

# NFTA-Metro Customer Satisfaction Survey

The Niagara Frontier Transportation Authority (NFTA), in conjunction with the American Bus Benchmarking Group (ABBG), conducted a Customer Satisfaction Survey along with 14 other U.S. transit agencies. The ABBG is a consortium of mid-sized bus agencies in North America that has been established to benchmark performances and share experiences and best practices with other public transit agencies.

The survey was conducted online from April 8 through May 5, 2013. The NFTA received 313 justified responses, and all participants were eligible to win one of three monthly Metro passes. The enclosed document includes a summary of the results.

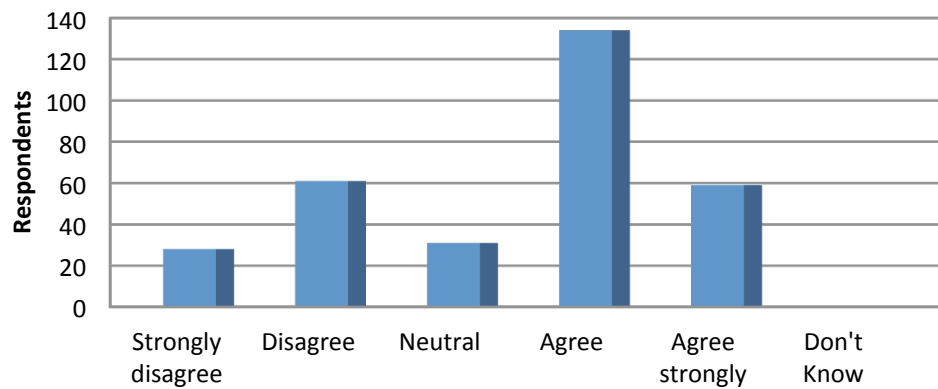


# Highlights

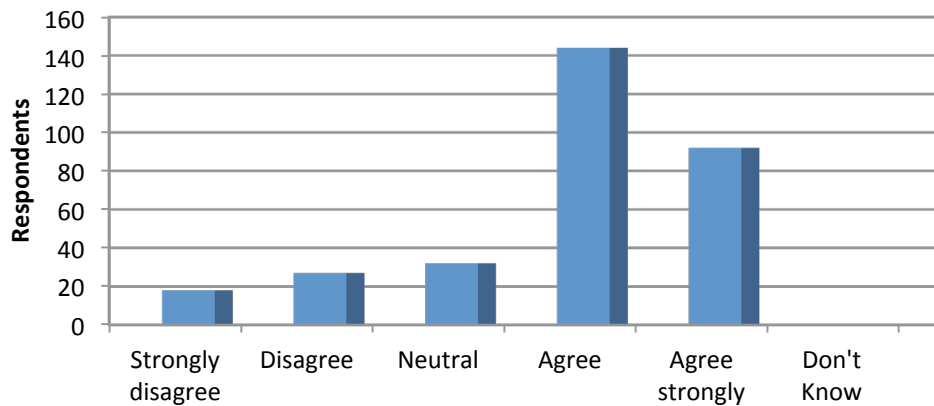
- Overall, passengers indicated Metro bus routes are easily accessible, convenient and run on schedules which enable riders to travel to work, school and other desired locations on time.
- 88% of respondents indicated that it is easy to board and disembark Metro buses.
- 77% of respondents indicated that it is convenient to purchase Metro bus fare media.
- 72% of respondents indicated that Metro bus drivers are both helpful and professional.
- 72% of respondents felt that using public transportation helps reduce pollution and contributes to maintaining a lower carbon footprint.
- 63% of respondents indicated that Metro bus stops are located in sensible areas, where riders feel safe and secure waiting for their buses to arrive.
- A majority of respondents stated they regularly use Metro buses for travel and are generally satisfied with the service.

Please Note: A suggested area of improvement included riders' access to interactive on-time bus data/schedules, which NFTA-Metro hopes to address in the near future.

