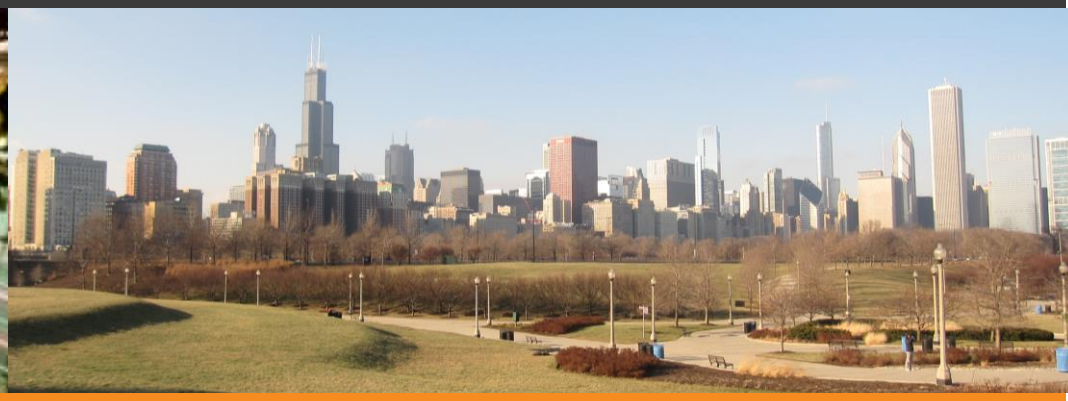
REPORT

REGIONAL TRANSPORTATION AUTHORITY: 2013-2014 CUSTOMER SATISFACTION STUDY

3.5.2015



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1.0 EXECUTIVE SUMMARY

This report summarizes the aggregated regional findings of the 2013-2014 RTA Customer Satisfaction studies conducted on behalf of CTA, Metra, and Pace. The Metra study was conducted in the spring and summer of 2014 by a team headed by the Blackstone Group and including Ipsos and Vlecides-Schroeder, and the Pace and CTA studies were conducted by RSG in the fall and winter of 2013 and spring of 2014, respectively. The Pace study was conducted on fixed bus route service only and did not include vanpool or paratransit services. Each of the studies followed the methodologies and questionnaire designs agreed upon during a previous study conducted in 2011. The combined results of these studies will help to evaluate RTA system performance and to prioritize future service investments with customer preferences in mind. This report contains the key findings from the three Service Boards' survey efforts with particular emphasis on regional satisfaction levels.

Nearly 25,000 weekday questionnaire responses were collected for this regional customer satisfaction analysis; riders were recruited onboard buses and trains and additionally via email lists. Following the completion of the data collection efforts, questionnaire responses were cleaned and expanded (weighted) to reflect the total number of weekday boardings for each Service Board (SB). This expansion process allows for analysis to be conducted at the regional level and ensures each Service Board is accurately represented relative to established ridership volumes.

An analysis of riders' satisfaction with the common service measures, regional service measures, and their respective importance was conducted to identify areas where customers are most and least satisfied with services. These tabulations were also conducted across important subsets of customers, including Service Board used, ridership frequency, and how long riders have been a customer. Additionally, key driver analyses were done for each Service Board to understand how the individual service attributes influenced a customer's evaluation of overall satisfaction.

It should be noted that the Service Boards serve very different areas, trip types, and customers, and these differences must be considered when interpreting customer satisfaction results. CTA and Pace customers tend to be somewhat younger and have lower household incomes than those using Metra; they are also more likely to live in Cook County. Metra customers tend to be slightly older and have higher household incomes, and nearly half live in a collar county.

Overall, customers are satisfied with the services provided, both at the regional level and Service Board level. The vast majority of riders (87%) would recommend using the services to others. In general, customers have the highest levels of satisfaction with attributes in the Safety, Employee Performance, and Information and Communication categories and somewhat lower satisfaction with attributes in the Comfort and Cleanliness categories.

Results of the previous Customer Satisfaction Study conducted in 2011 show similar findings, although the satisfaction levels for most service attributes are slightly lower. Factors

that may have contributed to the lower scores include the somewhat troubled introduction of the Ventra payment system, primarily affecting CTA and Pace, and weather-related delays on Metra during the winter of 2013-2014. Additionally, the Pace survey effort was completed in the fall and winter months of 2013 when the weather was relatively cold, possibly contributing to lower satisfaction scores.

The top five ranked attributes for customers were:

- How safely the train or bus is operated,
- Rail operator courtesy,
- Availability of schedule and route information,
- Availability of service information at Service Board's website, and
- Bus operator knowledge of system to assist me.

In general, there is consistency between Service Boards in terms of what attributes drive overall satisfaction. The following attributes are important drivers for all three Service Boards:

- Getting to destination on time,
- Total travel time for your trip, and
- Availability of seats on bus/train.

In 2011 the important drivers of overall satisfaction included the first two bullets above, plus How safely the bus/train is operated; Cleanliness on-board; and On-board personnel courtesy.

Throughout the report, several possible areas for improvement have been detailed for each Service Board.

2.0 SURVEY QUESTIONNAIRE DESIGN

The CTA, Pace, and Metra Customer Satisfaction questionnaires each contained 32 common satisfaction attribute questions plus a customer loyalty question, and 17 common travel information and demographic questions.

Additionally, the same measurement scale was used across all three agencies (Figure 1). The scale ranged from 1 to 10 with four groupings—very dissatisfied, dissatisfied, satisfied, and very satisfied—clearly delineated, along with a "not applicable" option. This measurement scale is the same that was used in the 2011 Customer Satisfaction Studies for each Service Board.

FIGURE 1: CUSTOMER SATISFACTION MEASUREMENT SCALE

VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
1	2	3	4	5	6	7	8	9	10	n/a
1	2	3	4	5	6	7	8	9	10	n/a
1	2	3	4	5	6	7	8	9	10	n/a
1	2	3	4	5	6	7	8	9	10	n/a
1	2	3	4	5	6	7	8	9	10	n/a

Aside from the common attributes, each Service Board could add other attributes and customized questions for their unique services. The CTA and Metra customer satisfaction survey questions were organized according to their respective service dimension, as illustrated in Figure 2. The common service dimensions included:

- Travel Time and Reliability
- Safety and Security
- Information and Communications
- Cleanliness
- Employees' Performance
- Comfort
- Overall Service
- Regional Satisfaction

The Pace customer satisfaction questionnaire attributes were listed together and not split by dimension.

FIGURE 2: EXAMPLE SUBSET OF CATEGORIES RATED ON CTA PAPER QUESTIONNAIRE

21. PERSONAL SAFETY How satisfied are you with...	VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
How safely the bus/train is operated	1	2	3	4	5	6	7	8	9	10	n/a
Personal safety on bus/train	1	2	3	4	5	6	7	8	9	10	n/a
Personal safety at bus stop/train station	1	2	3	4	5	6	7	8	9	10	n/a

22. COMFORT WHILE RIDING How satisfied are you with...	VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
Availability of seats on bus/train	1	2	3	4	5	6	7	8	9	10	n/a
Comfortable temperature of bus/train	1	2	3	4	5	6	7	8	9	10	n/a
Amount of personal space on bus/train	1	2	3	4	5	6	7	8	9	10	n/a
Ability to shelter yourself from weather conditions while waiting for the bus/train	1	2	3	4	5	6	7	8	9	10	n/a
Lighting at the bus stop/train station	1	2	3	4	5	6	7	8	9	10	n/a

23. APPEARANCE How satisfied are you with...	VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
Cleanliness of bus/train interior	1	2	3	4	5	6	7	8	9	10	n/a
Cleanliness of bus stop/train station	1	2	3	4	5	6	7	8	9	10	n/a
Overall appearance of the bus stop/train station	1	2	3	4	5	6	7	8	9	10	n/a

24. ACCESS TO SERVICE How satisfied are you with...	VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
Availability of CTA service where you live	1	2	3	4	5	6	7	8	9	10	n/a
Availability of CTA service where you work	1	2	3	4	5	6	7	8	9	10	n/a
Availability of CTA service to other places where you want to go	1	2	3	4	5	6	7	8	9	10	n/a
Availability of CTA service when you need to travel	1	2	3	4	5	6	7	8	9	10	n/a

25. OVERALL How satisfied are you with...	VERY DISSATISFIED		DISSATISFIED			SATISFIED			VERY SATISFIED		N/A
Value of service for fare paid	1	2	3	4	5	6	7	8	9	10	n/a
CTA OVERALL	1	2	3	4	5	6	7	8	9	10	n/a

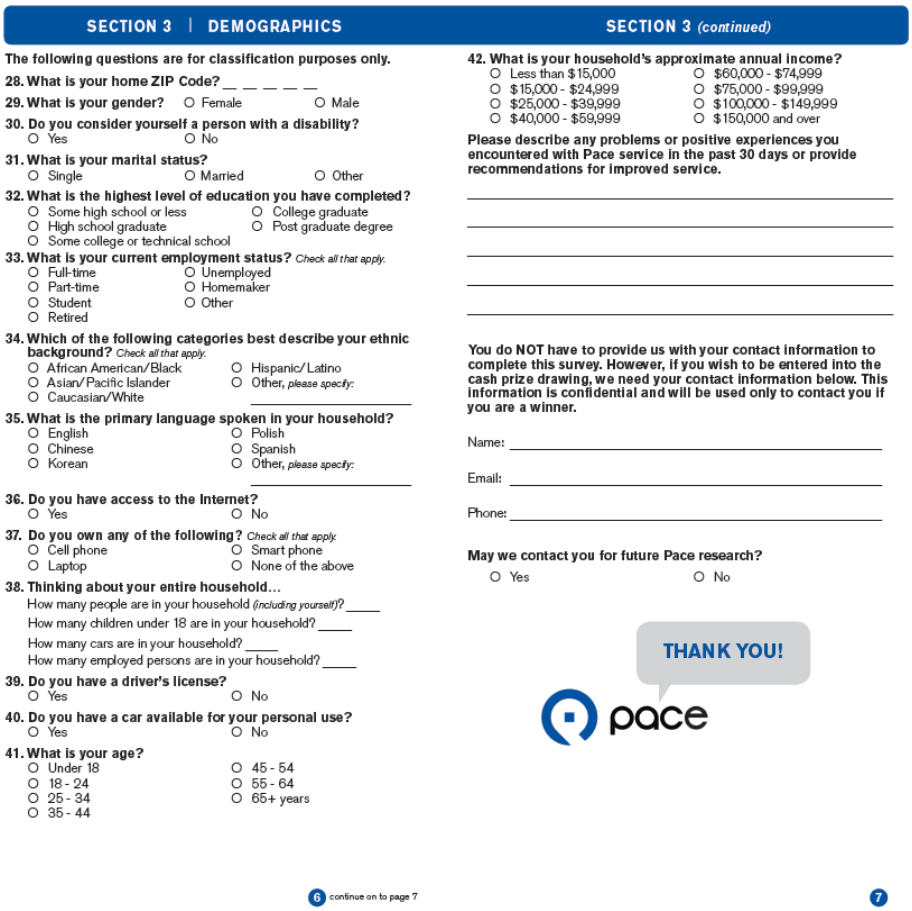
Another common question for the three Service Boards was how likely customers would be to recommend the Service Board to others (Figure 3).

FIGURE 3: EXAMPLE CUSTOMER LOYALTY QUESTION ON CTA PAPER QUESTIONNAIRE

26. LIKELIHOOD TO RECOMMEND	VERY LIKELY		UNLIKELY			LIKELY			VERY LIKELY		N/A
How likely are you to recommend CTA to others?	1	2	3	4	5	6	7	8	9	10	n/a

Additionally, the Service Boards collected details of customers' trips, which were used to better understand customer satisfaction among various segments of their ridership. Finally, customers were asked to fill out some basic demographic information as well (Figure 4).

FIGURE 4: EXAMPLE DEMOGRAPHIC QUESTIONS ON PACE PAPER QUESTIONNAIRE



SECTION 3 | DEMOGRAPHICS

The following questions are for classification purposes only.

28. What is your home ZIP Code? __ __ __ __ __

29. What is your gender? O Female O Male

30. Do you consider yourself a person with a disability?
O Yes O No

31. What is your marital status?
O Single O Married O Other

32. What is the highest level of education you have completed?
O Some high school or less
O High school graduate
O Some college or technical school
O College graduate
O Post graduate degree

33. What is your current employment status? *Check all that apply.*
O Full-time
O Part-time
O Student
O Retired
O Unemployed
O Homemaker
O Other

34. Which of the following categories best describe your ethnic background? *Check all that apply.*
O African American/Black
O Asian/Pacific Islander
O Caucasian/White
O Hispanic/Latino
O Other, *please specify:* _____

35. What is the primary language spoken in your household?
O English
O Chinese
O Korean
O Polish
O Spanish
O Other, *please specify:* _____

36. Do you have access to the Internet?
O Yes O No

37. Do you own any of the following? *Check all that apply.*
O Cell phone
O Laptop
O Smart phone
O None of the above

38. Thinking about your entire household...
How many people are in your household *(including yourself)*? ____
How many children under 18 are in your household? ____
How many cars are in your household? ____
How many employed persons are in your household? ____

39. Do you have a driver's license?
O Yes O No

40. Do you have a car available for your personal use?
O Yes O No

41. What is your age?
O Under 18
O 18 - 24
O 25 - 34
O 35 - 44
O 45 - 54
O 55 - 64
O 65+ years

6 continue on to page 7

SECTION 3 *(continued)*

42. What is your household's approximate annual income?
O Less than $15,000
O $15,000 - $24,999
O $25,000 - $39,999
O $40,000 - $59,999
O $60,000 - $74,999
O $75,000 - $99,999
O $100,000 - $149,999
O $150,000 and over

Please describe any problems or positive experiences you encountered with Pace service in the past 30 days or provide recommendations for improved service.

