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YORK REGION TRANSIT MOBILITY PLUS CUSTOMER SATISFACTION SURVEY RESULTS

The Transit Committee recommends:

- 1. Receipt of the presentation by Diana MacDonald, Senior Research Associate, Environics, Caroline Berryman, Marketing Supervisor and Sharon Doyle, Manager, Mobility Plus, York Region Transit; and**
- 2. Adoption of the recommendation contained in the following report dated June 4, 2009, from the Commissioner of Transportation Services.**

1. RECOMMENDATION

It is recommended that:

1. This report be forwarded to the Accessibility Advisory Committee for information.

2. PURPOSE

This report updates Regional Council on the highlights of the 2008 Mobility Plus Customer Satisfaction Survey.

3. BACKGROUND

As part of the on-going effort to measure customer satisfaction with Mobility Plus, a customer satisfaction survey is undertaken bi-annually

Previous surveys were conducted in 2002, 2003, 2004 and 2006. These surveys established a benchmark for customer satisfaction with Mobility Plus services.

The customer satisfaction survey for Mobility Plus was conducted between December 2 and December 8, 2008.

A Customer Satisfaction Improvement Team comprised of YRT staff will be responsible for reviewing the results of the customer satisfaction survey and identifying areas of improvement. The team will work with staff groups within YRT and the service contractors to recommend solutions for consideration by senior management.

4. ANALYSIS AND OPTIONS

4.1 SURVEY METHODOLOGY

In December 2008, a total of 551 telephone interviews were conducted with registered system users

Environics Research Group was selected to conduct, co-ordinate and analyze the results of the survey. The most current contact information for all registered Mobility Plus users was provided by YRT. The surveys were administered by telephone by Environics. Registered Mobility Plus customers were chosen randomly and interviewed in proportions reflecting actual ridership populations by municipality. Each survey took approximately twenty minutes to complete. A copy of the survey questionnaire is included as *Attachment 1*.

A representative sampling of riders by percentage of ridership in each local municipality was obtained (see Table 1 below). Survey sample size and interview length are similar to past surveys.

Table 1
Surveys Completed by Municipality

Community	# of Riders	% of Riders	# of Interviews	% of Interviews
Vaughan	2,025	26%	130	24%
Markham	1,787	23%	143	26%
Richmond Hill	1,477	19%	106	19%
Newmarket	871	11%	64	12%
Georgina	448	6%	34	6%
Aurora	420	5%	26	5%
Whitchurch-Stouffville	369	5%	24	4%
East Gwillimbury	148	2%	14	3%
King	133	2%	10	2%
Other	5	<1%	-	-
Total	7,685	100%	551	100%

The 2008 survey was based on the 2006 model, with some minor updates. The survey covered:

- Customer satisfaction and commitment level.
- Important service attributes (timeliness, rider safety and security, vehicle cleanliness and driver behaviour, knowledge and driver assistance).

- reasons for using/not using the service.
- Frequency and patterns of service usage.
- Fare usage patterns and availability.
- Accessibility to services and information, including trip booking and call centre.
- Demographics.

4.2 RESULTS

Overall, 91% of Mobility Plus customers are satisfied or very satisfied with the ability of YRT Mobility Plus to meet their specialized transportation needs

The overall figure is the same as the previous survey in 2006, but strongly expressed overall satisfaction has increased from 56% to 64%, and is at its highest level since tracking began in 2002. Although satisfaction has declined since 2006 for some specific aspects of Mobility Plus Services and Call Centre, such as vehicles arriving on time, cleanliness of the vehicle, and calls being answered promptly, only 3% of people say that they are dissatisfied with the service. Even though specific services are down, this has not affected overall satisfaction with Mobility Plus to meet the needs of their customers.

Mobility Plus continues to be highly appreciated by customers. Overwhelming majorities express overall satisfaction with Mobility Plus service and the Call Centre, and with the ability of Mobility Plus to meet specialized transportation needs. Mobility Plus services were given excellent ratings in the areas of:

- Vehicles being well-equipped.
- Courteous drivers.
- Operating hours.
- Cost of fares.
- Friendliness and knowledge of Call Centre staff.
- Call Centre hours.

