

CapMetro

2025 Customer Satisfaction Survey

January 6, 2026

Background & Methodology

- 2025 Survey conducted by contractor ReconMR
- Conducted on-board intercepts between August 26 and October 21, 2025 between the hours of 7:00 AM and 11:00 PM
- Survey response cards with QR codes offered to those who refused in person responses
- 1,757 completed surveys, average survey length 8.8 minutes
- The primary objective of this annual survey is to obtain statistically valid measures of customer satisfaction rates among fixed route services, and to obtain a “Net promoter score”

Completes by segment and mode

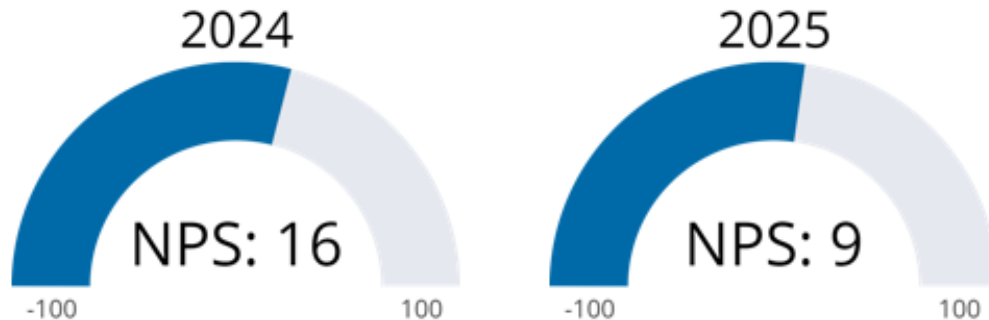
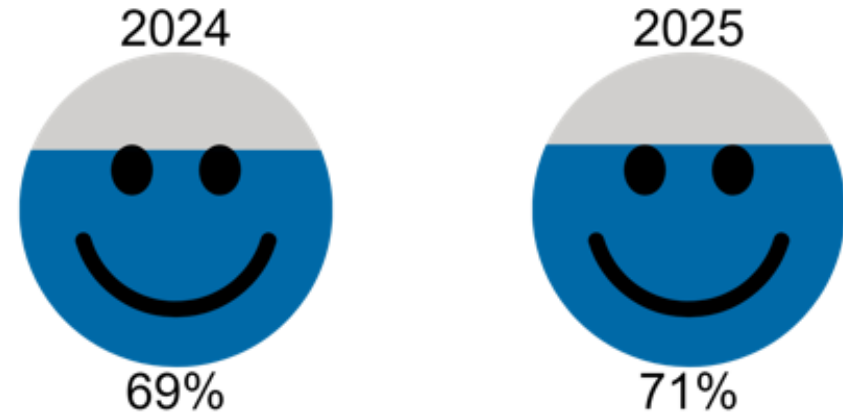
	Online	Tablet	Total	Percent of completes	Margin of Error (at 90% confidence)
MetroRail	218	3	221	13%	±5%
MetroExpress	172	0	172	10%	±5%
MetroRapid	232	24	256	15%	±5%
UT Shuttle	261	0	261	15%	±5%
Local/Flyer	782	65	847	48%	±3%
Grand Total	1,665	92	1,757	100%	±2%



Overall Satisfaction and Net Promoter Score

Overall Satisfaction

Seven in 10 riders (71%) are satisfied with their overall experiences riding CapMetro. This is similar to the findings in 2024 (69%).



