Final Report: Measuring Customer Satisfaction and Trip Purpose across Michigan

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1 Project Summary

We assessed customer satisfaction and trip purpose of transit riders in Michigan. The survey was on a volunteer basis and 65 Michigan agencies participated between 2016-2018, 50 from D/R systems only and 15 from agencies who operated D/R and Fixed Route services. Accordingly, MSU designed, implemented, collected, and evaluated data across Michigan's transit agencies throughout the academic year and the summer under guidance from Associate Professor Eva Kassens-Noor and Assistant Professor Zeenat Kotval-K. We sought support from Jess Knott for design of the survey tool and its maintenance, and several Master of Urban and Regional Planning students.

Our surveys fulfilled two main purposes for MDOT: 1) each agency received a report about customer satisfaction and trip purpose of their customers and 2) This report provides a summary to MDOT on how satisfied transit customers are and for what purpose transit riders take transit across Michigan.

Our approach was to work closely and frequently with the individual agencies. We focused on reliability and comparability of data, and clarity of data presentation. Table 1 below summarized our Steps and the timeline of the project.

Table 1. Steps and Timeline of the Project

	Steps for customer satisfaction & trip purpose and Step 0 survey	Timeline
Step 0	Goal: sought approval by individual agencies to conduct trip purpose and customer satisfaction surveys on their transit system Outcome: refined the travel schedule for each agency	Fall 2015, launched shortly after Annual conference
Step 1	MSU provided options to MDOT for measuring customer satisfaction and trip purpose	Fall 2015
In November 2015, we presented customer satisfaction and trip purpose surveys for approval by MDOT, first data collection cycle began 1 January 2016		
Step 2	MSU finalized generic online data collection survey for trip purpose and customer satisfaction	December 2015
Step 3	MSU collected data, each agency received a phone call in preparation for data collection	2016-2018

Step 4	MSU evaluated data & sent reports to each agency	2016-2018
	Presentation of summary report to MDOT	MDOT – Annual Conference

This final report summarizes the results of the **Fixed Route Surveys** (see Appendix 1) and **Demand-Response surveys** (see Appendix 2) to assess customer satisfaction and trip purpose of Michigan transit system, conducted between the 15th of January 2016 and 20th of August 2018. We collected data from **5259 respondents**. Results for the survey are organized into four categories: customer satisfaction, trip purpose, most frequently asked transit agency questions, and demographics. Across the state respondents provided positive feedback. **Customer satisfaction was very high as the majority of respondents answered very satisfied for every question in this category**.

2   Common Theme from Impression Reports

The *Customer Satisfaction Survey* administered to Michigan agencies is extensive. Respondents are asked about the quality of their experience riding on the transportation system, including timeliness of vehicles, comfort in the vehicle and at stops, cleanliness of the vehicles and stops, the ease of using the system and finding needed information, the quality of customer service provided by drivers and staff, the overall safety on the vehicle, and the affordability of the ride. In addition to these questions, respondents are asked about the purpose of their trip, alternative modes of transportation used, and basic demographics. Some of the surveyed agencies elected to include questions specific to their planning purposes as well.

Despite the comprehensiveness of topics addressed, it became apparent to the MSU team that qualitative data was needed to supplement the quantitative data that our survey was collecting. While survey results could demonstrate to an agency that their drivers were helpful, for example, we felt that some systems deserved extra recognition for staff who went above and beyond in serving as a social network or in some cases, caretakers, for the community of riders. This led us to

send *Impression Reports* to each surveyed agency immediately after we had finished collecting in-person responses. These reports provided the feedback to accompany and enhance the survey results that would later be provided. Several themes have emerged from these impression reports.

The first and most important of these is that riders rely on agency drivers for more than just transportation to and from a place. Ridership of many agencies, especially demand response systems, consists primarily of aging populations and persons with disabilities. These riders need additional support beyond that which public transportation traditionally offers. The drivers at several surveyed agencies have expanded their job duties to accommodate the needs of their passengers. At one system, a driver had developed a routine of waiting to ensure that his rider with Alzheimer's made it in to her residence before he pulled away; this rider often misplaced her keys, and the driver did not want to leave her stranded. At another agency, drivers would call dispatch on behalf of their passengers to re-work schedules to accommodate for the riders' needs, including modifying the bus route to get a single-mother to work on time. While demand response systems offer more flexibility for drivers to be able to perform these crucial roles, drivers on fixed-routes were sometimes just as accommodating. At one mid-Michigan fixed-route agency, drivers were notorious for waiting at a stop when they knew a transfer bus holding potential passengers was running late. Not every transit driver provides this level of extra service, but both survey respondents and administrators are quick to notice those that do. Agencies that recognize the role that their staff plays beyond driving often received higher customers satisfaction overall.

3 Assessing Customer Satisfaction and Trip Purpose of Transit Riders in Michigan (Fixed-Route Service)

3.1 Introduction to Survey

This report summarizes the results of the Fixed-Route surveys (see Appendix 1) to assess customer satisfaction and trip purpose for the transit riders of Michigan, conducted between the 26th of February 2016 and 1st of August 2018. We collected data from 1925 respondents on-board and via posted flyers in transit vehicles (Appendix 3). Results for the survey are organized into four categories: customer satisfaction, trip purpose, most frequently asked transit agency questions, and demographics.

3.2 Summary of Survey Results

Overall, across the State of Michigan respondents provided positive feedback. Customer satisfaction was very high as the majority of respondents answered very satisfied and satisfied for every question in this category.

The results of the trip purpose category showed us that this service is mostly used to travel from work to reach a destination, and the most common destination is also work.

The final category of questions, demographics, shows the most common fixed route riders in Michigan are Caucasian/White who are between 35 and 54 years old and are employed for pay outside their home with no special needs.

3.3 Customer Satisfaction

For customer satisfaction, we asked transit riders sixteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

3.3.1 Timeliness

We asked transit riders to rate their satisfaction with timeliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their level of satisfaction with:

- the arrival time of this vehicle, and
- the timeliness (on-time arrival) of this transit system in general.

We asked transit riders about their satisfaction with the arrival time of this transit vehicle. The majority of respondents ranked this as Very Satisfied.
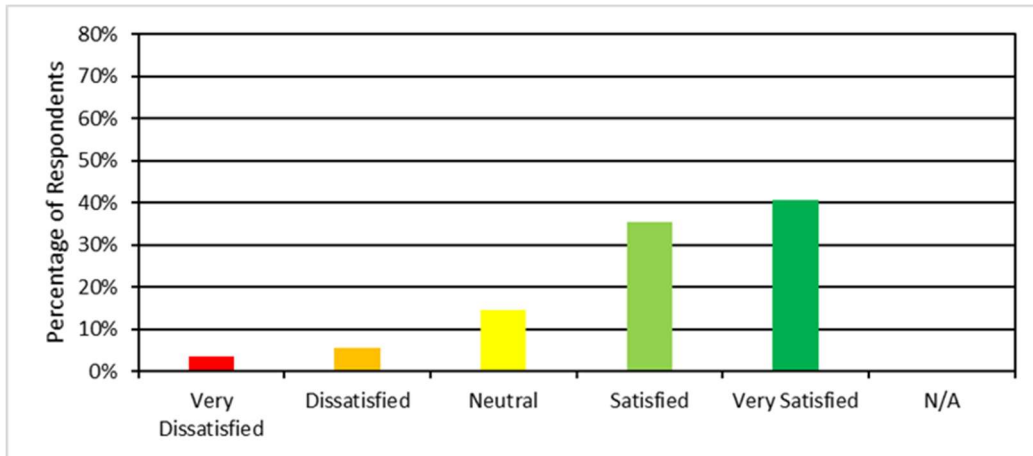

Figure 1: n=1771

We asked transit riders about their satisfaction with the on-time arrival of this transit system in general. The majority of respondents ranked this as Satisfied.
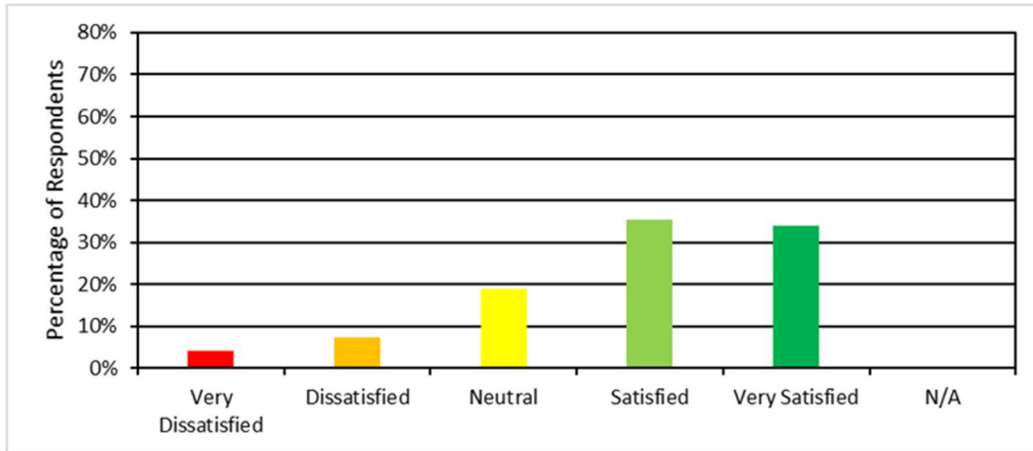

Figure 2: n=1727

3.3.2 Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their satisfaction level with:

- the temperature on the bus,
- the comfort at the bus stop, and
- the seat availability when the respondent boarded the bus.

We asked transit riders about their satisfaction with the temperature on the bus. The majority of respondents ranked this as Satisfied.
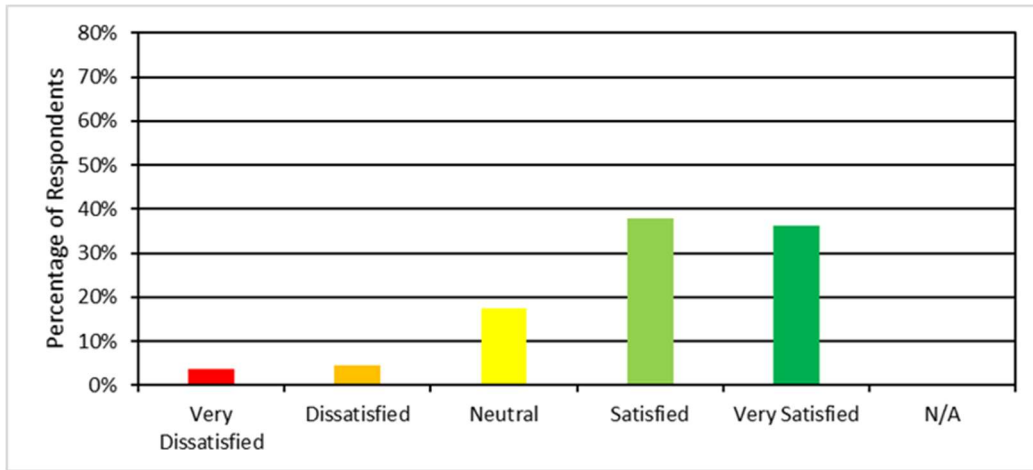

Figure 3: n=1778

We asked transit riders about their satisfaction level with the comfort at the bus stop. The majority of respondents ranked this as Very Satisfied.
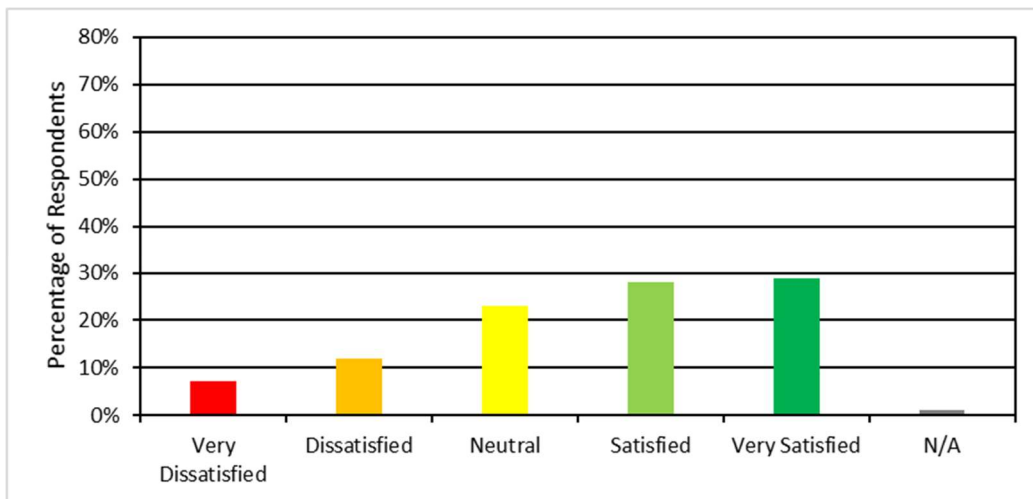

Figure 4: n=1750

We asked transit riders about their satisfaction with the seat availability when they boarded the bus. The majority of respondents ranked this as Very Satisfied.
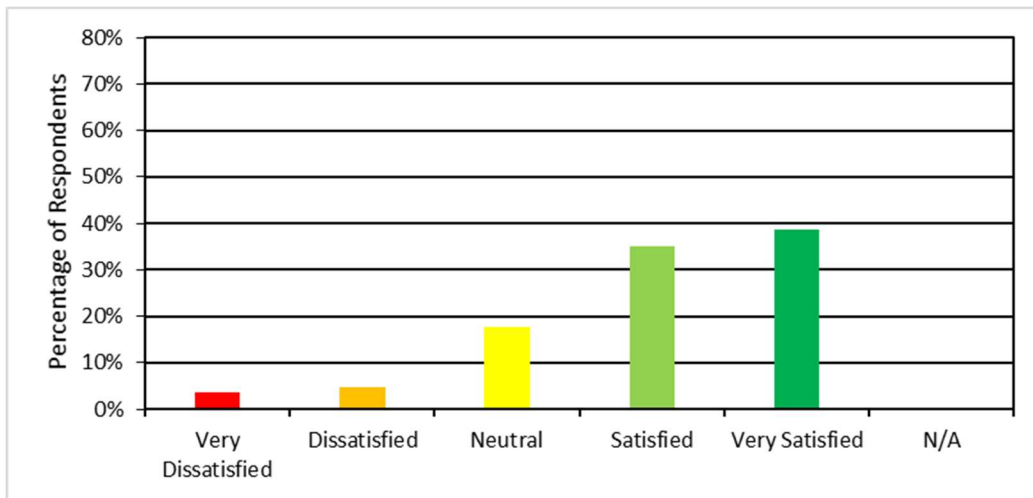

Figure 5: n=1754

3.3.3 Cleanliness

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- the cleanliness of this vehicle, and
- the cleanliness of the bus shelter (if there was one available) where the respondent boarded the bus.

