



# **CUSTOMER SATISFACTION SURVEY**

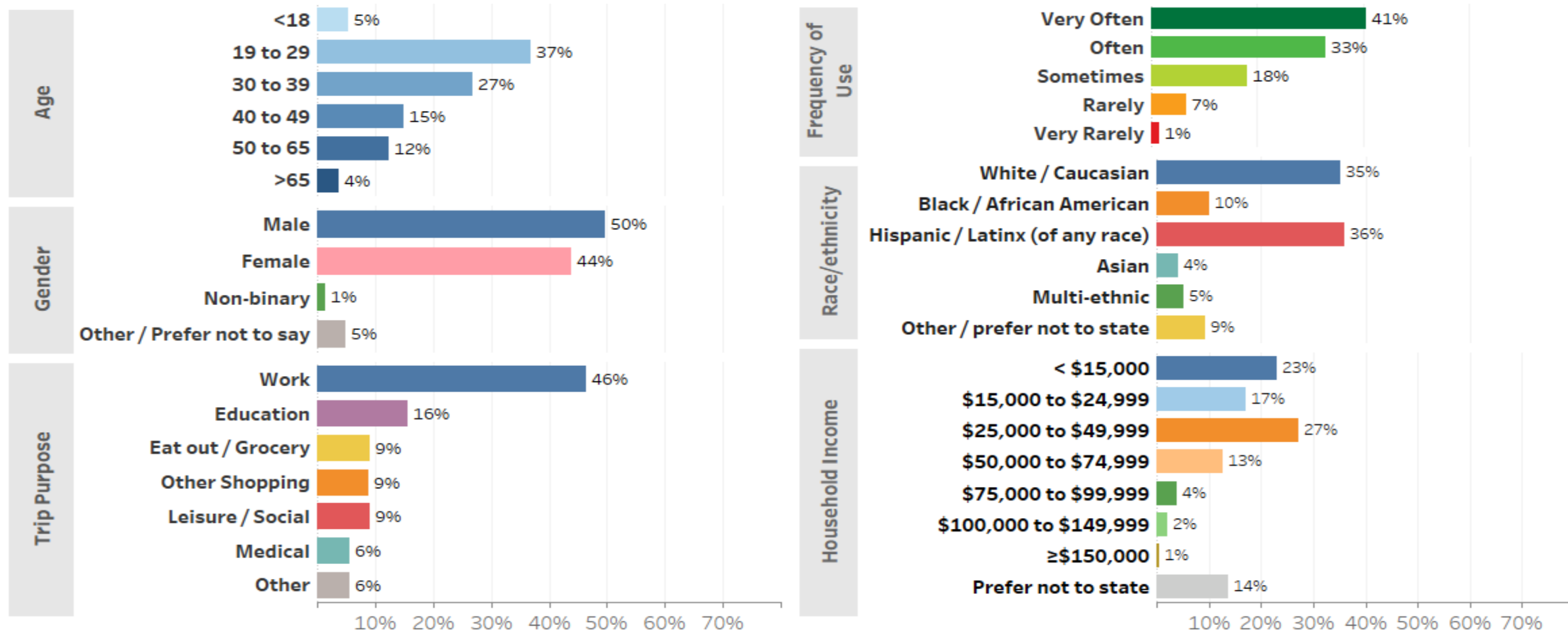
## **AMERICAN BUS BENCHMARKING GROUP (ABBG)**

**Board of Directors**  
**November 6, 2024**

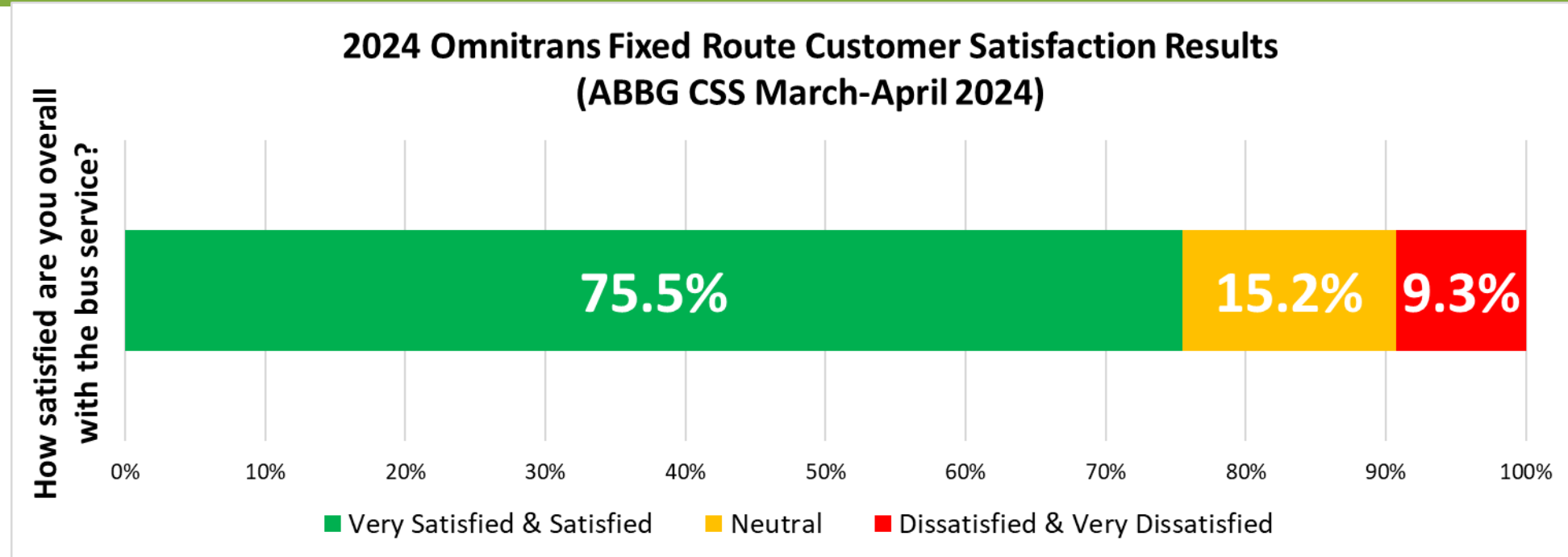


# OMNITRANS QUICK DEMOGRAPHICS

Demographics of Respondents (San Bernardino Omnitrans) (2024)



