

ACCESS Customer Satisfaction Survey Results

Survey Overview

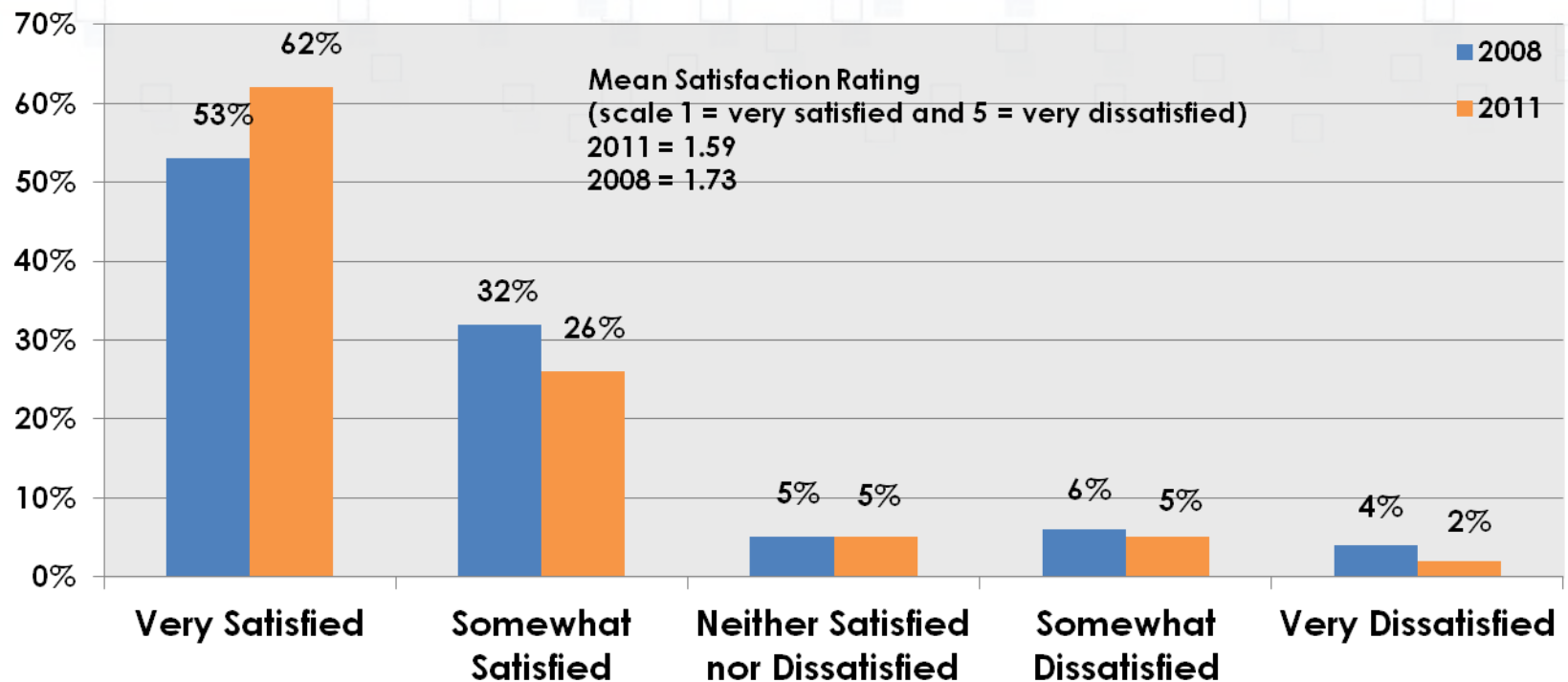
- Last survey conducted in 2008
- 13,578 surveys mailed
- 2,732 surveys returned
- 20 percent response rate
- Tabulation and analysis conducted by Rea & Parker Research

Respondent Demographics

- Gender:
 - 69 percent female
- Age:
 - Median age is 74
- Tenure:
 - 49 percent of respondents have been ACCESS customers for more than 4 years
- Frequency:
 - 31 percent report using the service at least one time per month
 - 47 percent report using the service 1-7 days per week

Overall Satisfaction Reported

Overall, how satisfied are you with the current ACCESS transportation services?

