



Assessing Customer Satisfaction and Trip Purpose for Macatawa Area Express Transportation Authority-Demand Response

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Introduction to Survey

This report summarizes the results of the demand-response survey to assess customer satisfaction and trip purpose for the Macatawa Area Express Transportation Authority, conducted on the 1st, 2nd, and 5th of August, 2019. We collected data from 47 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Macatawa Area Express Transportation Authority questions, and demographics. Respondents were also asked if they had any additional comments.

Summary of survey results

Overall, Macatawa Area Express Transportation Authority demand response survey respondents provided positive feedback. Customer satisfaction was very high, as the majority of respondents answered very satisfied in all categories. The results of the trip purpose category showed us that the most common destination was related to work. The additional comments at the end of the survey show that people are generally happy, and grateful for the service. Though there exists a desire for expanded hours. The demographic questions showed that the most common group of Macatawa Area Express Transportation Authority demand response riders identify as Caucasian, are between 35 and 54 years old, earn between \$15,000 and \$19,999 a year, are employed for pay, and the majority do not have any special needs.

Customer Satisfaction

For customer satisfaction, we asked transit riders nineteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

Timeliness

We asked transit riders to rate their satisfaction with timeliness on a five point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their level of satisfaction with:

- The arrival time of this vehicle.
- The timeliness (on-time arrival) of the transit vehicles in general.
- The time taken to reach their destination, given the distance traveled.

We asked transit riders about their satisfaction with the arrival time of the vehicle. The majority of respondents ranked this as Very Satisfied.

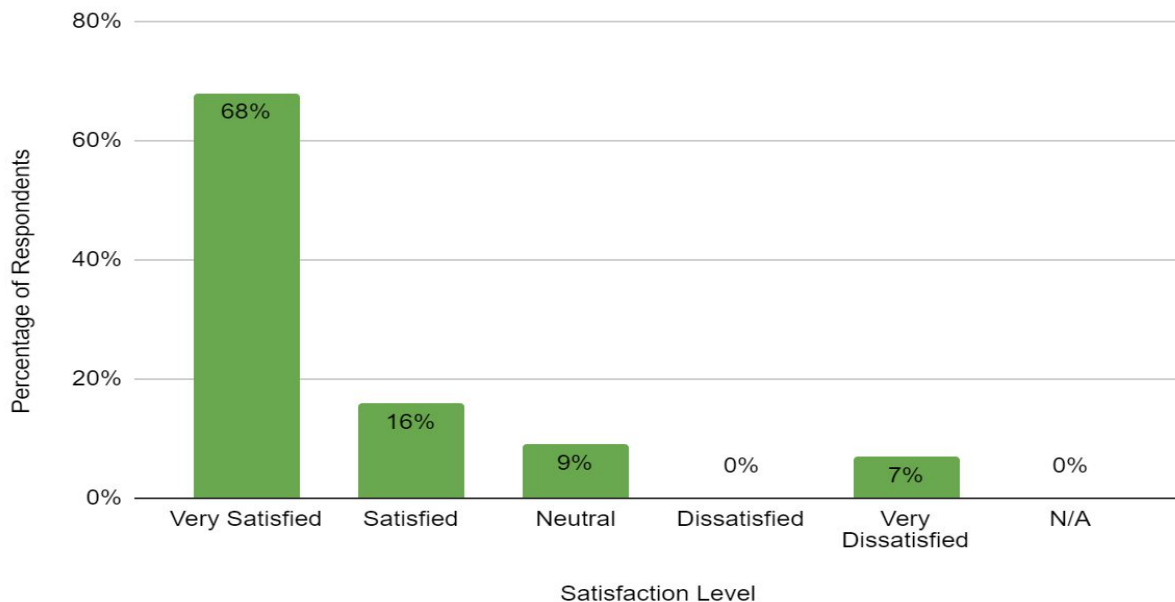


Figure 1: n=44

We asked transit riders about their satisfaction with the on-time arrival of the transit vehicles in general. The majority of respondents ranked this as Very Satisfied.

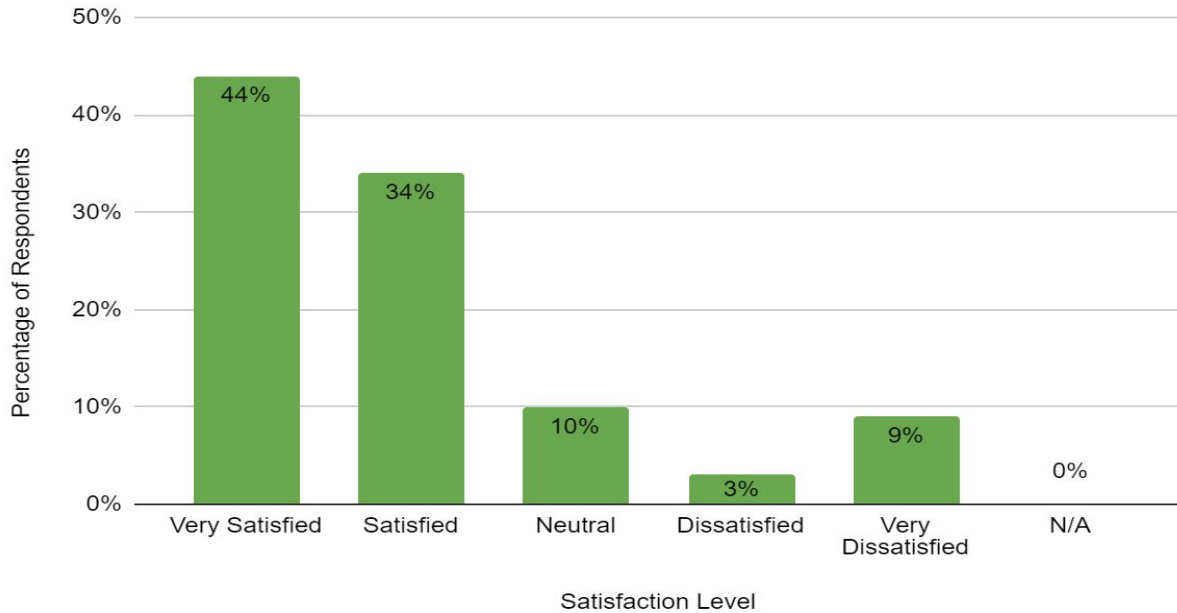


Figure 2: n=41

We asked transit riders about their satisfaction with the time taken to reach their destinations given the distance traveled. The majority of respondents ranked this as Very Satisfied.

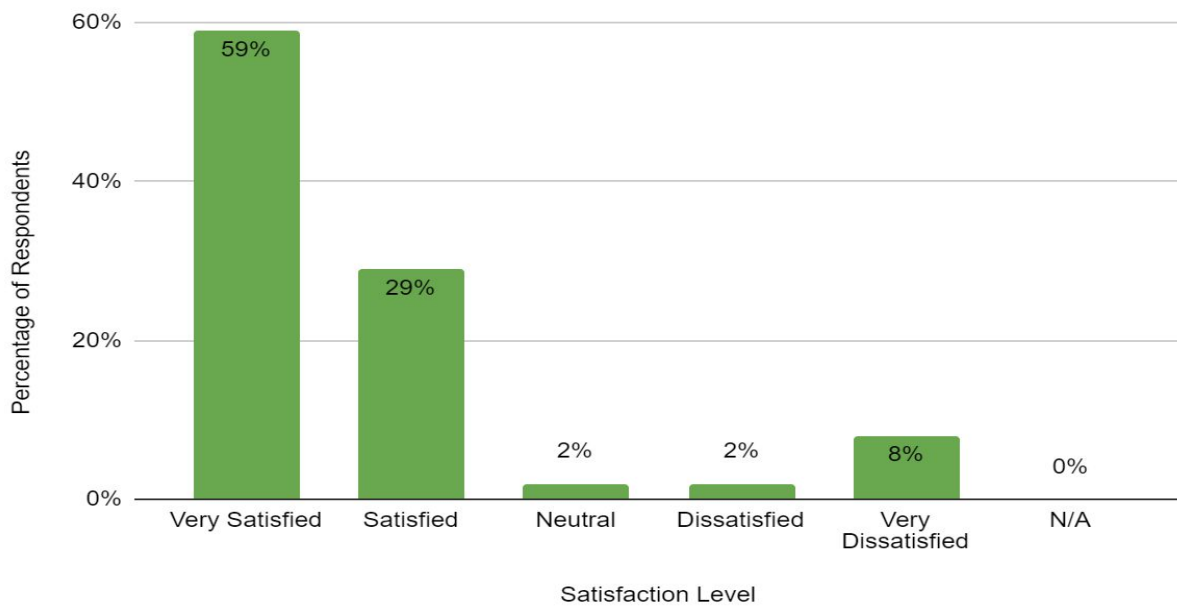


Figure 3: n=41

Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- The temperature of the vehicle.
- The seats on this vehicle.

