

# ***2023 Passenger Experience Survey: Findings and Next Steps***

*Rider Experience and Operations Committee*

*6/6/24*



# *Why we are here*

- Present results of 2023 Passenger Experience Survey
- Describe how we will use the results to improve service
- Today we are here to provide information. No action is needed.

***We will deliver a transit experience that is dependable, safe, clean, and available with informed riders, while striving to create an experience that is simple, seamless and intuitive.***



# *Description of the Survey*

# *The Passenger Experience Survey measures overall experience and performance across key categories*



**Passenger  
Characteristics**



**Overall  
performance**



**Foundational  
Categories**



**Specific  
drivers of  
performance**

# *“How much would you agree or disagree that ...”*

Safety regarding other people	Safe operation of the vehicle	Safety of the built environment	Accessibility
Dependability	Passenger care	Availability	Cleanliness
	Maintenance	Information	

# Then, we dive deeper into each category

How much would you agree or disagree that [PrimaryMode] is accessible?

Less than strongly agree

Strongly agree

Which of the following makes it difficult to access [PrimaryMode]? *(Select all that apply)*

- It is too crowded
- It is hard to pay the fare
- It is difficult to board/exit the vehicle
- It is hard to use when I have bags/strollers/bike/etc.
- It is hard to find parking
- Sound Transit does not have the accessibility features to address my disability
- Other, please tell us

Show if --  
"It is too crowded"  
had the greatest impact

What specifically  
made you say that?

There is no place to sit on the vehicle

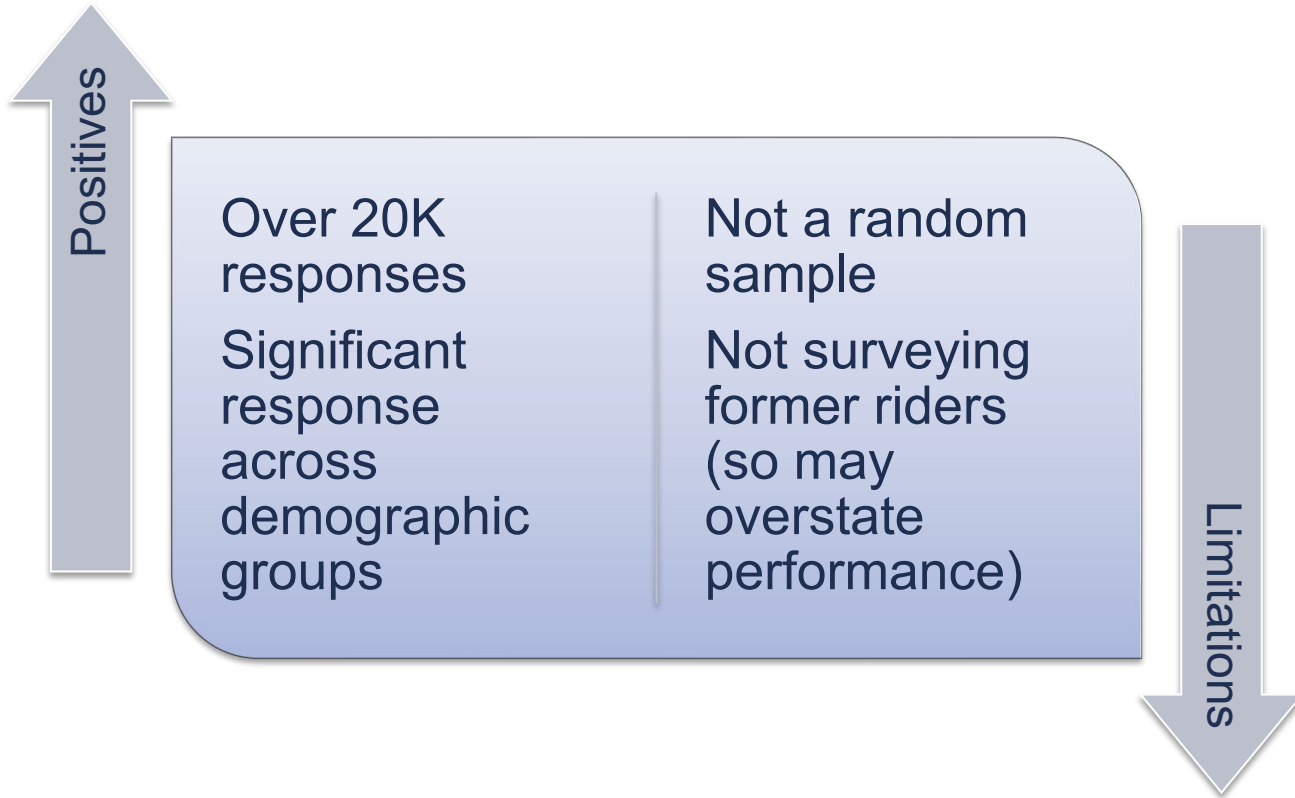
There is no place to sit at the station

There is nothing to hold onto while the vehicle is moving

I am worried about getting sick

Other (please tell us)

