



Briefing on 2024 Customer Satisfaction Survey and Hispanic Ridership Study

Committee-of-the-Whole
Communications Subcommittee
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Executive Summary

- Customer satisfaction rose noticeably, extending gains from 2023
 - Faster among dependent riders, women, Hispanic and bus-only riders
- Likelihood to ride also rose, more so among minority segments
- NPS rose significantly in 2024, exceeding pre-pandemic levels
 - Faster among choice riders, Caucasians, Hispanic and rail-only riders
- Satisfaction growth is driven by improvement in DART's performance ratings, especially "presence of DART personnel"
 - Areas of improvement: cleanliness and safety on trains, buses, train stations and bus stops



Satisfaction grew most among segments that rely upon DART – dependent riders, African Americans and Caucasians

DART's initiatives are bearing fruit – increasing headcount in police / fare enforcement, new seats on buses, more cleaning activities – all are driving satisfaction



Objectives and methodology

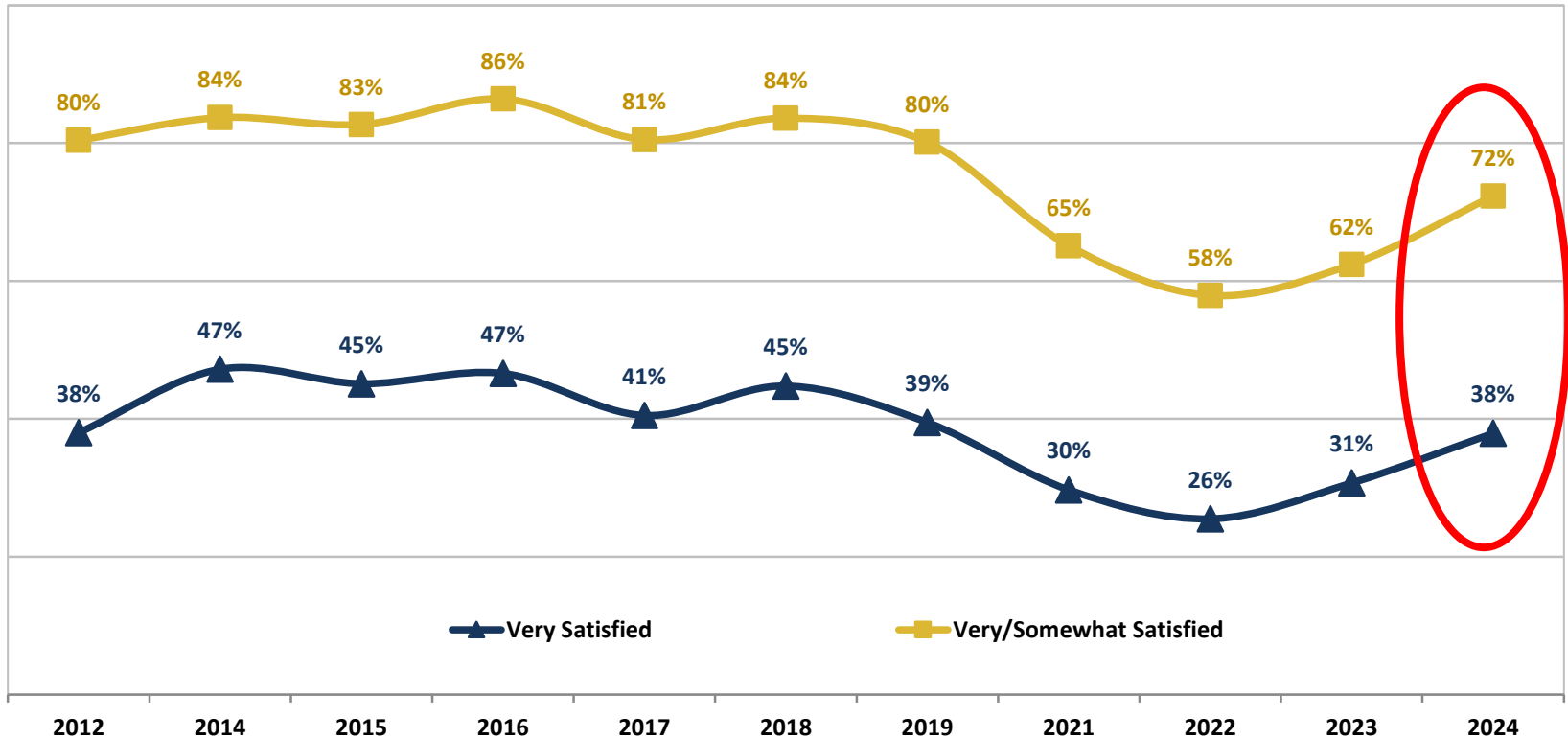
- Tracking study to monitor shifts in customer satisfaction over time. Conducted annually since 2012 (except 2020, due to COVID shutdowns)
- Data collected using paper surveys completed by riders onboard
 - Enhanced in 2023 with online surveys and increased focus on Spanish speaking population
 - Online survey promoted through GoPass app and events listing



