

STAFF REPORT

SUBJECT: Dial-A-Ride Customer Satisfaction Survey 2021

FROM: Toan Tran, Director of Operations and Innovation

DATE: February 28, 2022

Action Requested

None – information only.

Background

LAVTA performs annual Dial-A-Ride surveys to assess customer satisfaction in order to continually improve service. Due to the coronavirus pandemic, the 2020 survey was deferred to 2021.

Methodology

The methodology for the customer satisfaction survey incorporated both telephone surveys and an online survey. In an effort to ensure there is a diverse group of respondents, a combination of active and non-active riders was polled. 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 284 Dial-A-Ride surveys were completed, which included 265 phone surveys and 19 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 December 2021 to the previous survey from June 2019 shows improvements in all categories. Whereas 2019 saw fewer riders accord the highest level of agreement (strongly agree) with the 20 statements, 2021 shows not only an increase over 2019, but increases over 2018 and 2017 as well. Most ratings are at least 10 percentage points higher than last time. This is a welcome change from the softening of opinions seen in 2019. Particularly notable are the number of riders who “strongly agree” that the person on the phone was able to arrange the transportation and that it was easy to make arrangements on the phone.

Overall mean ratings saw notable increases when it came to the person on the phone bearing able to arrange the transportation (+.35), hold times not being an issue (+.27), the person on the phone being knowledgeable (+.26), and being easy to make arrangements over the phone (+.24).

The primary reason for not using Dial-a-Ride since April 2021 is the pandemic, cited as one-third of non-current riders as the reason for their lack of use.

Once again, the lowest rated statements relate to hold times not being an issue and the driver being on time.

Next Steps

Although on-time performance is currently at an acceptable rate of 95% on time, LAVTA staff will continue to work with the contractor to monitor and improve the service quality.

Recommendation

None – information only.

Attachments:

1. Dial-A-Ride Customer Satisfaction Survey PowerPoint



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

Summary of Findings

Prepared January 2022

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.
- In this wave, efforts were made to conduct as many interviews as possible with those who have used the service since April 1, when LAVTA began partnering with neighboring County Connection in a demonstration program to provide the service.
- Survey has been conducted in English over the telephone since 2015.
- Since 2017, interviewing includes 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.

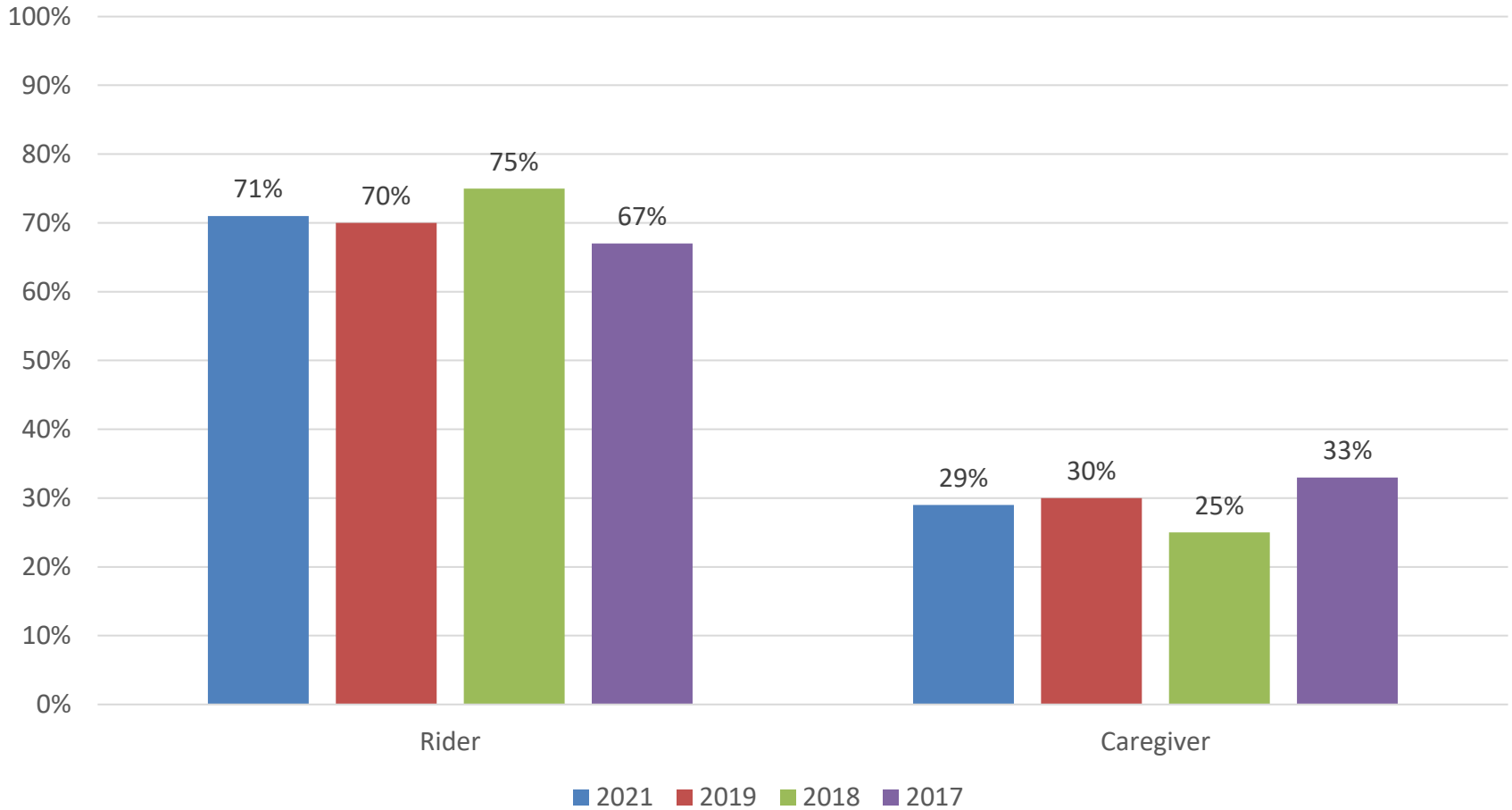


Methodology

- In 2021, 284 surveys were conducted, including 265 telephone interviews averaging 10 minutes in length.
- Another 19 riders completed the survey online.
- Overall, 181 of the respondents, or 64%, have used the service since April 1.
- The margin of error is just over $\pm 5\%$ at the 95% confidence level.
- The sample provided by LAVTA included a total of 1,165 individuals, including 141 at various nursing homes and rehabilitation centers.
- Of the 1,165 total sample, 255 were listed as riders since April 1, 2021.
- 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.
- A raffle of four prizes of \$25 was offered to all respondents. Two additional raffles of \$100 were offered to those who had used the service since April 1.

