

STAFF REPORT

SUBJECT: Dial-A-Ride Passenger Survey of June 2019

FROM: Jonathan Steketee, Customer Service & Contract Compliance Manager

DATE: September 23, 2019

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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. For the FY18/19 conducted two surveys – one was completed in November/December of 2018 and the other one six months later in June 2019.

**Methodology**

The methodology for the customer satisfaction survey incorporated both telephone surveys and an online survey. Potential respondents were screened to ensure they had used the Dial-A-Ride service at least once in the last 12-month period. Also, in this wave, a postcard was sent to all riders inviting them to complete the survey online or over the phone.

The participants surveyed via telephone were randomly selected, and the online survey was sent to the email addresses in the LAVTA paratransit database. The survey was administered by a third party surveyor, and a total of 289 Dial-A-Ride surveys were completed, which included 228 phone surveys and 61 online surveys.

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**

Comparing the results of this most recent survey conducted in June 2019 to the previous survey from November/December 2018 shows that there was not statistically significant differences between the ratings in the two surveys.

As the survey results indicate the riders are clearly more positive than negative when it comes to all variables assessed. There was a noticeable change in the number of highly agree to agree. This could mean that there is a sliding confidence in some categories, or that the individual taking the survey was positive, but more reserve in their rating. There was not a migration of favorable to unfavorable rankings. The highest rated variables were driver

courtesy and helpfulness, drivers being dressed appropriately and being clean, the person on the phone being courteous, vehicles being clean, and driver operating the vehicle safely/following traffic rules. The lowest rated variables were driver timeliness and the amount of time on hold.

In regards to timeliness, on time performance has not been lower than 90% since June of 2018.

| Month, Year | OTP %  |
|-------------|--------|
| Dec-17      | 78.85% |
| Jan-18      | 77.75% |
| Feb-18      | 82.31% |
| Mar-18      | 86.97% |
| Apr-18      | 89.36% |
| May-18      | 87.24% |
| Jun-18      | 88.13% |
| Jul-18      | 90.42% |
| Aug-18      | 91.06% |
| Sep-18      | 92.79% |
| Oct-18      | 91.74% |
| Nov-18      | 94.71% |
| Dec-18      | 94.20% |
| Jan-19      | 94.46% |
| Feb-19      | 90.98% |
| Mar-19      | 95.36% |
| Apr-19      | 96.83% |
| May-19      | 90.90% |
| Jun-19      | 91.80% |
| Jul-19      | 90.09% |

| Month, <60 Seconds | <180 Seconds |
|--------------------|--------------|
| Dec-17             | 91.78%       |
| Jan-18             | 89.27%       |
| Feb-18             | 90.31%       |
| Mar-18             | 86.28%       |
| Apr-18             | 90.99%       |
| May-18             | 94.94%       |
| Jun-18             | 93.78%       |
| Jul-18             | 90.33%       |
| Aug-18             | 97.10%       |
| Sep-18             | 91.38%       |
| Oct-18             | 91.75%       |
| Nov-18             | 97.59%       |
| Dec-18             | 94.01%       |
| Jan-19             | 83.35%       |
| Feb-19             | 91.51%       |
| Mar-19             | 95.94%       |
| Apr-19             | 97.45%       |
| May-19             | 91.93%       |
| Jun-19             | 87.99%       |
| Jul-19             | 95.94%       |

**Next Steps**

Hold time has continued to improve, but remains at a very high bar of over 92% of calls are answered in under 3 minutes. LAVTA staff will continue working with the contractor to monitor and improve the service quality. However, on time performance and hold-times are at a more than acceptable performance.

**Recommendation**

None – information only.

Attachments:

1. Dial-A-Ride Customer Service Survey PowerPoint



Livermore Area Valley Transportation Authority (LAVTA)  
Ridership Satisfaction  
Phone and Online Survey

*Summary of Findings*

Prepared July 2019

Quantum Market Research



# Background

- Overall goal of the study is to gauge rider satisfaction with LAVTA's Wheels Dial-a-Ride service, particularly as a means of tracking opinions over the years.
- Survey has been conducted in English over the telephone since 2015.
- The three most recent waves of interviewing include online surveys and Spanish-language interviewing, in addition to English-language surveys.
- Respondents were users of Wheels Dial-a-Ride service in the previous 12 months or are the caregivers of those users.

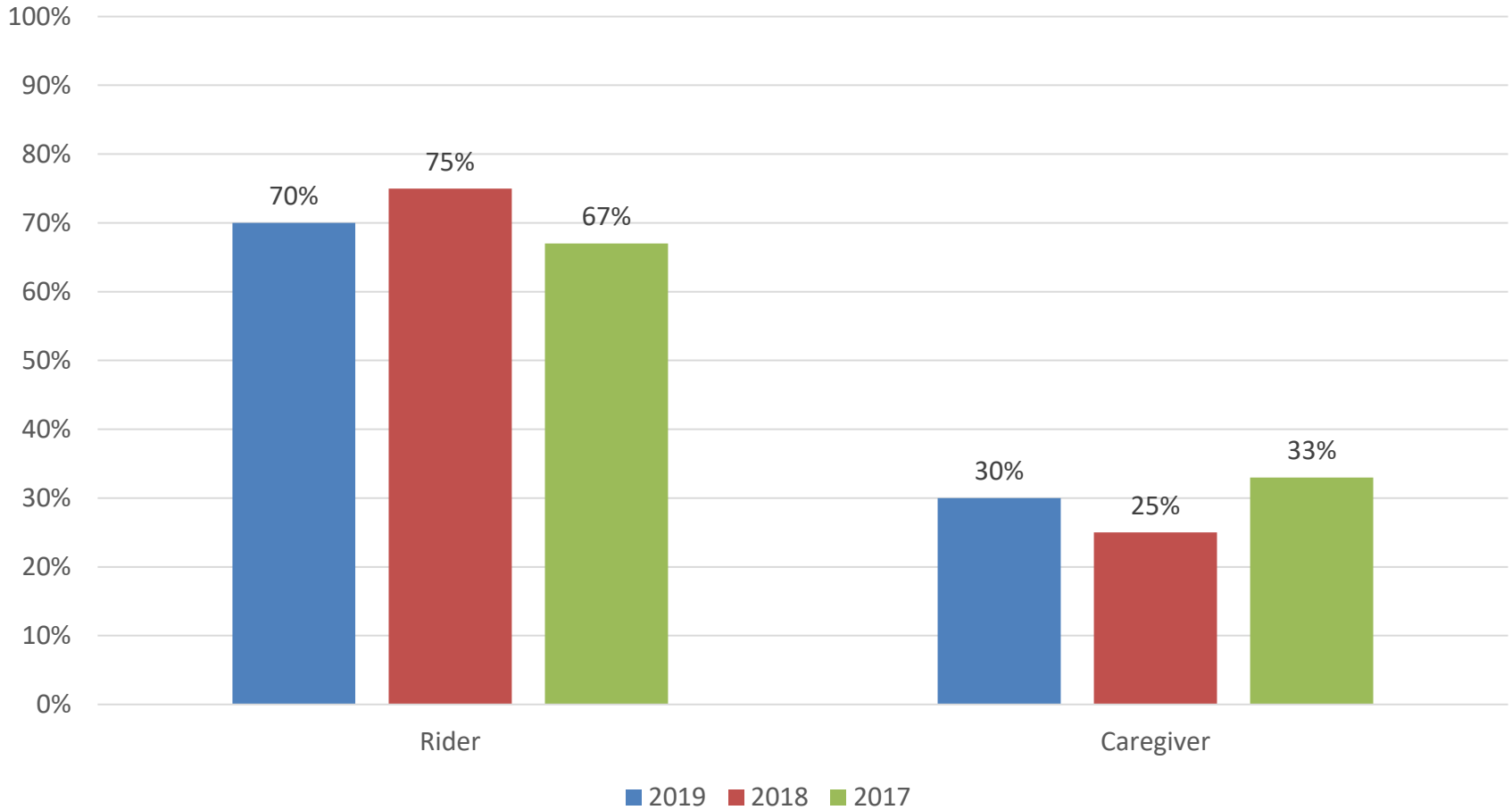


# Methodology

- In this latest wave, 289 surveys were conducted, including 228 telephone interviews averaging just under 9 minutes in length.
- 61 riders completed the survey online.
- The margin of error is just over  $\pm 5\%$  at the 95% confidence level. Lower sample sizes were used in previous years with corresponding higher margins of error.
- Sample was provided by LAVTA and included a total of 957 people, including 85 at various nursing homes and rehabilitation centers.
- As in the most recent wave, postcards were sent to all riders in individual residences inviting them to complete the survey online or over the phone. Non-respondents with a valid email address also received an email invitation to participate.
- Potential respondents were screened to ensure they had used the service in the previous year.
- A raffle of four prizes of \$25 was offered to respondents.

