



TRANSFORT

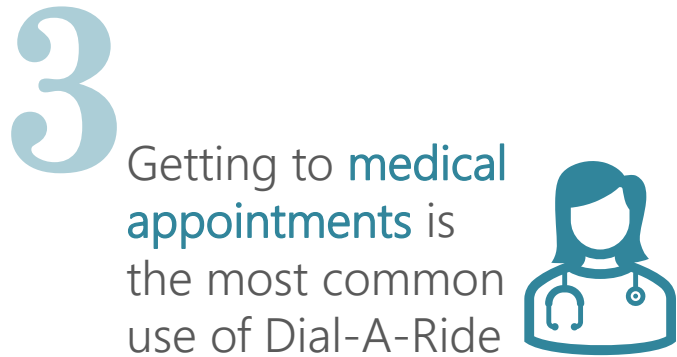
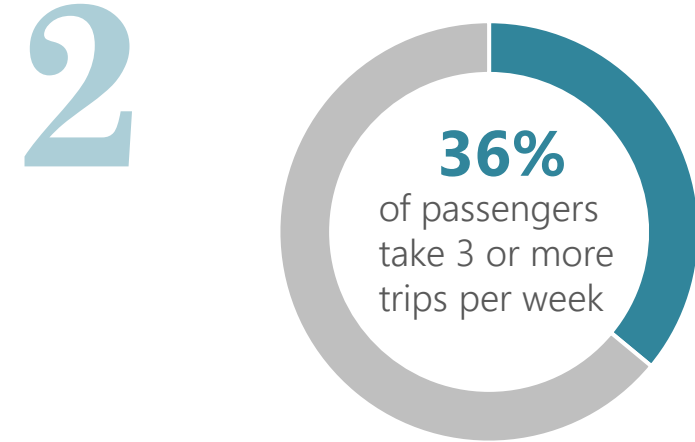
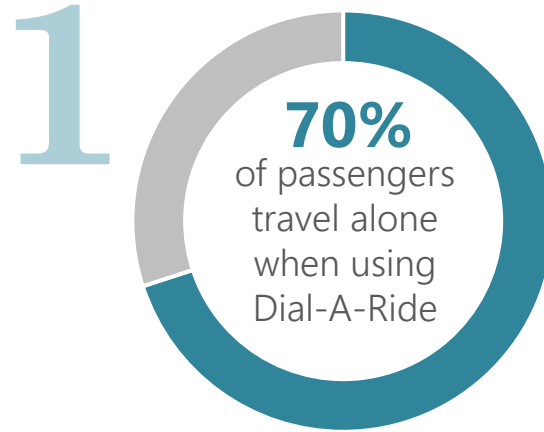


2022 PARATRANSIT SURVEY FINDINGS

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Summary

A mail-back survey of 482 active Transfort paratransit (i.e., Dial-A-Ride and Dial-A-Taxi) passengers was conducted in the fall of 2022. The questionnaire was two-pages, and it was available in English and Spanish. 108 useable responses were collected. This report summarizes the survey's top-line results.

