APPENDIX A

Synthesis Survey Questionnaire

Transit Cooperative Research Program
Synthesis Topic SB-7

Customer Focused Transit Questionnaire

Purpose: The number one strategic priority of TCRP is: *Place the Transit Customer First*. TCRP's Oversight Committee noted, "The American consumer society is demanding; no industry can prosper that does not place the customer first." The customer is both the transit rider and the community served at large. Several transit agencies have implemented strategies for improving the focus on the customer. Similar efforts by non-transit service providers and retailers have proven successful in attracting and retaining customers. Firms like Disney, Nordstrom's, Southwest Airlines, and Federal Express constantly stress the importance of the customer from the top tier of management to the first line of customer interaction. This questionnaire will investigate the current practices of transit organizations in this area and provide a range of ideas for future improvements in the area of "Customer Focused Transit." Please call the number at the end of this survey if you have any questions concerning the questionnaire. The final results will be synthesized into a report available from the Transportation Research Board (TRB). **Thank you for taking the time to complete this questionnaire**.

General Information

Transit Agency Name:
Location (City/State):
Contact Person:
Title:
Contact Phone No.: ( )
Contact Fax No.: ( )
Contact E-Mail Address:
Office Mailing Address:

Transit System Characteristics

1. What is the approximate geographic area (square miles) of your system's service area?
2. What is the total population in your system's service area?
3. What was the total operations budget for your transit system in Fiscal Year (FY) 2000?
4. What was the total capital budget for your transit system in FY 2000?
5. What was the total number of revenue passengers carried by your transit system in FY 2000?
6. In general, what percentage of your passengers are transit dependent? _____
   Don't know ____

7. In general, what percentage of trips are for the following purposes?

   ____ % Work ____% School _____ % Medical
   ____% Shopping _____% Other ____ Don't know

8. What is your base adult fare?

9. What modes of transportation are provided by your agency? (check all that apply)
   ____ Commuter Rail _____ Heavy Rail _____ Subway _____ Light Rail
   _____Streetcar _____ Motor Bus _____ Trolley Bus _____ Ferry
   ____ Paratransit _____ Other (please specify) _____

10. What are your local sources of funding for transit capital/operating expenses?
    ____ Dedicated tax ____ General fund contributions
    _____ State funds ____ Other (please specify) _____

11. Is the amount of your local funding tied to ridership levels? ___ Yes ___ No

12. If yes, please describe.

13. How many employees do you currently have? _____ full-time ____ part-time

14. Does your transit system have a mission statement? ___ Yes ____ No

15. Does the mission statement include a commitment to the customer? ____ Yes ___ No

Please Continue with the Questions on the Following Pages

The following questions pertain to Customer Focused Transit.
Please answer all questions in this context.

General Interface Between the Customer and the Transit System

There are many ways to address the information needs of the customer. This section of the questionnaire asks respondents to provide information on the methods used in your transit system.

16. Please identify which of the following methods are currently used by your transit agency and rate their effectiveness in providing information to the customer. If you use other methods, please describe them and rate their effectiveness at the end of the table shown below:

Methods of Providing Information to the Customer	**In Use (X)**	**Effectiveness (1= Low, 5= High)** Please **BOLD** one
Transit System Map		1 2 3 4 5
Public Timetables by Route		1 2 3 4 5
Telephone Information Service		1 2 3 4 5
Automated Telephone Information Service		1 2 3 4 5
Web-Based Information		1 2 3 4 5
Information Kiosks/Bus Stop Signs		1 2 3 4 5
Automated Information Kiosks/Touch Screens		1 2 3 4 5
Information Brochures		1 2 3 4 5
Advertising (print media)		1 2 3 4 5
Advertising (radio/TV)		1 2 3 4 5
Public Forums (hearings, meetings, etc.)		1 2 3 4 5
Other (please describe)		1 2 3 4 5

17. What was the total budget for performing the functions listed above in FY 2000?

18. Please summarize any unique programs designed to provide information to customers in the manner listed in Question 16.

Obtaining and Using Customer Input

Obtaining and using customer input is critical to designing a customer focused transit system. This section of the questionnaire asks respondents to provide information on the methods used in your transit system to obtain customer input.

