

East Bay Paratransit Consortium Customer Satisfaction Survey

2004

Management Report

Survey Dates: Thursday, April 1 - Friday, April 9, 2004

Conducted by:
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San Francisco, CA

For:
BART Customer Access Department

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TABLE OF CONTENTS

BACKGROUND /INTRODUCTION	1
KEY OBSERVATIONS	3
SUMMARY	
Overall Satisfaction with East Bay Paratransit Over the Past Year	4
Overall Satisfaction by Survey Sub-Groupings	5
Reservation Service Experience Over the Past Month	6
Chart: Satisfaction with the Quality of Service on Surveyed Trip.....	7
Satisfaction with the Quality of Service on Surveyed Trip.....	8
Trip Satisfaction by Driver Arrival Time	8
Satisfaction with Trip Surveyed by Survey Sub-Groupings	9
Chart: On-Time Performance - Pick-Up Time	10
On-Time Performance - Pick-Up Time	11
On-Time Performance - Customer Appointment Time	12
Driver Assistance Getting In and Out of Vehicle	13
Driver Assistance Getting To and From the Door	14
Driver Self-Announcement	15
Driver Understanding.....	16
Ride Sharing.....	17
Trip Purpose.....	18
Rating of Various Aspects of the Surveyed Trip	19
Customer Service Experience	20
Perceived Improvement or Decline in the Quality of Service Over the Past Year	21
Recorded Information Played While you are on Hold	22
Internet Usage	23
Awareness/Opinion of Change in Pickup Time Window	24
Demographic Information	25- 27
APPENDIX A: TECHNICAL MEMORANDUM	
APPENDIX B: QUESTIONNAIRE (Showing # of Respondents by Response Category)	

BACKGROUND / INTRODUCTION

INTRODUCTION

The East Bay Paratransit Consortium was formed by BART and AC Transit in 1994 to fulfill the agencies' obligations under the Americans with Disabilities Act to provide paratransit in their joint service areas. In 1997, in order to try to learn about the experience of East Bay Paratransit's riders, BART commissioned a telephone survey of over 400 paratransit riders, randomly selected. Staff from BART's Paratransit Program and Marketing and Research Department working with Corey, Canapary & Galanis Research, developed the original survey. A comparable survey was repeated again in 1998, 1999, 2000, 2001, and 2004. A modified survey was conducted in 2002, following the installation of a new reservation and scheduling system at East Bay Paratransit. This report includes data from 2001, 2002, and 2004 in a format to allow comparison.

The following are descriptions of the characteristics of the paratransit service and of the survey, as background for understanding the report.

THE SERVICE

The East Bay Paratransit Consortium offers ADA paratransit in a service area which includes the western parts of both Contra Costa and Alameda Counties. Service extends from San Pablo and Pinole on the north to Fremont on the south, and to Castro Valley on the eastern boundary. East Bay Paratransit also carries passengers to and from San Francisco.

Service is provided through contractors. BART and AC Transit contract with ATC-Vancom, Inc., a paratransit broker providing certification of eligibility for riders, reservations and scheduling, and customer service calls such as inquiries about late riders. ATC-Vancom contracts with the private providers (MV Transportation, First Transit, Friendly Transportation, and A Paratransit) for the actual provision of vehicles and drivers. ATC-Vancom also supervises a paratransit unit of AC Transit which provides approximately 18% of the trips. Riders are carried by a mixed fleet of more than 175 sedans and lift-equipped vans.

Users of the service must be certified as being eligible for ADA paratransit. Riders must be unable, because of their disability, to use regular fixed route buses or trains. Some riders are always unable to use fixed route, while others are unable to use fixed route for certain trips or under certain conditions. Over 22,000 people are currently certified as eligible for service by East Bay Paratransit. About half of those certified are active users of the system in that they have taken at least one trip in the past year. East Bay Paratransit provides more than 2,500 individual passenger trips each weekday. Demand for paratransit services has grown considerably over the years. Fifteen to twenty percent of the trips are those of attendants or companions to the certified disabled passenger. Questions in the survey were directed toward the certified disabled passengers unless they were unable to answer for themselves.

East Bay Paratransit provides service by reservation only. Reservations are made by phone from one day to seven days in advance. Riders making the same trip on a regular basis can have a “standing order” and avoid reserving each trip individually. When riders make a reservation, they can specify either a desired pick-up time or drop-off time. If they ask for a drop-off time reservation, a pick-up time is computed for them by the reservation scheduling software used by ATC-Vancom. East Bay Paratransit is a transit service, not a taxi system. As far as possible, trips are scheduled so that riders going in the same direction are carried on the same vehicle. Riders are informed that East Bay Paratransit is a “shared ride service.”

THE SURVEY

The survey method was chosen to provide unbiased, statistically valid data, collected by an independent research company. Key characteristics of the survey are:

- Random sample of more than 400 riders.
- Most respondents had used the service within the previous two days.
- Survey was administered on the telephone by professional researchers.
- Questions elicited both objective information and subjective rider assessments.

The report presents the results in both a graphic and text format. For ease of understanding, the responses to some questions have been translated to scaled numeric scores. For example, in reporting on such questions as Number 1 where respondents rated their feelings about the service as very satisfied, satisfied, neutral, dissatisfied or very dissatisfied, the responses were assigned the numbers of 5 to 1, respectively. Then the numeric scores for all the responses were added up and divided by the number of respondents, to compute an average score. Similarly, on questions where respondents rated service characteristics as excellent, good, only fair, or poor, the responses were assigned the numbers of 4 to 1, respectively, then averaged. More details about the survey are included in footnotes to the report and in Appendix A. The questionnaire used by the telephone surveyors is also attached. The raw numbers of responses for each question are shown on the questionnaire.

The 2004 survey was developed by staff from BART’s Paratransit Program and Corey, Canapary & Galanis Research based on the East Bay Paratransit Consortium's areas of concern. Most basic questions have been asked on each of the studies in order to track changes in passengers' experiences and attitudes. Some new questions are added each year to solicit information on timely issues. Other questions are eliminated as concerns change. In making observations throughout the report, tests of statistical significance were performed on the data to support the findings.