Satisfaction with DART continued to improve in 2024, growing 10 points over 2023

Satisfaction With DART

Satisfaction with GoLink (2024) = 62%



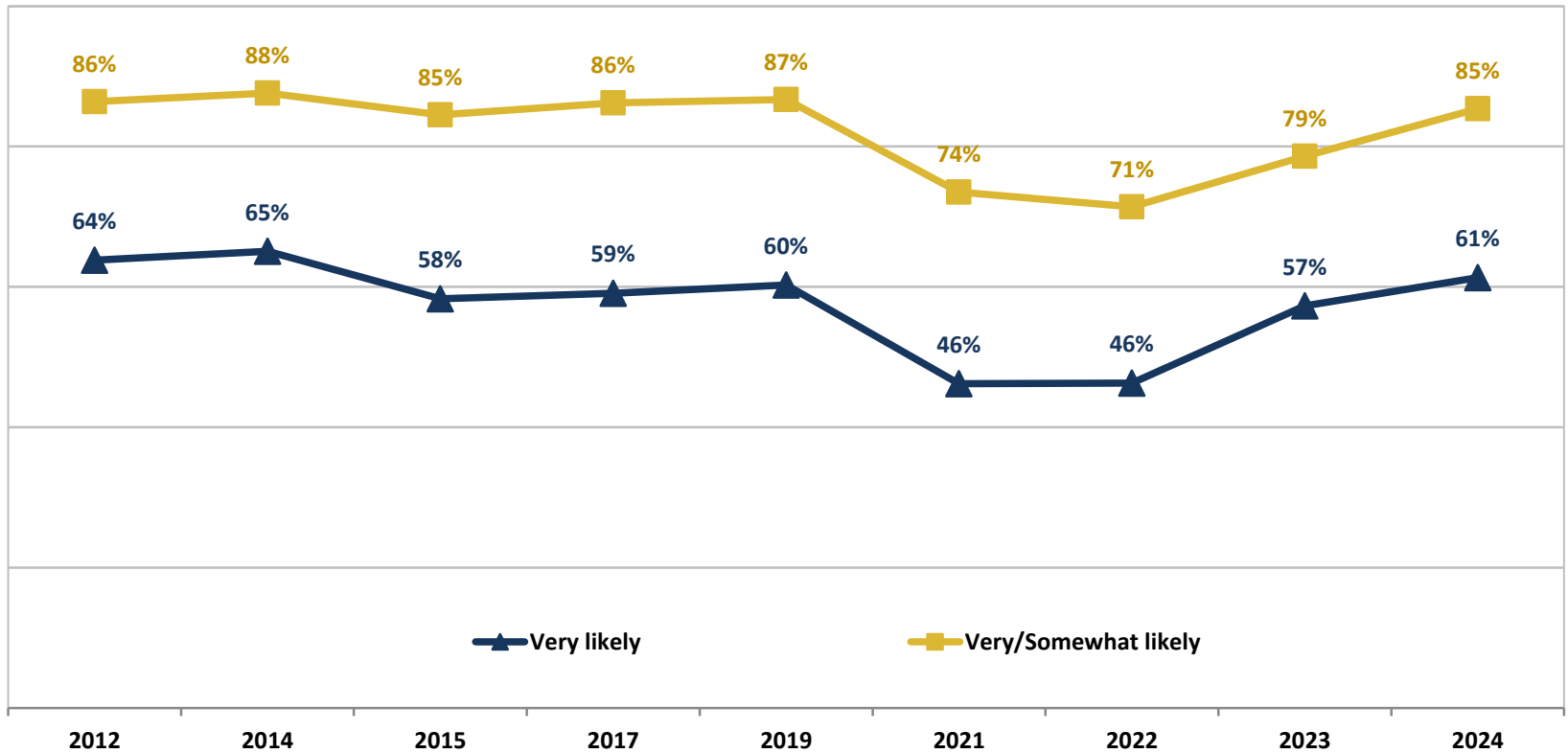
Q10. Overall, how satisfied are you with the services provided by DART? (5-point scale, *Very satisfied* to *Not at all satisfied*)

Q13. How satisfied are you with GoLink?



Likelihood to continue riding DART also continued to rise in 2024

Likelihood to Continue Using DART: Total

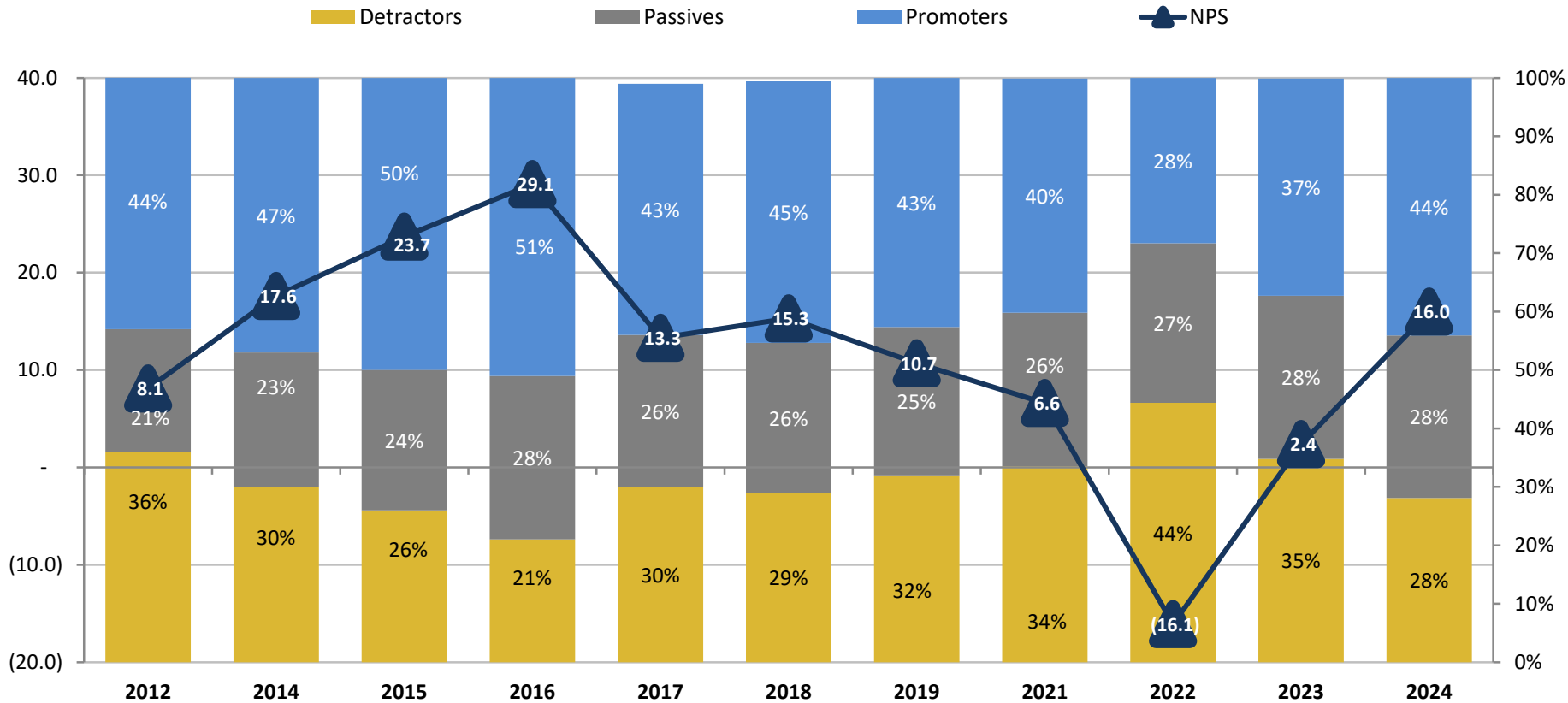


Q11. How likely are you to continue using DART in the future? (5-point scale, *Very likely* to *Not at all likely*)



DART's NPS has continued to rise strongly after the steep drop in 2022, exceeding pre-pandemic levels

Likelihood to Recommend (Net Promoter Score)



