

# Spring 2023 Long Beach Service Area and Carson Customer Survey

Presented by  
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Customer Relations and Communications  
July 27, 2023



# Today's Presentation

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



# Objectives of Surveys



- Compare current customer perceptions versus last year



- Assess customers' perceptions to move forward



- Measure perception changes in Carson versus last year



# Customer Survey Methodology

- Conducted in-person and at bus stops in Spring 2023
- Available in English and Spanish

**448 Total  
Responses**

**(Long Beach)**

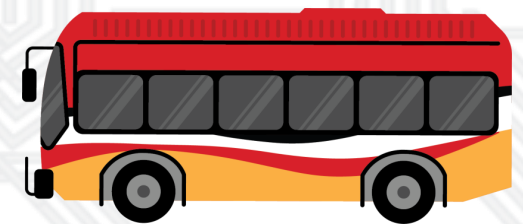
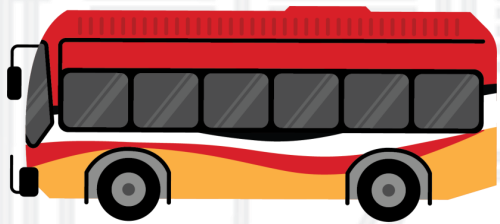


**217 Total  
Responses**

**(Carson)**

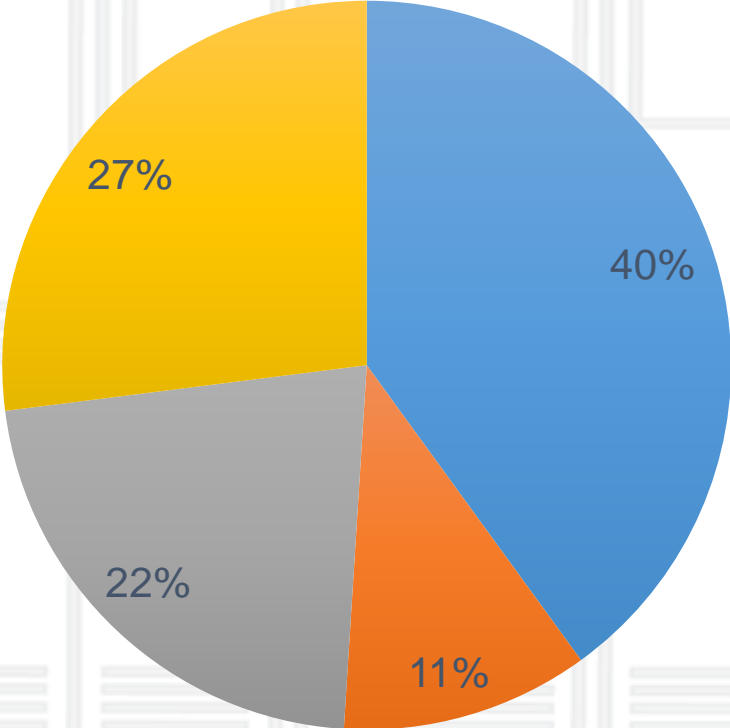


# Long Beach Service Area Results



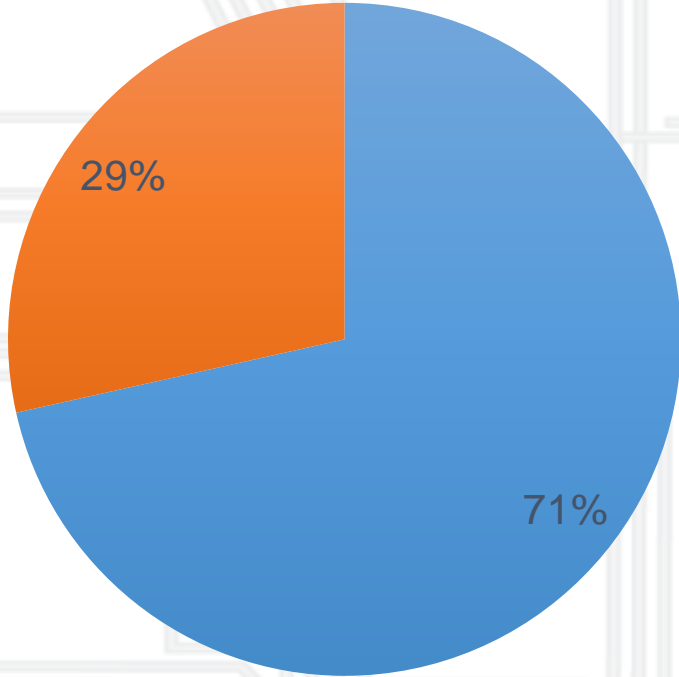
# Customer Survey Highlights – Long Beach Service Area

