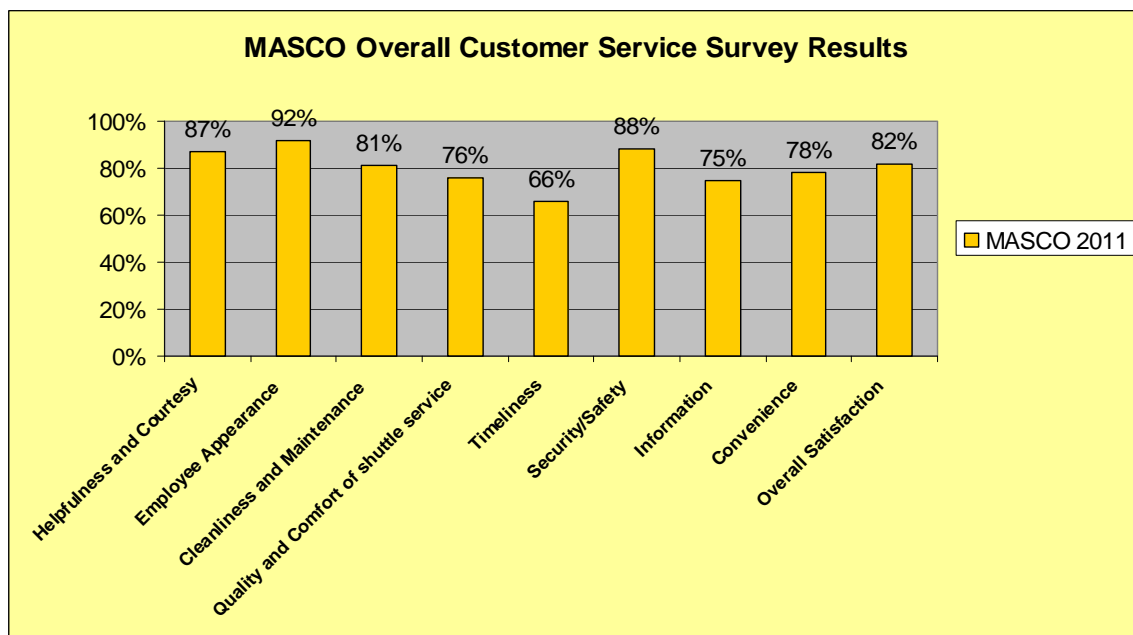


FY 11 MASCO Transportation and Parking Customer Survey Results

The FY 11 LMA Customer Service Survey of our Park and Ride and Transit shuttles services has been completed and the results tabulated. The survey was conducted from May 16th to May 20th, and 733 customers took the time to complete the on-line questionnaire. Respondents were asked about the Helpfulness and Courtesy of our staff, Employee Appearance, Cleanliness and Maintenance of our shuttles and parking facilities, Quality and Comfort of the shuttle services, Timeliness, Security/Safety related to both shuttles and parking, the quantity and quality of Information provided, Convenience and Overall Satisfaction with the Services.

The graph below represents the overall assessment of Parking and Transportation services based on responses of good, very good, or excellent.



Overall Satisfaction: 82% of the participants in the survey rated our Overall Performance as good/verygood/excellent, compared to 76% response rate to the same question in our last survey, conducted in 2008.

Helpfulness and Courtesy: 87% of the participants rated this category as good/verygood/excellent, compared to 76% response rate to the same question in our last survey. According to the respondents, most of the drivers and attendants are very friendly and helpful. We will continue to work with our service providers to enhance their customer service training programs.

Employee Appearance: 92% of the participants rated this category as good/verygood/excellent, compared to a 96% response rate to the same question in our 2008 survey. While this year's rating remains quite high, we will work with our transportation and parking vendors to emphasize training and supervision related to employee appearance in an effort to regain lost ground.

Cleanliness and Maintenance: 81% of the participants in the survey rated this category as good/verygood/excellent, compared to 78% in 2008. Though this category is ranked above 80% satisfaction overall, there were a number of concerns raised by

parkers regarding the maintenance of certain facilities – particularly the Lansdowne, Fenway, and Ipswich garages. The owners of those facilities are responsible for maintenance of the garage, and MASCO will use the results of this survey to press for improvements to be made over the course of the next year.

