

2023 Passenger Experience Survey: Findings and Next Steps

Community Oversight Panel

10/09/24

Why we are here

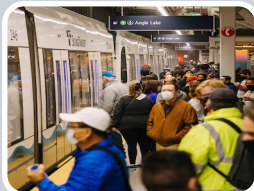
- Present results of 2023 Passenger Experience Survey
- Describe how we will use the results to improve service

We will deliver a transit experience that is dependable, safe, clean, and available with informed riders, while striving to create an experience that is simple, seamless and intuitive.



Description of the Survey

The Passenger Experience Survey measures performance across key categories and identifies key drivers



**Passenger
Characteristics**



**Overall
performance**



**Foundational
Categories**



**Specific
drivers of
performance**

“How much would you agree or disagree that ...”

Safety regarding other people	Safe operation of the vehicle	Safety of the built environment	Accessibility
Dependability	Passenger care	Availability	Cleanliness
	Maintenance	Information	

Then, we dive deeper into each category

How much would you agree or disagree that [PrimaryMode] is accessible?

Less than strongly agree

Strongly agree

Which of the following makes it difficult to access [PrimaryMode]? (Select all that apply)

It is too crowded
It is hard to pay the fare
It is difficult to board/exit the vehicle
It is hard to use when I have bags/strollers/bike/etc.
It is hard to find parking
Sound Transit does not have the accessibility features to address my disability
Other, please tell us

Show if --

"It is too crowded"
had the greatest impact

What specifically
made you say that?

There is no place to sit on the vehicle

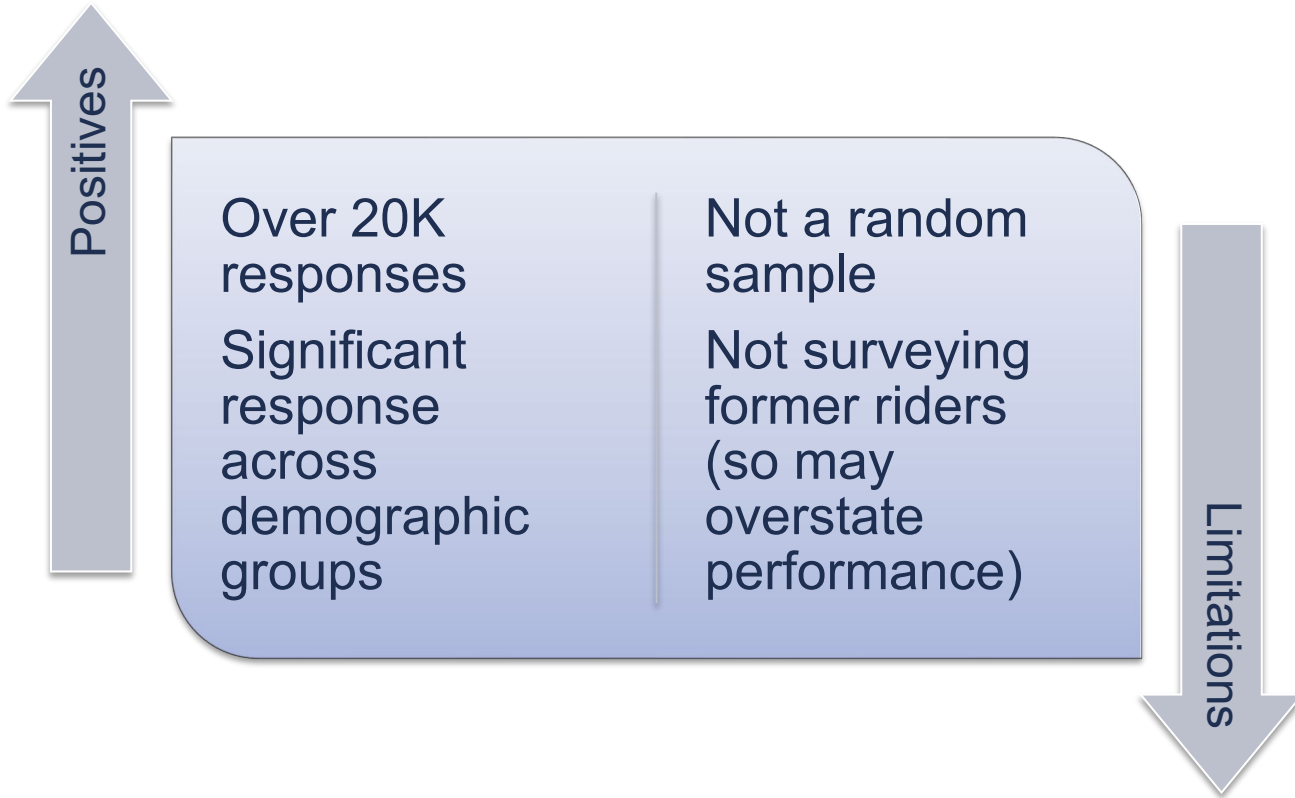
There is no place to sit at the station

There is nothing to hold onto while the vehicle is moving

I am worried about getting sick

Other (please tell us)

