

# Calgary Transit Customer Commitment and Research Update

## Overview

Calgary Transit launched its Customer Commitment in September 2015. It is our promise to deliver the six qualities of service that transit customers identified as the most important and was aligned with the corporate customer service approach. Those qualities are being Safe, Reliable, Helpful, Informative, Easy-to-Use, and Clean.

The Customer Commitment stemmed from RouteAhead with further input from the Calgary Transit Customer Advisory Group, customer focus groups and employees.

Our Customer Commitment performance is primarily measured through surveys. At the start of 2018, Calgary Transit implemented a new survey methodology to provide more frequent customer satisfaction data, as well as more detailed information on customers' travel choices and their underlying reasons. This attachment presents recent results from the enhanced customer research program.



## New Methodology – The Customer Research Program

The Customer Satisfaction and the Safety, Security and Cleanliness surveys have been the primary sources for Customer Commitment performance measures since its launch. However, these surveys were only conducted on an annual basis, and had seen few changes in content or methodology since their inception in the 1990s. A comprehensive review of this research approach highlighted that there were missed opportunities to better understand customers' needs and experiences, compared to new methodologies and technological capabilities.

At the start of 2018, both surveys were replaced by a different set of survey tools:

1. A monthly transit performance survey focused on the most recent trip
2. A biennial usage and attitudes survey focusing on general perceptions
3. A choice modelling survey that is conducted as needed to understand customer choices and tradeoffs

### Monthly Transit Performance Survey

The new research program has a number of benefits. As with the old annual surveys, it provides a representative understanding of customer needs and satisfaction; however monthly data enables increased responsiveness to changes in customer perceptions based on recent experiences, and better measurement of the effectiveness of adjustments. The new research program also has a stronger focus on actionable outcomes. By collecting information more often based on customers' recent trip, we can respond to service issues in a timely manner.

Monthly data has also allowed Calgary Transit to develop an internal dashboard to share the information with Calgary Transit staff and leaders. A snapshot of the dashboard from March 2019 is shown below.

### 2019 March

Trips Sampled (month / total): 201 / 3802



Records: 201 (2019: 601 / 2018: 2401) | Margins: 6.9% (2019: 4.0% / 2018: 2.0%)

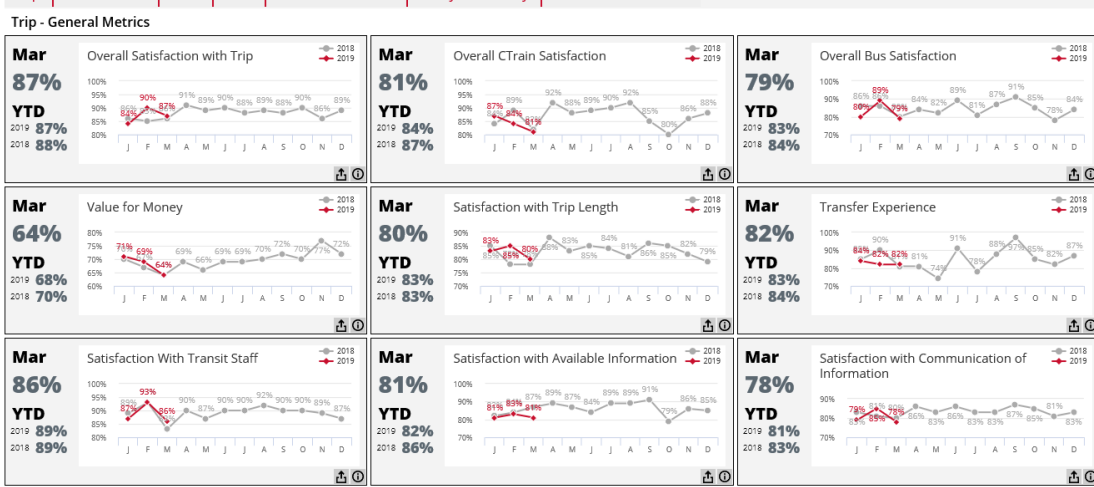
Period View: ☒ Monthly ☐ Quarterly

Quarterly Reports (PDF):  
 2019: Q1 Q2 Q3 Q4  
 2018: Q1 Q2 Q3 Q4

Applied Filters: (clear all filters)

Available Filters:

- CTrain Stations/Lines: ALL Stations
- Quadrants/Out of Town: ALL Quadrants
- Ward: ALL Wards
- Mode To Transit: ALL Modes
- Private Vehicle Available: ALL Private Vehicle Ownerships

