



*We're here to get you there.*

# 2021 SHARED RIDE RIDER SURVEY

## FINAL REPORT

Prepared by Data Centric Services

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## Executive Summary

Schuylkill Transportation System (STS) surveyed the riders of their shared ride service over the period August 5, 2021 to September 18, 2021. The survey included a total of 16 questions. One question was a multipart question which asked respondents to rate their overall satisfaction with STS's service and to rate the organization according to 17 measures of performance. At the end of the survey, riders were also invited to provide open-ended feedback about the service. To shorten the survey and supplement the survey data, respondent gender, age, zip code, and recent travel characteristics were extracted from STS's Ecolane database.

Data Centric Services (DCS) mailed the survey to a total of 1,069 randomly selected riders who used the service at least once in the 6 months prior to the survey (i.e., January 27, 2021 to July 26, 2021). A total of 456 completed surveys were returned. Based on the sample size and the total population of riders, the margin of error is less than 3.6%, meaning that the survey results should reflect the population of riders to within  $\pm 3.6\%$ .

For the purposes of analysis, the questions were divided into three categories: rider satisfaction, service usage and awareness and rider characteristics. In cases where a question could fit into more than one category, it was included in the category deemed to be the best fit.

Of the 456 respondents, 124 took at least one MATP funded trip in the 6 months prior to the survey. In addition to summarizing the results for all respondents, this report will also compare the results for the 124 MATP respondents to the results for the 332 non-MATP respondents (i.e., those who did not take any MATP funded trips in the 6 months preceding the survey).

A summary of the survey results is provided here.

### Rider Satisfaction

The results of the rider satisfaction questions are summarized in Table 1.

Question Topic	Results	
<b>Overall Satisfaction</b>	Very satisfied (61%) Satisfied (37%) Dissatisfied (1%)	Very Dissatisfied (0.2%) Not Applicable (1%)
<b>Satisfaction with Performance Measures (Q11b-Q11r)</b> (Scale from 1 – 5 where 5 is “very satisfied” and 1 is “very dissatisfied”)	Safe and skilled drivers (4.67) Friendly drivers (4.67) Friendly customer service (4.61) Cleanliness inside the vehicle (4.61) Knowledgeable customer service (4.60) Securing my wheelchair (4.57) Fare / Costs (4.51) Got to appointment on-time (4.50) Phone calls are answered quickly (4.49)	Website easy to use (4.43) Comfort on the vehicle (4.38) Advanced reservation policy (4.37) Allowed destinations (4.36) Got picked up on-time (4.35) Service days / times (4.34) Time on-board the vehicle (4.34) Wait time for return trip (3.92)
<b>Travel Request Denials</b>	None (80%) 1 time (9%)	2 - 4 times (8%) 5 or more times (5%)
<b>Reasons for Travel Request Denials</b>	No service at the day and time (51%) No service to the location (35%)	I am not sure (31%)
<b>Complaints made to STS</b>	Yes (9%)	No (91%)
<b>Satisfaction with Complaint Resolution</b>	Resolved to my satisfaction (58%) Did not meet expectations (21%)	Not resolved in a timely manner (13%) There was no follow-up (24%)

Question Topic	Results	
<b>Suitability of Travel Times</b>	Always offered the times I ask for (63%) Generally offered times that work (33%)	Times often don't meet needs (5%)
<b>Application for Shared Ride Services</b>	Quick and easy to understand (59%) Took too long (4%) Too many forms to complete (4%)	Confusing (3%) Don't remember (36%)
<b>Service Improvements (Aggregate Scores)(Scale from 1 to 100)</b>	Decrease time on vehicle (56) Decrease the cost of the service (20) Expand the service area (67) Expand days/hours of operation (85)	Improve quality of the drivers (6) Improve quality of customer service (12) Offer same day service (62) Shorten wait time for return trip (100)

**Table 1 – Satisfaction Results**

A total of 174 riders (38%) who responded to the survey took the time to provide some open-ended feedback. Many respondents offered favorable feedback while some offered recommendations for improving the service or expressed concerns with the service. The themes raised most frequently are listed below:

- Favorable Feedback
  - Eighty-five (85) respondents expressed satisfaction and / or appreciation for STS's service
  - Thirty-nine (39) respondents offered favorable feedback about drivers
  - Twelve (12) respondents provided positive comments about Customer Service Representatives (CSRs)
- Requested Service Improvements / Concerns
  - Fourteen (14) respondents indicated they had to wait too long for a return trip
  - Eleven (11) respondents expressed a desire to expand the service area
  - Nine (9) respondents relayed concerns with on-time performance
  - Seven (7) respondents expressed perceived shortcomings with the fixed route service
  - Five (5) respondents mentioned a lack of friendliness among CSRs
  - Five (5) respondents relayed concerns about the length of time they need to spend onboard the vehicle
  - Five (5) respondents expressed dissatisfaction with the prior day reservation policy
  - Five (5) respondents indicated they would like to see additional service days and times, especially weekend service

#### Observations

- Riders seem to be quite satisfied with the service STS provides:
  - Ninety-seven percent (97%) of respondents rated the service favorably (i.e., “satisfied” or “very satisfied”). In addition, 16 of the 17 performance measures received average ratings above 4 on a scale from 1 to 5, and the average rating across all 17 measures was 4.45.
  - Four (4) of the top 5 rated performance measures related to drivers and other staff.
  - Ninety-six percent (96%) of respondents indicated they either always get the travel times they request or generally get times that meet their needs.
  - A significant number of respondents provided favorable feedback about the service (85), drivers (39) and CSRs (12).
- Riders would like to see shorter wait times for return trips:

- The performance measure “wait time for return trip” received the lowest average rating of 3.92 and was rated unfavorably (i.e., “dissatisfied” or “very dissatisfied”) by 19% of respondents overall. The average rating for this measure was lower for MATP respondents as compared to non-MATP respondents (3.59 vs. 3.97).
- “Shorten wait time for return trip” was the service improvement of highest interest among riders.
- Fourteen (14) respondents provided open ended feedback which related to the time they had to wait for return trips.
- Riders would like to see expanded days / hours of service:
  - “Service days / times” received one of the lowest average ratings (4.34) of all the performance measures.
  - The service improvement of second highest interest among respondents is “expand the days and hours of operation.”
  - Fifty-one percent (51%) of respondents who were denied at least one trip request in the six months prior to the survey indicated they were told there was no service at the date and time of their requested travel.
  - Five (5) respondents requested expanded service days / times in the open-ended feedback.
- Riders would like STS to offer service to additional locations:
  - The performance measure “allowed destinations” received a relatively low average rating (4.36).
  - “Expand the Service Area” was one of the service improvements of most interest to the respondents receiving an aggregate score of 67 on a scale from 1 to 100.
  - Eleven (11) respondents expressed a desire for service to additional locations in the open-ended feedback.
  - More than a third (35%) of the respondents who had trip denials indicated the reason they were given was that STS did not provide service to their requested location.
- Riders would like STS to offer same day service:
  - The performance measure “advanced reservation policy” received a relatively low average rating (4.37).
  - The service improvement “offer same day service” was of significant interests to riders, receiving an aggregate score of 62 on a scale from 1 to 100.
  - Five (5) respondents expressed dissatisfaction with the advanced reservation policy in the open-ended feedback.
- Riders would like to spend less time in transit on the vehicle:
  - “Time on-board the vehicle” received the second lowest average rating of all the performance measures (4.34).
  - The service improvement “decrease time on vehicle” received a relatively high aggregate score of 56 on a scale from 1 to 100.
  - Five respondents expressed dissatisfaction with the amount of time they spend on the vehicle in the open-ended feedback.
- Riders would like to see improved on-time performance:
  - The performance measure “got picked-up on time” received a relatively low average rating (4.35).
  - Nine (9) respondents relayed concerns with on-time performance in the open-ended feedback, either related to getting picked up too early or dropped off too late.
- Riders who file complaints don’t always receive a timely follow up:

- Thirteen percent (13%) of the respondents who files 1 or more complaints indicated the response they received was not timely.
- Twenty-four percent (24%) of the respondents who filed one or more complaints (24%) indicated they did not receive any follow-up.

### Service Usage and Awareness

The second category of questions examined service usage and awareness. The results of these questions are summarized below in Table 2.

Question Topic		Results	
<b>Length of Time using Shared Ride</b>	More than 3 years (50%)	1 month to 1 year (17%)	
	1 - 3 years (29%)	Less than a month (4%)	
<b>Reasons for using Shared Ride</b>	No other transportation options (58%)	Independence (21%)	
	Disability (45%)	Group trip (4%)	
	Convenience (43%)	Other (5%)	
	Cost (29%)		
<b>Source of Introduction to Shared Ride</b>	Friend / Family member (31%)	STS website (2%)	
	Case worker (24%)	Outreach event / presentation (2%)	
	Saw a shared ride vehicle (9%)	Other (5%)	
	Senior center (8%)	Don't remember (11%)	
	Advertisement (8%)		
<b>Use Fixed Route</b>	Yes (41%)	No (59%)	
<b>Reasons for not using Fixed Route</b>	Difficulty getting to a bus stop (53%)	Not available in my area (22%)	
	Can't wait outside that long (30%)	Difficulty boarding the bus (14%)	
	Doesn't go where I need to go (24%)	Bus stops not safe / comfortable (6%)	
	Bus schedules are too confusing (22%)	Bus is uncomfortable (4%)	
<b>Aware of the Free Transit Program</b>	Yes (71%)	No (29%)	
<b>Number of Completed Trips* (6 months prior to the survey)</b>	0 (0%)	26 - 50 (14%)	> 200 (0.2%)
	1 - 10 (49%)	51 - 100 (11%)	
	11 - 25 (22%)	101 - 200 (5%)	
<b>Number of Senior Shared Ride Trips* (6 months prior to the survey)</b>	0 (39%)	26 - 50 (9%)	> 200 (0%)
	1 - 10 (30%)	51 - 100 (5%)	
	11 - 25 (14%)	101 - 200 (3%)	
<b>Number of PwD Trips* (6 months prior to the survey)</b>	0 (98%)	26 - 50 (0.2%)	> 200 (0%)
	1 - 10 (1%)	51 - 100 (1%)	
	11 - 25 (0.4%)	101 - 200 (0.4%)	
<b>Number of MATP Trips* (6 months prior to the survey)</b>	0 (73%)	26 - 50 (4%)	> 200 (0%)
	1 - 10 (14%)	51 - 100 (2%)	
	11 - 25 (7%)	101 - 200 (0.4%)	
<b>Number of Educational Trips* (6 months prior to the survey)</b>	0 (100%)	26 - 50 (0%)	> 200 (0%)
	1 - 10 (0%)	51 - 100 (0%)	
	11 - 25 (0%)	101 - 200 (0%)	
<b>Number of Medical Trips* (6 months prior to the survey)</b>	0 (9%)	26 - 50 (13%)	> 200 (0%)
	1 - 10 (51%)	51 - 100 (5%)	
	11 - 25 (23%)	101 - 200 (0%)	
<b>Number of Recreational Trips* (6 months prior to the survey)</b>	0 (95%)	26 - 50 (0%)	> 200 (0%)
	1 - 10 (4%)	51 - 100 (0%)	
	11 - 25 (0.4%)	101 - 200 (0%)	
<b>Number of Shopping Trips* (6 months prior to the survey)</b>	0 (85%)	26 - 50 (2%)	> 200 (0%)
	1 - 10 (7%)	51 - 100 (1%)	
	11 - 25 (4%)	101 - 200 (0.2%)	



Question Topic		Results	
<b>Number of Work Trips*</b> (6 months prior to the survey)	0 (98%)	26 - 50 (0.4%)	> 200 (0%)
	1 - 10 (0.2%)	51 - 100 (0.4%)	
	11 - 25 (0.2%)	101 - 200 (1%)	
<b>Number of Trips for Other Reasons*</b> (6 months prior to the survey)	0 (77%)	26 - 50 (2%)	> 200 (0%)
	1 - 10 (14%)	51 - 100 (2%)	
	11 - 25 (3%)	101 - 200 (3%)	
<b>Average Full Fare*</b> (6 months prior to the survey)	0 (4%)	\$30.01 to \$40 (5%)	\$70.01 to \$80 (0%)
	\$0.01 to \$10 (1%)	\$40.01 to \$50 (0.2%)	\$80.01 to \$90 (0%)
	\$10.01 to \$20 (4%)	\$50.01 to \$60 (0.2%)	\$90.01 to \$100 (0.2%)
	\$20.01 to \$30 (86%)	\$60.01 to \$70 (0.2%)	> \$100 (0%)
<b>Average Direct Trip Distance*</b> (6 months prior to the survey)	0 - 2 (14%)	10.01 - 20 (25%)	40.01 - 50 (2%)
	2.01 - 5 (26%)	20.01 - 30 (4%)	> 50 (0.2%)
	5.01 - 10 (27%)	30.01 - 40 (2%)	
<b>Average onboard time*</b> (6 months prior to the survey)	0 - 15 (20%)	45.01 - 60 (11%)	90.01 - 105 (0%)
	15.01 - 30 (42%)	60.01 - 75 (2%)	105.01 - 120 (0%)
	30.01 - 45 (24%)	75.01 - 90 (0.4%)	> 120 (0%)

**Table 2 – Service Usage / Service Awareness Results**

\* Data was extracted from STS's Ecolane database

### Observations

- STS has good rider retention:
  - Seventy-nine percent (79%) of respondents indicated they have been using shared ride for at least a year.
- Many riders don't have any other transportation options:
  - Fifty-eight percent (58%) of respondents indicated they lack other transportation options.
- MATP riders have somewhat different reasons for using shared ride as compared to non-MATP riders:
  - A higher percentage of MATP respondents indicated they have no other transportation options as compared to non-MATP respondents (68% vs. 57%).
  - Similarly, a higher percentage of MATP respondents identified a disability as a motivating factor for using shared ride over other options (56% vs. 43%).
- Most riders learned about shared ride service from a friend, family member or a case worker:
  - Thirty-one percent (31%) of respondents indicated they found out about shared ride from a friend or family member and 26% said they learned about it from their case worker.
- Case workers play a more significant role in promoting shared ride among MATP riders as compared to non-MATP riders:
  - The percentage of MATP respondents who first learned about shared ride from a case worker was substantially higher as compared to non-MATP respondents (41% vs. 18%).
- A substantial fraction of STS's shared-ride riders also uses STS's fixed route service:
  - Forty-one percent (41%) of respondents indicated they use fixed route service.
- MATP riders are more likely to use STS's fixed route service than non-MATP riders:
  - The percentage of MATP respondents who indicated they use STS's fixed route service was 49% as compared to 38% of non-MATP respondents.
- The most common reason riders don't use STS's fixed route service is that they have difficulty getting to a bus stop:

- Fifty-three percent (53%) of respondents who don't use fixed route service indicated it was because they had difficulty getting to a bus stop.
- Some riders are unaware of the free transit program:
  - Twenty-nine percent (29%) of respondents indicated they were unaware that seniors can use fixed route service for free.
- Most riders use senior shared ride:
  - Sixty-one percent (61%) of respondents completed at least 1 senior shared ride trip in the six months preceding the survey.
- Most riders use shared ride for medical trips:
  - Ninety-one percent (91%) of the respondents completed at least 1 medical trip in the six months preceding the survey.
- Trips for most riders have an average fare between \$20 and \$30:
  - Eighty-six percent (86%) of respondents had an average fare between \$20 and \$30 in the six months prior to the survey.

### Rider Characteristics

The third category of questions examined rider characteristics. The results of these questions are summarized below in Table 3.

Question Topic		Results		
Internet Access	Yes (42%)	No (59%)		
Smart Phone Ownership	Yes (39%)	No (61%)		
Gender*	Male (31%)	Female (69%)		
Age*	0 - 15 (0.7%)	25 - 40 (5%)	65 - 75 (31%)	> 86 (8%)
	16 - 24 (2%)	41 - 64 (29%)	76 - 86 (25%)	
Home Zip Code*	17901 (26%)	17931 (5%)	17961 (2%)	17967 (1%)
	17976 (11%)	17972 (5%)	17935 (2%)	17922 (1%)
	17948 (10%)	17921 (5%)	18218 (2%)	Other (6%)
	18252 (9%)	17970 (5%)	17965 (1%)	
	17954 (6%)	17959 (2%)	17963 (1%)	
Follow-up Phone Call	Yes (43%)	No (57%)		

**Table 3 – Rider Characteristics**

\* Data was extracted from STS's Ecolane database

### Observations

- Most riders lack Internet service:
  - Only 42% of the respondents indicated they have Internet access.
- MATP riders are more likely to have Internet access than non-MATP riders:
  - The percentage of MATP respondents who have Internet access is about twice as high as the percentage of non-MATP respondents with access (65% vs. 33%).
- Most riders do not own a smart phone:
  - Only 39% of respondents indicated they have a smart phone.
- MATP riders are more likely to have a smart phone as compared to non-MATP riders:
  - The percentage of MATP respondents who have a smart phone is almost twice as high as the percentage of non-MATP respondents who own one (59% vs. 32%).
- The number of female riders substantially outnumbers male riders:

- The percentage of female respondents is more than twice as high as male respondents (69% vs. 31%).
- Most riders are 65 or older:
  - Sixty-three percent of respondents are 65 or older.

### **Recommendations**

Based on the survey results, a series of recommendations have been developed. A summary of the recommendations is provided here for STS's consideration:

- Examine the root cause behind long wait times for return trips and consider approaches to reduce or eliminate cases with exceptionally long wait times.
- Further evaluate the demand for expanding the service days / hours and, if warranted, explore modest operational changes which would address at least a portion of the demand.
- Assess the destinations of highest interest among riders which are not currently served and determine if the demand justifies offering service to these locations.
- Assess potential alternatives for addressing rider interest in same day service.
- Consider viable approaches to reduce customer ride time especially for cases where the ride time is excessive in comparison to the ideal travel time.
- Assess on time performance and evaluate strategies for improving performance in this area.
- Review complaint resolution procedures with customer service representatives and other responsible staff to ensure prompt follow-up occurs for all complaints.
- Promote awareness of the free transit program among riders.
- Explore opportunities for adding some fixed route stops to make the fixed route service more accessible for some shared ride riders.
- Read through the open-ended feedback provided by respondents.
- Conduct follow-up calls with some respondents to better understand the concerns and needs which were identified on the survey.
- Publicize survey findings along with any actions STS is planning in response to the survey.
- Look for ways to acknowledge STS staff and subcontractor staff for the positive feedback they received on the survey.

Additional details on the recommendations are provided in the Conclusions and Recommendations section at the end of this report.



## Summary of STS's Service

STS provides shared ride service in Schuylkill County Pennsylvania. Schuylkill County is in the eastern region of Pennsylvania (see Figure 1) and has a service area of 779 square miles and a population of 143,049 (US Census, 2020).



Figure 1 – STS's Service Area

STS's office is located at 252 Industrial Park Rd, St. Claire, Pennsylvania. The agency handles reservations for all paratransit trips others than those funded by MATP.

In fiscal year 2019-2020, STS provided 59,830 shared ride trips and had a maximum of 28 vehicles in service at any one time (PennDOT, 2021). Trip reservations are taken between the hours of 7:00 a.m. and 4:30 p.m. on weekdays. Trips need to be scheduled by 12:00 p.m. the day before service and can be scheduled as far as two weeks in advance.

A staff breakdown by role is shown in Table 4.

Position	Number of Personnel
Administrative staff (including management)	21
CSR's	3
Dispatchers	2
Drivers	
Fixed Route (part time / full time)	1 / 9
Paratransit (part time / full time)	9 / 14
Maintenance	8

**Table 4 - Staff Breakdown**

STS's shared ride service offers connections to its own fixed route services and Lower Anthracite Transit System (LATS) fixed route services.

## Survey Implementation

This section will summarize the survey design and implementation methodology.

### Previous Shared Ride Surveys

This is the first shared ride customer satisfaction survey STS has conducted.

### Survey Questions

The survey was comprised of 16 questions (see Appendix A). Question 10 included a series of sub-questions which asked riders to rate satisfaction with the overall service and with 17 specific measures of performance. Most survey questions asked respondents to select a single answer from a group of answer choices, but a handful of questions allowed respondents to select more than one answer choice. In addition to the multiple-choice questions, riders were given the opportunity to provide open-ended feedback at the end of the survey. For the purposes of this report, the open-ended feedback is identified as Question 30. To shorten the survey, some demographic, ridership, and trip data for each of the respondents were extracted from STS's Ecolane database and merged with the survey results. For the purposes of analysis and reporting, these supplemental data were treated as additional survey questions even though they did not appear on the survey. The supplemental questions are listed in Table 5 and are identified as Questions 31 through 46 for the purposes of this report. It should be noted that there weren't any questions numbered between 16 and 30.

Number	Question
31	What is your gender?
32	What is your home zip code?
33	What is your age?
34	How many trips did you take in the past 6 months?
35	How many senior shared ride trips did you take in the past 6 months?
36	How many PwD trips did you take in the past 6 months?
37	How many MATP trips did you take in the past 6 months?
38	How many of your trips in the past 6 months were for educational reasons?
39	How many of your trips in the past 6 months were for medical reasons?
40	How many of your trips in the past 6 months were for recreational reasons?
41	How many of your trips in the past 6 months were to go shopping?
42	How many of your trips in the past 6 months were to get to and from work?
43	How many of your trips in the past 6 months were for other reasons?
44	What was the average full fare for the trips you took in the past 6 months?
45	What was the average direct distance for the trips you took in the past 6 months?
46	What was your average onboard time for the trips you took in the past 6 months?

Table 5 - Supplemental Questions

## Sample Size and Other Statistical Considerations

To assess STS's population of riders, a subset of riders (i.e., a sample) was randomly selected to participate in the survey. There is inherently some error in estimating population characteristics from the subset who participate in a survey. This error is characterized by two distinct but related statistical parameters. The first is the margin of error, also known as the confidence interval, and the second is the confidence level. The margin of error represents the maximum difference between the population mean and the sample mean that you would reasonably expect to see. The second statistical parameter which is used to describe the error is the confidence level. The confidence level represents the likelihood that the population mean, and the sample mean differ by no more than the margin of error. The margin of error at a specific confidence level depends on several factors:

- **Sample Size**  
The margin of error is inversely proportional to the square root of the sample size and, consequently, as the sample size increases the margin of error decreases as one would expect.
- **Population Size**  
The margin of error is dependent on the size of the population being sampled although this dependence is negligible for large populations.
- **Proportion**  
The margin of error for a specific answer is dependent on the percentage of respondents who select that answer. Answers which are selected by a high percentage of respondents or a low percentage of respondents have a lower margin of error than answers which are more evenly split.

In order to determine the size of the population being sampled, the total number of riders who used the service in the 6 months prior to the survey (i.e., January 27, 2021 to July 26, 2021) was measured and found to be 1,126. Based on this population, a target sample size of 287 was established to achieve a margin of error of 5% or less. It should be noted that the margin of error can be significantly different (generally higher) when examining a subpopulation (e.g., students or seniors).

## Sample Selection and Survey Distribution

To calculate the number of riders to whom surveys would be mailed, a few factors were considered:

- The target sample size (i.e., 287)
- An estimated response rate of 30% (i.e., the percentage of the mailed surveys which would be completed and returned)
- An estimated percentage of valid addresses of 85%

The riders who were mailed a survey were randomly selected from the list of recent riders. Riders selected in this manner were mailed a survey and a postage-paid return envelope on August 5, 2021. Each survey was assigned a unique serial number prior to mailing. A Spanish translation of the survey was not needed or requested.

## Survey Notifications and Responses

To increase the response rate, a voice broadcast was used to send each survey recipient a voice message alerting them to the fact a survey had been mailed to them. This initial voice broadcast occurred on August 5, 2021, the same day the surveys were sent out. The second voice broadcast was sent on August 17,



2021, 12 days after the surveys were mailed. All voice messages were recorded by a customer service representative. A summary of the voice broadcast results is shown in Table 6.

Date	Voice Broadcast	Total Calls	Live Answered	Answering Machine	Unanswered
8/5/2021	Initial Call	960	514	334	112
8/17/2021	Reminder Call	960	506	345	109

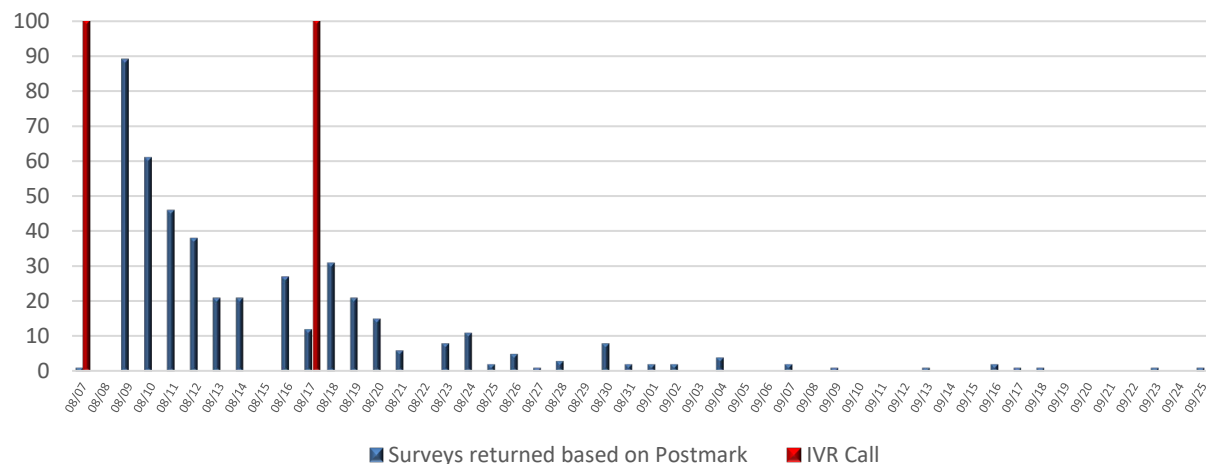
**Table 6 – Voice Broadcasting Results Summary**

A few notes about the voice broadcast are provided below:

- In instances where there were multiple survey recipients with the same phone number, only a single call was placed for each round of calls.
- If there was no answer at a particular number or the line was busy, the number was retried up to two additional times.

A graphical representation of the survey responses received over time is shown in Figure 2.

The initial and follow-up voice broadcasting events are also depicted.



**Figure 2 – Surveys Returned by Postmark Date**

A total of 456 completed surveys were returned which corresponds to a maximum margin of error of 3.54%.

## Survey Processing and Analysis

The returned surveys were scanned and the responses for each survey were captured electronically. The results were then imported into the Survey Analysis Tool (SAT) for processing and analysis. Specific functions of the SAT include:

- Filtering surveys based on the responses to one or more questions
- Directly viewing the PDF file for any of the filtered surveys
- Creating survey groups for analysis and comparison of subpopulations (e.g., MATP riders vs. non-MATP riders etc.)

- Comparing current survey results to survey results from prior years

Many of the questions on the survey presented respondents with a list of choices to choose from and requested that just a single answer be selected. On occasion, respondents selected multiple answers to these questions. In processing the surveys, only the last response for single response questions was retained.

To facilitate analysis of the performance measures in Question 10, the textual ratings used to characterize satisfaction with each of the 17 performance measures were assigned a numeric score in accordance with Table 7.

Level of Satisfaction	Score
Very Satisfied	5
Satisfied	4
Dissatisfied	2
Very Dissatisfied	1
Not Applicable	-

**Table 7 – Numeric Scoring Equivalents for Satisfaction Ratings**

Throughout the survey process, respondent anonymity was safeguarded. Respondent identities were not shared with STS unless the respondent indicated they were willing to participate in a follow up phone call regarding their survey responses.

