Beyond the Curb Service Needs Assessment Survey

(FINAL REPORT)

Prepared for

Access

March 2015

Prepared by:
The Fairfax Research Group

Confidential
# Table of Contents

A. Purpose .................................................................................................................................................. 2

B. Methodology ........................................................................................................................................... 2

1.0 Key Findings and Conclusions ............................................................................................................. 4

2.0 Perceptions of Curb-to-Curb Service .................................................................................................... 7

3.0 Need and Rationale for Beyond the Curb Service .................................................................................. 11

3.1 Perceived Need for Service .................................................................................................................. 11

3.2 Frequency of Need for Beyond the Curb Assistance .......................................................................... 12

3.3 Factors Motivating Need for Beyond the Curb Assistance ................................................................. 15

3.4 PCA Mitigate Need for Beyond the Curb Service .............................................................................. 17

4.0 Applying for Beyond the Curb Service ................................................................................................ 18

4.1 Response to Potential Negative Aspects of the Service .................................................................... 18

4.2 Impact on Travel Time and Trip Length ............................................................................................. 20

4.3 Interest in Applying for Beyond the Curb Service ............................................................................ 21

5.0 Appendix ............................................................................................................................................. 25

Appendix A: Questionnaire ....................................................................................................................... 25
This report presents the results of a telephone survey of individuals who frequently receive transportation from Access.

A. Purpose

Currently, Access provides curb-to-curb shared-ride service. With curb-to-curb service, the riders make an appointment and Access vehicles pick them up or drop them off at almost any curbside location. The official policy stipulates that the driver cannot leave the vehicle to assist the rider to the vehicle from the door or to the door from the vehicle. Access is considering expanding their service to “beyond the curb,” which means the driver can assist the rider to the door from the vehicle or to the vehicle from the door. The purpose of this telephone survey is to determine the riders’ interest in and perceptions of beyond the curb as a service offering. The information will help guide Access in their determination about whether or not to implement this service. As designed, the research had the following principle goals:

- Examine perceptions of the current curb-to-curb service.
- Measure the need for and interest in the beyond the curb service.
- Determine the likelihood of the riders applying for the beyond the curb service given the requirements of the application process.
- Identify concerns with potential limits and consequences of the beyond the curb service.

B. Methodology

The study consisted of three hundred (300) telephone interviews. Access provided a list of riders’ names and telephone numbers that did not contain any additional identifying information. Fairfax Research only reports aggregated findings and does not provide Access with information that would identify the opinions and attitudes of individual riders. All survey respondents were frequent riders of Access, defined as those who have ridden with Access at least 12 times in the past year.

The telephone interviews were conducted between February 17 and 23, 2015. Fairfax Research asked for and interviewed the Access customers by name. The telephone center conducted the interviewing in the late afternoon and evening of weekdays and on weekends. Because of differences in schedules and the difficulty of reaching all respondents within a given time of day or day of the week, the interviewers dialed each number up to three times. To ensure the accuracy and validity of the sample, the callbacks occurred on different days of the week and at different times of the day. The telephone center conducted the interviews in English and Spanish. The actual interviews lasted an average of 9 minutes and 46 seconds.

A sample size of 300 interviews has a confidence interval of + 5.7 percentage points assuming conservative 50/50 response proportions. Smaller subgroups of the population have larger confidence intervals. The following table displays the sampling errors for different sample sizes and proportions. The percentages indicate the range (plus or minus the figure shown) within which the results may vary 95 times out of 100 for each sample size. Sampling error increases as the sample size decreases. This means less reliable results with smaller subgroup sample sizes. Occasionally a smaller sample size for a particular subgroup precludes any reliable analysis.
<table>
<thead>
<tr>
<th>Sample Size</th>
<th>50/50</th>
<th>60/40</th>
<th>70/30</th>
<th>80/20</th>
<th>90/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td>4.9</td>
<td>4.8</td>
<td>4.5</td>
<td>3.9</td>
<td>2.9</td>
</tr>
<tr>
<td>200</td>
<td>6.9</td>
<td>6.8</td>
<td>6.4</td>
<td>5.6</td>
<td>4.2</td>
</tr>
<tr>
<td>100</td>
<td>9.8</td>
<td>9.7</td>
<td>9.0</td>
<td>7.9</td>
<td>5.9</td>
</tr>
</tbody>
</table>
1.0 Key Findings and Conclusions

This section of the report presents a synopsis of the key findings from the study.

1. Over half of the riders (55%) believed the current curb-to-curb service works well for them. Another one third of them (37%) claimed that it usually works well for them and they only occasionally experienced problems with the service. A smaller 6% of them seriously criticized the current service. Over eight in ten (85%) of the frequent riders expressed some degree of satisfaction with the curb-to-curb service provided by Access while 9% of them voiced dissatisfaction with the curb-to-curb service.

2. One in three riders (35%) expressed a need for assistance from the driver to help them get to or from the door.

3. The riders varied in the frequency of the need for beyond the curb assistance. Their expressed level of need ranged from help on every trip (9%), help on most trips (7%), help on about half of their trips (5%), help only occasionally (14%), to the 66% who claimed the would virtually never need beyond the curb assistance. These results suggest that 21% of Access frequent riders felt the need for beyond the curb assistance from their driver on at least half of their trips.

4. To some degree, the drivers already help half of all the frequent Access riders (52%) on an informal ad hoc basis. Three quarters of the riders (74%) who expressed a need for the driver to assist them to or from the door already received some type of assistance from the driver. However, they do not get the assistance as often is they need it.

5. Despite the ad hoc and unofficial help from the drivers, an unmet need exists between the current curb-to-curb service and the frequency of assistance desired by the riders. Among frequent Access riders, 16% of them who need assistance at least occasionally do not receive help as frequently as they need it.

