

access

EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE

Monday, May 16, 2022

2:00 p.m.

Webinar

Committee Members: D. Barnes, Chair
A. Aguilar
J. Troost

	<u>DISPOSITION</u>
1. CALL TO ORDER	ACTION
2. GENERAL PUBLIC COMMENT	INFORMATION
3. CUSTOMER SATISFACTION SURVEY (page 4)	PRESENTATION
4. LOCAL LEGISLATIVE UPDATE	PRESENTATION
5. STATE LEGISLATIVE UPDATE	PRESENTATION
6. FEDERAL LEGISLATIVE UPDATE	PRESENTATION
7. ADJOURNMENT	ACTION

Access Services does not discriminate on the basis of disability. Accordingly, Access Services seeks to ensure that individuals with disabilities will have an equal opportunity to participate in the range of Access Services events and programs by providing appropriate auxiliary aids and services for communications. Primary consideration is given to the request of individuals with disabilities. However, the final decision belongs to Access Services. To help ensure the availability of any auxiliary aids and services you require, please make every effort to notify Access Services of your request at least three (3) business days (72 hours) prior to the meeting in which you wish to utilize those aids or services. You may do so by contacting (213) 270-6000.

Note: Access Services Board committee meetings are held pursuant to the Ralph M. Brown Act [Cal. Gov. Code §54950] and are open to the public. The public may view and obtain all written information supporting this agenda provided to the Board committee both initially and supplementally prior to the meeting at the agency's offices located at 3449 Santa Anita Avenue, El Monte, California and on its website at <http://accessla.org>. Documents, including Power Point handouts distributed to the Board committee members by staff or Board committee members at the meeting, will simultaneously be made available to the public. Three opportunities are available for the public to address the Board committee during a Board committee meeting: (1) before closed

session regarding matters to be discussed in closed session, (2) before a specific agenda item is debated and voted upon and (3) during the time allotted for general public comment. The exercise of the right to address the Board committee is subject to restriction as to time and appropriate decorum. All persons wishing to make public comment must fill out a goldenrod Public Comment Form and submit it to the Secretary of the Board. Public comment is generally limited to three (3) minutes per speaker and the total time available for public comment may be further limited at the discretion of the Chairperson. Persons whose speech is impaired such that they are unable to address the Board at a normal rate of speed may request an accommodation of a limited amount of additional time from the Chair but only by checking the appropriate box on the Public Comment Form. Granting such an accommodation is at the discretion of the Chair. The Board committee cannot and will not respond during the meeting to matters raised under general public comment. Pursuant to provisions of the Brown Act governing these proceedings, no discussion or action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. However, the Board committee may direct staff to investigate and/or schedule certain matters for consideration at a future Board committee meeting and staff may respond to all public comments in writing prior to the next Board committee meeting.

Commitment to Civility

To assure civility in its public meetings, staff and the public are also encouraged to engage in respectful dialog that supports freedom of speech and values diversity of opinion. To achieve compliance with these Rules, Directors, staff, and the public are encouraged to:

- Create an atmosphere of respect and civility where Directors, staff, and the public are free to express their ideas;
- Establish and maintain a cordial and respectful atmosphere during discussions;
- Foster meaningful dialogue free of personal attacks;
- Listen with an open mind to all information, including dissenting points of view, regarding issues presented to the Board;
- Recognize that it is sometimes difficult to speak at Board meetings, and out of respect for each person's feelings, allow others to have their say without comment, including booing, whistling or clapping; and
- Adhere to speaking time limit.

Alternative accessible formats are available upon request.

***NOTE**

NOTICE OF ALTERNATIVE PUBLIC COMMENT PROCEDURES

Pursuant to temporary revised Brown Act requirements, Board committee members will be participating via webinar. The public may submit written comments on any item on the agenda - 1) through email by addressing it to - board@accessla.org or 2) via US Postal mail by addressing it to - Access Services Board Comments, PO Box 5728, El Monte CA 91734. Please include your name, item number and comments in the correspondence. Comments must be submitted/received no later than 9:00 am on Monday, May 16, 2022 so they can be read into the record as appropriate.

The public may also participate via the Zoom webinar link, or by teleconference. Please review the procedures to do so as follows -

How to Provide Public Comment in a Board Meeting via Zoom

Online

1. Click the Zoom link for the meeting you wish to join. Meeting information can be found at: https://accessla.org/news_and_events/agendas.html. Make sure to use a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, or Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer. You may also use this direct link - <https://us06web.zoom.us/j/82909543828>
2. Enter an email address and your name. Your name will be visible online while you are speaking.
3. When the Committee Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak. Mute all other audio before speaking. Using multiple devices can cause audio feedback.
4. Please note that the "Chat" feature is an accessibility tool for comments on items by committee members and the general public attendees who need to use this tool. If you cannot use the "raise hand" feature, then please submit a written comment as outlined above.
5. When called, please limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

Note: Members of the public will not be shown on video.