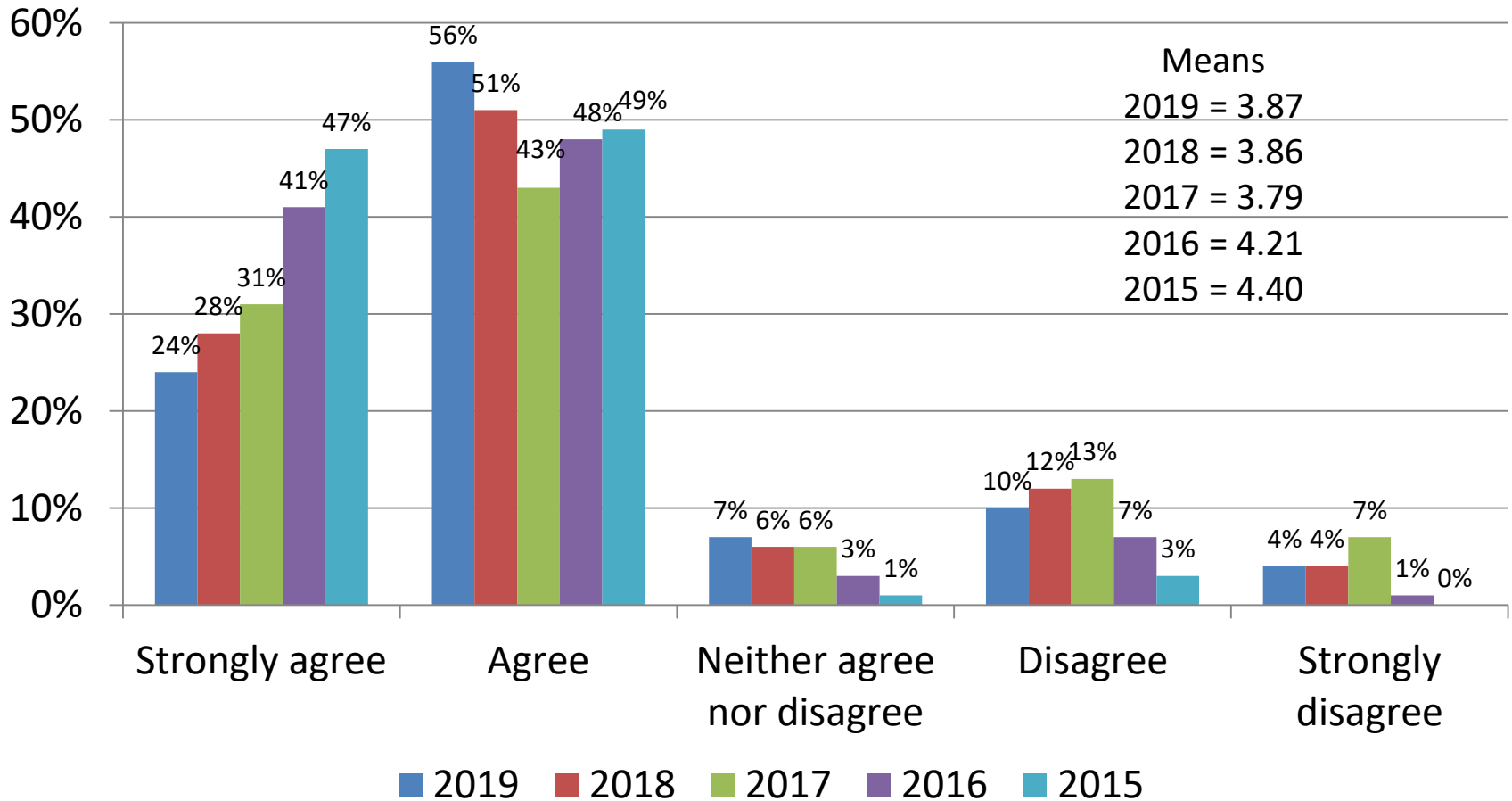


# Rider or Caregiver



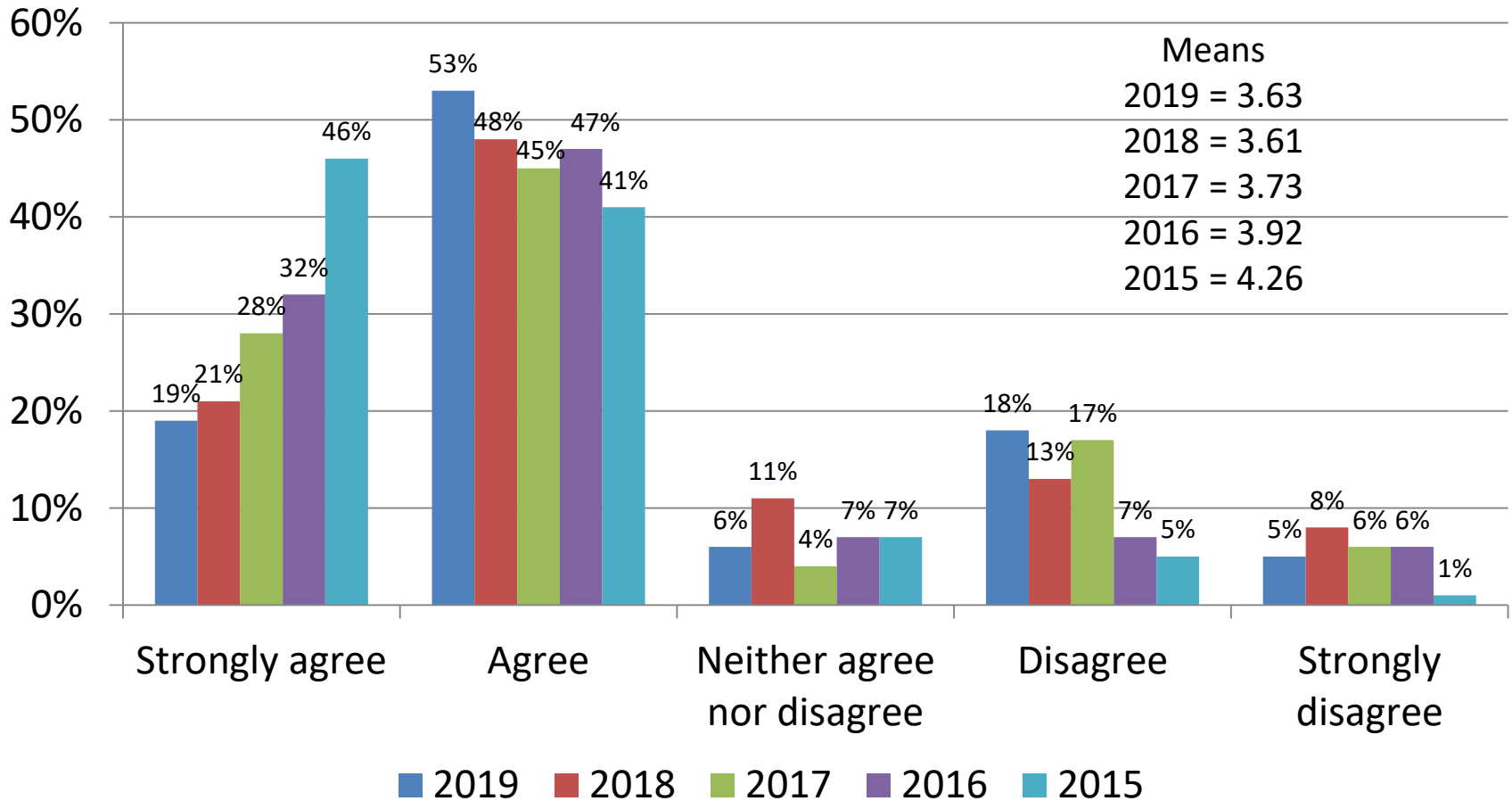


# Able to Reach Customer Service Quickly





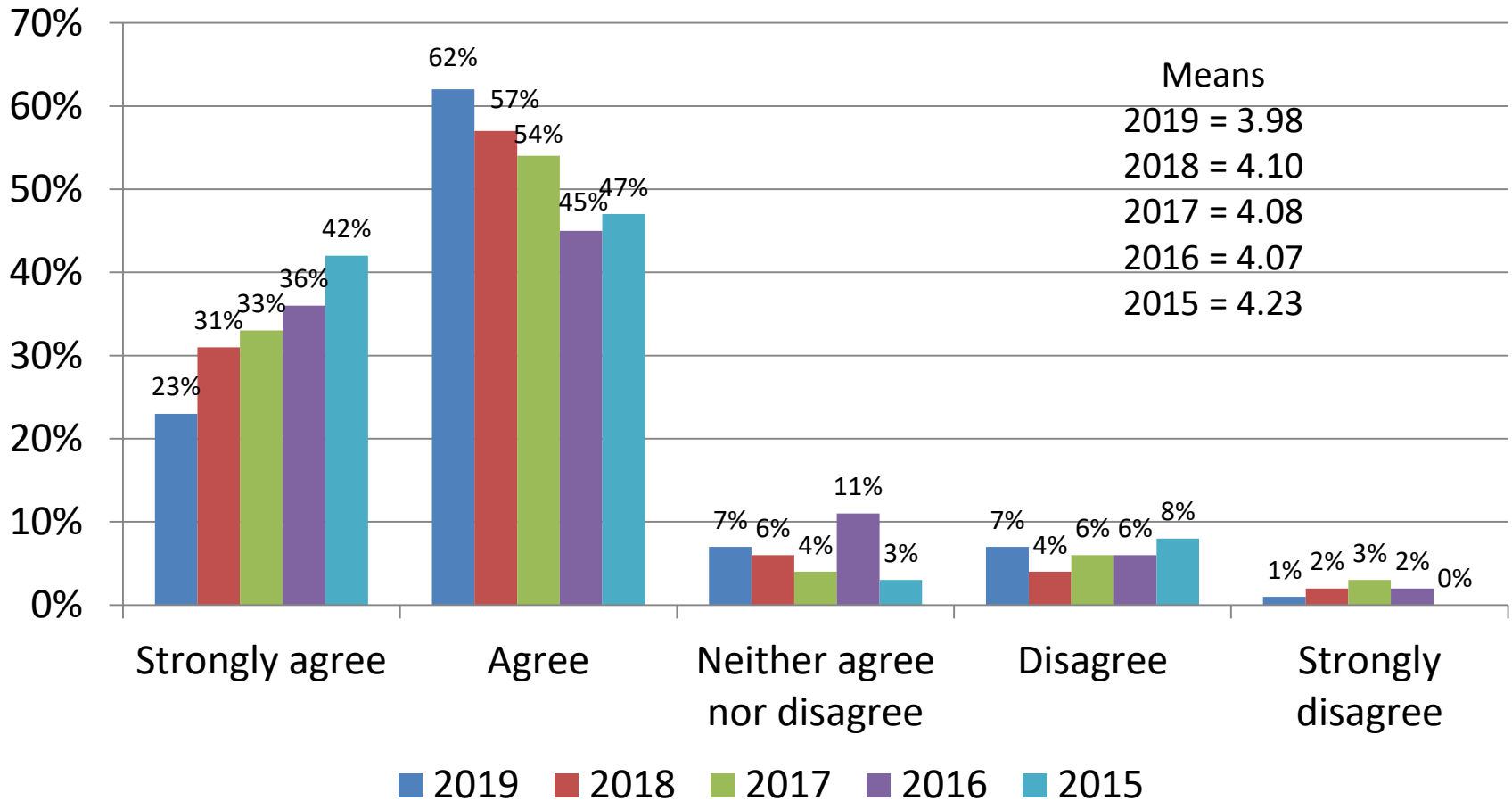
# Hold Times Were Not an Issue





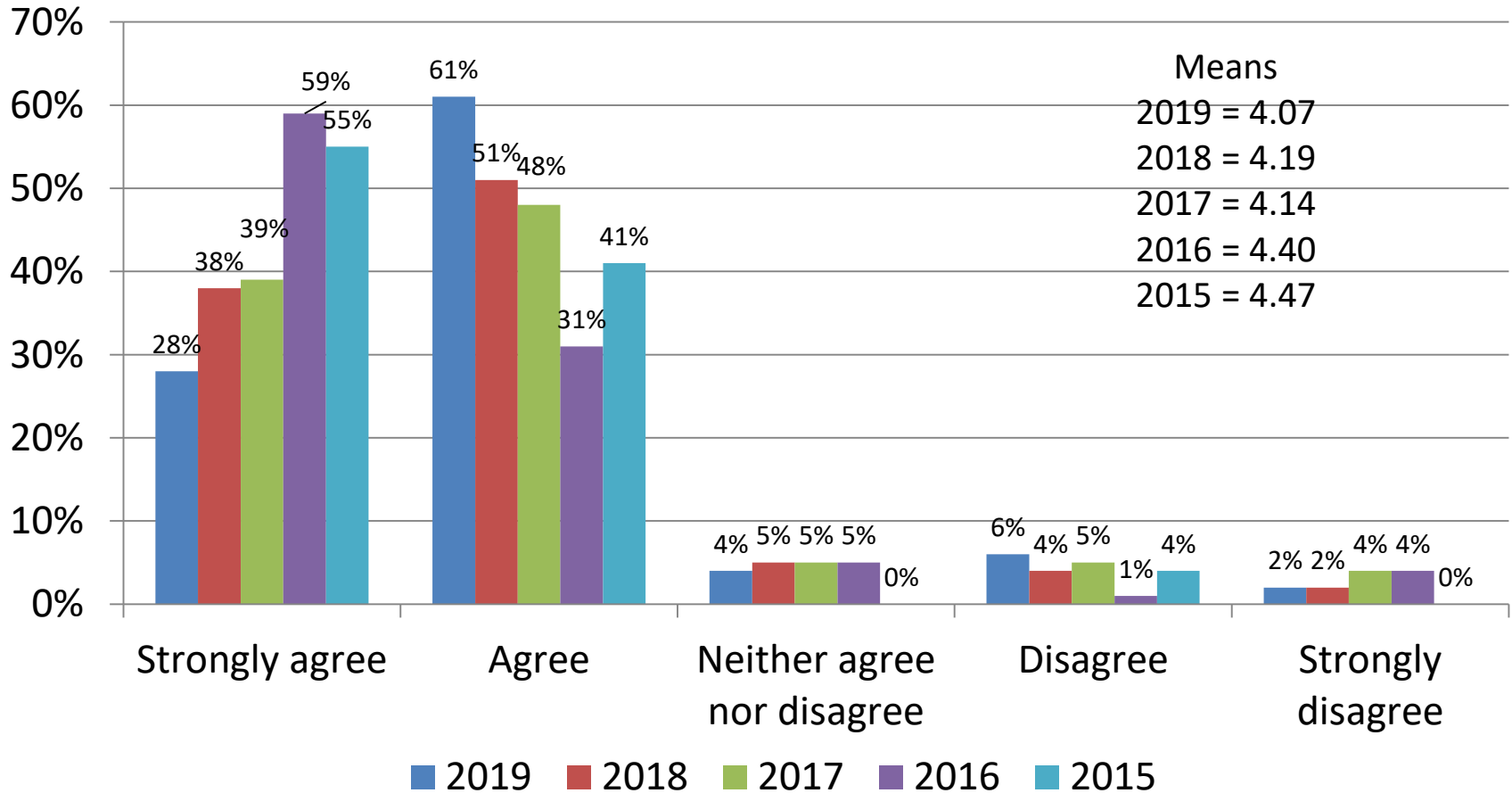


