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American Bus Benchmarking Group

Customer Satisfaction Survey
2021

Welcome to the ABBG Customer Satisfaction Survey 2021 Report.

This report refers to the 2021 CSS results for fixed route services. This year, 2021 CSS results for paratransit will be available in a separate deliverable.

This PDF version of the report is based on the new Tableau workbook format, which has been developed to enable a more interactive interface for accessing CSS results and analysis.

Beyond this PDF report, further CSS deliverables are available, including:
 1) An interactive version of the report that allows for a customised view of CSS results and analysis (Tableau).
 2) An appendix of 'presentation-ready' report graphs (Tableau and PowerPoint)
 3) Further appendices of survey screenshots and promotional materials used by members (PDF)
 4) Summary tables of CSS results (Excel)
 5) Databases of clean and raw data (Excel)
You can access these deliverables on the ABBG website: https://americanbusbenchmarking.huddle.net/workspace/16225787/files/#/folder/22754721/list

If you have any questions or have further graphing needs that are not included in the report, please contact Mark Trompet, Head of Bus Benchmarking (m.trompet@imperial.ac.uk), Lindsey Morse, ABBG Manager (l.morse@imperial.ac.uk) and Carmen Oleksinski, CSS Project Manager (c.oleksinski@imperial.ac.uk).

The Customer Satisfaction Survey Report for the American Bus Benchmarking Group 2020/21 provides the independent analysis by researchers from the Transport Strategy Centre (TSC) at Imperial College London. The information contained herein is confidential and for use by members only.
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1. **Introduction**

2. **CSS Methodology, Responses and Data Cleaning**

3. **Results - Top Priorities**

4. **Results - Overall Satisfaction and Net Promoter Score**

5. **Results - Individual Member Results**

6. **Results per Question - Normalized Results for All Members**

7. **COVID Supplemental Questions**

Section 1 provides background, context and objectives for the customer satisfaction survey (CSS).

Section 2 explains the CSS methodology used, any lessons learned throughout past editions and provides an overview of responses received, and the number of useful responses after cleaning.

Sections 3 and 4 then show the summary results from this research, including:
- The identification of Top Priorities of customers in different cities.
- The 'overall' satisfaction of customers
- The Net Promoter Score

Section 5 contains the following charts on a member-by-member basis:
- Demographics of Respondents
- Distribution of Satisfaction Levels per Question
- Average Satisfaction Scores
- Service Quality Area Priorities
- Performance Summary: Priority Maps and Dashboards

Section 6 reviews the normalized results for the 19 satisfaction questions, which can be used for comparative analysis between bus operators.

Section 7 reviews the results of the COVID-19 supplemental questions asked in the 2021 customer satisfaction survey.

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 1
Introduction

In this section:

Member Abbreviations

Background

Objectives

Member Abbreviations

ABBG

Member

As	Austin Capital Metro
Bf	Buffalo NFTA
Ch	Charlotte CATS
Da	Dallas DART
DM	Des Moines DART
Dy	Dayton GDRTA
Eu	Eugene LTD
FH	Foothill Transit
Fl	Flint MTA
HR	Hampton Roads Transit
JX	Jacksonville JTA
Mw	Milwaukee MCTS
OC	Orange County OCTA
Pg	Pittsburgh Port Authority
Rc	Rochester RTS
RI	Rhode Island RIPTA
SB	San Bernardino Omnitrans
SJ	San Joaquin RTD
SP	St. Petersburg PSTA
ST	Spokane STA
UT	Salt Lake City UTA
Vc	Vancouver C-TRAN

Background to ABBG Customer Satisfaction Survey

The satisfaction of customers, or in other words the extent to which organizations meet their customers' expectations, is an important indication of an organization's success and sustainability. Members agreed that directly comparing their own customer satisfaction scores in a benchmarking exercise is not useful due to the differences in:

- Measured items
- Definitions
- How it is measured (e.g. time/location, methods/formats)
- Cultural bias

Furthermore, a customer satisfaction survey is a subjective measurement and therefore by default less suitable for benchmarking than objective measurements.

However, the group wished to research if a "Bus Benchmarking Specific CSS" could be developed and equally executed by all members. In 2009 a pilot Customer Satisfaction Survey was conducted across 8 IBBG members.

Based on the success in other benchmarking groups, including IBBG, annual Customer Satisfaction Surveys for the ABBG commenced in 2013, using the same methodology (described over the following pages).

Additional details:

Customer satisfaction should be included in any benchmarking exercise through which participants aim to understand their relative performance. However, as noted above, directly comparing the satisfaction of customers in different cities is methodologically challenging for a number of reasons. Furthermore, customer satisfaction is a subjective measurement and therefore (by default) less suitable for benchmarking than objective measurements.

Nonetheless, due to the importance of customer satisfaction, the members of the International Bus Benchmarking Group (IBBG) initiated research in 2009 to develop a methodology to compare customer satisfaction. Researchers at the TSC first developed and tested a 'Bus Benchmarking Specific CSS methodology' in 2009, with the aim of defining a process which could be executed by all member organisations. A pilot CSS was conducted across eight members around the world in 2009; its success has led to an annual survey in the IBBG, which subsequently led to similar surveys being developed and adopted by other benchmarking groups as well.

ABBG Customer Satisfaction Survey Objectives

✗   **Not**: to directly compare overall customer satisfaction between organizations in different cities.

✓   **Objective:** to understand **relative performance in meeting agencies' own customers' expectations**

✓   **Objective:** to improve those areas in which agencies relatively underperform (and are important to passengers).

Additional details:

Although interesting, the benchmarking objective of the ABBG CSS work is not to directly compare overall (aggregated) customer satisfaction between organizations in different cities.

The ABBG CSS benchmarking objective is for bus operators to understand the relative performance compared to ABBG peers in meeting their own customer's expectations in multiple (disaggregated) service quality areas. Using a disaggregated approach, as opposed to a single 'customer satisfaction' KPI, allows for a more comprehensive understanding of customer satisfaction. While the overall satisfaction score will be used to cross-check this relative performance, it will not be benchmarked on its own. Instead, normalization methods will be used to improve comparability of 'relative' CSS results.

Overall, the CSS is designed to provide organisations with an (additional) customer satisfaction dataset which can be used to validate and/or complement their own customer satisfaction research. Furthermore, the information detailed in this report allows operators to identify and develop plans to target those areas in which they relatively underperform.

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 2
CSS Methodology, Responses and Data Cleaning

In this section:

Participating Members

Response Summary

Data Cleaning Process and Results

Demographics

| Section 1: Introduction | 1.1 Member Abbreviations | 1.2 Background to the CSS | 1.3 ABBG CSS Objectives | Section 2: Methodology, Responses and Data Cleaning | 2.1 Methodology and Participating Members | 2.2 Question Abbreviation Key | 2.3 Response Summary | 2.4 Participation Incentives | 2.5 Response Trends | 2.6 Data Cleaning Process |

Methodology and Participation

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The ABBG customer satisfaction survey:

- 19 Questions, based on the service quality areas of EN13816 (European Standard on service quality: https://ec.europa.eu/eip/ageing/standards/city/transportation/en-138162002_en)
- 1 general question on overall satisfaction
- 1 'Net Promoter Score' question on likeliness to recommend the service
- 1 request to select the top 3 customer service quality areas / priorities
- 6 demographic questions
- This year, 5 questions about COVID factors and estimations of frequency of use both before the pandemic, and after restictions are lifted.

General methodology:

- Questionnaire produced via SurveyMonkey
- An online example ABBG CSS can be found here: https://www.surveymonkey.co.uk/r/CSS-ABBG-Example
- Identical questionnaires produced for all participants, each with a separate link. Questionnaire needs to be translated by members into their languages
- Members disseminate link to survey, while the Transport Strategy Centre performs all analysis
- An overview of the survey questions is provided on the next page

This year, 18 ABBG member cities participated in the ABBG survey (participants highlighted in green):

As	Bf	Ch	Da	DM	Dy	Eu	FH	Fl	HR	JX
Mw	OC	Pg	Rc	RI	SB	SJ	SP	ST	UT	Vc

Respondents were directed to the online survey through one or more of five types of 'collectors' (depending on the participating city):
- Link on (home)page of the organization website
- Pop-up invitation on the organization website
- Direct email with a link
- Link(s) on social media such as Facebook, Twitter, Instagram, or LinkedIn
- Signage or QR codes at bus stops

Question Abbreviation Key

ABBG

Each of the 19 standard CSS questions, the overall satisfaction question, and this year's COVID-related satisfaction questions are included in the survey as statements. The customer are asked to agree or disagree with each statement using one of the following answer options: Agree Strongly (assigned a value of 5 during analysis), Agree (4), Neutral (3), Disagree (2), Disagree Strongly (1), or Don't Know (no assigned value).

Question Abbreviation Key

| Question Number	Question	Abbreviation for Report Charts	Service Quality Area
1	The buses operate on the days and at the times that I need them	Convenient schedule	Availability
2	The bus routes are conveniently located for me	Convenient network	Availability
3	It is easy for me to get on and off the bus	Entering & leaving the bus	Ease of use
4	It is convenient to pay the bus fare / buy tickets or passes	Paying a fare	Ease of use
5	It is easy to get information about the bus services	General information	Information
6	It is easy to find out if the buses are running on schedule	Actual service information	Information
7	If there are problems, I can easily get information about alternative routes or schedules	Alternatives information	Information
8	The bus usually runs on time	Punctuality	Time
9	The bus gets me to my destination in a reasonable amount of time	Journey time	Time
10	Bus drivers are helpful and professional	Driver helpfulness	Customer Care
11	Bus drivers look professional (appropriate uniform and neat)	Driver appearance	Customer Care
12	The transit agency is responsive to customer complaints/problems	Resolving problems	Customer Care
13	The bus is well driven	Ride comfort	Comfort
14	The bus provides a comfortable environment	Interior comfort	Comfort
15	There is enough seating/space on the bus	Seat/space availability	Comfort
16	The bus is clean	Vehicle cleanliness	Comfort
17	I feel safe and secure waiting for my bus	Safety when waiting	Security
18	I feel safe riding on the bus	Safety on the bus	Security
19	The bus helps to reduce pollution	Pollution reduction	Environment
20	How satisfied are you overall with the bus service?	Overall satisfaction	Overall satisfaction
21	It is safe to travel by bus in the current COVID pandemic situation	Safe to travel during COVID	COVID
22	Managed customer safety well during the COVID-19 pandemic	COVID Management	COVID
23	Kept me well informed about changes in service and policies throughout the COVID-19 pandemic	Informed on COVID policies	COVID
24	I am able to keep socially distanced from others while on the bus	Social Distancing	COVID
25	Other people on the bus are wearing masks or face coverings	Mask Wearing	COVID

Response Summary

The graphs below display the total number of responses and the languages in which the survey was undertaken for each member.

Survey Dates: **12 April 2021** to **9 May 2021**

Note: Austin Cap Metro, Pittsburgh Port Authority, San Joaquin RTD and Charlotte CATS were offered two week extensions to the survey period for the opportunity to increase their response rates. Therefore, these members ran the survey for a total of six weeks.

Total Responses Received (2021)
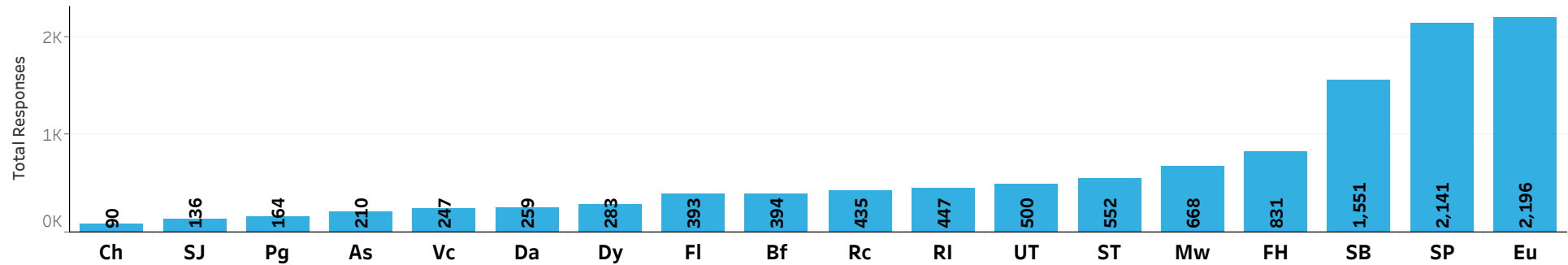
Total Responses by Language (2021)

Participation Incentives

ABBG
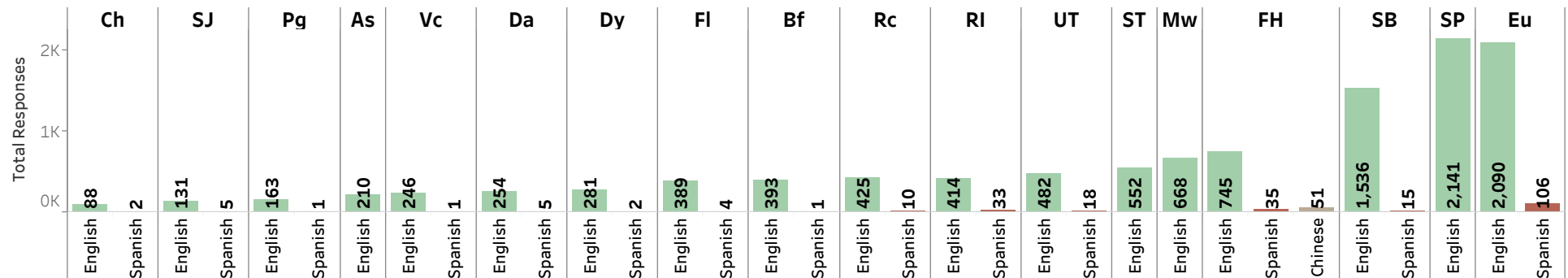
The following incentives were given by members to encourage participation.

Member	Transit Pass	Gift Card	Prize Pack/Other
Bf	(x5) Monthly Pass		
Dy	Monthly Pass		
Eu		$25 (local restaurant)	
FH		(x5) $25 (Starbucks)	(x5) Foothill Transit face masks
Fl	Monthly Pass		Amazon Kindle, Ring video doorbell
Mw			(x3) Pack incl. Monthly Pass
Rc	(x3) $20 RTS Go cards		
Rl			Prize pack
SB			(x10) Pack with $20 Staters Bros. gift card, weekly pass and face mask
SJ	(x5) Monthly Pass		
SP		(x6) $50 (Publix)	
ST	(x10) Monthly Pass		

No incentive offered:

As Ch Da Pg UT Vc

Responses: Number Received by Year

This graph shows how many (pre-cleaned) responses were received each year in each city.

Total Responses Received by Year

Data Cleaning Process

ABBG

After data collection, the data is cleaned in order to ensure data comparability across members.

Seven cases for data to be omitted from the study have been established.

Seven cases for data to be omitted:

Space Cadets — **Incomplete response, did not answer enough questions (3 or more satisfaction questions blank)**

Speed Demons — **Answer survey too quickly to have done it meaningfully; Completion time < 54 seconds – less than 2 seconds per question – compared to 3 to 5 minutes typically required to answer survey**

N/A-sayers — **Answer "not applicable" / "don't know" to too many satisfaction questions (>6 answers '6' – "Don't Know or N/A")**

Clones — **Same respondent answering survey twice (Same IP address, answers >90% identical, within a short timeframe)**

Brady Bunch — **Answers are suspiciously and consistently positive (All answers to satisfaction questions are all '5' - "Strongly Agree")**

Negative Nancy — **Answers unhelpfully and consistently negative (All answers to satisfaction questions are all '1' - "Strongly Disagree")**

Robots — **Answers show pattern (Answers demonstrate integer patterns (e.g. 1-5-1-5... Or 1-1-2-2...) and have taken less than 90 seconds to complete)**

Data Cleaning Results

The aim was to collect as many responses as possible; however, a minimum of 250 (clean/useful) responses are suggested to ensure a sufficiently large enough sample for analysis. In this year's survey, all over 100 are included.

On average, **6%** were removed before analysis, excluding data from SP, SB and Eu since a larger proportion of their responses were removed. Including SP, SB and Eu, on average **26%** of responses were removed before analysis.

Data Cleaning Results (2021)

Legend:
- Removed Responses
- Removed Responses (Based on ZIP code)
- Clean Responses

SB, and to a significantly lesser extent Eu and SP, each received suspicious responses that were filtered and removed from the data used for benchmarking analysis. These responses were characterised by repeated, often non-sensical phrases in the open comments section.
Zipcode cleaning: Additionally, SB included a survey question on the customers' residential zip code. It was found that many of those listed were in non-local or non-California locations, and were correlated with the suspiciously repeated comments. Therefore, a higher proportion of SB's comments were removed.

This year, Charlotte CATS had less than the minimum number of clean responses required. Therefore, they are not included in this year's benchmarking analysis.

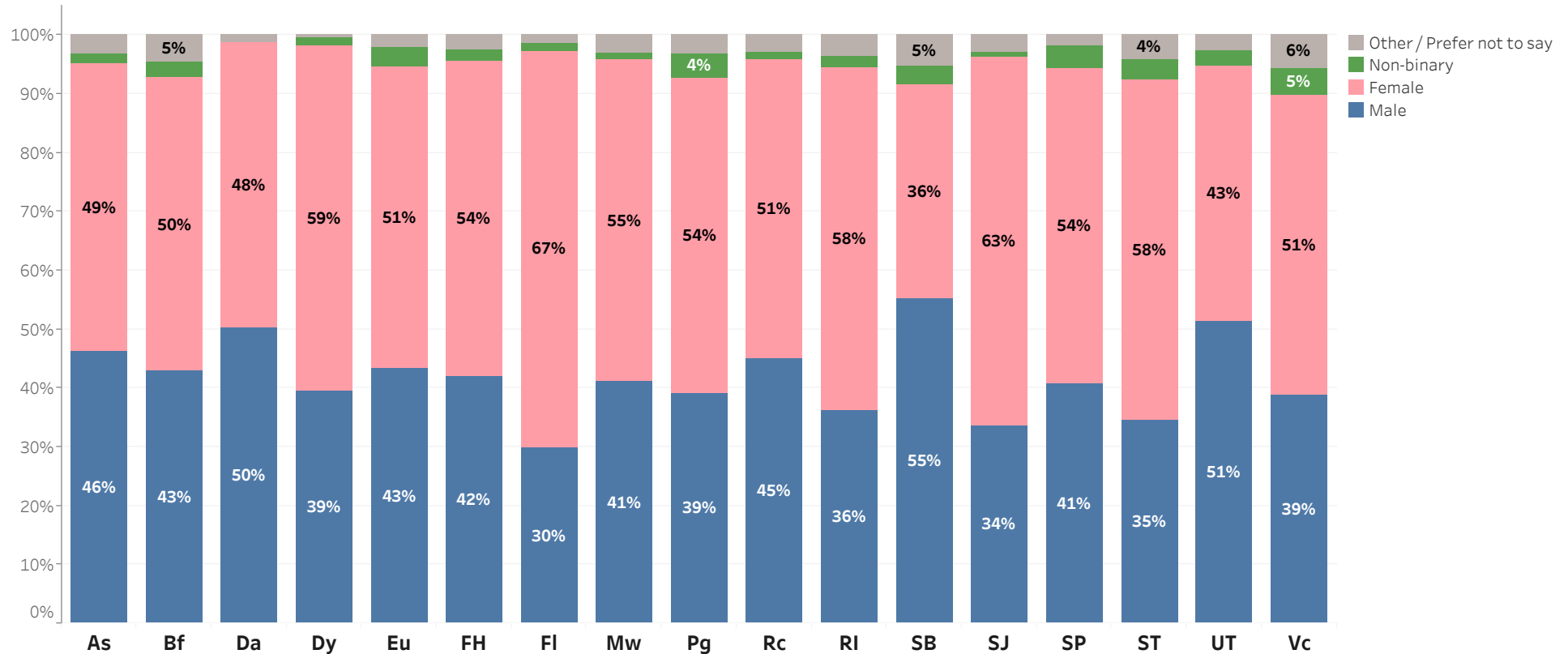|	Eu	SP	SB	FH	Mw	ST	UT	RI	Rc	Bf	Fl	Dy	Da	Vc	As	Pg	SJ	Ch
Removed Responses	21%	27%	82%	13%	7%	12%	11%	7%	20%	13%	17%	14%	7%	9%	10%	6%	17%	10%
Space Cadets	23	46	20	21	11	6	26	6	17	13	10	6	5	6	7	4	5	5
Speed Demons	1	10	4	2	1	2	2	0	6	1	4	1	0	1	0	0	0	0
N/A Sayers	16	10	7	21	3	14	9	4	3	5	6	2	2	5	9	1	3	2
Clones	33	48	4	9	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Brady Bunch	54	161	69	54	28	44	13	19	49	29	44	30	11	9	5	5	14	2
Negative Nancy	2	1	1	0	3	1	1	0	2	1	0	0	0	0	0	0	0	0
Robots	7	5	8	1	2	1	3	1	9	0	3	1	0	1	0	0	1	0
Repeat Comments	335	294	469	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Detailed Demographics of Respondents for All Members | Age

ABBG

The graph shows the detailed demographic breakdown by age for all members using cleaned data.

The proportion of younger respondents (under 40 years old) has increased in this year's survey. This year, in seven members (As, Eu, FH, Pg, SB, SP, ST), over 40% of respondents were aged under 40. This is a significant increase from just one member (UT) in last year's survey. On average, 50% of respondents were aged under 40 this year, compared to 40% in last year's survey, which potentially reflects impacts from the COVID-19 pandemic.

Age (2021)

Legend: >65, 50 to 65, 40 to 49, 30 to 39, 19 to 29, <18
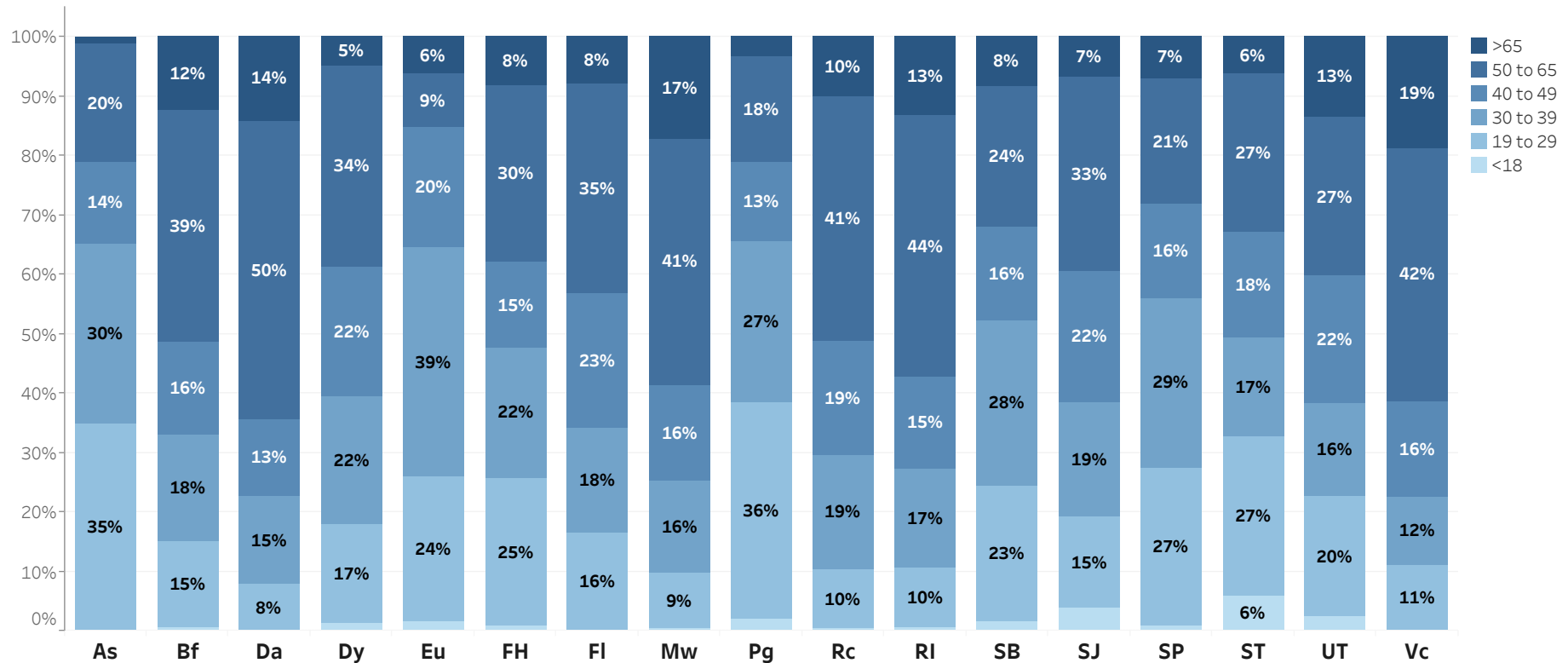
Detailed Demographics of Respondents for All Members | Gender

ABBG

The graph shows the detailed demographic breakdown by gender for all members using cleaned data.

