

STAFF REPORT

SUBJECT: Dial-A-Ride Customer Satisfaction Survey 2022

FROM: Kadri Klm, Paratransit Planner

DATE: March 6, 2023

Action Requested

None – information only.

Background

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

Methodology

The latest survey was conducted in December 2022 and the methodology for the customer satisfaction survey incorporated telephone, online, and paper surveys. In an effort to ensure there is a diverse group of respondents, a combination of active and non-active riders was polled.

The survey was administered by a third-party vendor, and a total of 187 Dial-A-Ride surveys were completed, which included 105 phone surveys, 49 online surveys, and 33 paper 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

The average scores of this most recent survey conducted in December 2022 are relatively similar to the previous survey from December 2021.

Overall mean ratings saw notable increases in satisfaction when it came to driver being on time (+.33) and overall experience (+.28). The mean ratings saw notable decreases in no problem navigating the phone menu (-.34), driver dressed appropriately and clean (-.30), when asked for assistance while exiting the vehicle the driver was able to accommodate (-.29), and overall high level of satisfaction with ride experience (-.29).

One question was modified this year based on board members' feedback a year prior. In previous years the statement riders rated was 'hold times were not an issue' while this time

around the surveyors asked ‘was your hold time over 60 seconds?’ This was to reflect LAVTA’s performance standard for phone pick-up, which is within 60 seconds 95% of the time. The rating for this question was 3.18, but this score shouldn’t be compared to previous years’ ratings since it is a different question.

It is noteworthy that in this latest survey a larger portion of responses to most questions stated ‘neither agree nor disagree’ than in previous years. This may be due to survey modes used as in 2022 a larger portion of surveys was conducted online and on paper while in previous years a vast majority of surveys were conducted over the phone.

Next Steps

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

Approved: _____

Wheels Dial-A-Ride Annual Rider Satisfaction Survey of FY'23

February 27, 2023

Projects and Services Committee



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Methodology

- Survey conducted in December 2022 and January 2023
- Performed by a third party vendor
- 187 completed surveys total
- Included the following survey modes:
 - Telephone (105 completed surveys)
 - Online (49 completed surveys)
 - Paper (33 completed surveys)
- Spanish language surveys included

Questions/Statements Focusing On

- Reservation process
- Pick-up experience
- Ride experience
- Drop off experience
- Overall experience



