



access

Report of Findings | 

Biennial Customer Satisfaction Study 2026

09 April 2026

Confidential & Proprietary

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(Provided Separately)



access

Project Overview



Research Objectives

- GreatBlue Research was commissioned by Access Services (hereinafter, “Access”) to conduct comprehensive research among its customers to gain a deeper understanding of 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 assistance from the vehicle to the door of their residence or other location, and experiences riding with mobility devices.
- 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 rider satisfaction.

Areas of Investigation

The 2026 Access Services Biennial Customer Satisfaction Study leveraged a telephone and digital research methodology to address the following areas of investigation:

- Satisfaction with drivers from recent trips with Access
- Experience making a trip reservation
- Satisfaction with Access vehicles
- Satisfaction with the quality of service provided by Access
- Experience contacting customer service
- Experience with calling the Access Operations Monitoring Center (OMC)
- Experience with beyond the curb service
- Experience traveling with service animals
- Experience traveling with mobility devices
- Overall satisfaction with Access
- Demographic profile of riders



Research Methodology Snapshot

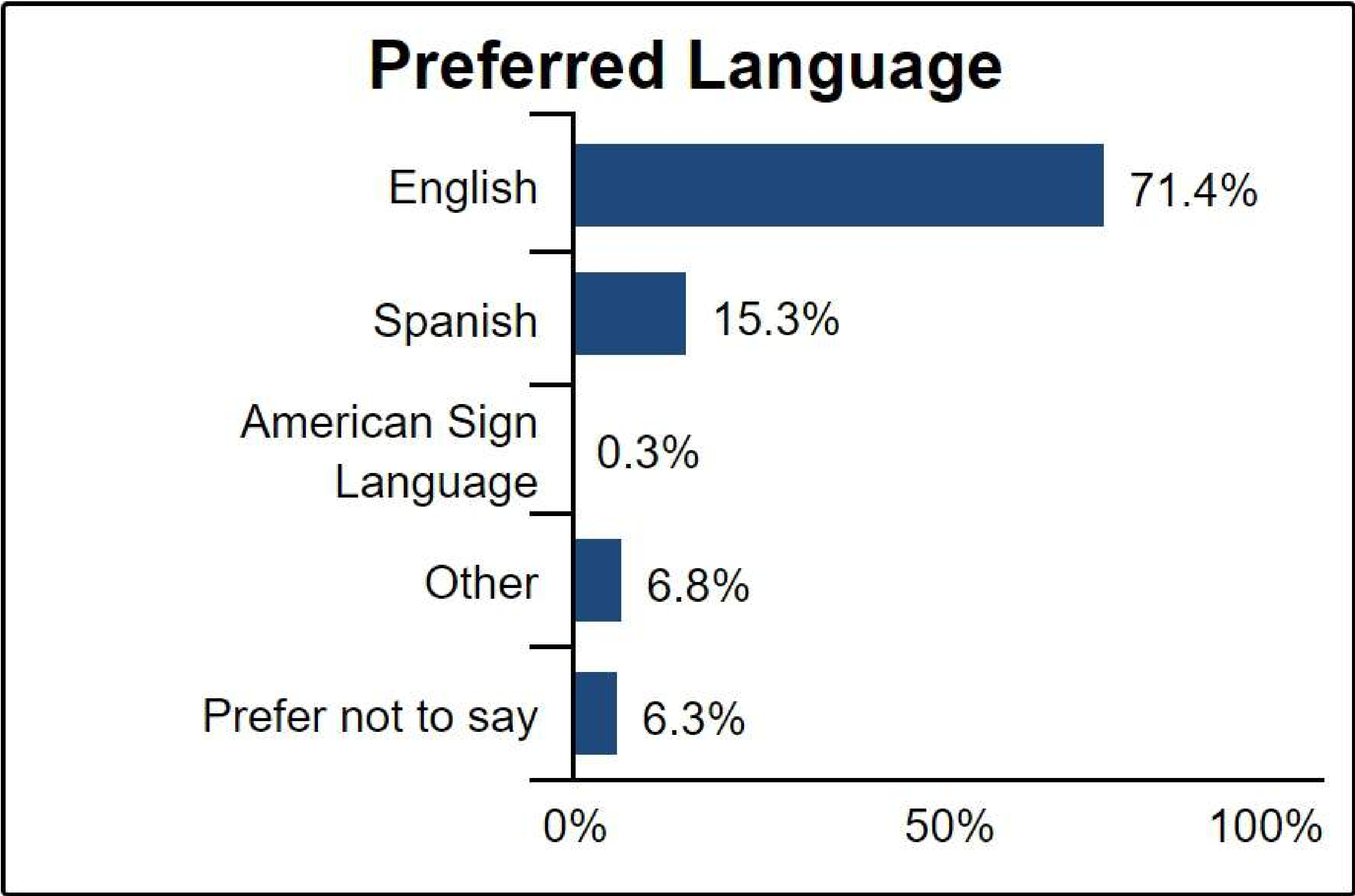
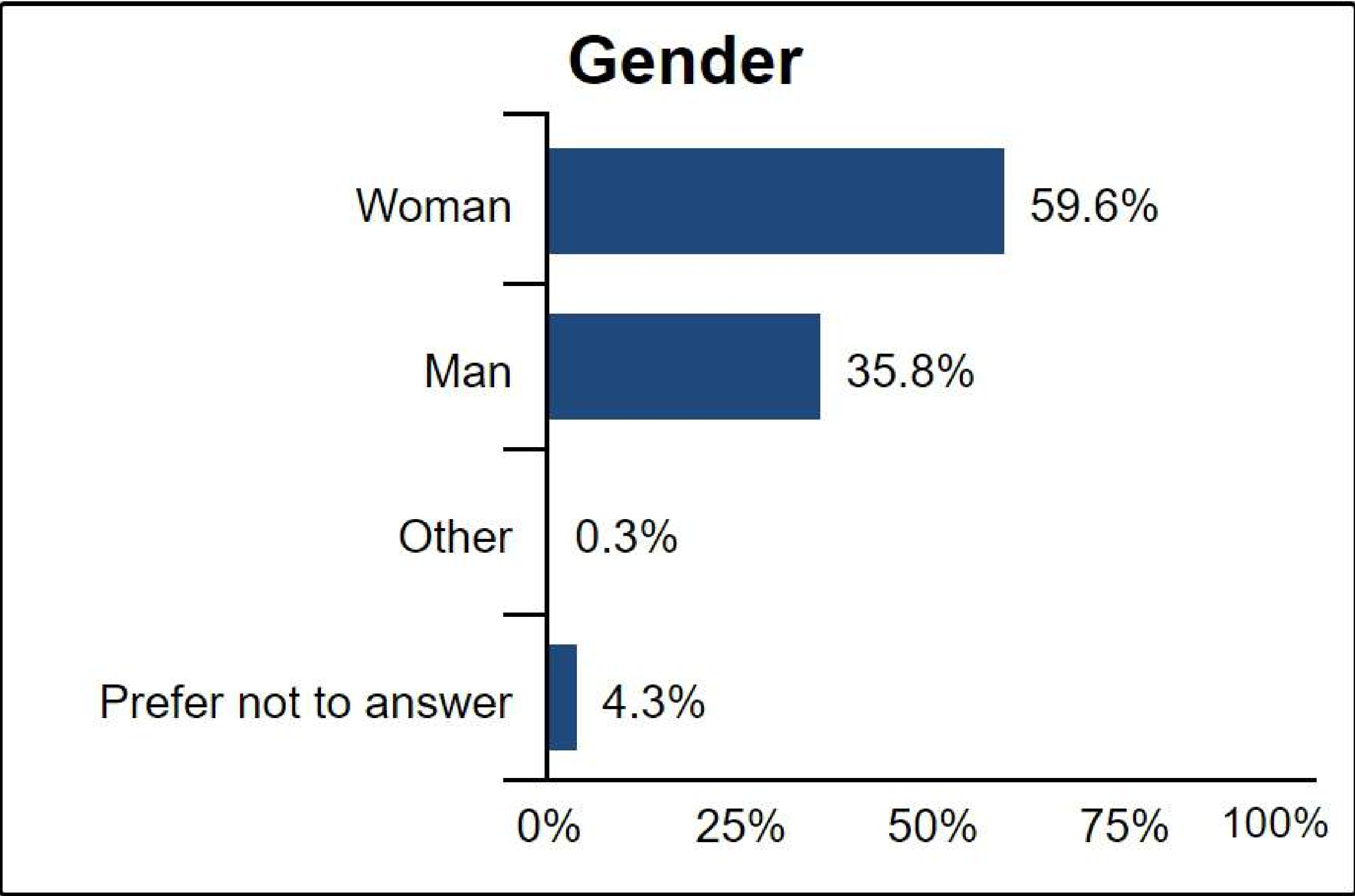
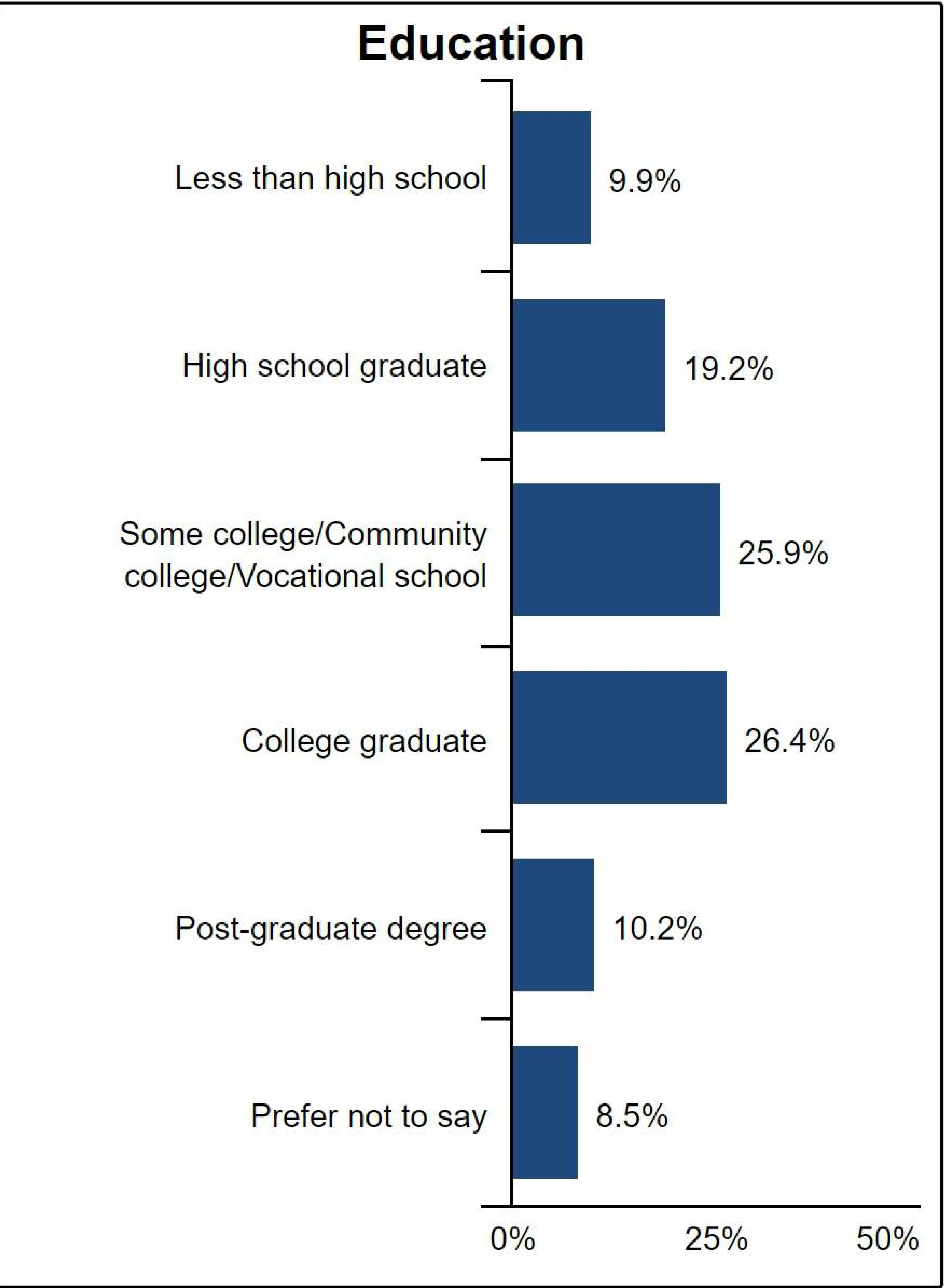
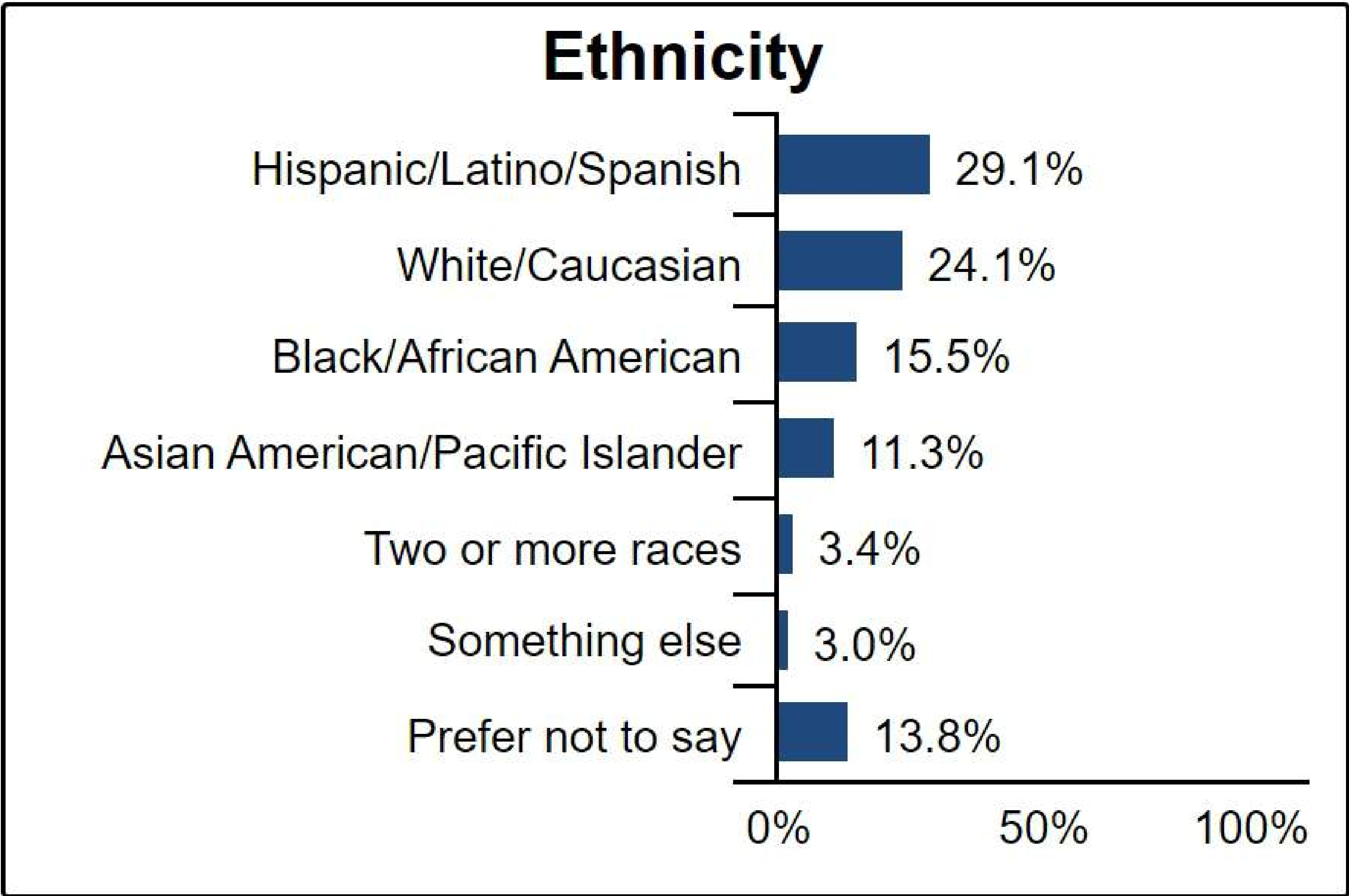
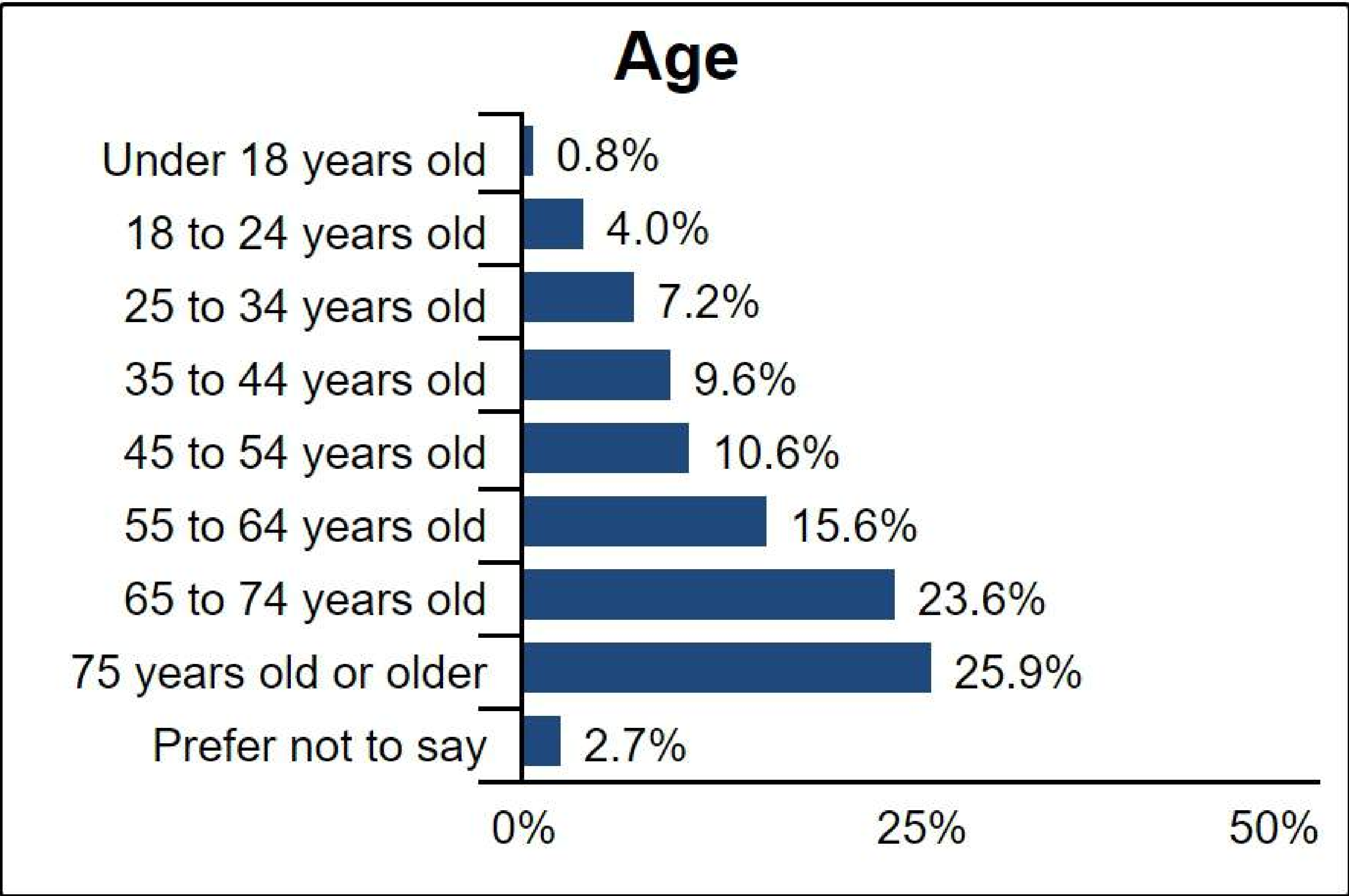


