

STAFF REPORT

SUBJECT: Fixed Route Passenger Satisfaction Survey 2025

FROM: Mike Tobin, Director of Operations
Cyrus Sheik, Senior Transit Planner

DATE: November 24, 2025

Action Requested

This is an informational item.

Background

LAVTA at times conducts an on-board survey to assess passenger satisfaction with respect to product delivery in areas such as bus cleanliness and driver courtesy. Both fixed route as well as paratransit riders are surveyed; this report discusses the results from the fixed route survey. The last corresponding survey effort for fixed-route was carried out in 2023.

Methodology

This year's survey was conducted during the months of September and October of 2025 and was undertaken by the agency's own customer service and administrative staff. The surveyors rode various routes and asked each boarding passenger if they would like to complete a Wheels customer satisfaction survey. Surveyed trips were not technically from a statistically random sample, but strove to be as representative as possible across the Wheels system. Most surveys were conducted either midday or during the afternoon peak, but a handful of morning trips were also surveyed.

The survey questionnaire (Attachment 1) was based on a standard customer service survey LAVTA uses each time, with minor updates, and was provided to passengers in English, Spanish, and Chinese.

Survey Results

The full tally of the 2025 survey results is shown in Attachment 2. A total of 286 valid surveys were received. The core component in the survey is a series of quality-of-service aspects that respondents are asked to grade on a scale of 1-5, such as schedule adherence, cleanliness of buses, and driver courtesy. The remainder of questions address rider loyalty, sources of information, and rider profile such as age and household income. As the 2025 survey was almost identical to ones undertaken in recent years, trend comparisons can be made.

Quality of service: As in years past, respondents gave the Wheels service fairly high marks on the quality-of-service aspects, as indicated by their scoring on a 1-5 scale where 1 is the worst and 5 is the best. From the total set, the service quality aspects were given a 3-point grading or better by 95% of the respondents, a 4-point grading or better by 84%, and a 5-point grading by 59% of those surveyed.

These results, summarized below, appear to be indicative of a high degree of customer satisfaction with how the Wheels is delivered overall. The average rating across all quality-of-service scorings was 4.4. This falls within the relatively consistent range of 4.2 to 4.5 seen in corresponding surveys over the past decade.

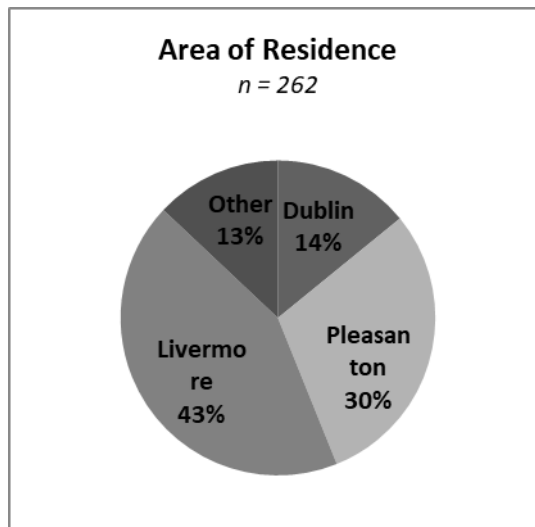
Service quality ratings 2025							
	1	2	3	4	5	Avg Score	2023
Service operates on time	2%	7%	16%	38%	37%	4.0	4.3
Feel safe when riding the bus	1%	1%	7%	23%	69%	4.6	4.6
Drivers are helpful and friendly	2%	2%	9%	18%	69%	4.5	4.6
Route / service information easy to use	2%	3%	11%	21%	62%	4.4	4.4
Buses are clean and well maintained	1%	4%	11%	24%	60%	4.4	4.6
Bus stops clean and well maintained	2%	6%	13%	25%	54%	4.2	4.2
Transit Center is safe and secure	3%	1%	23%	21%	53%	4.2	4.4
Customer service staff friendly and helpful	2%	1%	6%	19%	72%	4.6	4.5
Overall opinion of Wheels service	1%	1%	10%	37%	51%	4.4	4.5
Total						4.4	4.5

The individual areas that were rated the highest (4.6) was regarding feeling safe when riding the bus, and friendliness of the call center, while the lowest (4.0) was in the area of whether services operate on time.