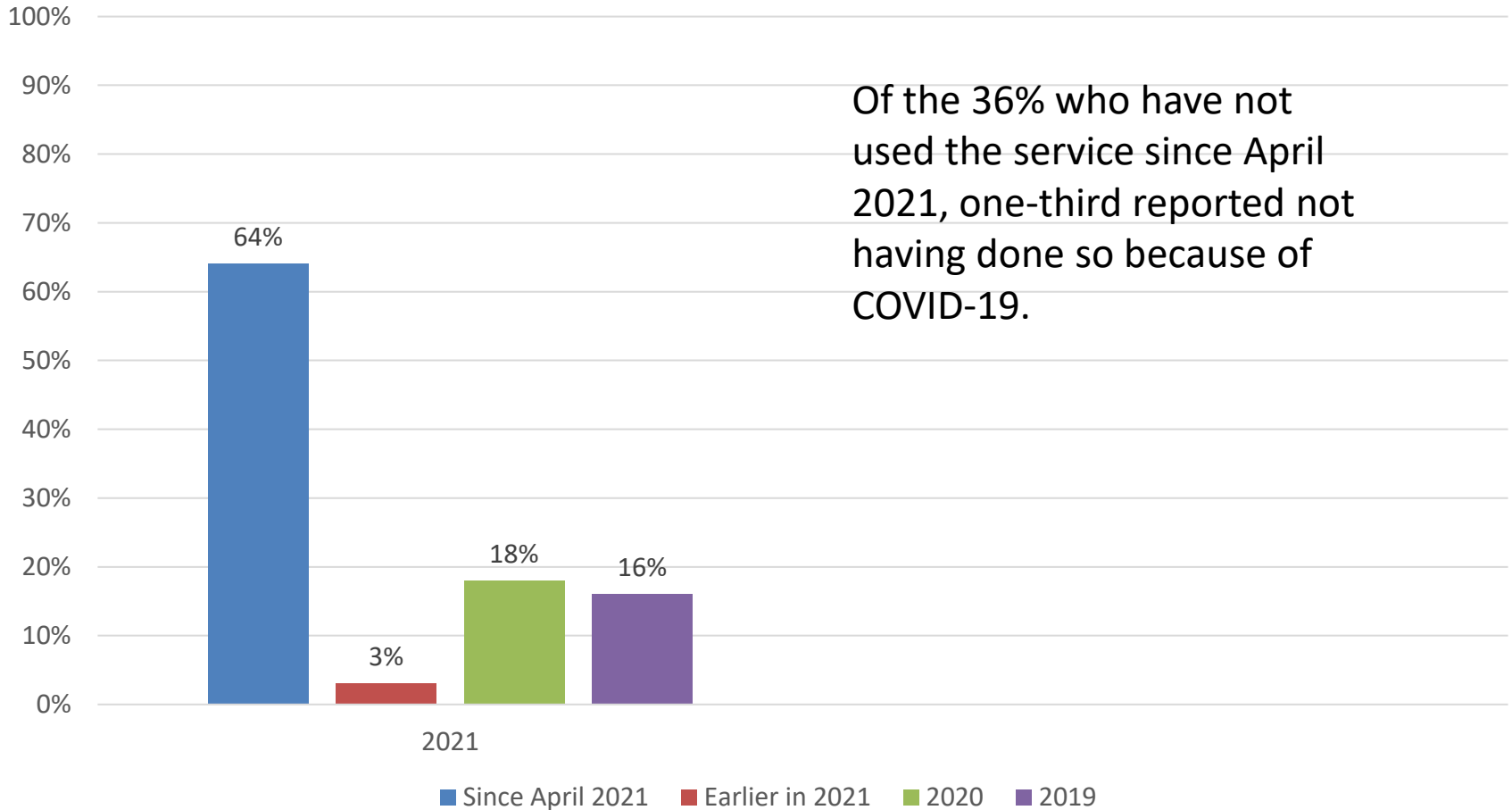


Rider or Caregiver



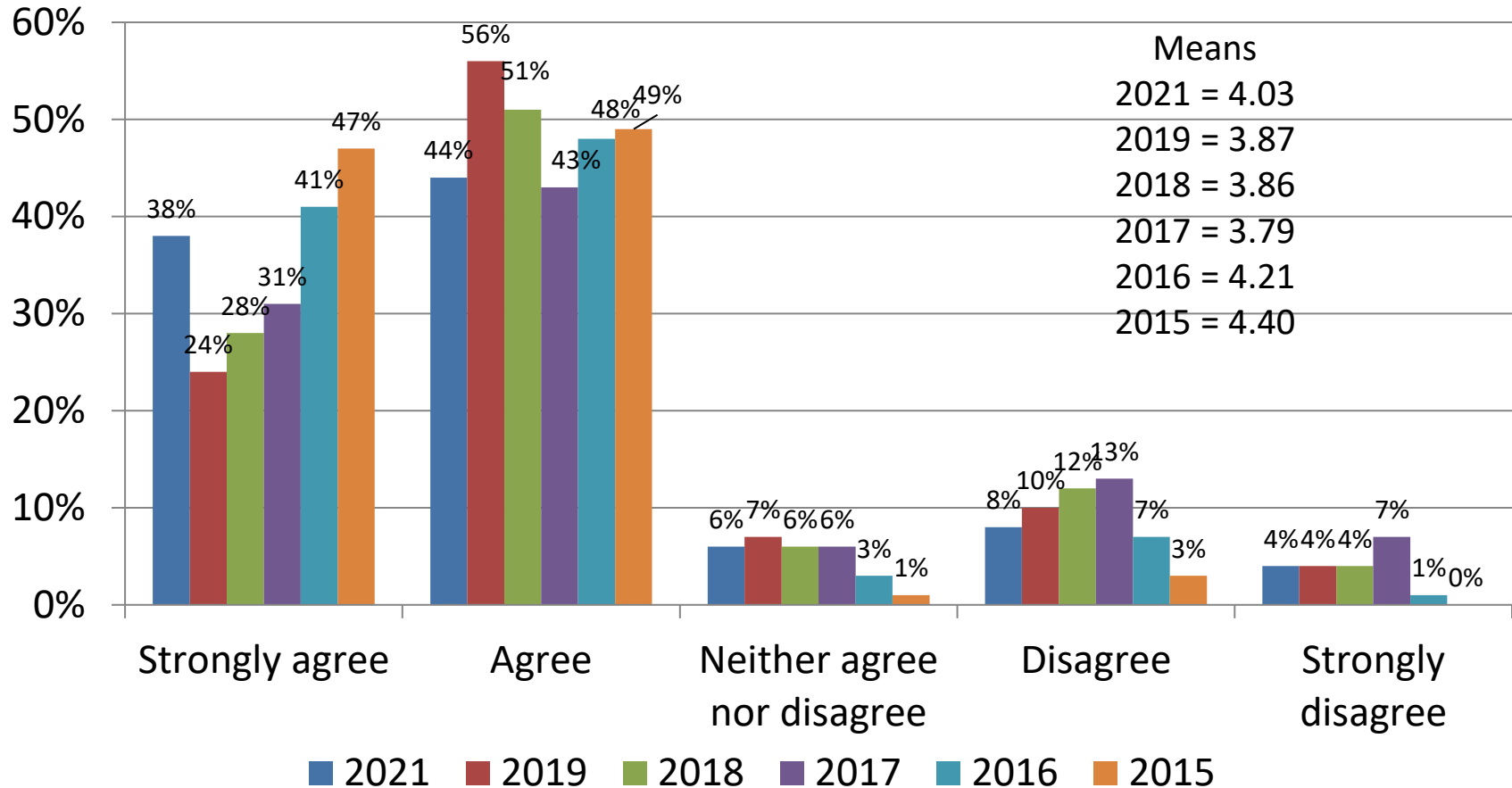


When Last Used Wheels Dial-a-Ride



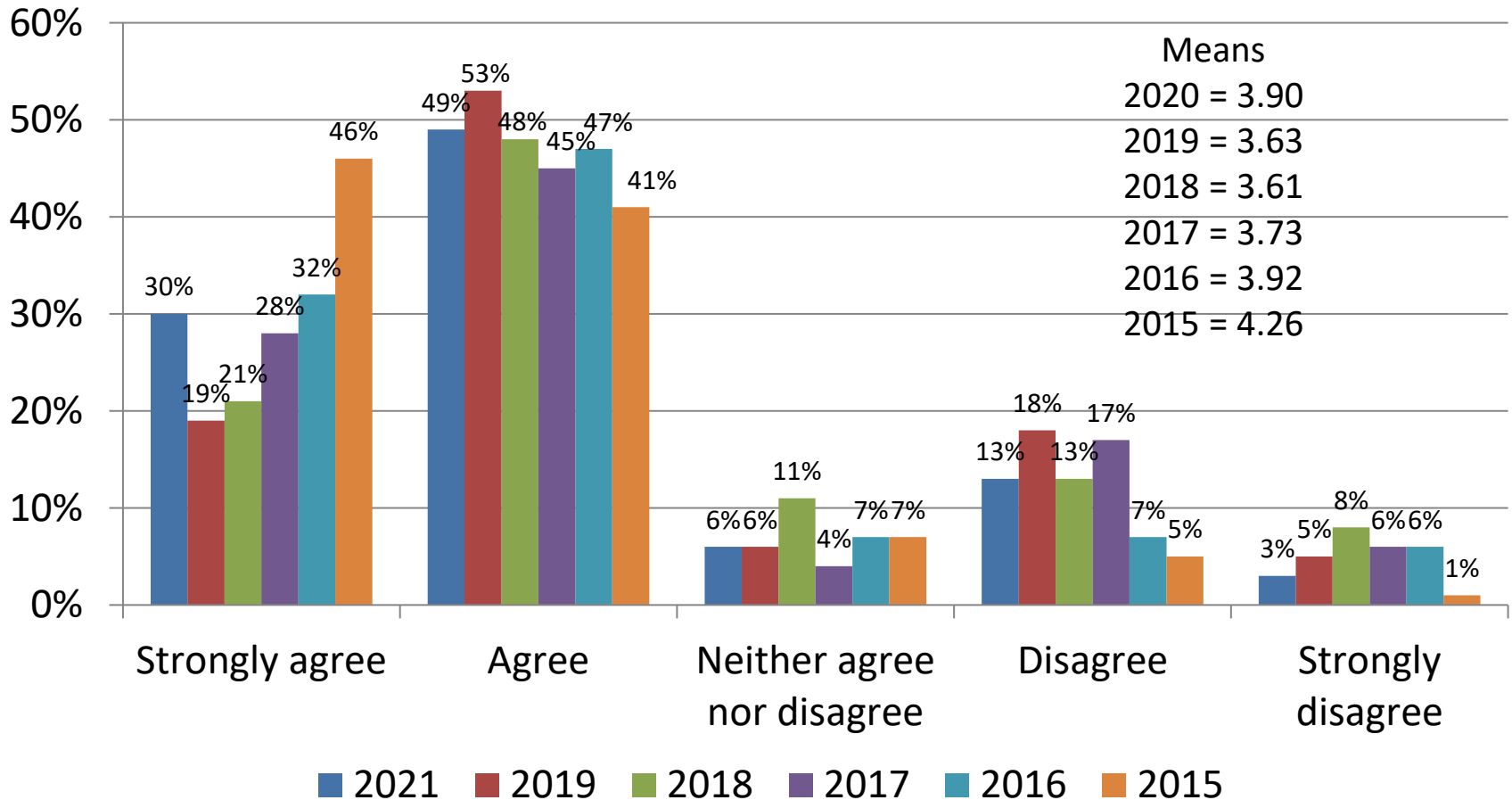


Able to Reach Customer Service Quickly



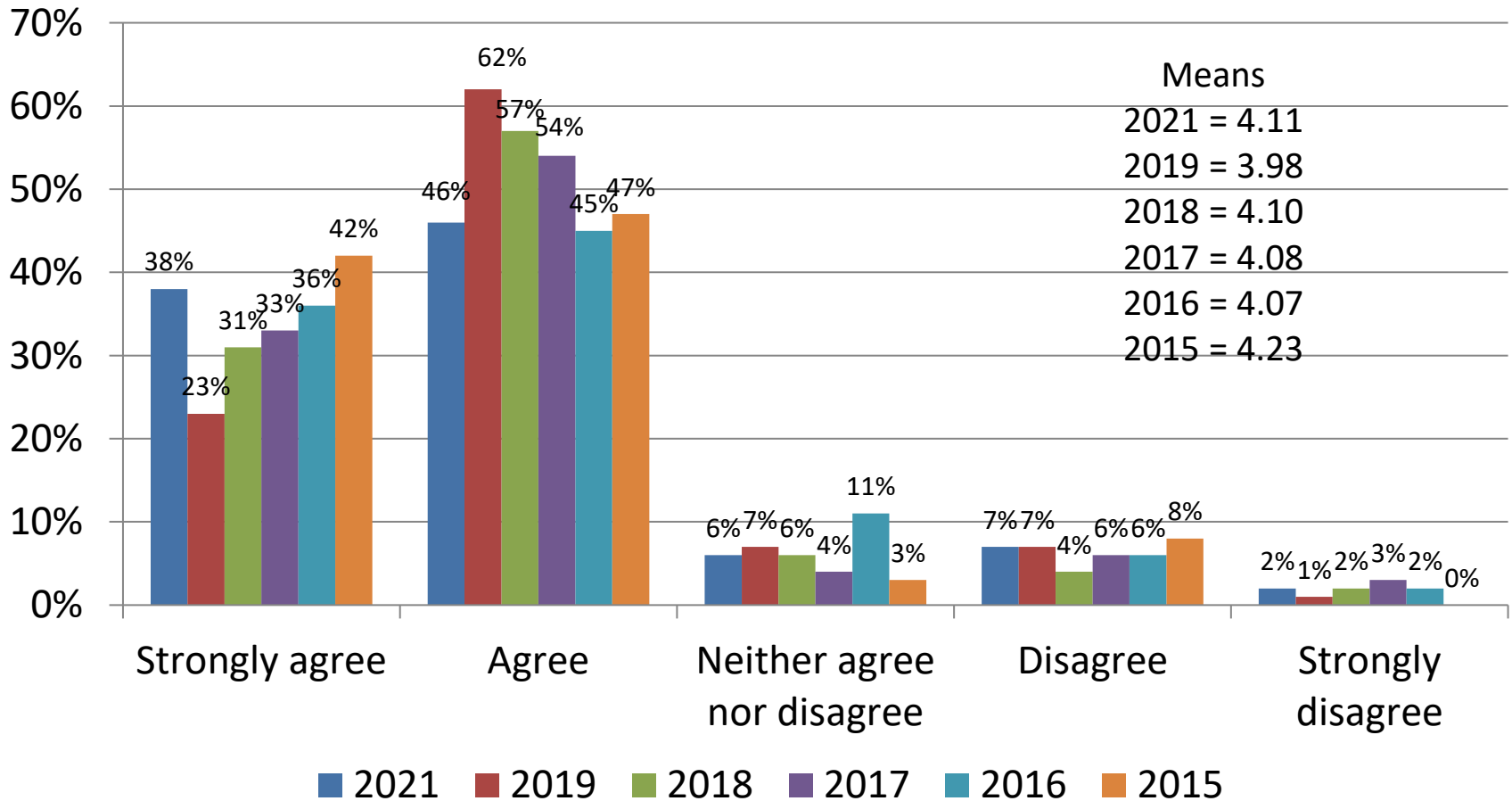


Hold Times Were Not an Issue



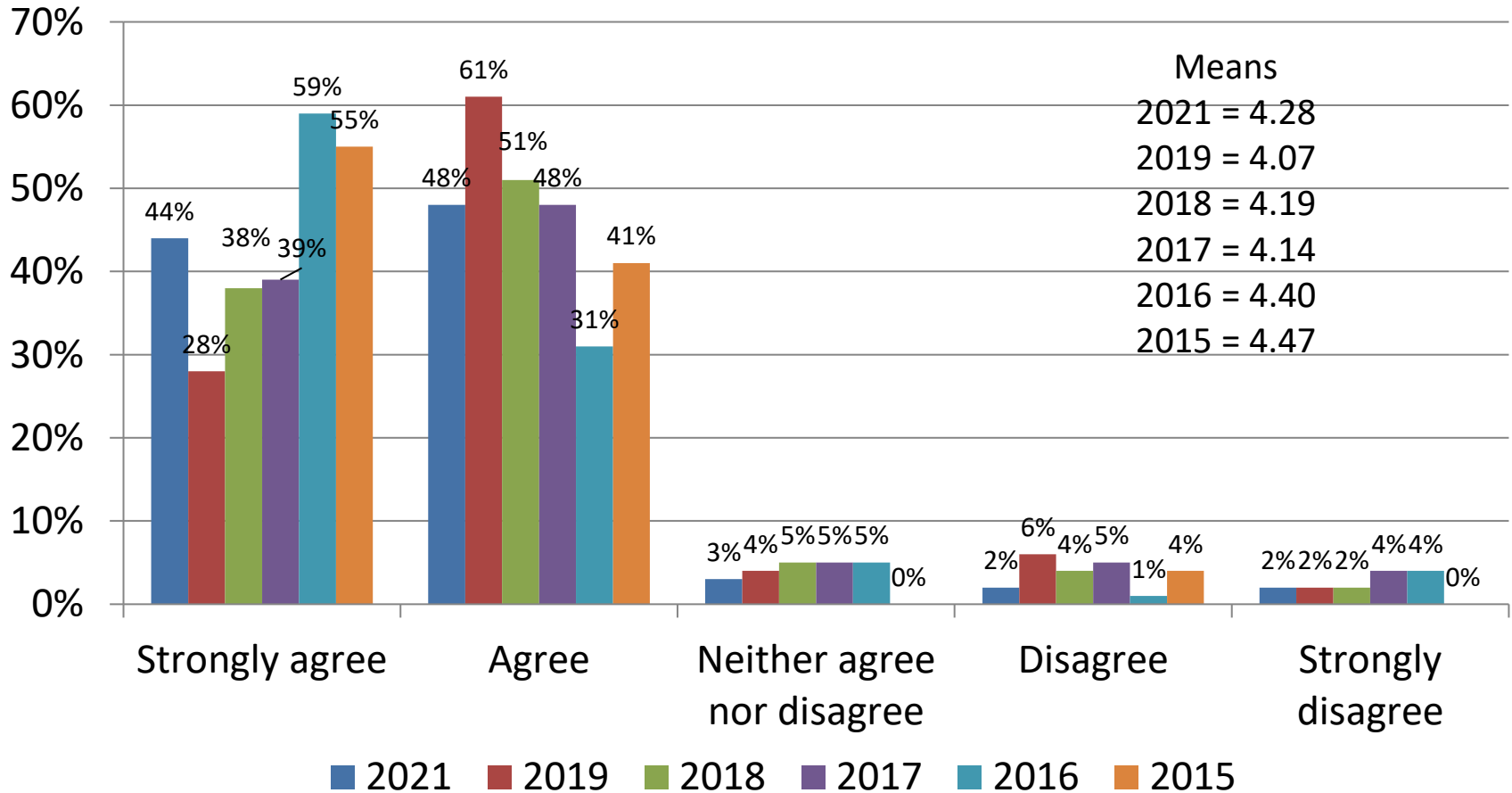


No Problems with Phone Menu



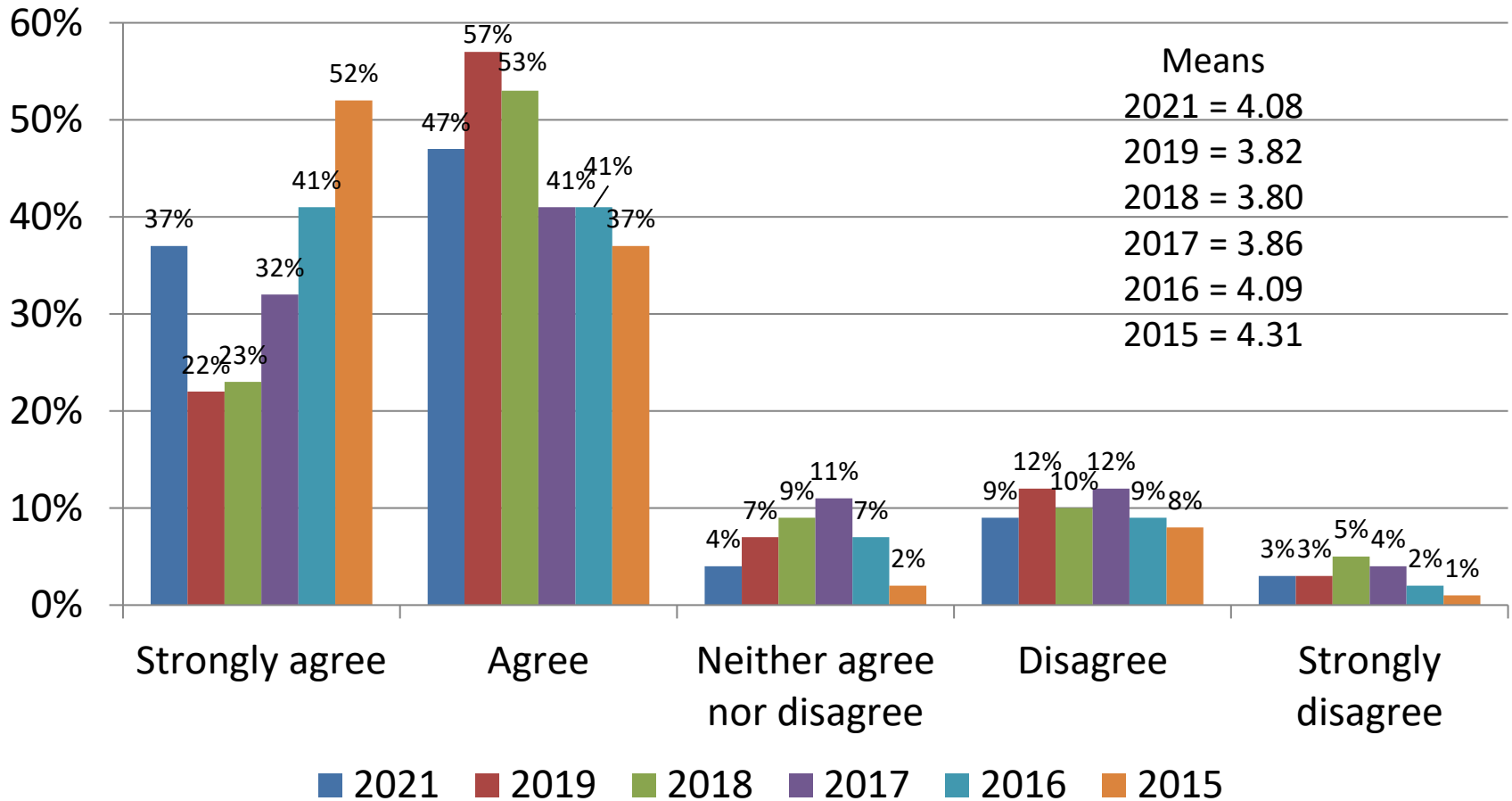


Person on Phone Was Courteous



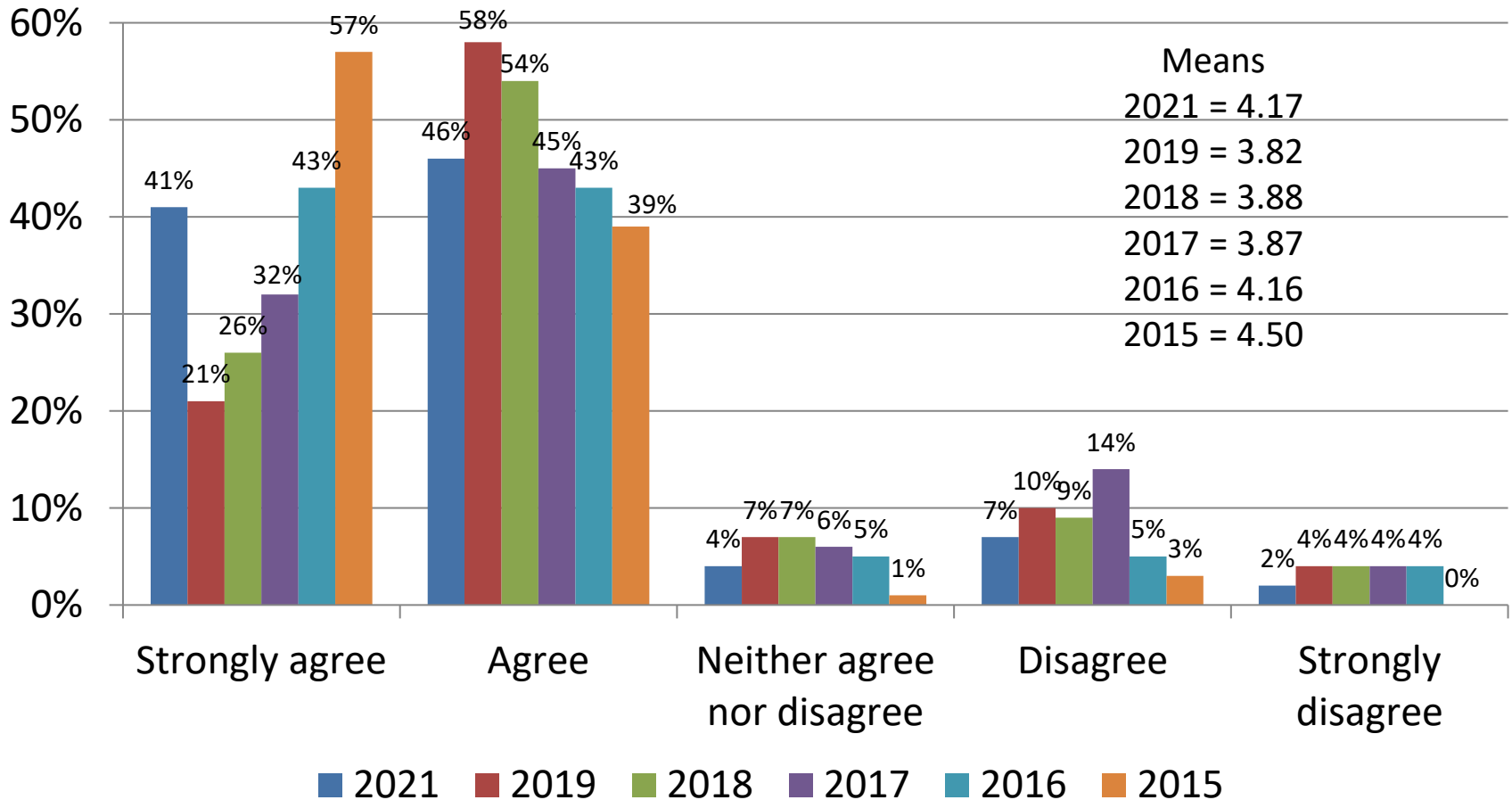


Person on Phone Was Knowledgeable



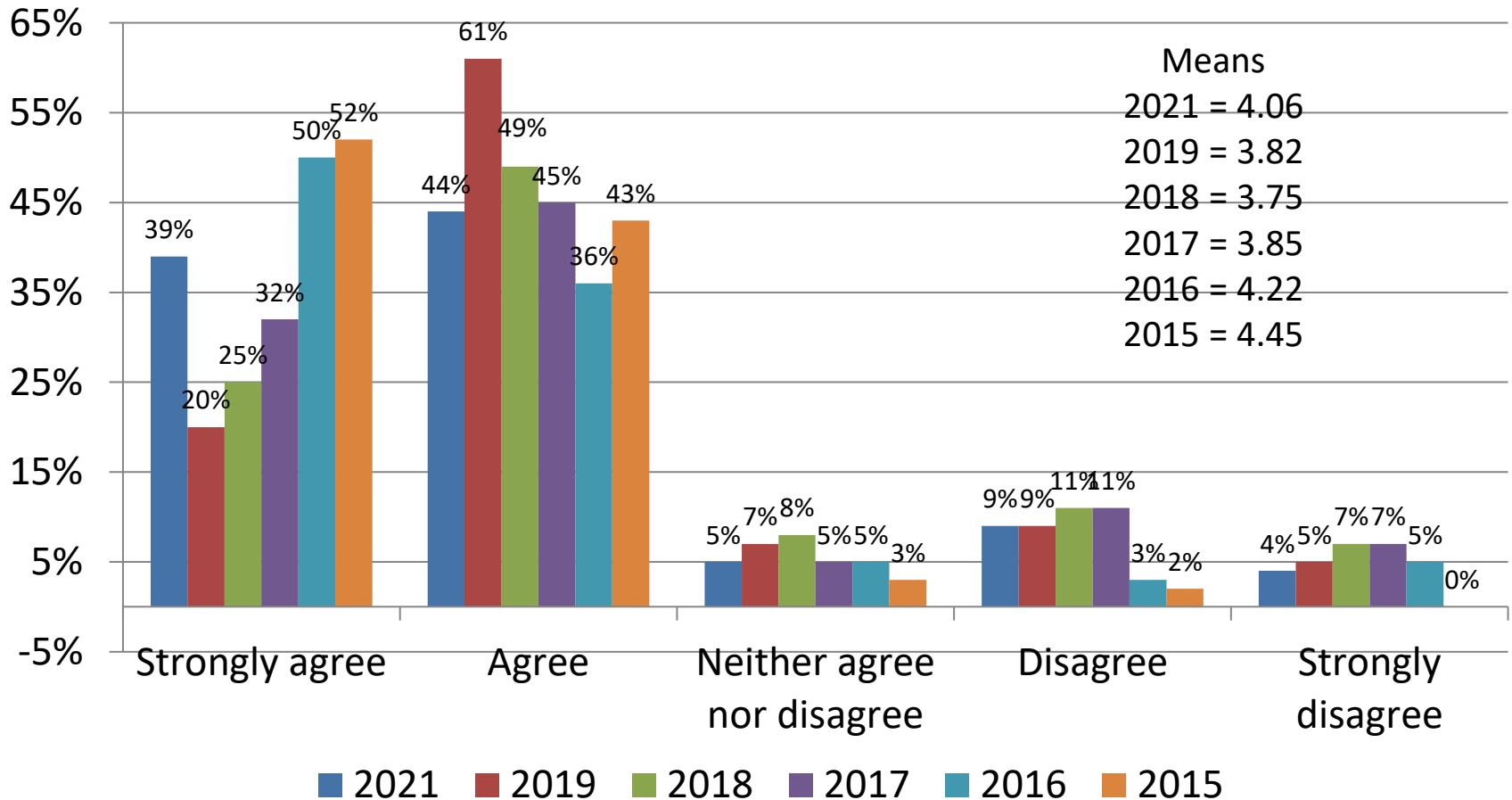


Person on Phone Was Able to Arrange Request for Transportation



