

Spring 2022 Long Beach Service Area and Carson Customer Survey

Presented by
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Customer Relations and Communications
October 27, 2022



Today's Presentation

- Survey methodology and highlights
- Comparison of results to trends
- Carson customer survey



Objectives of Surveys



- Compare current customer perceptions versus before the pandemic
- Assess customers' perceptions to build back better
- Develop a baseline understanding of Carson-area customers' service perceptions



Customer Survey Methodology

- Conducted in-person and at bus stops in Spring 2022
- Available in English, and Spanish

**602 Total
Responses
(Long Beach)**



**350 Total
Responses
(Carson)**

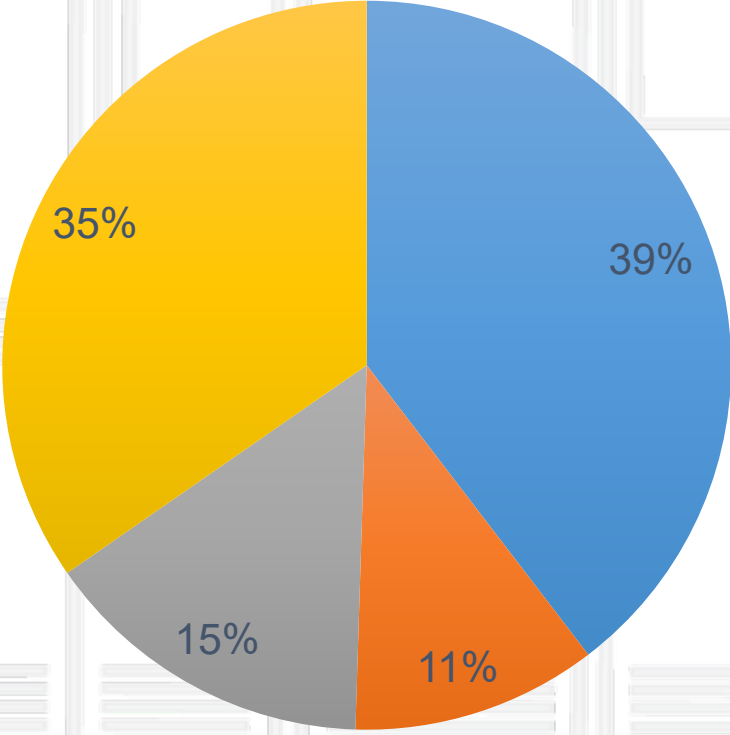


Long Beach Service Area Results



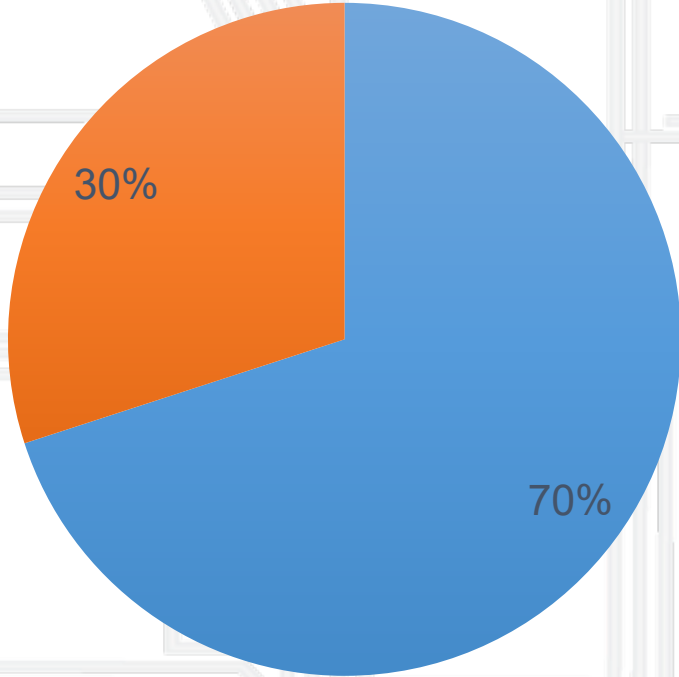
Customer Survey Highlights – Long Beach Service Area

How Long Have You Ridden LBT?



■ 5 Years or more ■ 3 - 4 Years
■ 1 - 2 Years ■ 1 Year or less

Is LBT Your Primary Means of Transportation?



