



# 2023 Paratransit Triennial Customer Survey



Key Findings | Julian Jest | May 14, 2024

# Objectives

## Rider Profile

- Demographics
- Access to technology

## Use of Service

- Trip characteristics
- Reasons for riding Paratransit

## Same Day Service

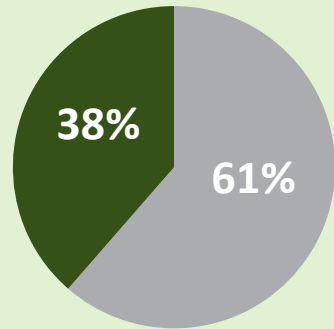
- Test interest in the service
- Feedback on key features

# Methodology

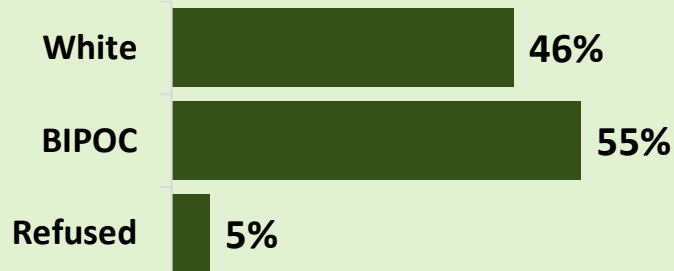
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- Interviews – Oct. 10<sup>th</sup> – 30<sup>th</sup>, 2023
  - Redi-Wheels and RediCoast Customers
  - 225 phone and 75 online interviews
  - Interviews offered in English, Spanish, Tagalog, and Chinese

# Rider Profile

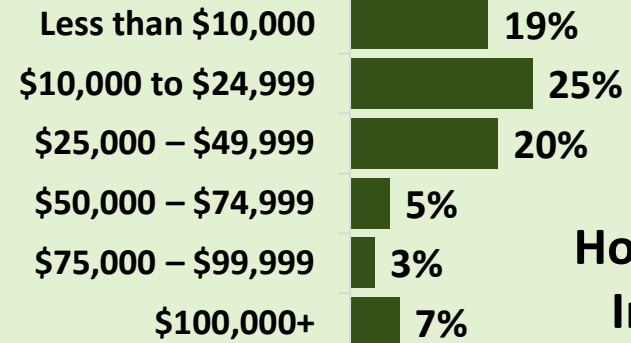
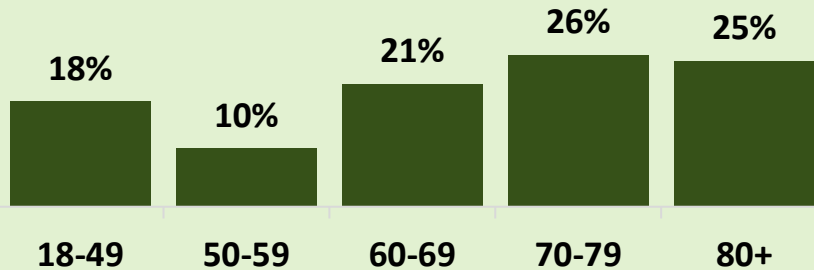
## Gender



