Paratransit Customer Survey Key Findings

SamTrans Board Meeting
December 2, 2015
Agenda Item 4

Purpose

• Obtain ridership characteristics of Redi-Wheels and RediCoast customers (e.g., demographic and trip purpose)
• Assess key customer satisfaction components
• Collect other information: whether ride fixed-route, how obtain information, cell and internet usage
• Ask about overall experience as well as recent trip
Methodology

• Telephone survey of Redi-Wheels and RediCoast customers
• Conducted by EMC Research
• 500 completed surveys (464 English, 25 Spanish, 6 Cantonese, 5 Tagalog)
  - 439 customers
  - 61 customers’ caregivers or family

Rider Characteristics
**Demographics**

- **Gender**
  - Male: 32%
  - Female: 68%

- **Race**
  - White: 52%
  - Hispanic: 18%
  - Asian: 16%
  - Black/Af Am: 8%
  - Other/Ref: 7%

- **Age**
  - 18-49: 11%
  - 50-59: 11%
  - 60-69: 21%
  - 70-79: 22%
  - 80+: 35%

- **HH Income**
  - < $10K: 27%
  - $10K-$24,999: 29%
  - $25K-$49,999: 14%
  - $50K-$74,999: 6%
  - $75K-$99,999: 2%
  - $100K+: 1%

**Longevity**

- **Riding for 4 or more years:** 35%
  - 6 years or more: 20%
  - 4 years to less than 6 years: 15%
  - 1 year to less than 4 years: 34%

- **Riding for a year or less:** 28%
  - 6 months to less than 1 year: 14%
  - Less than 6 months: 14%
  - (DK/Refused): 4%
**Frequency**

*Ride at least once a week:*

- 6-7 days/ wk: 4%
- 5 days/ wk: 6%
- 4 days/ wk: 5%
- 3 days/ wk: 14%
- 2 days/ wk: 14%
- 1 day/ wk: 14%
- 1-3 days/ mth: 32%
- Less than once/ mth: 9%
- (DK/Refused): 2%

**Reason for Riding**

<table>
<thead>
<tr>
<th>Condition</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A mobility impairment (whether use wheelchair or walk)</td>
<td>56</td>
</tr>
<tr>
<td>A cognitive disability or cognitive/mental impairment (e.g., Alzheimer’s, mental illness, stroke)</td>
<td>12</td>
</tr>
<tr>
<td>Blindness or low vision</td>
<td>11</td>
</tr>
<tr>
<td>Frailty or a problem with energy (e.g., asthma, HIV/AIDS, congestive heart failure)</td>
<td>9</td>
</tr>
<tr>
<td>Arthritis</td>
<td>7</td>
</tr>
<tr>
<td>Other health issues (e.g., kidney disease, cancer, diabetes) or unspecified</td>
<td>15</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>4</td>
</tr>
</tbody>
</table>
Recent Trip Ratings

Satisfaction

- Ratings for overall trips are similar to recent trip

<table>
<thead>
<tr>
<th>Category</th>
<th>5 - Extremely satisfied</th>
<th>4</th>
<th>3</th>
<th>2-1 - Unsatisfied</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of service</td>
<td>61%</td>
<td>21%</td>
<td>9%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Safety of the driver in operating the vehicle</td>
<td>79%</td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Assistance received from the driver when entering and exiting</td>
<td>75%</td>
<td>14%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Reservation process</td>
<td>71%</td>
<td>18%</td>
<td>6%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>The patience and sensitivity of the driver</td>
<td>69%</td>
<td>20%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>The vehicle</td>
<td>69%</td>
<td>16%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>
**Driver Timeliness**

<table>
<thead>
<tr>
<th>Status</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>81%</td>
<td>14%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Measured vs. Reported On-time Performance**

- Early (31%): 84% reported on time, 16% did not.
- On time (51%): 82% reported on time, 18% did not.
- Late (9%): 65% reported on time, 35% did not.

Measured by Paratransit Provider, Rider reported "on time".

**Mobility Aids**

- Wheelchair: 20%
- Walking cane/Crutches: 33%
- Walker: 20%
- Service animal: 1%

**Overall Aid Usage**

- Used: 64%
- Did not use: 36%
Wheelchair User

- Ability of driver to secure wheelchair: 82% 96%
- Ability of driver to operate wheelchair lift: 80% 96%

Payment Type

- Cash: 64%
- Pre-purchased ticket through ticket order form: 22%
- Ticket provided by an agency: 7%
- Coupons: 1%
- Insurance: 1%
- Credit Cards: 1%
- Voucher: 1%
## Main Purpose of Trip

<table>
<thead>
<tr>
<th>Purpose</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical appointment other than dialysis or rehabilitation</td>
<td>51</td>
</tr>
<tr>
<td>Errands (grocery shopping, bank, drug store, hair appointment, shopping)</td>
<td>12</td>
</tr>
<tr>
<td>Visiting/recreation/social/out for a meal</td>
<td>8</td>
</tr>
<tr>
<td>Physical therapy/rehabilitation</td>
<td>5</td>
</tr>
<tr>
<td>Renew Redi-Wheels certification</td>
<td>5</td>
</tr>
<tr>
<td>Other* (e.g., dialysis, employment, school, visit a place of worship, pick up prescriptions)</td>
<td>17</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>2</td>
</tr>
</tbody>
</table>

*3% or less each

## Internet & Cell Phone Use
Internet/E-mail Access

Internet

Don't know/refused: 2%
No: 39%
Yes: 59%

E-mail

No internet/Don't know/Refused: 61%
E-mail: 30%
Internet, but no e-mail: 9%

Cell Phone Access

Able to Receive Text Messages?

Cell phone and text service: 38%
Cell phone, no text service: 34%
No cell phone: 28%
Next Steps

- Improve customer communications and outreach
  - For example, be more clear about the 20 minute pick-up window

- Use results for trend analysis
  - Conduct survey every 3 years

Questions