LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

S T A F F   R E P O R T

SUBJECT: Dial-A-Ride Customer Satisfaction Survey 2023

FROM: Kadri Külm, Paratransit Planner

DATE: April 1, 2024

Action Requested
Approve the results of this year's Dial-A-Ride Customer Satisfaction Survey and approve moving to a bi-annual schedule going forward.

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

The survey respondents were asked 18 questions asking them to rate their experience with wheels Dial-A-Ride. 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

Approve the results of this year's Dial-A-Ride Customer Satisfaction Survey and approve moving to a bi-annual schedule going forward.

Attachment:
Wheels Dial-a-Ride Survey Findings

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

Summary of Findings

Prepared February 2024

Quantum Market Research

Methodology

- This year, **272** surveys were conducted that averaged **18** minutes in length.
- **229** completed the survey on the phone, with another **43** completing the survey online.
- Nearly everyone completed the survey in **English**, with just 4 opting to complete in **Spanish**.
- QMR used a variety of methods:
  - including sending postcards
  - emails and texts
  - Phone
- The margin of error is just over **+5%** at the **95%** confidence level.
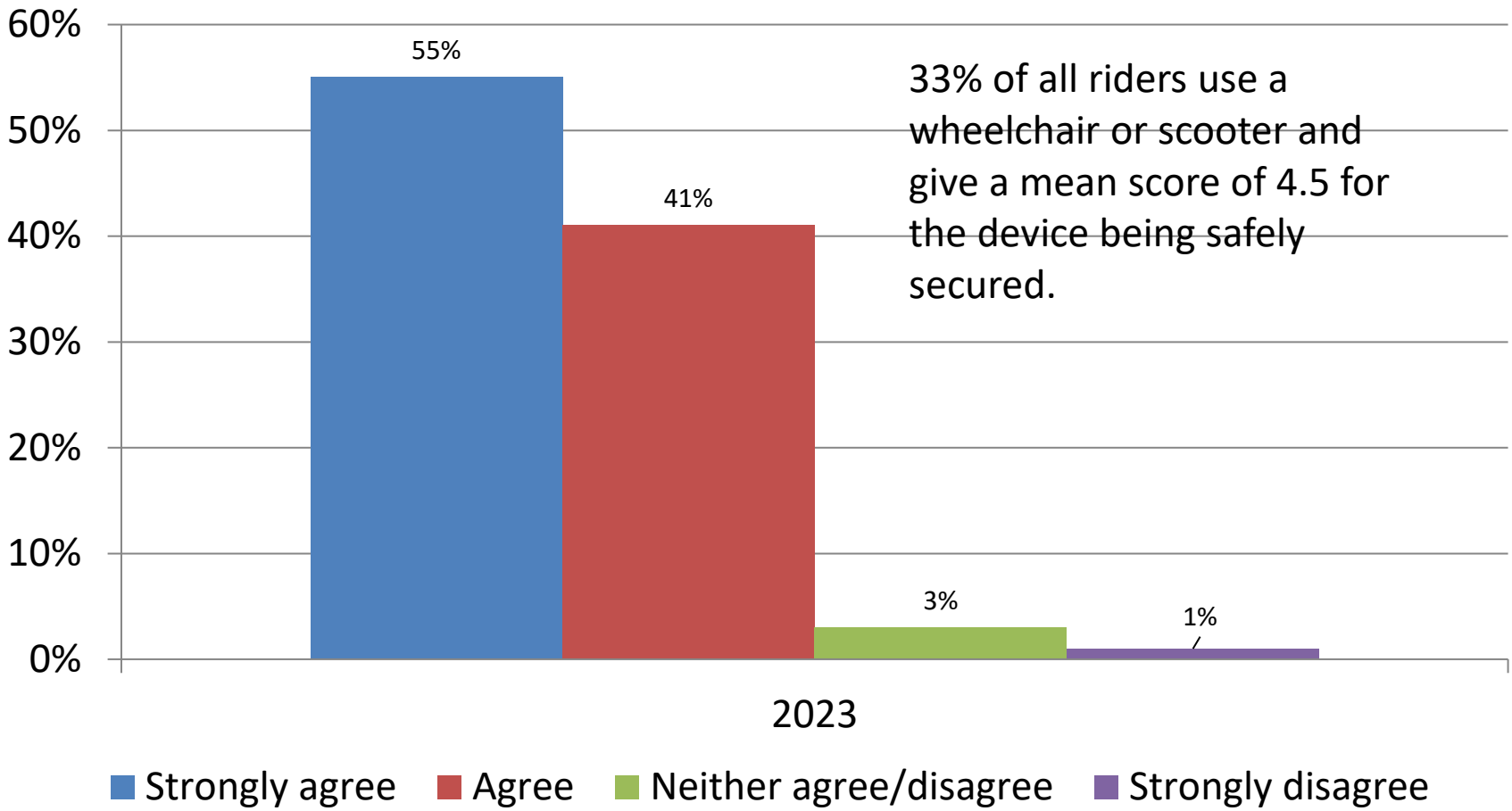- A raffle of four prizes of $50 was offered to all respondents.

