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Highlights from FAX and Handy Ride Transit Passenger Satisfaction Surveys

Every several years, FAX conducts statistically reliable customer satisfaction surveys of fixed route and Handy Rider passengers. The purpose of the surveys is to provide current information and opinions concerning customer satisfaction, travel behavior, and rider demographics and to compare the results of the 2022 survey with results from prior surveys, particularly the more recent 2018, 2014 and 2011 FAX surveys (see Report Cards further below). In addition, this year, the survey highlights changes that may be related to ridership effects of the COVID pandemic.

Some highlights from the surveys are listed below. To view the full survey reports, click [here](#):

Highlights from the Fixed Route Survey

The 2022 fixed route survey was conducted at bus stops, on buses, and online. FAX received 876 responses, which yielded a +/- 3.3 percent margin of error at the 95 percent level of confidence.

Rider Demographics

- Approximately one-third of respondents were between 18 and 34 years of age with another 36 percent between the ages of 35 and 54. The median age of 41.3 years of age is a quantum leap over 2018, 2014 and 2011 (all approximately 33

years of age). This age increase is likely tied to a substantial decline in school-age riders during the COVID pandemic and is not necessarily reflective of a long-term effect.

- Respondents were primarily Hispanic/Latino (43 percent), White (27 percent), and Black/African American (15 percent), with White riders showing a marked increase from 2018 and Black/African American riders declining.
- About 40 percent of respondents earn an annual household income of less than \$10,000 and another 22 percent earn between \$10,000 and \$19,999 on an annual basis. The median respondent annual household income is \$13,800, which represents a considerable increase over 2018 (\$9,300), including 9 percent earning \$75,000 or more per year in contrast to only 2 percent in 2018.

Customer Travel Characteristics

- 70 percent of FAX customers do not have access to a car or other vehicle. This represents a decline among FAX customers who do not have access to a vehicle. In 2018, 77 percent did not have access to a vehicle.
- Among the 30 percent who do have access to a vehicle, over one-fourth (27 percent) use FAX instead of their vehicle because they wish to save gasoline, noting that the bus is less expensive than using their vehicle. The 2022 survey showed that environmental concerns are growing as a reason to take the bus (increasing from 1 percent in 2018 to 9 percent in 2022).
- The dominant typical trip purposes of FAX customers are work/business (32 percent) followed by errands/personal (20 percent), and shopping (16 percent).

- 80 percent of bus customers are willing to use an electronic fare payment system if such a system becomes available. This finding is consistent with the results in 2018.

Customer Satisfaction with FAX Bus Service

- Customers express substantial overall satisfaction with the FAX bus system. 80 percent are either very satisfied (44 percent) or satisfied (36 percent). Another 15 percent are slightly satisfied. This high overall satisfaction rating represents a notable increase in satisfaction from the 2014 survey period.
- Customers identify on-time performance as the most important weighted bus feature, followed by frequency of buses, and time to complete a trip. These same bus service features were given similar levels of weighted importance in the 2014 and 2018 surveys.
- The “report card” that was developed for prior surveys shows that FAX has been a consistent success with high customer satisfaction. The grades, themselves, remain as they were in 2018; however, improvement within each grade level is found for almost all characteristics. The level of satisfaction has markedly improved from the 2014 and 2011 surveys.

Customer Preferences for Receiving FAX Communications

- The preference for electronic communication systems such as the use of rider alerts, the FAX website, the MyFAXBUS app has increased substantially in 2022 (55 percent). In 2018, 39 percent preferred such communication technology and in 2014 and 2011, the percentages were 25 percent and 6 percent, respectively.

The preference for social media as a technology for communication doubled since the 2018 survey.

- Nearly 70 percent of FAX customers use mobile apps to help plan their bus trips.

The main conclusion from the 2022 fixed route survey is that there is compelling evidence that FAX customers demonstrate a very high level of satisfaction with the services provided on the bus system. The level of satisfaction of all features of bus service has improved significantly since the previous two surveys.