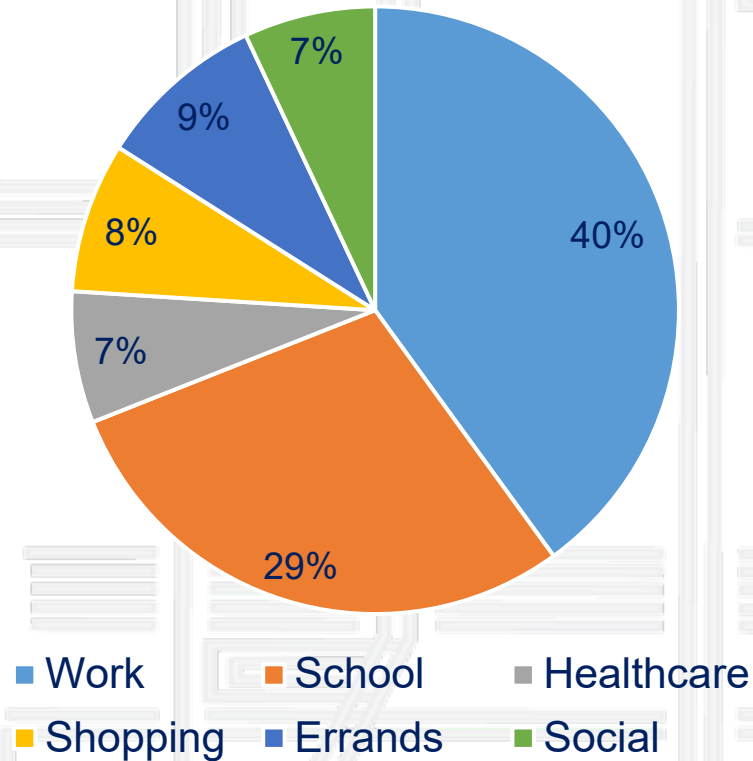
■ Yes ■ No



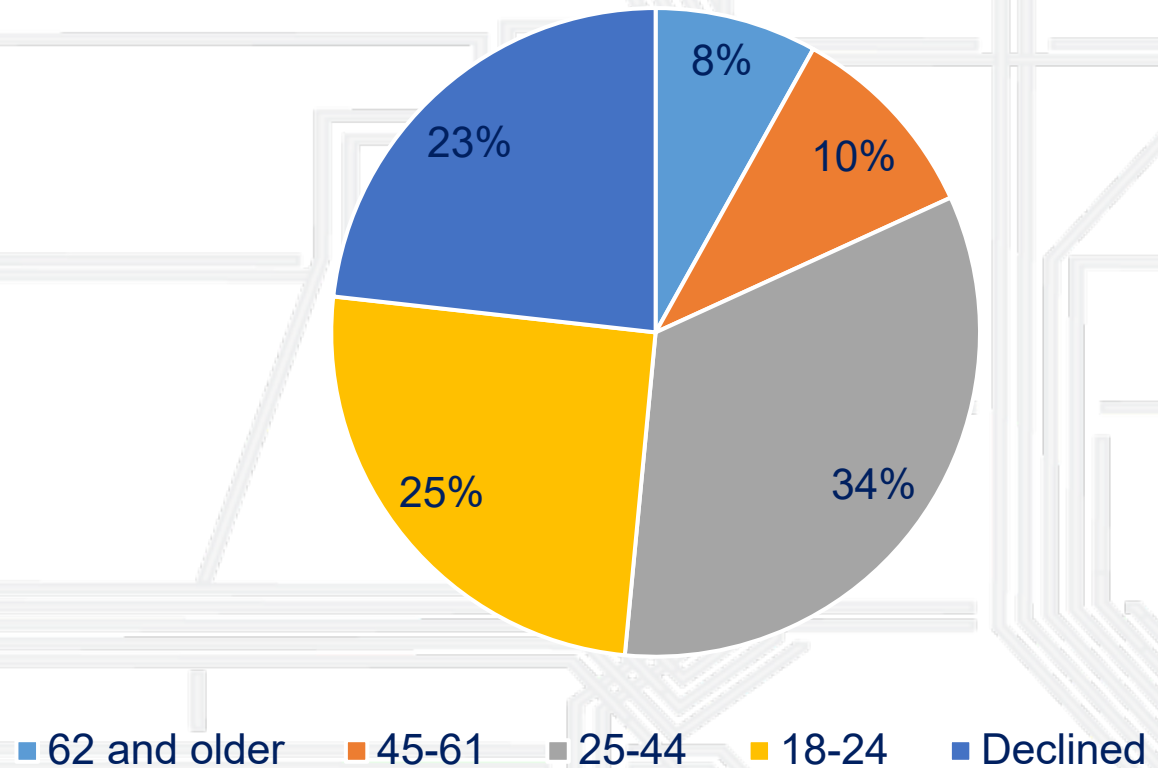
Customer Survey Highlights – Long Beach Service Area

Customers are workers and students mostly under 45

When You Ride, What is the Primary Purpose of Your Trip?

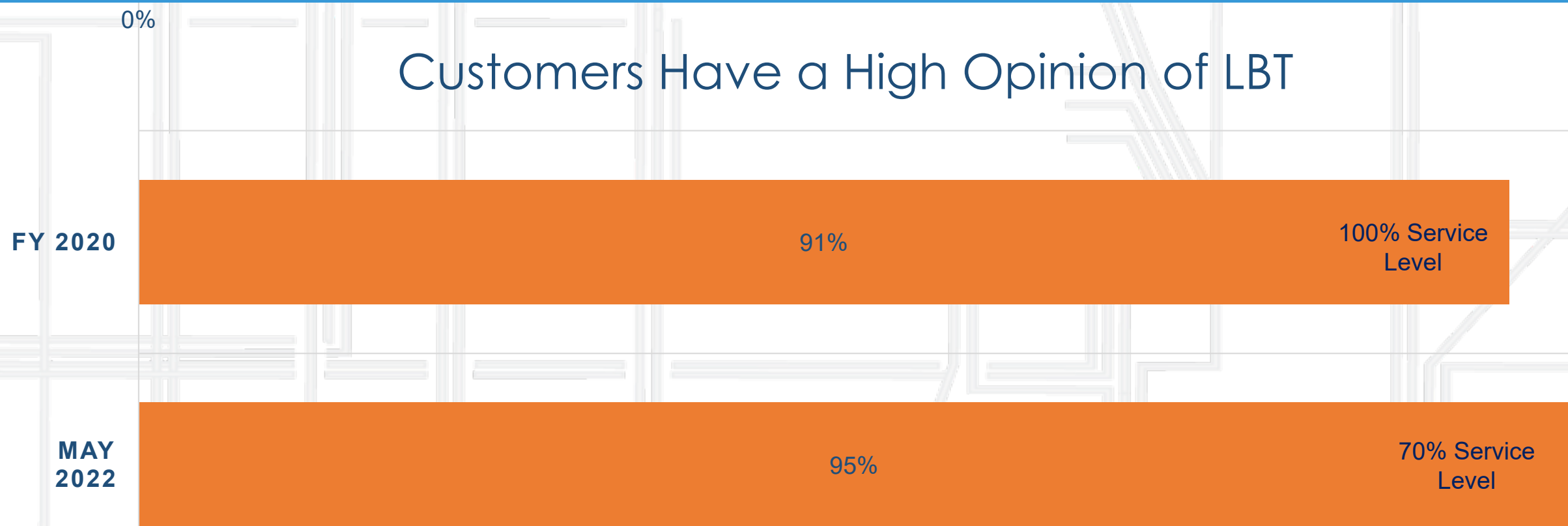


Age of Customers (% of total)