4.3 AREAS FOR IMPROVEMENT

Customers give low ratings to timeliness of vehicles and calls being answered promptly by Call Centre staff

Those who are dissatisfied complain about scheduling issues, vehicles not arriving on time or arriving too early. Given that customers' main reason for using Mobility Plus service is for medical reasons, arriving at their destination on time is important. Calls being answered promptly is an area that receives a relatively lower score than other areas of the Call Centre. Most of the dissatisfaction is related to long wait times and being kept on hold. This is a result of the volume of calls received and the time it takes to answer each call.

There are opportunities for improvement in overall satisfaction levels

The Interactive Voice Response (IVR) phone system, which was introduced in March 2009, has already improved the service level by taking approximately 350 Mobility Plus calls per day out of the queue, reducing the length of time that customers have to wait or be kept on hold for the next available staff person.

Automatic Vehicle Location (AVL) will be installed in all contractor vehicles by late summer or early fall of 2009. This system will enable staff to monitor the location of contractors' vehicles and make adjustments to schedules as required, thereby improving timeliness of vehicles.

Recommendations for improvement will be developed by YRT's Customer Satisfaction Improvement Team

This team will work to target areas identified in the customer satisfaction survey having a low satisfaction rating and produce a list of recommended initiatives to improve customer satisfaction. This list will be brought to the YRT management team for consideration.

Relationship to Vision 2026

The 2008 YRT/Viva Customer Satisfaction Surveys supports the Region's Vision 2026 initiative: Engaged Communities and a Responsive Region. The survey engages the Region's citizens and encourages their feedback for services that affect their lives, such as transit.

The information provided in the surveys is used to help YRT/Viva improve its services. By conducting performance measurement surveys, YRT staff are taking accountability for service performance.

5. FINANCIAL IMPLICATIONS

Improvements and enhancements identified by the Customer Satisfaction Improvement Teams will be presented for consideration in the current or upcoming year's budget.

With the implementation of IVR in March 2009 and the impact it has had on reducing call volume, Mobility Plus was able to reduce call centre staffing by one full-time position, saving approximately \$60,000 annually.

6. LOCAL MUNICIPAL IMPACT

Transit customers and stakeholders from the local municipalities will benefit from the customer satisfaction survey, as it identifies specific areas in need of improvement.

7. CONCLUSION

The 2008 Mobility Plus Customer Satisfaction Survey identifies areas in which our customers would value improvement to this service. It is also used as a tool to measure contractors' ongoing performance under the performance-based contracts.

The improvement in customer satisfaction levels in specific survey areas is a direct reflection of the significant investments and improvements made in public transit in York Region. Customers appreciate the Region's commitment to improving their overall experience with Mobility Plus. Customer satisfaction surveys will take place every two years and the next survey is scheduled to take place in the fall of 2010.

For more information please contact Caroline Berryman, Marketing Supervisor at extension 5644.

(The attachment referred to in this clause is attached to this report.)



YRT Mobility Plus Customer Satisfaction Survey 2008

Presentation to York Region Transit Committee
By Environics Research Group

June 18, 2009



Agenda

- Overview
- Profile of Users
- Usage Patterns
- Satisfaction with Mobility Plus
- Areas for Improvement
- Conclusions

Overview

Objectives

- Environics was commissioned by York Region Transit to conduct a usage and satisfaction survey among customers of YRT Mobility Plus specialized transit services.
- The survey updated the results from surveys conducted in 2002, 2003, 2004 and 2006.
- The objectives of this research are:
 - Provide a snapshot of usage patterns and trip purposes.
 - Assess rider satisfaction with vehicles, drivers, contractors and support services.
 - Assess changes in rider satisfaction
 - Determine whether service contractors are attaining their contracted service obligations.
 - Determine areas and opportunities for service optimization.



Research Methods

- The survey was conducted via telephone.
- The survey was conducted among 551 of the 7,685 registered Mobility Plus users.
- It was conducted between December 2 and 8, 2008.