6. Most of them felt they would not need the beyond the curb service if they had a Personal Care Assistant (PCA). The survey found that 71% of the riders who said they needed help from the driver thought they would not need this additional assistance if they had a PCA. However, 29% of them indicated that even with a PCA they would still need assistance from the driver to get to or from the door. This suggests that 10% of all the frequent riders expressed a need for the beyond the curb service.

7. Their disability, physical limitations or health explains much of the need for the drivers’ assistance to or from the door. Almost three quarters of the riders (72%) who expressed a need for beyond the curb assistance from the drivers said they need it because of difficulties arising from their disability, physical limitations or health. In addition to disability motivated reasons, 30% of them need help from the drivers with their bags and packages (30%). Some of the riders need the help because their homes are less accessible (20%). They also like the added convenience they would have with help from the drivers (20%). Some of them believed this would helped reduce the number of missed rides or late pickups (14%). Issues with and concern about the weather motivated 9% of the riders to express the need for beyond the curb assistance.
8. Evidently, being left alone or being left with other passengers in the vehicle while the
driver leaves to help other riders did not appear to bother the riders. In fact, most of them
said they would be comfortable under either circumstance. Over eight in ten of the riders
(86%) said they would be comfortable if the driver left them alone in the vehicle to help
another rider to or from the door. Similarly, 82% of the riders claimed they would be
comfortable if the driver left them in the vehicle with other passengers. The results to
these two questions suggest that **approximately one in ten of the riders would be
uncomfortable or unhappy** if the driver either left them alone in the vehicle or left them
with other passengers in the vehicle to provide beyond the curb assistance to another
rider.

9. Over one third of them (37%) indicated that having the vehicle turned off while the driver
assisted another rider to or from the door would not cause them any concern or
inconvenience. The 63% of the riders who voiced concerns with the vehicle turned off
worried about the lack of air conditioning (34%), the lack of heat (19%), their personal
safety (19%), or the weather (17%). Just a few of them (6%) voiced concern for the
service animals.

10. Eight in ten of the riders (81%) indicated that the potential increase in travel time
resulting from the implementation of beyond the curb service would not bother them.
Half of them (48%) claimed the additional travel time would not bother them at all. One
third of them (33%) felt the additional trip length would bother them a little.
Comparatively few of the riders (16%) indicated that increasing the trip time would
seriously bother them.

11. Their patience with a potential increase in the length of their trips is the same whether
they feel they need additional help from the driver or they don’t feel they need the help.
Regardless, their tolerance for added travel time appears to optimize at around 10
minutes. Virtually all of the respondents (98%) are willing to add one minute to their trip
length if it gets them beyond the curb service. A similar nine in ten of the riders (91%)
would not mind adding five minutes to their trip. Their tolerance for additional travel
time resulting from beyond the curb service diminishes at 10 minutes. Still, 62% of the
riders would willingly add 10 minutes to their trip if the trip included beyond the curb
service. Enthusiasm for the beyond the curb service fades noticeably with the potential
addition of 15 minutes to the trip length. Just one third of the riders (35%) expressed any
willingness to have their travel time increase by 15 minutes as a result of Access
providing beyond the curb service.

12. Between **39% and 55%** of the frequent Access riders are **very likely** to apply for beyond
the curb service. After listening to a brief description of the service, 39% of the riders
said they were **very likely** to apply. Neither the necessity of returning to the Access
eligibility center to be reevaluated nor the prospect of filling out a paper application
diminished their interest in registering for beyond the curb service. When told they had to
return to the Access eligibility center for a reevaluation to determine their eligibility, 55%
of them said they were **very likely** to apply for the service. When told they might need to
fill out a paper application to be evaluated for the service, a similar 55% of them
indicated they were **very likely** to apply for the service.
Detailed Findings
2.0 Perceptions of Curb-to-Curb Service

This section of the report examines the riders’ perceptions of the current curb-to-curb service they receive from Access. As a provider of ADA compliant transportation for functionally disabled individuals in Los Angeles County, Access provides curb-to-curb shared-ride service. Although individual drivers elect to occasionally provide ad hoc assistance to riders beyond the curb, i.e. to or from the door, Access does not as a policy currently offer door-to-door service.

As part of the assessment of the riders’ need for and interest in providing driver-assisted help getting to or from the vehicle to the door, the study explored the riders’ experiences and satisfaction with the current curb-to-curb service. Previous qualitative and quantitative research\(^1\) conducted for Access found a generally satisfied and, to some extent, a grateful customer base. Limited by their functional disabilities, the service provided by Access, in the riders’ own words, “Gave them back their independence.” This study asked the frequent riders to indicate their perception of the efficacy of the curb-to-curb service and their satisfaction with the curb-to-curb service. They responded first to the question, “First, I’m going to read you some statements about the curb-to-curb service. Please tell me which one comes closest to your own opinion about it?”

- *It works very well for me. I seldom have any problems with it.*
- *It usually works well for me, but occasionally I have problems with it.*
- *It seldom or never works well for me. I have lots of problems with it.*

The bar chart in Figure 1 displays their responses to this question.

![Figure 1](chart.png)

**Figure 1**

Efficacy of Curb-to-Curb Service

The survey learned that 55% of the riders believed the current curb-to-curb service works well for them and *seldom* had problems with it. Another one third of them (37%) claimed that it usually works well for them. These riders said they *only occasionally* experienced problems with the service. A smaller 6% of the riders seriously criticized the current service. They encountered lots or problems and felt it *seldom or never* worked well for them.

