E&D Rider Satisfaction Survey

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• The older Vermonters population continues to grow and demand for transportation services increases, yet transportation resources have remained stagnant.

• Changing population demographics: By 2030, it is estimated that 1 in 4 Vermonters will be 65 years or older.

• Unmet need: Statewide it is estimated that the E&D program only reaches about 12% of eligible individuals.
Why Survey E&D Riders?

A safe, reliable, and multimodal transportation system that grows the economy, is affordable to use and operate, and serves vulnerable populations.

-VTrans Vision Statement
Methodology

Rider Feedback Loop

Results are shared back with constituents

Data collection methods are tailored to client context

Draw key insights from qualitative and quantitative analysis

Promotes actionable feedback

Feedback motivates course corrections

DESIGN

CLOSE LOOP

COLLECT

RESPOND

INTERPRET
What we asked…

**Benchmarked Questions:**
- How likely are you to recommend [service provider] to a friend or family member? (scale of 1-10)
- What does [service provider] do well? *open response*
- What could [service provider] do better? *open response*
- Overall, how well has [service provider] met your needs?
- How often staff at this organization treat you with respect?
- How easy it is for you to get services at [service provider]?

**Custom questions:**
- What would make it easier for you to utilize [service provider] transportation services?
- What type of vehicle do you prefer to use when utilizing [service provider] transportation services?
- The transportation [service provider] provides is important to maintain my health and well-being. (scale)
Response Rate

1,402 complete surveys over 5,818 unique riders*

Percent Surveys Completed
(out of total potential rider list per region)

- TWO-RIVERS/STAGECOACH: 31%
- SOUTHERN WINDSOR & WINDHAM/SEVT: 21%
- RUTLAND/MVRDTD: 36%
- LAMOILLE & NVDA/RCT: 18%
- NORTHWEST/GMT & CIDER: 20%
- CHITTENDEN/SSTA: 24%
- CENTRAL VERMONT/GMT: 23%
- BENNINGTON/GMCN: 21%
- ADDISON/ACTR: 33%
Who we heard from

Regional Variations

- Oldest respondents (Over 84) Stagecoach-Upper Valley 28%
- Youngest respondents (54 and under) GMT-Central Vermont 12%
- Oldest counties (% total population over age 80):
  - Essex
  - Bennington
  - Windsor
  - Orleans
Results

**Net Promoter Score**

- **Stagecoach**: 53
- **SSTA**: 60
- **SEVT**: 70
- **RCT**: 73
- **MVRTD**: 83
- **GMT-Washington Co.**: 47
- **GMT-Franklin Co.**: 76
- **GMCN**: 78
- **CIDER**: 73
- **ACTR**: 94

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[Image: First Annual VT E&D Summit July 10, 2020]

[Logo: Vermont Agency of Transportation]
The transportation [service provider] provides is important to maintain my health and well-being.

- Strongly agree: 58%
- Agree: 32%
- Neither agree nor disagree: 6%
- Disagree: 1%
- Strongly disagree: 4%

Responses 1,200
What would make it easier for you to utilize [service provider] transportation services? Select all that apply.

- Better information about what services are available: 350
- Easier scheduling and trip confirmation: 316
- Expand geographic area of service: 224
- Increase number of trips allowed: 315
- Other (please specify): 277
- None of the above: 289
Results

“Some printed information on services to have at hand.”

“Reliable pick up and drop off.”

“Shorter time for scheduling trips.”

“Personal (non-medical) appointments transport.”

“I have difficulty getting in some vehicles and could use some help sometimes. They are very busy and sometimes difficult to reach but they always phone back.”

“If my Dr. needs more time for me but the volunteer needs to leave!”

“Attitude - I did monthly doctors and groceries - not recently because of attitude when you call.”

“Have more transportation in "off" times - like after dark.”

“Reliable pick up and drop off.”
Overall, how well has [service provider] met your needs?

- Extremely well: 48%
- Very well: 39%
- Fairly well: 10%
- A little bit: 2%
- Not well at all: 1%

Results
The Agency of Transportation (VTrans) will work with Regional Planning Commissions, E&D Committees, and Transit Providers to continue the survey analysis and follow up.

• **Goal:** To foster the inclusion of older adults and persons with disabilities in transportation planning and design.

• **Vision:** By listening to E&D Riders about the quality of their experience, we believe that together we can better meet the needs of our constituents and get more impact from the state and local transit investment.

• **Desired Outcomes:**
  – Data on E&D program performance and E&D rider experience.
  – Support collaboration between RPC, E&D Committees, and transit providers.