# No Problems with Phone Menu



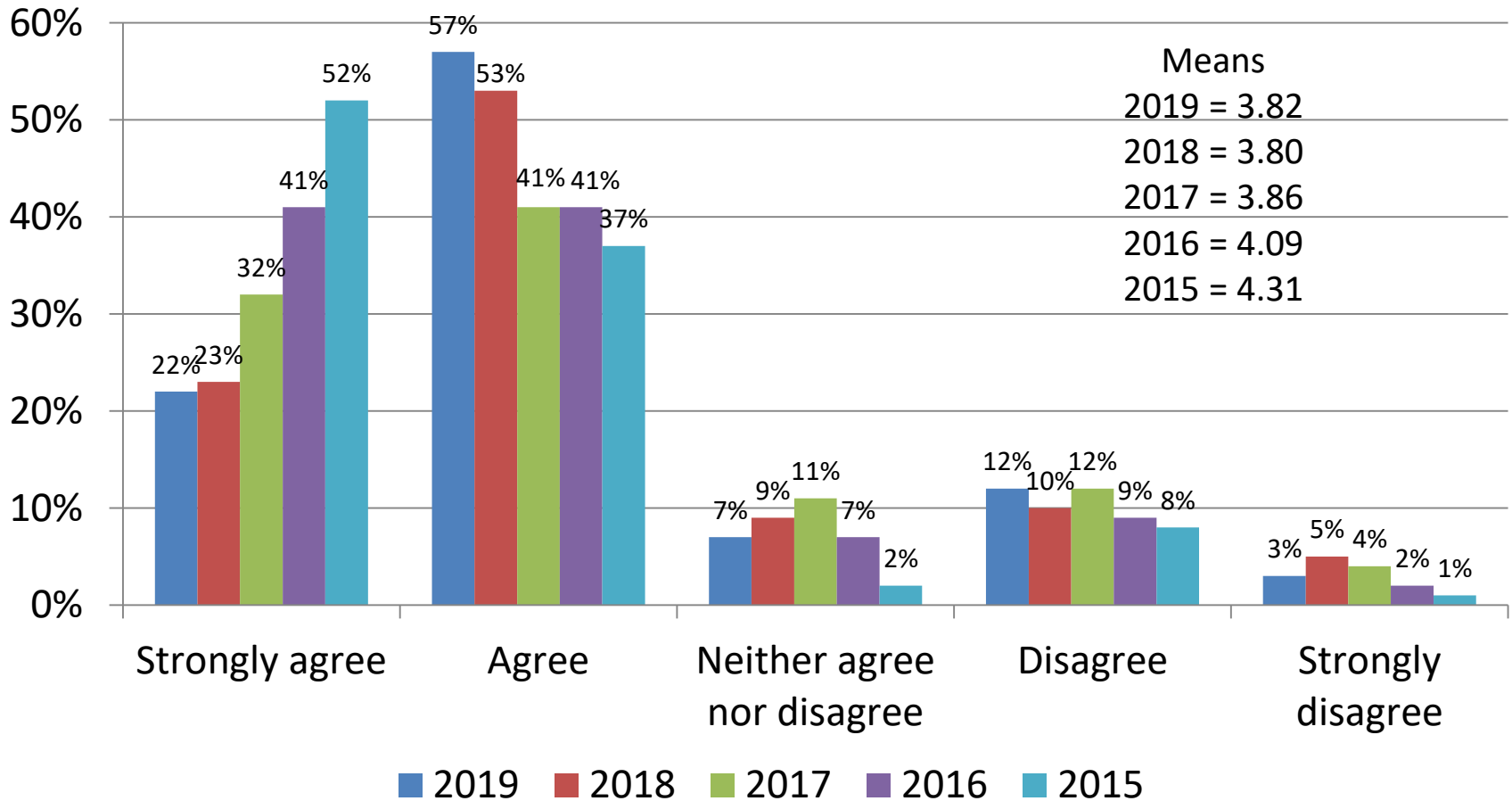


# Person on Phone Was Courteous



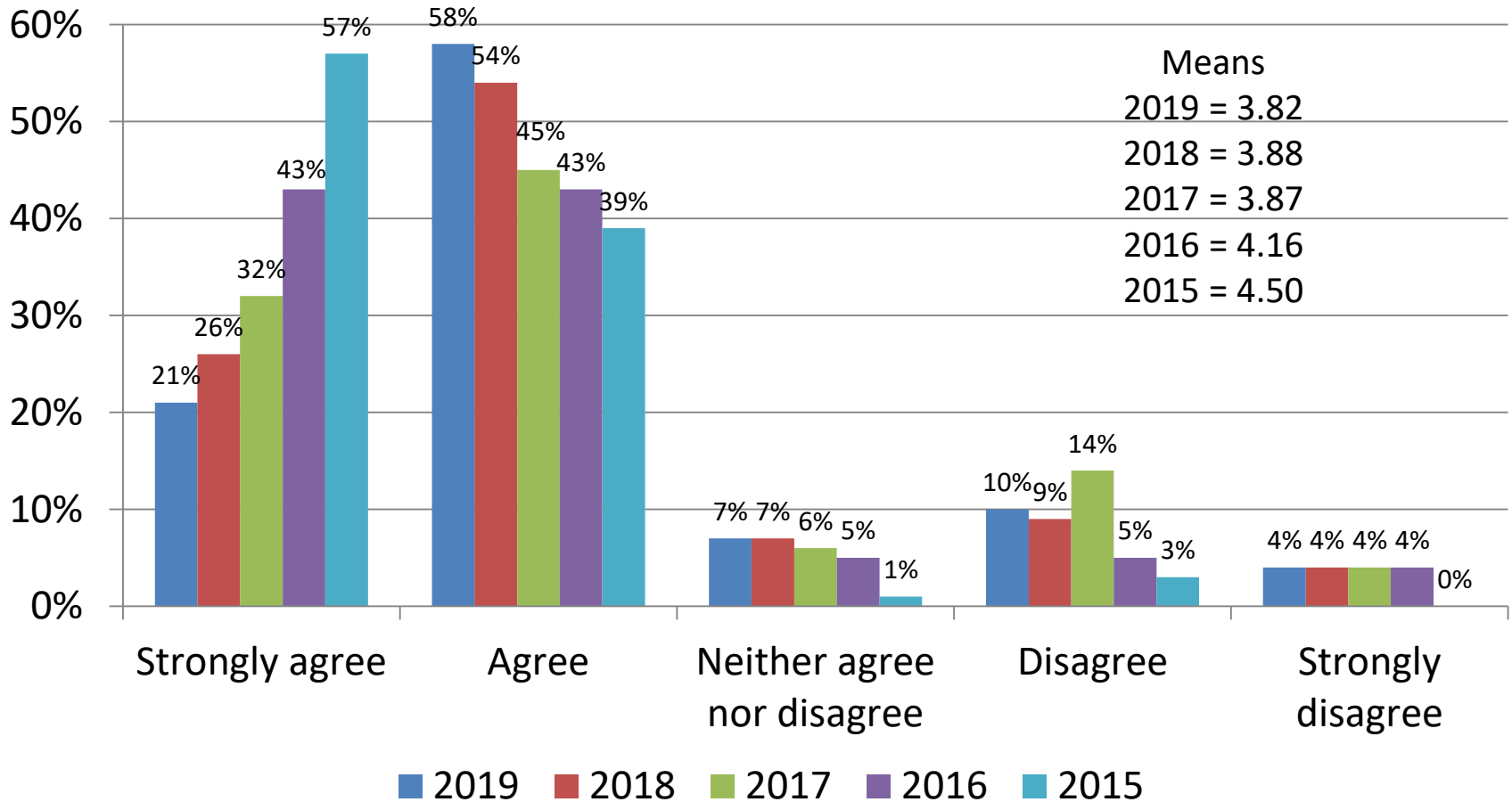


# Person on Phone Was Knowledgeable



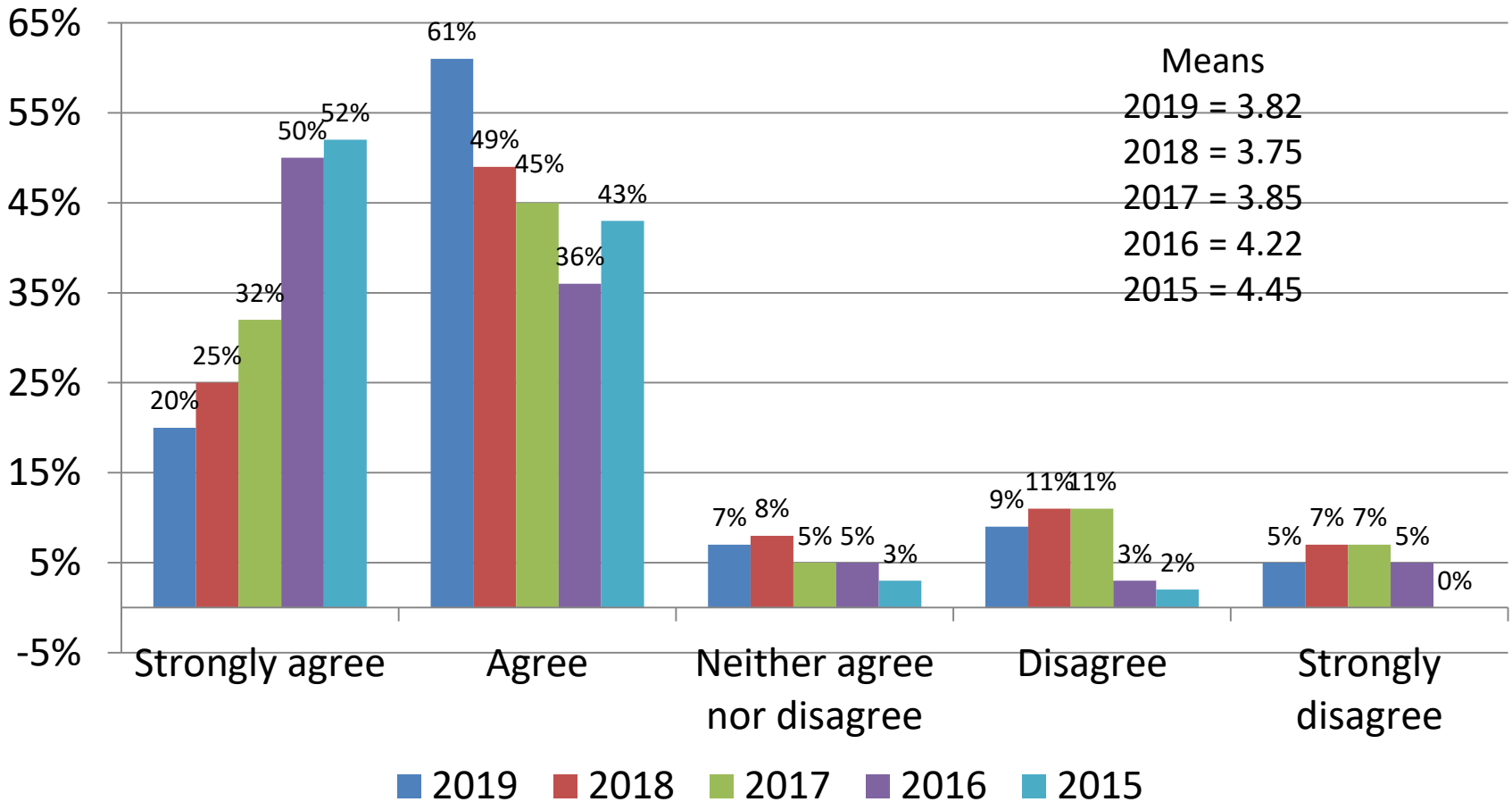


# Person on Phone Was Able to Arrange Request