

PIEDMONT AUTHORITY FOR REGIONAL TRANSPORTATION

Customer Satisfaction Report 2011

Assessment of PART Express Bus Riders



Survey Created by: PART

Report Prepared by: PART

August 10th 2011

Overview

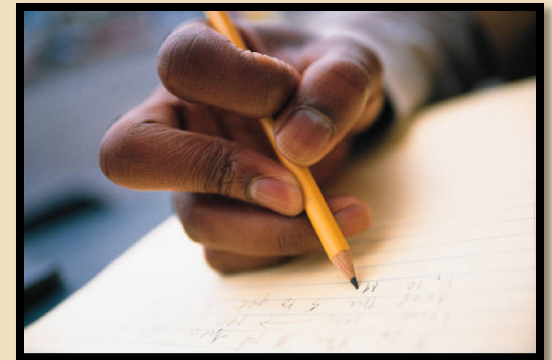
- ❑ Objectives
- ❑ Methodology
- ❑ Respondent Profile
- ❑ Findings
 - Use of Services
 - Satisfaction of PART Services
 - Continued Ridership
 - Providing Better Service and Increasing Ridership
- ❑ Recommendations



Objectives


- The primary objective of this survey was to determine the level of satisfaction of PART Express Riders

- The secondary objectives were:
 - Determine ridership demographics
 - Determine what marketing channel is best to target respondents
 - Determine the level of satisfaction of specific PART attributes
 - Determine ways PART can improve services
 - Determine price sensitivity



Methodology

- ❑ PART received 530 completed surveys, both online and in person at the Regional Hub.
- ❑ Surveys targeted PART Express riders
- ❑ Surveys were distributed to all Express routes, handed out at Hub, sent to our Email list, Facebook, Twitter, and posted on the PART website; ensuring a demographic mix of respondents
- ❑ Survey also aimed at finding quantitative and qualitative data
- ❑ The Survey consisted of 19 Questions:
 - Open ended
 - 5 point Likert Scale
 - Basic Demographics
 - Numerical



2011 PART Express Customer Satisfaction Survey

1. How long have you used PART Services?
 - Less than 6 months
 - 1 year - 3 years
 - 5 years or more
 - 6 months - less than 1 year
 - 3 years - 5 years
2. Which routes do you use? (Select all that apply)
 - Rt. 1 Winston-Salem Express
 - Rt. 3 High Point Express
 - Rt. 5 NC Amtrak Connector
 - Rt. 8 Davidson Co. US 52
 - Rt. 10 Randolph Co.
 - Rt. 14 Davie Co.
 - Rt. 2 Greensboro Express
 - Rt. 4 Medical Connections
 - Rt. 6 Surry Co. (serving King)
 - Rt. 9 Davidson Co. Bus. 85
 - Rt. 13 Yadkin Co.
 - PART Airport area shuttles
3. How frequently do you ride PART?
 - Every day (5 days per week)
 - 4 days per week
 - 3 days per week
 - 2 days per week
 - 1 day per week
 - Twice a month
 - Once a Month
 - Other _____
4. How would you rate your level of Satisfaction with PART?
 - Highly Satisfied
 - Somewhat Satisfied
 - Neutral
 - Somewhat dissatisfied
 - Highly dissatisfied
5. How would you rate the following attributes?

	Well Above Average	Above Average	Neutral	Below Average	Well Below Average
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding customers' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus operator performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PART Hub Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. If you drove to work EACH DAY, how much would it cost? (Daily round trip x .51)
 - Less than \$15
 - \$15 - \$30
 - \$31-\$50
 - More than \$50
 - Not Applicable
7. What do you feel is a fair price to ride PART Express? (One way fare / 31 day full fare pass)
 - \$2.40 / \$74.50
 - \$3.50 / \$100
 - \$2.75 / \$80
 - \$4 / \$125
 - \$3 / \$90
8. Do you feel like you get a good value for the cost of the service?
 - Well above average
 - Above Average
 - Average
 - Below Average
 - Well Below Average
9. How likely are you to continue riding PART?
 - Very likely
 - Somewhat likely
 - Neutral
 - Somewhat unlikely
 - Very unlikely
10. How likely are you to recommend PART to a friend or colleague?
 - Very likely
 - Somewhat likely
 - Neutral
 - Somewhat unlikely
 - Very unlikely
11. What could PART do to encourage additional ridership on your particular route?

