



Customer Satisfaction Survey

Conducted April 9 - 26, 2024

Executive Summary

July 19, 2024

Objectives

- Understand customers' perceptions of the relative value of CapMetro's services and attributes.
- Use this research as the basis for our next steps in identifying pain points and a plan of corrective actions that can become a part of our priority initiatives

Considerations

- The revised focus of the questions in the Customer Experience research has resulted in some significant changes in responses from those received in past Customer Satisfaction surveys.
- The new results appear to better reflect the known service reliability challenges
- Additional focus group research will be conducted to drill down into specifics.
- Results of the five modes are presented separately but scores have been weighted based on overall system ridership.

Methodology

- 1191 surveys were conducted on buses and trains between April 9 and April 26, 2024, between 6:00 a.m. and 10:00 p.m
- Quotas established based on ridership were met.
- The survey was interviewer-administered.
- Participants were asked to select the 3 most-needed improvements.
- Survey questions were modified from previous years to align with transit-industry based Customer Experience surveys in support of the strategic plan.*
- Where available, comparisons to prior year studies are presented.

*LA Metro Customer Satisfaction Survey can be found [here](#)



FINDINGS:

By Mode and Overall

Net Promoter Scores

Q: Using a scale of 0 to 10, where a 0 means not at all likely, and a 10 means extremely likely, how likely are you to recommend CapMetro to a friend or family member?

	% Detractors	% Passives	% Promoters	NPS 2024	NPS 2023	Change
Express (N=176)	14%	35%	52%	38	49	-11 Pts
Local/Flyer (N=275)	27%	30%	43%	16	58	-42 Pts
Rail (N=241)	18%	26%	55%	37	53	-16 Pts
Rapid (N=266)	20%	47%	34%	14	57	-43 Pts
UT Shuttle (N=233)	23%	43%	36%	13	53	-40 Pts
Total N=1191 (Weighted)	26%	33%	42%	16	55	-39 Pts

- NPS for CapMetro Express and Rail is significantly higher than it is for other modes.
- NPS for CapMetro Express and Rail dropped significantly less than it did for Local/Flyer, Rapid, and UT Shuttle.
- Industry standard NPS score is 29*

*Source: https://www.viainfo.net/2024/07/03/transdash_rating/

Top 2 Box Satisfaction Scores

	Express (N=176) ▲	Local/Flyer (N=275)	Rail (N=241)	Rapid (N=266)	UT Shuttle (N=233)	Total (Weighted)
It is easy to figure out how to ride CapMetro	79% ▲	65%	73%	75%	70% ▲	67% ▼
CapMetro works hard to improve the experience of its riders	69% ▲	57%	59%	65%	51% ▲	57% ▼
When I hear people criticize CapMetro, I want to defend it	62% ▲	52%	52%	60%	32%	51%
CapMetro provides a good value for the money	82%	69%	75%	75%	74%	70%



