

**CapMetro**

# Access Advisory Committee

May 2026

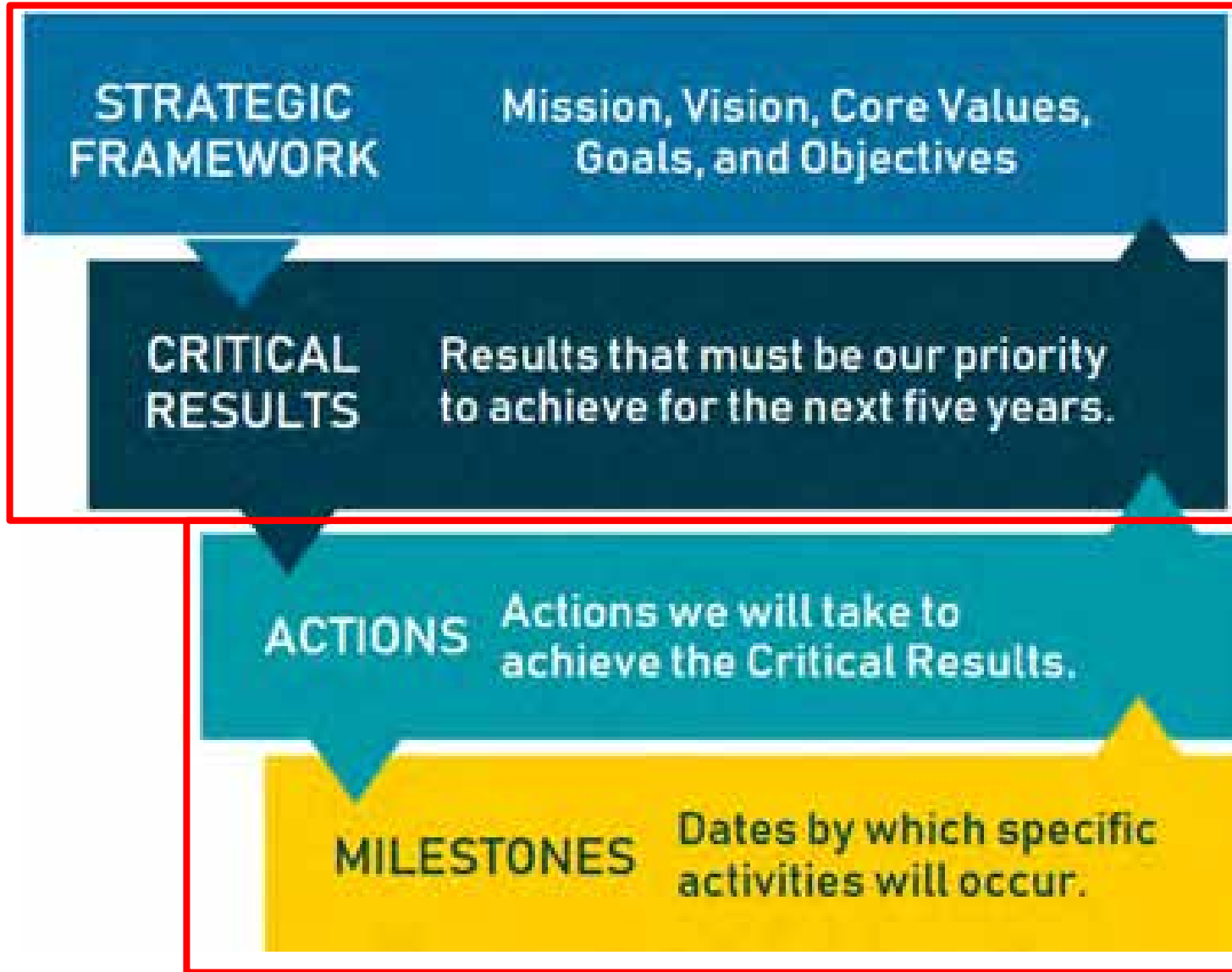


# Customer Experience Plan

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Cynthia Lucas, Director of Marketing

# Strategic Plan 2030



← **WHAT  
CAPMETRO  
WANTS**

← **WHAT  
CAPMETRO  
WILL DO**

# Goal 1: Focus on the Customer

Provide a convenient, desirable, and accessible option for mobility in the region and its communities.

- A. Provide a reliable and safe transit service.
- B. Continue to improve the customer experience.
- C. Ensure the system is accessible for everyone in the region.

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Every year, we conduct customer surveys to better understand where we're meeting expectations and where we must improve.