Customer surveys are a component of East Bay Paratransit’s service monitoring program, which also includes such methods as collection and analysis of customer complaints and commendations, review of driver manifests, and on-street monitoring.

KEY OBSERVATIONS

- The 2004 survey showed an improvement in all major measures of service quality over the results in 2001 and 2002.
- As on past surveys, questions about the quality of the drivers, and the services they render, rated higher than all other aspects of the paratransit system. Considering the various aspects of the drivers' jobs, excellent and good ratings ranged from 83% to 96%.
- When asked about overall satisfaction, 73% indicate that they are very satisfied or satisfied with the services provided by East Bay Paratransit. 16% said they were neutral or had no opinion/don't know. About one in ten (11%) state that they are dissatisfied or very dissatisfied with the service.
- As on past surveys, older riders (over 65) are more satisfied than younger riders (under 65).
- All aspects of the reservation process showed improvement over the 2001 survey, but length of time you have to wait on hold before speaking to a reservationist continues to receive the lowest rating in this area. Courtesy of the phone reservationist continues to top the list.
- Whether or not the vehicle arrives on time has consistently had a direct correlation with satisfaction. When the pick-up is late, riders express more dissatisfaction with the trip overall.
- About one-third of the current trips taken were scheduled based on the rider's appointment time. Nine in ten of the riders who scheduled by appointment time state that they arrived at their appointment on time or earlier than scheduled.
- About three in ten indicate that they have called Customer Service in the past month for a reason other than to make a reservation. Currently, Customer Service is rated highest on the *courtesy* and *skill* of the agent, and lower on the *length of time on hold before speaking to a Customer Service agent* and *length of time it took to finish the entire call*.
- Twice as many respondents see improvement than see decline in the service in the past year. Driver arrival time (on time or late) is the major reason volunteered for these perceptions.

OVERALL SATISFACTION WITH EAST BAY PARATRANSIT OVER THE PAST YEAR

Q1. Thinking about your experience with East Bay Paratransit during the last year, which of the following comes closest to describing your rating of the services provided to you?

- In 2004, almost three in four (73%) indicate that they are very satisfied or satisfied with the services provided by East Bay Paratransit. Conversely, about one in ten (11%) express dissatisfaction.

	APR/MAY 2001 TOTAL		APRIL 2004 TOTAL
BASE: (Number of survey respondents).	409		422
Percent ...	%	%	
VERY SATISFIED	37		26
SATISFIED	32		47
NEUTRAL	10		15
DISSATISFIED	13		8
VERY DISSATISFIED	7		3
DON'T KNOW/REFUSED.....	<u>1</u>		<u>1</u>
	100 %	100	%
AVERAGE RATING	3.81		3.87
RECAP:			
VERY SATISFIED/ SATISFIED/SOMEWHAT SATISFIED.....	69 %		73 %
DISSATISFIED SOMEWHAT/VERY DISSATISFIED.....	20 %		11 %

Note: No directly comparable question was asked in 2002. In 2004 the scale was changed to the one shown above. Previously, it was as follows:

VERY SATISFIED
 SOMEWHAT SATISFIED
 NEUTRAL
 SOMEWHAT DISSATISFIED
 VERY DISSATISFIED

Higher average ratings are more positive. Very Satisfied = 5, Satisfied or Somewhat Satisfied = 4, Neutral = 3, Dissatisfied or Somewhat Dissatisfied = 2, Very Dissatisfied = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 5.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

OVERALL SATISFACTION BY SURVEY SUB-GROUPINGS

Q1. Thinking about your experience with East Bay Paratransit during the last year, which of the following comes closest to describing your rating of the services provided to you?

- Riders under 65 years of age, as on previous measurements, continue to be less satisfied than older riders.

APRIL/MAY 2001			APRIL 2004	
	[Number of Respondents]	Average Ratings	[Number of Respondents]	Average Ratings
Note: Maximum Positive Score = 5.00				
TOTAL	[409]	3.81	[422]	3.87
<i>BY GENDER</i>				
MALE	[105]	3.69	[136]	3.91
FEMALE	[303]	3.85	[286]	3.85
<i>BY AGE</i>				
UNDER 65	[205]	3.52	[199]	3.77
65 - 80	[133]	4.02	[123]	3.93
OVER 80	[71]	4.25	[100]	3.99
<i>BY REASON USE PARATRANSIT</i>				
Mobility Problem	[209]	3.79	[224]	3.85
Blind or Low Vision	[52]	3.88	[55]	3.73
Frailty or Debilitation...	[80]	3.67	[87]	3.93
Development Disability/ Cognitive or Mental Impairment	[62]	4.00	[54]	3.97

Note: No directly comparable question was asked in 2002.

Higher average ratings are more positive. Very Satisfied = 5, Satisfied or Somewhat Satisfied = 4, Neutral = 3, Dissatisfied or Somewhat Dissatisfied = 2, Very Dissatisfied = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 5.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

RESERVATION SERVICE EXPERIENCE OVER THE PAST MONTH

Q3. I'd now like you to think about your experience reserving a ride through East Bay Paratransit OVER THE PAST MONTH. How would you rate *(the reservation service attribute)*? Would you rate *(the attribute)* excellent, good, only fair or poor?

- Over three in four rate courtesy, convenience of the hours reservationists are available to schedule trips, and skill of the reservationist as excellent or good.
- Length of time on hold is rated lower than the other reservation service attributes.

