

## Issue Brief: Quarterly Customer Satisfaction Report

Meeting: **Board of Directors**

Meeting Date: **August 15, 2019**

**Information Type:** Other

### **Recommended Action(s):**

Receive as CEO Operational Update

### **Prior Relevant Board Actions and Policies:**

- 2.11.1.5 CEO shall not...Let the Board be unaware of...operational... [and] customer satisfaction metrics...
- Appendix A: Informational Reports schedule specifies Quarterly Customer Satisfaction and Service Performance reports in Nov, Feb, May, Sept

### **Issue Summary:**

The Quarterly Customer Satisfaction Report provides comprehensive information on Fixed Route, Paratransit, and Vanpool services offered between April to June, FY 2020.

### **Background:**

The Board requires this report to be submitted and reviewed by the Service Committee. (Policy 3.7.4b) prior to its review.

### **Impacts of Recommended Action(s):**

- **Budgetary/Fiscal:** NA
- **Social:** NA
- **Environmental:** NA
- **Governance:** Board policies (1.0, 2.1, 2.4, 2.5, & 3.7.4)

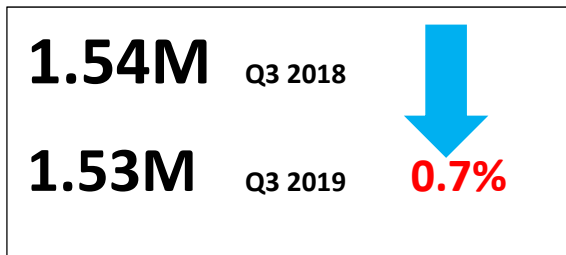
### **Attachments:**

- Highlights Brief
- FY 2019 Q2 Satisfaction and Service Report
- Glossary of Terms

## Service and Satisfaction Report Highlights

4/1/2019 to 6/31/2019

### Fixed Ridership



Ridership had a 0.7% decrease from quarter to quarter. This resulted due to a decrease in boardings per revenue hour of 4.2%. The percentage change in ridership may be attributed to construction and community event detours that create disruption to services during this time of the year.

### Safety

The quarter to quarter trend in preventable collisions and incidents has improved by 0.5%. That means that, in comparison to last quarter, we prevented 1 more collision or incident for every 1,000 miles.

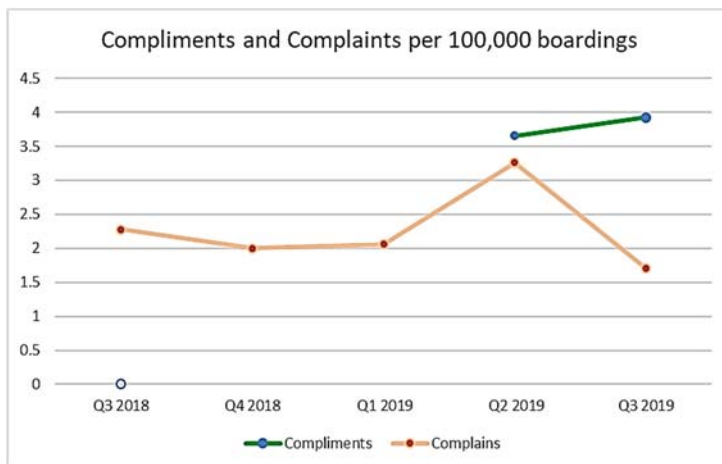
### Fixed Route: On-Time Performance

We continue to track the new metric focused on how many *passengers* are on an on-time bus. This factor is the same as last year.

A more comprehensive set of solutions will be part of the outcome of the long-range plan, as presented by Planning and Innovation team.

**75%** of our passengers are on time

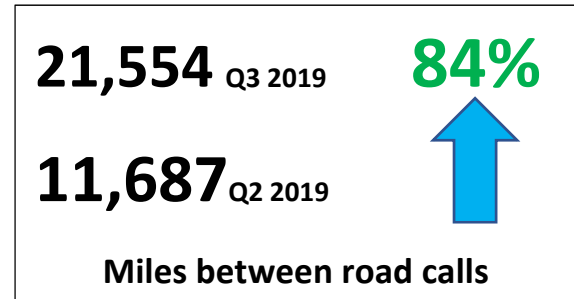
### Fixed Route: Complaints & Compliments



Last quarter, I introduced a new metric for Fixed Route -tracking the number of compliments per 100,000 boardings. Since then, compliments are up by 7%. 100% of all complaints received are investigated and appropriate action taken. Since the same quarter last year, complaints have reduced by 26.1%. That means there has been 6 fewer complaints for every 10,000 boardings within that time frame.