_____
_____
_____
_____
_____

You do NOT have to provide us with your contact information to complete this survey. However, if you wish to be entered into the cash prize drawing, we need your contact information below. This information is confidential and will be used only to contact you if you are a winner.

Name: _____

Email: _____

Phone: _____

May we contact you for future Pace research?
O Yes O No

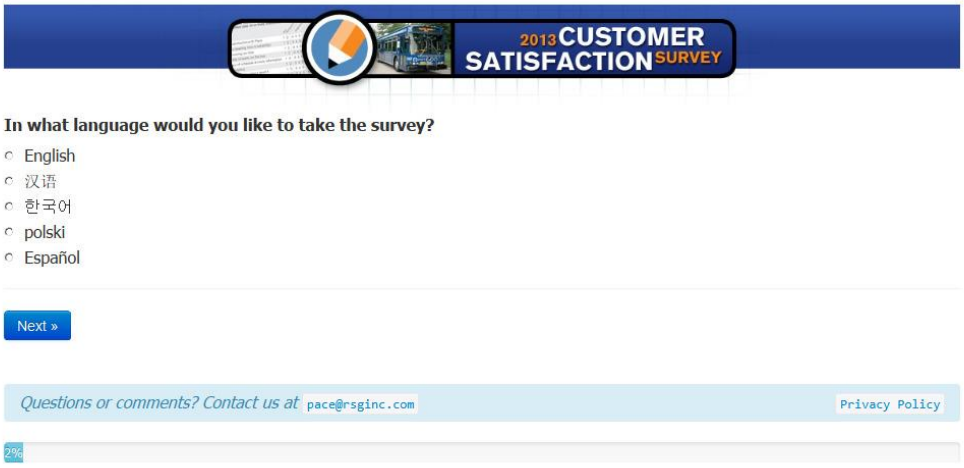
THANK YOU!

pace

7

The questionnaires were provided in several languages, customized to each Service Board's customer base (Figure 5). The Metra questionnaire was available in English and Spanish; the Pace and CTA questionnaires were available online in English, Spanish, Korean, Polish, and Chinese, and on paper in English and Spanish.

FIGURE 5: SCREENSHOT OF EXAMPLE LANGUAGE OPTION QUESTION FROM PACE WEB-BASED QUESTIONNAIRE



For both Pace and CTA, two versions of the questionnaire were designed: a paper-based version and a web-based version. The paper-based version served as the onboard recruitment tool. When customers completed the paper questionnaire they could either return it to one of the surveyors onboard their train or mail it back, postage-paid. Alternatively, customers had the option to complete the questionnaire online using a link and unique password provided on the cover of the paper questionnaire (Figure 6). The unique password ensured that each customer could only participate in the survey once.

The Metra Customer Satisfaction questionnaire was only available online, but a large proportion of the recruitment was conducted onboard trains using an Origin-Destination survey, whose respondents were solicited to complete the Customer Satisfaction questionnaire as well.

FIGURE 6: FRONT COVER OF CTA PAPER QUESTIONNAIRE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 1113 CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

CTA SURVEY
C/O TAB SERVICE COMPANY
310 S RACINE AVE STE 6S
CHICAGO IL 60607-9923

cta

2013 CUSTOMER SATISFACTION SURVEY

Dear Customer,

Your feedback is very important in helping the Chicago Transit Authority (CTA) improve the quality of its services.

The information obtained from this survey will assist us in meeting our commitment to provide efficient and cost effective transportation to you. Even if you are a visitor to the Chicago area, your feedback is very important to us.

All of your answers will be kept anonymous and will not be linked to you or any of your personal information.

By completing this survey, you earn a chance to win up to $250 cash!

GRAND PRIZE: $250 | 20 SECOND PRIZES: $50

Please complete this survey in one of three ways:

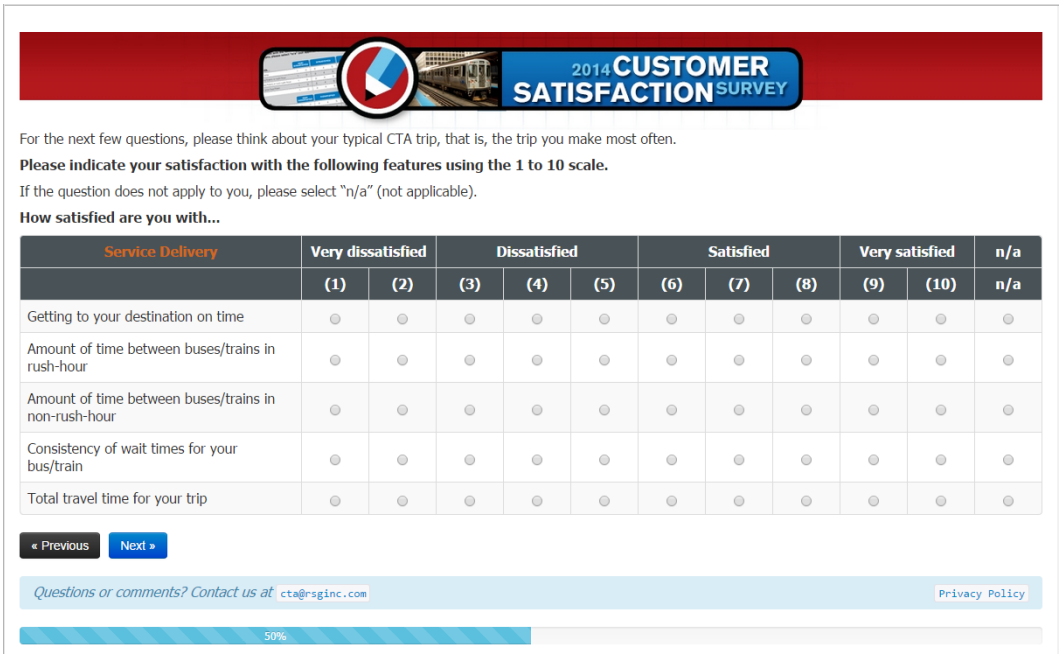
- hand it back to the administrator on the train or bus; or
- drop it in any mailbox (no postage required); or
- go online to: https://rsgresearch.com/CTA and enter this password:

Para completar la encuesta en línea, visite el enlace que aparece arriba e ingrese la contraseña.
请点击上方显示的链接，并输入密码，以完成调查。
온라인 설문 조사를 완료하려면 위에 기재된 링크를 방문하고 암호를 입력합니다.
Aby wypełnić ankietę online, należy kliknąć łącze podane powyżej i wprowadzić hasło.

Thank you for your cooperation and for riding CTA.

For CTA and Pace, the web-based questionnaires were designed to mirror the paper questionnaire in order to obtain consistent responses between the two methods (Figure 7). These web-based questionnaires were programmed using RSG's proprietary software, rSurvey, which allows for survey customization for each respondent in order to improve the quality of the data being collected and reduce respondent burden and fatigue. The Metra survey used similar techniques and was programmed by Ipsos. Skip logic and customized question text were implemented in the questionnaires based on answers to previous questions. For example, respondents who did not drive to access the transit service were not shown the follow-up questions asking about parking fees.

FIGURE 7: SCREENSHOT OF EXAMPLE ATTRIBUTE SATISFACTION RATING QUESTION IN CTA WEB-BASED QUESTIONNAIRE



3.0 SURVEY ADMINISTRATION

For this study year, all three Service Boards implemented slightly different recruitment and survey administration methods.

Metra customers who completed a very recent Origin-Destination study were recruited for the Customer Satisfaction survey, which was only available online. Overall, the short onboard Origin-Destination survey generated a 78% response. It was from this population that participants for the online Customer Satisfaction Study were recruited. Additionally, a supplemental email sample was used to recruit survey participants from Metra's customer base. The response rates for each of these recruit methods were approximately 6%.

The CTA questionnaire was available on paper and online, although the online version served as the primary method. Email invitations, which linked to the web version of the questionnaire, were sent to over 80,000 addresses from a CTA customer list. Additionally, onboard surveying was conducted on CTA buses and trains, with heavier distribution on bus route groups and train branches that received fewer web questionnaire completes. These response rates for these recruit methods were 14% for online recruit and 16% for onboard recruit.

Pace customers were surveyed onboard buses on all nine bus divisions, with a 31% response rate. To supplement the onboard data, email questionnaire invitations were also sent using two relatively small Pace email lists, which resulted in an 11% response rate.

Further details on the survey administration and sampling plans can be found in the Service Board individual reports.

4.0 DATA PROCESSING AND EXPANSION

4.1 | DATA PROCESSING

The datasets from each of the three Service Boards were merged into one dataset for the regional analysis. The merged data set included variables for all common satisfaction attributes and a portion of trip characteristics and demographic questions. Unique questions in each Service Board's questionnaire were not included in the regional dataset.

4.2 | DATA EXPANSION

Data were expanded (weighted) to match average weekday boardings for each Service Board; this expansion will allow for a regional analysis to be conducted that represents all weekday riders in the region proportional to actual ridership. Each Service Board had a slightly different expansion approach:

- CTA: expanded to weekday boardings by bus route group/train branch
- Metra: expanded to weekday boardings using a marginal weight which used targets including line, direction, ticket type, and demographic information
- Pace: expanded to weekday boardings by service division

The resulting weighted survey counts can be found in Table 1. Further details on the expansion schemes can be found in the Service Board individual reports.

5.0 RESULTS

This section includes the findings of the combined CTA, Metra, and Pace weekday customer surveys and is divided into three sub-sections: Demographics and Trip Details, Regional Service, and Detailed Service Attributes. This section highlights the important and substantive details of the regional survey results. All tabulations in this section were conducted on the weighted regional dataset. Further detail about specific Service Boards are presented in each individual Service Board report.

5.1 | DEMOGRAPHIC AND TRIP DETAILS

A total of 24,545 questionnaires were completed by weekday bus and train passengers of CTA, Metra, and Pace and prepared for analysis. Data from paratransit and vanpool passengers were not available for analysis in this report. The final sample of riders was expanded to reflect weekday ridership for each Service Board so final analysis reflected a typical weekday of transit activity in RTA's six-county region. Table 1 shows the expanded distribution of unlinked trips across each Service Board. Also reported are un-weighted counts which represent the number of questionnaire filled out by respondents on paper or online. The final column shows the margin of error for each Service Board's weighted dataset at the 95% confidence level. When the data sets are merged, there is an overall margin of error of +/- 0.6% at the 95% confidence level.

TABLE 1: SURVEY RESPONSE SUMMARY, WEIGHTED AND UN-WEIGHTED BY SERVICE BOARD

Service Board	Weighted Count	Weighted Percent	Un-weighted Count	Un-weighted Percent	Margin of Error (*95% conf level*)
CTA	1,675,619	82%	10,406	42%	+/- 1.0%
Metra	268,338	13%	6,550	27%	+/- 1.2%
Pace	98,496	5%	7,589	31%	+/- 1.1%
Total	2,042,454	100%	24,545	100%	+/- 0.6%

Note: the numbers may not sum to 100% due to rounding.

DEMOGRAPHICS

Respondents were roughly evenly split by gender, with 53% female and 47% male. Overall, RTA's ridership is distributed across all age groups, with Metra having more 45 or older customers than CTA and Pace customers (Figure 8). The median age falls in the 35-44 year old category overall, for CTA, and for Pace; the median age of Metra respondents falls in the 45-54 year old category.

FIGURE 8: AGE BY SERVICE BOARD

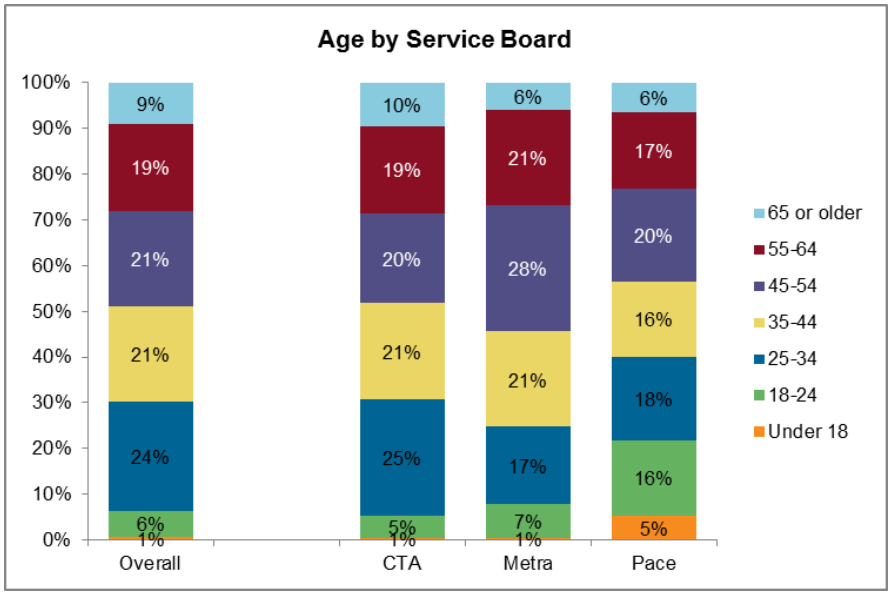


Figure 9 shows household income of all respondents. Overall, about 13% of respondents indicated they come from a household earning more than $150,000, while about 11% respondents come from a household earning under $15,000 per year, demonstrating RTA's wide range of services and customers throughout the region. Metra respondents tend to have higher household income levels than the other Service Boards' respondents, while Pace customers tend to have comparatively lower incomes.