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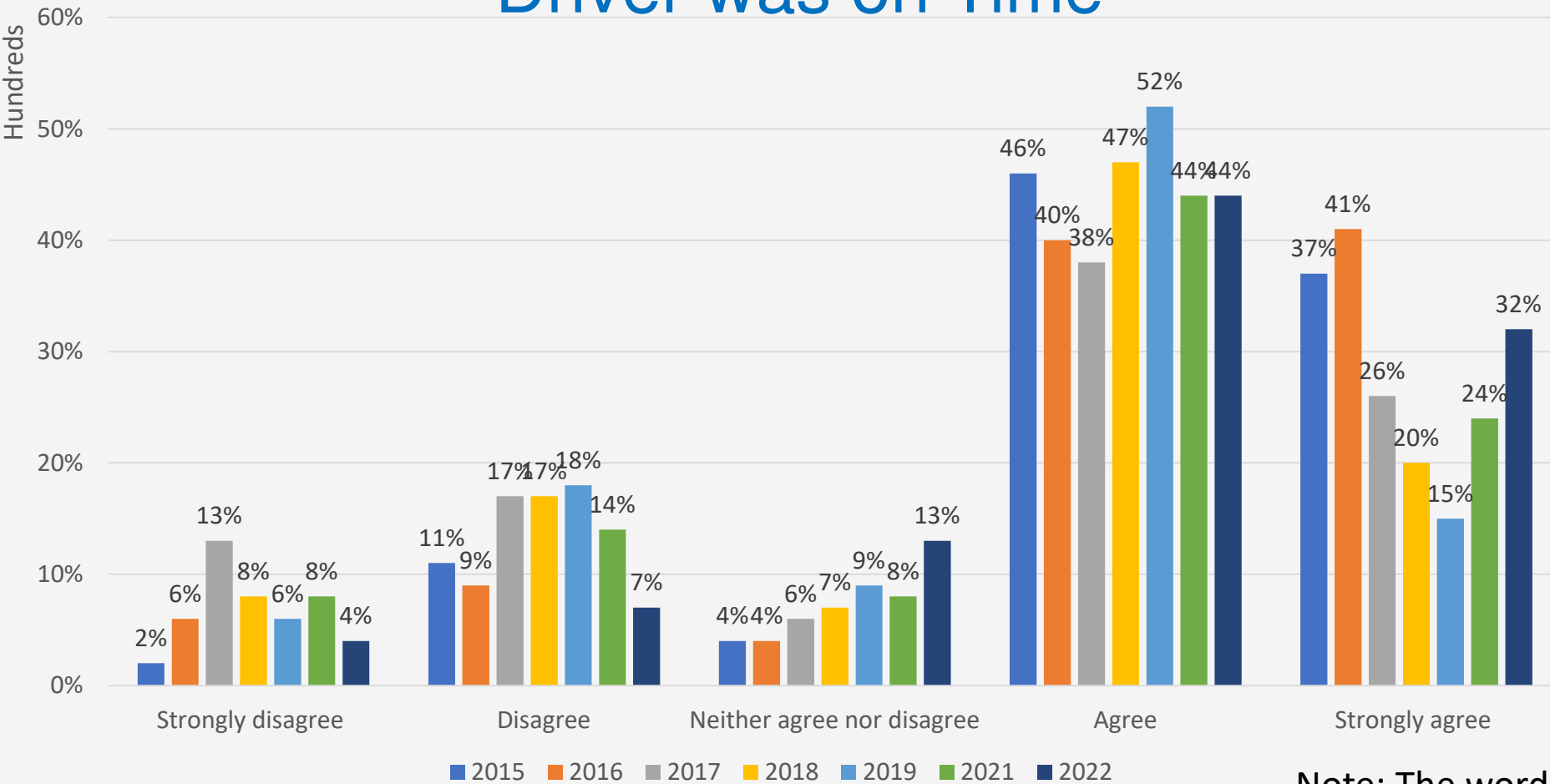
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Comparison of Mean Ratings

Question	2015	2016	2017	2018	2019	2021	2022	2021 v 2022
Overall experience	4.61	4.43	3.65	3.64	3.61	3.74	4.02	0.28
Overall high level of satisfaction with pickup experience	4.45	4.36	3.81	3.83	3.73	3.9	3.85	-0.05
Overall high level of satisfaction with ride experience	4.38	4.37	4.03	3.94	4.00	4.14	3.85	-0.29
Overall high level of satisfaction with drop off experience	4.37	4.42	4.09	4.08	3.96	4.12	3.84	-0.28
Driver operated vehicle safely/followed traffic laws	4.55	4.49	4.2	4.13	4.17	4.28	4.03	-0.25
Person on phone courteous	4.47	4.40	4.14	4.19	4.07	4.28	4.18	-0.10
Driver dressed appropriately/clean	4.47	4.46	4.30	4.19	4.15	4.27	3.97	-0.30
Driver courteous and helpful	4.41	4.57	4.29	4.21	4.15	4.21	4.19	-0.02
Vehicle/shuttle was clean	4.39	4.32	4.21	4.13	4.07	4.21	4.25	0.04
Person on phone able to arrange request for transportation	4.50	4.16	3.87	3.88	3.82	4.17	4.09	-0.08
Vehicle/shuttle was in working order	4.34	4.30	4.17	4.10	4.03	4.14	3.95	-0.19
When asked for assistance while exiting the vehicle the driver was able to accommodate	4.35	4.21	4.08	4.05	4.02	4.14	3.85	-0.29
Driver arrived correct address/pickup spot	4.48	4.38	4.09	3.98	4.01	4.12	4.19	0.07
No problem navigating the phone menu	4.23	4.07	4.08	4.10	3.98	4.11	3.77	-0.34
Person on phone knowledgeable	4.31	4.09	3.86	3.80	3.82	4.08	4.21	0.13
Easy to make arrangements for transportation on phone	4.45	4.22	3.85	3.75	3.82	4.06	3.90	-0.16
Driver dropped me off on time/in correct place	4.30	4.32	3.96	4.01	3.92	4.05	4.00	-0.05
Able to reach customer service quickly	4.40	4.21	3.79	3.86	3.87	4.03	3.97	-0.06
Was your hold time over 60 seconds? (in previous years: Hold times were not an issue)	4.26	3.92	3.73	3.61	3.63	3.90	3.18	-0.72
Driver on time	4.05	4.00	3.47	3.53	3.53	3.62	3.95	0.33