Methodology and caveats

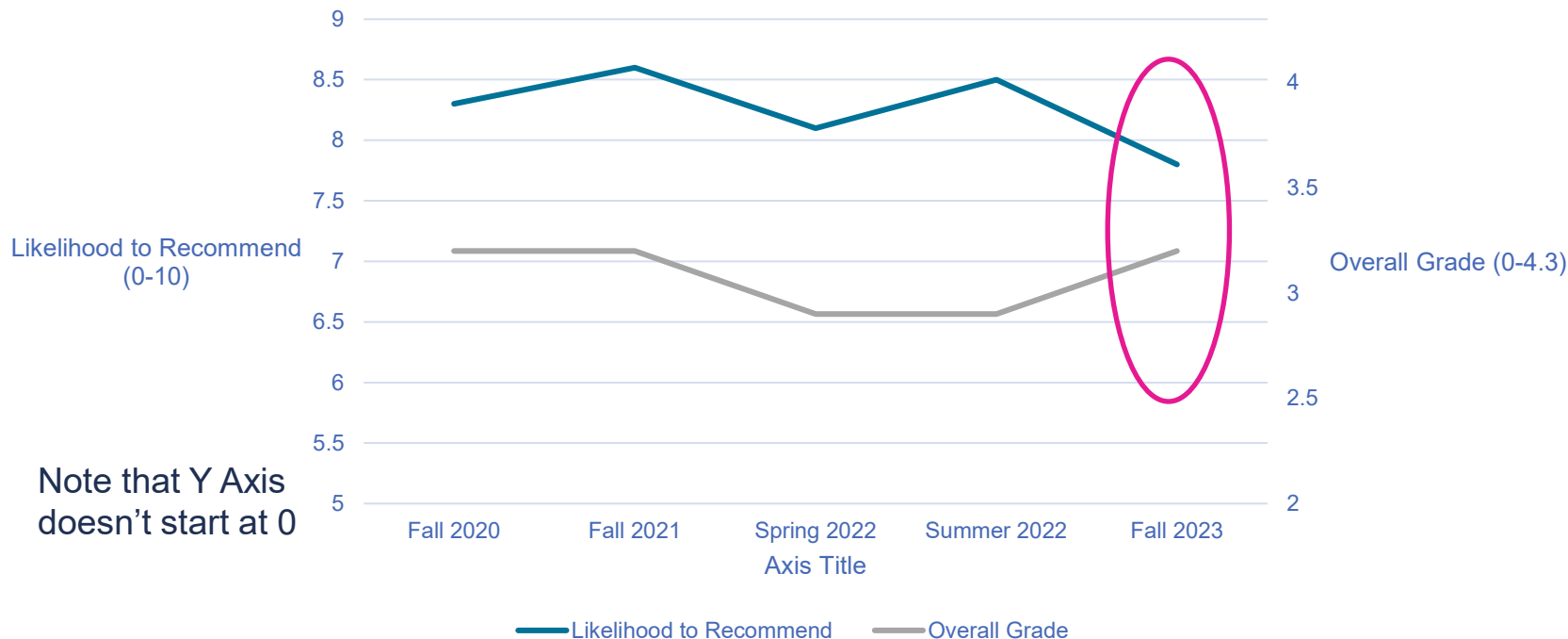


In 2023 we changed the survey to generate more actionable information

- “Agree or Disagree” instead of letter grades
- Drill down into details for each foundational category
- Broke “Safe” into three separate categories
- Separated “Clean” and “Maintained”

Overall Impressions of Sound Transit

Our overall grade went up, but likelihood to recommend decreased.



What explains the discrepancy?

"I need ST. Most of my friends do not need ST. It is at best an option for them. But when something negative happens, that is what registers in their memory."

