

Valley Metro Regional Alternative Services for Passengers Survey Report

December 2011

Prepared for:



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Executive Summary

Valley Metro commissioned WestGroup Research to conduct a mail survey with users of transit services that are alternatives to Dial-a-Ride (DAR). Respondents included users of cab coupon and voucher programs (East Valley Coupon for Cabs, Phoenix Senior Cab, and Scottsdale Cab Connection), Recurring Medical Trips (Avondale Recurring Medical, East Valley Taxi Voucher, and Glendale Recurring Medical), and Mesa Mileage Reimbursement.

Surveys were mailed to alternative services users by Valley Metro or the represented service the week of October 3, 2011. Findings in this report represent surveys returned to WestGroup Research through November 11, 2011. Overall, there was a 46% response rate to the mailing, with 329 completed surveys returned.

Throughout this report, there are several instances where results of this study are compared to DAR information to provide perspective. The DAR information was pulled from a research study conducted at the same time as the Alternative Services Study.

Demographic Summary of Respondents

- Cab coupon/voucher: The majority of respondents in this group are females (79%), have an average age of 79 years and an average income of \$19,500. This is the oldest of the three groups surveyed.
- Recurring Medical Trips program (RMT): Half of the respondents in this group are males and half are females. The average age is 65 years old and the average income is \$20,900. This is the youngest of the groups and also the highest average income.
- Mesa Mileage Reimbursement: The vast majority of respondents in this group were females (90%). The average age was 72 years old and the average income was \$15,000, which is the lowest income level recorded.

Transportation Awareness and Usage

Alternative Services – Source of Awareness

- Cab coupon/voucher: The majority of users learned about the program either through *friends and neighbors* (41%) or at a *presentation* at a meeting place (28%). One in five Phoenix Senior Cab users (21%) learned about the cab coupon/voucher program through advertising (news releases/program outreach materials), higher than was mentioned by East Valley participants (5%) or Scottsdale participants (4%).
- Recurring Medical Trips program (RMT): Most found out about the program through *dialysis/dialysis social worker* (53%) or a *social worker* (24%).
- Mesa Mileage Reimbursement: awareness of the program was primarily through *friends and neighbors* or DAR (both 34%), or at a *presentation* at a meeting place (21%).

Alternative Services Trip Purpose

- Cab coupon/voucher: the most frequent trip purpose/destination mentioned were *medical appointments* (82%), *errands* (60%), and *senior center* (38%).
- Mesa Mileage Reimbursement: users had the same top three trip purposes as the cab/coupon/vouchers users, but there were more participants of this group using the program for *errands* (80%) and visiting a *senior center* (57%) than the cab coupon/voucher users.

Other Transportation Methods Used

- For all three alternative services programs, *family/friends* was the most used ‘other’ transportation method. In most cases, the other transportation methods used were similar for users of the three cab providers.
- Almost half (46%) of all users of alternative services indicated they *would not have been able to go* to their destination if the service/program were not available. This figure was higher for the Mesa Mileage Reimbursement program (77%).
- Four in ten (42%) alternative services users said they would have relied on *family/friends* if alternative services were not available, followed by one in five (22%) who said they would have taken a *taxi* (without coupons).
- In comparing alternative services users with DAR users, the primary difference was that alternative service users were more likely to name a variety of options if their transportation service had been unavailable, whereas the DAR users mentioned fewer options. DAR users did not mention *walking* or a *community van* as an option, and only a very few mentioned *driving themselves*.

Satisfaction with Alternative Services Experience

Satisfaction with Alternative Services Related Attributes

- Satisfaction with the alternative services programs was very strong. About eight in ten participants indicated they were *very satisfied* with the majority of the program attributes evaluated. For all of the transportation-related attributes, at least nine in ten respondents said they were *very satisfied/satisfied*.
- Users were most likely to be very satisfied with the *ease of ordering coupons*. The two lowest rated attributes were *on-time pick up* and *trip cost*.
- Cab coupon/voucher and Mesa Mileage Reimbursement participants provided similar satisfaction ratings for the transportation attributes. With a 100% very satisfied/satisfied rating, RMT users rated eight of the ten attributes higher than did the other two user segments.

Interest in Prepaid Card

- One-third of cab coupon/voucher users (33%) expressed interest in a prepaid card, while slightly more than one in ten (13%) of RMT users were interested.
- Among cab coupon/voucher users, the East Valley and Phoenix users were more interested than the Scottsdale users (42% and 39% vs. 13%, respectively).

Usage of Valley Metro Transit

Use of Bus or Light Rail

- In total, one in six alternative services participants (16%) use Valley Metro transit, either bus or light rail. RMT participants use Valley Metro transit less than cab coupon/voucher users (5% vs. 17%, respectively).

Reasons Given for Not Using Bus or Light Rail

- The most frequently mentioned reason for not using Valley Metro transit was *too far to walk*, mentioned by more than half of cab coupon/voucher users (58%) and more than four in ten RMT (44%) and Mesa Mileage Reimbursement users (43%).
- The next two most frequently mentioned reasons were related to physical limitations: *disability prevents use* and *can't ride bus/light rail without assistance* (48%/36% of all non-users, respectively).
- The reasons cab coupon/voucher participants gave for not using bus/light rail were also mentioned by DAR users, but at much lower levels. The most frequently mentioned reason cab coupon/voucher users gave was *too far to walk*. Between 55%-62% of cab coupon/voucher users gave this reason, compared with 19%-28% of DAR riders.

Interest in Training to Use Public Transit

- Regardless of the customer segment, there was minimal interest in receiving training on how to use public transit among those who currently are not using it. Overall, only 4% said they were interested.

Conclusions

1. Word of mouth referrals or presentations/information distributed by service providers are the two primary ways that residents find out about the alternative services programs available to them. It is important that Valley Metro and the service providers work with the appropriate groups to make sure they are prepared to provide information when requested by their constituencies.
2. Alternative service users appear to use these transportation options for a much wider variety of trip purposes than those who use DAR. It is likely that these services offer more flexibility to the users not only because of availability, but also because these are individual, not multi-person trips. Satisfaction with these services is extremely high, with a significant majority reporting to be very satisfied.
3. The alternatives riders are very dependent on these services to make their desired trips. Almost half indicate they would not be able to make their trips without this service and fewer than one in five indicate they would turn to the DAR service as a replacement service. Friends or family members are the most common back-up plan.

4. There is a great deal of education that will be needed among these users, if the programs switch from a voucher/coupon system to a prepaid smart card. Only one in three users indicated interest in the card, while more than two in five did not understand the concept well enough to offer an opinion.
5. Very few of the alternative services users indicated they would turn to more traditional forms of public transit (i.e., city bus or light rail) if these services were unavailable and even fewer expressed interest in receiving training on how to use public transit. The most common barrier to using traditional forms of public transit is the perception that it is too far for them to walk to a transit stop and/or they are unable to use transit because of a disability or they would need extra assistance. It is possible that many of these alternative services users live in areas that have limited public transit services.
6. Finally, there are differences in the populations being served by these alternative services, not only in comparison to each other but also in comparison to DAR users.