# OMNITRANS OVERALL SATISFACTION



- **75.5% of responding customers gave Omnitrans a Positive Rating, Down 8 percentage points**
- **29% net promoter score, 11<sup>th</sup> highest in the group. Went down 5 places.**

# **SATISFACTION QUESTIONS**

## **Survey asks 20 questions in 9 Satisfaction Areas**

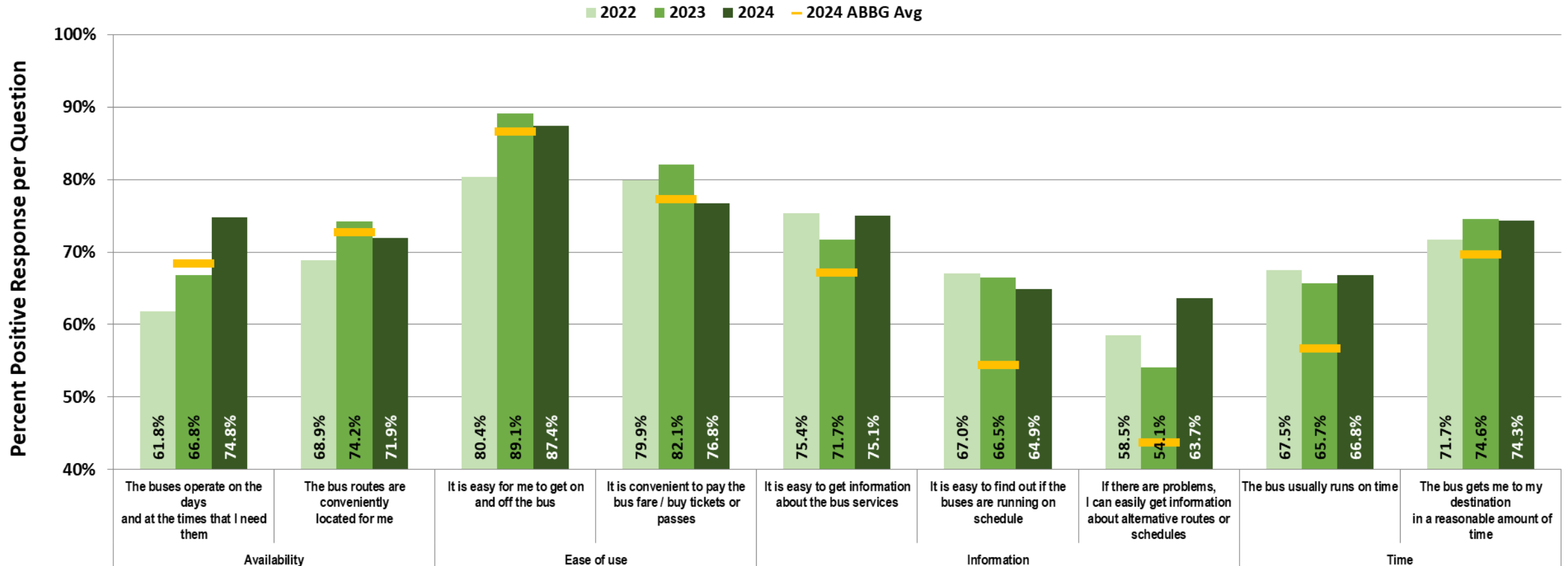
- Scored higher than peers in 17 questions