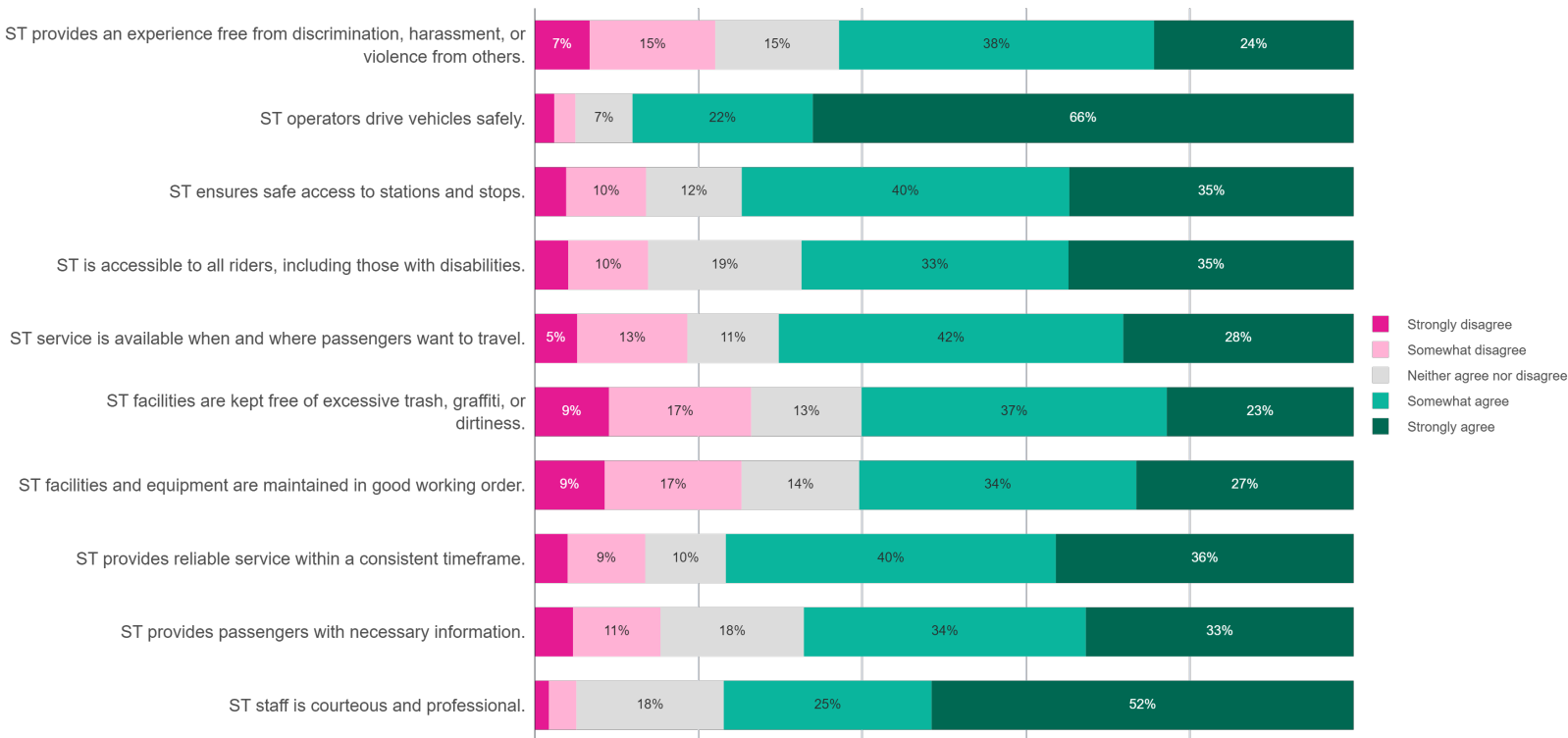
"I have certain needs in a commute - safe, reliable, affordable. For my friends and family, I also want them to be happy and healthy."

"I'd be much more critical of possible difficulties when recommending ST to family and friends vs. ST overall."