## Ethnicity



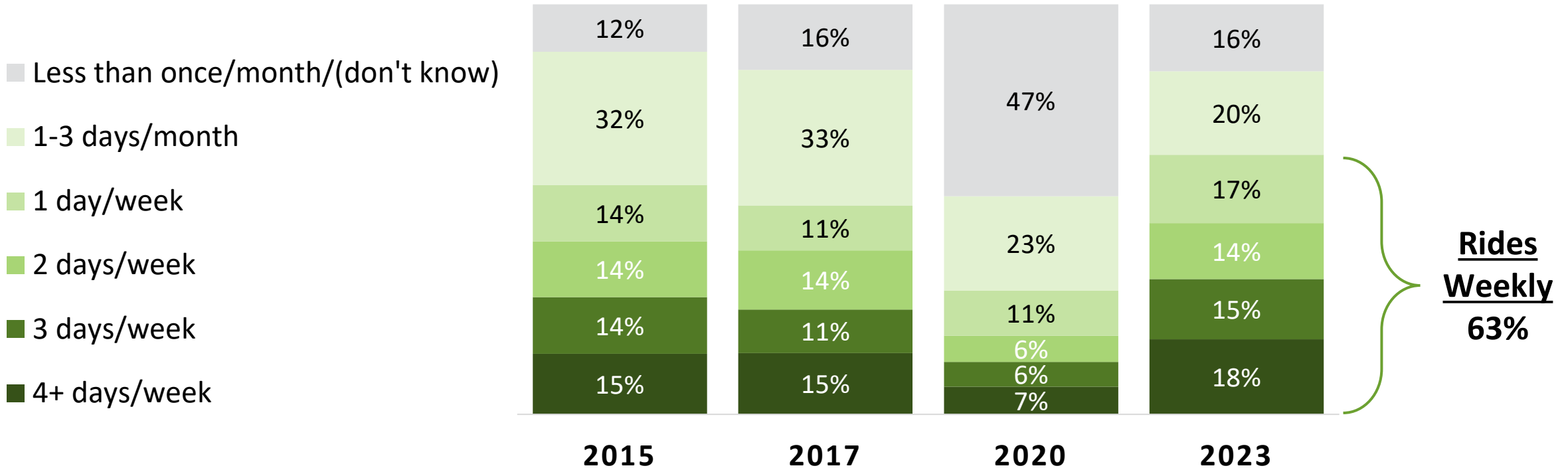
## Age



Household Income

# Frequency Riding Paratransit

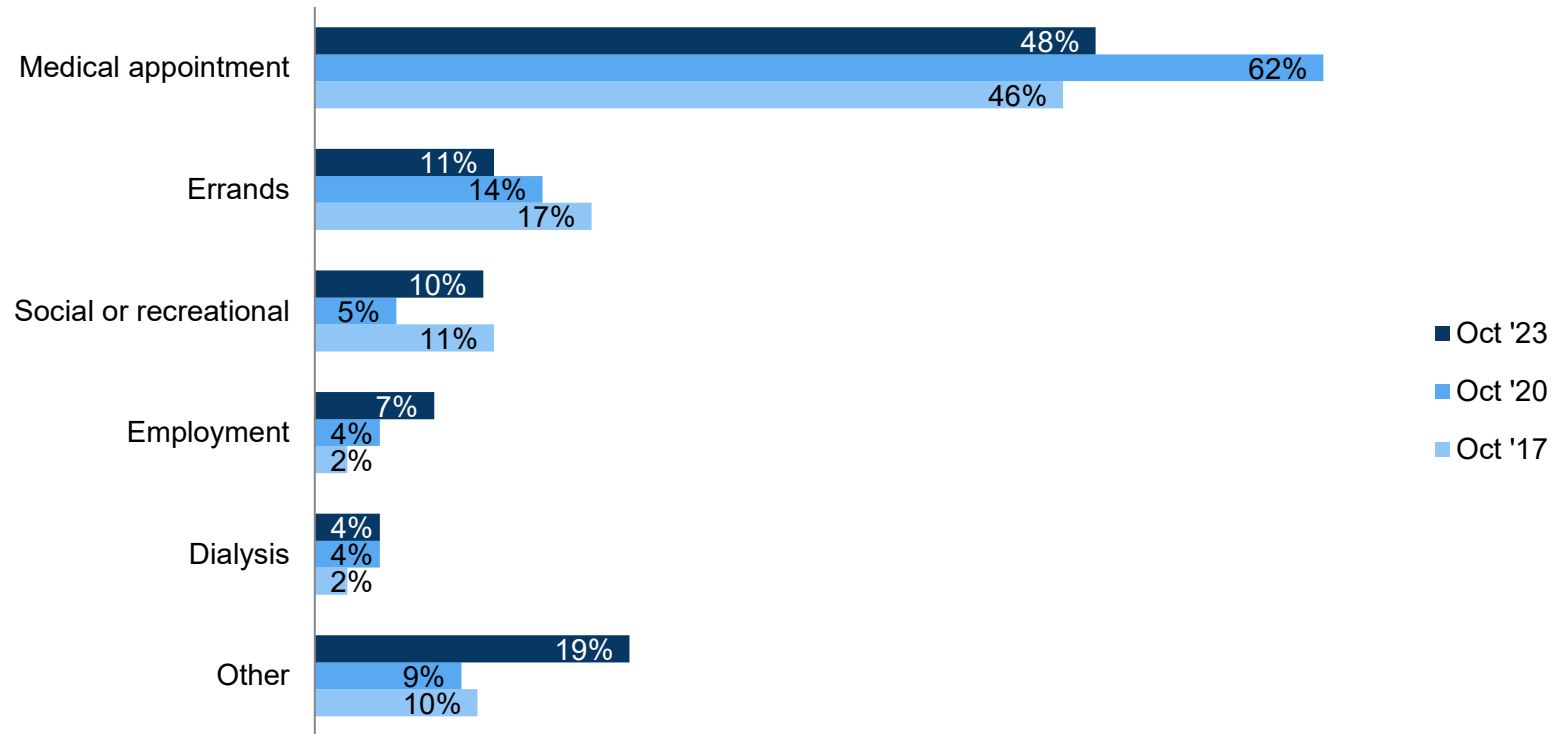
- Ridership frequency has bounced back from the Pandemic



