

# Demand Response Customer Satisfaction Survey

Worcester Regional Transit Authority

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# 1. Introduction

The Worcester Regional Transit Authority (WRTA) routinely conducts periodic rider surveys to gain insight into customers' perceptions of transit services and satisfaction levels. The most recent paratransit customer survey was conducted in the fall of 2019 using both a paper and online survey format. Over the spring and summer of 2025, WRTA conducted a new survey effort to collect updated data and feedback from WRTA's entire demand response customer base. Within the WRTA demand response customer base, there are four service groups that the WRTA is seeking to engage with, as summarized in Table 1.

**Table 1. WRTA Demand Response Service Groups**

Service Group	Description
Americans with Disabilities Act (ADA)	Federally required complementary paratransit service under the ADA, provided within $\frac{3}{4}$ of mile from WRTA's fixed route services, primarily in the City of Worcester
Mobility Management Model (MMM)	Demand response service via Councils on Aging (COAs) who have operating contracts with WRTA, inclusive of seven COAs for the towns of Auburn, Leicester, Millbury, Northborough, Oxford, Shrewsbury, and West Boylston
SCM Elderbus	Demand response service provided above and beyond ADA requirements by a non-profit human service transportation provider in suburban and rural parts of Worcester County, inclusive of 22 WRTA member communities
Non-ADA COAs	Demand response services via COAs who have operating contracts with WRTA, but do not provide ADA service, inclusive of three COAs for the Towns of Clinton, Grafton, and Holden

The following report summarizes the survey methodology – explaining the sampling method, survey approach, and quality assurance process – and provides survey results. The findings of this survey are intended to inform multiple key themes of interest to WRTA, including:

- Customer travel patterns (e.g., trip frequency, trip purpose, viable transportation options beyond WRTA demand response services, etc.)
- Customer satisfaction (e.g., trip experience in WRTA vans and/or cabs, trip reservations, service information communications, complaint resolution, etc.)
- Customer priorities for improving service (e.g., rider-facing technology, same-day paratransit, etc.)
- Customer demographic characteristics (e.g., languages spoken, household size, etc.)

With the survey findings presented in this report, WRTA can better assess the transportation needs of its customers and maintain its commitment to improving rider experience and mobility access throughout its service area.

## 2. Background

WRTA provides a mix of fixed route, demand response, and microtransit services in the City of Worcester and 36 other member communities in central Massachusetts. In 2024, WRTA provided 4,776,662 unlinked passenger trips. Of those trips, 210,753 were served by WRTA's demand response or taxi services. Trips operated by PBSTM, SCM Elderbus, or the Non-ADA COAs (described in greater detail below), regardless of service, are provided in cutaway vehicles (hereafter referred to as "vans"). These vehicles are branded with WRTA's colors and logo (Figure 1).



**Figure 1. WRTA Van**

WRTA contracts with Worcester Yellow Cab to provide trips for ambulatory passengers when demand response service trip demand exceeds system capacity. The company operates predominantly in the city of Worcester and is provided in a sedan vehicle (Figure 2).



**Figure 2. Worcester Yellow Cab**

### 2.1 Americans with Disabilities Act Paratransit

As required by the ADA and by Federal Transit Administration (FTA) regulations, WRTA operates complementary paratransit service within  $\frac{3}{4}$  mile of each fixed route. The shared ride service is available whenever the regular WRTA fixed route bus is on the road (generally Monday through Sunday, with service hours varying by day of the week and

by route).<sup>1</sup> The entire city of Worcester falls within the ADA service area. ADA operations — including the application process, trip reservations, and customer service — are managed by Paratransit Brokerage Service Transit Management (PBSTM), and operations are provided by Central MA Transit Management, Inc. (CMTM).

## 2.2 Mobility Management Model

PBSTM also manages operations for the MMM Program, providing demand response service to seniors aged 60 and older and those with disabilities of all ages via the seven COAs that have opted into the program. The advantage of the MMM model is that it can coordinate transportation provided directly by the COAs with service for eligible trips provided through the ADA program.

## 2.3 Non-ADA Council on Aging

WRTA also provides non-ADA paratransit service to both seniors and people with disabilities. Although not participants in the MMM Program, Clinton, Grafton, and Holden COAs contract with WRTA as well to provide non-ADA demand response services to senior and disabled residents in their respective communities. The service WRTA provides to these communities is beyond the ADA requirement, as there is little to no fixed route service in these areas that requires complementary paratransit.

## 2.4 SCM Elderbus

WRTA holds an additional contract with SCM Elderbus, a private non-profit 501(c)3 organization, to provide non-ADA demand response services to seniors and individuals with disabilities residing in 22 of WRTA's member communities. SCM Elderbus communities include Barre, Brimfield, Brookfield, Charlton, Douglas, Dudley, East Brookfield, Holland, New Braintree, North Brookfield, Oakham, Paxton, Princeton, Rutland, Southbridge, Spencer, Sturbridge, Sutton, Wales, Warren, Webster, and West Brookfield. There is limited or no fixed route service in these communities, and the demand response service exceeds the ADA requirement.

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<sup>1</sup> WRTA. 2025. About ADA and Non-ADA Paratransit. <https://therta.com/paratransit/ada-paratransit-eligibility/>

## 3. Survey Methodology

This section reviews the sampling and analysis methodology for conducting this survey. The approach focuses on developing a robust random sample and minimizing sampling response bias to achieve an accurate representation of the mobility preferences, viewpoints, and choices of WRTA's demand response customer base, as well as tailoring the survey to reflect the experiences of service groups that receive ADA service versus non-ADA service.

### 3.1 Sampling Methodology

The survey sample was selected randomly from the four distinct demand response client populations (see Section 3 for more detail on the service groups). The sampling method was designed to achieve a statistically significant response at a 95% confidence interval with a 5% margin of error, ensuring a representative sample of demand response riders.

#### 3.1.1 Sample Sizes

To calculate the sample sizes for each population, three client contact lists were exported to Excel files by WRTA, one for non-ADA COA clients, one for SCM Elderbus clients, and one for clients of PBSTM (including MMM clients). Each contact list was cleaned to confirm the data was ready for use, extracting only relevant contact data needed for the survey mailing list. Address data was cleaned to conform to US Postal service requirements (e.g., consolidating the address into no more than two columns). In some instances, ADA customers also appeared in MMM or SCM Elderbus client lists due to dual eligibility. To ensure a random sample that did not include duplicate customer selections, these customers were assigned to only the MMM or SCM Elderbus list.

Following the cleaning of each client contact list, the total population was identified for each service group. A sample size calculator determined the number of responses needed to achieve a 95% confidence interval with a +/- 5% margin of error. Assuming a 70% response rate, the sample size was calculated by dividing the responses needed by 0.7 to identify the final sample size for each population. Table 2 shows the calculated sample sizes and responses needed to meet the confidence interval.

**Table 2. Sample Size by Service Group**

User Group	Total Population	Sample Size	Responses Needed
ADA	1,102	409	286
MMM	733	361	253
SCM Elderbus	1,020	400	280
Non-ADA COAs	421	289	202
<b>Total</b>	<b>3,276</b>	<b>1,459</b>	<b>1,021</b>

To generate the samples for each service group, each client was assigned a unique identifier, or UID. The cleaned client lists were then randomized using the RAND function in excel, with the first series of UIDs selected for each service group. For example, the first 409 UIDs in the randomized ADA client list were selected to be part of the sample.

As described in the next section on the survey approach, there were several rounds of attempts made to reach each sample population with the survey. This workflow provided multiple opportunities to ensure that the samples remained robust throughout the course of the surveying effort. For example, some of the client addresses originally selected as part of the random sample were marked as "undeliverable" or "moved" by the Post Office. WRTA also received a number of envelopes marked as "Return to Sender." When this occurred, another random UID was selected and added to the sample as a supplement. Between the first and second mailings (as described in the Surveying Approach section), an additional 100 customers were added to the random sample in order to increase the likelihood



of hitting the response targets for each user group. The final sample size for each service group is identified in Table 3.

**Table 3. Final Sample Size by Service Group**

User Group	Total Population	Original Sample Size	Undeliverable/ Returned Envelopes	“Bulk Up” Numbers	Final Sample Size
ADA	1,102	409	20	28	457
MMM	733	361	13	25	399
SCM Elderbus	1,020	400	70	27	497
Non-ADA COAs	421	289	23	20	332
<b>Total</b>	<b>3,276</b>	<b>1,459</b>	<b>126</b>	<b>100</b>	<b>1,685</b>

### 3.1.2 Response Bias Approach

Even using a random sample, response bias can skew the findings of an otherwise strong survey methodology. Based on experience with similar survey efforts, typical response results can under-sample different populations, such as people with limited English proficiency; with disabilities; who are lower income; and/or with a lower educational attainment. To ensure the greatest level of participation in the survey, the following strategies were employed and tailored to each population that is often under-sampled:

- **People with limited English proficiency:** A translated survey was offered in eight languages in conformance with the WRTA Language Access Plan and as advised by WRTA staff: Arabic, Chinese, Polish, Portuguese, Spanish, Vietnamese, Haitian Creole, and Albanian. The cover letter for the first-round mailing included an option, written in each of those languages, to request a version of the survey in that language. Respondents were able to select the requested language and use the addressed, stamped return envelope to mail in that request. The second-round survey mailing was sent in the requested language.
- **People with disabilities:** A large-print version of the survey was offered for people with visual disabilities. The cover letter for the first-round mailing included an option, printed in large print (16-pt font), to request a version of the survey in 16-pt font. Respondents were able select that option and use the addressed, stamped return envelope to mail in that request. The second-round survey mailing was sent in large print. A second option presented was for the survey to be conducted over the phone. Respondents could select that option and return their request with the addressed, stamped return envelope. Respondents who indicated this preference were included in the client list for targeted follow-up phone calls.
- **People who are lower income:** Both survey mailings included addressed, stamped return envelopes to minimize any economic barriers to participation.
- **People with lower educational attainment:** Plain language was used in the development of the survey. For people with limited literacy, follow-up targeted phone calls provided an opportunity to participate.

### 3.1.3 Surveying Approach

Two versions of the survey were developed: one to survey clients receiving ADA paratransit and MMM services (labeled “ADA” for shorthand), and a second to survey clients receiving SCM Elderbus and non-ADA COA services (labeled “non-ADA” for shorthand). More detail is found in Table 4. The survey received by non-ADA clients was an abridged version, with several questions or answer options removed because they were not applicable. For example, in Question 1 of the survey, all clients were asked how they schedule trips and were provided the answer options of “I call,” “Someone else requests,” or “Other.” ADA clients were offered an additional answer option for “Online Reservation System,” because this is a scheduling option made available to these service groups. Please see Appendix B and Appendix C for the respective survey instruments.

**Table 4. Survey Type by Service Group**

Service Group	Service Group #	Survey Type
ADA	1	Full ADA Survey
MMM	2	Full ADA Survey
SCM Elderbus	3	Abridged Non-ADA Survey
Non-ADA COAs	4	Abridged Non-ADA Survey

The survey effort consisted of two rounds of mailed paper surveys, followed by targeted phone calls. The sampled client lists were collated into four distinct mailing lists, one for each service group. To retain anonymity in the analysis of the collected responses, each sampled client was assigned a unique Survey ID (SID). The ADA and MMM clients were assigned a numerical SID, whereas the SCM Elderbus and Non-ADA COA clients were assigned an SID starting with the letter "N." For example, an MMM client would receive an SID of "1001" while an SCM Elderbus client would receive an SID of "N1801."

### Mail Surveying Process

Each mailing consisted of a survey and cover letter, both of which were labeled with the SID printed at the top, and a stamped return envelope addressed to the WRTA. Respondents were given the option to mail in the survey or, if they required a different format of survey administration (e.g., phone call or a different language), return a cover letter with the appropriate field marked to request the alternate format. The SID was also printed on the envelope containing the mailer contents, which allowed the print shop to ensure the mailer was delivered to the correct client. See Appendix D for an example of the cover letter and envelope.

The first mailing was distributed to the entire random sample of clients on April 28, 2025. A second mailing, focused on only those SIDs that did not return a survey from the first mailing, was distributed on June 18, 2025. This second mailing also consisted of the distribution of any re-prints in an alternate format that were requested. Only one (1) re-print was requested, which was for a survey translated into Spanish.

### Phone Surveying Process

After approximately two months of receiving returned surveys by mail, the surveying effort turned to targeted phone calling as the final effort to reach the remaining SIDs who had not responded to either mailing. The SIDs who had yet to respond, as well as clients who had indicated in either mailing that they would prefer a phone call, were called to administer the survey by phone. A script was used to ensure consistency across phone surveyors, as well as to provide instruction if a language barrier was encountered. In this situation, the surveyor identified the language and confirmed call-back logistics for follow-up. In total, ten (10) clients requested over-the-phone translation: six (6) in Spanish, three (3) in Arabic, and one (1) in Greek.

## 3.2 Analysis Methodology

After completing the three rounds of surveying, the paper survey data was entered into a digital survey collector, cleaned, and weighted for analysis, as described in the following sections.

### 3.2.1 Data Entry

The data entry team used SurveyMonkey, a digital survey collector, to enter paper surveys into a digital database. Two survey collectors in SurveyMonkey were created, one for paper-based surveys and one for phone-based surveys. Paper-based surveys were entered into SurveyMonkey on an ongoing basis during the paper survey period. Phone-based surveys were entered directly into SurveyMonkey as the survey was being conducted over the phone. Regardless of the survey collector, the last two questions entered in SurveyMonkey were the SID, to allow for tracking of response data by service group, and the Entry ID (EID), which corresponded to the data entry personnel to allow for quality assurance checks. For more information on quality assurance throughout the survey, see the Quality Assurance section of this report.

The data entry team determined that some questions, while designed to only solicit one response, may result in multiple answers depending on interpretation by the client. To preserve all feedback and data that was received, data entry personnel were instructed to enter all responses. However, for questions that categorically can only have one response, particularly demographic questions (e.g., What is your age?), these responses were discarded, and the question was marked as incomplete. Questions where no response were provided or the checkmark/filled bubble was offset or unclear were also marked as incomplete.

For open-ended questions, data entry personnel were instructed to enter response exactly as written or spoken by the client and to not paraphrase, abbreviate, or correct grammar. In instances of illegible handwriting, “[sic]” was used in place of illegible words. Some clients provided additional feedback or comments in the margins of returned paper surveys. When this occurred, all comments were captured under Question 20, which asked the open-ended question: “Do you have any additional comments or suggestions to share about your experience with WRTA paratransit services or future service improvements?”

Using the raw data exported from the two SurveyMonkey collectors, the data from the paper-based and phone-based surveys were combined into one single database. The data was cleaned and coded, with particular attention paid to re-coding the open-ended responses into either an existing answer choice or a new category. This final database was used for the analysis presented in Section 5.

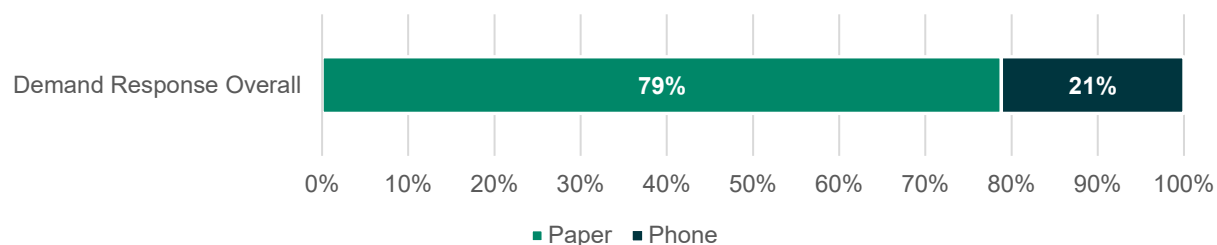
### 3.2.2 Complete Surveys

Priority questions were identified early on to ensure that the analysis included responses only from surveys meeting a minimum threshold for completeness, thereby enhancing the reliability and usefulness of the findings. Due to the variations between the two versions of the survey, two thresholds were identified to determine if a survey is complete (Table 5). In total, 707 responses were received across both survey types. However, only 538 responses, or 76%, were considered “complete.”

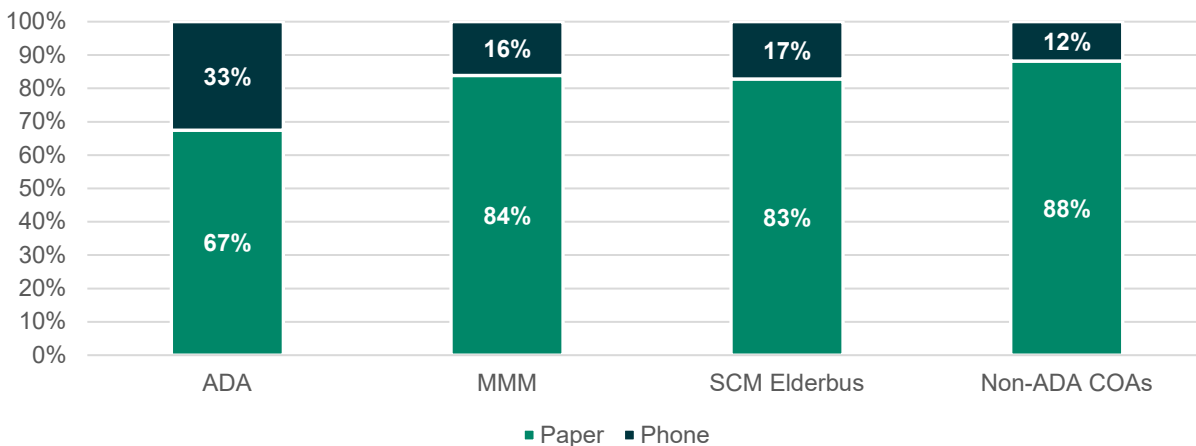
**Table 5. Complete Survey Threshold by Survey Type**

Survey Type	Complete Survey Threshold (Question Numbers)	Total Responses Needed
ADA Survey	2, 3, 4, 5, 8, 11, 12, 13	8
Non-ADA Survey	2, 4, 5, 11, 12, 13	6

Across the entire demand response client base, most complete responses were collected from paper surveys, with a smaller percentage completed over the phone (Figure 3). This trend was seen over all four service groups, though it is worth noting that the bulk of the phone-based surveys were received from the ADA service group (Figure 4).



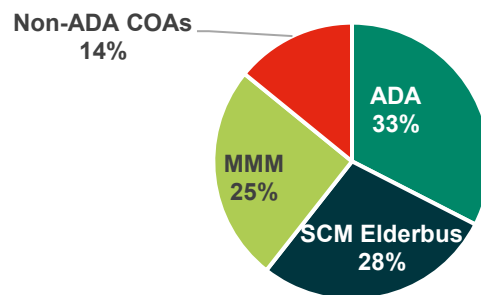
**Figure 3. Survey Completion Rate by Survey Method (n = 538)**



**Figure 4. Survey Completion Rate by Survey Method and by Service Group (n = 538)**

### 3.2.3 Response Rate

The most complete responses were received from the ADA service group, closely followed by the SCM Elderbus and MMM service groups (Figure 5). The fewest complete responses were received from the Non-ADA COA service group.



