

access

2022 Biennial Customer Satisfaction Study



Report of Findings

1 March 2022

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EXHIBITS

Aggregate Data (*Provided Separately*)



Harnessing the Power of Data to Help Clients Achieve Organizational Goals

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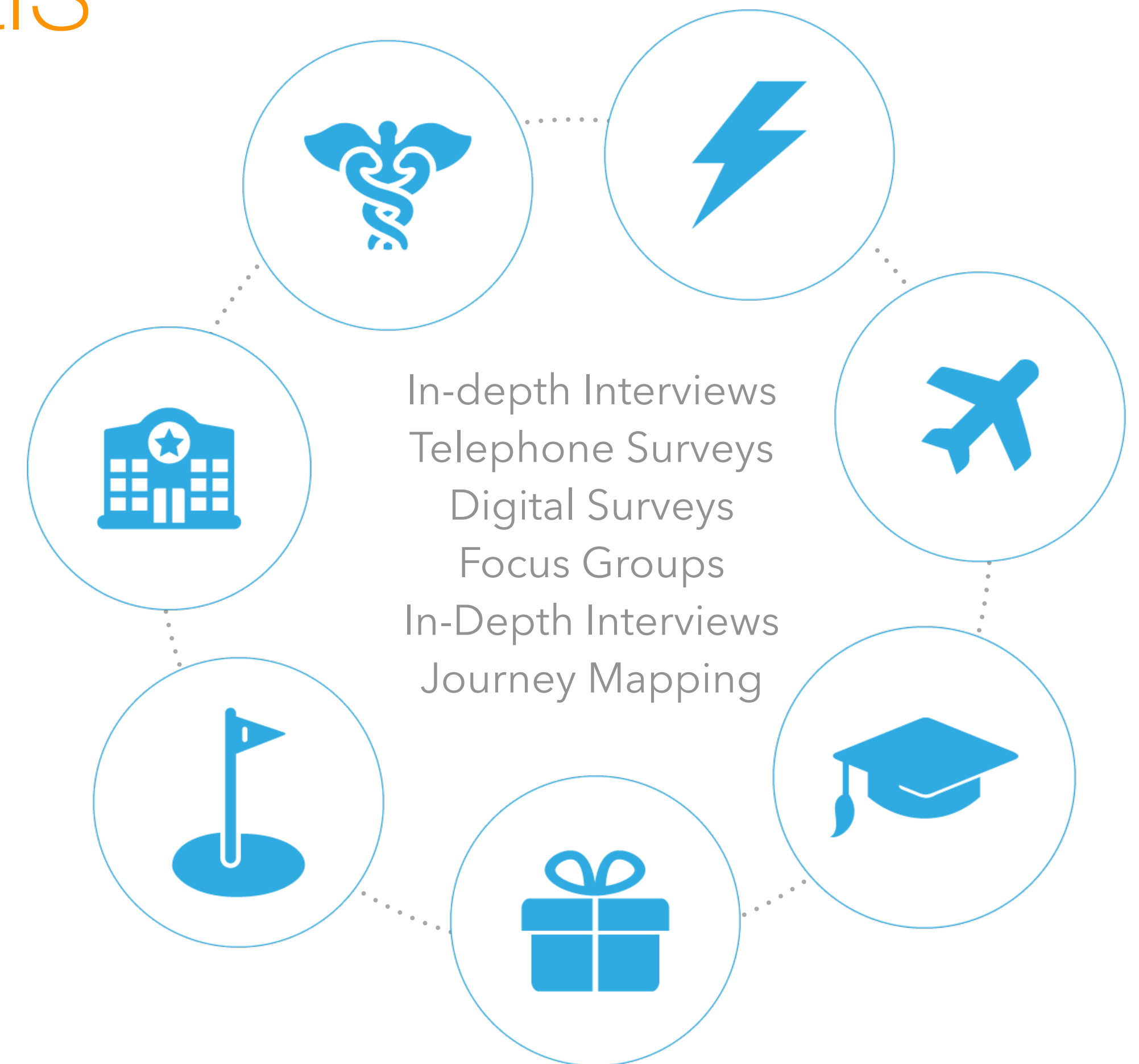


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Project Overview

- GreatBlue was commissioned by Access Services (hereinafter, “Access”) to conduct comprehensive research among its customers to gain a deeper understanding into their experiences and recent trips with Access.
- The primary goals of this research study were to assess riders’ satisfaction with their recent trips with Access, experiences contacting Access, satisfaction with Access handling requests such as beyond the curb service and assistance from the vehicle to the door of their residence or other location, and riders’ access to technology.
- In order to service these research objectives, GreatBlue utilized a mixed methodology approach of digital and telephone surveys among a random sampling of Access’s riders.
- The outcome of this research will enable Access to a) more clearly understand, and ultimately set, customer expectations, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to increase customer satisfaction.

Areas of Investigation

The Access Services Biennial Customer Satisfaction Study leveraged a telephone and digital research methodology to address the following areas of investigation:

- Satisfaction with drivers from most recent trip with Access
- Perception of the experience making a trip reservation
- Satisfaction with Access vehicles
- Satisfaction with the quality of service provided by Access
- Satisfaction with customer service
- Experience with calling the Access Operations Monitoring Center (OMC)
- Experience with beyond the curb service
- Use and satisfaction with the Where's My Ride app
- Overall satisfaction with Access
- Demographic profile of riders

Research Methodology Snapshot

Methodology Digital / Telephone	No. of Completes 1,390 (287 phone + 1,103 digital)	No. of Questions 70*	Incentive None	Sample Customer list
Target Access Riders	Quality Assurance Dual-level**	Margin of Error 2.5%	Confidence Level 95%	Research Dates January 3 - February 7, 2022

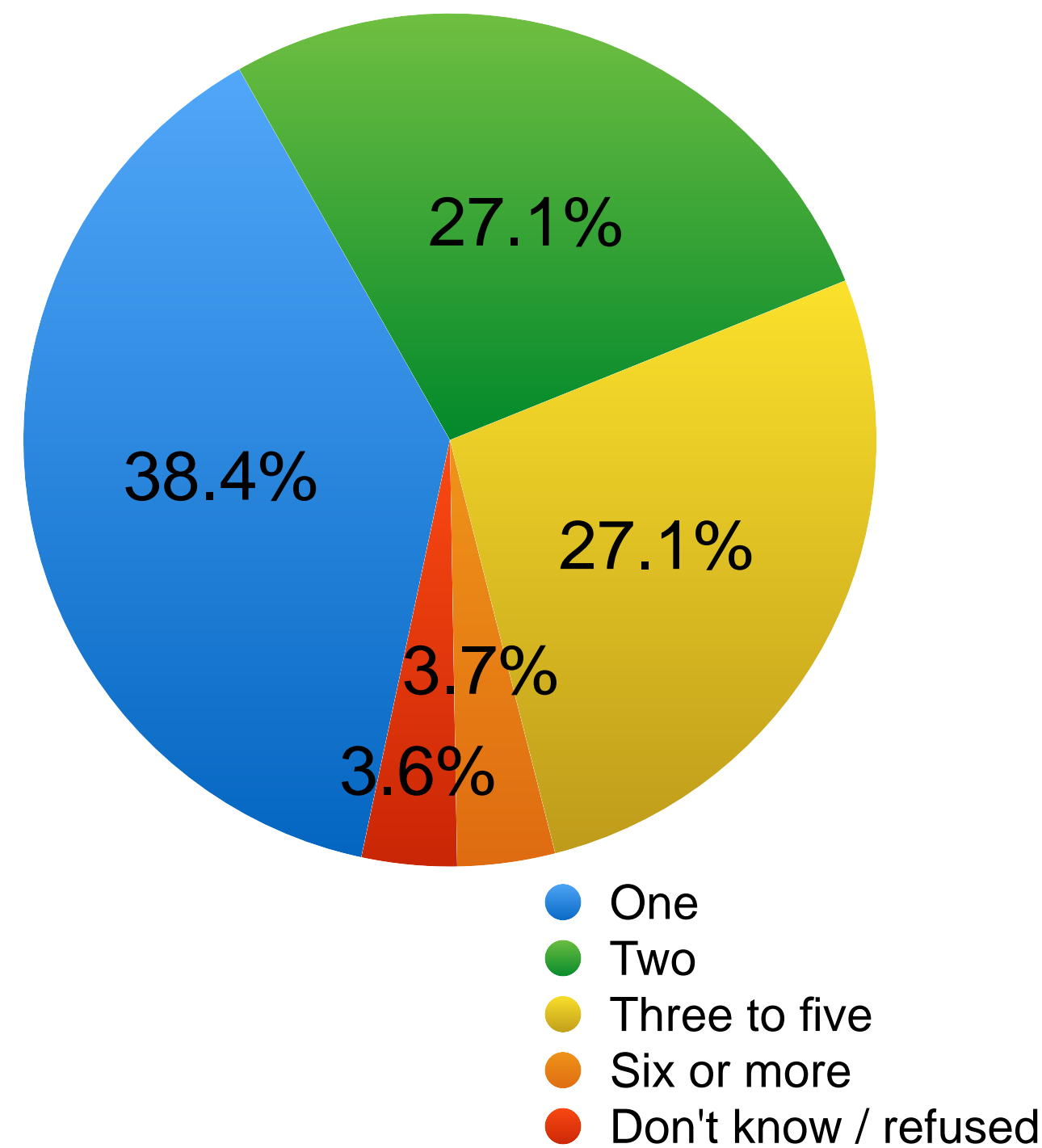
* This represents the total number of possible questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

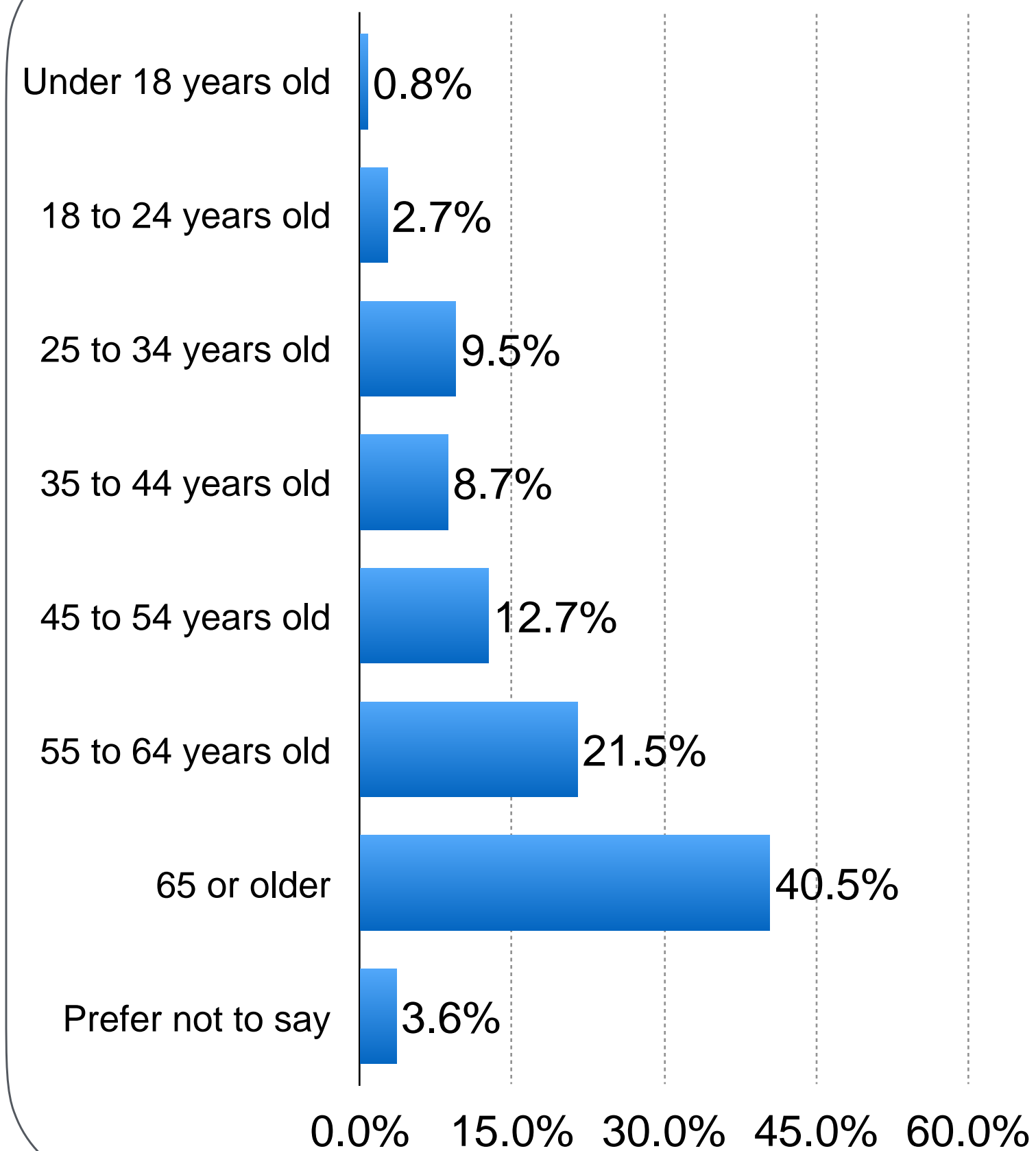
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

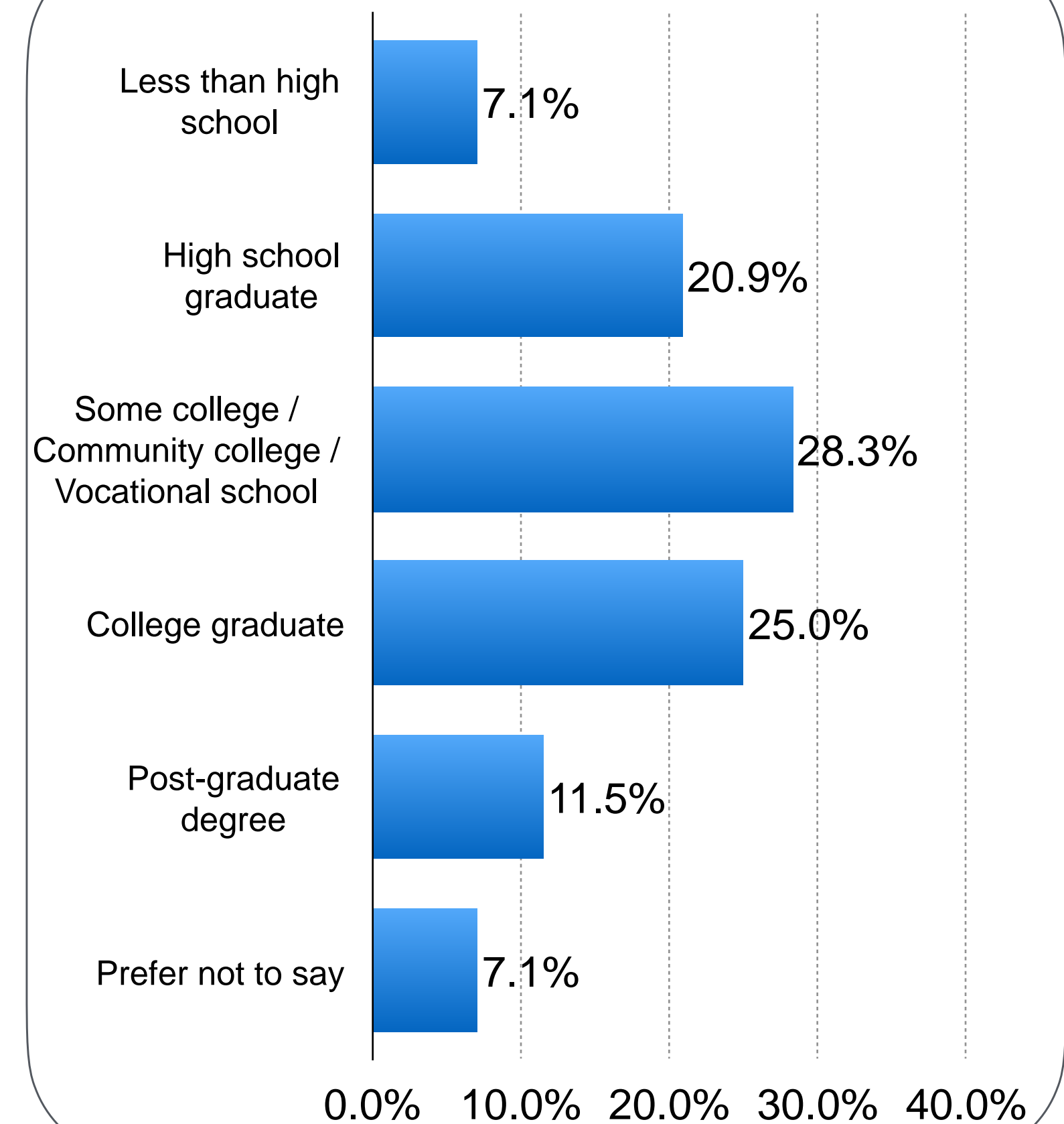
of Individuals in Household



Age



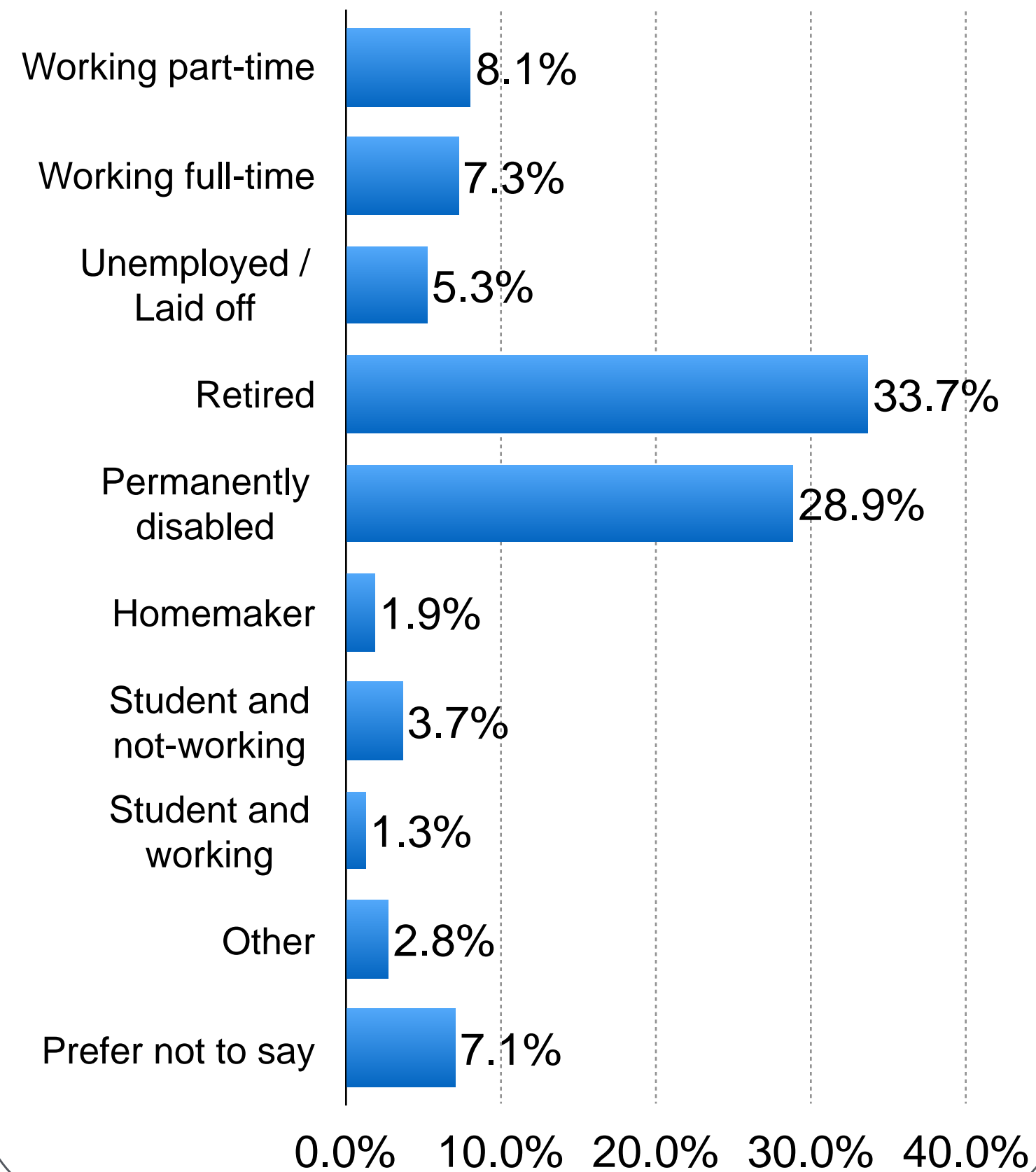
Education



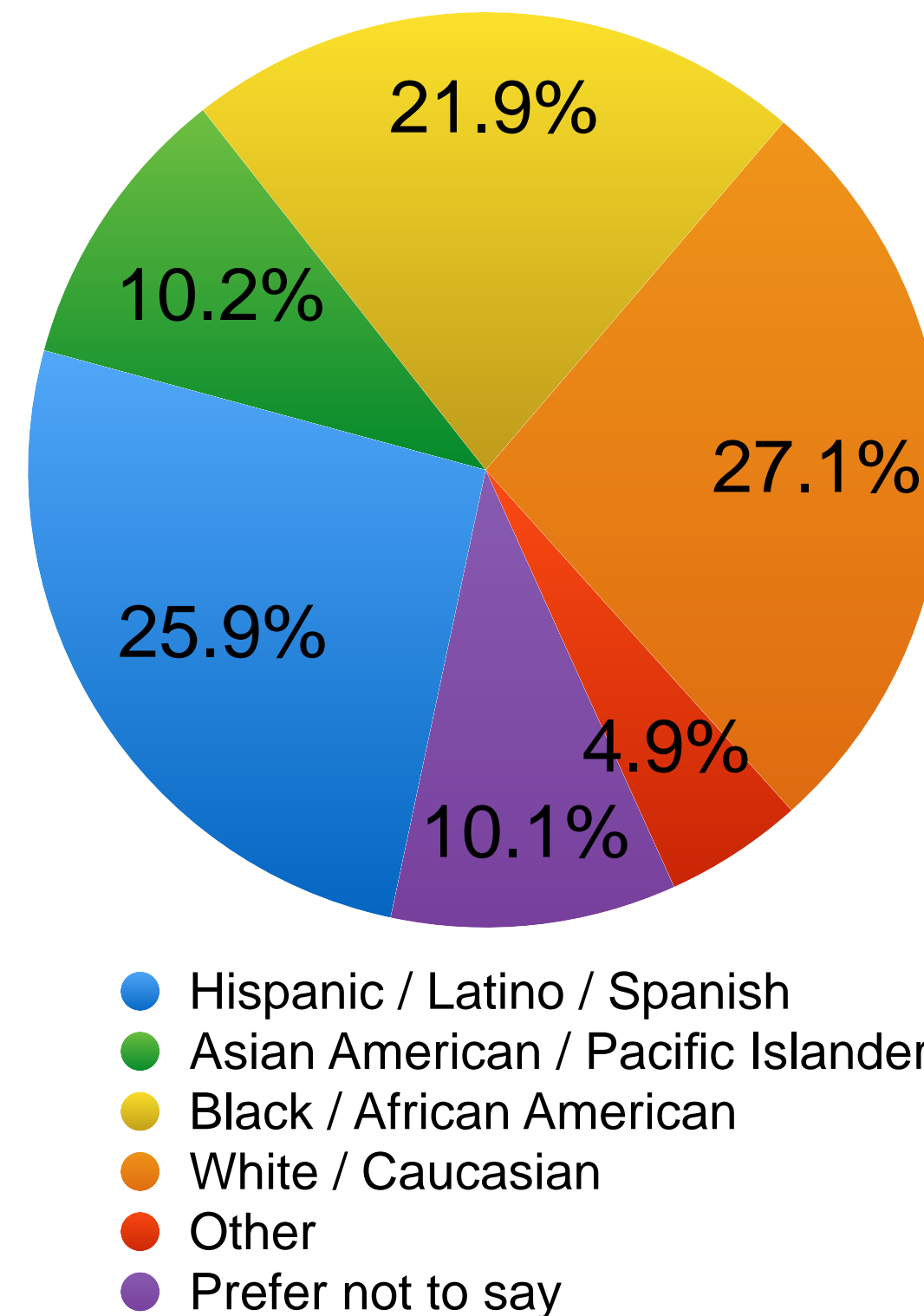
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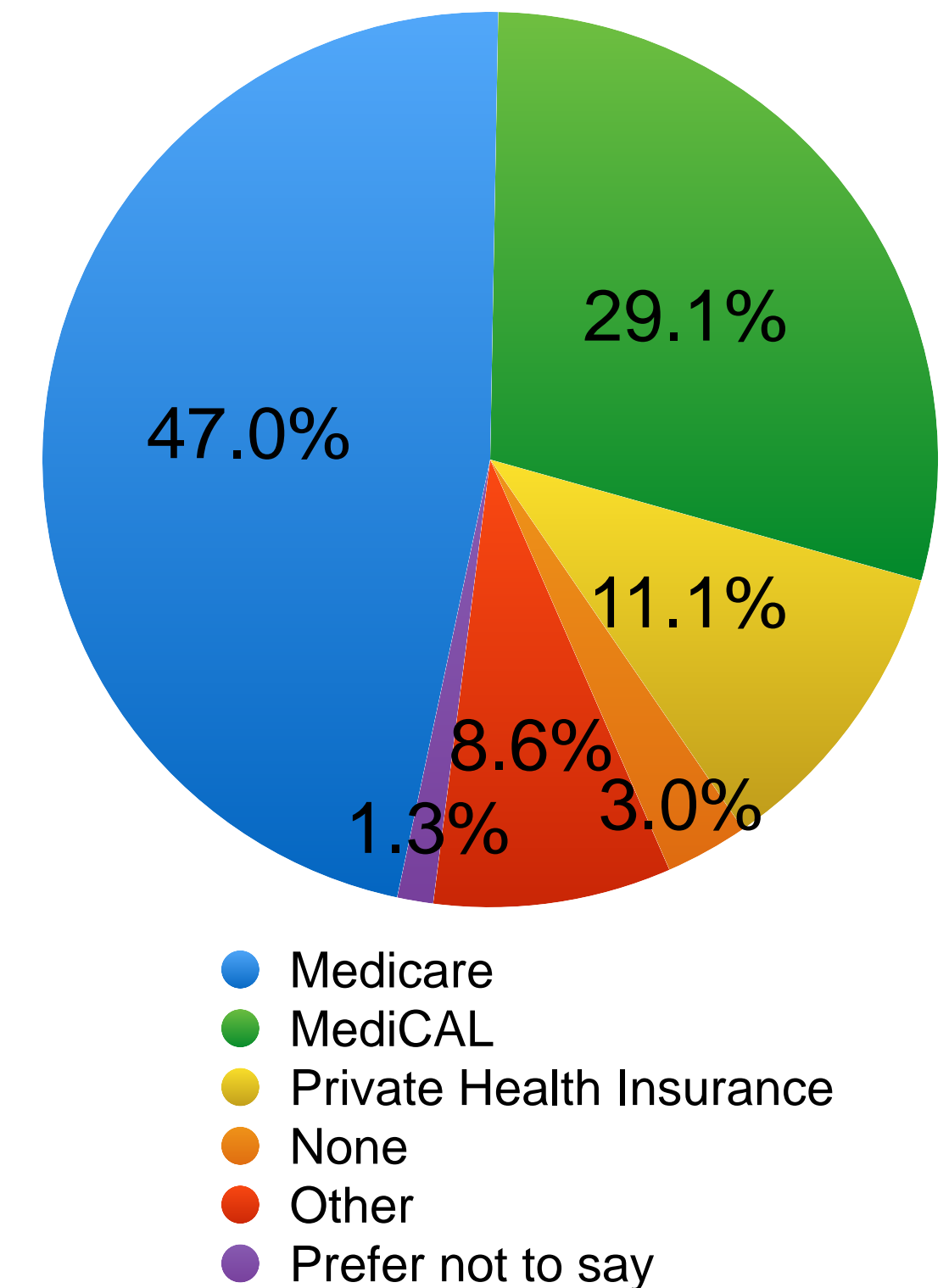
Current Employment Status



Race / Ethnicity



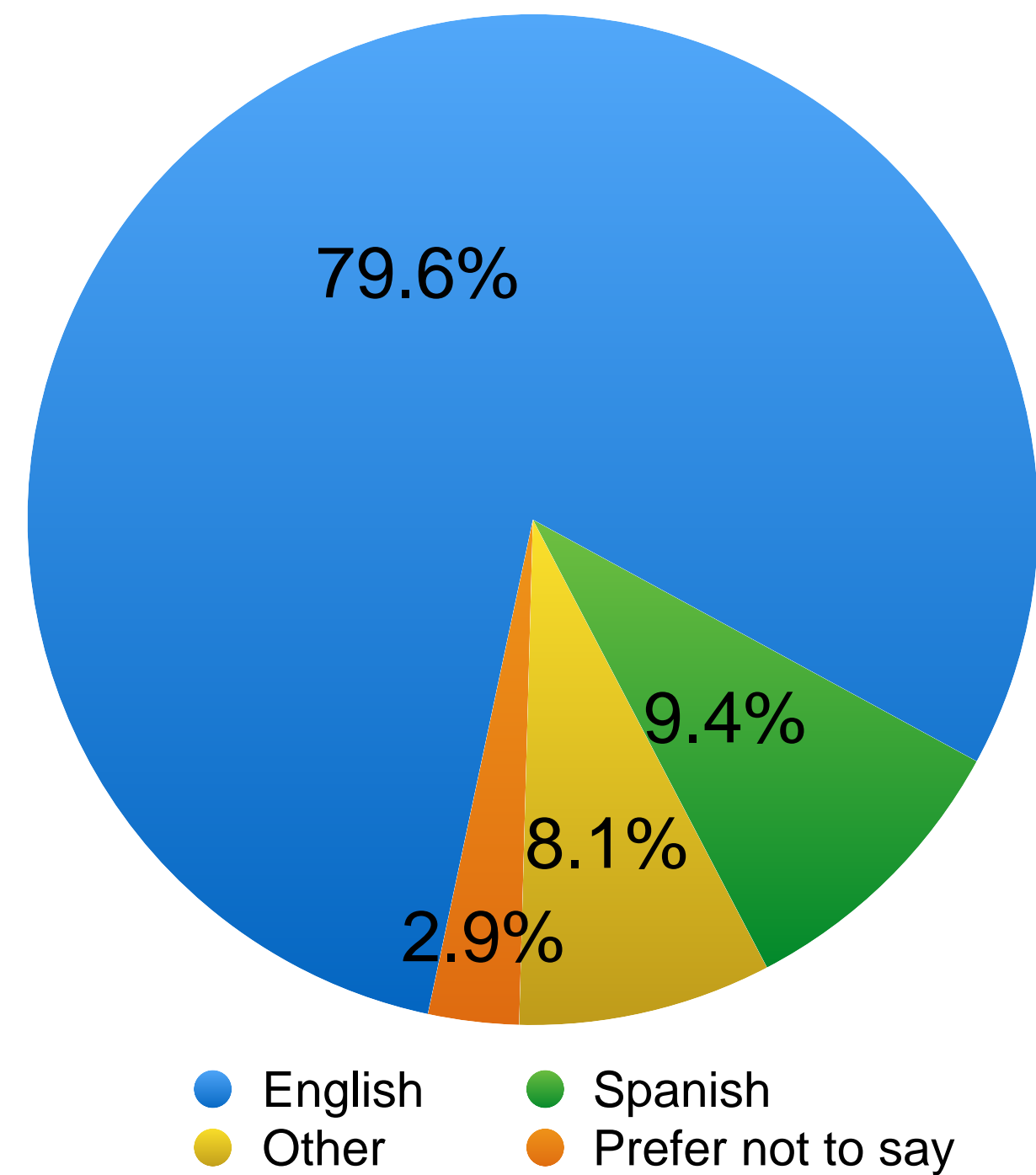
Type of Health Insurance



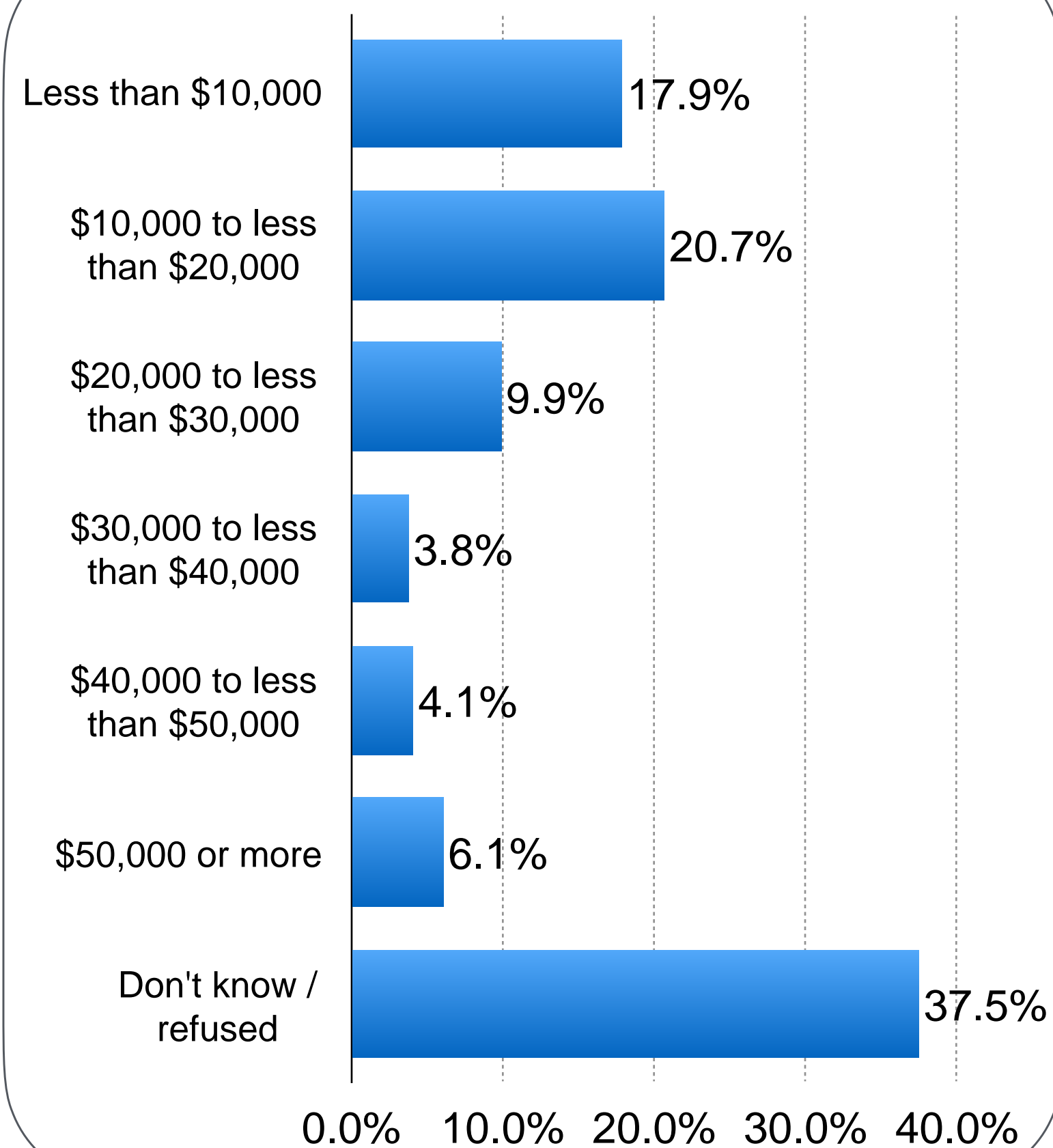
Respondent Snapshot

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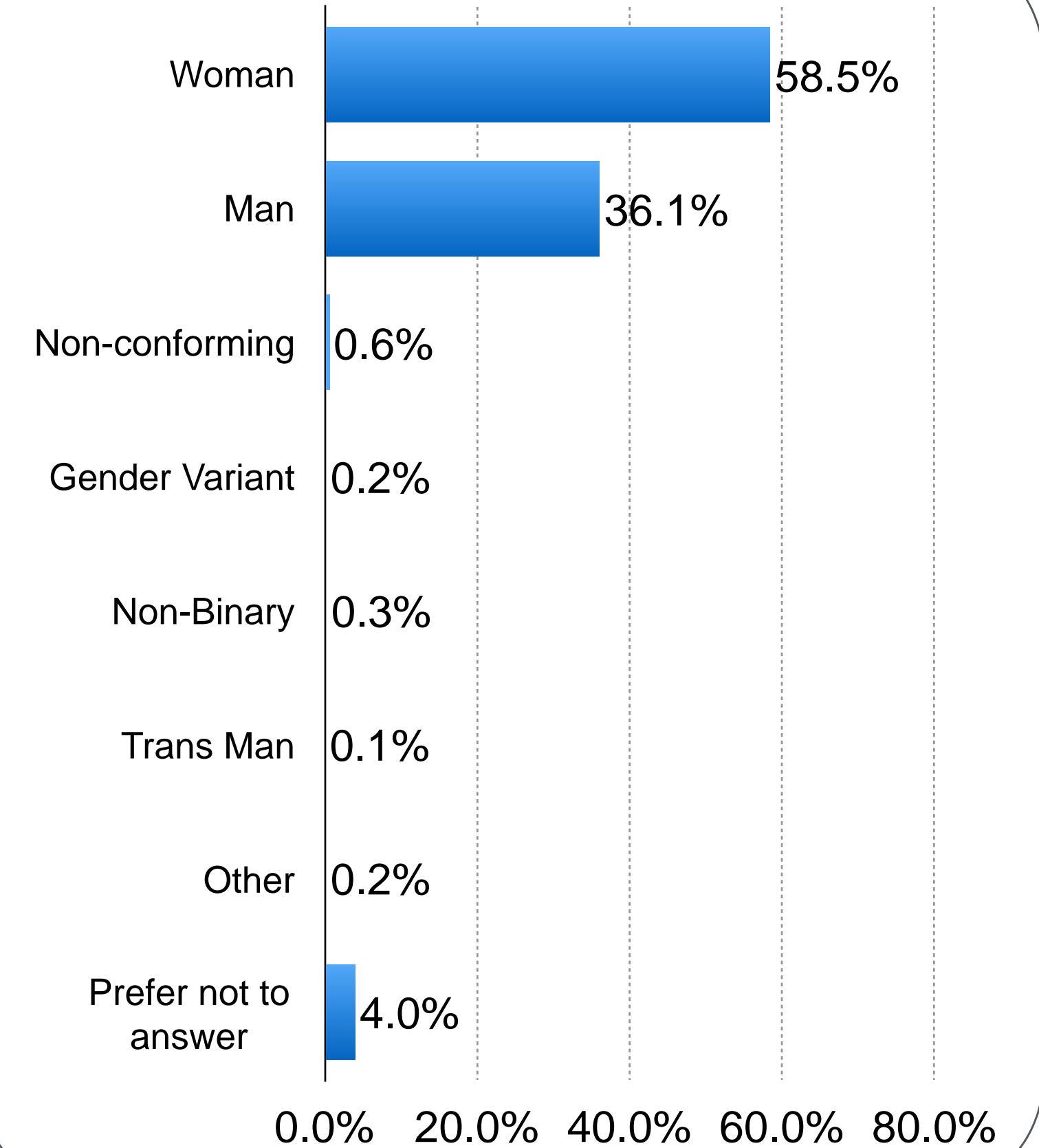
Language



Income



Gender Identity



Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

Region	# of Respondents	% of Total Respondents
Antelope Valley	104	7.5%
Eastern	330	23.7%
Northern	274	19.7%
Santa Clarita	20	1.4%
Southern	412	29.6%
West/Central	250	18.0%

*Respondents from the different regions were residents of those regions.