Across all members, on average 43% of respondents were male and 51% were female, which is consistent with last year's demographics. For 13 members (Bf, Dy, Eu, FH, Fl, Mw, Pg, Rc, RI, SJ, SP, ST, Vc), more than 50% of respondents were female.

Gender (2021)

Legend: Other / Prefer not to say (grey), Non-binary (green), Female (pink), Male (blue)

Member	Male	Female	Non-binary / Other
As	46%	49%	
Bf	43%	50%	5%
Da	50%	48%	
Dy	39%	59%	
Eu	43%	51%	
FH	42%	54%	
Fl	30%	67%	
Mw	41%	55%	
Pg	39%	54%	4%
Rc	45%	51%	
RI	36%	58%	
SB	55%	36%	5%
SJ	34%	63%	
SP	41%	54%	
ST	35%	58%	4%
UT	51%	43%	
Vc	39%	51%	6% / 5%

Detailed Demographics of Respondents for All Members | Frequency

The graph shows the detailed demographic breakdown by frequency of use for all members using cleaned data.

In all members (except for As), more than 50% of respondents indicated that they use the bus 'very often' or 'often'. In Rochester, this proportion is larger (more than 90%). A small proportion of respondents use the bus very rarely (7% on average); however, in Austin and Vancouver, this proportion is larger (more than 15%).

This demographic area is most impacted by the pandemic. Please see section 7 for further information on customers' frequency of use over time.

Frequency of Use (2021)
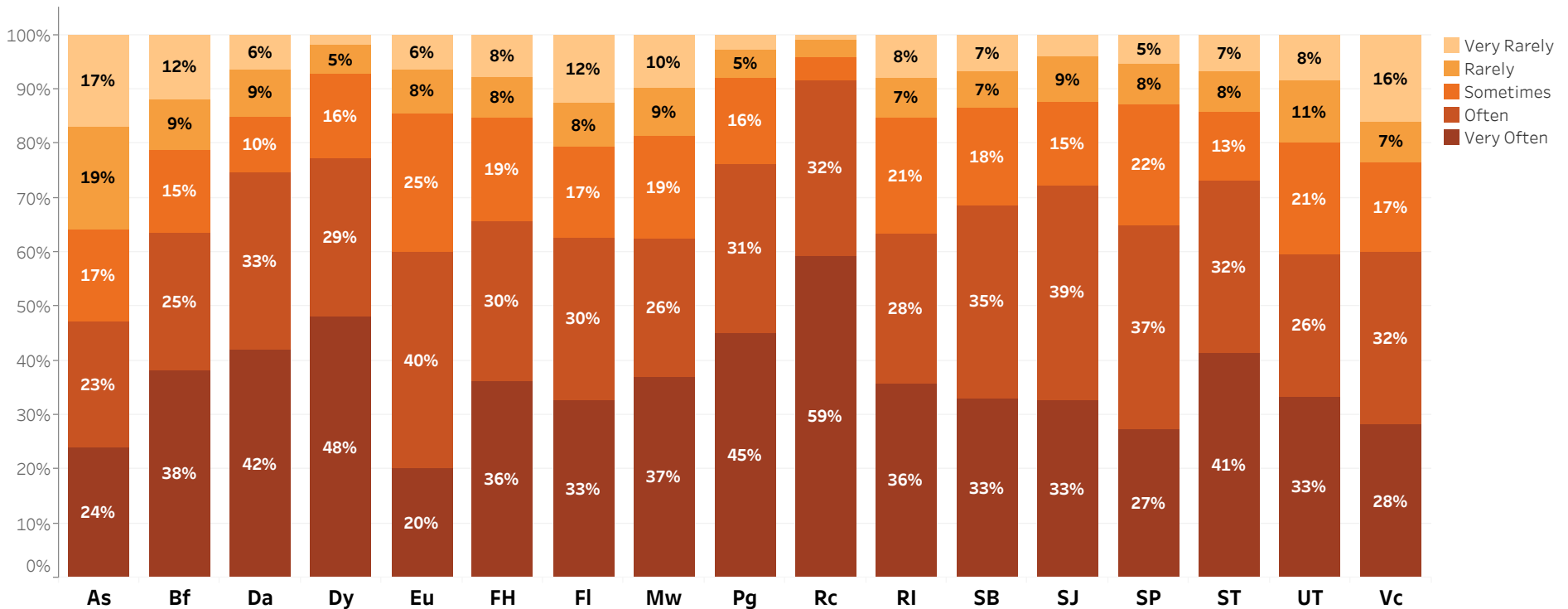
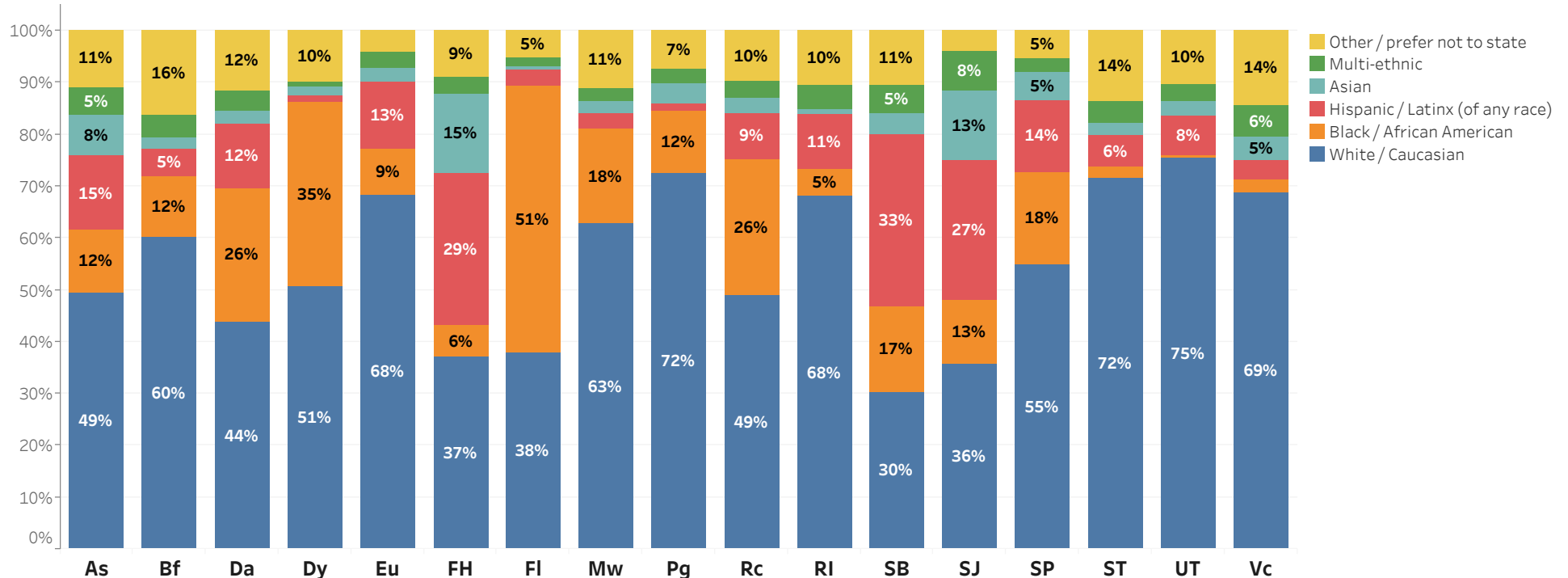# Detailed Demographics of Respondents for All Members | Purpose

The graph shows the detailed demographic breakdown by trip purpose for all members using cleaned data.

Using the bus for work continues to be the highest proportion of trips for all members (46% on average), though this ranges from 37% in Eugene to 68% in Pittsburgh. This is a decrease from last year's CSS, where commuting for work made up 55% of trips on average.

This year, Leisure / Social trips and Eating out / Grocery trips are the second most common trip purpose across all members in 2021, both each making up 12% on average. For Eating out / Grocery, this proportion has increased significantly from last year's survey (6% on average). Education trips also averaged just 7% across members for 2021, which is a decrease from 10% of trips in 2020. These changes reflect the impacts of the COVID-19 pandemic.

Trip Purpose (2021)

Detailed Demographics of Respondents for All Members | Race/ethnicity

ABBG

The graph shows the detailed demographic breakdown by race/ethnicity for all members using cleaned data.

For ten of the ABBG members, the majority of respondents identified as White / Caucasian, though this ranged from 51% in Dayton to 75% in Salt Lake City. For the remaining seven members, the majority of respondents identified as non-white or preferred not to state their race/ethnicity. The majority of respondents (51%) for Flint identified as Black / African American, and a significant proportion (>25%) of respondents in Dallas, Dayton, and Rochester also identified as Black / African American. A significant proportion (>25%) of respondents identified as Hispanic/Latinx (of any race) for the three Californian members: Foothill Transit, Omnitrans, and San Joaquin RTD. The highest proportions of respondents who identified as Asian were also reported for Californian agencies: 14% for Foothill Transit and 13% for San Joaquin RTD. A fairly significant proportion of members across all respondents chose to identify as other or preferred not to state, ranging from 4% to 16%.

Race/ethnicity (2021)

Detailed Demographics of Respondents for All Members | Household Income
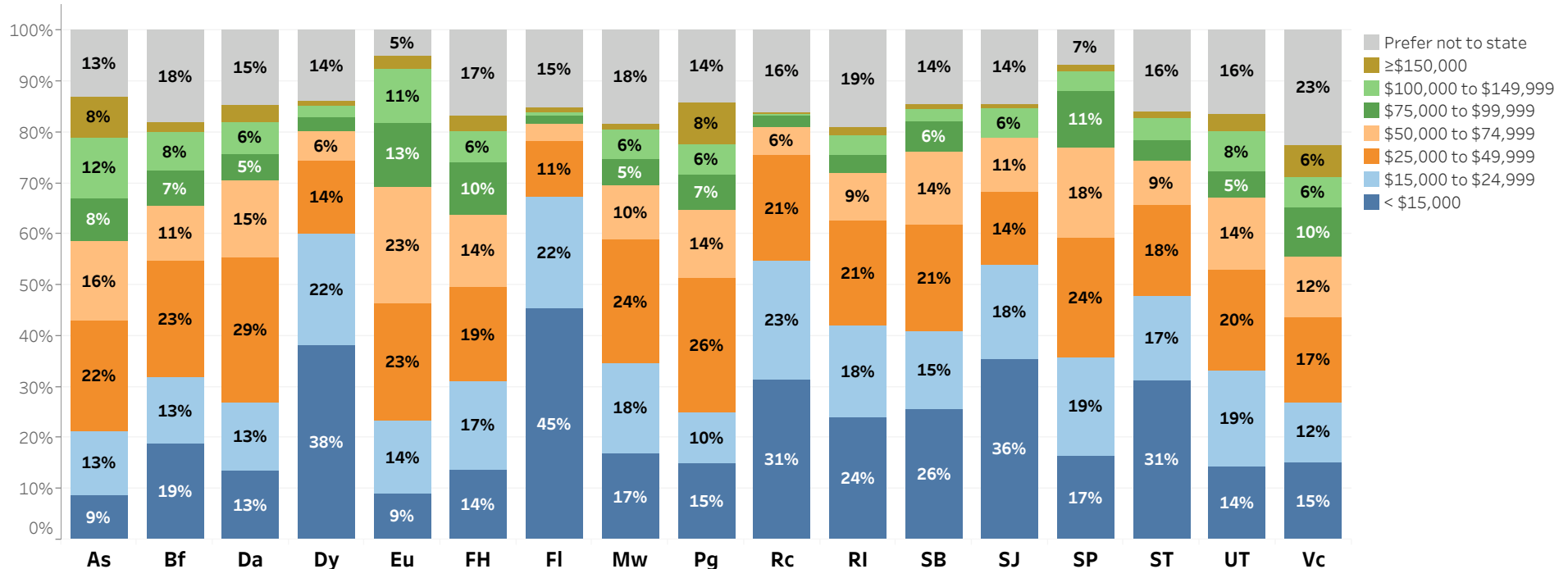
ABBG

The graph shows the detailed demographic breakdown by household income for all members using cleaned data.

The proportion of respondents reporting household incomes within the ranges offered varied significantly across members. Household incomes can reflect the local economic conditions but also other demographics, such as age and the purpose of using public transport (e.g., for school). Four members (Dy, Fl, Rc, SJ) had a majority of respondents who reported household incomes below $25,000. Nine more members had a majority of respondents who reported household incomes below $50,0000. The remaining four members (AS, Eu, FH, Vc) had a majority of respondents who reported household incomes below $75,000. A fairly significant proportion of respondents across all member preferred not to state their household income, ranging from 5% to 23%.

This is the first year this demographic information has been collected.

Household Income (2021)

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 3
Top Priorities

In this section:

Explanation of Priority Service Quality Areas

Top 3 Priorities

Most Important Priority

Priorities of Service Quality Areas: Introduction

ABBG

Customer satisfaction research needs an understanding of both the satisfaction of the service quality areas and the importance of those areas for customers. To understand which areas of service quality are most important for customers, ABBG include the following in the survey:

- Customers were asked to tick for their choices in three columns called '1st' '2nd' '3rd' the most important areas of service.

- Eight service quality areas as defined by EN13816[1]: Availability, Comfort, Customer Care, Ease of Use, Environment, Information, Security and Time (see following page for details)

- 'Answering option' was set to only one tick per column/priority.

Service Quality Areas

These eight service quality areas are defined by European Norm EN13816[1], which was developed to 'promote the translation of customer expectations and perceptions of quality into viable, measurable, and manageable quality parameters.'

Availability	Convenience of routes/network and service frequency
Comfort	Cleanliness, ride comfort and seat availability/comfort
Customer Care	Staff helpfulness, staff appearance and ease of sorting out problems/complaints
Ease of Use	Ease to get on/off the bus and the convenience of paying a fare
Environment	Effect on pollution
Information	Availability and quality of general/scheduled information, real-time information and information during disruption
Security	Feeling safe and secure
Time	Journey time and punctuality

[1] European Commission (2002) https://ec.europa.eu/eip/ageing/standards/city/transportation/en-138162002_en

2.11 Detailed Demographics |.. | 2.12 Detailed Demographics | Race/ethnicity | 2.13 Detailed Demographics | Household Income | Section 3: Top Priorities | 3.1 Priorities of Service Quality Areas: Introduction | 3.2 Top 3 Service Quality Areas | 3.3 'Most Important' Service Quality Areas | Section 4: Overall Satisfaction and Net Promoter Score | 4.1 High-level Customer Satisfaction Results | 4.2 Overall Customer Satisfaction: Trends | 4.3 Net Promoter Score: Disaggreg..

Top 3 Service Quality Areas

ABBG

This table outlines the percent of respondents in each city who selected the respective service quality area within their first three priorities. The average across members is displayed in the final column labelled 'All'.

Percent of Respondents Who Ranked Service Quality Areas in Top 3 Most Important (2021)

	As	Bf	Da	Dy	Eu	FH	Fl	Mw	Pg	Rc	RI	SB	SJ	SP	ST	UT	Vc	All
1	80%	78%	83%	69%	59%	67%	65%	83%	86%	71%	80%	75%	74%	68%	80%	80%	86%	76%
2	69%	63%	60%	53%	50%	51%	49%	60%	73%	50%	55%	57%	53%	49%	62%	61%	57%	57%
3	38%	34%	52%	40%	40%	37%	40%	44%	42%	35%	36%	45%	44%	44%	40%	36%	41%	38%
4	38%	34%	36%	34%	34%	31%	30%	35%	29%	33%	34%	34%	38%	33%	32%	34%	32%	36%
5	23%	31%	21%	29%	33%	31%	25%	21%	24%	28%	24%	26%	22%	30%	23%	21%	23%	24%
6	20%	21%	18%	23%	30%	24%	25%	21%	16%	23%	22%	25%	18%	28%	22%	21%	20%	22%
7	14%	17%	13%	21%	29%	18%	25%	15%	15%	19%	16%	18%	15%	28%	17%	20%	17%	19%
8	11%	14%	12%	10%	18%	15%	13%	13%	10%	16%	15%	14%	14%	12%	17%	11%	15%	15%

Service Quality Area: Availability, Comfort, Customer Care, Ease of use, Environment, Information, Security, Time

'Most Important' Service Quality Areas

ABBG

This table outlines the percent of respondents who selected various areas of service as their number one priority. The average across members is displayed in the final column labelled 'All'.

Percent of Respondents Who Ranked Service Quality Areas as Top 1 Most Important (2021)

	As	Bf	Da	Dy	Eu	FH	Fl	Mw	Pg	Rc	Rl	SB	SJ	SP	ST	UT	Vc	All
1	58%	53%	53%	49%	37%	41%	40%	57%	65%	49%	54%	53%	53%	46%	60%	59%	60%	52%
2	16%	17%	18%	12%	13%	16%	14%	14%	16%	10%	11%	14%	13%	11%	11%	13%	16%	13%
3	12%	8%	11%	12%	11%	11%	9%	10%	4%	8%	9%	10%	6%	11%	11%	9%	9%	10%
4	4%	7%	6%	6%	11%	6%	8%	4%	4%	6%	5%	8%	5%	8%	5%	5%	4%	5%
5	4%	4%	3%	5%	10%	6%	6%	4%	3%	6%	5%	6%	5%	8%	4%	4%	3%	5%
6	3%	3%	3%	5%	6%	5%	6%	4%	3%	5%	4%	4%	4%	6%	3%	3%	3%	4%
7	2%	3%	2%	3%	5%	5%	4%	3%	3%	4%	4%	3%	3%	5%	2%	2%	3%	4%
8	0%	2%	1%	2%	4%	4%	3%	3%	1%	3%	3%	2%	3%	3%	2%	1%	1%	3%

Service Quality Area
- Availability
- Comfort
- Customer Care
- Ease of use
- Environment
- Information
- Security
- Time

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 4
Overall Satisfaction and Net Promoter Score

In this section:

High-level Satisfaction Results
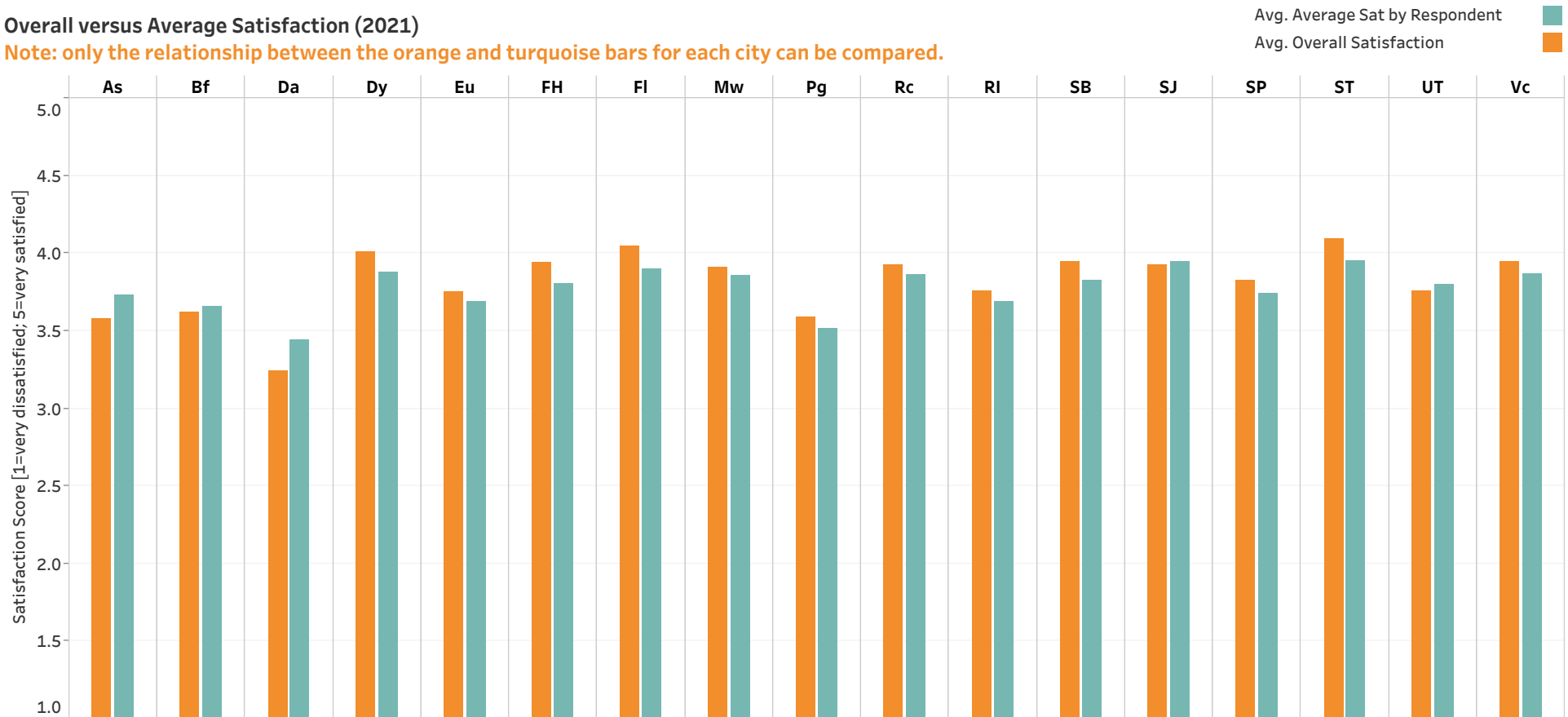
Net Promoter Score (NPS)

High Level Customer Satisfaction Results

ABBG

The questionnaire included a control question: 'How satisfied are you overall with the bus services in the city?' (1=very dissatisfied, 5=very satisfied). In the graph below, the orange bar represents the average score of all cleaned responses for the overall satisfaction question. The turquoise bar represents the average score of all cleaned responses for the 19 individual questions of the survey.

Overall versus Average Satisfaction (2021)

Note: only the relationship between the orange and turquoise bars for each city can be compared.