Cab Coupon/Voucher. The average income of these users is slightly lower than the average income reported by DAR users. These users are notably older than the users of the other alternative services (by close to 10 years, on average), as well as DAR users in general. Interestingly, approximately one in six cab coupon/voucher users indicate they will occasionally drive themselves in addition to using the coupon/voucher service. Only 1% of DAR users indicate they would drive themselves if DAR service were not available. Anecdotally, Valley Metro staff members have been told by coupon/voucher users, who can drive, that they only drive when they have to and then it is only for grocery shopping, religious services, close by locations, and during daylight hours. Coupons/vouchers are sometimes saved for evening or trips that would require freeway or driving in heavy traffic.

Recurring Medical Trips. As noted earlier, this is a taxi service to and from dialysis treatments. This is the youngest group of users, and closely mirrors the average age that is reported for dialysis patients. This group reports a higher average income in comparison to users of the other two alternative services. These users indicated the highest level of satisfaction with the service – nearly 100% indicating they were very or somewhat satisfied with the service.

Mesa Mileage Reimbursement. Individuals who use this service are, on average, eight years younger than the cab coupon/voucher users, and their average annual household income is the lowest of the three groups surveyed. They appear to have the greatest need for assistance when leaving home, with three fourths indicating they would not be able to make their trips without this service.

I. Introduction

A. Background

As part of the 2011 Regional Dial-a-Ride (DAR) Passenger Study, passengers using publicly-subsidized taxi services and a volunteer driver mileage reimbursement program were also surveyed. These alternative services are provided by Valley Metro and several partner communities. The various taxi programs are similar in that they serve people with disabilities and older adults, as well as provide dedicated rather than shared trips. There is also user choice about the taxi company they use and, in most all services, the user pays a portion of the trip cost. The Mesa Mileage Reimbursement is modeled after the Riverside, California Transportation Reimbursement and Information Project (TRIP). The RMT service allows for mileage reimbursement for eligible individuals who recruit a volunteer to drive them.

Following are brief descriptions of the three alternative services included in the study: Cab Coupon/Voucher Programs, Recurring Medical Transportation Voucher Programs, and the Mileage Reimbursement Program for Volunteer Drivers.

Cab Coupon/Voucher Programs:

- East Valley Coupons for Cabs
Qualified Chandler, Gilbert, Mesa, and Tempe residents who are 65 and older or who have a disability may purchase monthly ten coupon booklets valued at \$10 each for 25 – 30 percent co-pay. The coupons may be used for any trip, regardless of trip purpose, and can be applied to the fare and tip of trips made using participating taxi companies.
- Phoenix Senior Cab
Qualified Phoenix residents age 65 and over may purchase up to 80 coupons each month at an average subsidy of 60 percent. Each coupon is worth \$1.00 toward the cost of a taxi trip. Coupons can be used for any trip, regardless of purpose. Most taxi companies in Phoenix accept the coupons which can be used for the taxi fare and tip.
- Scottsdale Cab Connection
Qualified Scottsdale residents age 65 and over or who have a disability may order sixteen vouchers. Vouchers are subsidized by the City of Scottsdale at a rate of 80 percent up to a maximum of \$10 per one-way trip. Vouchers can then be used, regardless of trip purpose, for trips made using participating taxi companies.

Recurring Medical Trip Service:

- Avondale provides subsidized transportation to assist qualified Avondale residents making physician-ordered repetitive medical treatments and therapies such as dialysis, cancer treatments, and therapy following a stroke. Participants order vouchers monthly which are pre-addressed to two locations—the participant’s home and the medical treatment center. The City of Avondale pays up to \$15 per one-way trip and the participant pays any remaining cost. Participants call one of the participating taxi companies to arrange their rides.

- Glendale provides subsidized transportation to assist qualified Glendale residents making physician-ordered repetitive medical treatments and therapies such as dialysis, cancer treatments, and therapy following a stroke. Participants order vouchers monthly which are pre-addressed to two locations—the participant’s home and the medical treatment center. The City of Glendale pays 75 percent of a one-way taxi fare, up to \$15 per trip. The City of Glendale will also pay 15 percent for gratuity up to \$2.50 per one-way trip. Participants call a taxi or van service from a list of participating companies to arrange their ride. For dialysis trips, dialysis social workers provide the vouchers. For other recurring medical trips, vouchers are mailed to the participant’s home.
- The East Valley Recurring Medical Trip Service provides qualified Chandler, Gilbert, Mesa, and Tempe residents undergoing physician-ordered repetitive medical treatments such as dialysis, cancer treatment, and therapy following a stroke. Vouchers are pre-addressed allowing the participant to travel between their home and the treatment facility. Currently all participants are using service for trips to and from dialysis treatment centers. Participants may order enough vouchers monthly to cover three round-trips for each full week in the month. No co-pay is required for the vouchers.

Mesa Mileage Reimbursement

Mesa residents age 65 and over or persons with a disability may apply for this program. Participants may receive reimbursement for up to 300 miles per month. The passengers choose their own drivers with the stipulation the driver cannot reside with the participant. Reimbursements are made to the passenger who is then required to pass along the reimbursements to their volunteer drivers.

B. Methodology

Surveys were mailed to alternative services users by Valley Metro RPTA or the represented service the week of October 3, 2011. Findings in this report represent surveys returned to WestGroup Research through November 11, 2011. Overall, there was a 46% response rate to the mailing, 329 completed surveys returned.

The sample size and associated margins of error for each service provider are shown below.

Table 1: Sample Size/Margin of Error by Service Provider

	Surveys Mailed	Surveys Returned	Margin of Error
Total	716	329	±5.2%
Cab coupon/voucher	581	280	±5.6%
East Valley Coupons for Cabs (Chandler, Gilbert, Mesa, Tempe)	187	88	±9.9%
Phoenix Senior Cab	265	123	±8.5%
Scottsdale Cab Connection	129	68	±11.5%
Recurring Medical Trips (Avondale, Glendale, East Valley Taxi Voucher)	87	18	±21.5%
Mesa Mileage Reimbursement	48	31	±16.7%

C. How to Read this Report (Report Layout)

- Throughout this report, each customer segment cited in a table or chart is identified with a letter from A–F. A letter after a percentage indicates that the percentage is statistically higher than the percentage in the column with that letter. For example, in the table below, the ^B after 78% in Column A for *Family/friends* means that percentage of East Valley respondents (78%) who mentioned *family/friends* is significantly higher than the percentage of Phoenix respondents (58%) in Column B who gave that same response. Also, the letter ^C after the 33% and 21% for *Dial-A-Ride* means that the percentage of EV and Phoenix respondents who mentioned *Dial-A-Ride* is significantly higher than the percentage of Scottsdale respondents (8%) who mentioned Dial-A-Ride in Column C.
- Tables in this report show the % symbol in the first row of the results. The numbers in the rows below are also percentages, but for clarity do not have the % symbol listed. For example, in the table below 33, 21, and 8 in the second row of data are percentages, even though the % symbol is not included. Any tabular data which are not percentages are clearly labeled.
- For those questions common to this study and the Dial-A-Ride study also completed in November 2011, results for the comparable groups in both studies are included in this report. Results from the Dial-A-Ride respondents for the East Valley, Phoenix, and Scottsdale are compared to the results for cab coupons/voucher respondents in East Valley, Phoenix, and Scottsdale from this study. See the Dial-A-Ride report for more detail from that survey.