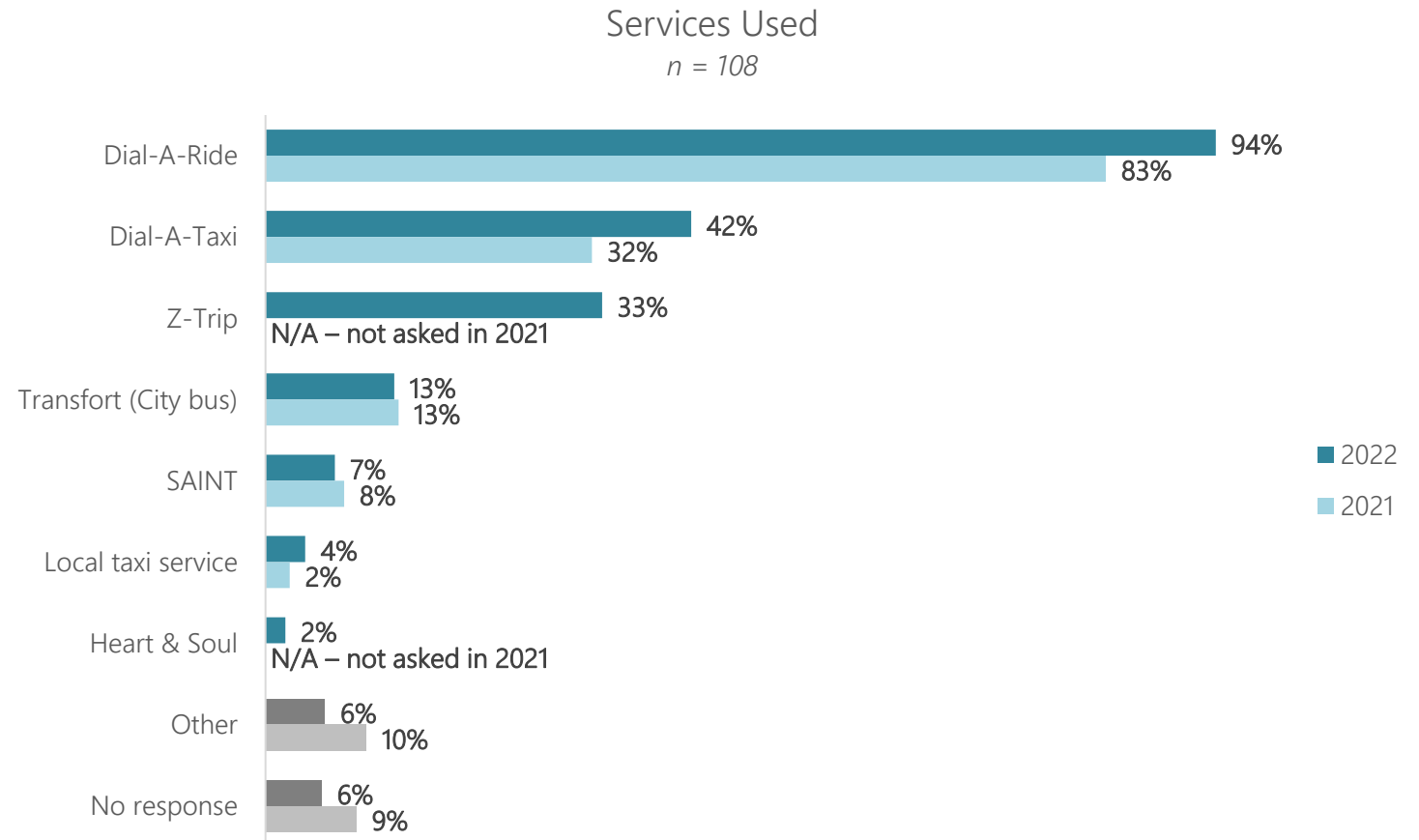


SECTION 1

HOW PASSENGERS USE DIAL-A-RIDE

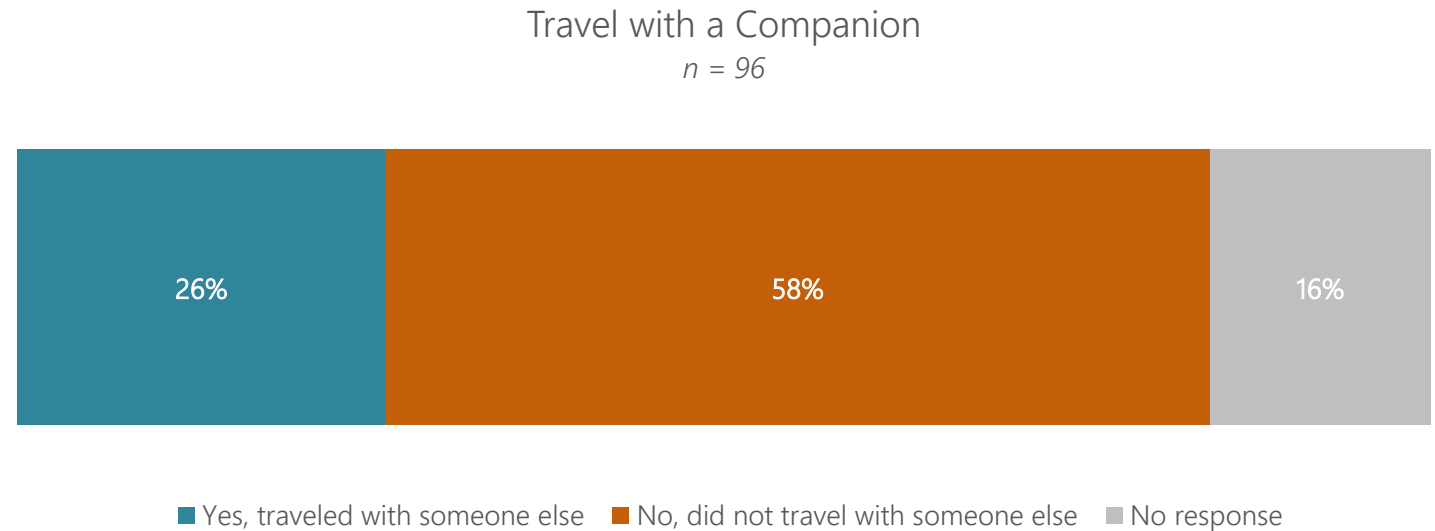
A greater share of passengers reported using Dial-A-Ride in 2022 than in 2021.

- > In 2022, most passengers (94%) reported using Dial-A-Ride in the past 12 months, up from 83% in 2021.
- > About two fifths of passengers (42%) reported using Dial-A-Taxi in 2022, an increase from 32% in 2021.
- > An equal share of passengers reported using the city bus in 2021 and 2022, with about one in seven passengers (13%) reporting using this service in both years.



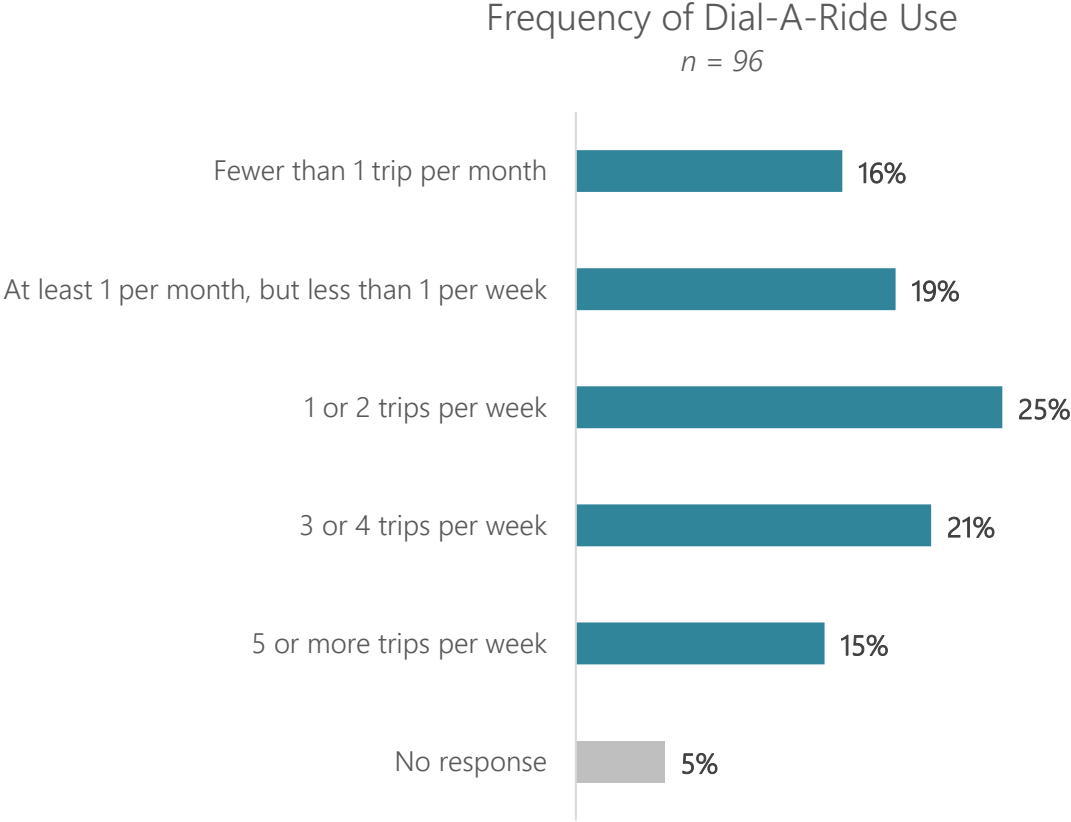
One quarter of passengers reported that they did travel with someone else, such as a family member, while using Dial-A-Ride.

- > However, a majority of passengers (58%) reported that they traveled alone.
- > Of those who traveled with a companion, many noted traveling with a family member, a spouse, a caregiver, or a friend.



Most passengers (61%) reported taking at least one trip per week with Dial-A-Ride.

