



2018

Handy Ride Satisfaction Survey



Report to City of Fresno

Rea & Parker Research
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Handy Ride 2018 Customer Satisfaction Report

Key Survey Findings

Fresno Area Express has elected to conduct a statistically reliable customer opinion and satisfaction telephone survey among Handy Ride's customer base. The purpose of the survey is 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.

Sample

- Over three-fifths of respondents (62 percent) are female.
- English is the primary language spoken in the home for nearly 9 in 10 (88 percent) of respondents.
- Approximately, two-fifths (39 percent) of respondents are White followed by Hispanic/Latino (31 percent) and African-American (21 percent).
- Seven in ten respondents earn an annual household income of less than \$20,000 (34 percent less than \$10,000 and 36 percent between \$10,000 and \$19,999).
- Over one-fifth of respondents (22 percent) have a college degree or more education while about two-thirds (66 percent) have a high school education or less.
- Over 6 in 10 respondents (65 percent) are disabled and unable to work and another 24 percent are retired.
- The major residential zip codes of the respondents are as follows: 93727 (15 percent), 95726 (10 percent), and 93722 and 93705 (9 percent each).

Customer Satisfaction with Handy Ride Service

- Handy Ride customers demonstrate a high level of satisfaction with the Fresno Area Express Handy Ride Service. In fact, 87 percent are either very satisfied (52 percent) or satisfied (35 percent). This level of satisfaction is consistent with the satisfaction level in 2014 (83 percent were either very satisfied or satisfied). This pattern of satisfaction with the Handy Ride service has not changed significantly over the last 14 years – since the 2004 Handy Ride Customer Satisfaction Survey.
- Among the five highest rated Handy Ride features, customers provide the highest mean ratings for rating for drivers' safety consciousness (mean of 1.45) followed closely by drivers' courtesy (mean of 1.52) and cleanliness inside Handy Ride vehicles (1.53). Drivers' driving skills (mean of 1.57) and value provided for price (mean of 1.58) also receive very high ratings. Generally, the mean overall satisfaction ratings for this first tier of highly rated features in the 2018 survey are slightly less favorable than they were in the 2014 survey.
- The mean satisfaction ratings for the least highly rated Handy Ride features in the current survey are as follows: (1.95 – reservation policy – reserve 1-2 days in advance; 2.07 – on time to home or destination; 2.16 – scheduled pickups; and 2.51 – will call pickups).

- It is clear that Handy Ride customers feel quite safe on Handy Ride vehicles. Specifically, 99 percent of customers feel either very safe (84 percent) or somewhat safe (15 percent). This is consistent with the results of the 2014 survey where, once again, nearly everyone (98 percent) indicated they felt either very safe or somewhat safe.
- 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.
- Based upon a satisfaction/importance quadrant analysis, drivers' courtesy is the single strongest core characteristic that impacts the overall rating of the Handy Ride service as highly satisfactory. Will-call pickups and scheduled pickups are two characteristics that are in particular need of improvement. These findings are consistent with the results of the quadrant analysis in the 2014 survey.
- The "report card" that was developed for prior surveys shows that Handy Ride has been a consistent success, with considerable customer satisfaction that has increased considerably since 2007. In both the 2018 and 2014 survey periods, however, customer satisfaction and service improvements are warranted in the following areas: getting you home to your destination on time, scheduled pick - ups, and will call pick - ups.

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. These typical wait times in 2018 are consistent with the findings in 2014 where 53 percent of customers had wait times of 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. This finding demonstrates marked improvement over previous survey periods. For example, in 2014, less than one-half (47 percent) of respondents never waited longer than 90 minutes for a will call pickup.
- In the current survey, the mean longest wait time for a will-call pickup is 73.1 minutes and the longest median wait time is 60 minutes – both averages are below the 90-minute maximum that has been established as a guideline. This represents an improvement over the results of the 2014 survey where the mean longest wait time was 82.9 minutes and the median longest wait time was 80 minutes.
- In 2018, the scheduled mean typical pickup time is 22.7 minutes and the median pickup time is 20 minutes. Both averages are well within the window established for such scheduled pickups. In the current survey, 86 percent were picked up in 30 minutes or less. This is quite consistent with the 2014, 2011, and 2007 survey periods where 90 percent, 87 percent, and 92 percent of customers respectively were picked up within 30 minutes of their scheduled pick up time. These typical pick up times since 2007 represent a considerable improvement over the 2004 survey period, where only 64 percent were picked up within the established 30-minute window.
- Two in five (40 percent) of customers never waited more than 30 minutes for a scheduled pickup in 2018. This finding is consistent with the 2011 result where 42 percent of customers never waited more than 30 minutes for a scheduled pickup. However, the results in 2018 and 2011 represent a lower level of service from the 2014 survey period where only one-third of customers (33 percent) waited more than 30 minutes.
- The mean longest wait for a scheduled pickup in 2018 is 41.4 minutes and the median is 32 minutes. This result shows an improvement over the 2014 survey where the mean wait time was 49.5 minutes and the median wait time was 45 minutes.

Other Handy Ride Time Considerations

- In the current survey, one-fourth (25 percent) of customers always allow a 2-hour window between their requested pickup time and their scheduled appointment with another 25 percent sometimes allowing a two-hour window. Almost one-half (47 percent) are more likely to allow one hour or less. In 2014, respondents were similarly likely to allow a 1-hour window or less (49 percent). However, in the 2014 survey, respondents were more likely to always allow a 2-hour window (33 percent).
- Nearly one-half (49 percent) of Handy Ride customers indicate that a Handy Ride vehicle has never arrived early for pickup. In the 2011 and 2014 surveys, 30 percent and 42 percent of customers respectively had never experienced a Handy Ride vehicle arriving early for pickup.
- The typical Handy Ride trip is 32.9 minutes (mean) and 30 minutes (median). The Handy Ride trip for over 7 in 10 customers (71 percent) is 30 minutes or less. This is very consistent with the results of the 2014 and 2011 surveys where 72 percent and 70 percent respectively had a typical trip last 30 minutes or less.
- Nearly three-fourths (72 percent) of respondents would find a call helpful reminding them of their appointment. Among these respondents, 26 percent would find it helpful to have two calls—one on the night before their trip and another on the day of their trip either both the night before and the same day; 23 percent would want a call on the same day only and another 23 percent on the night before only. There is a much stronger interest in 2018 than there was in 2014 regarding such a reminder call.

Handy Ride Customer Trip Characteristics

- Approximately three fourths (76 percent) of Handy Ride customers have used the service 1.5 years or more, including 60 percent that have used the service 3 or more years. The current customers have somewhat less tenure as riders of Handy Ride than the customers in the 2014 survey (82 percent with more than 1.5 years as riders of Handy Ride).
- 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. This consistency is further documented by comparing the mean number of one-way trips in 2018 (mean = 3.96 one-way trips per week) and the mean number of trips in 2014 (mean = 4.16). In 2018, nearly one fourth of respondents (24 percent) made 3-4 trips per week. This represents a notable increase since 2014 and 2011 when only 17 percent of respondents in each period made 3-4 trips per week.
- In 2018, more than two-fifths (43 percent) plan to take more Handy Ride trips in the next three months, nearly one-half (48 percent) plan to take the same number of trips, and only 9 percent plan to take fewer trips or to stop using the service. Similarly, in 2014, 39 percent planned to take more trips, 54 percent planned to take the same number of trips in the next three months and 7 percent planned to take fewer trips or stop.
- Over three-fifths (63 percent) of customers in the current survey have taken their most recent Handy Ride trip within the past 2 weeks. This is consistent with the 2014 and 2011 surveys where 67 percent and 62 percent respectively took their most recent ride 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. This finding represents an increase over the results in 2014 (63 percent with appointments as the dominant trip purpose) and in 2011 (65 percent indicated that appointments were their dominant trip). In 2007 and 2004, appointments comprised 78 percent of trips taken on the Handy Ride system – a result that is more consistent with the current 2018 survey results.

- In the past six months, 12 percent of customers received a “no show”. This “no show” result is considerably less than the rate of no shows in 2014 (30 percent) and 2011 (34 percent). Among those customers who received a “no show” in the 2018 survey period, nearly three-fifths (59 percent) of respondents received one “no show” and another 23 percent received two “no shows”

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. In the current survey, over three-fourths (76 percent) pay their fare with cash. In previous survey periods, the percentages of customers who pay cash are as follows: 2004 –76 percent; 2007 – 72 percent, 2011 – 71 percent and 2014 – 77 percent. The alternative method of fare payment is the Handy Ride Pass (24 percent in 2018, 23 percent in 2014 and 29 percent in 2011).
- 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.
- Over four-fifths (83 percent) of respondents indicate that they do not use a debit/credit card to make FAX purchases.
- Well over one half of respondents (55 percent) indicate that they have the use of a smart phone. This represents a considerable increase in the use of a smart phone since the 2014 and 2011 surveys where 24 percent and 10 percent respectively made use of Smart phones.

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

- Well over three-fifths (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. This represents a decrease in Handy Ride dependency since 2014 where 70 percent either strongly agreed or agreed that they were totally dependent on Handy Ride. The 2011 level of agreement regarding Handy Ride dependency was 64 percent.
- Two in five (40 percent) customers in the current year occasionally ride a FAX fixed-route bus. This represents an increase in the use of the fixed-route bus over the 2014 survey period where 32 percent indicated occasional use of the more traditional bus. Both results (2018 and 2014) reflect a considerably higher usage by Handy Ride customers of the fixed-route bus than the result in 2011 – 18 percent.
- One-quarter (25 percent) 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. This reason is followed by the need to make a last-minute trip and did not have time to make a Handy Ride reservation (22 percent), the ability to travel to places not served by Handy Ride (12 percent), and to take advantage of the less expensive fixed route buses (8 percent). In 2014, the top reasons why Handy Ride customers used the fixed buses were the need to make a last-minute trip, the ability to gain access to close destinations, and the belief that use of the fixed route buses allows the customer to make a faster trip.
- One-third (33 percent) 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. In 2011, only 10 percent of Handy ride customers considered using wheelchair accessible buses.

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. Driver courtesy is particularly relevant because it is not only highly satisfactory in the opinion of the customers, but it is also very important to them. Driver courtesy, therefore, is a core feature of Handy Ride that results in the high regard customers have for the system. 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.

Introduction and Methodology

Fresno Area Express (FAX) is governed by the City of Fresno and is the largest public transportation provider in the Central San Joaquin Valley region, with 9.6 million annual boardings in Fiscal Year 2017 and an operating budget of approximately \$36 million per year. FAX service consists of 16 fixed routes in the City of Fresno with three major hubs: Downtown Transit Mall; Manchester Transit Center along Blackstone Avenue north of downtown; and a transfer point at River Park Shopping Center in north Fresno.

The Americans with Disabilities Act (ADA) of 1990 requires public transportation agencies to provide paratransit service to eligible persons with disabilities. FAX, therefore, operates Handy Ride – a service designed to meet the transportation needs of eligible persons with disabilities who cannot functionally use the FAX city bus system. Handy Ride is a shared ride, curb-to-curb service that operates within area boundaries that are generally indicated to be Copper Avenue to the north, east to Willow Avenue, south to Ashlan Avenue, east to Temperance Avenue, south to Central Avenue, west to Polk Avenue, north to the Fresno County line, and east to Copper Avenue.

Handy Ride operates at the following hours:

Monday–Friday: 5:30 a.m.-10:00 p.m. and 10:00 p.m.-12:00 a.m. – Night Service Route Area

Saturday–Sunday: 6:30 a.m.–7:00 p.m.

Fresno Area Express has presently elected to conduct a statistically reliable customer opinion and satisfaction telephone survey among Handy Ride’s customer base. The purpose of the survey is 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. This study’s graphics focus upon comparisons with 2011 and 2014; however, references will be made in the text to 2007 and 2004, where it is noteworthy.

Rea & Parker Research was selected to conduct the 2018 study. Specifically, the research is to:

- Determine overall satisfaction with the services provided by the Handy Ride system.
- Determine opinions and perceptions of various issues including:
 - Safety on board Handy Ride vehicles
 - Level of dependency on Handy Ride for transportation needs
 - Wait times for will call and scheduled pick-ups

- Use of the FAX fixed route bus
 - Number of weekly one-way trips on Handy Ride
 - Use of electronic technology
 - Trip purpose and length of time using Handy Ride
 - Driver performance
 - Comfort and cleanliness of vehicles
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can be useful in the development of policy.
 - Compare the results of this survey with the results of the 2011 and 2014 Handy Ride customer satisfaction surveys.

Sample

A sample of 306 respondents was selected from a base of 2,007 Handy Ride customers who had used the system between February 1, 2018 and July 31, 2018. This sample size yields a margin of error of +/- 5.0 percent at the 95 percent level of confidence. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent proportion of the sample. When it is not 50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 52 percent of respondents indicate that they are very satisfied with the overall service provided by Handy Ride. This means that there is a 95 percent chance that the true proportion of the Handy Ride customer base (from which the sample was drawn) is between 47 percent and 57 percent (52 percent +/-5.0 percent).

If the customer was not able to respond to survey questions, the interviewer asked to speak with a caretaker or friend/relative or someone who was willing to answer questions on behalf of the customer. Approximately 96 percent of the respondents were the customers, themselves. Another 4 percent of the respondents were caretakers, friends or relatives of the customers. The survey was administered in English and Spanish and it was conducted from October 5, 2018 through October 17, 2018. The total survey cooperation rate was 69.2 percent, as indicated in Table 1 (306 successful interviews—49 refusals, 18 midterm terminations, and 69-time problem). This survey report has been divided into seven information components as follows:

- Demographic Statistics/Respondent Characteristics
- Customer Satisfaction with Handy Ride Service
- Pickup and Wait Times on the Handy Ride System
- Other Handy Ride Time Considerations
- Handy Ride Customer Trip Characteristics
- Method of Fare Payment and Electronic Technology
- Use of FAX Fixed Route Bus and Exclusive Reliance on Handy Ride

Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, different income categories, and ethnicity of residents will be presented in a succinct, bulleted format when statistical significance and relevance warrants such treatment.

Table 1

Call Dispositions		
	Frequency	Percent
Initial Refusal	49	5.9
Time Problem	69	8.3
Disconnected #	35	4.2
Wrong #	55	6.7
No Answer	38	4.6
Left Message	258	31.2
Terminated Midterm	18	2.2
Continue Survey with Handy Ride Customer	294	35.5
Continue Survey with Caretaker or Friend	12	1.4
Total	828	100.0

Lists of open-ended responses to survey questions, frequency distributions, and the survey instrument are contained in the Appendix.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic characteristics of the survey respondents. Over three-fifth of respondents (62 percent) are female and English is the primary language spoken in the home for nearly 9 in 10 (88 percent) of respondents. Approximately two-fifths (39 percent) of respondents are White followed by Hispanic/Latino (31 percent) and African-American (21 percent). Seven in ten respondents (70 percent) earn an annual household income of less than \$20,000 (34 percent less than \$10,000 and 36 percent between \$10,000 and \$19,999). Nearly six in ten respondents (58 percent) are between 55 and 74 years of age with another 16 percent indicating they are 75 years of age and above. About two-fifths (42 percent) represent a one-person household while another 28 percent report to be two-person households.

Table 2 Handy Ride Customer Demographics			
Characteristic	2018	2014	2011
Work Status			
Disabled and Unable to Work	65%	47%	42%
Retired	24%	37%	35%
Employed Full-Time	4%	5%	3%
Employed Part-Time	4%	2%	3%
Student	2%	3%	6%
Homemaker	1%	2%	0%
Self-Employed	0%	2%	0%
Unemployed	0%	2%	11%
Age			
18-to-34	8%	6%	6%
35-to-54	18%	18%	26%
55-to-74	58%	50%	41%
75 and Older	16%	26%	27%
Education			
Less than 8 th Grade	7%	6%	11%
Some High School	15%	19%	15%
High School Graduate	44%	41%	30%
Vocational/Technical School	12%	13%	19%
College Graduate	22%	21%	25%
Ethnicity			
White	39%	48%	43%
Hispanic/Latino	31%	26%	26%
African-American/Black	21%	17%	24%
American Indian/Alaska Native	3%	3%	1%
Asian/Southeast Asian/ Filipino/Pacific Islander	2%	5%	4%
Middle Eastern	1%	1%	1%
Mixed Ethnicities	3%	2%	1%
Annual Household Income			
Less than \$10,000	34%	32%	53%
\$10,000-\$19,999	36%	41%	27%
\$20,000-\$29,999	11%	12%	9%
\$30,000-\$39,999	8%	5%	5%
\$40,000-\$49,999	5%	4%	4%
\$50,000 or more	6%	6%	2%
\$50,000-\$74,999 = 3% in 2018			
\$75,000-\$99,999 = 2% in 2018			
\$100,000 or more = 1% in 2018			

Table 2 (continued)			
Handy Ride Customer Demographics			
Characteristic	2018	2014	2011
Gender			
Male	38%	34%	34%
Female	62%	66%	66%
Primary Language in Home			
English	88%	92%	
Spanish or Spanish Creole	10%	6%	
Tagalog	1%	1%	
Hmong, Mon Khmer/Cambodian, Ilocano, and Armenian	1%	2%	
Household Size			
1	42%		
2	28%		
3	14%		
4-5	12%		
6 or more	4%		
Major Residential Zip Codes			
93727	15%	12%	12%
93726	10%	14%	7%
93722	9%	13%	10%
93705	9%	10%	7%
93710	7%	6%	5%
93702	7%	5%	10%
93706	6%	6%	9%
93703	6%	6%	
93711	6%	3%	6%
93720	5%	4%	
93728	5%	4%	
93704	4%	6%	
Respondent			
Handy Ride Customer	96%	93%	
Friend or Relative of Customer	3%	6%	
Care Giver	1%	1%	

Over one-fifth of respondents (22 percent) have a college degree or more education while about two-thirds (66 percent) have a high school education or less. Over 6 in 10 respondents (65 percent) are disabled and unable to work and another 24 percent are retired. The major residential zip codes of the respondents are as follows: 93727 (15 percent), 95726 (10 percent), and 93722 and 93705 (9 percent each).