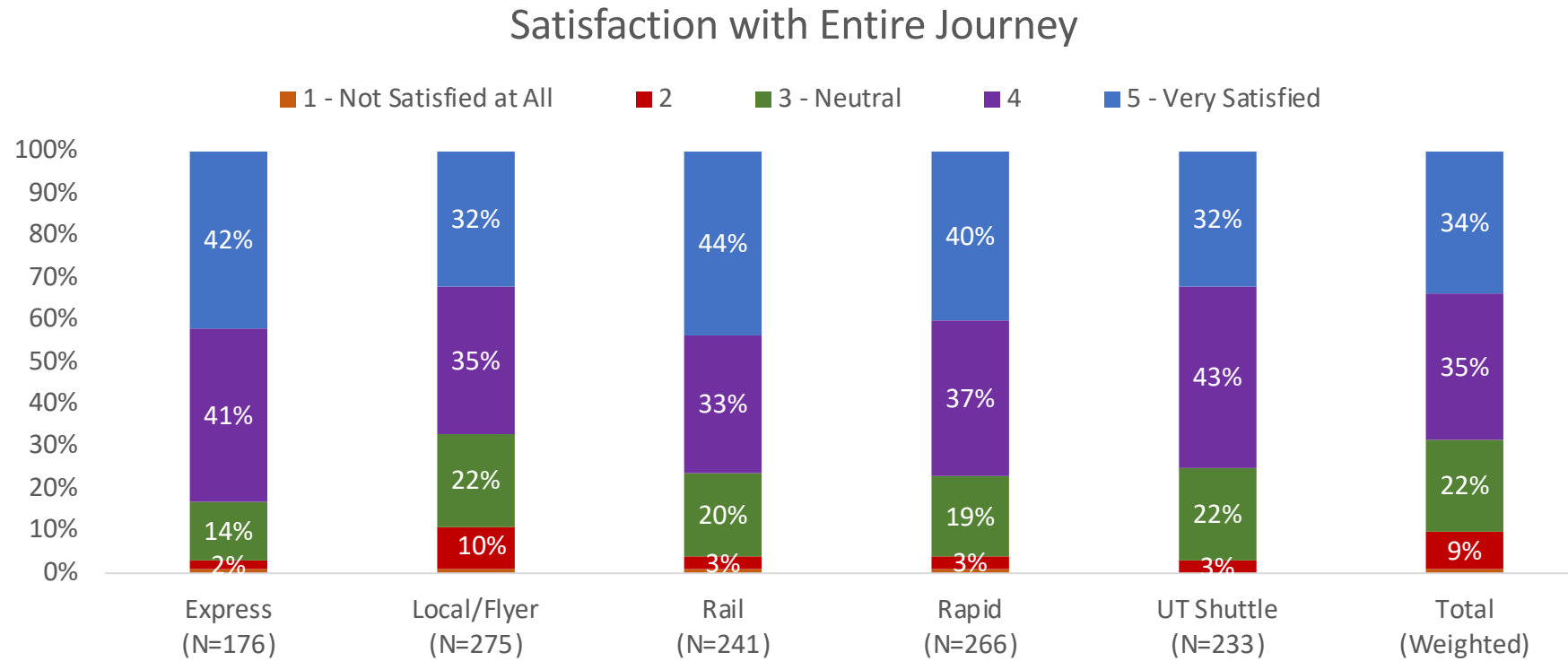
Significantly
higher than
last year



Significantly
lower than
last year

Percentages represent the sum of ratings of Satisfied or Very Satisfied

Satisfaction – Entire Journey



