

# King County Metro Access Customer Satisfaction Survey

Prepared by WBA Research

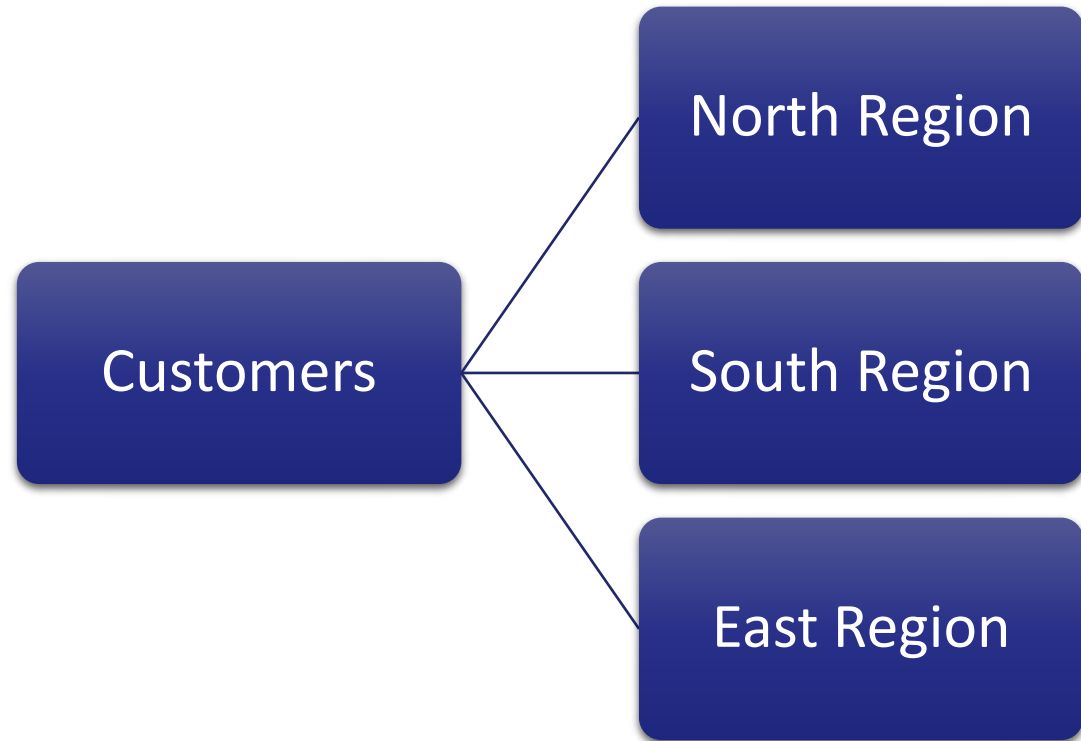
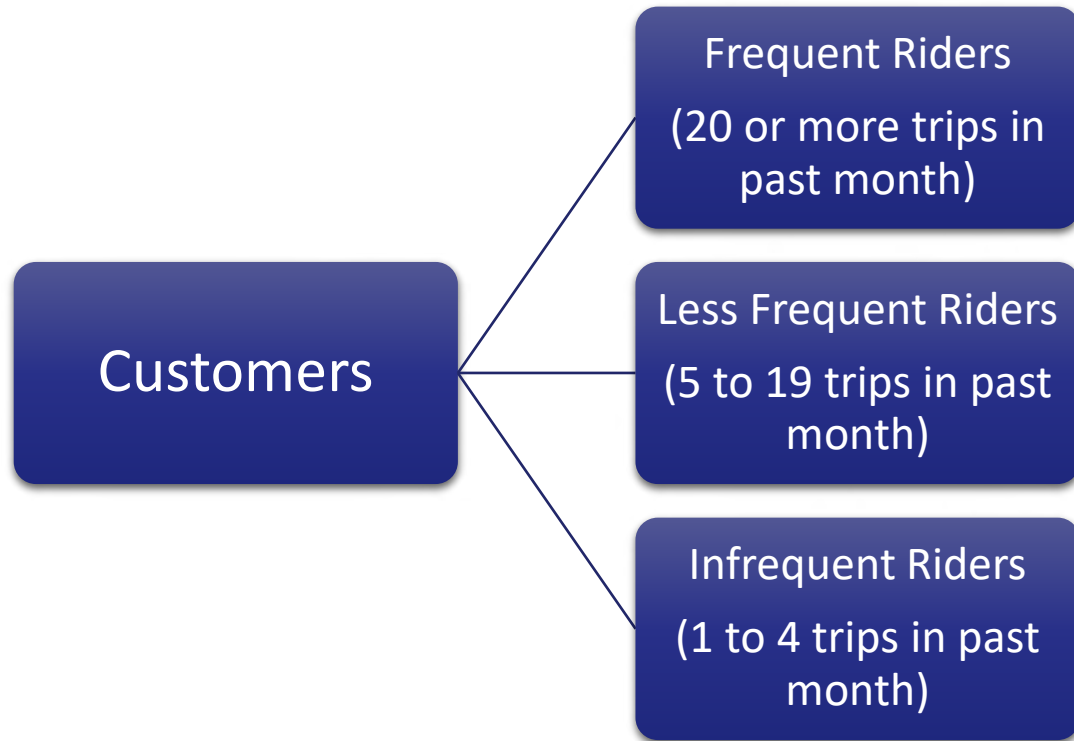
Job Number: 20-116