Driver was on Time



Means	
2022	= 3.95
2021	= 3.62
2019	= 3.53
2018	= 3.53
2017	= 3.47
2016	= 4.00
2015	= 4.05

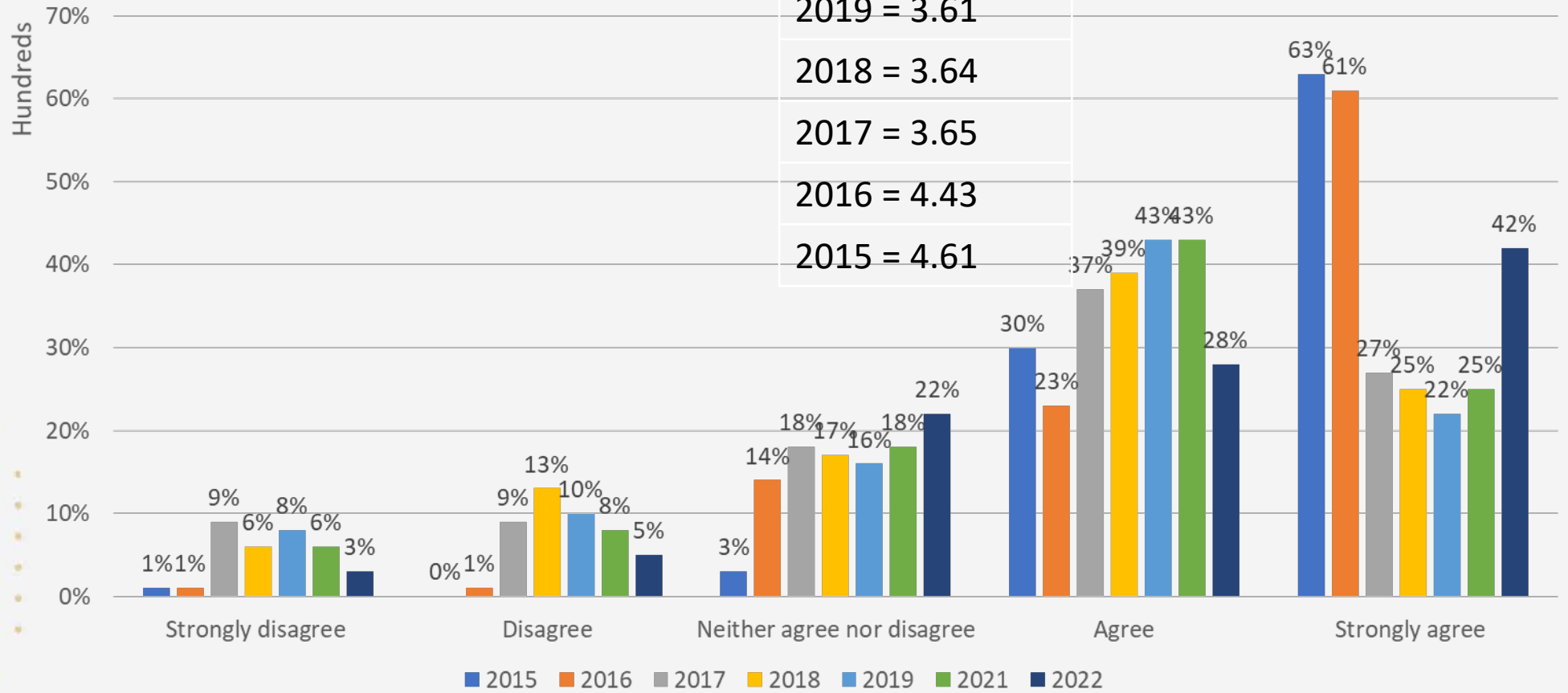
Note: The wording of this question was changed beginning 2017

