

Passenger Research 2020-2021

*Citizen Oversight Panel
12/15/21*



Why we are here

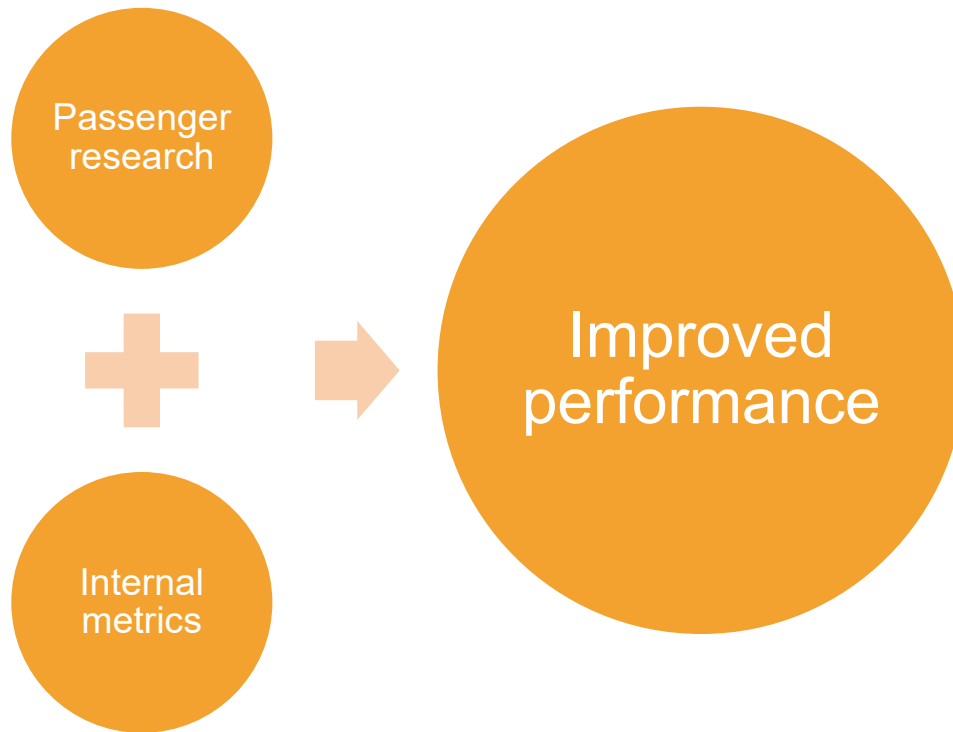
- Provide a summary of what we've learned from passenger research
- Answer questions about the passenger experience

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

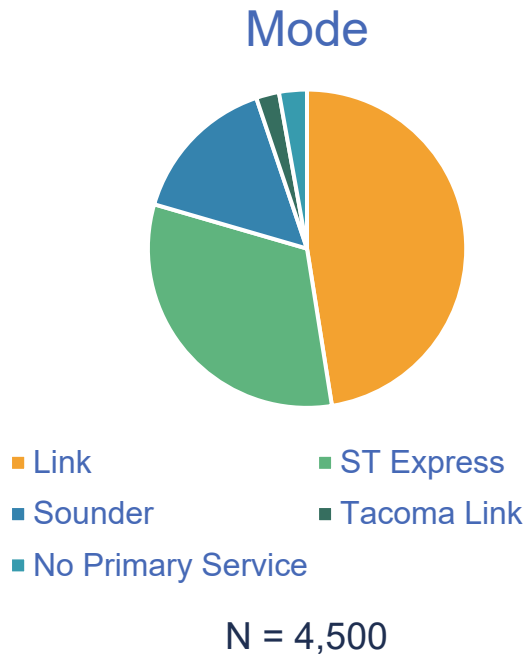
Passenger research will help guide our performance