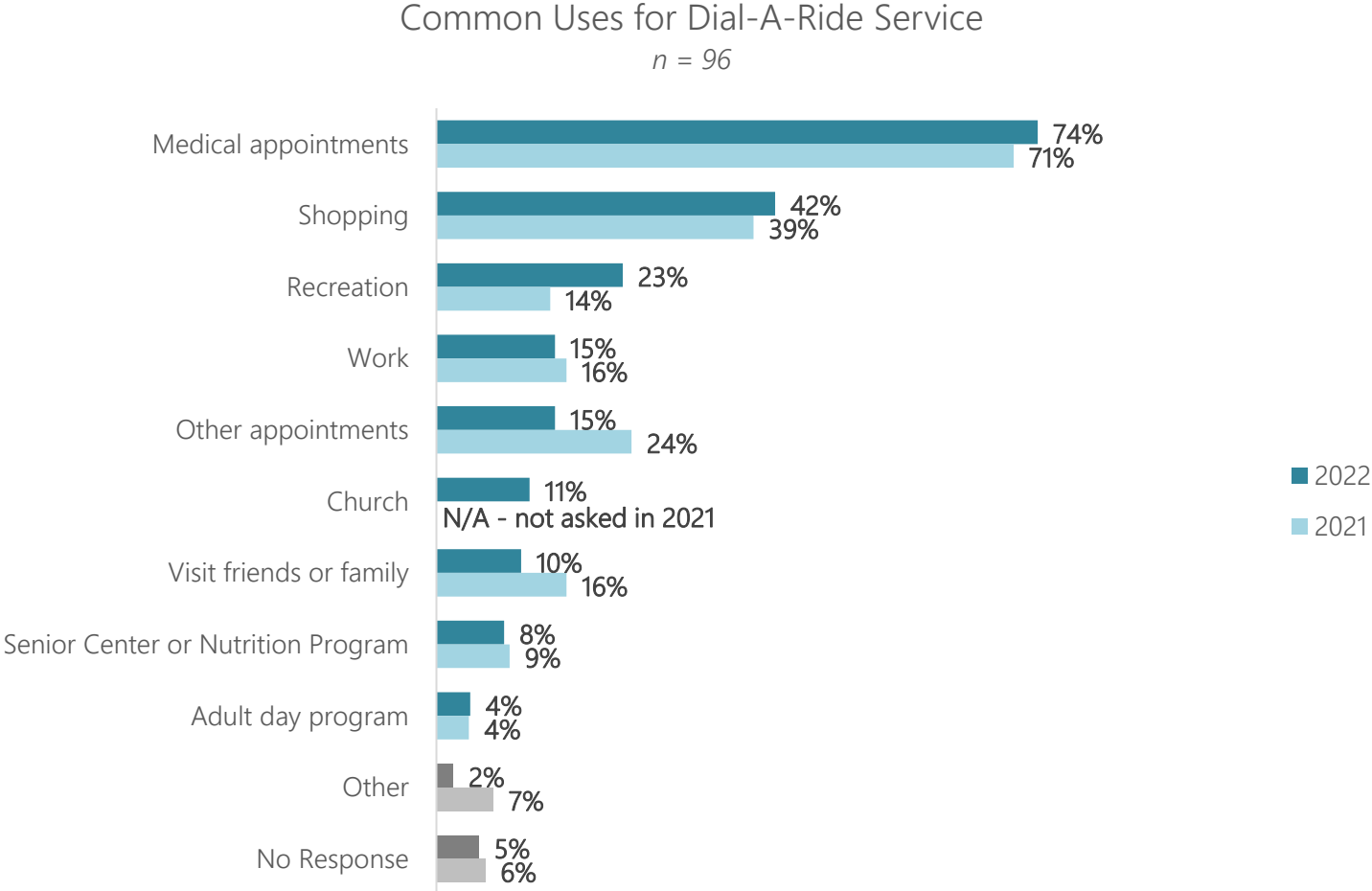
- > Around one fifth of passengers (19%) reported using Dial-A-Ride at least once per month, but not weekly.
- > About one in six passengers (16%) reported fewer than one trip per month.



Q3. About how many Dial-A-Ride trips have you taken in the past 12 months? (Count each one-way trip separately)

Similar to 2021, medical appointments were the most common reason for traveling with Dial-A-Ride in 2022.

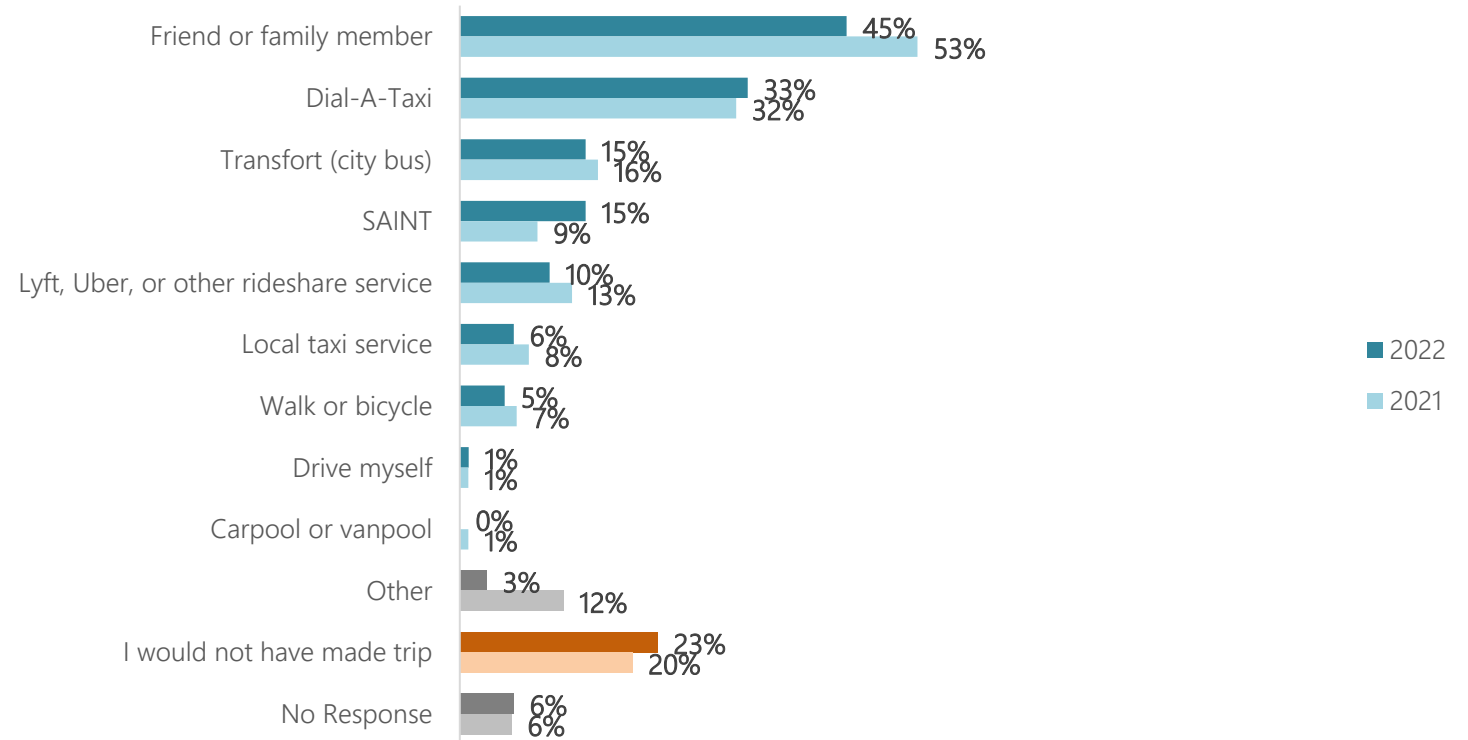
- > About three quarters of passengers (74%) reported that they traveled with Dial-A-Ride to get to and from medical appointments in 2022, similar to what was reported in 2021.
- > Other common reasons for traveling with Dial-A-Ride included shopping (42%), recreation (23%), and work (15%).



Just under one quarter of passengers reported that they would not have made their most recent trip if Dial-A-Ride was unavailable.

- > Almost half (45%) of passengers reported that they would have had a friend or family member get them to their destination, if Dial-A-Ride was not available.
- > One third of passengers (33%) noted that they would use Dial-A-Taxi if Dial-A-Ride was unavailable, and about one in six (15%) would have used the city bus.