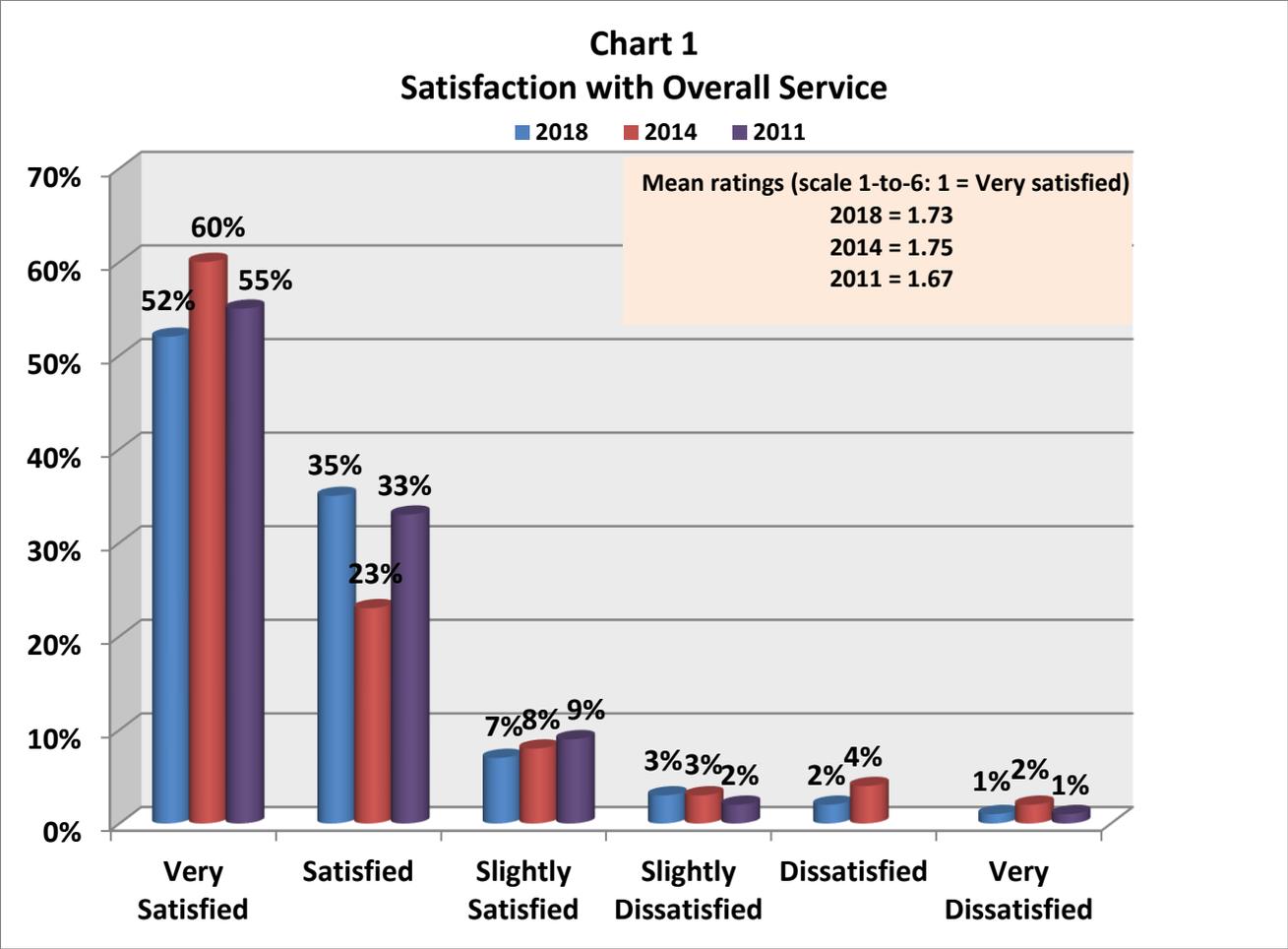
Respondent characteristics for the Handy Ride surveys conducted in 2011 and 2014 differ from the 2018 respondent characteristics in the following ways:

- In 2018, 65 percent of respondents reported to be disabled and unable to work. This is a notably higher percentage than in 2014 (47 percent) and in 2011 (42 percent).
- In 2018, nearly one-fourth (24 percent) indicated that they are retired while 37 percent reported their work status as retired in 2014; similarly, in 2011, 35 percent of respondents indicated that they are retired.
- Whites represent 39 percent of the sample in 2018 --- a decline from 2014 and 2011 where Whites represented 48 percent and 43 percent of their respective samples.
- The percentage of households earning an annual income of less than \$10,000 is 34 percent in 2018 and 32 percent in 2014. This represents a considerably lower percentage than 2011 where over one-half (53 percent) earned \$10,000 or less. Correspondingly, in 2011, 27 percent earned between \$10,000 and \$19,999 while in 2014 and 2018, 41 percent and 36 percent respectively earned between \$10,000 and \$19,999.
- In 2011, 56 percent of respondents reported having an education of high school or less; in 2014 and in 2018, 66 percent reported this level of education.

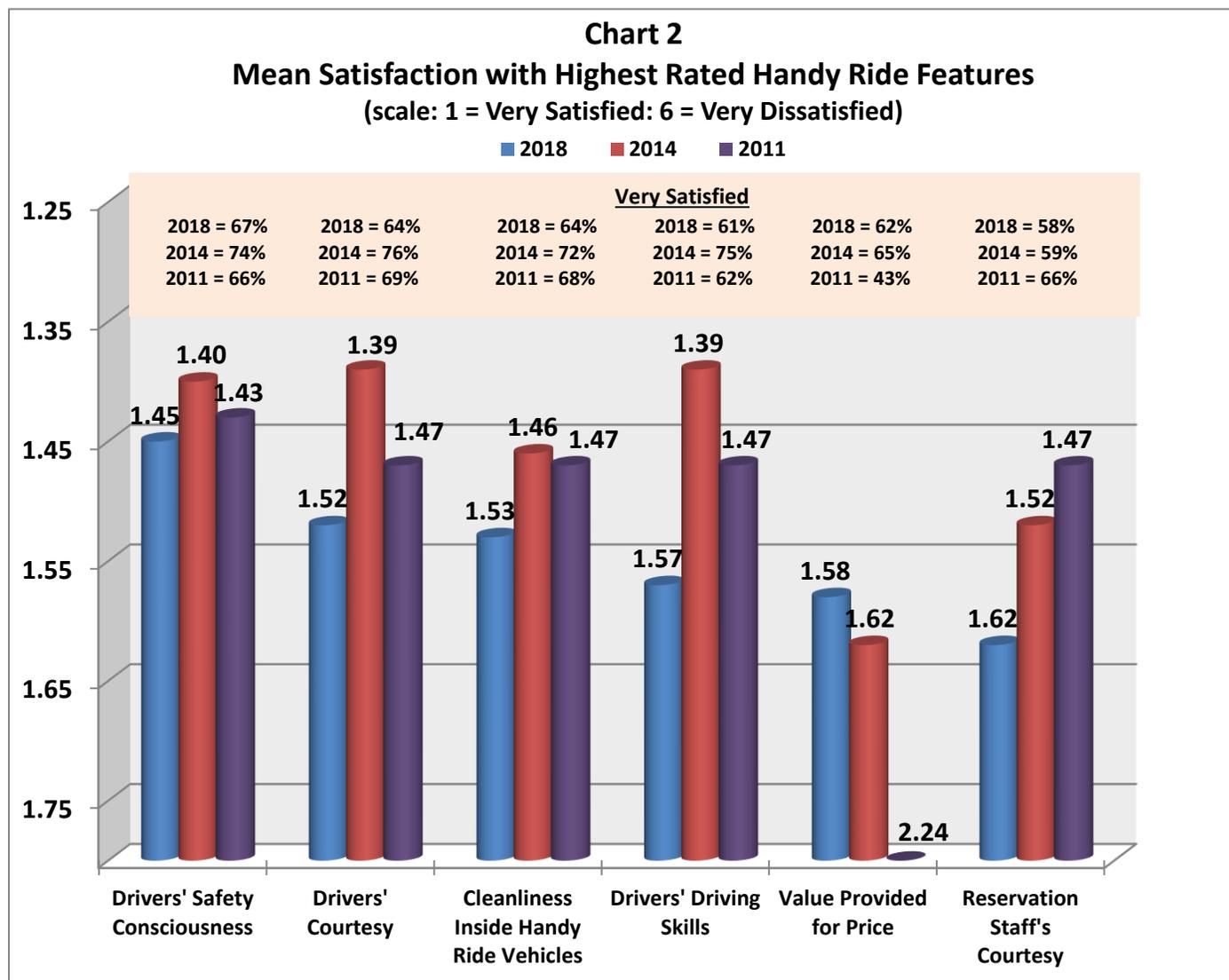
Customer Satisfaction with Handy Ride Service

Overall Satisfaction: **Chart 1** shows that Handy Ride customers demonstrate a high level of satisfaction with the Fresno Area Express Handy Ride Service. In fact, 87 percent are either very satisfied (52 percent) or satisfied (35 percent). This high level of satisfaction is reflected in the overall mean satisfaction rating of 1.73 for the 2018 survey (mean rating based upon a scale of 1 to 6, where 1 = very satisfied and 6 = very dissatisfied). This level of satisfaction is consistent with the satisfaction levels in 2011 (88 percent were either very satisfied or satisfied) and in 2014 (83 percent were either very satisfied or satisfied). Similarly, the mean satisfaction ratings in 2011 (1.67) and in 2014 (1.75) compare well to the mean satisfaction level of 1.73 in 2018. This pattern of high satisfaction with the Handy Ride service has been relatively consistent over the last 14 years – in the 2004 survey, the overall mean satisfaction rating was 1.70 and in 2007, the mean rating was 1.91.

- Customers with a lesser level of education are more likely to be satisfied with the overall service provided by Handy Ride than are customers with a higher level of education (high school graduates -- mean of 1.58 and less than eighth grade education – mean of 1.32) versus college graduates and higher – mean of 2.02).



Satisfaction with Features of Handy Ride Service: **Charts 2 through 4** display satisfaction ratings for various features of Handy Ride service. **Chart 2** depicts the level of satisfaction associated with the highest rated Handy Ride features. In the current survey, customers provide the highest mean rating for drivers’ safety consciousness (mean of 1.45) followed by drivers’ courtesy (mean of 1.52) and cleanliness inside Handy Ride vehicles (1.53). Drivers’ driving skills (mean of 1.57) and value provided for the price (mean of 1.58) also receive very high ratings. Generally, the mean overall satisfaction ratings for this first tier of features in the 2018 survey are slightly less favorable than they were in the 2011 and 2014 surveys. The exception is the feature of value provided for the price, where the mean satisfaction score of 1.58 represents a higher level of satisfaction than the mean score in 2011 (2.24) and the mean score in 2014 (1.62).



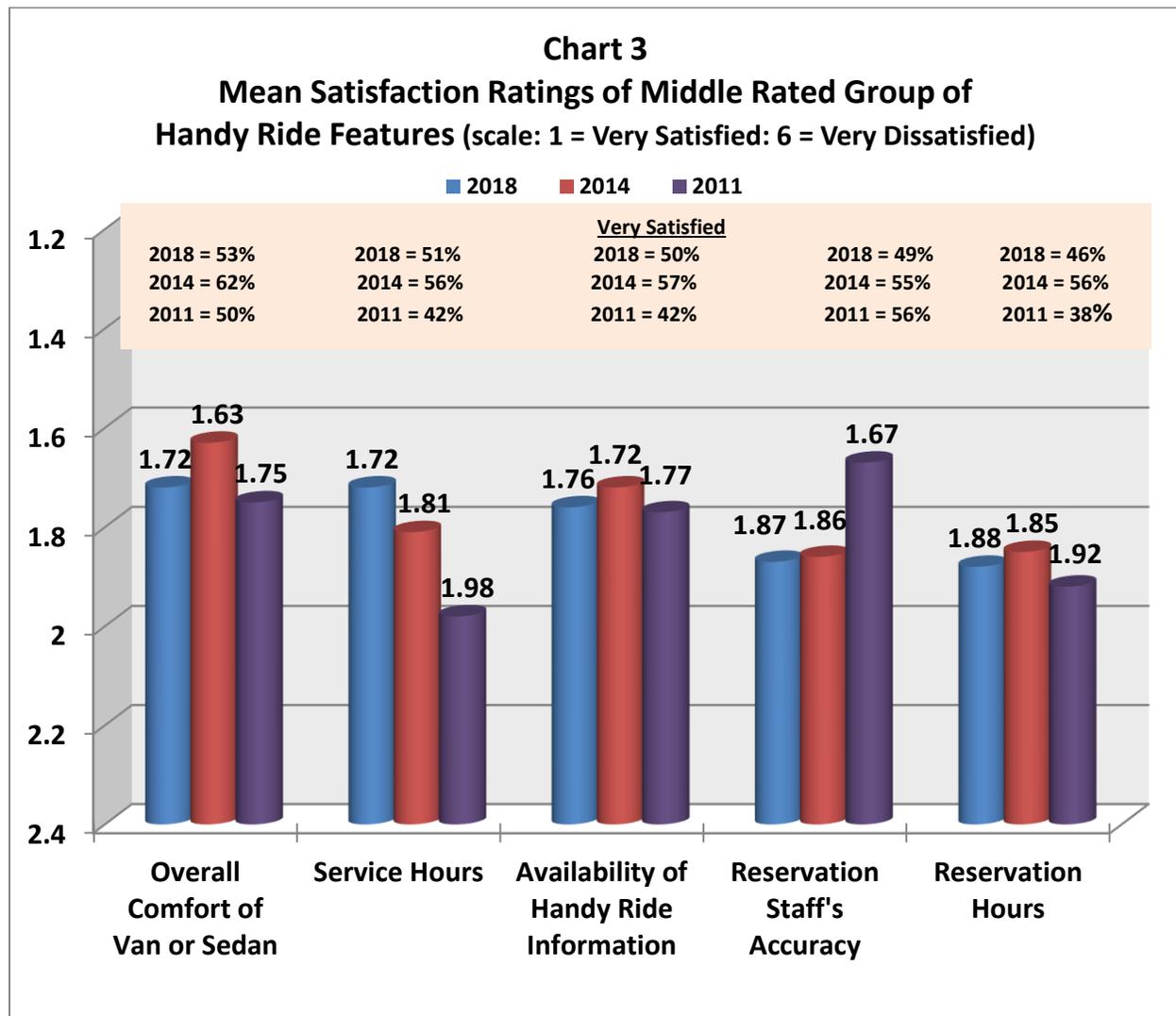
The following subgroups are more likely to be satisfied with cleanliness inside Handy Ride vehicles: (scale: 1 = very satisfied, 2 = satisfied, 3 = slightly satisfied, 4 = slightly dissatisfied, 5 = dissatisfied, and 6 = very dissatisfied):

- Customers with lesser levels of education (less than eighth grade – mean of 1.38 and some high school – mean of 1.28) versus customers with higher levels of education (college – mean of 1.88).
- African Americans (mean of 1.35) versus Latinos (mean of 1.61).
- Students not employed (mean of 1.40) as opposed customers employed full time (mean of 2.27).

Additionally,

- Smaller households are more likely to be satisfied with the value provided by Handy Ride for the fare/price paid than are larger households (2 persons per household -- mean of 1.34 versus 4 persons per household – mean of 1.88).

Chart 3 indicates mean satisfaction ratings for the middle-rated group of Handy Ride features. In the current survey, mean ratings are as follows: overall comfort of van or sedan and service hours (each a mean of 1.72), availability of Handy Ride information (mean of 1.76), reservation staff’s accuracy (mean of 1.87), and reservation hours (mean of 1.88). Approximately one-half of customers (range of 46 percent to 53 percent) are very satisfied with the service provided by these features. In 2018, there is some improvement in the rating of service hours (1.72) over the ratings for this feature in 2014 (1.81) and in 2011 (1.98). It is noteworthy that the rating for the availability of Handy Ride information has markedly improved since the 2007 survey period (availability of Handy Ride information: mean of 2.02 in 2007 to mean of 1.76 in 2018).



The following subgroups are more likely to be satisfied with certain Handy Ride service features: (scale: 1 = very satisfied, 2 = satisfied, 3 = slightly satisfied, 4 = slightly dissatisfied, 5 = dissatisfied, and 6 = very dissatisfied):

- Customers with a lesser level of education (high school graduate – mean of 1.66, less than eighth grade – mean of 1.50), and some high school – mean of 1.44) are more likely to be satisfied with the overall comfort of vans and sedans than those with a higher level of education (college – mean of 2.02).
- Respondents with a college education or more (mean of 1.85), high school graduates (mean of 1.67), those with some high school (mean of 1.61), and those with less than eighth grade education (mean of 1.59) are more likely to be satisfied with the availability of information from Handy Ride than are customers with vocational/technical training (mean of 2.32).

The following two subgroups are more likely to be satisfied with the service hours of vans and sedans.

- Respondents who have a lesser level of education (high school graduate – mean of 1.66), some high school – mean of 1.58), and less than eighth grade – 1.55) versus those with a higher level of education (college – mean of 2.06).
- Customers with a lesser income level (annual income of less than \$10,000 –mean of 1.61) as opposed to customers with higher income levels (annual income of less than \$40,000 to \$49,999 – mean of 3.00).

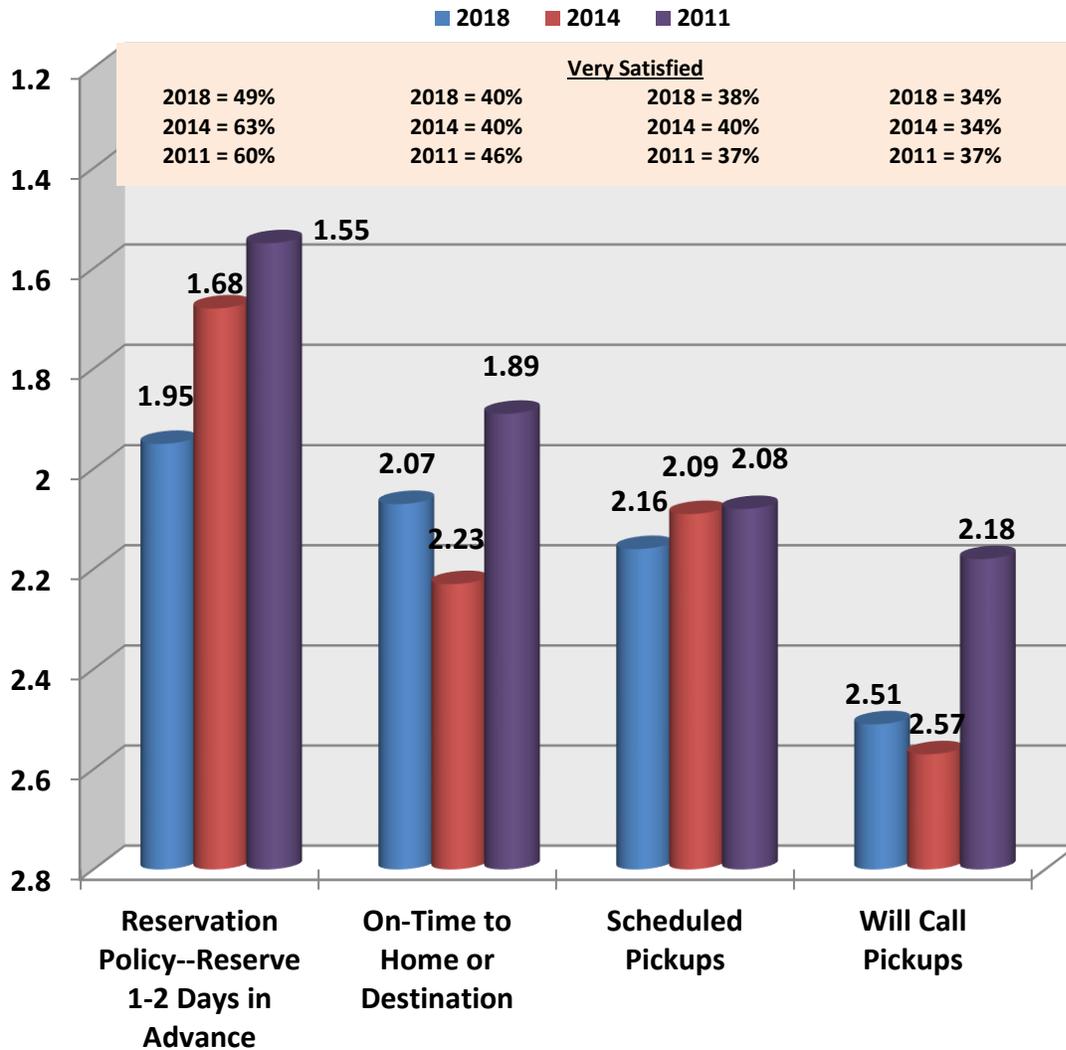
The following two subgroups are more likely to be satisfied with the 8AM to 5PM reservation hours.