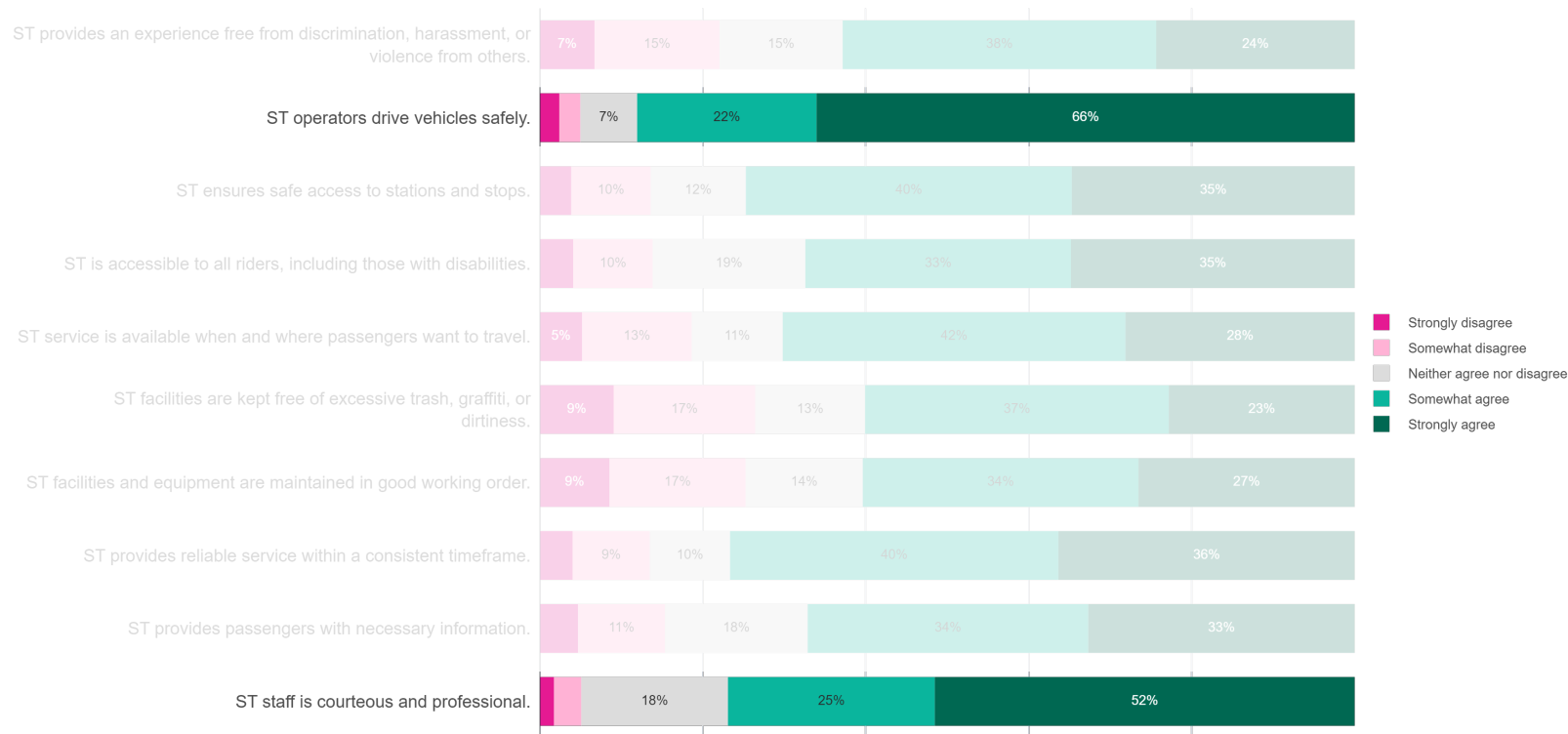


Category-Specific Results

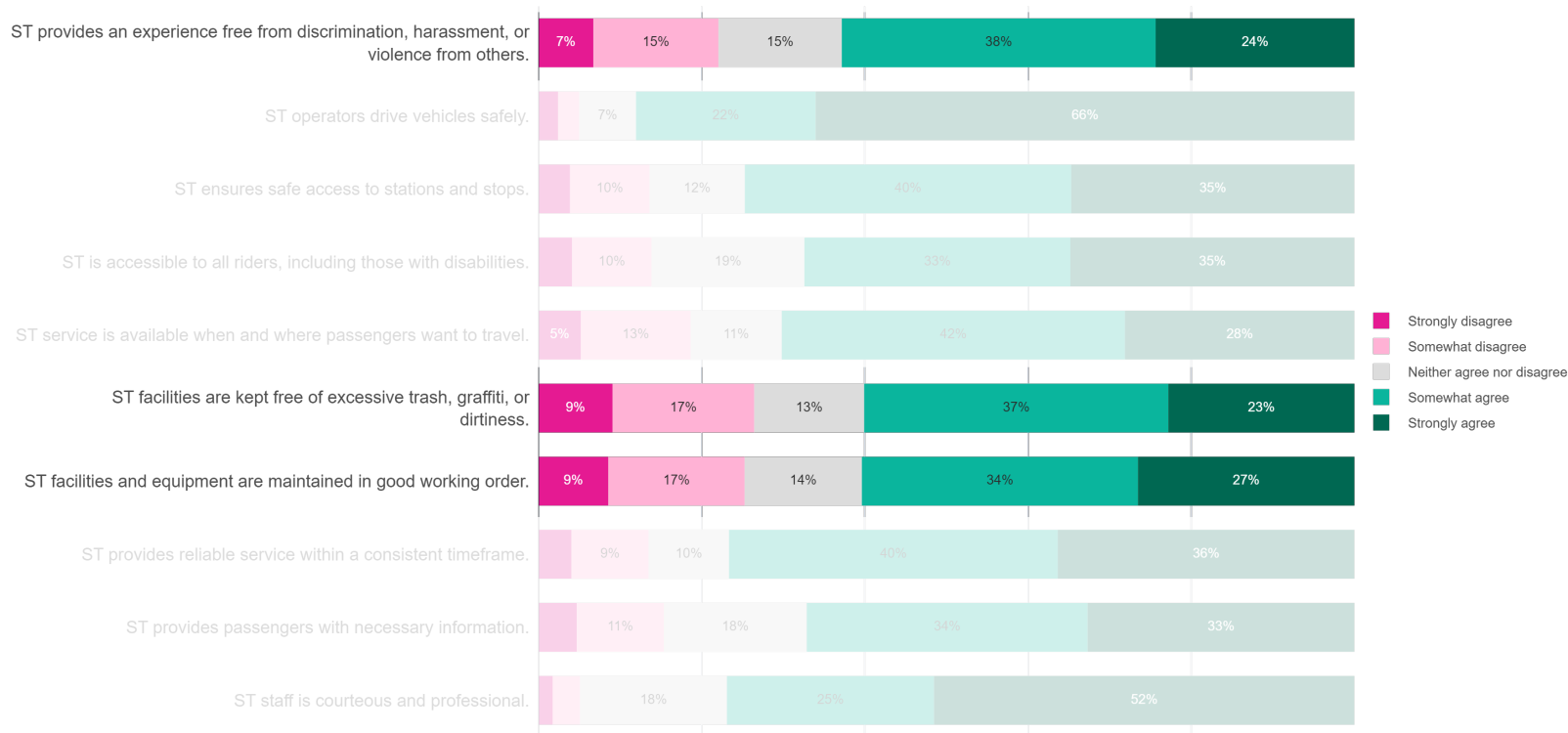
“How much would you agree or disagree that ...”