Two primary tools for collecting passenger sentiment



Passenger Experience Survey

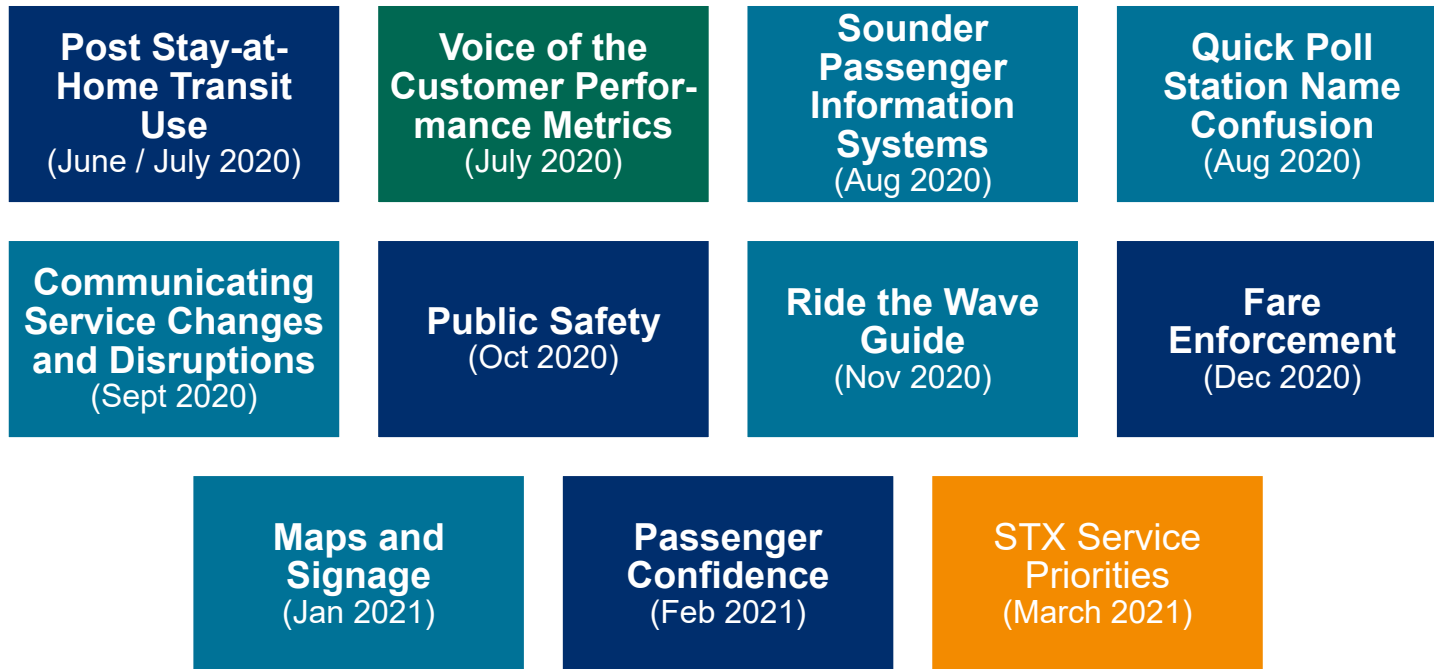


Passenger
Characteristics

Overall Experience and
Perceptions

Foundational Categories

