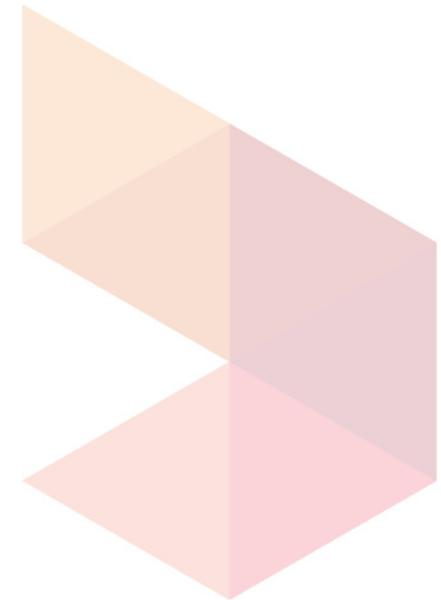


# Accessible Raleigh Transportation Customer Survey

February 11, 2016



# ART Survey Goals

- Gauge customer satisfaction
- Understand perception of service
- Understand customer needs and characteristics
- Establish a baseline for future survey and planning efforts



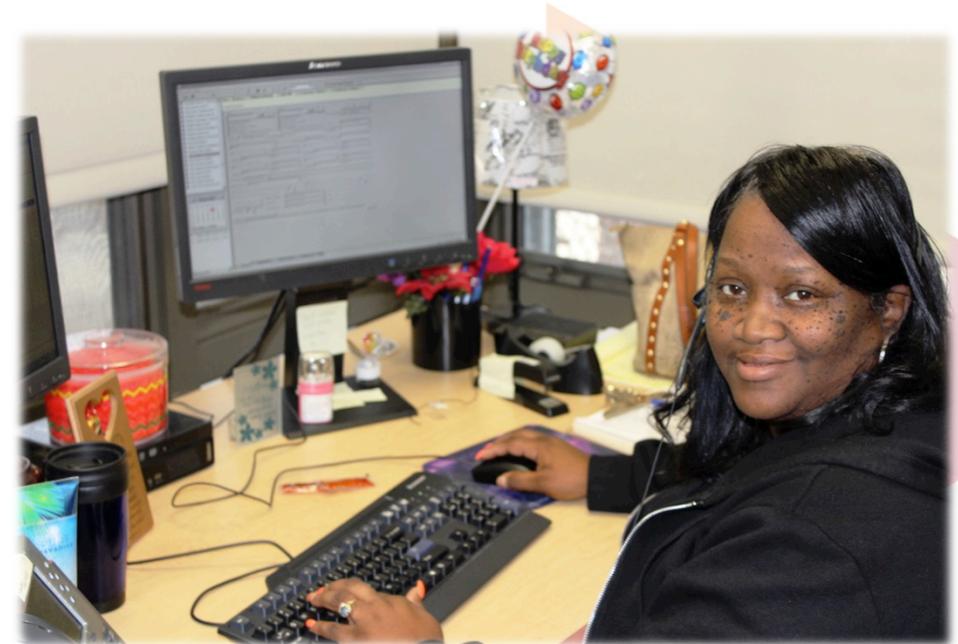
# ART Survey Methods

- Question development and testing
- Survey administration
  - Telephone survey
  - Briefing at Mayor's Committee for Persons with Disabilities
  - Online survey