Methodology Digital & Telephone	No. of Completes 1,454	No. of Questions 77*	Incentive None	Sample Customer Sample
Target Access Riders	Quality Assurance Dual-level**	Margin of Error +/- 2.48%	Confidence Level 95%	Research Dates February 11 - March 16, 2026

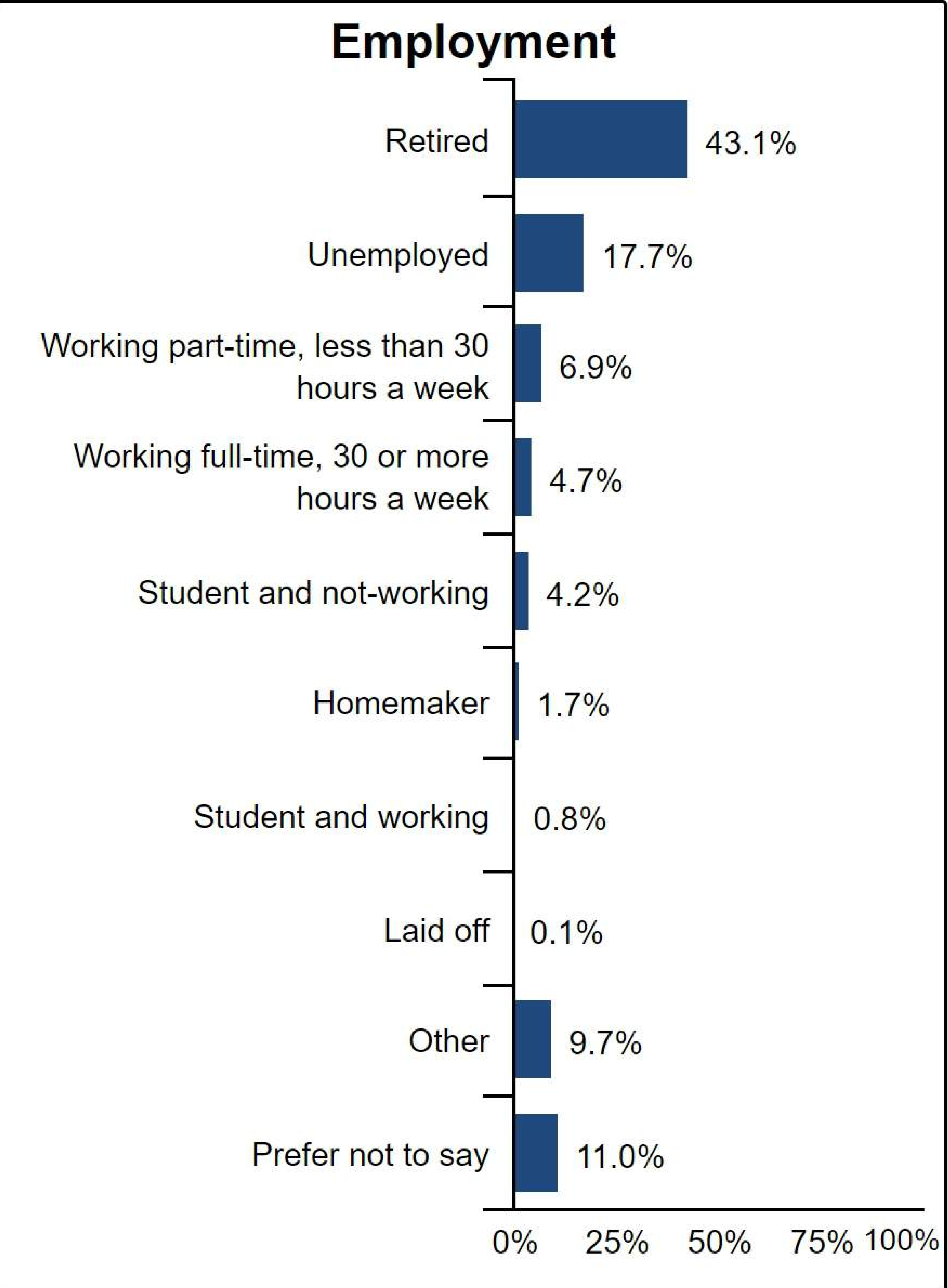
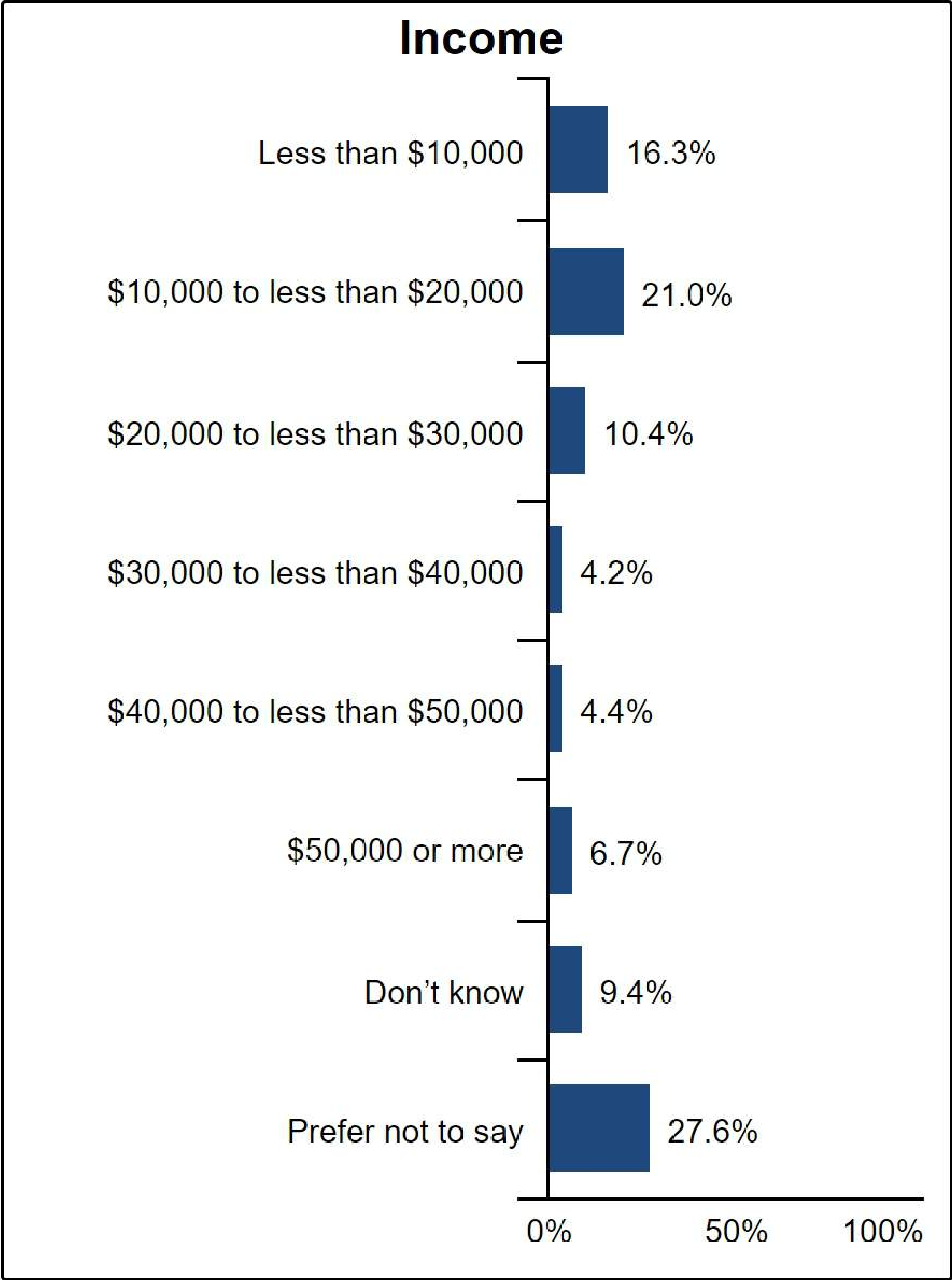
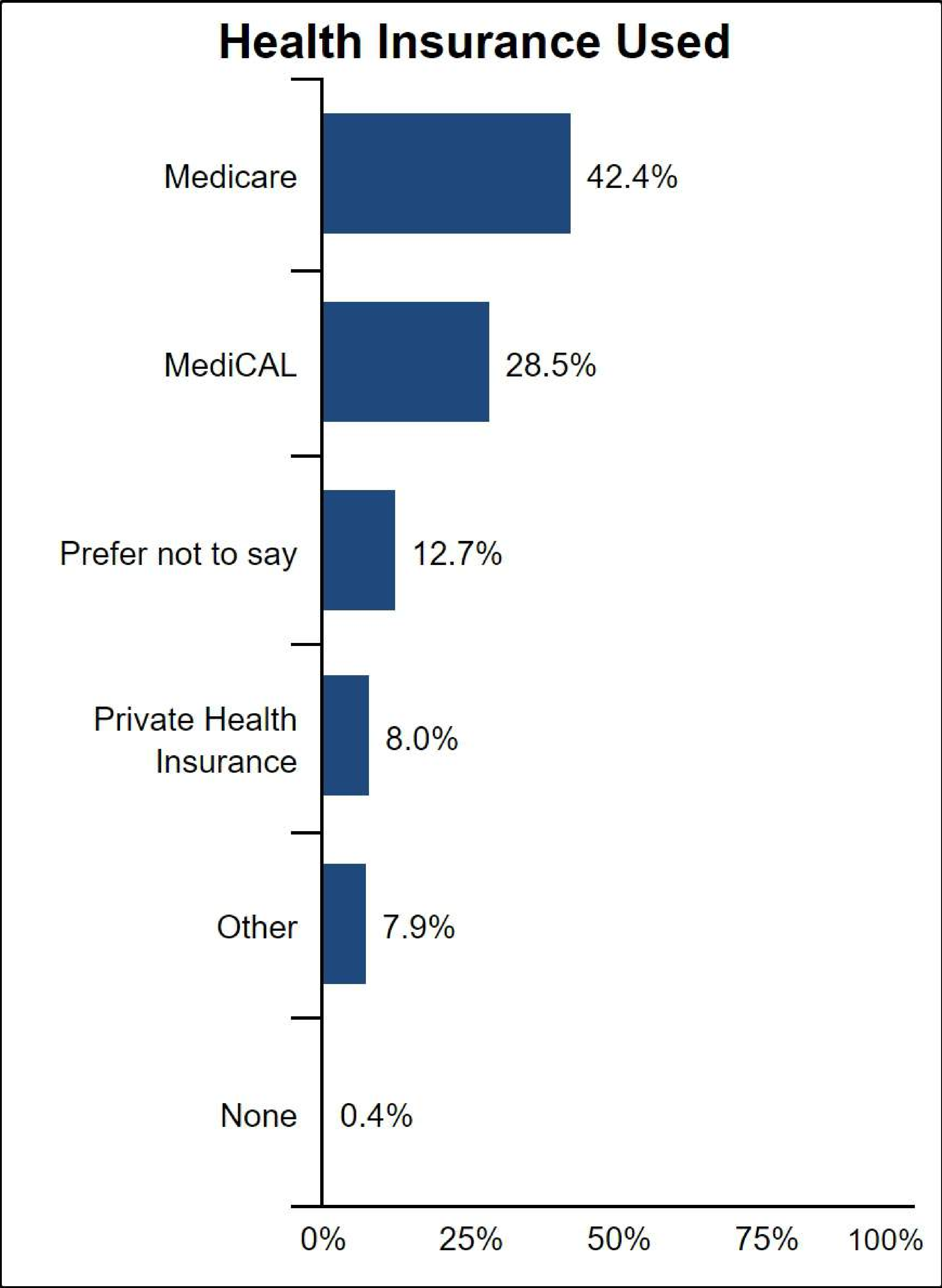
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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

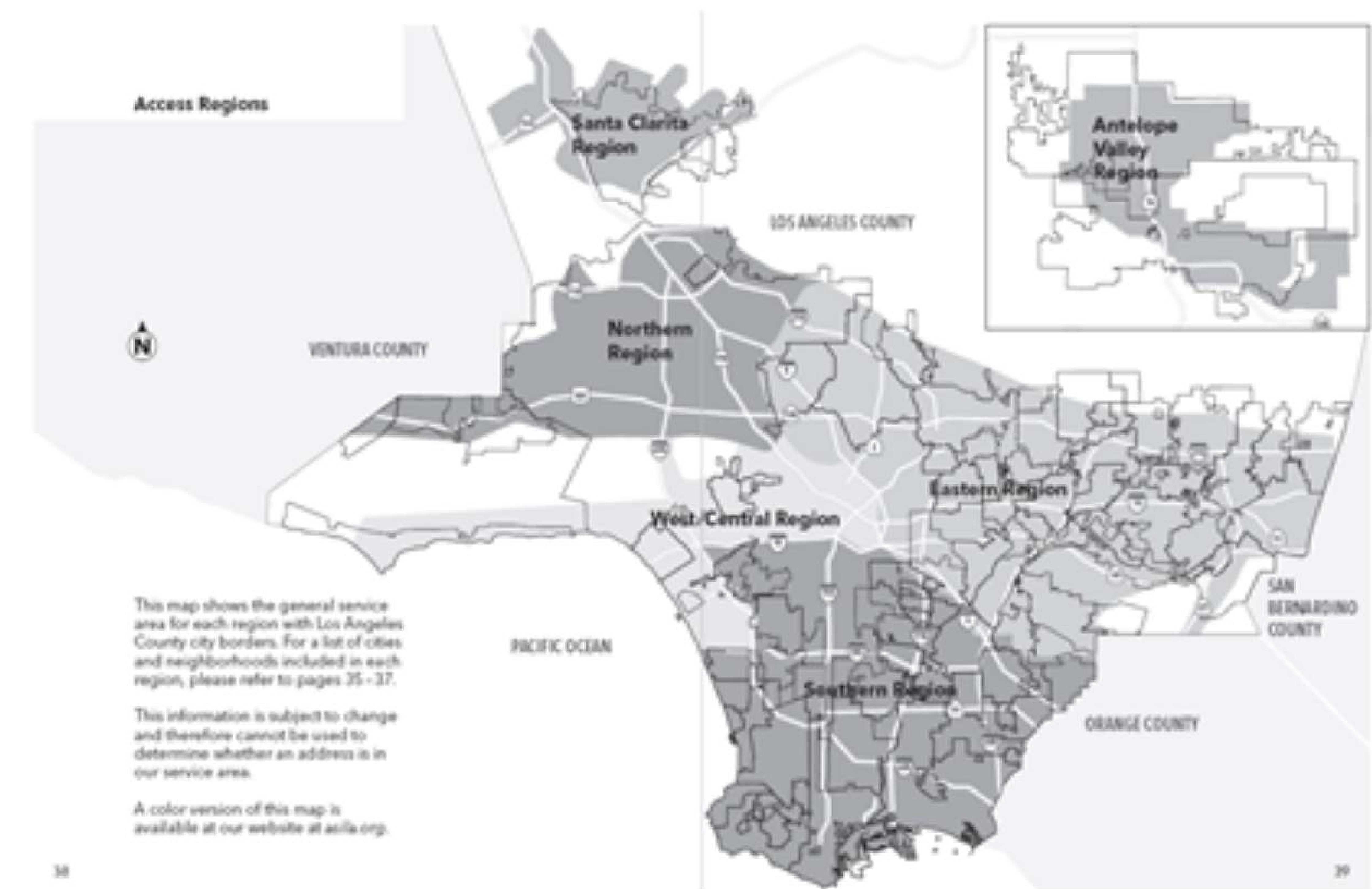
Respondent Profile | Demographics



Respondent Profile | Demographics



Respondent Profile | Demographics



Region	# of surveys
Southern Region	437
Eastern Region	349
West/Central Region	308
Northern Region	246
Antelope Valley	78
Santa Clarita Valley	35
Don't Know	1
Total	1,454

Key Study Findings

Key Study Findings



Ride & Booking Experience

- In 2026, over nine-out-of-ten customers reported drivers are “helpful and courteous” (93.4%) and were satisfied with drivers overall (92.3%), with a significant increase in satisfaction compared to 2024 (+3.4 percentage points).
- Over nine-out-of-ten customers were satisfied with Access vehicle's safety (92.6%) and cleanliness (92.1%), with satisfaction with cleanliness increasing compared to 2024 (+2.1 percentage points).
- Nearly nine-out-of-ten customers (89.1%) were satisfied with their reservation agent "all" or "most of the time," with a similar frequency (90.9%) reporting reservations were booked accurately "all" or "most of the time."
- Among online booking users (45.3% of all customers), nearly nine-out-of-ten reported that the service is easy to use (87.9%) and were satisfied with the overall experience using the service (88.3%).
- Similarly, among Where's My Ride users (43.3% of all customers), over four-fifths reported that the service is easy to use (87.4%) and were satisfied with the overall experience using the service (86.1%).
- Over two-thirds (67.8%) reported no difficulty entering/exiting Access vehicles, while over two-fifths (44.7%) reported having no difficulties being secured or riding in any Access vehicles.
- Over two-thirds of customers (68.7%) reported having adequate space in Access vehicles "all" or "most of the time."

