Shared Ride Survey Topline Summary

SCTA Shared Ride Survey Topline

Contents

1. Background

The South Central Transportation Authority (SCTA), as part of its 2023 Transportation Development Plan (TDP), commissioned Foursquare Integrated Transportation Planning (Foursquare ITP) and WBA Research to conduct a survey of riders on both of the paratransit systems that SCTA operates – BARTA Special Services (Berks County) and Red Rose Access (Lancaster County).

Along with SCTA, WBA created a mail survey that was then distributed by SCTA to users of these shared-ride services, asking questions about their satisfaction with the services offered by BARTA Special Services and Red Rose Access, respectively, as well as basic demographic information for Title VI analysis.

What follows are the topline results of this research.

2. Methodology

The questionnaire was designed based on previously conducted Shared Ride surveys used in 2017, as well as with input from SCTA on additions or adjustments from those used in the past. WBA formatted the survey into a single page for mailing. Each survey included a serial number to distinguish between BARTA Special Services and Red Rose Access riders, allowing the research team to identify the specific county and system of which they are users.

The field period of the shared-ride satisfaction survey began that day, running from March 23rd to May 12th, 2023.

At the conclusion of fielding, 246 qualified and completed surveys were collected. Of those, 160 surveys came from BARTA Special Services and 86 surveys came from Red Rose Access riders.

Because each system is examined separately in this report, data reported in this report are unweighted and not combined into a total.
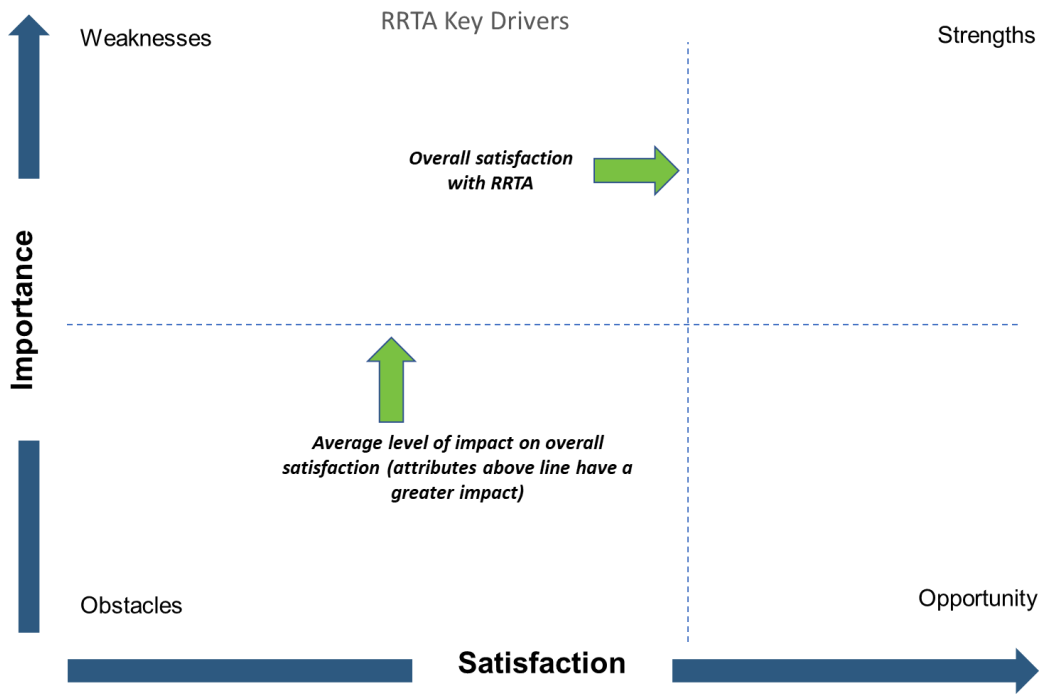
3. Red Rose Access Key Driver Analysis

<u>Overview of Key Driver Analysis</u>

For the attributes used to measure satisfaction with RRTA Access, a key driver analysis was utilized in an effort to better understand what drives satisfaction and where opportunities lie for the system. This shows the impact each attribute has on overall satisfaction.

To identify priorities for improving satisfaction with RRTA Access, these results were plotted on a chart. The chart is laid out as follows:

- Weaknesses – These are attributes that have a significant impact on attitudes, but for which riders give relatively low ratings, meaning that RRTA Access is not delivering on this important need. For RRTA, these are attributes on which the system should aim to improve.

- Strengths – These are attributes that receive relatively higher ratings from riders and have a significant impact on attitudes. These are what drive riders to use RRTA Access.

- Obstacles – These attributes receive lower ratings from riders and have a moderate to low impact on their perception of RRTA Access. If other modes can better deliver on these attributes, there is an opportunity for mode switch.

- Opportunities – These attributes have a moderate to low impact on rider attitudes, while receiving moderate to high ratings. These secondary attributes can be used as a means to retain or increase usage.

RRTA Key Drivers

Weaknesses   Strengths

Importance

*Overall satisfaction
with RRTA* →

*Average level of impact on overall
satisfaction (attributes above line have a
greater impact)*

Obstacles   Opportunity

Satisfaction →

Three attributes**, arrives within the 30 minute pickup window, the ability of Red Rose Access to get you to your destination on time,** and **the helpfulness/courtesy of the reservation staff**, are areas that have a strong impact on satisfaction and where customers are highly satisfied. Maintaining satisfaction with these attributes may lead to continued satisfaction with Red Rose Access.

