## Report

# handyDART Customer Satisfaction Survey





We know Canadians

DATE May 5, 2020 PROJECT NUMBER 41074-003



# **Table of Contents**

	BACKGROUND AND METHODOLOGY Page 3				
—	<b>KEY FINDINGS</b> Page 7				
DETAILED RESULTS					
1.	Current usage of handyDART service and fixed-route bus ser	vice			
2. Awareness and perceptions of supplemental taxi programs					
3. Satisfaction with handyDART service					
4. Key opportunities for service expansion					
<b>DEMOGRAPHICS</b> Page 37					
— A	APPENDIX Page 39				



# Background and methodology





# **Background and Methodology**

#### BACKGROUND

#### Background

HandyDART is a door-to-door, shared ride service for passengers with physical or cognitive disabilities who are unable to use conventional public transit without assistance.

BC Transit commissioned Leger to conduct a study of users to measure handyDART usage as well as gauge satisfaction with the service.

#### The main objectives of the study are:

- Understand the current usage of handyDART service and bus service
- Understand awareness and perceptions of supplemental taxi programs
- ✓ Gauge satisfaction with handyDART service
- ✓ Identify key opportunities for service expansion
- Identify demographic factors tied to satisfaction levels





# **Background and Methodology**

#### METHODOLOGY



Mixed data collection methodology – paper-based questionnaires with the option to complete online using computer-assisted web interviewing (CAWI) technology. Additionally, two surveys were completed by phone and one survey was sent by fax.



Fieldwork was conducted from February 6th to February 24th, 2020.



In total, 453 handyDART customers completed the survey. Most customers confirmed that they had recently used the handyDART service.



A probability sample of 453 respondents has a margin of error of ±3.23%, 19 times out of 20.

# **Background and Methodology**



# PARTICIPANT SELECTION AND CONTACT

BC Transit provided the sample files for this study, including names and contact information of people believed to be recent handyDART users in each market served by BC Transit. Leger refined, cleaned, and standardized the sample files, removing any cases missing any contact information that could not be imputed. Once the contact database was compiled, Leger selected a random sample of 4,000 records to participate in the study. In all, 4,000 surveys were sent out by mail to potential respondents.

Despite updating and/or removing any obviously unusable contact information, many records were still marked as unusable by Canada Post, while other records were identified as belonging to people who had <u>not</u> been active handyDART users in the past year. Of the 4,000 surveys sent out, more than 1,000 were processed by Leger as return-to-sender mail. Most of these were due to missing or incorrect information in the address that was not immediately obvious (typically a missing unit number or similar omission). A smaller number of returns were marked as moved or wrong address, or served as refusals to participate in the survey. About 50 returns were responses indicating that the named respondent was deceased; a small number of people phoned Leger to advise that the addressee was deceased, had moved into a care facility, or was otherwise no longer a handyDART user.

For future surveys, we recommend BC Transit and partners keep accurate up-to-date records and bring user contact information to a single standard format, which should contain first and last name in separate fields, unit and street number, street name, city, province, and postal code.



Leger



# **Key Findings**

# The usage of handyDART service is much higher than the usage of regular fixed-route bus service

- The largest group of handyDART riders are medium-frequency riders (41%) who use the service monthly but not weekly, followed by heavy riders (30%) who use the handyDART service more than once a week. About 26% of riders are occasional meaning they use the handyDART service less than once a month.
- Six in ten riders (59%) have never used the regular fixed-route bus service.
- Overall, both the handyDART and the regular bus services are used for medical appointments, running errands, and social outings. Though handyDART is used more for appointments, while regular fixed-route bus more for errands.
- Nearly one-half (47%) of riders take handyDART at the same level as they did last year.

## Taxi programs have fairly high awareness among handyDART riders

- Seven in ten (72%) are aware of Taxi Saver; awareness is particularly high in urban areas (83%).
- More than six in ten (63%) of those who are aware of the Taxi Saver program have actually used it.
- More than one-half (53%) of all riders have had a taxi dispatched, and of those more than eight in ten (84%) are satisfied with the taxi service.



# **Key Findings**

### HandyDART users tend to be satisfied with the service provided

- More than three-quarters (77%) rate themselves as satisfied.
- Interestingly, heavy (80%) and medium-frequency riders (89%) are more likely to be satisfied with the handyDART service than occasional riders (61%).
- Service elements involving handyDART staff tend to be very positively rated; both drivers and phone agents are perceived as helpful and courteous.
- Service elements involving processes, on the other hand, tend to receive the lowest ratings. In particular, elements such as hours of operation, appointment scheduling process, wait times, and registration process are the service areas with the most opportunity for improvement.
- The majority of riders (68%) think that the usage of handyDART service remains the same compared to a year ago.