We asked transit riders about their satisfaction with the temperature on the vehicle. The majority of respondents ranked this as Very Satisfied.

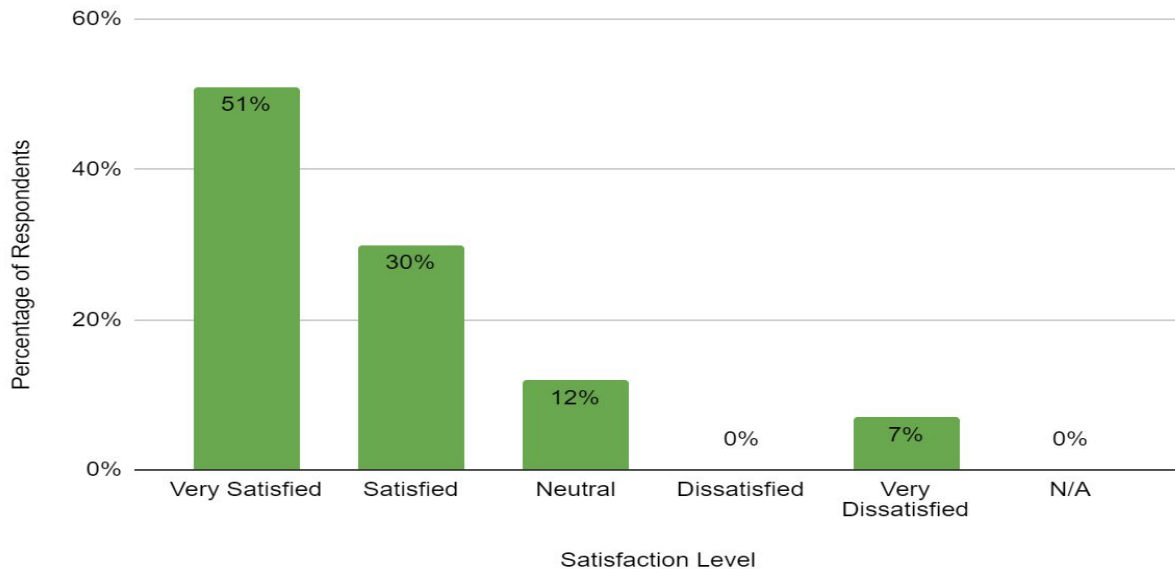


Figure 4: n=43

We asked transit riders about their satisfaction level with the seats on the vehicle. The majority of respondents ranked this as Very Satisfied.

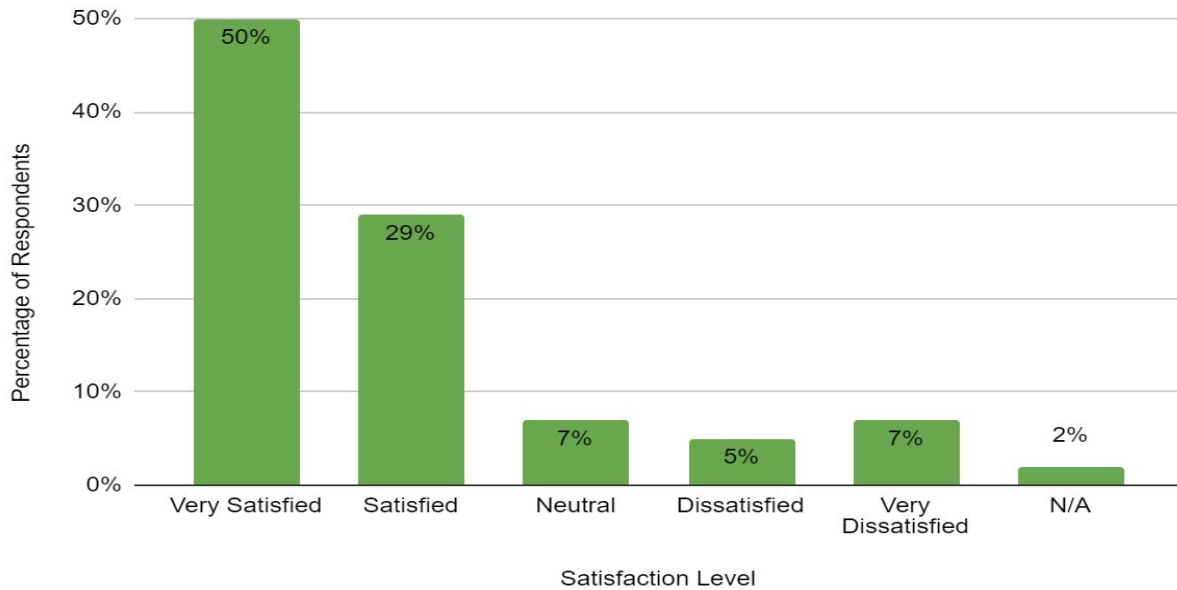


Figure 5: n=42

Cleanliness

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- The cleanliness of this vehicle.

We asked transit riders about their satisfaction with the cleanliness of the vehicle. The majority of respondents ranked this as Very Satisfied.

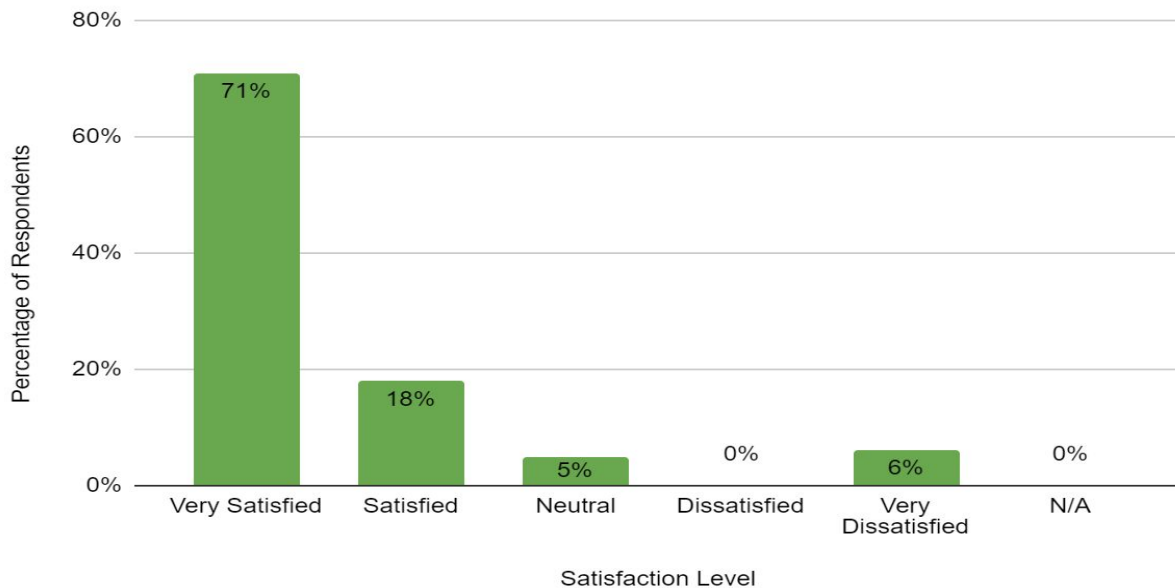


Figure 6: n=44

Information availability and ease of use

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Six questions within this category asked about their satisfaction level with:

- The information that was provided to them when they made the reservation regarding when the vehicle would arrive.
- The information that was provided to them when they made the reservation regarding how long the trip would take.
- The ease of booking trips.
- The ease of changing trips.
- The ease of cancelling trips.
- The ease of finding information on the transit agency in general.

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding when the vehicle would arrive. The majority of respondents ranked this as Very Satisfied.

