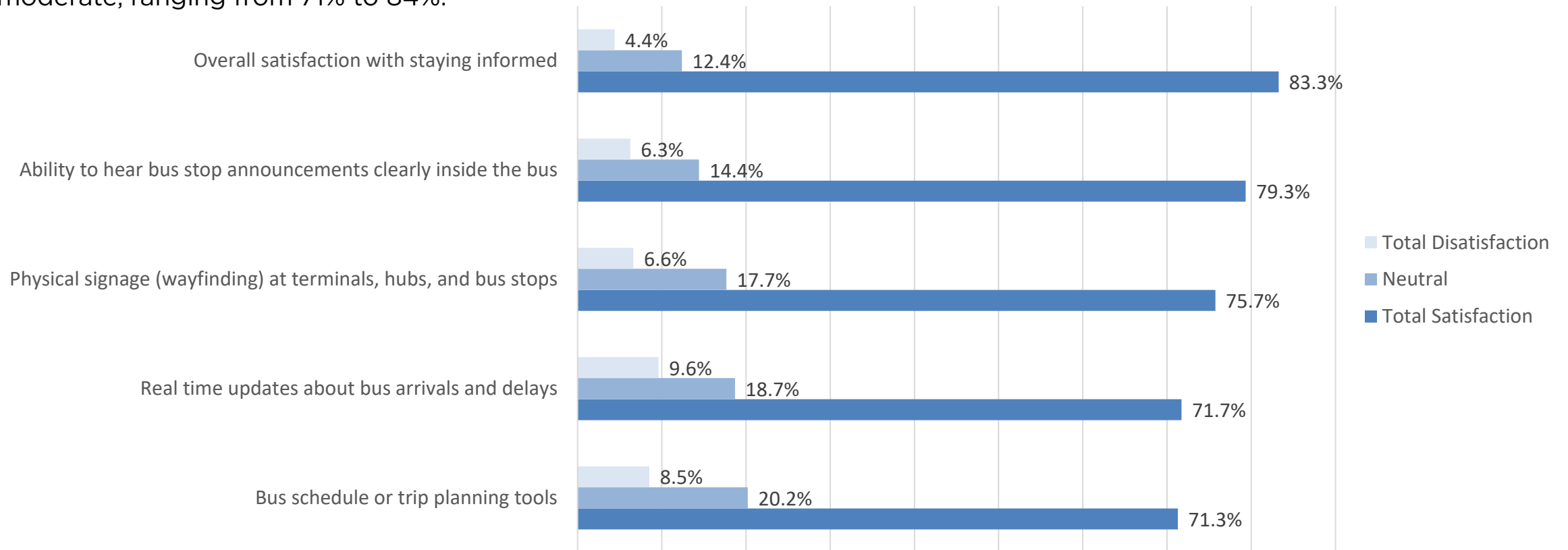


Customer Satisfaction – Keep You Informed

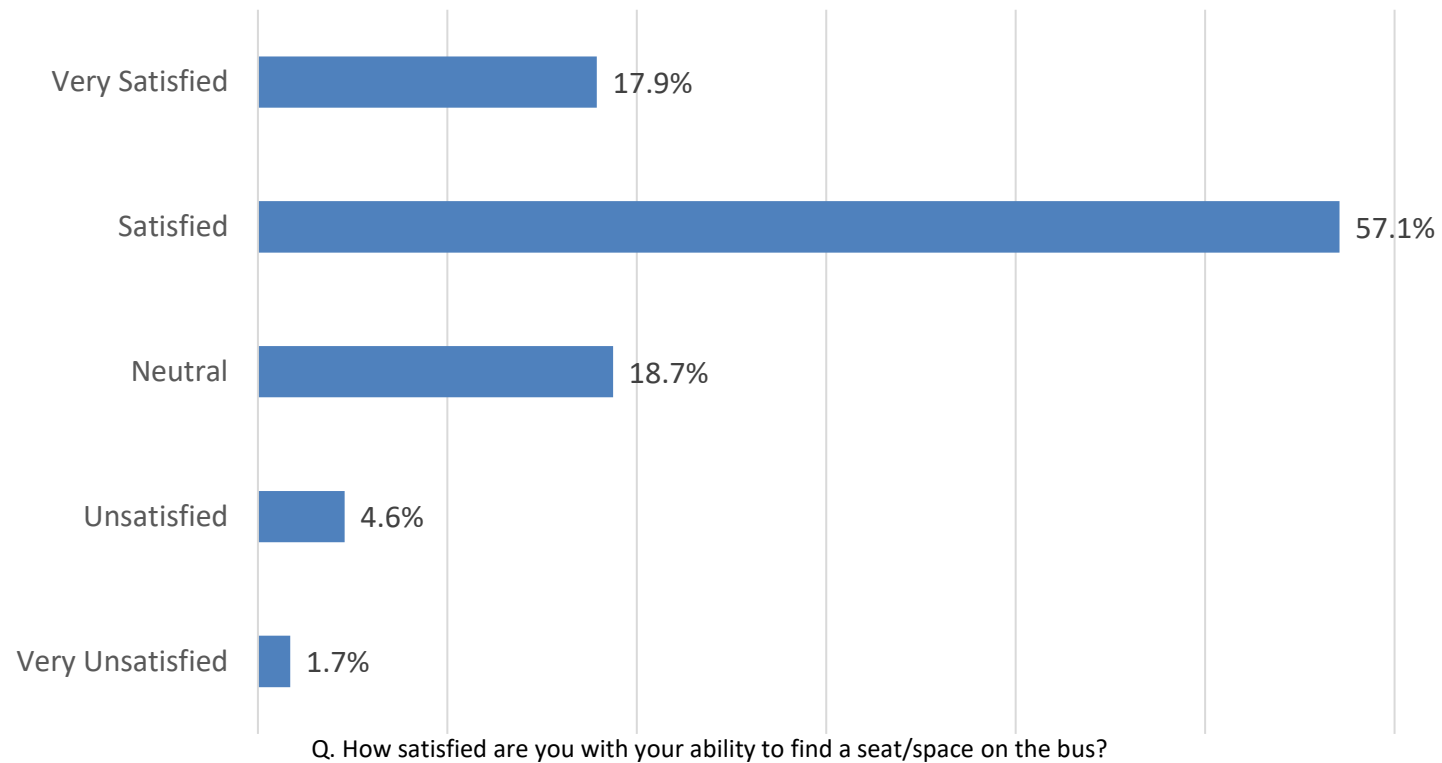
MiWay's Customer Charter commitment *Keep you informed* commits to providing accurate and up-to-date service information. The chart below displays the satisfaction metrics relating to staying informed. Satisfaction scores are low to moderate, ranging from 71% to 84%.