Generally, how often are you using Redi-Wheels/RediCoast now?

# Trip Purpose

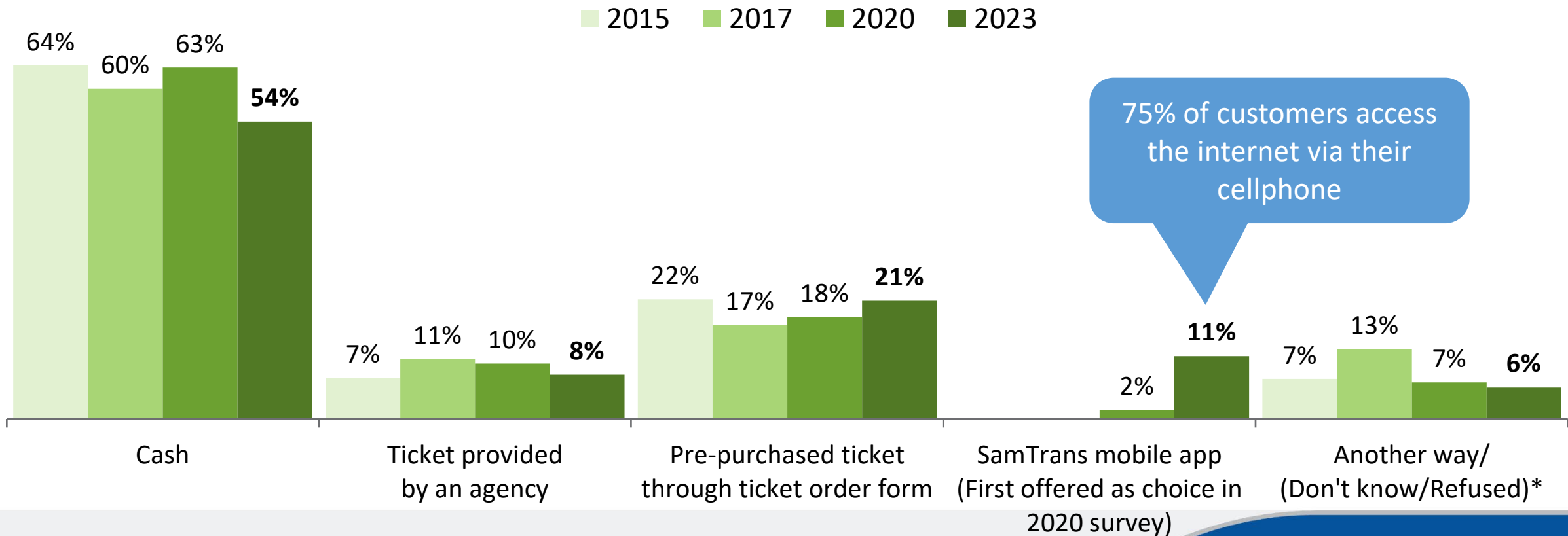
- Medical appointments account for almost half of all trips



What is the main purpose of trips you currently take on Redi-Wheels/RediCoast?