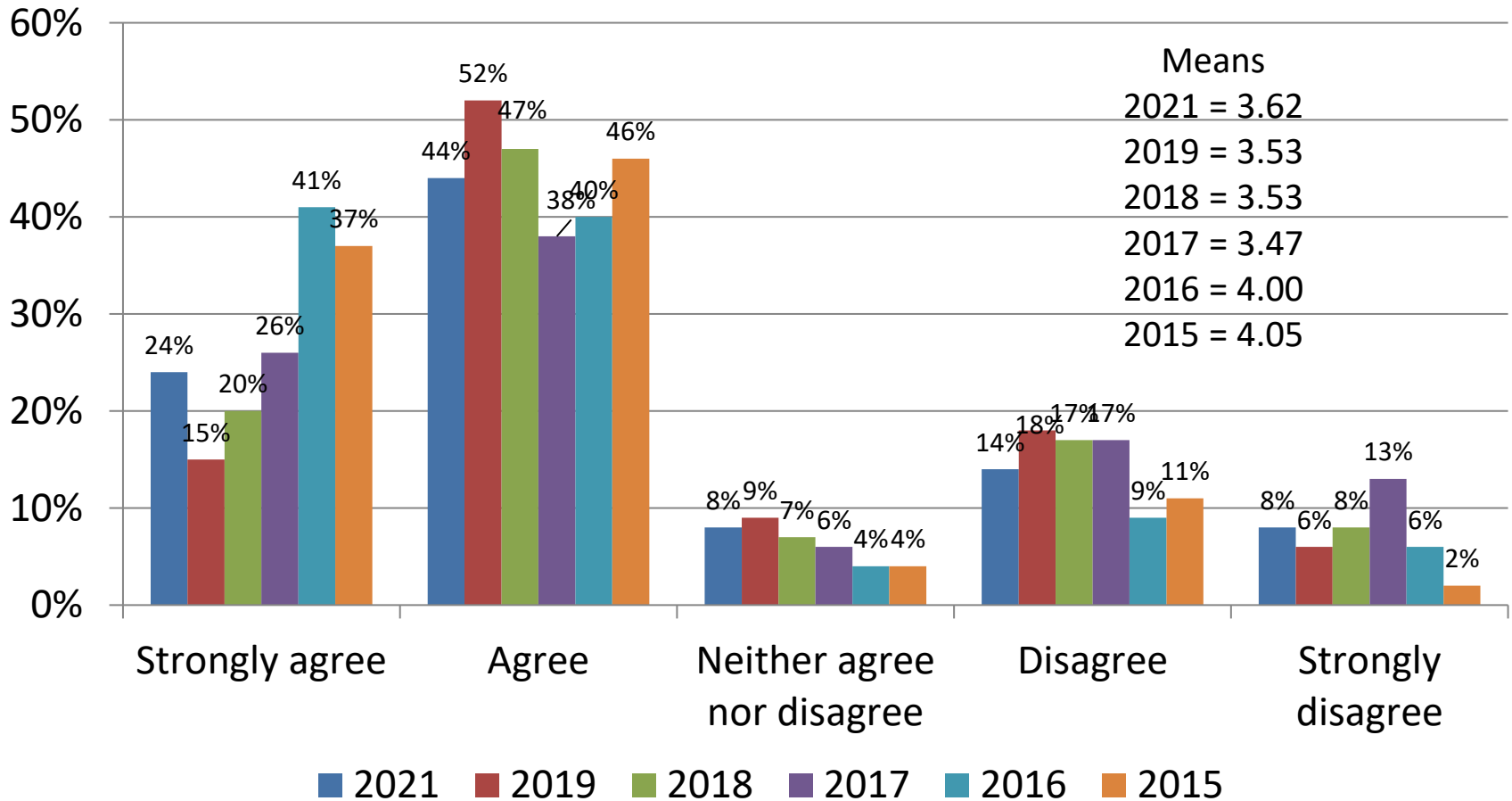


It was Easy to Make Arrangements for Transportation on Phone



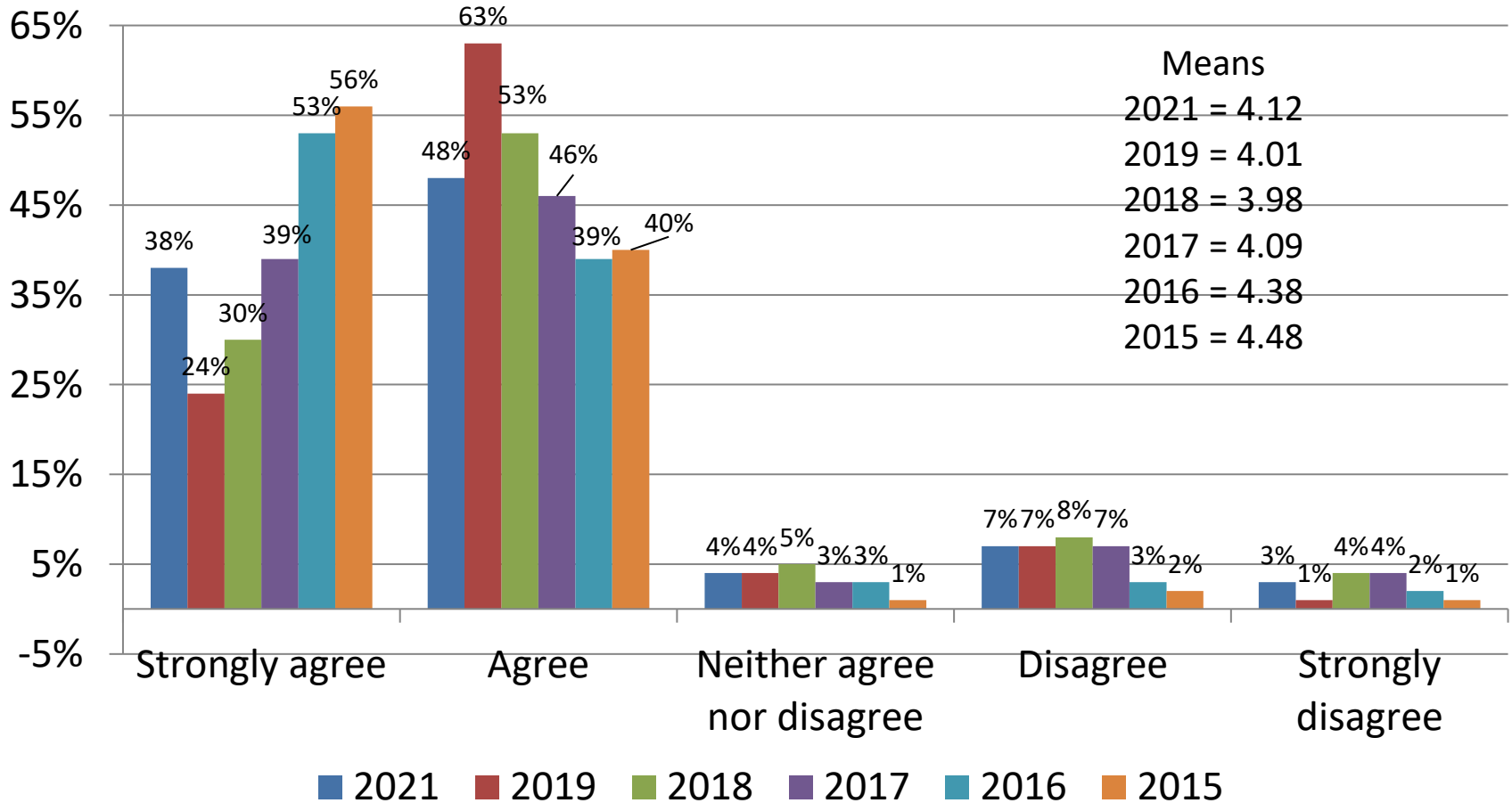


Driver was on Time



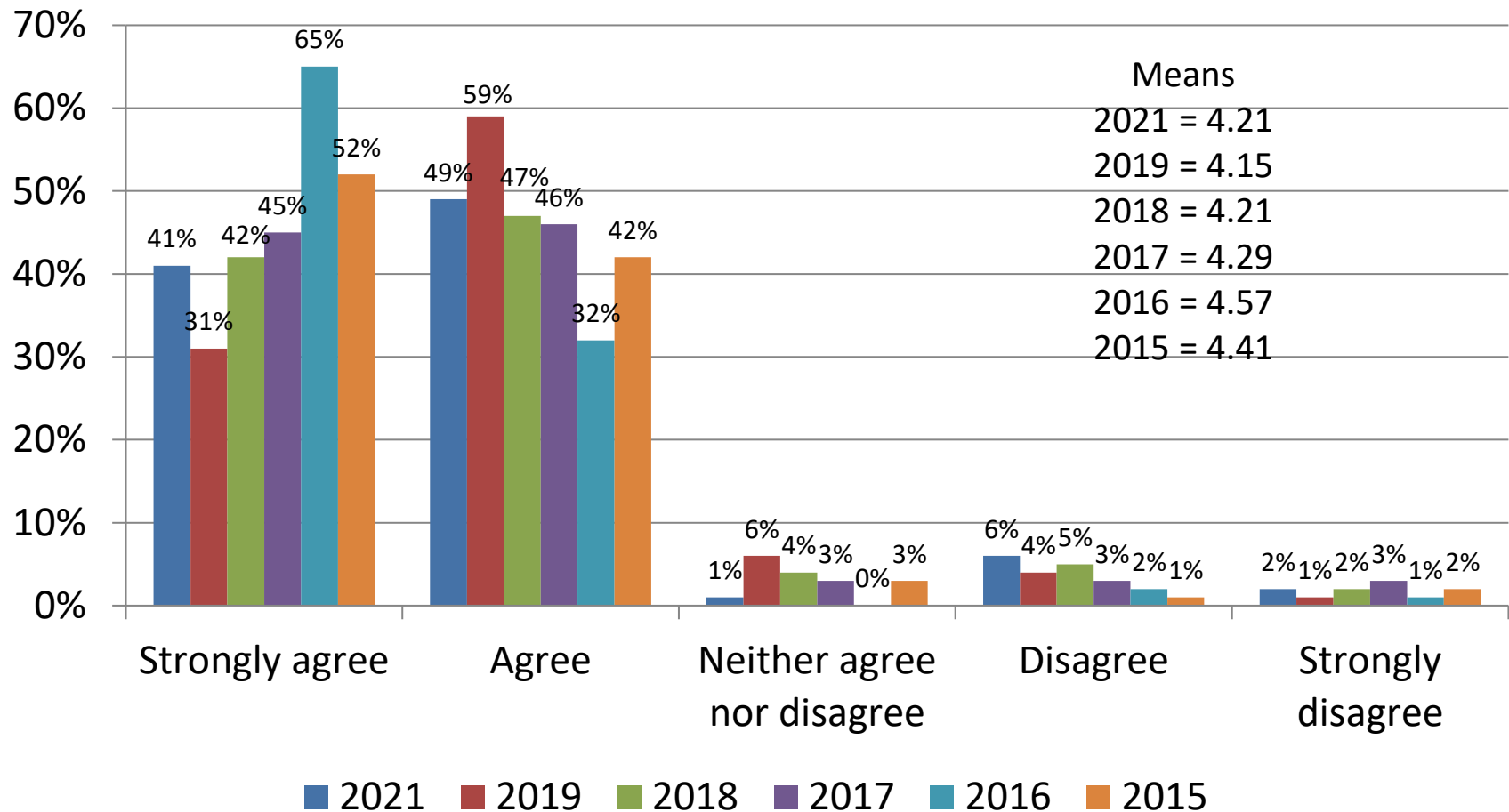


Driver Arrived at Correct Address/Pick up Spot



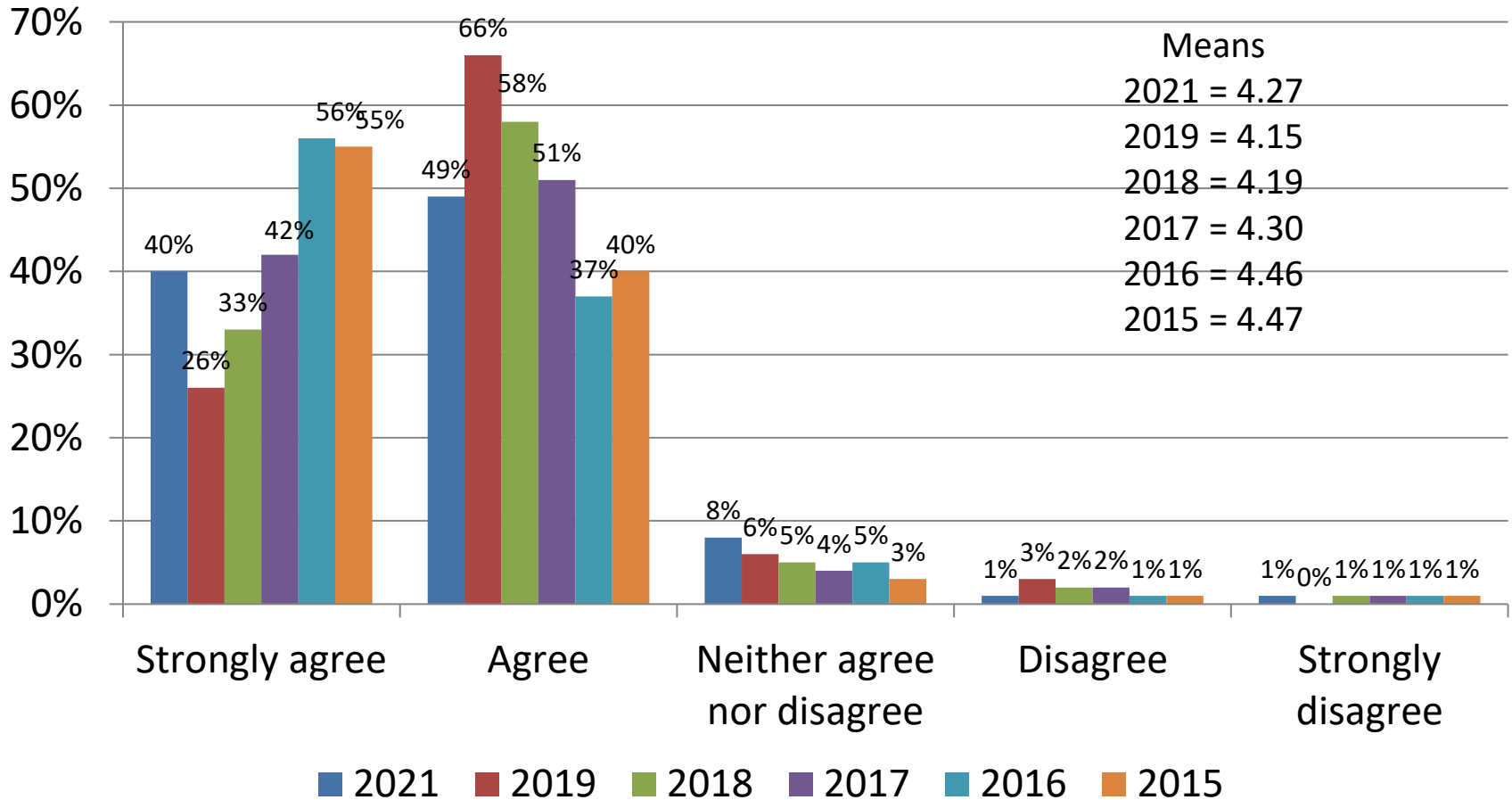


Driver was Courteous and Helpful



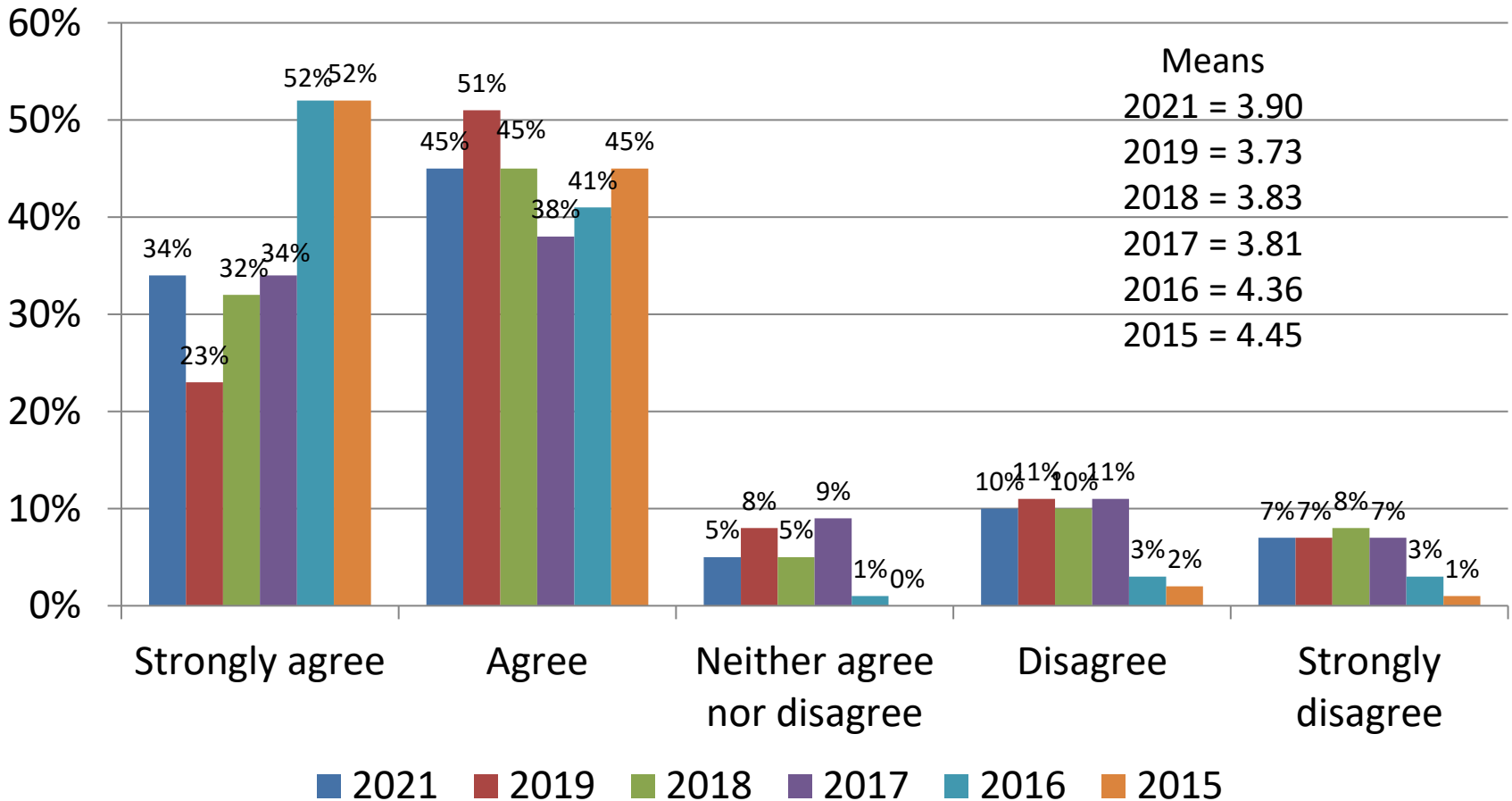


Driver was Dressed Appropriately/Clean



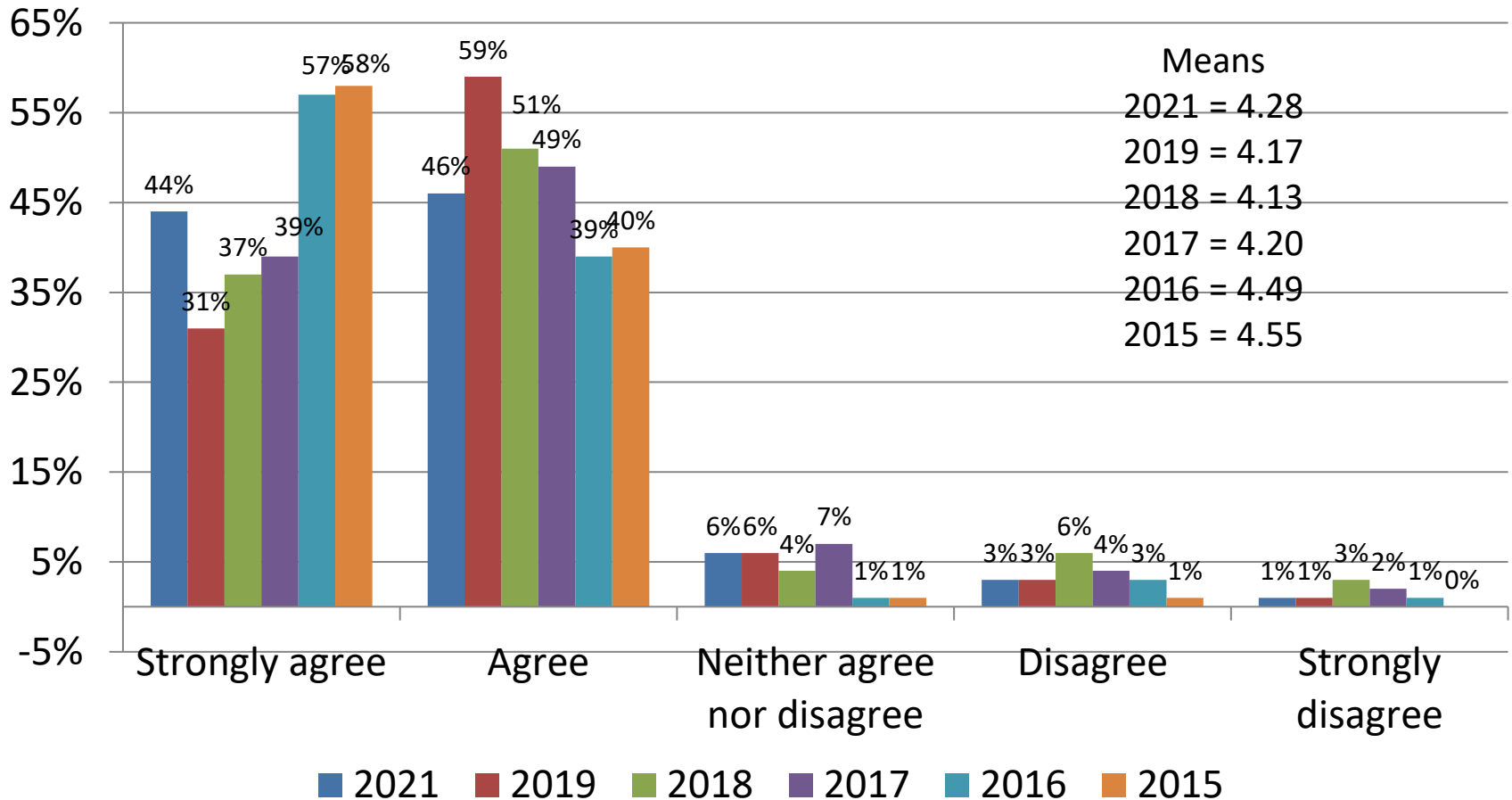


Overall High Level of Satisfaction with Pickup Experience



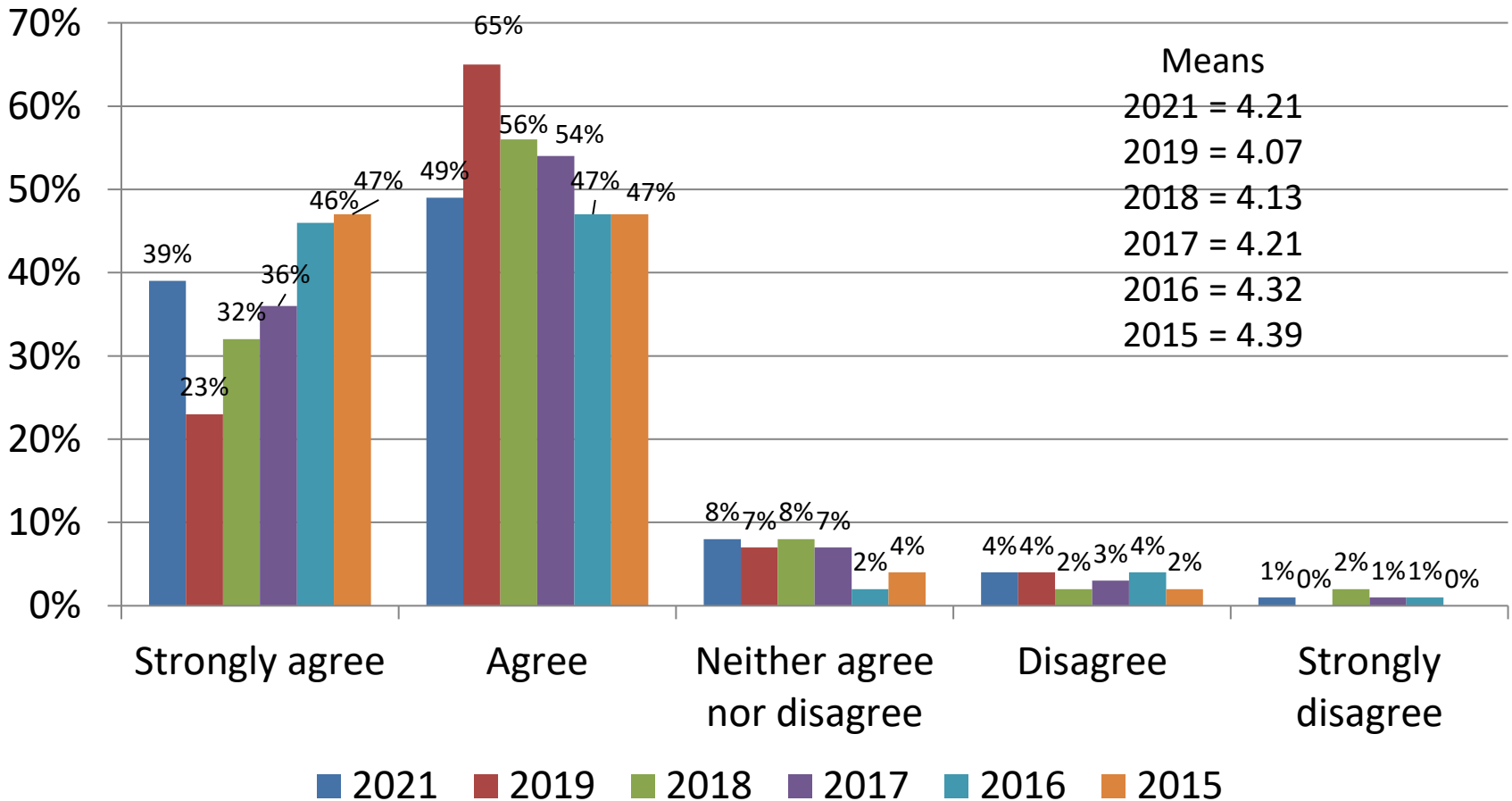


Driver Operated Vehicle Safely/ Followed Traffic Laws



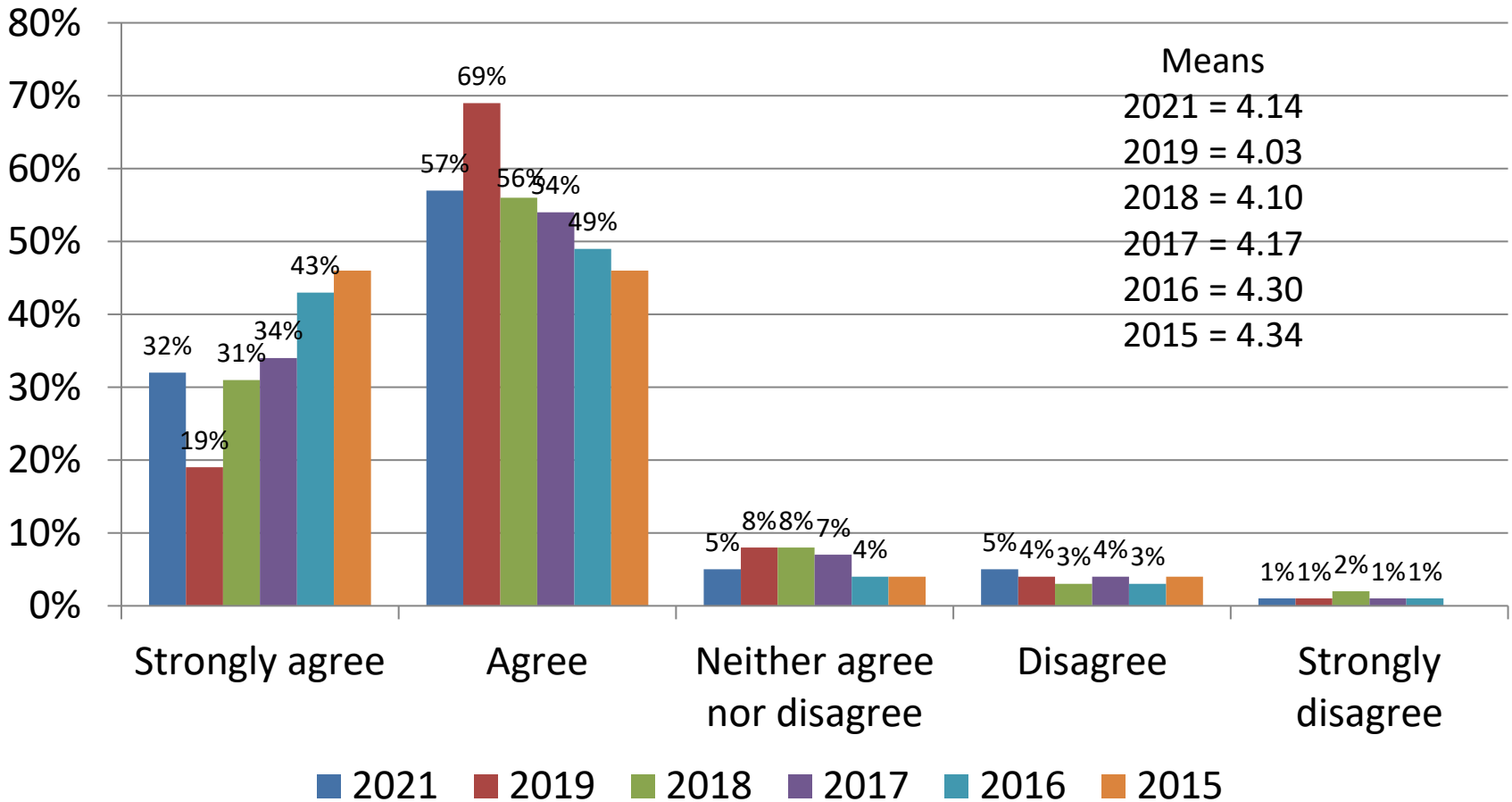


