

# *Passenger Research*

## *2020-2021*

*Rider Experience and Operations Committee*  
*10/7/21*

# *Why we are here*

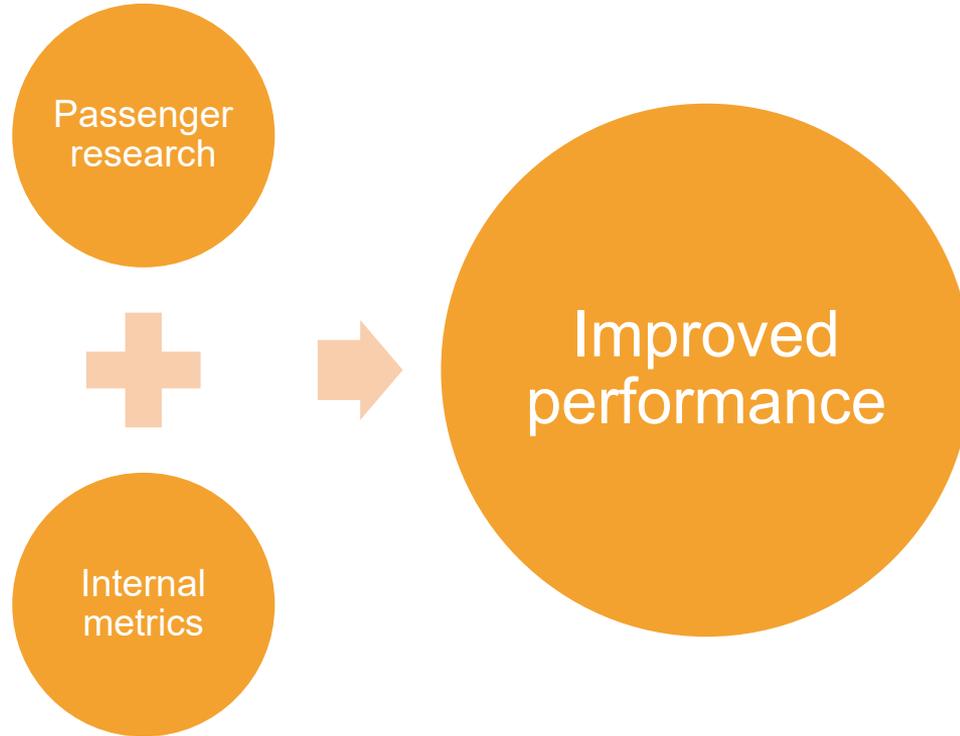
- Provide a summary of what we've learned from passenger research
- Information only, no action required