Avg. Average Sat by Respondent
Avg. Overall Satisfaction

Overall Customer Satisfaction Results: Trends

ABBG

As a control question, respondents were asked 'How satisfied are you overall with the bus services in the city?'.

Due to possible cultural bias, the absolute overall satisfaction scores should not be compared between cities. However, it is possible to compare trends between organizations. The graph shows the trends of 'overall satisfaction'.

Overall satisfaction: 'How satisfied are you overall with the bus services in the city?'
Note: only trends should be compared between cities

Net Promoter Score: Disaggregate Distribution

ABBG

Respondents were asked the question 'Please rate how likely you would be to recommend the service to a friend or family member (0 not likely at all, 10 very likely)?'.
Scores are classified as promoters (9-10), neutrals (7-8), and detractors (0-6). The percentage of promoters minus the percentage of detractors equals the net promoter score (P-D = NPS).
This graph first illustrates the breakdown of each score prior to classification, with members ranked according to their NPS score.

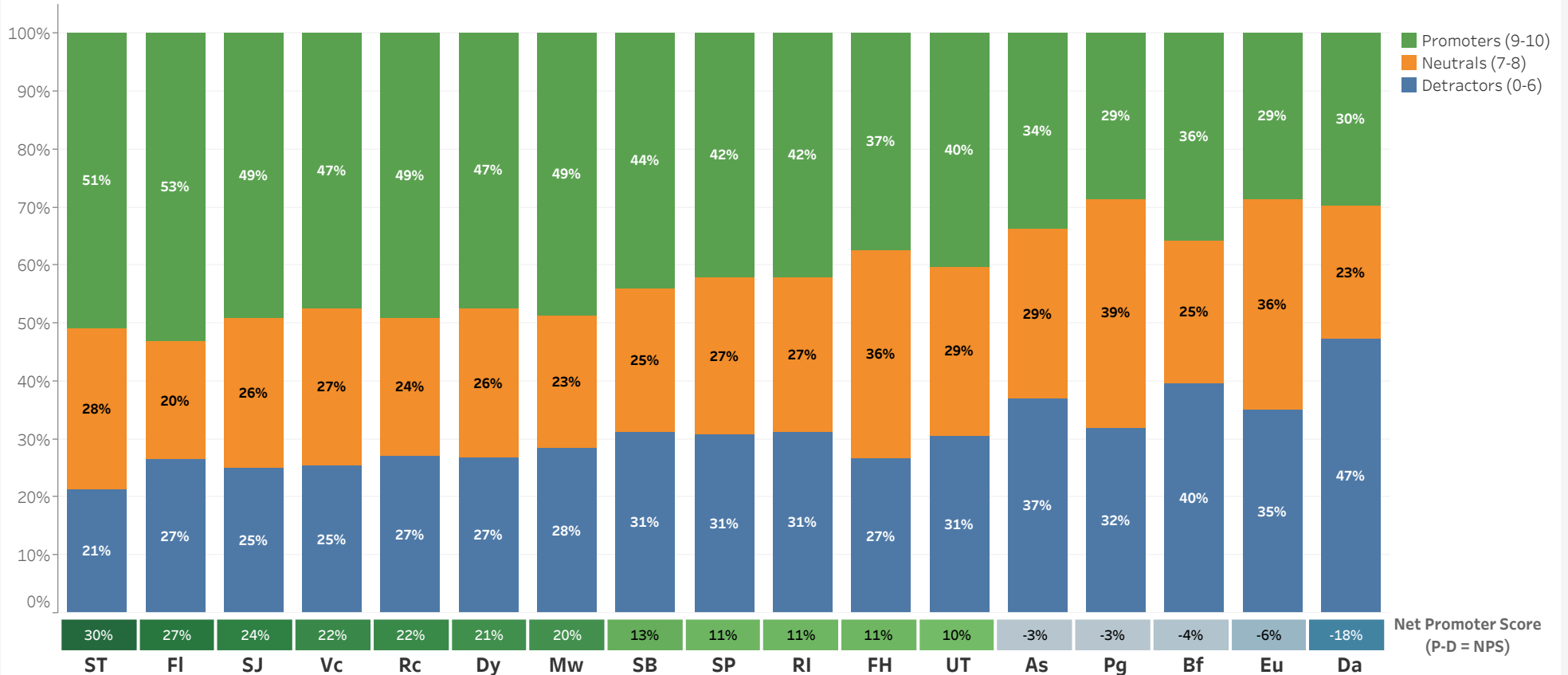## Distribution of 'Recommend to a Friend' (2021)

Likeliness to recommend
- 10 Very likely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Very unlikely

Members: ST, Fl, SJ, Vc, Rc, Dy, Mw, SB, SP, RI, FH, UT, As, Pg, Bf, Eu, Da

Net Promoter Score: Grouped Distribution

ABBG

This graph develops the previous graph by classifying each score into one of promoters (9-10), neutrals (7-8) or detractors (0-6).
The Net Promoter Score is calculated as the percentage of promoters minus the percentage of detractors (P-D = NPS). A score above 0 means that there are more promoters than detractors.

Distribution of 'Recommend to a Friend' (2021)

Legend:
- Promoters (9-10)
- Neutrals (7-8)
- Detractors (0-6)

	ST	Fl	SJ	Vc	Rc	Dy	Mw	SB	SP	RI	FH	UT	As	Pg	Bf	Eu	Da
Promoters (9-10)	51%	53%	49%	47%	49%	47%	49%	44%	42%	42%	37%	40%	34%	29%	36%	29%	30%
Neutrals (7-8)	28%	20%	26%	27%	24%	26%	23%	25%	27%	27%	36%	29%	29%	39%	25%	36%	23%
Detractors (0-6)	21%	27%	25%	25%	27%	27%	28%	31%	31%	31%	27%	31%	37%	32%	40%	35%	47%
Net Promoter Score (P-D = NPS)	30%	27%	24%	22%	22%	21%	20%	13%	11%	11%	11%	10%	-3%	-3%	-4%	-6%	-18%

Net Promoter Score: Trends

ABBG

The Net Promoter Score is calculated as the percentage of promoters minus the percentage of detractors (P-D = NPS).
This graph shows the trends for the years that this data has been collected.

Net Promoter Score

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Customer Satisfaction Survey
Section 5
Individual Member Results

In this section the following results are provided for each member city:

Demographics of Respondents

Distribution of Satisfaction Levels per Question

Average Satisfaction Scores

Service Quality Area Priorities

Performance Summary: Priority Maps and Dashboards

Survey Respondents Demographics

The graph shows the demographic segmentation of those respondents providing cleaned and complete responses. It displays a breakdown of age, gender, trip purpose, frequency of use, race/ethnicity and household income of survey respondents.

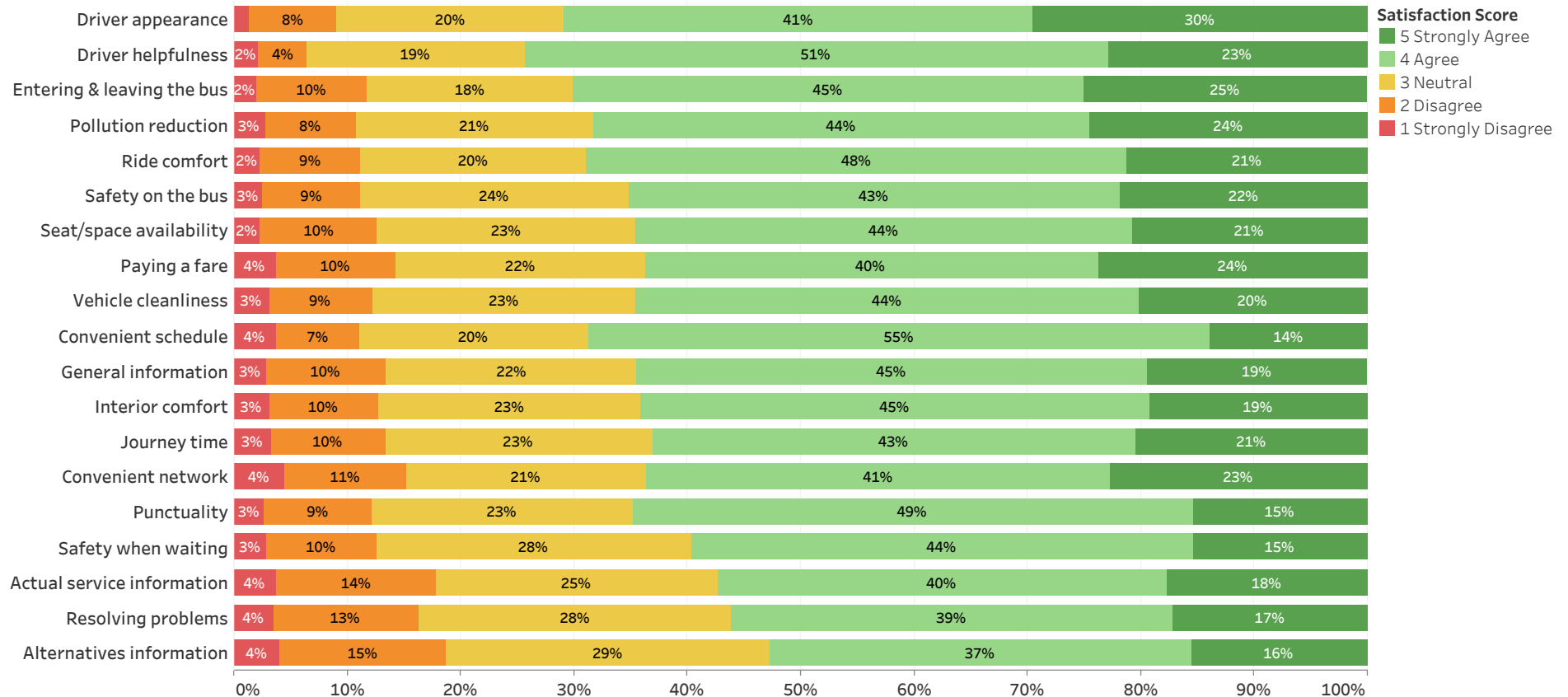## Demographics of Respondents (Eugene LTD) (2021)

| 4.3 Net Promoter Score: Di sa.. | 4.4 Net Promoter Score: Grouped Distribution | 4.5 Net Promoter Score: Trends | Section 5: Individual Member Results | 5.1 Demographics | 5.2 Satisfaction Levels: Distribution | 5.3 Satisfaction by Question | 5.4 Satisfaction by Question: Trends | 5.5 Service Quality Area Priorities: Indices | 5.6 Service Quality Area Priorities: Ranked | 5.7 Priority Map |

Distribution of Satisfaction Levels per Question

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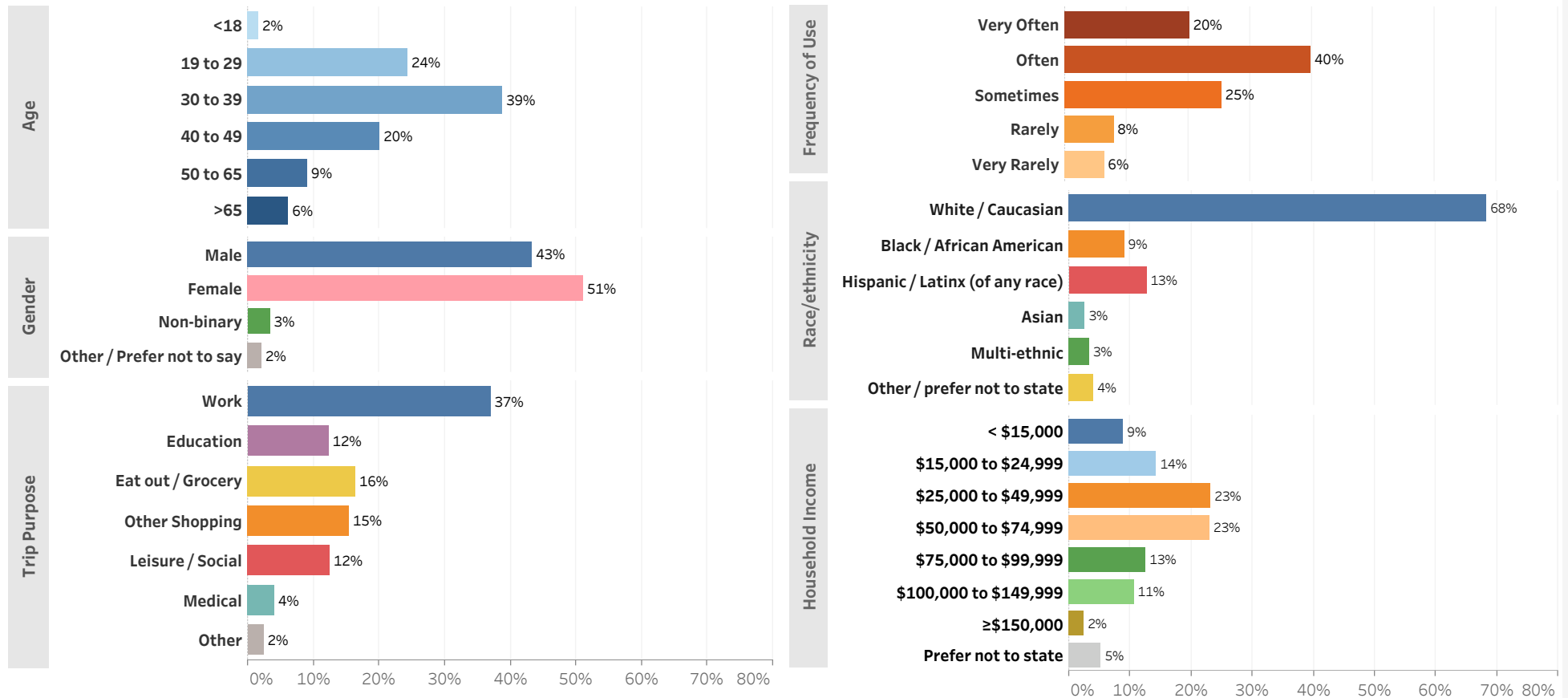
The chart shows the proportion of respondents that strongly agreed, agreed, felt neutral, disagreed, or strongly disagreed with each question. The questions are ranked on their average satisfaction score with the highest satisfaction at the top and the lowest satisfaction at the bottom. This helps us to understand the extent to which satisfaction is polarized.
Each question has been abbreviated for graph legibility.

Distribution of Satisfaction Levels per Question (Eugene LTD) (2021)

Question	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Driver appearance		8%	20%	41%	30%
Driver helpfulness	2%	4%	19%	51%	23%
Entering & leaving the bus	2%	10%	18%	45%	25%
Pollution reduction	3%	8%	21%	44%	24%
Ride comfort	2%	9%	20%	48%	21%
Safety on the bus	3%	9%	24%	43%	22%
Seat/space availability	2%	10%	23%	44%	21%
Paying a fare	4%	10%	22%	40%	24%
Vehicle cleanliness	3%	9%	23%	44%	20%
Convenient schedule	4%	7%	20%	55%	14%
General information	3%	10%	22%	45%	19%
Interior comfort	3%	10%	23%	45%	19%
Journey time	3%	10%	23%	43%	21%
Convenient network	4%	11%	21%	41%	23%
Punctuality	3%	9%	23%	49%	15%
Safety when waiting	3%	10%	28%	44%	15%
Actual service information	4%	14%	25%	40%	18%
Resolving problems	4%	13%	28%	39%	17%
Alternatives information	4%	15%	29%	37%	16%

Satisfaction Score
- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree

Results of the ABBG Customer Satisfaction Survey

The graph displays the absolute score results (latest year) for each question asked at an individual (city by city) level. The blue bar represents the average score of all cleaned responses for each of the 19 individual questions.
Results are ranked from most satisfied to least satisfied for each member regarding the average customer satisfaction scores for all 19 questions.
The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied.

Average Satisfaction
3.69

The average score of all 19 individual questions.
Represented by the turquoise line.

Overall Satisfaction
3.75

The average score of all cleaned responses for the overall satisfaction (control) question.
Represented by the orange dashed line.

### Levels of satisfaction with bus services (Eugene LTD) (2021)
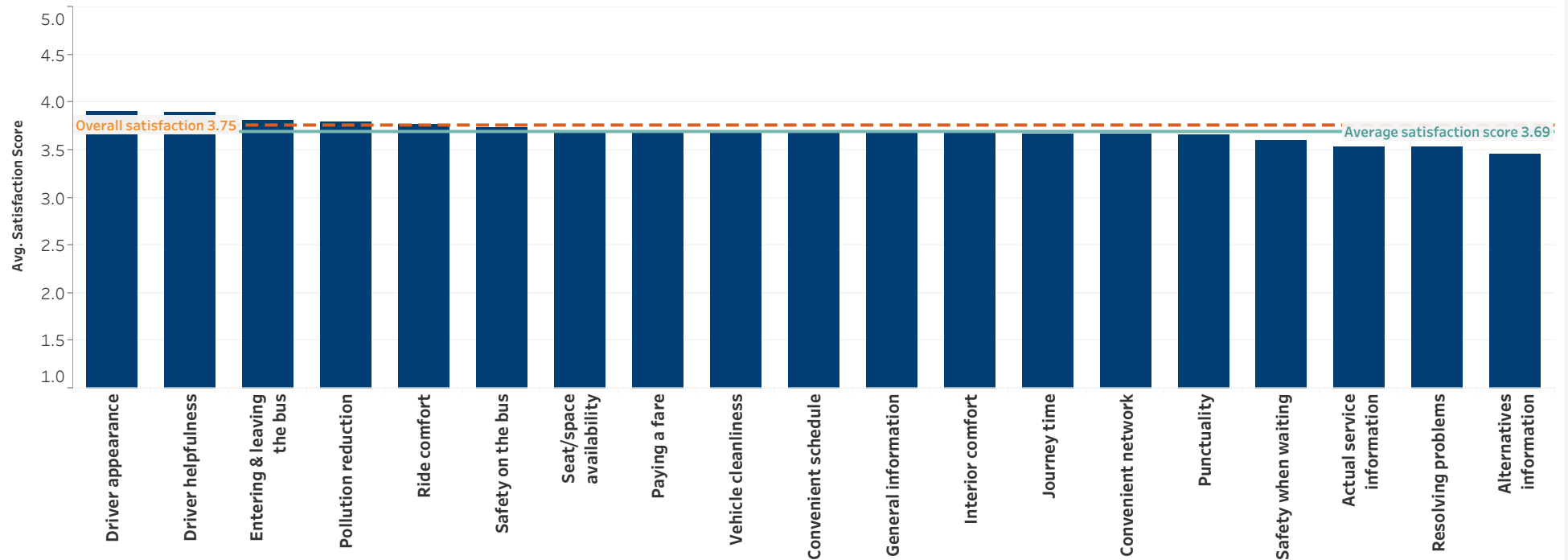
Trends: Result of the ABBG Customer Satisfaction Survey

The graph shows the **trends** of the average customer satisfaction scores for each question over the past 10 years, ranked from most satisfied to least satisfied for each member. The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied.

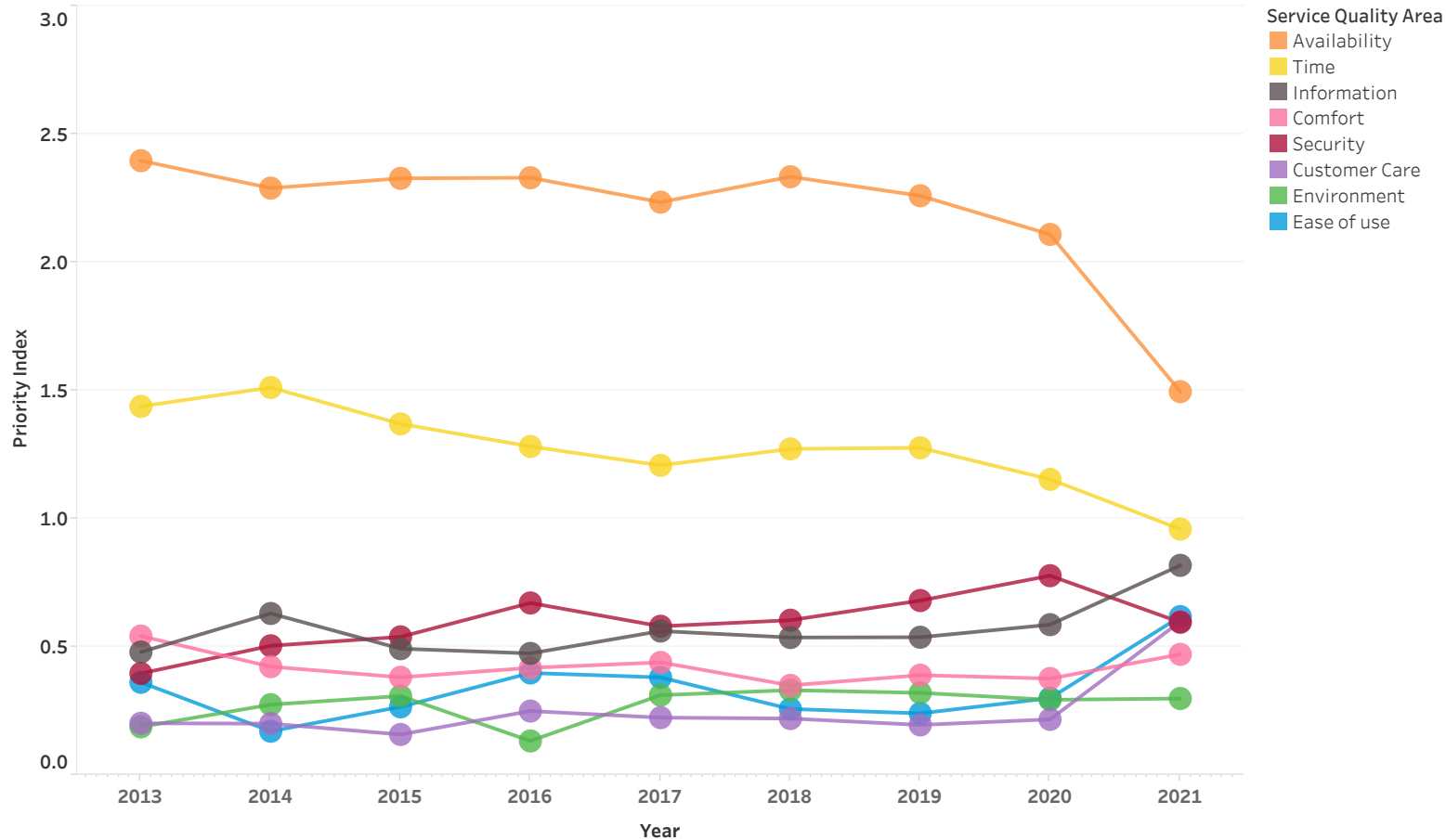**Levels of satisfaction with bus services (Eugene LTD)**
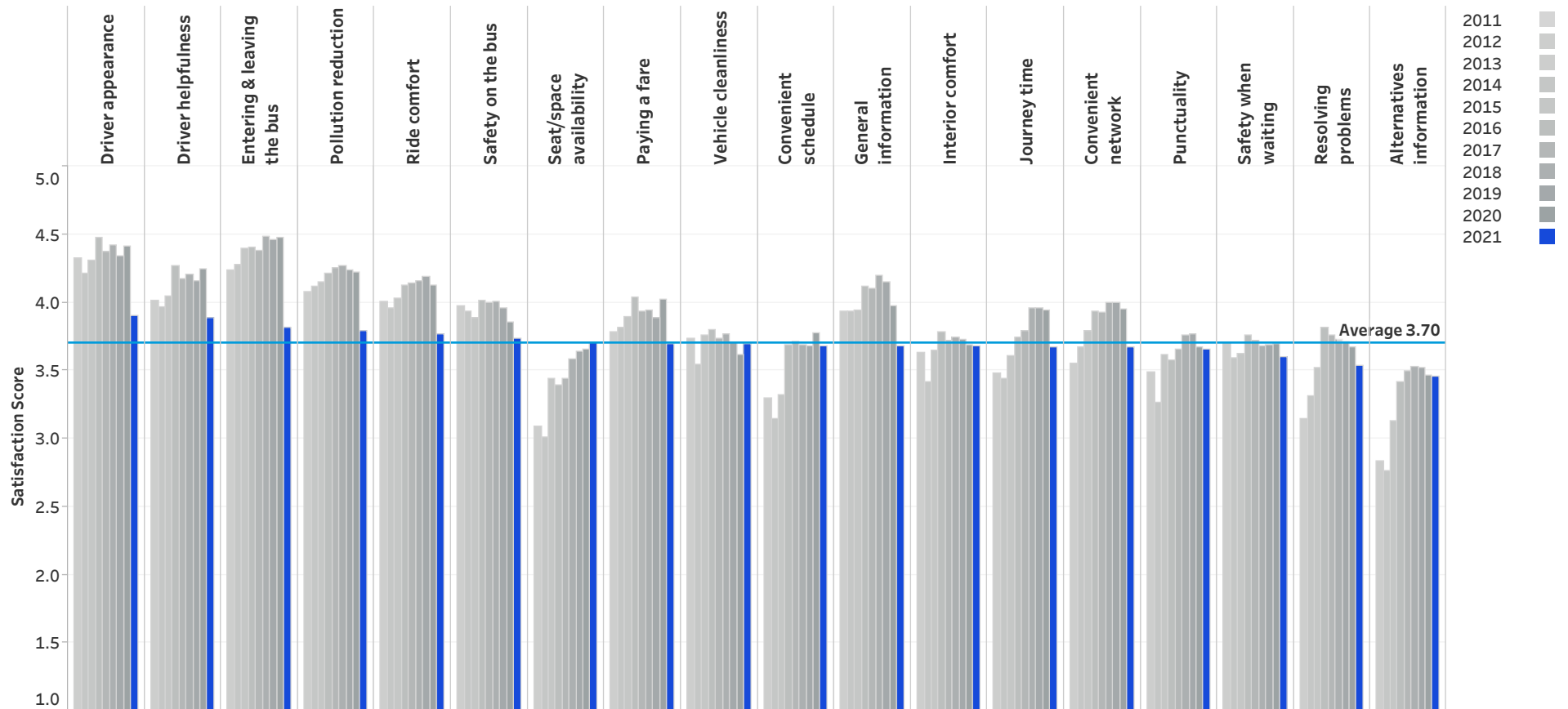
Service Quality Area Priorities: Indices

The chart shows the eight service quality areas over time relative to their actual importance.