January 29, 2021

# Background

- WBA Research:
  - Conducts a quarterly survey of 200 customers (800 annually).
  - Experience conducting research for transit and paratransit services across the country
- Fielded during the COVID-19 pandemic.
  - Q2 2020 was not fielded due to low ridership during pandemic.
  - Fielding resumed in Q3 2020.

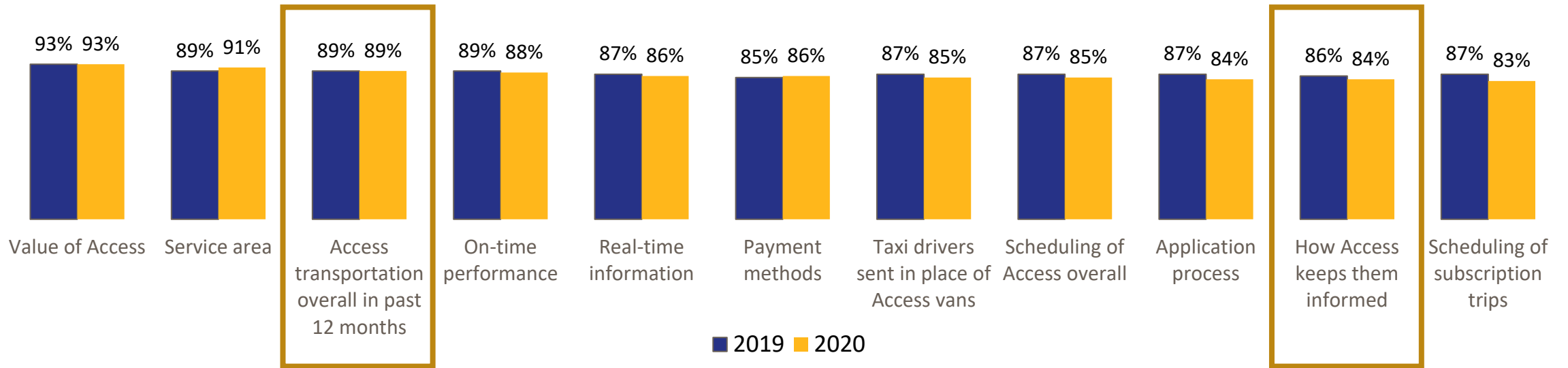
# Key Subgroups



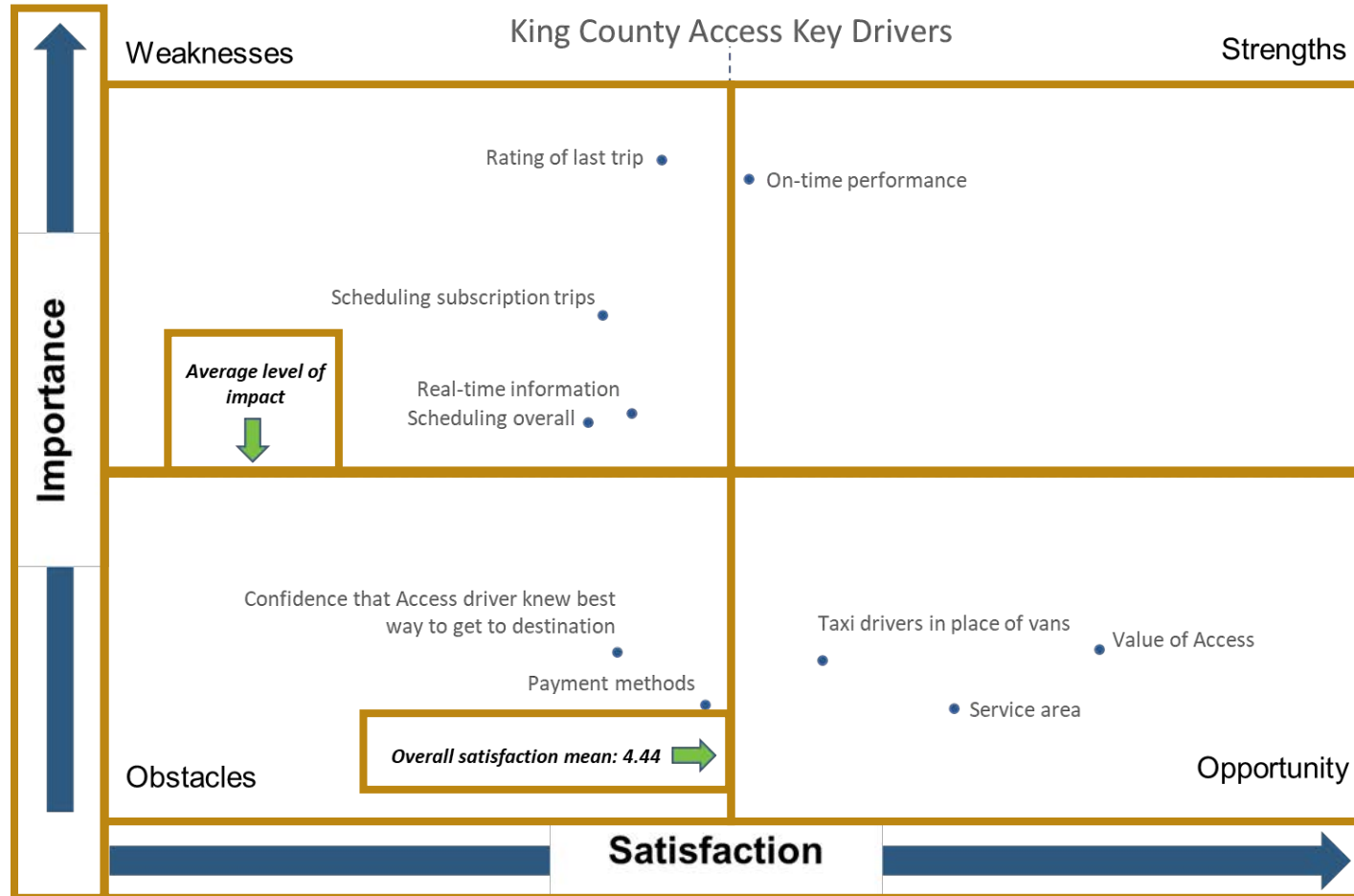