BASE: (Survey respondents who called)	EXCELLENT %	GOOD %	ONLY FAIR %	POOR %	DON'T KNOW %	Average Ratings Note: Maximum Score = 4.00
2001 = 298 (73% of sample)						
2002 –not asked–						
2004 = 304 (72% of sample)						

COURTESY OF PHONE RESERVATIONIST

2001	38	44	16	2	<1	[3.17]
2004	40	44	11	4	<1	[3.21]

CONVENIENCE OF THE HOURS RESERVATIONISTS ARE AVAIL- ABLE TO SCHEDULE YOUR TRIP, THAT IS 7 a.m. - 7 p.m. SEVEN DAYS PER WEEK

2001	29	44	18	8	1	[2.95]
2004	34	47	14	5	<1	[3.11]

SKILL OF THE RESERVATIONIST IN MEETING YOUR RESERVATION NEEDS

2001	24	50	19	6	1	[2.92]
2004	30	47	18	4	1	[3.05]

LENGTH OF TIME YOU HAVE TO WAIT ON HOLD BEFORE SPEAKING TO A RESERVATIONIST

2001	12	36	32	19	<1	[2.42]
2004	16	41	33	9	1	[2.65]

Note: No directly comparable question was asked in 2002.

Higher average ratings are more positive. Excellent = 4, Good = 3, Only Fair = 2, Poor = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 4.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

SATISFACTION WITH THE QUALITY OF SERVICE ON SURVEYED TRIP

7. Overall, would you say the quality of East Bay Paratransit's service on this trip was...excellent, good, only fair or poor?



Number of Respondents who took trip: 388

Source: East Bay Paratransit Customer Survey. April 2004.

SATISFACTION WITH THE QUALITY OF SERVICE ON SURVEYED TRIP

Q7. Overall, would you say the quality of East Bay Paratransit's service on this trip was excellent, good, only fair or poor?

Q8. Could you please tell me why you found the quality of the service (only fair or poor)? Anything else?

- Currently, 46% rate quality of service on “this trip” as excellent and 41% rate it as good, for a total satisfaction score of 87%. Conversely, 3% rate it as poor and 9% rate it as only fair for a total dissatisfaction score of 12%.
- Comments of riders providing only fair or poor ratings, include: trip took too long/picked up other people/did not go direct/fastest route, driver rude/discourteous/impatient, driver came late, late for my appointment and poor communication between drivers and schedulers/dispatchers/riders.

	APR/MAY 2001	FEB 2002	APRIL 2004
	TOTAL	TOTAL	TOTAL
BASE: (# of respondents who took trip)	388	408	393
Percent ...	%	%	%
EXCELLENT	48	39	46
GOOD	36	45	41
ONLY FAIR	9	10	9
POOR	6	6	3
DON'T KNOW/REFUSED.....	<u>1</u>	<u><1</u>	<u>1</u>
	100 %	100 %	100 %
AVERAGE RATING.....	3.28	3.17	3.30

TRIP SATISFACTION BY PICK-UP TIME

- Vehicle arrival/pick-up time has a direct correlation with satisfaction.

	-----APRIL 2004-----		
	ON TIME	EARLY	LATE
BASE: (# of respondents who took trip)	288	55	35
Percent ...	%	%	%
EXCELLENT	50	46	20
GOOD	42	41	46
ONLY FAIR	6	9	17
POOR	2	4	14
DON'T KNOW/REFUSED.....	<u>-</u>	<u>-</u>	<u>3</u>
	100 %	100 %	100 %
AVERAGE RATING.....	3.39	3.30	2.74

Higher average ratings are more positive. Excellent = 4, Good = 3, Only Fair = 2, Poor = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 4.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

SATISFACTION WITH TRIP SURVEYED BY SAMPLE SUB-GROUPINGS

Q7. Overall, would you say the quality of East Bay Paratransit's service on this trip was excellent, good, only fair or poor?

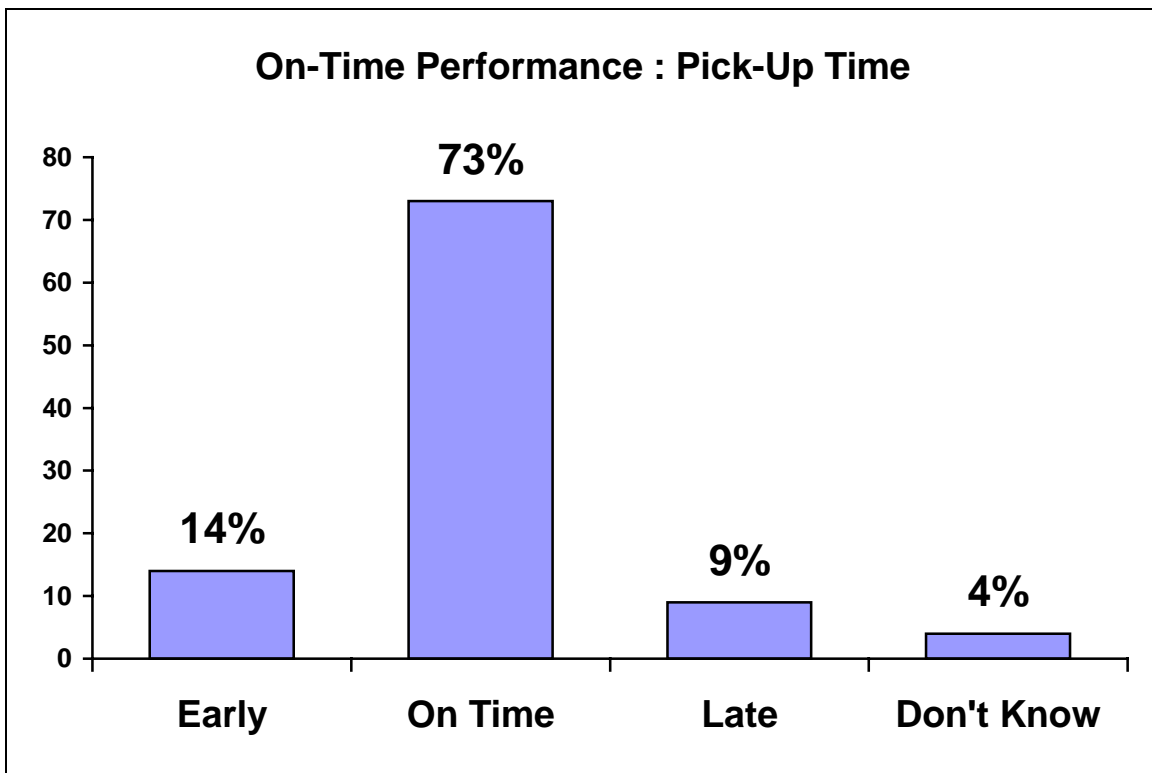
- As in previous years, all segments analyzed were generally satisfied with the quality of service on the sampled trip. Overall, ratings are higher since the last measurement two years ago.

