Background

- WBA Research:
  - Conducts a quarterly survey of 200 customers (800 annually).
  - Experience conducting research for transit and paratransit services across the country

- Fielded during the COVID-19 pandemic.
  - Q2 2020 was not fielded due to low ridership during pandemic.
  - Fielding resumed in Q3 2020.
Key Subgroups

Customers
- Frequent Riders (20 or more trips in past month)
- Less Frequent Riders (5 to 19 trips in past month)
- Infrequent Riders (1 to 4 trips in past month)

Customers
- North Region
- South Region
- East Region
Customers continue to have high satisfaction with Access overall. 89% satisfied in both 2019 and 2020. Highest rated attribute: “Value of Access.”
Ratings of Last Trip

Ratings of Last Trip on Access
(% Positive 4/5)

- Good: 87%
- Neither Good nor Bad: 8%
- Bad: 5%

Last one-way trip
- 2019: 85%
- 2020: 87%

Time last one-way trip took
- 2019: 83%
- 2020: 85%
On Time Performance: Drop-Off Window

Drop-Off Performance
2020

Within drop-off window
71%

Earlier than drop-off window
25%

Later than drop-off window
5%
On Time Performance: Pick-Up Window

Pick-Up Performance 2020

- Within pick-up window: 80%
- Earlier than pick-up window: 11%
- Later than pick-up window: 9%

Avg: 20 Minutes Late
Avg: 18 Minutes Early
On Time Performance Preferences

- Key Trend: Customers have less of a preference for being dropped off early or on time (as it impacts their time on board the vehicle).

- Instead, from 2019 to 2020, customers increasingly feel “It depends,” or have “No opinion.”
Alternative Transportation Usage

- Seven in ten riders (70%) said their trip would have taken more time had they taken it via Metro bus.

How Access trip would compare to same trip taken on a Metro bus

- Longer via Metro bus: 70%
- Shorter via Metro bus: 22%
- Same via Metro bus: 8%
## Drivers/Operators

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver pick up/drop off knowledge</td>
<td>90%</td>
<td>Confident that the driver knew where to pick them up/drop them off.</td>
</tr>
<tr>
<td>Driver route knowledge</td>
<td>89%</td>
<td>Confident that the driver knew the best way to get to the destination.</td>
</tr>
<tr>
<td>Driver courtesy</td>
<td>88%</td>
<td>Driver was courteous.</td>
</tr>
<tr>
<td>Driver helpfulness</td>
<td>85%</td>
<td>Driver was helpful.</td>
</tr>
</tbody>
</table>

### Why do you say that the driver was “Okay” or “Not very helpful?”

<table>
<thead>
<tr>
<th>Reason</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing special about the driver’s service/Just took me where I wanted to go</td>
<td>24%</td>
</tr>
<tr>
<td>Driver was rude/shouted/had a bad attitude/not considerate/friendly</td>
<td>14%</td>
</tr>
<tr>
<td>Driver did not communicate with me/listen to me</td>
<td>13%</td>
</tr>
<tr>
<td>Driver didn’t help me to the door/offer door-to-door service</td>
<td>12%</td>
</tr>
<tr>
<td>Driver did not speak good English</td>
<td>8%</td>
</tr>
<tr>
<td>Driver didn’t understand how to use the GPS/Didn’t know where he was going</td>
<td>6%</td>
</tr>
</tbody>
</table>
Cashless Fare Payment

• Infrequent riders are most likely to be comfortable using Transit Go Tickets.

• Infrequent riders are most likely to use the EZ-Wallet service.

<table>
<thead>
<tr>
<th>Service</th>
<th>Comfortable using the app to pay their fare</th>
<th>Likely to use the system to pay their fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Go Ticket</td>
<td>56%*</td>
<td>42%</td>
</tr>
<tr>
<td>EZ-Wallet</td>
<td>44%</td>
<td>51%*</td>
</tr>
</tbody>
</table>

*Of those with a working smartphone
There is a disconnect between safety of travel outside the home and safety of travel with Access specifically – In Access’ favor.

In Q4 2020, the proportion of customers rating traveling outside the home as “Unsafe” increased significantly.

Safety of Travel Outside the Home (% Unsafe)

- Q3 2020: 25%
- Q4 2020: 34%

Safety of Travel (% Safe)

- Outside the home: 63%
- With Access specifically: 90%
On the flip side, those rating Access as “unsafe” continued to be minimal from Q3 2020 to Q4 2020.

Safety of Travel (% Safe) 2020

- Outside the home: 63%
- With Access specifically: 90%

Safety of Travel with Access Specifically (% Unsafe)

- Q3 2020: 4%
- Q4 2020: 7%

In Q4 2020, the proportion of customers rating traveling with Access as “Unsafe” remained low.
Complaints and Commendations

• 70% of those who filed a complaint received notice that their complaint was received.
• 35% were satisfied with the complaint’s resolution.

Ratings of Complaints/Commendations (% Positive 4/5)

<table>
<thead>
<tr>
<th>Service</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to file a complaint</td>
<td>76%</td>
<td>62%</td>
</tr>
<tr>
<td>Helpfulness if customer</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>service representative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complaint resolution</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>Ability to file a</td>
<td>95%</td>
<td>85%</td>
</tr>
<tr>
<td>commendation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commendation response</td>
<td>88%</td>
<td>83%</td>
</tr>
</tbody>
</table>
Communication Methods

• While only 39% of customer households have a landline, the majority own a cell phone.
Key Findings: Subgroups

- Geographic trends:
  - Riders in the North region are more satisfied than those in the East with Access’ service area, with 94% satisfied (compared to 83%). In the Southern region, satisfaction with the service area falls in the middle, at 90%.

- Infrequent riders were more positive ratings than others on a few key measures:
  - Personal safety while onboard Access.
  - Most likely to be comfortable using Transit Go Tickets.
  - Most likely to use EZ-Wallet.

- Less Frequent riders gave more positive ratings for:
  - Value of Access for the price paid.
  - Ability to get real-time information.
Key Findings: Headlines

- Access customers are **satisfied with the service** and the **feel safe using it**.
  - Despite decrease in feelings of safety traveling outside the home in general.

- Customers are least satisfied with the scheduling of subscription trips.

- Despite shifts in preferences, Customers still prefer to be dropped off within 30 minutes of their appointment, even if they are on the vehicle longer.

- Four in ten customers believe Access has improved over the past year, and 47% feel that it has at least stayed the same as last year.
Questions & Answers