# Attributes

- Customers continue to have high satisfaction with Access overall.
  - 89% satisfied in both 2019 and 2020.
- Highest rated attribute: “Value of Access.”

Ratings of Access  
(% Positive 4/5)



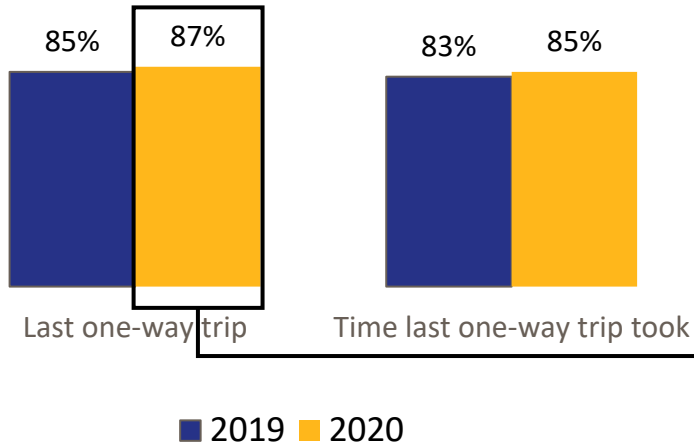
# Key Drivers of Satisfaction



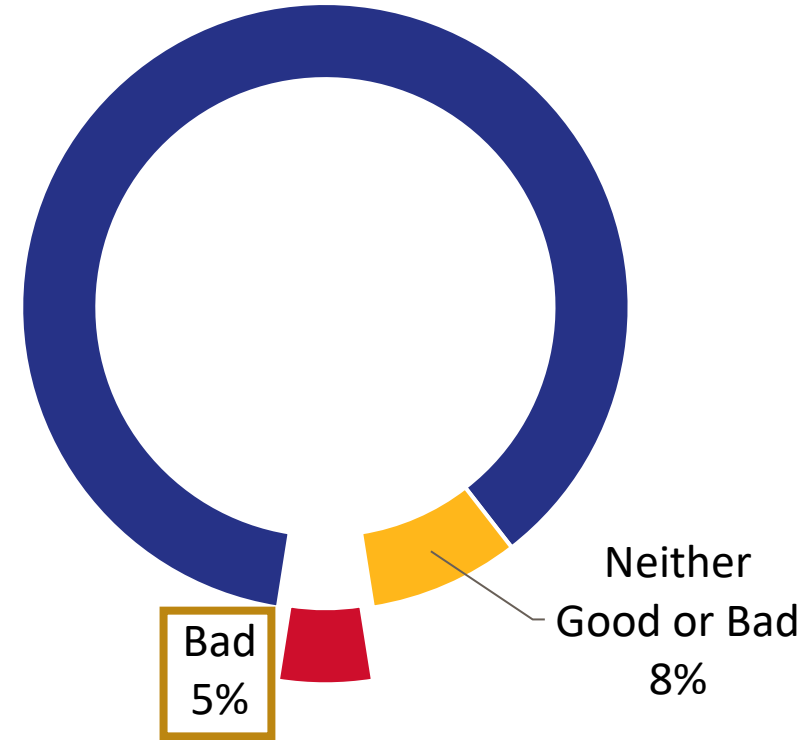
# Ratings of Last Trip

## Ratings of Last Trip on Access

(% Positive 4/5)



