



Dial-A-Ride Study

March 2007

Prepared for:
Valley Metro

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Executive Summary

Valley Metro periodically conducts surveys with Dial-A-Ride passengers to gather information on rider satisfaction with transit services. Valley Metro and the East Valley cities of Chandler, Gilbert, Mesa, Tempe and Scottsdale as well as the West Valley cities of El Mirage, Glendale, Peoria, Surprise and Sun City, along with Phoenix and Maricopa County STS commissioned WestGroup Research of Phoenix to conduct a telephone survey of Valley Dial-A-Ride systems and STS. This report presents the results of 1,811 interviews with current Dial-A-Ride and STS passengers across the Valley.

The Dial-A-Ride Systems provided WestGroup Research with the names and phone numbers of current Dial-A-Ride passengers from each of the cities represented. Interviews were conducted during January and February 2007. At a 95% level of confidence, the margin of error for the total sample is ± 2.4 .

Trip Characteristics

- Overall, riders are utilizing Dial-a-Ride (DAR) services more often in 2007 than in previous years as indicated by the higher average number of trips among those making at least one trip per week (3.8 up from 2.7 in 2002 and 2.2 in 2000).
- More than one in three riders surveyed said they had used Dial-a-Ride services within the past week (36%; up from 29% in 2002). In addition, four out of seven riders said they had utilized DAR services within the last month (58% in 2007 compared to 50% in 2002 and 50% in 2001).
- Comparable to previous years, riders are most likely to report using Dial-a-Ride for medical appointments (60%). Two in five riders (40%) say they make trips on Dial-a-Ride to go shopping and run errands, while the third most popular destination is social or recreational events (24%).
- Consistent with past years, DAR users in 2007 were most likely to say that without Dial-a-Ride they would not have been able to make the trip (37%). The most frequently mentioned alternatives to using Dial-a-Ride were getting a ride from family or friends (30%), taking a taxi (15%), and/or taking a city bus (11%).
- Two out of three DAR users reported they were “always” or “most of the time” picked up on time (67%). Two out of seven riders reported they were only “sometimes” or “rarely” picked up on time (28%), while 3% said they were “never” picked up on time.
- Four out of five DAR users indicated they are confident that their provider will pick them up on time (79%; 46% “very confident” + 33% “somewhat confident”).

- The majority of riders who said they are not always picked up on time by their DAR provider indicated they are able to get information about the late ride within five minutes (62%). Slightly less than one in five riders (18%) indicated it took more than five minutes to get information.
- Two out of three riders who indicated they are not always picked up on time said they were “very” or “somewhat” satisfied with the information they received when calling to follow up on a late ride (65%).
- Roughly three out of seven riders (42%) reported they always arrive at their destinations by the time they expected (a slight drop from levels seen in previous years; 46% and 49%).
- Eighty-six percent (86%) of riders say they are at least somewhat confident Dial-a-Ride will get them to their destination on time. Continuing a positive trend, the percentage of riders indicating they are “very confident” continued to increase (up ten points to 53% from 43% in 2000) and overall confidence (very + somewhat confident) increased 13 points from 73% in 2000.

Arranging Transportation

- As in past years, 23% of riders indicated they wait less than one minute to speak to someone who arranges a ride for them, with the greatest percentage indicating they wait one to two minutes (29%).
- Overall, riders are satisfied with the service they receive while arranging DAR trips (86% to 93% very + somewhat satisfied). These results represent a slight increase in comparison to past years (up two to five points compared to 2002). However, not only did overall satisfaction increase compared to previous years, but the percentage of riders reporting to be “very satisfied” also increased from previous years (up four to 10 points compared to 2002).
- A vast majority of riders are satisfied with the courteousness and helpfulness of those answering the phones (93% gave a rating of very or somewhat satisfied for both attributes).
- Eighty-six percent (86%) of riders are satisfied with the time it takes to reach a person when they call in (61% very satisfied + 25% somewhat satisfied).

Satisfaction with Drivers and Vehicles

- Comparable to previous years, the vast majority of riders reported they were satisfied with the driver’s ability to drive safely and the driver’s courtesy (97% were “very” or “somewhat” satisfied with both attributes). However, the percentage of riders who were “very satisfied” increased on both attributes compared to previous years (safe driving up 10 points and courtesy up five points since 2000).

- A vast majority of riders reported they are satisfied with the cleanliness and comfort of Dial-a-Ride vehicles in 2007 (96% and 92% gave very or somewhat satisfied ratings; comparable to findings from previous years).
- Two in seven riders feel the overall quality of Dial-a-Ride services is better than it was a year ago (29%; similar to findings from past years). Less than one in ten feels it has gotten worse (7%).

Transfers

- Approximately one in ten riders (9%) indicated they had made a transfer using Dial-a-Ride in the past three months, however, more than one in five riders (22%) reported that concerns about the transfer process prevent them from using DAR services.
- In an important positive shift, satisfaction with the transfer process has improved since 2002. Nearly three quarters (71%) of those who have made a transfer were satisfied with their experience (up from 64% in 2002).
- As in 2002, waiting too long for transfers is the primary reason riders express dissatisfaction with the transfer process (mentioned by 54% of those “somewhat” or “very” dissatisfied with the transfer process).

Miscellaneous Issues

- Almost three in four (74%) riders have a disability; a number that has increased steadily since tracking began. Two in three riders with a disability characterize it as a mobility problem or more specifically having trouble walking (68%).
- As in the past, riders were most likely to report that they use crutches, a walker or cane (38%) or a wheelchair or scooter (19%), while one in fourteen riders (7%) indicated they use the services of a personal care attendant.
- When asked about other types of transportation assistance available to them in addition to Dial-a-Ride services, most riders were unable to offer any options (69% “none” or “don’t know”). As in the past, riders were most likely to be familiar with the alternatives of taking a taxi or riding the city bus (14% and 5%).
- Almost one fourth of all riders say they use the Valley Metro city bus service (23%). Among those who ride the bus, more than two in five indicated they ride the bus less than once a week (43%).
- The primary reasons DAR users do not use the city bus were either because it is too far to walk to the bus stop (28%) or they use a wheelchair (16%). An additional one in six riders believes that there is not any bus service near their home (16%).

- More than half of all riders surveyed indicated they use Dial-a-Ride service because of their ADA certification (52%). An additional 33% are able to use DAR services because they are seniors (over age 65). Only 5% ride as members of the general public.

Conclusions

1. Overall, the data from 2007 show that DAR usage overall is increasing with more recent trips reported as well as increased trips during the week. Riders continue to rely on DAR for a broad range of trips including work and medical appointments. Without DAR many riders would not be able to travel or would become more dependent upon friends and family to help them get around the Valley.
2. On-time pick-up and drop off is not a certainty for many riders, however, arrival time confidence has increased since 2002.
3. There is high satisfaction among riders with the process of arranging their DAR trips. Most report relatively short wait times when arranging a ride (although there is a lot of variance by provider) and the satisfaction with the service received by the staff arranging the rides has increased as well since 2002. Satisfaction with the drivers has also increased. In general, riders are more likely to feel service has improved in the past year than gotten worse.
4. Transfers continue to be a deterrent to many riders and prevent them from using the DAR system more often. However, satisfaction with the transfer process among those making transfers has increased notably since 2002, while the overall percentage of those making transfers has remained the same. It is possible that riders are “afraid” of the transfer process because they have heard “horror” stories, or have not tried a transfer recently because of a past negative experience.
5. There is a lot of variance in rider experiences and satisfaction levels by provider. In general, riders from the smaller systems tend to report higher satisfaction levels and better system response than those using the larger systems such as the East Valley DAR and Phoenix DAR.
6. In general, it appears that many positive strides have occurred with the DAR system since the last satisfaction study was completed in 2002. However, the wide variance in the rider experience among the different providers indicates that there are several issues that will need to be addressed on a provider-by-provider basis.