## Riders booking one-time trips are fairly likely to have encountered booking issues

- More than one-half (53%) of riders typically book a one-time trip rather than a regularlyscheduled trip (subscription).
- Almost one-half (47%) of riders who sometimes book one-time trips have been unable to secure a trip using the handyDART service. More than six in ten (62%) of them say that they were able to use another mode of transportation to make that same trip (such as fixed-route bus, taxi, etc.).



## Recommendations

If BC Transit has the available resources to invest in improvements to handyDART service, the following service areas appear to be the most desired improvements:

- Extend service in the evenings, as well as weekends and public holidays.
- Improve and simplify the scheduling process by reducing the minimum booking time, launching an online booking system, and providing more flexibility for cancelling appointments.
- Reduce wait times by providing more buses and drivers. Long wait times tend to be a
  particularly common area for improvement mentioned by riders.
- Regarding the mailing list: Once again, to ensure a better response rate and efficiency for future surveys, we recommend BC Transit and partners keep accurate up-to-date user contact information to a single standard format, which should contain first and last name in separate fields, unit and street number, street name, city, province, and postal code.

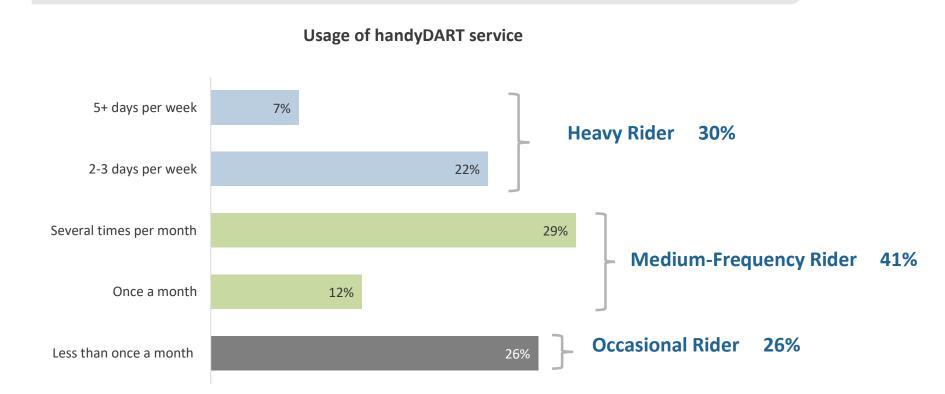


Current usage of handyDART service and fixedroute bus service



## Four in ten handyDART users are medium-frequency riders

Nearly one-half (47%) of satisfied riders are medium-frequency riders.



Q1. In the past six months, how often have you used the handyDART service in your area? Base: Total, n=453.



## Riders from urban regions and subscription trip bookers are more likely to be heavy riders than their counterparts

Those booking one-time trips are more likely than subscription-trip users to be medium-frequency or occasional riders.

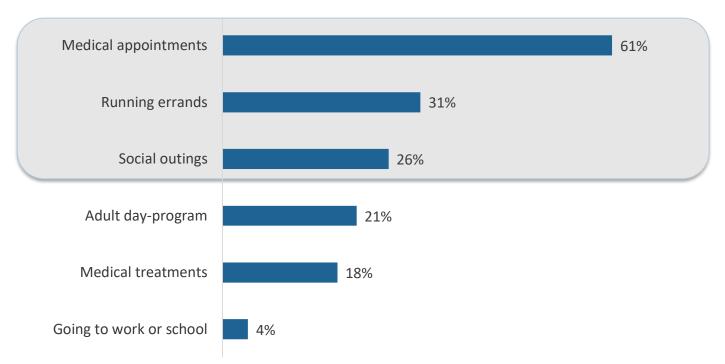
	Tatal	Trip booking type			Region	
	Total (n=453)	Subscription trip (n=122)	One-time trip (n=241)	Both (n=60)	Urban (n=296)	Rural/ Smaller Urban (n=157)
Heavy Rider	30%	59%	12%	52%	33%	22%
Medium Rider	41%	33%	49%	38%	40%	41%
Occasional Rider	26%	5%	37%	10%	23%	31%
5+ days per week	7%	19%	1%	12%	8%	6%
2-3 days per week	22%	40%	10%	40%	25%	17%
Several times per month	29%	25%	32%	32%	27%	31%
Once a month	12%	7%	17%	7%	13%	10%
Less than once a month	26%	5%	37%	10%	23%	31%

Q1. In the past six months, how often have you used the handyDART service in your area? Base: Total, n=453.



# Medical appointments are the main trip purpose for handyDART riders

Victoria residents (39%) are more likely to use handyDART for social outings than Nanaimo (20%) and Kelowna (30%) residents, while Nanaimo residents (32%) tend more to use handyDART for adult day-programs than Prince George residents (14%).