**Fixed Route: Bus Condition & Road Calls**

The bus condition statistic has improved from last quarter yet again, and 19.5% better than a year ago. I would like to congratulate Anthony Sclafani, Service Crew Supervisor and Candace Moore, Fleet Manager on continuously getting the numbers up. After updating the way we define and report miles between road calls to match FTA's requirements, we have seen 84% increase in the miles reported between road calls from last quarter.

**Paratransit: Ridership**

Paratransit ridership increased by 16% compared to same quarter last year. Senior trips had a 21% decrease while ADA trips saw 20% increase. On time performance was 97% which though high, was 1% lower than Q3 last year. ADA service denials per boarding were at 0.18%. This was a decrease from the previous two quarters where 0.28% of ADA service requested were denied.

We also had a small increase in complaints and a decrease in on-time performance. Fortunately, these are issues that are on the work plan to be addressed.

**Vanpool**

Vanpool ridership has decreased by 3.4% since the same quarter last year but has seen 2% increase since the previous quarter. The passenger miles per traveler has increased by 0.2%. We are currently at 105 vanpools which is 5 vanpools away from our year-end target.



# FY2019 Q3

## FY 2019 Q3 Satisfaction and Service Report

### Service: Fixed Route (Local + ExpressRide)

End/Outcome	Measure	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	Q to Q Trend	Target
<b>Ridership</b>	Boardings	<b>1,539,552</b>	1,647,843	1,701,224	1,533,512	<b>1,529,005</b>	-0.7%	> last yr Q
<b>Satisfaction</b>	User Surveys (every 2 years)	<b>5.92</b>						> 5
<b>Safe</b>	Preventable accidents + pass. Injuries/ 100,000 miles	<b>2.01</b>	1.91	2.1	1.65	<b>2</b>	-0.5%	< 3.5
	% bus stops compliant with industry standards (TCRP)							
<b>Reliable</b>	On-time Performance (within 0-5 min at timepoints)	<b>85.30%</b>	82.80%	73.30%	78.00%	<b>77.00%</b>	-9.7%	90%
	% passengers on an on-time bus	<b>75%</b>	72%	72%	76%	<b>75%</b>	0.0%	
	Miles between road calls	<b>22,512</b>	20,063	N/A	11,687	<b>21,554</b>	-4.3%	
<b>Courteous</b>	Complaints per 100,000 boardings	<b>2.3</b>	2	2.1	3.3	<b>1.70</b>	-26.1%	
	Compliments per 100,000 boardings				3.7	<b>3.9</b>		
<b>Comfortable</b>	% of qualifying, possible bus stops with shelters	<b>88%</b>	90%	90%	90%	<b>90%</b>	2.3%	
	Condition, cleanliness of bus: % buses scoring 80+/100	<b>77%</b>	78%	80%	84%	<b>92%</b>	19.5%	>80%
<b>Eff. Stewardship</b>	Boardings per Revenue Hour	<b>22.2</b>	23.6	23.6	22	<b>21</b>	-4.2%	>25
	Cost per Revenue Hour (note: cumulative over yr.)	<b>\$110.34</b>	\$107.07	\$114.65	N/A	<b>112.53</b>	-2.0%	

### Service: Paratransit

End/Outcome	Measure	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2020 Q3	Q to Q Trend	Target
<b>Access</b>	<b>ADA Service Denials/ ADA Boardings</b>	<b>0.15%</b>	0.07%	0.28%	0.28%	<b>0.18%</b>	19.1%	"no pattern"
<b>Ridership</b>	ADA Trips	<b>29,815</b>	29,609	29,327	29,760	<b>35,837</b>	20.2%	
	Senior Trips	<b>3,362</b>	2,604	3,159	3,386	<b>2,649</b>	-21.2%	
	Total ADA and Senior Trips	<b>33,177</b>	32,213	32,486	33,146	<b>38,486</b>	16.0%	
	<b>ADA Boardings/Capita</b>	<b>0.13</b>	0.13	0.13	0.13	<b>0.16</b>	20.6%	