FIGURE 9: HOUSEHOLD INCOME BY SERVICE BOARD

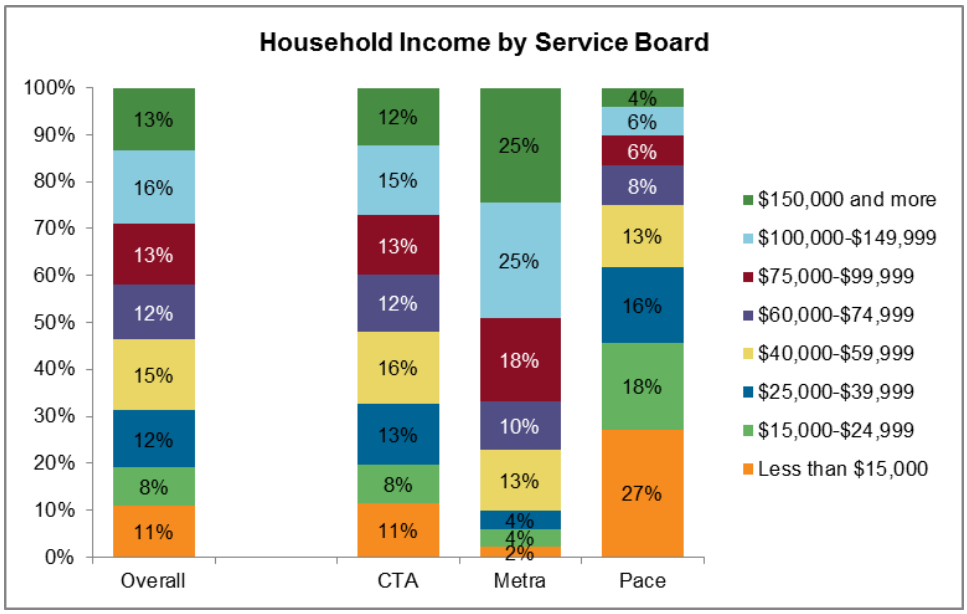


Figure 10 shows the percentage of respondents that reside in counties within RTA's service. These are Cook, DuPage, Kane, Lake, McHenry, and Will County. Ninety-seven percent of CTA and 91% of all respondents live in Cook County, which is consistent with the fact that Cook County is the most populous county in the Chicago area and corresponds to CTA's service area. After Cook, Metra riders are more likely to live in DuPage County while Pace riders are split more evenly throughout the collar counties.

FIGURE 10: COUNTY OF RESIDENCE BY SERVICE BOARD

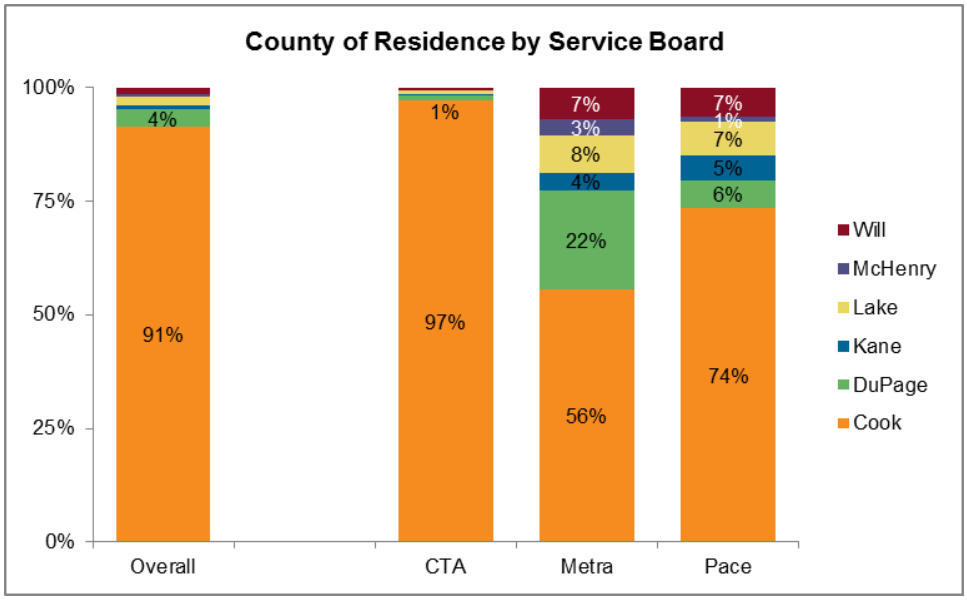
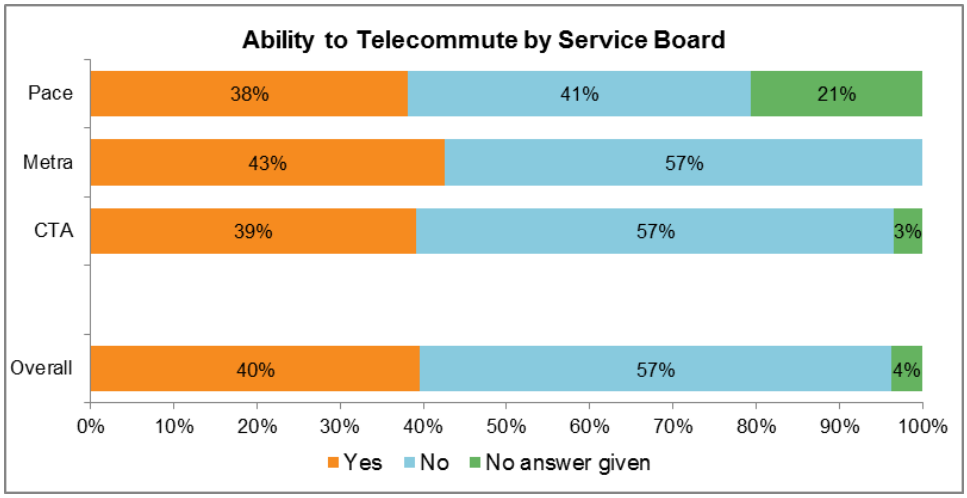


Figure 11 shows the ability to telecommute for each Service Board. Pace respondents have the highest proportion of non-answers for this question. Of the respondents who answered the question, Pace has the highest proportion of reported telecommuters, but Metra has the highest proportion of the total dataset, if the non-answer responses are included.

FIGURE 11: ABILITY TO TELECOMMUTE BY SERVICE BOARD

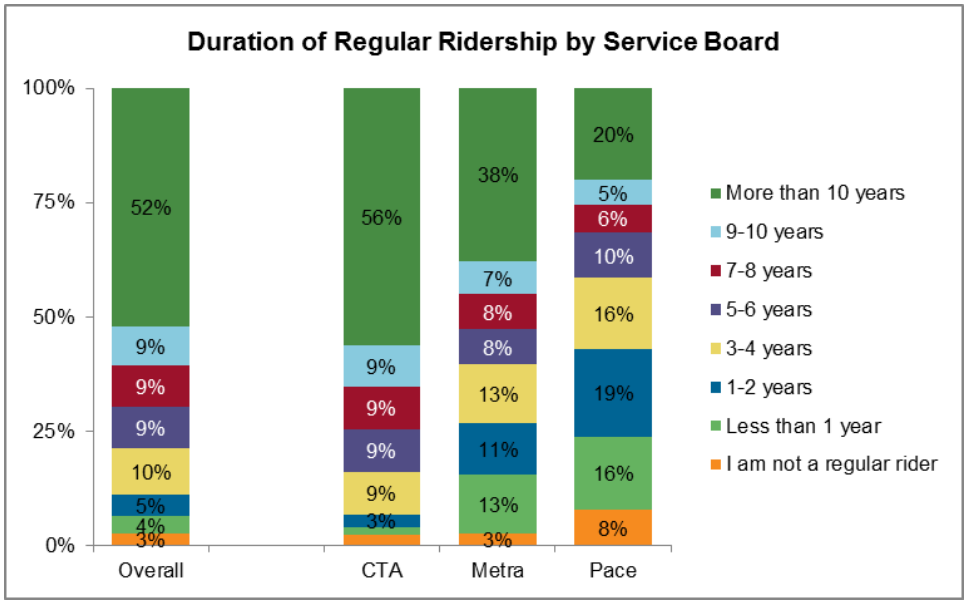


TRIP CHARACTERISTICS

The vast majority of respondents (94%) have been regular transit riders for more than one year, with CTA having the highest percentage of respondents that used the services more than one year (96%) and Pace the lowest percentage (76%). About 56% of CTA respondents, 38% of Metra respondents, and 20% of Pace respondents have been riders for over ten years (Figure 12).

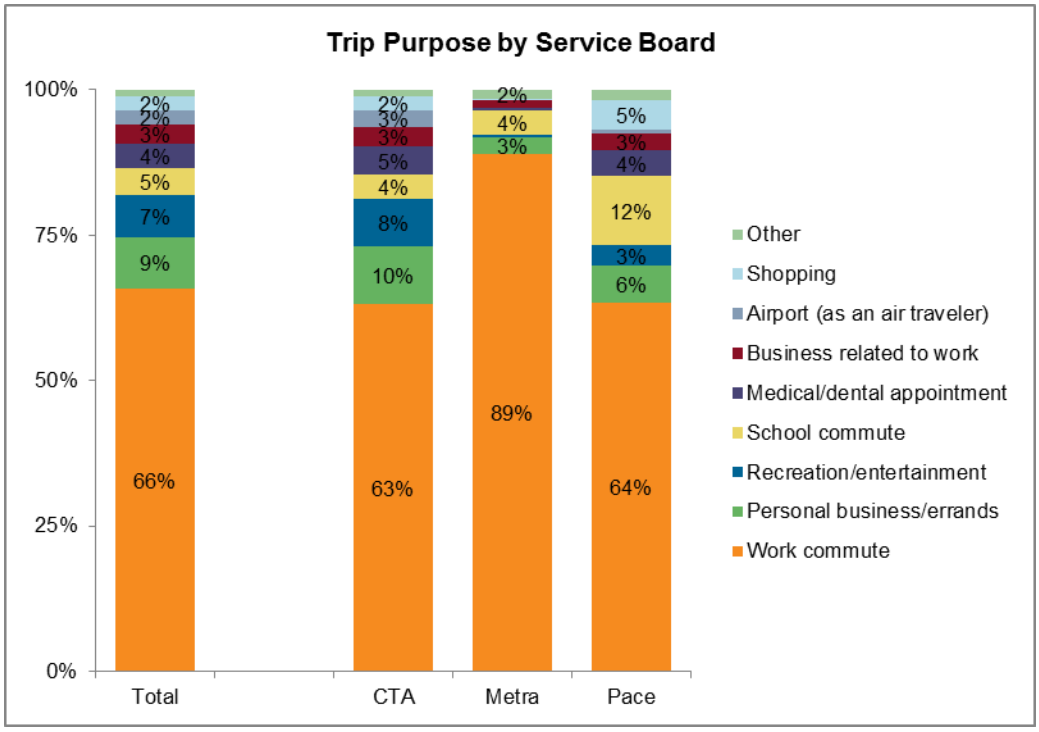
Since Metra and Pace have a higher rider turnover than CTA, they will need to put more effort into continually attracting customers to keep ridership levels constant.

FIGURE 12: DURATION OF REGULAR RIDERSHIP BY SERVICE BOARD



Reported trip purpose is shown in Figure 13. About two-thirds of riders use CTA and Pace for work commute trips, while 89% of Metra's riders surveyed were making work trips. It should be noted that Metra and Pace asked respondents to report the purpose of their most recent trip or the trip on which they were sampled, while CTA asked that riders' most frequent trip purpose on CTA be reported. Over 5% of Pace respondents report using the service for shopping trips, while only 2.5% of CTA and less than 0.5% of Metra respondents reported this trip purpose.

FIGURE 13: TRIP PURPOSE BY SERVICE BOARD



Overall, 68% are frequent riders, defined in this report as using the service four or more days per week, with similar frequency for CTA and Metra (Figure 14). Although both CTA and Metra have similar total percents of frequent riders, the variation between 5 days and 6-7 days is quite dramatic between the two. Pace has the highest proportion of frequent users, with three-quarters of respondents reporting using Pace four or more days per week.

CTA has the highest percent of both the highest and lowest frequency of use – 30% and 18%. Meanwhile, the majority of Metra riders and the plurality of Pace riders use the services 5 times per week. Figure 14 shows that the Service Boards' respondents are different in terms of their frequency of use.