Transportation Method	East Valley Coupons for Cabs (n=82) (A)	Phoenix Senior Cab (n=120) (B)	Scottsdale Cab Connection (n=64) (C)
Family/friends	78% ^B	58%	67%
Dial-a-Ride	33 ^C	21 ^C	8

D. Demographic Attributes**Table 2a: Respondent Demographics – By Service Provider**

Characteristic	Total (n=329)	Cab coupon/ voucher (n=280) (A)	Recurring Medical Trips (n=18) (B)	Mesa Mileage Reimburse- ment (n=31) (C)
Gender				
Male	22%	21%	50%	10%
Female	78	79	50	90
Age				
25 to 44	1%	1%	6%	7%
45 to 54	4	2	11	14
55 to 64	7	4	22	18
65+	88	93	61	61
65-74	27	27	44	11
75-84	30	32	17	21
85+	31	34	-	29
Average age (#)	77.3 yrs	78.8 yrs	65.3 yrs	70.7 yrs
Income				
Under \$10,000	23%	23%	24%	21%
\$10K to \$14,999	34	32	35	46
\$15K to \$19,999	15	15	12	14
\$20K to \$39,999	21	22	18	18
\$40K+	5	6	6	-
DK/Refused	2	3	6	-
Average (000)	\$19.2	\$19.5	\$20.9	\$15.3

Table 2b: Respondent Demographics – by Coupon/Voucher Program

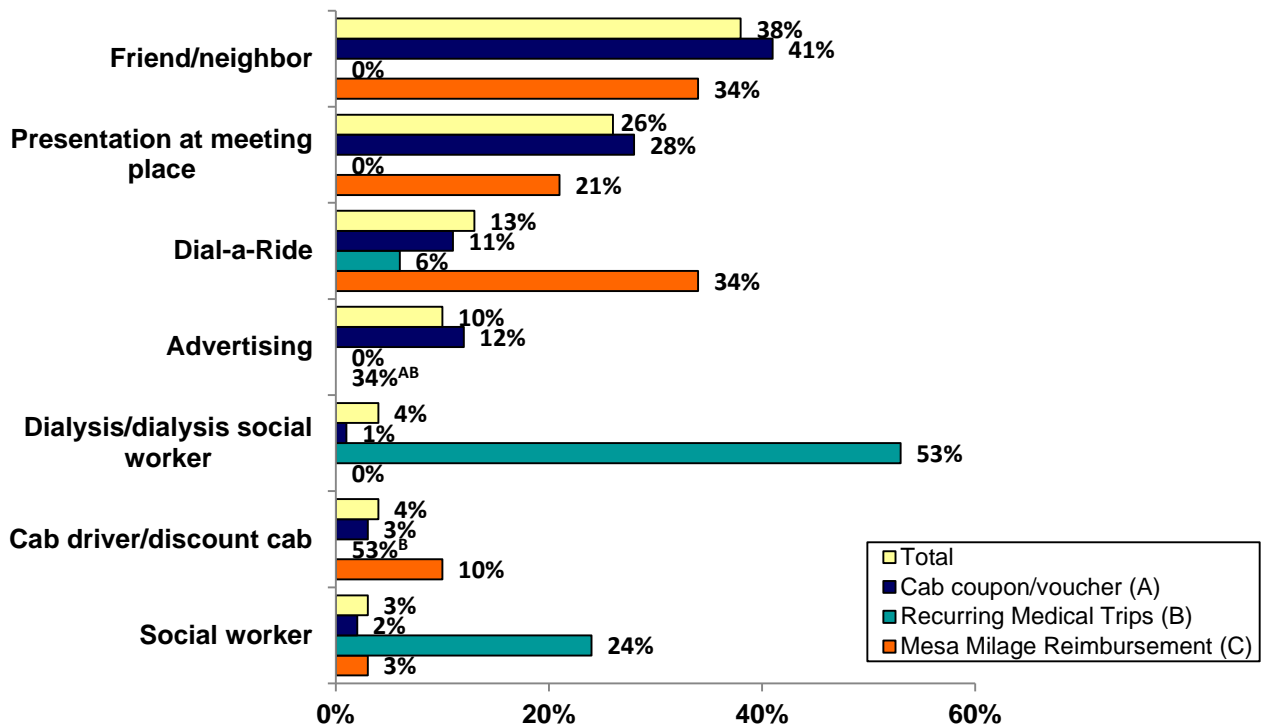
Characteristic	East Valley Coupons for Cabs (n=88) (A)	Phoenix Senior Cab (n=123) (B)	Scottsdale Cab Connection (n=69) (C)
Gender			
Male	17%	23%	23%
Female	83	77	77
Age			
25 to 44	1%	-	2%
45 to 54	5	-	3
55 to 64	10	1%	4
65+	84	99	91
65-74	24	35	16
75-84	32	32	30
85+	28	32	45
Average age (#)	76 yrs	80 yrs	80 yrs
Income			
Under \$10,000	22%	25%	21%
\$10K to \$14,999	36	37	18
\$15K to \$19,999	17	13	16
\$20K to \$39,999	20	19	30
\$40K+	4	4	10
DK/Refused	1	2	5
Average (000)	\$18.0	\$17.8	\$24.7

II. Transportation Awareness and Usage

A. Alternative Services – Source of Awareness

The majority of cab coupon/voucher users learned about the program either through *friends and neighbors* (41%) or at a *presentation* at a meeting place (28%). Those participating in the Recurring Medical Trips program (RMT) found out about it primarily through *dialysis/dialysis social worker* (53%) or a *social worker* (24%). Most participants in the Mesa Mileage Reimbursement program learned about it from *friends and neighbors* or *Dial-A-Ride* (both 34%), or at a *presentation* at a meeting place (21%).

How Learned about Service Provider



How did you learn about the _____ service?

Total n=311, Cab coupon/voucher: n=265, Recurring Medical Trips: n=17, Mesa Mileage Reimbursement: n=29

Friends and neighbors were the most frequently mentioned source of awareness for participants in all three cab coupon/voucher programs. Those using the Scottsdale Cab Connection also had a large percentage that learned about the program from a *presentation* at a meeting place (44%). This source of awareness was higher than it was for East Valley or Phoenix participants.