Sounding Board

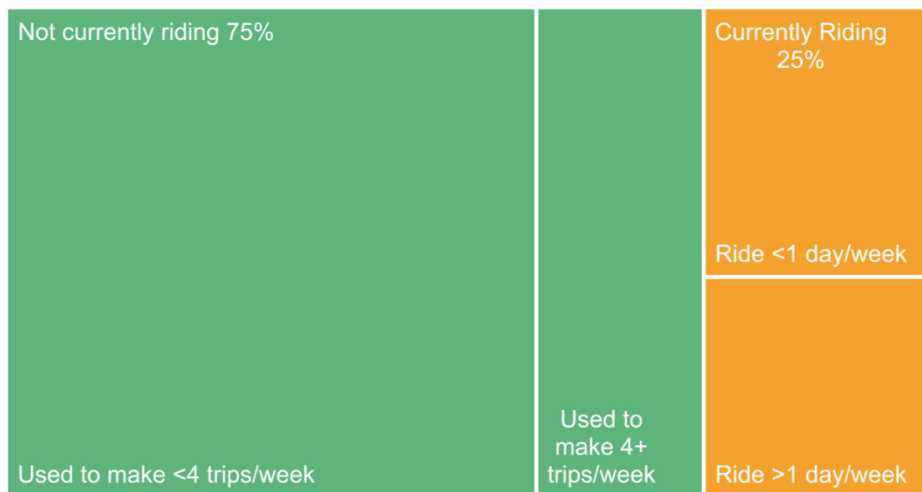


 *General*  *Safety*  *Information*  *Available*

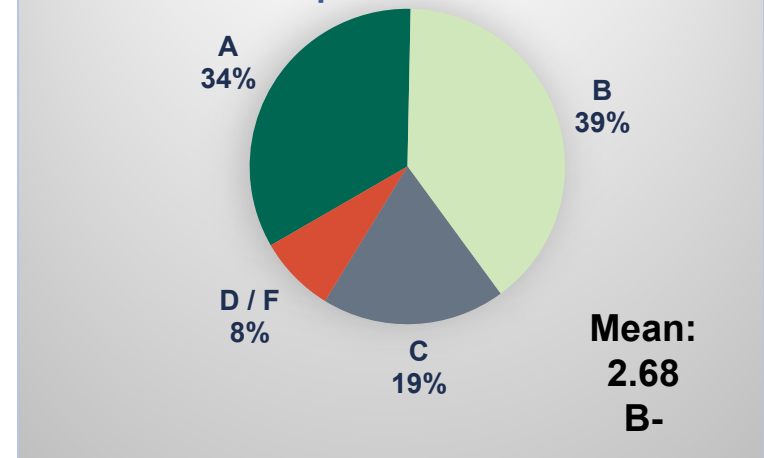
Eight Key Findings

1. Covid had a clear, significant impact on ridership

