

City of Mississauga
Corporate Report



Date: 2016/04/13

To: Chair and Members of General Committee

From: Geoff Wright, P. Eng, MBA, Commissioner of
 Transportation and Works

Originator's files:

Meeting date:
 2016/06/01

Subject

2015 MiWay Customer Satisfaction Survey Results

Recommendation

That the report entitled, "2015 MiWay Customer Satisfaction Survey Results" dated April 13, 2016 from the Commissioner of Transportation and Works be received for information.

Report Highlights

- MiWay achieved another high overall satisfaction score of 82% in 2015 (same as 2013 year).
- Slight changes (+/- 1 to 3%) in customer satisfaction occurred in three of the five service delivery areas: Transit Operators; vehicles; and routes, schedules and stops.
- Modest improvements (+4 to 6%) occurred in the fares area and modest declines (-4 to -2%) were seen in Communication/Information Access and Customer Service.
- The Mississauga Transitway received a high satisfaction rating of 82%.
- Action plan highlights include implementing the MiWay 5 service plan (2016 to 2020), developing a new customer service strategy and providing real-time schedules online.

Background

The purpose of the MiWay Customer Satisfaction Survey is to support MiWay's strategic business goal to grow ridership by better understanding customers' needs. The survey measures customers' overall satisfaction with MiWay, as well as their satisfaction with five key service delivery aspects: 1) Transit Operators; 2) vehicles; 3) routes, schedules and stops; 4) fares; and 5) communication and information access, including customer service. The results help measure and evaluate where MiWay is performing well and can improve relative to previous results, and identify service improvement opportunities and insights to guide business planning.

The 2015 survey was conducted between Nov. 3, 2015 and Dec. 1, 2015 by Ipsos through an on-board/at-stop paper questionnaire that took about 5-8 minutes for riders to self-complete. The survey was conducted among 11,172 riders to ensure statistically valid representation across as many routes as possible.

MiWay established benchmark customer satisfaction results in 2011 - a full year after the new MiWay brand was launched in 2010 - and has measured customer satisfaction every two years since then.

Comments

In 2015, MiWay achieved another high overall customer satisfaction score of 82% – the same as in 2013. Overall satisfaction with MiLocal service (82%, no change since 2013) and MiExpress service (83%, down 1% since 2013) also remained high.

Since 2013, slight changes (+/- 1 to 3%) in customer satisfaction occurred in three of the five service delivery areas: Transit Operators; vehicles; and routes, schedules and stops.

Modest improvements (+4 to 6%) occurred in the fares area and modest declines (-4 to -2%) were seen in Communication/Information Access and Customer Service.

About one in four customers surveyed were new riders of the system in the past year, which is on par with 2013 results.

Below is a summary of the customer satisfaction scores in each area; please see **Appendix 1** for additional information.

MiWay Service Delivery Aspect	Change Since 2013
Transit Operators - Drivers drive safely - 86% - Drivers are knowledgeable about the overall system - 86% - Drivers are friendly and helpful - 81%	Slight changes (+/- 1%) occurred in this area.
Vehicles - Vehicles are in good condition - 86% - Vehicles are clean - 77% - Availability of seating - 76%	Slight changes (+/- 1%) occurred in this area.
Routes, Schedules and Stops - Access to bus stops - 87% - Access to transit terminals - 86%	Slight changes (-3% to +1%) occurred in this area.

<ul style="list-style-type: none"> - Mississauga Transitway - 82% - Route area coverage - 82% - Connections with other MiWay routes - 74% - Total time to destination - 74% - When the route operates (hours of service) - 68% - Frequency of buses arriving at your stop - 62% 	
<p>Fares</p> <ul style="list-style-type: none"> - PRESTO - 87% - Value received for your fare paid - 71% 	Modest improvements (+4 to 6%) occurred in this area.
<p>Communication/Information Access and Customer Service</p> <ul style="list-style-type: none"> - MiWay website - 78% - Online trip planner - 74% - Mobile site - 72% - Citylink (905-615-4287) - 73% - MiWay eNews (monthly updates) - 56% - Customer Service in person at the City Centre Transit Terminal - 79% - Customer service by phone - 62% - Customer service through Twitter (@MiWayHelps) - 44% 	Modest declines (-4 to -2%) occurred in this area.

A majority of customers (87%, up 3% since 2013) agree that MiWay is delivering on its mission to provide a customer-focused transit service that offers safe, accessible and efficient transportation options for all citizens.

An executive summary of the results is available at www.miway.ca/survey, and the full report is available through the City's Transit Division.

Factors for Increasing Transit Use Summary

Customers were asked to rate various service attributes in terms of their importance in encouraging more frequent travel on MiWay. The factors below were rated as important or very important factors by more than 8 in 10 respondents.