for Transportation



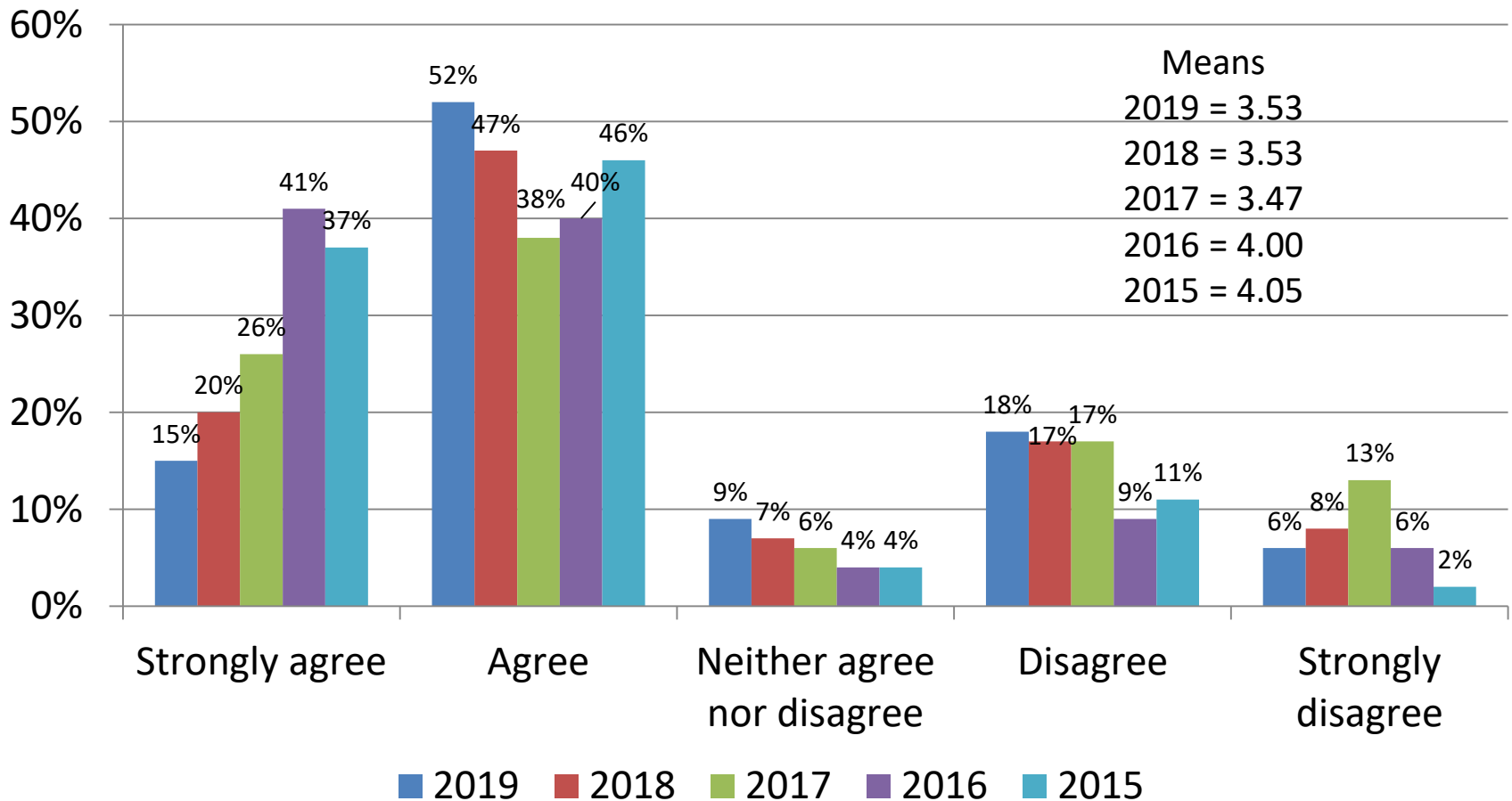


# It was Easy to Make Arrangements for Transportation on Phone



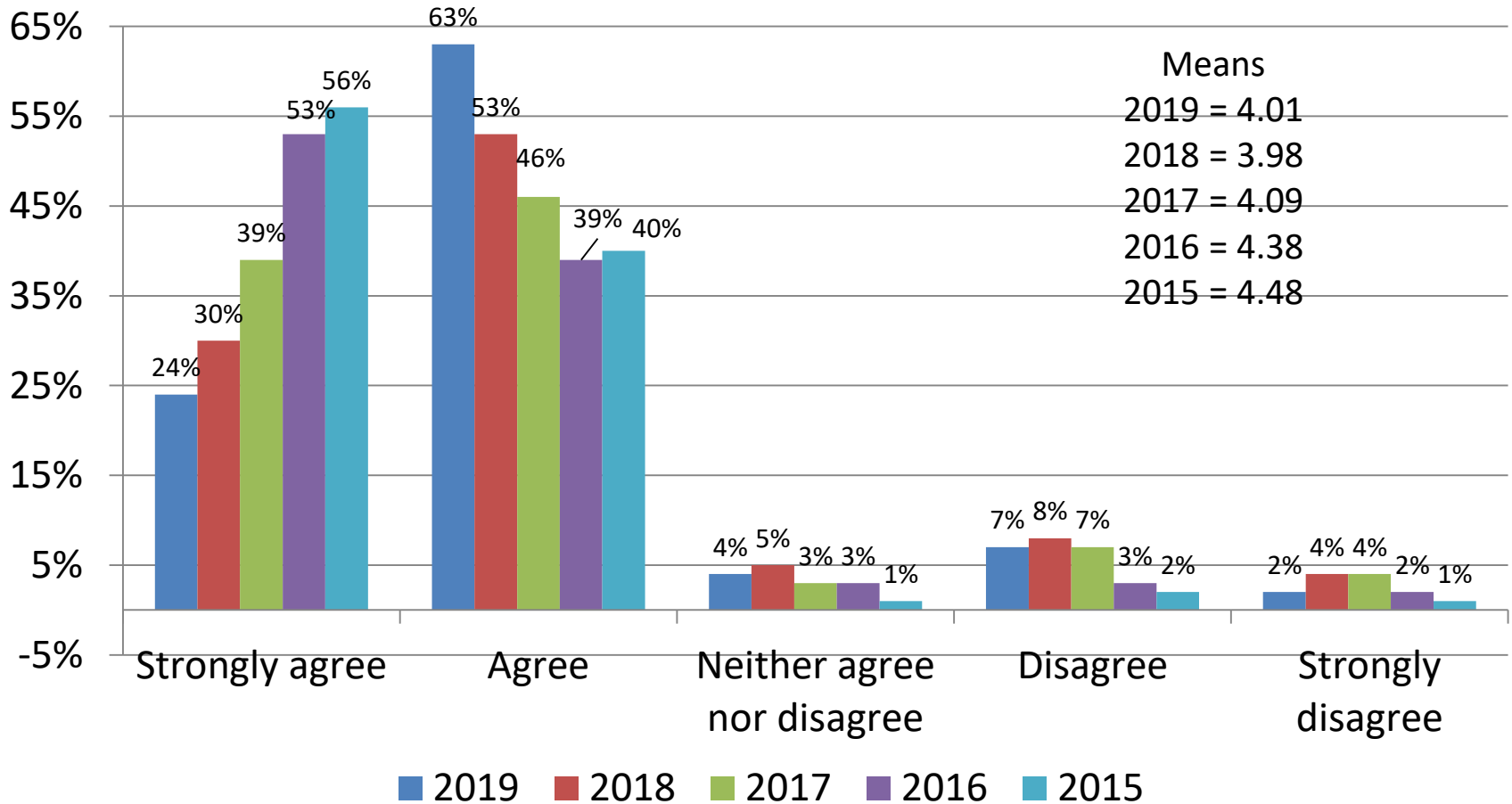


# Driver was on Time



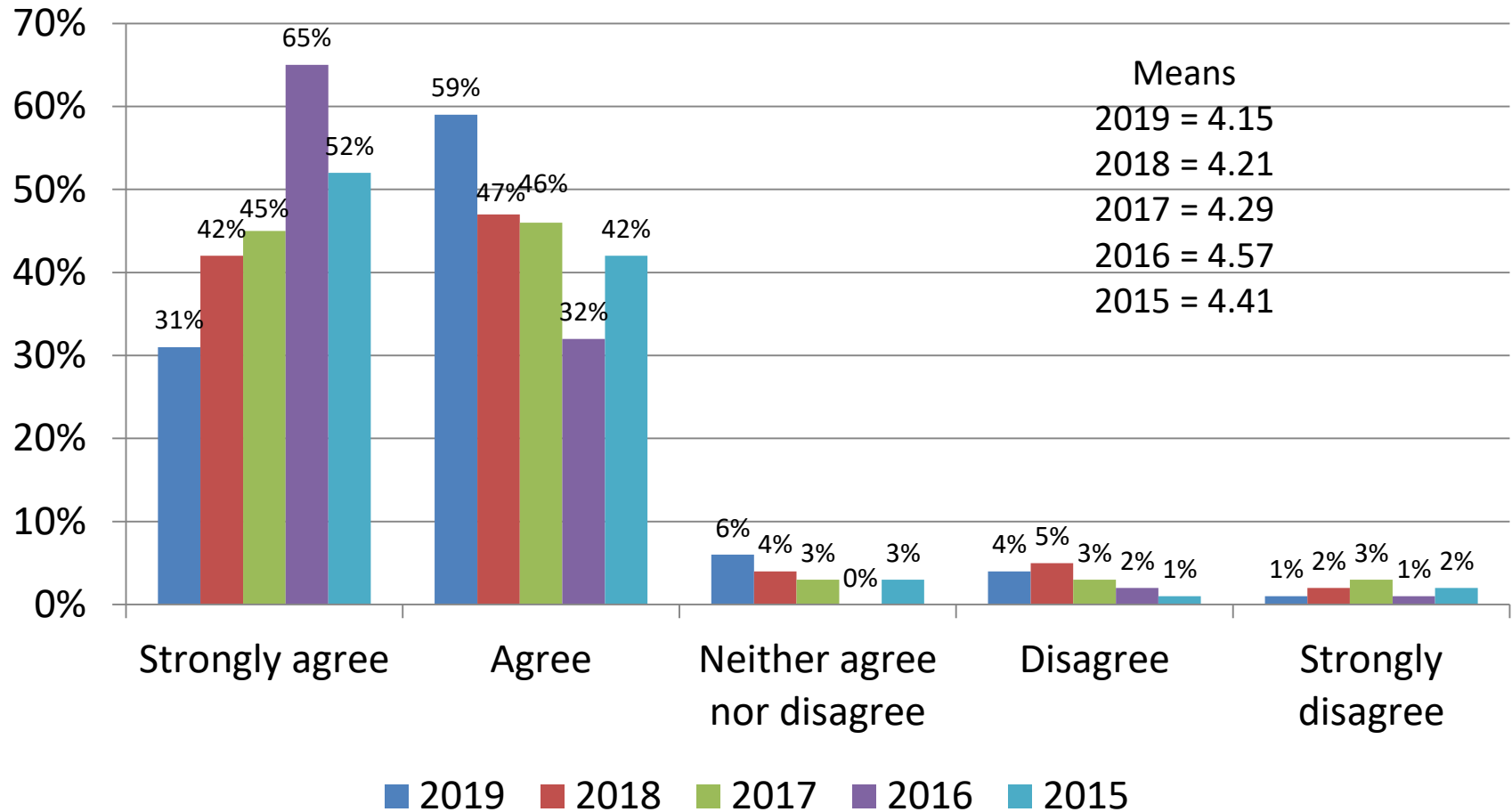


