



**WINTER  
2025**

**Fixed-Route  
Customer Satisfaction  
Response Plan**

**A. Recommendations 1: Address Bus, Bus Shelter and Central Hub Cleanliness**

| Recommendation                                    | Basis  | Actions   | Priority   |
|---|--|---|--|
| <p><b>A.1: Improve Bus Shelter Conditions</b></p> | <p>Bus Shelters cleanliness scored the lowest in terms of cleanliness in the survey. WRTA owns 27 Shelters within the service area. Shelters are cleaned twice a week and pressure washed twice per year. However, these shelters are well utilized and can be appear to be unkempt through non-transit use. Shelters should be viewed as a gateway to the system and are a visual representation of the WRTA to all who use the roadways in the region.</p> | <ol style="list-style-type: none"> <li>1. Publish the cleaning process for shelters on the website/social media so individuals are aware of the weekly cleaning efforts</li> <li>2. Develop signage for the shelters to indicate there are trash cans onboard WRTA buses and not to litter in neighborhoods.</li> <li>3. Work with local neighborhood groups to “adopt-a-shelter” where they would also clean the shelter twice a week or potential share the contractor cleaning cost. The group would be allowed a panel on the shelter to indicate they are supporting the cleaning of the shelter.</li> </ol> | <ol style="list-style-type: none"> <li>1. High (1 year)</li> <li>2. Medium (1-2 Year)</li> <li>3. Low (2-3 years)</li> </ol> |
| <p><b>A.2: Improve Cleanliness of hub</b></p>     | <p>The WRTA Central Hub is the focal point for all WRTA fixed route service. Given the hub and spoke model of the WRTA service, a significant percentage of customers use the Central Hub each day. It is paramount that the hub cleanliness remains high to retain existing passengers and attract new passengers.</p>  | <ol style="list-style-type: none"> <li>1. Review contractual and internal opportunities to be more responsive to the cleaning needs throughout the day for the hub.</li> <li>2. Publish the cleaning processes of the hub on the website/social media so individuals are aware of the daily cleaning activities.</li> </ol>   | <ol style="list-style-type: none"> <li>1. High (1 Year)</li> <li>2. 2. Medium (1-2 years)</li> </ol>                         |
| <p><b>A.3 Cleanliness of buses</b></p>            | <p>The cleanliness of buses scored in an acceptable range for Weekdays and Sundays, but scored a 2.9 on Saturdays. Cleanliness of the buses should remain high throughout every service day. A clean bus is important to the passengers and operators of the WRTA buses.</p>   | <ol style="list-style-type: none"> <li>1. Review cleaning procedures with WRTA’s contractor to ensure that same protocols are followed each service day.</li> <li>2. Publish the cleaning processes of the buses on the website/social media so individuals are aware of the daily cleaning activities.</li> </ol>  | <ol style="list-style-type: none"> <li>1. High (1 year)</li> <li>2. Medium (1-2 years)</li> </ol>                            |

**B. Recommendations 2: Customer Service and Communications**

| Recommendation  | Basis   | Actions   | Priority   |
|---|---|---|--|
| <p><b>B.1: Improve Customer Notification of Service Changes</b></p> | <p>The lowest scoring customer satisfaction area in the entirety of the survey was the notification process of service changes. Keeping riders informed of detours, missed trips, and schedule changes is critical to the usability of the service. While WRTA attempts to mitigate as much of these service impacts as possible, they are not completely avoidable given the number of variables (accidents, detours, constructions, etc.) that occur on the roadways in the region. An informed customer can make alternative decisions and will have more trust in the system with the open communication.</p> | <ol style="list-style-type: none"> <li>1. Increase the number of staff that can post information on the website to better respond to the communication needs of riders.</li> <li>2. Invest in a new intelligent transportation system (ITS) that can provide real time information on a number of trip planning platforms. This ITS can also serve to directly communicate to passengers about missed trips, detours and other service changes</li> </ol> | <ol style="list-style-type: none"> <li>1. Completed</li> <li>2. High (1 Year)</li> </ol> |
| <p><b>B.2: Emphasize Driver Courtesy</b></p>                        | <p>The drivers for the WRTA are the face of the authority. Their interaction with the passengers sets the tone for the passenger’s specific trip but can also set the tone for their day. A smile and hello can go a long way to improve an individual’s experience. Overall the drivers scored very well on Weekdays and Saturdays. However, the scores were lower on Sundays. It is important the customer experience remains high on all service days.</p>   | <ol style="list-style-type: none"> <li>1. Work with WRTAs contractor to ensure that the support mechanisms on Sundays are in place the same way the are available on Weekdays and Saturdays.</li> </ol>   | <ol style="list-style-type: none"> <li>1. High (1 Year)</li> </ol>                       |

