



Green Line Survey

DART

September, 13, 2011



Background and Methodology

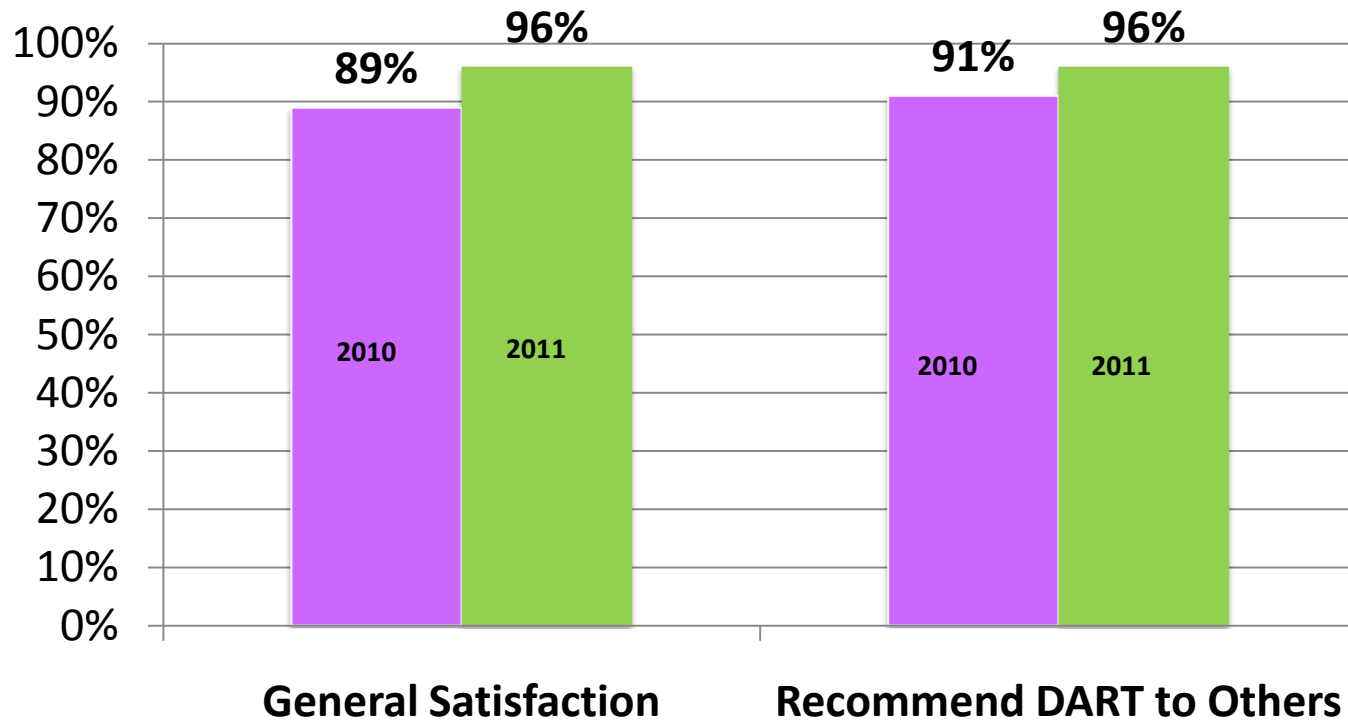
- 30,000 Surveys were distributed in April 2011
- Green Line Stations & Bus routes
- Surveys both Print and On-line
- Approximately 5,550 surveys received (18.5% response rate)
- Margin of error = +/- 1.3 at 95% confidence level
- Present report compares vs. 2010 Cus. Sat Survey