# Driver Arrived at Correct Address/Pick up Spot





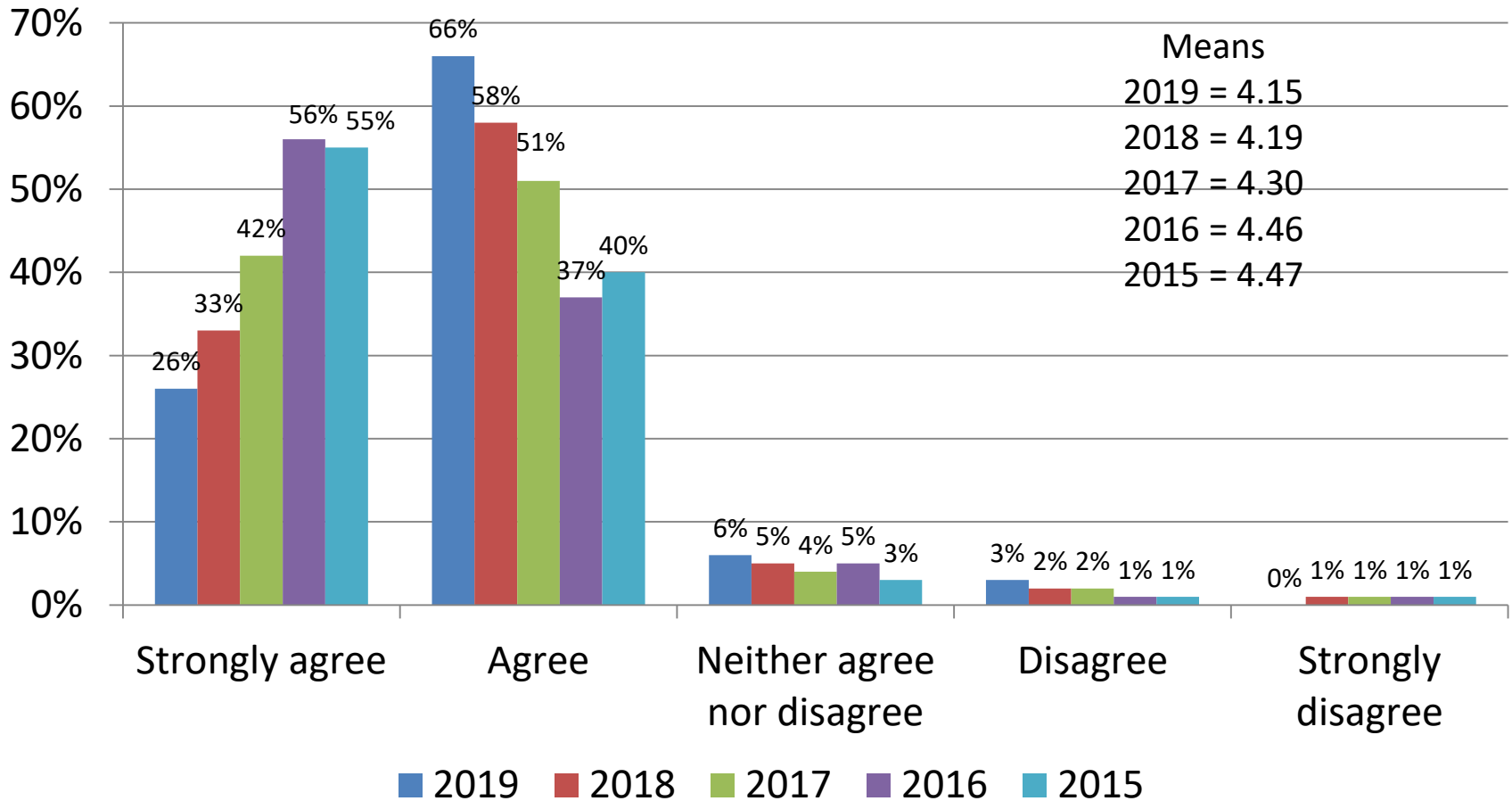
# Driver was Courteous and Helpful





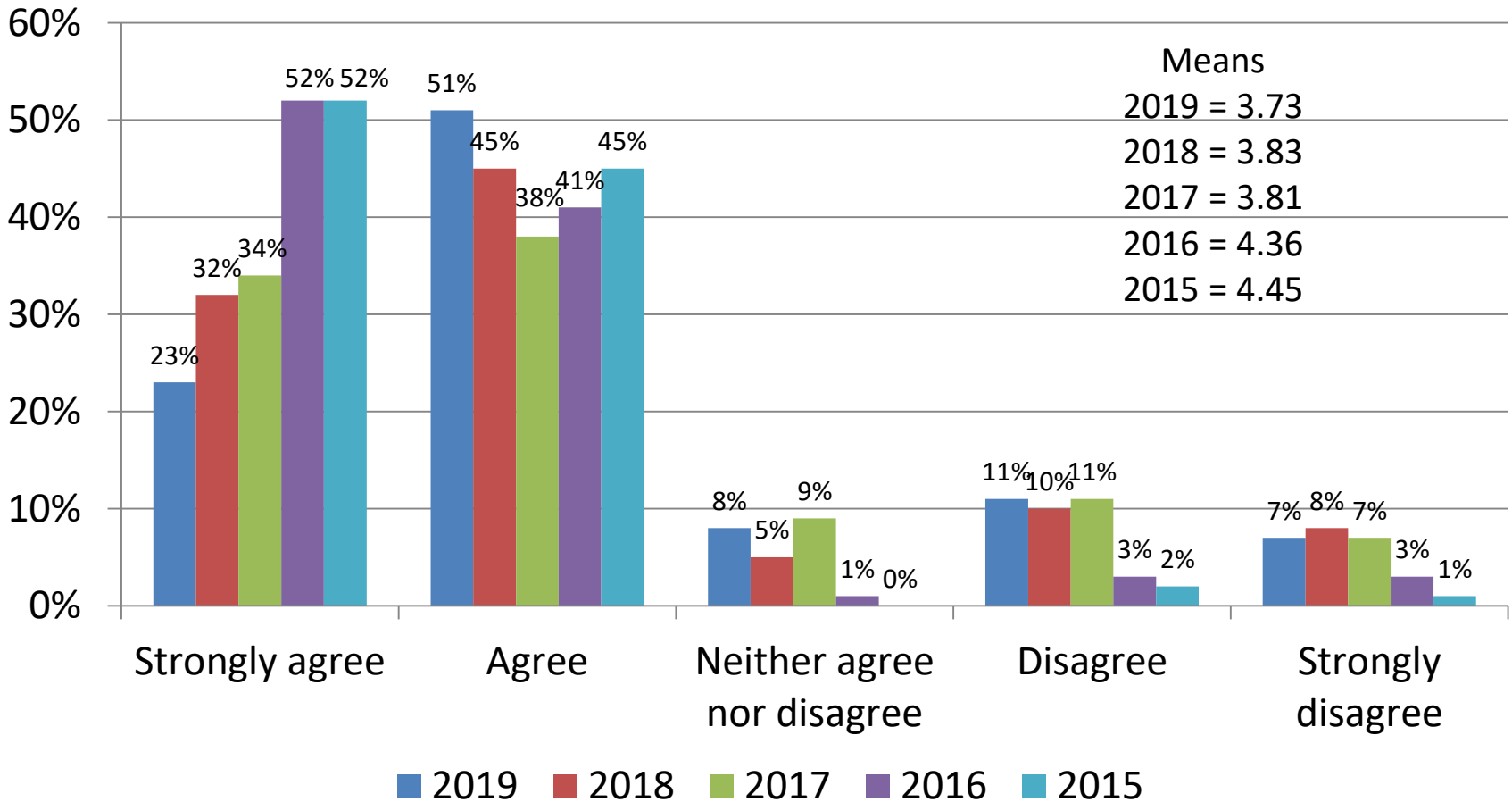


# Driver was Dressed Appropriately/Clean



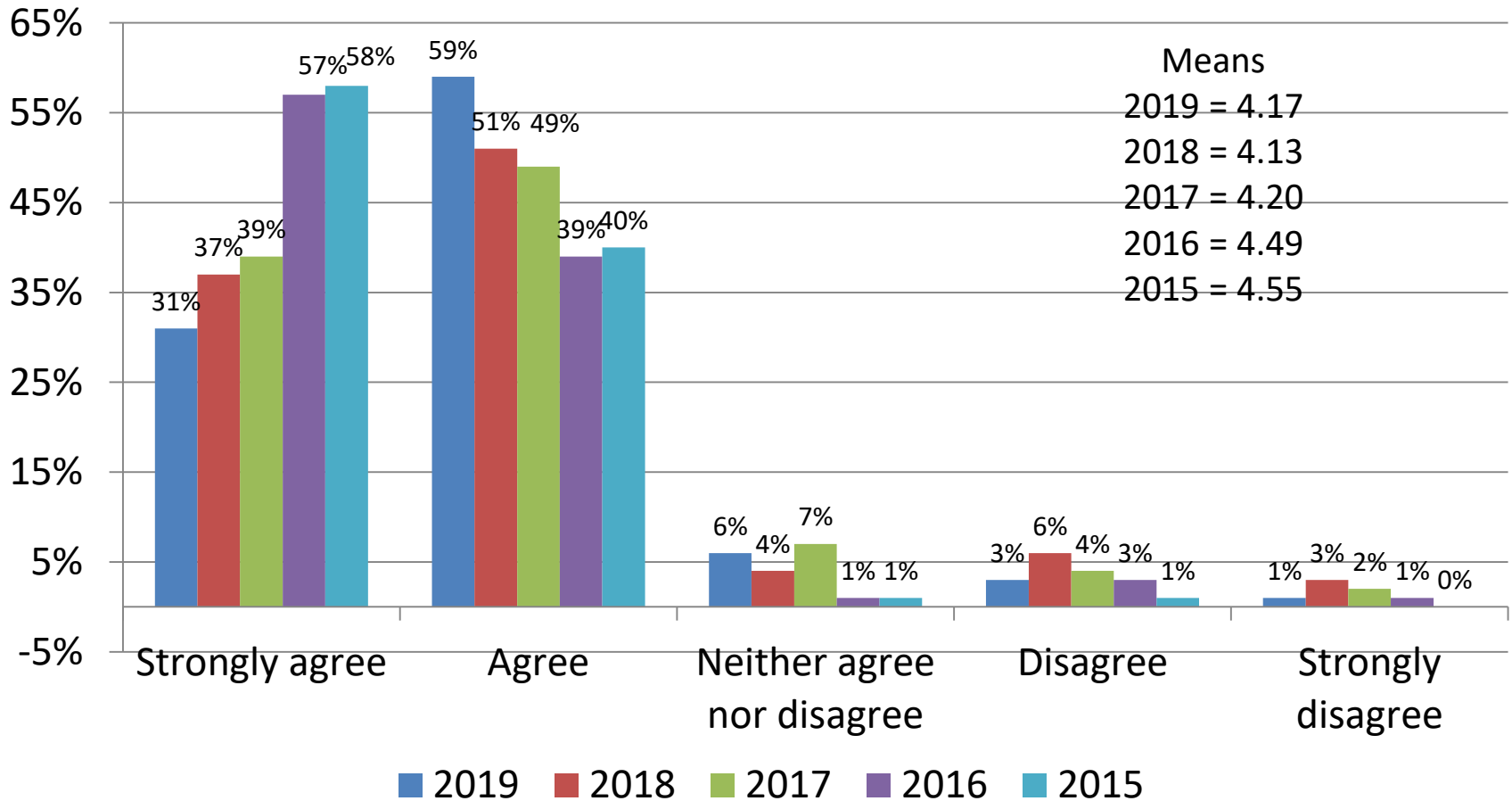


# Overall High Level of Satisfaction with Pickup