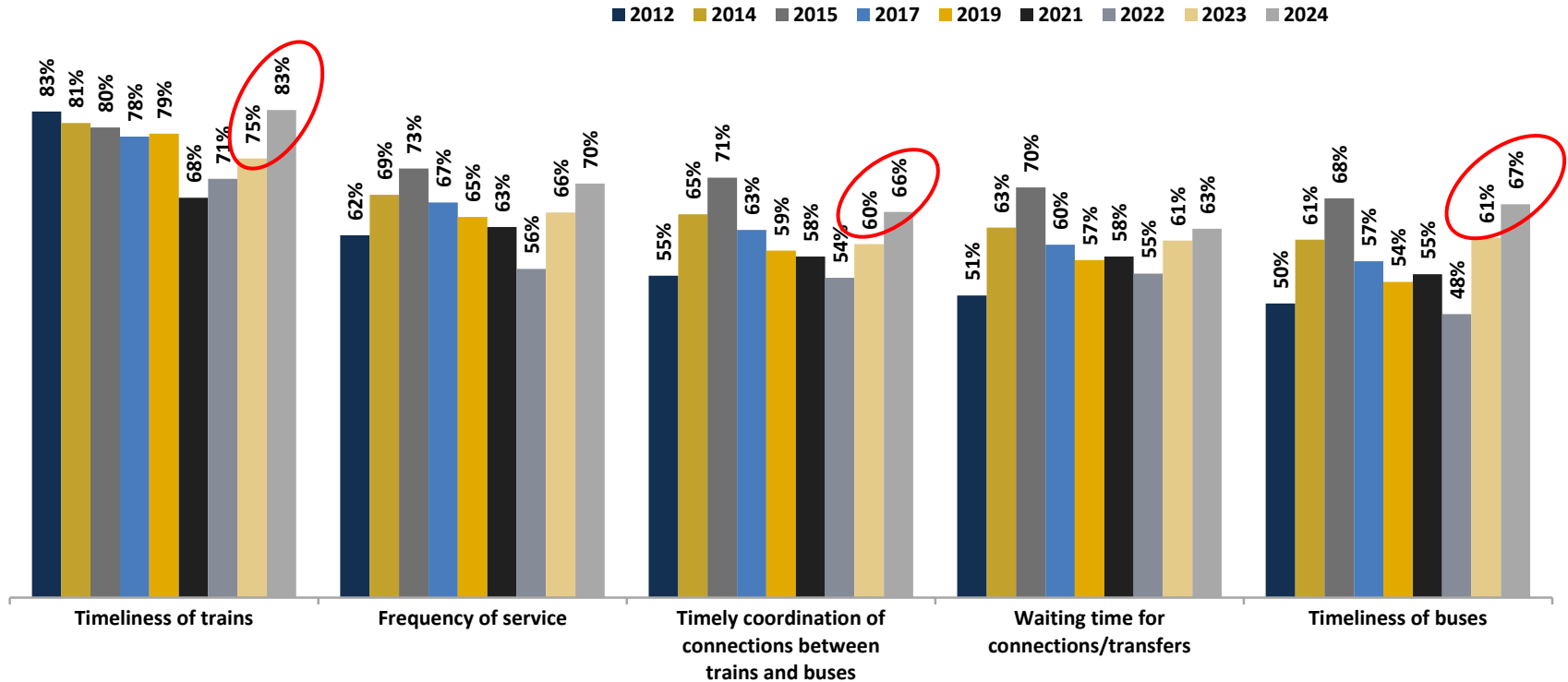
Q12. On a scale of 0 to 10, how likely are you to recommend using DART to friends or family members? (11-point scale, 0 to 10, *Extremely Likely* to *Not At All Likely*)



DART's rating for timeliness improved, especially for trains, buses and coordination between the two modes

DART Performance Trends (Excellent - Top-2 Box)

Timeliness



Note: This question was not asked in 2016.
Q24. How would you rate DART's performance on the following criteria?



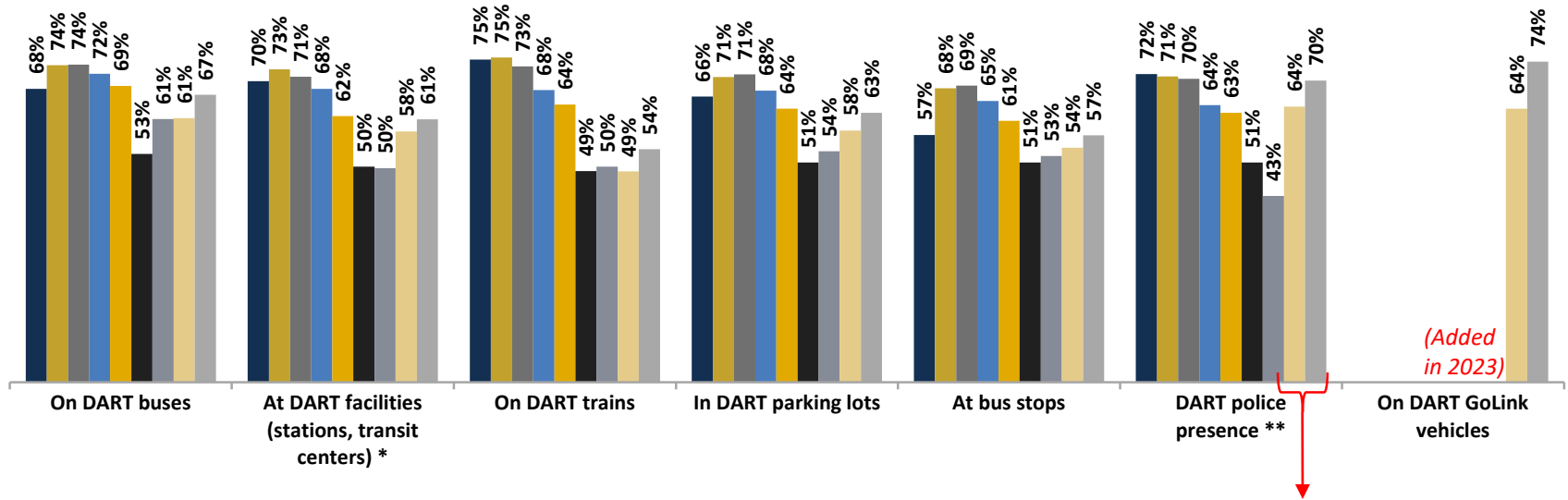
DART safety scores improved slightly across all assets; increased police presence continues to make an impact

DART Performance Trends (Excellent - Top-2 Box)



Safety/Security

■ 2012 ■ 2014 ■ 2015 ■ 2017 ■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



(Added in 2023)

**Question asked differently since 2023:
How satisfied are you with the presence of DART personnel when using DART?

Note: This question was not asked in 2018.

