



**Pinellas Suncoast  
Transit Authority  
Customer Survey**  
November 2015



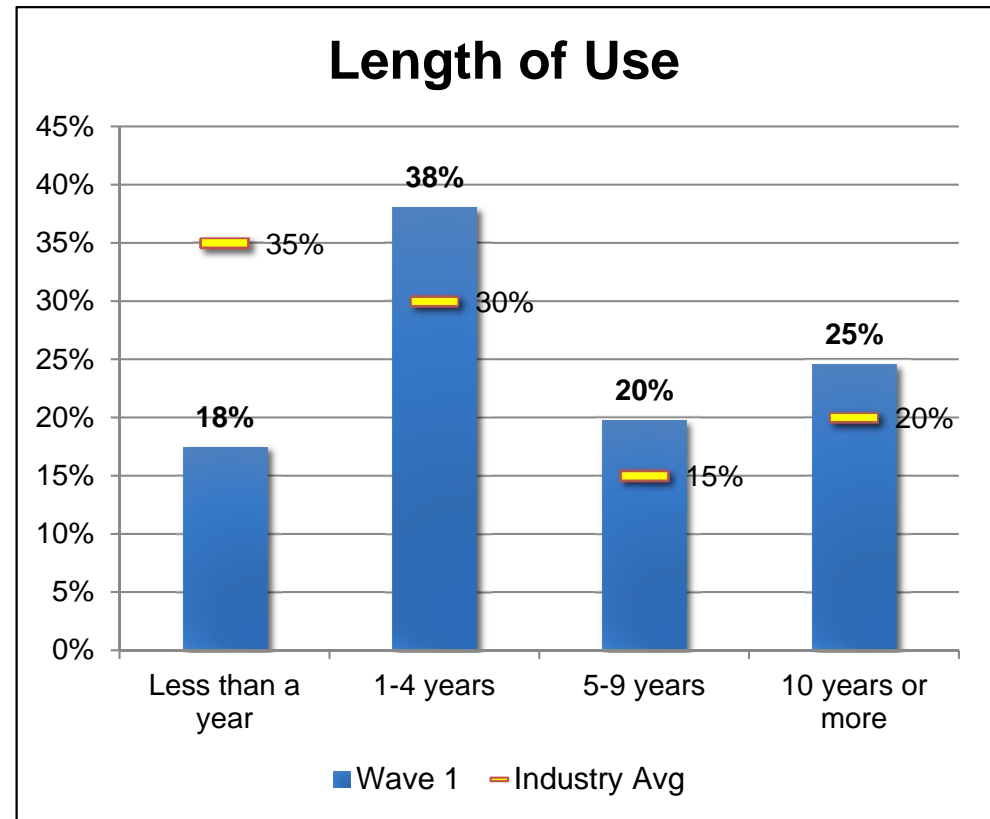
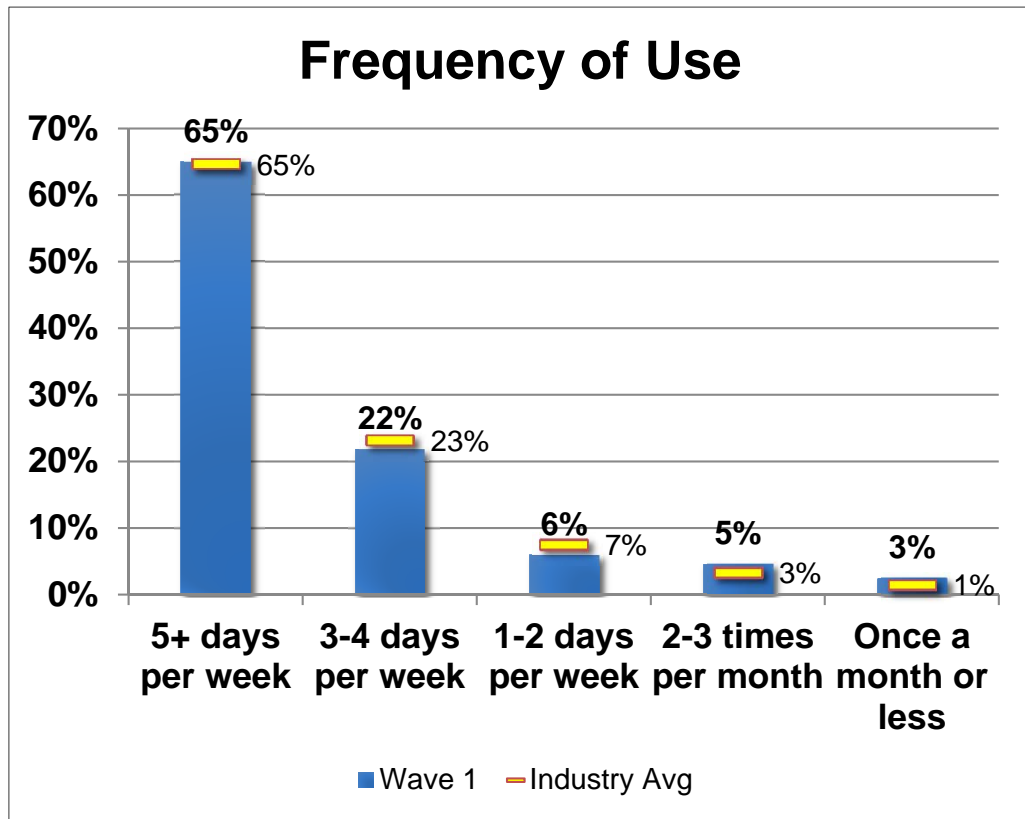
# Methodology

- This report contains the results of the PSTA Customer Satisfaction Survey, which was conducted November 10 – 17, 2015
- 520 surveys were completed by customers on board PSTA buses.
- Surveys were administered on all routes during all service periods throughout the day on weekdays, Saturday and Sunday in quantities proportional to each route's total ridership.
- Riders were offered a one day bus pass as an incentive for completing the survey.



