

**ACCESS PARATRANSIT SERVICE
CUSTOMER SATISFACTION SURVEY**
SUMMARY RESEARCH REPORT

PREPARED FOR THE
ORANGE COUNTY TRANSPORTATION AUTHORITY



JANUARY 28, 2015



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INTRODUCTION

The Orange County Transportation Authority (OCTA) is the primary transportation agency for Orange County, California. Formed in 1991, OCTA's mission is to create an integrated and balanced transportation system that supports the diverse needs of travelers, and deliver transportation solutions that improve mobility, reduce emissions, and ultimately enhance the quality of life in Orange County.

One of the important services provided by OCTA is its ACCESS paratransit service, which provides shared-ride transportation for people who are unable to use the regular, fixed-route bus service because of functional limitations caused by a disability. Individuals who meet the Americans with Disabilities Act (ADA) criteria are eligible for ACCESS service which includes standard curb-to-curb transportation, premium door-to-door service, subscription services for those making regularly scheduled trips, and optional Same-Day Taxi service.

MOTIVATION FOR RESEARCH The primary motivation for the survey detailed in this report was to measure OCTA's performance in meeting the needs of current ACCESS customers. That is, the surveys presented an opportunity to profile existing riders' use patterns, understand their various needs and priorities with respect to ACCESS services, measure how well existing services are meeting these needs, and gather related customer satisfaction, communications, and attitudinal data as it pertains to OCTA and ACCESS services. By analyzing the results of the survey in relation to the findings of prior studies and secondary data, this study provides OCTA with information that can be used to make sound, strategic decisions in a variety of areas—including planning, operations, performance management, marketing, and customer communications.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 40). A total of 11,175 ACCESS customers were invited to participate in the survey through two mailings: a personalized notice included in the *Transit Connection* quarterly newsletter and a separate mailed survey. Customers were selected to be surveyed based on having a minimum level of ACCESS ridership (at least four trips) during the prior 12 month period. Both the newsletter insert and mailed survey provided each customer with a unique password they could use to access the survey online if preferred, or they could choose to complete a hard-copy of the survey and mail it back to OCTA. During the data collection period which lasted from October 5 to December 31, 2014, a total of 1,500 customers completed the customer satisfaction survey, resulting in a statistical margin of error for the study of approximately +/- 2.4% at the 95% confidence level.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 42),

and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

STATISTICAL SIGNIFICANCE Several of the figures and tables in this report present the results of questions asked in 2014 alongside the results found in the prior 2011 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in customer opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in customer opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2014.

ACKNOWLEDGEMENTS True North thanks Dana Wiemiller, Stella Lin, Ellen Burton, CEO Darrell Johnson, as well as other OCTA staff and members of OCTA’s Legislative and Transit Committees for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of OCTA. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 800 survey research studies for public agencies, including more than 250 studies for California municipalities, special districts, and transportation planning agencies.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

ACCESS USAGE

- Trips for health/medical reasons were the most frequently reported, with more than half (54%) of customers indicating that they use ACCESS for this type of trip at least once per month.
- Approximately one-quarter of customers reported using ACCESS for recreation/social trips (27%) and shopping trips (25%) at least once per month, while one-in-five indicated they use ACCESS for personal errands (21%) at least once per month.
- The remaining types of trips were less common including trips to work (16% monthly), school (11% monthly), or 'other' types of trips (7% monthly).

RATING OF ACCESS SERVICES

- Nearly nine-in-ten customers used excellent (47%) or good (41%) to describe their experiences using ACCESS transportation services. Approximately 10% of ACCESS customers indicated that their experiences using ACCESS have been fair, whereas just three percent (3%) used poor or very poor to describe their experiences using ACCESS.
- Ninety-two percent (92%) of riders in 2014 indicated they were either very (62%) or somewhat (30%) satisfied with current ACCESS transportation services offered by OCTA. Approximately 5% were very or somewhat dissatisfied, whereas the remaining 3% were neither satisfied nor dissatisfied.
- When provided an open-ended opportunity to suggest ways to improve ACCESS transportation services, the most common response was that no changes are needed (43%), followed by no change comes to mind/no response (13%). Among the specific improvements that were suggested, improving routing/reducing travel time (11%), improving pick up and drop off times (8%), improving driver punctuality (6%), and improving driver knowledge/courtesy (5%) were the most frequently cited.
- Approximately one-third (30%) of riders surveyed in 2014 indicated that ACCESS transportation services had improved over the past 12 months, whereas 64% indicated that the services remained about the same and 6% perceived that ACCESS services had gotten worse during this period.
- When asked to rate their satisfaction with various aspects of ACCESS transportation services, riders expressed the *highest* levels of satisfaction with safety on the bus (94%), cleanliness of bus interior (95%), cleanliness of bus exterior (94%), and bus driver courtesy (92%).
- Nearly nine-in-ten customers also indicated they were satisfied with the service area of ACCESS (87%) and the process for making reservations (87%).
- Of the performance aspects tested, ACCESS customers expressed somewhat lower satisfaction levels with respect to on-time performance (82%), cost of riding (81%), travel time (81%), and the 30 minute pick-up window (78%).

- The vast majority of customers offered that they were satisfied with each aspect of the eligibility assessment process, including OCTA staff who manage the eligibility process (92%), in-person assessment staff (89%), in-person assessment facility (89%), and the in-person assessment evaluation tests (88%).

RATING OF ACCESS TAXICAB SERVICE

- When asked to rate ACCESS trips serviced by a taxicab, customers were most satisfied with the travel time of their trip (92%), safety in the taxicab (89%), on-time performance (89%), driver courtesy (88%), and cleanliness of the taxicab (87%).
- When compared to the other dimensions tested, satisfaction levels were somewhat lower for wheelchair accessibility of the taxicab (83%).

SAME-DAY TAXI SERVICE

- More than two-thirds (69%) of customers in 2014 indicated that they were aware that OCTA offers Same-Day Taxi service for ACCESS-eligible customers.
- Thirty-eight percent (38%) of ACCESS customers surveyed had used OCTA's Same-Day Taxi service in 2013 or 2014.
- Eighty-five percent (85%) of customers with an opinion indicated they were either very (60%) or somewhat (25%) satisfied with the Same-Day Taxi services offered by OCTA. Approximately 9% were very or somewhat dissatisfied, whereas the remaining 7% were neither satisfied nor dissatisfied.
- Overall, 21% of respondents indicated they prefer using Same-Day Taxi service, 31% prefer regular ACCESS service, 18% expressed no preference, whereas 30% stated they had never used Same-Day Taxi service.
- On average, Same-Day Taxi service users indicated that 58% of the trips they made by Same-Day Taxi services in the past two months would have otherwise been made using regular ACCESS service. The remaining trips would have been made using a different mode (14%) or not made at all (28%).
- The most commonly mentioned reasons for *not* using Same-Day Taxi services were that they were not aware of the service (30%), a perception that it's too expensive (22%), having no need for the service (22%), or some other unspecified reason (20%). Approximately 5% indicated that a taxi would have difficulty accommodating their mobility device as their main reason, whereas 1% did not like the 5 mile rule and another 1% were unsure.

GENERAL BUS SERVICE

- Just over half (55%) of ACCESS customers reported in 2014 that they were aware that OCTA offers a 25 cent fare to ACCESS customers when they use the general fixed-route bus system.
- Approximately half (51%) of current ACCESS customers stated that they had ridden OCTA's fixed-route bus system previously.
- Overall, 16% of customers who had not ridden the fixed-route system in the past indicated in 2014 they would be interested in participating in travel training so they could ride the bus at a discounted fare.

TECHNOLOGY & RESERVATIONS

- Nearly two-thirds (64%) of ACCESS customers indicated that they have regular access to a cell phone.
- Approximately one-third (34%) of ACCESS customers reported having regular access to a computer.
- The percentage who reported having regular access to a smart phone (18%) or tablet (14%) was lower than the other technologies tested.
- Nine-in-ten ACCESS customers (90%) preferred to continue making reservations by telephone, whereas 5% preferred to use a mobile app and 5% preferred to use a website for making a reservation in the future.
- When provided with an opportunity at the end of the survey to provide additional information or comments related to ACCESS transportation services, most respondents (61%) did not provide additional information or comments. Among the specific comments that were offered, 17% took the form of a general positive comment about ACCESS services, 5% suggested improving driver knowledge or courtesy, while others requested improving scheduling/speed of trips (4%), improving driver punctuality (3%), and expanding hours of operation (3%).



CONCLUSIONS

As noted in the *Introduction*, this study was designed to measure the performance of OCTA's ACCESS paratransit service among existing riders. By profiling ACCESS riders' use of the service, understanding their various needs and priorities with respect to ACCESS services, measuring how well existing services are meeting these needs, and gathering related customer satisfaction, communications, and attitudinal data, the survey can help OCTA develop strategies for sustaining and improving customer satisfaction in the future.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

How are customers using ACCESS transportation services?

ACCESS customers rely on the service for a wide range of trip types, although most trips are non-discretionary in nature. Overall, trips for health/medical reasons were the most frequently reported, with more than half (54%) of customers indicating that they use ACCESS for this type of trip at least once per month. Approximately one-quarter of customers reported using ACCESS for recreation/social trips (27%) and shopping trips (25%) at least once per month, while one-in-five indicated they use ACCESS for personal errands (21%) at least once per month. The remaining types of trips were less common including trips to work (16% monthly), school (11% monthly), or 'other' types of trips.

Among ACCESS customers surveyed in 2014, approximately three-quarters had changed the *frequency* with which they use the service in a significant way during the prior year. Overall, 34% had increased the number of ACCESS trips they had taken by at least 20% when compared to 2013, 21% had decreased the number of ACCESS trips by at least 20%, 26% changed their frequency of ACCESS use by less than 20% during the past year, whereas 19% of ACCESS customers surveyed in 2014 did not take any trips in 2013.

How do customers rate ACCESS services in general?

ACCESS customers expressed high levels of satisfaction with their experiences using the service—overall and on specific performance dimensions. Moreover, satisfaction with the service increased significantly over the past three years.

Nearly nine-in-ten customers in 2014 used excellent (47%) or good (41%) to describe their experiences using ACCESS transportation services, and 92% of riders indicated they were either very (62%) or somewhat (30%) satisfied with current ACCESS transportation services offered by OCTA. Satisfaction with ACCESS services in general was not only widespread across customer subgroups in 2014 (never dipping below 90%), it was also significantly higher (+4%) when compared to the 2011 study.

Consistent with riders' high opinions of ACCESS service *overall*, the vast majority also expressed satisfaction when asked to comment on specific aspects of ACCESS service. Riders expressed the *highest* levels of satisfaction with safety on the bus (94%), cleanliness of bus interior (95%), cleanliness of bus exterior (94%), and bus driver courtesy (92%). Nearly nine-in-ten customers also indicated they were satisfied with the service area of ACCESS (87%) and the process for making reservations (87%). With respect to the eligibility-assessment process, ACCESS customers once again had positive opinions of the service, expressing satisfaction with OCTA staff who manage the eligibility process (92%), in-person assessment staff (89%), in-person assessment facility (89%), and the in-person assessment evaluation tests (88%).

How do customers rate ACCESS taxicab services, including Same-Day Taxi service?

ACCESS trips are primarily serviced by a fleet of OCTA buses equipped for customers with functional limitations caused by a disability. In certain circumstances, however, taxicabs are used to provide ACCESS trips. OCTA also offers Same-Day Taxi services to ACCESS-eligible customers, where customers pay the base fare of \$3.60 for a ride up to five miles, with any additional costs beyond the five-mile trip being paid by the customer directly. Unlike standard ACCESS trips (and as the name implies), Same-Day Taxi trips do not require the customer to make a reservation at least one day prior to travel.

Overall, ACCESS customers had positive things to say about ACCESS trips taken by taxi, and in some respects (namely travel time and on-time performance) taxi trips were viewed as outperforming standard shared-ride ACCESS trips. Overall, customers were most satisfied with the travel time of their trip when using a taxi (92%), safety in the taxicab (89%), on-time performance (89%), driver courtesy (88%), and cleanliness of the taxicab (87%). Satisfaction levels were somewhat lower for wheelchair accessibility of the taxicab (83%).

When it comes to Same-Day Taxi service, overall satisfaction with the service (85%) remained consistent over the past three years even though awareness of the service and usage increased significantly during this period. When compared to the 2011 study findings, a much higher percentage of ACCESS customers reported being aware of the service in 2014 (69%, up from 46%) and had used Same-Day Taxi service (38%, up from 32%).

Although one-third (31%) of ACCESS customers indicated that they prefer regular ACCESS service, Same-Day Taxi services appear to have equal or greater appeal for many customers. In fact, 21% of customers indicated that they *prefer* taking ACCESS trips using the Same-Day Taxi service, 18% expressed no preference, whereas 30% had yet to use Same-Day Taxi service.¹

Is there evidence that Same-Day Taxi services induce trips?

Same-Day Taxi services arguably provide greater convenience to customers when compared to standard ACCESS trips. Not being a shared-ride service, Same-Day Taxi services offer an advantage with respect to travel time, on-time performance, and driver punctuality. They also do not require an advance reservation. One concern, however, is that the greater convenience of Same-Day Taxi services leads some customers to take more trips than they otherwise would. Although trips taken by Same-Day Taxi services are generally more cost-effective for OCTA than standard trips, to the extent that offering Same-Day Taxi services *induces* a greater number of trips than would otherwise occur it undermines the cost-effectiveness of the service.

The results of this survey indicate that offering Same-Day Taxi service does indeed induce a greater number of trips among ACCESS customers, although *most* trips provided by the service are not induced. On average, Same-Day Taxi service users indicated that 58% of the trips they made by Same-Day Taxi services in the past two months would have otherwise been made using regular ACCESS service. The remaining trips would have been made using a different mode (14%) or not made at all (28% induced).

How can ACCESS service be improved to better meet riders' needs?

Although riders were generally quite pleased with the performance of ACCESS paratransit services in meeting their needs (see above), the survey did identify opportunities to improve their overall riding experiences.

A consistent theme throughout the survey was the importance of *time* to ACCESS customers. Whether in response to open-ended questions about ways to improve ACCESS service or when rating specific performance aspects, customers repeatedly cited time-related items as representing the best opportunities to improve ACCESS services. These opportunities included improving routing to reduce travel time, improving pick-up and drop-off times, improving driver punctuality, and improving the on-time performance for ACCESS trips. In fact, when comparing the opinions of those who were generally satisfied with ACCESS services to those who were not, the most distinguishing differences were how they felt about ACCESS services in three areas: on-time performance, travel time of trip, and the 30 minute pick-up window. Operational changes that reduce wait times and improve the overall speed of a trip are thus the top priority from the customer's perspective.

Although it may be cost-prohibitive and/or have limited application, one way to improve the speed of ACCESS services overall would be to promote a greater use of taxicabs for ACCESS trips. As noted above, trips taken by taxicab were generally viewed as having better travel time and

1. The most common reasons for not having used Same-Day Taxi services were not being aware of the service (30%), it being too expensive (22%), and not having a need for the service (22%).

on-time performance when compared to standard ACCESS trips. It's also worth noting that although Same-Day Taxi services have been offered by OCTA for many years and awareness of the service has grown, one-third of ACCESS customers in 2014 indicated there were not aware of the service.

For cost-sensitive customers, another opportunity identified in the 2014 study relates to training ACCESS customers to use the fixed-route bus system. Nearly half (45%) of ACCESS customers were not aware that OCTA offers them the opportunity to use the general fixed-route bus service at a discounted fare (25 cents per trip), and 16% of these individuals expressed interest in receiving the travel training needed to take advantage of this program.

Is there demand for an online or app reservation system?

The survey revealed that although ACCESS customers generally have regular access to cell phones (64%), their access to other technologies is far more limited. Just one-third indicated that they have regular access to a computer (34%), and less than one-in-five have a smart phone (18%) or tablet (14%). Given the high penetration rate for cell phones and the comparatively low rates of access to other technologies, it is not surprising that nine-in-ten ACCESS customers (90%) preferred to continue making reservations by telephone. Just 10% of ACCESS customers preferred to use a mobile app (5%) or a website (5%) when making a reservation in the future.