**C. Recommendations 3: Safety on Sundays**

| Recommendation  | Basis   | Actions   | Priority  |
|---|---|---|---|
| <p><b>C.1: Ensure safety onboard the bus on Sundays</b></p> | <p>Both “Bus drivers driving” and “Personal Safety on bus” scored below a 3 for Sundays. While the sample size was low for that particular day, safety is of paramount concern for WRTA. Safety scores should remain high for each service day.</p> | <ol style="list-style-type: none"> <li>1. Work with WRTAs contractor to ensure that the monitoring and support mechanisms on Sundays are in place the same way they are available on Weekdays and Saturdays.</li> <li>2. The service provided on Sundays, is the lowest amount of service hours provided by WRTA. Fewer hours means fewer passengers. If service levels were increased this means more people would be onboard the bus. Passengers generally feel safer when there are more individuals are riding the bus. The WRTA should seek to expand Sunday service to respond to customer needs but also to assist with the perception of safety.</li> <li>2. 3. Review and potential procure new onboard camera system. Investigate possibility of new system having ability to broadcast CCTV onboard bus to deter any unwanted activities and increase awareness that the vehicle is under surveillance.</li> </ol> | <ol style="list-style-type: none"> <li>1. High (1 year)</li> <li>2. Medium (1-2 years)</li> <li>3. 3. Medium (1-2 years)</li> </ol> |

**D. Recommendations: Service Expansion Needs**

| Recommendation                                      | Basis   | Actions  | Priority  |
|---|---|--|---|
| <p><b>D.1: Increase Sunday Service Levels</b></p>   | <p>The responses from the survey strongly indicated a need for increased Sunday service. Individuals surveyed on weekdays and Saturdays also had a significant percent of a need for increased Sunday service (18% and 25% respectively). More than 1 in 3 Sunday customers indicated a need for increased service. For WRTA, there are available vehicles to operate on Sunday. The challenge is ensuring there is proper staffing and stable funding to respond to this need.</p> | <ol style="list-style-type: none"> <li>1. WRTA should analyze the feasibility and implementation path to increase the service levels on Sundays.</li> <li>2. Following that analysis, WRTA should begin to implement the new Sunday Service, or consider a weekend service level (weekend service would be the same on Saturday and Sunday).</li> </ol>  | <ol style="list-style-type: none"> <li>1. Partially Completed/ High (1 Year)</li> <li>2. Medium (1-2 Years)</li> </ol>              |
| <p><b>D.2: Increase Saturday Service levels</b></p> | <p>The survey responses also indicate a need for increased Saturday service. While the survey responses did not indicate as strong of a need there were still a need indicated (weekdays 8%, Saturdays 17%, Sunday 8%).</p>   | <ol style="list-style-type: none"> <li>1. Following the analysis of Sunday service, the WRTA should consider creating a weekend service level as opposed to separate Saturday and Sunday service levels.</li> </ol>  | <ol style="list-style-type: none"> <li>1. Partially Completed/Medium (1-2 Year)</li> </ol>  |
| <p><b>D.3: Frequency Vs. Span</b></p>               | <p>The survey responses indicated a strong desire for both increased frequency and spans. Cambridge Systematics <i>“In general, these are in tension with one another (if a bus system operates more hours of the day, then the frequencies tend to be lower – and vice versa).”</i> WRTA has continued to grow ridership, and the need for either of the stated increased services are responsive to the ridership needs</p>   | <ol style="list-style-type: none"> <li>1. WRTA should work to create some focus groups or follow-up surveying that focuses just on this question in order to understand what customers most value.</li> <li>2. WRTA should take the feedback from the Focus groups or surveys to inform future Comprehensive Service Analyses.</li> <li>3. WRTA should implement the recommendations of the CSA which will likely include increased spans or frequencies.</li> </ol> | <ol style="list-style-type: none"> <li>1. Medium (1-2 Year)</li> <li>2. Medium (1-2 years)</li> <li>3. Long (2-3+ years)</li> </ol> |