12. Which PART marketing tools have you seen or heard? (Select all that apply)
 - TV Commercials
 - Newspaper/Magazine ads
 - Email messages
 - Triad Today show
 - Radio commercials
 - Billboards
 - Social media
13. What is the best way for PART to communicate with you?
 - Flyers posted inside buses
 - Flyers posted at HUB/Transportation terminal
 - Email Messages
 - PART Website
 - Social Media
14. What is your gender?
 - Male
 - Female
15. Which category describes your age?
 - Younger than 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65 or older
16. What best describes your employment status?
 - Full-time
 - Part-time
 - Self-employed
 - Not employed
 - Retired
 - Student
 - Military
 - Other _____
17. If employed or a student, where do you work or attend school? (Ex. Baptist hospital, UNCG ect.)

18. Which category describes your race?
 - Asian
 - Native American/American Indian
 - Other _____
 - Black/African American
 - White
 - Hispanic/Latino
19. Which category describes your income?
 - Under \$15,000
 - \$15,000-\$29,999
 - \$30,000-\$44,999
 - \$45,000-\$59,999
 - \$60,000-\$74,999
 - \$75,000-\$89,999
 - \$90,000 or more
 - Prefer not to answer
20. Please provide your information to receive future email communications about PART services.

First name: _____

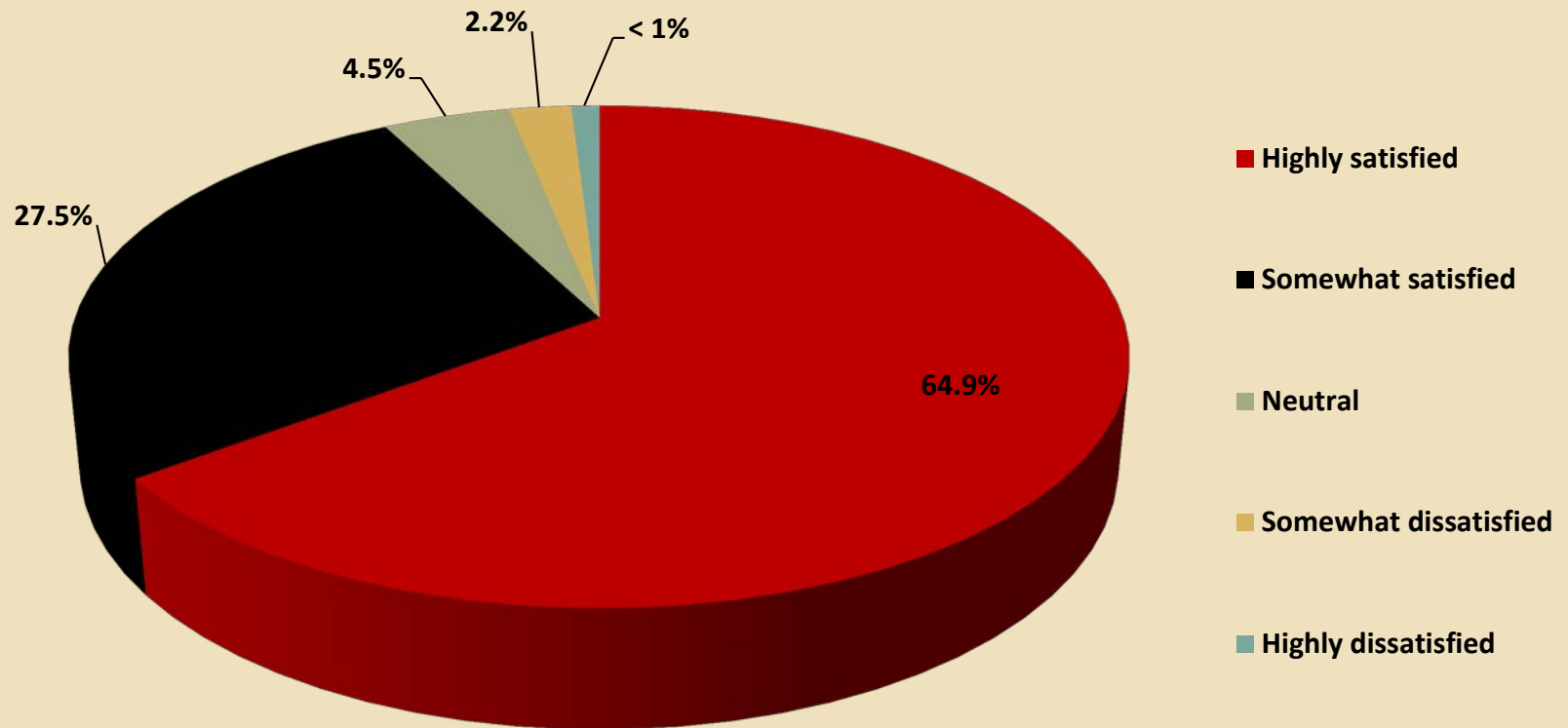
Last name: _____

E-mail: _____

Company Name: _____

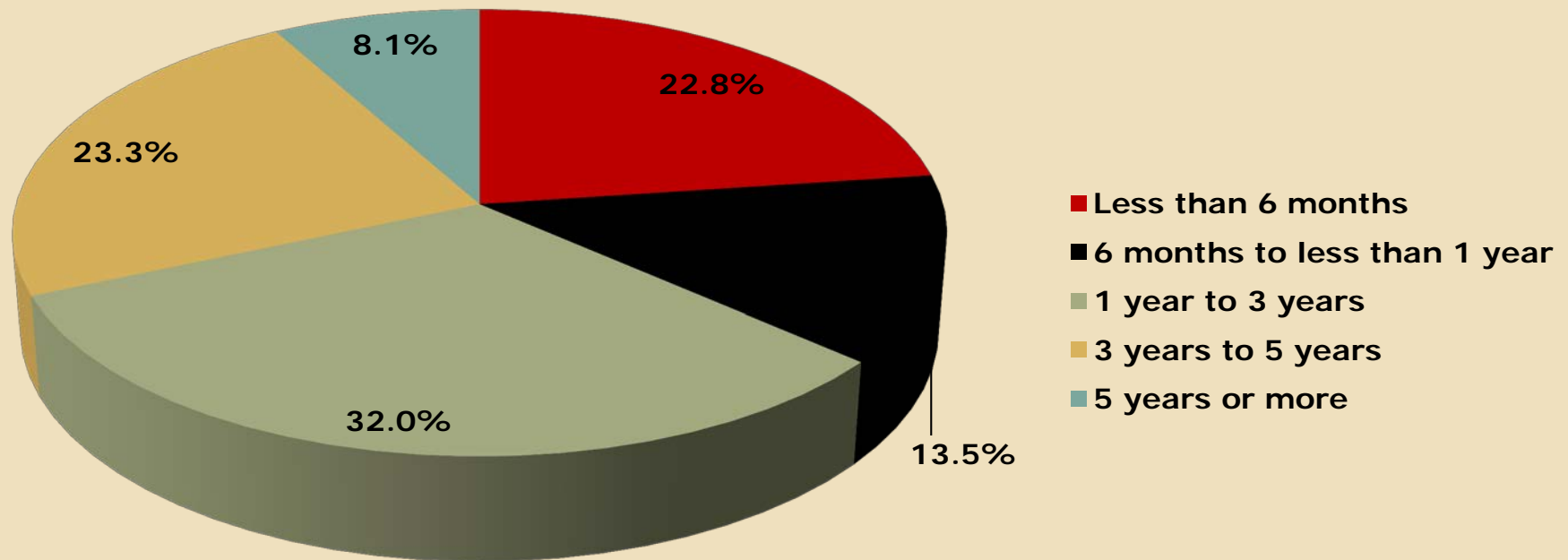
Findings

How would you rate your level of satisfaction with us?



