



# **DRT's 2025 Customer Satisfaction Survey**

2025-DRT-08



# CSAT Survey Framework

## Objective:

- Understand evolving travel behaviour within Durham Region and benchmark DRT's customer satisfaction.

### 1. Qualitative Survey:

- Understand public perceptions of DRT, motivations/barriers to using transit, and the travel journey in the region.

### 2. Quantitative Research:

- Establishing key metrics to understand customer behaviours and their satisfaction factors.



## Key Takeaways

### 70% satisfaction rating

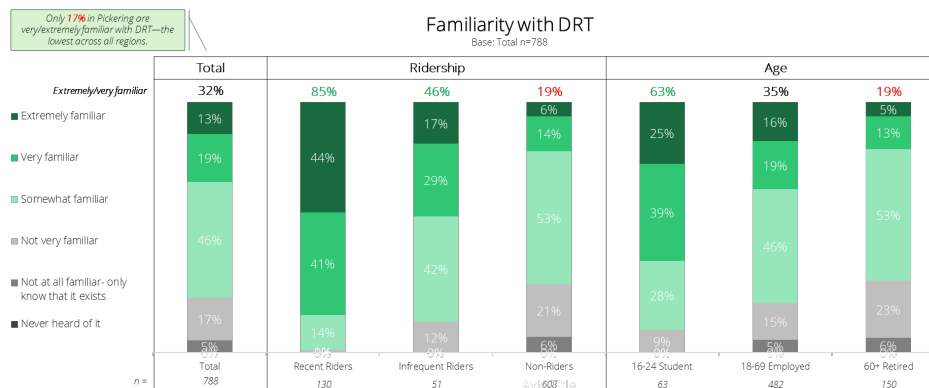
- Safety of ride, and
- comfort of ride.

### Opportunities/Needs

- On-time performance.
- Reduce transfer times.
- Real-time communication.

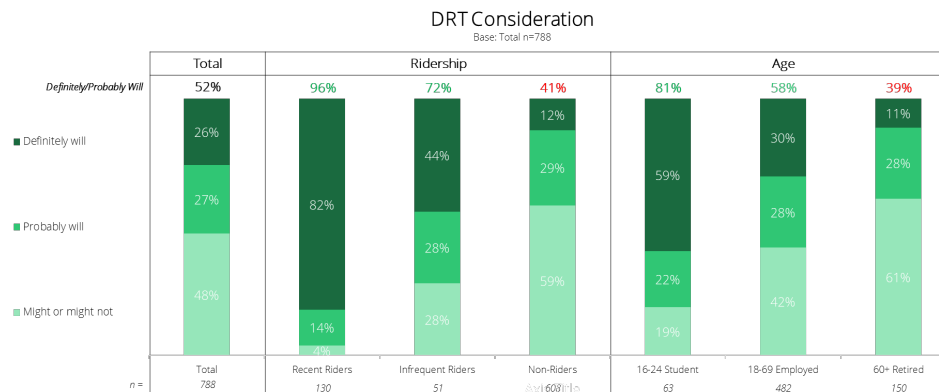
# Analysis – Awareness of DRT

- Generally strong awareness of DRT across the population (80 per cent)
- Ajax residents had highest level of familiarity, Pickering the lowest
- Familiarity strongest amongst students
- 30 per cent of respondents 60 years or older are not familiar with DRT