## **Areas of improved Satisfaction vs. 2023:**

- Bus runs on time
- It is easy to get information about the bus service, alternative routes, schedules.
- Bus driver are helpful and professional
- Transit agency responsive to customer complaints/problems
- Bus is well driven
- Bus has enough seating/ space and clean
- Feel safe and secure waiting for my bus

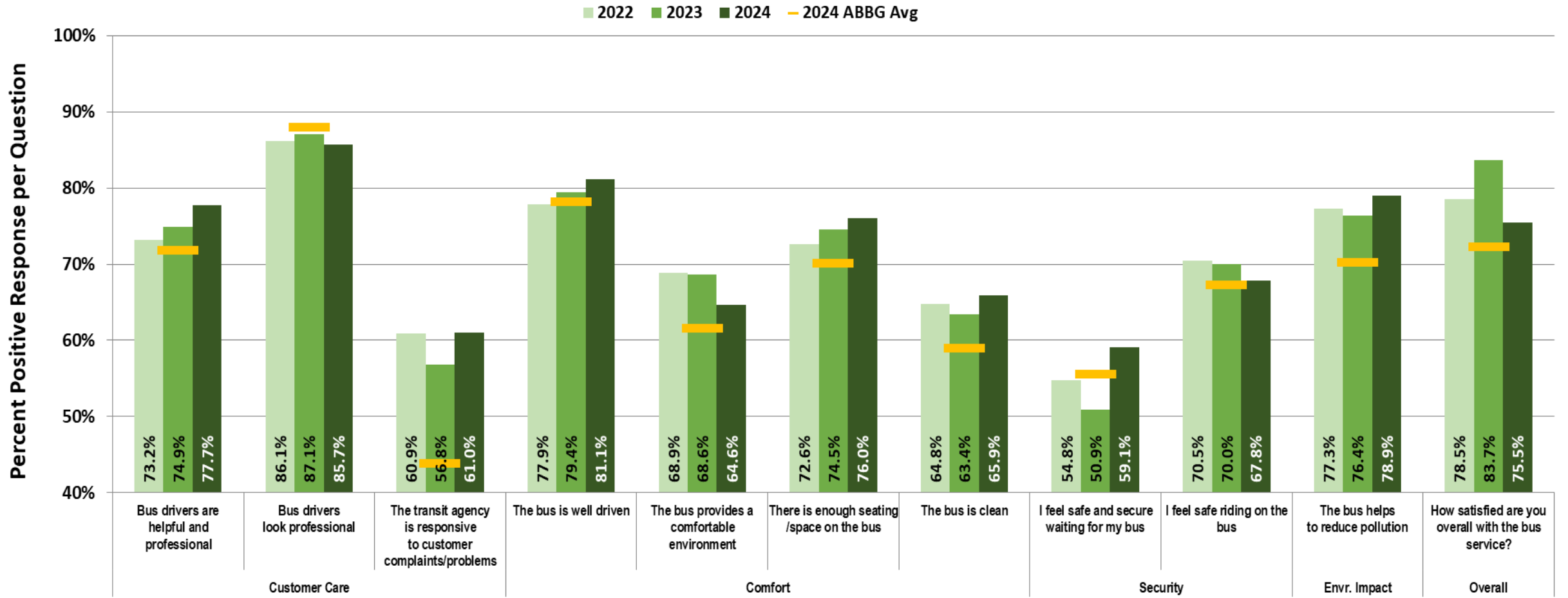
# SATISFACTION RATING BY CATEGORY

Omnitrans' Positive Customer Satisfaction Rating by Category in ABBG CSS  
(2022-2024)