**Figure 5. Survey Completion Rate by Service Group (n = 538)**

Because response rates for all four groups did not achieve the 70% target originally designed, three of the four groups were combined into one response pool to achieve 95% confidence with a 5% margin of error. As such, the analysis presented in Section 5 is representative of the three following service groups: ADA, MMM, and SCM Elderbus. The results collected from the Non-ADA COA service group is found in Appendix A.

### 3.2.4 Weighting

After cleaning and coding the database, the data was weighted to ensure that the proportion of surveys gathered from each service group properly reflected the total number of clients found in that group. This prevents overrepresentation of service groups with higher response rates. The weights for each of the three subgroups (ADA, MMM, and SCM Elderbus) were identified by comparing each subgroup's share of the total population to its share of the total number of complete survey responses. Put differently:

$$\text{Subgroup's percentage of total population} \div \text{Subgroup's percentage of complete responses} = \text{Subgroup's weight}$$

Because the survey approach consisted of two survey types, one for ADA clients and one for non-ADA clients, a second weight was calculated for ADA-only questions (Table 6). For the select questions that were only asked of ADA clients, the weight for the SCM Elderbus service group was removed from the equation and weights were only applied to the ADA and MMM service groups.

**Table 6. Weighting Methodology**

Service Group	Total Population	Complete Responses	Proportion of Total Population	Proportion of Total Complete Responses	Weight	Proportion of Total Population – ADA Only	Proportion of Total Complete Responses – ADA Only	Weight – ADA Only
ADA	1,102	175	39%	38%	1.02	0.60	0.56	1.07
MMM	733	136	26%	29%	0.87	0.40	0.44	0.91
SCM Elderbus	1,020	151	36%	33%	1.09	-	-	-
<i>Total</i>	<i>3,276</i>	<i>538</i>	<i>100%</i>	<i>100%</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>

### 3.3 Quality Assurance

Quality assurance was conducted throughout the data collection and entry process, and during the subsequent analysis, beginning first with training of the data entry team. Training protocols were developed to ensure accurate and efficient entry of both paper and phone-based data.

Training for the paper-based survey focused on how to enter data from the paper survey into SurveyMonkey, covering the various question types and common data entry issues (e.g., no response, more than one response, illegible handwriting), as well as how to identify if a client completed the survey or requested an alternative survey method (e.g., translation or phone call).

Training for the phone-based survey focused on customer interaction protocols, including how to handle passionate customers. Scripts were also developed for use by the data entry personnel to ensure consistency in the delivery of phone-based surveys. Throughout the survey process, the data entry team met regularly to share best practices and common challenges, creating a collaborative and uniform approach to data entry.

In preparation for the mailers, the Quality Assurance Lead reviewed 25 percent of the sampled addresses to confirm accuracy (e.g., the correct name / address pairing). In advance of sending out each mailer, the Quality Assurance Lead performed an on-site, in-person assessment of 40 envelopes before they were sealed to ensure that the survey SID, outgoing envelope SID, and name/address all matched. Finally, following the initial round of data entry, the Quality Assurance Lead performed a check on 50 of the digital survey records and compared those responses against the paper records to confirm accuracy of data entry.

## 4. Survey Findings

The results of the survey are presented in this section. The findings are grouped into the following categories:

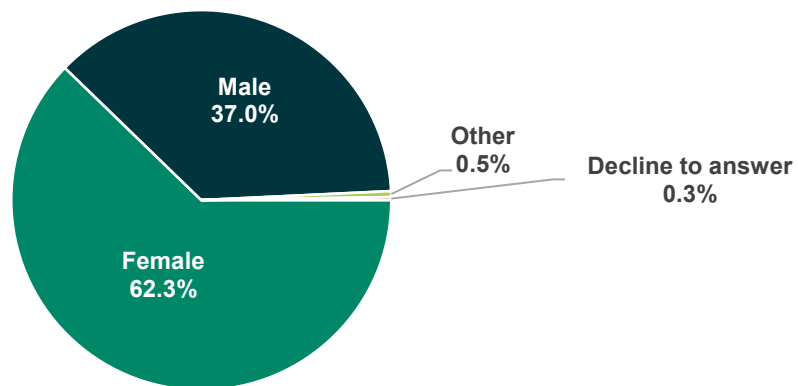
- Demographic profile
- Travel behaviors exhibited
- Opinions on the services provided
- Use of information and technology
- Reported preference for the potential of offering same-day paratransit services
- Experience in submitting and/or resolving a complaint
- General comments and suggestions

### 4.1 Demographic Profile

The survey asked several demographic questions of riders, the responses to which are presented below.

#### 4.1.1 Gender

Survey respondents were asked how they identified with the answer options of female, male, or other with a text box to fill in their own answer. The breakdown of gender demographics is shown in Figure 6. Of the 436 respondents who answered this question, 62.3% identified as female, 37.0% identified as male, 0.5% selected “other”, and 0.3% declined to answer.



**Figure 6. Gender (n = 436)**

### 4.1.2 Age

Figure 7 shows reported age, the majority of which were people over 60 (77.5%). The 45 – 59 age group comprised the second-largest age group at 10.4%. Individuals ages 35 – 44 made up only 3.4% of respondents, while individuals ages 25 – 34 made up 5.6%. The remaining 3.1% of respondents were ages 19-24. There were no respondents aged 18 or under.

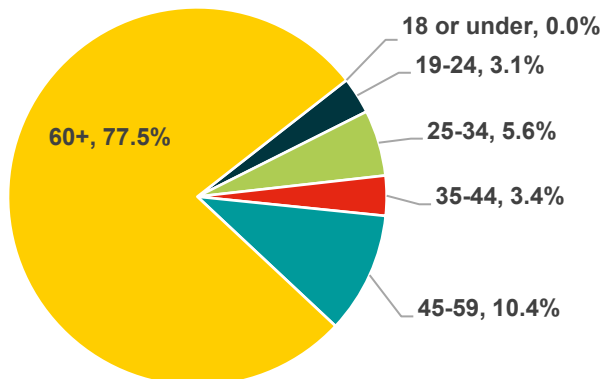


Figure 7. Age (n = 443)

### 4.1.3 Race and Ethnicity

Race and ethnicity are defined by the US Census Bureau as two separate dimensions of demographic identity. As shown in Figure 8, the majority, 83.1%, of respondents identify as white, with the next largest racial identity category being African American or Black (6.8%).

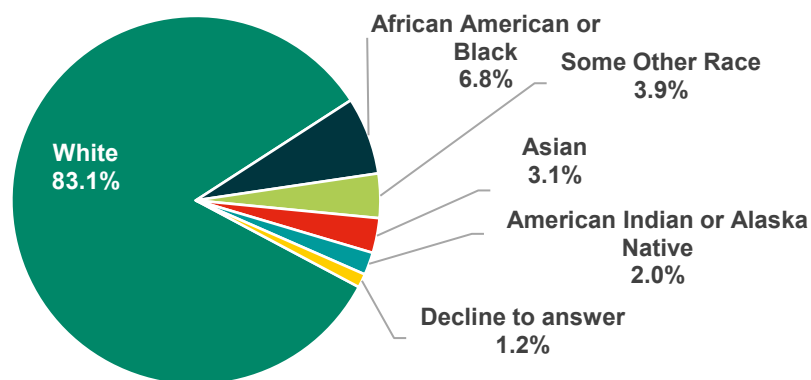
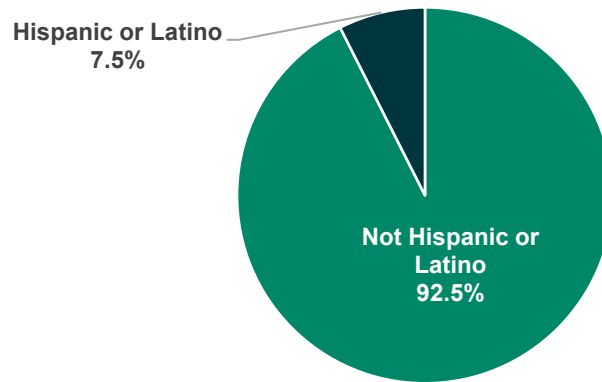


Figure 8. Race (n = 434)

Ethnicity asks whether a person identifies as Hispanic or Latino. Identity is separate from race, and so a person identifying as any racial category could also identify as Hispanic or Latino. As shown in Figure 9, the majority of respondents identify as not Hispanic or Latino (92%).



**Figure 9. Ethnicity (n = 401)**

### 4.1.4 Languages Spoken at Home

Figure 10 shows the breakdown of which languages are spoken at home. The majority of respondents, 90.7%, reported speaking English in their home. This was followed by Spanish which is spoken by 5.9% of respondents in their home.

**Table 7. Languages Spoken at Home (n = 436)**

Language Spoken	%
English	90.7%
Spanish	5.9%
Gujarati/Hindi	0.4%
Chinese	0.2%
Tagalog	0.2%
Tamil	0.2%
Italian	0.2%
Telugu	0.2%
American Sign Language	0.4%
French	0.7%
Greek	0.2%
Thai	0.2%
Polish	0.2%
Portuguese	0.2%



## 4.1.5 Household Income

As shown in Figure 10, 36.0% of respondents live in households with an annual income under \$15,000 per year. Households earning over \$30,001 made up the next largest income group, accounting for 19.9% of respondents.

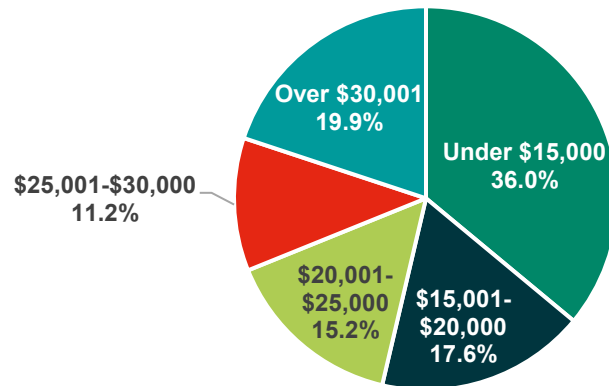


Figure 10. Household Income (n = 359)

## 4.1.6 Household Size

Figure 11 shows the respondents' household size. The majority of respondents (56.6%) reported living alone in their household.

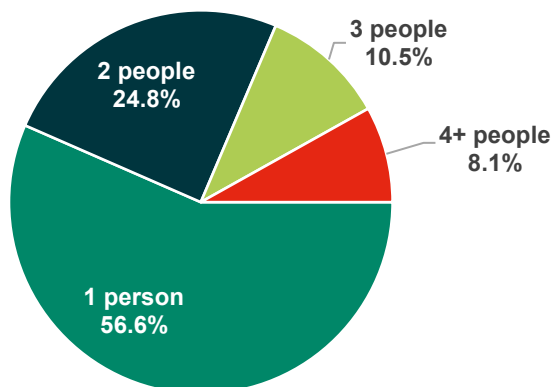


Figure 11. Household Size (n = 421)

## 4.1.7 Educational Attainment

As shown in Figure 12, 34.9% of respondents' highest level of educational attainment was high school. Of the 419 respondents that answered this question, 21.0% had some college as their highest level of educational attainment, while 15.3% had a bachelor's degree.

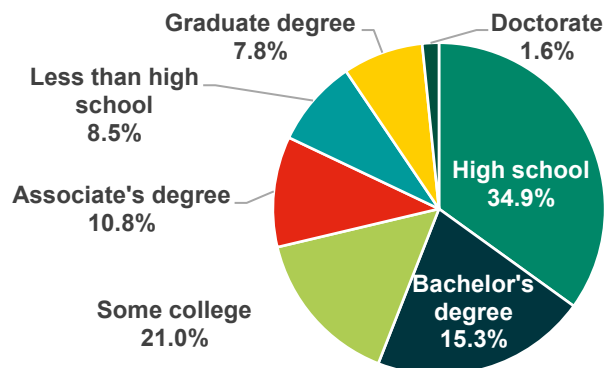


Figure 12. Educational Attainment (n = 419)

## 4.2 Travel Behaviors

The following sections provide information about how clients use WRTA demand response services, including trip purpose, frequency, scheduling preferences, and alternative transportation options.

### 4.2.1 Scheduling of Trips

The first survey question asked how clients schedule their trips. Clients predominantly schedule their trips by calling either the PBSTM office, SCM Elderbus, or COA (for non-ADA providers) (Figure 13). Of the 11.4% of respondents who have someone else request their trip, typically a family member or caregiver does so. A small percentage (6.0%) of the respondents use the Online Reservation System, an option that is only available to ADA and MMM clients and not available to SCM Elderbus clients.

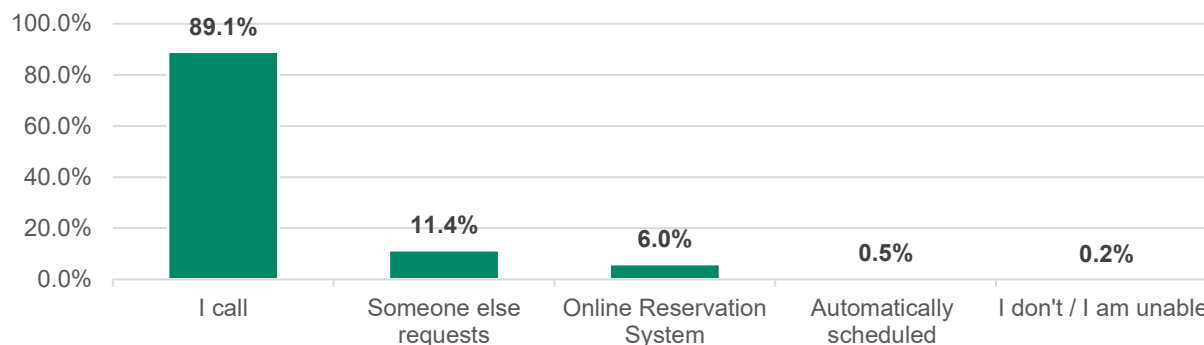
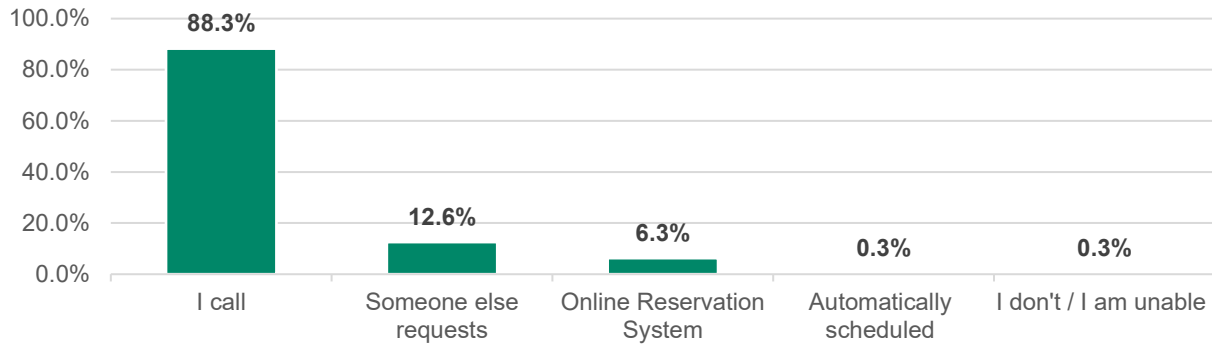


Figure 13. Scheduling Behaviors (n = 457)

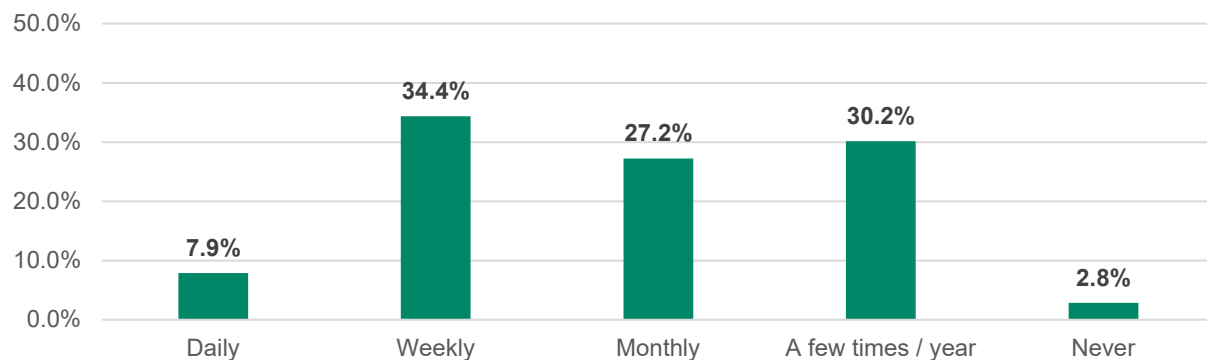
To ensure the use of the Online Reservation System is not underrepresented, the data was analyzed for just the ADA and MMM populations, excluding the SCM Elderbus population as this option is not applicable to this service group. When viewing the responses of these two service groups, there is a slight increase in the percentage of respondents who use the Online Reservation System, but calling remains the most common scheduling behavior (Figure 14).



**Figure 14. Scheduling Behaviors of ADA-only Service Groups (n = 308)**

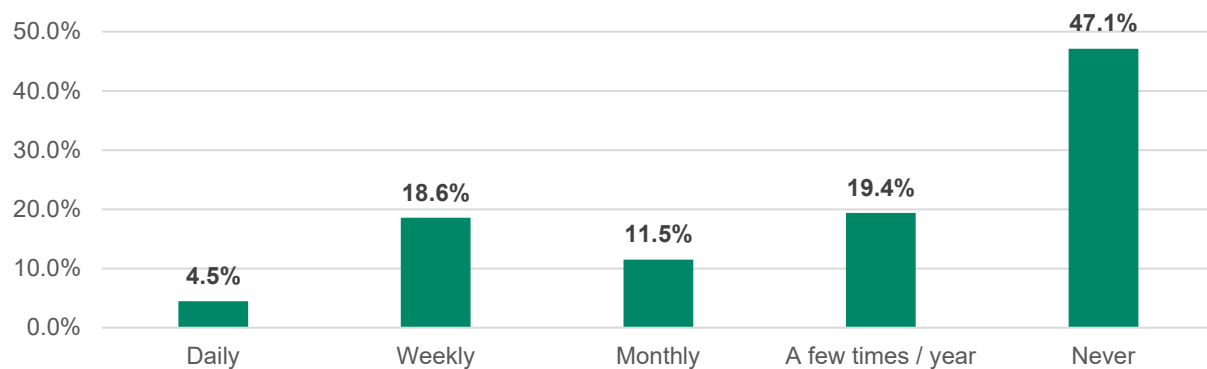
## 4.2.2 Frequency of Use of Vans and Cabs

The next two questions focused on determining how often respondents use WRTA services provided in vans versus cabs. For vans, respondents indicated a fairly consistent usage, most often reporting weekly use (34.4%), followed by a few times per year (30.2%) or monthly (27.2%) (Figure 15). A small percentage of respondents (7.9%) reported daily use, while an even smaller percentage (2.8%) have never ridden a WRTA van.