The survey asked the riders if they used a mobility device or if they were visually impaired. The findings in Table 1 report their experiences with the curb-to-curb service by their reported disability. Of note, more of the riders who both require a mobility device and who are visually impaired (the “both” column heading in the table) say the curb-to-curb service works well for them and they seldom experience problems. Two-thirds (68%) of these riders say the curb-to-curb service works well for them. By comparison, 48% of the riders who require a mobility device, but who have no visual impairment and 50% of the riders who are visually impaired, but do not require a mobility device said the current service works very well for them. Riders with a visual impairment experienced the most difficulties with the curb-to-curb service. The survey found that 10% of the riders with a visual impairment, but who do not require a mobility device experienced lots of problems with the curb-to-curb service.

### Table 2
Perception of Curb-to-Curb Service by Type of Disability

<table>
<thead>
<tr>
<th>Perception of Service</th>
<th>Total</th>
<th>Both</th>
<th>Mobility Device</th>
<th>Visually Impaired</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>Works very well/Seldom have problems</td>
<td>55%</td>
<td>68%</td>
<td>48%</td>
<td>50%</td>
<td>58%</td>
</tr>
<tr>
<td>Usually works well/Occasionally have problems</td>
<td>37%</td>
<td>26%</td>
<td>48%</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>Seldom or never works/Lots of problems</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t know/No opinion</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Base</td>
<td>300</td>
<td>38</td>
<td>60</td>
<td>74</td>
<td>128</td>
</tr>
</tbody>
</table>
The survey also asked these riders their satisfaction with the current curb-to-curb service. They answered the question, “Overall, would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with the current curb-to-curb service provided by Access?” The bar chart in Figure 2 displays the extent of the customers’ satisfaction with the curb-to-curb service.

**Figure 2**
Satisfaction with Curb-to-Curb Service

As the results in Figure 2 show, more than eight in ten (85%) of the frequent riders expressed some degree of satisfaction with the curb-to-curb service provided by Access. Over half of them (58%) said they were very satisfied and 28% of them said they were somewhat satisfied with the curb-to-curb service. One in ten (9%) of these riders voiced dissatisfaction with the curb-to-curb service. Of the dissatisfied riders, 6% indicated they were very dissatisfied and 3% of them said they were somewhat dissatisfied with the current curb-to-curb service provided by Access. The level of satisfaction with the current curb-to-curb service measured in this survey is very consistent with the levels of satisfaction with Access measured in previous research conducted for Access.²

Table 3 presents the level of the riders’ satisfaction with the current curb-to-curb service cross-tabulated by their disability. Riders with both visual and mobility disabilities, riders who require mobility devices, riders with only visual impairment and riders with neither visual impairment nor who use a mobility device all voiced similar levels of satisfaction with the curb-to-curb service provided by Access. In each group, over eight in ten of the riders expressed satisfaction with the current curb-to-curb service. Their reported satisfaction varies little from riders with visual impairment (82%) to riders with neither visual impairment nor the need for a mobility device (87%).

<table>
<thead>
<tr>
<th>Table 3</th>
<th>Satisfaction with Curb-to-Curb Service by Type of Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td><strong>Satisfied</strong></td>
<td>85%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>58%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Dissatisfied</strong></td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>6%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Neither/Don’t Know</strong></td>
<td>5%</td>
</tr>
<tr>
<td>Base</td>
<td>300</td>
</tr>
</tbody>
</table>
3.0 Need and Rationale for Beyond the Curb Service

The survey assessed the riders’ perceived need for assistance to or from the door—beyond the curb service. This assessment included an examination of their reasons for the need, their expected frequency of the need, and the role of PCA in potentially filling the need.

3.1 Perceived Need for Service

The survey asked the riders’ if they felt the need for beyond the curb service. The question asked them, “Thinking about your own situation, do you personally need or not need the driver to provide you with assistance to or from your door?” The bar chart in Figure 3 displays the riders’ responses to this question.

![Figure 3: Perceived Need for Beyond the Curb Service](image)

A significant number of the riders expressed a need for assistance from the driver to get beyond the curb. When asked if they needed the driver to provide them with extra assistance to or from the door, one in three riders (35%) felt they required this additional help. Just under two thirds of them (63%) suggested they did not need assistance from the driver to get to or from the door.

![Table 4: Perceived Need for Beyond the Curb Service by Type of Disability](image)

Perceptions of need vary depending on their use of a mobility device and the existence of a visual impairment. Riders who both require a mobility device and are visually impaired...
expressed the greatest need for beyond the curb assistance from the drivers. Over half of these riders (53%) want beyond the curb help from the drivers. By comparison, 40% of the riders who require a mobility device, but have no visual impairment voiced the need for assistance from the drivers while 35% of the visually impaired riders who do not have a mobility device requested this additional assistance. The riders who neither require a mobility device nor are visually impaired voiced noticeably less need for beyond the curb assistance. However, even among these riders, 27% of them still felt the need for the driver to assist them to or from the door.

3.2 Frequency of Need for Beyond the Curb Assistance

The survey asked the riders to indicate how frequently they would need the additional help. The question asked them, “How often would you need the driver to provide you with assistance to or from your door for every trip, for most of your trips, for about half of your trips, only occasionally, or never?” The question did not attempt to precisely quantify the need for beyond the curb assistance provided by the drivers. The bar graph in Figure 4 shows the degree of perceived need for driver assistance beyond the curb.

Presented with these options, the riders varied in their need for the service. The most dependent said they needed it every trip while the most independent said they almost never needed it. Their expressed level of need ranged from help on every trip (9%), help on most trips (7%), help on about half of their trips (5%), help only occasionally (14%) to the 66% of the riders who claimed the would virtually never need beyond the curb assistance from the driver. These results suggest that 21% of all Access frequent riders felt the need for beyond the curb assistance from their driver on at least half of their trips.