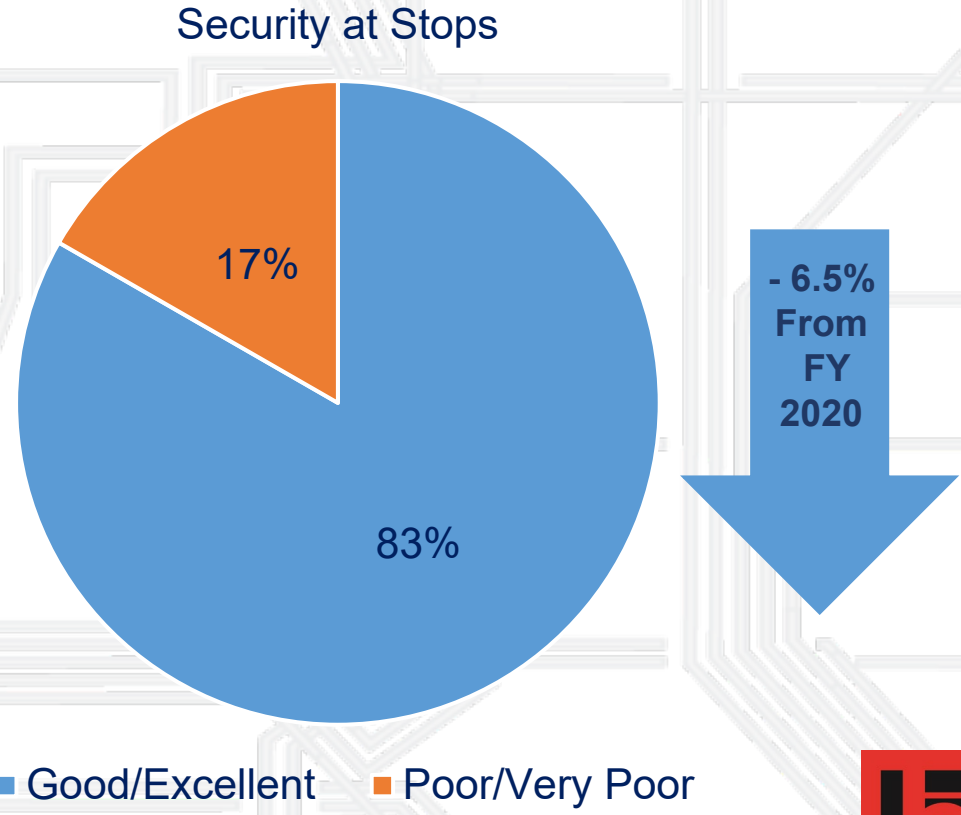
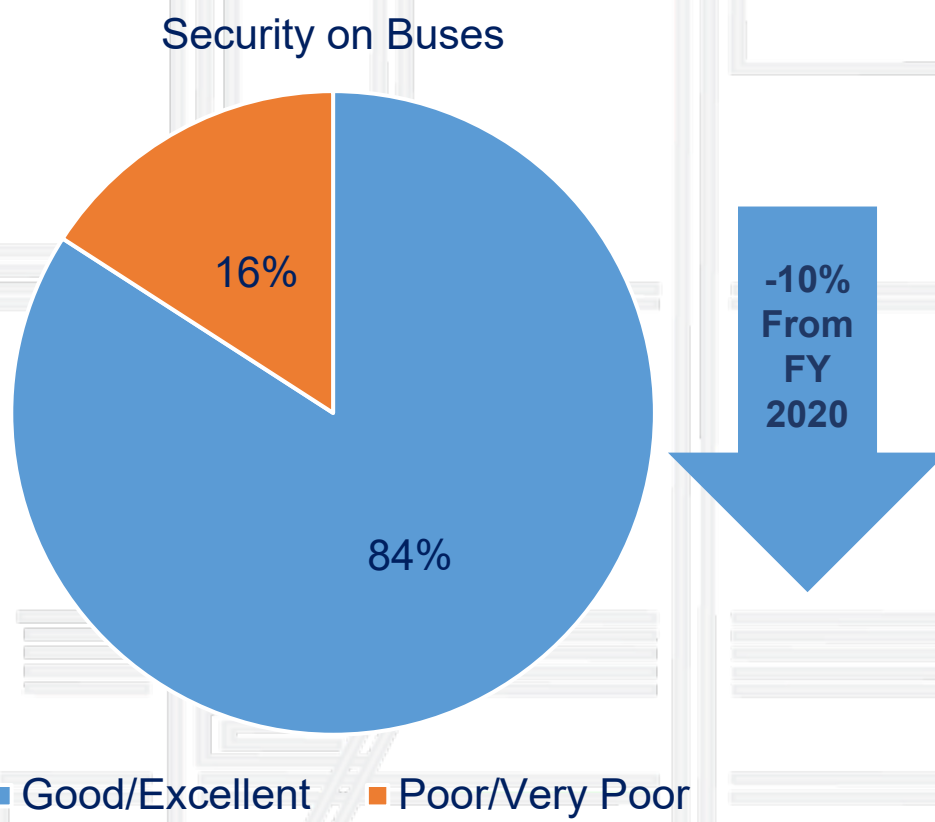
Customer Survey Highlights – Long Beach Service Area