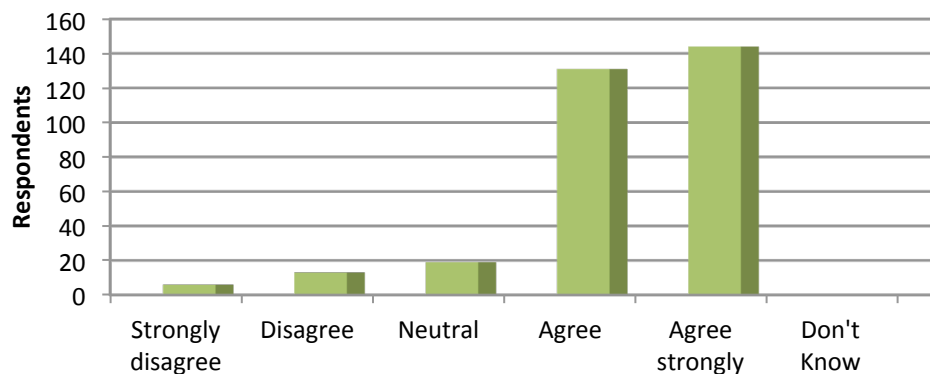
### The buses operate on the days and at the times that customers need them



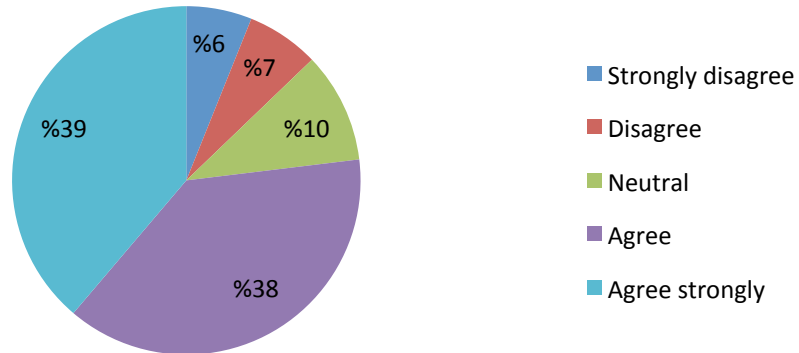
### The bus routes are conveniently located for customers



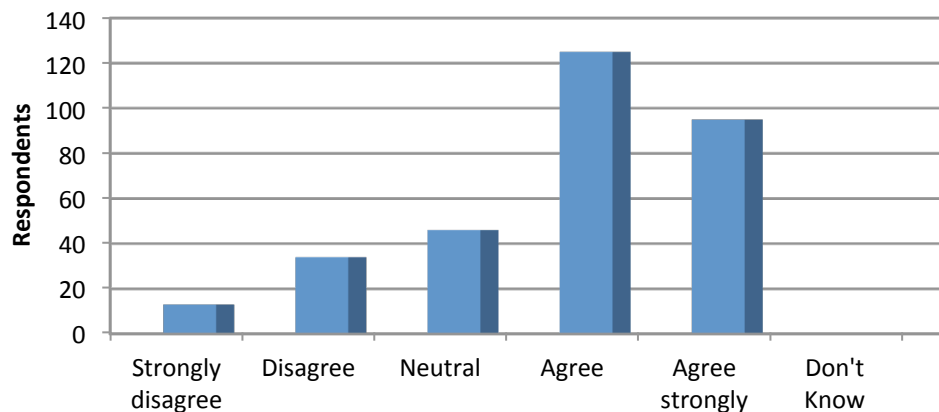
### It is easy for riders to get on and off the bus



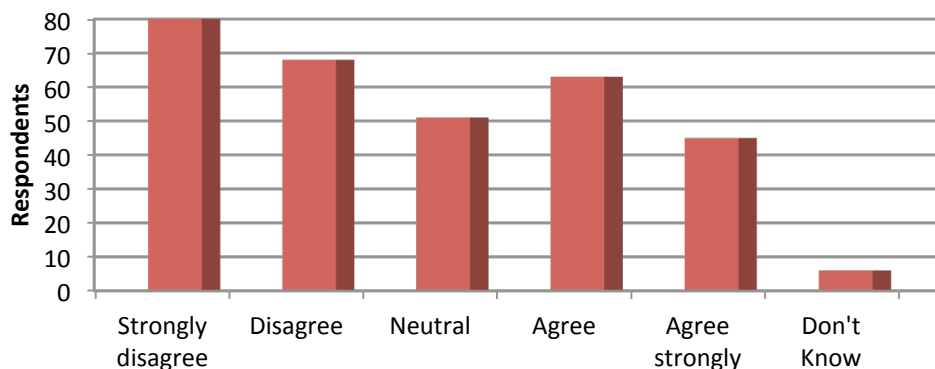
### It is convenient to pay the bus fare / buy tickets or passes