### 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?



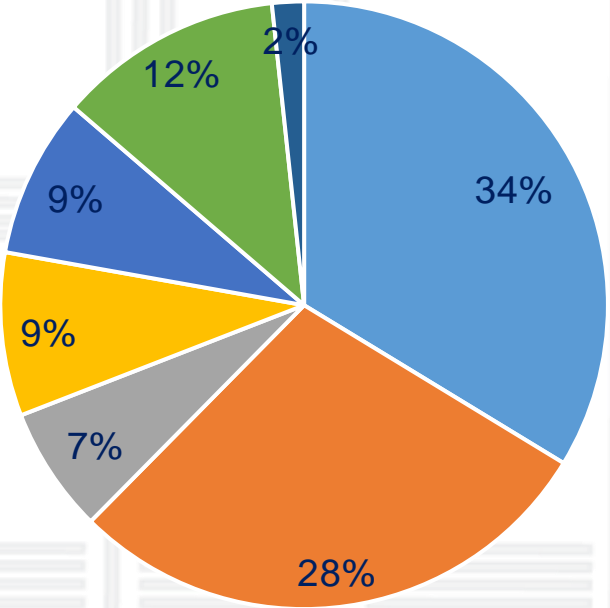
■ Yes ■ No



# Customer Survey Highlights – Long Beach Service Area

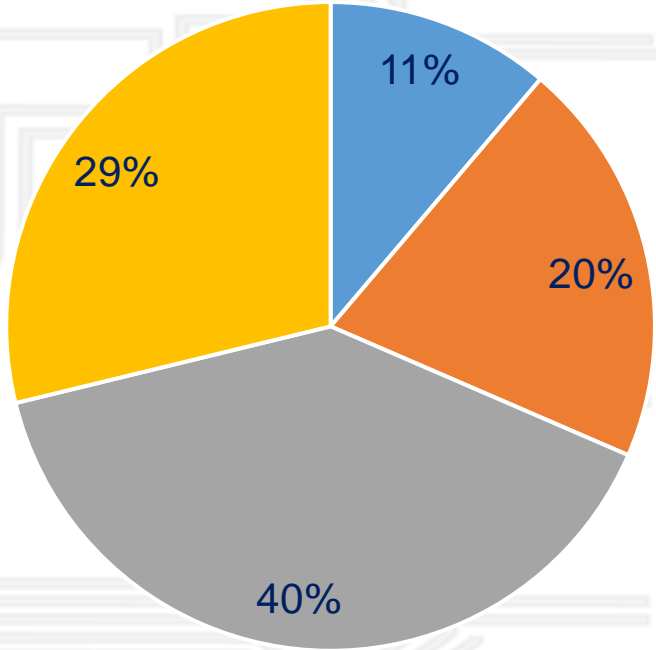
## Customers are workers and students mostly under 45

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



- Work
- School
- Healthcare
- Shopping
- Errands
- Social
- Other

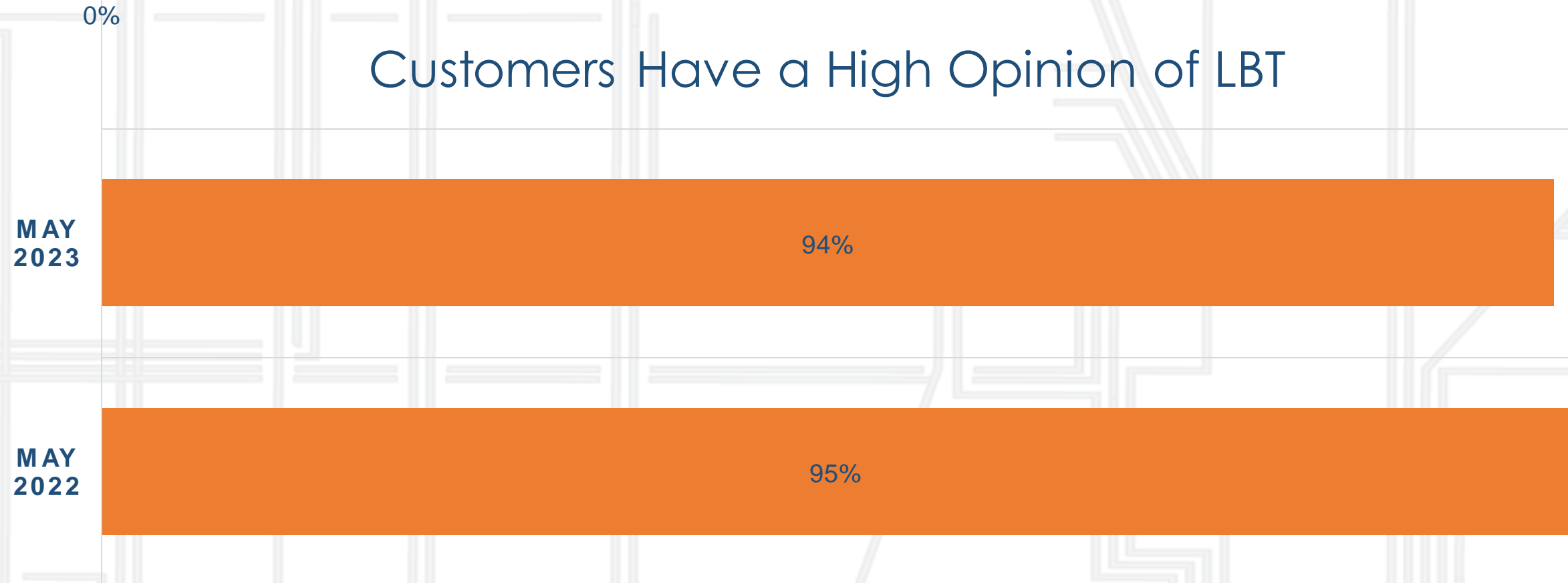
Age of Customers (% of total)



- 62 and older
- 45-61
- 25-44
- 18-24



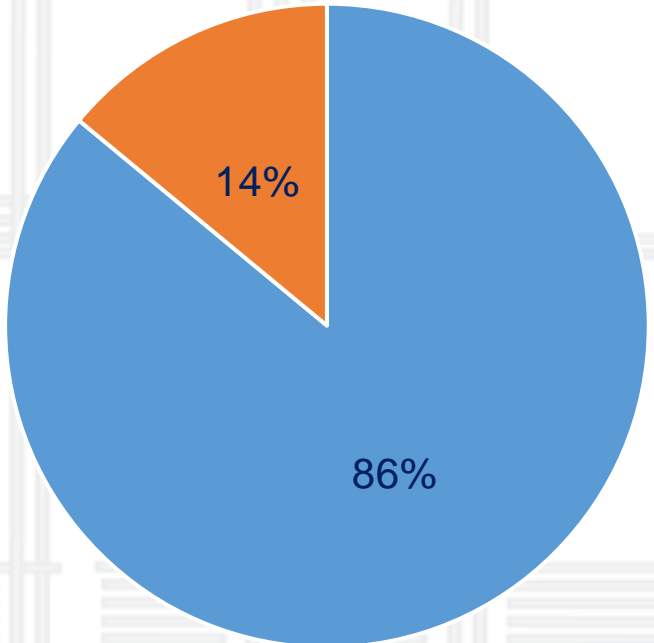
# Customer Survey Highlights – Long Beach Service Area