	APRIL/MAY 2001		FEBRUARY 2002		APRIL 2004	
	[Number of Respondents]	Average Ratings	[Number of Respondents]	Average Ratings	[Number of Respondents]	Average Ratings
<u>TRIP SATISFACTION RATINGS</u>						
TOTAL (took trip)	[388]	3.28	[408]	3.17	[393]	3.30
BY GENDER						
MALE	[101]	3.22	[123]	3.19	[129]	3.23
FEMALE	[286]	3.31	[283]	3.17	[264]	3.34
BY AGE						
UNDER 65	[195]	3.29	[209]	3.11	[181]	3.29
65 - 80	[125]	3.27	[118]	3.17	[116]	3.24
OVER 80	[68]	3.27	[78]	3.37	[96]	3.41
BY REASON USE PARATRANSIT						
Mobility Problem	[199]	3.29	[189]	3.17	[208]	3.34
Blind/Low Vision	[50]	3.34	[65]	3.32	[52]	3.11
Frailty or Debilitation	[73]	3.22	[94]	3.12	[80]	3.42
Develop/Cogn/Mental	[60]	3.28	[55]	3.09	[50]	3.19
BY SHARED RIDE						
SHARED	[194]	3.20	[189]	3.09	[213]	3.25
DID NOT	[194]	3.36	[205]	3.26	[162]	3.37
BY TRIP PURPOSE						
DIALYSIS	[67]	3.09	[64]	3.02	[61]	3.42
MEDICAL	[111]	3.30	[120]	3.24	[99]	3.28
ALL OTHER	[209]	3.33	[224]	3.18	[231]	3.26

Higher average ratings are more positive. Excellent = 4, Good = 3, Only Fair = 2, Poor = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 4.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

On-Time Performance: Pick Up Time

Q9a,b,c. As I'm sure you know, when you make a reservation, East Bay Paratransit gives you a 30 minute time period or "window" during which they will pick you up. I'd like you to think about your trip on (DAY) at (DEPARTURE LOCATION) scheduled for pick up between _____ and _____ (TIME WINDOW). Did the driver arrive on time or were you picked up before or after this time period? IF BEFORE OR AFTER, PROBE: Was the driver a little or very _____ (early or late)?



Note: On previous studies, a 20 minute window was in effect.

Number of Respondents who took trip: 388

Source: East Bay Paratransit Customer Survey. April 2004.

ON-TIME PERFORMANCE - PICK-UP TIME

Q9a,b,c. As I'm sure you know, when you make a reservation, East Bay Paratransit gives you a 30 minute time period or "window" during which they will pick you up. I'd like you to think about your trip on (DAY) at (DEPARTURE LOCATION) scheduled for pick up between _____ and _____ (TIME WINDOW). Did the driver arrive on time or were you picked up before or after this time period? *IF BEFORE OR AFTER, PROBE:* Was the driver a little or very _____ (early or late)?

Note: On previous studies, a 20 minute window was in effect.

- According to respondents, with the 30 minute window in place, drivers are more likely to arrive on time as compared to the measurement conducted in 2002 when the window was 20 minutes.

	-----20 minute window-----		30 minute window
	APR/MAY 2001	FEB 2002	APRIL 2004
	TOTAL	TOTAL	TOTAL
BASE: (Number who say they took trip)	388	408	393
Percent saying...	%	%	%
Driver arrived ...			
EARLY	10	26	14
ON TIME	70	58	73
LATE.....	16	15	9
DON'T KNOW/REFUSED	<u>4</u>	<u>1</u>	<u>4</u>
	100 %	100 %	100 %
<i>RECAP:</i>			
ON TIME OR EARLY	80 %	84 %	87%
LATE.....	16 %	15 %	9%

ON-TIME PERFORMANCE - CUSTOMER APPOINTMENT TIME

Q13. Did you get to your appointment early, late or on time?

IF EARLY OR LATE, PROBE: A little or very?

East Bay Paratransit riders have a choice when making reservations of scheduling their ride based on a desired drop-off time at an appointment, or simply on a pick-up time at their origin. 135 of the clients surveyed this year reserved their ride based on appointment time.

- 34% of the current trips (393) taken were scheduled based on the riders' appointment time.
- Nine in ten of the riders who scheduled by appointment time state that they arrived at their appointment on time or earlier than scheduled.
- Eight percent feel that they arrived a little or very late for their appointment. This compares with a late statistic of ten percent in 2002.

	APR/MAY 2001 TOTAL	FEB 2002 TOTAL	APRIL 2004 TOTAL
BASE: (Number of respondents who scheduled trip by appointment time)...	184	125	135
Percent ...	%	%	%
Customer arrived for appointment ..			
EARLY	21	32	35
ON TIME	63	53	55
LATE	13	10	8
DON'T KNOW/REFUSED.....	<u>3</u>	<u>5</u>	<u>2</u>
	100 %	100 %	100 %
RECAP:			
ON TIME OR EARLY	84 %	85 %	90 %
LATE	13 %	10 %	8 %

DRIVER ASSISTANCE GETTING IN AND OUT OF VEHICLE

Q14. Did you need assistance when getting in and out of the vehicle?
 Q15. How would you rate the driver's assistance when helping you in and out of the vehicle?

- Four in ten needed assistance in getting in and out of the vehicle.
- Over nine in ten of those needing help rate the driver's assistance as excellent or good.