Service Quality Areas Priorities - Indices (Eugene LTD)

Service Quality Area
- Availability
- Time
- Information
- Comfort
- Security
- Customer Care
- Environment
- Ease of use

Respondents were asked to select, out of the eight service quality areas, their 1st priority (which was given the weight of 3 points), 2nd priority (" 2 points) and 3rd priority (" 1 point). Priority areas not selected received zero points.
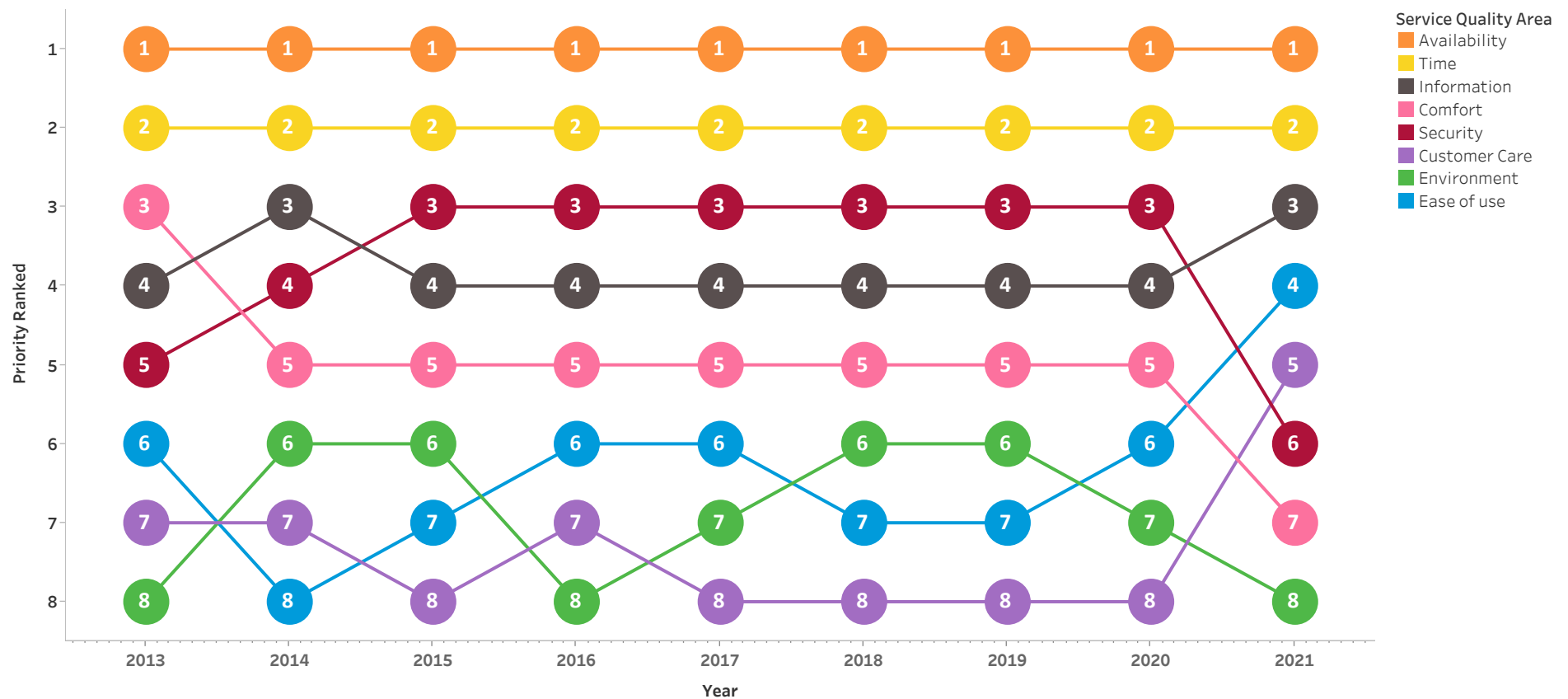
Therefore, the average score a service quality area can receive lies between 0 and 3. For example, if all respondents select 'availability' as their highest priority, the average score for 'availability' is 3. If 50% of all respondents select 'availability' as their highest priority (and none as 2nd or 3rd priority), the average score for 'availability' is 1.5, etc.

Service Quality Area Priorities: Ranked

ABBG

The chart shows the absolute rank of the eight service quality areas over time, based on their priority index score. The service quality areas in the graph are ranked from highest priority to lowest priority.
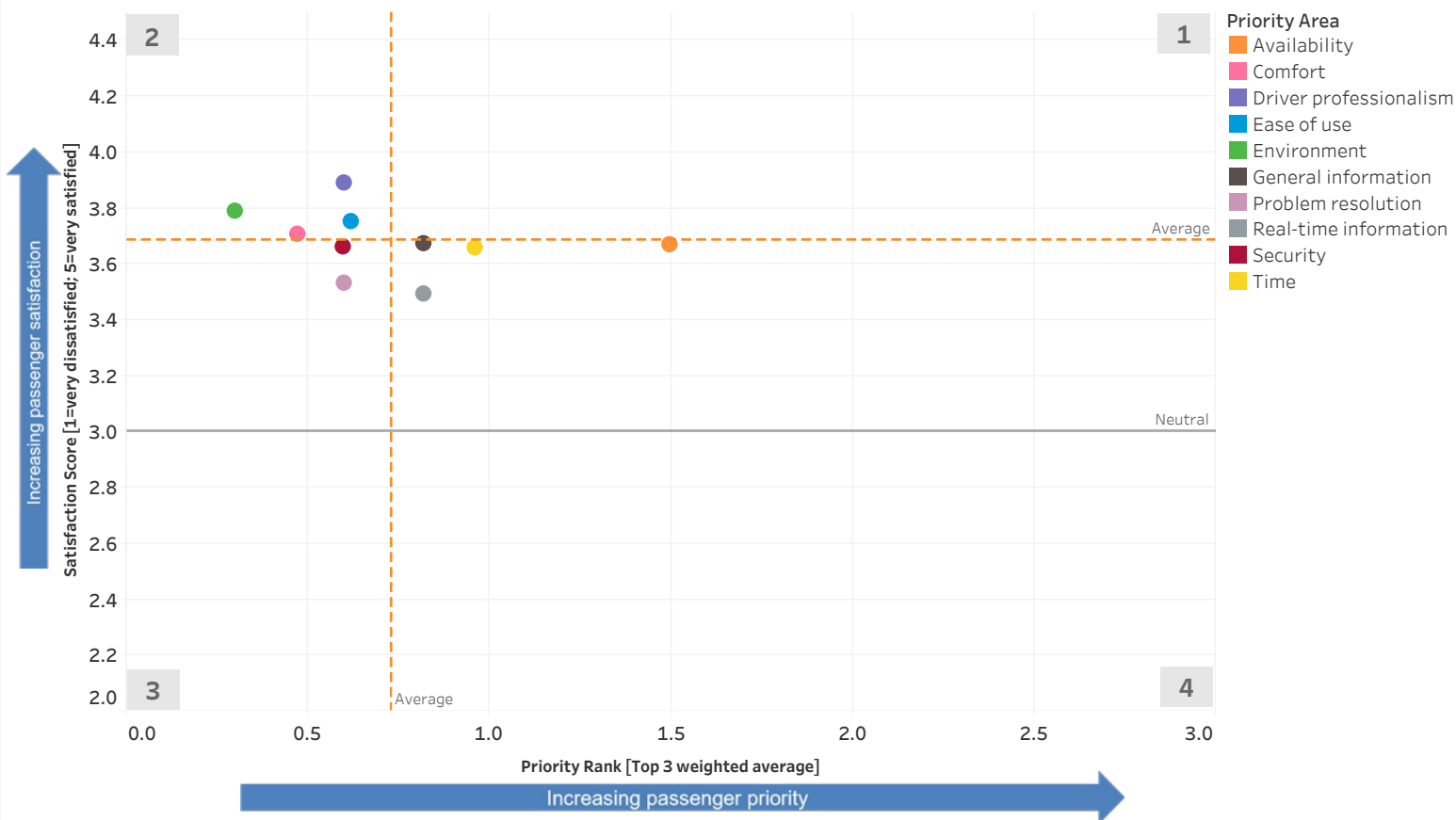
Service Quality Areas Priorities - Ranked (Eugene LTD)

Legend — Service Quality Area:
- Availability
- Time
- Information
- Comfort
- Security
- Customer Care
- Environment
- Ease of use

| 5.2 Satisfaction Levels: Dis.. | 5.3 Satisfaction by Question | 5.4 Satisfaction by Question: Trends | 5.5 Service Quality Area Priorities: Indices | 5.6 Service Quality Area Priorities: Ranked | **5.7 Priority Map** | 5.8 Performance Dashboard | Section 6: Normalized Results | 6.1 Normalized Results | 6.2.1 Normalized Results - Convenient Schedule | 6.2.2 Normalized Results - Convenien.. |

Satisfaction Priority Map

ABBG

This performance summary graph is a Satisfaction Priority Map which plots **priority indices** against **average passenger satisfaction per service quality area**.

Quadrant 1 shows areas of high priority and high passenger satisfaction. Quadrant 4 of the map illustrates areas where passengers are relatively less satisfied with service levels in areas they hold as high priorities. Service quality areas in this quadrant require management attention.

Satisfaction Priority Map (Eugene LTD) (2021)

Priority Area
- Availability
- Comfort
- Driver professionalism
- Ease of use
- Environment
- General information
- Problem resolution
- Real-time information
- Security
- Time

Four quadrants are created using the average satisfaction score of all questions (orange line) and a weighted priority ranking of 0.75 (= the aggregate 'points' score for the Top 3 priorities (3+2+1=6), divided by the 8 service quality areas). The continuous grey marks the 'neutral' satisfaction score of 3.

Looking at the satisfaction scores for the three questions within the 'Information' success dimension, it was noted that often the scores for 'Actual service information' and 'Alternatives information' have similar scores, while 'General information' has a substantially different score. To show this distinction, 'Information in terms of 'Real-time information' (i.e. for 'Actual service information' and 'Alternatives information') has been separated from 'Information' in terms of 'General information' in these Quad maps. Similarly, 'Customer care' has been split in to 'Driver professionalism' (incorporating 'Driver helpfulness' and 'Driver appearance') and 'Problem resolution'. The average weighted priority score remains the same for these 'sub-groups' and hence they are always lined-up exactly vertically.
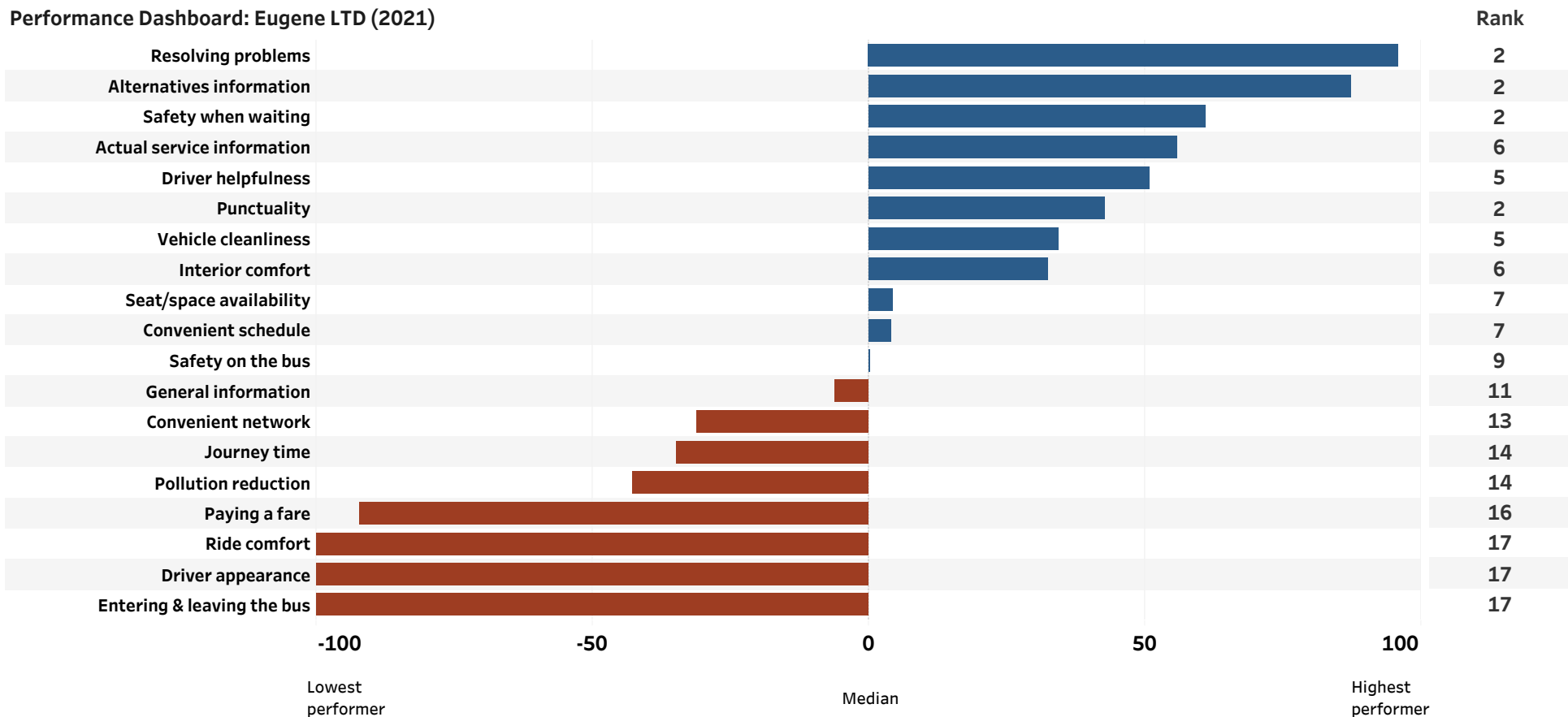
Satisfaction is illustrated using the average satisfaction of that service quality area for each response. For example, the average satisfaction scores of 'Interior comfort', 'Ride comfort', 'Cleanliness' and 'Internal ambiance' are aggregated to determine the satisfaction for the 'Comfort' quality area.

Performance Dashboard

ABBG

This dashboard shows the 'relative' performance of each member in relation to the best and worst performers and the median value (i.e. a satisfaction index).
A score of +100 for a service quality area indicates that the respective organization is the best performer in meeting their own customers' expectations on that question. The lowest performance is represented by -100 and the median is at 0. The performance dashboard also shows the 19 individual service quality aspects in order of relative potential for improvement. The organization's rank in how well it is relatively meeting customer expectations is also given.

Performance Dashboard: Eugene LTD (2021)

Service Quality Area	Rank
Resolving problems	2
Alternatives information	2
Safety when waiting	2
Actual service information	6
Driver helpfulness	5
Punctuality	2
Vehicle cleanliness	5
Interior comfort	6
Seat/space availability	7
Convenient schedule	7
Safety on the bus	9
General information	11
Convenient network	13
Journey time	14
Pollution reduction	14
Paying a fare	16
Ride comfort	17
Driver appearance	17
Entering & leaving the bus	17

-100 — Lowest performer   0 — Median   100 — Highest performer

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 6
Normalized Results for All Members

In this section:

Normalized results for all members (per question)

Normalized Results

ABBG

Satisfying passengers can also be described as meeting passengers' expectations. Unfortunately for benchmarking, these passengers' expectations will differ from city to city. Therefore comparing the absolute scores will not truly reveal if a bus organization is performing better in satisfying its customers (e.g. meeting their expectations) than another organization.

Two examples:

1. An organization's absolute score for security, for instance, can be the highest of all organizations (e.g. 3.6); however, when compared to its own average score over all questions (for example an average of 3.8), it becomes clear that security is actually an area where passengers are relatively less satisfied.

2. Passengers in a second example city are generally less satisfied and/or have high expectations. Their absolute 'security' score can be the lowest of all (e.g. 3.1); however, when compared to its own average score over all questions (for example 2.7), it becomes clear this is actually an area where passengers are relatively more satisfied in this city.

The organization in example two should therefore focus on improving the scores under 2.7, rather than the area for which they score 3.1, even if that area is in absolute terms the worst score out of all organizations in that particular service quality aspect.

To benchmark relative performance in meeting customers' expectations, the next step is for each organization 'j' to normalize the average score for a particular question 'i' by dividing it by the average of the scores of all their questions. In other words, **Satisfaction index 'ij' = Average score Qi / average score of the 19 individual questions, for operator 'j'.**

The following page shows these underlined normalized satisfaction indices for each of the 19 individual questions asked for all participating cities.
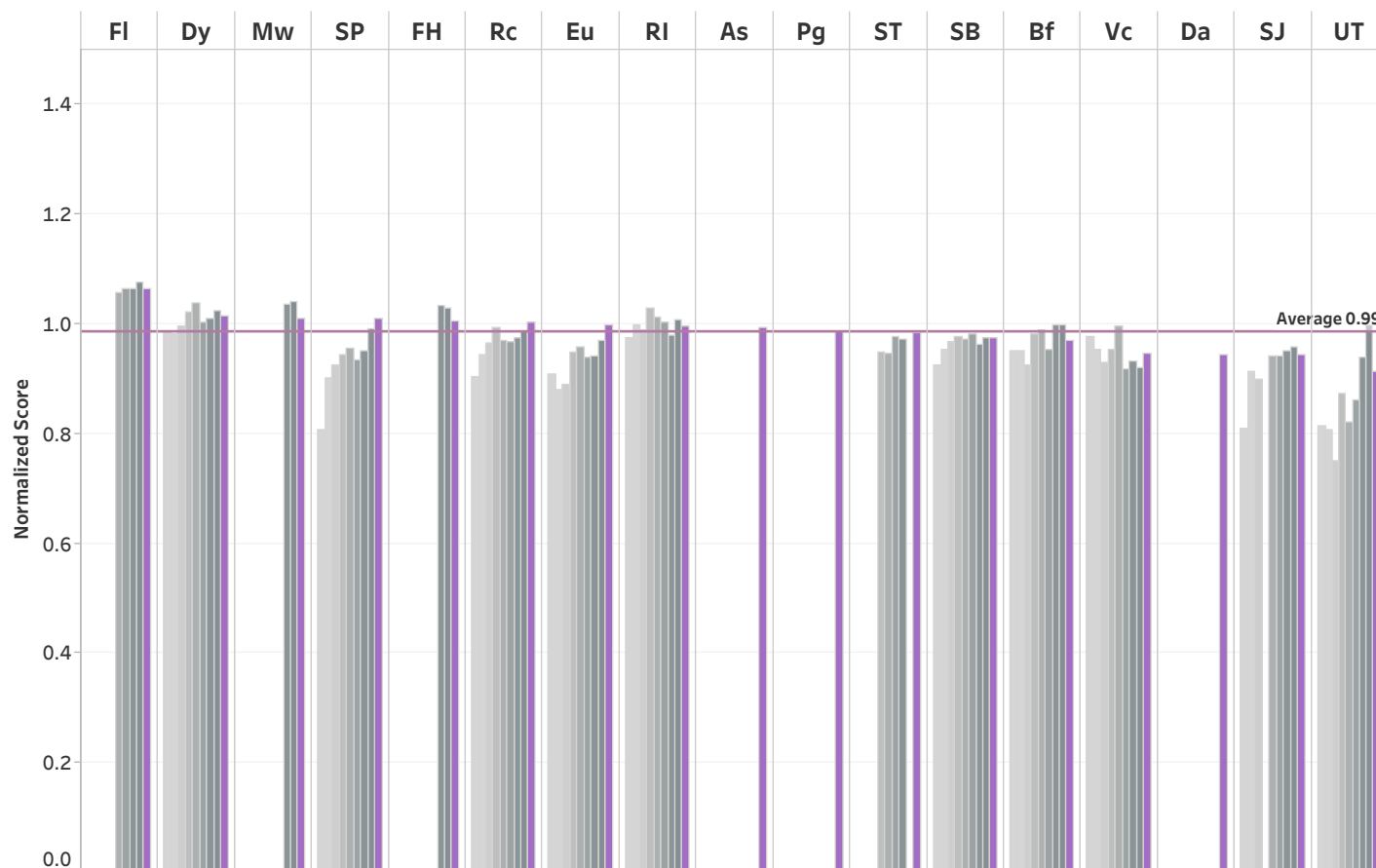
Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q1 Convenient schedule
Availability: The buses operate on the days and at the times that I need them