- Updated contact information for all registered Mobility Plus users was provided.
- Registered users were chosen randomly and interviewed in proportions reflecting actual user populations by municipality.

Community	# of User Contacts	% of User Contacts	# of Interviews	% of Interviews
Markham	1,787	23%	143	26%
Vaughan	2,025	26%	130	24%
Richmond Hill	1,477	19%	106	19%
Newmarket	871	11%	64	12%
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Other	5	<1%	-	-
Total	7,685	100%	551	100%

Profile of Users

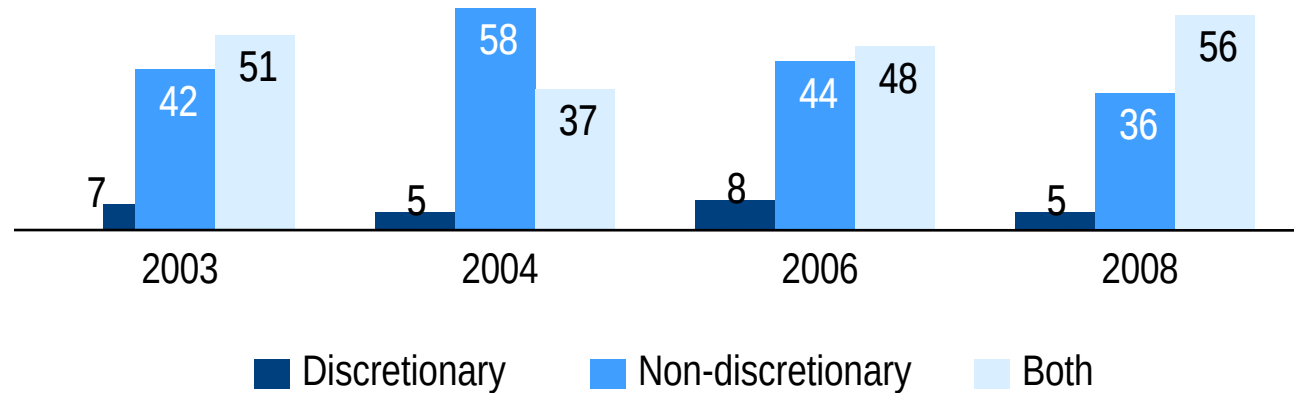
Profile of Mobility Users

- Mobility users are more likely to be women (73%).
- Older users age 65 and older (55%), but those aged 75 and older has declined (34%, down from 47% in 2006).
- Those aged 45 to 64 has increased to 30% (up from 20% in 2006).
- Household incomes of below \$25,000 (61%), down from 71% in 2006.
- Most are ambulatory (70%); the largest proportions using a cane (31%) or a walker (22%).
- Those using a cane is up, while those using a walker is down.
- Those using no device has doubled from 9% in 2006 to 17% in 2008.

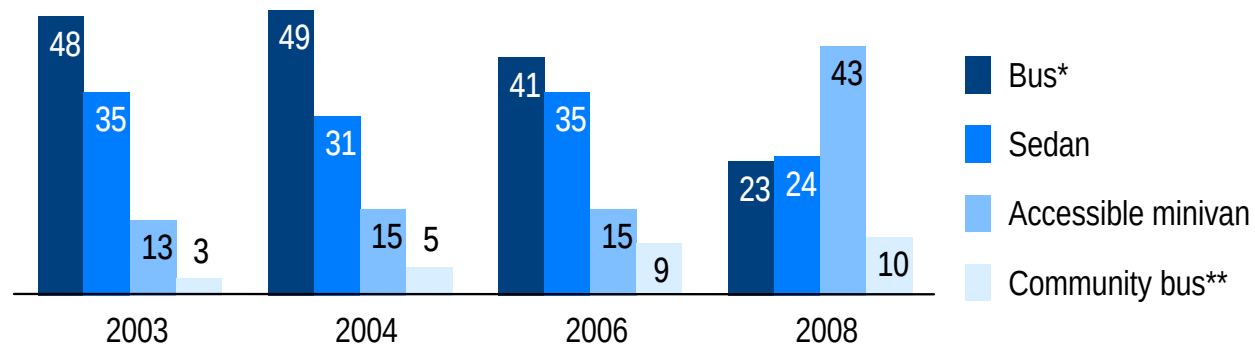
Usage of Mobility Plus

Usage Patterns

- Non-discretionary reasons (e.g., medical reasons, necessary shopping, work and school/training).
- Medical reasons