#### handyDART trip purposes

Q2. Which of the following trip purposes do you use handyDART service for? (Multiple mentions) Base: Total, n=453.



# Medium-frequency riders are more likely to use handyDART for running errands than other ridership groups

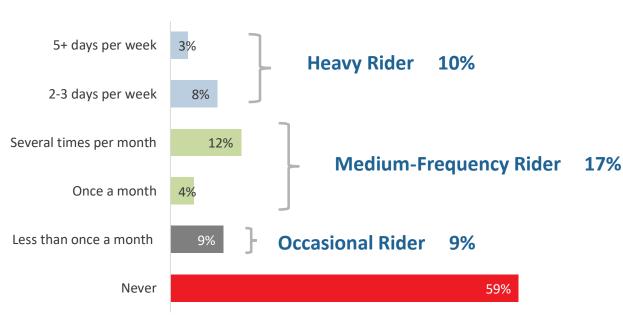
	Total	handy	/DART ridership freq	uency
	(n=453)	Heavy Rider (n=134)	Medium Rider (n=184)	Occasional Rider (n=117)
Medical appointments	61%	41%	76%	65%
Running errands	31%	30%	40%	21%
Social outings	26%	33%	30%	15%
Adult day-program	21%	49%	13%	5%
Medical treatments	18%	16%	17%	21%
Going to work or school	4%	10%	3%	1%
Attending sport activities	2%	4%	2%	1%

15



# Nearly six in ten riders never use the regular fixed-route bus service

Victoria has a higher proportion of heavy riders of regular bus service (17%) compared to the other regions.

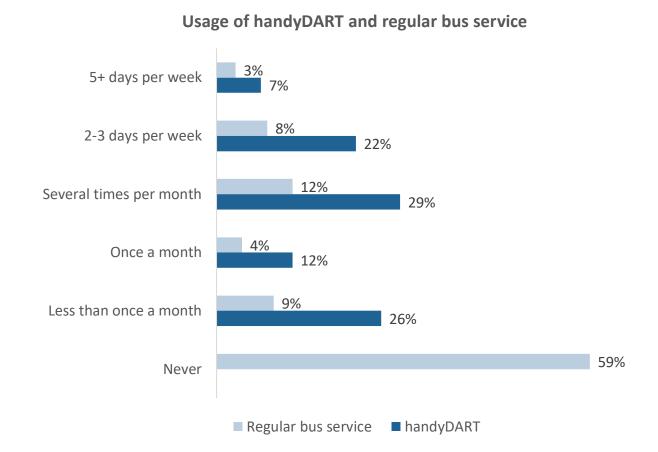


Usage of regular bus service

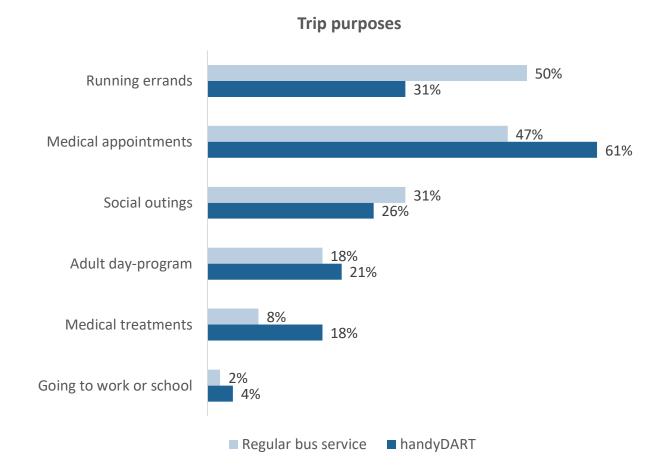
Q3. In the past six months, how often have you used the regular fixed-route bus service in your area? Base: Total, n=453.



# The use of handyDART service is much higher than the use of the regular fixed-route bus service



Q1. In the past six months, how often have you used the handyDART service in your area? Q3. In the past six months, how often have you used the regular fixed-route bus service in your area? Base: Total, n=453. Running errands is the main trip purpose for the regular bus service users (slightly higher than medical appointments), while handyDART is more typically used for medical appointments

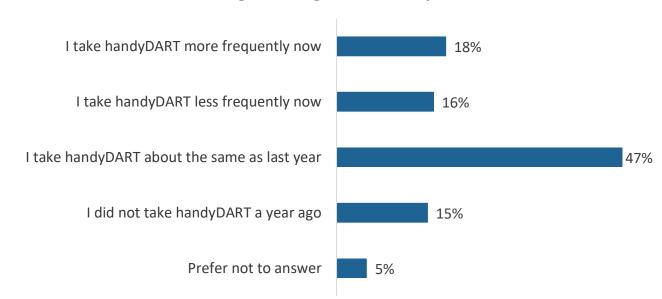


Q2. Which of the following trip purposes do you use handyDART service for? (Multiple mentions) Q4. Which of the following trip purposes do you use the regular fixed-route bus service for? (Multiple mentions) Base: Total, n=453.