Good  
87%



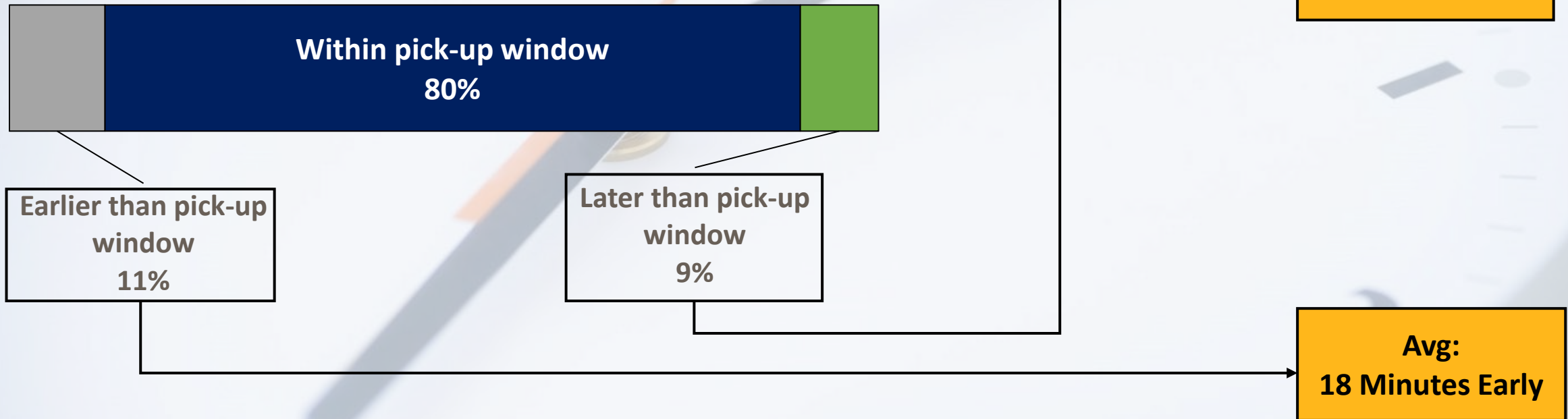
# On Time Performance: Drop-Off Window

Drop-Off Performance  
2020



# On Time Performance: Pick-Up Window

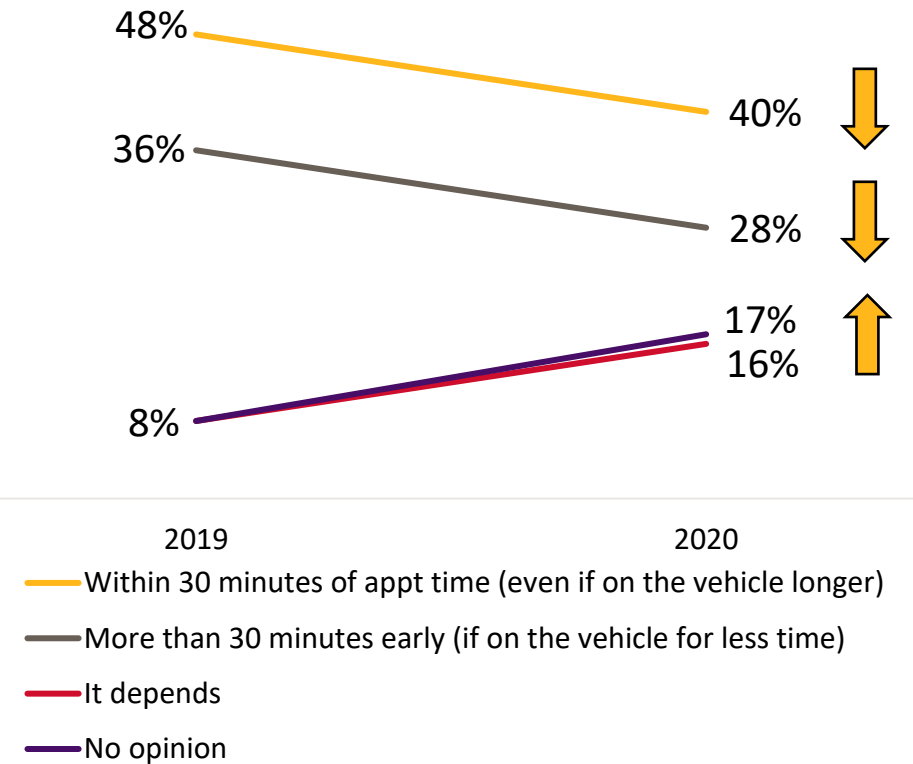
## Pick-Up Performance 2020





# On Time Performance Preferences

- Key Trend: Customers have **less of a preference for being dropped off early or on time** (as it impacts their time on board the vehicle).
- Instead, from 2019 to 2020, **customers increasingly feel “It depends,” or have “No opinion.”**