# Customer Survey Highlights – Long Beach Service Area

## Perceptions regarding customer security

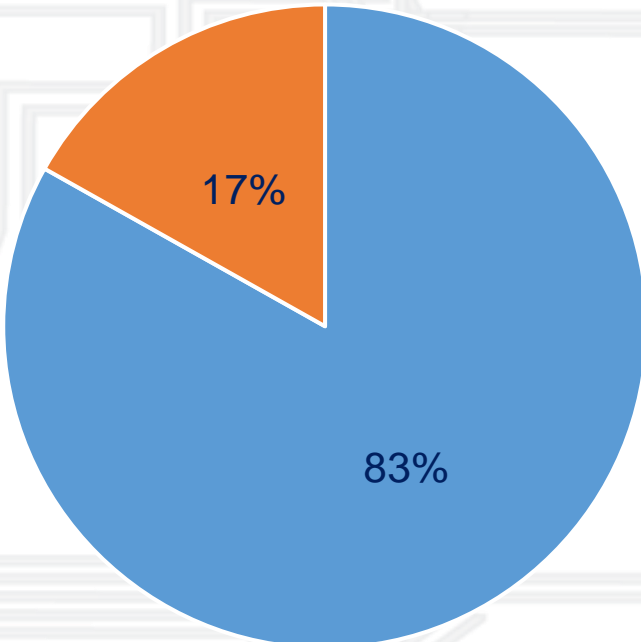
Security on Buses



+7.1%  
From  
May  
2022

■ Good/Excellent ■ Poor/Very Poor

Security at Stops



+1%  
From  
May  
2022

■ Good/Excellent ■ Poor/Very Poor



# Customer Survey – Long Beach Area Satisfaction Ratings

**Operator  
Courtesy**

■ **May 2023**

■ **May 2022**



**Safe  
Operation of  
Bus**



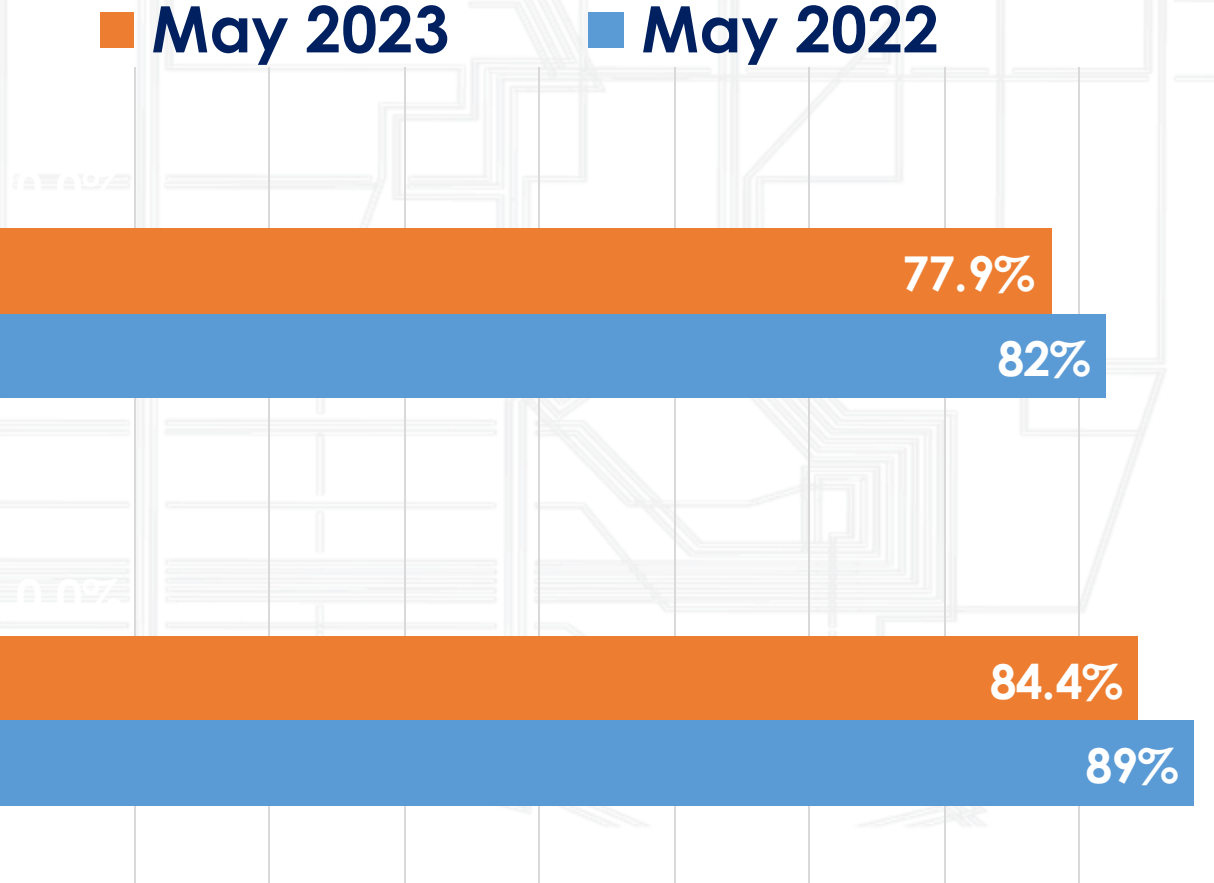
Good and Excellent Ratings



# Customer Survey – Long Beach Area Satisfaction Ratings

**Bus Stop  
Condition**

**Cleanliness of  
Bus**



Good and Excellent Ratings



# Customer Survey – Long Beach Area Satisfaction Ratings

■ May 2023    ■ May 2022

**On-time  
Performance**



**Service  
Frequency**



Good and Excellent Ratings



