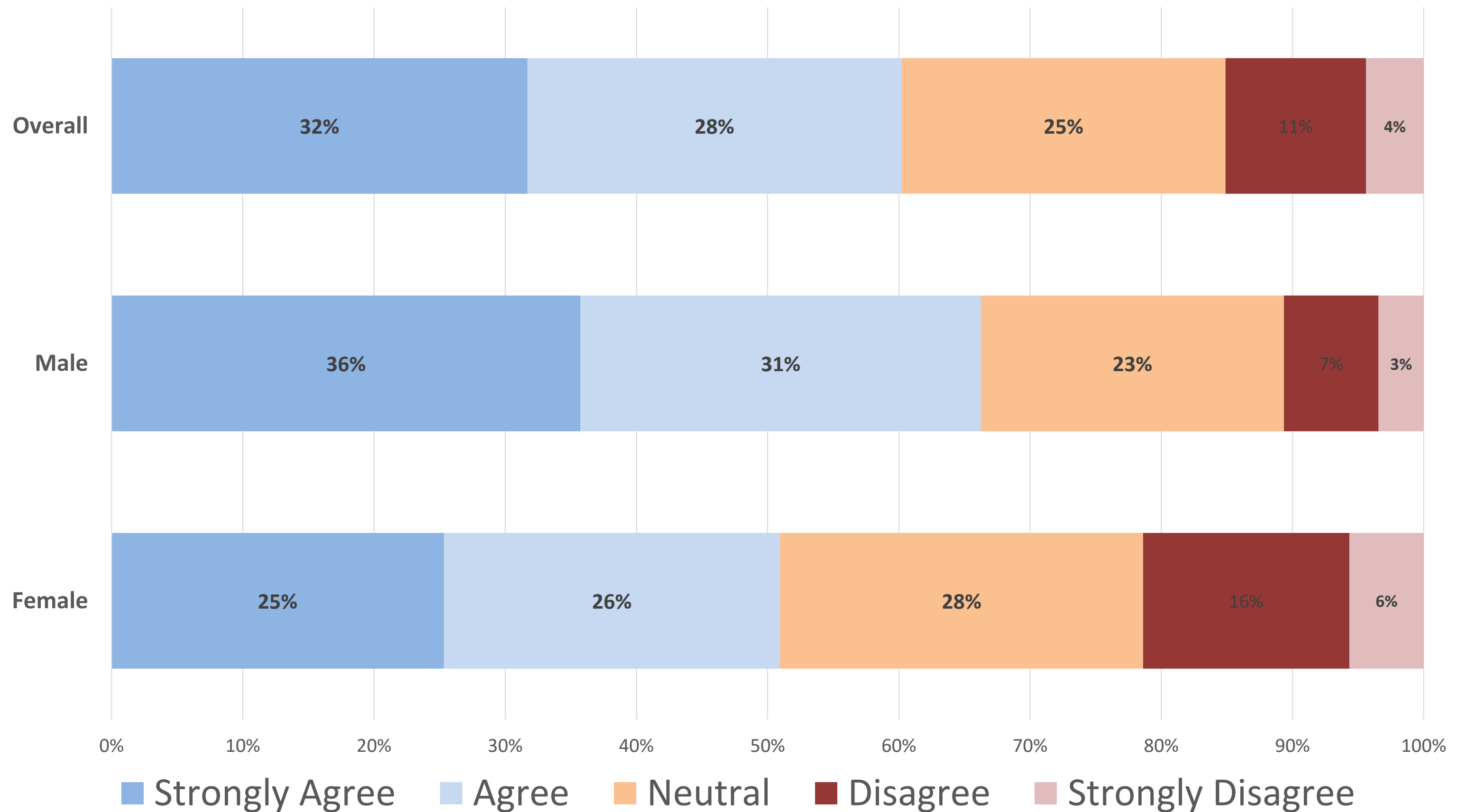
Station/Stop Safety by Race/ Ethnicity- Trolley