# How? CapMetro's CX Plan.

We began a move to a customer experience (CX) model in 2024, replacing our Customer Satisfaction Survey with a CX Survey. 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 leadership was able to identify key action steps to focus on for the first Customer Experience plan. They are:

- Frequency of service/reliability
- Enforcement of rules and fares
- The CapMetro App



# Action 1.5 Communicate Outcomes

To address the topics most important to our riders, we will proactively and effectively communicate regarding key drivers of customer satisfaction to help our community track our progress. These will include measures relating to reliability and security, such as missed trips (including those from construction delays and equipment issues) and security incidents. CapMetro is committed to providing a higher degree of transparency for our customers and the community, and proactively maintaining our focus on the outcomes our customers care most about.

We will make it our responsibility to get information out to riders and the public about our performance. We plan to share stories, positive or negative, with accessible, customer-focused data and information that is easily understood and widely available.

WHAT WE'RE DOING	TIMELINE				
	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Update proactive communications strategy and develop list of customer priority-focused metrics and methods and timing for report-outs	█				
Incorporate customer-focused metrics into CapMetro's reporting tools and processes		█			
Annually assess effectiveness of strategy and reporting, identify and implement potential updates			█	█	█



# Customer Experience Hub

With the CX Hub, customers and the community can:

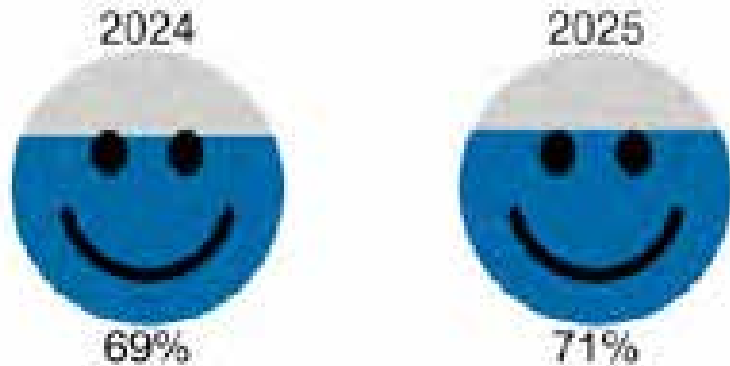
- View research results directly
- Learn about CapMetro's action plans for improvements and reducing pain points.
- Gain insights on CapMetro's plans to grow and mature the process



# Key Performance Indicators (KPIs)

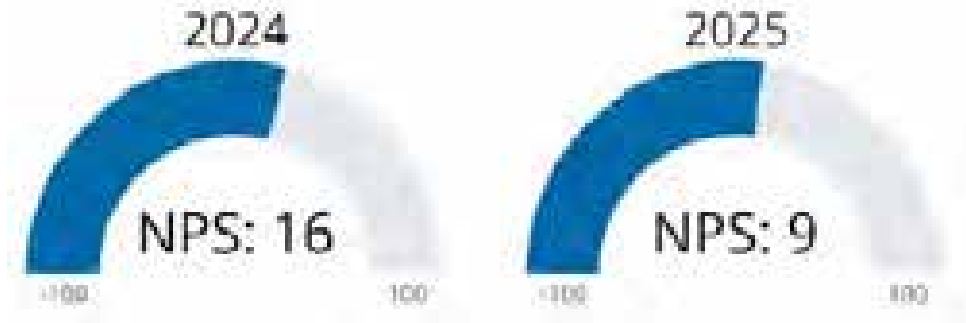
## Overall Satisfaction

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



## NPS Score

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



**NPS** = % of promoters - % of detractors

# 2026 Surveys

STATUS: Ongoing

- Added annual surveys for Pickup and Access
- Key performance indicators will be updated after late August, once the survey data is finalized

## Current Surveys

### Bus/Rail Experience

The Bus/Rail Experience Survey is an annual survey that asks questions to gauge customer experience utilizing the overall CapMetro system.

### Pickup Experience

The Pickup Customer Experience Survey asks questions to gauge customer experience utilizing Pickup.

### Community Perception

The Community Perception Survey asks questions to gauge community awareness, perceptions, and attitudes toward CapMetro and public transit.

# Commitment to Improving the Customer Experience

The CX Hub lets customers see how we are responding to their requests for improvements, and we are always thankful to our customers for their feedback.

Outside of the CX Plan, improvements are still considered based on customer needs and budgets, and we are committed to identifying areas for improvement.



# Addition of July 2026 Meeting Date

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Committee Discussion

CapMetro

Thank you!