One in five Phoenix Senior Cab users (21%) learned about the cab coupon/voucher program through advertising, higher than was mentioned by East Valley participants (5%) or Scottsdale participants (4%).

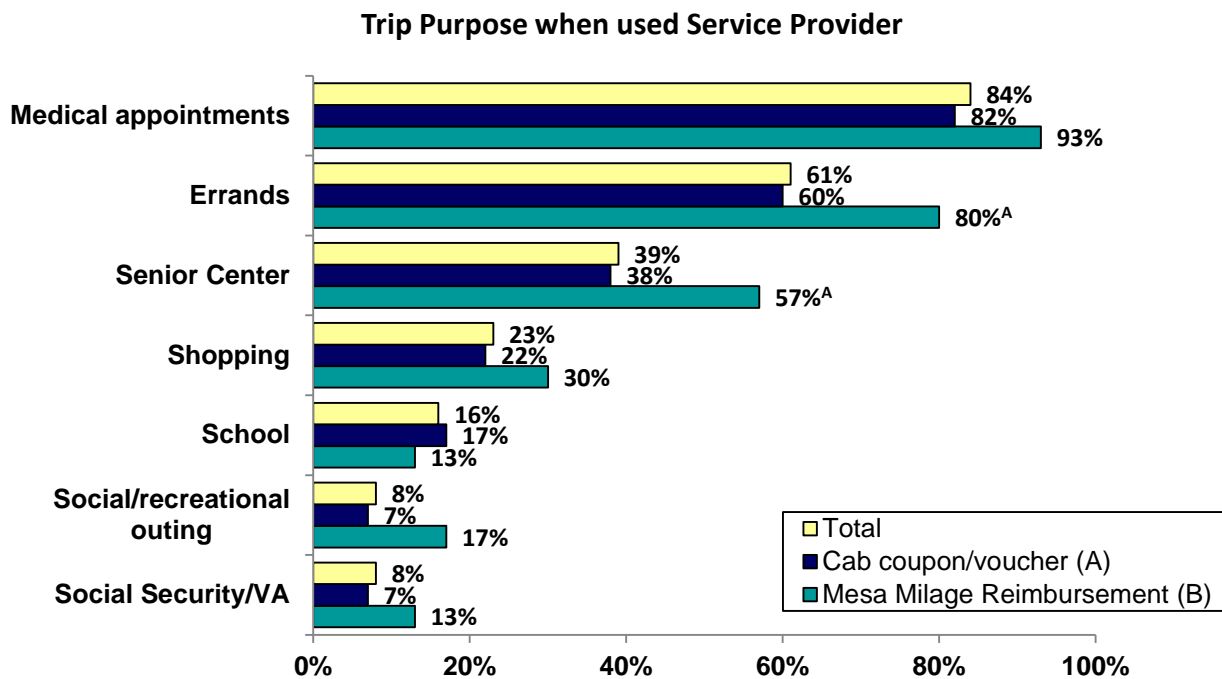
Table 1a: How Learned about Cab Coupon/Voucher – by Provider

Source	East Valley Coupons for Cabs (n=82) (A)	Phoenix Senior Cab (n=117) (B)	Scottsdale Cab Connection (n=66) (C)
Friend/neighbor	45%	36%	46%
Presentation at meeting place	28	20	44 ^{AB}
Dial-a-Ride	16	14	-
Cab driver/discount cab	7	2	-
Advertising	5	21 ^{AC}	4
Senior center	5	1	4

B. Alternative Services Trip Purpose

The most frequently mentioned trip purpose among those using the cab coupon/voucher program were *medical appointments* (82%), *errands* (60%), and *senior center* (38%).

Participants in the Mesa Mileage Reimbursement program had the same top three trip purposes, but there were more participants using the program for *errands* (80%) and visiting a *senior center* (57%) than the cab coupon/voucher participants.



Where do you go when you use the _____ service?
 Total n=303, Cab coupon/voucher: n=272, Mesa Mileage Reimbursement: n=30

For the users of all three Cab providers (East Valley, Phoenix, and Scottsdale), the three most frequently mentioned trip purposes were *medical appointments*, *errands*, and *senior center*.

Like the Cab users, the most common trip purpose for Dial-A-Ride users was *medical appointments*, though at a lower level than Cab users. Dial-A-Ride riders were more likely than Cab users to have *shopping* and *social/recreational outing* as their trip purpose and less likely to be running errands.

Table 2a: Trip Purpose when used Coupons/Voucher – by Provider/DAR

Purpose	East Valley Coupons for Cabs (n=88) (A)	EVDAR Chandler, Gilbert, Mesa, Tempe (n=455) (B)	Phoenix Senior Cab (n=116) (C)	Phoenix DAR (n=548) (D)	Scottsdale Cab Connection (n=68) (E)	EVDAR Scottsdale (n=111) (F)
Medical appointments	88% ^B	52%	78% ^D	59%	84% ^F	51%
Errands	74 ^{BCE}	9	53 ^D	10	52 ^F	10
Senior Center	41	-	33	-	41	-
Shopping	17	30 ^A	22	36 ^C	29	40
School	14 ^B	3	14 ^D	4	26 ^{ACF}	4
Social/recreational outing	4	16 ^A	6	25 ^C	13	32 ^E
Social Security/VA	8 ^B	*	9 ^D	2	4	-

* Less than .5%

Note: Statistical significance calculated comparing the alternative service areas (A, C, and E) *and* alternative services vs. Dial-A-Ride (A and B, C and D, E and F).

C. Other Transportation Methods Used

Family and friends are the next most common source for transportation other than the alternative service used (67%). This is true for users of all three alternative services programs.

DAR (22%), *walking* (20%), and *VM bus/light rail* (18%) followed, mentioned at much lower levels. These methods were mentioned at similar levels by users of all three alternative services, with one exception. There were not any users of RMT who said they use *VM bus/light rail*.

Table 3a: Other Transportation Methods Used – by Service Provider

Transportation Method	Total (n=311)	Cab coupon/ voucher (n=266) (A)	Recurring Medical Trips (n=17) (B)	Mesa Mileage Reimburse- ment (n=28) (C)
Family/friends	67%	66%	76%	68%
DAR	22	21	18	25
Walk	20	20	12	21
VM bus/light rail	18	20	-	21
Drive self	15	16 ^C	12	4
Taxi (w/o coupons)	15	14	18	21
Community van	10	10	-	14

Q3. Other than the _____ service, what other transportation do you use?

The other transportation methods used were similar for users of the three cab providers. The exceptions were EV Coupons for Cabs users, who were more likely to say they rely on *family/friends* and are less likely to *drive themselves*, and Scottsdale Cab Connection users, who were less likely to say they use *DAR*.