## **Distribution of Results**

In the weeks following the completion of the survey, an Excel workbook summarizing the results of the survey and a PDF file of each raw survey were also provided to STS.

## Survey Results

This section of the report presents the results of the survey.

### Missing Data

The percentage of missing answers by question is shown in Table 7 and is also graphically depicted in Figure 3.

Question Number	Question	Percentage
1	How long have you been using this shared ride service?	1.5%
2	Why do you use shared ride services over other transportation options?	1.1%
3	How did you first learn about shared ride services?	2.0%
4	Over the past 6 months, how many times have your requests to travel been denied?	1.5%
4a	If you had at least 1 travel request denied, please indicate the reason(s)	87.9%
5	Do you have Internet access?	1.8%
6	Do you have a smart phone?	1.5%
7	Have you made any complaints to STS?	1.5%
7a	If yes, check all that apply	91.7%
8	How well do the travel times you are offered meet your needs?	1.8%
9	Before you began using paratransit services you were asked to complete an application. What did you think of the application process?	2.9%
10a	Please rate Your overall satisfaction with the service	6.8%
10b	Please rate the performance measure "Got picked up on-time"	2.9%
10c	Please rate the performance measure "Got to appointment on-time"	2.6%
10d	Please rate the performance measure "Cleanliness Inside the vehicle"	2.0%
10e	Please rate the performance measure "Comfort on the vehicle"	2.4%
10f	Please rate the performance measure "Time on-board the vehicle"	4.6%
10g	Please rate the performance measure "Friendly drivers"	1.3%
10h	Please rate the performance measure "Safe and skilled drivers"	2.2%
10i	Please rate the performance measure "Securing my wheelchair"	18.2%
10j	Please rate the performance measure "Friendly customer service"	3.5%
10k	Please rate the performance measure "Knowledgeable customer service"	6.4%
10l	Please rate the performance measure "Phone calls are answered quickly"	2.6%
10m	Please rate the performance measure "Advanced reservation policy"	6.1%
10n	Please rate the performance measure "Website easy to use"	22.4%
10o	Please rate the performance measure "Allowed Destinations"	9.9%
10p	Please rate the performance measure "Service Days / Times"	9.4%
10q	Please rate the performance measure "Fare / Costs"	6.6%
10r	Please rate the performance measure "Wait time for return trip"	3.9%
11	Which is the MOST important service improvement?	10.1%
12	Which is the SECOND most important service improvement?	15.6%
13	Which is the THIRD most important service improvement?	20.6%
14	Do you ever use STS's fixed route bus service?	9.4%
14a	If not, why?	52.2%

Question Number	Question	Percentage
15	Did you know that STS's fixed route bus service is free for riders who are 65 or older?	5.7%
16	Would you be willing to participate in a follow-up phone call about your survey responses?	7.9%
30	Are there any other comments you'd like to make about STS's shared ride services?	61.8%
31*	What is your gender?	3.1%
32*	What is your home zip code?	0.0%
33*	What is your age group?	0.4%
34*	How many trips did you take in the past 6 months?	0.0%
35*	How many senior shared ride funded trips did you take in the past 6 months?	0.0%
36*	How many PwD funded trips did you take in the past 6 months?	0.0%
37*	How many MATP funded trips did you take in the past 6 months?	0.0%
38*	How many of your trips in the past 6 months were for educational reasons?	0.0%
39*	How many of your trips in the past 6 months were for medical reasons?	0.0%
40*	How many of your trips in the past 6 months were for recreational reasons?	0.0%
41*	How many of your trips in the past 6 months were to go shopping?	0.0%
42*	How many of your trips in the past 6 months were to get to and from work?	0.0%
43*	How many of your trips in the past 6 months were for other reasons?	0.0%
44*	What was the average full fare for the trips you took in the past 6 months?	0.0%
45*	What was the average direct distance for the trips you took in the past 6 months?	0.0%
46*	What was your average onboard time for the trips you took in the past 6 months?	0.0%

**Table 8 – Missing Data by Question**

\* Question did not appear on the survey. Data extracted from STS's Ecolane database.

There were 6 questions which went unanswered more than 20% of the time. Question 4a (88%), Question 7a (92%), Question 10n (22%), Question 13 (21%), Question 14a (52%), and Question 30 (62%). Three (3) of the 6 questions were follow-ups to questions that preceded them. Follow-up questions often have a relatively high rate of missing data since their relevance is dependent on the way the respondent answered the prior question. Question 10n asked about ease of use of the STS's website which respondents tend to skip if they never visit the website. Other questions which went unanswered by more than 20% of respondents were Questions 13 and 30. Question 13 was the last question in a 3-question series aimed at identifying service improvement priorities for respondents. Consequently, it is not surprising that some respondents didn't feel it was necessary to identify the 3<sup>rd</sup> most important service improvements. Question 30 allowed respondents to provide any additional comments they had about the service.

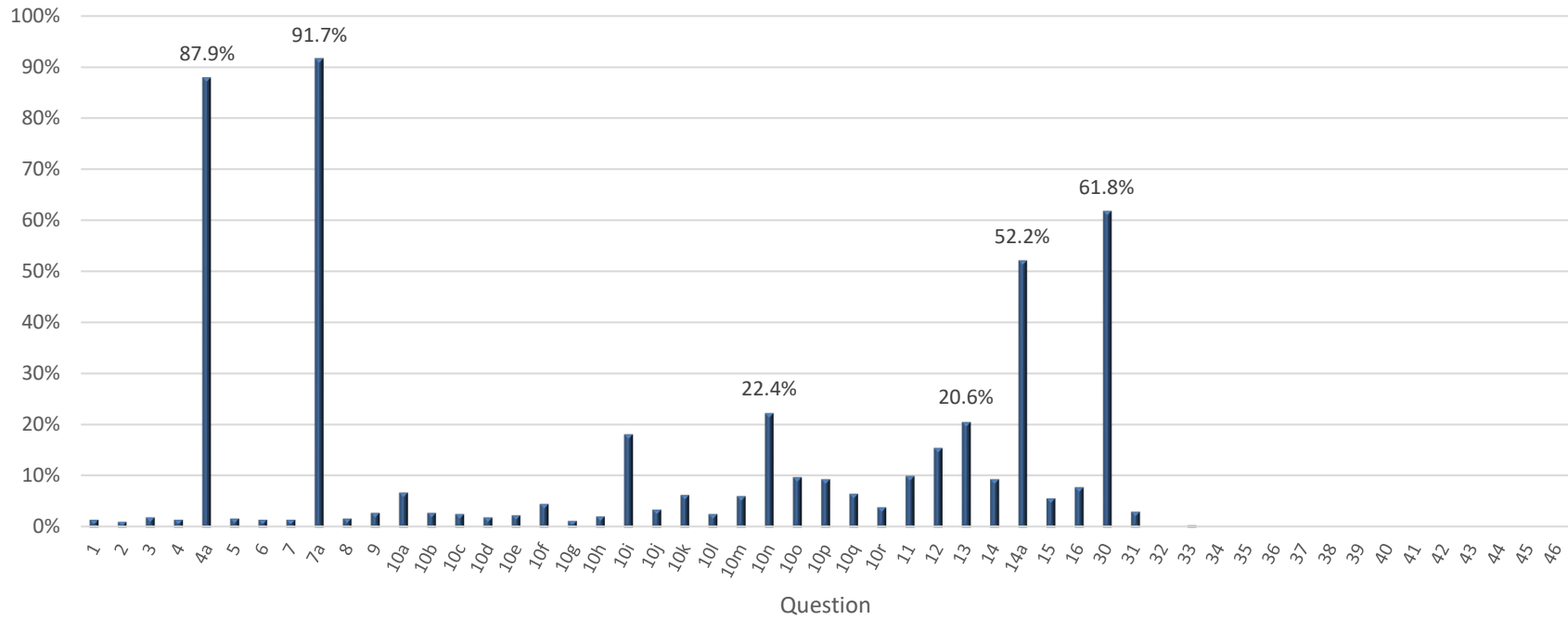


Figure 3 – Missing Data by Question



## Rider Satisfaction

This section examines rider satisfaction with STS's shared ride service. The questions which assessed rider satisfaction are listed in Table 9. A summary of the open-ended feedback is also included in this section.

Question	Characteristic Assessed
10a	Overall Satisfaction
10b-10r	Satisfaction with Performance Measures
4	Travel Request Denials
4a	Reasons for Travel Request Denials
7	Complaints made to STS
7a	Satisfaction with Complaint Resolution
8	Suitability of Travel Times
9	Application for Shared Ride Services
11	Most Important Service Improvement
12	Second Most Important Service Improvement
13	Third Most Important Service Improvement
30	Open-Ended Feedback

**Table 9 –Rider Satisfaction Survey Questions**

### Overall Satisfaction (Question 10a)

Question 10a asked riders to rate their overall satisfaction with STS’s service. The results are shown in Figure 4. Ninety-seven percent (97%) of respondents indicated they were either “satisfied” or “very satisfied” with the service.

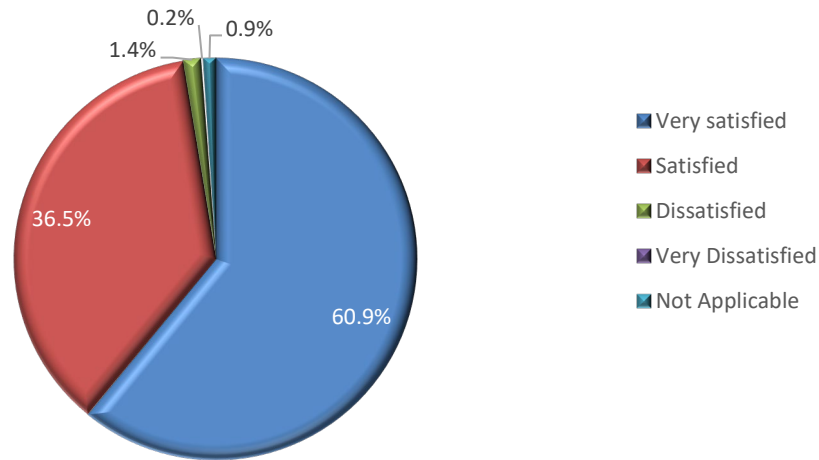


Figure 4 – Overall Satisfaction with STS’s Service (System-Wide)

The responses from MATP respondents and non-MATP respondents for this question were compared (see Figure 5). As can be seen, while there was a high level of satisfaction among both groups, a higher percentage of non-MATP respondents indicated they were “very satisfied” with the services as compared to the MATP respondents (i.e., 63% vs. 56%).

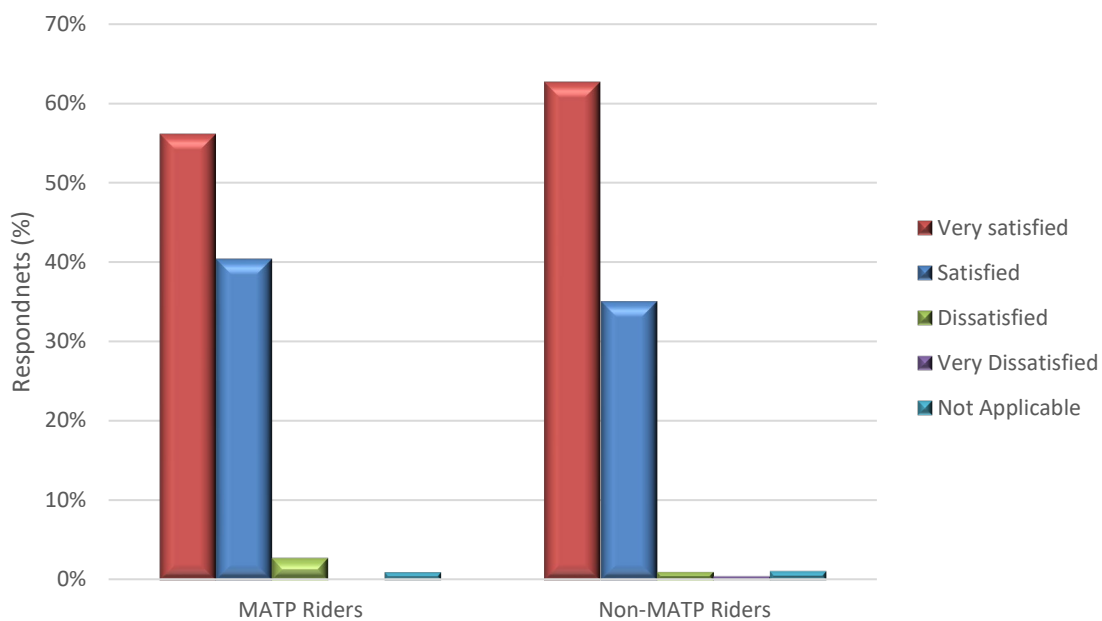


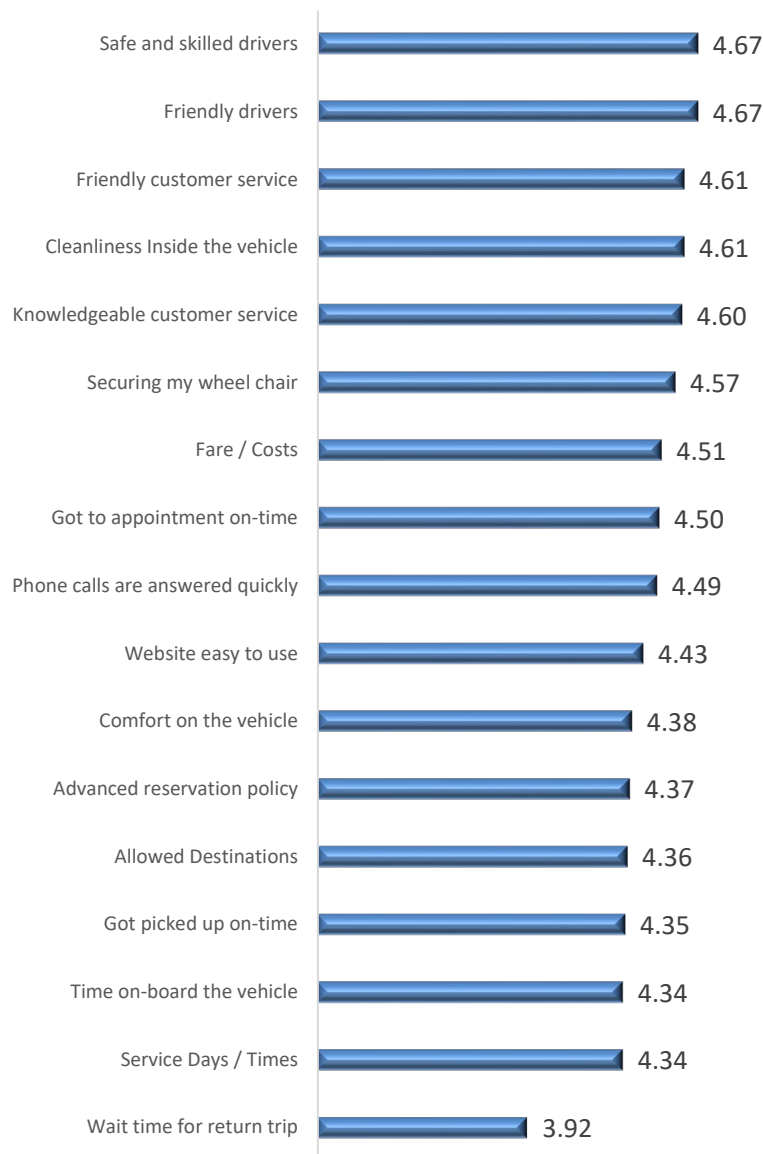
Figure 5 – Overall Satisfaction with STS’s Service (MATP vs. Non-MATP)



### Satisfaction with Performance Measures (Questions 10b – 10r)

Questions 10b through 10r asked respondents to rate STS’s service according to 17 distinct measures of performance. For each measure, the respondent could indicate their level of satisfaction by selecting from the same 5 choices they had for overall satisfaction. The choices were given a numeric score on a scale from 1 to 5, with 5 corresponding to “very satisfied” and 1 corresponding to “very dissatisfied” (see Table 7).

The results of all respondents were aggregated to determine the average satisfaction rating for each measure. The performance measures were then ordered from highest to lowest average rating (see Figure 6).



**Figure 6 – Average Rating by Performance Measure (System-Wide)**

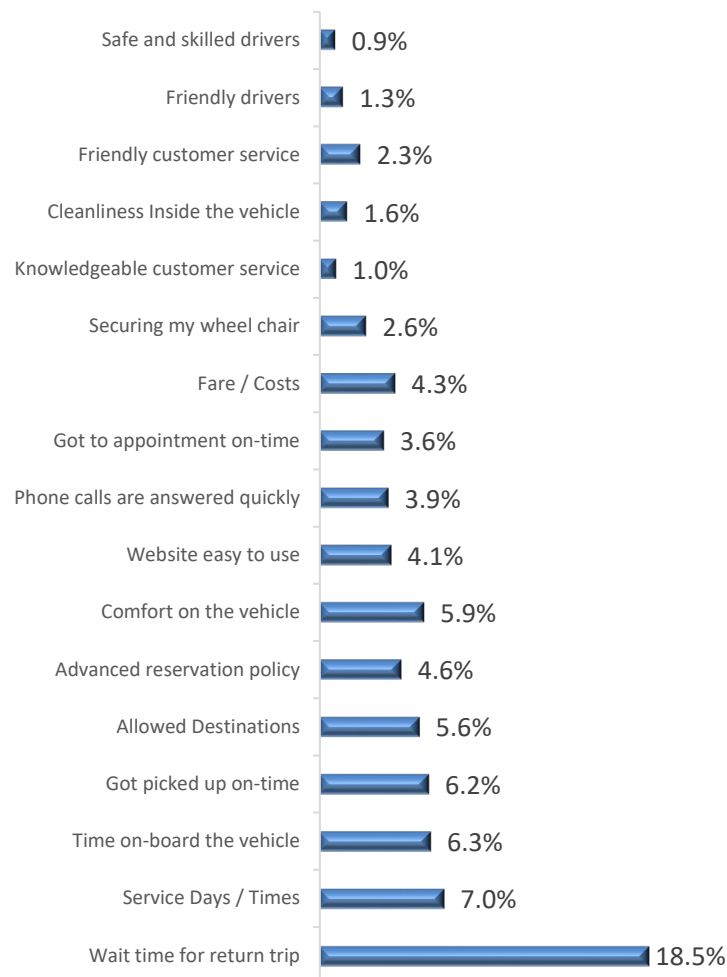
The average ratings ranged from a high of 4.67 for both “safe and skilled drivers” and “friendly drivers” to a low of 3.92 for “wait time for return trip.” Sixteen (16) of the 17 measures received an average rating above 4.0 and the overall average was 4.45.

Other measures receiving relatively high average ratings included “friendly customer service” (4.61), “cleanliness inside the vehicle” (4.61) and “knowledgeable customer service” (4.60). It is noteworthy that 4 of the top 5 performance measures pertained to STS’s drivers and customer service staff.

Other measures receiving relatively low average ratings included “service days / times” (4.34), “time on-board vehicle” (4.34), “got picked up on time” (4.35) and “allowed destinations” (4.36).

The percentage of respondents who gave a performance measure an unfavorable rating (i.e., “dissatisfied” or “very dissatisfied”) is shown in Figure 7. The order of the performance measures is the same as in Figure 6.

The performance measures which received the highest percentage of unfavorable ratings were “wait time for return trip” (19%), “service days / times” (7%) and “time on-board the vehicle” (6%).



**Figure 7 – Percentage of Unfavorable Responses (System-Wide)**

A comparison of the results for MATP and non-MATP respondents is shown in Figure 8. Average ratings for non-MATP respondents were higher than those of MATP respondents for all but four measures although the average ratings for both groups were generally comparable with the differences in average rating all being less than 0.2.

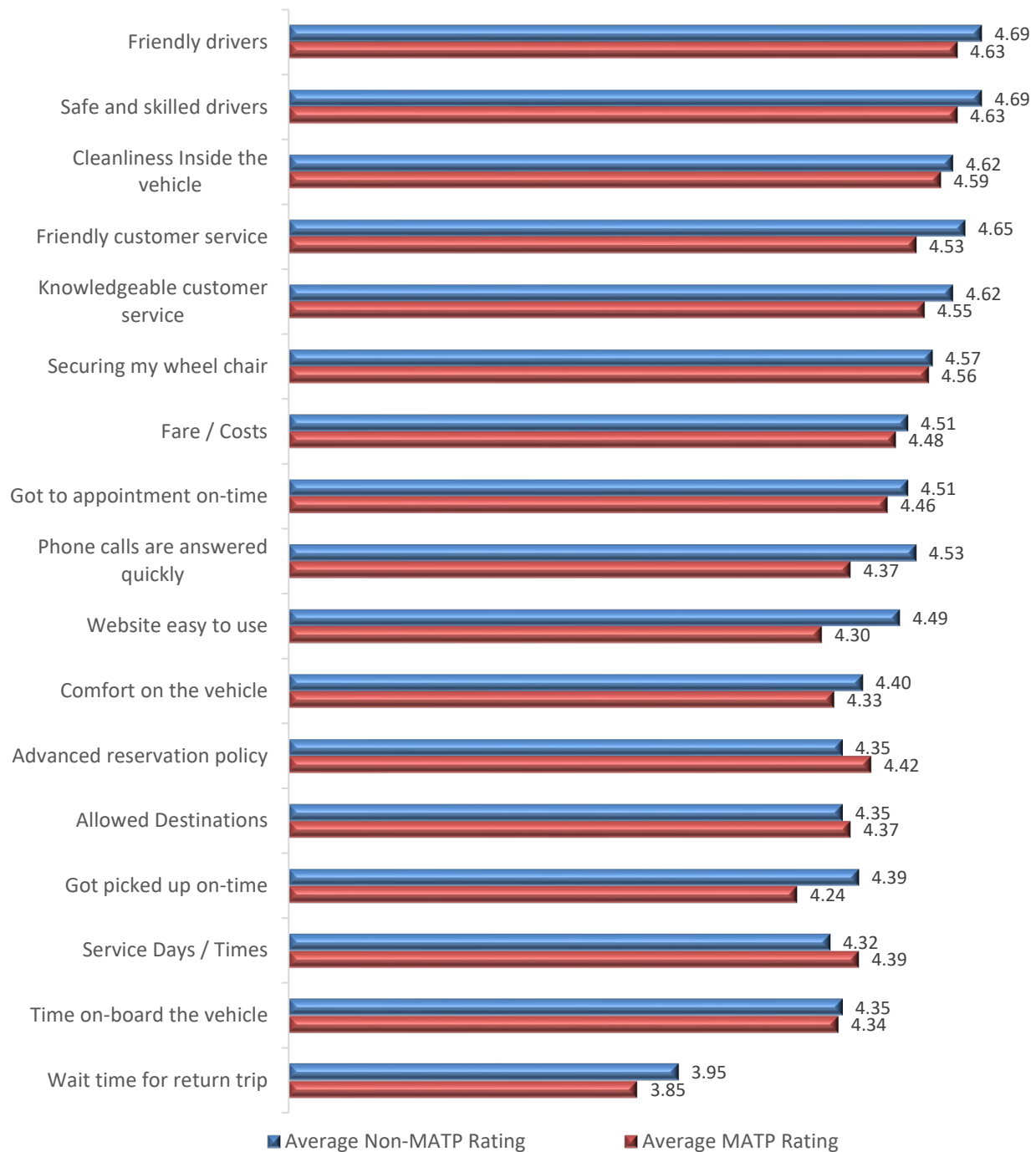
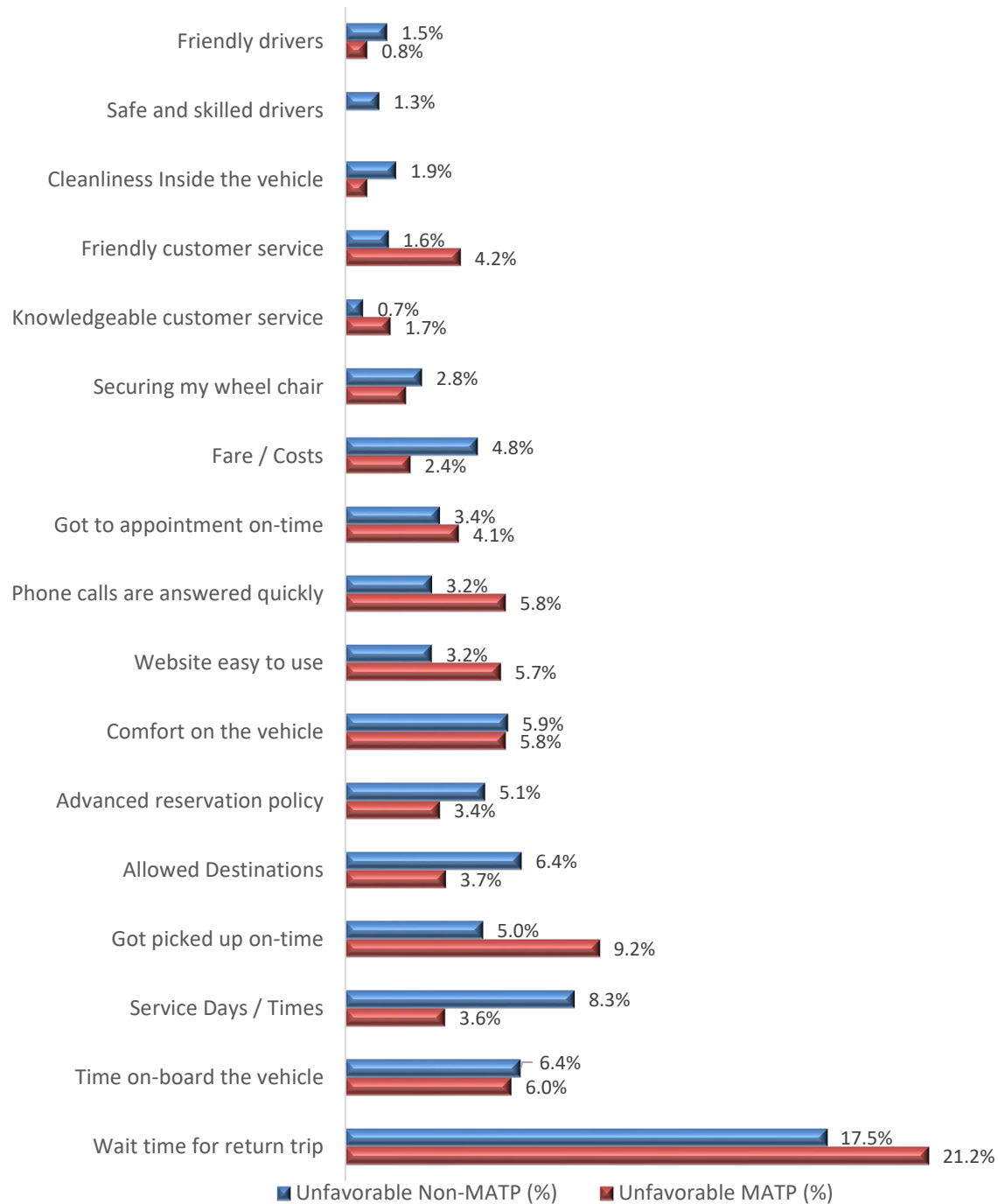


Figure 8 – Average Rating by Performance Measure (MATP vs. Non-MATP)

A comparison of the percentage of MATP and non-MATP respondents who rated a measure unfavorable is shown in Figure 9. Measures which were more often rated unfavorably by MATP respondents included “got picked up on time” (i.e., 9.2% vs. 5.0%) and “wait for return trip” (i.e., 21.2% vs. 17.5%). Measures which were more often rated unfavorably by non-MATP respondents included “service days / times” (i.e., 8.3% vs. 3.6%) and “allowed destinations” (i.e., 6.4% vs. 3.7%).