Currently, Access provides curb-to-curb service. Despite this policy, some of the drivers do assist riders to or from the door. Recognizing the existence of this ad hoc assistance, the survey included a question asking all of the riders how often their drivers assisted them to or from the
door. The question read, “Thinking about your trips with Access, how often do the drivers currently assist you to or from your door, every trip, most trips, about half of the trips, only occasionally, or never?” Again, the question asked for a general range of the frequency of assistance they received from the drivers. Table 5 presents the proportion of riders who said they currently received ad hoc beyond the curb assistance cross-tabulated by the riders’ perceived need for beyond the curb assistance.

<table>
<thead>
<tr>
<th>Table 5</th>
<th>Driver Provide BTC Assistance by Need BTC Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Need BTC Assistance</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Driver Provides Ad Hoc BTC Assistance</td>
<td></td>
</tr>
<tr>
<td>Provides BTC Assistance</td>
<td>51%</td>
</tr>
<tr>
<td>Not Provide BTC Assistance</td>
<td>47%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
</tr>
</tbody>
</table>

According to the riders, the drivers already help half of all the frequent Access riders (52%) at least occasionally on an ad hoc basis. Three quarters of the riders (74%) who expressed a need for the driver to assist them to or from the door already receive some type of assistance from the driver. They may not get the assistance as often as they need it, but they do receive some assistance. Even some of the riders who claimed they did not need assistance to or from the door also received some form of assistance from the drivers. Four in ten of the riders (40%) who said they did not require any help from the drivers getting to or from the door currently received some assistance, at least occasionally, from the drivers. The bar graph in Figure 5 indicates how effectively, given the unofficial ad hoc assistance provided by the drivers, the current curb-to-curb policy meets the needs of the riders.

**Figure 5**
Current Need for Beyond the Curb Assistance

Exceeded, 31%
Meet 53%
Not Meet, 16%
An unmet need exists between the informal ad hoc assistance currently provided by the drivers and the frequency of assistance desired by the riders (See Figure 5). **Among frequent Access riders, 16% of them who need assistance at least occasionally do not receive help as frequently as they need it.**

The results displayed in Table 6 detail, by the frequency of the riders’ perceived versus actual beyond the curb assistance needs, how effectively the curb-to-curb service meets the needs of the frequent Access riders.

<table>
<thead>
<tr>
<th>Actual Assistance Received</th>
<th>Frequency of Perceived Need</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Every trip</td>
</tr>
<tr>
<td>Every trip</td>
<td>3%</td>
</tr>
<tr>
<td>Most trips</td>
<td>0%</td>
</tr>
<tr>
<td>Half of the trips</td>
<td>1%</td>
</tr>
<tr>
<td>Only occasionally</td>
<td>2%</td>
</tr>
<tr>
<td>Never</td>
<td>2%</td>
</tr>
</tbody>
</table>

In Table 6, the green highlighted cells represent riders where Access, through the ad hoc help of the drivers, currently exceeded their beyond the curb assistance needs. The percentages in the blue highlighted cells represent the percentage of riders where Access met their beyond the curb assistance needs. In the red highlighted cells, Access does not currently meet the beyond the curb assistance needs of the riders. **Through the ad hoc assistance of the drivers, and not as a formal policy, Access currently meets or exceeds the beyond the curb assistance needs of 84% of the riders.** The current curb-to-curb policy does not meet the beyond the curb assistance needs of 16% of the riders. The need is greatest for the most dependent riders who said they needed driver assistance on at least half of their trips. Among the riders who said they need assistance to or from the door, 9% of them expressed the desire for this assistance on every trip, yet only 3% of them currently receive this assistance from the drivers.
3.3 Factors Motivating Need for Beyond the Curb Assistance

A number of reasons explain for their perceived need for this additional beyond the curb assistance. The riders who expressed a need for the driver to assist them to or from the door responded to the follow up question, “Please tell me which of the following describes why you need the driver to assist you to or from your door?” The question wording prompted the riders with several reasons why they might feel the need for additional assistance from the drivers. The question also allowed them to provide their own additional reasons that explained their need for assistance by the driver to or from the door. Figure 6 graphically depicts the reasons cited by the riders to explain their need for beyond the curb assistance from the drivers.

![Figure 6: Reasons Need Beyond the Curb Assistance](chart)

Clearly, their disability, physical limitations or health explain much of the need for the drivers’ assistance to or from the door. Almost three quarters of the riders (72%) who expressed a need for beyond the curb assistance from the drivers said they need it because of difficulties arising from their disability, physical limitations or health. In addition to disability motivated reasons, 30% of them need help from the drivers with their bags and packages. Some of the riders (20%) need the help because their homes are less accessible. They (20%) also valued the added convenience stemming from the extra help from the drivers. Additionally, 14% of them believed this would help reduce the number of missed rides or late pickups. Issues with and concern about the weather motivated 9% of the riders to express the need for beyond the curb assistance.
The survey asked the riders who informally received assistance to or from the door (51% of them currently receive ad hoc assistance from the drivers) what assistance the drivers provided to them. They responded to the questions, “When the drivers assist you to or from your door do they help you with?” The results in Figure 7 graphically display the types of ad hoc assistance provided by the drivers.

