

STAFF REPORT

SUBJECT: Dial-A-Ride Passenger Survey of 2018

FROM: Kadri Klm, Paratransit Planner

DATE: April 1, 2019

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 current FY18/19 LAVTA is conducting two surveys – one was completed in November/December of 2018 and the other one is planned for six months later in late spring/early summer of 2019.

Methodology

The methodology for the customer satisfaction survey was the same as in the previous FY17/18 survey and incorporated both telephone surveys and an online survey. In the prior years only a telephone survey has been conducted. 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 280 Dial-A-Ride surveys were completed, which included 220 phone surveys and 60 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 November/December 2018 to the previous survey from December 2017 shows that there was not statistically significant differences between the ratings in the two surveys as the table below demonstrates. The ratings in the table are listed in the order of highest to lowest rating in the results of the 2018 survey.

Satisfaction with Service Aspects on a 1-5 Point Scale	<u>2018</u>	<u>2017</u>	<u>% Change</u>
Driver courteous and helpful	4.21	4.29	-1.86%
Driver dressed appropriately/clean	4.19	4.3	-2.56%
Person on phone courteous	4.19	4.14	1.21%
Vehicle/shuttle was clean	4.13	4.21	-1.90%
Driver operated vehicle safely/followed traffic laws	4.13	4.2	-1.67%
Vehicle/shuttle was in working order	4.1	4.17	-1.68%
No problems with phone menu	4.1	4.08	0.49%
Overall high level of satisfaction with drop off experience	4.08	4.09	-0.24%
Driver offered me help during drop off	4.05	4.08	-0.74%
Driver dropped me off on time/in correct place	4.01	3.96	1.26%
Driver arrived correct address/pickup spot	3.98	4.09	-2.69%
Overall high level of satisfaction with ride experience	3.94	4.03	-2.23%
Person on phone able to arrange request for transportation	3.88	3.87	0.26%
Able to reach customer service quickly	3.86	3.79	1.85%
Overall high level of satisfaction with pickup experience	3.83	3.81	0.52%
Person on phone knowledgeable	3.8	3.86	-1.55%
Easy to make arrangements for transportation on phone	3.75	3.85	-2.60%
Prefer use of smaller vehicles	3.65	3.69	-1.08%
Overall experience	3.64	3.65	-0.27%
Hold times not an issue	3.61	3.73	-3.22%
Driver on time	3.53	3.47	1.73%

As the survey results indicate the riders are clearly more positive than negative when it comes to all variables assessed. 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 order to follow up on the two lowest rated variables LAVTA staff analyzed the on-time-performance and telephone hold time statistics in the last twelve month period to see how the actual trends correspond to the survey findings. As shown in the two tables below both the OTP percentages as well as on hold time have steadily been improving over the past 12 months. The OTP has increased from 78.85% in December 2017 to 94.2% in December 2018. The on hold time has increased from 78.09% of phone calls being picked up within 60 seconds in December 2017 to 89.59% of phone calls being picked up within 60 seconds in December

2018. There is still room for improvement, but LAVTA staff is happy to see that the agency is on the right track with both of these important aspects of the service.

On Time Performance Percentages:

Month, Year	OTP %
December 2017	78.85%
January 2018	77.75%
February 2018	82.31%
March 2018	86.97%
April 2018	89.36%
May 2018	87.24%
June 2018	88.13%
July 2018	90.42%
August 2018	91.06%
September 2018	92.79%
October 2018	91.74%
November 2018	94.71%
December 2018	94.2%

Telephone Hold Times Percentages:

Month, Year	<60 Seconds	<180 Seconds
December 2017	78.09%	91.78%
January 2018	74.45%	89.27%
February 2018	75.43%	90.31%
March 2018	72.43%	86.28%
April 2018	76.31%	90.99%
May 2018	84.12%	94.94%
June 2018	80.38%	93.78%
July 2018	75.31%	90.33%
August 2018	90.95%	97.1%
September 2018	77.44%	91.38%
October 2018	78.94%	91.75%
November 2018	93.04%	97.59%
December 2018	89.59%	94.01%

Next Steps

LAVTA staff will continue working with the contractor to monitor and improve the service quality. The next Dial-A-Ride customer satisfaction survey is scheduled to be conducted in six month.

Recommendation

None – Information only.

Attachments:

1. Dial-A-Ride Customer Service Survey PowerPoint

Approved: _____