

# Connecticut DOT Customer Experience (CX) Action Plan

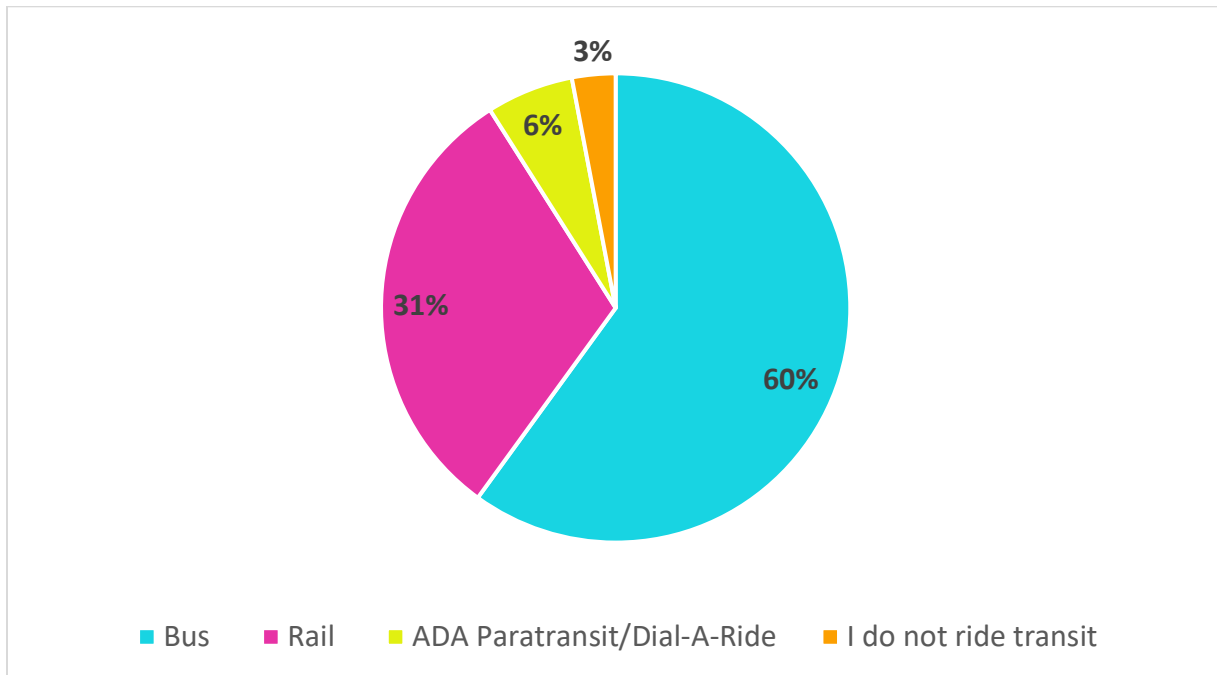
## Online Survey Results Summary

The Customer Experience (CX) Action Plan team developed an online survey to gather feedback from public transportation riders on their experiences using public transportation in Connecticut. Survey results were used to identify pain points in a customer’s journey and support the development of CX Action Plan. The survey was made up of a series of modules representing different aspects of the transit customer journey, including **trip planning, fares, stations and stops, schedule and frequency, boarding and exiting, on-board, and reliability.**

### Responses

The survey received over 9,800 unique page visits and respondent demographics were consistent with Connecticut Census data regarding age, race, and income.

- Over 4,300 responses were recorded.
- Over 4,000 respondents answered at least half of the survey questions.
- Over 1,700 unique respondents submitted over 3,100 comments.
- The majority of respondents indicated bus as their primary mode of transit.



### Format

The survey was developed on a custom-built platform that was accessible via desktop, laptop, tablet, or smart phone. Paper surveys with self-addressed stamped envelopes were available at pop-up events and could be requested via phone/email. The survey was offered in six

languages that represent the top six languages spoken in Connecticut according to the 2020 Census: English, Spanish, Haitian Creole, Mandarin, Polish, and Portuguese.