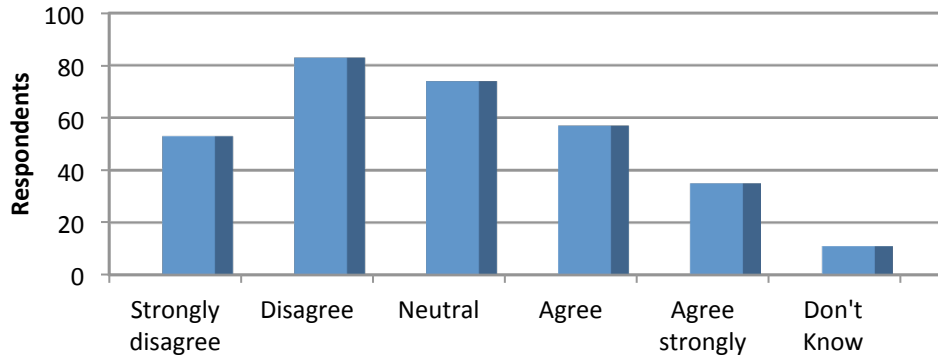
### It is easy to get information about the bus services



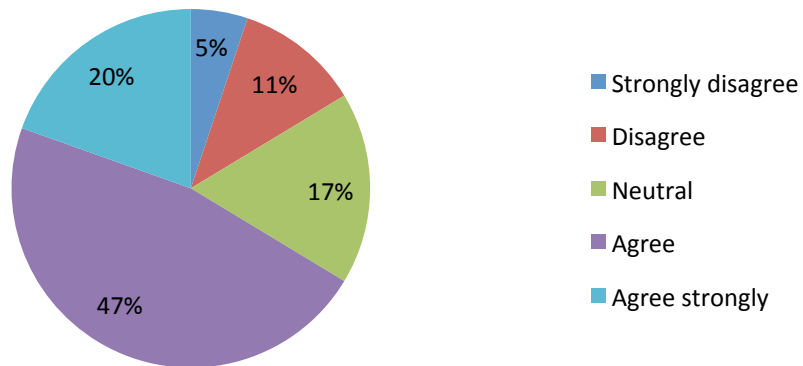
### It is easy for riders to find out if the buses are running on schedule



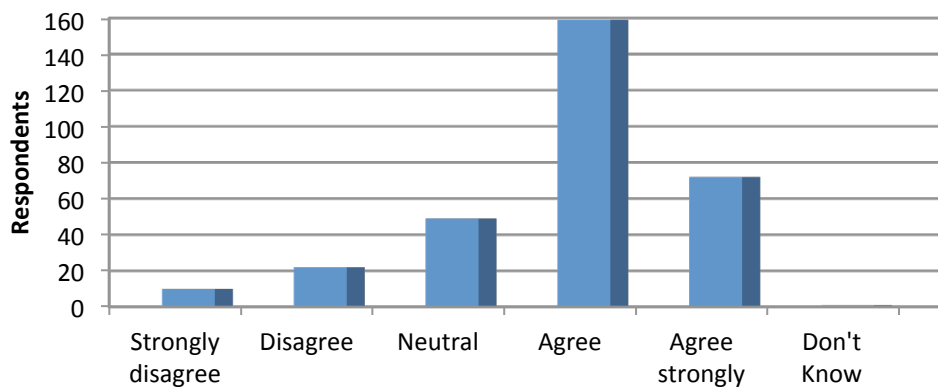
### If there are problems, riders can easily get information about alternative routes or schedules



