

RideKC  STREETCAR™

# 2023 CUSTOMER SURVEY

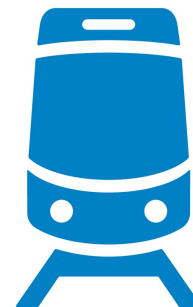
Findings Report

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Presented To  
KANSAS CITY STREETCAR  
AUTHORITY



# CUSTOMER SATISFACTION SURVEY



RideKC  
STREETCAR™

# CUSTOMER SATISFACTION SURVEY

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- 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

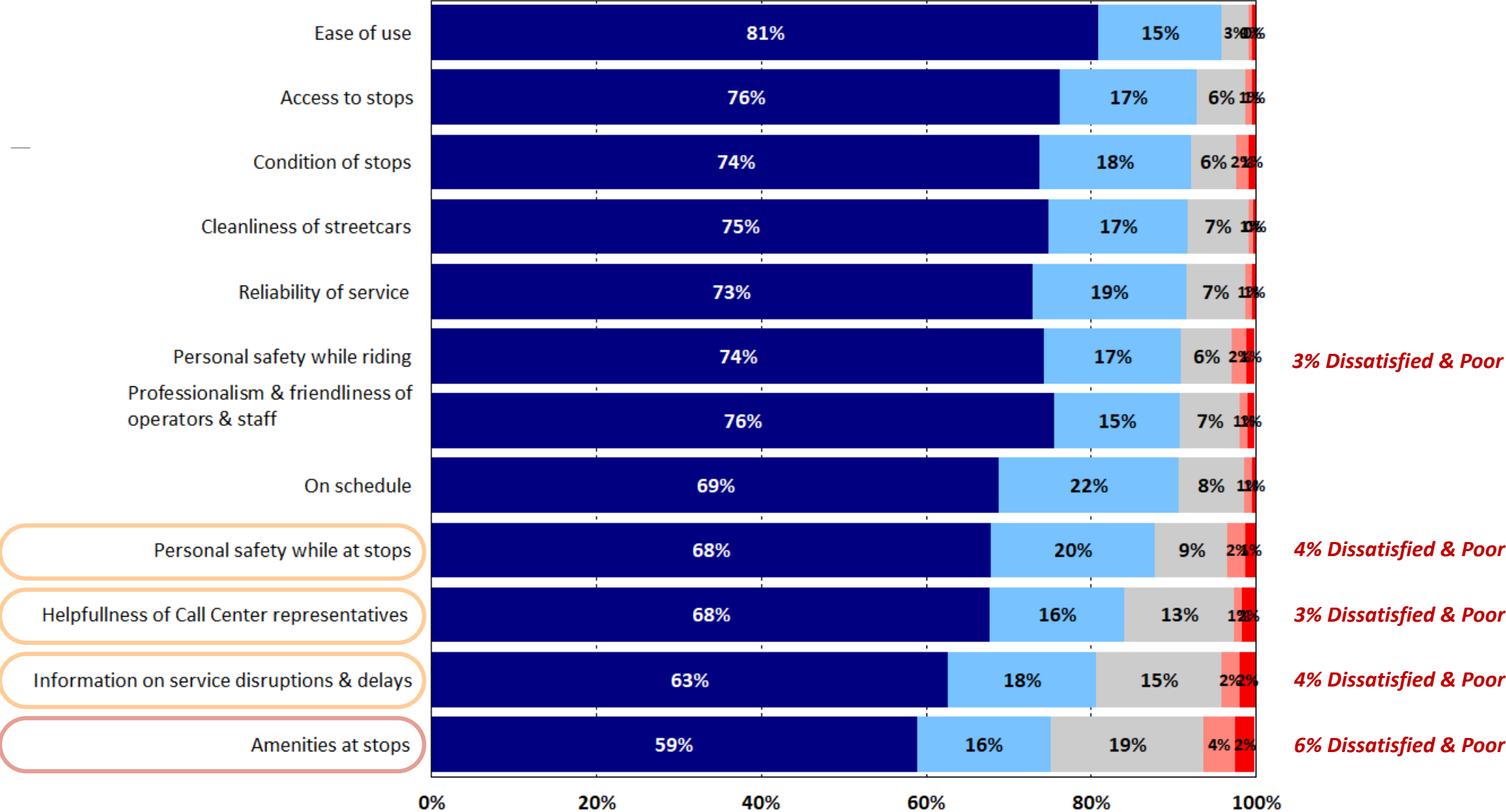


**96%** of riders are  
***SATISFIED*** with the  
**EASE OF USE**

\* 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)