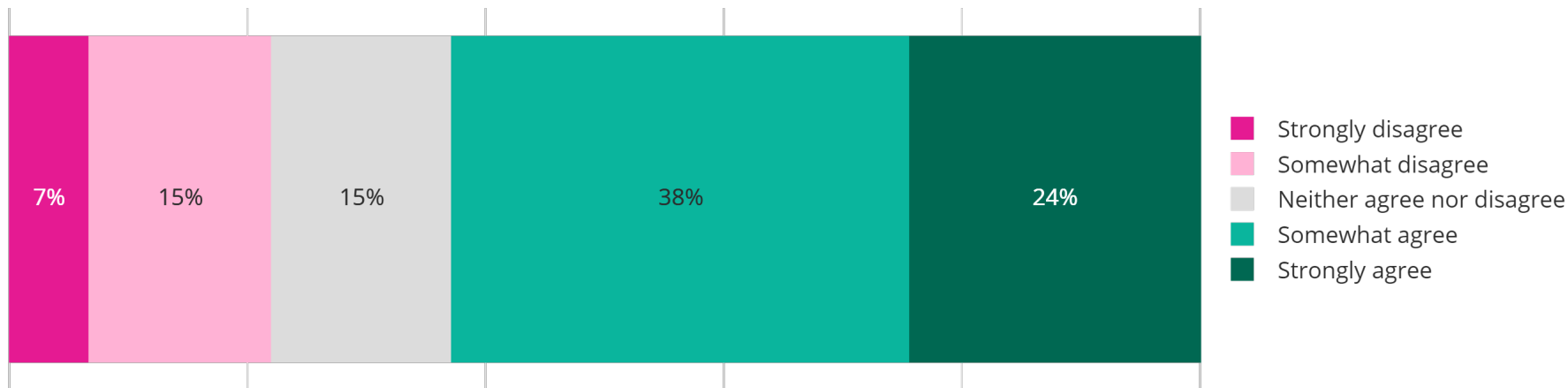
Passengers feel best about ...



The biggest areas for improvement are ...