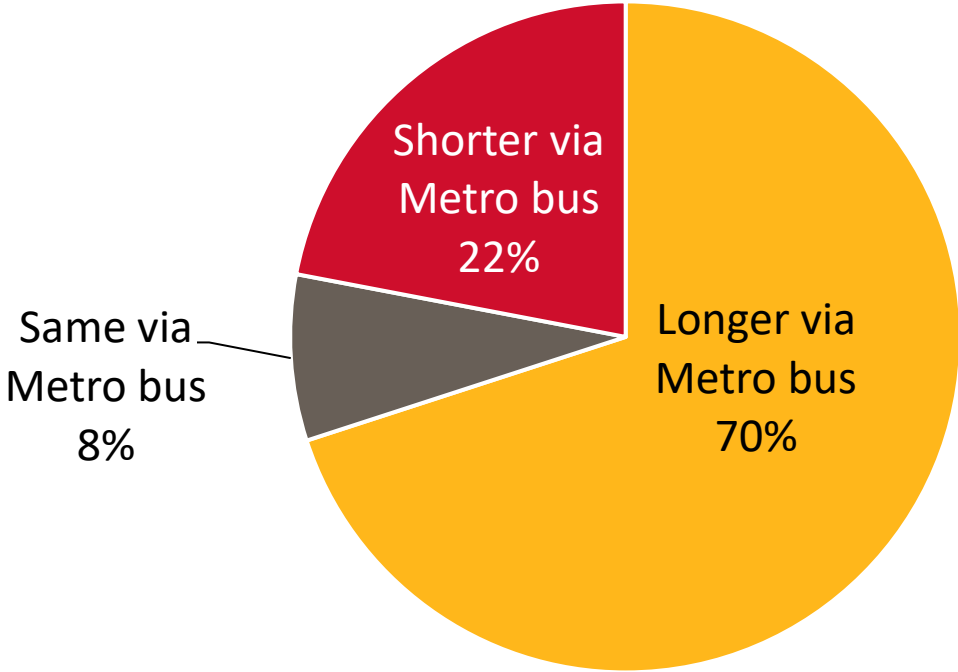


# Alternative Transportation Usage

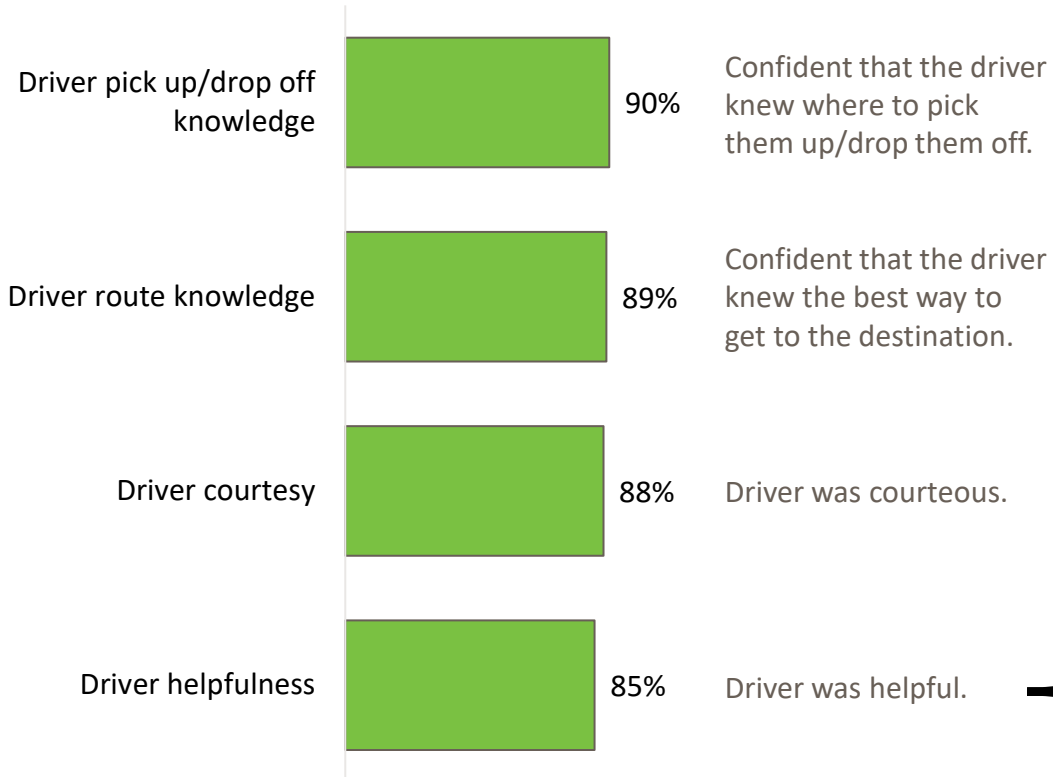
- Seven in ten riders (70%) said their trip would have taken more time had they taken it via Metro bus.