- Accessible minivan used most often.
- Dramatic increase in the proportion of customers transported by minivan (43%, up from 15% in 2006).
- Declines in the proportions who report using the YRT bus (23%, down from 41%) and a sedan (24%, down from 35%).

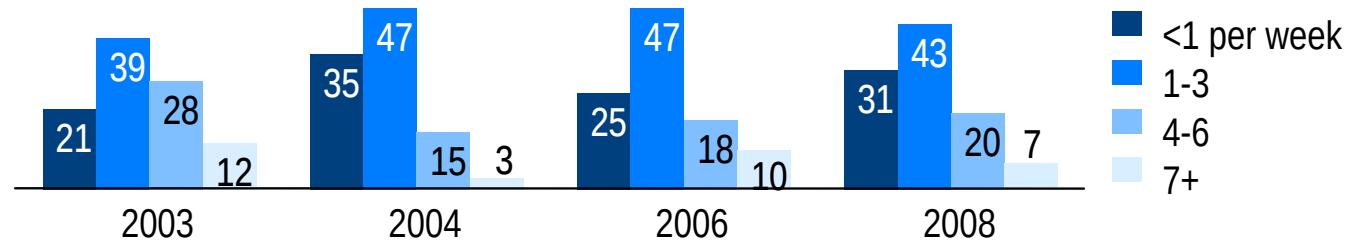


Q.6 Please answer yes or no to each of the following: Do you use YRT Mobility Plus to travel to ...?

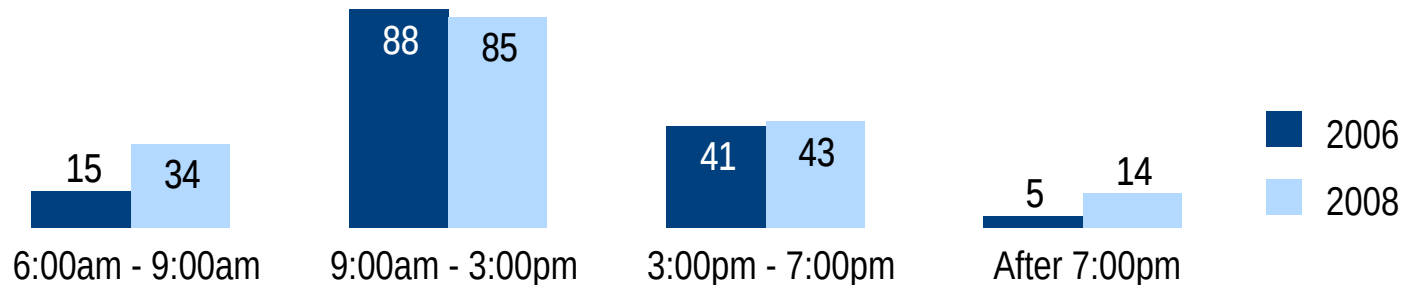
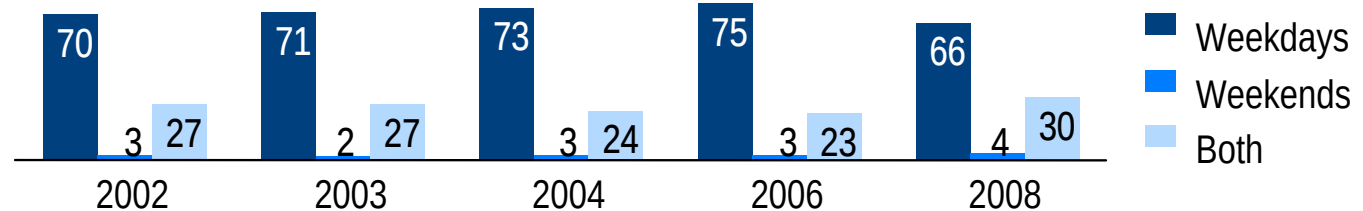
Q.1 What type of YRT Mobility Plus service do you use most often? Is it the...?