# *Overview of Presentation*

- 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*

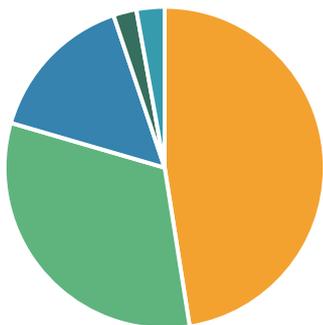


# *Two primary tools for collecting passenger sentiment*



# Passenger Experience Survey

Mode



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

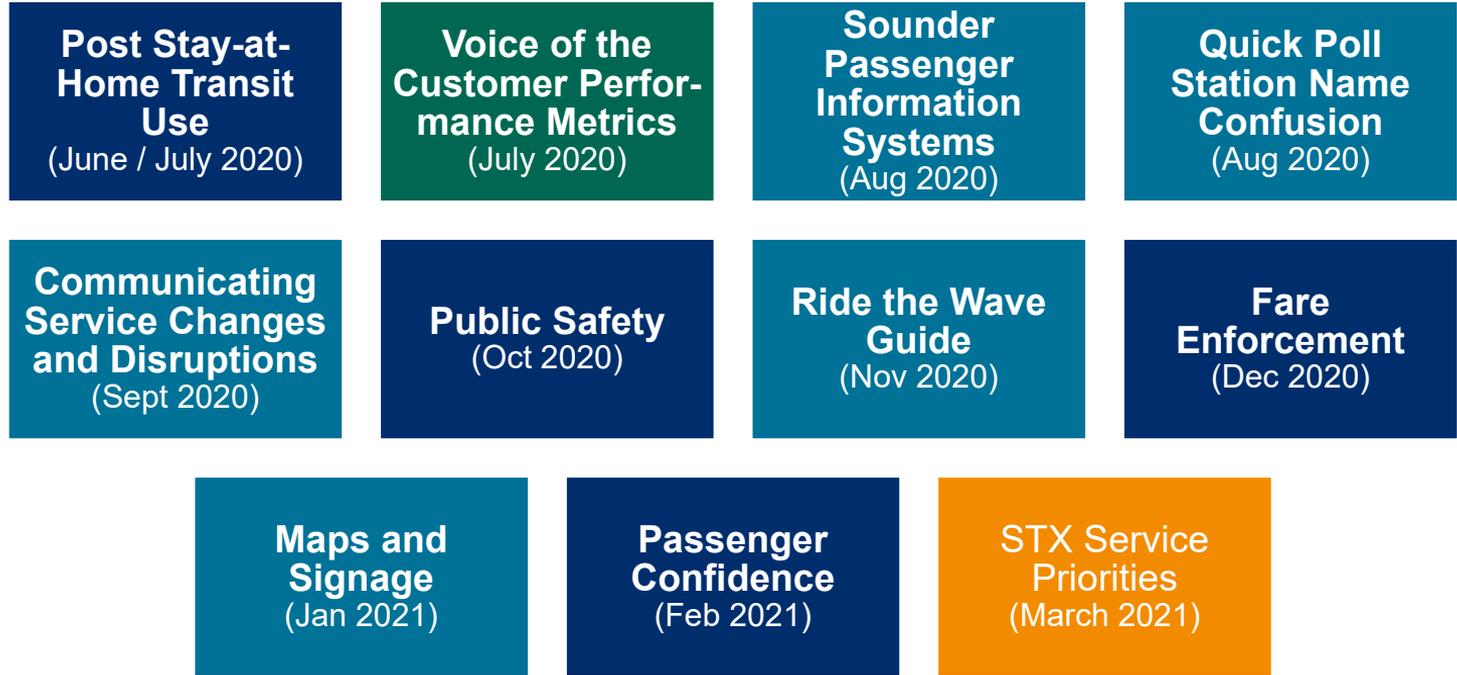
N = 4,500

Passenger  
Characteristics

Overall Experience and  
Perceptions

Foundational Categories

# Sounding Board

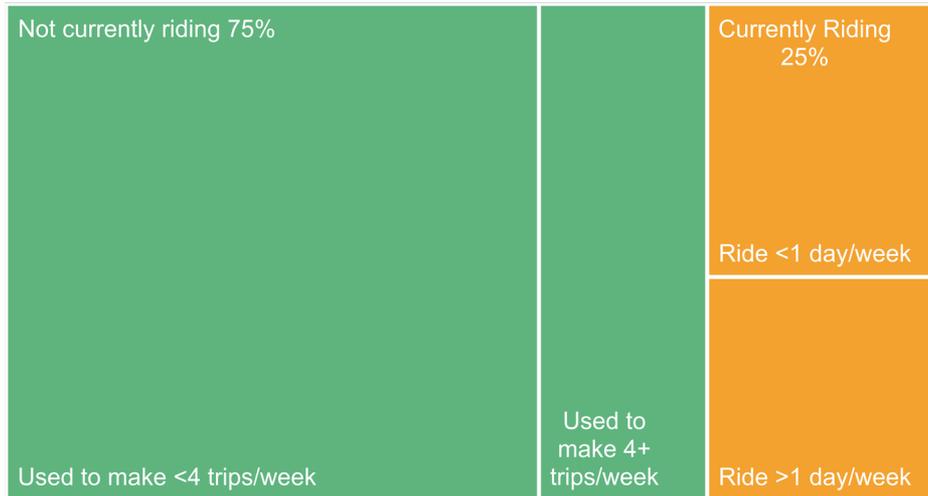


 *General*    *Safety*    *Information*    *Available*

