



Customer Effort Survey Report

2021 Edition

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Executive Summary

In January of 2021, TriMet fielded its first annual Customer Effort Score (CES) Survey.¹ The questionnaire asked respondents about the ease or difficulty of ten tasks that are part of typical trips on TriMet with the goal of identifying sources of friction. We also asked which tasks would be most important to make easier, and what specifically would make those tasks easier. The survey also included questions about how customers accomplish certain tasks (e.g., trip planning), COVID-19 safety, how likely they are to recommend TriMet, and their demographics. Key findings are as follows:

Ease/difficulty of tasks

Three of the ten tasks represent sources of friction for our customers, as they had CES scores below 0.7:

- Exiting the bus (CES=0.66)
- Transferring (CES=0.55)
- Getting help when needed during your trips (CES=0.29)

Three of the tasks can be regarded as easy for the majority of our customers as they received a CES above 0.8:

- Knowing when to get off the MAX (CES=0.86)
- Loading funds onto your Hop Card (CES=0.84)
- Getting on board your bus or train (CES=0.84)

Which tasks are most important to make easier

In addition to asking about the ease/difficulty of tasks, we also asked which of the ten would be **most important** to make easier. Respondents could select up to three, and also had the option to write in a task that wasn't listed. The following five tasks were selected by the highest percentage of respondents:

- Finding out when your bus or train will arrive (33%)
- Transferring (32%)
- Planning your trips on transit (25%)
- Getting help when needed during your trips (25%)
- Knowing when to get off your bus (25%)

Results when CES and importance to make easier are combined

Two tasks stand out as major pain points, since they were identified both as difficult (low CES) *and* as important to make easier:

- Getting help when needed during your trips
- Transferring

¹ A successful pilot was fielded in January of 2020, but 2021 is the first official year for metric tracking purposes as a few questions were refined, added, or removed.

Likelihood of recommending

Our Net Promoter Score (NPS) of 31 indicates we have good customer loyalty, especially given that the average NPS across 64 North American transit agencies in a recent Transit App survey was -4.²

COVID-19 safety

- Almost 3 in 4 respondents were satisfied with TriMet's efforts to make them safe during the COVID-19 pandemic.
- When asked an open-ended question about what TriMet could do to improve safety during the COVID-19 pandemic, almost half of respondents (47%) called for mask enforcement.

This survey gave us an opportunity to hear directly from our customers about how we could make their trips on TriMet easier, and to quantify issues that were previously known only anecdotally. The resulting information will help us prioritize projects and initiatives that will make meaningful improvements to customer experiences, as described in this TriMet blog post: <https://blog.trimet.org/customer-effort-score-2021>

The remainder of this report provides background about the survey and its distribution, a summary of high level findings, and detailed results (the complete survey instrument with answer frequencies). This report does *not* make recommendations about how the tasks could be made easier, or discuss the numerous efforts to improve the customer experience that are currently underway.

Survey Background

This survey's focus on the ease or difficulty of customer tasks is new for TriMet, and is based on research and insights from the broader field of customer experience management. Some background on this approach is provided below.

Customer Effort Score (CES)

In the public transit industry and many others, the customer experience is most often quantified using customer satisfaction scores (CSAT). A traditional CSAT questions asks how satisfied respondents are with a product or service on a 5-point scale from "very satisfied" (5) through "very dissatisfied" (1). Responses are averaged into a score, usually expressed as a percentage.

Although the CSAT score is useful, it provides an incomplete picture of the customer experience and can lead organizations to add unnecessary enhancements in order to

² https://blog.transitapp.com/wp-content/uploads/2021/05/RHB-Report_US.pdf

improve this one metric. Such attempts to “surprise and delight” customers run a risk of diverting focus from the fundamental needs of the customer. Whether or not someone decides to purchase (or recommend) a product or service is often driven by how easy it is to access or use.

A new approach that complements CSAT emerged in 2010, when a Harvard Business Review (HBR) article entitled “Stop Trying to Delight Your Customers” described the Customer Effort Score (CES).³ A CES question asks about the ease or difficulty of various steps in a customer’s journey using a scale from “very easy” through “very difficult.” Responses are converted to a score with this formula: $((\text{total easy} - \text{total difficult}) / \text{total responses})$.⁴ The final score can range from -1 to 1, with 1 being perfect and -1 being terrible. As a rule of thumb, scores over 0.7 are good and scores over 0.8 are great. Anything below 0.7 could use improvement.