Quality and Comfort: 76% of the participants in the survey rated this category as good/verygood/excellent, compared to 76% in 2008. The negative comments we received relative to quality and comfort of the shuttle services were overwhelmingly related to issues of overcrowding – particularly on the Ruggles, JFK/UMASS, and M2/Cambridge routes. These are indeed our most heavily used “commuter-type” services that operate at standing-room capacity frequently during the AM and PM rush hours. During the next year, we will review our ridership data and work with our members to assess the need for additional service and schedule adjustments in an effort to improve this situation.

Timeliness: 66% of the participants were satisfied with the timeliness of our shuttle service, compared to 77% response rate to the same question in our 2008 survey. As indicated by the graph, this is the category that received the lowest rating in our survey. While customers commented positively on the ability to “track” buses in real-time on our GPS TransLoc system, they expressed frustration with increased service delays due to traffic congestion – particularly within the LMA and along the Melnea Cass corridor used by the Crosstown and JFK/UMASS shuttle services. In the next year, we will work to address these concerns by focusing more attention on our services in this Roxbury corridor. We will review schedules and make adjustments wherever possible, and work with our transportation provider to develop and implement additional training around the issue of dispatching buses and following schedules.

Security/Safety: 88% of the participants rated our Security/Safety category as good/verygood/excellent, as compared to 53% response rate in our last survey in 2008. Though we did receive some comments about the poor driving habits of a few drivers and the lack of attendant visibility at a couple of our parking locations (that we will work to address), we believe this improved response is a direct reflection of the work we have done—and will continue to do—to improve driver training.

Information: 75% of the participants in the survey rated this category as good/verygood/excellent, as compared to 76% response rate in our 2008 survey. Though people were generally satisfied with the dissemination of information about parking locations and shuttle services, we did receive useful feedback on ways we might make it easier for people to access shuttle routes and schedules. These comments and suggestions have been incorporated into the design of our new website (www.masco.org) that was launched on June 15th. We will be interested to see if this category improves next year as a result of those improvements we have recently made to our website.

Convenience: 78% of the participants were content with the convenience of our shuttle services, as compared to 77% response rate on our 2008 survey. They are requesting more service between 8:30/9:30 and 5:00/6:00 PM system wide. They want us to consider eliminating some of the redundant stops. We will discuss these ideas with the Commuter Services Directors to see what we can do to address these concerns within the context of our mandate to serve multiple institutions.

Results for shuttle services by route based on a response of good, very good, or excellent:

Shuttle Survey Results:

	Helpfulness and Courtesy	Employee Appearance	Cleanliness and Maintenance	Quality/Comfort of shuttle service	Timeliness	Security/Safety	Information	Convenience	Overall Satisfaction
Ruggles Express Shuttle	89%	95%	87%	73%	70%	87%	65%	87%	86%
JFK/UMASS Shuttle	94%	94%	77%	79%	80%	91%	83%	90%	92%
M2/Cambridge Shuttle	91%	98%	92%	82%	74%	92%	85%	91%	91%
M6 - Chestnut Hill Shuttle	98%	100%	91%	84%	88%	95%	95%	82%	95%
Fenway Shuttle	88%	94%	82%	79%	70%	86%	73%	80%	80%
Fenway Midday Express	81%	91%	78%	76%	73%	83%	84%	67%	72%
Wentworth Shuttle	63%	89%	78%	72%	38%	94%	72%	67%	71%
Crosstown Shuttle	85%	96%	72%	62%	45%	85%	56%	81%	67%
Landmark/Longwood Shuttle	84%	100%	91%	79%	58%	85%	65%	56%	84%
Averages	86%	95%	83%	76%	66%	89%	75%	78%	82%