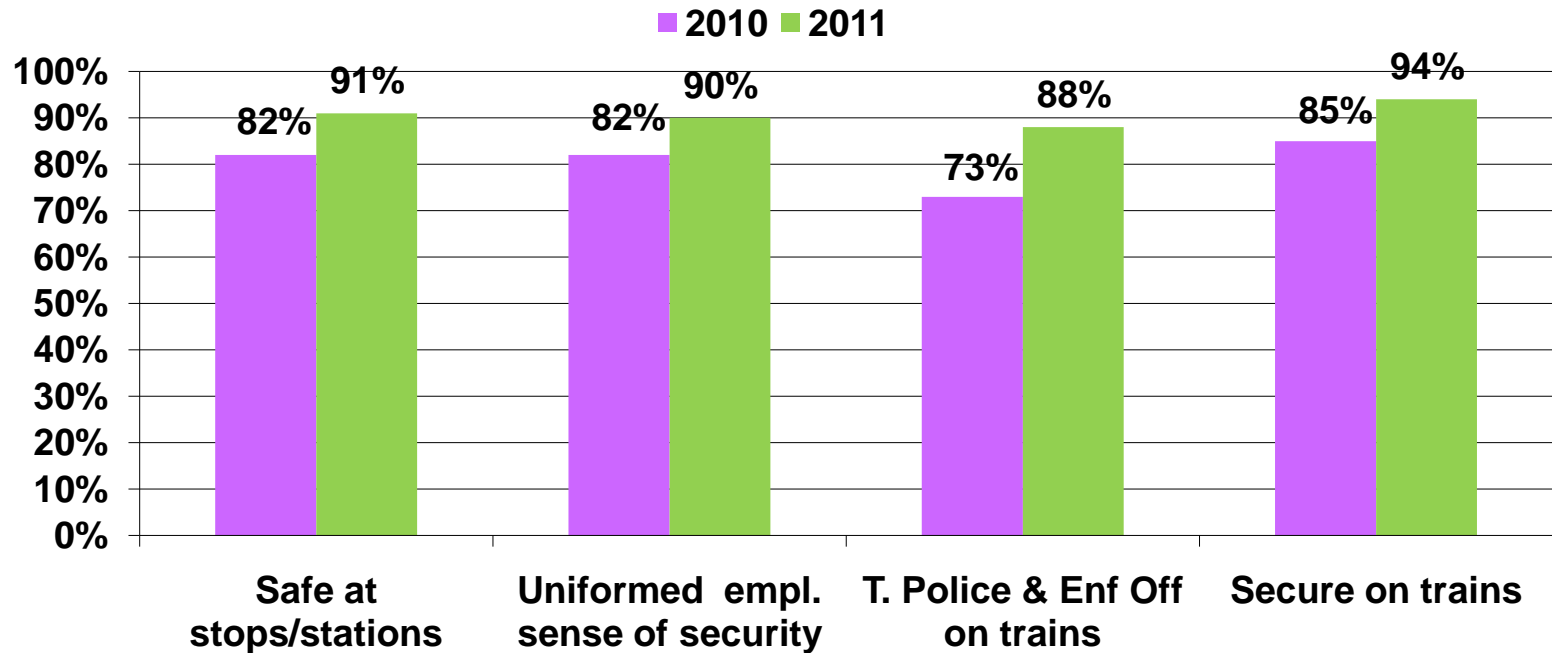
Index Categories

- Service
- Safety/Security
- Maintenance
- Operation
- Ridership trend
- Communication