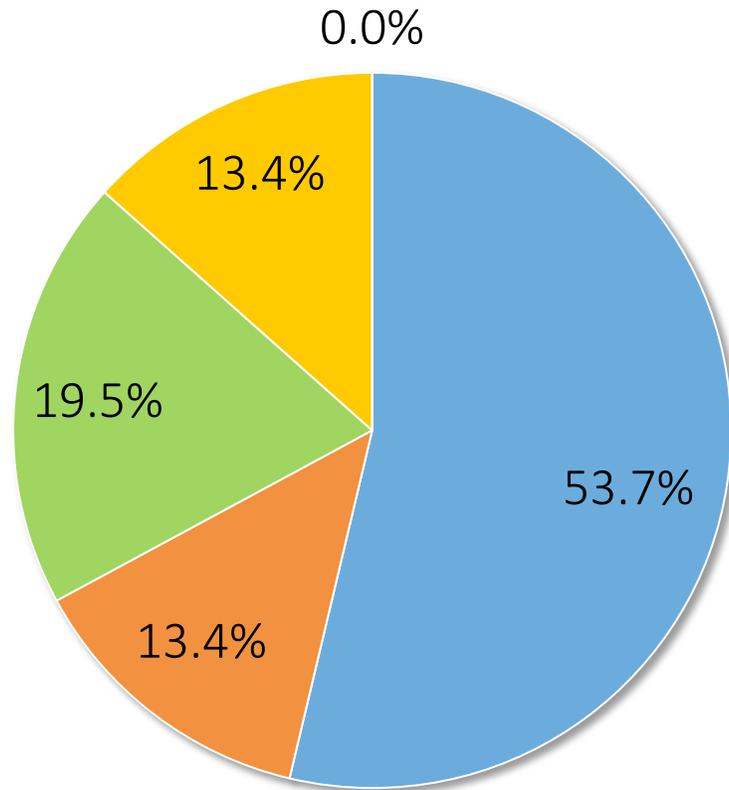


# ART Survey Methods

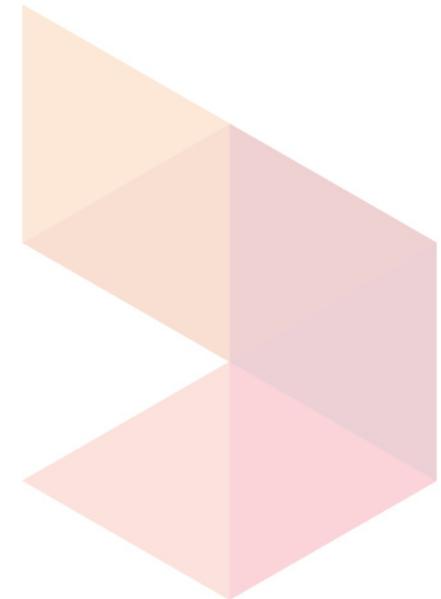
- Survey Sample
  - 4,450 customers
  - 67 survey responses needed for a 90% confidence interval with 10% margin of error
  - Every 5<sup>th</sup> caller offered survey
  - 82 completed telephone surveys
  - 6 completed written surveys



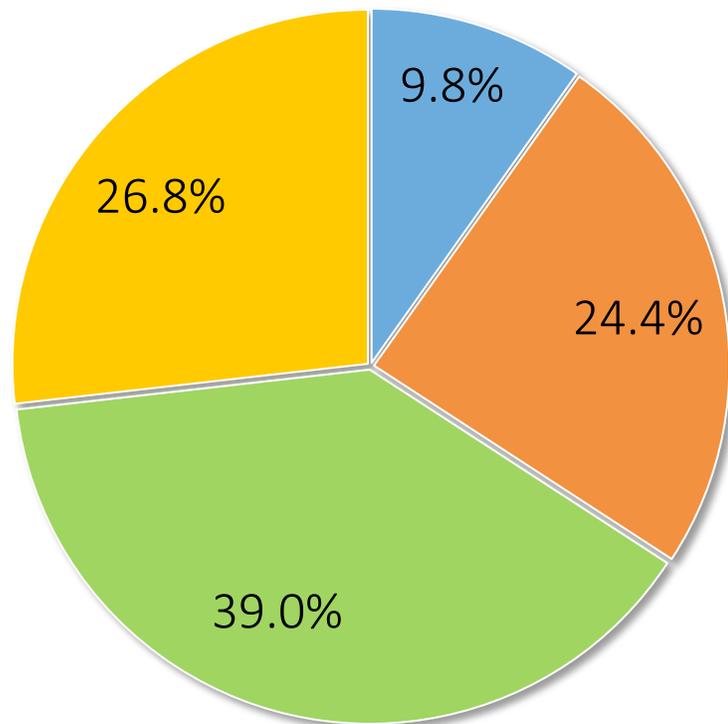
# How long have you been riding ART?



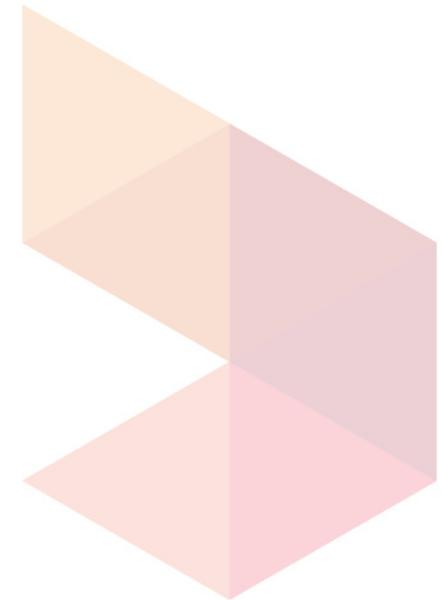
- More than 4 years
- 3 to 4 years
- 1 to 2 years
- Less than 1 year
- First time rider