Legend: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

Average 0.99

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

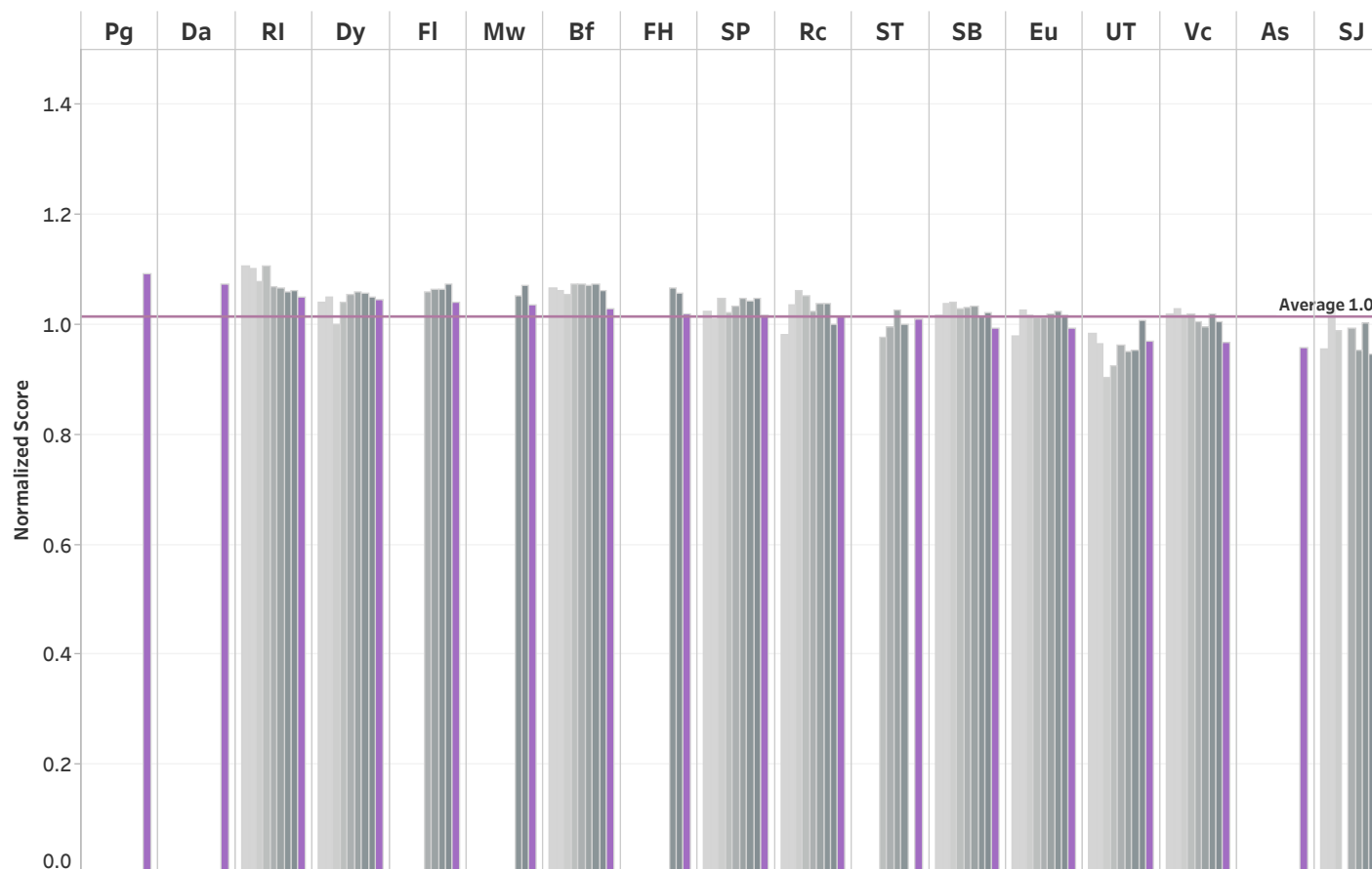- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q2 Convenient network

Availability: The bus routes are conveniently located for me

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

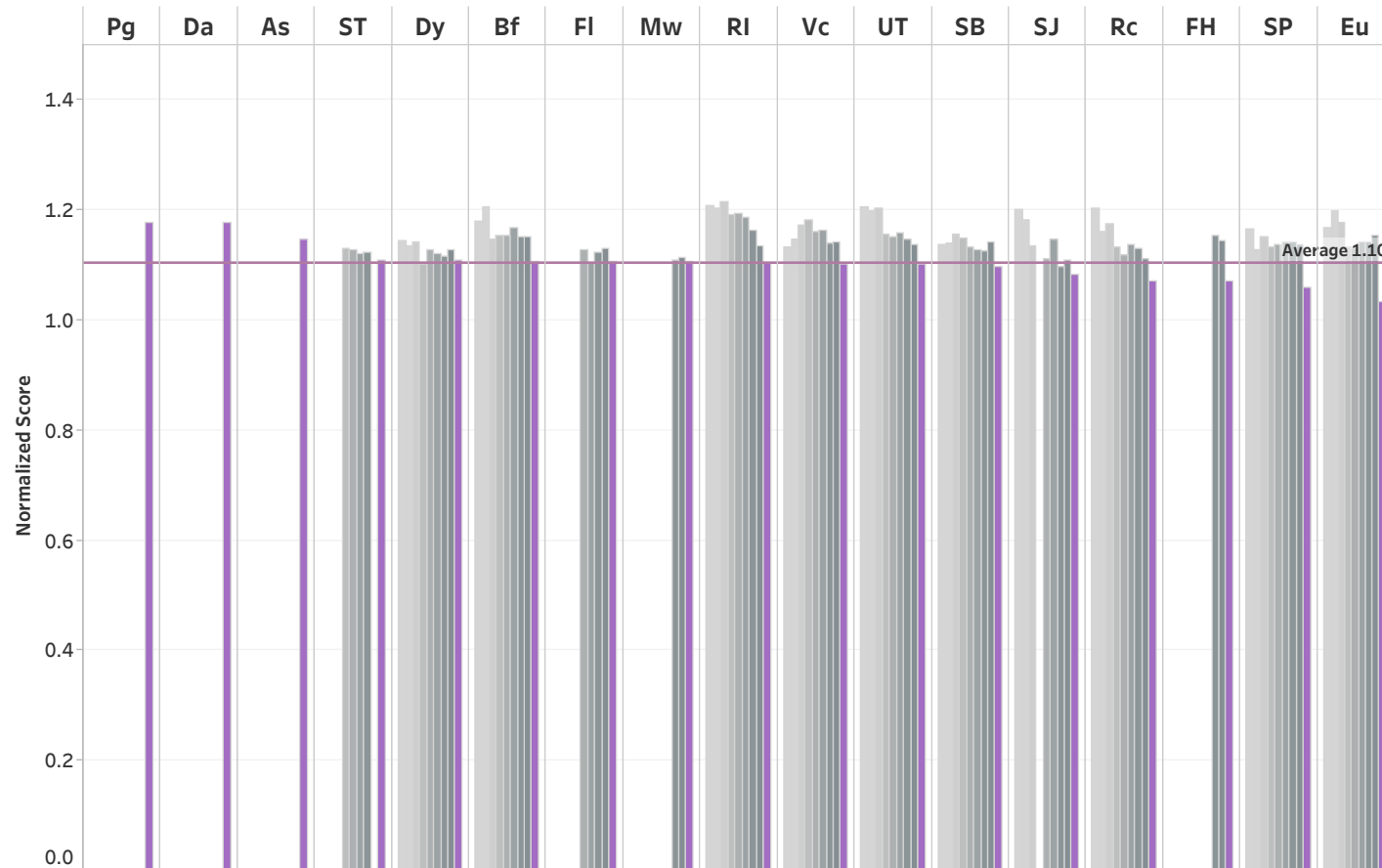- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q3 Entering & leaving the bus
Ease of use: It is easy for me to get on and off the bus

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q4 Paying a fare

Ease of use: It is convenient to pay the bus fare / buy tickets or passes

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

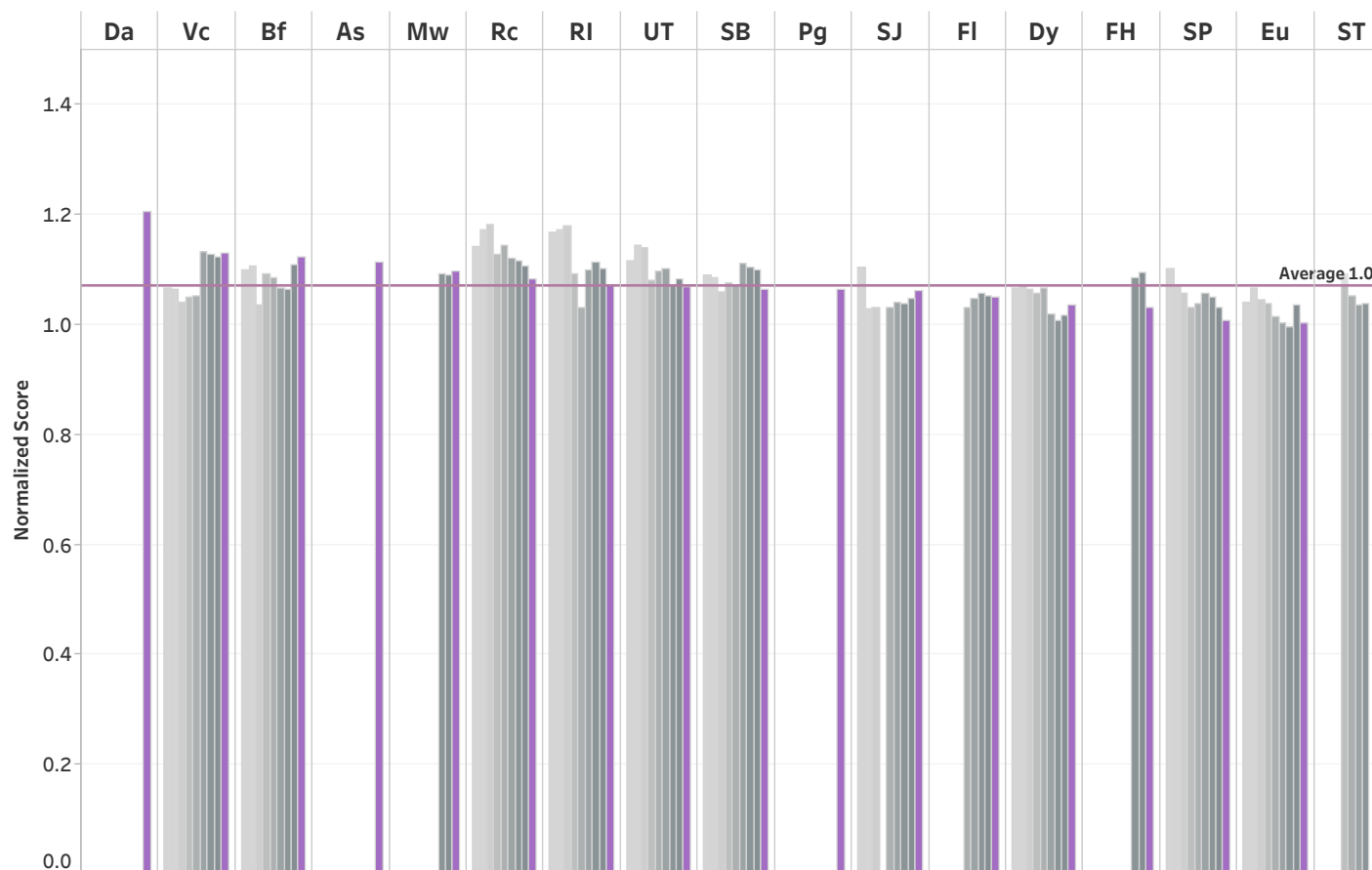| 6.1 Nor malized Results | 6.2.1 Normalized Results - Convenient Schedule | 6.2.2 Normalized Results - Convenient Network | 6.2.3 Normalized Results - Entering & leaving the bus | 6.2.4 Normalized Results - Paying a fare | 6.2.5 Normalized Results - General Information | 6.2.6 Normalized Results - Actual service information | 6.2.7 Normalized Results - Alternatives information | 6.2.8 Normalized Results - Punctuality | 6.2.9 Normalized Results - Journey time | 6.2.10 Normalized Results - Driver hel.. |

Normalized Results

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q5 General information

Information: It is easy to get information about the bus services

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

6.2.1 Normalized Results - C..

6.2.2 Normalized Results - Convenient Network

6.2.3 Normalized Results - Entering & leaving the bus

6.2.4 Normalized Results - Paying a fare

6.2.5 Normalized Results - General Information

6.2.6 Normalized Results - Actual service information

6.2.7 Normalized Results - Alternatives information

6.2.8 Normalized Results - Punctuality

6.2.9 Normalized Results - Journey time

6.2.10 Normalized Results - Driver helpfulness
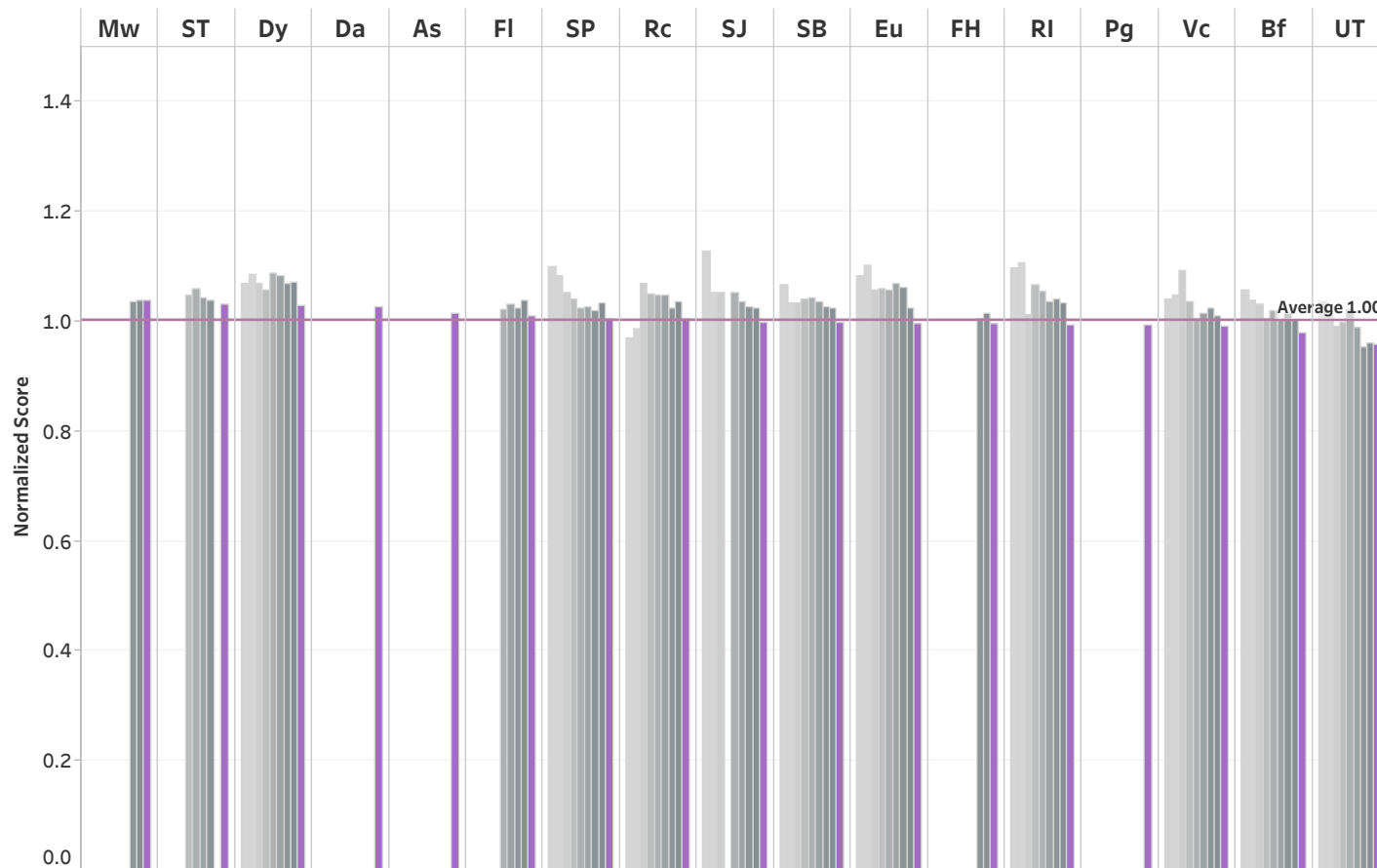
6.2.11 Normalized Results - Driver app..

Normalized Results

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q6 Actual service information
Information: It is easy to find out if the buses are running on schedule

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

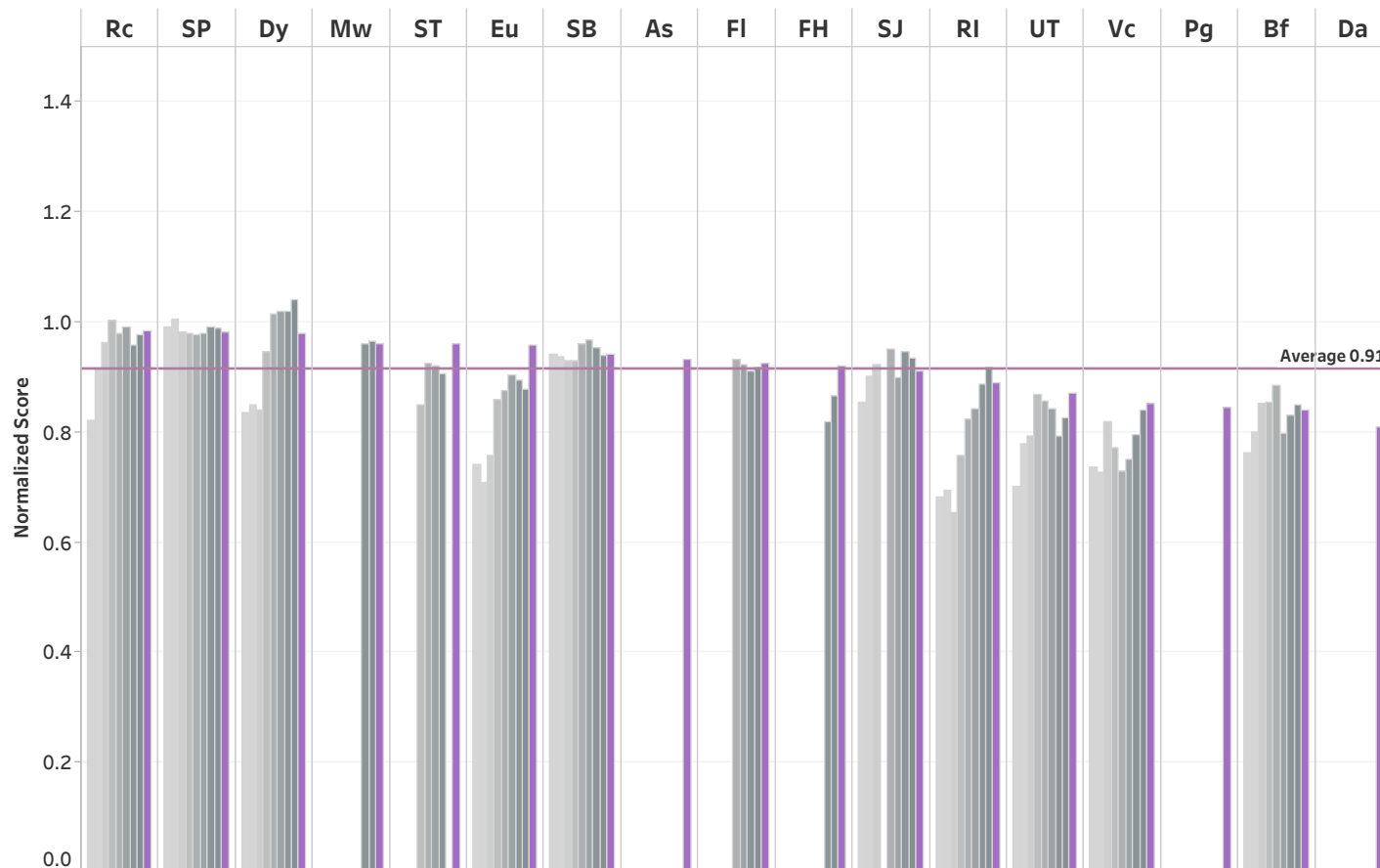| 6.2.2 Normalized Results - C.. | 6.2.3 Normalized Results - Entering & leaving the bus | 6.2.4 Normalized Results - Paying a fare | 6.2.5 Normalized Results - General Information | 6.2.6 Normalized Results - Actual service information | 6.2.7 Normalized Results - Alternatives information | 6.2.8 Normalized Results - Punctuality | 6.2.9 Normalized Results - Journey time | 6.2.10 Normalized Results - Driver helpfulness | 6.2.11 Normalized Results - Driver appearance | 6.2.12 Normalized Results - Resolving .. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q7 Alternatives information

Information: If there are problems, I can easily get information about alternative routes or schedules

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

6.2.3 Normalized Results - E..

6.2.4 Normalized Results - Paying a fare

6.2.5 Normalized Results - General Information

6.2.6 Normalized Results - Actual service information

6.2.7 Normalized Results - Alternatives information

6.2.8 Normalized Results - Punctuality

6.2.9 Normalized Results - Journey time

6.2.10 Normalized Results - Driver helpfulness

6.2.11 Normalized Results - Driver appearance

6.2.12 Normalized Results - Resolving problems
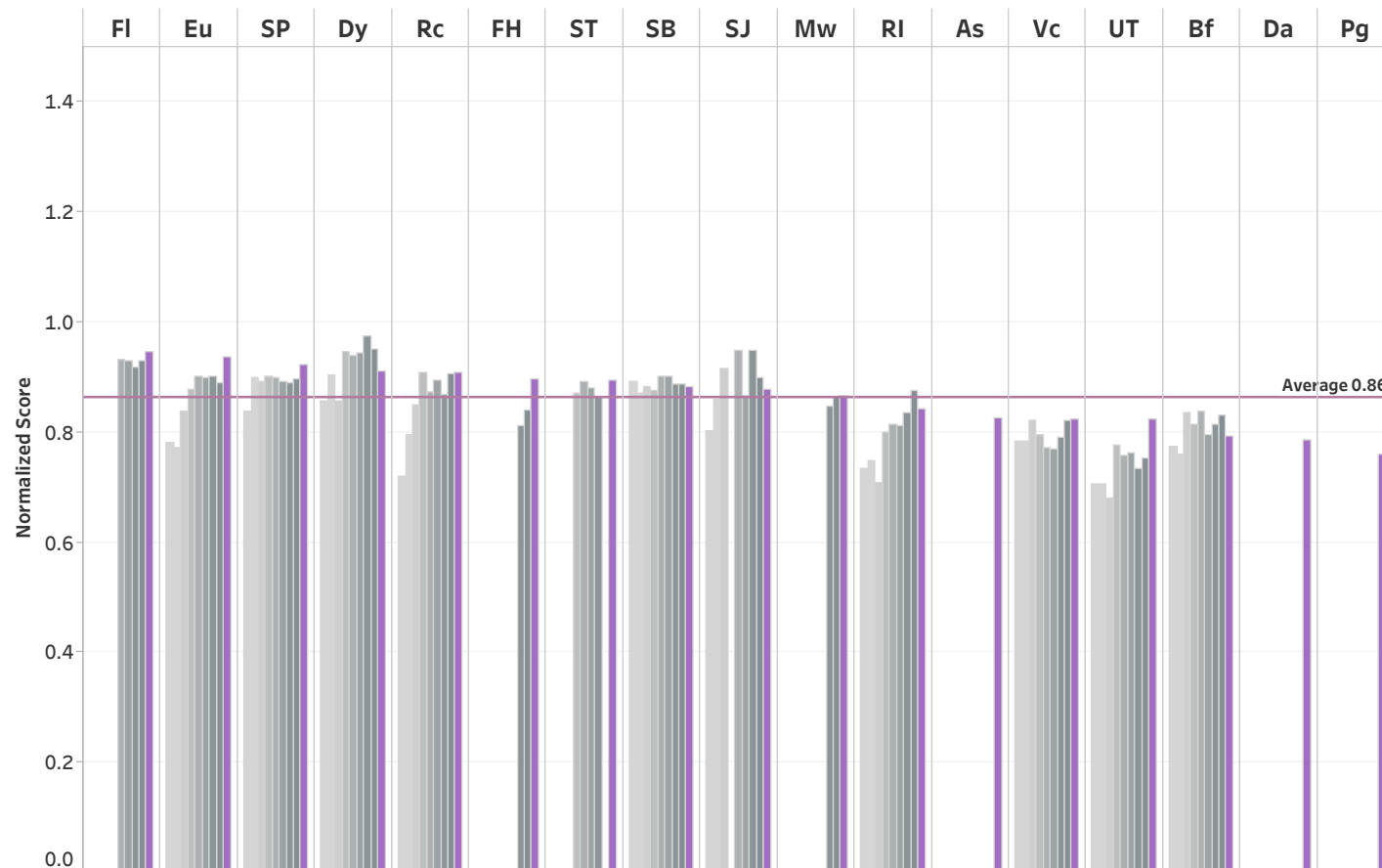
6.2.13 Normalized Results - Ride comf..