By phone

1. Call the Zoom phone number and enter the webinar ID for the meeting you wish to join. Meeting information can be found at: https://accessla.org/news_and_events/agendas.html
2. You can also call in using the following information -
Dial (for higher quality, dial a number based on your current location):
US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)
Webinar ID: 829 0954 3828
3. When the Committee Chair calls for the item on which you wish to speak, press *9 to raise a hand. Speakers will be notified shortly before they are called to speak. Speakers will be called by the last four digits of their phone number. Please note that phone numbers in their entirety will be visible online while speakers are speaking.
4. If you cannot use the "raise hand" feature, then please submit a written comment as outlined above.
5. When called, please state your name and limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

MAY 9, 2022

TO: BOARD OF DIRECTORS
FROM: ERIC HAACK, STRATEGIC PLANNER
RE: OVERVIEW OF 2022 CUSTOMER SATISFACTION SURVEY

ISSUE:

Over four weeks from January 3 to February 7, 2022, Access - through its contractor Great Blue Research - conducted a Customer Satisfaction Survey of Access customers to determine overall satisfaction with the services that Access provides for its community of customers.

BACKGROUND:

Conducting regular passenger satisfaction surveys of Access customers is a critical step in obtaining an enhanced understanding of passenger perceptions of Access' service, quality, and responsiveness to customer concerns.

In prior customer satisfaction surveys, Access has sought feedback from customers on their experience with the trip booking process, and experience before, during, and after an Access trip. General customer satisfaction surveys were last conducted in 2011 and in 2017. Access also conducted a more narrowly tailored survey in 2021, focusing on satisfaction with new technological improvements, such as the introduction of the *Where's My Ride* mobile app and on-line trip reservation options.

Access staff works with its two advisory committees (CAC and TPAC) in designing surveys which include topics deemed relevant by members of these committees. Staff, in turn, then provides a detailed summary of the survey results to both the committees and the Access Board of Directors.

Access' most recent Customer Satisfaction Survey was conducted over the course of four weeks in the months of January and February 2022. This was Access' first customer satisfaction survey that provided an option for respondents to provide responses using digital means such as clicking on weblinks provided in emails or text messages, or by completing the survey through a link on Access' website. This digital option was provided in combination with telephone surveys obtained from Great Blue Research's call center.

The customer satisfaction survey had a total of 70 questions on a variety of topics, including a respondent's satisfaction with drivers performing Access trips they have taken, satisfaction with trip reservationists or customer service representatives or OMC representatives they have spoken with. Also, there were questions probing whether the respondent travels with a mobility device and/or a service animal and whether they have experienced any difficulty using Access with their mobility device and/or their service animal.

A copy of the draft survey report prepared by Great Blue Research can be accessed at the following link: [ESR Item 3 - Attachment A](#).

SURVEY FINDINGS:

The results of the survey are overall very positive. Some of the highlights from the survey include the following:

- Satisfaction with Drivers: 89.7%
- Satisfaction with Reservation Agents: 90.6%
- Satisfaction with Customer Service Representatives: 84.8%
- Satisfaction with vehicles: (Cleanliness: 89.7%; Appearance 88.0%; Comfort: 85.2%; Rides 83.0%)
- Overall Satisfaction with Access: 84.6%

The majority of respondents (51.9%) also indicated that they felt that Access' service had improved over the past couple of years with 26.5% of respondents indicating that Access' service had neither improved or gotten worse and 15.1% responding that Access' service had gotten worse in the past few years.

CHANGES TO SURVEY METHODOLOGY AND ENVIRONMENTAL IMPACTS ON SURVEY RESULTS:

In consultation with Great Blue Research, Access introduced a number of changes with this survey which staff felt would provide more accurate results from respondents. Additionally, there were large-scale global events taking place during the course of this survey, which also no doubt had some impact on this survey.

First, as indicated above, this customer satisfaction survey was the first survey to employ not only telephone-based surveys, but also encouraged responses through email and text with respondents being able to click on a web-link and complete the entire survey at their own pace. According to Great Blue Research, digital responses can be less positive overall than a telephone-only survey, but this method may also reveal more accurate perceptions of respondent satisfaction.

Second, Access made changes to some questions related to customer experiences, previously asking respondents to respond to their "most recent" experience with Access, either their most recent trip, trip reservation, or telephone call with a customer service representative. Access changed the questions for respondents to consider their experiences over "the past three months." By providing customers with a broader range of events to consider, they may also provide overall less positive responses, but - again - this change was made in order to provide Access with more accurate responses related to customer satisfaction.

Lastly, according to Great Blue Research, the ongoing COVID-19 pandemic has negatively impacted overall satisfaction levels in their surveys.

COMPARING 2022 SURVEY RESULTS TO PRIOR CUSTOMER SATISFACTION SURVEYS:

Access previously conducted similar customer satisfaction surveys in 2011 and in 2017. Results of the 2022 survey are similar to results gathered from those prior surveys, with generally high satisfaction levels for all areas of Access' service.

There was observed some decline in satisfaction when directly comparing results of the 2011 and 2017 surveys to the results received in the 2022 survey. Some of these declines were within the margin of error (+/- 2.5%).

Next Steps

It is staff's intention to study the results from the 2022 customer satisfaction survey and determine if there are areas where Access may be able to introduce improvements that could respond to identified areas of dissatisfaction.

Lastly, Access uses these customer satisfaction surveys as one of many tools to constantly evaluate how Access is meeting its customers' needs and to identify if there are areas for improvement in one or more elements of the service that Access provides.