



Worcester Regional Transit Authority

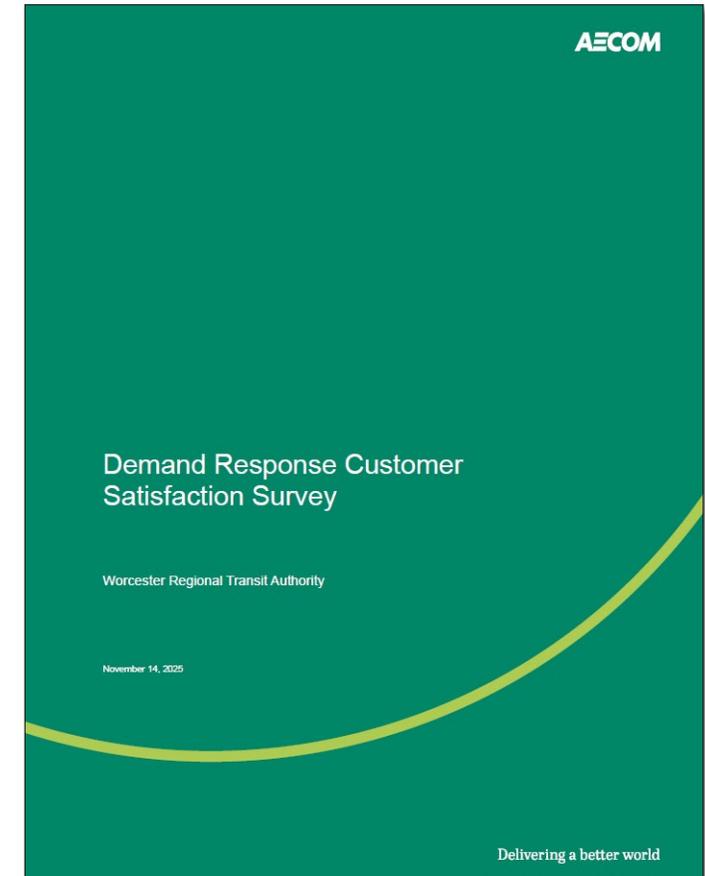
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## **Demand Response Customer Satisfaction Survey**

# Survey Background

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- Survey conducted in a joint effort between WRTA and AECOM through MassDOT Technical Assistance Program
- Last demand response customer survey was conducted by CMRPC in 2019
- Surveys were collected throughout spring & summer 2025 by surveying demand response passengers into four groups:
  - ADA clients
  - Mobility Management Model (7 COAs)
  - SCM Elderbus
  - Non-MMM COAs (Clinton, Grafton, Holden)



# Survey Distribution

- Paper surveys were mailed to respondents with a cover letter for instructions
- Translated into 8 languages with instructions in each language to request a translated version
- Large-print version was made available for individuals with visual impairments
- Respondents could opt to conduct survey over the phone vs. returning paper copy
- Surveys were mailed in an addressed, stamped return envelope to encourage participation

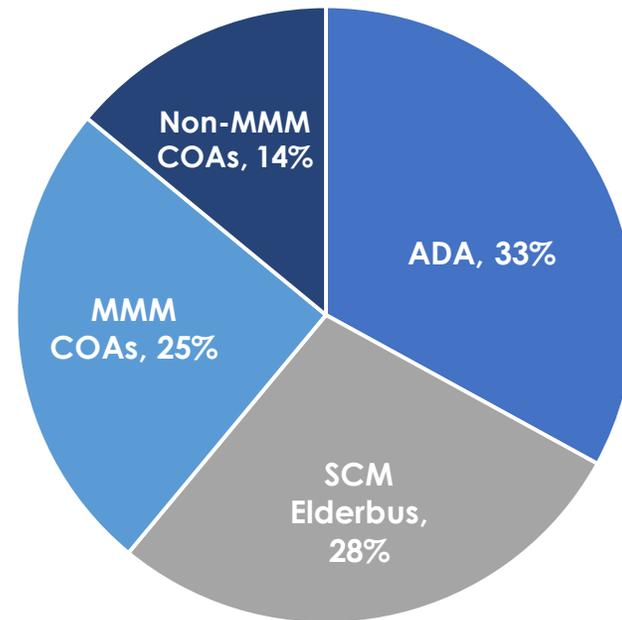


The image shows a survey cover letter from the Worcester Regional Transit Authority (WRTA). At the top left is the WRTA logo, which features a stylized bus and the letters 'WRTA'. Below the logo is the text 'Worcester Regional Transit Authority'. At the top right, there is contact information: '60 Foster Street, Worcester, MA 01608', '508.453.3403', 'admin@therta.com', and 'therta.com'. The main body of the letter is in English and reads: 'Dear WRTA customer, We are conducting a customer satisfaction survey for Worcester Regional Transit Authority (WRTA) curb-to-curb service, and would like you to fill out the enclosed survey. **Please put the response in the mail by April 18, 2025.** Your response will help WRTA to make decisions on how best to improve the service. If you need any assistance, please mark one of the options below and return in the enclosed return envelope.' Below this are three options: '\_\_\_ I would like to participate by phone. Please call me.', '\_\_\_ Me gustaría participar por teléfono. Llámeme.', and '\_\_\_ Me gustaría recibir una versión en español por correo'. There is also a section in Arabic: 'WRTA) نحن تجري استطلاع رأي حول رضا العملاء عن خدمة التوصيل من الباب إلى الباب التي تقدمها هيئة النقل الإقليمية في ووستر ونود منك ملء الاستطلاع المرفق. يرجى إرسال الرد بالبريد بحلول 18 أبريل 2025. مساعداً استجابتك هيئة النقل الإقليمية في ووستر في اتخاذ القرارات بشأن أفضل السبل لتحسين الخدمة. إذا كنت بحاجة إلى أي مساعدة، فيرجى تحديد أحد الخيارات أدناه وإعادتها في مخطوف الإرجاع المرفق.' Below this are two options: '\_\_\_ أرغب في المشاركة عبر الهاتف. يرجى الاتصال بي.' and '\_\_\_ أرغب في إرسال نسخة باللغة العربية إلى بالبريد'. At the bottom, there is a section in French: 'Nous menons une enquête de satisfaction client pour le service porte-à-porte de la Worcester'. The WRTA logo is also visible in the bottom right corner of the page.

# Survey Results

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- **538** completed surveys were returned

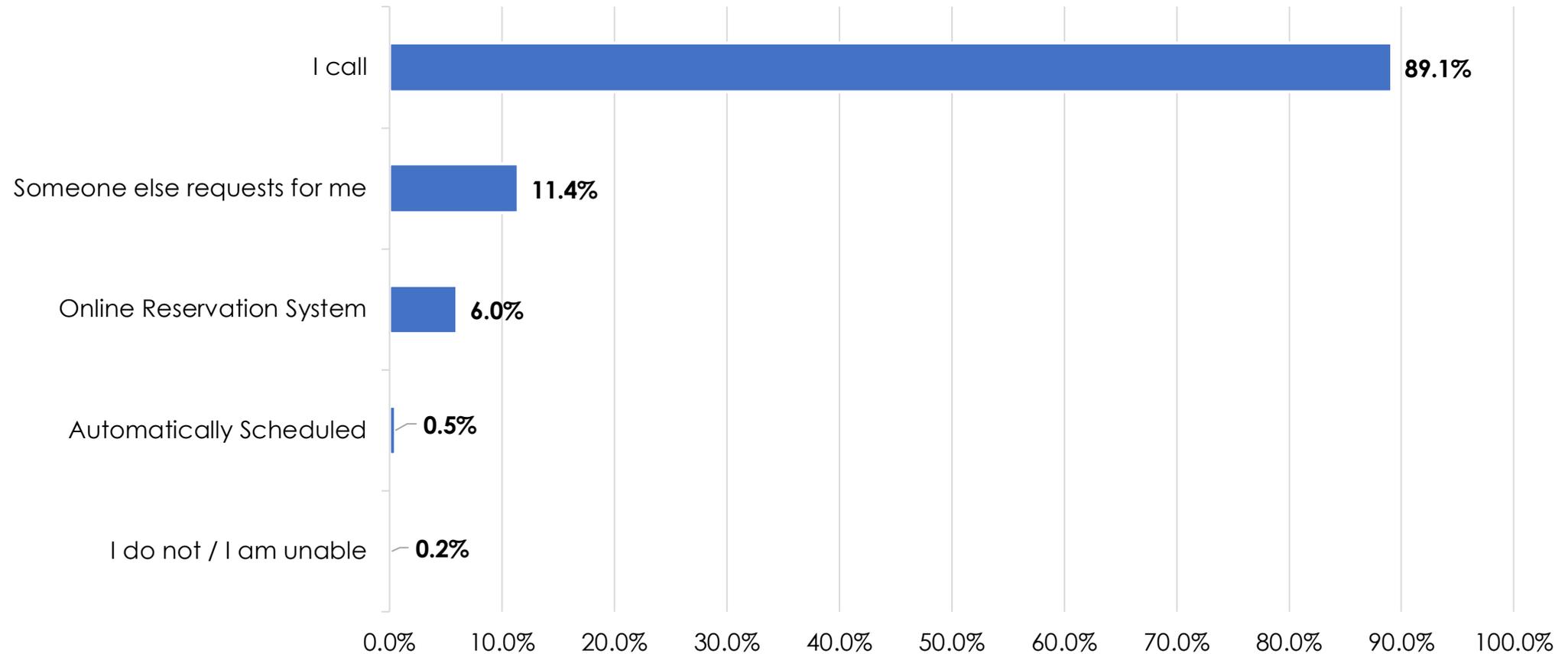


- Survey response rates:
- ADA, SCM Elderbus, and MMM COA survey results were grouped together in order to remain statistically significant