The image of the survey above shows all seven modules and the demographics section, “Tell us about Yourself.” Module order was randomized for each user as to not bias response rate to one module. Each module represented an aspect of the customer journey and had a series of multiple choice and “agree” or “disagree” questions. In addition, every module had an open field for respondents to share comments.

Before respondents answered module questions, they completed an introductory section that asked them for their primary transit mode (bus, rail, or ADA Paratransit/Dial-A-Ride), their overall rating of their transit experiences in Connecticut, their zip code, and contact information.

## Comments

Over 4,000 comments from 1,700 unique respondents were collected as part of the survey. Each complete comment was “tagged” to identify what module or aspect of the customer journey the comment was about.

Module	Number of Comments
Trip Planning	534
Fares	567
Stations and Stops	550
Schedule and Frequency	1,017
Boarding and Exiting	249

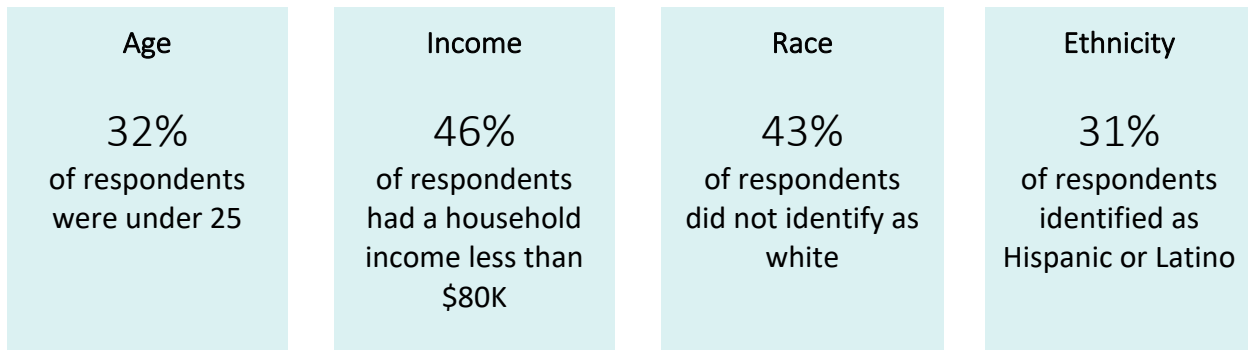
<b>On-Board</b>	941
<b>Reliability</b>	604

## Demographics Summary

The survey collected demographic information on respondents including:

- Age
- Community type
- Home ownership or rental
- Gender
- Hispanic, Latino, or Spanish origin
- Ethnicity
- Number of people in the household
- Household income
- Vehicle ownership
- Primary language spoken at home

All demographic questions were voluntary and about 3,000 respondents chose to share their information.