I. Introduction

A. Background and Methodology

Valley Metro periodically conducts surveys with Dial-A-Ride (DAR) passengers to gather information on rider satisfaction with DAR services. Valley Metro and DAR funders from East Valley (Chandler, Gilbert, Mesa, Tempe and Scottsdale), Phoenix, El Mirage, Glendale, Peoria, Surprise and Sun City (SCAT), along with Maricopa County STS commissioned WestGroup Research of Phoenix to conduct a telephone survey of DAR and STS passengers. This report presents the results of 1,811 interviews with current Dial-A-Ride and STS passengers across the Valley.

The Dial-A-Ride systems provided WestGroup Research with the names and phone numbers of current Dial-A-Ride passengers from each of the providers represented. Interviews were conducted during January and February 2007. At a 95% level of confidence, the margin of error for the total sample is ± 2.4 . The following report summarizes the results of the cross tabulated results of the survey and focuses specifically on differences between the providers and city of service. Comparisons to 2000 and 2002 data are made when appropriate and meaningful.

The sample size and associated margins of error for each service provider is shown below

Table 1: Service Provider

Provider	Margin of Error
Total Sample (n=1,811)	$\pm 2.4\%$
East Valley DAR (n=844)	$\pm 3.5\%$
Chandler (n=101)	$\pm 10.0\%$
Gilbert (n=89)	$\pm 10.6\%$
Mesa (n=303)	$\pm 5.7\%$
Scottsdale (n=201)	$\pm 7.0\%$
Tempe (n=150)	$\pm 8.2\%$
El Mirage (n=12)	$\pm 29.0\%$
Glendale (n=204)	$\pm 6.9\%$
Maricopa County STS (n=193)	$\pm 7.0\%$
Peoria (n=103)	$\pm 9.8\%$
Phoenix (n=301)	$\pm 5.7\%$
Sun Cities (SCAT); (n=102)	$\pm 9.8\%$
Surprise (n=52)	$\pm 13.9\%$

B. Demographics

A wide variety of demographic measures were gathered from the survey respondents. As expected, women outnumber men approximately four to one (75% vs. 25%). On average, riders are 69 years old and most are not employed (88%). Overall, passengers have an average annual household income of \$12,900; the lowest reported average income from the three years this study has been conducted.

Table 2a: Respondent Demographics – Total Sample

Characteristic	2007 (n=1,811)	2002 (n=1,276)	2000 (n=1,117)
Gender			
Male	25%	22%	23%
Female	75	78	77
Age			
Under 25	4%	3%	3%
25 to 44	10	11	11
45 to 54	12	8	11
55 to 64	14	12	9
65+	58	64	66
65-74	18	22	22
75-84	27	29	30
85+	13	13	14
Average age	69.9	67.4	67.2
Employment Status			
Employed	12%	9%	12%
Not employed	88	90	88
Income			
Under \$10,000	23%	30%	26%
\$10K to \$14,999	16	15	14
\$15K to \$19,999	9	9	8
\$20K to \$39,999	9	8	9
\$40K+	7	6	7
DK/Refused	35	31	33
Average	\$13,900	\$16,400	\$17,600

On average, riders from the West Valley providers of Glendale, Peoria and Surprise are slightly younger than those living in the East Valley (65 years vs. 70 years), while Sun City (SCAT) and El Mirage DAR users are the oldest (78 and 75 respectively).

Table 2b: Respondent Demographics - By DAR Provider

Characteristic	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Gender								
Male	25%	25%	21%	18%	30%	27%	20%	29%
Female	75	75	79	82	70	73	80	71
Age								
Under 25	4%	-	5%	2%	9%	2%	1%	4%
25 to 44	12	17	11	7	9	9	2	8
45 to 54	11	17	17	9	12	12	3	21
55 to 64	13	8	16	11	18	18	5	14
65 to 74	18	8	16	20	23	18	19	21
75 to 84	27	25	23	33	20	25	46	17
85 or older	14	25	10	16	7	14	18	10
Average age	70 yrs	74 yrs	65 yrs	70 yrs	66 yrs	69 yrs	78 yrs	65 yrs
Employment Status								
Employed	14%	8%	12%	12%	11%	11%	3%	17%
Unemployed	86	92	88	88	89	89	97	83
Income								
Under \$10,000	21%	33%	30%	29%	12%	29%	14%	17%
\$10K to \$14,999	18	-	14	18	13	15	9	15
\$15K to \$19,999	9	-	7	8	16	11	11	6
\$20K to \$39,999	9	-	12	8	9	7	10	14
\$40K+	9	8	5	7	11	4	9	12
DK/Refused	34	58	31	30	41	34	48	37
Average (000')	\$13.2	\$6.6	\$11.4	\$11.6	\$16.7	\$11.3	\$16.6	\$14.6

Among riders who utilize East Valley DAR service, Gilbert and Tempe riders tended to be younger than Scottsdale riders (average age 65 vs. 75).

Table 2c: Respondent Demographics – EV Cities

Characteristic	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Tempe (n=150)	Scotts (n=201)
Gender					
Male	29%	33%	23%	24%	25%
Female	71	67	77	76	75
Age					
Under 25	5%	8%	4%	1%	3%
25 to 44	14	20	10	18	6
45 to 54	11	7	12	18	9
55 to 64	13	14	15	11	10
65-74	15	20	17	15	20
75-84	31	27	23	29	28
85+	10	3	17	7	20
Average age	69 yrs	66 yrs	69 yrs	66 yrs	75 yrs
Household Income					
Under \$10,000	19%	17%	20%	25%	23%
\$10,000-\$14,999	17	12	22	15	16
\$15,000-\$19,999	8	7	11	10	8
\$20,000-\$39,999	11	15	7	10	9
\$40,000 or over	11	18	7	5	8
Refused/Don't know	35	32	33	35	35
Average (000')	\$14.0	\$18.7	\$13.0	\$12.5	\$12.7
Employment					
Not employed	80%	80%	88%	84%	90%
Employed outside home	19	20	11	15	10
Home based business	1	-	2	1	1

II. Trip Characteristics

A. Most Frequency Used Service

Throughout the interview, riders were asked to evaluate the service of the provider on whose list their name appeared. **The table below shows that in most cases, the provider that gave us the name of the respondent was also the provider most frequently used by the rider** (e.g. 98% of the riders interviewed from the EV DAR sample database indicated that EV DAR is the service they use most frequently). The one exception to this is Maricopa County STS riders. Although their name was selected from the Maricopa County STS database, only 46% of these riders indicated that it was the service they used most often. Almost one-fourth indicated they most commonly use EV DAR services (23%).

