

ON BOARD

with Pace Suburban Bus

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Positive Rider Survey Results Will Guide Pace's Priorities

Last year, Pace conducted its triennial Customer Satisfaction Index (CSI) survey of fixed route bus service users. This comprehensive research study gathers a wealth of information on the agency's customers, including what they like and suggested areas of improvement. The information is used to guide some of Pace's future priorities. The CSI was implemented in 1997 as a way for Pace to chart performance as identified by customers using fixed route services. Responses are analyzed to determine how to best make changes that will increase customer satisfaction.

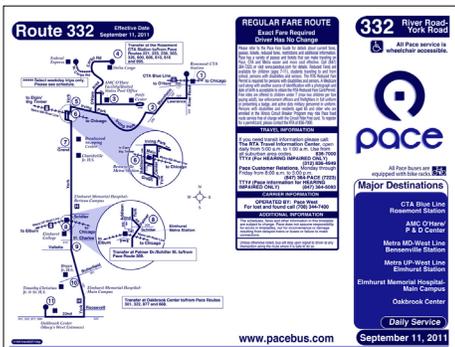
In 2011, 9220 surveys were collected and a number of interesting statistics were found. For instance, Pace's largest market — at 43% — is people traveling suburb-to-suburb. Close behind are the suburb-to-city riders at 38%. Reverse commuters travelling from Chicago to the suburbs comprise 19%. Nearly 25% of respondents have been Pace riders for ten years or more. Forty-eight percent



have been riding for up to four years, since gas prices (and Pace ridership) spiked to near all-time highs.

The survey found an overall 90% satisfaction rate for the agency. Some of the high ratings came in the areas of safe driving, buses being in good working order, and the ease of understanding routes and schedules. Passengers also felt that Pace offers a great value for the fare charged.

Consumers say Pace schedules easy to read, but need to know where to get them



high scores. However, riders had lower satisfaction rates for the availability of schedule and route information (84%) and notification of service changes (80.6%).

Pace works hard to keep riders informed and has added new ways for riders to access important information how and where they want to.

Last year, the agency launched a pre-recorded phone line, updated twice monthly, to announce important updates and information. The phone line is particularly helpful to those without access to a computer or who have visual impairments that make it difficult to read notices on board vehicles. It's available 24 hours a day at (847) 228-2322, and covers updates to fixed route service, ADA paratransit, the

RideShare and vanpool programs, and other agency information.

Riders should also consider these other ways to get Pace information:

- Look and listen for on board notices, newsletters, and audio announcements
- Visit PaceBus.com
- Sign up for Pace's bi-monthly E-Newsletter by emailing a request to govt.affairs@pacebus.com
- Sign up for email and text alerts on the Pace website
- Like Pace Suburban Bus on Facebook
- Follow @pacesuburbanbus on Twitter
- Subscribe to the Pace Suburban Bus YouTube channel
- Sign up for RSS feeds on Pace webpages
- Request schedules from Pace Customer Relations at (847) 364-7223, option 3
- Many libraries and municipal centers also carry Pace schedules

Pace schedules are available online, on board, and by phone.

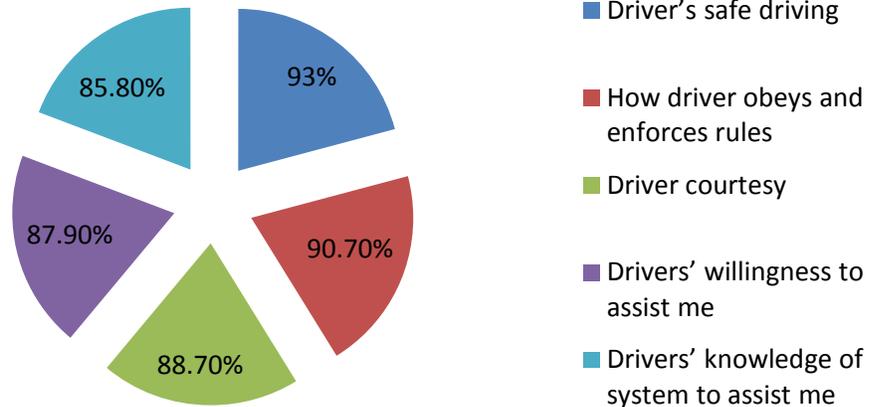
Over ninety-one percent of riders surveyed in the recent Pace Customer Satisfaction Index (CSI) survey said they were satisfied with the ease of understanding schedules and routes and 86% were satisfied with the accuracy of schedule and route information. Pace has been working to simplify schedules and maps and was pleased to see these

Riders and Pace agree on our most valuable asset - our bus operators

The results of the most recent triennial Customer Satisfaction Index (CSI) survey reinforces what Pace has known all along - our bus operators (drivers) are our most valuable asset. Riders surveyed were overwhelmingly satisfied with the performance of Pace bus operators, especially when it comes to safe driving where 93% of riders were satisfied.

This year Pace honored twenty-five Pace bus operators who received Million Miler awards for their commitment to safe driving and excellent service. The annual award, a program of the National Safety Council, recognizes professional drivers who have gone 12 1/2 years without a preventable accident, estimated to be equivalent to one million miles. "Bus operators have a hard job and often face difficult situations, but these men and women have proven their ability over time to provide outstanding safety and service

Satisfaction Percentages



to customers," said Pace Chairman Richard Kwasneski.

Twenty operators received Million Miler awards, and five others received Two Million Miler awards for reaching 25 years without a preventable accident. The 25 drivers have a combined total of

525 years of experience with Pace. The safe driving mileage for which they've been honored totals over 30 million miles—sufficient to circle the Earth more than 1,200 times at the equator. A total of 513 Pace drivers have achieved Million Mile status or higher, with 196 of them still active.

Access more survey results at PaceBus.com

To view more results from Pace's 2011 Customer Satisfaction Index (CSI) survey, visit the News and Events section at PaceBus.com.

RTA Regional Survey Results Available

The RTA's first regional Customer Satisfaction Survey (CSS) results are now available. The report revealed that customers overall were highly satisfied with the services provided both at the regional and service board level.

Approximately 91% of survey respondents said they would recommend the transit system to others. Additionally, 83% said they are satisfied with service overall that is operated by the Chicago Transit Authority, Metra and Pace.

The survey was conducted by Resource Systems Group that involved surveys being administered onboard buses and trains and through e-mail. Over 33,000 people were surveyed across the region. Download the regional customer satisfaction survey report at RTAChicago.com.

What's New?

New Technology Options for Riders

Riders may have noticed something new in Pace bus shelters – Quick Response (QR) codes for real-time information. When scanned with a smart phone, these codes lead to a webpage with the next real-time bus arrival and the scheduled times for two subsequent buses.



Codes like this help customers access real-time information at bus shelters.

For riders without smart phones who want to receive the same information, text message automated responses will be available soon. Another way to receive texts about a specific route is to sign up for text alerts at PaceBus.com. While there is no charge to sign up for wireless updates, your wireless service provider may charge per message. Check with your provider for details on additional costs.