FIGURE 14: RIDERSHIP FREQUENCY BY SERVICE BOARD

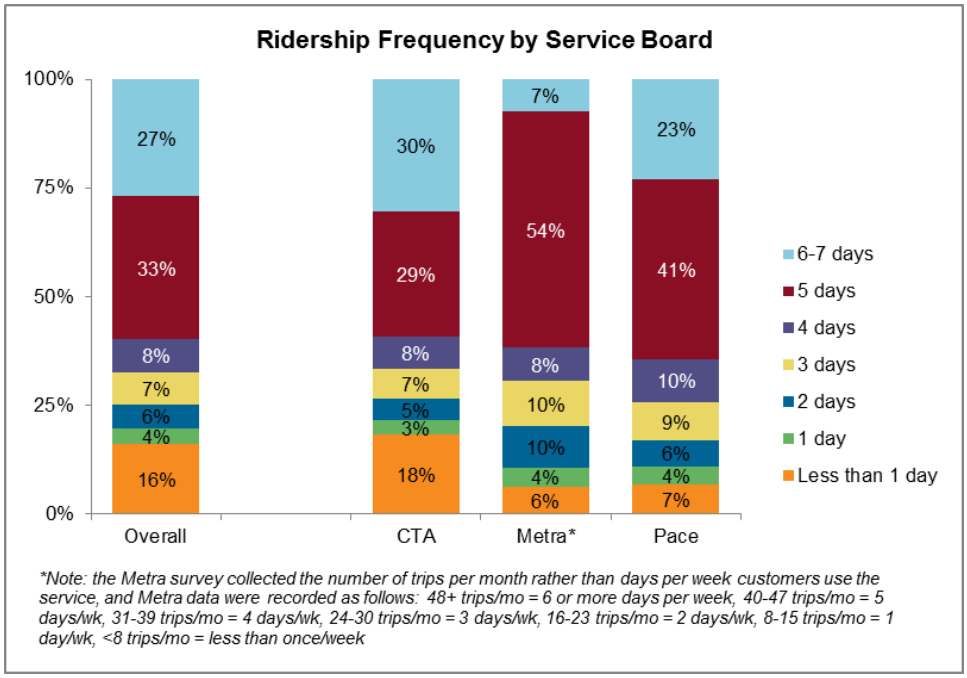


Figure 15 shows access mode and egress mode by Service Board. Overall, the most common access mode is walking, although Metra respondents are most likely to drive to access their train. Pace respondents are more likely than CTA or Metra respondents to access and egress their bus by transfering to/from another Service Board bus or train. Overall, nine of every ten customers surveyed walked to their final destination.

The "Other" category for Metra is relatively high because the Metra questionnaire included an access option for gettting dropped off at the station, while the other Service Boards did not include this option. Thirteen percent of Metra respondents reported they accessed their train in this way. Additionally, 4% of Metra respondents reported their method of egress was a private shuttle bus or van. These responses are categorized as "Other" since the option did not appear on the CTA or Pace questionnaires.

FIGURE 15: ACCESS AND EGRESS MODES BY SERVICE BOARD

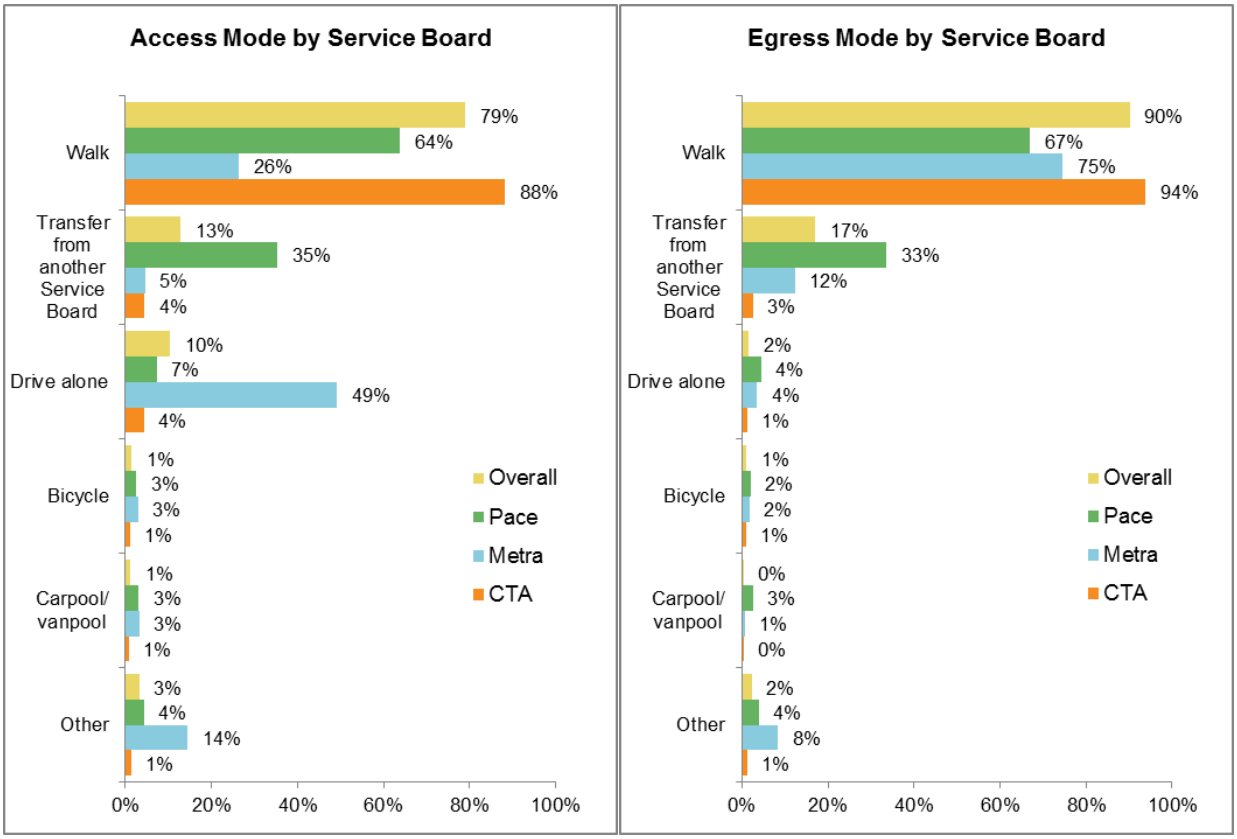


Figure 16 shows the number of transfers made within each Service Board (Pace bus to Pace bus, CTA train to CTA bus, etc.) Metra respondents do not often transfer to another Metra train for their trips (1% of riders), while 68% of CTA respondents and 55% Pace respondents make at least one transfer within their Service Board.

FIGURE 16: NUMBER OF INTRA-AGENCY TRANSFERS BY SERVICE BOARD

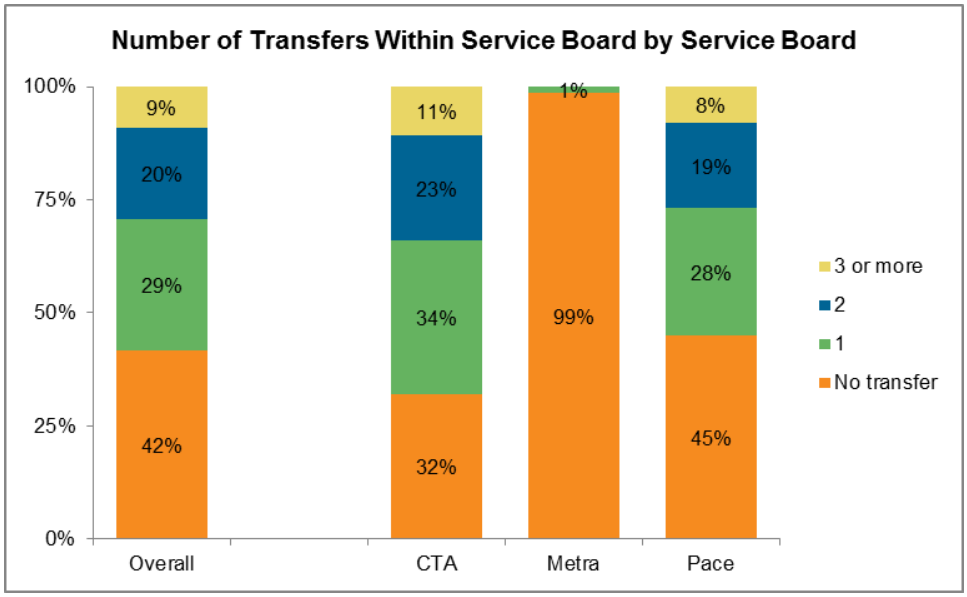
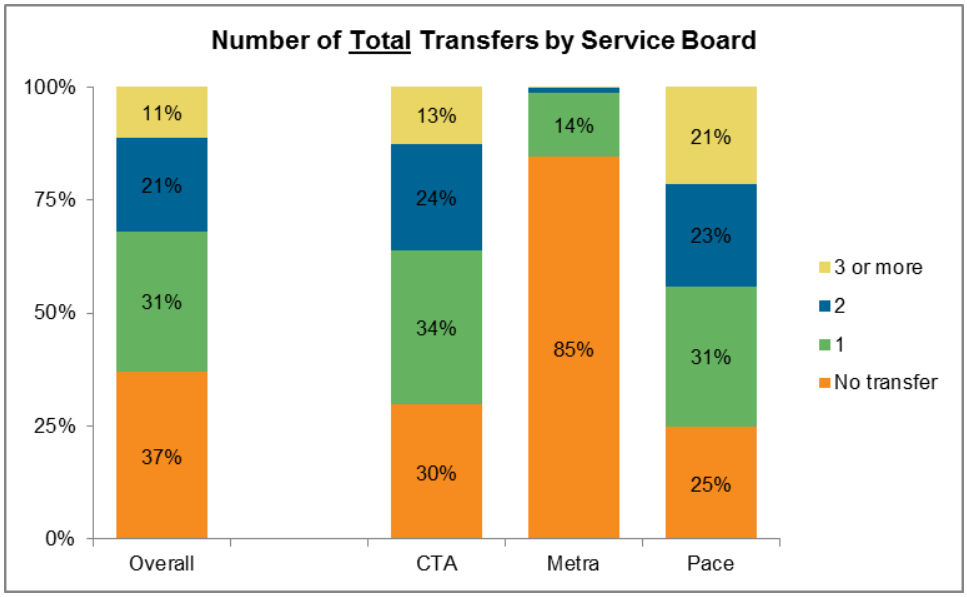


Figure 17 shows the total number of transfers made by respondents surveyed on each Service Board, as opposed to only intra-agency transfers shown in the previous chart. Metra customers are still the least likely to transfer, although about 14% of respondents transfer to other Service Boards on a a typical trip. Pace customers are also fairly likely to transfer to CTA or Metra, with only a quarter of respondents reporting not having to transfer at all.

FIGURE 17: TOTAL NUMBER OF TRANSFERS BY SERVICE BOARD



This analysis of demographics and trip characteristics suggests that the populations who use transit in Chicago and the types of service utilized by these riders vary widely by Service Board and these differences should be kept in mind when interpreting the customer satisfaction results described in the sections that follow.

5.2 | REGIONAL SERVICE

A key piece of the RTA Customer Satisfaction project was to measure satisfaction with regional aspects of transit service to gain a better understanding of how well transit service is serving the six counties. This section of the report details customer satisfaction with these regional attributes.

Satisfaction levels related to regional service are lower in this survey than levels reported in the 2011 survey, as shown in Table 2. Figure 18 shows current satisfaction with attributes belonging to the Regional Service category. Overall, 72% of customers are satisfied with transit service in the six-county region, compared to 79% in 2011. The satisfaction percentages are similar between all attributes in this service dimension, and despite the downward trend since 2011, all have relatively high satisfaction rates. Two attributes were not included in the 2011 questionnaire: Travel information obtained through the online RTA regional trip planner, and Information and service received from the regional RTA Travel Information Center. Satisfaction levels on the remaining attributes declined by three to ten percentage points. Coordination of schedules among Metra, CTA, and Pace when transferring, which declined by 10 points, and availability of parking, which declined by seven points, were rated slightly less positively than the other attributes. For Metra, the parking availability attribute has greater importance considering that 49% of Metra respondents access Metra by driving and parking.

FIGURE 18: SATISFACTION WITH REGIONAL SERVICE ATTRIBUTES

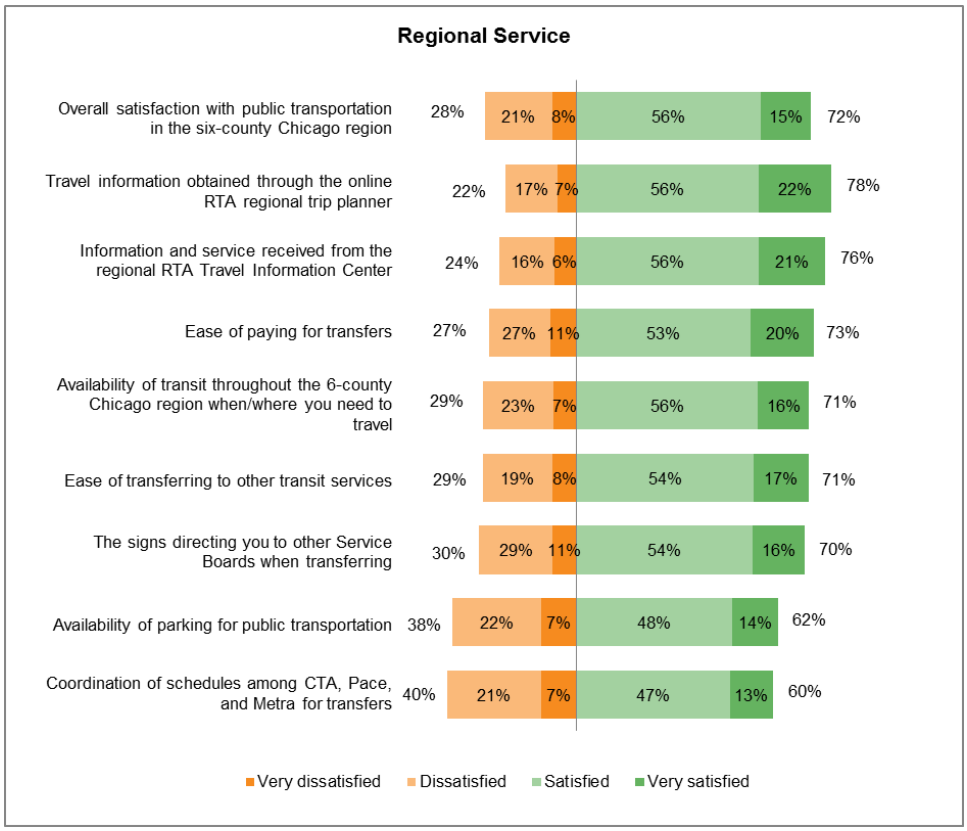


TABLE 2: SATISFACTION WITH REGIONAL ATTRIBUTES BY YEAR

% Satisfied	2013/14	2011
Overall satisfaction with public transportation in the six-county Chicago region	72%	79%
Travel information obtained through the online RTA regional trip planner	78%	*Not asked*
Information and service received from the regional RTA Travel Information Center	76%	*Not asked*
Ease of paying for transfers	73%	76%
Availability of transit throughout the 6-county Chicago region when/where you need to travel	71%	77%
Ease of transferring to other transit services	71%	79%
The signs directing you to other Service Boards when transferring	70%	75%
Availability of parking for public transportation	62%	68%
Coordination of schedules among CTA, Pace, and Metra for transfers	60%	71%