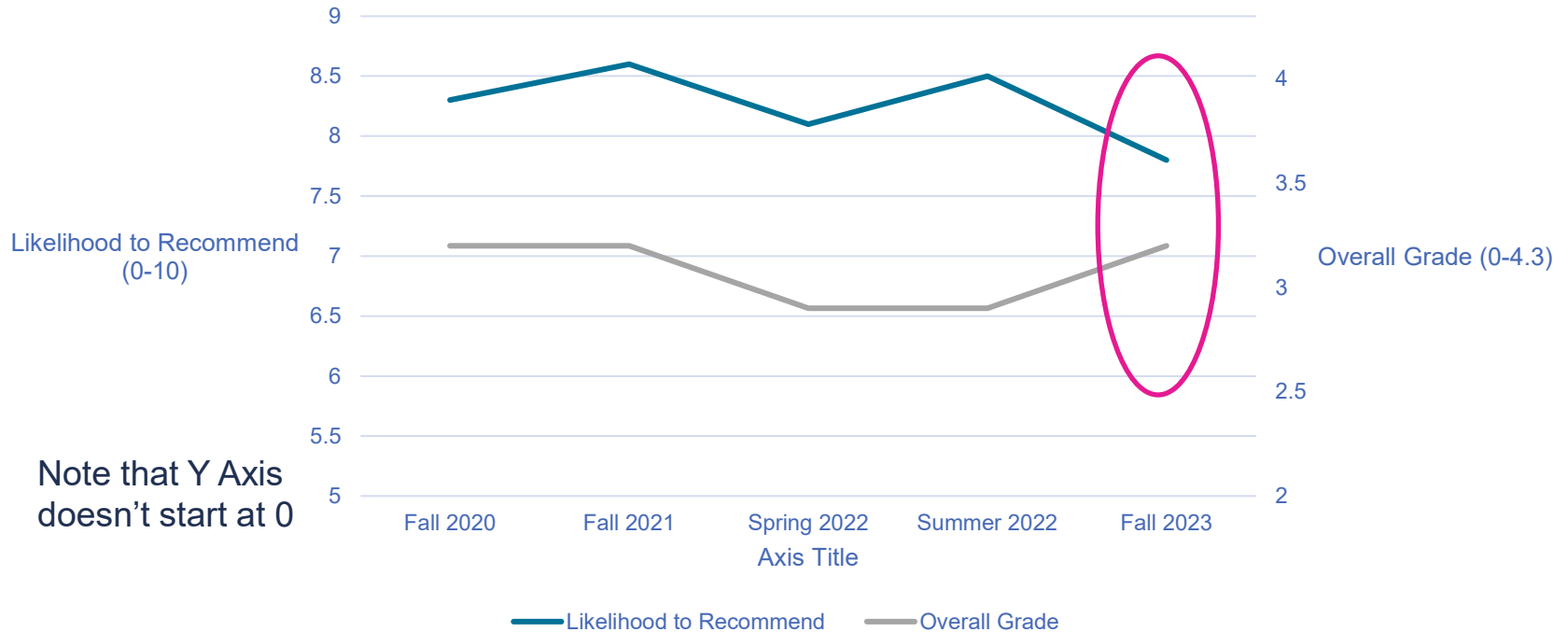
# Methodology and caveats





# *Overall Impressions of Sound Transit*

# Our overall grade went up, but likelihood to recommend decreased.



# What explains the discrepancy?

"I need ST. Most of my friends do not need ST. It is at best an option for them. But when something negative happens, that is what registers in their memory."