The HBR article shows that a high CES is a better predictor of customer loyalty, behavior change, and positive word of mouth than a high CSAT score. This may be because the CES allows organizations to identify pain points and barriers so that corrective action can be taken. This redirects focus from “exceeding expectations” to removing frictions associated with the core services or products, often creating cost-saving efficiencies.

In 2020, the Pacific Northwest Group of the APTA (American Public Transportation Association) Emerging Leaders Program researched the use of the CES approach in the transit industry. Despite the demonstrated value of CES in other fields, they found no evidence that any North American agencies were using it as a key performance indicator (KPI). To explore its potential, they developed a generic CES survey instrument based on a typical transit customer journey map, then applied that survey in four transit markets (after tailoring it to each). A webinar describing their results as well as their generic transit CES survey instrument can be found [here](#). TriMet was one of the four agencies where this survey was fielded, and the current 2021 CES survey grew out of this APTA pilot.

Net Promoter Score (NPS)

TriMet’s CES survey also includes a Net Promoter Score (NPS) question. We added this because it’s easy to include since it’s just one question, and because it provides opportunities for benchmarking with other agencies and industries as it is widely used and standardized. The standard NPS question asks respondents how likely they are to recommend a product, company, or service on a scale from 0 (“Not at all likely”) to 10 (“Extremely likely”). Those who select 9 or 10 are considered “promoters,” those who select 7 or 8 are “passives,” and those who choose 6 or below are “detractors.” The NPS is calculated as the proportion of

³ <https://hbr.org/2010/07/stop-trying-to-delight-your-customers>

⁴ The CES can also be calculated as simply $(\text{total easy}/\text{total responses})$, but we prefer to factor in the percent difficult to get a fuller picture of customer experience. If the particular CES question includes a “Don’t know” or “Not applicable” option, these are subtracted from the total in the denominator.

promotors minus the proportion of detractors, and is shown as an integer instead of a percent.

A negative NPS shows a need for improvement, and anything over 0 is considered good. Sources differ as to what represents a “great” score, in part because typical NPS scores vary among countries and cultures.⁵

Other survey questions

The other questions in this survey don’t involve special formulae and require less explanation. We started with a screener question about which TriMet services the respondent had used in the last three months. If they hadn’t used any we thanked them and ended the survey, as we wanted results to reflect current rider experiences rather than pre-COVID recollections. We next asked two questions about COVID-19 safety, since this remained top-of-mind for both TriMet and its customers.

After ten CES questions about specific tasks, we asked which of those tasks would be most important to make easier (respondents could choose up to three). We followed this up with open-ended questions about how we could make the tasks they selected easier (e.g. “What could we do to make exiting the bus easier?”).

There were also questions about *how* customers accomplish certain tasks (e.g., trip planning), with more detailed follow up questions about these methods for Spanish-speaking respondents. This was done because TriMet outreach staff wanted more insight into how our Spanish speaking riders are currently accessing real time arrival information and planning their trips. Finally, we ended the survey with demographic questions and a chance for respondents to share anything else that was on their minds (“Is there anything else you’d like to tell us?”).

There were 40 total questions, but each English-language respondent could only see a maximum of 24, depending on their path through the survey. Spanish-language respondents could see as many as 29 questions because we asked for a bit more information about how they completed certain tasks, as well as their proficiency with English. The median time to complete the survey was 6 minutes.

Survey Distribution Methods

The survey was open from January 14th through February 13th, 2021, and we received 1,006 valid responses. A response was treated as valid if the customer had ridden TriMet within the

⁵ <https://blog.livingstone.eu/how-cultural-differences-can-impact-nps-results>

last 3 months, and had answered question 1 and at least 2 others.⁶ There were three distribution channels:

Email to Riders Club

Riders Club is an email list maintained and developed by TriMet which now has over 60,000 members. Members receive news, survey invitations, and occasional special offers. We sent a survey invitation to a randomly selected subset of 20,000 of these email addresses on January 14th, 2021. The bulk of the email was in English, but it also included a link to the Spanish version of the survey. On January 26th, we sent a reminder email to 19,500 people who had not clicked on the links in the original email. 660 responses came via these Riders Club emails.

Posters at MAX stations and bus stops

We printed 200 English/Spanish posters with a QR code and a short URL that pointed to the survey (see Figure 1). Half were mounted at our highest ridership MAX stations, and the other half at our highest ridership bus stops. They were on display for about one month starting January 14th, 2021. 267 responses came via this source.



Figure 1. Poster with link to survey at a MAX station

that results would be the same if we fielded it again with the same methods. Care should therefore be taken when comparing results between years; changes may represent actual trends or may simply be noise in the data.

⁶ 168 respondents were screened out because they hadn't ridden in the last 3 months. 117 were screened out because they didn't complete enough questions.