There are two key attributes that had a significant impact on satisfaction with Red Rose Access but where Access is not perceived to be performing as well. By increasing satisfaction with this attributes, Red Rose Access may see a positive impact on overall satisfaction:

- **Ease of making a reservation**
- **Overall time to make trips**

There are four areas where Red Rose Access is viewed positively by customers though they have a lesser impact on overall satisfaction. These can be seen as *opportunities*:

- **Driver courtesy and friendliness;**
- **Cleanliness inside the vehicle;**
- **Value of the service for the price paid; and**
- **Driver help boarding and exiting the vehicle.**

Red Rose Access Key Drivers
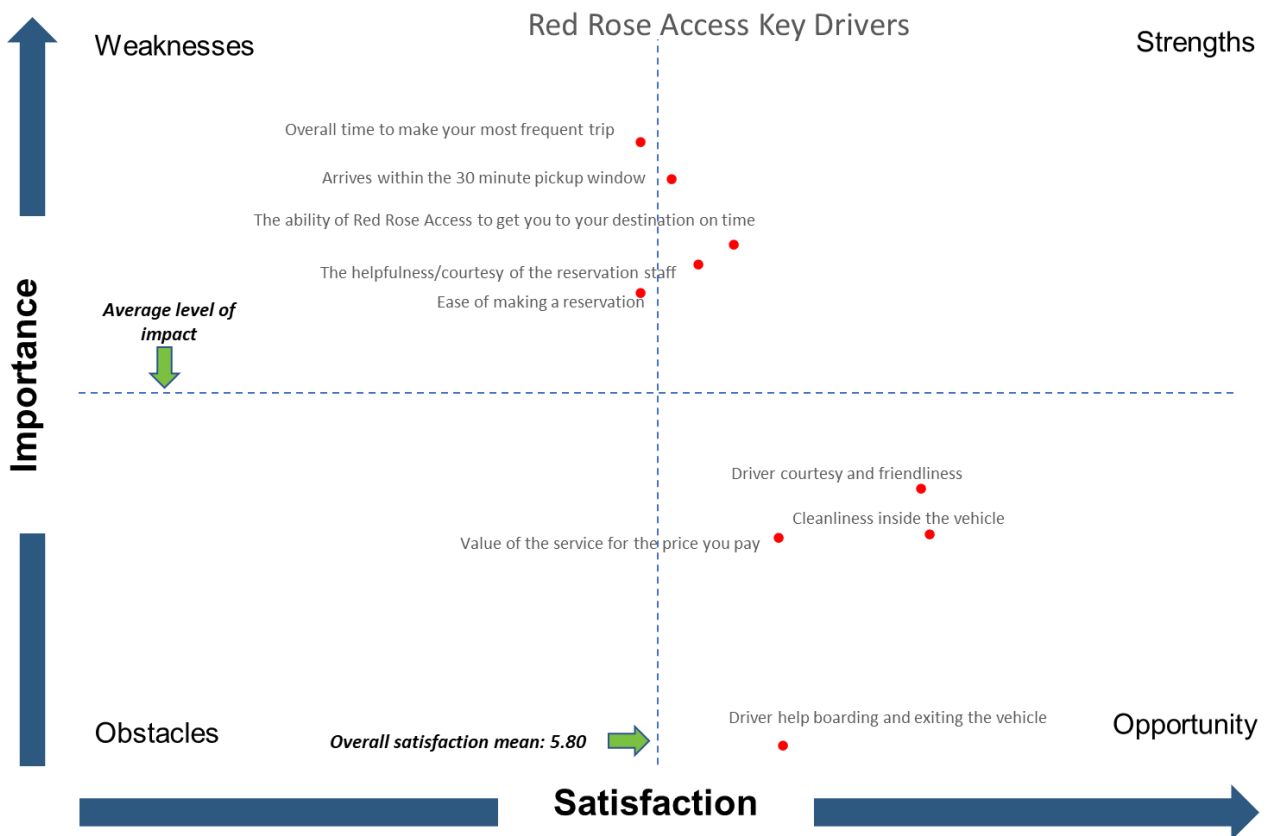
4. Red Rose Access Key Attribute Ratings

Seven in ten Red Rose Access customers are satisfied with Red Rose Access service overall (70% quite or very satisfied).

Red Rose Access customers are most satisfied with the cleanliness inside the vehicle (89% quite or very satisfied), the driver courtesy and friendliness (85%), and the driver help boarding and exiting the vehicle (80%). Notably however, they are least satisfied with the time it takes to make their most frequent trips (71%), the vehicles arriving for pickup within their 30 minute pickup window (70%), and the ease of making a reservation (69%).

Red Rose Access
Ratings of Service Overall

Service Overall	70%	15%	6%	4%	5%

■ Very/Quite Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very/Quite Dissatisfied