Table 3b: Other Transportation Methods Used – by Cab Provider

Transportation Method	East Valley Coupons for Cabs (n=82) (A)	Phoenix Senior Cab (n=120) (B)	Scottsdale Cab Connection (n=64) (C)
Family/friends	78% ^B	58%	67%
DAR	33 ^C	21 ^C	8
Walk	18	21	22
VM bus/light rail	22	19	17
Community van	15	9	6
Taxi (w/o coupons)	8	17	16
Drive self	6	20 ^A	22 ^A

D. Transportation Method Would Use if Alternative Services Unavailable

Almost half (46%) of all users of alternative services indicated they *would not have been able to go* to their destination if the service/program were not available. This figure was higher for those using the Mesa Mileage Reimbursement program (77%).

Four in ten (42%) alternative services users said they would have turned to *family/friends* if their alternative service option were not available, followed by one in five (22%) who said they would have taken a *taxi* (without coupons).

Table 4a: Transportation Method Used if Alternative Services Unavailable – By Service Provider

Transportation Method	Total (n=319)	Cab coupon/voucher (n=271) (A)	Recurring Medical Trips (n=18) (B)	Mesa Mileage Reimbursement (n=30) (C)
Could not go	46%	42%	44%	77% ^{AB}
With family/friends	42	43	39	30
Taxi (w/o coupons)	22	23	17	13
DAR	17	17	33	13
VM bus/light rail	10	12	-	-
Walk	7	8	6	3
Drive self	5	6	6	-
Community van	4	5	-	-

Q4: Thinking about the last trip you made using _____ service/program, if you had not used the _____ service/program, how would you have traveled if the _____ were not available?

A greater percentage of East Valley Coupons for Cabs users appear to have alternatives to that service, compared with Phoenix Senior Cab users (*community van*) and Scottsdale Cab Connection (*DAR, walking, community van*).

Comparing alternative services users with DAR users, the primary difference was that alternative service users were more likely to name a variety of options if their transportation option had been unavailable, whereas the Dial-A-Ride users mentioned fewer options. Dial-A-Ride users did not mention *walking* or a *community van*, and only a very few mentioned *driving themselves*.

**Table 4b: Transportation Method Used if _____ Service Unavailable
– By Cab Provider/DAR**

Transportation Method	East Valley Coupons for Cabs (n=87) (A)	EVDAR Chandler, Gilbert, Mesa, Tempe (n=455) (B)	Phoenix Senior Cab (n=116) (C)	Phoenix DAR (n=548) (D)	Scottsdale Cab Connection (n=68) (E)	EVDAR Scottsdale (n=111) (F)
Could not go	48%	39%	36%	39%	46%	34%
With family/friends	49	27	40	22	41	21
Taxi (w/o coupons)	16	6	28 ^A	8	23	12
DAR	25 ^E	NA	15	NA	8	NA
VM bus/light rail	9	6	15	9	11	7
Walk	12 ^E	-	8 ^E	-	2	-
Drive self	3	*	7	1	6	-
Community van	12 ^{CE}	-	2	-	2	-

* Less than .5%

Note: Statistical significance calculated comparing the alternative service areas (A, C, and E) and alternative services vs. DAR (A and B, C and D, E and F).

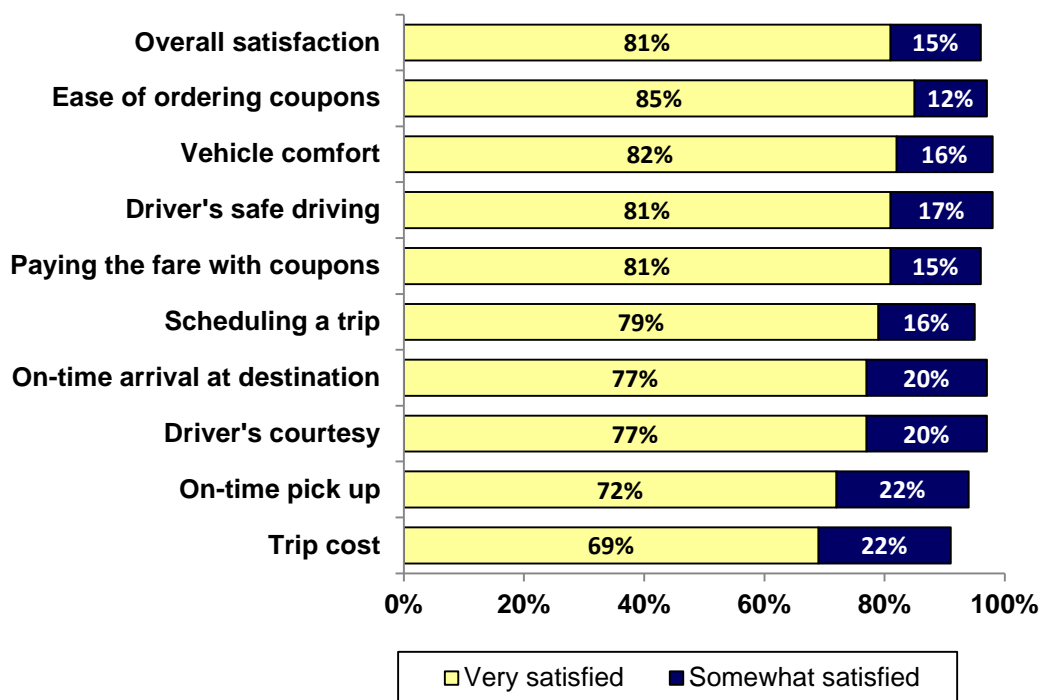
III. Service Satisfaction Levels & Prepaid Card Interest

A. Satisfaction with Alternative Services Related Attributes

Satisfaction with the alternative services programs was very strong. About eight in ten participants indicated they were *very satisfied* with the majority of the program attributes evaluated. For all of the transportation related attributes, at least nine in ten respondents said they were *very satisfied/satisfied*.

Users were most likely to be “very satisfied” with the *ease of ordering coupons*. The two lowest rated attributes were *on-time pick up* and *trip cost*. The level of *very satisfied* ratings was similar for both, with approximately seven in ten respondents indicating this highest level of satisfaction.

Satisfaction with Service Provider



In general, how satisfied are you when you use the _____ service/program?
 Sample size varies by question, ranging from 301-314.

Cab coupon/voucher and Mesa Mileage Reimbursement participants provided similar satisfaction ratings for the transportation attributes. RMT users indicated a higher level of satisfaction on eight of the ten attributes higher than did the other two user segments, with 100% indicating they were very/somewhat satisfied; it is highly unusual, even with a small sample size, for all users to report a high level of satisfaction with a service.