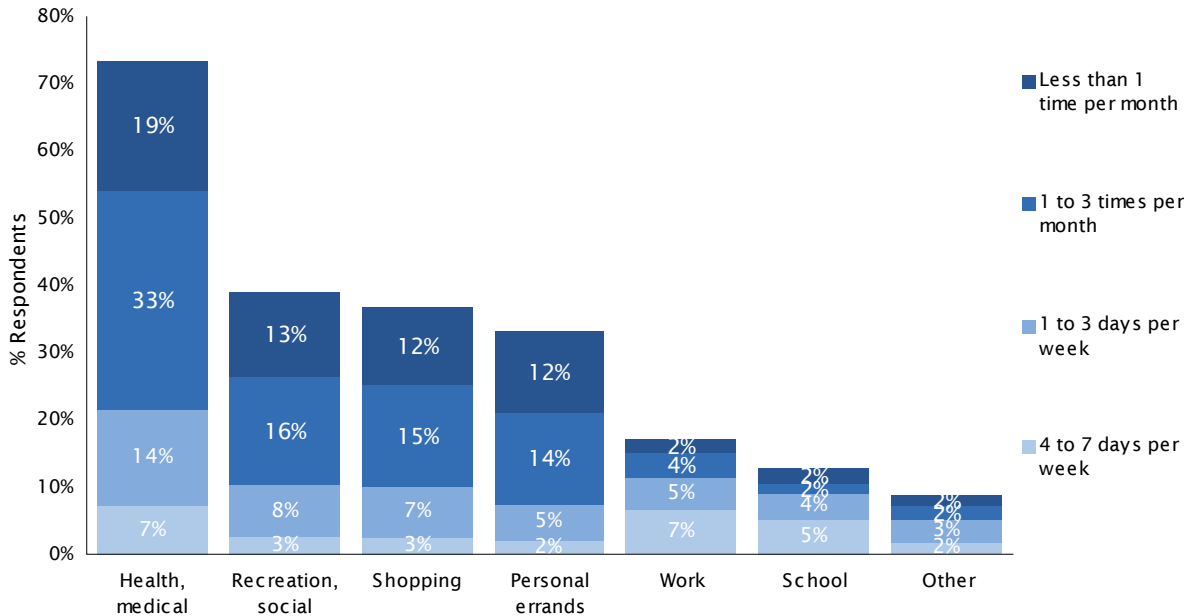
ACCESS USAGE

The first substantive question in the survey was designed to profile a respondent's use of ACCESS in terms of both trip *purposes* and *frequency*. Figure 3 below displays the frequency with which ACCESS customers reported taking each type of trip.

Overall, trips for health/medical reasons were the most frequently reported, with more than half (54%) of customers indicating that they use ACCESS for this type of trip at least once per month. Approximately one-quarter of customers reported using ACCESS for recreation/social trips (27%) and shopping trips (25%) at least once per month, while one-in-five indicated they use ACCESS for personal errands (21%) at least once per month. The remaining types of trips were less common including trips to work (16% monthly), school (11% monthly), or 'other' types of trips (7% monthly).

Question 2 *How often do you use ACCESS for the following types of trips?*

FIGURE 1 FREQUENCY OF ACCESS USE



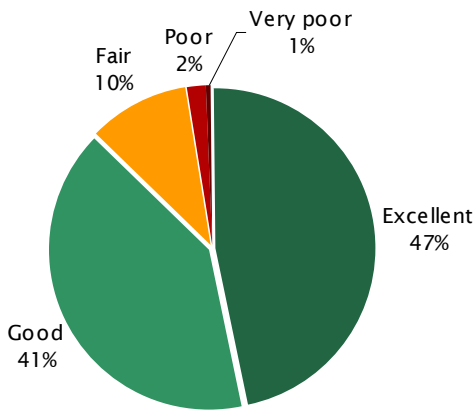
RATING OF ACCESS SERVICES

The next series of questions in the survey were designed to measure riders' *opinions* about ACCESS paratransit services including their overall satisfaction with the service, their views about specific aspects of the service, as well as their ideas for how ACCESS services could be improved.

RATING OF ACCESS EXPERIENCES The first question in this series asked riders to rate their overall experiences using ACCESS transportation services on a five-point scale of excellent, good, fair, poor, or very poor. Overall, the vast majority of ACCESS customers provided positive ratings for their experiences using the service, with 47% using excellent and 41% good to describe their experiences (Figure 2). Approximately 10% of ACCESS customers indicated that their experiences using ACCESS have been fair, whereas just three percent (3%) used poor or very poor to describe their experiences using ACCESS transportation services.

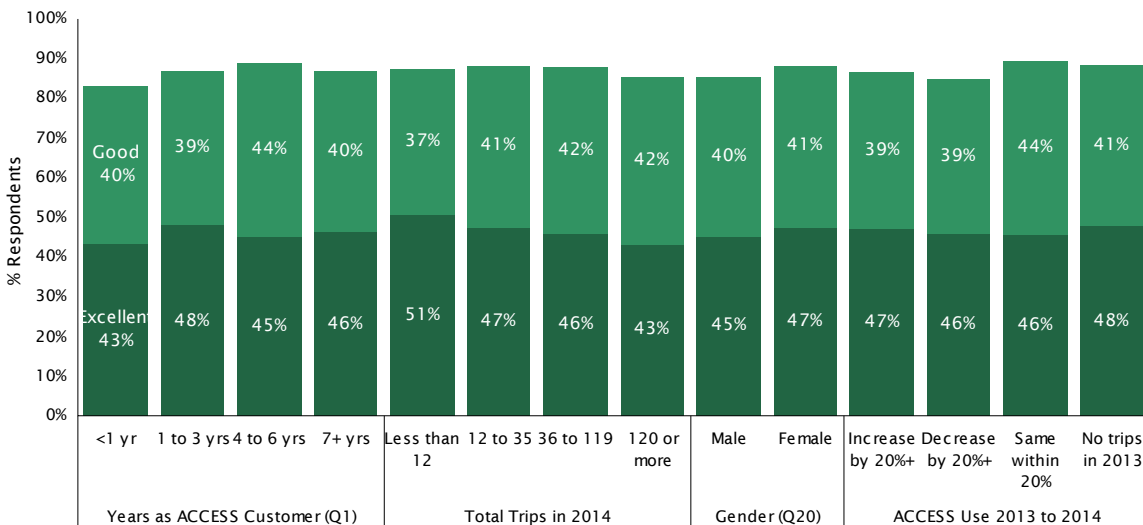
Question 3 *In general, how would you rate your experiences using ACCESS transportation services?*

FIGURE 2 OVERALL EXPERIENCE WITH ACCESS



For the interested reader, Figure 3 shows how customers' ratings of their ACCESS experiences varied by the number of years they have been using ACCESS, total number of trips taken in 2014, gender, and how the number of ACCESS trips they took in 2014 compares to 2013. The most striking pattern in the figure is the *consistency* of opinions across subgroups. Indeed, the percentage of customers who rated their ACCESS experiences as excellent or good ranged from a low of 83% to a high of 90% across all subgroups.

FIGURE 3 OVERALL EXPERIENCE WITH ACCESS BY YEARS AS ACCESS CUSTOMER, TOTAL TRIPS IN 2014, GENDER & ACCESS USE 2013 TO 2014



OVERALL PERFORMANCE RATING

Riders were next asked to rate their level of satisfaction with the current ACCESS transportation services offered by OCTA. Because Question 4 does not reference a specific aspect of the service and explicitly asked respondents to rate their *overall* satisfaction, the findings of this question may be regarded as an *overall performance rating* for OCTA’s ACCESS paratransit service.

As shown in Figure 4, 92% of riders in 2014 indicated they were either very (62%) or somewhat (30%) satisfied with current ACCESS transportation services offered by OCTA. Approximately 5% were very or somewhat dissatisfied, whereas the remaining 3% were neither satisfied nor dissatisfied. When compared to the results of the 2011 survey, there was a statistically significant increase (+4%) in the proportion of riders who indicated that they were satisfied with ACCESS transportation services offered by OCTA, as well a corresponding decrease in the percentage who were very dissatisfied or had no opinion. It is also worth noting that customer satisfaction with ACCESS services has increased by 7% since the baseline measure in 2008.

Question 4 Overall, how satisfied are you with the current ACCESS transportation services offered by OCTA?

FIGURE 4 OVERALL SATISFACTION WITH ACCESS TRANSPORTATION SERVICES BY STUDY SERVICES

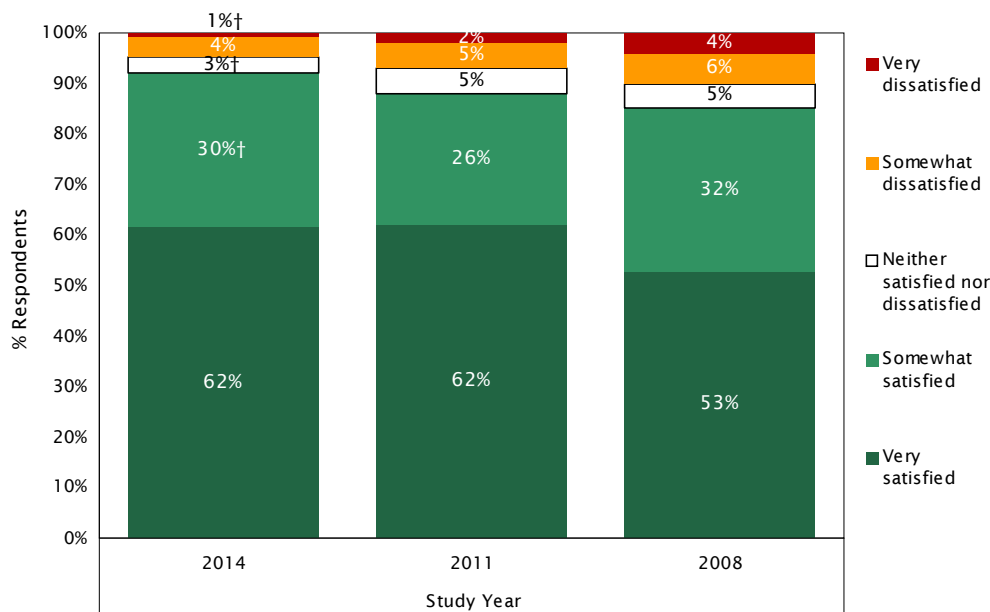
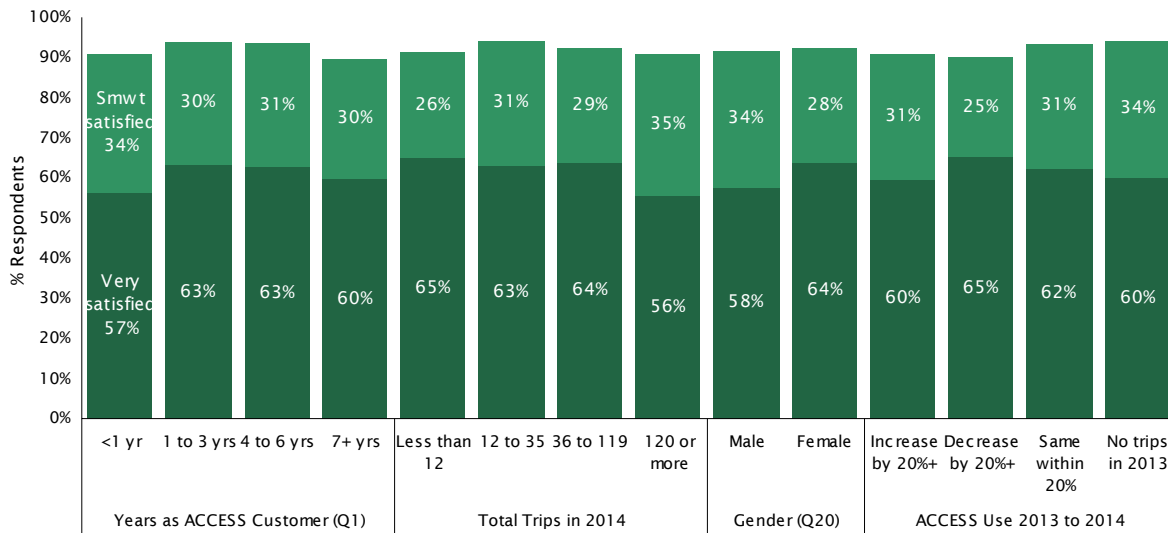


Figure 5 on the next page shows how overall satisfaction with OCTA’s ACCESS paratransit service in 2014 varied by the number of years customers have been using ACCESS, total number of trips taken in 2014, gender, and how the number of ACCESS trips taken in 2014 compares to the number they took in 2013. Once again, the dominant pattern in the figure is one of consistency, with the percentage who indicated they were satisfied with ACCESS transportation service being 90% or higher in every subgroup. Nevertheless, when compared to their respective counterparts, it is also worth noting that new riders (less than one year), high frequency riders (120 trips or more per year), and males were somewhat less likely to express being *very* satisfied with ACCESS services.

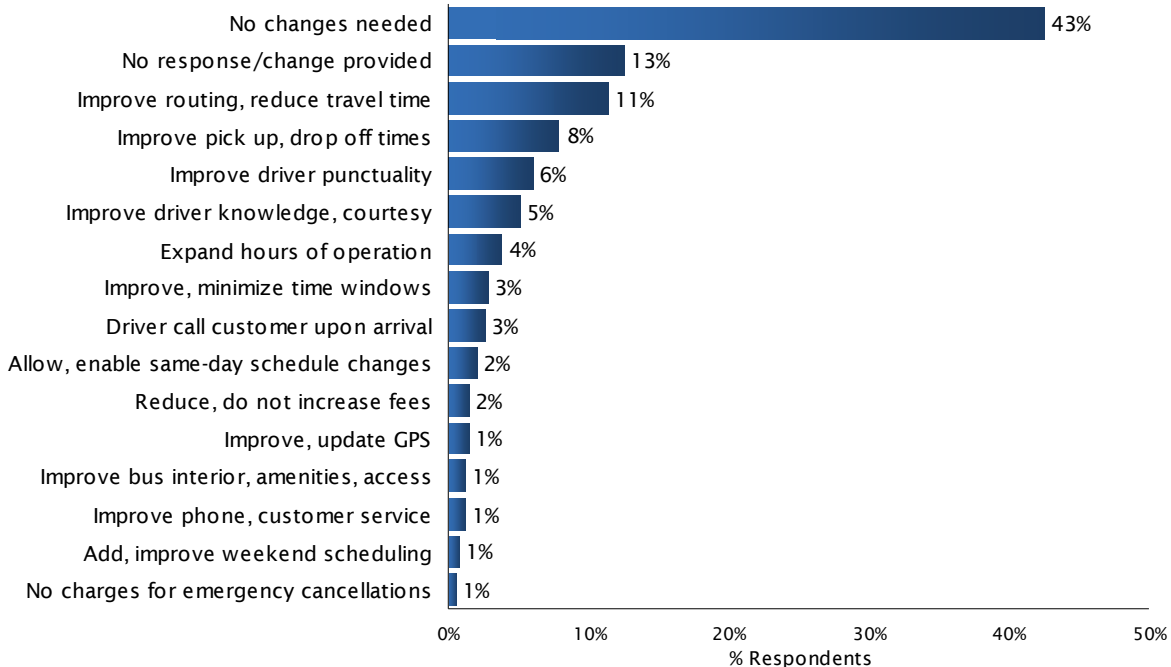
FIGURE 5 OVERALL SATISFACTION WITH ACCESS TRANSPORTATION SERVICES BY YEARS AS ACCESS CUSTOMER, TOTAL TRIPS IN 2014, GENDER & ACCESS USE 2013 TO 2014



HOW CAN ACCESS SERVICE BE IMPROVED? Riders were next asked to indicate the aspect of ACCESS service that they would most want to improve. This question was asked in an open-ended manner, which allowed respondents to mention any improvement that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 6.

Question 5 *If you could improve one aspect of ACCESS transportation services, what change would you most want?*

FIGURE 6 CHANGES TO IMPROVE ACCESS



Overall, the most common response was that no changes are needed (43%), followed by no change comes to mind/no response (13%). Among the specific improvements that were suggested, improving routing/reducing travel time (11%), improving pick up and drop off times (8%), improving driver punctuality (6%), and improving driver knowledge/courtesy (5%) were the most frequently cited.

TREND IN ACCESS PERFORMANCE All riders were next asked whether they had noticed a change in the overall quality of ACCESS services during the past 12 months. Approximately one-third (30%) of riders surveyed in 2014 indicated that ACCESS transportation services had improved over the past 12 months, whereas 64% indicated that the services remained about the same and 6% perceived that ACCESS services had gotten worse during this period (Figure 7). When compared to the 2011 survey, significantly fewer customers perceived that ACCESS transportation services had gotten *better* during the prior year, whereas the percentage who perceived that the service remained about the same increased significantly.