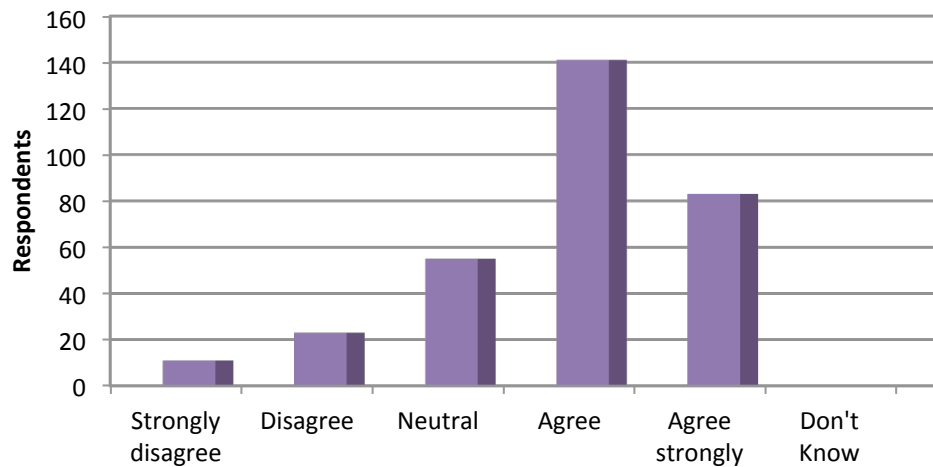
### The bus usually runs on time



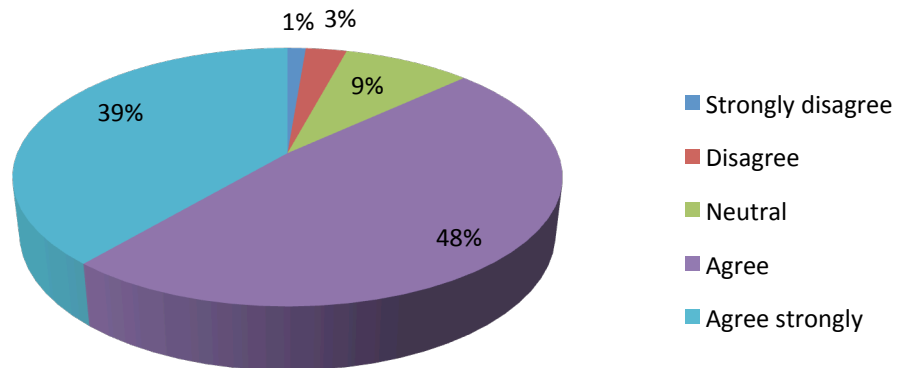
### The bus gets the riders to their destination in a reasonable amount of time



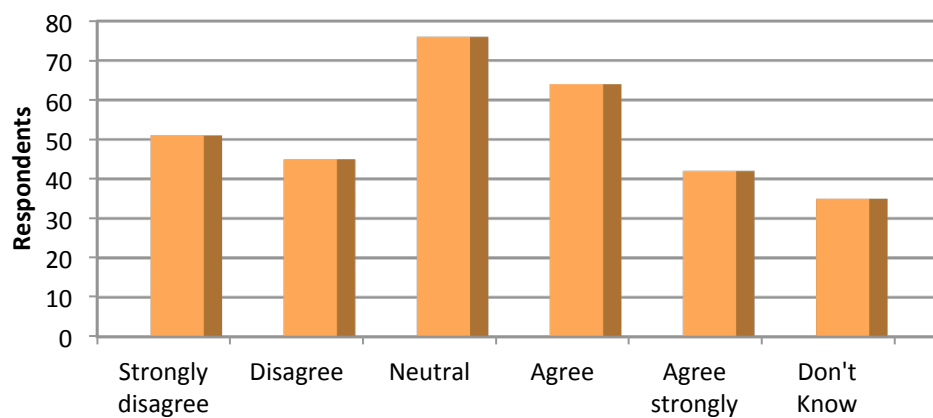
### Bus drivers are helpful and professional



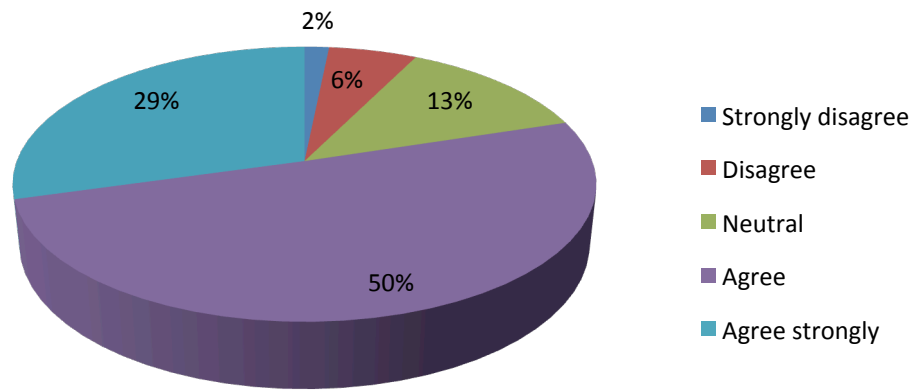
### Bus drivers look professional (appropriate uniform and neat)



