



Customer Community

Rider Advisory Council
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Presented by Jason Minser, Director of Customer Research

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Introductions

- Sociologist by training
- 13 years in the survey research industry
 - 4 years doing social policy research at University of Cincinnati
 - 4 years managing market research at Chicago Transit Authority
 - 4 years private sector working with MPOs and DOTs
- Research interests include customer experience, paratransit, employee satisfaction, and survey research design/methods


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Current Research Tools

- Telephone surveys
- Web-based surveys
- Intercept surveys
- Focus groups
- In-depth Interviews
- Ride Alongs
- Ethnography

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Customer Community/Feedback Panels


Advantages

- Immediacy, high quality
- Cost effective
- Content driven, not research driven
 - Operating policy
 - Fare policy
 - Service changes
 - A/B testing
 - Marketing
 - Customer information materials

Disadvantages

- Challenging to get a good mix of customers
- Panel management
 - Attrition
 - Constant recruitment

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Customer Community Profile

Bus	Rail	Access	Transit Professionals
~2,300	~2,300	~200	~200
Usage	Usage	Usage	Advisory Councils
Demographics	Demographics	Demographics	Planners


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"Community" Recruitment Strategies

Outreach Channel	Frequency
Customer Satisfaction Survey	Quarterly
Other research activities	On-going
Marketing Events	Monthly
PlanItMetro	Monthly
Press Release	Quarterly
Board Materials	Single
Smartrip database	Quarterly
Rail Passenger Survey	Single
Bus and Station Signage	Annually
Twitter--Corporate	Annually
Twitter--MetroRail Info	Annually
Twitter--MetroBus Info	Annually
Facebook	Quarterly
Express ad	Annually

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Next Steps

- Industry interviews
 - Transit Properties
 - Retail
 - Consumer Packaged Goods
- Develop look and feel
- Identify RAC members to participate
- Recruitment to begin in August
- Proposed launch in September

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