Question 6 *In your opinion, are ACCESS transportation services better, worse or about the same as 12 months ago?*

FIGURE 7 ACCESS SERVICE COMPARED WITH 12 MONTHS AGO BY STUDY YEAR

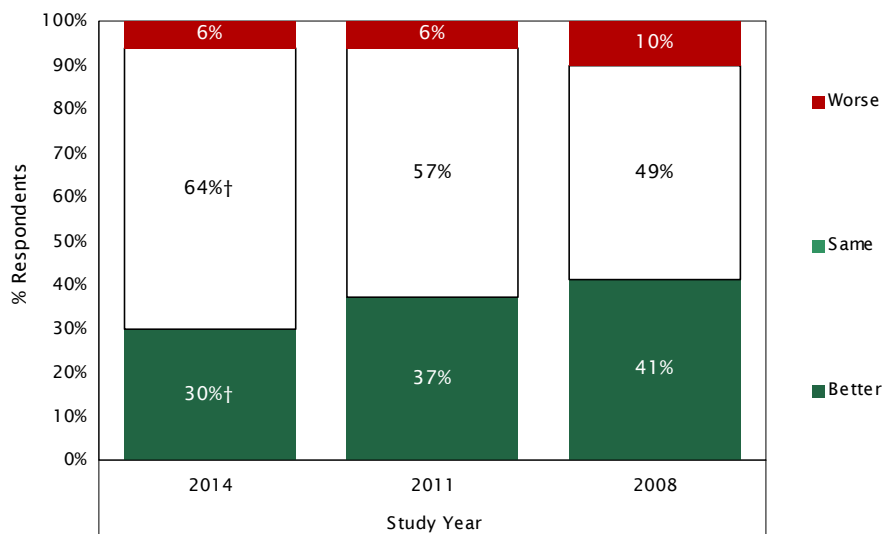
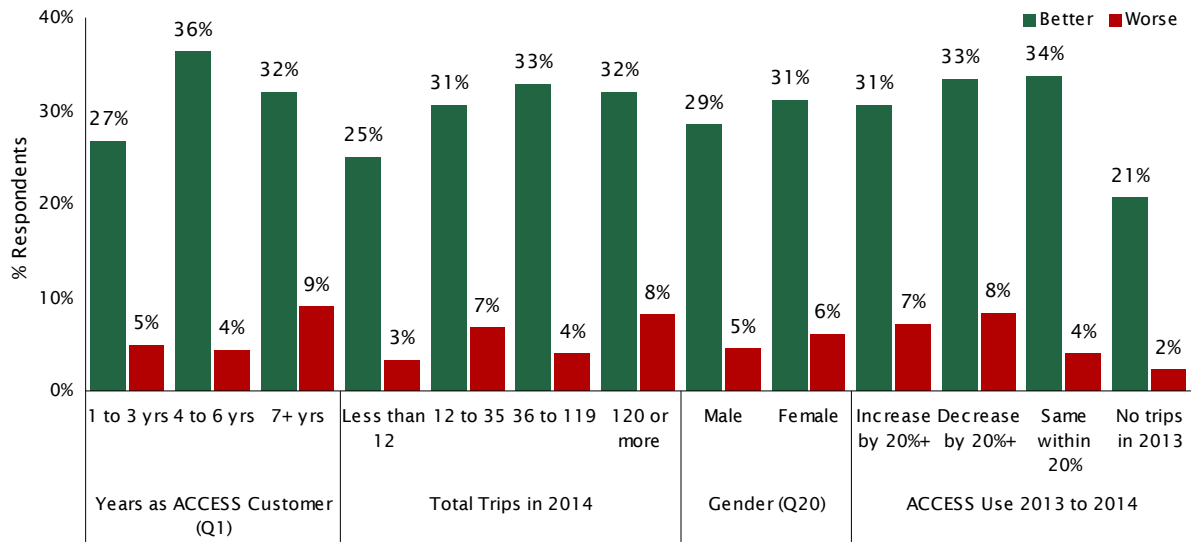


Figure 8 on the next page shows how the percentage of customers who perceived an improvement or decline in ACCESS transportation services during the prior 12 months varied by number of years they had been using the service, number of trips taken in 2014, gender, and how the number of ACCESS trips taken in 2014 compares to the number they took in 2013. Across all subgroups, the percentage who perceived an improvement in the ACCESS service during the prior 12 months outnumbered those who perceived that the service had gotten worse by at least 3.5 to 1.

FIGURE 8 ACCESS SERVICE COMPARED WITH 12 MONTHS AGO BY YEARS AS ACCESS CUSTOMER, TOTAL TRIPS IN 2014, GENDER & ACCESS USE 2013 TO 2014



RATING ACCESS ON PERFORMANCE DIMENSIONS Whereas Question 4 was designed to measure riders' satisfaction with the *overall* performance of ACCESS transportation services, Question 7 sought to profile the system's performance on a variety of different dimensions that can shape customer satisfaction. For each aspect of ACCESS service shown in Figure 9 on the next page, riders were simply asked to indicate their degree of satisfaction or dissatisfaction with the performance of ACCESS on their most recent trips.

Figure 9 sorts the performance dimensions from high to low based on the percentage of riders who indicated they were either *very* or *somewhat* satisfied with this aspect of ACCESS service. Overall, riders expressed the *highest* levels of satisfaction with safety on the bus (94%), cleanliness of bus interior (95%), cleanliness of bus exterior (94%), and bus driver courtesy (92%). Nearly nine-in-ten customers also indicated they were satisfied with the service area of ACCESS (87%) and the process for making reservations (87%).

Of the performance aspects tested, ACCESS customers expressed somewhat lower satisfaction levels with respect to on-time performance (82%), cost of riding (81%), travel time (81%), and the 30 minute pick-up window (78%).

Question 7 Thinking about your most recent ACCESS trips, how would you rate your satisfaction with each of the following items?

FIGURE 9 SATISFACTION WITH ASPECTS OF ACCESS SERVICE

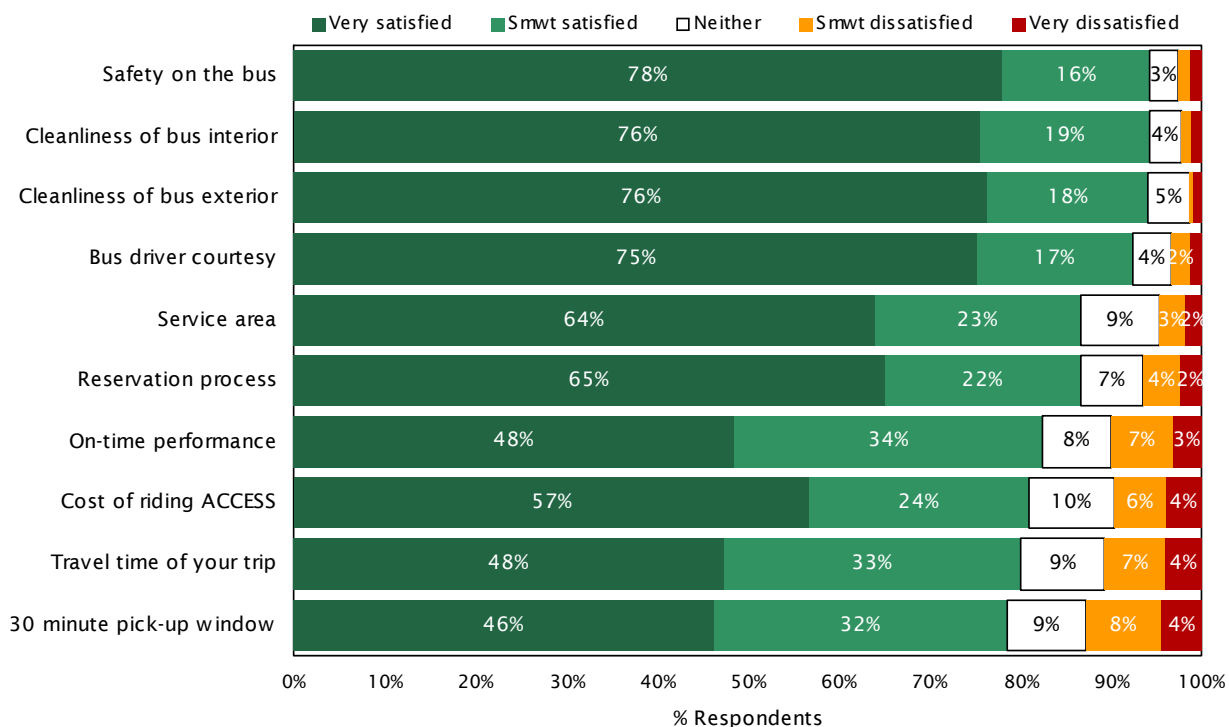


Table 1 presents the satisfaction scores for each performance dimension in 2014 (left column) and 2011 (middle column), as well the difference (right column). The percentage of customers who reported being satisfied with a particular dimension of ACCESS transportation service generally changed little over the past three years. In fact, just one aspect of the service (cost of riding) exhibited a statistically significant change (decline in satisfaction) over the past three years.

TABLE 1 SATISFACTION WITH ASPECTS OF ACCESS SERVICE BY STUDY YEAR

	Study Year		Difference in Very + Smtwt Satisfied For Each Item
	2014	2011	
On-time performance	82%	80%	+2%
30 minute pick-up window	79%	77%	+1%
Safety on the bus	94%	94%	+0%
Cleanliness of bus exterior	94%	94%	+0%
Bus driver courtesy	92%	92%	+0%
Cleanliness of bus interior	94%	94%	-0%
Reservation process	87%	87%	-1%
Service area	87%	88%	-1%
Travel time of your trip	80%	81%	-1%
Cost of riding ACCESS	81%	86%	-5%†

Table 2 on the next page compares the level of satisfaction for each performance dimension across two groups: those who provided a response of being satisfied or neutral with *overall* ACCESS services, and those who were dissatisfied in general. This comparison can help identify those aspects of ACCESS service that are likely be contributing causes of the dissatisfaction

expressed by some customers. The largest differences in satisfaction between these two groups were found with respect to the on-time performance, travel time, 30 minute pick-up window, and the service area for ACCESS transportation services.

TABLE 2 SATISFACTION WITH ASPECTS OF ACCESS SERVICE BY OVERALL SATISFACTION

	Overall Satisfaction (Q4)		Difference in Very + Smwt Satisfied For Each Item
	Satisfied, neutral	Dissatisfied	
On-time performance	85%	25%	-60%
Travel time of your trip	82%	35%	-48%
30 minute pick-up window	81%	38%	-42%
Service area	88%	53%	-35%
Reservation process	88%	62%	-26%
Bus driver courtesy	93%	70%	-24%
Cost of riding ACCESS	82%	61%	-21%
Safety on the bus	95%	79%	-16%
Cleanliness of bus exterior	95%	80%	-15%
Cleanliness of bus interior	95%	82%	-13%

RATING ACCESS ELIGIBILITY PROCESS The final question in this series asked all customers to indicate their level of satisfaction with the process for determining ACCESS eligibility. As shown in Figure 10, the vast majority of customers offered that they were satisfied with each aspect of the process tested, including OCTA staff who manage the eligibility process (92%), in-person assessment staff (89%), in-person assessment facility (89%), and the in-person assessment evaluation tests (88%). There were no significant changes in customer satisfaction with the process of determining ACCESS eligibility when compared to 2011 (see Table 3).

Question 8 *Thinking now about the process for determining ACCESS eligibility, how would you rate your satisfaction with each of the following items?*

FIGURE 10 SATISFACTION WITH ACCESS ELIGIBILITY PROCESS

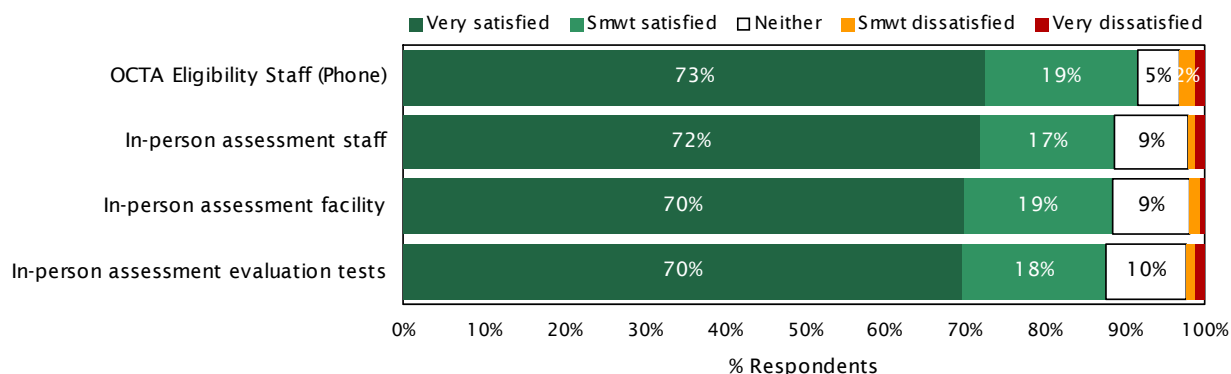


TABLE 3 SATISFACTION WITH ACCESS ELIGIBILITY PROCESS BY STUDY YEAR

	Study Year		Difference in Very + Smwt Satisfied For Each Item
	2014	2011	
In-person assessment facility	89%	87%	+1%
OCTA Eligibility Staff (Phone)	92%	91%	+0%
In-person assessment evaluation tests	88%	88%	-0%
In-person assessment staff	89%	90%	-1%

Table 4 compares the level of satisfaction for each aspect of the eligibility process across two groups: those who provided a response of being satisfied or neutral with *overall* ACCESS services, and those who were dissatisfied in general. The largest differences in satisfaction between these two groups were found with respect to OCTA eligibility staff, as well as in-person assessment evaluation tests and staff. It should be noted, however, that the differences in satisfaction with aspects of the eligibility process were far less pronounced than the differences in satisfaction for select aspects of ACCESS services in general (see Table 2 on page 17).

TABLE 4 SATISFACTION WITH ACCESS ELIGIBILITY PROCESS BY OVERALL SATISFACTION

	Overall Satisfaction (Q4)		Difference in Very + Smt Satisfied For Each Item
	Satisfied, neutral	Dissatisfied	
OCTA Eligibility Staff (Phone)	93%	68%	-25%
In-person assessment evaluation tests	89%	67%	-22%
In-person assessment staff	90%	68%	-22%
In-person assessment facility	89%	74%	-15%

RATING OF ACCESS TAXICAB SERVICE

ACCESS trips are primarily serviced by a fleet of OCTA buses equipped for customers with functional limitations caused by a disability. In certain circumstances, however, taxicabs are also used to provide ACCESS trips. This section of the report presents the findings of questions relating to ACCESS trips provided by taxicab.

SATISFACTION WITH ASPECTS OF TAXICAB TRIPS Using the same satisfaction scale introduced previously, customers were asked to rate their degree of satisfaction or dissatisfaction with each dimension of ACCESS taxicab service shown on the left of Figure 11. Although all performance dimensions received high satisfaction ratings overall, customers were most satisfied with the travel time of their trip (92%), safety in the taxicab (89%), on-time performance (89%), driver courtesy (88%), and cleanliness of the taxicab (87%). When compared to the other dimensions tested, satisfaction levels were somewhat lower for wheelchair accessibility of the taxicab (83%). There were no statistically significant differences in satisfaction with ACCESS taxicab services between the 2011 and 2014 studies (see Table 5).