**Figure 9 - Percentage of Unfavorable Responses (MATP vs. Non-MATP)**

### Travel Request Denials (Question 4)

Question 4 asked respondents to report how many times travel requests were denied in the past 6 months. The results are depicted in Figure 10 and show that 21% of respondents reported at least one trip denial over the period.

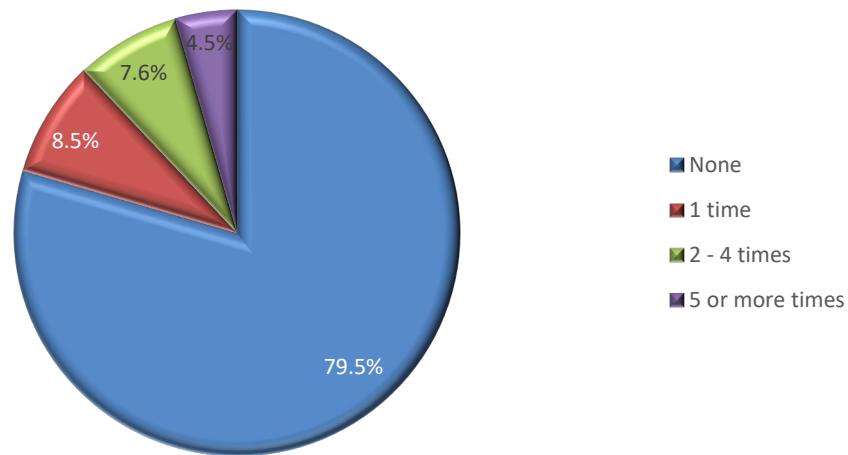


Figure 10 – Travel Request Denials (System-Wide)

Figure 11 compares the results for MATP respondents to non-MATP respondents and shows that a lower percentage of non-MATP respondents reported 1 or more trip denial in the 6 months prior to the survey as compared to MATP respondents (i.e., 17% vs. 30%).

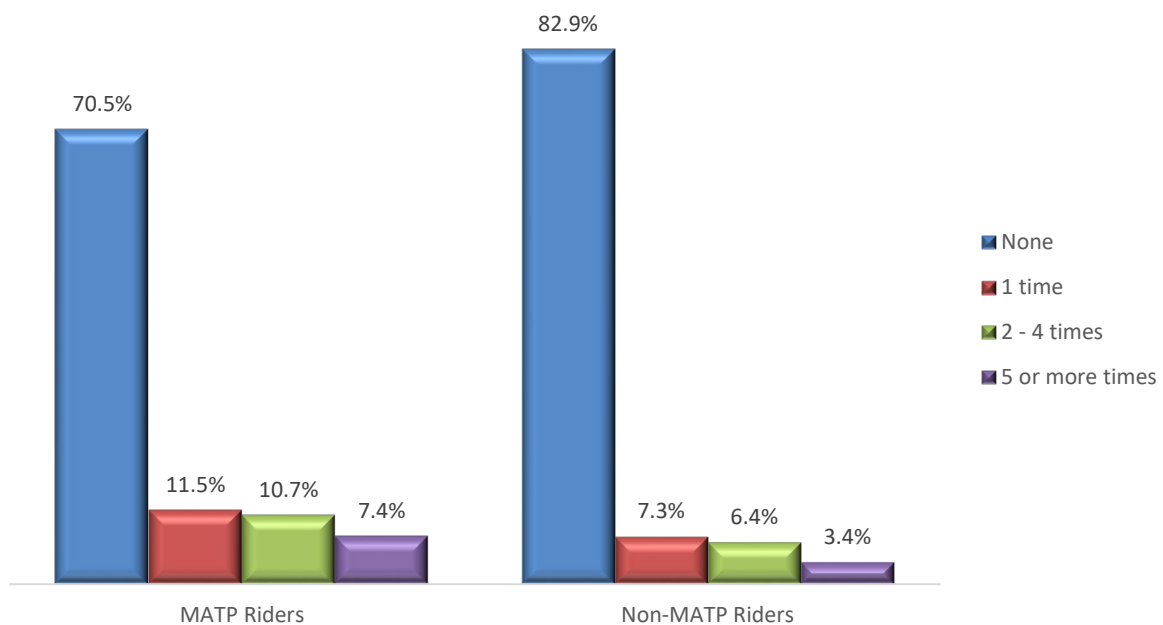


Figure 11 – Travel Request Denials (MATP vs. Non-MATP)

### Reasons for Travel Request Denials (Question 4a)

Respondents who indicated they had travel requests denied were asked to characterize the reasons they were given for the denial. The results (see Figure 12) show that 51% had trips denied because service was not available at the day and time of the requested trip.

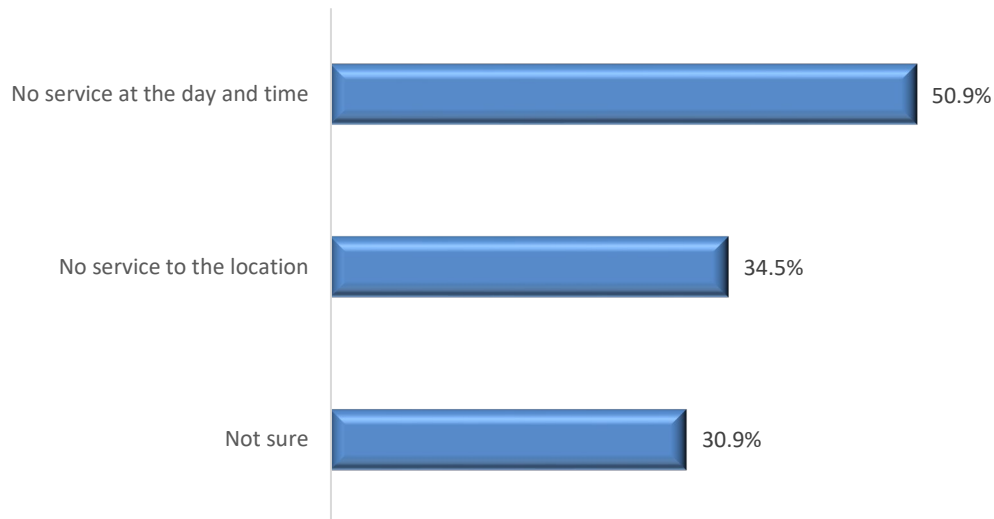


Figure 12 – Reasons for Travel Request Denials (System-Wide)

A comparison of the results for MATP and non-MATP respondents shows that a lack of service at the day and time of the requested trip was the most common reason given to both groups for denied trips (see Figure 13).

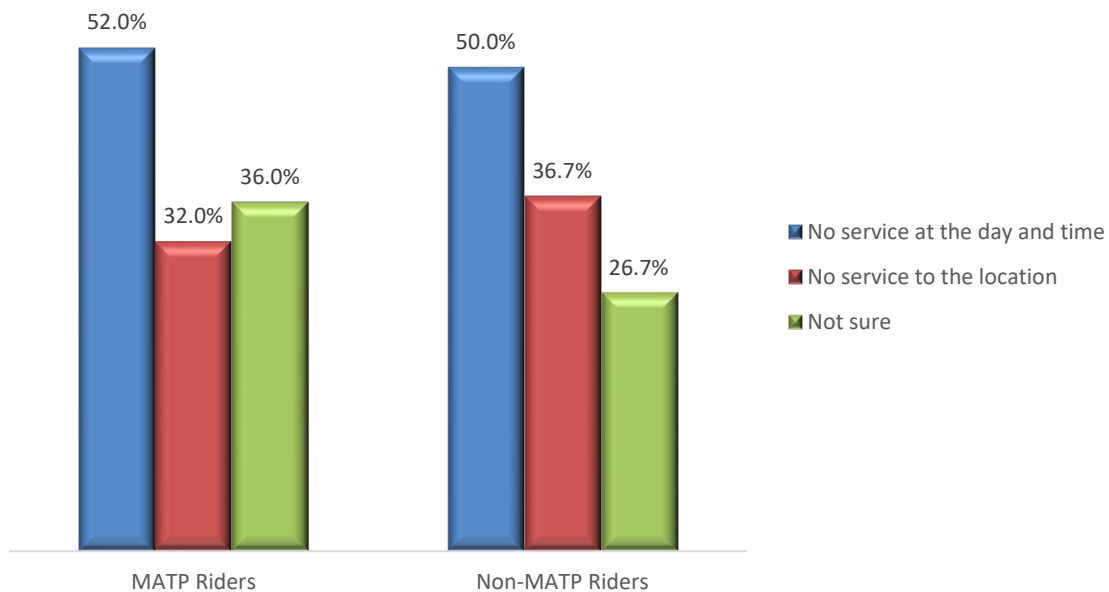
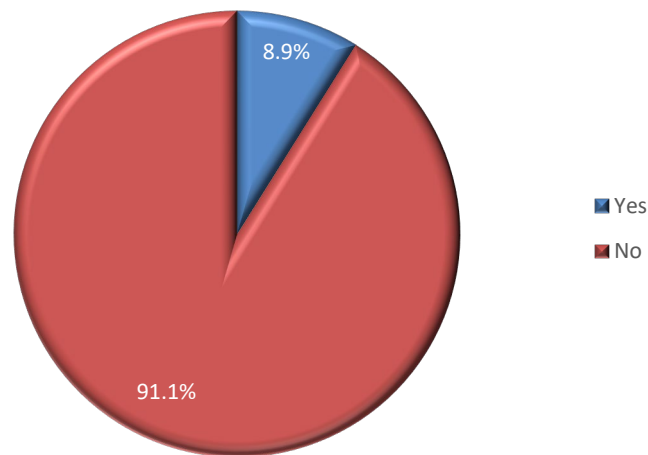


Figure 13 – Reasons for Travel Request Denials (MATP vs. Non-MATP)

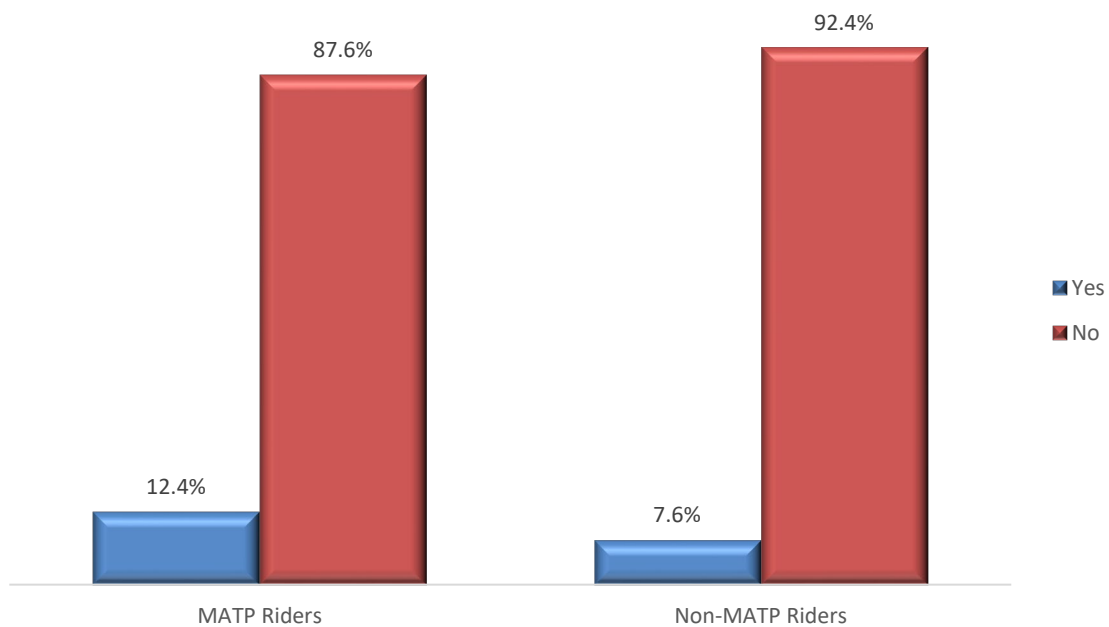
### Complaints made to STS (Question 7)

In Question 7, riders were asked if they had submitted any complaints to STS. Nine percent (9%) indicated that they had made at least one complaint (see Figure 14).



**Figure 14 – Respondents who made a Complaint(s) to STS (System-Wide)**

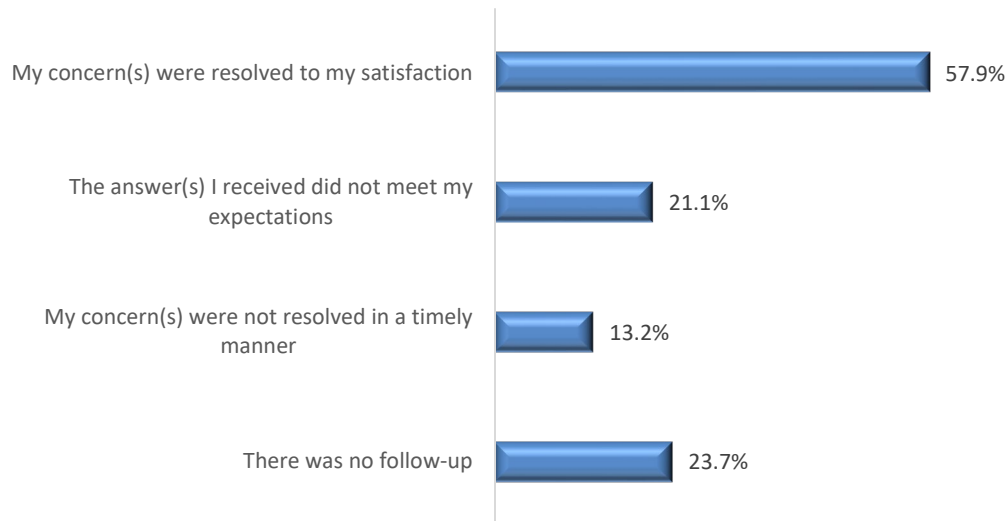
The percentage who filed a complaint was about 5% higher among MATP respondents than non-MATP respondents (see Figure 15).



**Figure 15 – Respondents who made a Complaint(s) to STS (MATP vs. Non-MATP)**

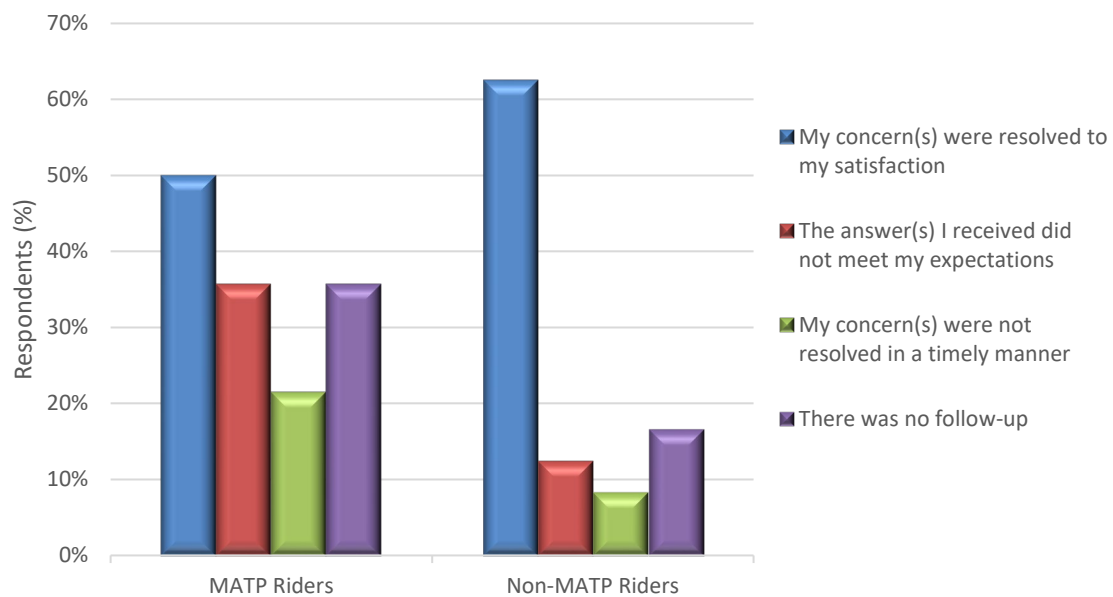
### Satisfaction with Complaint Resolution (Question 7a)

Question 7a asked respondents who had filed at least one complaint to characterize how the complaint(s) was resolved. As shown in Figure 16, 58% of the respondents indicated they were satisfied with the resolution and 24% indicated there was no follow-up.



**Figure 16 – Characterization of Complaint Resolution (System-Wide)**

A comparison of the results for MATP and non-MATP respondents indicates a higher rate of satisfaction with complaint resolution among non-MATP respondents (63% vs. 50%) (see Figure 17).



**Figure 17 – Characterization of Complaint Resolution (MATP vs. Non-MATP)**



### Suitability of Travel Times (Question 8)

In Question 8, riders were asked if the travel times they are offered meet their needs (see Figure 18). Ninety-six percent (96%) of respondents indicated that they are either always offered the times they request or that they are generally offered times that work for them.

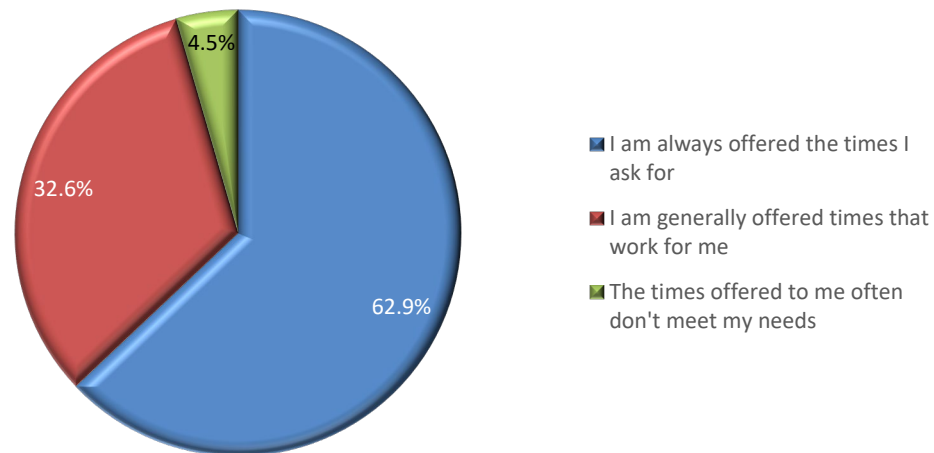


Figure 18 – Suitability of Travel Times (System-Wide)

The results for both MATP and non-MATP respondents are shown in Figure 19, and while both groups generally report being offered times that work for them, the percentage who indicated the times offered to them often don't meet their needs was more than twice as high among the MATP respondents as compared to the non-MATP respondents (7.5% vs. 3.4%).

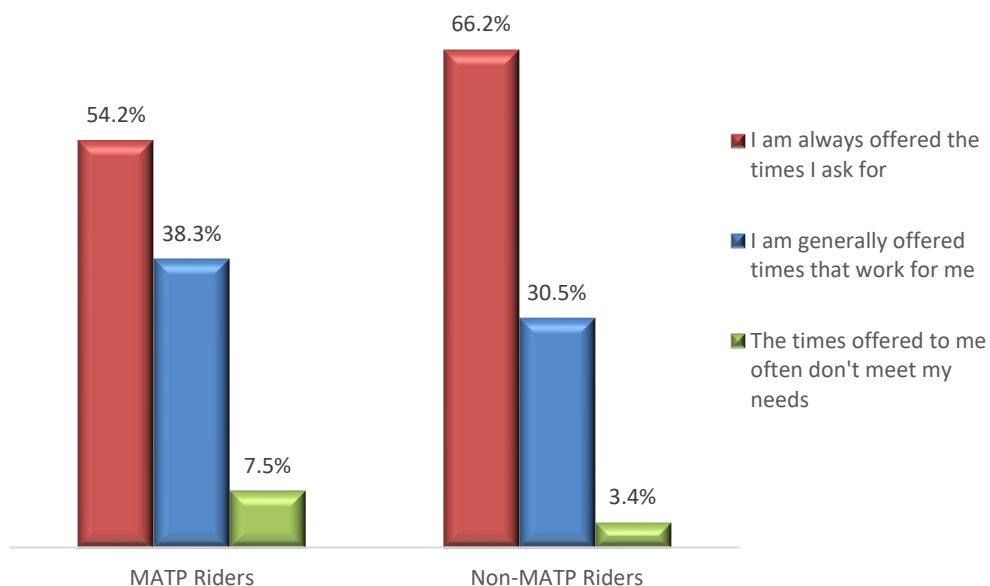


Figure 19 – Suitability of Travel Times (MATP vs. Non-MATP)

### Application for Shared Ride Services (Question 9)

In Question 9, riders were asked to characterize the application they needed to complete for shared ride service. Fifty-nine percent (59%) indicated the application process was “quick and easy to understand” and 36% didn’t remember the application process (see Figure 20).

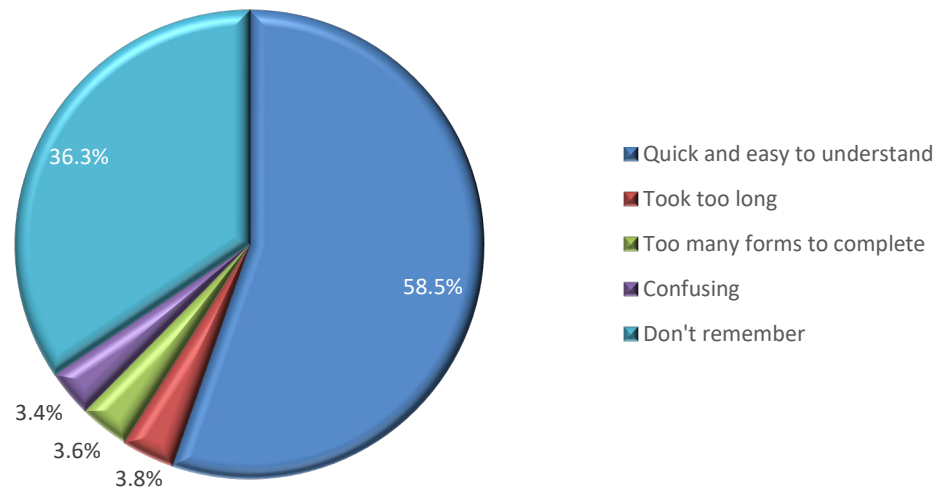


Figure 20 –Application for Shared Ride Services (System-Wide)

As shown in Figure 21, the results for the MATP and non-MATP respondents were comparable.

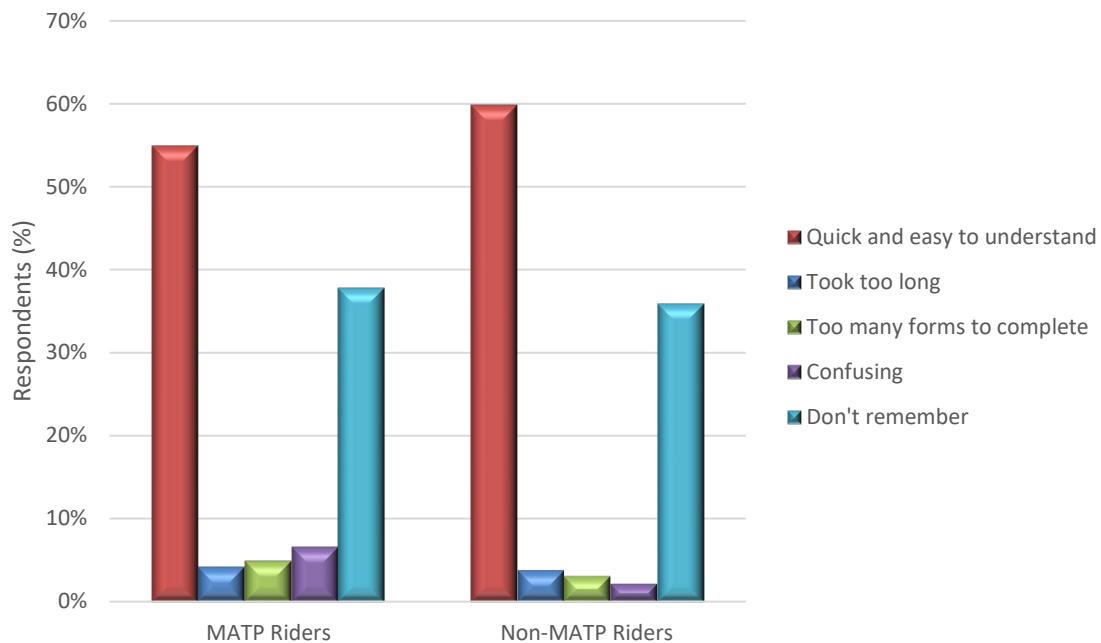
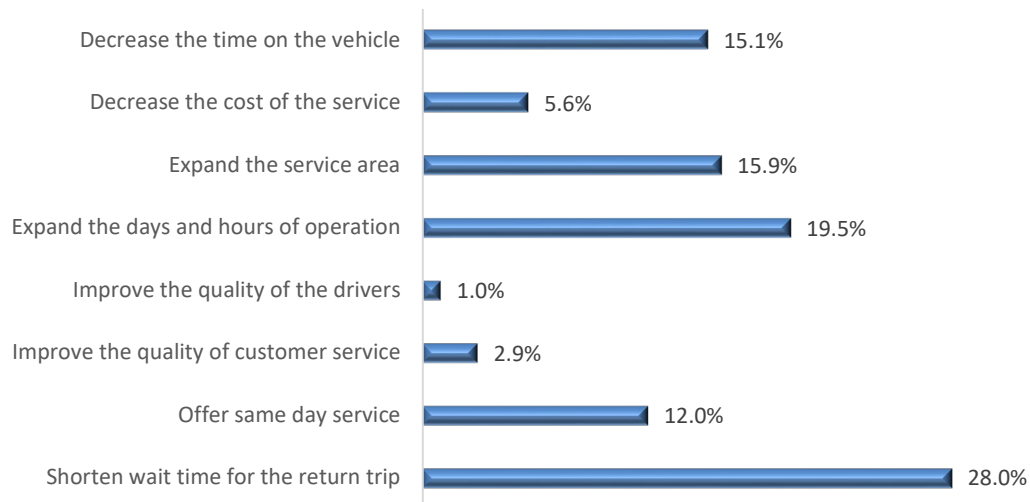


Figure 21 –Application for Shared Ride Services (MATP vs. Non-MATP)

### Interest in Service Improvements (Questions 11, 12, and 13)

Questions 11, 12, and 13 provided riders with a list of 8 potential service improvements and asked them to identify the 3 service improvements of most interest to them.