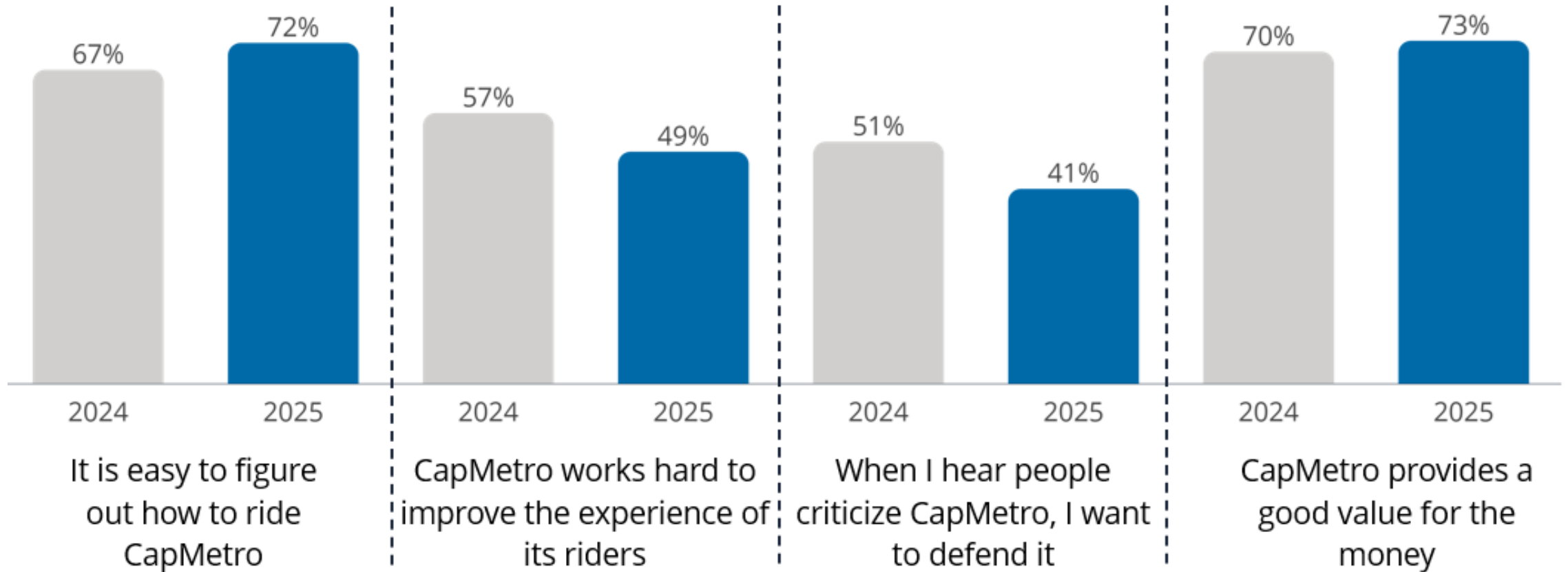
Net Promoter Score

While the overall Net Promoter Score dropped to 9 from 16, the difference is not statistically significant.