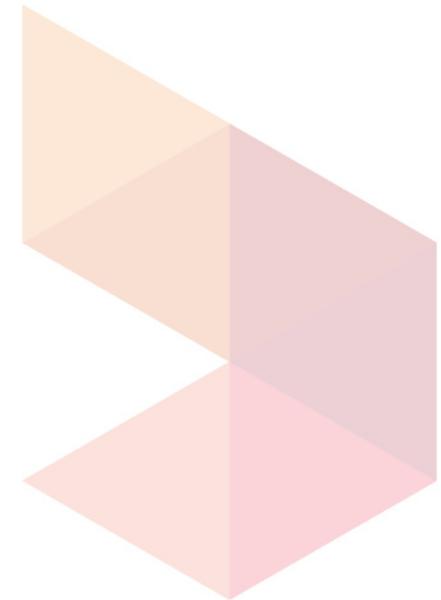
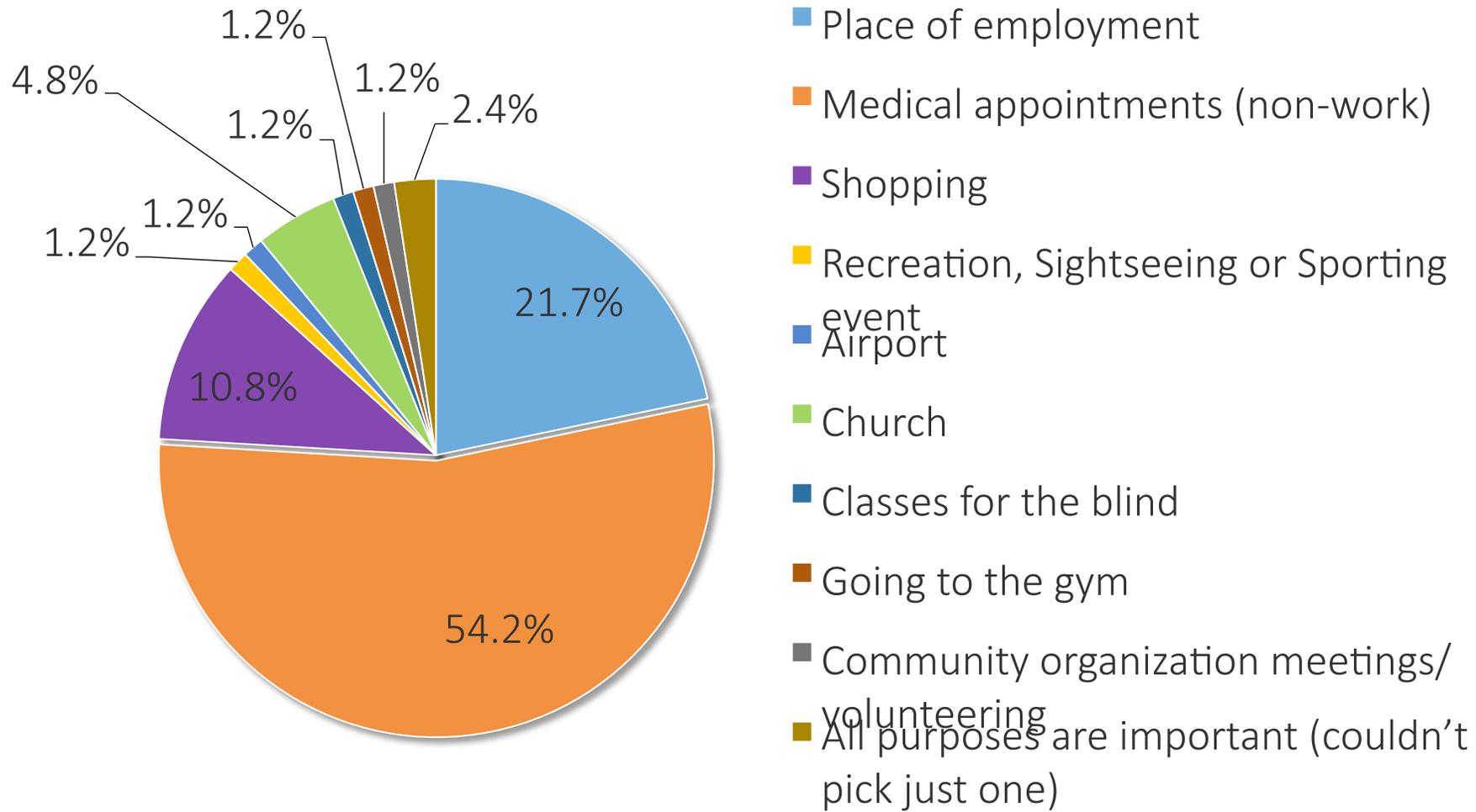
# How often do you currently ride ART?



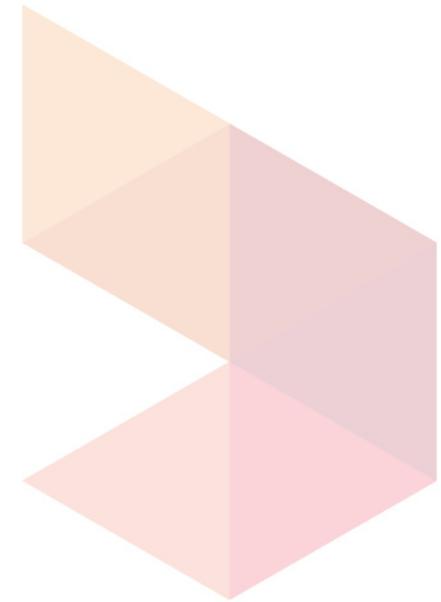
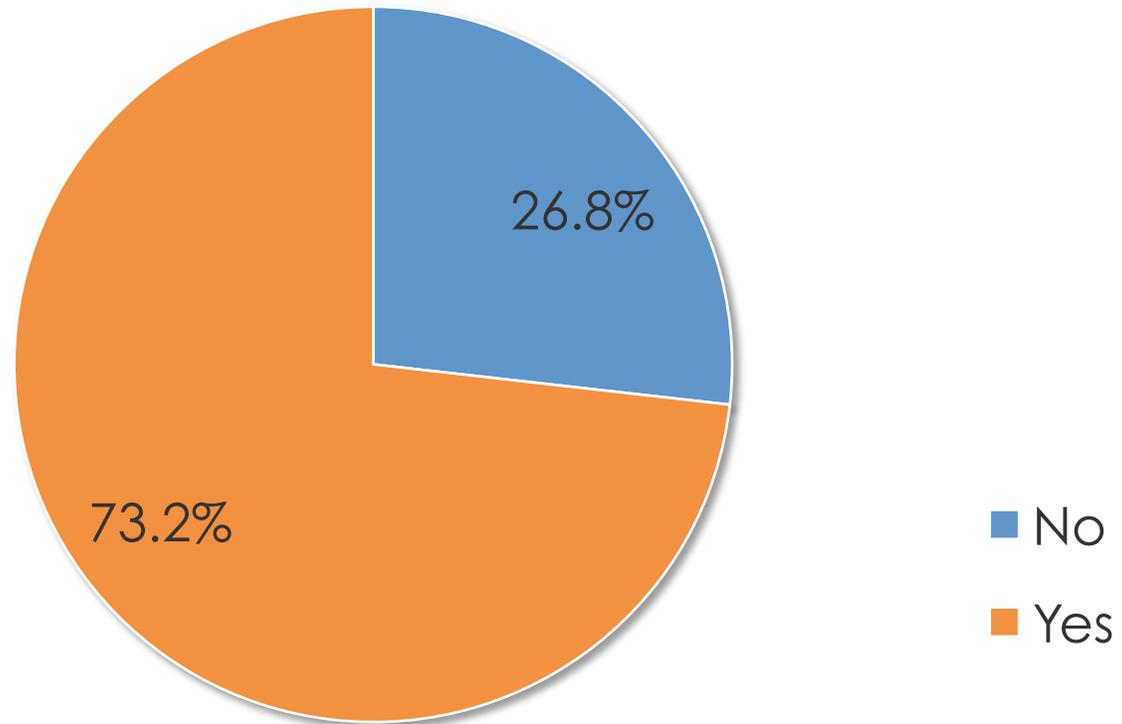
- Less than once per week
- 1 to 2 times per week
- 3 to 4 times per week
- 5 or more times per week