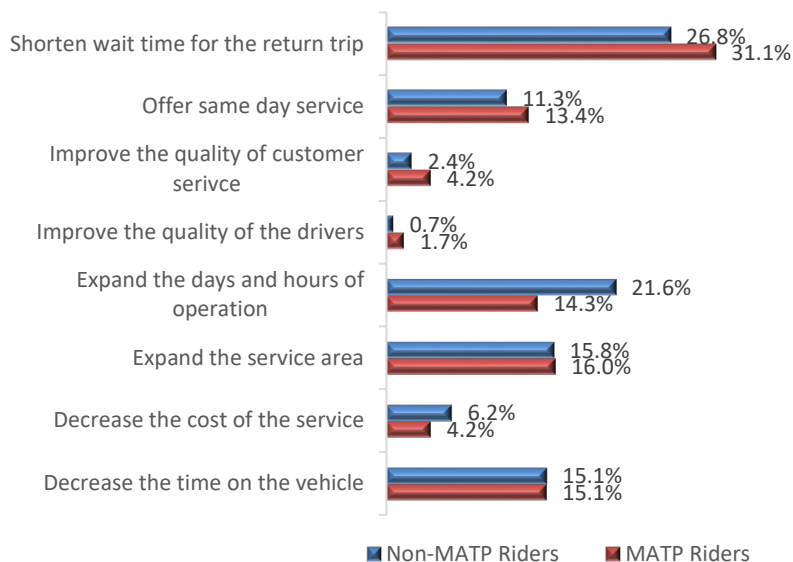
#### *Most Important Service Improvement (Question 11)*



**Figure 22 – Most Important Service Improvement (System-Wide)**

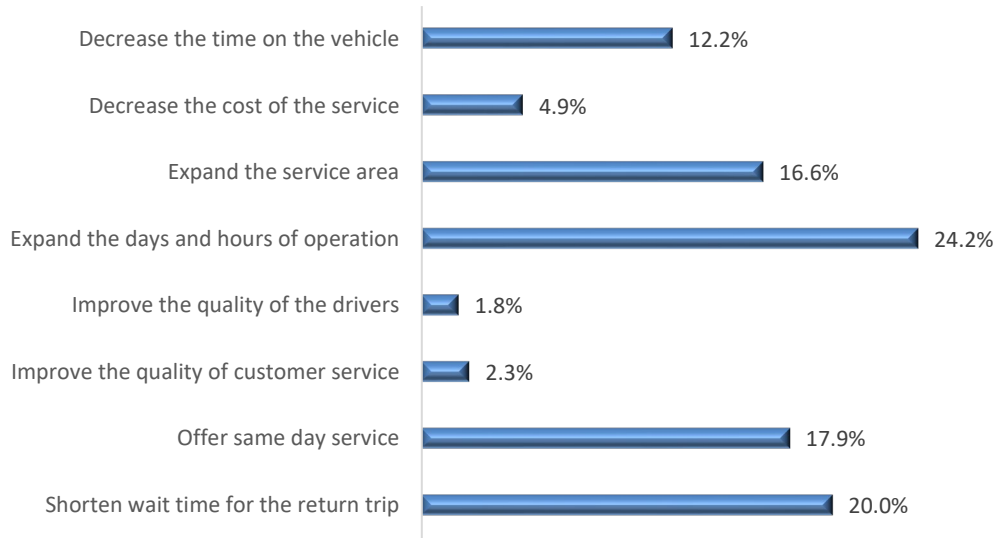
The service improvement most often identified as most important was “shorten wait time for the return trip.”

A comparison of the Question 11 results for MATP and non-MATP respondents is shown in Figure 23.



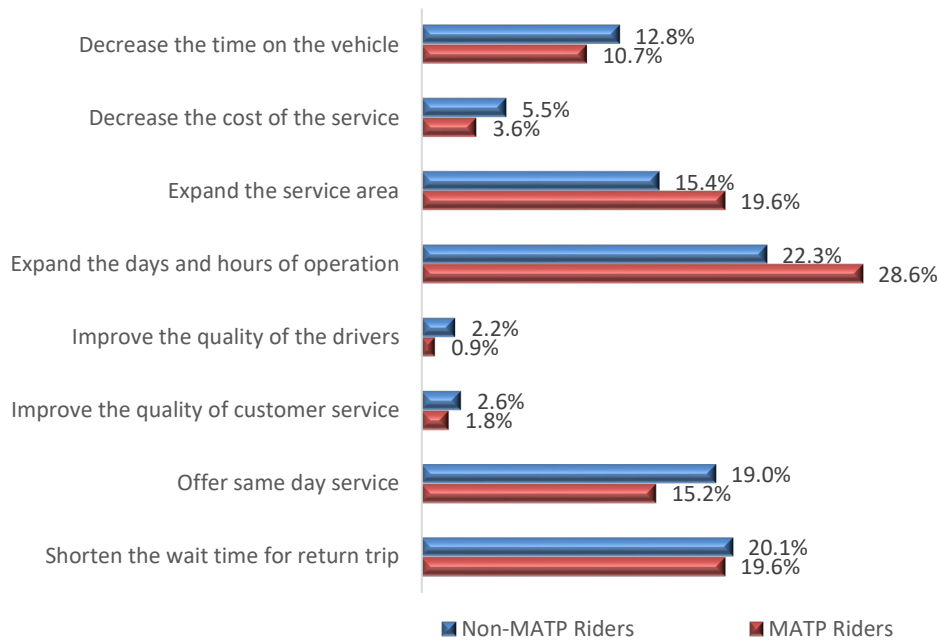
**Figure 23 – Most Important Service Improvement (MATP vs. Non-MATP)**

### *Second Most Important Service Improvement (Question 12)*



**Figure 24 – Second Most Important Service Improvement (System-Wide)**

A comparison of the Question 12 results for MATP and non-MATP respondents is shown in Figure 25.



**Figure 25 – Second Most Important Service Improvement (MATP vs. Non-MATP)**

### Third Most Important Service Improvement (Question 13)

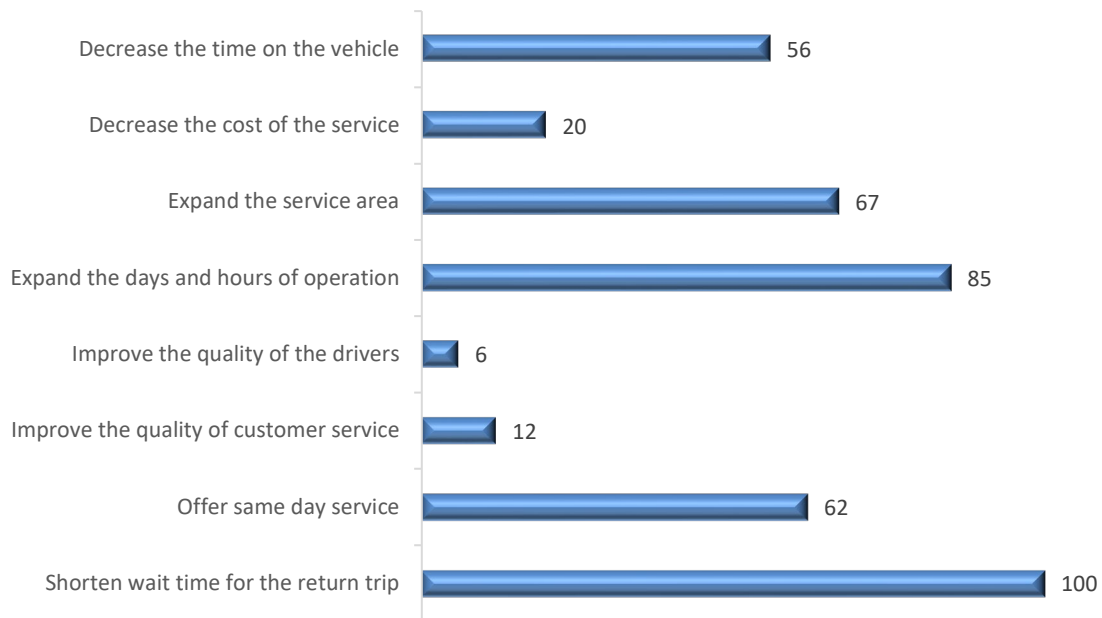


Figure 26 – Third Most Important Service Improvement (System-Wide)

A comparison of the Question 13 results for MATP and non-MATP respondents is shown in Figure 27.

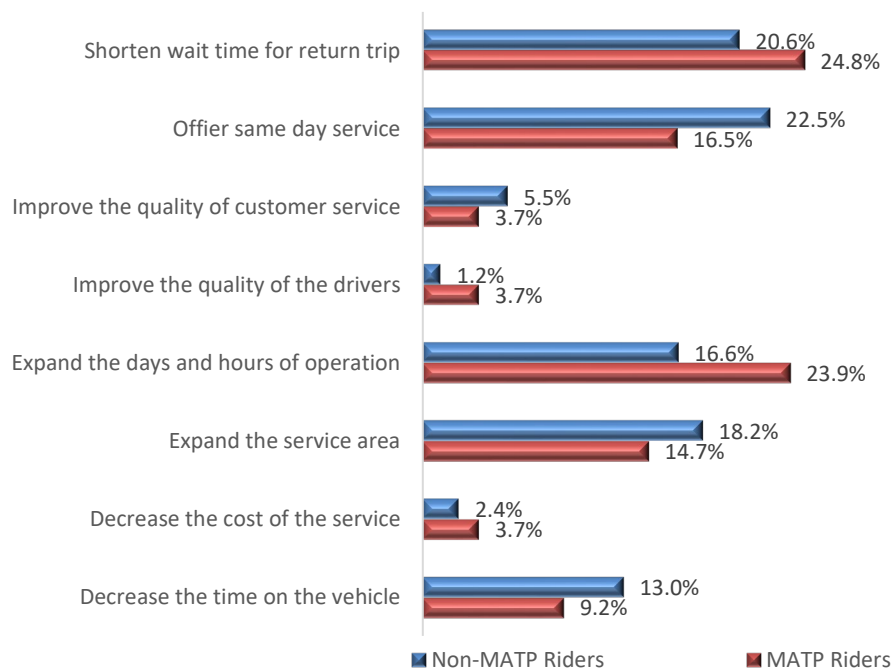


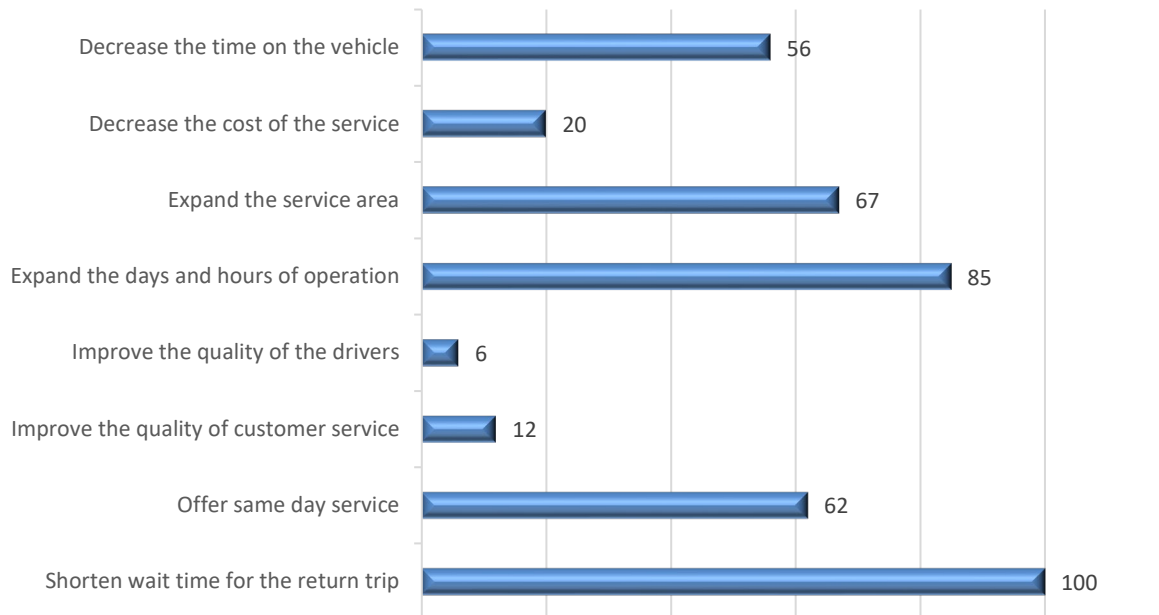
Figure 27 – Third Most Important Service Improvement (MATP vs. Non-MATP)

### *Service Improvement Importance Aggregated*

Since it is difficult to interpret the results of Questions 11, 12 and 13 independently, the results were aggregated in the following manner:

1. Each service improvement was assigned 3 points for each respondent who identified it as the most important improvement, 2 points for each respondent who identified it as the second most important improvement and 1 point for each respondent who identified it as the third most important improvement.
2. The total points for each service improvement were then tabulated and normalized to 100 (see Figure 28).

As is evident from Figure 28, the service improvement which received the highest score was “wait time for return trip” (100). The service improvement with the second highest aggregate score was “expand the days and hours of operation” (85).



**Figure 28 - Service Improvement Aggregate Scores (System-Wide)**

Figure 29 presents a comparison of the aggregate scores for MATP and Non-MATP respondents. As is evident in the figure, the service improvement priorities for these groups are quite similar.

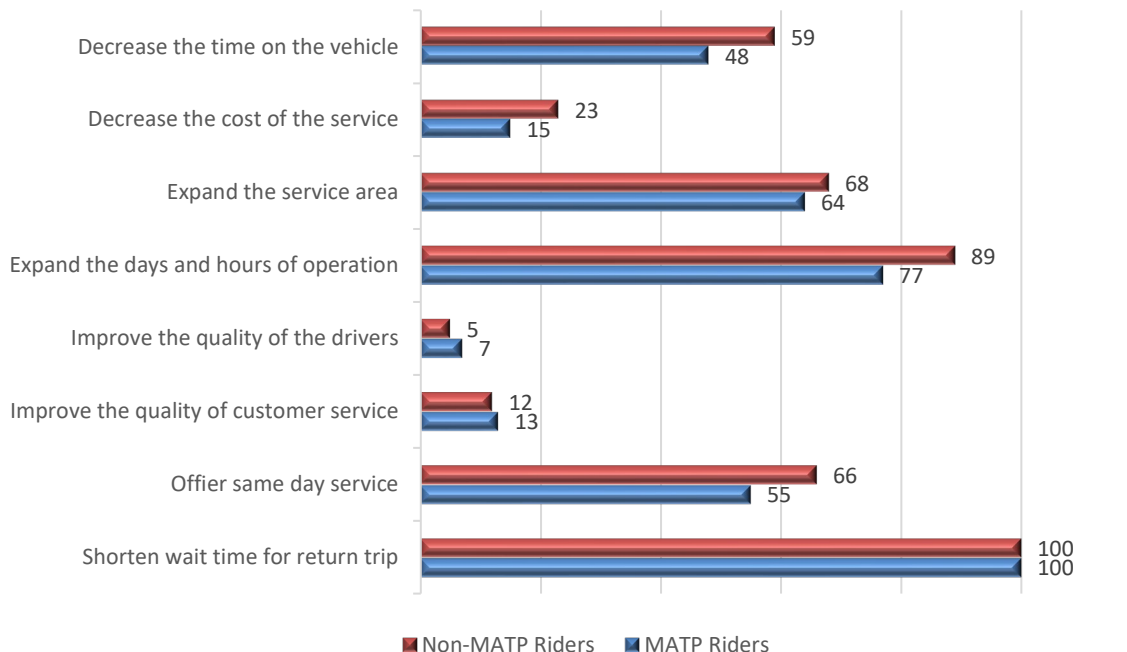


Figure 29 - Service Improvements Aggregate Scores (MATP vs. Non-MATP)

### Open-Ended Feedback

At the end of the survey, respondents were given the opportunity to provide additional feedback regarding STS's service. A total of 174 respondents (38%) provided this type of feedback. Table 10 presents a summary of the comments organized by topic. Some of the key themes which emerged based on a review of this feedback are listed below:

- Favorable Feedback
  - Eighty-five (85) respondents expressed satisfaction and / or appreciation for STS's service
  - Thirty-two (39) respondents offered favorable feedback about the drivers. The following drivers were mentioned by name:
    - Big Eric (1 survey)
    - Mamie (1 survey)
    - Peggy (2 surveys)
    - Steve (1 survey)
    - Terry (1 survey)
    - Tom (1 survey)
  - Twelve (12) respondents offered favorable feedback about the customer service staff. The following staff were mentioned by name:
    - Bobbie (1 survey)
    - Carol (2 surveys)
- Requested Service Improvements / Concerns
  - Fourteen (14) respondents indicated they had to wait too long for a return trip
  - Eleven (11) respondents commented about the service area and locations served
  - Seven (7) respondents requested enhancements to STS's fixed route service
  - Nine (9) respondents had concerns about on-time performance
  - Five (5) respondents expressed concerns with friendliness of CSRs
  - Five (5) respondents commented about time on board
  - Five (5) respondents requested Saturday service

Favorable Comments	
<u>Topic</u>	<u>Survey Serial Numbers</u>
<b>Customer Service</b>	
Friendly	303, 479, 501, 648, 753, 790, 985, 1015, 1039
Miscellaneous	203, 994, 1021
<b>Drivers</b>	
Friendly	45, 67, 203, 258, 262, 276, 291, 302, 303, 477, 479, 501, 553, 597, 653, 654, 714, 740, 764, 790, 826, 865, 879, 889, 914, 963, 985, 1001, 1013, 1015, 1023, 1039
Handling persons with disabilities and mobility	617
Miscellaneous	102, 169, 262, 751, 994, 1021, 1072
<b>General Service</b>	
Miscellaneous	18, 19, 32, 34, 42, 45, 53, 67, 68, 80, 96, 101, 105, 113, 126, 199, 202, 206, 211, 212, 217, 223, 226, 235, 252, 262, 275, 276, 285, 288, 291, 298, 299, 303, 321, 338, 345, 380, 411, 433, 449, 450, 451, 479, 484, 501, 508, 520, 529, 539, 573, 574, 578, 591, 597, 620, 633, 682, 690, 696, 702, 703, 716, 723, 730, 734, 764, 792, 799, 810, 865, 75, 914, 923, 942, 963, 985, 993, 994, 1023, 1031, 1033, 1037, 1038, 1072
Requested Improvements / Concerns	
<u>Topic</u>	<u>Survey Serial Numbers</u>
<b>Customer Service</b>	
Unfriendly	126, 224, 432, 628, 632
Long Wait time	None
Miscellaneous	None
<b>Drivers</b>	
Unfriendly	522, 577
Poor Performance	7, 491, 507, 522, 555, 1072
Handling persons with disabilities and mobility	None
<b>General Service</b>	
Call Back requested	1021
COVID Related	375
Fares / Fare Payment	53, 566, 852, 895
Fixed Route Service	170, 323, 404, 515, 516, 732, 952
IVR	653, 884
Missed Pick up	648
On-Time Performance	126, 169, 255, 323, 454, 637, 733, 777, 814
Other Riders	885, 1072
Pick up too early	19, 323, 454, 777, 789
Prior Day Reservation Policy	10, 323, 484, 540
Service Area / Locations	8, 24, 25, 53, 312, 483, 529, 599, 803, 939, 1026, 1048
Service Days / Times	198, 306, 338, 519, 890
Time On-Board	93, 417, 423, 591, 740
Trip Denials	632
Trip Routing	789, 1033
Wait Time for Return Trip	10, 93, 404, 406, 451, 454, 591, 637, 682, 777, 814, 933, 1021, 1033
Weekend Service	8, 24, 25, 786, 1044
Respondent asked a Question	484, 570
Miscellaneous	198, 305, 306, 372, 417, 509, 522, 567, 866, 895, 979
<b>Vehicles</b>	
Cleanliness	63
Enhancements	532
Ride Comfort	338
Break Downs / Needed Repairs	None

Table 10 – Open-Ended Comments Summary



## Service Usage and Service Awareness

This section examines service usage and service awareness among riders. The questions which assessed service usage and service awareness are listed in Table 11.

Question	Characteristic Assessed
<b>1</b>	Length of Time using Shared Ride
<b>2</b>	Reasons for using Shared Ride
<b>3</b>	Source of Introduction to Shared Ride
<b>14</b>	Use Fixed Route
<b>14a</b>	Reasons for not using Fixed Route
<b>15</b>	Aware of the Free Transit Program
<b>34*</b>	Number of Completed Trips (during the 6 months prior to the survey)
<b>35*</b>	Number of Senior Shared Ride Trips (during the 6 months prior to the survey)
<b>36*</b>	Number of PwD Trips (during the 6 months prior to the survey)
<b>37*</b>	Number of MATP Trips (during the 6 months prior to the survey)
<b>38*</b>	Number of Educational Trips (during the 6 months prior to the survey)
<b>39*</b>	Number of Medical Trips (during the 6 months prior to the survey)
<b>40*</b>	Number of Recreational Trips (during the 6 months prior to the survey)
<b>41*</b>	Number of Shopping Trips (during the 6 months prior to the survey)
<b>42*</b>	Number of Work Trips (during the 6 months prior to the survey)
<b>43*</b>	Number of Trips for Other Reasons (during the 6 months prior to the survey)
<b>44*</b>	Average full fare for the trips (during the 6 months prior to the survey)
<b>45*</b>	Average direct distance (during the 6 months prior to the survey)
<b>46*</b>	Average onboard time (during the 6 months prior to the survey)

**Table 11 – Rider Service Usage and Service Awareness Survey Questions**

\* Question did not appear on the survey. Data extracted from STS's Ecolane database.

### Length of Time using Shared Ride (Question 1)

In Question 1, riders were asked how long they have been using shared ride. The results are shown in Figure 30. Half of the respondents (50%) indicated they have been using shared ride service for more than 3 years and 79% have been using the service for a year or more.

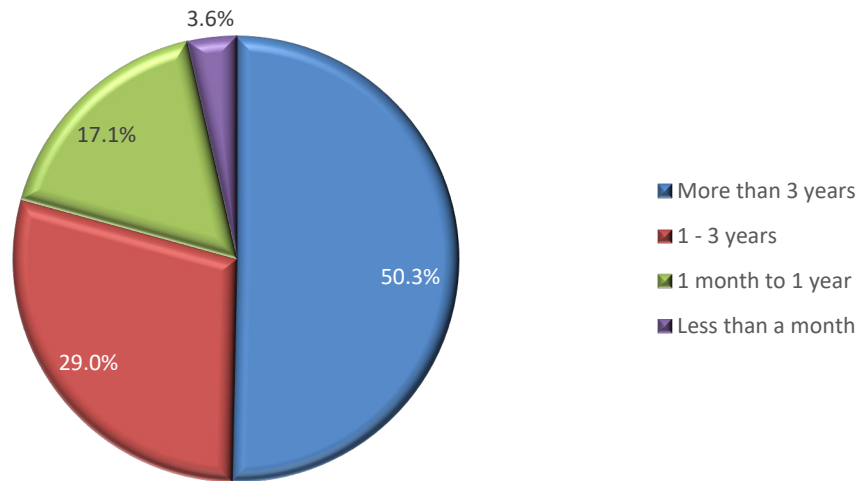


Figure 30 – Length of Time Using Shared Ride (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 31.

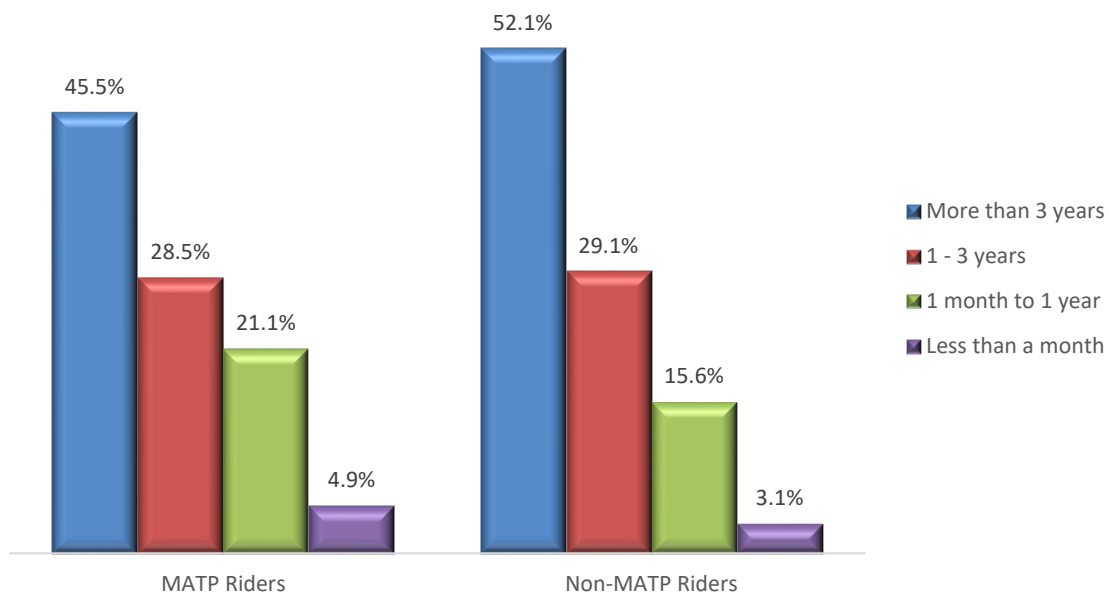


Figure 31 – Length of Time Using Shared Ride (MATP vs. Non-MATP)

## Reasons for using Shared Ride (Question 2)

Question 2 was aimed at understanding why riders choose shared ride over other transportation options. The results of this question are shown in Figure 32. The reasons most often identified by respondents were “no other transportation options” (58%), “disability” (45%) and “convenience” (43%).

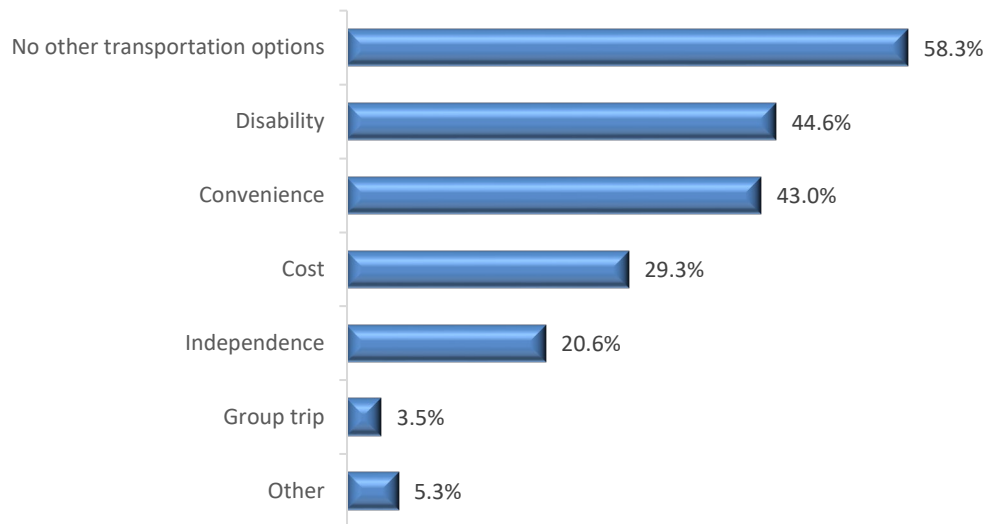


Figure 32 – Reasons for Selecting Shared Ride (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 33. The results show some significant differences between these groups.