Table 3: Most Frequently Used Service – By DAR Provider

Provider	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
EV DAR	48%	98%	-	-	23%	-	2%	-	-
Phoenix	18%	1	-	14%	2%	1%	93%	-	-
Glendale	10%	-	-	83%	4%	3%	2%	-	2%
Peoria	6%	-	-	4%	2%	92%	1%	2%	2%
SCAT	6%	-	-	-	3%	4%	-	96%	6%
Maricopa County STS	5%	-	-	-	46%	-	-	-	-
Surprise	3%	-	17%	1%	1%	-	-	1%	83%
El Mirage	1%	-	83%	-	-	-	-	-	-
Other	2%	1%	-	-	14%	-	1%	-	6%
Don't know	1%	-	-	-	6%	-	-	-	-

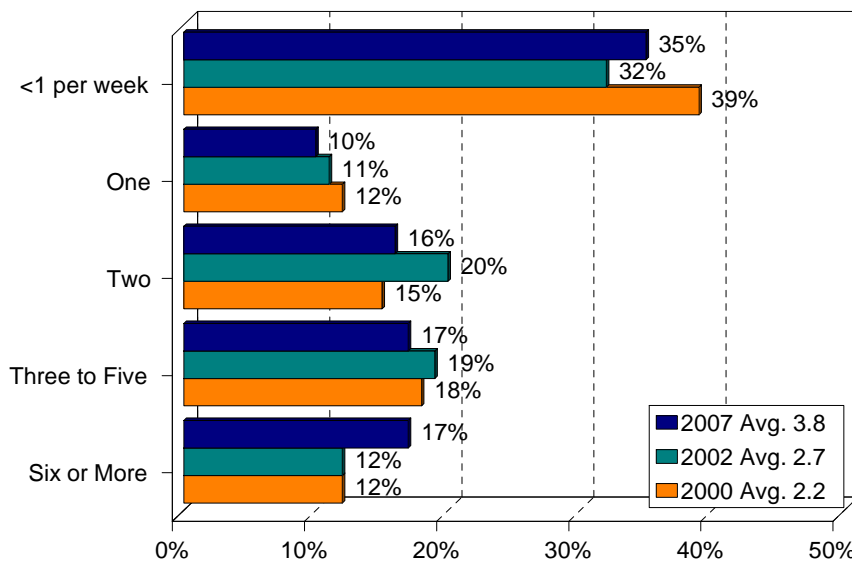
Q1: Which Dial-a-Ride service do you most often use?

B. Trip Frequency and Purpose

1. Trip Frequency

Overall, riders are utilizing Dial-a-Ride services more often in 2007 than in previous years as indicated by the higher average number of trips among those making at least one trip per week (3.8 up from 2.7 in 2002 and 2.2 in 2000).

Weekly One-Way Trips Using DAR Services



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

While roughly one-third (35%) of riders say they make less than one trip per week on Dial-a-Ride, this was significantly more common among riders from Sun City, Surprise and Glendale, where almost half report only occasional usage (51%, 48%, and 46% respectively; see Table 4a). On the other hand, Maricopa County STS (25%), Peoria DAR (20%), Phoenix DAR (19%), and East Valley DAR (18%) users were also more likely than other riders to report six trips or more in a week.

As shown in Table 4b, among East Valley DAR users, Scottsdale and Tempe riders were more likely to report occasional usage (34% say they ride less than once a week), while Gilbert riders were significantly more likely to say they are frequent riders (20% stating they ride more than eight times a week compared to an average of 9% for riders from all other EV cities).

Table 4a: Weekly One-way Trips – By DAR Provider

Frequency	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
<1/wk	35%	30%	42%	46%	35%	38%	33%	51%	48%
1 trip	10	11	8	10	3	8	11	9	2
2 trips	16	17	8	18	10	12	17	13	12
3 trips	5	4	-	4	9	2	7	3	2
4 trips	10	11	17	7	8	13	9	10	21
5 trips	2	2	8	2	5	5	2	2	2
6 trips	7	8	8	2	10	8	9	4	4
7 trips	-	-	-	1	-	-	-	-	2
8 or more	9	10	8	6	15	12	10	3	4
Don't know	5	6	-	5	5	4	2	6	4
Average (excl. <1/wk)	3.8	3.8	4.3	3.2	4.7	4.3	3.8	3.2	4.0

Q2: In a week, how many one-way trips do you typically make on the Dial-a-Ride?

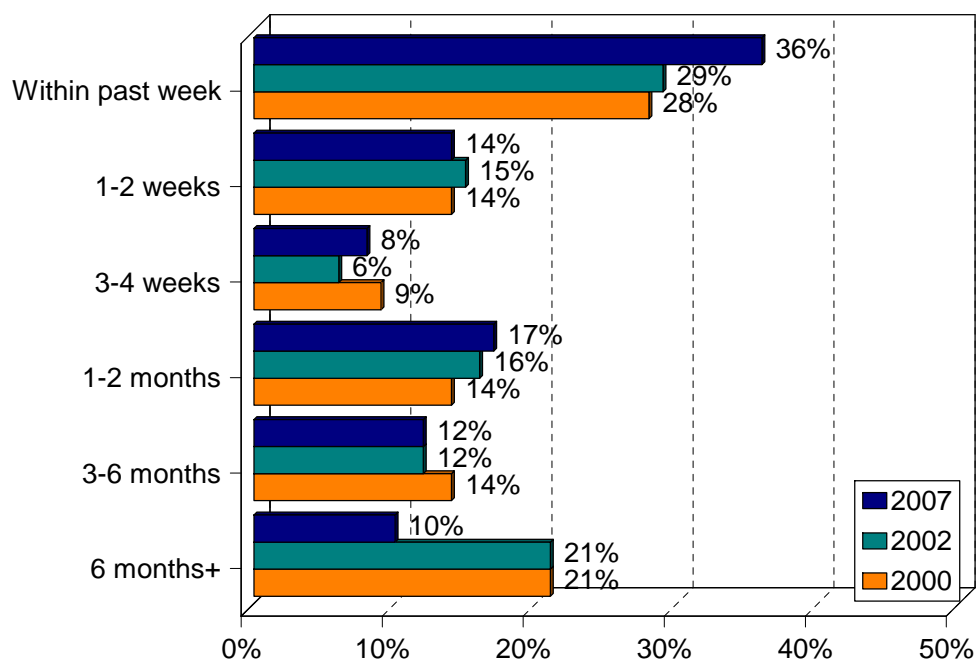
Table 4b: Weekly One-way Trips – EV Cities

Frequency	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Less than 1/wk	30%	32%	27%	26%	34%	34%
1 trip	11	6	9	15	9	12
2 trips	17	19	16	17	17	18
3 trips	4	5	3	4	6	2
4 trips	11	13	7	13	10	9
5 trips	2	3	2	2	2	1
6 trips	8	8	10	8	7	9
7 trips	-	-	-	-	-	-
8 or more	10	9	20	9	8	9
Don't know	6	6	6	6	7	6
Average (excl. <1/wk)	3.8	3.9	4.6	3.6	3.7	3.7

2. *Most Recent Trip*

More than one in three riders surveyed said they had used Dial-a-Ride services **within the past week (36%; up from 29% in 2002)**. In addition, four out of seven riders said they had utilized DAR services within the last month (58% in 2007 compared to 50% in 2002 and 50% in 2001). Only 10% of those surveyed indicated they hadn't utilized DAR service in over six months (down significantly from 21% in previous years).