Overall Satisfaction with Services

- Over four-fifths of customers (86.0%) reported being satisfied with Access overall, which was a significant increase over 2024 (+3.6 percentage points).
- Customers most often cited “helpful / courteous drivers” (27.1%) and “on-time / punctual drivers” (15.3%) as reasons for liking their recent trips with Access.
- Nearly two-fifths of customers (38.3%) indicated their biggest issue or concern with Access is "long rides," although concern for this issue significantly decreased compared to 2024 (-5.9 percentage points).
- Among the 23.7% of customers who contacted Access customer service in the past 6 months to file a complaint, nearly three-fifths (59.1%) were satisfied with the way Access responded to their concerns, which was a significant increase compared to 2024 (+6.7 percentage points).
- 13.4% of customers reported contacting customer service to file a compliment in the last six (6) months, and nearly one-fifth (19.3%) reported this was to “compliment driver / polite / patient / competent.”

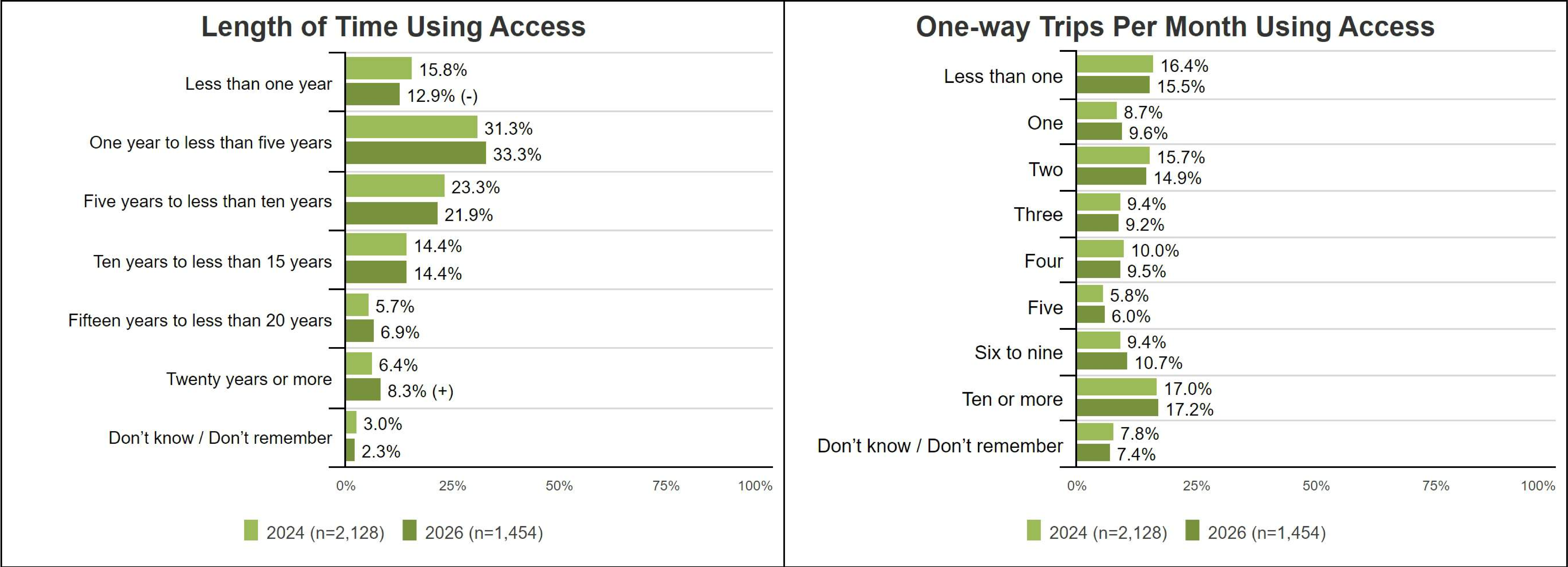
Specialized Services & Accessibility

- Among the 27.2% of customers who contacted the Access OMC because they were waiting for a ride and needed immediate assistance, eight-out-of-ten (80.8%) reported being satisfied with their experience, which was a significant increase compared to 2024 (+9.7 percentage points).
- Among the 12.7% of customers who requested Beyond the Curb service, over four-fifths (85.8%) reported being satisfied with the way Access has handled their request, which was also an increase compared to 2024 (+4.4 percentage points).
- Among the 50.0% of riders who use a mobility device (cane, walker, or crutches), only 13.1% reported having difficulties traveling with their mobility device.
- Among the 19.9% of customers who use a mobility device like a manual or power wheelchair or scooter, less than one-quarter (23.9%) reported having difficulties traveling with it.

Ride & Booking Experience

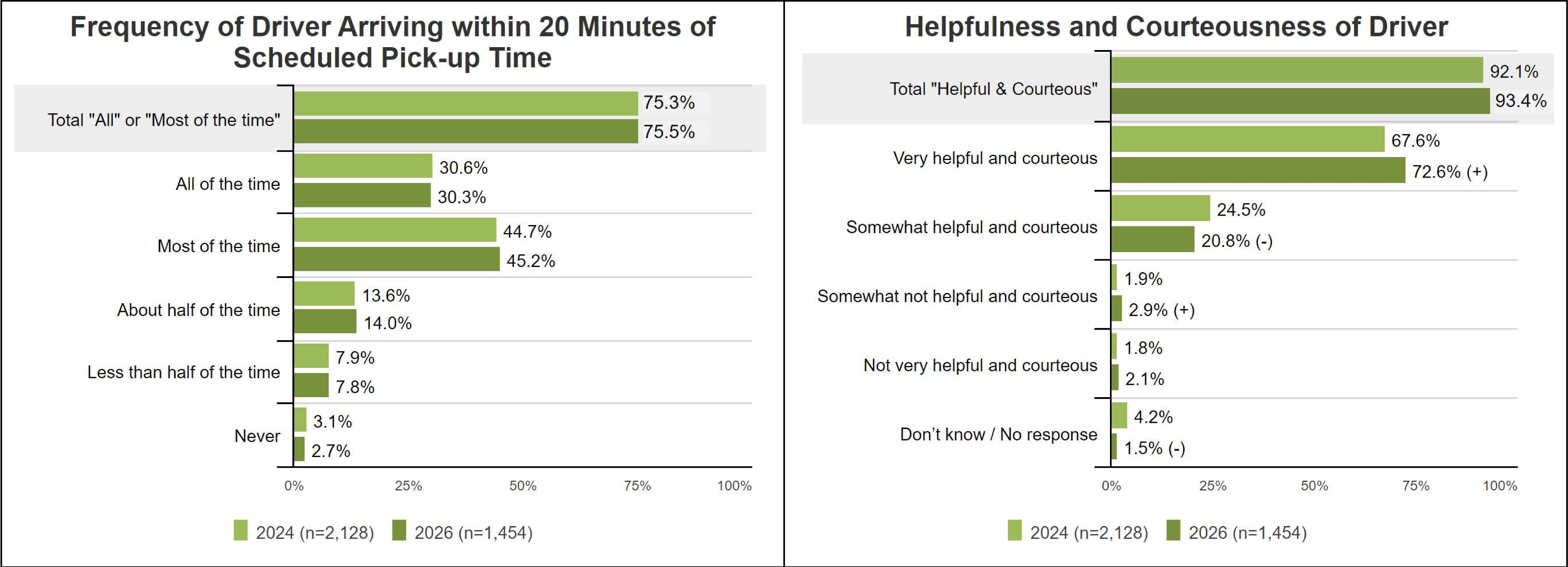
Usage | Tenure & Trip Volume with Access

Nearly one-half of customers (46.2%) indicated they have been using Access Paratransit for less than five years, while nearly one-quarter reported using Access for “five years to less than 10 years.” Over two-thirds (67.5%) reported taking multiple one-way trips per month with Access, and specifically, 17.2% of riders take ten or more trips per month using Access.



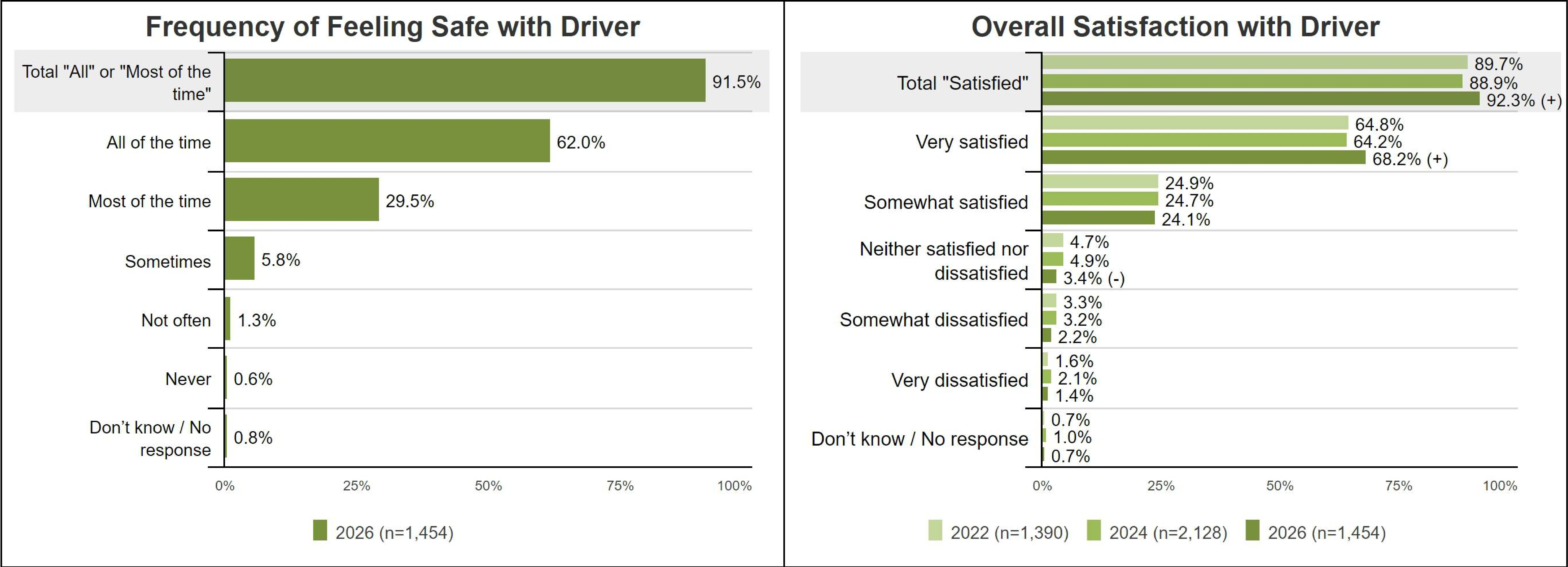
[usage_duration]: Approximately how long have you been using Access Services?
[monthly_trips]: Approximately how many one-way trips do you take each month using Access Services?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Three-quarters of customers reported their drivers arrive no later than 20 minutes after their scheduled pick-up time "all of the time" or "most of the time," which was on par with 2024 findings. Further, over nine-out-of-ten customers indicated their Access drivers are generally "helpful and courteous," including nearly three-quarters of customers who indicated their driver was "very helpful and courteous," a significant increase over 2024 (+5.0 percentage points).



[on_time_pickup]: Did the driver arrive within 20 minutes of your scheduled pick-up time (no later than 20 minutes after)?
[driver_courteousness]: Would you say your drivers were generally?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

In 2026, over nine-out-of-ten customers reported being either “very satisfied” or “somewhat satisfied” with the drivers of their trips in the past month riding with Access, which was a significant increase compared to 2024 (+3.4 percentage points). Similarly, over nine-out-of-ten customers reported feeling safe “all” or “most of the time” while riding with an Access driver.

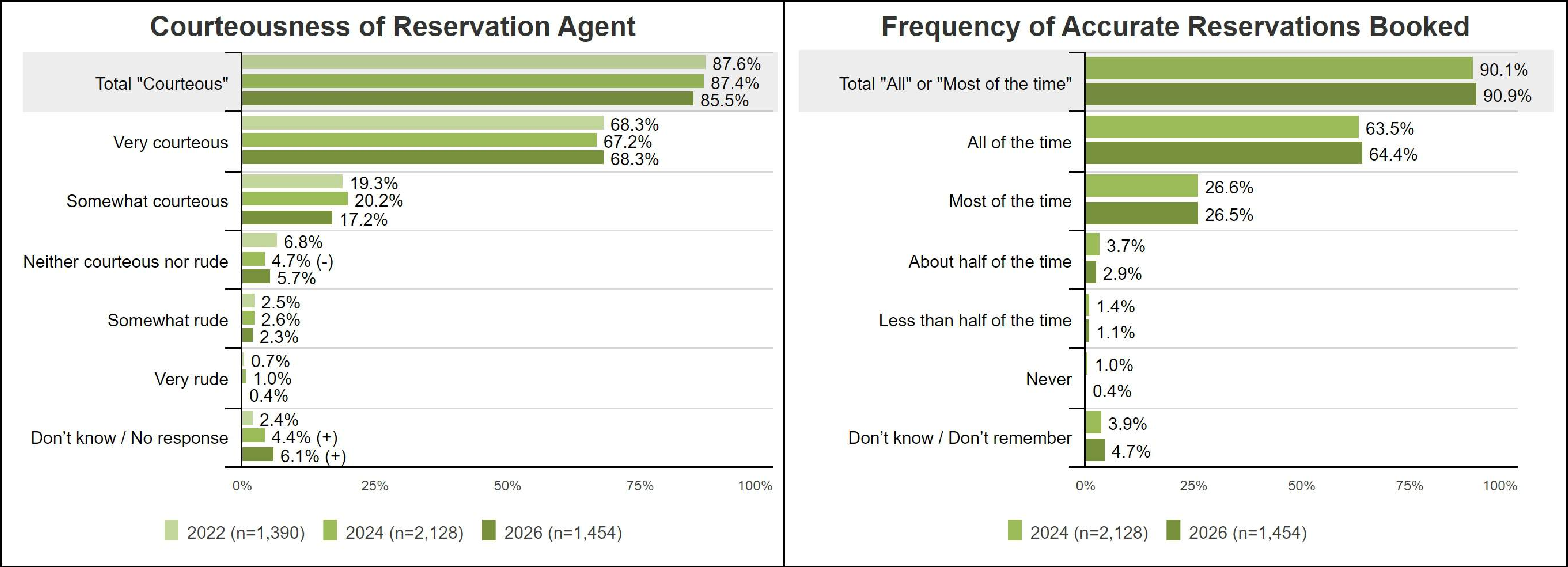


[driver_safety]: Overall, did you feel safe while riding with your driver?
[driver_satisfaction]: Overall, how satisfied were you with the drivers?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Reservations | Experience with Reservation Agent

access

Over eight-out-of-ten customers indicated the reservation agents who made their trip reservations within the past month were either "very courteous" or "somewhat courteous," which was a slight decrease compared to 2024 (-1.9 percentage points). Further, nine-out-of-ten customers reported that their reservation agent booked their reservation accurately "all" or "most of the time," which was on par with 2024 findings.



[agent_courteousness]: If you made your trip reservation by telephoning an agent, was the reservation agent?

