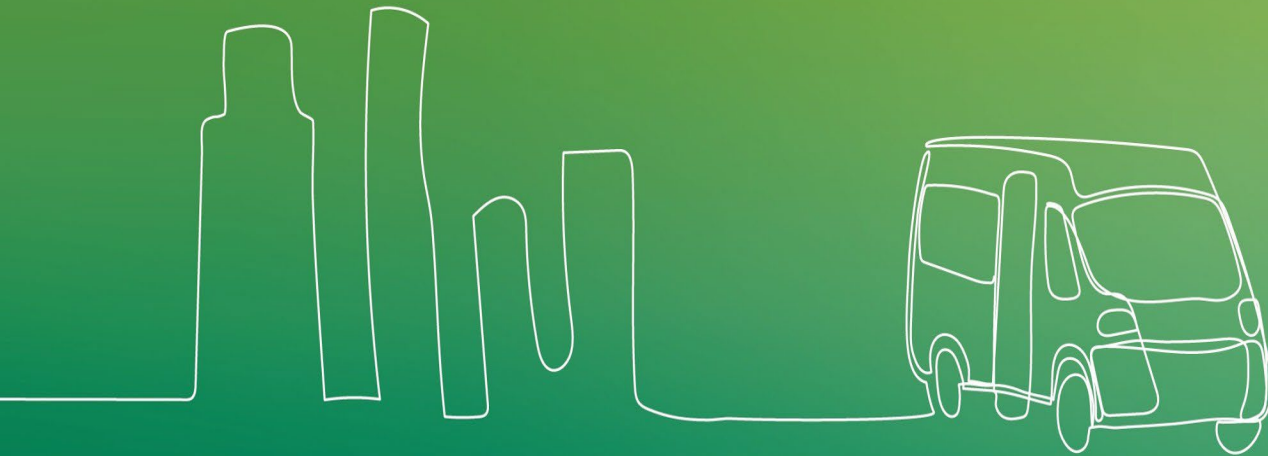


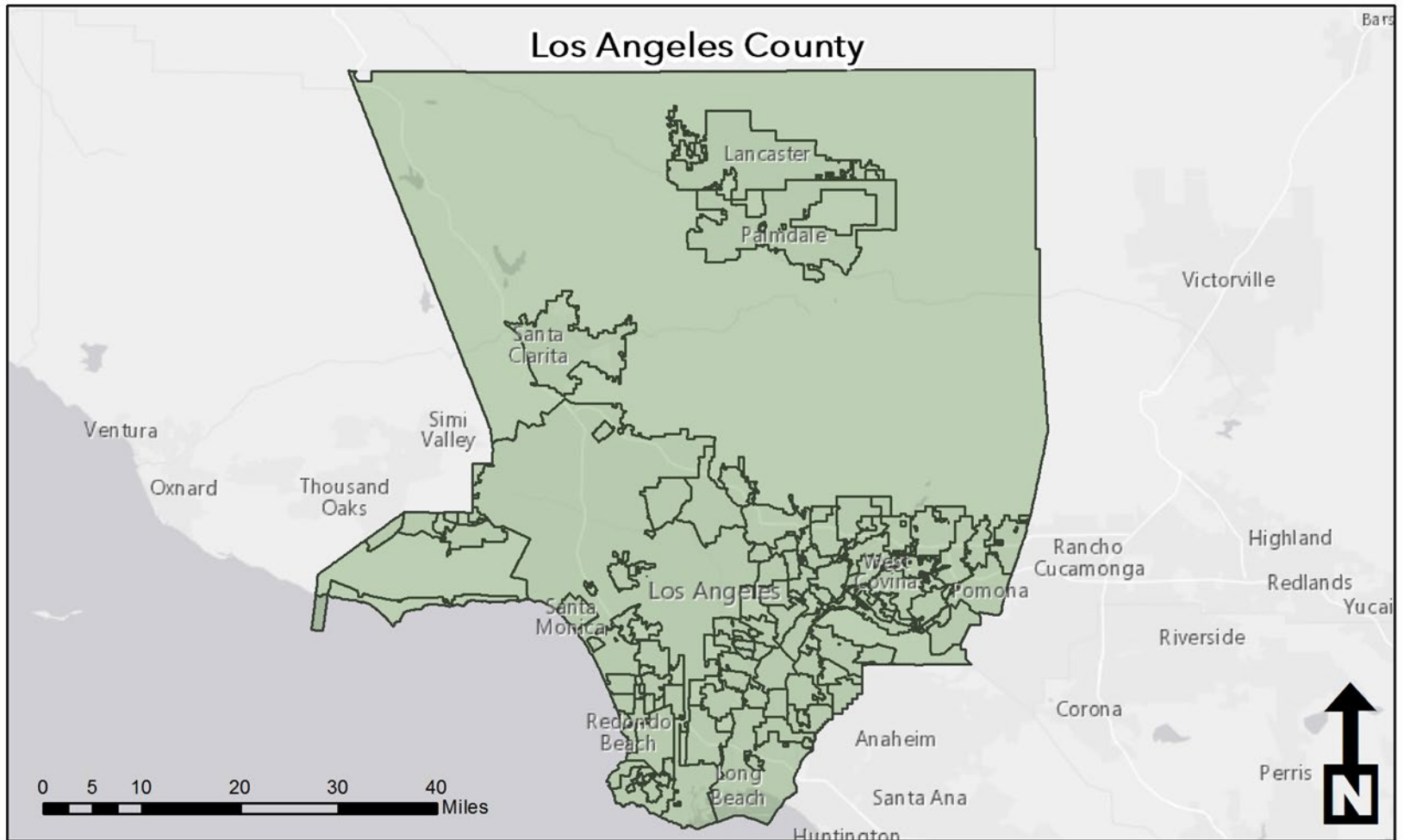
# **CalACT Fall 2025 Conference**

## **Developing Customer Surveys and Understanding Results for Your Agency's Riders**

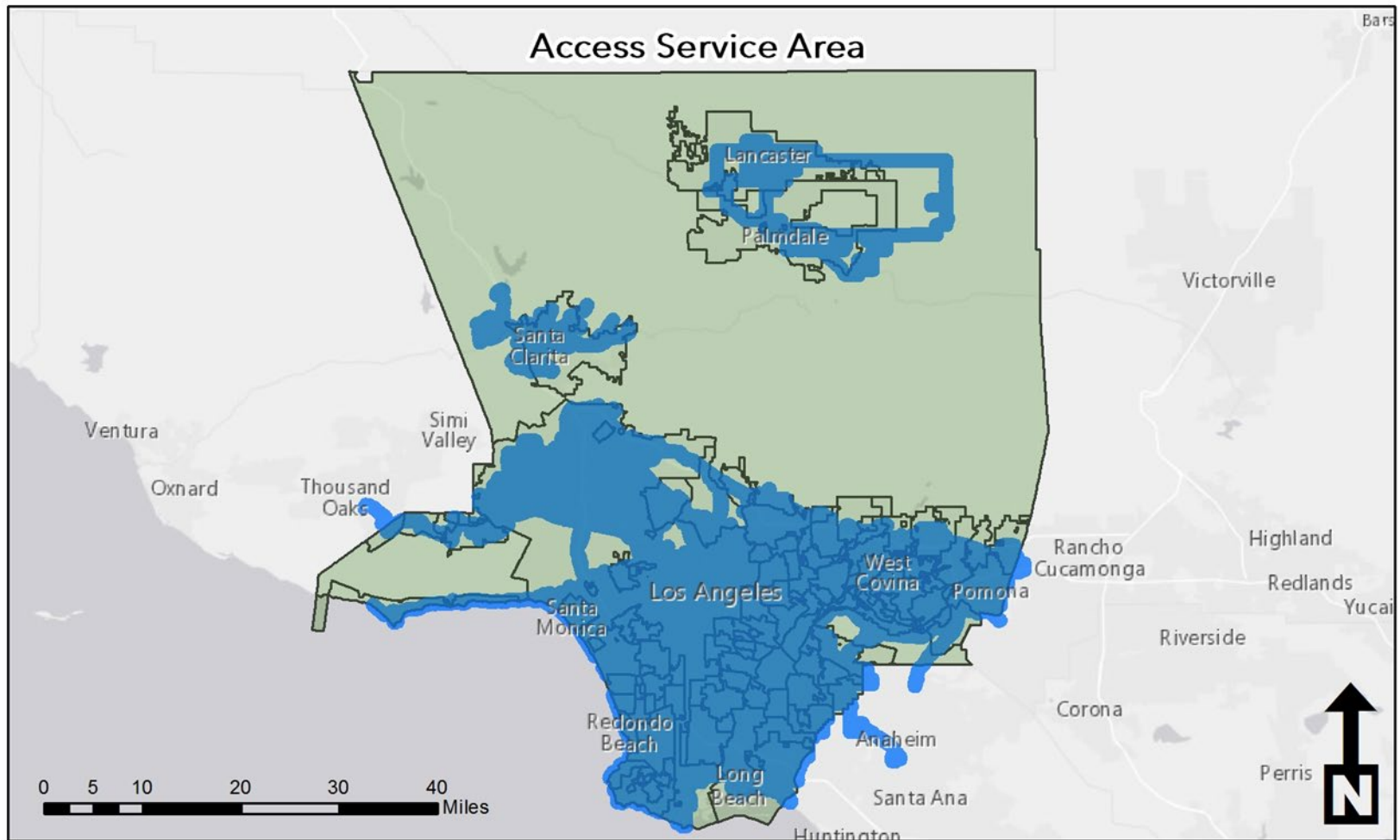
**Wednesday, October 22, 2025**



# Access Services – Los Angeles County



# Access Services – Agency Statistics



# Customer Surveys – Purpose & History

- Customer Satisfaction Surveys – A method to determine if Access is meeting customer needs
- Two types of surveys Access has performed:
  - General Customer Satisfaction survey ('22, '24)
  - More focused surveys (ex. Technology – '21, '25 & Travel Mode – '23)

# Survey Development

- Sample Year for Survey Design: June – May
  - June – July – Develop survey theme / review past script
  - August – October – Present survey script to advisory committees and Board of Directors
  - November – December – Contractor editing of script & Marketing of Script (flyers, web-banner, hold message recordings, etc.)
  - **January – February – Survey Launch & data collection**
  - March – April – Review survey results
  - May – Present results to committees and Board