Table 4a: Satisfaction with Service Provider

	Total (n=301-314)	Cab coupon/ voucher (n=257-269) (A)	Recurring Medical Trips (n=17-18) (B)	Mesa Mileage Reimburse- ment (n=27-29) (C)
% Very/somewhat satisfied				
Overall satisfaction	96%	96%	100%^A	96%
Driver's safe driving	98	97	100 ^A	96
Vehicle comfort	98	97	100 ^A	96
Driver's courtesy	97	97	100 ^A	96
Ease of ordering coupons	97	97	100 ^A	93
On-time arrival at destination	97	97	94	96
Paying the fare with coupons	96	96	100 ^A	97
Scheduling a trip	96	96	100 ^A	89
On-time pick up	94	94	89	92
Trip cost	91	90	100 ^A	96

Only three of the ten attributes also were evaluated by DAR users. Two of the attributes, *driver's safe driving* and *driver's courtesy*, were rated with the same high level of satisfaction as the cab users. However, all three DAR segments were less satisfied with *vehicle comfort* than the cab users in the same geography.

Table 4b: Satisfaction with Transportation Service – by Cab Provider/DAR

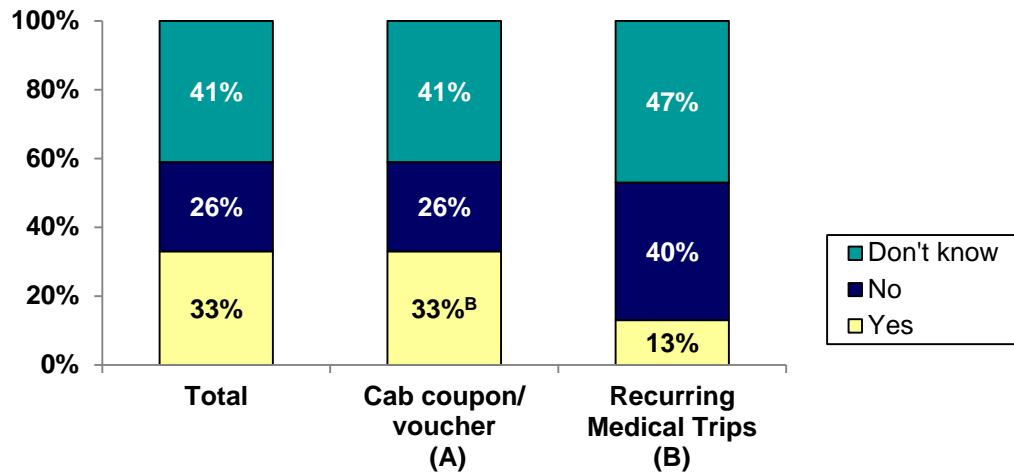
	East Valley Coupons for Cabs (n=80-83) (A)	EVDAR Chandler, Gilbert, Mesa, Tempe (n=455) (B)	Phoenix Senior Cab (n=116) (C)	Phoenix DAR (n=548) (D)	Scottsdale Cab Connection (n=68) (E)	EVDAR Scottsdale (n=111) (F)
% Very/somewhat satisfied						
Driver's safe driving	98%	96%	98%	96%	97%	96%
Driver's courtesy	98	96	97	97	97	96
Vehicle comfort	95 ^B	88	99 ^D	82	96 ^F	87

Note: Statistical significance calculated comparing the alternative service areas (A, C, and E) and alternative services vs. Dial-A-Ride (A and B, C and D, E and F).

B. Interest in Prepaid Card

One-third of cab coupon/voucher users (33%) expressed interest in a prepaid card, while slightly more than one in ten (13%) of RMT users were interested. Four in ten respondents, however, said they did not know if they were interested in the prepaid card. Since respondents were not given any details about the prepaid card, it is possible these respondents felt they needed more information about the card before they could say whether or not they were interested.

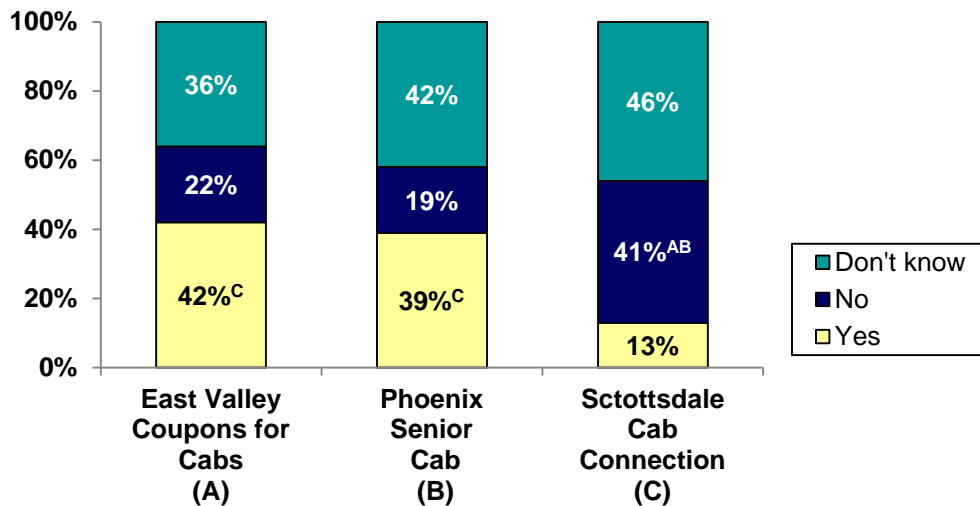
Interest in Prepaid Card - By Service Provider



Instead of _____, would you be interested in using a pre-paid card payment system when boarding?
 Total n=284, Cab coupon/voucher: n=269; Recurring medical trips: n=15

Among cab coupon/voucher users, the East Valley and Phoenix users were more interested in the prepaid card than were the Scottsdale users (42% and 39% vs. 13%, respectively).

Interest in Prepaid Card - By Cab/Voucher Provider

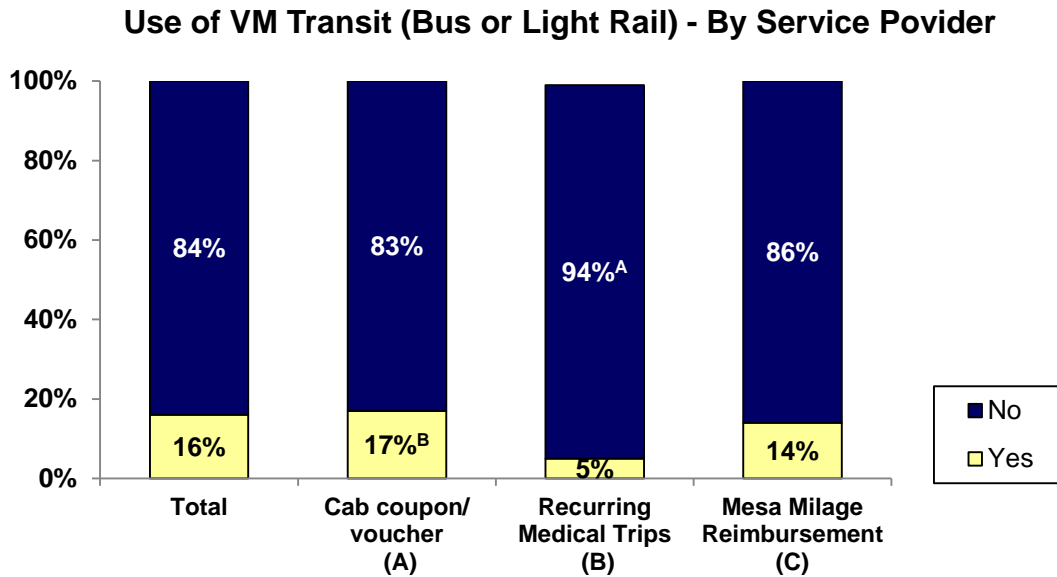


East Valley Coupons for Cabs n=81, Phoenix Senior Cab: n=120, Scottsdale Cab Connectio: n=68