Service Index

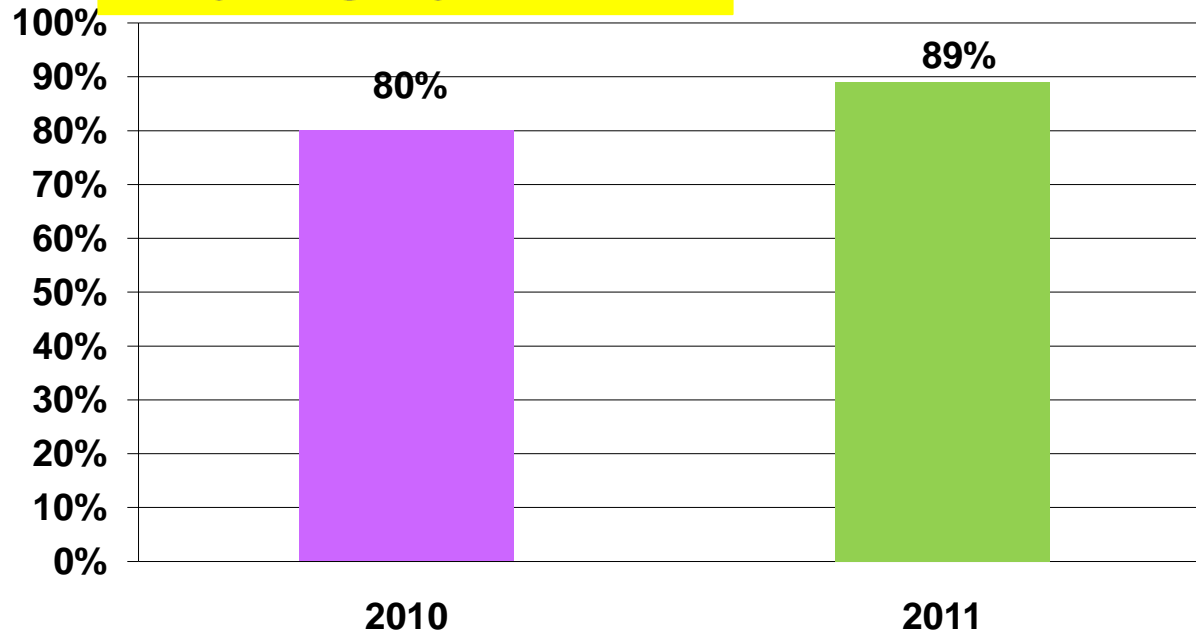


Safety/Security Index

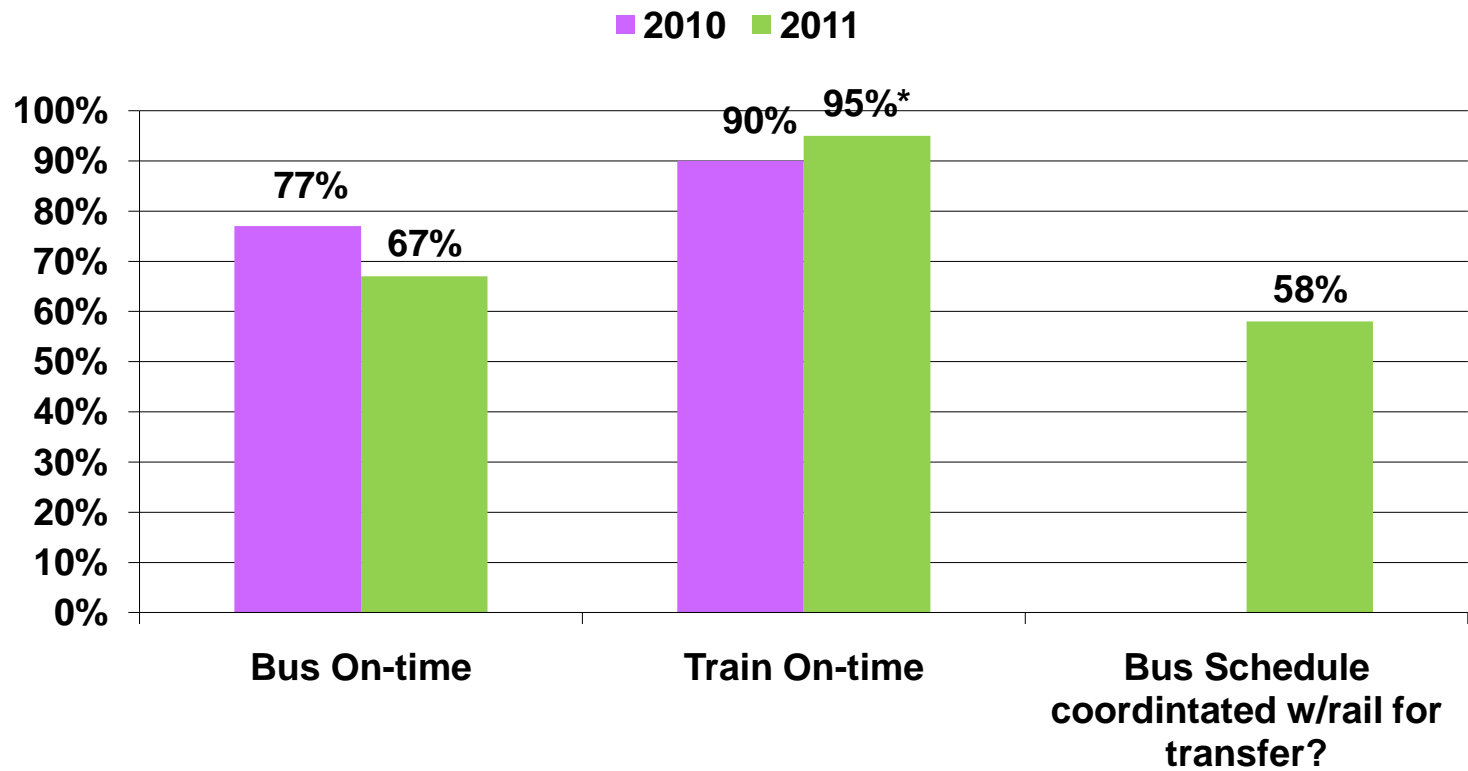


Maintenance Index