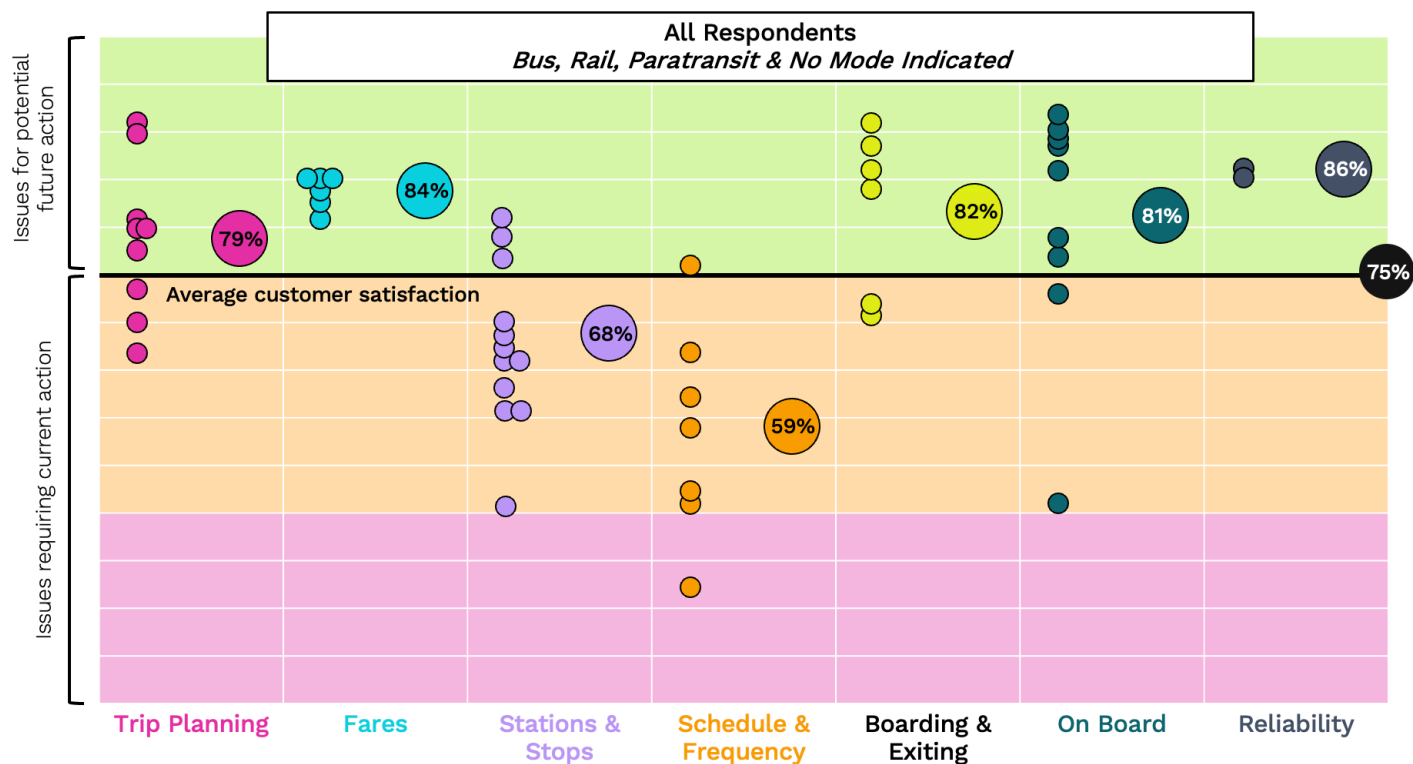
More detailed demographic data for specific categories and breakdowns and comparisons to the Connecticut 2020 Census data can be found in Appendix II.

## Summary Visualizations of Survey Responses

To analyze survey responses, visualizations were generated for each mode and all modes combined that show the respondent satisfaction by question and the average respondent satisfaction by module. Each small point represents the average respondent satisfaction for an individual question in the module. Each large point represents the average respondent satisfaction by module. The overall average satisfaction across all respondents and modules was 75% and is noted on the right side of each visualization as a reference point.

Using the systemwide satisfaction rating of 7.5 as a benchmark, questions where respondents were less than 75% satisfied were identified as pain points.

Response percentages for each question by module can be found in Appendix IV.



Across all modes (bus, rail, ADA Paratransit/Dial-A-Ride) the modules that had the lowest satisfaction were **stations and stops** (68%) and **schedule and frequency** (59%).

In **trip planning**, respondents had trouble finding parking information, navigating transit websites, and for Paratransit/Dial-A-Ride customers, making reservations online.

In **fares**, respondents were satisfied. It is important to note free fares were in effect at the time the survey was active which most likely influenced fare responses from bus respondents. In **stations and stops**, respondents were dissatisfied with real-time information about transit vehicles, access to schedule information, customer service, availability of ticket vending machines, availability of satisfactory shelters, availability of food and bike storage, and how well stations and stops are maintained.