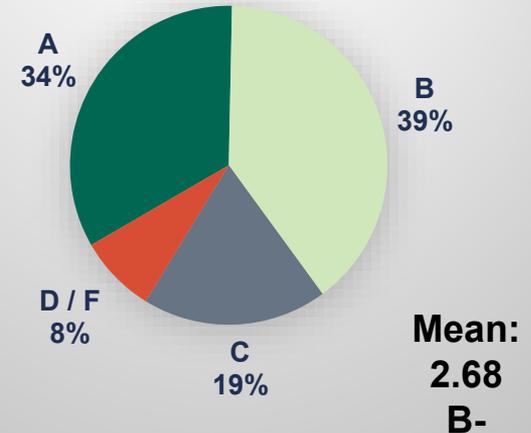
# ***Eight Key Findings***

# 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

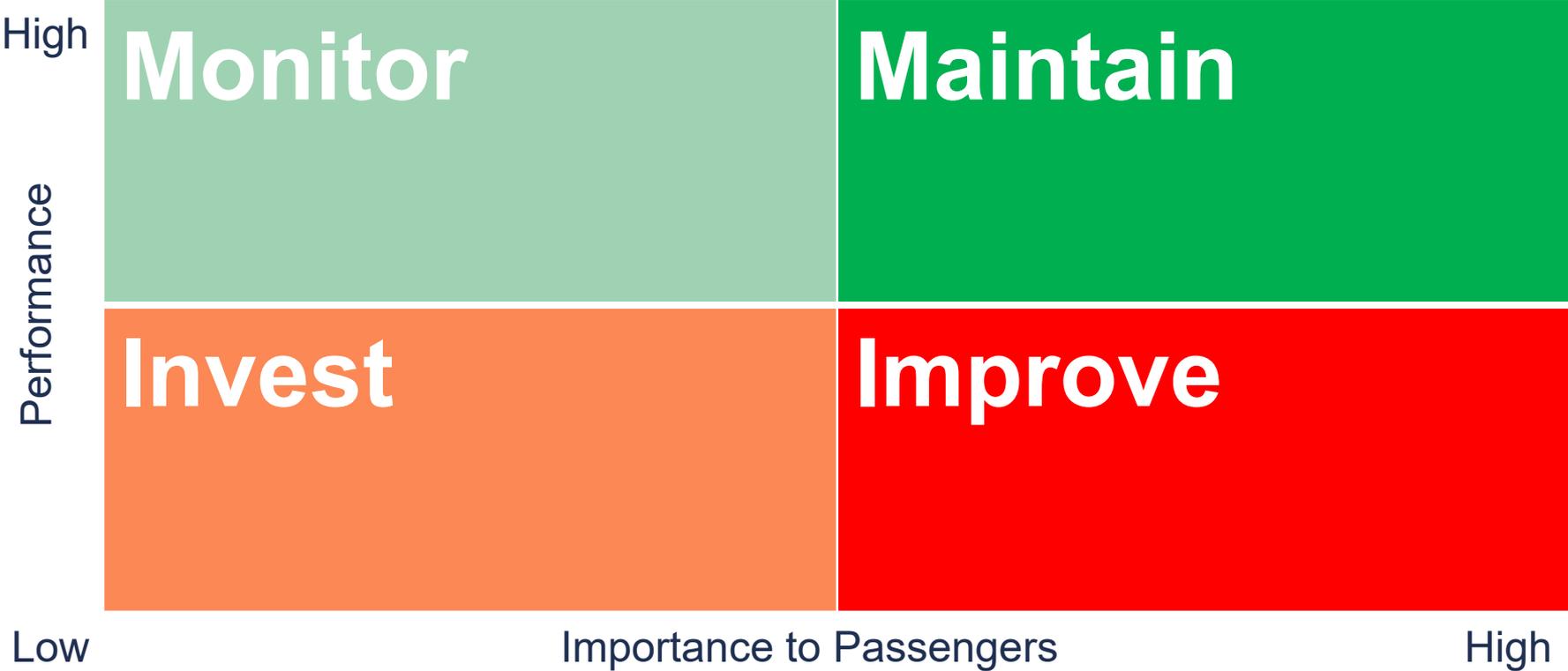


# 2. *Passengers think ST is easy to use and provides good value, but are less convinced that we focus on passengers*

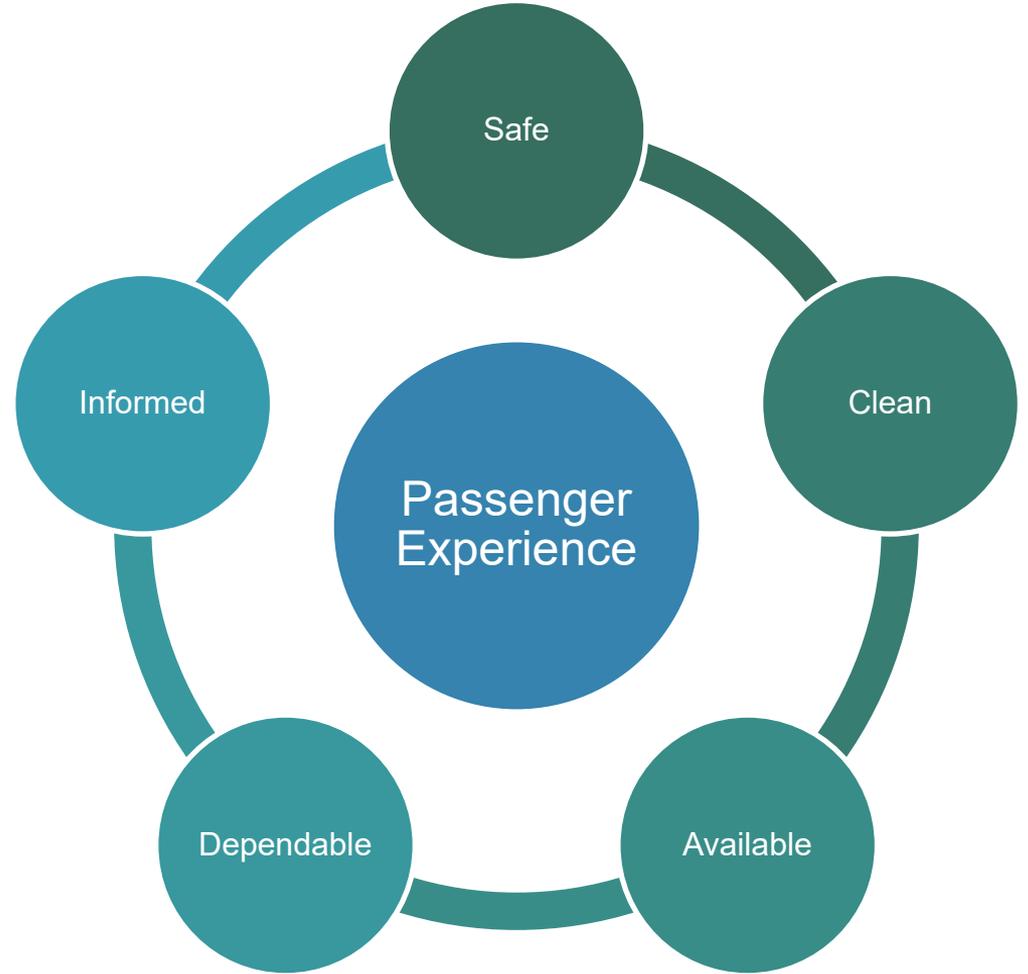
Net Positive



# Introducing Quadrant Analysis



# *A refresher on our foundational categories*



### 3. Availability and Dependability are most important



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

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

Importance to Passengers

# 5. Service is generally dependable

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

Importance to Passengers

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

Performance	High	<b>Monitor</b> <i>Safe from discrimination</i>	<b>Maintain</b> <i>Safe vehicle operation</i>
	Low	<b>Invest</b> <i>Personal health</i> <i>Vehicle security at P&amp;R lot</i>	<b>Improve</b> <i>Crime and behavior of others</i>
		Low	High