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q8 Punctuality
Time: The bus usually runs on time

Legend: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

Average 0.95

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
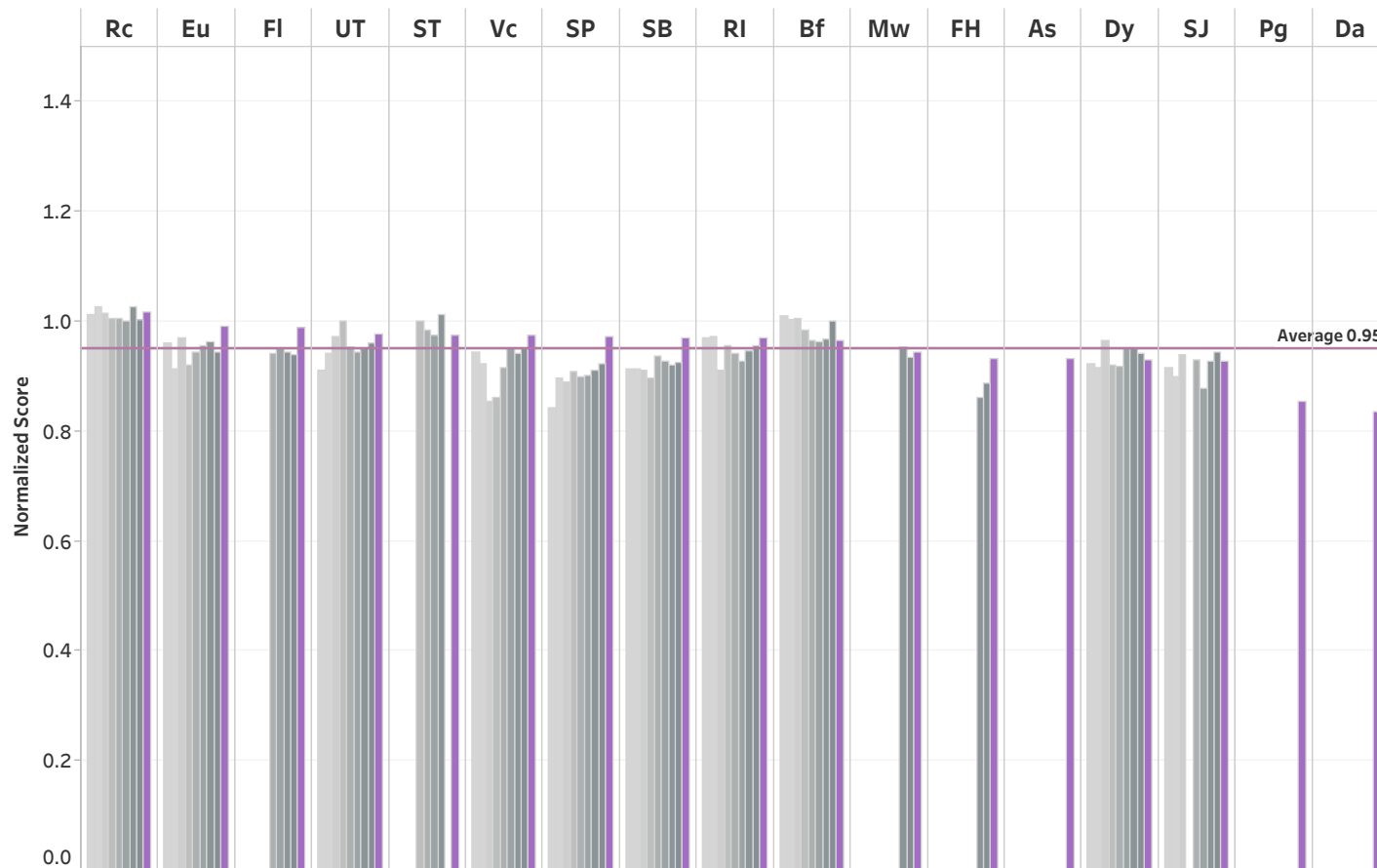
| 6.2.4 Normalized Results - P.. | 6.2.5 Normalized Results - General Information | 6.2.6 Normalized Results - Actual service information | 6.2.7 Normalized Results - Alternatives information | 6.2.8 Normalized Results - Punctuality | 6.2.9 Normalized Results - Journey time | 6.2.10 Normalized Results - Driver helpfulness | 6.2.11 Normalized Results - Driver appearance | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior co.. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q9 Journey time

Time: The bus gets me to my destination in a reasonable amount of time

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

| 6.2.5 No rmalized Results - G.. | 6.2.6 Normalized Results - Actual service information | 6.2.7 Normalized Results - Alternatives information | 6.2.8 Normalized Results - Punctuality | 6.2.9 Normalized Results - Journey time | **6.2.10 Normalized Results - Driver helpfulness** | 6.2.11 Normalized Results - Driver appearance | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/spac.. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q10 Driver helpfulness
Customer Care: Bus drivers are helpful and professional

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
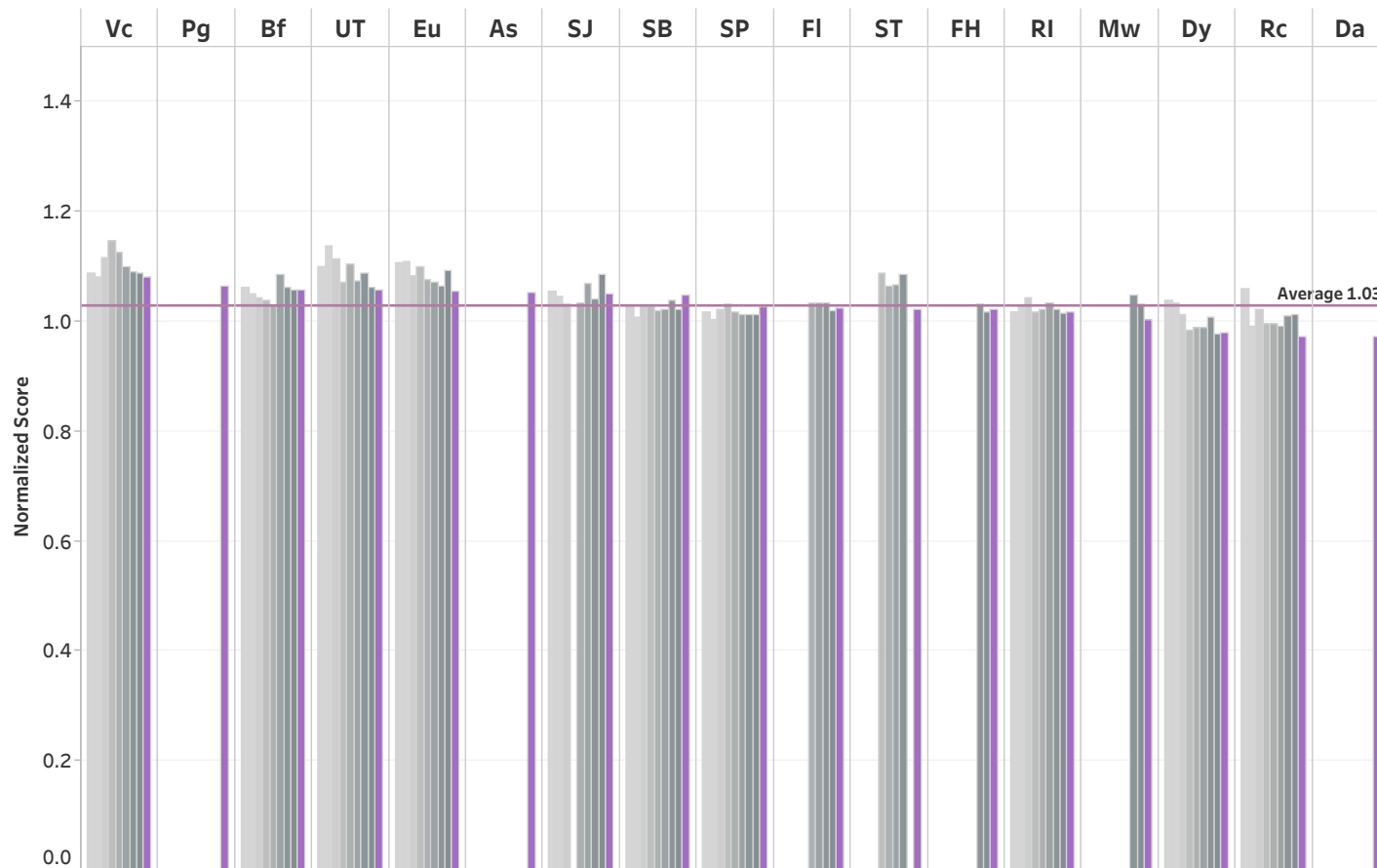
| 6.2.6 Normalized Results - A.. | 6.2.7 Normalized Results - Alternatives information | 6.2.8 Normalized Results - Punctuality | 6.2.9 Normalized Results - Journey time | 6.2.10 Normalized Results - Driver helpfulness | **6.2.11 Normalized Results - Driver appearance** | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cle.. |

Normalized Results

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q11 Driver appearance
Customer Care: Bus drivers look professional (appropriate uniform and neat)

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
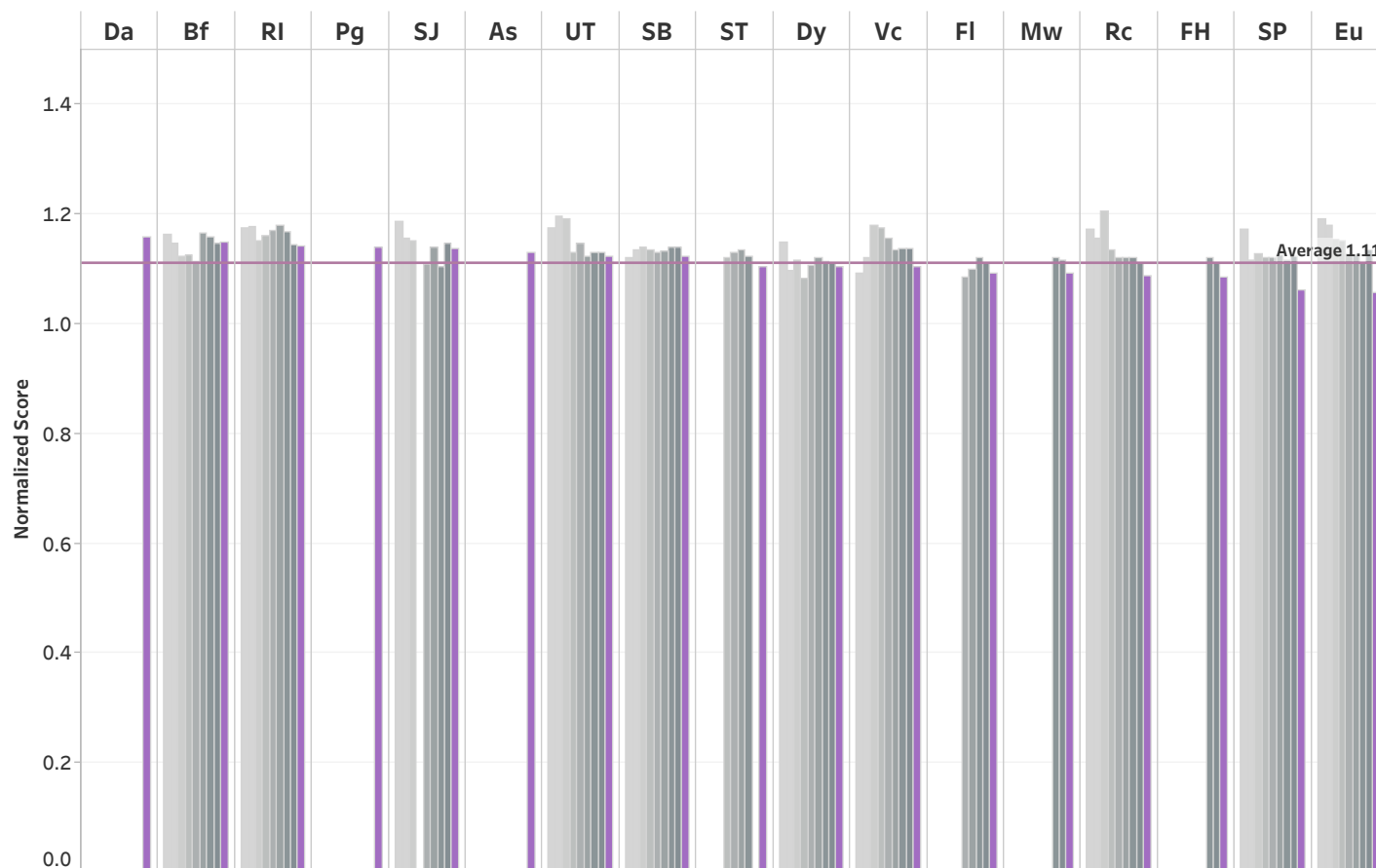
Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q12 Resolving problems
Customer Care: The transit agency is responsive to customer complaints/problems

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

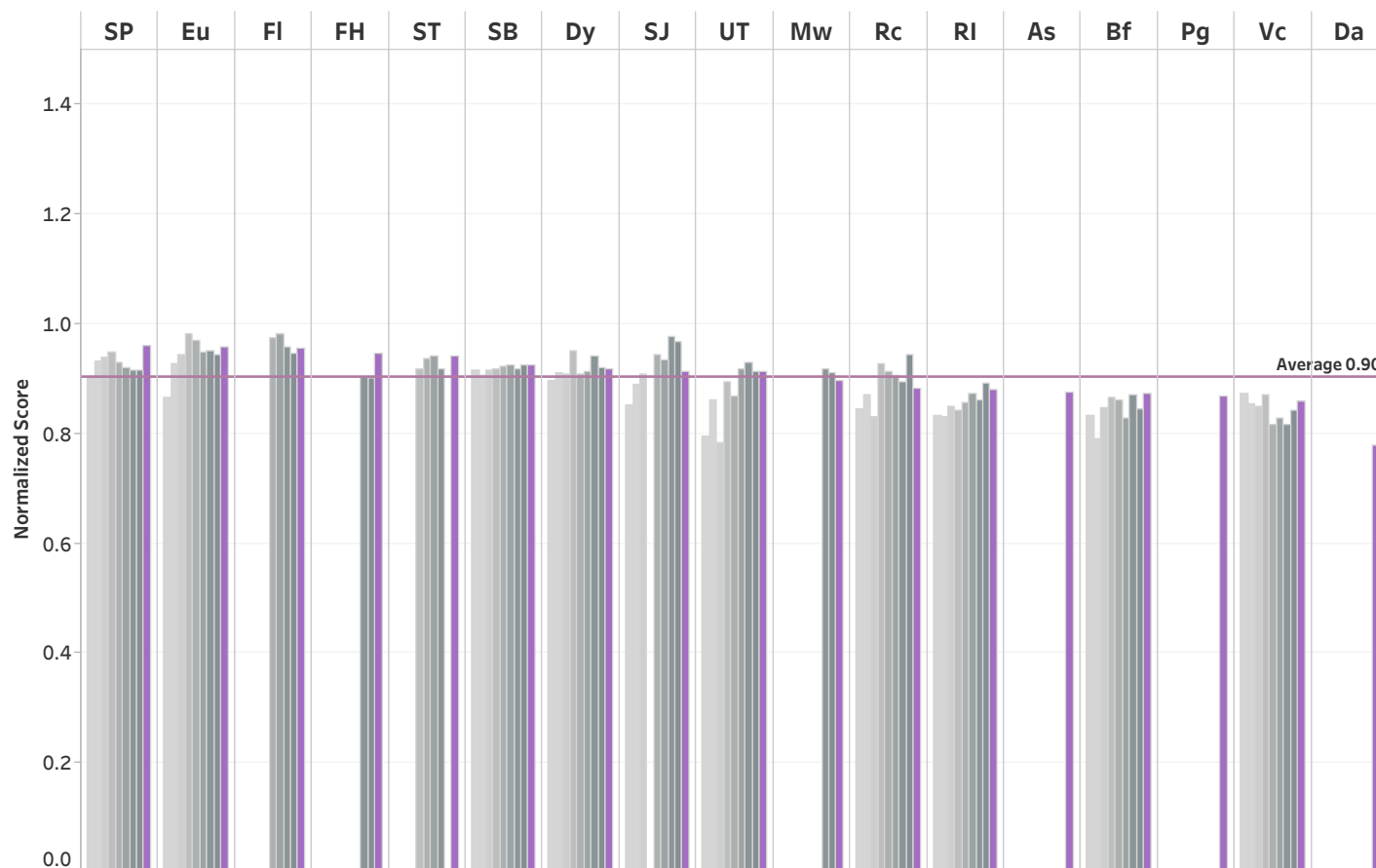| 6.2.8 Normalized Results - P.. | 6.2.9 Normalized Results - Journey time | 6.2.10 Normalized Results - Driver helpfulness | 6.2.11 Normalized Results - Driver appearance | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cleanliness | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on t.. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q13 Ride comfort
Comfort: The bus is well driven

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

6.2.9 Normalized Results - J..

6.2.10 Normalized Results - Driver helpfulness

6.2.11 Normalized Results - Driver appearance

6.2.12 Normalized Results - Resolving problems

6.2.13 Normalized Results - Ride comfort

6.2.14 Normalized Results - Interior comfort

6.2.15 Normalized Results - Seat/space availability

6.2.16 Normalized Results - Vehicle cleanliness

6.2.17 Normalized Results - Safety when waiting

6.2.18 Normalized Results - Safety on the bus

6.2.19 Normalized Results - Pollution r..

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q14 Interior comfort
Comfort: The bus provides a comfortable environment

SJ Vc FH UT Bf Eu Da Rc SP SB RI Dy Mw Pg As Fl ST

Normalized Score

2013
2014
2015
2016
2017
2018
2019
2020
2021

Average 0.99

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
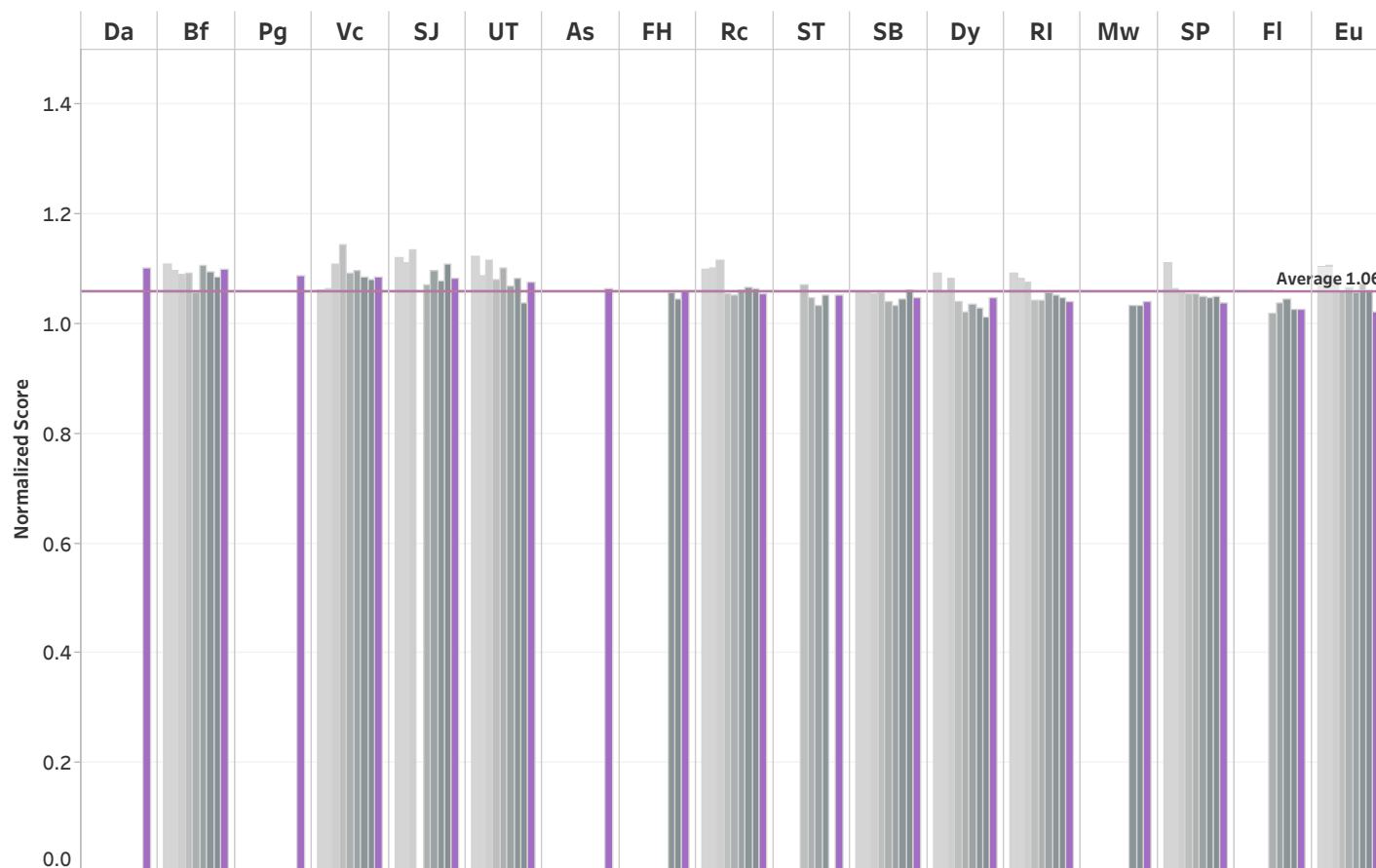
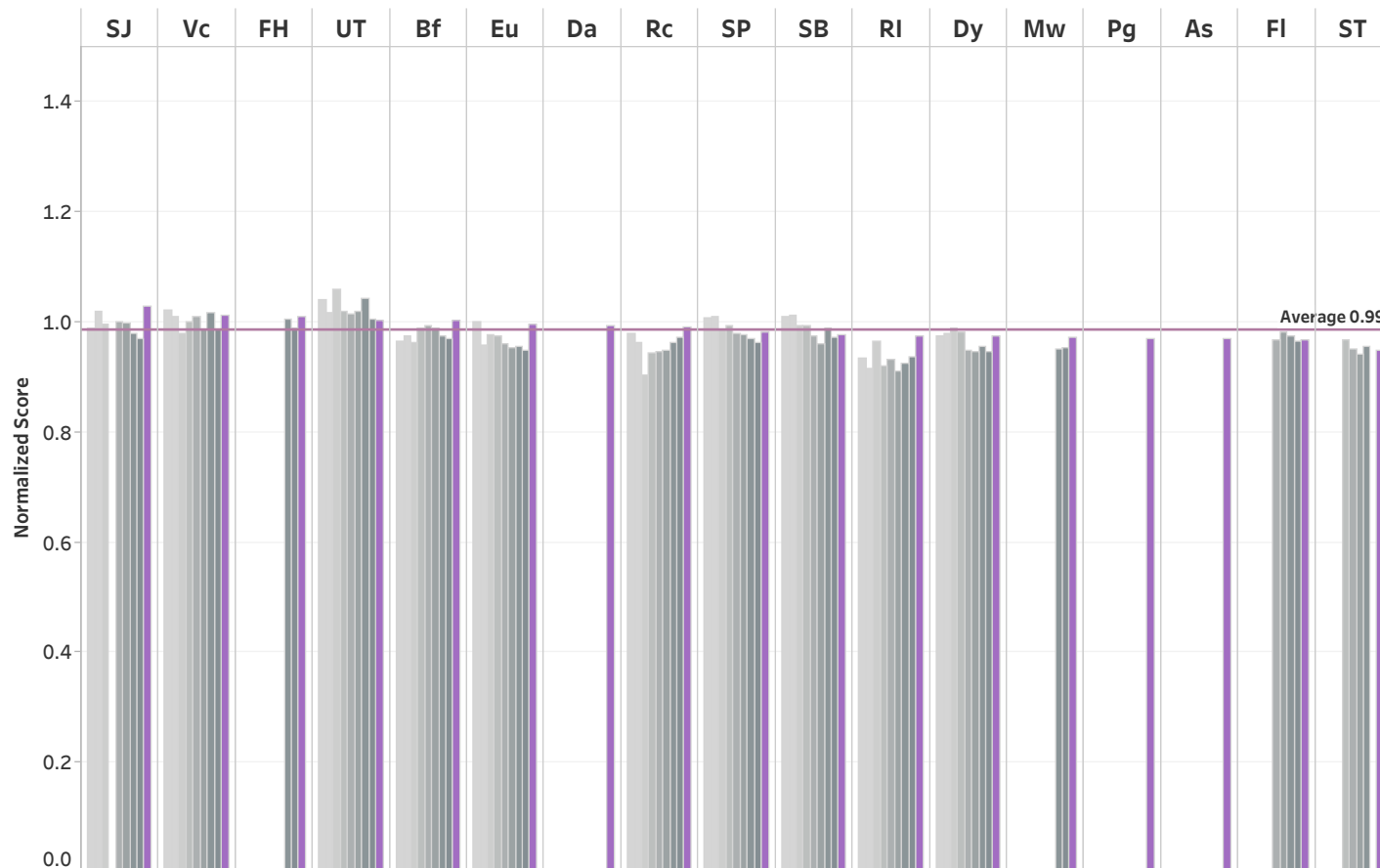| 6.2.10 Normalized Results - .. | 6.2.11 Normalized Results - Driver appearance | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cleanliness | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemen. . |