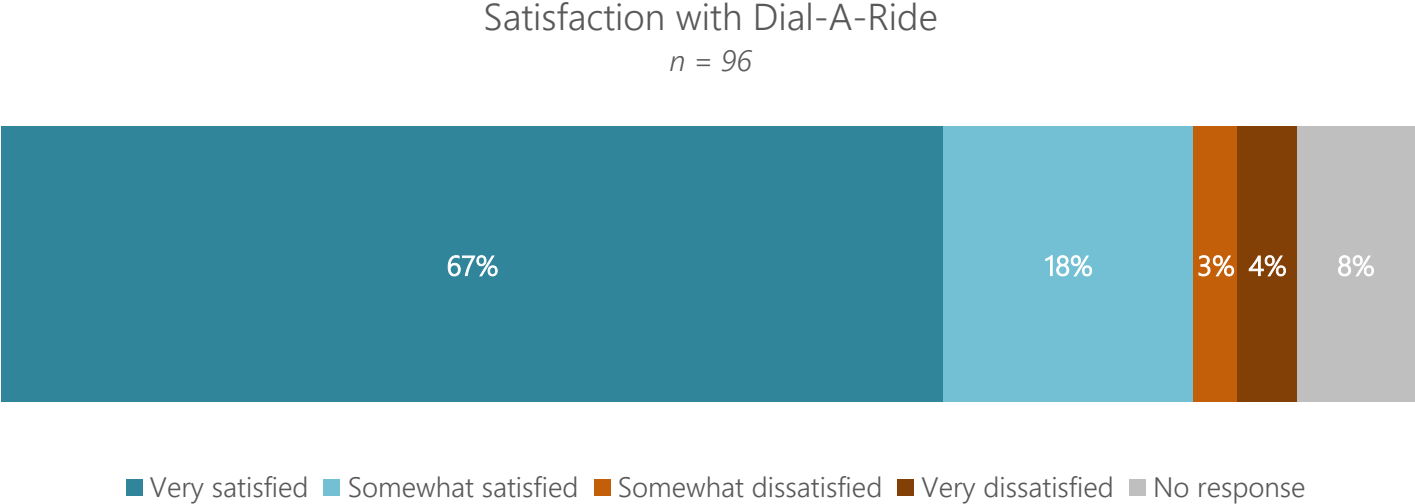
How Passengers Would Have Made Most Recent Trip if Dial-A-Ride was Not Available
n = 96



SECTION 2

DIAL-A-RIDE SERVICE SATISFACTION

Most passengers were at least somewhat satisfied with Dial-A-Ride.



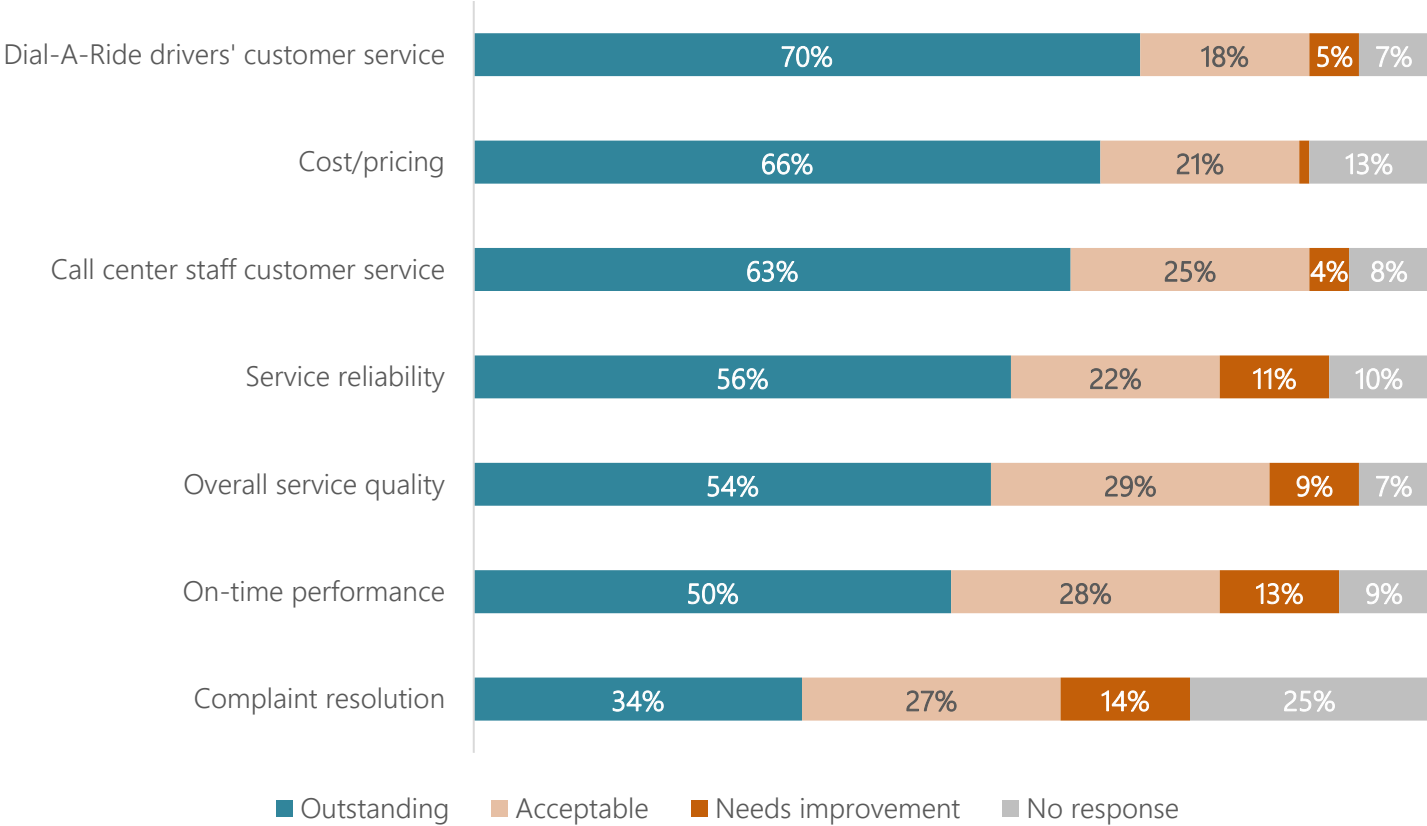
Passengers generally felt that Dial-A-Ride provides outstanding service.

- > A majority of passengers (70%) reported that Dial-A-Ride drivers' customer service was outstanding, and few (5%) felt that it needed improvement.
- > Two thirds of passengers (66%) felt that the cost/pricing of Dial-A-Ride was outstanding, and about one fifth (21%) felt it was acceptable.
- > Over half of passengers (56%) felt the service reliability of Dial-A-Ride was outstanding.

Comparisons to 2021 are shown on the following slide.