Red Rose Access
Ratings of Service Overall
% Quite/Very Satisfied

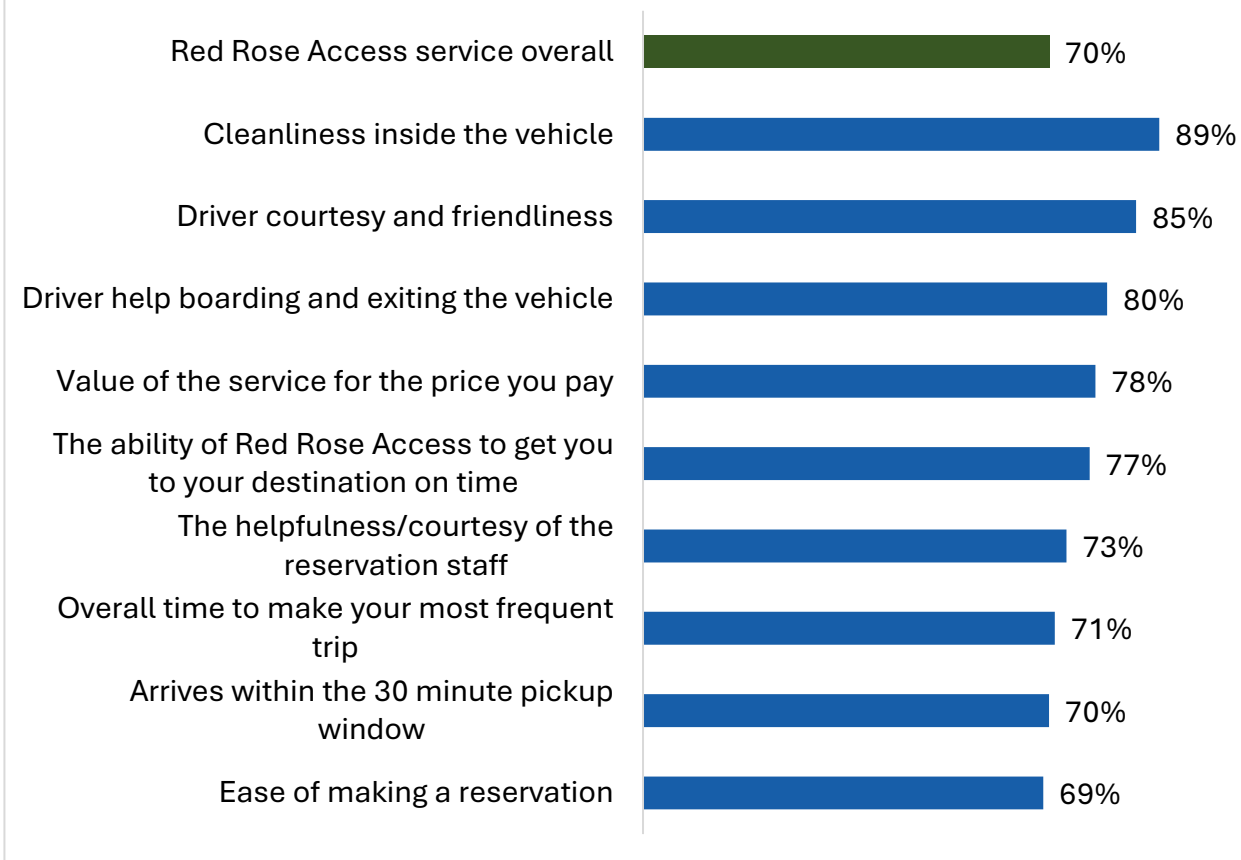|	
Red Rose Access service overall	70%
Cleanliness inside the vehicle	89%
Driver courtesy and friendliness	85%
Driver help boarding and exiting the vehicle	80%
Value of the service for the price you pay	78%
The ability of Red Rose Access to get you to your destination on time	77%
The helpfulness/courtesy of the reservation staff	73%
Overall time to make your most frequent trip	71%
Arrives within the 30 minute pickup window	70%
Ease of making a reservation	69%

Table R1: Q5. In the last 30 days, how satisfied have you been with Red Rose Access?
Base = Those answering (n=76-84)

5. Usage of Red Rose Access

Almost one-half of customers are using Red Rose Access at the same frequency that they did last year (48% citing that they use the service "about the same"). Notably, nearly one-third are using the service less (31%), whereas 21% say they are using it more.
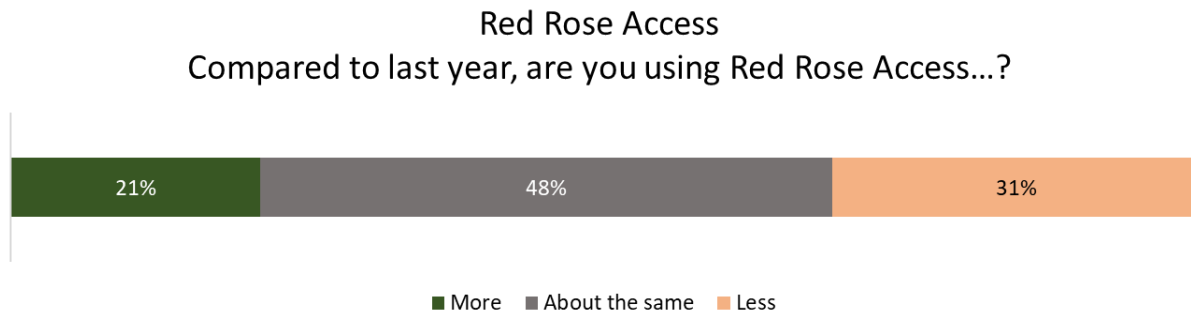
Red Rose Access
Compared to last year, are you using Red Rose Access…?

More	About the same	Less
21%	48%	31%

■ More ■ About the same ■ Less

Table R2: Q4. Compared to last year, are you using Red Rose Access…?
Base = Those answering (n=81)

Most customers have used Red Rose Access just once or twice in the past 30 days and only 4% have used the service more than 10 times. Notably, People of Color are more likely to have used Red Rose Access in the past 30 days (19%), compared to White riders (2%).

Red Rose Access	
How often have you used Red Rose Access in the past 30 days?	%
1 to 2 times	70%
3 to 5 times	18%
6 to 10 times	8%
More than 10 times	4%

Table R3: Q2. How often have you used Red Rose Access in the past 30 days?
Base = Those answering (n=73)

About one-half of customers have used Red Rose Access for 1 to 3 years (54%), with the remainder equally having used the service for 4 to 6 years (22%) and more than 6 years (24%).

Red Rose Access	
How long have you been using Red Rose Access?	**%**
1 to 3 years	54%
4 to 6 years	22%
More than 6 years	24%

Table R4: Q3. How long have you been using Red Rose Access?
Base = Those answering (n=82)

Overall, Red Rose Access customers are most likely to use the service to get to and from medical appointments, with more than eight in ten doing so over the last three months (82%). This is especially common among People of Color, where 93% have used the service for medical appointments (compared to 78% of White customers).

Red Rose Access	
Trip Purposes – Overall – Past Three Months	**%**
Medical appointments	82%
Shopping	10%
To visit (not specific)	8%
To visit a senior center	6%
Place of worship	4%
Work	2%
Errands/Personal business	1%
Gym	1%
To go to a caregiver	1%
Other	2%

Table R5: Q15. For which of the following purposes have you used Red Rose Access in the past three months?
Base = Those answering (n=80)
Multiple responses accepted

Similarly, nearly eight in ten Red Rose Access customers (79%) most frequently use the service to travel to medical appointments. Again, medical appointments are the most frequent trip type for People of Color (92%) at a higher rate than White customers (73%).