**Figure 15. Frequency of Use of Vans (n = 462)**

Cabs, which are typically dispatched for overflow service to ambulatory passengers, are more likely to never be used by respondents, with 47.1% of respondents indicating they have never used a Yellow Cab dispatched by WRTA (Figure 16). Nonetheless, some respondents reported regular usage, as a small percentage (4.5%) reported daily use.



**Figure 16. Frequency of Use of Cabs (n = 440)**

Because the Yellow Cab primarily operates in Worcester, the data was cross tabulated to examine the frequency of use by respondents located in Worcester compared to respondents who reside in other communities served by WRTA. Worcester residents overall show a higher frequency of use of cabs, with the majority of respondents in other communities reporting they never use the cab service (Figure 17).

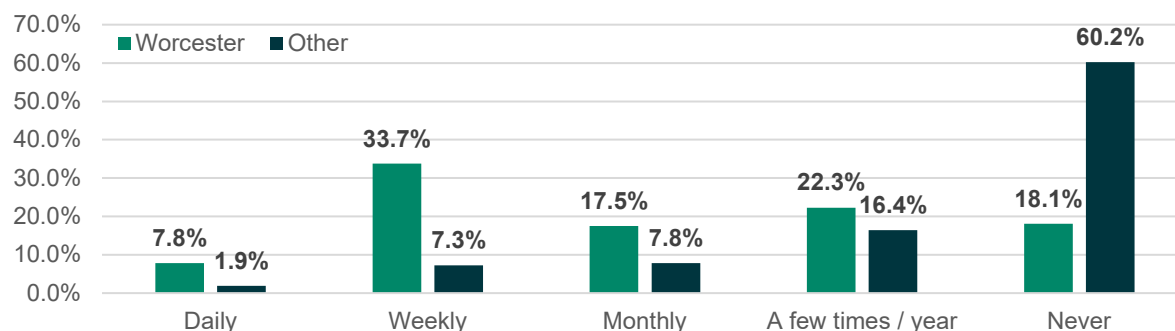


Figure 17. Frequency of Use of Cabs in Worcester vs. Other Communities

### 4.2.3 Primary Reason for Riding

When asked about the primary reason for riding WRTA services, the predominant answer was for medical purposes, including trips to the dentist (Figure 18). This was most closely followed by trips to the grocery store, or other common shopping destinations such as Walmart or Target. While not as common, WRTA services are also reported as used for trips to work, to the Senior Center/COA, to the pharmacy, or to school. The survey question allowed respondents to indicate any other reasons they may use WRTA services. Several additional reasons for riding were identified including:

- Social/entertainment reasons, such as to visit friends and family
- Personal reasons or errand-based trips, such as to the bank, the post office, or the hair salon
- Trips to the YMCA or the gym
- For volunteering
- Trips to adult day programs

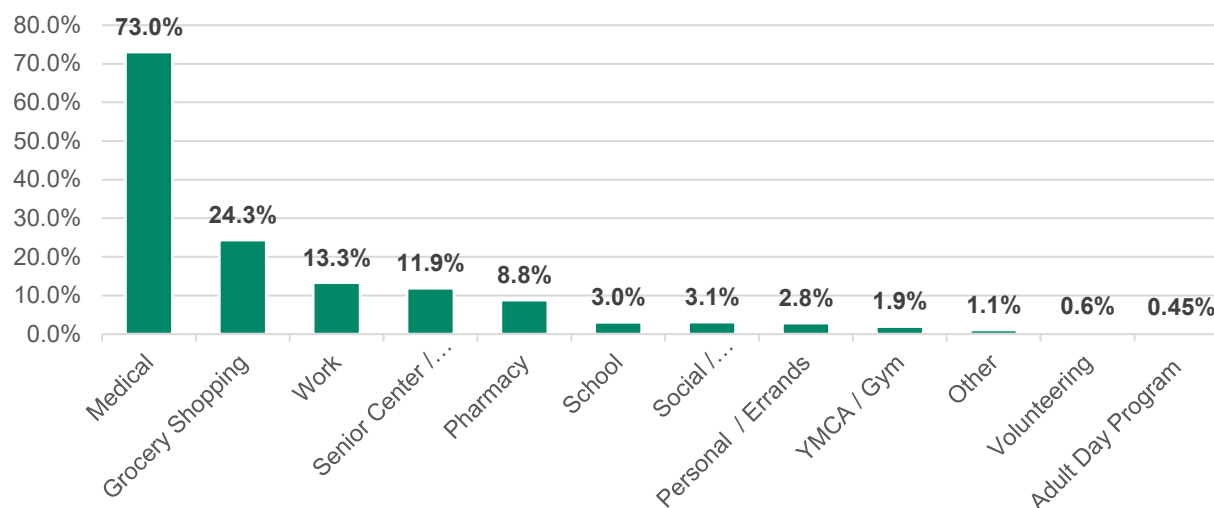
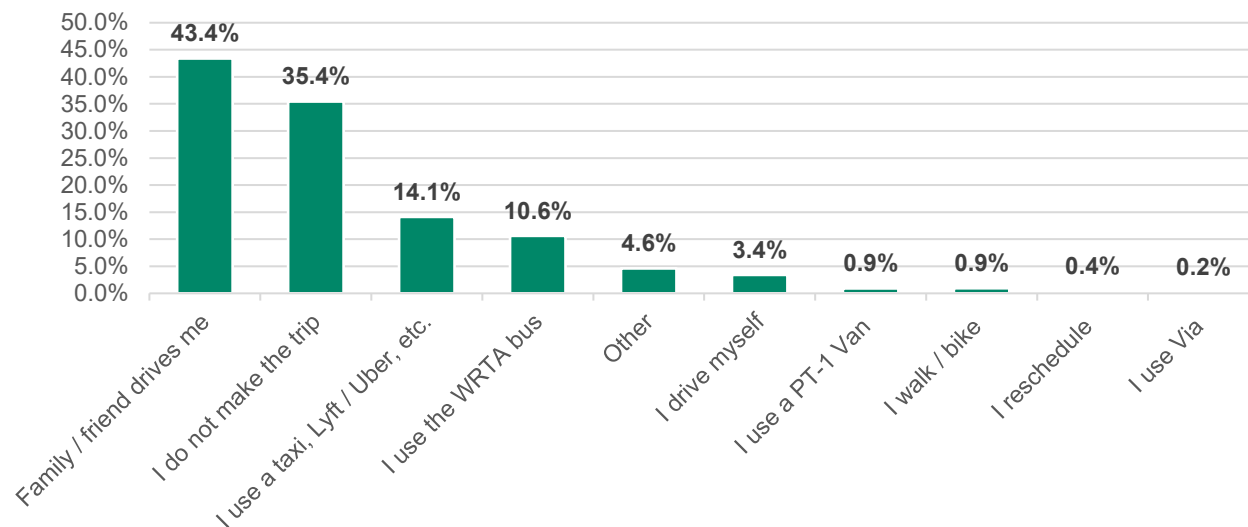


Figure 18. Primary Reason for Riding (n = 457)

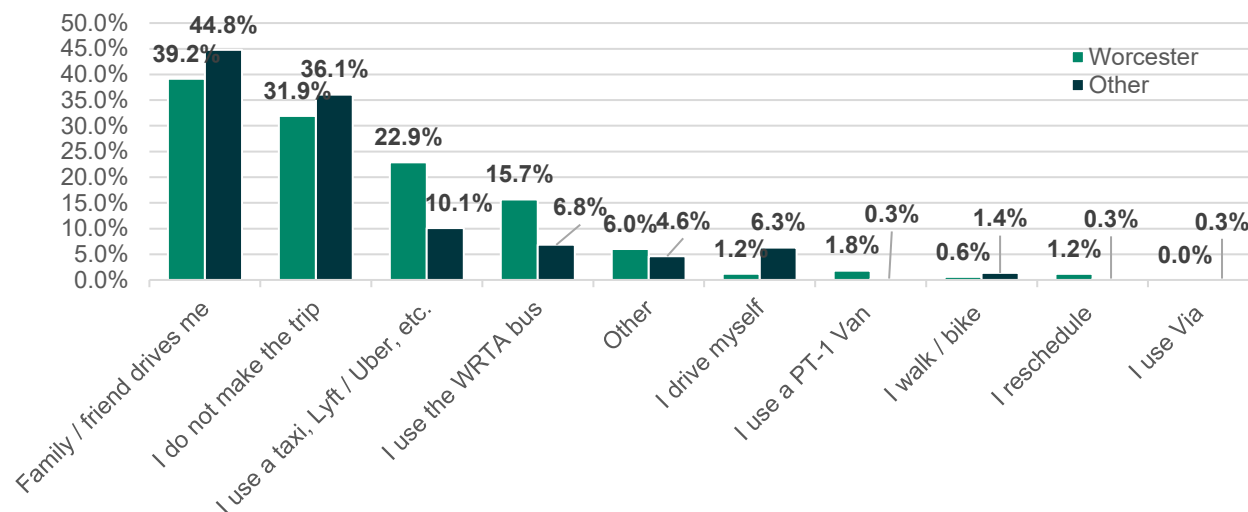
## 4.2.4 Making Trips When Services Are Not Operating

To better understand mobility needs, the survey asked how riders make trips when WRTA's demand response services are not operating. Just under half (43.4%) of respondents indicated that they rely on family and friends, while another 35.4% reported that they will not make the trip at all (Figure 19). Other less common options include using a taxi, Uber or Lyft, or the WRTA fixed route bus. The survey question allowed respondents to indicate other alternative trip options they may use. Several respondents report using a PT-1 van, which is a non-emergency medical trip provided through the Human Services Transportation (HST) unit of MassHealth. In central Massachusetts, these trips are brokered by the Montachusett Area Regional Transit Authority (MART). Others reported that they walk or bike. An even smaller percentage indicated that they would reschedule the appointment so that they can make the trip during WRTA's service hours. Lastly, one person indicated that they use WRTA's microtransit service that is operated by Via.



**Figure 19. Trip Behavior when Services are Not Operating (n = 457)**

Because Worcester has more transportation options than some of the outlying communities in WRTA's service area, the data was cross tabulated to examine the trip behaviors of respondents located in Worcester compared to respondents in other communities served by WRTA. Worcester residents overall show a higher reliance on taxis, Ubers or Lyfts, and on the WRTA bus, while other communities are more likely to rely on family and friends or not make the trip at all (Figure 20).



**Figure 20. Trip Behavior in Worcester vs. Other Communities**

## 4.2.5 Frequency of Use of Buses

Inquiring into the usage of WRTA's fixed route services can help identify if there is a need for travel training. When asked about the frequency of use of buses, a majority of respondents indicated that this mode of service is either never used (55.6%) or only used a few times per year (20.6%) (Figure 21). A smaller percentage of respondents indicated they ride the bus more frequently, with a very low percentage (2.2%) reporting as much as daily use.

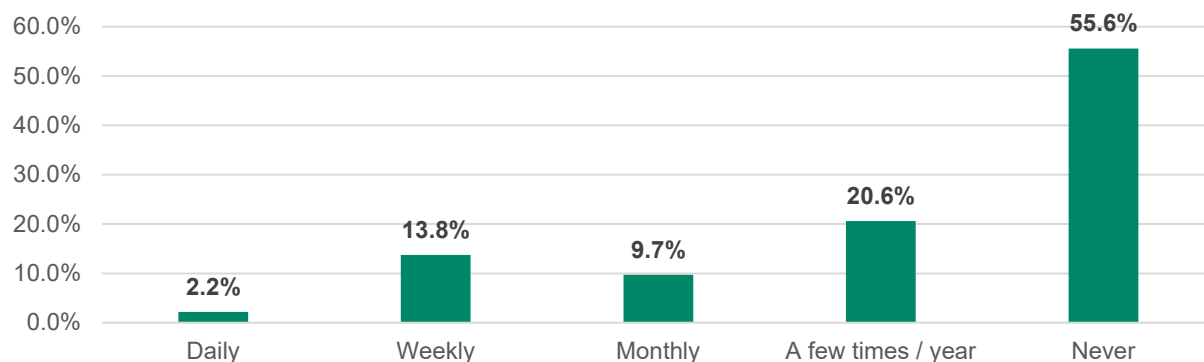


Figure 21. Frequency of Use of Buses (n = 456)

## 4.2.6 Reason for Not Riding the Bus

Following up on the previous question, respondents were asked to indicate why they do not use WRTA's fixed route bus. It should be noted that answers to the previous question did not influence the analysis of this question. A response of "Daily" or "Weekly" did not result in an answer being excluded from the analysis in an effort to identify reasons even a more frequent rider may choose demand response services over fixed route. However, many respondents skipped this question, suggesting that the demand response customer base does not frequently rely on the fixed route system.

As shown in Figure 22, the predominant answer (43.3%) is that respondents prefer the flexibility that is offered by curb-to-curb service compared to the set offerings of the fixed route system. This is followed closely by concerns about accessibility of the service for passengers that are non-ambulatory or have mobility challenges (30.3%), stops are not located where respondents either travel to or from (21.7%), or the schedule does not align with their needs (16.8%). The survey question allowed respondents to indicate any other reasons for not using the WRTA bus. Additional options of note include: a medical reason that prevents use of fixed route (8.6%); they do not need the service (4.0%); no fixed route is offered in their community (1.9%); poor experience with the fixed route bus (1.0%).

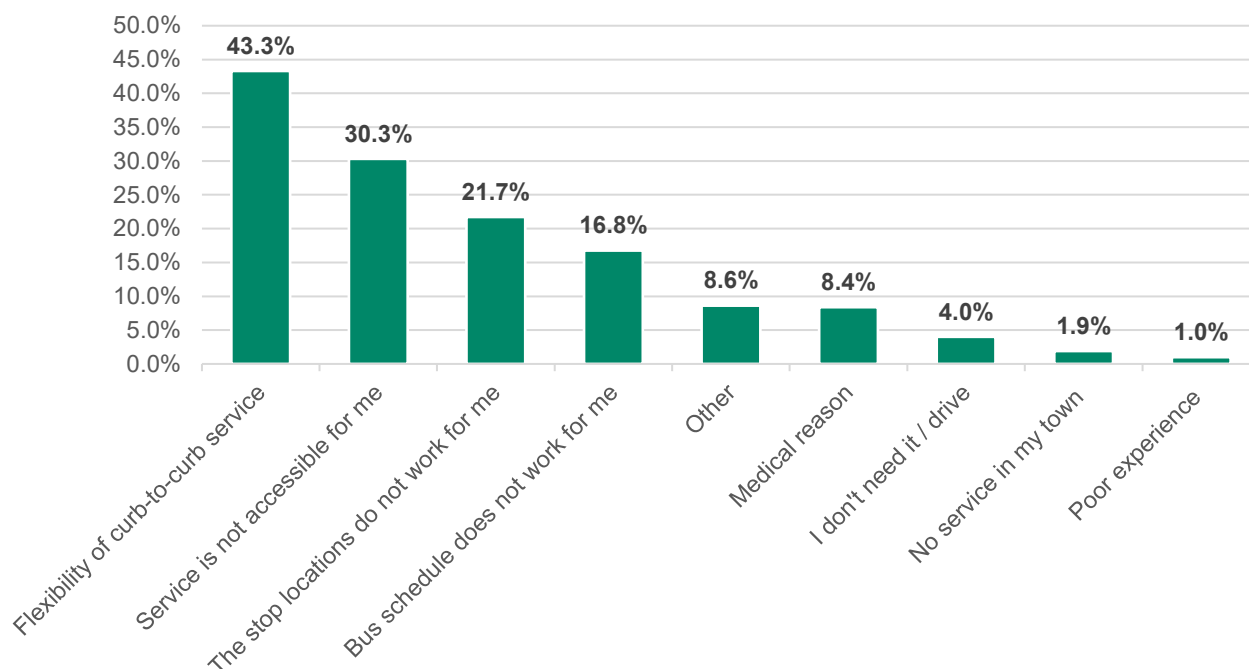


Figure 22. Primary Reason for Not Riding the Bus (n = 321)

## 4.3 Opinion on Service Experience

The next series of questions focused on the respondents' opinions on their experience with the WRTA's demand response services.

### 4.3.1 Trip Provision

When asked if trips were provided by vans, cabs, or both vans and cabs, half of respondents indicated that their trips are provided by both vehicle types (Figure 23). 46.5% indicated that they receive trips from only vans, while only 3.4% indicated that they receive trips from only cabs.

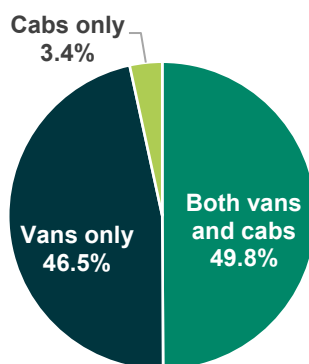


Figure 23. Use of Cabs vs. Vans (n = 446)

### 4.3.2 Experience with Vans

The next question asked respondents who receive rides exclusively from vans or from both vans and cabs to rate their experiences with WRTA's van service. They were presented with seven (7) service aspects and asked to evaluate each as "Excellent," "Good," "Fair," or "Poor." In general, respondents rated their opinion on all aspects of

riding in WRTA's vans to be "Excellent" or "Good," indicating consistent service quality (Figure 24). Almost all responses (96%) rated WRTA's van service to be "Excellent" or "Good" overall. The top performing service aspect is drivers' professionalism, followed closely by drivers' safe operation of the vehicle and the feeling of safety when using the service. Driver professionalism and vehicle cleanliness received no ratings of "Poor" from any respondent. The aspect with the highest percentages of "Fair" and/or "Poor" ratings is pickup flexibility (19%), such as if an appointment runs longer than anticipated, followed by on-time performance (14%).

