

S T A F F R E P O R T

SUBJECT: Dial-A-Ride Customer Satisfaction Survey 2023

FROM: Kadri Klm, Paratransit Planner

DATE: March 25, 2024

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 January/February 2024 and the methodology for the customer satisfaction survey incorporated telephone, and online 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 QMR, and a total of 272 Dial-A-Ride surveys were completed, which included 229 phone surveys and 43 online surveys. QMR used a variety of methods to reach those who had used the service in 2023, including sending postcards, emails and texts, and making multiple attempts to reach the riders by phone. Overall, as many as 10 attempts were made to complete the survey with the current users.

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

High mean ratings persist across diverse aspects of all riders' experience, with ratings of at least a 4 on a 5-point scale for nearly everyone surveyed. Notably, driver timeliness stands out as the only exception, still garnering a commendable 3.7 overall rating. Compared to the 2022 ratings, riders are notably more enthusiastic than in the previous year about their overall satisfaction with the drop off (+.41) and ride (+.32), them not encountering problems with the phone menu (+.39), and the driver offering assistance (+.28).

New questions relating to wheelchair and scooter usage show one-third of all riders use one, and these riders accord an extremely high mean rating of 4.5 for the device being safely secured.

New demographic questions were posed this year. Notable demographic statistics include the following: nearly half of all riders live below the federal poverty level, and one-third of riders are people of color.

This survey has traditionally been conducted annually; however, as this customer satisfaction survey isn't a requirement, staff will be moving to a bi-annual survey with the next survey scheduled for January 2026. More time between surveys will allow for more accurate trend analysis.

Recommendation

None – information only.