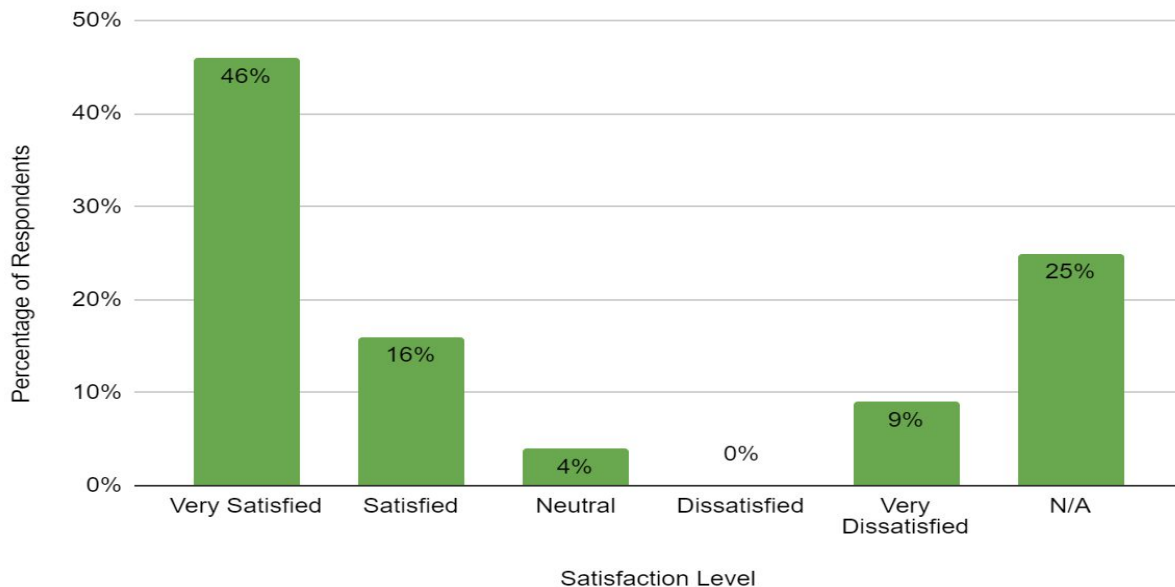


Figure 7: n=44

We asked transit riders about their satisfaction with the information that was provided while making reservations regarding how long the trip would take. The majority of respondents ranked this as Very Satisfied.

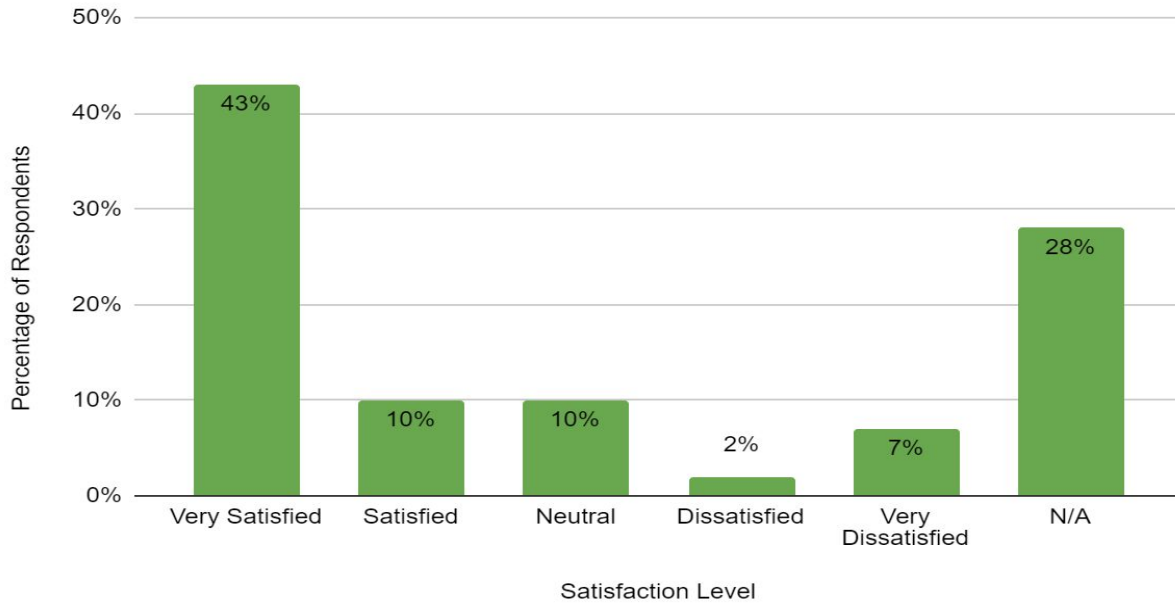


Figure 8: n=42

We asked transit riders about their satisfaction with the ease of booking trips. The majority of respondents ranked this as Very Satisfied.

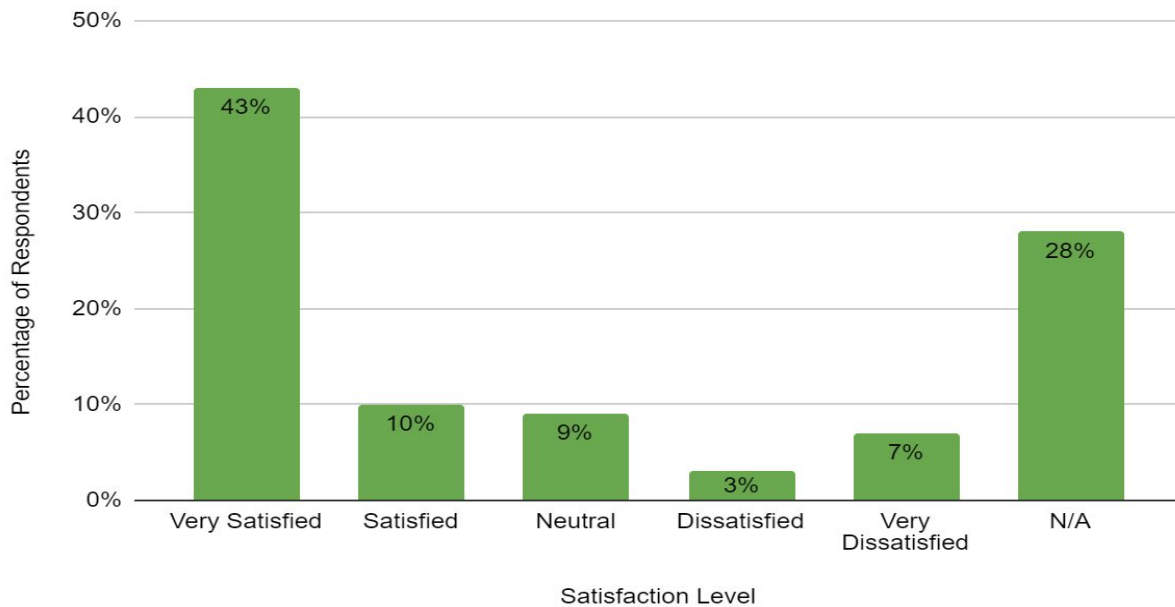


Figure 9: n=42

We asked transit riders about their satisfaction with the ease of changing trips. The majority of respondents ranked this as Very Satisfied or found the question not applicable to themselves.

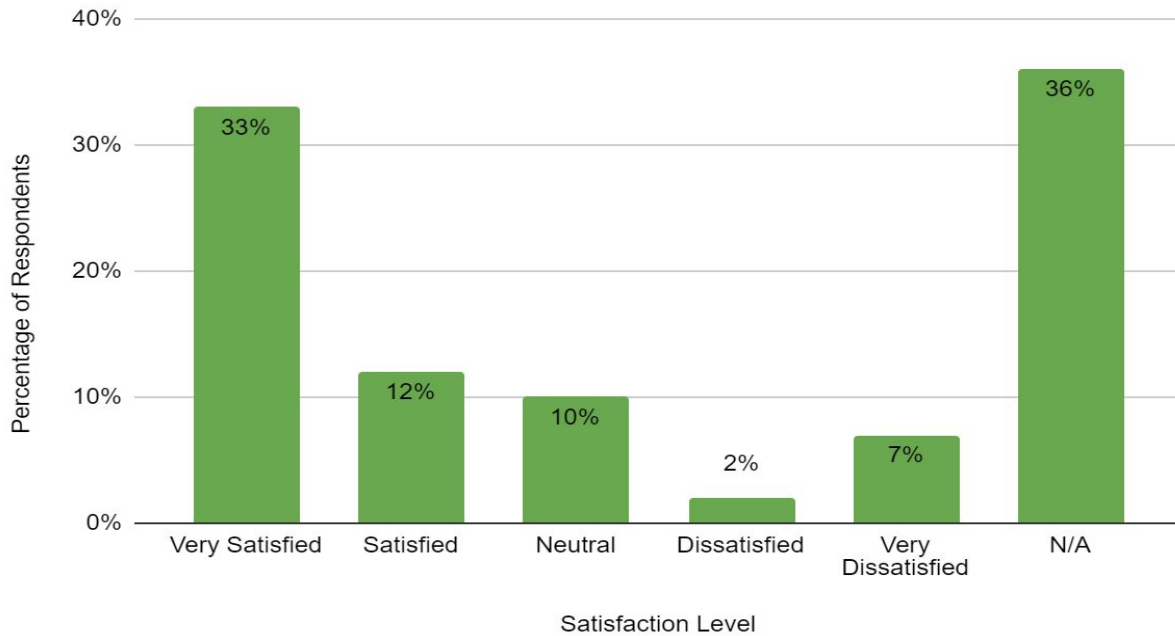


Figure 10: n=42

We asked transit riders about their satisfaction with the ease of cancelling trips. The majority of respondents ranked this as Very Satisfied.