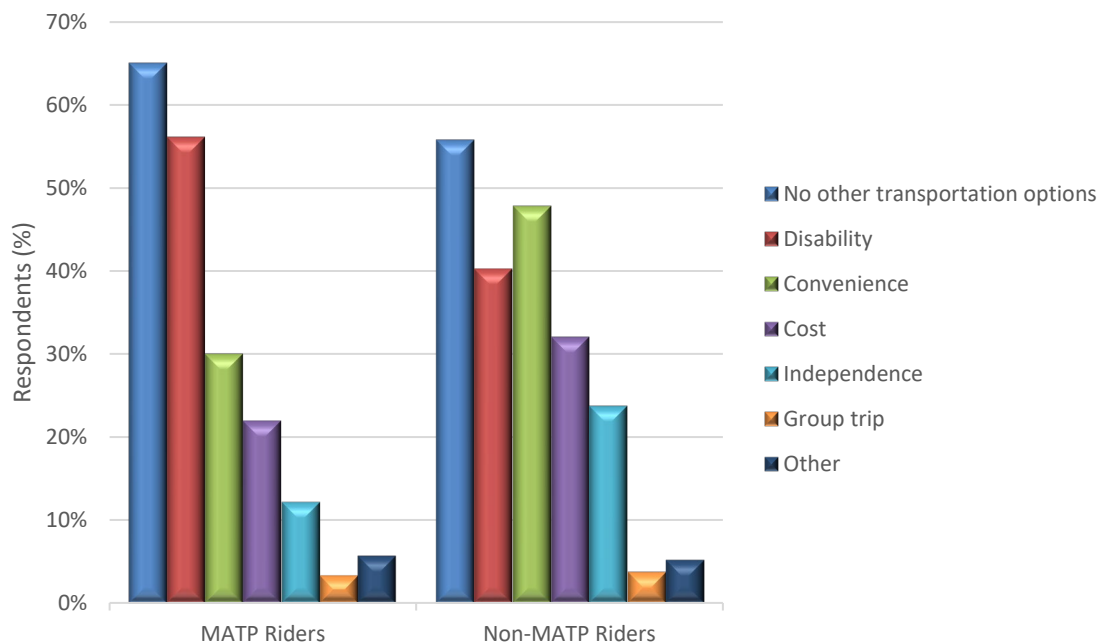


Figure 33 – Reasons for Selecting Shared Ride (MATP vs. Non-MATP)

### Source of Introduction to Shared Ride (Question 3)

In Question 3, riders were asked how they became aware of STS's shared ride service. The results are summarized in Figure 34. The most common means by which respondents learned about the service was from a friend or family member (31%). The second most cited source of introduction to shared ride is through a case worker (24%).

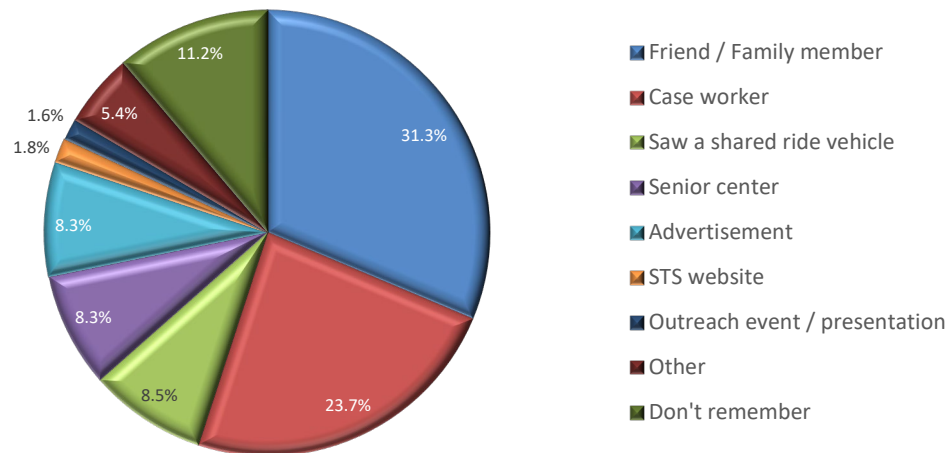


Figure 34 – Introduction to Shared Ride (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 35. As is evident from the figure, case workers are the predominant way by which the MATP respondents first learned about shared ride service.

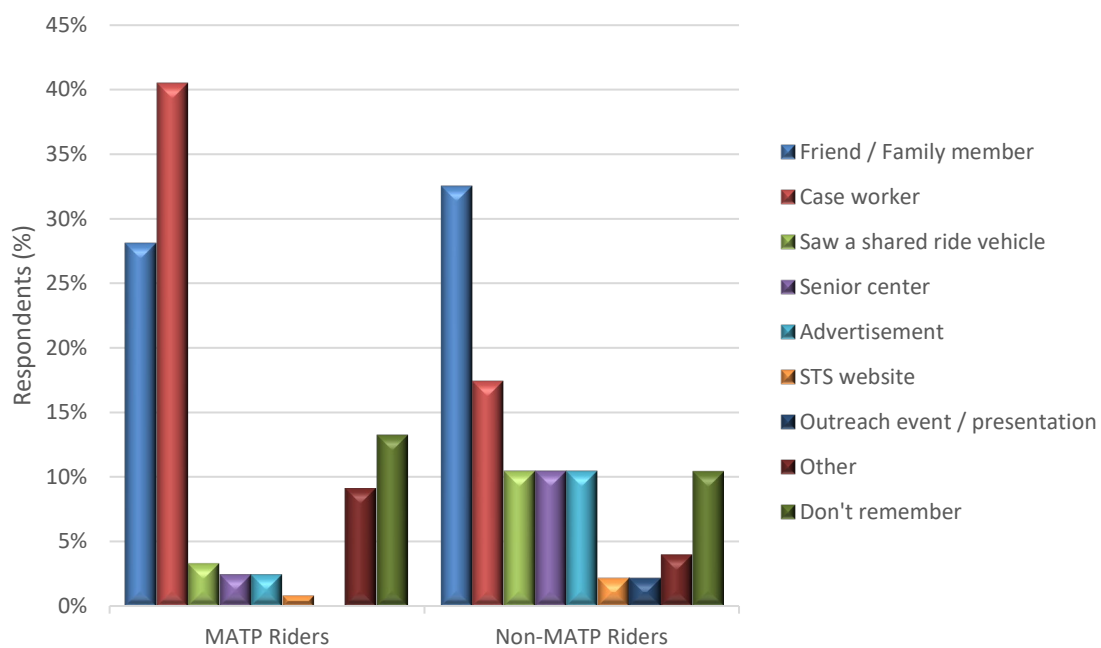


Figure 35 – Introduction to Shared Ride (MATP vs. Non-MATP)

### Use of Fixed Route (Question 14)

In Question 14, riders were asked if they have used fixed route bus service. Forty-one percent (41%) indicated they have used fixed route service (see Figure 36).

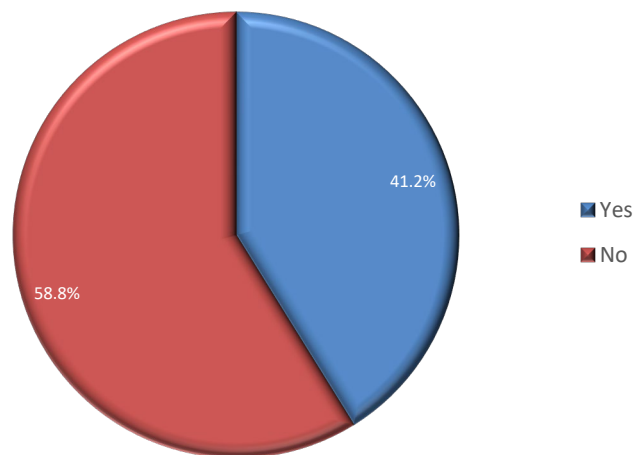


Figure 36 - Use of Fixed Route (System-Wide)

As shown in Figure 37, MATP respondents were more likely to use fixed route service than were non-MATP respondents, 49% vs. 38% respectively.

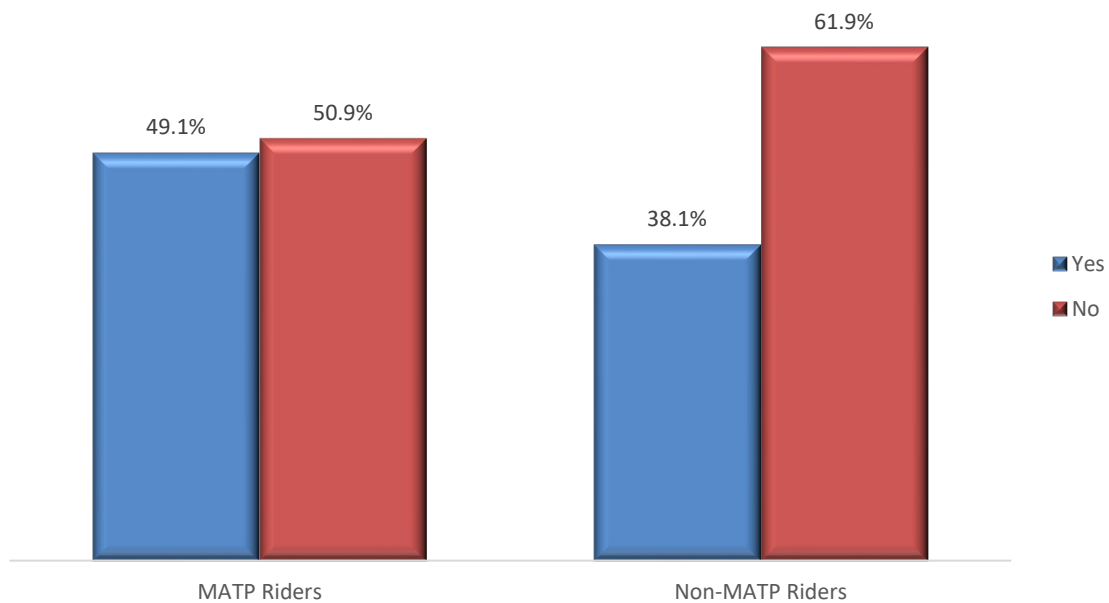


Figure 37 - Use of Fixed Route (MATP vs. Non-MATP)

### Reasons for not using Fixed Route (Question 14a)

In Question 14a, the respondents who indicated that they did not use fixed route service were asked to identify the reasons for not using it. The results (see Figure 38) show that the two most frequently cited reasons were “difficulty getting to a bus stop” (53%) and “can’t wait outside that long” (30%).

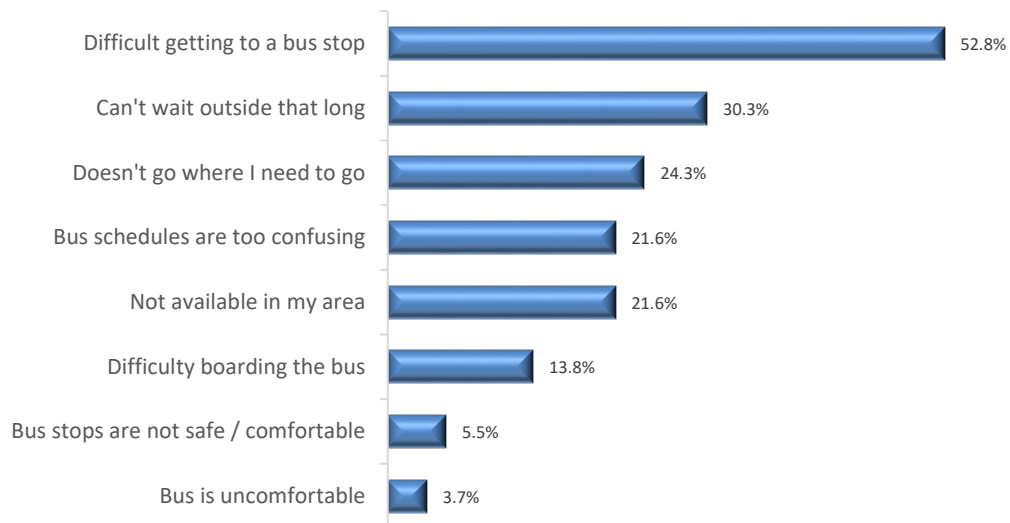


Figure 38 - Reasons for Not Using Fixed Route (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 39.

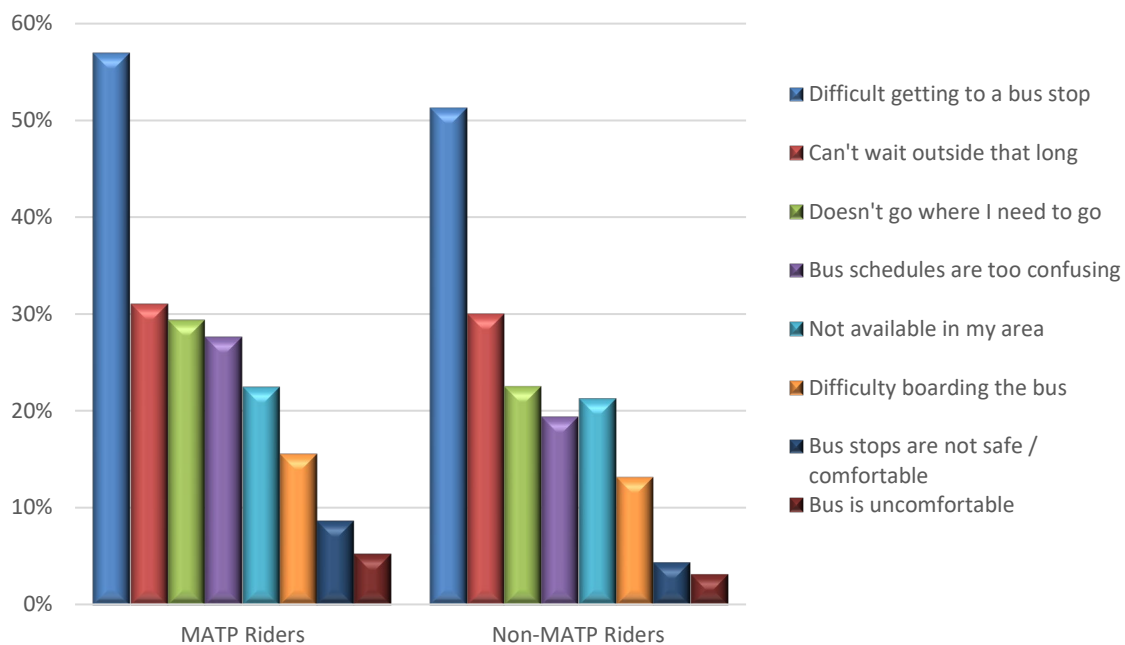


Figure 39 - Reasons for not Using Fixed Route (MATP vs. Non-MATP)

### Awareness of the Free Transit Program (Question 15)

Question 15 asked riders if they were aware that fixed-route services are free for seniors. Seventy-one percent (71%) of respondents indicated they were aware of this (Figure 40).

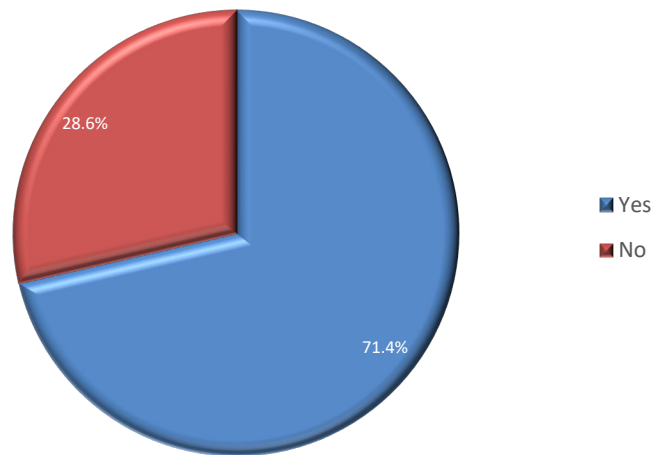


Figure 40 - Awareness of the Free Transit Program (System-Wide)

A comparison of the results for the MATP and non-MATP respondents (see Figure 41) shows virtually no difference between these groups.

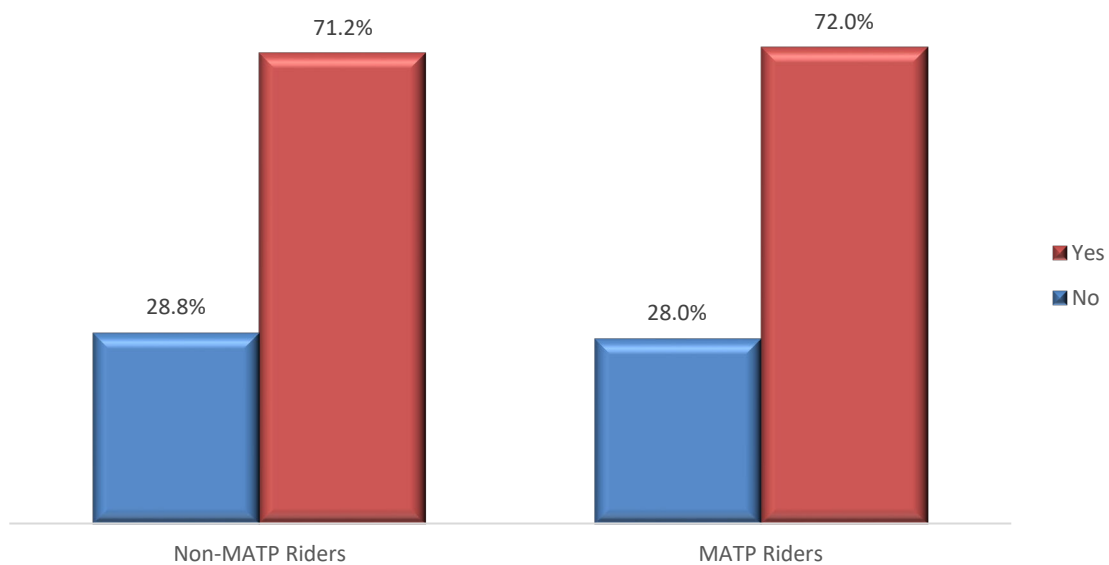


Figure 41 - Awareness of the Free Transit Program (MATP vs. Non-MATP)

### Number of Completed Trips (during the 6 months prior to the survey) (Question 34)

The total number of completed trips each respondent took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 42). The results indicate almost half of the respondents took 10 or fewer trips over this period. As expected, all the respondents took at least 1 trip since that was a criterion used in selecting potential respondents.

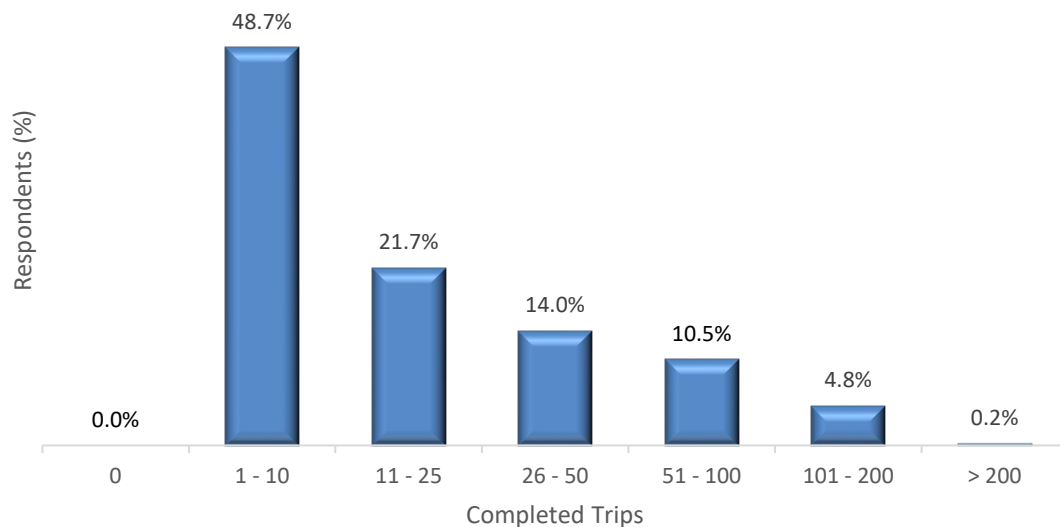


Figure 42 – Completed Trips (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 43.

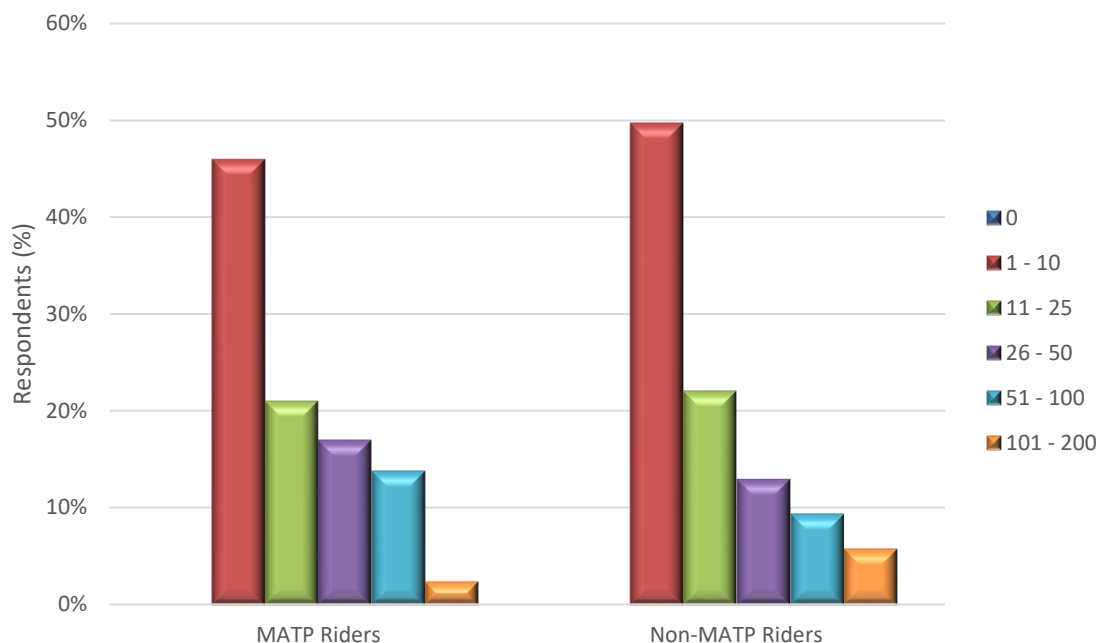


Figure 43 – Completed Trips (MATP vs. Non-MATP)



### Number of Senior Shared Ride Trips (during the 6 months prior to the survey) (Question 35)

The total number of Senior Shared Ride trips each respondent took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 44). Sixty-one percent (61%) of the respondents took at least 1 Senior Shared Ride trip over the period.

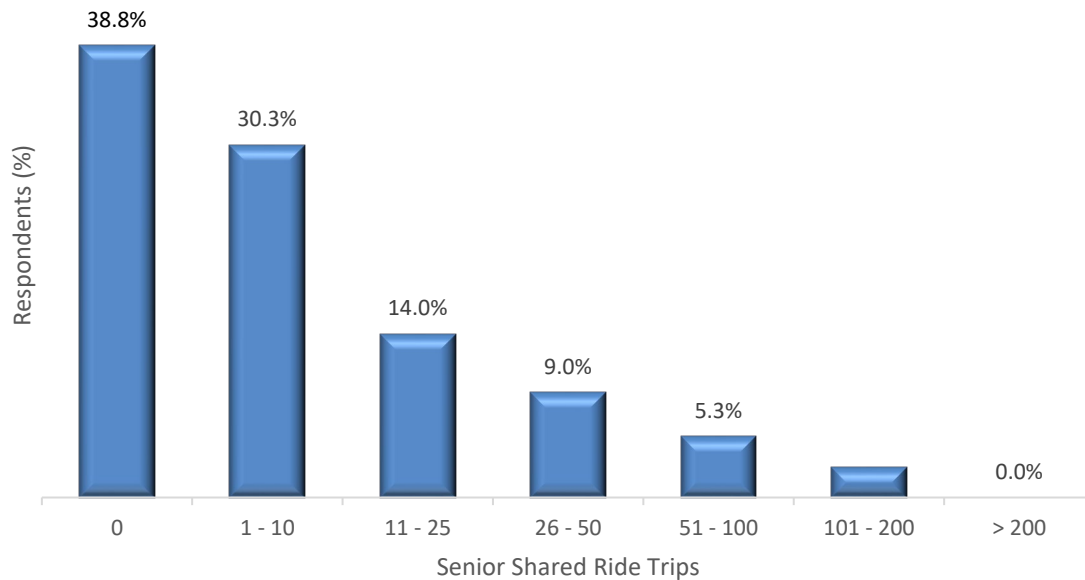


Figure 44 – Senior Shared Ride Trips (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 45. Not surprisingly, only a few of the MATP respondents took any Senior Shared Ride trips over the period.

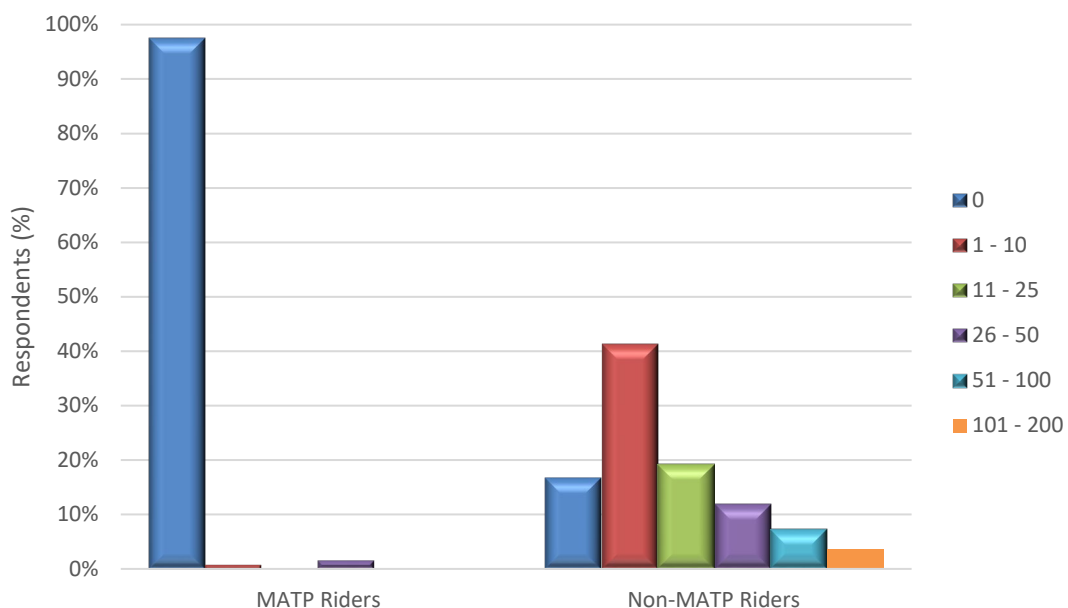


Figure 45 – Senior Shared Ride Trips (MATP vs. Non-MATP)

### Number of PwD Trips (during the 6 months prior to the survey) (Question 36)

The total number of PwD trips each respondent took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 46). Only about 2% took any PwD trips over the period.

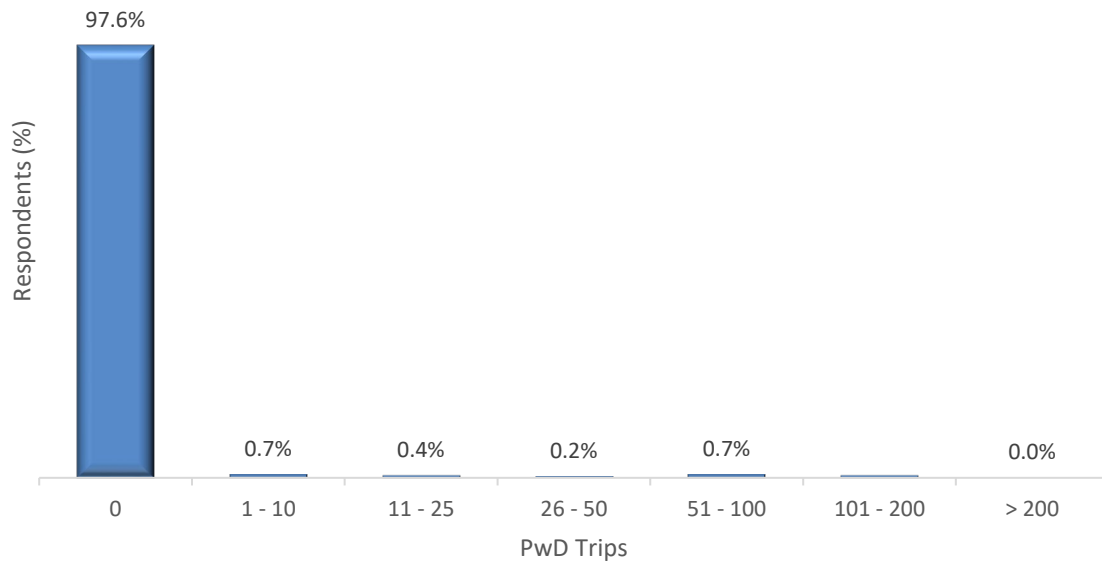


Figure 46 – PwD Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents shows little difference between these groups (see Figure 47).