* Updated to include facilities other than platforms in 2023;

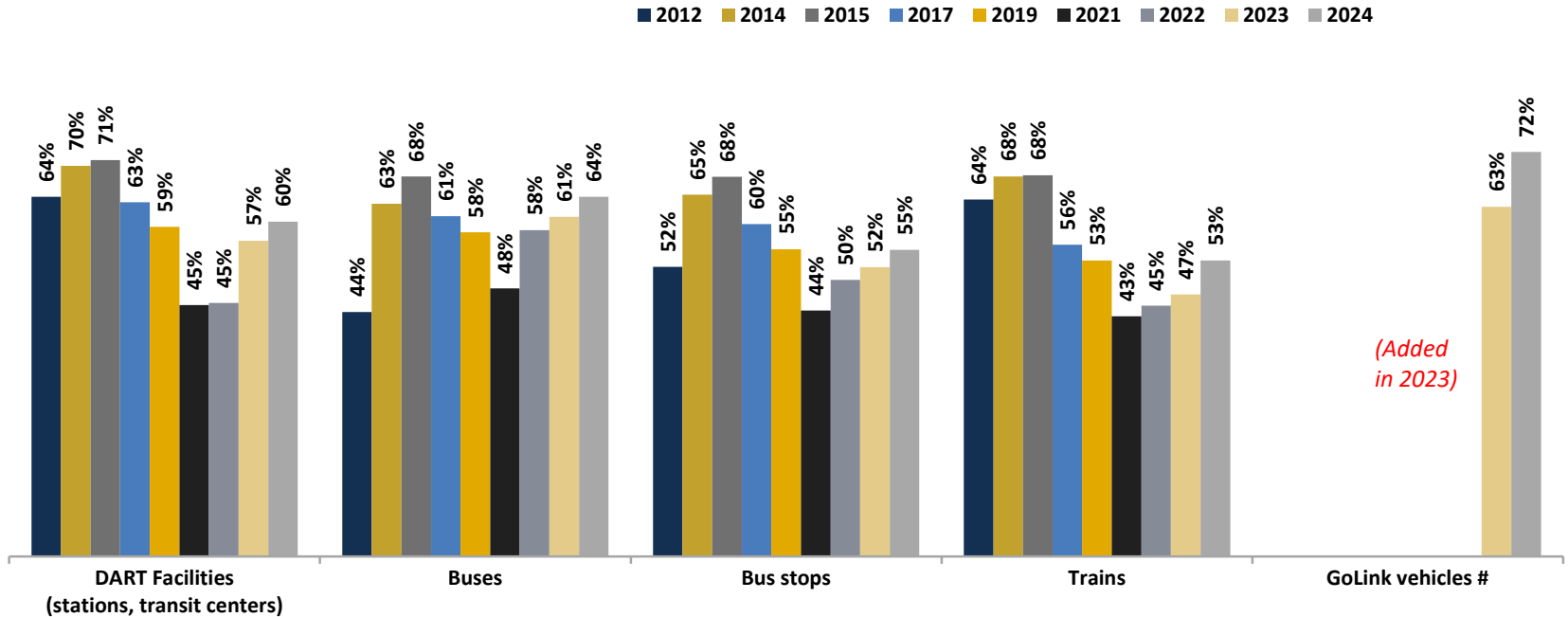
Q24. How would you rate DART's performance on the following criteria?



DART performance on cleanliness improved across the board, and noticeably so on trains

DART Performance Trends (Excellent - Top-2 Box)

Cleanliness



Note: This question was not asked in 2016.

New criteria added in 2023

Q24. How would you rate DART's performance on the following criteria?



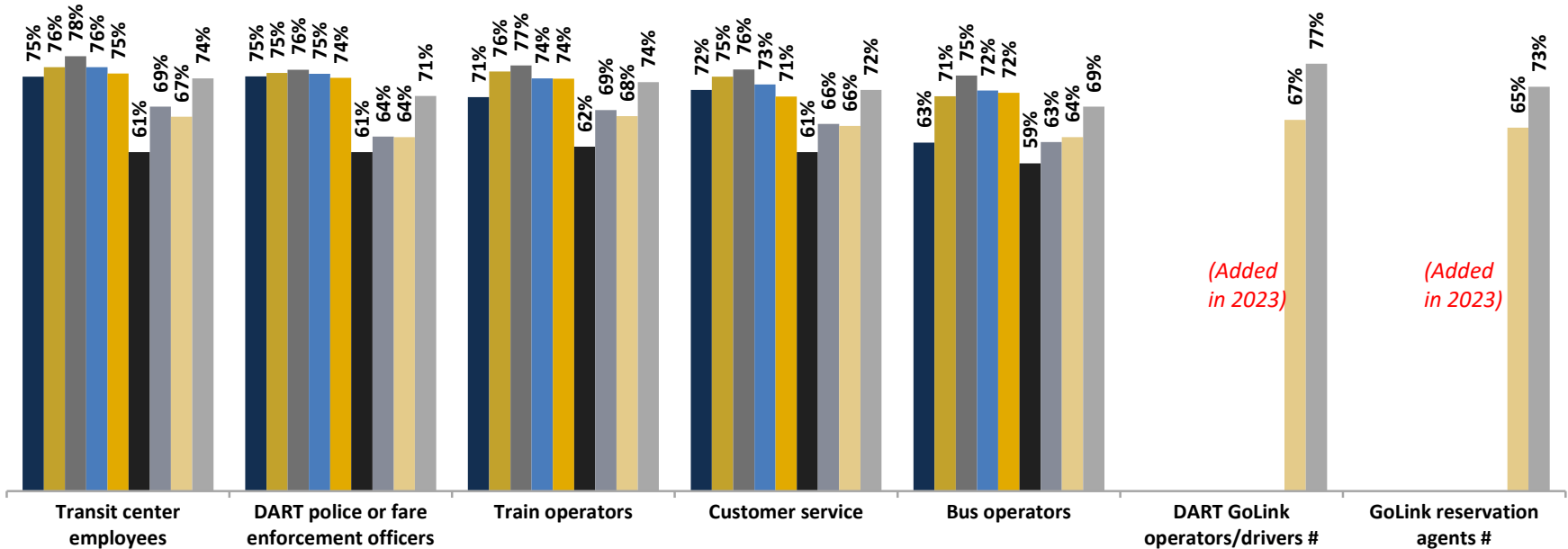
DART's performance on customer service rose again in 2024 – an improvement from 2023 when it was flat

DART Performance Trends (Excellent - Top-2 Box)



Customer Service

■ 2012 ■ 2014 ■ 2015 ■ 2017 ■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



Note: This question was not asked in 2016.