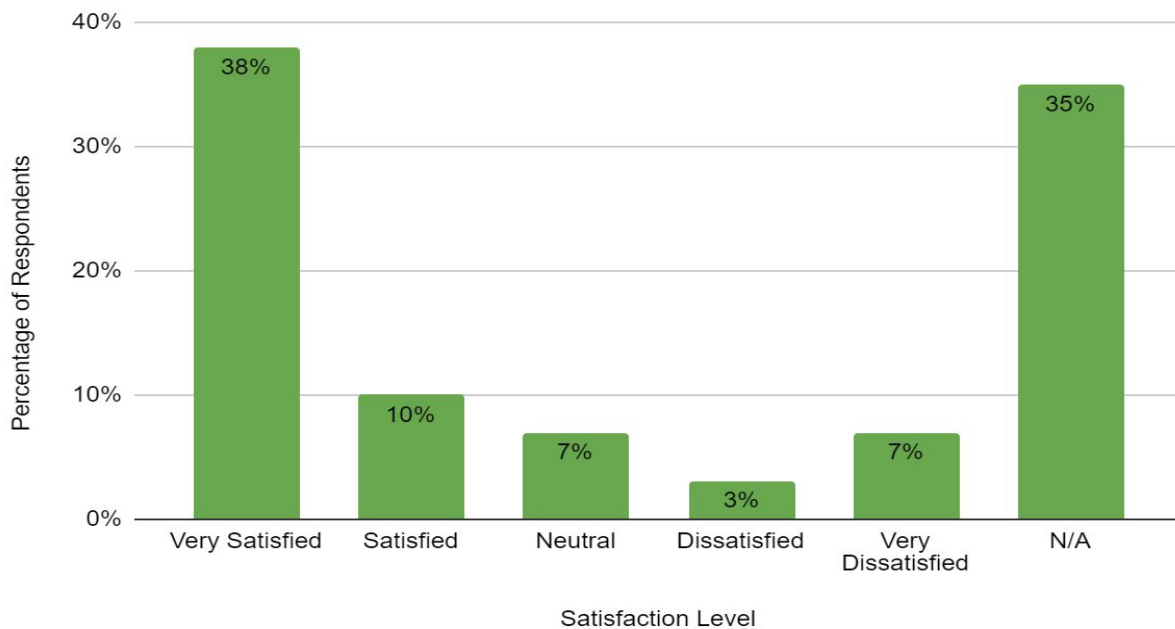


Figure 11: n=42

We asked transit riders about their satisfaction with the ease of finding information on the transit agency in general. The majority of respondents ranked this as Very Satisfied.

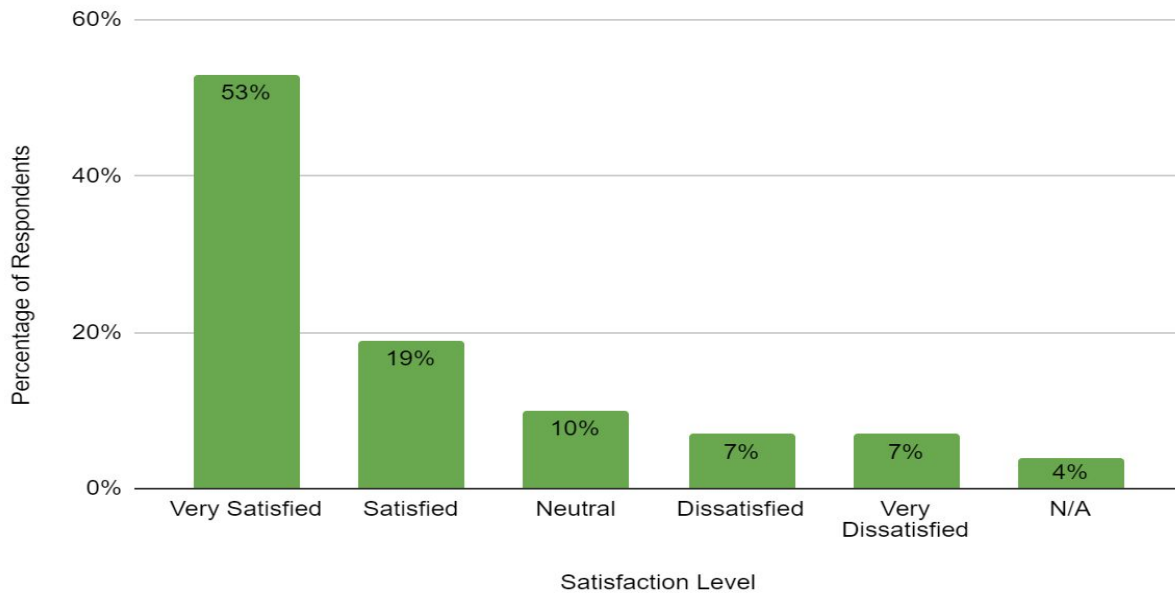


Figure 12: n=42

Customer Service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Six questions within this category asked about their satisfaction level with:

- The helpfulness of the driver.
- The professionalism of the driver.
- The driver's driving skill.
- The helpfulness of the staff taking reservations.
- The hours of operations from this transit agency.
- The overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very Satisfied.

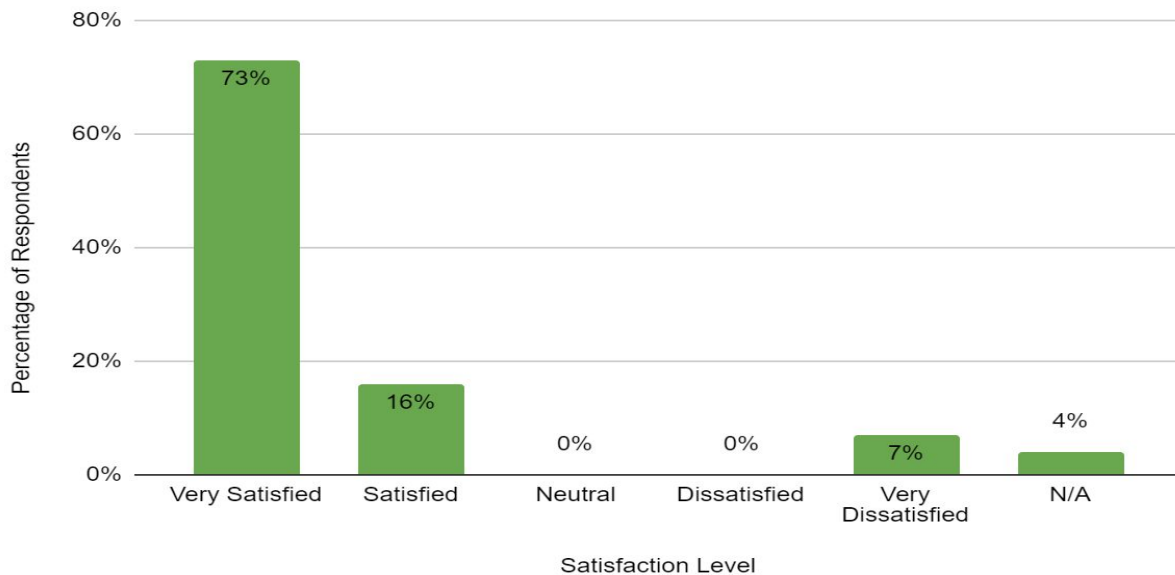


Figure 13: n=44

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very Satisfied.

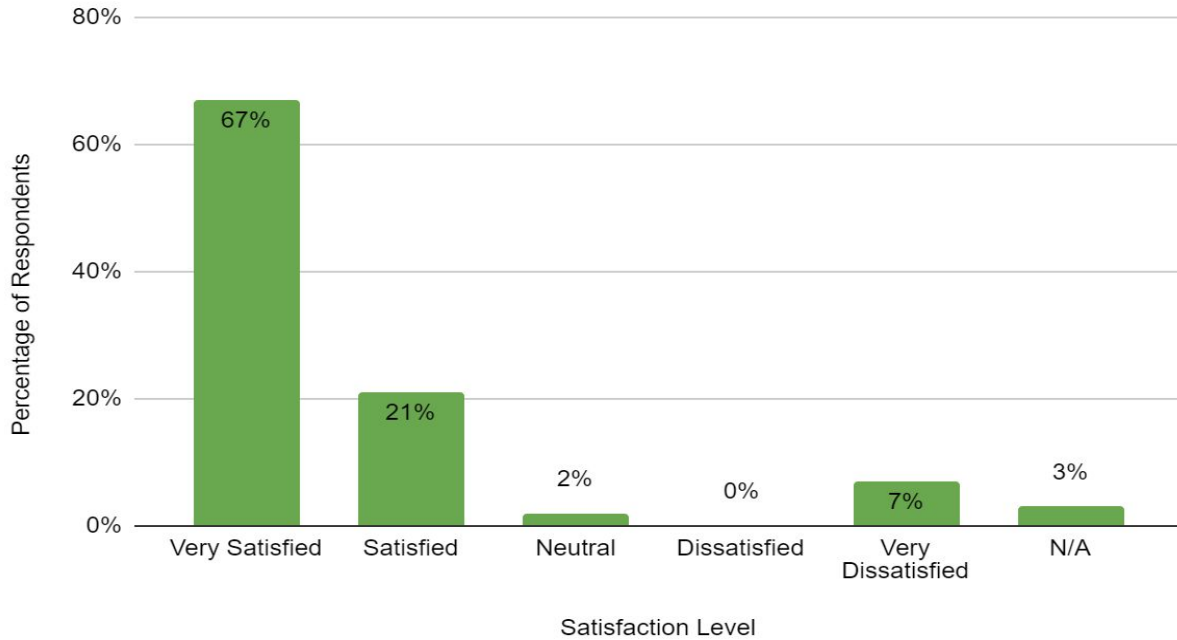


Figure 14: n=43

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very Satisfied.