Q. How satisfied are you with the information provided by MiWay to keep you informed?

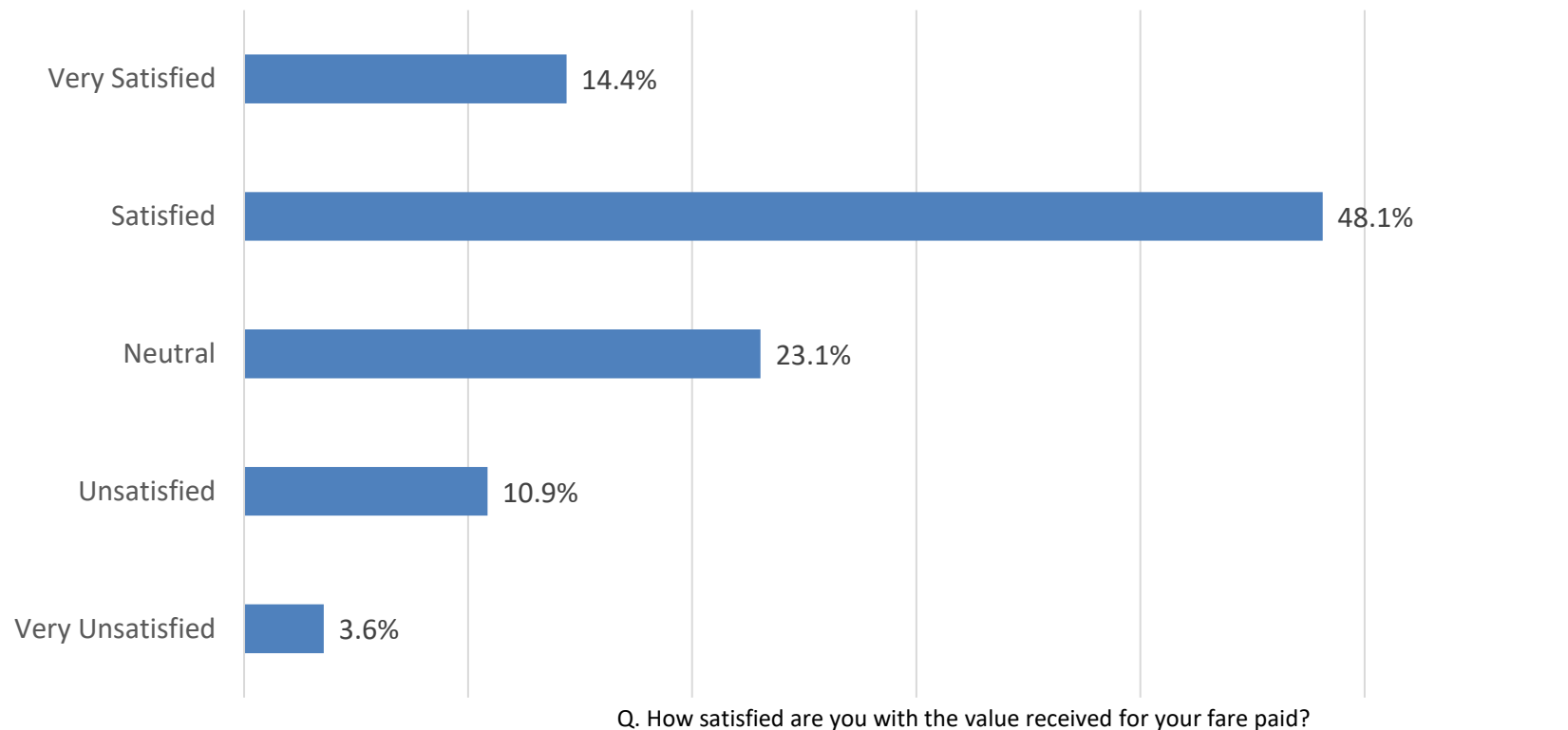
Customer Satisfaction – Crowdedness

Customers were asked their satisfaction with their ability to find a seat or space on the bus.



Customer Satisfaction – Fare

Customers were asked their satisfaction with the value they received for the amount paid for their fare.



Insights & Improvement Areas

Improvements in Customer Charter Scores:



Customer charter benchmark scores have seen improvements from 2023 averages.

Bus Frequency **65%**



Although rating for satisfaction with frequency of buses increased to a score of 65%, there are still improvements to be made.

Bus Crowdedness



75%

Satisfaction with bus crowdedness increased to 75%. Out of the riders that are dissatisfied with crowdedness on the bus, 30% of these riders are satisfied with MiWay overall. Crowdedness is highly related to rider satisfaction with MiWay.

In-Person Customer Service



71%

Customer Service satisfaction scores are in low to moderate range (55% - 77%) and trend from previous survey years in the following channels:

- social media (55.3% satisfaction)
- phone (55.9% satisfaction)
- feedback form/email (58.6%)

Thank you.