Red Rose Access	
Trip Purposes – Most Frequent – Past Three Months	**%**
Medical appointments	79%
Shopping	7%
To visit (not specific)	5%
To visit a senior center	3%
Work	1%
Gym	1%
To go to a caregiver	1%
Other	1%

Table R6: Q16. Which of these was your most frequent purpose in the past three months?
Base = Those answering (n=73)

Availability and Usage of Alternate Modes

Overall, seven in ten Red Rose Access customers (71%) have a fixed route RRTA bus that provides regular service near their home. A similar proportion (68%) use the fixed route RRTA bus system.

Red Rose Access
% Yes

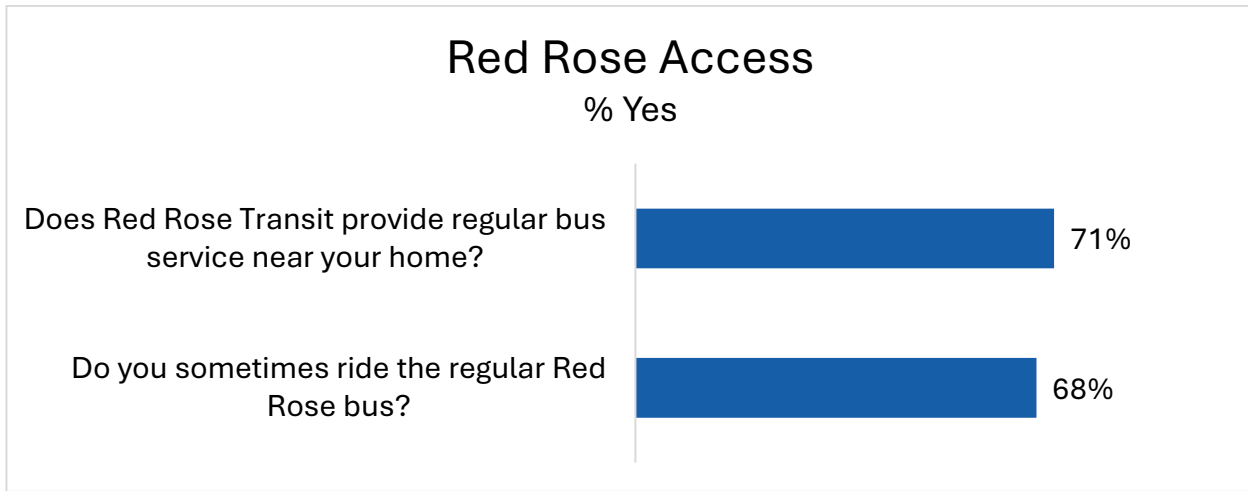|	
Does Red Rose Transit provide regular bus service near your home?	71%
Do you sometimes ride the regular Red Rose bus?	68%

Table R7: Q1A. Do you sometimes ride the regular Red Rose bus?
Q1B. Does Red Rose Transit provide regular bus service near your home?
Base = Those answering (n=68-74)

About one in five Red Rose Access customers have used Uber or Lyft in the past month. Of those who have used Uber or Lyft, 23% have done so to replace a Red Rose Access trip (this represents just 4% of all Red Rose Access customers). Slightly less (15%) have used Uber or Lyft as part of a Red Rose Access trip (representing just 3% of all Red Rose Access customers).

Red Rose Access	
Usage of Uber/Lyft – Past 30 Days	**%**
0 times	81%
Net: Used	**19%**
1 time	4%
2 times	8%
3 times	3%
4 or more times	5%

Table R8: Q17. In the past 30 days, how often have you used Uber or Lyft, if at all?
Base = Those answering (n=79)

Red Rose Access Customer Profile

Notable demographics of Red Rose Access customers include:

- About seven in ten (69%) use a cell phone.

  - One-half of those who use a cell phone use it to access the internet (50%, or 35% of all Red Rose Access customers).

- The average age of Red Rose Access riders is 70 years old. Three-fourths (78%) are 75 years old or older.

- Two-thirds of riders identify as White (67%), while less than two in ten identify as Hispanic or Latino (15%) or black/African American (19%).

6. BARTA Special Services Key Drivers

Overview of Key Driver Analysis

For the attributes used to measure satisfaction with BARTA Special Services, a key driver analysis was utilized in an effort to better understand what drives satisfaction and where opportunities lie for the system. This shows the impact each attribute has on overall satisfaction.

To identify priorities for improving satisfaction with BARTA Special Services, these results were plotted on a chart. The chart is laid out as follows:

- Weaknesses – These are attributes that have a significant impact on attitudes, but for which riders give relatively low ratings, meaning that BARTA Special Services is not delivering on this important need. For BARTA, these are attributes on which the system should aim to improve.

- Strengths – These are attributes that receive relatively higher ratings from riders and have a significant impact on attitudes. These are what drive riders to use BARTA Special Services.

- Obstacles – These attributes receive lower ratings from riders and have a moderate to low impact on their perception of BARTA Special Services. If other modes can better deliver on these attributes, there is an opportunity for mode switch.