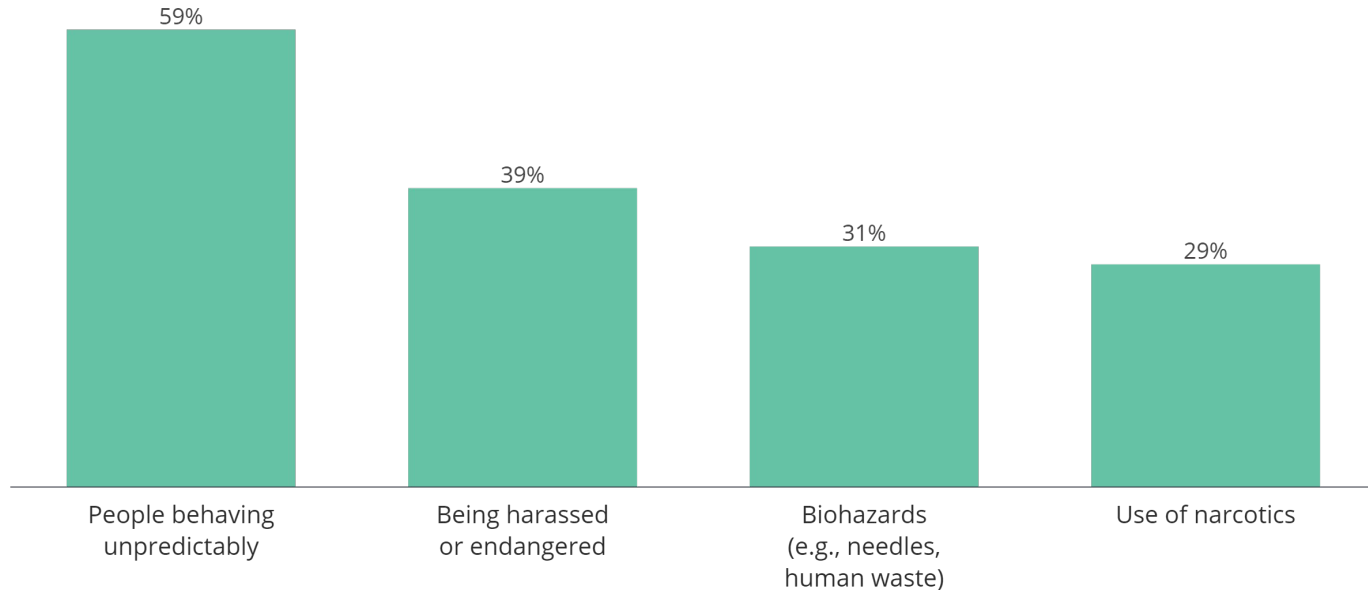


Safety regarding other people is the most important driver of passenger satisfaction.