# Customer Survey – Long Beach Area Satisfaction Ratings

■ May 2023    ■ May 2022

## Convenience of Routes



## Reasonableness of Fares

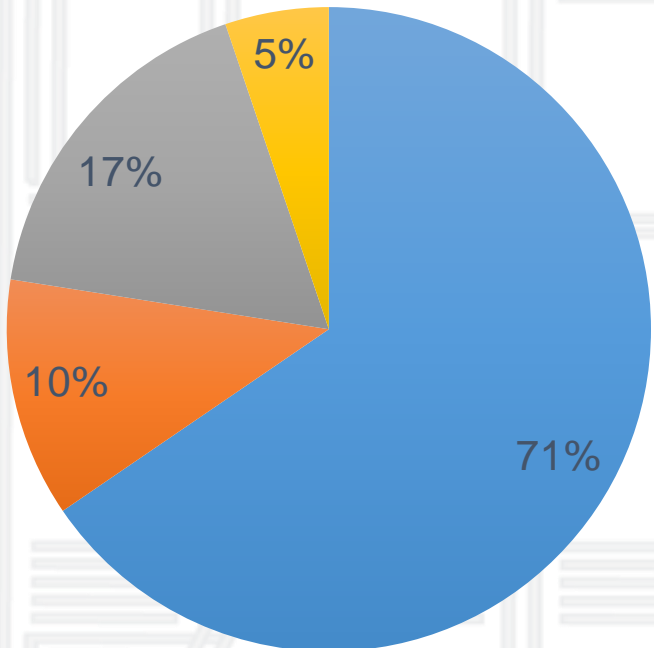


Good and Excellent Ratings



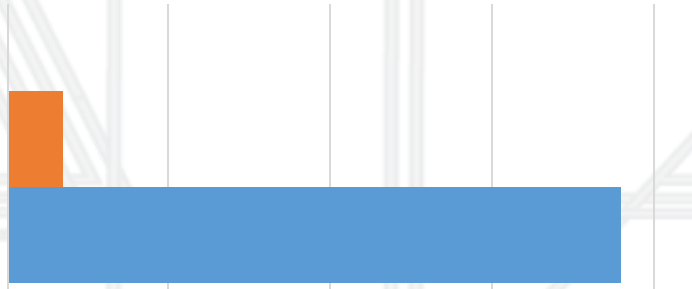
# Preferred Improvements – Long Beach Service Area

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

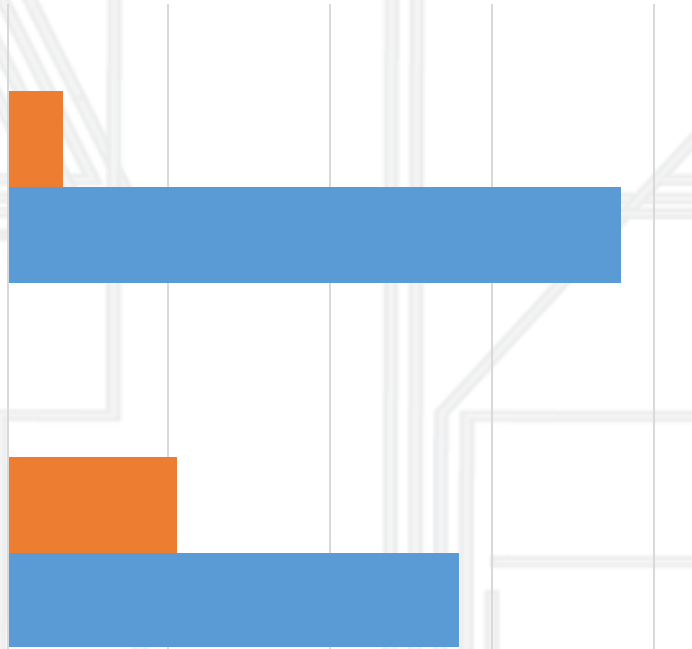


■ Increased Service ■ Fareless ■ Nothing/Other ■ Other

May 2022



Oct. 2021



■ Reduced/No Fares ■ Increased Service



# Opportunity Areas– Long Beach Service Area



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



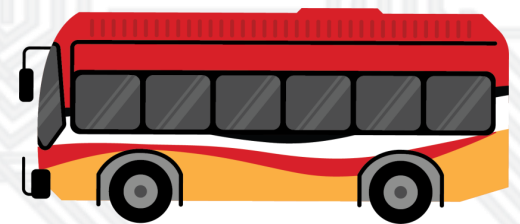
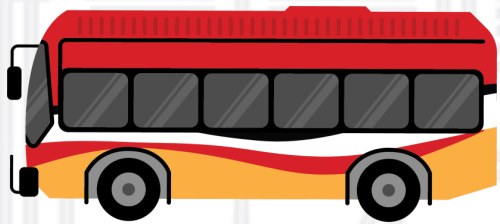
While perceptions about security improved, bus and stop cleanliness decreased



Review LBT's transfer policies. Number of transfers from Metro and other services increased