- Customers who have a lesser level of education (high school education – mean of 1.76, eighth grade or less education – mean of 1.68, and some high school – mean of 1.56) as opposed to those with a higher level of education (college – mean of 2.28).
- Retired customers (mean of 1.68) versus customers who are employed full time (mean of 2.33).

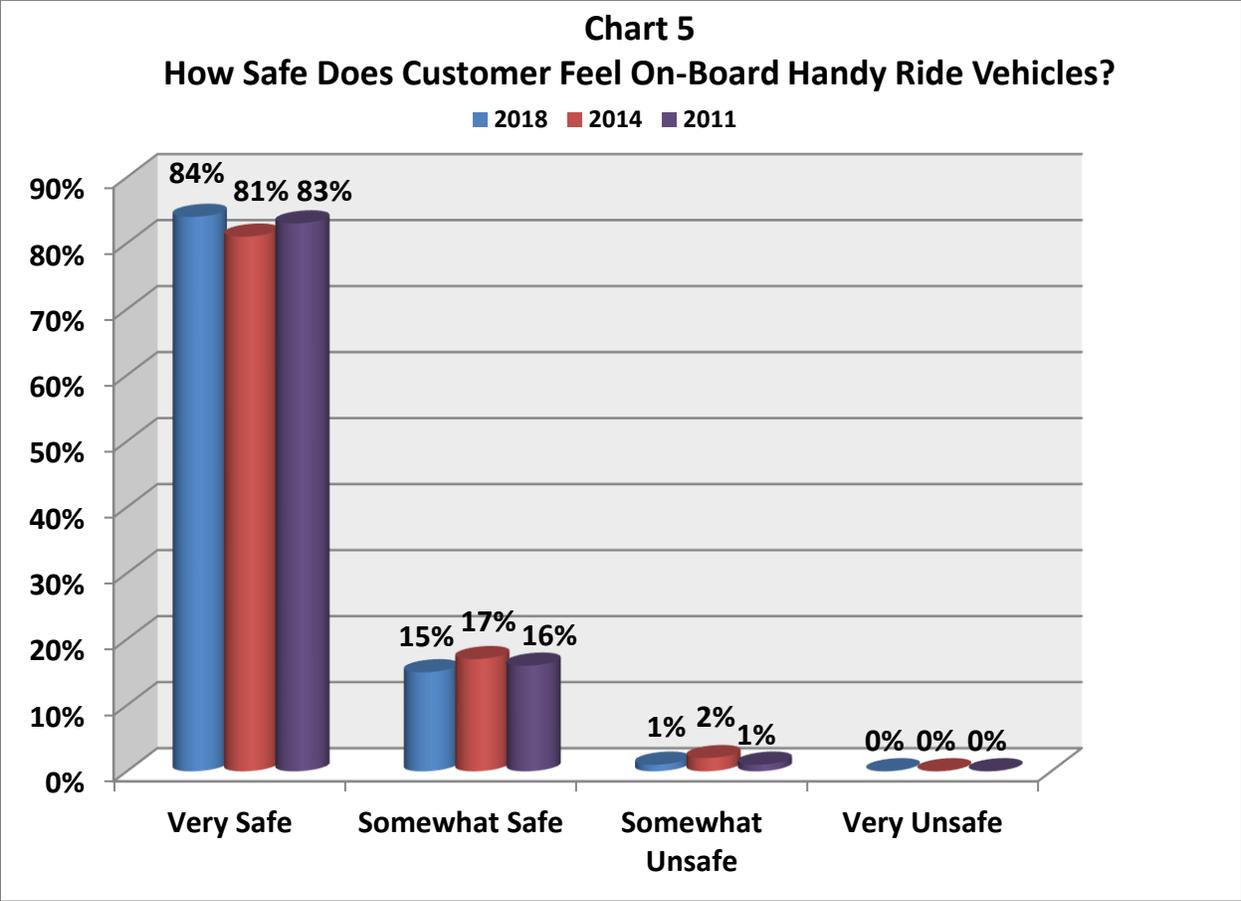
Chart 4 shows mean satisfaction ratings for the least highly rated group of Handy Ride features. The mean satisfaction ratings for these features in the current survey are as follows: (1.95 – reservation policy – reserve 1-2 days in advance; 2.07 – on time to home or destination; 2.16 – scheduled pickups; and 2.51 – will call pickups). Nearly one half of respondents (49 percent) are very satisfied with reservation policy (reserve 1-2 days in advance), while only about one-third (34 percent) are very satisfied with will call pickups. There is little improvement in satisfaction associated with these features since the 2011 and 2014 surveys. Satisfaction did improve in the area of on time to home or destination since the 2014 survey – mean of 2.07 in 2018 versus mean of 2.23 in 2014).

- Customers who are high school graduates (mean of 1.80), those who attended some high school, (mean of 1.64), and those with an eighth-grade education or less (mean of 1.55) are more likely to be satisfied with reservation policy than are customers with vocational/technical training (mean of 2.51).

Chart 4
Mean Satisfaction Ratings of Least Highly Rated Group of Handy Ride Features (scale: 1 = Very Satisfied: 6 = Very Dissatisfied)



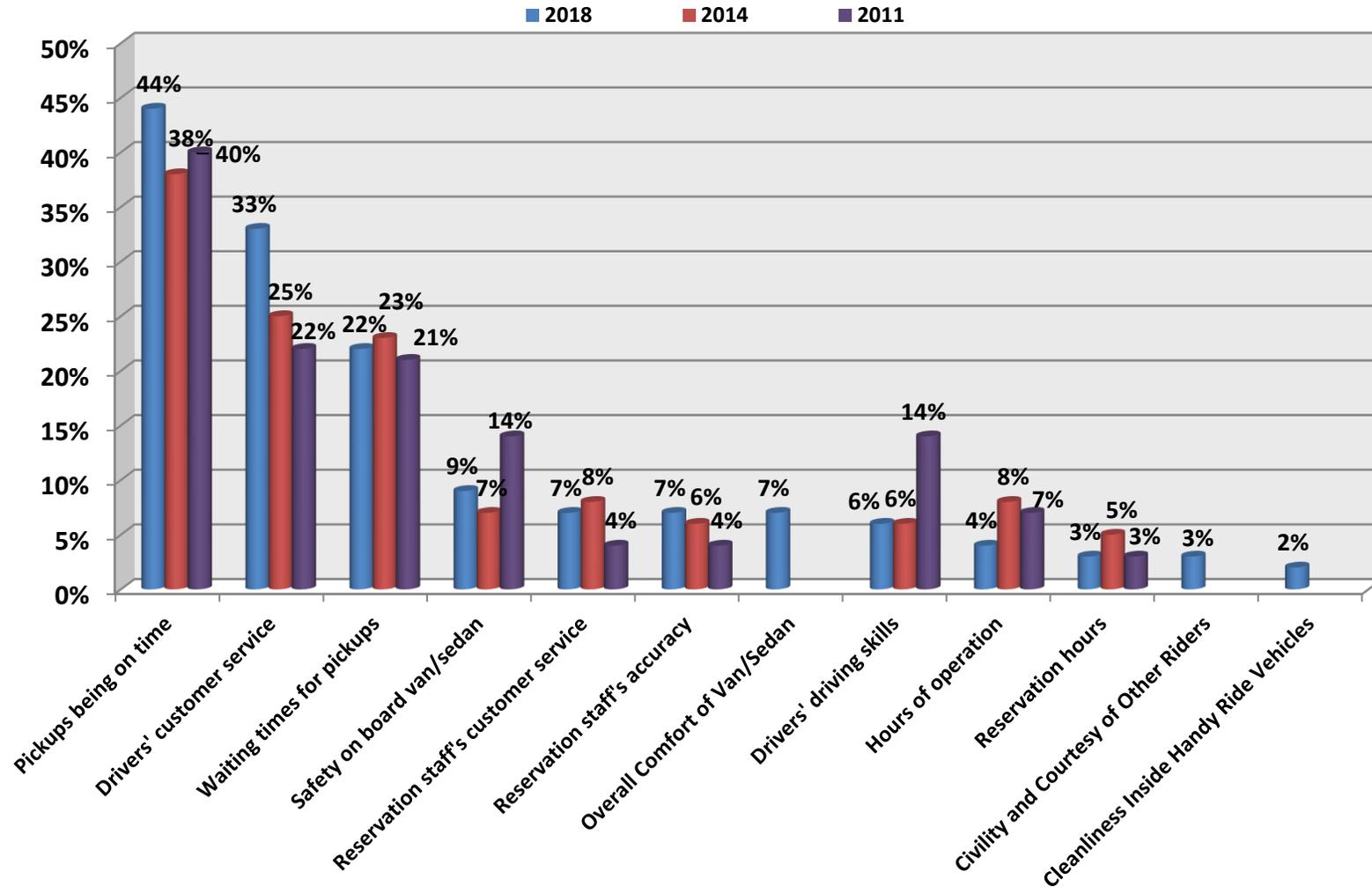
Feeling of Safety On-Board Handy Ride Vehicles: It is clear that Handy Ride customers feel quite safe on Handy Ride vehicles (**Chart 5**). Specifically, 99 percent of customers feel either very safe (84 percent) or somewhat safe (15 percent). This is consistent with the results of the 2014 and 2011 surveys where, once again, nearly everyone (98 percent in 2014 and 99 percent in 2011) indicated they felt either very safe or somewhat safe.



Most Important Features Impacting Customer Satisfaction: Respondents were asked to indicate up to two “most important” features of Handy Ride service that impact their level of satisfaction with the service. **Chart 6** shows 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 2011 and 2014 surveys.

Chart 6
Most Important Handy Ride Features in Determining
Customer Level of Satisfaction

NOTE: Respondents Could Provide Two Important Features --Percentages Sum to More than 100%



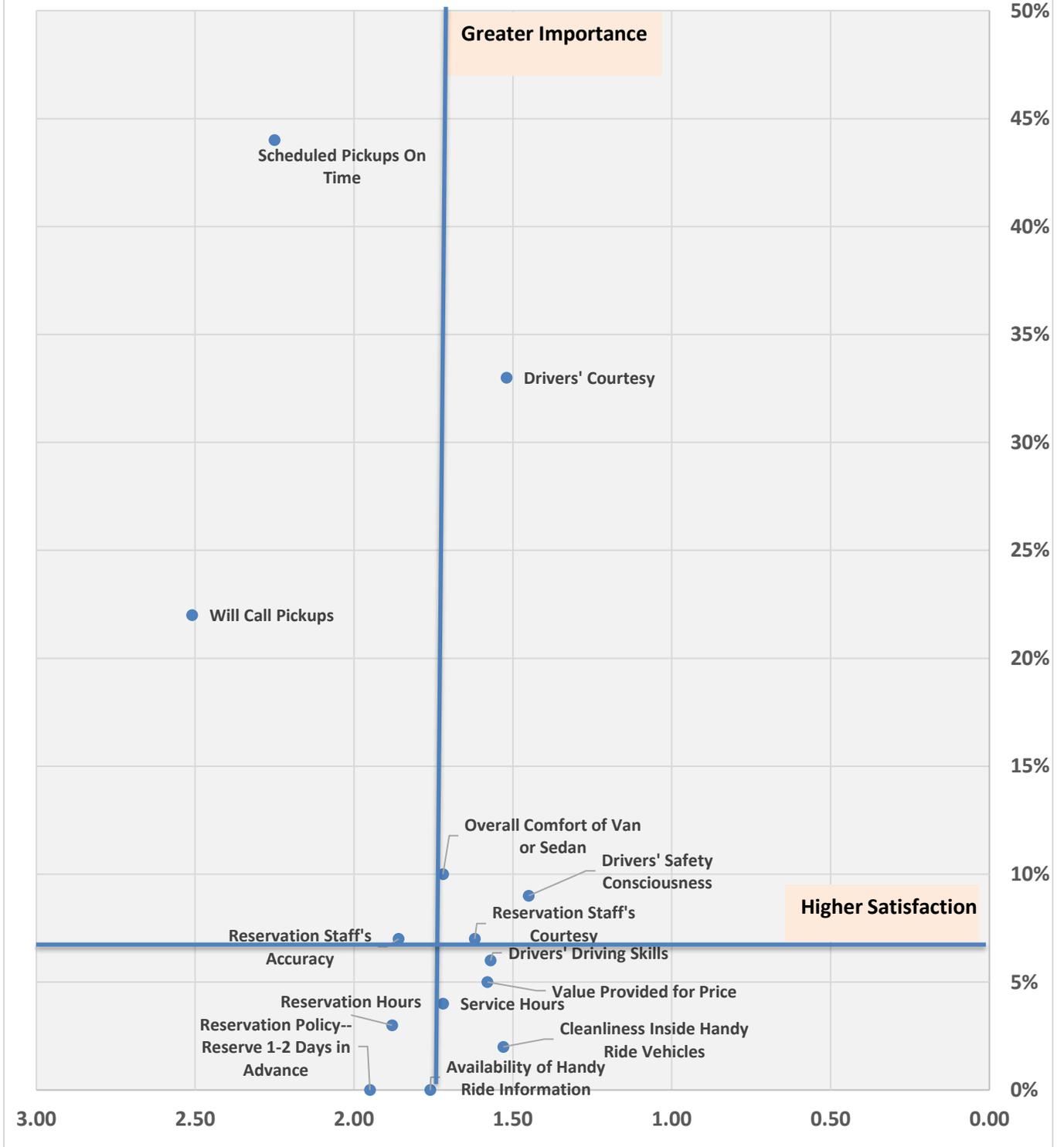
Quadrant Analysis: Levels of satisfaction can be mapped on a chart with importance such that satisfaction is graphically measured against how important an issue is in four cells as follows:

- The upper-right quadrant represents features that display both high satisfaction and high importance. Characteristics in this quadrant are ones with high levels of satisfaction and high levels of importance. These characteristics, therefore, are the core characteristics that make the Handy Ride system a highly valued service.
- The lower-right quadrant represents features that display high satisfaction but have less importance. These characteristics might be considered to be ones that are over-provided and could be reduced somewhat in reallocating resources to other quadrants—especially the two upper quadrants.
- The lower-left quadrant represents features that have both less satisfaction and less importance. Because these features are of relatively low importance, efforts to improve these characteristics will have a relatively minor impact on overall satisfaction.
- The upper-left quadrant represents features that provide less satisfaction but are of high importance. The upper-left quadrant is critically important because it contains those system characteristics that are important to respondents but are not provided as well as other characteristics are provided. It is these characteristics that can increase satisfaction to the greatest extent.

Chart 7 is a satisfaction/importance quadrant analysis for the data provided in the 2018 Handy Ride survey. In the upper right quadrant, there is one feature that dominates: drivers' courtesy. This is the single core characteristic that leads to high degrees of satisfaction and greatly contributes to the overall rating of the Handy Ride service as highly satisfactory. Also in this quadrant, but close to the margins, are the reservation staff courtesy, drivers' safety consciousness and the overall comfort of the vehicles. The upper left quadrant shows two characteristics, the improvement of which would greatly enhance the already high level of satisfaction with Handy Ride. These features are will-call pickups and scheduled pickups. Customers regard these features as highly important to them but have not been provided to them with the same high level of satisfaction of other features. These features were also plotted in the same quadrants in the 2014 survey indicating a great deal of consistency in how customers feel about the importance and level of satisfaction regarding these Handy Ride features.

All other features can be regarded as borderline cases where the effectiveness of improvements is less clear. Borderline cases occur when the plotted feature is close to both the importance mean (horizontal axis) and the satisfaction mean (vertical axis).

Chart 7
Satisfaction/Importance Quadrant Analysis



Handy Ride Report Card: In the 2011 and 2014 customer satisfaction reports for Handy Ride, letter grades for Handy Ride’s performance on the various service characteristics were assigned. These reports assigned grades of A, B, C, D or F (including plus and minus distinctions) based upon the mean ratings provided for each characteristic. The same scale was also used in assigning grades for the Handy Ride service in this 2018 Customer Satisfaction Report. The grading scale used in the previous reports as well as the current report is depicted in **Table 3** below.

Table 3	
Handy Ride Performance Letter Grading Scale (Based on 1-6 ratings, where 1 Very Satisfied) and 6 Very Dissatisfied	
1.00 to 1.33	A+
1.34 to 1.67	A
1.68 to 1.99	A-
2.00 to 2.33	B+
2.34 to 2.67	B
2.68 to 2.99	B-
3.00 to 3.33	C+
3.34 to 3.67	C
3.68 to 3.99	C-
4.00 to 4.33	D+
4.34 to 4.67	D
4.68 to 4.99	D-
5.00 to 5.33	D-/F
5.34 to 6.00	F

Table 4 shows the mean ratings and grades for 2018, 2014, and 2011 and shows the same information that can be found in the charts above with the exception that the grades provide a more aggregated summary of the data. It is evident that the high level of satisfaction found in 2014 exists at the same level in 2018. Both survey periods indicate that customer satisfaction and service improvements are called for in the following areas: getting you home to your destination on time, scheduled pick - ups, and will call pick - ups.