Customers Have a High Opinion of LBT



Customer Survey Highlights – Long Beach Service Area

Perceptions regarding customer security



Customer Survey – Long Beach Area Satisfaction Ratings

■ FY20 ■ May 2022

**Operator
Courtesy**



**Safe
Operation of
Bus**



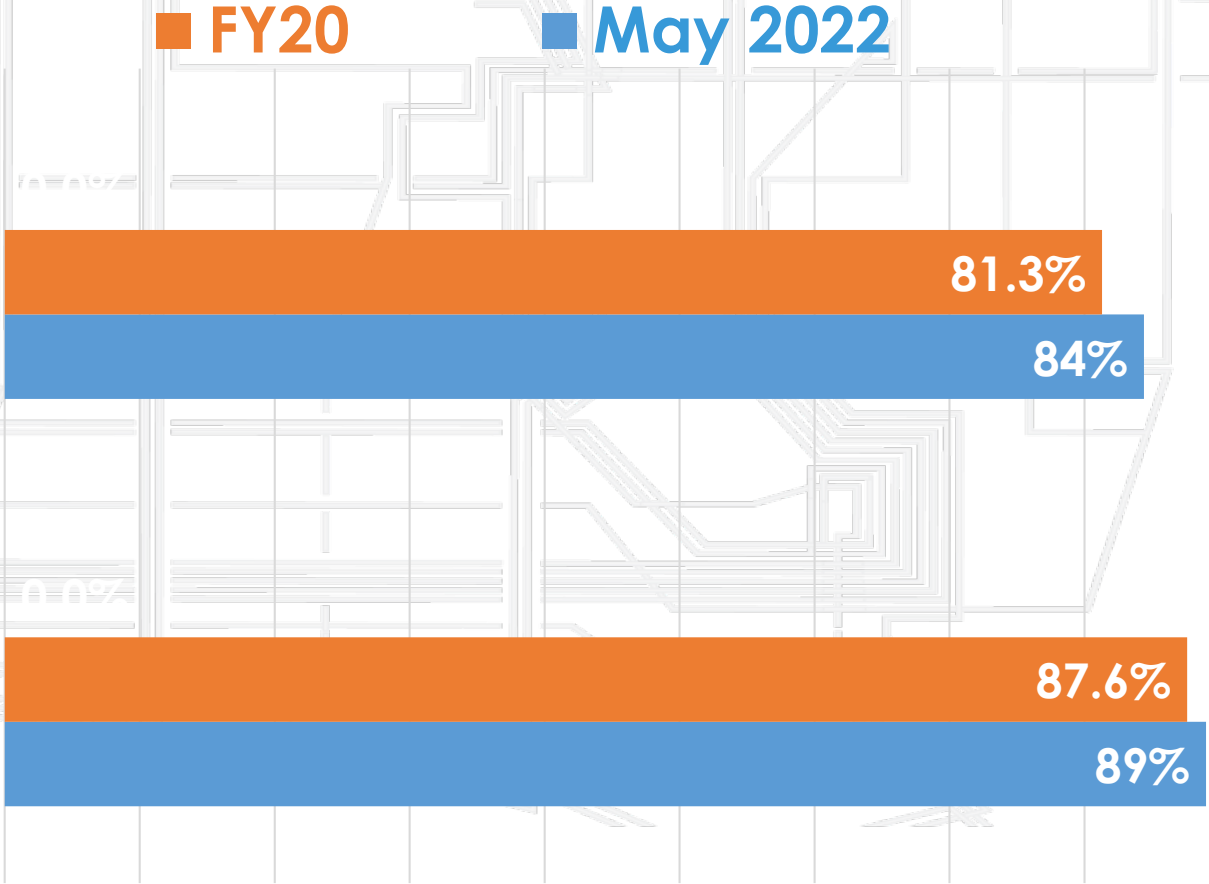
Good and Excellent Ratings



Customer Survey – Long Beach Area Satisfaction Ratings

**Bus Stop
Condition**

**Cleanliness of
Bus**



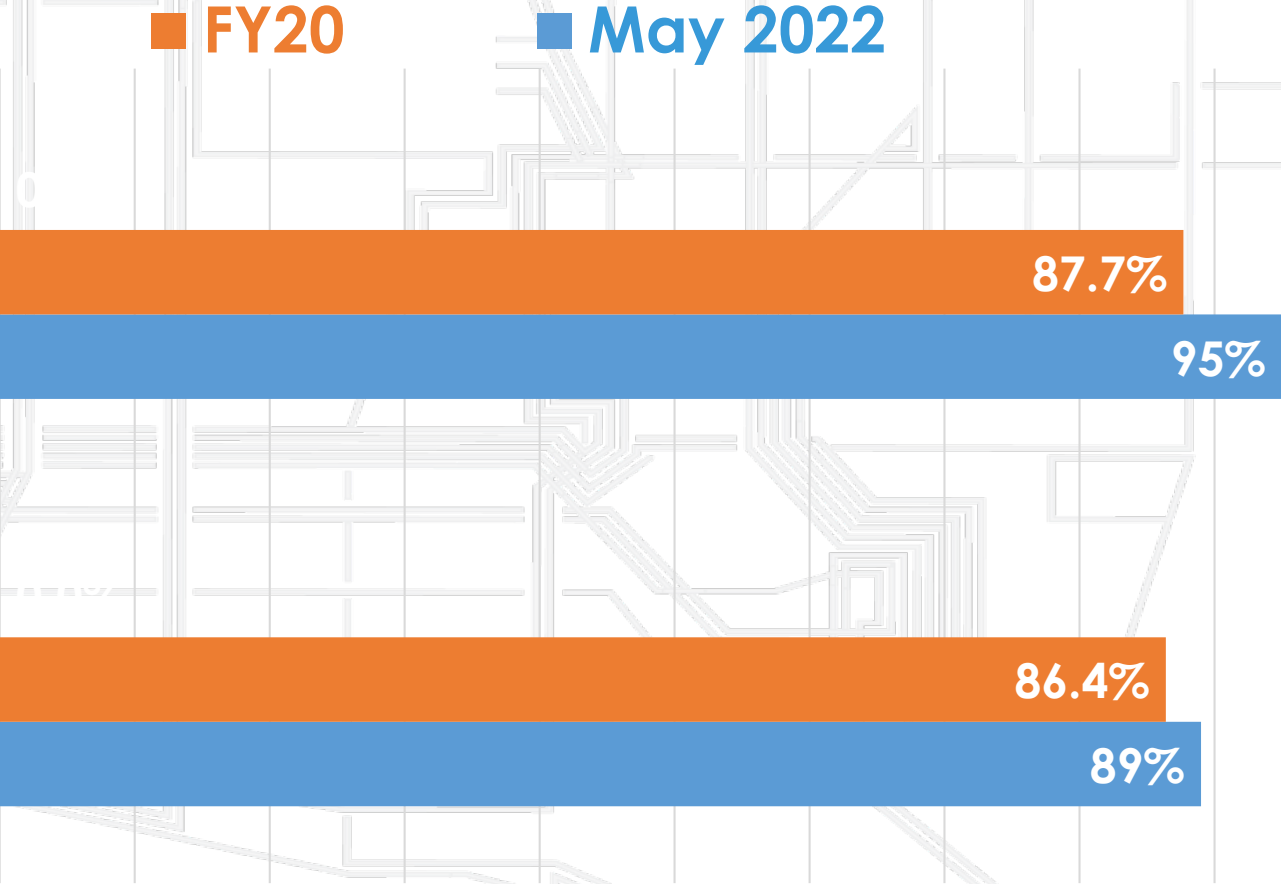
Good and Excellent Ratings



Customer Survey – Long Beach Area Satisfaction Ratings

**On-time
Performance**

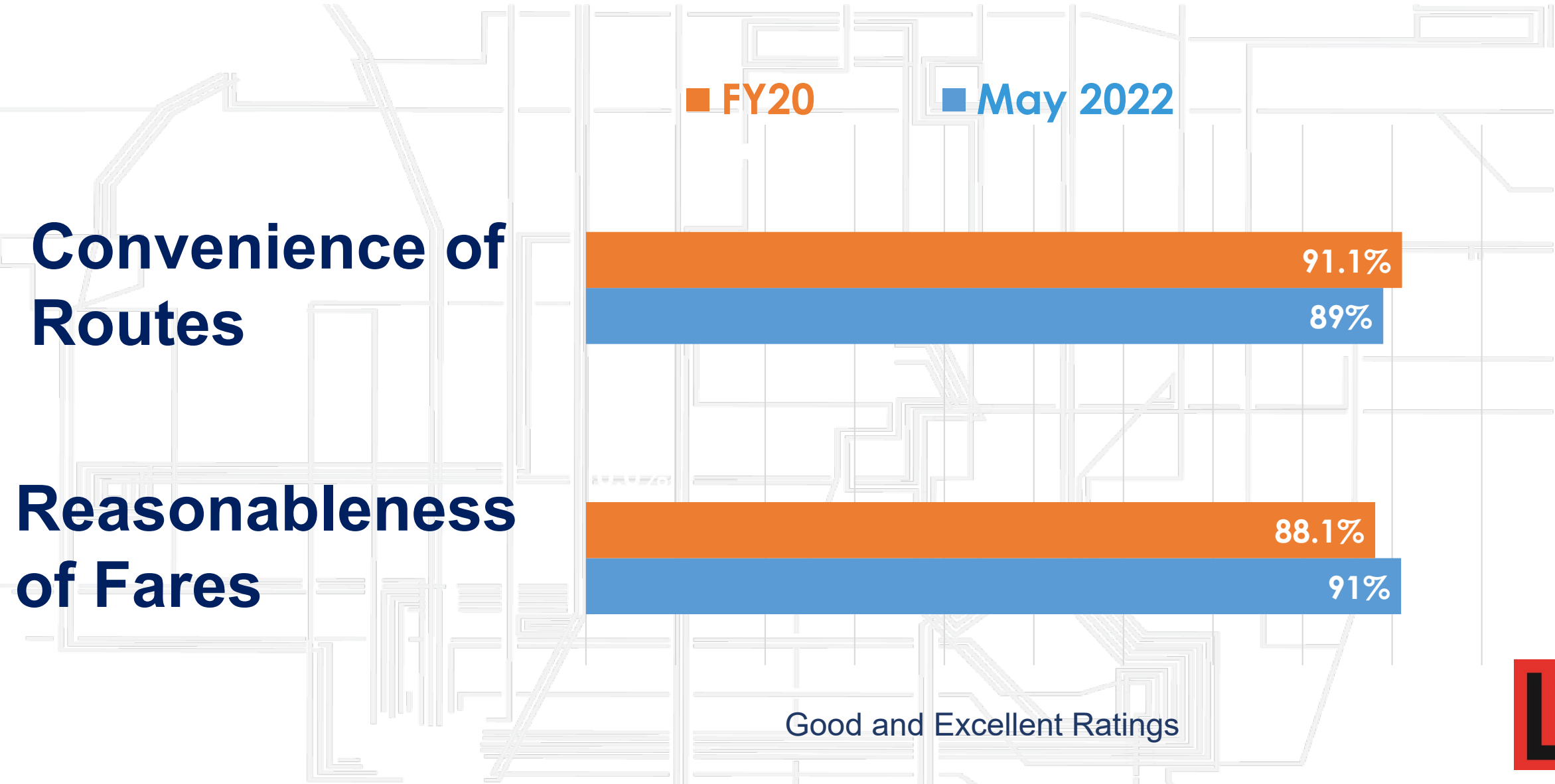
**Service
Frequency**



Good and Excellent Ratings

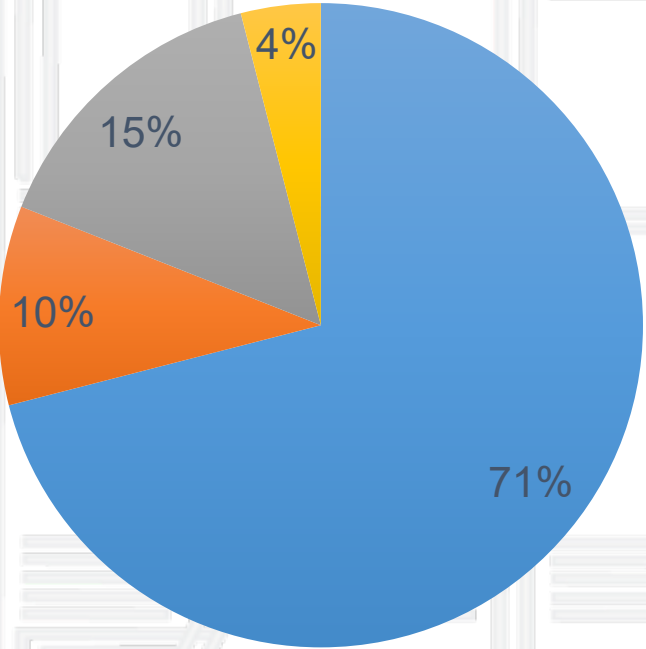


Customer Survey – Long Beach Area Satisfaction Ratings



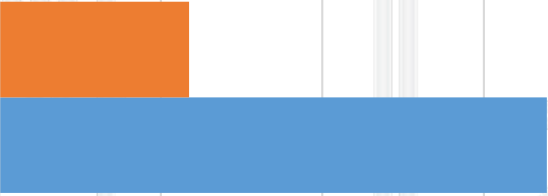