Spanish language Facebook ads

Because it can be difficult to reach our Spanish-speaking customers, we also set up a Spanish Facebook advertisement with a link to the survey that was shown to Spanish speakers in our area. The campaign ran from January 22nd and ended on February 13th. 63 responses came via this source.

Survey caveats

This survey does not represent a random sample of either our riders or the general population, and so margins of error cannot be calculated. Because it is not a scientific survey, we cannot be confident

High Level Findings

CES results

Figure 2 shows the CES scores for all 10 tasks ranked from highest (best) to lowest (worst). With scores above 0.8, “Knowing when to get off the MAX” (CES=0.86), “Loading funds onto your Hop card” (CES=0.84), and “Getting on board your bus or train” (CES=0.84) are all easy for most of our customers.



Figure 2. Customer Effort Scores for 10 common transit tasks

Although we consider a CES over 7 to be good, there is still room for improvement in the 4 tasks that scored between a 0.7 and a 0.8. These were: “Planning your trips on transit” (CES=0.78), “Finding out when your bus or train will arrive” (CES=0.78), “Purchasing your transit fare”⁷ (CES=0.76), and “Knowing when to get off your bus” (CES=0.71). According to our customers, “Planning your trips on transit” and “Finding out when your bus or train will arrive” are particularly important to keep improving, even though they are not among the most difficult tasks (see Figures 3 and 4).

Three of the ten tasks represent sources of friction for our customers, as they had CES scores below 0.7. These were “Exiting the bus” (CES=0.66), “Transferring” (CES=0.55), and “Getting help when needed during your trips” (CES=0.29).

⁷ Only respondents who didn’t use Hop were asked this question (“How easy or difficult is it to purchase your transit fare?”).

Relative importance of making tasks easier

In addition to asking about the ease/difficulty of tasks, we also asked which of the ten would be most important to make easier. Respondents could select up to three, and could write in one task that wasn't listed.

