

2025 CUSTOMER SURVEY

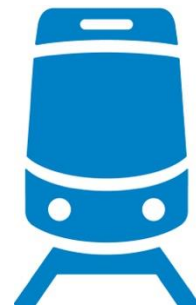
Findings Report

Prepared By
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Presented To
KANSAS CITY STREETCAR
AUTHORITY



CUSTOMER SATISFACTION SURVEY



RideKC
STREETCAR™

CUSTOMER SATISFACTION SURVEY

- On-Board Customer Satisfaction Survey
- Surveying took place in July of 2025 (*last survey in Nov 2023*)
- Completed by ETC Institute
- Statistically significant sample (*1315 completed surveys*)
- Surveys available in paper or digital format and English or Spanish options

CUSTOMER SATISFACTION



96% of riders are
SATISFIED with
**OVERALL
SERVICE**

* According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.

CUSTOMER SATISFACTION

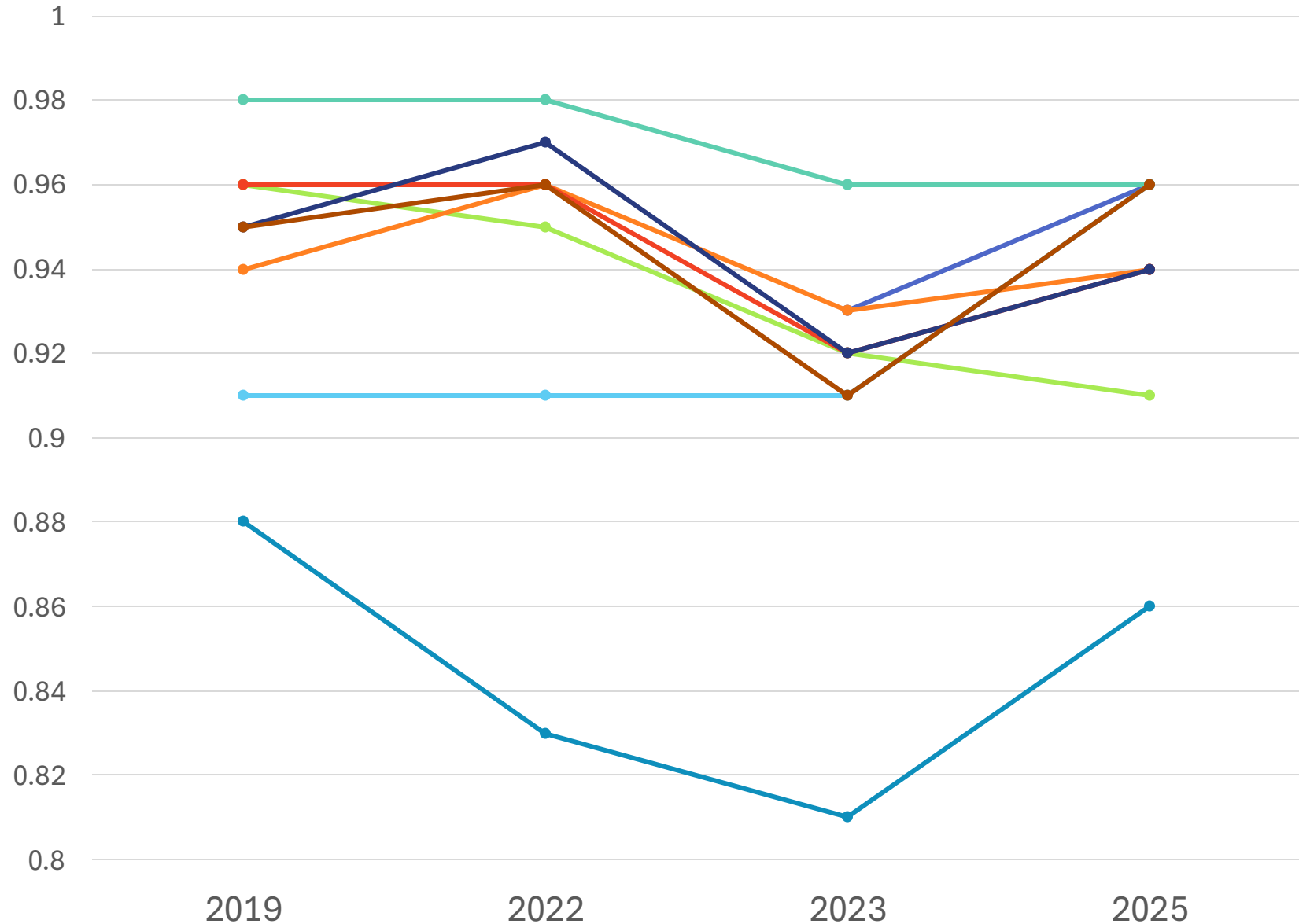


96% of riders are
SATISFIED with the
EASE OF USE

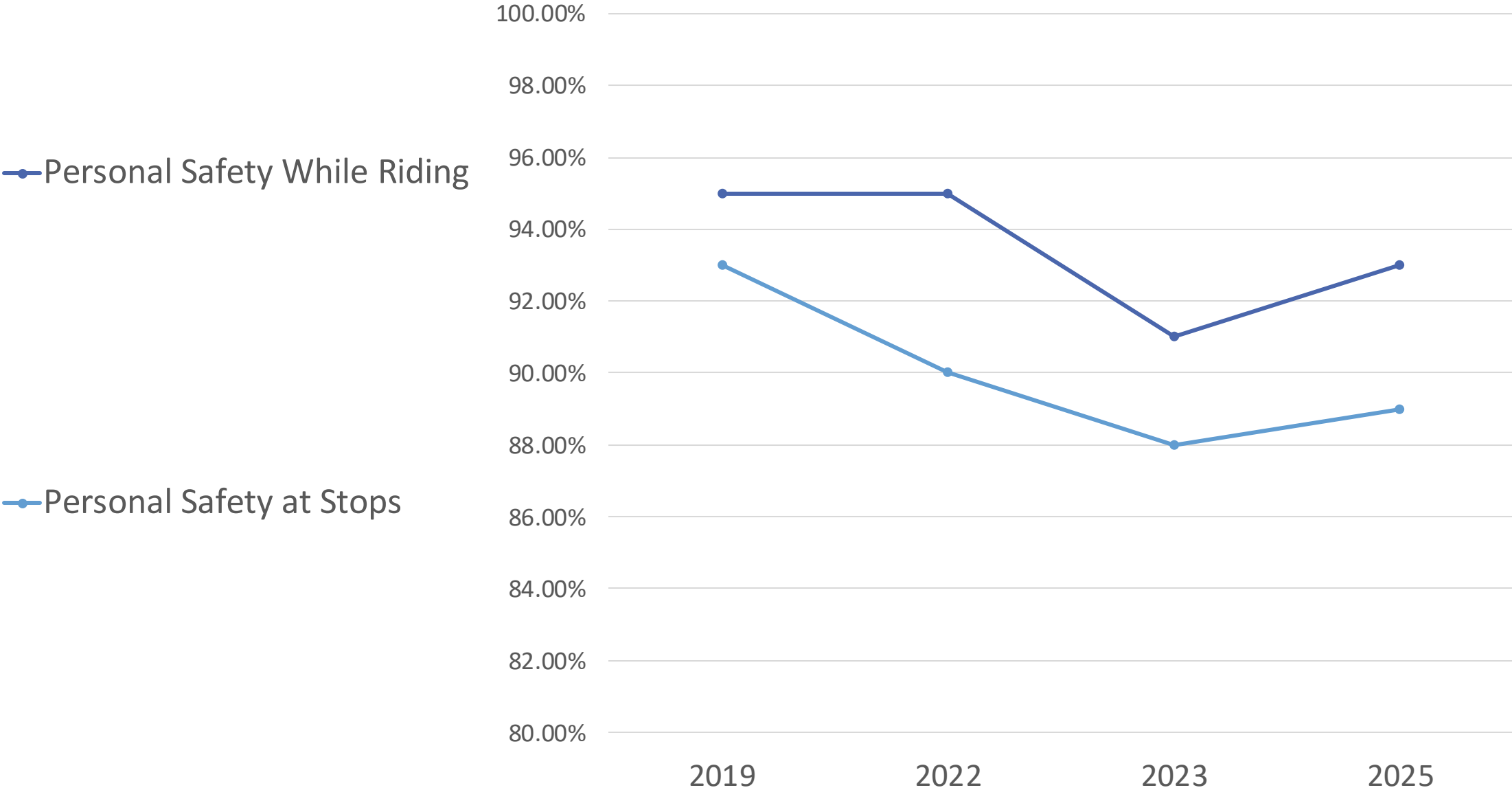
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Satisfaction with Streetcar Service

- Overall Rating of KC Streetcar
- Frequency
- Reliability
- Ease of Use
- Access to Stops
- Cleanliness & Condition of Stops
- Cleanliness & Condition of Streetcars
- Professionalism & Friendliness of Staff
- Information on Disruptions & Delays



Satisfaction with Streetcar Safety



CUSTOMER SATISFACTION

What do Riders Value the Most?