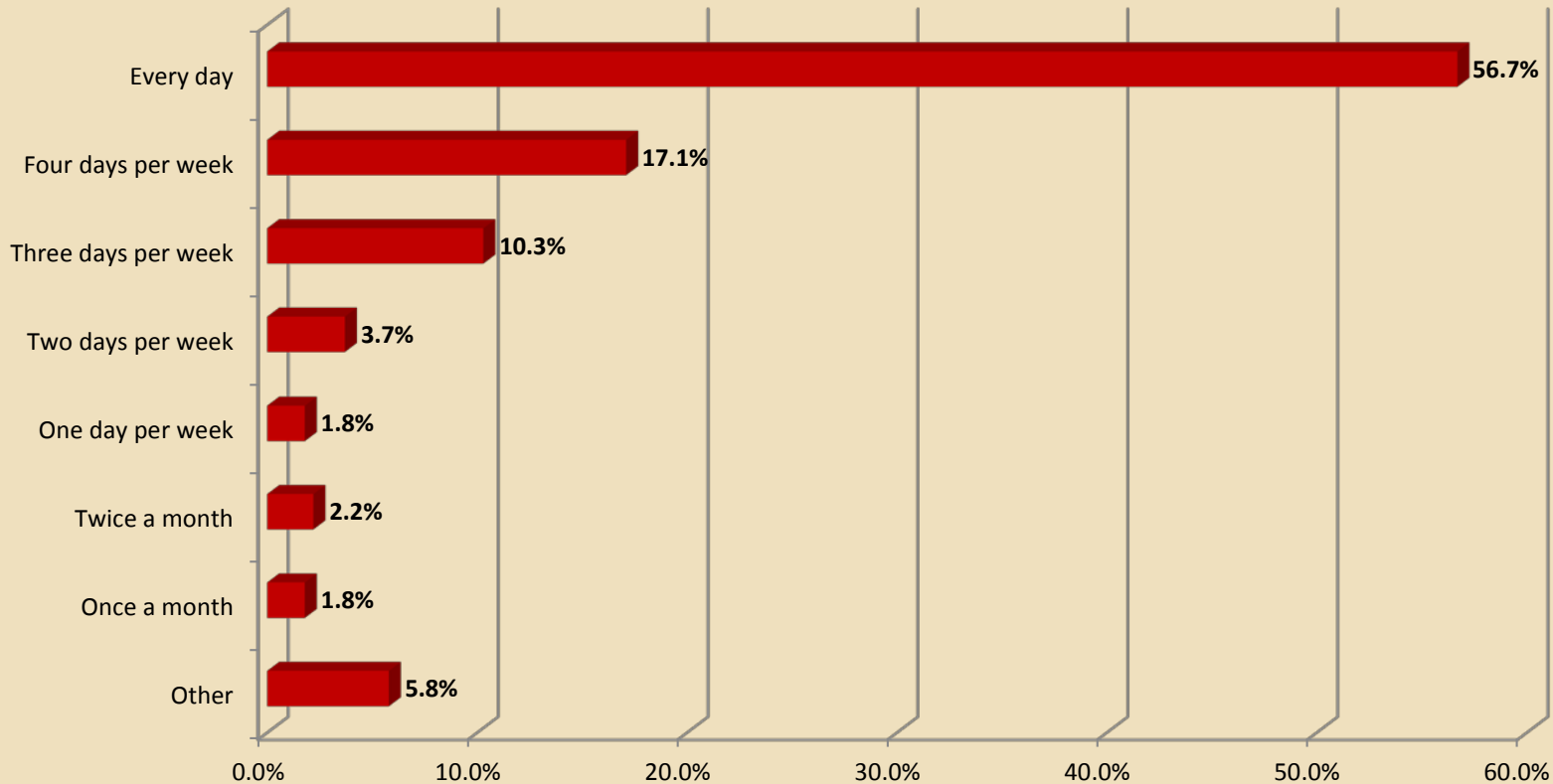
Findings

How long have you used PART services?