# Nearly one-half of riders take handyDART at the same level as they did last year

Victoria (19%) and Kelowna (20%) residents are more likely to say that they take handyDART less frequently now than Prince George residents (5%). While Nanaimo (27%) and Prince George (19%) residents tend more to say they didn't use the service a year ago compared to Victoria (8%) and Kelowna (5%).



#### Changes in usage of the handyDART

Q5. Compared to a year ago, has your use of the handyDART service changed? Base: Total, n=453.

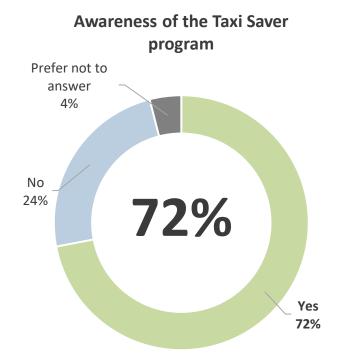


Awareness and perceptions of supplemental taxi programs



# More than seven in ten riders are aware of the Taxi Saver program

Interestingly, 77% of one-time trip riders are more likely to be aware of the Taxi Saver program than those who use a subscription trip (65%).

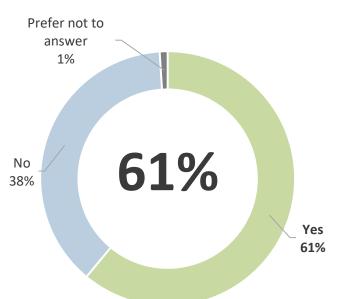


	Region		City				
	Urban (n=296)	Rural/ Small Urban (n=157)	Victoria (n=114)	Kelowna (n=44)	Nanaimo (n=41)	Prince George (n=43)	
Yes	83%	50%	91%	95%	63%	88%	
No	14%	43%	6%	5%	32%	5%	



## Six in ten riders who are aware of the Taxi Saver program also use the Taxi Saver program

The residents from urban areas (65%) are more likely to say they use the Taxi Saver program than those from rural or smaller urban areas (49%).



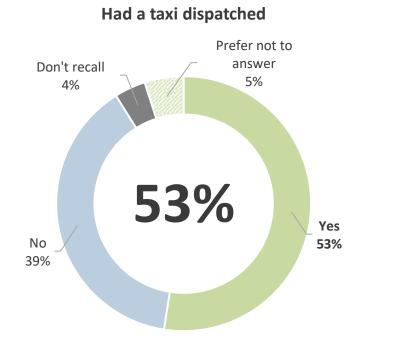
	Trip	booking type	R	egion	
	Subscription trip (n=79)	One-time trip (n=186)	Both (n=45)	Urban (n=246)	Rural/ Small Urban (n=79)
Yes	51%	66%	62%	65%	49%
No	48%	33%	38%	34%	49%

#### Usage of the Taxi Saver program



# More than one-half of riders have ever had a taxi dispatched by handyDART

Heavy (57%) and medium (65%) riders are more likely to say they had a taxi dispatched than occasional riders (32%).



	City				
	Victoria (n=114)	Kelowna (n=44)	Nanaimo (n=41)	Prince George (n=43)	
Yes	68%	75%	51%	47%	
No	28%	25%	39%	47%	

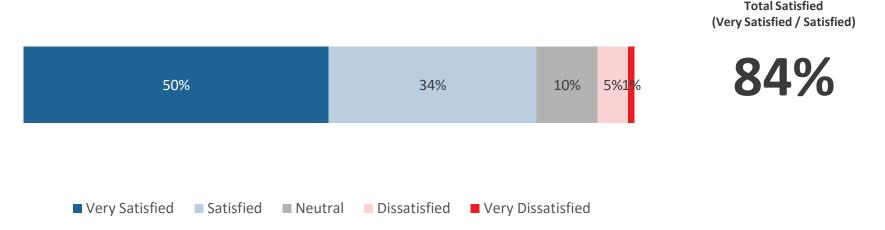
## Q11. Have you ever had a taxi dispatched by handyDART when you called to schedule a ride, instead of a bus? Base: Total, n=453.



# More than eight in ten of those who had a taxi dispatched are satisfied with the service from the taxi company

Occasional riders are more likely to say they are satisfied (92%) with the service they received from the taxi company than heavy riders (77%).