GETTING IN AND OUT OF VEHICLE

	APR/MAY 2001	FEB 2002	APRIL 2004
BASE: (took trip)	388	408	393
	%	%	%
NEEDED ASSISTANCE	42	36	40
DID NOT	58	64	60
	100 %	100 %	100 %
BASE: (needed driver's assistance)	164	147*	158
Percent rating driver			
Excellent.....	57	53	63
Good	29	37	30
Only Fair	7	5	3
Poor	7	1	3
Don't Know	-	4	1
	100 %	100 %	100 %
RECAP:			
Excellent/Good.....	86 %	90 %	93 %
Only Fair/Poor	14 %	6 %	6 %

* Actually based on 135 cases where driver/companion or attendant helped.

DRIVER ASSISTANCE GETTING TO AND FROM THE DOOR

Q16. Did you need assistance when getting to or from the door at either your pick-up or drop-off point?

Q17. How would you rate the driver's assistance when helping you to or from the door?

- About one in four (27%) needed assistance when getting to or from the door at either their pick-up or drop-off point.
- Satisfaction levels are high among those needing assistance.

GETTING TO AND FROM THE DOOR

	APR/MAY 2001	FEB 2002	APRIL 2004
BASE: (took trip)	388	408	393
	%	%	%
NEEDED ASSISTANCE	28	35	27
DID NOT	<u>72</u>	<u>65</u>	<u>73</u>
	100 %	100 %	100 %
BASE: (needed assistance)	110	118*	105
	%	%	%
Percent rating driver's assistance ...			
Excellent.....	51	59	55
Good	32	37	38
Only Fair	6	4	1
Poor	7	-	3
Don't Know	<u>4</u>	<u>-</u>	<u>3</u>
	100 %	100 %	100 %
RECAP:			
Excellent/Good.....	83 %	96 %	93 %
Only Fair/Poor.....	13 %	4 %	4 %

* In 2002 based on 118 cases where the driver offered help getting to/from door. 142 stated that they needed assistance.

DRIVER SELF-ANNOUNCEMENT

Q19. Did the driver of this trip you took on (DAY) from (DEPARTURE) to (DESTINATION) get out of the vehicle to announce himself/herself to you either at the curb or at your door?

- Results on the current study are similar to previous years with about seven in ten saying the driver got out of the vehicle to announce himself/herself.

	APR/MAY 2001	FEB 2002	APRIL 2004
BASE: (took trip)	388	408	393
Percent saying...	%	%	%
Driver Got Out and Announced Him/Herself..	63	65	67
Did not	31	29	29
Don't Know/No answer	<u>6</u> 100 %	<u>6</u> 100 %	<u>4</u> 100 %

DRIVER UNDERSTANDING

Q20. Did the driver on your trip show an understanding of appropriate ways to relate to and assist someone with your disabilities?
Q20a. Why is that?

- Nine in ten feel that the driver on their trip showed an understanding of appropriate ways to relate to and assist passengers with their type of disabilities.
- Of those who said the driver did not show an understanding, the main reasons given include:
 - driver should get out of the vehicle / provide assistance
 - driver wasn't helpful
 - driver's attitude - not friendly / irritating.

	APR/MAY 2001	FEB 2002	APRIL 2004
BASE: (took trip)	388	408	393
Percent saying...	%	%	%
Driver Showed Understanding	84	85	90
Did Not.....	6	7	5
Don't Know.....	<u>10</u>	<u>8</u>	<u>5</u>
	100 %	100 %	100 %

RIDE SHARING

Q21. Did you share this ride with one or more other passengers who had to be picked up or dropped off at a different location?

Q22. Did you find the amount of detouring to pick up or drop off other passengers on this ride was acceptable, somewhat inconvenient or very inconvenient?

- Although East Bay Paratransit attempts to schedule multiple trips on individual vehicles, on the current study, only slightly more than half of respondents shared the ride with others.
- In 2004, mean satisfaction trip ratings are slightly higher among solo occupants (3.37) than those who shared a ride (3.25).
- About 4% of those who road with others stated that they found sharing the vehicle very inconvenient.

	APR/MAY 2001	FEB 2002	APRIL 2004
BASE: (took trip)	388	408	393
Percent saying...	%	%	%
Shared Ride	50	46	54
Did Not Share Ride/DK	<u>50</u>	<u>54</u>	<u>46</u>
	100 %	100 %	100 %
BASE: (shared ride)	194	189*	213
Percent...	%	%	%
Acceptable.....	83	88	84
Somewhat Inconvenient	9	6	10
Very Inconvenient.....	7	5 4	
Don't Know / Refused.....	<u>1</u>	<u>1</u>	<u>2</u>
	100 %	100 %	100 %

* The wording of the question in 2002 was as follows: Do you feel the length of time you were on the vehicle before you arrived at your destination was acceptable, somewhat too long or much too long?

TRIP PURPOSE

Q23 What was the purpose of this trip?

- Medical appointments continue to be the major trip purposes among East Bay Paratransit users.

	APR/MAY 2001 TOTAL	FEB 2002 TOTAL	APRIL 2004 TOTAL
BASE: (Number of survey respondents).	409	443	422
Percent ...	%	%	%
Medical Appointments	<u>49</u>	<u>47</u>	<u>45</u>
Dialysis	17	16	15
Physical Therapy / rehabilitation...	4	7	6
Other appointments	28	24	24
Visiting / Recreational / Social /			
Out for a meal.....	12	9	10
Errands	12	12	10
Employment	5	9	8
School / College	6	8	7
Church / Temple.....	6	5	6
Adult Day Care	5	3	6

Partial list. 2004 trip purposes which received less than a 5% share include personal business, government or social services, nutrition program, vocational training, volunteer work, and civic purposes or meetings.

RATING OF VARIOUS ASPECTS OF THE SURVEYED TRIP

Q18. (b,c,d,e,f) And, how would you rate _____ ?

- Specific aspects of the surveyed trip are generally rated quite positively.
- Improvement is particularly noted with respect to drivers' skill in finding their way.