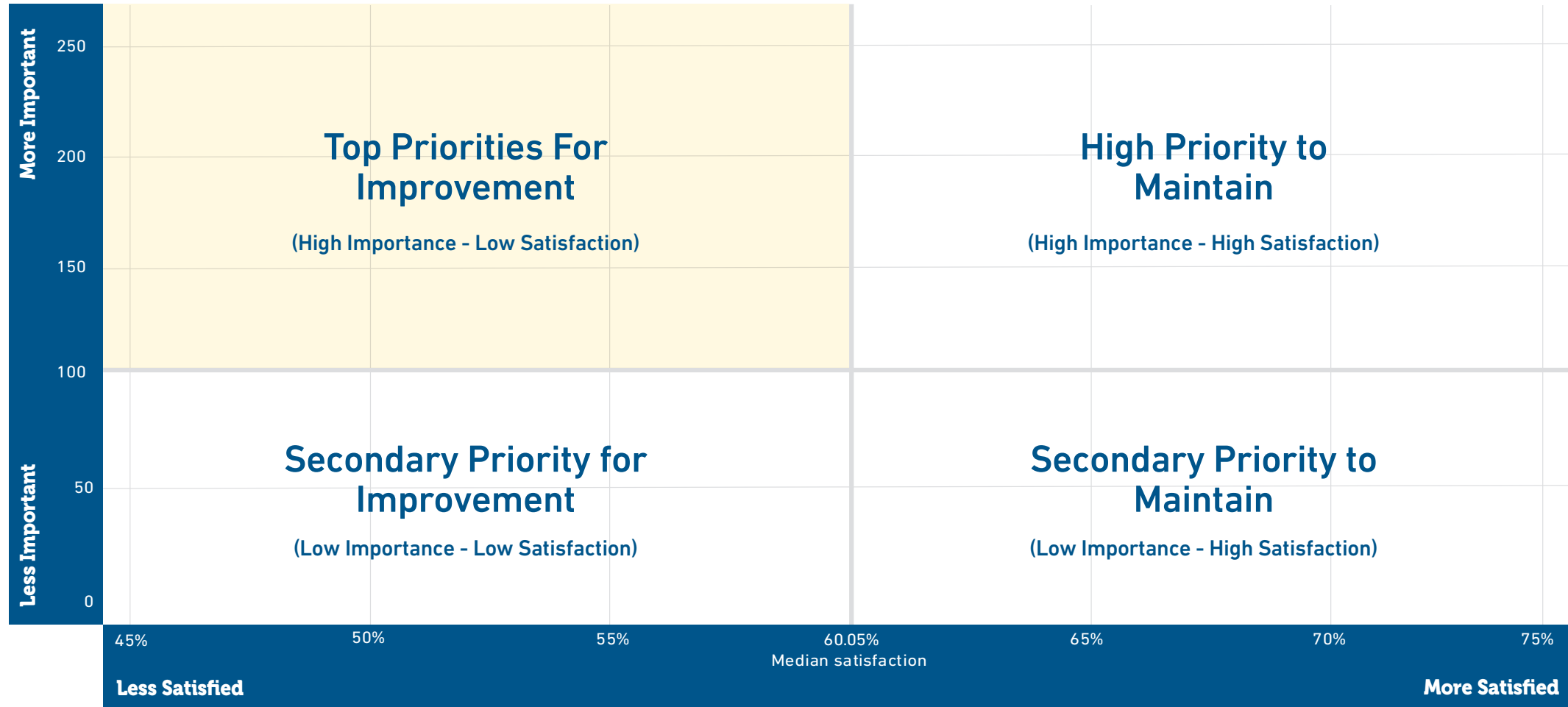
Q: Thinking about your experiences during your entire journey door-to-door and all your interactions with CapMetro, how satisfied are you with CapMetro?

