



Paratransit Operations Improvements

Customer Surveys

November 1, 2022



Operational Priorities

- Leverage Scheduling Technology
- *Improve the Customer Service Experience*
- Modernize Communication Technology
- *Increase on time performance (OTP)*
- Reduce on-board travel times (OBT)

NOBLE Survey

- Northern Ohioans for Budget Legislation Equality
 - Survey February 2020 – March 2021
 - Met with NOBLE via CAC (ADA) & Conference call
- 55 Survey Responses
- Included Demographics (results mirrored Traction)
- Overall Customer Experience (application & use)
- Top concerns of customers

NOBLE Survey Results

- Top Concerns
 - Application is difficult
 - Reapplication is undesirable
 - OTP
 - Safer pick-up and drop-off locations
 - Customer Service

NOBLE Survey Results

- Overall User Experience 3.4 out of 5
- On time performance 3.4 out of 5
- Operators' customer service 3.8 out of 5
- Dispatch communications 3.3 out of 5
- Reservations communication 3.7 out of 5
- Younger riders rated their experience lower

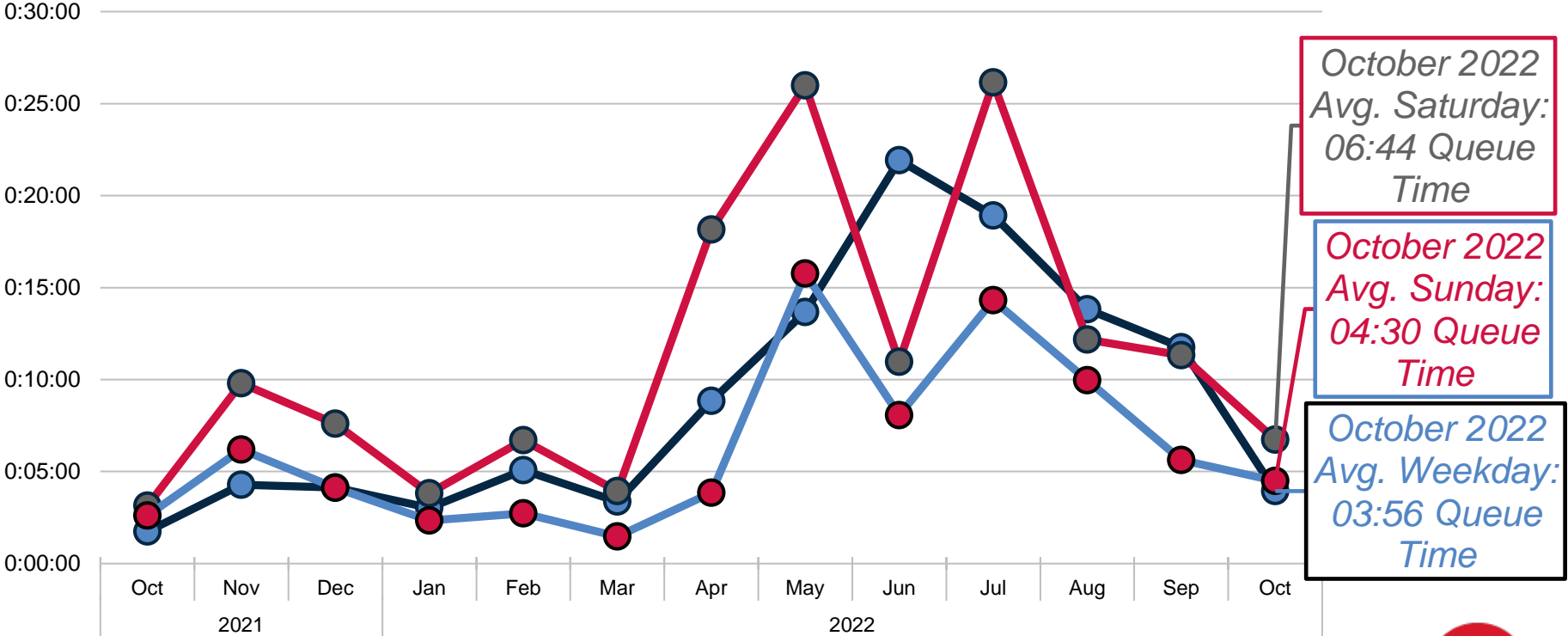
RTA Improvements: Application Experience