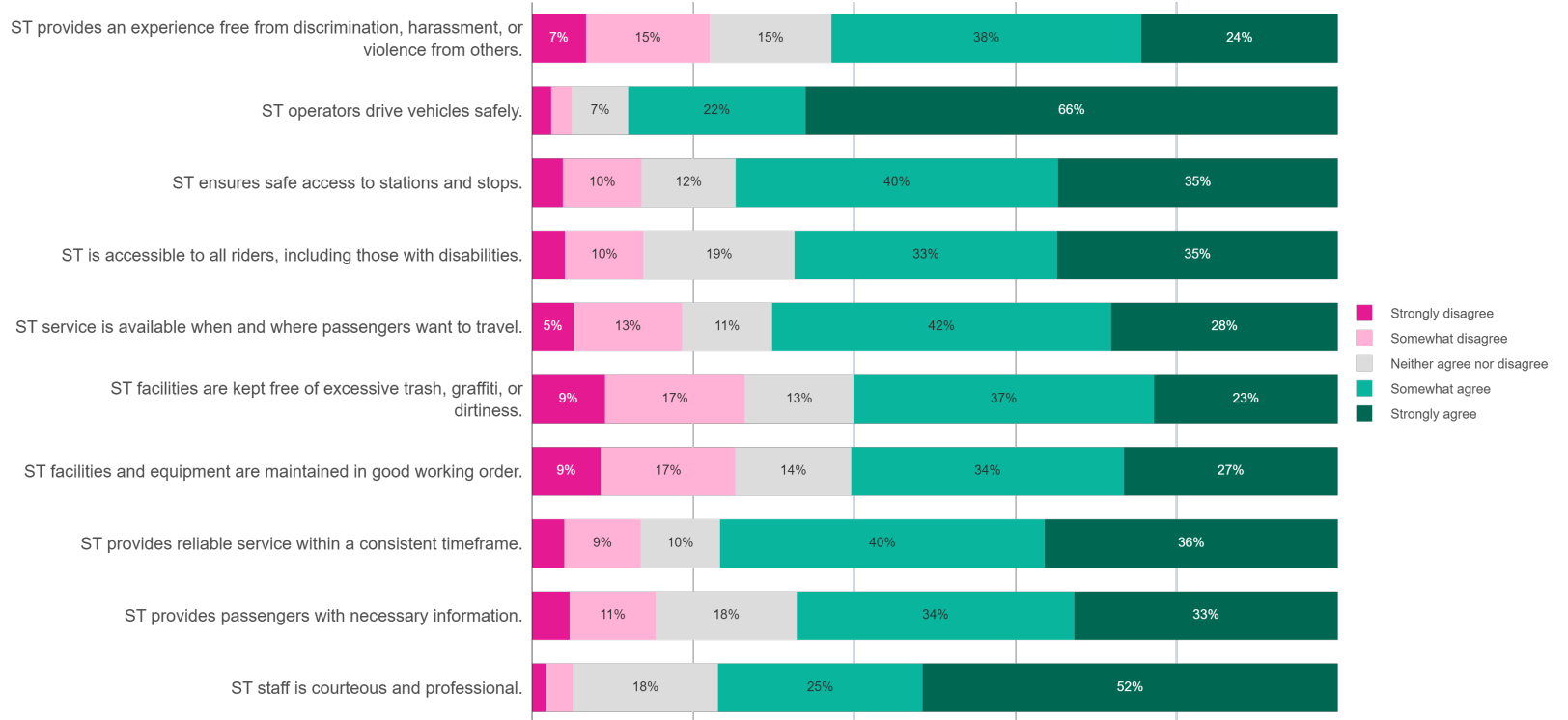
"I have certain needs in a commute - safe, reliable, affordable. For my friends and family, I also want them to be happy and healthy."

"I'd be much more critical of possible difficulties when recommending ST to family and friends vs. ST overall."