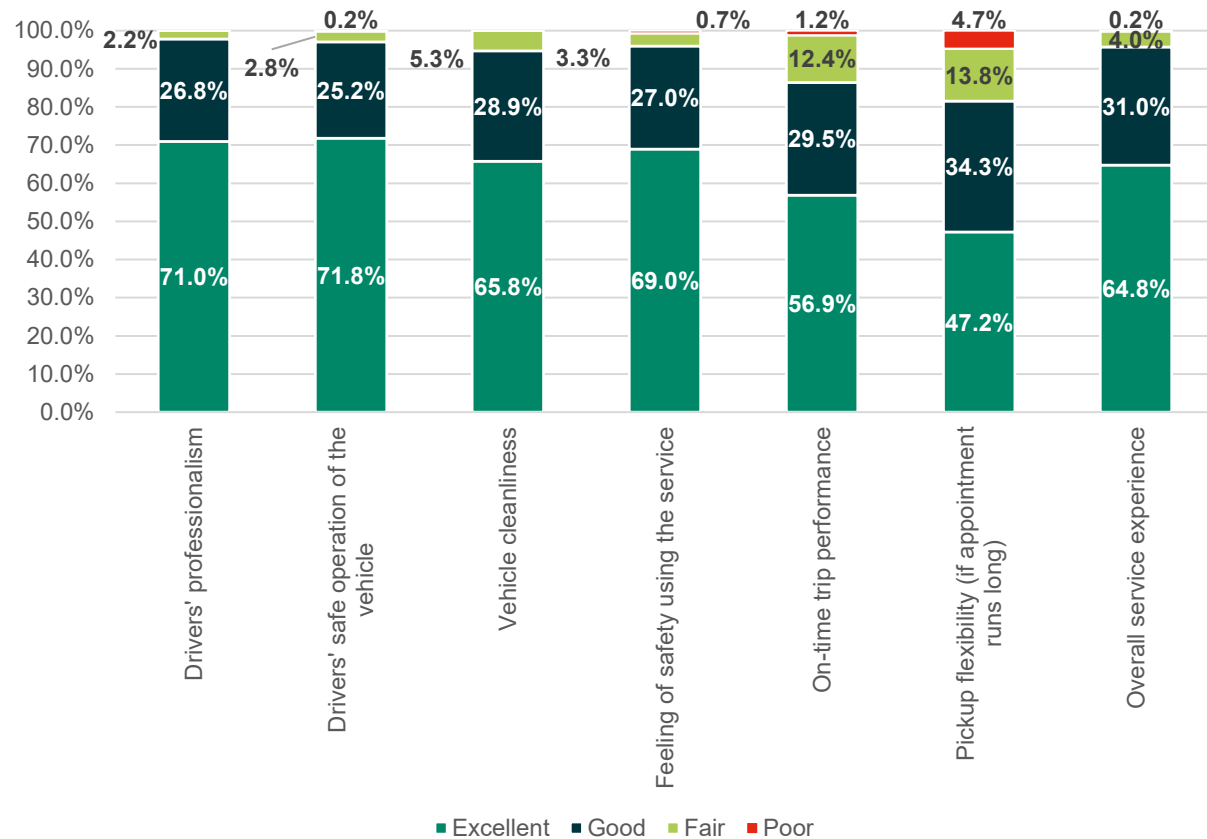


Figure 24. Satisfaction Rating of Vans (n = 425)



### 4.3.3 Experience with Cabs

Respondents who receive rides exclusively from cabs or from both vans and cabs were asked to rate their experiences with WRTA's cab service. The survey presented with the same seven (7) service aspects of the cabs and asked respondents to evaluate each as "Excellent," "Good," "Fair," or "Poor." In general, respondents' opinion of cabs is less favorable than that of vans, though the majority still provided either an "Excellent" or "Good" rating across each aspect (Figure 25). The vast majority of responses (85%) rated WRTA's cab service to be "Excellent" or "Good" overall. The top performing service aspects are drivers' professionalism and drivers' safe operation of the vehicle. The aspects with the highest percentages of "Fair" and "Poor" ratings are vehicle cleanliness (28%) and pickup flexibility (24%).

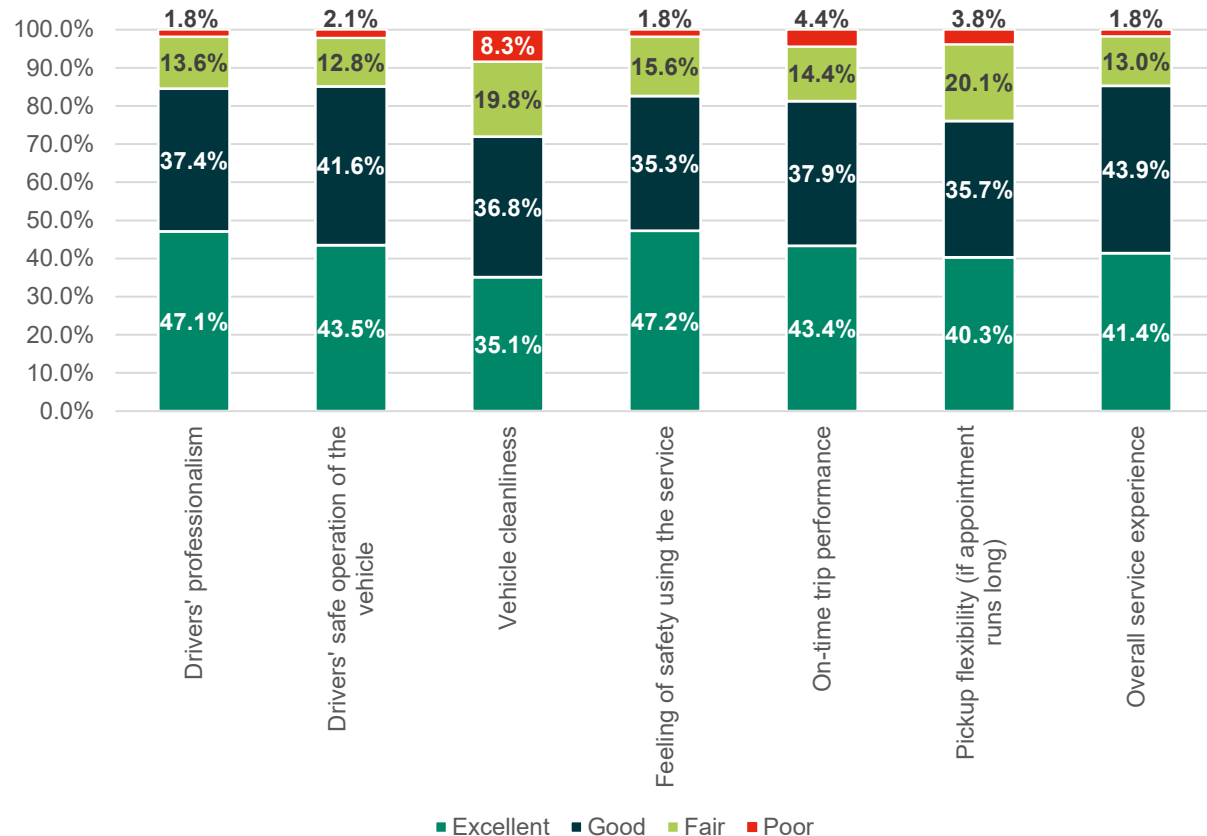


Figure 25. Satisfaction Rating of Cabs (n = 238)

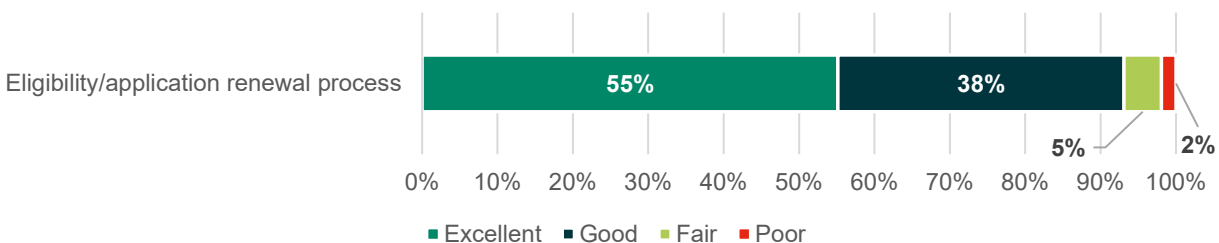
### 4.3.4 Overall Experience

The survey then asked for five (5) service aspects to be ranked, but this time for “overall experience” with WRTA’s paratransit program, regardless of the vehicle used to provide the trip. Respondents provided an overwhelmingly positive rating of the program, with all aspects rated as “Excellent” or “Good” by 90% or more of responses (Figure 26). Almost all respondents (95%) rated WRTA’s paratransit program as “Excellent” or “Good” overall. The top-performing aspect appreciated by respondents is the ease of use of the phone system, followed by the reservation process and the courtesy and knowledge of reservation staff. While most respondents (90%) indicated that they find trip scheduling easy, 10% rated this aspect as “Fair” or “Poor.”



**Figure 26. Satisfaction Rating of WRTA Demand Response Service Overall (n = 462)**

An additional sixth service aspect was asked on the ADA survey inquiring as to the overall satisfaction with the ADA eligibility and application renewal process. All eligible persons who wish to utilize WRTA’s ADA paratransit services must complete an application that is subject to an approval process and must be renewed at reasonable intervals.<sup>2</sup> Respondents primarily indicated that the process was either “Excellent” or “Good,” with a small percentage, 7%, indicating this aspect as “Fair” or “Poor” (Figure 27).



**Figure 27. Satisfaction Rating of WRTA Eligibility/Application Renewal Process (n = 311)**

## 4.4 Information & Technology

The survey asked questions about the level of information received, source of information, personal access to technology, and about interest in technology upgrades. The goal of these questions was to better understand riders’ access to information and technology to position WRTA to make useful technology upgrades.

<sup>2</sup> WRTA. 2025. About ADA and Non-ADA Paratransit. <https://therta.com/paratransit/ada-paratransit-eligibility/>

## 4.4.1 Standard of Service Information

Respondents were asked if they feel that they are receiving enough information about the paratransit service or changes to the service. As shown in Figure 28, the majority of respondents (71.7%) feel that they are receiving enough information.

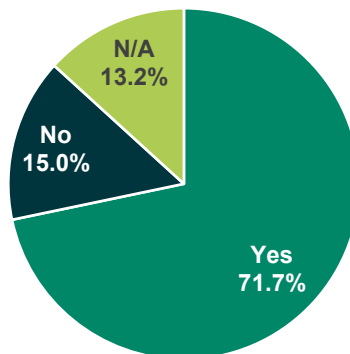


Figure 28. Satisfaction with Amount of Service Information Received (n = 446)

## 4.4.2 Source of Service Information

Respondents were then asked where they receive service information. The majority of respondents (73.4%) answered that they receive information when they call to schedule their rides, as shown in Figure 29. It should be noted that respondents could select multiple answers and were instructed to select all answers that apply.

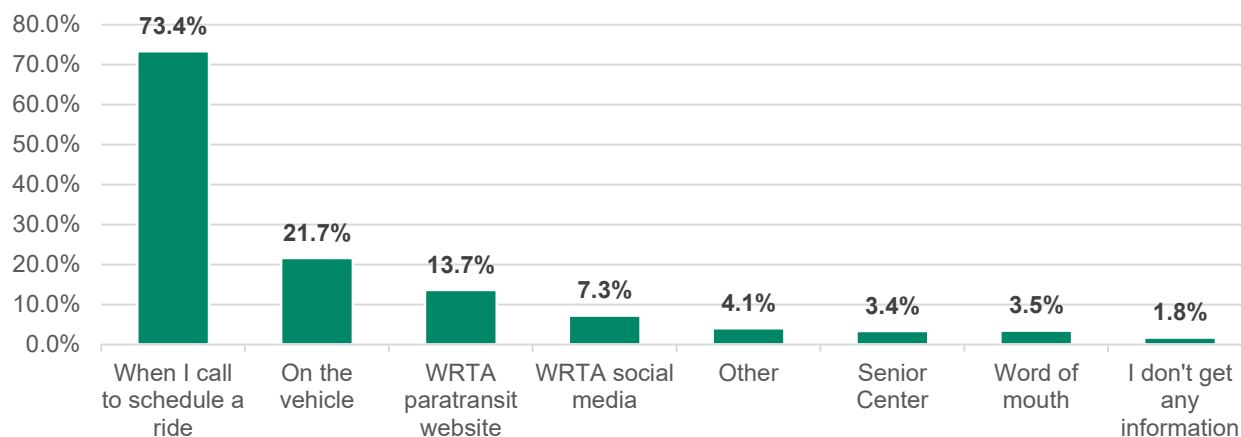


Figure 29. Source of Service Information (n = 457)

### 4.4.3 Personal Technology Access

Respondents were also asked about what personal technology they had access to. As shown in Figure 30, 42.8% of respondents have a smartphone with unlimited data, and 36.0% of respondents have a tablet or computer with internet at home. Respondents could select multiple answers and were instructed to select all that apply. It is notable that 27.7% of respondents answered “none of these” indicating they do not have access to or use personal technology.

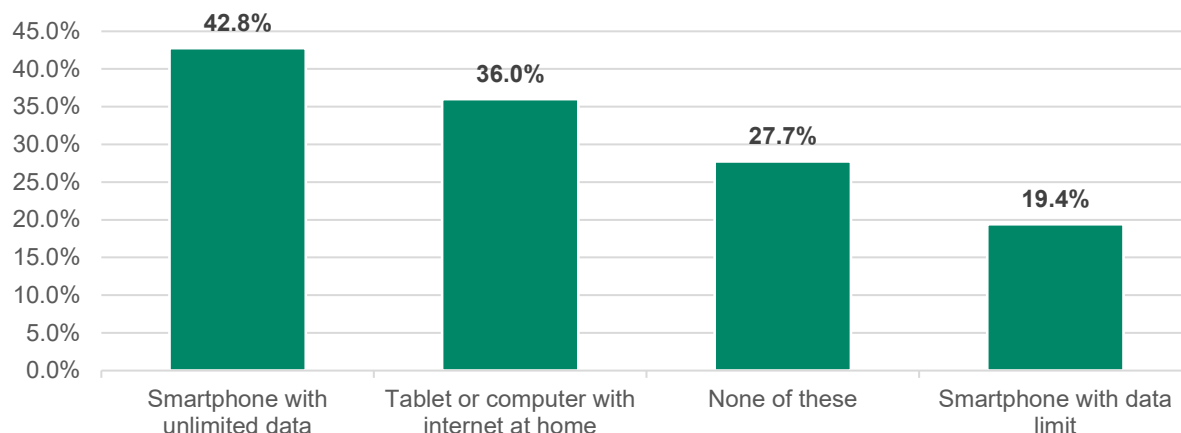


Figure 30. Access to Technology (n = 450)

### 4.4.4 Technology Upgrades

As part of WRTA's effort to understand what technology upgrades would be useful for riders, respondents were told that WRTA is planning on upgrading its technology for demand response customers and asked to select all features they would find useful. As shown in Figure 31, over 55% of respondents felt that upgrades to technology for booking/canceling a ride, “which vehicle is picking me up” notifications, imminent arrival notifications, planning a trip, and “where's my ride” tracking would be useful for them.

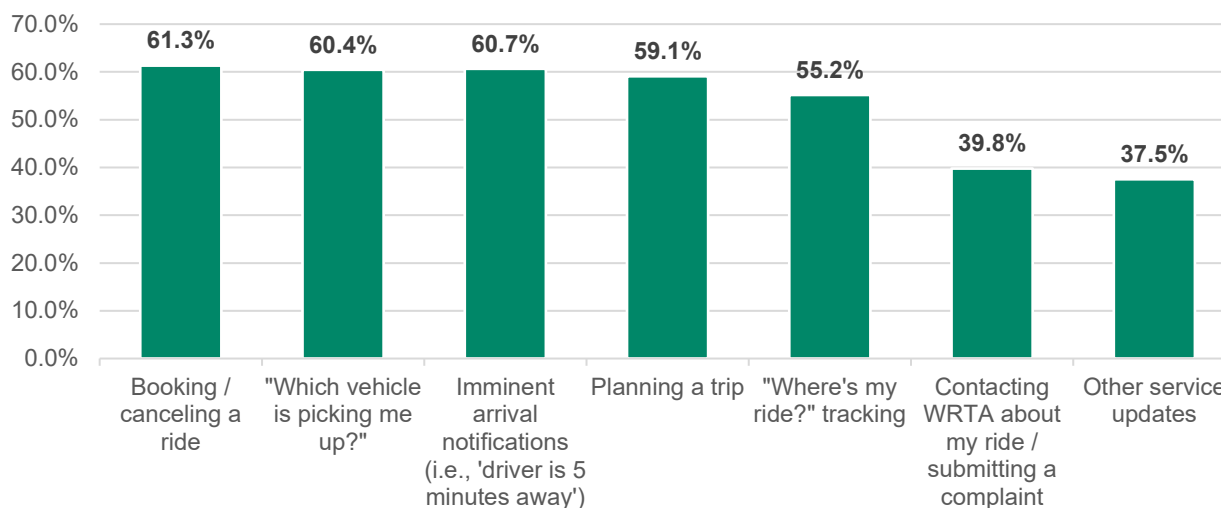


Figure 31. Usefulness of Proposed Technology Upgrades (n = 393)

## 4.5 Same-Day Paratransit Service

WRTA used this survey as an instrument to gain insight into ADA paratransit customers' interest in same-day paratransit services. Currently, all trip reservations can be made as early as seven days in advance but no later than

4:30 pm the day before the trip. The new service would give customers the ability to book a trip within 90 minutes of the requested time. This would be a premium service and could charge customers a fare, unlike existing service. As such, two additional questions were asked of the ADA service groups to gauge the level of demand for this potential service option. Information describing the potential service was included in the question structure, ensuring that respondents are providing informed answers.

### 4.5.1 Demand for Service

When asked about their interest in same-day paratransit service, 71.9% of respondents expressed a clear preference for this option, indicating that they would be interested in having access to transportation that can be scheduled and provided on the same day (Figure 32).

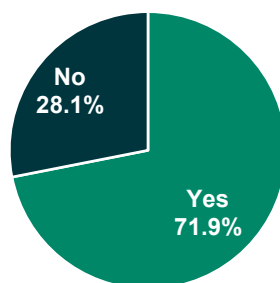


Figure 32. Interest in Same-Day Paratransit Service (n = 290)

### 4.5.2 Likelihood of Using Service

A follow-up question inquired about six (6) different aspects of same day paratransit service that could influence the likelihood of using the same-day paratransit service, where respondents were asked to evaluate each as “More likely,” “No difference,” or “Less likely”. The greatest user benefit of this service is the ability to book within 90 minutes of the trip (as opposed to 24 hours in advance), with 77.2% of responses indicating this aspect is “more likely” to influence their use of the service (Figure 33).