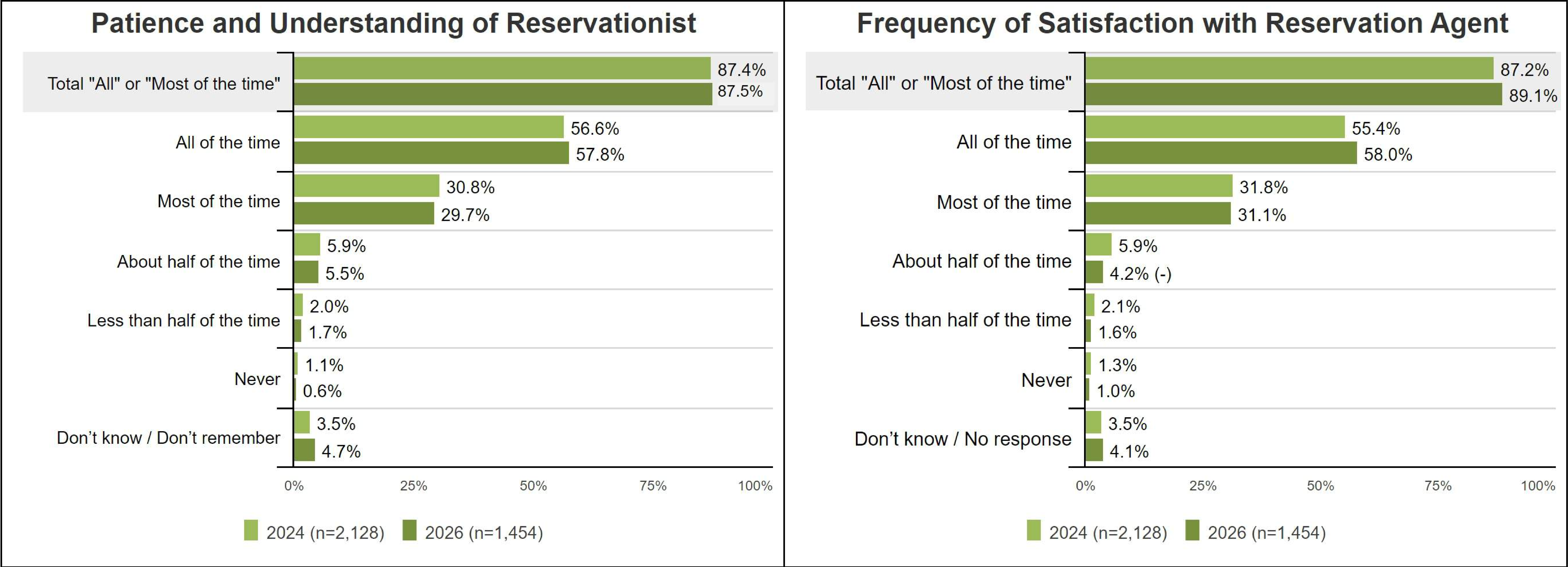
[reservation_accuracy]: Did the reservation agents make the reservations accurately?

(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Reservations | Satisfaction with Reservation Agent

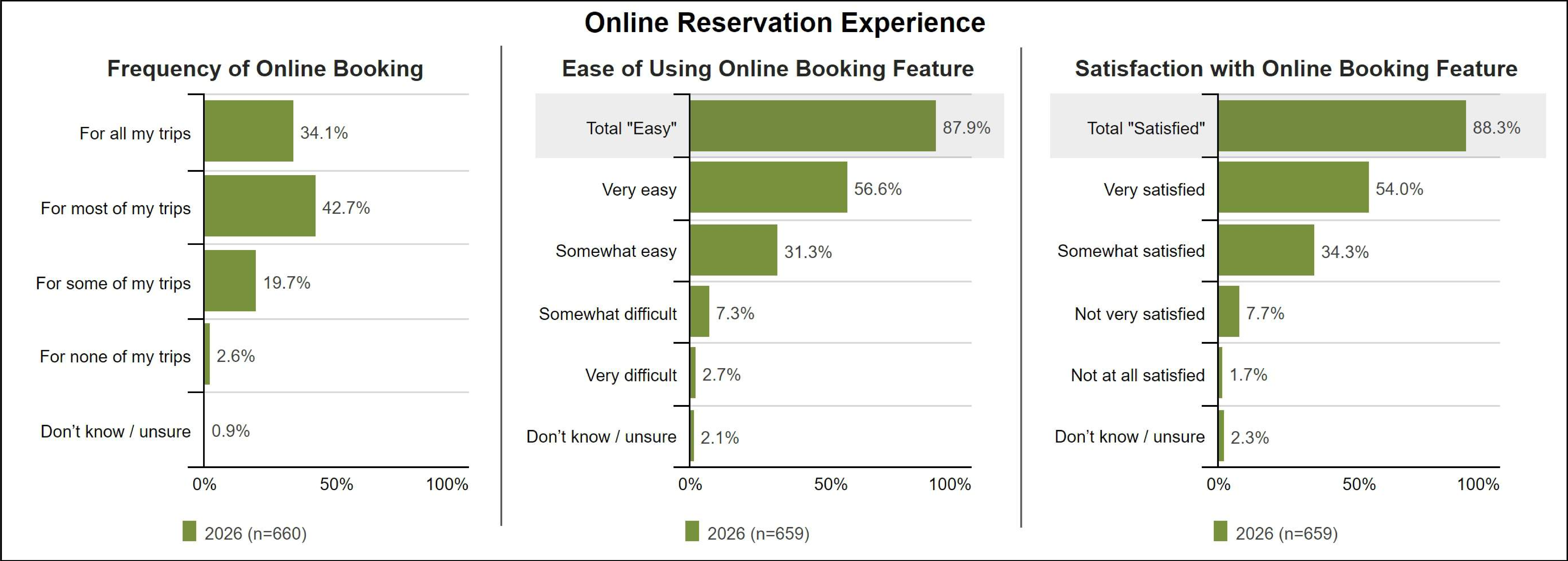
access

Nearly nine-out-of-ten customers indicated the reservationists they interact with are patient and understanding "all" or "most of the time," which was on par with 2024 findings. A similar frequency of customers reported being satisfied overall with their reservation agent "all" or "most of the time," which was a slight increase compared to 2024 (+1.9 percentage points).



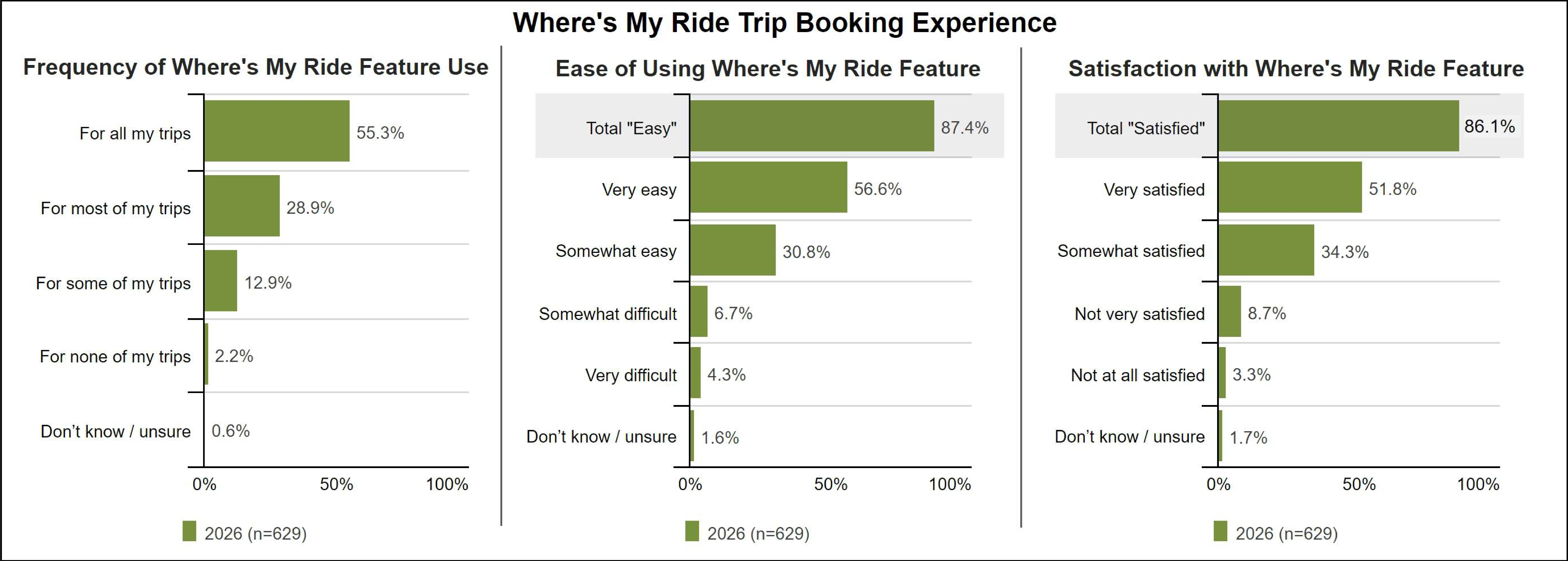
[agent_patience]: Did you find the reservationist to be patient and understanding?
[reservation_satisfaction]: Overall, have you been satisfied with your reservation agents?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Of the 45.3% of customers who have utilized Access's online booking service, over three-quarters (76.8%) currently use the online booking feature for "all" or "most of their trips." Nearly nine-out-of-ten customers found it either "very" or "somewhat easy" to use the online booking feature, while a similar frequency of customers were either "very" or "somewhat satisfied" with their experience using the online booking feature overall.



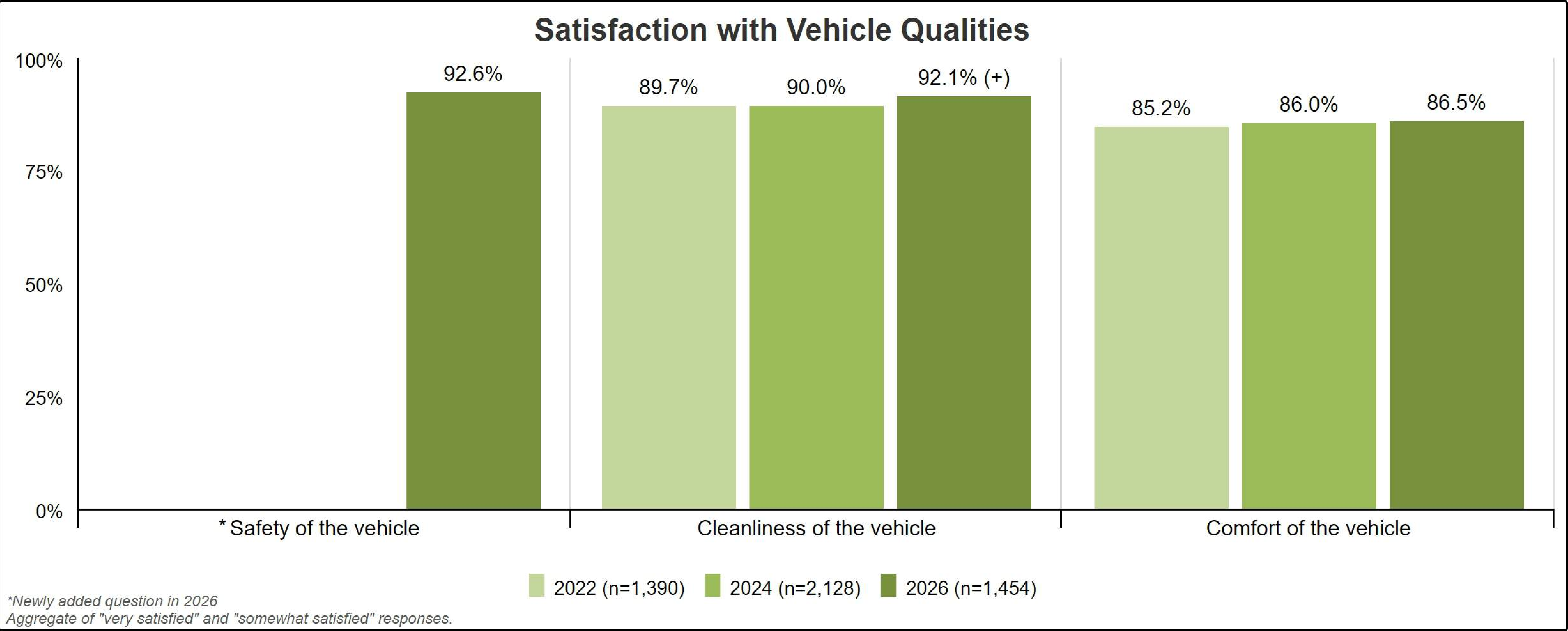
[online_booking_frequency]: How often would you say you use the online booking feature?
[online_booking_ease]: How would you rate the ease of using the online booking feature?
[online_booking_satisfaction]: How satisfied are you with your experience using the online booking feature?

Of the 43.3% of customers who currently utilize the Where's My Ride trip booking feature, over four-fifths (84.2%) indicated using it for "all" or "most of their trips." Further, nearly nine-out-of-ten customers reported that the Where's My Ride feature was either "very" or "somewhat easy" to use, while a similar frequency were satisfied with their experience using the ride feature overall.



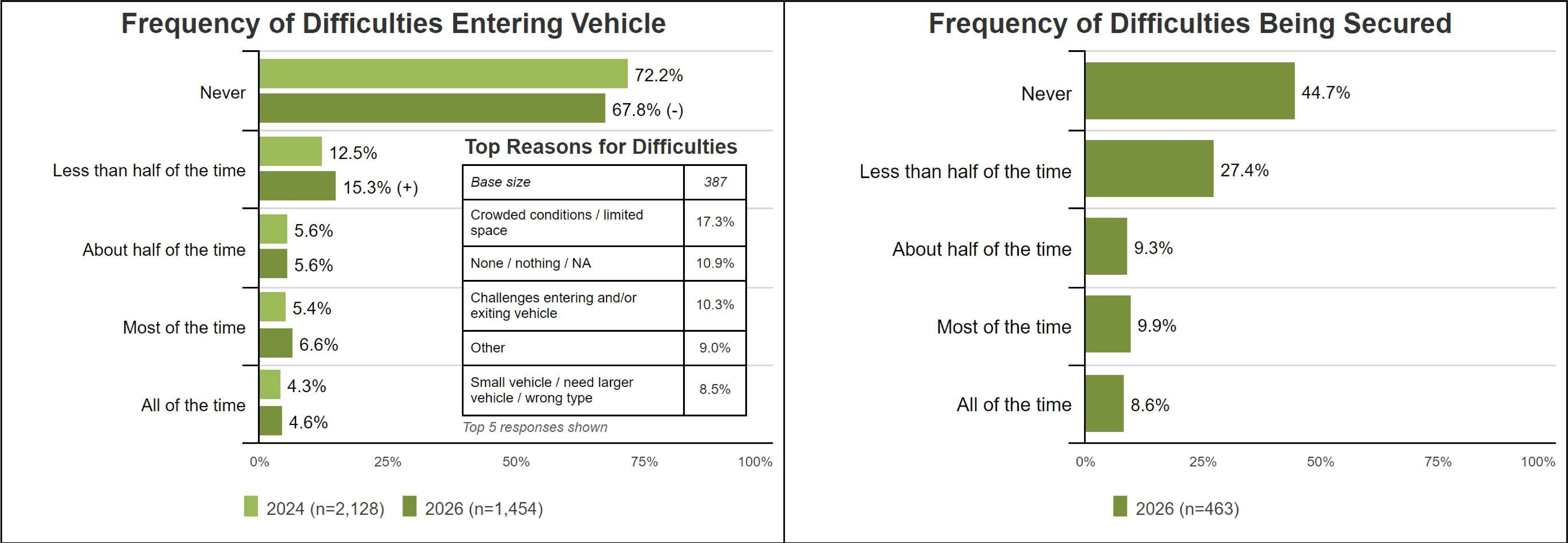
[wheres_my_ride_frequency]: How often would you say you use the Where's My Ride trip booking feature?
[wheres_my_ride_ease]: How would you rate the ease of using the Where's My Ride trip booking feature?
[wheres_my_ride_satisfaction]: How satisfied are you with your experience using the Where's My Ride booking feature?

Over nine-out-of-ten customers were satisfied with the "safety" and "cleanliness" of the vehicle they rode in, with significantly more customers reporting satisfaction with the "cleanliness of the vehicle" (+2.1 percentage points). Further, over eight-out-of-ten customers were satisfied with the "comfort of the vehicle," which was on par with 2024 findings.



[vehicle_satisfaction_grid]: Please rate your satisfaction with each of the following:
(+/-) indicates statistical significance at a 95% confidence level compared to previous year.

In 2026, over two-thirds of customers reported **never** having any difficulty or problems getting into or out of the vehicles during their trips with Access over the past month, although this was a significant decrease compared to 2024 (-4.4 percentage points), with more customers reporting having experienced difficulties "less than half of the time" (+2.8 percentage points). Among customers who experienced difficulties, nearly one-fifth indicated it was due to "crowded conditions / limited space." Additionally, over two-fifths of customers reported **never** having difficulties being secured or riding in any vehicles, while over one-quarter experienced difficulties "less than half of the time."