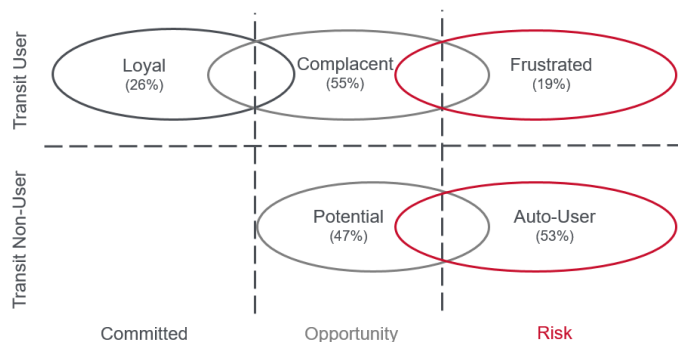


## Biennial Usage and Attitudes Survey

The biennial Usage and Attitudes Survey information on behaviour, attitudes, and motivations is used to understand market characteristics, market perceptions and motivations for using transit and other modes of transportation. This was conducted for the first time in 2018 and provides an opportunity to better understand both our customer and non-customer groups, for targeting service improvements, customer experience investments, marketing and communications. The results of the survey identified three main categories of Calgary Transit customers:

- **Loyal Customers** are committed to Calgary Transit. They mostly use transit to commute to and from work, but also for convenience and affordability. Loyal users are very satisfied with the quality of service, ease of travel, and safety. They use transit because it is better for the environment, more relaxing than driving and less expensive than driving.
- **Complacent Customers** are relatively satisfied, but are less committed than loyal users. Transit is attractive to them due to its affordability and because it is better for the environment. They find parking a hassle and like being able to do something else with their commuting time. Complacent users, however, believe driving is faster and more reliable.
- **Frustrated Customers** are regular transit users who are not satisfied. They heavily favour driving in terms of speed, reliability and convenience. They continue to use public transit because they lack vehicle access and are deterred by the costs of driving and parking.

Amongst non-users there are **auto users** and **potential users**. Auto users are very committed to driving and largely uninterested in public transit. Potential users have regular access to a vehicle and favour their cars for the speed and perceived reliability. They use transit to attend social events and represent the greatest opportunity amongst non-users.

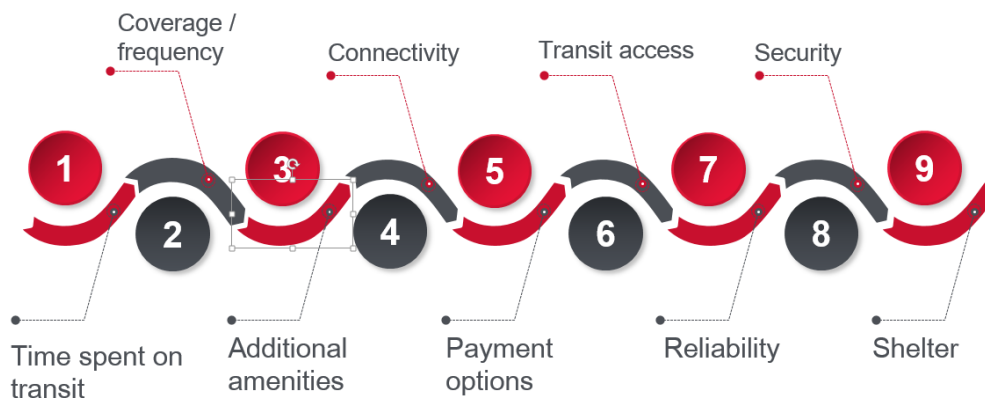


## Choice Modelling - Ridership

Choice modelling is the third element of the research program and also the most innovative. Choice modelling helps to determine what value customers place on various components of transit service and enables an understanding of what combination of attributes and trade-offs will provide the largest benefit.

Choice modelling can be performed on any topic once broken down into its smaller components. The first topic that Calgary Transit explored through choice modelling was ridership, evaluating the impacts of various attributes including price, speed, frequency, amenities, fare payment, and reliability improvements.

The results of the choice modelling research indicated that price and travel time on transit were the most significant factors in driving ridership. Other service design elements that also play an influential roles in driving ridership are service coverage and frequency, supplementary amenities (including WiFi, bike racks, luggage space), and connectivity improvements (including bike storage, free and paid parking).



