CUSTOMER SATISFACTION SURVEY

2023 CUSTOMER SURVEY
Findings Report

Prepared By
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Presented To
KANSAS CITY STREETCAR AUTHORITY

RideKC STREETCAR
CUSTOMER SATISFACTION SURVEY

- On-Board Customer Satisfaction Survey
- Surveying took place in Nov 2023 (last survey in spring 2022)
- Completed by ETC Institute
- Statistically signification sample (880 completed surveys)
- Surveys available in paper or digital format and English or Spanish options
CUSTOMER SATISFACTION

96% of riders are SATISFIED with the EASE OF USE

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.
Q8-Q20: How do you rate RideKC Streetcar Service?

by percentage of respondents (excluding “don’t know” responses)

- Ease of use: 81% (15% Dissatisfied & Poor)
- Access to stops: 76% (17% Dissatisfied & Poor)
- Condition of stops: 74% (18% Dissatisfied & Poor)
- Cleanliness of streetcars: 75% (17% Dissatisfied & Poor)
- Reliability of service: 73% (19% Dissatisfied & Poor)
- Personal safety while riding: 74% (17% Dissatisfied & Poor)
- Professionalism & friendliness of operators & staff: 76% (15% Dissatisfied & Poor)
- On schedule: 69% (22% Dissatisfied & Poor)
- Personal safety while at stops: 68% (20% Dissatisfied & Poor)
- Helpfullness of Call Center representatives: 68% (16% Dissatisfied & Poor)
- Information on service disruptions & delays: 63% (18% Dissatisfied & Poor)
- Amenities at stops: 59% (16% Dissatisfied & Poor)

KC
WHO IS RIDING THE KC STREETCAR?

80% KC METRO RESIDENTS

20% VISITORS

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.
CHOICE RIDERS

65% of streetcar riders CHOOSE TO RIDE (meaning they have a vehicle available but choose to take the streetcar instead).

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WHERE ARE KC STREETCAR RIDERS GOING?

31% of weekday streetcar riders are ACCESSING EMPLOYMENT

*According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.*
HOW ARE RIDERS USING THE KC STREETCAR?

More than 61% of streetcar riders are SPENDING MONEY (meaning they are dining, shopping, socializing, and/or visiting museums).

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Do you use a mobile application to track Streetcar vehicles real-time or trip plan? (by percentage of respondents excluding “non provided” responses)

- NO: 65%
- YES: 35%

If “YES” – Which mobile application do you use?

- City Post: 59%
- Transit App: 35%
- Other: 6%
WHO IS RIDING THE KC STREETCAR?

25-34 YEARS = largest % of riders

35% of riders are over the age of 45

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THANK YOU