Satisfaction with Dial-A-Ride Services

n = 96

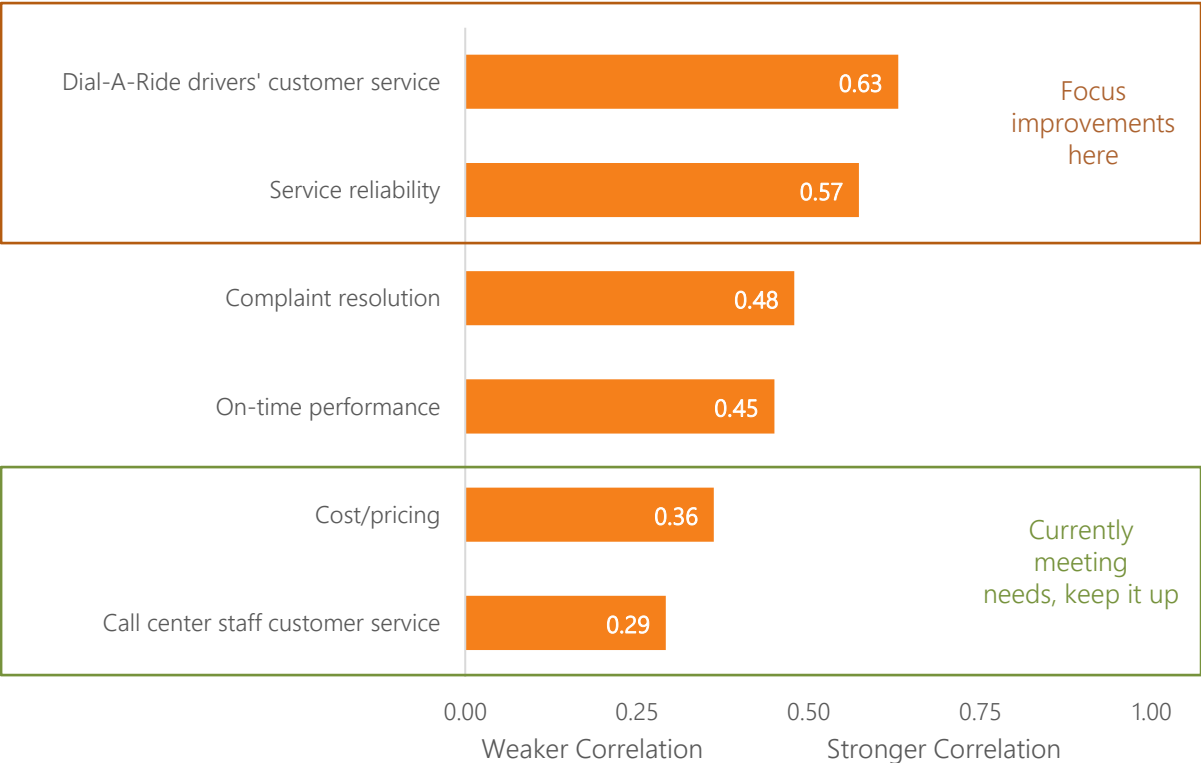


Drivers' customer service had the most sway over satisfaction.

- > There was a strong relationship between the customer service of Dial-A-Ride drivers and overall satisfaction with Dial-A-Ride. Put another way, passengers who thought their drivers' customer service was outstanding tended to be very satisfied with Dial-A-Ride, while passengers who thought their drivers' customer service needed improvement were more likely to be dissatisfied.
 - Improving Dial-A-Ride drivers' customer service may have the greatest positive impact on improving passengers' overall satisfaction.
 - Conversely, improving the call center staff customer service would have less efficiency at improving overall satisfaction.

Note, about 10% of respondents did not answer the attribute items (Q7). These respondents were excluded from analysis for that attribute only.

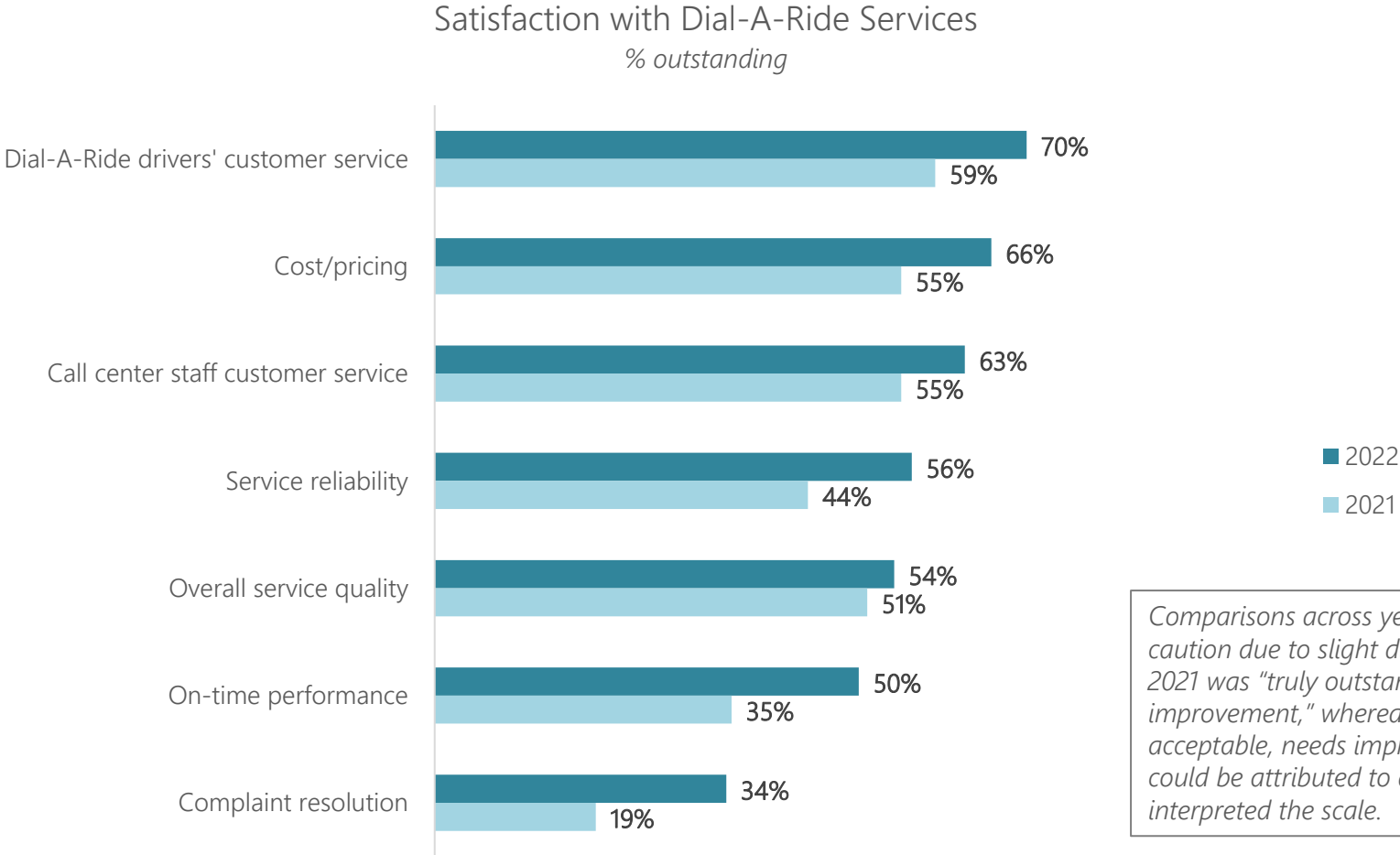
Strength of Correlation between Overall Satisfaction and Specific Attribute



Q6. Overall, how satisfied or dissatisfied are you with your experience using Dial-A-Ride in the past 12 months?

Q7. How would you rate Dial-A-Ride on the following?