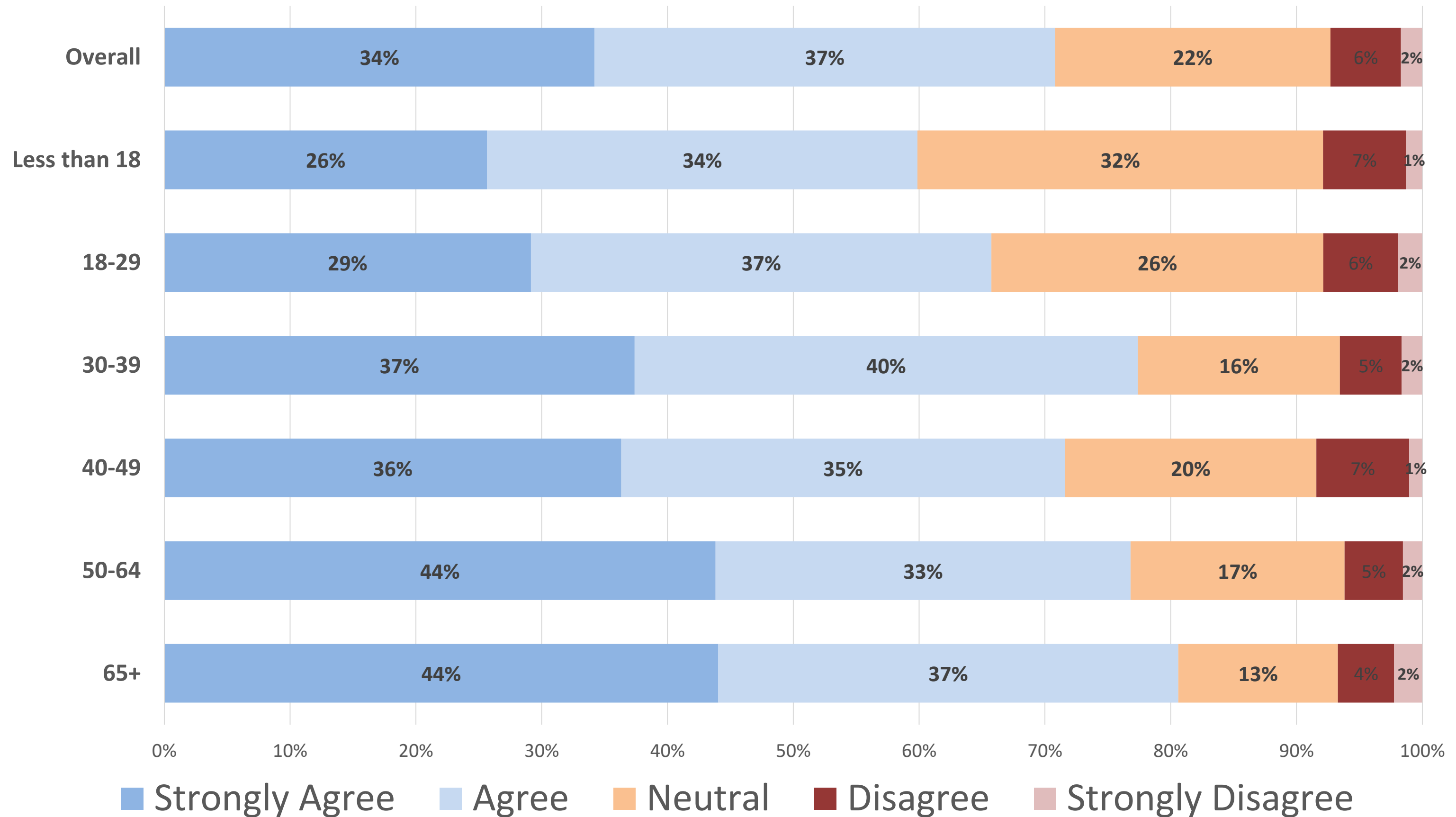
Station/Stop Safety by Gender- Bus



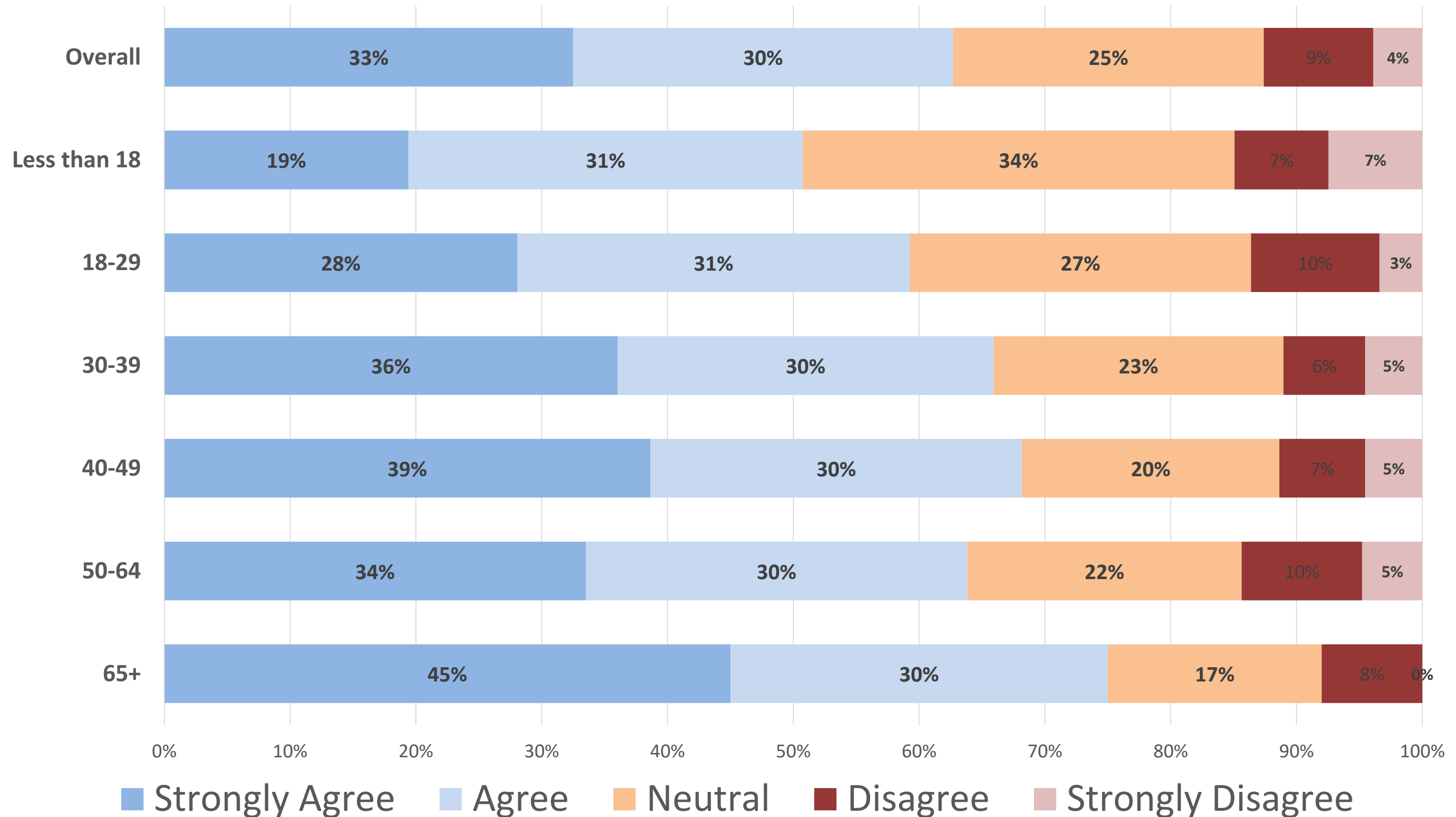