Question 9 *Taxicabs are used to provide some ACCESS trips. How would you rate your satisfaction with each of the following items when you've taken an ACCESS trip in a taxi? If you haven't taken an ACCESS trip in a taxicab, please skip this question.*

FIGURE 11 SATISFACTION WITH ACCESS TAXICAB SERVICE

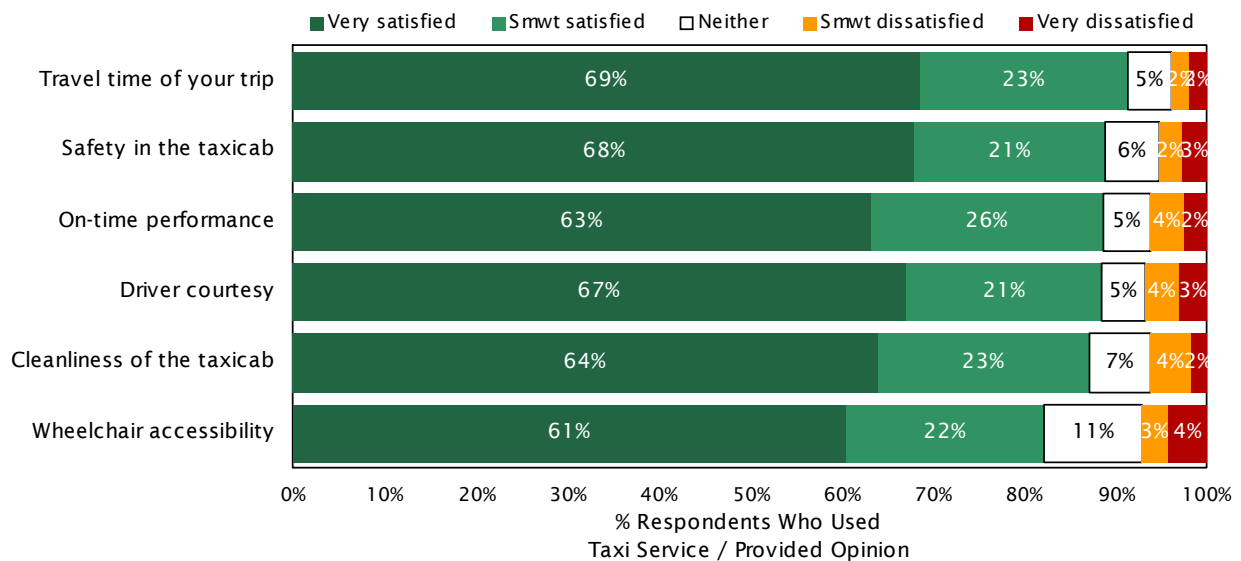


TABLE 5 SATISFACTION WITH ACCESS TAXICAB SERVICES BY STUDY YEAR

	Study Year		Difference in Very + Smwt Satisfied For Each Item
	2014	2011	
Cleanliness of the taxicab	87%	85%	+2%
Travel time of your trip	91%	90%	+2%
On-time performance	89%	87%	+2%
Safety in the taxicab	89%	88%	+1%
Driver courtesy	88%	88%	+0%
Wheelchair accessibility	82%	NA	NA

Table 6 compares the level of satisfaction for each aspect of ACCESS taxicab service across two groups: those who provided a response of being satisfied or neutral with *overall* ACCESS services, and those who were dissatisfied in general. The largest differences in satisfaction between these two groups were found with respect to on-time performance, driver courtesy, and safety in the taxicab.

TABLE 6 SATISFACTION WITH ACCESS TAXICAB SERVICES BY OVERALL SATISFACTION

	Overall Satisfaction (Q4)		Difference in Very + Smwt Satisfied For Each Item
	Satisfied, neutral	Dissatisfied	
On-time performance	90%	61%	-29%
Driver courtesy	90%	62%	-28%
Safety in the taxicab	90%	63%	-27%
Cleanliness of the taxicab	88%	67%	-21%
Travel time of your trip	93%	72%	-21%
Wheelchair accessibility	83%	66%	-18%

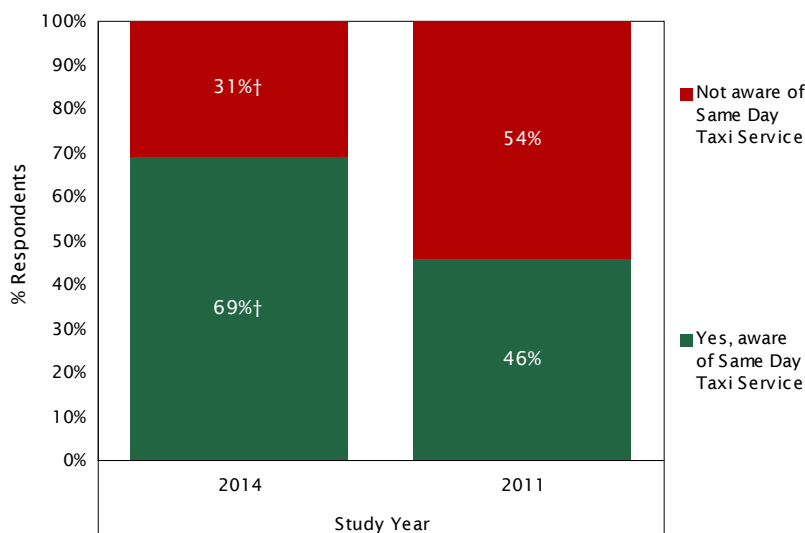
SAME-DAY TAXI SERVICE

In addition to its standard ACCESS transportation service, OCTA offers Same-Day Taxi services to ACCESS-eligible customers. With this service, customers pay the base fare of \$3.60 for a ride up to five miles, with any additional costs beyond the five-mile trip being paid by the customer directly. Unlike standard ACCESS trips (and as the name implies), Same-Day Taxi trips do not require the customer to make a reservation at least one day prior to travel.

AWARENESS OF SAME-DAY TAXI SERVICE The first question in this series simply asked ACCESS customers if they were aware that OCTA offers a Same-Day Taxi service for ACCESS-eligible customers. As shown below in Figure 12, more than two-thirds (69%) of customers in 2014 indicated that they were aware of OCTA's Same-Day Taxi service, which is substantially (and significantly) higher than the awareness level recorded in 2011 (46%).

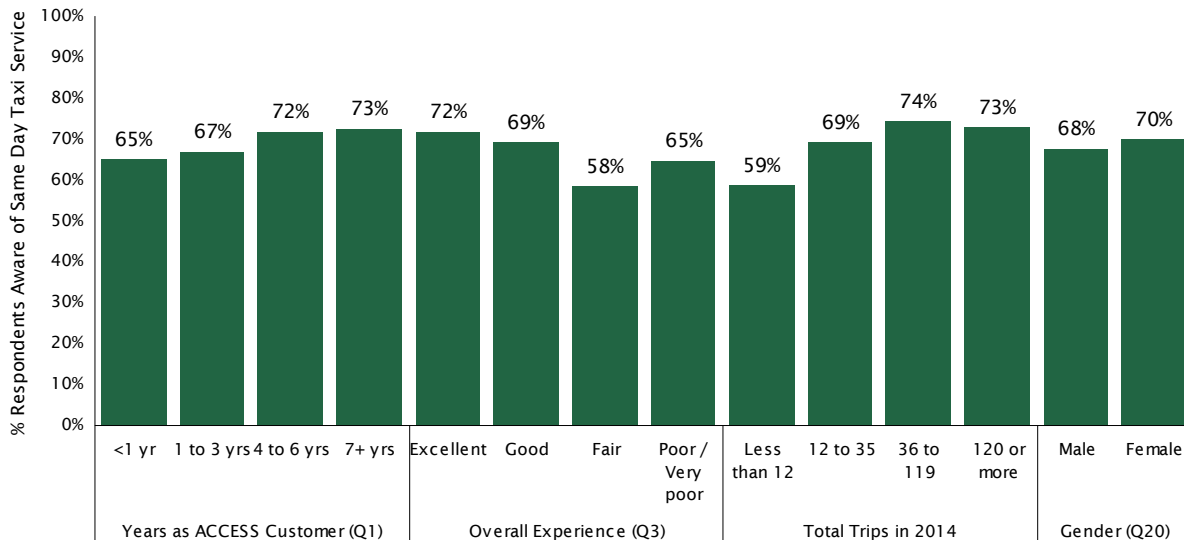
Question 10 *Prior to taking this survey, were you aware that OCTA offers a Same-Day Taxi service for ACCESS-eligible customers?*

FIGURE 12 AWARENESS OF SAME-DAY TAXI SERVICES BY STUDY YEAR



When compared to their respective counterparts, customers who had used ACCESS transportation services for at least four years, those who rated their overall experiences using ACCESS as excellent, and customers who made at least 36 ACCESS trips in 2014 were the most likely to report being aware of OCTA's Same-Day Taxi service prior to taking the 2014 survey (see Figure 13 on the next page).

FIGURE 13 AWARENESS OF SAME-DAY TAXI SERVICES BY YEARS AS ACCESS CUSTOMER, OVERALL EXPERIENCE, TOTAL TRIPS IN 2014 & GENDER



USED SAME-DAY TAXI SERVICE IN 2014 Rather than rely on customer recall to identify whether a customer had used Same-Day Taxi services (and how often), True North merged OCTA’s operational data for ACCESS onto the survey database to identify ACCESS ridership and Same-Day Taxi ridership frequency for each respondent. Figure 14 shows that when compared to the results of the 2011 survey, the percentage of customers that took at least one Same-Day Taxi trip in the past two years increased significantly from 32% in 2011 to 38% in 2014. When compared to their respective counterparts, those who had utilized ACCESS services between four to six years, took between 36 and 119 ACCESS trips in 2014, rated their overall ACCESS experiences as excellent, reported being very satisfied with ACCESS transportation services, and females were the most likely to have used OCTA’s Same-Day Taxi service in 2014.

FIGURE 14 USED SAME-DAY TAXI SERVICE BY STUDY YEAR

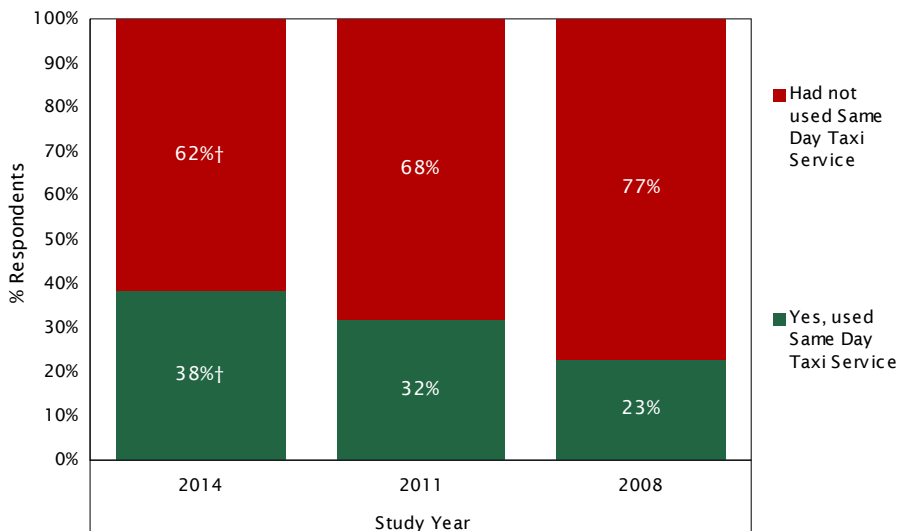


FIGURE 15 USED SAME-DAY TAXI SERVICE BY YEARS AS ACCESS CUSTOMER & TOTAL TRIPS IN 2014

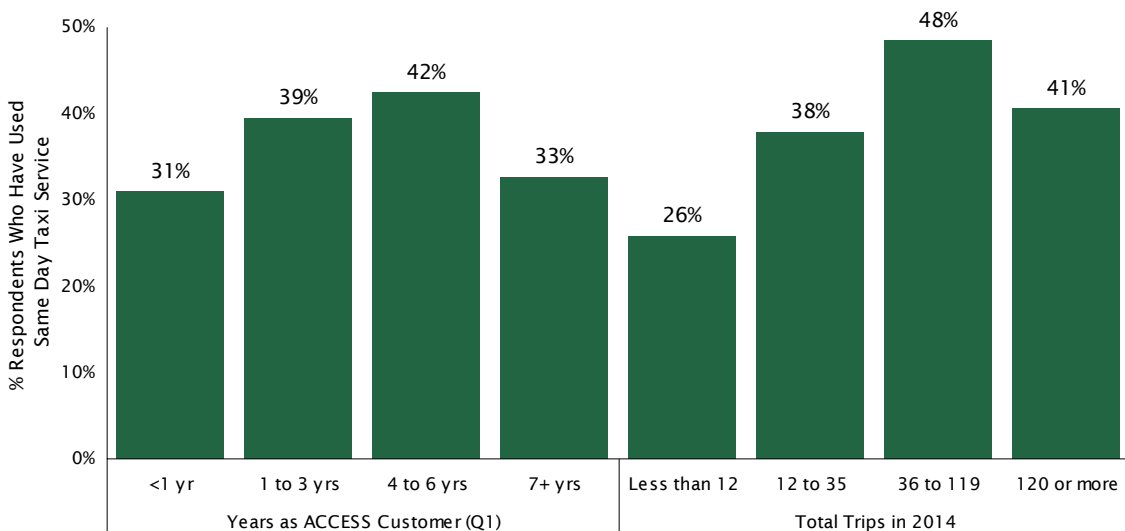
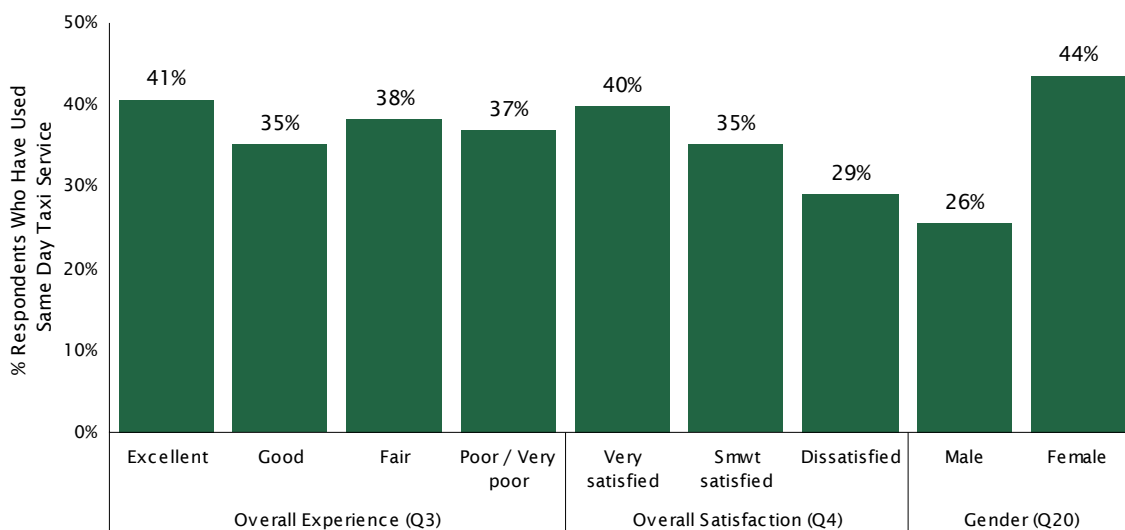


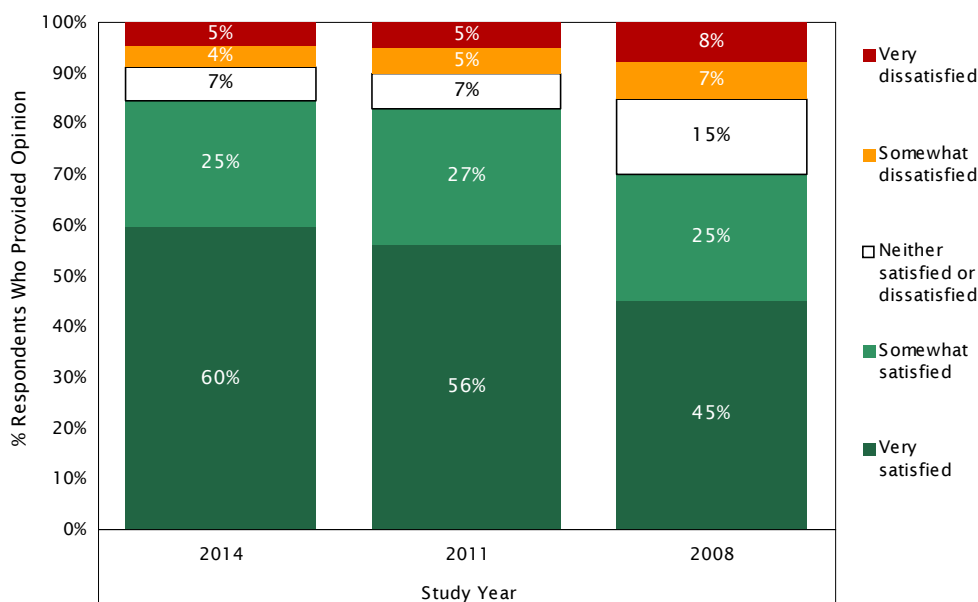
FIGURE 16 USED SAME-DAY TAXI SERVICE BY OVERALL SATISFACTION & GENDER



OVERALL SATISFACTION WITH SAME-DAY TAXI SERVICE Riders who had used the service at some point were next asked to rate their level of satisfaction with the Same-Day Taxi services offered by OCTA. Because Question 11 does not reference a specific aspect of the service and explicitly asked respondents to rate their *overall* satisfaction, the findings of this question may be regarded as an *overall performance rating* for OCTA’s Same-Day Taxi service. Note that the following figures include all respondents who provided an opinion—those who indicated they had never used Same-Day Taxi services are not shown.

Question 11 Overall, how satisfied are you with Same-Day Taxi service?