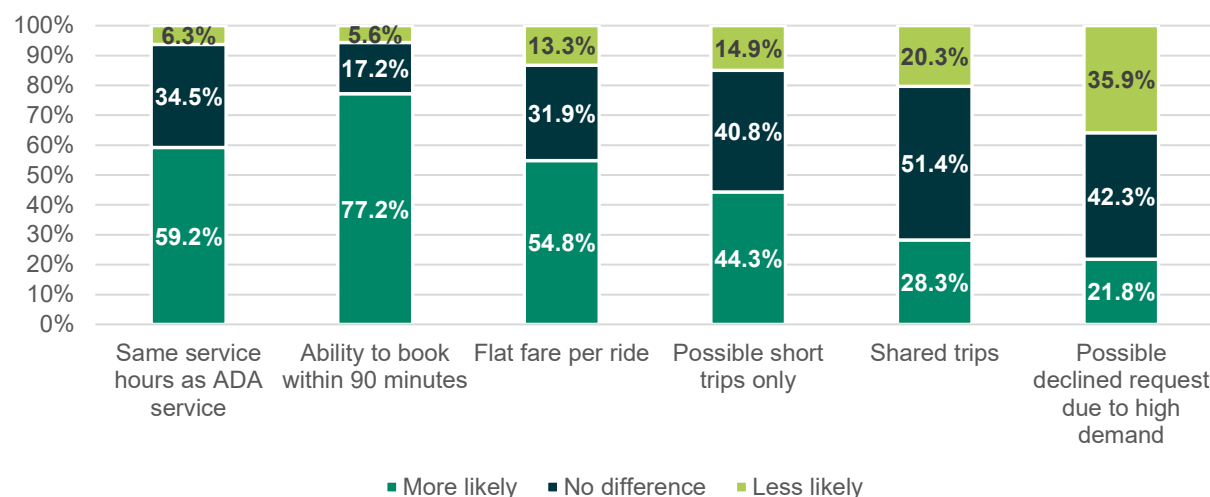


Figure 33. Likelihood of Using Same-Day Paratransit Service (n = 263)

At least 54.8% of responses also reported that the same hours of operation and charging a flat fare per ride would also influence them to use the service. The greatest drawback is the possibility of the request being declined due to high demand, with 35.9% of responses indicating this would make them “less likely” to use the service. The potential

for the service to be a shared ride, similar to the currently offered ADA service, resulted in the greatest percentage of “No difference” responses, at 51.4%.

## 4.6 Complaints

WRTA provides a complaint form on their website, allowing riders to either mail or email a complaint for WRTA's review. A series of questions were included in the survey to gauge whether those who have filed a complaint were satisfied with the resolution of that complaint.

### 4.6.1 Filing of a Complaint

When asked if a complaint has been filed in the last month, only 4.4% of respondents indicated they had filed a complaint (Figure 34).

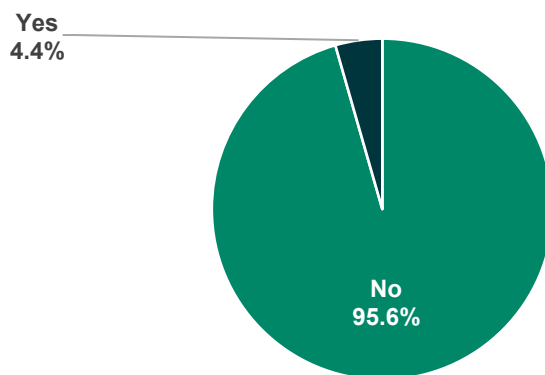


Figure 34. Percentage of Clients who have Filed a Complaint (n = 455)

### 4.6.2 Resolution of a Complaint

A follow-up question asked if respondents were satisfied with the resolution of said complaint. Of the 20 respondents who replied that they filed a complaint, 50.0% indicated they were satisfied with the resolution, while the other 50.0% indicated they were not satisfied (Figure 35). When asked why they were not satisfied, 4 respondents indicated that they were never provided a resolution or response to their complaint. Two indicated that their vehicle never arrived. Eleven respondents provided a description of their complaint, but not the resolution process.

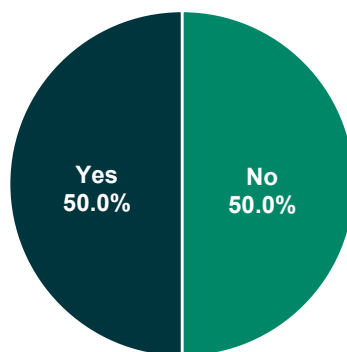


Figure 35. Satisfaction with Resolution of Filed Complaint (n = 20)

## 4.7 Comments & Suggestions

Respondents were given an open-ended space to leave any additional comments or suggestions to share about their experience with WRTA paratransit services or future service improvements. These comments were coded into seven main categories shown in Figure 36.

Of the responses, 34.1% were comments highlighting a positive experience with, and general appreciation for, WRTA paratransit services. Scheduling improvements, such as the need for shorter wait times, an increased span of service, and more flexible pickup windows were mentioned by 19.0% of respondents. Communication improvements, including communications about respondents' rides and with the driver and/or dispatch office, were mentioned by 17.2% of comments. Twelve percent of respondents suggested service improvements, such as same-day service, out-of-town service, or the need for more vans. Seven percent of respondents provided information on a negative experience or complaint they had. Four percent indicated that technology improvements, such as online booking or text messaging / alerts, are needed. Other comments (7.6%) typically fell in the category of no comments, or a neutral experience.

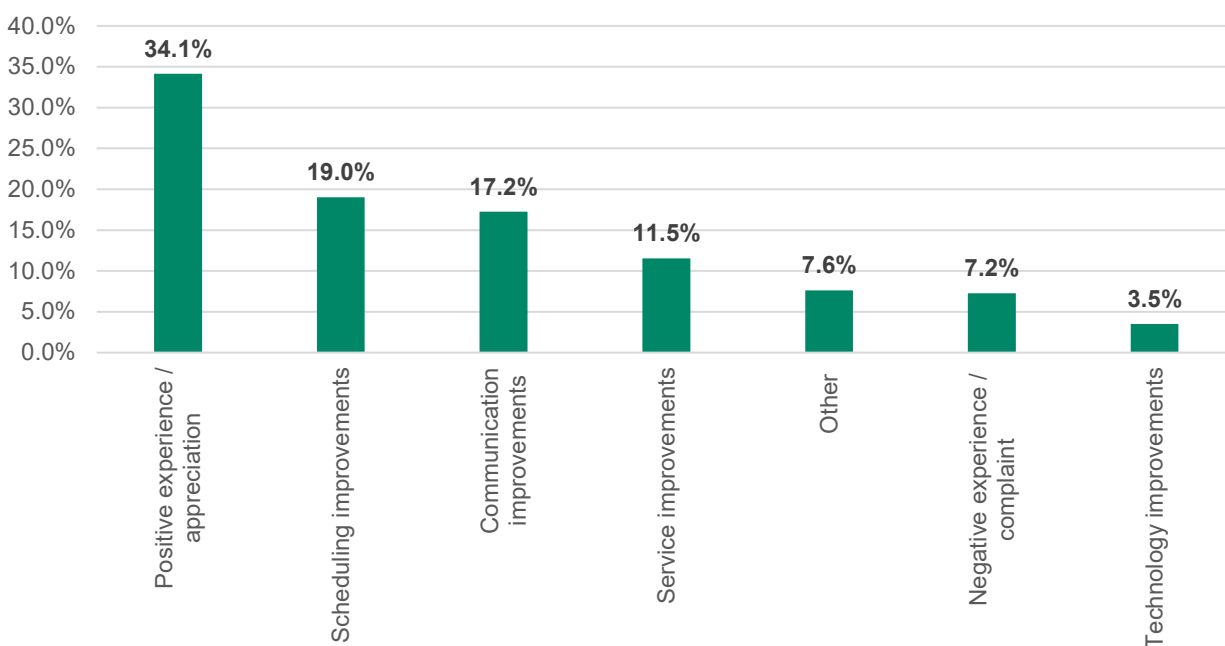


Figure 36. Additional Comments or Suggestions (n = 230)

## 5. Conclusion

Overall, this customer satisfaction survey shows that **WRTA's demand response customers are overwhelmingly satisfied with the service**, especially users of vans (with lower satisfaction – but still overwhelmingly positive – for those customers using Yellow Cabs). Customers are primarily using this service to attend medical appointments, though many use the service for other trip purposes, such as work, grocery shopping, or social activities. If WRTA's services are not working, most customers rely on family or friends to make their trips, or don't make the trip at all, **showing the value of the service that WRTA provides to its member communities**.

Customers use WRTA vans much more often than Yellow Cab when making a trip. The vans are highly rated in terms of driver conduct, safety, and overall experience, while **timeliness and pickup flexibility are areas that could benefit from targeted van service improvements**. WRTA's cab service is highly rated in terms of driver professionalism, safety, and overall experience, but **vehicle cleanliness and pickup flexibility stand out as areas for focused cab service enhancements**.

Despite most customers having access to technology, the primary way that information about WRTA's services is received is when they call to book a trip. Still, **many customers were enthusiastic about the idea of upgraded technology** that would better assist them in booking or cancelling rides and understanding the details about their trip, such as what vehicle is picking them up or how far away the driver is. There is also interest in same-day paratransit service among respondents, who would appreciate the ability to make a reservation within 90 minutes of a scheduled trip. However, this interest is counterbalanced with concern about the potential for declined same-day trips due to capacity constraints.



# Appendix A – Non-ADA Councils on Aging

This appendix provides an overview of the findings from the survey results of non-ADA COA respondents. While a low response rate means that these are not statistically significant to 95% confidence +/- 5%, they are still suggestive of these riders' travel habits, demographics, and customer satisfaction.

## A.1 Demographic Profile

The survey asked several demographic questions of riders. This section presents the results for each question collected only from the survey responses provided by non-ADA COA customers. All respondents were given the option to decline to answer by either skipping the question on the paper survey or electing to skip over the phone.

### A.1.1 Gender

Survey respondents were asked how they identified with the answer options of female, male, or other with a text box to fill in their own answer. The breakdown of gender demographics of respondents is shown in Figure 37. Of the 74 respondents who answered this question, 70.3% identified as female, and 29.7% identified as male.

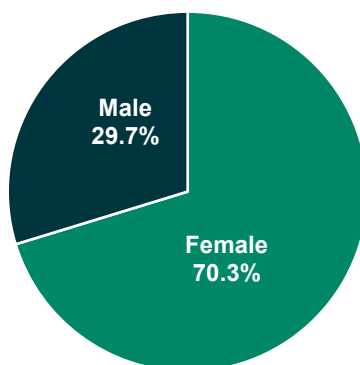


Figure 37. Gender (n = 74)

### A.1.2 Age

Figure 38 shows the age of riders, nearly all of which were people over 60 years old (97.3%). The remaining 2.7% of respondents were aged 45-59.

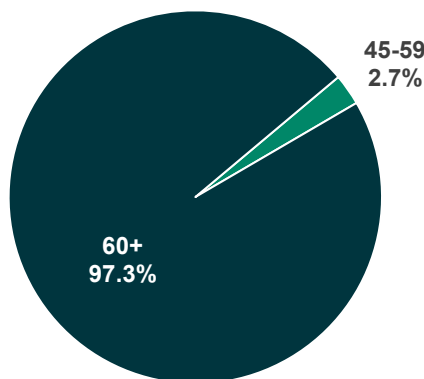
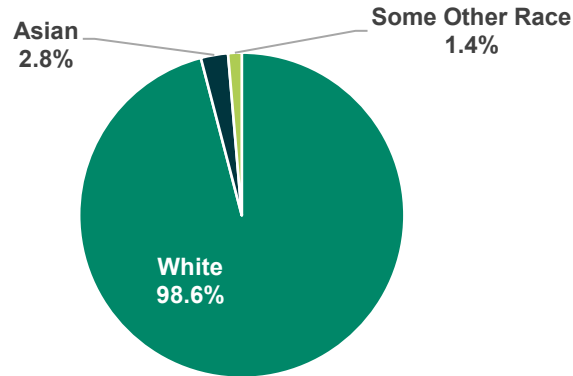


Figure 38. Age (n = 74)

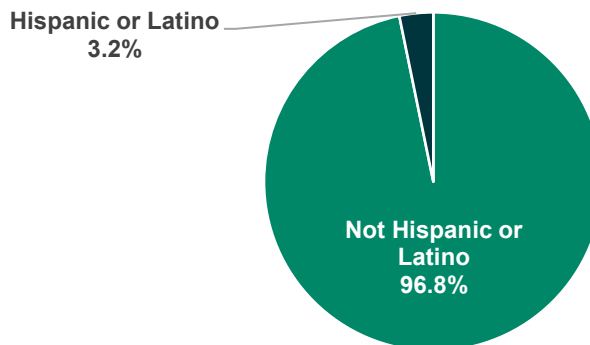
### A.1.3 Race and Ethnicity

Race and ethnicity are defined by the US Census Bureau as two separate dimensions of demographic identity. As shown in Figure 39, nearly all riders identified as white (98.6%), with the next largest racial identity category being Asian (2.8%). The remaining 1.4% identified as 'Some other race'.



**Figure 39. Race (n = 72)**

Ethnicity asks whether a person identifies as Hispanic or Latino. Identity as Hispanic or Latino is separate from race, and a person identifying as any racial category could also identify as Hispanic or Latino. As shown in Figure 40, the majority of respondents identified as not Hispanic or Latino (96.8%).



**Figure 40. Ethnicity (n = 62)**

## A.1.4 Languages Spoken at Home

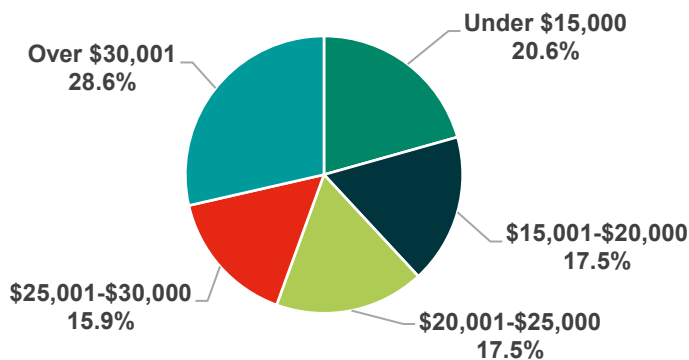
Table 8 shows the breakdown of languages spoken at home. Most respondents, 98.6%, reported speaking English in their home. Spanish and German were the other two languages identified as being spoken in the home.

**Table 8. Languages Spoken at Home (n = 73)**

Language Spoken	Percentage
English	98.6%
Spanish	1.4%
German	1.4%

## A.1.5 Household Income

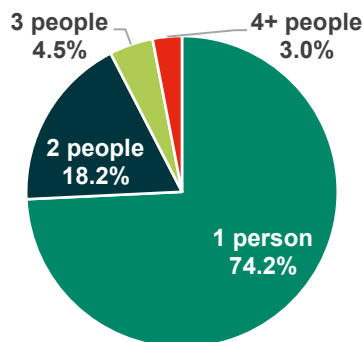
As shown in Figure 41, 28.6% of respondents reported living in households that have an annual income of over \$30,001 per year. Households earning under \$15,000 made up the next largest income group, accounting for 20.6% of respondents.



**Figure 41. Household Income (n = 63)**

## A.1.6 Household Size

Figure 42 shows the respondents' household size. Nearly three quarters of respondents (74.2%) reported living alone in their household.



**Figure 42. Household Size (n = 66)**

## A.1.7 Educational Attainment

As shown in Figure 43, 34.8% of respondents' highest level of educational attainment was high school. Of the 66 respondents who answered this question, 21.2% have a bachelor's degree as their highest level of educational attainment, while 15.2% completed some college.

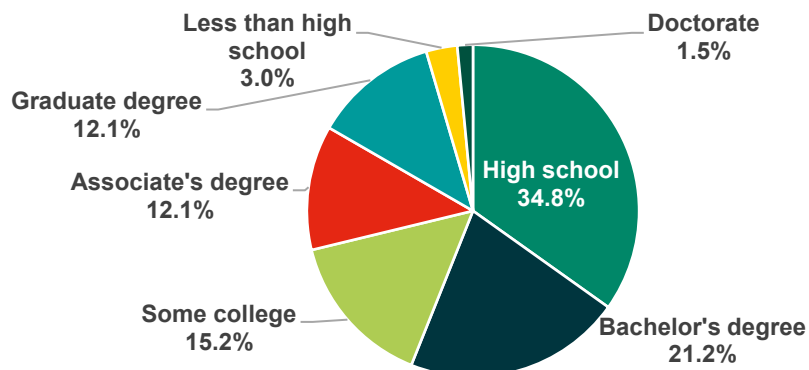


Figure 43. Educational Attainment (n = 66)

## A.2 Travel Behaviors

The survey asked several questions of clients on how they are using WRTA demand response services, including trip purpose, frequency, scheduling preferences, and alternative transportation options, to better understand their travel behaviors and mobility needs.

### A.2.1 Scheduling of Trips

The first question of the survey asked how clients schedule their trips. Clients predominantly schedule their trips by calling their respective Senior Center (Figure 44). 9.2% of respondents schedule their trips through the Senior Center, and 5.3% have someone else request the trip on their behalf, typically a family member or caregiver.