1. Frequency



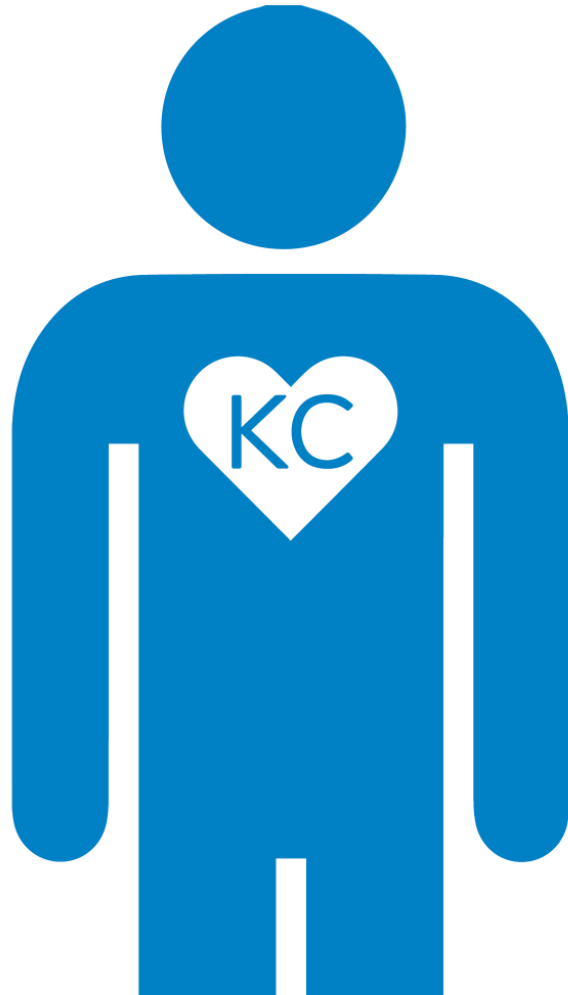
2. Reliability



3. Ease of Use



WHO IS RIDING THE KC STREETCAR?