**Table 4
Handy Ride Customer Satisfaction Report Card and Mean Satisfaction Ratings
(Years 2018, 2014, and 2011)**

Service Characteristic	2018		2014		2011	
	Grade	Mean	Grade	Mean	Grade	Mean
Overall Service Provided by Handy Ride	A-	1.73	A-	1.75	A-	1.75
Drivers Safety Consciousness	A	1.45	A	1.40	A	1.40
Drivers Courtesy	A	1.52	A	1.39	A	1.39
Cleanliness Inside Handy Ride Vans and Sedans	A	1.53	A	1.46	A	1.46
Drivers Driving Skills	A	1.57	A	1.39	A	1.39
Value Provided by Handy Ride for the Fare/Price Paid	A	1.58	A	1.62	A	1.62
Reservation Staff's Courtesy	A	1.62	A	1.52	A	1.52
Comfort of the Handy Ride Vans and Sedans	A-	1.72	A	1.63	A	1.63
Service Hours for Handy Ride Vans and Sedans	A-	1.72	A-	1.81	A-	1.81
Availability of Information for Handy Ride from FAX	A-	1.76	A-	1.72	A-	1.72
Monday to Sunday 8am to 5pm Reservation Hours	A-	1.88	A-	1.85	A-	1.85
Reservations Staff's Accuracy (correct time and location)	A-	1.86	A-	1.86	A-	1.86
Handy Ride's Reservation Policy 2 Days in Advance (1 day in 2011)	A-	1.95	A-	1.68	A-	1.68
Getting You Home or to Your Destination On Time	B+	2.07	B+	2.23	A-	1.89
Scheduled Pick Ups (5 minutes before to 30 minutes after scheduled time)	B+	2.25	B+	2.09	B+	2.09
Will Call Pick Ups	B	2.51	B	2.57	B+	2.18

Pickup and Wait Times on the Handy Ride System

Will-Call Pickup Times: Will-call pickups occur when customers are not certain in advance when to be picked up at their destination. Return trips from their destinations are not prescheduled and the customer is retrieved up to 90 minutes from the time he or she calls to be picked up. **Chart 8** shows the typical wait times for a will-call pick up. It is noteworthy that in the current survey, the 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. These typical wait times in 2018 are consistent with the findings in 2007 and 2014 where 57 percent and 53 percent of customers respectively had wait times of 30 minutes or less. There was an aberration in 2011 where nearly 7 in 10 (69 percent) of the respondents had typical will-call wait times of 30 minute or less.

- Older customers are more likely to wait longer for a will call pickup to arrive than are younger customers (55-74 – mean of 41.82 minutes) versus (18-34 -- mean of 24.67).

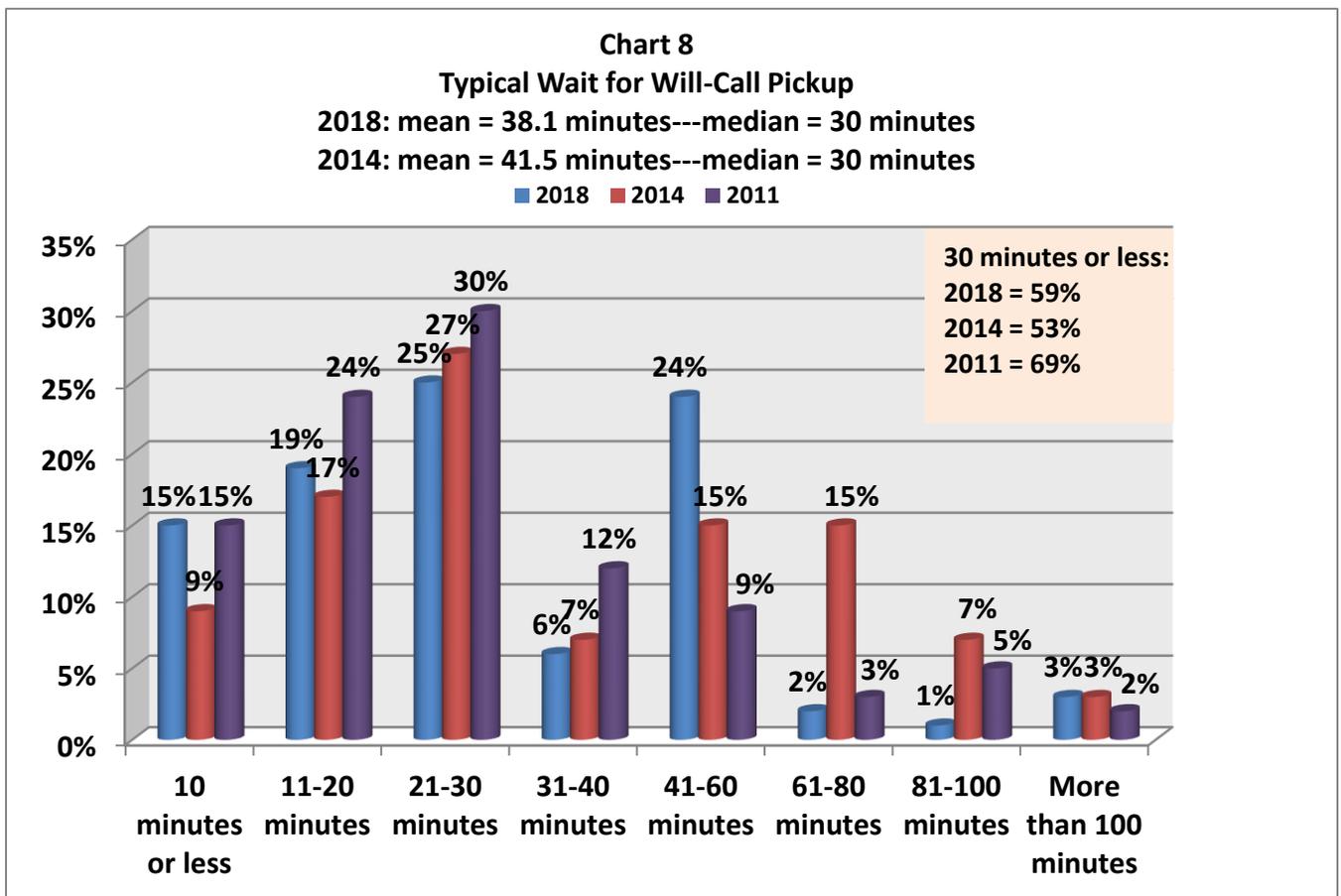


Chart 9 indicates that in 2018 well over one-half (56 percent) of customers never waited more than 90 minutes for a will call pickup. This finding demonstrates noteworthy improvement over previous survey periods. For example, in 2014, 47 percent of respondents never waited longer than 90 minutes for a will call pickup and in 2011, the percentage of never waiting 90 minutes was 51 percent. Another indication of improvement in the will-call pick times lies in the percentage of customers who waited 3 or more times for a will call pickup. In 2014, 17 percent waited 90 minutes on 3 or more occasions, while in the current year (2018), only 11 percent waited 3 or more times for a will call pick up.

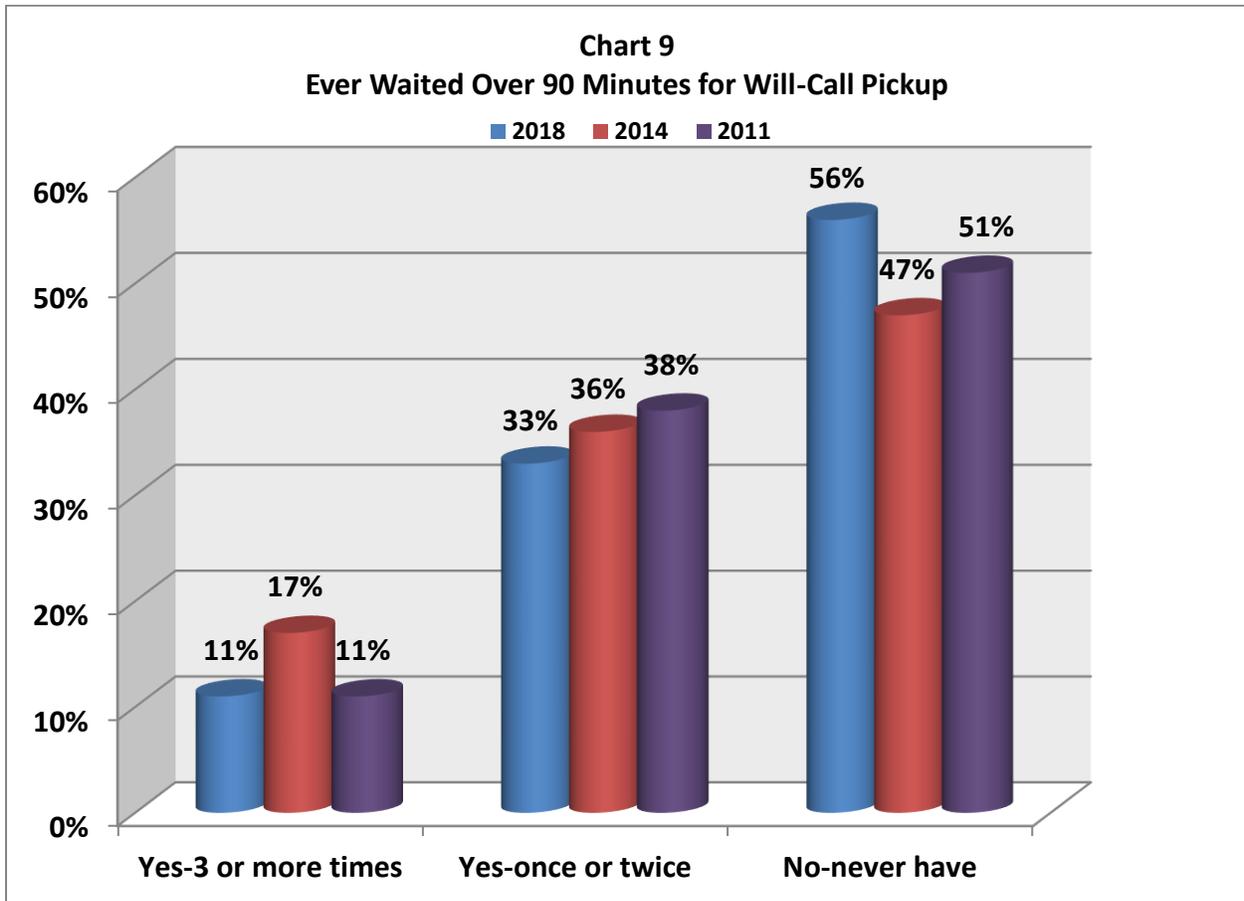
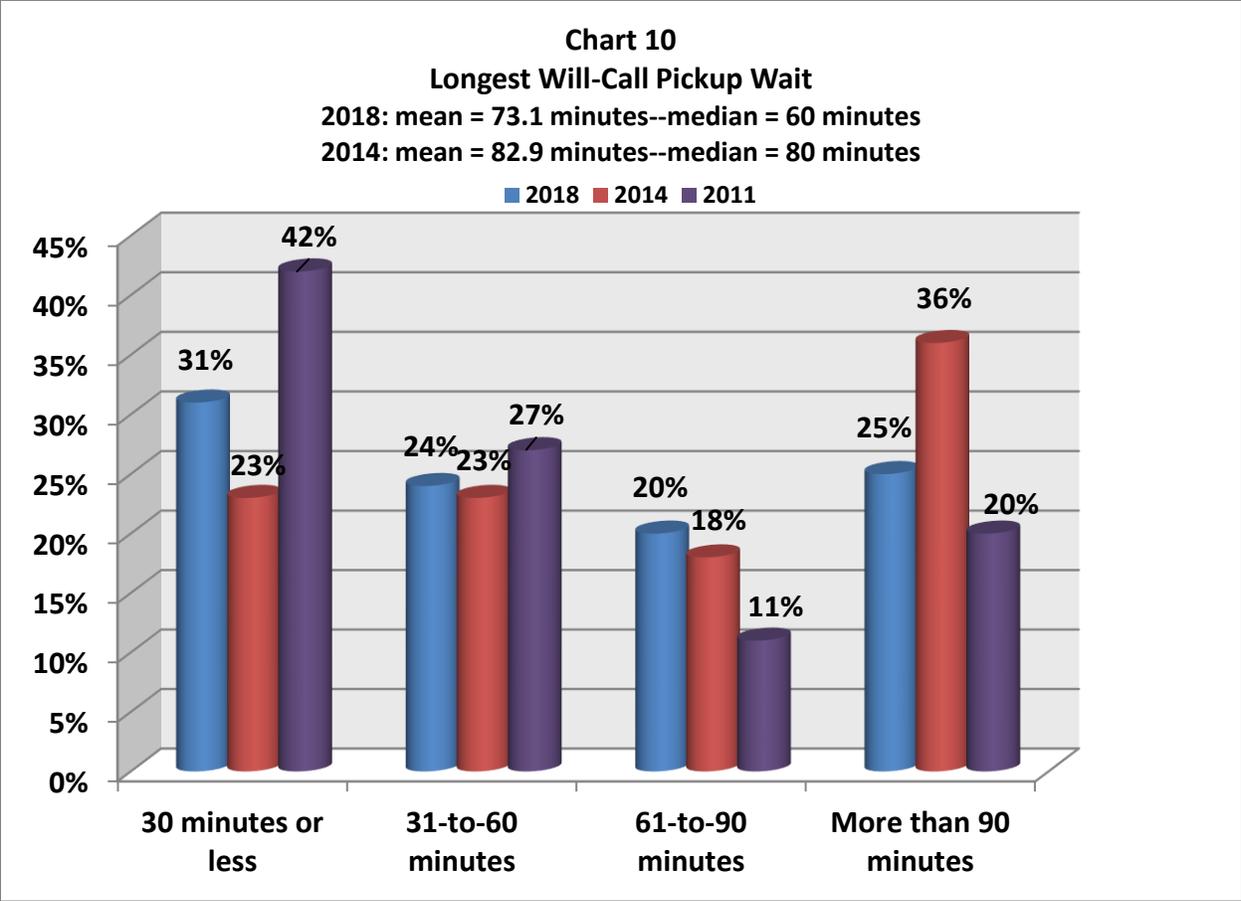


Chart 10 indicates that the mean longest wait time for a will-call pickup is 73.1 minutes and the longest median wait time is 60 minutes – both averages are below the 90-minute maximum that has been established as a guideline. This represents an improvement over the results of the 2014 survey where the mean longest wait time was 82.9 minutes and the median longest wait time was 80 minutes. This improvement is also shown with regard to respondents who indicated that their longest wait time for a will call pick up was more than 90 minutes. In 2018, one-quarter (25 percent) indicated that their longest wait time was more than 90 minutes while in 2014, 36 percent indicated that they experience such long wait times.



Scheduled Pick Ups: The guideline for a scheduled pickup is no more than 5 minutes before and no more than 30 minutes after the scheduled pickup. In 2018, the scheduled mean typical pickup time is 22.7 minutes and the median pickup time is 20 minutes (**Chart 11**). Both averages are well within the window established for such scheduled pickups. In the current survey, 86 percent were picked up in 30 minutes or less. This is quite consistent with the 2014, 2011, and 2007 survey periods where 90 percent, 87 percent, and 92 percent of customers respectively were picked up within 30 minutes of their scheduled pick up time. These typical pick-up times since 2007 represent a considerable improvement over the 2004 survey period, where only 64 percent were picked up within the established 30-minute window.

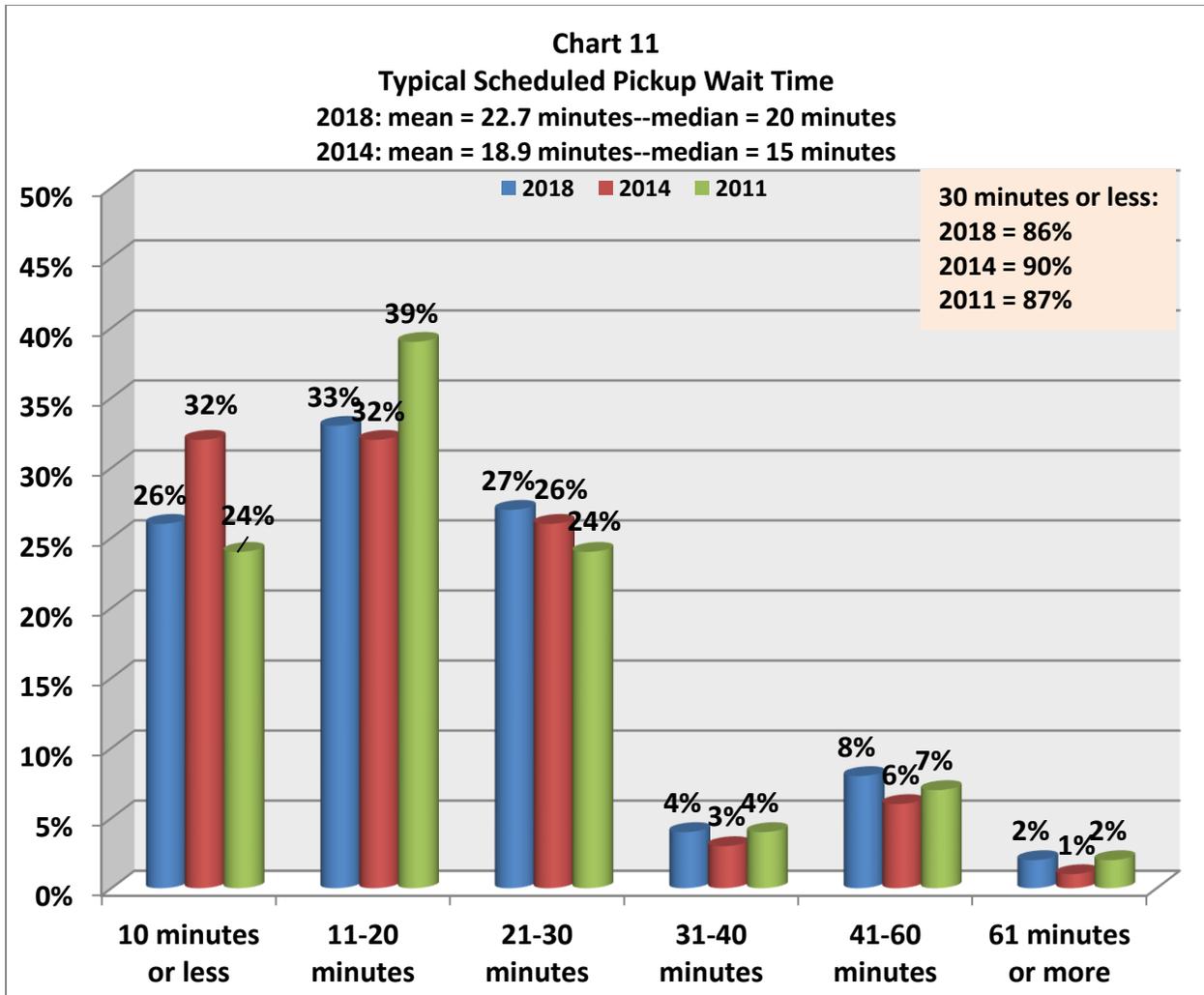
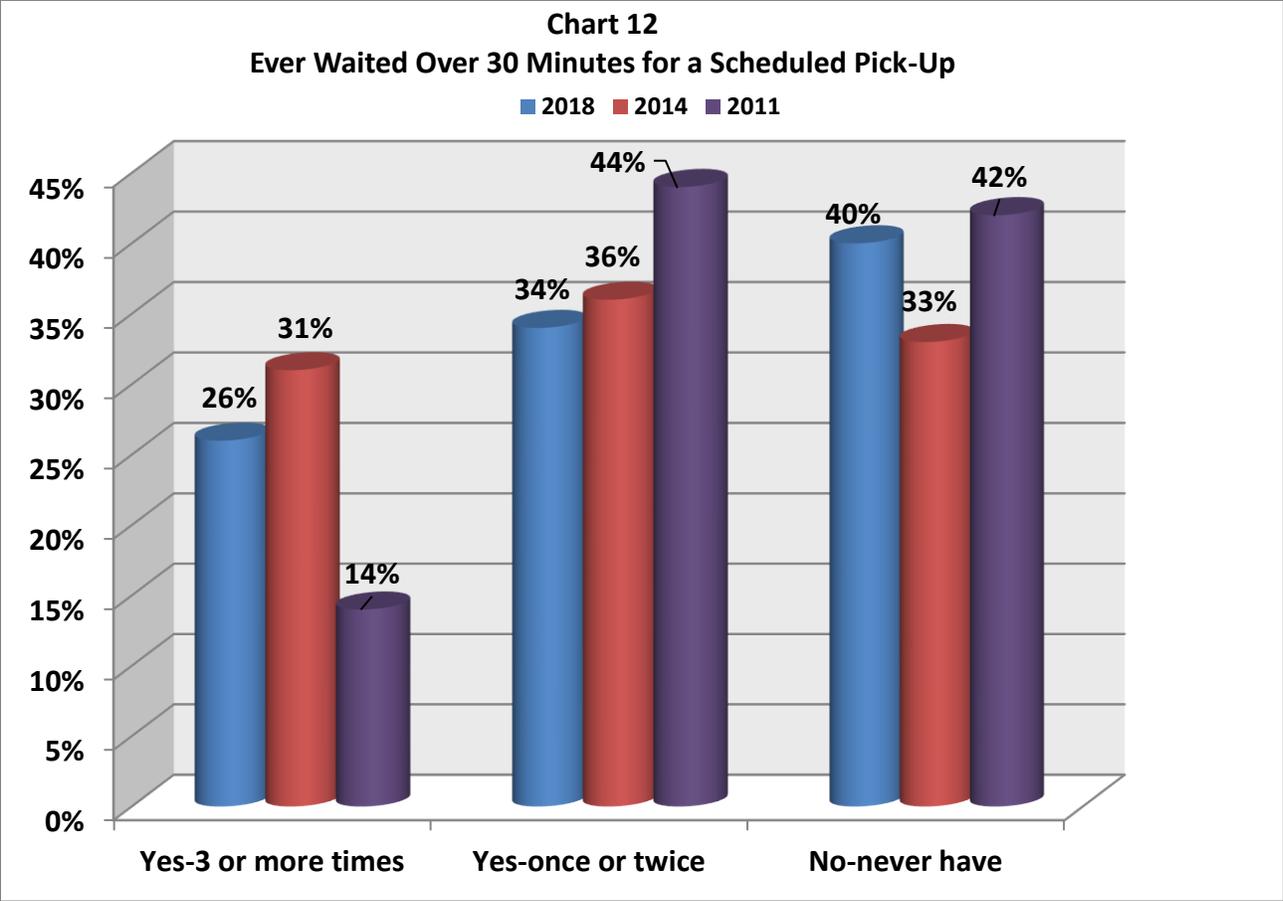