Usage Patterns (cont'd)

- 74% take three or fewer one-way trips per week.



- Most use the service on weekdays only
- 30% use it on both weekdays and weekends.
- 85% typically use Mobility Plus between 9:00 am and 3:00 pm.



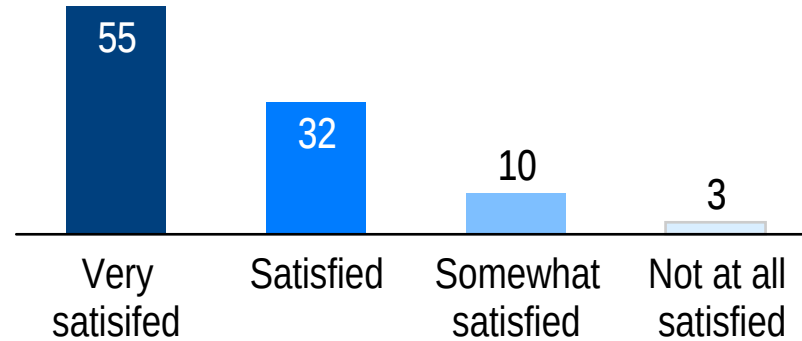
Q.8 How many one-way trips do you typically book per week using Mobility Plus? (for example, to the doctor and back is considered two one-way trips)
 Q.4 Do you typically use YRT Mobility Plus on weekdays, the weekend or both?
 Q.5 During what timeframes do you typically use YRT Mobility Plus?

Satisfaction with Mobility Plus

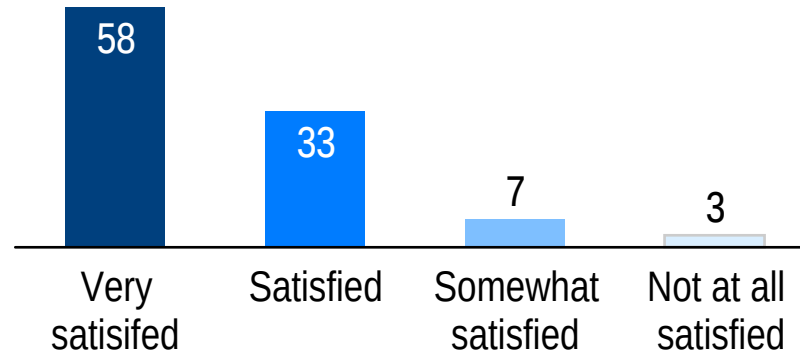
Overall Satisfaction

YRT Mobility Plus Services/Call Centre

- 55% are *very satisfied* and 32% are *satisfied*.



- 58% are *very satisfied* and 33% are *satisfied*.



Q.13 On a scale from 1 to 8, how satisfied are you with YRT Mobility Plus Services?

Q.16 On a scale from 1 to 8, how satisfied are you with the YRT Mobility Plus Call Centre?

Satisfaction with YRT Mobility Plus Services

- Satisfaction ratings are down in all areas since 2006. The declines are among those who say they are very satisfied.

	2003	2004	2006	2008
	Satisfied/Very satisfied	Satisfied/Very satisfied	Satisfied/Very satisfied	Satisfied/Very satisfied
General transit services				
Cost of fares	95	95	98	84
Operating hours	97	96	95	82
Method of purchasing fares	91	95	97	76
Available destinations	90	92	96	72
Vehicles				
How well vehicles equipped	98	97	97	83
Cleanliness of vehicles	94	97	94	79
Vehicles arriving on time	88	88	84	59
Drivers				
Securing mobility device	96	98	97	91
Securing you properly	96	97	98	87
Courteousness	95	96	93	83
Driving safely	97	98	96	83
Door-to-door assistance	91	96	93	80
Average satisfied or very satisfied	94	95	95	80

Q.11 We would like to know how satisfied you are with various YRT Mobility Plus services. Would you say you are not at all satisfied, somewhat satisfied, satisfied or very satisfied with...?