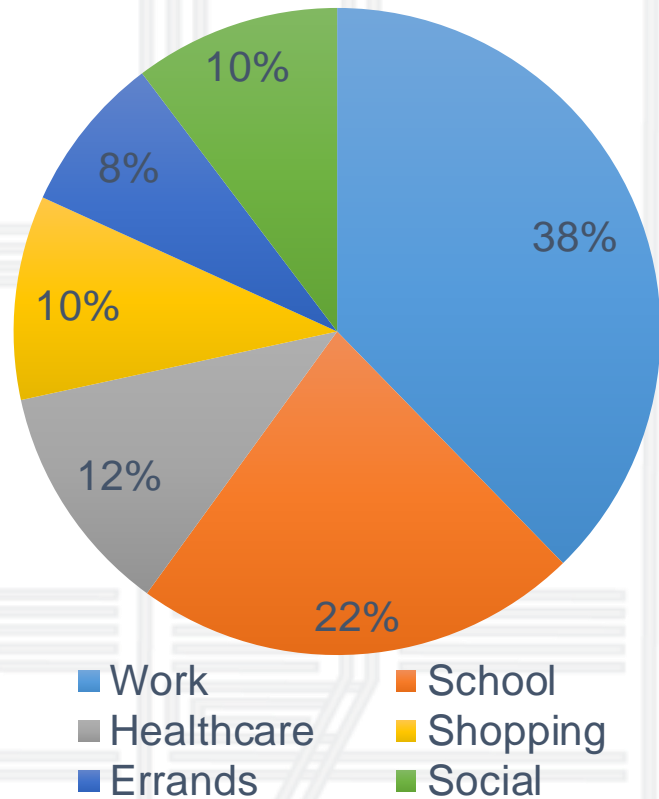
# Carson Service Area Results



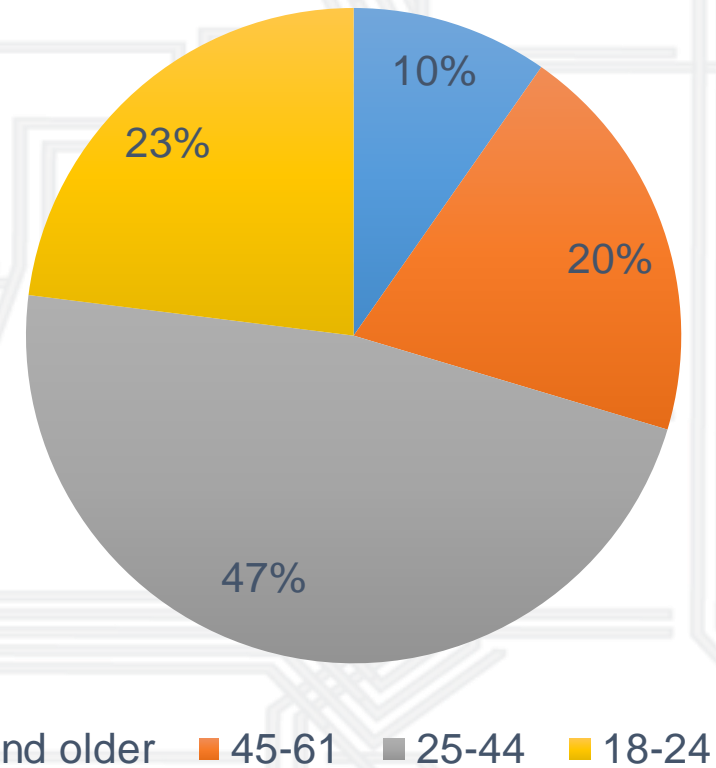
# Customer Survey Highlights – Carson Service Area

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

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

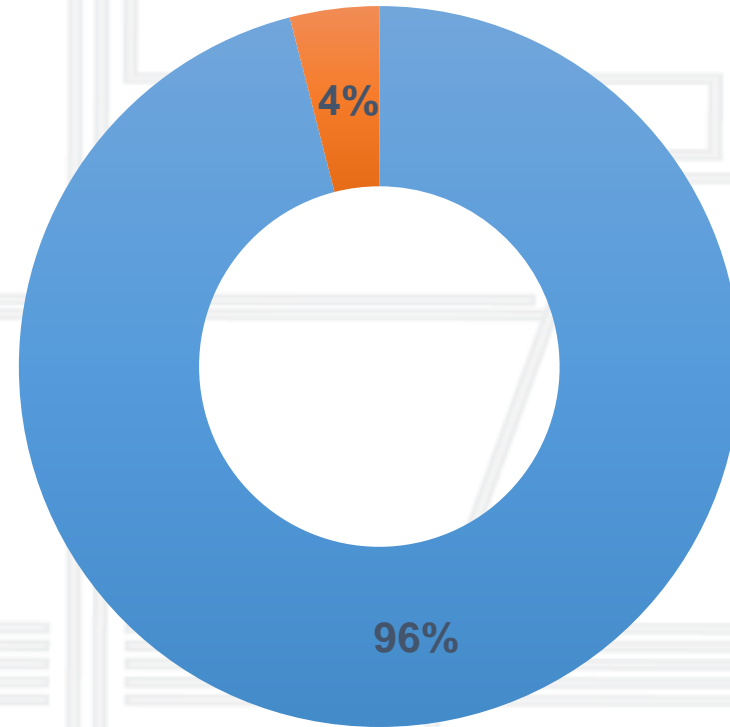


Age of Customers (% of total)



# Customer Survey Highlights – Carson Service Area

Customers Have a High Opinion of LBT



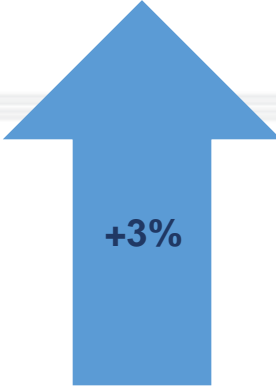
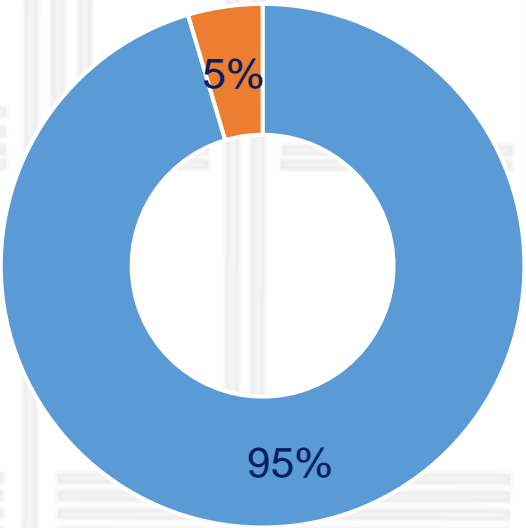
■ Excellent/Good ■ Poor/Very Poor



# Customer Survey Highlights – Carson Service Area

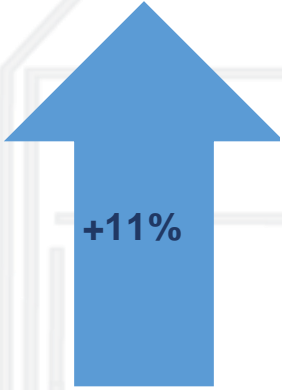
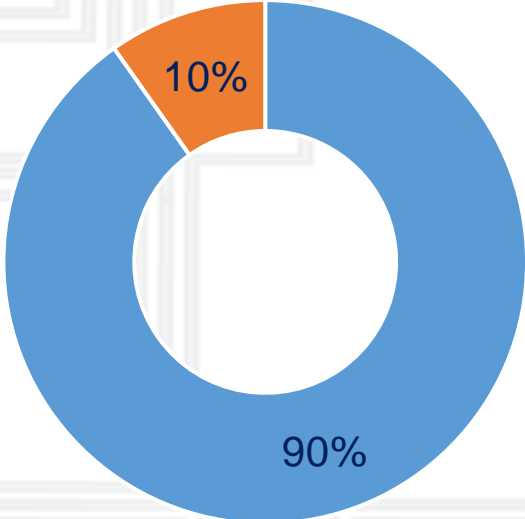
Perceptions regarding customer security