NPS = % of promoters - % of detractors

CapMetro Broad Statements

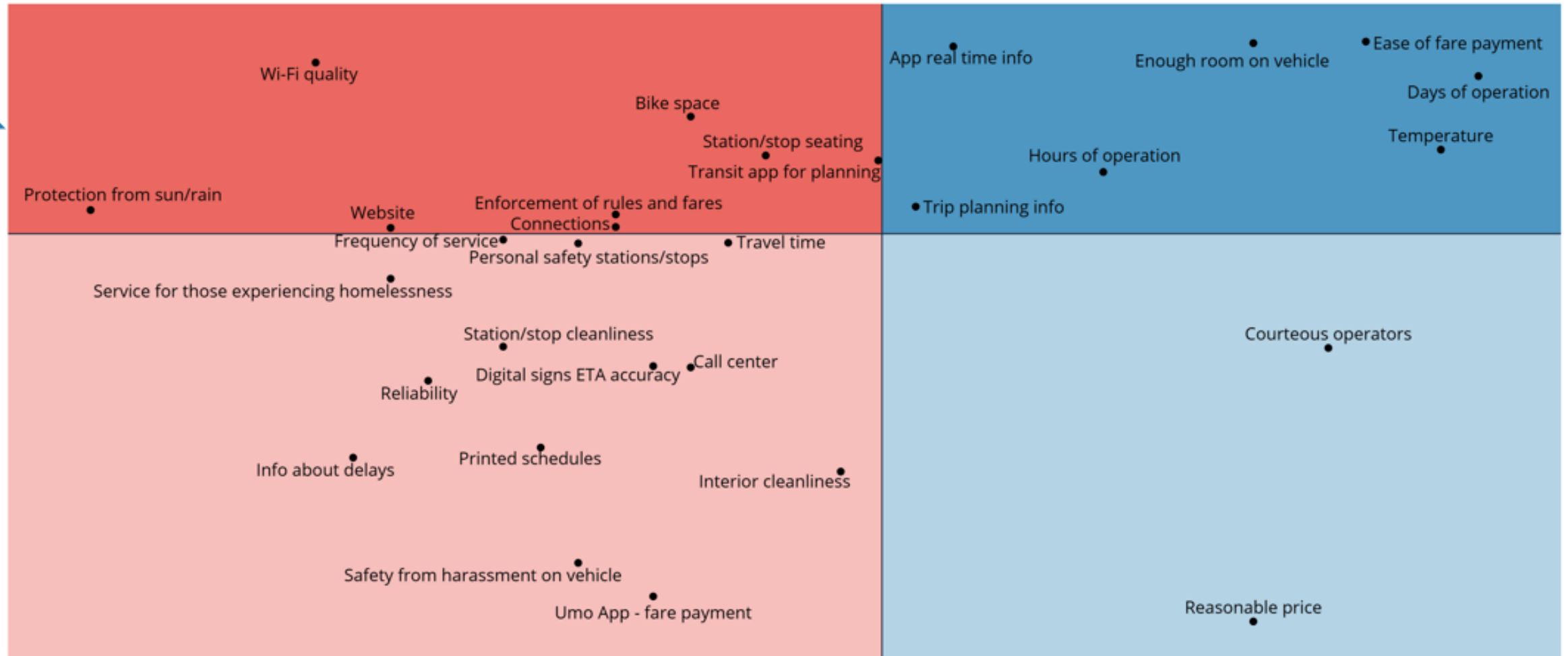
Compared to 2024, more riders agree that CapMetro is easy to use (72%). Riders are less likely to agree that CapMetro works hard to improve the experience of its riders and wanting to defend CapMetro from criticism.



Quadrant Chart 2025

More important - lower rating

More important - higher rating



Less important - lower rating

Less important - higher rating

Performance

Quadrant Chart Findings

Quadrant charts were generated using partial correlation analysis on weighted survey data. Importance scores were indexed to the 2025 median while satisfaction/performance scores are anchored to the 2024 median.

Focus Areas (High Importance / Low Performance)

Attribute	Change from 2024 to 2025
Wi-Fi Quality	More important
Bike Space	More important
Station/stop seating	Decreased performance
Transit app for planning	New
Protection from sun/rain	No change
Enforcement of rules and fares	No change
Connections	More important
Website	More important