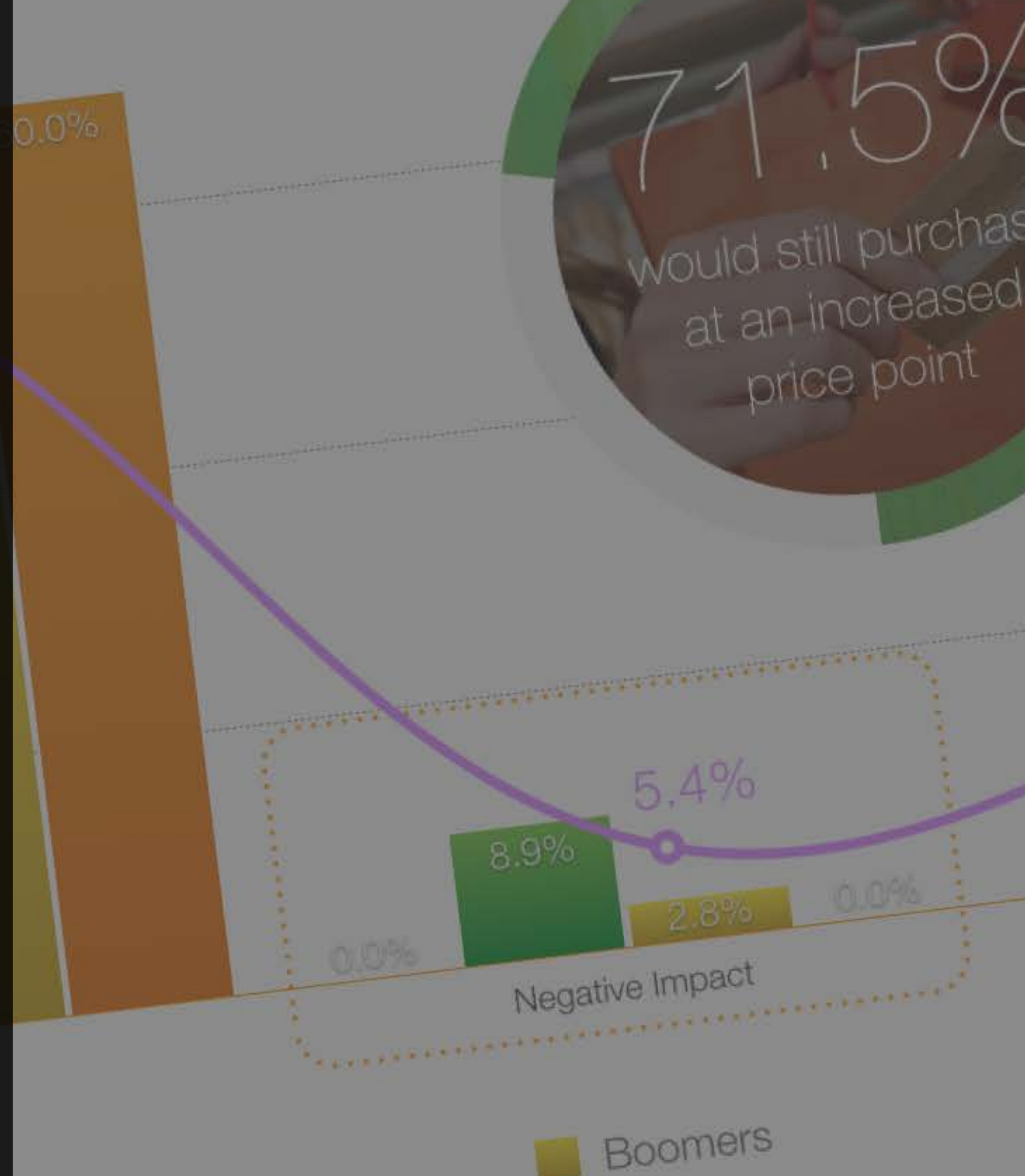
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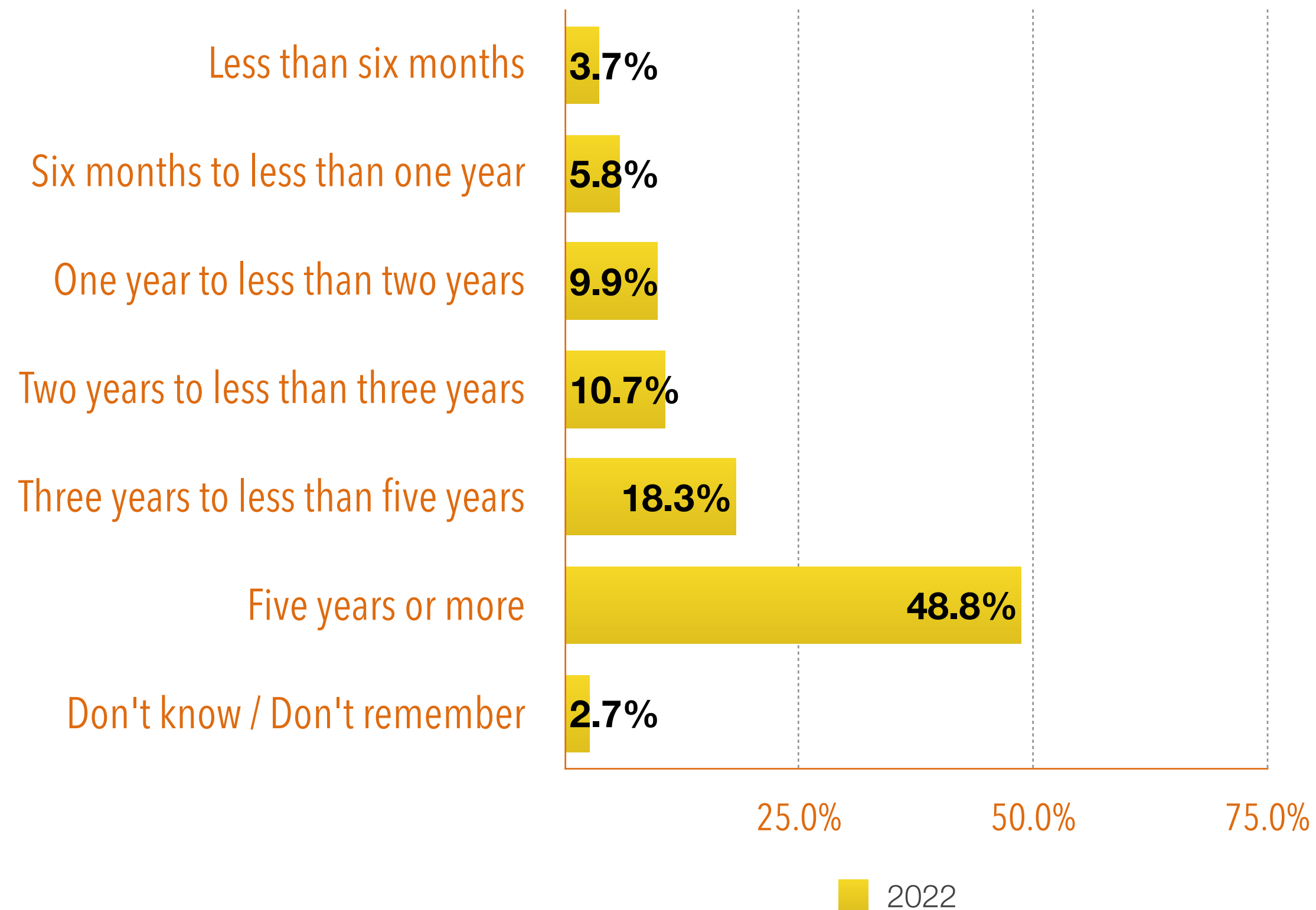




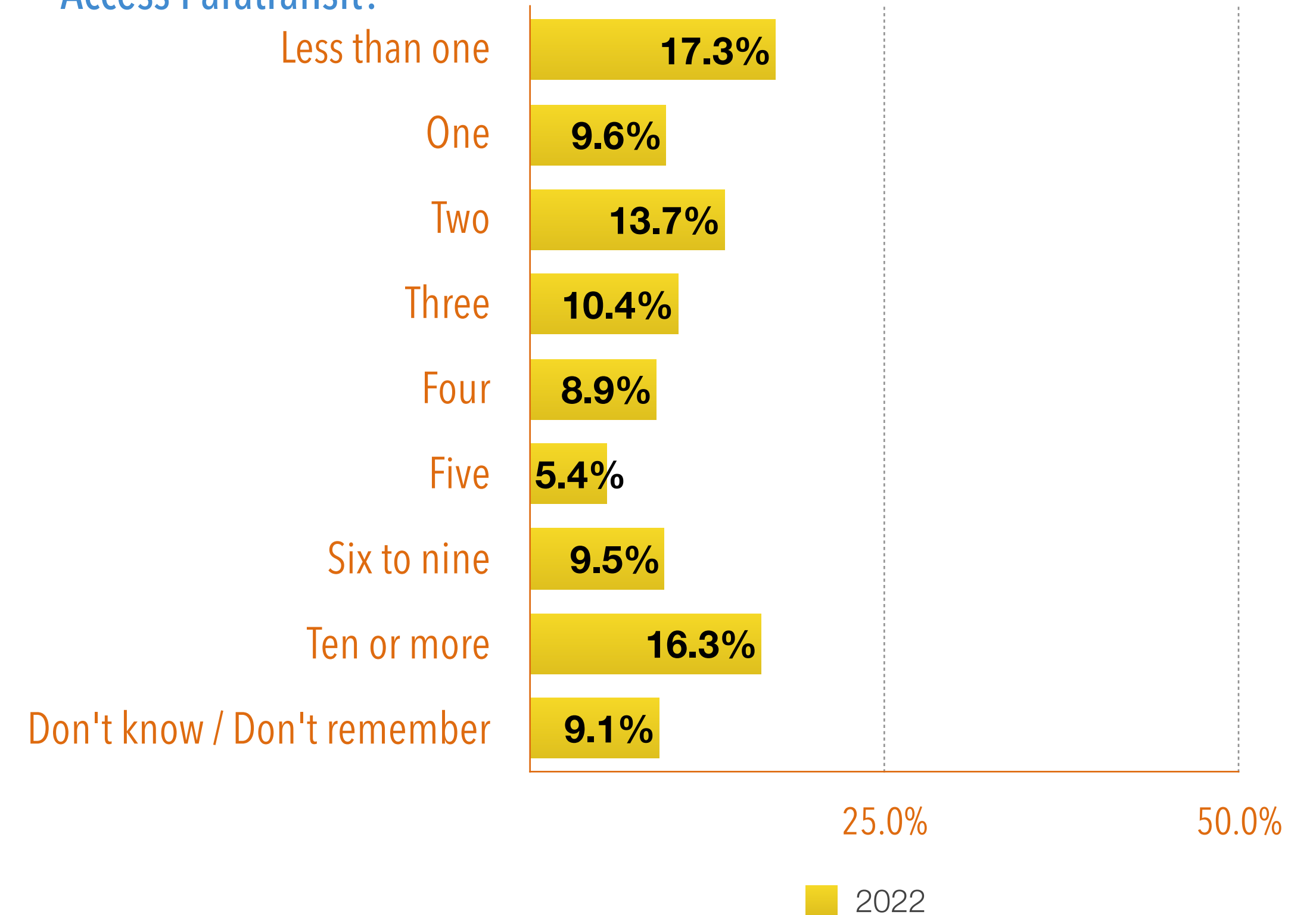
2022 Findings

Use of Access

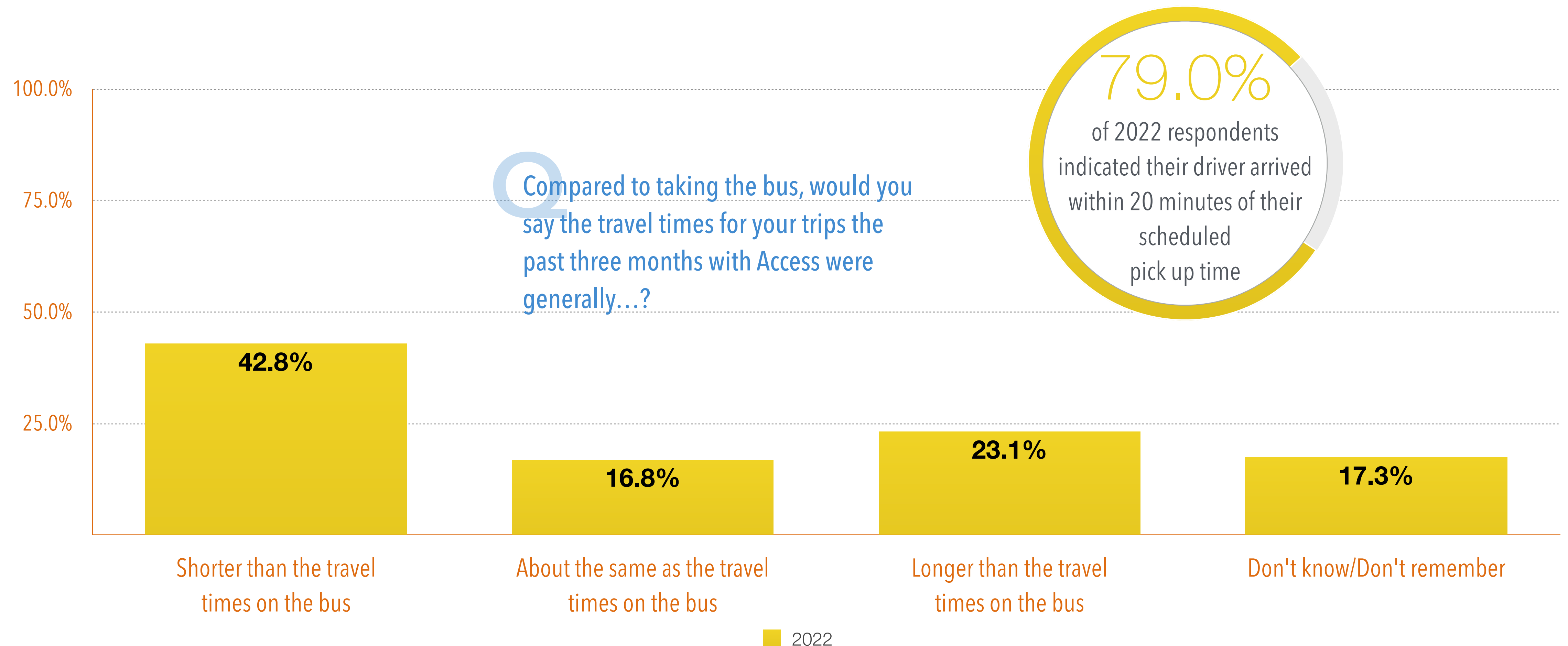
Q Approximately how long have you been using Access Paratransit?



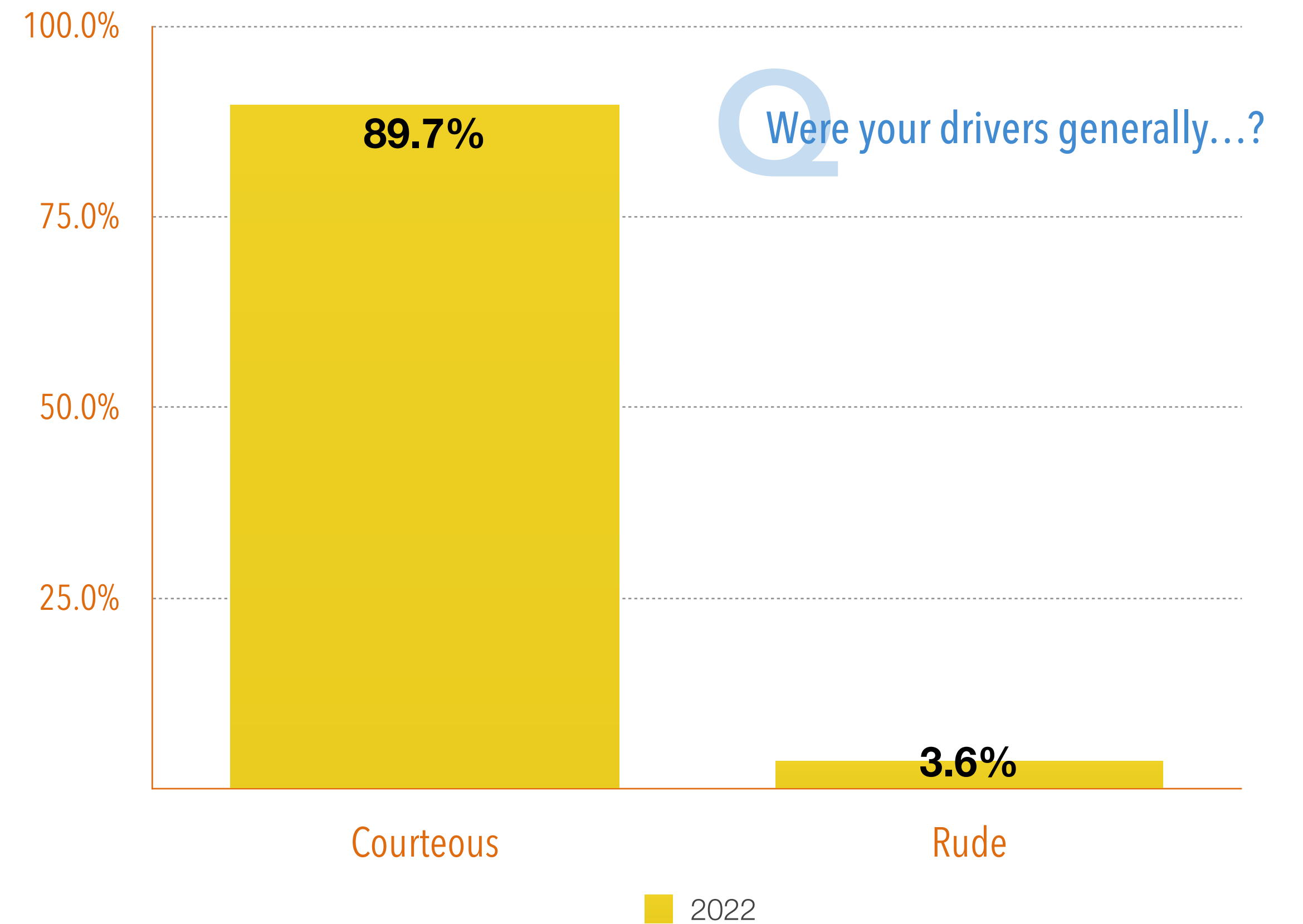
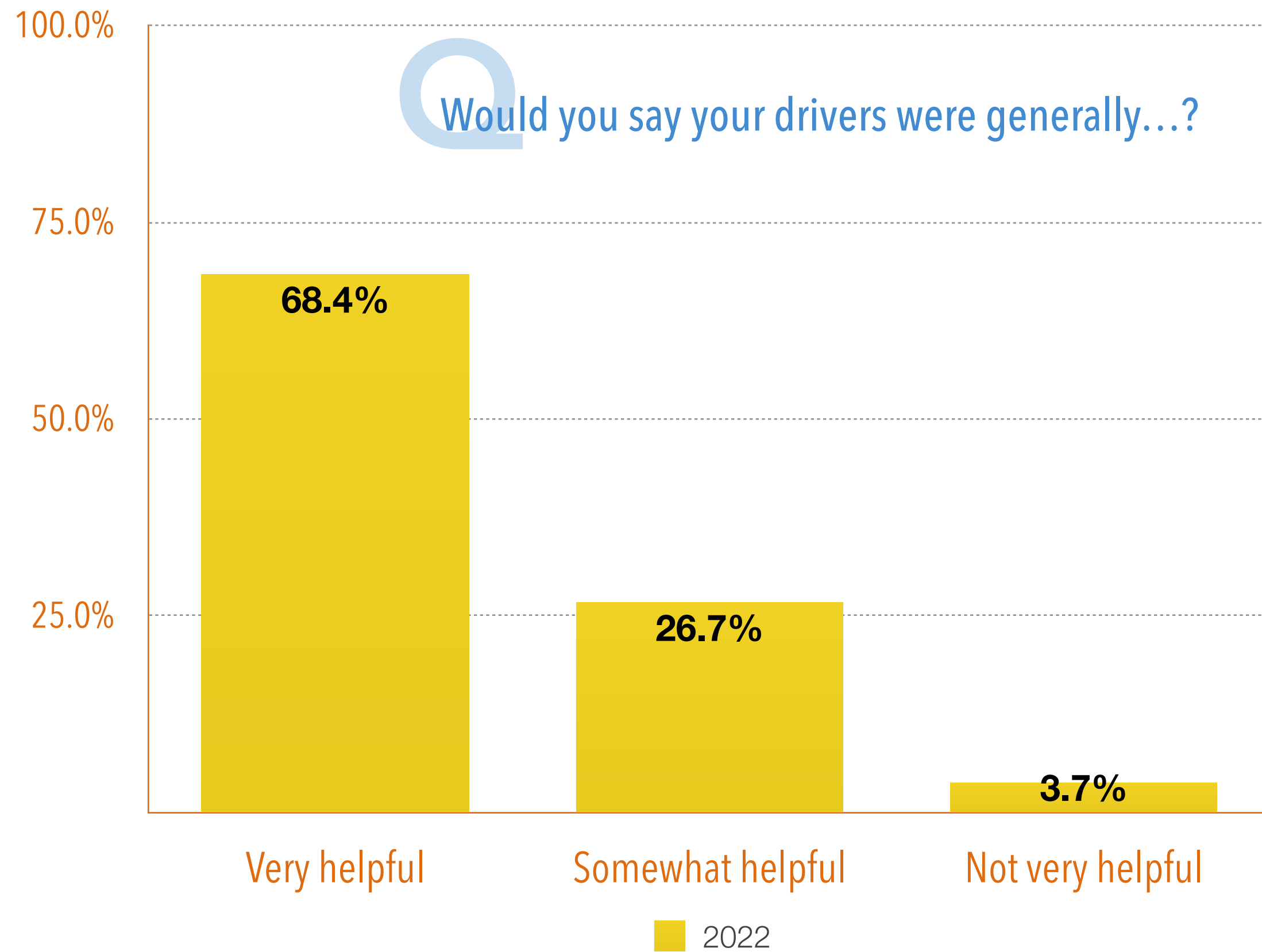
Q Approximately how many one-way trips do you take each month using Access Paratransit?



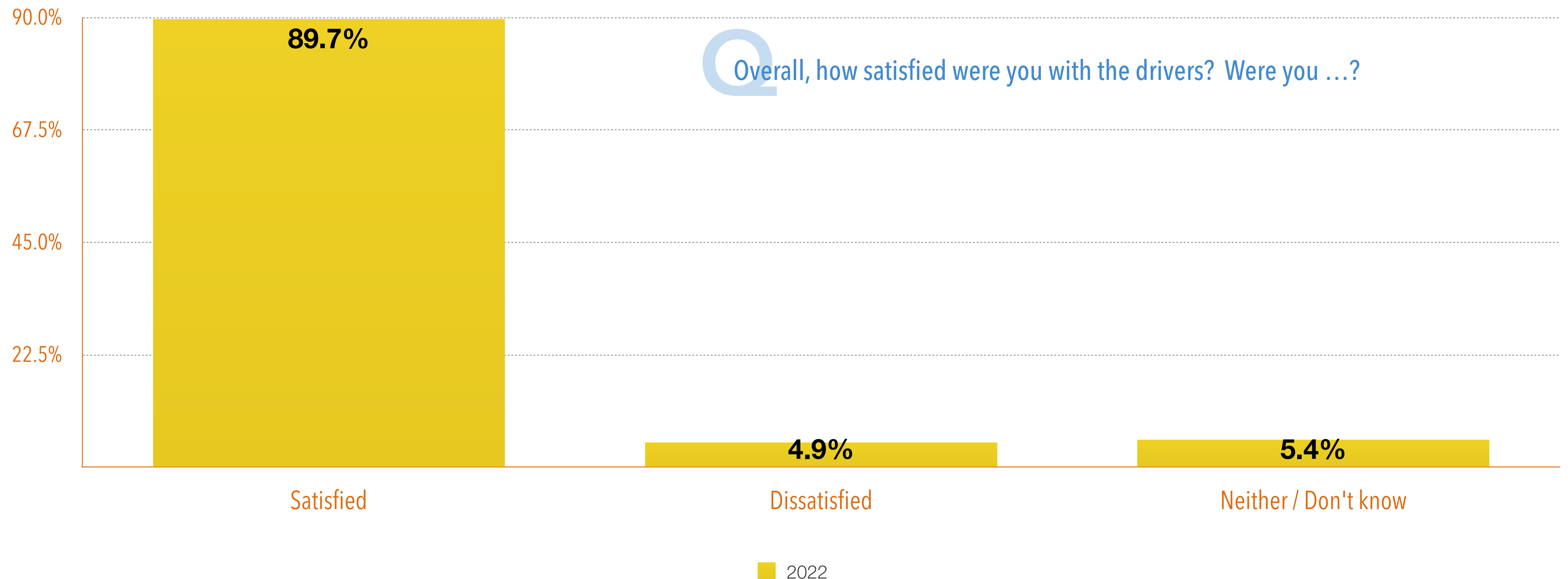
Length of Access Trips Compared to Bus Trips



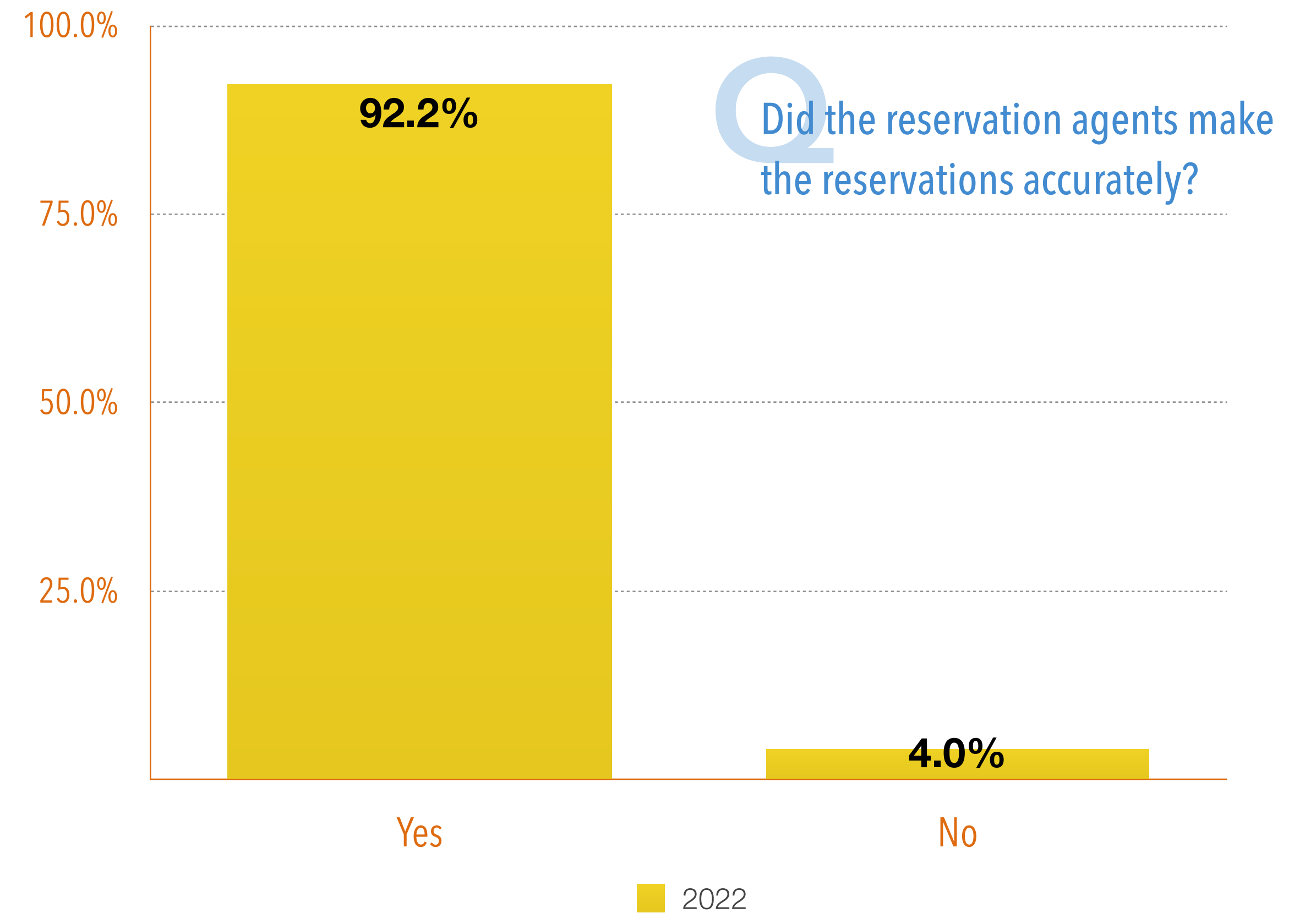
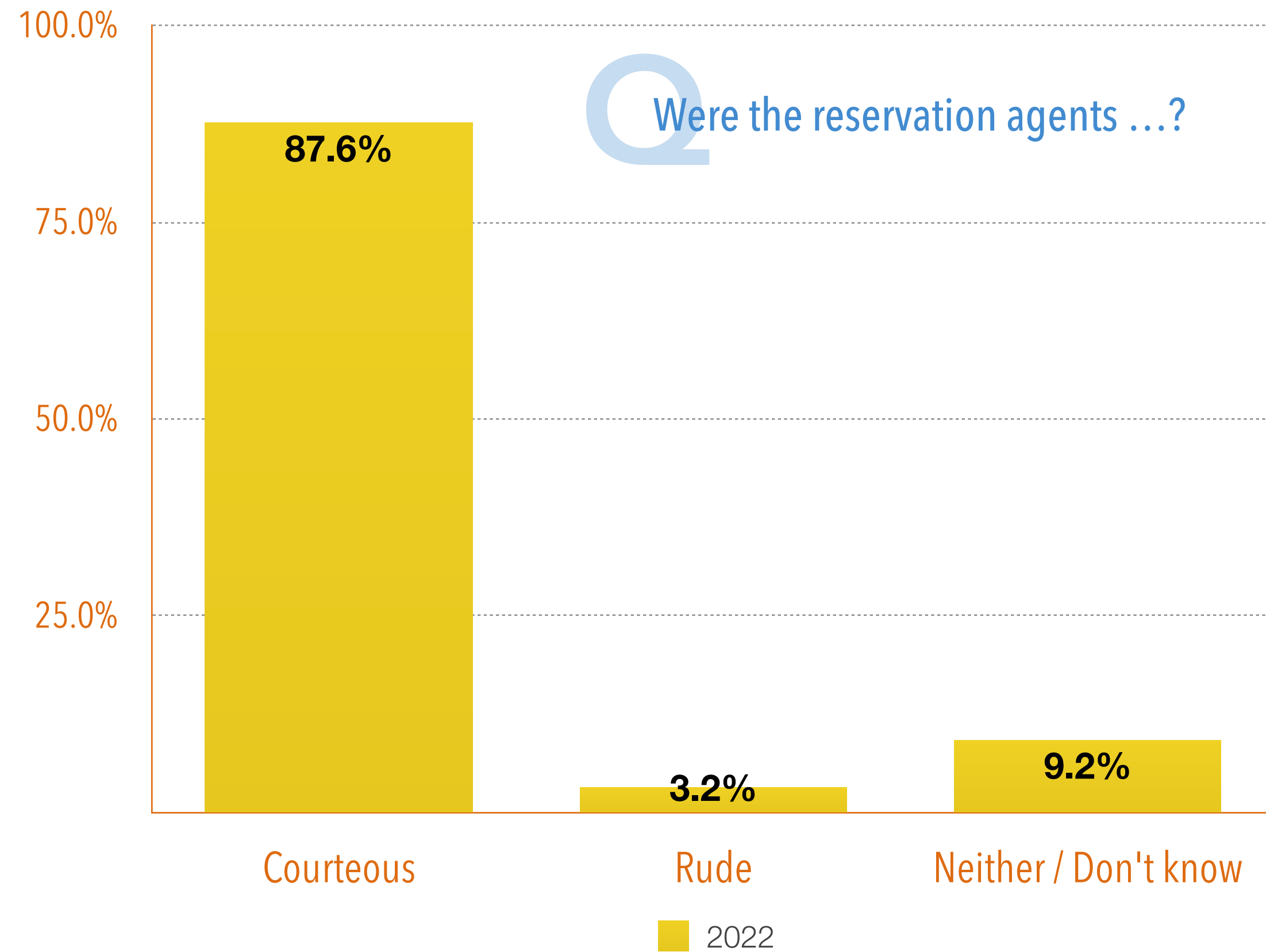
Helpfulness and Courteousness of Drivers



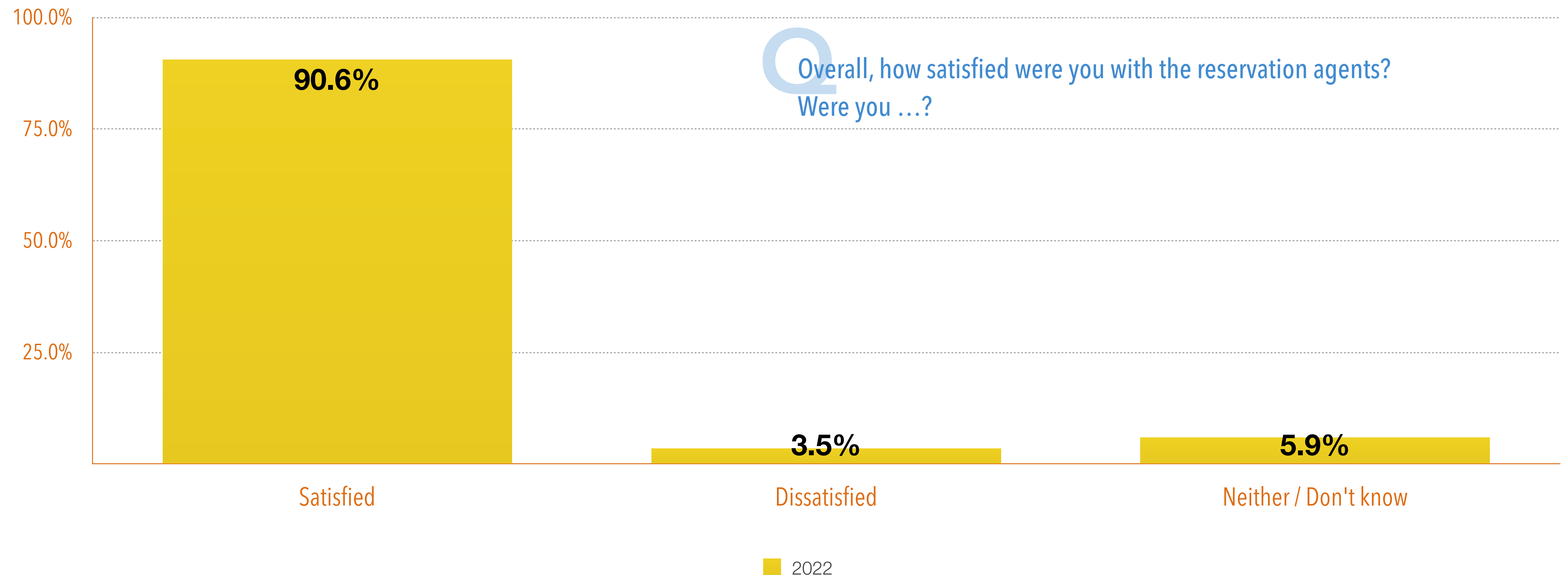
Satisfaction with Access Drivers



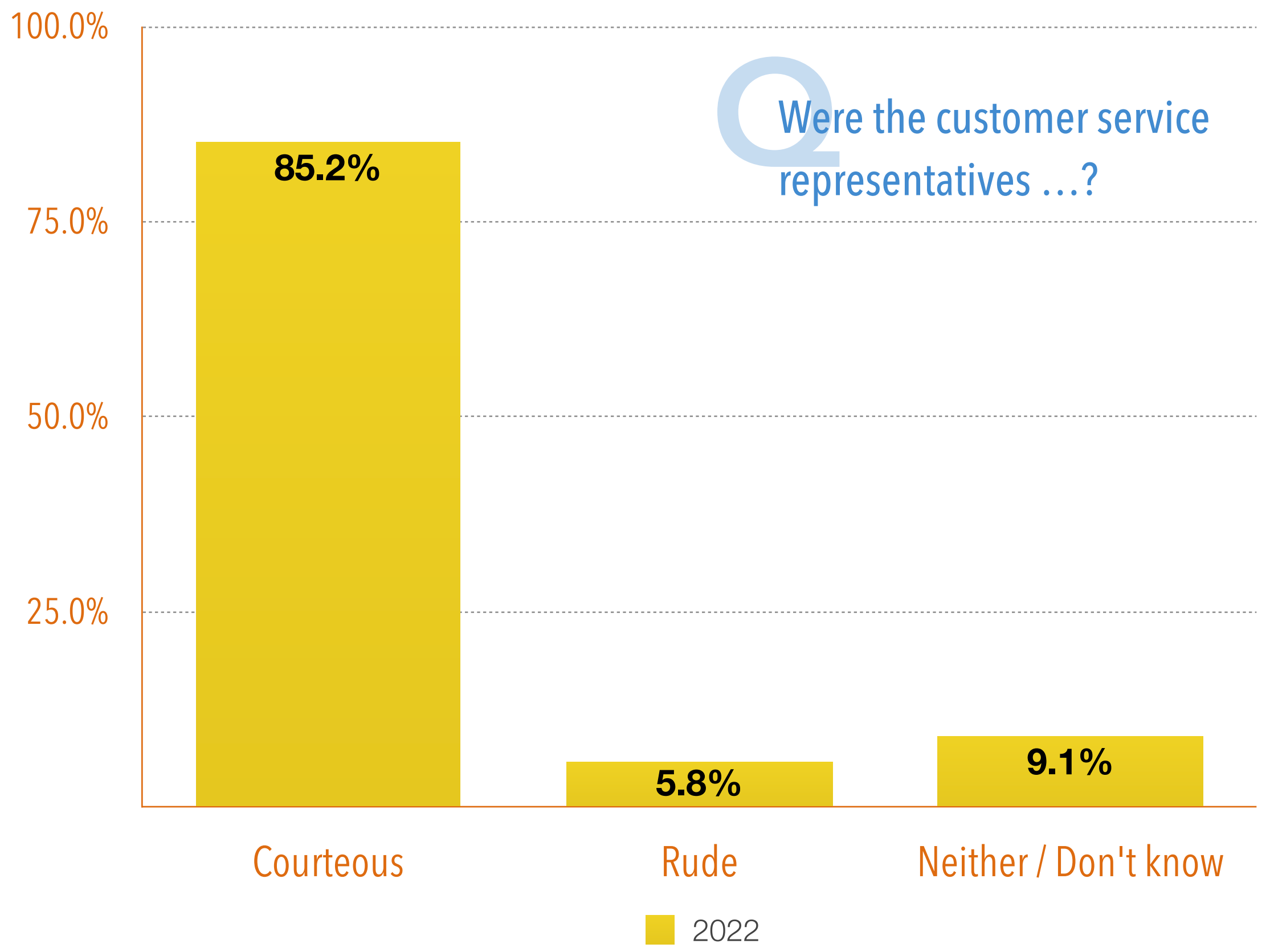
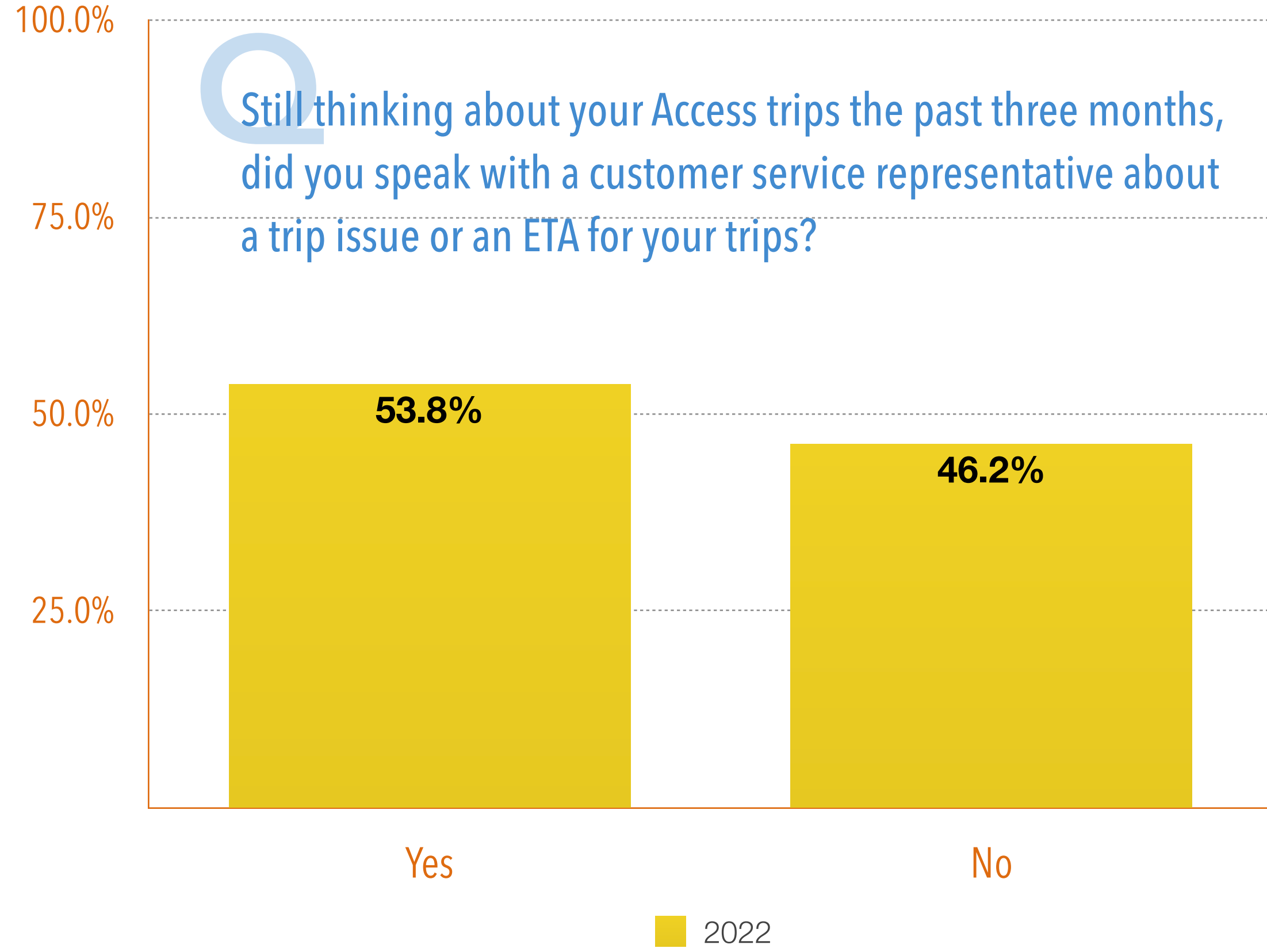
Evaluating Reservation Agents



Satisfaction with Reservation Agents

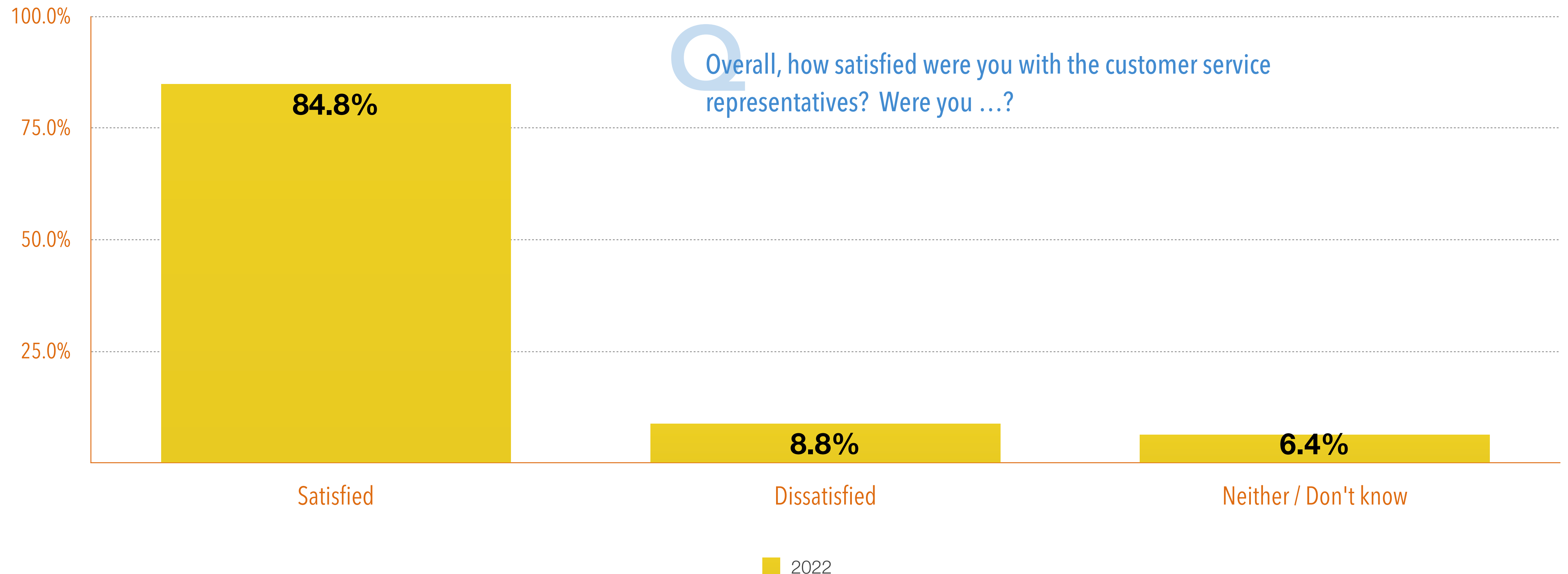


Interactions with Customer Service Representatives



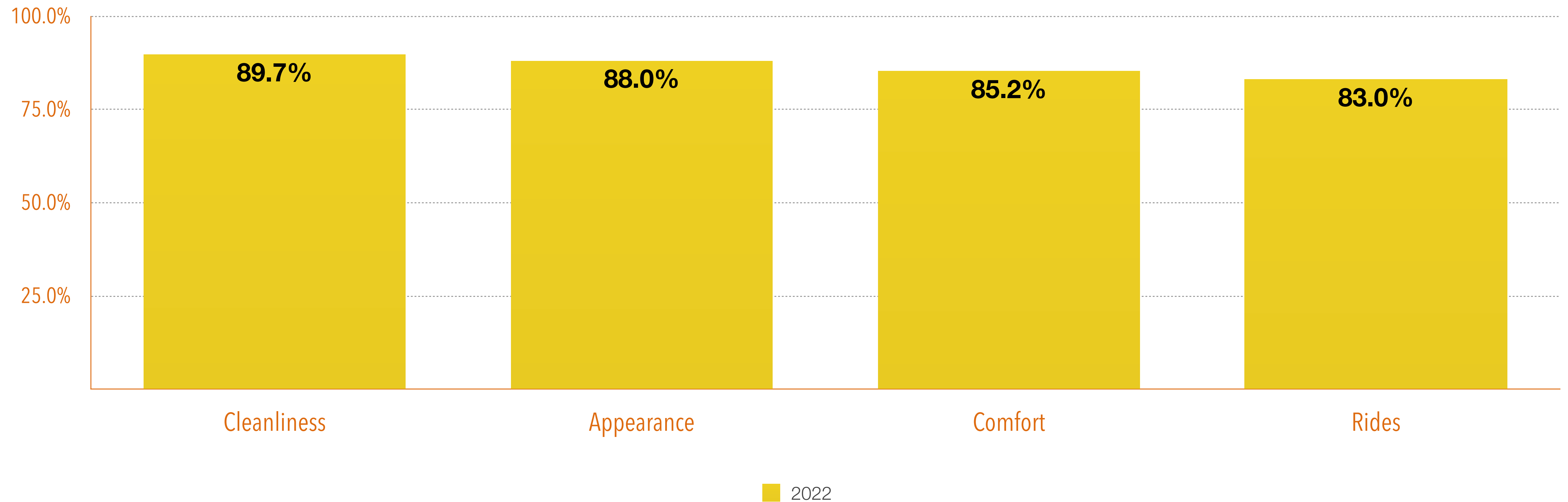
Satisfaction with Customer Service

Q Overall, how satisfied were you with the customer service representatives? Were you ...?

