Why we are here

• Provide a summary of what we’ve learned from passenger research
• Answer questions about the passenger experience
Overview of Presentation

• A bit about me
• How and why we collect information
• What we’ve learned
• What we plan to do next
Purpose and Methodology
Passenger research will help guide our performance
Two primary tools for collecting passenger sentiment

Passenger Experience Survey + Sounding Board Rider Panel = Actionable Information about Passengers
Passenger Experience Survey

Mode

- Link
- Sounder
- No Primary Service
- ST Express
- Tacoma Link

N = 4,500

Passenger Characteristics

Overall Experience and Perceptions

Foundational Categories
Sounding Board

- Post Stay-at-Home Transit Use (June / July 2020)
- Voice of the Customer Performance Metrics (July 2020)
- Quick Poll Station Name Confusion (Aug 2020)
- Communicating Service Changes and Disruptions (Sept 2020)
- Public Safety (Oct 2020)
- Ride the Wave Guide (Nov 2020)
- Fare Enforcement (Dec 2020)
- Maps and Signage (Jan 2021)
- Passenger Confidence (Feb 2021)
- STX Service Priorities (March 2021)
Eight Key Findings
1. Covid had a clear, significant impact on ridership

Survey Respondent Status

- Not currently riding: 75%
- Currently Riding: 25%
- Ride <1 day/week
- Used to make <4 trips/week
- Ride >1 day/week
- Used to make 4+ trips/week

How well has Sound Transit addressed passenger concerns and needs during the COVID-19 pandemic?

- A: 34%
- B: 39%
- C: 19%
- D / F: 8%

Mean: 2.68

B-

Sound Transit
2. Passengers think ST is easy to use and provides good value, but are less convinced that we focus on passengers.

Overall Report Card Grade, 3.14

Passenger Experience Metric, 2.70
2. **Passengers think ST is easy to use and provides good value, but are less convinced that we focus on passengers**
Introducing Quadrant Analysis

- **High Importance to Passengers**
  - Monitor
  - Maintain

- **Low Importance to Passengers**
  - Invest
  - Improve

Performance vs. Importance to Passengers matrix.
Foundational categories for Passenger Experience

- Safe
- Clean
- Informed
- Dependable
- Available
3. Availability and Dependability are most important

- **High Performance**
  - Monitor: Safe
  - Invest: Informed, Clean
  - Maintain: Available, Dependable

- **Low Importance to Passengers**
  - Improve

- **High Importance to Passengers**
4. Frequency is an area of improvement for “Availability”

- **Monitor**
  - Space to sit/stand

- **Maintain**
  - Ease of paying
  - Ease of getting on/off
  - Access for persons with disabilities

- **Invest**
  - Distance to stop
  - Availability where needed
  - Availability of parking

- **Improve**
  - Available when needed
  - Frequency when needed

- **Importance to Passengers**
  - Low
  - High
5. Service is generally dependable

- **Monitor**
  - Arrive at destination on time
  - Arrive at station/stop on time

- **Maintain**
  - Total travel time
  - Service is reliable

- **Invest**
  - Not missing connections
  - Frequency of service

- **Improve**
6. **Safe vehicle operation is most important component of “Safety”**

<table>
<thead>
<tr>
<th>Performance</th>
<th>Importance to Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td>Monitor</td>
</tr>
<tr>
<td></td>
<td>Safe from discrimination</td>
</tr>
<tr>
<td><strong>Low</strong></td>
<td>Invest</td>
</tr>
<tr>
<td></td>
<td>Personal health</td>
</tr>
<tr>
<td></td>
<td>Vehicle security at P&amp;R lot</td>
</tr>
<tr>
<td><strong>High</strong></td>
<td>Maintain</td>
</tr>
<tr>
<td></td>
<td>Safe vehicle operation</td>
</tr>
<tr>
<td><strong>High</strong></td>
<td>Improve</td>
</tr>
<tr>
<td></td>
<td>Crime and behavior of others</td>
</tr>
</tbody>
</table>
7. Passengers generally feel well-informed

- **Monitor**
  - Ease of getting information

- **Invest**
  - Timeliness of information
  - Information about service changes
  - Information about delays

- **Maintain**
  - Accuracy
  - Relevance
  - Trip planning

- **Improve**
8. Vehicle cleanliness is the most important element of “Clean”

- **Monitor**
  - Performance: High
  - Importance to Passengers: High
  - Cleanliness of vehicle

- **Invest**
  - Performance: Low
  - Importance to Passengers: High
  - Cleanliness of stops/stations
    - Facilities are well-maintained

- **Maintain**
  - Performance: High
  - Importance to Passengers: Low
  - Cleanliness of vehicle

- **Improve**
  - Performance: Low
  - Importance to Passengers: Low
  - Cleanliness of stops/stations
    - Facilities are well-maintained
Next Steps
Next steps and improvements

• Conduct Passenger Experience Survey in 2021
• Continue Sounding Board activities
• Get more immediate, regular passenger feedback
• Align what our passengers think about our performance with our internal metrics
• Convert information to action
Thank you.

SoundTransit

(soundtransit.org)