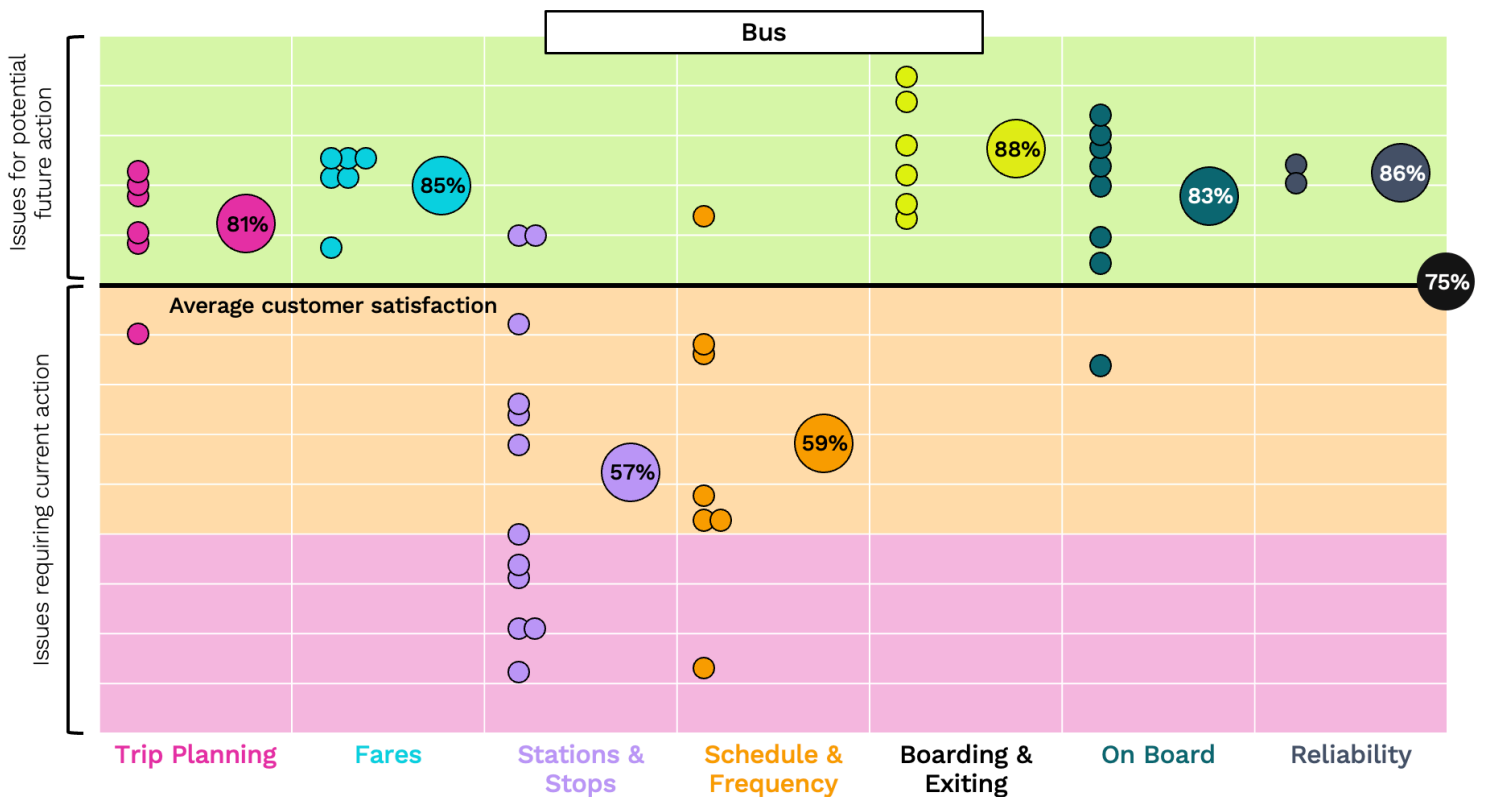
In **schedule and frequency**, respondents reported that there is not sufficient service in off-peak periods and during the weekends, and there is not early or late enough service though out the week.

In **boarding and exiting**, respondents said that it takes too long for them to get on and off transit vehicles.

In **on-board**, respondents noted that stops are not automatically announced and that bathrooms on rail cars are not clean.