Comparisons of Mean Ratings

	2023	2022	2021	2019	2023 v 2022
Overall experience	3.93	4.02	3.74	3.61	-0.09
Overall high level of satisfaction with pickup experience	4.09	3.85	3.90	3.73	0.24
Overall high level of satisfaction with ride experience	4.17	3.85	4.14	4.00	0.32
Overall high level of satisfaction with drop off experience	4.25	3.84	4.12	3.96	0.41
My wheelchair/scooter was safely secured	4.48	NA	NA	NA	NA
Driver courteous and helpful	4.26	4.19	4.21	4.15	0.07
Driver operated vehicle safely/followed traffic laws	4.24	4.03	4.28	4.17	0.21
Driver dressed appropriately/clean	4.24	3.97	4.27	4.15	0.27
Person on phone able to arrange request for transportation	4.20	4.09	4.17	3.82	0.11
Vehicle/shuttle was clean	4.19	4.25	4.21	4.07	-0.06
Driver dropped me off on time/in correct place	4.17	4.00	4.05	3.92	0.17
No problems with phone menu	4.16	3.77	4.11	3.98	0.39
Vehicle/shuttle was in working order	4.14	3.95	4.14	4.03	0.19
Driver offered me help during drop off	4.13	3.85	4.14	4.02	0.28
Driver arrived correct address/pickup spot	4.13	4.19	4.12	4.01	-0.06
Easy to make arrangements for transportation on phone	4.10	3.90	4.06	3.82	0.20
Person on phone knowledgeable	4.01	4.21	4.08	3.82	-0.20
Driver on time	3.74	3.95	3.62	3.53	-0.21

Wheelchair/Scooter Safely Secured

33% of all riders use a wheelchair or scooter and give a mean score of 4.5 for the device being safely secured.