Satisfaction with the taxi company



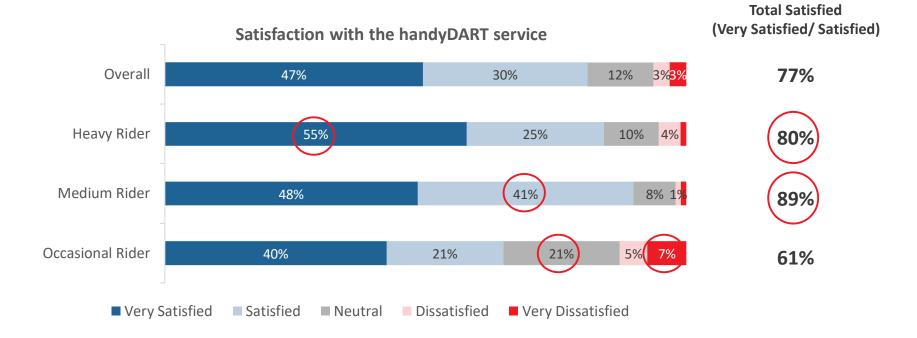


# Satisfaction with handyDART service



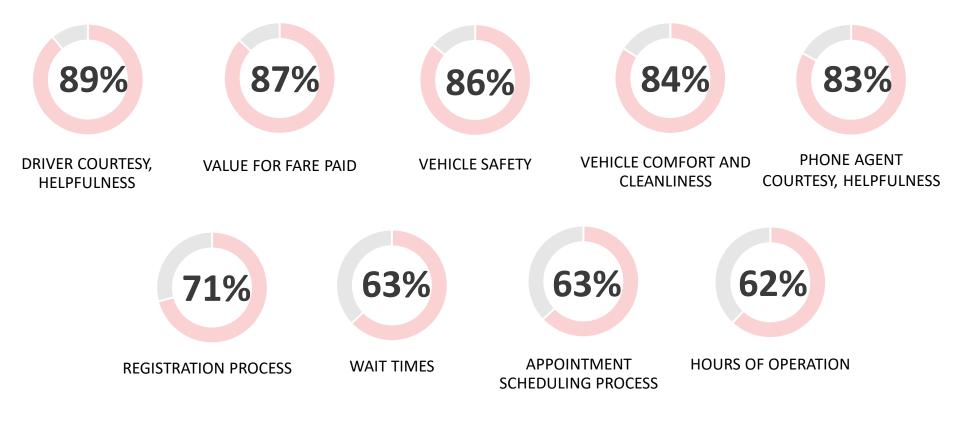
# More than three-quarters of users are satisfied with the handyDART service

Heavy and medium-frequency riders are more likely to say they are satisfied with the handyDART service than occasional riders.



Significantly higher at the 95% level. 26

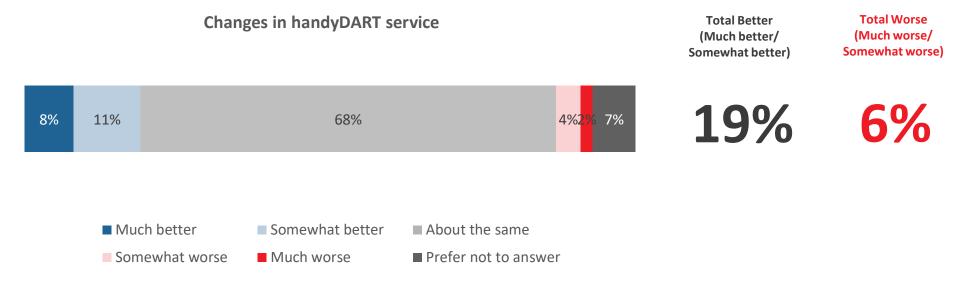
Hours of operation, appointment scheduling process, wait times, and registration process are the handyDART service areas with the most opportunity for improvement





# Two-thirds of riders feel that the handyDART service has stayed consistent compared to a year ago

Heavy riders (26%) and subscription trip riders (25%) are more likely to say that the handyDART service is better compared to a year ago.



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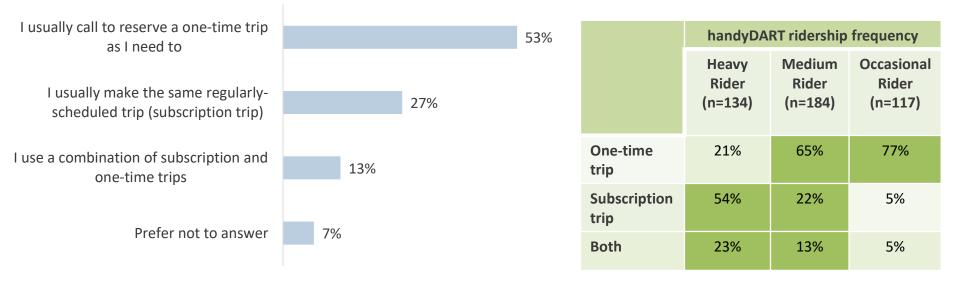
# Key opportunities for service expansion



# More than one-half of riders typically book a one-time trip as opposed to a subscription trip

Three in ten satisfied riders usually book a subscription trip (31%).