- Opportunities – These attributes have a moderate to low impact on rider attitudes, while receiving moderate to high ratings. These secondary attributes can be used as a means to retain or increase usage.
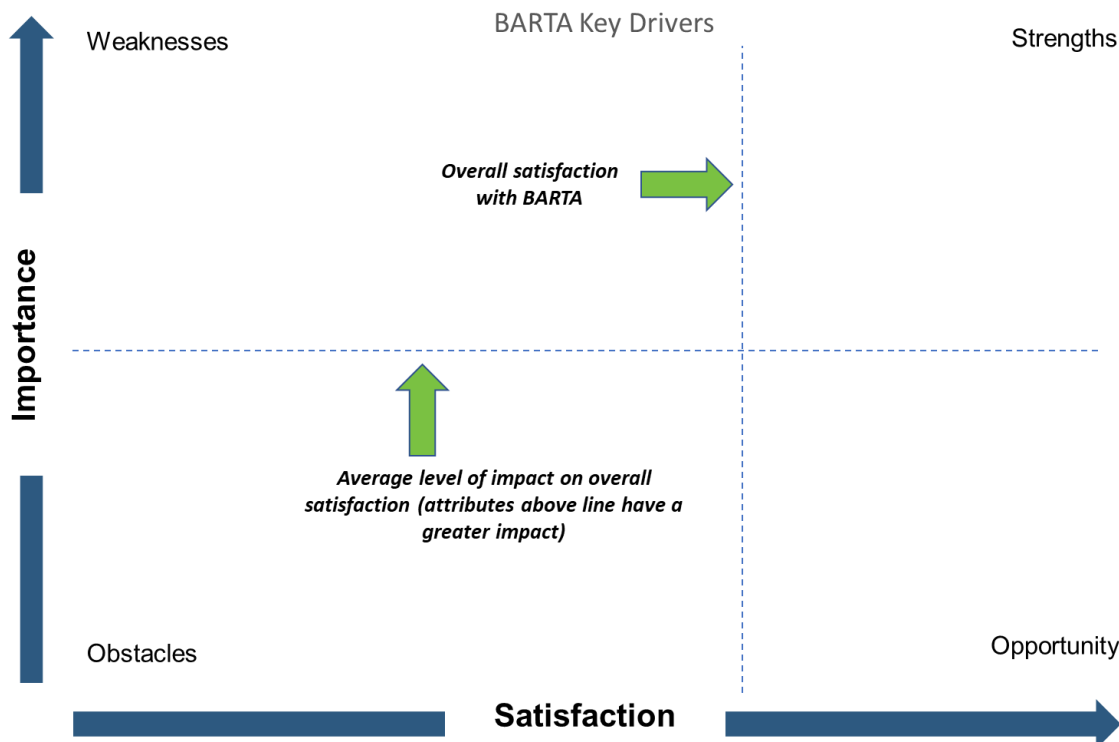
Three attributes**, overall time to make your most recent trip, The helpfulness/courtesy of the reservation staff,** and **the ease of making a reservation**, are areas that have a strong impact on satisfaction and where customers are highly satisfied. Maintaining satisfaction with these attributes may lead to continued satisfaction with BARTA Special Services.

There are two other key attributes that have a strong impact on satisfaction with BARTA Special Services but where customers to not perceive the service performing as well. By increasing satisfaction with these attributes, BARTA may see a positive impact on overall satisfaction:

- **Arriving within the 30 minute pickup window; and**
- **The ability of BARTA Special Services to get you to your destination on time.**

There are three areas where BARTA Special Services is viewed positively by customers even though they have a lesser impact on overall satisfaction. These can be seen as *opportunities*:

- **Cleanliness inside the vehicle;**
- **Driver courtesy and friendliness; and**
- **Driver help boarding and exiting the vehicle.**

BARTA Special Service Key Drivers
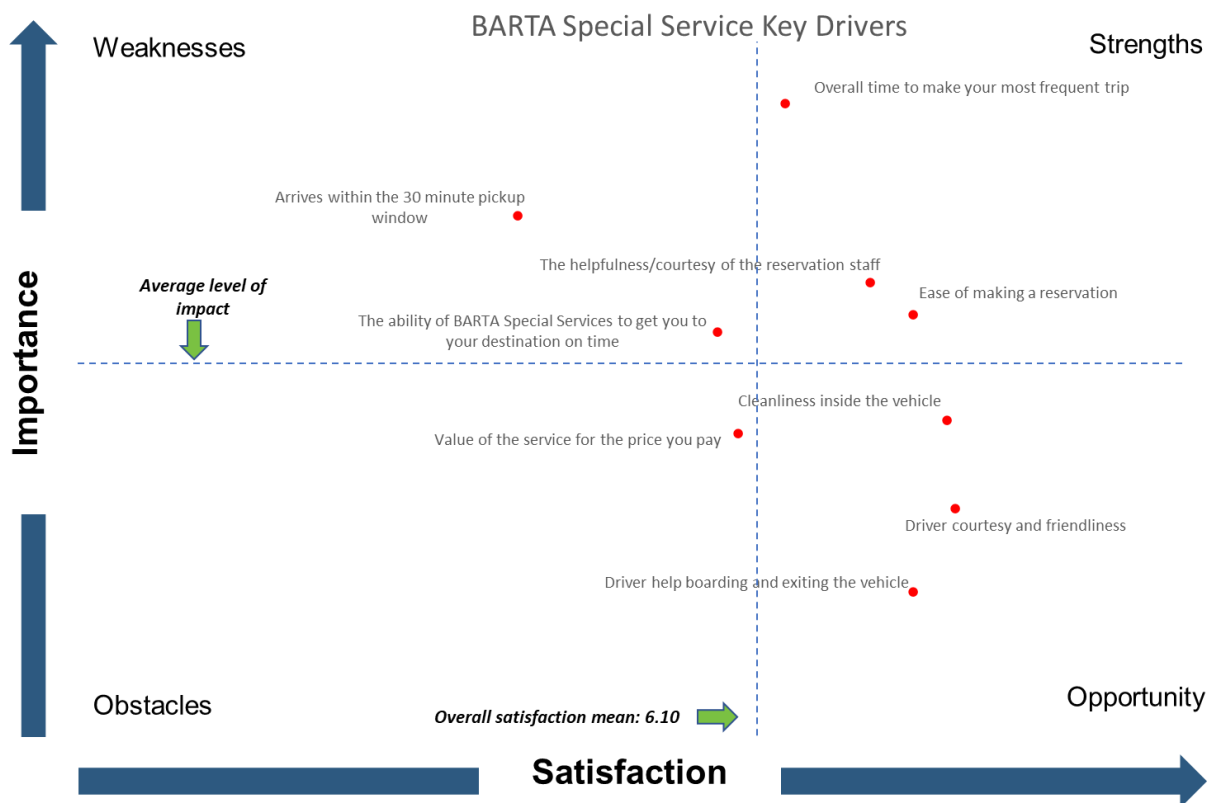
7. BARTA Special Services Key Attribute Ratings

Eight in ten customers are satisfied with BARTA Special Services overall (80% quite or very satisfied). Notably, satisfaction is higher among Black/African American customers, with nine in ten (90%) quite or very satisfied.