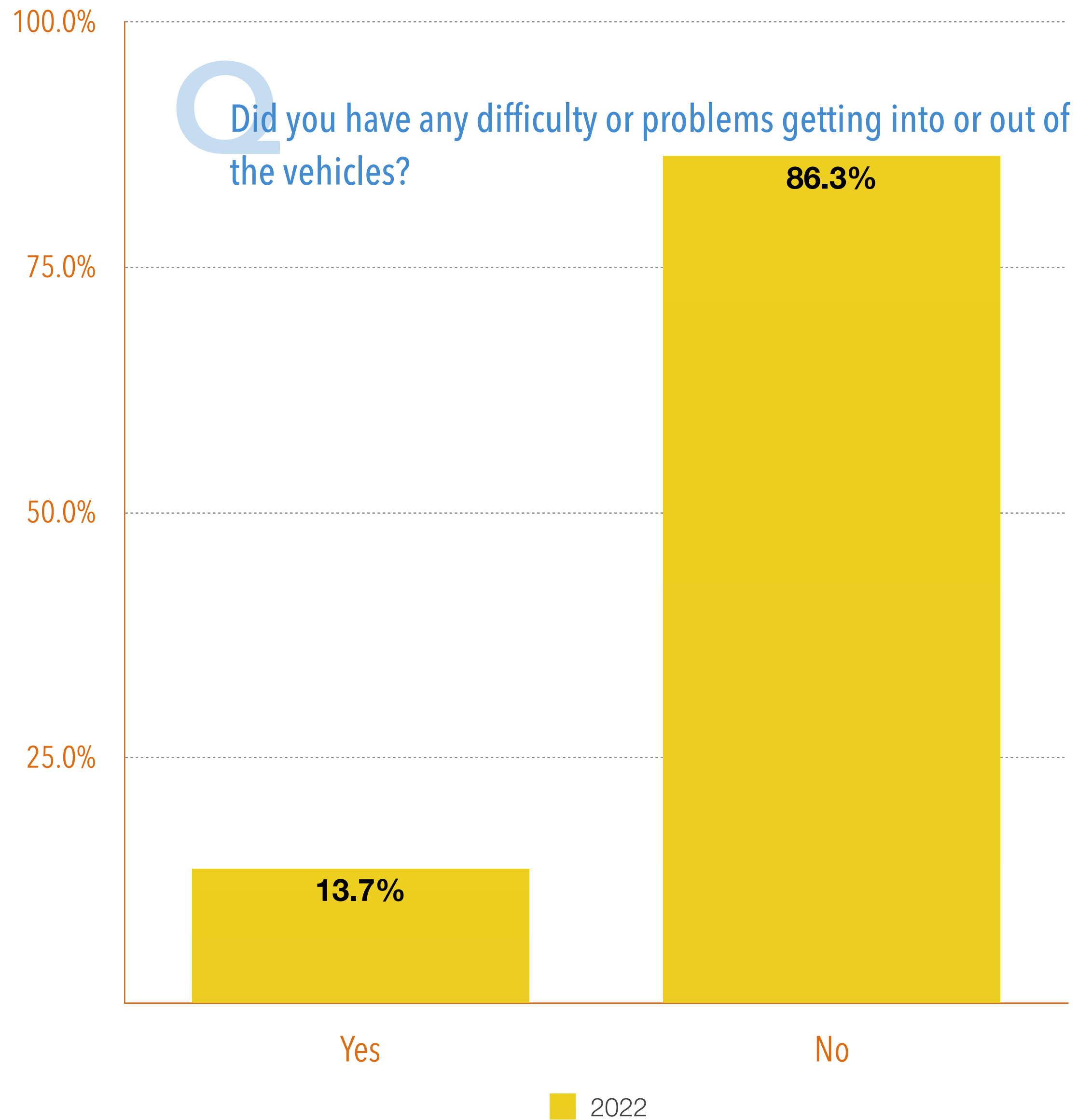


Satisfaction with Vehicle Quality

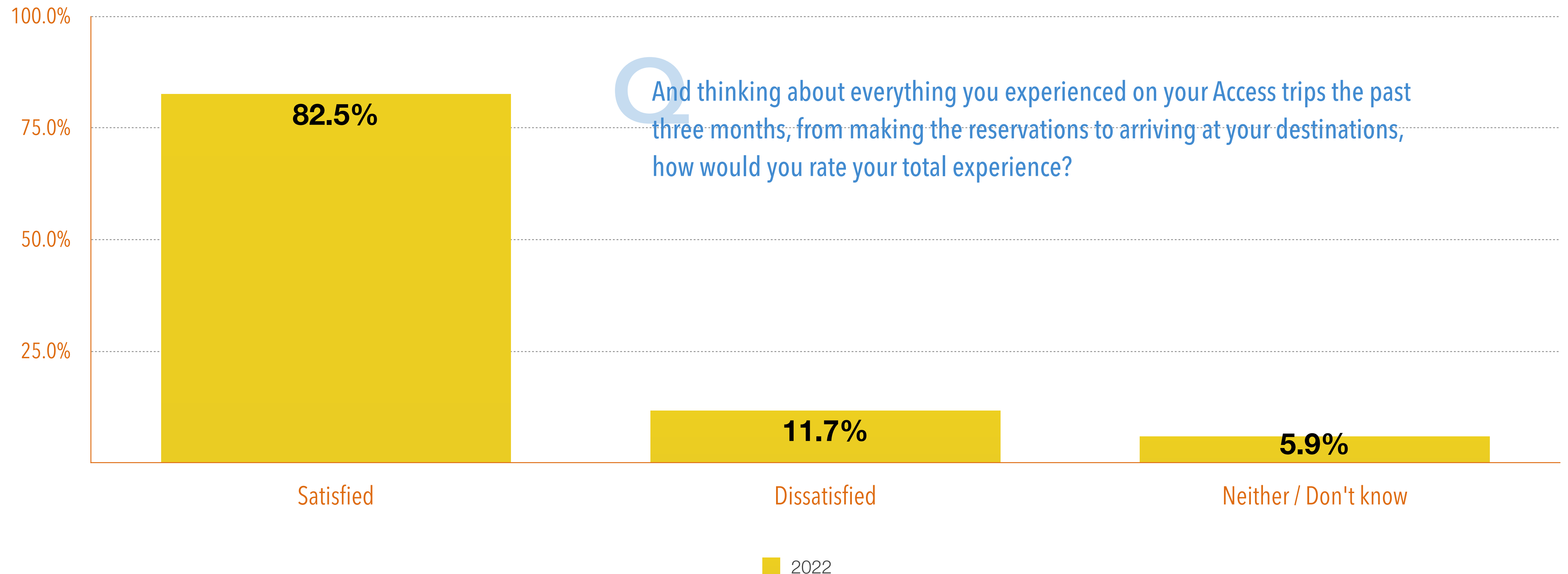
Please tell me whether you were...very satisfied...somewhat satisfied...neither satisfied nor dissatisfied...somewhat dissatisfied...or very dissatisfied with... (Total "satisfied")



Issues Boarding Vehicles



Perceptions of Trip Experience



Q What did you like most about your trips the past three months, that is, what did Access do particularly well or what did they do that you really liked?

	2022
Driver helpful / courteous	26.5
Positive experience / satisfied	15.8
On time / punctual / fast	13.2
Appreciate service / convenient	7.4
Pick up / drop off where desired	4.2
Reservation process easy / agents helpful	3.2
Felt safe / drove safely	2.4
Only person in car / not crowded	1.6
Vehicle clean / comfortable	1.3
Driver competent / professional	1.1
Expressed multiple reasons	0.8
Good customer service	0.7
Average / neutral	0.7
Driver called ahead	0.6
Comfortable drive	0.6
Price / affordable	0.6
Reliable service	0.6
Prefer vans / easier access	0.6
Convenience of app / online portal	0.6
Driver waited / patient	0.2
Ease of standing order	0.2
Liked music / ambience	0.1
Other	8.2
Nothing	7.1
Don't know / refused	1.3

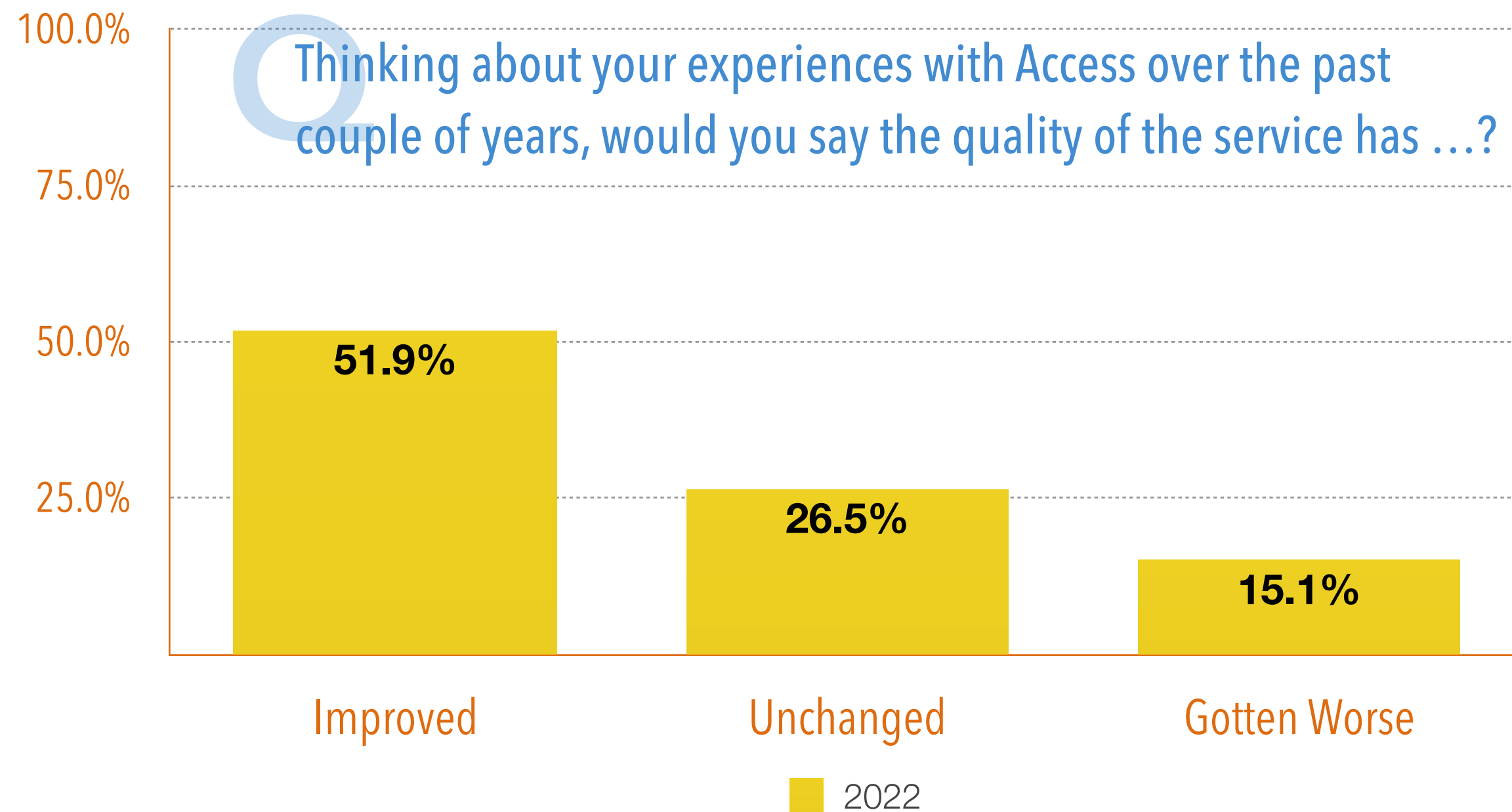
Likes of Trips the Last Three Months

Q And what did you like least about your trips the past three months, that is, what did Access not do particularly well or what did they do that you did not like?

	2022
Nothing / liked experience	28.9
Trip takes too long / routing	13.5
Not punctual / arrive late / early	8.6
Shared ride	6.3
Problems with reservation	4.2
Vehicle too small / crowded	4.0
Expressed multiple reasons	3.8
Driver rude / unfriendly	3.7
Long wait for pick up	3.2
Drop off / pick up wrong spot	2.2
Did not pick up / did not wait	1.8
Vehicle uncomfortable / hard to enter and exit	1.7
Drove too fast / unsafe	1.3
Vehicles are dirty, in disrepair	1.3
Driver not competent	1.1
Technical glitches (GPS inaccuracies, payment)	1.0
Sent taxi / don't like taxi	0.9
COVID related issues	0.8
Agents rude / difficult	0.7
No same day service	0.6
Ride bumpy / rough	0.5
Low vaccination rate for drivers	0.4
Did not call out	0.3
Drivers / passengers bad hygiene	0.3
Missed appointments	0.2
Problems with Tap ID card	0.1
Other	6.5
Don't know	1.9

Dislikes of Trips the Past Three Months

Improvements in Quality of Service



How has the quality of service improved?

	2022
Drivers friendlier / courteous	51.3
Nicer vehicles / vehicles more comfortable	51.3
Easier to make reservations	41.9
More helpful / get out of vehicle	41.5
Agents friendlier / more helpful	36.9
More punctual / on time	34.5
Vehicles easier to enter / exit	32.2
Drivers better / more careful	31.5
Agents more knowledgeable	25.9
More responsive to my needs	21.2
Better / more information	18.9
Offers more services	12.8
Other	9.4
Don't know / refused	4.4

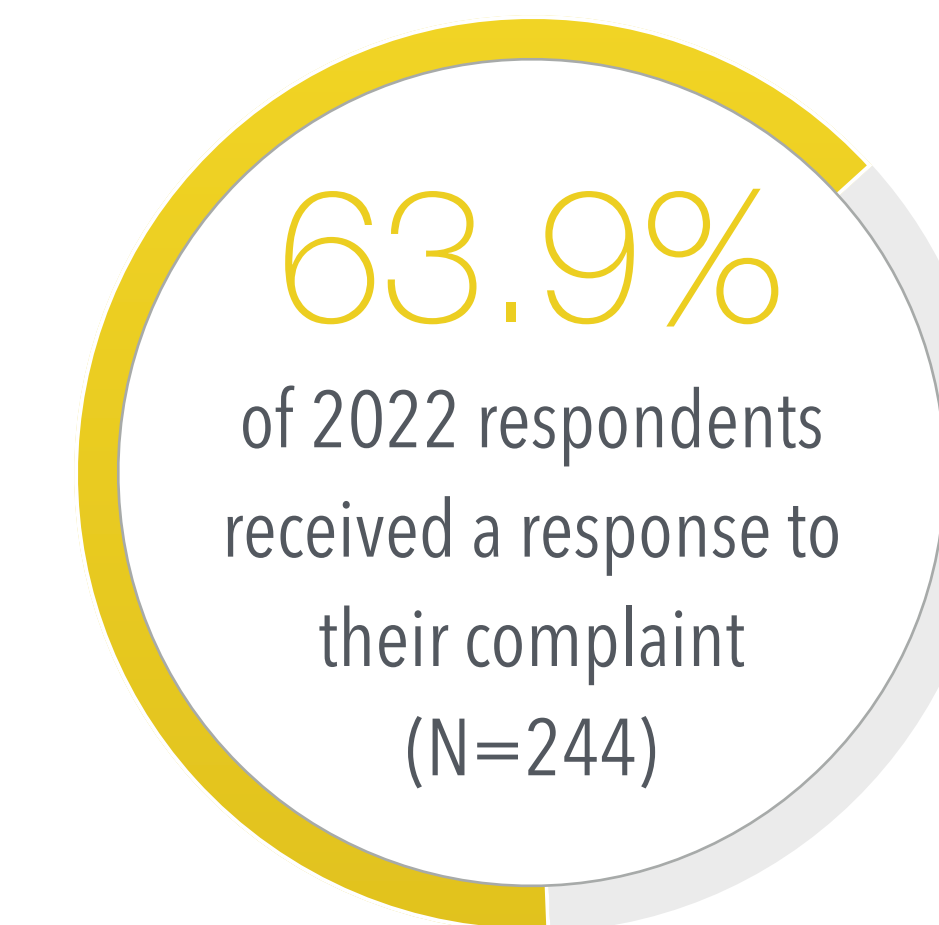
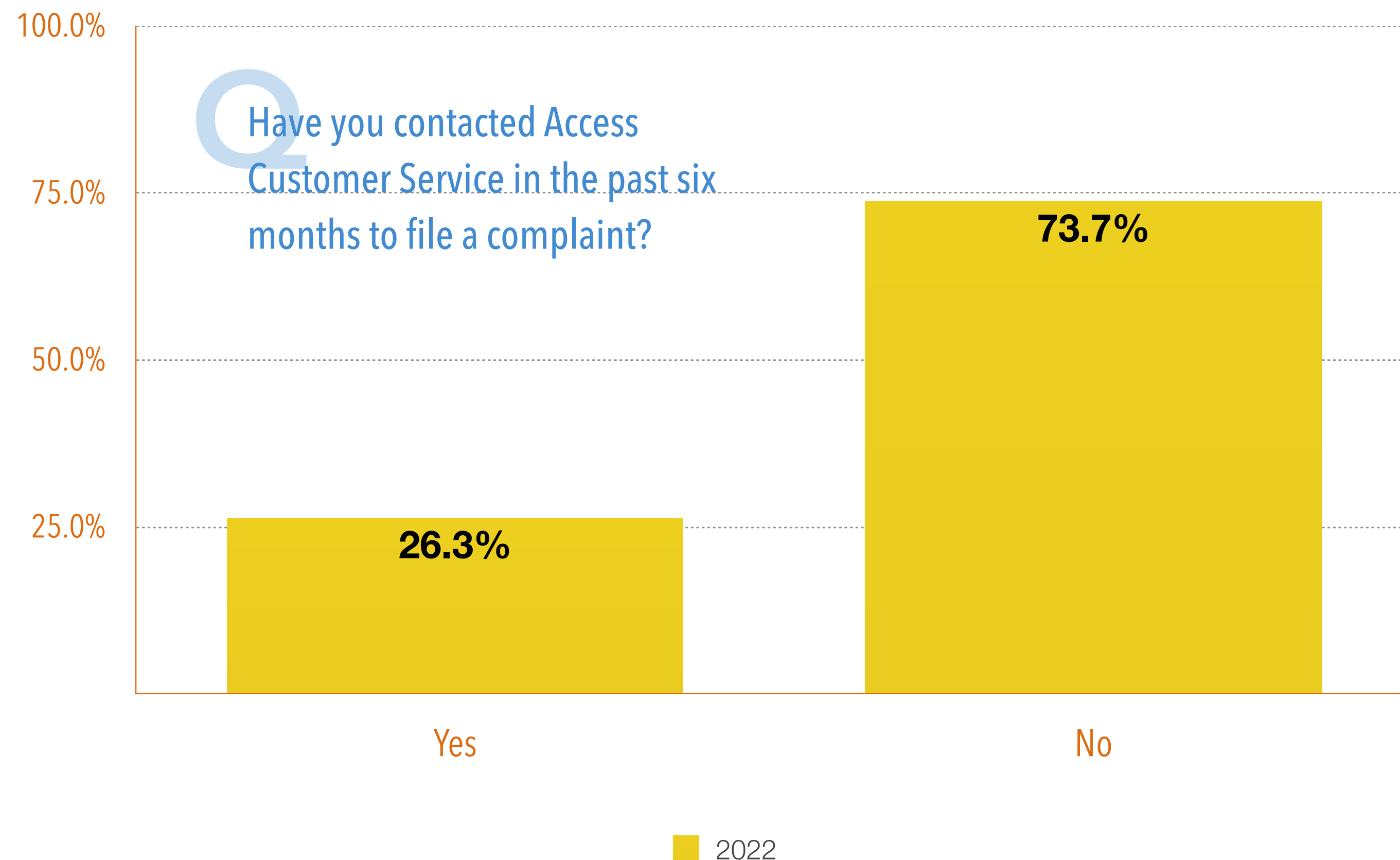


What do you feel Access could do to improve your overall experience using their service?

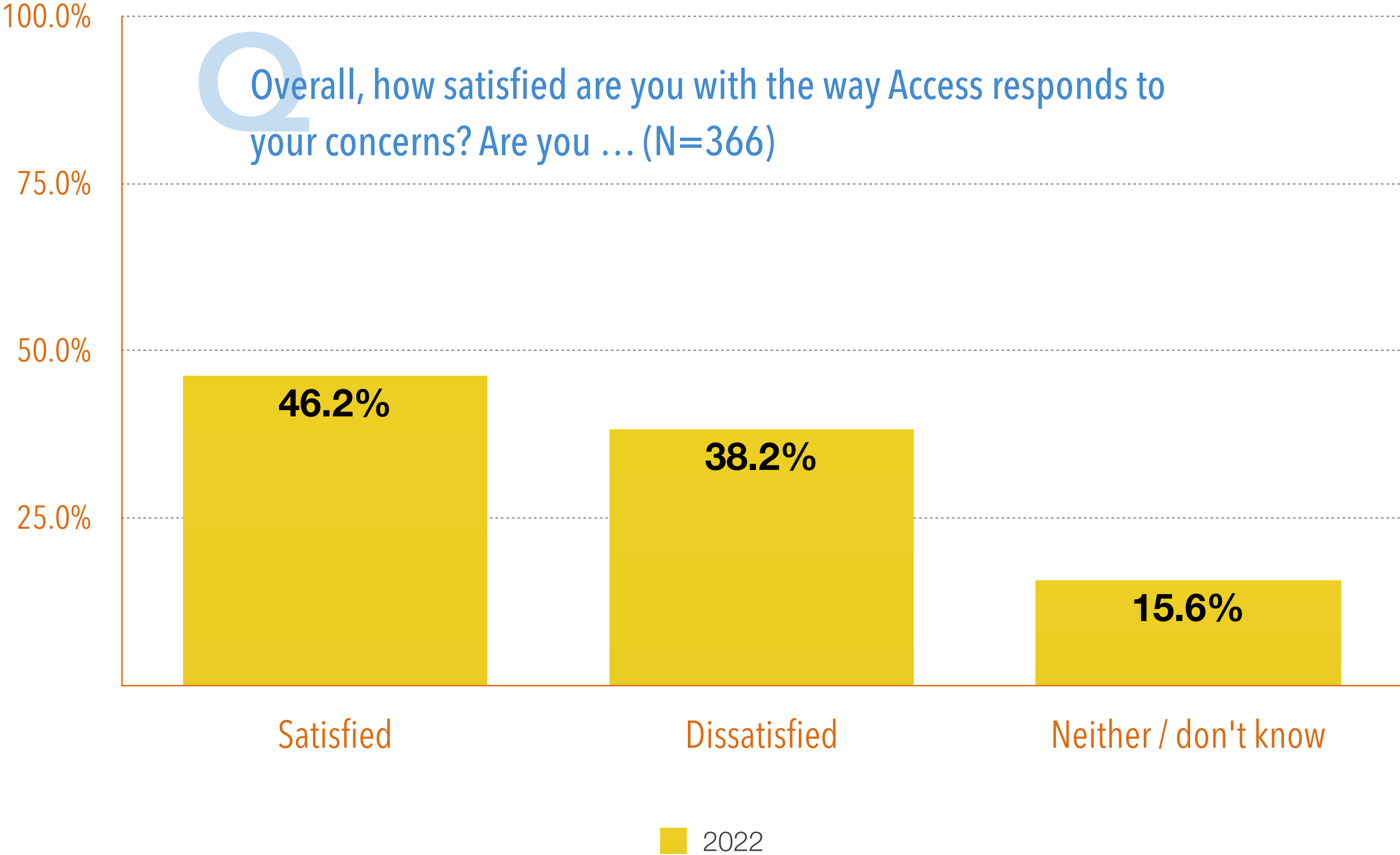
	2022
Nothing	14.0
Doing a good job / thank you	10.4
Better trip routing	9.7
Eliminate share ride	6.5
Arrive on time	5.8
Expressed multiple suggestions	4.7
Shorten the travel time	3.7
Hire more drivers, dispatchers, agents	3.4
Better training for drivers	2.9
Update the ETA, shared ride	2.2
Improve customer service / listen to customers / care more	2.0
Online / app based reservations	1.9
Pick up on time	1.8
Driver friendlier / helpful	1.8
Vehicles large enough / easier access	1.6
Allow same day reservation	1.4
Provide more vehicles / vans / buses (wheelchair access)	1.4
Drop off / pick up at destination	1.3
Agent Friendlier / knowledgeable	1.2
Update technology (GPS, apps, routing software)	1.0
Flexibility	1.0
Other	16.6
Don't know / refused	3.5

Suggestions to Improve Experience

Complaints Filed to Customer Service



Satisfaction with Complaint Resolution



Frequency and Nature of Filing Commendations

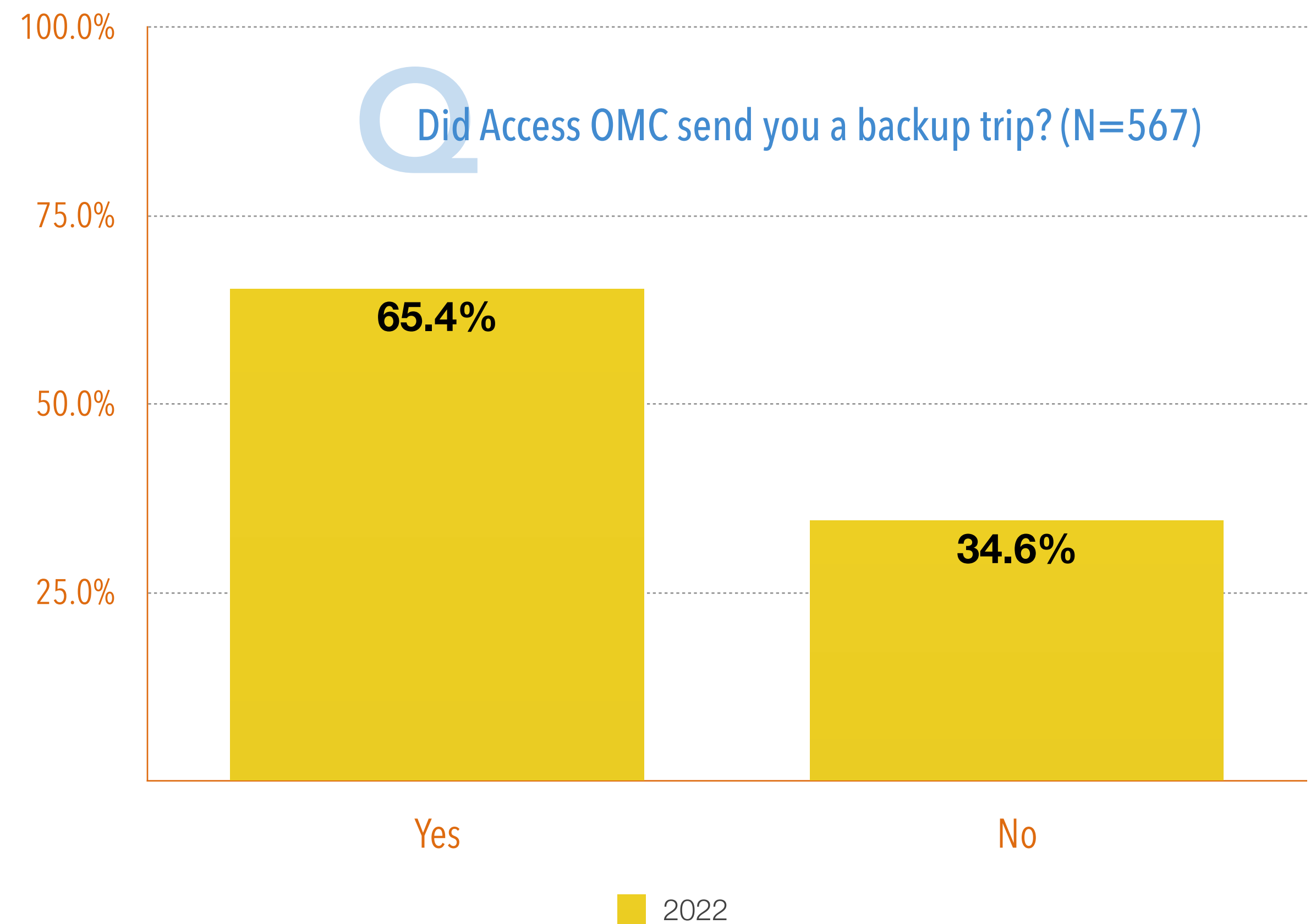
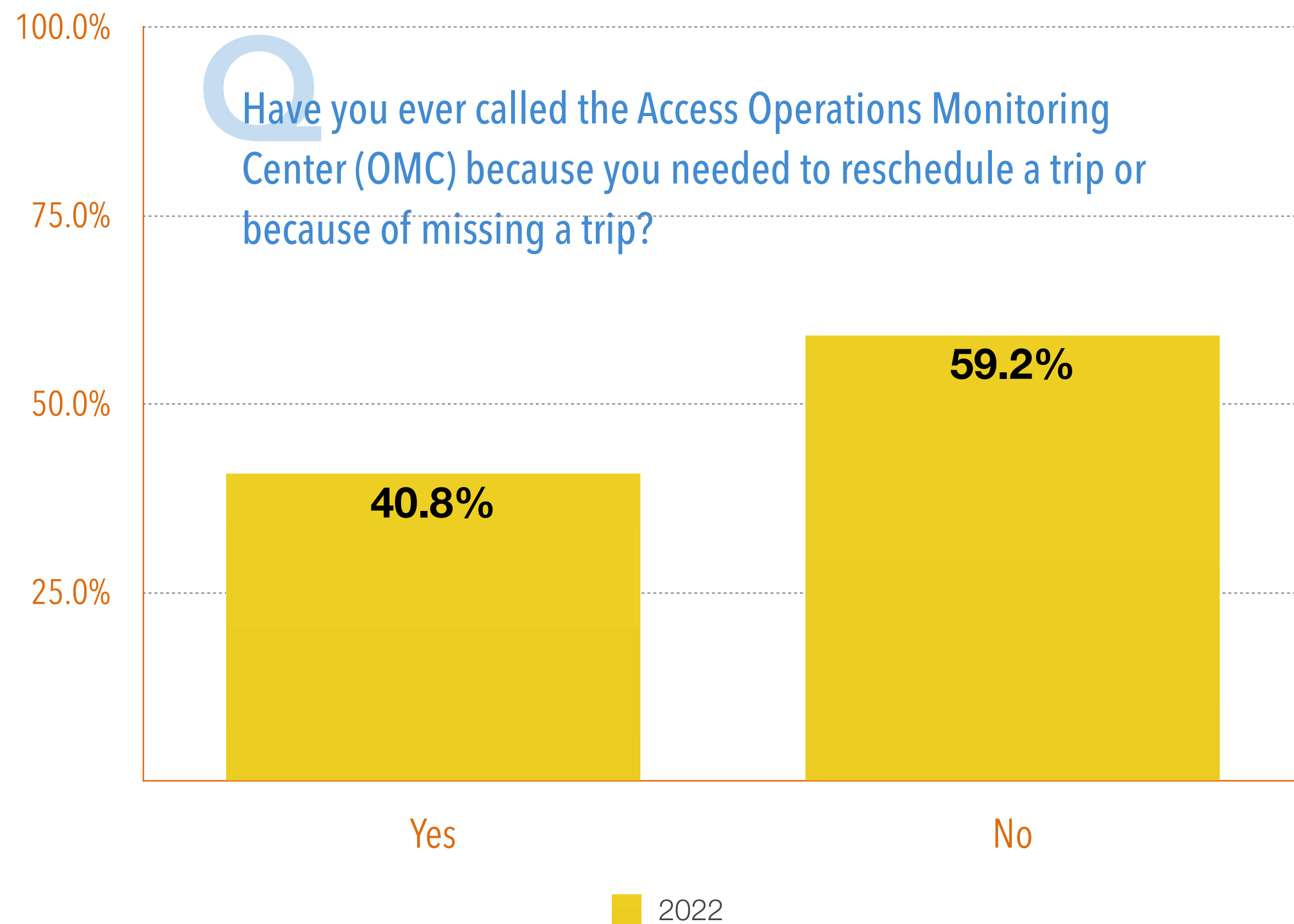


Q Could you please tell me about the type or nature of the commendation?
(N=180)

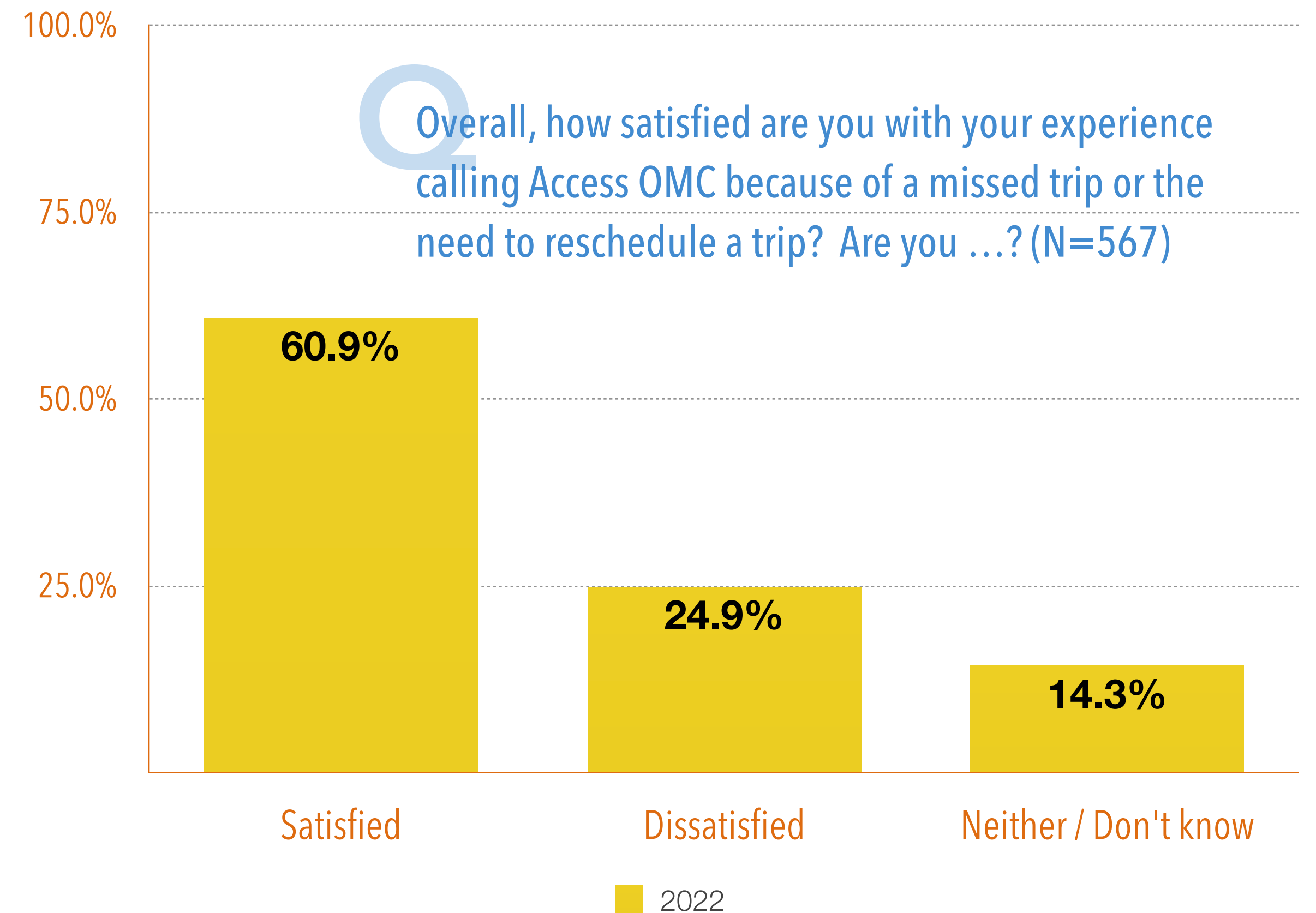
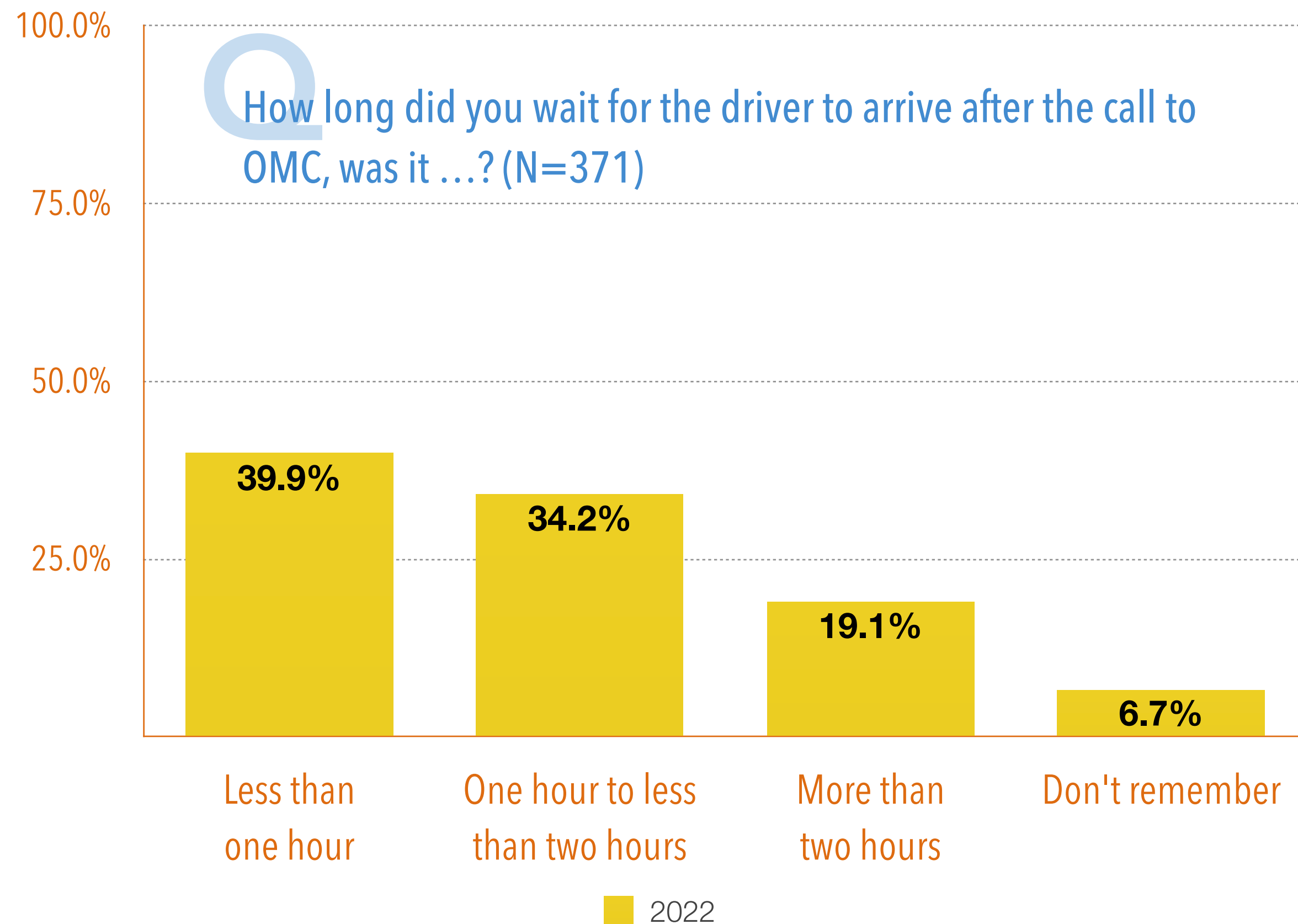
	2022
Compliment driver / polite / patient / competent	46.1
Overall compliment Access / appreciate Access	15.0
Dissatisfied customer / poor experience*	13.9
Specific compliments service / great customer service / took good care of me	11.7
Other	6.7
Don't know / don't remember	3.9
None / nothing	2.8