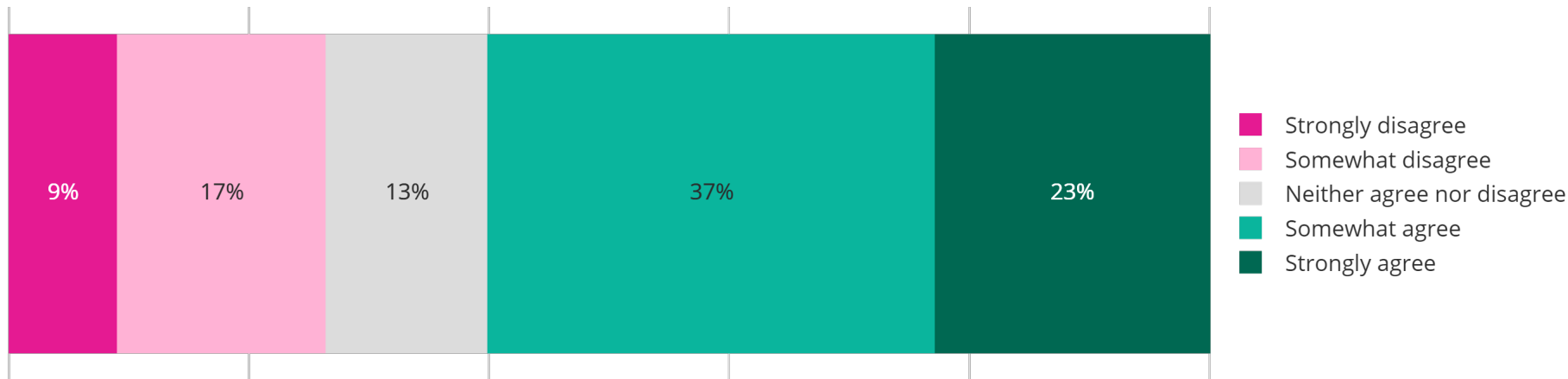


People are most concerned about unpredictable behavior

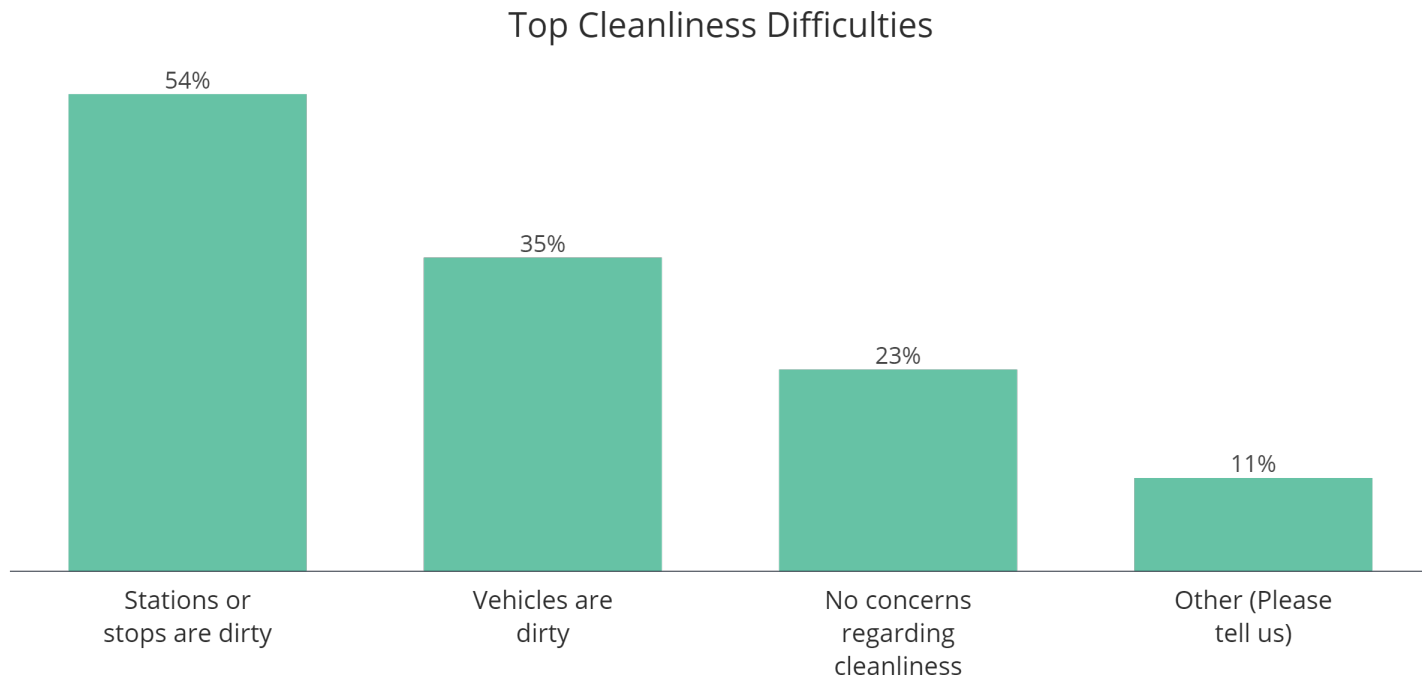
Top Safety Difficulties (Other People)



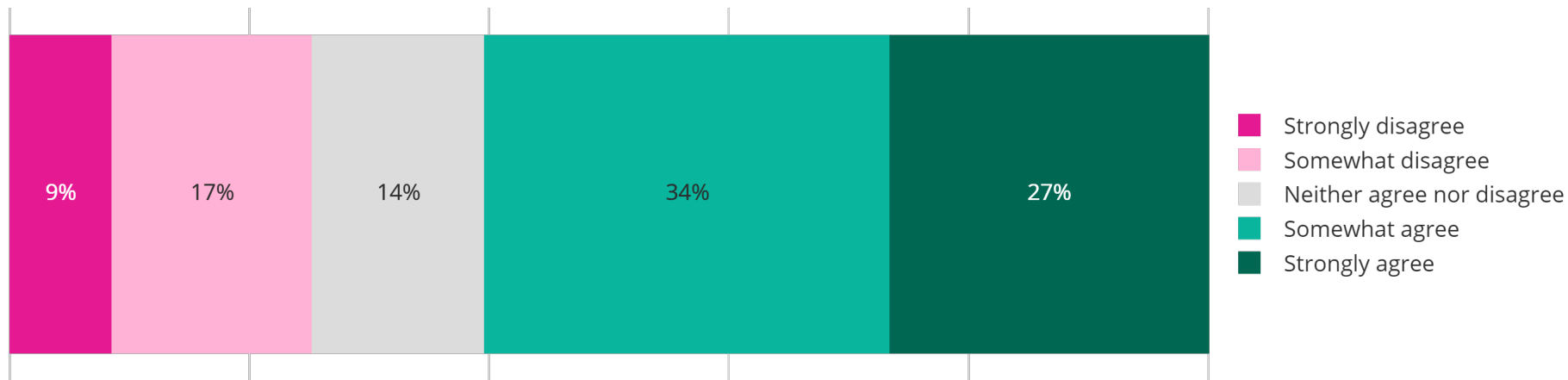
Cleanliness is also very important to our passengers