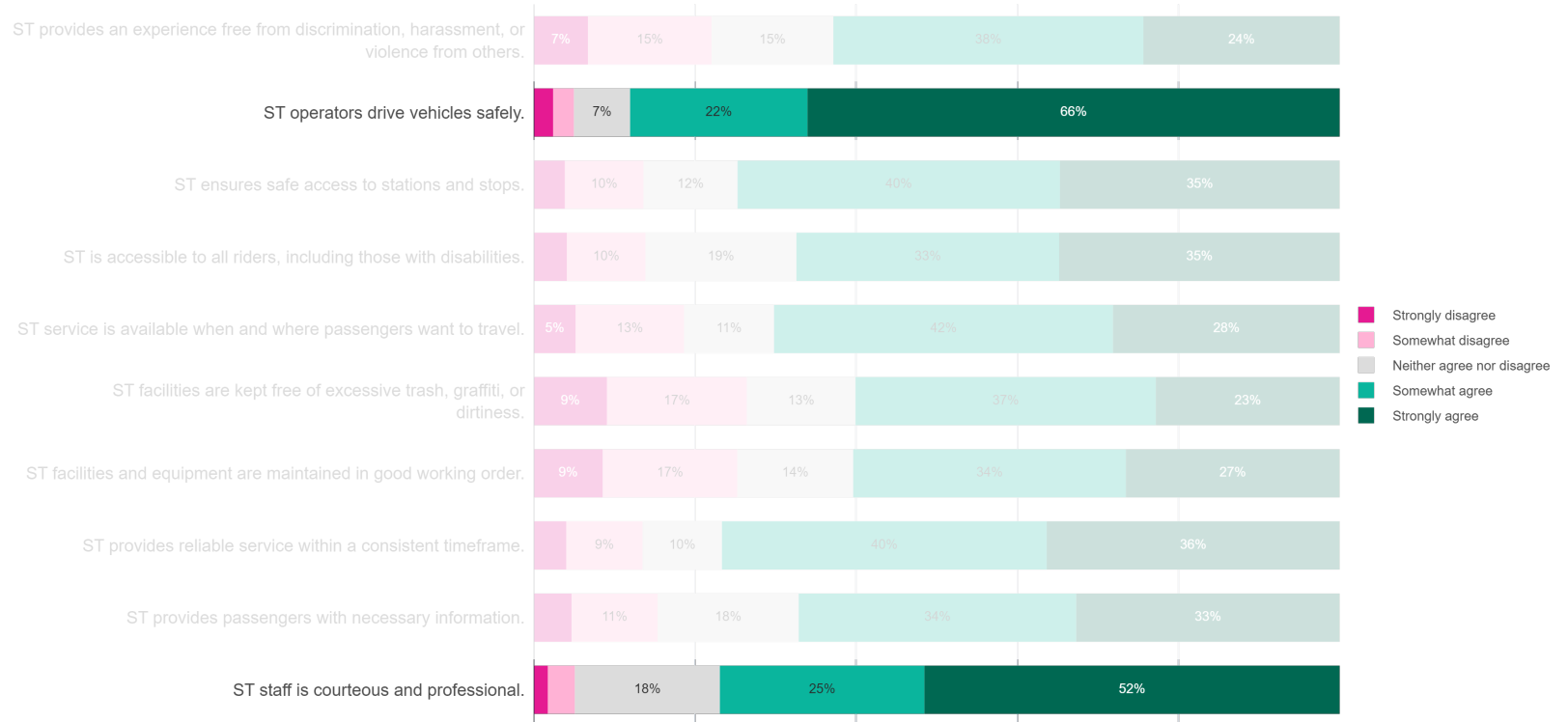


# *Category-Specific Results*

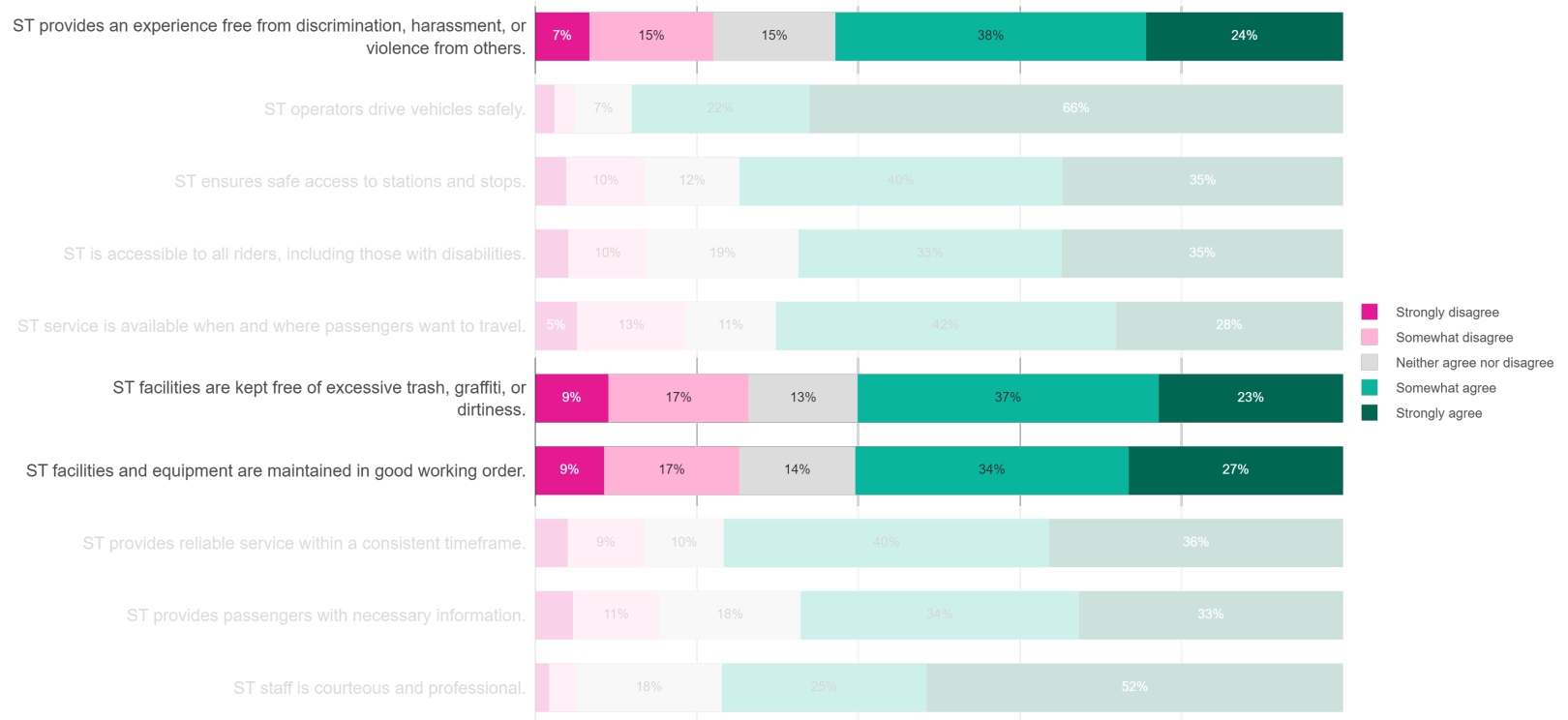
# “How much would you agree or disagree that ...”