New criteria added in 2023

Q24. How would you rate DART's performance on the following criteria?



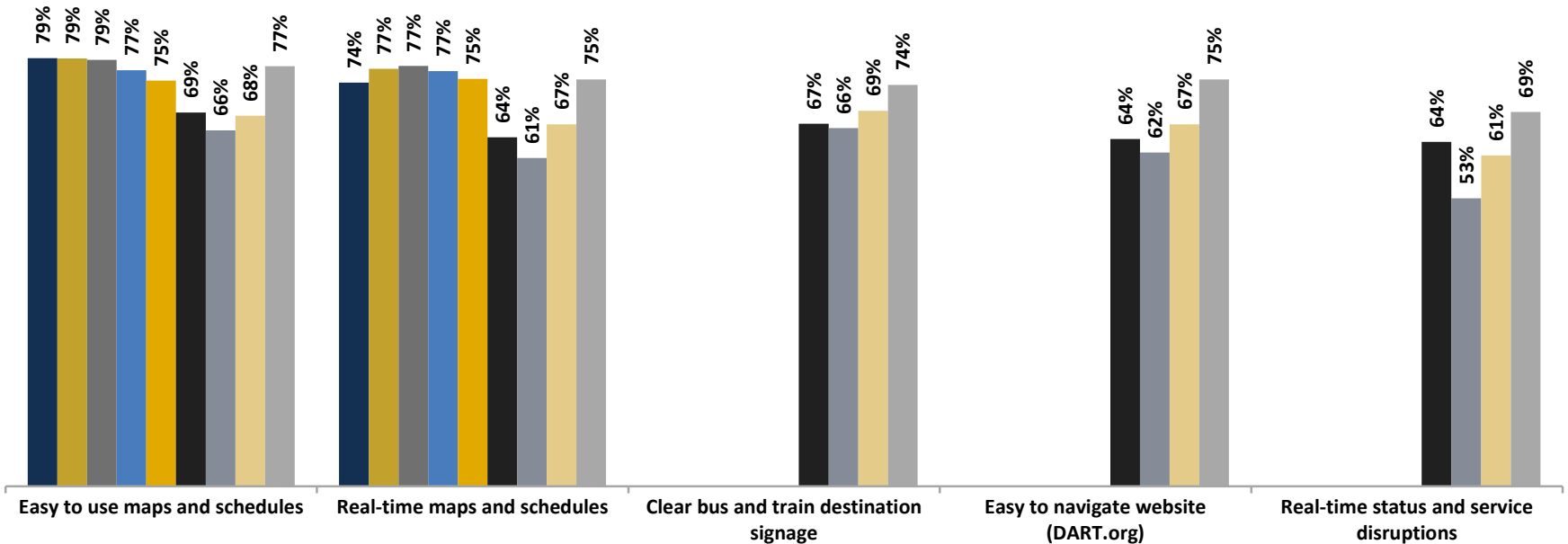
DART Communication performance improved noticeably across all measures

DART Performance Trends (Excellent - Top-2 Box)



Communication

■ 2012 ■ 2014 ■ 2015 ■ 2017 ■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024



Previously asked (2012-2019):

- Timely information about service disruptions
- Enough information about service disruptions



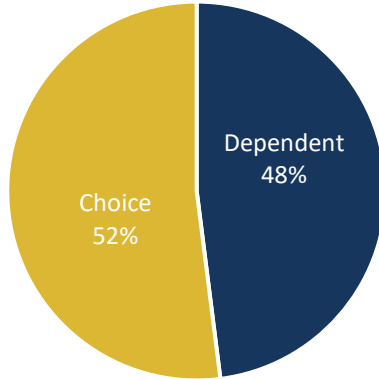
Note: This question was not asked in 2016.

Q24. How would you rate DART's performance on the following criteria?

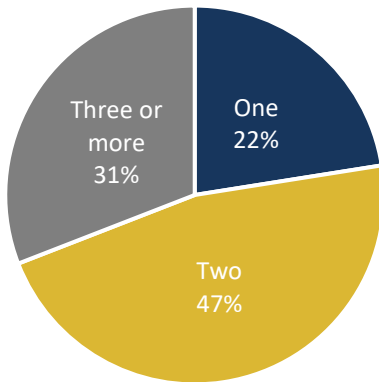


Trip details and usage of DART in 2024

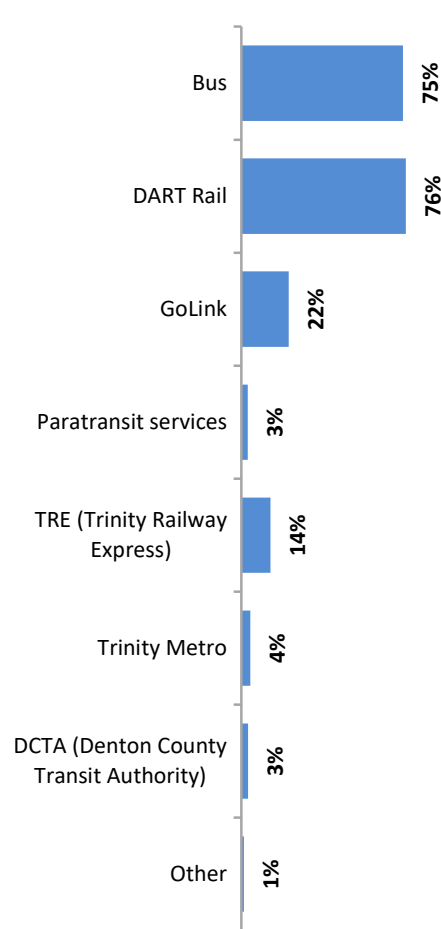
Dependence on DART



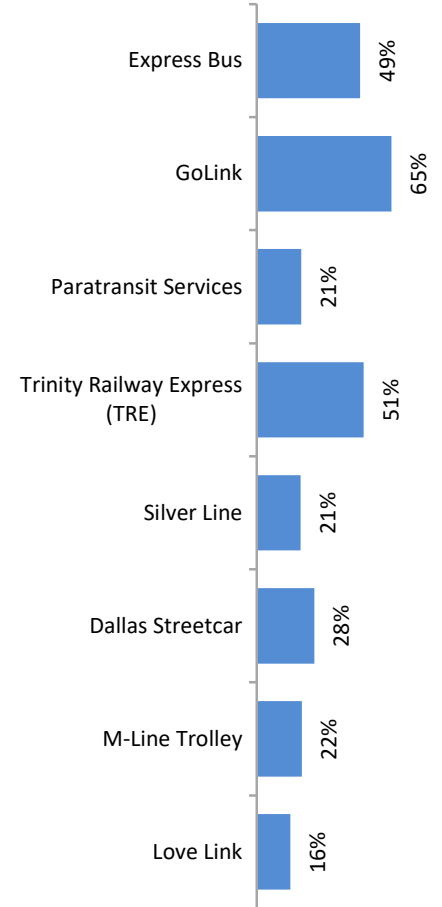
No. of connections one-way (counting current trip, including GoLink)