**Figure 7**

Beyond the Curb Assistance Currently Received

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bags and packages</td>
<td>43%</td>
</tr>
<tr>
<td>Guidance to building entrance</td>
<td>37%</td>
</tr>
<tr>
<td>Physical assistance</td>
<td>35%</td>
</tr>
<tr>
<td>Exit/Enter vehicle</td>
<td>5%</td>
</tr>
<tr>
<td>Help with walker/Wheelchair</td>
<td>4%</td>
</tr>
<tr>
<td>Open door to house/Gate</td>
<td>2%</td>
</tr>
<tr>
<td>Fasten seatbelt</td>
<td>1%</td>
</tr>
<tr>
<td>Push wheelchair</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>D.K./No opinion</td>
<td>12%</td>
</tr>
</tbody>
</table>

The drivers who provided ad hoc assistance to the riders carried the riders’ bags and packages (43%), helped them to the door (37%), and provided them with general physical assistance (35%). Some of the riders cited very specific assistance provided by the drivers that is not specifically beyond the curb assistance. They mentioned that the drivers helped them exit or enter the vehicle (5%), helped them with their wheel chair or walker (4%), opened the door or the gate to their residence (2%), or fastened their seatbelt (1%).
3.4 PCA Mitigate Need for Beyond the Curb Service

The survey explored the role of the PCA in mitigating the need for beyond the curb assistance from the drivers. The riders who said they needed beyond the curb assistance responded to the question, “If you had a Personal Care Assistant (PCA), would you still need the driver to assist you to or from your door, or not?” The bar graph in Figure 8 displays their responses to this question.

![Figure 8: Need for Beyond the Curb Service if Have PCA](image)

Most of them felt they would not need the beyond the curb service if they had a Personal Care Assistant (PCA). The survey found that 88% of the riders either do not need help from the driver (63%) or would not need this additional assistance to or from the door if they had a PCA (25%). However, one in ten of them (10%) still believed that even with a PCA they would need assistance from the driver to get to or from the door. This finding suggests that 10% of all the riders in the survey felt a definite need for the beyond the curb service. These riders claimed they would still need assistance from the driver even if they had a PCA.
4.0 Applying for Beyond the Curb Service

This survey explored the riders’ likelihood of applying for the beyond the curb service in general and in the context of the actual process of applying. It also examined the extent of their comfort with the potential negative aspects of the service including being left in the vehicle (alone and with others) and longer travel times.

4.1 Response to Potential Negative Aspects of the Service

The survey presented the riders with several potential negatives aspects of the program including the driver leaving them alone in the vehicle, the driver leaving them with other riders, and the potential for increased trip lengths. They were asked about their level of comfort with being alone in the vehicle while the driver went to help another rider. The question asked them, “If the driver were to leave you alone in the vehicle to assist other customers would you be very comfortable, somewhat comfortable, somewhat uncomfortable, or very uncomfortable?” They were also asked about their level of comfort with the driver leaving them with other riders in the vehicle while the driver went to assist another rider. This question asked them, “If the driver were to leave you waiting in the vehicle with other customers would you be very comfortable, somewhat comfortable, somewhat uncomfortable, or very uncomfortable?” The results displayed in Figure 9 indicate their comfort level with being left alone in the vehicle or being left alone with other riders while the driver went to assist another rider.

![Figure 9: How Comfortable Left Alone or with Other Riders in Vehicle](Image)

Evidently, being left alone or being left with other passengers in the vehicle while the driver leaves to help other riders did not appear to bother the riders. In fact, most of them said they would be comfortable under either circumstance. They may consider it a small inconvenience to suffer for the opportunity to have beyond the curb service. Over eight in ten of the riders (86%) said they would be comfortable if the driver left them alone in the vehicle to help another rider to
or from the door. Of note, 69% of them said they would be very comfortable if left alone in the vehicle and 17% said they would be somewhat comfortable if the driver left them alone in the vehicle. Similarly, 82% of the riders claimed they would be comfortable if the driver left them in the vehicle with other passengers. They are not quite as comfortable being left with other passengers as they are being left alone in the vehicle. While 69% of them said they would be very comfortable if left alone in the vehicle, fewer of them (56%) thought they would be very comfortable if the driver left them with other riders in the vehicle. More of the riders (26% compared to 17%) said they would somewhat comfortable if the driver left them in the vehicle with other riders. In contrast, if the driver left the vehicle to provide assistance to another rider, 11% said they would feel uncomfortable if the driver left them alone in the vehicle and 16% claimed they would feel uncomfortable if the driver left them in the vehicle with other passengers. These results suggest that approximately one in ten of the riders would be uncomfortable or unhappy if the driver either left them alone in the vehicle or left them with other passengers in the vehicle to provide beyond the curb assistance to another rider.

In addition to occasionally leaving the riders alone in the vehicle or leaving them with other passengers, the drivers, as a safety precaution, would need to turn off the vehicle when they left it to assist other riders to or from the door. The survey presented this potentiality to the riders and asked them to identify any concerns they might have with the vehicle turned off. They answered the question, “Please tell me which of the following, if any, would concern you if the driver turned off the vehicle?” Figure 10 presents the results to this question.

![Figure 10](image)

Over one third of them (37%) indicated that turning off the vehicle would not cause them any concern or inconvenience. The other riders revealed some degree of concern about the driver turning off the vehicle. They worried about the lack of climate control while the vehicle was turned off and the driver was away helping another rider to or from the door. Specifically, they expressed concerns about the lack of air conditioning (34%) or the lack of heat (19%). They
were also apprehensive about their personal safety with the vehicle turned off (19%). Concerns about the weather troubled 17% of the riders in the survey. A few of them (6%) voiced concern for the service animals.

4.2 Impact on Travel Time and Trip Length

The survey included several questions designed to gauge the riders’ feelings about the potential for increased travel times and trip lengths. They were asked how much it would potentially bother them if trip lengths increased as a result of implementing beyond the curb service. They responded to the questions, “Each pick up or drop off will add time to your trip because the driver must leave the vehicle and assist a customer to or from their door. Providing this service could increase the travel time for your trip. Would it bother you a lot, a little, or not at all if providing this service made your trips longer?” Figure 11 graphically depicts the results to this question.

