

STAFF REPORT

SUBJECT: Dial-A-Ride Passenger Survey 2015 Follow-Up

FROM: Kadri Klm, Paratransit Planner

DATE: March 8, 2016

Action Requested

None. This is an informational item only.

Background

At the January 2016 WAAC meeting the staff presented a summary of the latest annual Dial-A-Ride customer satisfaction phone survey that was conducted by a third party surveyor who interviewed 100 passengers. The quantitative customer satisfaction scores had increased when comparing them to the scores from prior four years and the satisfaction was very high across all stages of the rider experience with average being from 4.37 to 4.61 points on a 5-point scale.

In addition to the quantitative scores for different aspects of the Dial-A-Ride service the surveyors also encouraged responders to provide any verbal open-ended feedback/comments/suggestions about the service. These comments were presented to the WAAC at their January 2016 meeting. The committee members were interested in seeing a more detailed analysis of the open-ended verbal comments/concerns. It was also recommended that if there is a concern the surveyor should ask for a phone number for the follow-up.

Discussion

This section will analyze the 100 verbal comments received from the 100 passengers interviewed. Please see the *Attachments 1* and *2* for a graphical presentation of the comments as well as the table.

Thirty four people (34%) did not have any comments when asked, 28 passengers (28%) had positive feedback and they expressed appreciation for the service. The highest number of negative feedback had to do with late pick-ups

and long travel times with 8 people (8%) reporting that there have been times when their ride has been late and four people (4%) complaining about long travel times. Three people (3%) had a general concerns. The following areas each had two people (or 2%) reporting it as a concern: vehicle maintenance (2%), reservations (2%), call center out of the area (2%), safety (2%), and routing (2%). One person (1%) was unhappy about the vehicle type and one (1%) said the driver was a no-show. LAVTA staff constantly monitors the on-time performance as well as the ride length statistics. Currently the OTP is considerably above the 95% contractual requirement. According to the ADA the a trip on a paratransit vehicle should take about the same amount of time as a similar trip on an existing fixed route system, including travel time to and from a bus stop, and any transfer time.

