

## Recommendations for Future Consideration Based on Analysis of the ETS Customer Satisfaction Survey Reports

Edmonton Transit Service conducts customer satisfaction tracking surveys annually and produces a summary report of the findings.

This report considered the following documents in its analysis:

- ETS Customer Satisfaction Tracking Survey Report for 2017 and 2018 (summary documents)
- ETS Customer Satisfaction Tracking Survey Report for 2019 (full report)
- ETS Mobile Ethnography Report
- ETS Users Safety Research
- ETS Customer Satisfaction Tracking Survey Report for 2022 (full report)

### ***Recommendations for Survey Questions***

Based on our assessment of the above, the following questions were suggested for improving ridership at ETS. We believe that these questions have the ability to provide the ETS leadership with valuable insights and a strong understanding of the ridership's user experience.

#### **Demographic Questions (General):**

• What part of Edmonton do you live in? (select from dropdown menu) -----> Select your region -----> North, East, South, West, NW, SW, etc. -----> Select your neighborhood (select from a dropdown menu) -----> Please select your bus stop number if known (dropdown menu has bus stop numbers/bus stop address/picture of the bus stop)

- In your opinion, has ETS been sensitive to cultural groups and persons of different ethnicities?
- Do you believe in diversity and inclusion?
- What does diversity mean to you? Explain.
- Do you feel welcomed in ETS spaces?
- Do you feel comfortable disclosing your housing situation? If so, please select all that apply:
  - I own a home
  - I rent a home
  - I don't have a home or any place to stay
  - I have used ETS spaces for shelter
  - I'd rather not say
  - I would consider having a Transit Peace Officer help me

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- Do you feel comfortable disclosing if you are struggling with addictions or substances? If so, please select all that apply:
  - I use substances or alcohol
  - I use substances or alcohol but it is controlled
  - I only use substances sometimes
  - I'd rather not say
  - I might need help with my substance and alcohol issues
  - I would consider having a Transit Peace Officer help me
- Do you feel comfortable sharing your thoughts on how you feel mentally? If so, please select all that apply:
  - I feel stressed or depressed a lot of the time
  - I tend to be stressed or depressed when I ride on ETS vehicles
  - I know someone who is struggling with their mental health
  - I have mental health issues and I need help
  - I have used ETS spaces to help me cope with my mental health
  - I'd rather not say
  - I would consider having a Transit Peace Officer help me
- Have you ever experienced discrimination or profiling in ETS spaces? Yes/No
- In your opinion, does ETS understand diversity and inclusion?
- What can ETS do better to understand your culture?
- Would you be willing to participate in a symposium or town hall or working group organized by ETS to give your feedback and ideas?
- Would you be interested in accessing help or other services to help you with any problems you are having? Yes/ No

### **Demographic Questions (Language Specific):**

- Is English your first language? (Yes/No)
- Is it hard to communicate with ETS in English? (Yes/No)
- If ETS used your language in communications, would it make your transit experience easier or more enjoyable? (Yes/No)
- I would love if ETS connected with me in my language (select all that apply):
  - English
  - French
  - Spanish
  - Chinese
  - Punjabi
  - Arabic
  - Cree
  - Ukrainian
  - Polish
  - Swahili
  - Tagalog

- Hindi
- Language not listed here -----> optional write-in

### **Demographic Questions (Gender Specific):**

- What is your gender? -----> (respondent can select from a dropdown menu)
- What specific needs do you have that ETS can address so that persons of your gender identity will feel more comfortable using public transit?
- Do you think that ETS understands your specific needs to help you feel more comfortable using public transit? (Yes/No) -----> If you selected "No," please explain why.
- Would you be willing to participate in a symposium or town hall or working group organized by ETS to give your feedback and ideas?