**How Access trip would compare to same trip taken on a Metro bus**



# Drivers/Operators

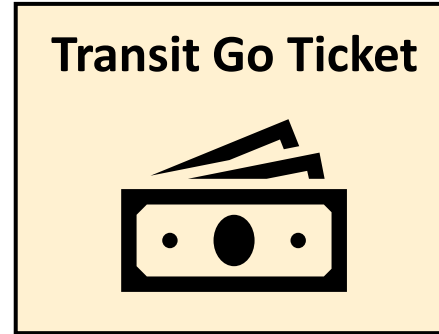


## Why do you say that the driver was “Okay” or “Not very helpful?”

	2020
Nothing special about the driver’s service/Just took me where I wanted to go	24%
Driver was rude/shouted/had a bad attitude/not considerate/friendly	14%
Driver did not communicate with me/listen to me	13%
Driver didn’t help me to the door/offer door-to-door service	12%
Driver did not speak good English	8%
Driver didn’t understand how to use the GPS/Didn’t know where he was going	6%

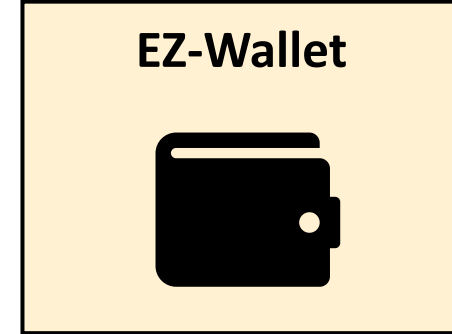
# Cashless Fare Payment

- Infrequent riders are most likely to be comfortable using Transit Go Tickets.
- Infrequent riders are most likely to use the EZ-Wallet service.