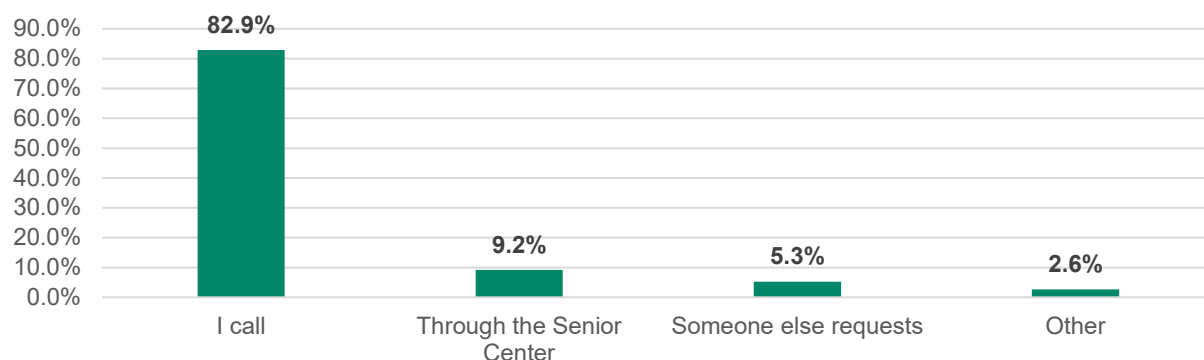
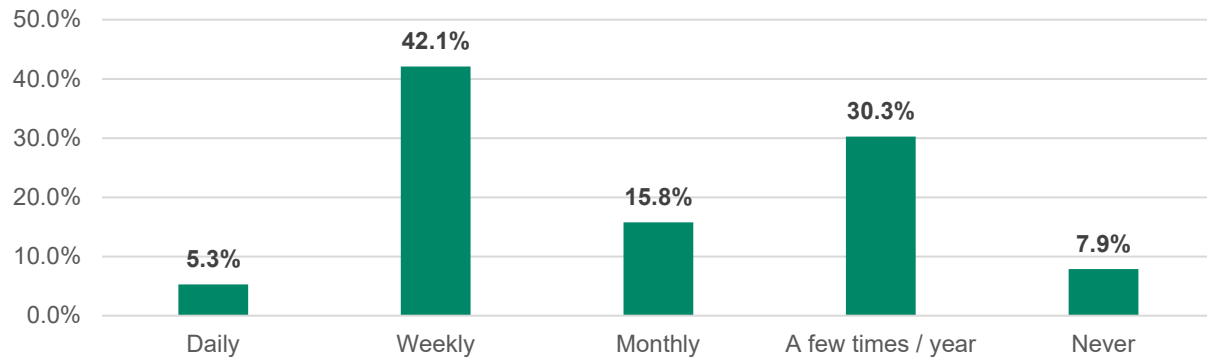


Figure 44. Scheduling Behaviors (n = 76)

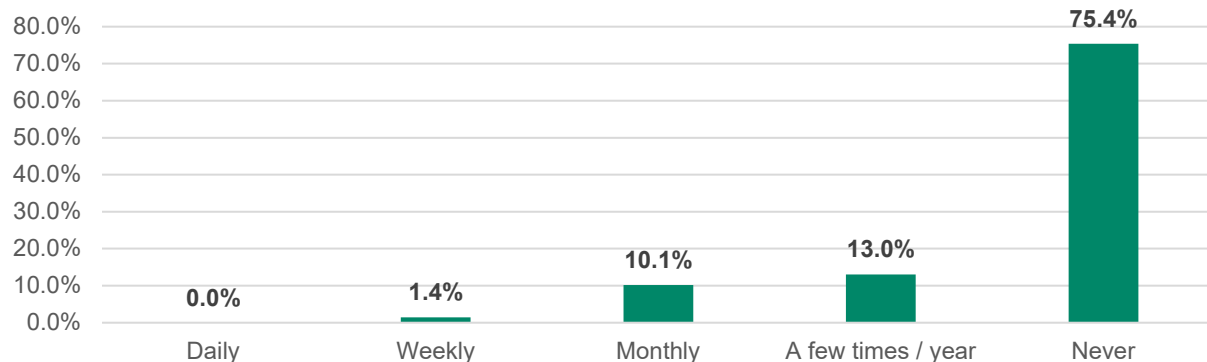
## A.2.2 Frequency of Use of Vans and Cabs

The next two questions focused on determining how often respondents use WRTA services provided in vans versus cabs. In terms of vans, respondents indicated a fairly consistent usage, most often reporting weekly use (42.1%), followed by a few times per year (30.3%) or monthly (15.8%) (Figure 45). A small percentage of respondents (5.3%) reported daily use. Of the respondents, 7.9% never ride in the WRTA vans.



**Figure 45. Frequency of Use of Vans (n = 76)**

Cabs, which are typically dispatched for overflow service to ambulatory passengers, are more likely to never be used by respondents. Of the 69 customers responding to this question, 75.4% indicated they never ride in the cabs dispatched by WRTA and 13.0% use the cabs a few times per year (Figure 46). Customers reporting regular monthly usage account for 10.1% of respondents, and only 1.4% report weekly use.



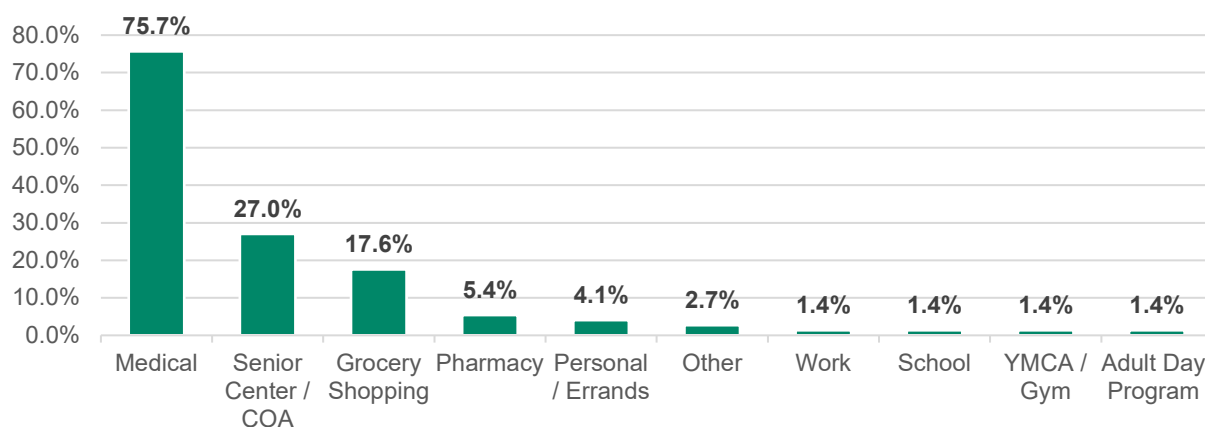
**Figure 46. Frequency of Use of Cabs (n = 69)**

## A.2.3 Primary Reason for Riding

When asked about the primary reason for riding WRTA services, over three quarters responded for medical purposes, including trips to the dentist (Figure 47). Travel to/from the Senior Center/COA was the second most common trip purpose, with over one quarter selecting this option, followed by grocery shopping (17.6%). Some customers identified pharmacy trips (5.4%) as primary reasons for riding WRTA services, while fewer reported using WRTA services for trips to work or school (1.4% each).

The survey question allowed respondents to indicate any other reasons they may use WRTA services. Several additional reasons for riding were identified including:

- Personal reasons or errand-based trips, such as to the bank, the post office or the hair salon
- Trips to the YMCA or the gym
- Trips to adult day programs



**Figure 47. Primary Reason for Riding (n = 74)**

## A.2.4 Making Trips When Services Are Not Operating

To better understand mobility needs, the survey asked how riders make trips when WRTA's demand response services are not operating. 41.3% of respondents indicated that they rely on family and/or friends to make the trip, while another 30.7% reported that they will not make the trip at all (Figure 48). Other less common options include respondents using a taxi, Uber, or Lyft (13.3%), driving themselves (12.0%), or riding the WRTA fixed route bus (4.0%).

The survey question allowed respondents to indicate any other alternative trip options they may use. A few respondents reported that they walk or bike, while one person indicated they would reschedule the appointment so that they can make the trip during WRTA's service hours.

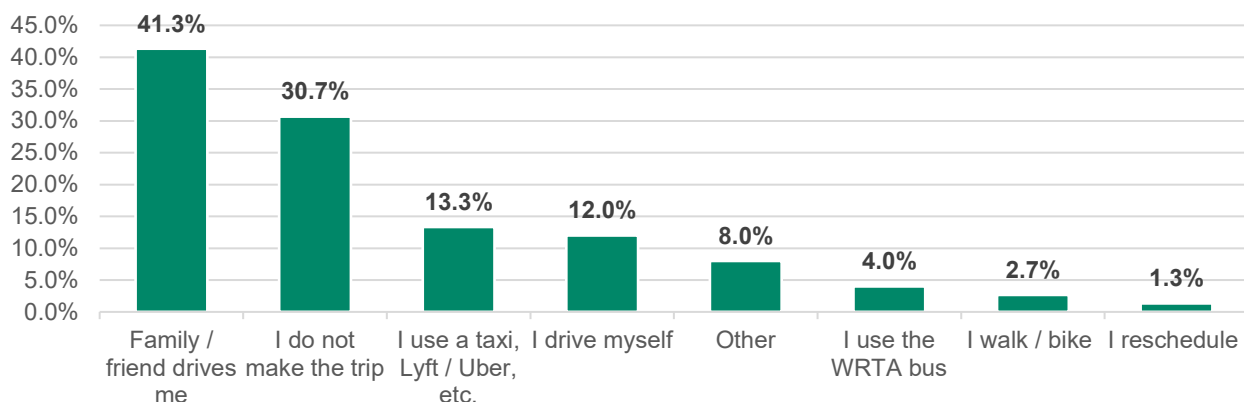


Figure 48. Trip Behavior when Services are Not Operating (n = 75)

## A.2.5 Frequency of Use of Buses

Inquiring into the usage of WRTA's fixed route services can help identify if there is a need for travel training. When asked about the frequency of WRTA bus use, many respondents indicated either never using this mode or only using it a few times per year (56.0% and 16.0%, respectively) (Figure 49). Of the customers riding the bus more regularly, the most common frequency is weekly, accounting for one fifth of respondents. Of the respondents, 6.7% indicated they ride the bus monthly, while daily riders make up the lowest percentage (2.7%).

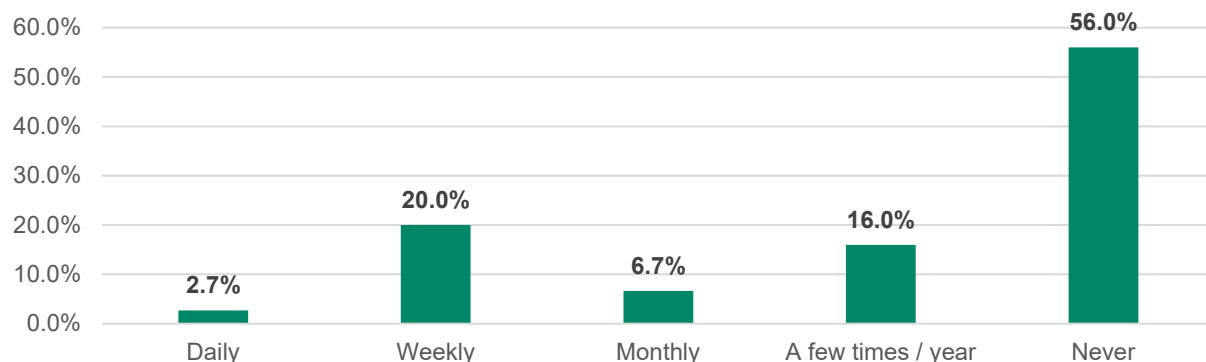


Figure 49. Frequency of Use of Buses (n = 75)

## A.2.6 Reason for Not Riding the Bus

Following up on the previous question, respondents were asked to indicate why they do not use WRTA's fixed route bus. It should be noted that answers to the previous question did not influence the analysis of this question, in an

effort to identify reasons even more frequent riders may choose demand response services over fixed route. The most common response, with a 44.0% response rate, is that respondents need the flexibility that is offered by curb-to-curb service compared to the set offerings of the fixed route system (Figure 50). This response is followed closely by concerns about accessibility of the service for passengers that are non-ambulatory or have mobility challenges (38.0%). Other respondents indicated that the schedule does not align with their needs (12.0%), or that bus stop locations do not align with needs (10.0%).

The survey question allowed respondents to indicate any other reasons for not using the WRTA bus. Two additional reasons were identified: 8.0% indicated there is no fixed route service offered in their community, while 4.0% reported not needing the service, such as due to being able to drive themselves.

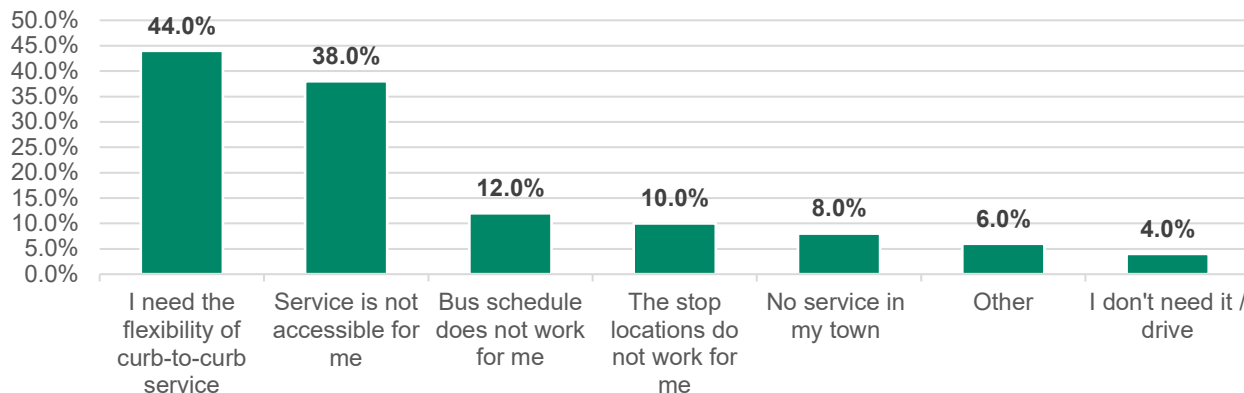


Figure 50. Primary Reason for Not Riding the Bus (n = 50)

## A.3 Opinion on Service Experience

The next series of questions focused on the respondents' opinions of their experience with WRTA's demand response services.

### A.3.1 Trip Provision

When asked if trips were provided by vans, cabs, or both vans and cabs, nearly three quarters of respondents indicated that their trips are provided by vans only, and nearly one quarter use both vans and cabs (Figure 51). The remaining 3.2% indicated their trips are provided in cabs only.

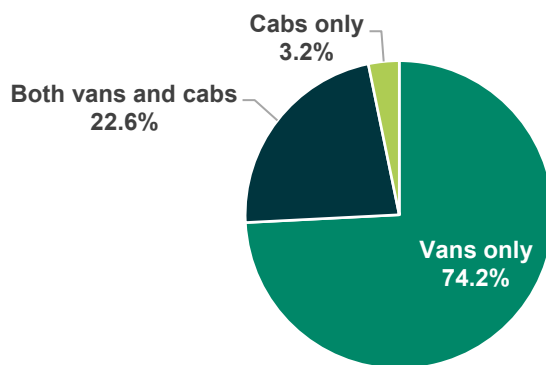


Figure 51. Use of Cabs vs. Vans (n = 62)



## A.3.2 Experience with Vans

The next question asked respondents who receive rides exclusively from vans or from both vans and cabs to rate their experiences with WRTA's van service. They were presented with seven (7) service aspects and asked to evaluate each as "Excellent," "Good," "Fair," or "Poor." Respondents ranked their opinion on most aspects of riding in WRTA's vans to be either "Excellent" or "Good," indicating consistent service quality (Figure 52). Overall, 100% of responses rated WRTA's van service to be either "Excellent" or "Good". Pickup flexibility was the one aspect of WRTA's van service to which respondents assigned a lower rating, with 8.9% rating the vans' pickup flexibility as "Fair". No aspect received a response ranking it as "Poor" from this service group.

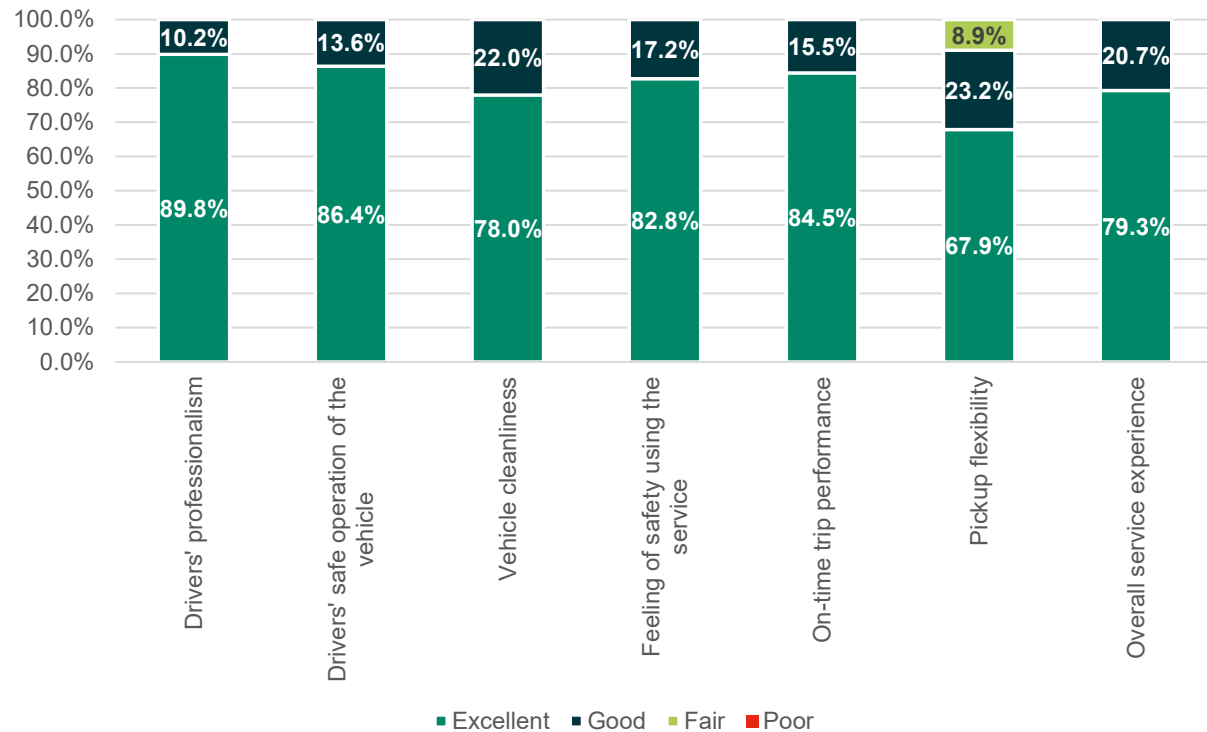


Figure 52. Satisfaction Rating of Vans (n = 60)

### A.3.3 Experience with Cabs

The following question asked respondents who receive rides exclusively from cabs or from both vans and cabs to rate their experiences with WRTA's cab service. They were presented with the same seven (7) service aspects as the vans and asked to evaluate each as "Excellent," "Good," "Fair," or "Poor" for the cab service specifically. Respondents ranked their opinion on most aspects of riding in WRTA's cabs to be either "Excellent" or "Good," indicating consistent service quality, although the ratio of "Excellent" to "Good" ratings was higher for van service compared to cab service (Figure 53). Overall, 100% of responses rated WRTA's cab service to be either "Excellent" or "Good". Pickup flexibility was the one aspect of WRTA's cab service to which respondents assigned a lower rating, with 7.1% rating the cabs' pickup flexibility as "Fair". No aspect received a response ranking it as "Poor" from this service group.