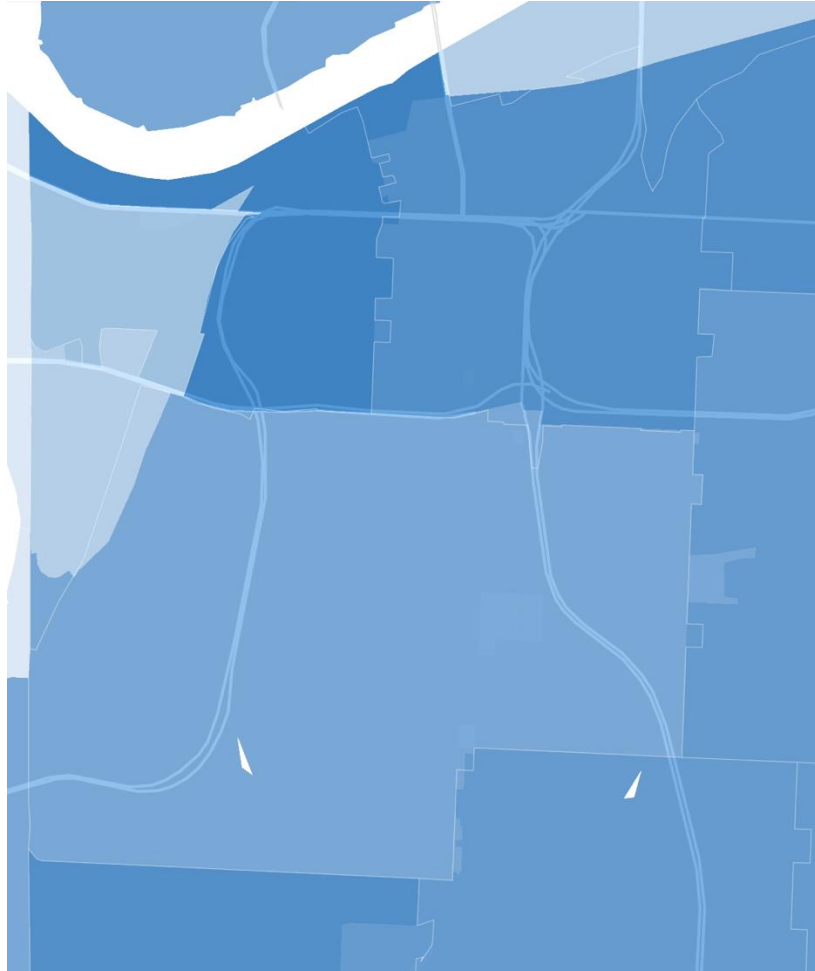
72%
**KC METRO
RESIDENTS**



28%
VISITORS

** According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses. Nine county MARC area used as geographic boundary of "KC Metro."*

WHO IS RIDING THE KC STREETCAR?



38%
**OF STREETCAR RIDERS
LIVE OR WORK
DOWNTOWN**

** According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses. "Downtown" area including zip codes 64105, 64106, and 64108.*

CHOICE RIDERS



71%
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 July of 2025 that resulted in 1315 validated responses.*

WHERE ARE KC STREETCAR RIDERS GOING?



22%

of weekday streetcar riders are

**ACCESSING
EMPLOYMENT**

** According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.*

WHERE ARE KC STREETCAR RIDERS GOING?



67%

of weekend streetcar riders are

***ACCESSING
SHOPPING OR
ENTERTAINMENT***

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HOW ARE RIDERS USING THE KC STREETCAR?



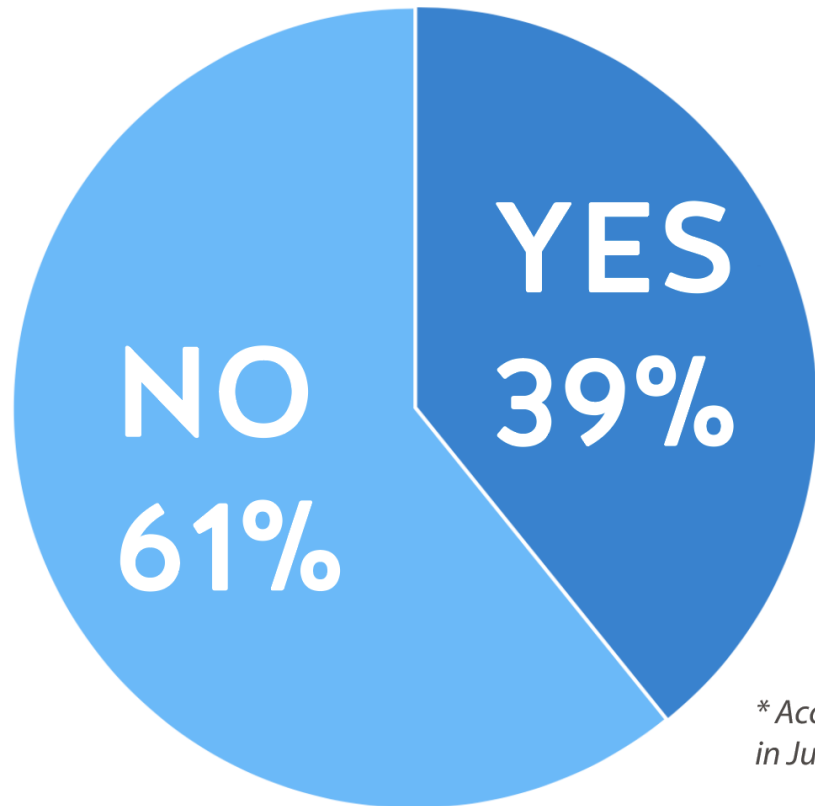
More than **75%**
of streetcar riders are
***SPENDING
MONEY***