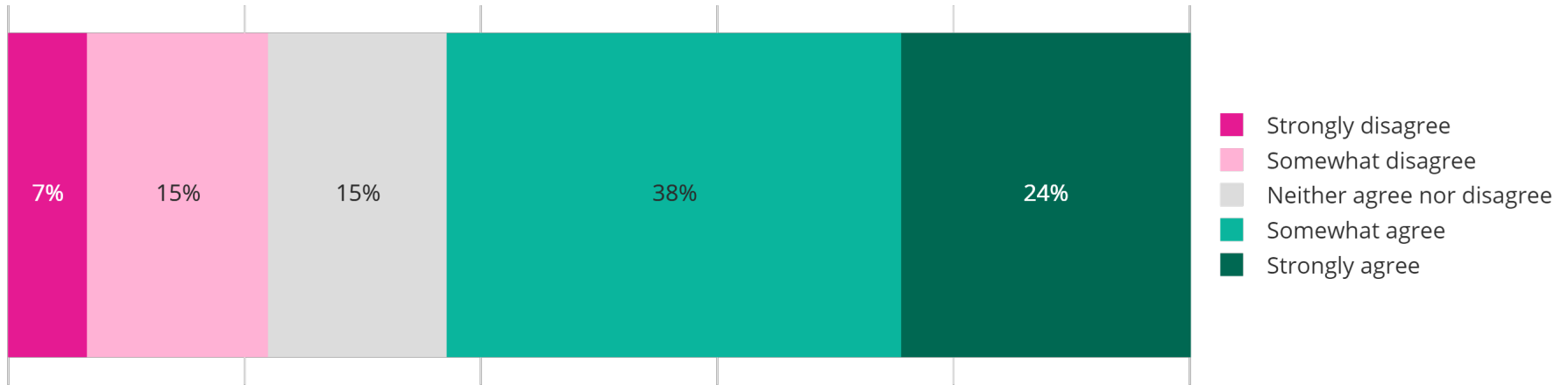
# Passengers feel best about ...



# The biggest areas for improvement are ...



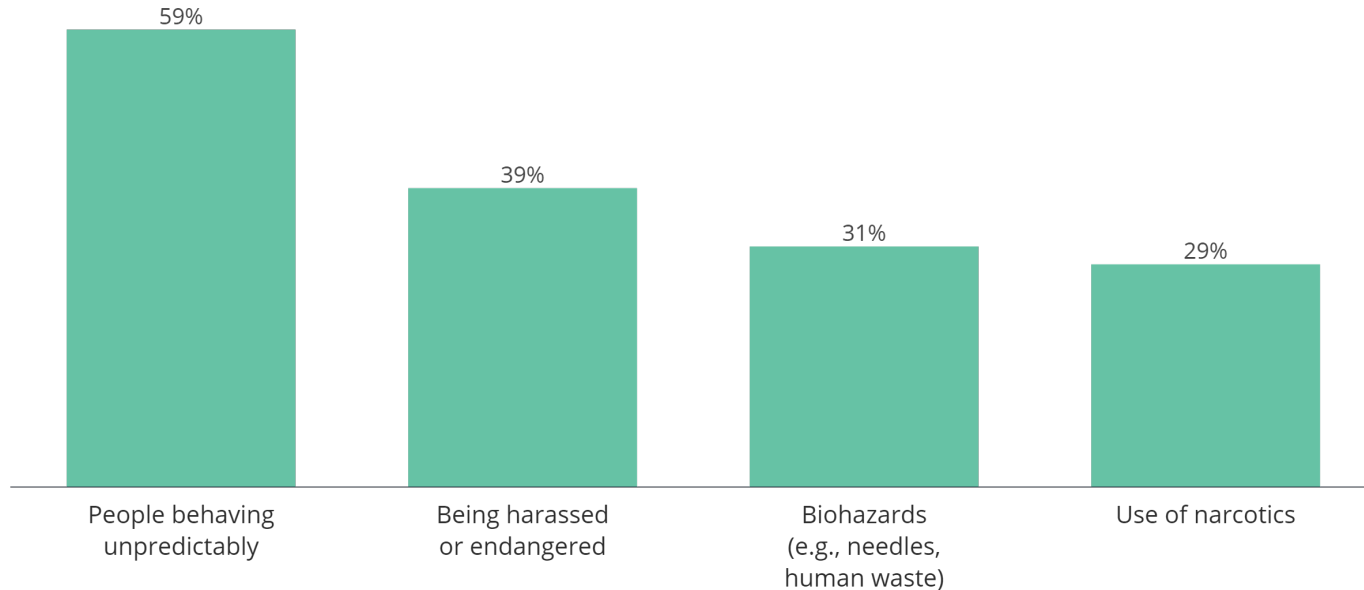
# *Safety regarding other people is the most important driver of passenger satisfaction.*