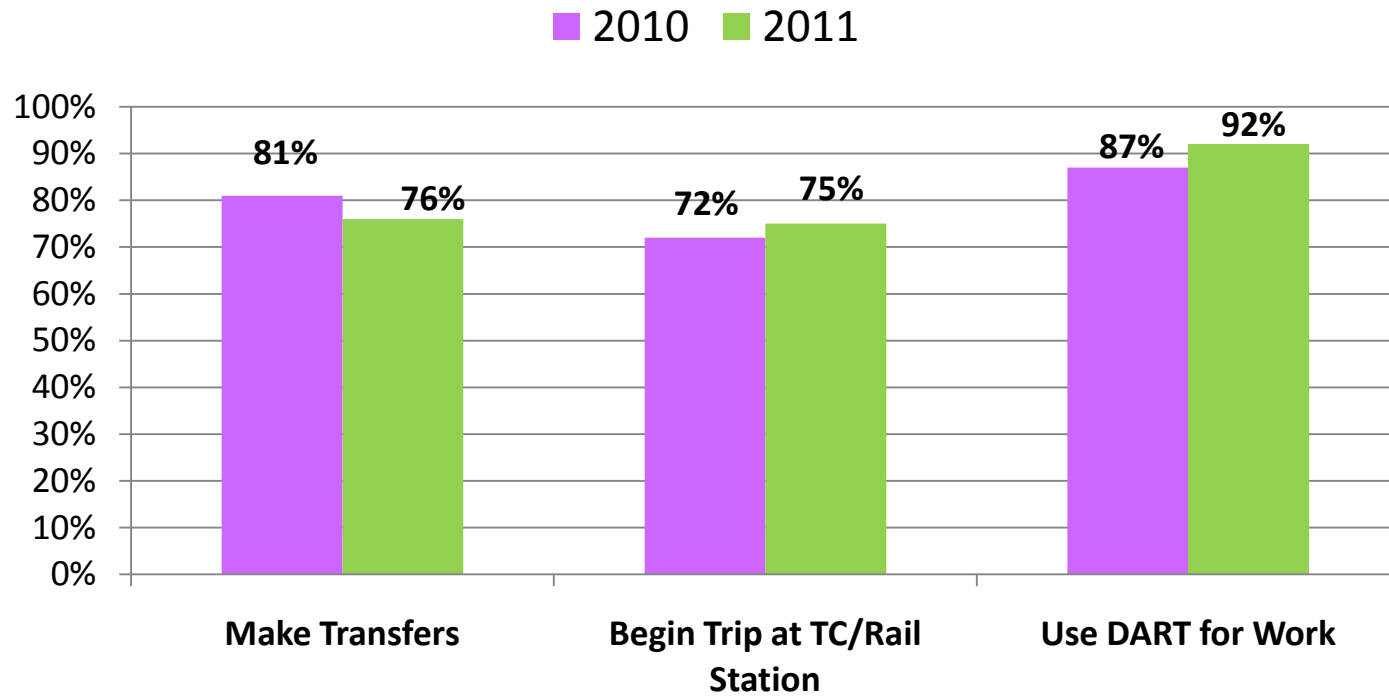
Train Cleanliness



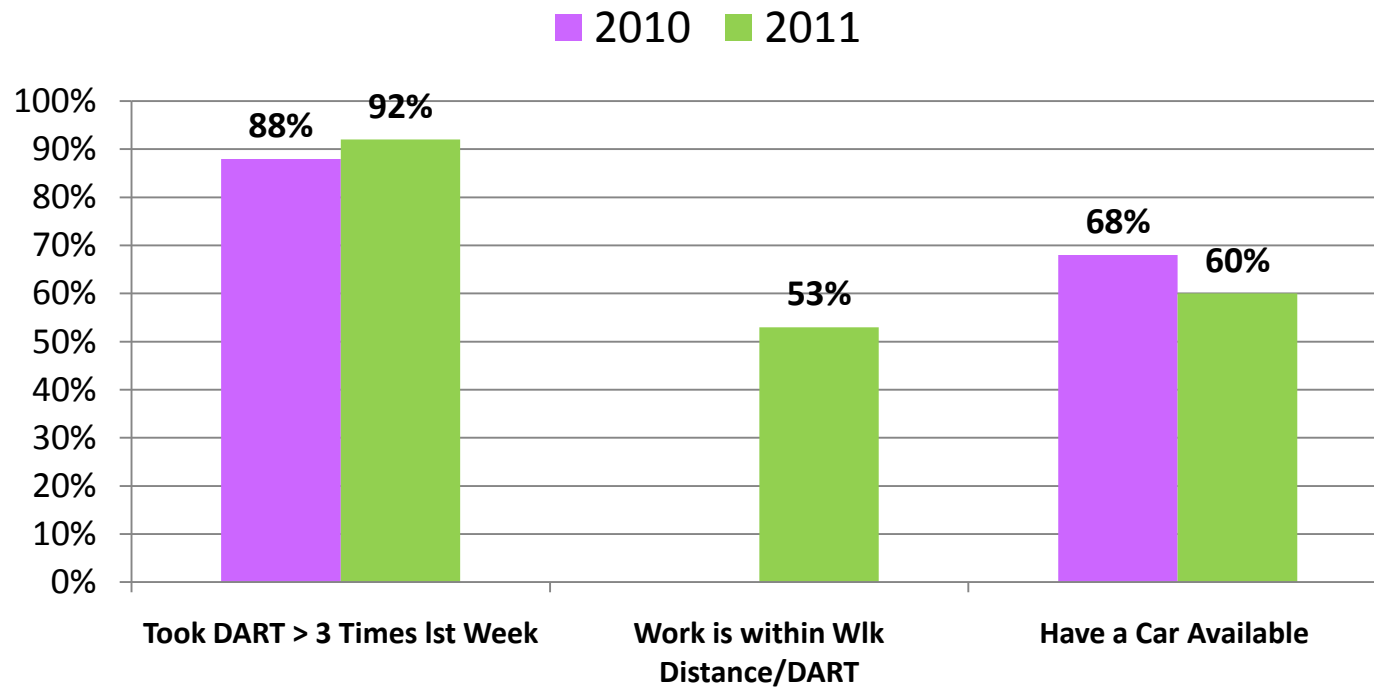
Operation Index



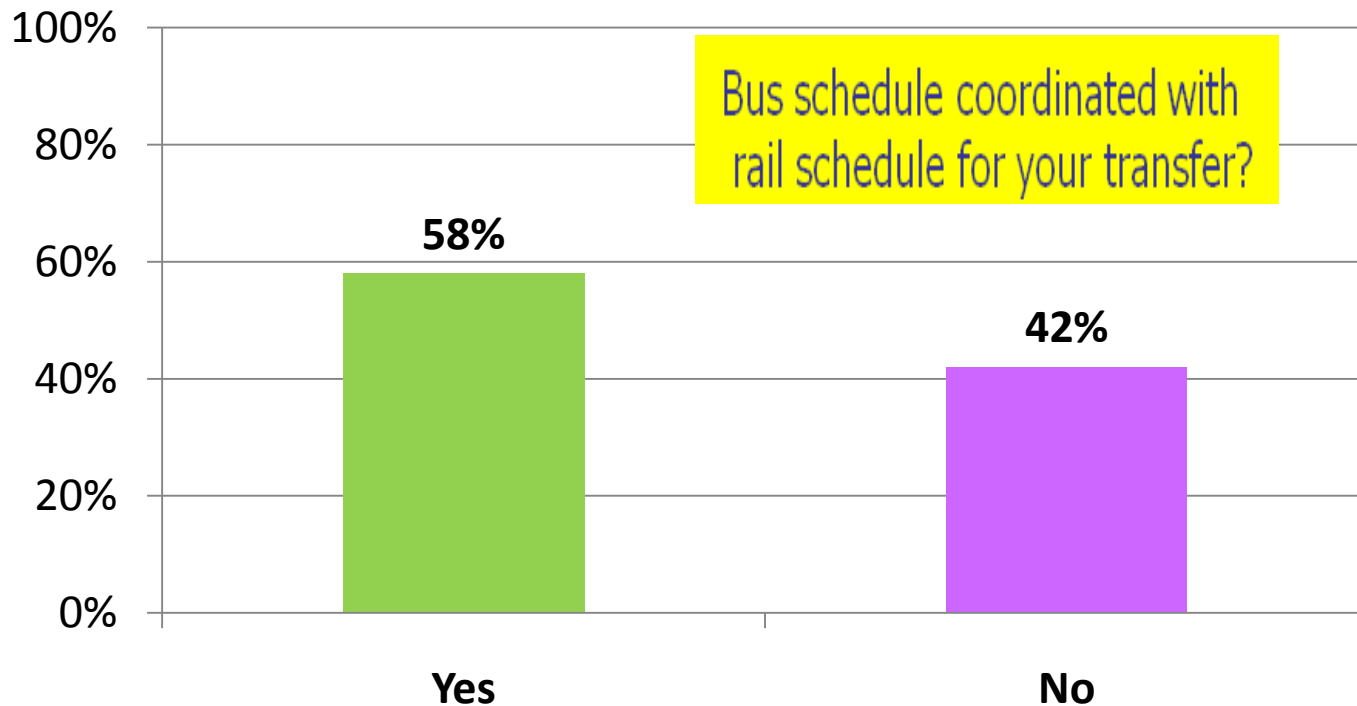