# Fare Usage

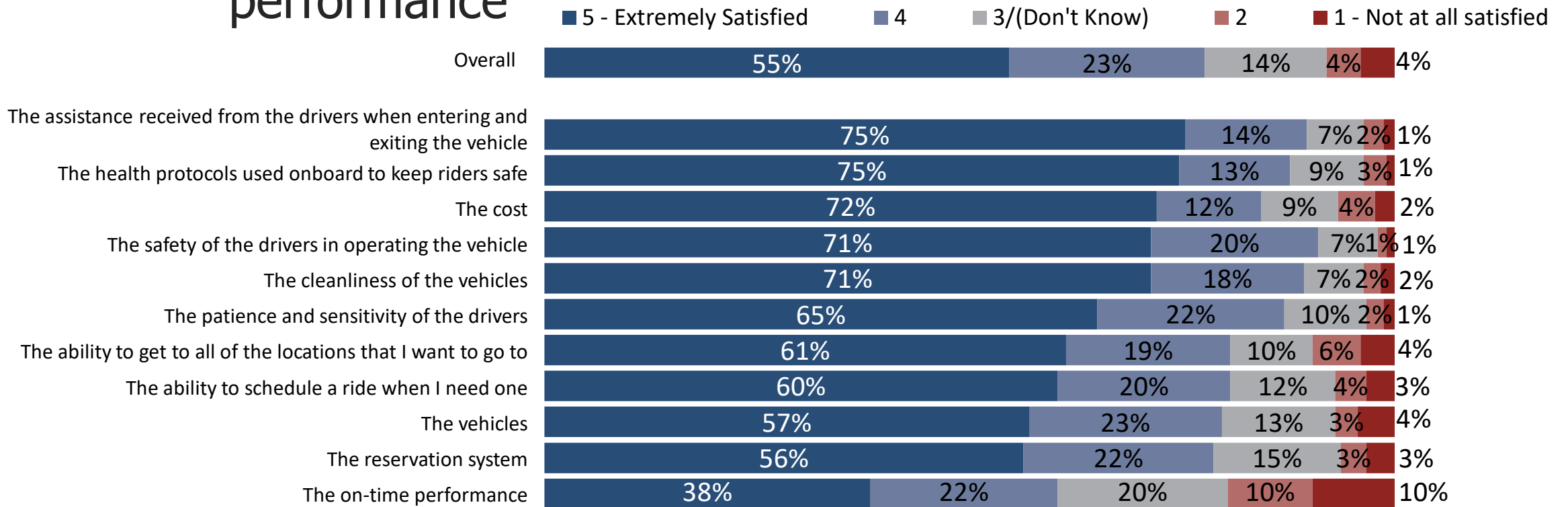
- Cash used by most, but mobile app usage has grown



How do you typically pay for your fare when traveling on Redi-Wheels/RediCoast?