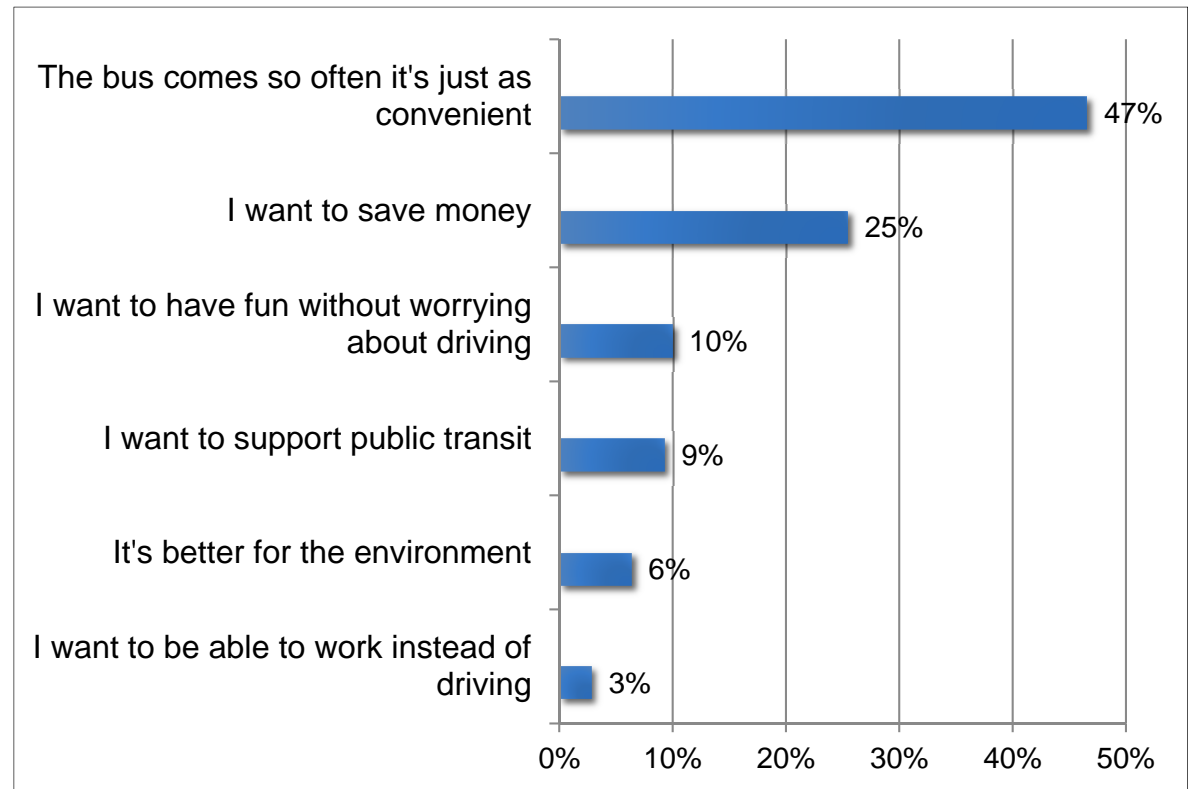
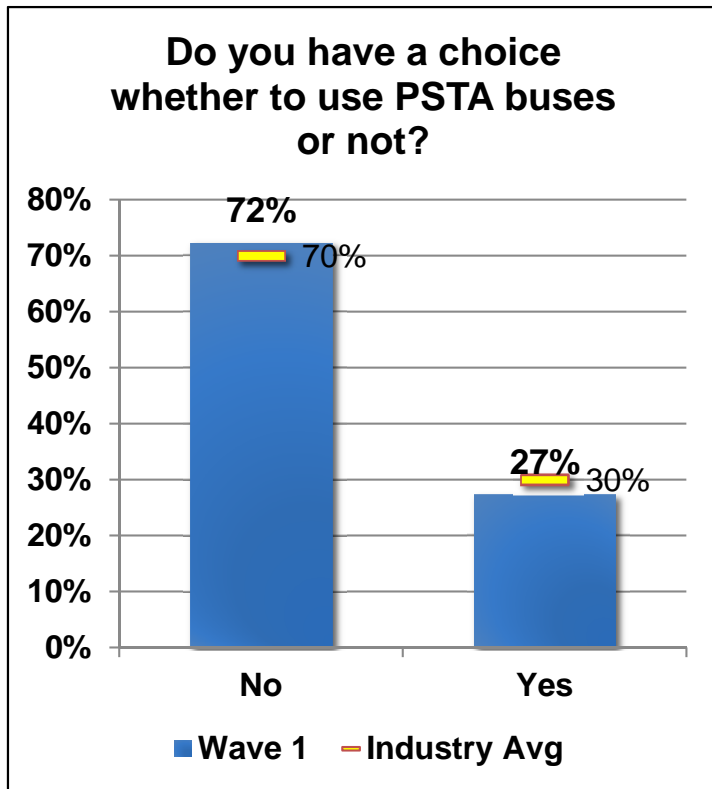
# Frequency of PSTA Use

- 87% of customers utilize PSTA service at least three days per week
- 45% of customers have been riding PSTA for over 5 years.



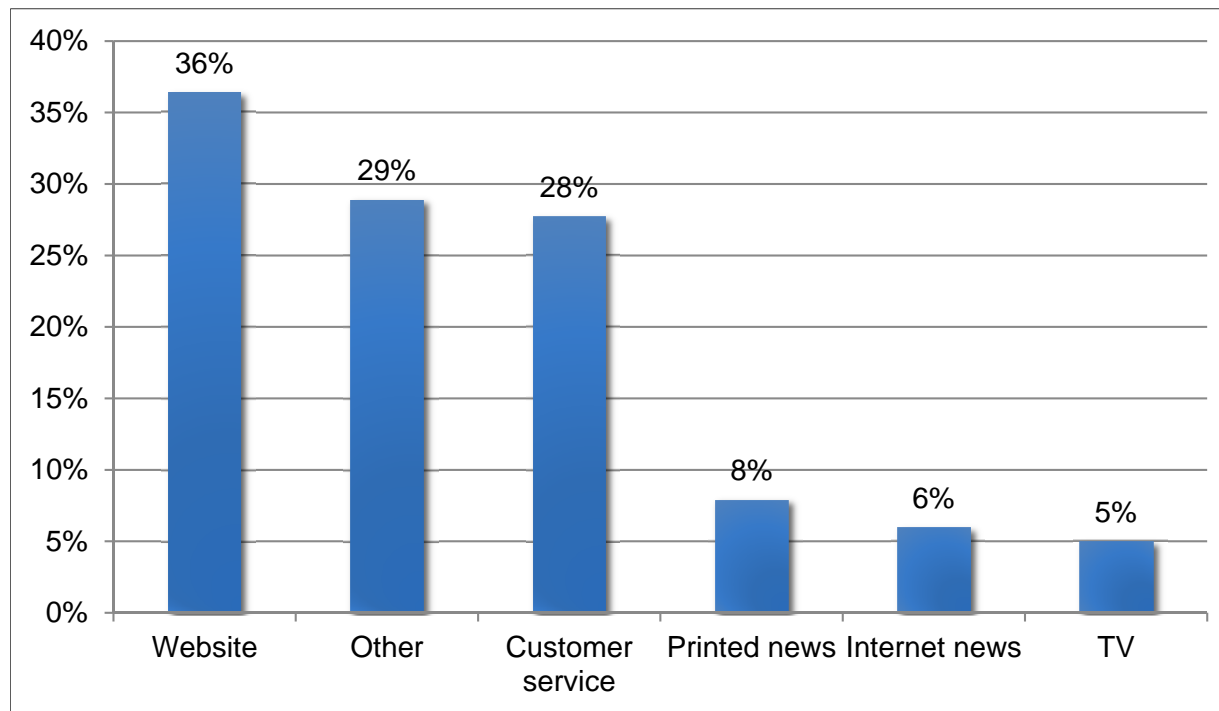
# Transit Dependence

- 73% of PSTA customers indicate they do not have a choice of whether to use PSTA service
- 27% of PSTA customers are discretionary riders
- Among discretionary riders, convenience and economics are the most frequently cited reason for using PSTA service



# Preferred Method of Receiving PSTA Information

- Customers prefer receiving information via website.



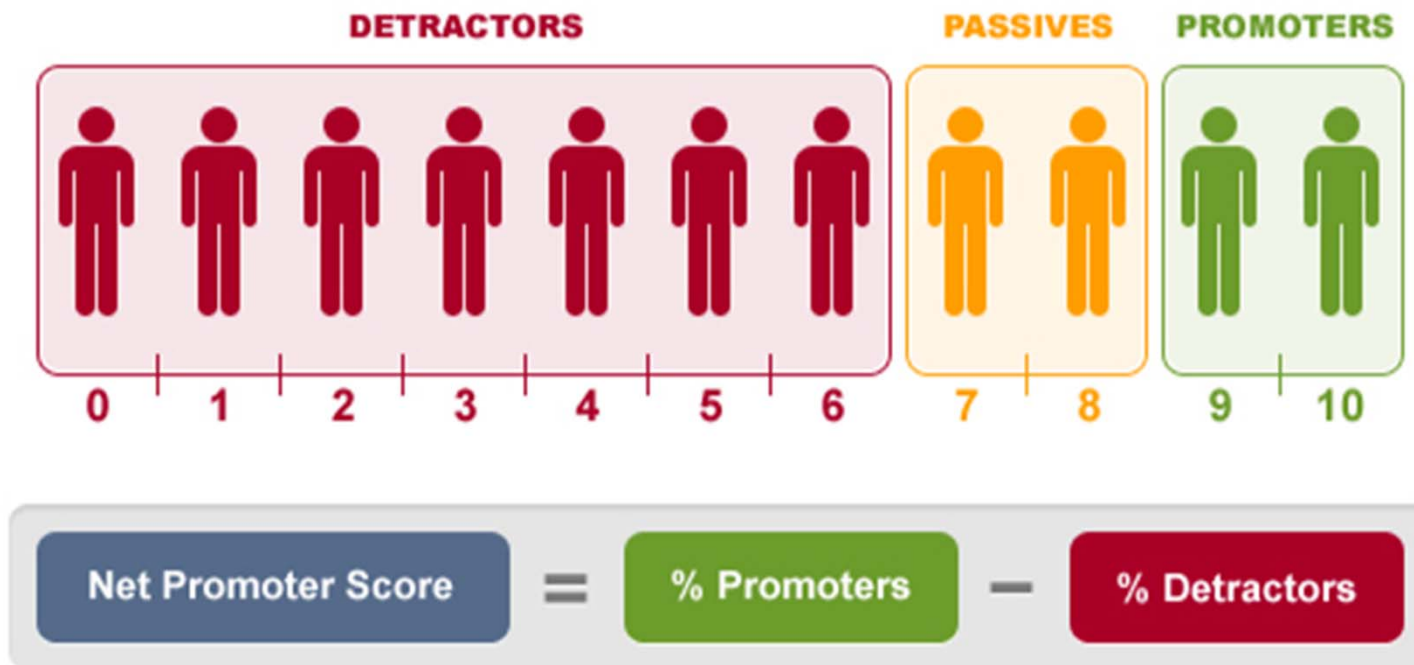
**Question:** How do you stay informed regarding updates, changes and new information at PSTA? Select all that apply