# Survey Results: Travel Behaviors

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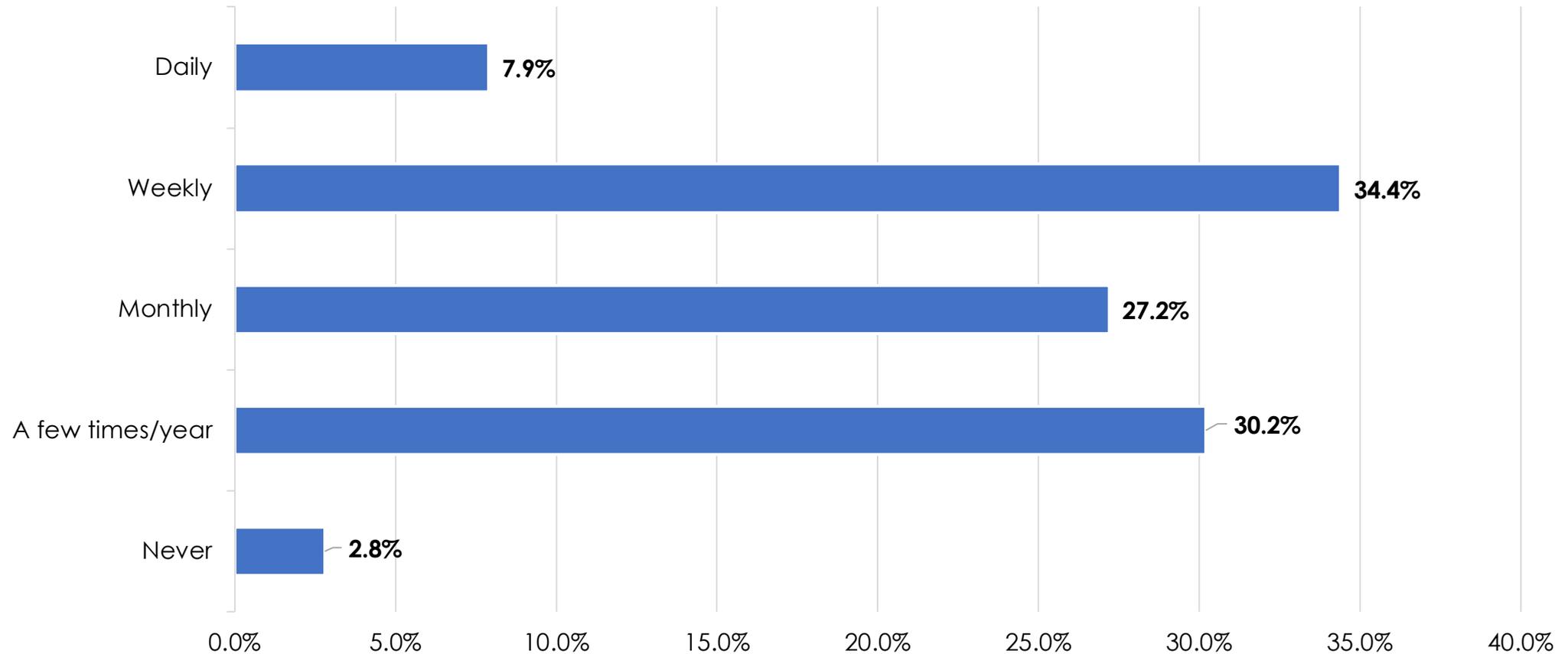
- How do you schedule trips?: (totals over 100% due to multiple options)



# Survey Results: Travel Behaviors

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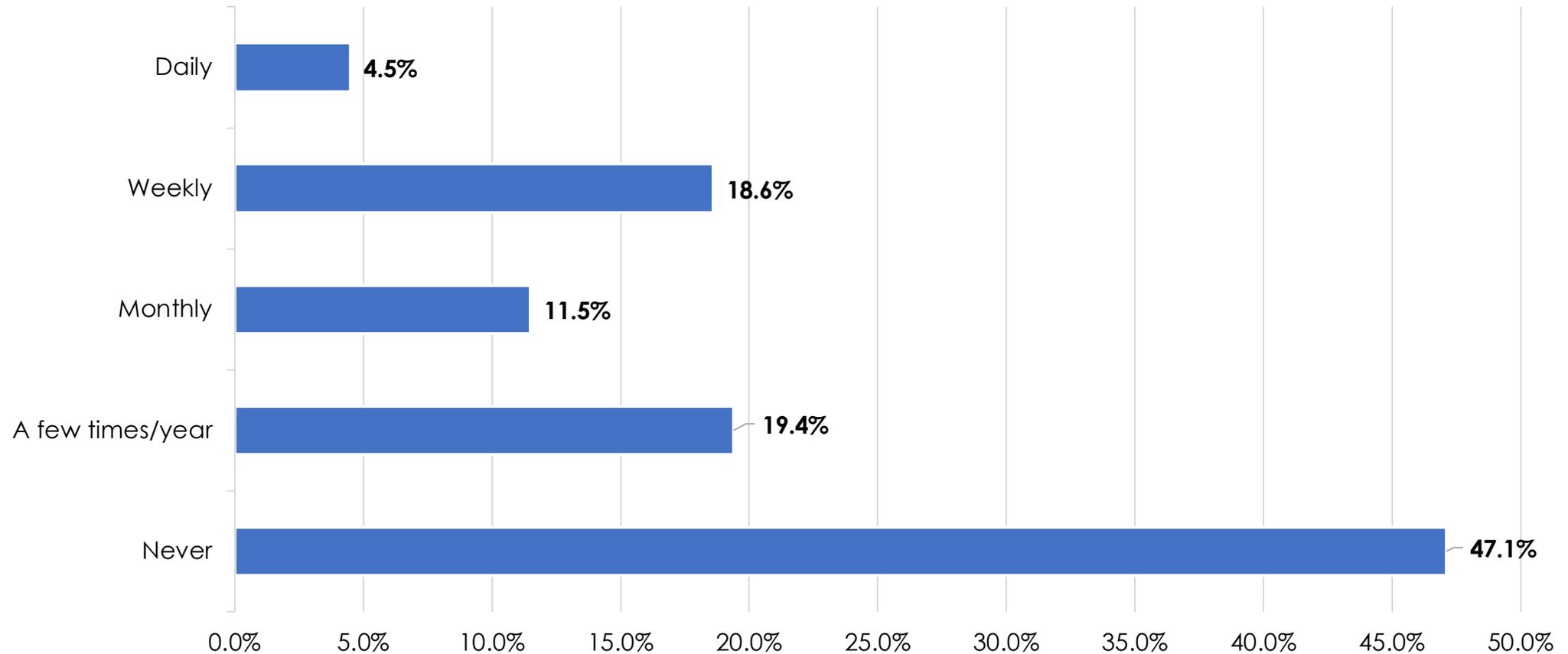
- How often do you use our **VANS**?:



# Survey Results: Travel Behaviors

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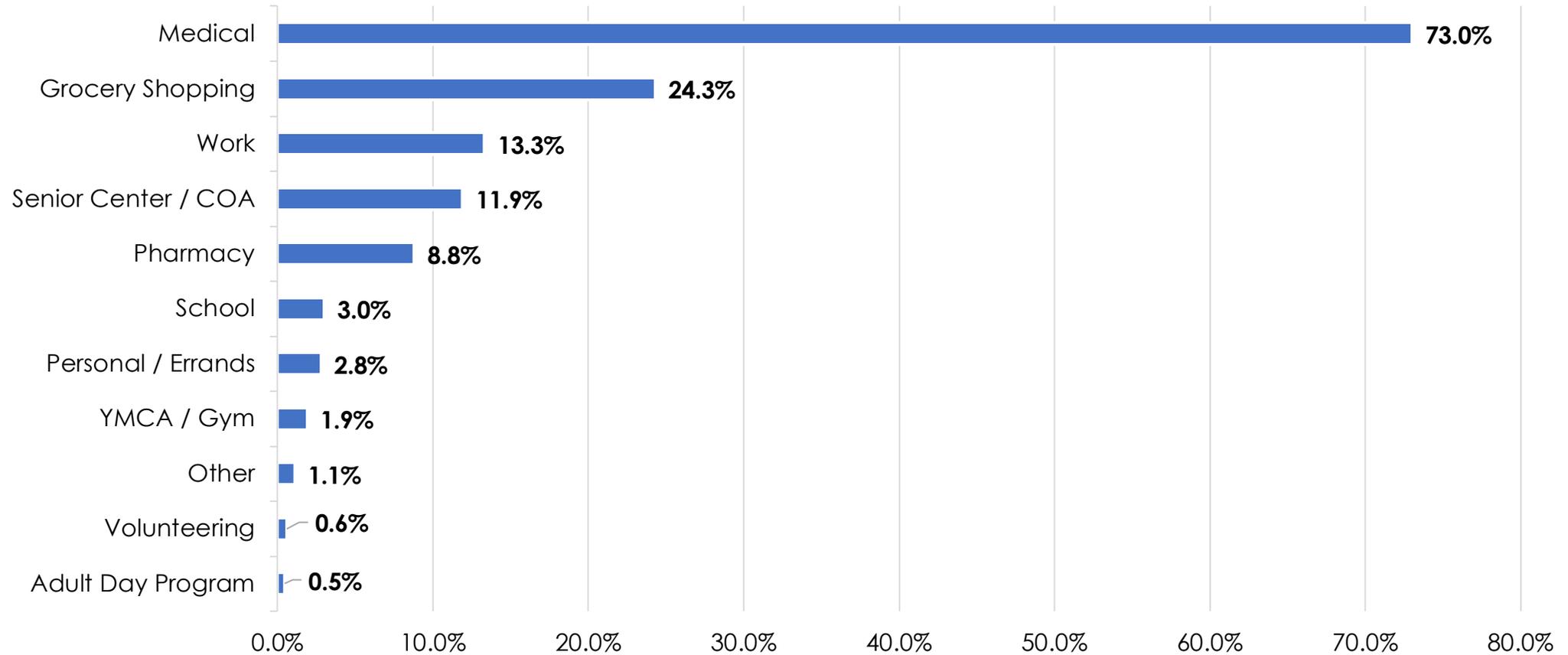
- How often do you use our **CABS**?:



# Survey Results: Travel Behaviors

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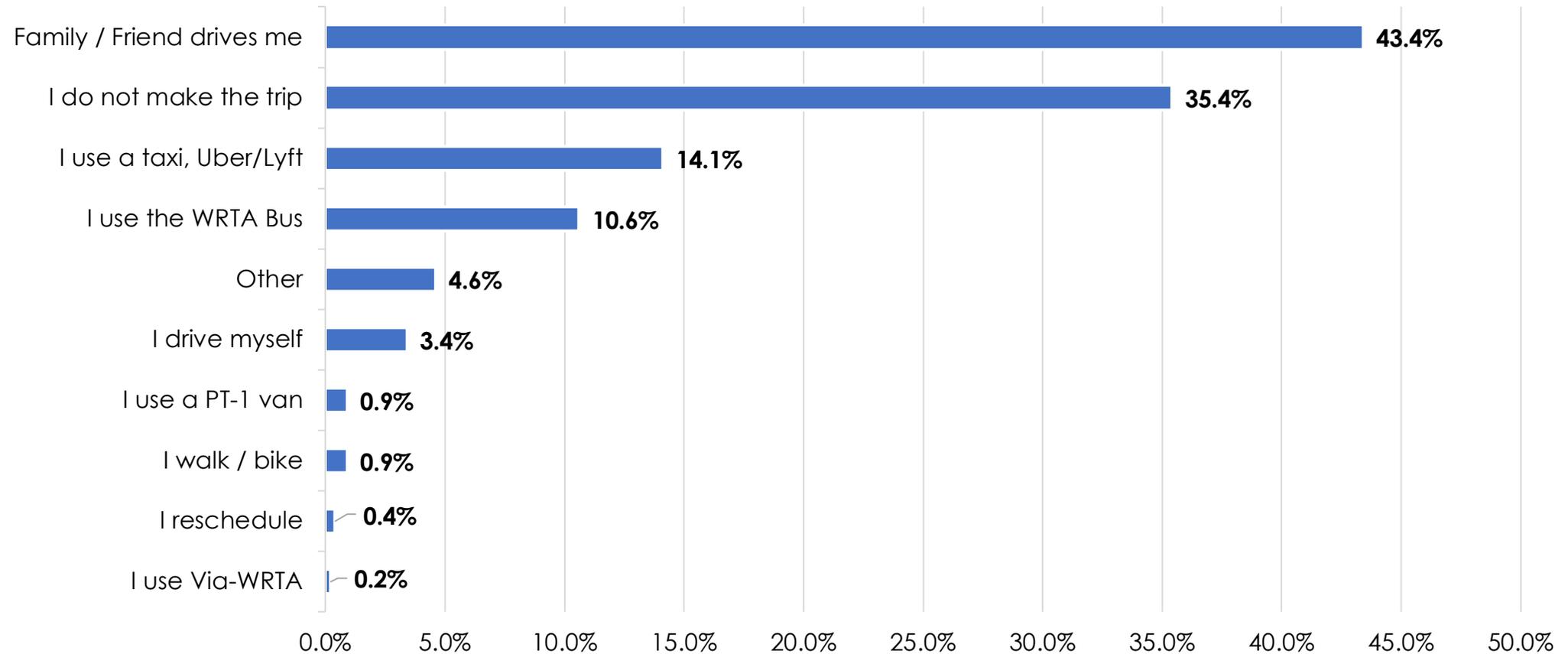
- Primary reason for riding our service:



# Survey Results: Travel Behaviors

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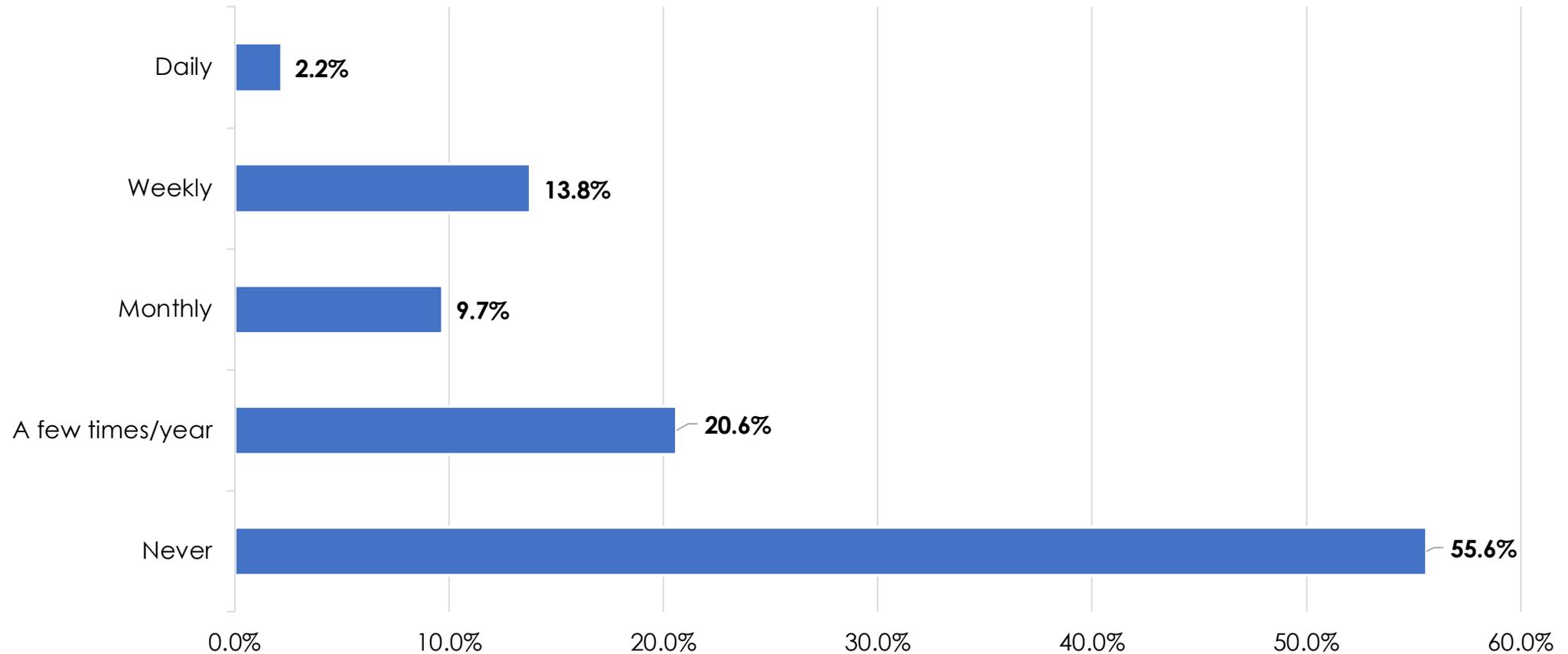
- How do you make trips when our services are not operating?:



# Survey Results: Travel Behaviors

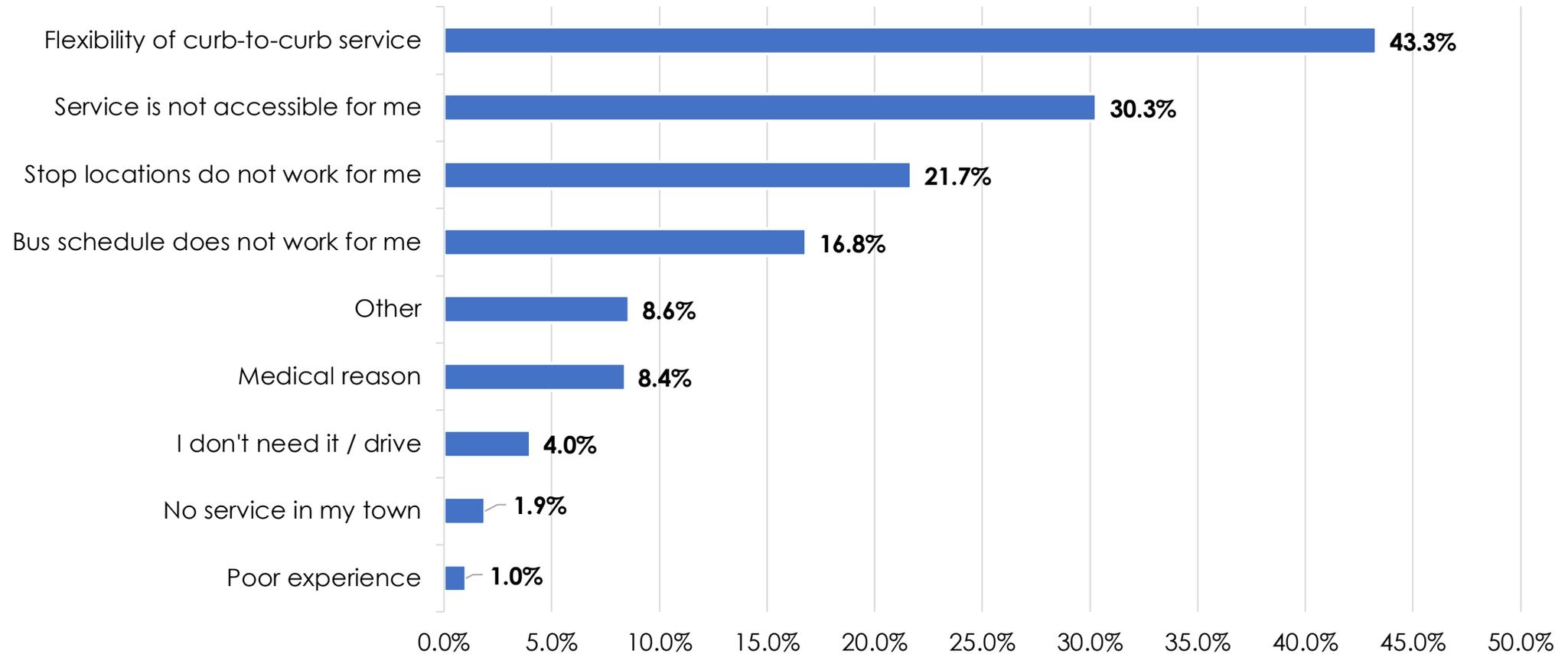
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- How often do you ride the WRTA bus?



