

STAFF REPORT

SUBJECT: Dial-A-Ride Passenger Survey 2015

FROM: Kadri Klm, Paratransit Planner

DATE: January 6, 2016

Action Requested

None. This is an informational item only.

Background

LAVTA performs annual Dial-A-Ride passenger surveys to assess passenger satisfaction in order to continually improve service.

Methodology

The 2015 annual Dial-A-Ride customer satisfaction survey was conducted between October 26 and October 28, 2015 via telephone by randomly calling currently active Dial-A-Ride passengers. Active riders are those who have used Dial-A-Ride at least once within the last twelve months. The survey was administered by a third party surveyor, and a total of 100 Dial-A-Ride surveys were completed. The results are statistically reliable at 95% confidence interval ± 8.5 point margin of error.

The surveyors asked the passengers to rate Dial-A-Ride service on a 1-to-5 scale (5 being highest and 1 being lowest) on a variety of topics, including the reservation process, pick-up experience, ride experience, drop-off experience, and their overall satisfaction with the service.

Discussion

Dial-A-Ride Survey Results

Overall satisfaction was very high across all stages of the rider experience. The average score for the reservation process was 4.45, pick-up experience 4.45, ride experience 4.38, drop-off experience 4.37, and the overall satisfaction score was 4.61 on the scale of 1 to 5.

Areas where scores were exceptionally high included:

- Person on the phone was courteous 4.47
- Person on the phone was able to arrange request for transportation 4.5
- Driver arrived at correct address and spot 4.48
- Driver was dressed appropriately and clean 4.47
- Driver operated vehicle safely and followed all traffic laws 4.55

Areas where scores were lower than average:

- Driver was on time for pickup 4.05
- Prefer use of new smaller vehicles 3.86
- No problems navigating phone menu 4.23

The key areas where riders consistently expressed the importance to them were timeliness, scheduling ease and accuracy, courteousness, quick return pickups, disabled accessibility and equipment friendly.

The following table compares the average customer satisfaction ratings of the surveys conducted over the last four years:

| Service Aspect | Apr 2012 | | Jun 2013 | | Jul 2014 | | Oct 2014 | | Oct 2015 | |
|-----------------------|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| | Mean | Median |
| Reservation | 4.29 | 5 | 4.67 | 5 | 3.67 | 4 | 4.29 | 5 | 4.45 | 5 |
| Pickup | 3.97 | 4 | 4.27 | 4 | 3.58 | 4 | 4.11 | 4 | 4.45 | 5 |
| Ride | 4.08 | 4 | 4.6 | 5 | 4.6 | 5 | 4.68 | 5 | 4.38 | 5 |
| Dropoff | 4.28 | 5 | 4.5 | 5 | 4.1 | 5 | 4.61 | 5 | 4.37 | 4 |
| Overall rating | 4.11 | 5 | 4.47 | 5 | 3.55 | 4 | 4.36 | 4 | 4.61 | 5 |

The 2015 survey showed the four-year highest ratings in the areas of pick-up experience and overall rating, which indicates that high on-time performance is highly correlated with the overall satisfaction with the service.

In addition to the quantitative scores for different aspects of the Dial-A-Ride service, the surveyors also encouraged respondents to provide any verbal open-ended feedback/comments/suggestions about the service. The open-ended passenger comments are attached to the staff report.

Summary

Overall, the rider satisfaction scores have increased when comparing them to the scores from prior years. It is staff's observation that customer satisfaction scores are very closely correlated to on-time-performance and valid customer complaints per 1,000 rides metrics, which both have been on a positive trend. LAVTA will continue to closely monitor customer satisfaction and following up on the comments/feedback received from the survey respondents.

Attachment:

Dial-A-Ride Survey Comments

| LAVTA Rider Satisfaction Survey - Oct 2015 - Q24 Open Ended Comments | |
|--|--|
| 1 | No comments |
| 2 | They have on occasion been late and got me to my destination late. |
| 3 | Umm, one time they sent a vehicle that didn't have a lift, I really had a very hard time getting in the vehicle that only happened once as an example, one time out of ten I had a bad experience, it was unpleasant because I had a hard time getting in the vehicle |
| 4 | I wish that we had some way of knowing that once we have booked a ride that they are really going to come the next day. There is an automated call that comes through the night before, but if the call doesn't come through I don't have a way of knowing if they won't show up. There should be a cal saying that the ride will not show up if so. There have been times that I haven't been picked up. |
| 5 | As of July 2014 when you people were bought out by MTM i will say that the people who are operating from the Missouri office do not know California traffic patterns. Might it be possible to put somebody who is in the California office on the handling of dispatch because there are certain people who will ask for certain drop offs at certain times. It would help |
| 6 | Ummmm/ No / Umm / The service has been like that for a couple of years or so. / I'm satisfied. |
| 7 | I have no problems the drivers are always friendly and helpful. |
| 8 | No |
| 9 | No, I'm thankful that they are there and I appreciate their service otherwise I couldn't go to a doc appointment and sometimes go to grocery store, so I'm satisfied with service |
| 10 | No. |
| 11 | No |
| 12 | When I'm picked up from my second pick up to go somewhere out other home than I should be able to change it if I want to and they won't allow me to do that. |
| 13 | No comments |
| 14 | You may need a few new vehicles./ The stopper had fallen off the door. The door rolled out of place. And then the van could not be put into gear. It has happened to several vans. The administrative people came out to see what the issue was right away. The driver was complaining about it. Even the back up driver talked about it happening to several of the vans. / The doors are extra strong./ Eadh time the driver Alex comes to pick me up he uses his own van. |
| 15 | I seem to have a problem on Friday afternoon. But I don't know if it's me or them so I can't complain. |
| 16 | no I don't |
| 17 | No, he's good |
| 18 | I use them a lot every Monday at six am, my destination is only a mile to a mile and a half. I'm always on time, sometimes they show up earlier than six and they will sometimes pick up someone else then drop off to their destination even if it is further away than mine/. It only takes the driver seven minutes to get me to my destination at the hospital so I think I should be dropped off first before the other people since I was on time and waiting outside and picked up before the other people. I should be dropped off first. There are times that I am in the vehicle for around 40 minutes. The driver should use common sense and think who is closer to their destination and who was waiting first and get them dropped off first instead of making me wait and drive all around town. I don't want to experience Driving Miss Daisy. |
| 19 | No |
| 20 | No. |
| 21 | No |

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|----|---|
| 22 | Not that I know of |
| 23 | Long interview, and called late. |
| 24 | Uh, thankful and congratulates her driver for good service |
| 25 | If I had an unusually long wait I would object but that doesn't happen very often. |
| 26 | They need ot get to pick up as soon as they can./ On Wednesdays I go to Target and I need to get there on time or I get in trouble./ In the afternoons they don't have a ramp./ Please make certain they will get me to work on time. I was late - not the last time but before that./ Please know what time thay are picking up./ Please don't call at night. |
| 27 | The drivers are all great. Like the drivers |
| 28 | Uh I love the service and um am thankful that I get to use the service. |
| 29 | Overall very good. |
| 30 | I wish they would get back to having a basic contract with a local company when you do it with a company out of Salt Lake City or out of state their business practices can really be improved on |
| 31 | They usually com on time or withing half an hour. / Rarely they're not. / Keep up the good work. |
| 32 | No |
| 33 | I said one time that I haven't heard about that. I sat one time and I bruised my back. |
| 34 | none nothing |
| 35 | no very happy with service. |
| 36 | They should have smaller vehicles. Several times they sent a huge van when it was only me in it. |
| 37 | No |
| 38 | I am a satisfied rider. They come and get me, right place right time, very polite very kind, very patient. |
| 39 | Don't give your drivers to many stops on the same drive. / Don't have your driver pickup people first, dispatch doesn't seems smooth enough. |
| 40 | I have been using this service for almost seven years. This company is better than others that I have tried. I like the newer vehicles some don't look that great they are working well but don't look that great. Overall the service is good. |
| 41 | several times the drivers are texting while driving or are on the phone and i think thats distracting. i had somebody pick me up and they didn't tell me we were picking somebody up and they were late picking me up and it was an overall i was not happy also bamen or something like that i cant remember his name he has a dark beard and he did not put my seatbelt on and he just pulled off and drove off i told him to pullover and put my seatbelt on and he didnt listen to me and finally he pulled over and picked somebody up and put my seatbelt on. |
| 42 | none |
| 43 | a lot of times the operator doesnt give driver enough times to make stops or pick ups sometimes im late to the va hospital and i dont like that. |
| 44 | There was one driver that made really late for an appointment, he picked me up late and he was a strange person. I reported him and explained that I did not want to be picked up by him again. Overall the company is good. |
| 45 | This is a great improvement since your company came to work in May / Previous company wasn't great, your company is really doing a great job |
| 46 | Timing was bad on Sunday but the other times they pick up when supposed to. |
| 47 | no. |
| 48 | no comments |
| 49 | No |
| 50 | i only had one bad experience they picked me up and drove me around for forty minutes driving around picking up other people but it was only once// |