**56%\***  
Comfortable using the app to pay their fare

**51%\***  
Likely to use the app to pay their fare

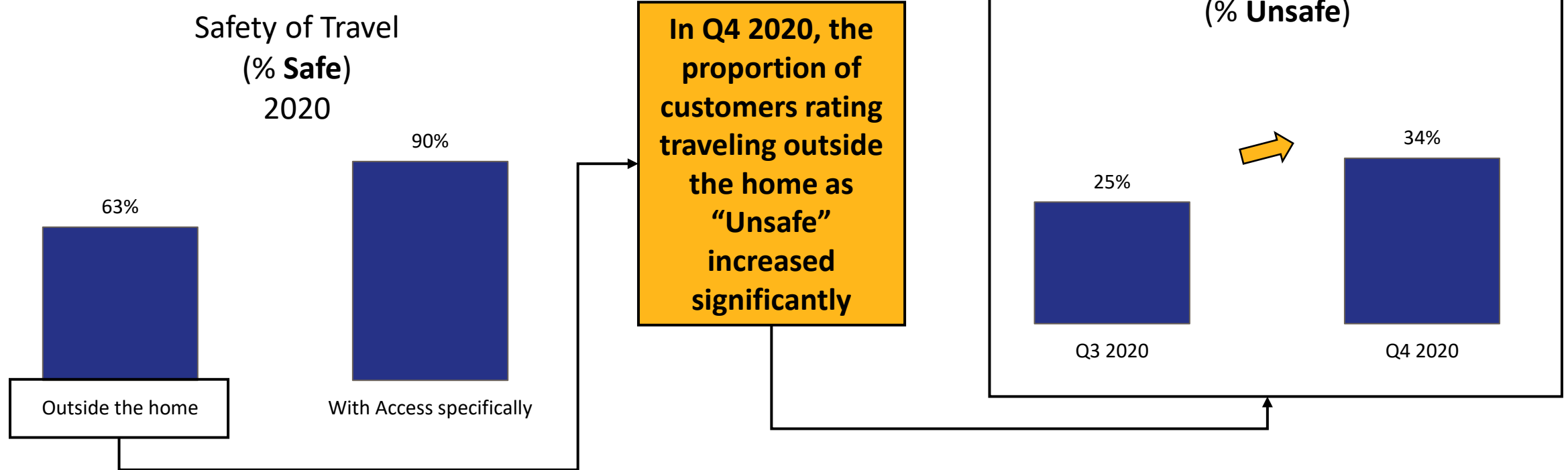


**44%**  
Comfortable using the system to pay their fare

**42%**  
Likely to use the system to pay their fare

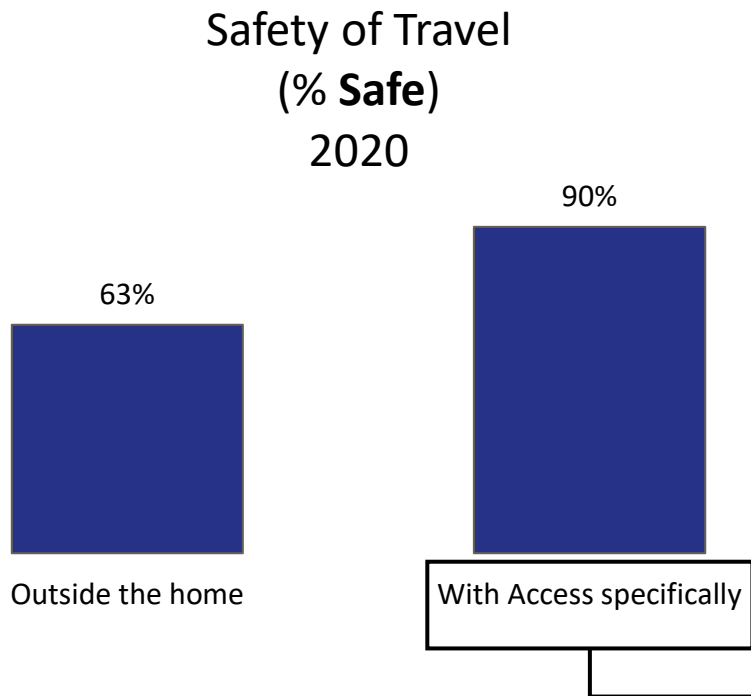
# Safety

- There is a disconnect between **safety of travel outside the home** and **safety of travel with Access specifically** – In Access' favor.

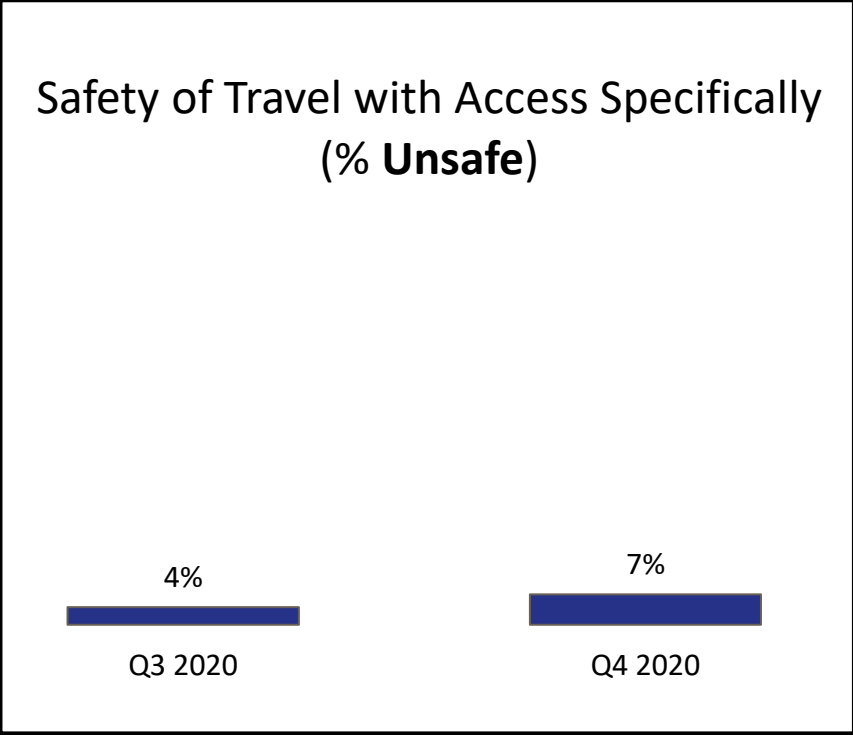


# Safety

- On the flip side, those rating Access as “unsafe” continued to be minimal from Q3 2020 to Q4 2020.