- Application reduced from 17 to 7 pages (Feb 2021)
 - Reduced Flesch-Kincaid score to improve readability
- Reapplication reduced from 7 to 3 pages (Mar 2021)
- Cross-trained staff to reduce processing time

Reservation Experience

- Staffing restructured during COVID
- Staffing shortages (Late Spring – Summer 2022)
- Expanded staffing to accommodate growth
- Back to normal (October 2022)

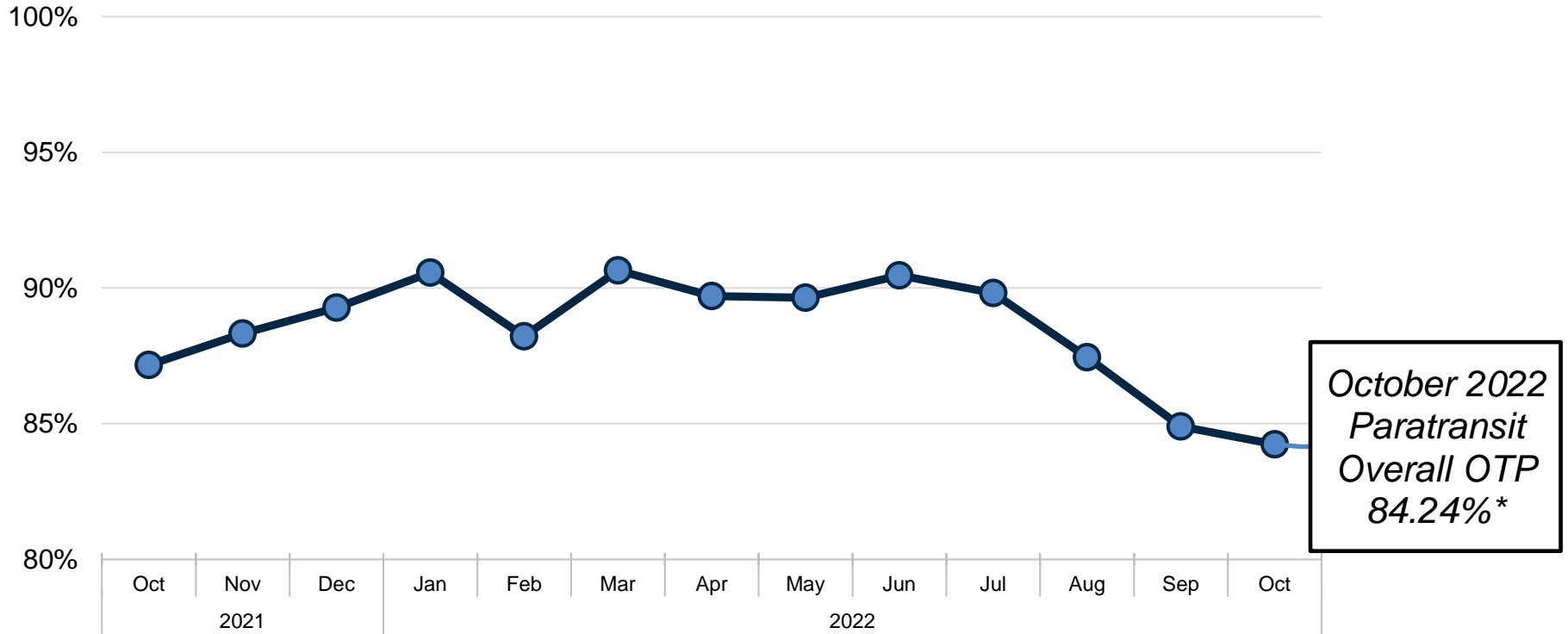
Reservation Call Wait Time



Ridership & On-time Performance