# Survey Results: Travel Behaviors

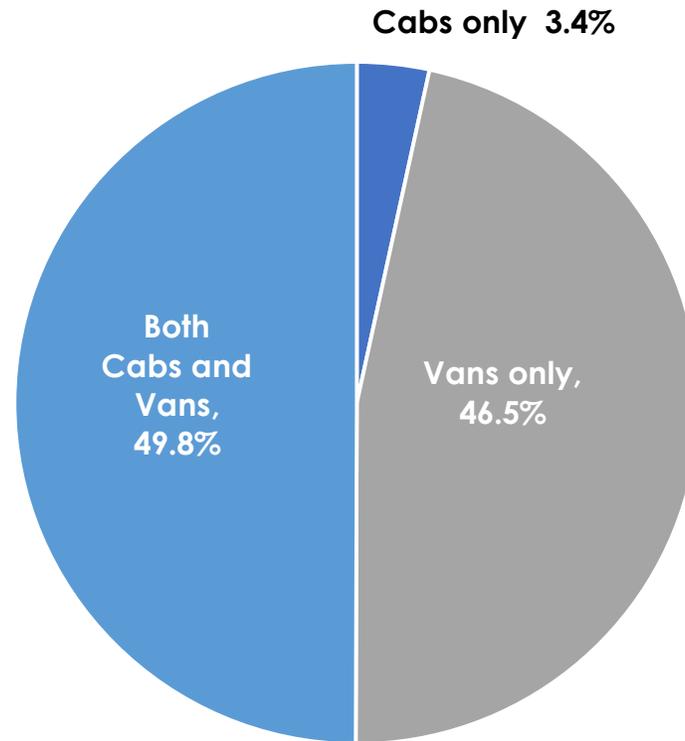
- If you do not ride the WRTA bus, please indicate your reason(s):



# Survey Results: Service Experience

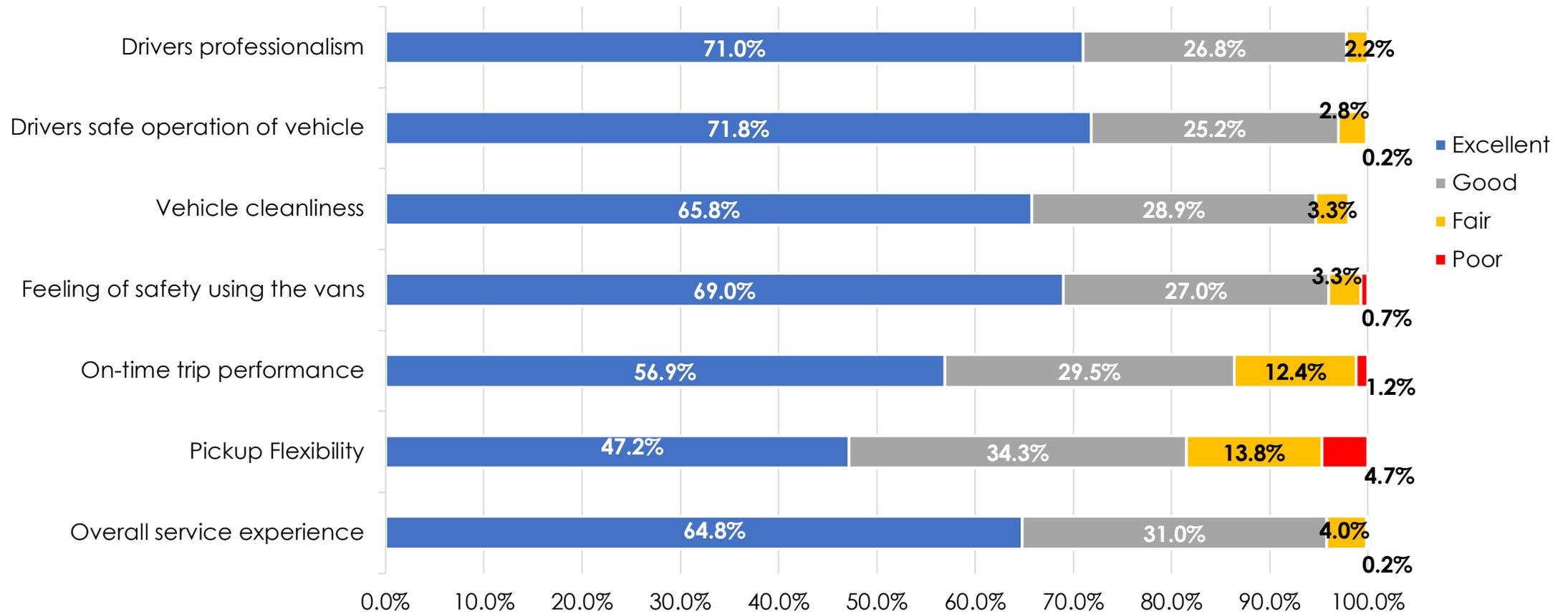
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- Are your trips provided by **both vans and cabs**, or **vans only**, or **cabs only**?:



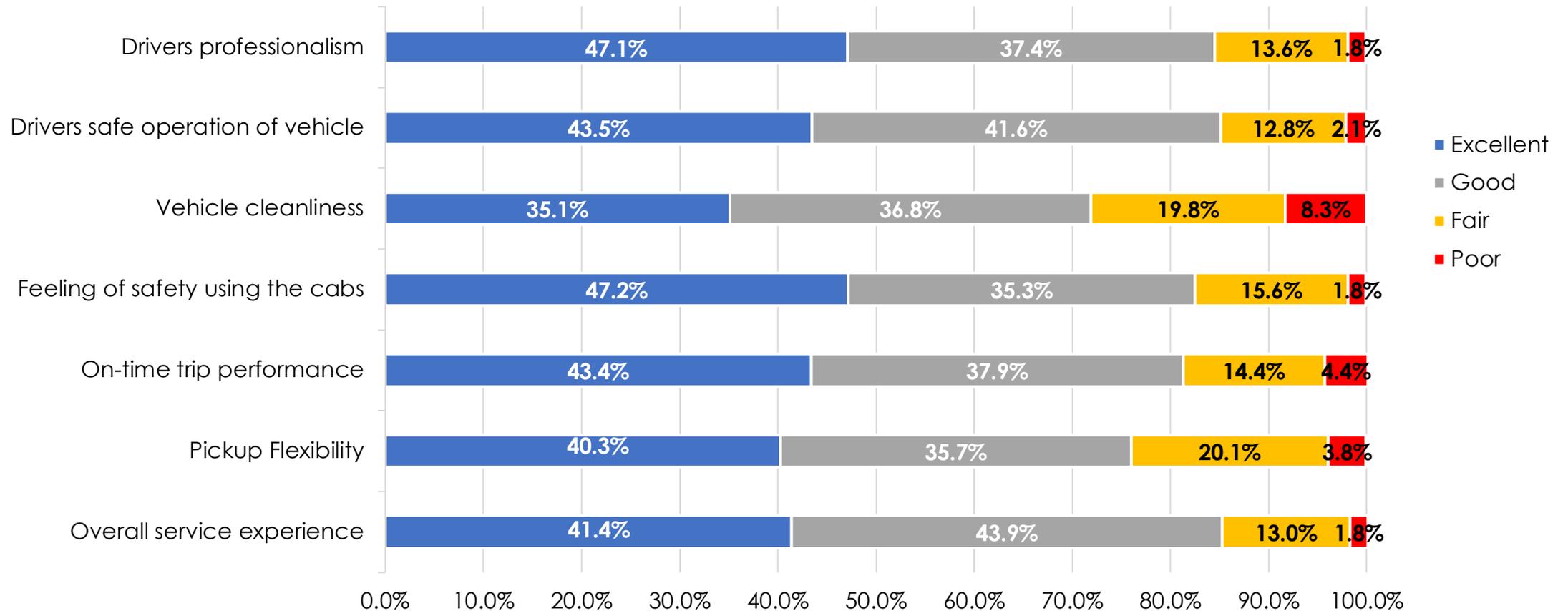
# Survey Results: Service Experience

- Personal experience with **vans**:



