

**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 6, 2024

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**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), their not encountering problems with the phone menu (+.39), and the driver offering assistance (+.28). Given methodological differences between 2022 and other years, QMR analyzed the differences between 2023 and 2022 along with 2023 and 2021. Compared to the 2021 ratings, there are no significant differences between 2023 and 2021.

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.

## **Recommendation**

None – information only.