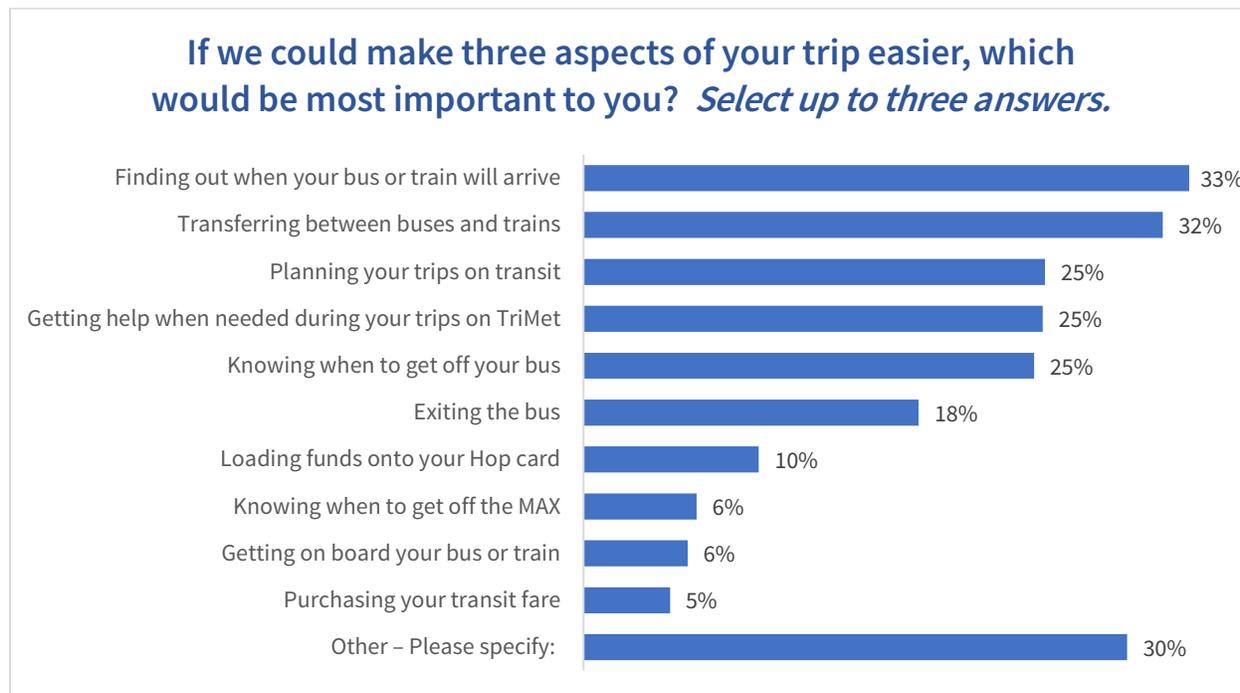


Figure 3. Importance of making 10 common transit tasks easier

Unlike CES and NPS, there is no pre-existing threshold between good and bad scores for this question. Rather, our interpretation is based on the relative rankings of the tasks, which can be seen in Figure 3. Two tasks stand out as particularly important to improve. These are “Finding out when your bus or train will arrive” and “Transferring” (selected by 33% and 32% of respondents, respectively). Three other tasks (“Planning your trips on transit”, “Getting help when needed during your trips,” and “Knowing when to get off your bus”) can also be regarded as relatively important, as they were each selected by 25% of respondents.

Thirty percent of respondents wrote in a different trip aspect for this question under “Other – please specify”. The most common theme was COVID-19 (5% of total respondents mentioned this). Many also mentioned safety (4%) and a desire for more frequent service (4%). Additional themes can be seen in the detailed results section (Q21).

Results when CES and importance to make easier are combined

It is helpful to consider both a task’s CES and the relative importance of making it easier simultaneously; Figure 4 visualizes of both of these variables at once.

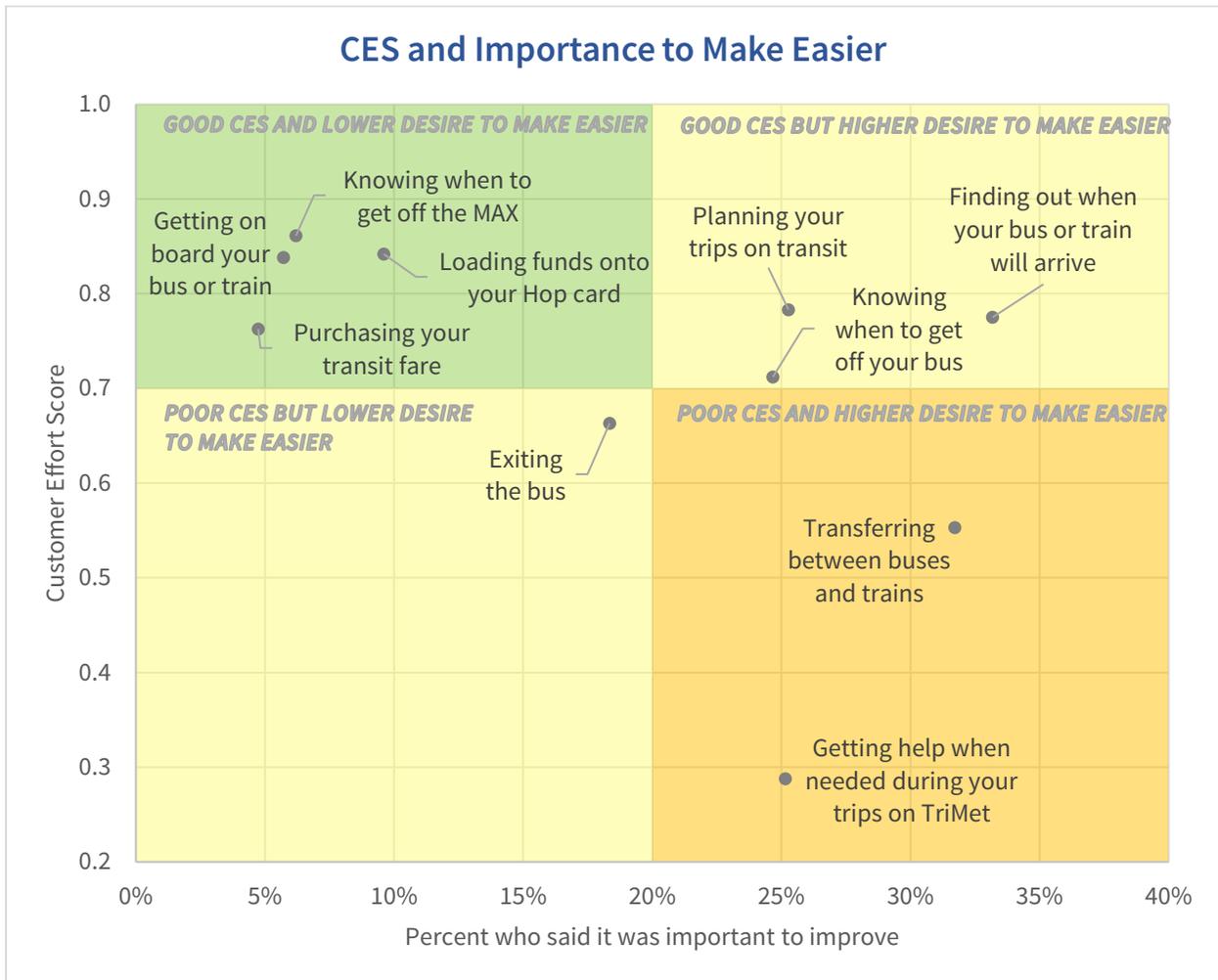


Figure 4. Quadrant chart with CES and importance to make easier

Figure 4 is divided into 4 quadrants:

- Upper left: Good CES (>0.7) and lower desire to make easier (<20%). The tasks in this quadrant can be regarded as low friction for most customers.
- Upper right: Good CES (>0.7) but higher desire to make easier (>20%). The tasks in this quadrant seem to be easy for most, but yet there is desire to make them even easier. These could be regarded as medium priority for improvement overall, and further research into the customer experience associated with these tasks may be needed.
- Lower left: Poor CES (<0.7) but lower desire to make easier (<20%). The only task in this quadrant (“Exiting the bus”) is below the good CES threshold, but ranked in the bottom half for importance of making easier. This task can be regarded as a source of friction, but improving it may be of only medium priority.
- Lower right: Poor CES (<0.7) and higher desire to make easier (>20%). The two tasks in this quadrant stand out as major pain points, since they were identified both as difficult (low CES) and as important to make easier. These are “Getting help when

needed during trips” and “Transferring.” This a key finding from this survey, and this blog.trimet.org/customer-effort-score-2021 describes some of what TriMet is doing to make these tasks easier.

NPS results

Our Net Promoter Score (NPS) of 31 indicates we have good customer loyalty, especially given that the average NPS across 64 North American transit agencies in a recent Transit App survey was -4.⁸

COVID-19 safety

Almost 3 in 4 respondents were satisfied with TriMet’s efforts to make them safe during the COVID-19 pandemic. When asked an open-ended question about what TriMet could do to improve safety during the COVID-19 pandemic, almost half of respondents (47%) called for mask enforcement.

⁸ https://blog.transitapp.com/wp-content/uploads/2021/05/RHB-Report_US.pdf

Detailed Results

All survey questions and their answer frequencies are shown in the remaining pages of this report. The bolded words in each question’s header are what appeared to the respondent. If the question was open-ended, responses were grouped into content themes (codes) by TriMet’s Senior Research Analyst, and the frequency of those codes are shown here. Each open-ended response could have multiple codes applied if appropriate.

Screener: **Have you used any of the following transit services in the last 3 months? Select all that apply.**
Those who selected “None of the above” were screened out of the rest of the survey.

	Total
	1174
Bus	76%
MAX	67%
None of the above	14%
WES	4%

Source (automatically captured)

	Total
	1006
Riders Club	66%
NET: Poster at stops/stations =====	27%
QR code	22%
URL	4%
Facebook	6%
Source unknown (source parameter stripped from survey link)	2%

Language of survey (automatically captured)

	Total
	1006
English	91%
Spanish	9%

Screeners: **Have you used any of the following transit services in the last 3 months? Select all that apply.**
 Removed - those screened out.

	Total
	1006
Bus	89%
MAX	78%
WES	4%

Screeners: **Have you used any of the following transit services in the last 3 months? Select all that apply.**
 Grouped into one response

	Total
	1006
Bus & MAX	64%
Bus only	21%
MAX only	10%
Bus & MAX & WES	4%
Bus & WES	0%
MAX & WES	0%
WES only	0%

Q1. How satisfied are you with TriMet's efforts to make your transit trips safe during the COVID-19 pandemic?

	Total
	1006
NET: Satisfied =====	74%
Very satisfied	41%
Somewhat satisfied	33%
Neither satisfied nor dissatisfied =====	7%
NET: Dissatisfied =====	20%
Somewhat dissatisfied	10%
Very unsatisfied	10%
Don't know	0%

Q2. Is there anything more that we can do to help you feel safer while riding during the COVID-10 pandemic?

Open-end, multiple responses accepted

	Total
	629
Masks: enforce/wear correctly/operator enforce/kick off or fine if not wearing	47%
Social distance: enforce/3 ft not enough	14%
Security/safety/fare enforcement	13%
Rider concerns: homeless/mental illness/drugs/violent	10%
Positive TriMet	9%
No, nothing, don't know	9%
Cleanliness	8%
Afraid of getting COVID/at risk	5%
Keep stocked: masks/sanitizer	5%
Air ventilation/purifiers	4%
Service: more frequency/restore	2%
Ride less	2%
Disinfection - more	2%
Service related (other)	2%
Enforce rules (non-specific)	1%
Sick people - don't allow on	1%
Placement of masks/sanitizer	1%
Announcements/signage	1%
Disabled comment	0%
Rear door comment	0%
Other response	5%

Q3. How easy or difficult is it to plan transit trips?

