

1999 Florida Transit Properties Customer Satisfaction Index

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In March 2000, principal investigators Francis Cleland and Brenda Thompson at the Center for Urban Transportation research began work on the *1999 Transit Customer Satisfaction Index* project (**Contract BC-137-10**). They utilized fifteen on-board surveys that had been conducted for the Florida Department of Transportation (FDOT). The dates and locations of the surveys included the following: Bradenton (1994, 1998), Cocoa (1999), Daytona Beach (1999), Fort Myers (2000), Gainesville (1999), Jacksonville (1999), Key West (1999), Okaloosa County (1996, 1998), Orlando (1996), Pensacola (1996), Sarasota (1999), Tallahassee (1999), and West Palm Beach (1999).

Cleland and Thompson conducted a systematic evaluation of each participating transit authority's survey results, seeking insights into the factors that drive customer satisfaction. They compared customer satisfaction data from each system with data from other transit systems, both in Florida and nationwide, in order to better understand each system's relative performance and provide recommendations on methods for increasing customer satisfaction.

Researchers developed an index of overall satisfaction. On a scale of 1 to 5, the average satisfaction score among the Florida properties was 4.0. Analysis of satisfaction scores and demographic items yielded numerous recommendations for improvements to each of the participating systems.

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