In **reliability**, while over 86% of respondents indicated that service was reliable most or all the time, the goal should be 100%. The project team identified improving reliability as an opportunity, even though it did not fall below the 75% benchmark.

Over 50% responded that walking was the primary way they get to their transit stop or station as well as to get to their final destination.



The customer satisfaction for bus respondents was lowest for **stations and stops** (57%) and **schedule and frequency** (59%).

In **trip planning**, bus respondents indicated that they had trouble with finding parking information at stops.

In **fares**, bus respondents were satisfied. It is important to note free fares were in effect at the time the survey was active which most likely influenced fare responses from bus respondents.

In **stations and stops**, bus respondents were dissatisfied with lighting, customer service, real-time information about transit vehicles, access to schedule information, customer service,

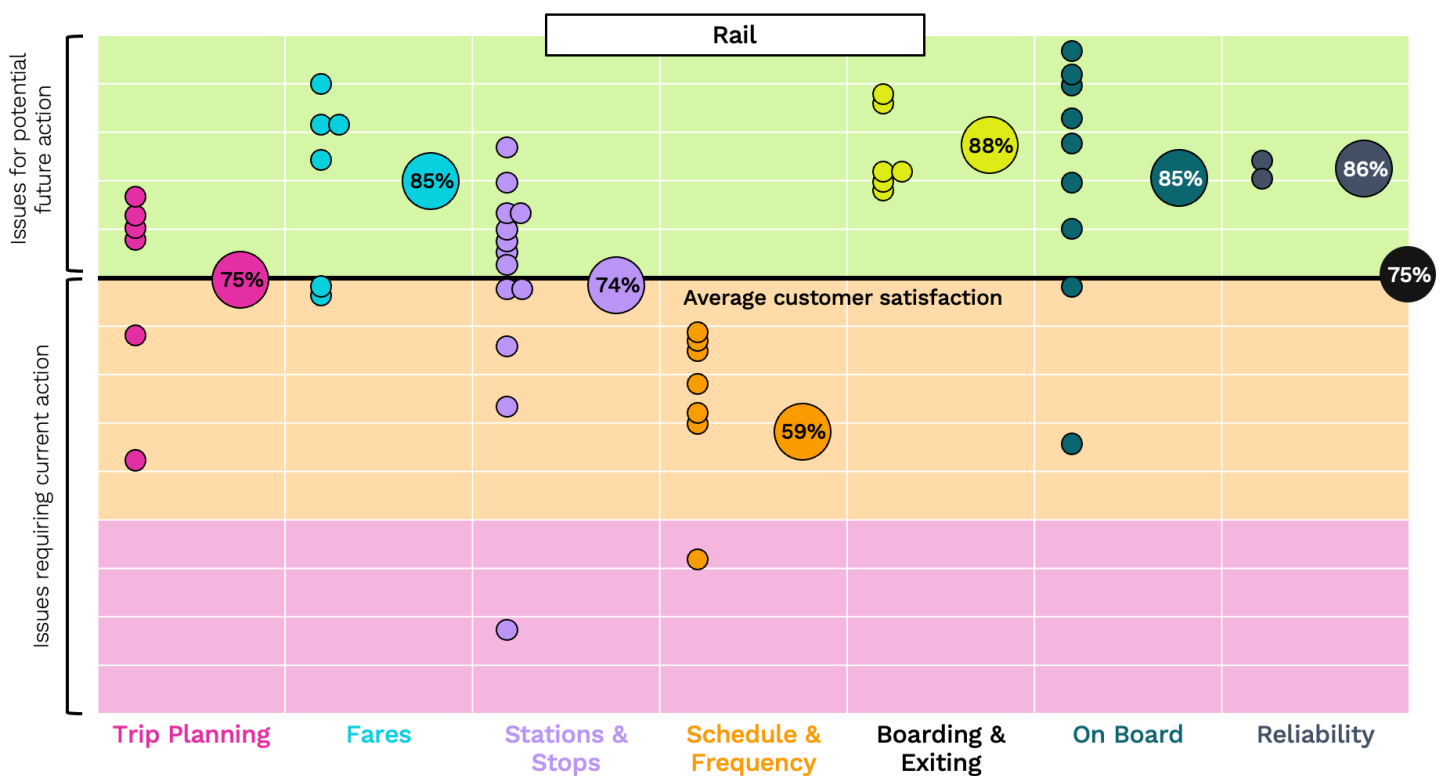
availability of ticketing vending machines, availability of satisfactory shelters, availability of food and bike storage, and how well stations and stops are maintained.