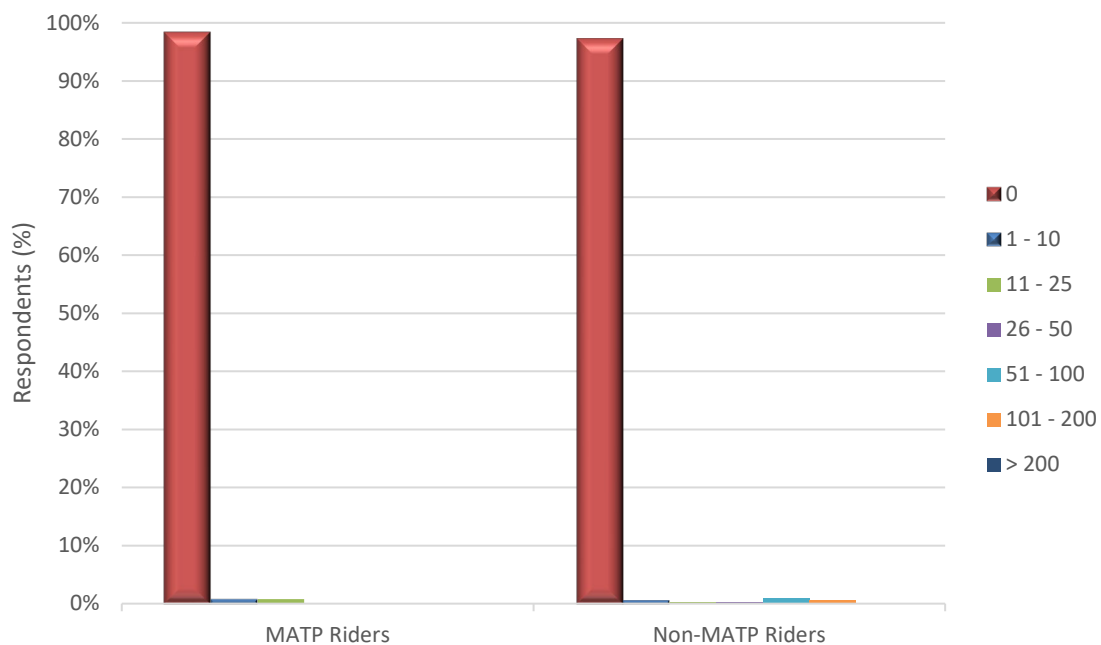


Figure 47 – PwD Trips (MATP vs. Non-MATP)

### Number of MATP Trips (during the 6 months prior to the survey) (Question 37)

The total number of MATP trips each respondent took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 48). Twenty-seven percent (27%) of the respondents took at least 1 MATP funded trip in the 6 months prior to the survey. This corresponds to the 124 MATP respondents.

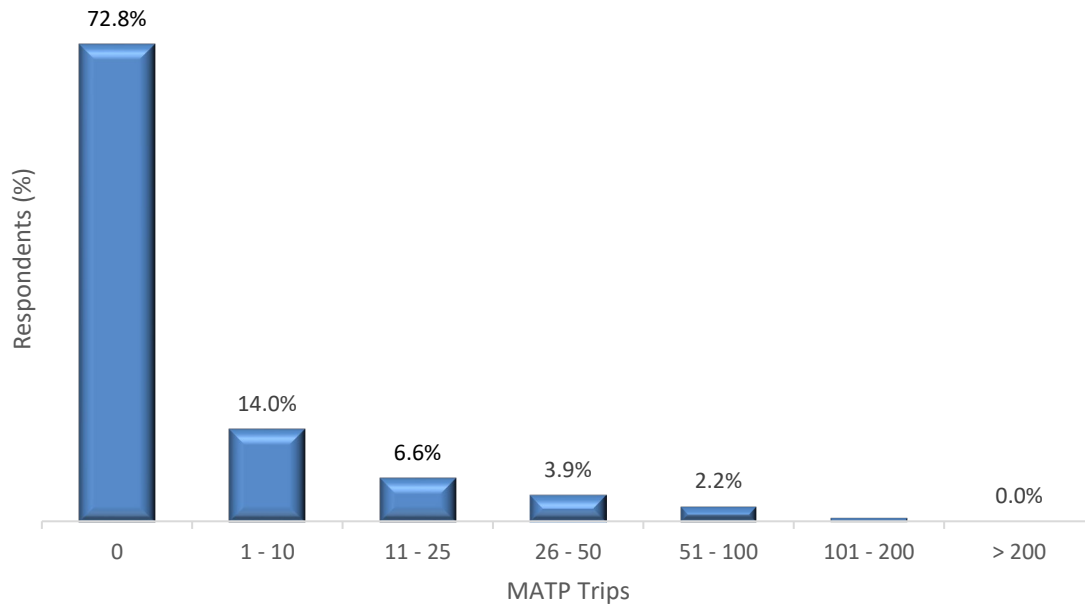


Figure 48 – MATP Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 49. As expected, the non-MATP respondents did not take any MATP funded trips.

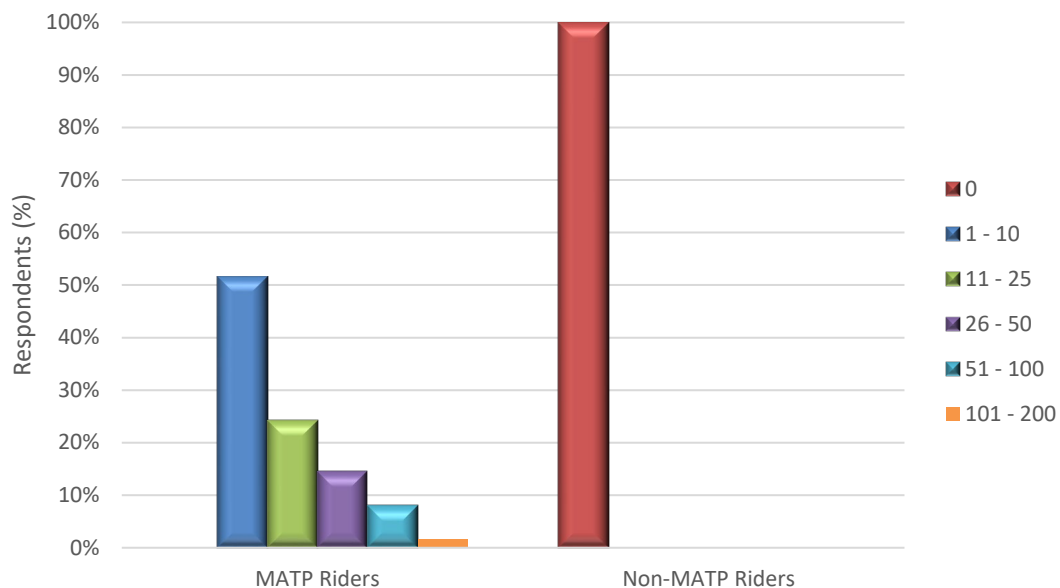


Figure 49 – MATP Trips (MATP vs. Non-MATP)

### Number of Educational Trips (during the 6 months prior to the survey) (Question 38)

The total number of trips respondents took for educational reasons in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 50). As is evident from the chart, none of the respondents took any trips for educational purposes over the period.

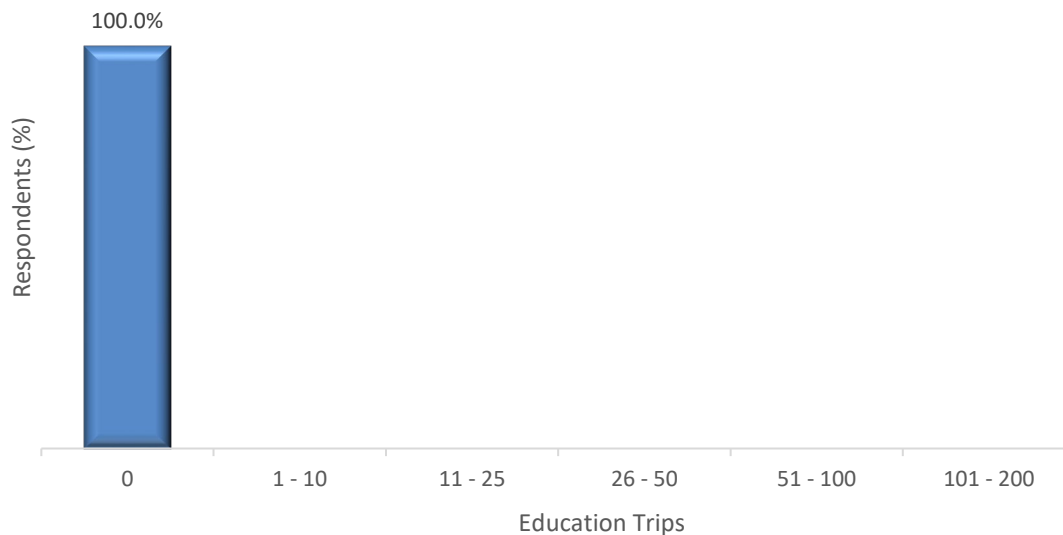


Figure 50 - Education Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 51. As expected, none of the respondents from either group took any trips for educational purposes over the six months prior to the survey.



Figure 51 - Educational Trips (MATP vs. Non-MATP)

### Number of Medical Trips (during the 6 months prior to the survey) (Question 39)

The total number of medical trips respondents took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 52). Ninety-one percent (91%) of the respondents took at least 1 medical trip over the period and 40% took more than 10 trips for medical purposes.

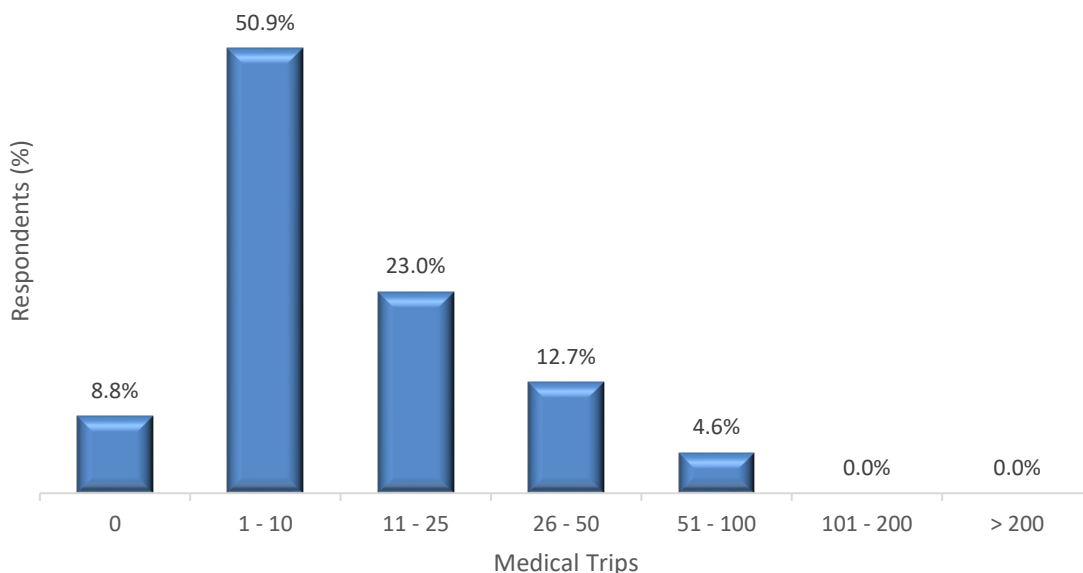


Figure 52 - Medical Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 53.

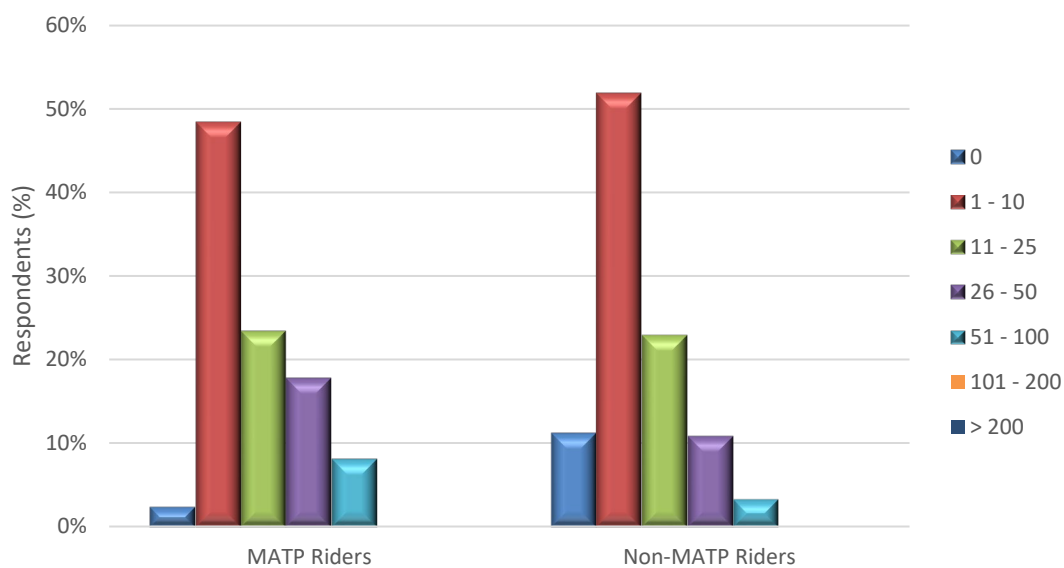


Figure 53 - Medical Trips (MATP vs. Non-MATP)

### Number of Recreational Trips (during the 6 months prior to the survey) (Question 40)

The total number of recreational trips respondents took in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 54, less than 5% of the respondents took 1 or more recreational trips over the period.

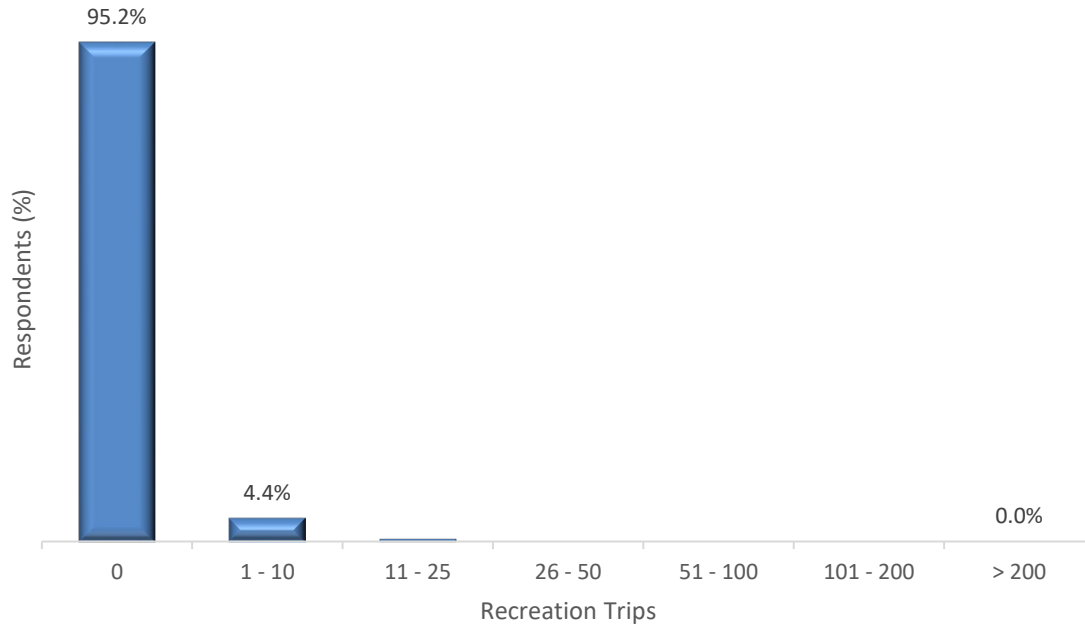


Figure 54 - Recreation Trips (System-Wide)

A comparison of the results for MATP and non-MATP respondents is shown in Figure 55.

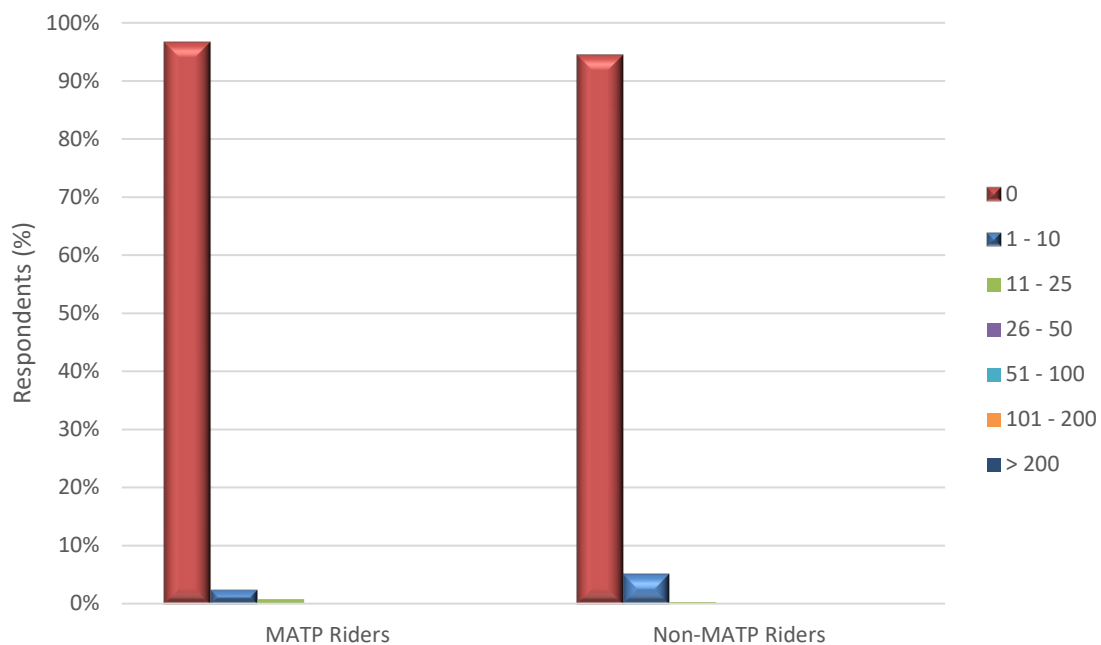


Figure 55 - Recreation Trips (MATP vs. Non-MATP)

### Number of Shopping Trips (during the 6 months prior to the survey) (Question 41)

The total number of shopping trips respondents took in the 6 months preceding the survey was retrieved from STS's Ecolane database (see Figure 56). Fifteen percent (15%) of respondents took 1 or more shopping trips over the period.

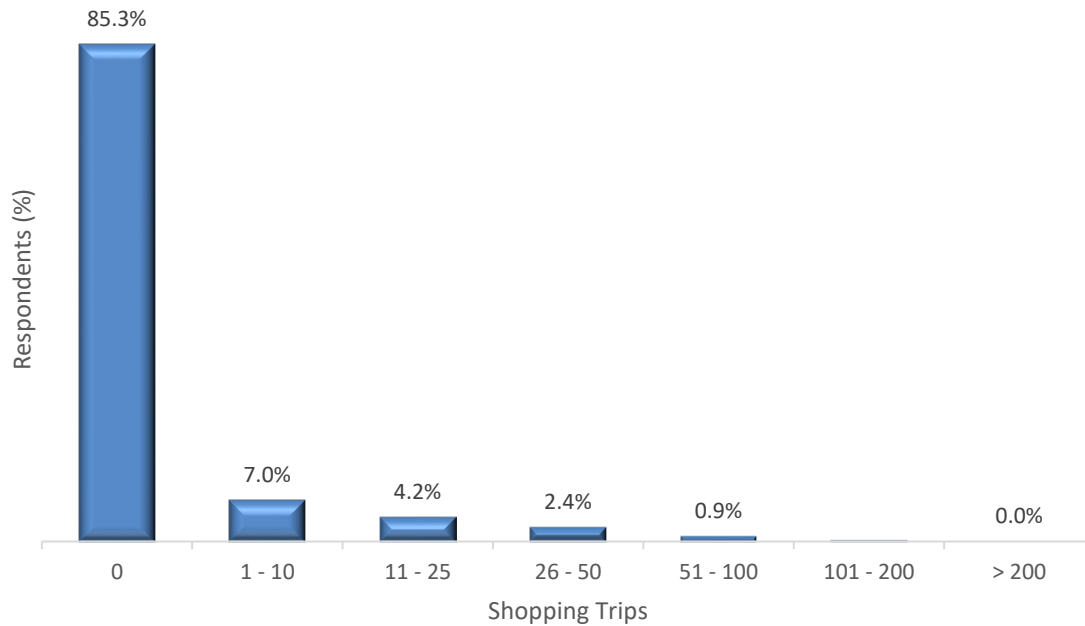


Figure 56 - Shopping Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 57.

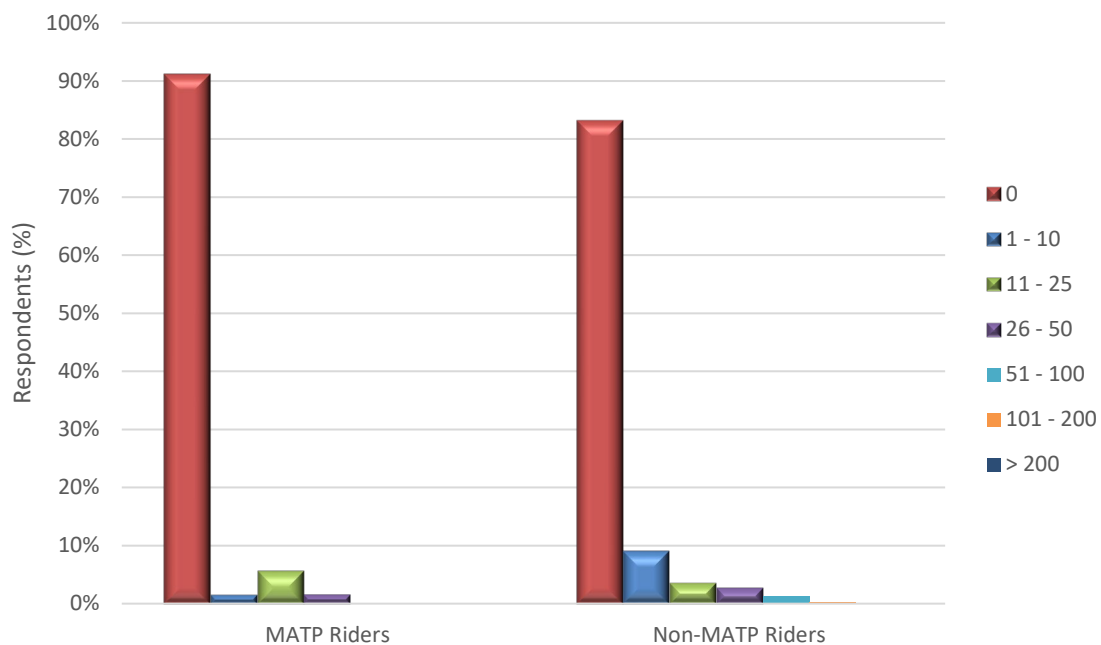


Figure 57 - Shopping Trips (MATP vs. Non-MATP)

### Number of Work Trips (during the 6 months prior to the survey) (Question 42)

The total number of work trips respondents took in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 58, only 2% of respondents took 1 or more work trips over the period.

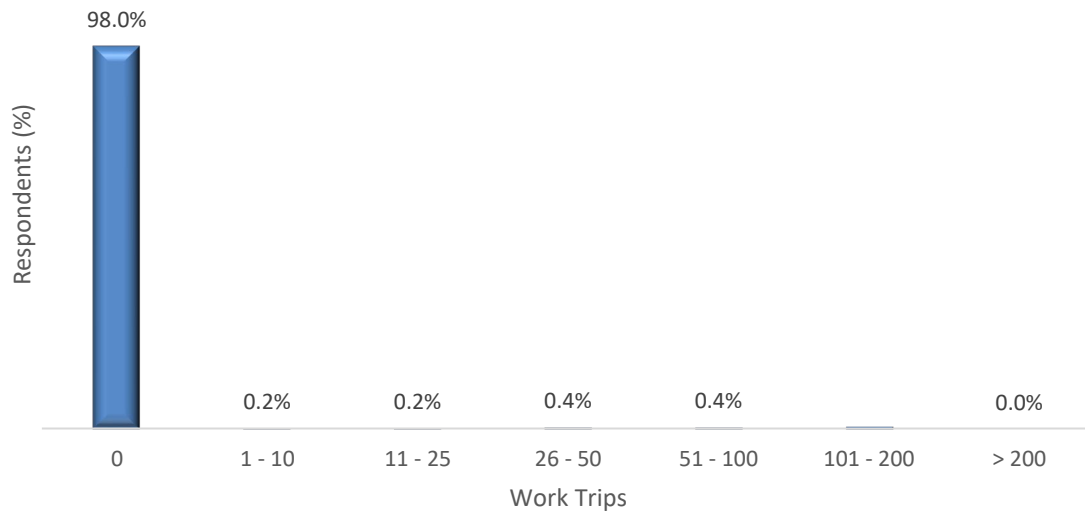


Figure 58 - Working Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 59.

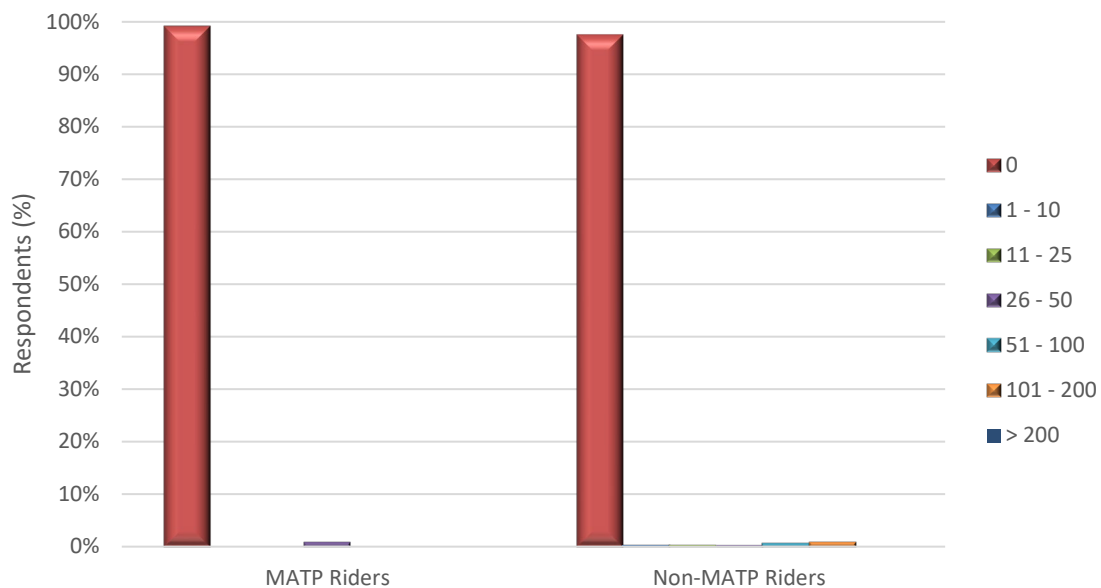


Figure 59 - Working Trips (MATP vs. Non-MATP)



### Number of Trips for Other Reasons (during the 6 months prior to the survey) (Question 43)

The total number of trips respondents took for other reasons (i.e., trips for purposes other than education, medical, recreation, shopping, and work) in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 61, 23% took 1 or more trips for other reasons over the period.