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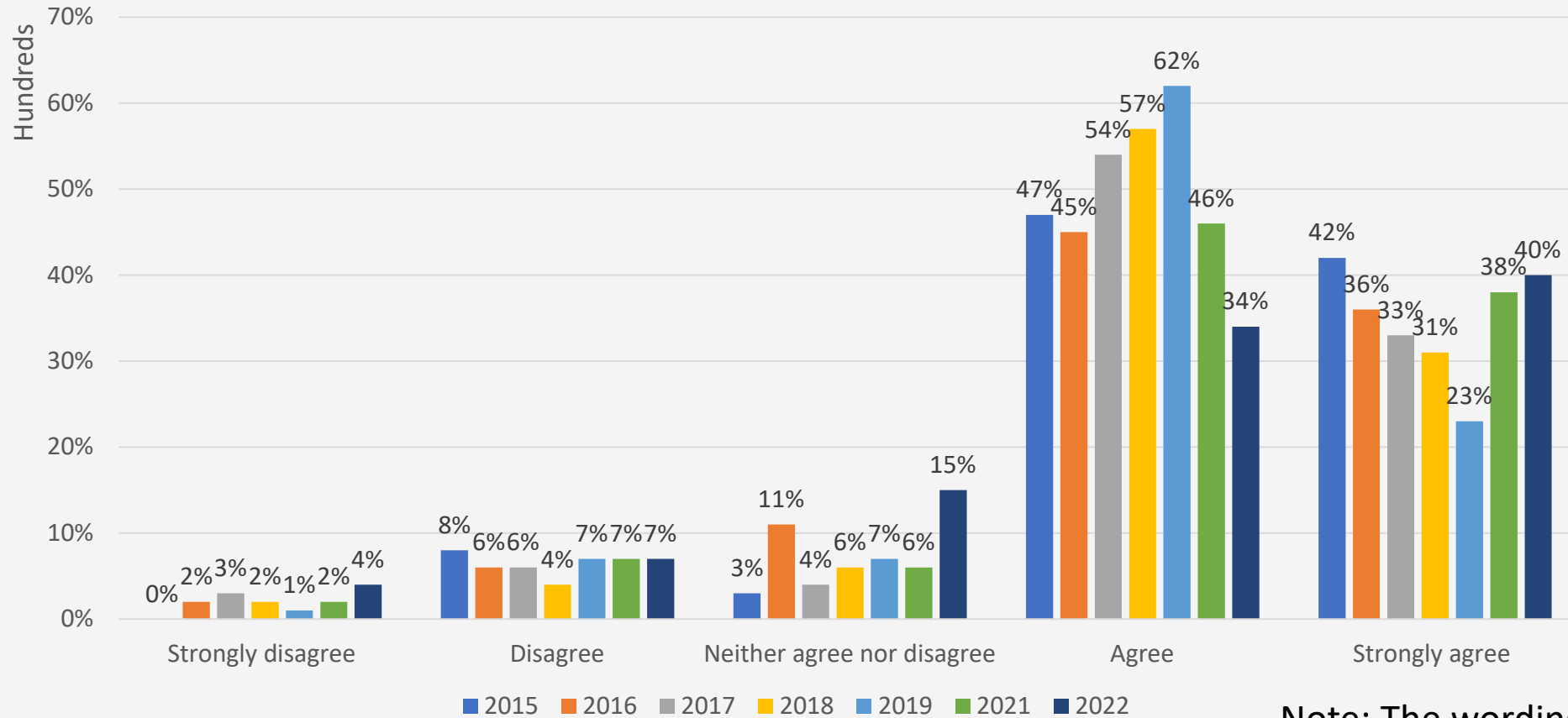