### **Demographic Questions (15-34 years old):**

- Where do you currently use transit to travel to? Select all that apply
  - School
  - Work
  - Friends or family
  - The mall or the grocery store
  - To a place for the purpose of socializing
  - Other
- What hours are you least likely to use ETS services to travel?
  - 5-8 AM
  - 9-11 AM
  - 12-2 PM
  - 3-5 PM
  - 6-8 PM
  - 9-11 PM
  - 12 midnight to 3 AM
- What hours are you most likely to use ETS services to travel?
  - 5-8 AM
  - 9-11 AM
  - 12-2 PM
  - 3-5 PM
  - 6-8 PM
  - 9-11 PM
  - 12 midnight to 3 AM
- What causes the most issues during your trip?
  - Bus being stuck in traffic
  - Bus connection timing
  - Length of route
  - Bus hours

- Other
- What is your biggest concern with ETS services?
- What could ETS do better to meet your needs of travel?

### **Demographic Questions (65+ years old):**

- What is the one thing you want ETS to improve on?

### **Safety and Security Questions:**

- Are you currently afraid to use ETS? (Yes/No)
- Did you used to take transit years ago and now don't take transit because you feel it is unsafe? (Yes/No)
- If you answered yes, what would it take for you to start using transit again?
- Do you feel comfortable disclosing if you have had any recent safety issues while taking ETS? If so, please select all that apply:
  - I experienced an act of crime or violence while using ETS services in the last 3 years?
  - I witnessed someone being hurt, injured, or threatened while on an ETS vehicle?
  - I was the victim of a safety issue on ETS and received help
  - I was the victim of a safety issue on ETS and did not receive help
  - I'd rather not say
  - I know how to get help if I feel unsafe in ETS spaces or ETS vehicles (bus or train)

### **User Experience Based Questions:**

#### **Bus Onboard Safety**

- How would you describe the safety measures and features on Edmonton Transit buses that make you feel secure during your journey?
- Share a specific instance when you felt particularly safe while riding the bus and explain what contributed to that feeling.
- Share a specific instance when you felt fearful while riding the bus and explain what contributed to that feeling.
- Does the behaviour of the bus/LRT driver have an impact on your use of transit services?
- Can you describe a time when you observed the behaviour of an ETS driver to be not acceptable? What happened?

### Bus Frequency

- Imagine you could magically adjust the frequency of bus arrival times to your liking. Describe how often they would arrive and why you've chosen this frequency.
- What region of the city do you live in (select from dropdown menu)  
-----> Select your neighborhood (select from a dropdown menu) ----->  
Please select your bus stop number if known (dropdown menu has bus stop numbers/bus stop address/picture of the bus stop)
- What is the longest amount of time you have had to wait for a bus when you were at your designated stop on time and on schedule?
- How many times have you missed your bus at this stop?
- Can you share any unique experiences you've had related to the frequency of service at this stop?
- How often do you take the bus at this stop?
- Do you see any value in having late night service in your neighborhood?

### Good Connections, Transfers, and Service Hours

- Are there appropriate hours for the first and last bus or LTR in an area where you live and travel?
- What region of the city do you live in (select from dropdown menu)  
-----> Select your neighborhood (select from a dropdown menu) ----->  
Please select your bus stop number if known (dropdown menu has bus stop numbers/bus stop address/picture of the bus stop)
- Is there enough coverage of public transit in your area?
- Share your thoughts on how Edmonton Transit could improve the ease of transferring between different transit routes, especially focusing on making connections smoother.
- Describe any challenges you've faced when transferring between transit routes recently and suggest solutions or improvements that would enhance your experience.
- How long do you walk to access the closest public transit in your area?
- Are there any safety issues in your commute to the bus stop?
- Is the way to access public transit free from obstructions, snow, or ice during the winter?

### Trip Duration

- What region of the city do you live in (select from dropdown menu)  
-----> Select your neighborhood (select from a dropdown menu) ----->  
Please select your bus stop number if known (dropdown menu has bus stop numbers/bus stop address/picture of the bus stop)
- Describe what an ideal transit trip duration would look like for you, considering your daily schedule and commitments.
- When you take the bus or LRT, how often do you arrive late to your destination?