Familiarity with My Transit app

Legend:
- Have used
- Have heard of but not used
- Have not heard of
- Not sure

3%
20%
14%
64%
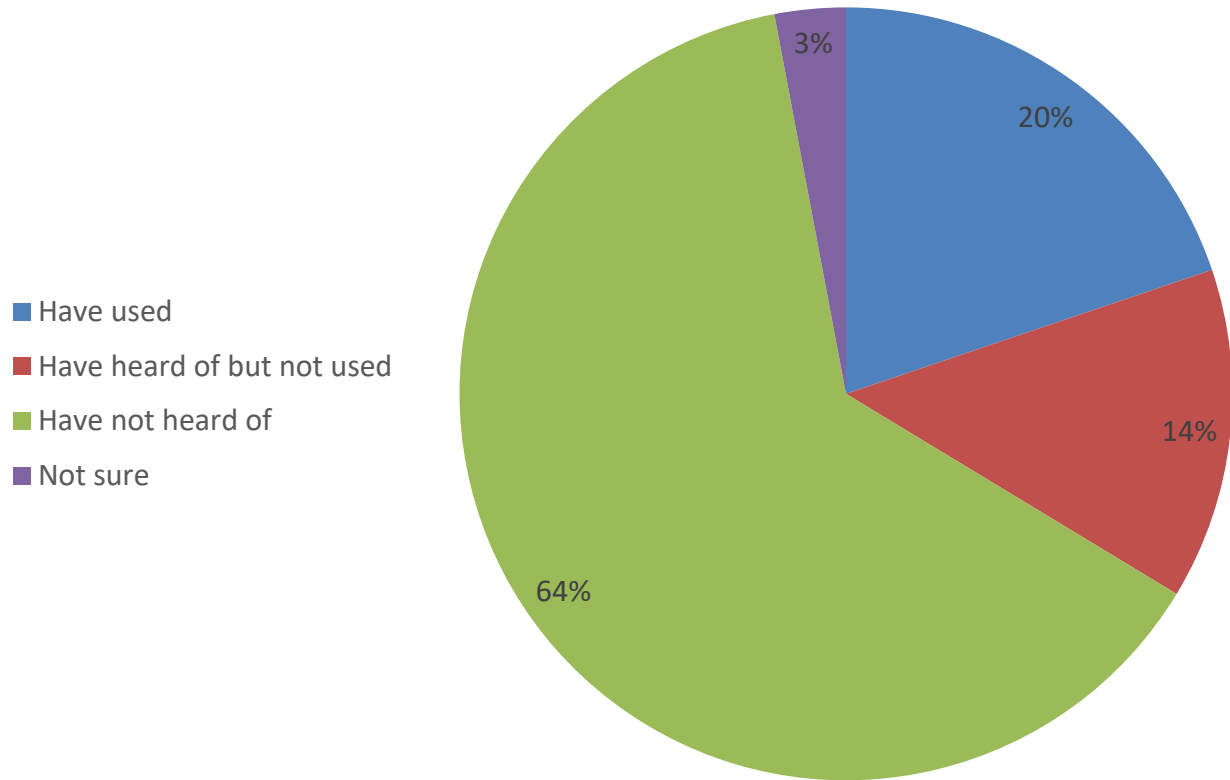
2023

Familiarity with Para-Taxi Program

Legend:
- Have used
- Have heard of but not used
- Have not heard of
- Not sure

13%
22%
60%
5%
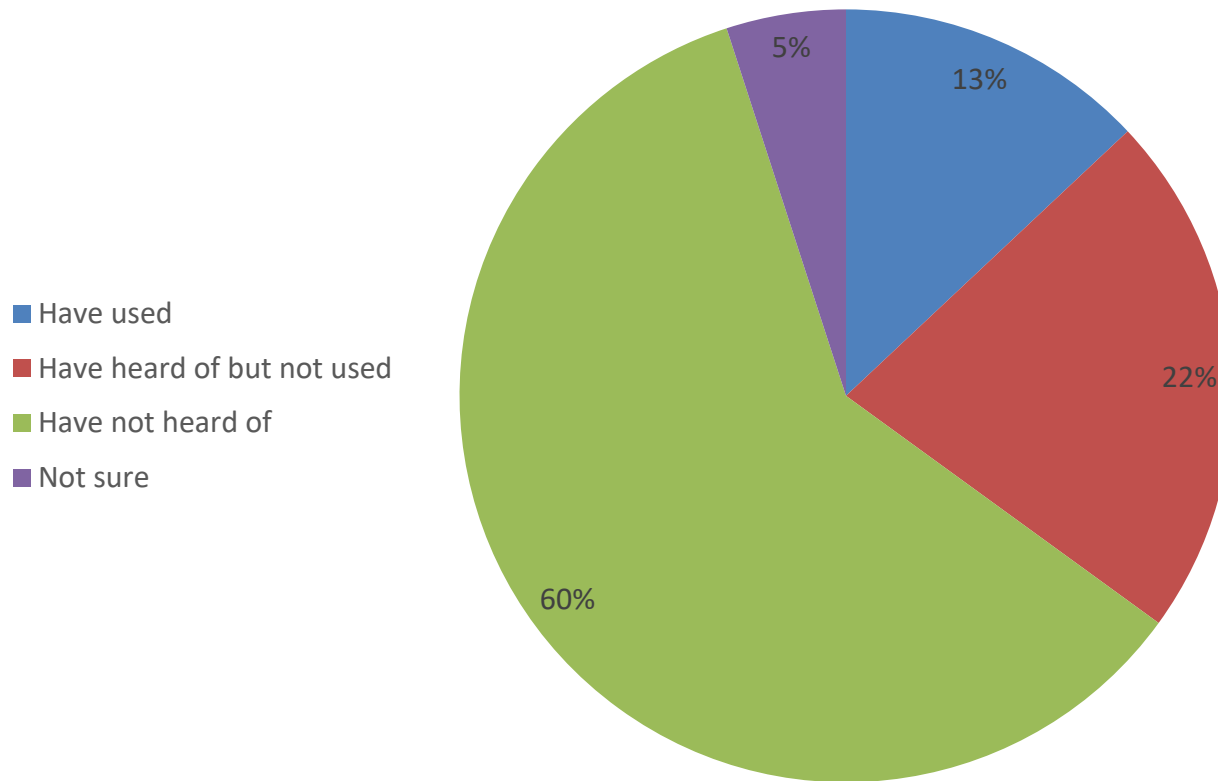
2023

Familiarity with One Seat Ride Program

Legend:
- Have used
- Have heard of but not used
- Have not heard of
- Not sure

Pie chart values: 6%, 10%, 78%, 6%

2023