*GreatBlue acknowledges this segment of customers may have misunderstood the question

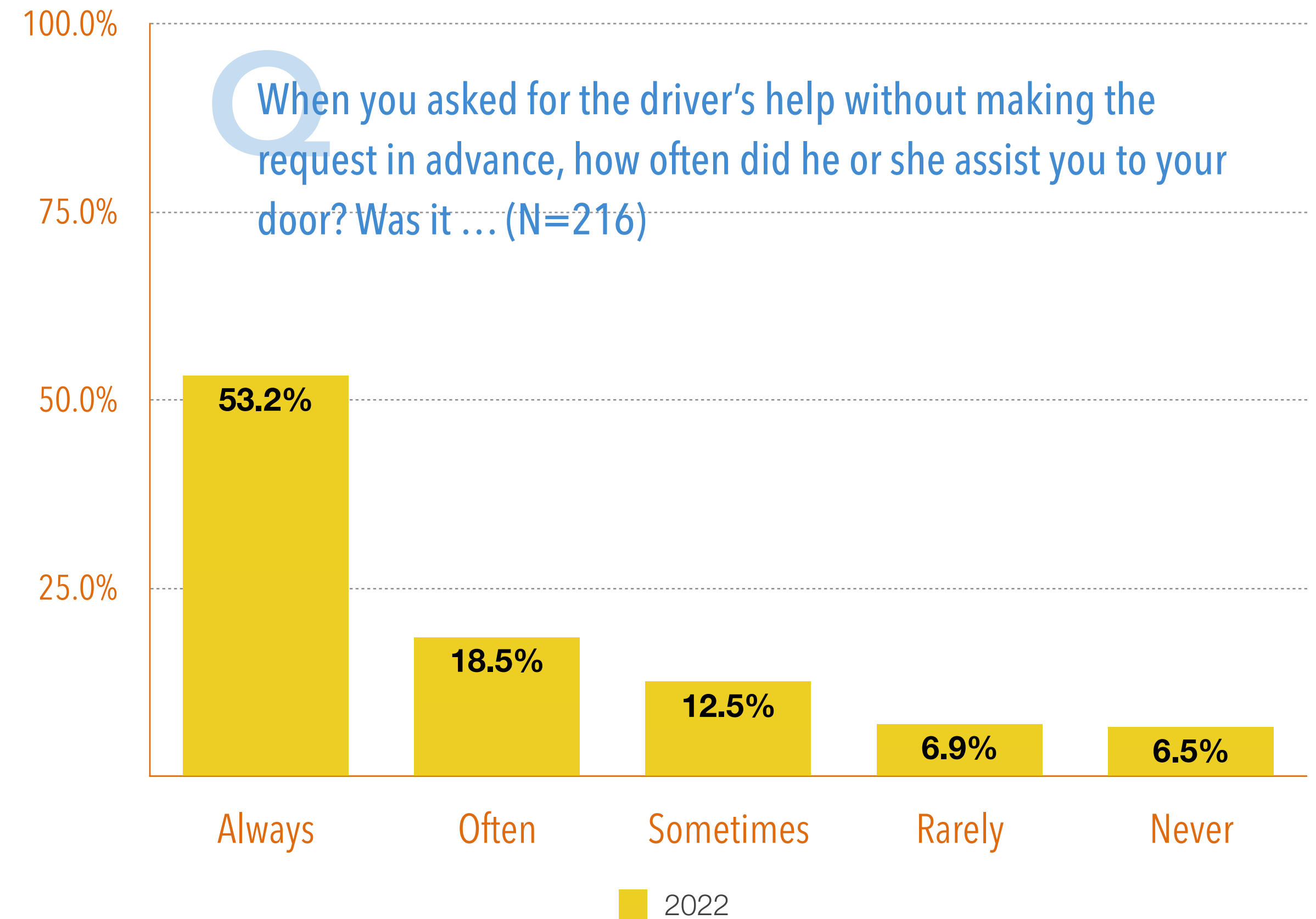
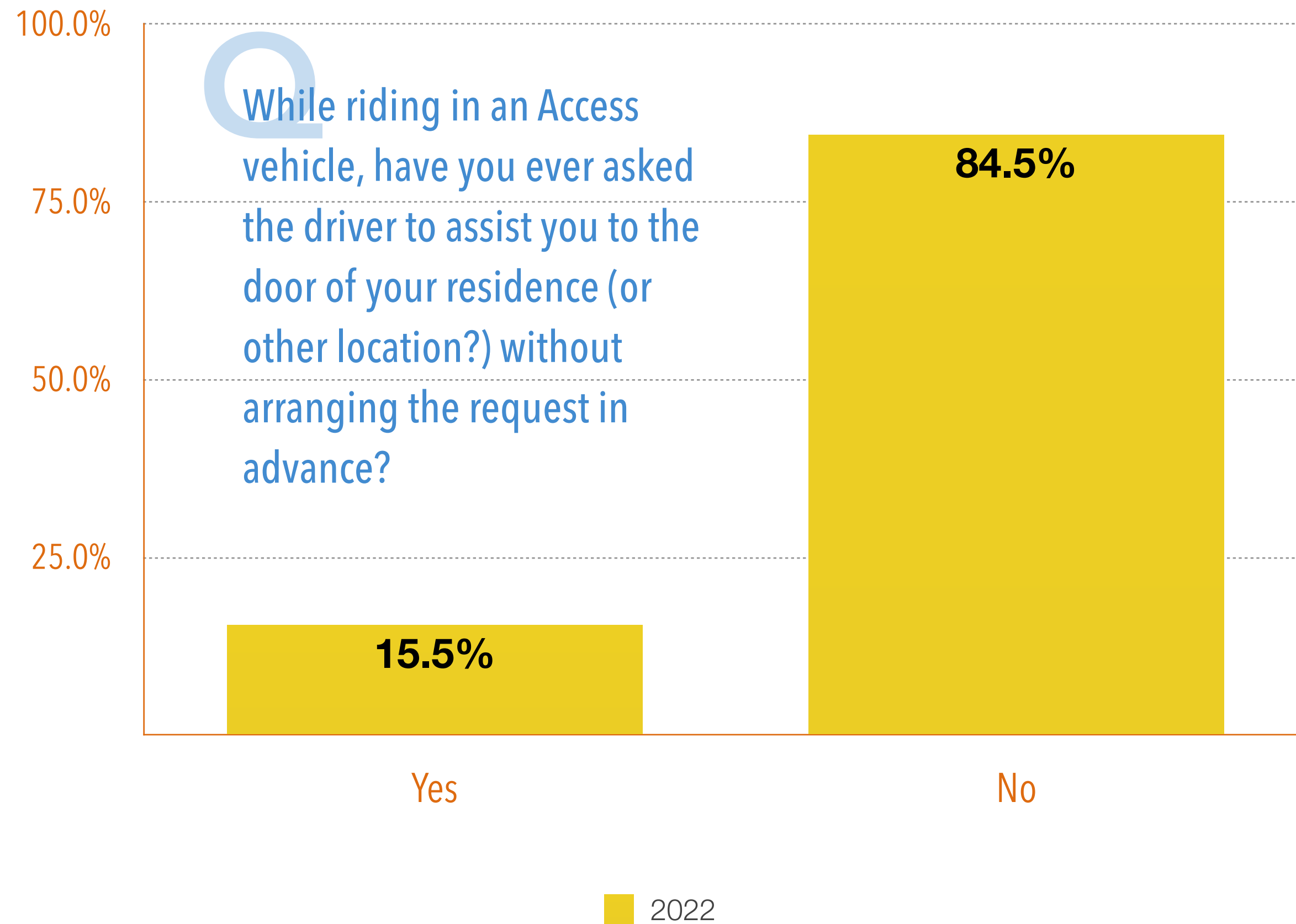
Calling the Operations Monitoring Center



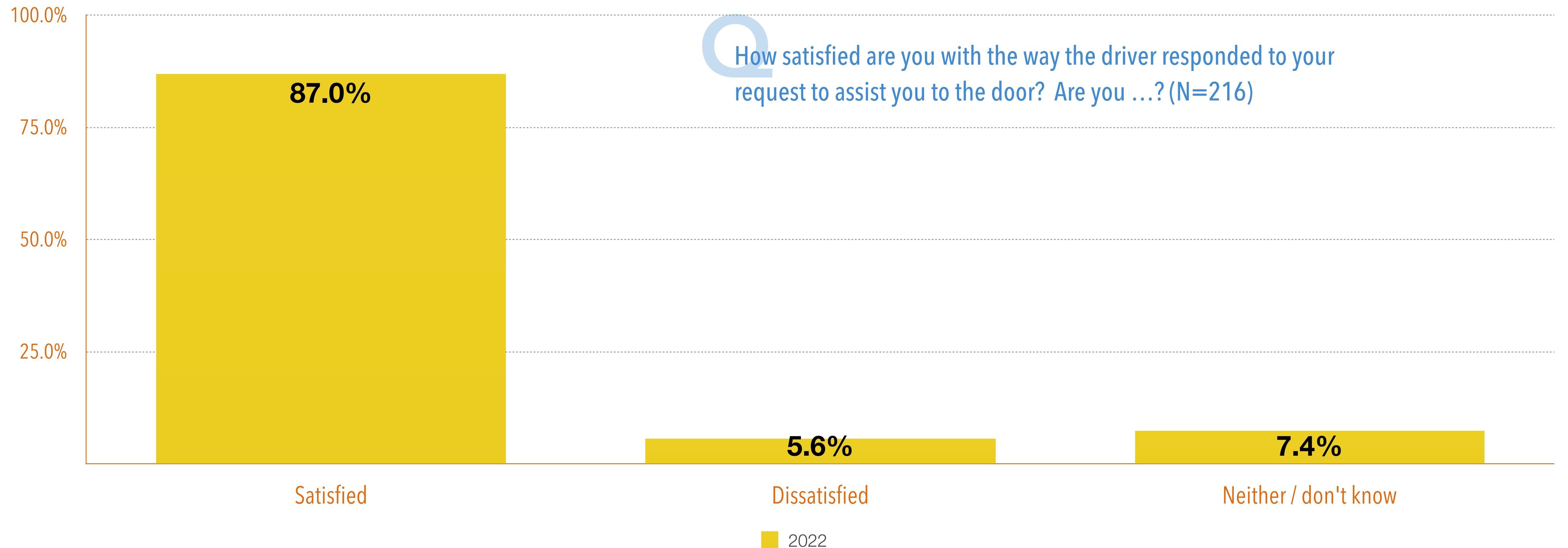
Satisfaction with Experience Calling OMC



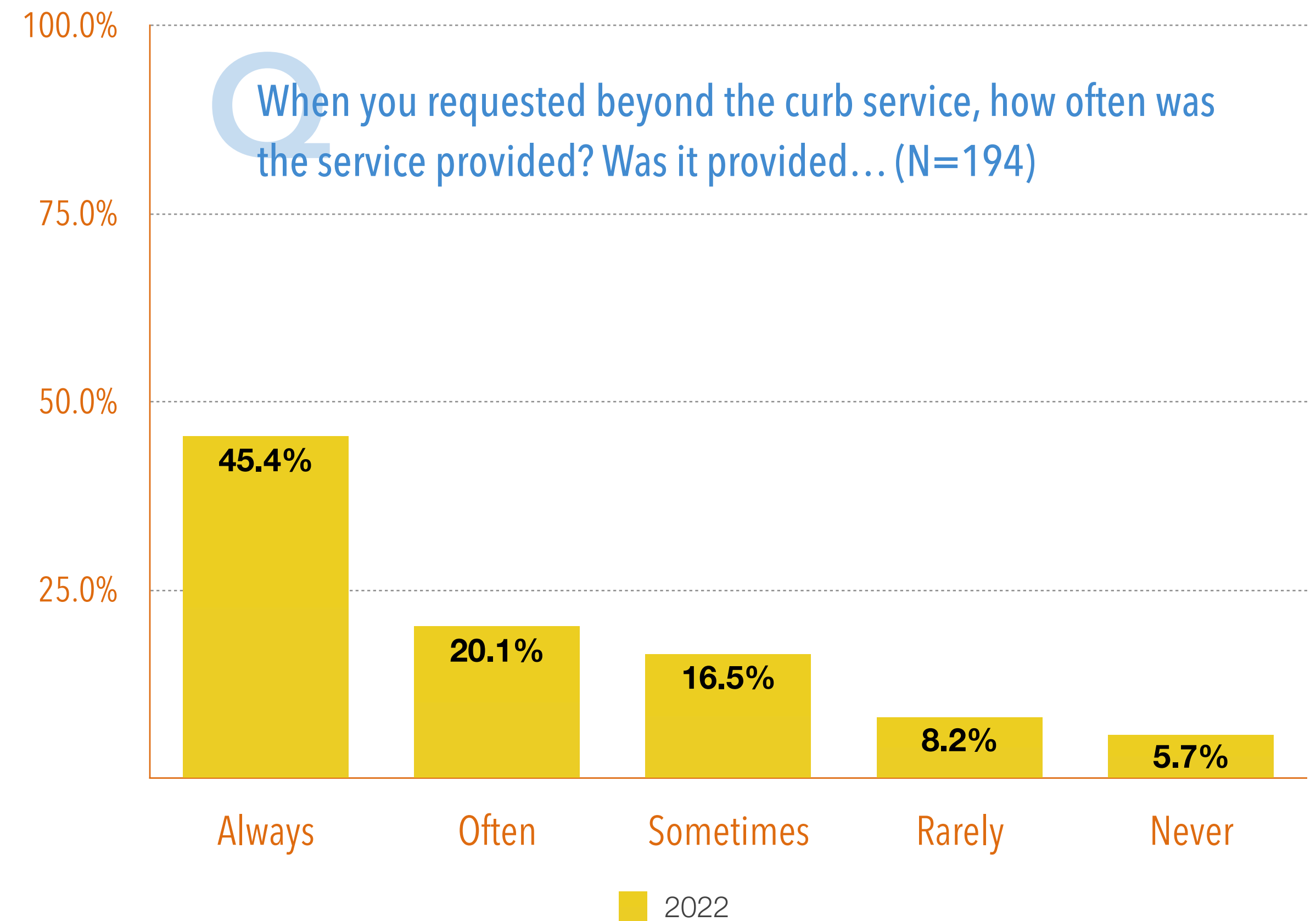
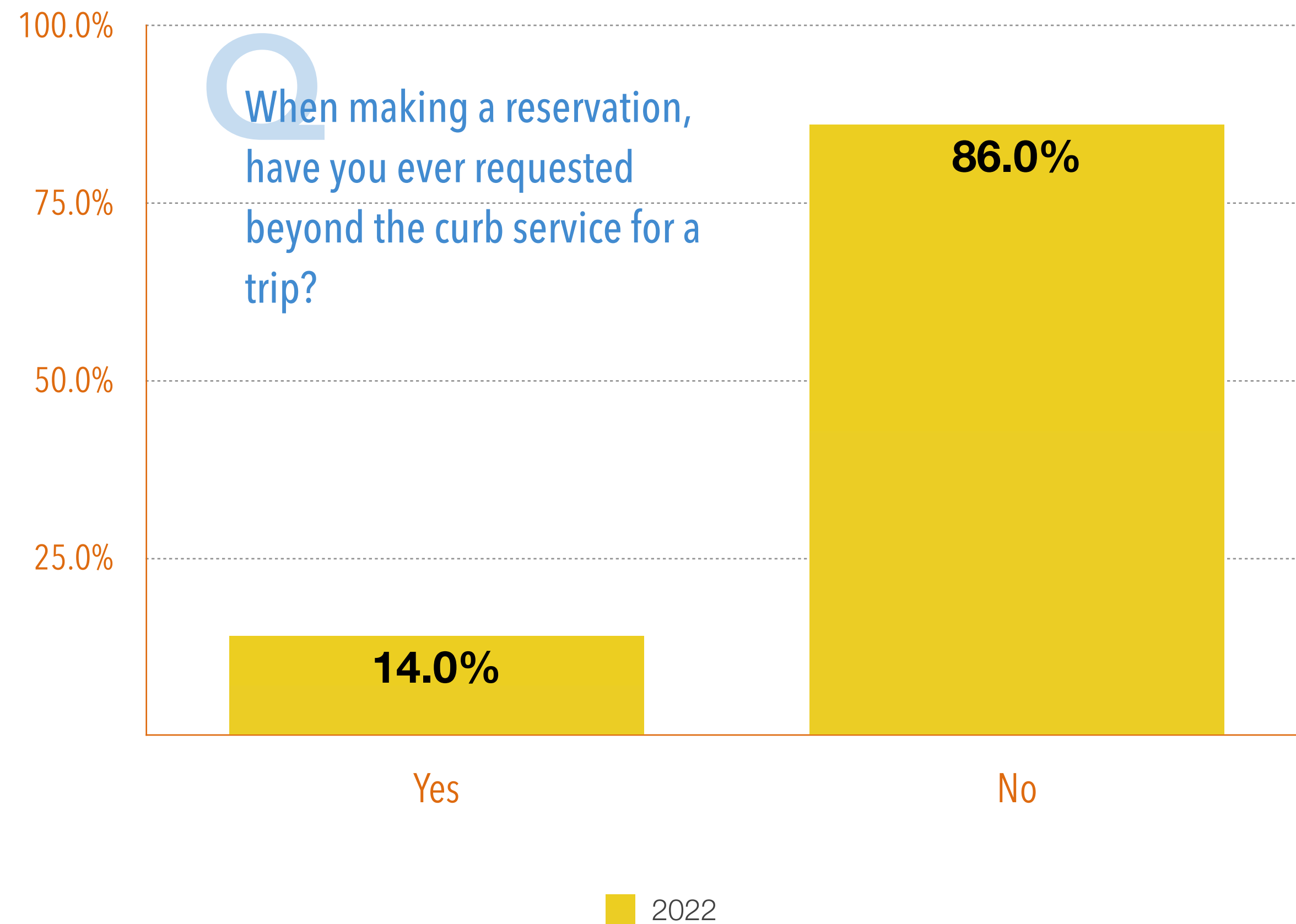
Frequency of Assisting Riders to the Door



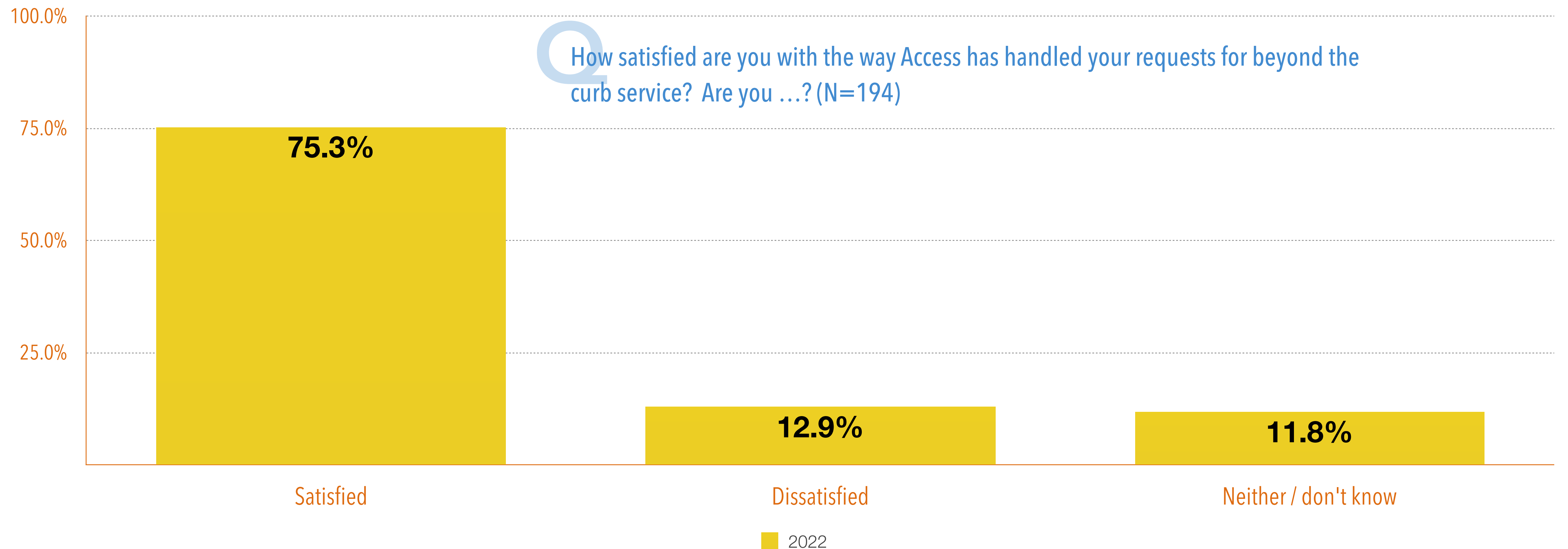
Satisfaction with Requests for Assistance to the Door



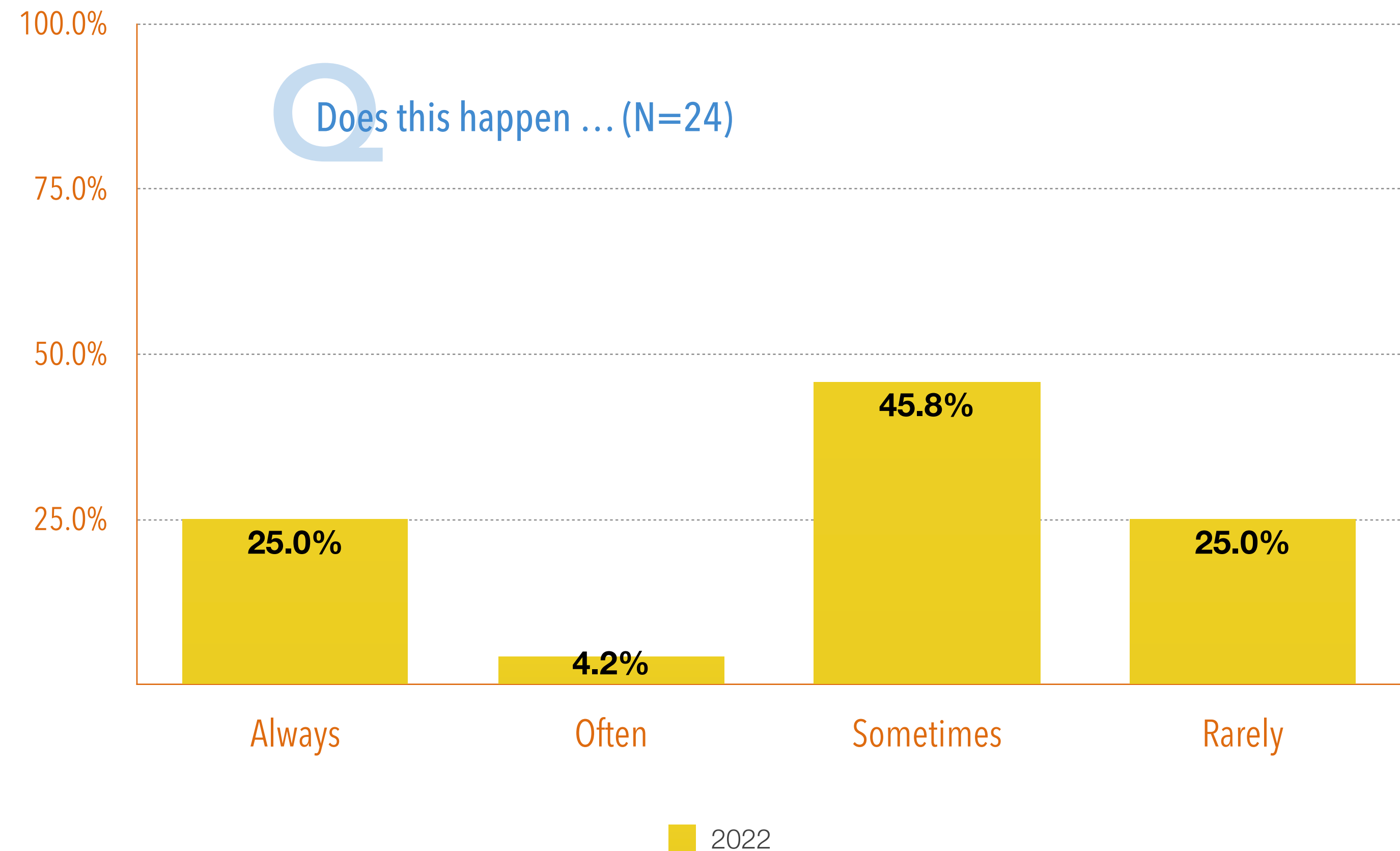
Asking for Beyond the Curb Assistance



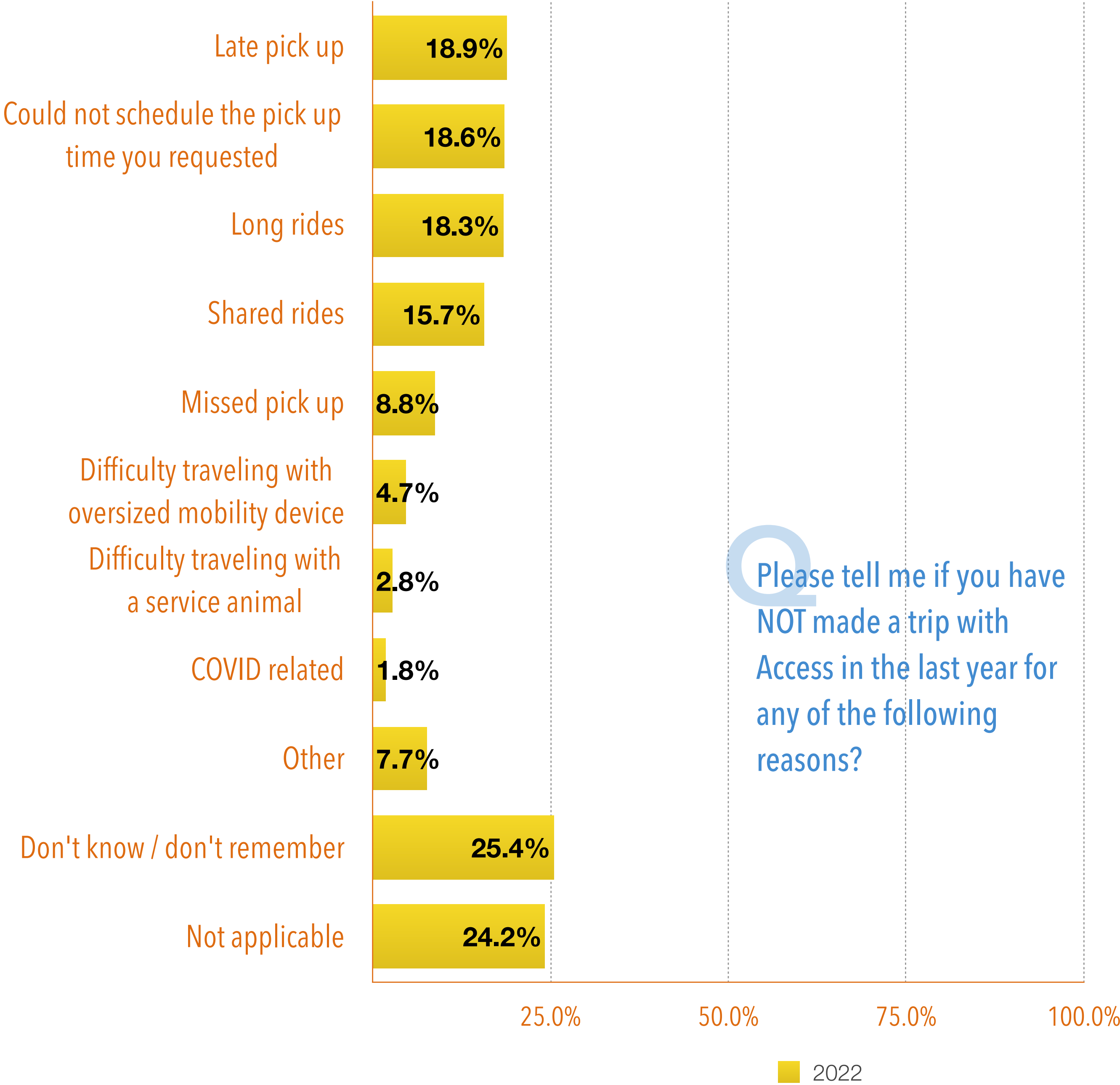
Satisfaction with Beyond the Curb Service

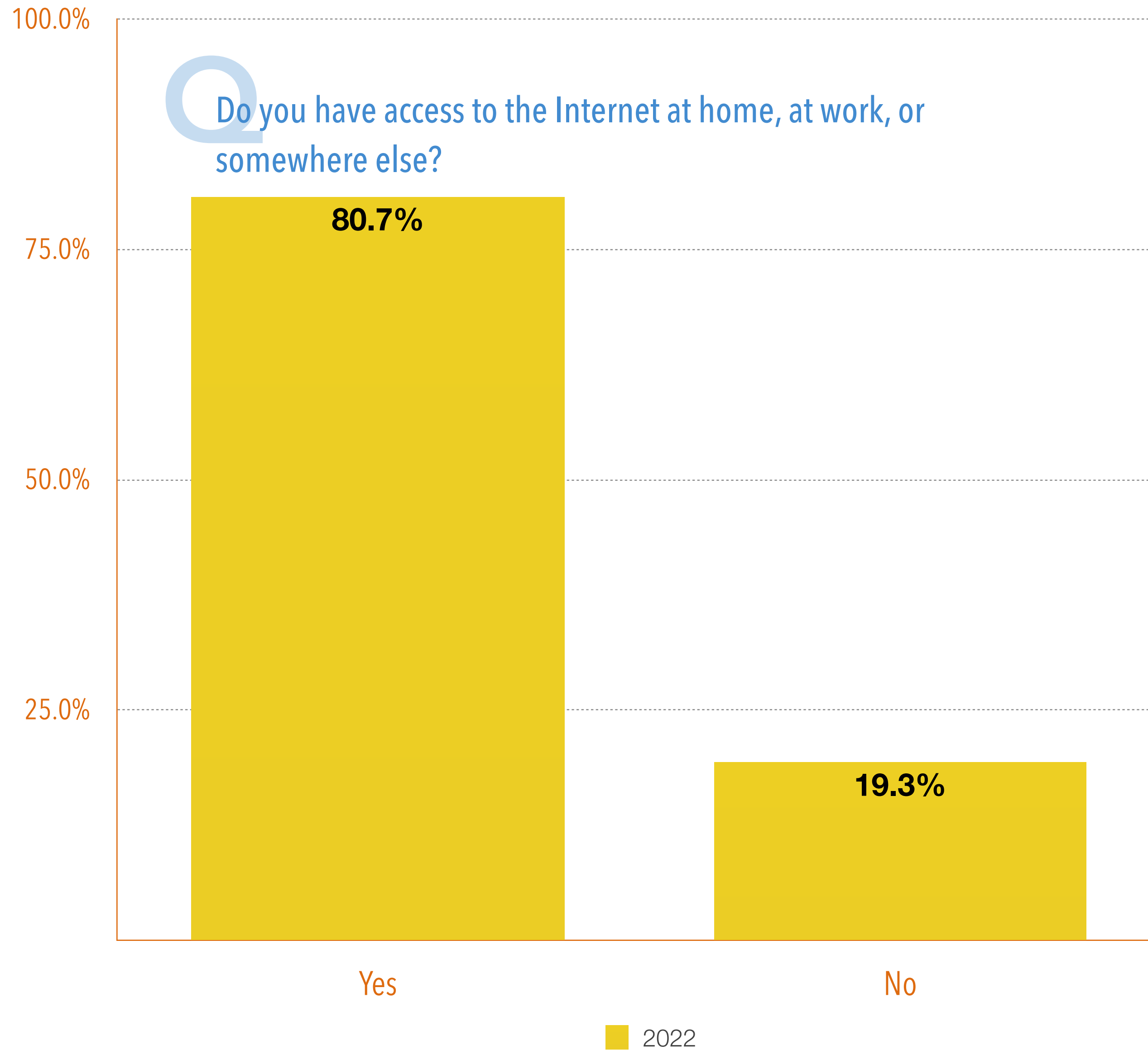


Traveling with Service Animals



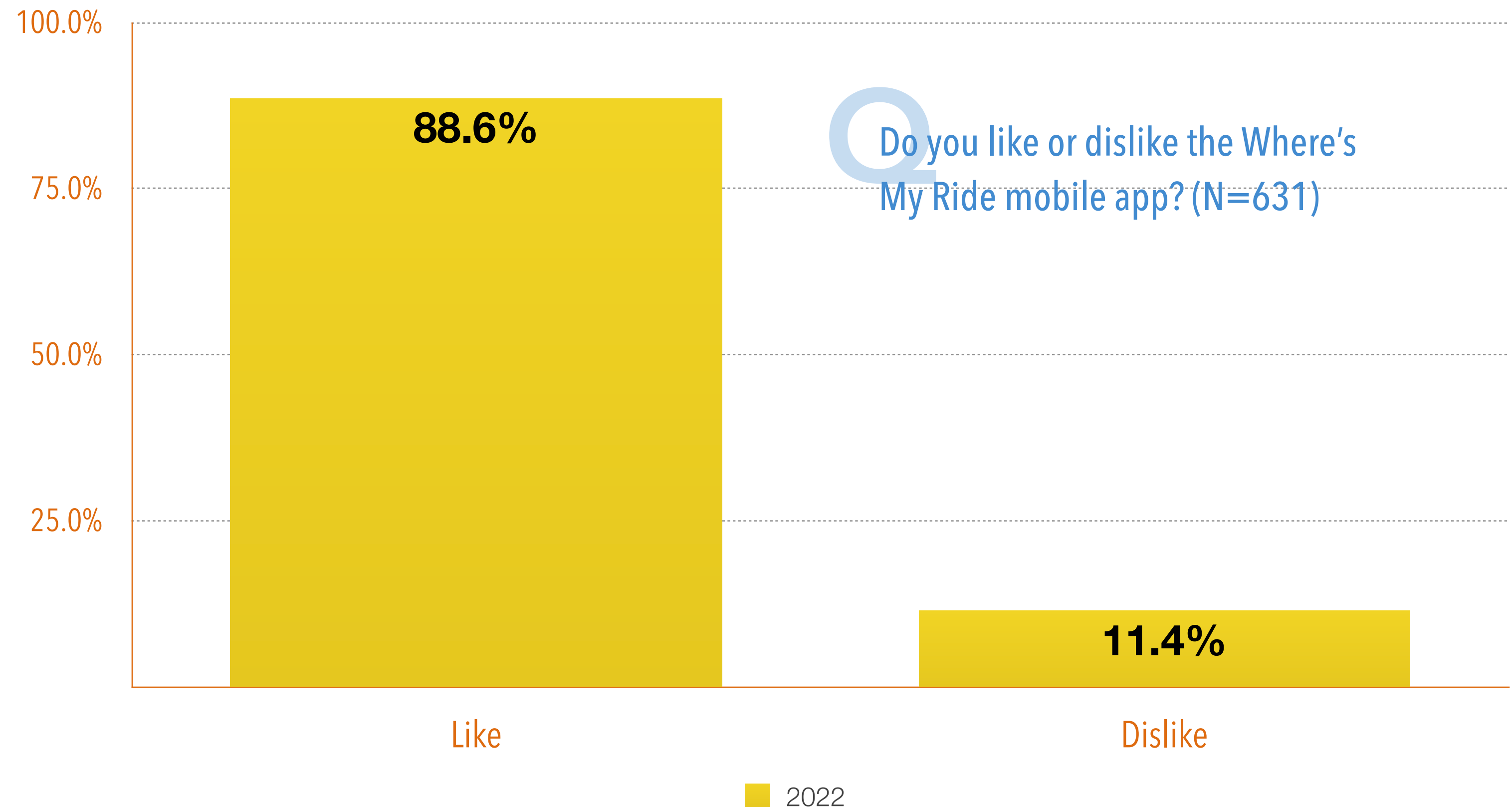
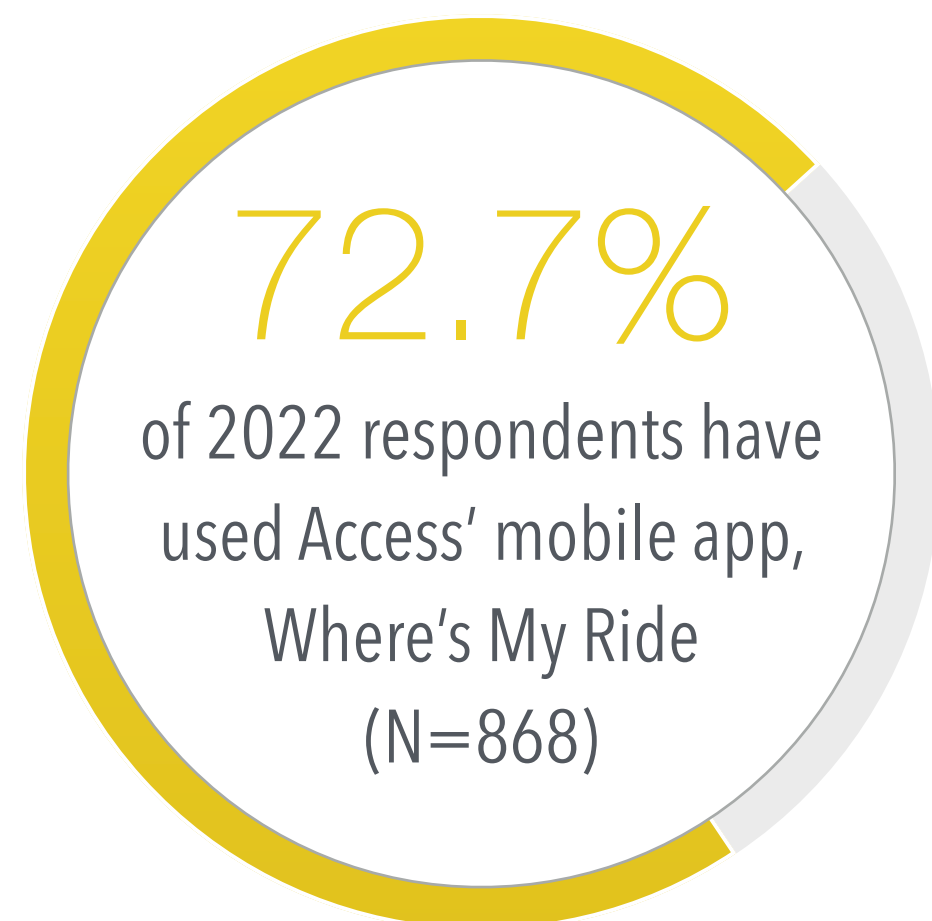
Reasons for Not Making Trips with Access