Experience



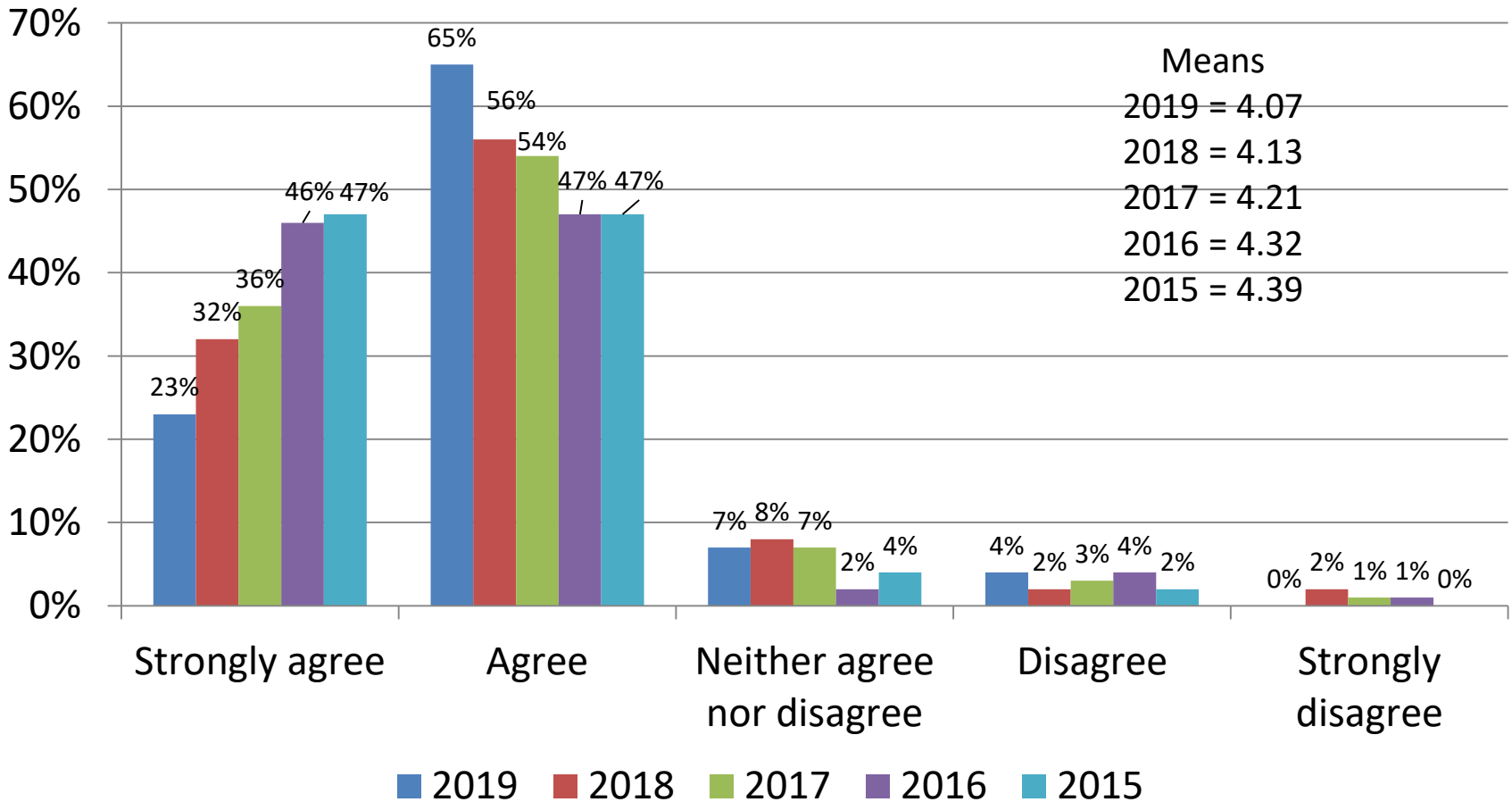


# Driver Operated Vehicle Safely/ Followed Traffic Laws



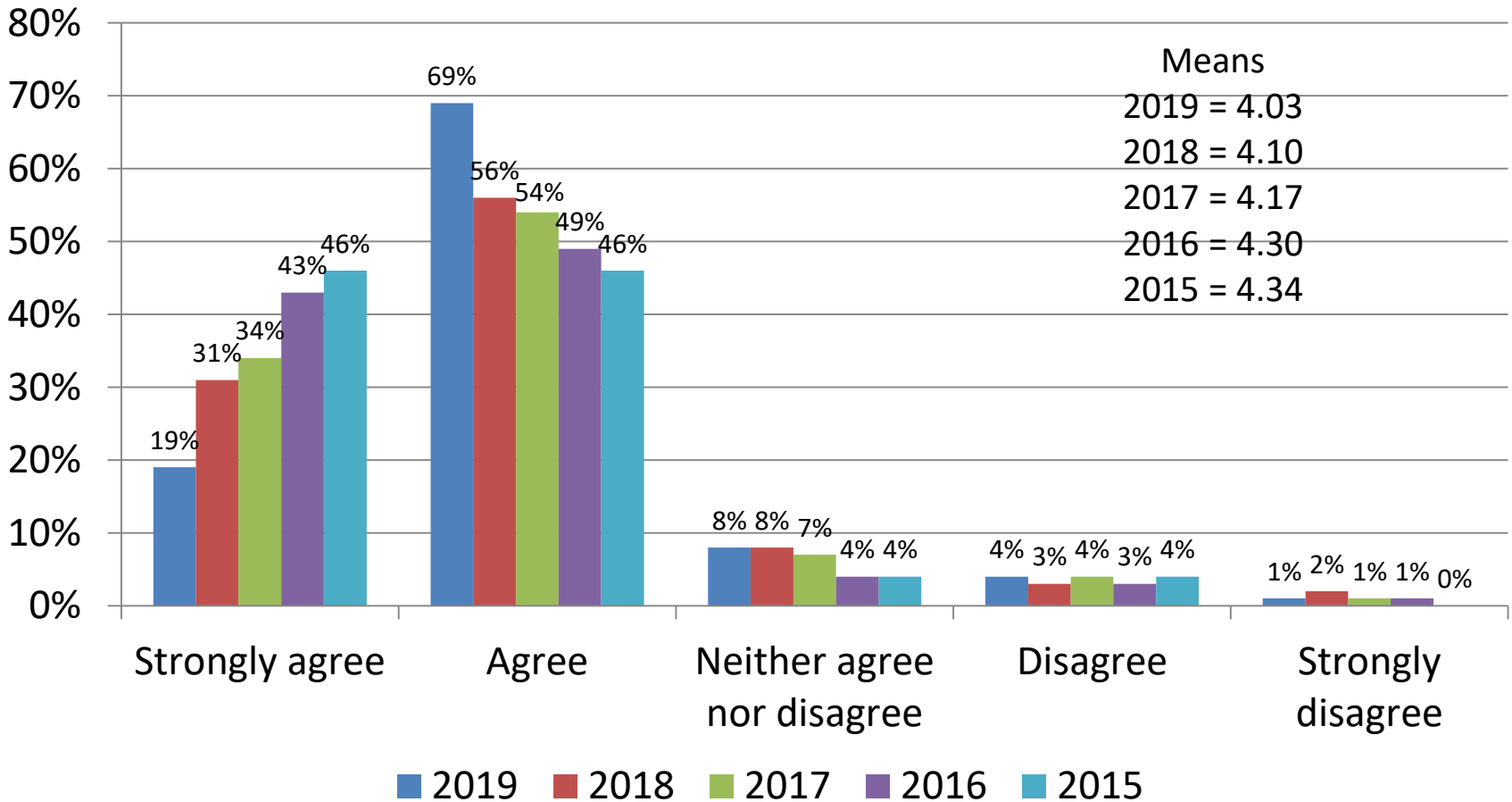


# Vehicle/Shuttle was Clean



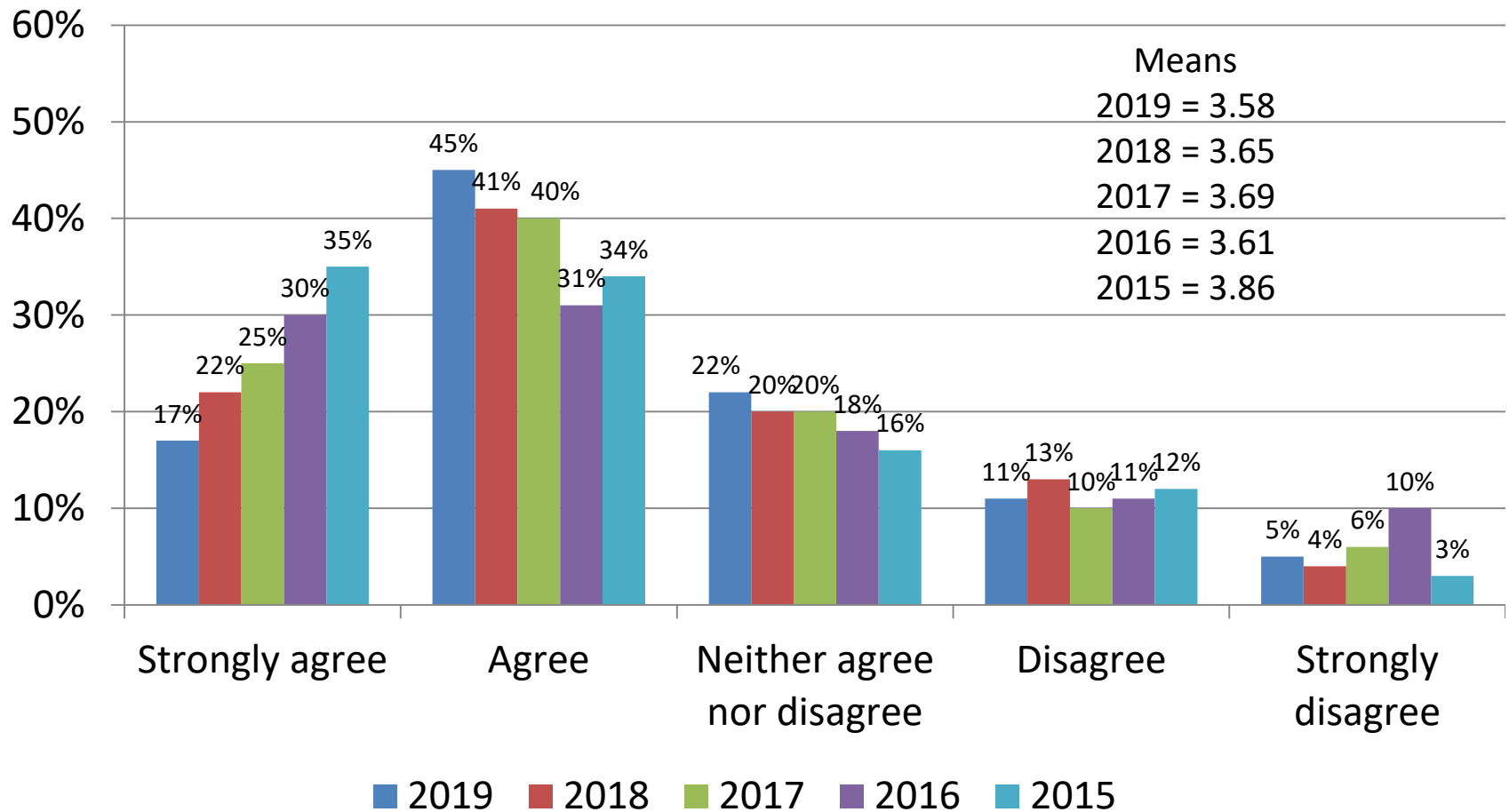


# Vehicle/Shuttle was in Working Order



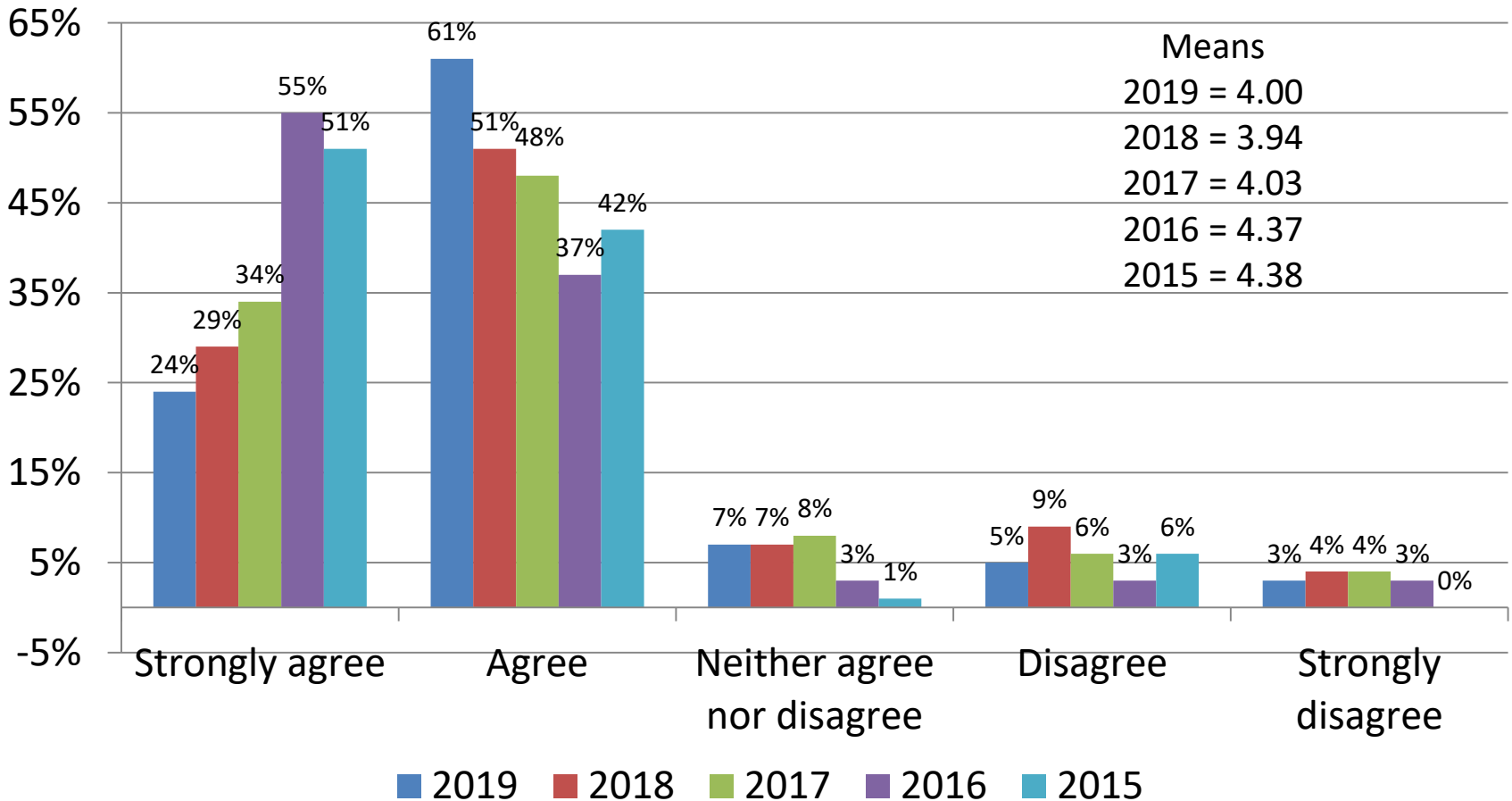