Chart 12 indicates that two in five (40 percent) of customers never waited more than 30 minutes for a scheduled pickup. This finding is consistent with the 2011 result where 42 percent of customers never waited more than 30 minutes for a scheduled pickup. However, the results in 2018, which parallel the results in 2011, represent a decline from the 2014 survey period in that only one-third of customers (33 percent) never waited more than 30 minutes.

The following subgroups have waited over 30 minutes for a scheduled pickup three or more times:

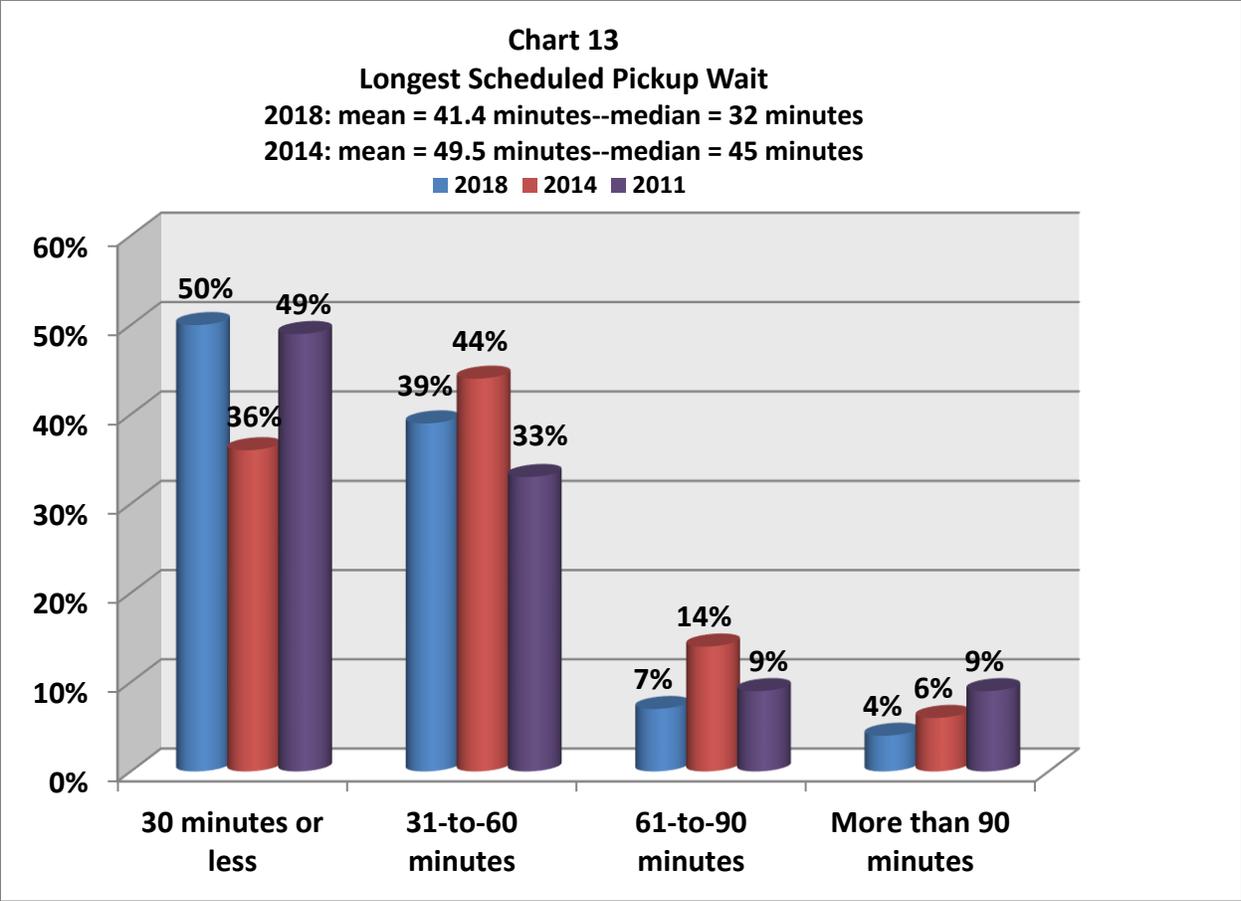
- Whites (33 percent) and Hispanic/Latinos (26 percent) versus African Americans (10 percent).
- Customers with a greater level of education (college or more – 33 percent) versus those with lesser education (high school or less -- 22 percent).



The longest pickup wait time for a scheduled pickup is depicted in **Chart 13**. The mean longest wait for a scheduled pickup in 2018 is 41.4 minutes and the median is 32 minutes. This result shows an improvement over the 2014 survey where the mean wait time is 49.5 minutes and the median wait time is 45 minutes. Further, nearly 9 in 10 respondents (89 percent) experienced their longest wait time to be 60 minutes or less. This result is better than those of previous survey periods. For example, in 2014, 80 percent experienced their longest wait time to be 60 minutes or less. Similarly, the results in the current year show particular improvement over the results from 2011 (82 percent), 2007 (77 percent), and 2004 (71 percent).

The following two subgroups reported the longest scheduled pickup wait times.

- Whites (mean of 46.4 minutes) versus African Americans (mean of 37.59 minutes) and Latinos (mean of 34.59 minutes).
- Customers with a college education or more (mean of 46.3 minutes) as opposed to those with some high school (mean of 30.84 minutes).



Other Handy Ride Time Considerations

Chart 14 reveals that one-fourth (25 percent) of customers always allow a 2-hour window between their requested pickup time and their scheduled appointment with another 25 percent sometimes allowing a two-hour window. Almost one-half (47 percent) are more likely to allow one hour or less. In 2014, respondents were similarly likely to allow a 1-hour window or less (49 percent). However, in the 2014 survey, respondents were more likely to always allow a 2-hour window (33 percent) and they were less likely to sometimes allow a 2-hour window (6 percent). In 2011, the situation was also somewhat different. In 2011, 63 percent of customers either always allowed a 2-hour window (43 percent) or sometimes allowed 2 hours (20 percent). Further, in 2011, only 33 percent allowed a 1-hour window or less. Compared to 2011, therefore, the customers in the 2018 and 2014 surveys allow less time between their requested pickup time and their scheduled appointment.

- Customers who work full time (43 percent) are more likely to allow a two-hour window between their requested pick-up time and their scheduled appointment time than do those who are disabled/unable to work (36 percent) and those who are retired (33 percent).

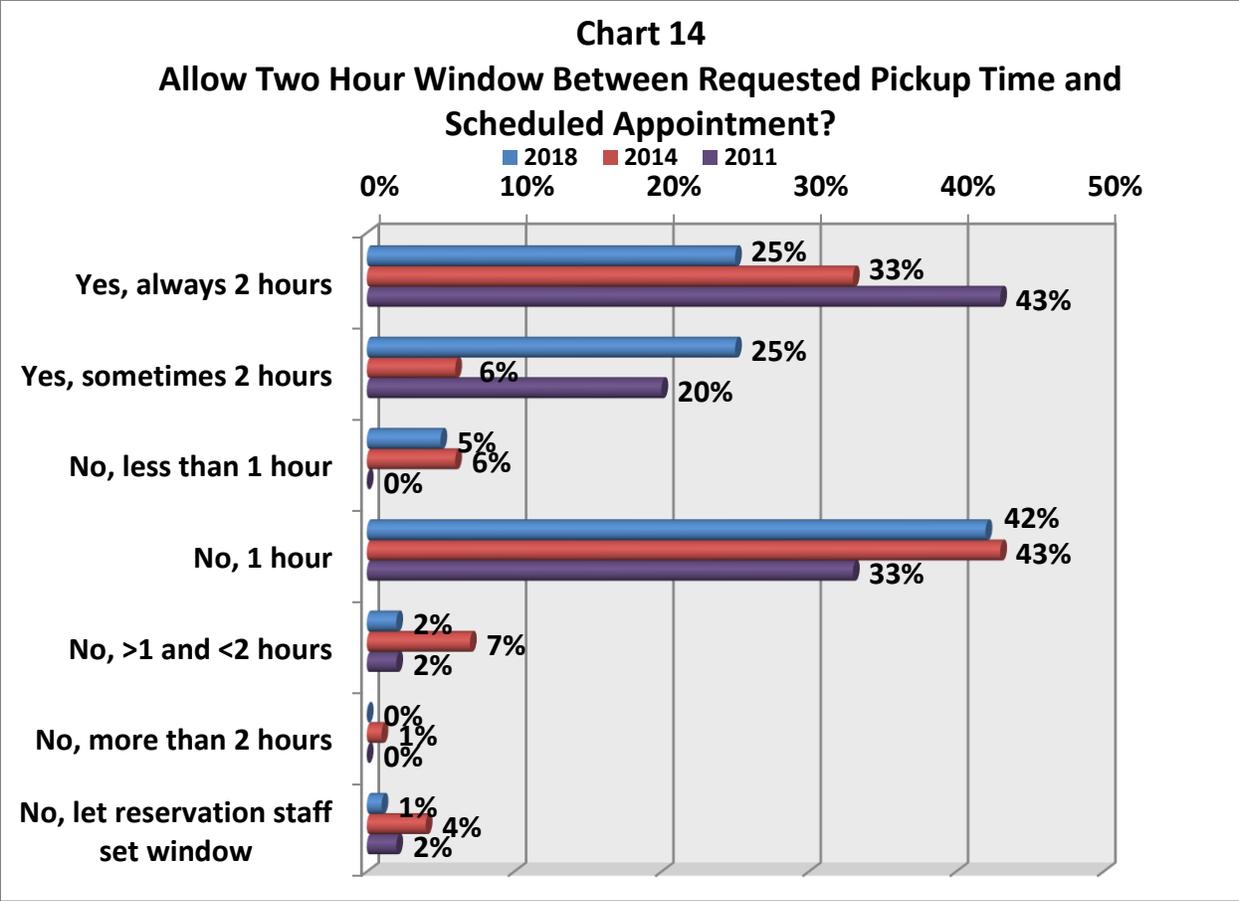


Chart 15 shows that nearly one-half (49 percent) of Handy ride customers indicate that a Handy Ride vehicle has never arrived early for pickup. In the 2011 and 2014 surveys, 30 percent and 42 percent of customers respectively had never experienced a Handy Ride vehicle arriving early for pickup. In 2007, 31 percent of customers experienced an early pickup. Similarly, only 40 percent of customers in the current survey and in 2014 encountered Handy Ride vehicles once or twice arriving early for pickup. This compares to over one-half encountering this situation in 2007 (55 percent) and 2011 (51 percent).

The typical Handy Ride trip is 32.9 minutes (mean) and 30 minutes (median) (**Chart 16**). The Handy Ride trip for over 7 in 10 customers (71 percent) is 30 minutes or less. This is very consistent with the results of the 2014 and 2011 surveys where 72 percent and 70 percent respectively had a typical trip last 30 minutes or less. In previous survey periods, the typical trip duration was 30 minutes or less for a greater percentage of customers. For example, in 2004, 83 percent rode a typical trip of 30 minutes or less and in 2007, 90 percent rode a typical trip of 30 minutes or less.

Chart 15
Has Handy Ride Vehicle Ever Arrived Early for Pickup?

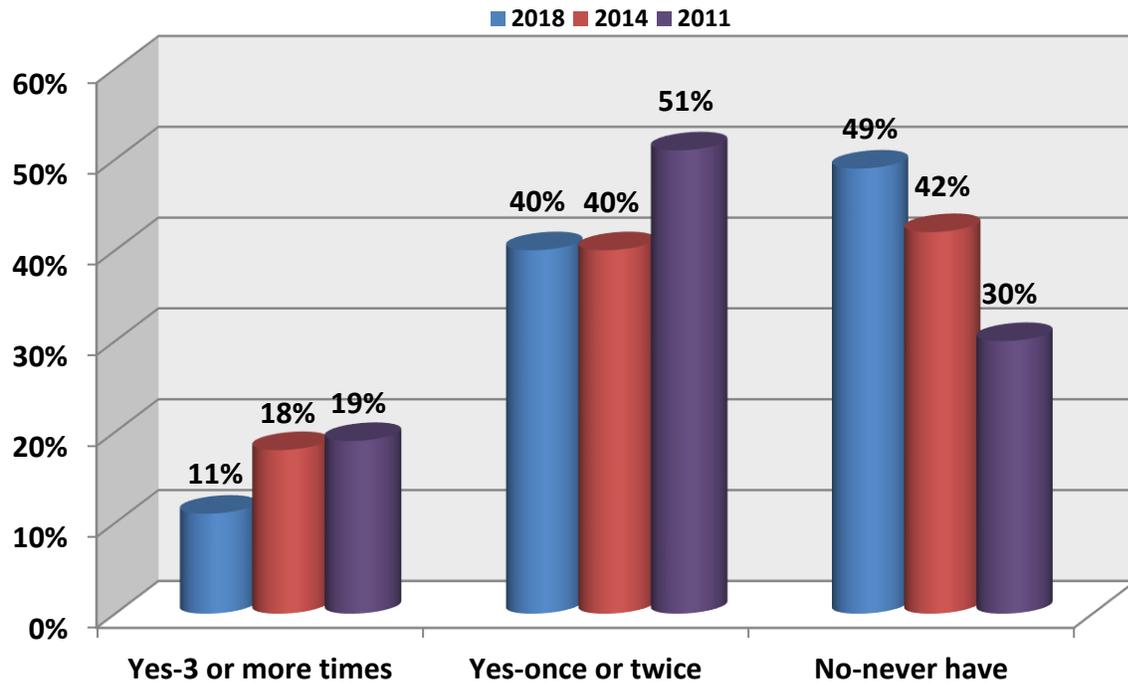


Chart 16
Typical Trip Duration

2018: mean = 32.9 minutes--median = 30 minutes
 2014: mean = 28.39 minutes--median = 25 minutes

