Access Services
Transportation Professionals Advisory Committee

Customer Survey
A Technology and Planning Focus

Thursday, April 8, 2021
Background

• Customer Satisfaction Surveys – A method to determine if Access is meeting customer needs

• Traditional biennial survey

• More focused surveys (ex. Free Fare usage)
Survey Objectives

- To determine customer ability to utilize new Access features
- Satisfaction with existing improvements: WMR, Online Booking, Redesigned website
- Impressions with respect to new programs: hybrid vehicle expansion, development autonomous vehicle technology
Technology Survey Details

• Potential Respondents – All active Access customers

• Multiple methods for responding – Telephone, email, text, Access website

• Text, Email, Website – based survey conducted mid-to-late January

• Telephone based survey conducted late January to early February
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Aggregate Data (Provided Separately)
## Research Methodology Snapshot

<table>
<thead>
<tr>
<th>Methodology</th>
<th>No. of Completes</th>
<th>No. of Questions</th>
<th>Incentive</th>
<th>Sample</th>
<th>Research Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone and digital</td>
<td>1,403 (601 phone + 802 digital)</td>
<td>36*</td>
<td>None</td>
<td>Customer List</td>
<td>January 11 - February 8, 2021</td>
</tr>
<tr>
<td>Target</td>
<td></td>
<td></td>
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<tr>
<td>Access Riders</td>
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<tr>
<td>Quality Assurance</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Dual-level**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Margin of Error</td>
<td>2.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: 3.9%</td>
<td></td>
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<tr>
<td></td>
<td>Online: 3.4%</td>
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<tr>
<td>Confidence Level</td>
<td>95%</td>
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</table>

* 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 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.

### Region

<table>
<thead>
<tr>
<th>Region</th>
<th># of Surveys</th>
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</thead>
<tbody>
<tr>
<td>Southern</td>
<td>330</td>
</tr>
<tr>
<td>Eastern</td>
<td>298</td>
</tr>
<tr>
<td>Northern</td>
<td>253</td>
</tr>
<tr>
<td>West / Central</td>
<td>249</td>
</tr>
<tr>
<td>Antelope Valley</td>
<td>200</td>
</tr>
<tr>
<td>Santa Clarita</td>
<td>73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,403</strong></td>
</tr>
</tbody>
</table>

### Age

- Under 18: 0.7%
- 18 to 24: 3.2%
- 25 to 34: 7.6%
- 35 to 44: 10.8%
- 45 to 54: 12.5%
- 55 to 64: 23.2%
- 65 to 74: 22.8%
- 75 or older: 17.6%
- Prefer not to say: 1.7%

### Gender

- Male: 61.6%
- Female: 36.9%
- Prefer not to say: 1.5%
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.

**Use of Access for Medical Appointments**
- Yes: 83.7%
- No: 15.0%
- Don't know / unsure: 1.3%

**Types of Medical Appointments**
- Routine medical appointments: 86.2%
- Dentist or Eye Doctor appointments: 49.8%
- Outpatient hospital procedure: 32.1%
- Dialysis treatment: 3.8%
- Other: 10.4%
- Don't know/unsure: 1.5%

**Type of Disability**
- Other Physical Disability: 56.1%
- Visual Impairment: 14.4%
- Cognitive Disability: 6.8%
- Hearing Impairment: 3.6%
- Other (please specify): 9.3%
- Don't know / unsure: 1.4%
- Prefer not to say: 8.3%
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.

Race / Ethnicity

- White: 36.0%
- African American: 22.3%
- Asian: 13.9%
- American Indian: 13.3%
- Other (please specify): 9.0%
- Prefer not to say: 4.1%

Hispanic Background

- Yes: 67.1%
- No: 27.1%
- Prefer not to say: 5.8%
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SECTION FIVE
Aggregate Data (Provided Separately)
Most have access to internet

Do you have access to the internet?

- Yes: 73.9%
- No: 26.1%
Majority are not familiar with autonomous vehicles

Would you be willing to take part in a focus group to assist Access Services in developing an accessible autonomous vehicle?

- Yes: 42.6%
- No: 37.5%
- Don't know / Unsure: 20.0%

34.0% Are familiar with autonomous vehicles

55.6% Are interested in boarding an accessible autonomous vehicle for future rides
Interested in mobile ticketing options

How interested would you be in Access Services offering mobile ticketing options, which would allow pre-payment and remote payment for rides?

![Bar chart showing interest levels for mobile ticketing options.]

- Very interested: 41.1%
- Somewhat interested: 24.7%
- Not very interested: 10.8%
- Not at all interested: 15.1%
- Don’t know / unsure: 8.3%

How frequently do you anticipate you would utilize mobile ticketing options if they were available through Access Services?

- For all of my trips: 31.7%
- For most of my trips: 21.9%
- For some of my trips: 16.0%
- For none of my trips: 15.3%
- Don’t know / unsure: 15.1%
Using Where's My Ride app for majority of trips

Have you previously used the Where's My Ride mobile app to see your reservation status or track your ride in real time with Access Services?

- Yes: 45.8%
- No: 51.1%
- Don't know / unsure: 3.1%

How often would you say you use the Where's My Ride mobile app? (N=642)

- For all of my trips: 67.0%
- For most of my trips: 18.1%
- For some of my trips: 12.6%
- For none of my trips: 1.1%
- Don't know / unsure: 1.2%
Satisfied with the Where’s My Ride app

How would you rate the ease of using the Where’s My Ride mobile app? (N=642)

- Very easy: 58.1%
- Somewhat easy: 27.3%
- Somewhat difficult: 7.5%
- Very difficult: 3.4%
- Don’t know / unsure: 3.7%

How satisfied are you with your experience using the Where’s My Ride mobile app? (N=642)

- Very satisfied: 48.8%
- Somewhat satisfied: 35.7%
- Not very satisfied: 7.8%
- Not at all satisfied: 4.2%
- Don’t know / unsure: 3.6%
One-fifth using online booking feature

- **85.0%** Find the online booking feature easy to use (N=306)
- **86.6%** Are satisfied with their experience using the online booking feature (N=306)

**Question:** Do you currently utilize online booking through Access Services?

- **Yes:** 21.8%
- **No:** 74.6%
- **Don't know/unsure:** 3.6%
Visiting Access' website less than once per month

- 75.9% find the Access Services website easy to navigate (N=399)
- 80.2% are satisfied with the Access Services website (N=399)

Have you previously visited the Access Services website?

- Yes: 28.4%
- No: 67.6%
- Don't know / unsure: 3.9%
Which of the following is your preferred method of receiving information from Access Services?

<table>
<thead>
<tr>
<th>Method</th>
<th>Composite</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>36.9</td>
</tr>
<tr>
<td>Phone call</td>
<td>20.6</td>
</tr>
<tr>
<td>Text message</td>
<td>18.7</td>
</tr>
<tr>
<td>Direct mail</td>
<td>14.9</td>
</tr>
<tr>
<td>Newsletter</td>
<td>4.0</td>
</tr>
<tr>
<td>Access Services website</td>
<td>1.6</td>
</tr>
<tr>
<td>Other - please specify</td>
<td>1.1</td>
</tr>
<tr>
<td>Don't know / unsure</td>
<td>1.6</td>
</tr>
<tr>
<td>I do not want to receive information from Access Services</td>
<td>0.6</td>
</tr>
</tbody>
</table>
Summary and Next Steps

• Positive - but cautious - support for new projects with interest in staying updated

• Satisfaction with newly launched web-based/app-based services - work to expand adoption of services and reduce potential barriers to use

• The survey findings will guide service (ex. app/online) improvement and future project development