We asked transit riders about their satisfaction with the cleanliness of this vehicle. The majority of respondents ranked this as Very Satisfied.
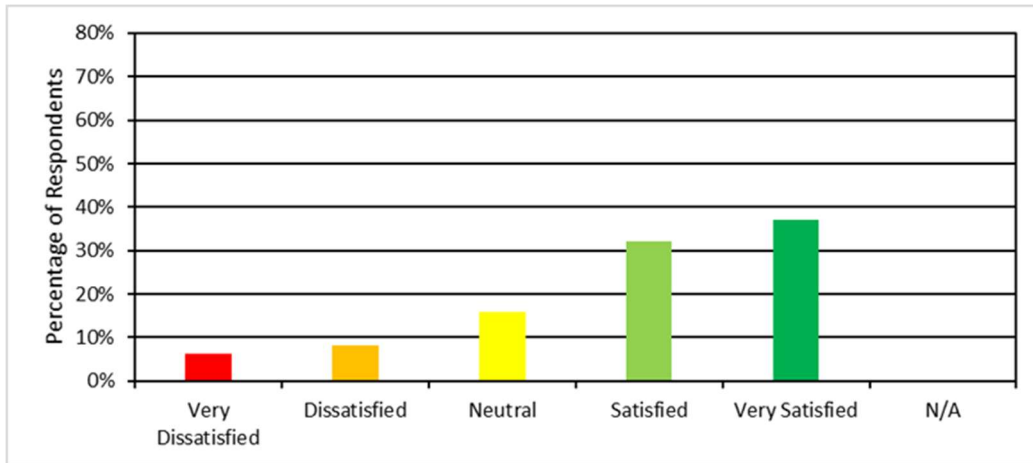

Figure 6: n=1788

We asked transit riders about their satisfaction with the cleanliness of the bus shelter (if there was one) where they boarded the bus. The majority of respondents ranked this as Satisfied.
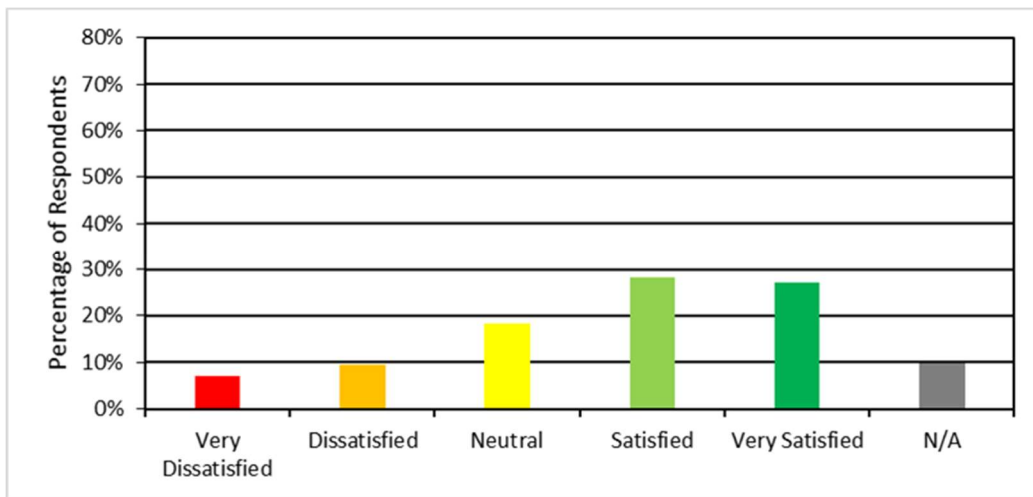

Figure 7: n=1712

3.3.4 Information availability and ease of use

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their satisfaction level with:

- the ease of finding information on the bus route they were aboard,
- the ease of finding information on the transit agency, and
- the accuracy of the published or electronic information.

We asked transit riders about their satisfaction with the ease of finding information on the bus route they were aboard. The majority of respondents ranked this as Very Satisfied.
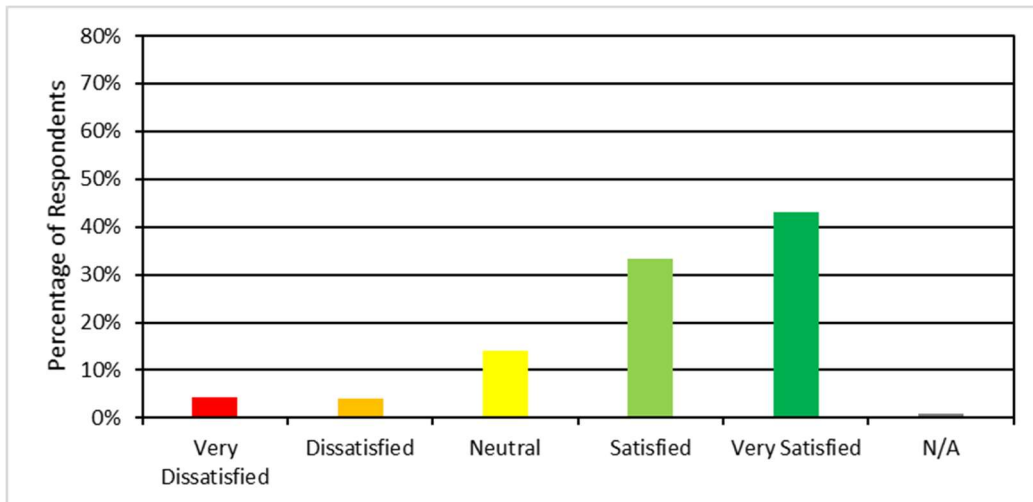

Figure 8: n=1782

We asked transit riders about their satisfaction with the ease of finding information on the transit agency. The majority of respondents ranked this as Very Satisfied.
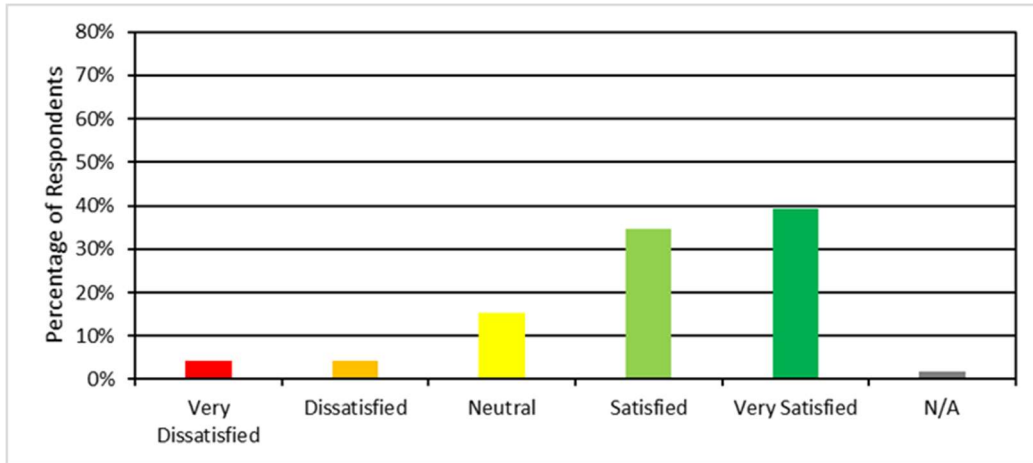

Figure 9: n=1752

We asked transit riders about their satisfaction with the accuracy of the published or electronic information. The majority of respondents ranked this as Very Satisfied.
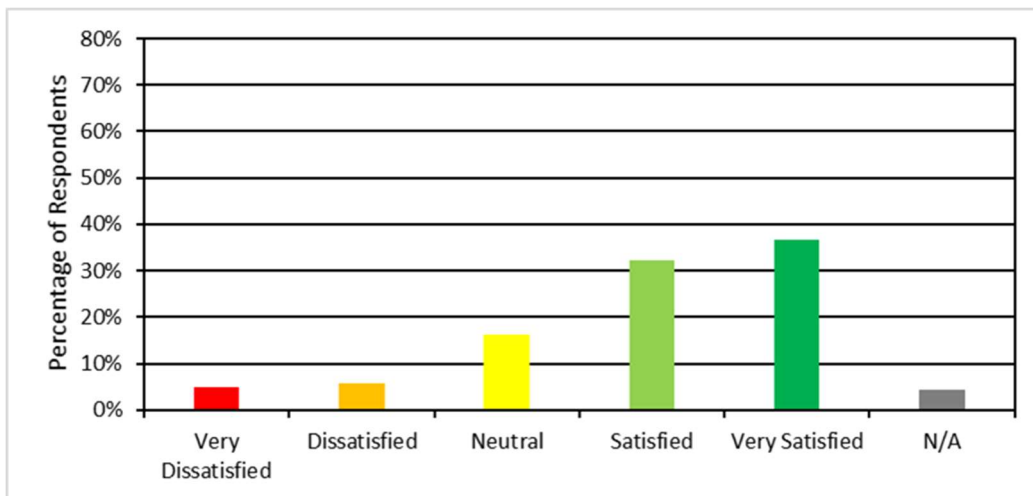

Figure 10: n=1735

3.3.5 Customer service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Four questions within this category asked about their satisfaction level with:

- the helpfulness of the driver,
- the professionalism of the driver,
- the driver's driving skill, and
- the overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very Satisfied.
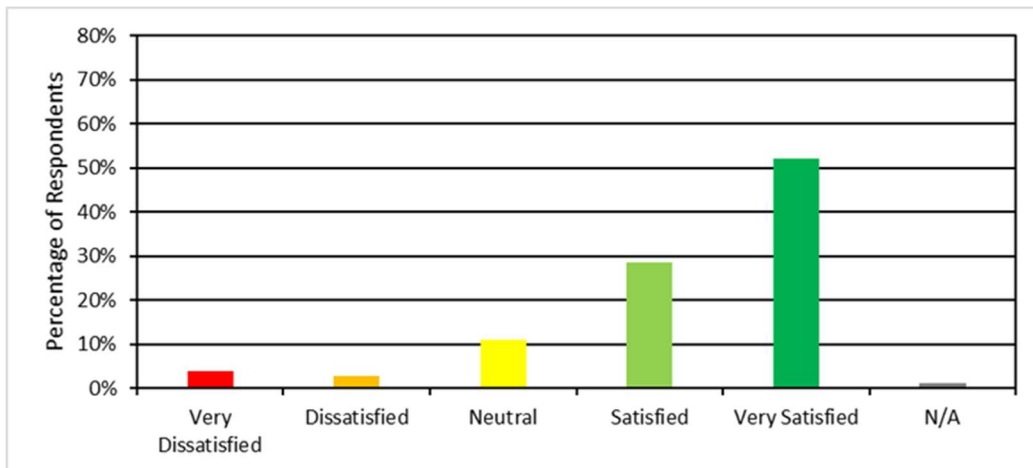

Figure 11: n=1779

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very Satisfied.
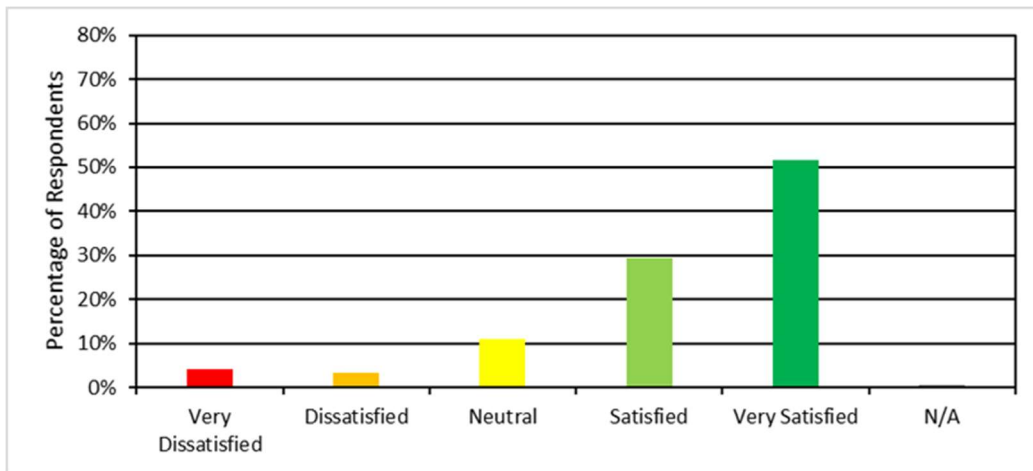