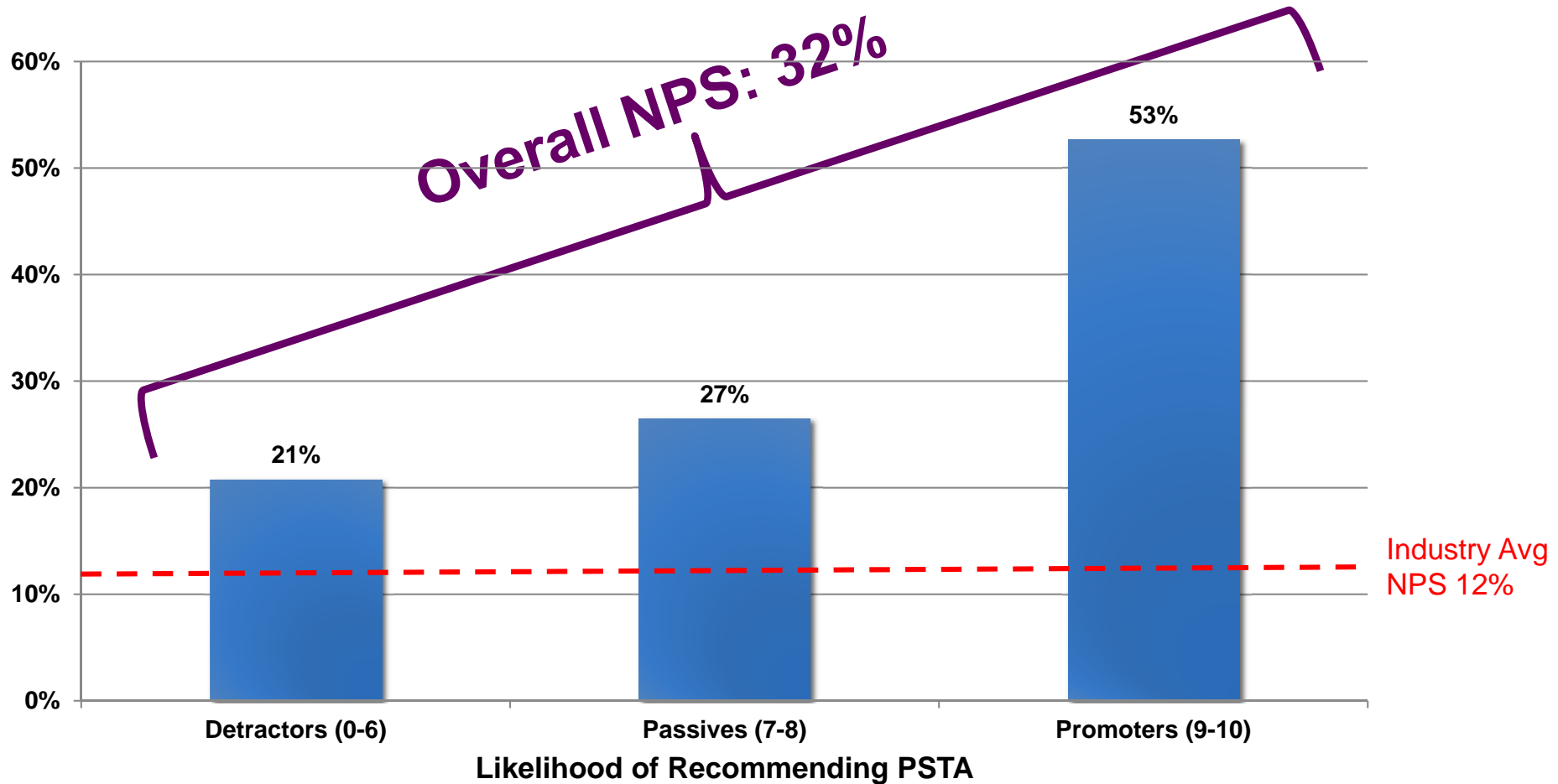
# Net Promoter Score

**NPS poses the ultimate question:**

**How likely are you to recommend PSTA service to friends and family?**



# Overall Net Promoter Score

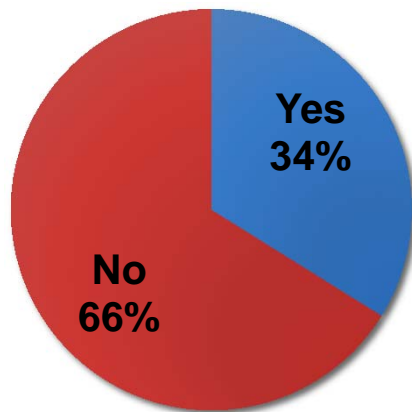


**Question:** All things considered, how likely would you be to recommend riding a PSTA bus to a friend or neighbor?

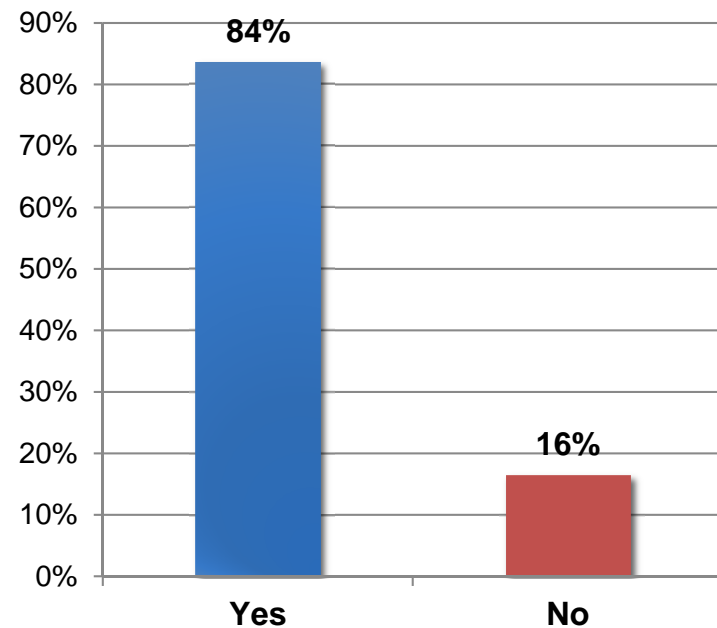
# Contacting Customer Service

- Approximately 34% of customers have contacted PSTA customer service in the past 3 months.
- 84% of customers who contacted PSTA feel that their issue was resolved.