FIGURE 17 SATISFACTION WITH SAME-DAY TAXI SERVICE BY STUDY YEAR



As shown in Figure 17, 85% of customers in 2014 indicated they were either very (60%) or somewhat (25%) satisfied with the Same-Day Taxi services offered by OCTA. Approximately 9% were very or somewhat dissatisfied, whereas the remaining 7% were neither satisfied nor dissatisfied. When compared to the results of the 2011 survey, there were no statistically significant changes in the percentage of riders who indicated that they were satisfied with Same-Day Taxi services. It is also worth noting, however, that customer satisfaction with Same-Day Taxi services has increased by 15% since the baseline measure in 2008.

Figures 18 and 19 show how satisfaction with Same-Day Taxi services in 2014 varied by the number of years a customer had used ACCESS, their overall experiences using ACCESS services, whether they had used Same-Day Taxi services in 2013 or 2014, total ACCESS trips taken in 2014, gender, and their perception of whether ACCESS services had improved, stayed about the same, or gotten worse during the 12 months prior to the interview. As shown in the figures, satisfaction ratings for Same-Day Taxi service were most strongly correlated with customers' ratings of their experience using ACCESS in general and their perceptions of whether (and how) ACCESS services had changed during the 12 months prior to the interview.

FIGURE 18 SATISFACTION WITH SAME-DAY TAXI SERVICE BY YEARS AS ACCESS CUSTOMER, OVERALL EXPERIENCE & USED-SAME DAY TAXI 2013-2014

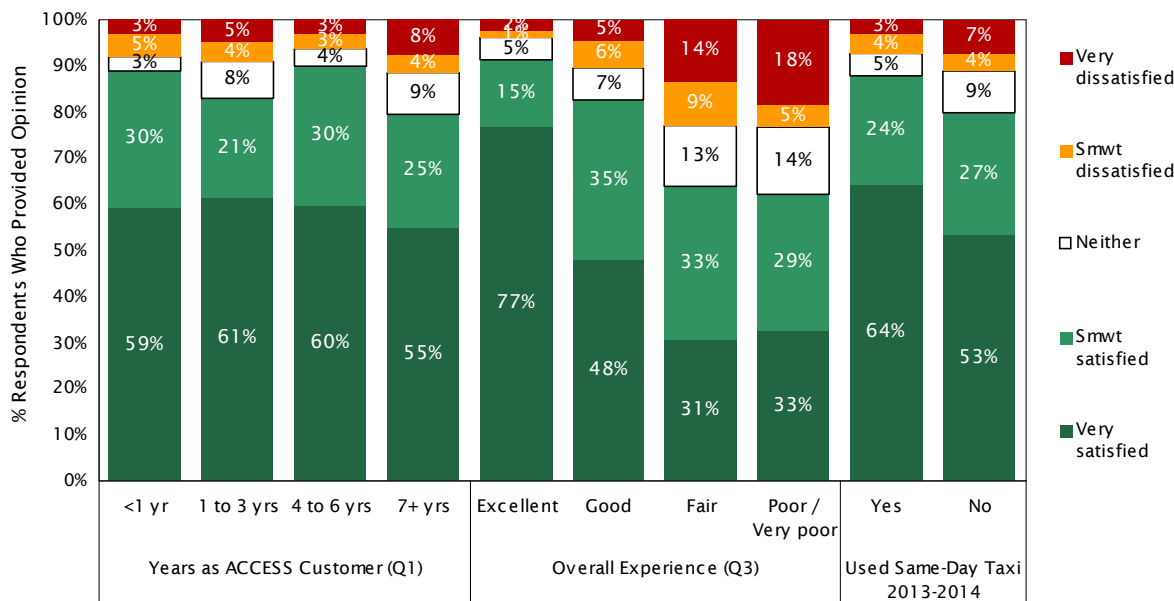
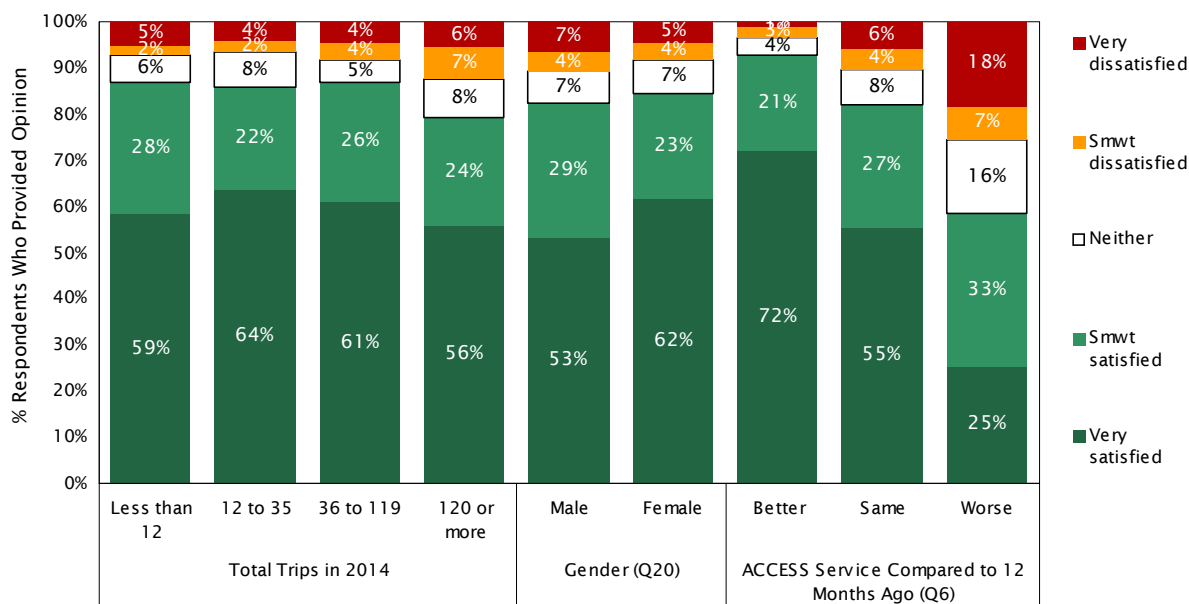


FIGURE 19 SATISFACTION WITH SAME-DAY TAXI SERVICE BY TOTAL TRIPS IN 2014, GENDER & ACCESS SERVICE COMPARED TO 12 MONTHS AGO

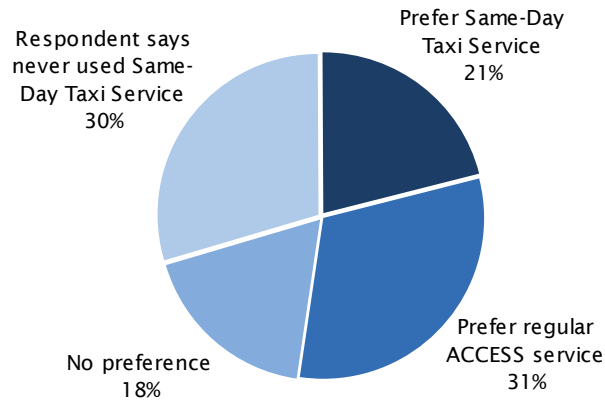


PREFERENCE FOR SAME-DAY TAXI SERVICE? Customers who reported that they had used OCTA’s Same-Day Taxi service were asked whether they prefer this service or regular ACCESS service. Figure 20 presents the results to Question 12 in the context of all ACCESS customers surveyed. Overall, 21% indicated they prefer using Same-Day Taxi service, 31% prefer regular ACCESS service, 18% expressed no preference, whereas 30% stated they had never used Same-Day Taxi service.²

2. It is worth noting that 4% of ACCESS customers indicated in Question 12 they had never used Same-Day Taxi services nevertheless *did* use the service in 2013 or 2014 based on operational data collected by OCTA.

Question 12 *In general, do you prefer taking trips using the Same-Day Taxi service or regular ACCESS service?*

FIGURE 20 SERVICE PREFERENCE



Those who rated their overall experiences riding ACCESS transportation services in general as poor or very poor, customers who were very satisfied with OCTA’s Same-Day Taxi services, and those who had used Same-Day Taxi services in 2013 or 2014 were the most likely to indicate they preferred taking trips using Same-Day Taxi services. On the other hand, longtime customers (7+ years), those who were dissatisfied with Same-Day Taxi services, and high frequency ACCESS users (120 trips or more in 2014) were most likely to prefer using regular ACCESS services (see Figures 21-23).

FIGURE 21 SERVICE PREFERENCE BY YEARS AS ACCESS CUSTOMER & OVERALL EXPERIENCE

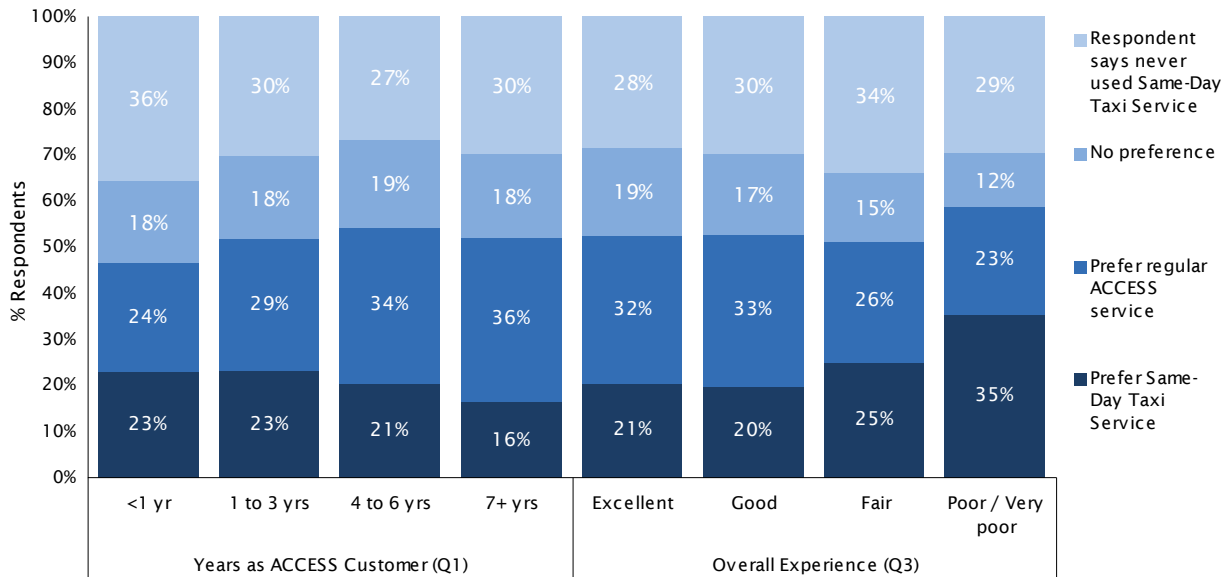


FIGURE 22 SERVICE PREFERENCE BY SATISFACTION WITH SAME-DAY TAXI SERVICE, TOTAL TRIPS IN 2014 & GENDER

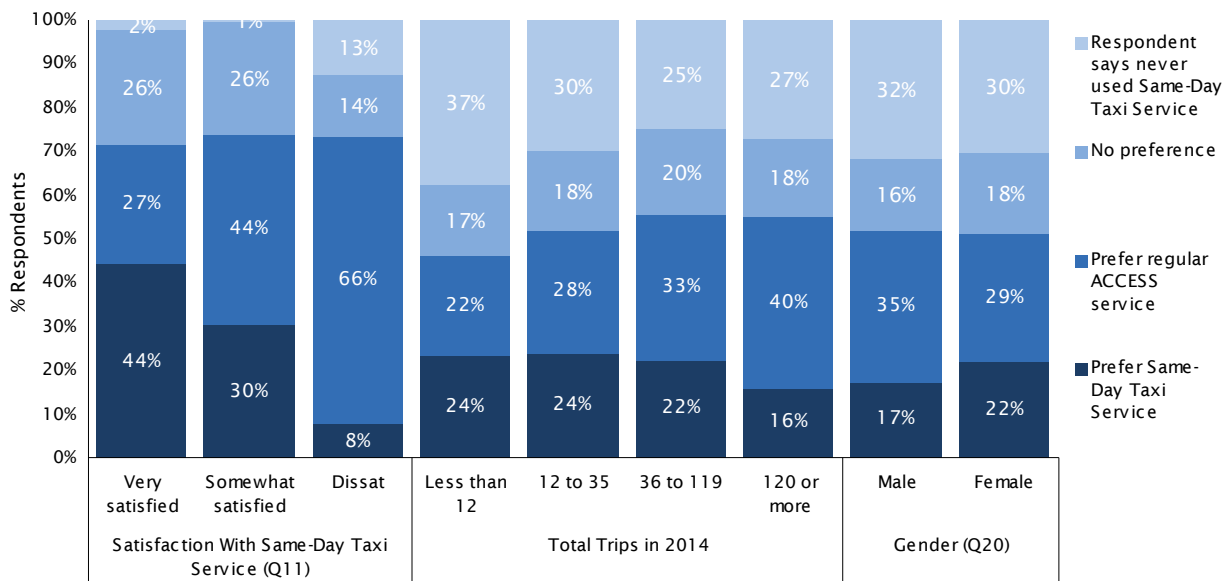
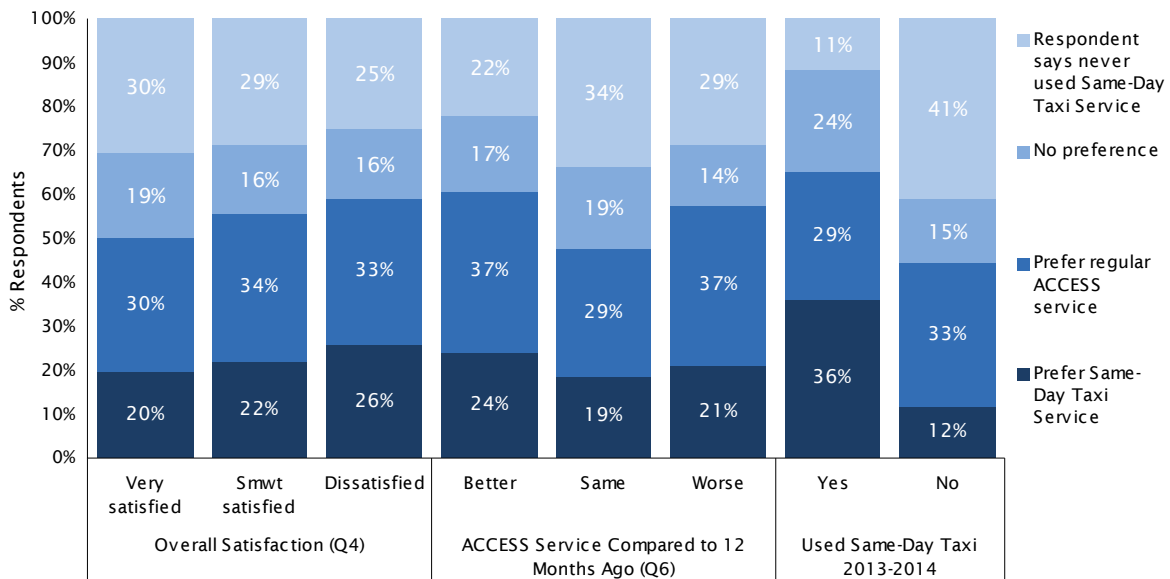


FIGURE 23 SERVICE PREFERENCE BY OVERALL SATISFACTION, ACCESS SERVICE COMPARED TO 12 MONTHS AGO & USED SAME-DAY TAXI SERVICE 2013-2014



ALTERNATIVE STATUS OF SAME-DAY TAXI TRIPS One of the questions of interest to OCTA for the 2014 study was to determine what ACCESS customers who use Same-Day Taxi service would otherwise do if the service were not available. Stated differently, for the trips that customers make using Same-Day Taxi service, would they make those trips otherwise and, if yes, by what mode? Question 13 addressed this issue by asking respondents to think about the trips they had taken using Same-Day Taxi service in the prior two month period and identify the percentage of these trips that fall into each of the categories shown in Figure 24.

On average, Same-Day Taxi service users indicated that 58% of the trips they made by Same-Day Taxi services in the past two months would have otherwise been made using regular ACCESS service. The remaining trips would have been made using a different mode (14%) or not made at all (28%). The tendency to use Same-Day Taxi service for trips that would otherwise have been made using regular ACCESS service was somewhat higher among customers who had been using ACCESS for at least four years, those who were very satisfied with ACCESS services in general, and high frequency users (120 trips or more in 2014).