Overall Experience

Means
2022 = 4.02
2021 = 3.74
2019 = 3.61
2018 = 3.64
2017 = 3.65
2016 = 4.43
2015 = 4.61



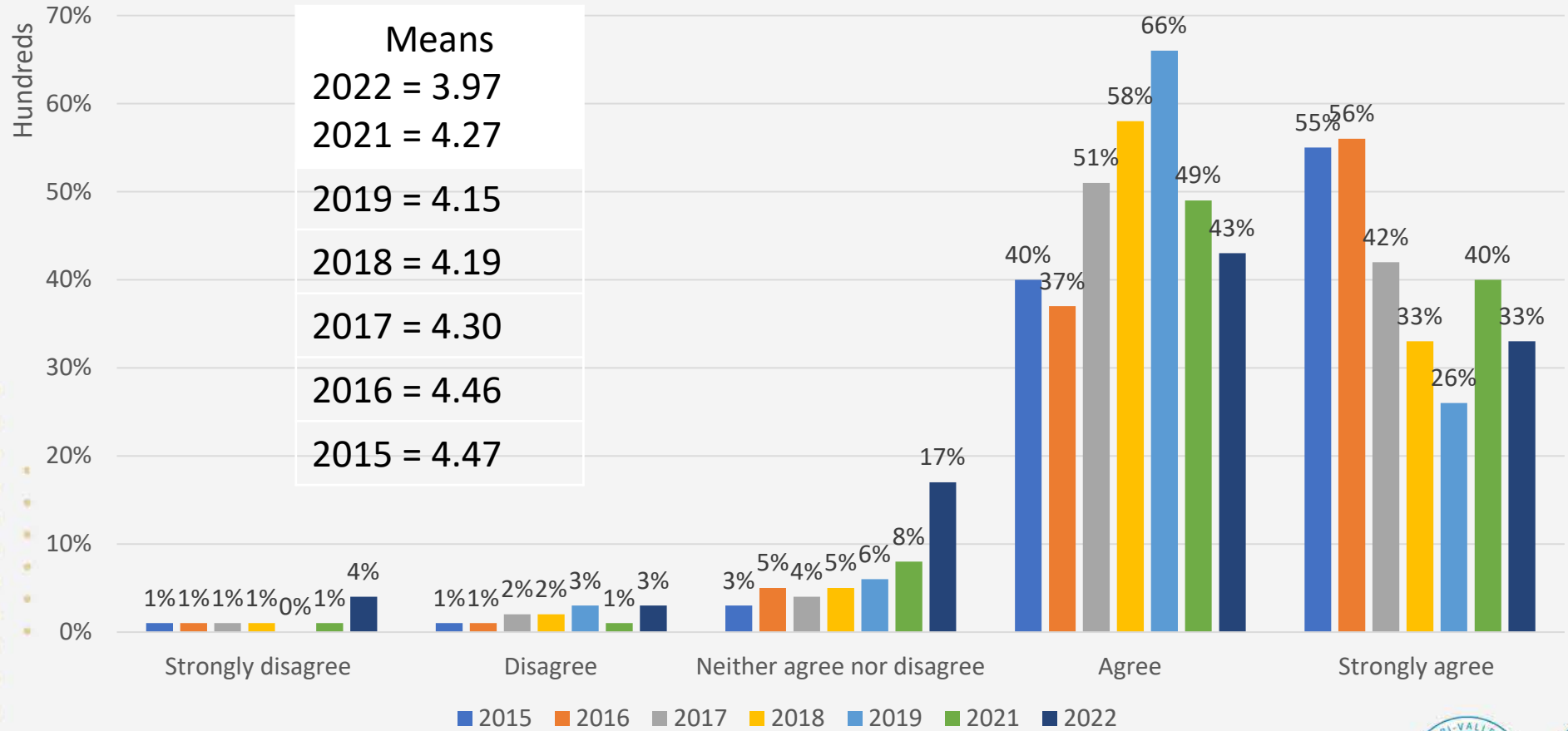