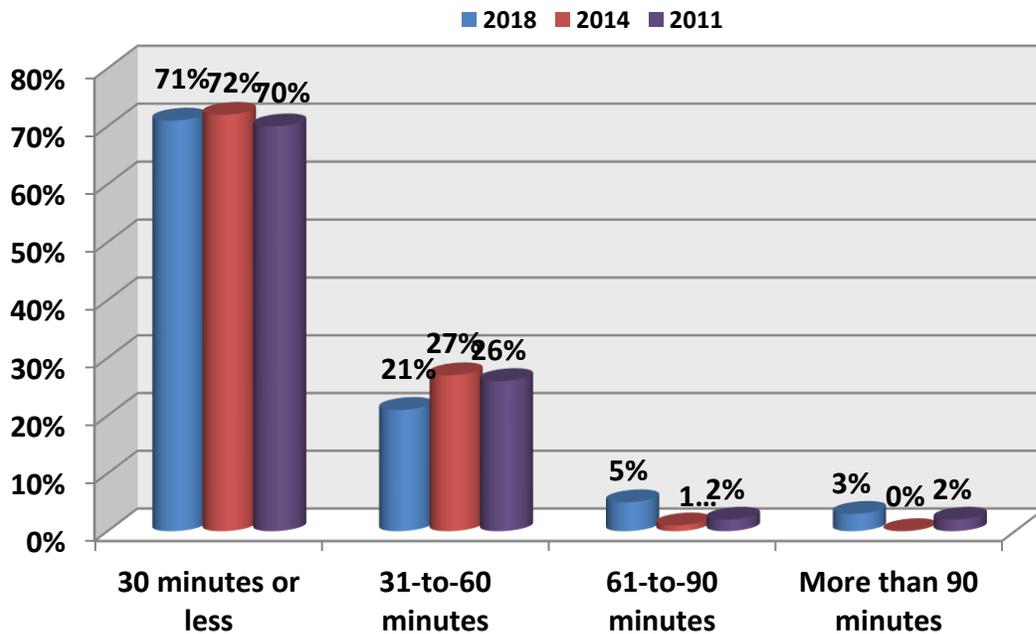
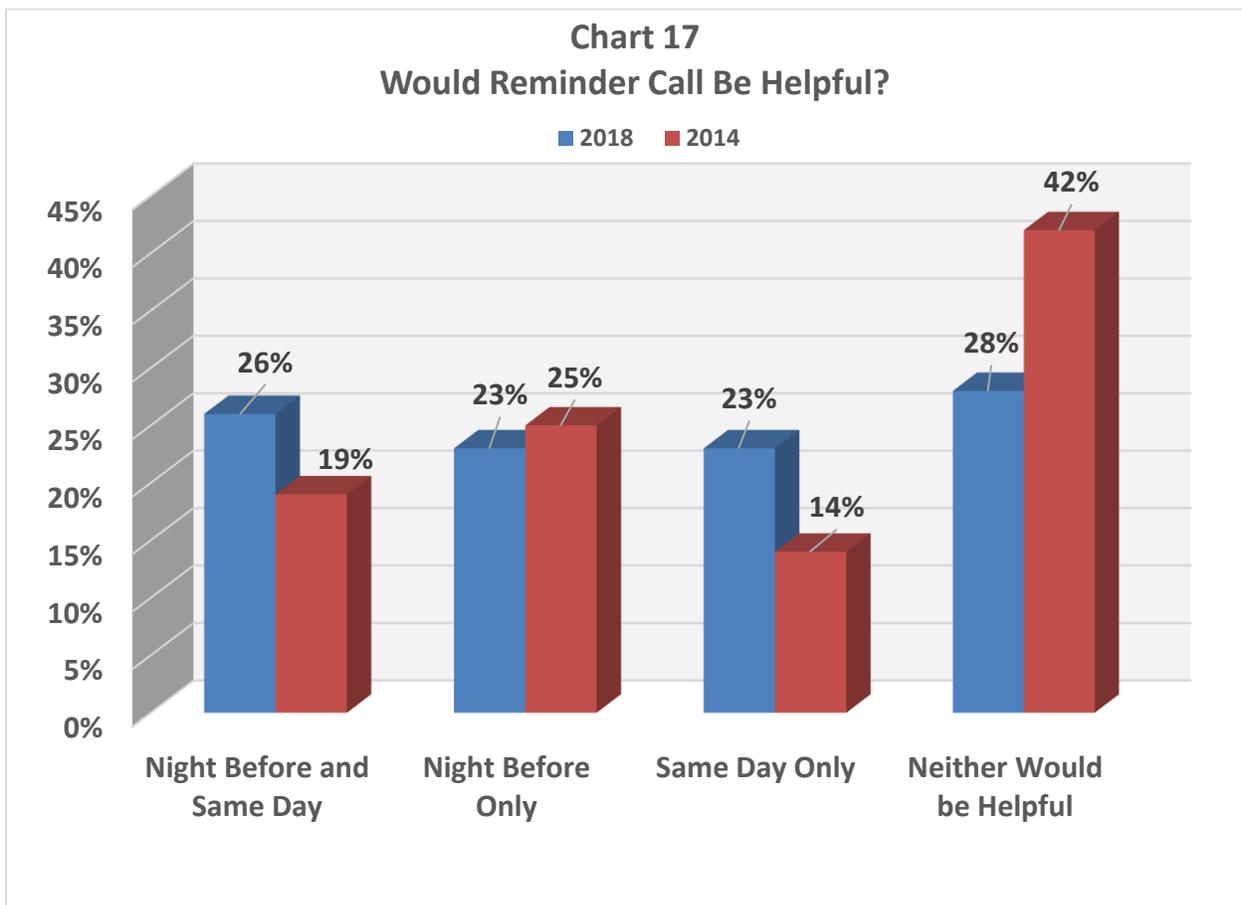


Chart 17 indicates that nearly three-fourths (72 percent) of respondents would find a call helpful reminding them of their appointment. Among these respondents, 26 percent would find it helpful to have two calls—one on the night before their trip and another on the day of their trip; 23 percent would want a call on the same day only and another 23 percent on the night before only. There is a much stronger interest in 2018 than there was in 2014 regarding such a reminder call. This finding is substantiated by noting that in 2014, over two fifths of respondents (42 percent) indicated that they would not find any reminder call helpful, while in the current year, only 28 percent voiced this opinion. The following subgroup would find it more helpful to have a reminder call about a Handy Ride pick-up the night before the pick-up as well as on the same day as the pick-up:

- Customers with a lesser level of education (some high school – 40 percent) versus customers with a higher level of education (college or more – 23 percent)



Handy Ride Customer Trip Characteristics

Chart 18 shows that approximately three fourths (76 percent) of Handy Ride customers have used the service 1.5 years or more, including 60 percent that have used the service 3 or more years. The current

customers have somewhat less tenure as riders of Handy Ride than the customers in the 2014 survey where 82 percent were riders of Handy Ride for more than 1.5 years. This difference does not reverse the overall trend, however, in strong and sustained ridership since 2004 on the Handy Ride system. For example, ridership tenure in previous survey periods is as follows: (2004 and 2007 more than 1.5 years – 69 percent each) and 2011 more than 1.5 years – 71 percent). This considerable retention of riders is consistent with the very high level of satisfaction.

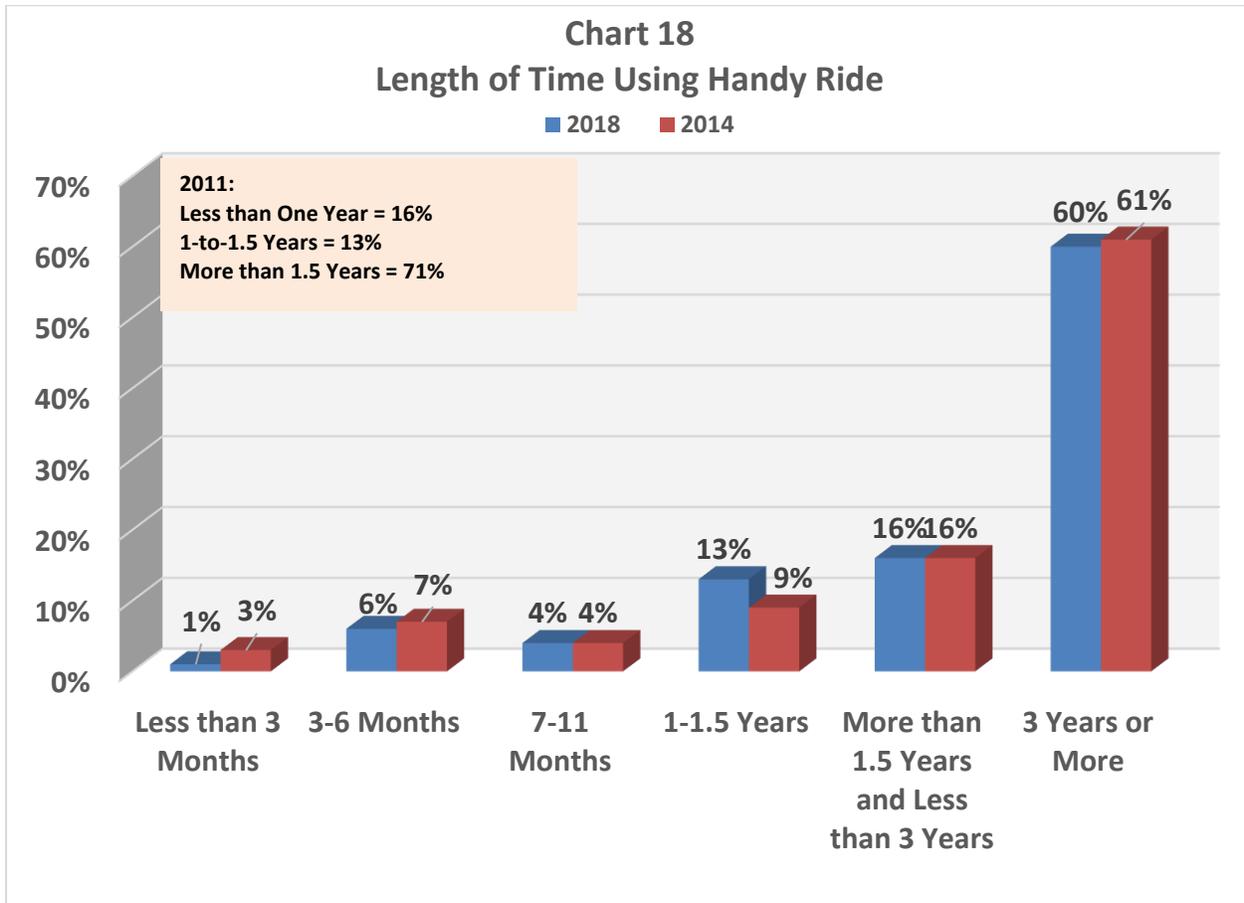
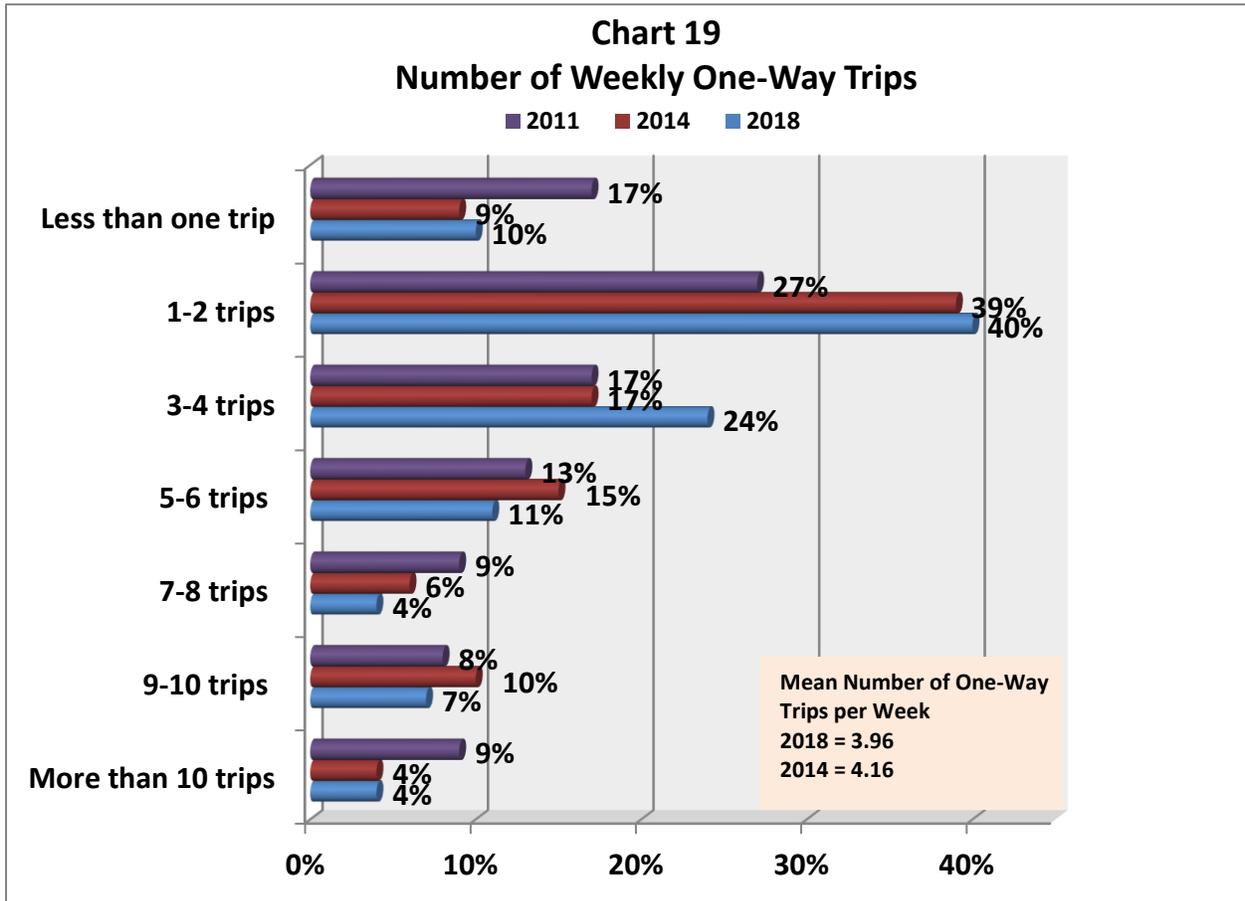


Chart 19 indicates that two-fifths (40 percent) of respondents make 1 to 2 one-way trips per week on Handy Ride and this is consistent with the results of the 2014 survey where 39 percent of customers made 1 to 2 one-way trips per week. This consistency is further documented by comparing the mean number of one-way trips in 2018 (mean = 3.96 one-way trips per week) and the mean number of trips in 2014 (mean = 4.16). These findings for 2014 and 2018 represent a substantial change over the 2011 survey where 27 percent made 1-2 trips per week. In 2018, nearly one fourth of respondents (24 percent) made 3-4 trips per week. This shows a notable increase since 2014 and 2011 when only 17 percent of respondents in each period made 3-4 trips per week.

The following two subgroups are more likely to make more one-way trips per week.

- Customers who are employed full time (mean of 8.33 trips) versus those who are retired (mean of 3.14 trips).
- African Americans (mean of 3.9 trips) as opposed to Latinos (mean of 3.5 trips)



In 2018, 2014, and 2011, approximately two-fifths of respondents planned to take more Handy Ride trips in the next three months (**Chart 20**). In 2018, more than two-fifths (43 percent) plan to take more Handy Ride trips in the next three months, nearly one-half (48 percent) plan to take the same number of trips, and only 9 percent plan to take fewer trips or to stop using the service. Similarly, in 2014, 39 percent planned to take more trips, 54 percent planned to take the same number of trips in the next three months and 7 percent planned to take fewer trips or stop. By contrast, in 2011, only 41 percent planned to take more trips, 39 percent planned on the same number of trips and 20 percent planned to take fewer trips.

The following subgroups plan to take more trips on Handy Ride in the next three months:

- African Americans (51 percent) as opposed to Hispanic/Latinos (35 percent).
- Customers with a lesser level of education (high school or less education --- 46 percent) versus customers with a higher level of education (college graduate or more – 35 percent)

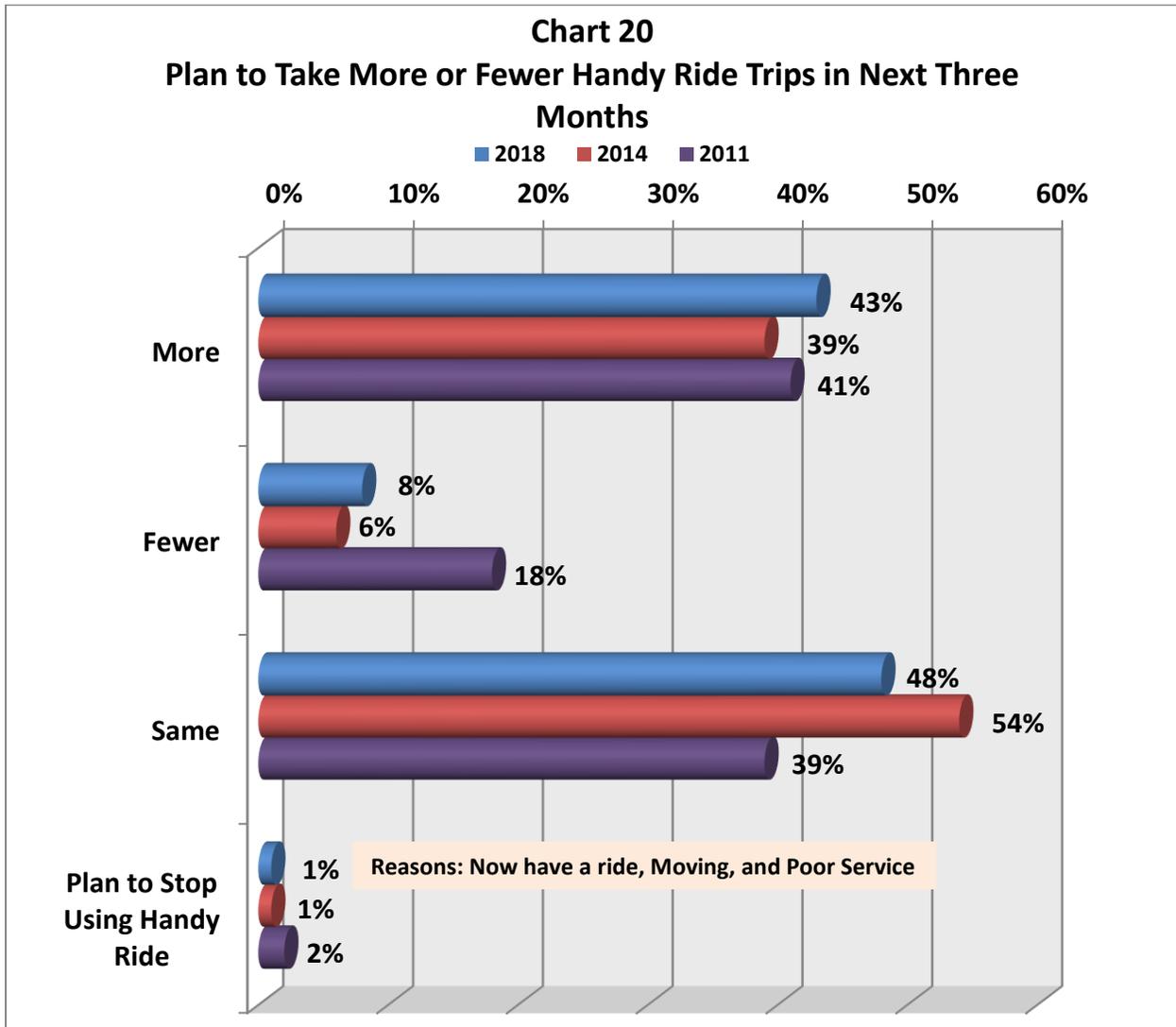
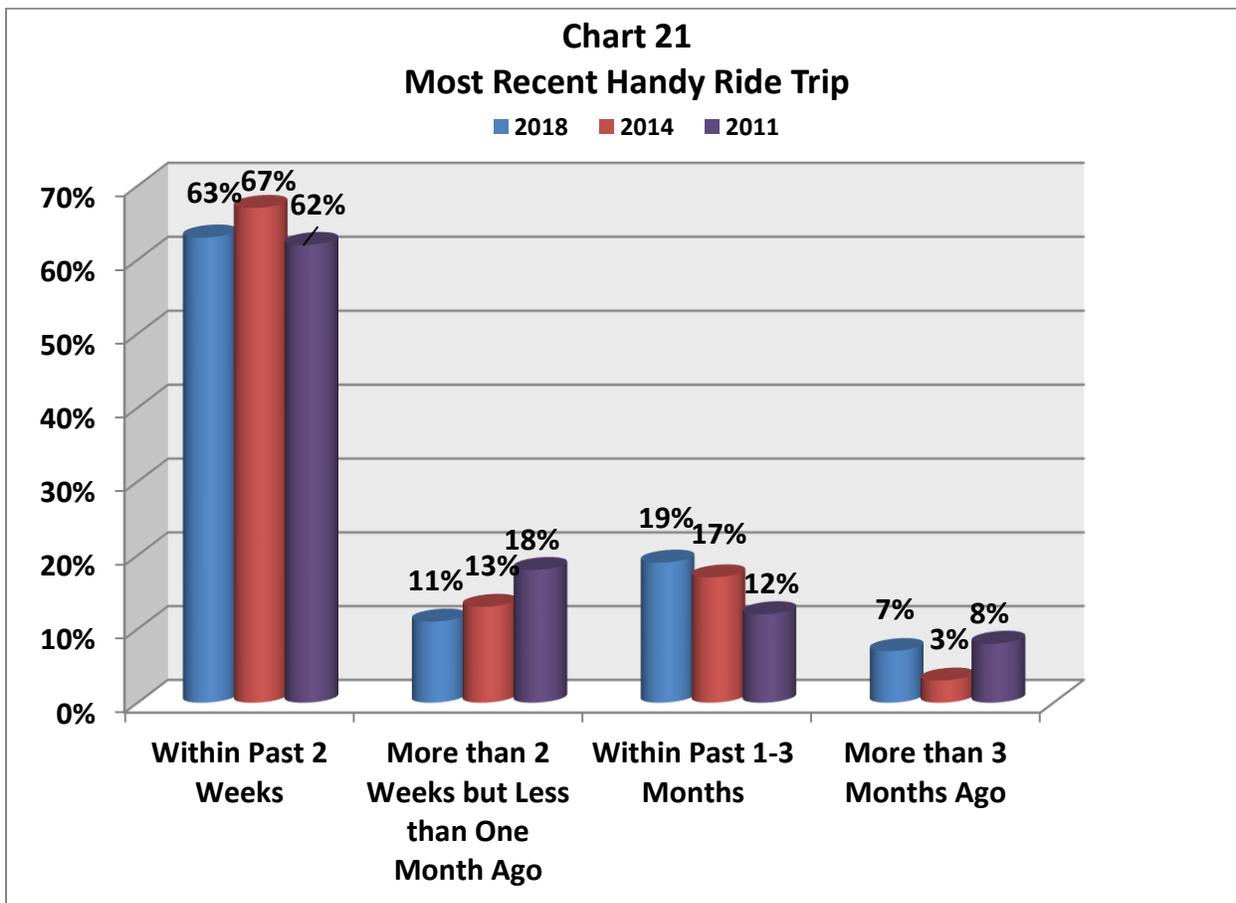


Chart 21 indicates that over three-fifths (63 percent) of customers in the current survey have taken their most recent Handy Ride trip within the past 2 weeks. This is consistent with the 2014 and 2011 surveys where 67 percent and 62 percent respectively took their most recent ride within the past 2 weeks.