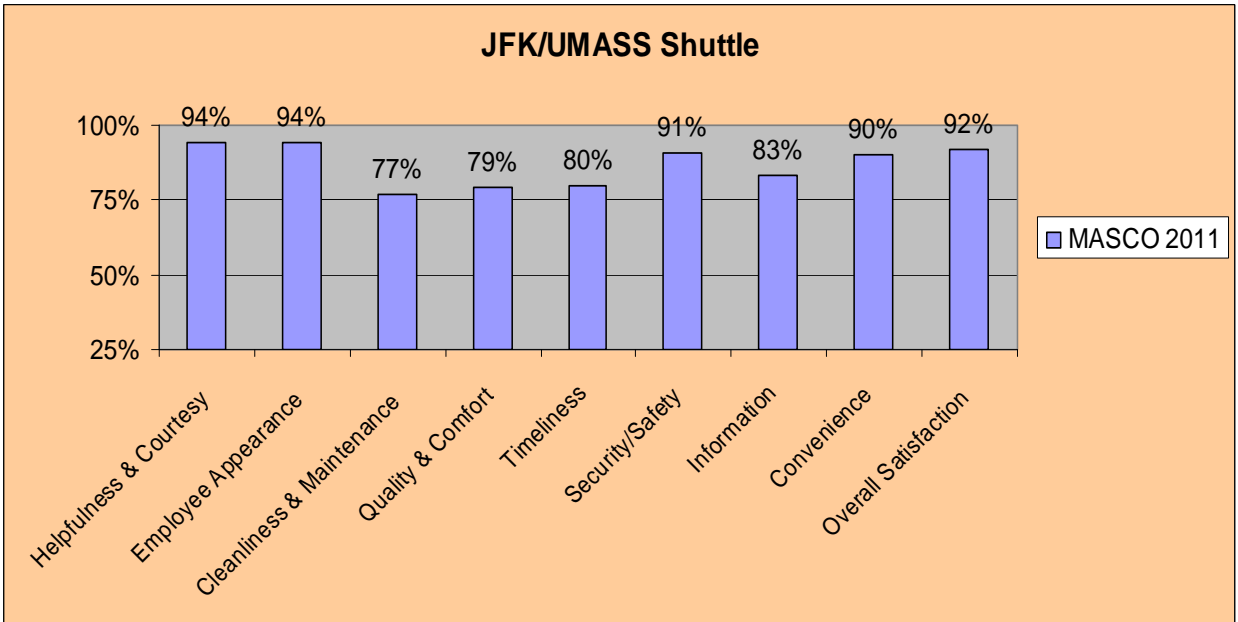
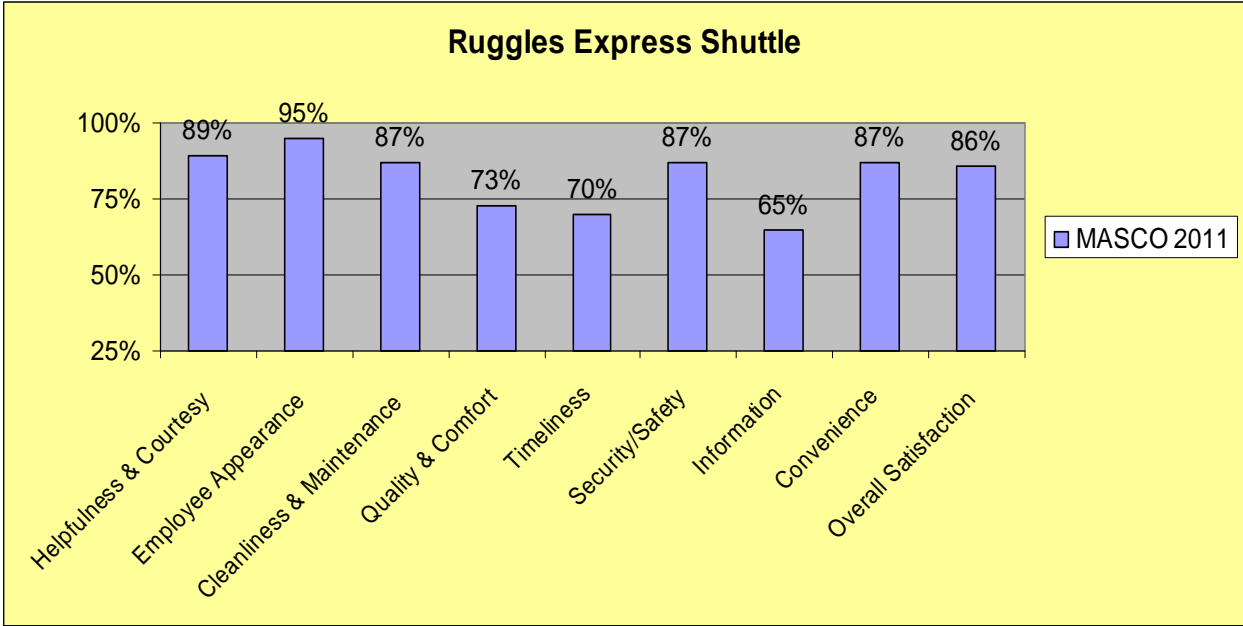
Results for parking services by location based on a response of good, very good, or excellent:

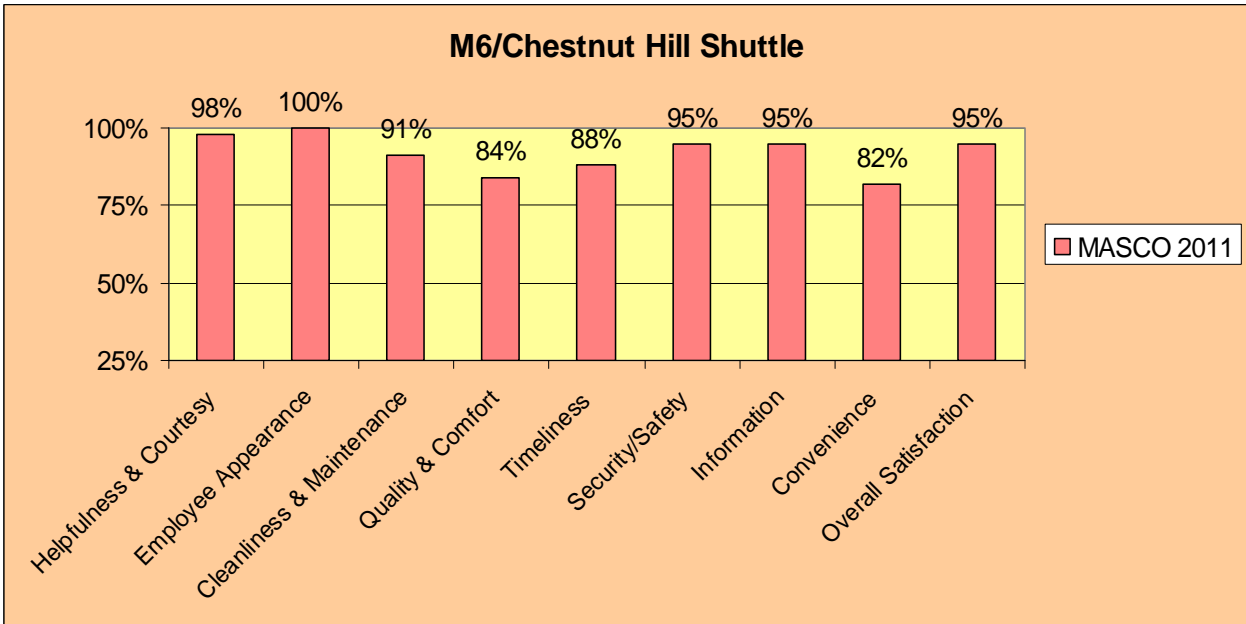
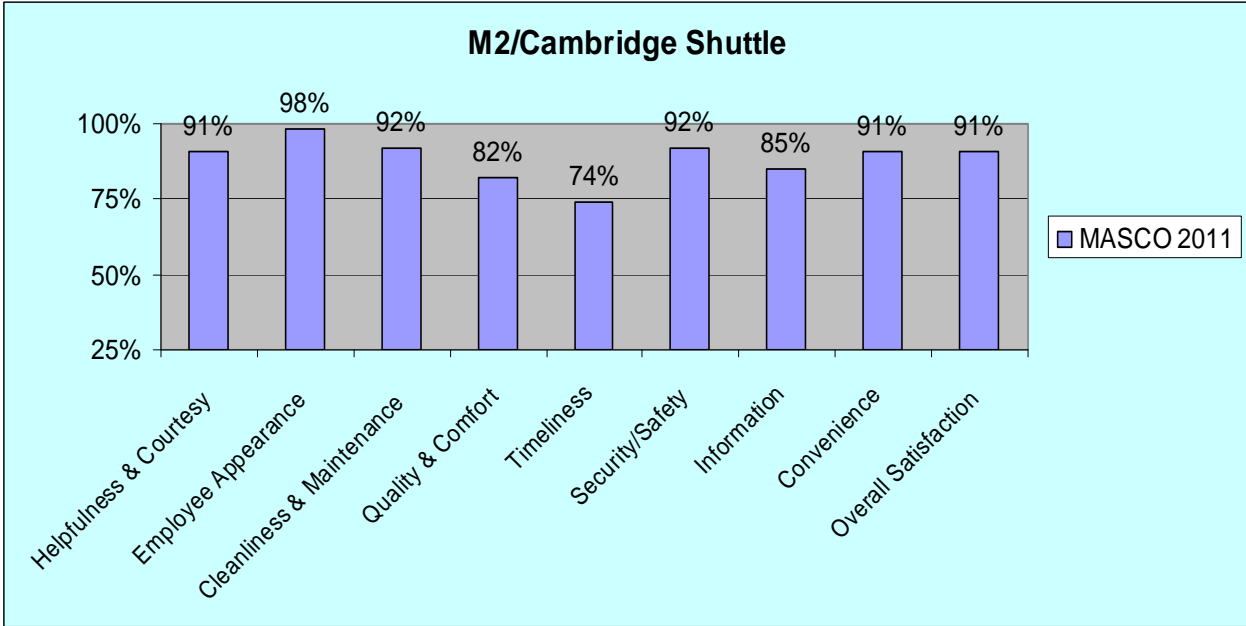
Parking Survey Results:

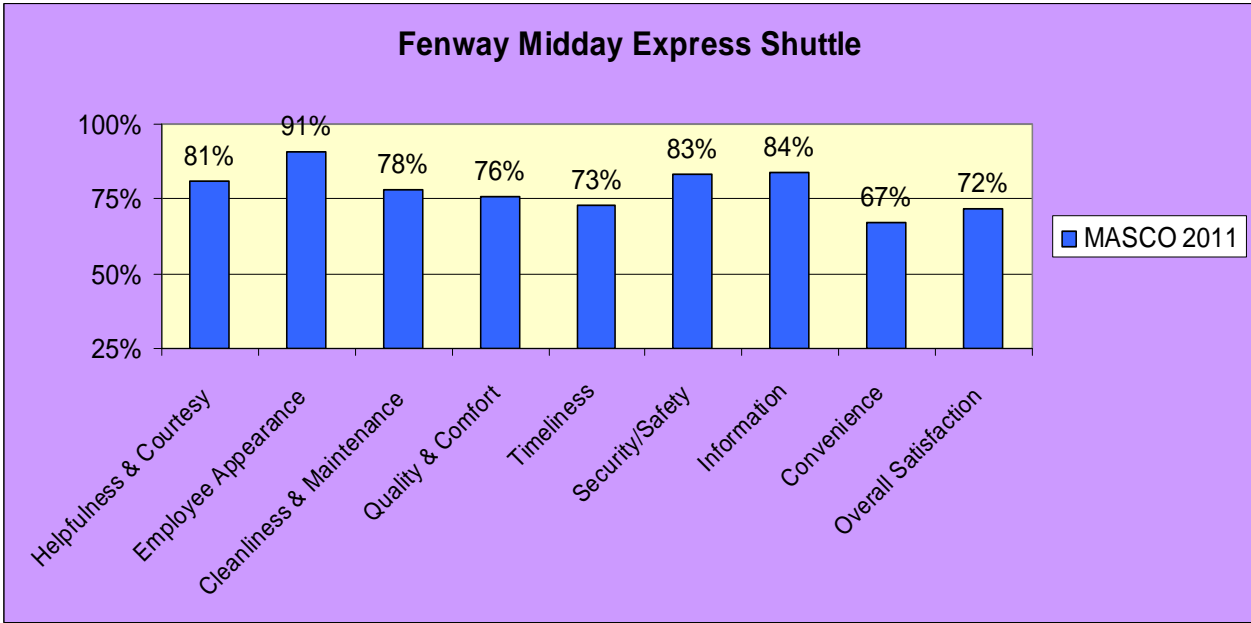
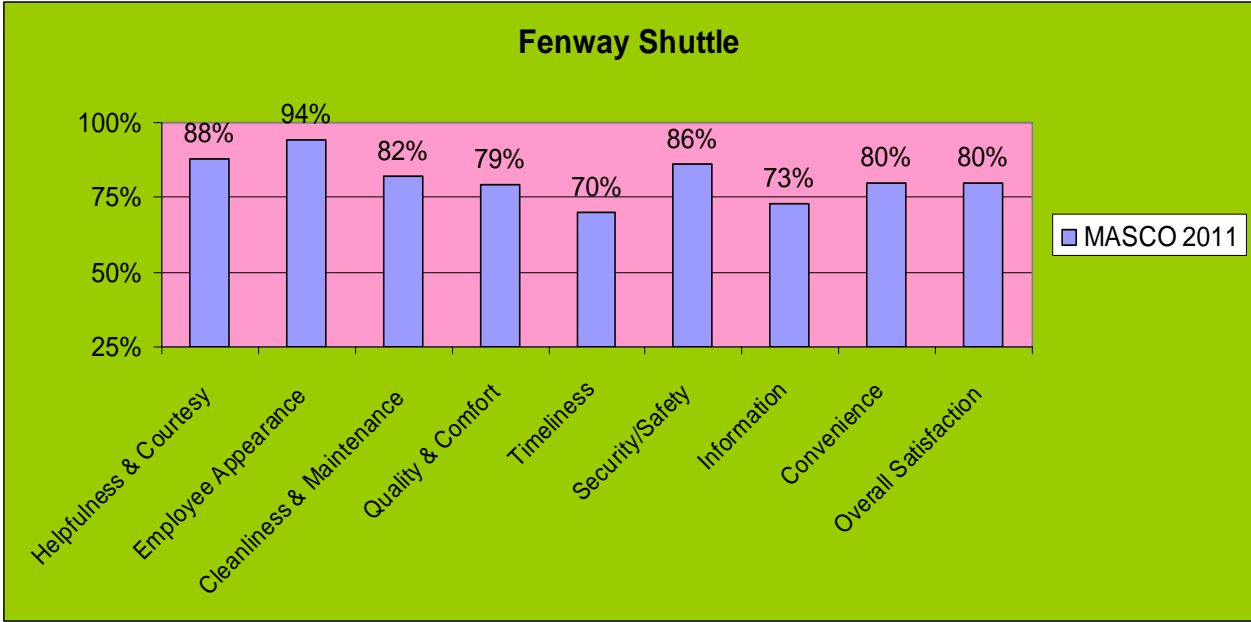
	Helpfulness and Courtesy	Employee Appearance	Cleanliness and Maintenance	Security and Safety	Overall Quality of Service
375 Longwood Garage	96%	100%	93%	85%	94%
Kenmore Lot	76%	74%	71%	83%	72%
Lansdowne Garage	75%	80%	54%	91%	76%
Fenway Garage	95%	95%	67%	94%	80%
Ipswich Garage	93%	85%	67%	77%	78%
Swan Lot	93%	100%	93%	80%	100%
Chestnut Hill	96%	96%	94%	94%	96%
Wentworth Lots	94%	85%	82%	94%	69%
Crosstown Garage	72%	85%	85%	85%	75%
Averages	88%	89%	78%	87%	82%