**Have you contacted PSTA with a question, concern or complaint in the last 3 months?**



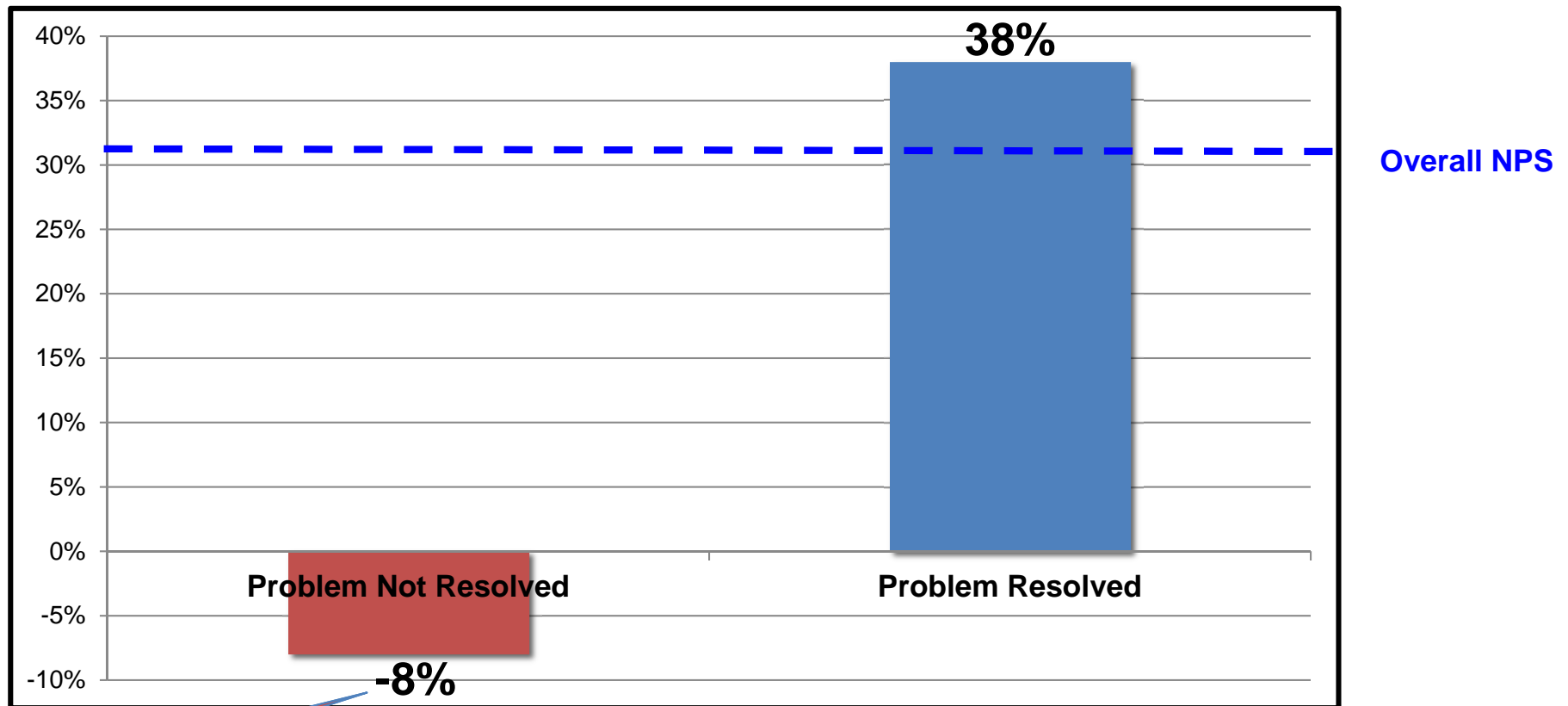
**If yes, was your issue resolved?**





# NPS by Problem Resolution

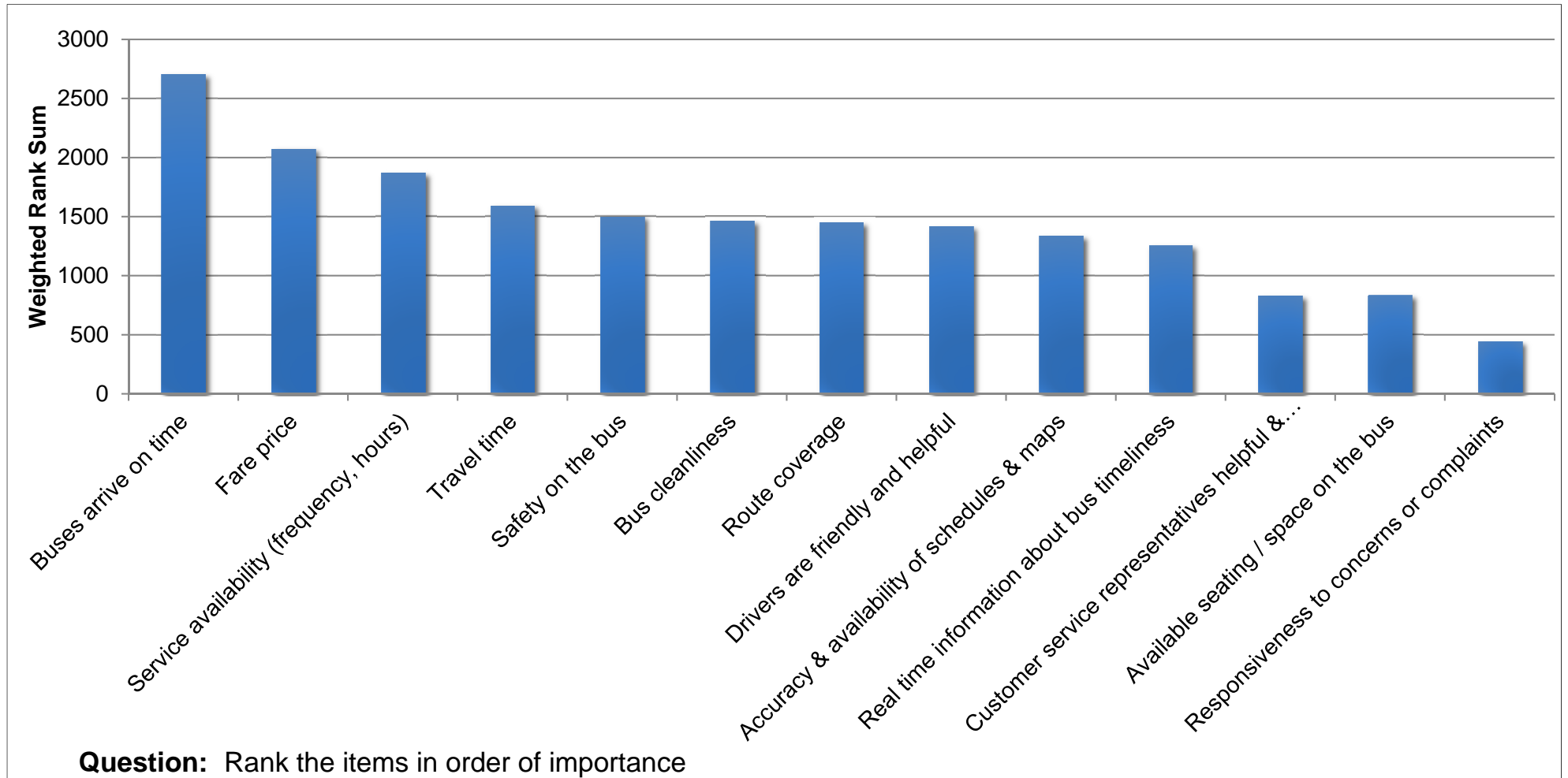
Customers whose problems were not resolved by Customer Service are unlikely to recommend PSTA. PSTA should explore the resolution rate of reported problems and address processes that contribute to unresolved problems.