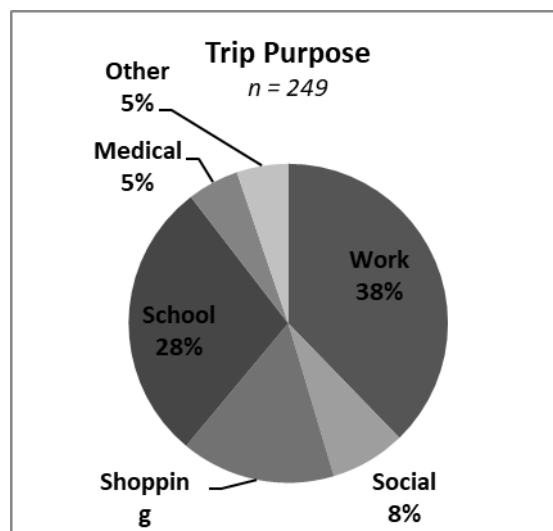
Respondents' General Profile

As previously indicated, the survey also asks a few basic supplemental questions related to rider profile, such as age, household income, and area of residence – keeping in mind that the trips that were surveyed were not technically drawn from a statistically valid random sample of all Wheels riders – as well as a couple of questions related to rider loyalty and about how riders get their route/schedule information.

Area of residence: 87% of survey respondents stated that they live in the Wheels service area. 43% percent stated Livermore as their place of residence, while the corresponding number for Pleasanton was 30%. Only 14% indicated Dublin as their residence. (“n” denotes the number of responses received)

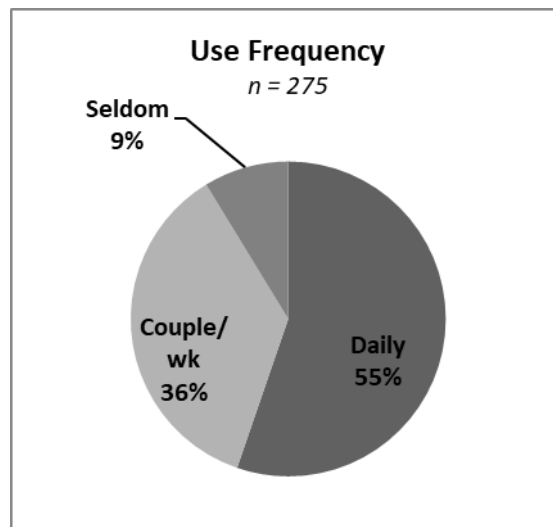


Trip purpose: Not unexpectedly, the most common stated trip purpose was traveling to or from “work” at 38%, followed by “school” at 28%, and “shopping” at 16%. Other categories such as “medical” or “social” were each indicated by 8% or less of respondents.

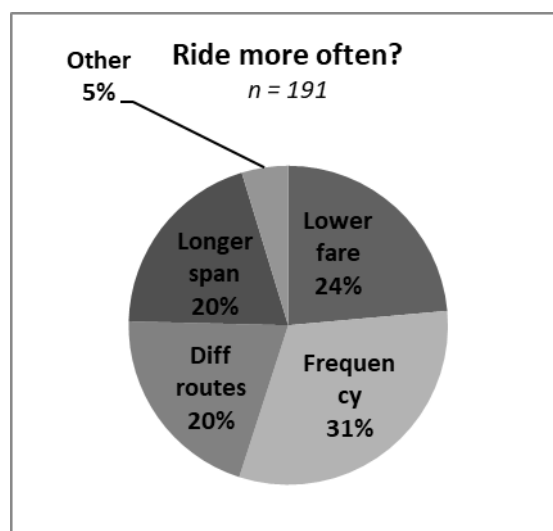


Transfer from another agency: The next question asked whether the respondent was making a transfer between Wheels and another transit provider. A whole 40% stated that they do, with almost all of those indicating “BART”. It should be noted here that Staff takes this response with a grain of salt, as the actual transfer rate as indicated from the farebox and Clipper card numbers are much lower than that.

Frequency of Wheels rides: Respondents were asked how often they use the Wheels service. A small majority, 55%, indicated that they ride “daily or almost daily”, while 36% said that they ride a “couple of times per week. The remaining 9% of those that responded to this question stated that they rode seldom or as a one-off.