Ridership Trends



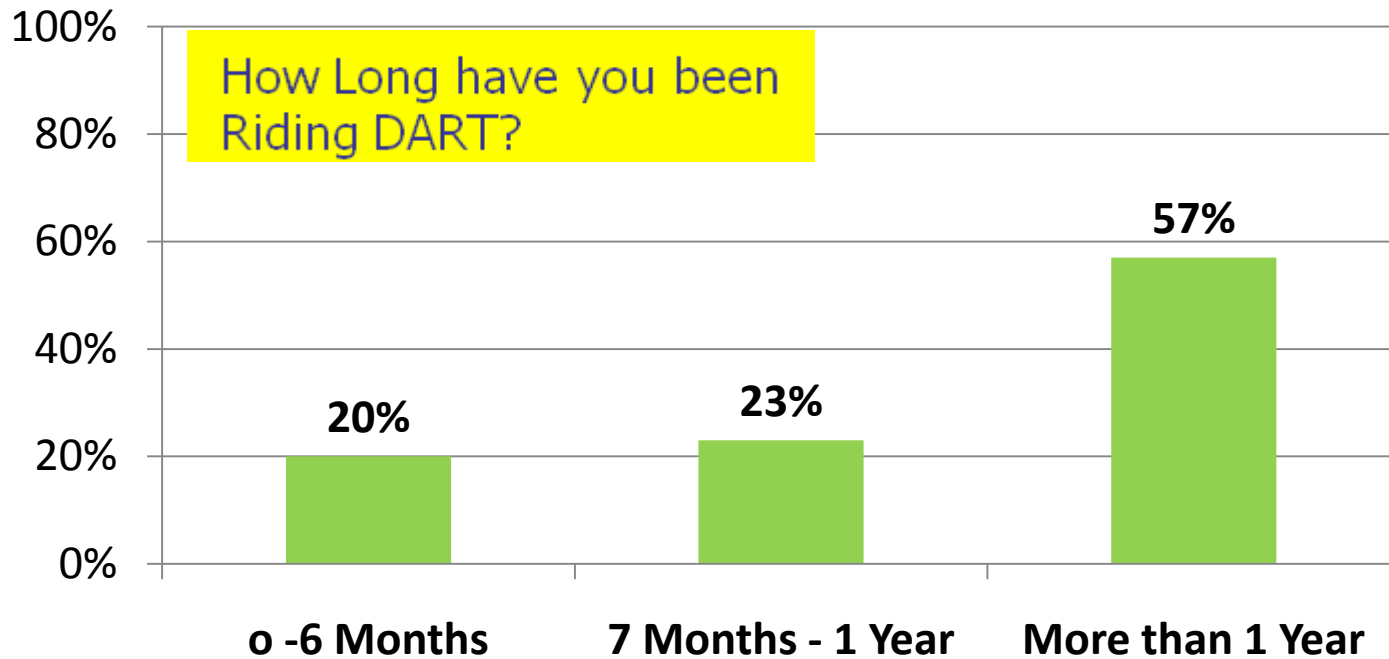
Ridership Trend (cont...)



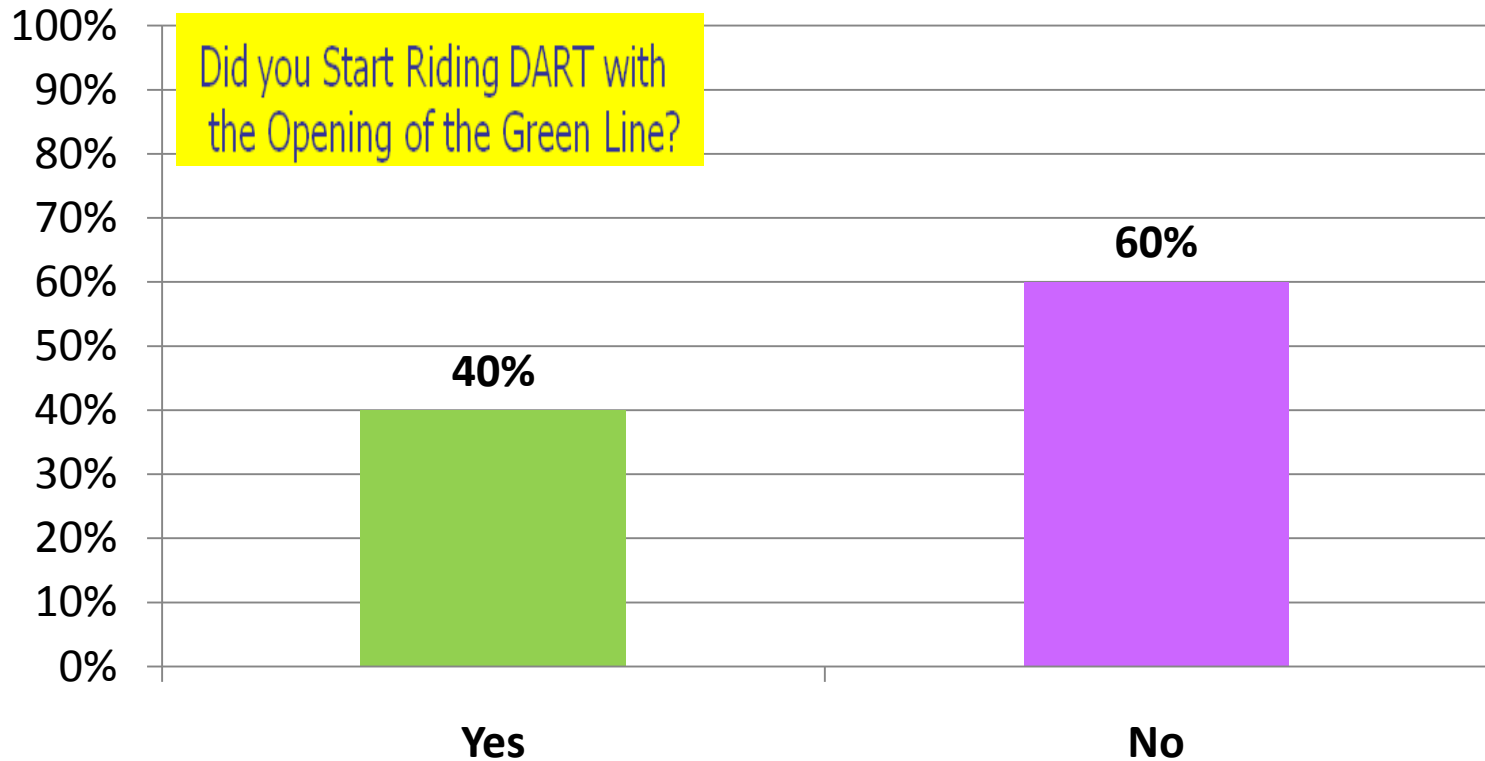
Ridership Trends (cont...)