Findings

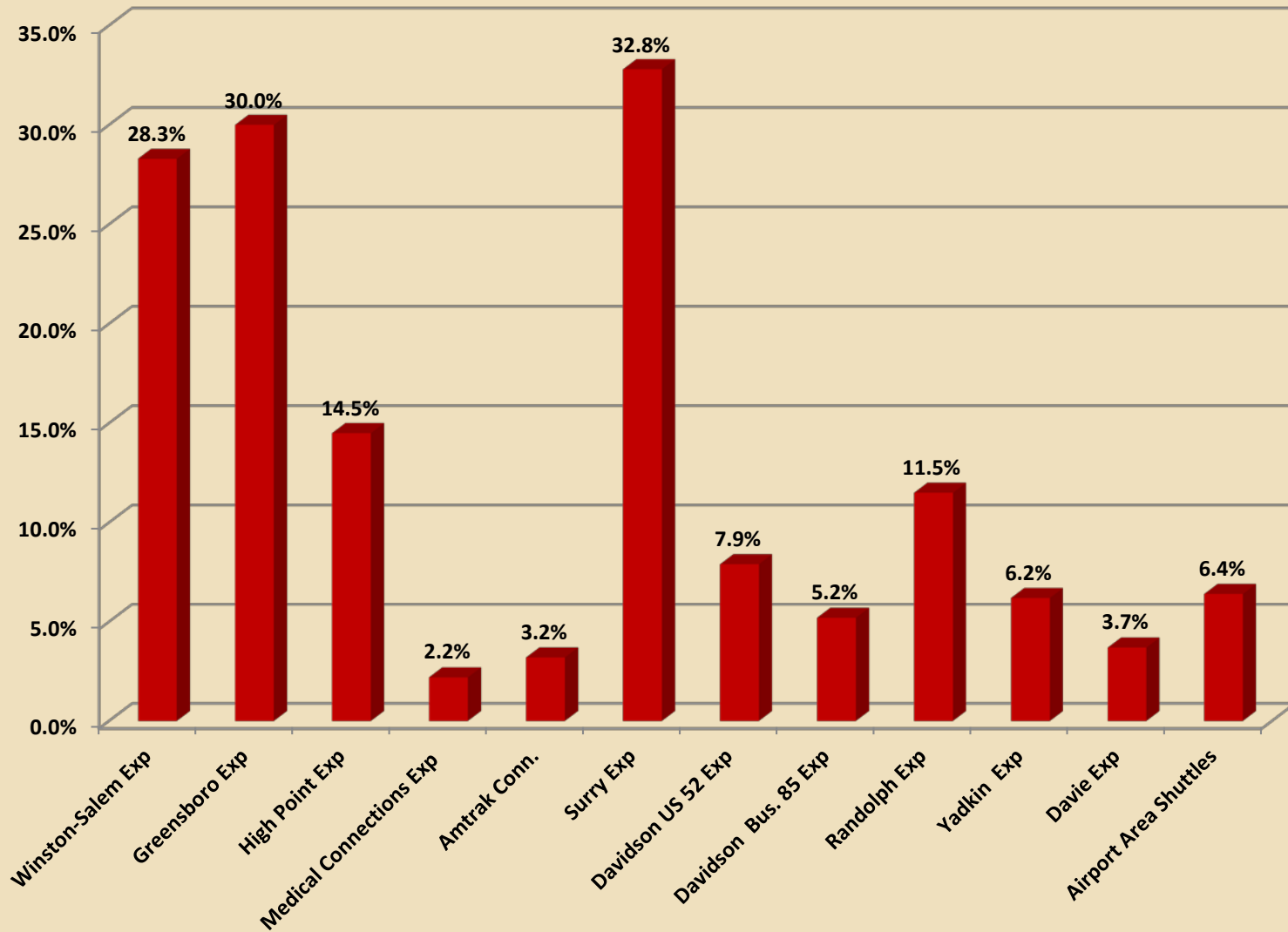
How frequently do you ride PART?



87.8% Ride 2 or more days per week!