Satisfaction with YRT Mobility Plus Call Centre

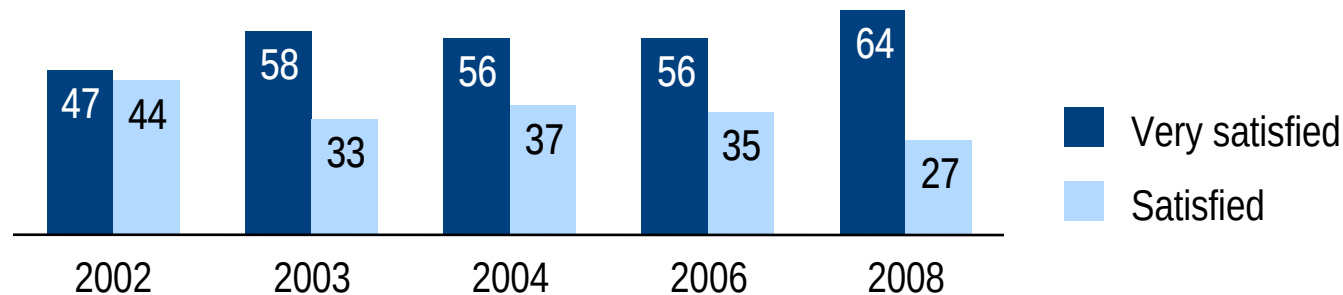
- Satisfaction ratings are down in all areas since 2006. The declines are among those who say they are very satisfied.

	2003	2004	2006	2008
	Satisfied/Very satisfied	Satisfied/Very satisfied	Satisfied/Very satisfied	Satisfied/Very satisfied
Staff				
Staff friendliness	97	97	99	89
Staff knowledge	94	97	99	87
Staff having a caring attitude	95	96	98	83
Staff understanding your need	95	96	98	82
Services				
Call centre hours	92	95	95	87
Ease of booking a trip	89	92	93	77
Quickness of booking trip	85	91	92	76
Calls are answered promptly	84	81	92	68
Average satisfied or very satisfied	91	93	93	82

Q.14 With respect to the YRT Mobility Plus Call Centre, would you say you are not at all satisfied, somewhat satisfied, satisfied or very satisfied with...?

Overall Satisfaction

- 64% are *very satisfied* and 27% are satisfied with YRT Mobility to meet specialized transportation needs.
- Those who are “very satisfied” has increased since 2006, and is at the highest level since this question was first tracked in 2002.



Q.27 On a scale from 1 to 8, how satisfied are you with the ability of YRT Mobility to meet your specialized transportation needs?

Areas for Improvement



Opportunities for Service Optimization

Primary

- Timeliness of vehicles (not on time or arriving too early).
- Arriving at their destination on time is of critical importance for medical appointments.

Tertiary

- Available destinations (fixed or limited destinations).
- Calls being answered promptly (long wait times and being kept on hold).

Conclusions

Overall Conclusions

- 65 and older represent majority of users.
- Those aged 45 to 64 up from 2006.
- Most ambulatory, but those using no device has doubled since 2006.
- Nine in ten customers are satisfied overall with Mobility Plus Services and Call Centre.
- Specific areas of the Call Centre and Services have declined since 2006.
- May indicate increased customer expectations of Mobility Plus.
- Users express the least satisfaction with the timeliness of vehicles.
- Available destinations is another relatively low rated aspect of Mobility Plus services.
- Calls being answered promptly is also an area of lower satisfaction.