It should be noted that attributes concerning transferring and coordination between Service Boards are likely more relevant to those actually making a transfer between services on their trip. On average, about 45% of Metra respondents reported that these attributes were "not applicable" to them, while 30% of CTA respondents and almost 34% of Pace respondents reported that the attributes were "not applicable" to them. Of those who felt these attributes were applicable to them, Pace respondents tend to be more satisfied with regional service (fourteen percentage points higher than average), particularly when it comes to travel information obtained through the online RTA regional trip planner and ease of paying for transfer. CTA and Metra respondents are similarly satisfied, though Metra respondents are less satisfied with ease of paying for transfers (twelve percentage points lower than average). However, it should be noted that over 58% of Metra respondents did not feel the signage directing customers to other services was applicable to their trip; meanwhile, about 27% of CTA respondents felt it was not applicable.

Customers residing throughout the six-county region have generally similar levels of satisfaction with the regional services being provided. Table 3 below provides a breakdown of results by Cook, DuPage, Kane, Lake, McHenry, and Will County.

TABLE 3: SATISFACTION WITH REGIONAL SATISFACTION ATTRIBUTES BY COUNTY OF RESIDENCE

% Satisfied	All 6 Counties	Cook	DuPage	Kane	Lake	McHenry	Will
Overall satisfaction with public transportation in the six-county Chicago region	72%	72%	68%↓	70%	70%	73%	69%↓
Travel information obtained through the online RTA regional trip planner	78%	78%	76%	80%	77%	85%↑	75%↓
Information and service received from the regional RTA Travel Information Center	76%	76%	73%↓	74%	77%	85%↑	76%
Ease of paying for transfers	73%	73%	62%↓	71%	69%	76%	72%
Availability of transit throughout the 6-county Chicago region when/where you need to travel	71%	72%	69%	69%	66%↓	59%↓	66%↓
Ease of transferring to other transit services	71%	71%	65%↓	65%↓	65%↓	72%	72%↑
The signs directing you to other Service Boards when transferring	70%	70%	63%↓	75%↑	65%↓	68%	74%↑
Availability of parking for public transportation	61%	61%	62%	68%↑	74%↑	70%↑	74%↑
Coordination of schedules among CTA, Pace, and Metra for transfers	60%	60%	58%	58%	56%	66%↑	70%↑

↑↓ *indicates statistically significant difference from the average for an attribute at the 95% confidence level*

KEY REGIONAL DRIVERS OF OVERALL REGIONAL TRANSIT SATISFACTION

To obtain a clear picture of the key drivers of regional satisfaction, a derived importance analysis was conducted. Derived importance measures are arrived at through statistically testing the influence a collection of attributes has on overall satisfaction. Derived importance can help further understand the underlying factors driving overall customer satisfaction that a respondent may not explicitly state.

For this analysis, individual aspects of regional service were modeled as predictors that influence overall satisfaction with regional transit services. A multiple regression model was used to estimate the derived importance coefficients, with larger coefficients having a greater influence on regional satisfaction. The final regression coefficients are charted in Figure 19. The horizontal axis displays the coefficient values for each attribute's impact on overall regional satisfaction. The model showed strong explanatory power with an adjusted R^2 of .77, reasonably high for this type of transit service research.

The key driver of customer satisfaction with overall regional service is simply the availability of transit service throughout the six-county Chicago region when and where customers need to travel. The remaining seven regional attributes have significantly lower coefficients indicating lower levels of importance. Information and service received from the travel information center and coordination of schedules came out as the second and third most importance drivers of regional customer satisfaction, respectively.

FIGURE 19: DERIVED ATTRIBUTE IMPORTANCE COEFFICIENTS FOR OVERALL REGIONAL SERVICE SATISFACTION

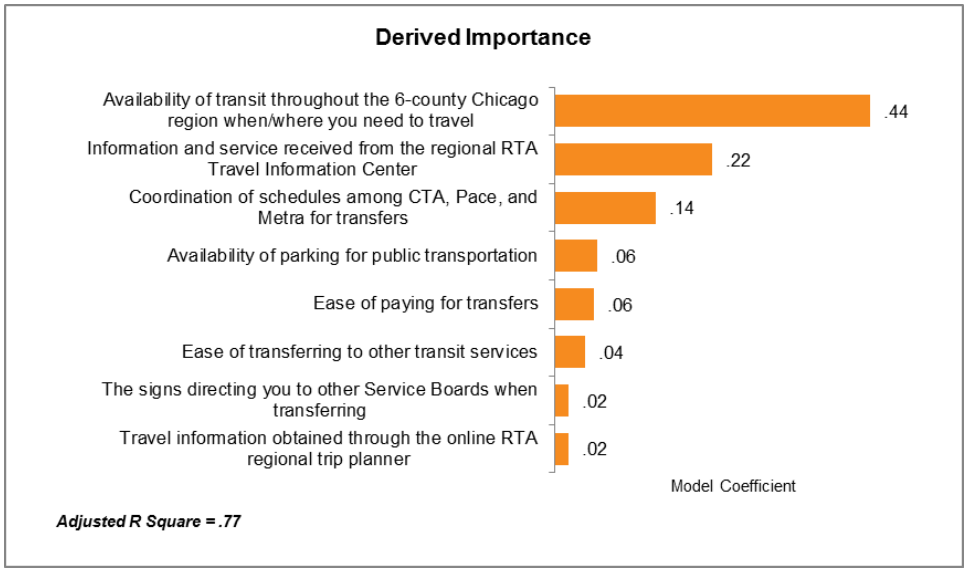


Figure 20 is a quadrant chart showing regional customer satisfaction and derived customer importance for the set of seven regional attributes with respect to the eighth, overall regional satisfaction attribute. Quadrant charts are a useful way to visualize service priorities by placing customer satisfaction into context with overall importance. The vertical (Y) axis represents the derived importance of the service attributes. Derived importance increases from the bottom of the chart to the top. The horizontal (X) axis represents the portion of respondents who indicated they were satisfied with each service attribute.

The chart can be interpreted by noting the values in the four corners, each marking a single quadrant bounded by the average importance and satisfaction lines. Table 4 summarizes how the quadrant chart is interpreted and Table 5 provides information on how the attribute labels were abbreviated.

TABLE 4: UNDERSTANDING A QUADRANT CHART

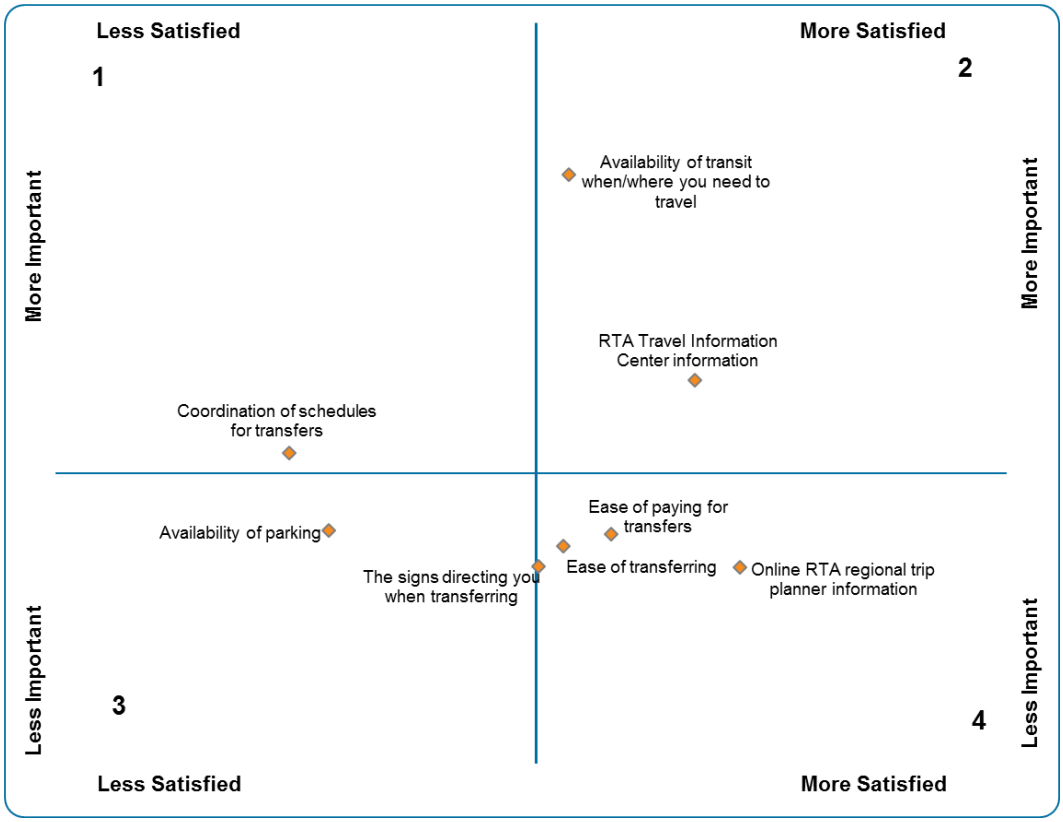
Quadrant	Location	Satisfaction Level	Importance	Action
1	Top left	Relatively low	Relatively high	Attributes for improvement
2	Top right	Relatively high	Relatively high	Attributes to maintain
3	Bottom left	Relatively low	Relatively low	Attributes to monitor
4	Bottom right	Relatively high	Relatively low	Attributes with no immediate action

TABLE 5: ATTRIBUTE ABBREVIATIONS

Text from Questionnaire	Abbreviated Text
Availability of public transportation throughout the 6-county Chicago region where and when you need to travel	Availability of transit when/where you need to travel
Ease of transferring to other transit services	Ease of transferring
Coordination of schedules among CTA, Pace, and Metra for transfers	Coordination of schedules for transfers
Ease of paying for transfers	Ease of paying for transfers
The signs directing you to [other Service Boards] service when transferring from [Service Board]	The signs directing you when transferring
Availability of parking for public transportation	Availability of parking
Travel information obtained through the online RTA regional trip planner	Online RTA regional trip planner information
Information and service received from the regional RTA Travel Information Center	RTA Travel Information Center services

The first quadrant of Figure 20 indicates areas that need improvement because customers rate the attributes as highly important, but give lower scores on satisfaction. In the overall regional results, only one attribute came in the first quadrant, coordination of schedules among the service boards for transfers. In the second quadrant, where customers rate attributes as both high in importance and high in satisfaction, information and service received from the travel information center and availability of transit in the six-county region ranked well. It is important to maintain current performance levels in these areas. In the third quadrant, customers expressed both low importance and low satisfaction regarding availability of parking when taking public transportation. This quadrant represents an area to monitor and try to improve in satisfaction, but it does not need the priority of the more important rated measures. The fourth quadrant represents attributes that have a high satisfaction level, but which customers consider less important. Signs directing customers to other Service Boards, ease of transferring, ease of paying for transfers, and travel information obtained through the online trip planner scored well in this quadrant.

FIGURE 20: KEY DRIVERS OF REGIONAL SATISFACTION QUADRANT CHART



Next, a similar analysis was conducted separately for each Service Board with individual aspects of regional service modeled as predictors that influence overall satisfaction with regional transit services. The coefficients for each Service Board were then standardized in order to make them comparable. The final regression coefficients are charted in Figure 21.

Looking at results from each of the Service Boards (Figure 21), Pace respondents are generally satisfied with all attributes, while CTA respondents are more satisfied with online and in-person travel information and Metra respondents are more satisfied with online travel information and transit availability. However, as noted previously, Pace received high marks for regional satisfaction, with fourteen percentage points higher than average overall satisfaction.

Availability of transit when and where you need to travel and the coordination of schedules among Service Boards for transfers are important attributes for CTA that have below average satisfaction relative to other aspects of regional service. CTA has the highest service levels of the three Service Boards but its respondents ranked lowest for this attribute. CTA riders expectations are higher than Metra or Pace riders likely because they can generally travel when and where they need to within CTA's service area, but cannot get to places within Metra's and Pace's service area. CTA's low satisfaction on this attribute may not be a reflection of CTA's service availability but the availability of Metra and Pace service.