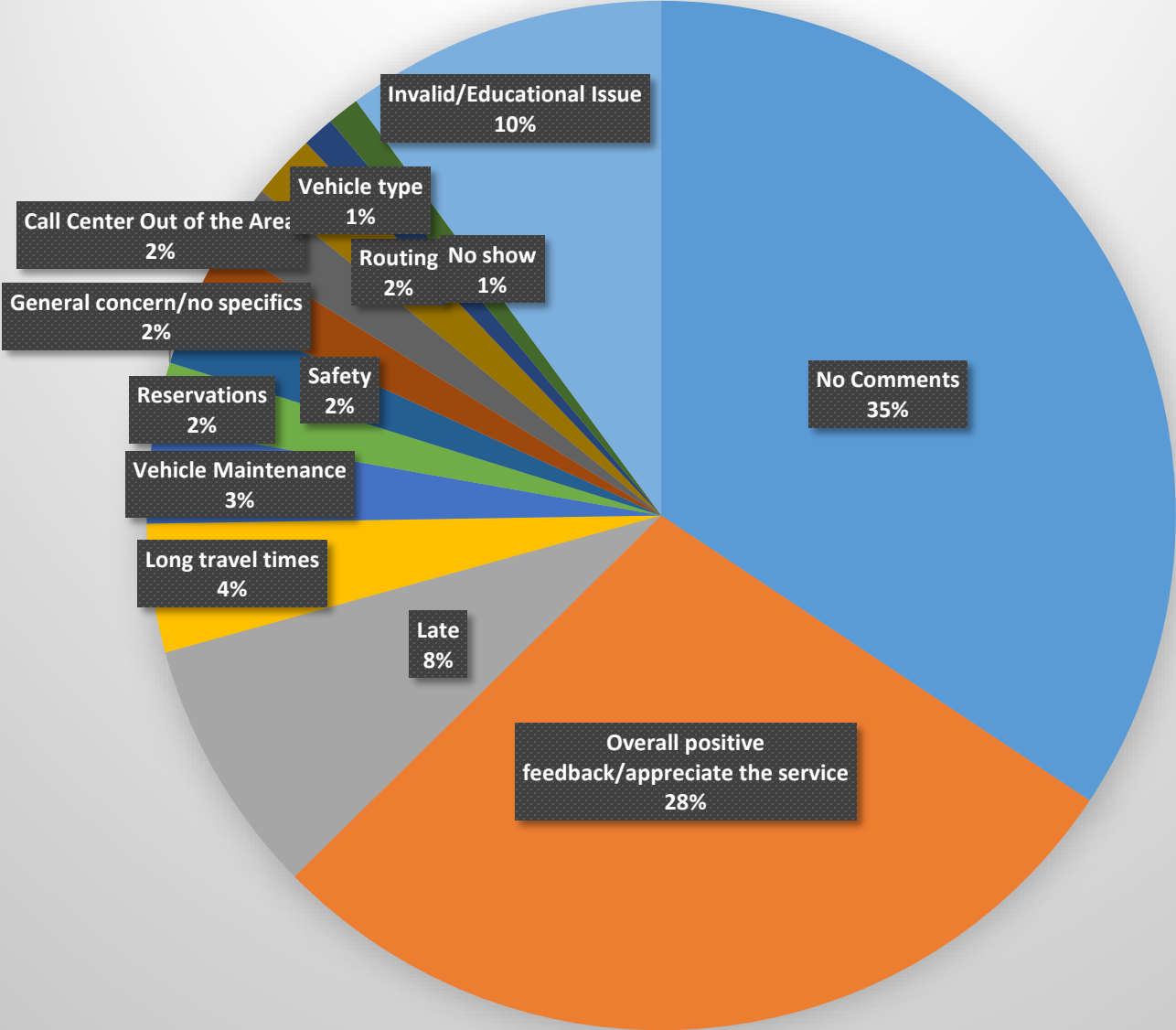
Since most of the above possibly valid verbal passenger concerns are impossible to validate without additional information, LAVTA is planning to add a question about whether the passenger would be willing to give his/her phone number for the staff follow-up in the next customer satisfaction survey.

There were 10 comments/concerns (10%) total that LAVTA staff considers invalid because of the nature of the ADA paratransit service and the staff therefore identified these as areas in which passengers can be provided more education. Out of the 10% invalid/educational issue comments 2 people (2%) didn't like regional/inter-agency trips, 1 person (1%) did not like the vehicle types used for Wheels Dial-A-Ride service, 1 passenger (1%) wanted to do changes to the drop-off location while onboard a Dial-A-Ride vehicle, 1 person (1%) wanted to know how to get Dial-A-Ride tickets, one passenger (1%) didn't like the half-hour pick-up window policy, one person (1%) wanted to know how to sign up, one (1%) said Dial-A-Ride is too expensive, and one (1%) wanted the same driver for the return ride. Staff is preparing a comprehensive "Riders Guide" where such aspects of the service can be explained in more detail and in a user friendly format. LAVTA staff is also working with County Connection's LINK service to better coordinate the trips between LAVTA service area and Contra Costa County.

LAVTA will continue to closely monitor customer satisfaction and following up on the comments/feedback received from the survey respondents.

Attachments:

1. Dial-A-Ride Survey Comments Graph
2. Dial-A-Ride Survey Comments Table



	Unable to Validate w/o More Information	Invalid/Educational Issue
No comments	34	
Overall positive feedback/appreciate the service	28	
Late	8	
Long travel times	4	
Vehicle Maintenance	3	
General concern/no specifics	2	
Reservations	2	
Call Center Out of the Area	2	
Safety	2	
Routing	2	
Vehicle type	1	1
No show	1	
Regional trips		2
Wanting to do changes to drop off location while in the vehicle		1
Half an hour window		1
How to get tickets		1
How to sign up		1
Pick-up window		1
Too expensive		1
Wants same driver for the return ride		1
Wants to change drop off location while in vehicle		1
TOTAL	89	11