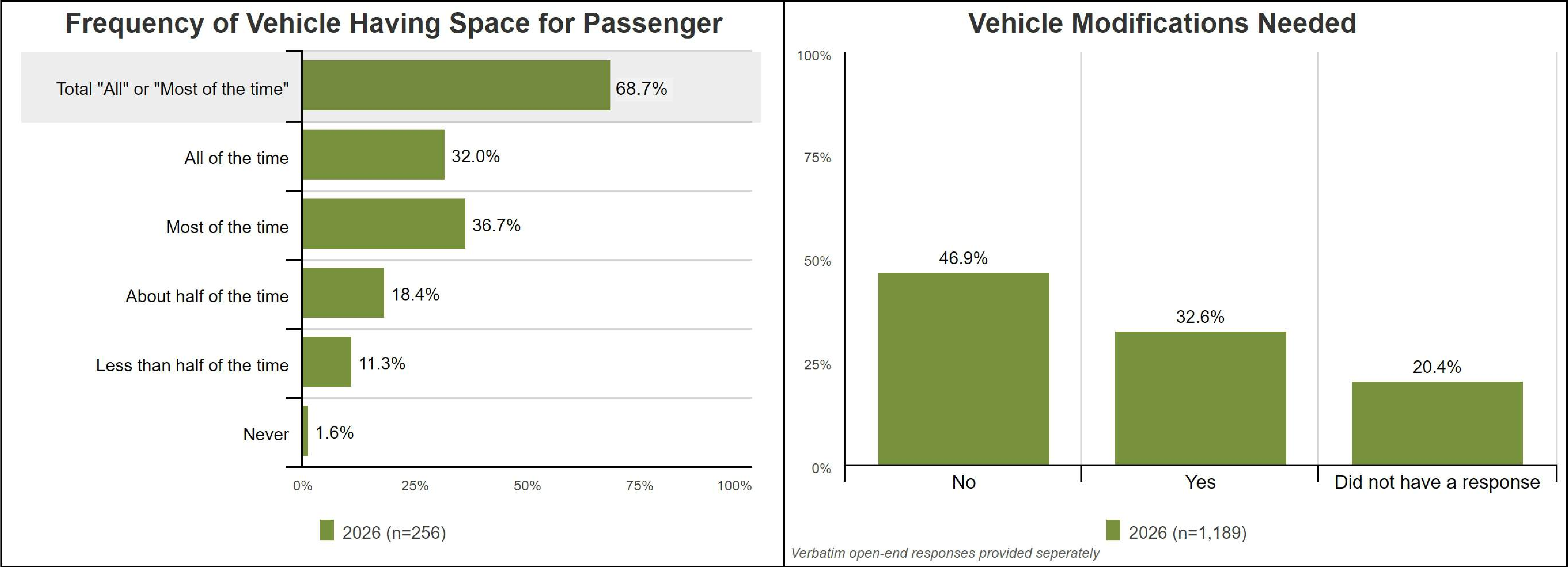


[boarding_difficulty]: Did you have any difficulty or problems getting into or out of ANY of the vehicles?
[boarding_problems_examples]: Can you please give an example or examples of what difficulty or problems you experienced getting into or out of the vehicle?
[riding_difficulty]: Did you have any difficulty or problems being secured or riding in ANY of the vehicles?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Vehicles | Spaciousness & Modifications Needed

access

Over two-thirds of customers reported having room for themselves and their possessions when traveling in an Access vehicle, with over one-third reporting having space only "most of the time." Further, nearly one-half of customers reported not having any modifications they would like to see to the current vehicles used by Access.

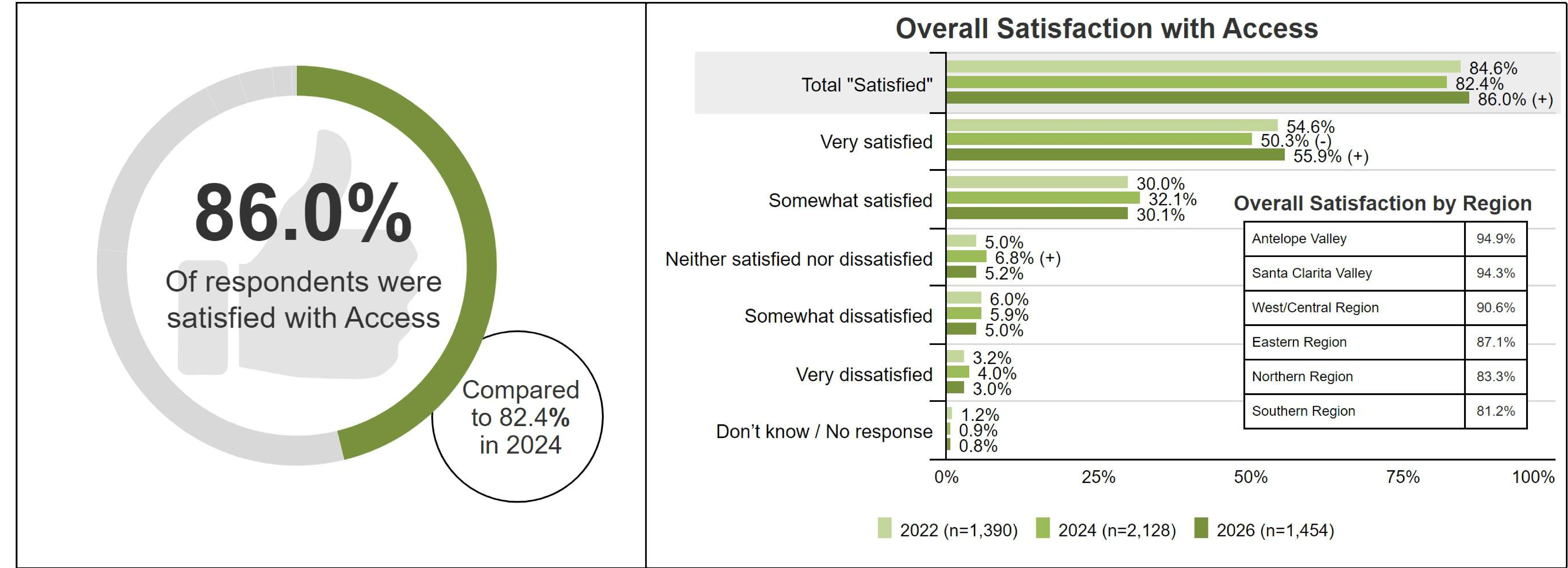


[personal space]: When traveling on an Access vehicle, do you have room for yourself and your possessions?
[vehicle_modifications]: Are there modifications you would like to see to the current vehicles used by Access?

Overall Satisfaction with Services

Satisfaction | Access Services Overall

Over four-fifths of 2026 customers reported being satisfied overall with Access, which was a significant increase over 2024 (+3.6 percentage points). Of note, over nine-out-of-ten customers from the Antelope Valley, Santa Clarita Valley, and the West/Central Region reported being satisfied with Access overall.



[overall_satisfaction]: How satisfied are you overall with Access?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Regarding their trips over the past month or past year, over one-quarter of customers reported liking that their “driver was helpful / courteous,” which was on par with 2024. Further, nearly one-sixth of customers reported liking the fact that their driver was "on time / punctual," which was a slight increase compared to 2024 (+1.9 percentage points).

Of note, significantly more customers cited having an overall "positive experience" compared to 2024 (+7.7 percentage points).

Liked Most about Recent Trip			
	2022	2024	2026
Base size	1,390	2,128	1,454
Driver helpful /courteous	26.5%	28.0%	27.1%
On time / punctual / fast	13.2%	13.4%	15.3%
Positive experience / satisfied	15.8%	5.2%	12.9%
None / nothing / NA	7.1%	6.7%	8.7%
Other	8.2%	5.7%	7.4%
Appreciate service / convenient	7.4%	6.8%	6.8%
Driver competent / professional	1.1%	5.2%	5.0%
Felt safe / drove safely	2.4%	2.7%	3.4%
Vehicle clean / comfortable	1.3%	2.2%	2.0%
Good customer service	0.7%	4.9%	1.4%

Top 10 responses in 2026 shown

[liked_most]: Can you please give an example or examples of what you liked most about your trips in the past month or past year (what Access did particularly well)?

Nearly one-third of customers indicated there was nothing they disliked about their experience riding with Access over the past month or year, which was a slight increase compared to 2024 (+1.9 percentage points).

However, 16.5% of customers indicated not liking that their “trip takes too long / routing / extra pickups,” and 12.2% reported Access drivers are “not punctual / arrive late / early.”

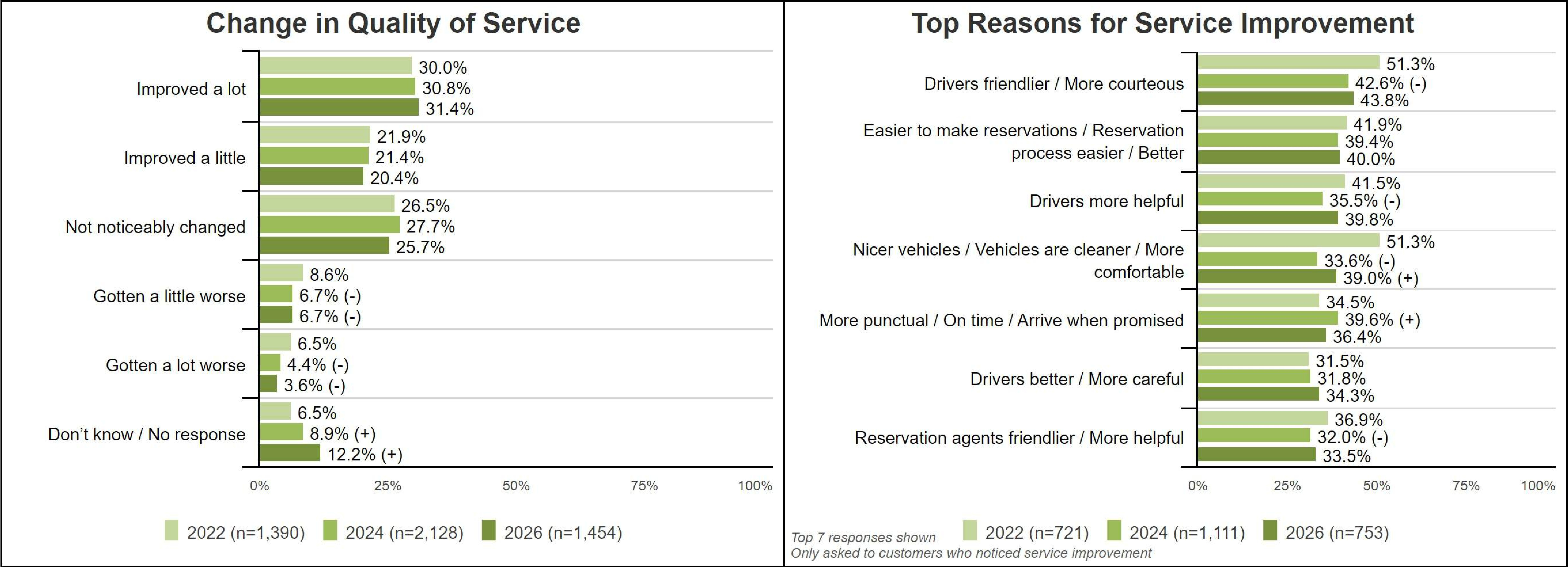
Liked Least about Recent Trip

	2022	2024	2026
Base size	1,390	2,128	1,454
Nothing / Positive Experience	28.9%	29.3%	31.2%
Trip takes too long / routing / extra pickups	13.5%	17.9%	16.5%
Not punctual / arrive late / early	8.6%	12.5%	12.2%
Other	5.6%	4.4%	7.4%
Vehicle too small / crowded	4.0%	2.0%	3.9%
Problems with reservation / scheduling issues	4.2%	3.8%	3.6%
Driver rude / unfriendly / not helpful	3.7%	4.8%	3.5%
Long wait for pick up	3.2%	3.3%	3.0%
Expressed multiple reasons	3.8%	0.0%	2.2%
Vehicle uncomfortable / hard to enter and exit	1.7%	1.5%	2.1%

Top 10 responses in 2026 shown

[liked_least]: And what did you like least about your trips in the past month or past year (what Access did not do particularly well)?

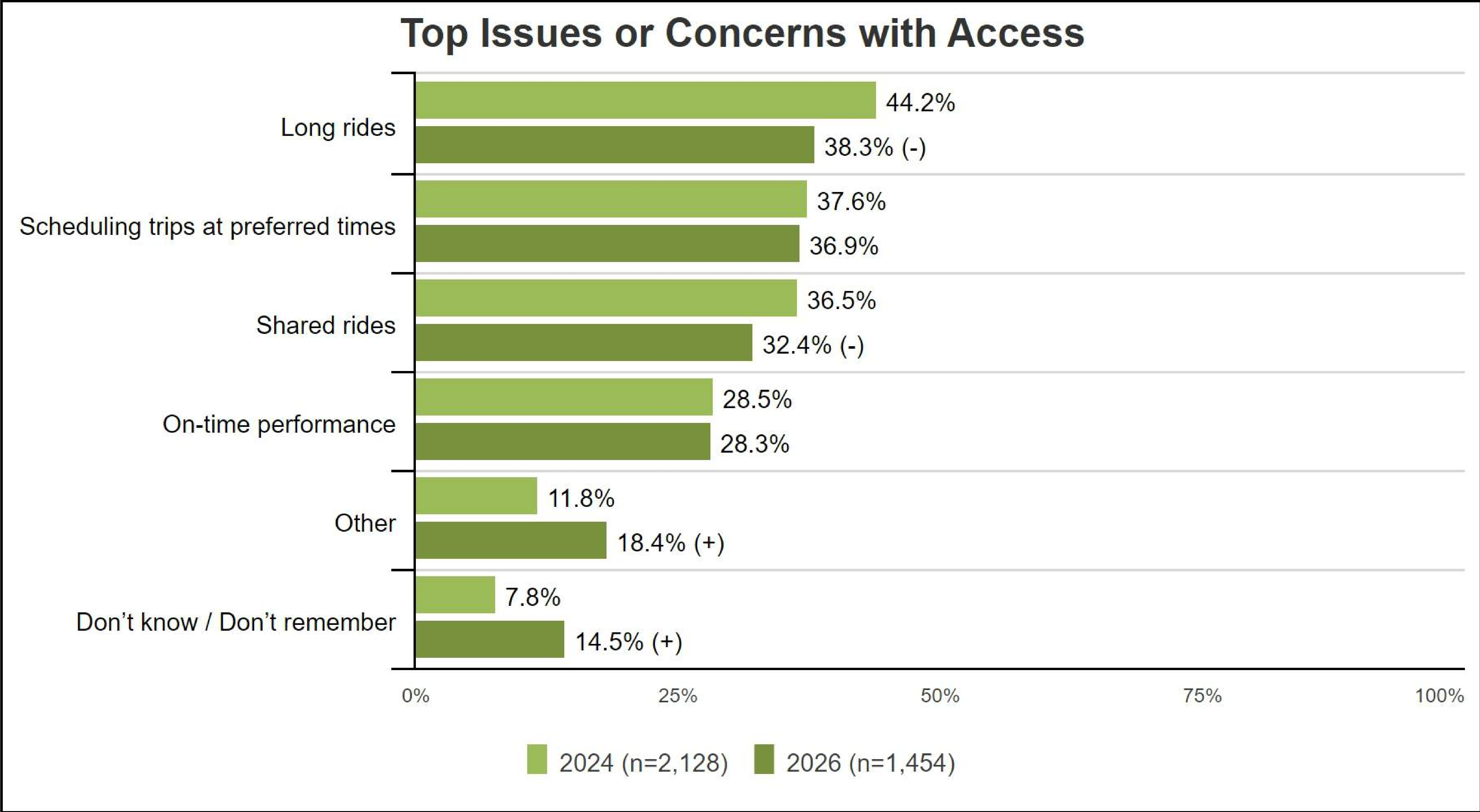
Over one-half of customers (51.8%) reported the quality of Access's service has "improved a lot" or "improved a little" over the past couple of years, which was consistent with 2024 findings, while one-quarter indicated service did "not noticeably change." Among customers who noticed service improvement, roughly two-fifths reported "drivers [were] friendlier / more courteous," and it was "easier to make reservations."



Satisfaction | Issues & Service Improvement Needs

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Nearly two-fifths of customers indicated their biggest issue or concern with Access is "long rides," although concern for this issue significantly decreased compared to 2024 (-5.9 percentage points). This was followed by roughly one-third of customers who cited concern for "scheduling trips at preferred times" and/or "shared rides." When asked to provide examples of ways Access could improve the overall experience, most indicated being unsure or that Access is "doing a good job," while 9.6% suggested "better trip routing," a significant decrease from 15.0% in 2024.