# What do Surveys Tell Us?

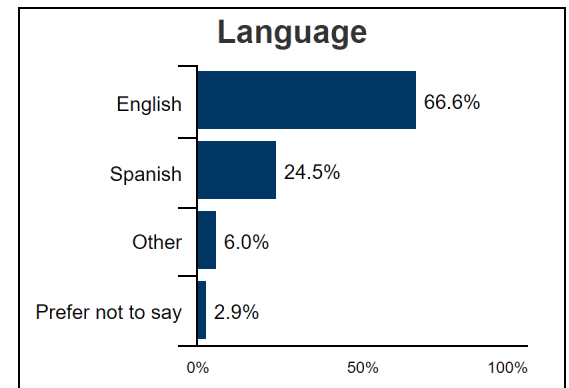
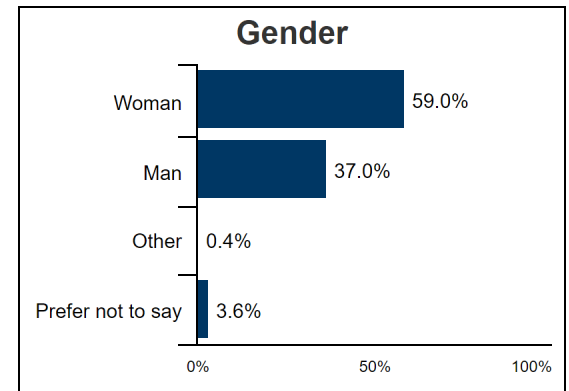
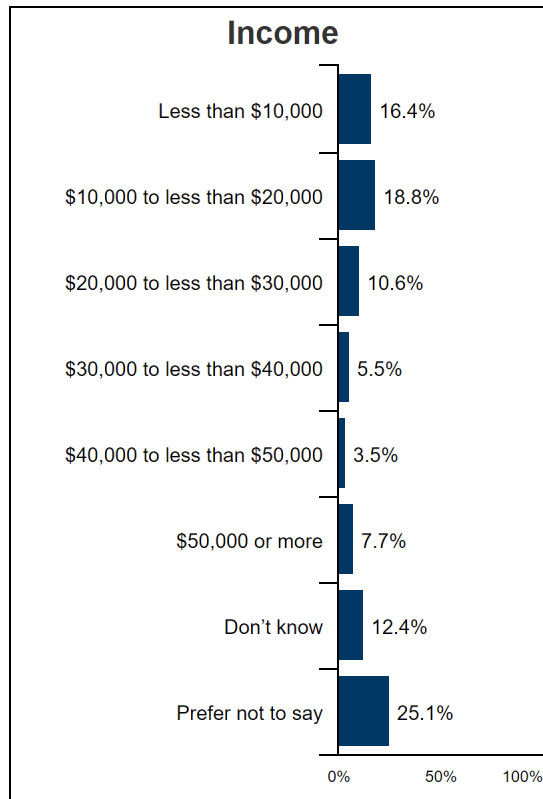
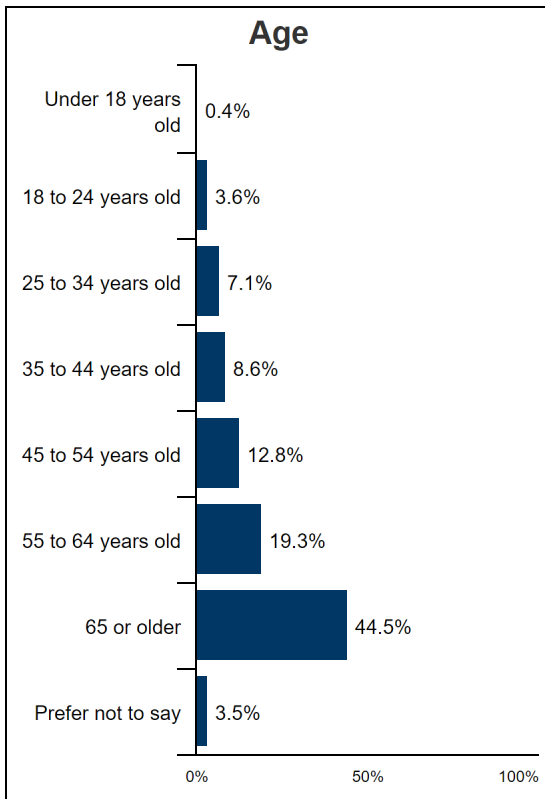
- Customer Overall satisfaction with Access
  - 2022 – 84.6%
  - 2024 – 88.9%
- Comfort with other travel modes (2023)
  - Using TNC (Lyft, Uber) – 56.1% (78.7%)
- Internet access
  - 2021 – 73.9%
  - 2025 – 82.2%