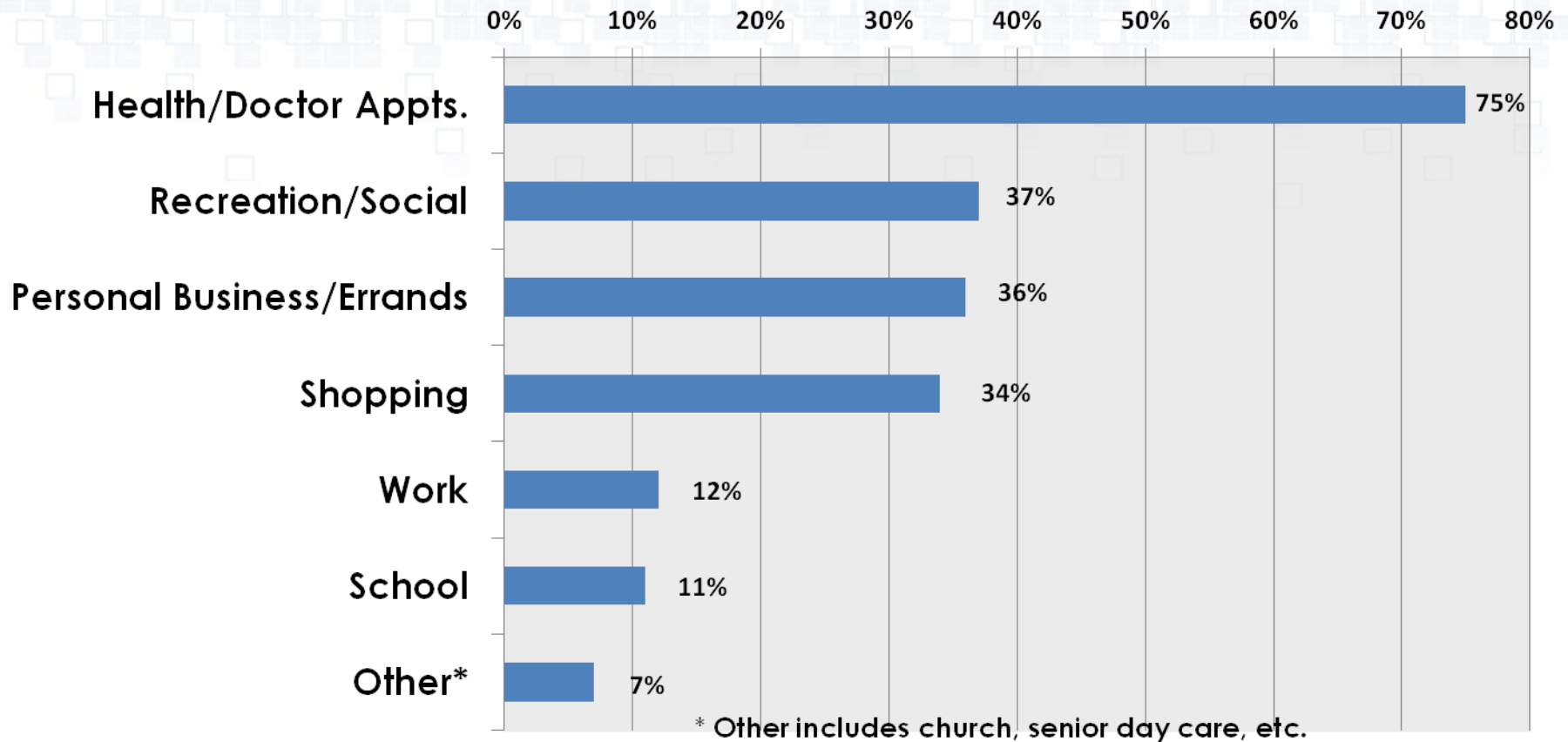


Last Year Comparison

In your opinion, are ACCESS transportation services better, the same or worse compared to 12 months ago?

	2008	2011
Better	41%	37%
Same	49%	57%
Worse	10%	6%

ACCESS Trip Purposes



Service Aspects Ratings

Aspect	2008**	2011**
Cleanliness of bus (interior)	1.48	1.30
Cleanliness of bus (exterior)	1.48	1.31
Safety on the bus	1.48	1.31
Bus driver courtesy	1.54	1.37
Service area*	2.32	1.54
Reservation process	1.79	1.57
Cost of riding ACCESS	1.65	1.58
<u>Travel time</u>	1.99	1.81
<u>On-time performance</u>	2.19	1.86
30-minute pick-up window	2.18	1.91

*2008 questionnaire asked about "3/4 mile corridor restriction"