# Service Ratings

- Highest rankings for driver assistance, lowest for on-time performance



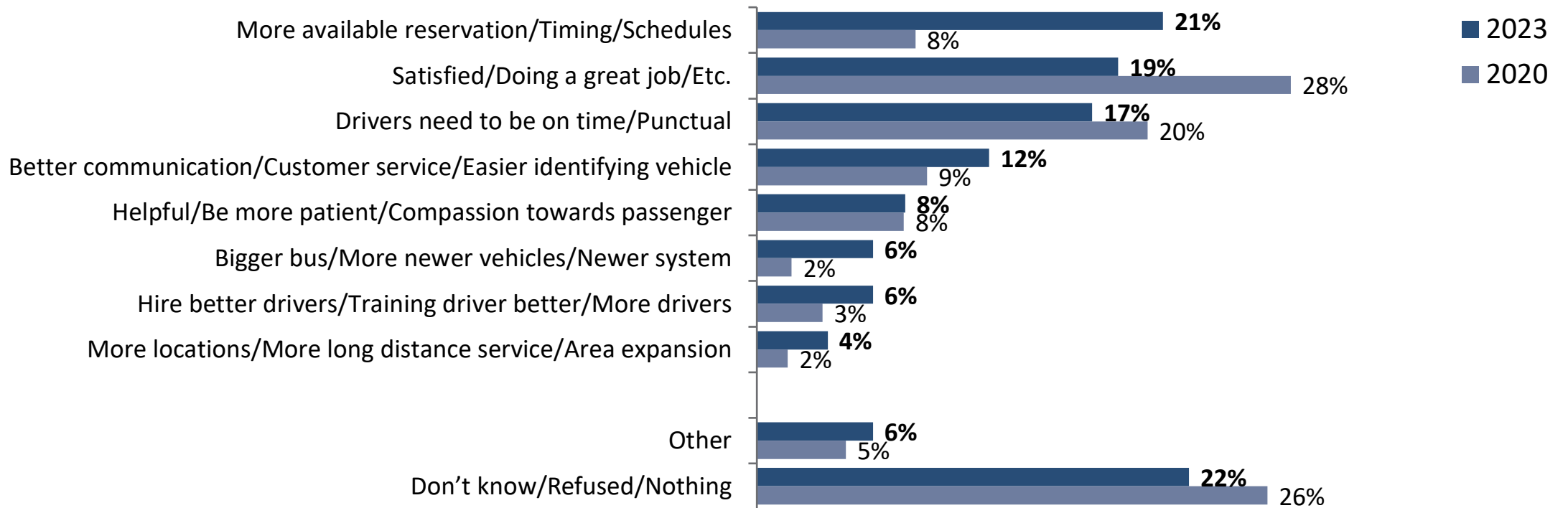
In general, how would you rate your satisfaction with Redi-Wheels/RediCoast?



# Suggested Improvements

- Top-of-mind are improvements to reservations and schedules

*Open-ended question, verbatim responses coded into categories shown below.*



# Interest in Same-Day Service

- Slightly over half of customers indicated at least some interest in same-day paratransit service

## Potential Interest

**56%**

3 - 11%

4 - 11%

5 - Very interested  
35%

## Total Low/No Interest

**44%**

(Don't know) 3%

2 - 9%

1 - Not interested at all  
33%

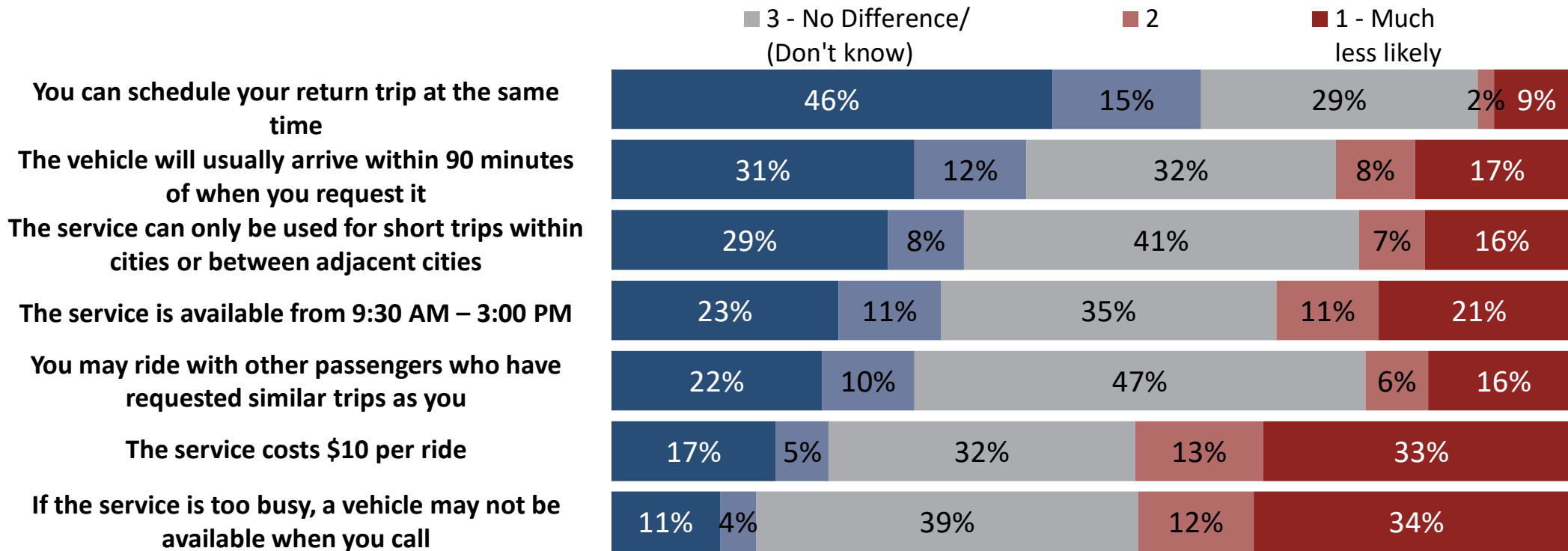
Potential Interest

How interested would you be in using this kind of service, using a scale of 1 to 5, where 1 is not at all interested, and 5 is very interested?

Total Low/No Interest

# Interest in Same-Day Service

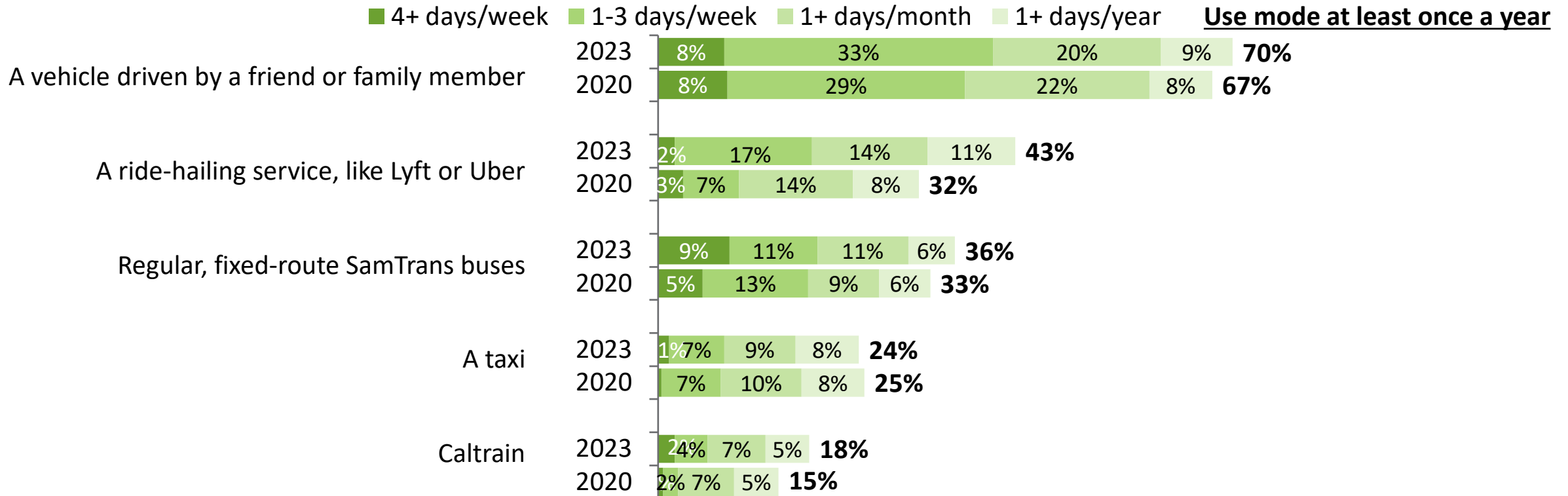
- Roundtrip and short notice booking are highly valued.



For each, please tell me if that feature would make you more likely or less likely to use the service, or if it would make no difference one way or another.

# Use of Other Transit Modes

- Significant increase in share of ride-hailing usage



Please tell me if you currently use that as a way to get around at least once a week, or less than once a week.

# Next Steps

- Post-launch same-day service customer survey – Fall 2024.
- Training to improve the reservation experience.
- Continued roll-out of new paratransit vehicles.



# Thank You



Please email [jestj@samTrans.com](mailto:jestj@samTrans.com) with any questions.