# Prefer Use of Smaller Vehicles



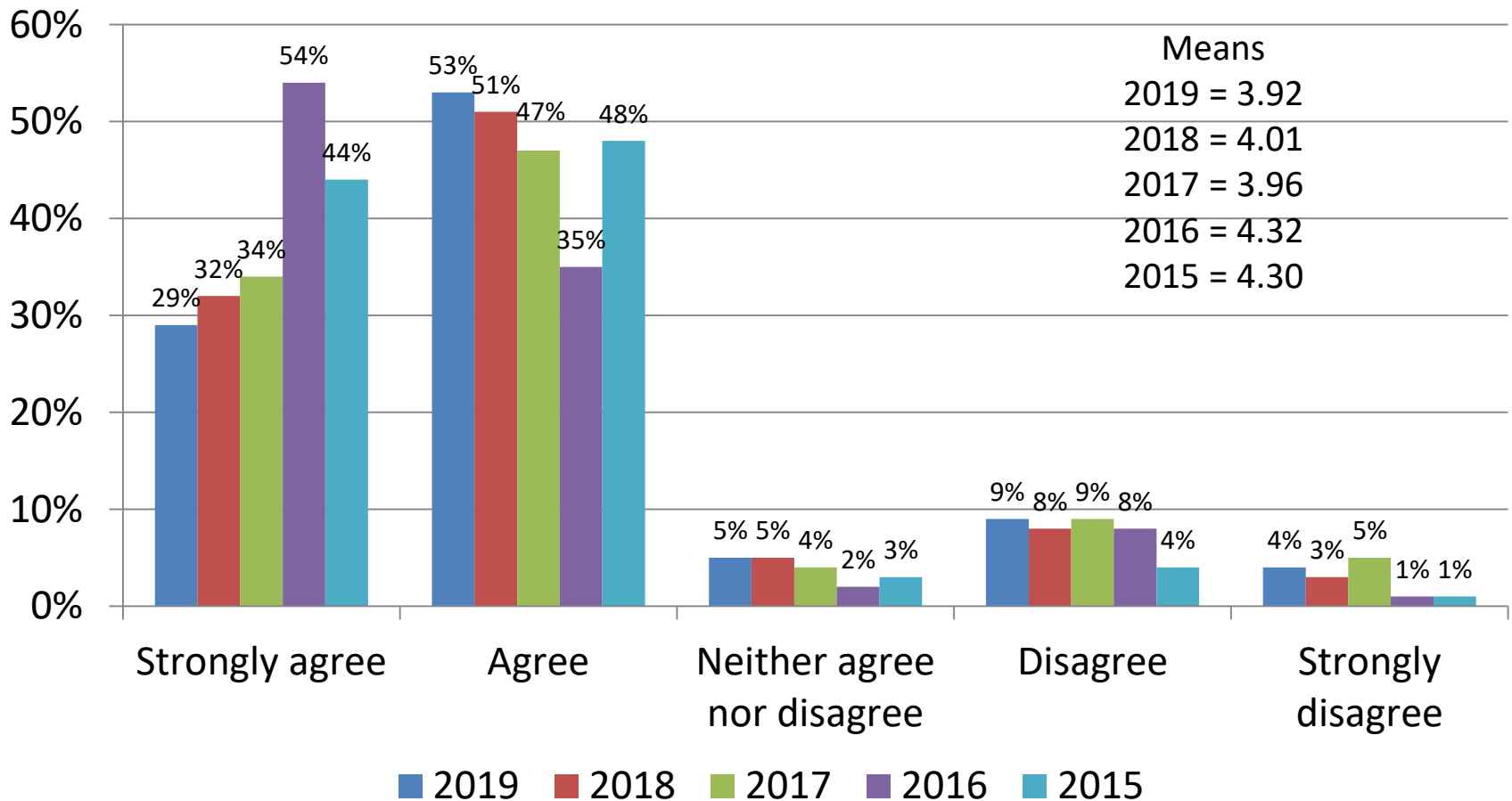


# Overall High Level of Satisfaction with Ride Experience





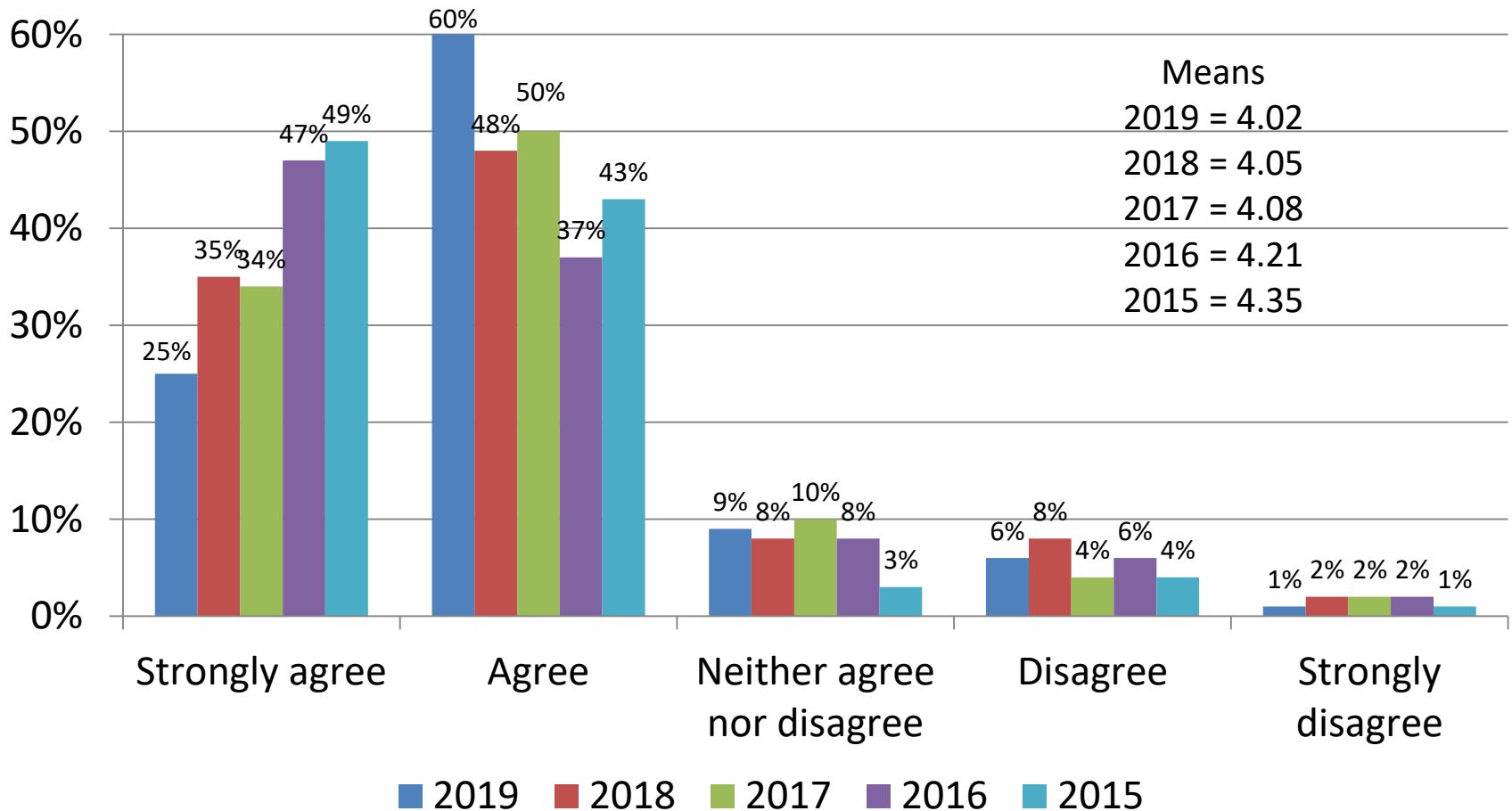
# Driver Dropped me off on Time and in Correct Place