Survey Respondent Status



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



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

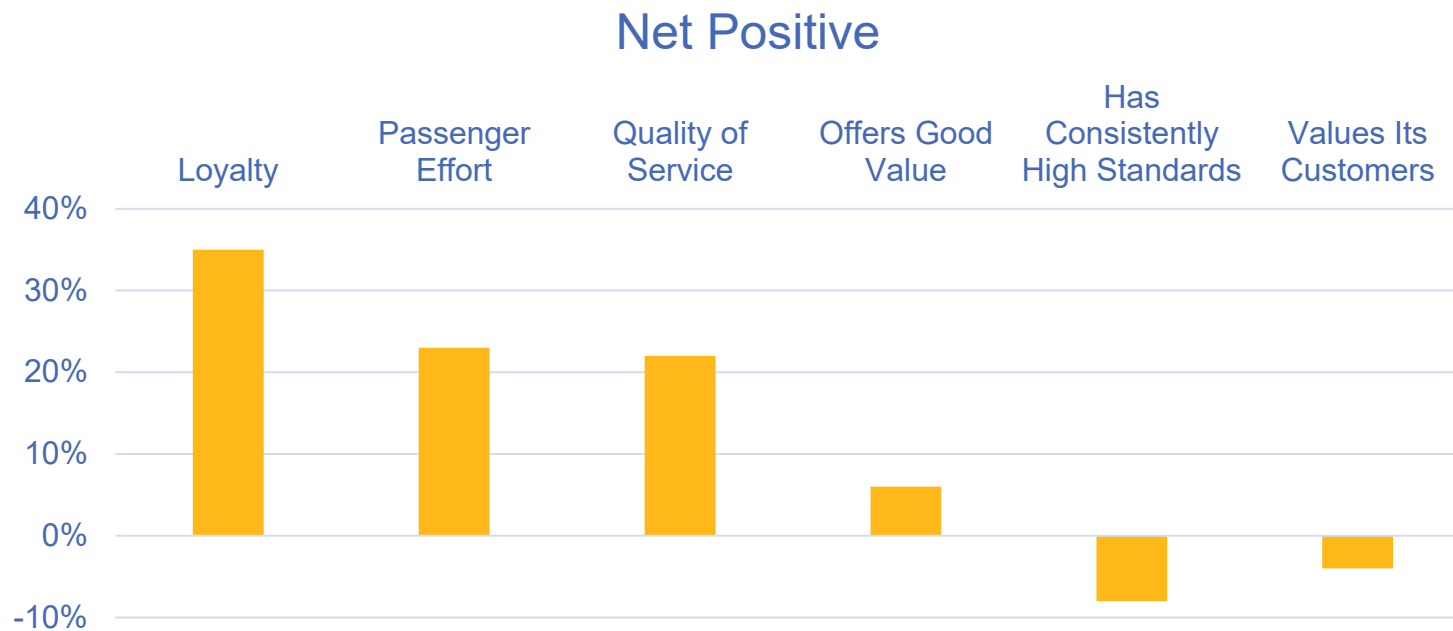
Overall Report Card
Grade,
3.14



