



**Metro**

Metropolitan Transportation Authority

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**June 13, 2014**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY** *ATL*  
**CHIEF EXECUTIVE OFFICER**

**FROM: RUTHE HOLDEN** *RH*  
**CHIEF AUDITOR, MANAGEMENT AUDIT SERVICES**

**SUBJECT: RESULTS OF THE ACCESS SERVICES CUTOMER AND NON-USER  
SURVEYS AND TOWN HALL MEETINGS**

### ISSUE

In June 2013, the Board passed a motion instructing the CEO to conduct an independent review of Access Services. Bazilio Cobb Associates (BCA) was retained to perform the review. At the January 2014 Executive Management and Finance, Budget and Audit Committees, BCA presented their report and notified the Committees that they would return with the Customer Satisfaction Survey component in June 2014.

### DISCUSSION

At the direction of the Board, BCA performed 3 different customer surveys, 1) Access Services Customer Survey; 2) Access Services Non-User Survey; and 3) Metro Access Services Town Hall Meetings. This report summarizes the results of the 3 surveys.

#### Access Services Customer Survey

BCA conducted an independent survey of customers of Access Services that had actually used the service at least three times during the period of October 1, 2013 to March 31, 2014. The customer survey questionnaire was designed to obtain feedback on each of the key processes or functions that Access Services customers experience as part of using the service. Customers were asked to rate the quality of: reservations service; the trips or rides; immediate assistance service; and customer service. In addition, customers were asked whether they felt Access Services was improving, staying the same or getting worse. Open-ended questions were also included in the survey.

The following table summarizes the results of the Access Services Customer Survey.

**Table 1**

Summary of the Results of the Access Services Customer Survey

<b>Key Process or Function</b>	<b>Positive</b>	<b>Negative</b>
<b>Reservations Service</b>		
Length of Time to Make a Reservation	87%	13%
Clarity of the Agent's Voice	95%	5%
Helpfulness of the Agent	91%	9%
<b>Overall Quality</b>	<b>90%</b>	<b>10%</b>
<b>Trips or Rides</b>		
Condition of the Vehicle-Outside	98%	2%
Cleanliness of the Vehicle-Inside	98%	5%
Comfort of the Vehicle	91%	9%
Appearance of the Driver	97%	3%
Driver's Operation of the Vehicle	96%	4%
Helpfulness of the Driver	96%	4%
Driver's Sensitivity	95%	5%
<b>Overall Quality of Driver</b>	<b>95%</b>	<b>5%</b>
Personal Safety	97%	3%
<b>Overall Quality of Ride</b>	<b>93%</b>	<b>7%</b>
Arrival within 20 Minute Window	81%	19%

<b>Key Process or Function-continued</b>	<b>Positive</b>	<b>Negative</b>	
Driver Announced Vehicle Arrival	57%	43%	
On-Time to Destinations	80%	20%	
Enough Room for Comfort	90%	10%	
<b>Immediate Assistance Service</b>			
Have you Called for Immediate Assistance	36%	64%	
Length of Time to Complete Call	77%	23%	
Call Taker Helpfulness	80%	20%	
<b>Overall Quality of Service</b>	<b>77%</b>	<b>23%</b>	
Ability to Resolve Issues	77%	23%	
<b>Customer Service</b>			
Have you Called to make a Complaint/Commendation	32%	68%	
Length of Time to Complete Call	70%	30%	
Helpfulness of the Call Taker	75%	25%	
<b>Overall Quality of Service</b>	<b>72%</b>	<b>28%</b>	
Was your Complaint Resolved	56%	44%	
<b>Service improvement or Decline</b>	Improved 45%	Same 42%	Decline 13%

Access Services Non-User Survey

BCA also conducted an independent survey of individuals that were eligible to use Access Services but had not used it in the six month period of October 2013 to March 31, 2014. Since those surveyed had not taken a trip on Access Services for the past six months it was important to determine why they weren't using the service, whether they

were aware of the services provided by Access Services, and what forms of transportation they were using.

The following table summarizes the results of the Access Services Non-User Survey.

**Table 2**  
Summary of the Results of the Access Services Non-User Survey

<b>Key Process or Function</b>	<b>Positive</b>	<b>No Opinion</b>	<b>Negative</b>
<b>View of Service Provider</b>			
Access Services	75%	16%	9%
Convenience	91%	N/A	9%
Helpfulness	95%	N/A	5%
Cost	93%	N/A	7%
Overall Quality	95%	N/A	5%
MTA/Metro	65%	29%	6%
LADOT	48%	47%	5%

<b>Awareness of Subsidy Program</b>	<b>Aware</b>	<b>Unaware</b>
Metro Transit Pass Subsidy	25%	75%
Access Free Fare Program	57%	43%
Metro Reduced Fare Program	35%	65%
<b>Use of Subsidy Program</b>	<b>Used</b>	<b>Not Used</b>
Metro Transit Pass Subsidy	41%	59%

Access Free Fare Program	59%	41%
Metro Reduced Fare Program	44%	56%

<b>Reasons you have not used Access Services</b>	
Drive Myself or with Others	30%
Use Fixed Route Bus/Train	13%
Other	11%
No Need	11%
Access Card New or Expired	10%
No Time	7%
Unhappy with Access Service	6%
Illness	5%
No Money	4%
Use the Other Services	2%
Walking	2%
Issues with Access Services	1%
Don't Know How to Use	1%
Never Applied	1%

Metro Access Services Town Hall Meetings

As part of the independent review, BCA held six town hall meetings throughout L.A. County to engage in open discussion of the services provided by Access Services in their respective areas. The participants we asked to discuss the following topics and

address “What is Working Well and What is Not Working Well” when it comes to making a reservation, taking a trip, calling for immediate assistance, and calling to commend or complain.

The following table summarizes the comments from the Metro Access Service Town Hall Meetings.

**Table 3**

Summary of the Results of the Metro Access Services Town Hall Meetings

<b>Key Process or Function</b>	<b>Working Well</b>	<b>Not Working Well</b>
Making a Reservation	Expanded reservation hours, operators usually courteous	Lengthy hold times, dropped calls, rude operators, wide reservation window, ride sharing increases travel time significantly, calls returned to land-lines instead of mobile numbers.
Taking a Trip	Respectful and helpful attitudes of drivers,	Circuitous routing, being given a ‘no-show’ due to driver being in wrong location, Prius vehicles are too small to accommodate the disabled and service animals, poor maintenance
Calling for Immediate Assistance	Polite and accommodating operators	Long hold times
Calling to Commend or Complain		Response to complaints is inadequate
Other Comments	Thanked Metro for holding these meetings. Praised Access Services as a whole and are grateful for the Service.	Add weekend service to ‘land-locked’ Santa Clarita Region

**NEXT STEPS**

Access Services will further analyze the results of the three surveys and develop an action plan to address the concerns of the participants. Metro staff will follow-up to ensure that action is taken.