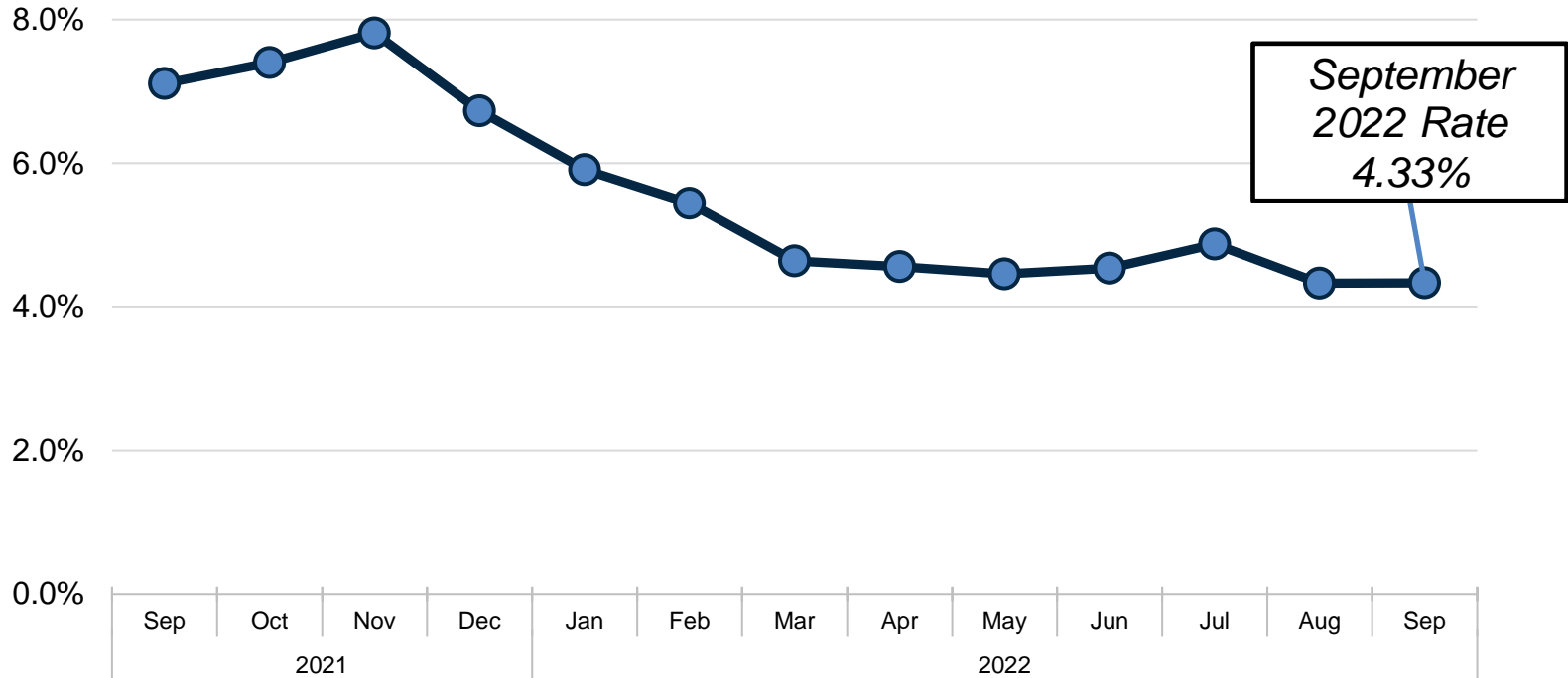
- Four (4) days at or above pre-COVID ridership
- Record ridership on Saturdays
- Reduced no-shows, cancel-at-the-door and late cancellations

On Time Performance



Note: A combination of late pick-ups and late scheduled arrivals are captured in this metric.

Service Infractions



Note – Service infractions are trips that are canceled late, at the door, or as a no show. The chart shows them as a percentage of trips completed plus infractions).