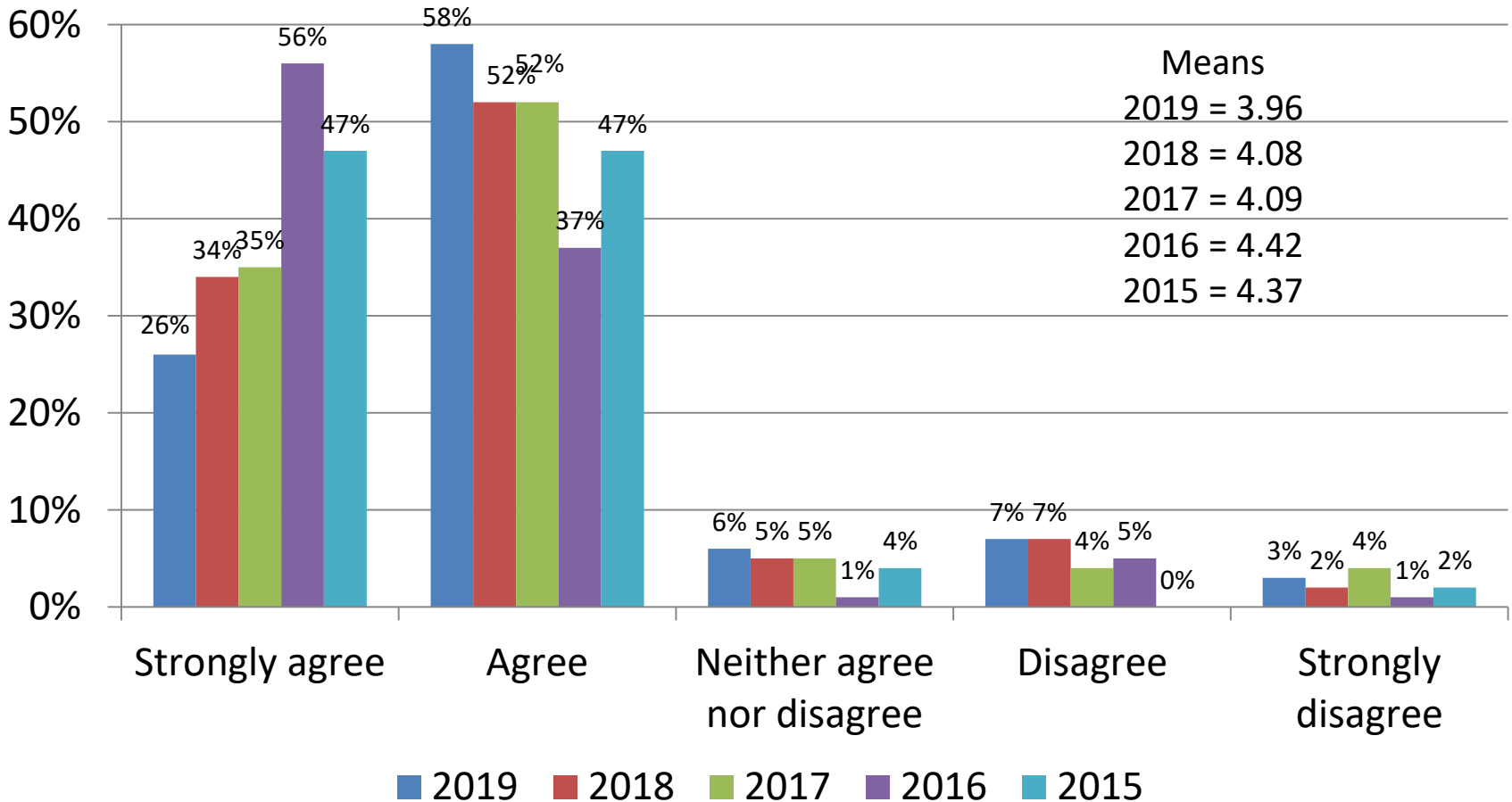


# Driver Offered Me Help During Drop Off



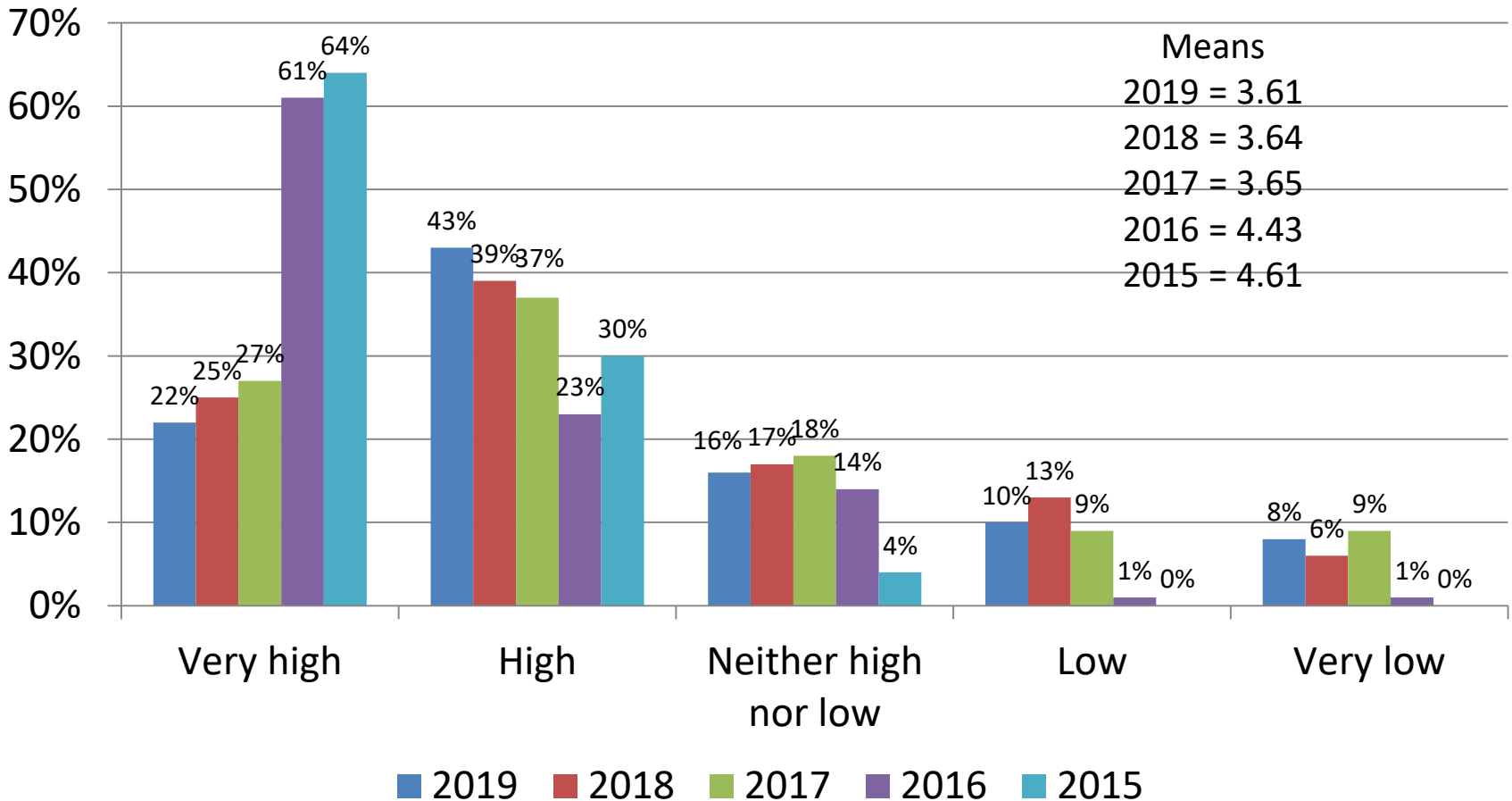


# Overall High Level of Satisfaction with Drop Off Experience





# Overall Experience



Note: the wording of this question was changed beginning in 2017.



# Comparisons of Mean Ratings

|   | <u>2019</u> | <u>2018</u> | <u>2017</u> | <u>2016</u> | <u>2015</u> | <u>2019 v 2018</u> |
|---|-------------|-------------|-------------|-------------|-------------|--------------------|
| Overall experience  | 3.61        | 3.64        | 3.65        | 4.43        | 4.61        | -0.03              |
| Overall high level of satisfaction with pickup experience   | 3.73        | 3.83        | 3.81        | 4.36        | 4.45        | -0.10              |
| Overall high level of satisfaction with ride experience     | 4.00        | 3.94        | 4.03        | 4.37        | 4.38        | 0.06               |
| Overall high level of satisfaction with drop off experience | 3.96        | 4.08        | 4.09        | 4.42        | 4.37        | -0.12              |
| Driver on time  | 3.53        | 3.53        | 3.47        | 4.00        | 4.05        | 0.00               |
| Able to reach customer service quickly                      | 3.87        | 3.86        | 3.79        | 4.21        | 4.40        | 0.01               |
| Easy to make arrangements for transportation on phone       | 3.82        | 3.75        | 3.85        | 4.22        | 4.45        | 0.07               |
| Driver dropped me off on time/in correct place              | 3.92        | 4.01        | 3.96        | 4.32        | 4.30        | -0.09              |
| Person on phone able to arrange request for transportation  | 3.82        | 3.88        | 3.87        | 4.16        | 4.50        | -0.06              |
| Driver arrived correct address/pickup spot                  | 4.01        | 3.98        | 4.09        | 4.38        | 4.48        | 0.03               |
| Driver operated vehicle safely/followed traffic laws        | 4.17        | 4.13        | 4.20        | 4.49        | 4.55        | 0.04               |
| Driver courteous and helpful                                | 4.15        | 4.21        | 4.29        | 4.57        | 4.41        | -0.06              |
| Person on phone courteous                                   | 4.07        | 4.19        | 4.14        | 4.40        | 4.47        | -0.12              |
| Person on phone knowledgeable                               | 3.82        | 3.80        | 3.86        | 4.09        | 4.31        | 0.02               |
| Hold times not an issue                                     | 3.63        | 3.61        | 3.73        | 3.92        | 4.26        | 0.02               |
| Driver dressed appropriately/clean                          | 4.15        | 4.19        | 4.30        | 4.46        | 4.47        | -0.04              |
| Vehicle/shuttle was in working order                        | 4.03        | 4.10        | 4.17        | 4.30        | 4.34        | -0.07              |
| Driver offered me help during drop off                      | 4.02        | 4.05        | 4.08        | 4.21        | 4.35        | -0.03              |
| Vehicle/shuttle was clean                                   | 4.07        | 4.13        | 4.21        | 4.32        | 4.39        | -0.06              |
| No problems with phone menu                                 | 3.98        | 4.10        | 4.08        | 4.07        | 4.23        | -0.12              |
| Prefer use of smaller vehicles                              | 3.58        | 3.65        | 3.69        | 3.61        | 3.86        | -0.07              |