Figure 12: n=1759

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very Satisfied.
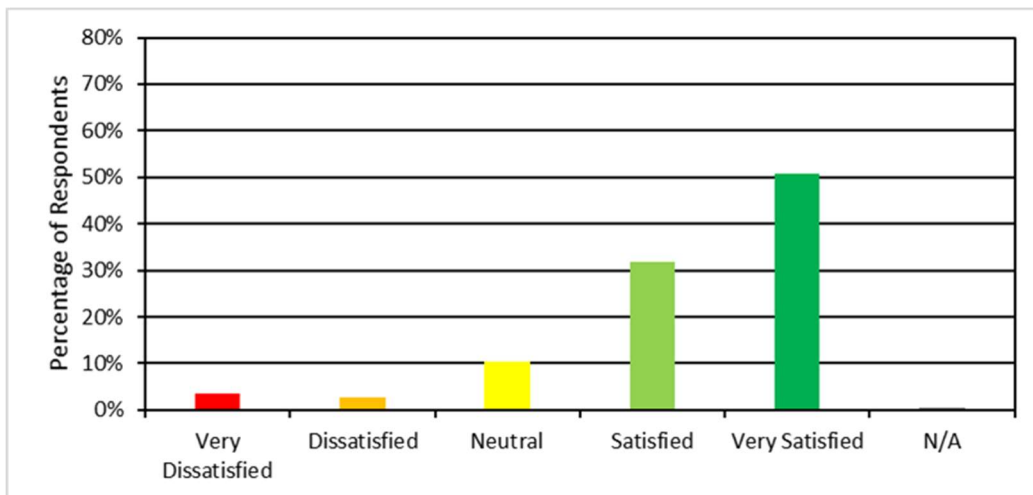
Figure 13: n=1746

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very Satisfied.
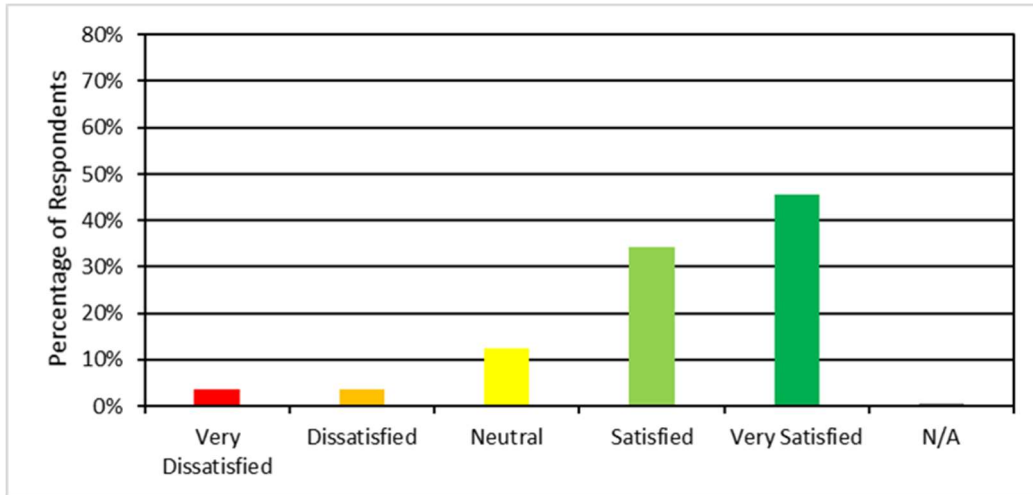
Figure 14: n=1754

3.3.6 Safety and security

We asked transit riders to rate how satisfied they were with safety and security on agency vehicles, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the safety and security within a vehicle.

We asked transit riders how satisfied they were with their feeling of safety and security on the vehicle. The majority of respondents ranked this as Very Satisfied.

Figure 15: n=1790

3.3.7 Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the cost associated with this ride.

We asked transit riders how satisfied they were with the cost of the ride. The majority of respondents ranked this as Very Satisfied.
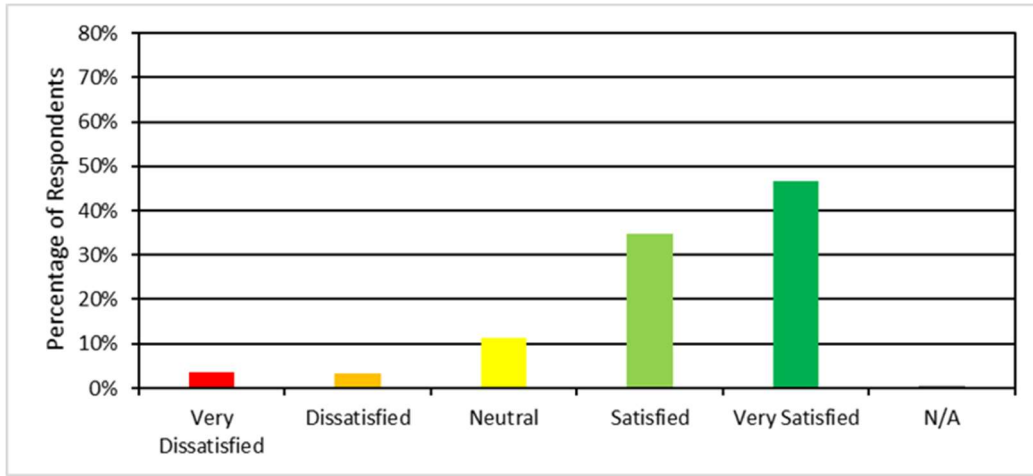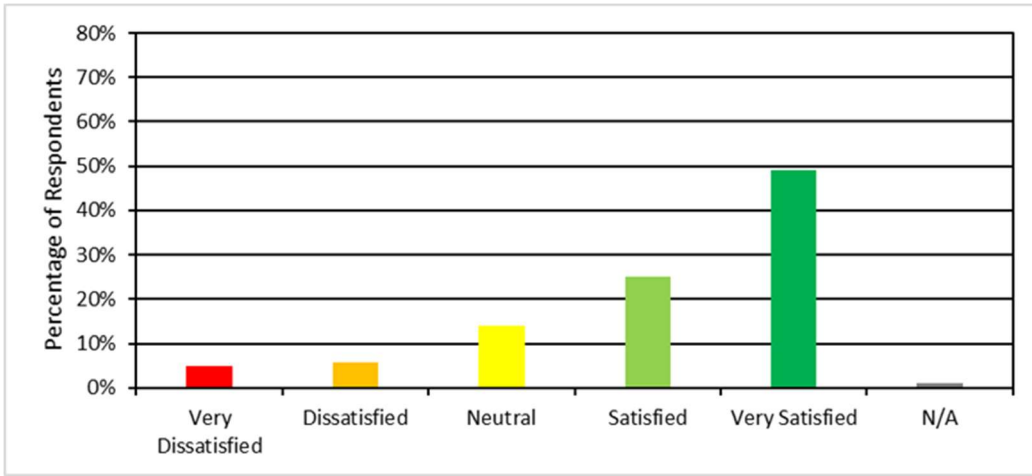

Figure 16: n=1785

3.4   Trip Purpose

For trip purpose, we asked transit riders three questions regarding the origin and destination of their trip, and what they would do if public transportation was unavailable.

3.4.1   *Origin and destination of trip*

We asked transit riders about the origin and destinations of their trip. The majority of respondents said they left from work, and the majority of respondents said that their destination was also work.
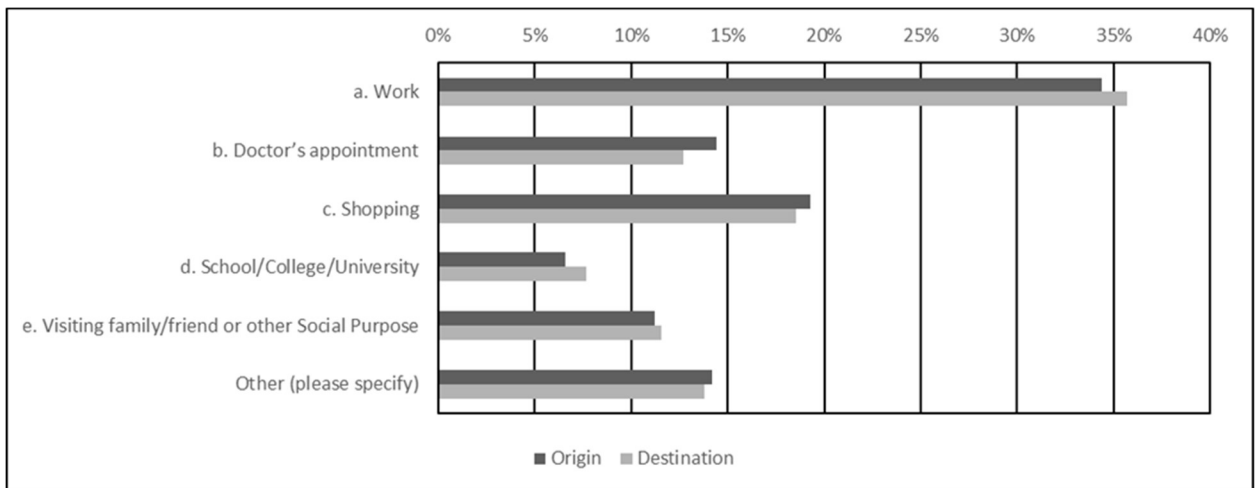
Figure 17. Origin, n=908; Destination, n=1339

3.4.2   *Alternative transport options*

We asked transit riders what they would do if public transportation was not available. We received 1781 responses.

- 29.3% said they would not make this trip
- 22.6% said they would look for alternative destinations

The remaining 48.1% would take the following alternative transportation options:

- 8.9% said they would get a ride from family or friends
- 8.7% said they would walk
- 6.2% said they would take a taxi or cab

- 6.0% said they would take a vehicle or drive
- 5.7% had no comment
- 4.8% said something other
- 4.1% said Uber or Lyft
- 3.7% said they would take a bike

3.5 Most Frequently Asked Transit Agency Questions

Agencies were given the option to add several of their own questions to the survey template provided. Approximately 50 surveys were modified with these "agency-specific questions". These surveys included both Fixed Route and Demand-Response services.

Researchers then analyzed these agency-specific questions to identify potential trends within the questions. These trends can help to indicate the most common issues that agencies hope to identify (at least, those outside the scope of the existing survey template). Approximately 120 agency-specific questions were identified; because these questions were often worded differently but seeking the same information, categories were formed based on similarities throughout the questions. This resulted in the questions being sorted into 26 categories. The results were also sorted by whether they were from a Fixed Route or Demand-Response agency.

The most common "agency-specific question" category for Fixed-Route service was "Customer outreach/Information availability", which included any questions asking how passengers find information about the agency. Common response options included the internet, TV, phone, or family and friends. There were five Fixed Route agencies as well as five Demand-Response agencies that added this question to their surveys. The remainder of the top five most common questions are included in Table 2.

Category	# of Agencies (Fixed-Route)
Customer outreach/Information availability	5
Frequency of bus use	4
Trip origin and/or destination	3
Feedback on recently added route	3
Ability to drive	3

3.6   Demographic Information

We asked transit riders about their employment. The majority of respondents said they were employed for pay outside the home.
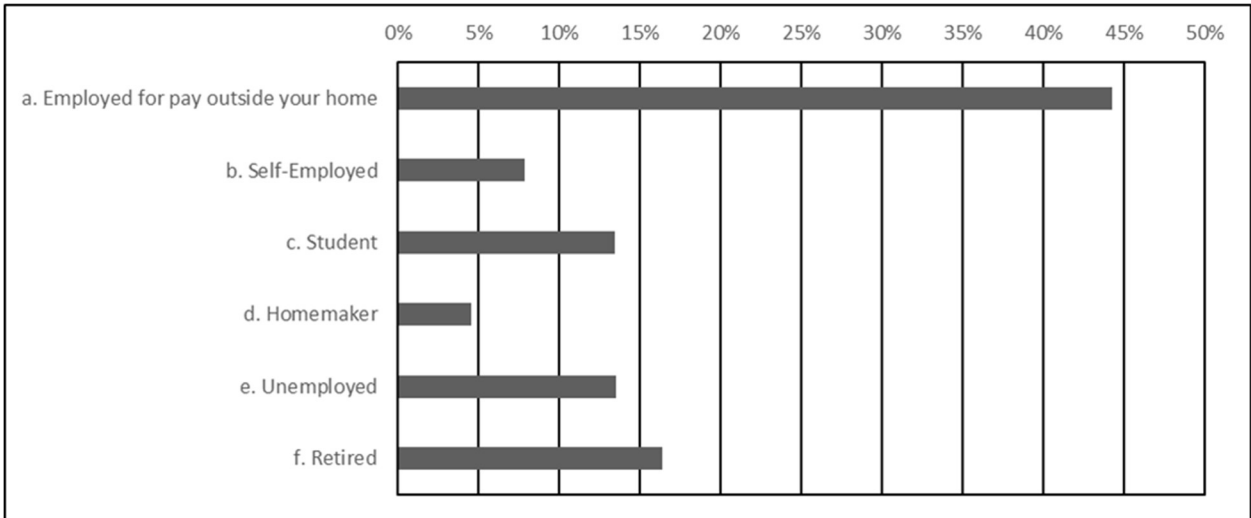
Figure 18: n=1730

We asked transit riders about their gender: 51.34% male, 48.20% female, 0.47% said other or preferred not to answer. We received 1720 responses.