TransPro Customer Survey



Methodology – Paratransit



Telephone calls to customers who have taken at least one trip in the previous 6 months through random sampling.



11 day phone survey
(May 31 – June 15, 2022)



355
completed surveys

95% confidence level
+/- 4.89% margin of error

Administered by trained surveyors.

Customers were entered into a raffle for a chance to receive a \$100 gift card as an incentive for completing the survey.



Paratransit Results Overview

9.5 out of 10 Customers are satisfied with the Paratransit service.

97% of Paratransit Customers believe the RTA system provides value to the community.

Customers are **MOST** satisfied with...



- ▶ Vehicle Cleanliness (97%)
- ▶ Safety on the vehicle (96%)
- ▶ Operators being friendly and helpful (96%)

Customers are **LEAST** satisfied with...



- ▶ Availability of scheduling staff (68%)
- ▶ Scheduling a trip being easy (83%)
- ▶ On-Time Performance (90%)

Top Most Important Elements of Service to Customers...

1. On-Time Performance
2. Safety on the vehicle
3. Operators being friendly and helpful

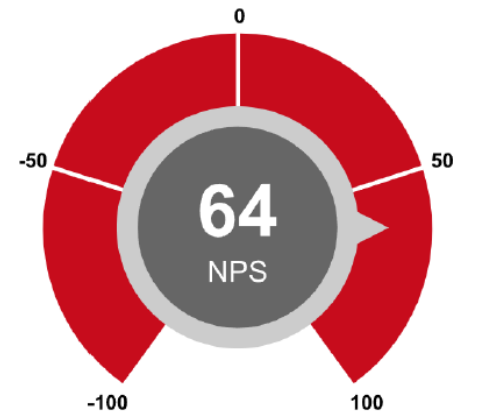
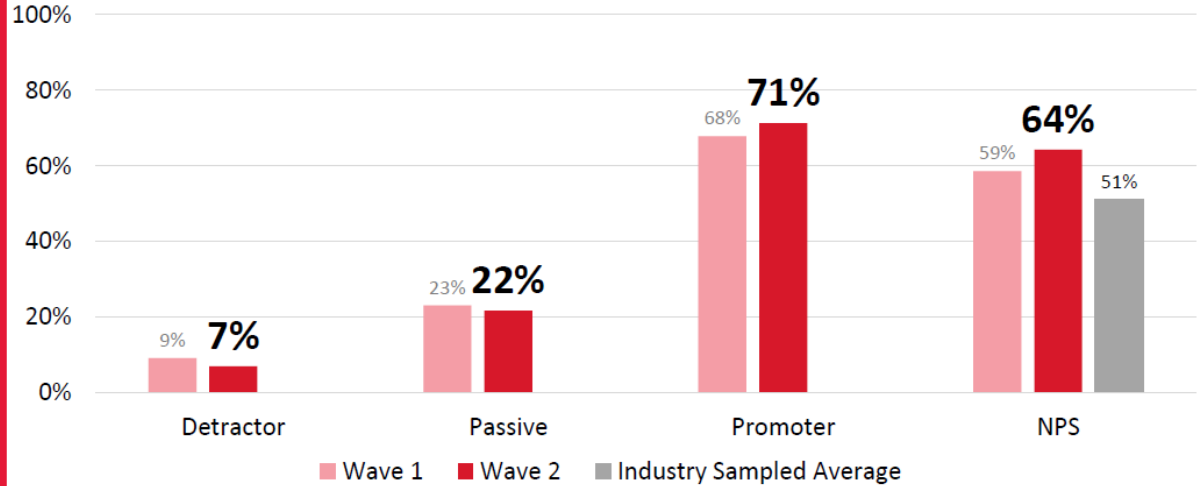
Net Promoter Score

Paratransit

TransPro Insight
RTA's Paratransit NPS significantly improved over the previous quarter and continues to be ahead of the industry. While improvements should continue to be made, celebrations should also be made with the Paratransit team for their excellent results.