It must be noted that 19% of CTA respondents felt that the availability of transit attribute did not apply to them, and another 29% of CTA respondents did not feel that the coordination of schedules applied to them and therefore rated them "not applicable." For Metra, the information and service received from the RTA Travel Information Center is an important attribute where satisfaction is lower than average for regional attributes. It should be noted that 67% of Metra respondents rated this attribute as "not applicable," but those who did rate it as applicable found it important in regard to their overall satisfaction with transit in the region.

FIGURE 21: KEY DRIVERS OF REGIONAL SATISFACTION QUADRANT CHART BY SERVICE BOARD

5.3 | DETAILED SERVICE ATTRIBUTES

In addition to rating satisfaction with regional service attributes, customers of each Service Board were also asked to rate a series of more detailed service attributes. For these attributes, customers focused on rating the Service Board for which they received the questionnaire. The following section provides the results for customer satisfaction with each of these attributes and details which of the attributes are key drivers of overall satisfaction with service.

SATISFACTION WITH DETAILED SERVICE ATTRIBUTES

Table 6 shows the overall satisfaction regionally and the relative ranking of the highest and lowest ranked attributes in terms of satisfaction within each Service Board. The rankings are relative to only the other common attributes rated; Service Board-specific attributes are not included in this ranking. In other words, the common attribute that riders were most satisfied with for a Service Board would receive a ranking of one, while the attribute riders were least satisfied with would receive a ranking of twenty-one for the overall and CTA rankings, a nineteen for Metra, and an eighteen for Pace. As Metra is a train only service, the Employee Performance attributes "Bus operator courtesy" and "Bus operator knowledge of system to assist me" were not asked of Metra customers. The Employee Performance attributes "Rail operator courtesy," "Station attendant courtesy," and "Station attendant knowledge of system to assist me" were not asked of Pace customers as it is a bus-only service.

Reviewing how attributes ranked relative to other attributes within a Service Board allows for a comparison between the Service Boards; however, it is important to understand that absolute percentages may be different between them due to the different nature of services offered and the populations who are served.

In general, there is some consistency in the top five attributes between the Service Boards, with how safely the train/bus is operated ranking in the top five for all three Service Boards. Personal safety on train/bus, availability of schedule and route information, availability of service information at Service Board websites, and rail operator courtesy all ranked in the top five for two of the three Service Boards. These same rankings of the top five attributes occurred in the 2011, with the exception of rail operator's courtesy. In 2011 respondents were asked to rank "On-board personnel courtesy" which did not achieve top five status.

Additionally, the attributes receiving the lowest satisfaction scores are also somewhat consistent between Service Boards, with headway between schedules trains/buses in non-rush hours ranking in the bottom five for all Service Boards. This attribute also ranked in the bottom five for all Service Boards in the 2011 survey.

All attributes, except Rail operator courtesy, received the same or slightly lower satisfaction rankings compared to the 2011 results. The difference in ranking from 2011 ranged from plus one percentage point for Comfort while waiting at bus stop/station to minus six percentage points for Cleanliness of train/bus interior. Metra and Pace respondents give

higher satisfaction scores (relative to other common attributes) to safety than CTA respondents do; however, at least 72% of respondents for all Service Boards are satisfied with safety attributes. Pace receives lower than its average satisfaction score for getting to the destination on time; however, 71% of respondents of each Service Board are satisfied with this attribute. Availability of seating onboard is ranked lower than other attributes for CTA than it is for Metra and Pace, where it ranks towards the middle of all attributes rated.

TABLE 6: ATTRIBUTE SATISFACTION RANKINGS BY SERVICE BOARD

Service Dimension	Attribute	Regional % Satisfied	Regional Rank	CTA Rank	Metra Rank	Pace Rank
Travel Time and Reliability	Getting to destination on time	78%			Bottom 5	Bottom 5
	Headway between scheduled trains/buses in rush-hour	68%				Bottom 5
	Headway between scheduled trains/buses in non-rush-hour	56%	Bottom 5	Bottom 5	Bottom 5	Bottom 5
	Total travel time for your trip	72%				
Safety and Security	How safely the train/bus is operated	88%	Top 5	Top 5	Top 5	Top 5
	Personal safety on train/bus	78%			Top 5	Top 5
	Personal safety at boarding station/stop	76%			Top 5	
Information and Communication	Availability of schedule and route information	85%	Top 5	Top 5	Top 5	
	Availability of service information at Service Board's website	85%	Top 5	Top 5		Top 5
	Notification of service changes	70%			Bottom 5	Bottom 5
	Onboard announcements of stations/stops while riding	80%		Top 5	Bottom 5	
Cleanliness	Cleanliness of train/bus interior	62%	Bottom 5	Bottom 5		
	Cleanliness of station/stop	67%	Bottom 5	Bottom 5		
Employee Performance	Bus operator courtesy	79%				
	Bus operator knowledge of system to assist me	82%	Top 5			Top 5
	Rail operator courtesy	86%	Top 5	Top 5	Top 5	
	Station attendant courtesy	78%				
	Station attendant knowledge of system to assist me	81%				
Comfort	Availability of seats on train/bus	65%	Bottom 5	Bottom 5		
	Comfortable temperature of train/bus	77%			Bottom 5	Top 5
	Comfort while waiting at a station/stop	60%	Bottom 5	Bottom 5		Bottom 5

Note:

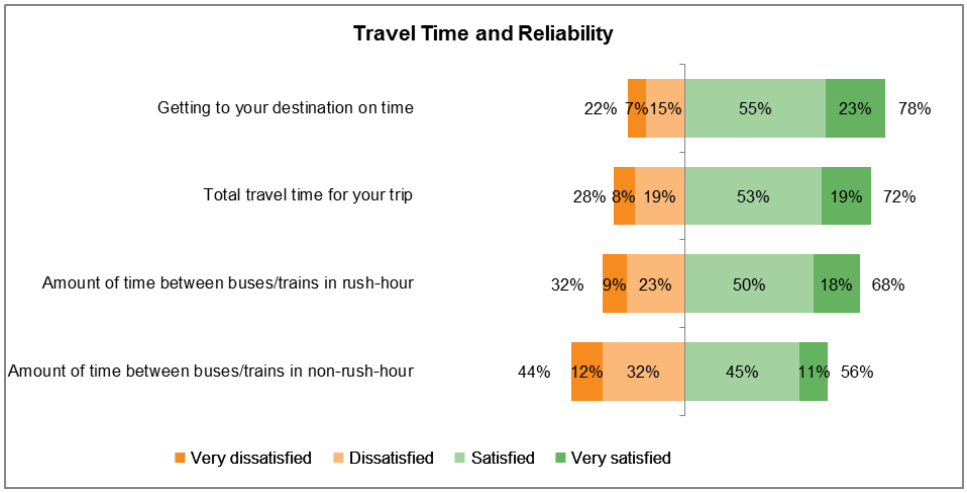
Metra customers did not rate the following attributes:
(1) Bus operator courtesy, and (2) Bus operator knowledge of system to assist passengers.

Pace customers did not rate the following attributes:
(1) Rail operator courtesy, (2) Station attendant courtesy, and (3) Station attendant knowledge of system to assist passengers.

Travel Time and Reliability

Figure 22 summarizes the levels of satisfaction with attributes belonging to the Travel Time and Reliability service dimension. Satisfaction rates in this dimension tend to be critical to the overall opinion riders have with transit service. Riders are satisfied with their ability in getting to their destination on time with 78% reporting that they are satisfied, but respondents are less satisfied with bus and train headway during both peak and off-peak periods. Satisfaction with the number of off-peak trains/buses scheduled is the lowest-rated attribute across all attributes tested with only 56% respondents indicating that they are satisfied with the frequency of service. These results are very similar to the 2011 survey.

FIGURE 22: SATISFACTION WITH TRAVEL TIME AND RELIABILITY ATTRIBUTES



Getting to a destination on time and total travel time are top drivers of overall customer satisfaction for all three Service Boards and thus should be an important attribute to maintain and even improve (see Key Drivers of Overall Customer Satisfaction Section for details on key drivers). CTA respondents rated getting to the destination on time above the regional average, while Metra and Pace rated the attribute lower. Meanwhile, Metra and Pace have satisfaction levels above the regional average for total travel time, while CTA has somewhat below average levels of satisfaction for this. However, it should be noted that satisfaction with both of these attributes is high, with at least 71% of each Service Board's customers satisfied.

For CTA and Pace, the number of buses/trains scheduled in both peak and off-peak received lower satisfaction ratings than the other measures. For both Service Boards, the service in peak hours was found to be more of a key driver of overall satisfaction than off-peak service.

Frequent customers (those riding at least 4 days per week) are generally less satisfied with Travel Time and Reliability, likely because they simply have a greater probability of encountering problems or service delays.

Safety and Security

Figure 23 illustrates customer satisfaction with the Safety and Security service dimension. Customers are very satisfied with how safely the transit vehicle is operated, with nearly 90% satisfied overall, the same result as in 2011. This is an important driver of satisfaction for all Service Boards and also one of the attributes respondents are most satisfied with. Satisfaction with personal safety onboard and at station/stops is also high with 78% and 76% of respondents satisfied, respectively. In 2011 satisfaction levels were 80% and 77% respectively.

FIGURE 23: SATISFACTION WITH SAFETY AND SECURITY ATTRIBUTES

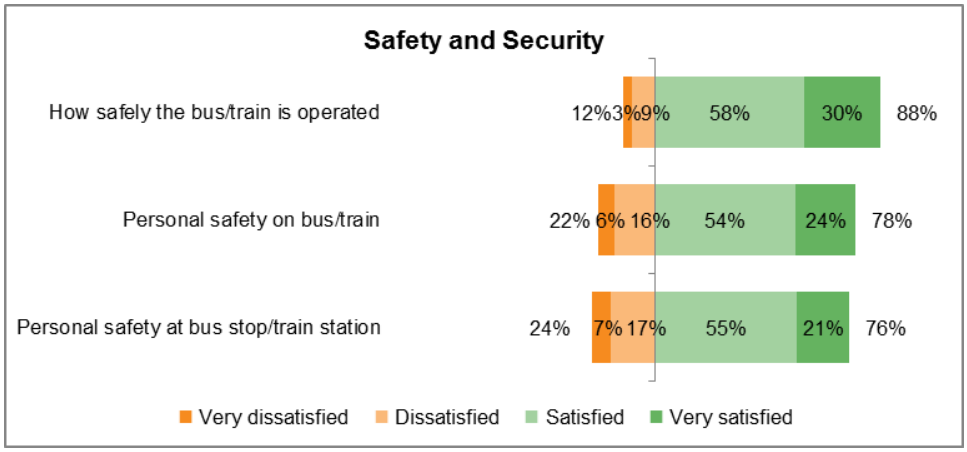
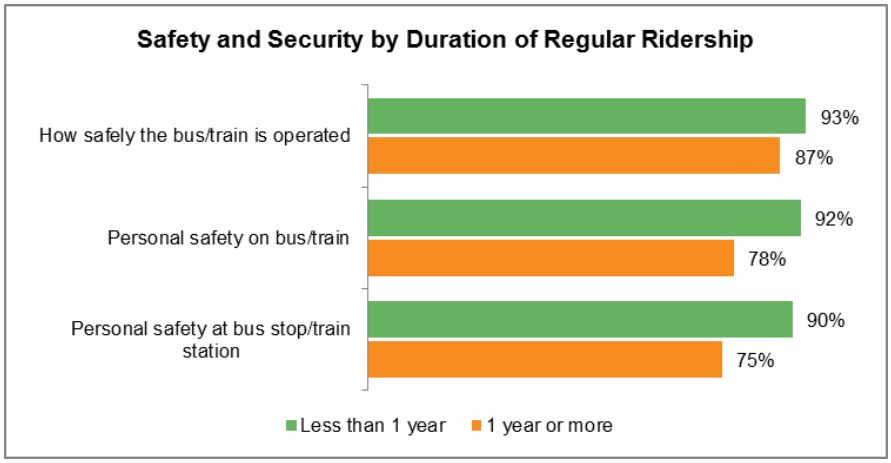


Figure 24 indicates customer satisfaction for safety-related attributes according to the length of time the respondent has been a regular customer. Respondents who have been regular riders for longer than one year are less likely to be satisfied with Safety and Security, potentially reflecting that personal experiences on some transit routes or vehicles might have diminished some individuals' perception of safety.

FIGURE 24: SATISFACTION WITH SAFETY AND SECURITY ATTRIBUTES BY DURATION

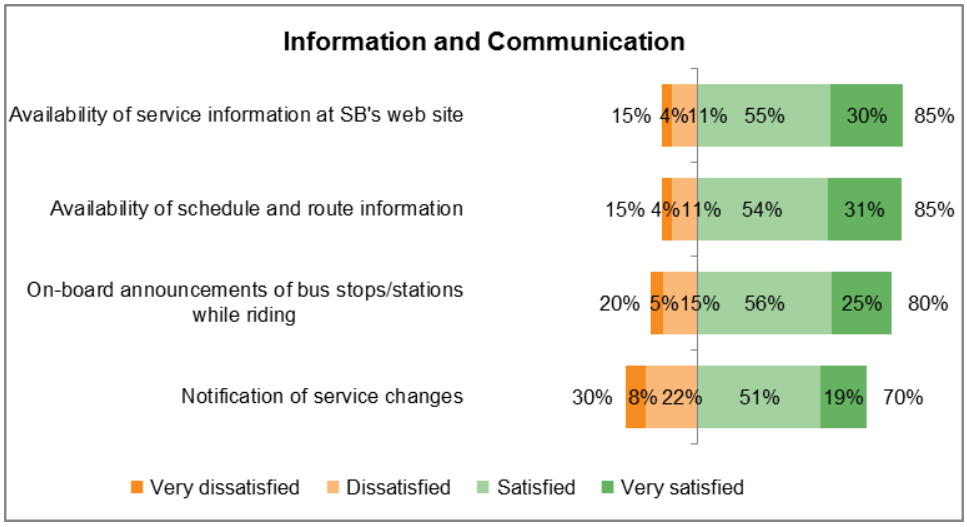


Information and Communication

Figure 25 reports total customer satisfaction with the information and communication service dimensions. Satisfaction rates for all information and communication attributes are high, but respondents are less satisfied with the notification of service changes relative to the other information and communication attributes. The decline in satisfaction levels ranged from one to five percentage points, with availability of schedule and route information falling from 86% to 85%, and notification of service changes declining from 75% to 70%.