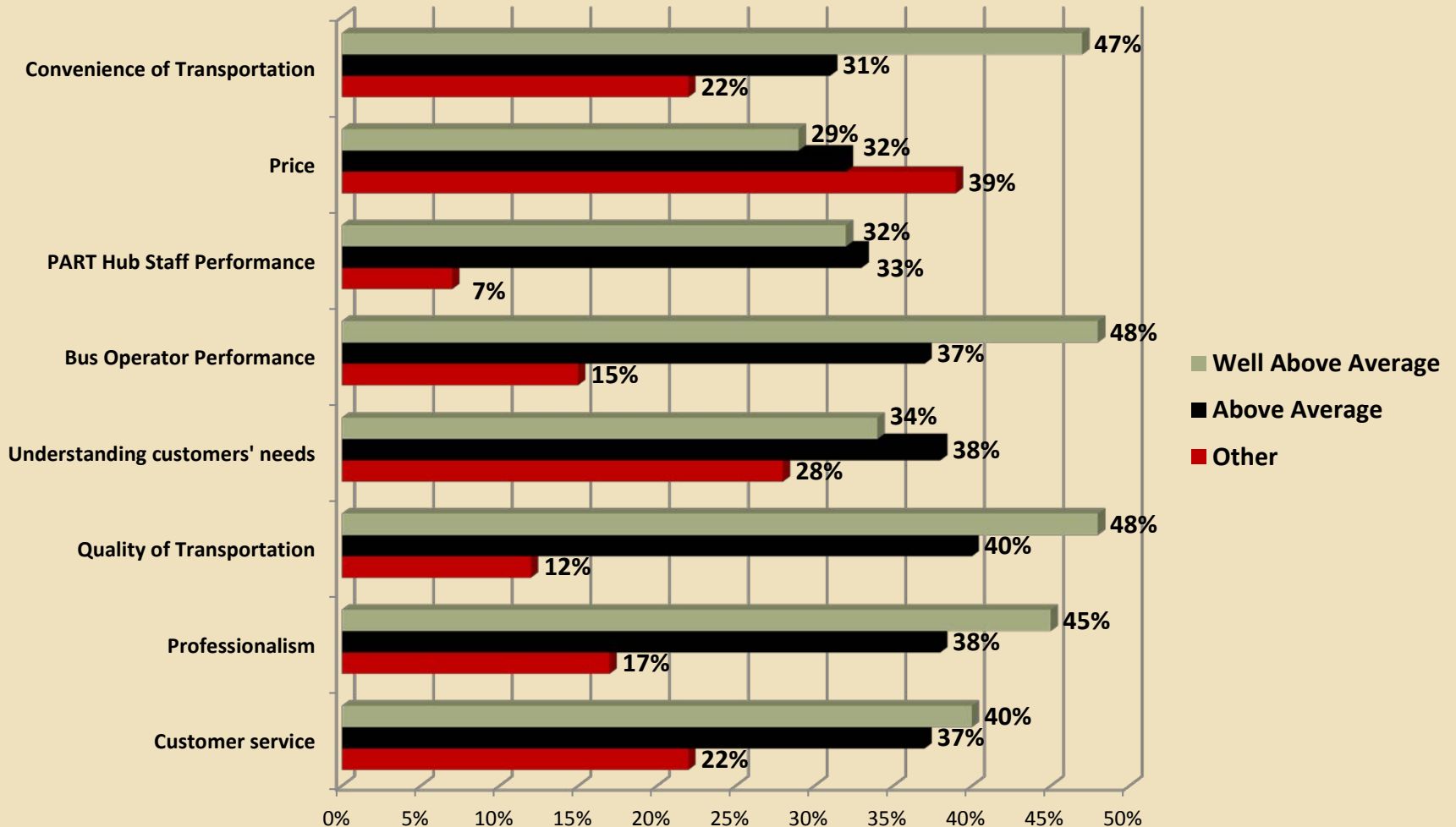
Findings

Which routes do you use?



Findings

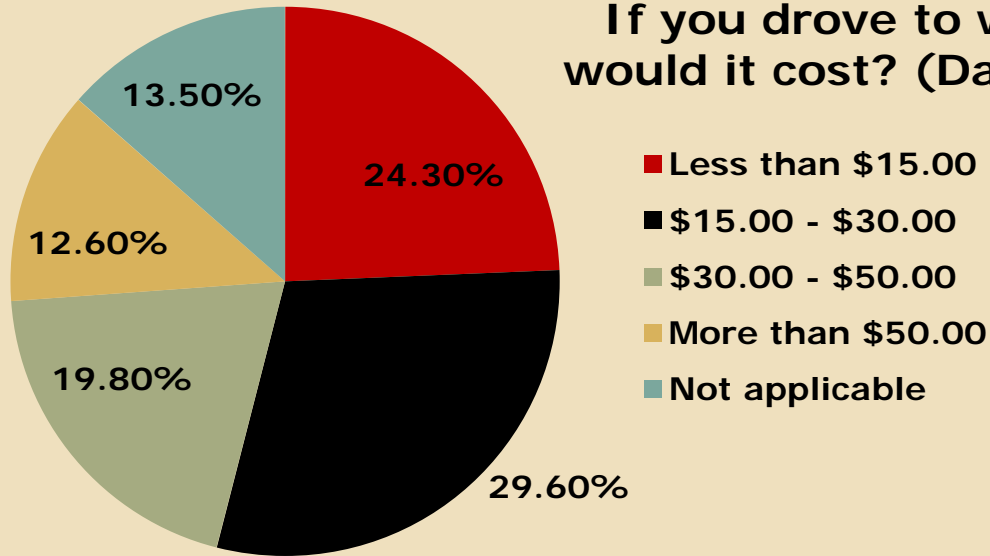
How do we rate on the following attributes?