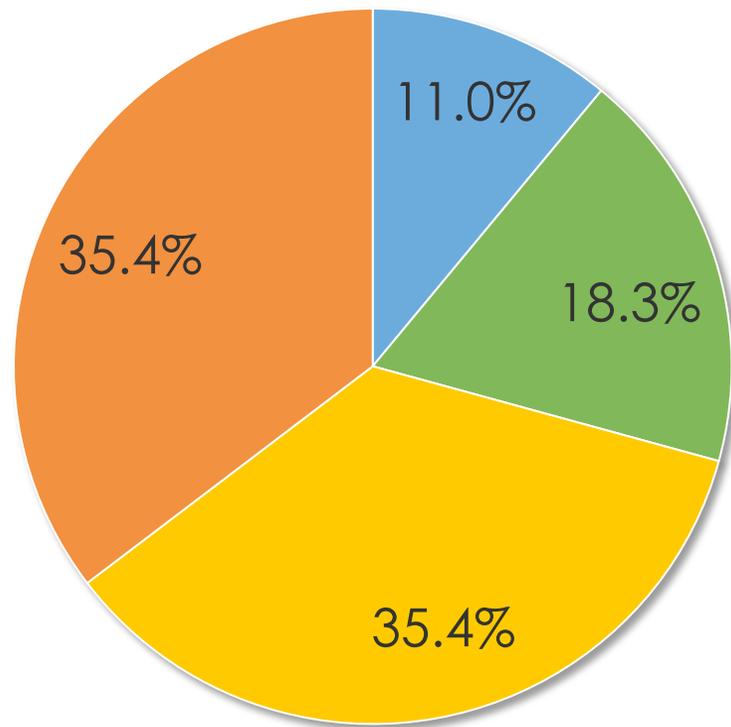
# What is the primary purpose of the trips you currently make using ART? Is it to go to...?



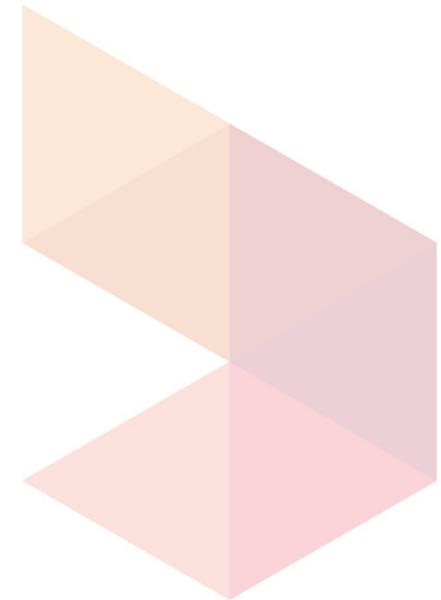
# Do you use a mobility device?