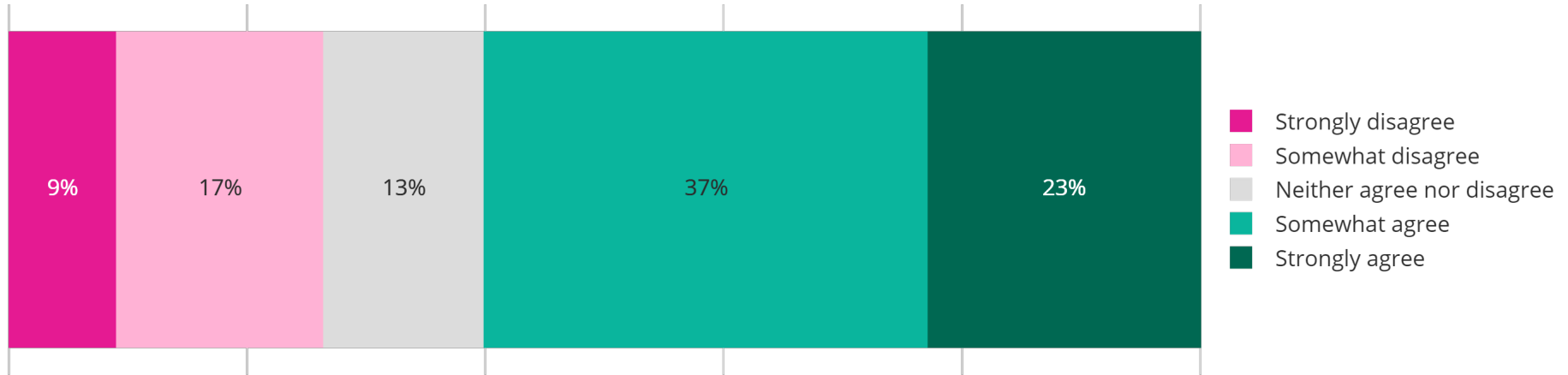


# People are most concerned about unpredictable behavior

Top Safety Difficulties (Other People)

