



# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

## Master Minute Order

**File Number: 21-234a**

**Report ID:** 21-234a

**Type:** Regular - External Affairs

**Status:** Received

**Agenda  
Section:**

**Meeting Body:** Board of Directors -  
Regular Meeting

**Report Created:** 05/27/2021

**Final Action:** 06/09/2021

**ded Action:** Consider receiving a briefing on customer satisfaction survey practices. [Requested by  
Director Peeples - 5/28/2008]

**Sponsors:**

**Enactment Date:**

**Attachments:** STAFF REPORT, Att. 1 Charts of Research Findings

**Enactment Number:**

**Hearing Date:**

**Effective Date:**

### History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	06/09/2021	Received				Pass
<b>Action Text:</b> MOTION: BECKLES/SHAW to receive a briefing on customer satisfaction survey practices. The motion carried by the following vote:						
<b>Notes:</b> Marketing Administrator Eden Gerson presented the staff report.						

#### Public Comment:

There were no public comments offered.

#### Board Discussion:

President Ortiz was disappointed that there had not been a customer satisfaction survey since 2008 and emphasized the importance of surveying and learning from the riders what their riding experiences are in order to make informed decisions. Referring to a statement in the report that surveys will be conducted every few years, President Ortiz asked for more details about the schedule and methods. Ms. Gerson advised that staff planned to conduct in-person surveys every few years in addition to digital and focused surveys. She added that once a policy is in place, staff would look into a more concrete surveying schedule.

President Ortiz wanted to know when the Board would see the results of a complete customer satisfaction survey and was advised by staff that it would be complete by

the end of the fiscal year 2023. Ms. Gerson added that a hefty cost is associated with running in-person customer satisfaction surveys, to which President Ortiz argued that AC Transit should spend funds on such an important tool and reiterated the value that a customer satisfaction survey would bring to decision-making. Acting Director of Marketing and Communications Nichele Laynes clarified that staff has been conducting more focused surveys to better understand the demographic composition of ridership, their access to mobile devices, and public perception. She added that a comprehensive customer satisfaction survey has never been conducted and the first one will take a while to implement, with the preliminary results expected in FY 2022 with the final results available in FY 2023. President Ortiz was disappointed that the cost of operating a customer satisfaction survey was not budgeted and that it would take such a long time to tally the final results.

Director Shaw was also disappointed with the timeline and asked to have the survey data available before the service change in the fall of 2022. Director Shaw concurred with President Ortiz and added that the survey should be done sooner than proposed regardless of the cost and staffing constraints; and wanted to know the cost of the survey so that it can be included in the Budget. General Manager Hursh advised that he would look into ways to accelerate the survey process, noting that this was another reason why the American Rescue Plan funds were needed sooner rather than later. Ms. Laynes added that staff has already planned to conduct an extensive survey as part of the service change in 2022 and assured the Board that data about AC Transit's service will be available.

Director Shaw suggested that staff collect customer feedback from customers who submit complaints to learn how satisfied they were with the response.

Director Peeples was frustrated that it took staff many years to address his agenda request from 2008 and believed the report missed the point. Director Peeples commented that a vast number of academic papers and national and international industry experts are committed to the topic of customer satisfaction in public transit and that he was hoping to see a literature survey and data from resources of a much broader reach. Director Peeples commented that ridership feedback would directly guide service planning efforts and urged staff to use the resources that are already available instead of re-inventing the wheel. Director Peeples agreed with previous Board comments to bring the survey data sooner than proposed.

Director Walsh thanked staff for working on the report and wanted to know why it took many years to start planning the survey. Director Walsh commented on her experience gathering data on riders' experience on social media and advised staff to be creative in engaging the riders and gathering feedback that may not have a high cost associated with it.

Director Williams concurred with the previous comments and asked that staff exercises cultural competency when engaging with riders that do not have access to digital means.

By consensus, the Board gave direction to the General Manager to accelerate the customer satisfaction survey and present the results in time for the 2022 service change.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,  
Director Williams, Director Shaw, Director Peeples

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