	Total
	977
NET: Easy =====	85%
Very easy	58%
Somewhat easy	28%
Neither easy nor difficult =====	7%
NET: Difficult =====	7%
Somewhat difficult	6%
Very difficult	2%
Don't know	0%

Q4. How do you usually get step-by-step transit directions? Please pick the method you use most often.

	Total
	979
With a smartphone app (such as Google Maps, PDX Bus, Transit App, etc.)	50%
With the trimet.org Trip Planner	35%
None – I don't need trip planning help	6%
By using other websites that provide transit information (such as Google, Bing, etc.)	3%
By contacting TriMet's Customer Service	2%
By asking TriMet staff in person	1%
By asking friends or family for help (2021 only)	0%
NET: Added category from other response =====	1%
System map/schedules	1%
Personal knowledge	0%
Several types	0%
Other (specify)	2%

Q5. Which smartphone app do you use for trip planning?

Asked if survey in Spanish and Q4=app

Open-end, multiple responses accepted

	Total
	30
Google Maps	47%
PDX Bus	13%
TriMet	10%
Apple Maps	7%
Other response	23%

Q6. Which website do you use for trip planning?

Asked if survey in Spanish and Q4=other website

Open-end, multiple responses accepted

Only one person responded, so answers are not shown.

Q7. Do you use it in English or Spanish?

Asked if survey in Spanish and Q4=trimet.org/app/other websites

	Total
	49
Spanish	53%
English	24%
Both	22%

Q8. When you contact TriMet's Customer Service for trip planning assistance, do you get help in English or Spanish?

Asked if survey in Spanish and Q4=customer service

	Total
	6
In Spanish	83%
In English	17%

Q9. How satisfied are you with the trip planning help you get from TriMet's Customer Service?

Asked if survey in Spanish and Q4=customer service

	Total
	6
NET: Satisfied =====	100%
Very satisfied	83%
Somewhat satisfied	17%

Q10. How do you usually pay for your transit fare?

	Total
	977
Plastic Hop card (Adult, Honored Citizen or Youth)	55%
Employer pass or employer-provided Hop card	16%
Virtual Hop card on smartphone	15%
Cash fare on the bus	5%
Ticket from ticket machine	4%
Mobile wallet on smartphone (using credit or debit card via Apple Pay, Samsung Pay, Google Pay)	3%
Contactless credit or debit card	1%
Student ID	1%
Other (specify)	1%

Q11. How easy or difficult is it to purchase your transit fare?

Asked if Q10 is not plastic/virtual Hop/don't know

	Total
	293
NET: Easy =====	78%
Very easy	66%
Somewhat easy	13%
Neither easy nor difficult =====	9%
NET: Difficult =====	7%
Somewhat difficult	5%
Very difficult	2%
Don't know	6%

Q12. How easy or difficult is it to load funds onto your Hop card?

Asked if Q10=plastic/virtual Hop

	Total
	673
NET: Easy =====	88%
Very easy	71%
Somewhat easy	18%
Neither easy nor difficult =====	5%
NET: Difficult =====	5%
Somewhat difficult	4%
Very difficult	1%
Don't know	1%

Q13. How easy or difficult is it to find out when your bus or train will arrive?

	Total
	966
NET: Easy =====	85%
Very easy	57%
Somewhat easy	29%
Neither easy nor difficult =====	6%
NET: Difficult =====	8%
Somewhat difficult	6%
Very difficult	2%
Don't know	1%

Q14. How do you usually find out when your bus or train will arrive? (asked if survey in Spanish)

	Total
	77
With a smartphone app	42%
With TransitTracker on trimet.org	21%
By looking at digital display at my bus stop or MAX Station	19%
By calling 503-238-RIDE and entering my stop ID number	9%
By texting the stop ID to 27299	4%
I don't get real-time arrival information; I just rely on the schedules.	1%
Other (specify)	4%

Q15. How easy or difficult is getting on board your bus or train?

	Total
	967
NET: Easy =====	89%
Very easy	70%
Somewhat easy	19%
Neither easy nor difficult =====	6%
NET: Difficult =====	5%
Somewhat difficult	4%
Very difficult	1%
Don't know	0%

Q16. How easy or difficult is it to know when to get off your bus?