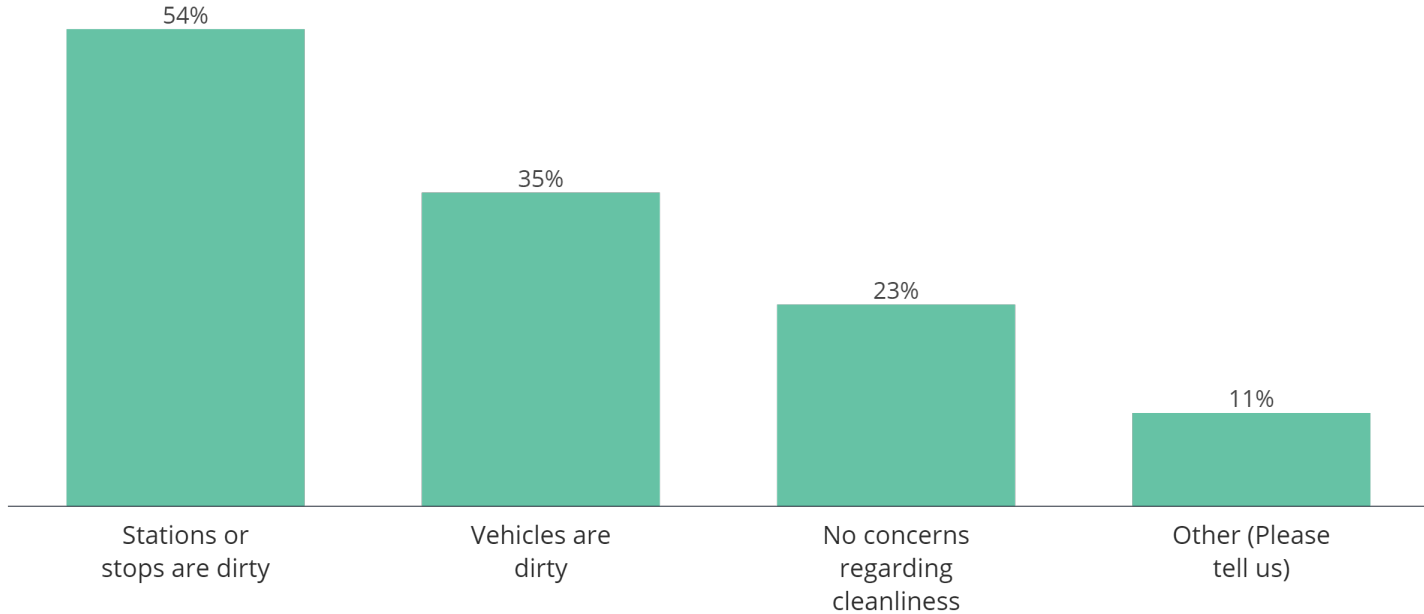


# *Cleanliness is also very important to our passengers*

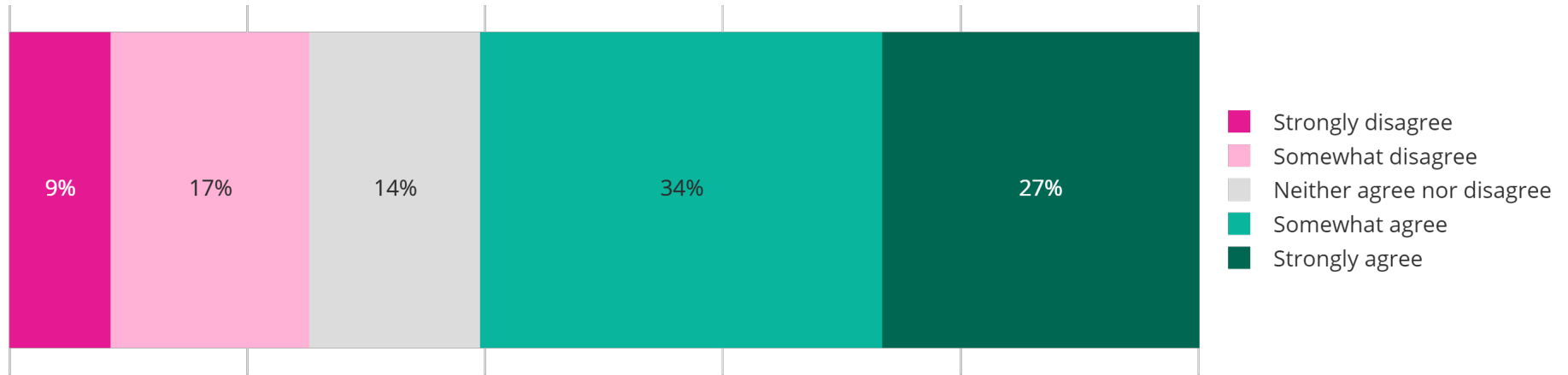


# Stations and stops were the biggest complaint

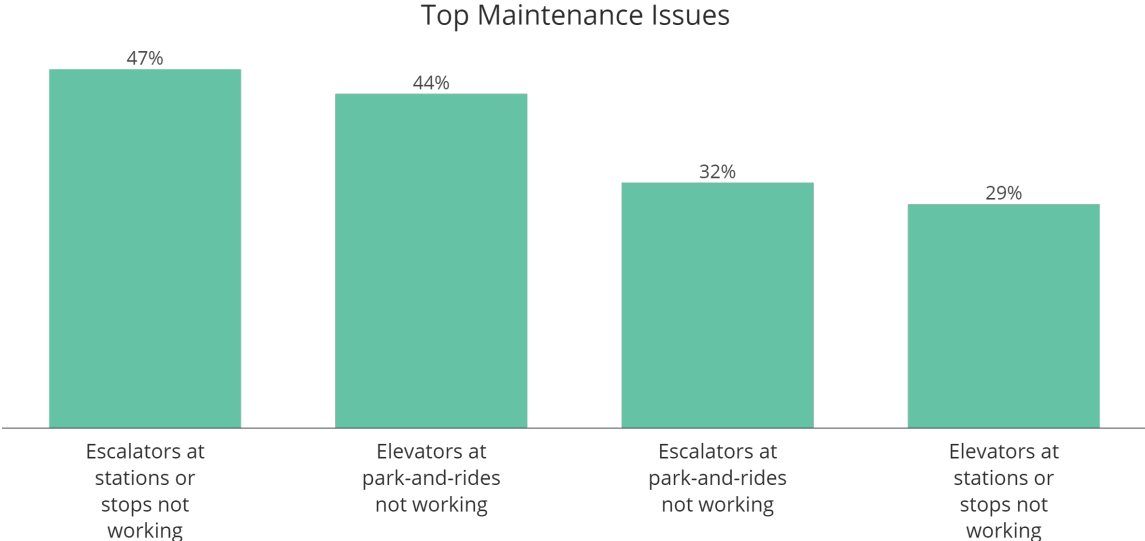
Top Cleanliness Difficulties



# Poorly-maintained facilities matter to our passengers



# *Escalators and elevators were mentioned most often*



***Using Survey Results to  
Improve Performance***

# *Work has been ongoing to improve performance based on passenger feedback*

## Maintenance

- Elevator and escalator monitoring
- Improved analysis
- Better signage during outages

## Cleanliness

- Link station deep cleaning
- End of line train cleaning
- Bird deterrents

## Safety and Security

- Increased contracted security staffing
- Created FAST team for 24/7 incident response
- Established agreements with local law enforcement in service area

# We are developing topic-specific infographics to get information where it needs to be

TOP PAIN POINT

Real-time updates for unplanned delays

are

Most difficult to find

and

Least available when needed

MOST IMPACTFUL ACCESSIBILITY ISSUES

Of respondents who have a disability...