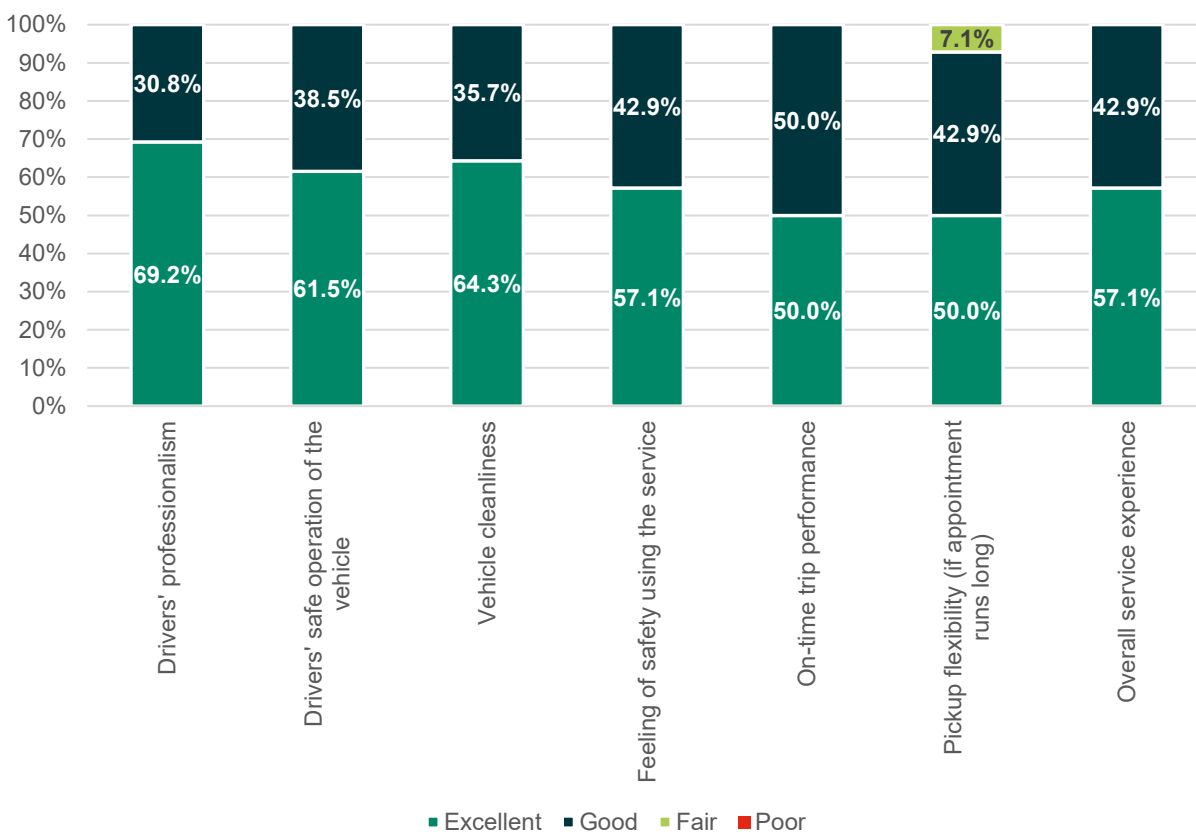


Figure 53. Satisfaction Rating of Cabs (n = 16)

### A.3.4 Overall Experience

The survey then asked for five (5) service aspects to be ranked for respondents' "overall experience" with WRTA's paratransit program, regardless of the vehicle used to provide the trip. Respondents provided an overall positive rating of the program, with 85% of respondents finding WRTA's paratransit program to be "Excellent" or "Good" overall (Figure 54). All other aspects of the paratransit program had a minimum 97% of responses assigning ratings of either "Excellent" or "Good". The top-performing aspect appreciated by respondents is the courtesy and knowledge of reservation staff. While minimal, the ease of trip scheduling and the reservation process received the highest percentage of responses (4%) rating these aspects as "Fair."



Figure 54. Satisfaction Rating of Demand Response Service Overall (n = 76)

## A.4 Information & Technology

The survey asked questions about the level of information received, source of information, personal access to technology and about respondents' interest in technology upgrades. The goal of these questions was to better understand riders' access to information and technology in order to position WRTA to make useful technology upgrades.

## A.4.1 Standard of Service Information

Respondents were asked if they feel that they are receiving enough information about the paratransit service or changes to the service. As shown in Figure 55, most respondents (69.7%) feel that they are receiving enough information.

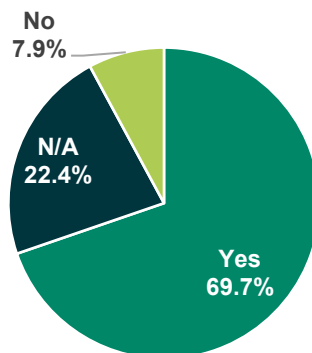


Figure 55. Satisfaction with Amount of Service Information Received (n = 76)

## A.4.2 Source of Service Information

Respondents were then asked where they receive service information from. Most respondents, (76.0%) answered that they receive information when they call to schedule their rides, as shown in Figure 56. It should be noted that respondents could select multiple answers and were instructed to select all answers that apply.

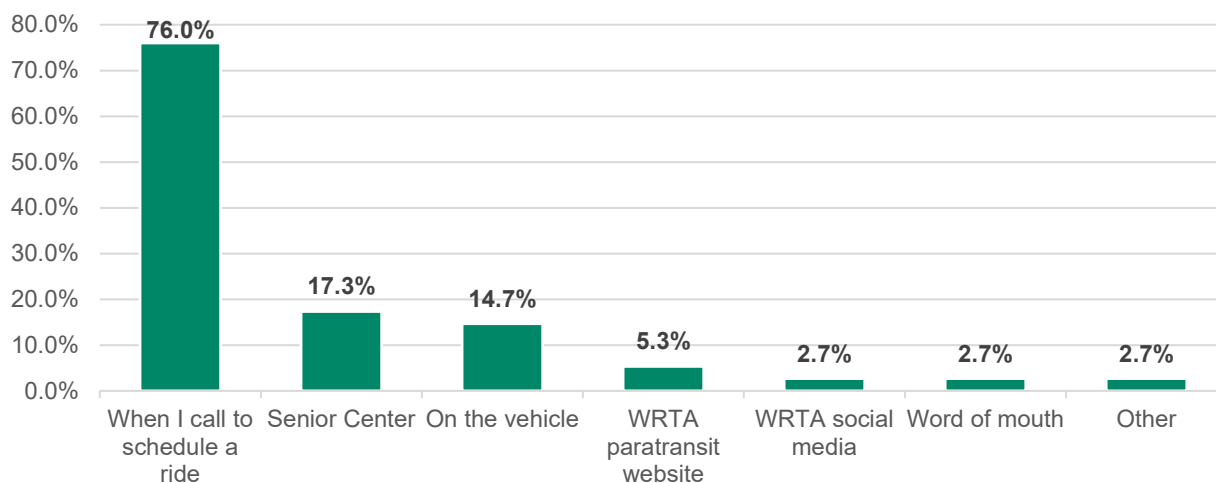


Figure 56. Source of Service Information (n = 75)

### A.4.3 Personal Technology Access

Respondents were also asked about what personal technology they had access to. As shown in Figure 57, 43.8% of respondents have a smartphone with unlimited data, and 34.2% of respondents have a tablet or computer with internet at home. It is notable that 37.0% of respondents indicated they do not have access to or use personal technology. Similar to the question above, respondents could select multiple answers and were instructed to select all that apply.

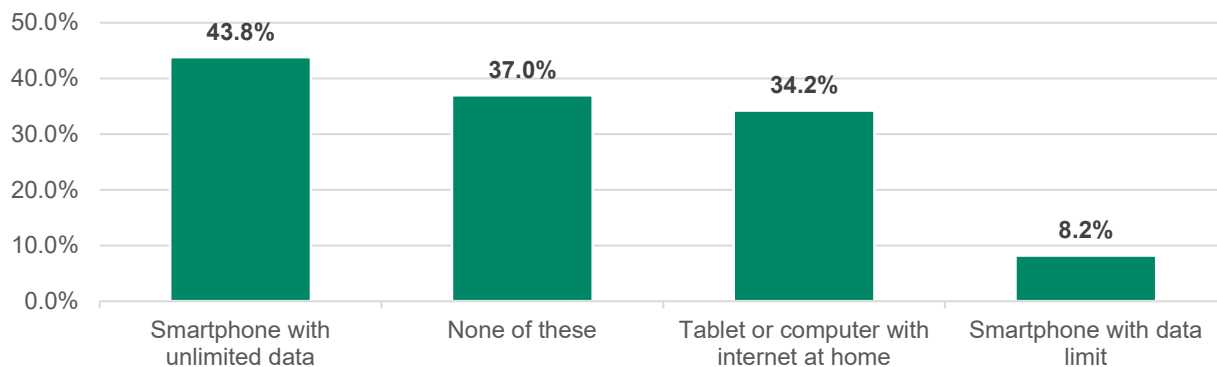


Figure 57. Access to Technology (n = 73)

### A.4.4 Technology Upgrades

As part of WRTA's effort to understand what technology upgrades would be useful for riders, respondents were provided basic information on WRTA's plan to upgrade its technology for demand response customers and then asked to identify technology features they would find useful. As shown in Figure 58, the most desirable feature among respondents was booking/canceling a ride, followed by imminent arrival notifications. Less than half of respondents identified the other proposed technology features as being useful for their needs.

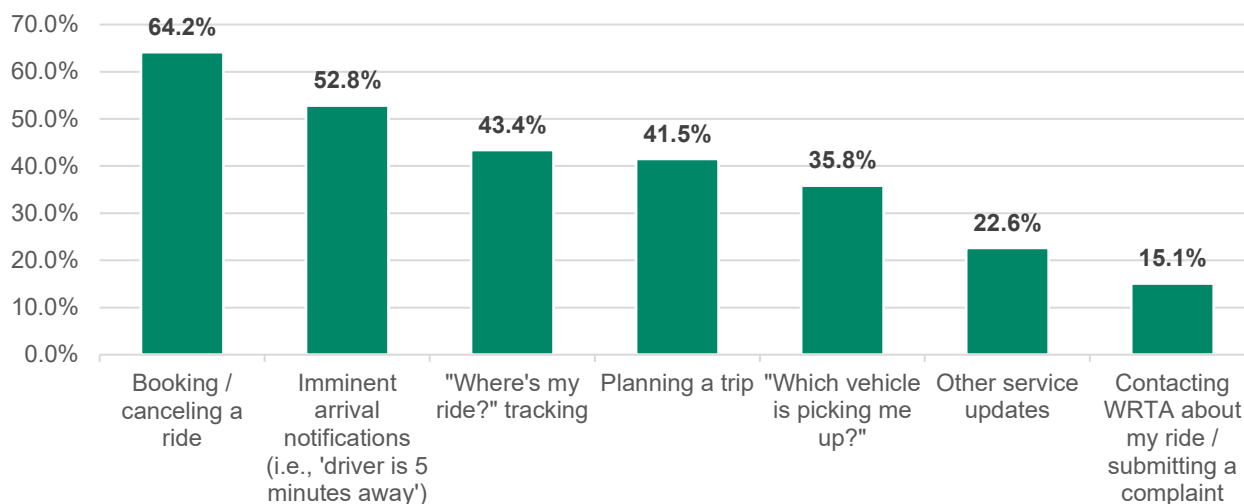


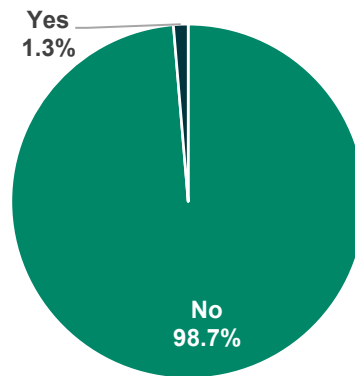
Figure 58. Usefulness of Proposed Technology Upgrades (n = 53)

## A.5 Complaints

WRTA provides a complaint form on their website, allowing riders to either mail or email their complaint for WRTA's review. A series of questions were included in the survey to gauge whether those who have filed a complaint were satisfied with the resolution of that complaint.

## A.5.1 Filing of a Complaint

When asked if a complaint has been filed in the last month, only 1.3% of respondents indicated they had filed a complaint (Figure 59).



**Figure 59. Percentage of Clients who have Filed a Complaint (n = 75)**

## A.5.2 Resolution of a Complaint

The one person who indicated that they filed a complaint did not provide a response as to the satisfaction of the resolution of their complaint.

## A.6 Comments & Suggestions

Respondents were given space to leave any additional comments or suggestions to share about their experience with WRTA paratransit services or future service improvements. These comments were coded into seven main categories shown in Figure 60. Of the responses, 33.3% were comments highlighting a positive experience with and general appreciation for WRTA paratransit services. Scheduling improvements, such as the need for shorter wait times, an increased span of service, and more flexible pickup windows, were mentioned by 14.8% of respondents. Of the respondents, 14.8% suggested service improvements, such as same-day service, out-of-town service, or the need for more vans. Other comments (14.8%) typically fell in the category of no comments, or a neutral experience. Communication improvements, including communications about respondents' rides and with the driver and/or dispatch office, were mentioned by 7.4% of comments. Of the respondents, 7.4% provided information on a negative experience or complaint they had, and 7.4% also indicated that technology improvements, such as online booking or text messaging / alerts, are needed.

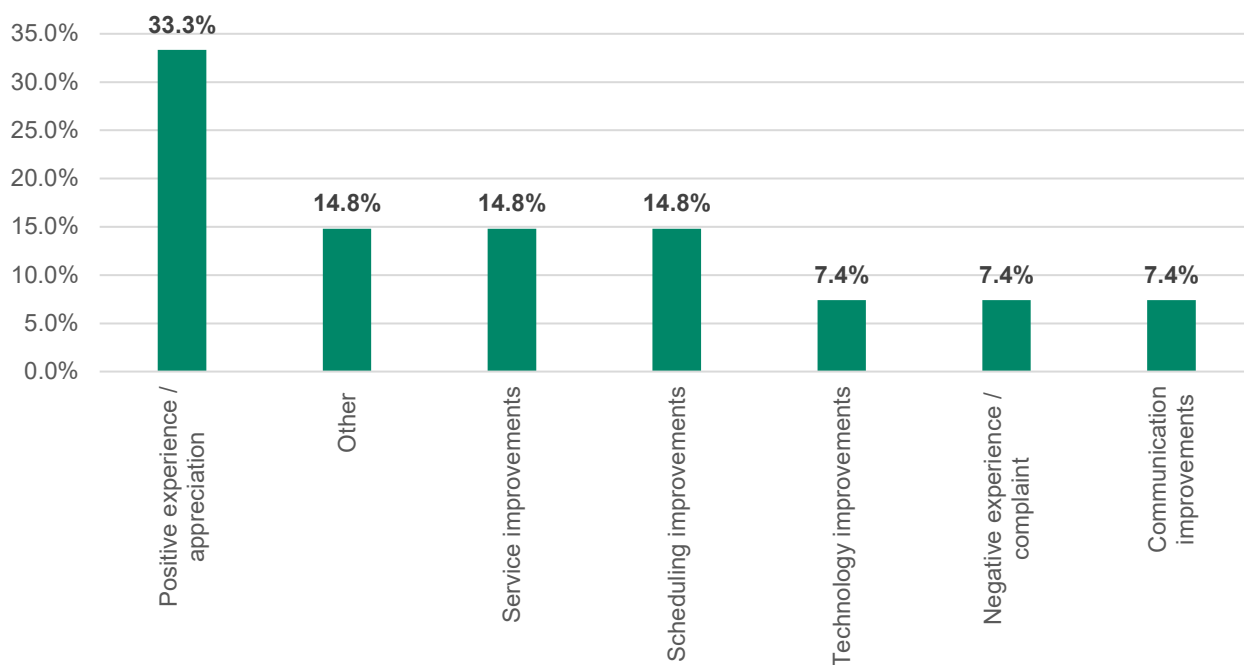


Figure 60. Additional Comments or Suggestions (n = 27)

# Appendix B – ADA Survey Questions

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# 2025 Demand Response Customer Satisfaction Survey

Internal Use Only

SID XXXX

EID \_\_\_\_\_

Thank you for taking this survey! Your opinion is extremely important. Once completed, please place this survey in the enclosed return envelope and drop it in the mail **within one week of survey receipt.**

1. How do you schedule trips? *(Select all that apply)*

- ☐ I call      ☐ Someone else requests      ☐ Online Reservation System  
☐ Other: \_\_\_\_\_

2. How often do you use our **VANS**? *(Select one)*

- ☐ Daily      ☐ Weekly      ☐ Monthly  
☐ A few times / year      ☐ Never



3. How often do you use our **CABS**? *(Select one)*

- ☐ Daily      ☐ Weekly      ☐ Monthly  
☐ A few times / year      ☐ Never



4. Select your primary reason for riding our service: *(Select one)*

- ☐ Work    ☐ School    ☐ Medical    ☐ Pharmacy    ☐ Grocery Shopping  
☐ Senior Center / COA    ☐ Other: \_\_\_\_\_

5. How do you make trips when our services are not operating? *(Select one)*

- ☐ I do not make the trip    ☐ Family / friend drives me    ☐ I drive myself  
☐ I use the WRTA bus    ☐ I use a taxi, Lyft / Uber, etc.  
☐ Other: \_\_\_\_\_

6. How often do you ride the WRTA bus? *(Select one)*

- ☐ Daily      ☐ Weekly      ☐ Monthly  
☐ A few times / year      ☐ Never



7. If you do not ride the WRTA bus, please indicate your reason(s) why below: *(Select all that apply)*

- ☐ Bus schedule does not work for me    ☐ The stop locations do not work for me  
☐ Service is not accessible for me    ☐ I need the flexibility of curb-to-curb service  
☐ Other: \_\_\_\_\_

8. Are your trips provided by: *(Select one)*

- ☐ Both **VANS** and **CABS** *(please answer **both Questions #9 and #10**)*  
☐ **VANS** only *(please answer **Question #9** and skip **Question #10**)*  
☐ **CABS** only *(please skip **Question #9** and answer **Question #10**)*

9. Check the option that best matches your opinion regarding rides in our **VANS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Check the option that best matches your opinion regarding rides in our **CABS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please rate your **OVERALL EXPERIENCE** with the following:

	Excellent	Good	Fair	Poor
Phone system ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy & knowledge of reservation staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reservation process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eligibility/application renewal process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WRTA paratransit program overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you feel that you are receiving enough information about the paratransit service or changes to the service? *(Select one)*

☐ Yes

☐ No

☐ N/A

If no, please explain why:

13. Where do you receive service information? *(Select all that apply)*

☐ On the vehicle

☐ When I call to schedule a ride

☐ WRTA social media

☐ WRTA paratransit website

☐ Other:

14. Do you have any of the following: *(Select all that apply)*

☐ Smartphone with data limit

☐ Tablet or computer with internet at home

☐ Smartphone with unlimited data

☐ None of these

15. WRTA is planning on upgrading its technology for demand response customers. Please select which features you would find useful? *(Select all that apply)*

☐ Planning a trip

☐ Booking / canceling a ride

☐ "Where's my ride?" tracking

☐ Other service updates

☐ Contacting WRTA about my ride / submitting a complaint

☐ Imminent arrival notifications (i.e., 'driver is 5 minutes away')

☐ "Which vehicle is picking me up?"