No Problem Navigating the Phone Menu



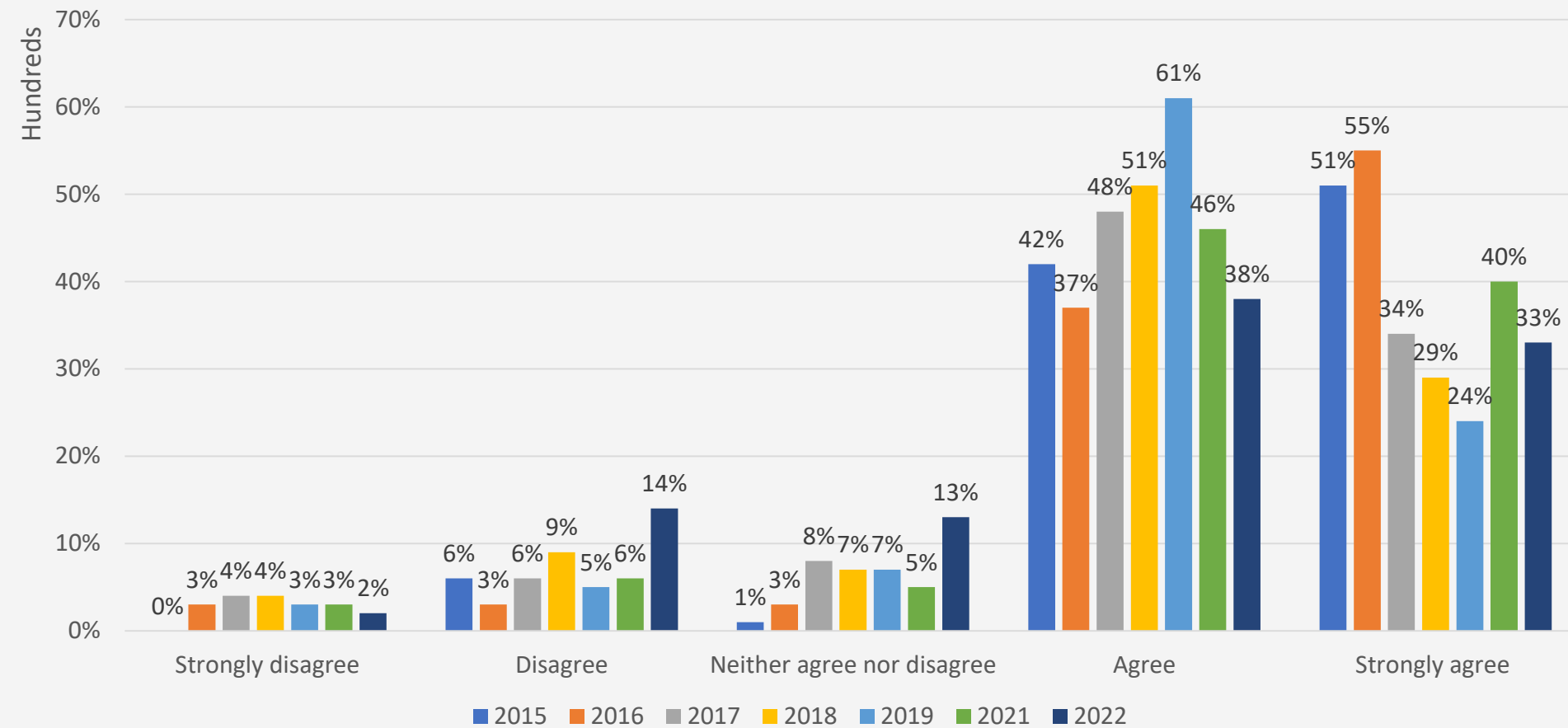
Means
2022 = 3.77
2021 = 4.11
2019 = 3.98
2018 = 4.10
2017 = 4.08
2016 = 4.07
2015 = 4.23