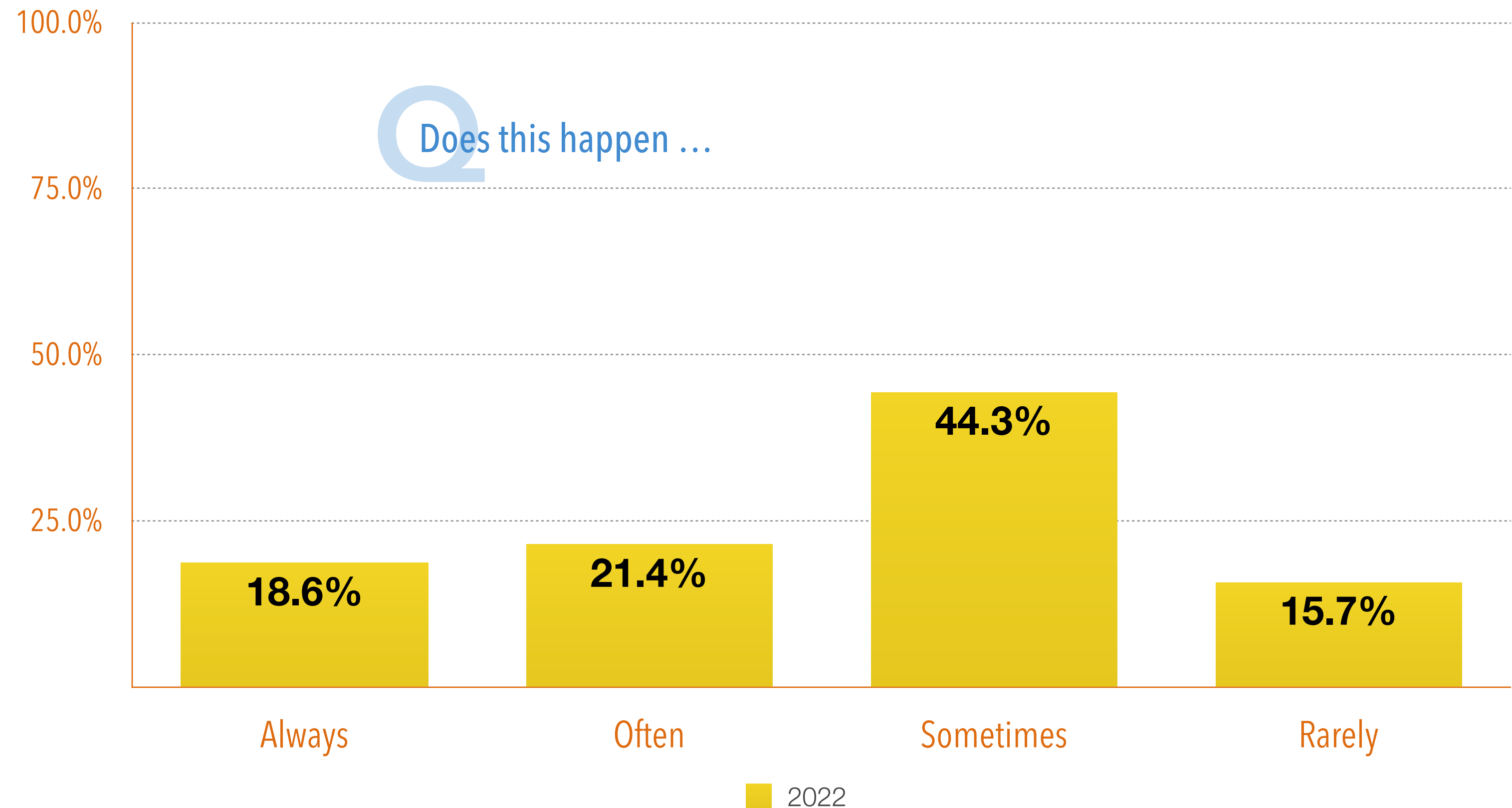
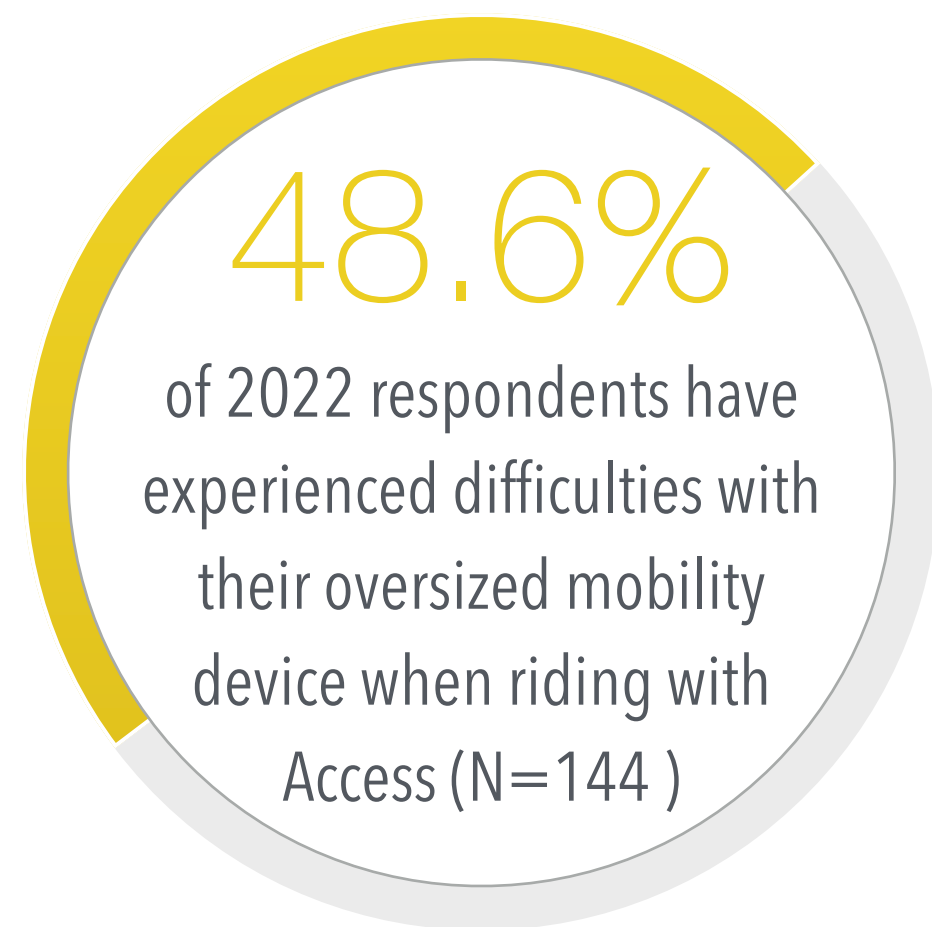
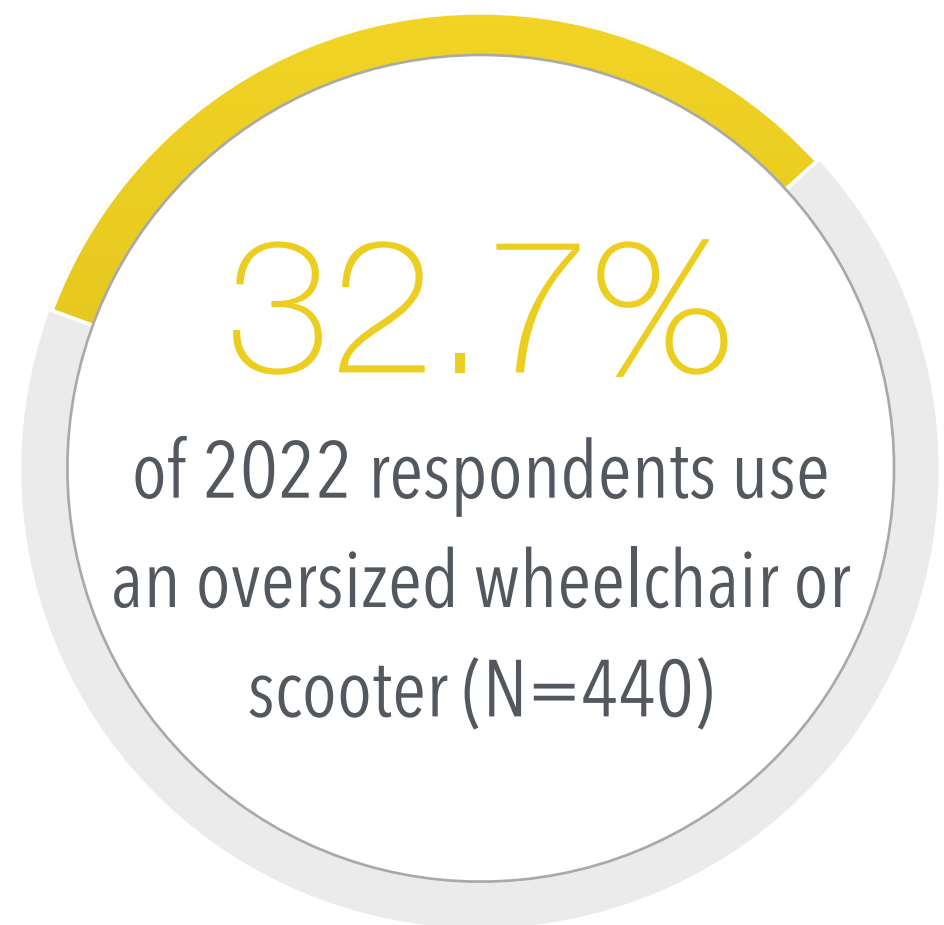


Access to the Internet

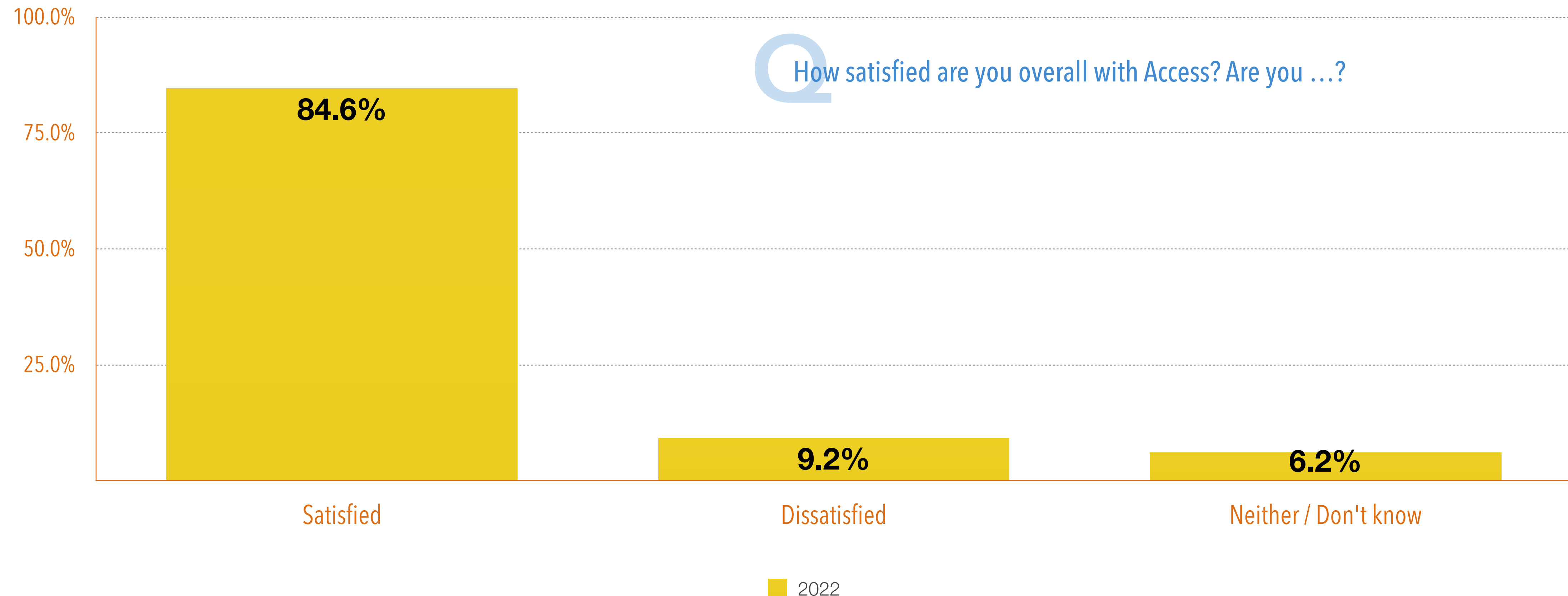
Where's My Ride App

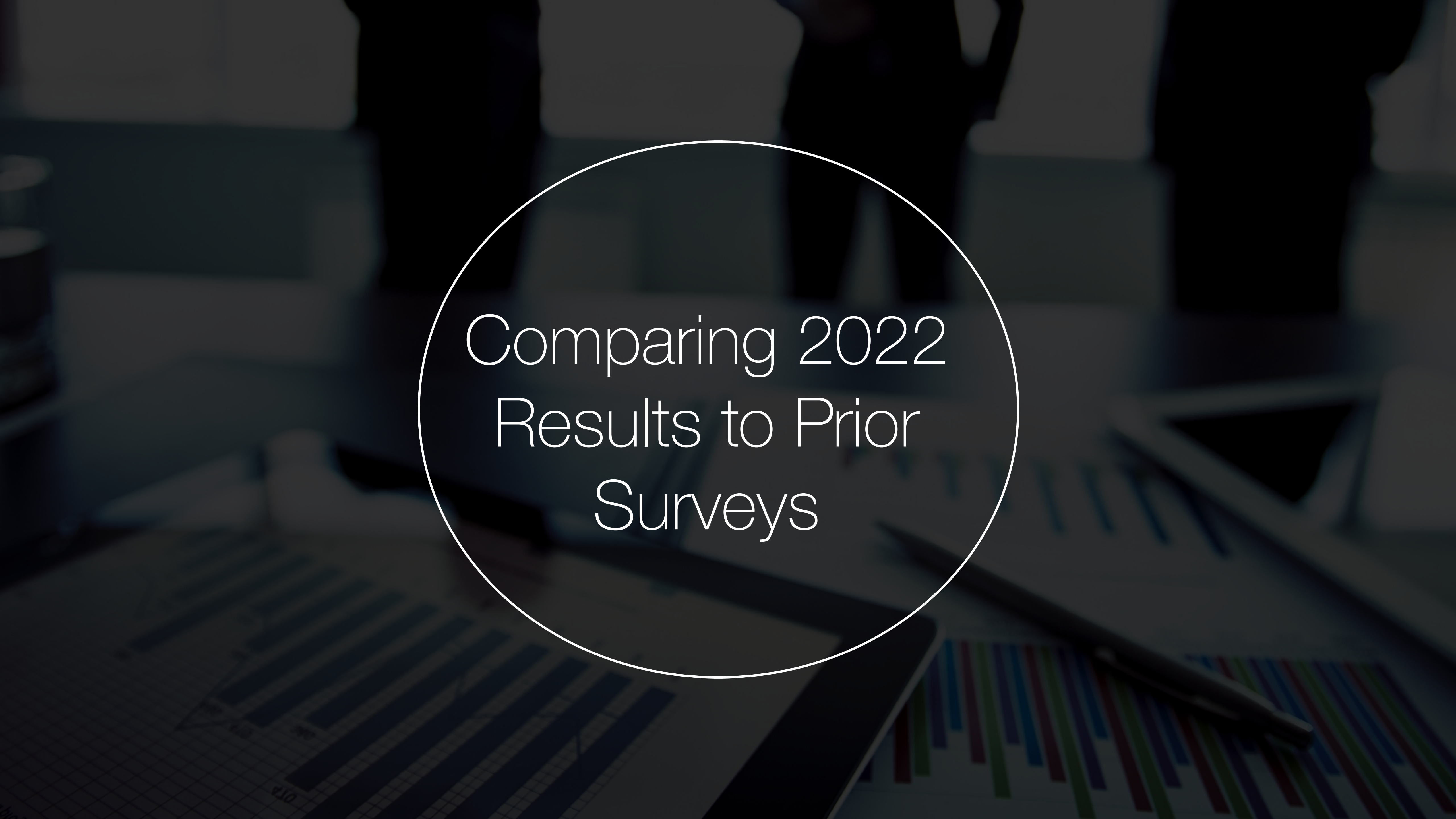


Traveling with Mobility Devices



Overall Satisfaction with Access





Comparing 2022
Results to Prior
Surveys

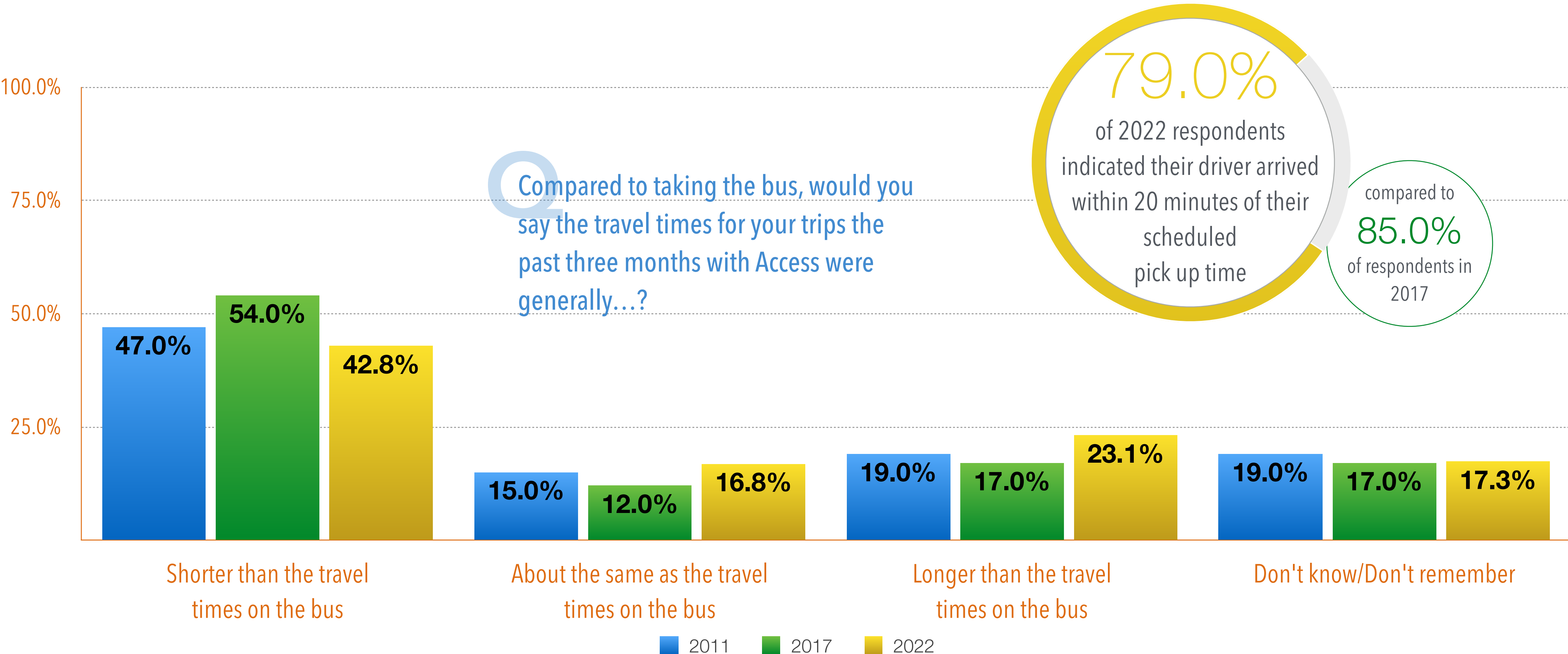
Context of the 2022 Study

- Compared to surveys conducted in 2011 and 2017, changes were made to both the survey instrument utilized in the 2022 study, as well as the survey methodology used to field the survey, which may have impacted the results of the study. Those changes and considerations are mentioned below:
 - In previous iterations of this survey, fielding has been conducted by telephone calls only. This year, more than 1,100 of the 1,390 surveys were conducted using a digital methodology. Conducting surveys through a digital methodology can have several impacts on the data:
 - Respondents often provide more candid and honest answers in a digital survey, because they do not need to express these sentiments to a telephone researcher first. Thus, sometimes these more candid answers are more negative in sentiment, than if a respondent were to report their responses to a live researcher.
 - Digital surveys allow the ability to reach a more representative sampling of customers from a demographic standpoint. In recent years, it has been increasingly difficult to get customers 45 years of age and younger to answer their phone for a phone survey, with data for phone surveys now skewing to customers 55 years of age and older. With digital surveys, we see a more even spread of respondents of all age groups completing the survey, which is more representative of the customer base being surveyed.
 - 2022 fielding took place during the COVID-19 pandemic, and is the first iteration of this study conducted during the pandemic. Across the board, GreatBlue has seen declined ratings for customer satisfaction throughout the industries we work in (Non-emergency Medical Transportation, electric, gas and water utilities, municipalities, healthcare, to name a few). Customer expectations have shifted greatly during the pandemic, and in many cases, have increased, which has led to lower satisfaction levels.

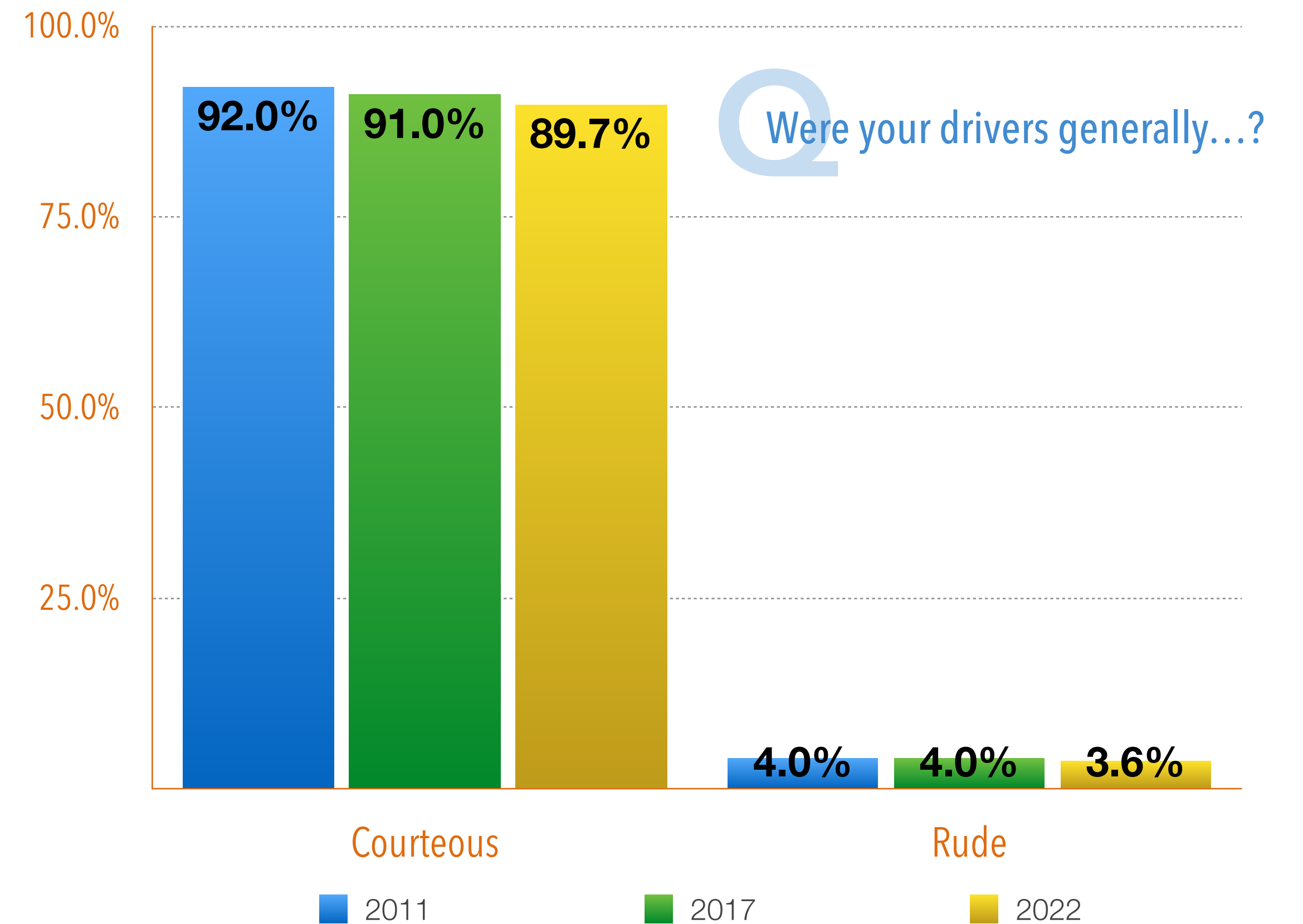
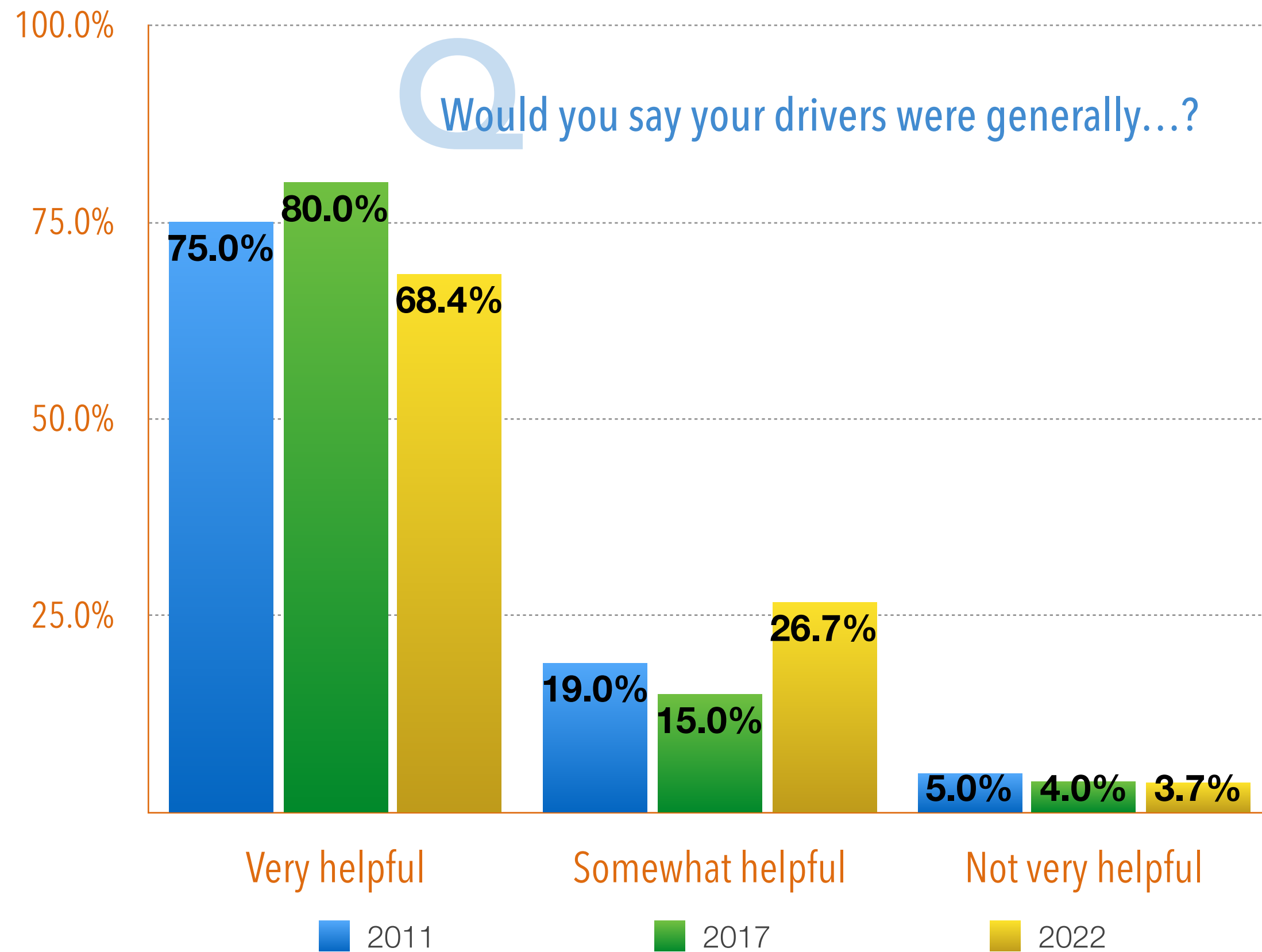
Context of the 2022 Study, continued

- In the first section of the survey, the wording was changed to ask respondents to recall their trips the past three months, as opposed to their most recent trip. Thus, respondents may have had a particularly negative trip in the past three months and been exclusively recalling that trip when completing the survey (negative experiences tend to be more top of mind), than genuinely considering all trips they took in the past three months.
 - This change was made in order to capture more holistic feedback from customers' entire experience riding with Access, as opposed to focusing on their experience with one trip / their most recent trip with Access.

Length of Access Trips Compared to Bus Trips

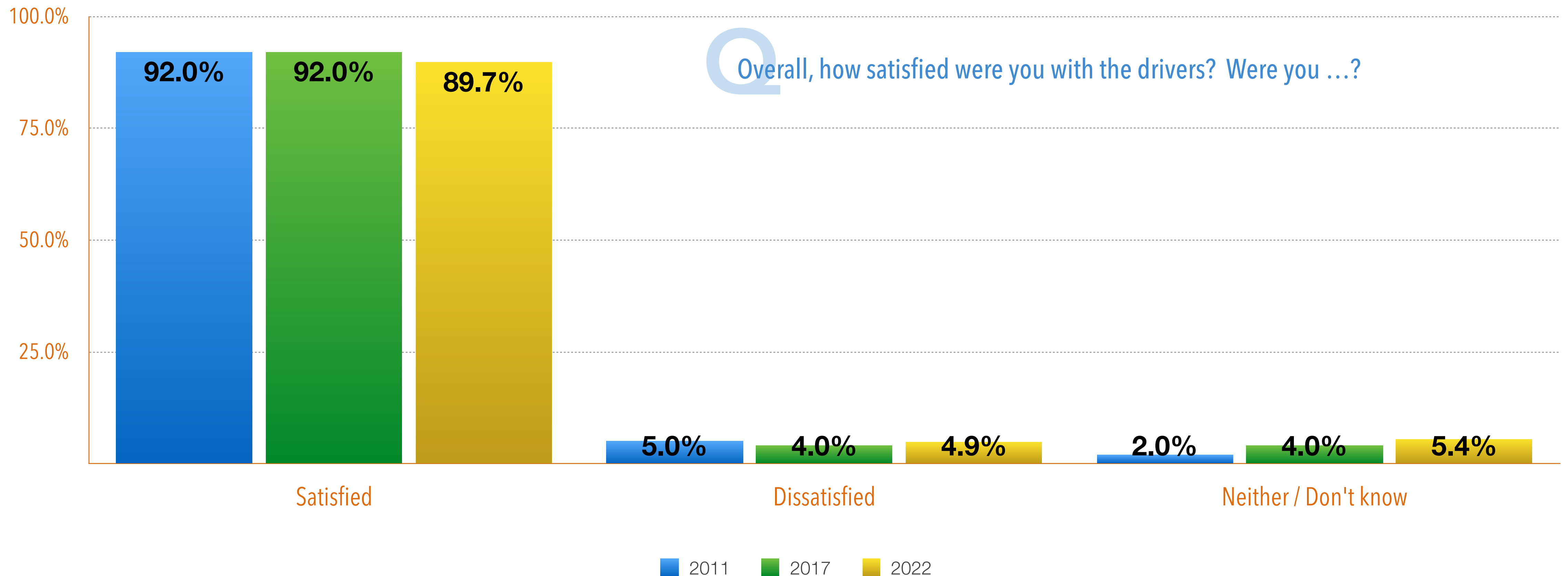


Helpfulness and Courteousness of Drivers

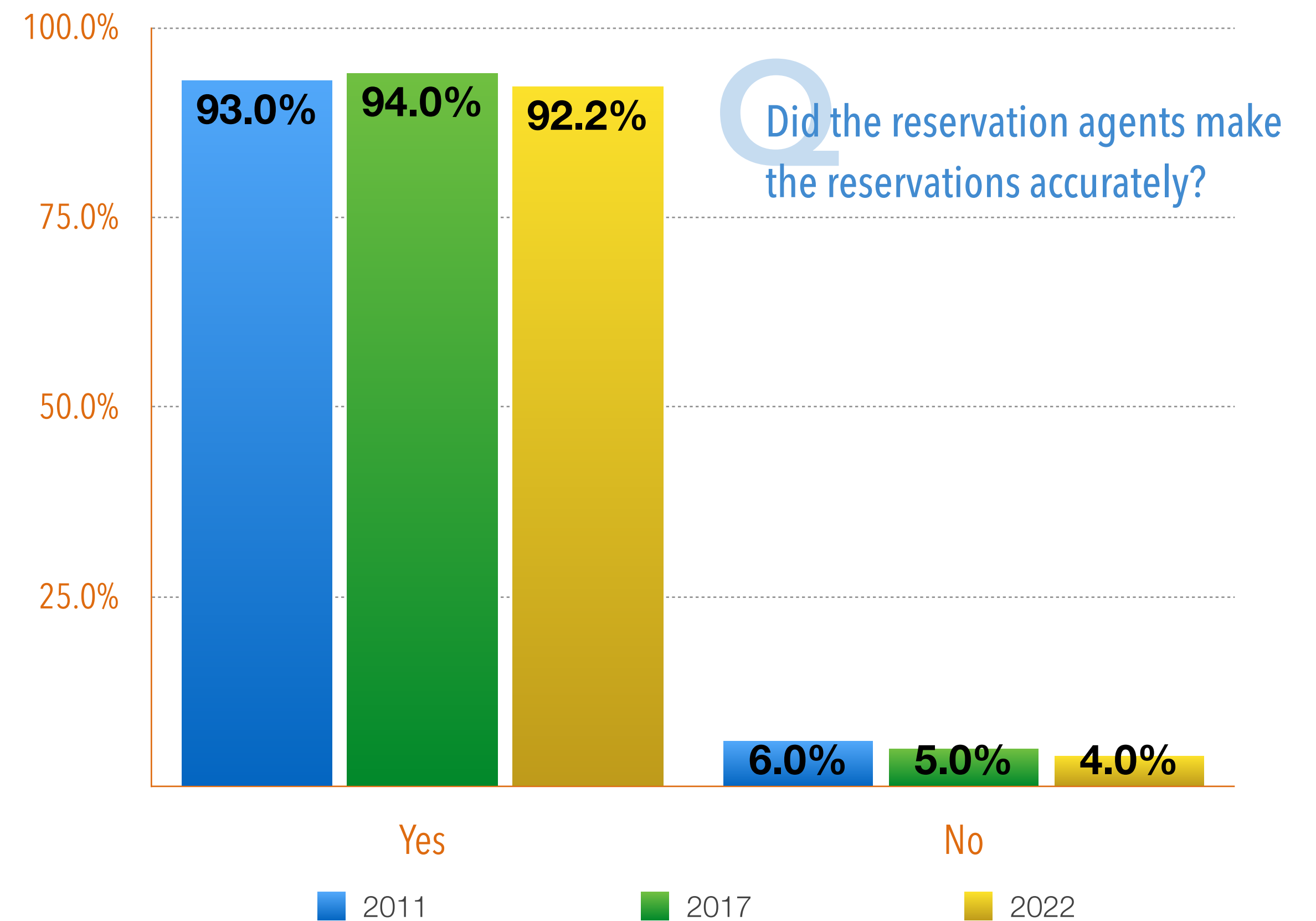
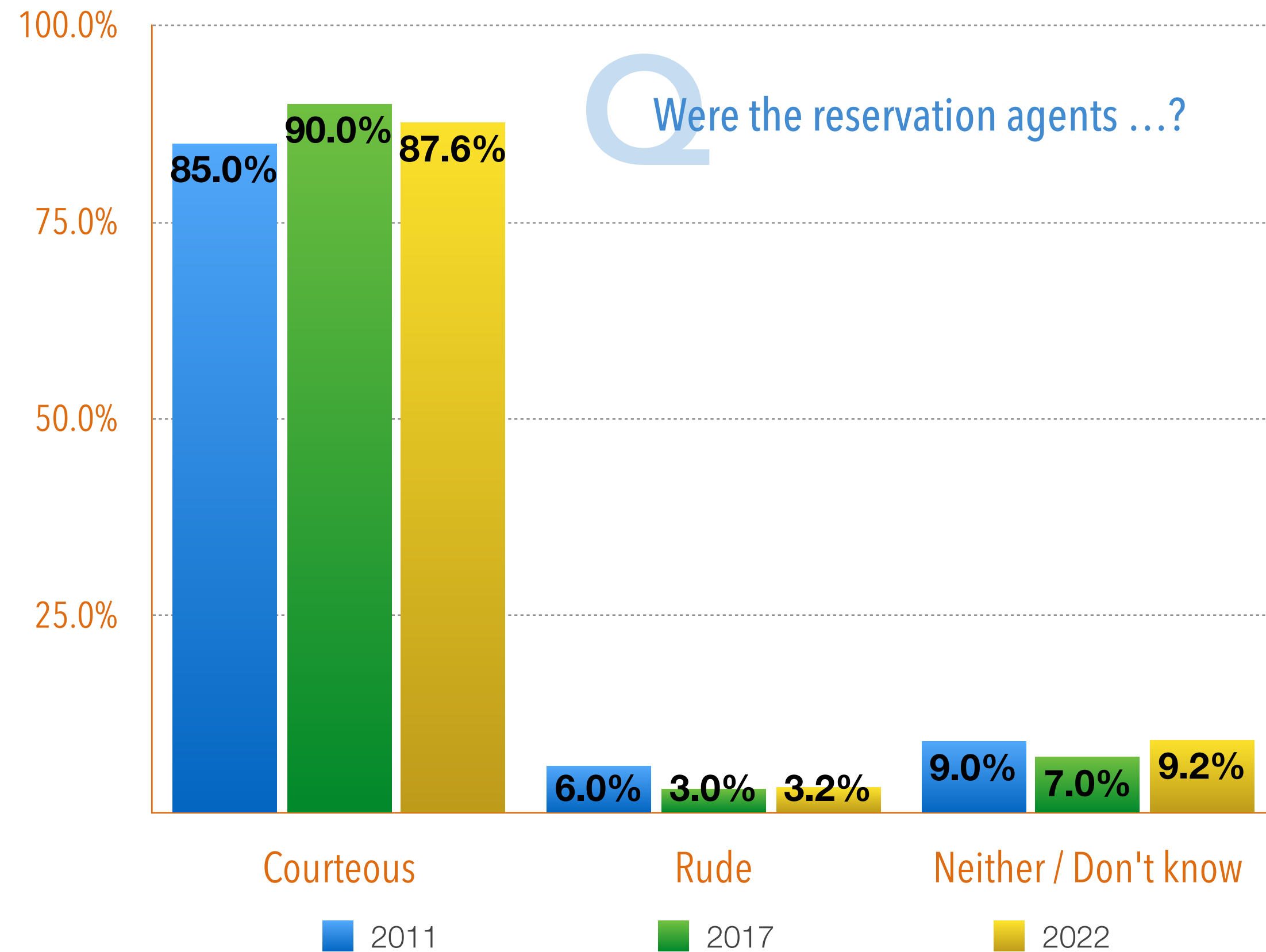


Satisfaction with Access Drivers

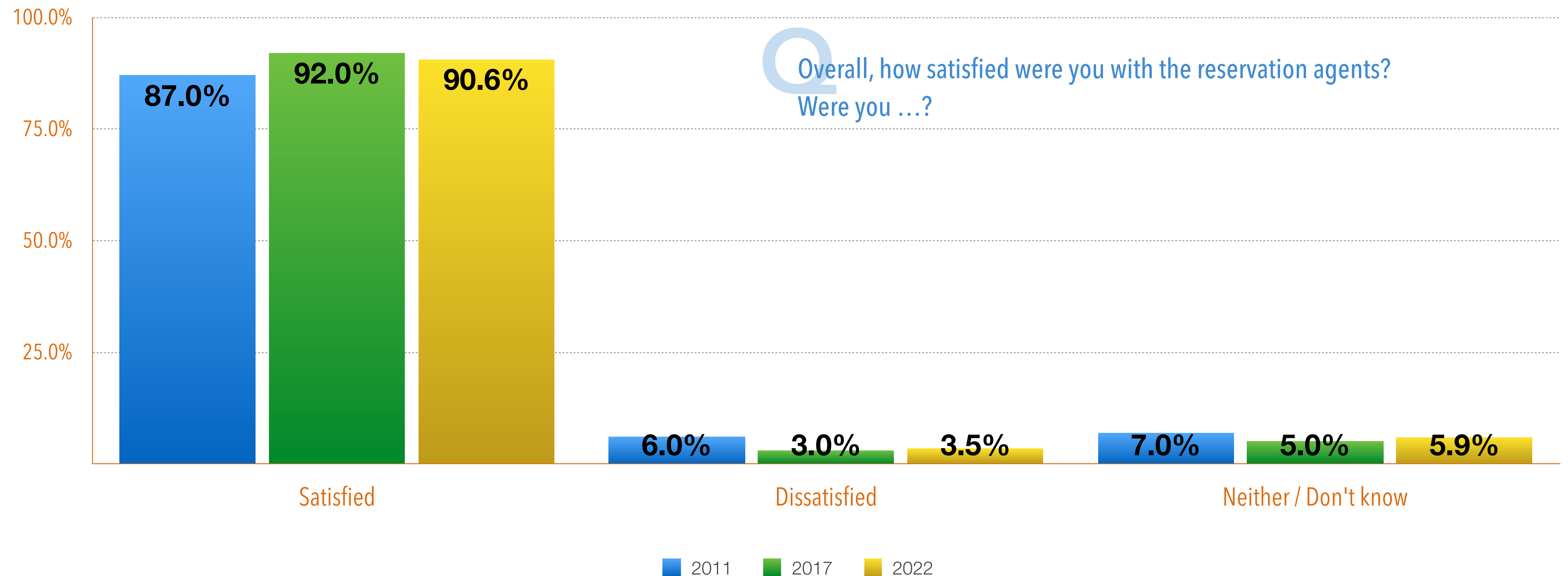
Overall, how satisfied were you with the drivers? Were you ...?