NPS of those whose reported problems were not resolved

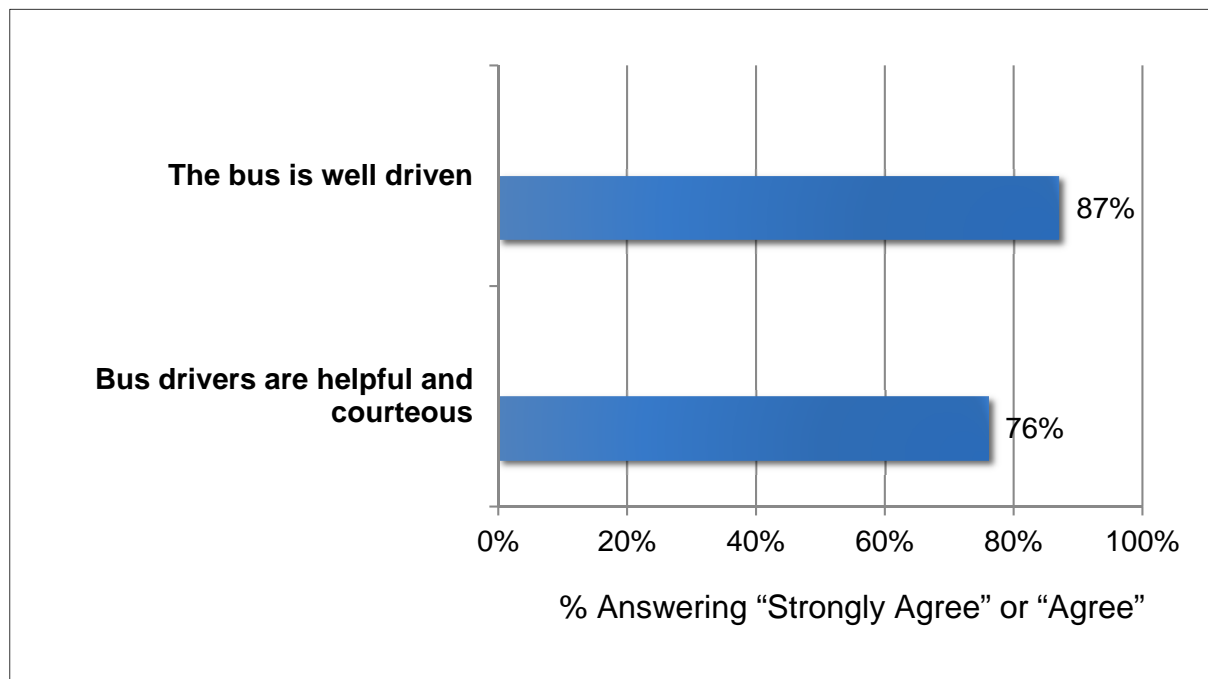
# Customer Importance Factors

- Time, price and frequency are the most important service factors for customers.



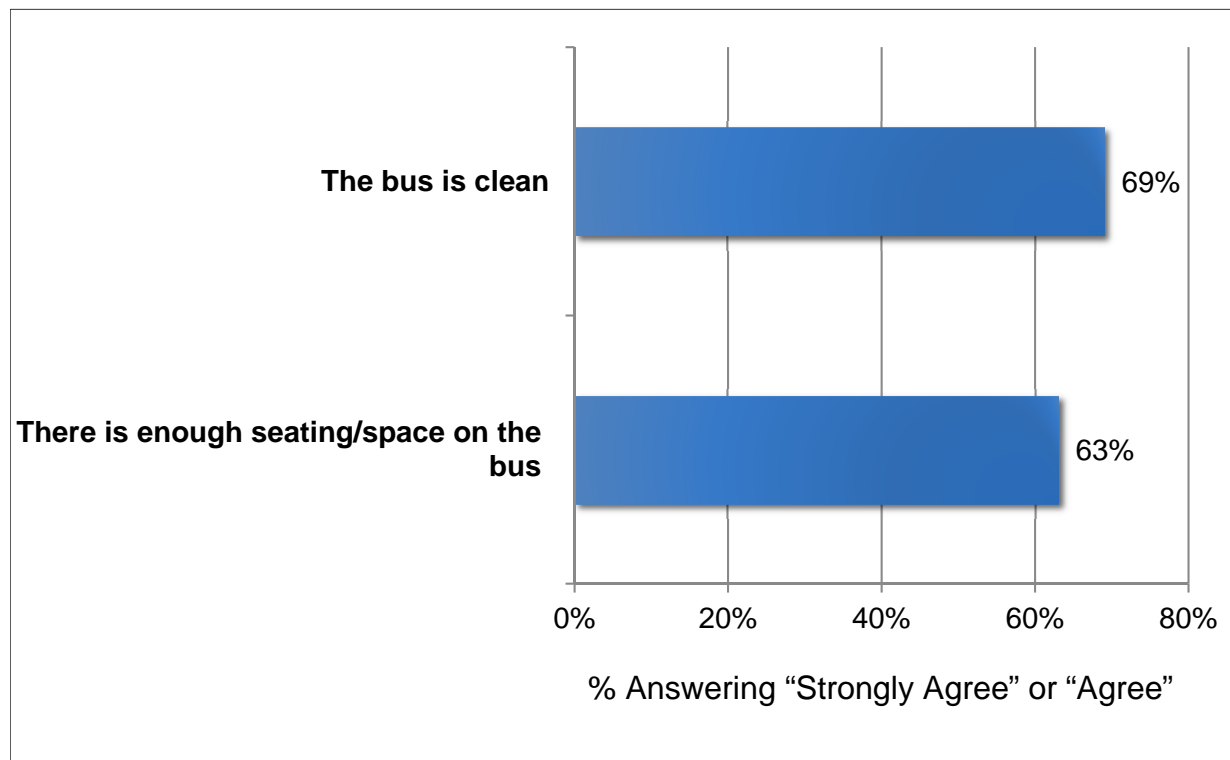
# Driver Customer Service

- Nearly 90% of customers agree that the buses are well driven.
- Over 75% of customers agree that the bus drivers are helpful and courteous.



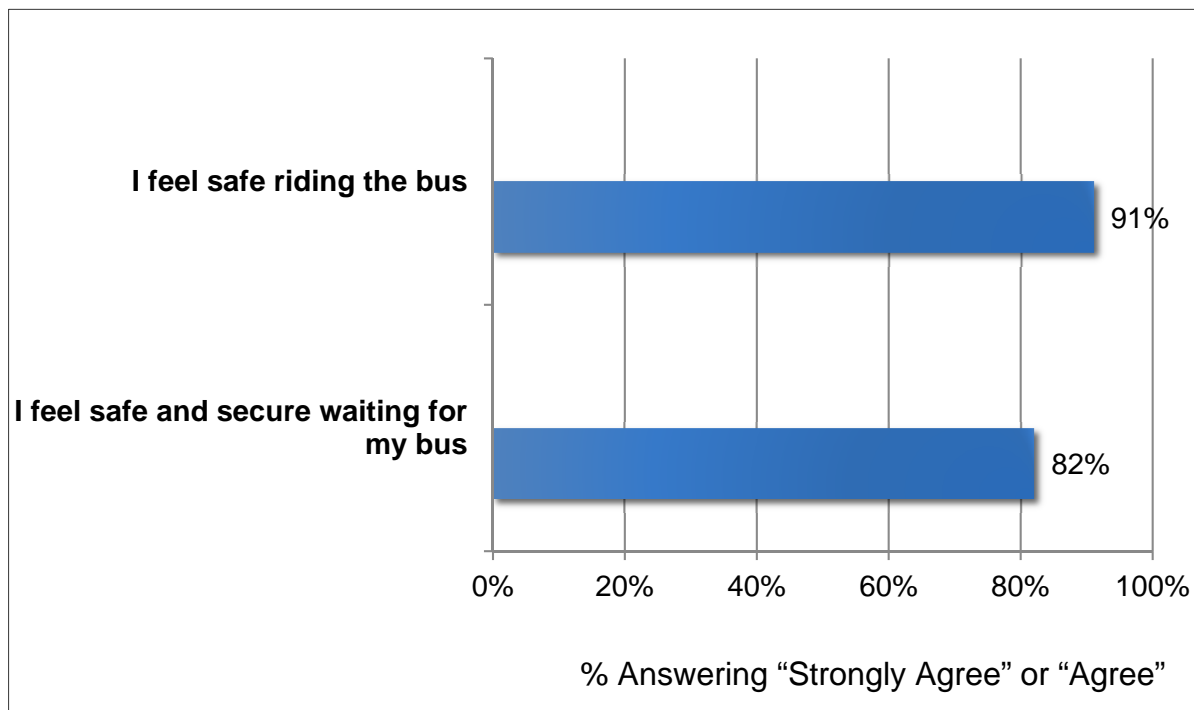
# Comfort

- Nearly 70% of customers agree that the buses are clean.
- Less than 65% of customers feel there is enough seating/space on the bus.