Frequent and reliable service

- More frequent service (9 in 10)
- Buses arrive and depart on schedule (9 in 10)

Real-time bus schedules

- Availability of real-time bus schedules online/on your mobile device (9 in 10)

Service hours and area coverage

- More service outside weekday rush hours (8 in 10)
- Better transit service area coverage / more destinations (8 in 10)
- More express service (8 in 10)
- More connections with other transit systems (8 in 10)

One in three (33%) MiWay customers indicated a high likelihood to recommend MiWay to family, friends or work colleagues (new question). They are considered “Promoters” under the Net Promoter Score system – a customer loyalty measure identifying customers as Promoters, Passives or Detractors.

Action Plan Highlights

Research Finding	Actions
<p>Improvements</p> <p>The largest positive, significant impact on overall MiWay satisfaction can result from:</p> <ul style="list-style-type: none"> • Improving the frequency of buses arriving at stops and when routes operate (hours of service); • Improving connections with other MiWay routes and total time to destination; and • Improving perceptions of value received for fare paid. 	<p>Implementation of MiWay’s new five-year service plan (2016 to 2020) began in Jan. 2016. The MiWay 5 plan will move the transit system from a design that radiates from the city centre to a grid network that will allow for more frequent buses along main corridors, optimize the use of the Mississauga Transitway and set the stage for more transit expansion, including a new light rail line along Hurontario Street.</p>
<p>Customer Service</p> <p>Customer service delivery in person at the City Centre Transit Terminal received a high satisfaction rating (79%) and is a strength MiWay can build on. However, improving satisfaction on other customer service delivery channels such as through Twitter (44% in 2015 – new question) and by phone (62%, down 2% since 2013) could also have a significant positive impact on overall satisfaction.</p>	<p>MiWay’s new Customer Service Strategy will define the journey to achieve a positive and customer-focused culture internally, leading to excellence in customer service delivery internally and externally. MiWay has established a new Customer Experience section and will have more staff helping customers at the City Centre Transit Terminal and at other transit terminals and stations later this year.</p>
<p>Real Time</p> <p>In 2013, the availability of real-time bus</p>	<p>MiWay now provides real-time next bus displays at each new transitway station,</p>

<p>schedules at MiWay bus stops or online was rated by 9 in 10 respondents as an important or very important factor in encouraging more frequent travel on public transit. In 2015, respondents again rated this factor among the top three.</p>	<p>and at the City Centre Transit Terminal. MiWay's new Plan a Trip tool, which launched in March 2016, will be enhanced in fall 2016 to provide real-time bus schedules, as many other transit systems now do, including Brampton Transit, York Region Transit and Oakville Transit.</p>
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Strategic Plan

MiWay's customer satisfaction survey results help to continuously improve the service so that MiWay becomes a more attractive choice to the automobile and contributes to the city's success by connecting Mississauga communities and supporting a more sustainable approach to the environment. The results contribute to the following strategic goals:

Move: Developing a Transit-Oriented City

- Build a reliable and convenient system
- Develop environmental responsibility
- Connect our City

Connect: Completing our Neighbourhoods

- Provide mobility choices

Green: Living Green

- Promote a green culture

Financial Impact

In 2015, both revenue ridership and customer boardings grew by 2.3 per cent over 2014 figures to 37.4 million and 53 million, respectively. This represents a new record-level of ridership.

Continued ridership growth will depend significantly on attracting and retaining customers through continued investment in the transit system. Additional annual service hours will help MiWay deliver more frequent service on core corridors, improve service reliability, alleviate overcrowding, and create a transitway-integrated system.

MiWay's goal is to deliver 1.53 million service hours by 2018, or 2.0 service hours per capita, to bring the system in line with other transit systems with existing or developing transitway/rapid transit systems, such as Ottawa, Calgary, Edmonton and Winnipeg. MiWay currently delivers

1.48 million transit service hours annually. The resources to achieve this service goal will be included in the 2018-21 Business Plan and Budget for Council's consideration.

Conclusion

In 2015 MiWay achieved another high overall customer satisfaction score of 82%.

Since 2013, there were slight changes (+/- 1 to 3%) in customer satisfaction in three of the five service delivery areas: Transit Operators; vehicles; and routes, schedules and stops.

There were modest improvements (+4 to 6%) in the fares area and modest declines (-4 to -2%) in Communication/Information Access and Customer Service.

More frequent service, buses that arrive and depart on schedule and availability of real-time bus schedules continue to be the most important factors for encouraging more frequent transit usage among customers.

MiWay recorded its highest ridership ever in 2015, and the ridership growth resulted from the investments made to improve the transit system for those who live and work in Mississauga.