IV. Usage of Valley Metro Fixed-Route Transit

A. Use Bus or Light Rail

In total, one in six participants (16%) indicated they use Valley Metro transit, either a bus or light rail. RMT participants are less likely to indicate they use VM transit than cab coupon/voucher participants (5% vs. 17%, respectively).



Do you use the Valley Metro transit (large bus or Metro Light Rail) service?
 Total n=312, Cab coupon/voucher: n=265, Recurring Medical Trips: n=18, Mesa Mileage Reimbursement: n=29

Dial-A-Ride riders in all three areas (EV, Phoenix, and Scottsdale) were more likely to indicate ridership of VM transit than alternative services users in the same areas.

Table 5a: Use of VM Transit (Bus or Light Rail) – By Cab Provider/DAR

	East Valley Coupons for Cabs (n=82) (A)	EVDAR Chandler, Gilbert, Mesa, Tempe (n=455) (B)	Phoenix Senior Cab (n=116) (C)	Phoenix DAR (n=548) (D)	Scottsdale Cab Connection (n=68) (E)	EVDAR Scottsdale (n=111) (F)
% Yes	12%	28% ^A	20%	29% ^C	18%	31% ^E

Note: Statistical significance calculated comparing the alternative service areas (A, C, and E) and alternative services vs. Dial-A-Ride (A and B, C and D, E and F).

B. Reasons for Not Using Bus or Light Rail

The most frequently mentioned reason for not using VM transit was that it is *too far to walk to reach the service*, mentioned by more than half of cab coupon/voucher users (58%) and more than four in ten RMT (44%) and Mesa Mileage Reimbursement users (43%).

The next two most frequently mentioned reasons were related to physical limitations: *disability prevents use* and *can't ride bus/light rail without assistance* (48%/36% of all non-users, respectively).

Table 6a: Reasons for not Using Bus/Light Rail – By Service Provider

Reasons	Total (n=244)	Cab coupon/ voucher (n=207) (A)	Recurring Medical Trips (n=16) (B)	Mesa Mileage Reimburse- ment (n=21) (C)
Too far to walk	56%	58%	44%	43%
Disability prevents use of bus/light rail	48	45	62	71 ^A
Can't ride bus/light rail w/o assistance	36	35	25	57 ^{AB}
Too many transfers	19	20 ^B	6	14
Don't know how to ride bus/light rail	18	19 ^C	19	5
Afraid to ride bus/light rail	11	11	6	10
Use a wheelchair	5	4	12	5

Why don't you use large Valley Metro buses or Metro Light Rail?

The reasons cab coupon/voucher participants gave for why they do not use bus/light rail were also mentioned by Dial-A-Ride users, but at much lower levels. As noted above, the most frequently mentioned reason cab coupon/voucher users gave was that it was *too far to walk*. Between 55%-62% of cab coupon/voucher users gave this reason, compared with 19%-28% of Dial-A-Ride riders.

One difference where Dial-A-Ride users had a higher percentage of mentions compared with cab coupon/voucher users was *use a wheelchair* (17%-30% for Dial-A-Ride users, vs. 1%-6% for the cab coupon/voucher users).

Table 6b: Reasons for not Using Bus/Light Rail – By Cab Provider/DAR

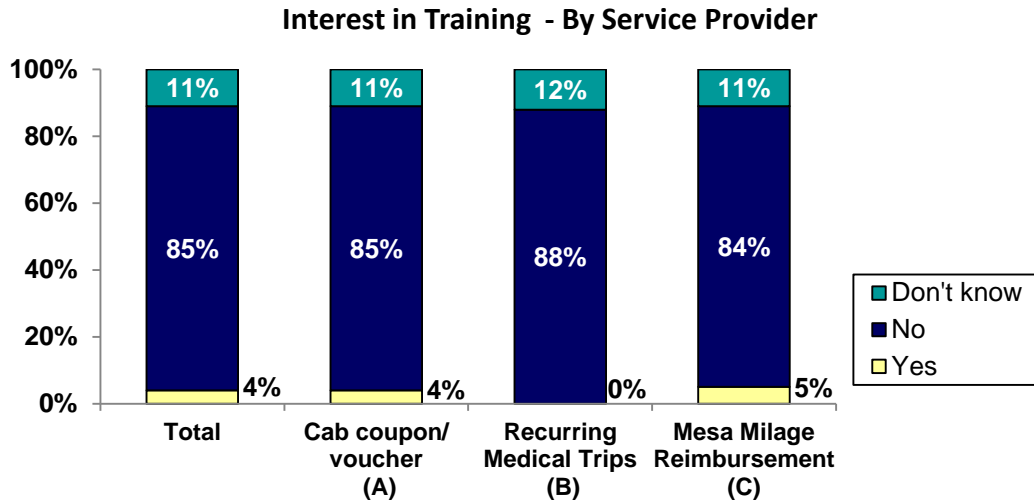
Response	East Valley Coupons for Cabs (n=69) (A)	EVDAR Chandler, Gilbert, Mesa, Tempe (n=324) (B)	Phoenix Senior Cab (n=88) (C)	Phoenix DAR (n=379) (D)	Scottsdale Cab Connection (n=50) (E)	EVDAR Scottsdale (n=75) (F)
Too far to walk	55% ^B	19%	58% ^D	25%	62% ^F	28%
Disability prevents use of bus/light rail	48 ^B	12	41 ^D	19	48 ^F	9
Can't ride bus/light rail w/o assistance	36 ^B	12	35 ^D	11	32 ^F	5
Too many transfers ¹	23 ^B	4	18 ^D	4	20 ^F	3
Don't know how to ride bus/light rail	26	-	16	-	14	-
Afraid to ride bus/light rail	13	10	14 ^E	7	4	9
Use a wheelchair	1	25 ^A	6	30 ^C	6	17 ^E

¹ Dial-A-Ride data also includes 'takes too long' and 'doesn't run when I need it'.