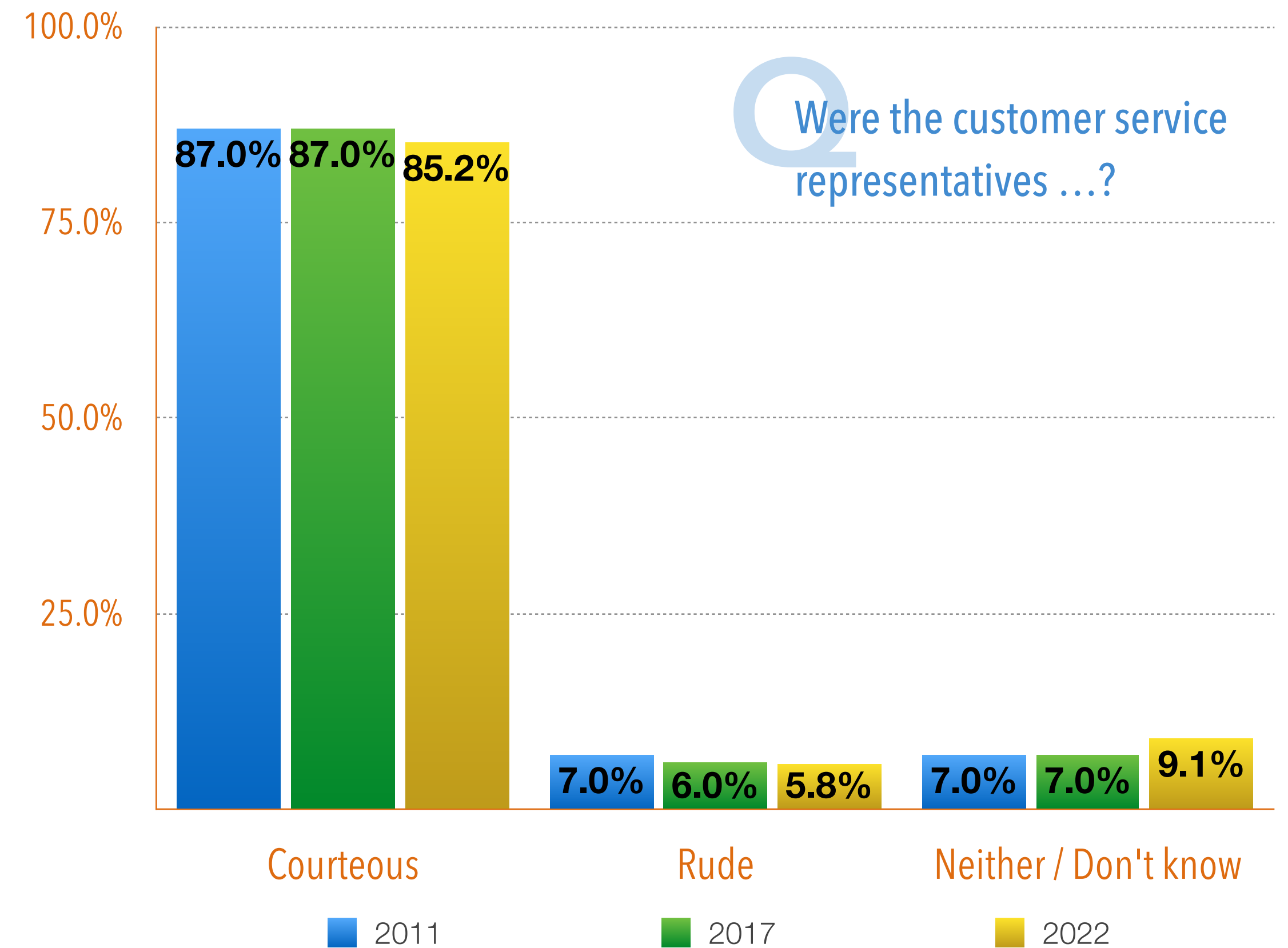
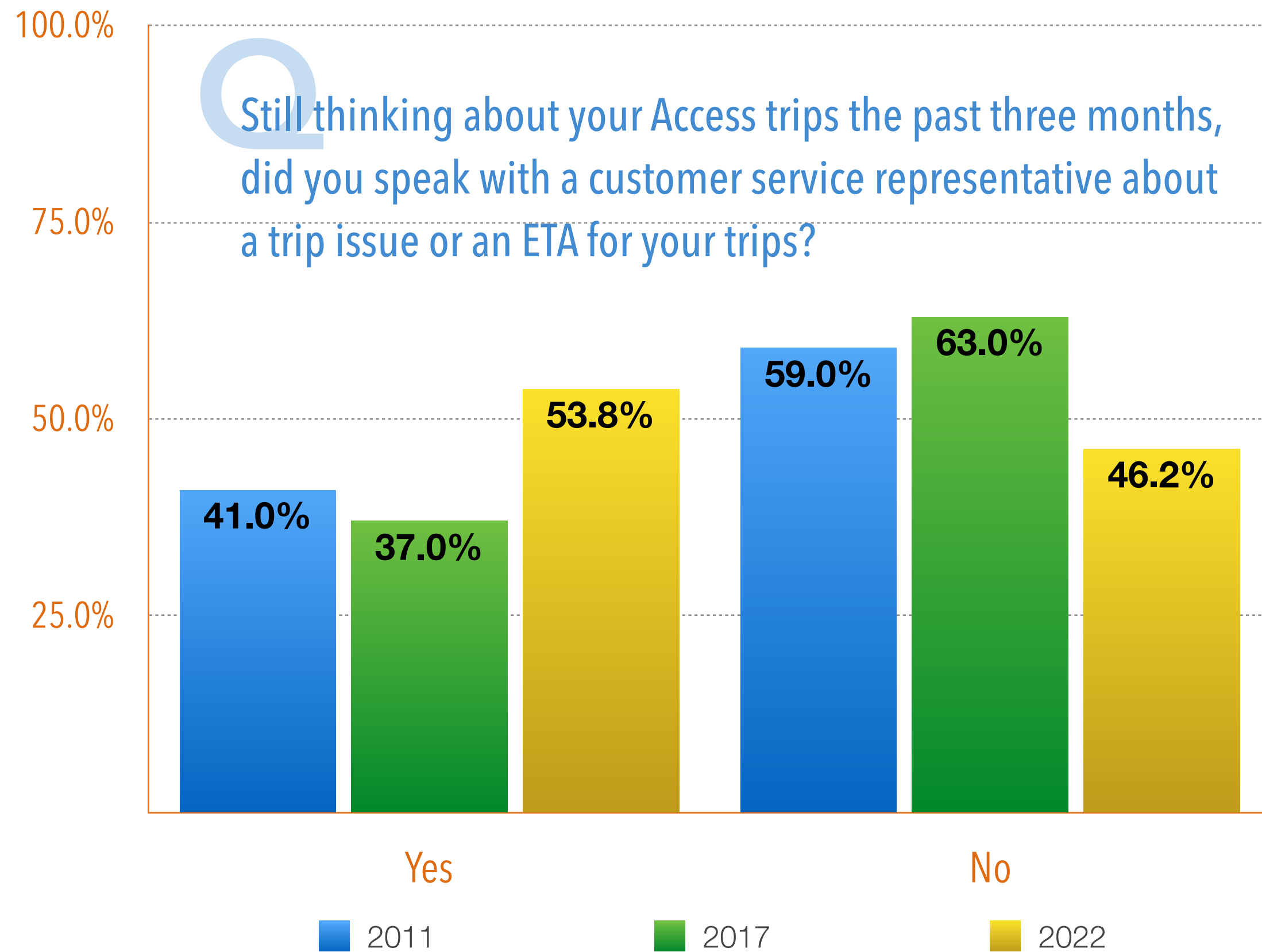
Evaluating Reservation Agents



Satisfaction with Reservation Agents

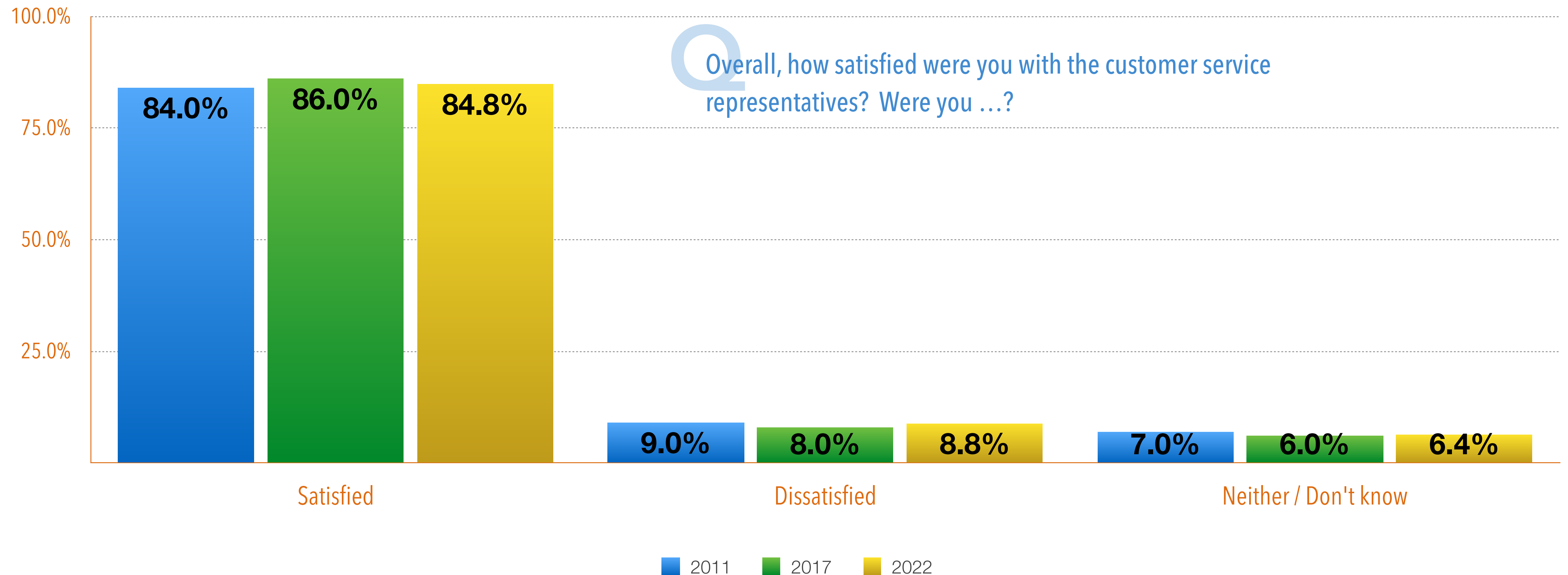


Interactions with Customer Service Representatives



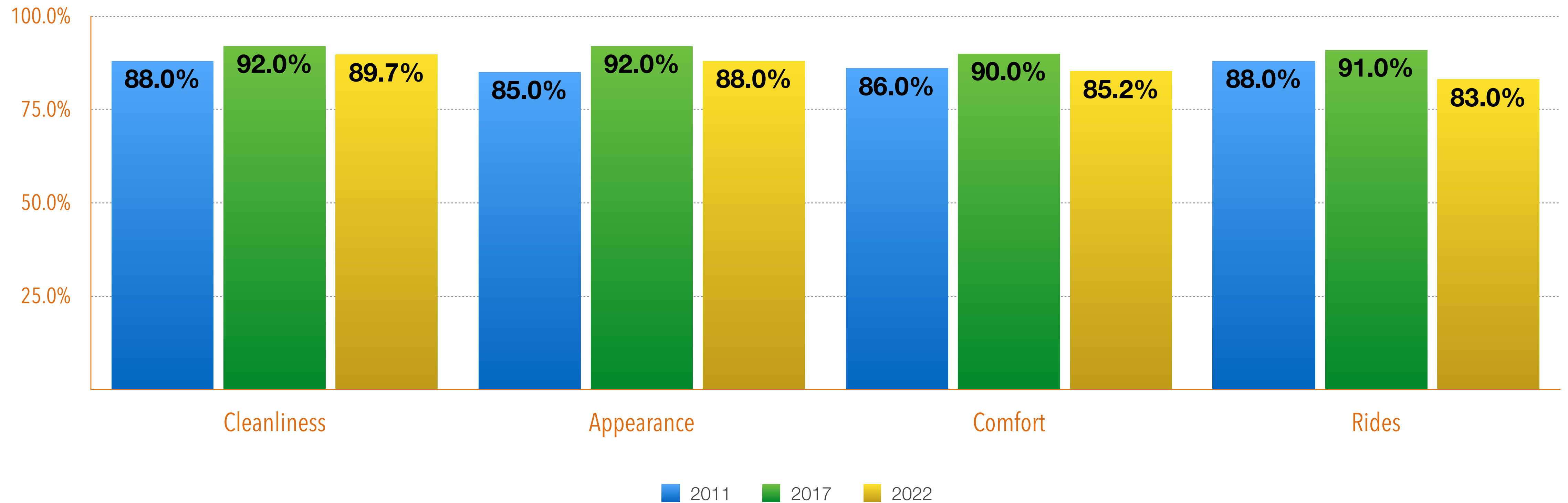
Satisfaction with Customer Service

Q Overall, how satisfied were you with the customer service representatives? Were you ...?

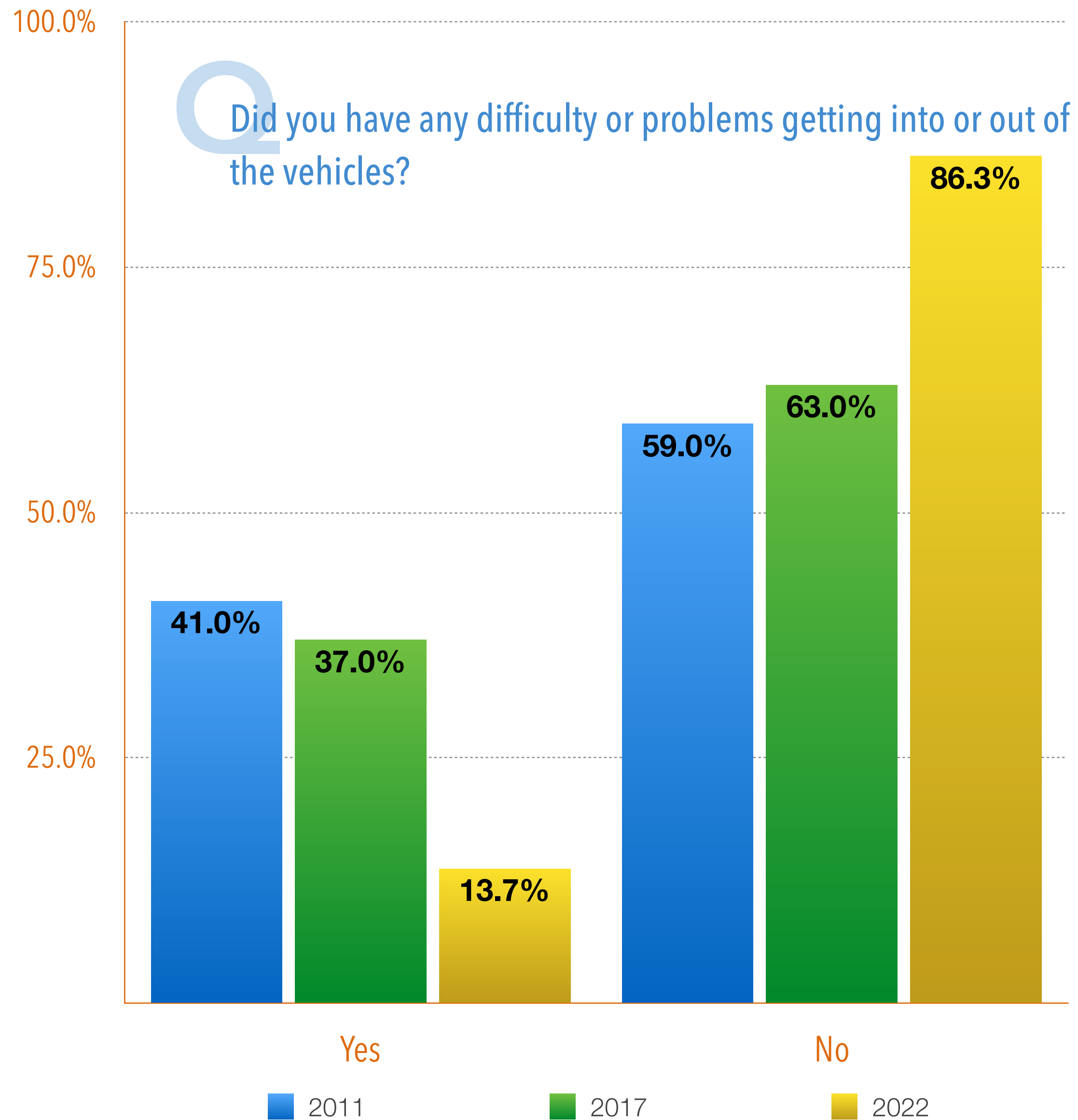


Satisfaction with Vehicle Quality

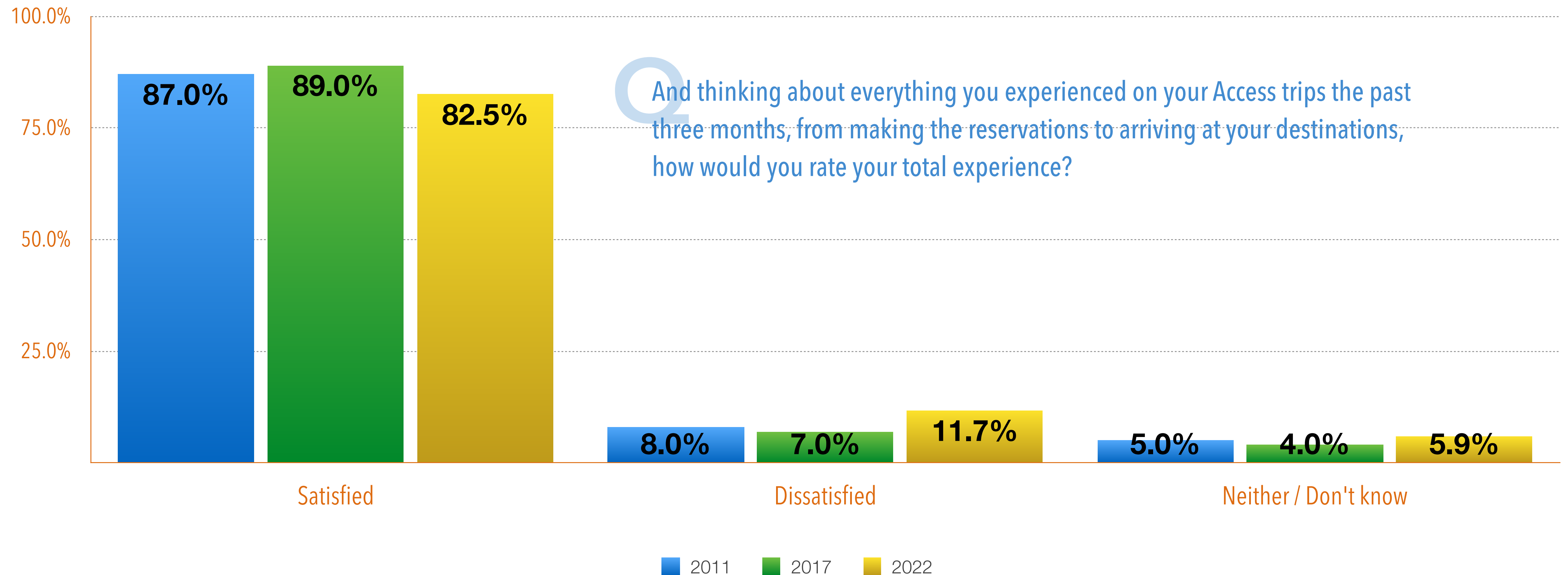
Please tell me whether you were...very satisfied...somewhat satisfied...neither satisfied nor dissatisfied...somewhat dissatisfied...or very dissatisfied with... (Total "satisfied")



Issues Boarding Vehicles



Perceptions of Trip Experience



Q What did you like most about your trips the past three months, that is, what did Access do particularly well or what did they do that you really liked?

	2011	2017	2022
Driver helpful / courteous	53.0	44.0	26.5
Positive experience / satisfied	6.0	15.0	15.8
On time / punctual / fast	26.0	28.0	13.2
Appreciate service / convenient	6.0	10.0	7.4
Pick up / drop off where desired	2.0	7.0	4.2
Reservation process easy / agents helpful	1.0	1.0	3.2
Felt safe / drove safely	6.0	6.0	2.4
Only person in car / not crowded	1.0	1.0	1.6
Vehicle clean / comfortable	3.0	3.0	1.3
Driver competent / professional	3.0	6.0	1.1
Expressed multiple reasons	--	--	0.8
Good customer service	--	--	0.7
Average / neutral	--	--	0.7
Driver called ahead	1.0	1.0	0.6
Comfortable drive	4.0	6.0	0.6
Price / affordable	1.0	1.0	0.6
Reliable service	--	--	0.6
Prefer vans / easier access	--	--	0.6
Convenience of app / online portal	--	--	0.6
Driver waited / patient	2.0	1.0	0.2
Ease of standing order	--	--	0.2
Liked music / ambience	1.0	1.0	0.1
Other	0.1	3.0	8.2
Nothing	8.0	3.0	7.1
Don't know / refused	3.0	2.0	1.3

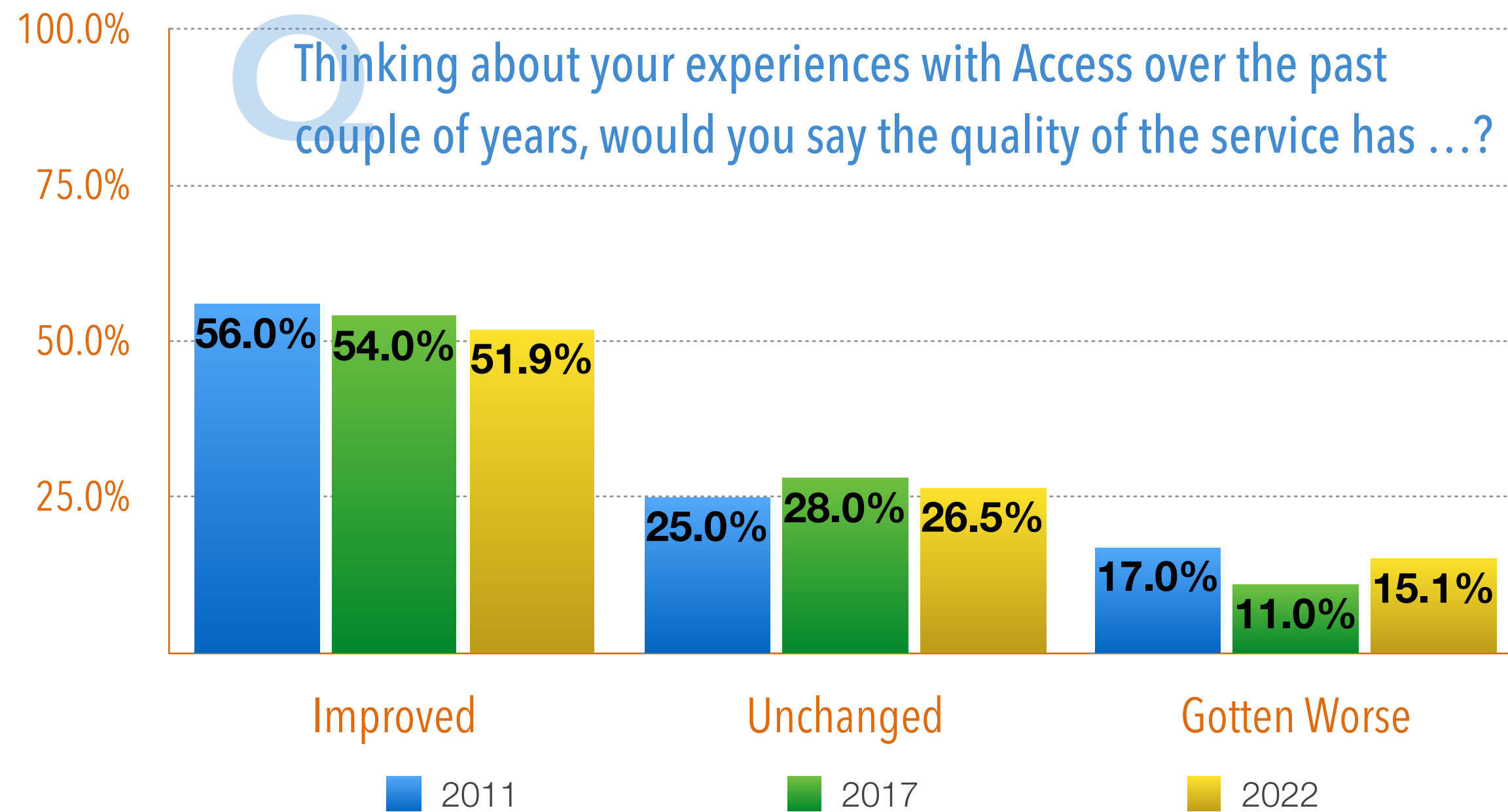
Likes of Trips the Last Three Months

Q And what did you like least about your trips the past three months, that is, what did Access not do particularly well or what did they do that you did not like?

	2011	2017	2022
Nothing / liked experience	46.0	59.0	28.9
Trip takes too long / routing	7.0	6.0	13.5
Not punctual / arrive late / early	9.0	11.0	8.6
Shared ride	13.0	4.0	6.3
Problems with reservation	5.0	4.0	4.2
Vehicle too small / crowded	7.0	3.0	4.0
Expressed multiple reasons			3.8
Driver rude / unfriendly	6.0	3.0	3.7
Long wait for pick up	6.0	2.0	3.2
Drop off / pick up wrong spot	3.0	2.0	2.2
Did not pick up / did not wait	4.0	3.0	1.8
Vehicle uncomfortable / hard to enter and exit	5.0	3.0	1.7
Drove too fast / unsafe	1.0	2.0	1.3
Vehicles are dirty, in disrepair	--	--	1.3
Driver not competent	1.0	1.0	1.1
Technical glitches (GPS inaccuracies, payment)	--	--	1.0
Sent taxi / don't like taxi	2.0	0.3	0.9
COVID related issues	--	--	0.8
Agents rude / difficult	3.0	2.0	0.7
No same day service	--	--	0.6
Ride bumpy / rough	1.0	0.3	0.5
Low vaccination rate for drivers	--	--	0.4
Did not call out	1.0	0.4	0.3
Drivers / passengers bad hygiene	--	--	0.3
Missed appointments	2.0	1.0	0.2
Problems with Tap ID card	1.0	0.2	0.1
Other	1.0	2.0	6.5
Don't know	--	1.0	1.9

Dislikes of Trips the Past Three Months

Improvements in Quality of Service



How has the quality of service improved?

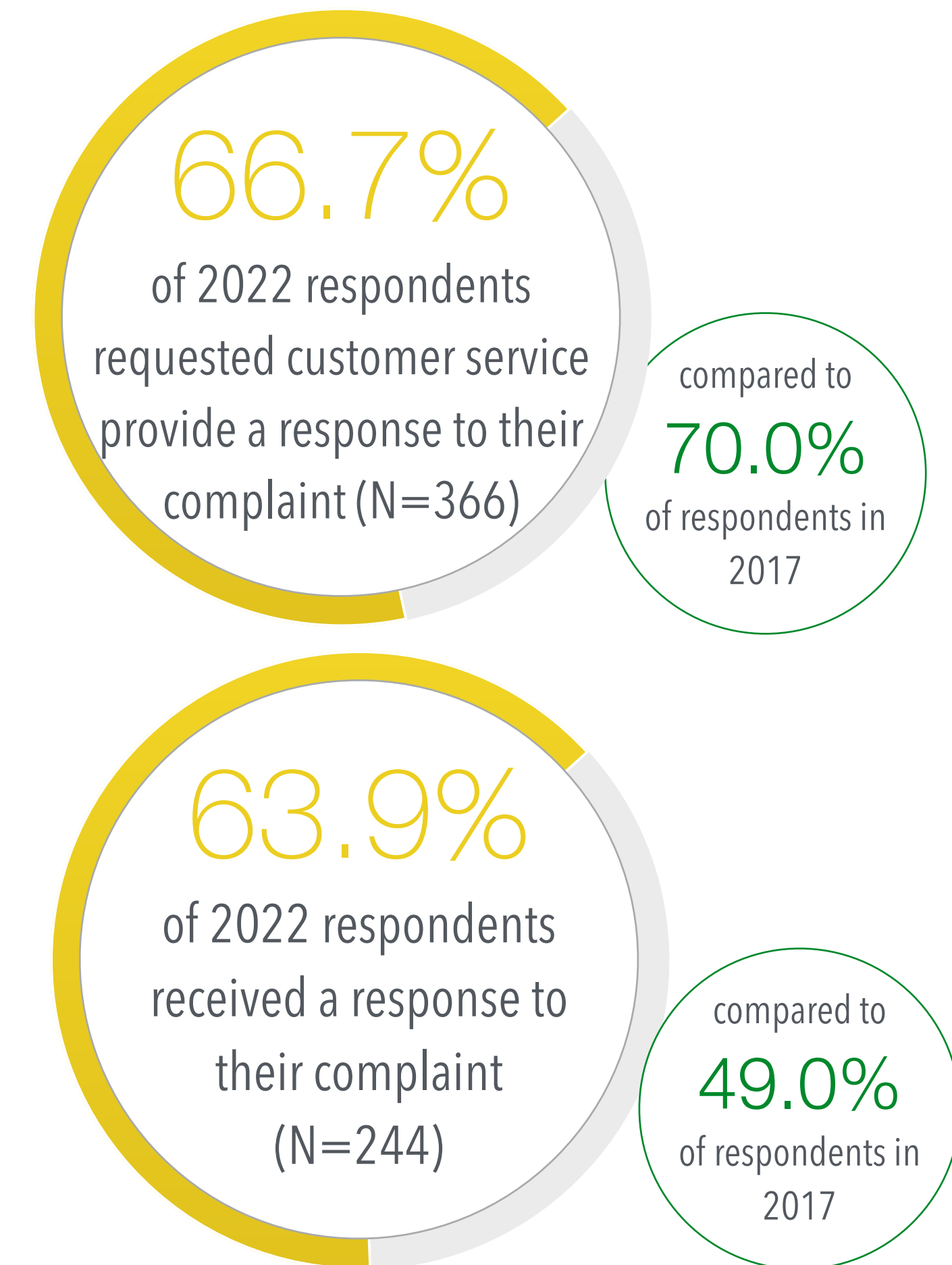
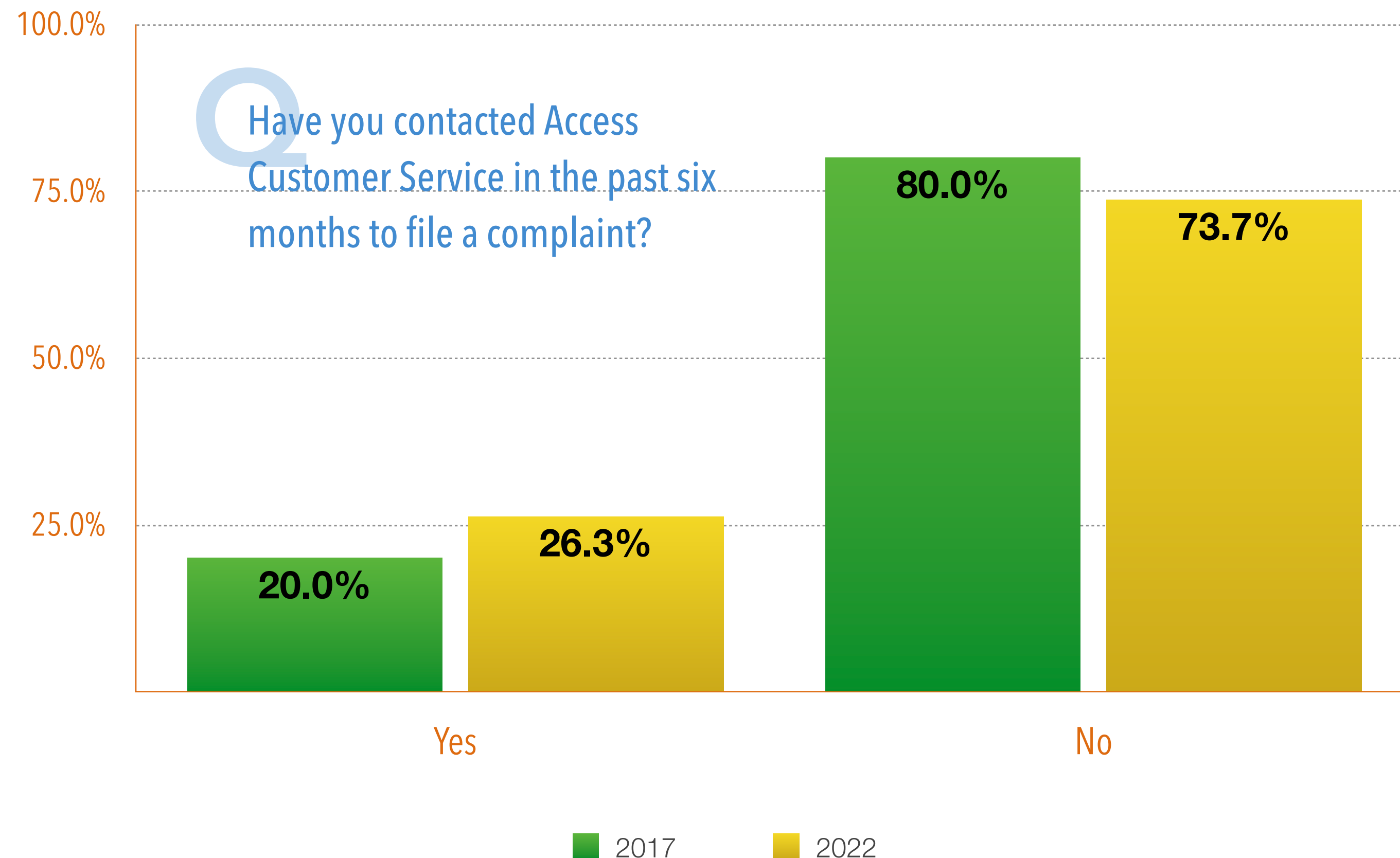
	2011	2017	2022
Drivers friendlier / courteous	32.0	30.0	51.3
Nicer vehicles / vehicles more comfortable	19.0	17.0	51.3
Easier to make reservations	16.0	10.0	41.9
More helpful / get out of vehicle	21.0	23.0	41.5
Agents friendlier / more helpful	13.0	11.0	36.9
More punctual / on time	46.0	43.0	34.5
Vehicles easier to enter / exit	10.0	6.0	32.2
Drivers better / more careful	19.0	16.0	31.5
Agents more knowledgeable	9.0	5.0	25.9
More responsive to my needs	15.0	13.0	21.2
Better / more information	7.0	6.0	18.9
Offers more services	6.0	5.0	12.8
Other	0.4	0.2	9.4
Don't know / refused	5.0	9.0	4.4

Suggestions to Improve Experience

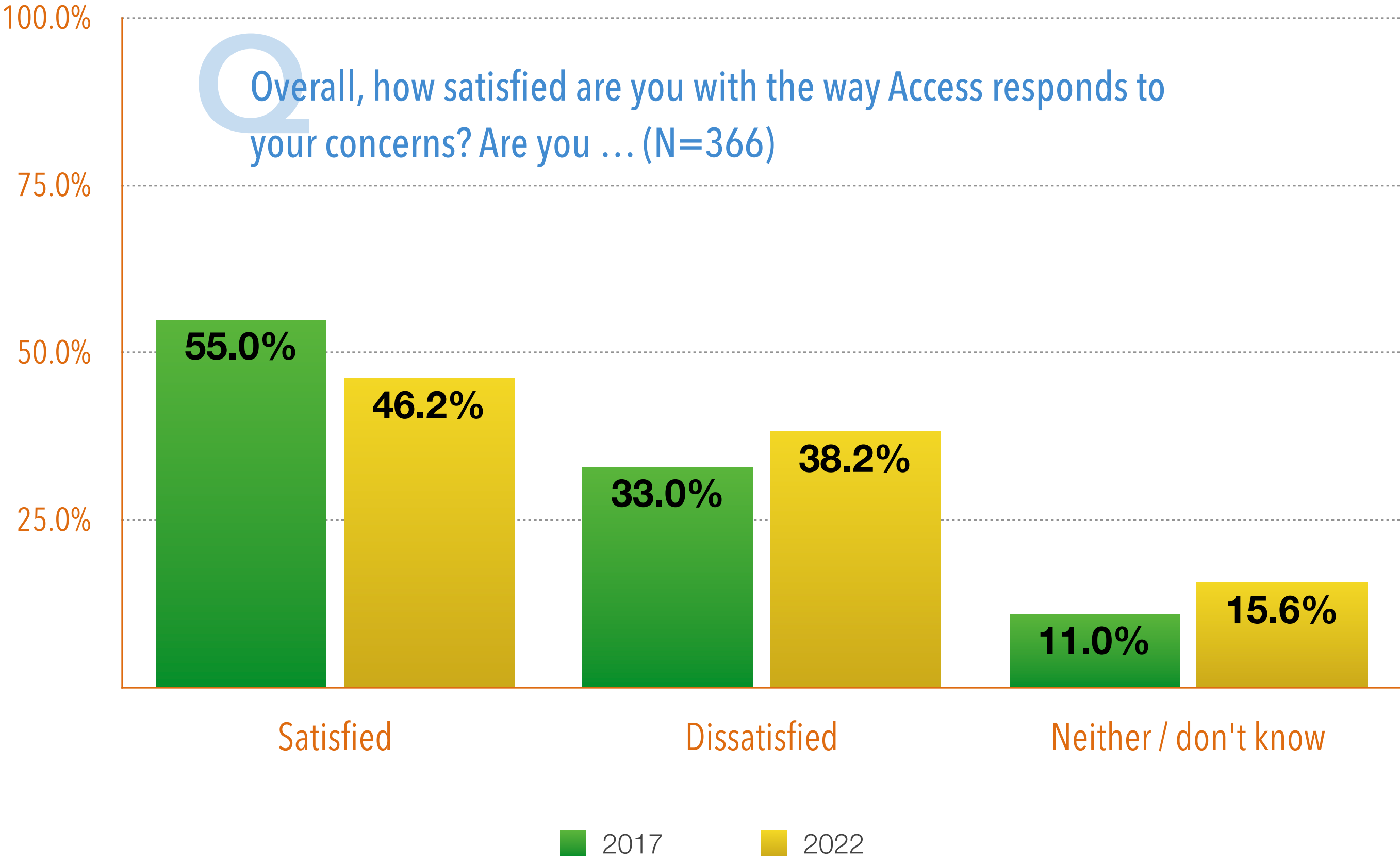
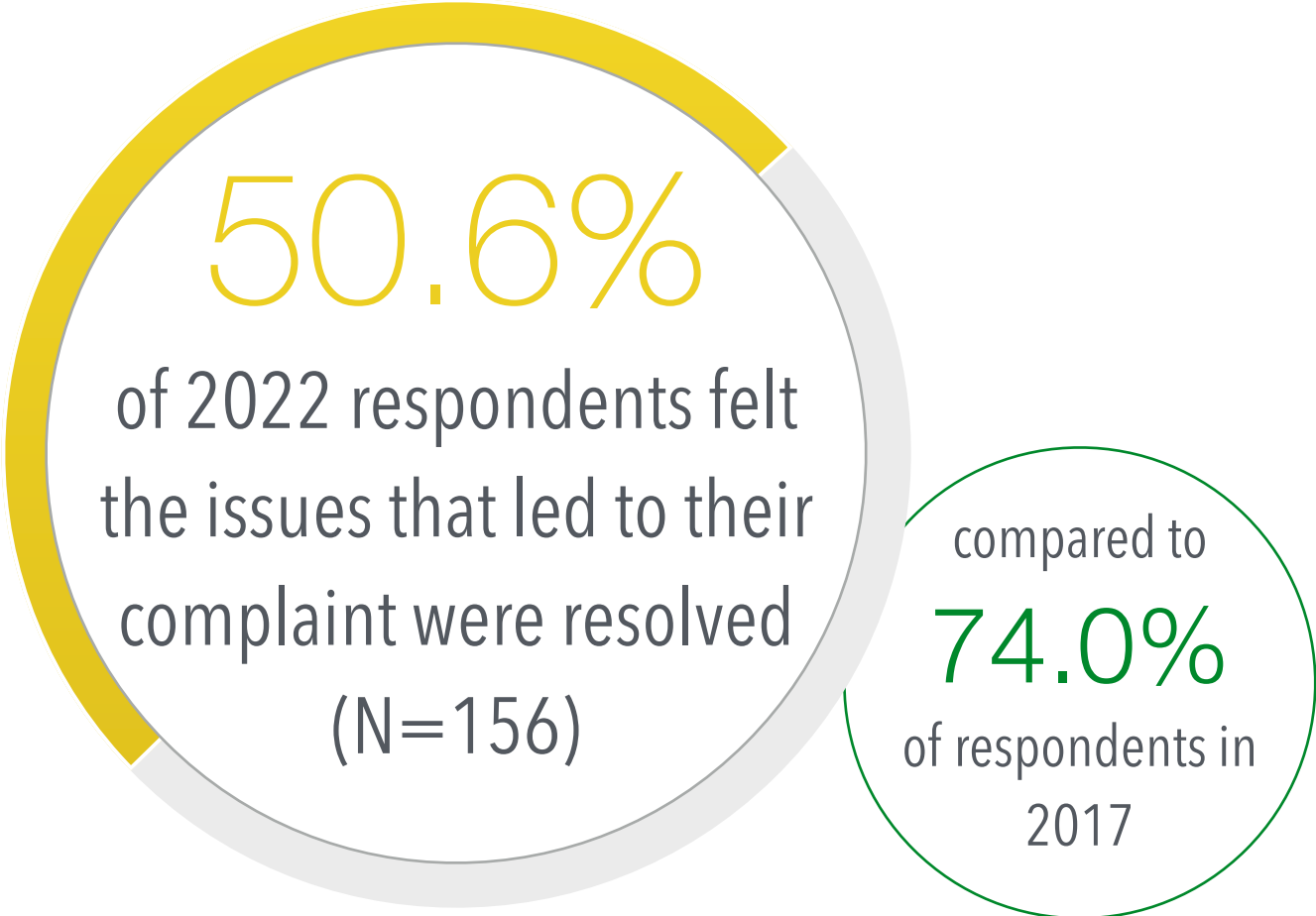
Q What do you feel Access could do to improve your overall experience using their service?