Most Recent DAR Trip



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Riders using Glendale, Sun City and Surprise services were more likely to report a longer timeframe since their last DAR trip than those using other providers, with only one in four indicating they had ridden in within the last week (21%, 25%, and 26% respectively). Surprise, SCAT, and Maricopa County STS riders were most likely to be infrequent riders (29% and 24% had not ridden in the past six months compared to an average of 7% for other providers).

Table 5a: Most Recent Trip – By DAR Provider

Time Frame	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Within past week	36%	37%	42%	22%	38%	36%	44%	26%	25%
1-2 weeks ago	14	15	-	14	7	19	15	17	12
3-4 weeks ago	8	9	8	7	5	8	6	10	4
1-2 months ago	17	17	42	24	10	14	17	22	19
3-6 months ago	12	11	-	21	12	11	12	12	12
More than 6 months	10	8	8	11	24	8	4	10	29

Q3: When was the last trip you made on the ____ (city) Dial-a-Ride?

In the East Valley, riders from Gilbert and Mesa are significantly more likely than other riders to say that their last DAR trip was within the past week (48% and 40%), while Gilbert riders were also most likely to indicate their most recent DAR trip was more than six months ago (14% vs. 8% overall).

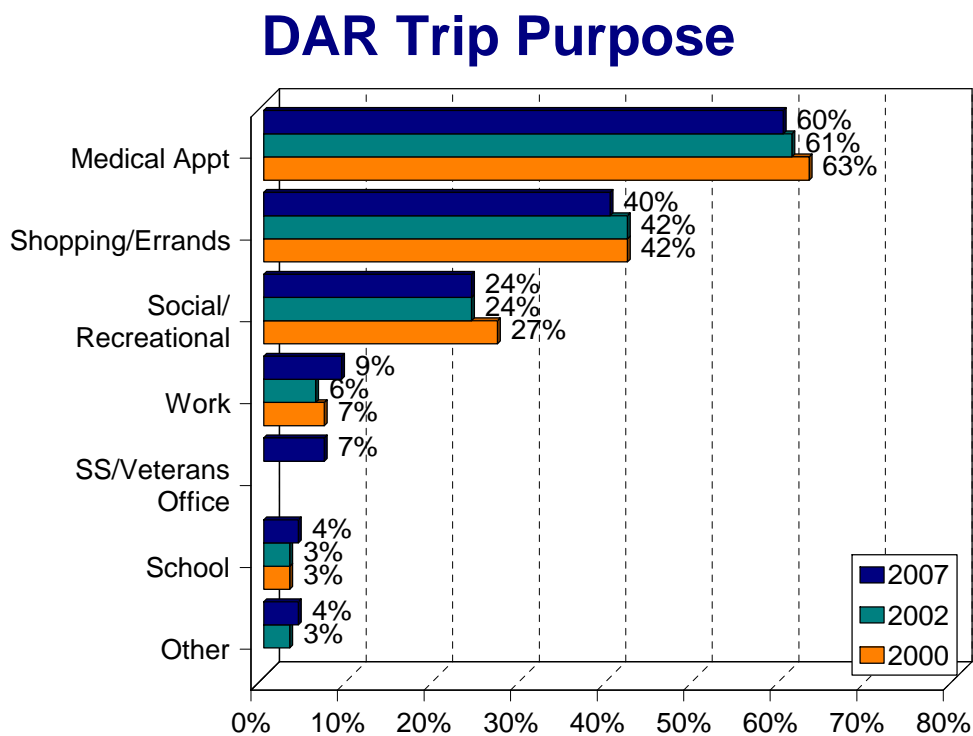
Table 5b: Most Recent Trip – EV Cities

Time Frame	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Within past week	37%	38%	48%	40%	33%	29%
1-2 weeks ago	15	9	8	17	18	13
3-4 weeks ago	9	12	6	10	8	9
1-2 months ago	17	17	17	16	19	18
3-6 months ago	11	16	6	7	13	17
More than 6 months	8	7	14	8	8	8

Riders most likely to have recently used DAR services were employed (50% compared to 34% who were not), under the age of 55 (42% compared to 33% for those older), and those with a disability (39% compared to 27% who do not). Riders who do not report having a disability were most likely to say that they had not utilized DAR services in more than six months (15%).

3. *Trip Purpose*

Comparable to previous years, riders are most likely to report using Dial-a-Ride for medical appointments (60%). Two in five riders (40%) say they make trips on Dial-a-Ride to go shopping and run errands, while the third most popular destination is social or recreational events (24%). A new destination on this year's list was the Social Security and Veteran's Affairs office where 7% of all riders listed it as their destination.



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Sun City, Surprise, Phoenix and East Valley DAR users are significantly more likely to list medical appointments as a trip destination than riders using other providers, (77%, 71%, 61% and 61% respectively compared to a range of 33% to 54% for other providers; see Table 6a). Approximately half of Sun City, Glendale and El Mirage riders listed shopping and errands as their trip purpose (52% and 50% for both). Phoenix riders were also significantly more likely than riders of other providers to list social/ recreational outings as their trip purpose or the Social Security/Veterans Affairs office (29% and 9% respectively). East Valley DAR had the highest percentage of riders citing work as a destination (12%).

Table 6a: Trip Purpose – By DAR Provider
(Multiple Responses Allowed)

Purpose	Total (n=1,762)	EV (n=821)	El Mir (n=12)	Glen (n=202)	MCSTS (n=176)	Peoria (n=101)	Phx (n=297)	SCAT (n=102)	Surp (n=51)
Medical appoint.	60%	61%	33%	54%	53%	54%	61%	77%	71%
Shopping/errands	40	40	50	50	17	46	42	52	31
Social/recreational outing	24	24	33	20	26	24	29	17	10
Work	9	12	8	6	9	6	8	2	8
SS/Veteran's office	7	7	8	5	3	4	9	6	2
School	4	2	-	5	5	10	4	1	2
Other	1	1	-	-	3	-	1	-	2
Refused/DK/NA	1	1	-	2	2	4	1	1	-

Q4: Where do you go when you make trips using the Dial-a-Ride? Where else?

In the East Valley, riders in Mesa and Scottsdale were significantly more likely than those in Chandler or Gilbert to say they utilized DAR services for shopping or errands (46% and 42% compared to 30% and 23%). Chandler and Gilbert riders instead were much more likely to list work as their trip purpose (19% for both compared to 8% to 11% for other EV cities).