# WHO IS RIDING THE KC STREETCAR?



**80%**  
**KC METRO  
RESIDENTS**

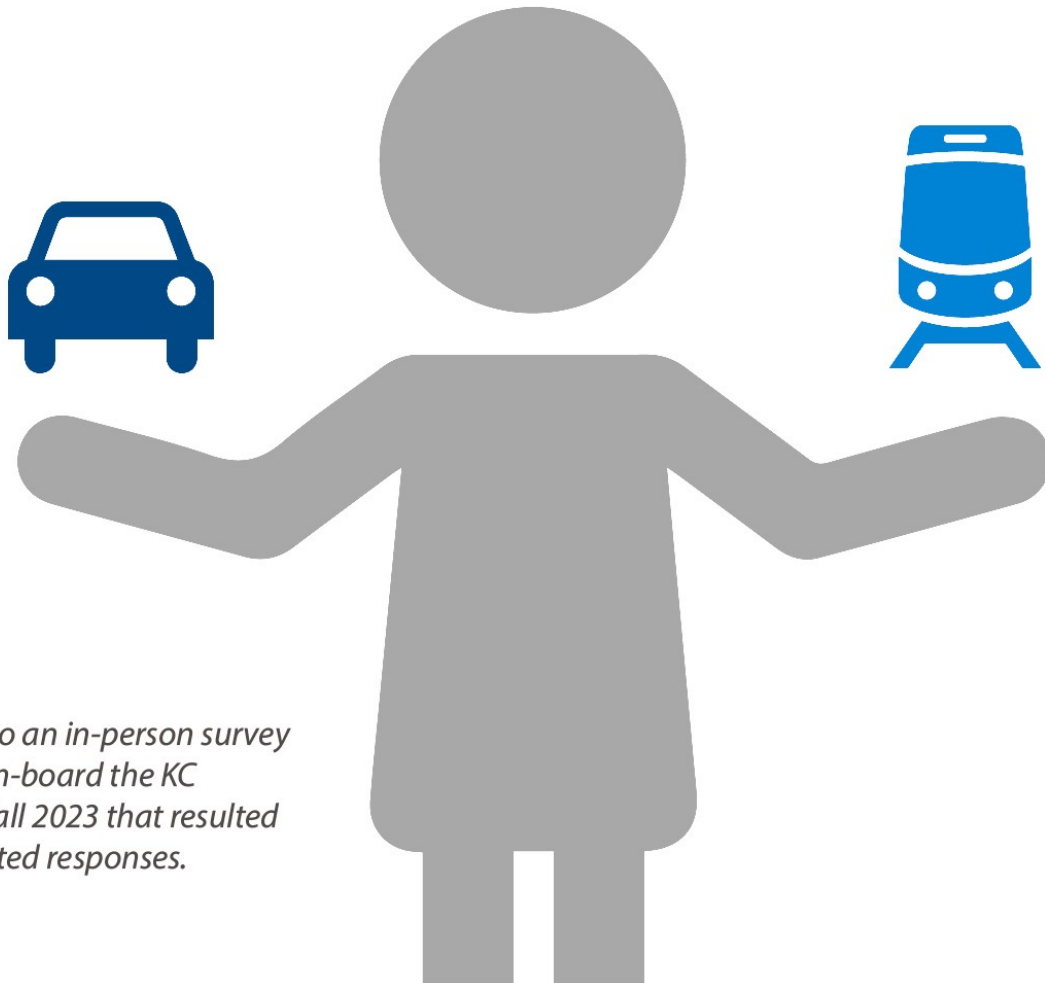


**20%**  
**VISITORS**

*\* 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)