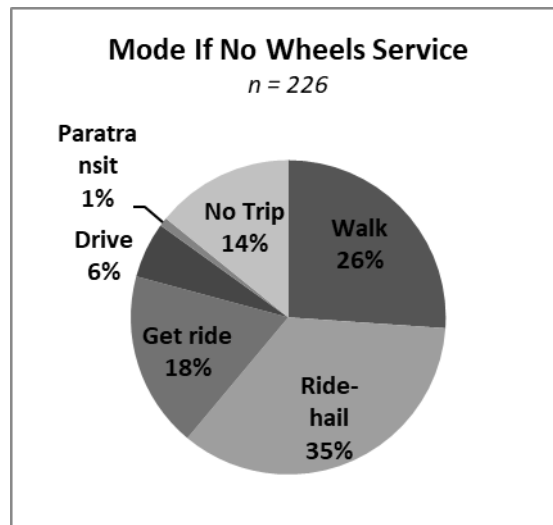


Ride more often? Respondents were offered four different factors that might entice them to ride more often, and asked if any of those would. The responses were fairly evenly distributed among those: The most suggested improvement was “more frequency” (31%), followed by “lower fares” (24%). “Earlier/later buses” (longer span) and “different routes” were prioritized by 20% each.

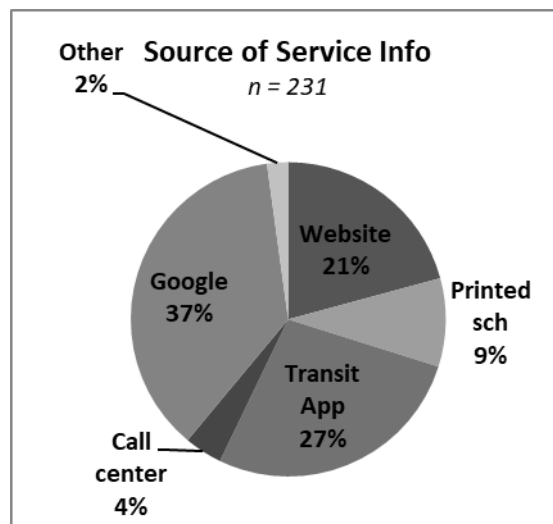


Trip without Wheels: Passengers were asked how they would have made their current trip, if at all, without the bus. Perhaps not unexpectedly, the most common stated alternative was to use a ride-hailing service or taxi (35%), followed by walking or biking (26%), and “get a ride” (18%).

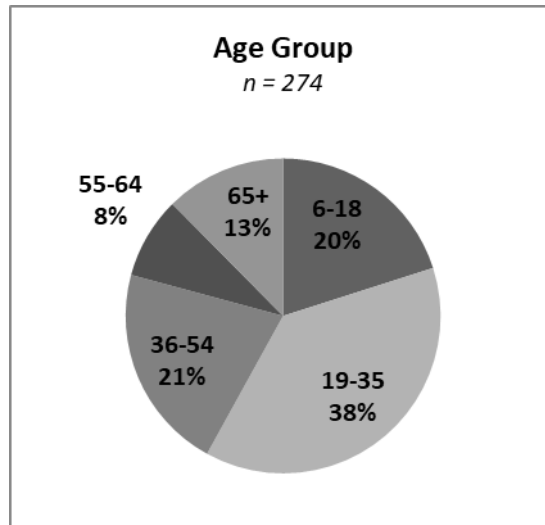
14% of respondents stated that they would not have made the trip at all without the Wheels service, with the remainder stating that they would have driven themselves (6%) or used the Wheels paratransit service (1%).



Source of service information: Patrons were then asked about where they obtain bus schedule- and route information. The most common source stated by responders was “Google/Apple maps” (37%), followed by “Transit App” (27%) and “wheelsbus.com” (21%). Other sources, such as printed schedules or the customer service call center, was mentioned by less than 10% for each.

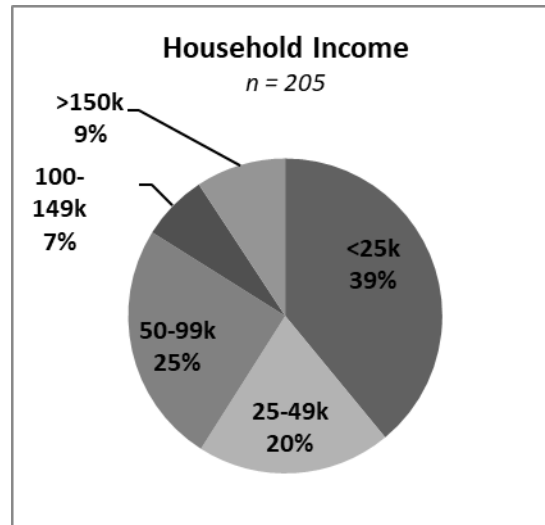


Age: The age distribution of respondents skewed young, with almost two-thirds being of age 35 or younger. The 65+ bracket was a modest 13%, indicating that seniors still constitute a relatively small ridership group for Wheels.