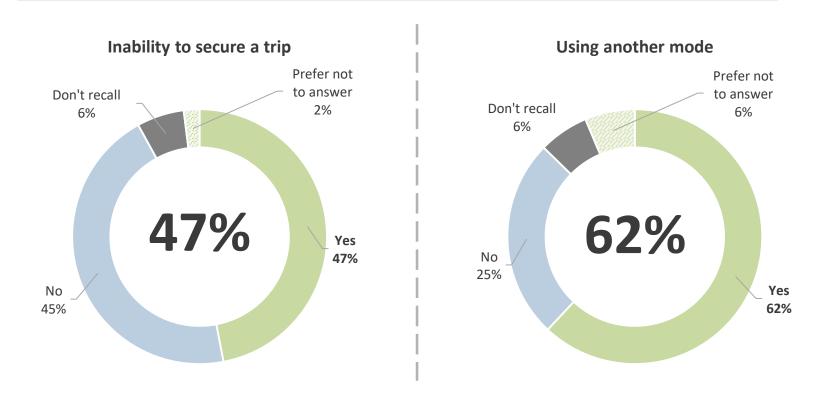
#### Typical handyDART booking type





# Nearly one-half of riders have been unable to secure a trip using handyDART when they called to make a booking

Of those unable to secure a trip, 62% still made the trip using another mode



Q14: In the past year, have you been unable to secure a trip using handyDART when you called to make a booking? Q14 Base: Total, n=453. Q15: Thinking of the last trip that handyDART was not able to fulfil, did you take that trip using another mode of transportation? Q15 Base: Those, who were unable to secure a trip in Q14, n=142.



# More than one-quarter of riders would like to see handyDART service on Sundays, the top suggestion for service expansion

	Total (n=453)
Introduce service on Sundays	26%
Improve availability during existing hours	21%
Later service on weekdays (after 8pm)	19%
Earlier service on weekdays (before 9am)	18%
Introduce service on holidays	17%
Later service on Saturdays (after 6pm)	14%
Earlier service on Saturdays (before 9am)	5%
Extend service to new areas	5%

"Advance booking two weeks ahead is too long."

> *"From pick up time to return trip pick up is*3:30 to 4 hours. A return pick up time at 2 to 2:30 would be helpful if possible."

"Introduce service on Sundays and improve availability."

> "Put extra bus on routes especially to doctors and or places who usually full even before two weeks short. I call early in the two weeks but they are full before I get an operator!"

"Introduce weekend and evening service."

32



# More than one-quarter of riders who say they want to see improved availability during existing hours would like to reduce the minimum booking time

	Total (n=95)
Reduce the minimum booking time	27%
Shorter waiting time (more buses, drivers, dispatchers)	26%
Extend hours of service / add more time slots	17%
Reduce time on waitlist / reduce likeliness of not getting service during peak hours	11%
Extend service to weekends/holidays	7%
Better organization (more clients in one ride, more consistency, better communication)	5%

"I would like to get a handyDART close to the time we want it. Would like to see more handyDART buses available. I would appreciate handyDART being available until 8 pm. Most residents do not realize that handyDART has sent a taxi for them. If a taxi is replacing the bus the taxi driver should always come into the building and explain he is replacing the handyDART bus."

"Have more buses and drivers- now I have to book in advance and even then sometimes a ride is not available."

> "Availability for running errands only allowed between 10:30 am and 2 pm because of buses needed for adult day programs."

"I think there are people left waiting longer for a ride during the day."

"Fourteen days in advance, there is often no room available."



# Suggestions for improvements to handyDART

# Positive comments (pleasant, helpful) – 17%

"handyDART has incredible service, all the drivers I have had are amazing. People who book trips are very helpful and easy to deal with. I am so thankful that you got me to my appointment when it snowed."

"No complaints, keep up the good work." "My husband is in a wheelchair, and I am totally satisfied with this service and I am delighted with the care and attention shown by the driver."

"I wish I had started using handyDART three years ago. I think it is an amazing service for seniors who do not have vehicles. The service is fantastic the way it is."

Reduce the minimum booking time – 8%

"The online booking system is not consistent. It would be nice to book rides with one week notice, not two." "I wish better availability for being confirmed from a wait list. It is not possible to always book 14 days in advance."

"handyDART is a good service, but it would be nice to be a bit more spontaneous than with two weeks notice."

Base: Total, n=453.