**access**

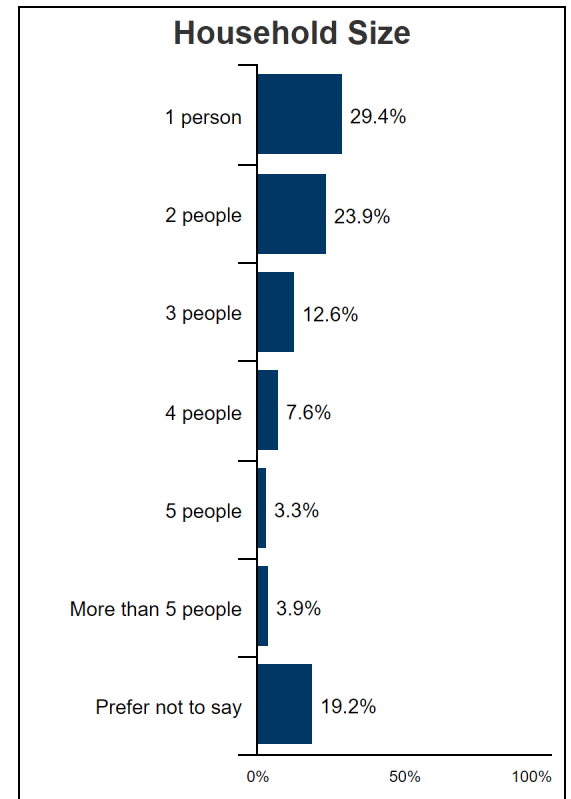
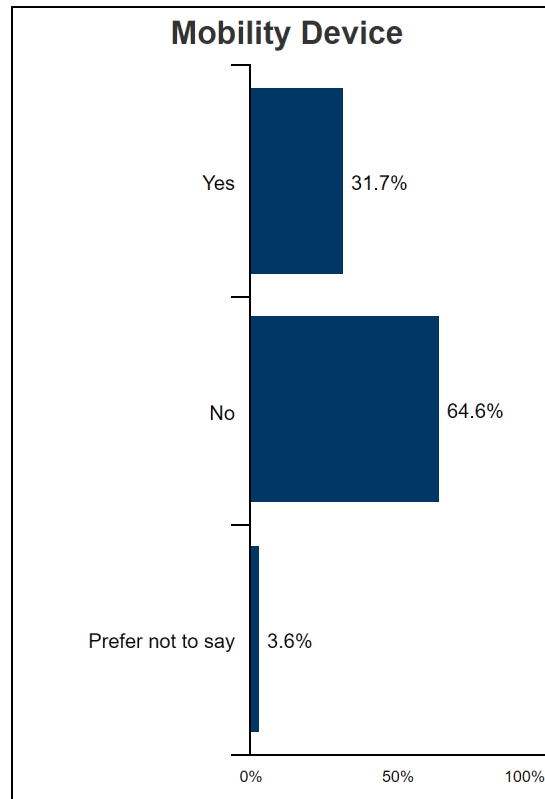
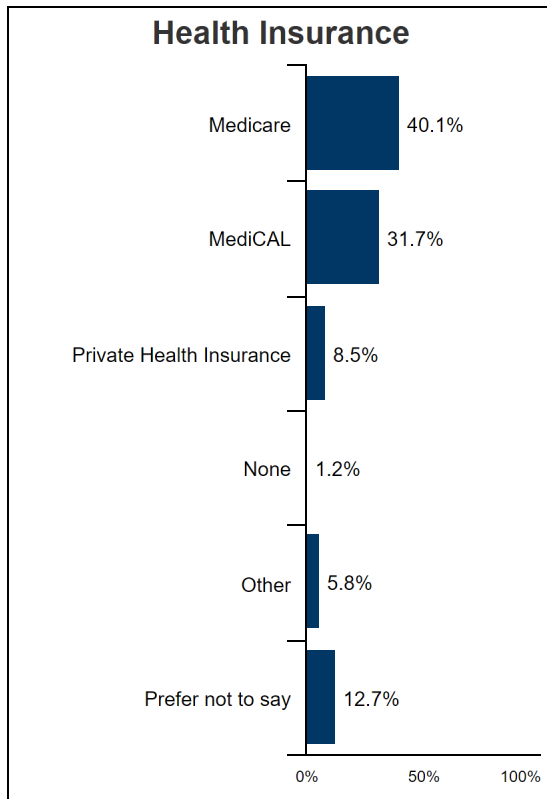
# Recent (2025) Technology Survey Results