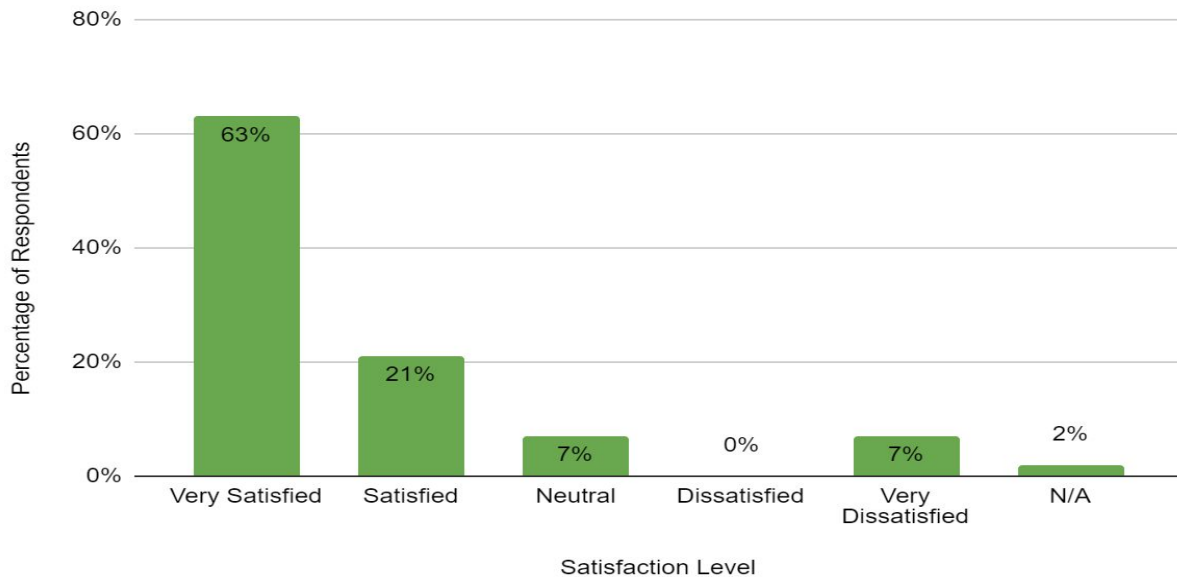


Figure 15: n=43

We asked transit riders about their satisfaction with the helpfulness of the staff taking reservations. The majority of respondents ranked this as Very Satisfied.

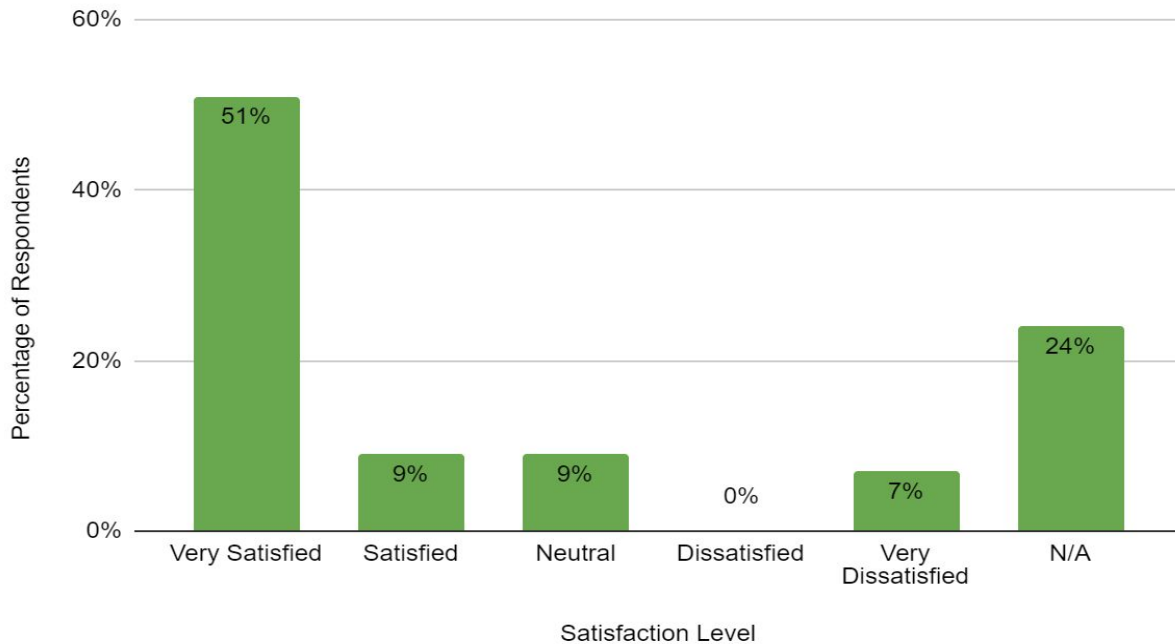


Figure 16: n=43

We asked transit riders about their satisfaction with the hours of operations. The majority of respondents ranked this as Very Satisfied.

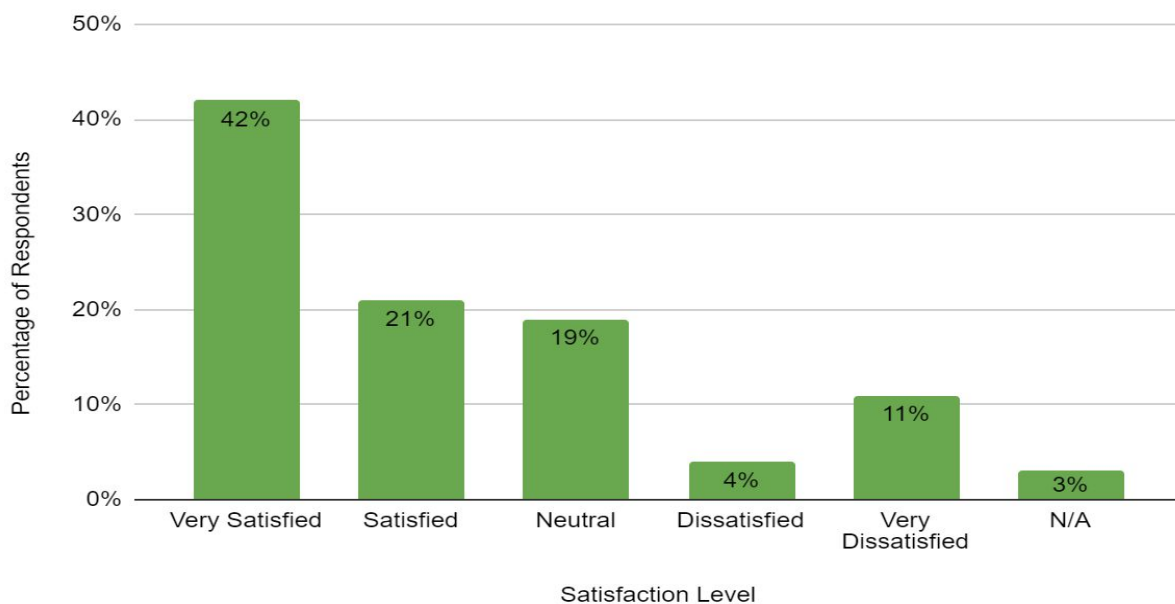


Figure 17: n=43

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very Satisfied.