Services usually used



Awareness of services

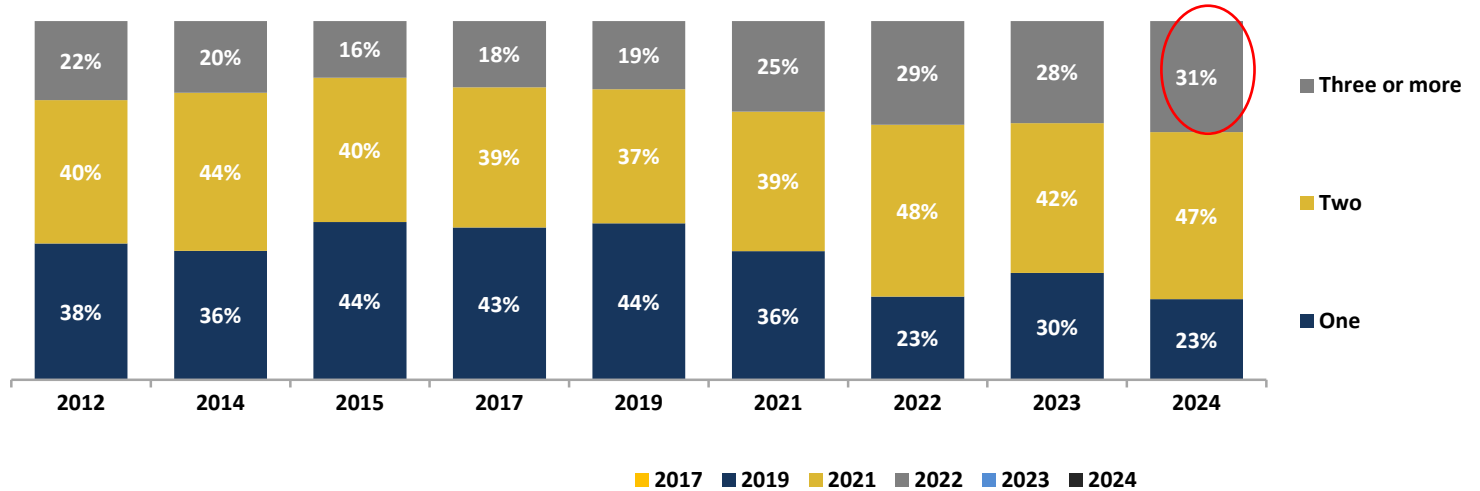




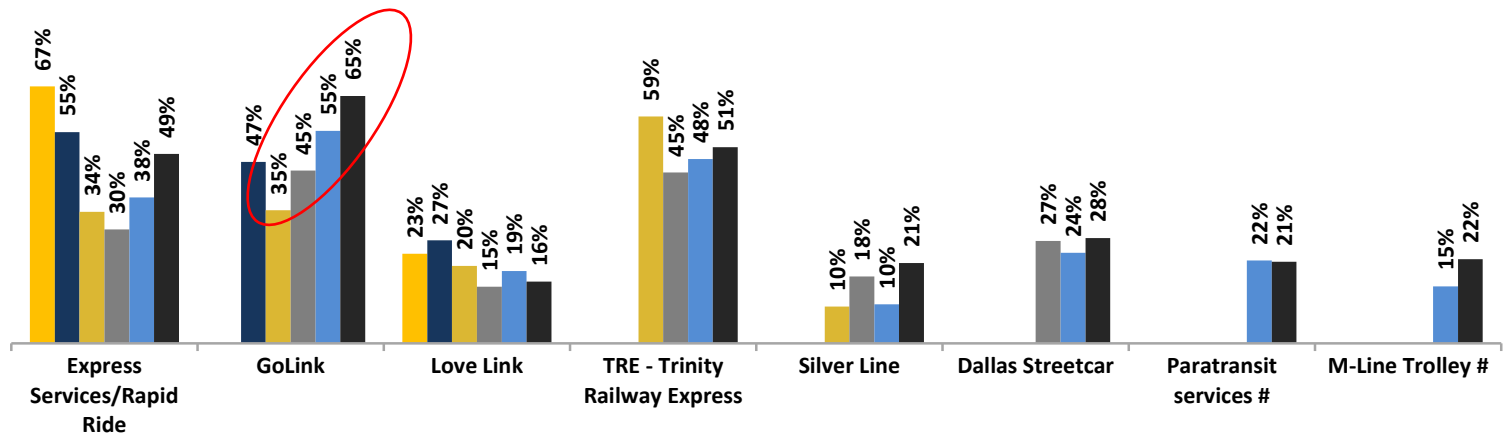
Trips consisting of three or more legs increased once again; GoLink awareness continues to rise noticeably

DART Trip Today

2) On your typical DART trip, how many total legs are in your journey (one way, including GoLink)?



3) Which of the following additional services are you aware of?



Note #: Added in 2023

The background is a blurred city street scene. On the left, there are tall buildings with many windows. In the center, a white bus is visible, though it is out of focus. On the right, there are traffic lights and a sign that says "#HungerActionMonth" and "with Texas Food Bank". The overall image has a warm, yellowish tint.

Hispanic/Latino Ridership Study



Hispanic Ridership Growth Study: Problem Statement

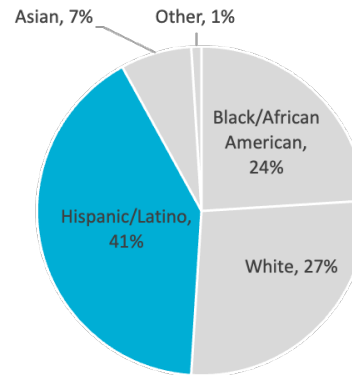
Project Question:

To diagnose perceived under-indexing of Hispanic Ridership as compared to the population representation in the DART Service Area. Hispanic and Latino populations make up 41% of the total population of the DART Service Area and only around 20% of total ridership.