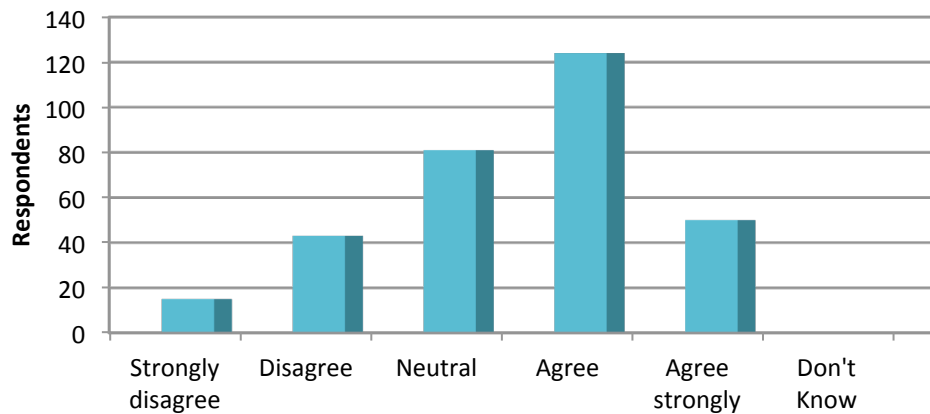
### The transit agency is responsive to customer complaints/problems



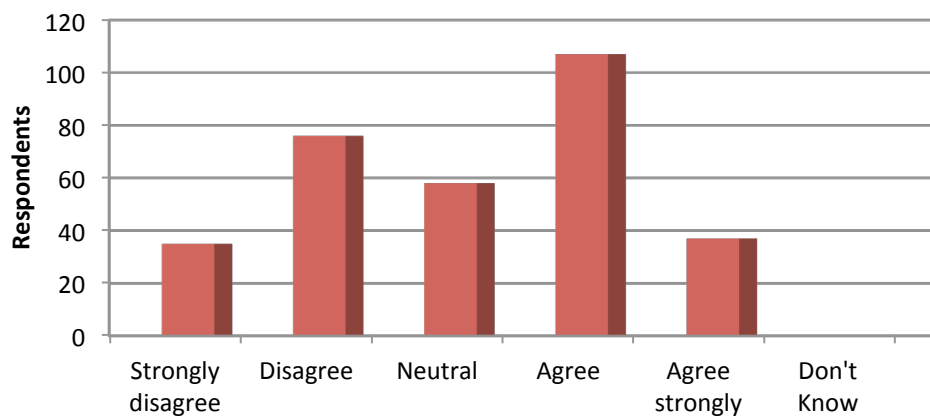
## The bus is well-driven



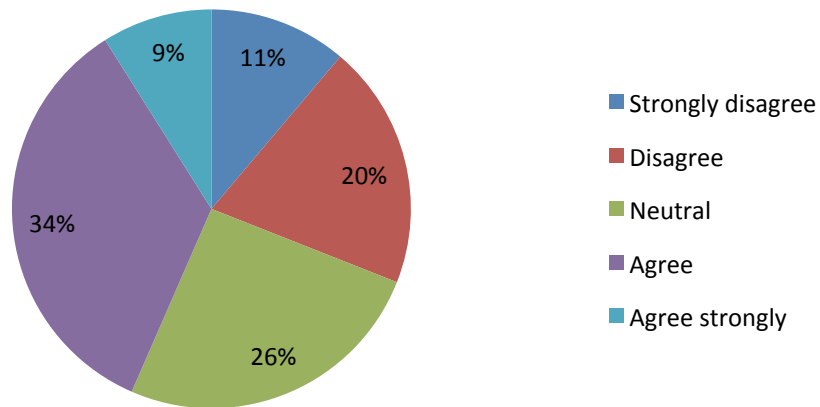
## The bus provides a comfortable environment