Scale: 1 = Not Satisfied at All | 2 | 3 = Neutral | 4 | 5 = Very Satisfied

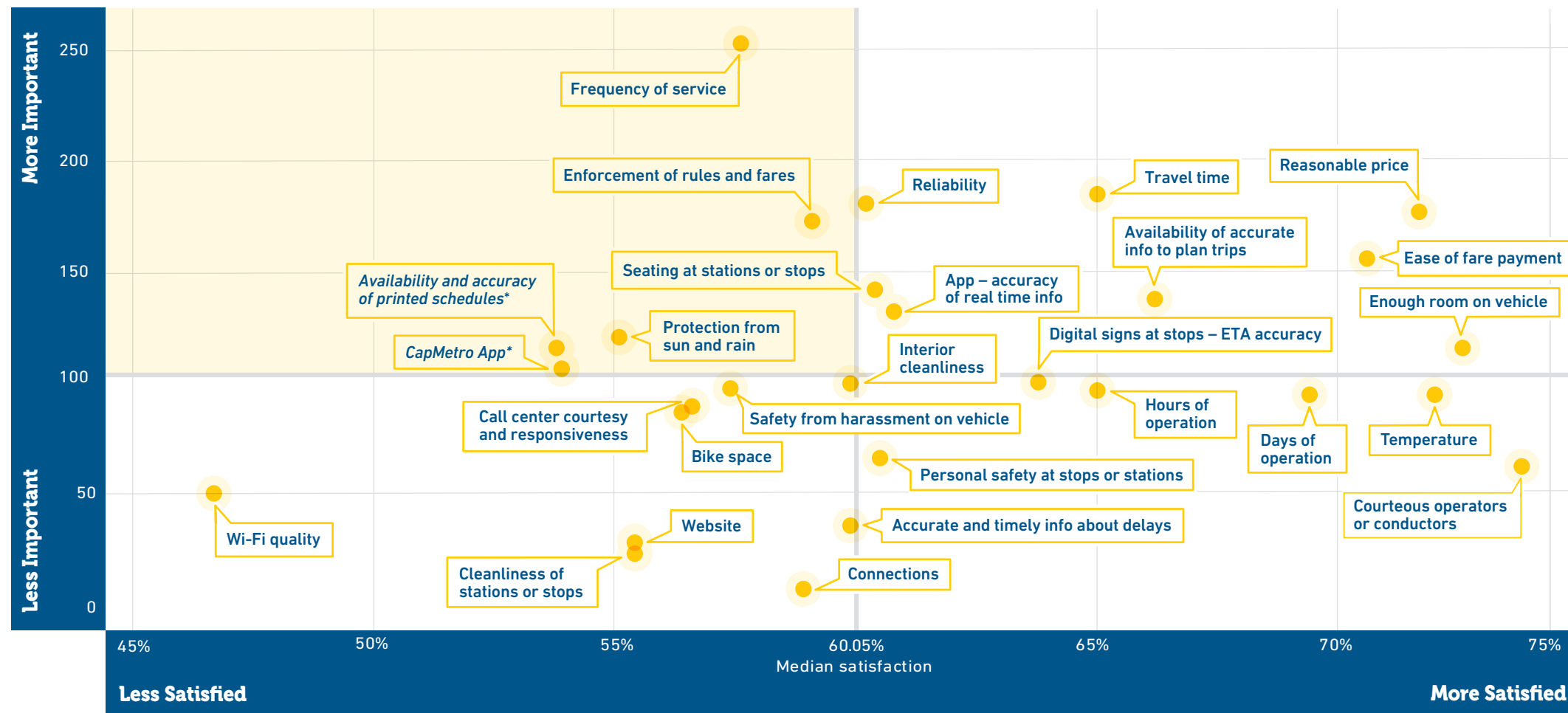
Quadrant Chart Introduction

- A Quadrant Chart provides a one-stop shop to identify and prioritize Customer Experience pain points.
- Transit agencies that do not have the resources to fix everything at once use Quadrant Charts to select the most pressing pain points for initial focus.
- The data used for Quadrant Charts comes from rider surveys. Some Quadrant Charts overlay additional information such as non-rider priorities, and the cost and feasibility of investments to remedy pain points.
- The Quadrant Chart can serve as a cornerstone for a comprehensive Customer Experience Program.

Quadrant Chart Basics



2024 CapMetro Quadrant Chart



Additional Research

- Secondary qualitative research was conducted in late 2024 and early 2025 to take a deeper dive into the pain points identified in the 2024 survey.
- From this research, CapMetro was able to identify improvement areas, challenges and action steps on key pain points to focus on for the first Customer Experience plan. They are:
 - Frequency of service/reliability
 - Enforcement of rules and fares
 - The CapMetro App

Customer Experience Plan

- Subject matter experts at CapMetro worked to devise plans that would address and improve the customer experience based on the three improvement areas.
- A web-based Customer Experience Hub was designed on CapMetro.org to share these plans and a written report issued for the initial customer experience plan.

Next Steps

- CapMetro will conduct follow-up surveys in 2025 and 2026 and the analyses of these plans will be used to:
 - Measure the impact of the actions steps taken on the initial three improvement areas;
 - Determine emerging trends on other areas for improvements;
 - Increase the number of areas for improvement to be focused on in future customer experience plans.
 - Report these results and plans to the community.

Conclusion

- The Customer Experience research has identified many areas that CapMetro can improve its service to our customers.
- Even those improvement areas not included in the Customer Experience plan are being worked on and improvements considered based on customer needs and budgets.
- CapMetro is committed to identifying these areas and will provide ongoing transparency to customers regarding how we are responding to their requests for improvements.
- We thank our customers for their feedback and commit to improving their experience with our service.

CapMetro

Thank You