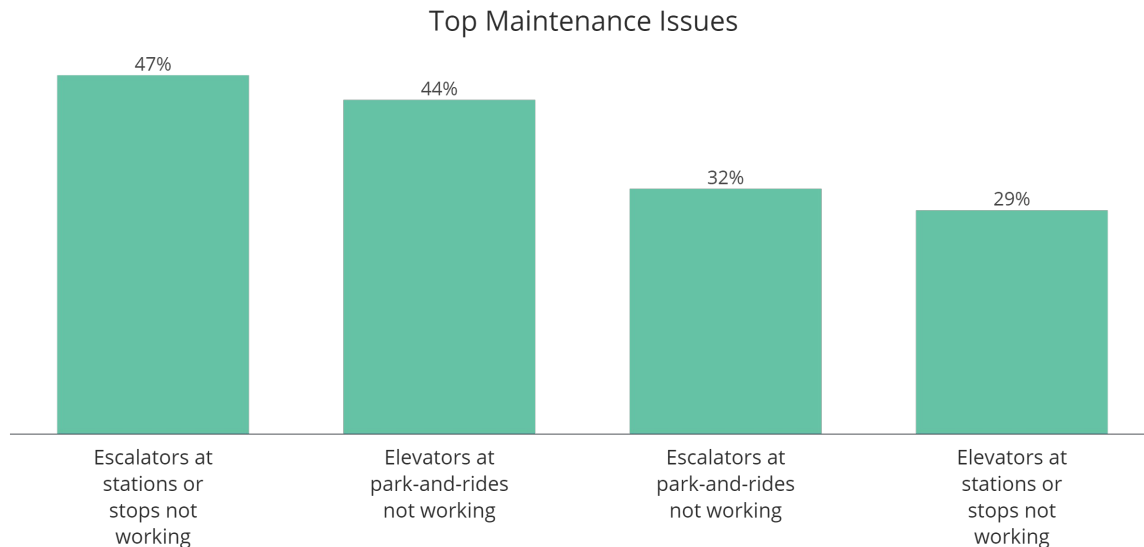
Stations and stops were the biggest complaint



Poorly-maintained facilities matter to our passengers



Escalators and elevators were mentioned most often



Using Survey Results to Improve Performance

We are developing topic-specific infographics to get information where it needs to be

TOP PAIN POINT

Real-time updates for unplanned delays

are

Most difficult to find

and

Least available when needed

MOST IMPACTFUL ACCESSIBILITY ISSUES

Of respondents who have a disability...

38% said

Elevators and escalators not working

11% said

Vehicle is too crowded

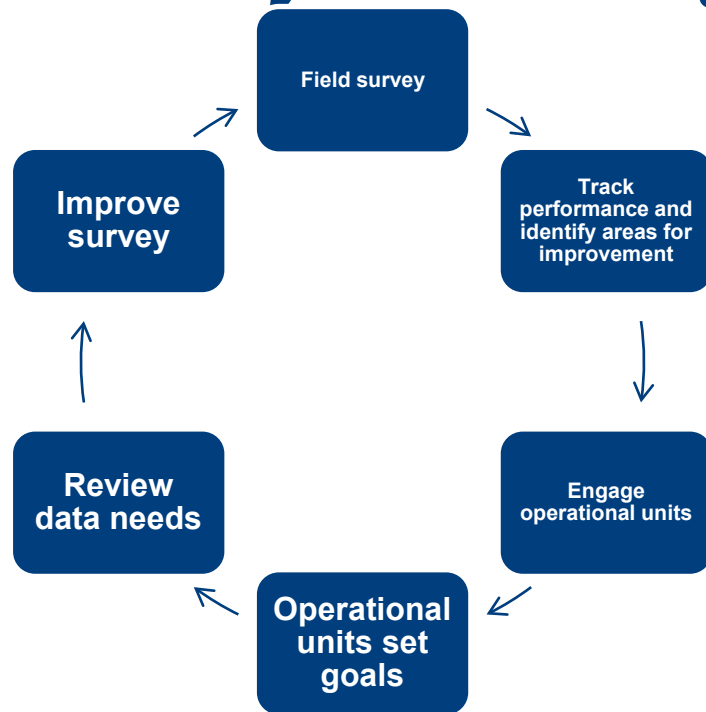
10% said

Difficult to ride with bags, wheelchair, etc.

#1 most impactful accessibility issue

"Of all the accessibility issues you have encountered, which one has the greatest impact?"

We are working with operational units to make sure the survey is meeting their needs



Changes coming in 2024

- Separating performance rating by location (station/stop, vehicle or park and ride) for relevant foundational categories
- More specific identification of where problems are occurring on rail (what stations?)
- Adding a non-rider section

Thank you.



 [*soundtransit.org*](https://soundtransit.org)