Question 13 *Thinking of the trips that you have taken using Same-Day Taxi service in the past two months: If Same-Day Taxi service were NOT available, what percentage of these trips would you have: _____?*

FIGURE 24 ACTION TAKEN IF SAME-DAY TAXI SERVICE WERE NOT AVAILABLE

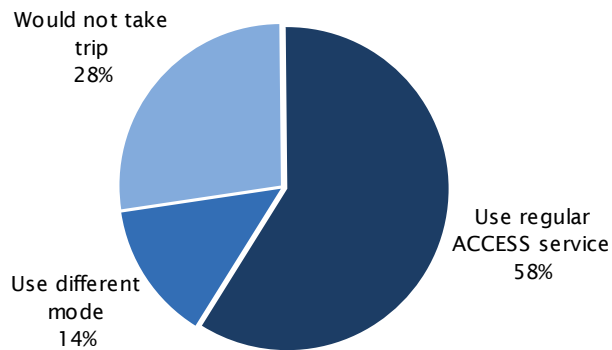


FIGURE 25 ACTION TAKEN IF SAME-DAY TAXI SERVICE WERE NOT AVAILABLE BY YEARS AS ACCESS CUSTOMER & SATISFACTION WITH SAME-DAY TAXI SERVICE

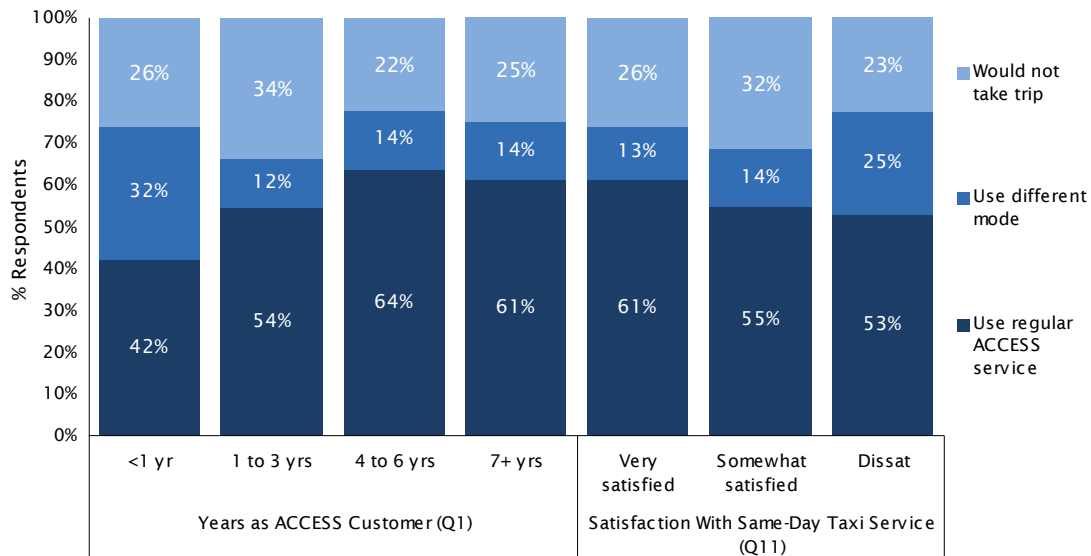
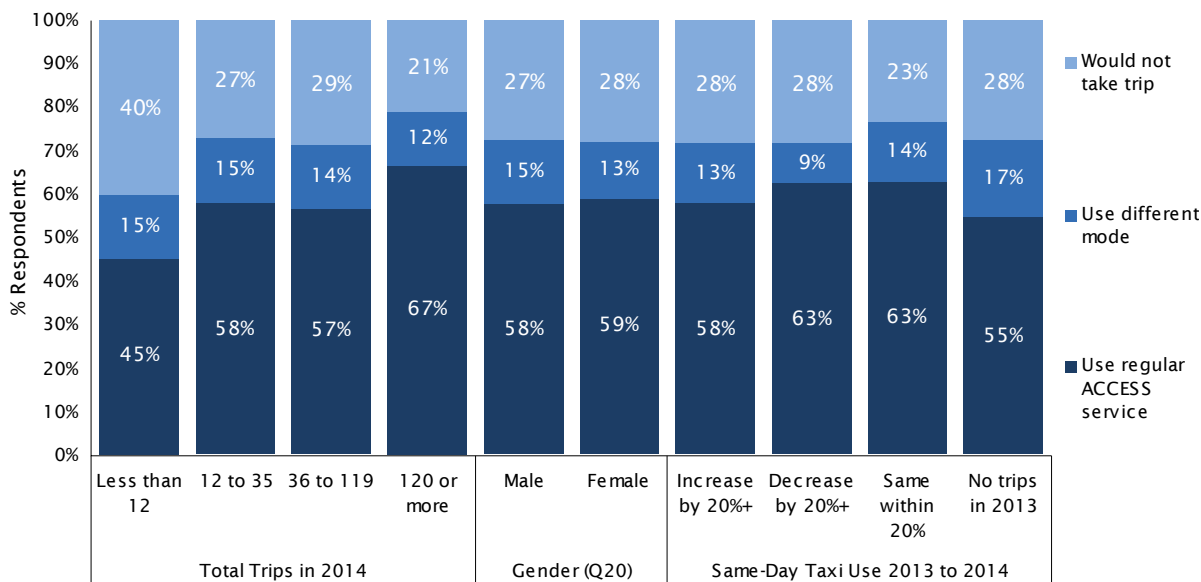


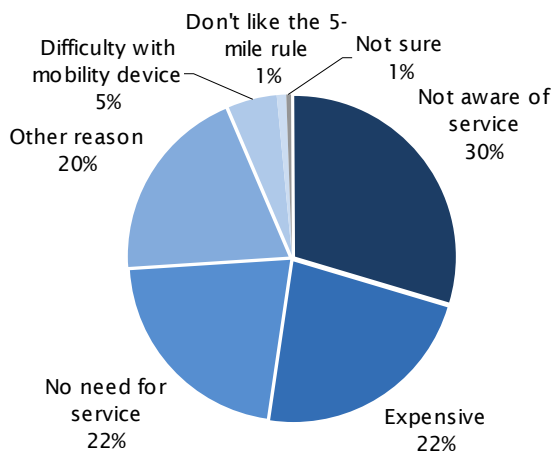
FIGURE 26 ACTION TAKEN IF SAME-DAY TAXI SERVICE WERE NOT AVAILABLE BY TOTAL TRIPS IN 2014, GENDER & ACCESS USE 2013 TO 2014



WHY HAVE YOU NOT USED SAME-DAY TAXI SERVICES? The final question in this series asked those who had not used Same-Day Taxi services in 2013 and 2014 and indicated that they had *never* used Same-Day Taxi services to choose among the reasons listed in Figure 27 that which best explains why they have not used the service. The most commonly mentioned reasons for not using Same-Day Taxi services were that they were not aware of the service (30%), a perception that it's too expensive (22%), having no need for the service (22%), or some other unspecified reason (20%). Approximately 5% indicated that a taxi would have difficulty accommodating their mobility device as their main reason, whereas 1% did not like the 5 mile rule and another 1% were unsure.

Question 14 *If you have NEVER used Same-Day Taxi service, which of the following reasons best explains why you have not used the service?*

FIGURE 27 REASONS FOR NEVER USING SAME-DAY TAXI SERVICES



GENERAL BUS SERVICE

In addition to offering a suite of paratransit services, OCTA also offers ACCESS-eligible customers the opportunity to use the general fixed-route bus service at a discounted fare. The survey took the opportunity to ask ACCESS customers whether they were aware of the reduced fare bus program, if they had ever ridden the fixed-route bus system operated by OCTA, as well as their interest in participating in training that would enable them to ride the fixed-route bus system at the reduced fare.

AWARE OF DISCOUNTED FARE FOR BUS More than half (55%) of ACCESS customers reported in 2014 that they were aware that OCTA offers a 25 cent fare to ACCESS customers when they use the general fixed-route bus system. Awareness of this program has grown significantly since 2011, when just one-quarter (25%) of customers indicated they were aware of the reduced fare program for ACCESS-eligible customers (Figure 28).

Question 15 *OCTA offers a 25 cent fare to ACCESS customers when they use the general public bus service (not ACCESS). Were you aware of this reduced fare program?*

FIGURE 28 AWARENESS OF REDUCED FARE PROGRAM BY STUDY YEAR

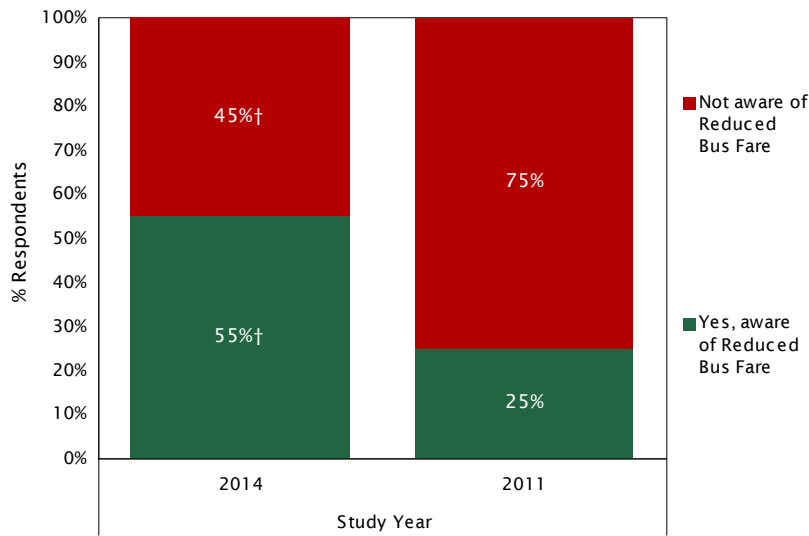
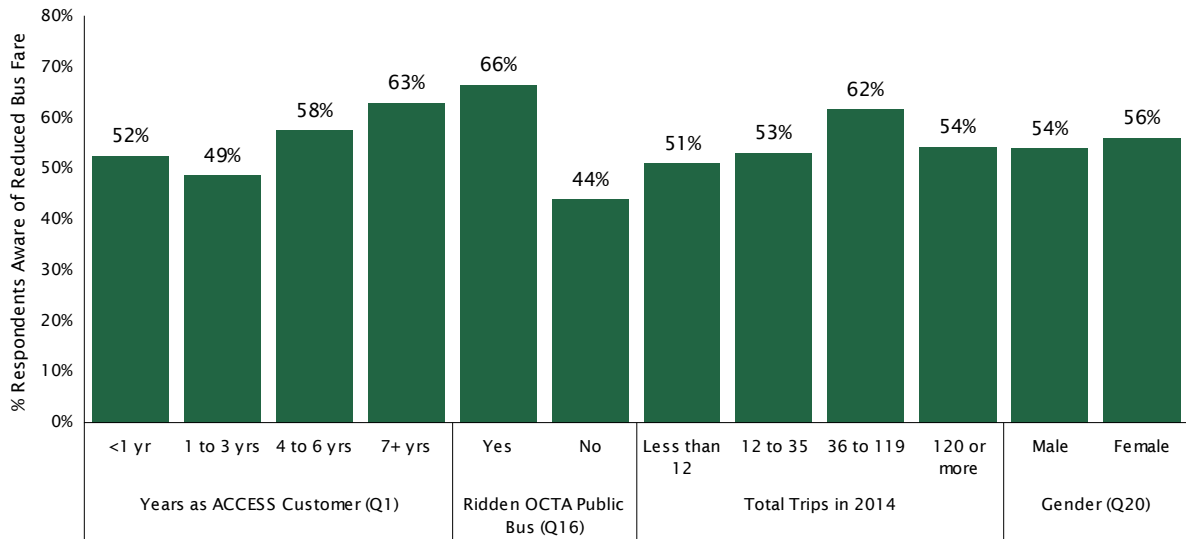


Figure 29 on the next page shows how awareness of the reduced fare program for ACCESS-eligible customers varied across subgroups of ACCESS customers. In general, awareness was highest among long-time customers (7+ years), those who had ridden an OCTA fixed-route bus in the past, and those who took between 36 and 119 ACCESS trips in 2014.

FIGURE 29 AWARENESS OF REDUCED FARE PROGRAM BY YEARS AS ACCESS CUSTOMER, RIDDEN OCTA PUBLIC BUS, TOTAL TRIPS IN 2014 & GENDER



HAVE YOU RIDDEN OCTA FIXED-ROUTE BUS BEFORE? Regardless of their awareness of the reduced fare program, all ACCESS customers were next asked whether they had ridden a general public bus (fixed-route) operated by OCTA in the past (Figure 30). Approximately half (51%) of current ACCESS customers stated that they had ridden OCTA’s fixed-route bus system previously, which is a significant increase over the corresponding percentage recorded in 2011 (20%). Interestingly, the tendency to have ridden a general bus operated by OCTA bore little relationship to how long a person had been an ACCESS customer, number of ACCESS trips in 2014, or gender (see Figure 31 on the next page).

Question 16 *Have you ever ridden a general public bus operated by OCTA?*

FIGURE 30 RIDDEN GENERAL PUBLIC BUS OPERATED BY OCTA BY STUDY YEAR I

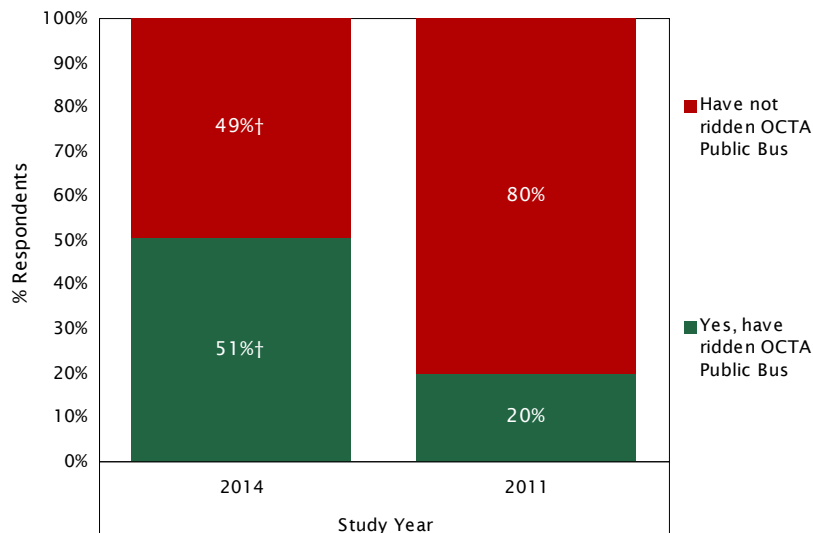
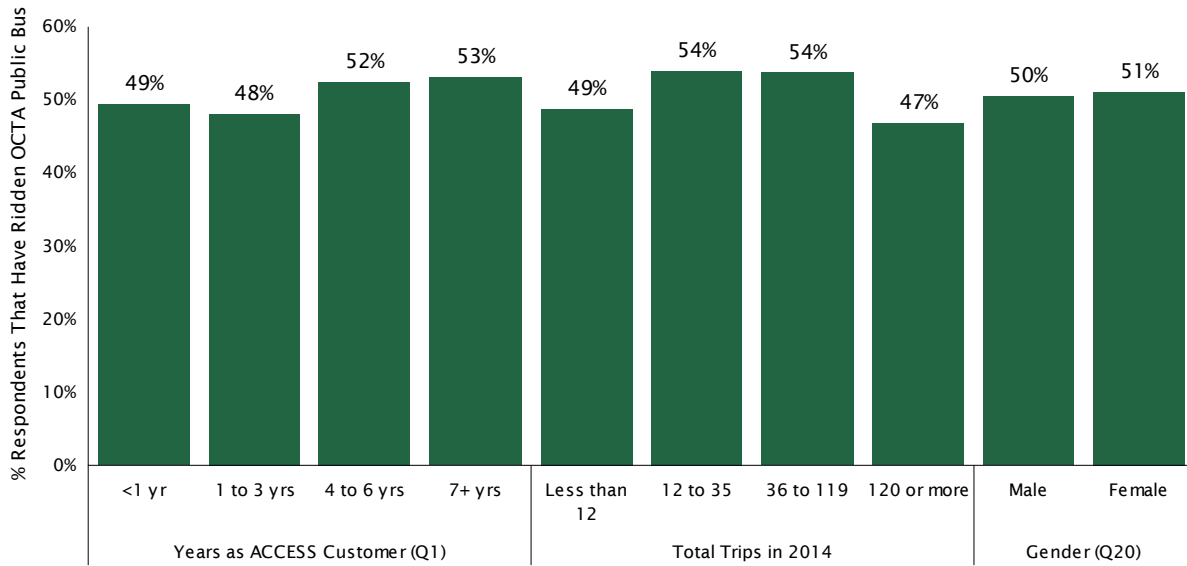


FIGURE 31 RIDDEN GENERAL PUBLIC BUS OPERATED BY OCTA BY YEARS AS ACCESS CUSTOMER, TOTAL TRIPS IN 2014 & GENDER



INTEREST IN TRAINING TO RIDE FIXED-ROUTE BUS AT REDUCED FARE

ACCESS customers who indicated that they had *not* ridden OCTA’s fixed-route bus system in the past were subsequently asked if they would be interested in participating in travel training so they could ride the general bus system at a discounted fare of 25 cents per trip. Overall, 16% of customers who had not ridden the fixed-route system in the past indicated in 2014 they would be interested in participating in travel training so they could ride the bus at a discounted fare. The percentage who expressed interest in 2014 was significantly lower than in 2011 (Figure 32).