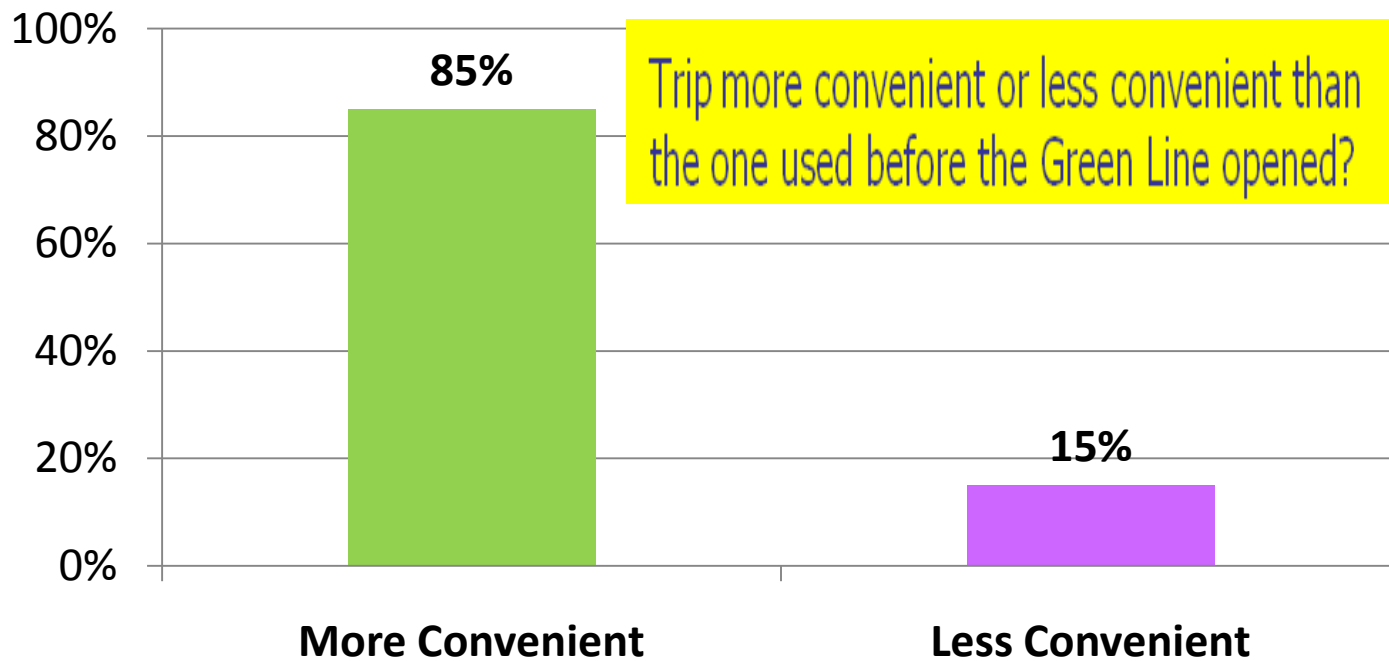
Ridership Trend (cont....)



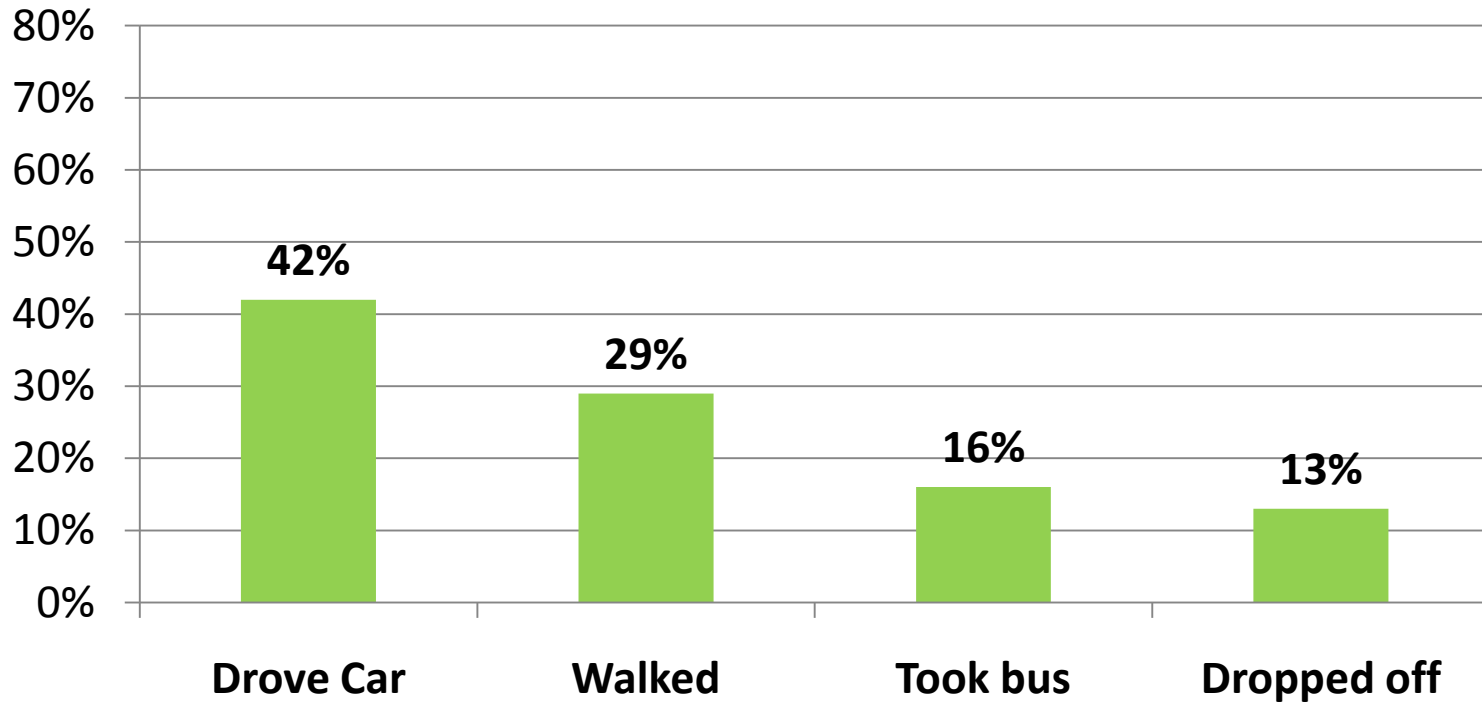
Ridership Trend (Cont.....)