**Figure 11**

Longer Travel Times Bother Riders

![Pie chart](image)

Suggesting their interest in receiving beyond the curb assistance from the drivers, eight in ten of the riders (81%) indicated that the increase in travel time resulting from the driver leaving the vehicle to assist other riders to or from their door would not particularly bother them. Half of them (48%) claimed the additional travel time would not bother them at all. One third of them (33%) felt the additional trip length would bother them a little. Comparatively few of the riders (16%) indicated that increasing the trip time would seriously bother them. Of note, the riders who suggested the additional travel time resulting from the implementation of beyond the curb service would bother them a lot are just as likely to express the need for assistance to or from the door and are just as likely to say they would apply for the beyond the curb service. They just don’t want to lengthen their trip.
The survey asked the riders to stipulate the maximum amount of additional travel time they would tolerate in order to implement beyond the curb service. They were asked the question, “I’m going to read you several possible lengths of time by which your trip may increase as a result of this service. Please tell me which of the following is the MOST you would be willing to have your TOTAL trip time increase?” Figure 12 presents the results to this question.

**Figure 12**
Maximum Additional Trip Time Tolerate to Implement BTC Service

![Bar chart showing percentage of respondents willing to tolerate additional trip time](chart)

Virtually all of the respondents (98%) are willing to add one minute to their trip length if it gets them beyond the curb service. A similar nine in ten of the riders (91%) would not mind adding five minutes to their trip length if that meant the driver would provide beyond the curb service. Their tolerance for additional travel time resulting from beyond the curb service diminished at 10 minutes. Still, 62% of the riders would willingly add 10 minutes to their trip if the trip included beyond the curb service. Enthusiasm for the beyond the curb service fades noticeably with the potential addition of 15 minutes to the trip length. Just one third of the riders (35%) expressed any willingness to have their travel time increase by 15 minutes as a result of Access providing beyond the curb service.

Their patience with a potential increase in the length of their trips is the same whether or not they feel a need for additional help from the driver. Regardless, their tolerance for added travel time appears to optimize at around 10 minutes.

### 4.3 Interest in Applying for Beyond the Curb Service

The survey asked the riders how likely they would be to apply for the beyond the curb service in general, if they had to return to the eligibility center to be reevaluated for the service, and if they had to fill out a paper application to be evaluated for the service. First they were read the following brief description of the service, “With this new service, the driver would assist the customer from their door to the vehicle when being picked up or dropped off. This service is for
customers whose functional disabilities prevent them from getting from the curb to their home, office, or building entrance they are visiting.” They were then asked the question, “Based on this description, would you be likely or unlikely to apply for this new service?” After answering this question, they were then asked the questions, “If you had to return to the Access eligibility center to be reevaluated for this service, would you then be likely or unlikely to apply for it?”; and “If you had to fill out a paper application to be evaluated for this service, would you then be likely or unlikely to apply for it?” The bar chart in Figure 13 graphically displays the extent of their likelihood of applying for the beyond the curb service in general, if they needed to return to the eligibility center for a reevaluation and if they needed to complete a paper application.

**Figure 13**
Likelihood of Applying for Beyond the Curb Service

Of note, with each question their interest in signing up appears to increase. Neither the necessity of returning to the Access eligibility center to be reevaluated nor the prospect of filling out a paper application diminished their interest in applying for beyond the curb service. Asked about their likelihood of applying for the service after hearing a brief description of it (the blue bars in Figure 13), 56% of the riders said they would be likely to sign up for the service (39% said they are very likely and 17% said they are somewhat likely to apply). By way of comparison, 39% of them claimed they were unlikely to sign up the service (17% said they are very unlikely and 21% said they are somewhat unlikely to sign up).

As mentioned earlier, neither the potential need to return to the Access eligibility center to be reevaluated nor the prospect of filling out a paper application diminished their interest in applying for beyond the curb service. If anything, their interest increased the more they heard about the service. When told they had to return to the Access eligibility center for a reevaluation to determine their eligibility the proportion of riders very likely to apply for beyond the curb service increased from 39% to 55% of them. When told they would need to complete a paper application to be evaluated for the service, 55% of them still claimed they were very likely to apply for the service. Facing the prospects of an application and reevaluation did not diminish their interest in applying for the service.
The results displayed in Table 7 suggest that interest in beyond the curb service extends beyond just those riders who said they needed the driver to assist them to or from the door. Table 7 presents the results for each of the three questions cross-tabulated by the riders’ perceived need for assistance from the driver. Not surprisingly, more of the riders who said they needed assistance from the driver also said they are likely to apply for the beyond the curb service. Of interest, many of the riders who initially claimed they did not require assistance from the driver to get to or from the door also indicated an interest in applying for the service. Among the riders who initially said they did not require assistance from the driver (Not Need Assistance column), 32% of them said they were very likely to apply for the service when read a general description of it; 52% of them indicated they were very likely to apply for the service if they needed to return to the access eligibility center for a reevaluation; and, 51% of them said they were very likely to apply for the service if they were required to complete a paper application.