Preferred Improvements – Long Beach Service Area

What Changes or Improvements Would you Like to See From LBT?



■ Increased Service ■ Fareless ■ Nothing/Other ■ No response

FY 2020



Oct. 2021



■ Reduced/No Fares ■ Increased Service



Key Findings – Long Beach Service Area



Customers Continue to Hold LBT in High Regard for Overall Service and On-time Performance



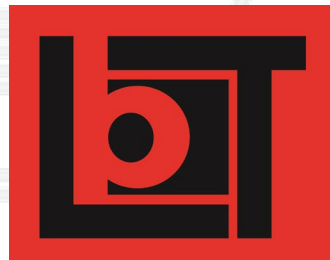
Fares are reasonable



Buses are Clean and LBT Customers want More Service on Nights and Weekends.



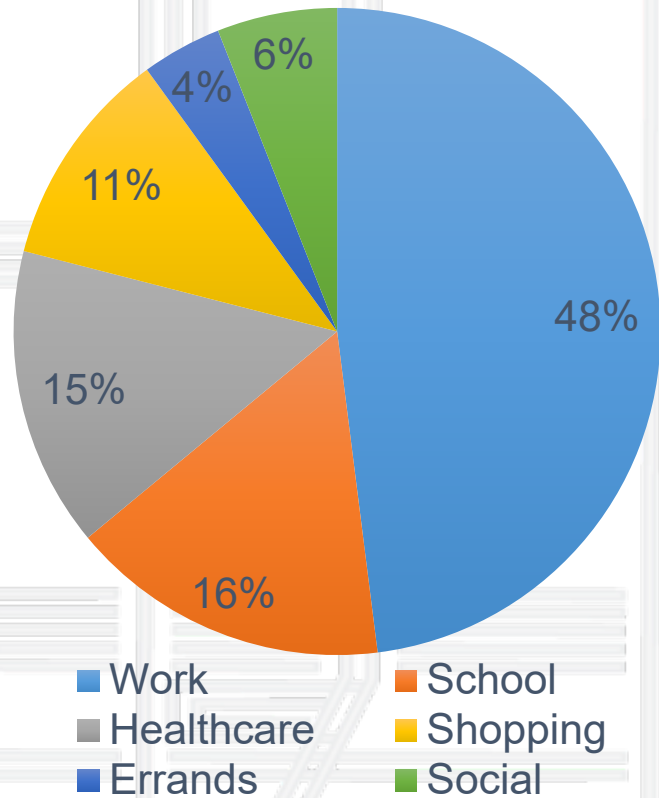
Carson Service Area Results



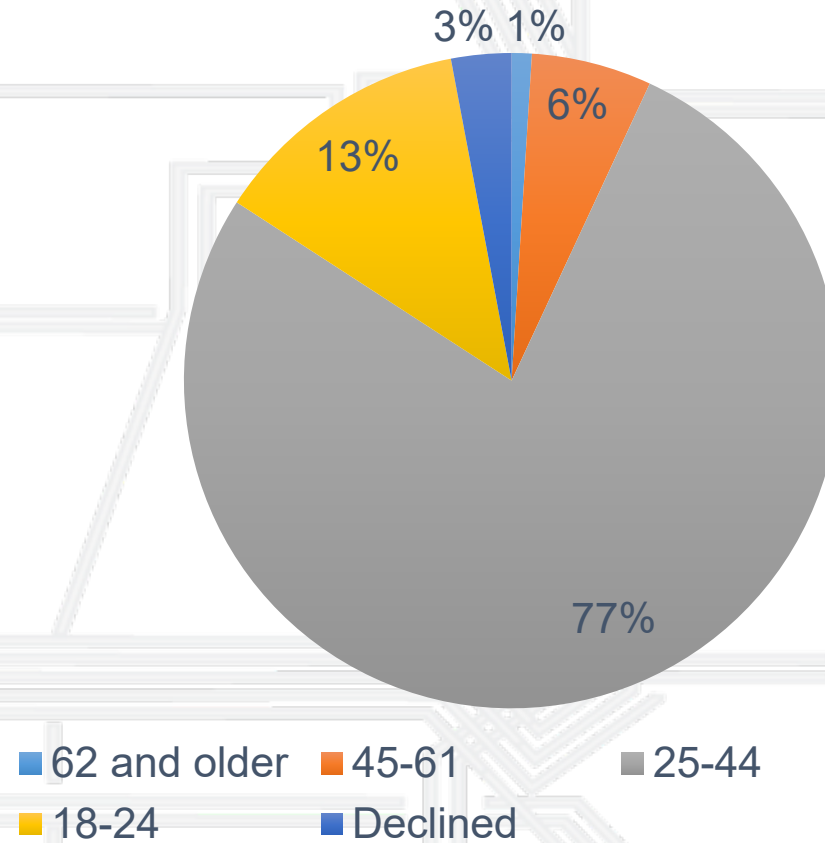
Customer Survey Highlights – Carson Service Area

Customers Ride LBT to Work or School – Most are under 45

When You Ride, What is the Primary Purpose of Your Trip?