BARTA Special Services customers are most satisfied with driver courtesy and friendliness (93% quite or very satisfied), the cleanliness inside the vehicle (91%), and the help drivers provide boarding and exiting the vehicle (90%). However, they are least satisfied with the ability of BARTA Special Services to get them to their destination on time (75%), and the vehicles arriving for pickup within their 30 minute pickup window (65%).

BARTA Special Services
Ratings of Service Overall

Service Overall	80%	9%	5%	3%	6%

■ Very/Quite Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Very/Quite Dissatisfied

BARTA Special Services
Ratings of Service Overall
% Quite/Very Satisfied

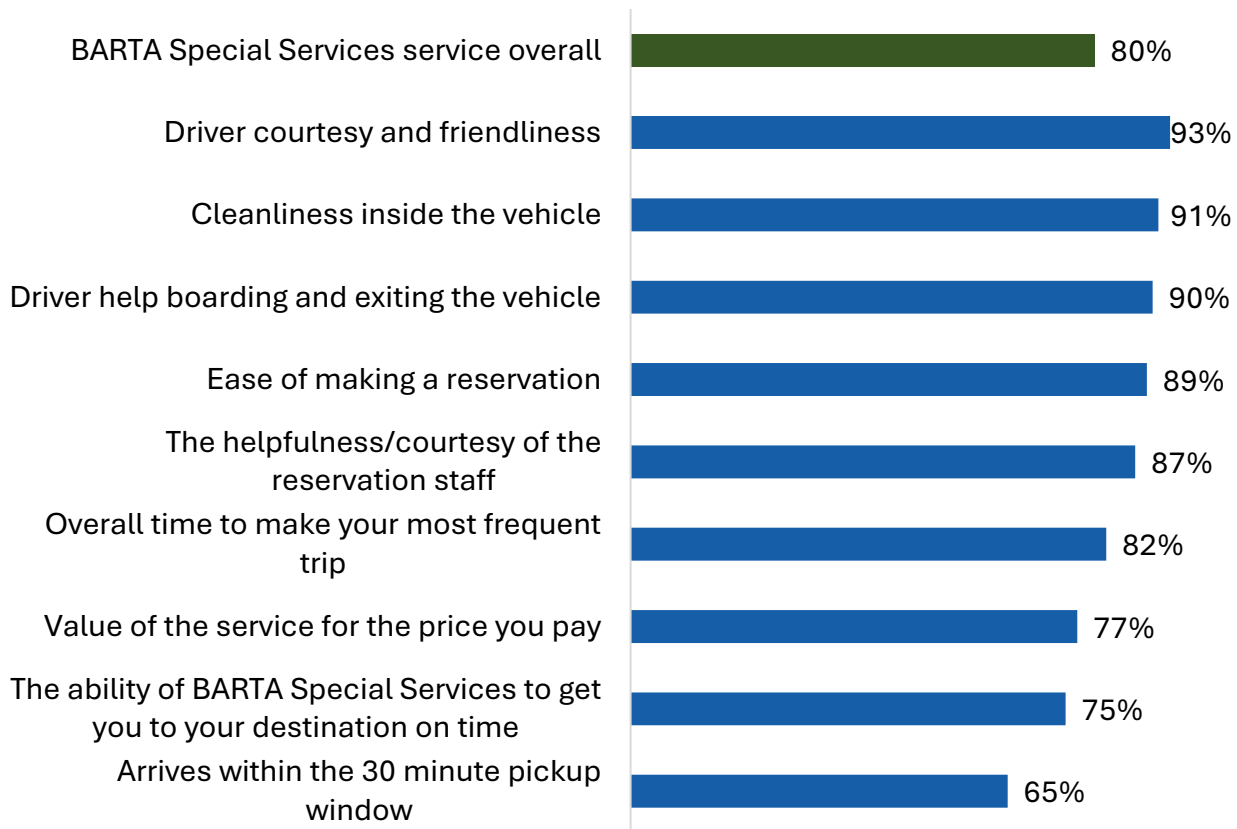|	
BARTA Special Services service overall	80%
Driver courtesy and friendliness	93%
Cleanliness inside the vehicle	91%
Driver help boarding and exiting the vehicle	90%
Ease of making a reservation	89%
The helpfulness/courtesy of the reservation staff	87%
Overall time to make your most frequent trip	82%
Value of the service for the price you pay	77%
The ability of BARTA Special Services to get you to your destination on time	75%
Arrives within the 30 minute pickup window	65%

Table B1: Q5. In the last 30 days, how satisfied have you been with BARTA Special Services?
Base = Those answering (n=138-154)

8. Usage of BARTA Special Services

More than one-half of customers are using BARTA Special Services at the same frequency that they did last year (56% citing that they use the service "about the same"). While a small subsection are using the service less (14%), nearly one third indicated they are doing so more often (30%).

BARTA Special Services
Compared to last year, are you using BARTA Special Services…?

30%	56%	14%

■ More ■ About the same ■ Less
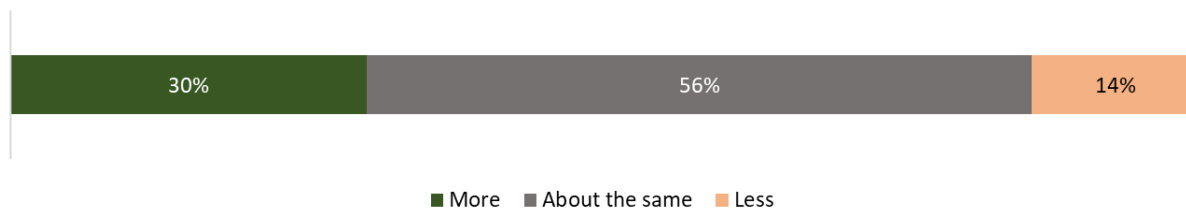
Table B2: Q4. Compared to last year, are you using BARTA Special Services…?
Base = Those answering (n=155)

Most customers have used BARTA Special Services just once or twice in the past 30 days (55%) and only 5% have used the service more than 10 times.

BARTA Special Services	
How often have you used BARTA Special Services in the past 30 days?	**%**
1 to 2 times	55%
3 to 5 times	32%
6 to 10 times	8%
More than 10 times	5%

Table B3: Q2. How often have you used BARTA Special Services in the past 30 days?
Base = Those answering (n=150)

Nearly one-half of customers have used BARTA Special Services for 1 to 3 years (47%), with one in five (21%) having used the service for 4 to 6 years, and about one-third having done so for more than 6 years (32%).

BARTA Special Services

How long have you been using BARTA Special Services?	%
1 to 3 years	47%
4 to 6 years	21%
More than 6 years	32%

Table B4: Q3. How long have you been using BARTA Special Services?
Base = Those answering (n=155)

Overall, BARTA Special Services customers are most likely to use the service to get to and from medical appointments, with the vast majority doing so over the last three months (95%).

BARTA Special Services	
Trip Purposes – Overall – Past Three Months	%
Medical appointments	95%
Shopping	6%
Errands/Personal business	3%
To visit a senior center	1%
Work	1%
School	1%
Other	3%

Table B5: Q15. For which of the following purposes have you used BARTA Special Services in the past three months?
Base = Those answering (n=156)
Multiple responses accepted

Similarly, the majority of BARTA Special Services customers (94%) most frequently use the service to travel to medical appointments.

BARTA Special Services	
Trip Purposes – Most Frequent – Past Three Months	%
Medical appointments	94%
Shopping	3%

To visit a senior center	1%
Errands/Personal business	1%
School	1%
To visit (not specific)	1%
Other	1%

Table B6: Q16. Which of these was your most frequent purpose in the last three months?
Base = Those answering (n=147)

Availability and Usage of Alternate Modes

Overall, nearly three-fourths of BARTA Special Services customers (73%) have a fixed route BARTA bus that provides regular service near their home. Six in ten (60%) use the fixed route RRTA bus system.

BARTA Special Services
% Yes

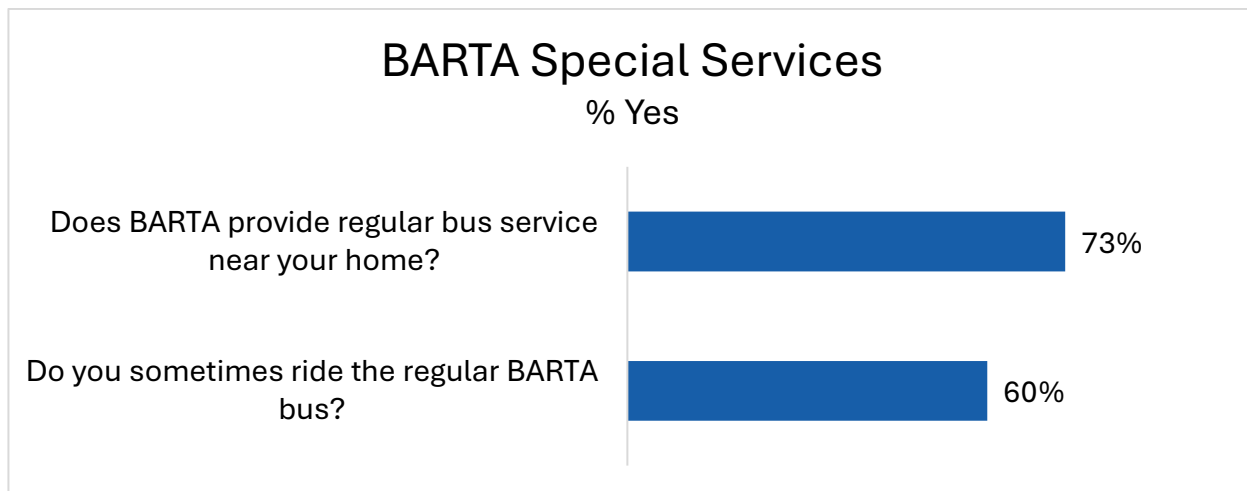|	
Does BARTA provide regular bus service near your home?	73%
Do you sometimes ride the regular BARTA bus?	60%

Table B7: Q1A. Do you sometimes ride the regular BARTA bus?
Q1B. Does BARTA provide regular bus service near your home?
Base = Those answering (n=144-148)

About one in five BARTA Special Services riders (19%) have used Uber or Lyft in the past month. Of those who have used Uber or Lyft, 42% have done so to replace a BARTA Special Services trip (this represents just 7% of all BARTA Special Services customers). Fewer (27%) have used Uber or Lyft as part of a Red Rose Access trip (representing just 5% of all BARTA Special Services customers).

BARTA Special Services	
Usage of Uber/Lyft – Past 30 Days	%
0 times	81%
Net: Used	**19%**

1 time	8%
2 times	4%
3 times	3%
4 or more times	4%

Table B8: Q17. In the past 30 days, how often have you used Uber or Lyft, if at all?
Base = Those answering (n=156)

BARTA Special Services Customer Profile

Notable demographics of BARTA Special Services customers include:

- Almost eight in ten (77%) use a cell phone.
    - Nearly one-half of those who use a cell phone use it to access the internet (47%, or 36% of all BARTA Special Service customers).
- The average age of BARTA Special Services customers is 70 years old. Seven in ten customers (70%) are 65 years old or older.
- One-half of customers identify as White (53%), while about one-third identify as Hispanic or Latino (35%) and about one in ten identify as Black/African American (9%).

SCTA is conducting a survey of its customers that have recently used our BARTA Special Services. Please take five minutes to complete the survey, place it in the pre-paid envelope, and drop it in the mail to SCTA. It will help you and your fellow BARTA Special Services riders.

1. Please tell us about yourself and how you use BARTA Special Services:
   a. Do you sometimes ride the regular BARTA buses? ☐ Yes ☐ No
   b. Does BARTA provide regular bus service near your home? ☐ Yes ☐ No ☐ Not sure

2. How often have you used BARTA Special Services in the past 30 days?

   ☐ 1-2 times ☐ 3-5 times ☐ 6-10 times ☐ More than 10 times

3. How long have you been using BARTA Special Services?

   ☐ 1-3 years ☐ 4-6 years ☐ More than 6 years

4. Compared to last year, are you using BARTA Special Services:

   ☐ More ☐ Less ☐ The same

5.	In the past 30 days, how satisfied have you been with BARTA Special Services?	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Quite Dissatisfied	Very Dissatisfied
a.	BARTA Special Services overall	07	06	05	04	03	02	01
b.	Arrives within 30-minute pick-up window	07	06	05	04	03	02	01
c.	The ability of BARTA Special Services to get you to your destination on time	07	06	05	04	03	02	01
d.	Value of the service for the fare you pay	07	06	05	04	03	02	01
e.	Driver courtesy and friendliness	07	06	05	04	03	02	01
f.	Driver help boarding and exiting vehicle	07	06	05	04	03	02	01
g.	Cleanliness inside the vehicle	07	06	05	04	03	02	01
h	Ease of making a reservation	07	06	05	04	03	02	01
i.	The helpfulness/courtesy of the reservation staff	07	06	05	04	03	02	01
j.	Overall time to make your most frequent trip?	07	06	05	04	03	02	01

15. For which of the following purposes have you used BARTA Special Services in the past three months?

☐ Shopping ☐ Visit senior center ☐ Medical appointment ☐ Work ☐ Place of worship ☐ Other:_____

16. Which of these was your most frequent purpose in the past three months?

☐ Shopping ☐ Visit senior center ☐ Medical appointment ☐ Work ☐ Place of worship ☐ Other:_____

17. In the past 30 days, how often have you used Uber or Lyft, if at all?

☐ 0 times ☐ 1 time ☐ 2 times ☐ 3 times ☐ 4 or more times

18. If you did use Uber or Lyft in the last 30 days,
    a. Did you use it as part of a BARTA Special Services trip? ☐ Yes ☐ No
    b. Did you use it to replace a BARTA Special Services trip? ☐ Yes ☐ No

19. Do you use a cellphone? ☐ Yes ☐ No
    a. If so, do you access the Internet on your cellphone? ☐ Yes ☐ No

20. How old are you? _____ years old

21. Do you identify as…? *(Please select all that apply.)*
    ☐ Male ☐ Female ☐ Something else ☐ Prefer not to answer

22. What is your race/ethnicity?
    ☐ American Indian or Alaska Native ☐ Native Hawaiian or other Pacific Islander
    ☐ Black or African American ☐ White
    ☐ Asian ☐ Other:_____
    ☐ Hispanic/Latino

23. What is the single most important improvement that you would suggest for BARTA Special Services?

RRTA
RED ROSE TRANSIT AUTHORITY

SCTA is conducting a survey of its customers that have recently used our Red Rose Access service. Please take five minutes to complete the survey, place it in the pre-paid envelope, and drop it in the mail to SCTA. It will help you and your fellow Red Rose Access riders.

1. Please tell us about yourself and how you use Red Rose Access:
   a. Do you sometimes ride the regular Red Rose buses? ☐ Yes ☐ No
   b. Does Red Rose Transit provide regular bus service near your home? ☐ Yes ☐ No ☐ Not sure

2. How often have you used Red Rose Access in the past 30 days?

   ☐ 1-2 times ☐ 3-5 times ☐ 6-10 times ☐ More than 10 times

3. How long have you been using Red Rose Access?

   ☐ 1-3 years ☐ 4-6 years ☐ More than 6 years

4. Compared to last year, are you using Red Rose Access:

   ☐ More ☐ Less ☐ The same

5.	In the past 30 days, how satisfied have you been with Red Rose Access services?	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Quite Dissatisfied	Very Dissatisfied
a.	Red Rose Access overall	07	06	05	04	03	02	01
b.	Arrives within 30-minute pick-up window	07	06	05	04	03	02	01
c.	The ability of Red Rose Access to get you to your destination on time	07	06	05	04	03	02	01
d.	Value of the service for the fare you pay	07	06	05	04	03	02	01
e.	Driver courtesy and friendliness	07	06	05	04	03	02	01
f.	Driver help boarding and exiting vehicle	07	06	05	04	03	02	01
g.	Cleanliness inside the vehicle	07	06	05	04	03	02	01
h	Ease of making a reservation	07	06	05	04	03	02	01
i.	The helpfulness/courtesy of the reservation staff	07	06	05	04	03	02	01
j.	Overall time to make your most frequent trip?	07	06	05	04	03	02	01

15. For which of the following purposes have you used Red Rose Access in the past three months?

☐ Shopping ☐ Visit senior center ☐ Medical appointment ☐ Work ☐ Place of worship ☐ Other:_____

16. Which of these was your most frequent purpose in the past three months?

☐ Shopping ☐ Visit senior center ☐ Medical appointment ☐ Work ☐ Place of worship ☐ Other:_____

17. In the past 30 days, how often have you used Uber or Lyft, if at all?

☐ 0 times ☐ 1 time ☐ 2 times ☐ 3 times ☐ 4 or more times

18. If you did use Uber or Lyft in the last 30 days,
   a. Did you use it as part of a Red Rose Access trip? ☐ Yes ☐ No
   b. Did you use it to replace a Red Rose Access trip? ☐ Yes ☐ No

19. Do you use a cellphone? ☐ Yes ☐ No
   a. If so, do you access the Internet on your cellphone? ☐ Yes ☐ No

20. How old are you? _____ years old

21. Do you identify as...? *(Please select all that apply.)*
   ☐ Male ☐ Female ☐ Something else ☐ Prefer not to answer

22. What is your race/ethnicity?
   ☐ American Indian or Alaska Native ☐ Native Hawaiian or other Pacific Islander
   ☐ Black or African American ☐ White
   ☐ Asian ☐ Other:_____
   ☐ Hispanic/Latino

23. What is the single most important improvement that you would suggest for Red Rose Access?