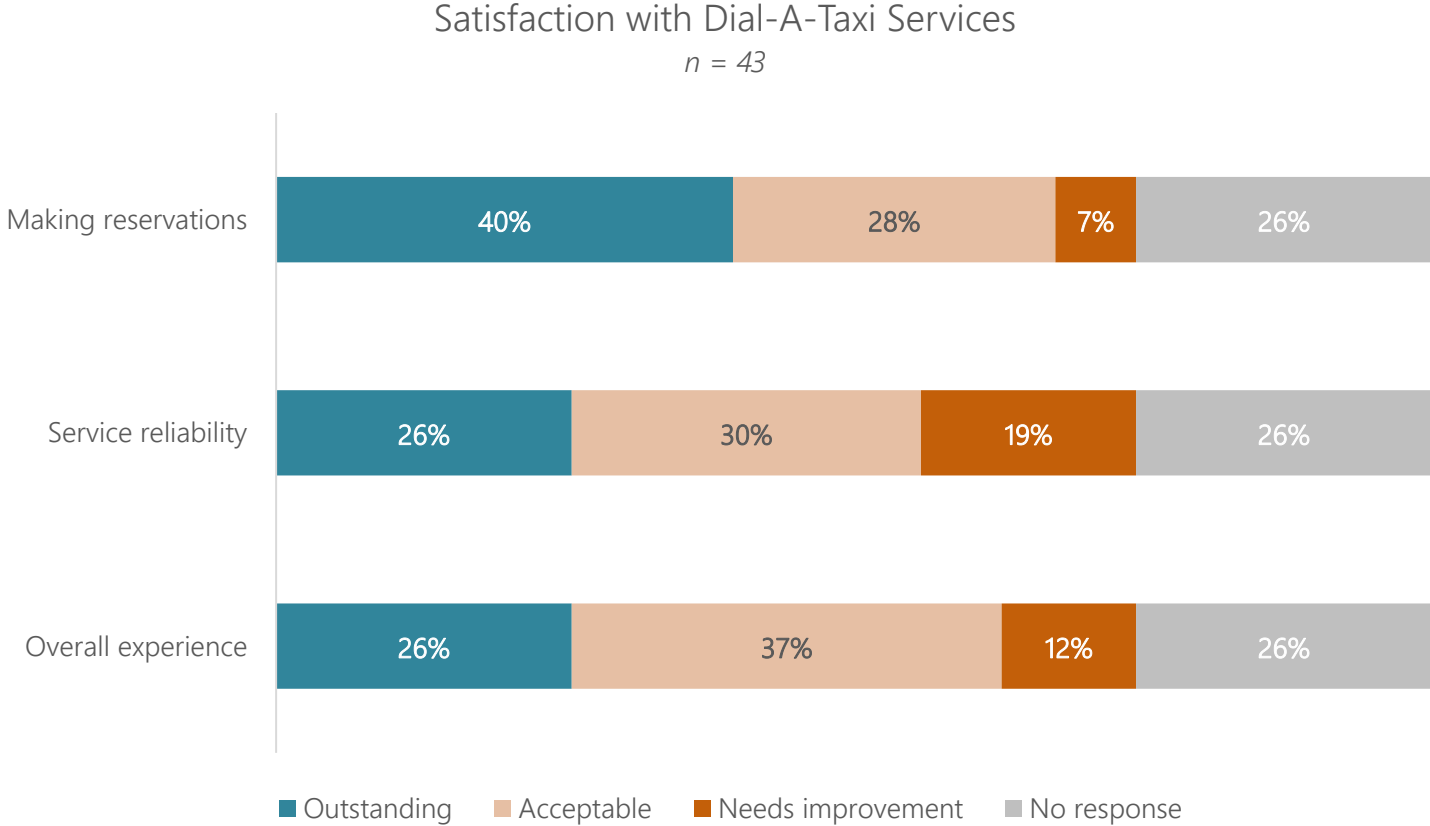
Compared to 2021, passengers were generally more satisfied with Dial-A-Ride in 2022.



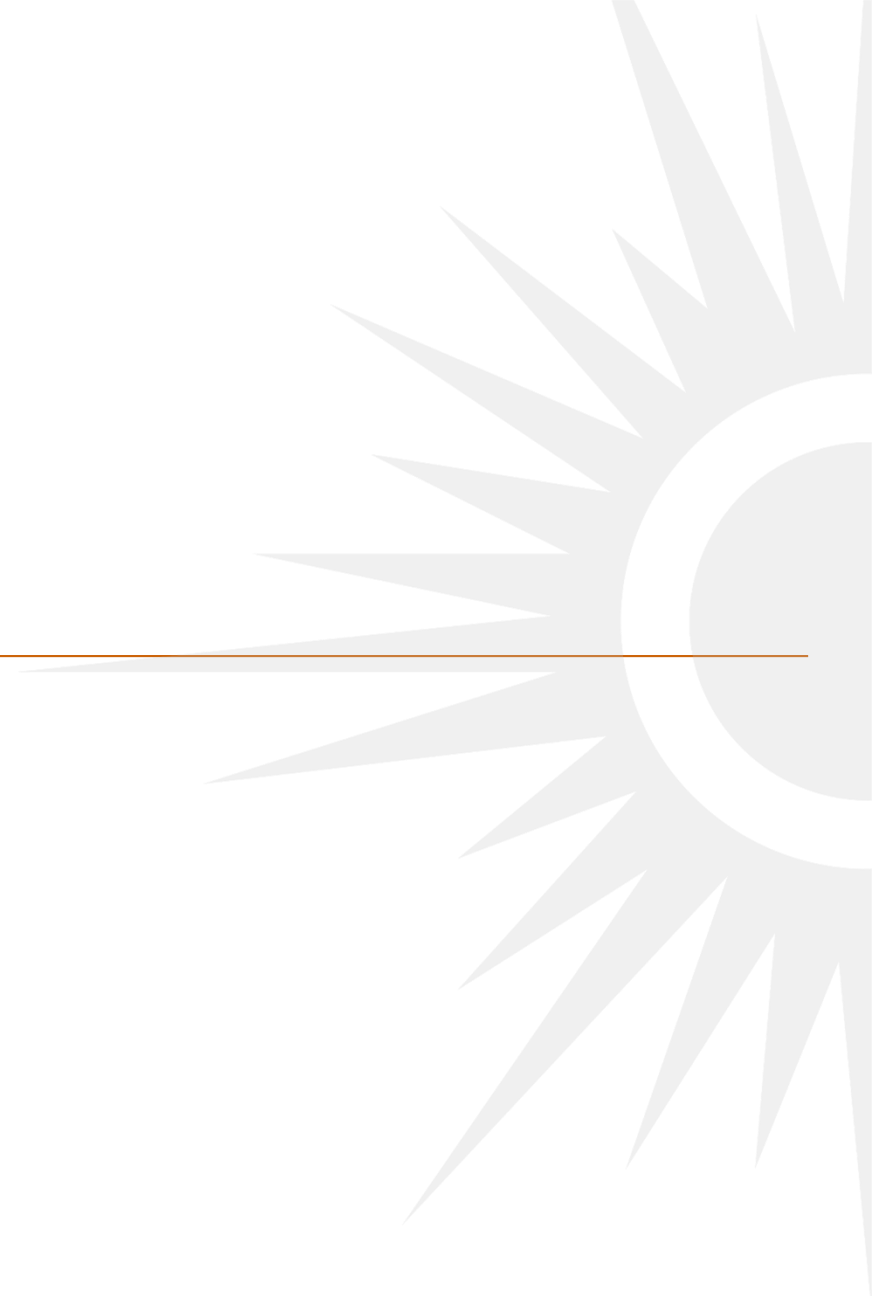
Comparisons across years should be interpreted with caution due to slight differences in the scale. The scale in 2021 was "truly outstanding, perfectly acceptable, needs improvement," whereas in 2022 it was "outstanding, acceptable, needs improvement." Differences in the data could be attributed to differences in how respondents interpreted the scale.