- Do you think that the bus in your area is reliable?
- Share instances when you felt your transit trips were longer than necessary and suggest ways in which these trips could be shortened or made more efficient.
- Lastly, if your trip is late to your destination, does your driver usually do anything to help you with your late connection?

### LRT Use

- Is ETS doing a good job with the LRT?
- When you take the LRT, is your trip departure and arrival times reliable?
- What could ETS do to improve service on the LRT?
- Do you feel safe on the LRT? Yes? No? If no, please say why.
- What would make you feel safer on the LRT?
- What is a solution to safety on ETS vehicles?

### Value for Fare

- Explain what value for fare means to you?
- Do you believe that you receive value for the amount of fare you pay?
- Select: I take the bus (dropdown menu) -----> once each week/twice each week/ three times each week/more than three times every week/not very often/only once or twice a month
- If you could add one additional service or benefit to enhance your trip's overall value, what would it be, and why do you believe it would be beneficial?
- Would you pay a higher bus/LRT fare if you received better service?
- What is the maximum fare that you are willing to pay? (respondent has the ability to type in an exact dollar value)

### Accessibility and Accommodations

- Do you have any mobility challenges or a known physical disability that might make taking ETS difficult?
- Has ETS done a good job of accommodating your physical challenges? If no, what could ETS do better?
- What has ETS done well for you and others with disabilities or mobility challenges?
- Are there any physical protrusions or obstructions along your route that make taking the bus or LRT difficult or impossible?
- How does the weather affect your ability or willingness to take ETS buses or the LRT?
- In your opinion, has ETS made good use of technology and new emerging technologies to help assist you in your mobility challenges?
- What technologies or aids would you like to see ETS implement to make life and travelling easier for you and others with disabilities and mobility challenges?
- What is missing from ETS buses?

- What is missing from LRT train cars?
- What is missing from ETS stairs and walkways?
- What is missing from ETS elevators and escalators?
- What would you like to see improved regarding communications on trip updates, route cancellations, or other travel notifications?
- Do you think ETS understands your disability and mobility challenges?
- Are you aware of ETS resources, specifically:
  - ETS Mobility Cards: Yes/No
  - Communication Cards: Yes/No
  - Bus Hailer Kits: Yes/No
  - Mobility Choices Travel Training Program: Yes/No
- Are there certain resources you would find useful but that ETS does not provide? If so, please list here -----> write-in option available
- Would you recommend ETS to a friend or family member? (Yes/No)

### Transit Use Education and Etiquette

- Based on your knowledge, how are passengers supposed to behave while taking the bus or LRT?
- What types of behaviours would you consider as rude, disruptive, or harmful while taking the bus or LRT?
- Do you think that other passengers are aware of proper behaviour when taking transit?

### Overall Impression of ETS

- What are your opinions and feelings about Edmonton Public Transit?
- Are you proud of using public transit?
- What does ETS do well?
- Where does ETS need to improve?
- How do your opinions about ETS right now differ from your opinion in 2020?
  - Same
  - Better
  - Worse
- Do you think the City of Edmonton did good job or bad job by implementing safety measures during the pandemic in the years 2020-2023?
- What would make you use ETS more often?
- Rate ETS on a scale of 1 to 10, with 1 being Poor and Inefficient and 10 being Excellent
- Do you have any other comments?

### Communication

- How do you access information about ETS? (select all that apply)
  - Internet

- Social Media Platforms (Twitter, Facebook/X, Instagram, Pinterest, Tik Tok)
- SMS/Text Message
- E-mail
- Newspaper
- Telephone and 311 City of Edmonton
- Other passengers
- Do you use social media to obtain travel updates?
- Would you/do you engage with ETS social media platforms?
- What is your preferred method of receiving information when travelling ETS? (select all that apply)
  - SMS/Text Message
  - E-mail
  - Hearing the bus/LRT operator on the microphone in the ETS vehicle
  - Notice board/digital billboards at transit/LRT stations
  - o Internet
  - Social Media Platforms (Twitter, Facebook/X, Instagram, Pinterest, Tik Tok)
  - Telephone and 311 City of Edmonton
  - Other passengers
- Does ETS do a good job of advertising?
- What could make your trip more interactive?
- Would you access free Wi-Fi on your trip if it were available?