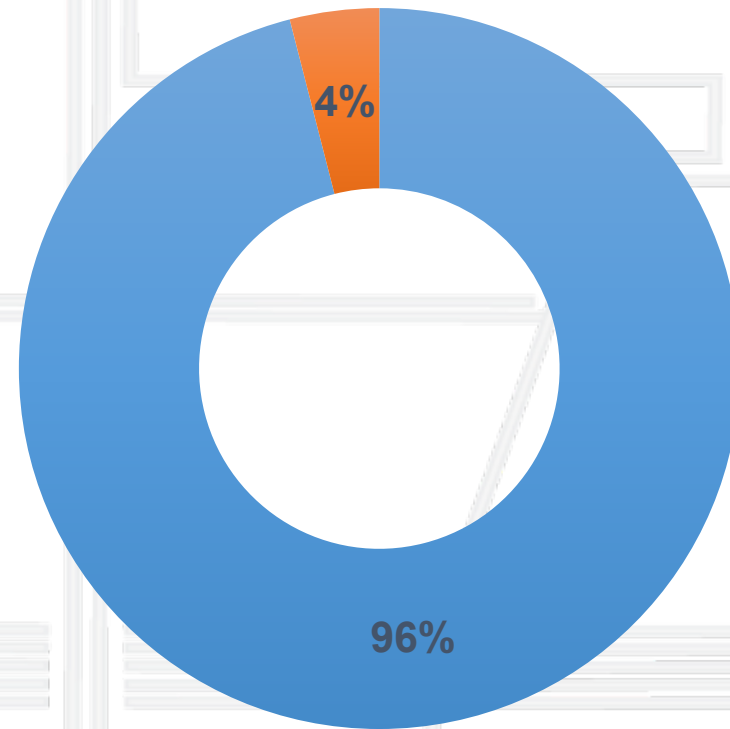


Age of Customers (% of total)