More than 7 in 10 customers (72 percent) of customers indicate that their dominant trip purpose made on the Handy Ride system is going to appointments, such as doctors' visits (**Chart 22**). This finding represents an increase over the results in 2014 (63 percent with appointments as the dominant trip purpose) and in 2011 (65 percent indicated that appointments were their dominant trip). In 2007 and 2004, appointments comprised 78 percent of trips taken on the Handy Ride system – a result that is more consistent with the current 2018 survey results. It is noteworthy that in the current survey, 7 percent of trips were made for purposes of social activities and entertainment—a substantial decrease from 17 percent in 2014.

The following subgroups are more likely to identify appointments as the primary purpose of their Handy Ride trips:

- Customers who are employed part-time (46 percent) and those who are employed full-time (27 percent) versus customers who are disabled (78 percent) and those who are retired (71 percent).
- Customers who are 55 years old or older (76 percent) as opposed to those who are between the ages of 18 and 54 (58 percent).
- African-Americans (79 percent) and Hispanic/Latinos (76 percent) versus Whites (67 percent).

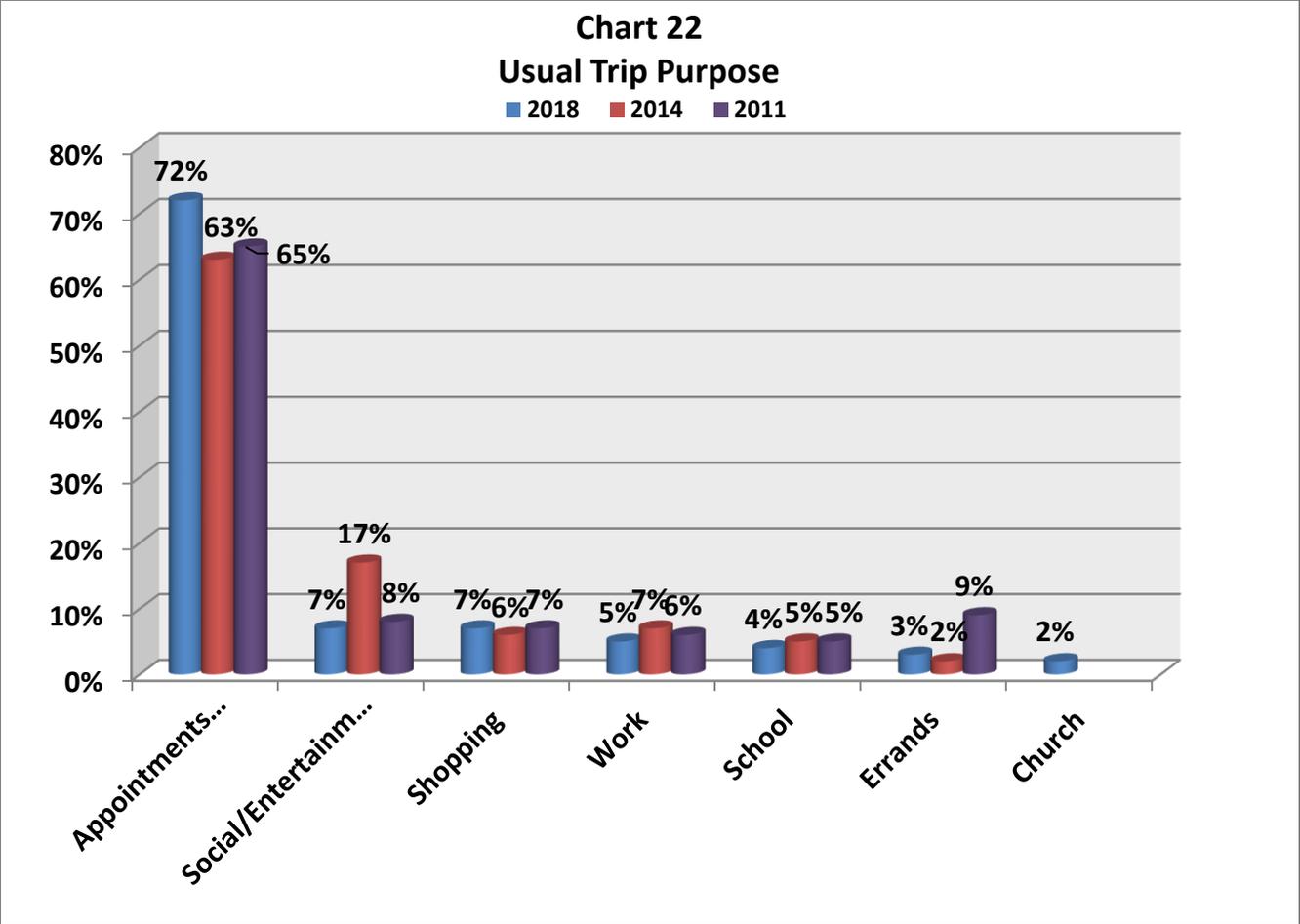


Chart 23 shows that 12 percent of customers received a “no show” in the past six months. This “no show” result is considerably less than the rate of no shows in 2014 (30 percent) and 2011 (34 percent). Among those customers who received a “no show” in the 2018 survey period, nearly three-fifths (59 percent) of respondents received one “no show” and another 23 percent received two “no shows” (**Chart 24**). The mean number of “no shows” among customers who received one or more “no shows” in 2018 is 1.62. In the 2014 survey period a smaller percentage of customers received one “no show” (52 percent) and a greater percentage received two “no shows” (34 percent). The mean number of “no shows” received in 2014 was, therefore somewhat higher (1.78 no shows) than the mean in 2018.

Chart 23
Received "No Show" in Past Six Months

■ 2018 ■ 2014 ■ 2011

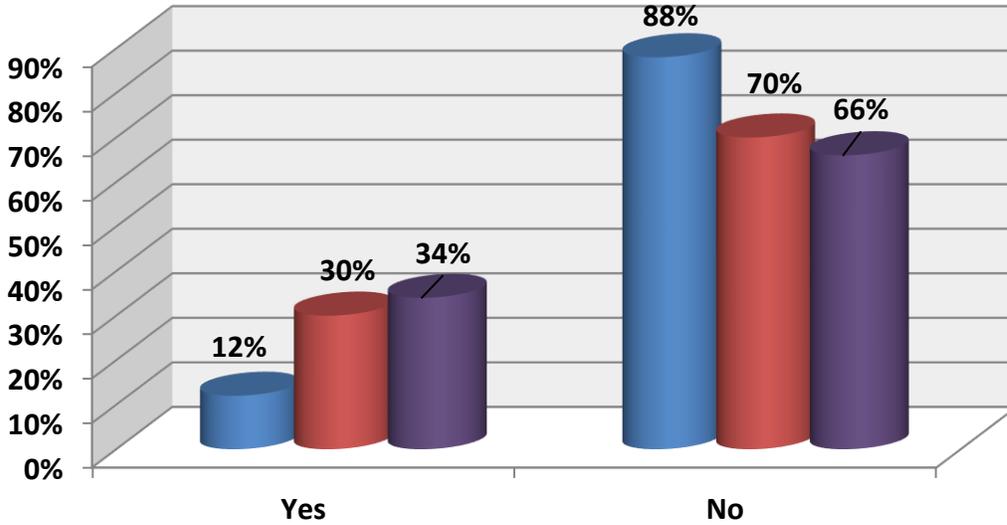


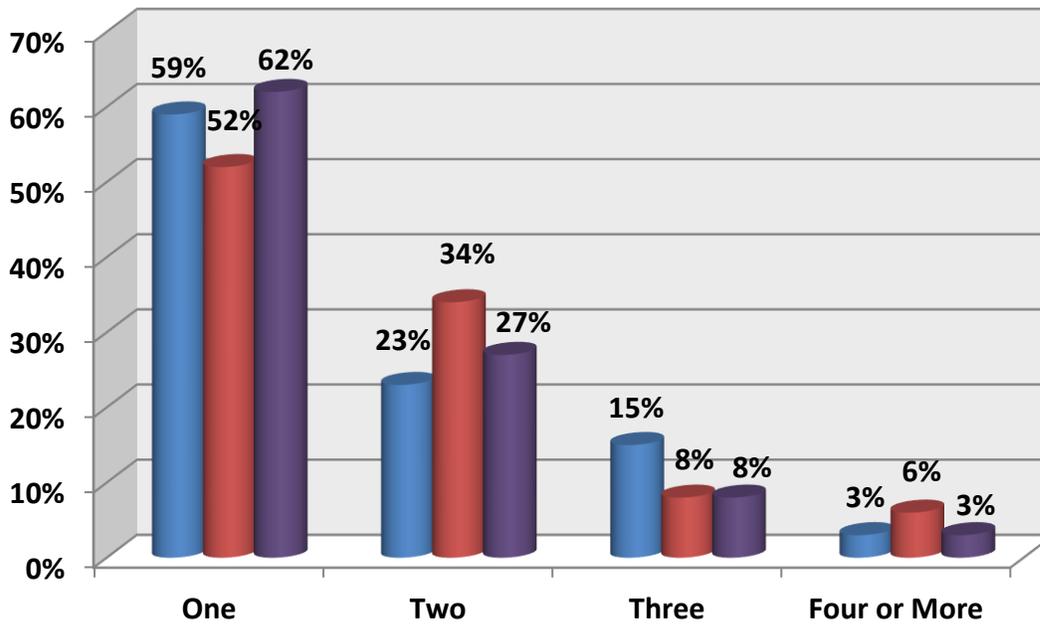
Chart 24

Number of No Shows Received
 (among those receiving No Shows in past 6 months)

2018: mean = 1.62 No Shows in 6 months

2014: mean = 1.78 No Shows in 6 Months

■ 2018 ■ 2014 ■ 2011



Method of Fare Payment and Electronic Technology

Chart 25 indicates that customers largely use cash to pay their Handy Ride fare and that this has been the case since 2004. In the current survey, over three-fourths (76 percent) pay their fare with cash. In previous survey periods, the percentages of customers who pay cash are as follows: 2004 –76 percent; 2007 – 72 percent, 2011 – 71 percent and 2014 – 77 percent. The alternative method of fare payment is the Handy Ride Pass (24 percent in 2018, 23 percent in 2014 and 29 percent in 2011).

The following subgroups are more likely to use cash to pay for their Handy Ride fare:

- Customers who are 35 years of age or older (78 percent) as opposed to those who are between 18 and 34 years of age (46 percent).
- Customers with a lesser level of education (high school education or less education – 81 percent) versus customers with a higher level of education (college or more – 66 percent).

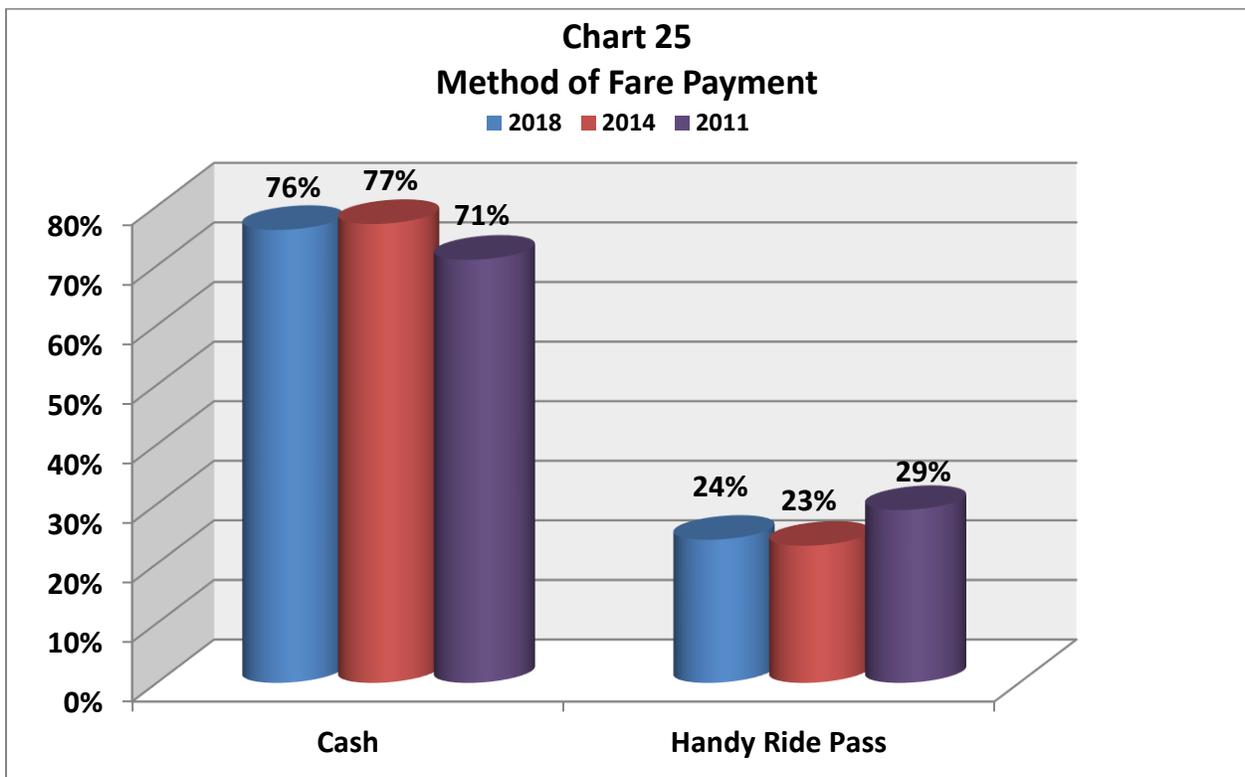


Chart 26 show that customers of Handy Ride are roughly split over the potential use of an electronic fare system. Specifically, 45 percent of respondents are in favor of using an electronic fare system. Also of note, over four-fifths (83 percent) of respondents indicate that they do not use a debit/credit card to make FAX purchases (**Chart 27**).

Chart 26
Would You Use Electronic Fare System?