# Suggestions for improvements to handyDART

Shorter waiting time (more buses, drivers, dispatchers) - 7%

"Inconsistent pickup time. Making very long waits some days. When pickup time at 8:12, sometimes we are not picked up until well past 8:30 (8.45)."

"Need more buses to improve the service, my wife and I have waited up to 45 minutes past pick up time." "More handyDART bus service. I believe there is only two buses per day available in Penticton."

"More handyDARTs if possible. I would like handyDART to run the same hours as the city bus and run on Sundays and holidays too."

Better organization (route planning, better communication, proactive behavior) – 6%

"At times when I have to cancel for sickness or other reasons, nobody can be reached to tell handyDART drivers not to pick up because office opens later."

"The current scheduling system is challenging and cancelling seems impossible. A more comprehensive online booking tool would be beneficial." "I appreciate getting a call that the driver will arrive shortly so I can get outside and not have to stand too long. My new walker may help in this. if the driver is running late a call to say so would also be appreciated."



# Suggestions for improvements to handyDART

Extend hours of service to evenings/late afternoons – 4%

"I would like to be able to book evening ride to arena for hockey game." "Please run the service till 9.30pm daily. If the handyDART had a phone. Right now we have to phone terrace long distance, which is a nuisance."

Better driver training/attitude – 4% "It often seems that drivers don't know effect their driving habits have on riders in wheelchairs. Better maintenance - heaters don't get heat to the passengers, air conditioner doesn't work."

"Most drivers give excellent service and are very friendly. Some/new drivers do not leave their seats to assist passengers boarding or disembarking."

Extend service to weekends/holidays – 4%

"Weekend and evening service if these existed many people would make good use of it as most local events, movies, theater, sporting, etc. would be more accessible."

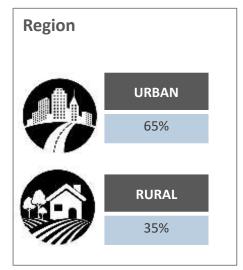
"Just have it on the weekend, the rest is all good."

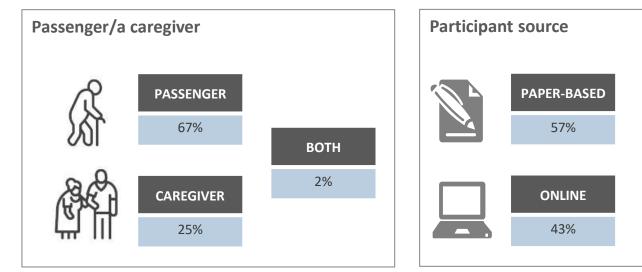


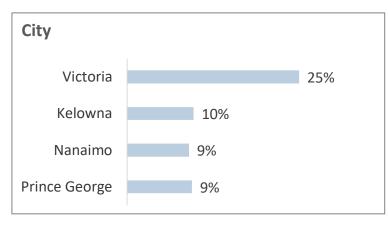
Leger



# Demographics









# Appendix



## Questionnaire

#### Leger



#### handyDART Customer Satisfaction Survey

#### Instructions for completing this survey:

If you require assistance completing this survey, it is OK if someone else fills this survey in with you. For each question, please use an X to fill in the box that best matches your answer, or use the space provided to write in an answer for questions that ask you to respond in your own words. You can choose to skip any questions if you prefer not to answer or if the question does not apply to you.

#### Prefer to complete this survey online?

Please go to <a href="https://handyOART.legeropinion.com">https://handyOART.legeropinion.com</a> and enter survey code: 123436. Should you have any questions regarding the online survey or encounter any technical difficulties, please contact Daniya with Léger at 1-877-530-6184 (ext. 3989) or by email at damirkhanova@leger360.com. If you are able to complete the survey online, please feld free to recycle this paper copy.

#### Your use of handyDART and other bus services

The first set of questions is about your use of handyDART as well as other fixed-route bus services in your area.

#### In the past six months, how often have you used the handyDART service in your area?

(put an X for one response only)

#### Which of the following trip purposes do you use handyDART service for?

(put an X for all that apply)

Social outings (e.g., visiting family/friends, going to community centre, etc.)	
Adult day program	
Running errands (e.g., going to the mall, grocery store, bank, etc.)	
Medical appointments (e.g., family doctor, specialist, blood test, etc.)	
Medical treatments (e.g., chemotherapy, dialysis, etc.)	
Going to work or school	
Other (please specify)	
None of the above	

#### 

#### 4 Which of the following trip purposes do you use the regular fixed-route bus service for? (put an X for all that apply)

Social outings (e.g., visiting family/friends, going to community centre, etc.)	
Adult day program	
Running errands (e.g., going to the mall, grocery store, bank, etc.)	
Medical appointments (e.g., family doctor, specialist, blood test, etc.)	
Medical treatments (e.g., chemotherapy, dialysis, etc.)	
Going to work or school	
Other (please specify)	
None of the above	

#### 5 Compared to a year ago, how has your use of the handyDART service changed?

(put an X for one response only)

I take handyDART more frequently now	
I take handyDART less frequently now	
I take handyDART about the same as last year	
I did not take handyDART a year ago	

handyDART Customer Survey 2020

Page 2



# Questionnaire

#### Your satisfaction with handyDART services

The next set of questions is about your satisfaction with handyDART services overall, as well as different elements of handyDART service.