Vehicle/Shuttle was Clean



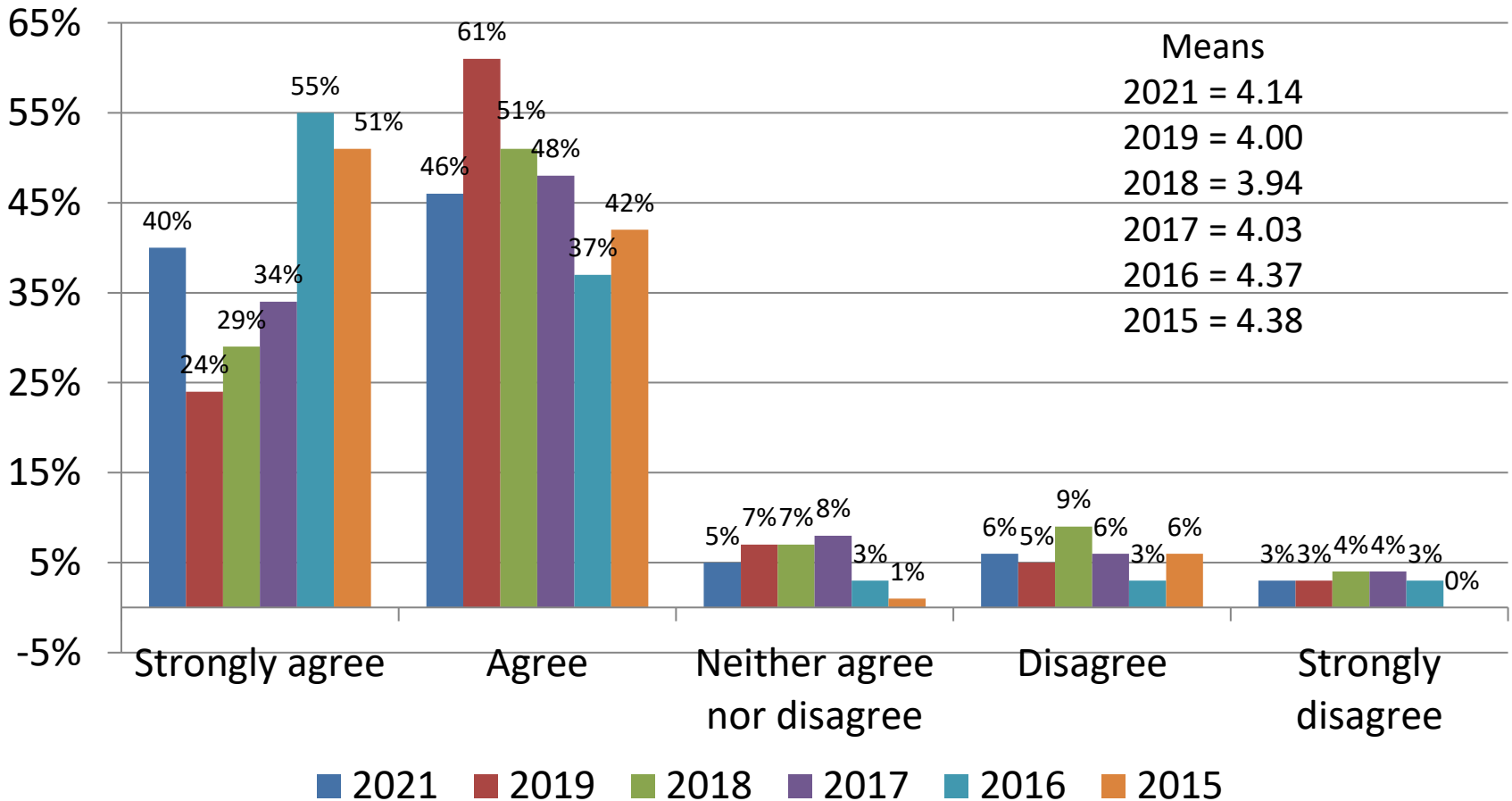


Vehicle/Shuttle was in Working Order



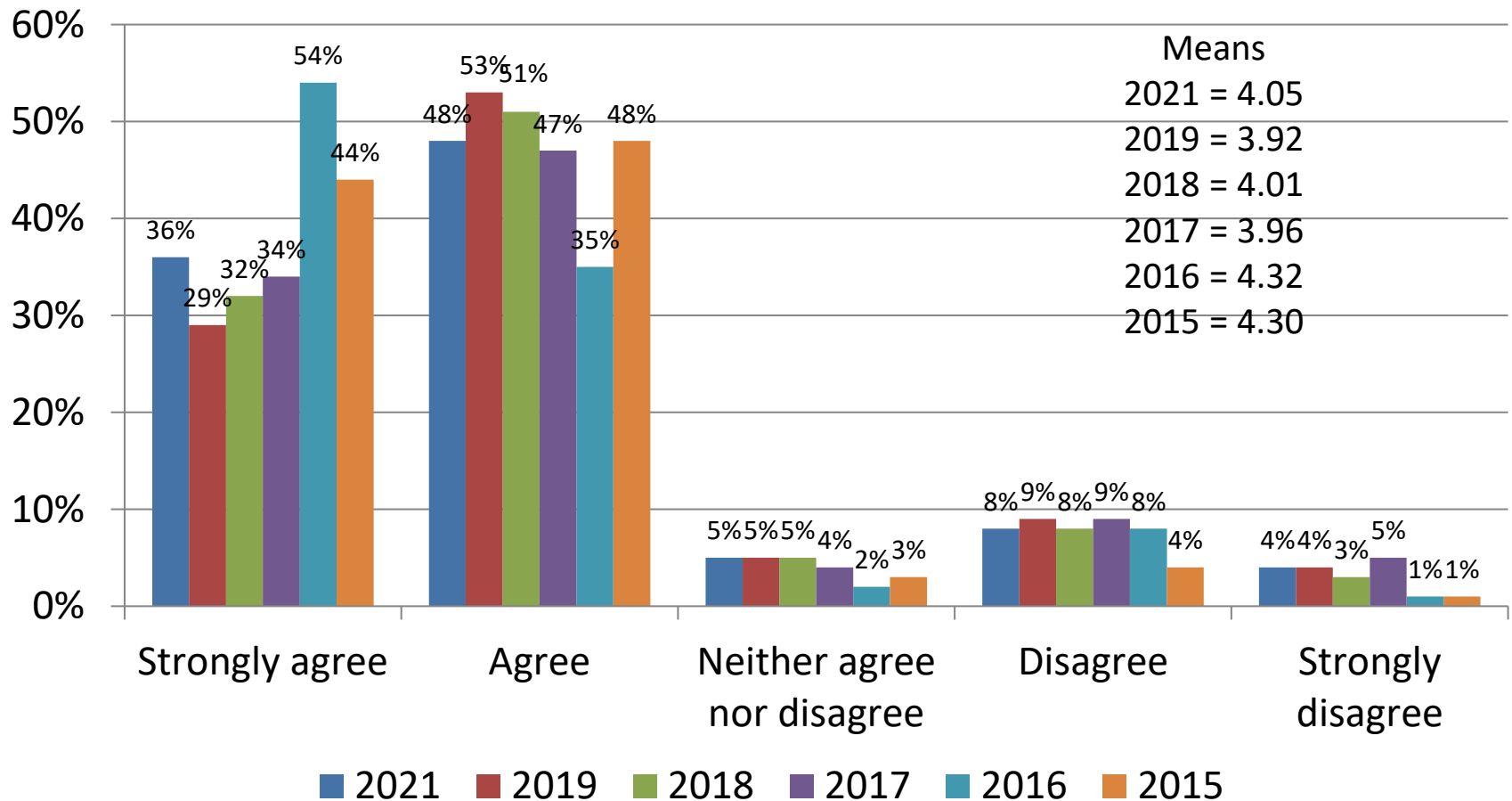


Overall High Level of Satisfaction with Ride Experience



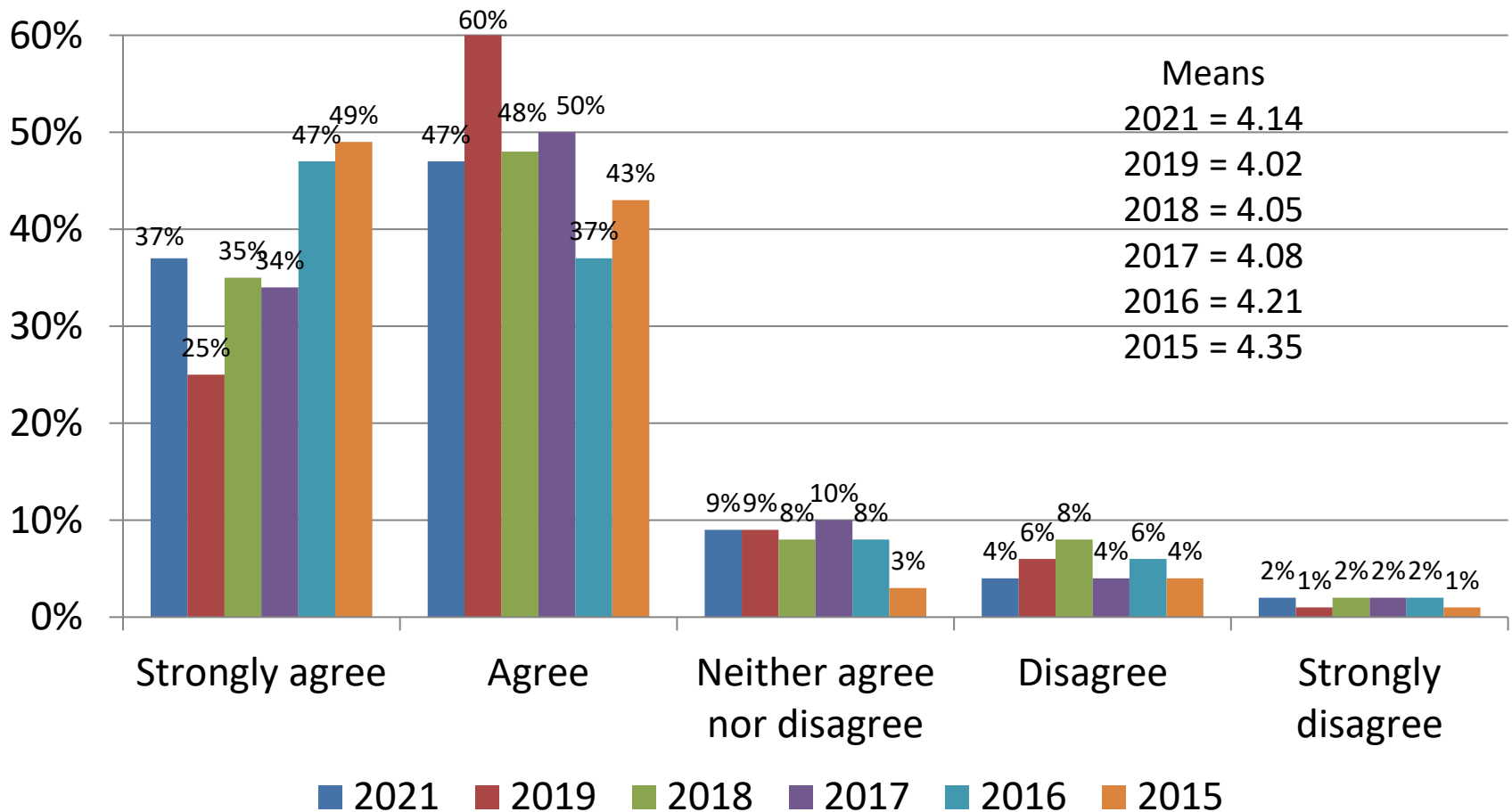


Driver Dropped me off on Time and in Correct Place



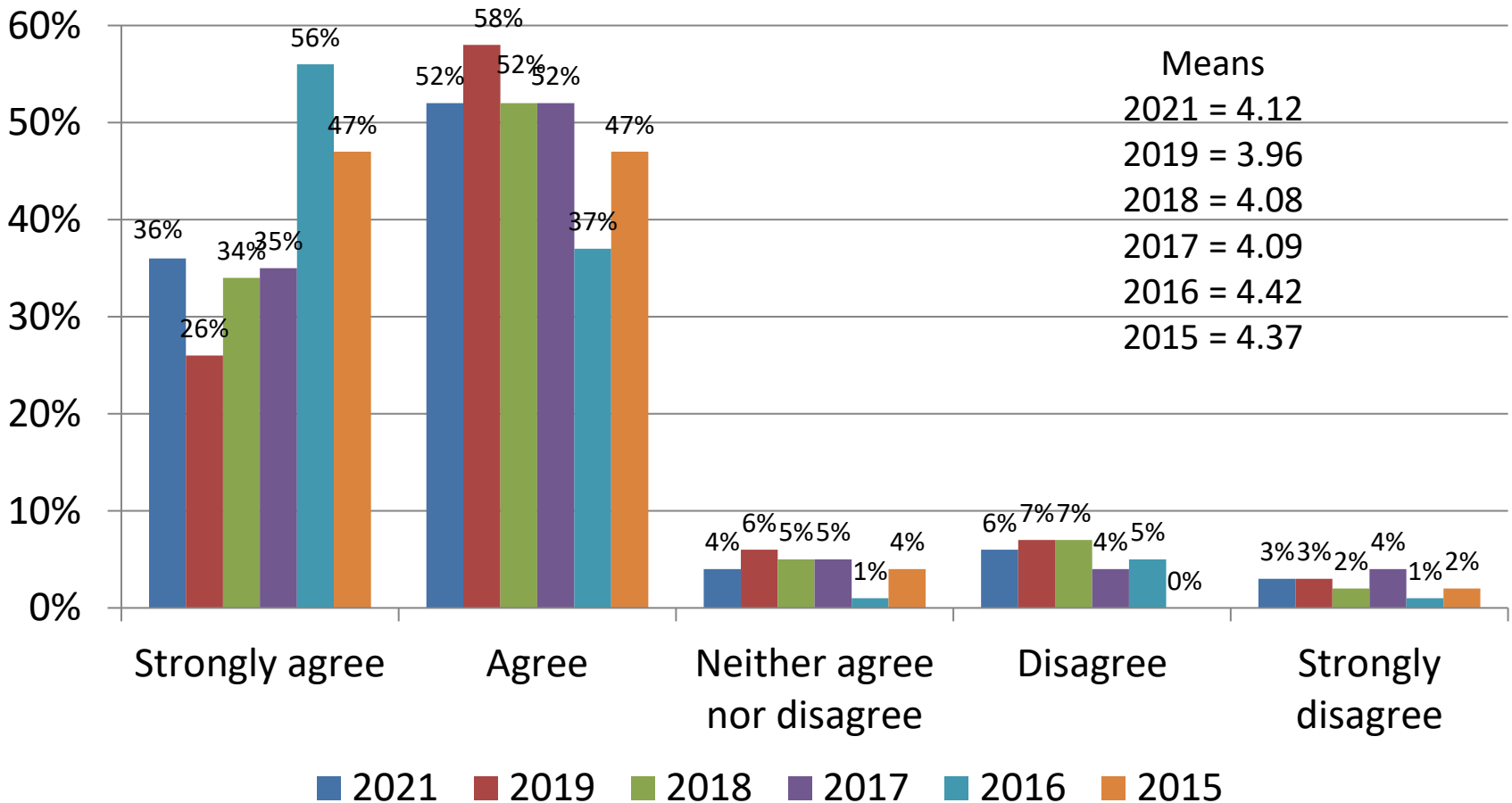


Driver Offered Me Help During Drop Off



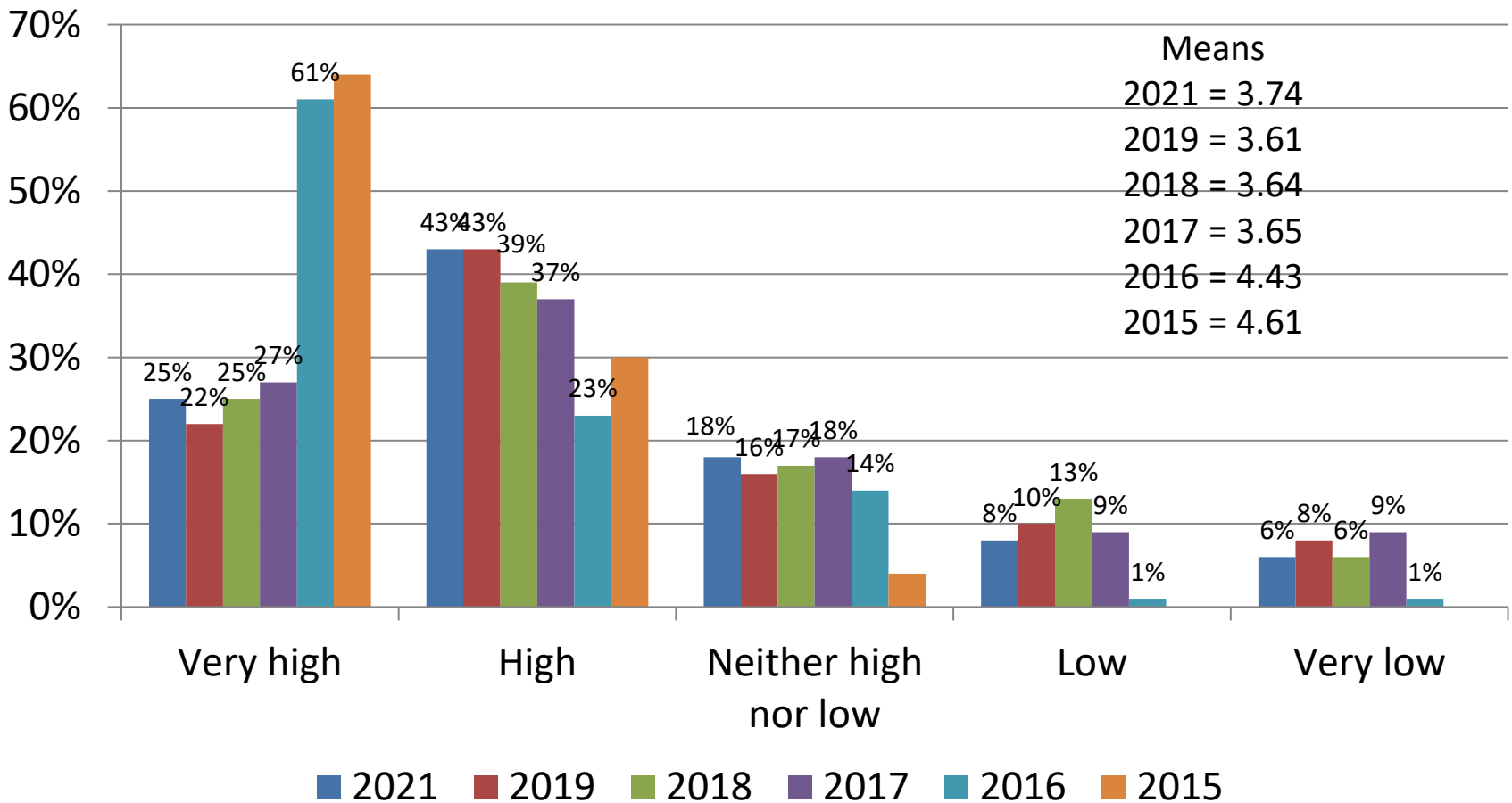


Overall High Level of Satisfaction with Drop Off Experience





Overall Experience



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



Comparisons of Mean Ratings

	<u>2021</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2021 v 2019</u>