2024 Quadrant Chart

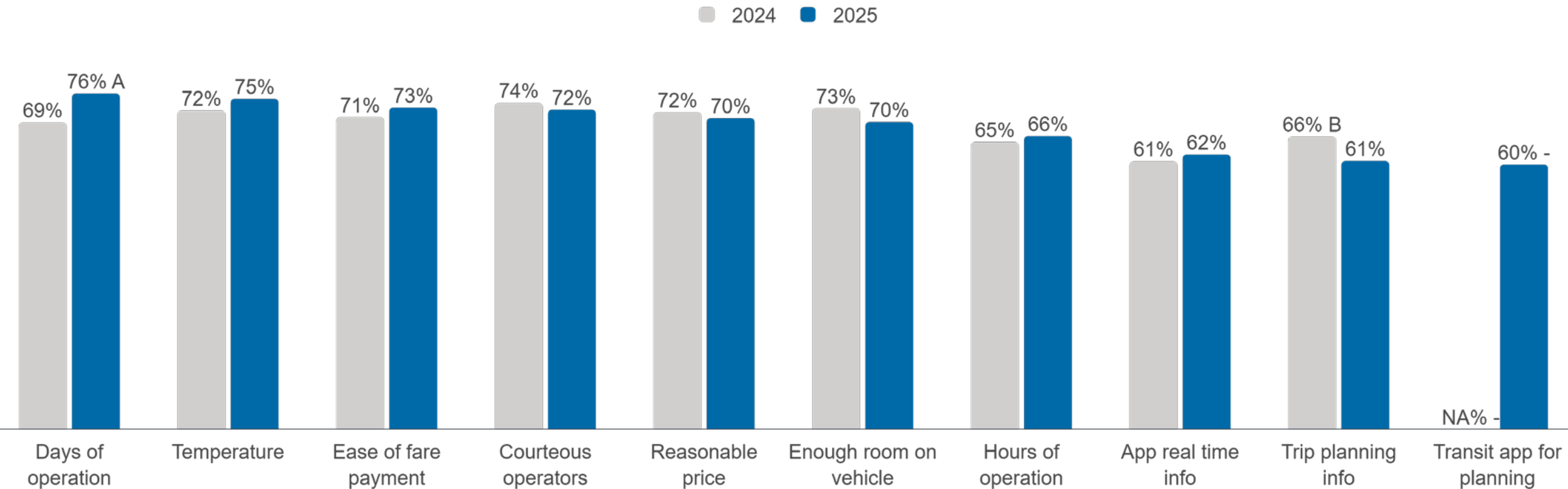


2025 Quadrant Chart



Top Performing Aspects of Service Trended

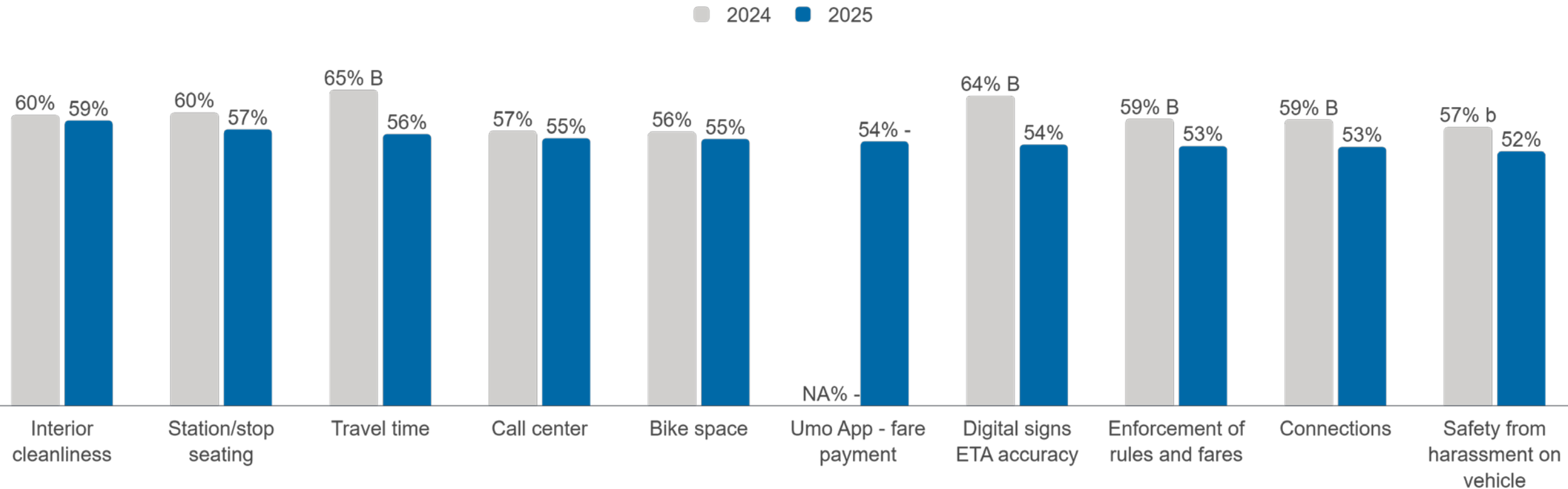
Most of the top-performing aspects have remained stable since 2024. There's an increase in satisfaction with CapMetro's days of operation and a decrease in satisfaction with trip planning information.



Q3. Please rate your satisfaction with the following aspects of CapMetro?