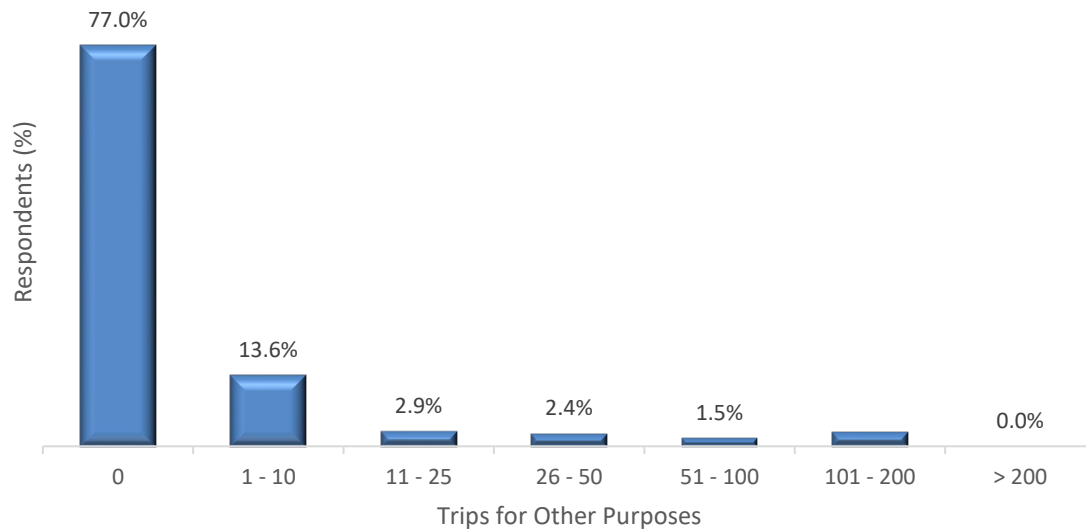


Figure 60 - Other Trips (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 62.

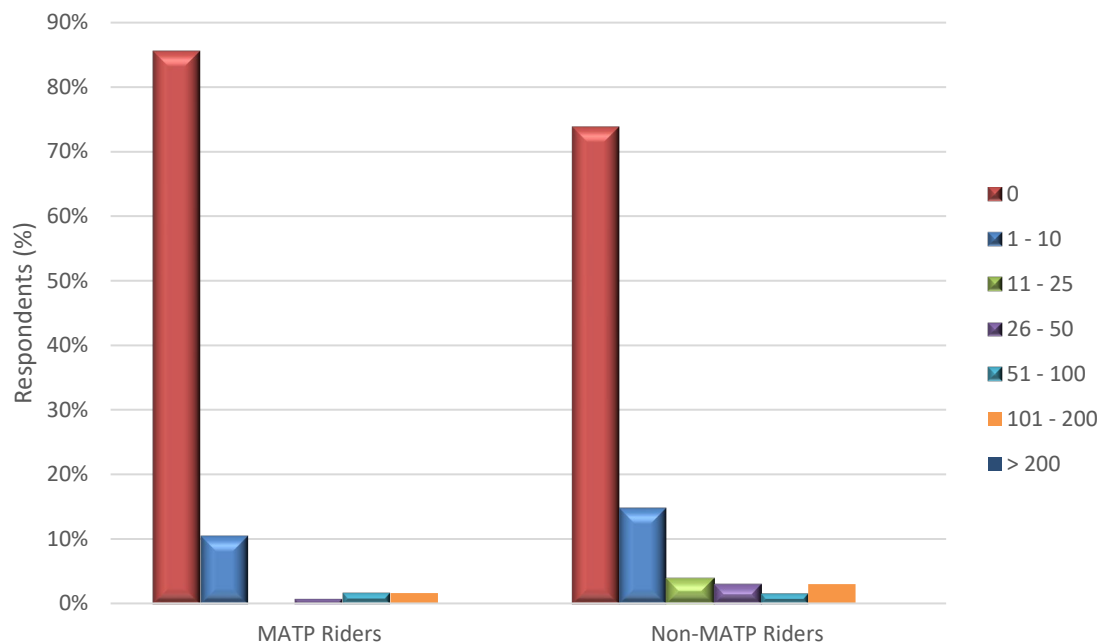


Figure 61 - Other Trips (MATP vs. Non-MATP)

### Average full fare for trips (during the 6 months prior to the survey) (Question 44)

The average full fare for trips taken in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 63, 86% of the fares were between \$20.01 and \$30.00.

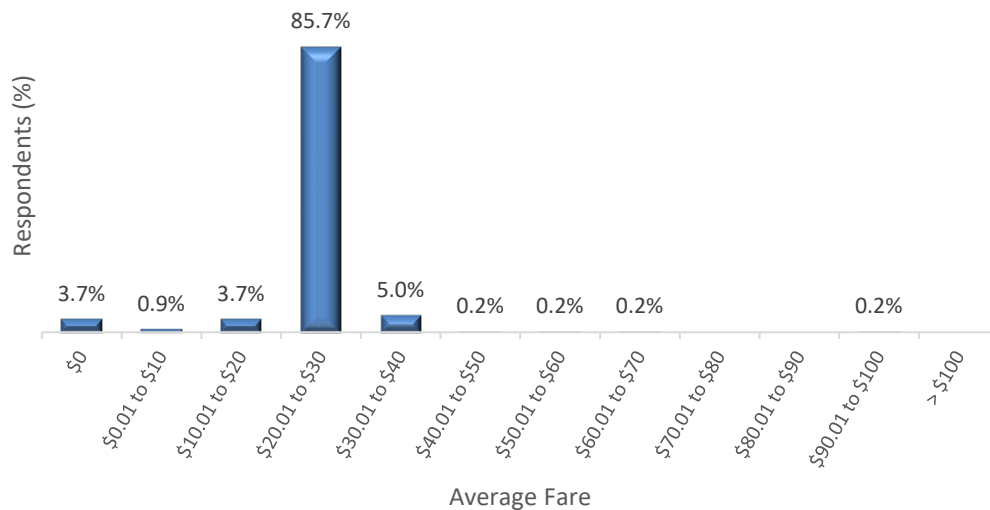


Figure 62 – Average Full Fare (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 63.

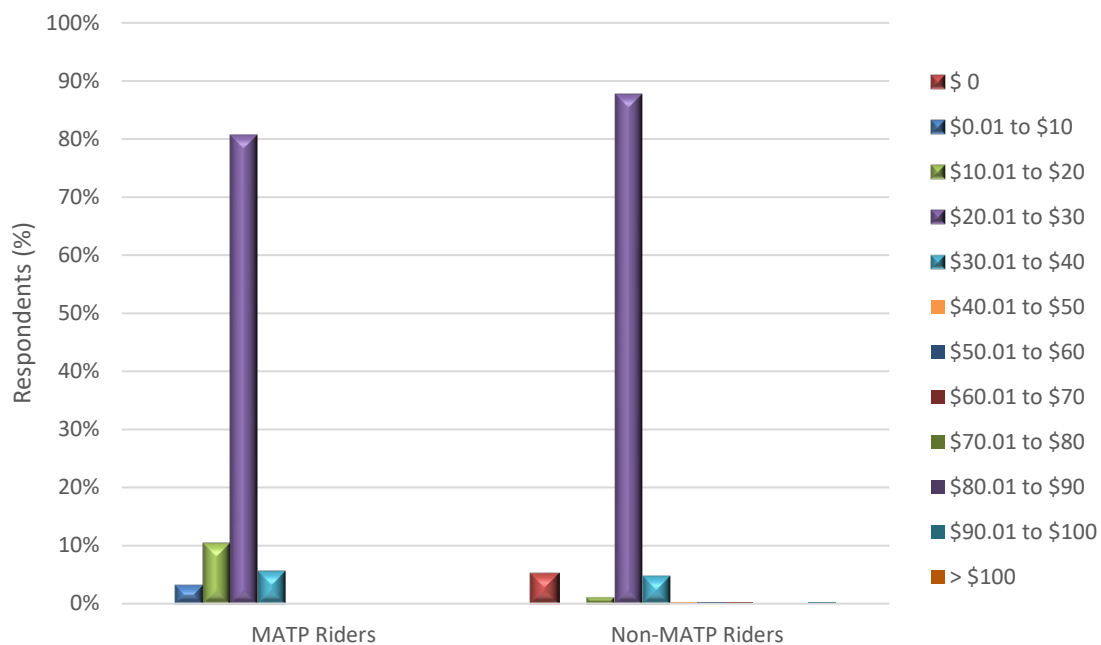


Figure 63 – Average Full Fare (MATP vs. Non-MATP)

### Average direct distance for trips (during the 6 months prior to the survey) (Question 45)

The average direct distance for trips taken in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 64, 93% of respondents had an average direct distance of 20 miles or less in the 6 months prior to the survey.

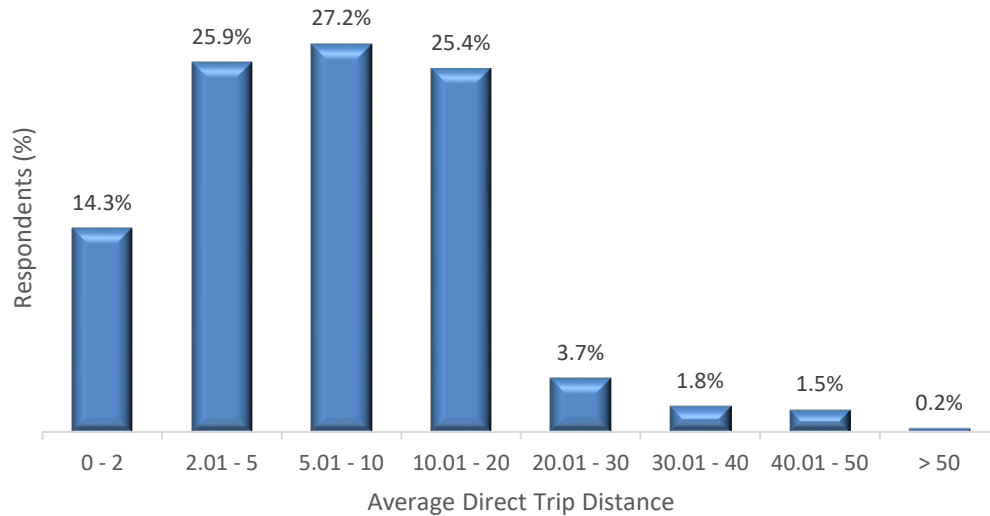


Figure 64 - Average Direct Distance (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 66.

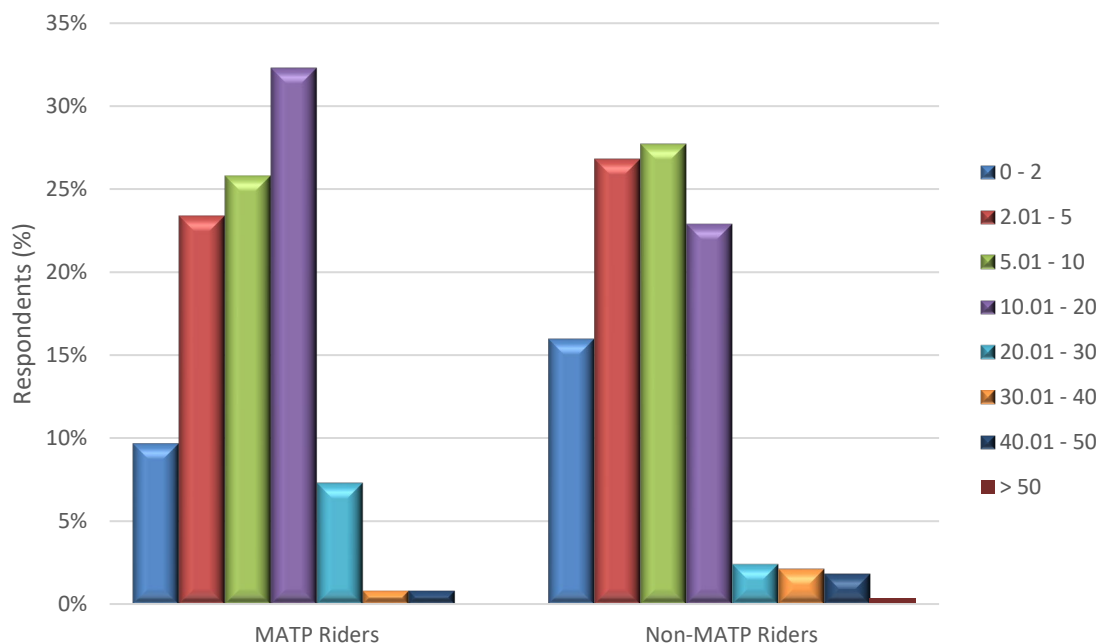


Figure 65 - Average Direct Distance (MATP vs. Non-MATP)

### Average onboard time for trips (during the 6 months prior to the survey) (Question 46)

The average onboard time for trips taken in the 6 months preceding the survey was retrieved from STS's Ecolane database. As shown in Figure 66, 97% of respondents had an average onboard time of 1 hour or less and 62% had an average onboard time of 30 minutes or less.

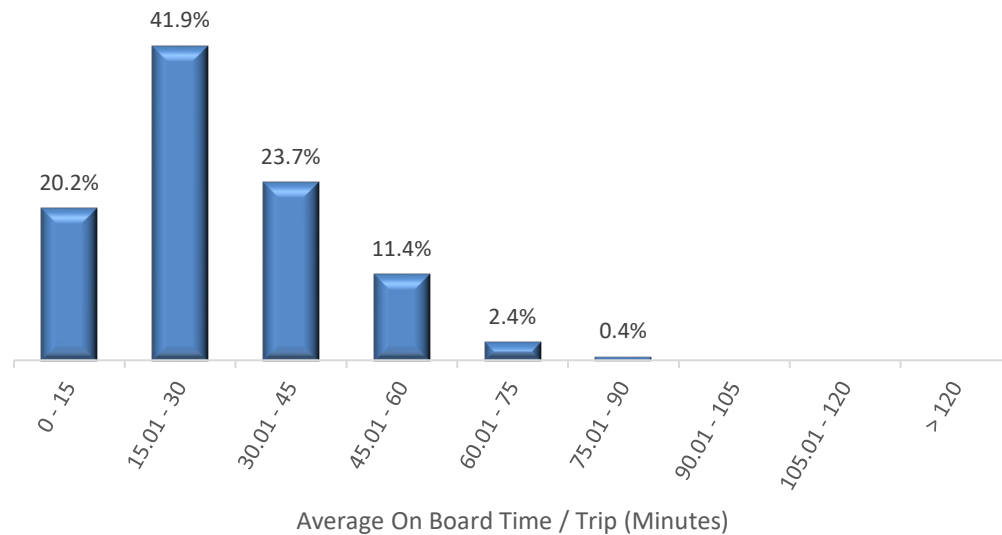


Figure 66 - Average onboard time (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 67.

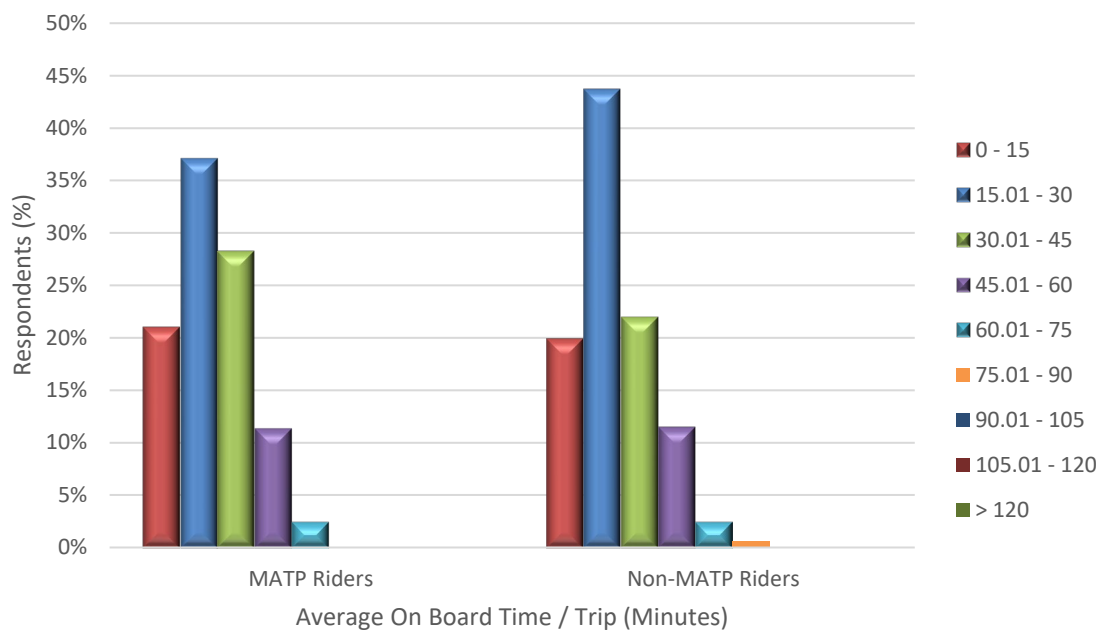


Figure 67 - Average onboard time (MATP vs. Non-MATP)

## Rider Characteristics

This section examines characteristics of the riders who use STS's shared ride service. The questions which assessed rider characteristics are shown in Table 12.

Question	Characteristic Assessed
<b>5</b>	Internet Access
<b>6</b>	Smart Phone Ownership
<b>16</b>	Willing to have a Follow-up Phone Call
<b>31*</b>	Gender
<b>32*</b>	Home Zip Code
<b>33*</b>	Age

**Table 12 – Rider Characteristics Questions**

\* Question did not appear on the survey. Data extracted from STS's Ecolane database.

### Internet Access (Question 5)

In Question 5, riders were asked if they had access to the Internet. As shown in Figure 69, 42% of the respondents have access to the Internet.

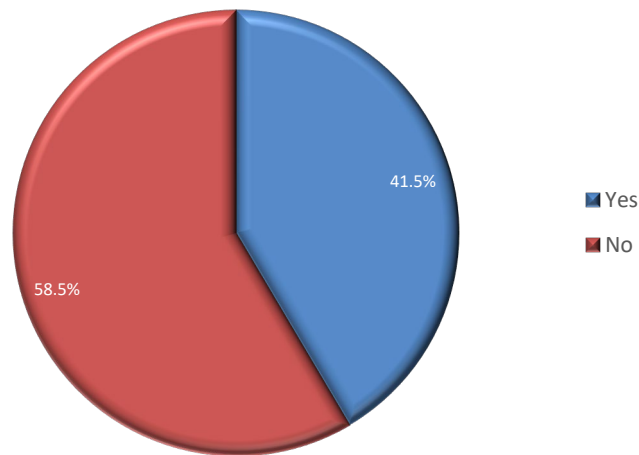


Figure 68 - Respondent Internet Access (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 70. As is evident from the figure, the Internet access was more common among MATP respondents (i.e., 65% vs. 33%).

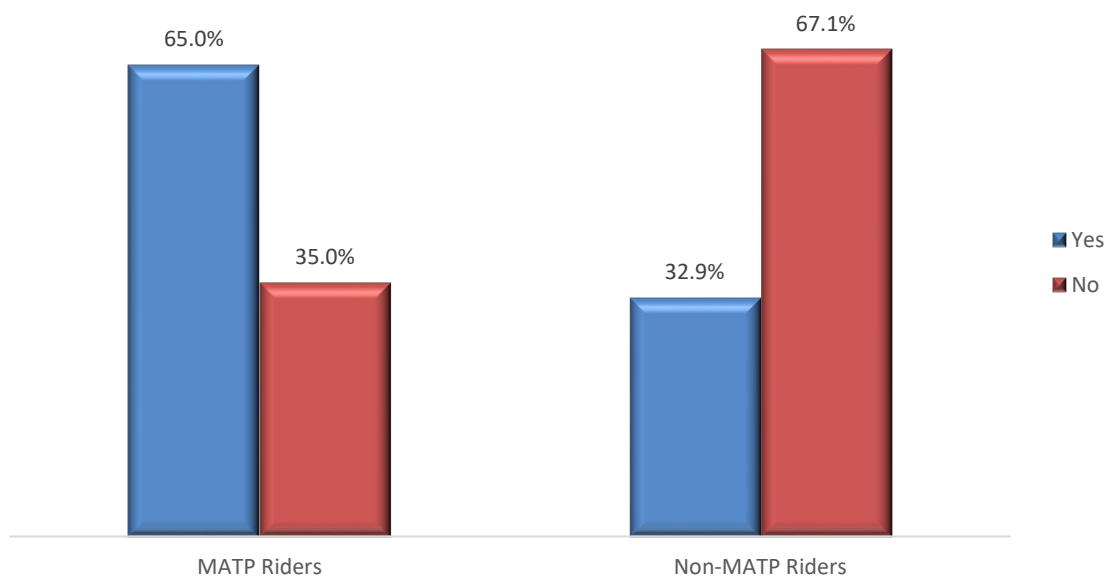


Figure 69 - Respondent Internet Access (MATP vs. Non-MATP)

### Smart Phone Ownership (Question 6)

Question 6 asked riders whether they own a smart phone. The results indicate that 39% of respondents have a smart phone (see Figure 71).

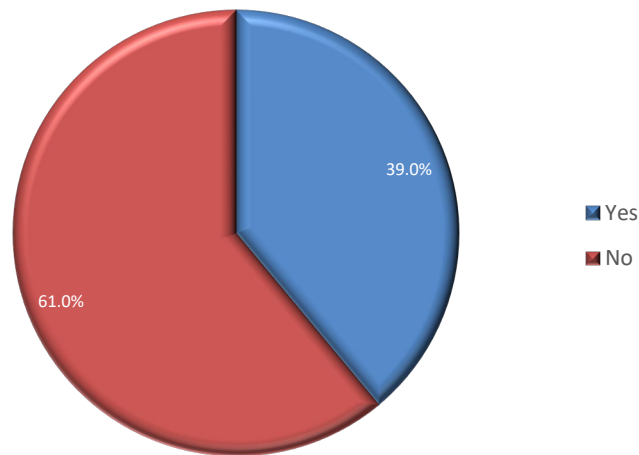


Figure 70 – Smart Phone Ownership (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 72. As with Internet access, smart phone ownership was much more prevalent among MATP respondents (i.e., 59% vs. 32%).

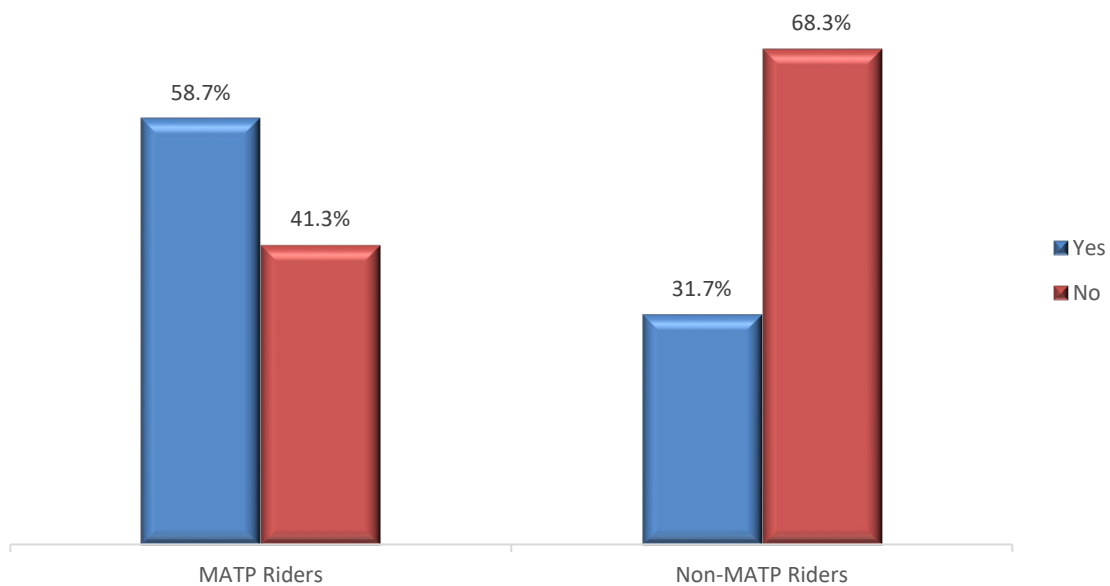


Figure 71 – Smart Phone Ownership (MATP vs. Non-MATP)

### Willingness to have a Follow-up Phone Call (Question 16)

Question 16 asked respondents if they would be willing to participate in a follow-up phone call about their survey. As shown in Figure 73, 43% indicated they would be willing to participate in a follow-up call.

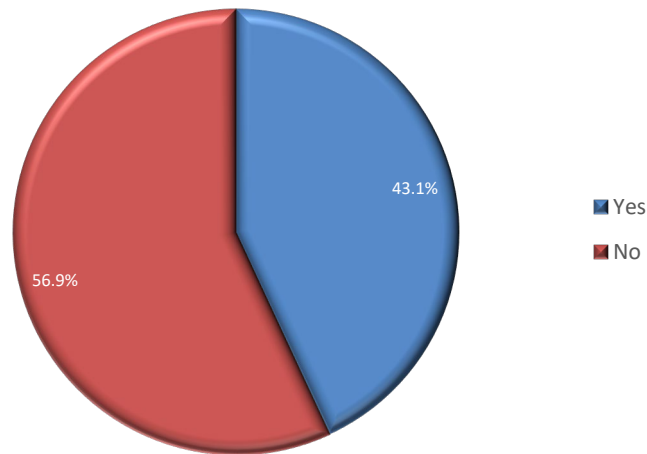


Figure 72 – Willingness to have a Follow-up Phone Call (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 74.