Household size: This question, which hasn't been present in prior surveys, asked respondents whether their household consisted of one, two, three, four, or "five or more" persons. The distribution between these was relatively even (~20%), except for one-person households (28%) and 5+ households (12%).

Household income: When asked about annual income, almost 40% of riders indicated household earnings of less than \$25,000 per year, reflective of the socio-economics of transit-dependent riders in the area. At the same time, 45% stated being in the \$25,000 to \$99,000 range, so not all Wheels riders are of the very-low-income category. The remaining 16% stated a household income of \$100,000 or more.



Open comments: 102 of the 286 passengers surveyed took the opportunity to provide open-ended comments at the end of the survey form, with respondents covering a large variety of topics. On the operational end, many commenters focused on the perceived lack of timely service and of drivers being discourteous. On service-related comments, several respondents asked for higher frequencies or longer service span, while a few had suggestions about ways to improve connectivity between destinations within the Wheels service area, or to expand routes within or outside of it.

The entire set of open-ended comments received is shown in Attachment 3.

Remarks / Summary

As the results described above show, the Wheels fixed route service delivery continues to receive nominally high remarks in all quality-of-service aspects that are probed in the recurring on-board passenger survey. As indicated earlier, the item that received the highest rating this time was in the area of passengers feeling safe while riding the bus, as well as the friendliness of customer service staff (4.6), while the item that received the lowest relative rating was the on-time performance of buses (4.0) on the scale between 1 and 5.

In terms of rider profile, the customer base continues mainly, though not exclusively, to be from low-income households – and skews relatively young. The agency may use this data as a base in seeking to gain modal share from potential riders outside of these categories, in order to broaden its ridership base.

Recommendation

None – information only.

Attachments:

1. Survey form (English version)
2. Detailed summary of results
3. Open-ended comments

Wheels Customer Satisfaction Survey 2025

Route _____

Where do you live?
☐ Dublin ☐ Pleasanton ☐ Livermore ☐ Other (Specify) _____
On a scale of 1 to 5, how strongly do you agree with the following statements?

	Disagree			Agree		
Wheels Buses are on time	1	2	3	4	5	
Riding Wheels is safe	1	2	3	4	5	
Wheels drivers are helpful and friendly	1	2	3	4	5	
Wheels schedules and map information is easy to understand	1	2	3	4	5	
Wheels buses are clean	1	2	3	4	5	
Wheels bus stops are clean and well maintained	1	2	3	4	5	
The Livermore Transit Center is safe and secure	1	2	3	4	5	N/A
Wheels customer service staff is friendly and helpful	1	2	3	4	5	N/A

Please Rate Wheels bus service overall: 1 2 3 4 5**What is the main purpose of your bus trip today? (Check ONE)**
☐ Work ☐ School ☐ Shopping ☐ Social Visit ☐ Medical
☐ Other (Specify) _____
Did you transfer to or from another transit service today?
☐ BART ☐ ACE Rail ☐ Other (Specify) _____
How often do you ride Wheels buses? (Check ONE)
☐ Daily or almost Daily ☐ A couple of days per week ☐ Occasionally /seldom or only today
Which of the following would influence you to ride Wheels more often? (Check all that apply)
☐ Lower fares ☐ More frequency ☐ Different routes ☐ Earlier/later buses
☐ Other (Specify) _____
If Wheels service was unavailable, how would you have made your trip today?
☐ Walk/Bike ☐ Get a ride ☐ Wheels Dial-a-Ride service
☐ Taxi/Uber or Lyft ☐ Drive myself ☐ I would not have made this trip
What is your primary source for trip planning, including route and schedule information? (Check ONE)
☐ wheelsbus.com ☐ Transit App ☐ Google/Apple maps
☐ Printed schedules ☐ Customer service call center ☐ Other (Specify) _____
Your Age
☐ 6-18
☐ 19-35
☐ 36-54
☐ 55-64
☐ 65+
Number of people in the household
☐ Just Me (one)
☐ 2 People
☐ 3 People
☐ 4 people
☐ 5 people or more
Annual Household Income
☐ Under \$25,000
☐ \$25,000-\$49,999
☐ \$50,000-\$99,999
☐ \$100,000-\$149,999
☐ \$150,000+
Please provide any additional feedback on Wheels service.