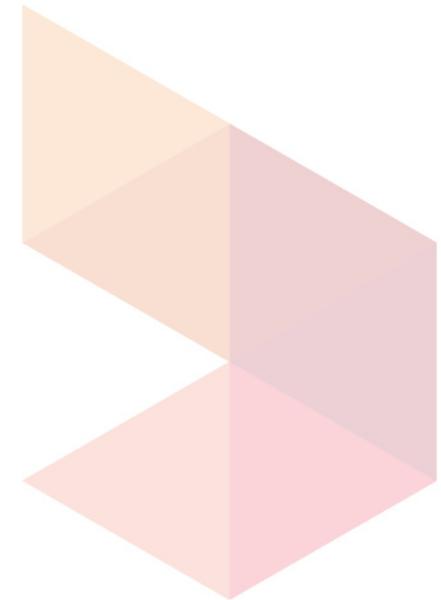
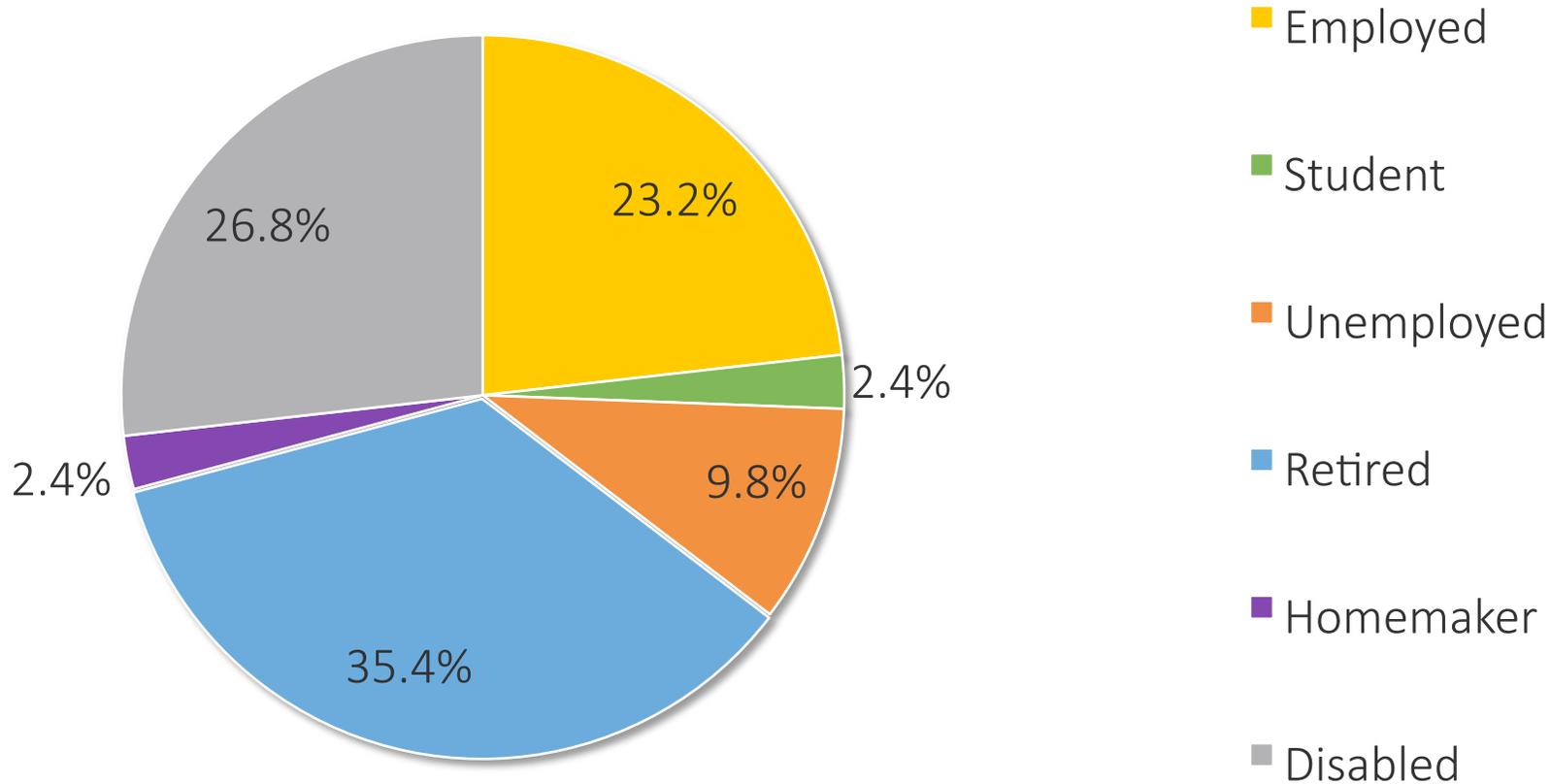
# What is your age?