One quarter of Dial-A-Taxi passengers felt the overall experience of using the service was outstanding.

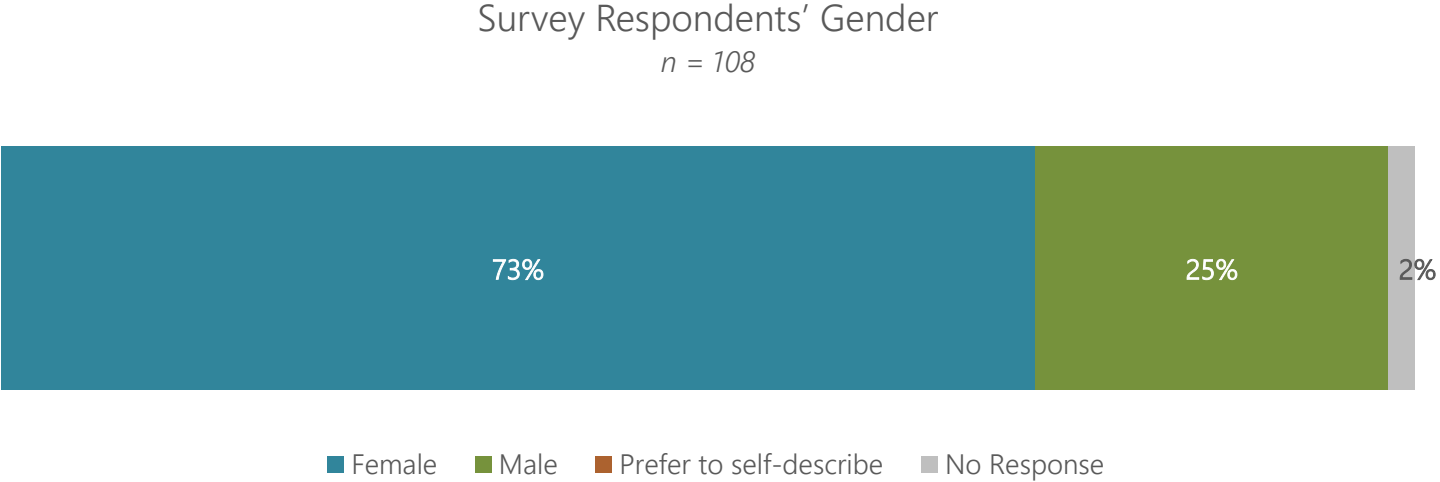
- > While two fifths of Dial-A-Taxi passengers (40%) felt the process of making reservations was outstanding, fewer passengers (26%) felt the service reliability was outstanding.
- > One quarter of passengers (26%) felt the overall experience of using Dial-A-Taxi was outstanding.



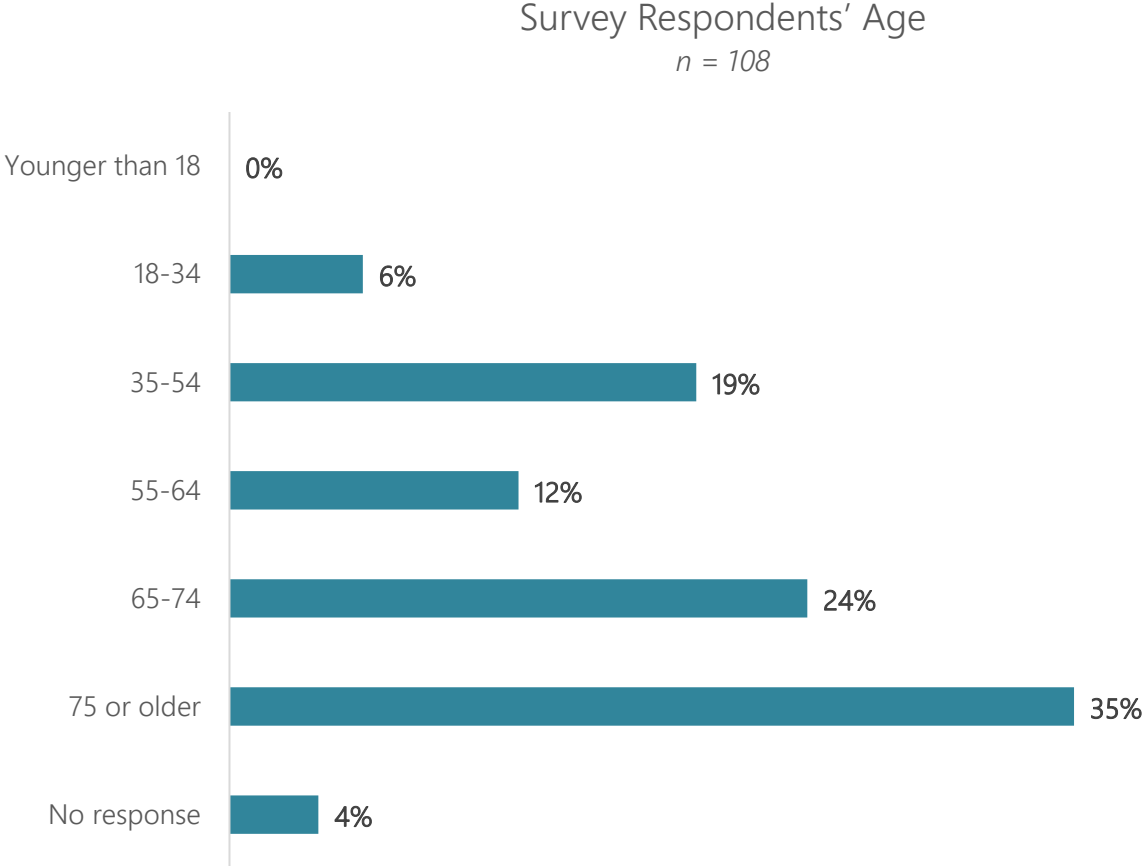
SECTION 3
DEMOGRAPHICS



Three quarters of responding passengers were female.