Note: The wording of this question was changed beginning 2017

Driver was Dressed Appropriately/Clean

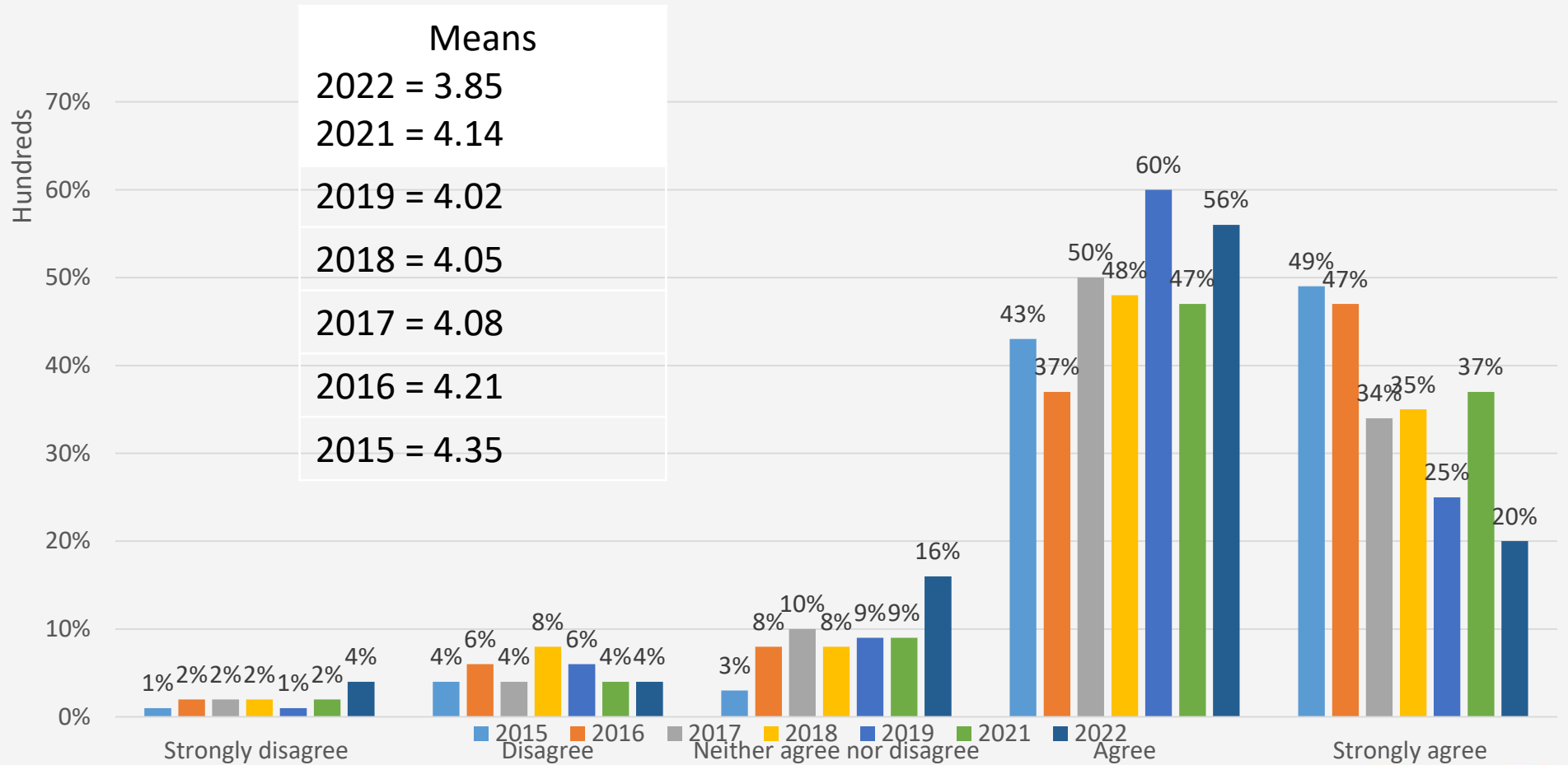


Overall High Level of Satisfaction with Ride Experience



Means
2022 = 3.85
2021 = 4.14
2019 = 4.00
2018 = 3.94
2017 = 4.03
2016 = 4.37
2015 = 4.38

When Asked for Assistance while Exiting the Vehicle the Driver was Able to Accommodate





Questions?

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