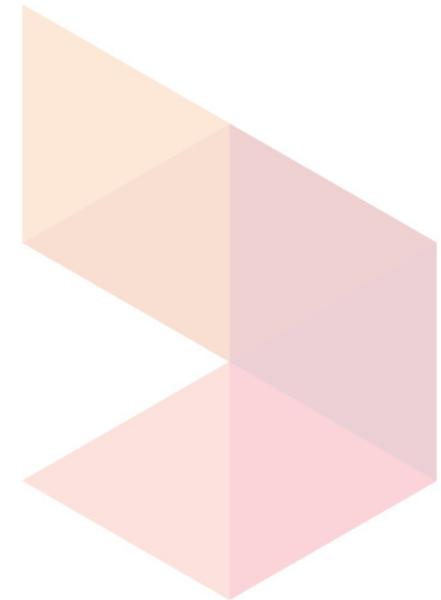
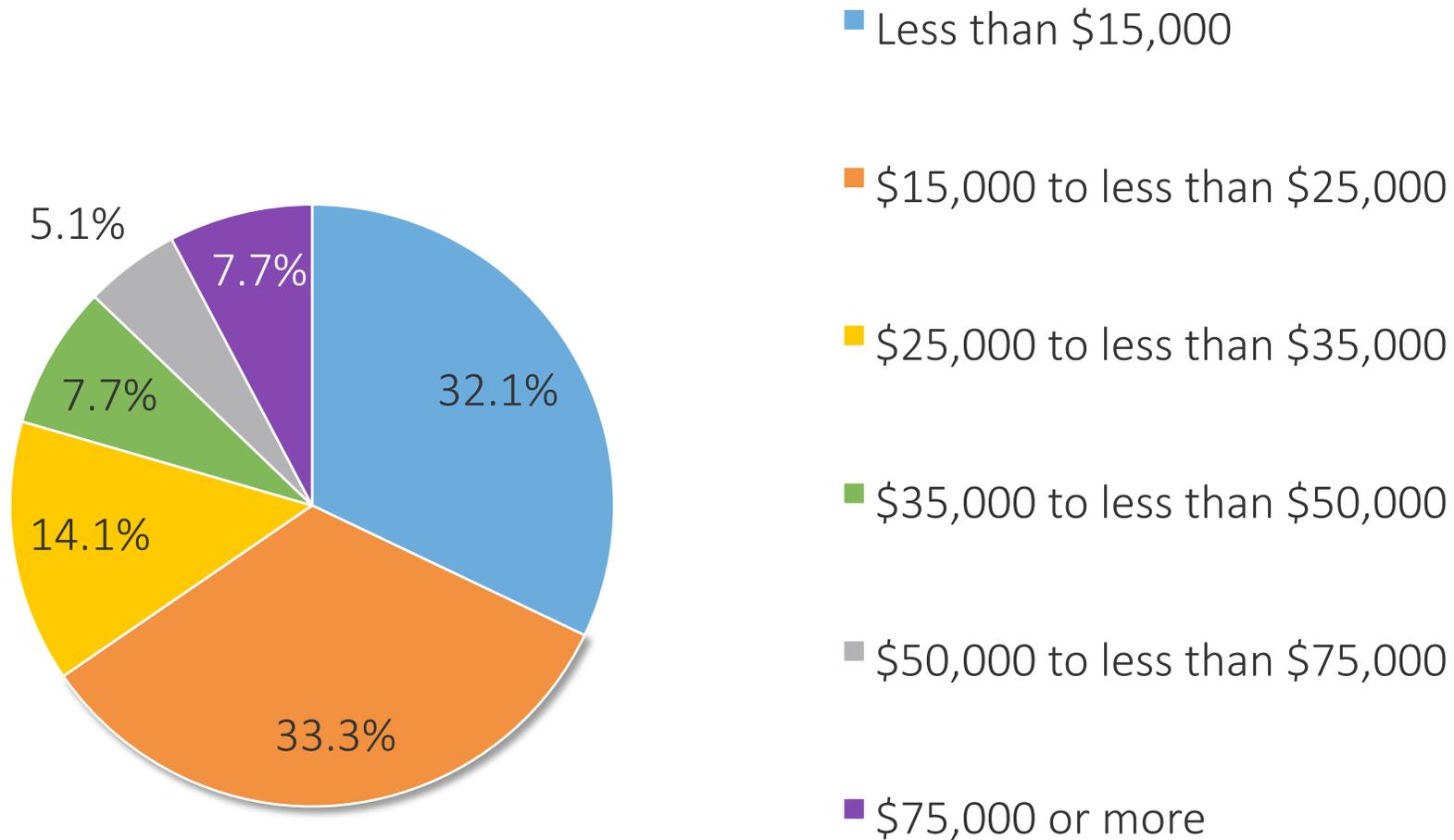
- 18-44
- 45-54
- 55-64
- 65 or older



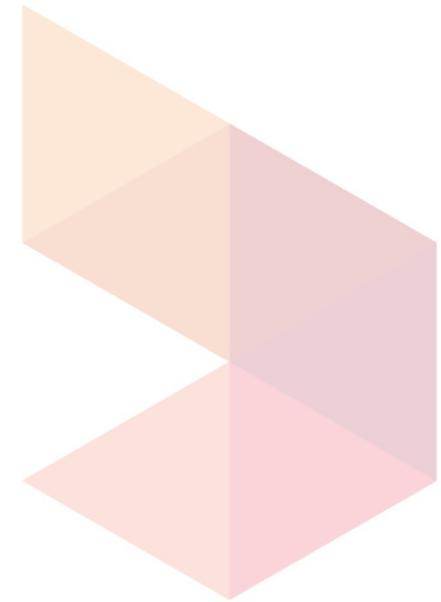
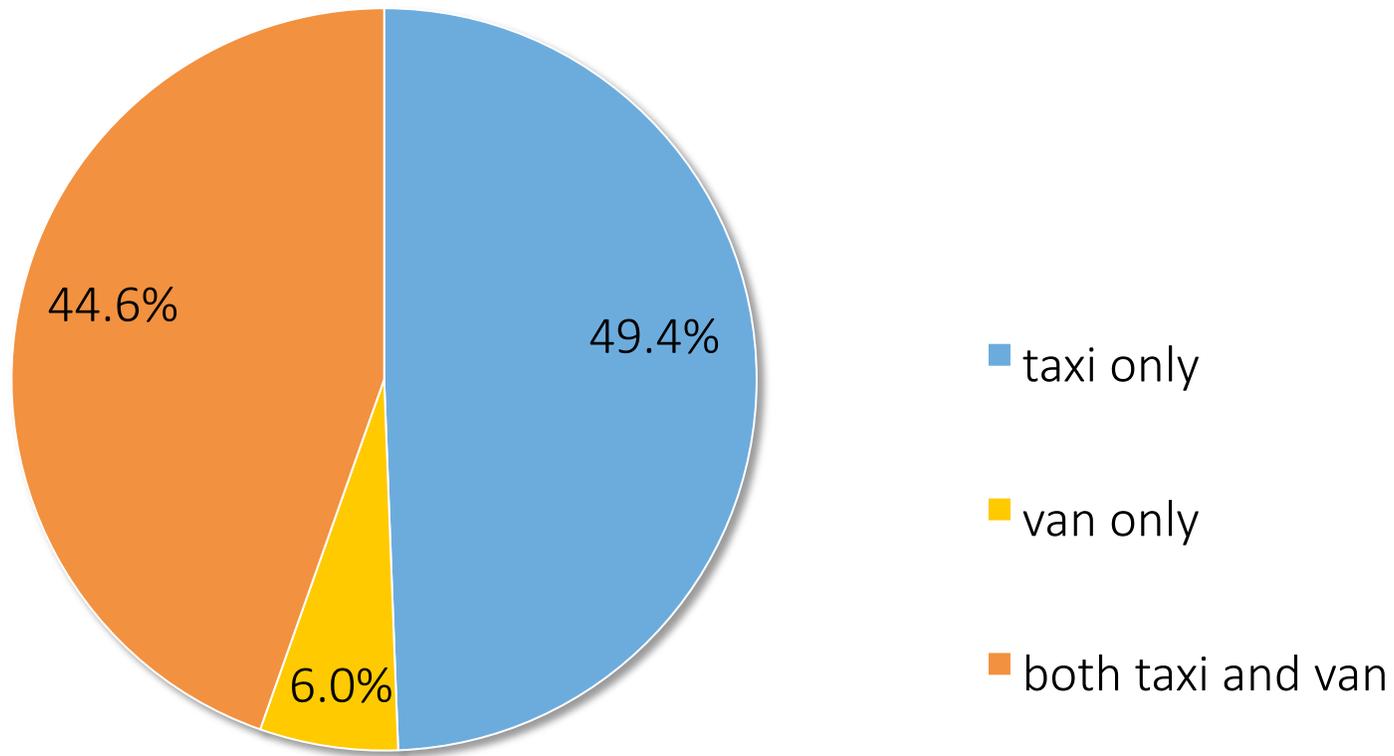
# Which one of the following best describes you?