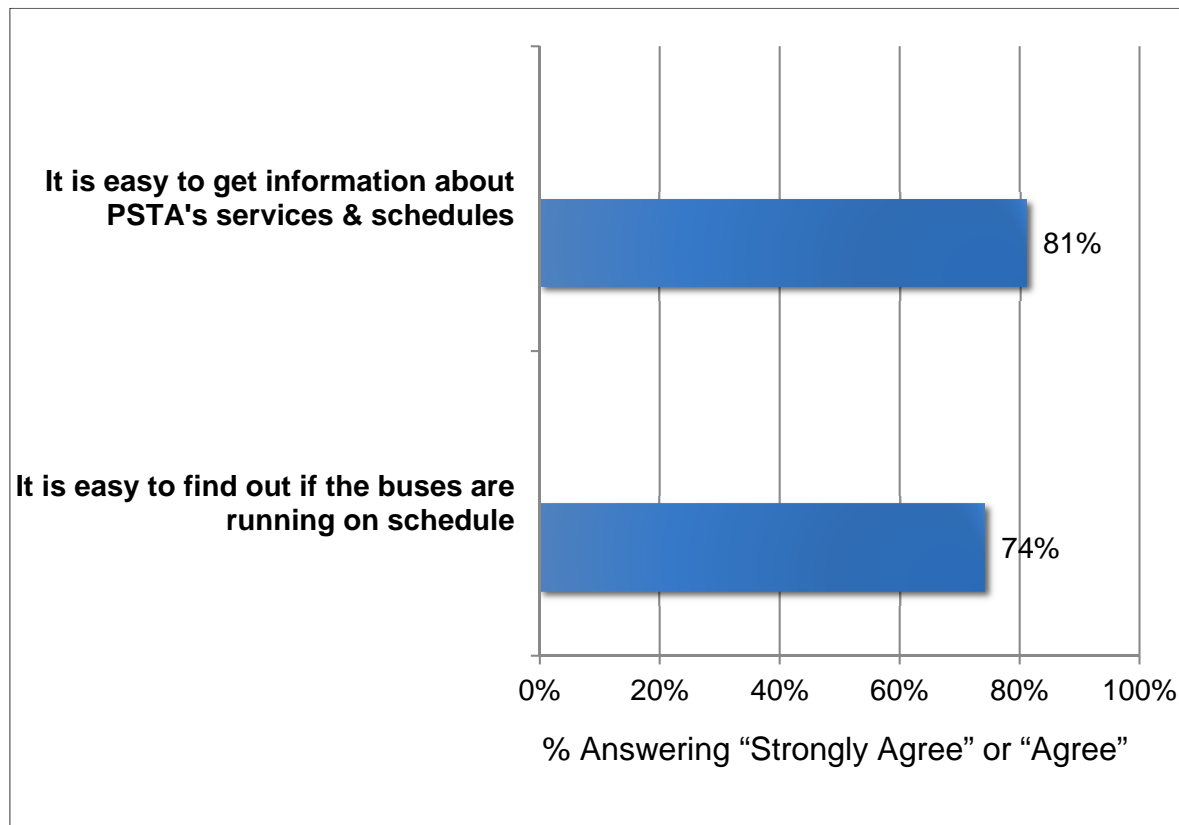
# Security

- Over 90% of customers feel safe riding the bus.
- Over 80% of customers feel safe while waiting for the bus.



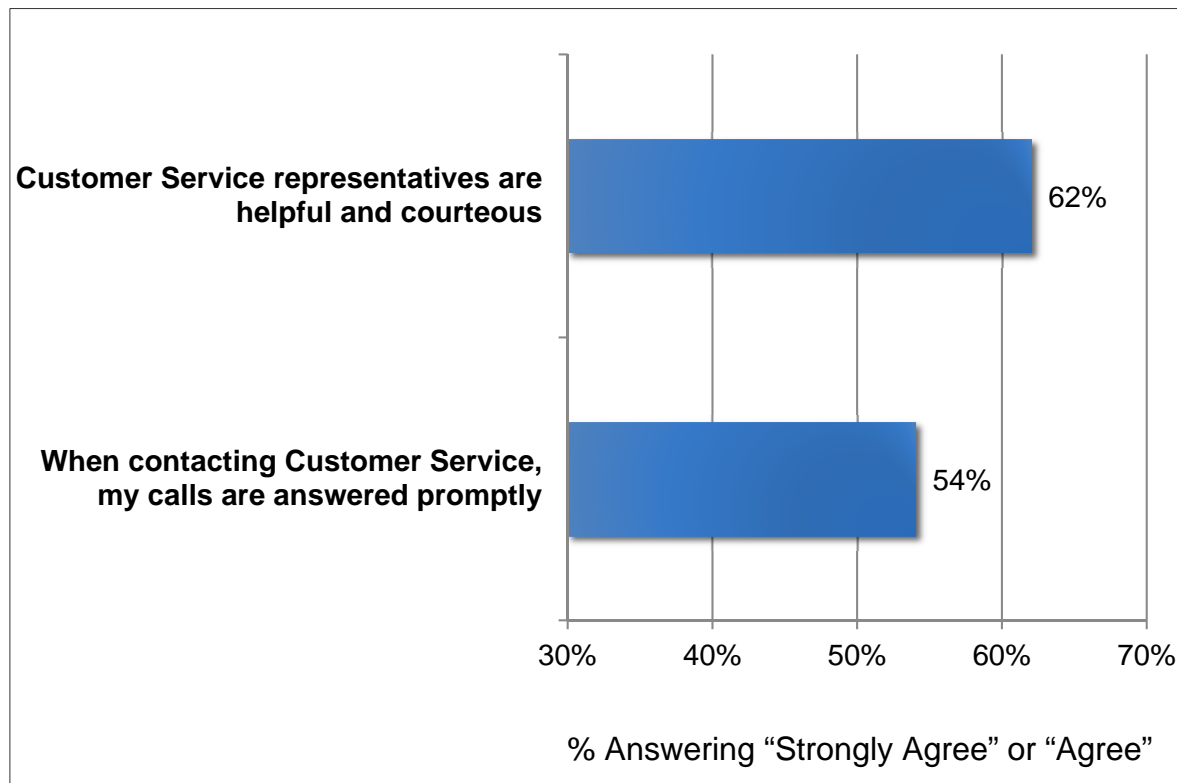
# Information

- More than 80% of customers agree that it is easy to get information PSTA's services and schedules.
- Fewer than 75% of customers agree that it is easy to find out if buses are on schedule.