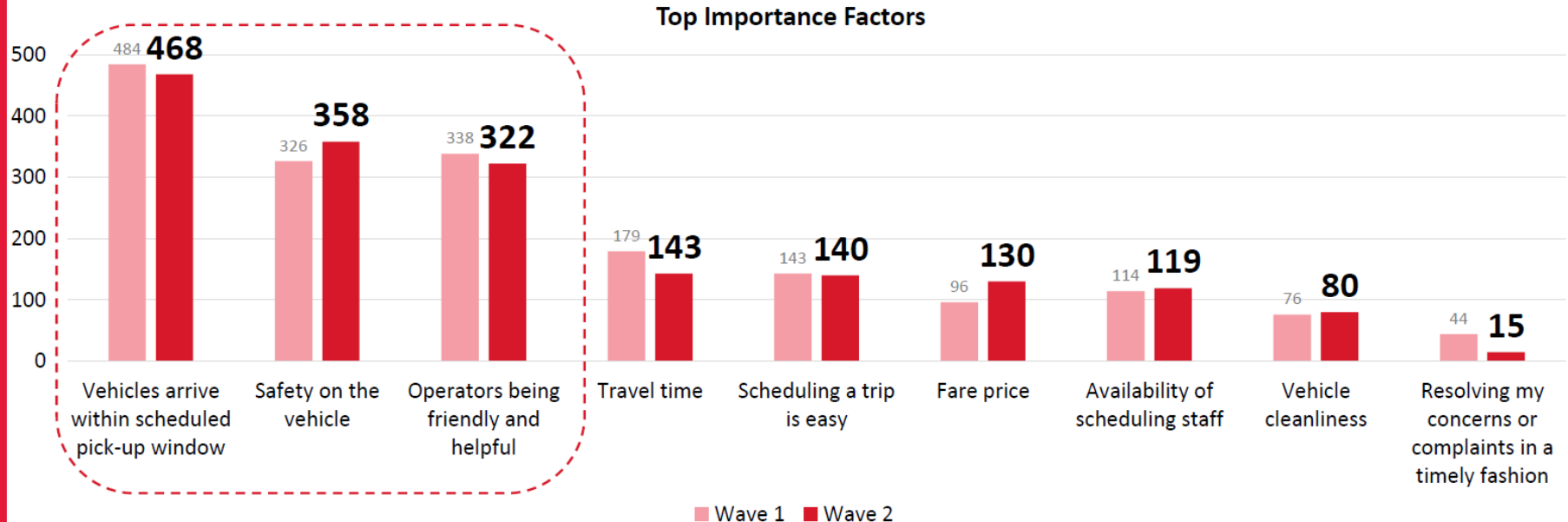
- RTA's Paratransit NPS is 64%, which is 10% higher than Wave 1 (59%).

All things considered, how likely would you be to recommend riding RTA Paratransit to a friend or neighbor?