19. Please identify which of the following methods are currently used by your transit agency and rate their effectiveness in obtaining customer input. If you use other methods, please describe them and rate their effectiveness at the end of the table shown below:

Methods to Obtain Customer Input	**In Use (X)**	**Effectiveness (1= Low, 5= High)** Please **BOLD** one
Complaints		1 2 3 4 5
Public Forums		1 2 3 4 5
Telephone Surveys		1 2 3 4 5
On-Board Surveys		1 2 3 4 5
Employee Meetings		1 2 3 4 5
Other (please describe)		1 2 3 4 5

20. What was the total budget for performing the functions listed above in FY 2000?

21. Please summarize any unique programs designed to obtain and/or use customer input in the manner listed in Question 19.

22. How important is customer input into transit agency decision making in the following areas:

Area	**Effectiveness (1= Low, 5= High)** Please **BOLD** one
Routes	1 2 3 4 5
Schedules	1 2 3 4 5
Fares	1 2 3 4 5
Budget	1 2 3 4 5
Funding Sources	1 2 3 4 5
Facilities	1 2 3 4 5
Quality of Service	1 2 3 4 5

23. Please describe a specific example of how your transit system recently used customer input to change service (e.g., routes, schedules, etc.) or procedures (operator contact, added security, etc.)?

Involving Employees in Customer Focused Transit

Employee involvement is usually the key to the success of a customer focused transit system. Employees include all personnel associated with the transit system, from the Chair of the Board to the Chief Executive Officer (CEO) to the first line operations personnel. The organization often must change its *culture* to effectively focus on the customer. This section of the questionnaire asks respondents to provide information on the methods used in your transit system to train and involve employees.

24. Please identify which of the following methods are currently used by your transit agency and rate their effectiveness in involving employees. If you use other methods, please describe them and rate their effectiveness at the end of the table shown below:

Methods to Involve Employees	**In Use (X)**	**Effectiveness (1= Low, 5= High)** Please **BOLD** one
Message from the Policy Making Body		1 2 3 4 5
Message from the CEO		1 2 3 4 5
Message from Department Head(s)		1 2 3 4 5
Specific Customer Focused Training—All Employees		1 2 3 4 5
Specific Customer Focused Training—Operators, Supervisors, Station Attendants, Only		1 2 3 4 5
Periodic Visits by CEO to Bus Stops, Transfer Centers, Stations, Community Meetings, etc.		1 2 3 4 5
Periodic Visits by Department Heads and/or Supervisors to Bus Stops, Transfer Centers, Stations, Community Meetings, etc.		1 2 3 4 5
Allowing Employees to Make Customer Focused Service Decisions		1 2 3 4 5
Employee Recognition Programs		1 2 3 4 5
Performance Based Compensation (e.g., bonuses)		1 2 3 4 5
Events to Build Employee Morale		1 2 3 4 5
Other (please describe)		1 2 3 4 5

25. What was the total budget for performing the functions listed above in FY 2000?

26. Please summarize any unique programs designed to train or involve employees in customer focused transit in the manner listed in Question 24.

27. Please describe any obstacles your transit system has faced in attempting to involve employees in customer focused transit (e.g., union opposition, work rules, lack of CEO involvement, lack of funding, etc.).

28. How has your transit system overcome these obstacles?

Achieving Customer Satisfaction

Many transit systems have implemented specific programs to achieve customer satisfaction. These programs often involve incentives for ridership. This section of the questionnaire asks respondents to provide information on the methods used in your transit system to achieve customer satisfaction.

29. Please identify which of the following methods are currently used by your transit agency and rate their effectiveness in achieving customer satisfaction. If you use other methods, please describe them and rate their effectiveness at the end of the table shown below:

Methods to Achieve Customer Satisfaction	**In Use (X)**	**Effectiveness (1= Low, 5= High)** Please **BOLD** one
Service Guarantees (Refund Given if not Satisfied)		1 2 3 4 5
Guaranteed Ride Home (for those who work late or must return home for emergency when route is not operating)		1 2 3 4 5
Customer Bill of Rights		1 2 3 4 5
Frequent Rider Discounts		1 2 3 4 5
Frequent Rider Benefits (e.g., Free Newspaper, Coffee)		1 2 3 4 5
Other (please describe)		1 2 3 4 5