Table 6b: Trip Purpose – EV Cities
(Multiple Responses Allowed)

Purpose	EV Total (n=821)	Chandler (n=99)	Gilbert (n=83)	Mesa (n=297)	Scotts (n=194)	Tempe (n=148)
Medical appoint.	61%	65%	59%	60%	62%	61%
Shopping/errands	40	30	23	46	42	39
Social/recreational outing	24	19	28	23	24	24
Work	12	19	19	11	8	11
SS/Veteran's office	7	6	8	9	5	7
School	2	4	5	2	1	3
Other	1	-	1	1	1	-
Refused/DK/NA	1	-	2	1	1	1

There are several significant differences among demographic groups in regard to trip purpose. Those most likely to list the following DAR trip purposes are:

Medical Appointments

- Riders with an annual income between \$10,000 and \$39,000 (68%)
- Riders older than age 55 (67%)
- Riders reporting a disability (61%)
- Riders who are not employed (65%)

Shopping & Errands

- Riders older than age 55 (43%)
- Riders with an annual income of less than \$40,000 (43%)
- Female riders (44%)
- Riders who are not employed (42%)

Social / Recreational

- Riders with an annual income of less than \$10,000 per year (27%)
- Riders who are not employed (25%)
- Female riders (25%)

Work

- Riders who are employed (60%)
- Riders under age 55 (27%)
- Riders with an annual income of \$40,000+ (27%)
- Male riders (13%)

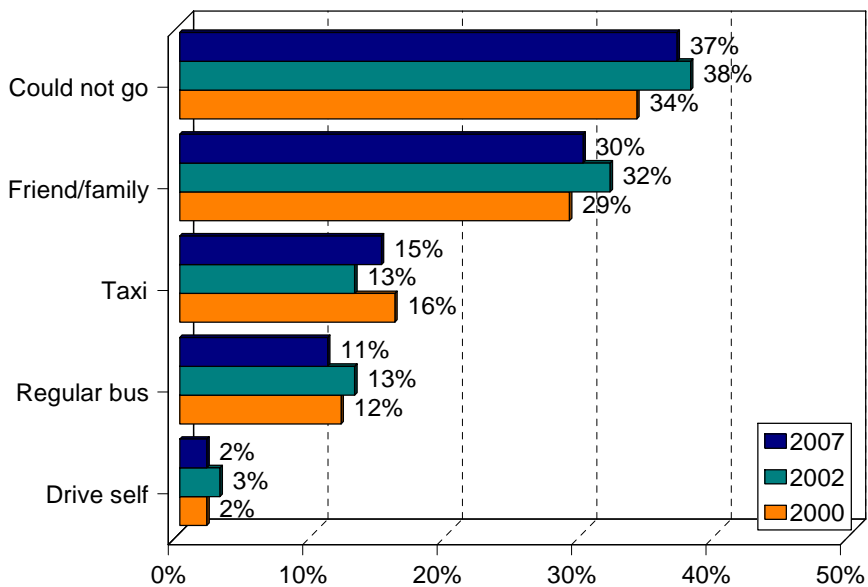
Social Security/Veterans Affairs Office

- Riders who report having a disability (7%)
- Riders who are not employed (7%)

C. Alternative to Dial-a-Ride Service

Consistent with past years, DAR users in 2007 were most likely to say that without Dial-a-Ride they would not have been able to make the trip (37%). The most frequently mentioned alternatives to using Dial-a-Ride were getting a ride from family or friends (30%), taking a taxi (15%), and/or taking a city bus (11%).

Top 5 DAR Alternatives



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Maricopa County STS and Peoria DAR users are most likely to cite friends and family members as alternatives to using a DAR service (35% for both), especially when compared to Phoenix or Glendale (26% and 24% respectively). Glendale and Phoenix DAR users are significantly more likely than other riders to say they would take a regular city bus if Dial-a-Ride were not available (21% and 19% compared to 0 to 10% for other providers).

Table 7a: Alternative to Dial-a-Ride – By DAR Provider
(Multiple Responses Allowed)

Total	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Could not go	37%	38%	50%	33%	40%	36%	35%	32%	40%
Family/friend would take me	30	31	25	24	35	35	26	33	35
Taxi	15	17	-	15	10	14	15	13	17
City bus	11	10	-	21	5	5	19	2	-
Drive self	2	2	-	3	1	1	3	7	4
Walk	2	2	8	2	3	3	1	3	8
Community/apt. van	1	1	-	2	1	1	1	-	-
Other	3	3	17	1	4	2	4	5	-
DK/NA	7	6	-	6	9	9	5	10	10

Q5: Thinking about the last trip you made using the Dial-a-Ride, if you had not used Dial-a-Ride, how would you have traveled to your destination?

Gilbert and Mesa DAR users were significantly more likely than other EV riders to say that they could not have made their trip if not for Dial-a-ride (45% and 44% compared to 37% for all East Valley riders), whereas riders in Scottsdale were most likely to say they would have taken a taxi if they did not use Dial-a-Ride (25% vs. 15% overall). In addition, Gilbert residents were most likely to say they had a friend or family member to take them (39% compared to 25% to 33% for other cities) while Tempe riders were most likely to say they would have taken a city bus to their destination (22% vs. 11% overall).

Table 7b: Alternative to Dial-a-Ride – EV Cities
(Multiple Responses Allowed)

Purpose	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Could not go	38%	39%	45%	44%	34%	27%
Family/friend would take me	31	31	39	33	25	29
Taxi	17	14	10	12	25	19
City bus	10	8	3	4	12	22
Drive self	2	-	2	1	3	2
Walk	2	2	2	2	3	1
Community/apt. van	1	1	-	2	1	1
Other	3	6	2	3	-	3
Refused/DK/NA	6	9	3	6	7	5

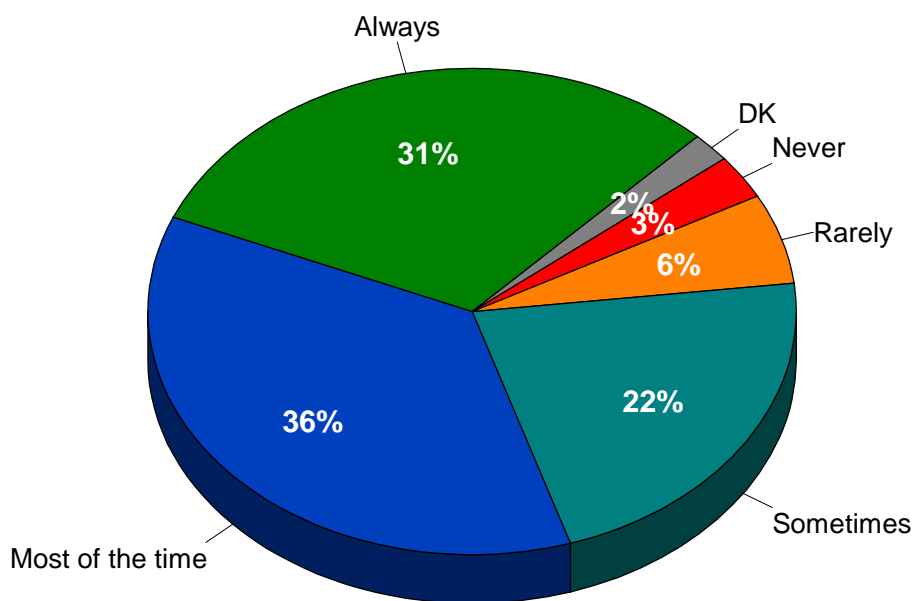
- Female riders are significantly more likely than male riders to say they would not have been able to make the trip without Dial-a-Ride (40% vs. 29%); men are significantly more likely than women to say they would have taken a city bus (15% vs. 10%).
- Riders with a disability were also significantly more likely to say they would have foregone the trip if Dial-a-Ride were not available (40% compared to 29% for those who do not report a disability).
- Riders younger than age 55 are more likely to say they would take a city bus if they could not use Dial-a-Ride (21% vs. 8% for those older).