Results of the analysis also indicated that different customer groups primarily value different attributes. Monthly pass holders are mainly attracted to transit service because of core service attributes such as frequency, travel time, and service span. Lapsed users are attracted to transit by free parking, faster service, coverage in new communities and WiFi. Single ticket users are attracted by improved speed and travel time, WiFi and parking availability. Both lapsed users and single ticket users are deterred by slower service, a lack of cash payment and poor sidewalk conditions for transit access.

Analysis of these results are ongoing, and will be used in the business planning process to target investments in service attributes and amenities for highest value and customer gains.

## Customer Commitment Performance

The new research program has led to revisions in Calgary Transit's Customer Commitment performance measures. The new and more frequent measures provide a more accurate, timely, and detailed view of our performance. Each new measure (with the exception of reliability) is an index made up of two components:

1. Trip-based perceptions of specific aspects of the experience as they relate to each element of the Commitment
2. General perceptions surveyed biennially through the usage and attitudes survey or polls

Previously, each element of the Customer Commitment was rated through general perceptions only. General perceptions tend to change slowly and are often impacted by a single notable experience or media coverage. Trip-based questions ask about our customers' experiences on their most recent trip and are designed to be a more accurate reflection of the experiences on a day-to-day basis. The table below outlines the new measures, their components, and 2018 performance. This information is also published online at [www.calgarytransit.com/customer-commitment](http://www.calgarytransit.com/customer-commitment).

## Customer Commitment Elements and Performance

Element	Components of the new measure	2018
Safety	General perception of safety plus trip-based perceptions of stop/station/vehicle safety.	83%
Reliability – Bus	Percentage of buses that depart from major stops no more than one minute early or five minutes late.	88%
Reliability – Train	Trip-based perception of CTrain reliability	92%
	Monthly average number of major CTrain delays greater than 30 minutes.	4
Helpfulness	General perception of helpfulness plus trip-based perceptions of operators and transit staff encountered.	83%
Information	General perception of information plus trip-based perceptions of the available information and how it was communicated.	78%
Ease-of-Use	General perceptions of ease of use, fares and frequency plus trip-based perceptions of accessibility, park and ride, transfers, length of trip, and information sources.	82%
Cleanliness	General perception of cleanliness plus trip-based perceptions of cleanliness at stops, at stations and inside vehicles.	76%

## Overall Satisfaction

Calgary Transit also tracks overall satisfaction as a general perception in the biennial Usage and Attitudes survey and as a measure of the last trip through the monthly survey. In 2016, overall customer satisfaction with Calgary Transit was 81% and the highest it had been since 2000. The general perception of customer satisfaction was 75% in 2018, equivalent to the most recent five-year average. Overall customer satisfaction with recent trips, measured through the monthly performance survey, averaged 88% over 2018 and 87% in Q1 2019.

## Moving Forward – 2019 - 2022

Due to recent financial constraints, Calgary Transit has slowed the pace of investments in improvements to the customer experience. Our current approach has been to make modest improvements that maximize value to customers while minimizing the impact to our operating budget. Some of the work planned for 2019 and into 2020 includes:

- Implementation of the southwest MAX line which makes Calgary Transit easier to use through faster, more reliable, and more convenient service.
- Safety, communication and comfort-focused amenities in high traffic MAX locations.
- Implementation of Calgary Transit On Demand, a one-year pilot for on-demand shared transportation service in the actively developing communities of Carrington and Livingston.
- Implementation of Transit Watch, a text message service that allows customers to discreetly report immediate safety concerns and incidents.
- Hiring more Peace Officers to contribute to customers' sense of safety.
- Implementation of My Fare mobile ticketing, which will give customers a more convenient and flexible fare payment option.
- Investments in improvements at priority LRT crossings.
- Completion of refurbishments at six older CTrain stations, consisting of improved lighting, security cameras, electrical and mechanical systems, wayfinding, public address systems, pedestrian flow, accessibility, and general repair of interior and exterior finishes.
- Investments in transit priority measures to improve bus reliability.
- Replacement of our oldest CTrain cars (U2s) to improve LRT reliability.
- Implementing service improvements previously approved in One Calgary in the actively developing communities of Redstone/Cornerstone, Nolan Hill/Sage Hill, Walden/Legacy and Mahogany/Cranston.
- Reviewing opportunities to improve the quality of bus stop cleanliness through revised contracts with external vendors.

With the ongoing learnings from the customer research program as well as other sources of customer information, we plan to continue focusing on the customer experience and the highest return on investment.