#### Overall, how satisfied are you with the handyDART service in your area?

(put an X for one response only)

6

Very satisfied	
Satisfied	
Neutral (neither satisfied nor dissatisfied)	
Dissatisfied	
Very dissatisfied.	

#### 7 How satisfied are you with each of the following elements of handyDART service? (put an X for one response for each statement)

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	S 🗖 S			
	Image: 1			
	□ □ 2			
			Satisfied         Neutral           I         I         I <td>Satisfied         Neutral         Dissatisfied           Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained         Image: Constraine<!--</td--></td>	Satisfied         Neutral         Dissatisfied           Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained           Image: Constrained         Image: Constrained         Image: Constrained         Image: Constrained         Image: Constraine </td

8 Compared to a year ago, is the handyDART service better, the same, or worse? (put an X for one response only)

Much better	
Somewhat better	
About the same	🗔
Somewhat worse	1111 C 111
Much worse	🗆

#### Your experience with taxi programs

handyDART Customer Survey 2020

The next set of questions is about your experience with two different taxi partnerships that handyDART sometimes uses – the Taxi Saver program for half-price taxi fares, and taxi service that can be dispatched by handyDART to meet service needs.

#### Are you aware of the Taxi Saver program? This is the program that allows handyDART users to purchase vouchers to pay for taxi fares at half price. Please note that the Taxi Saver program is not available in all communities so it may or may not be available in your area. (put on X for one response only)

Yes ...... No......

10 If you are aware of the Taxi Saver program, do you use the Taxi Saver program? (put on X for one response only)

handyDART Customer Survey 2020

Page 3

Page 4



## Questionnaire

#### 111 Have you ever had a taxi dispatched by handyDART when you called to schedule a ride, instead of a bus?

(put an X for one response only)

Yes	
No	
Don't recall	

12 If handyDART has ever dispatched a taxi for you, how satisfied were you with the service you received from the taxi (company they sent? (put an X for one response only)

Very satisfied	
Satisfied	
Neutral (neither satisfied nor dissatisfied)	
Dissatisfied	
Very dissatisfied	

#### Opportunities for future enhancements

The next set of questions is looking for information about where BC Transit might be able to effectively enhance handyDART service.

13	Which of these statements most accurately describes how you use handyDART? (put an X for ane response only)	
	I usually make the same regularly-scheduled trip (called a subscription trip)	
	I usually call to reserve a one-time trip as I need to	
	I use a combination of subscription and one-time trips	
14	In the past year, have you been unable to secure a trip using handyDART when you called to m booking? (put an X for one response only)	ake a
	Yes	
	No	
	Don't recall	
handyD		

#### Thinking of the last trip that they were not able to fulfil (if applicable), did you take that trip using 15 another mode of transportation? (put an X for one response only) Yes, I used another mode (e.g., fixed-route bus service, taxi, etc.) No, I did not take that trip..... Don't recall If resources were available to expand handyDART service, what change(s) would you most like 16 handyDART to implement? (put an X for up to three of your top choices) Earlier service on weekdays (before 9am) ..... ...... Later service on weekdays (after 8pm) Earlier service on Saturdays (before 9am) Later service on Saturdays (after 6pm) Introduce service on Sundays..... Introduce service on holidays..... Extend service to new areas (please tell us more using the lines below)..... Improve availability during existing hours (please tell us more using the lines below) ...... Other (please specify) None of the above If you selected "extend service to new areas" above... Specifically, what areas would you like handyDART service to cover that it does not today? (please write your answer below) If you selected "Improve availability during existing hours" above... Specifically, how would you like 18 handyDART service to be more available than it is today? (please write your answer below) handyDART Customer Survey 2020 Page 6



Page 8

# Questionnaire

9	Do you have any additional comments or suggestions for improvements to handyDART servic (please write your answer below)	cer	Con	ntest entry						
				ase enter your contact information b cards (one grand prize valued at \$15					or the Chapt	en
			If y	ou do not wish to be entered into the	e draw, simply	leave this se	ction blank			
			Na	me: First Name			110-11-	Last Name		-
				ephone Number: here we can reach you during the day	(	)		-		]
			Em	ail Address:						
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