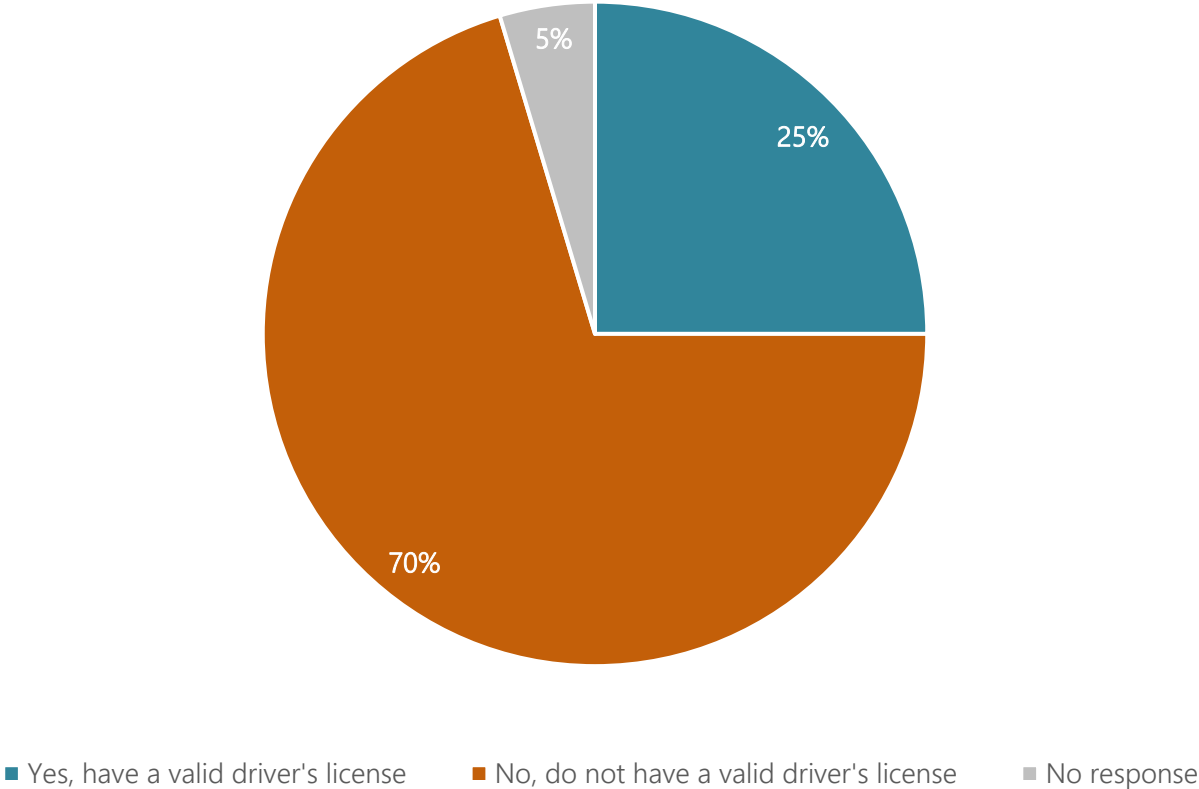


Most responding passengers were above the age of 55.

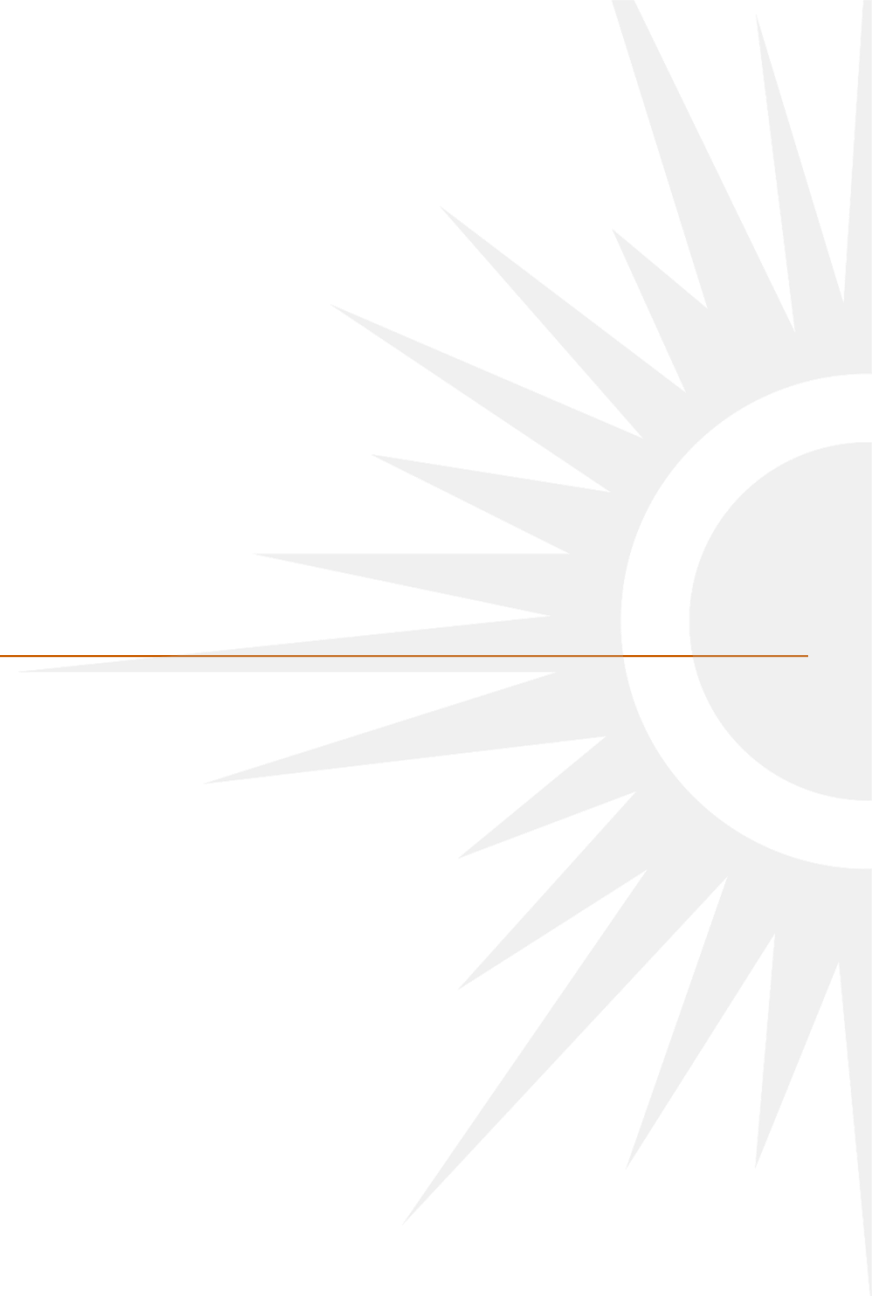


Most responding passengers did not have a valid driver's license.

Survey Respondents' Possession of a Valid Driver's License
n = 108



APPENDIX
METHODOLOGY



Questionnaire Design

Corona Insights and key staff members from Transfort collaboratively designed the survey's questionnaire to be engaging, relevant, easy to understand, and easy to complete. A questionnaire from a prior survey iteration was used as a first draft. New questions were added, and some former questions were removed. Font size and white space were increased to make reading the survey questions easier for people with disabilities. Additionally, a call-out instruction box was added that informed recipients that if they were unable to mark their answer on the paper copy, they could answer the questions over the phone by calling Corona Insights staff during business hours.

The questionnaire was translated into Spanish by Corona Insights staff. If needed, Spanish speakers who were unable to mark their answers on the paper survey could answer the questions over the phone by calling a Spanish-speaking Corona Insights staff member.

Survey Execution

Survey packets were printed and mailed to a mailing list of 482 active paratransit users in October 2022. Each survey invitation packet included an English and a Spanish-language questionnaire and a pre-addressed and stamped return envelope. Survey invitation recipients were provided 5 weeks to return their questionnaires or provide their answers over the phone.

We received 108 useable responses during the data collection period (zero passengers called Corona Insights staff to complete the survey by phone). Following data capture of all responses, data were cleaned and standardized. Analysis included calculating percentages and reviewing open-ended responses.

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