# SATISFACTION RATING BY CATEGORY

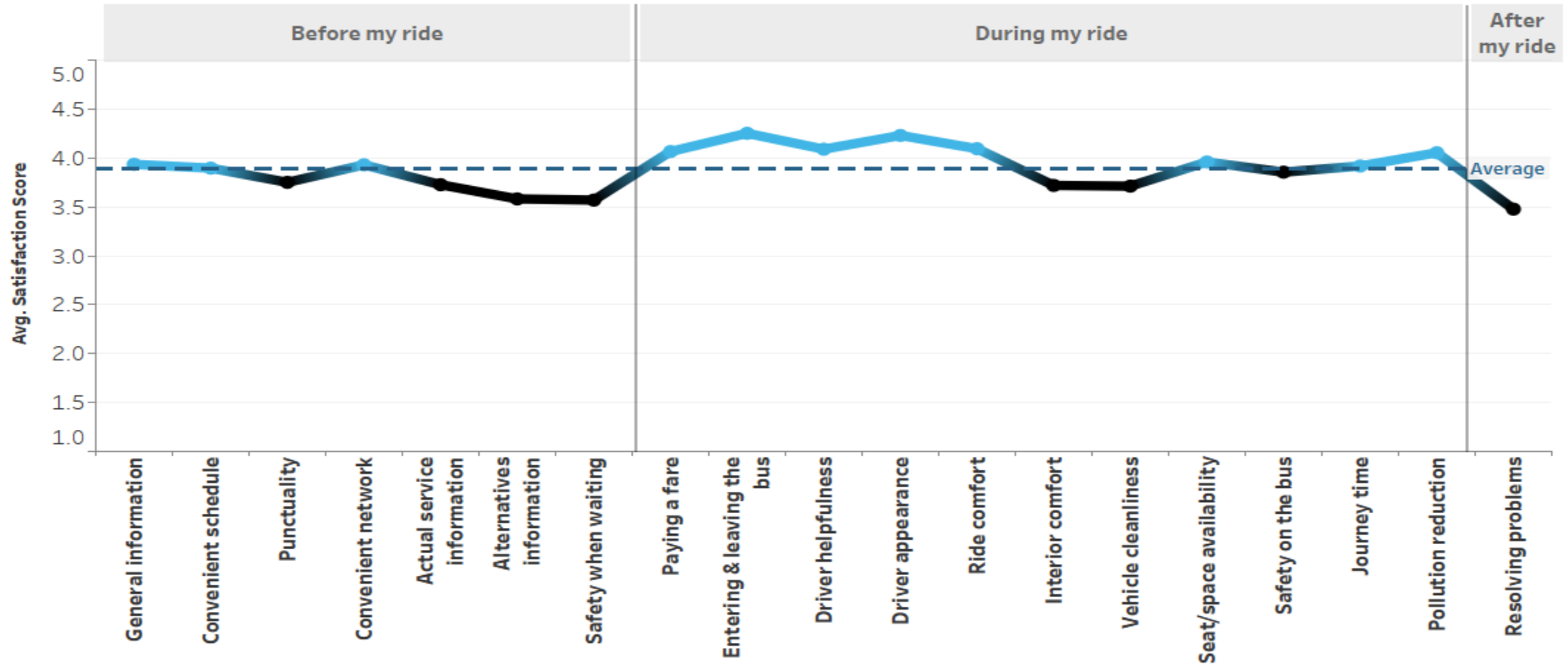
OmniTrans' Positive Customer Satisfaction Rating by Category in ABBG CSS  
(2022-2024)



# SATISFACTION BY JOURNEY POINTS

Average Satisfaction Score at different journey points (San Bernardino Omnitrans) (2024)

■ Above average  
■ Below average



# CUSTOMER COMMENTS

**Top priority for customer were Availability**

**We ask customer two supplemental questions**

- What would make you feel safer while waiting at the bus stop
  - The top 3 were: More lighting, More shelters, and Additional security
- Omnitrans offers several ways to pay your fare. Please check all that apply to your trips.
  - The top 3 were: Transit app, Cash, and Token Transit app



# CONCLUSIONS

**Overall Customer Satisfaction remains higher than peer group average: 75.5% vs. 72.3%**

**The feeling safe and secure waiting for the bus has jumped by 8.2%: 59.1% vs 50.9%**

**Satisfaction rating for all questions under Availability are higher than peer groups**

- Buses operating on the days and time that they need jumped by 8%



# THANK YOU