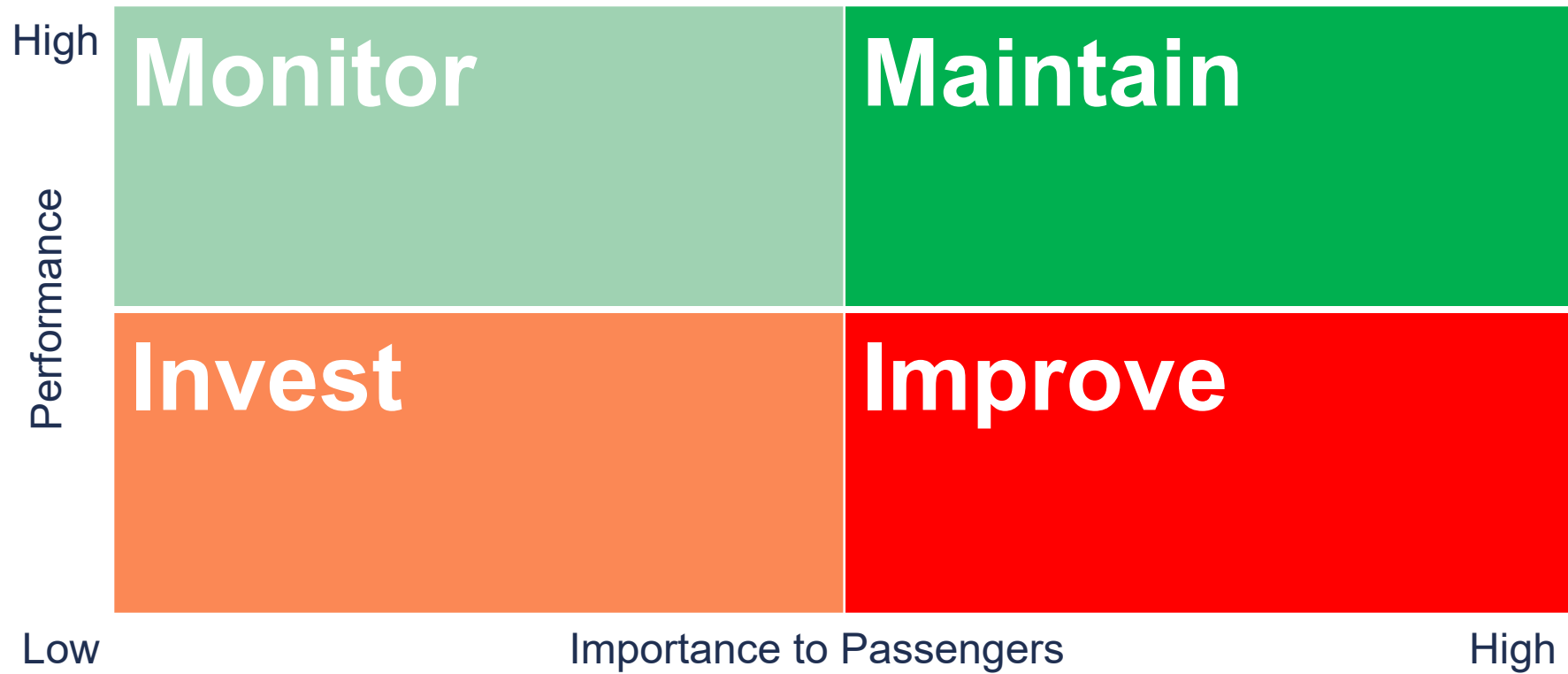
Passenger Experience
Metric, 2.70



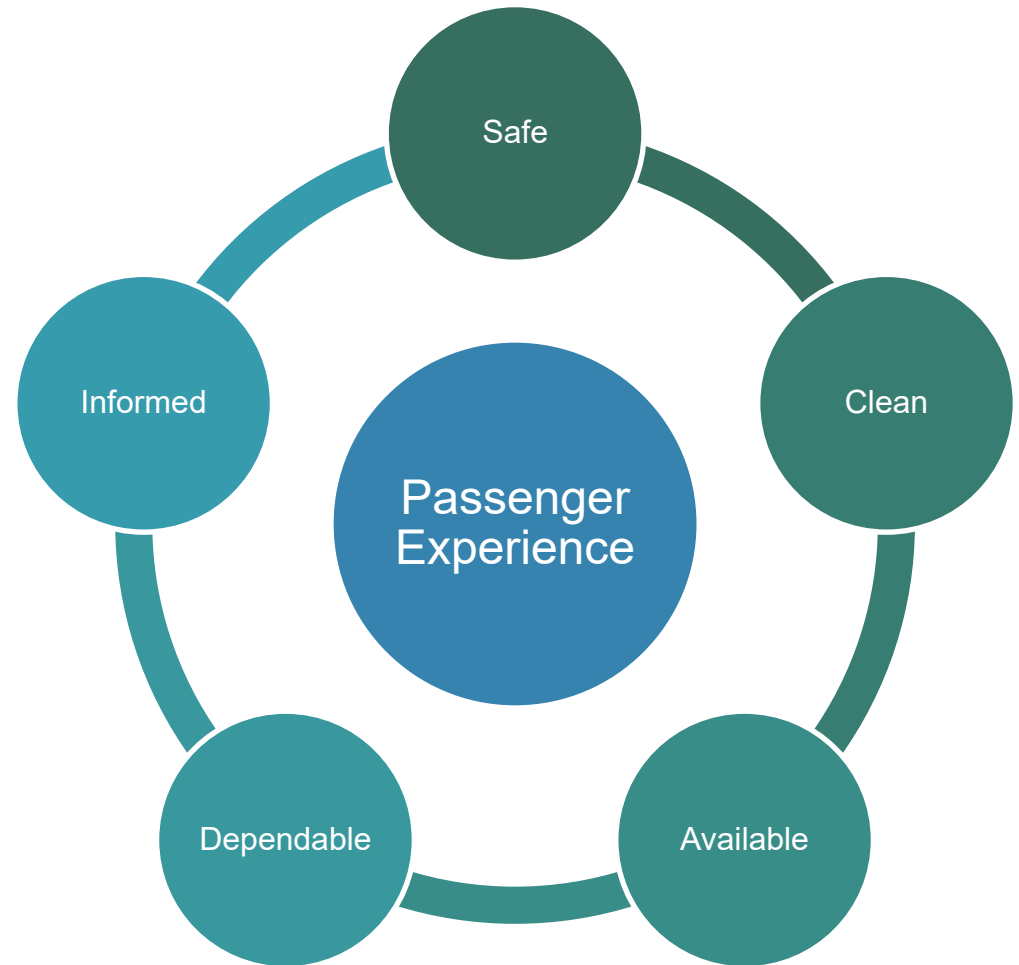
2. *Passengers think ST is easy to use and provides good value, but are less convinced that we focus on passengers*