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

# 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***

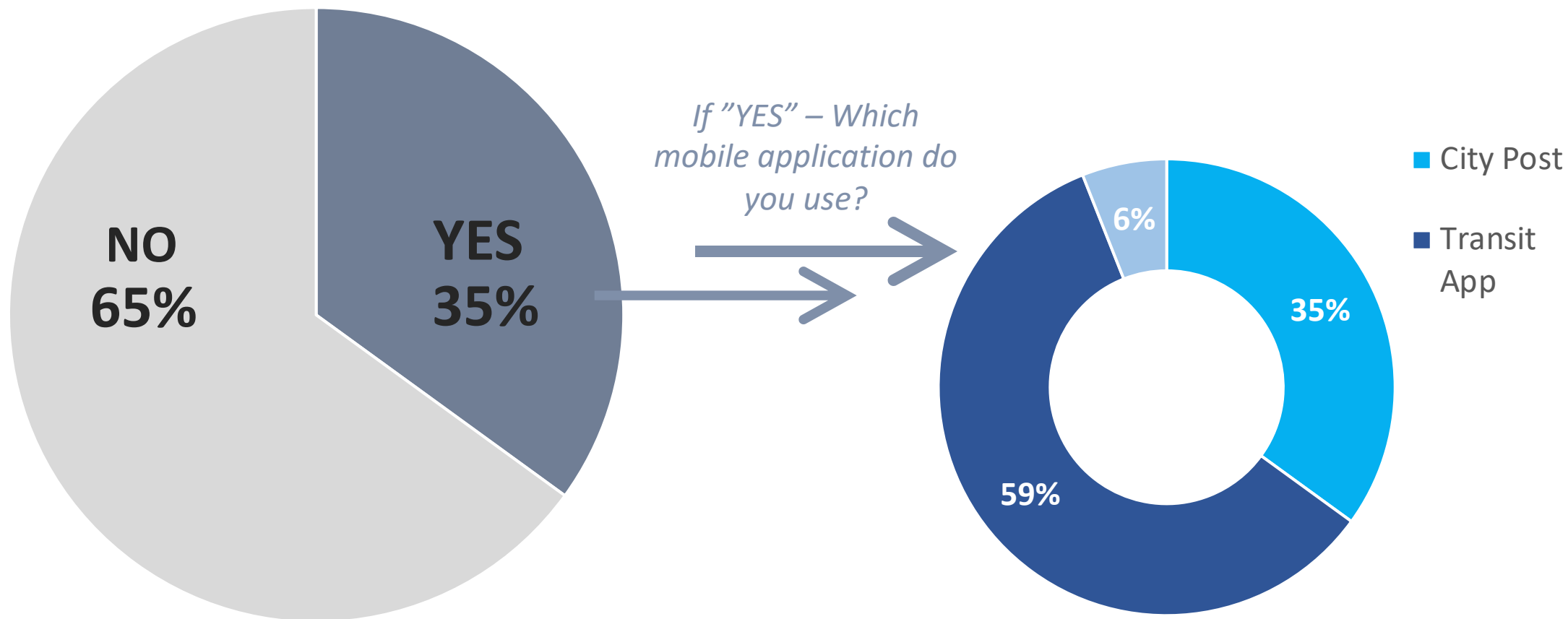
(meaning they are dining, shopping,  
socializing, and/or visiting museums)

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



# Do you use a mobile application to track Streetcar vehicles real-time or trip plan?

*(by percentage of respondents excluding "non provided" responses)*



# WHO IS RIDING THE KC STREETCAR?

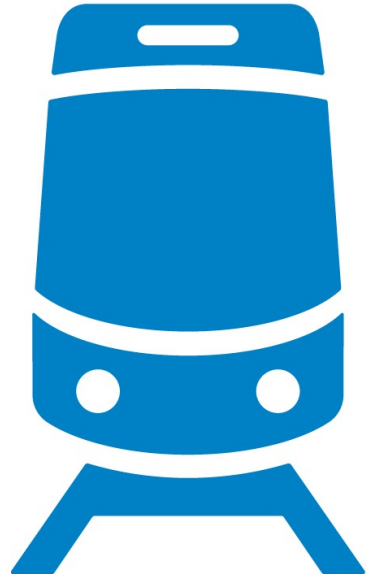


**25-34 YEARS**  
*= largest % of riders*

**35%** of riders  
are over the age of **45**

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# RideKC STREETCAR™

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THANK YOU