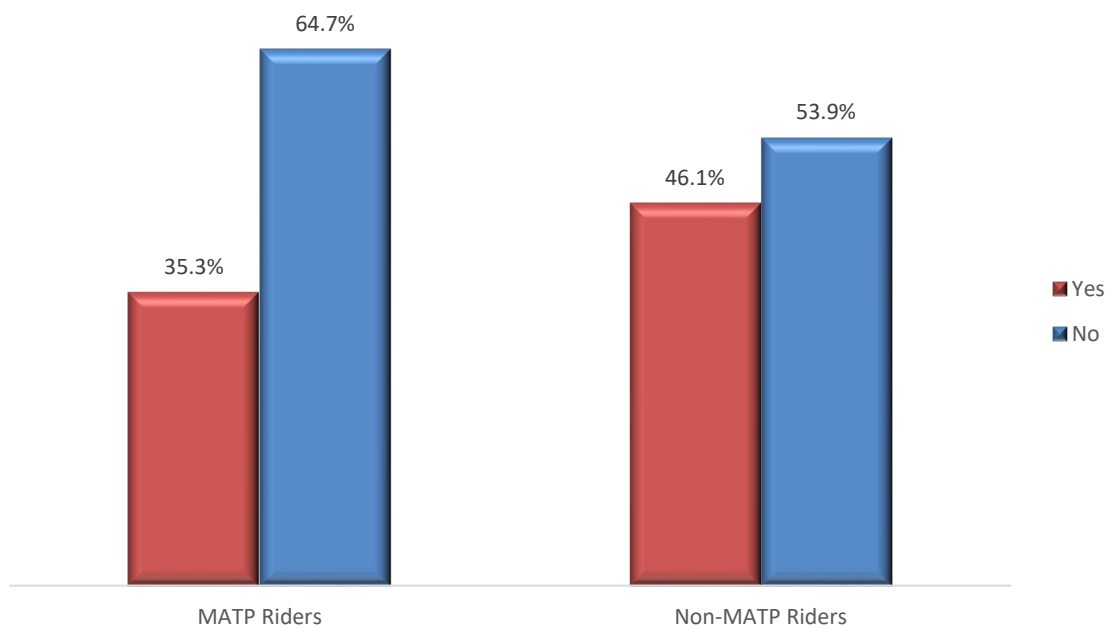


Figure 73 – Willing to have a Follow-up Phone Call (MATP vs. Non-MATP)



### Gender (Question 31)

Respondent gender was extracted from STS's Ecolane database and the results were tabulated (see Figure 75). The results show that 69% of the respondents were female. It should be noted that about 3% of the respondents did not have their gender identified in the Ecolane database.

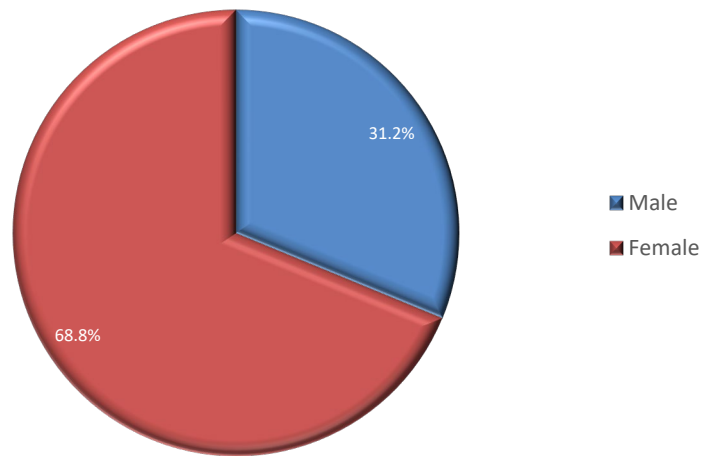


Figure 74 – Gender (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 76.

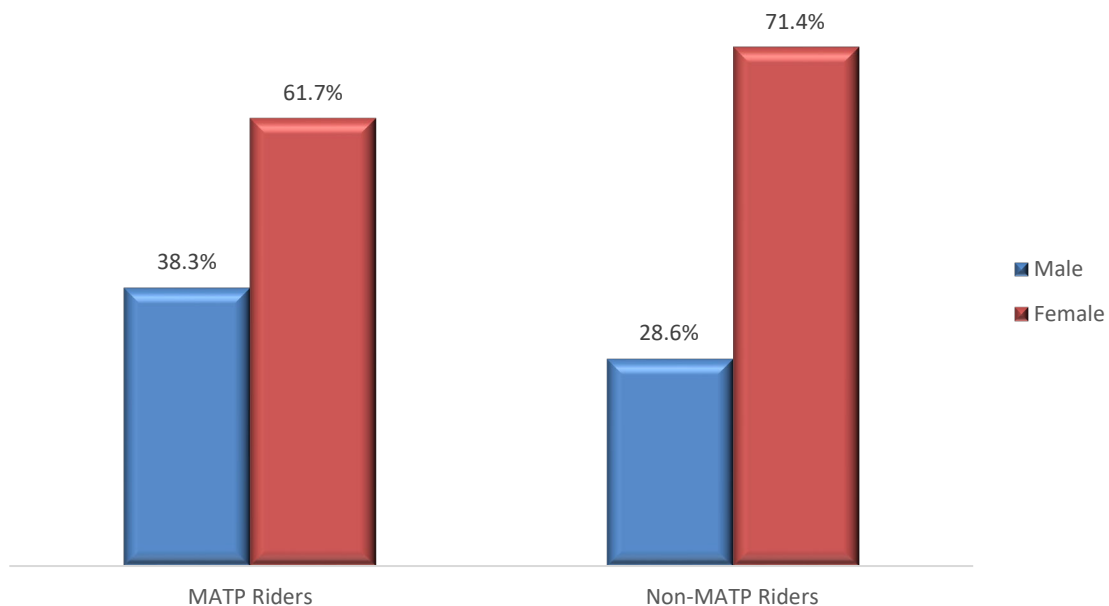


Figure 75 – Gender (MATP vs. Non-MATP)

## Home Zip Code (Question 32)

Respondent home zip code was extracted from STS's Ecolane database and the results were tabulated (see Figure 76).

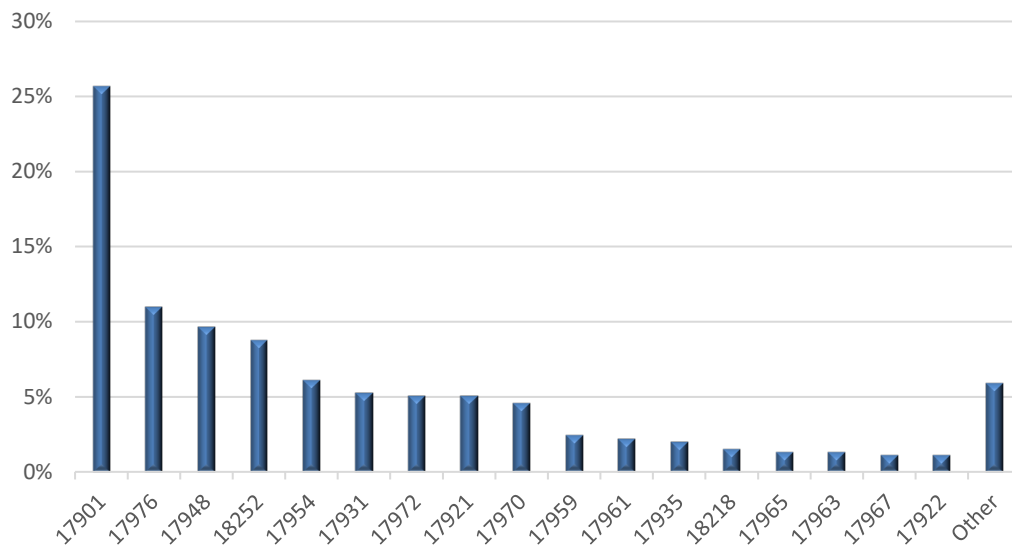


Figure 76 - Home Zip Code (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 77.

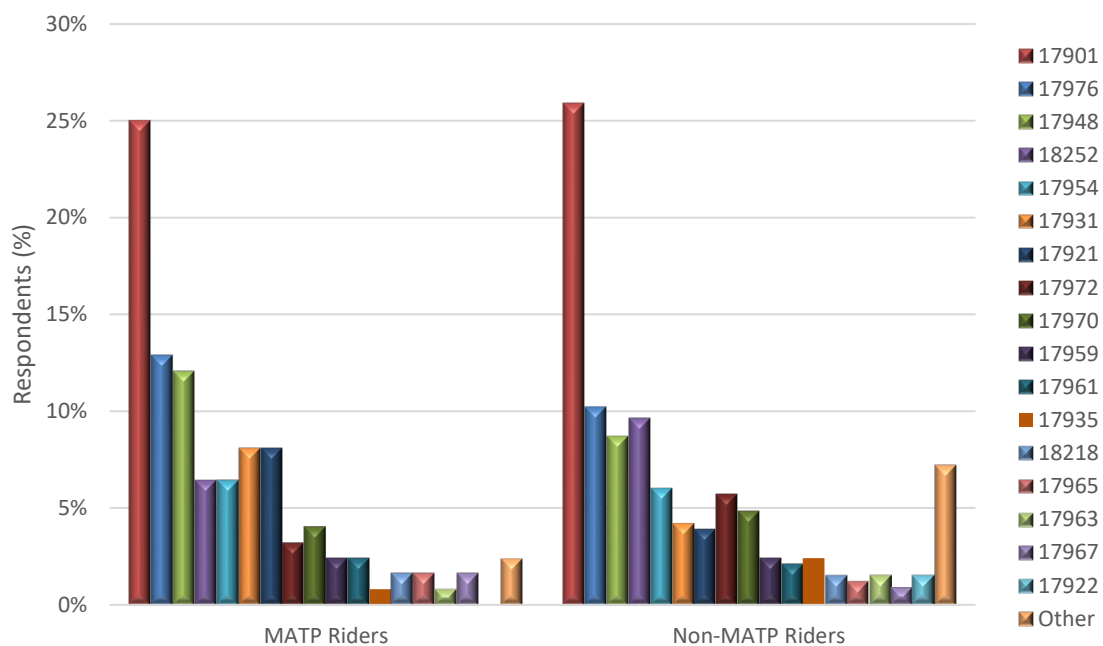


Figure 77 - Home Zip Code (MATP vs. Non-MATP)

### Age (Question 33)

Respondent age was extracted from STS's Ecolane database and the results were grouped by age categories (see Figure 79). The results show that 63% of the respondents were 65 or older.

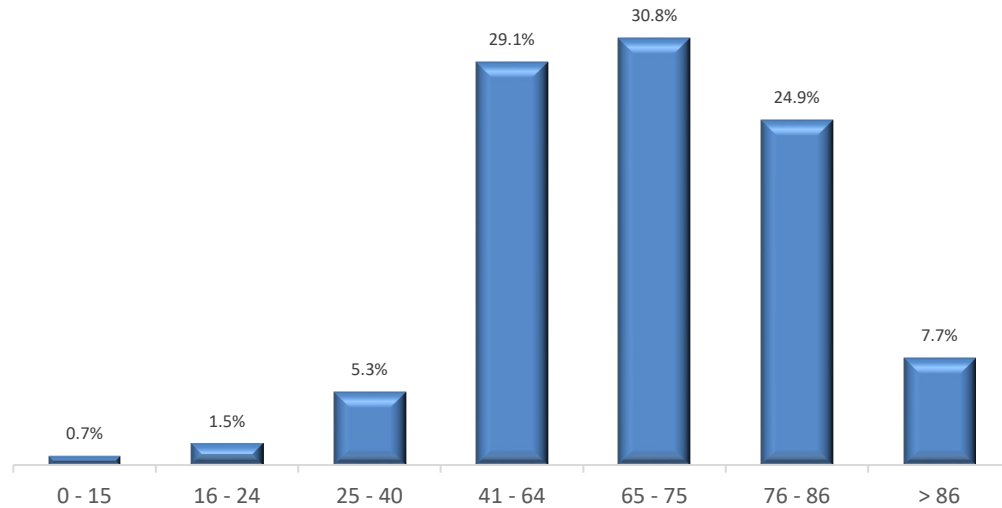


Figure 78 - Respondent Age (System-Wide)

A comparison of the results for the MATP and non-MATP respondents is shown in Figure 80. As expected, most of the MATP respondents are under 65.

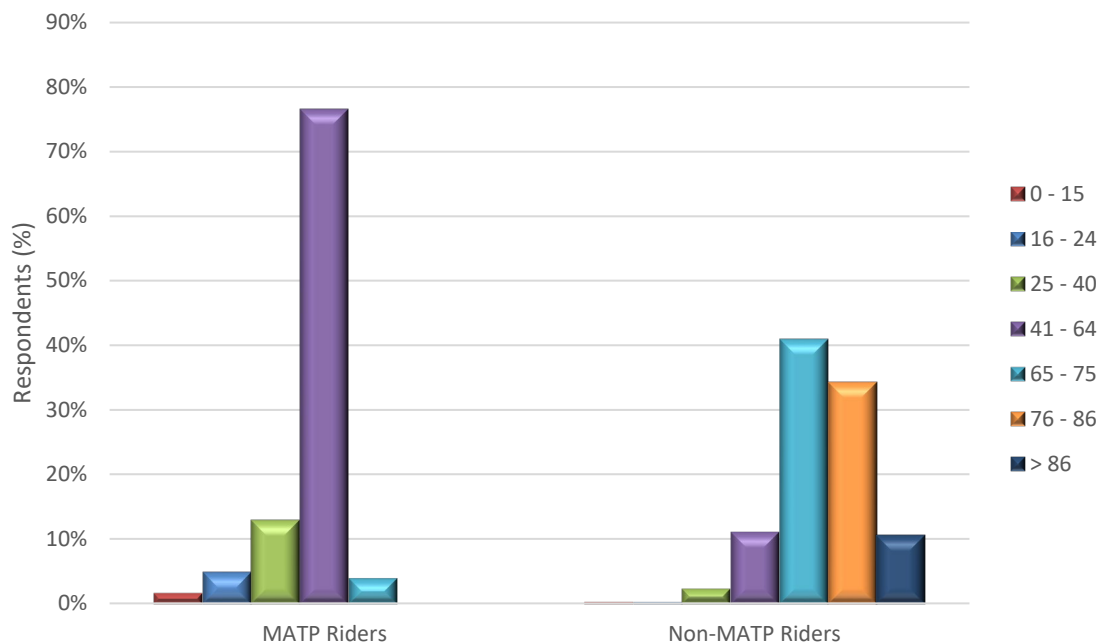


Figure 79 - Respondent Age (MATP vs. Non-MATP)



## Conclusion and Recommendations

### *Overall satisfaction with STS's shared ride service*

The results of the 2021 shared ride survey indicate that riders are generally satisfied with STS's shared ride service. Ninety-seven percent (97%) of the respondents indicated they are "satisfied" or "very satisfied" with the service and 16 out of 17 performance measures received average ratings above 4 on a scale from 1 to 5. In addition, much of the open-ended feedback provided by respondents reflected a favorable perception of the service, drivers, and other staff. Eighty-five (85) respondents provided favorable comments about STS's service, 39 complimented the drivers and 12 complimented the CSR's and other staff.

While the results of the survey strongly suggest a rider population that is satisfied with STS's service, analysis of the data reveals areas where there may be opportunities for improvement. The remainder of this section offers some observations and suggestions for STS to consider.

### *Wait time for return trips*

Riders most significant concern with the service is the length of time it can take to get a return trip. This conclusion is based on the following survey results:

- The performance measure "wait time for return trip" received the lowest average rating (3.92) and the highest percentage of unfavorable ratings (19%) of all the performance measures.
- "Shorten wait time for return trip" was the service improvement with the highest interest among respondents receiving an aggregate score of 100.
- Fourteen (14) respondents expressed concerns about the time needed to wait for a return trip in the open-ended feedback.

Recommendations to evaluate / address this concern:

- Examine specific examples of trips where riders needed to wait a long time for a return trip to better understand the root cause(s) and identify potential solutions.
- Advise riders to consider traveling during non-peak times when the agency's resources are in less demand.
- Increase service capacity during peak times.

### *Additional service days / times*

There is significant interest among riders in expanding service days and times. This is evidenced by the following survey results:

- "Service days / times" received one of the lowest average ratings (4.34) of all the performance measures.
- The service improvement which received the second highest aggregate score (85) is "expand the days and hours of operation."
- Fifty-one percent (51%) of respondents who were denied at least one trip request in the six months prior to the survey indicated they were told there was no service at the date and time of their request.
- Five (5) respondents requested expanded service days / times in the open-ended feedback.

Recommendations to evaluate / address this concern:

- Assess the specific days and times of most interest to riders which fall outside of STS's service schedule by soliciting additional feedback from riders.
- Estimate the anticipated ridership who would use the service during these days / times.
- Consider expanding the service days and times where feasible.

### ***Service area expansion / additional permitted destinations***

Riders would like to see STS offer service to some locations which are currently not permitted. This conclusion is based on the following results from the survey:

- The performance measure "allowed destinations" received a relatively low average rating (4.36).
- "Expand the Service Area" was one of the service improvements of most interest to the respondents, receiving an aggregate score of 67 on a scale from 1 to 100.
- Eleven (11) respondents expressed a desire for service to additional locations in the open-ended feedback.
- More than a third (35%) of the respondents who had trip denials indicated they were told that STS did not provide service to their requested location.

Recommendations to evaluate / address this concern:

- Identify the locations of greatest interest to riders which are not currently served by soliciting additional feedback from riders.
- Evaluate the cost / benefit for allowing service to select locations.
- Consider offering service to those locations where the demand justifies the associated costs.

### ***Providing Same Day Service***

Riders have an interest in same day service to meet some of their transportation needs. This conclusion is based on the following survey results:

- The performance measure "advanced reservation policy" received a relatively low average rating (4.36).
- Respondents showed significant interest in the service improvement "offer same day service" which received an aggregate score of 62 on a scale from 1 to 100.
- Five (5) respondents expressed a desire for same day service in the open-ended feedback.

Recommendations to evaluate / address this concern:

- STS may want to explore opportunities to provide some level of same day service in the future.

### ***Reducing ride time***

Riders have concerns with the amount of time they spend in transit getting to their destinations. This conclusion is based on the following survey results:

- "Time on-board the vehicle" received the second lowest average rating of all the performance measures (4.34).
- The service improvement "decrease time on vehicle" received a relatively high aggregate score of 56.
- Five respondents expressed dissatisfaction with the amount of time they spend on the vehicle.

Recommendations to evaluate / address this concern:

- Assess cases where the ride time is excessive in comparison to the ideal travel time to determine the root cause(s) the long travel times.
- Advise riders to travel during non-peak times when on-board time might be shorter.
- Increase service capacity during peaks times.

### ***Improving on-time performance***

Riders have some concerns with on-time performance. This conclusion is based on the following survey results:

- The performance measure “got picked-up on time” received a relatively low average rating (4.35).
- Nine (9) respondents relayed concerns with on-time performance in the open-ended feedback.

Recommendations to evaluate / address this concern:

- Evaluate the percentage of trips which were early or late over a recent time period.
- Evaluate how early or late the trips were (e.g., 5 min vs. 30 min).
- Review the types of trips which were early or later (e.g., shopping trip vs. dialysis trip).
- If the results of the assessment warrant it, identify operational strategies for improving schedule adherence.

### ***Assessing complaint resolution procedures***

Riders sometimes do not receive timely follow-up on complaints they file. This conclusion is based on the following survey results:

- Twenty-four percent (24%) of the respondents who filed 1 or more complaints said there wasn’t any follow-up on their complaint(s).
- Thirteen percent (13%) of the respondents who filed 1 or more complaints said their issue was not resolved in a timely fashion.

Recommendations to evaluate / address this concern:

- Review complaint records to determine if customer complaints are being handled in accordance with STS’s policies.
- If warranted, STS could provide refresher training to the staff assigned with handling complaints to ensure all complaints are addressed in a reasonable time frame.

### ***Promoting Awareness of the Free Transit Program***

A significant number of riders are not aware that seniors are eligible to ride fixed route service for free. This conclusion is based on the following survey results:

- Twenty-nine percent (29%) of respondents indicated they didn’t know that seniors can ride fixed route for free.

Recommendations to evaluate / address this concern:

- Explore alternatives for promoting the free transit program among shared ride riders.

### ***Adding Fixed Route Stops***

One of the major obstacles for some shared ride riders in using fixed route is that there are no stops close to where they live and / or want to go. This conclusion is based on the following survey results:

- More than half of the respondents who said they don't use fixed route (53%) indicated they have difficulty getting to a bus stop.

Recommendations to evaluate / address this concern:

- Solicit additional feedback from riders to identify potential fixed route stops which would make fixed route more accessible to them.
- Evaluate the feasibility of implementing some fixed route modifications which would allow STS to service some of these stops.

### ***Survey follow-ups***

Forty-three percent (43%) of respondents indicated they would be willing to participate in a follow-up phone call. STS may wish to contact some of these respondents to gain a better understanding of some of the key issues which were raised on the survey.

### ***Review of open-ended feedback***

The open-ended feedback provided by the respondents provides some of the most useful information captured by the survey. Since it is unstructured, it allows riders to express their most important concerns in their experience with the service. While this report has attempted to summarize and evaluate the topics which were most frequently mentioned, STS would derive additional value by reading through the open-ended comments.

### ***Publishing survey results***

STS may want to publish the results of the survey along with any planned actions in response to the findings. This will send a message to the riders that their concerns and feedback are being carefully considered and used to improve the service. Methods of publicizing this information include posting the results on a website and / or Facebook page, distributing a flyer on the vehicles and holding a public meeting.

### ***Acknowledging staff for favorable survey results***

The favorable results in rider satisfaction are in large part a reflection of the efforts of STS's staff. In fact, the 4 of the 5 highest rated performance measures pertained to drivers and customer service staff. STS should consider sharing the survey results with their staff and subcontractors and acknowledging them for their efforts.



## References

PennDOT. (2020). Pennsylvania Public Transportation, Annual Performance Report, Fiscal Year 2018-19.

United States Census Bureau. (2020). 2020 Decennial Census



## **Appendix A – Survey**



## Survey Instructions

### Dear Valued Rider,

On behalf of Schuylkill Transportation System (STS), we are asking riders to complete a short survey to help them improve their *shared ride*\* service. With the exception of questions 14 and 15, the focus of this survey is on STS's *shared ride*\* services. Please base your answers on your experiences with the service over the past 6 months. Your personal identity will not be shared with STS unless you select "yes" to Question 16. Please put the completed survey in the enclosed, postage paid, return envelope and place it in the mail. To ensure your survey responses will be included in the final report, please return your completed survey within the next two weeks.

Some of the words and phrases used on the survey which may be unclear to you are defined below. These words and phrases have an asterisk next to them on the survey.

*Customer Service* – People who answer the telephone at STS to answer your questions and help you reserve a trip.

*Fixed-Route* – Buses which follow a route according to a published schedule. To use fixed-route buses, you need to be able to get to and from the bus stop.

*Picked Up On-time* – A pickup is on-time when the vehicle arrives within the 30-minute time window that was given to you when you called to reserve the trip.

*Shared ride* – A curb-to-curb transportation service which utilizes predetermined pick-up and return destinations. These services must be scheduled by noon the day prior to the appointment.

### Important Note:

If a question is noted with "**check all that apply**", you can select more than one answer choice and they will each be recorded by the scanner used to process the surveys. For all other questions, you should only select a single answer choice since the scanner will only record one of your answers even if you select more than one.

**If you need help completing the survey, you may call (717) 836-3337 for assistance.**

THANK YOU FOR HELPING Schuylkill Transportation System IMPROVE THEIR SERVICE!

## Schuylkill Transportation System

### Shared Ride\* Customer Satisfaction Survey

1) How long have you been using this *shared ride*\* service?

- |  |  |
|--|--|
| <input type="checkbox"/> More than 3 years | <input type="checkbox"/> 1 month to 1 year |
| <input type="checkbox"/> 1 - 3 years       | <input type="checkbox"/> Less than a month |

2) Why do you use *shared ride*\* services over other transportation options? (**Check all that apply.**)

- ☐ No other transportation options
- ☐ Convenience
- ☐ Cost
- ☐ Disability
- ☐ Group trip
- ☐ Independence
- ☐ Other

3) How did you first learn about *shared ride*\* services? (**Select only one answer.**)

- |   |  |
|---|--|
| <input type="checkbox"/> Advertisement                      | <input type="checkbox"/> Senior center                 |
| <input type="checkbox"/> Saw a <i>shared ride</i> * vehicle | <input type="checkbox"/> Case worker                   |
| <input type="checkbox"/> STS's website                      | <input type="checkbox"/> Outreach event / presentation |
| <input type="checkbox"/> Friend / Family member             | <input type="checkbox"/> Don't remember                |
|   | <input type="checkbox"/> Other                         |

If "Other," please specify

4) Over the past 6 months, how many times have your requests to travel been denied?

- |                                 |  |
|---------------------------------|--|
| <input type="checkbox"/> None   | <input type="checkbox"/> 2 - 4 times     |
| <input type="checkbox"/> 1 time | <input type="checkbox"/> 5 or more times |

If you had at least 1 travel request denied, please indicate the reason(s). (**Check all that apply:**)

- ☐ I was told there is no service to the location I requested
- ☐ I was told there is no service at the day and time of my request
- ☐ I am not sure why my request was denied

5) Do you have Internet access?

- ☐ Yes ☐ No

6) Do you have a smart phone?

- ☐ Yes ☐ No

7) Have you made any complaints to Schuylkill Transportation System?

- ☐ Yes ☐ No

If you answered "yes", how satisfied were you with the response? (**Check all that apply.**)

- ☐ My concern(s) were resolved to my satisfaction
- ☐ My concern(s) were not resolved in a timely manner
- ☐ There was no follow up
- ☐ The answer(s) I received did not meet my expectations

8) How well do the travel times you are offered meet your needs?

- ☐ I am always offered the times I ask for
- ☐ I am generally offered times that work for me
- ☐ The times offered to me often don't meet my needs

9) Before you began using *shared ride*\* services you were asked to complete an application. What did you think of the application process? (**Check all that apply**)

- ☐ Quick and easy to understand
- ☐ Confusing
- ☐ Took too long
- ☐ Too many forms to complete
- ☐ Don't remember

\* Please see cover letter for definitions of terms

10) Please rate STS in the following areas based on your experiences over the past 6 months:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Applicable
Overall satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Got <i>picked up on-time</i> *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Got to appointment on-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness inside the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort on the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time on-board the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and skilled drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver securing my wheel chair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly <i>customer service</i> *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledgeable <i>customer service</i> *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone calls are answered quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prior day reservation policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allowed destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service days / times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fare / Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wait time for return trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In questions 11-13 please indicate which of the following service improvements are of most interest to you.

- |   |   |
|---|---|
| A. Decrease the time on the vehicle       | E. Improve the quality of the drivers               |
| B. Decrease the cost of the service       | F. Improve the quality of <i>customer service</i> * |
| C. Expand the service area                | G. Offer same day service                           |
| D. Expand the days and hours of operation | H. Shorten wait time for return trip                |

11) Which is the MOST important service improvement? (**Select only one answer.**)

- ☐ A    ☐ B    ☐ C    ☐ D    ☐ E    ☐ F    ☐ G    ☐ H

12) Which is the SECOND most important service improvement? (**Select only one answer.**)

- ☐ A    ☐ B    ☐ C    ☐ D    ☐ E    ☐ F    ☐ G    ☐ H

13) Which is the THIRD most important service improvement? (**Select only one answer.**)

- ☐ A    ☐ B    ☐ C    ☐ D    ☐ E    ☐ F    ☐ G    ☐ H

\* Please see cover letter for definitions of terms

14) Do you ever use STS's *fixed route*\* bus service?

☐

Yes

☐

No

If not, why? (**Check all that apply.**)

☐

Difficulty getting to a bus stop

☐

Difficulty boarding the bus

☐

Bus is uncomfortable

☐

Bus stops are not safe / comfortable

☐

Not available in my area

☐

Can't wait outside that long

☐

Bus schedules are too confusing

☐

Doesn't go where I need to go

15) Did you know that STS's *fixed route*\* bus service is free for riders who are 65 or older?

☐

Yes

☐

No

16) Would you be willing to participate in a follow-up phone call about your survey responses?

☐

Yes

☐

No

If you answered "yes", please enter your phone number in the box below.

--	--	--	--	--	--	--	--	--	--

Are there any other comments you'd like to make about STS's *shared ride*\* services?

**(Please write legibly and keep all comments within the box below.)**


THANK YOU FOR HELPING SCHUYLKILL TRANSPORTATION SYSTEM IMPROVE THEIR SERVICE!

\* Please see cover letter for definitions of terms

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