Overall experience	3.74	3.61	3.64	3.65	4.43	4.61	0.13
Overall high level of satisfaction with pickup experience	3.90	3.73	3.83	3.81	4.36	4.45	0.17
Overall high level of satisfaction with ride experience	4.14	4.00	3.94	4.03	4.37	4.38	0.14
Overall high level of satisfaction with drop off experience	4.12	3.96	4.08	4.09	4.42	4.37	0.16
Driver operated vehicle safely/followed traffic laws	4.28	4.17	4.13	4.20	4.49	4.55	0.11
Person on phone courteous	4.28	4.07	4.19	4.14	4.40	4.47	0.21
Driver dressed appropriately/clean	4.27	4.15	4.19	4.30	4.46	4.47	0.12
Driver courteous and helpful	4.21	4.15	4.21	4.29	4.57	4.41	0.06
Vehicle/shuttle was clean	4.21	4.07	4.13	4.21	4.32	4.39	0.14
Person on phone able to arrange request for transportation	4.17	3.82	3.88	3.87	4.16	4.50	0.35
Vehicle/shuttle was in working order	4.14	4.03	4.10	4.17	4.30	4.34	0.11
Driver offered me help during drop off	4.14	4.02	4.05	4.08	4.21	4.35	0.12
Driver arrived correct address/pickup spot	4.12	4.01	3.98	4.09	4.38	4.48	0.11
No problems with phone menu	4.11	3.98	4.10	4.08	4.07	4.23	0.13
Person on phone knowledgeable	4.08	3.82	3.80	3.86	4.09	4.31	0.26
Easy to make arrangements for transportation on phone	4.06	3.82	3.75	3.85	4.22	4.45	0.24
Driver dropped me off on time/in correct place	4.05	3.92	4.01	3.96	4.32	4.30	0.13
Able to reach customer service quickly	4.03	3.87	3.86	3.79	4.21	4.40	0.16
Hold times not an issue	3.90	3.63	3.61	3.73	3.92	4.26	0.27
Driver on time	3.62	3.53	3.53	3.47	4.00	4.05	0.09



Summary of Findings

- Whereas 2019 saw fewer riders accord the highest level of agreement (strongly agree) with the 20 statements, 2021 shows not only an increase over 2019, but increases over 2018 and 2017 as well. Most ratings are at least 10 percentage points higher than last time. This is a welcome change from the softening of opinions seen in 2019. Particularly notable are the number of riders who “strongly agree” that the person on the phone was able to arrange the transportation (+20) and that it was easy to make arrangements on the phone (+19).
- Overall mean ratings saw notable increases when it came to the person on the phone bearing able to arrange the transportation (+.35), hold times not being an issue (+.27), the person on the phone being knowledgeable (+.26), and being easy to make arrangements over the phone (+.24).
- The primary reason for not using Dial-a-Ride since April 2021 is the pandemic, cited as one-third of non-current riders as the reason for their lack of use.
- Once again, the lowest rated statements relate to hold times not being an issue and the driver being on time.