

S T A F F R E P O R T

SUBJECT: Dial-A-Ride Passenger Satisfaction Survey

FROM: Kadri Klm, Paratransit Planner

DATE: January 10, 2024

Action Requested

None – Information only.

Background

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

Discussion

The survey will be conducted by a third-party research firm Quantum Market Research, Inc, and is expected to include both email (online) and phone survey. The format and questions will be very similar to the previous surveys, but this time around we added several questions about demographics, My Transit Manager app, Para-Taxi, and One-Seat Ride. The survey is expected to be completed by the end of the February.

The overall aspects of the service to be surveyed include:

- Ride reservation process
- Ride pick-up
- Ride experience
- Drop-off
- Overall satisfaction

Next Steps

Staff will be bringing the survey results to the TAAC in the Spring.

Action Requested

None – Information only.