Aligning with all respondents, in **schedule and frequency**, bus respondents reported that there is not sufficient service in off-peak periods and during the weekends, and there is not early or late enough service throughout the week.

In **boarding and exiting**, bus respondents were satisfied with the boarding and exiting process.

In **on-board**, bus respondents noted that stops are not automatically announced and that vehicles are not always clean.

In **reliability**, while over 86% of bus respondents indicated that service was reliable most or all the time, the goal should be 100%. The project team identified improving reliability as an opportunity, even though it did not fall below the 75% benchmark.



The customer satisfaction for **rail** respondents was lowest for **schedule and frequency** (59%).

In **trip planning**, rail respondents had trouble finding parking information at their stations and navigating transit websites.

In **fares**, rail respondents said that their ticket prices were too expensive.

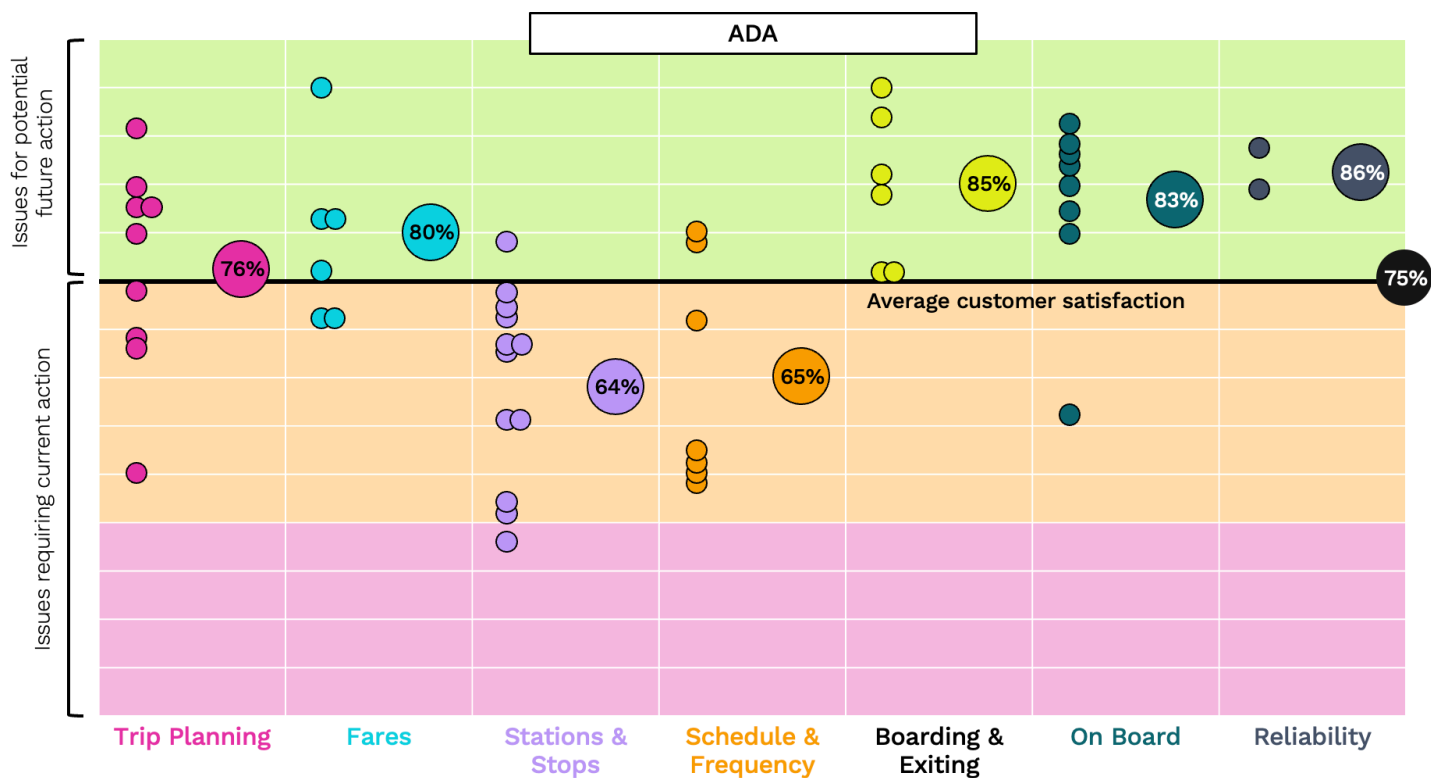
In **stations and stops**, rail respondents were dissatisfied with customer service, real-time information about vehicles, access to schedule information, and availability of food.