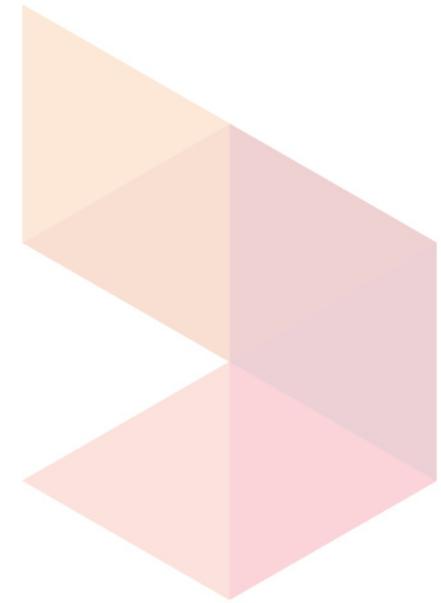
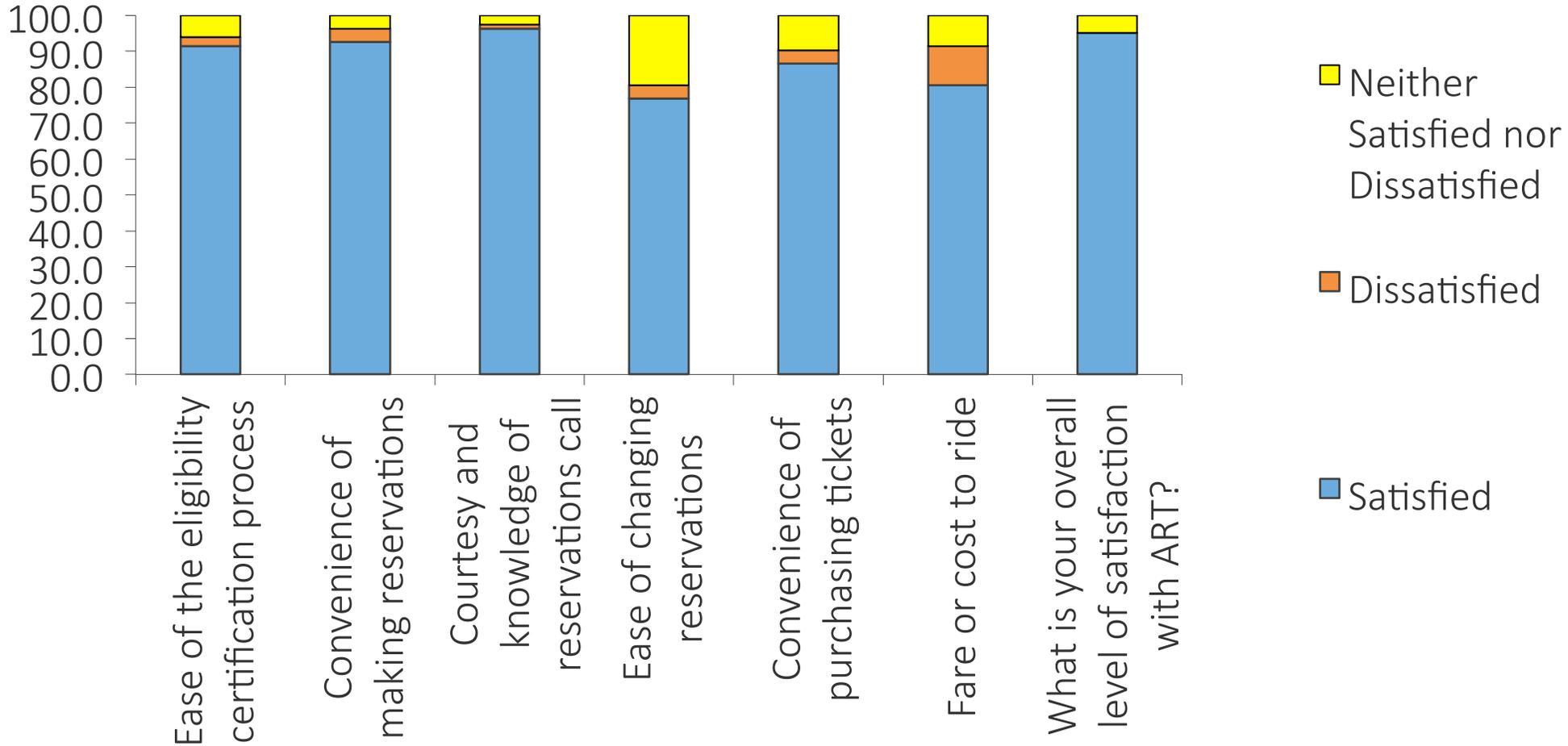
# Which range describes your total annual household income?