BASE: (took trip)
driver arrived)

	EXCELLENT %	GOOD %	ONLY FAIR %	POOR %	DON'T KNOW %	Average Ratings Note: Maximum Score = 4.0
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2001 = 388 (95% of sample)
2002 = 408 (92% of sample)
2004 = 393 (93% of sample)

COURTESY OF THE DRIVER

2001.....	56	37	4	2	1	[3.50]
2002.....	52	40	6	1	1	[3.43]
2004	58	38	3	1	<1	[3.54]

DRIVING SKILLS OF THE DRIVER

2001.....	50	43	4	1	2	[3.45]
2002.....	44	50	3	1	2	[3.39]
2004.....	52	43	2	1	2	[3.49]

DRIVERS SKILL IN FINDING THEIR WAY

2001.....	49	41	5	3	2	[3.39]
2002.....	42	46	9	2	1	[3.30]
2004.....	52	41	5	1	1	[3.46]

CLEANLINESS OF THE VEHICLE

2001.....	40	45	7	2	6	[3.31]
2002.....	33	53	9	1	4	[3.24]
2004.....	45	45	3	1	6	[3.41]

COMFORT OF THE RIDE

2001.....	42	44	10	3	1	[3.27]
2002.....	34	52	11	3	<1	[3.18]
2004	43	46	8	2	1	[3.32]

DRIVERS SKILL AND CARE IN TYING

DOWN WHEELCHAIR*

2002 ("n" = 82).....	51	31	5	5	8	[3.40]
2004 ("n" = 83)	55	28	2	-	15	[3.61]

*Base = wheelchair riders as indicated by the sample. Don't Know % for this attribute includes respondents who said not applicable.

Higher average ratings are more positive. Excellent = 4, Good = 3, Only Fair = 2, Poor = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 4.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

CUSTOMER SERVICE EXPERIENCE

Q26a, b, c, d. Thinking about your most recent experience with Customer Service, how would you rate (*each listed attribute*): excellent, good, only fair or poor?

- About three in ten (29%) indicate that they have called Customer Service in the past month for customer service (e.g. for any reason other than to make a reservation).
 - It should be noted that the wording of the question was changed since the 2001 study. This may account for the dramatic drop in the incidence of calling.*
- Specific reasons for calling Customer Service include: questions related to vehicle (where is my ride?), no show or cancellation issues regarding current ride, complaint, to confirm a previous reservation/pick up time, to change a reservation and for information about Paratransit services/certification questions.
- Currently, the Customer Service attribute that rates highest is the courtesy and skill of the agent, while the lowest attributes are: the length of time on hold and the length of time to finish the entire call.

BASE: (# survey respondents who called Customer Service)

	EXCELLENT %	GOOD %	ONLY FAIR %	POOR %	DON'T KNOW %	[Average Ratings]
2001 = 180 (44% of sample)						
2004 = 121 (29% of sample)						

Note: Maximum Score = 4.00

COURTESY OF THE CUSTOMER SERVICE

AGENT

2001.....	32	40	17	8	3	[3.00]
2004	42	39	10	8	1	[3.15]

SKILL OF THE CUSTOMER SERVICE

AGENT IN SOLVING THE PROBLEM

OR HANDLING THE QUESTIONS

2001.....	27	39	17	13	4	[2.85]
2004	38	37	12	12	1	[3.01]

LENGTH OF TIME IT TOOK

TO FINISH THE ENTIRE CALL

2001.....	20	35	24	18	3	[2.59]
2004	31	38	19	11	1	[2.89]

LENGTH OF TIME ON HOLD

BEFORE SPEAKING TO A

CUSTOMER SERVICE AGENT

2001.....	12	30	33	22	3	[2.33]
2004	26	35	25	13	1	[2.75]

Higher average ratings are more positive. Excellent = 4, Good = 3, Only Fair = 2, Poor = 1. Don't Know responses have been eliminated in calculating the averages. Maximum positive score = 4.00. Lowest possible score = 1.00. Please see introduction for complete explanation of ratings.

PERCEIVED IMPROVEMENT OR DECLINE IN THE QUALITY OF SERVICE OVER THE PAST YEAR

Q28. Have you noticed any improvement or decline in the quality of East Bay Paratransit service in the past year? *IF IMPROVEMENT OR DECLINE: A little or a lot?*

- Twice as many (35%) respondents feel the service has improved than feel it has declined (17%).
- Specific improvements noted include:
 - Arrive on time more often/showing up/arrive within window/increase in window time
 - Drivers more courteous/nice/friendly/treat me right/considerate/better attitude
 - Telephone operators/schedulers/customer service people more courteous/attentive less time on hold
 - Drivers more helpful (with packages, bag, getting me in an out, getting me to door)
 - Drivers more knowledgeable about area/know area better.
- Specific declines cited include:
 - Drivers come late/not on time/don't show up/late picking me up
 - Scheduling problems/confusion/poor communications/incorrect information/computer difficulties
 - Too wide a window/should have kept old window/have to wait too long.
 - Drivers rude/discourteous/impatient/need sensitivity training
 - Late for my appointment/get home late/miss appointments.

	APR/MAY 2001 TOTAL	FEB 2002 TOTAL	APRIL 2004 TOTAL
BASE: (Used Paratransit for a year or more)	298	363	333
Percent ...	%	%	%
A LOT OF IMPROVEMENT	14	9	15
A LITTLE IMPROVEMENT	18	21	20
SOME DECLINE & SOME IMPROVEMENT	3	4	4
A LITTLE DECLINE	9	13	11
A LOT OF DECLINE	7	14	6
NO CHANGE	47	36	41
DON'T KNOW/REFUSED.....	<u>2</u>	<u>3</u>	<u>3</u>
	100 %	100 %	100 %
RECAP:			
LOT/LITTLE IMPROVEMENT	32 %	30 %	35 %
LOT/LITTLE DECLINE	16 %	27 %	17 %

Note: In 2001 and 2004, riders were asked about their experiences in the past year. In 2002, they were asked about their experiences in the past six months.