Satisfaction with notification of service changes varies by Service Board, with 82% of Pace respondents reporting satisfaction with this attribute compared to 59% of Metra respondents. In the time since the Metra survey was conducted, a "Customize Your Commute" email alert program has been implemented in response to rider feedback.

FIGURE 25: SATISFACTION WITH INFORMATION AND COMMUNICATION ATTRIBUTES

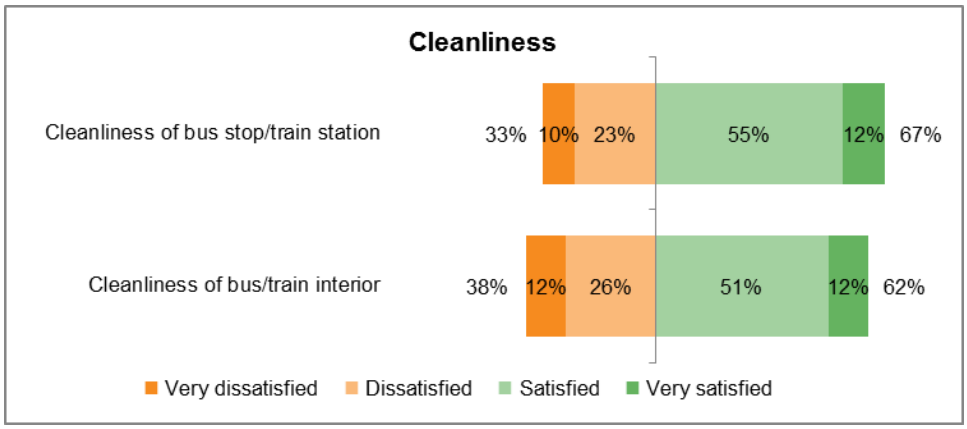


In general, respondents were more likely to be satisfied with the notification of service changes, as well as the other information attributes, if they have been regular passengers for less than one year. This may reflect that these customers have experienced fewer problems with the service since they have been riding it for a shorter time. It may also demonstrate that newer customers have familiarized themselves with information resources more than seasoned cutomers to get a better understanding of all of the travel options.

Cleanliness

Figure 26 displays total customer satisfaction with the Cleanliness service dimension. These attributes tended to be among the lower rated attributes in comparison to other service dimensions on a regional basis. Cleanliness onboard trains/buses is a key driver of satisfaction that performs below average for CTA. Metra respondents rated cleanliness of train interior as above average in both importance and level of satisfaction, while Pace respondents rated cleanliness of bus interior as above average for level of satisfaction only.

FIGURE 26: SATISFACTION WITH CLEANLINESS ATTRIBUTES



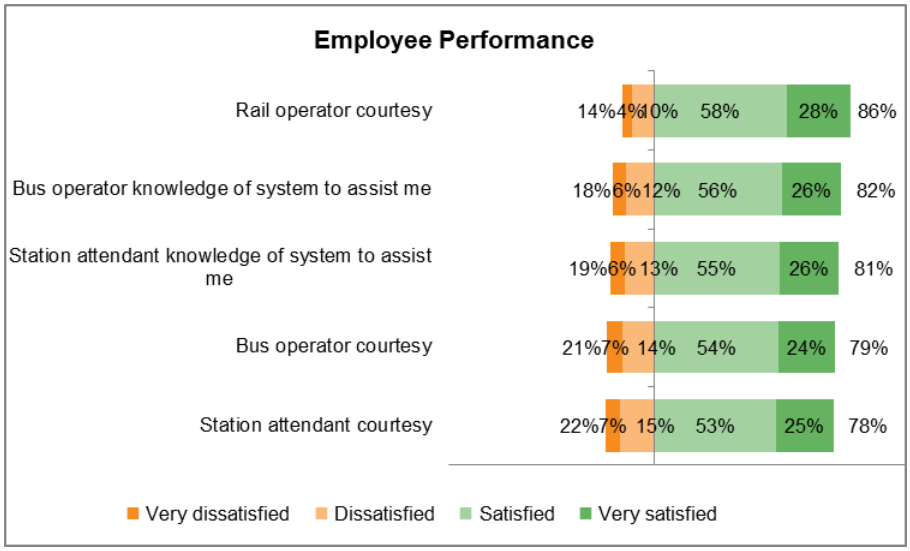
Compared to the 2011 survey results, the percent satisfied with Cleanliness of bus stop/train station declined by five percentage points, while Cleanliness of bus/train interior declined by six percentage points.

Employee Performance

Figure 27 summarizes the satisfaction respondents had with the attributes belonging to the Employee Performance service dimension. Employee performance attributes received ratings ranging from 78% to 86%, indicating that both onboard and station personnel are knowledgeable and courteous across all three Service Boards. Pace received higher than regional average ratings for bus operator courtesy and knowledge of system, with 87% and 88% satisfied, respectively.

Approximately 12-18% of respondents rated employee performance at stations/stops as "not applicable" to them, likely because they do not interact with staff at stations/stops. As noted below in the Key Drivers of Overall Customer Satisfaction Section, onboard personnel courtesy is a key driver of satisfaction for all Service Boards and while customers are satisfied, Service Boards should continue to stress the importance of this to their onboard staff in order to maintain high levels of satisfaction.

FIGURE 27: SATISFACTION WITH EMPLOYEE PERFORMANCE ATTRIBUTES



As with many other service dimensions, respondents were less satisfied with the Employee Performance attributes if they are more frequent riders or if they have been regular customers for a year or more.

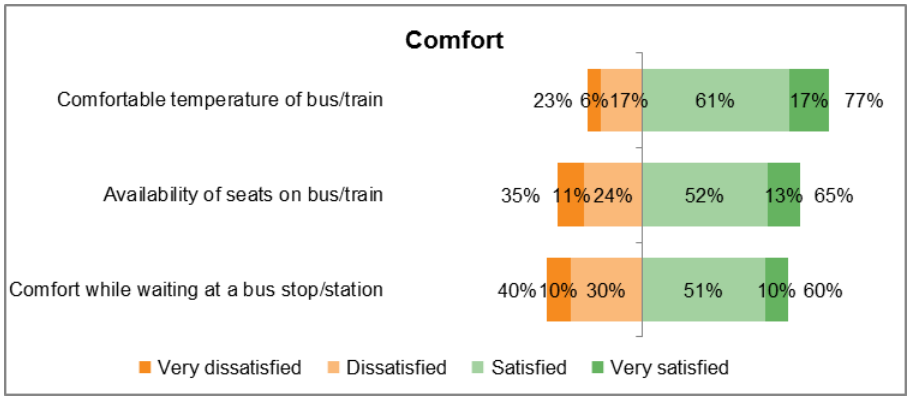
The attributes within this dimension differ slightly from those included in the 2011 survey. In 2011, Bus operator courtesy and Rail operator courtesy were combined into one attribute: On-board personnel courtesy, which received a satisfaction ranking of 82%. The satisfaction levels for the remaining attributes each declined by approximately three percentage points from 2011 levels.

Comfort

Figure 28 illustrates customer satisfaction with the Comfort service dimension. While respondents overall do seem to be satisfied with the temperature of the train or bus, the other two attributes received somewhat lower satisfaction scores. Of all attributes in this section, riders were least satisfied with level of comfort while waiting, a finding that is particularly applicable for CTA customers. Metra and Pace respondents were 73% and 69% satisfied with this attribute, respectively, while CTA respondents were less satisfied (57%).

The results are similar to the 2011 survey but with declines of four percentage points on Comfortable temperature of train/bus, and three percentage points on Availability of seats. The satisfaction level for Comfort while waiting at station/stop remained the same at 60%.

FIGURE 28: SATISFACTION WITH COMFORT ATTRIBUTES



Seating availability, a key driver of customer satisfaction for CTA, is ranked below average relative to other attributes (see Key Drivers of Overall Customer Satisfaction Section for details on key drivers). Additionally, comfort while waiting at a bus stop/station was a key driver of satisfaction for CTA and Metra; Metra respondents had slightly lower levels of satisfaction for onboard temperature. Pace respondents were most satisfied with availability of seats and comfortable onboard temperature, with 84% and 90% customer satisfaction, respectively.

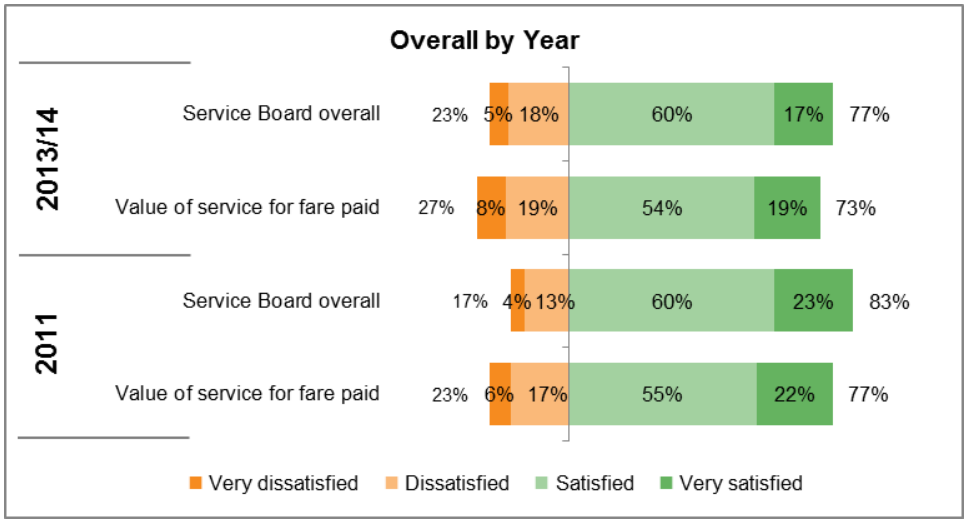
As with some other service dimensions, frequent riders and passengers that have been regular customers for a year or longer were less satisfied with attributes belonging to the Comfort service dimension.

Overall Value and Satisfaction

Finally, respondents were asked to rate their satisfaction with the transit service overall for the Service Board they were surveyed on and with the value of service for the fare paid. In total, 77% of respondents are satisfied with the overall service and 73% are satisfied with the value for the fare paid (Figure 29). All Service Boards received an overall satisfaction rating over 70%.

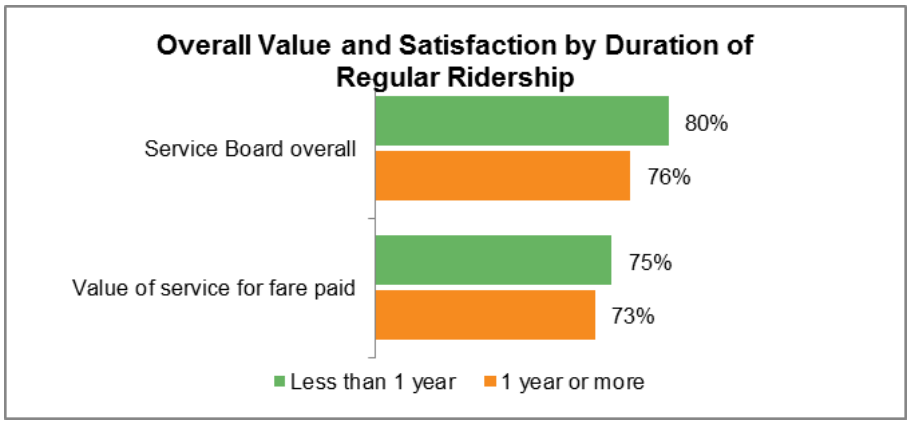
As shown in Figure 29, satisfaction with both of the Overall attributes has decreased since the previous Customer Satisfaction Study in 2011. Value has decreased by 4 percentage points and overall satisfaction with the Service Board has decreased by 6 percentage points.