- Demographics
- Where's My Ride application satisfaction
- On-Line paratransit reservations satisfaction

# Respondent Profile | Demographics

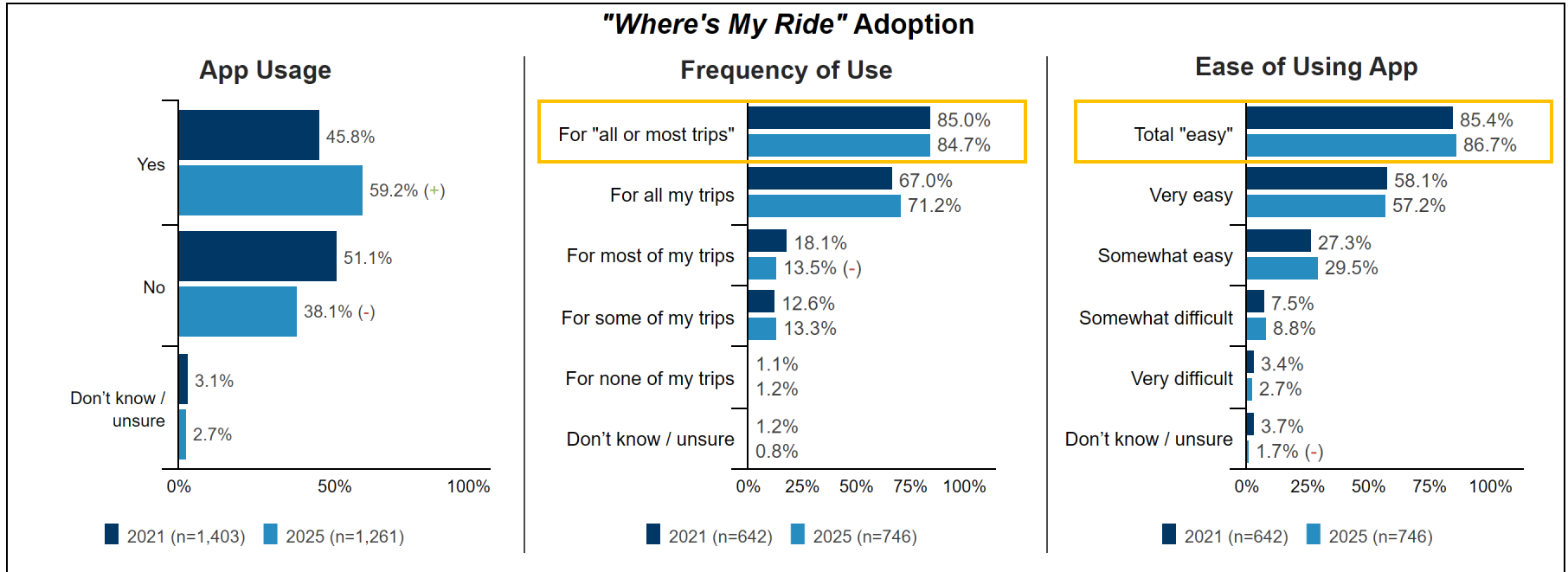


# Respondent Profile | Demographics



# Mobile App | Usage & Usability

Nearly three-fifths of respondents reported previously using the *Where's My Ride* mobile app, representing a significant increase of 13.4 percentage points compared to 2021. Among respondents who use the app, over eight-out-of-ten reported using it for either "all" or "most trips." Similarly, more than eight-out-of-ten users rated the ease of using the app as either "very" or "somewhat easy."