Findings

Price Sensitivity

If you drove to work each day, how much would it cost? (Daily round trip miles x .51)

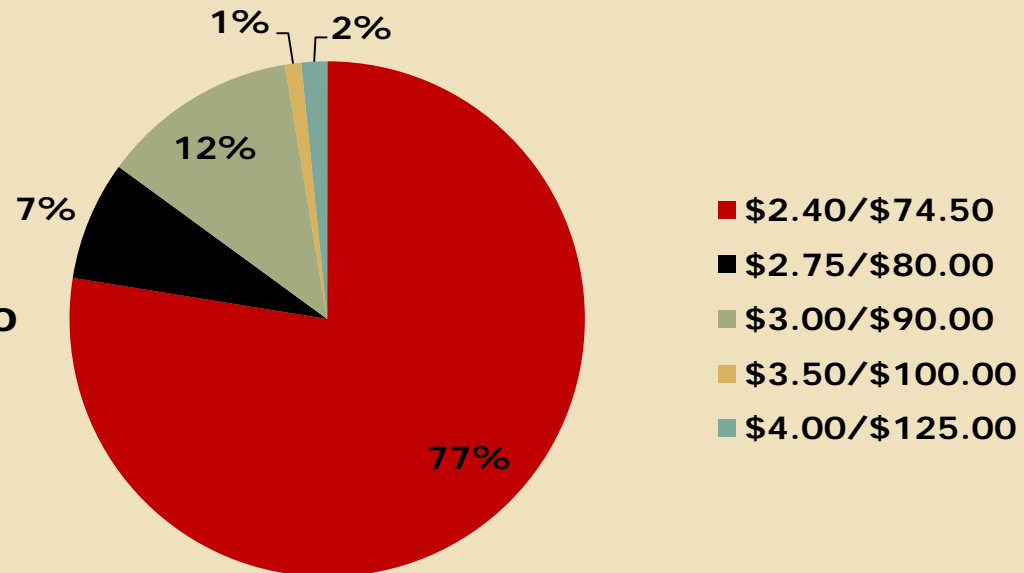


Do you feel like you get a good value for the cost?

46% Well Above Average
33% Above Average

What do you feel is a fair price to ride PART Express?

(One-Way Fare/31 Day Pass)



<u>Respondent Profile</u>		<u>Percentages %</u>
Gender:	Female	60.5
	Male	39.4
Age:	Less than 18	0
	18-24	8.3
	25-34	16.6
	35-44	21.6
	45-54	24.3
	55-64	26.9
	65 or older	2.0
Employment Status:	Full Time	72.2
	Part Time	5.8
	Self-employed	2.2
	Not Employed	5.0
	Retired	3.3
	Student	8.4
	Military	< 1
	Other	2.4
* Percentages bolded in red indicate greatest categorical percentages.		
Race:	Asian	< 1
	Black/African American	31.3
	Native American/Indian	1.5
	White	61.6
	Hispanic/Latino	1.1
	Other	3.7
Annual Income:	\$30,000 - \$44,999	21.5
	\$15,000 - \$29,999	19.0
	Under \$15,000	15.4
	\$45,000 - \$59,000	11.5
	Higher than \$60,000	10

Findings

Top 5 Largest Employment/Educational Sites

1. Wake Forest University Baptist Medical Center	93
2. Wells Fargo / UNCG / GTCC	14
3. Forsyth Medical Center / BB&T	10
4. Forsyth Tech Community College	8
5. Moses Cone Hospital / Tyco Electronics	7