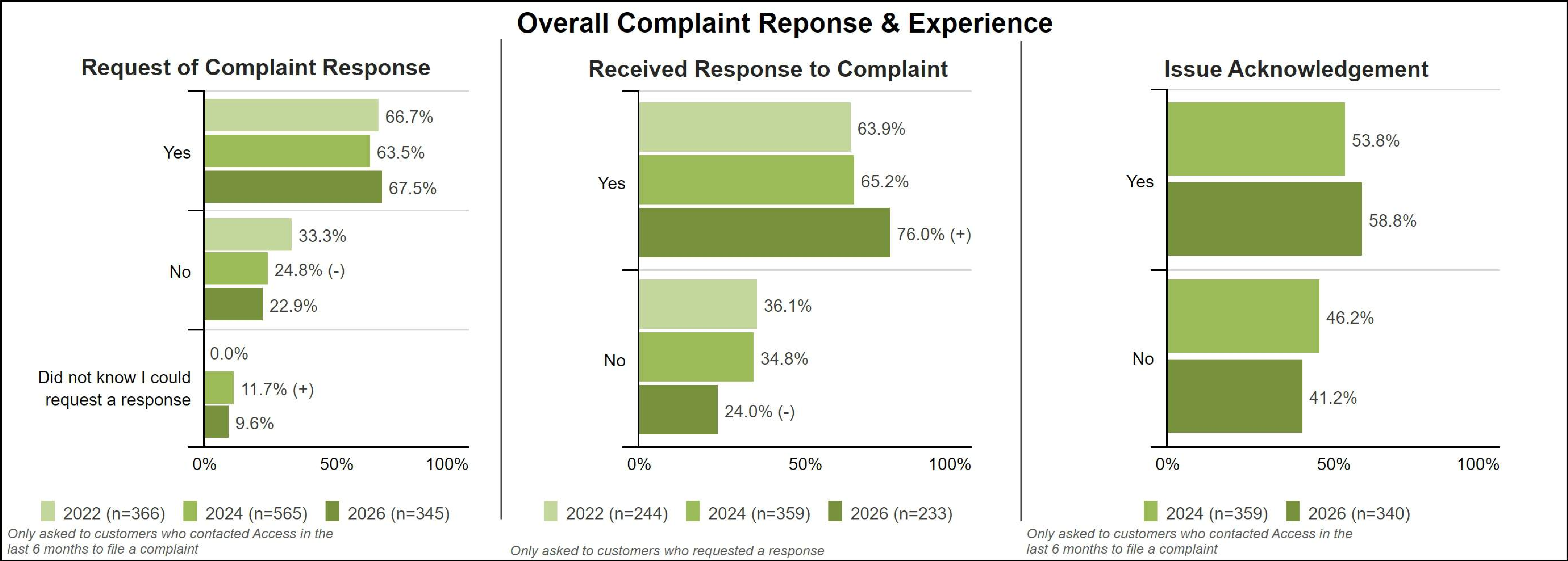


Examples of Service Improvements		
	2024	2026
Base size	2,128	1,454
Don't know/refused	3.5%	12.7%
Doing a good job / Thank you	10.4%	10.1%
Better trip routing / shared rides / same route	15.0%	9.6%
Expressed multiple suggestions	0.0%	9.1%
More punctual / on time	9.0%	8.4%
Other	4.5%	8.2%
Eliminate share ride / limit amount of riders	7.4%	7.0%
Trip availiblity / scheduling / closer to preferred time	5.4%	6.1%
Nothing	9.5%	5.1%
Shorten the travel time	4.7%	4.2%

Top 10 responses shown

[biggest_issues]: Can you please give an example or examples of your biggest issues or concerns with Access? (Select all that apply)
[improvement_suggestions]: Can you please give an example or examples of what you feel Access could do to improve your overall experience using their service?
(+/-) and (red/green value) indicates statistical significance at a 95% confidence level compared to the previous year

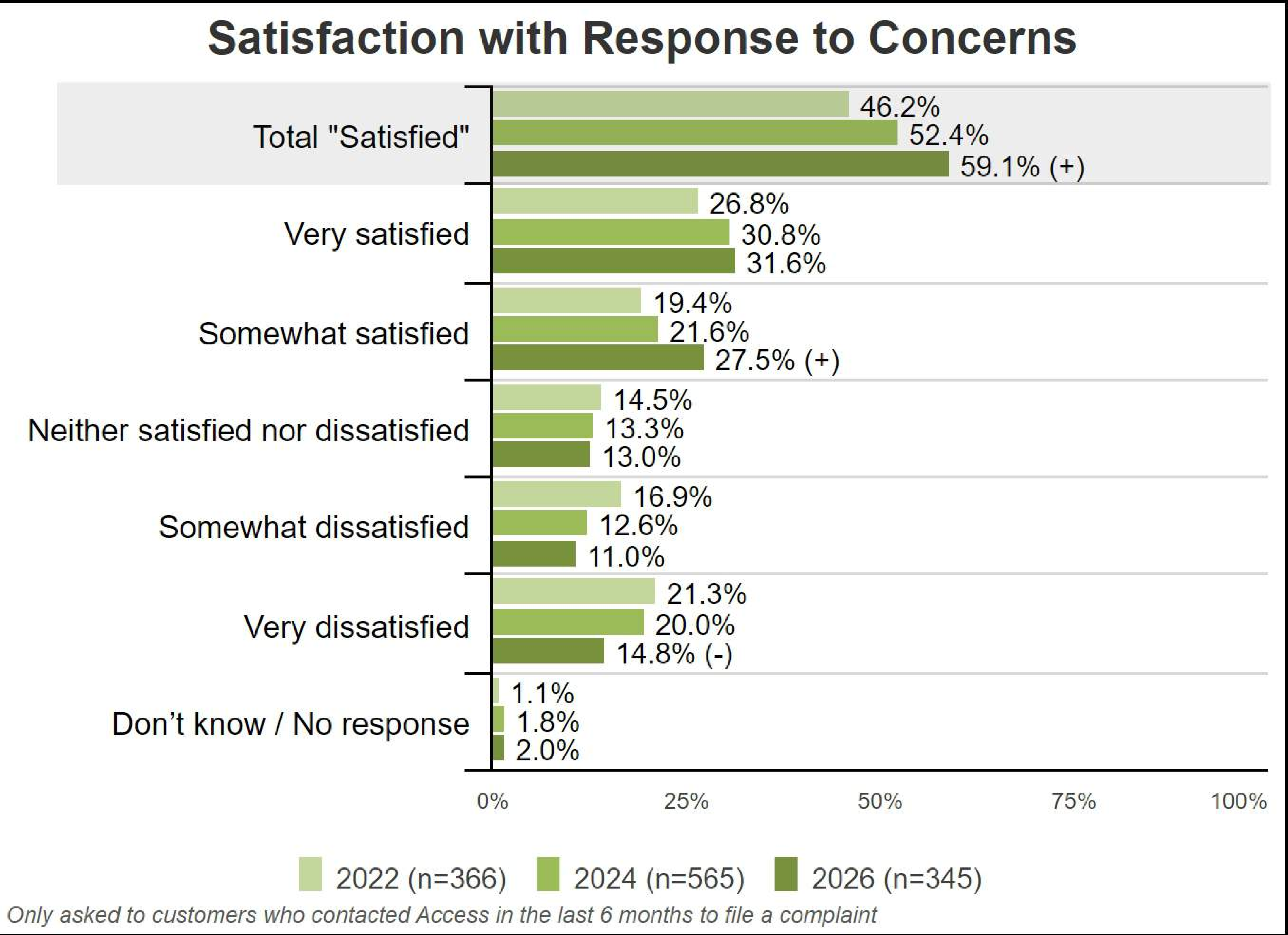
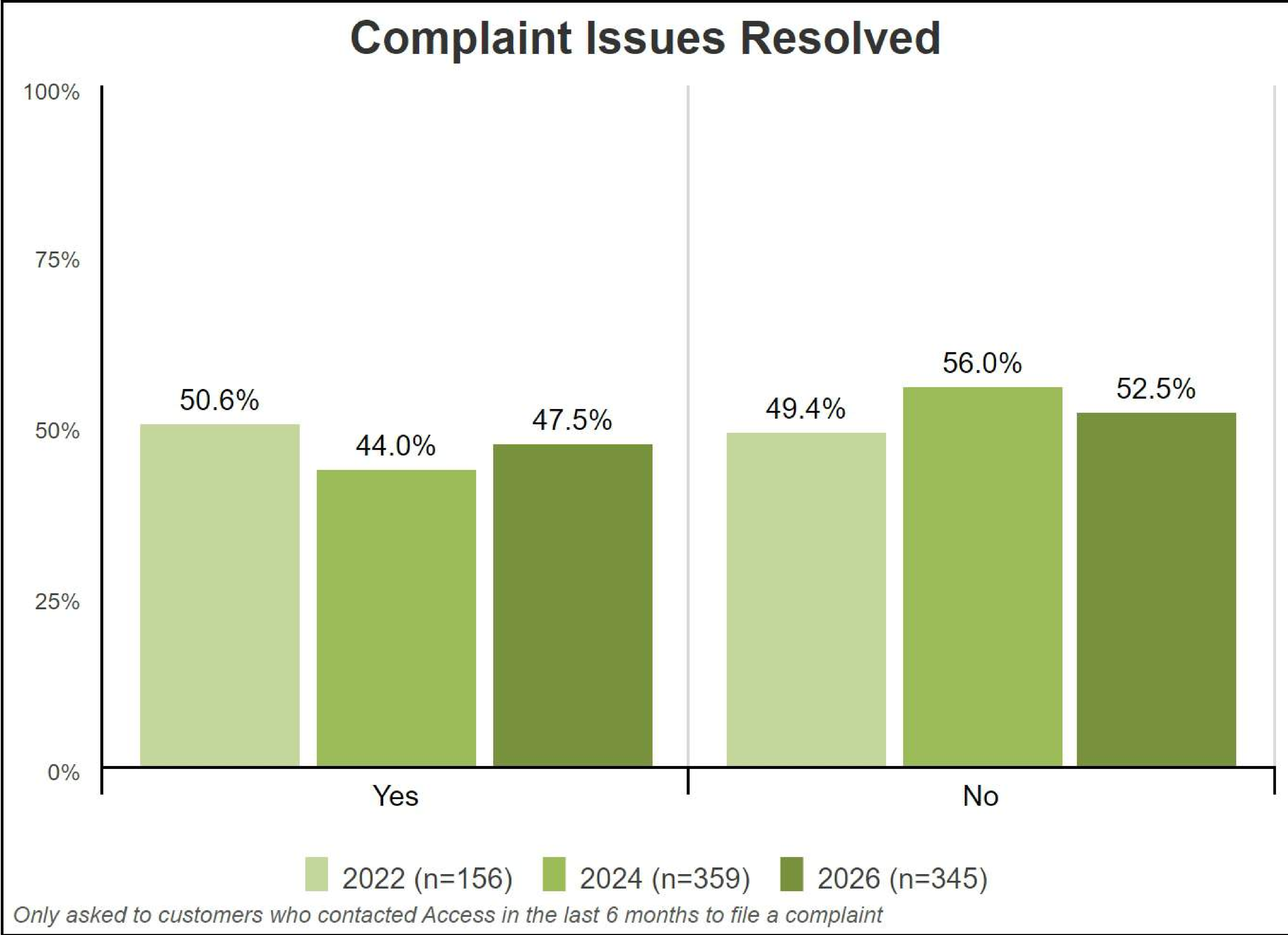
Among the 23.7% of customers who contacted Access customer service in the past 6 months to file a complaint, over two-thirds requested that customer service provide a response to their complaint. Of those customers, over three-quarters reported receiving a response to their complaint, which was a significant increase compared to 2024 (+10.8 percentage points). Further, nearly three-fifths of customers felt that issues that led to their complaint were acknowledged, which was an increase compared to 2024 (+5.0 percentage points).



[complaint_response_requested]: Did you request customer service to provide a response to your complaint?
[complaint_response_received]: Did you receive a response to your complaint?
[complaint_acknowledged]: Did you feel that the issues that led to your complaint were acknowledged?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Customer Service | Resolution of Complaint

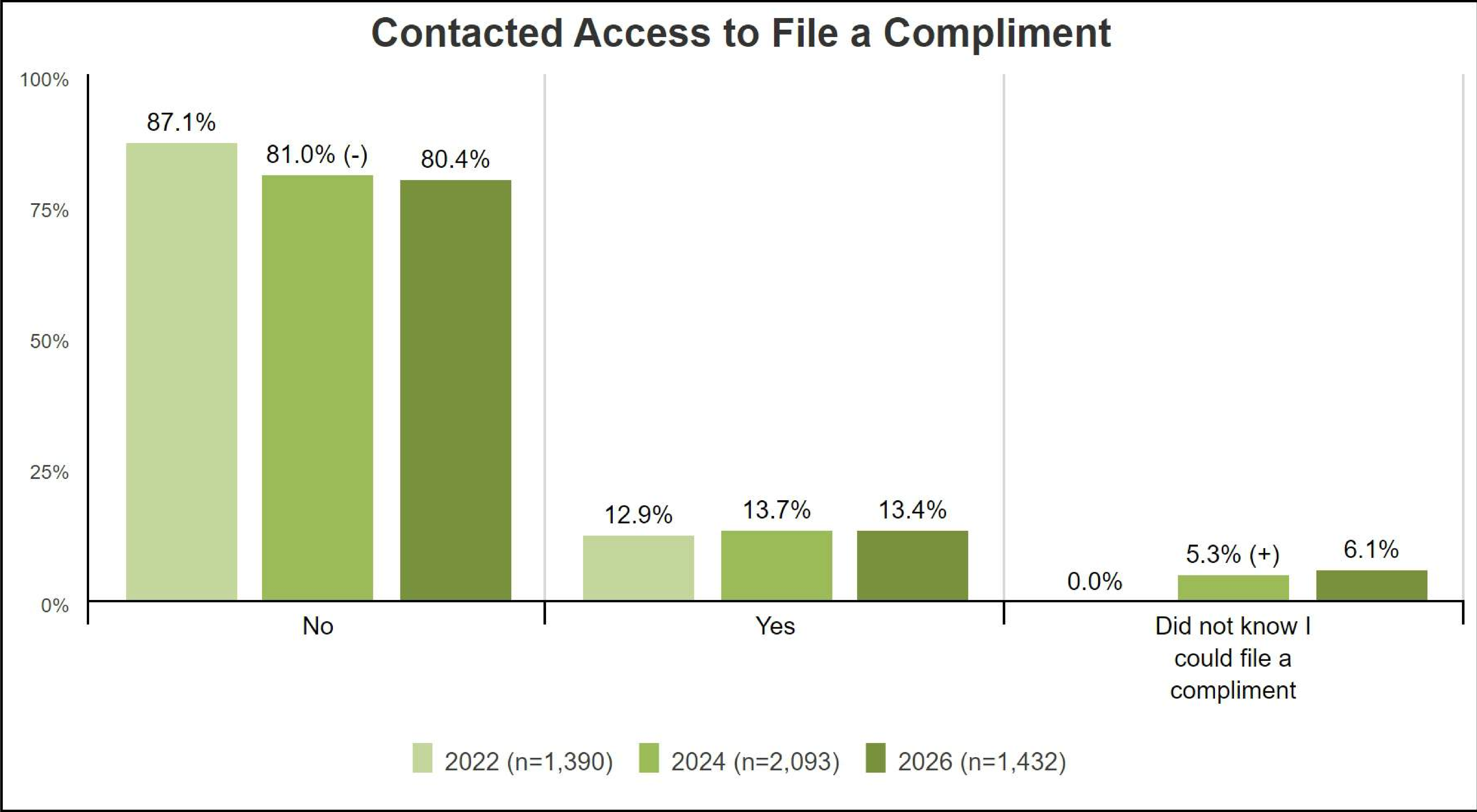
Nearly one-half of customers who requested a response to the complaint they filed with Access Customer Service indicated that the issues that led to their complaint were resolved, which was an increase compared to 2024 (+3.5 percentage points). Overall, nearly three-fifths of customers who filed a complaint were satisfied with the way Access responded to their concerns, which was a significant increase compared to 2024 (+6.7 percentage points), and marks a continued trend in improved satisfaction ratings since 2022.



[complaint_resolved]: Did you feel that the issues that led to your complaint were resolved?
[complaint_handling_satisfaction]: Overall, how satisfied are you with the way Access responds to your concerns?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Customer Service | Compliments

13.4% of customers reported contacting customer service to file a compliment in the last six (6) months, which is consistent with 2024. Among those who have filed a compliment with customer service in the last six months, nearly one-fifth reported this was to “compliment driver / polite / patient / competent.”



Nature of Compliment		
	2024	2026
Base size	287	192
Dissatisfied customer / mentioned a complaint	57.8%	46.4%
Compliment driver/polite/patient/competent	22.6%	19.3%
Specific compliments service/great customer service/took good care of me	7.7%	9.9%
Overall compliment Access/appreciate Access	5.6%	8.3%
None / nothing	0.0%	6.8%
Other	6.3%	6.3%
Don't know/Don't remember/Refused	0.0%	3.1%

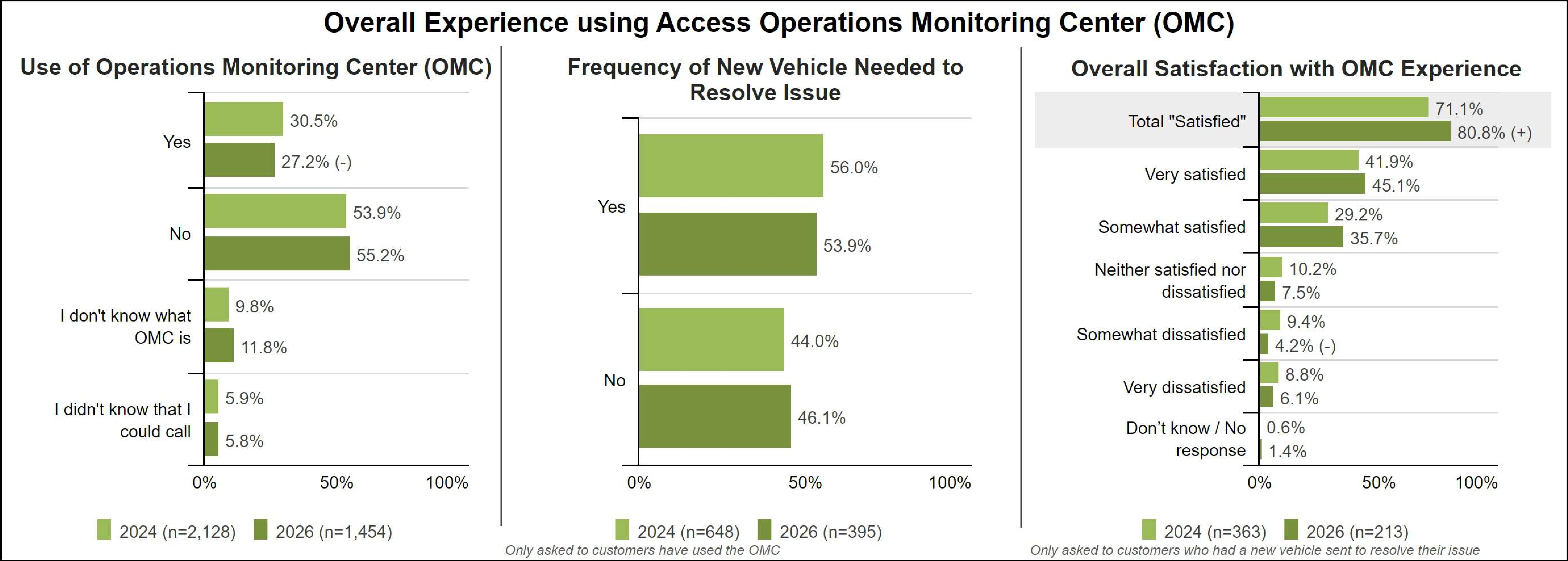
[customer_service_compliment]: Have you contacted Access Customer Service in the past six months to file a compliment about your experiences on Access or towards a driver or call taker?
[compliment_details]: Could you please tell me about the type or nature of the compliment?
(+/-) and (red/green value) indicates statistical significance at a 95% confidence level compared to previous year

Specialized Services & Accessibility Experience

Operations Monitoring Center | Frequency of Use

access

Over one-quarter of customers reported calling the Access Operations Monitoring Center (OMC) because they were currently waiting for a ride and needed immediate assistance, although this was a significant decrease compared to 2024 (-3.3 percentage points). Of those respondents, over one-half reported that Access sent them a new vehicle in order to resolve their issue. Overall, eight-out-of-ten customers who have called the OMC in the last six months and had a new vehicle sent to them reported being satisfied with their experience, which was a significant increase compared to 2024 (+9.7 percentage points).