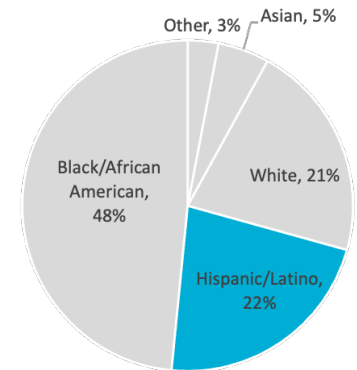
Project Goal:

Identify reasons, rationales and factors impacting Hispanic and Latino ridership to determine reasons for the discrepancy and offer an initial set of potential solutions that could be implemented or piloted in the future.

Service Area Demographics



Ridership Demographics



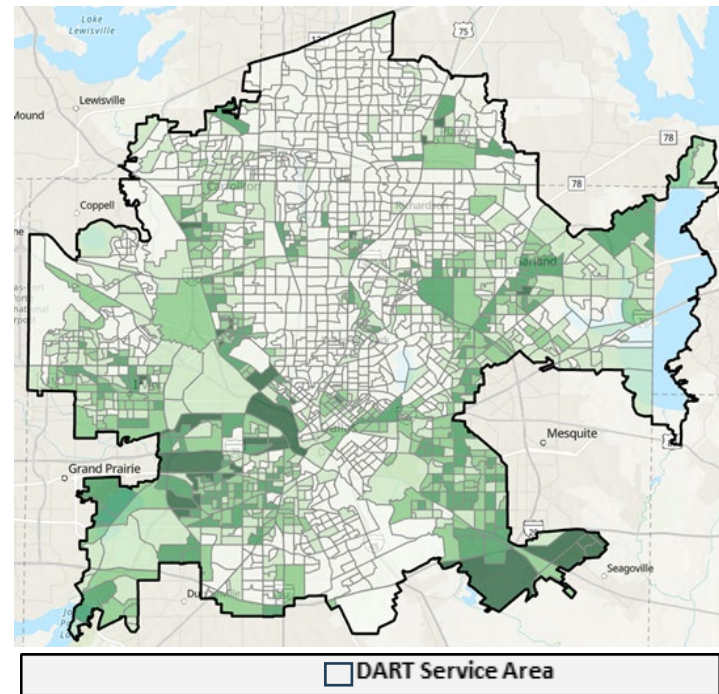


Population Demographics

Hispanics and Latinos make up 19% of the population of the United States, and the Dallas metro area is home to a significant number. The DART service area is home to more than 1 million Hispanic and Latino residents, making up 41% of the population.

This map shows the distribution of Hispanic and Latino population across the region. Darker green areas are home to greater concentrations of Hispanic and Latino people.

This demographic is a large and growing portion of the North Texas population, accounting for 38% of the total population growth in the region—more than any other racial or ethnic group.

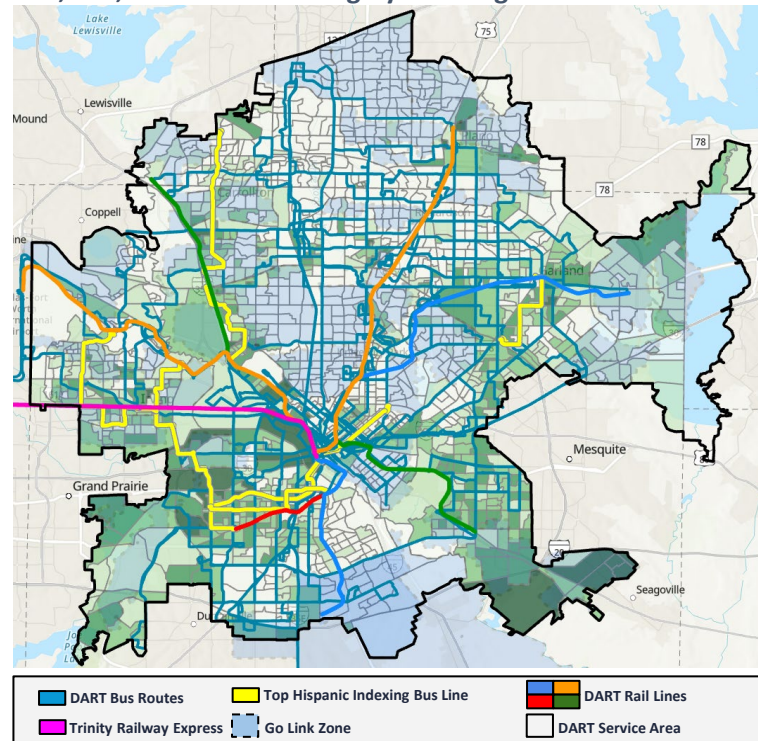




Line Alignment & Hispanic/Latino Population

<u>DART Line</u>	<u>% Hispanic Riders</u>
009 JEFFERSON GASTON	50%
025 COCKRELL HILL NORTH	45%
225 NURSERY	50%
226 CLARENDON	47%
231 S BELTLINE	40%
233 JOSEY	44%
251 SATURN	42%

Hispanic and Latino population mapped with DART system: rail, bus, GoLink zones & highly indexing lines





Hispanic Ridership Growth Study Project Overview

Phase 1 Hypotheses Identification

In Phase 1 we identified 5 hypothesis areas based on prior DART research and demographic benchmarks of the Hispanic and Latino population in the ridership area:

- Work and school journey (transportation behavior)
- DART services
- Mobile technology and payment
- Demographics and family life
- Language fluency

Phase 2 Community Listening

We sourced participants through community partners to attend 6 Community Listening Sessions (CLS) to gather impressions of the hypothesized barriers to ridership and ideate possible solutions.

- Hypotheses were affirmed
- CLS participants shared their experiences riding DART and beliefs and perceptions about riding buses and trains.

Phase 3 Quantitative Study & Recommendations

In this final phase of the Hispanic Ridership Growth Project, we tested our hypotheses on a ridership area sample of Hispanic and Latino residents, both riders and non-riders and analyzed the DART system as it aligns to the Hispanic and Latino population.

- Hypotheses were tested
- Line alignment mapped
- Riders and non-riders were typed and categorized
- Ridership deficits mapped
- Solution set identified



Five Factors That Impact Ridership

Hypotheses Validated:



Elements impacting ridership:

Commuter length
Timeliness
Occupations
Vehicle access
Car preference

Convenience
Safety concerns
Awareness & utilization
Proximity to stations

Internet access
Service awareness
Payment options
Trip planning
Non-rider knowledge

Family demographics
Safety concerns
Riding with children
Cost and fare reduction programs

Language accessibility
Phone settings
Driver and staff welcome
Education & literacy

A blurred city street scene with a yellow semi-transparent box containing text. The background shows a street with a white bus, buildings, and a traffic light. The text is centered in the box.