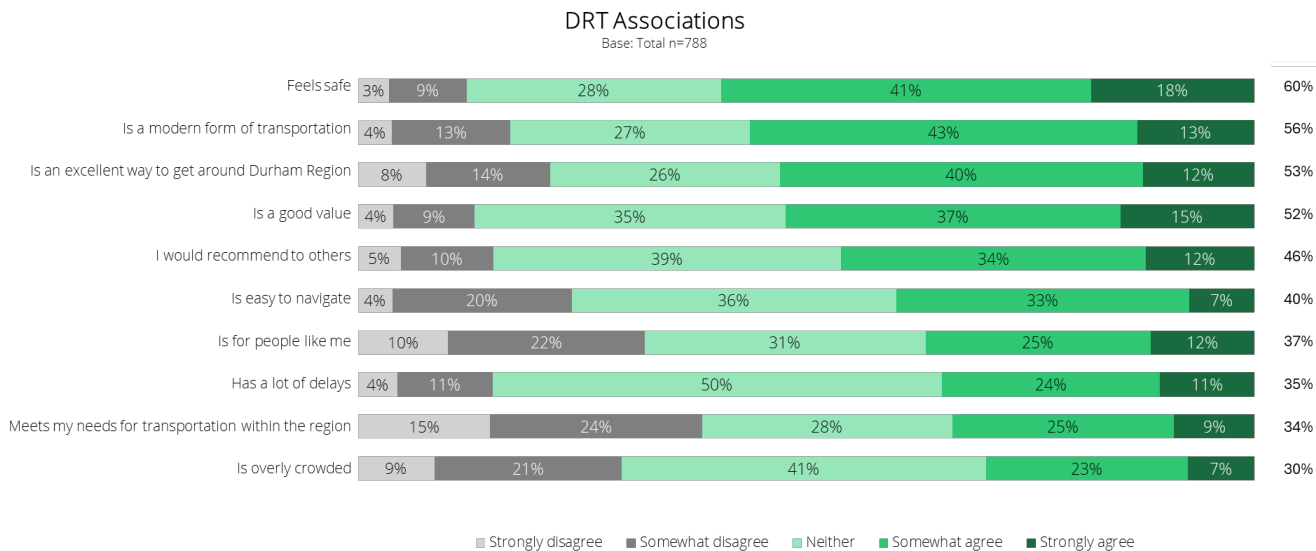
# Analysis – Would You Take DRT

- Over half of respondents would consider using DRT in the future, strongest among current users and students, lower among older and non-rider groups.
- Non-riders most likely to retain current travel behaviours using single occupancy vehicles



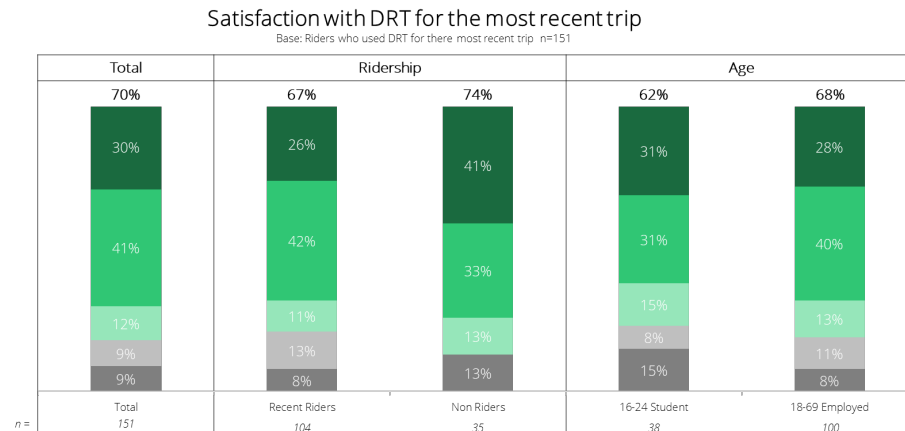
# Analysis – How Residents View DRT

- Generally perceived as safe and modern transit system
- Perceptions of navigation ease, meeting travel needs and value are areas of opportunity to better tailor messaging and improve deliver



# Analysis – Recent Satisfaction

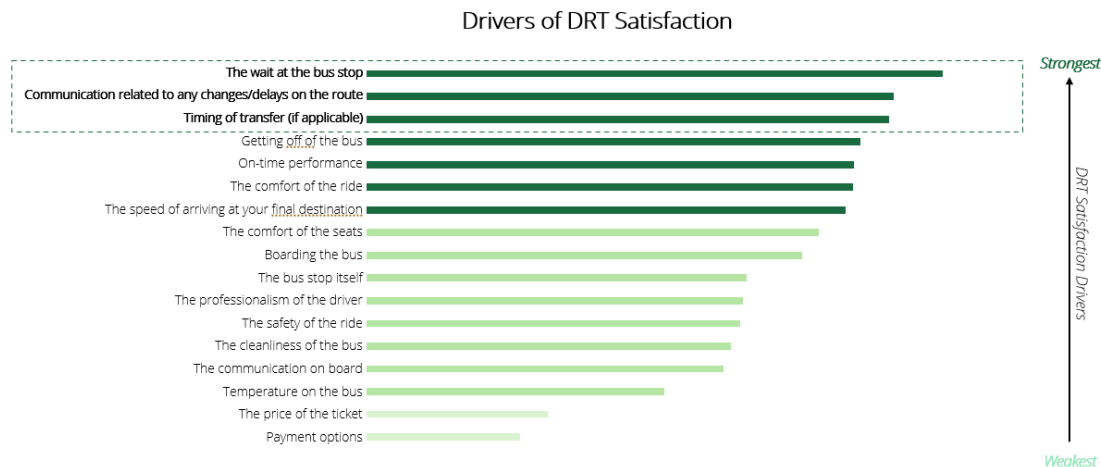
- Overall satisfaction strong (70 per cent) with one third extremely satisfied.
- 15 per cent of students and 21 per cent of retirees extremely dissatisfied indicating need to review needs of these demographics





# Analysis – Key Factors for Customer Satisfaction

- Wait times and transfer timing
- Real-time communications of changes and delays
- Travel time (ride speed) and ride comfort





# Actions for consideration by DRT

1. Improve service reliability & convenience by reviewing transfer opportunities and continuous improvement of schedules
2. Enhance ridership through service enhancements and convenience
  - Evaluate impact of reduce walking distance standard
  - Continue to improve service frequencies
  - Faster transit trips through higher order transit such as Durham Scarbrough Bus Rapid Transit and Simcoe Street rapid transit corridors, and transit priority measures across the network for preference to transit
  - Extending span of service (all day, evening, weekends)





## Actions continued

3. Targeted outreach and marketing to infrequent riders and older adults (60+), who show the lowest familiarity.
4. Enhance real time communication capacity and options for customers to access information, including considerations to leverage full capacity of Transit app.



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## Thank you

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