30. What was the total budget for performing the functions listed above in FY 2000?

31. Please summarize any unique programs designed to achieve customer satisfaction in the manner listed in Question 29.

32. Please rate the importance of the following factors in achieving customer satisfaction. If you think other factors are important, please describe them and rate their importance at the end of the table shown below:

Factors Important to Customers	**Importance (1= Low, 5= High)** Please **BOLD** one
On-Time Service	1 2 3 4 5
Frequency of Service	1 2 3 4 5
Pricing /Value	1 2 3 4 5
Courtesy of Employees	1 2 3 4 5
Cleanliness of Buses, Trains	1 2 3 4 5
Cleanliness of Passenger Facilities, Stations	1 2 3 4 5
Personal Safety on Buses, Trains	1 2 3 4 5
Personal Safety in Passenger Facilities, Stations	1 2 3 4 5
Other (please describe)	1 2 3 4 5

Conclusion

33. What is the most important reason for implementing customer focused strategies? (Please select one only)
___ Increased Ridership
___ Increased Customer Satisfaction
___ Community Support
___ Improves Employee Morale
___ Increases local funding
___ Other (please specify)

34. Should transit system funding be based in part on performance measures, e.g., on-time performance, levels of customer satisfaction, or ridership?
____ Yes _____ No
Please discuss your thoughts on this matter.

35. Please enclose any materials you have available, describing your system's customer focused strategies or programs. These materials may include:

- ❑ Mission Statement
- ❑ System Maps or Brochures
- ❑ Employee Training Materials
- ❑ Customer Focused Operating Procedures
- ❑ CEO Message re: Customer Focused Transit
- ❑ Station Manager/Transfer Center Programs
- ❑ Ambassador Training
- ❑ Public Information on Customer Focused Services (Guaranteed Ride, Service Guarantee, etc.)
- ❑ Customer Research

kPLEASE RETURN THE COMPLETED QUESTIONNAIRE AND OTHER MATERIALS BY FRIDAY, JUNE 29, 2001 TO:

JohnPotts@thedmpgroup.com

THANK YOU FOR YOUR PARTICIPATION!

APPENDIX B

Survey Respondents

City of Phoenix Transit System
(Valley Transit)
Phoenix, AZ

Long Beach Transit (LBT)
Long Beach, CA

San Diego Metropolitan Transit
Development Board (MTDB)
San Diego, CA

San Francisco Bay Area Rapid
Transit District (BART)
Oakland, CA

Regional Transportation District
(RTD)
Denver, CO

Greater Hartford Transit District
(GHTD)
Hartford, CT

Delaware Transit Corporation
(DTC)
Dover, DE

Washington Metropolitan Area
Transit Authority (WMATA)
Washington DC

Miami–Dade Transit Agency
(MDTA)
Miami, FL

Metropolitan Atlanta Rapid
Transit Authority (MARTA)
Atlanta, GA

City and County of
Honolulu Department of
Transportation Services
Honolulu, HI

Chicago Transit Authority
(CTA)
Chicago, IL

South Bend Public Transportation
Corp. (TRANSPO)
South Bend, IN

Ames Transit Agency
(CYRIDE)
Ames, IA

Transit Authority of River City
(TARC)
Louisville, KY

Capital Area Transportation
Authority (CATA)
Lansing, MI

Metro Transit
Minneapolis, MN

Missoula Urban Transport District
(Mountain Line)
Missoula, MT

Regional Transportation
Commission of Southern Nevada
(RTC)
Las Vegas, NV

Capital District Transportation
Authority (CDTA)
Albany, NY

MTA New York City Transit
(NYCT)
Brooklyn, NY

Rochester–Genesee Regional
Transportation Authority
Rochester, NY

City of Charlotte
Public Transit Department
Charlotte, NC

Greater Cleveland Regional
Transit Authority
(GCRTA)
Cleveland, OH

Miami Valley Regional Transit
Authority (RTA)
Dayton, OH

Southeastern Pennsylvania
Transportation Authority
(SEPTA)
Philadelphia, PA

Knoxville Area Transit
(KAT)
Knoxville, TN

Memphis Area Transit Authority
(MATA)
Memphis, TN

Dallas Area Rapid Transit
(DART)
Dallas, TX

VIA Metropolitan Transit
San Antonio, TX

King County Metro
Seattle, WA

The Transit Authority
(TTA)
Huntington, WV

Madison Metro Transit
System
Madison, WI