Comparing Both Studies

**Satisfaction Survey & Hispanic
Ridership Growth Survey (HRGS)**



Study Commonalities

Satisfaction Survey 2024 Key Drivers

Key Strengths

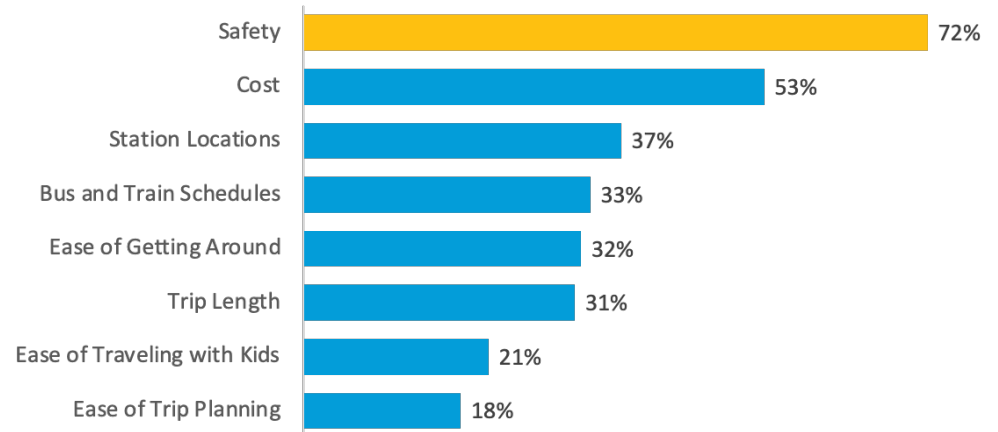
- Presence of DART personnel
- On time trains
- Ease of purchasing passes
- Courteous employees & operators
- Convenient locations
- Safety on GoLink vehicles
- Clear bus and train signage
- Easy to use maps and schedules
- Easy to use website
- Frequency of service
- Conditions and accessibility of locations

Key Areas for Improvement

- Safety at stations & transit centers
- Safety on trains
- Clean bus stops
- Clean buses
- Clean trains
- Safety on buses
- Bus-train connection coordination

Hispanic Ridership Growth Project Priorities

What are the THREE MOST IMPORTANT factors when you are thinking about riding DART buses and trains:





Reaching Hispanic/Latino Non-Riders

Safety Improvements- Satisfaction Survey participants are pleased with the increased presence of DART personnel. Communicating these improvements beyond the ridership is likely to reassure the general public and Hispanic and Latino communities.

Learning to ride- Satisfaction Survey participants are comfortable riding and utilizing the DART GoPass app. More than half of non-riders agreed with the statement “I don’t ride DART because I don’t know how”. Creating educational videos and language free content can help non-riders feel more comfortable riding.

Raising awareness of GoPass and GoLink-Hispanic Ridership Growth Study participants were less aware of the GoPass app (47% aware) and GoLink services (23% aware) compared to Satisfaction Survey participants. Raising awareness of these services has the potential to increase ridership.

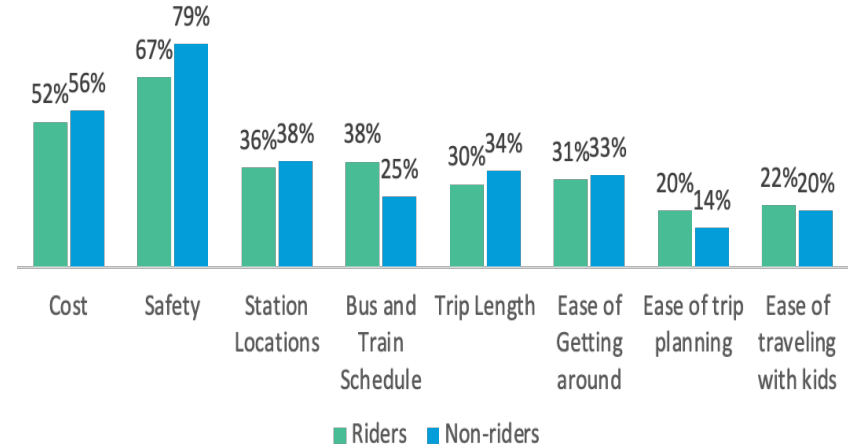
Study Participants	DART Satisfaction Survey	Hispanic Ridership Growth Study
Hispanic or Latino	22%	100%
DART Rider	100%	59%
Access to 1 or more household vehicles	52%	93%
Sample size	7,922	564



Rider & Non-Riders Differences

<i>Rider/Non-rider Differences</i>	<i>Hispanic & Latino DART Riders</i>	<i>Hispanic & Latino Non-Riders</i>
Knows where the nearest DART stops or stations are located	94%	81%
Lives within a 10 minute walk of their nearest stop or station	65%	44%
Lives further than a 15 minute walk from their nearest stop or station	15%	27%
Age	Older	Younger
Household & children under 18	Larger households with more children	Smaller households with fewer children
Lacks household vehicle access	11%	0%
Says stations and stops are near destinations	71%	35%
Says taking bus or train is convenient	69%	26%

Shared Priorities



While awareness and utilization was lower among Hispanic Ridership Growth Survey (HRGS) participants than among satisfaction survey participants, priorities are shared among HRGS riders, non-riders, and 2024 satisfaction survey participants.



Final Thoughts

- Based on overall findings throughout all phases of the project that included in-depth review of DART research, sessions with community groups and the quantitative study targeting Hispanics, there are a few recommended areas to prioritize. Some examples may include:
 - Consider running short tests to further validate messaging needs
 - Prioritize content topics that will drive greatest impact (safety, product demos, “how to’s”, etc.)
 - Identify operational roll-out pertaining to associates, drivers and general staff
- While the five hypothesis areas are a convenient and accurate way to think about the information presented in this report, it is also important to consider the intersectional way people make decisions.
 - Several factor elements, like distance from transit and safety, appear in more than one hypothesis domain. Capturing true decision making on the part of riders and potential riders means understanding that they conceptualize their decisions in multiple ways simultaneously.
- Both the 2024 Satisfaction Survey and the Hispanic Ridership Growth Study indicate that there is benefit in raising the profile of some of the key strengths of DART with the general public, particularly recent safety and service improvements. Promoting advancements in the GoPass App, DART website and GoLink services are also likely to positively impact ridership satisfaction and Hispanic segment utilization.

Questions?