### **Reaching the Ridership Concerning Carbon Footprint**

- To what degree does the environment influence your choice of mode of transit (i.e. bus, LRT, DATS)?
- Do you believe in climate change and protecting the environment (Yes/No) -----> If no, please explain why.
- Do you think that ETS has done enough to fight climate change?
- Are you familiar with the City of Edmonton Carbon Budget?
- How important is a carbon-neutral city to you as a rider of ETS?
- To what degree do greenhouse gas emissions make you cringe:
  - a lot
  - a little bit
  - not at all
- I'm not interested in anything related to emissions or climate change. Even if it does impact me, I don't really care.
- What can Edmonton Transit do better to address climate issues and the environment?



### Methods for Improving Sample Size:

Here are some recommendations to the current research methodology to help broaden the gathering of feedback on ridership satisfaction. The goal is to reach everyday people in a variety of strategies and as frequently as possible.

1. Incorporate means of providing feedback right in transit vehicles and facilities. We are aware that this has been done in previous ethnography reports but some unique variations of those user experience experiments are as follows:

- Have QR codes posted by bus, LRT, and transit centre exits that can direct people to an online survey and do a one-minute survey asking for rider satisfaction. The annual rider satisfaction should be advertised on a large scale with the ability to access a link via SMS and by mobile device in addition to online and paper versions of the survey for those who are not technologically adept. One should be able to access the survey by scanning a QR code.
- Physical structures by exit areas in transit stations, a simple button to indicate satisfaction. The following link is an example of what could be used to garner interest and gather quick feedback for commuters departing an ETS vehicle:

[https://gigazine.net/gsc\\_news/en/20180207-happy-or-not-button](https://gigazine.net/gsc_news/en/20180207-happy-or-not-button)

2. Educate people more frequently about the City of Edmonton 311 app, specifically the TRANSIT Categories and the subcategories of reports (Late Bus, Transit Feedback, and Transit Maintenance). If there are more people reporting similar types of issues, the 311 data can be used to identify strategies to improve ridership experience. Here is a personal example: several times a week I report the ARC card machines not scanning properly and I report it as a malfunction inside the 311 app. The volume and nature of the complaints can indicate issues while not needing for an additional survey. This is a way to ensure quick and effective feedback at a low cost and little need for resources or interaction on ETS' part.

3. Implement ethnography studies more frequently and spend more resources as needed to incentivize more people to do these reports. The ethnography reports should ensure that the gathering of high-quality information and the study should be conducted in an environment where the participants are not rushed or giving poor quality responses. The studies should also include a representative sample of ETS non-users. In case previous studies did not include this, it would really give another valuable level of insight regarding commuters who don't use ETS often or at all. Generally, the ethnography reports can be a source of rich data when individual customer experiences are captured more often. Even if the sample size ends with a notable sum, for example, a sample of 100 people, that would be very useful as a higher sample is obviously preferred over a sample size of less than 30. Simple incentives like gift cards with

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generous amounts or free bus passes for a month or a modest monetary reward like a VISA gift card (subject to ETS ethics and code of conduct policies) might be effective incentive tools.

4. Identify unique ways to spread awareness of opportunities to collect feedback, from niche media outlets, multicultural organizations, and community-oriented institutions that cater to specific cultural groups and ethnicities in order to bring new insights to conventional and unconventional transit users. For instance, “My Radio 580 AM” is a multicultural media outlet that has radio shows in various languages every hour. Edmonton Transit Service can pay for ads in different languages, encouraging transit users to use transit and provide feedback. Also, there is an opportunity to publish small advertisements in many local ethnic newspapers; the ads could show a small QR code with a quick survey link to ask for transit feedback. This could be very useful in reaching people who have language/cultural barriers and wouldn't typically browse the City of Edmonton website on their own.