Report Card Results

Grading Scale for Mean Satisfaction Ratings	
FAX 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

**FAX Customer Satisfaction Report Card and Mean Satisfaction Ratings
(Years 2022, 2018, 2014, and 2011)**

Service Characteristic	2022		2018		2014		2011	
	Grade	Mean	Grade	Mean	Grade	Mean	Grade	Mean
Overall Service Provided by FAX Buses	A-	1.88	A-	1.89	B+	2.30	B+	2.12
Value for Price Paid	A-	1.71	A-	1.95	B	2.38	B-	2.70
Drivers' Driving Skills	A-	1.77	A-	1.84	B+	2.14	B+	2.09
Drivers' Safety Awareness	A-	1.80	A-	1.82	B+	2.17	B+	2.06
Accessibility for People with a Disability	A-	1.81						
Audio/Visual Announcement Quality on Bus	A-	1.85						
Drivers' Helpfulness	A-	1.86	A-	1.90	B+	2.17	B+	2.17
FAX Safety During COVID	A-	1.88						
Drivers' Courtesy	A-	1.89	A-	1.98	B	2.44	B+	2.26
Overall Comfort of Bus Rides	A-	1.91	A-	1.99	B	2.42	B+	2.26
Closeness of Bus Stops to Destination	A-	1.93	A-	1.97	B+	2.21	B+	2.28
Closeness of Bus Stops to Home	A-	1.94	A-	1.99	B+	2.20	B+	2.30
Availability of Route/Schedule Info	B+	2.00	B+	2.07	B	2.47	B	2.64
Safety On-Board Buses*	B+	2.03	B+	2.04	B	2.35	A	1.67
Hours of Operation--Weekdays	B+	2.05	B+	2.13	B	2.67	B-	2.93
On-Time Performance	B+	2.14	B+	2.33	B-	2.71	B-	2.71
Time to Complete Trip	B+	2.21	B+	2.27	B-	2.70	B-	2.95
Safety at Bus Stops/Stations*	B+	2.22	B+	2.24	B	2.54	B+	2.05
Frequency of Buses	B+	2.24	B+	2.29	B-	2.83	B-	2.83
Cleanliness Inside Buses	B+	2.25	B	2.37	B-	2.89	B	2.57
Cleanliness of Bus Stops/Stations	B	2.46	B	2.45	B-	2.85	B-	2.80
Hours of Operation--Weekends	B	2.61	B	2.64	C+	3.30	D+	4.00

* In 2011, safety questions were asked in a different section of the questionnaire and were on a 4-point scale. The means and percentages have been adjusted but readers are cautioned not to draw significant comparisons based upon these differences between 2018 and 2014 data versus 2011 data.

Highlights from Handy Ride Survey

The 2022 Handy Ride survey consisted of a random telephone sample of 254 customer respondents selected from a list of 2,768 Handy Rider customers who have used the system within the past three years. This sample yields a margin of +/-5.9 percent at the 95 percent level of confidence.

Of the survey respondents

- Nearly two-thirds are female.
- Approximately, one-third of respondents are White followed by Hispanic/Latino (33 percent) and African American (19 percent).
- 78 percent earn an annual household income of less than \$20,000 (40 percent less than \$10,000 and 38 percent between \$10,000 and \$19,999).

Handy Ride Customer Trip Characteristics

- Approximately three-fourths of Handy Ride customers have used the service for 1.5 years or more, including over half that have used the service for 3 or more years. The current customers have somewhat less tenure as riders of Handy Ride than the customers in the 2018 and 2014 surveys. These data reflect an increase in newer riders but demonstrate overall strong and sustained ridership on the Handy Ride system.
- 60 percent of customers indicate that their dominant trip purpose made on the Handy Ride system is going to appointment, such as doctors' visits. This finding represents a decrease over the results in 2018 (72 percent with

appointments as the dominant trip purpose). The current finding is more consistent with the results of the 2014 and 2011 surveys where 63 percent and 65 percent respectively indicated that appointments were their most common trip.