38% said

Elevators and escalators not working

11% said

Vehicle is too crowded

10% said

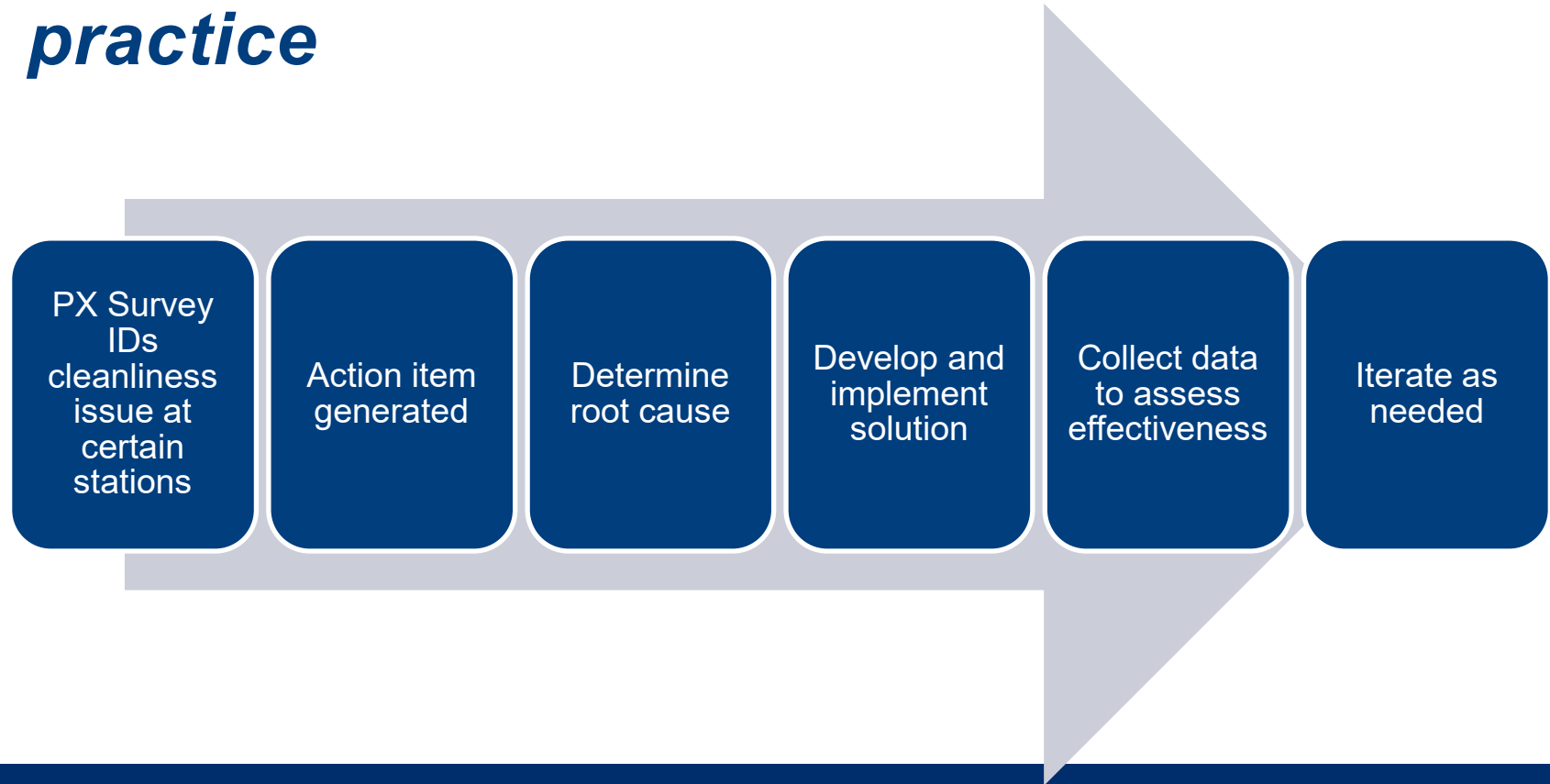
Difficult to ride with bags, wheelchair, etc.

#1 most impactful accessibility issue

"Of all the accessibility issues you have encountered, which one has the greatest impact?"



# *Here's what this could look like in practice*



*Thank you.*



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