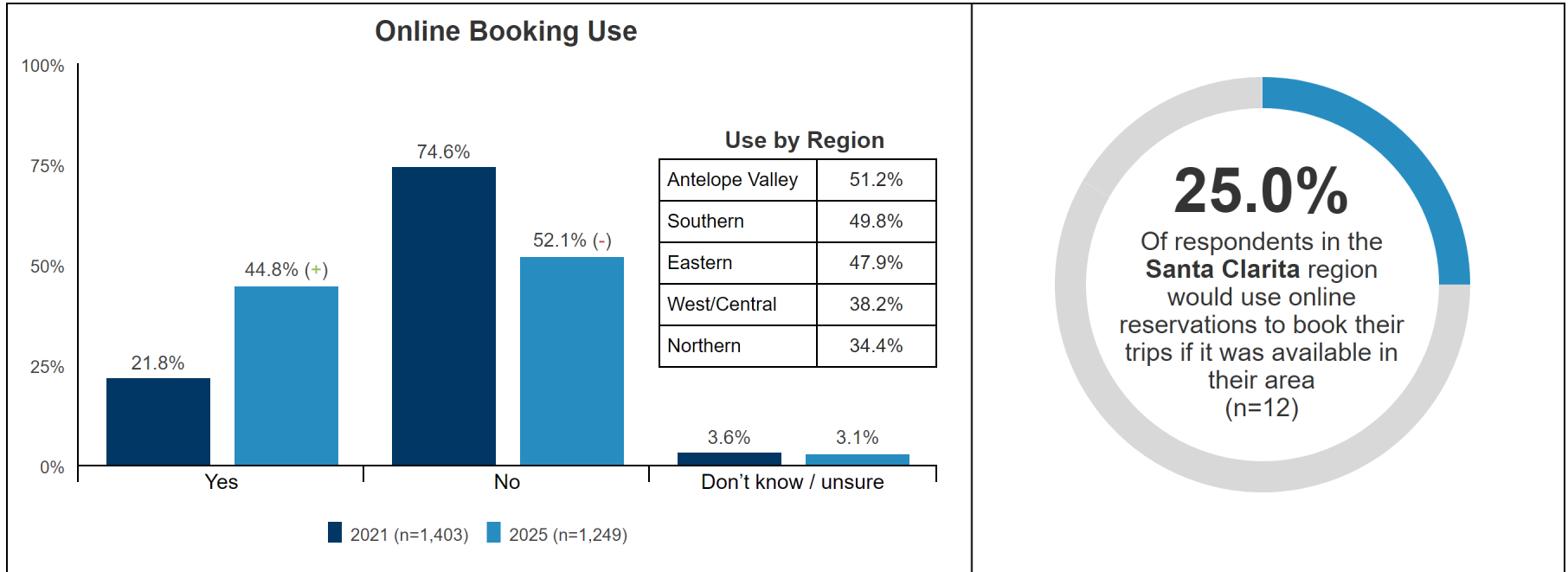


Q: Have you previously used the *Where's My Ride* mobile app to see your reservation status or track your ride in real time with Access Services?  
 Q: How often would you say you use the *Where's My Ride* mobile app?  
 Q: How would you rate the ease of using the *Where's My Ride* mobile app?

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared year.

# Online Booking | Usage

Over two-fifths of respondents currently utilize online booking through Access Services, which was a significant increase over 2021 (+23.0 percentage points). Usage of online booking is highest among respondents from Antelope Valley, the Southern, and Eastern regions. Of note, one-quarter of respondents from the Santa Clarita region would be interested in using online reservations to book their trips with Access Services if it were available.



Q: Do you currently utilize online booking through Access Services?  
 Q: At this time the Santa Clarita Region does not have an on-line reservation service. If on-line reservations were available in your area, do you believe you would use it for booking some or all of your trips?