We asked transit riders about their age. The majority of respondents said they were 35 to 54 years old.
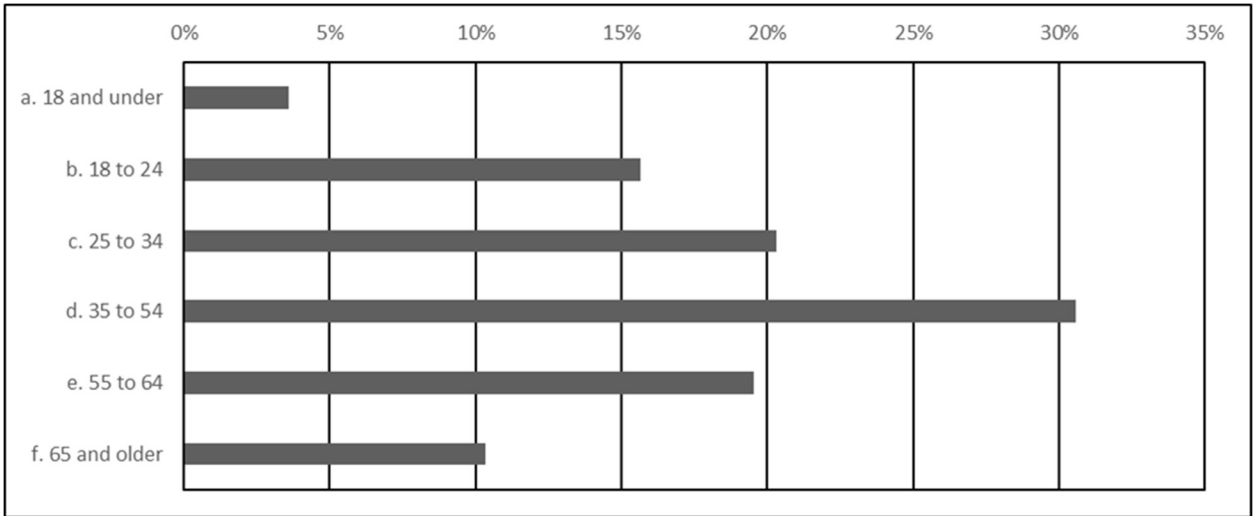
Figure 19: n=1751

We asked transit riders about their total combined annual household income. The majority of respondents said less than $10,000.
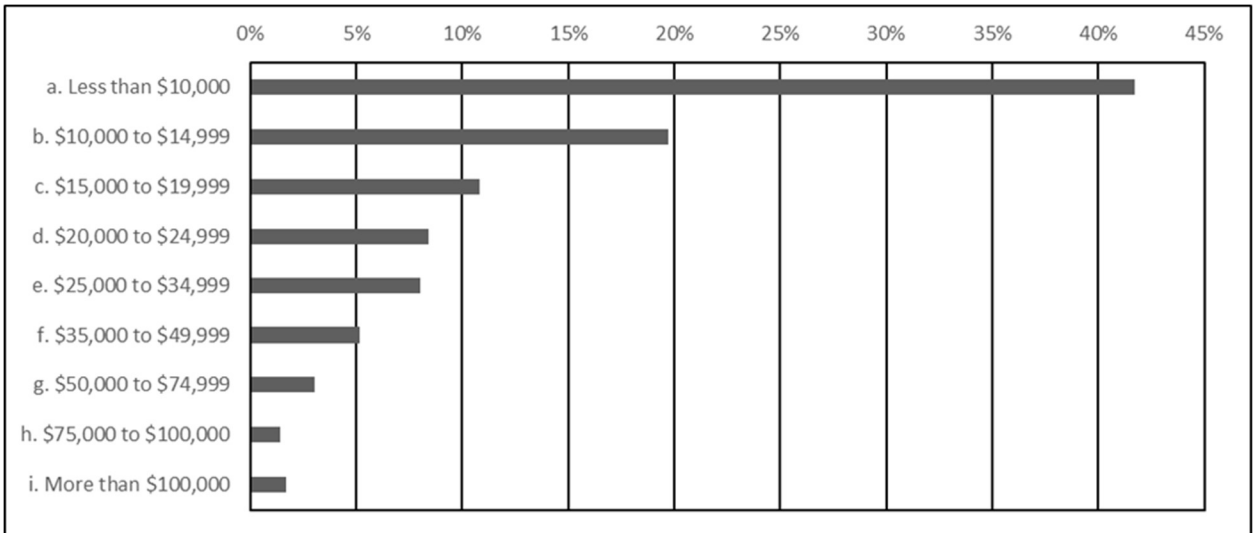
Figure 20: n=1582

We asked transit riders about their race. The majority of respondents said Caucasian/White.
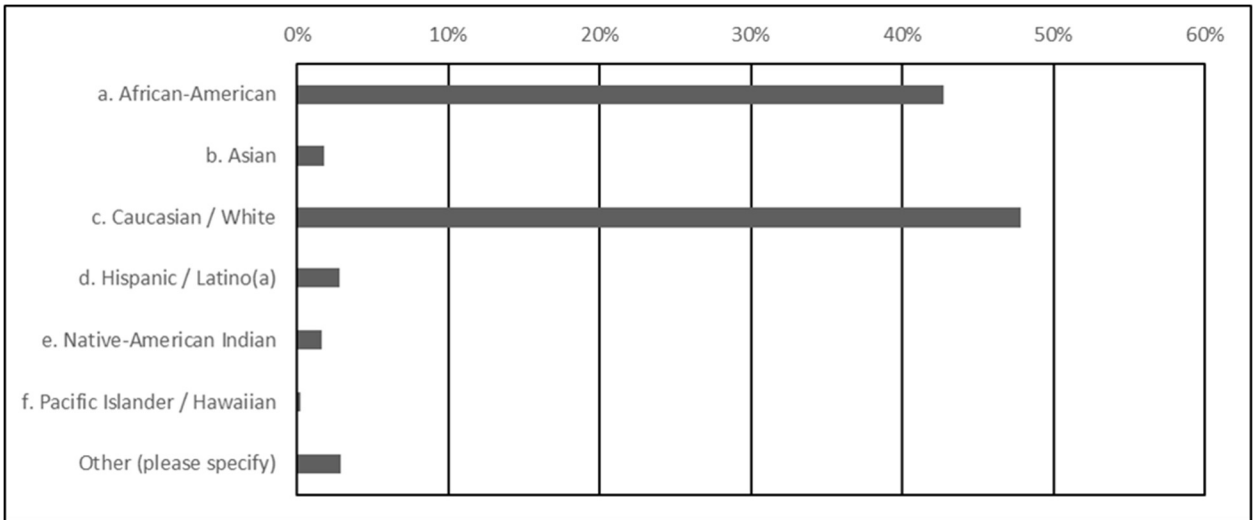
Figure 21: n=1688

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. The majority of respondents said they do not have any special needs or require any accommodations.
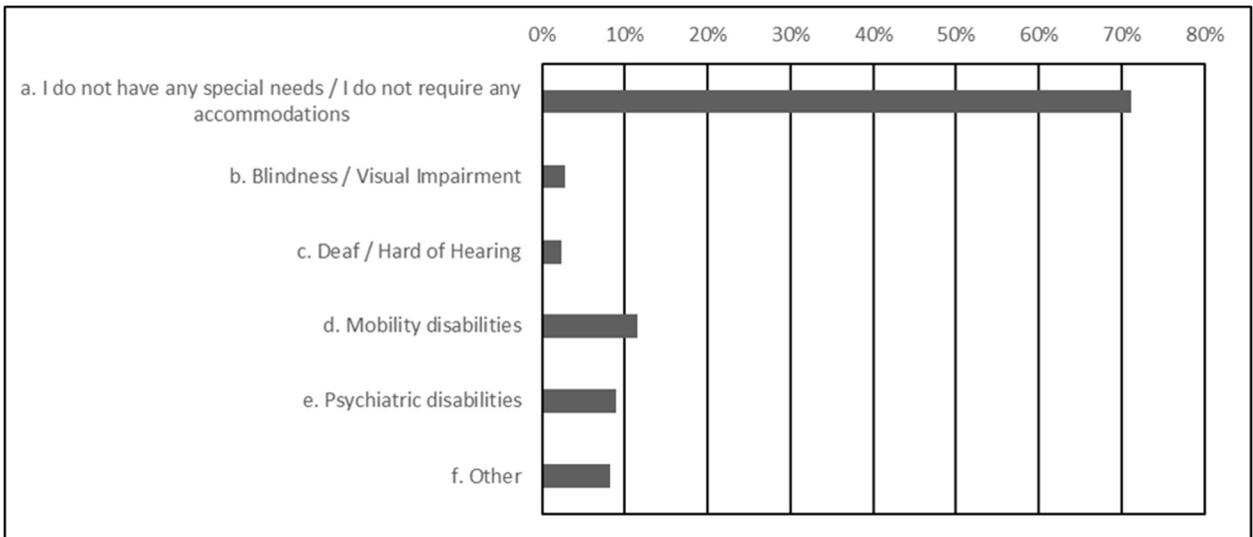
Figure 22: n=1658

We also asked transit riders if they had any additional comments about the transportation service. The most common responses were as follows:

- Extension of service hours either at night or in the morning on weekdays or weekend service;
- Additional stops;
- Support/improvement in scheduling rides.

At the end of each survey, we also provided agencies with final recommendations, summarizing results, impressions, and comments riders made.

4 Assessing Customer Satisfaction and Trip purpose of Transit Riders in Michigan (Demand-Response Service)

4.1 Introduction to Survey

This report summarizes the results of the Demand-Response surveys (see Appendix 2) to assess customer satisfaction and trip purpose for the State of Michigan transit system, conducted between the 15th of January2016 and 20th of August 2018 onboard and via posted flyers in transit vehicles. We collected data from 3334 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, most frequently asked transit agency questions, and demographics.

4.2 Summary of Survey Results

Overall, across the State of Michigan respondents provided positive feedback. Customer satisfaction was very high as the majority of respondents answered very satisfied for every question in this category.

The results of the trip purpose category showed us that this service is mostly used to travel from somewhere other than listed in the survey to reach a destination, and the most common destination is shopping. The three most common categories of the origin of trips were social and cultural institutions (such as library, civic center, community center, senior center, daycare, personal growth center); medical care and health services (such as dialysis, therapy or rehabilitation, hospital, pharmacy); and physical activities (such as gym, pool, fitness center or outdoor activities).

The final category of questions, demographics, shows the most common demand response riders in Michigan are Caucasian/White who are 65 and older and are retired with no special needs.

4.3 Customer Satisfaction

For customer satisfaction, we asked transit riders nineteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

4.3.1 Timeliness

We asked transit riders to rate their satisfaction with timeliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their level of satisfaction with:

- the arrival time of this vehicle,
- the timeliness (on-time arrival) of the transit vehicles in general, and
- the time taken to reach their destination, given the distance traveled.

We asked transit riders about their satisfaction with the arrival time of the vehicle. The majority of respondents ranked this as Very Satisfied.

Figure 23: n=3162

We asked transit riders about their satisfaction with the on-time arrival of the transit vehicles in general. The majority of respondents ranked this as Very Satisfied.
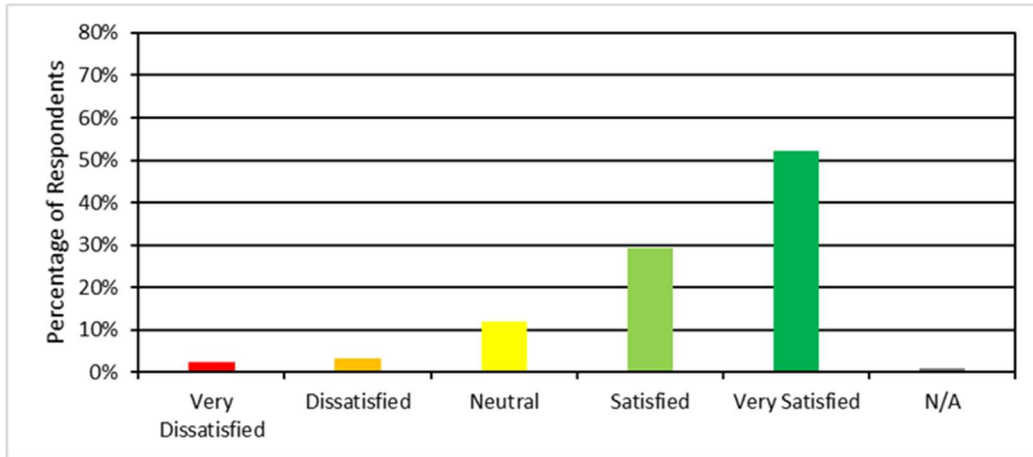
Figure 24: n=3077

We asked transit riders about their satisfaction with the time taken to reach their destinations given the distance traveled. The majority of respondents ranked this as Very Satisfied.
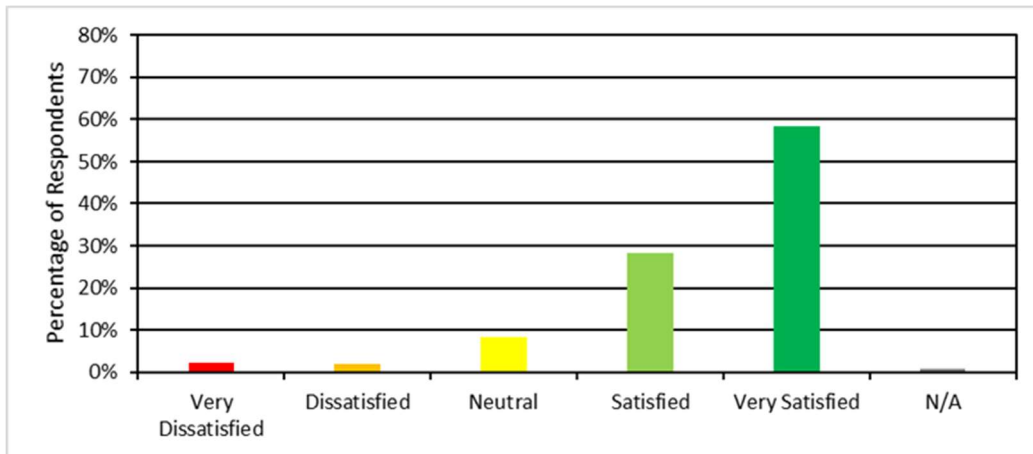
Figure 25: n=3049

4.3.2 Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- the temperature of the vehicle, and
- the seats on this vehicle.