<table>
<thead>
<tr>
<th>Table 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely Apply for BTC</td>
</tr>
<tr>
<td>Need for Assistance</td>
</tr>
<tr>
<td>Driver assist customer BTC</td>
</tr>
<tr>
<td>Likely</td>
</tr>
<tr>
<td>Very likely</td>
</tr>
<tr>
<td>Somewhat likely</td>
</tr>
<tr>
<td>Unlikely</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
</tr>
<tr>
<td>Very unlikely</td>
</tr>
<tr>
<td>D.K./Refused</td>
</tr>
<tr>
<td>Return to Access eligibility center to be reevaluated</td>
</tr>
<tr>
<td>Likely</td>
</tr>
<tr>
<td>Very likely</td>
</tr>
<tr>
<td>Somewhat likely</td>
</tr>
<tr>
<td>Unlikely</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
</tr>
<tr>
<td>Very unlikely</td>
</tr>
<tr>
<td>D.K./Refused</td>
</tr>
<tr>
<td>Fill out a paper application to be evaluated for this service</td>
</tr>
<tr>
<td>Likely</td>
</tr>
<tr>
<td>Very likely</td>
</tr>
<tr>
<td>Somewhat likely</td>
</tr>
<tr>
<td>Unlikely</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
</tr>
<tr>
<td>Very unlikely</td>
</tr>
<tr>
<td>D.K./Refused</td>
</tr>
<tr>
<td>Base</td>
</tr>
</tbody>
</table>
Table 8 displays the results to these three questions by the riders’ need for a mobility device and/or riders with a visual impairment. It displays the proportion of the riders who said they were very likely to apply for the beyond the curb service.

- The likelihood of applying for the beyond the curb service is high among those who need a mobility device and are visually impaired, those who need a mobility device, but are not visually impaired, those who are visually impaired, but don’t use a mobility device, and even those who are neither visually impaired nor do they use a mobility device.

- Initially, the riders very likely to apply for the service (34%) is lowest among riders who are neither visually impaired and who do not need a mobility device. However, after hearing about the service three times, 56% of them said they would be very likely to apply for the service.

- When told they would need to return to the Access eligibility center for a reevaluation, 63% of the riders who have a visual impairment and use a mobility device; 57% of the riders who use a mobility device, but are not visually impaired; 50% of the riders who are visually impaired, but don’t use a mobility device; and 55% of the riders who are neither visually impaired nor need a mobility device still said they would be very likely to apply for the service.

- When told they would need to complete a paper application to receive the service, 61% of the riders who have a visual impairment and use a mobility device; 60% of the riders who use a mobility device, but are not visually impaired; 47% of the riders who are visually impaired, but do not use a mobility device; and 56% of the riders who are neither visually impaired nor need a mobility device still said they would be very likely to apply for the service.

Between 39% and 55% of the frequent Access riders are very likely to apply for beyond the curb service. These results suggest that more of them may apply for the service (as many as 55% of them said they would be very likely to apply) than necessarily felt they had a need for the assistance (35% of them said they needed the driver to assist them to or from the door). This suggests a 20-percentage point gap between perceived need and actual interest in the service. However, the initial need question was asked early in the questionnaire before the riders learned about the beyond the curb service. As they learned about the service, their interest increased.
5.0 Appendix

Appendix A: Questionnaire

A. May I please speak with [NAME ON SAMPLE]?
   1. PERSON ON PHONE (GO TO INTRODUCTION AND ASK Q.B)
   2. OTHER THAN PERSON ON PHONE (WAIT FOR PERSON NAMED IN SAMPLE, THEN ASK Q.B)
   3. PERSON ON PHONE ASKS WHO'S CALLING, SAY: "I'm [NAME OF INTERVIEWER] of Fairfax Research, a national research firm." (WAIT FOR PERSON NAMED IN SAMPLE, THEN ASK Q.B)
   4. RESPONDENT NOT AVAILABLE, ASK: When could I call back to talk with (him/her)?
   5. RESPONDENT NOT ABLE TO COMPLETE SURVEY ON PHONE (THANK AND TERMINATE)
   6. RESPONDENT NOT AT THIS LOCATION (THANK AND TERMINATE)
   7. NO (THANK AND TERMINATE)

INTRODUCTION:
Hello, I'm [NAME OF INTERVIEWER] of Fairfax Research, a national research firm. I work for a third-party research firm that is conducting a survey today for Access Services. They want to learn your opinions about the curb-to-curb service they currently provide to riders like you. I would like to ask you a few questions on a confidential basis. (IF NECESSARY READ) Let me assure you that I am not selling anything and will only take about 5 minutes of your time.

B. Do you have a few minutes to answer a few simple questions?
   1. Yes (ASK Q.1)
   2. No (ASK: When would be a better time for me to call? SET UP NEW TIME AND SAY: I look forward to talking with you.)

C. Record interview language for all contacts.
   1. English
   2. Spanish
   3. Other (SPECIFY)

1. First, I'm going to read you some statements about the curb-to-curb service. Please tell me which one comes closest to your own opinion about it (ROTATE READING TOP TO BOTTOM AND BOTTOM TO TOP).
   1. It works very well for me. I seldom have any problems with it.
   2. It usually works well for me, but occasionally I have problems with it.
   3. It seldom or never works well for me. I have lots of problems with it.
   9. (Don't know/No opinion) (DO NOT READ)

2. Overall, would you say you are ... very satisfied ... somewhat satisfied ... neither satisfied nor dissatisfied ... somewhat dissatisfied ... or ... very dissatisfied with the current curb-to-curb service provided by Access?
   1. Very satisfied
   2. Somewhat satisfied
   3. Neither satisfied nor dissatisfied
   4. Somewhat dissatisfied
   5. Very dissatisfied
   9. (Don't know/No opinion) (DO NOT READ)
Now I’d like to ask you about your need for assistance getting to or from your door.