** Scale 1 = very satisfied and 5 = very dissatisfied

Eligibility Process

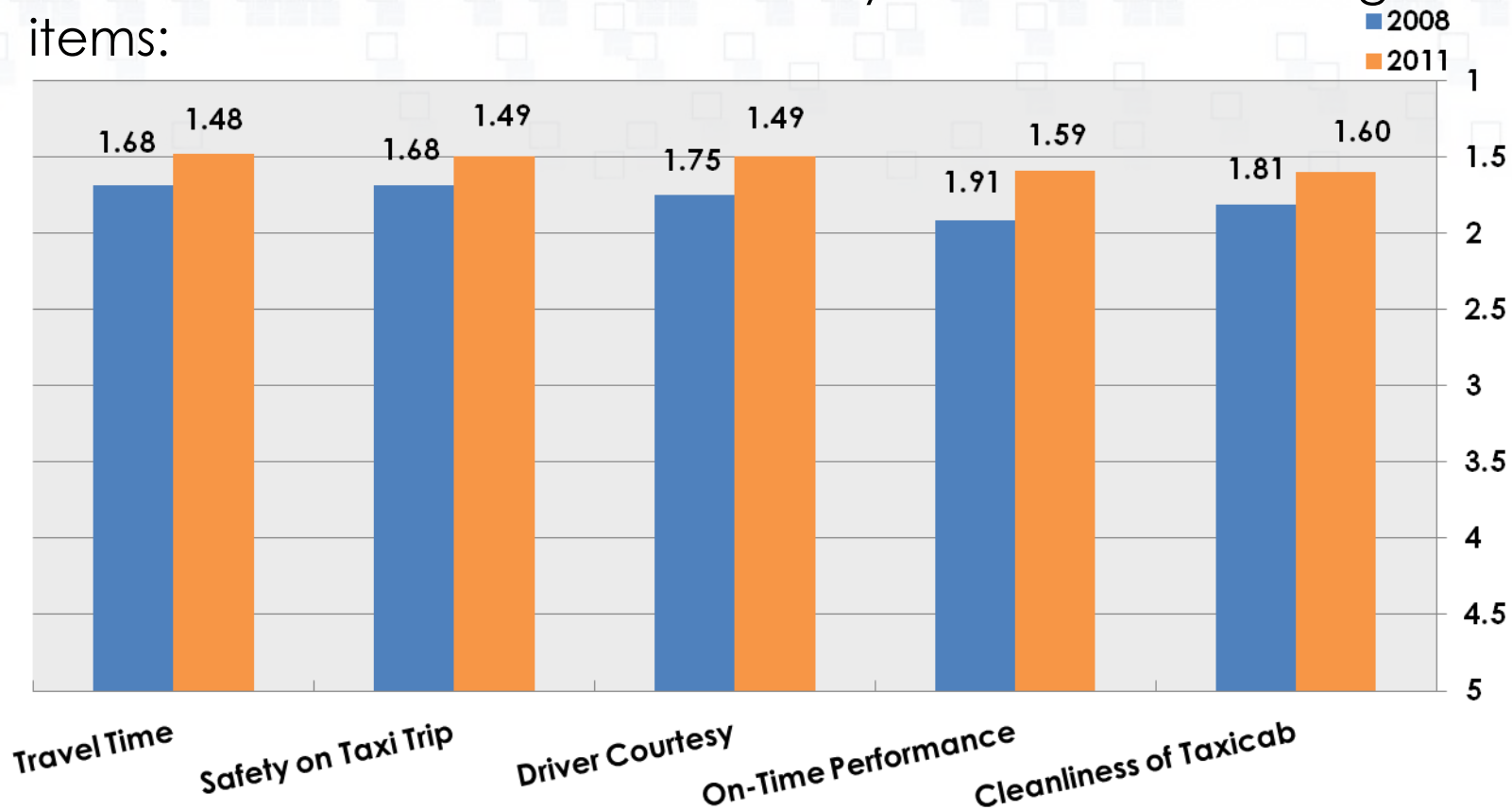
Please rate the following items regarding the eligibility process for ACCESS customers*