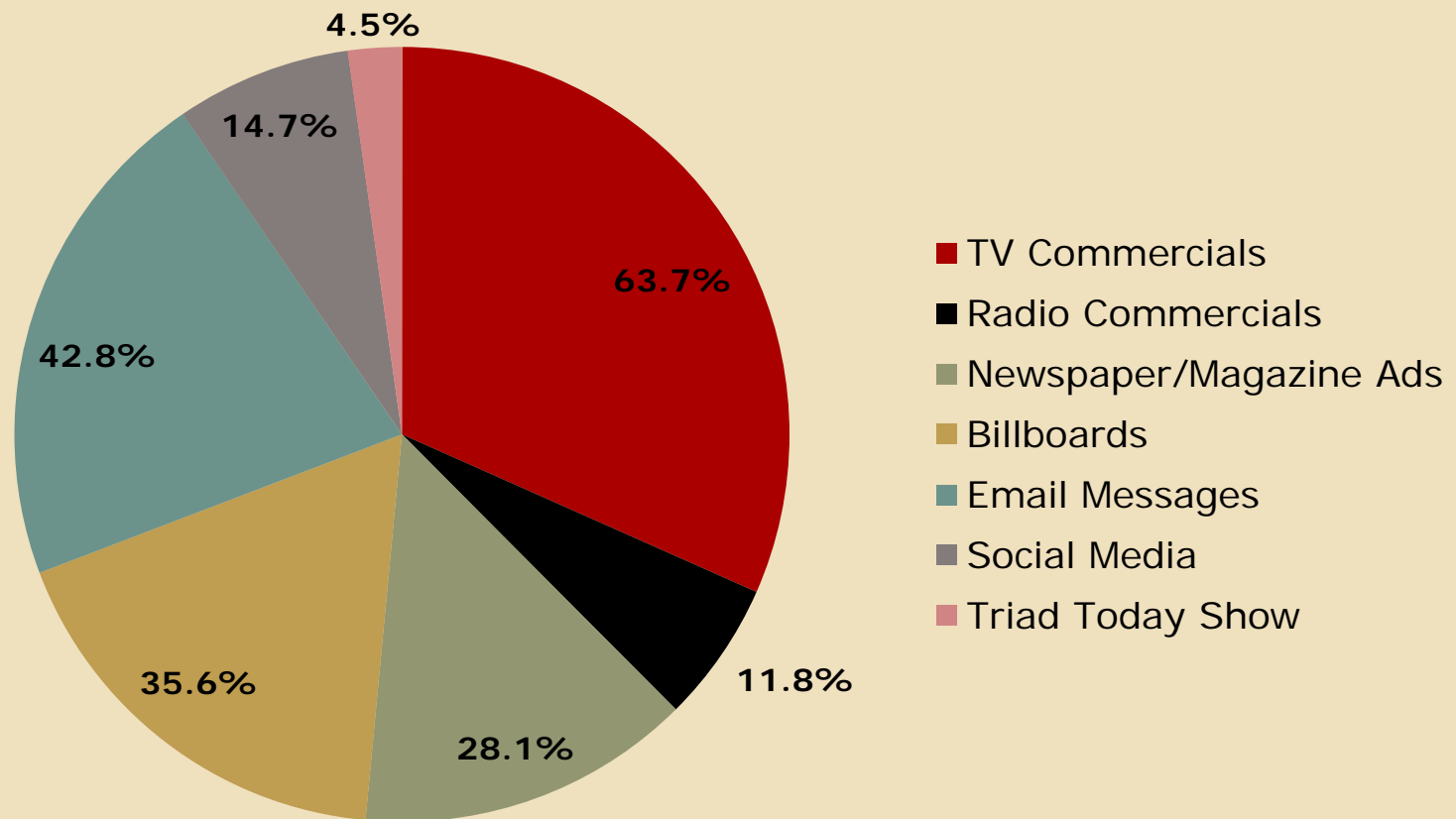
* Data results according to respondents' open ended comments. Total of 418 responses.

Findings

- 81.5% Very Likely to Recommend PART to a Friend or Colleague
- 81.8% Very Likely to Continue Riding PART
- What is the best way for us to communicate with you?
 - 48.3% Prefer to be communicated with via Email Messages (What's Happening at PART, Rider Alerts)
 - 30.9% Prefer to be communicated with via flyers posted on buses

Findings

Which PART marketing tools have you seen/heard?



What PART Riders Recommend...

Operations

- ❑ On time performance
- ❑ Weekend service
- ❑ Later runs
- ❑ Increased frequency
- ❑ Expanded service
- ❑ Better connectivity at WSTA and GTA Terminal
- ❑ Better stop location in Kernersville
- ❑ Consistency of drivers
- ❑ Better customer service from drivers/operators
- ❑ Direct trips from downtown WS to downtown GSO

Amenities

- ❑ Bench/shelter in Kernersville Park & Ride location
- ❑ More visible signs for stops and Park & Ride lots
- ❑ Benches at bus stops
- ❑ Shelters at bus stops

Price

- ❑ Reduced fares

Marketing

- ❑ Educate commuters
- ❑ Free ride trials to employers
- ❑ Route map/stop locations on outside of bus
- ❑ Encourage employers to offer reduced fares, for employees who use alternative transportations

Staff Actions

- Review survey responses and distribute to appropriate departments
- Build demographic profile of typical rider and use for marketing purposes
- Focus on areas of improvement
- Use results to develop baseline for future surveys
- Identify characteristics of non-riders
- Publicize Results
- Conduct survey once a year
- Review route, schedule and service suggestions