Station/Stop safety by Gender- Trolley



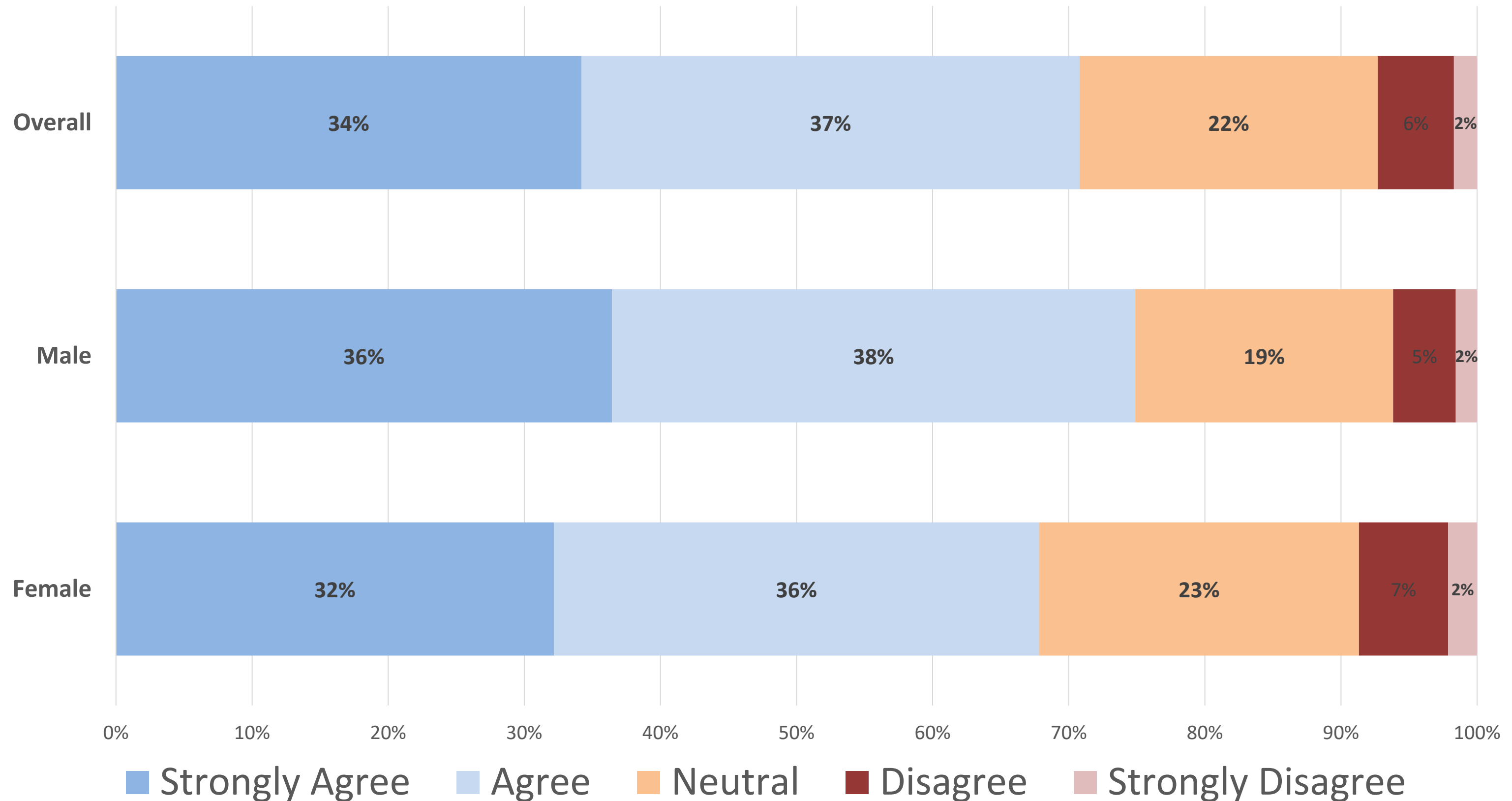
