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 5th caller offered survey
  – 82 completed telephone surveys
  – 6 completed written surveys
How long have you been riding ART?

- More than 4 years: 53.7%
- 3 to 4 years: 19.5%
- 1 to 2 years: 13.4%
- Less than 1 year: 13.4%
- First time rider: 0.0%
How often do you currently ride ART?

- 26.8%: Less than once per week
- 24.4%: 1 to 2 times per week
- 39.0%: 3 to 4 times per week
- 9.8%: 5 or more times per week
What is the primary purpose of the trips you currently make using ART? Is it to go to...

- Place of employment: 21.7%
- Medical appointments (non-work): 4.8%
- Shopping: 1.2%
- Recreation, Sightseeing or Sporting event: 1.2%
- Airport: 2.4%
- Church: 10.8%
- Classes for the blind: 1.2%
- Going to the gym: 1.2%
- Community organization meetings/volunteering: 1.2%
- All purposes are important (couldn’t pick just one): 54.2%
Do you use a mobility device?

- No: 73.2%
- Yes: 26.8%
What is your age?

- 18-44: 11.0%
- 45-54: 18.3%
- 55-64: 35.4%
- 65 or older: 35.4%
Which one of the following best describes you?

- Employed: 35.4%
- Student: 26.8%
- Unemployed: 9.8%
- Retired: 2.4%
- Homemaker: 2.4%
- Disabled: 2.4%
Which range describes your total annual household income?

- Less than $15,000
- $15,000 to less than $25,000
- $25,000 to less than $35,000
- $35,000 to less than $50,000
- $50,000 to less than $75,000
- $75,000 or more
Are your ART trips typically provided by:

- 49.4% taxi only
- 44.6% van only
- 6.0% both taxi and van
Rate your satisfaction with general ART services:

Ease of the eligibility certification process
Convenience of making reservations
Courtesy and knowledge of reservations call
Ease of changing reservations
Convenience of purchasing tickets
Fare or cost to ride
What is your overall level of satisfaction with ART?

- Neither Satisfied nor Dissatisfied
- Dissatisfied
- Satisfied
Do you have a preference between riding in the van and riding in a taxi?

- I prefer the van (75.3%)
- I prefer the taxi (16.0%)
- I do not have a preference (8.6%)
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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