RECORDED INFORMATION PLAYED WHILE YOU ARE ON HOLD

Q31. When you call East Bay Paratransit for a reservation or a customer service issue, recorded information regarding East Bay Paratransit is played during the time that you are put on hold. Do you recall ever hearing this information?

Q32. Do you find the information that is played while you are on hold useful? Etc.

- Over six in ten (62%) have heard the recorded information about East Bay Paratransit played while they are on hold.
- Among those who have heard the recorded information, seven in ten (71%) find it very or somewhat useful.

	APR/MAY 2001 TOTAL	APRIL 2004 TOTAL
BASE: (Number of survey respondents).	409	422
Percent ...	%	%
<u>HEARD RECORDED INFORMATION</u>		
YES	65	62
MAYBE.....	1	1
NO	24	27
DON'T KNOW	<u>10</u>	<u>10</u>
	100 %	100 %
<u>PERCEIVED USEFULNESS</u>		
BASE: (those who have heard)	271	261
Percent ...	%	%
VERY USEFUL	33	31
SOMEWHAT USEFUL	37	40
NOT VERY USEFUL	12	15
NOT USEFUL AT ALL	14	12
DON'T KNOW	<u>4</u>	<u>2</u>
	100 %	100 %

Note: No directly comparable question asked in 2002.

INTERNET USAGE

Q33. Do you have access to a computer?
 Q34. Do you personally use e-mail?
 Q35. Do you access the Internet for other purposes, such as browsing web sites or making on-line purchases?

- A relatively small percentage (26%) have access to a computer. Nevertheless, the majority of those who have a computer personally use e-mail and/or access the Internet for other purposes.

	APRIL 2004 TOTAL	APRIL 2004 COMPUTER USERS
BASE:	422	112
Percent ...	%	%
COMPUTER ACCESS		
YES	26	
NO	<u>74</u>	
	100 %	
PERSONALLY USE E-MAIL	(of Total)	
YES	17	63
NO	83	37
	100 %	100 %
ACCESS THE INTERNET FOR OTHER PURPOSES	(of Total)	
YES	15	58
NO	85	42
	100 %	100%

AWARENESS/OPINION OF CHANGE IN PICKUP TIME WINDOW

Q36. Were you aware that, due to budgetary considerations, the pickup time window for paratransit users has been extended from 20 minutes to 30 minutes?

Q37. Do you feel that the 30 minute pickup time window has had a significant impact on your transit experience?
(If Yes)

Q 38. Briefly, why do you say that?

- Six in ten are aware that the pickup time window has been extended from 20 minutes to 30 minutes.
- Overall, about one third (34%) feel that the 30 minute pickup time window has had a significant impact on their transit experience.
- Among the 145 respondents who feel that the 30 minute time window has impacted them, about 60% feel it has been a change for the worse while 25% feel it has been a change for the better.
 - Worse: inconvenient /have to wait longer/wasted time, drivers come late/at end of window, 30 minute window too long/pick up more passengers/squeeze them in/takes longer, come too early, no place to wait/especially on return trip, arrive too early for appointment/job, waste time of drivers, come after time window and scheduling mishaps.
 - Better: Gives riders/patients more time to get ready, better service overall/more flexible and gives drivers more time/they do not have to rush.

	April 2004 TOTAL
BASE: (Number of survey respondents)	422
Percent ...	%
<u>AWARENESS</u>	
AWARE OF CHANGE	61
NOT AWARE/DON'T KNOW	<u>39</u>
	100 %
<u>IMPACT</u>	
HAS HAD SIGNIFICANT IMPACT	34
HAS NOT.....	55
DON'T KNOW	<u>11</u>
	100%

DEMOGRAPHIC INFORMATION

The statistics which follow present factual information about participants in the 2001, 2002 and 2004 Paratransit studies. The demographics found this year are fairly consistent with previous samples.

	APR/MAY 2001	FEB 2002	APRIL 2004
	TOTAL	TOTAL	TOTAL
BASE: (Total)	409	443	422
	%	%	%
<u>GENDER</u>			
Male.....	26	29	32
Female.....	74 70	68	
Unclassified	<u>1</u>	<u>1</u>	-
	100 %	100 %	100 %
<u>AGE</u>			
Under 65.....	50	50	47
65 - 80	33	30	29
Over 80.....	17	19	24
Unspecified	<u>1</u>	<u>1</u>	-
	100 %	100 %	100 %
<u>ETHNICITY</u>			
Caucasian or White	37	38	32
Black or African American	42	41	46
Latino or Hispanic.....	7	6	6
Asian Amer. or Pac. Isl.	8	10	12
Native Amer. or Amer. Ind.	1	-	2
Other.....	<1	<1	-
Refused.....	<u>5</u>	<u>4</u>	2
	100 %	100 %	100 %
<u>MAIN DISABILITY TYPE</u>			
Mobility Problem	51	47	53
Problem with Energy or Frailty.....	20	24	21
Blindness or Low Vision.....	13	15	13
Development Disability/Cognitive or Mental Impairment.....	15	13	13
Other.....	<1	<1	-
Refused.....	<u>1</u>	<u>1</u>	<1
	100 %	100 %	100 %

Note: Weighted data used for the above percentages.