FIGURE 29: SATISFACTION WITH OVERALL VALUE AND SATISFACTION ATTRIBUTES



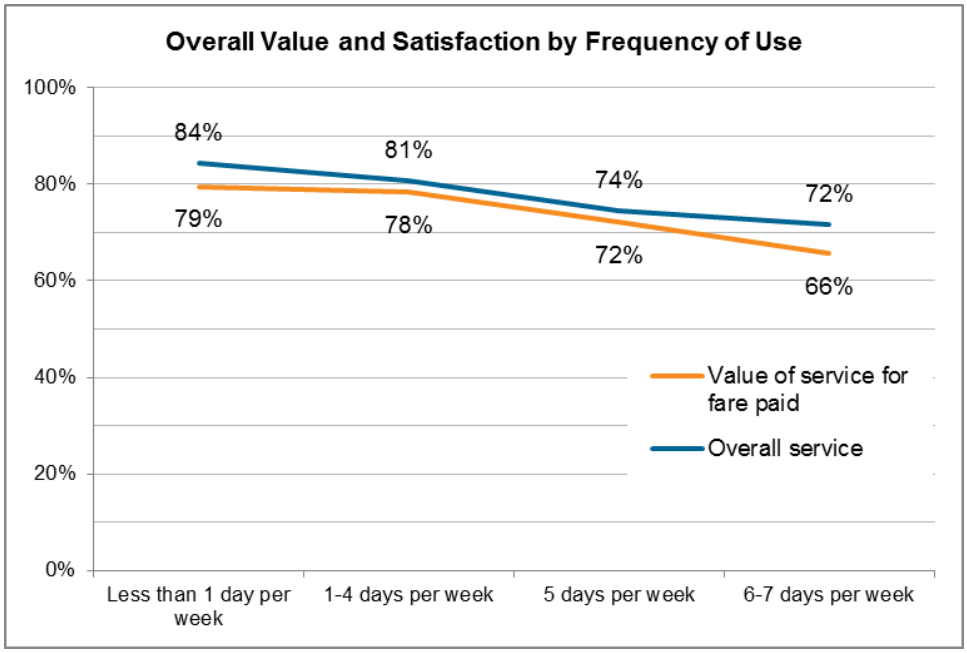
Comparing Overall Value and Satisfaction to ridership frequency and how long respondents have been customers yield similar results to many of the other service dimensions. Customers are less likely to be satisfied with the Overall attributes if they have been a regular customer for a year or more. Figure 30 shows the Overall Value and Satisfaction attributes compared with the respondents' duration of regular usage. There is a noticeable difference between the overall satisfaction of those who have been riding for less than a year and those who have been riding for longer, with those riding for a shorter time recording higher satisfaction levels.

FIGURE 30: SATISFACTION WITH OVERALL VALUE AND SERVICE ATTRIBUTES BY REGULAR USAGE DURATION



Riders who use RTA services more frequently tend to have lower levels of satisfaction with both overall service and value (Figure 31). Satisfaction is highest among those traveling less than once a week and lowest among those traveling 6 or more days per week.

FIGURE 31: SATISFACTION WITH OVERALL VALUE AND SERVICE ATTRIBUTES BY FREQUENCY OF USE



KEY DRIVERS OF OVERALL CUSTOMER SATISFACTION

In order to obtain a picture of the key drivers of overall satisfaction, a quadrant chart analysis was conducted for each of the three Service Boards. For each Service Board a derived importance analysis was conducted using regression models. In addition, this analysis was conducted using only regional and common attributes.

The charts below (Figure 32 to Figure 34) summarize the results of the key driver quadrant chart analysis and show the attributes in each of the quadrants by Service Board. The attributes are listed in order of importance to overall customer satisfaction and color-coded by the service dimension in which they belong (see Table 7 for a key). The first quadrant in these charts represents the attributes that have above average importance for customers in terms of overall satisfaction, but below average satisfaction scores. These are areas on which to focus improvements, as increasing satisfaction with the attributes should increase overall satisfaction and help maintain riders. The areas in which each Service Board needs to improve differ, though the following attributes span more than one Service Board: amount of time between buses/trains in rush-hour (CTA and Pace), comfort while waiting at a bus stop/station (CTA and Metra), getting to your destination on time (Metra and Pace), and coordination of schedules among CTA, Pace, and Metra for transfers (Metra and Pace).

The second quadrant represents attributes that are important to customers and attributes that have above average levels of satisfaction. While the attributes in this quadrant do not necessarily need improvement, they should be maintained rather than ignored. Similar to first quadrant, the second quadrant includes attributes that are considered important by more than one Service Board's customers. These attributes are personal safety on bus/train (CTA and Pace), bus operator courtesy (CTA and Pace), station attendant knowledge of system to assist me (CTA and Metra), total travel time for your trip (Metra and Pace), availability of service information at Service Board's web site (Metra and Pace), and availability of seats on bus/train (Metra and Pace).

The third quadrant contains attributes of below average importance and below average satisfaction levels. These attributes should be monitored, as they have below average satisfaction and could become important to customers in the future. Availability of parking for public transportation is in this quadrant for all three Service Boards. Attributes that are common between two Service Boards are ease of transferring to other transit services (CTA and Metra), amount of time between buses/trains in non-rush-hour (CTA and Pace), and notification of service changes (CTA and Pace).

Finally, the fourth quadrant represents attributes with below average importance but above average satisfaction levels. Attributes in this quadrant require no immediate attention.

In general, there is consistency between Service Boards in terms of what attributes drive overall satisfaction (attributes falling in the first or second quadrant.). The following attributes are important drivers for all three Service Boards:

- Getting to destination on time,

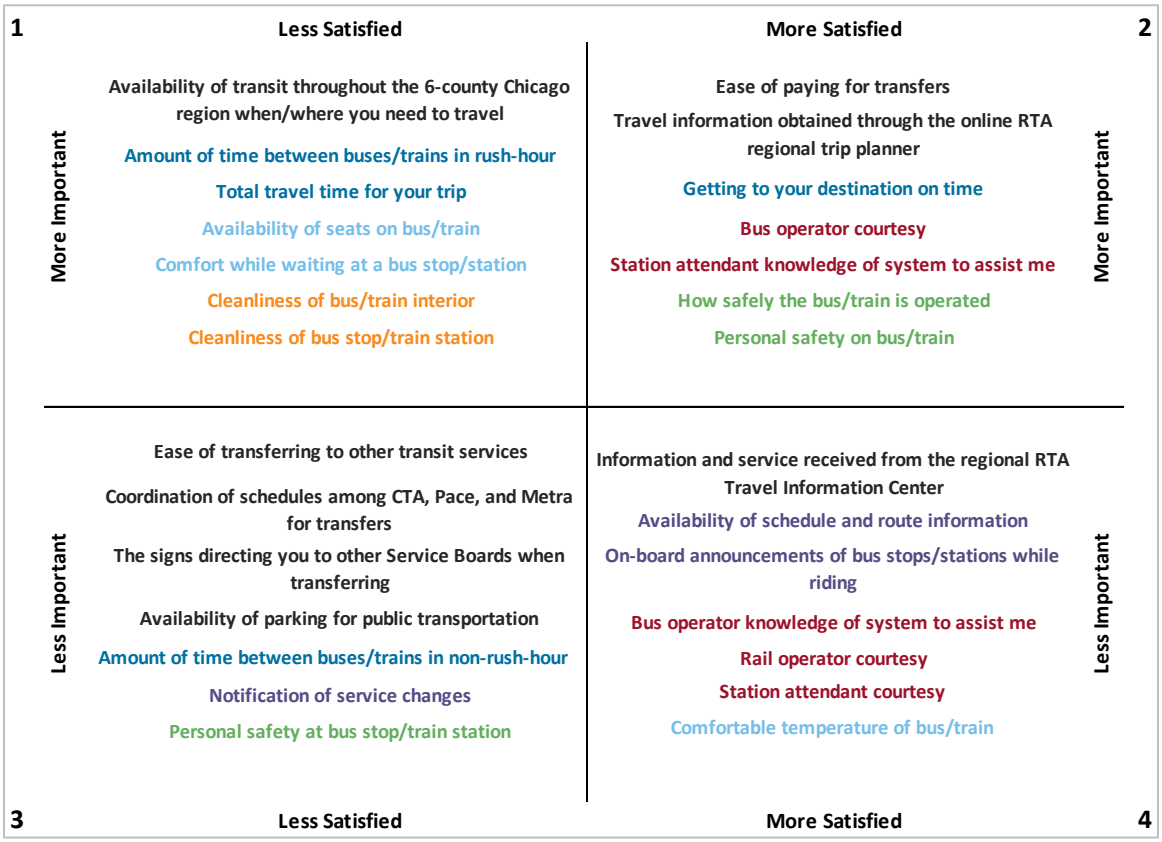
- Total travel time for your trip, and
- Availability of seats on bus/train.

In 2011 the important drivers of overall satisfaction included the first two bullets above, plus How safely the bus/train is operated; Cleanliness on-board; and On-board personnel courtesy.

TABLE 7: SERVICE DIMENSION COLOR CATEGORIZATION

Color Categorization
Travel Time and Reliability
Safety and Security
Information and Communication
Cleanliness
Employee Performance
Comfort
Regional Service

FIGURE 32: CTA KEY DRIVERS OF OVERALL SATISFACTION QUADRANT CHART



[1]

[1] This quadrant analysis uses all common RTA customer satisfaction attributes. The results may be slightly different from the individual Service Board report due to unequal attribute lists.

FIGURE 33: METRA KEY DRIVERS OF OVERALL SATISFACTION QUADRANT CHART

[2]

[2] This quadrant analysis uses all common RTA customer satisfaction attributes. The results may be slightly different from the individual Service Board report due to unequal attribute lists.

FIGURE 34: PACE KEY DRIVERS OF OVERALL SATISFACTION QUADRANT CHART

[3]

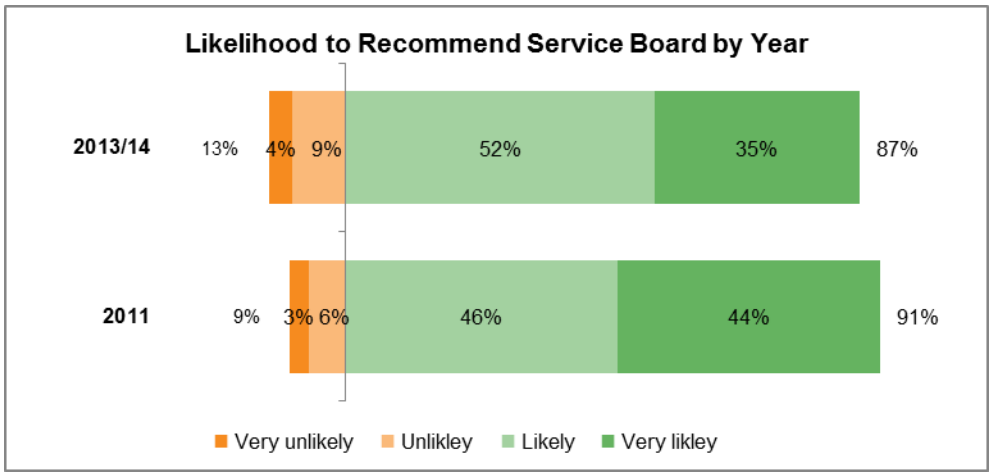
[3] This quadrant analysis uses all common RTA customer satisfaction attributes. The results may be slightly different from the individual Service Board report due to unequal attribute lists.

5.4 | CUSTOMER LOYALTY

Respondents were also asked how likely they would be to recommend the transit service to a friend (Figure 35). A total of 87% of respondents reported that they would recommend the services they ride to another person. All Service Boards had similarly high customer likelihood to recommend service. This is a very positive response and shows that a very large percentage of customers are satisfied with services.

However, likelihood to recommend has decreased since the previous study year. The proportion of respondents who report being "likely" or "very likely" to recommend the Service Board to a friend decreased by four percentage points since 2011.

FIGURE 35: LIKELIHOOD TO RECOMMEND SERVICE



6.0 CONCLUSIONS

Overall, RTA's Service Boards are providing service that most customers (77%) are satisfied with and would recommend to others (87%). Customers are also pleased with overall transit in the six-county region, with almost three-quarters of customers satisfied with regional service overall. Compared to the results obtained from the Customer Satisfaction Study conducted in 2011, the satisfaction levels reported from this survey are slightly lower than those reported in 2011. Satisfaction levels remained constant or declined by three to four percentage points on most attributes. The greatest declines were observed in the Regional Service attributes. The technical issues associated with the Ventra implementation and the associated media coverage likely contributed to these lower rankings. Also contributing to the lower scores could be travel difficulties associated with severe winter weather in the early part of 2014. CTA and Metra questionnaires were administered in the spring and these difficulties would still be in recent memory. This survey also had a smaller sample size than the 2011 survey; online questionnaires were a larger component of the responses; and CTA respondents reported slightly higher incomes than in 2011. Any of these factors could influence the survey results.

Overall, respondents are most satisfied with Information and Communication attributes and with Employee Performance. Relative to other attributes, respondents are somewhat less satisfied with aspects of Travel Time and Reliability, Cleanliness, and Comfort. Each of the Service Boards is performing well overall and each has some areas in which some improvements can be made.

Across the three Service Boards, several consistent attributes were identified to be key drivers of overall satisfaction:

- Getting to destination on time,
- Total travel time for your trip, and
- Availability of seats on bus/train.

Additional key drivers of satisfaction for CTA include amount of time between buses/trains in rush hour, availability of transit throughout the six-county Chicago region when/where needed, bus operator courtesy, cleanliness of stations and vehicles, comfort while waiting at a bus stop/station, ease of paying for transfers, how safely the bus/train is operated, personal on-board safety, station attendant knowledge of system to assist customers, and travel information obtained through the online RTA trip planner. Other key drivers for Metra include availability of service information on its website, cleanliness of trains and stations, comfort while waiting at a station, comfortable temperature of train, coordination of schedules among CTA/Pace/Metra for transfers, information and service received from the RTA Travel Information Center, notification of service changes, rail operator courtesy, and station attendant knowledge of system to assist customers. Finally, additional drivers of satisfaction for Pace include amount of time between buses in rush hour, availability of schedule and route information, availability of service information at Pace's web site,

availability of transit throughout the 6-county Chicago region when/where needed, bus operator courtesy, coordination of schedules among CTA/Pace/Metra for transfers, and personal safety on bus.

Individual Service Board reports can be referenced for a more detailed evaluation of each agency's service.