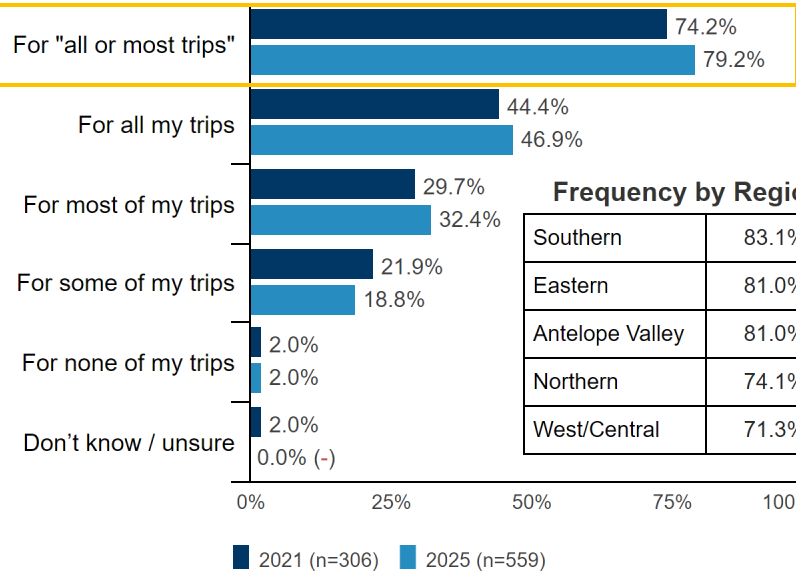
+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared year.

# Online Booking | Frequency & Ease

access

Over three-quarters of respondents who use the Access Services online booking platform reported using it for "all" or "most trips." Further, nearly nine-out-of-ten of these respondents rated the ease of using the online booking feature as either "very easy" or "somewhat easy." Both metrics remained on par with 2021 results despite an increase in self-reported usage in 2025.

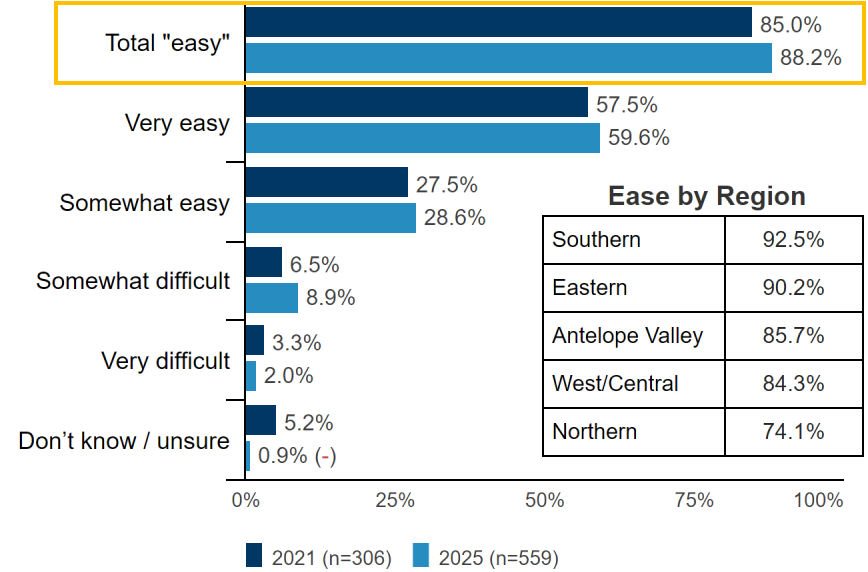
## Frequency of Online Booking



### Frequency by Region

Southern	83.1%
Eastern	81.0%
Antelope Valley	81.0%
Northern	74.1%
West/Central	71.3%

## Ease of Online Booking



### Ease by Region

Southern	92.5%
Eastern	90.2%
Antelope Valley	85.7%
West/Central	84.3%
Northern	74.1%

Q: How often would you say you use the online booking feature?  
 Q: How would you rate the ease of using the online booking feature?

# Conclusions

- Develop a timeline to include important stakeholders
- Determine what information you want
  - What do you want to ask?
- Be careful not to “over” survey
- Survey results can be useful for:
  - policy decisions,
  - grant applications, and
  - revealing views of the agency