Asked if Screener=bus

	Total
	855
NET: Easy =====	81%
Very easy	47%
Somewhat easy	34%
Neither easy nor difficult =====	9%
NET: Difficult =====	10%
Somewhat difficult	8%
Very difficult	2%
Don't know	0%

Q17. How easy or difficult is to know when to get off the MAX?

Asked if Screener=MAX

	Total
	751
NET: Easy =====	90%
Very easy	72%
Somewhat easy	18%
Neither easy nor difficult =====	5%
NET: Difficult =====	4%
Somewhat difficult	3%
Very difficult	1%
Don't know	0%

Q18. How easy or difficult is it to exit the bus?

	Total
	855
NET: Easy =====	79%
Very easy	52%
Somewhat easy	28%
Neither easy nor difficult =====	8%
NET: Difficult =====	13%
Somewhat difficult	11%
Very difficult	2%

Q19. How easy or difficult is to transfer between buses and trains (from one bus or train line to another)

Not applicable removed from calculations

	Total
	885
NET: Easy =====	71%
Very easy	39%
Somewhat easy	32%
Neither easy nor difficult =====	12%
NET: Difficult =====	16%
Somewhat difficult	13%
Very difficult	3%
Don't know	1%

Q20. How easy or difficult is to get help when needed during your trips on TriMet?

Not applicable removed from calculations

	Total
	952
NET: Easy =====	41%
Very easy	21%
Somewhat easy	20%
Neither easy nor difficult =====	15%
NET: Difficult =====	19%
Somewhat difficult	11%
Very difficult	8%
Don't know	13%

Q21. If we could make three aspects of your trip easier, which would be most important to you? Select up to three answers.

Removed from calculations: None of the above

	Total
	823
Finding out when your bus or train will arrive	33%
Transferring between buses and trains	32%
Planning your trips on transit	25%
Getting help when needed during your trips on TriMet	25%
Knowing when to get off your bus (if bus in Q1)	25%
Exiting the bus (if bus in Q1)	18%
Loading funds onto your Hop card (if plastic/virtual Hop in Q10)	10%
Knowing when to get off the MAX (if MAX in Q1)	6%
Getting on board transit vehicles	6%
Purchasing your transit fare (if not plastic/virtual Hop/don't know in Q10)	5%
NET: Other responses =====	30%
COVID related/wear mask/distance	5%
Safety/enforce rules	4%
More: frequency/span/areas of service	4%
Cleanliness	2%
Hop related-app/card/reader	2%
Improve: transfers/delays/cancelled vehicles/pass-ups	2%
Schedule visibility/accuracy/transit tracker/maps/signage	2%
Disability comment	2%
Exit the bus issues	1%
Other passengers: homeless/mental illness/drugs/violent	1%
On-time/reliability	1%
Driver comment	1%
Automatic passenger announcements/other announcements	1%
Bike capacity	1%
Faster	0%
Less fares	0%
Shelters	0%
Positive TriMet	0%
Other response	2%

Q22. How could we make it easier to plan your trips on transit?

Open-end, multiple responses accepted

	Total
	100
Trip planner: needs improvement in general	29%
Trip planner: improve features/options/choices	16%
Accurate arrival times	11%
Improve apps-Google Maps/Apple Maps/PDX Bus, etc.	9%
Positive TriMet	9%
More information: stops/schedules	6%
More frequency/span/areas served	5%
Delays/alerts/notifications	5%
Hop issues	4%
Other service related	3%
Better maps	2%
Issues with transfers/delays/cancelled vehicles/passups	2%
On-time/reliable	2%
Other response	8%

Q23. How could we make it easier to purchase your transit fare?

Open-end, multiple responses accepted

	Total
	31
TVM - not working/need more/load Hop funds there	26%
Cheaper	19%
Allow cash	16%
Want app to purchase fares	13%
Hop reader - not working/too far away	6%
Positive TriMet	6%
Other response	16%

Q24. How could we make it easier to load funds onto your Hop card?

Open-end, multiple responses accepted

	Total
	55
More ways to load/Apple Pay, others	33%
TVM - want to load there	20%
Make it easier	13%
Low funds notification/not alerting in time	7%
Hop website/Hop app/Hop in general	5%
Want to add less than \$5 to Hop	5%
Errors when loading	5%
Retail store issue-loading/finding	4%
HC fare loading-want to do it on-line	4%
Other response	9%

Q25. How could we make it easier to find out when your bus or train will arrive?