	2011	2017	2022
Nothing	20.0	34.0	14.0
Doing a good job / thank you	--	--	10.4
Better trip routing	11.0	9.0	9.7
Eliminate share ride	10.0	4.0	6.5
Arrive on time	5.0	1.0	5.8
Expressed multiple suggestions	--	--	4.7
Shorten the travel time	4.0	2.0	3.7
Hire more drivers, dispatchers, agents	--	--	3.4
Better training for drivers	4.0	3.0	2.9
Update the ETA, shared ride	--	--	2.2
Improve customer service / listen to customers / care more	--	--	2.0
Online / app based reservations	--	--	1.9
Pick up on time	18.0	17.0	1.8
Driver friendlier / helpful	9.0	5.0	1.8
Vehicles large enough / easier access	9.0	3.0	1.6
Allow same day reservation	11.0	4.0	1.4
Provide more vehicles / vans / buses (wheelchair access)	--	--	1.4
Drop off / pick up at destination	3.0	2.0	1.3
Agent Friendlier / knowledgeable	5.0	2.0	1.2
Update technology (GPS, apps, routing software)	--	--	1.0
Flexibility	--	--	1.0
Other	--	--	16.6
Don't know / refused	--	--	3.5

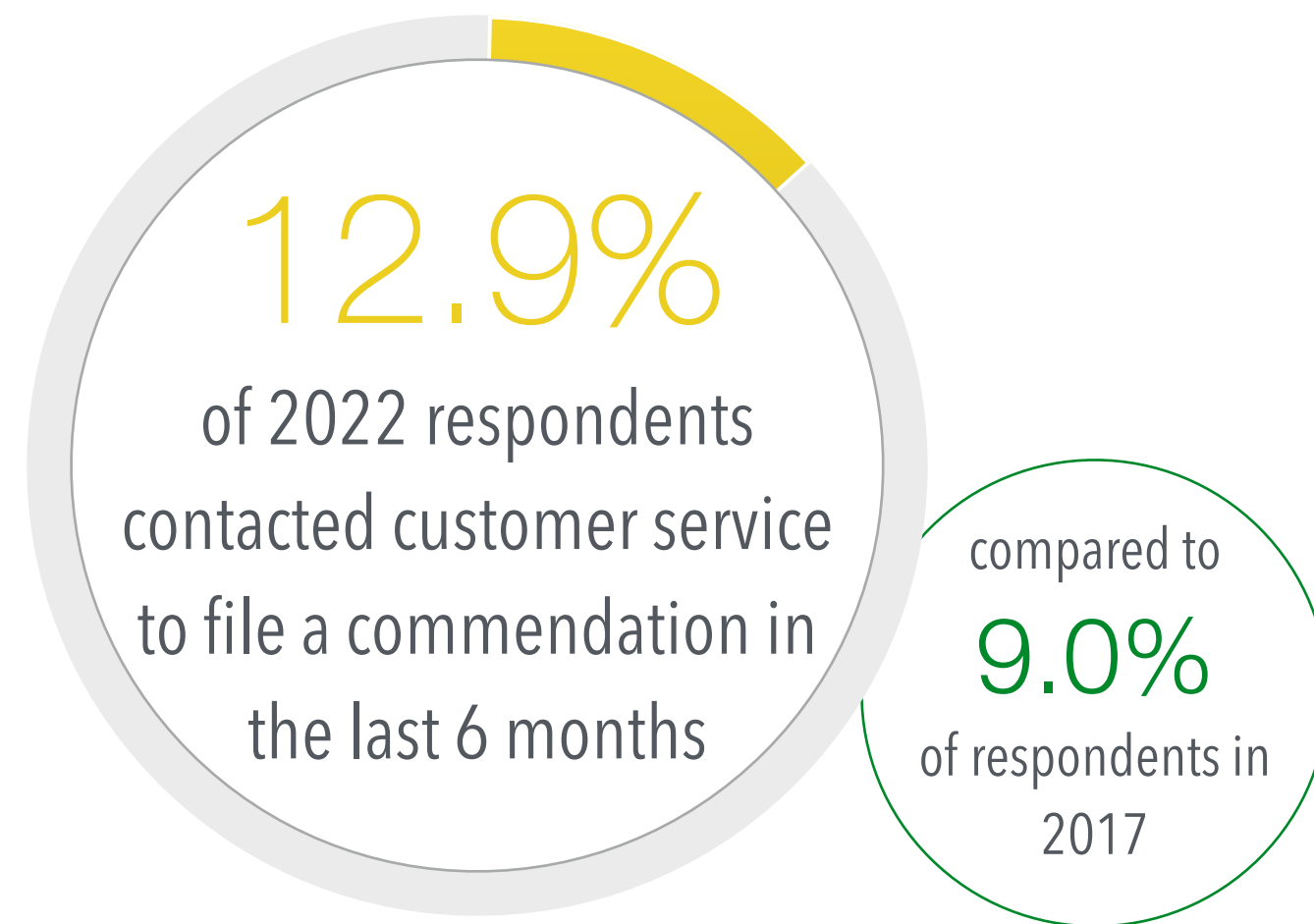
Complaints Filed to Customer Service



Satisfaction with Complaint Resolution



Frequency and Nature of Filing Commendations

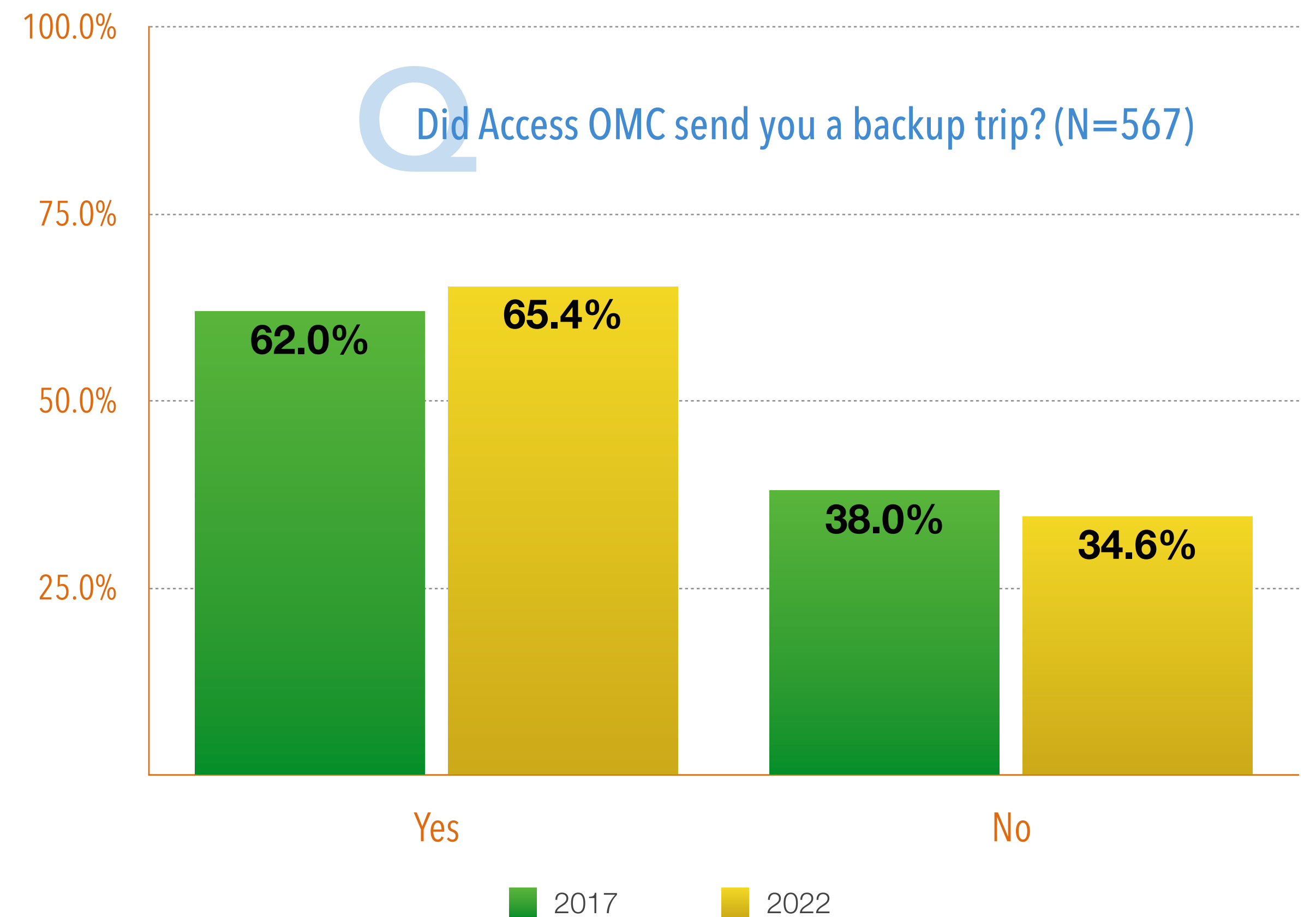
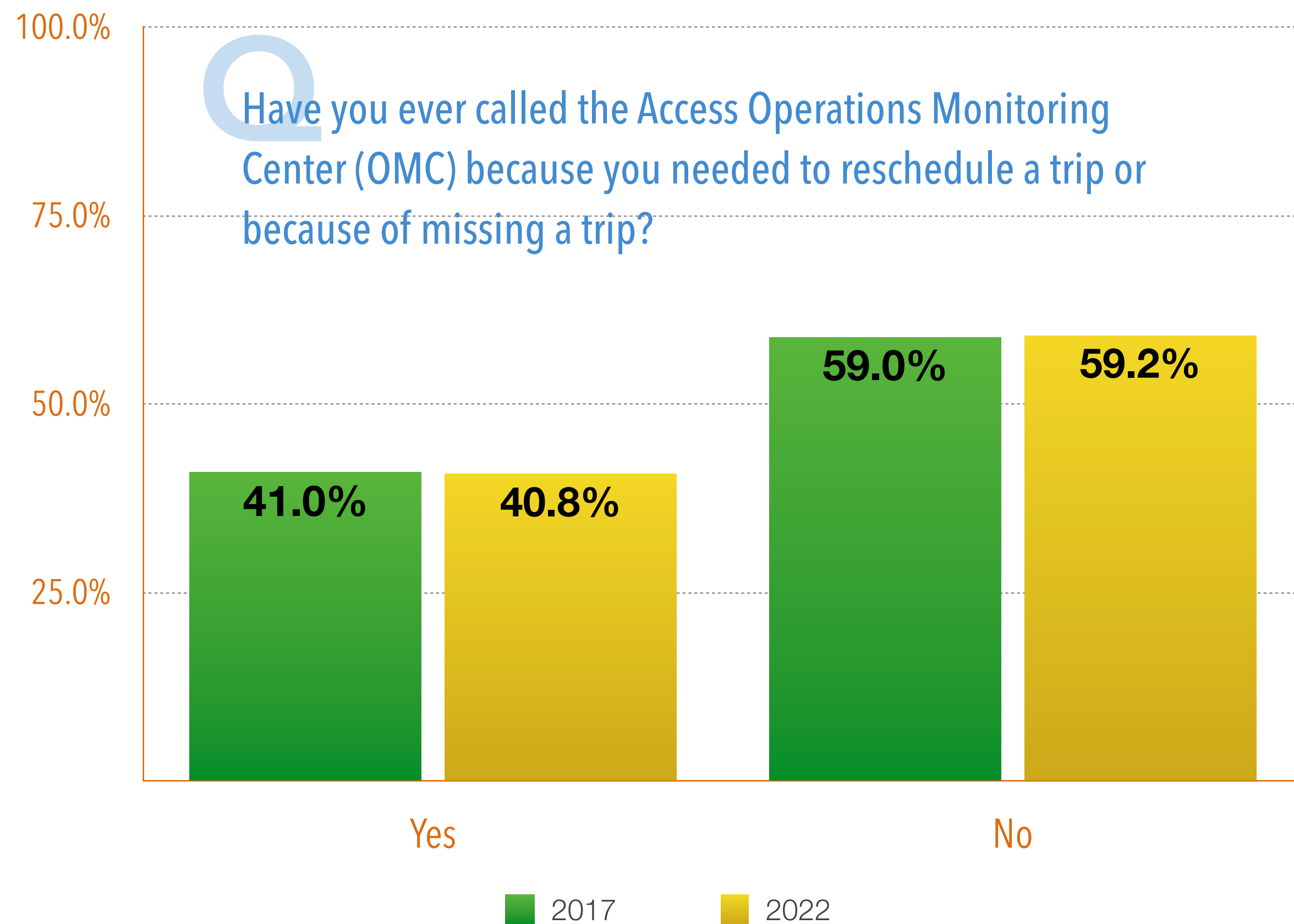


Q Could you please tell me about the type or nature of the commendation?
(N=180)

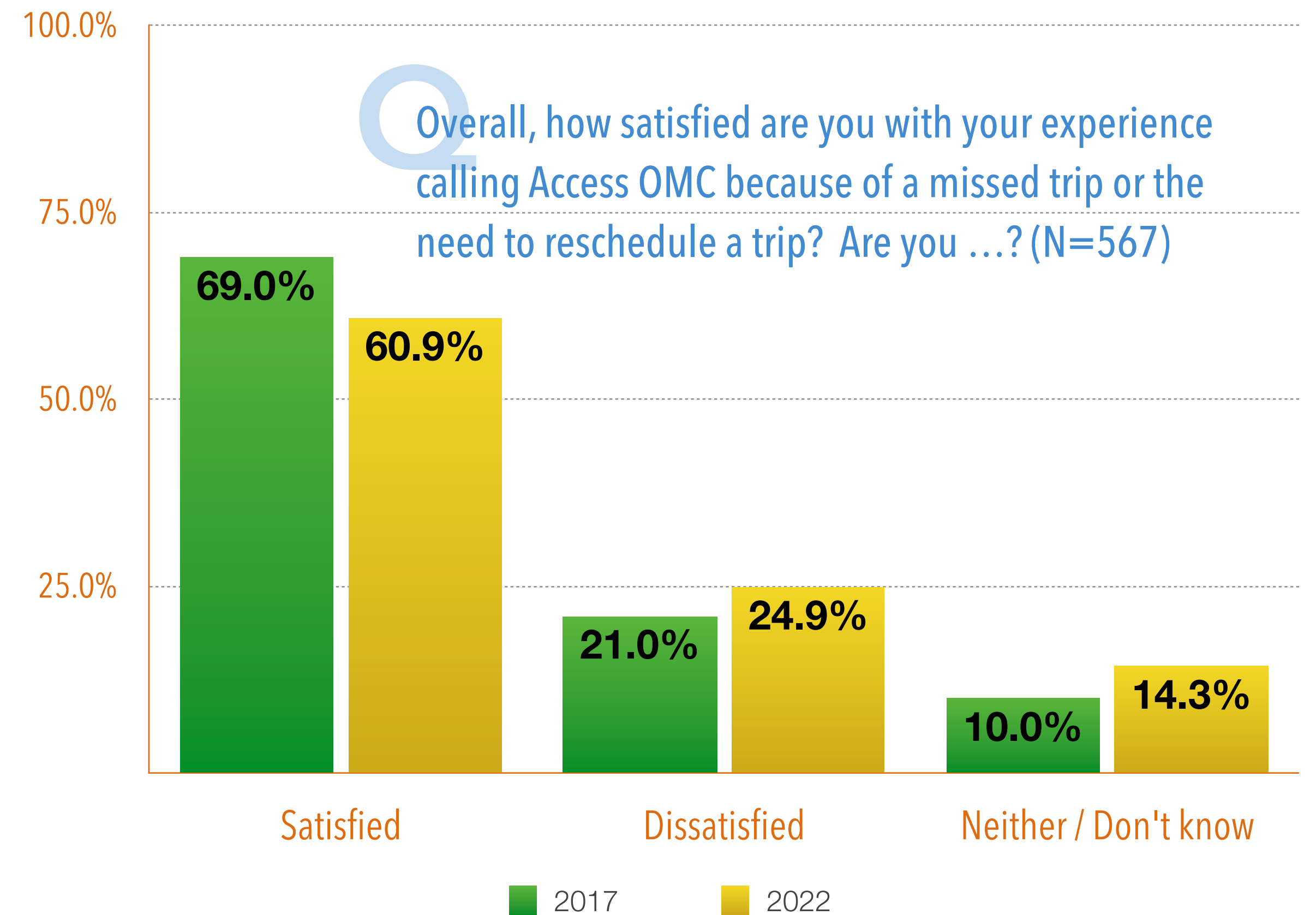
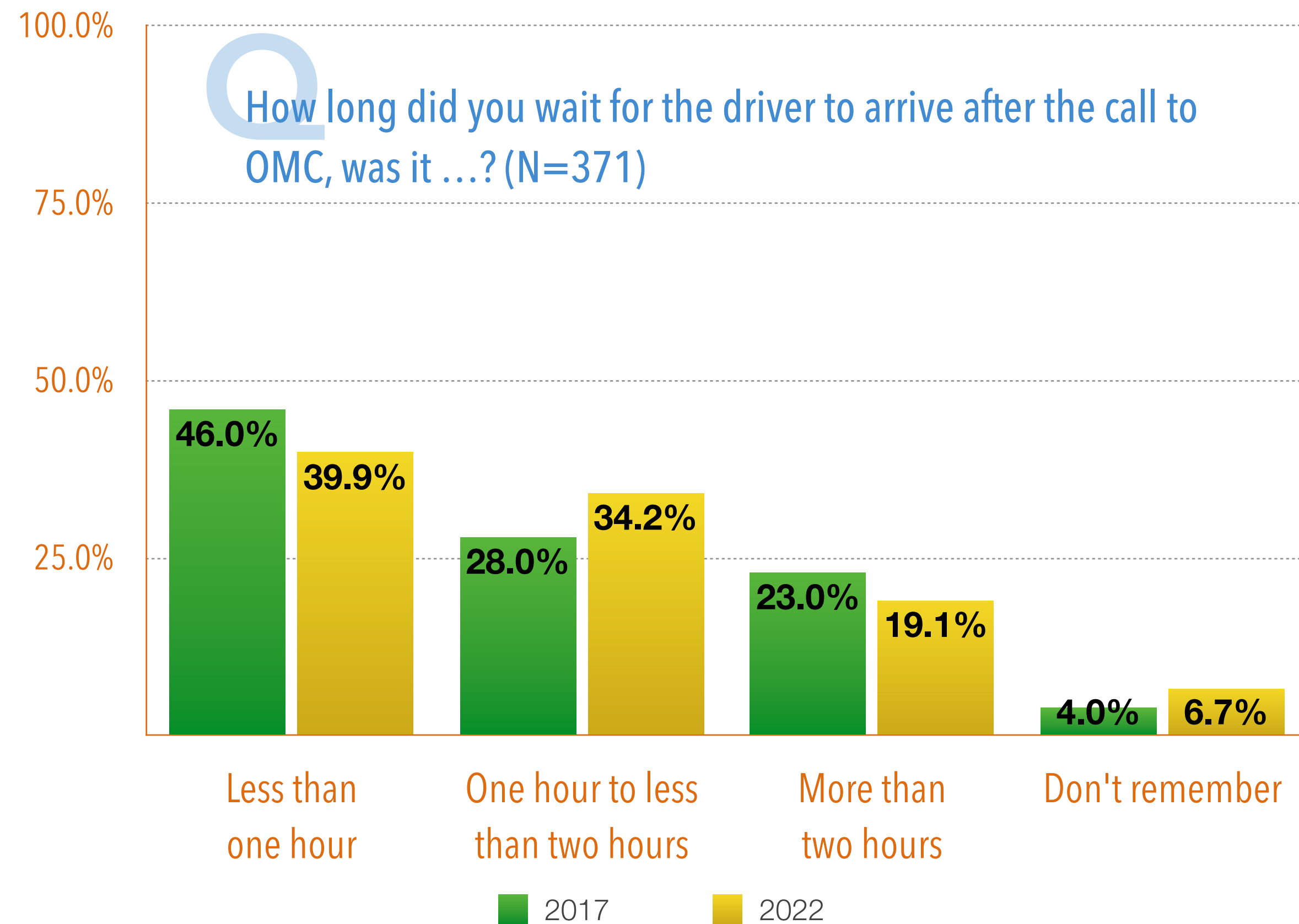
	2017	2022
Compliment driver / polite / patient / competent	60.0	46.1
Overall compliment Access / appreciate Access	17.0	15.0
Dissatisfied customer / poor experience*	--	13.9
Specific compliments service / great customer service / took good care of me	14.0	11.7
Other	--	6.7
Don't know / don't remember	11.0	3.9
None / nothing	--	2.8

*GreatBlue acknowledges this segment of customers may have misunderstood the question

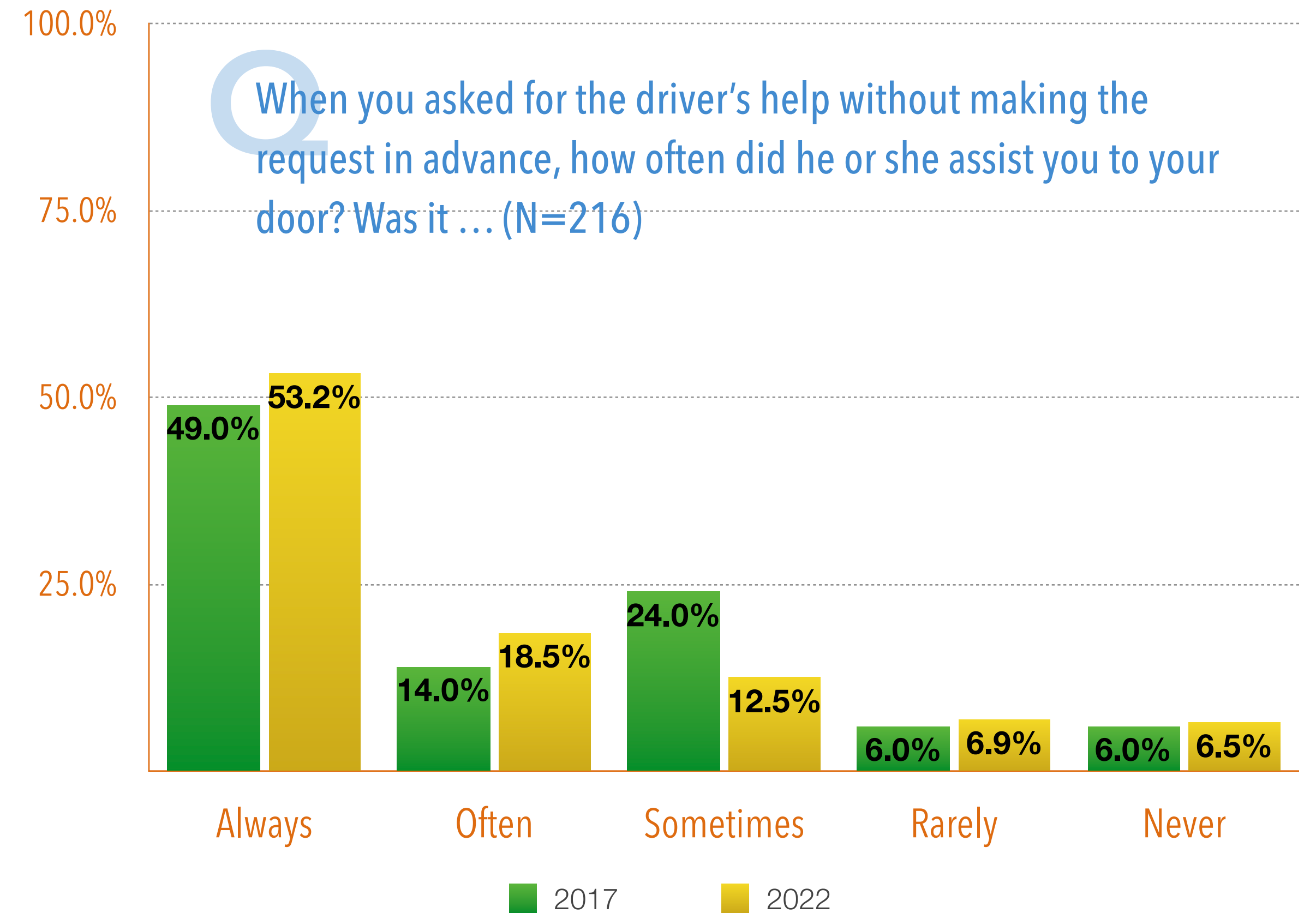
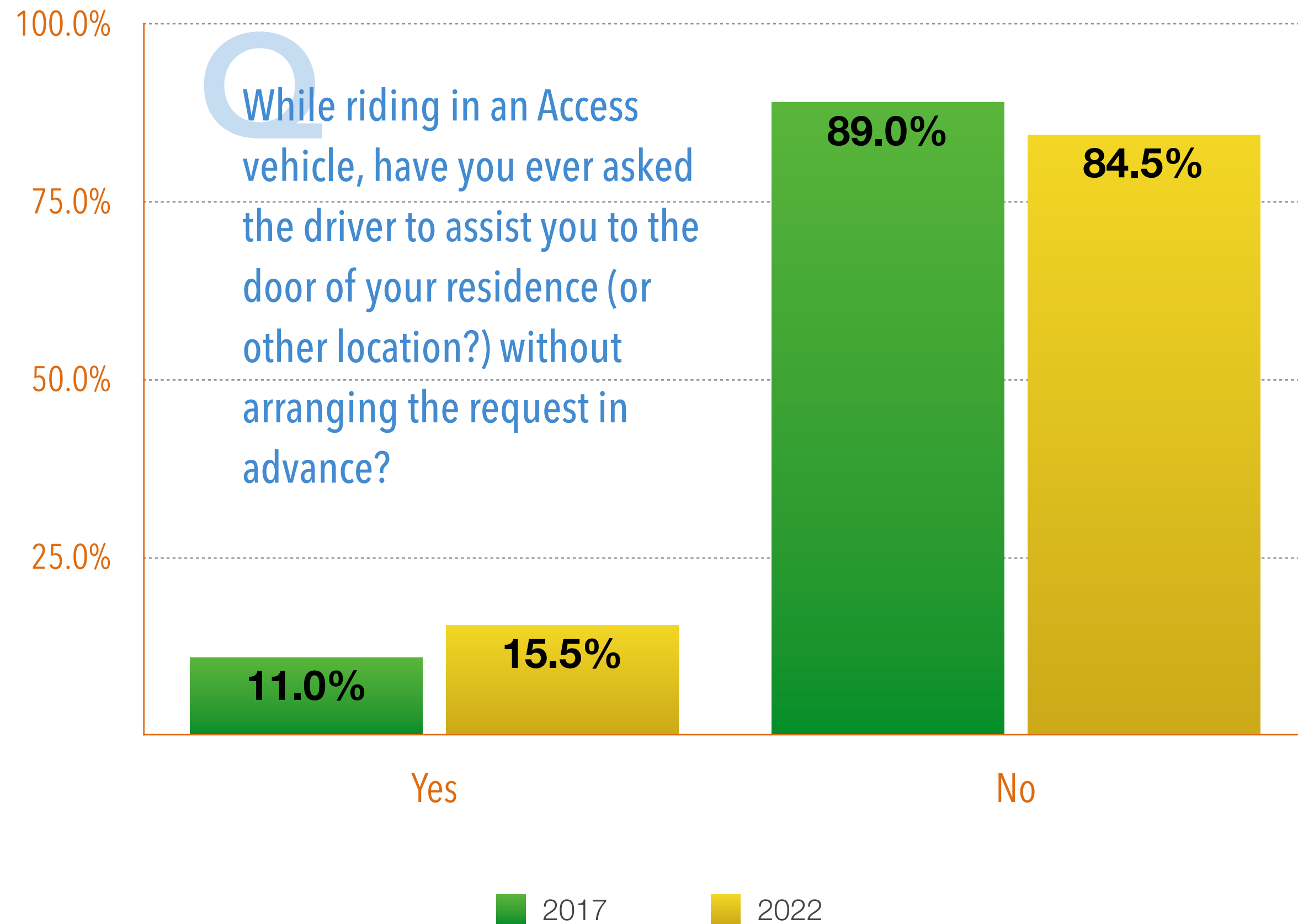
Calling the Operations Monitoring Center



Satisfaction with Experience Calling OMC

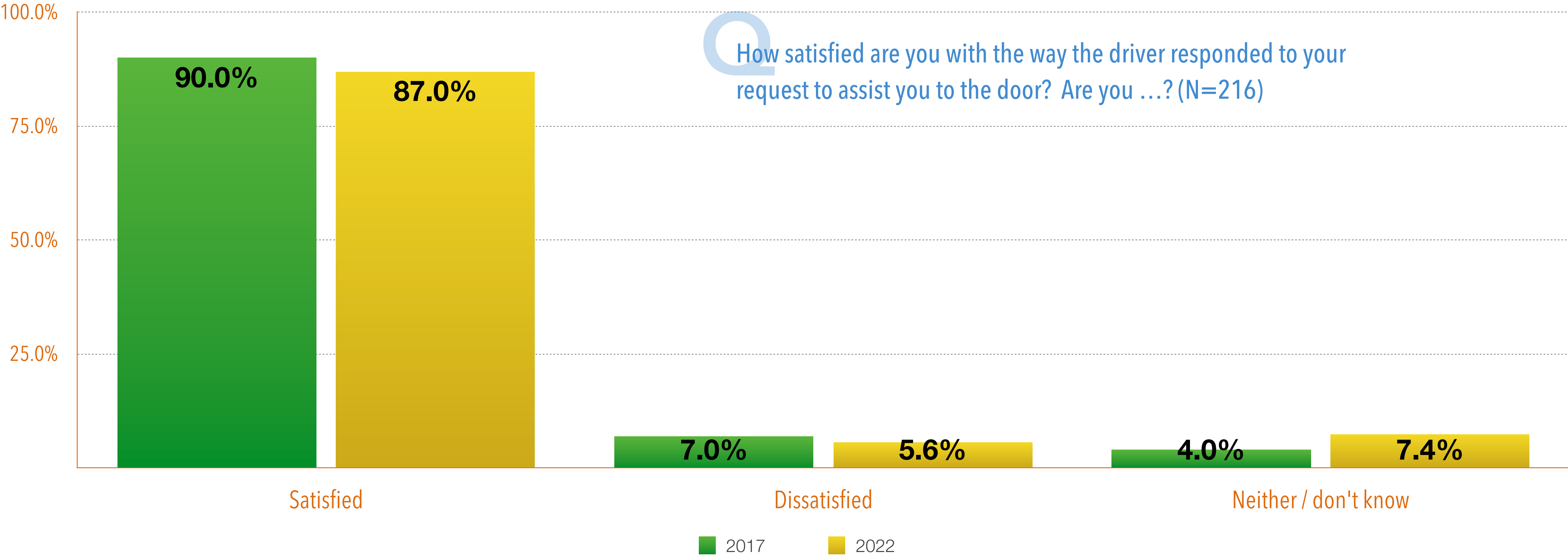


Frequency of Assisting Riders to the Door

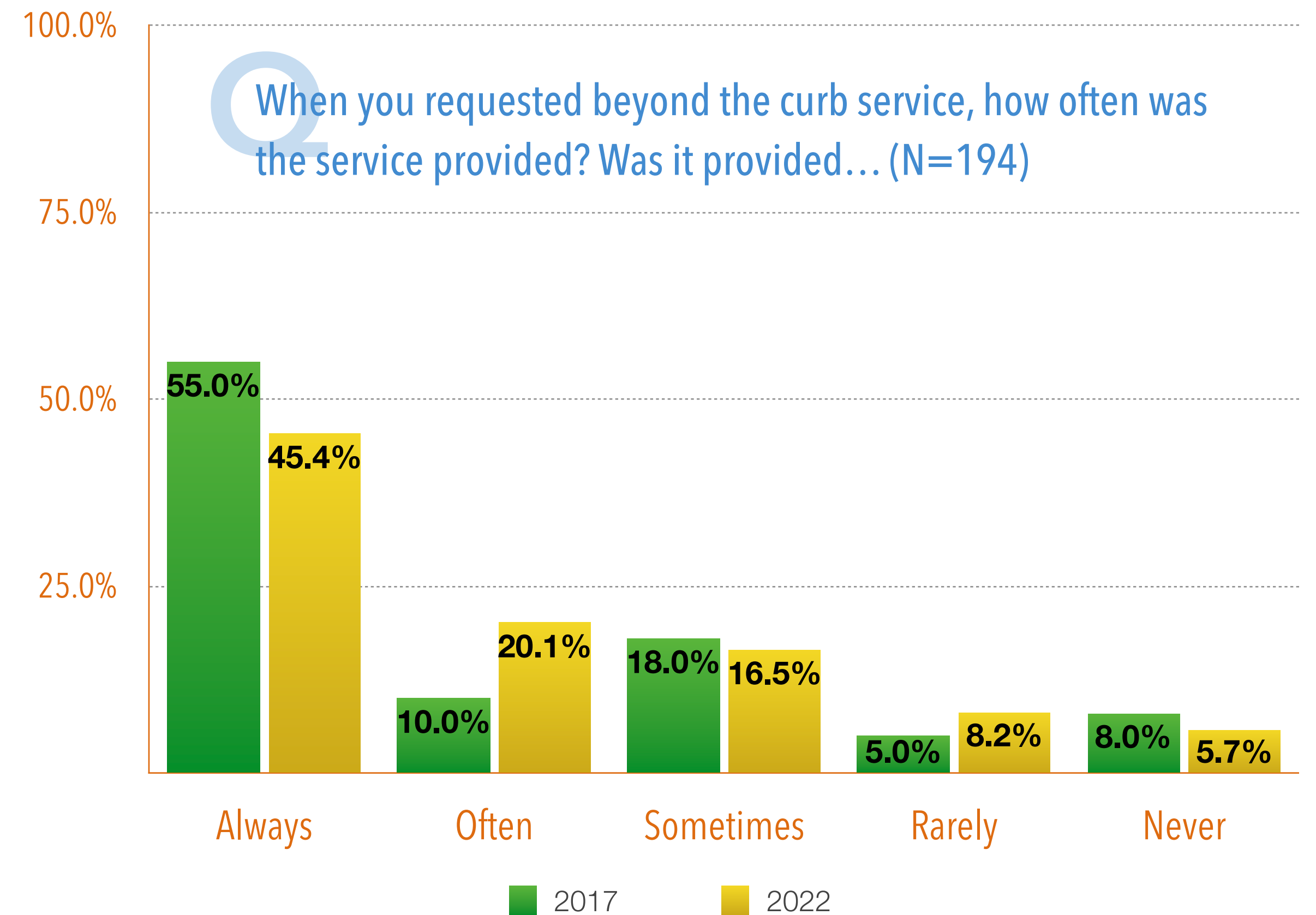
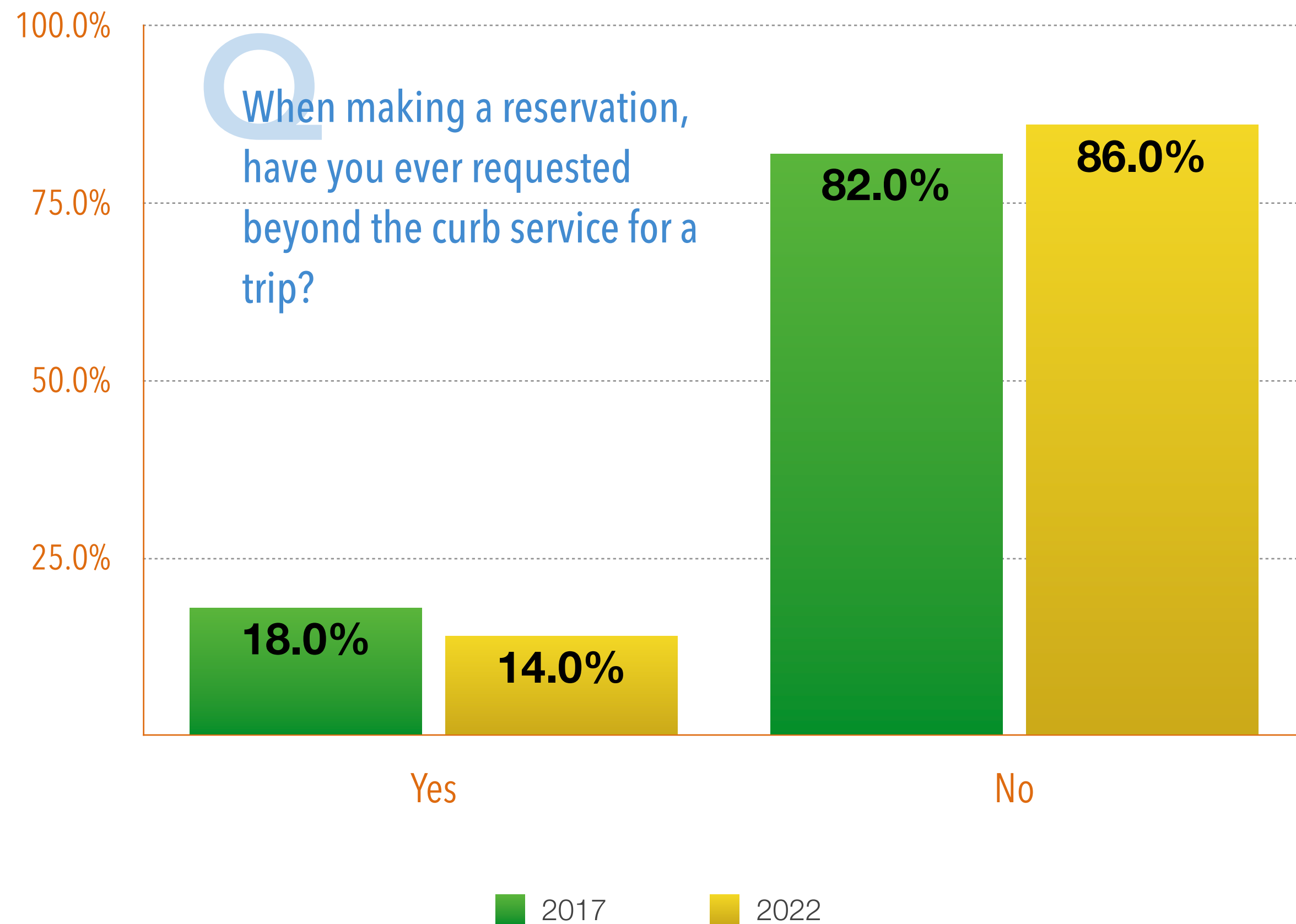


Satisfaction with Requests for Assistance to the Door

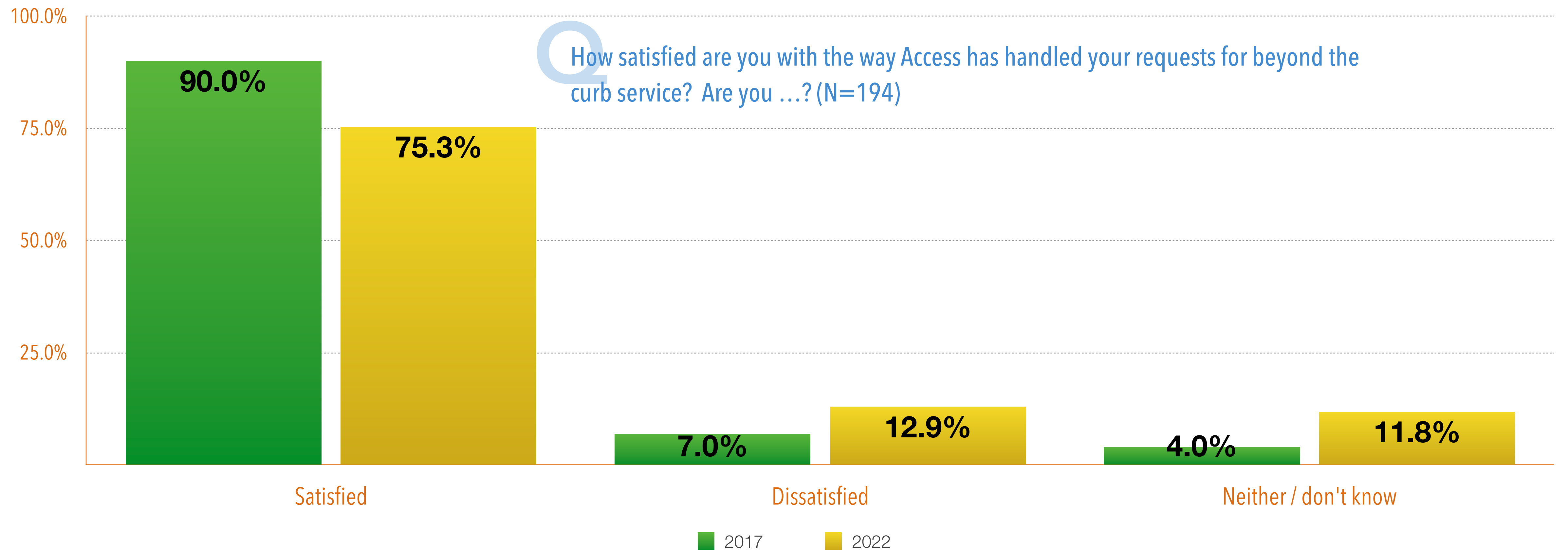
Q How satisfied are you with the way the driver responded to your request to assist you to the door? Are you ...? (N=216)