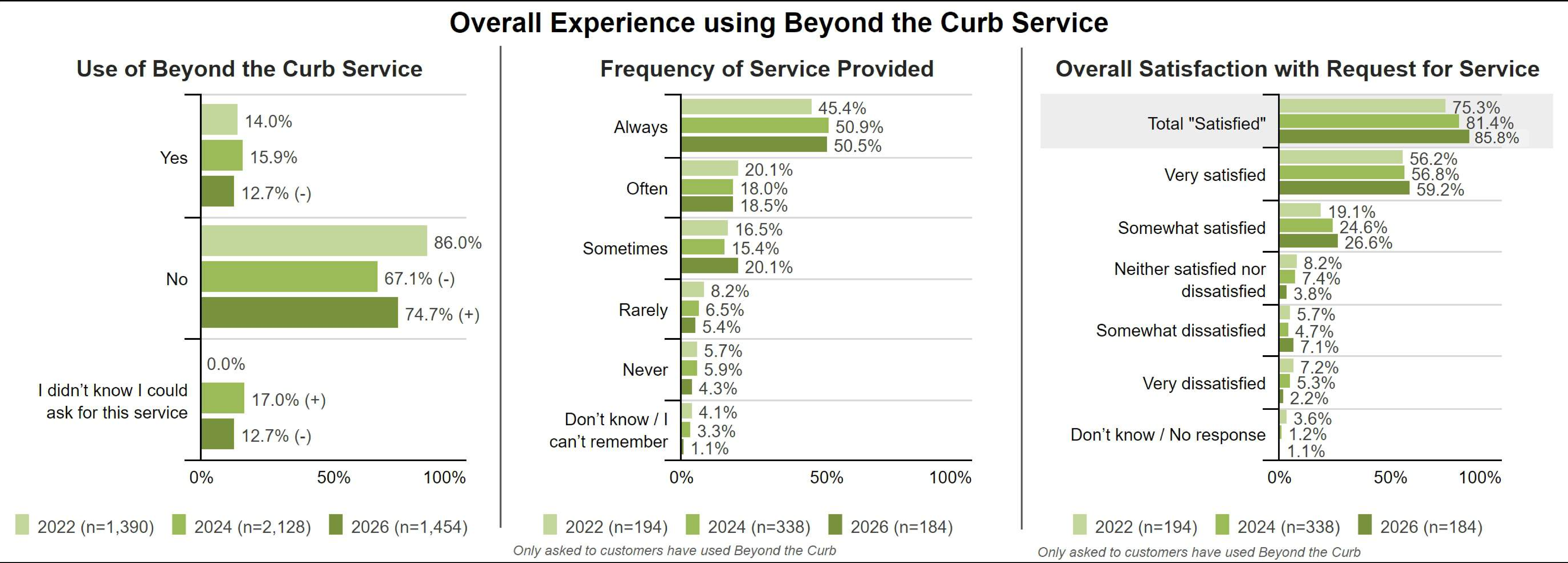


[omc_contact]: Have you ever called Access' Operations Monitoring Center (OMC)?
[omc_new_vehicle_sent]: Did Access' OMC need to send a new vehicle to transport you in order to resolve your issue?
[omc_satisfaction]: Overall, how satisfied are you with your experience calling Access OMC because of a missed trip or the need to reschedule a trip?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Beyond the Curb | Frequency of Use & Satisfaction

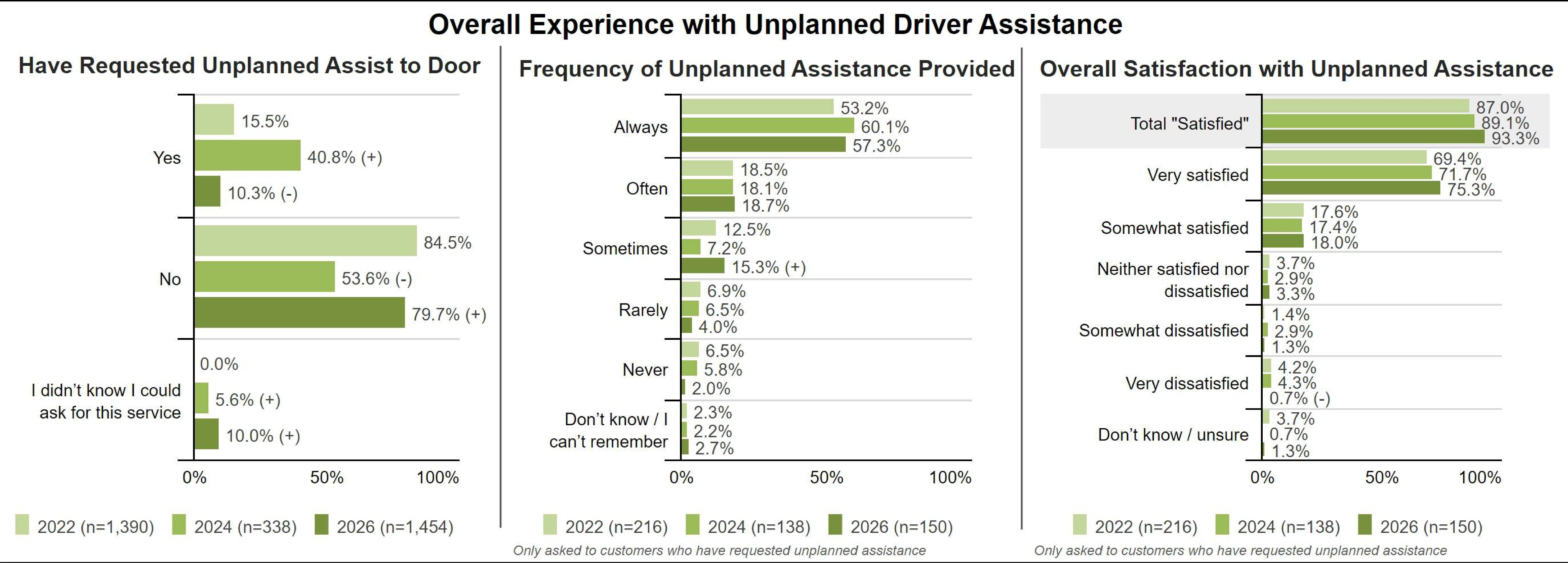
access

12.7% of customers reported they have previously requested Beyond the Curb service for a trip when making a reservation, which was a significant decrease compared to 2024 (-3.2 percentage points). Among these customers, over two-thirds (69.0%) reported this service was either “always” or “often” provided to them, which was on par with 2024 findings (68.9%). Overall, over four-fifths of customers reported being satisfied with the way Access has handled their requests for Beyond the Curb service, which was an increase compared to 2024 (+4.4 percentage points).



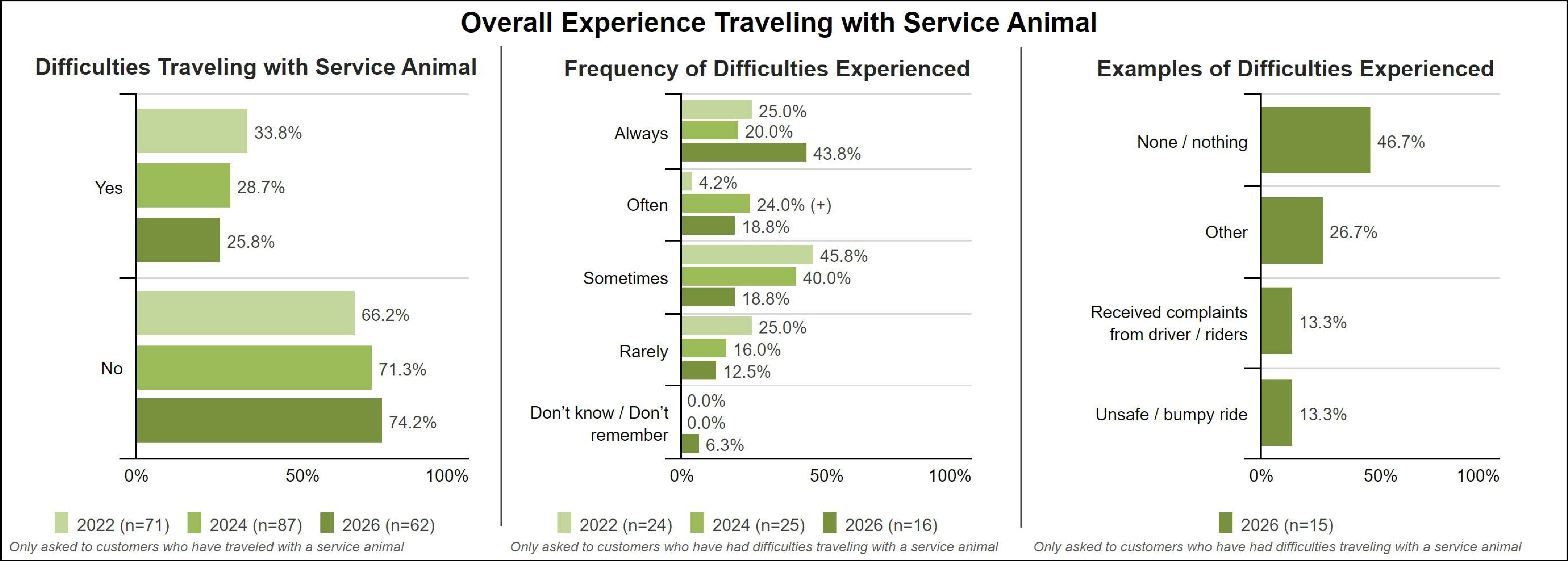
[beyond_curb_requested]: When making a reservation, have you ever requested beyond the curb service for a trip? (“Beyond the curb” means door-to-door assistance.)
[beyond_curb_provided_frequency]: When you requested beyond the curb service, how often was the service provided?
[beyond_curb_satisfaction]: How satisfied are you with the way Access has handled your requests for beyond the curb service?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Only 10.3% of customers indicated that they had asked an Access driver to assist them to the door of their residence or another location without arranging the request in advance, which was a significant decrease compared to 2024 (-30.5 percentage points). Of those customers, over three-quarters (76.0%) reported the driver “always” or “often” assists them to the door when this request is not made in advance. Overall, over nine-out-of-ten of these customers were satisfied with the way the driver responded to their request, which was also an increase compared to 2024 (+4.2 percentage points).



Service Animal | Overall Experience

Among the 4.3% of customers who reported traveling with a service animal, one-quarter reported experiencing difficulties or problems traveling, which was a decrease compared to 2024 (-2.9 percentage points). Over three-fifths of customers (62.6%) who have experienced difficulties or problems traveling with their service animal reported this happens “always” or “often,” which was an increase compared to 2024 (+18.6 percentage points). Examples of the difficulties experienced included receiving "complaints from driver / riders" and "unsafe / bumpy ride" each cited by 13.3% of customers.

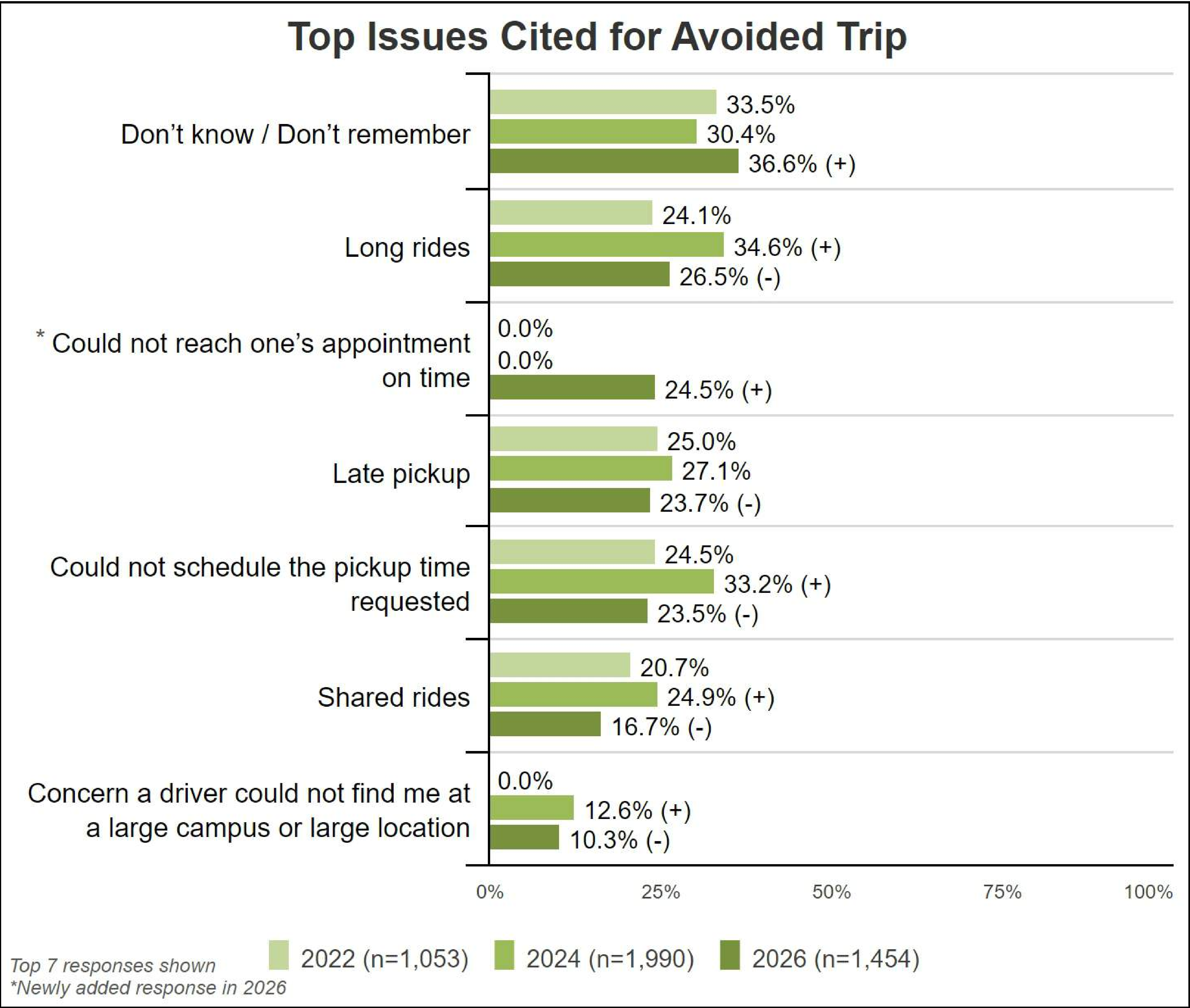


[service_animal_problems]: Have you experienced difficulties or had problems traveling with your service animal or Emotional Support Animal?
[service_animal_problem_frequency]: Does this happen...
[service_animal_examples]: Can you please give an example or examples of what types of difficulties or problems you have experienced traveling with your service animal or Emotional Support Animal?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Avoided Trips | Reasons for Not Making a Trip

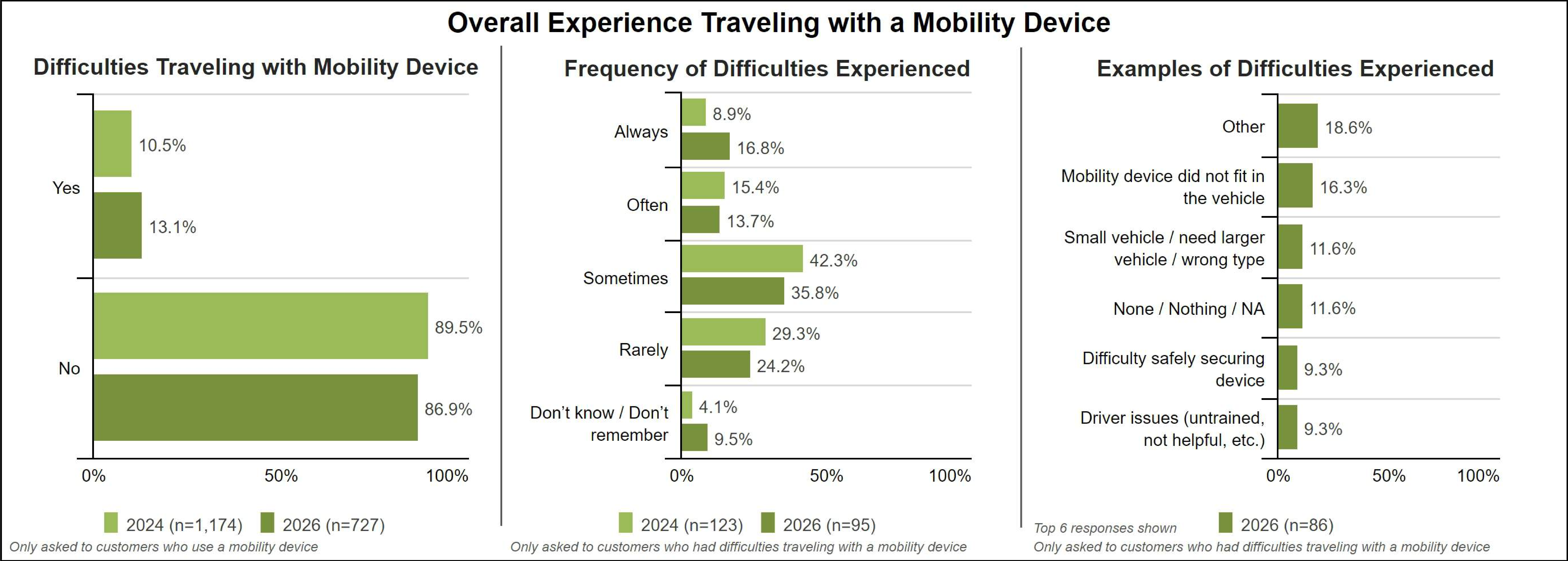
Over the past year, nearly two-fifths of customers could not recall choosing not to make a trip with Access because of any of the reasons listed in the survey, which was a significant increase over 2024 (+6.2 percentage points).