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YRT Mobility Plus Survey 2008

Final



Date: _____

Interviewer: _____

Respondent: _____

Hello, my name is _____ from Environics Research Group. I'm calling to get your opinion on the various service offered by York Region Transit's Mobility Plus service. May I please speak with [the person who uses this service] about his/her satisfaction with this service? The survey will only take about 10 minutes, depending on what you have to say. Please be assured that all of your responses are completely confidential and anonymous.

1. What type of YRT Mobility Plus service do you use most often? Is it the... READ

1. Bus
2. Accessible Minivan
3. Sedan
4. Community Bus

2. Do you know from which company? DO NOT READ

1. Simcoe Coach Lines
2. Wheels on Wheels
3. Ace Taxi
4. A Quality Taxi
5. 8800 Taxi
6. Dignity Transportation
7. Astro Taxi
8. Minute Taxi
9. Royal Taxi
10. Mobility Transportation Specialists
11. CARE - Scarborough City Cabs
12. CanAr- Bus

3. When you travel with YRT Mobility Plus, do you usually travel with an escort or companion?

1. Yes
2. No
3. Sometimes

4. Do you typically use YRT Mobility Plus on weekdays, the weekend or both?

1. Weekdays
2. Weekends
3. Both

5. During what timeframes do you typically use YRT Mobility Plus? READ AND CODE ALL THAT APPLY

1. 6am to 9am
2. 9am to 3pm
3. 3pm to 7pm
4. After 7pm

6. Please answer yes or no to each of the following: Do you use YRT Mobility Plus to travel to...? READ

7. Of the list we just went through, for which trip purpose do you use YRT Mobility Plus the most ...? CODE ONE RESPONSE ONLY

Trip Purpose	Q.6		Q.7
	Yes	No	Use YRT Mobility Plus for Most
a. Work	1	2	3
b. School or Training	1	2	3
c. Medical Reasons (i.e. doctor visits, etc.)	1	2	3
d. Personal Business (i.e. banking, hairdresser, etc.)	1	2	3
e. Necessary Shopping (groceries, etc.)	1	2	3
f. Pleasure Shopping (i.e. clothes, gifts, etc.)	1	2	3
g. Social, Recreational Activities	1	2	3
h. Other (please specify): _____	1	2	3

8. How many one-way trips do you typically book per week using Mobility Plus? ...for example, to the doctor and back is considered two one-way trips.

1. Less than one time a week
2. 1-3
3. 4-6
4. 7+

9. Do you ever use regular conventional public transit?

1. Yes → Continue
2. No → Skip to Q.11

10. Under which of the following circumstances I am going to read to you do you use regular conventional public transit? Please answer yes or no.

Circumstance	Yes	No
When...		
a. You have an attendant with you		
b. You need to travel less than 175 metres (or about 575 feet or 200 yards) to or from the bus stop		
c. You are familiar with the area		
d. You receive travel training for the stops you use		
e. There are curb cuts along the route to the stop		
f. There is a sidewalk		
g. The ground is level or only slightly inclined		
h. The path is free of ice, snow or debris		

11. We would like to know how satisfied you are with various YRT Mobility Plus services.

Would you say you are not at all satisfied, somewhat satisfied, satisfied or very satisfied with... the cleanliness of vehicles?

The Reason	Not at all	Somewhat	Satisfied	Very Satisfied	DO NOT READ: Don't Know
a. Cleanliness of vehicles					
b. How well vehicles are equipped					
c. Vehicles arriving on time					
d. Operating hours					
e. Available destinations					
f. Cost of fares					
g. Method of purchasing fares					
h. Courteousness of drivers					
i. Drivers driving safely					
j. Drivers providing you with assistance door to door					
k. Drivers ensuring that you are properly secured					
l. Drivers ensuring that your mobility device is properly secured					

ASK Q.12 FOR EACH SERVICE THAT RECEIVES A RATING OF “NOT AT ALL” OR “SOMEWHAT SATISFIED” IN Q. 11

12. Can you please explain why you are “not” or “somewhat” satisfied with _____
(specify item).

13. On a scale from 1 to 8, how satisfied are you with YRT Mobility Plus Services? [NOTE TO INTERVIEWER: 1 AND 2 ARE LOWEST AND 7 AND 8 ARE HIGHEST]