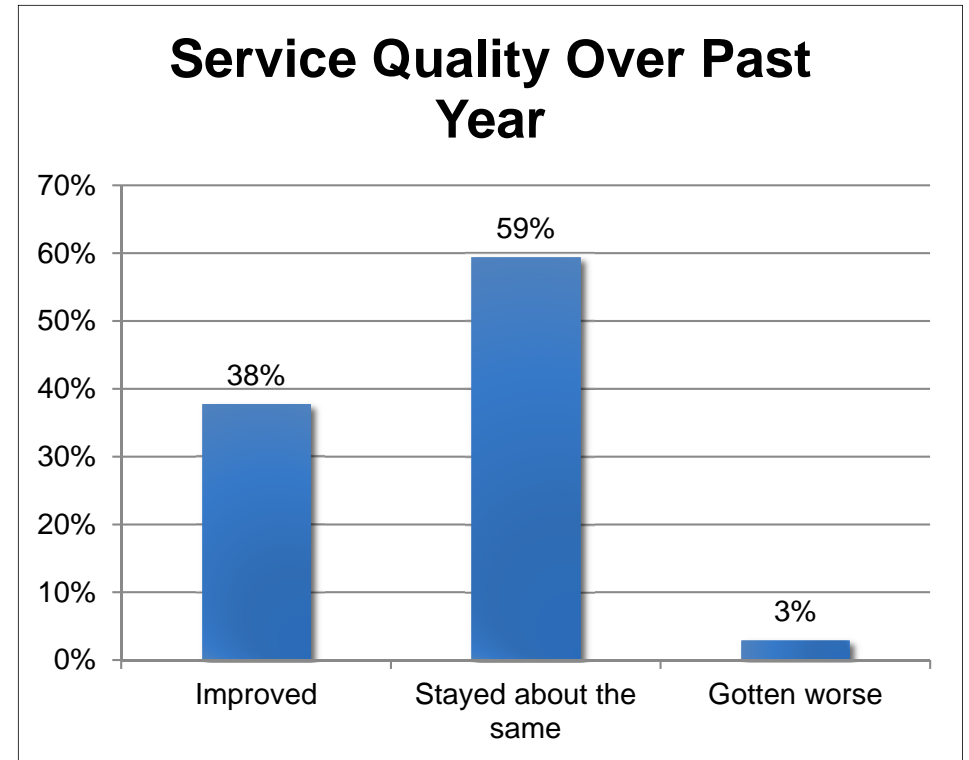
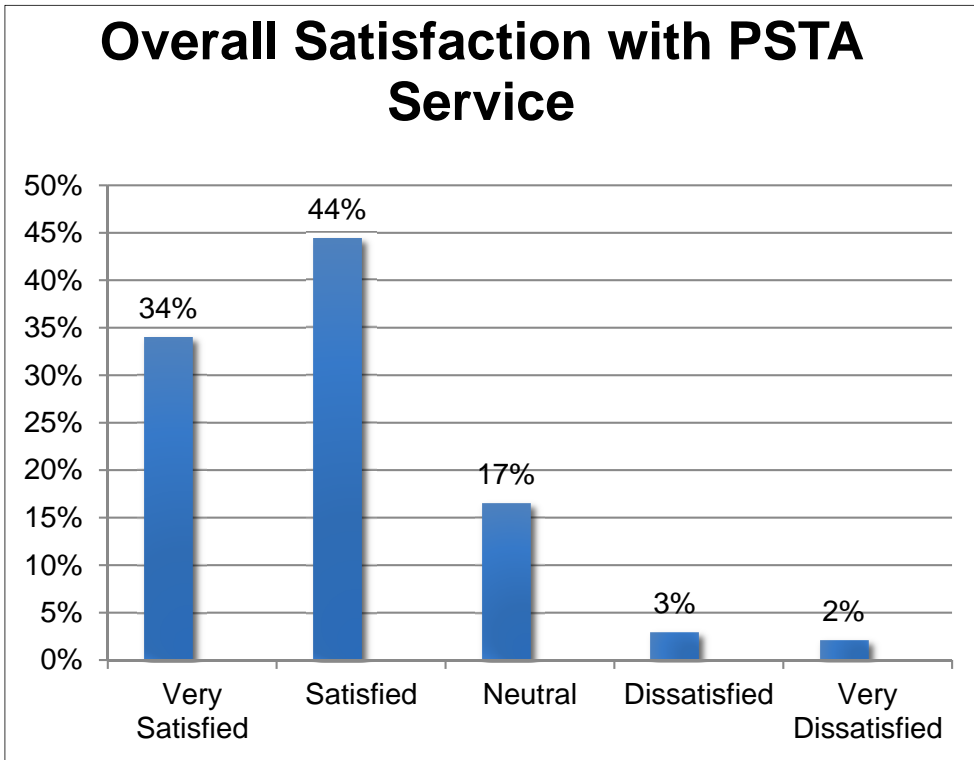
# Customer Service

- Approximately 62% of customers agree that PSTA Customer Service representatives are helpful and courteous.
- Less than 55% of customers feel that their calls are answered promptly.



# Overall Satisfaction

- Nearly 80% of customers express overall satisfaction with PSTA service.
- 97% of customers feel that service quality has improved or stayed the same over the past year.

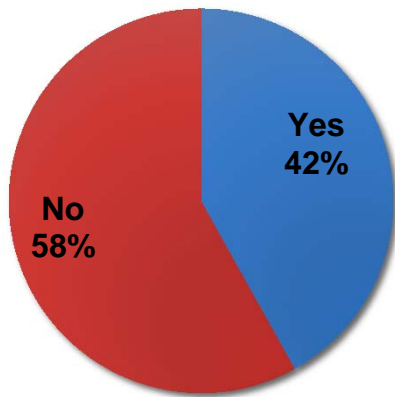




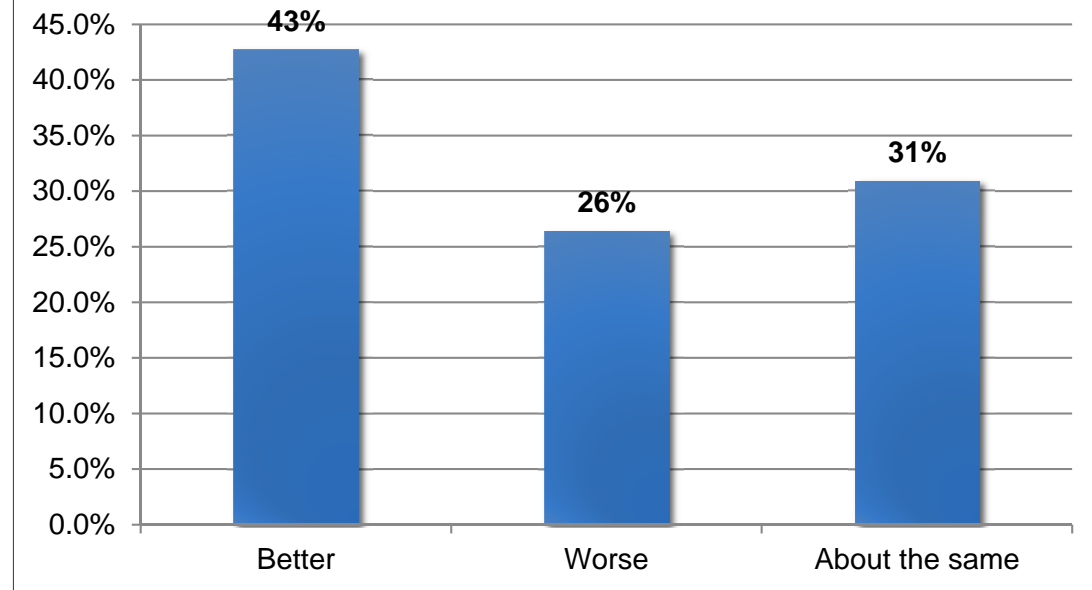
# Customers' experience with other public transit agencies

- Approximately 42% of customers have ridden public transit in other cities.
- 74% of customers who have ridden transit elsewhere feel that PSTA's service is the same or better.