3. Thinking about your own situation, do you personally … need or not need … the driver to provide you with assistance to or from your door?
   1. Need (ASK QS.4-6)
   2. Not need (SKIP TO Q.7)
   9. Don’t know/No opinion (SKIP TO Q.7)

   **IF “NEED” IN Q.3, ASK QS.4-6:**

4. I’m going to read you some of the reasons why people need assistance to or from their door. Please tell me which of the following describes why you need the driver to assist you to or from your door? (READ IN RANDOM ORDER. ACCEPT MORE THAN ONE ANSWER)

   1. Your disability
   2. The convenience
   3. The driver can help you with bags and packages
   4. Your home is not easily accessible
   5. The weather in your area
   6. You know you won’t miss your ride
   98. Or something else (SPECIFY)
   99. (Don’t know/No opinion) (DO NOT READ)

5. How often would you need the driver to provide you with assistance to or from your door … for every trip … for most of your trips … for about half of your trips … only occasionally … or … never?

   1. Every trip
   2. Most trips
   3. Half of the trips
   4. Only occasionally
   5. Never
   9. (Don’t know/Refused)

6. If you had a Personal Care Assistant (PCA), would you still need the driver to assist you to or from your door, or not?

   1. Yes
   2. No
   3. Have PCA (VOLUNTEERED)
   9. (Don’t Remember/No opinion)

Now I’d like to briefly describe a new service Access is starting for customers who need assistance beyond the regular curb-to-curb service. With this new service, the driver would assist the customer from their door to the vehicle when being picked up or dropped off. This service is for customers whose functional disabilities prevent them from getting from the curb to their home, office, or building entrance they are visiting.

7. Based on this description, would you be … likely … or … unlikely … to apply for this new service? (GET RESPONSE, THEN ASK:) Would that be very (likely/unlikely) or somewhat (likely/unlikely)?

   1. Very likely
   2. Somewhat likely
   3. Somewhat unlikely
   4. Very unlikely
   9. Don’t know/Refused
8. If you had to return to the Access eligibility center to be reevaluated for this service, would you then be ... likely ... or ... unlikely ... to apply for it? (GET RESPONSE, THEN ASK:) Would that be very (likely/unlikely) or somewhat (likely/unlikely)?
   1. Very likely
   2. Somewhat likely
   3. Somewhat unlikely
   4. Very unlikely
   9. Don’t know/Refused

9. If you had to fill out a paper application to be evaluated for this service, would you then be ... likely ... or ... unlikely ... to apply for it? (GET RESPONSE, THEN ASK:) Would that be very (likely/unlikely) or somewhat (likely/unlikely)?
   1. Very likely
   2. Somewhat likely
   3. Somewhat unlikely
   4. Very unlikely
   9. Don’t know/Refused

Now I’m going to read you some additional information about the service.

10. When the driver leaves the vehicle to assist other riders you will occasionally be left alone in the vehicle for a short period of time. If the driver were to leave you alone in the vehicle to assist other customers would you be ... (READ CHOICES)
   1. Very comfortable
   2. Somewhat comfortable
   3. Somewhat uncomfortable
   4. Very uncomfortable
   9. (Don’t know/No opinion) (DO NOT READ)

11. Also, when the driver leaves to assist other riders you will occasionally be left with other customers who are already in the vehicle. If the driver were to leave you waiting in the vehicle with other customers would you be ... (READ CHOICES)
   1. Very comfortable
   2. Somewhat comfortable
   3. Somewhat uncomfortable
   4. Very uncomfortable
   9. (Don’t know/No opinion) (DO NOT READ)

12. Each pick up or drop off will add time to your trip because the driver must leave the vehicle and assist a customer to or from their door. Providing this service could increase the travel time for your trip. Would it bother you ... a lot ... a little ... or ... not at all ... if providing this service made your trips longer?
   1. A lot
   2. A little
   3. Not at all
   9. (Don’t know/No opinion) (DO NOT READ)

13. I’m going to read you several possible lengths of time by which your trip may increase as a result of this service. Please tell me which of the following is the MOST you would be willing to have your TOTAL trip time increase? (READ IN ORDER. ACCEPT ONLY ONE RESPONSE)
   1. 1 minute
   2. 5 minutes
   3. 10 minutes
   4. 15 minutes or longer
   5. None/Do not want trips to be longer (DO NOT READ) (VOLUNTEERED)
   9. (Don’t know/No opinion) (DO NOT READ)
14. In order to provide this service, the driver would need to turn off the vehicle while they went to assist other riders. Please tell me which of the following, if any, would concern you if the driver turned off the vehicle? Would you be concerned about … (READ IN RANDOM ORDER. ACCEPT MORE THAN ONE ANSWER)

1. The weather
2. No air conditioning
3. No heating
4. Your personal safety
5. Service animals
97. Or something else (SPECIFY)
98. Nothing/None of these/No concerns (DO NOT READ)
99. (Don’t know/No opinion) (DO NOT READ)

15. Thinking about your trips with Access, how often do the drivers currently assist you to or from your door … every trip … most trips … about half of the trips … only occasionally … or … never?

1. Every trip (ASK Q.16)
2. Most trips (ASK Q.16)
3. Half of the trips (ASK Q.16)
4. Only occasionally (ASK Q.16)
5. Never (SKIP TO Q.17)
9. (Don’t know/Refused) (SKIP TO Q.17)

IF RESPONSE 1 TO 4 IN Q.15, ASK Q.16:

16. When the drivers assist you to or from your door do they help you with …? (READ IN RANDOM ORDER. ACCEPT MORE THAN ONE ANSWER)

1. Bags and packages
2. Physical assistance
3. Guidance to the building entrance
98. Or something else (SPECIFY)
99. (Don’t know/No opinion) (DO NOT READ)

ASK ALL RESPONDENTS

And now I have just a couple of final questions for statistical purposes.

17. Do you use a mobility device like a wheelchair or scooter, or not?

1. Yes
2. No
9. (Refused)

18. Are you visually impaired, or not?

1. Yes
2. No
9. (Refused)

19. Gender (DO NOT READ)

1. Male
2. Female