## Security on Buses



■ Good/Excellent ■ Poor/Very Poor

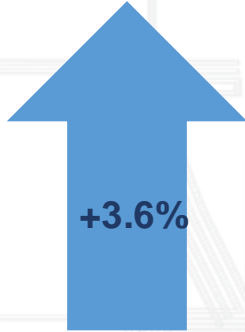
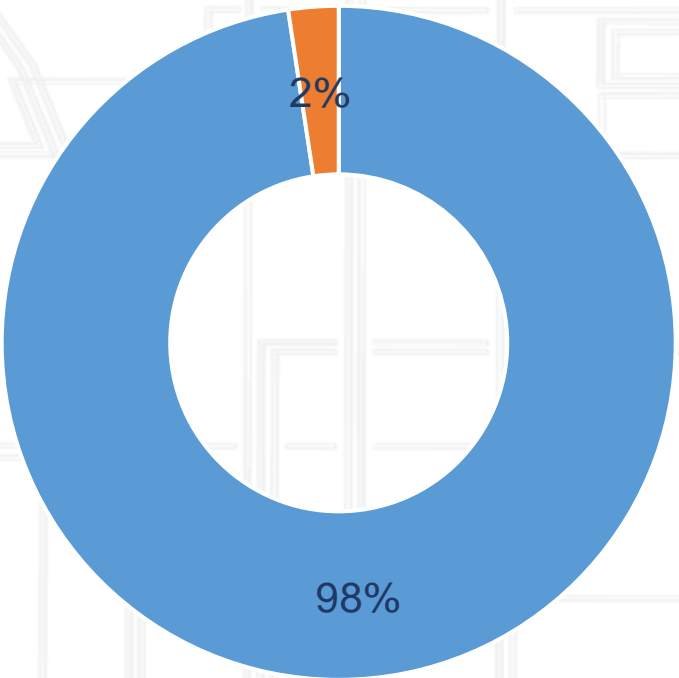
## Security at Stops



■ Good/Excellent ■ Poor/Very Poor

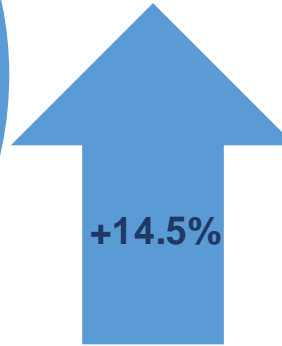
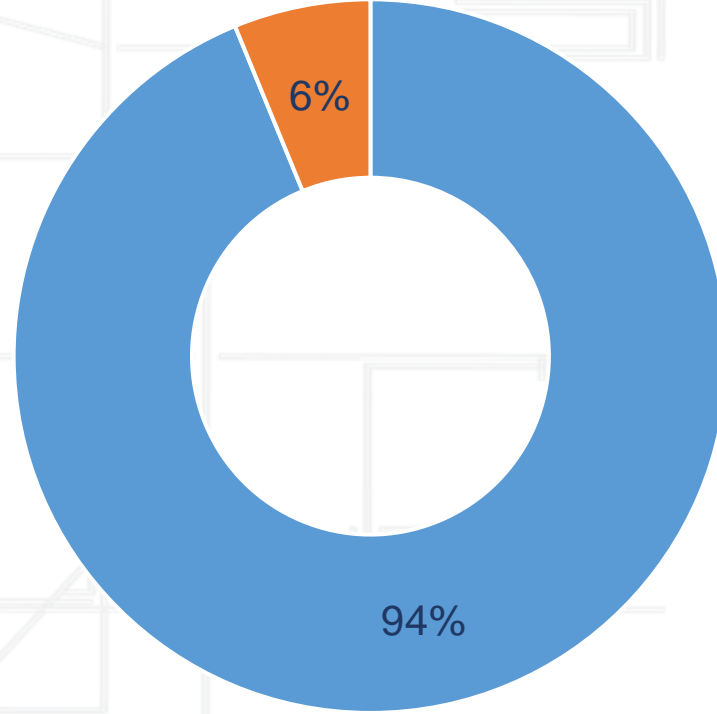