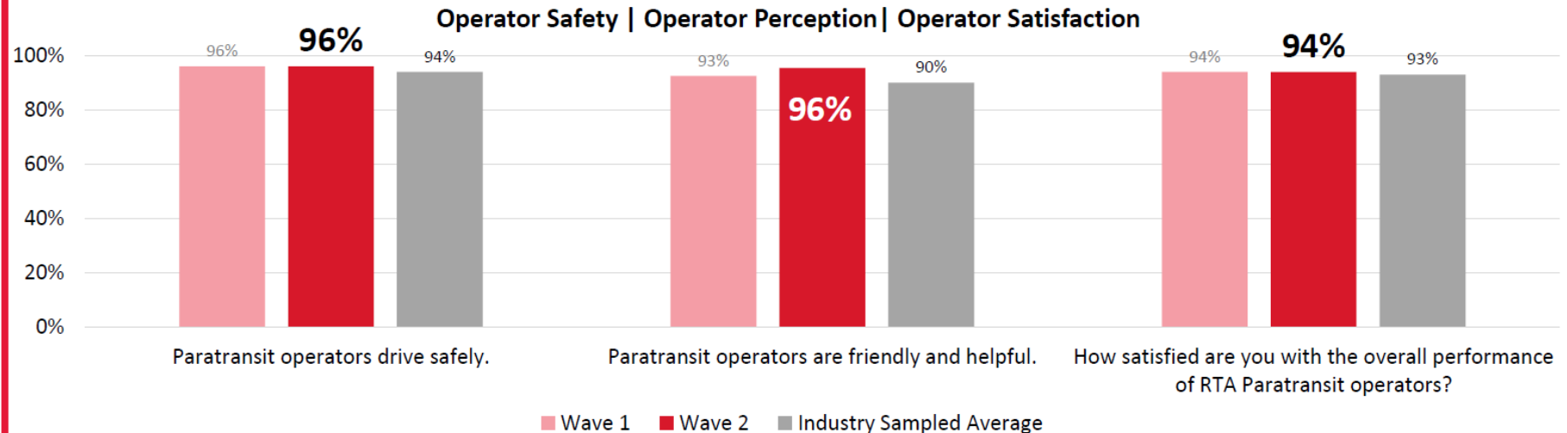
Top Customer Importance Factors

- The top importance factors to Paratransit Customers are On-Time Performance, Safety on the vehicle, and Operators being friendly and helpful.



Perception of Operators

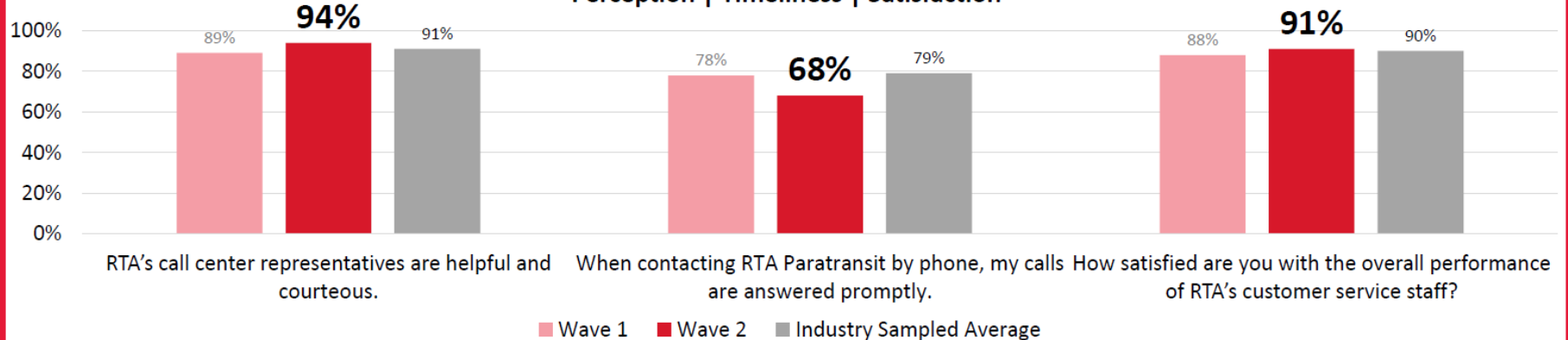
- 96% of Paratransit Customers agree that the operators drive safely, which is the same as Wave 1.
- 96% of Paratransit Customers agree that operators are friendly and helpful, which is similar to Wave 1 (93%).
- 94% of Paratransit Customers are satisfied with the operators' overall performance, which is the same as Wave 1.



Customer Service Representatives

- 94% of Paratransit Customers agree call center representatives are helpful and courteous, which is 6% higher than Wave 1 (89%).
- 68% of Paratransit Customers agree their calls are answered promptly, which is 13% lower than Wave 1 (78%).
- 91% of Paratransit Customers are satisfied with the customer service staff's overall performance, which is similar to Wave 1 (88%).

Customer Service Representatives
Perception | Timeliness | Satisfaction



Clarification

Any questions?