Mid Performing Aspects of Service Trended

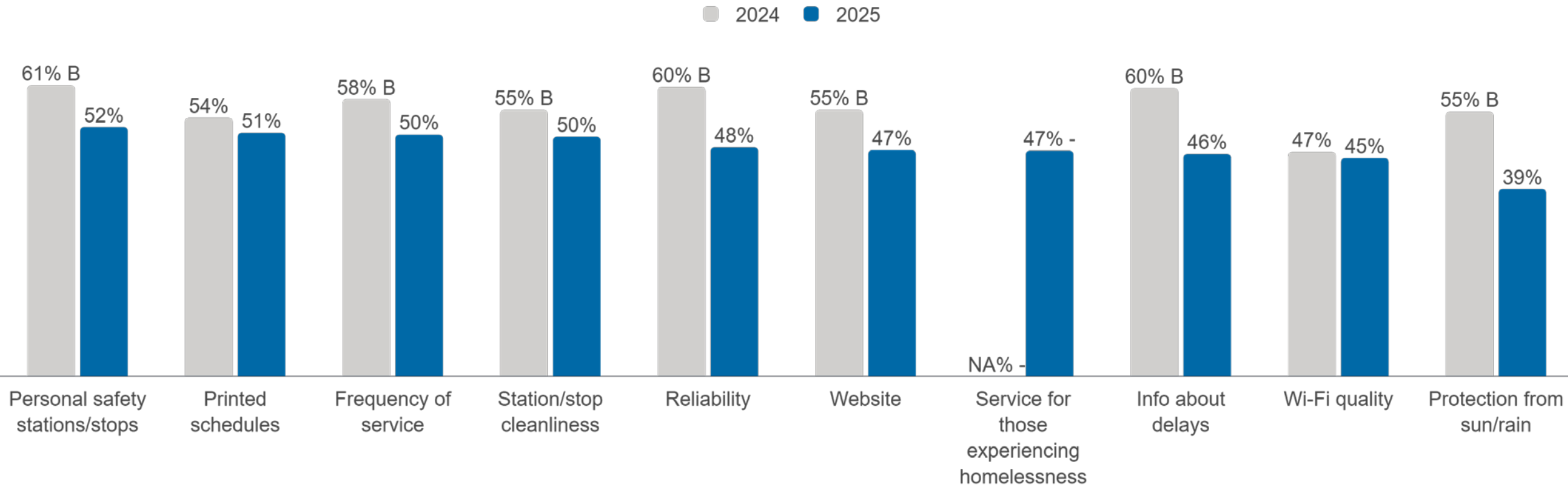
Satisfaction with mid-performing aspects declined for travel time (56%), digital sign accuracy (54%), enforcement of rules and fares (53%), and connections (53%).



Q3. Please rate your satisfaction with the following aspects of CapMetro?

Bottom Performing Aspects of Service Trended

Bottom-performing aspects reflect broad declines with the steepest decreases in personal safety stations and stops (52%), frequency of service (50%), station/stop cleanliness (50%), reliability (48%), the website (47%), information about delays (46%), and protection from sun and rain (39%). This highlights the persistent concerns around safety, reliability, and communication.



Q3. Please rate your satisfaction with the following aspects of CapMetro?

Conclusions and Recommendations

What CapMetro is doing well

- Riders have noticed the efforts CapMetro has put in regarding the **days and times services are available**. Maintain newly created services and service times.
- Riders also express satisfaction with **comfort on the vehicles**, in particular the temperature. Ensuring the buses and trains are well maintained will keep riders satisfied.

Where to Focus to Increase Overall Satisfaction

- Building, maintaining, and improving stops through **adding shelters and seating**. Attributes related to stations and stops are important to riders. Making improvements in this area will have a positive impact on riders' satisfaction with the system.
- Increasing the **frequency of service** will also have a positive impact on rider's overall impressions of CapMetro, especially if it can be done across routes that riders commonly transfer between as increased frequency will reduce connection time.
- Make information about services, specifically **trip planning and real time information**, easier to find. Research into the specific information riders want and how they want to access it will impact their overall satisfaction.
- Read the **full report**. The full report contains nearly 50 pages of findings, including more in-depth quadrant chart analysis, geographic analysis, and trending. Familiarity with the report will provide more context and allow for more informed decision making.

CapMetro

Thank you!