# Customer Survey – Carson Area Satisfaction Ratings



■ Good/Excellent ■ Poor/Very Poor

**Operator  
Courtesy**

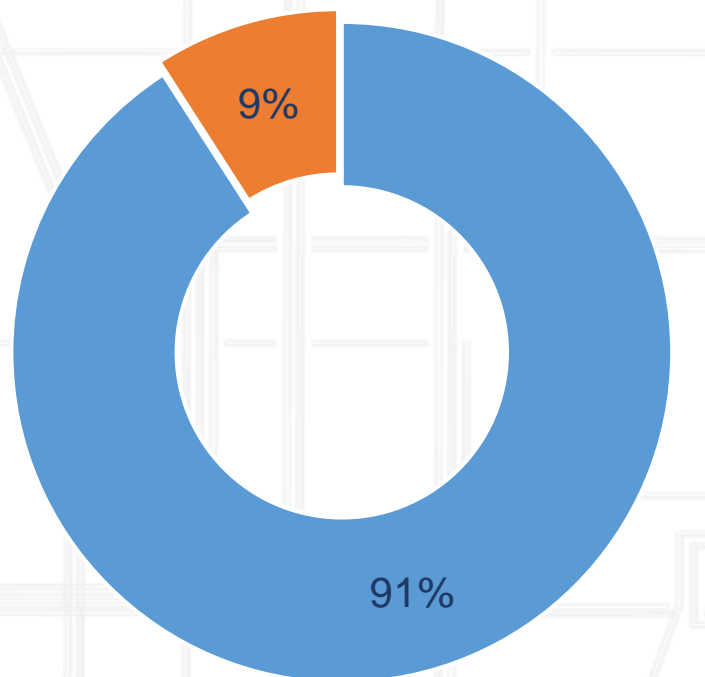


■ Good/Excellent ■ Poor/Very Poor

**Safe Operation of  
Bus**

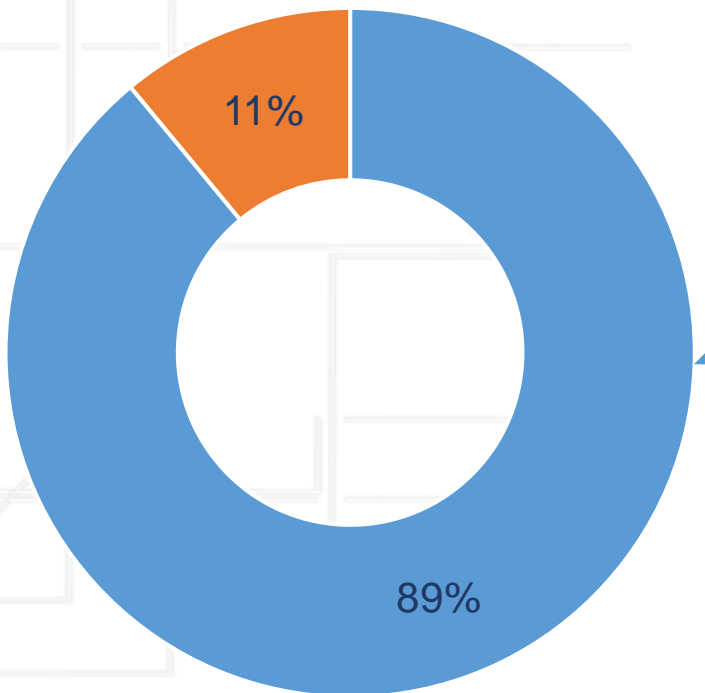
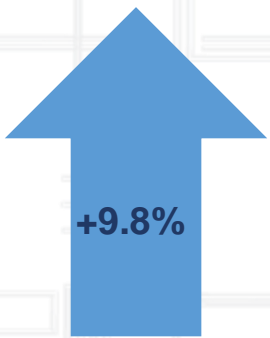


# Customer Survey – Carson Area Satisfaction Ratings



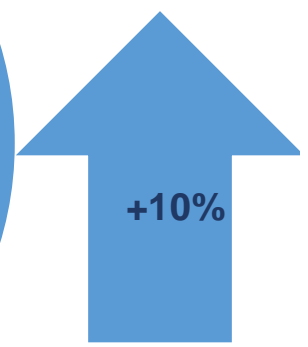
■ Good/Excellent ■ Poor/Very Poor

## Bus Stop Condition

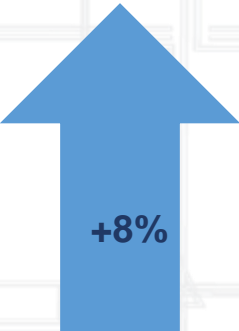
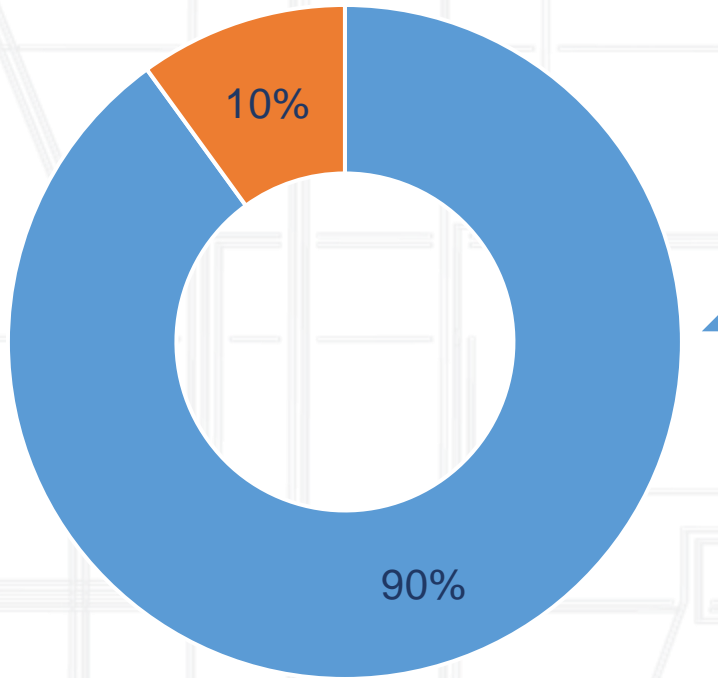


