

Pace Suburban Bus Customer Satisfaction Index



Objective

NuStats is conducting three studies, including all fixed routes, vanpool, and a new Paratransit study for Pace Suburban Bus, the nation's sixth largest bus service provider. Pace has long used customer feedback and continues to integrate its customer's perceptions of service into daily operations. The exception is Paratransit bus service, NuStats is developing and validating a new Paratransit transit customer satisfaction index tool.

Approach

NuStats is conducting cognitive testing of the instruments, administering the surveys via intercept/mail out with a trial of a Web-based option for all three studies.

Outcome

In its Vision 2020 plans, Pace puts forth its objective *"to make public transportation fast, convenient and economical throughout our entire six-county region."* Pace's success in meeting this objective, now and into the future, depends heavily on how effectively it serves the changing travel needs of its customers. NuStats will provide analyses, develop indices and reports for the key divisions and operations, and provide a fully developed, tested, and validated customer satisfaction tool for Pace Paratransit transit services.

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