1	2	3	4	5	6	7	8
Not at all satisfied		Somewhat satisfied		Satisfied		Very satisfied	

14. With respect to the YRT Mobility Plus Call Centre, would you say you are not at all satisfied, somewhat satisfied, satisfied or very satisfied with... the call centre hours

The Reason	Not at all	Somewhat	Satisfied	Very Satisfied	DO NOT READ: Don't Know
a. Call centre hours					
b. Calls are answered promptly					
c. Staff knowledge					
d. Staff friendliness					
e. Staff understanding your need					
f. Staff having a caring attitude					
g. Ease of booking a trip					
h. Quickness of booking a trip					

ASK Q.12 FOR EACH SERVICE THAT RECEIVES A RATING OF “NOT AT ALL” OR “SOMEWHAT SATISFIED” IN Q. 14

15. Can you please explain why you are “not” or “somewhat” satisfied with _____
(specify item).

16. On a scale from 1 to 8, how satisfied are you with the YRT Mobility Plus Call Centre? ?
[NOTE TO INTERVIEWER: 1 AND 2 ARE LOWEST AND 7 AND 8 ARE HIGHEST]

1	2	3	4	5	6	7	8
Not at all satisfied		Somewhat satisfied		Satisfied		Very satisfied	

17. Have you ever used the following services?

	Yes	No
a. Website www.yorkregiontransit.com		
b. E-mail transitinfo@region.york.on.ca		
c. Head Office (50 High Tech Road in Richmond Hill)		
d. Transfer points		
e. Community buses		
f. Ticket agents		
g. Online booking		

18. Have you ever contacted YRT Mobility Plus to complain about a service?

- Yes
- No → *Skip to Q.21*

19. Were you satisfied with the attitude shown by staff when dealing with your complaint?

- Yes
- No → PLEASE SPECIFY _____

20. Was the complaint resolved to your satisfaction?

- Yes
- No → PLEASE SPECIFY _____

We have a few final questions to help us better understand the needs of individual riders.

21. Which mobility device do you regularly use? READ

- Scooter
- Walker
- Cane
- Guide dog
- Manual wheelchair
- Electric wheelchair
- Oversized electric wheelchair
- Other (specify): _____
- None

22. Record gender.

- Male
- Female

23. What is your age? READ IF NECESSARY

1. 19 or less
2. 20 to 44
3. 45 to 54
4. 55 to 64
5. 65 to 74
6. 75+
7. Refused

24. What is your annual household income - you do not need to answer if it makes you uncomfortable? READ [INTERVIEWER NOTE: RESPONDENT DOES NOT NEED TO ANSWER IF THEY SOUND HESITANT, UNCOMFORTABLE, ETC.]

1. Under \$25,000
2. \$25,000 to under \$50,000
3. \$50,000 to \$75,000
4. Over \$75,000
5. Refused

25. Are there any other products or services you think YRT Mobility Plus should offer? DO NOT READ – CODE ALL THAT APPLY

1. Improved booking process (e.g. one-day trip booking)
2. Improved access to information (e.g. newsletters, etc.)
3. Longer hours
4. More one-way trips
5. Ability to bring escort/companion
6. Ticket/pass availability
7. Discounted concession fares

26. Do you have any other comments or concerns that you would like to bring to the attention of YRT's Mobility Plus service? ? DO NOT READ – CODE ALL THAT APPLY

1. Service availability
2. Registration process
3. Contractor performance
4. Handling of complaints
5. Handling of positive feedback or a complement about the service

27. On a scale from 1 to 8, how satisfied are you with the ability of YRT Mobility to meet your specialized transportation needs? ? ? [NOTE TO INTERVIEWER: 1 AND 2 ARE LOWEST AND 7 AND 8 ARE HIGHEST]

- | | | | | | | | |
|----------------------|---|--------------------|---|-----------|---|----------------|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Not at all satisfied | | Somewhat satisfied | | Satisfied | | Very satisfied | |