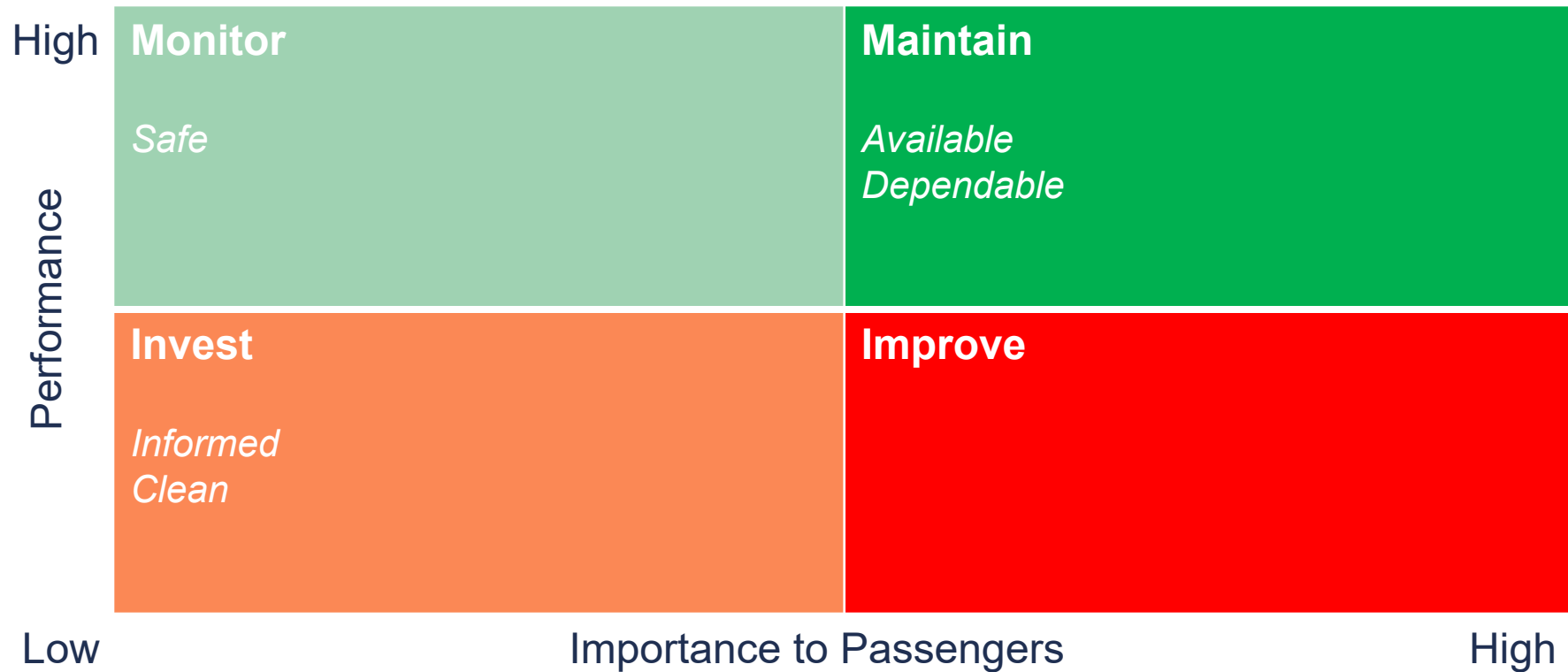
Introducing Quadrant Analysis



Foundational categories for Passenger Experience



3. Availability and Dependability are most important



4. Frequency is an area of improvement for “Availability”

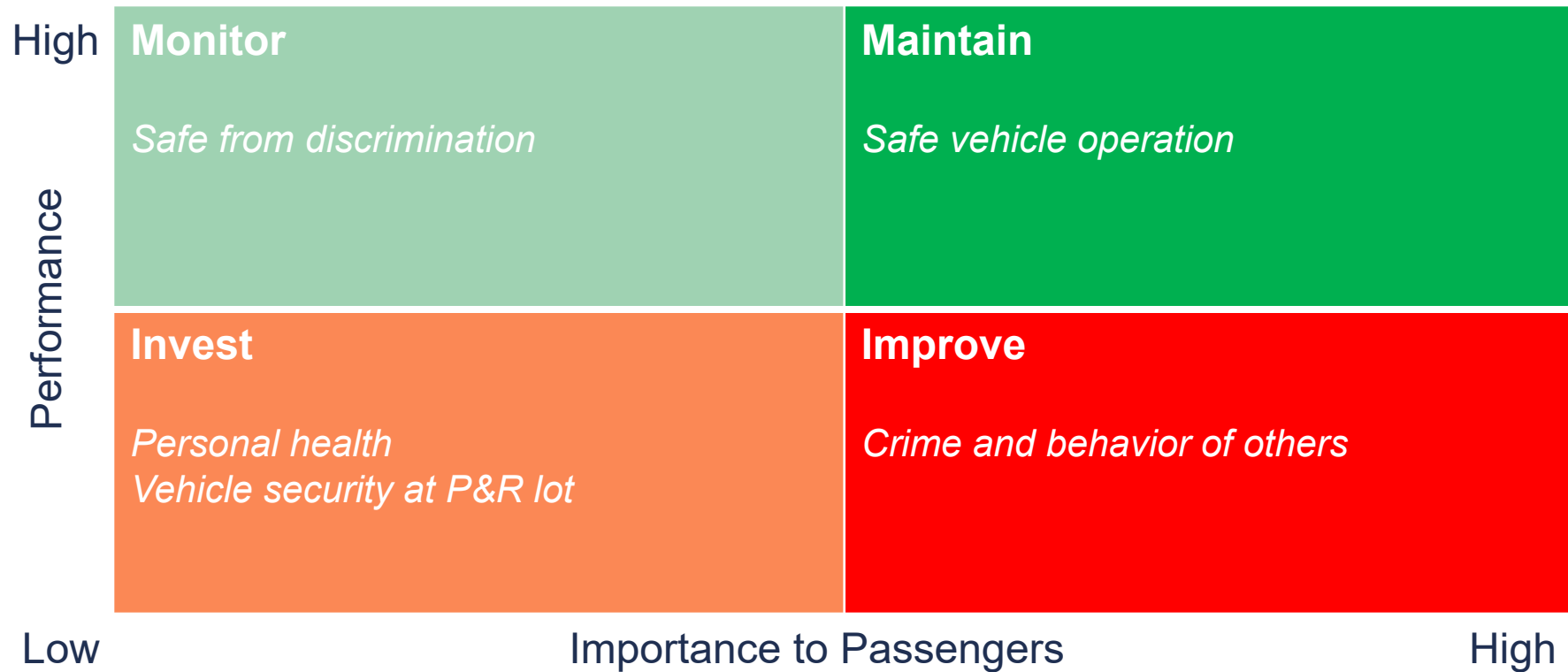
Performance	High	Monitor <i>Space to sit/stand</i>	Maintain <i>Ease of paying</i> <i>Ease of getting on/off</i> <i>Access for persons with disabilities</i>
	Low	Invest <i>Distance to stop</i> <i>Availability where needed</i> <i>Availability of parking</i>	Improve <i>Available when needed</i> <i>Frequency when needed</i>
		Low	High
		Importance to Passengers	

5. Service is generally dependable

Performance	High	Monitor <i>Arrive at destination on time</i> <i>Arrive at station/stop on time</i>	Maintain <i>Total travel time</i> <i>Service is reliable</i>
	Low	Invest <i>Not missing connections</i> <i>Frequency of service</i>	Improve
		Low	High