D. Pick-up Experiences and Expectations

1. Actual Experience

Two out of three DAR users said they were “always” or “most of the time” picked up on time (67%). Two out of seven riders reported they were only “sometimes” or “rarely” picked up on time (28%), while 3% said they were “never” picked up on time.

DAR On Time Performance



Total Sample 2007 n=1,811

Surprise DAR users were significantly more likely than others to say they were “always” picked up on time (71% compared to a range of 16% to 48% for riders using other DAR providers; see Table 8a) and an additional 21% reported to be picked up on time “most of the time.” Phoenix and East Valley DAR users were more likely than other riders to say they were rarely or never picked up on time (14% and 11% respectively).

Table 8a: On Time Experience – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Always	31%	25%	42%	45%	48%	26%	16%	45%	71%
Most of the time	36	34	33	34	36	53	37	38	21
Sometimes	22	28	17	16	7	14	28	7	2
Rarely	6	7	8	1	3	5	8	2	6
Never	3	4	-	3	3	-	6	-	-
Don't know	2	1	-	2	3	2	6	8	-

Q8: When you use _DAR, how often are you picked up on time?

Note: Question reworded in 2007, in previous years riders were if they were picked up within the estimated arrival time they were told – Yes/No

Among East Valley DAR users, Mesa riders were most likely to report that they are “always” (32%) or “most of the time” (35%) picked up on time. Almost one in five Scottsdale riders indicated they were “rarely” or “never” picked up on time (18%).

Table 8b: On Time Experience – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Always	25%	25%	19%	32%	22%	19%
Most of the time	34	33	39	35	33	29
Sometimes	28	31	28	26	25	35
Rarely	7	4	5	6	11	9
Never	4	7	6	1	7	5
Don't know	1	1	3	1	2	2

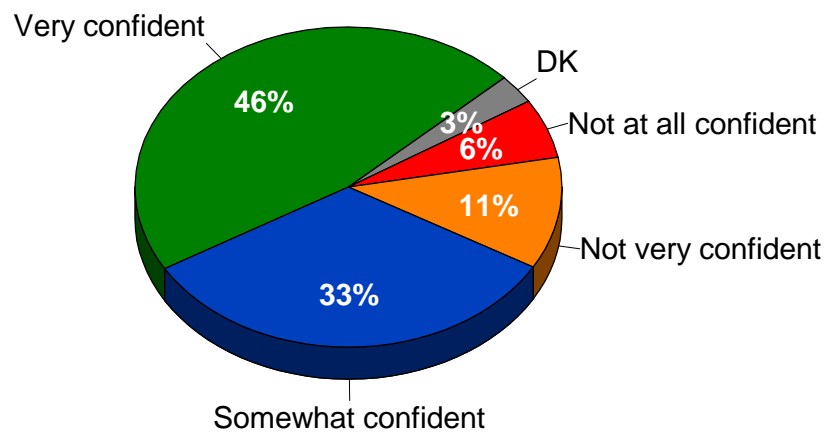
In general riders most likely to say they were “always” picked up on time by their DAR provider were:

- Riders reporting no disability (42% compared to 27% for those who do)
- Riders with an income of less than \$10,000 per year (34% compared to 27% for those with higher incomes)
- Riders over age 55 (33% compared to 25% for those younger)
- Riders who are not employed (32% compared to 25% for those employed)

2. *Confidence in Timely Service*

Four out of five Dial-a-ride users indicated they are confident that their provider will pick them up on time (79%; 46% “very confident” + 33% “somewhat confident”).

Confidence in DAR's On Time Performance



Total Sample 2007 n=1,811

Riders utilizing DAR service in El Mirage and Surprise are among the most confident they will be picked up on time (75% and 73% “very confident”), while riders using Maricopa County STS, Sun City (SCAT), Glendale and Peoria DAR services have overall confidence levels of 85% or more (88%, 88%, 85% and 84% “very” + “somewhat” respectively). Riders using Phoenix and East Valley DAR systems are more likely than other riders to say they are “not very” or “not at all” confident of an on-time pickup (27% and 21%).

Table 9a: Confidence of On-Time Service – By DAR Provider

Confidence Level	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Very + Somewhat	79%	77%	92%	85%	88%	84%	69%	88%	90%
Very confident	46%	40%	75%	60%	67%	45%	31%	67%	73%
Somewhat confident	33	37	17	25	21	39	38	21	17
Not very confident	11	13	-	9	5	10	19	2	8
Not at all confident	6	8	8	4	4	5	8	3	-
Don't know	3	3	-	2	3	2	5	8	2

Q9: How confident are you that the service will pick you up on time?

*Note: Question new to the 2007 survey.

Among East Valley DAR users, those most likely to say they felt “very” or “somewhat” confident about a timely pickup lived in Mesa, Gilbert or Chandler (83%, 81%, and 77%), with Mesa riders being most likely to specify that they were “very” confident (48% compared to 40% for the East Valley as a whole). Scottsdale and Tempe riders were more likely than those living in other East Valley cities to say they were “not very” or “not at all” confident in the timeliness of their service (27% and 23%).

Table 9b: Confidence in On-Time Service – EV Cities

Confidence Level	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Very + Somewhat	77%	77%	81%	83%	67%	75%
Very confident	40%	41%	38%	48%	30%	35%
Somewhat confident	37	36	43	35	37	40
Not very confident	13	12	11	11	15	13
Not at all confident	8	9	6	4	12	10
Don't know	3	3	2	2	6	2

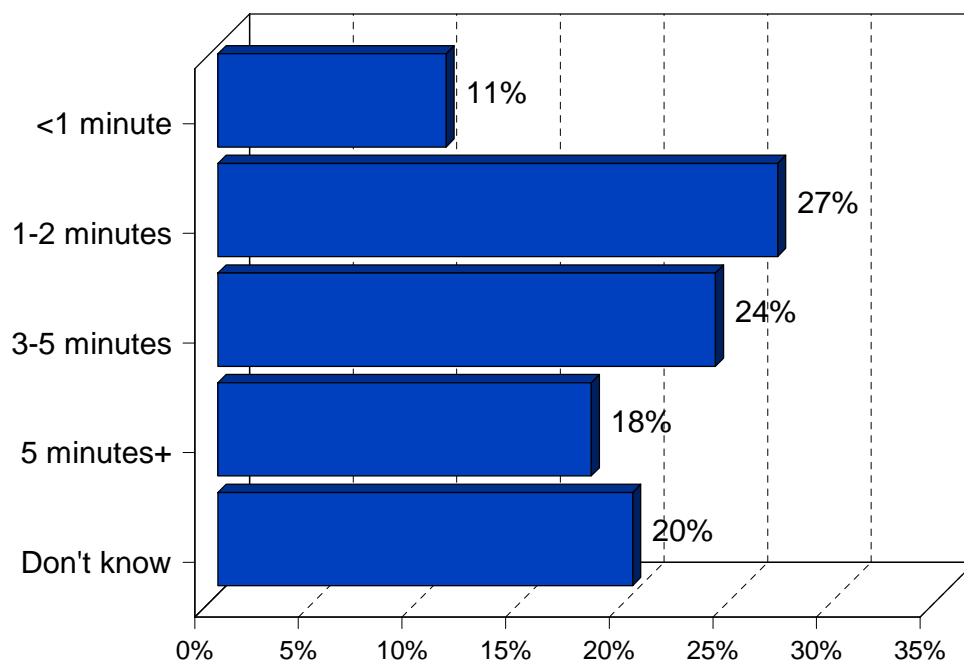
In general, riders most likely to indicate they are “very” confident of an on-time pickup by their provider are:

- Riders with a disability (58% compared to 42% of those without)
- Riders over the age of 55 (49% vs. 39% for those younger)
- Female riders (48% vs. 43% for males)
- Those who are not employed (47% vs. 39%)

3. *Experience with Late Rides*

The majority of riders who said they are not always picked up on time by their DAR provider indicated they are able to get information about the late ride within five minutes (62%). Slightly less than one in five riders (18%) indicated it took more than five minutes to get information.

How Long to Get Late Ride Information



Sample 2007 n=1,212; among those who indicated they are not "always" picked up on time

Peoria and Sun City DAR users were more likely than users of other systems to report that it took less than one minute to get information on late rides (24% and 19%), while riders from Phoenix, Maricopa County STS, Glendale and the East Valley DAR systems were more likely to say that it took more than five minutes to get information on their ride (27%, 21%, 19% and 15% respectively).

Table 10a: Information about Late Rides – by DAR Provider
(Among those indicating they are not always picked up on time)

Time	Total (n=1,212)	EV (n=629)	El Mir (n=7)	Glen (n=110)	MCSTS (n=95)	Peoria (n=74)	Phx (n=234)	SCAT (n=48)	Surp (n=15)
<1 minute	11%	11%	-	6%	10%	24%	7%	19%	7%
1-2 minutes	27	30	14	26	14	28	24	21	13
3-5 minutes	24	25	43	20	19	23	30	10	13
5 minutes+	18	15	29	19	21	11	27	4	27
Don't know	20	18	14	28	37	14	12	46	40

Q10: On average, when your ride is late and you call to find out where your ride is, how long does it take to get information about when your ride will arrive?

*Note: Question new to 2007 survey

In the East Valley, response times were fairly consistent across the cities, but Scottsdale and Tempe riders were significantly more likely to say it took more than five minutes to get information (21% and 19%).

Table 10b: Information about Late Rides – EV Cities
(Among those indicating they are not always picked up on time)

Time	EV Total (n=629)	Chandler (n=76)	Gilbert (n=69)	Mesa (n=209)	Scotts (n=155)	Tempe (n=120)
<1 minute	11%	9%	15%	12%	12%	10%
1-2 minutes	30	37	26	32	27	28
3-5 minutes	25	28	28	27	24	22
5 minutes+	15	11	16	11	19	21
Don't know	18	16	16	19	18	19

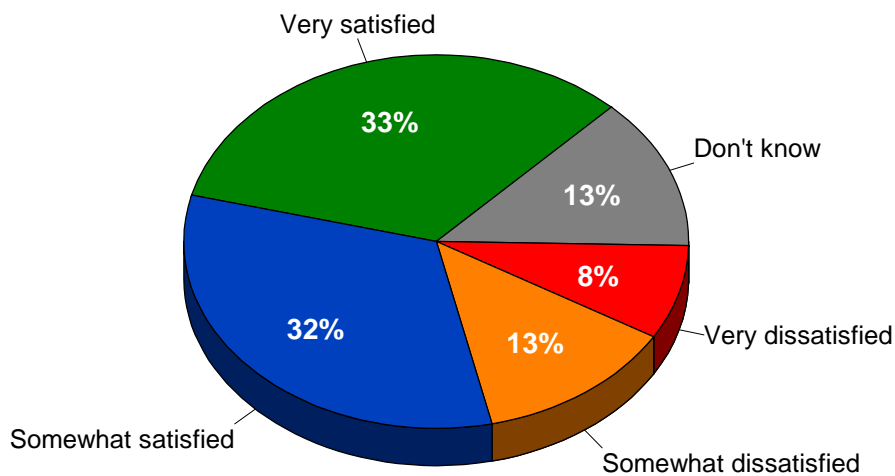
Riders younger than age 75 (21% compared to 13% for those older), males (25% compared to 16%), employed riders (28% versus 12%), and those with a disability (19% vs. 12%) were more likely than those in comparative groups to indicate that it took more than five minutes to get information.

4. *Satisfaction with late ride information*

Two out of three riders who indicated they are not always picked up on time said they were “very” or “somewhat” satisfied with the information they received when calling to follow up on a late ride (65%). Approximately one in five indicated they were dissatisfied (13% “somewhat dissatisfied” and 8% “very dissatisfied”).

Satisfaction with Late Ride Information

Among those indicating they were not picked up on time (n=1,213)



Sun City (SCAT) and Maricopa County STS riders were significantly more likely than Phoenix DAR users to say they were “very satisfied” with the information provided about their late rides (44% and 40% compared to 29%), while a high proportion of Surprise and the El Mirage riders also indicated they were “very satisfied” (47% and 57%). In contrast, riders who utilized DAR services in Phoenix, East Valley and Peoria were more likely than others to say they were dissatisfied (25%, 22%, and 26%, respectively).

Table 11a: Satisfaction with Late Ride Information – by DAR Provider
(Among those indicating they are not always picked up on time)

Time	Total (n=1,213)	EV (n=630)	El Mir (n=7)	Glen (n=110)	MCSTS (n=95)	Peoria (n=74)	Phx (n=234)	SCAT (n=48)	Surp (n=15)
Very +Somewhat	65%	66%	71%	58%	64%	67%	67%	67%	60%
Very satisfied	33%	33%	57%	26%	40%	35%	29%	44%	47%
Somewhat satisfied	32	33	14	32	24	32	38	23	13
Somewhat dissatisfied	13	14	-	9	7	14	18	4	7
Very Dissatisfied	8	8	14	7	11	12	7	2	7
Don't know	13	12	14	26	18	7	8	27	27

*Q11: In general, how satisfied are you with the information and explanation given to you when you call about your late ride? *Note: Question new to 2007 survey*

Riders in the East Valley most likely to indicate they were “very satisfied” with late ride information utilize services in Mesa than in any other city (41% vs. 33% overall). Scottsdale riders, on the other hand, are more likely than other riders to indicate they were dissatisfied (31% vs. 22% overall).