Normalized Results

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q15 Seat/space availability
Comfort: There is enough seating/space on the bus

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.

| 6.2.11 Normalized Results - .. | 6.2.12 Normalized Results - Resolving problems | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cleanliness | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 \| Development o.. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q16 Vehicle cleanliness
Comfort: The bus is clean

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
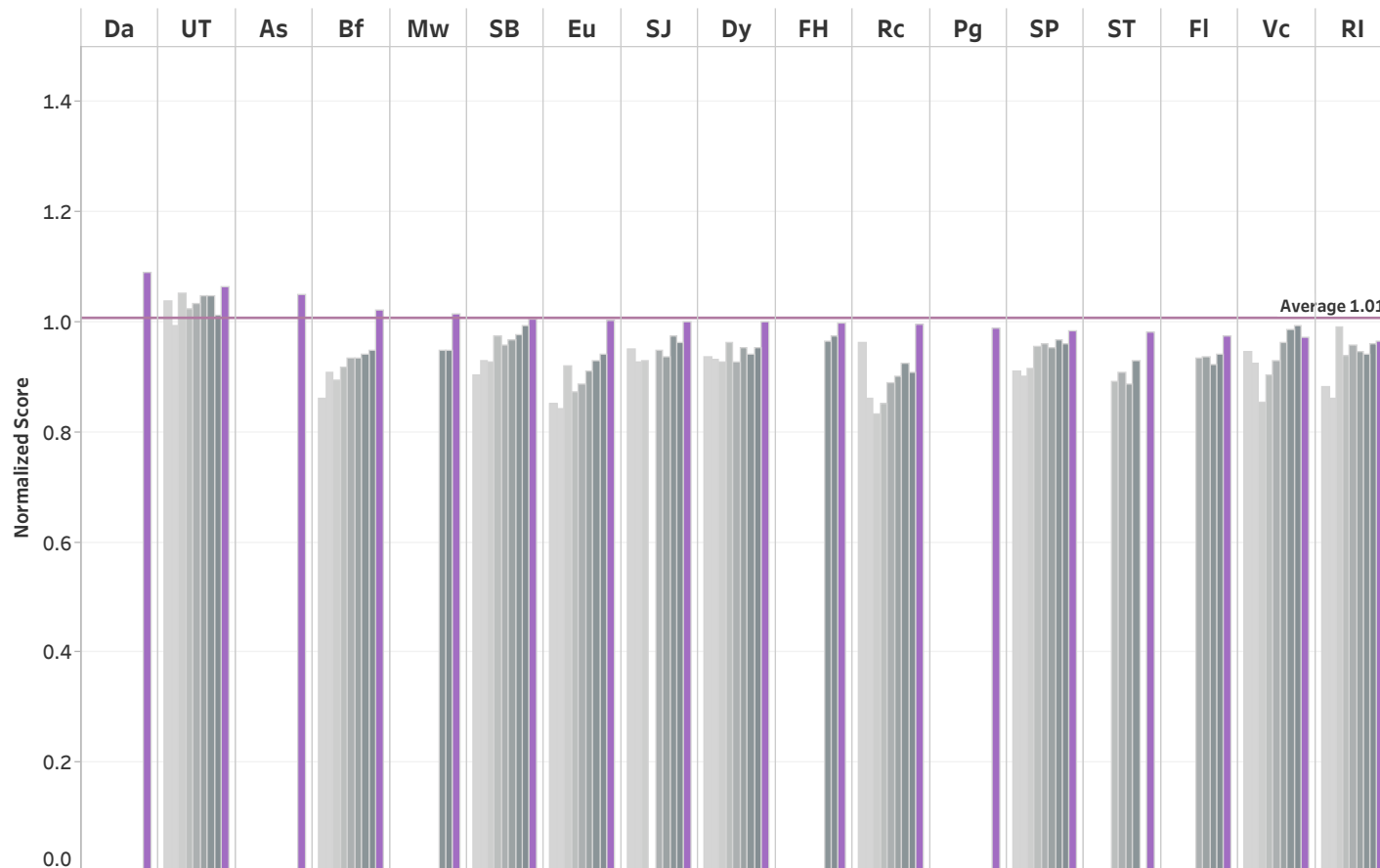
| 6.2.12 Normalized Results - .. | 6.2.13 Normalized Results - Ride comfort | 6.2.14 Normalized Results - Interior comfort | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cleanliness | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 \| Development of the COVID Supplement | 7.2 COVID-19 \| Satisfaction .. |

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q17 Safety when waiting
Security: I feel safe and secure waiting for my bus

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
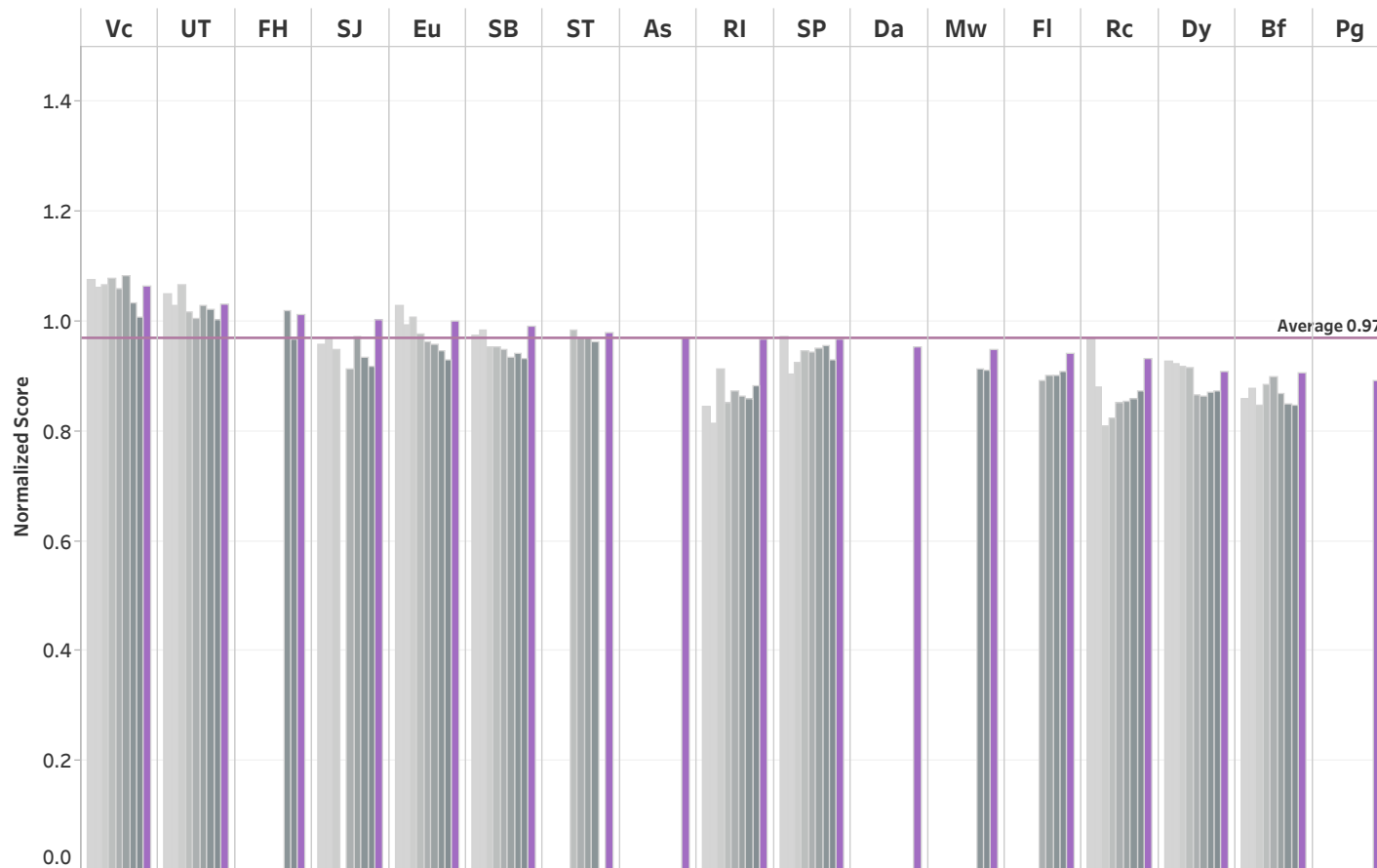
6.2.13 Normalized Results - ..

6.2.14 Normalized Results - Interior comfort

6.2.15 Normalized Results - Seat/space availability

6.2.16 Normalized Results - Vehicle cleanliness

6.2.17 Normalized Results - Safety when waiting

6.2.18 Normalized Results - Safety on the bus

6.2.19 Normalized Results - Pollution reduction

Section 7: COVID-19 Supplemental Questions

7.1 COVID-19 | Development of the COVID Supplement

7.2 COVID-19 | Satisfaction by Question

7.3 COVID-19 | Standard vs COVID Cus..

Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q18 Safety on the bus
Security: I feel safe riding on the bus

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
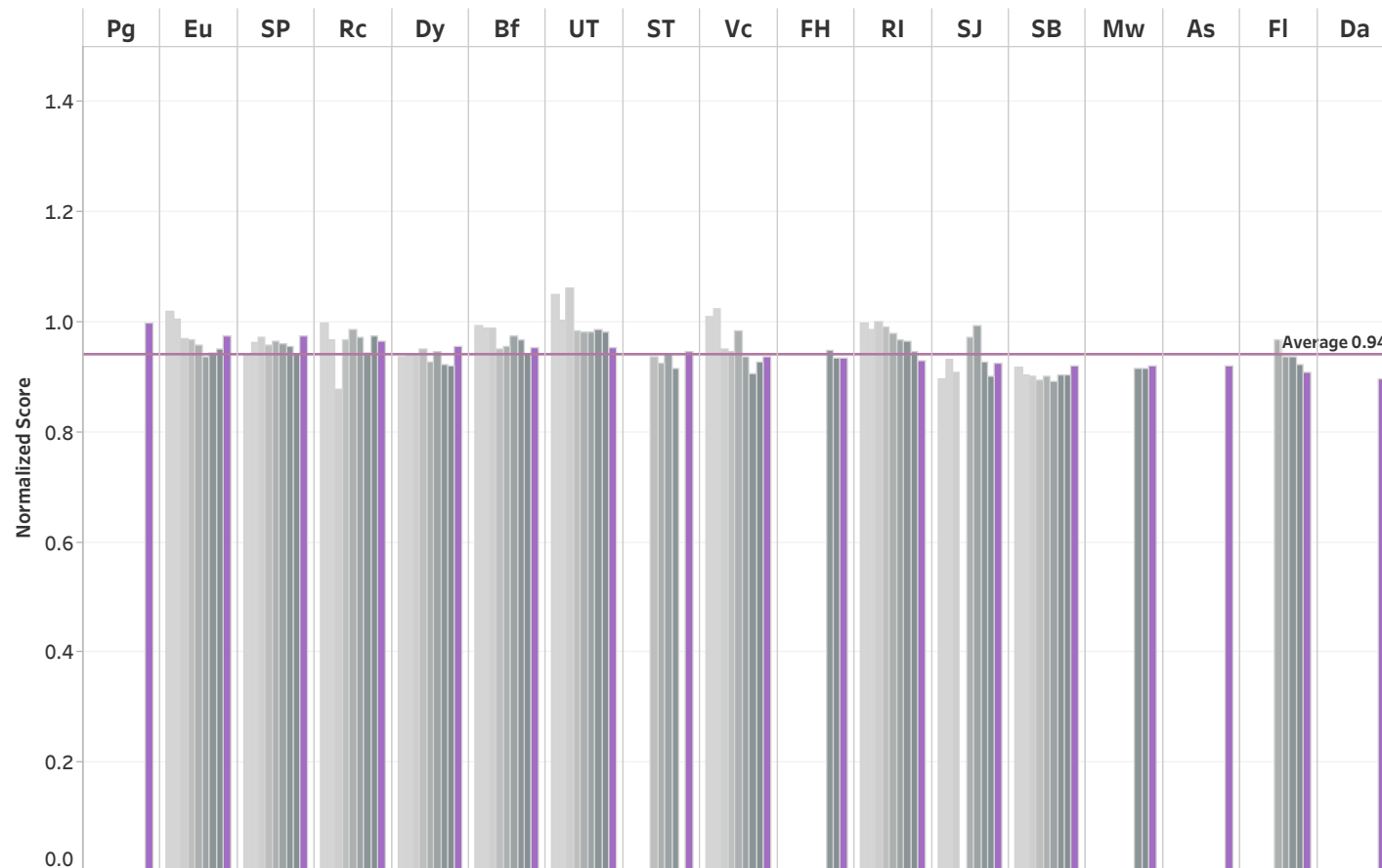
| 6.2.14 Normalized Result s - .. | 6.2.15 Normalized Results - Seat/space availability | 6.2.16 Normalized Results - Vehicle cleanliness | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 | Development of the COVID Supplement | 7.2 COVID-19 | Satisfaction by Question | 7.3 COVID-19 | Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 | Normalized Results - S.. |

Normalized Results

The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Normalized Score: Q19 Pollution reduction

Environment: The bus helps to reduce pollution

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.

- The purple line indicates the latest year's average of each organisations' satisfaction index

- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.

- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.
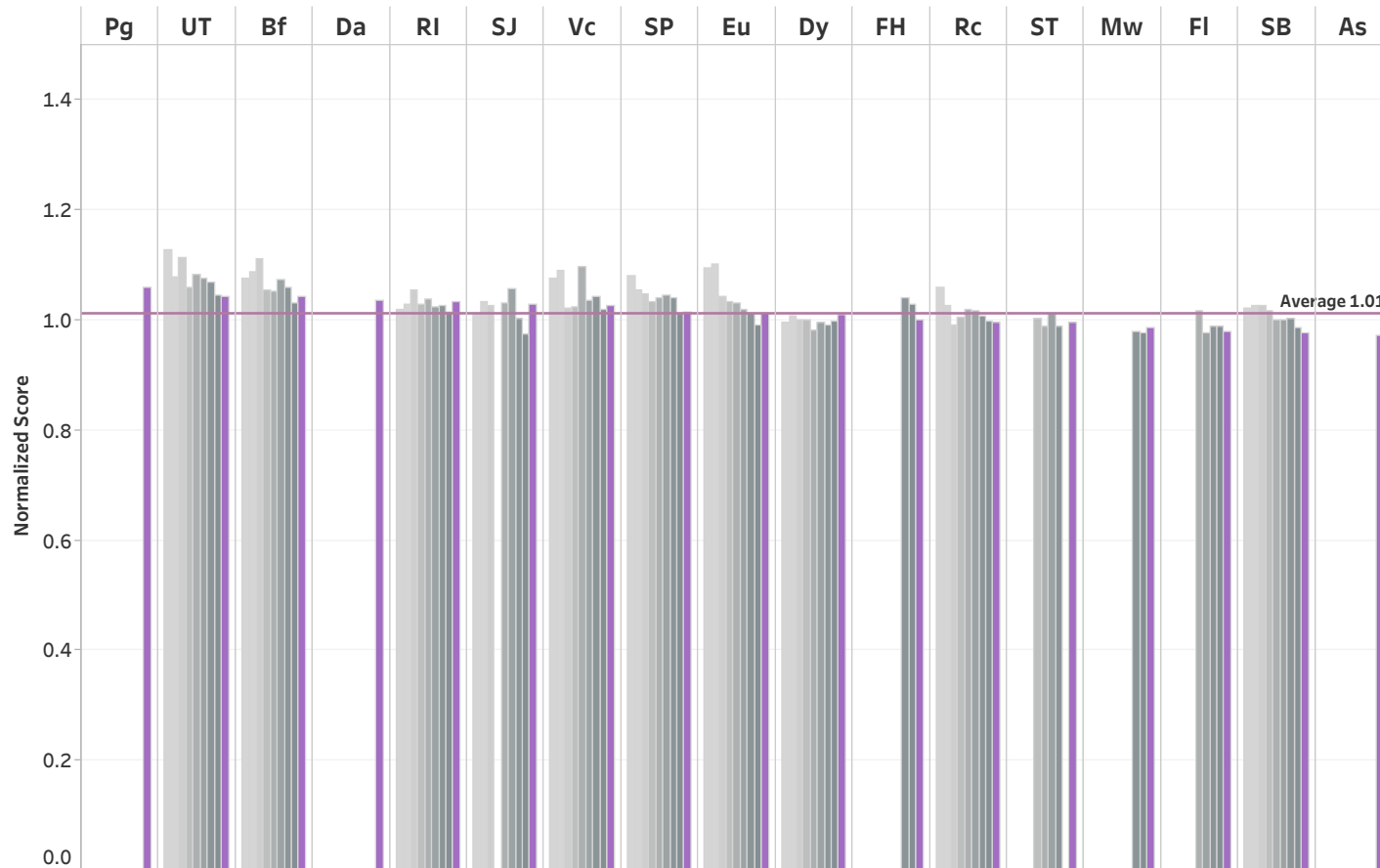
6.2.15 Normalized Result s - ..

6.2.16 Normalized Results - Vehicle cleanliness

6.2.17 Normalized Results - Safety when waiting

6.2.18 Normalized Results - Safety on the bus

6.2.19 Normalized Results - Pollution reduction

Section 7: COVID-19 Supplemental Questions

7.1 COVID-19 | Development of the COVID Supplement

7.2 COVID-19 | Satisfaction by Question

7.3 COVID-19 | Standard vs COVID Customer Satisfaction

7.4.1 COVID-19 | Normalized Results - Safe to Travel

7.4.2 COVID-19 | Normalized Results - C..

American Bus Benchmarking Group

Customer Satisfaction Survey
Section 7
COVID Supplemental Questions

In this section:

Customer Satisfaction by Question (Standard and COVID Questions)

Customer Satisfaction Results by Member (Standard and COVID Questions)

Normalized Results

Frequency of Use

| 6.2.16 Normalized Results - .. | 6.2.17 Normalized Results - Safety when waiting | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 \| Development of the COVID Supplement | 7.2 COVID-19 \| Satisfaction by Question | 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - I.. |

COVID-19 | Development of the COVID Supplement

In early 2021, a set of COVID-related questions were designed to supplement the standard CSS questions asked each year. These questions were developed in consultation with members of all participating benchmarking groups.

A set of five questions on specific COVID factors were added to the 2021 survey, consisting of statements that customers either agreed or disagreed with. In addition, customers were asked how often they used the bus before the pandemic, as well as how often they expected to use the bus once all government restrictions were lifted and all businesses were opened.

Covid Factors

• It is **safe to travel by bus** in the current COVID pandemic situation

• [AGENCY] has **managed customer safety well** during the COVID pandemic

• [AGENCY] has **kept me well informed** about changes in service and policies throughout the COVID pandemic

• I am able to keep **socially distanced** from others while on the bus

• Other people on the bus are **wearing masks** or face coverings

Frequency of Use

• Before the pandemic, how often did you take the bus?

• How often do you think you will take the bus once all businesses are open and government restrictions are lifted?

• Answer options:
  • **Very often (every day)**
  • **Often (at least 3 days per week)**
  • **Sometimes (at least once per week)**
  • **Rarely (at least once per month)**
  • **Very rarely (less than once per month)**

| 6.2.17 Normalized Results - .. | 6.2.18 Normalized Results - Safety on the bus | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 | Development of the COVID Supplement | 7.2 COVID-19 | Satisfaction by Question | 7.3 COVID-19 | Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 | Normalized Results - Safe to Travel | 7.4.2 COVID-19 | Normalized Results - COVID Management | 7.4.3 COVID-19 | Normalized Results - Informed on Policies | 7.4.4 COVID-19 | Normalized Results - S.. |

COVID-19 | Results of the ABBG Customer Satisfaction Survey

ABBG

The graph displays the absolute score results for each question asked at an individual (city by city) level. The blue bars represent the average score of all cleaned responses for either the standard or COVID questions.