However, roughly one-quarter of customers chose not to make a trip because of "long rides," they "could not reach [their] appointment on time," "late pickup," or because they "could not schedule the pickup time requested."



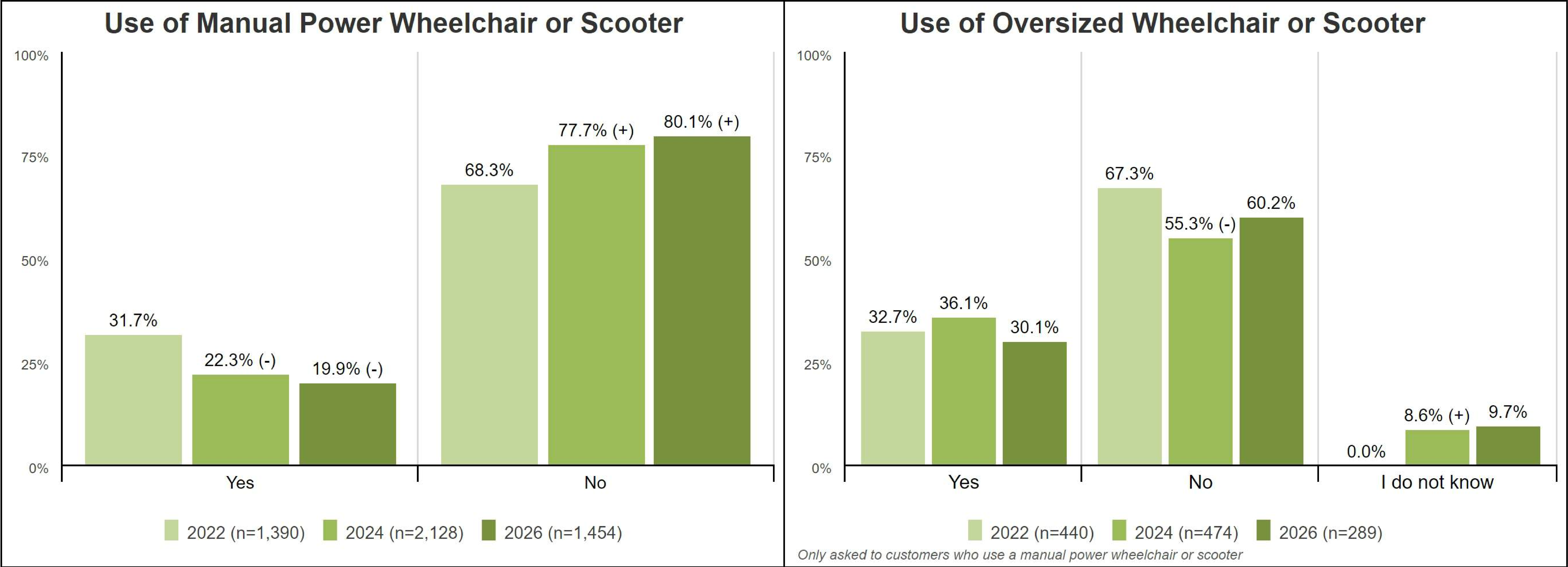
[avoided_trips]: Over the past year, have you chosen NOT to make a trip on Access because of any of these issues? (Select all that apply)
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year.

Among the 50.0% of riders who use a mobility device (cane, walker, or crutches), 13.1% reported having difficulties traveling with their mobility device, a slight increase over 2024 (+2.6 percentage points). Of those customers, over one-third reported having difficulties only "sometimes," followed by nearly one-quarter who indicated they "rarely" experience difficulties. Examples of the difficulties experienced included other miscellaneous reasons not listed in the survey, or the "mobility device did not fit in the vehicle," cited by over one-sixth of customers.



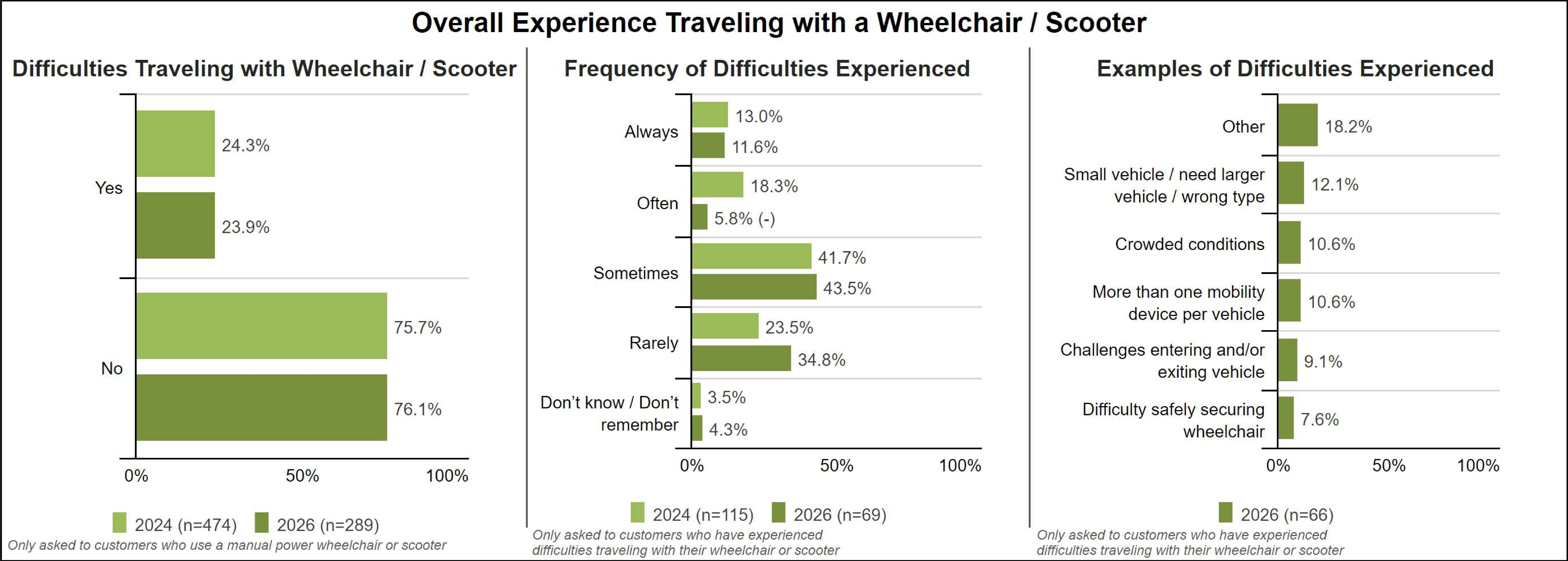
Wheelchair / Scooter | Type of Device Used

Roughly one-fifth of customers reported using a wheelchair or scooter, which was a significant decrease compared to 2024 (-2.4 percentage points). Among these customers, three-out-of-ten reported that their device is considered to be an oversized wheelchair or scooter on Access, which was a decrease compared to 2024 (-6.0 percentage points).



[wheelchair_scooter]: Do you use a mobility device like a manual or power wheelchair or scooter?
[oversized_wheelchair]: Is this mobility device considered to be an oversized wheelchair or scooter on Access?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Among the customers who use a mobility device like a wheelchair or scooter, nearly one-quarter reported having difficulties traveling with it with Access. Over two-fifths of customers who reported having difficulties indicated this happens only "sometimes," while over one-third of customers reported difficulties "rarely" happen. Examples of the difficulties experienced included other miscellaneous reasons not listed in the survey or "small vehicle / wrong type" of vehicle.



[wheelchair_problems]: Have you ever experienced difficulties or had problems with your mobility device when riding with Access?
[wheelchair_problem_frequency]: Does this happen...
[wheelchair_examples]: Can you please give an example/examples of what types of difficulties or problems you have experienced riding with Access with your oversized mobility device?
(+/-) indicates statistical significance at a 95% confidence level compared to the previous year

Considerations



Enhance Trip Efficiency & On-Time Performance

While overall satisfaction with Access has improved, operational challenges related to trip length, routing, and punctuality remain key drivers of customer dissatisfaction. “Long rides” continue to be the most frequently cited concern, alongside scheduling constraints and inconsistent on-time performance. Although these concerns have declined since 2024, they still may limit improvements in overall experience if left unaddressed. Addressing these issues preemptively can help strengthen reliability perceptions and further elevate satisfaction among Access riders.

Actionable Insights

- Continue optimizing routing strategies to reduce trip duration and minimize unnecessary stops or detours.
- Evaluate scheduling flexibility to better align with customers’ preferred trip times and reduce friction in booking, if not already implemented.
- If not already doing so, strengthen performance monitoring for on-time pick-ups and drop-offs to identify and address service gaps proactively.
- Continue to proactively communicate delays or changes to customers in real-time to improve transparency and trust.



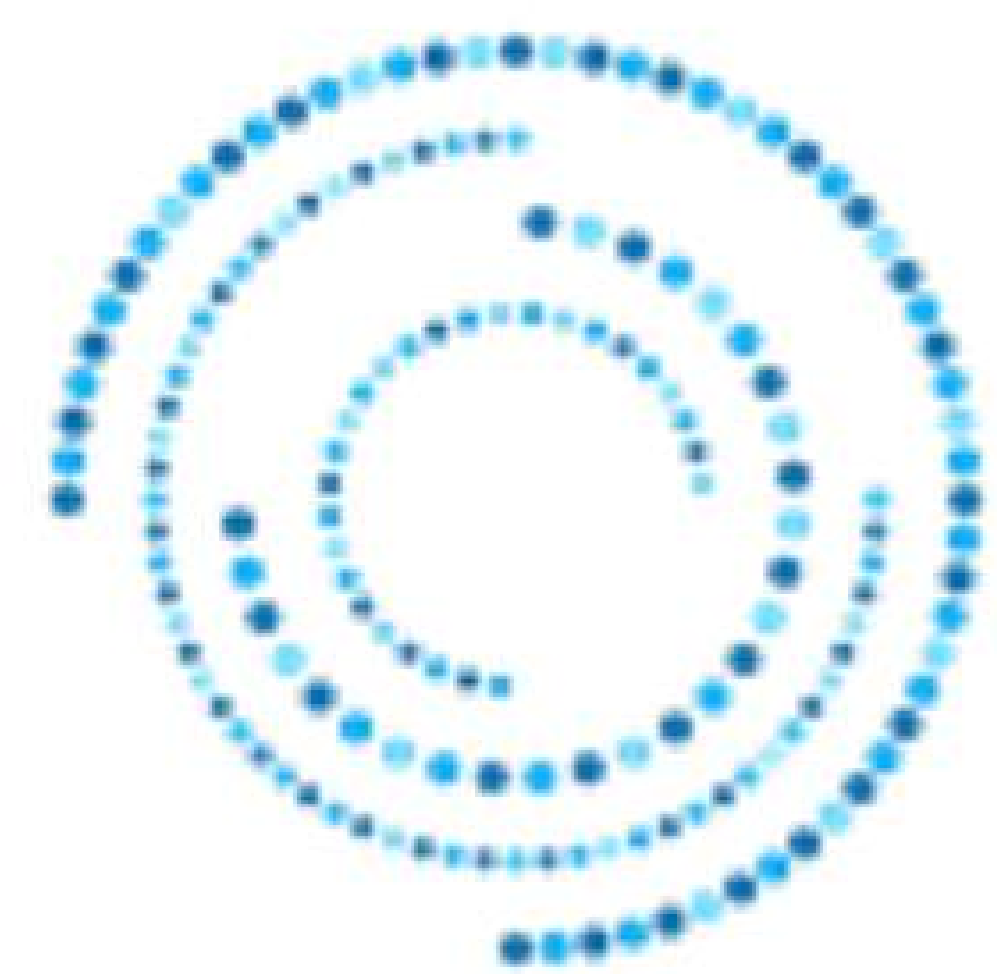
Expand Awareness & Adoption of Digital Tools

While users of online booking and the Where’s My Ride feature report high satisfaction and ease of use, adoption remains below half of the customer base. This indicates an opportunity to expand awareness and encourage broader utilization of these tools, which can streamline the booking experience and reduce reliance on call-based services. Increasing digital adoption may also improve operational efficiency and reduce pressure on reservation agents. Given the strong satisfaction among current users, promoting these tools could enhance the overall customer experience.

Actionable Insights

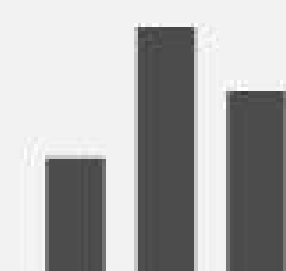
- Increase communication and education around digital tools through multiple channels (e.g., email, onboarding materials, driver reminders).
- Provide simple, accessible tutorials or step-by-step guides to support first-time users.
- Encourage reservation agents to promote digital options during customer interactions.
- Monitor adoption trends and identify barriers preventing broader use, particularly among less frequent or long-tenured riders.

About GreatBlue



Harnessing the Power of Data

...to help clients achieve organizational goals.

 **Data** supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

 **Solutions** that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

Methodologies:



Digital Surveys



Focus Groups



In-Depth Interviews

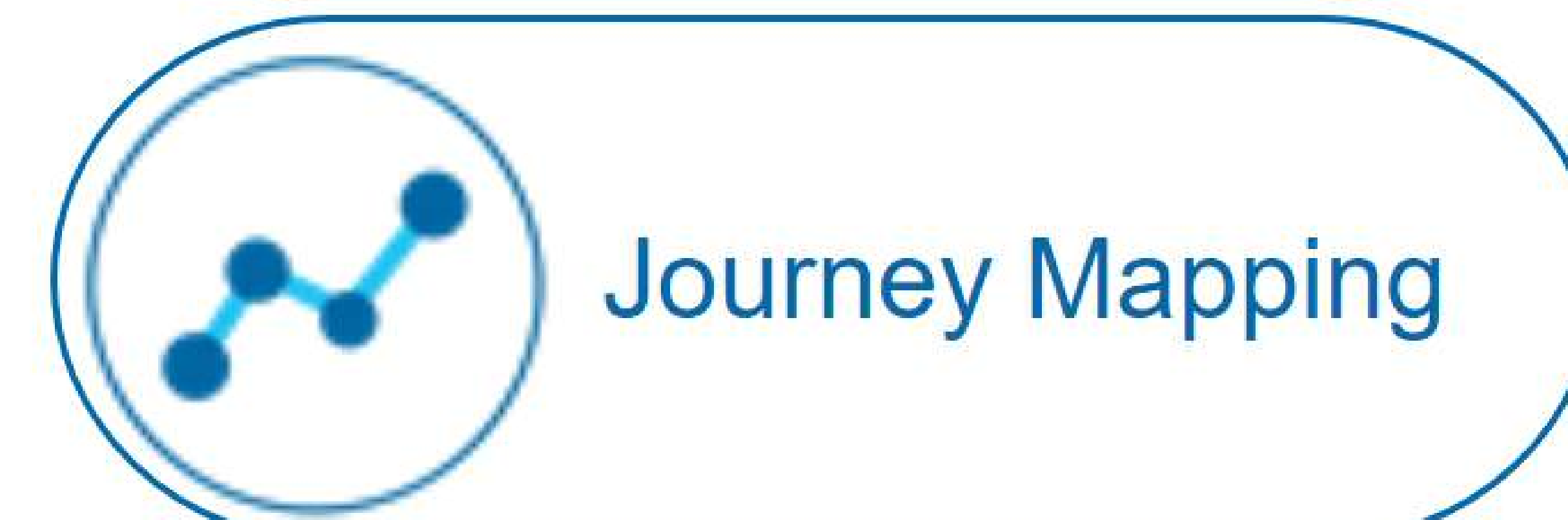
Studies:



Awareness and Perception Studies



Customer and Employee Satisfaction Studies



Journey Mapping



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WHAT'S NEXT.



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