Customer Survey Highlights – Carson Service Area

Customers Have a High Opinion of LBT



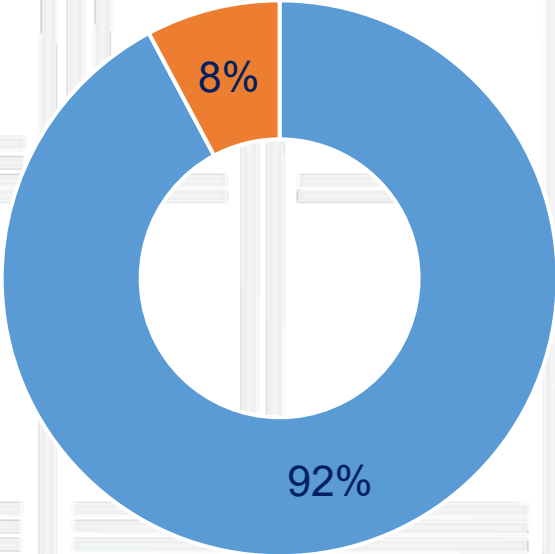
■ Excellent/Good ■ Poor/Very Poor



Customer Survey Highlights – Carson Service Area

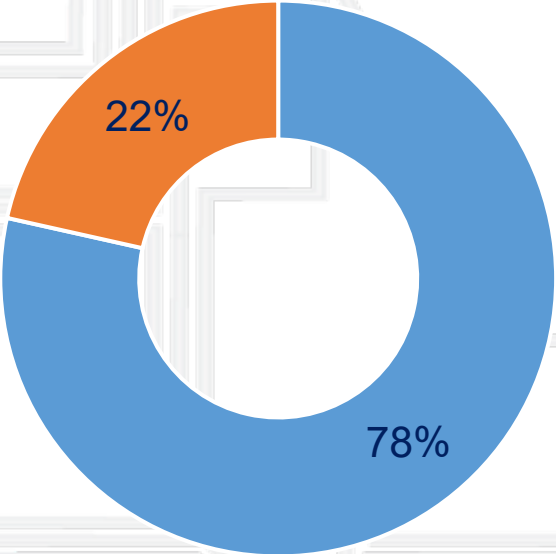
Perceptions regarding customer security

Security on Buses



■ Good/Excellent ■ Poor/Very Poor

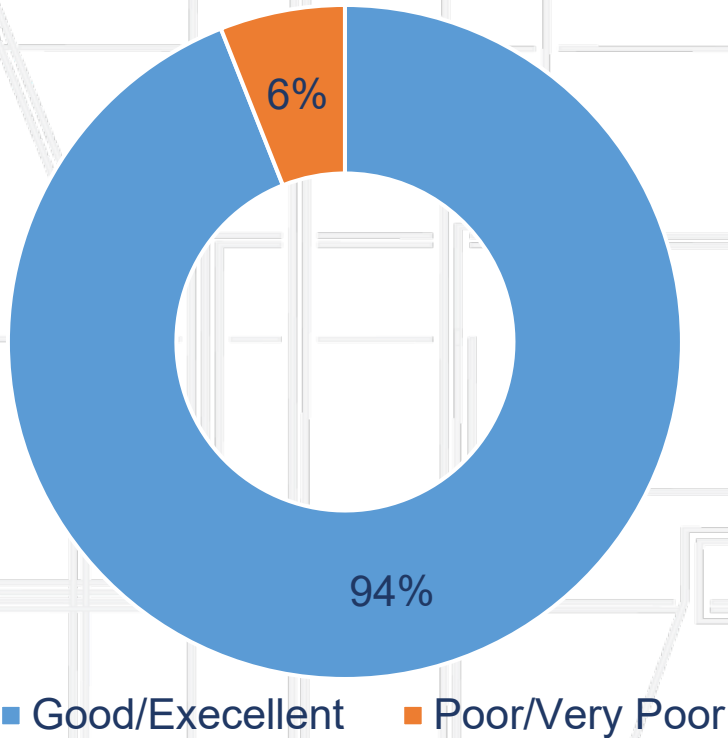
Security at Stops



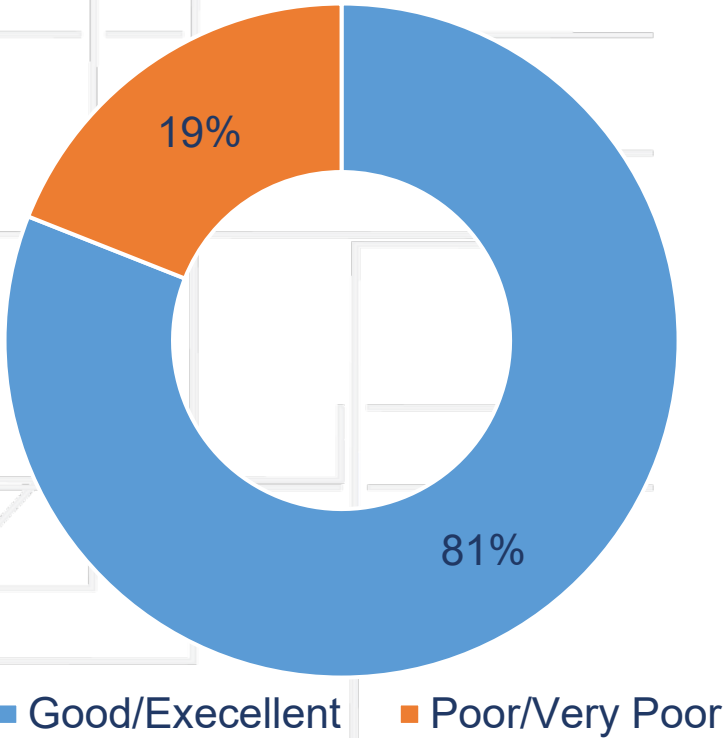
■ Good/Excellent ■ Poor/Very Poor



Customer Survey – Carson Area Satisfaction Ratings



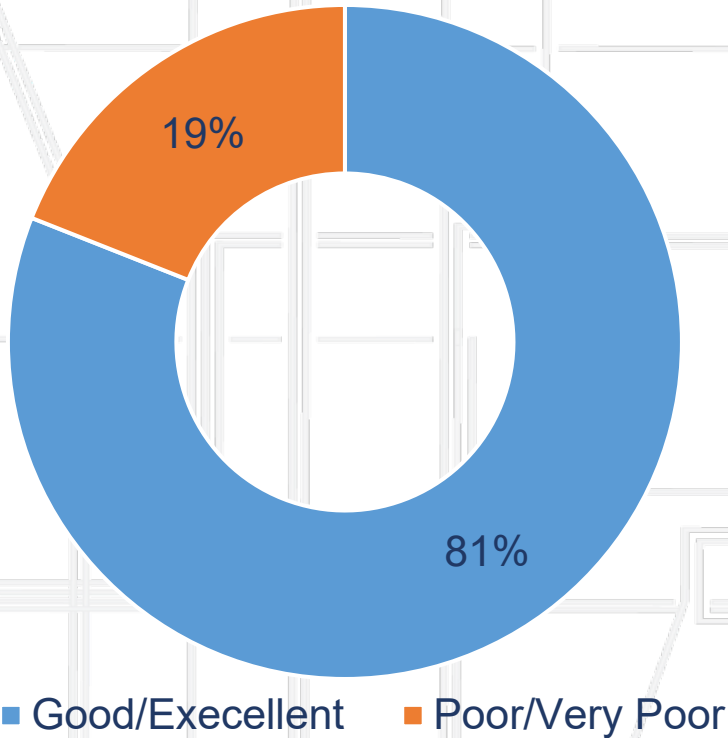
**Operator
Courtesy**



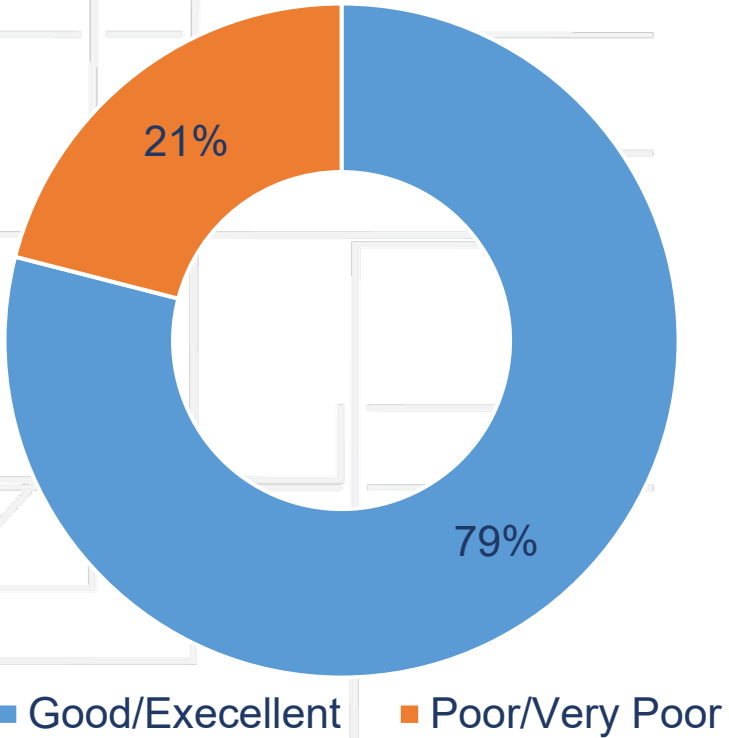
**Safe Operation of
Bus**



Customer Survey – Carson Area Satisfaction Ratings



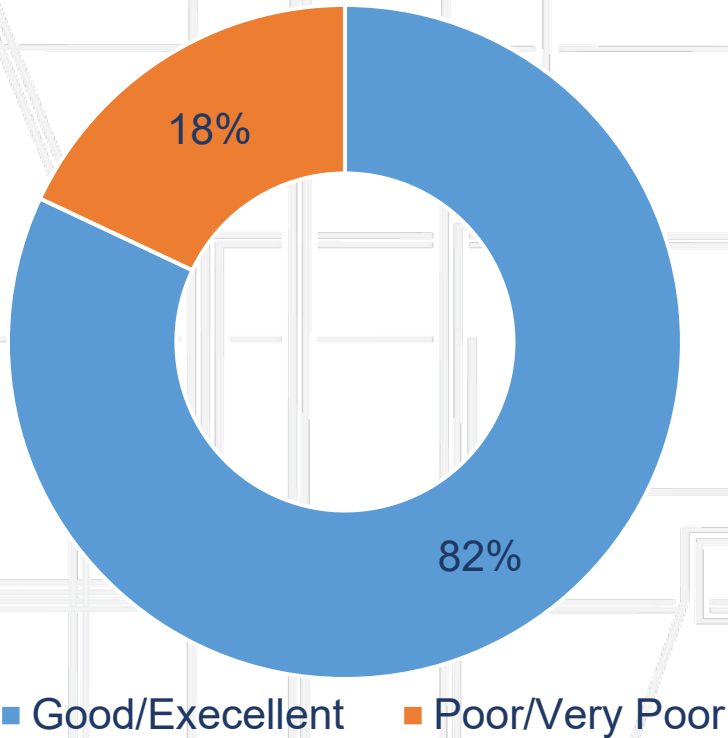
Bus Stop Condition



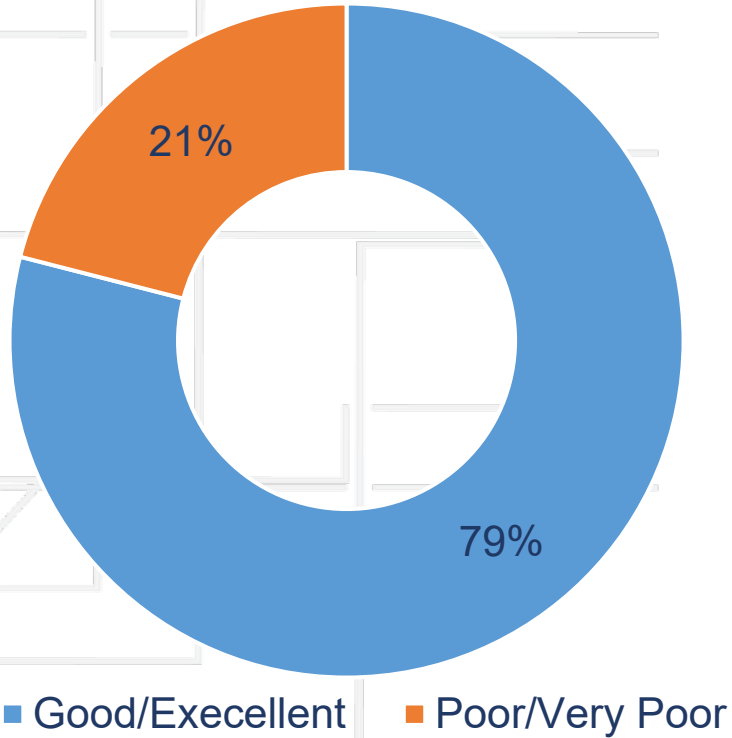
Cleanliness of Bus



Customer Survey – Carson Area Satisfaction Ratings