We asked transit riders about their satisfaction with the temperature on the vehicle. The majority of respondents ranked this as Very Satisfied.

Figure 26: n=3173

We asked transit riders about their satisfaction level with the seats on the vehicle. The majority of respondents ranked this as Very Satisfied.

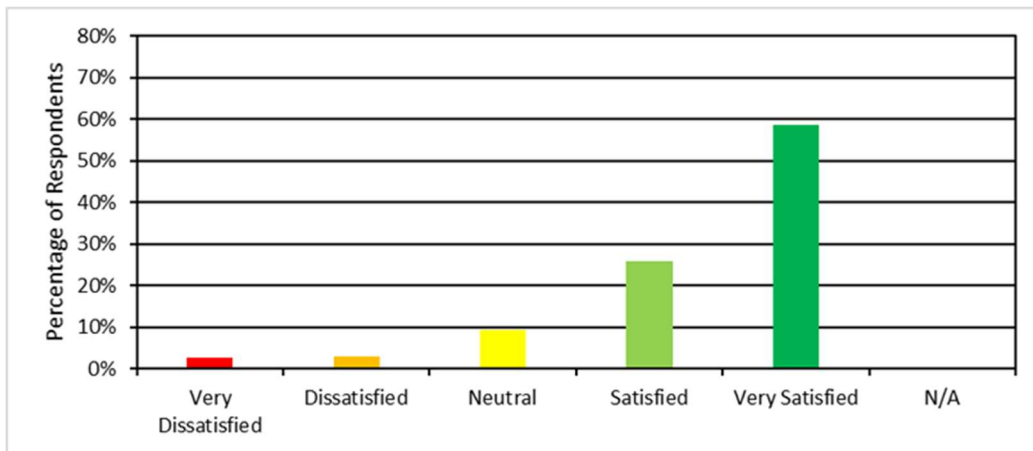*Figure 27: n=3123*

4.3.3   *Cleanliness*

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- the cleanliness of this vehicle.

We asked transit riders about their satisfaction with the cleanliness of the vehicle. The majority of respondents ranked this as Very Satisfied.
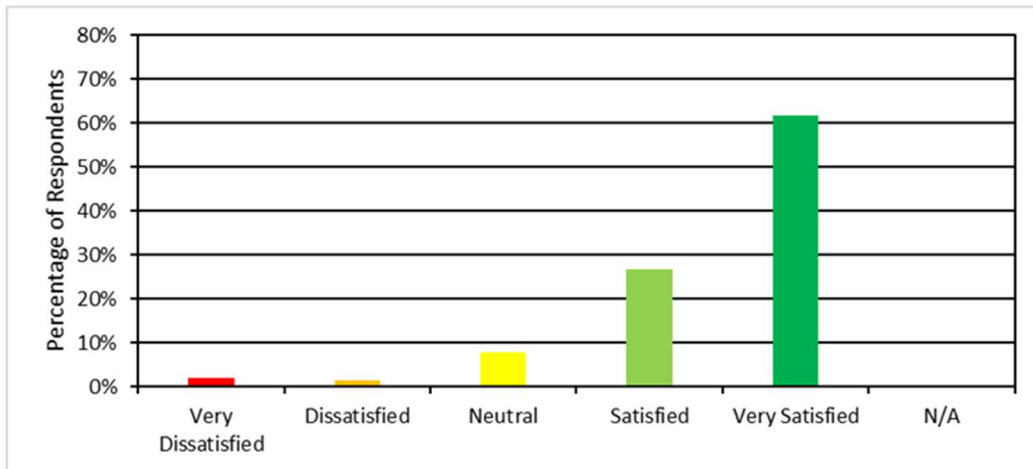

Figure 28: n=3161

4.3.4 *Information availability and ease of use*

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Six questions within this category asked about their satisfaction level with:

- the information that was provided to them when they made the reservation regarding when the vehicle would arrive,
- the information that was provided to them when they made the reservation regarding how long the trip would take,
- the ease of booking trips,
- the ease of changing trips,
- the ease of cancelling trips, and
- the ease of finding information on the transit agency in general.

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding when the vehicle would arrive. The majority of respondents ranked this as Very Satisfied.
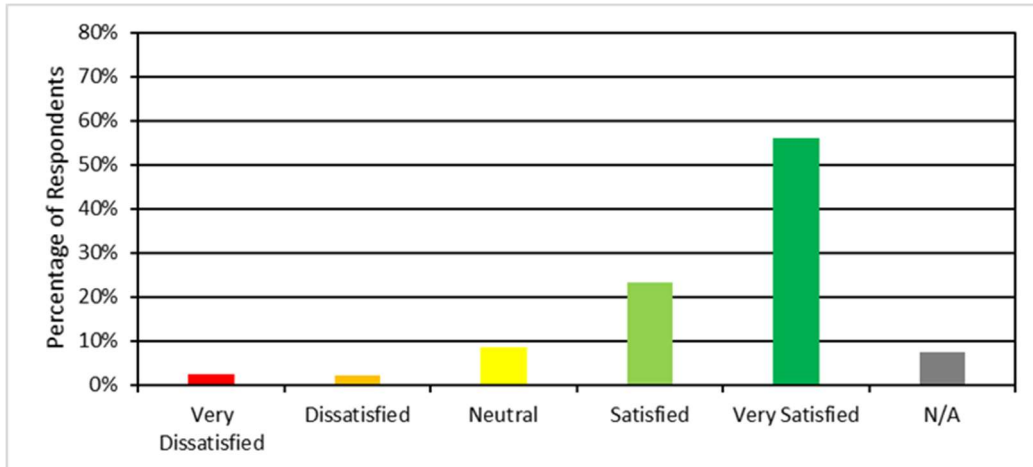
Figure 29: n=3088

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding how long the trip would take. The majority of respondents ranked this as Very Satisfied.

Figure 30: n=3043

We asked transit riders about their satisfaction with the ease of booking trips. The majority of respondents ranked this as Very Satisfied.

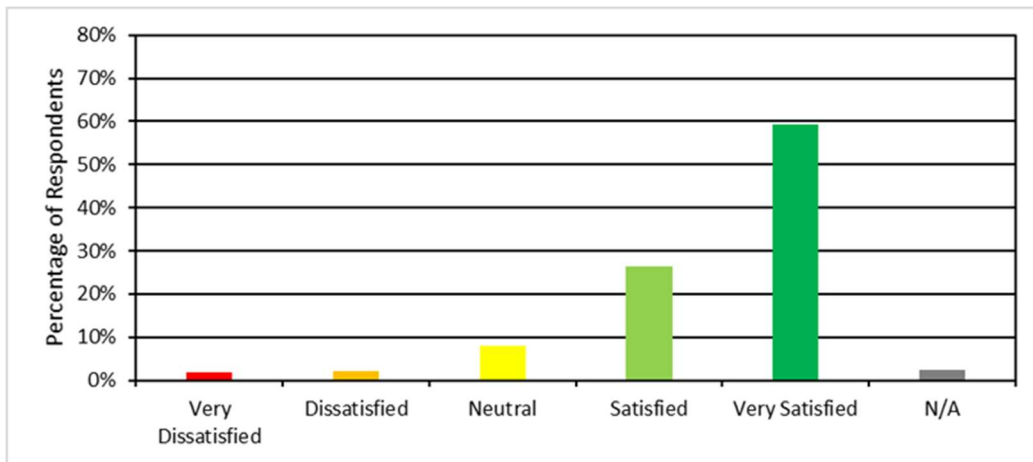We asked transit riders about their satisfaction with the ease of changing trips. The majority of respondents ranked this as Very Satisfied.
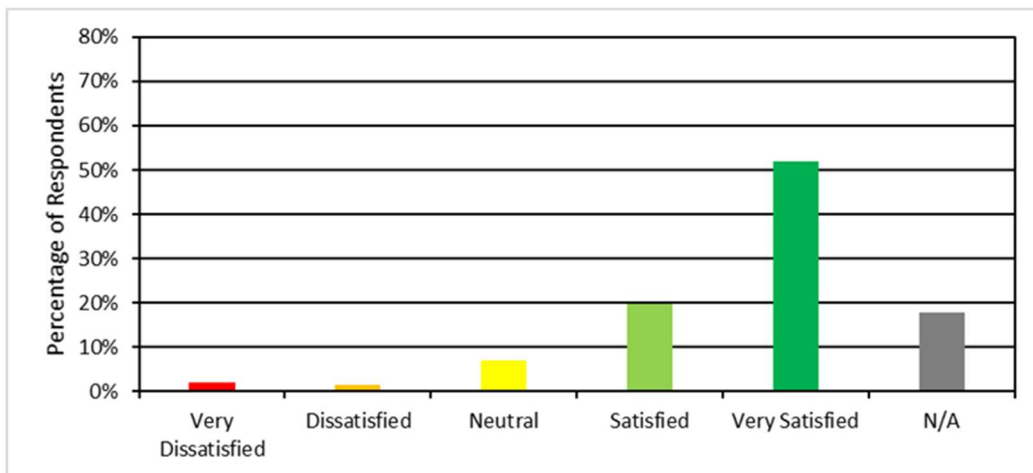
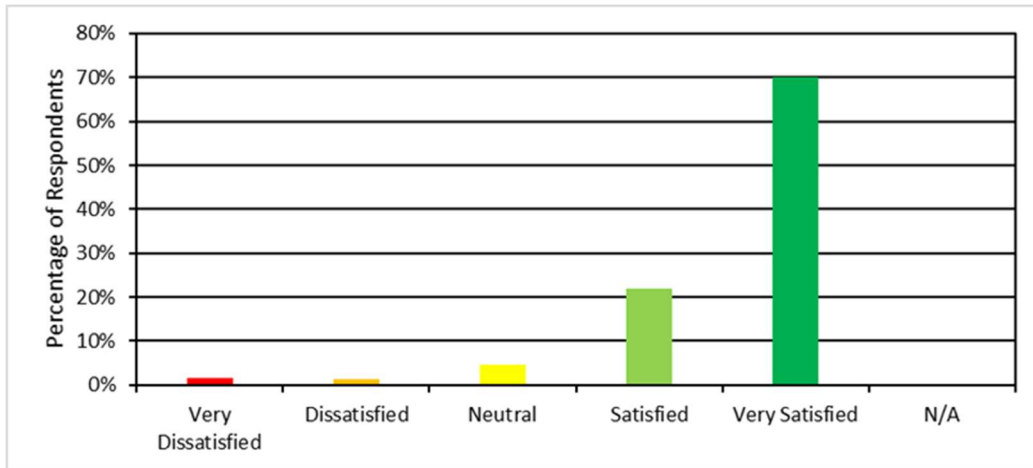We asked transit riders about their satisfaction with the ease of cancelling trips. The majority of respondents ranked this as Very Satisfied.
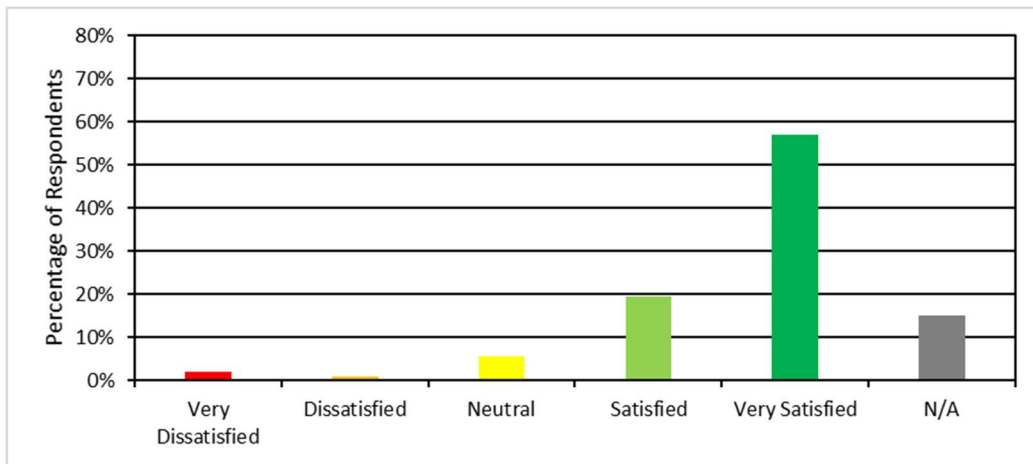
Figure 33: n=3060

We asked transit riders about their satisfaction with the ease of finding information on the transit agency in general. The majority of respondents ranked this as Very Satisfied.
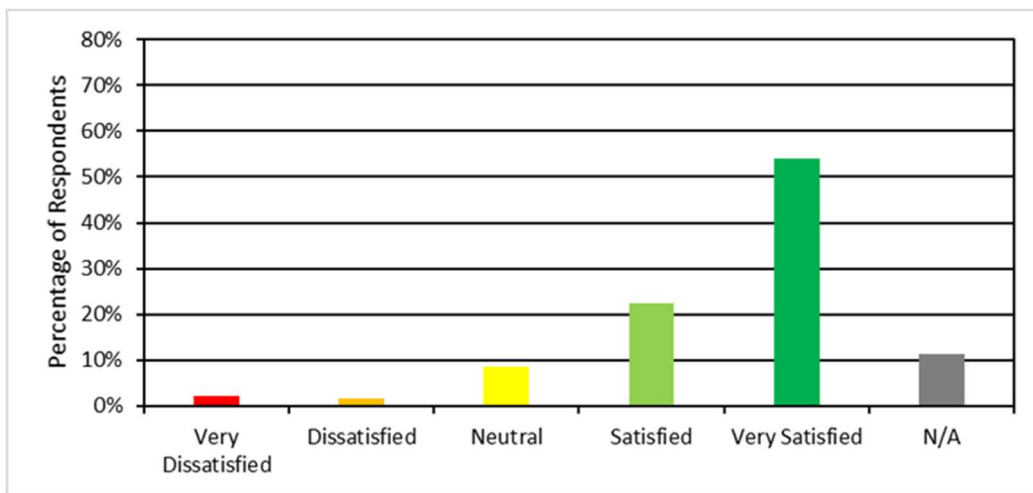
Figure 34: n=3020