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

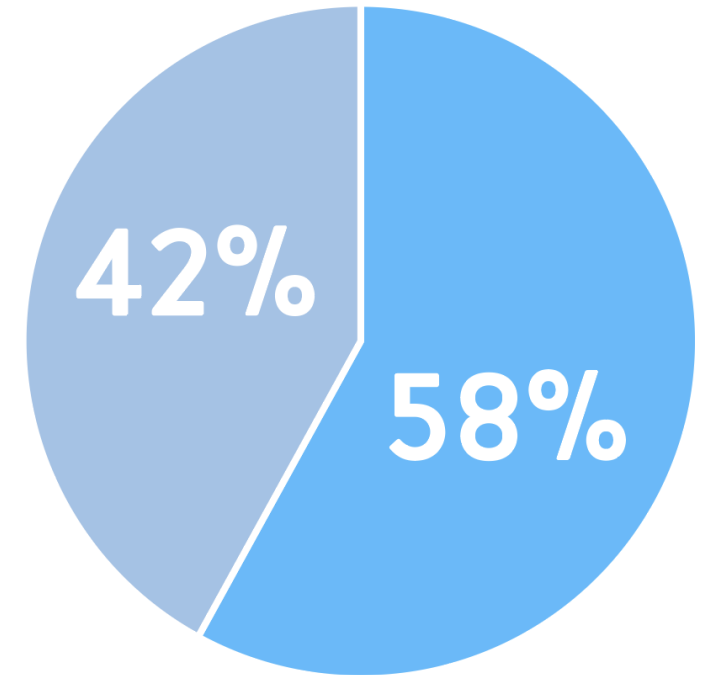
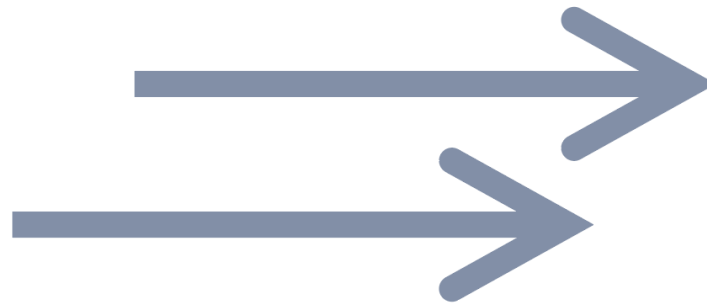
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HOW DO RIDERS TRIP PLAN FOR THE KC STREETCAR?

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



If "YES" – Which mobile application do you use?



■ Apple or Google Maps
■ Transit App

* According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.

WHO IS RIDING THE KC STREETCAR?



25-34 YEARS
= largest % of riders

31% of riders
are over the age of **45**

** According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.*

2025 KC STREETCAR SURVEY RIDER PROFILE

| Gender | | Race/Ethnicity | | Age | | Household Income | |
|----------------------------|--------|------------------------|--------|--------------------|--------|---------------------|--------|
| Male | 46.10% | White | 57.50% | Under 18 | 1.50% | \$100K+ | 17.70% |
| Female | 42.20% | African American | 16.20% | 18–24 | 14.80% | \$70K–\$99,999 | 4.60% |
| Non-binary | 1.70% | Hispanic or Latino | 11.20% | 25–34 | 30.70% | \$50K–\$69,999 | 6.00% |
| | | Asian American | 5.20% | 35–44 | 21.70% | \$40K–\$49,999 | 6.40% |
| | | American Indian | 1.50% | 45–54 | 13.90% | \$30K–\$39,999 | 6.90% |
| | | Other | 0.90% | 55–64 | 11.10% | \$20K–\$29,999 | 6.40% |
| | | | | 65+ | 6.30% | \$0–\$19,999 | 4.00% |
| | | | | | | Not provided | 7.10% |
| | | | | | | | |
| Personal Vehicle Ownership | | How often do you ride? | | Trip Purpose | | Access Method | |
| Yes | 71.30% | 1–3 days a week | 32.20% | Live/work close | 33.50% | Walked | 65.50% |
| No | 28.70% | 4–5 days a week | 15.70% | Save parking money | 32.10% | Personal car | 22.50% |
| | | 6–7 days a week | 10.20% | Avoid stress | 31.00% | Bus | 6.80% |
| | | Not regularly | 42.00% | Save gas/auto | 25.20% | Rideshare dropoff | 1.90% |
| | | | | Saves time | 19.80% | Non-service dropoff | 1.20% |
| | | | | Environment | 16.80% | Personal bike | 0.80% |
| | | | | No access to car | 16.00% | eScooter | 0.80% |
| | | | | Other | 6.50% | Bike share | 0.50% |