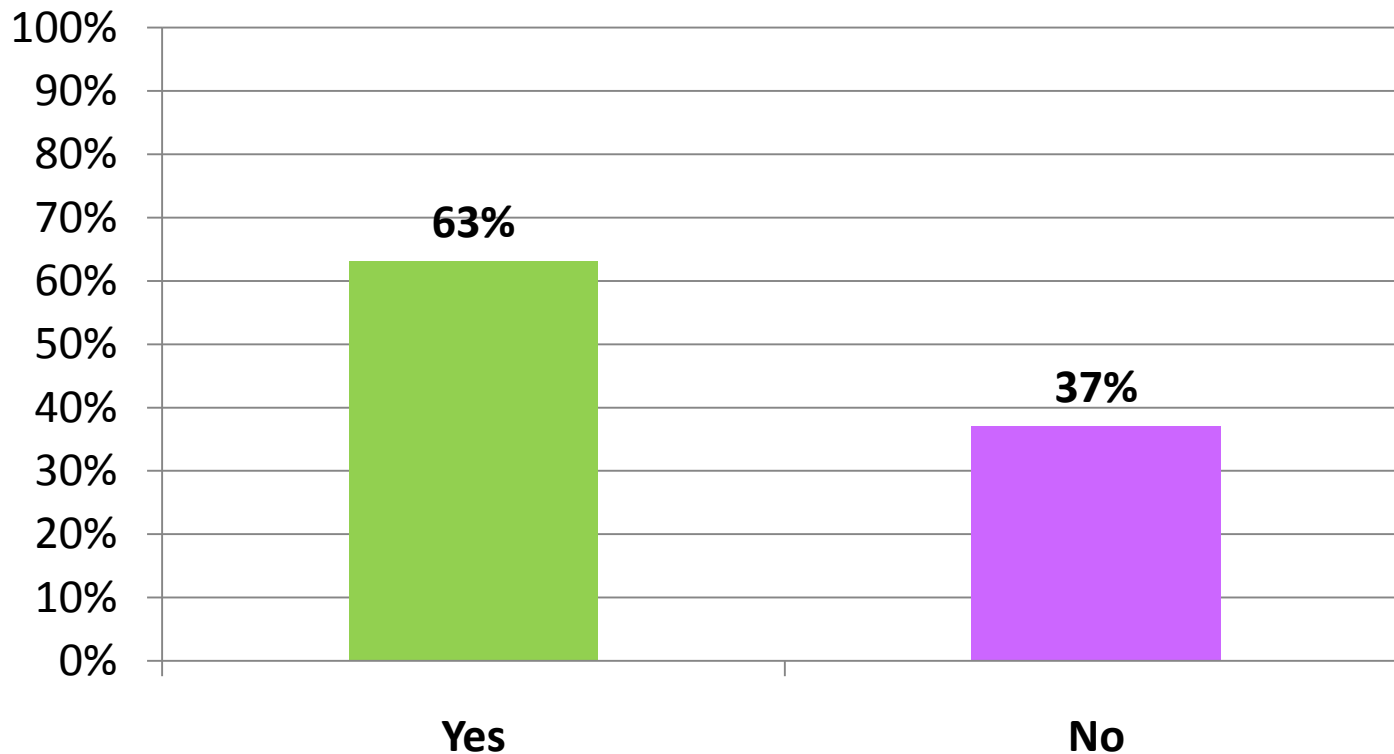
Ridership Trend (Cont..)



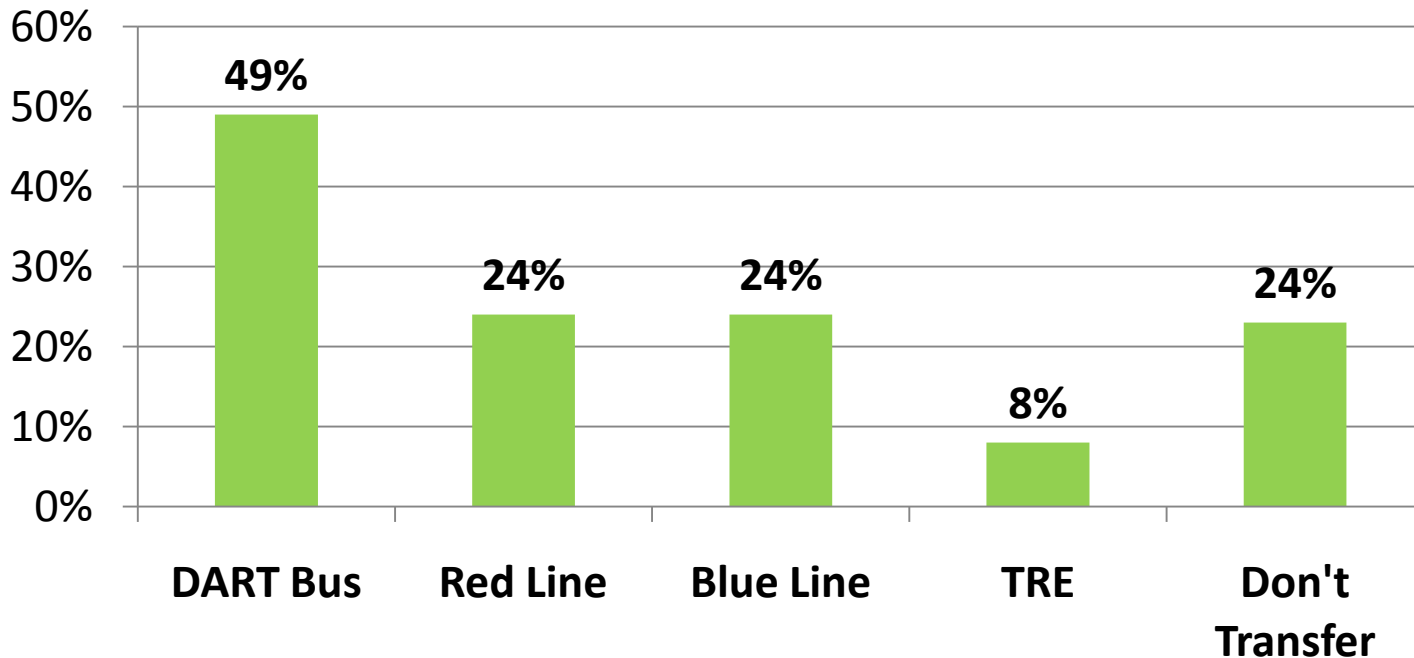
Getting to the Station?