Note: Statistical significance calculated comparing the alternative service areas (A, C, and E) and alternative services vs. Dial-A-Ride (A and B, C and D, E and F).

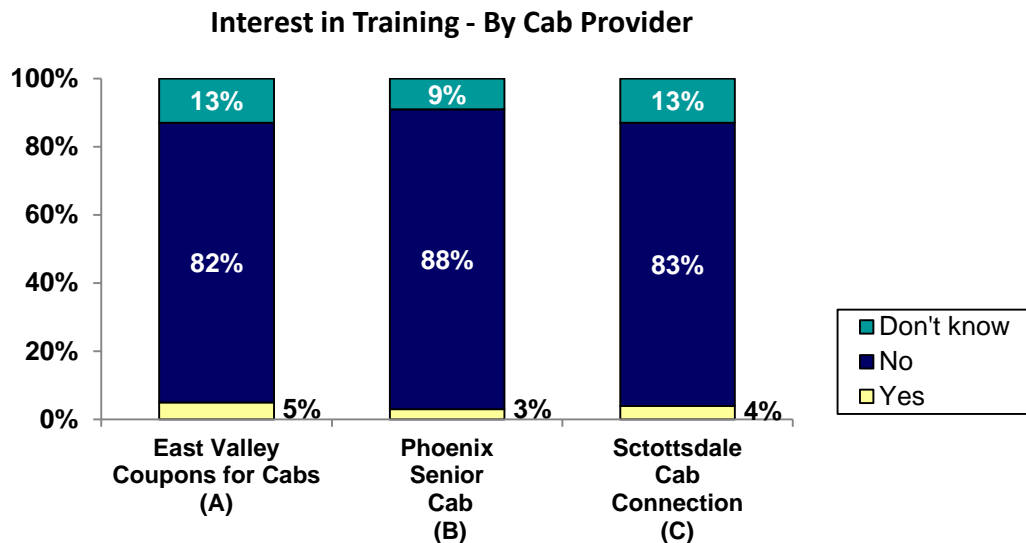
C. Interest in Training on Use of Public Transit

Regardless of the customer segment, there was minimal interest in receiving training on how to use public transit among those who currently are not using it. Overall, only 4% said they were interested.



Are you interested in receiving training from Valley Metro on how to use public transit?

Base: Don't use VM transit. Total n=231, Cab coupon/voucher: n=196, Recurring Medical Trips: n=16, Mesa Mileage Reimbursement: n=19



Base: Don't use VM transit. East Valley Coupons for Cabs n=62, Phoenix Senior Cab: n=86, Scottsdale Cab Connection: n=48

APPENDIX A – Questionnaire

[Alternative Services] SURVEY

We need your help! We are conducting a survey about the **ALTERNATIVE** service that you use. Completing this questionnaire is not required, but your answers will help improve transportation services. If you have any questions about the survey, please call Mark Gauzens of WestGroup Research at 602-707-0050. Your answers are completely confidential and cannot be traced back to you in any way because we do not ask for your name. Your responses will be grouped together with a regional sample. It will take you about 5 minutes to answer these questions. You may ask someone else to help you record your answers.

This part of the survey asks you about your use of the **ALTERNATIVE service.**

1. How did you learn about this **ALTERNATIVE service? (Check all that apply)**

- Friend/Neighbor
- Dial-a-Ride
- Advertising
- A presentation in a meeting place such as a senior center, local library, etc.
- Other (Please specify) _____

2. Where do you go when you use the **ALTERNATIVE service? (Check all that apply)**

- | | |
|---|--|
| <input type="checkbox"/> Medical Appointments | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Social Security / Veteran's Administration | <input type="checkbox"/> Errands |
| <input type="checkbox"/> Work | <input type="checkbox"/> Senior Center |
| <input type="checkbox"/> Other (Please Specify) _____ | <input type="checkbox"/> School |
| | <input type="checkbox"/> Religious Service |

3. Other than the **ALTERNATIVE service, what other transportation do you use? (Check all that apply)**

- | | |
|---|---|
| <input type="checkbox"/> _____ Dial-a-Ride | <input type="checkbox"/> Drive self |
| <input type="checkbox"/> Ride with family or friends | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Valley Metro bus or light rail service | <input type="checkbox"/> Use taxi (without coupons) |
| <input type="checkbox"/> Other (Please specify) _____ | <input type="checkbox"/> Community Van |

4. Thinking about the last trip you made using the **ALTERNATIVE program, how would you have traveled if the **ALTERNATIVE** service were not available?**

- | | |
|---|---|
| <input type="checkbox"/> Dial-a-Ride | <input type="checkbox"/> Drive self |
| <input type="checkbox"/> Ride with Family or Friends | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Valley Metro bus service or light rail service | <input type="checkbox"/> Use taxi (without coupons) |
| <input type="checkbox"/> Could not have gone | <input type="checkbox"/> Community Van |
| <input type="checkbox"/> Other (Please specify) _____ | |

Questions about your experience with the ALTERNATIVE service

5. In general, how satisfied are you when you use the ALTERNATIVE service? (RATE ALL)

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
(a) Ease of ordering Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Paying the fare with the Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Cost of trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Scheduling a trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) On time pick up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) On-time arrival to where I am traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Vehicle comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) Driver's safe driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) Driver's courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Overall satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Instead of taxi coupons, would you be interested in using a pre-paid card payment system when boarding? Pre-paid cards are purchased by the customer with a specified value and are used to pay for taxi service. When the value of the card has been used up, the card can be replenished either by phone or mail.

- Yes No Don't Know

This part of the survey asks you about your general experiences with Valley Metro transit service

7. Do you use the Valley Metro transit (large bus or Metro Light Rail) service?

- Yes No (If yes, go to Question 10)

8. IF NO IN Q7: Why don't you use large Valley Metro buses or Metro Light Rail? (check all that apply)

- Too far to walk to a bus stop or light rail station/no buses or light rail where I live
- Too many transfers required to get to my destination
- Don't know how to ride the bus or light rail
- Can't ride the bus or light rail without assistance
- Afraid to ride the bus or light rail
- My disability prevents me from using the bus or light rail service
- Other (Please Specify) _____

9. **IF NO IN Q7: Are you interested in receiving training from Valley Metro on how to use public transit?**

Yes No Don't Know

IF YES in Q9: Would it be okay for Valley Metro to contact you about this training?

Yes No

IF YES: Please provide your contact information:

NAME: _____ **Phone:** _____

This final section of the survey asks some background questions about you.

10. **What is your gender?**

Male Female

11. **In what year were you born?**

19 _____

12. **In which category below does your total annual household income fall?**

- Less than \$10,000
- \$10,000-\$14,999
- \$15,000-\$19,999
- \$20,000-\$39,999
- \$40,000-\$60,000
- Over \$60,000

13. **Please use the space below for additional comments**

Thank you very much!