

# Customer Travel Mode Survey 2023



# Background

- Customer Satisfaction Surveys - A method to determine if Access is meeting customer needs
- General Customer Satisfaction Survey - 2022
- More focused surveys (ex. Technology Survey - 2021 & Free Fare Ridership Survey 2017)

# Survey Objectives

- Determine customer familiarity with riding on different modes: Fixed Route, TNC services, Dial-A-Ride, Taxi, private car, and Access
- Determine what factors go into a customer's decision to use Access or another travel mode
- See if they would be interested in more information/instruction, (i.e. Travel Training)

# Survey Categories

- 1) Use of Free Fare (buses and trains)
- 2) Interest in Travel Training
- 3) Use of TNC services like Uber and/or Lyft
- 4) Use of Non-Access Taxi services
- 5) Use of Dial-A-Ride services
- 6) Use of Private (or personal) car trips
- 7) Travel on Access (instead of other modes)
- 8) Demographic questions

**access**

# Timeline for 2023 Customer Survey

- > September 2022 - Presentations to CAC and TPAC
- > November/December 2022 - Presentations to Board Committee & Board of Directors
- > January/February 2023 - Conduct survey / Collect data
- > April/May 2023 - Presentation of results to CAC, TPAC and Board