



FAX Handy Ride 2018 Customer Satisfaction Report

Key Survey Findings

In 2018, Fresno Area Express (FAX) conducted a statistically reliable customer opinion and satisfaction telephone survey among Handy Ride's customer base. The purpose of the survey was twofold – first, to provide current information and opinions concerning customer satisfaction regarding the Handy Ride system, and second to compare the results of this 2018 study with the results of the 2004, 2007, 2011, and 2014 Handy Ride customer satisfaction studies.

The survey was conducted by a random telephone sample of 306 customer respondents selected from a list of 2,007 Handy Ride customers during the period February 1, 2018 to July 31, 2018. This sample yields a margin of error of +/-5.0 percent at the 95 percent level of confidence.

Major Conclusions

- There is strong evidence that Handy Ride customers demonstrate a very high level of satisfaction for the services provided on the system. This high overall satisfaction with the Handy Ride system has been sustained and documented over a fourteen-year period – since the 2004 Customer Satisfaction Survey. This satisfaction is further evidenced by a strong record of customer retention.
- Features of the Handy Ride system that are closely related to the performance of the drivers demonstrate the highest levels of satisfaction. These include drivers' courtesy, drivers' driving skills, and drivers' safety consciousness.
- Features of the Handy Ride system for which improvement would lead to even higher satisfaction ratings are will-call pickups and scheduled on time pickups.

Customer Satisfaction with Handy Ride Service

- Handy Ride customers demonstrate a high level of satisfaction with FAX Handy Ride Service. 87 percent are either very satisfied (52 percent) or satisfied (35 percent).
- Among the five highest-rated Handy Ride features, customers provide the highest ratings for drivers' safety consciousness, followed closely by drivers' courtesy and cleanliness inside Handy Ride vehicles. Drivers' driving skills and value provided for price also receive very high ratings.
- Customers indicate that pickups being on time (44 percent), drivers' customer service (33 percent), and waiting times for pickups (22 percent) are most important to the respondents. This finding is consistent with the importance features indicated by respondents in the 2014 survey.

Pickup and Wait Times on the Handy Ride System

- It is noteworthy that in the current survey, the typical mean wait time of 38.1 minutes and the median wait time of 30 minutes are considerably less than the maximum wait time guideline of



90 minutes allowed for will-call pickups. In fact, nearly three in five respondents (59 percent) waited for a will-call pick up 30 minutes or less.

- In 2018, well over one-half (56 percent) of customers never waited more than 90 minutes for a will call pickup.

Other Handy Ride Time Considerations

- The typical Handy Ride trip is 32.9 minutes (mean) and 30 minutes (median). The Handy Ride trip for over 70 percent of riders is 30 minutes or less.
- Nearly three-fourths (of respondents would find a call helpful reminding them of their appointment.

Handy Ride Customer Trip Characteristics

- Two-fifths (40 percent) of respondents make 1 to 2 one-way trips per week on Handy Ride, and this is consistent with the results of the 2014 survey where 39 percent of customers made 1 to 2 one-way trips per week.
- Over three-fifths (63 percent) of customers in the current survey have taken their most recent Handy Ride trip within the past 2 weeks.
- More than 7 in 10 customers (72 percent) indicate that their dominant trip purpose made on the Handy Ride system is going to appointments, such as doctors' visits.

Method of Fare Payment and Electronic Technology

- Customers largely use cash to pay their Handy Ride fare and this has been the case since 2004.
- Customers of Handy Ride are roughly split over the potential use of an electronic fare system. Specifically, 45 percent of respondents are in favor of using an electronic fare system.
- 83 percent of respondents indicate that they do not use a debit/credit card to make FAX purchases.
- Well over one half of respondents indicate that they have the use of a smart phone.

Use of FAX Fixed Route Bus and Exclusive Reliance on Handy Ride

- 65 percent of Handy Ride customers either strongly agree (33 percent) or agree (32 percent) that they are totally dependent upon Handy Ride for their transportation needs.
- 40 percent of customers in the current year occasionally ride a FAX fixed-route bus.
- One-quarter of those who have occasionally used the fixed-route bus did so because it is convenient to use such a bus to travel to a nearby destination.
- One-third of Handy Ride customers would consider using wheelchair accessible buses if FAX provided free training. This represents a substantial increase of 15 percent over the 2014 survey results where only 18 percent would consider using wheelchair accessible buses