16. WRTA would like to better understand passenger interest in same-day paratransit service. This potential service would give customers the ability to book a trip within 90 minutes of the requested time. This would be a premium service and could charge customers a fare, unlike existing service.

Would you be interested in this same-day paratransit service? 

☐ Yes

☐ No

17. Please rate how each of the following would influence your likelihood of using same-day paratransit service:

	More likely	No difference	Less likely
Same service hours as ADA service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to book within 90 minutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flat fare per ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possible short trips only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shared trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possible declined request due to high demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. In the last month, have you filed a complaint?

☐ Yes

☐ No

19. Were you satisfied with the resolution of the complaint?

☐ Yes

☐ No

If no, please explain why:

20. Do you have any additional comments or suggestions to share about your experience with WRTA paratransit services or future service improvements?

21. How do you identify? *(Select one)*

☐ Female

☐ Male

☐ Other:

22. What is your age? *(Select one)*

☐ 18 or under

☐ 19-24

☐ 25-34

☐ 35-44

☐ 45-59

☐ 60+

23. What race do you identify as? *(Select all that apply)*

☐ African American

☐ American Indian

☐ Native Hawaiian or

☐ Asian

☐ or Black

☐ or Alaska Native

☐ Other Pacific Islander

☐ White

☐ Other:

24. What is your ethnicity? *(Select one)*

☐ Hispanic or Latino

☐ Not Hispanic or Latino

25. What languages are spoken in your household? *(Select all that apply)*

☐ English

☐ Spanish

☐ Other:

26. What is your total household income? *(Select one)*

☐ Under \$15,000

☐ \$15,001-\$20,000

☐ \$20,001-\$25,000

☐ \$25,001-\$30,000

☐ Over \$30,001

27. How many people are in your household? *(Select one)*

☐ 1

☐ 2

☐ 3

☐ 4+

28. What is your highest level of educational attainment? *(Select one)*

☐ Less than high school

☐ High school

☐ Some college

☐ Associate's degree

☐ Bachelor's degree

☐ Graduate degree

☐ Doctorate

# Appendix C – Non-ADA Survey Questions

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# 2025 Demand Response Customer Satisfaction Survey

Internal Use Only

SID NXXX

EID \_\_\_\_\_

Thank you for taking this survey! Your opinion is extremely important. Once completed, please place this survey in the enclosed return envelope and drop it in the mail **within one week of survey receipt.**

1. How do you schedule trips? *(Select all that apply)*

- ☐ I call ☐ Someone else requests  
☐ Other: \_\_\_\_\_

2. How often do you use our **VANS**? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



3. How often do you use our **CABS**? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



4. Select your primary reason for riding our service: *(Select one)*

- ☐ Work ☐ School ☐ Medical ☐ Pharmacy ☐ Grocery Shopping  
☐ Senior Center / COA ☐ Other: \_\_\_\_\_

5. How do you make trips when our services are not operating? *(Select one)*

- ☐ I do not make the trip ☐ Family / friend drives me ☐ I drive myself  
☐ I use the WRTA bus ☐ I use a taxi, Lyft / Uber, etc.  
☐ Other: \_\_\_\_\_

6. How often do you ride the WRTA bus? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



7. If you do not ride the WRTA bus, please indicate your reason(s) why below: *(Select all that apply)*

- ☐ Bus schedule does not work for me ☐ The stop locations do not work for me  
☐ Service is not accessible for me ☐ I need the flexibility of curb-to-curb service  
☐ Other: \_\_\_\_\_

8. Are your trips provided by: *(Select one)*

- ☐ Both **VANS** and **CABS** *(please answer both Questions #9 and #10)*  
☐ **VANS** only *(please answer Question #9 and skip Question #10)*  
☐ **CABS** only *(please skip Question #9 and answer Question #10)*

9. Check the option that best matches your opinion regarding rides in our **VANS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Check the option that best matches your opinion regarding rides in our **CABS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please rate your **OVERALL EXPERIENCE** with the following:

	Excellent	Good	Fair	Poor
Phone system ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy & knowledge of reservation staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reservation process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WRTA paratransit program overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you feel that you are receiving enough information about the paratransit service or changes to the service? *(Select one)*

☐ Yes ☐ No ☐ N/A

If no, please explain why:

13. Where do you receive service information? *(Select all that apply)*

☐ On the vehicle ☐ When I call to schedule a ride  
☐ WRTA social media ☐ WRTA paratransit website  
☐ Other: \_\_\_\_\_

14. Do you have any of the following: *(Select all that apply)*

☐ Smartphone with data limit ☐ Tablet or computer with internet at home  
☐ Smartphone with unlimited data ☐ None of these

15. WRTA is planning on upgrading its technology for demand response customers. Please select which features you would find useful? *(Select all that apply)*

☐ Planning a trip ☐ Booking / canceling a ride  
☐ “Where’s my ride?” tracking ☐ Other service updates  
☐ Contacting WRTA about my ride / submitting a complaint ☐ Imminent arrival notifications (i.e., ‘driver is 5 minutes away’)  
☐ “Which vehicle is picking me up?”

16. In the last month, have you filed a complaint?

☐ Yes ☐ No

17. Were you satisfied with the resolution of the complaint?

☐ Yes ☐ No

If no, please explain why:

18. Do you have any additional comments or suggestions to share about your experience with WRTA paratransit services or future service improvements?

*Demographic Questions*

19. How do you identify? *(Select one)*

☐ Female ☐ Male ☐ Other: \_\_\_\_\_

20. What is your age? *(Select one)*

☐ 18 or under ☐ 19-24 ☐ 25-34 ☐ 35-44 ☐ 45-59 ☐ 60+

21. What race do you identify as? *(Select all that apply)*

☐ African American ☐ American Indian ☐ Native Hawaiian or ☐ Asian  
or Black or Alaska Native Other Pacific Islander  
☐ White ☐ Other: \_\_\_\_\_

22. What is your ethnicity? *(Select one)*

☐ Hispanic or Latino ☐ Not Hispanic or Latino

23. What languages are spoken in your household? *(Select all that apply)*

☐ English ☐ Spanish ☐ Other \_\_\_\_\_

24. What is your total household income? *(Select one)*

☐ Under \$15,000 ☐ \$15,001-\$20,000 ☐ \$20,001-\$25,000  
☐ \$25,001-\$30,000 ☐ Over \$30,001

25. How many people are in your household? *(Select one)*

☐ 1 ☐ 2 ☐ 3 ☐ 4+

26. What is your highest level of educational attainment? *(Select one)*

☐ Less than high school ☐ High school ☐ Some college  
☐ Associate’s degree ☐ Bachelor’s degree ☐ Graduate degree  
☐ Doctorate

# Appendix D – Survey Cover Letter & Envelope

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# 2025 Demand Response Customer Satisfaction Survey

Internal Use Only  
SID **N2194**  
EID \_\_\_\_\_

Thank you for taking this survey! Your opinion is extremely important. Once completed, please place this survey in the enclosed return envelope and drop it in the mail **within one week of survey receipt.**

1. How do you schedule trips? *(Select all that apply)*

- ☐ I call ☐ Someone else requests  
☐ Other: \_\_\_\_\_

2. How often do you use our **VANS**? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



3. How often do you use our **CABS**? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



4. Select your primary reason for riding our service: *(Select one)*

- ☐ Work ☐ School ☐ Medical ☐ Pharmacy ☐ Grocery Shopping  
☐ Senior Center / COA ☐ Other: \_\_\_\_\_

5. How do you make trips when our services are not operating? *(Select one)*

- ☐ I do not make the trip ☐ Family / friend drives me ☐ I drive myself  
☐ I use the WRTA bus ☐ I use a taxi, Lyft / Uber, etc.  
☐ Other: \_\_\_\_\_

6. How often do you ride the WRTA bus? *(Select one)*

- ☐ Daily ☐ Weekly ☐ Monthly  
☐ A few times / year ☐ Never



7. If you do not ride the WRTA bus, please indicate your reason(s) why below: *(Select all that apply)*

- ☐ Bus schedule does not work for me ☐ The stop locations do not work for me  
☐ Service is not accessible for me ☐ I need the flexibility of curb-to-curb service  
☐ Other: \_\_\_\_\_

8. Are your trips provided by: *(Select one)*

- ☐ Both **VANS** and **CABS** *(please answer both Questions #9 and #10)*  
☐ **VANS** only *(please answer Question #9 and skip Question #10)*  
☐ **CABS** only *(please skip Question #9 and answer Question #10)*

9. Check the option that best matches your opinion regarding rides in our **VANS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Check the option that best matches your opinion regarding rides in our **CABS**:

	Excellent	Good	Fair	Poor
Drivers' professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers' safe operation of the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety using the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time trip performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickup flexibility (if appointment runs long)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please rate your **OVERALL EXPERIENCE** with the following:

	Excellent	Good	Fair	Poor
Phone system ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy & knowledge of reservation staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of trip scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reservation process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WRTA paratransit program overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



12. Do you feel that you are receiving enough information about the paratransit service or changes to the service? *(Select one)*

☐ Yes ☐ No ☐ N/A

If no, please explain why:

13. Where do you receive service information? *(Select all that apply)*

☐ On the vehicle ☐ When I call to schedule a ride  
☐ WRTA social media ☐ WRTA paratransit website  
☐ Other: \_\_\_\_\_

14. Do you have any of the following: *(Select all that apply)*

☐ Smartphone with data limit ☐ Tablet or computer with internet at home  
☐ Smartphone with unlimited data ☐ None of these

15. WRTA is planning on upgrading its technology for demand response customers. Please select which features you would find useful? *(Select all that apply)*

☐ Planning a trip ☐ Booking / canceling a ride  
☐ "Where's my ride?" tracking ☐ Other service updates  
☐ Contacting WRTA about my ride / submitting a complaint ☐ Imminent arrival notifications (i.e., 'driver is 5 minutes away')  
☐ "Which vehicle is picking me up?"

16. In the last month, have you filed a complaint?

☐ Yes ☐ No

17. Were you satisfied with the resolution of the complaint?

☐ Yes ☐ No

If no, please explain why:

18. Do you have any additional comments or suggestions to share about your experience with WRTA paratransit services or future service improvements?

*Demographic Questions*

19. How do you identify? *(Select one)*

☐ Female ☐ Male ☐ Other: \_\_\_\_\_

20. What is your age? *(Select one)*

☐ 18 or under ☐ 19-24 ☐ 25-34 ☐ 35-44 ☐ 45-59 ☐ 60+

21. What race do you identify as? *(Select all that apply)*

☐ African American ☐ American Indian or Alaska Native ☐ Native Hawaiian or Other Pacific Islander  
☐ White ☐ Other: \_\_\_\_\_

22. What is your ethnicity? *(Select one)*

☐ Hispanic or Latino ☐ Not Hispanic or Latino

23. What languages are spoken in your household? *(Select all that apply)*

☐ English ☐ Spanish ☐ Other: \_\_\_\_\_

24. What is your total household income? *(Select one)*

☐ Under \$15,000 ☐ \$15,001-\$20,000 ☐ \$20,001-\$25,000  
☐ \$25,001-\$30,000 ☐ Over \$30,001

25. How many people are in your household? *(Select one)*

☐ 1 ☐ 2 ☐ 3 ☐ 4+

26. What is your highest level of educational attainment? *(Select one)*

☐ Less than high school ☐ High school ☐ Some college  
☐ Associate's degree ☐ Bachelor's degree ☐ Graduate degree  
☐ Doctorate





Dear WRTA customer,

We are conducting a Customer Satisfaction Survey for the 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 within one week of receipt.** 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.

☐ I would like to participate by phone. Please call me.

☐ I would like to receive a large print version by mail.

Estimado cliente WRTA:

Estamos haciendo una encuesta de satisfacción del cliente para el servicio puerta a puerta de la Autoridad de Tránsito Regional de Worcester (WRTA) y nos gustaría que completara la encuesta adjunta. **Envíe su respuesta por correo en el plazo de una semana después de recibirla.** Su respuesta ayudará a la WRTA a tomar decisiones sobre cómo mejorar el servicio. Si necesita ayuda, marque una de las opciones de abajo y devuélvala en el sobre adjunto.

☐ Me gustaría participar por teléfono. Llámenme.

☐ Me gustaría recibir una versión en español por correo.

☐ Me gustaría recibir una versión en letra grande por correo.

عزیزی عمیل WRTA،

نُجري استبيانًا عن رضا العملاء عن خدمة النقل من الرصيف إلى الرصيف التابعة لهيئة النقل الإقليمية في وورستر (Worcester Regional Transit Authority, WRTA)، ونودّ منكم ملء الاستبيان المرفق. يُرجى إرسال الرد بريدًا خلال أسبوع واحد من استلام الاستبيان. سوف يساعد ردكم WRTA على اتخاذ القرارات بشأن أفضل سبل تحسين الخدمة. إذا كنتم بحاجة إلى أي مساعدة، فيُرجى تحديد أحد الخيارات أدناه وإعادة الاستبيان في مظاروف إعادة الإرسال المرفق.

☐ أرغب في المشاركة هاتفياً. يُرجى الاتصال بي. ☐ أرغب في المشاركة عبر الهاتف. اتصل بي.

☐ أرغب في استلام نسخة مطبوعة كبيرة الخط عبر البريد.

尊敬的 WRTA 客户：

我们目前正就伍斯特地区交通管理局 (Worcester Regional Transit Authority, WRTA) 的路边上下车服务开展客户满意度调查，请您填写随附的问卷调查。请在收到本问卷调查后一周内将您的回复邮寄给我们。您的反馈将帮助 WRTA 决策如何优化服务。如需协助，请勾选以下选项之一，并使用随附的回邮信封寄回。

☐ 我希望通过电话参与，请致电联系我。 ☐ 我希望收到中文版的邮寄问卷

☐ 我希望通过邮寄方式收到大字版问卷调查。

Chè Kliyan WRTA,

Nou ap fè yon sondaj sou Satisfaksyon Kliyan Worcester Regional Transit Authority (WRTA) e nou ta renmen ou ranpli sondaj ki ladan l lan. **Tanpri mete repons lan nan bwat kourye a apre yon (1) semèn apre ou fin resevwa l.** Repons ou pral ede WRTA pran desizyon sou fason pou amelyore sèvis la. Si w bezwen èd, tanpri make youn nan opsyon ki pi ba yo epi retounen l nan anplòp ki atache a.

☐ Mwen ta renmen patisipe nan telefòn. ☐ Tanpri poste m yon sondaj an kreyòl Tanpri rele m. ☐ Tanpri poste m yon sondaj an kreyòl ayisyen.

☐ Mwen ta renmen resevwa yon vèsyon an lèt detache pa lapòs.

Szanowny Kliencie WRTA,

Prowadzimy ankietę dotyczącą zadowolenia klientów z usług świadczonych przez organizację Worcester Regional Transit Authority (WRTA) w zakresie przejazdów bezpośrednich pomiędzy punktami miasta i chcielibyśmy, aby wypełnił(a) Pan/Pani załączoną ankietę. **Prosimy o wysłanie odpowiedzi pocztą w terminie jednego tygodnia od jej otrzymania.** Pana/Pani odpowiedź pomoże WRTA w procesie podejmowania decyzji o sposobach ulepszenia usług. W celu uzyskania pomocy prosimy o zaznaczenie jednej z poniższych opcji i odesłanie jej w załączonej kopercie zwrotnej.

☐ Chciał(a)bym wziąć udział telefonicznie. Proszę o kontakt telefoniczny.

☐ Chciałbym otrzymać wersję w języku polskim pocztą.

☐ Chciał(a)bym otrzymać pocztą wersję wydrukowaną dużymi literami.

Olá, cliente da WRTA.

Estamos realizando uma pesquisa de satisfação do cliente sobre o serviço de transporte curb-to-curb da Worcester Regional Transit Authority (WRTA) e gostaríamos que você respondesse à pesquisa em anexo. **Envie sua resposta por correio em até uma semana após o recebimento.** Ela ajudará a WRTA a tomar decisões sobre como melhorar o serviço. Se você precisa de ajuda, marque uma das opções abaixo e devolva o envelope em anexo.

☐ Gostaria de participar por telefone. Ligue para o meu número.

☐ Gostaria que me enviassem uma versão em português.

☐ Gostaria de receber uma versão impressa grande por correio.

Kính gửi Quý khách hàng WRTA,

Chúng tôi đang tiến hành Khảo sát Mức độ HÀi lòng của Khách hàng đối với Dịch vụ Đưa đón Tận nơi của Cơ quan Giao thông Công cộng Khu vực Worcester (Worcester Regional Transit Authority, WRTA) và muốn quý vị điền vào bản khảo sát kèm theo. **Vui lòng gửi phản hồi qua thư trong vòng một tuần kể từ ngày nhận được.** Phản hồi của quý vị sẽ giúp WRTA đưa ra quyết định về cách tốt nhất để cải thiện dịch vụ. Nếu quý vị cần bất kỳ sự hỗ trợ nào, vui lòng đánh dấu một trong các tùy chọn bên dưới và gửi lại cho chúng tôi trong phong bì đính kèm.

☐ Tôi muốn tham gia qua điện thoại. Gọi cho tôi.

☐ Tôi muốn nhận phiên bản tiếng Việt qua đường bưu điện.

☐ Tôi muốn nhận bản in cỡ lớn qua thư.

I nderuar klient i WRTA,

Po organizojmë një anketë të kënaqësisë së klientit për shërbimin e transportit “nga trotuari në trotuar” të Autoriteti Rajonal të Transportit në Uorchester (Worcester Regional Transit Authority, WRTA) dhe dëshirojmë që të plotësoni anketën e bashkangjitur. **Ju lutemi dërgojeni përgjigjen me postë brenda një jave nga marrja.** Përgjigja juaj do ta ndihmojë WRTA-në të marrë vendime se si ta përmirësojë më së miri shërbimin. Nëse ju duhet ndihmë, ju lutemi shënjonit një nga opsionet e mëposhtme dhe dërgojeni me zarfin e bashkangjitur të kthimit.

☐ Dëshiroj të marr pjesë nëpërmjet telefonit. Ju lutem më telefononi.

☐ Do të doja të më dërgohej një version në shqip.

☐ Dëshiroj të marr një version me shkrim me përmasa të mëdha me postë.



Worcester Regional Transit Authority  
60 Foster Street  
Worcester, MA 01608



1\*\*1\*\*1\*\*\*\*\*SCH 5-DIGIT 01510



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Worcester Regional Transit Authority  
60 Foster Street  
Worcester, MA 01608