Onboard Bus Safety by Age



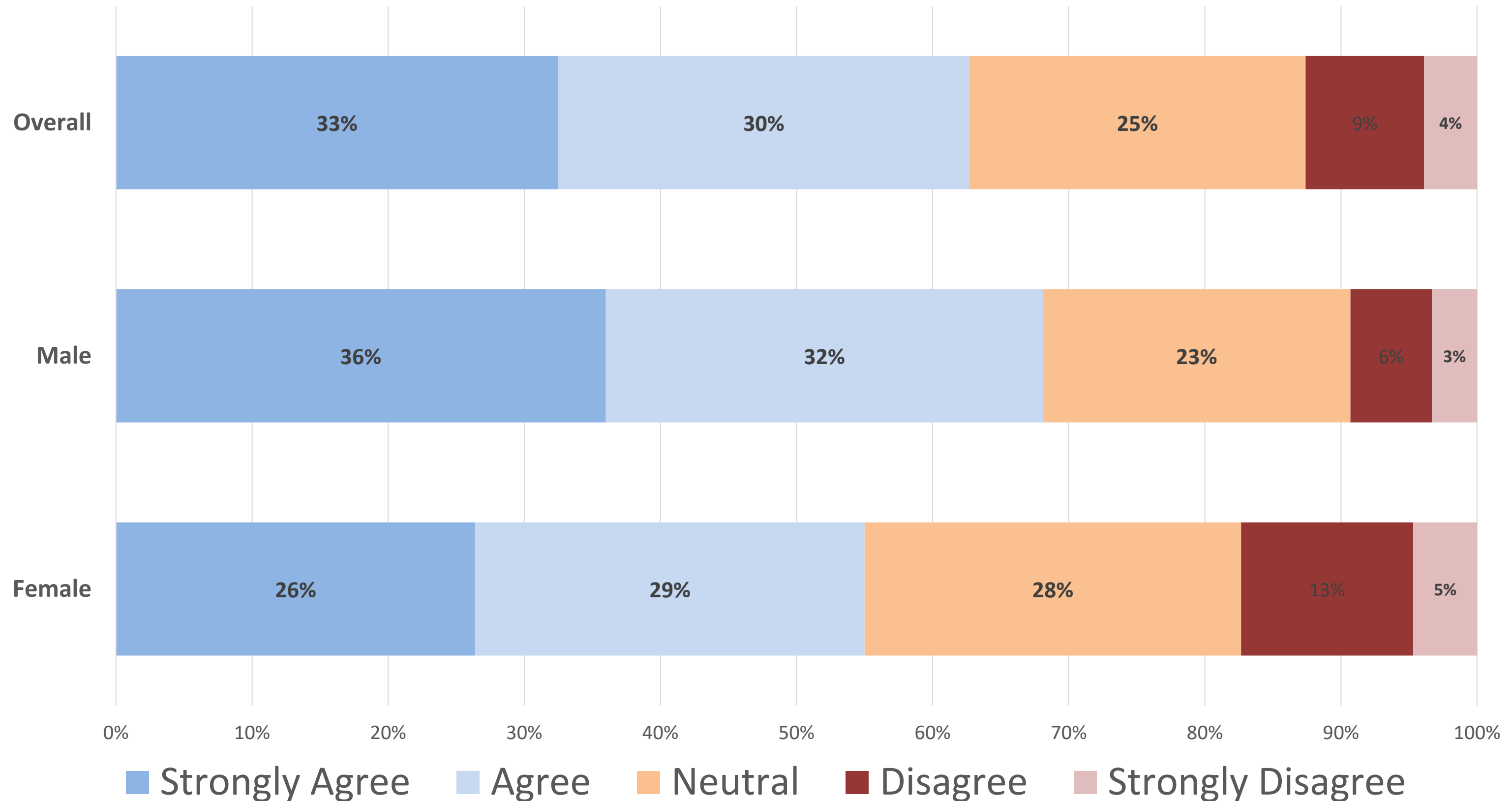
Onboard Trolley Safety by Age