Attachments

Appendix 1: 2015 MiWay Customer Satisfaction Survey Results



Geoff Wright, P. Eng, MBA, Commissioner of Transportation and Works

Prepared by: Ryan Cureatz, Marketing Manager

APPENDIX 1

2015 MiWay Customer Satisfaction Survey Results

MiWay Service Delivery Aspect	Comments
<p>Transit Operators</p> <p>Customers again reported high satisfaction with Transit Operators: “Drivers drive safely” (86%), “Drivers are knowledgeable about the overall system” (86%) and “Drivers are friendly and helpful” (81%).</p>	<p>Slight changes (+/- 1%) occurred in this area.</p> <p>Continuing to maintain this high performance and build on this strength is essential since a decrease in satisfaction with drivers’ knowledge about the system could have the largest negative impact on overall satisfaction.</p>
<p>Vehicles</p> <p>Customers again reported high satisfaction with “vehicles are in good condition” (86%). Vehicles are clean (77%) and availability of seating (76%) also received fairly high ratings.</p>	<p>Slight changes (+/- 1%) occurred in this area.</p> <p>Performance decreases in this area could also have a large negative impact on overall customer satisfaction. Accordingly, improving performance on the cleanliness of vehicles is among the priorities identified for action.</p>
<p>Routes, Schedules and Stops</p> <p>Customers again reported high satisfaction with route area coverage (82%), access to transit terminals (86%) and access to bus stops (87%).</p> <p>The Mississauga Transitway received a high satisfaction rating (82%), and 69% of customers reported using the transitway at least once (a new question).</p> <p>MiWay service to the first four transitway stations (Central Parkway, Cawthra, Tomken and Dixie) began in Nov. 2014.</p>	<p>Slight changes (-3% to +1%) occurred in this area.</p> <p>Satisfaction with “frequency of buses arriving at your stop” declined 3% to 62% in 2015 and, once again, this attribute received the lowest rating in this service area.</p> <p>Slight declines (-2%) were seen on “connections with other MiWay routes” (74%), “total time to destination” (74%), and “when the route operates (hours of service)” (68%).</p> <p>Many of the attributes in this area (including frequency of buses arriving at your stop, total time to destination, and connections with other MiWay routes) have been identified as priorities for action and will be addressed by the implementation of MiWay’s new five-year service plan, which began in Jan. 2016.</p>

<p>Fares</p> <p>Satisfaction with PRESTO increased significantly to 87%, up 6% since 2013. And almost three-quarters (71%) of MiWay customers are satisfied with the “value received for your fare paid,” up 4% since 2013.</p>	<p>Modest improvements (+4 to 6%) occurred in this area.</p> <p>About 50 per cent of MiWay customers use PRESTO as their choice of fare payment. MiWay has continued to encourage this transition to PRESTO by introducing new PRESTO monthly passes in Feb. 2016, and eliminating paper passes.</p> <p>Significant investments made to improve the transit system, including launching new transitway stations and services in Nov. 2014, likely impacted customers’ perceptions of value received even though the cost of some fares has increased since 2013.</p> <p>Continuing to improve perceptions of value received is among the priorities for action, and combined with service frequency enhancements, could have the largest positive impact on overall customer satisfaction.</p>
<p>Communication/Information Access and Customer Service</p> <p>Although MiWay’s digital communication options and self-serve tools received relatively high ratings, satisfaction did decrease modestly with the website (78%, down 4% since 2013), mobile site (72%, down 2% since 2013) and online trip planner (74%, down 3% since 2013).</p> <p>Satisfaction with Citylink (905-615-4287), MiWay’s 24-hour automated telephone information system, declined by 3% to 73%, and satisfaction with MiWay eNews (monthly updates) declined by 3% to 56%.</p> <p>While Customer Service received in person at the City Centre Transit Terminal (new question) received a high satisfaction rating (79%), satisfaction with customer service received by phone declined 2% to 62% and customer service received through Twitter via</p>	<p>Modest declines (-4 to -2%) occurred in this area.</p> <p>On March 16, 2016, MiWay refreshed the way customers view schedules and trip plans on the MiWay mobile and desktop sites. The new Plan a Trip tool was the first user experience update to MiWay’s trip planning and schedules application since 2005.</p> <p>In 2016, MiWay began developing a new customer service strategy to support its goal of delivering excellent customer service, and to define and manage the customer experience based on promises about service quality that will help attract and retain new customers.</p> <p>The pace of change and new technology coupled with high customer expectations is creating demand for more instant communication, including real-time alerts. MiWay plans to enhance its Plan a Trip tool in fall 2016 with real-time bus schedules and</p>

<p>@MiWayHelps (a new question) received the lowest satisfaction rating (44%) of all the tested areas on the survey.</p>	<p>alerts to address this opportunity.</p>
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