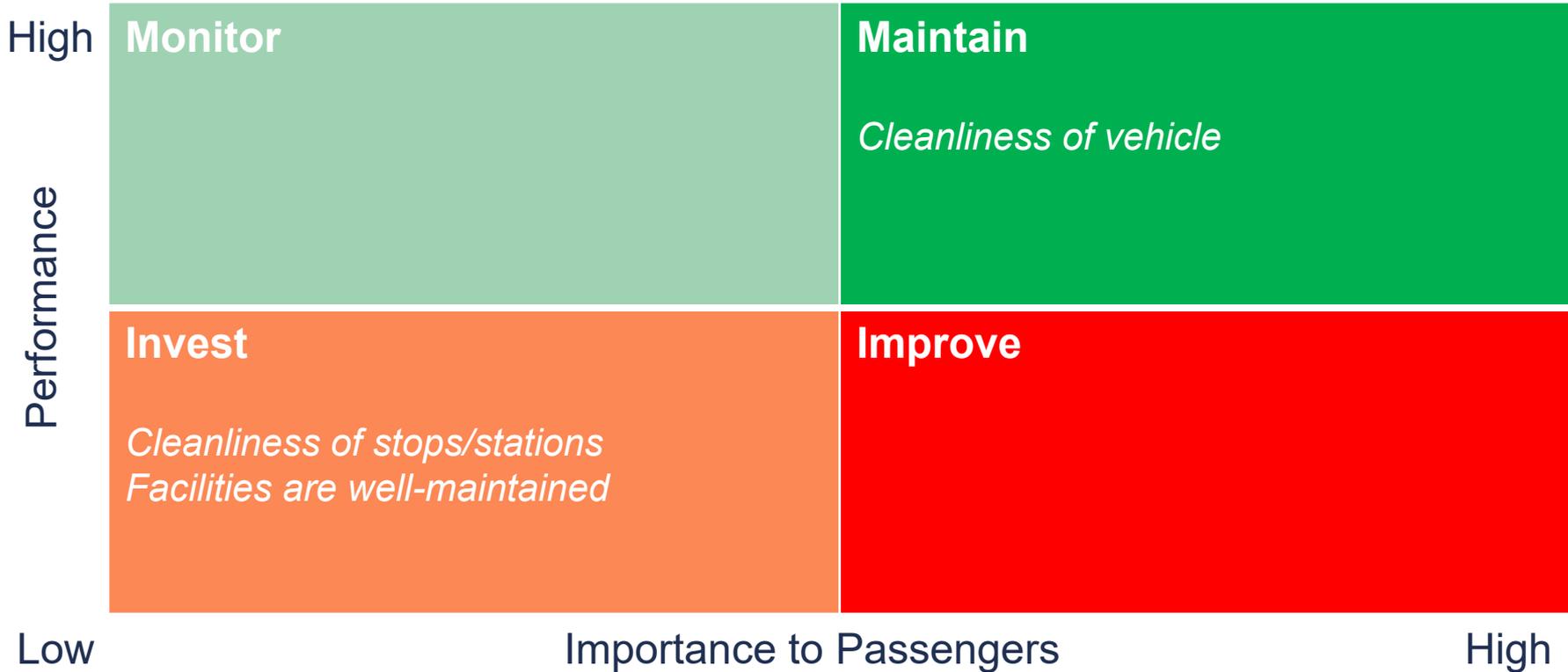
Importance to Passengers

# 7. Passengers generally feel well-informed

Performance	High	<b>Monitor</b> <i>Ease of getting information</i>	<b>Maintain</b> <i>Accuracy</i> <i>Relevance</i> <i>Trip planning</i>
	Low	<b>Invest</b> <i>Timeliness of information</i> <i>Information about service chages</i> <i>Information about delays</i>	<b>Improve</b>
		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
- Provide additional information to any board members who want it

*Thank you.*



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