WHEELS PASSENGER SURVEY RESULTS 2025

1. Area of Residence

Dublin	Pleasanton	Livermore	Other	Tot resp
37	78	113	34	262
14%	30%	43%	13%	

2. Quality Rating

	1	2	3	4	5	n/a	Avg Score	Total Responses Received	Total Points
Service operates on time	6	19	43	106	102		4.0	276	1107
Feel safe when riding the bus	3	2	19	64	192		4.6	280	1280
Drivers are helpful and friendly	5	5	24	51	191		4.5	276	1246
Route / service information easy to use	6	9	30	59	173		4.4	277	1215
Buses are clean and well maintained	4	10	29	66	166		4.4	275	1205
Bus stops clean and well maintained	6	16	36	67	148		4.2	273	1154
Transit Center is safe and secure	7	2	57	53	133		4.2	252	1059
Customer service staff friendly and helpful	4	3	14	44	166		4.6	231	1058
Overall opinion of Wheels service	2	1	18	70	96		4.4	187	818

Quality rating from above as percentages:

	1	2	3	4	5	Avg Score	2023
Service operates on time	2%	7%	16%	38%	37%	4.0	4.3
Feel safe when riding the bus	1%	1%	7%	23%	69%	4.6	4.6
Drivers are helpful and friendly	2%	2%	9%	18%	69%	4.5	4.6
Route / service information easy to use	2%	3%	11%	21%	62%	4.4	4.4
Buses are clean and well maintained	1%	4%	11%	24%	60%	4.4	4.6
Bus stops clean and well maintained	2%	6%	13%	25%	54%	4.2	4.2
Transit Center is safe and secure	3%	1%	23%	21%	53%	4.2	4.4
Customer service staff friendly and helpful	2%	1%	6%	19%	72%	4.6	4.5
Overall opinion of Wheels service	1%	1%	10%	37%	51%	4.4	4.5
						4.4	4.5

3. Trip Purpose

Work	Social	Shopping	School	Medical	Other	Tot resp
94	19	39	71	13	13	249
38%	8%	16%	29%	5%	5%	

4. Transfer from other agency

Bart	Ace	Other	Tot resp
105	6	5	116
91%	5%	4%	

5. Frequency of Wheels rides

Daily	Couple/wk	Seldom	Tot resp
152	99	24	275
55%	36%	9%	

6. Ride more often

Lower fare	Frequency	Diff routes	Longer span	Other	Tot resp
45	60	39	38	9	191
24%	31%	20%	20%	5%	

7. Trip without Wheels?

Walk	Ride-hail	Get ride	Drive	Paratransit	No Trip	Tot resp
59	79	41	13	2	32	226
26%	35%	18%	6%	1%	14%	

8. Source of service information

Website	Printed sch	Transit App	Call center	Google	Other	Tot resp
48	21	63	9	85	5	231
21%	9%	27%	4%	37%	2%	

9. Age

6-18	19-35	36-54	55-64	65+	Tot resp
55	104	58	23	34	274
20%	38%	21%	8%	12%	

10. Household Size

1 ppl	2 ppl	3 ppl	4 ppl	5 or more	Tot resp
71	55	44	51	30	251
28%	22%	18%	20%	12%	