4.3.5 Customer service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Five questions within this category asked about their satisfaction level with:

- the helpfulness of the driver,
- the professionalism of the driver,
- the driver's driving skill,
- the helpfulness of the staff taking reservations, and
- the overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very Satisfied.
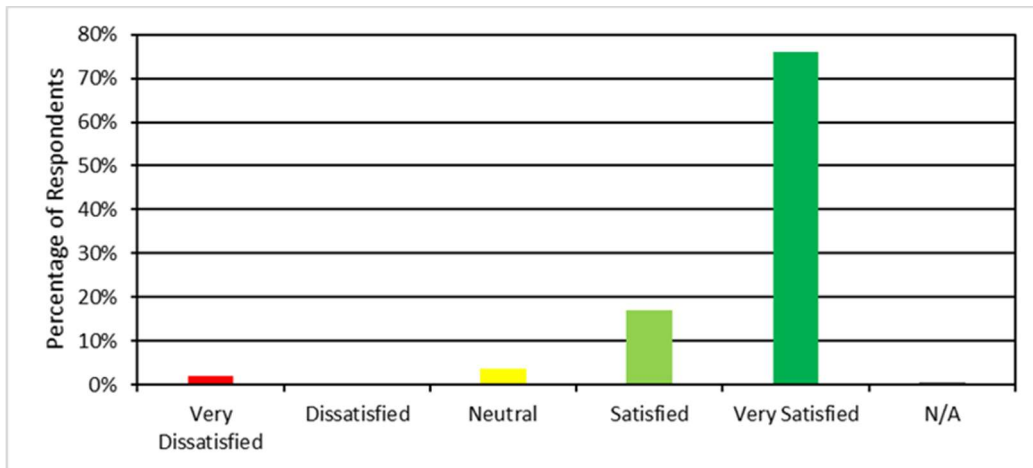
Figure 35: n=3166

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very Satisfied.
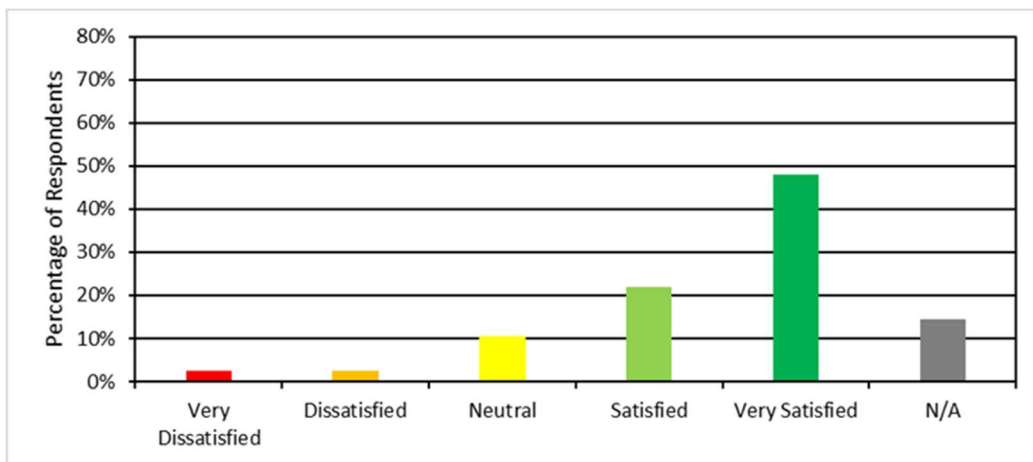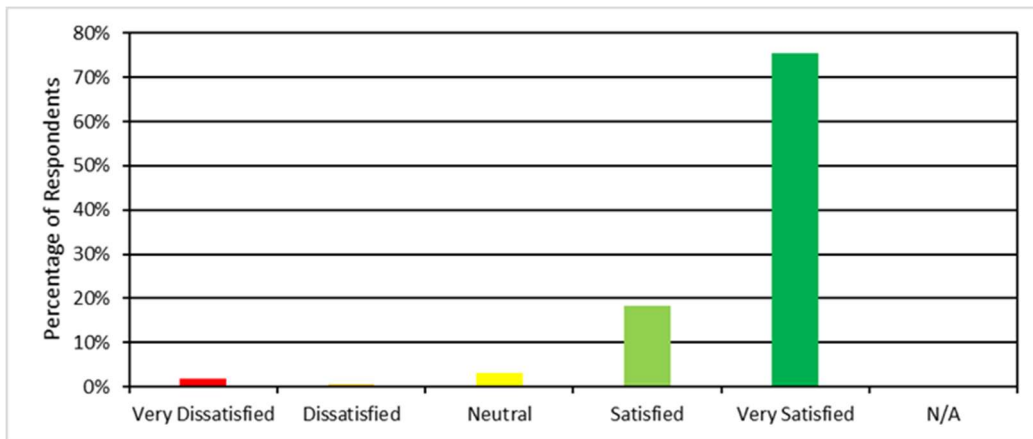

Figure 36: n=3132

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very Satisfied.
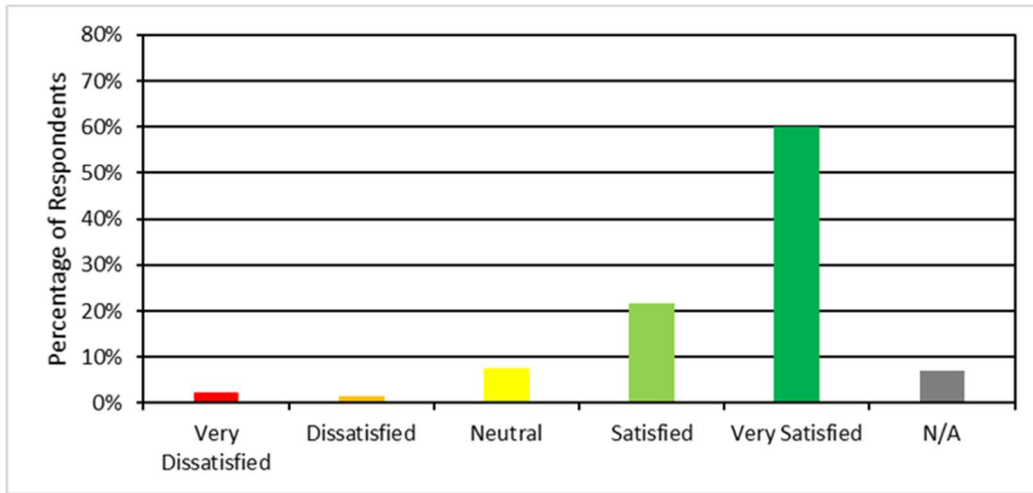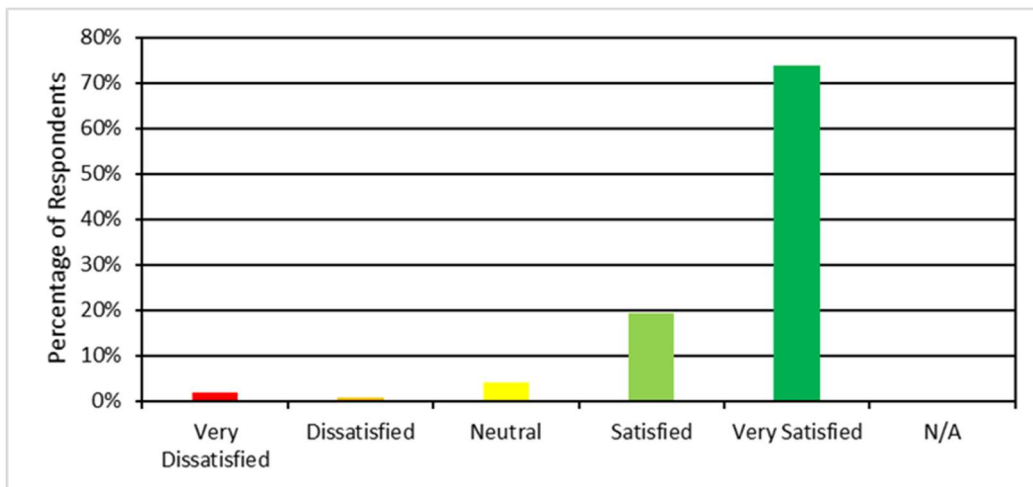

Figure 37: n=3135

We asked transit riders about their satisfaction with the helpfulness of the staff taking reservations. The majority of respondents ranked this as Very Satisfied.
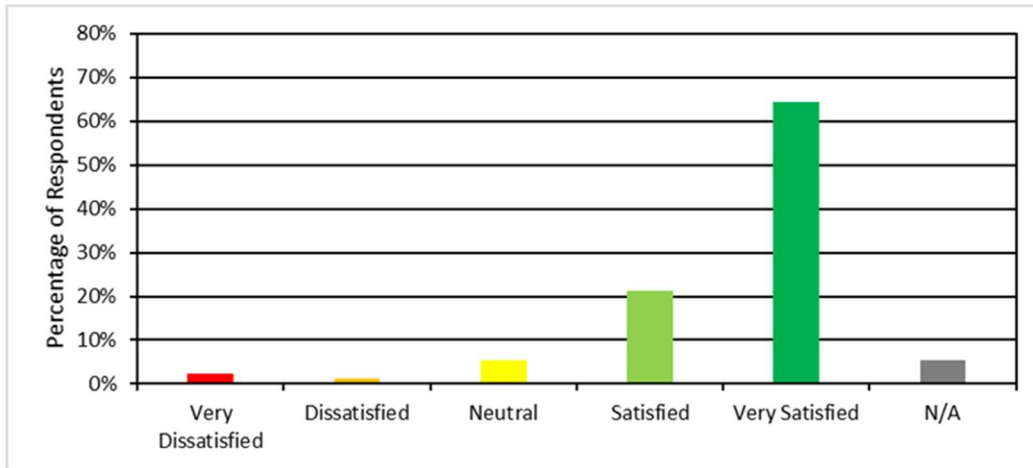
Figure 38: n=3104

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very Satisfied.
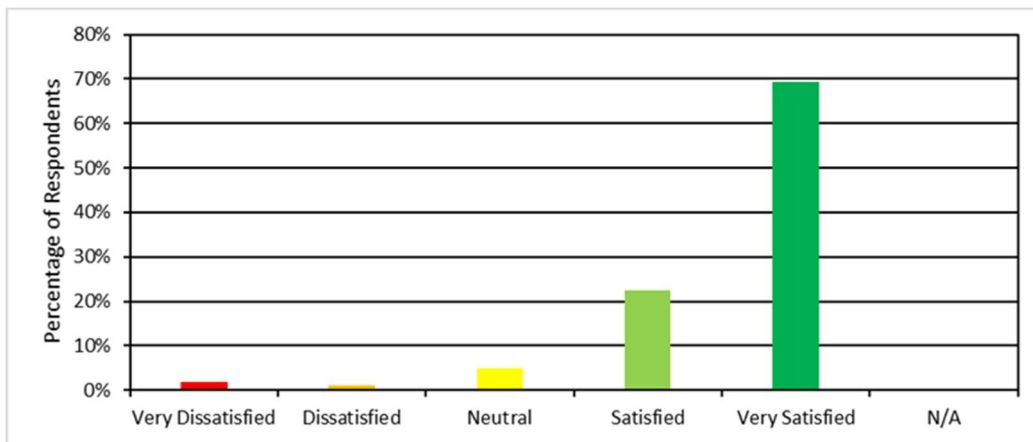
Figure 39: n=3125

4.3.6 Safety and security

We asked transit riders to rate how much they agreed with a statement on safety and security, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the safety and security within a vehicle.

We asked transit riders how satisfied they were with their feeling of safety and security on the vehicle. The majority of respondents ranked this as Very Satisfied.
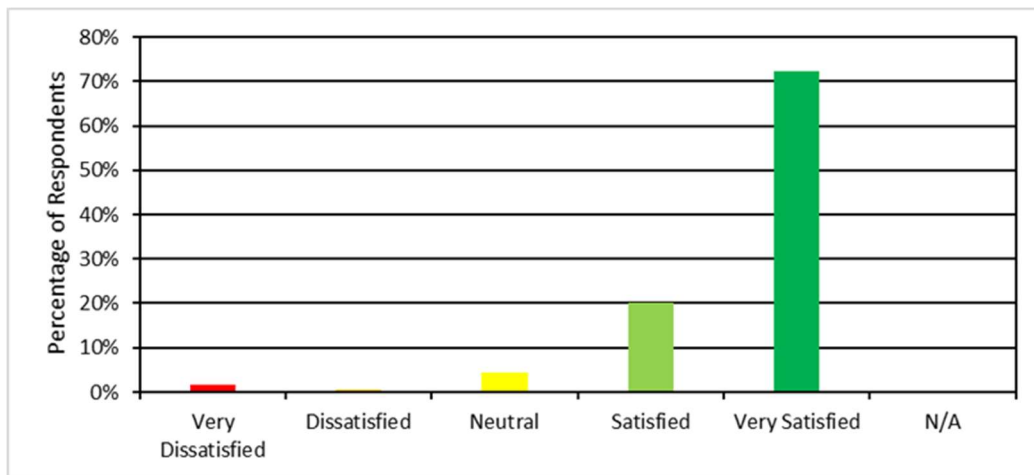
Figure 40: n=3128

4.3.7 Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question asked about their satisfaction with:

- the cost associated with this ride.