## Have you ridden public transit in other cities?

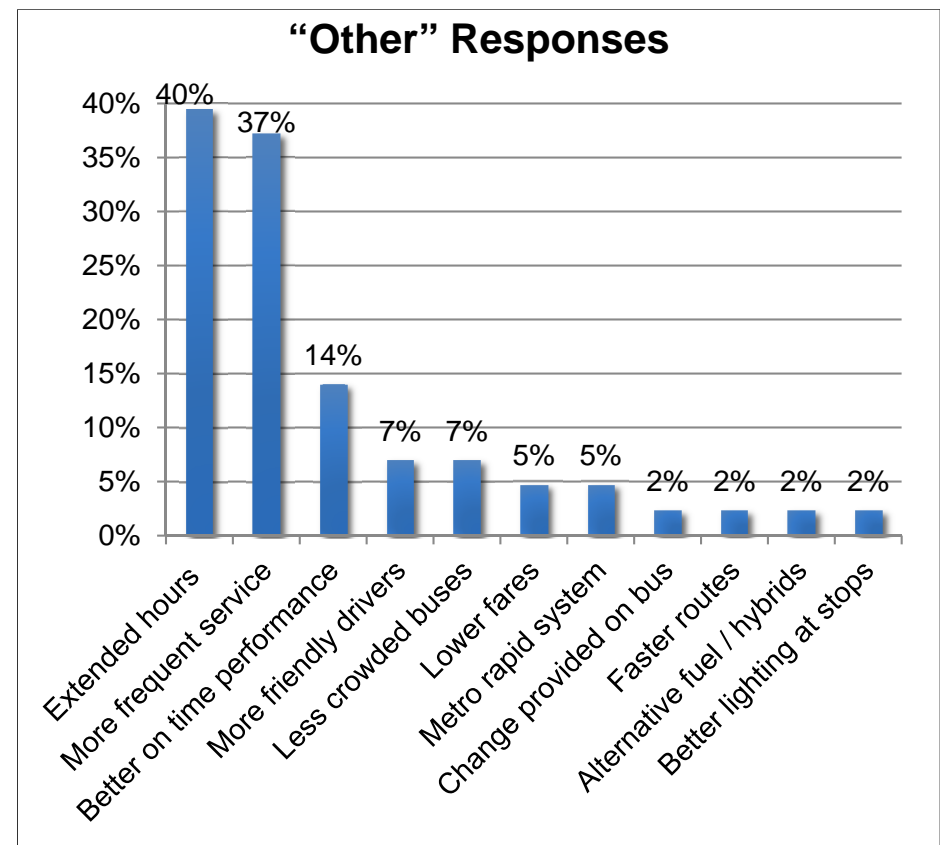
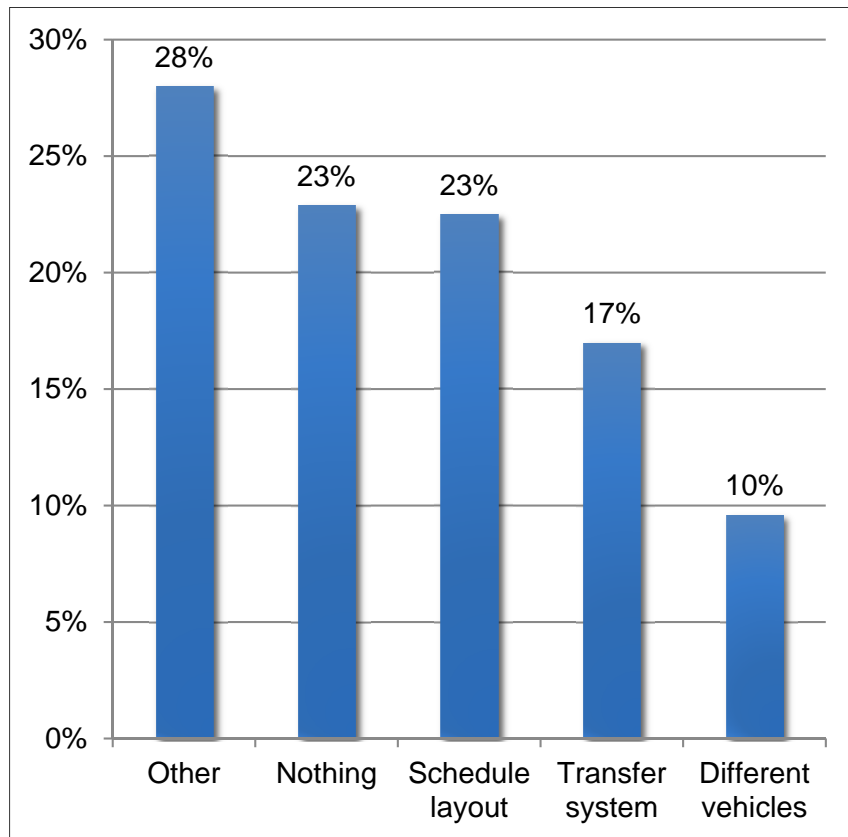


## If yes, how does PSTA compare?



## Recommendations based on experience with other agencies

- Schedule layout and transfer system were the most common recommendations from the selected options.
- Extended hours and more frequent service were the most common “Other” responses, the majority of which referred to nights and weekends.

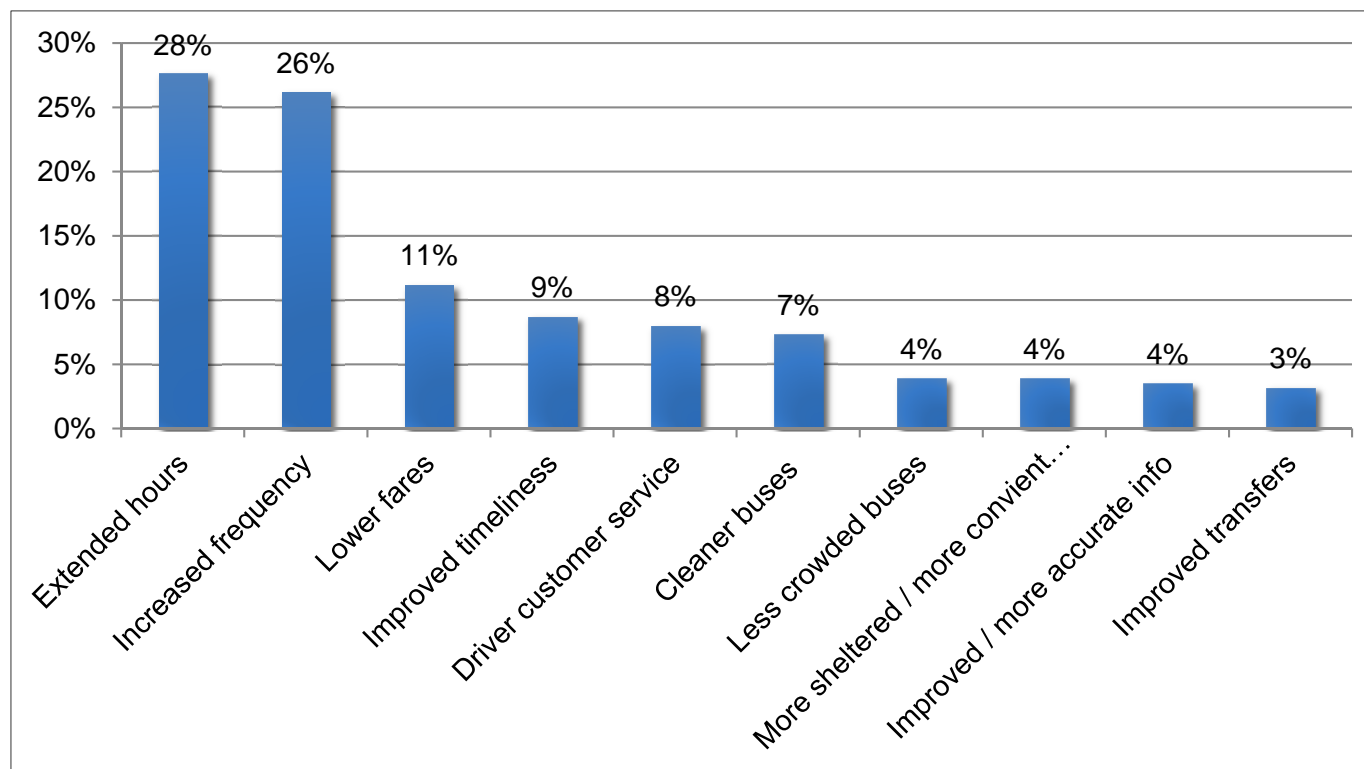


**Question:** What would you implement at PSTA that you've noticed in other transit systems?



# Customer Recommendations to Improve PSTA Service

- When customers were asked to provide one recommendation to improve service at PSTA, extended hours and increased frequency were by far the most common responses.
- The majority of those referred to nights and weekends.





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