Customer Satisfaction with Handy Ride Service

- Handy Ride customers demonstrate a high level of satisfaction with FAX Handy Ride Service. In fact, 83 percent are either very satisfied (52 percent) or satisfied (31 percent). This pattern of high satisfaction with the Handy Ride service has been the pattern over the last 18 years – from 2004 to 2022.
- Among the five highest-rated Handy Ride features, customers provide the highest mean ratings for rating for drivers' safety consciousness, followed closely by drivers' driving skills, reservation staff's implementation of COVID screening protocols, and drivers' enforcement of COVID procedures, and value of Handy Ride service provided for the price. Generally, the mean overall satisfaction ratings for this first tier of highly rated features in the 2022 survey are slightly lower than they were in 2011, 2014, and 2018 surveys.

Handy Ride Time-Related Considerations

- The typical Handy Ride trip is 34.0 minutes (mean) and 30 minutes (median). The Handy Ride trip for 70 percent of customers is 30 minutes or less. This is very consistent with the results of the 2018, 2014, and 2011 surveys where 71 percent, 72 percent, and 70 percent respectively has a typical trip last 30 minutes or less.
- It is noteworthy that, in the current survey, the typical mean wait time of 39.8 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 pick up for 30 minutes or less. The typical wait time in 2022 is consistent with the findings in 2014 and 2018 where 53 percent and 59 percent of customers, respectively, had wait times of 30 minutes or less.

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

- More than 70 percent of Handy Ride customers either strongly agree (38 percent) or agree (33 percent) that they are totally dependent upon Handy Ride for their transportation needs. This represents an increase in Handy Ride dependency since 2018 where 65 percent either strongly agreed or agreed that they were totally dependent on Handy Ride. The 2014 level of agreement regarding Handy Ride dependency was 70 percent, and in 2011, the level of dependency was 64 percent.

Conclusions from the 2022 Handy Ride Transit Passenger Satisfaction Survey

As with the FAX Transit Passenger Satisfaction Survey, there is strong evidence that Handy Ride customers demonstrate a very high level of satisfaction with the services they receive. This high overall satisfaction with the Handy Ride system has been sustained and documented over 18 years – since the 2004 Customer Satisfaction Survey. This satisfaction is further evidenced by a strong record of customer retention.

Report Card Results

Grading Scale for Mean Satisfaction Ratings	
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

Handy Ride Customer Satisfaction Report Card and Mean Satisfaction Ratings (Years 2022, 2018, 2014, and 2011)								
Service Characteristic	2022		2018		2014		2011	
	Grade	Mean	Grade	Mean	Grade	Mean	Grade	Mean
Overall Service Provided by Handy Ride	A-	1.81	A-	1.73	A-	1.75	A-	1.75
Drivers' Traffic Safety Consciousness	A	1.56	A	1.45	A	1.40	A	1.40
Drivers' Driving Skills	A	1.60	A	1.57	A	1.39	A	1.39
Reservation Staff's Implementation of COVID Screening	A	1.64						
Drivers' Enforcement of COVID Procedures	A	1.64						
Value Provided for Price	A	1.65	A	1.58	A	1.62	A	1.62
Cleanliness Inside Handy Ride Vehicles	A-	1.70	A	1.53	A	1.46	A	1.46
Reservation Staff's Courtesy	A-	1.74	A	1.62	A	1.52	A	1.52

Drivers' Courtesy	A-	1.76	A	1.52	A	1.39	A	1.39
Reservation Policy--Reserve 1-2 Days in Advance	A-	1.82	A-	1.95	A-	1.68	A-	1.68
Service Hours	A-	1.84	A-	1.72	A-	1.81	A-	1.81
Reservation Hours	A-	1.84	A-	1.88	A-	1.85	A-	1.85
Availability of Handy Ride Information	A-	1.88	A-	1.76	A-	1.72	A-	1.72
Reservation Staff's Accuracy	A-	1.94	A-	1.86	A-	1.86	A-	1.86
Overall Comfort of Van or Sedan	A-	1.98	A-	1.72	A	1.63	A	1.63
On-Time to Home or Destination	B+	2.12	B+	2.07	B+	2.23	A-	1.89
Locations/Methods of Payment	B+	2.18						
Scheduled Pickups	B+	2.22	B+	2.25	B+	2.09	B+	2.09
Will-Call Pickups	B	2.41	B	2.51	B	2.57	B+	2.18

FAX thanks our passengers for participating in the 2022 fixed route and Handy Ride surveys. The next surveys will be conducted in two to three years.