We asked transit riders how satisfied they were with the cost of the ride. The majority of respondents ranked this as Very Satisfied.
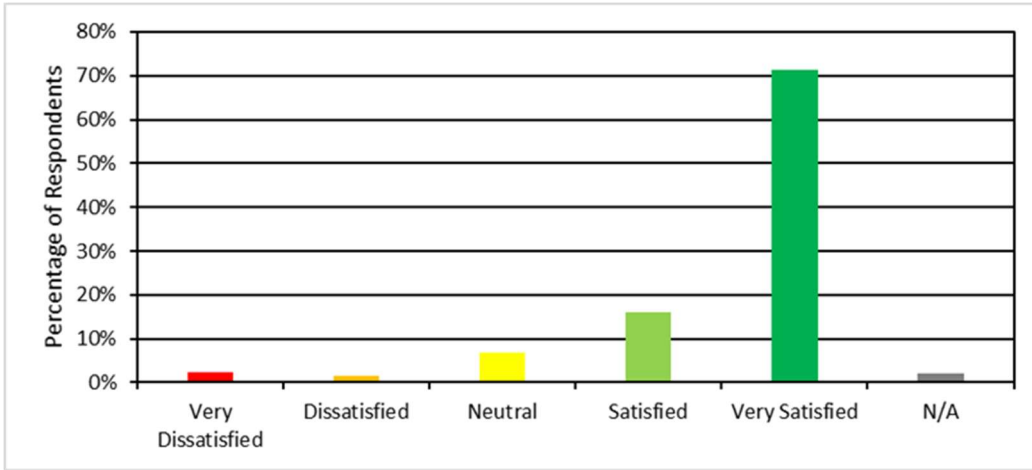
4.4 Trip Purpose

For trip purpose, we asked transit riders three questions regarding the origin and destination of their trip, and what they would do if public transportation was unavailable.

4.4.1 Origin and destination of trip

We asked transit riders about the origin and destinations of their trip. The majority of respondents said they left from somewhere other than listed, and the majority of respondents said that their destination was shopping. The three most common categories of the origin of trips were social and cultural institutions (such as library, civic center, community center, senior center, daycare, personal growth center); medical care and health services (such as dialysis, therapy or rehabilitation, hospital, pharmacy); and physical activities (such as gym, pool, fitness center or outdoor activities).
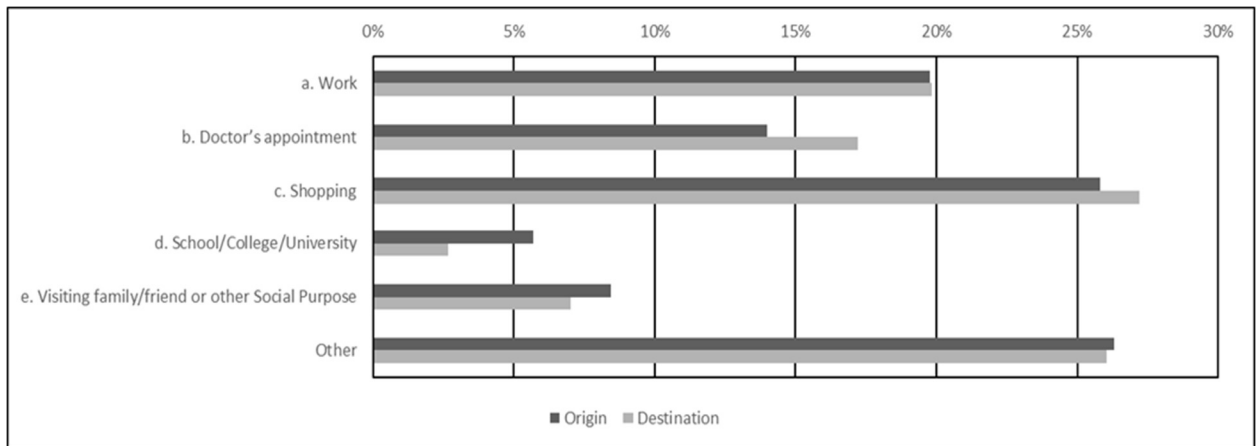
Figure 42. Origin, n=1407; Destination, n=2399

4.4.2 Alternative transport options

We asked transit riders what they would do if public transportation was not available. We received 3040 responses.

- 35.9% said they would not make this trip
- 14.1% said they would look for alternative destinations

The remaining 50.0% would take the following alternative transportation options:

- 17.3% said they would get a ride from family or friends
- 10.7% said they would walk
- 5.6% said they would take a taxi/cab or Uber/Lyft
- 5.5% said something other
- 4.9% had no comment
- 3.8% said they would take a vehicle or drive
- 2.2% said they would take a bike

4.5 Most Frequently Asked Transit Agency Questions

Agencies were given the option to add several of their own questions to the survey template provided. Approximately 50 surveys were modified with these "agency-specific questions". These surveys included both Fixed Route and Demand-Response services.

Researchers then analyzed these agency-specific questions to identify potential trends within the questions. These trends can help to indicate the most common issues that agencies hope to identify (at least, those outside the scope of the existing survey template). Approximately 120 agency-specific questions were identified; because these questions were often worded differently but seeking the same information, categories were formed based on similarities throughout the questions. This resulted in the questions being sorted into 26 categories. The results were also sorted by whether they were from a Fixed Route or Demand-Response agency.

The most common "agency-specific question" category for Demand-Response service was "Satisfaction with days/Hours of operation", which included any questions asking if passengers were happy with the current service hours and whether they would benefit from hours being extending into the morning, later at night, or on weekends. There were 22 Demand-Response agencies and two Fixed Route Agencies that added this question to their surveys. The remainder of the top five most common questions are included in Table 3.

Table 3. Top five most common transit agency questions for Demand-Response service

Category	# of Agencies (Demand-Response)
Satisfaction with days/Hours of operation	22
Trip origin and/or destination	9
Suggestions for changes/Improvements (open-ended)	9
Ease of scheduling rides/Communication with dispatch	6
Mobile app/Online booking/Other technology	6

4.6 Demographic Information

We asked transit riders about their employment. The majority of respondents said they were retired.
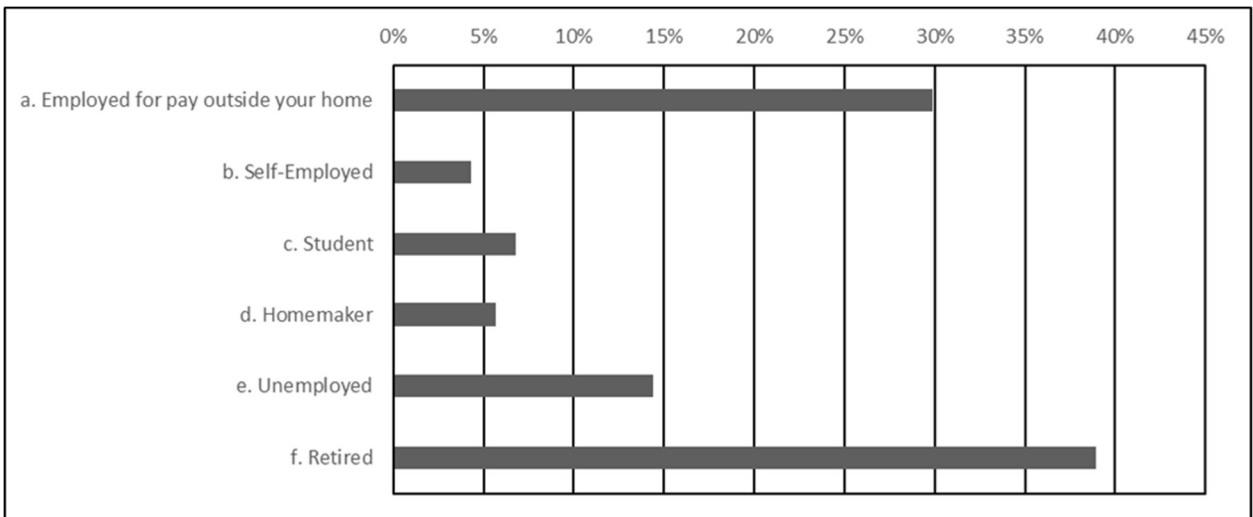
Figure 43: n=2945

We asked transit riders about their gender: 39.89% male, 59.74% female, 0.36% said other/preferred not to answer. We received 3028 responses.

We asked transit riders about their age. The majority of respondents said they were 65 and older.
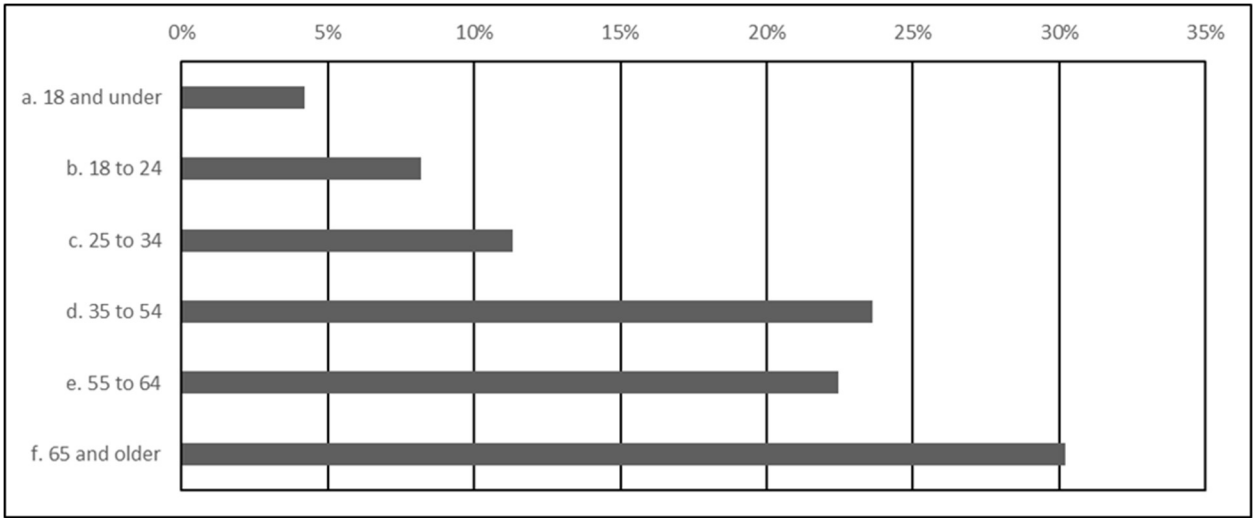
Figure 44: n=3014

We asked transit riders about their total combined annual household income. The majority of respondents said less than $10,000.
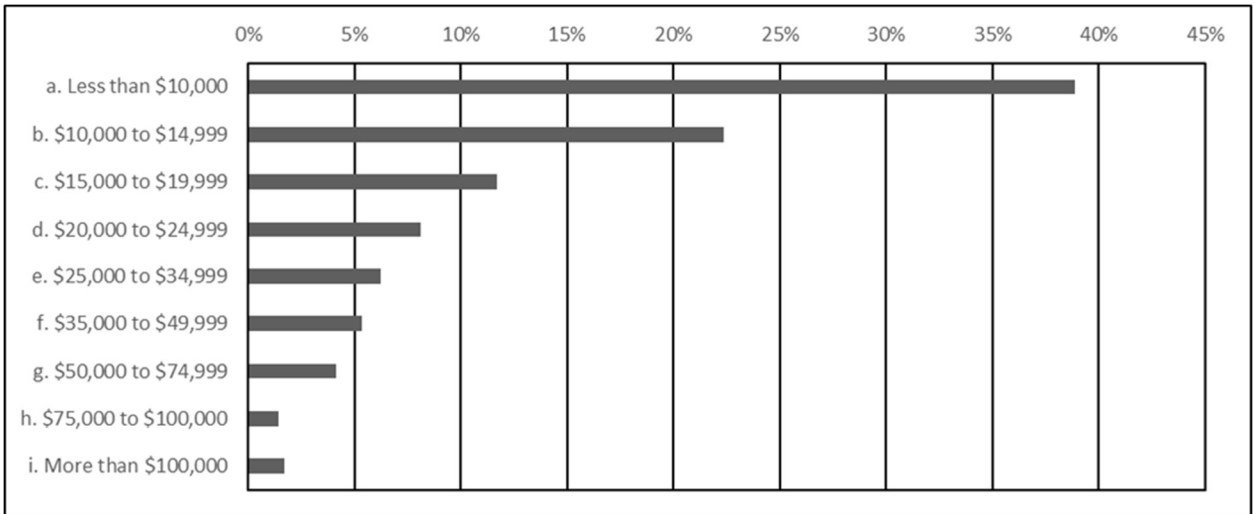
Figure 45: n=2288