DEMOGRAPHIC INFORMATION (continued)

	APR/MAY 2001 TOTAL	FEB 2002 TOTAL	APRIL 2004 TOTAL
BASE: (Total)	409	443	422
	%	%	%
<u>LANGUAGE OF INTERVIEW</u>			
English.....	97	96	96
Spanish.....	1	2	2
Cantonese.....	<u>2</u>	<u>2</u>	<u>2</u>
	100 %	100 %	100 %
<u>TRIP PROVIDER</u>			
Friendly	42	28	19
MV Transportation.....	34	29	24
AC TRANSIT	17	21	19
ATC.....	7	-	-
A Paratransit.....	-	4	10
First Transit	-	18	27
Blank	<u>2</u>	<u><1</u>	<u><1</u>
	100 %	100 %	100 %
<u>PUBLIC TRANSIT USAGE - PAST MONTH</u>			
Have Used in the Past Month.....	28	<i>not asked</i>	22
Have Not Used in the Past Month.....	71		78
Refused.....	<u>1</u>		<u><1</u>
	100 %		100 %
<u>PUBLIC TRANSIT USAGE - IN ADULT LIFE</u>			
BASE: (Not used in past month)	295	<i>not asked</i>	331
	%		%
Have Used in Adult Life	83		81
Have Not Used in Adult Life	16		16
Refused/Not Applicable	<u>1</u>		3
	100 %	100 %	100 %
<u>INTERVIEW PROXY</u>			
Interview Completed w/ Passenger.....	93	91	92
Interview Completed w/ Attendant (Passenger's Opinions) ..	4	4	4
Interview Completed w/ Attendant (Attendant's Opinions)...	3	5	4
Used Calif. Relay Service	<u>2</u>	<u>2</u>	<u>2</u>
	100 %	100 %	100 %

Note: Weighted data used for the above percentages.

DEMOGRAPHIC INFORMATION (continued)

BASE: (Total)

**April 2004
TOTAL
422**

CURRENT LIVING SITUATION

Percent ...

	%
Live with family members who help	39
Live independently (without assistance of another person)	26
Receive assistance from someone that comes to home	21
Live in 24 hour care or Skilled nursing facility	7
Live in Assisted Living facility	6
Other	≤1
	100%

Note: Weighted data used for the above percentages.

Appendix A

East Bay Paratransit Customer Satisfaction Survey (2004)

Technical Memorandum

The field procedures and sampling for the 2004 study were comparable to the methods used previous years. A baseline survey was conducted in 1997 and six tracking studies have been administered since then (1998, 1999, 2000, 2001, 2002 and 2004). This report includes data from the current year's survey (2004) and the previous two measurements (2001 and 2002).

FIELD PROCEDURES

Field interviewing for the most recent East Bay Paratransit Customer satisfaction study was conducted by telephone from Thursday, April 1 through Friday, April 9, 2004. The majority of interviews were conducted between the hours of 2:00 pm and 8:00 pm each day. The exception to this was Saturday's interviewing, which was conducted between 9:30 am and 2:30 pm.

Interviewing was conducted in English, Spanish, and Cantonese. Interviewers were trained on how to use the California Relay service to communicate with riders who are deaf, although this service was not ultimately needed in 2004.

SAMPLING

Each day of the survey, a list of trips from the previous day was electronically transferred from East Bay Paratransit to Corey, Canapary & Galanis. Once received, names of riders who had responded in previous days were purged from the new sample to avoid repeat calls to the same person. In order to reflect the distribution of riders among the service providers, a proportionate sample was drawn from trips made on the various carriers: *MVT*, *First Transit (FTI)*, *Friendly*, *AC Transit* and *A Paratransit*. After drawing the sample, only a single trip by people who made multiple trips was selected.

Interviewers attempted to telephone respondents over a two day period - on the day the sample was received and the following day. In a few cases respondents were called after the two day period. Three to four attempts were made for each usable contact.

The amount of sample drawn each day varied in an effort to obtain the target number of completes - 68 per day for weekday trips and 30 per day for weekend trips. These numbers were based on an overall target of 400 completed interviews. Fewer interviews were targeted on weekend days because ridership is lower on these days. For future study waves, it appears that a ratio of 1.7 to 1.8 contact names per completed interview is about right. The chart which follows shows, by trip day, the number of unique contacts called, the actual number of interviews conducted, the number of interviews weighted to represent the percentage of each day's trips, and the percentage of the total (weighted interviews) each day represents.

<u>Trip Day</u>	<u># of Unique Contacts</u>	<u>Actual # Completes</u>	<u>Weighted # Completes</u>	<u>% of Total</u>
Wednesday, March 31	113	68	72	17.0
Thursday, April 1	117	68	72	17.0
Saturday, April 3.....	44	27	32	7.5
Sunday, April	55	41	32	7.5
Monday, April 5	122	75	72	17.0
Tuesday, April 6	125	68	72	17.0
Wednesday, April 7	123	<u>75</u>	<u>72</u>	<u>17.0</u>
TOTAL	699	422	424	100.0

Columns may not add to total due to weighting and/or statistical rounding

It should be noted that an extraordinary event occurred during the survey period. A person threatening suicide tied up the Bay Bridge for most of Friday, the second of April. This resulted in traffic snarls and backups throughout the East Bay. Although the overall survey results of paratransit users traveling that day, were not statistically different, the day's results were discarded and the travel day replaced by an additional day (Wednesday, 7 April).

Corey, Canapary & Galanis attempted to contact 699 East Bay Paratransit riders who took a Paratransit trip during the period of April 1 thru April 9, 2004, to achieve a desired sample size of approximately 400. 422 individual riders completed interviews. Following is a breakdown of the reasons that the remainder were not among those completing the interview.

Disposition of Sample

Completed Interviews	422	*
Unable to Reach (No Answers / Answering Machines / Busy's) after 3-4 attempts.....	118	
Refusals.....	23	
Not Available During Survey.....	21	
Language Barrier.....	8	
Speech Barrier.....	8	
Hearing Barrier	8	
Cognitive Barrier.....	58	
Q4 Terminate (do not recall being scheduled for trip).....	5	
Wrong phone number / No phone number / Disconnected phone number	18	
Interview started but not completed with respondent ...	10	
TOTAL.....	699	

* This includes 29 interviews with respondents who did not take the scheduled trip.

Note: In order to give all sampled customers the opportunity to participate in the study, the following field procedures were utilized: attendants who rode with customers were interviewed where necessary, attendants assisted (served as go-betweens) when necessary, Spanish and Cantonese language bi-lingual interviewers were used, three to four attempts were made to each sampled respondent. In addition, interviewers were trained to recognize a TDD tone and instructed to pass this information on to their supervisor for TDD call back. No TDD interviews were completed on the 2004 study.