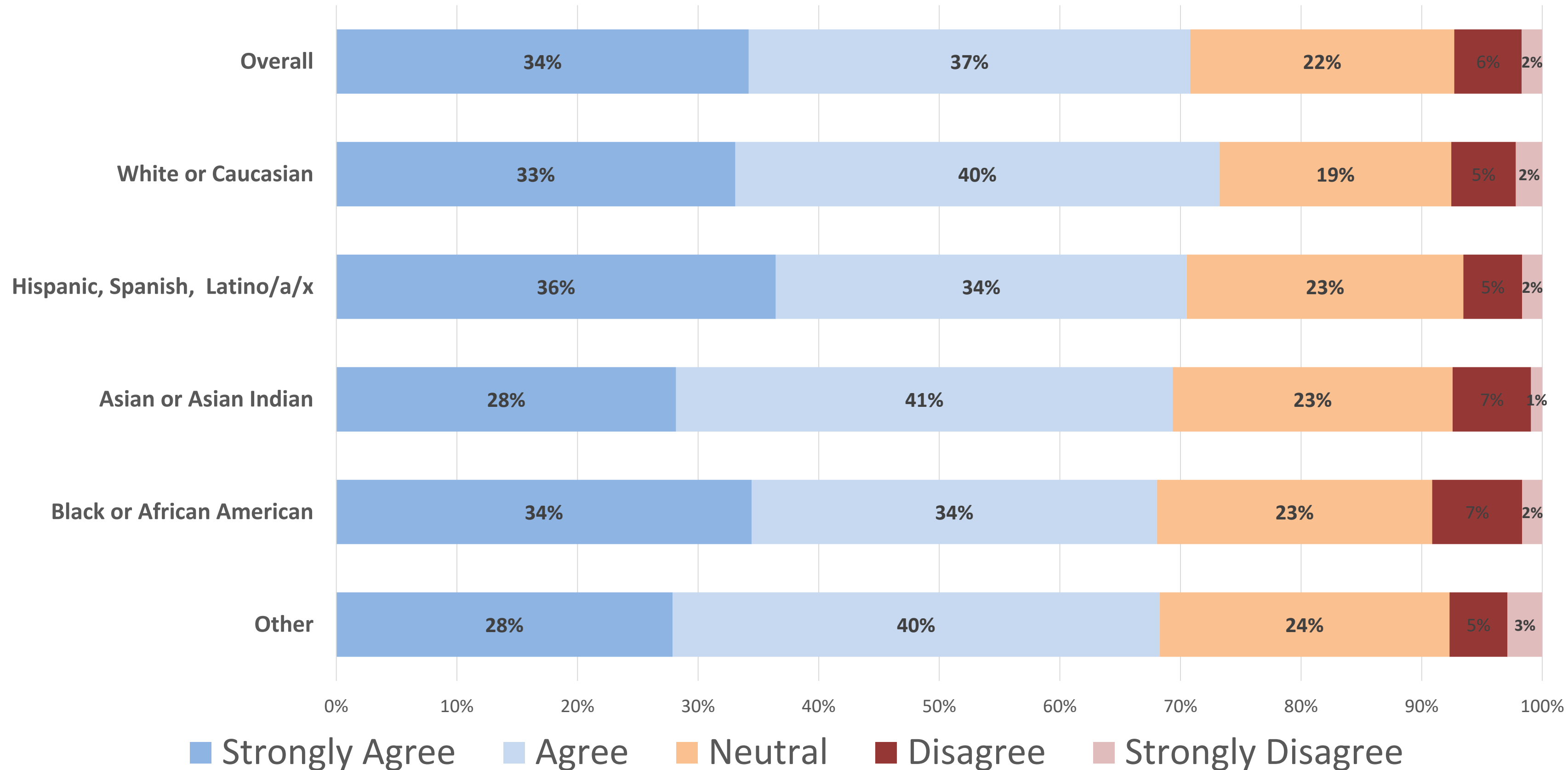
Onboard Bus Safety by Gender



Onboard Trolley Safety by Gender



Onboard Bus Safety by Race/Ethnicity



Onboard Trolley Safety by Race/Ethnicity