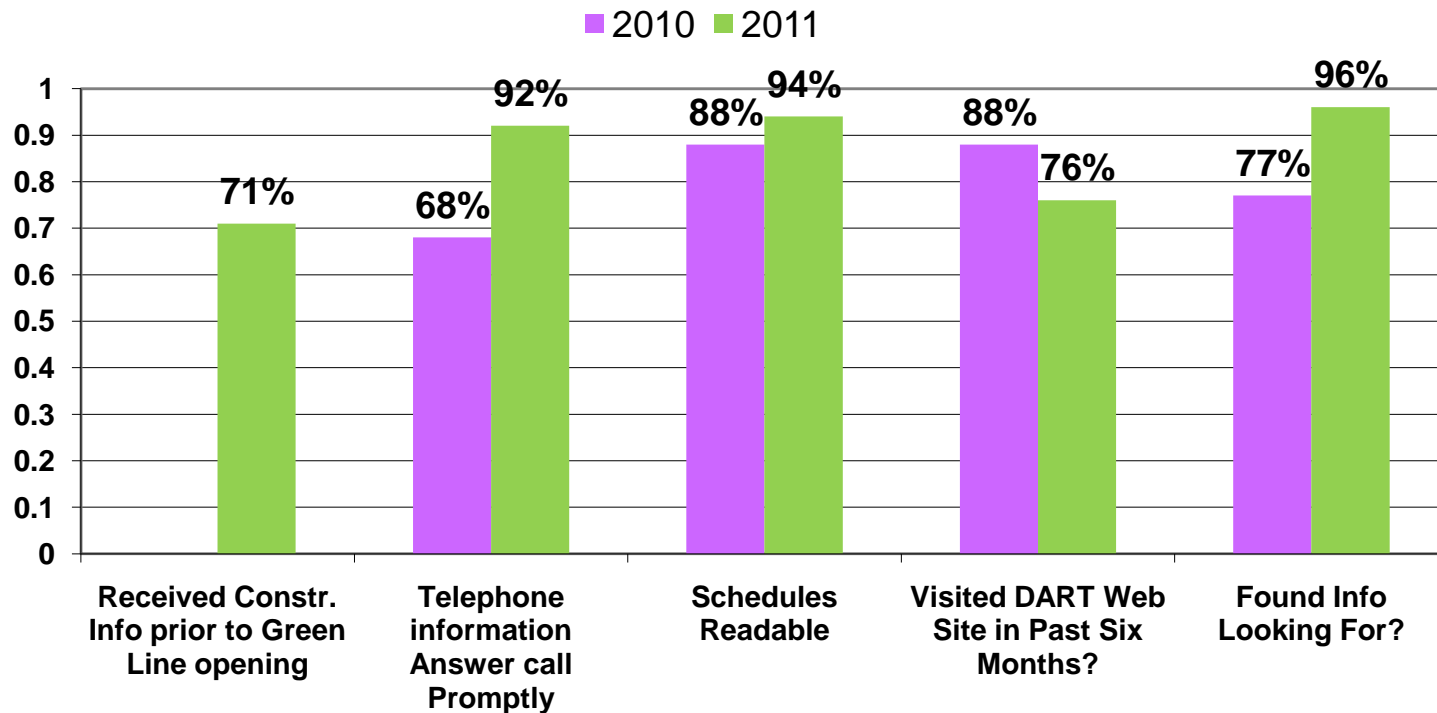
Employer Offer DART Pass?



Type of DART Service to Transfer to/from Green Line?



Communication Index



Results Summary

- **Overall, 85% of respondents felt the Green Line made their trips easier**
- **Results of Green Line survey higher than the 2010 Customer Satisfaction Survey in almost all areas**
 - ✓ General Satisfaction 7 Percentage points higher (89% vs. 96%)
 - ✓ Train Timeliness = (90% vs. 95%), 5 PP higher
- **Safety and Security also show significantly higher percentages:**
 - ✓ Safety at stop/stations = (82% vs. 91%), 9 PP higher
 - ✓ Transit Policy & Enforcement Officer visibility on trains = (73% vs. 88%), 15 PP higher
 - ✓ Security on Trains = (85% vs. 94%), 9 PP higher
- **Customer Support (68% - 92%) up 24 pp**
- **Maintenance**
 - ✓ Cleanliness = (80% - 89%), 9 PP higher



Results Summary (cont...)

- **Opportunities for improvement on Green Line & Supporting Routes:**
 - ✓ Bus Timeliness = 67%
 - ✓ Bus Schedule coordination with rails schedules for transfer = 58%

Future Study

- **Customer Satisfaction Survey 2011**
 - ✓ September 2011
 - ✓ Compare results to previous year



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