Open-end, multiple responses accepted

	Total
	202
Add monitors to stops/monitor suggestions	39%
Inaccurate: arrival times/Transit Tracker	21%
Vehicle early/late/cancelled - communicate	14%
Issues with apps/website/need better apps	11%
Positive TriMet	7%
Stop ID posted/schedules posted	7%
Phone notification	4%
Reliable trips/on-time performance	2%
Frequent service-need more	2%
Other service related	1%
Other response	7%

Q26. How could we make it easier to get on board your bus or train?

Open-end, multiple responses accepted

	Total
	37
Kneeling/near curb/use ramp	43%
Announcements made	8%
Positive TriMet	8%
Crowding/people near door	5%
Pull up to correct stop	5%
Doors open longer	5%
Sidewalks	5%
Other response	22%

Q27. How could we make it easier to know when to get off your bus?

Open-end, multiple responses accepted

	Total
	171
On-board display/announcements for all stops	63%
Drivers help/make announcements	11%
Better PA system/louder	11%
Announcements-incorrect/broken	9%
Dark/can't see outside/don't know where stop is	8%
Map showing location	6%
App that alerts me	5%
Signage at stop/station	4%
Positive TriMet	3%
Better lighting	2%
Crowding issues/people in the way	1%
Other response	4%

Q28. How could we make it easier to know when to get off the MAX?

Open-end, multiple responses accepted

	Total
	34
On-board display/announcements for all stops	32%
Announcements-incorrect/broken	26%
Better PA system/louder	18%
Map showing location	12%
Signage at stop/station	12%
Other response	26%

Q29. How could we make it easier to exit the bus?

Open-end, multiple responses accepted

	Total
	141
Back door issues	59%
Back door exit too high off ground/should be closer to curb/no sidewalk	14%
Kneeling/up to curb/ramp	12%
Allow front door exit	12%
Crowding/people in the way	7%
Open for longer time	2%
Other response	7%

Q30. How could we make it easier to transfer between buses and trains?

Open-end, multiple responses accepted

	Total
	198
Vehicle or schedule timing/arrives early/late/service disruption	38%
Drivers don't wait	15%
Less wait time	14%
Increase frequency	10%
More signage/Transit Tracker displays	10%
Accurate real-time info/improve app info	9%
Bus should be closer to MAX or other buses	9%
Finding the stop or station/unfamiliar with area or route	7%
Improve stops - clean, safe, shelter, sidewalks, other people issues	5%
More information/announcements	5%
On-time performance	4%
Prefer not to transfer	1%
Time points - cause delays	1%
Other response	6%

Q31. How could we make it easier to get help when needed?

Open-end, multiple responses accepted

	Total
	144
Present to help: driver/staff/security	47%
Call button on-board/text hotline/app to hotline	18%
Training: driver/staff	17%
Call center hours longer/easier to contact	8%
Info at stops or stations/info on-board	6%
More information non-specific	5%
Concerned about safety/no help available	4%
App notifications	3%
Improve website/trip planner/apps	2%
Announcements should be made	2%
Positive TriMet	1%
Other response	3%

Q33. How likely are you to recommend TriMet to a friend or family member?

	Total
	935
Promoter	55%
Detractor	21%
Passive	24%

Q34. What gender do you identify with?

Prefer not to say removed from calculations

	Total
	878
Male	50%
Female	45%
Non-binary	4%
Self identify (specify)	1%

Q35. What is your age?

Generations are approximate

	Total
	918
NET: Millennial and younger =====	25%
Under 18	1%
18 - 24	7%
25 - 34	17%
NET: Gen X =====	39%
35 - 44	20%
45 - 54	19%
NET: Boomer and older =====	35%
55 - 64	18%
65 or more	17%

Q36. What is your race or ethnicity? Select all that apply.

	Total
	875
White	73%
NET: People of Color =====	32%
Hispanic/Latino	14%
Asian/Asian American	6%
Bi-racial or multi-racial	6%
African American / Black	5%
American Indian or Alaskan Native	3%
Pacific Islander	1%
Other (specify)	1%

Q36. What is your race or ethnicity? Select all that apply.

Grouped into 1 response

	Total
	875
White only	67%
People of Color	33%

Q37. How well do you speak English?

Asked if survey in Spanish

	Total
	69
Very well	19%
NET: LEP (Limited English Proficiency) =====	81%
Well	23%
Not well	48%
Not at all	10%

Q38. How well do you read English?

Asked if survey in Spanish

	Total
	69
Very well	19%
NET: LEP =====	78%
Well	26%
Not well	38%
Not at all	14%
Don't know	3%

Q39. Is there anything else you'd like to tell us?

	Total
	914
No	74%
Yes	23%
Don't know	4%