# FY2019 Q3

<b>Reliable</b>	On-time Performance (% within 30 min Service Window)	<b>98%</b>	97%	97%	96%	<b>97%</b>	-1.0%	97%
<b>Courteous</b>	% of Complaints/Boardings	<b>0.05%</b>	0.03%	0.03%	0.05%	<b>0.08%</b>	55.9%	< 0.50% trips
<b>Convenient</b>	Avg on hold time Advance Reservations							
	Avg on hold time Same-Day Reservations							
<b>Stewardship</b>	Boardings per Revenue Hour	<b>1.46</b>	1.45	1.41	1.53	<b>1.53</b>	4.8%	
	Cost/Boarding	<b>\$34.89</b>	\$35.84	\$36.94	\$37.37	<b>\$ 34.07</b>	-2.4%	

## Service: Vanpool

End/Outcome	Measure	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2020 Q3	Q to Q Trend	Target
<b>Ridership</b>	# of vanpools (at end of Q)	<b>109</b>	107	104.7	103.3	<b>105.33</b>	-3.4%	110 by yr end
	# of rider trips taken	<b>60,754</b>	58,316	59,467	59,698	<b>59,873</b>	-1.5%	
<b>Alt to Auto</b>	Avg Monthly Fuel Cost to User	<b>\$33.95</b>	\$34.33	\$30.39	\$28.62	<b>\$32.75</b>	-3.5%	
	Avg monthly passenger miles/traveler	<b>1,115</b>	1,099	1,102	1,124	<b>1,117</b>	0.2%	
<b>Stewardship</b>	Subsidy per passenger trip (Federal)	<b>\$3.01</b>	\$3.17	\$2.97	\$2.92	<b>\$2.92</b>	-3.0%	
	Passenger miles/gallon	<b>93</b>	92	90.8	90.4	<b>89.70</b>	-3.5%	

## Quarterly Satisfaction and Service Report: Guide to Terms

### **Boardings** (“Unlinked Passenger Trips,” a Transit industry standard metric)

The number of passengers who board public transportation vehicles. Passengers are counted each time they board a vehicle no matter how many vehicles they use to travel from their origin to their destination. Also reported to National Transit Database.

### **Per Capita in Service Area.**

Population that lives in the AAATA service area, calculated using census tracts (retrospective measure). Also reported to National Transit Database.

### **Preventable accidents and Passenger Injuries.**

Total number of accidents that have been judged to be preventable and any passenger injuries. Serious accidents and all injuries are reported to National Transit Database.

### **On-time performance.**

Percentage of buses that leave scheduled timepoints within 0-5 minutes past the posted schedule. Transit industry standard metric.

### **Miles between Road Calls.**

The average number of times a bus must be taken out of service because of equipment issues, divided by how many miles the fleet has run. Transit industry standard metric.

### **Complaints**

A complaint is when a customer or non-customer communicates to AAATA that something is unsatisfactory or unacceptable. All complaints are looked into and referred to appropriate staff.

### **Bus Stops with Shelters**

AAATA, based on the industry standard, puts shelters at stops that have an average of 50 or more riders per weekday. A bus stop is considered to meet these standards if there is

- An AAATA shelter
- An alternative shelter is in close proximity to the stop making an AAATA installation redundant.

Only shelters that *may* be possible are included in the metric. Not included are several 50+ rider/day bus stops where a stop is not currently possible because property owners have declined to grant an easement (3%) or there is insufficient space in dense, downtown areas (13%).

### **Condition of Vehicle**

The image of the transit system, including the condition of the transit vehicles, is an important factor in determining user satisfaction. The 100-point system is aligned with industry study: Climate Control (20), Interior Cleanliness (30), Exterior Cleanliness (10), Repair of Seats (20), Interior Lighting (10), General Repair (10).