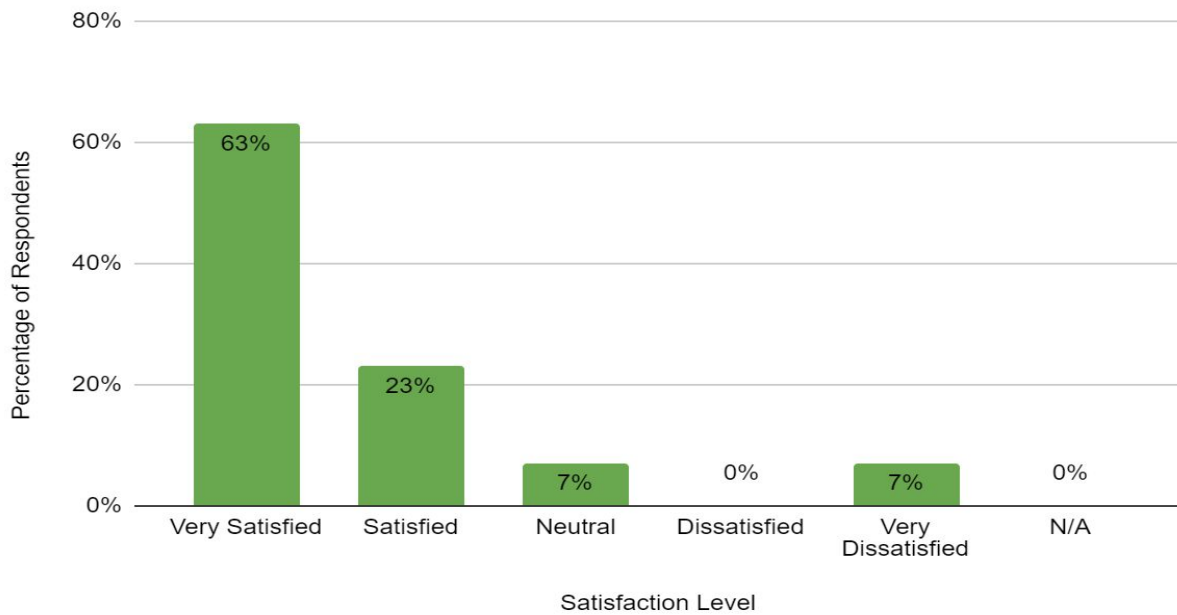


Figure 18: n=43

Safety and Security

We asked transit riders to rate their satisfaction with safety and security, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- The safety in this vehicle.

We asked transit riders about their satisfaction with the safety in this vehicle. The majority of respondents ranked this as Very Satisfied.

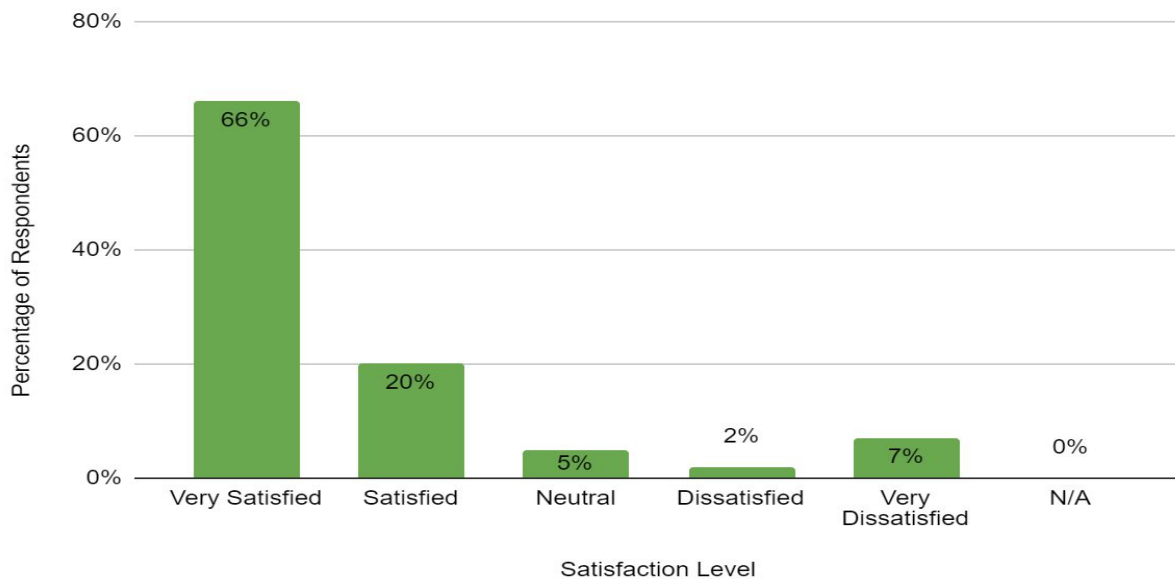


Figure 19: n=44

Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- The cost of this ride.

We asked transit riders how much they agreed with the statement “How satisfied are you with the cost of this ride?” The majority of respondents ranked this as Very Satisfied.

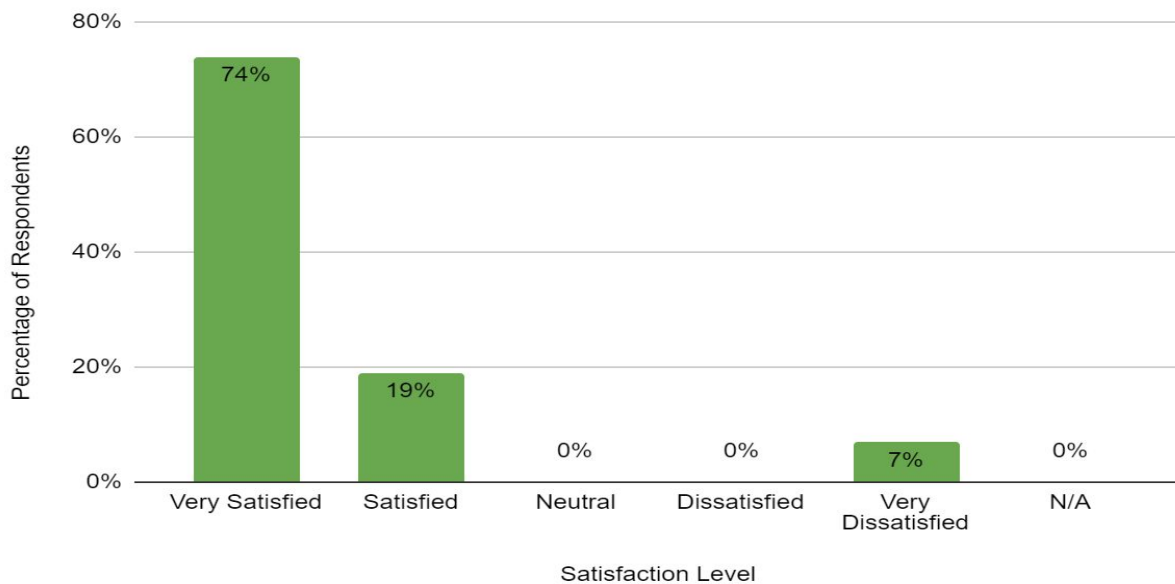


Figure 20: n=43

Trip Purpose

For trip purpose, we asked transit riders two questions regarding the purpose of their trip and what they would do if public transportation was unavailable.

Trip purpose

We asked transit riders about the purpose of their trip. This question allows respondents to select multiple answers. The majority of respondents said their purpose was related to work.

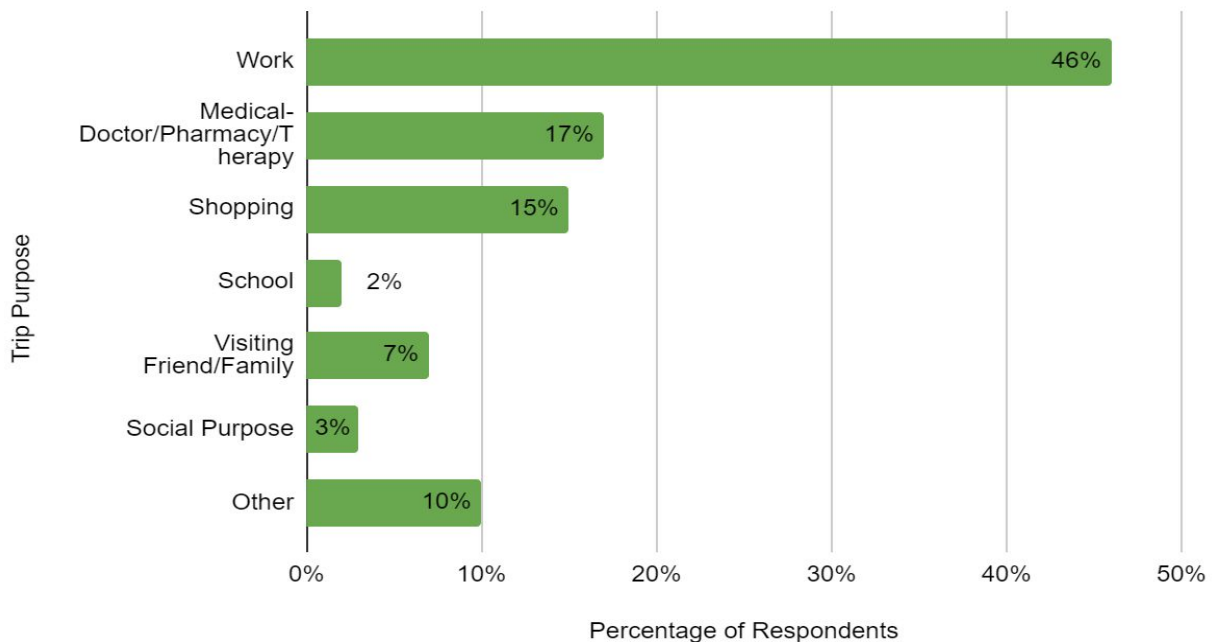


Figure 21: n=61

Alternative Transport Options

We asked transit riders what they would do if public transportation was not available. 63 persons responded to the question.