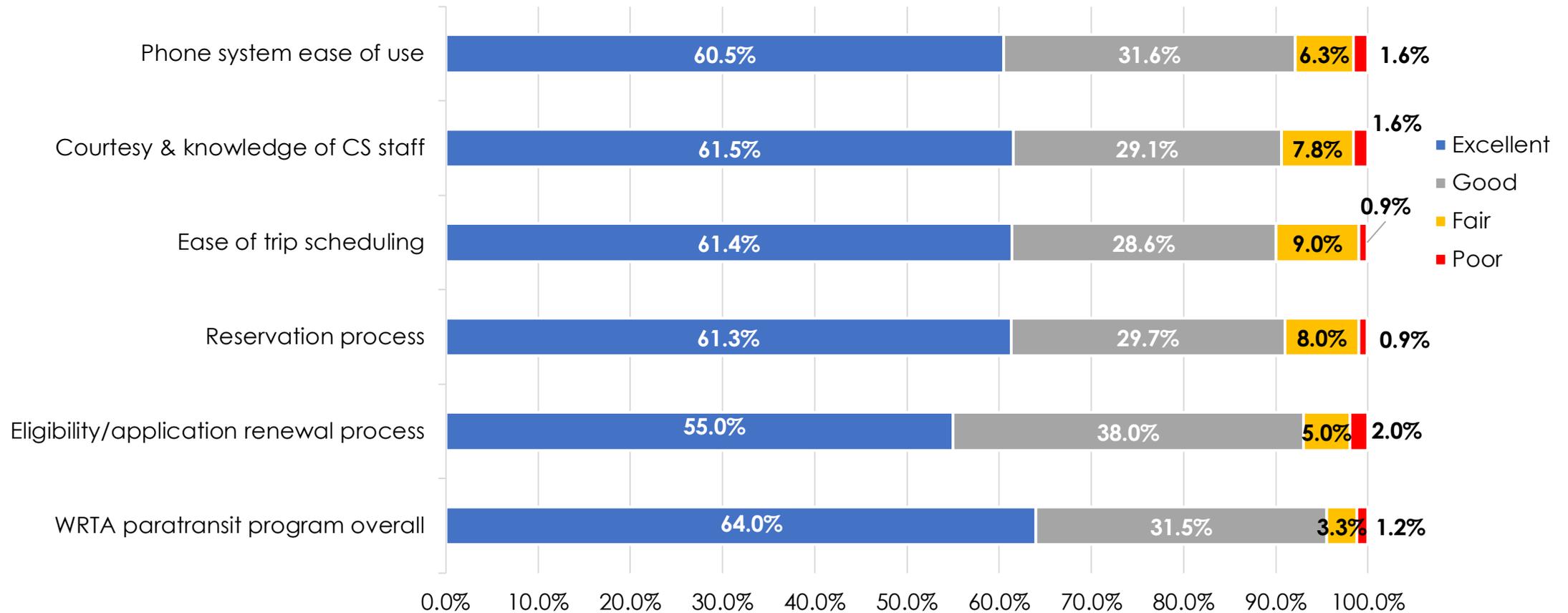
# Survey Results: Service Experience

- Personal experience with **cabs**:



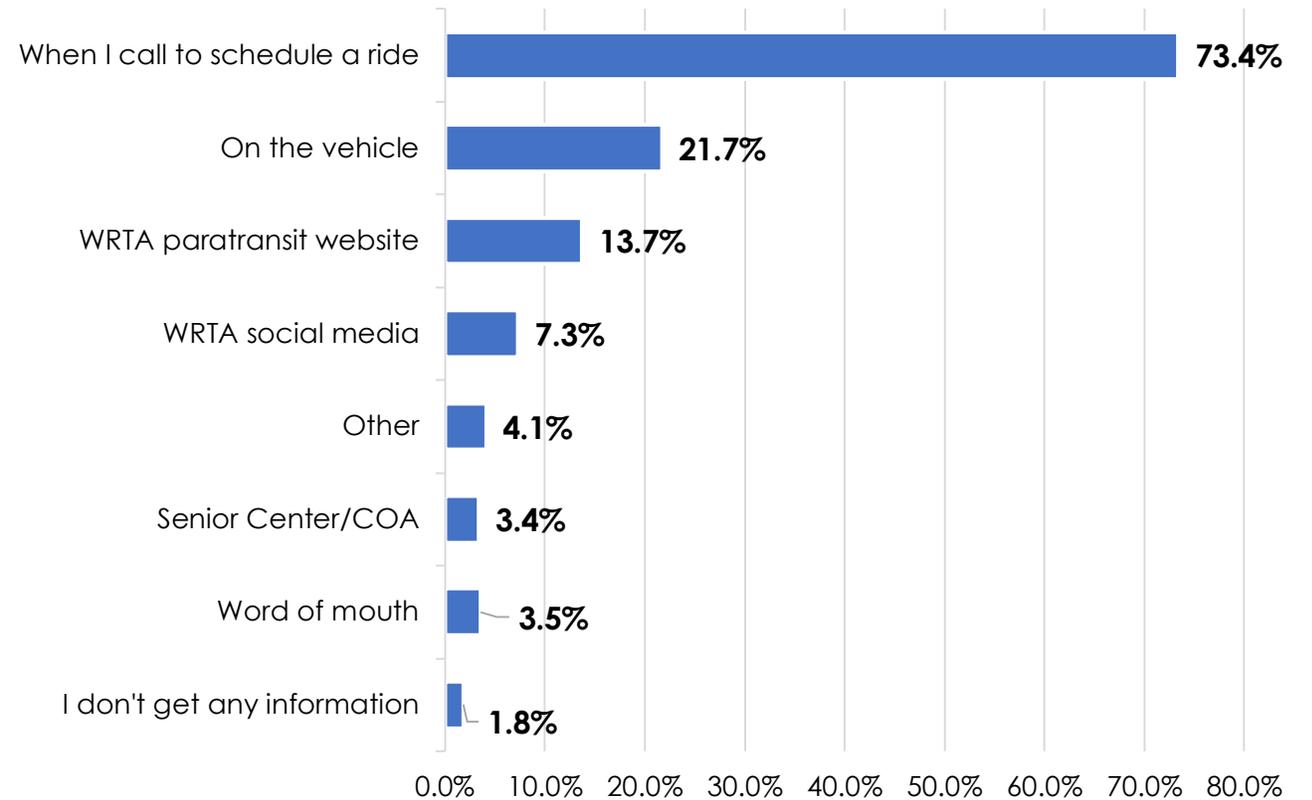
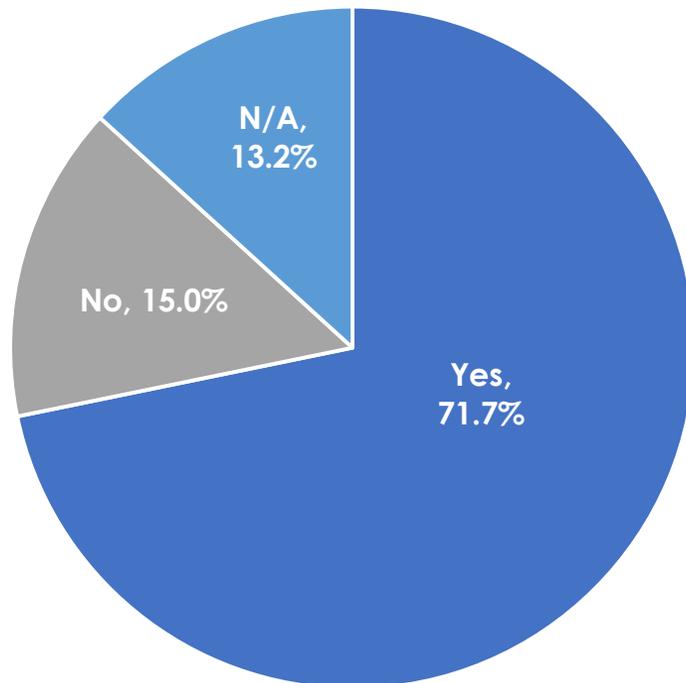
# Survey Results: Service Experience

- Overall service experience



# Survey Results: Service Information

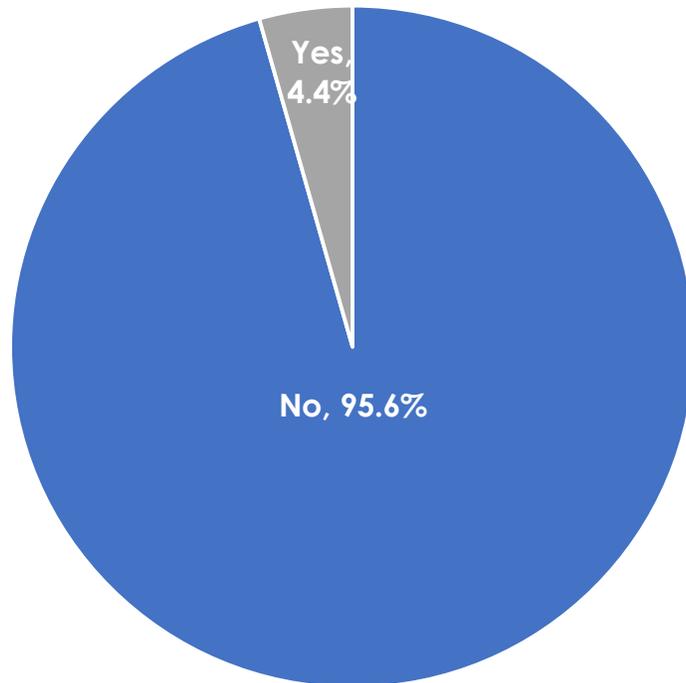
- Receiving enough service information:
- Source of service information:



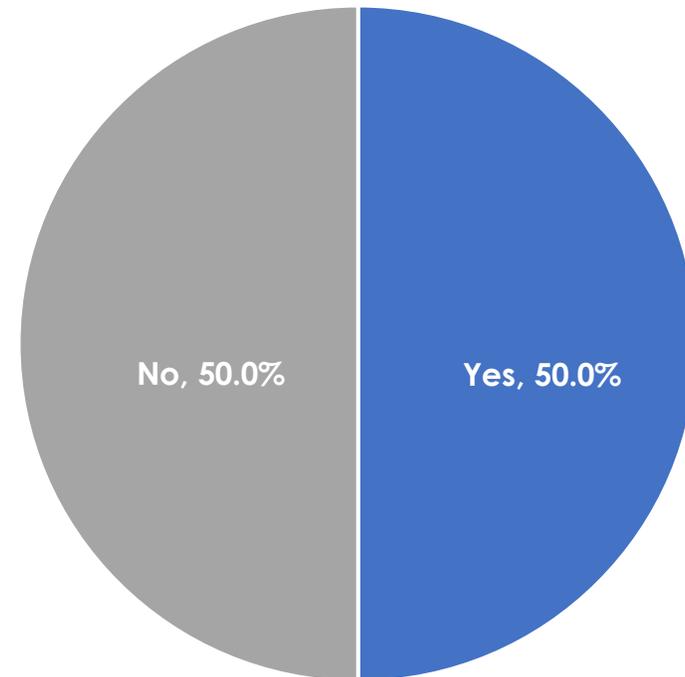
# Survey Results: Complaint Resolution

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- In the last month, have you filed a complaint?:



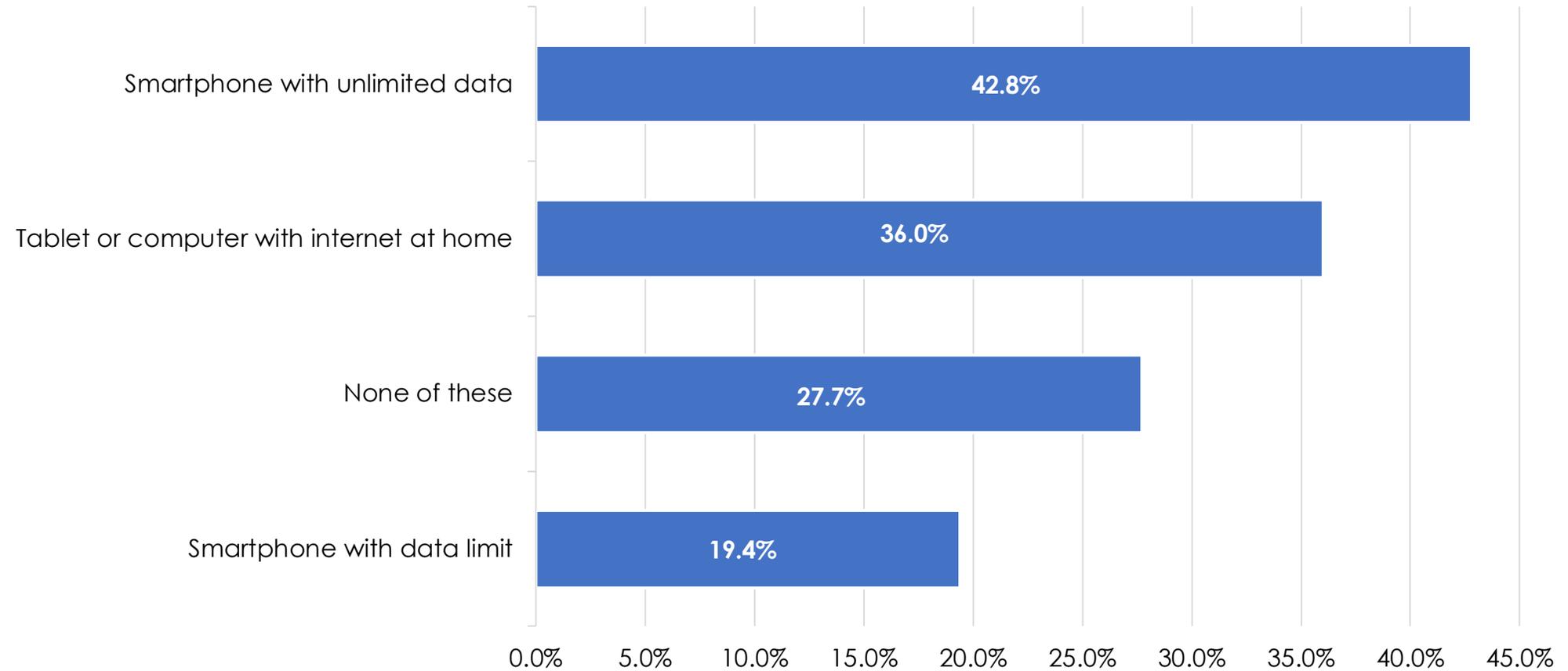
- Were you satisfied with the resolution of your complaint?:



# Survey Results: Technology Access

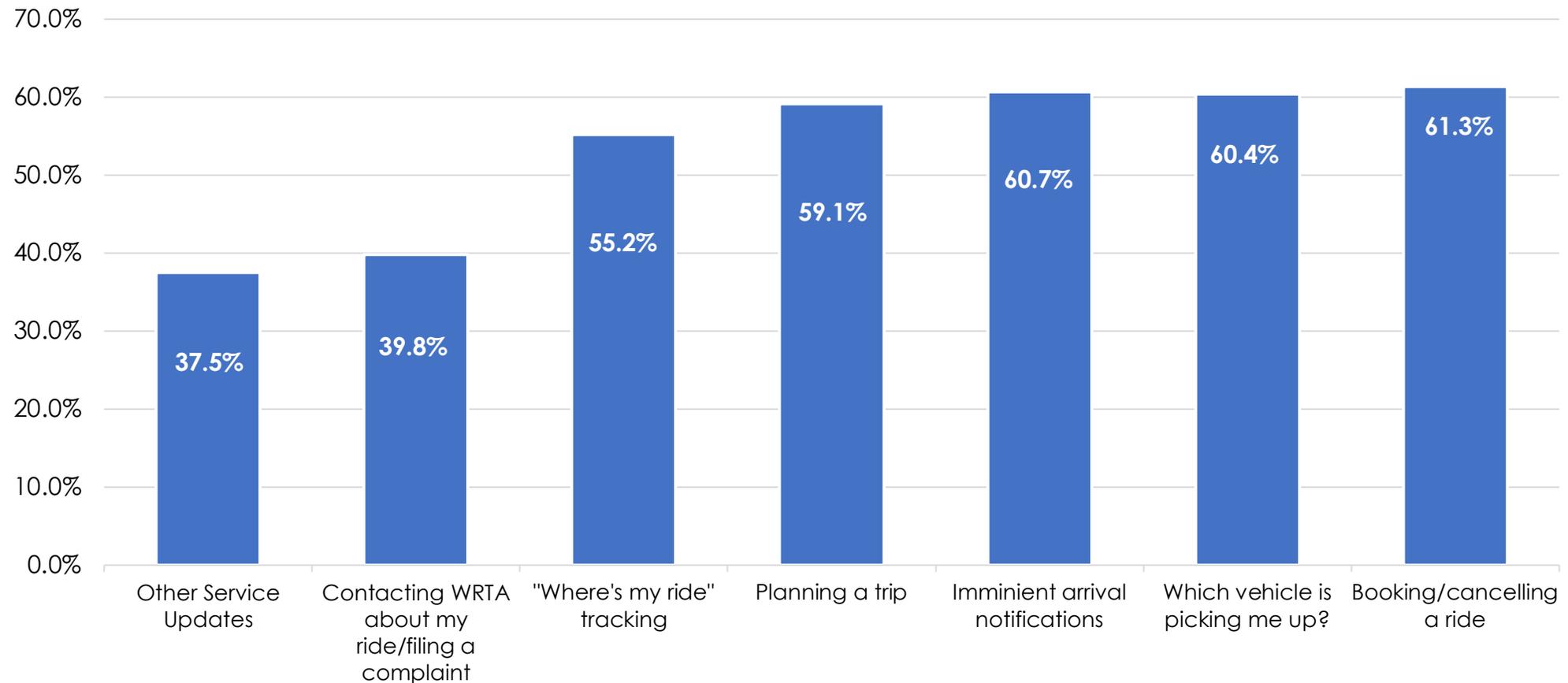
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- Do you have any of the following?:



# Survey Results: Technology Upgrades

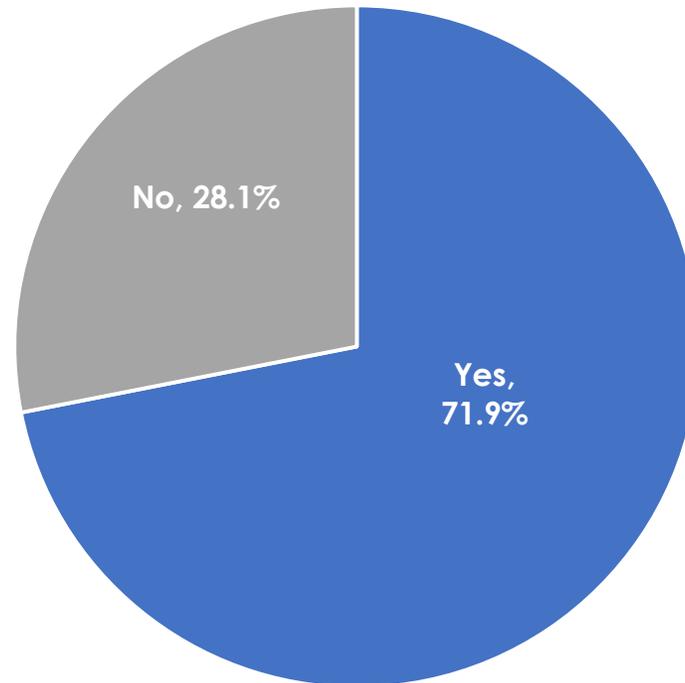
- Which future technology upgrades would you find useful?