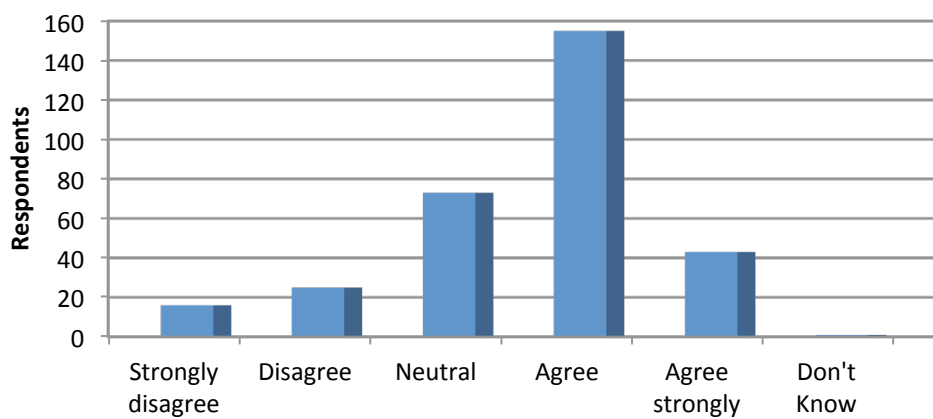
## There is enough seating/space on the bus