- 23% said they would not make this trip.
- 2% said they would look for alternative destinations.

The remaining 75% would take the following alternative transportation options:

- 24% said they would get a ride from family or friends.
- 27% said they would walk or bike.
- 21% said they would take a taxi, cab, Uber, or Lyft.
- 3% said they would drive.
- 0% did not specify.

Macatawa Area Express Transportation Authority

We asked transit riders questions specific to Macatawa Area Express Transportation Authority. Three questions within this category asked about:

- How riders pay for their fare.
- Whether or not riders take their bikes with them on the bus.
- What additional routes would riders like to see in the future.

We asked transit riders “How do you pay your fare?” The majority of respondents replied Cash. 43 persons responded to this question:

- 42% said Bus Pass.
- 58% said Cash.

We asked transit riders “If you use your bike to get to your destination, do you take it with you on the bus or lock it and leave it?” The majority of respondents replied Take it on the bus. 22 persons responded to this question:

- 68% said Take it on the bus.
- 32% said Lock it and leave it.

We asked transit riders “What future routes would you like to see connecting popular destinations?” We received 15 responses, excluding “no” answers. Responses were recorded exactly as was written. Several riders mentioned that they would like to see the service expanded in any way possible (more routes, buses, hours). The responses of riders that mentioned specific places are as follows:

1. The beach
2. More houses for the Southside.
3. More evening, for Zeeland and to Beach.
4. Metal Standard and Perriqo
5. Just longer in evening - regular routes Sundays
6. I would like to see late nights to Ottawa township.
7. Holland, Ottawa, County Fair
8. Holland /The beach



9. Grand Rapids. downtown. Chicago Drive Corridor
10. Grand Haven, Muskegon, Grand Rapids
11. Further South to include Truck Stop
12. Fasten service within the downtown area.
13. Extend Rt.2 further out Douglass Ave.
14. Connection to Grand Rapids and/or Grand Haven
15. 8 living zeeland 30 min trips /bus inbound, 1 bus outbound every 1/2 hour.

Demographic Information

We asked transit riders about their employment. The majority of respondents said they were employed for pay.

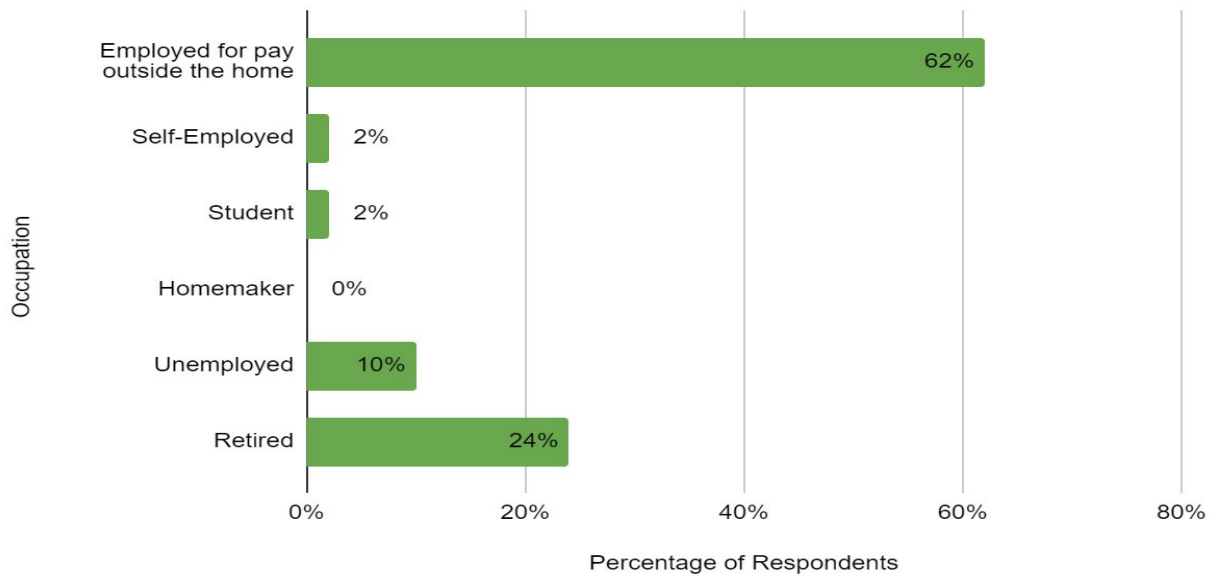


Figure 22: n=42

We asked transit riders about their gender. We received 43 responses.

- 60% male.
- 40% female.
- 0% said other/preferred not to answer.

We asked transit riders about their age. The majority of respondents said they were between 35 and 54 years old.

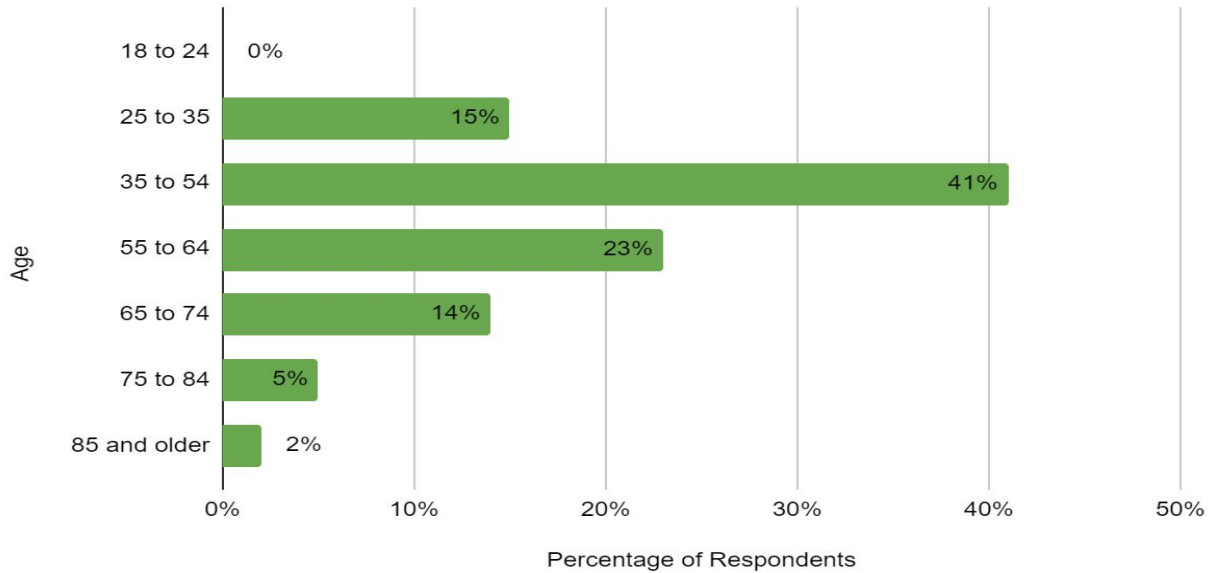


Figure 23: n=44

We asked transit riders about their total combined annual household income. The majority of respondents reported their income as between \$15,000 and \$19,999.

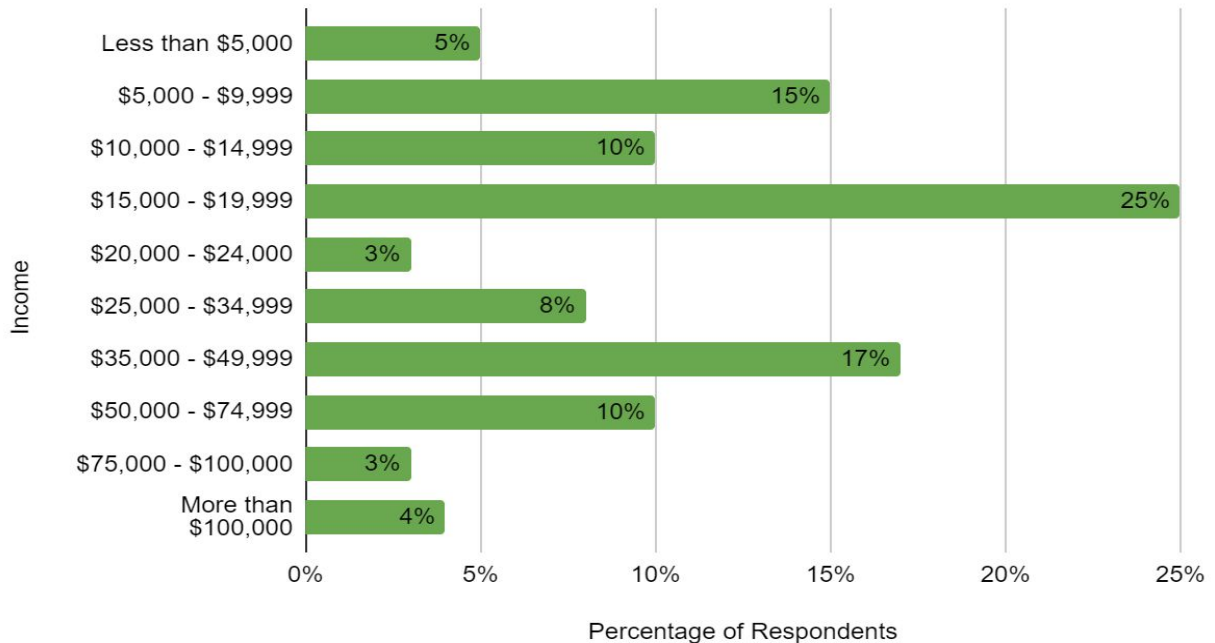


Figure 24: n=40

We asked transit riders about their ethnicity. The majority of respondents said Caucasian/white.