Question 17 *If you HAVEN'T ridden a general public bus, would you be interested in participating in travel training so you could ride the general bus system at a discounted fare of 25 cents per trip?*

FIGURE 32 INTEREST IN TRAVEL TRAINING WITH DISCOUNTED FARE OF 25 CENTS BY STUDY YEAR

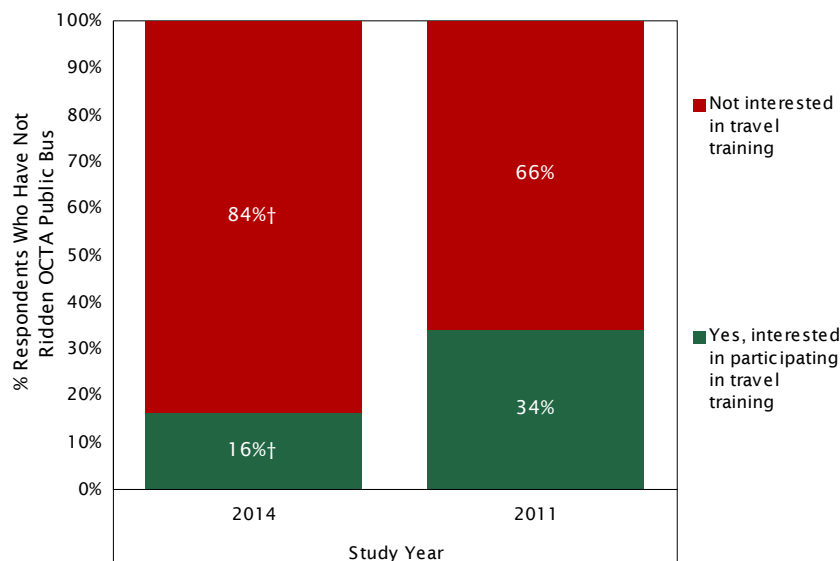
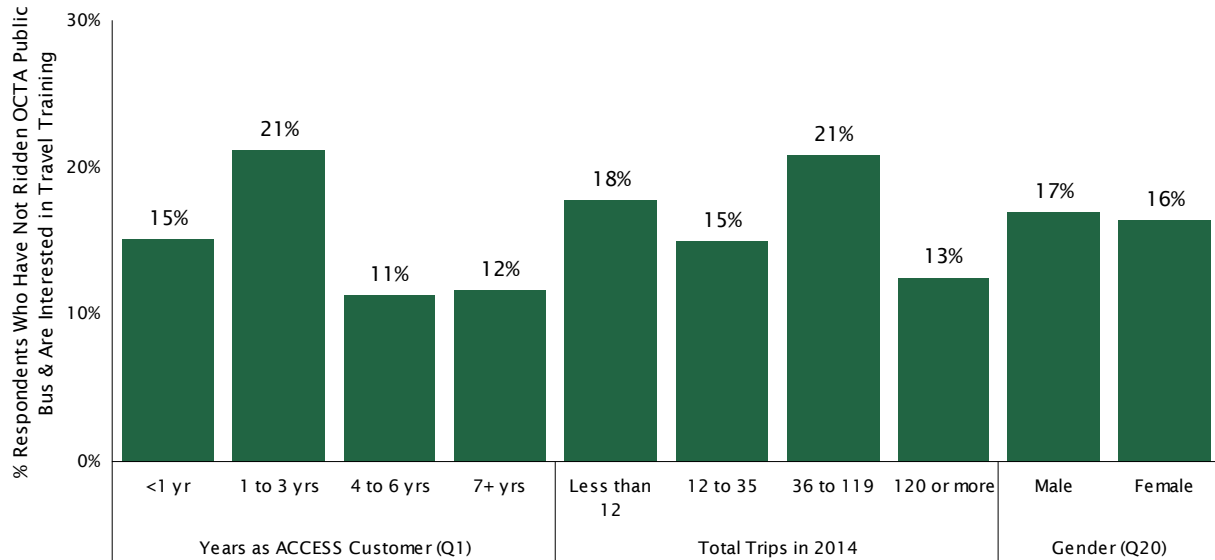


Figure 33 displays interest in participating in travel training to allow one to ride OCTA's fixed-route bus system at a discounted fare across subgroups of ACCESS customers who had not previously ridden the fixed-route bus system. When compared to their respective counterparts, those who had been using ACCESS services between one and three years and those who took between 36 and 119 ACCESS trips in 2014 expressed the greatest interest in participating in travel training.

FIGURE 33 INTEREST IN TRAVEL TRAINING WITH DISCOUNTED FARE OF 25 CENTS BY YEARS AS ACCESS CUSTOMER, TOTAL TRIPS IN 2014 & GENDER



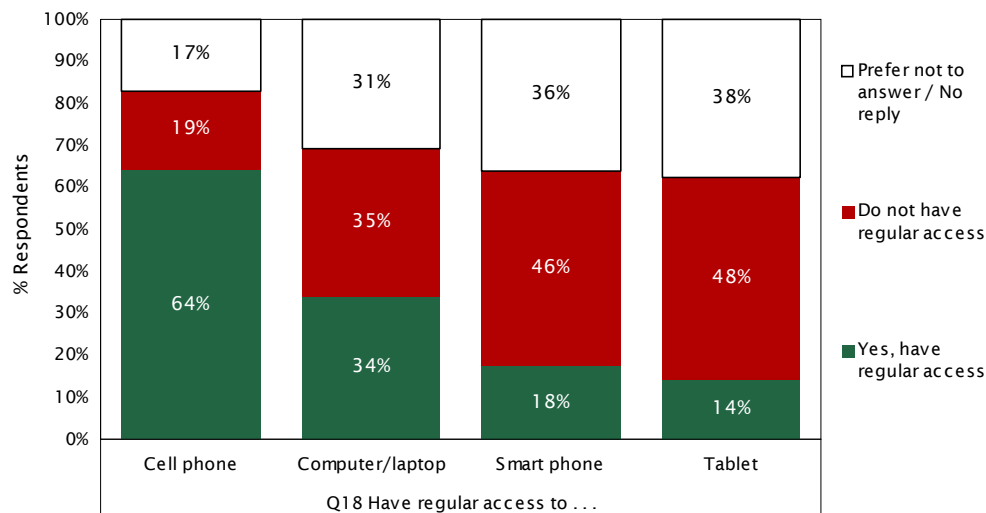
TECHNOLOGY & RESERVATIONS

The final substantive section of the survey sought to profile the types of technologies to which ACCESS customers have regular access, the methods by which they would prefer to book ACCESS reservations in the future, and provided a final opportunity for respondents to share additional comments with OCTA regarding ACCESS services.

REGULAR ACCESS TO TECHNOLOGIES As shown in Figure 34, nearly two-thirds (64%) of ACCESS customers indicated that they have regular access to a cell phone, whereas 19% indicated they do not have access to a cell phone and 17% provided no answer. Approximately one-third (34%) of ACCESS customers reported having regular access to a computer, whereas the percentage who reported having regular access to a smart phone (18%) or tablet (14%) was lower.

Question 18 *Please indicate whether you have regular access to the following technologies.*

FIGURE 34 TECHNOLOGY ACCESSIBILITY



PREFERRED MEANS OF BOOKING RESERVATION Having profiled the technologies to which customers have access, the survey next inquired as to their preferred method for booking ACCESS reservations in the future. Given the high penetration rate for cell phones and the comparatively lower rates of access to computers, tablets and smart phones found previously (see Figure 34), it is not surprising that nine-in-ten ACCESS customers (90%) preferred to continue making reservations by telephone, whereas 5% preferred to use a mobile app and 5% preferred to use a website for making a reservation in the future.

Figures 36 and 37 on the following pages show how customers' preferred method for making ACCESS reservations in the future varied across key customer subgroups. Although customers with regular access to a computer, tablet and/or smart phone were more likely than those without access to these technologies to prefer using a website or mobile app, even among these customers the dominant preference was to continue making reservations by telephone.

Question 19 How would you prefer to book your ACCESS reservations in the future?

FIGURE 35 PREFERENCE WHEN BOOKING ACCESS RESERVATION

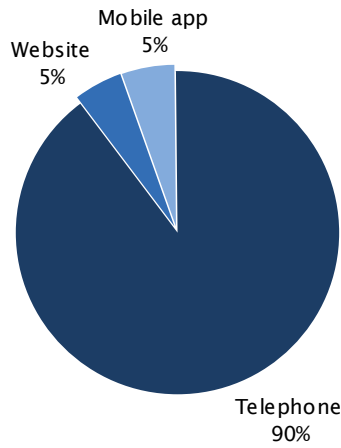


FIGURE 36 PREFERENCE WHEN BOOKING ACCESS RESERVATION BY YEARS AS ACCESS CUSTOMER, ACCESS SERVICE COMPARED TO 12 MONTHS AGO, SATISFACTION WITH RESERVATION PROCESS & USED SAME-DAY TAXI 2013-2014

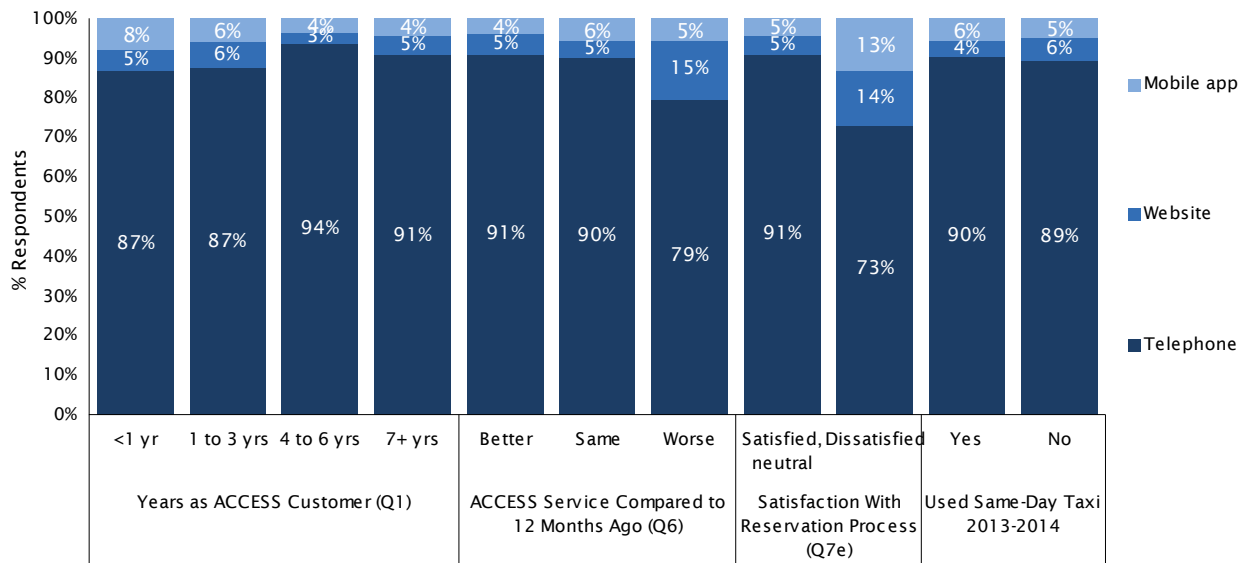
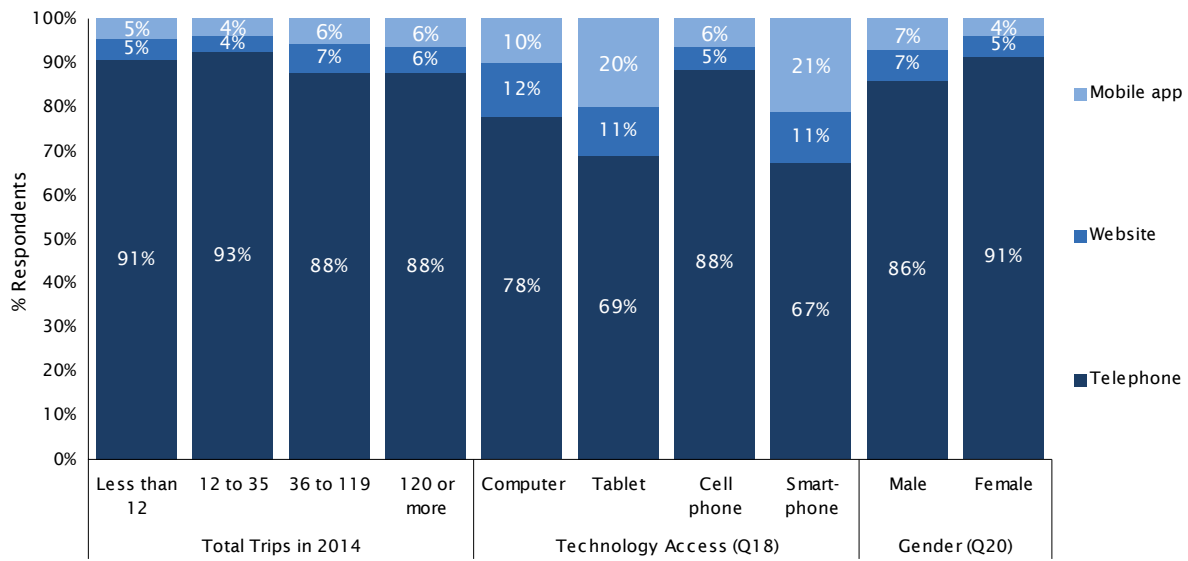


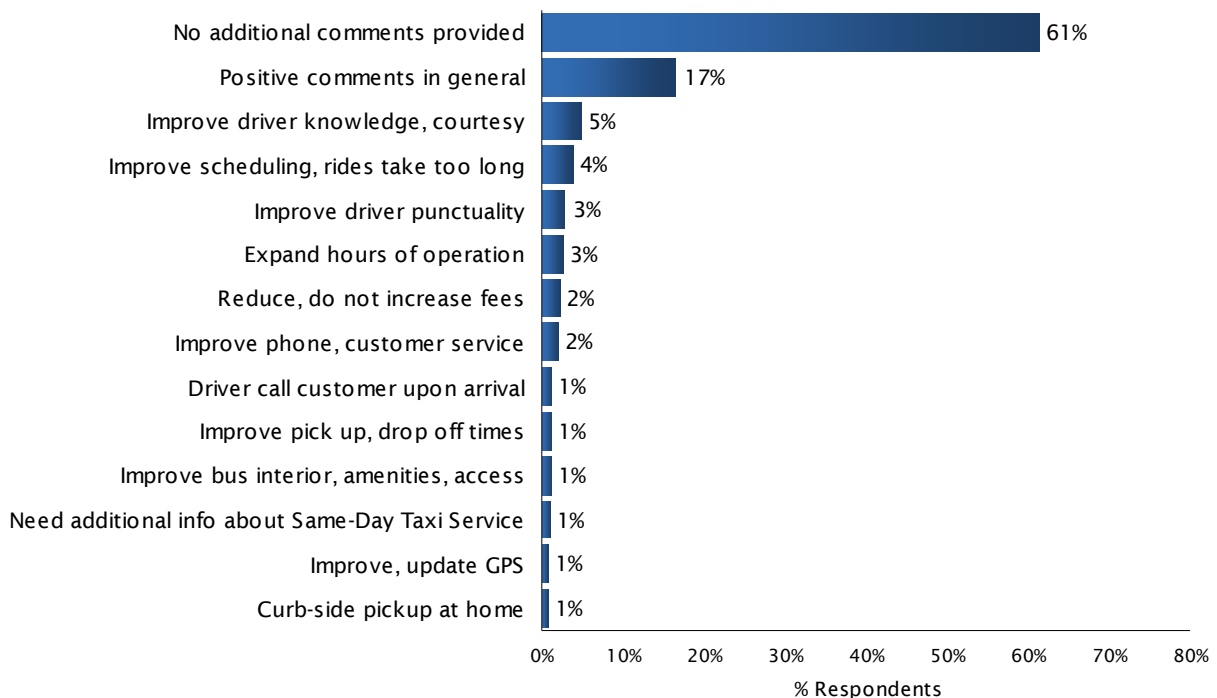
FIGURE 37 PREFERENCE WHEN BOOKING ACCESS RESERVATION BY TOTAL TRIPS IN 2014, TECHNOLOGY ACCESS & GENDER



ADDITIONAL COMMENTS REGARDING ACCESS SERVICES The final substantive question in the survey provided respondents with the opportunity to share any additional information/comments with OCTA regarding ACCESS transportation services. Although this question was presented in an open-ended manner, True North reviewed the verbatim responses and grouped them into the categories shown in Figure 38.