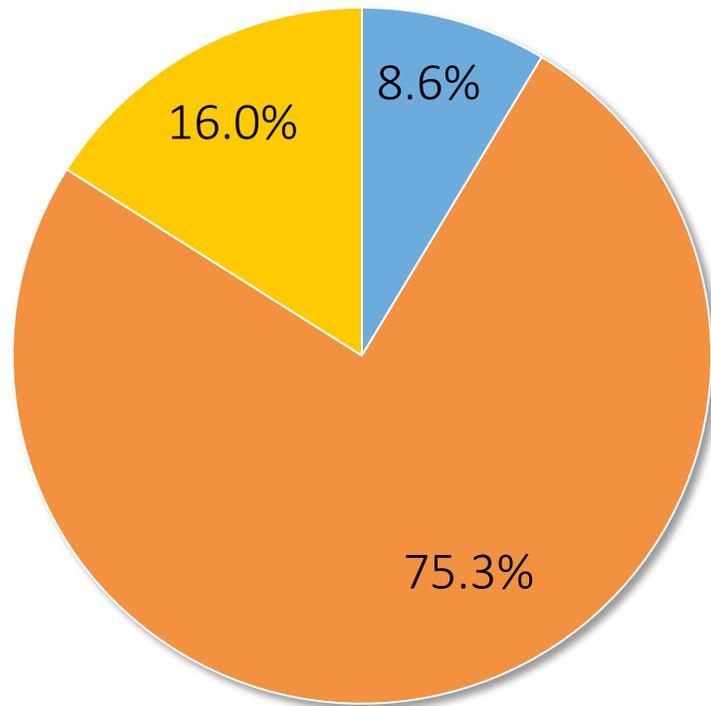
# Are your ART trips typically provided by:



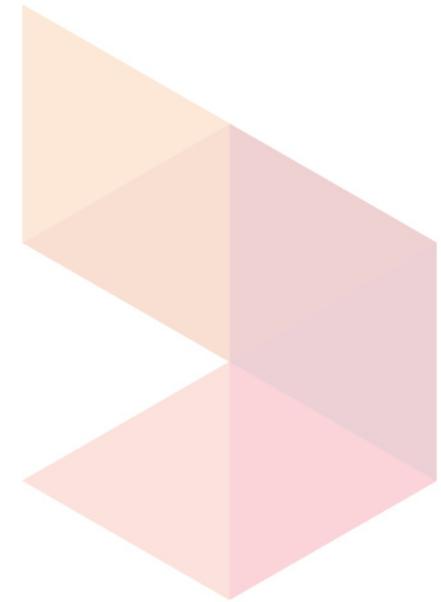
# Rate your satisfaction with general ART services:



# Do you have a preference between riding in the van and riding in a taxi?

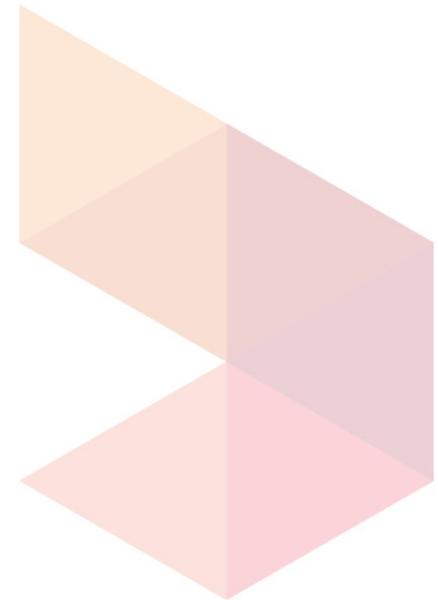


- I prefer the van
- I prefer the taxi
- I do not have a preference



## What is one primary suggestion for improving ART?

- Expand service area
- Improve ticketing process
- Improve scheduling policies
- Improve customer service
- Provide better vehicle selection options
- Improve service during trips



Questions?

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