The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied. Results are ranked from most satisfied to least satisfied on the right.

| **Average Satisfaction (Standard)** 3.69 | **Average Satisfaction (COVID)** 3.49 | The average score of all standard questions and for the COVID questions only. Represented by the turquoise line for all selected questions, and by the blue line for the COVID questions. | **Overall Satisfaction** 3.75 | The average score of all cleaned responses for the overall satisfaction (control) question. Represented by the orange dashed line. |

Levels of satisfaction with bus services (Eugene LTD) (2021)

Legend: COVID questions, Standard questions

| 6.2.18 Normalized Result s - .. | 6.2.19 Normalized Results - Pollution reduction | Section 7: COVID-19 Supplemental Questions | 7.1 COVID-19 | Development of the COVID Supplement | 7.2 COVID-19 | Satisfaction by Question | 7.3 COVID-19 | Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 | Normalized Results - Safe to Travel | 7.4.2 COVID-19 | Normalized Results - COVID Management | 7.4.3 COVID-19 | Normalized Results - Informed on Policies | 7.4.4 COVID-19 | Normalized Results - Social Distancing | 7.4.5 COVID-19 | Normalized Results - .. |

COVID-19 | Standard Questions vs COVID Questions Customer Satisfaction Results

ABBG

The light blue points represent the average score of all cleaned responses for the 5 additional COVID-19 questions in the survey. The darker blue points represent the average score of all cleaned responses for the 19 regular questions of the survey.

The values to the left of the chart show the difference between the average satisfaction score for the COVID and standard questions for each member.

Average Satisfaction: Standard Vs COVID Questions (2021)

Legend:
- ■ COVID Questions
- ■ Standard Questions

Difference	Member	COVID	Standard
-0.17	ST	3.8	4.0
-0.03	SJ	3.9	3.9
-0.20	FI	3.7	3.9
-0.05	Dy	3.8	3.9
-0.12	Vc	3.7	3.9
-0.05	Rc	3.8	3.9
-0.09	Mw	3.8	3.9
-0.14	SB	3.7	3.8
-0.18	FH	3.6	3.8
-0.13	UT	3.7	3.8
-0.03	SP	3.7	3.7
-0.12	As	3.6	3.7
-0.22	Eu	3.5	3.7
-0.07	RI	3.6	3.7
-0.07	Bf	3.6	3.7
-0.12	Pg	3.4	3.5
+0.08	Da	3.5	3.4

Average Satisfaction (x-axis: 3.2, 3.4, 3.6, 3.8, 4.0, 4.2)

COVID-19 | Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each COVID-19 survey question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 24 questions (19 standard questions + 5 COVID-related questions).

Normalized Score (2021)

Q21: Safe to travel during COVID

Average 0.96

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.

- The purple line indicates the latest year's average satisfaction index across members

| Section 7: COVID-19 Sup.. | 7.1 COVID-19 \| Development of the COVID Supplement | 7.2 COVID-19 \| Satisfaction by Question | 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use |

COVID-19 | Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each COVID-19 survey question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 24 questions (19 standard questions + 5 COVID-related questions).

Normalized Score (2021)

Q22: COVID management

Average 1.02

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.

- The purple line indicates the latest year's average satisfaction index across members

| 7.1 COVID-19 \| Developme nt o.. | 7.2 COVID-19 \| Satisfaction by Question | 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribu.. |

COVID-19 | Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each COVID-19 survey question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 24 questions (19 standard questions + 5 COVID-related questions).

Normalized Score (2021)

Q23: Informed on COVID policies

Average 1.01

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.

- The purple line indicates the latest year's average satisfaction index across members

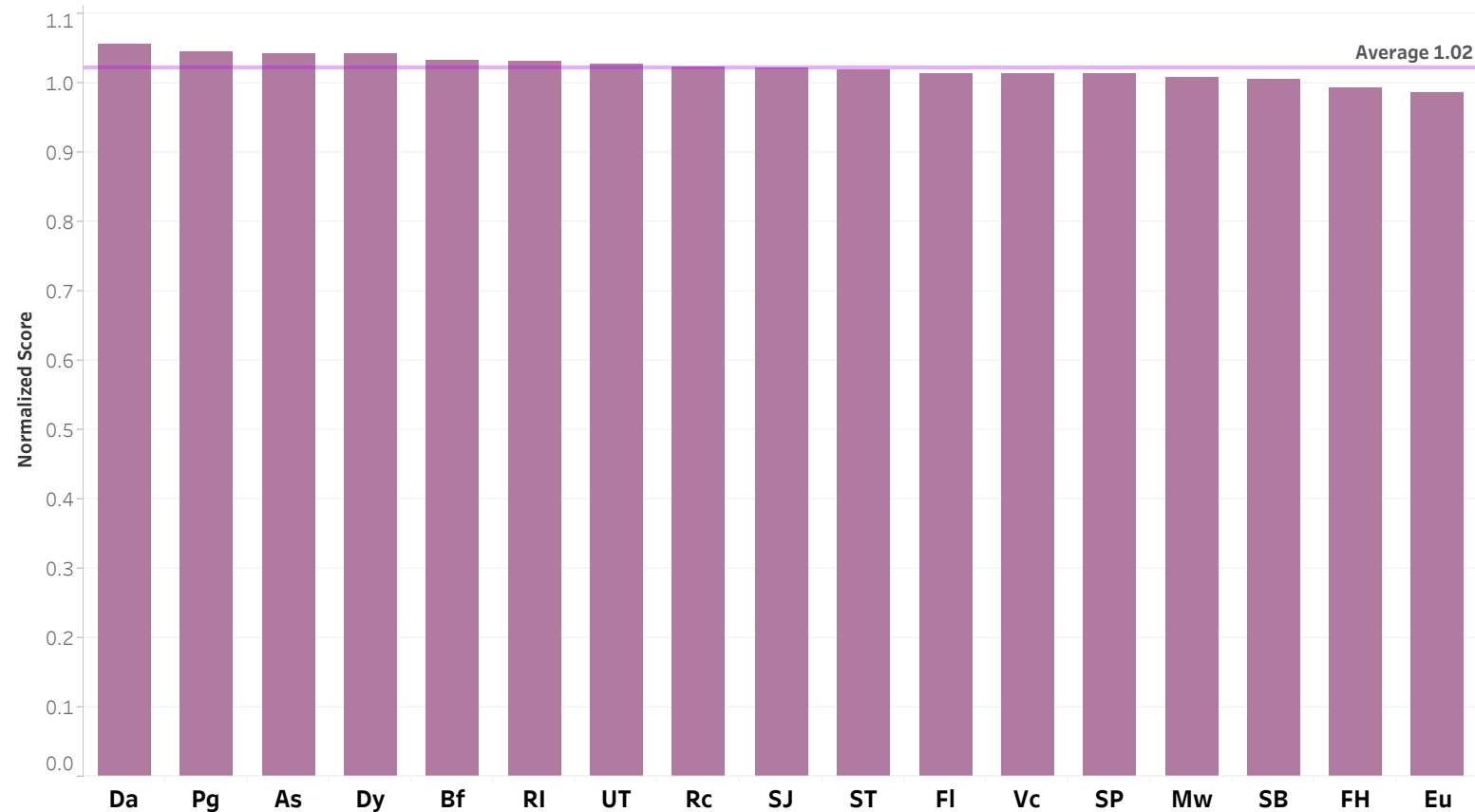| 7.2 COVID-19 \| Satisfaction .. | 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribution | 7.8 COVID-19 \| Change in Frequency .. |

COVID-19 | Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each COVID-19 survey question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 24 questions (19 standard questions + 5 COVID-related questions).

Normalized Score (2021)

Q24: Social distancing

Average 0.93

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.

- The purple line indicates the latest year's average satisfaction index across members

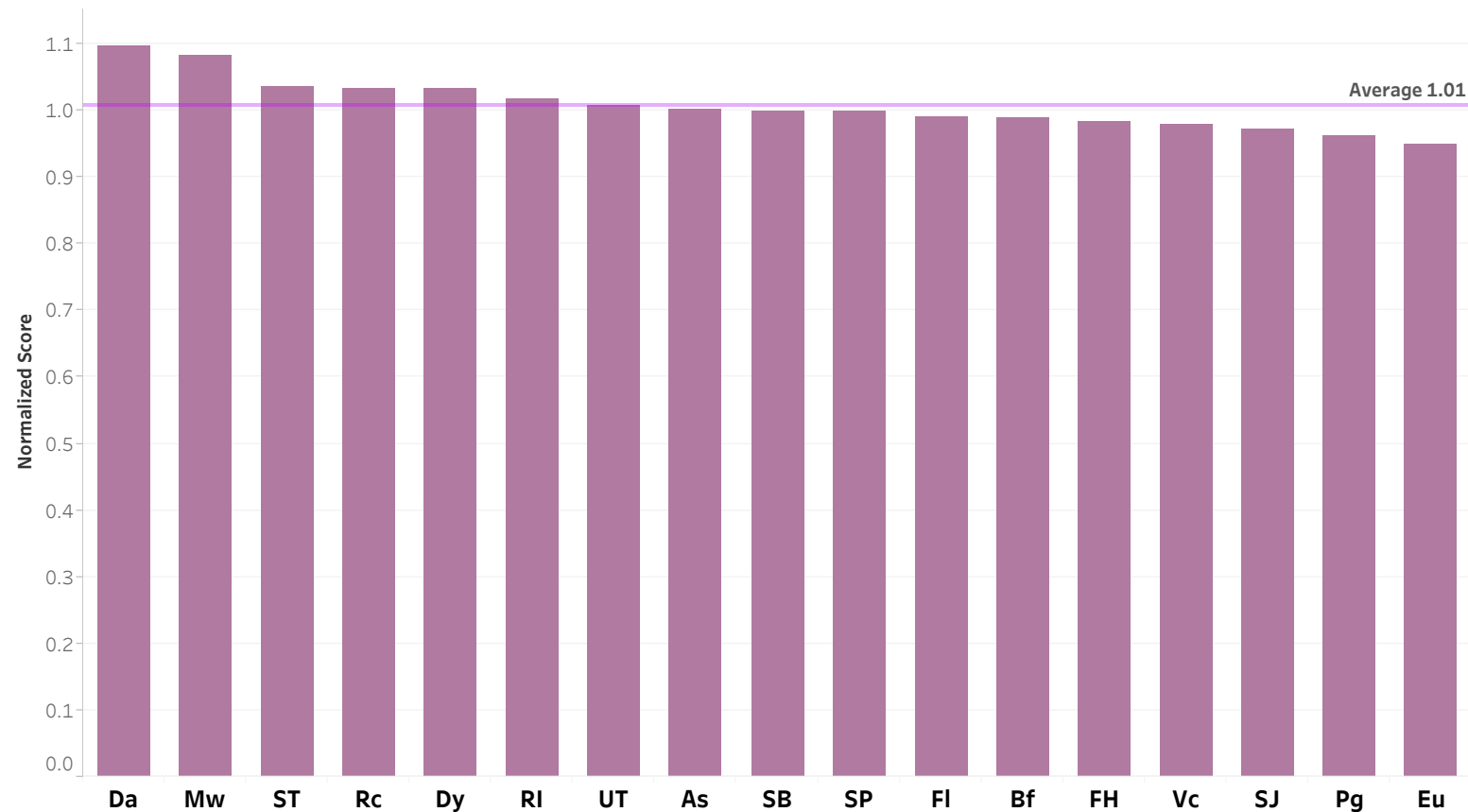| 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribution | 7.8 COVID-19 \| Change in Frequency of Use |

COVID-19 | Normalized Results

ABBG

The graph shows the normalized satisfaction scores for each COVID-19 survey question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 24 questions (19 standard questions + 5 COVID-related questions).

Normalized Score (2021)

Q25: Mask wearing
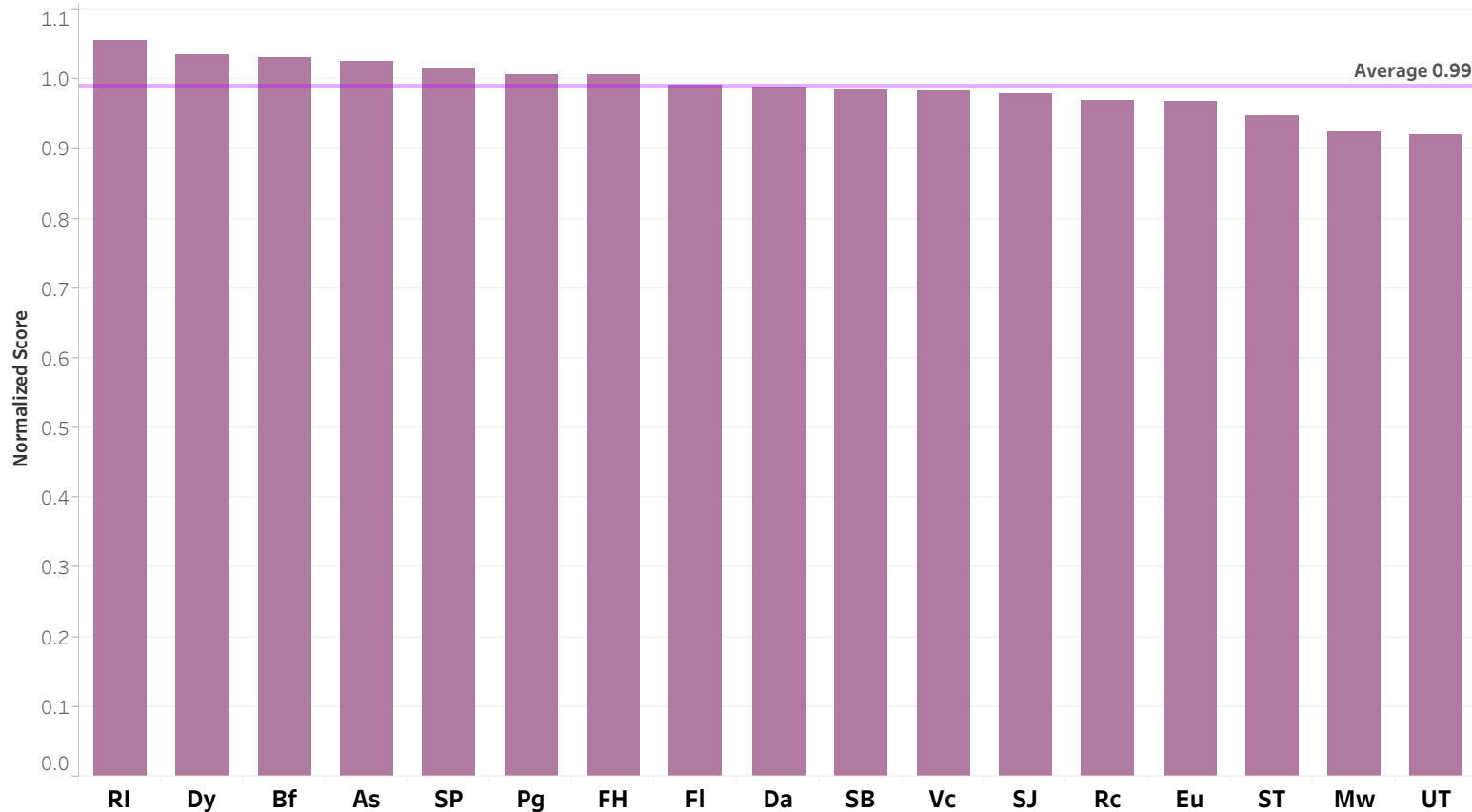
Average 0.99

To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).

- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.

- The purple line indicates the latest year's average satisfaction index across members

| 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribution | 7.8 COVID-19 \| Change in Frequency of Use |

COVID-19 | Normalized Results

This chart summarises the normalized results for all members for each of the five COVID questions.

Normalized satisfaction scores (COVID) (2021)

Below customer expectations | Above customer expectations

COVID management — Eu

Informed on COVID policies — Eu

Mask wearing — Eu

Safe to travel during COVID — Eu

Social distancing — Eu

Normalised Score

0.87 0.88 0.89 0.90 0.91 0.92 0.93 0.94 0.95 0.96 0.97 0.98 0.99 1.00 1.01 1.02 1.03 1.04 1.05 1.06 1.07 1.08 1.09 1.10

| 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribution | 7.8 COVID-19 \| Change in Frequency of Use |

COVID-19 | Frequency of Use

ABBG

Within the COVID portion of the survey, customers were asked two questions regarding frequency: 'Before the pandemic, how often did you take the bus?' and 'How often do you think you will take the bus once all businesses are open and government restrictions are lifted?'.

These charts show the segmentation of participants by frequency of use category, both before the pandemic and once restrictions are lifted. As a reference point, the faded bars represent the segmentation of participants across the whole group.

Frequency of Use (Eugene LTD) (2021)

Pre-Pandemic
Before the pandemic, how often did you take the bus?
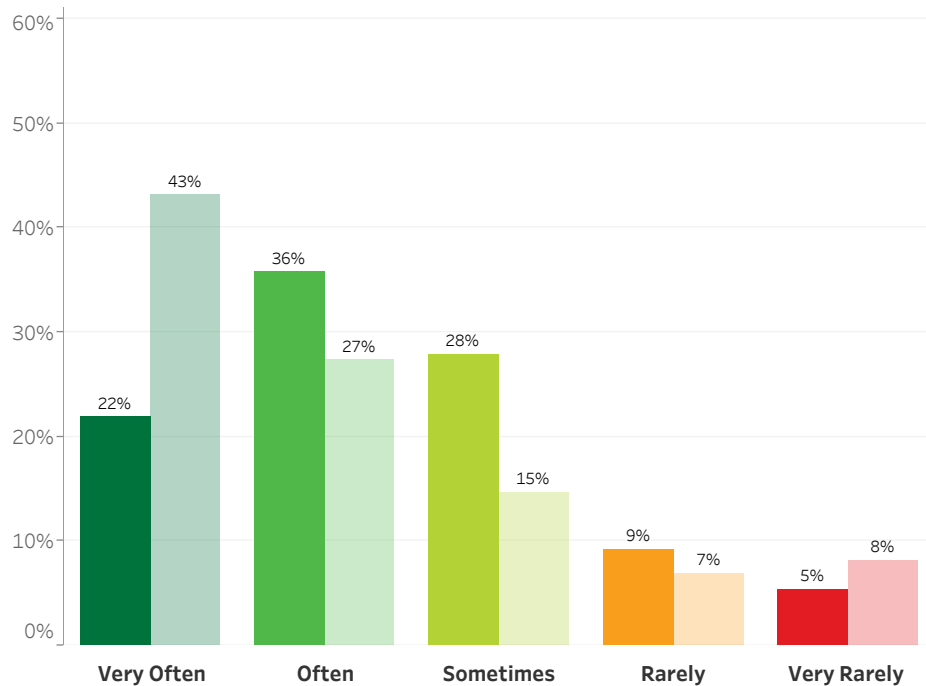
Restrictions Lifted
How often do you think you will take the bus once all businesses are open and government restrictions are lifted?

7.3 COVID-19 | Standard vs COVID Customer Satisfaction	7.4.1 COVID-19 | Normalized Results - Safe to Travel	7.4.2 COVID-19 | Normalized Results - COVID Management	7.4.3 COVID-19 | Normalized Results - Informed on Policies	7.4.4 COVID-19 | Normalized Results - Social Distancing	7.4.5 COVID-19 | Normalized Results - Mask Wearing	7.5 COVID-19 | Normalized Results - Summary	7.6 COVID-19 | Frequency of Use	7.7 COVID-19 | Frequency - Redistribution	7.8 COVID-19 | Change in Frequency of Use
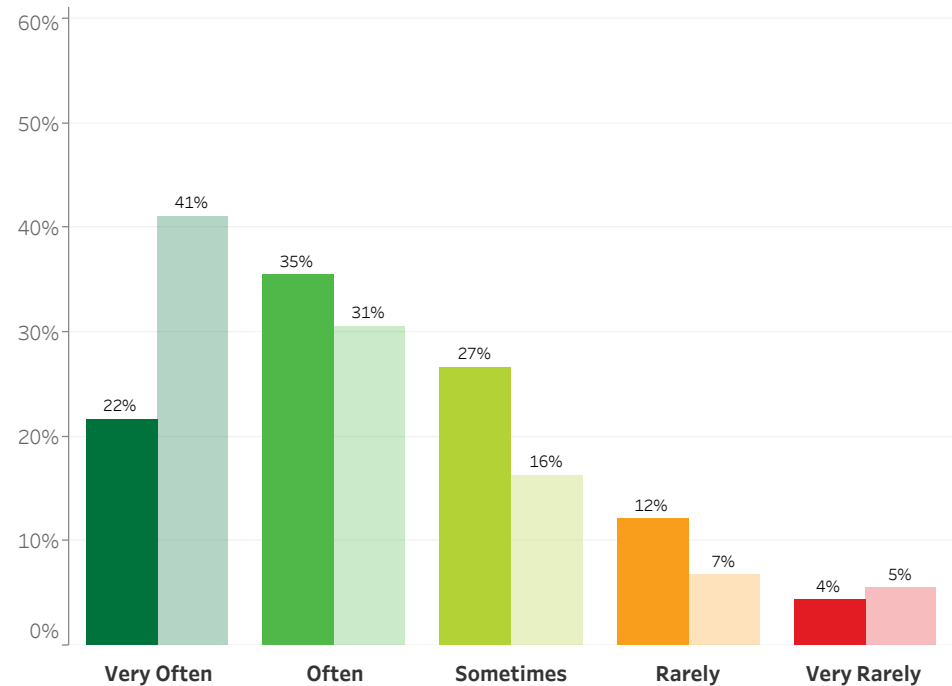
COVID-19 | Frequency of Use

The diagram below represents the redistribution of pre-pandemic travel patterns once restrictions are lifted, based on respondents' answers to the two COVID frequency of use questions at the end of the survey.

Redistribution of travel patterns (Eugene LTD) (2021)

Pre-pandemic

Restrictions lifted

Rarely 9%
Sometimes 28%
Often 36%
Very Often 22%

Rarely 12%
Sometimes 27%
Often 35%
Very Often 22%

Legend:
- Very Rarely
- Rarely
- Sometimes
- Often
- Very Often

| 7.3 COVID-19 \| Standard vs COVID Customer Satisfaction | 7.4.1 COVID-19 \| Normalized Results - Safe to Travel | 7.4.2 COVID-19 \| Normalized Results - COVID Management | 7.4.3 COVID-19 \| Normalized Results - Informed on Policies | 7.4.4 COVID-19 \| Normalized Results - Social Distancing | 7.4.5 COVID-19 \| Normalized Results - Mask Wearing | 7.5 COVID-19 \| Normalized Results - Summary | 7.6 COVID-19 \| Frequency of Use | 7.7 COVID-19 \| Frequency - Redistribution | **7.8 COVID-19 \| Change in Frequency of Use** |

COVID-19 | Frequency Change

ABBG

This chart shows the proportion of participants in each city who have suggested that after restrictions are lifted, they will be riding the bus the same amount, less than before, or more than before the pandemic began.

Change in frequency of use: pre-pandemic vs. after restrictions are lifted (2021)

Legend:
- More (dark green)
- Same (light green)
- Less (orange)

City	More	Same	Less
ST	22%	70%	8%
SJ	24%	67%	9%
Rc	16%	73%	12%
Dy	16%	71%	13%
UT	12%	75%	13%
Bf	10%	77%	13%
Vc	17%	70%	13%
RI	13%	74%	14%
Mw	11%	75%	14%
As	25%	60%	15%
Pg	11%	73%	16%
Fl	17%	65%	18%
FH	17%	66%	17%
SB	22%	61%	17%
SP	24%	58%	18%
Da	10%	71%	19%
Eu	21%	57%	22%