Question 23 *If there is any additional information you would like to share with OCTA regarding ACCESS transportation services, please print in space below.*

FIGURE 38 ADDITIONAL INFORMATION REGARDING ACCESS



Most respondents (61%) did not provide additional information or comments in response to Question 23. Among the specific comments that were offered, 17% took the form of a general positive comment about ACCESS services, 5% suggested improving driver knowledge or courtesy, while others requested improving scheduling/speed of trips (4%), improving driver punctuality (3%), and expanding hours of operation (3%). No other single category of comment was offered by at least 2% of those participating in the survey.

BACKGROUND & DEMOGRAPHICS

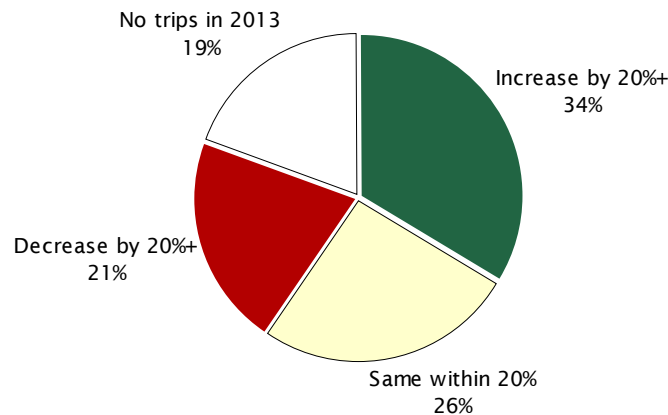
Table 7 provides additional demographic information captured in the 2014 survey for ACCESS customers, as well as how the sample profile in 2014 compares to those used in prior ACCESS Customer Satisfaction Surveys.

TABLE 7 SAMPLE DEMOGRAPHICS BY STUDY YEAR

	Study Year		
	2014	2011	2007
Q1 Years as ACCESS Customer			
<1 yr	9%	15%	8%
1 to 3 yrs	40%	37%	44%
4 to 6 yrs	23%	24%	30%
7+ yrs	28%	25%	18%
Q2 Gender			
Male	34%	31%	30%
Female	66%	69%	70%
Q21 Primary Language			
English	81%	80%	85%
Spanish	7%	7%	4%
Vietnamese	3%	2%	2%
Farsi	3%	3%	2%
Other	6%	8%	7%
Q22 Person completing survey			
Access customer	77%	76%	76%
Care provider for Access customer	22%	15%	20%
Facility representative for Access customer	1%	9%	4%

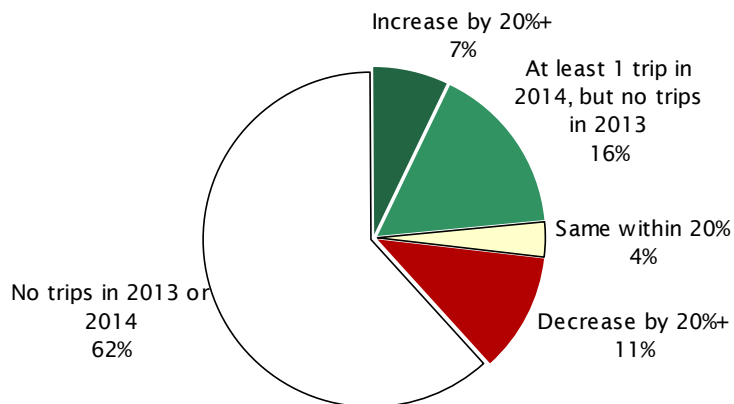
Figure 39 presents the distribution of ACCESS customers according to how their use of ACCESS changed between 2013 and 2014 based on operational data collected by OCTA. Among ACCESS customers surveyed in 2014, 34% had increased the number of ACCESS trips they had taken by at least 20% when compared to 2013, 21% had decreased the number of ACCESS trips by at least 20%, 26% changed their frequency of ACCESS use by less than 20% during the past year, whereas 19% of ACCESS customers surveyed in 2014 did not take any trips in 2013.

FIGURE 39 ACCESS USE 2013 TO 2014 AMONG ALL RESPONDENTS



Whereas Figure 39 presented the distribution of ACCESS customers according to how their use of ACCESS changed between 2013 and 2014, Figure 40 presents the same analysis for Same-Day Taxi services. Overall, 62% of ACCESS customers did not take a Same-Day Taxi trip in 2013 or 2014. Approximately 7% increased their use of Same-Day Taxi services by at least 20% between 2013 and 2014, 16% took at least one trip in 2014 having not taken any trips in 2013, 4% did not increase or decrease the number of trips taken between 2013 and 2014 by at least 20%, whereas 11% decreased their frequency of using Same-Day Taxi services during this period by at least 20%.

FIGURE 40 SAME DAY TAXI USE 2013 TO 2014 AMONG ALL RESPONDENTS





M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with OCTA to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they had never used OCTA's Same-Day Taxi service were asked to explain *why* they have never used the service (Question 14). The questionnaire included with this report (see *Questionnaire & Toplines* on page 42) identifies the questions and skip patterns that were used during the survey to ensure that each respondent received the appropriate questions.

PRE-TEST, PRINT & PROGRAMMING Prior to fielding the survey, the questionnaire was pre-tested internally by True North and by our data collection team. Once finalized, a four-panel mail-out, mail-back version was professionally designed and printed, and a password-protected online version was also programmed and hosted by True North.

SAMPLE & RECRUITING A total of 11,175 ACCESS customers were invited to participate in the survey through two mailings: a personalized notice included in the *Transit Connection* quarterly newsletter and a separate mailed survey. Customers were selected to be surveyed based on having a minimum level of ACCESS ridership (at least four trips) during the prior 12 month period.

DATA COLLECTION Riders were provided with the option of completing the survey online or returning a hardcopy version by mail. A total of 1,500 interviews were completed between October 5 and December 31, 2014, resulting in a statistical margin of error for the study of approximately +/- 2.4% at the 95% confidence level.

STATISTICAL SIGNIFICANCE Many of the figures and tables in this report present the results of questions asked in 2014 alongside the results found in the prior 2011 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in customer opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in customer opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2014.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



OCTA
ACCESS Paratransit Customer Satisfaction Survey
Final Toplines (1,500 customers)
January 2015

Section 1: Introduction to Study

The Orange County Transportation Authority (OCTA) needs your feedback about ACCESS transportation services. Your input will help us to provide safe, efficient, and reliable paratransit services and better serve your transportation needs.

To complete the survey online, go to <https://secure3.surveynetwork.com/access> and enter the following password: <PIN> Note that the URL does not include www, so please enter the address exactly as shown above into the address field of your web browser. The address field is typically located at the top left of the screen.

Or, to participate by mail, you can fill out the this form and return it to OCTA using the following instructions: 1) Complete the survey, 2) Fold as indicated making sure the postage paid return address is visible, 3) Secure the edges and drop in the mail

Your survey responses will be kept completely CONFIDENTIAL. Any personal information you provide will not be reported or shared. Please complete all questions in the survey. For each question, check one box only unless otherwise indicated.

Unless otherwise noted below, the percentages reported in this document are among the respondents who answered each question/item. Those who skipped a question/item or preferred not to answer it have been excluded.

Section 2: ACCESS Usage

Q1 How long have you been an ACCESS customer?

1	Less than 6 months	1%
2	6 months to less than 1 year	8%
3	1 year to less than 4 years	40%
4	4 years to less than 7 years	23%
5	7 years or longer	28%

Q2 How often do you use ACCESS for the following types of trips?

		4 to 7 days per week	1 to 3 days per week	1 to 3 times per month	Less often than 1 time per month	Never	No reply
A	Work	7%	5%	4%	2%	28%	54%
B	Shopping	3%	7%	15%	12%	16%	48%
C	School	5%	4%	2%	2%	30%	57%
D	Recreation/Social Visits/Entertainment	3%	8%	16%	13%	15%	46%
E	Personal business/errands	2%	5%	14%	12%	15%	52%
F	Health/medical appointments	7%	14%	33%	19%	6%	21%
G	Other	2%	3%	2%	2%	14%	77%

Section 3: Rating of ACCESS Services		
Q3	In general, how would you rate your experiences using ACCESS transportation services?	
	1	Excellent 47%
	2	Good 41%
	3	Fair 10%
	4	Poor 2%
	5	Very poor 1%
Q4	Overall, how satisfied are you with the current ACCESS transportation services offered by OCTA?	
	1	Very satisfied 62%
	2	Somewhat satisfied 30%
	3	Neither satisfied nor dissatisfied 3%
	4	Somewhat dissatisfied 4%
	5	Very dissatisfied 1%
Q5	If you could improve one aspect of ACCESS transportation services, what change would you most want? <i>Please write answer in space below</i> Verbatim responses recorded and later grouped into categories shown below.	
	No changes needed	49%
	Improve routing, reduce travel time	13%
	Improve pick up, drop off times	9%
	Improve driver punctuality	7%
	Improve driver knowledge, courtesy	6%
	Expand hours of operation	4%
	Driver call customer upon arrival	3%
	Improve, minimize time windows	3%
	Reduce, do not increase fees	2%
	Improve, update GPS	2%
	Same-day schedule changes	2%
	No charges for emergency cancellations	1%
	Schedule rides on weekends	1%
	Be able to schedule days ahead	1%
	Improve bus interior, amenities, access	1%
	Improve phone, customer service	1%
	Curb-side pickup at home	1%

Q6		In your opinion, are ACCESS transportation services better, worse or about the same as 12 months ago?					
	1	Better	29%				
	2	Same	61%				
	3	Worse	5%				
	4	Not applicable - I haven't ridden ACCESS for 12 months	5%				
Q7		Thinking about your most recent ACCESS trips, how would you rate your satisfaction with each of the following items?					
			Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
A		Cost of riding ACCESS	57%	25%	10%	5%	4%
B		On-time performance	48%	34%	8%	7%	3%
C		Travel time of your trip	48%	33%	9%	7%	4%
D		30 minute pick-up window	46%	32%	9%	8%	4%
E		Reservation process	65%	22%	7%	4%	2%
F		Bus driver courtesy	75%	17%	4%	2%	1%
G		Service area	64%	23%	9%	3%	2%
H		Safety on the bus	78%	16%	3%	1%	1%
I		Cleanliness of the interior of the bus	76%	19%	4%	1%	1%
J		Cleanliness of the exterior of the bus	76%	18%	5%	0%	1%
Q8		Thinking now about the process for determining ACCESS eligibility, how would you rate your satisfaction with each of the following items?					
			Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
A		OCTA Eligibility Staff - phone staff	73%	19%	5%	2%	1%
B		In-person assessment staff	72%	17%	9%	1%	1%
C		In-person assessment evaluation tests	70%	18%	10%	1%	1%
D		In-person assessment facility	70%	19%	9%	1%	1%

Section 4: Rating of ACCESS Taxicab Service

Q9		Taxicabs are used to provide some ACCESS trips. How would you rate your satisfaction with each of the following items when you've taken an ACCESS trip in a taxi? <i>If you haven't taken an ACCESS trip in a taxicab, please skip this question.</i>				
		Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
A	On-time performance	63%	26%	5%	4%	2%
B	Travel time of your trip	69%	23%	5%	2%	2%
C	Driver courtesy	67%	21%	5%	4%	3%
D	Safety in the taxicab	68%	21%	6%	2%	3%
E	Cleanliness of the taxicab	64%	23%	7%	4%	2%
F	Wheelchair accessibility of taxicab	61%	22%	11%	3%	4%

Section 5: Same-Day Taxicab Service

Q10		Prior to taking this survey, were you aware that OCTA offers a Same-Day Taxi service for ACCESS-eligible customers?	
1	Yes	69%	
2	No	31%	
Q11		Overall, how satisfied are you with Same-Day Taxi service?	
1	Very satisfied	33%	
2	Somewhat satisfied	14%	
3	Neither satisfied nor dissatisfied	4%	
4	Somewhat dissatisfied	2%	
5	Very dissatisfied	3%	
6	I've never used Same-Day Taxi service	45%	
Q12		In general, do you prefer taking trips using the Same-Day Taxi service or regular ACCESS service?	
1	Prefer Same-Day Taxi service	21%	
2	Prefer Regular ACCESS service	31%	
3	I don't have a preference	18%	
4	I've never used Same-Day Taxi service	30%	

Q13	Thinking of the trips that you have taken using Same-Day Taxi service in the past two months: If Same-Day Taxi service were NOT available, what percentage of these trips would you have: _____? <i>Percentage should add to 100%. Average percentages shown below.</i>	
	Taken using regular ACCESS service instead	58%
	Taken using a different form of transportation (not ACCESS) instead	14%
	Not taken	28%
Q14	If you have NEVER used Same-Day Taxi service, which of the following reasons best explains why you have not used the service?	
	1 I wasn't aware the service exists	30%
	2 Cost: I assumed it's expensive	22%
	3 I am concerned that my mobility device won't fit in the taxi	5%
	4 I have no need for Same-Day Taxi service	22%
	5 Other reason	3%
	6 None of the above	17%
	7 Don't know enough	1%
	8 Don't like 5 mile rule / time window	1%

Section 6: 25 Cent General Bus Service

Q15	OCTA offers a 25 cent fare to ACCESS customers when they use the general public bus service (not ACCESS). Were you aware of this reduced fare program?	
	1 Yes	55%
	2 No	45%
Q16	Have you ever ridden a general public bus operated by OCTA?	
	1 Yes	51%
	2 No	49%
Q17	If you HAVEN'T ridden a general public bus, would you be interested in participating in travel training so you could ride the general bus system at a discounted fare of 25 cents per trip?	
	1 Yes	16%
	2 No	84%

Section 7: Technology & Reservations

Q18 Please indicate whether you have regular access to the following technologies.				
		Yes	No	Prefer not to answer / No reply
A	Computer/laptop	34%	35%	31%
B	Tablet	14%	48%	38%
C	Cell phone	64%	19%	17%
D	Smart phone such as an iPhone or Android phone	18%	46%	36%
Q19 How would you <i>prefer</i> to book your ACCESS reservations in the future?				
	1	By Telephone	90%	
	2	Online using website	5%	
	3	Using an App for mobile phone/tablet	5%	

Section 8: Background & Demographics

These last questions are for statistical purposes only.

Q20 What is your gender?				
	1	Male	34%	
	2	Female	66%	
Q21 What is your primary language?				
	1	English	81%	
	2	Spanish	7%	
	3	Vietnamese	3%	
	4	Chinese	1%	
	5	Korean	1%	
	6	Farsi	3%	
	7	American Sign Language	0%	
	8	Other (unique responses)	3%	
	9	Arabic	1%	

Q22		Who is completing this survey?	
	1	ACCESS customer	77%
	2	Care provider for ACCESS customer	22%
	3	Facility representative for ACCESS customer	1%
	4	Other	0%
Q23		If there is any additional information you would like to share with OCTA regarding ACCESS transportation services, please print in space below. Verbatim responses recorded and later grouped into categories shown below.	
		Positive comments in general	38%
		Improve driver knowledge, courtesy	13%
		Improve routing, reduce travel time	10%
		Improve driver punctuality	8%
		Expand hours of operation	7%
		Reduce, do not increase fees	6%
		Improve phone, customer service	6%
		None, everything is okay	5%
		Improve pick up, drop off times	3%
		Driver call customer upon arrival	3%
		Improve bus interior, amenities, access	3%
		Need additional info about Same-Day Taxi	3%
		Improve, update GPS	2%
		Curb-side pickup at home	2%
		Inform, call if any delays	1%
		Improve, minimize time windows	1%
		Be able to schedule days ahead	1%
		Add phone app or online to make reservations	1%
		Same-day schedule changes	1%
		Expand the 5-mile rule	1%
<p>Thank You! We sincerely appreciate the time you took to give use feedback about ACCESS transportation services. We anticipate having the survey information compiled in the next few months and will update <i>Transit Connection</i> readers about the survey findings. Should you have any questions about this survey, please contact OCTA at 714-560-5956 or via the hearing-impaired TDD line at 714-560-5474.</p>			