11. Income

<25k	25-49k	50-99k	100-149k	>150k	Tot resp
80	41	51	14	19	205
39%	20%	25%	7%	9%	

Total surveys received = 286

General Comments

All is excellent [translated].
All the drivers are so good.
As I am new here, it's sometimes confusing which ride of bus - - - I should take.
At least be on time and make sure they stop at the bus stop. I experienced last time the bus driver did not stop at the bus stop. So had to wait for another 48 minutes and I got lots (unreadable).
Bring back higher frequencies. Buses need to be more on time. Concerning about all the vagrants onboard, lowering the feeling of comfort and safety - ban such riders. (Summarized)
Bus 1701 bike rack middle slot needs repair last six months.
Bus 1701 bike rack, second slot, needs maintenance.
Bus is easy to take!
Buses more often and be on time; run later buses.
Buses need to be more on time. Back to every 15/30-minute schedules, plus one more hour of evening service for the #30.
Combine routes 3 and 4 so we can go directly between Dublin and Stoneridge Mall.
Could we get a bus to Fremont?
Drivers should smile more often [translated].
During the week, no late bus. One Sunday, it was a little bit late at the Transit Center but it was just 7 minutes. It was for the traffic. Thanks.
Enjoy riding Wheels.
Everything is fine; just need more frequency [translated].
Everything is good.
Everything is great!
Excellent service - reliable and on time.
Excellent service for those of us who don't have a car [translated].
Except that the transfer is for the other one [translated].
Free bus pass for College students is good!
Frequency of #14 should increase. It is now after every 1 hr.
Good job Wheels.
Good service [translated].
Good service!
Good service! [translated]
Great bus service.
Great!
How great it would be to have Bart. Early morning Bay Fair to Pleasanton 5am [translated].
I appreciate the truck service [translated].
I like the frequency of buses on school routes.
I like the service a lot. It's how I get to most places. Y'all are doing a great job.
I like to ride buses and relax.
I love taking y'all's buses.
I met a Asian driver on bus #11, and was rude.
I use it everyday for school, but I wish they came more often because missing one bus means being pretty much 20 minutes late for school.
I wish you would start an elevated train service like the Key system.
I would like for buses not to be too late, and for schedules to be more specific [translated].
I would like the buses to arrive more on their scheduled time.
I would like the Wheels bus #8 to be in service until 10pm.
It is a good service [translated].
It makes no sense to propose a fare increase, while others ride free.
It should not take an hour to travel to Dublin/Pleasanton from Livermore.
It's a good service that helps you get where you're going faster [translated].
It's good.
Later schedule times on the #8 bus. I work graveyard shifts. Bus stops running @ 8pm; need 1 hour later, and weekends need to start earlier.
Make outlets and WiFi work on the #30.
More security is needed; sometimes people get on with knives, some people argue, and the drivers are sometimes unfriendly [translated].
Most bus drivers are nice, but some aren't as much.
No, I love it.
None; been good as long as I've used it. Thanks!
Not much; still good as usual.
Partially indecipherable, but appears to be a comment about frequency or span.
Pax stated it's stinky and there are many delays.
Please consider adding another bus for East Avenue Middle School; not safe to have people standing up.
Please consider linking routes 3 and 4 together again. All the everyday shopping is on the Dublin side.
Please increase the frequency on the 30, especially on weekends.
Please increase the frequency. Please add more routes.
Please remember the 15A and 15B, that would be an improvement. (Bi-directional service within the Springtown portion).
Pretty good service. Just more frequency would be nice.

Public transportation is essential!
Really appreciate your service.
Requesting to stop near bus stop. Sometimes they don't stop even when we are standing near stop.
Route 14 is always late and only comes one time every hour and at the worst times.
saishenyeh@gmail.com
Satisfactory.
Service is excellent when buses are on time.
Service is good; excellent.
Similar to Route 30, we need bus Route 8.
Slow almost any day.
Some homeless people on the buses are mentally ill and disruptive.
Thank you for this service [translated].
Thank you for this service [translated].
Thank you for your service.
Thank you Wheels.
Thank you!
Thank you.
Thanks [translated].
Thanks for all you do. :)
Thanks for your service. It's very helpful!
The #14 bus is late a lot of the time. Most of the time only 5-10 min; sometimes 10-20 min late.
The 10R and 30R have been consistently late to the point when I've accrued \$60+ in Lyft payments in order to make it to work on time or at all.
The bus stop across from Stanford Valley Care needs daily attention (...illegible).
The buses wouldn't show up at the time the signs say they're supposed to be. Like, I have to wait for the #1 bus at least 13 min.
The service is good, but some drivers are grumpy, or they're often late. For example, one arrived at 9:09 on the 1st in the morning and was very late [translated].
The service is good; I am satisfied [translated].
This service is great, although I would prefer buses operating after the last Bart trains at 11:04p.
Understanding and bus drivers be more helpful and knowledgeable about routes and services.
Very good [translated].
Very good service, with excellent staff [translated].
Very good service. They just need to be more frequent, but otherwise it's good [translated].
Very good service; friendly and very clean [translated].
Very relaxing and comfortable. Bus driver so friendly.
We appreciate you!
Wheels buses and employees have been doing an amazing job.
Wheels service has been good. Majority of drivers are nice but there are a few who can be rude.
When complaint, same drivers have same behavior, never change. Either park far, never pull ramp when needed, charge no fare from other people (...illegible).
Would like midday service on this route (4).
You are getting better with accurate times, but some still need work.
You guys should make the day-pass either \$3.00 or \$4.00. No more quarters or change.
You rule!