We asked transit riders about their race. The majority of respondents said Caucasian/White.
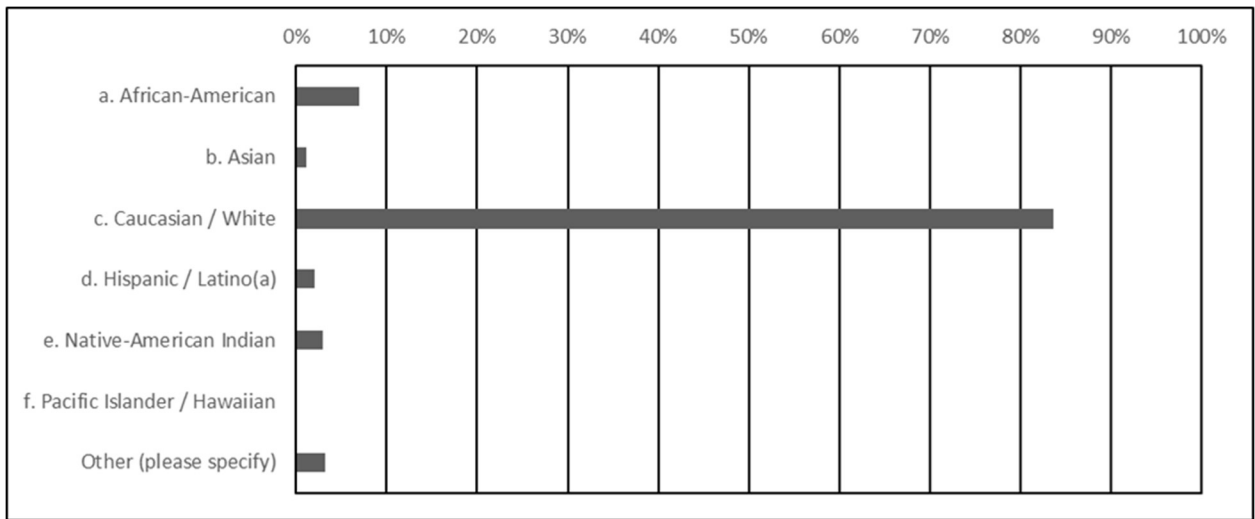
Figure 46: n=2905

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. The majority of respondents said they have no special needs or require any accommodations.
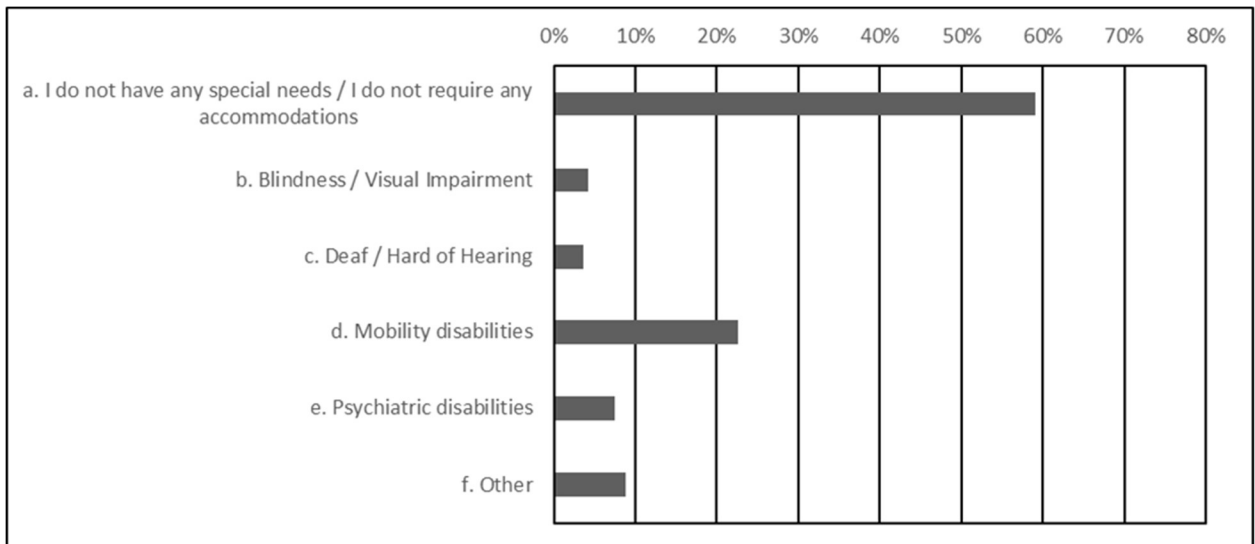
Figure 47: n=2883

We also asked transit riders if they had any additional comments about the transportation service. The most common responses were as follows:

- We received overwhelmingly positive comments, thanking the drivers, dispatchers, and everyone at the agencies;
- Extension of service hours either at night or in the morning on weekdays or weekend service;
- Support/improvement in scheduling rides.

At the end of each survey, we also provided agencies with final recommendations, summarizing results, impressions, and comments riders made.

5   Appendix 1 – Survey Template (Fixed-Route Service)

Transit Customer Survey

XX TRANSIT AGENCY and the Michigan Department of Transportation (MDOT) have contracted with Michigan State University (MSU) to assess customer satisfaction and trip purpose of transit riders. This survey was developed for the purpose of research that will help improve transit here and across the state. Your information will be used in reporting efforts towards high quality transportation services. Your responses will be treated as confidential and information will be evaluated in combination with other questionnaires received.

Participation in this research is voluntary and you have the right to refuse to participate in the survey, change your mind, or withdraw at any time.

Dr. Z. Kotval-K, assistant professor at MSU, is available to answer any questions you may have and can be reached at kotvalze@msu.edu or (517) 353-5460.

You indicate your voluntary agreement to participate by completing and returning this survey. This survey should take between 5-10 minutes to complete.

Please enter the date and time of your ride:

        MM/DD/YY   TIME (hh:mm)

Date/Time   __/__/__   __:__ AM or PM (please circle)

Thank you for your participation.

School of Planning, Design & Construction

101 Human Ecology

Michigan State University

East Lansing, MI 48823

517-353-5460

Customer Satisfaction

Please rank your satisfaction with the following: (5 point scale)

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
1	2	3	4	5	0

1. Timeliness: "How satisfied are you with …."
    a. …. the arrival time of this transit vehicle?   ___
    b. …. the timeliness (on-time arrival) of this transit system in general?   ___

2. Comfort: "How satisfied are you with …."
    a. …. the temperature on the bus   ___
    b. …. the comfort at the bus stop   ___
    c. …. seat availability when you boarded the bus   ___

3. Cleanliness: "How satisfied are you with …."
    a. …. the cleanliness of this bus   ___
    b. …. The cleanliness of the bus shelter (if there was one) where you boarded   ___

4. Information availability and ease of use: "How satisfied are you with …."
    a. …. the ease of finding information on this route   ___
    b. …. the ease of finding information on the transit agency   ___
    c. …. the accuracy of published/electronic information   ___

5. Customer Service: "How satisfied are you with …."
    a. …. the helpfulness of the driver   ___
    b. …. the professionalism of the driver   ___
    c. …. the driver's driving skill   ___
    d. …. the overall service you receive from this transit agency   ___

6. Safety and Security: "How satisfied are you with…"
    a. …. the safety in this vehicle   ___

7. Cost/Value: "How satisfied are you with…"
    a. …. The cost of this ride   ___

Trip Purpose

8. What is the origin of **this** trip (where have you come from)? Please circle only one:
   a. Home
   b. Work
   c. Doctor's appointment
   d. Shopping
   e. School
   f. Visiting family/friend or other Social Purpose
   g. Other: Please specify _____

9. What is the destination of **this** trip (where are you going)? Please circle only one:
   a. Home
   b. Work
   c. Doctor's appointment
   d. Shopping
   e. School
   f. Visiting family/friend or other Social Purpose
   g. Other: Please specify _____

10. If public transit was not available, you would:
    a. Not make this trip
    b. Look for alternative destinations
    c. Take an alternative mode of transportation: Please specify _____

XX TRANSIT AGENCY Questions

Demographic Information

11. Which one of the following best describes you? Are you (circle only one):
    a. Employed for pay outside your home
    b. Self-Employed
    c. Student
    d. Homemaker
    e. Unemployed
    f. Retired

12. Are you?
    a. Male   b. Female   c. Other/Prefer not to answer

13. What is your age?
    a. 18 and under
    b. 18 to 24
    c. 25 to 34
    d. 35 to 54
    e. 55 to 64
    f. 65 and older

14. What is your total combined annual household income?
    a. Less than $10,000
    b. $10,000 to $14,999
    c. $15,000 to $19,999
    d. $20,000 to $24,999
    e. $25,000 to $34,999
    f. $35,000 to $49,999
    g. $50,000 to $74,999
    h. $75,000 to $100,000
    i. More than $100,000

15. Which do you consider yourself:
    a. African-American / Black
    b. Asian
    c. Caucasian / White
    d. Hispanic / Latino(a)
    e. Native-American Indian
    f. Pacific Islander / Hawaiian
    g. Other:_____

16. What accommodations, disabilities, or special needs do you require assistance with?
    a. I do not have any special needs / I do not require any accommodations
    b. Blindness / Visual Impairment
    c. Deaf / Hard of Hearing
    d. Mobility disabilities
    e. Psychiatric disabilities
    f. Other

Do you have any other comments about this transportation service?

6 Appendix 2 – Survey Template (Demand-Response Service)

Transit Customer Survey

XX TRANSIT AGENCY and the Michigan Department of Transportation (MDOT) have contracted with Michigan State University (MSU) to assess customer satisfaction and trip purpose of transit riders. This survey was developed for the purpose of research that will help improve transit here and across the state. Your information will be used in reporting efforts towards high quality transportation services. Your responses will be treated as confidential and information will be evaluated in combination with other questionnaires received.

Participation in this research is voluntary and you have the right to refuse to participate in the survey, change your mind, or withdraw at any time.

Dr. Z. Kotval-K, assistant professor at MSU, is available to answer any questions you may have and can be reached at kotvalze@msu.edu or (517) 353-5460.

You indicate your voluntary agreement to participate by completing and returning this survey. This survey should take between 5-10 minutes to complete.

Please enter the date and time of your ride:

        MM/DD/YY   TIME (hh:mm)

Date/Time   __/__/__   __:__ AM or PM (please circle)

Thank you for your participation.

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101 Human Ecology

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Customer Satisfaction

Please rank your satisfaction with the following: (5 point scale)

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
1	2	3	4	5	0

1. Timeliness: "How satisfied are you with …."
   - c. …. the arrival time of this vehicle? ___
   - d. …. the timeliness (on-time arrival) of the transit vehicles in general? ___
   - e. …. the time taken to reach your destination, given the distance traveled? ___

2. Comfort: "How satisfied are you with …."
   - d. …. the temperature on this vehicle ___
   - e. …. the seats on this vehicle ___

3. Cleanliness: "How satisfied are you with …."
   - c. …. the cleanliness of this vehicle ___

4. Information availability and ease of use: "How satisfied are you with …."
   - d. …. the information that was provided to you when you made the reservation regarding when the vehicle would arrive ___
   - e. …. the information that was provided to you when you made the reservation regarding how long the trip would take? ___
   - f. …. the ease of booking trips ___
   - g. …. the ease of changing trips ___
   - h. …. the ease of cancelling trips ___
   - i. …. the ease of finding information on the transit agency in general ___

5. Customer Service: "How satisfied are you with …."
   - e. …. the helpfulness of the driver ___
   - f. …. the professionalism of the driver ___
   - g. …. the driver's driving skill ___
   - h. …. the helpfulness of the staff taking reservations ___
   - i. …. the overall service you receive from this transit agency ___

6. Safety and Security: "How satisfied are you with…."
   - b. …. the safety in this vehicle ___

7. Cost/Value: "How satisfied are you with…."
   - b. …. The cost of this ride ___

Trip Purpose

8. What is the origin of **this** trip (where have you come from)? Please circle only one:
   - h. Home
   - i. Work
   - j. Doctor's appointment
   - k. Shopping
   - l. School
   - m. Visiting family/friend or other Social Purpose
   - n. Other: Please specify _____

9. What is the destination of **this** trip (where are you going)? Please circle only one:
   - h. Home
   - i. Work
   - j. Doctor's appointment
   - k. Shopping
   - l. School
   - m. Visiting family/friend or other Social Purpose
   - n. Other: Please specify _____

10. If public transit was not available, you would:
    - d. Not make this trip
    - e. Look for alternative destinations
    - f. Take an alternative mode of transportation: Please specify _____

XX TRANSIT AGENCY Questions

Demographic Information

11. Which one of the following best describes you? Are you (circle only one):
    - g. Employed for pay outside your home
    - h. Self-Employed
    - i. Student
    - j. Homemaker
    - k. Unemployed
    - l. Retired

12. Are you?
    a. Male   b. Female   c. Other/Prefer not to answer

13. What is your age?
    - g. 18 and under
    - h. 18 to 24
    - i. 25 to 34
    - j. 35 to 54
    - k. 55 to 64
    - l. 65 and older

14. What is your total combined annual household income?
    j. Less than $10,000
    k. $10,000 to $14,999
    l. $15,000 to $19,999
    m. $20,000 to $24,999
    n. $25,000 to $34,999
    o. $35,000 to $49,999
    p. $50,000 to $74,999
    q. $75,000 to $100,000
    r. More than $100,000

15. Which do you consider yourself:
    h. African-American / Black
    i. Asian
    j. Caucasian / White
    k. Hispanic / Latino(a)
    l. Native-American Indian
    m. Pacific Islander / Hawaiian
    n. Other:_____

16. What accommodations, disabilities, or special needs do you require assistance with?
    a. I do not have any special needs /
        I do not require any accommodations
    b. Blindness / Visual Impairment
    c. Deaf / Hard of Hearing
    d. Mobility disabilities
    e. Psychiatric disabilities
    f. Other

Do you have any other comments about this transportation service?

7   Appendix 3 – Sample Flyer

Transit Passenger Survey

TBD – agency name & flyer

https://www.surveymonkey.com/r/fixedroute_msu - **TBD**

The objective of this survey is to understand how satisfied you are with our service and why you are using it. Your answers will help us ensure the quality of our current public transportation services. You can complete this survey every time you make a trip.

For more information on the survey, please contact Dr. Z. Kotval-K (MSU) at (517) 353-5460.

MICHIGAN STATE UNIVERSITY

MDOT
Michigan Department of Transportation