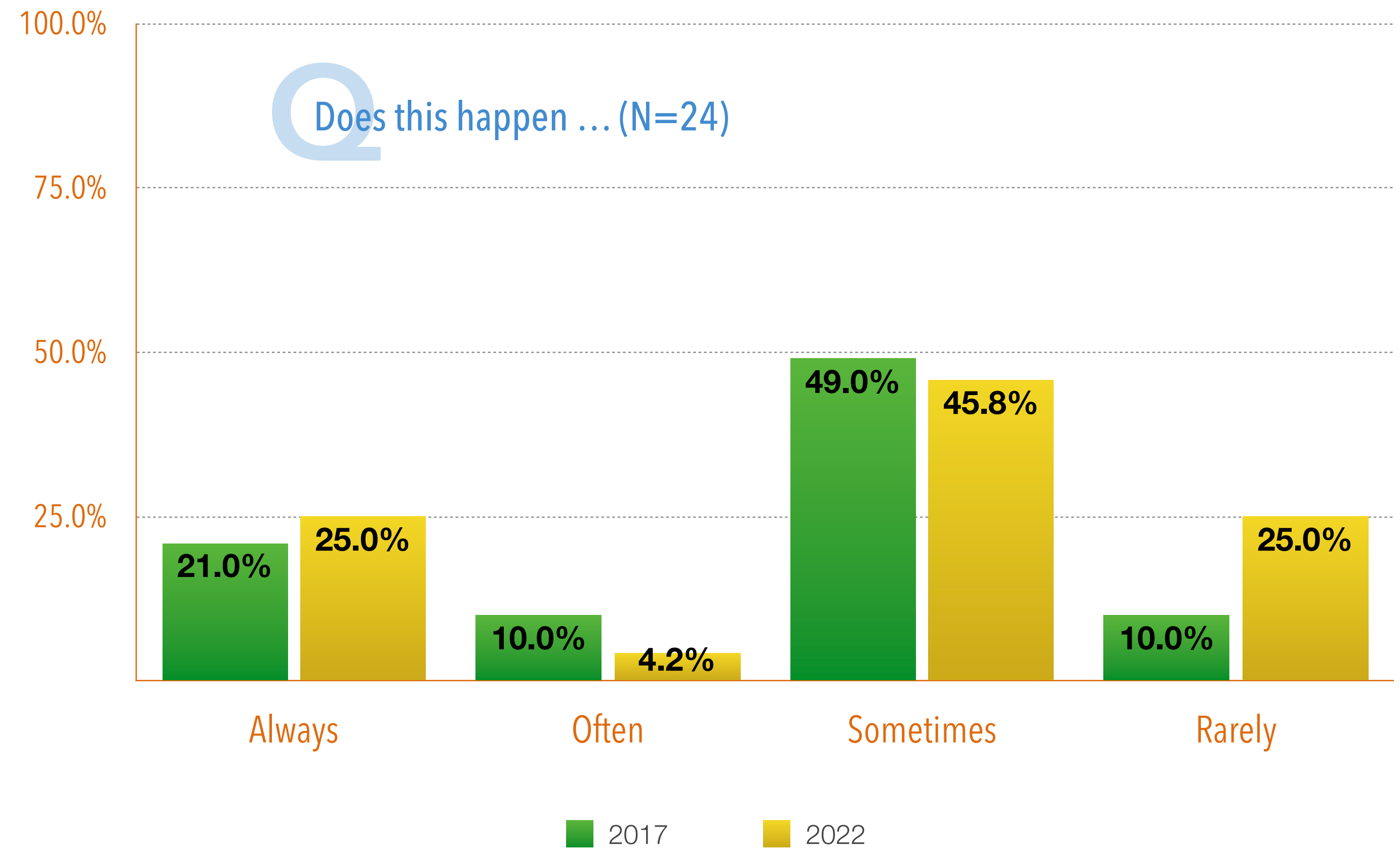
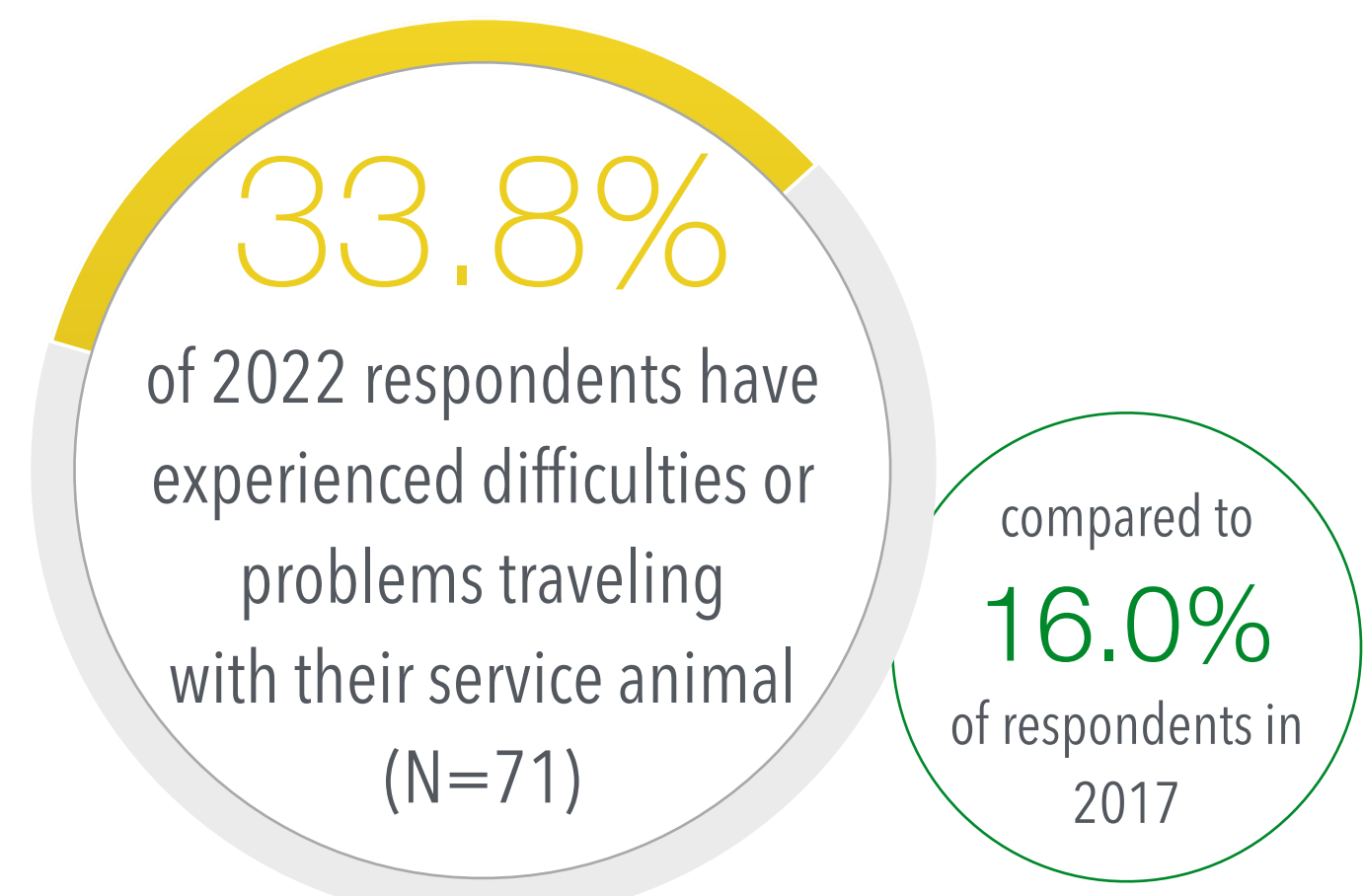
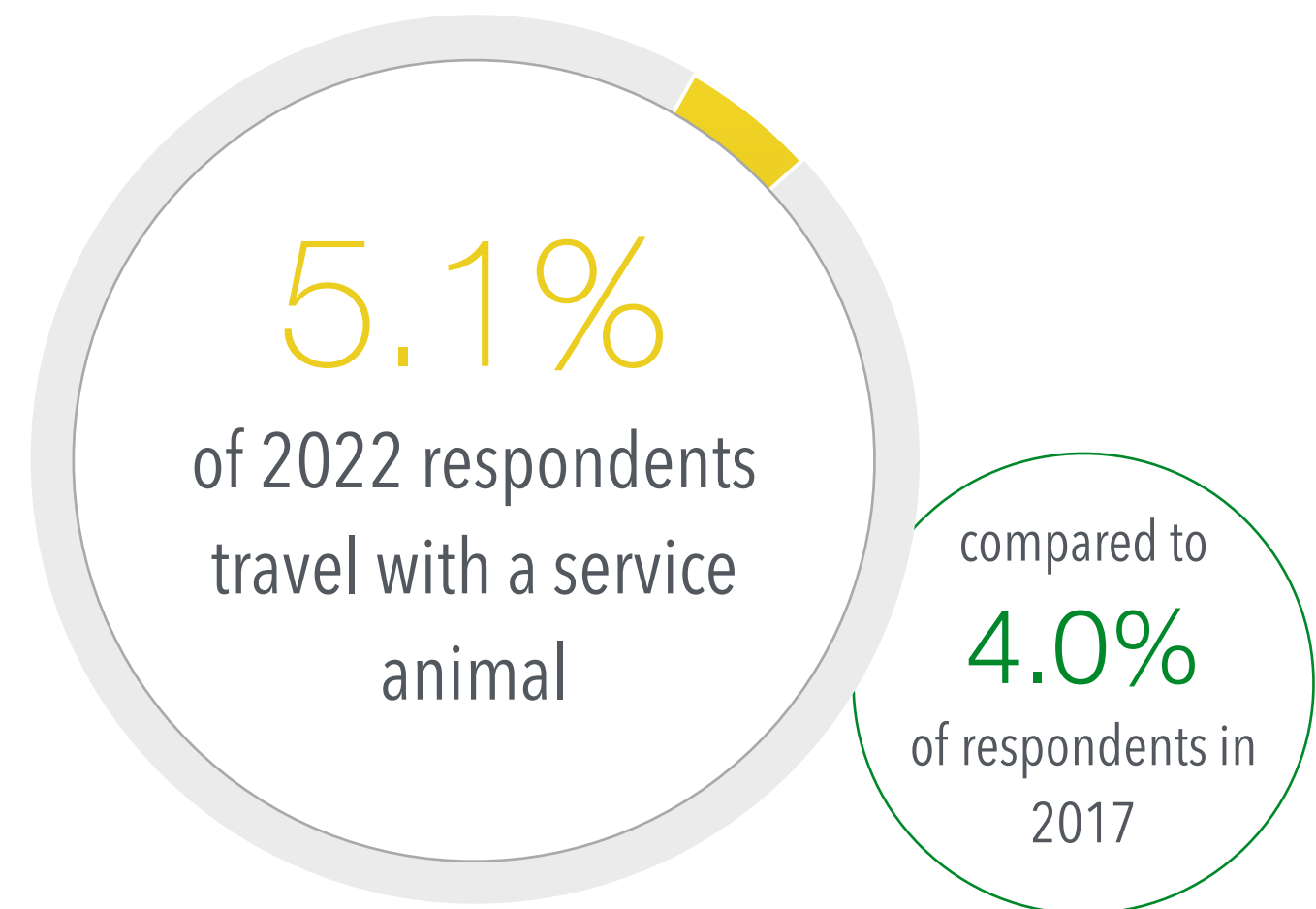
Asking for Beyond the Curb Assistance



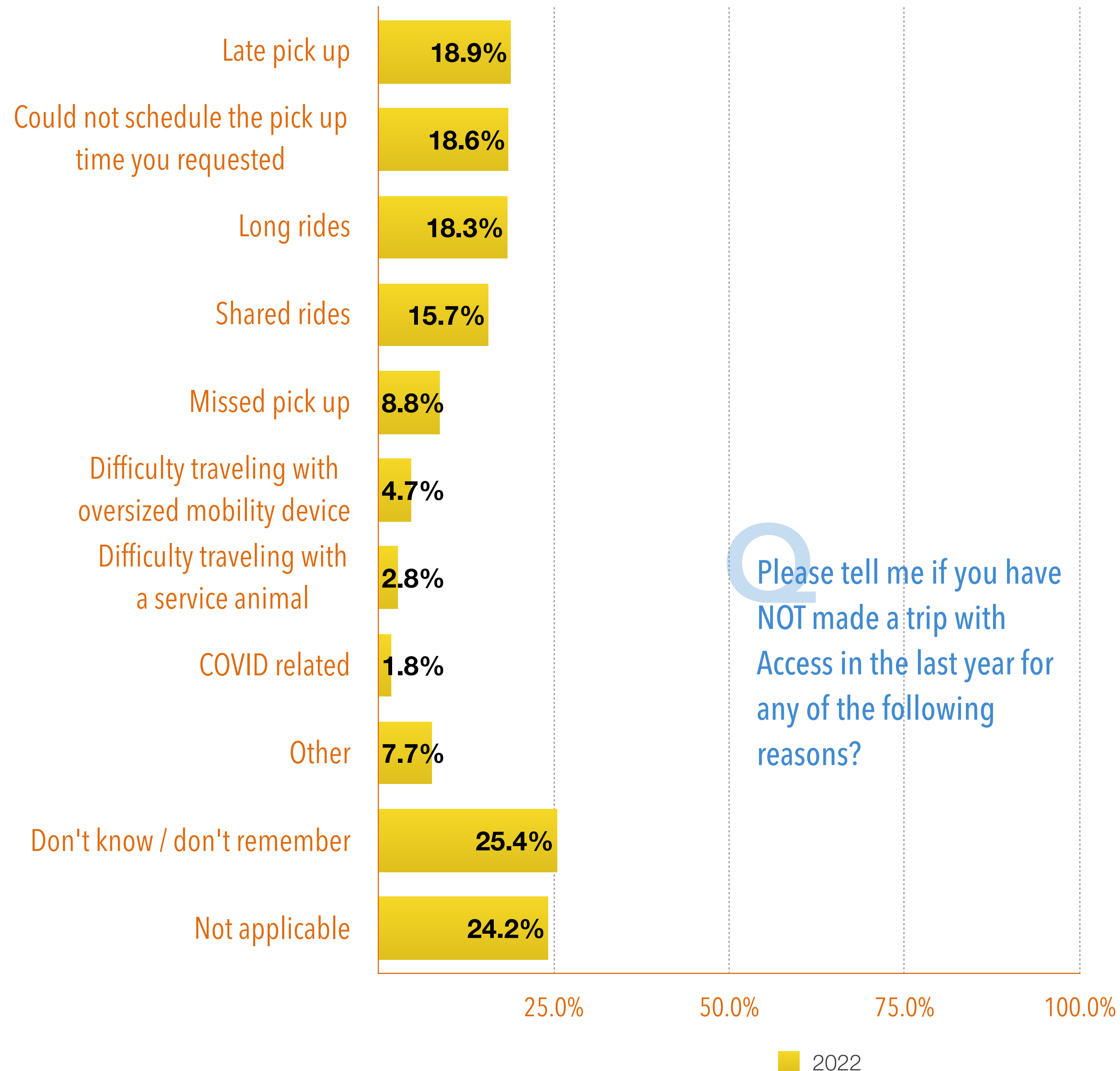
Satisfaction with Beyond the Curb Service



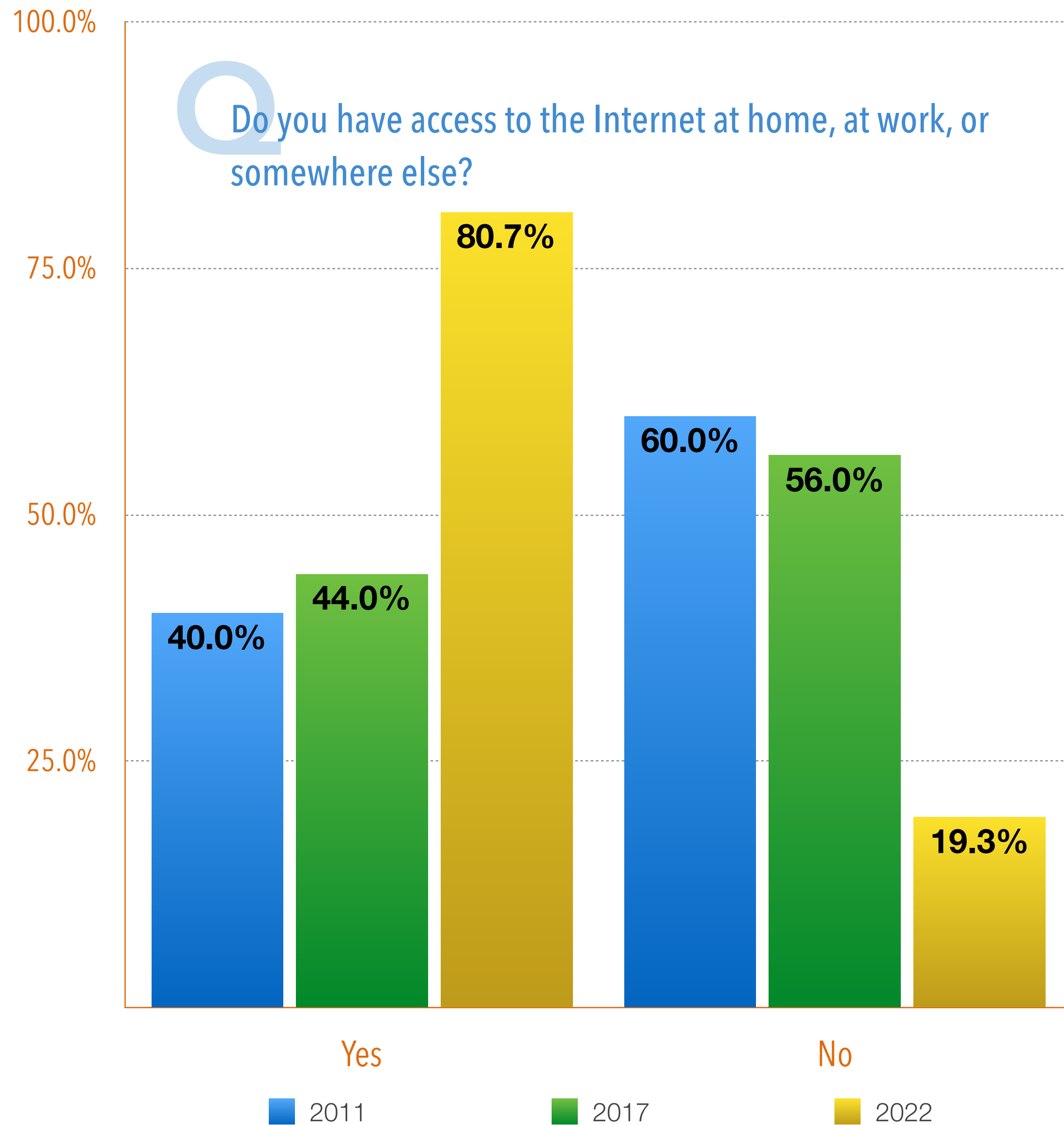
Traveling with Service Animals



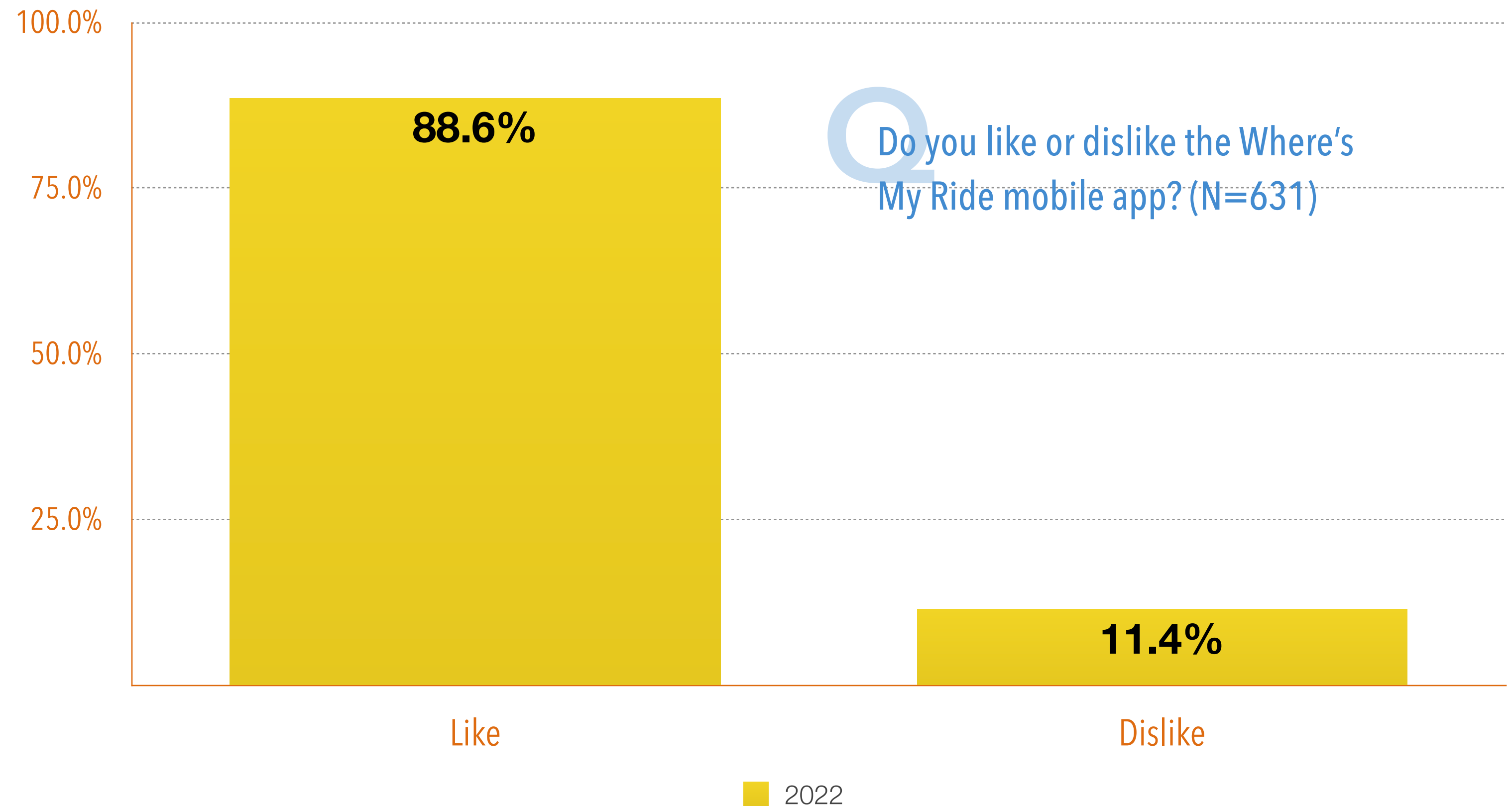
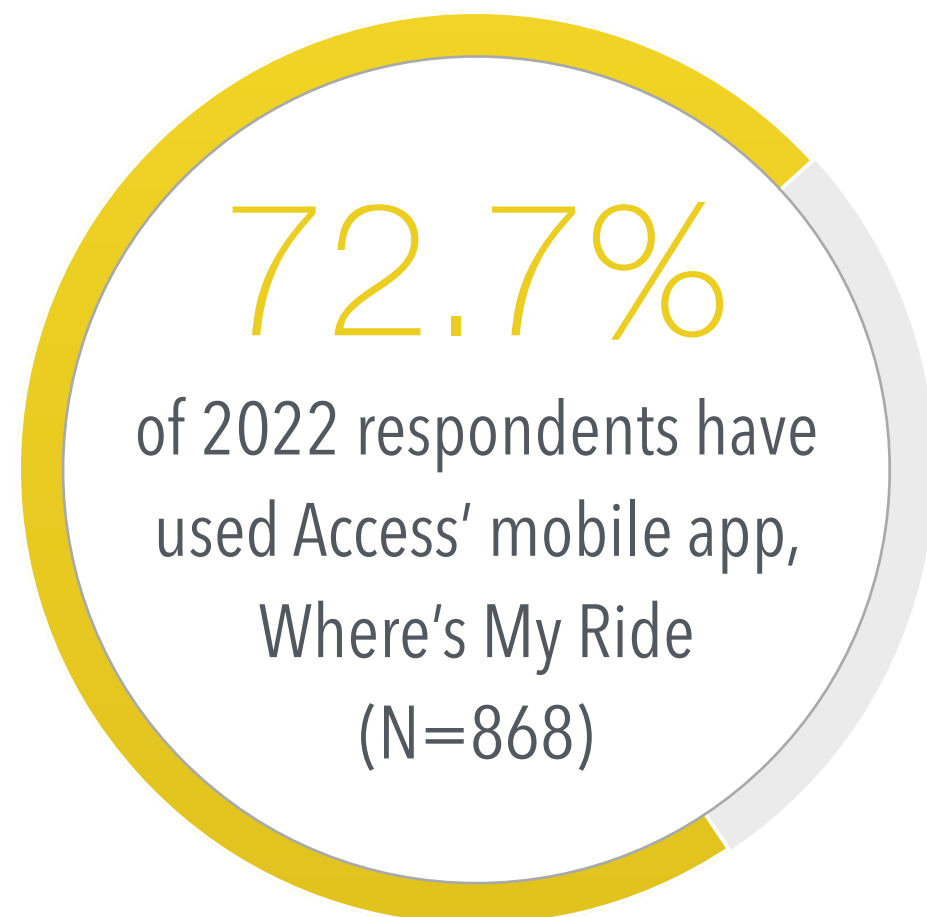
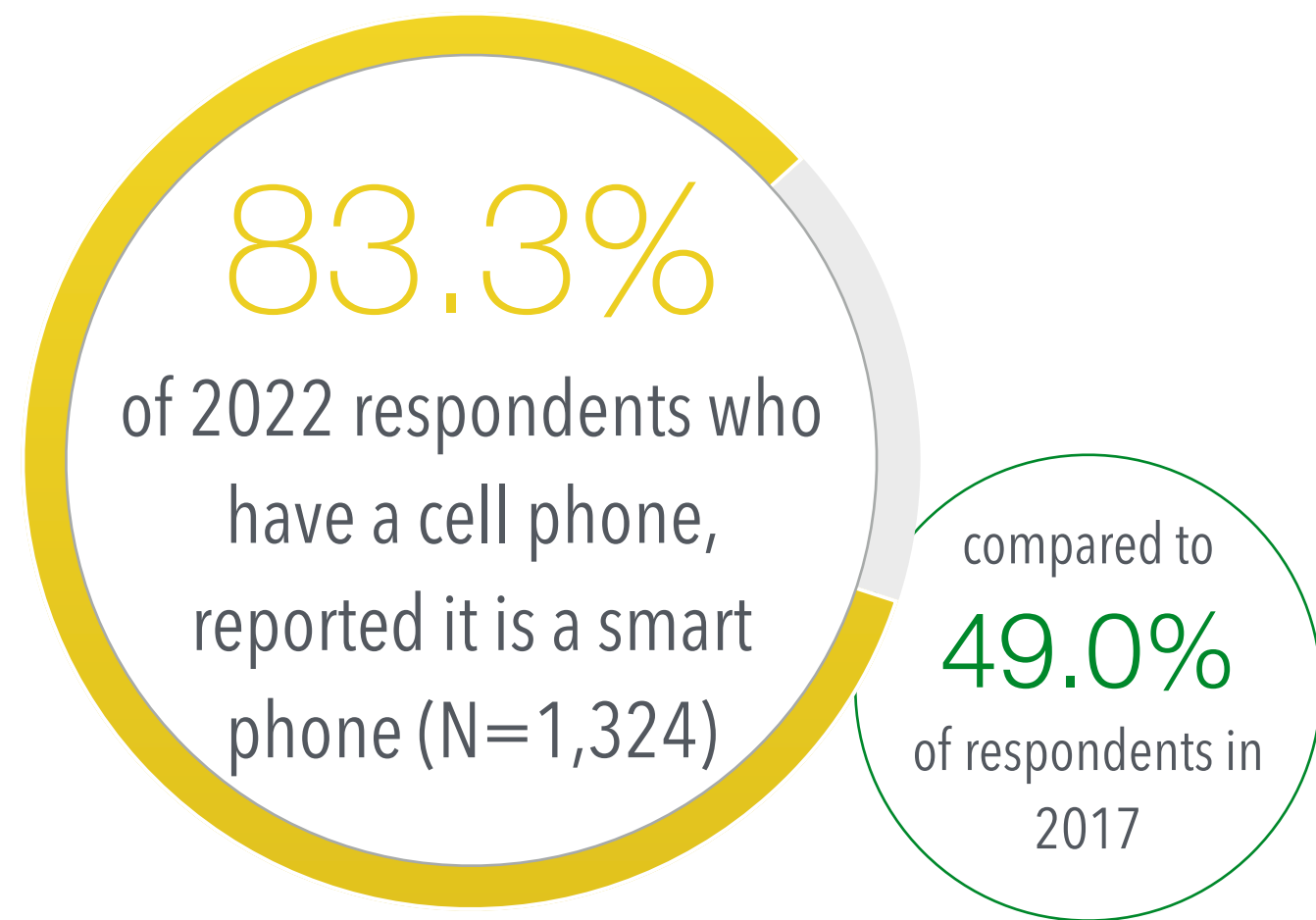
Reasons for Not Making Trips with Access



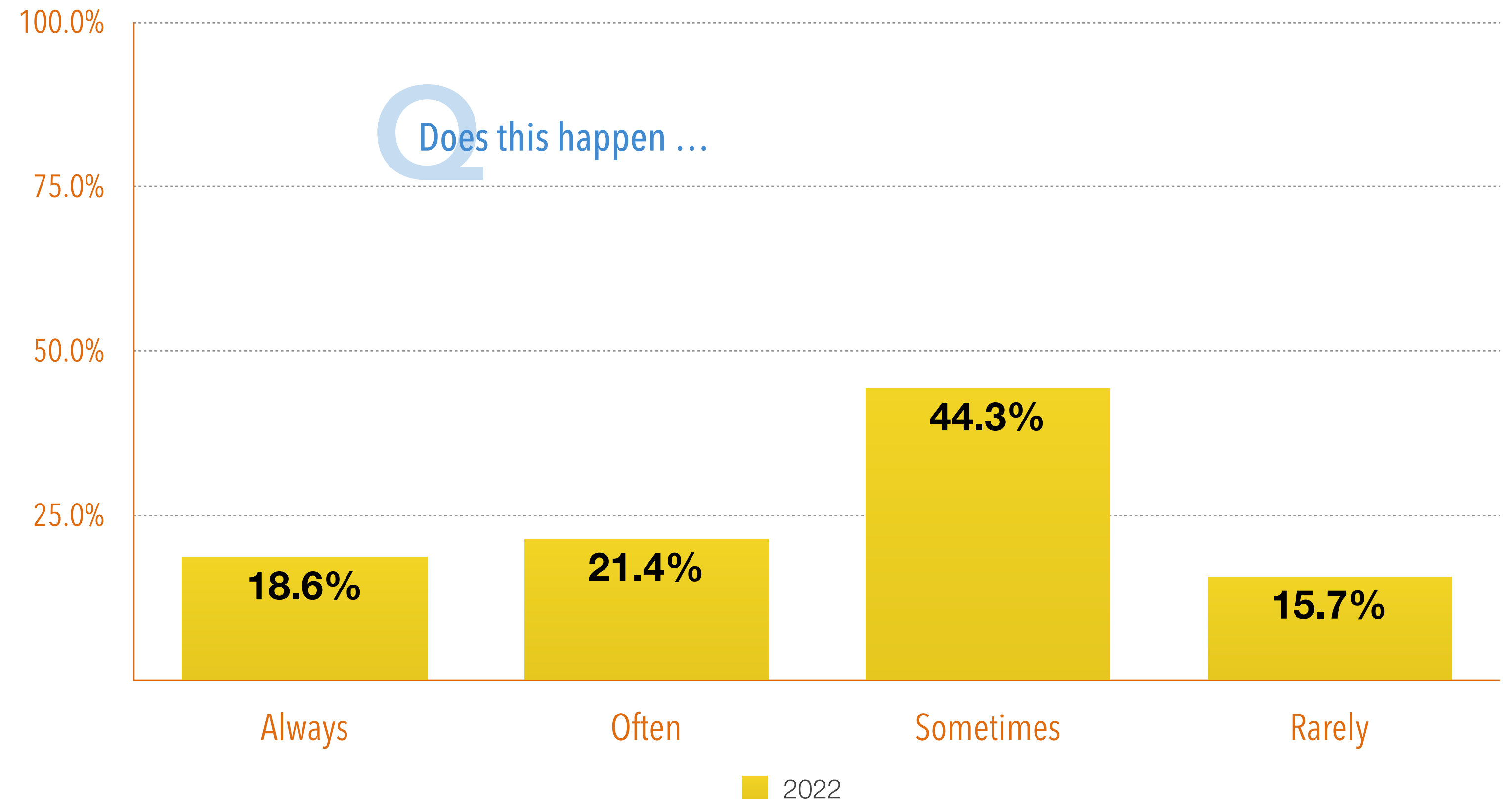
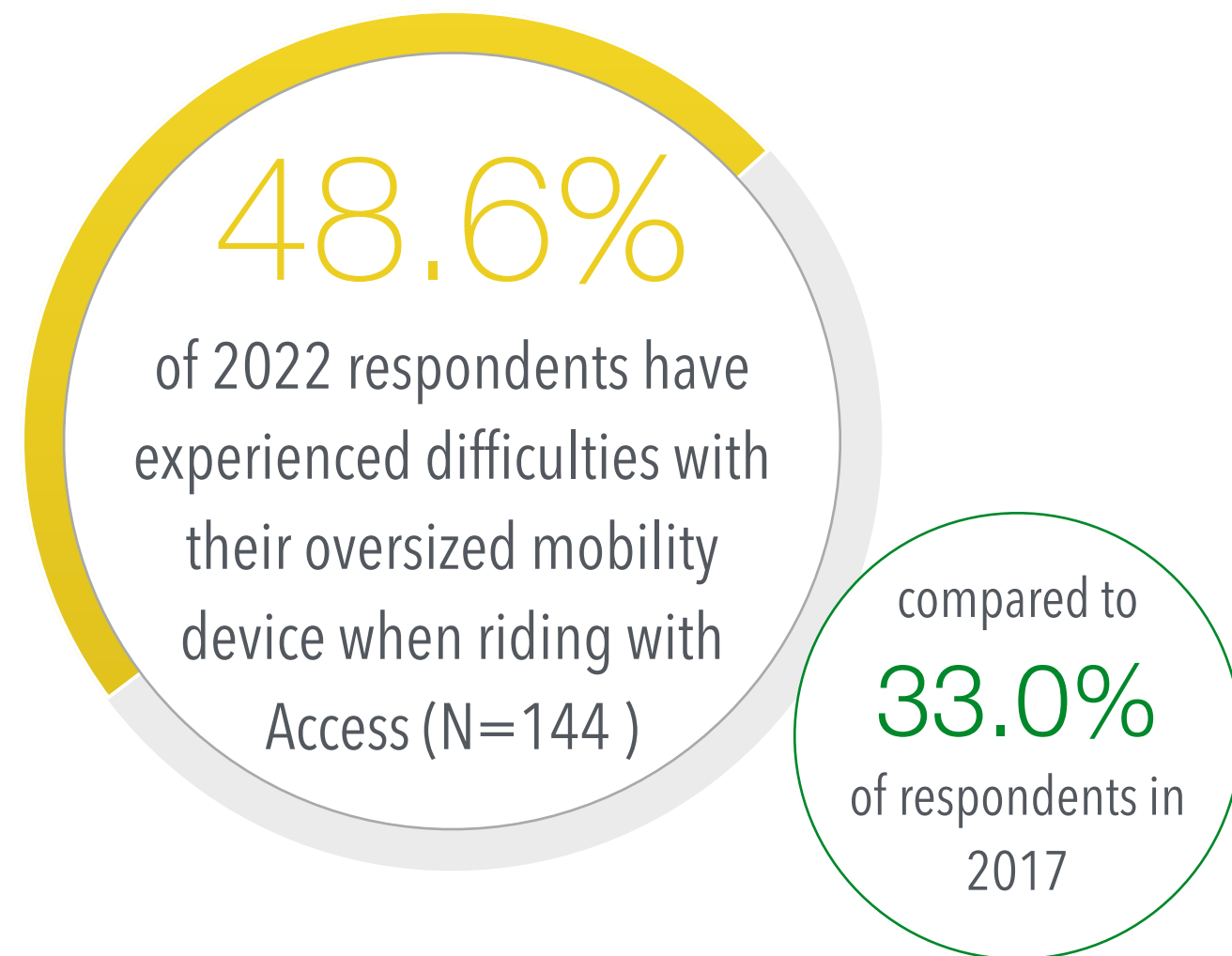
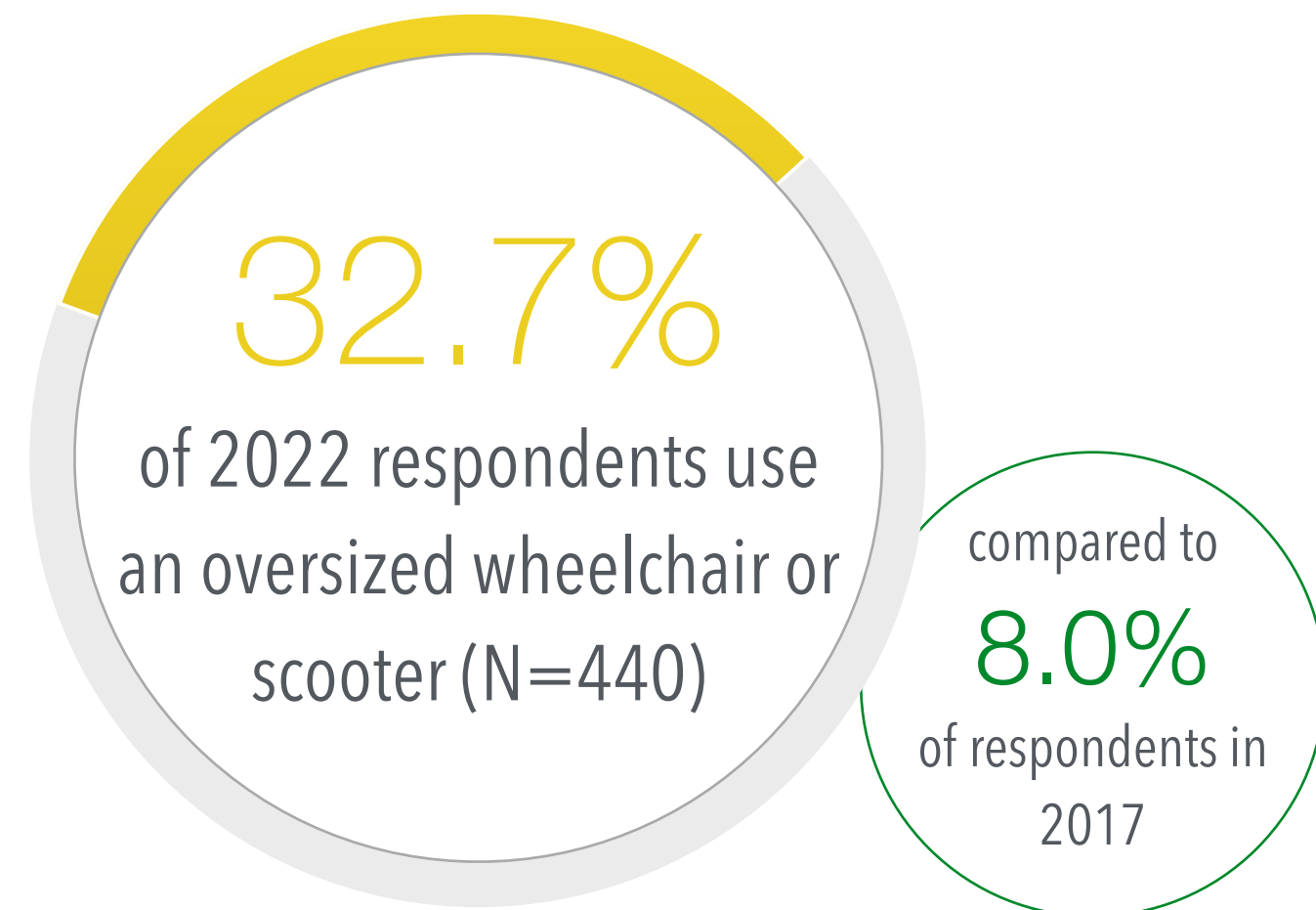
Access to the Internet



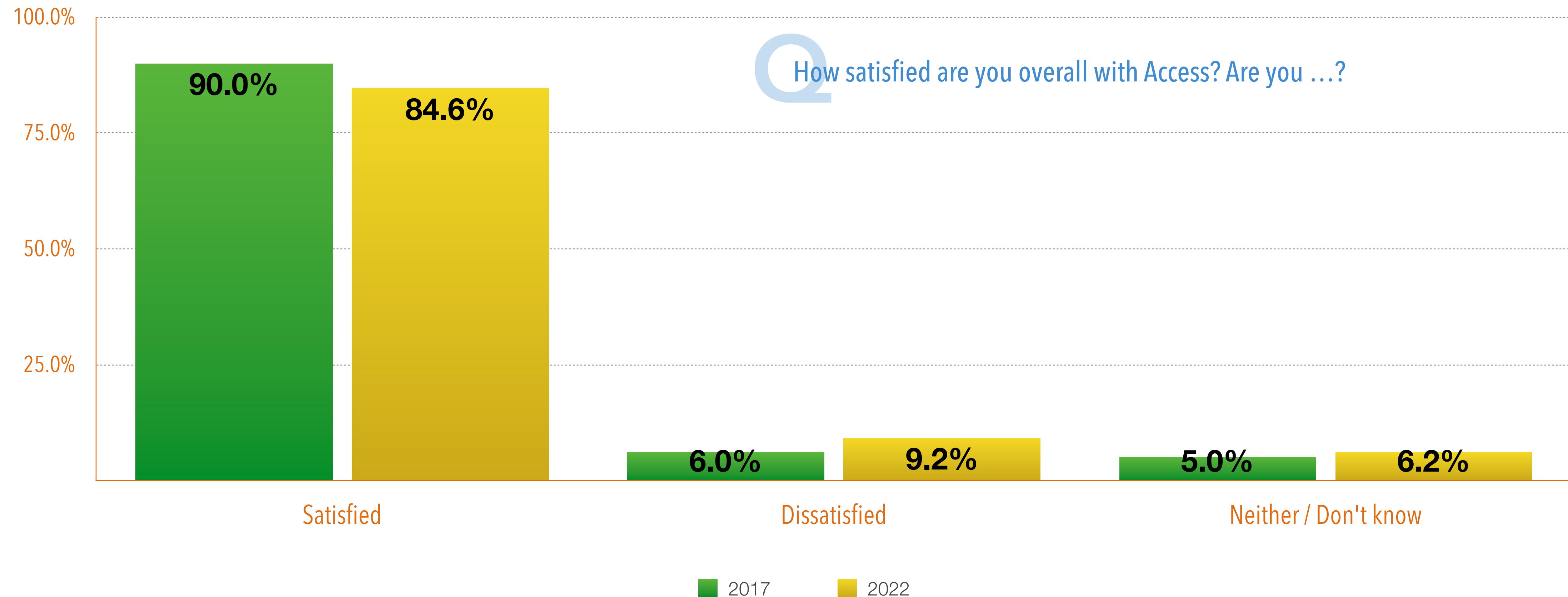
Where's My Ride App



Traveling with Mobility Devices



Overall Satisfaction with Access



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