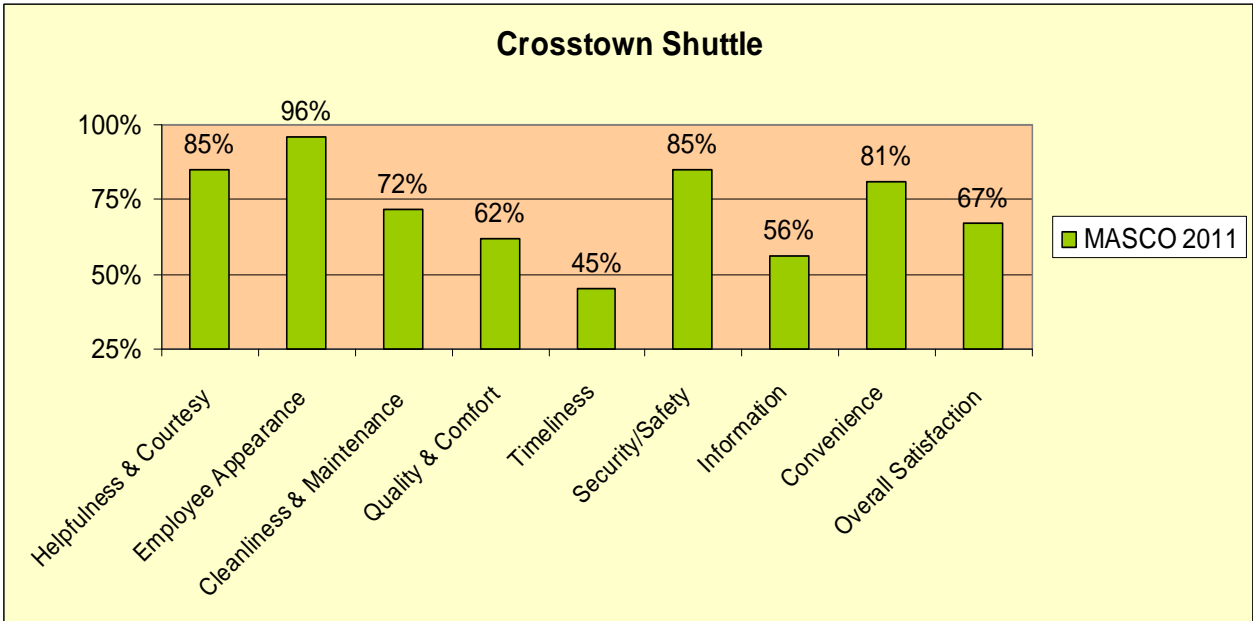
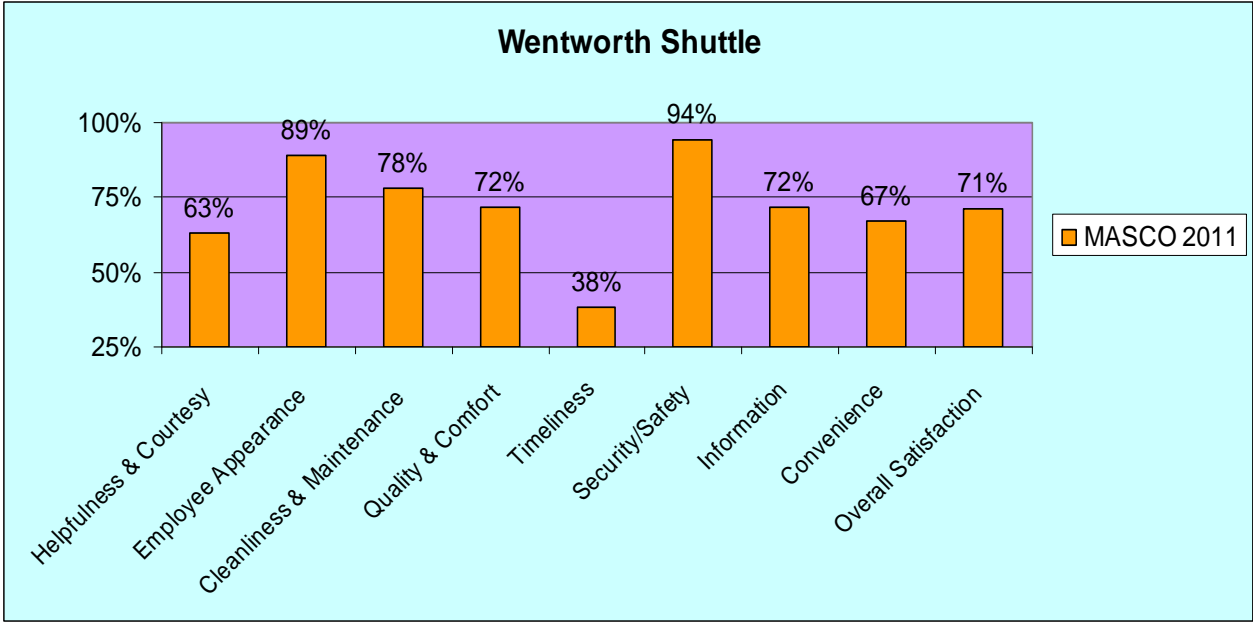
Individual graphs for each shuttle service based on a response of good, very good, or excellent:

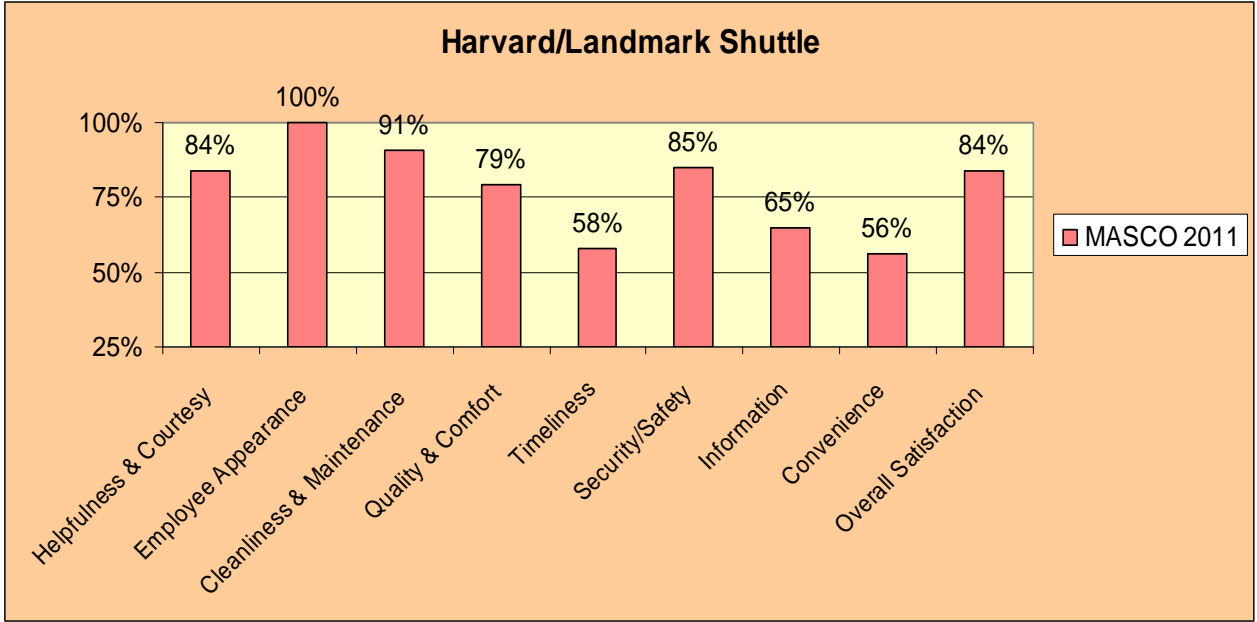
Shuttle Services Graphs:











Individual graphs for each parking service based on a response of good, very good, or excellent:

Parking Facilities Graphs:

