

- Pending: “Excessive Cancellation Policy” with 9 same-day cancels per rolling 30-day period before suspension: first warning issued at 5 same-day cancels, second warning issued at 7 same-day cancels.

LAC approved of the idea to officially monitor excessive late cancels. LAC thought any policy geared toward streamlining the reservation and ride process for those needing and taking their rides on time would always be of benefit to the majority of riders. They would still like to see the final policy before put into effect, once violations and details are more clearly defined. This should be ready in time for the December meeting.

- Demand-Response Passenger study: 64 total surveys submitted. (See Handout).

LAC is pleased that MAX conducts surveys annually, especially now with having the surveys taken on the Reserve-A-MAX buses as was added this year.

The LAC hopes, in event no new millage proposals are requested for 2010, that MAX will continue to develop small service enhancements when possible—much like those done in the recent past (Route 8 Deviated, fixed route upgrades, etc.) and continue to look for grant funded programs like Night Owl. LAC hopes that MAX remains open to finding new ways to improve/re-route the fixed routes given the new ½ mile service requirement, especially on some of the lowest ridership routes, and for improved northside service connections (the latter as indicated by riders in the past).

- Final FY 2009 Ridership Figures (See MAX homepage for complete info./charts).

- **Total Passenger Rides: 316,578 (+7.8% over FY 2008)**
- Proportion: Fixed Rtes.: 69% (from 63%), Reserved: 31% (from 37%)
- Fixed Route Rides: 218,586 (+17.5% over FY 2008)
- Reserved Rides: 97,992 (-9.1% over FY 2008)
- **Overall:**

Regular:	37%
Disabled:	40%
Youth:	15%
Senior:	6%
Senior Disabled:	2%
- Fixed:

Regular:	48%	Reserved: Regular:	11%
Disabled:	26%	Disabled:	70%
Youth:	20%	Youth:	5%
Senior:	4%	Senior:	9%
Sr. Disabled:	2%	Senior Dis.:	5%

- Conclusion of Meeting.
- Next meeting, Tuesday, December 1, 2009, 4:00pm.

Reserve-A-MAX passengers happy with service

MAX passengers using Reserve-A-MAX service are overwhelmingly pleased with the ride reservation process and driver helpfulness and courtesy, but expressed a need for more evening and Sunday service. Those were some of the findings from a survey of passengers using MAX transit's reserved ride service from Sept. 14-25.

A total of 64 surveys were received from passengers who voluntarily completed them. Reserve-A-MAX service may be used only by persons with disabilities who are ADA-eligible and unable to use the fixed bus routes and able-bodied persons whose origin or destination are more than ½ mile from a bus stop.

Findings from the survey included:

- More than 70% rated their phone reservation experience as excellent or good.
- More than 90 percent rated driver service as excellent or good in terms of helpfulness, courtesy, sensitivity to their special needs, and securement of mobility devices.
- On-time reliability, hours of operation, and fares received less favorable by passengers, many of whom who wanted Sunday service and additional drivers and vehicles for evening service. The less favorable rating on fares may be the result of the transit system increasing fares for able bodied adults using reserved ride service from \$1 to \$3 one way.
- Two-thirds said they would use Reserve-A-MAX regularly on Sundays if it were offered.
- Appointments, work and medical visits were the top three destinations of Reserve-A-MAX passengers.
- 70% of passengers reported a disability and 30% used the service because they were not within ½ mile of a bus stop.
- 64% have used the service for more than a year, and 84% ride weekly.

MAX surveys passengers annually to measure service quality and customer satisfaction, and identify areas for improvement. MAX surveyed passengers on the fixed bus routes in early September. Results were tabulated by the Carl Frost Center for Social Science Research.