*Scale 1 = very satisfied and 5 = very dissatisfied

Taxis for ACCESS Trips

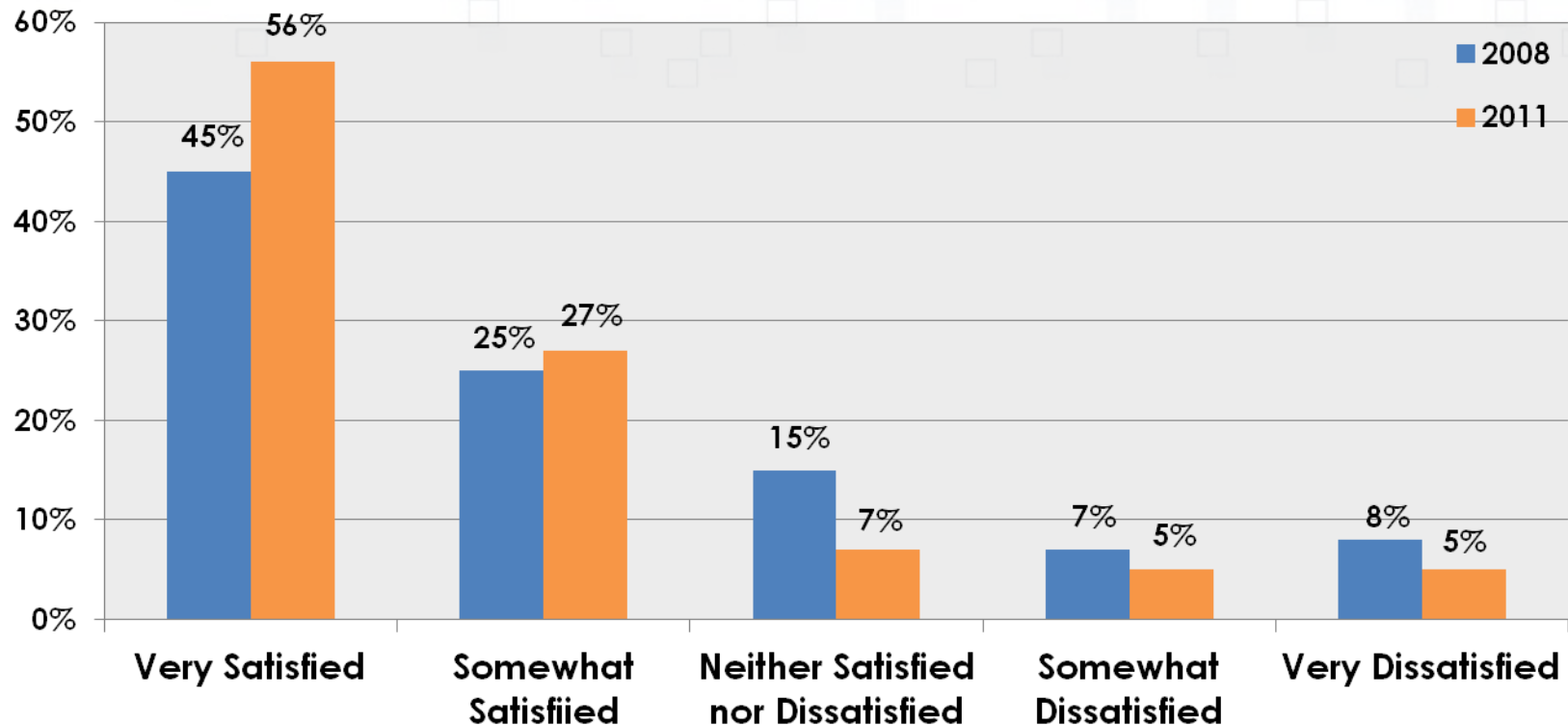
Taxicabs are now being used to provide some ACCESS trips. On a scale of 1 to 5*...how would you rate the following items:



*Scale 1 = very satisfied and 5 = very dissatisfied

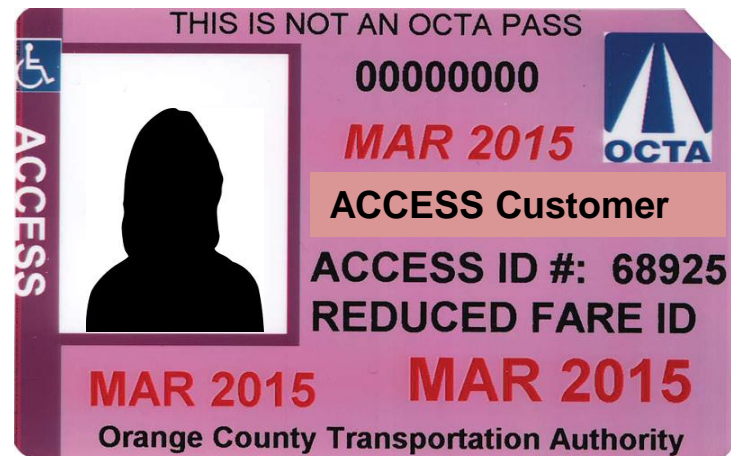
Same-Day Taxi Service

Among the 32% of ACCESS customers who report having used Same-Day Taxi:



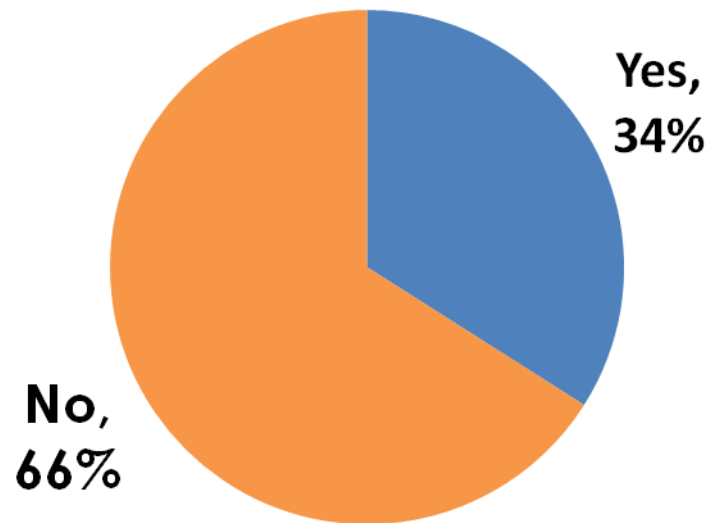
Reduced Fare Program

- ACCESS customers may apply for the Reduced Fare ID card to ride fixed-route buses for 25 cents
- 25 percent of respondents are aware of this program
- 20 percent of respondents reported using the fixed-route bus system in addition to ACCESS
- 3,500 IDs have been issued to ACCESS customers



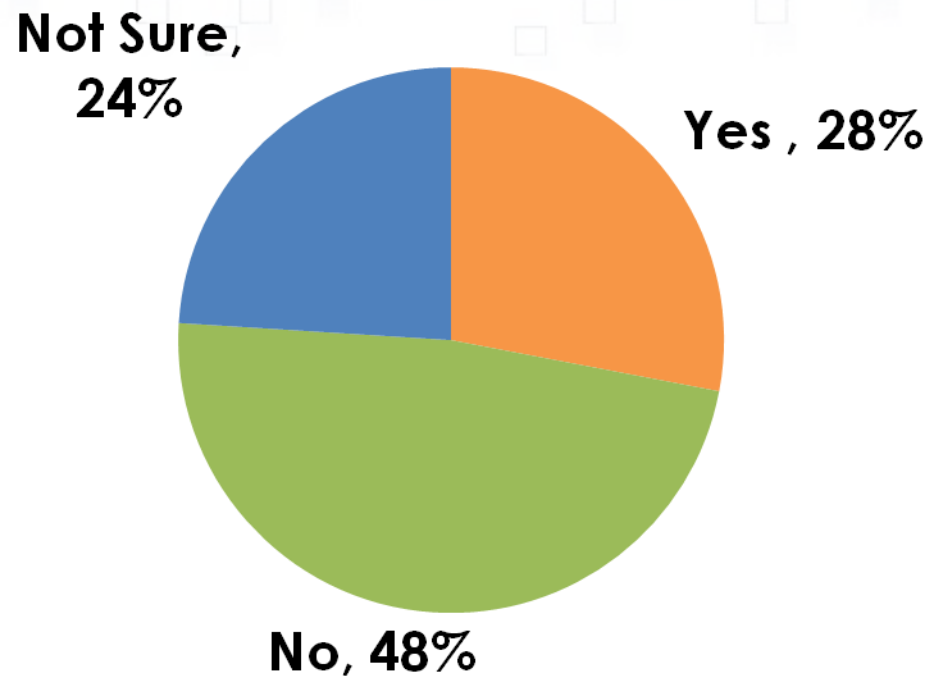
Travel Training

For customers who reported not using the fixed-route bus: Would you consider participating in travel training if you could ride the regular, fixed-route bus at a discounted fare of 25 cents per trip?



Online Reservations

If you had the ability to book your ACCESS reservations online, would you use this service?



In Summary...

ACCESS customers reported strong level of satisfaction with service

- 88 percent are very or somewhat satisfied
 - Up 3 percent from 2008 survey
- Satisfaction reported in all individual service characteristics
 - Overall mean score improved from 1.81 in 2008 to 1.56 in 2011
 - Travel time and on-time performance are most important indicators of satisfaction

Next Steps

- Communicate results with key stakeholders
- Information gathered will be used to develop and prioritize other demand management strategies
- Future ACCESS Customer Satisfaction surveys to be conducted bi-annually at approximately same interval as fixed route customer satisfaction survey