■ Good/Excellent ■ Poor/Very Poor

## Cleanliness of Bus

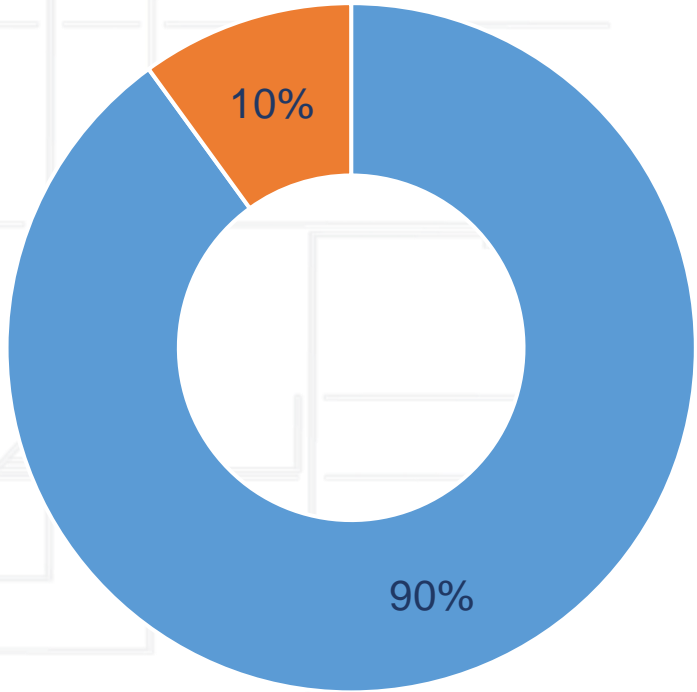


# Customer Survey – Carson Area Satisfaction Ratings



■ Good/Excellent ■ Poor/Very Poor

## Service Frequency

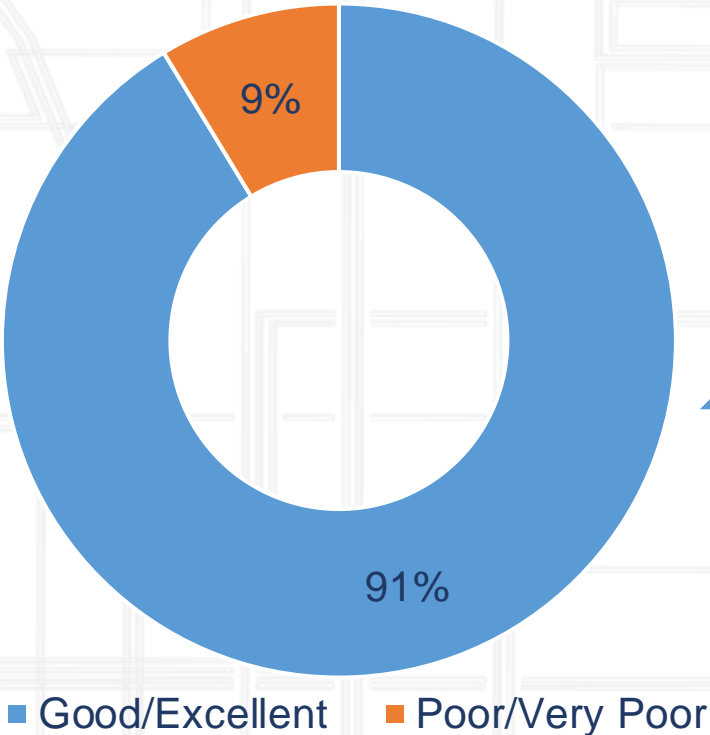


■ Good/Excellent ■ Poor/Very Poor

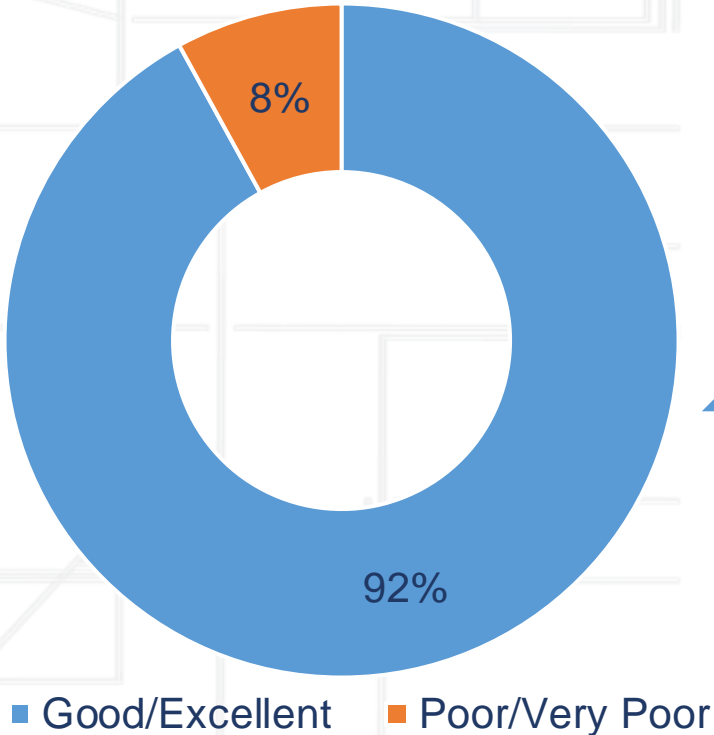
## On-time Performance



# Customer Survey – Carson Area Satisfaction Ratings



**Convenience of Routes**

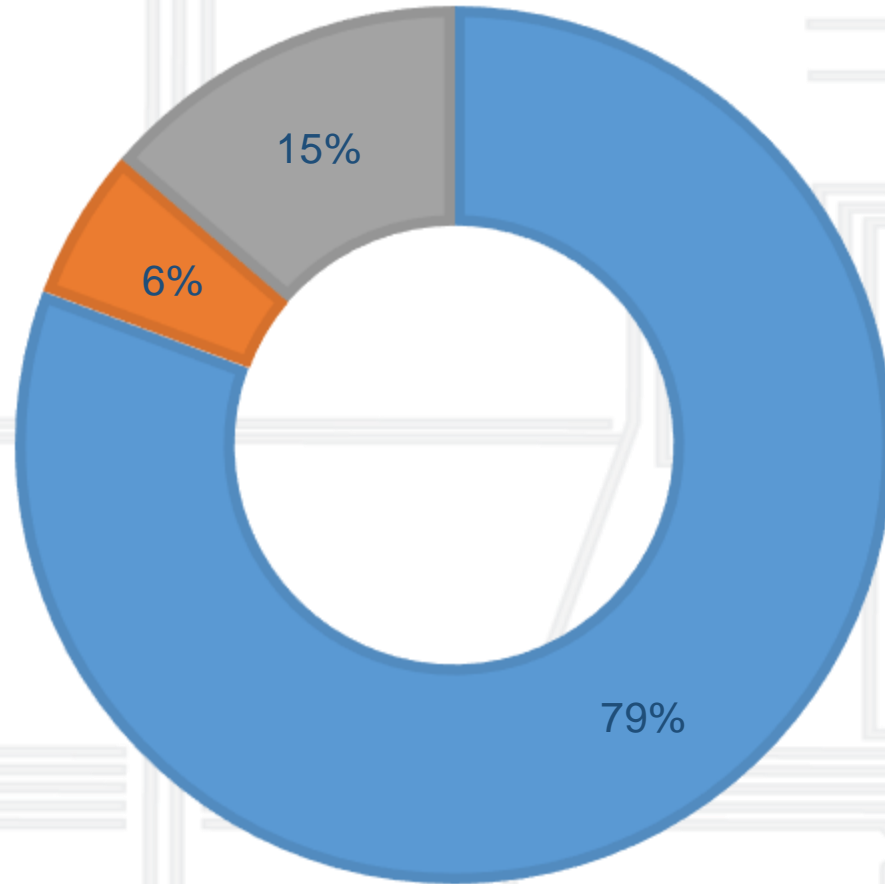


**Reasonableness of Fares**



# Preferred Improvements – Carson Service Area

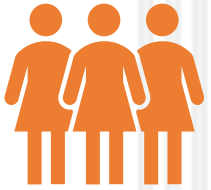
What Changes or Improvements Would you Like to See from LBT



■ Increased Service ■ Fareless ■ Nothing/Other



# Opportunity Areas – Carson Service Area



Perceptions about service in Carson has improved since last year and the data is more consistent with LBT's overall service area.



Eighteen months after starting service, it continues to grow



Carson Customers Want More Service



# Next Steps



Respond to Customer Demands for More Service on Nights and Weekends



Review areas of opportunity to continuously improve service and enhance the customer experience



Revise Customer and Community Survey and issue RFP for 2024



Thank you