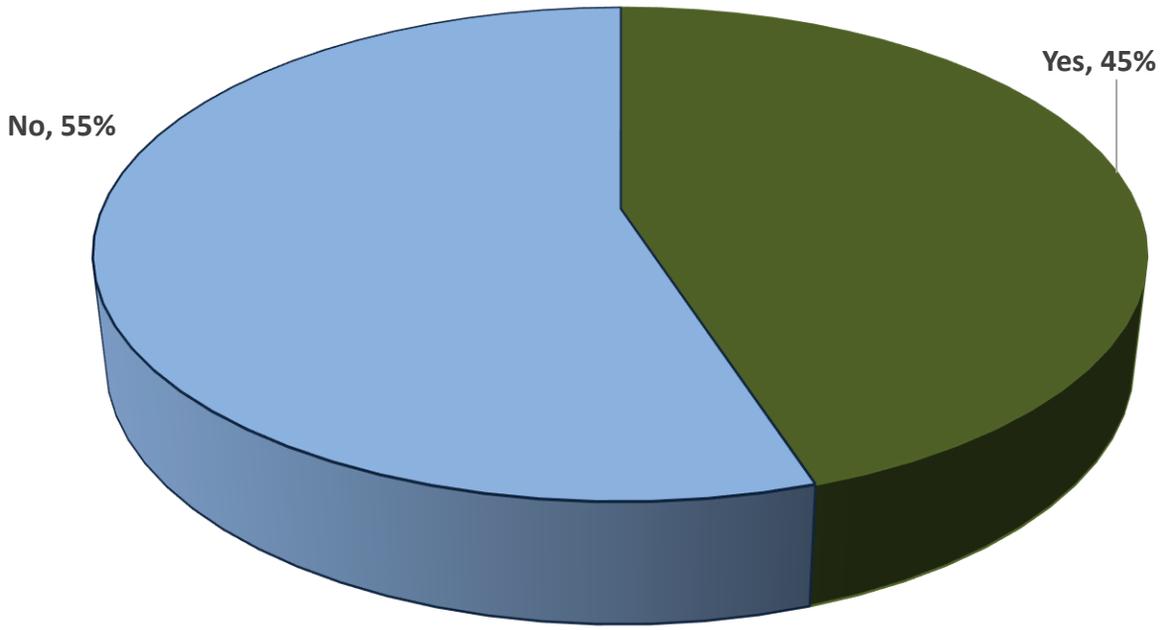
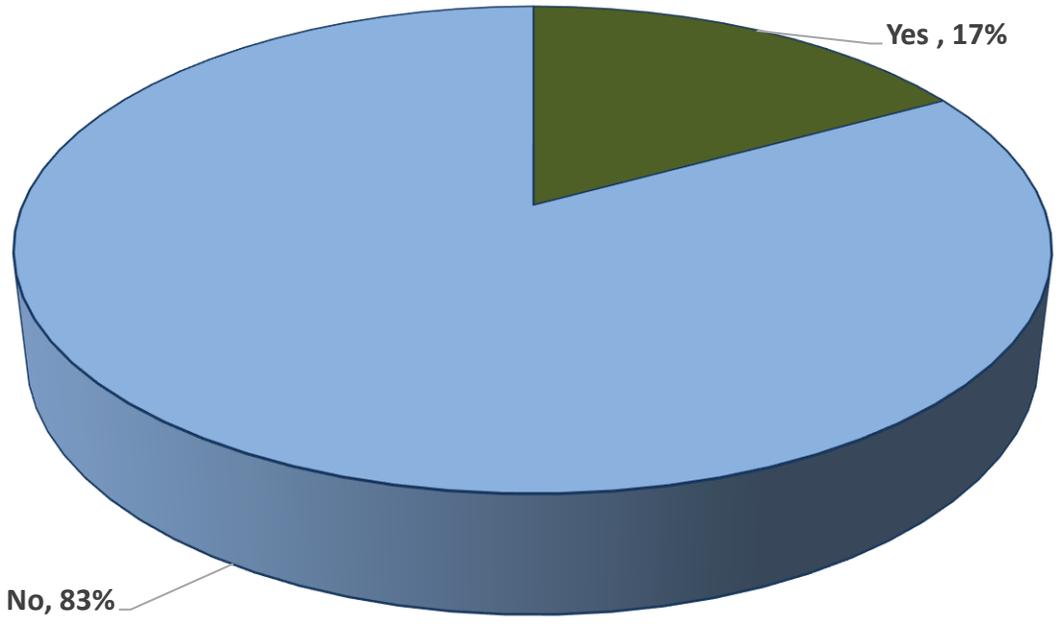
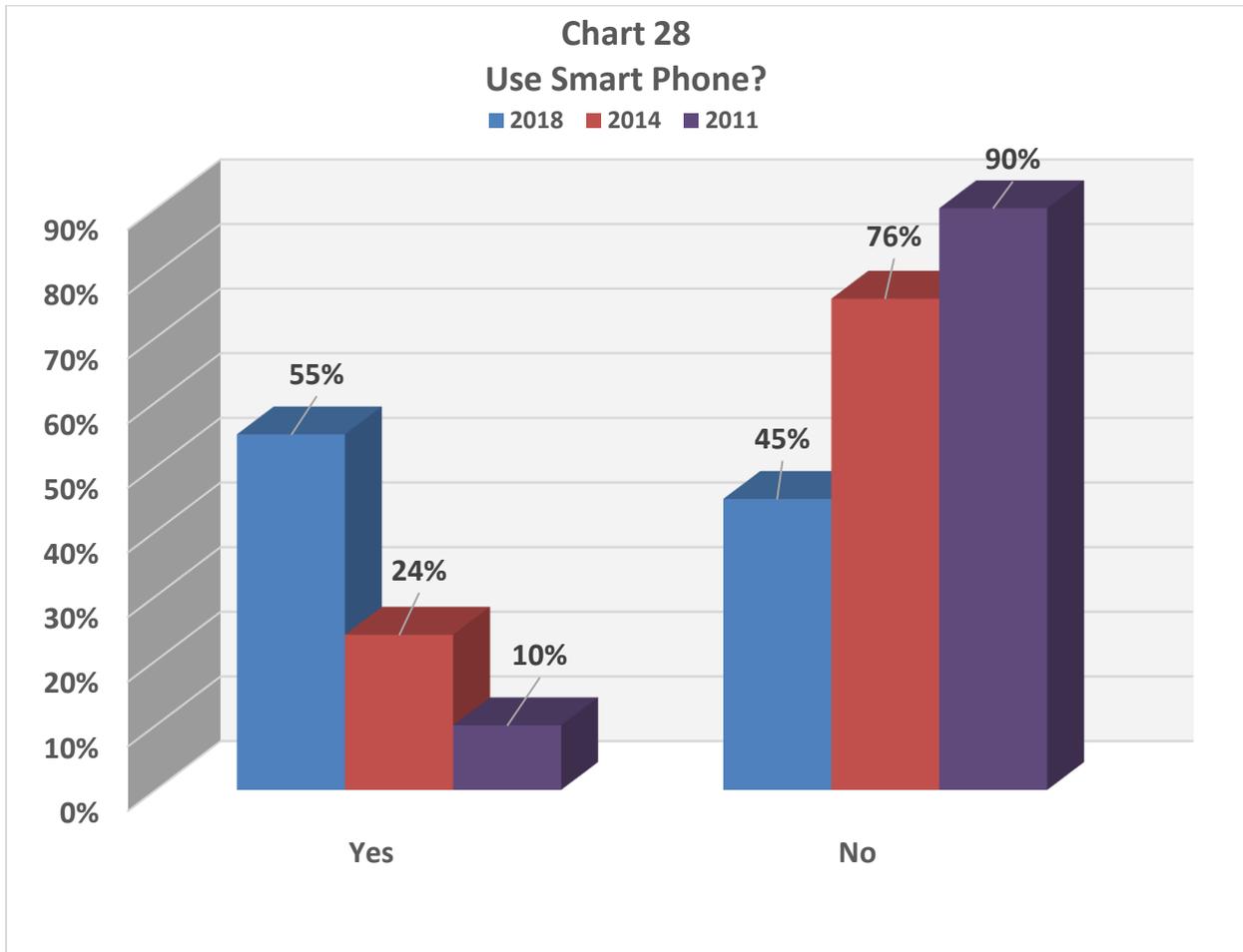


Chart 27
Use Debit/Credit Card to Make FAX Purchases?



The availability and use of a smart phone is shown in **Chart 28**. Well over one half of respondents (55 percent) indicate that they have the use of a smart phone. This represents a considerable increase in the use of a smart phone since the 2014 and 2011 surveys where 24 percent and 10 percent respectively made use of smart phones.

- As is suspected, younger customers are more likely to use a smart phone (18-54 = 70 percent) versus older customers (over the age of 55 = 49 percent).



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

Chart 29 shows that 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. This represents a decrease in Handy Ride dependency since 2014 where 70 percent either strongly agreed or agreed that they were totally dependent on Handy Ride. The 2011 level of agreement regarding Handy Ride dependency was 64 percent.

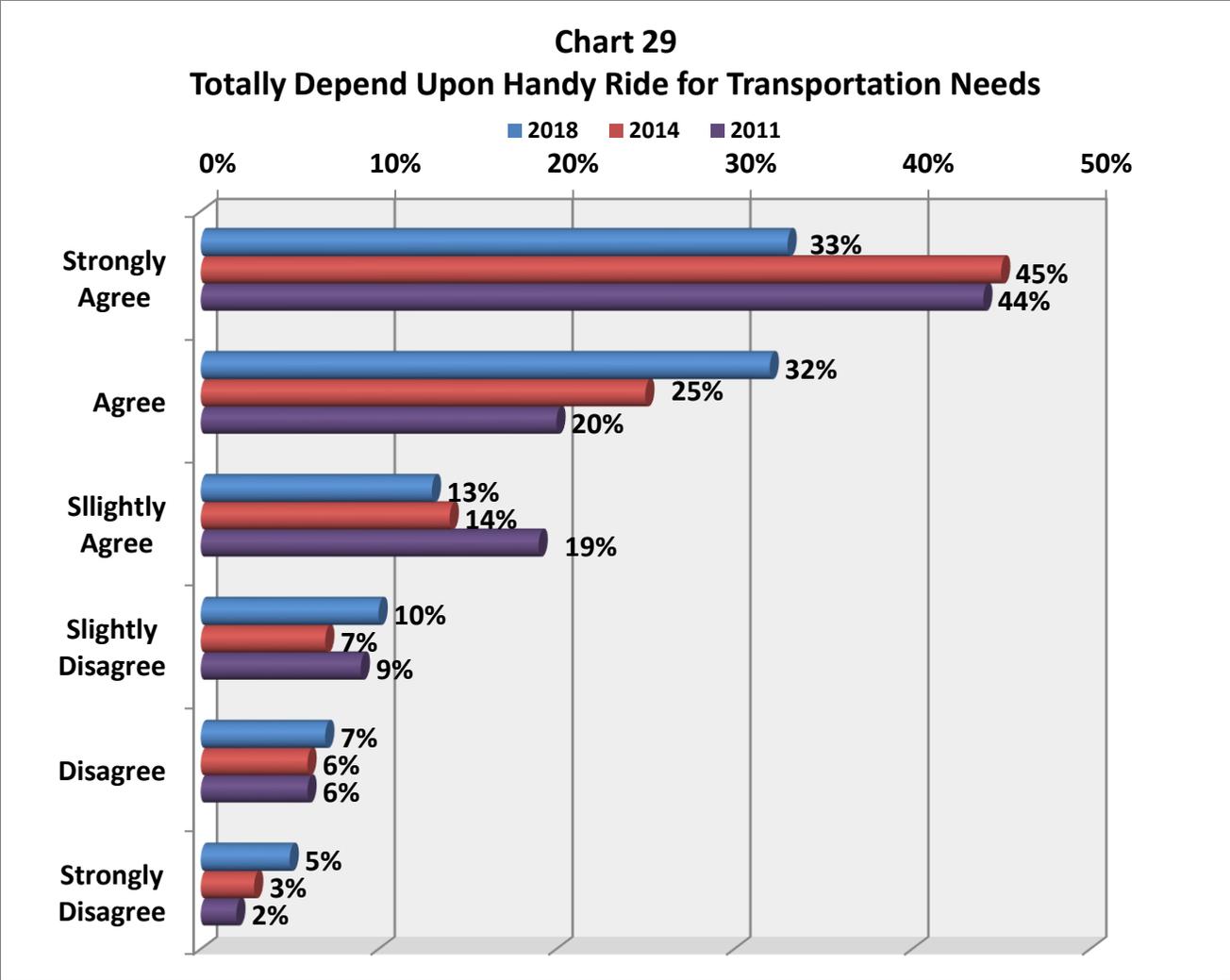


Chart 30 indicates that two in five (40 percent) customers in the current year occasionally ride a FAX fixed-route bus. This represents an increase in the use of the fixed-route bus over the 2014 survey period where 32 percent indicated occasional use of the more traditional bus. Both results (2018 and 2014) reflect a considerably higher usage by Handy Ride customers of the fixed-route bus than the result in 2011 – 18 percent. The current finding reflects a return to the 2007 usage (37 percent).

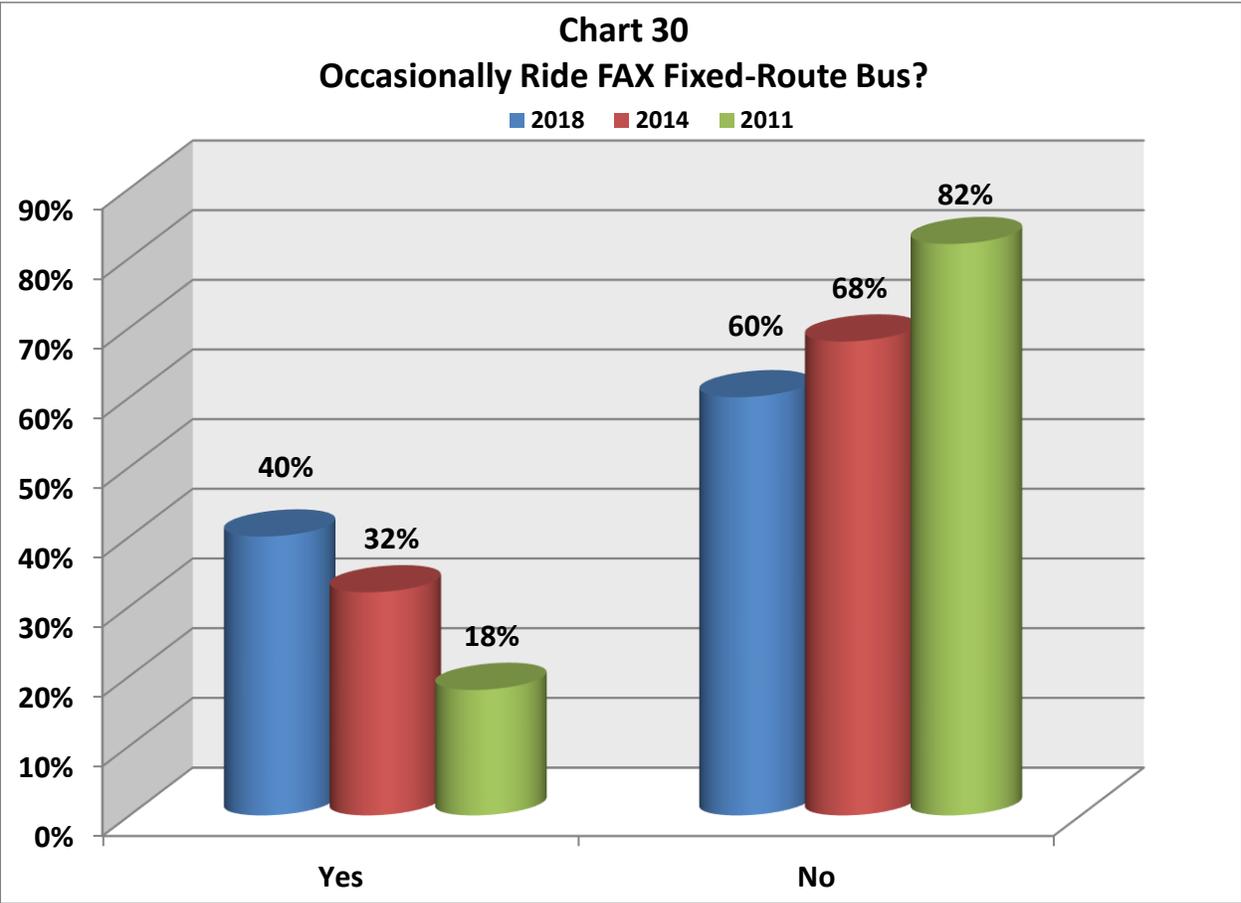
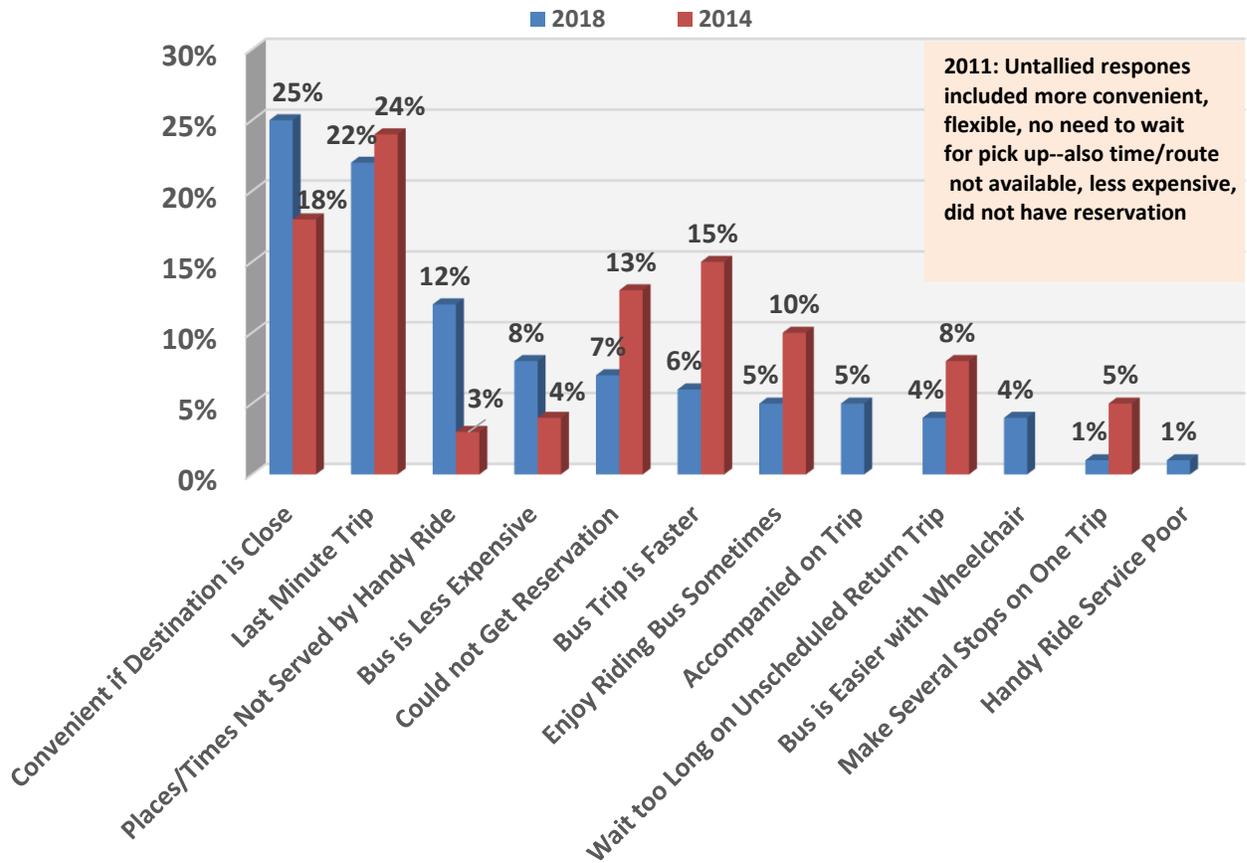


Chart 31 shows that one-quarter (25 percent) of those who have occasionally used the fixed-route bus did so because it is convenient to use such a bus to travel to a nearby destination. This reason is followed by the need to make a last-minute trip and did not have time to make a Handy Ride reservation (22 percent), the ability to travel to places not served by Handy Ride (12 percent), and to take advantage of the less expensive fixed route buses (8 percent). In 2014, the top reasons why Handy Ride customers used the fixed buses were the need to make a last-minute trip, the ability to gain access to close destinations, and the belief that use of the fixed route buses allows the customer to make a faster trip.

Chart 31
Reason for Supplementing Handy Ride with FAX Fixed Route Buses



One-third (33 percent) of Handy Ride customers would consider using wheelchair accessible buses if FAX provided free training (**Chart 32**). This represents a substantial increase of 15 percent over the 2014 survey results where only 18 percent would consider using wheelchair accessible buses. In 2011, only 10 percent of Handy ride customers considered using wheelchair accessible buses.

Chart 32
Consider Using FAX Wheelchair Accessible Buses
if FAX Provided Free Training?
 (among 60% who do not use FAX Buses)