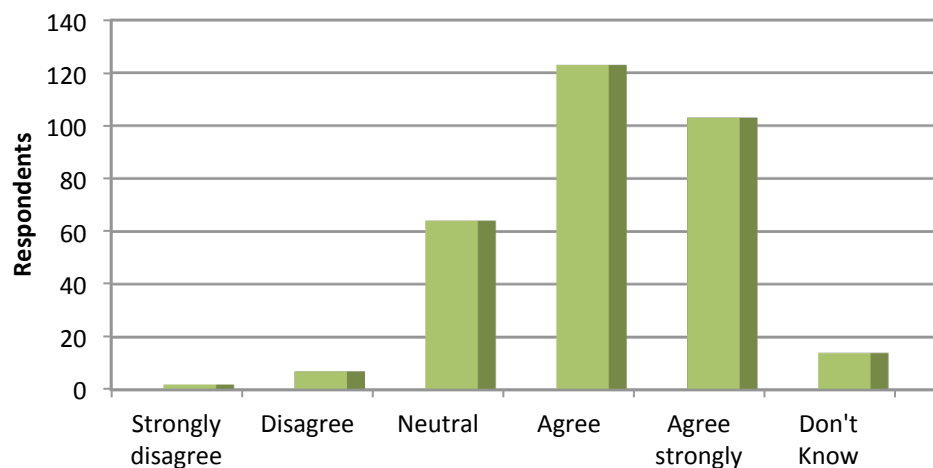
## The bus is clean



## Customers feel safe and secure while waiting for the bus

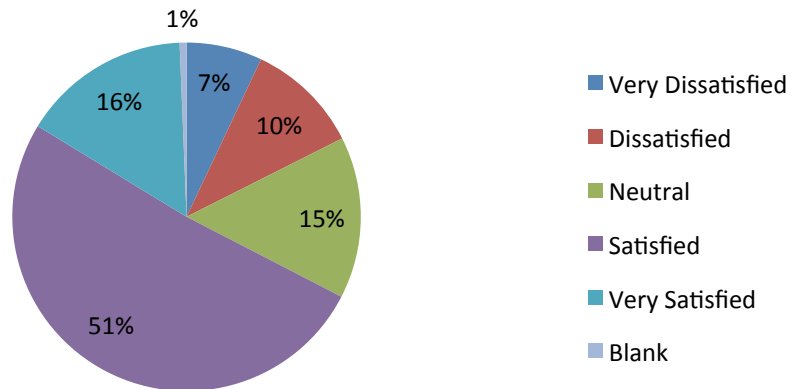


## The bus helps to reduce pollution

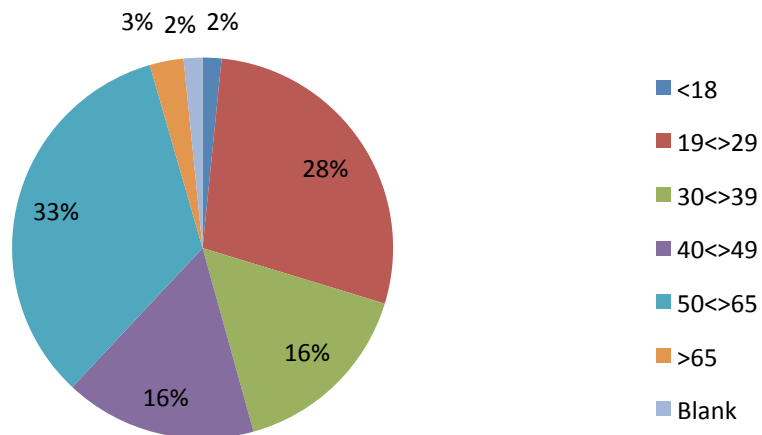




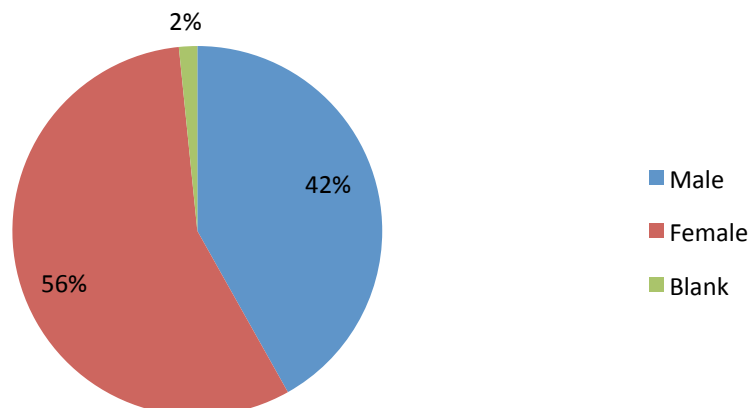
### How satisfied are the riders overall with the bus service?



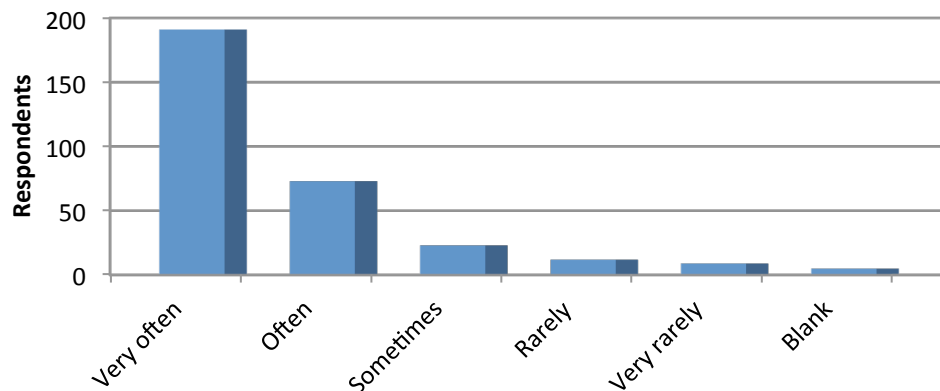
### What are the riders current age?



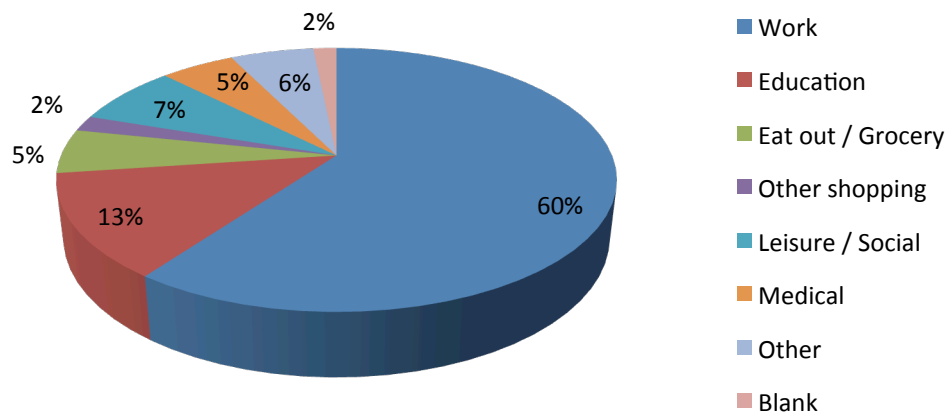
### What are the riders gender?



## How often do the customers use our buses?



## What was the purpose of the riders most frequent trip?



Thank you for your participation in our survey and continued support!



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