All points in **schedule and frequency** rated below the average satisfaction for rail respondents including weekday and weekend service not running early or late enough and peak and off-peak service not meeting respondents' needs.

In **boarding and exiting**, rail respondents were satisfied with the boarding and exiting process.

In **on-board**, rail respondents indicated that their seats are not comfortable and the restrooms on-board rail cars are not always clean.

In **reliability**, while over 86% of rail respondents indicated that service was reliable most or all the time, the goal should be 100%. The CX team identified improving reliability as an opportunity, even though it did not fall below the 75% benchmark.



In alignment with the other modes, the customer satisfaction for paratransit respondents was lowest for **stations and stops** (64%) and **schedule and frequency** (65%).

In **trip planning**, paratransit respondents reported they can have trouble using planning apps and navigating provider websites. While paratransit respondents were satisfied with the reservation process and hours of operation for the reservation center, they indicated that they

do not always have the option to reserve trips online and would like the ability to schedule on-demand trips providing more flexibility.

In **fares**, paratransit respondents noted that ticket prices are too expensive and that they do not have an app available for ticket purchase.

In **stations and stops**, paratransit respondents were dissatisfied with identification of stops, lighting, customer service, real-time information about transit vehicles, access to schedule information, customer service, availability of ticketing vending machines, availability of satisfactory shelters, availability of food and bike storage, and how well stations and stops are maintained.

In **schedule and frequency**, paratransit respondents reported that there is not sufficient service in peak periods and during the weekends, and there is not early or late enough service though out the week.

In **boarding and exiting**, paratransit respondents were satisfied with the boarding and exiting process.

In **on-board**, paratransit respondents noted that stops are not always announced.

In **reliability**, while over 86% of paratransit respondents indicated that service was reliable most or all the time, the goal should be 100%. The CX team identified improving reliability as an opportunity, even though it did not fall below the 75% benchmark.

Please note:

There are many types of ADA Paratransit and Dial-a-Ride services across the state. ADA Paratransit and Dial-A-Ride customers may use multiple services to reach their final destinations which requires connections between services in different regions of the state. It is important to note that not all these factors are reflected in quantitative survey responses. Substantive comments, focus groups, and further outreach has informed a more comprehensive view of paratransit services across Connecticut. Due to this fact, survey responses do not always align with what one may expect of paratransit users.

In addition:

- Some respondents may be identifying as ADA/Paratransit customers and are using the accessible features on fixed route buses. Their answers may be more consistent with a customer who identifies as “Bus” customer.
- Many respondents did not identify a mode they travel on but may be providing comments related to ADA Paratransit/Dial-A-Ride service.
- The survey was conducted during a period of free fares for fixed-route bus and ADA Paratransit/Dial-A-Ride which might have influenced the answers of respondents in the **Fares** module of the survey.