| | |
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| 51 | no comments |
| 52 | I think I had a wait half a hour / but I appreciation that the service is available to me. |
| 53 | no. |
| 54 | Except for the timing / Hardly on time, on the pick up on the turn, they make me wait an hour there. |
| 55 | I do a lot of transfers. The dispatch has been horrible. They don't always get the right time, I make appointments for night, they arrive in the morning. Drivers are good, reservation is good, but dispatch is not good |
| 56 | no i was very impressed and really happy with it |
| 57 | No |
| 58 | Like the new company that took over arranging the trips, and drivers are local that's good. |
| 59 | No |
| 60 | Not really. |
| 61 | nope your company has been a pretty darn good company as how it was before. |
| 62 | just one i wish they would if im only ten minutes away just drive me there instead of driving me around everywhere/ i wish i could schedule the pick up online// |
| 63 | no comments |
| 64 | No other comments. |
| 65 | Here is one just recently. I did not care for. She got real snotty with me because I told her don't knock on the door, use the doorbell because when I'm in the bathroom I can't hear the knock I can hear the doorbell better and she just took off with ought me. So I don't want her anymore I like Matt he is a good driver. Another thing that I like are the low vans not the high vans. And another thing is, one of the vans does not have a seat belt in back of it. I think they should get rid of it. Because if somebody fell backwards they could hurt themselves and hit their head and they would have a big loss suit on themselves. |
| 66 | I did have a problem yesterday and had a transfer trip and they took me to the wrong address and then tried to pick me up at the wrong address as well, so I don't know what happened but that was my only bad experience. |
| 67 | No other comments. |
| 68 | No other than I'm very grateful we have it it's a fantastic service for us I'm very appreciative. |
| 69 | Wondering how I would be able to sign up |
| 70 | very good but sometimes new drivers or somebody that doesn't know the area but its very good i feel very happy. |
| 71 | Eventually I'm sure it's going to change as time goes on, but the service has been great when I have used it |
| 72 | no |
| 73 | Maybe more timeliness of the pick up and drop off, if they are late for the pick up then you miss the connection, its like a domino effect / Sometimes the rides are arranged in a weird way too. |
| 74 | No, I've been very happy with them. |
| 75 | No no comments other than I really appreciate the service. |
| 76 | some of the stuff outstanding there has been some that can kill people and i made sure that the supervisors were informed with completly dates and times full info with what happened and what was wrong the whole deal and was properly taken care of i will write letters to people that are in the office that are wonderful and outstanding and are outstanding to company and i would like to work with them and as an inspector i could straighten out and help fix that becuse i know what im doing |
| 77 | I have run out of tickets and need to know how to get them. |

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|----|---|
| 78 | You guys are doing a wonderful job I want you to know. |
| 79 | No comments. |
| 80 | The drivers are very helpful and courteous. They're gentleman and ladies. Great help |
| 81 | They should quit double booking the drivers. |
| 82 | rosemary and tony are excellent/ the two brothers that pick up are excellent/ all drivers are good except the man with the beard/ |
| 83 | No |
| 84 | No comments |
| 85 | No |
| 86 | I wish it was a little cheaper and that I could take my grand kids with me but no i appreciate it so much and I'm so grateful. |
| 87 | When it comes to connecting with other areas like links or something to have them be the ones hauling you back a lot of times they wont be the one calling you back so its a different area code so I won't answer and won't actually know ho they are and would just prefer them to be the ones to call with the connection. |
| 88 | On the average my drivers have been very good, nice and helpful. Really happy with the service. Polite, friendly chit chat, they explain the order of pick up/drop off, explain what they're going to do. They're very accommodating |
| 89 | no just about the other passangers make sure theyre not to far// |
| 90 | no. |
| 91 | No. |
| 92 | It's nice if you can have the same driver coming and going because its seems like the pickup works better |
| 93 | There is to much of a window of time and there were times where I was there at the doctors appointment much to early; I can understand that they have to be efficient' but I had to kind of park myself. |
| 94 | The coordination between counties are poor. He has to take the wheels dial-a-ride to a neutral transfer point where another county picks him up. He's on the bus for four hours a day going back and forth. It's poor service to the rider to transfer rather than taking him directly to the destination. Some drivers are great, others are poor. It would be great if we had the same drivers everyday. I make arrangements on email, the phone calls I have made to arrange have been horrendous. Every time I have called, I called to the mid-west trying to get rides to places they don't know about because the city wasn't listed even though the city exists. There's a tendency to blame the other county when there is a problem but my son is the one who suffers. We have had exceptional service with Jauna Lopez, a supervisor. If it wasn't for her, it would be a complete disaster. |
| 95 | Keep it up. |
| 96 | No they are doing a great job. |
| 97 | My comment is that it's not fair that they pick me up first and then drop me off last / They need to add air conditioning / They need to clean the cars most of the people are sick and I don't want to catch anything else. |
| 98 | It's great! It's the only way to go if your going into that area I never thought I could go there until I found dial-a-ride. Now I can go to other events like venues. It broadens my horizons very much. |
| 99 | I think that's it. |