

**S T A F F   R E P O R T**

SUBJECT: Dial-A-Ride Passenger Survey of Fall, 2018

FROM: Kadri Klm, Paratransit Planner

DATE: November 7, 2018

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**Action Requested**

None – Information only.

**Background**

LAVTA performs annual Dial-A-Ride passenger surveys to assess passenger satisfaction in order to continually improve service. This current fiscal year (FY18/19) LAVTA has decided to conduct two surveys instead of just one; the first one in October/November 2018, and the other one in six months in the Spring.

**Discussion**

The Fall survey is currently being conducted. The survey includes both email (online) and phone survey, just as a year ago. The format and questions are very similar if not the same to the last survey. In order to have more input from riders this time around the consulting company also mailed out postcards to all eligible Dial-A-Ride patrons in our database notifying them of the upcoming survey and encouraging participation. As of October 31<sup>st</sup> the number of online completes has unfortunately been disappointingly low. Because of the low online participation more phone surveys are needed to end up with 250 survey completions, which is the target. The survey company hopes to wrap up the phone calls by first week of November, but they will not call on the Election Day. The survey company is also sending another email to non-respondents as well as sending texts, both of which will hopefully assist with increasing the number of completes.

**Next Steps**

Staff plans on bringing the survey results to the TAAC at the committee’s January, 2019 meeting.

**Action Requested**

None – Information only.