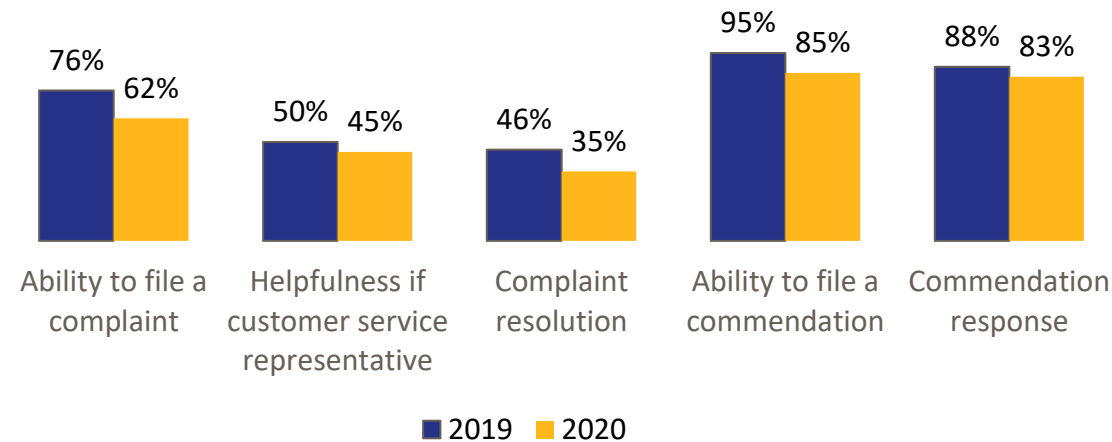
In Q4 2020, the proportion of customers rating traveling with Access as “Unsafe” remained low.



# Complaints and Commendations

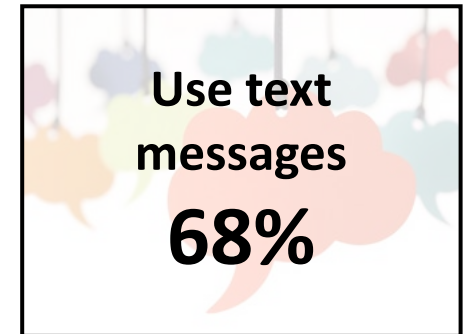
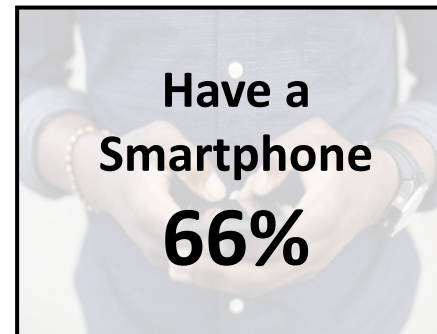
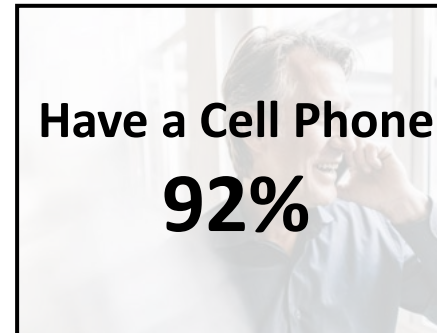
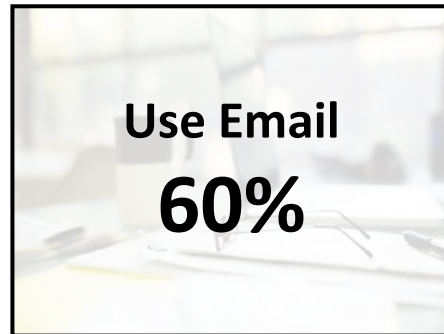
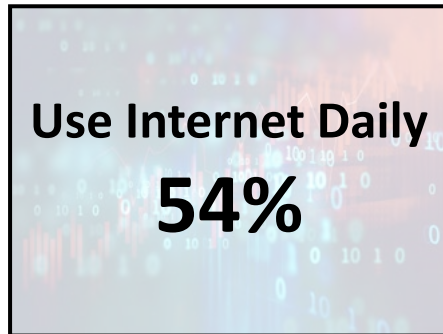
- 70% of those who filed a complaint received notice that their complaint was received.
  - 35% were satisfied with the complaint's resolution.

Ratings of  
Complaints/Commendations  
(% Positive 4/5)



# Communication Methods

- While only 39% of customer households have a landline, the majority own a cell phone.







# Key Findings

# Key Findings: Subgroups

- Geographic trends:
  - Riders in the North region are more satisfied than those in the East with Access' service area, with 94% satisfied (compared to 83%). In the Southern region, satisfaction with the service area falls in the middle, at 90%.
- Infrequent riders were more positive ratings than others on a few key measures:
  - Personal safety while onboard Access.
  - Most likely to be comfortable using Transit Go Tickets.
  - Most likely to use EZ-Wallet.
- Less Frequent riders gave more positive ratings for:
  - Value of Access for the price paid.
  - Ability to get real-time information.

# Key Findings: Headlines

- Access customers are **satisfied with the service** and the **feel safe using it**.
  - Despite decrease in feelings of safety traveling outside the home in general.
- Customers are least satisfied with the scheduling of subscription trips.
- Despite shifts in preferences, Customers still prefer to be dropped off within 30 minutes of their appointment, even if they are on the vehicle longer.
- Four in ten customers believe Access has improved over the past year, and 47% feel that it has at least stayed the same as last year.

# Questions & Answers