Importance to Passengers

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

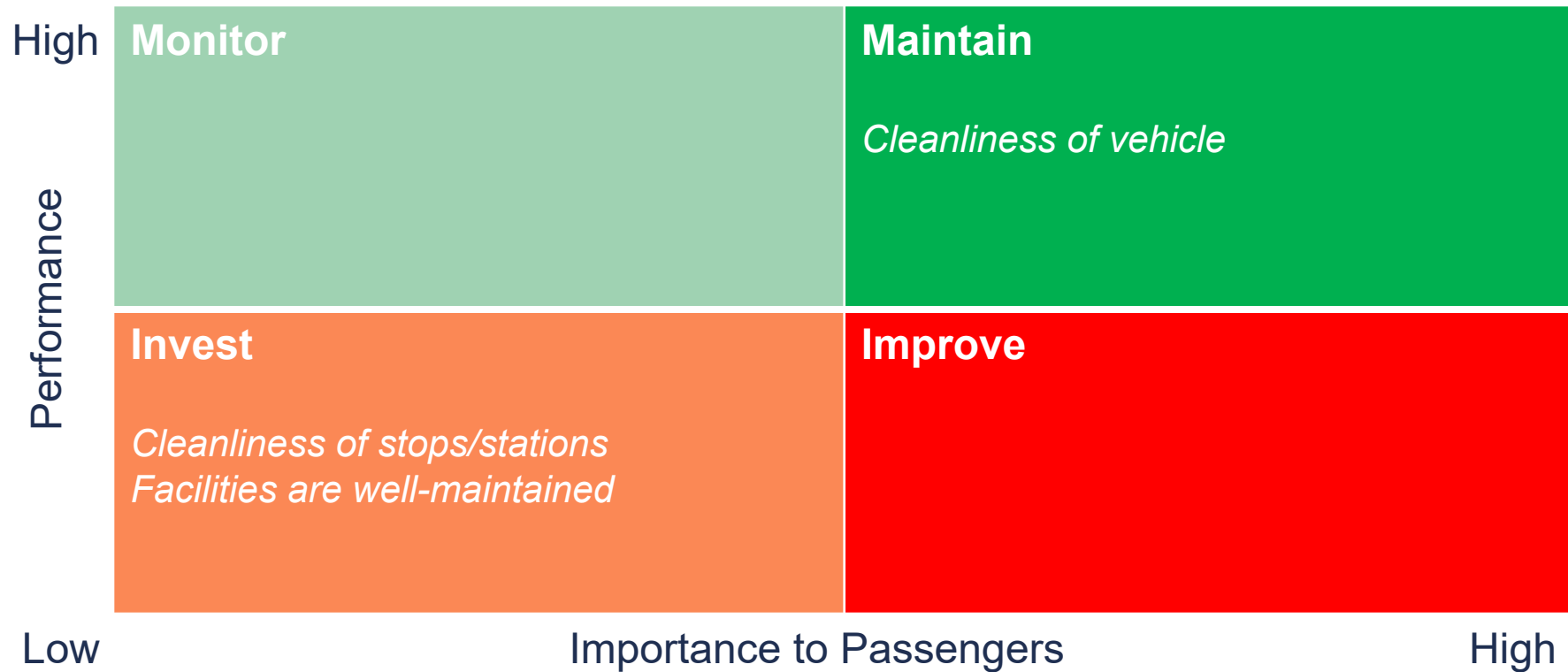


7. Passengers generally feel well-informed

Performance	High	Monitor <i>Ease of getting information</i>	Maintain <i>Accuracy</i> <i>Relevance</i> <i>Trip planning</i>
	Low	Invest <i>Timeliness of information</i> <i>Information about service chages</i> <i>Information about delays</i>	Improve
		Low	High

Importance to Passengers

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



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.



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