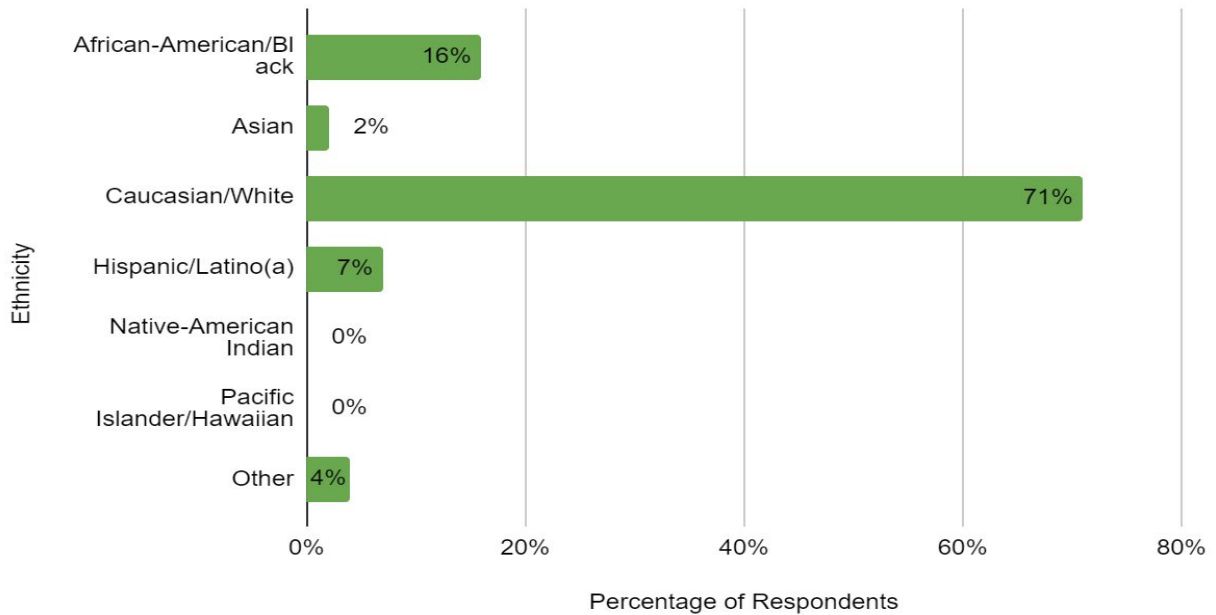


Figure 25: n=44

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. This question allows respondents to select multiple answers. The majority of respondents said they do not have any special needs.

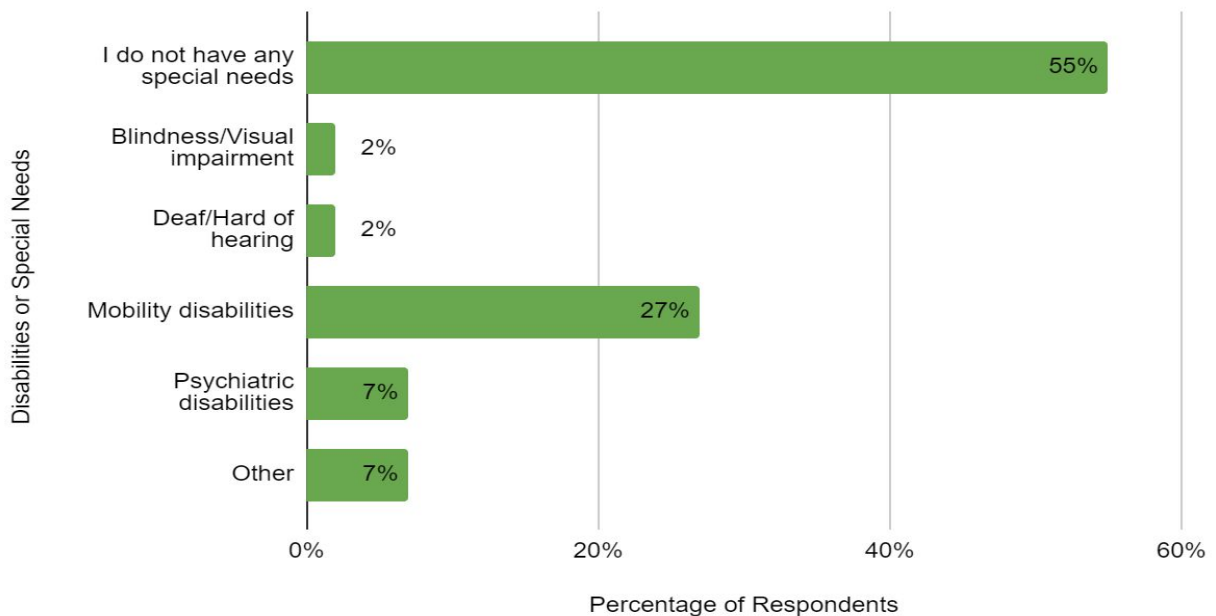


Figure 26: n=44

We asked transit riders if they had any additional comments about the transportation service. We received 25 responses, excluding “no” answers. Responses were recorded exactly as was written. Responses were organized into five categories: satisfied with services, schedule/timeliness issues, vehicles/drivers, routes/service area, and other. Their answers were as follows, some comments may fit in more than one group:

Satisfied with services:

1. Thank you.
2. Mostly great.
3. Thank you.
4. Very clean and organized! Thank you!
5. I could not do without this service!
6. Love it.
7. MAX is great.
8. Great service
9. I can't praise max bus enough. without them I would be home-bound.
10. I love the bus. It saves me a lot of stress and money.
11. Keep up the good work.
12. You guys help me get to work and pay thank you.
13. Keep up the great work.

Schedule/Timeliness issues:

1. Should offer Sunday (illegible) Transit like Grand Rapids.
2. I wish there were more weekday evening hours.
3. I'm not happy about the late departure times from the depot. All stops on fixed routes are later than published times because of this. I wish there was "live" tracking data available for fixed route busses, either online or at signs i.e. next bus arrives at 7:37 et. I would like to see more frequent routes during peak times. A clipboard for this survey would be handy.
4. Get the time fixed on the buses they are 5 min behind on their routes.
5. The only concern I have had is communication from the office by phone (not emphathetic) and reserve scheduling (Hit and Miss - Not reliable)

Vehicles/Driver:

1. A lot of wonderful drivers. Always kind and helpful.



2. Do they make enough money per year?

Routes/Service area:

1. The buses going to Zeeland seem like they are always late, maybe just adjust the timetables.
2. Very good help. very good transportation service. Add route 8 zeeland.

Other:

1. More bus routes, Frequent stops, Digital Map and route display in office or bus will help. Also in busstops, the digital indicator to say next schedul time the bus would arrive/left. Mobile app.
2. Keeping us informed when you have changes. My app never alerts me - updated twice-constuction issues.
3. Should have more bus stops along the Southside



Final recommendations:

Customer satisfaction was very good overall. The majority of passengers indicated they were very satisfied or satisfied with most every aspect of the service. Analysis of the final question of the survey, which asked if respondents had any additional comments for the agency, demonstrates that riders are pleased with their riding experience. Though, a few people mentioned their desire for extended hours, and an expanded service area. Analysis of the Macatawa Area Express Transportation Authority questions shows that the majority of riders pay with cash, and take their bikes onto the bus. Many riders would like to see service expanded in any way at all, but requests for service to Grand Rapids, Zeeland, and Grand Haven were common. Additionally, it should be noted that riders were extremely pleased with both drivers and office staff. We recommend that Macatawa Area Express Transportation Authority consider expanding their service, where and if possible.