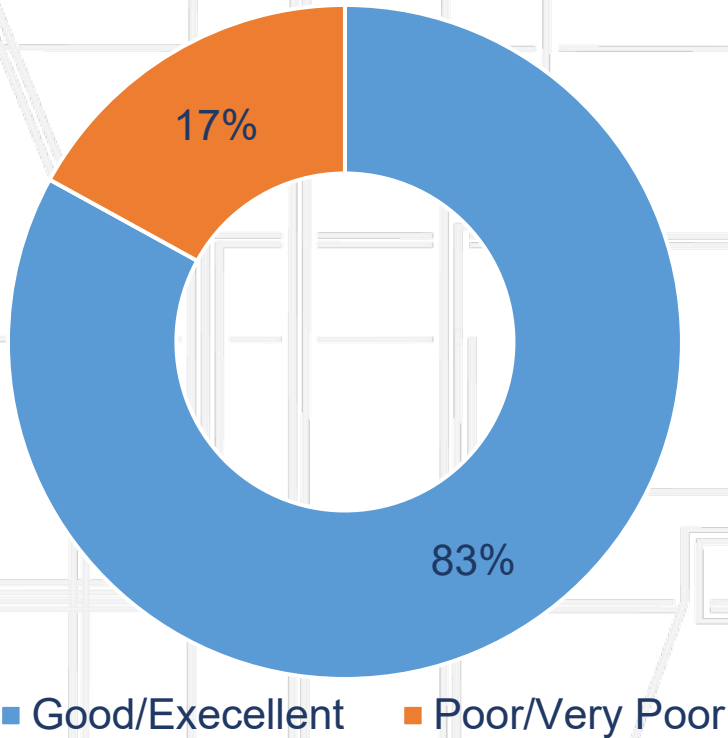
**Service
Frequency**



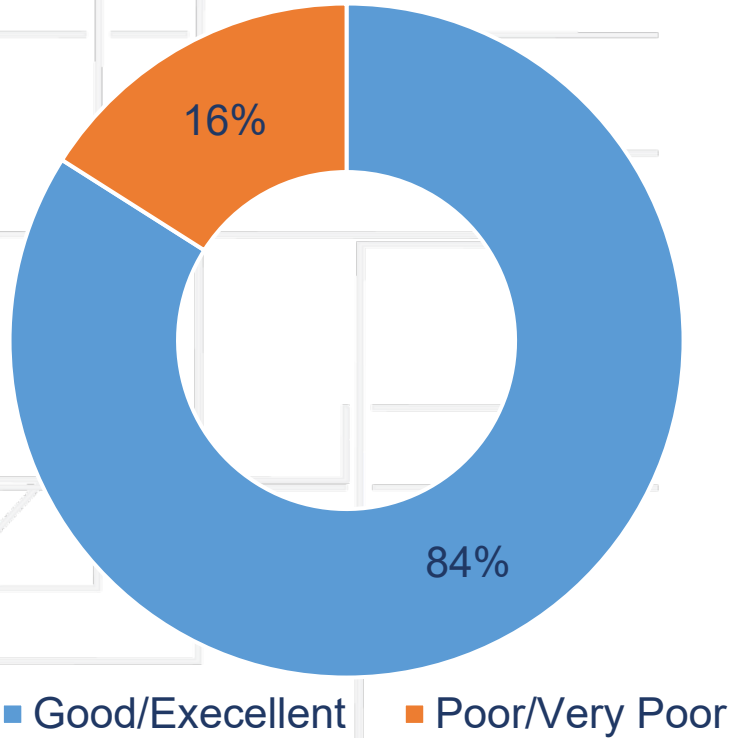
**On-time
Performance**



Customer Survey – Carson Area Satisfaction Ratings



Convenience of Routes

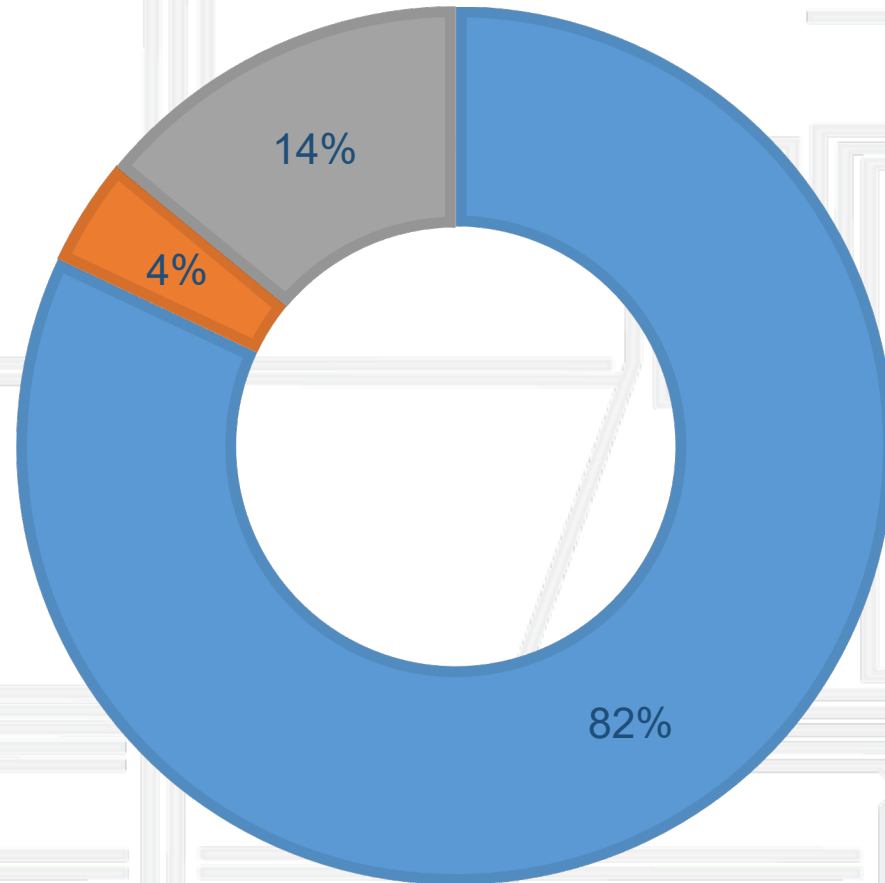


Reasonableness of Fares



Preferred Improvements – Carson Service Area

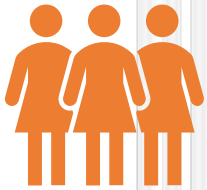
What Changes or Improvements Would you Like to See from LBT



■ Increased Service ■ Fareless ■ Nothing/Other



Key Findings – Carson Service Area



Carson Customers Have Different Needs for LBT Services



Overall Baseline Measures are Positive



Carson Customers Want More Service



Next Steps



Goal is Bringing LBT to 100% Service Level



Respond to Customer Demands for More Service on Nights and Weekends



Conduct Focus Groups in Carson to Better Understand Customer Feedback



Thank you