# Survey Results: Same-Day Service

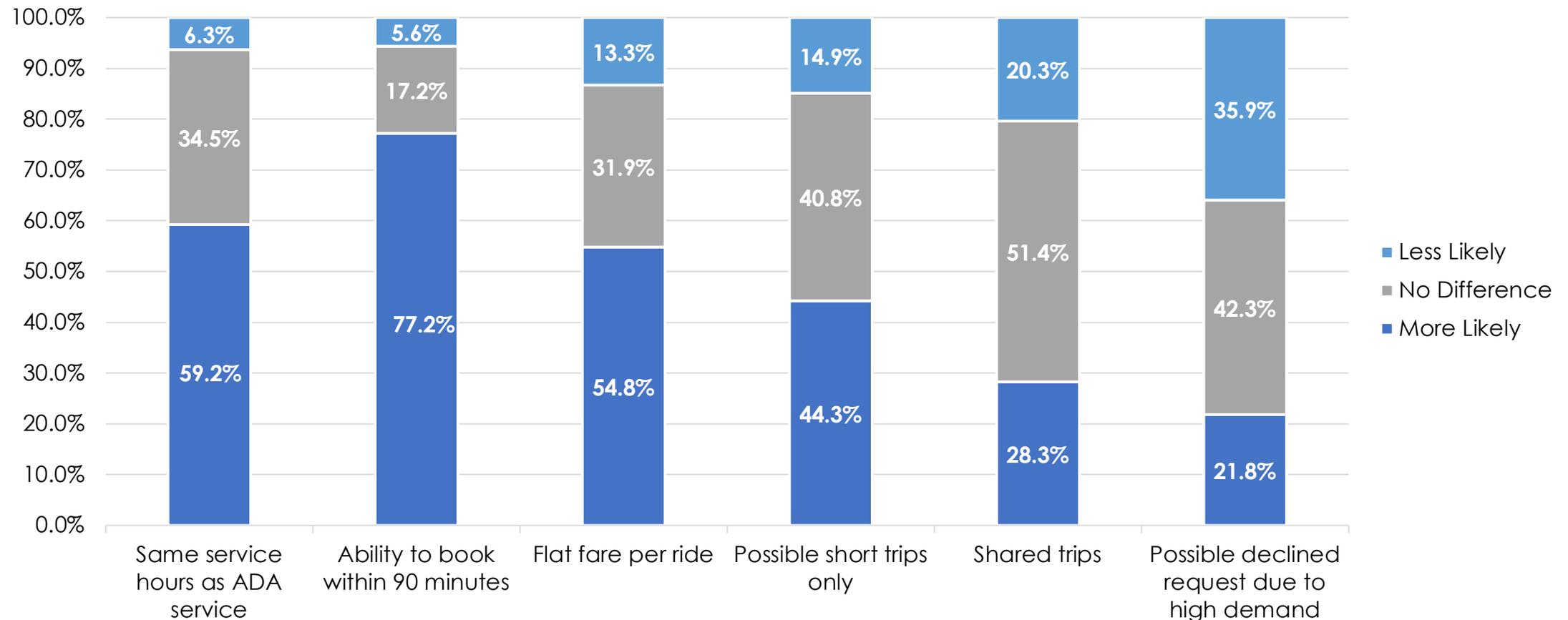
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- Would you be interested in same-day demand response service?  
*Ex: Premium service with a 90 minute request window*



# Survey Results: Same-Day Service

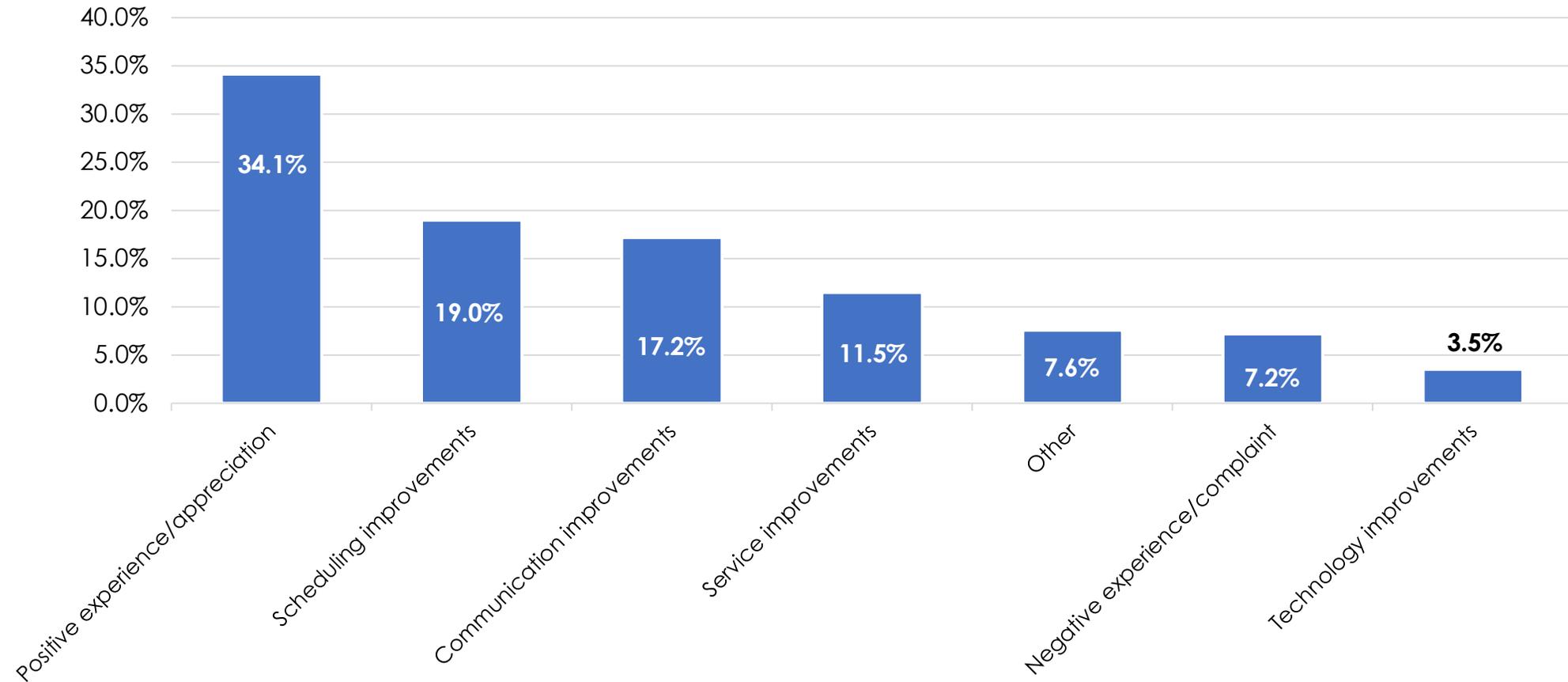
- How would each of the following influence your decision to use same-day service?



# Survey Results: Additional Comments

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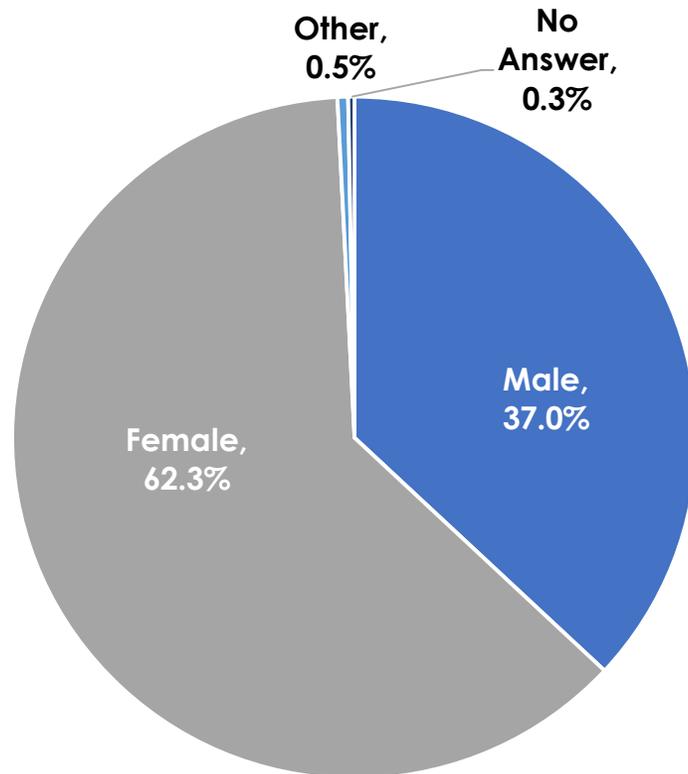
- Additional comments/suggestions that respondents provided:



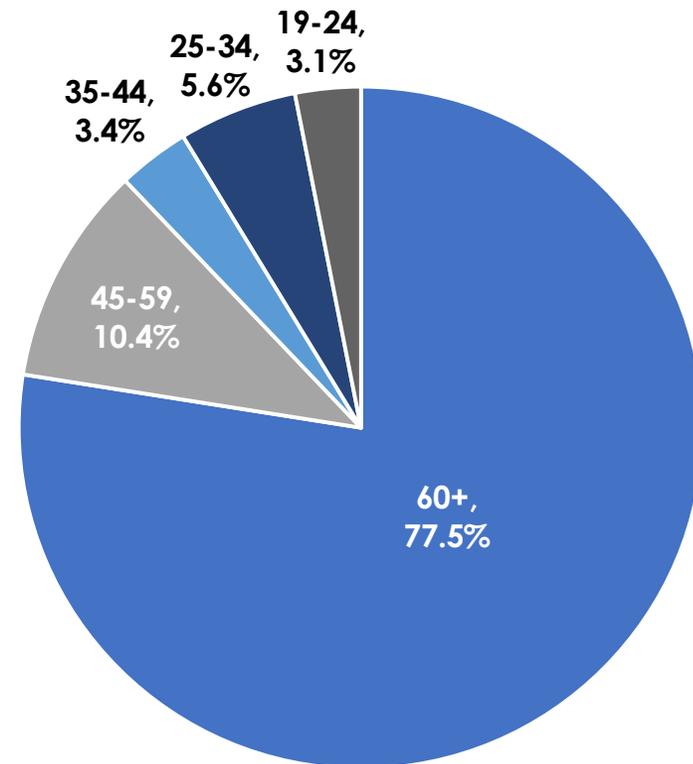
# Survey Results: Demographics

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- Gender:

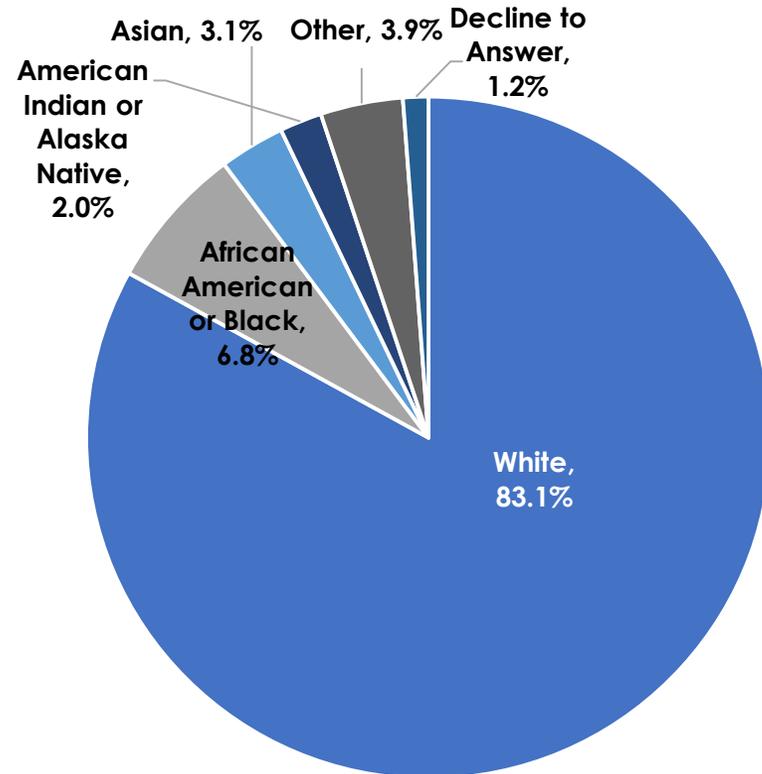


- Age:

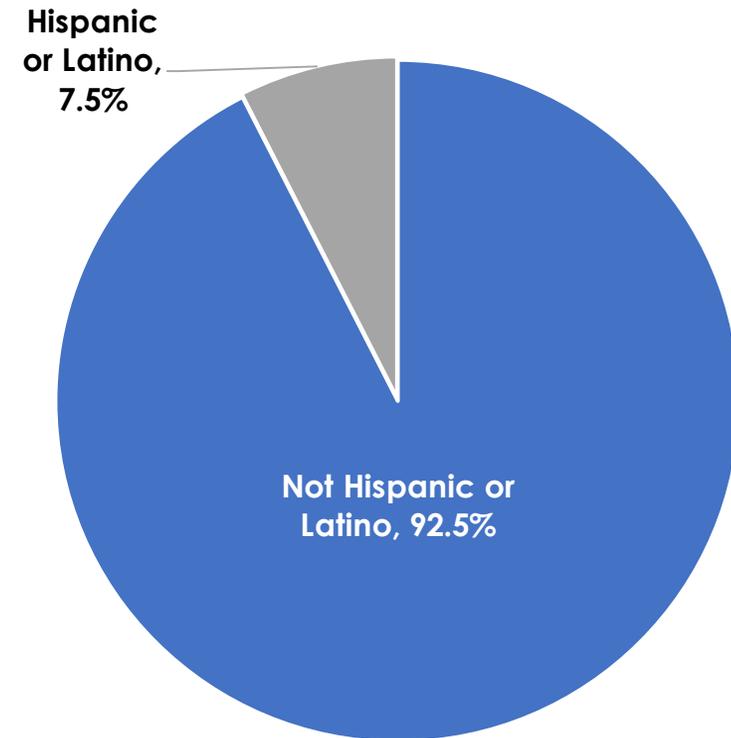


# Survey Results: Demographics

- Race:



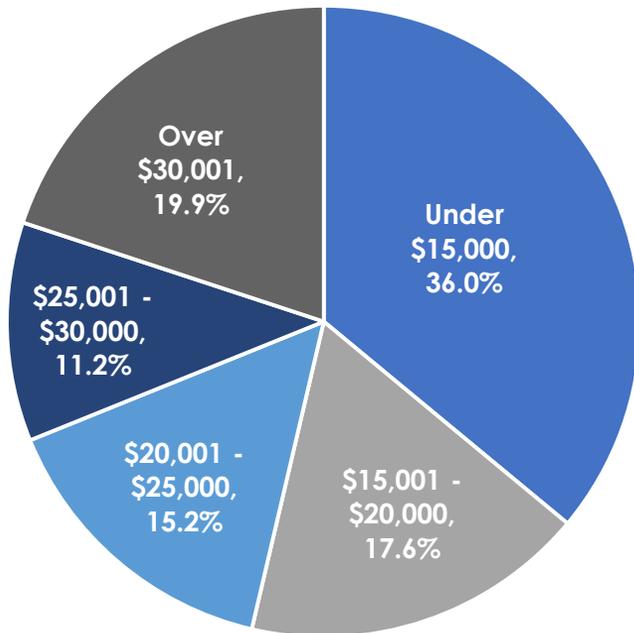
- Ethnicity:



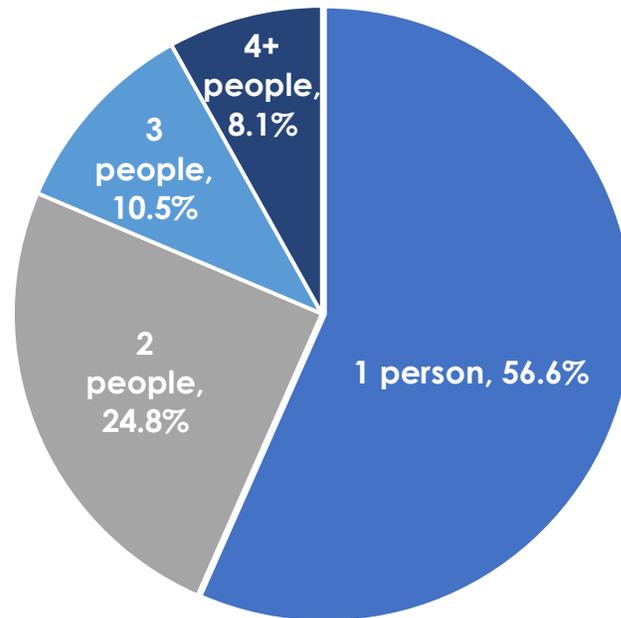
- Primary Language Spoken at Home: English (90.7%), Spanish (5.9%), French (0.7%)

# Survey Results: Demographics

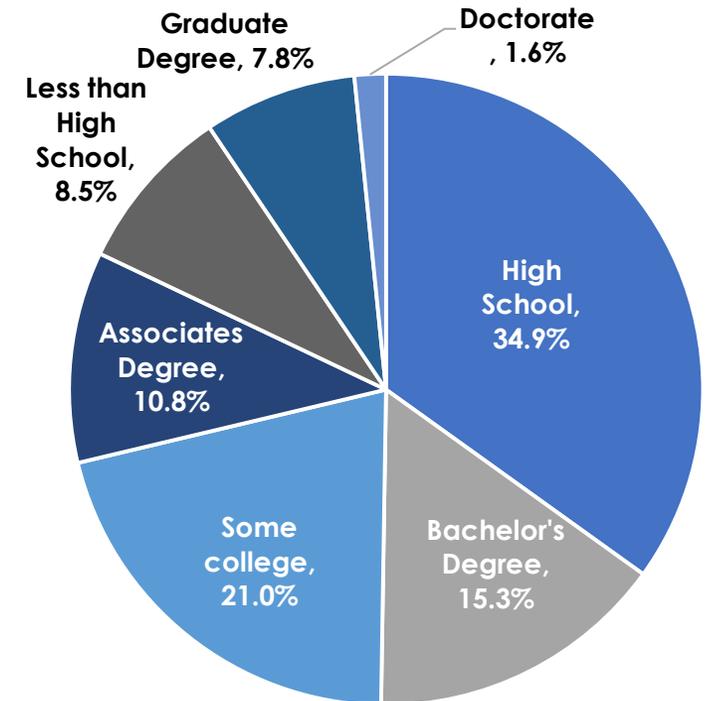
- Household Income:



- Household Size:



- Education Level:



# Avg. Demand Response Rider Profile

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- The average survey respondent is:
  - Female, Age 60+, White, who speaks English
  - Income under \$15,000 a year, 1 person household size, HS graduate
  - Calls to schedule demand response trips
  - Rides in vans at least weekly
  - Primary reason for riding is to/from medical appointments
  - Without the WRTA, would have family/friend drive them.
  - Doesn't use fixed-route due to the flexibility of demand response
  - Have had an 'excellent' overall experience with the WRTA demand response service



# Conclusion and Next Steps

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- Overall, survey shows that demand response riders are **overwhelmingly satisfied** with the service provided.
- If WRTA service is not working/available, most riders rely on family and friends to make the trip – or do not make the trip at all – which shows **the value of the service** WRTA provides to its member communities.
- Both vans and cabs received very positive responses, but there are areas for improvement;
  - Vans – timeliness and pickup flexibility
  - Cabs – vehicle cleanliness and pickup flexibility
- Riders are enthusiastic about the potential for upgraded technology that would provide real-time information
- While there is interest in the concept of same-day service, there are concerns when presented with potential for operational challenges





Worcester Regional Transit Authority

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## VIP Taskforce Update

# Purpose of Taskforce

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- To understand accessibility barriers for visually impaired riders
- Identify systemwide opportunities for improvement
- Evaluate operations, route structure, and platform navigation

# Engagement Timeline

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- Invitations sent: August 11, 2025
- Participation deadline: August 29, 2025
- Initial meetings: September 26 & 29, 2025
- Follow-up meeting: November 14, 2025



# Key Challenges Identified

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- Platform disorientation & ambient noise
- Missed, unclear, or inconsistent audio announcements
- Limited slip capacity at the Hub
- Inconsistent stop-level accessibility

## Audio Announcements

- Difficulty hearing onboard announcements
- Need for consistent volume and reliability

## Communication Needs

- Clearer onboard communication
- Importance of sighted-guide training
- Opportunities for mobility instructor support through MCB



# Service & Scheduling Constraints

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## Route Redesign Considerations

- Suburban frequencies and access
- Cross-town route demand

## Hub & Slip Constraints

- Insufficient slip availability
- Noise concerns and pedestrian congestion with adding slips
- Limited construction/expansion options



# Accessibility Enhancements & Next Steps

## Accessibility Enhancements

- Falcon Button installed at 5 platform locations
- Exploring NavILens technology
- GO app: built-in accessibility features
- Balance digital tools with low-tech solutions

## Next Steps

- Operational and accessibility reviews
- Slip and Hub capacity studies
- Visit from Mobility Instructors from MCB
- Continued collaboration with VIP Taskforce