Table 11b: Satisfaction with Late Ride Information – EV Cities
(Among those indicating they are not always picked up on time)

	EV Total (n=630)	Chandler (n=77)	Gilbert (n=69)	Mesa (n=209)	Scotts (n=155)	Tempe (n=120)
Very + Somewhat	66%	62%	70%	74%	55%	66%
Very satisfied	33%	29%	35%	41%	25%	29%
Somewhat satisfied	33	33	35	33	30	37
Somewhat dissatisfied	14	17	12	10	21	13
Very Dissatisfied	8	10	10	4	10	11
Don't know	12	12	9	12	15	11

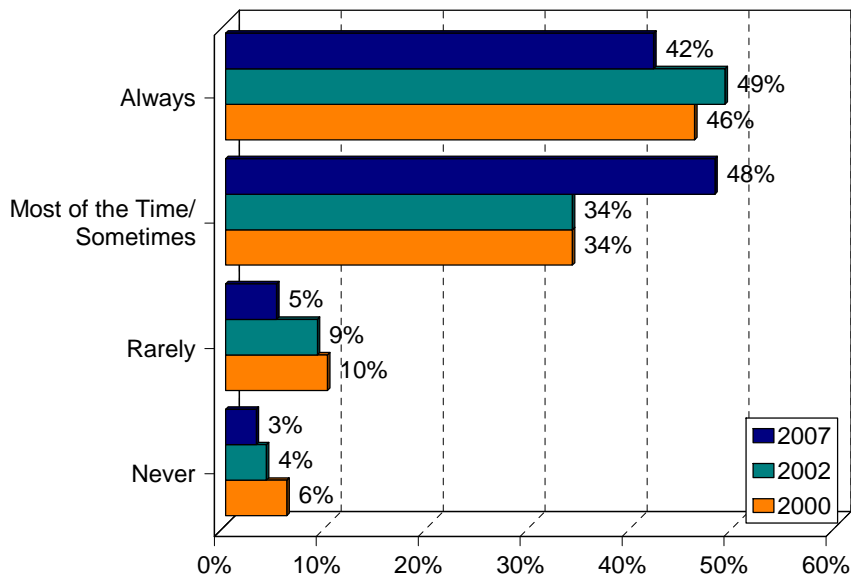
In general, riders most likely to say they were “very dissatisfied” were under the age of 75 (10% compared to 5% for those older) and riders who report having a disability (9% compared to 5%).

D. Arrival Time Experiences and Expectations

1. Actual Experience

Roughly three out of seven riders (42%) reported they always arrive at their destinations by the time they expected (a slight drop from levels seen in previous years; 46% and 49%). However, it is important to note that a “most of the time” category was added in 2007 because riders were struggling with selecting either “always” or “sometimes” as an answer to the question; they felt “most of the time” was a more accurate reflection of their experience. For comparison purposes, the “most of the time” response was combined with “sometimes.” Eight percent (8%) of all system riders say they “rarely” or “never” arrive when they expect to.

Experience with DAR On Time Arrival



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Riders most likely to indicate that they “always” arrive at their destinations when they expected were riders using Surprise DAR (67%), Maricopa County STS (62%), SCAT (61%) and Glendale DAR (54%). Those most likely to say they “rarely” or “never” arrive when they expect are significantly more likely to be riders from Phoenix or the East Valley (10% and 9% compared to a range of 0 to 5% for other providers).

Table 12a: On Time Destination Arrival– by DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Always + Most	73%	66%	92%	83%	88%	77%	67%	89%	90%
Always	42%	36%	50%	54%	62%	39%	28%	61%	67%
Most of the time	31	30	42	29	26	38	38	28	23
Sometimes	17	22	-	12	7	18	21	8	4
Rarely	5	6	-	3	1	2		1	2
Never	3	3	-	2	3	2	3	-	2
Don't know/NA	2	3	8	1	1	2	3	2	2

Q14: When you use Dial-a-Ride, how often do you arrive at your destination by the time you expected?

In the East Valley, Mesa riders are most likely to say they “always” arrive at their destinations when they expected to (42%). Riders most likely to say then “rarely” or “never” arrive when they expect to are more likely to live in Scottsdale, Tempe or Gilbert (13%, 12% and 11% respectively), compared to 6% for Mesa and 3% for Chandler.

Table 12b: On Time Destination Arrival – EV Cities

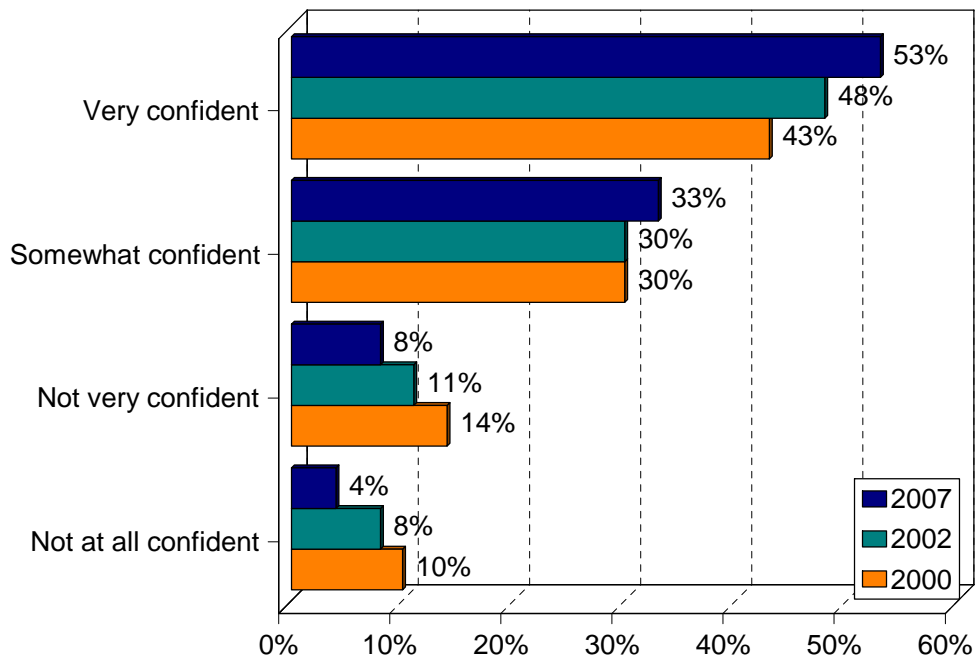
	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Always + Most	66%	65%	62%	75%	61%	59%
Always	36%	34%	34%	42%	34%	30%
Most of the time	30	31	28	33	27	29
Sometimes	22	29	25	18	22	25
Rarely	6	2	5	5	9	7
Never	3	1	6	1	4	5
Don't know	3	4	3	1	4	3

In general, riders most likely to say they “always” arrive at their destinations at the time they expected are older than age 55 (45% compared to 35% for those younger), not employed (43% vs. 34%) and do not report having a disability (53% compared to 39% for those who do).

2. *Confidence in Arrival Time*

Eighty-six percent (86%) of riders say they are at least somewhat confident Dial-a-Ride will get them to their destination on time. Continuing a positive trend, the percentage of riders indicating they are “very confident” continued to increase (up ten points to 53% from 43% in 2000) and overall confidence (very + somewhat confident) increased 13 points from 73% in 2000.

Confidence in On Time Arrival



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Riders from Phoenix DAR and the East Valley DAR were significantly more likely than riders who use other providers to say they were “not very” or “not at all” confident that the provider will get them to their destination on time (15% for both DARs vs. 3% to 8% for riders from other providers).

Table 13a: Level of Confidence in On-time Arrival – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Very + Somewhat confident	86%	83%	91%	90%	92%	90%	83%	95%	90%
Very confident	53%	45%	83%	63%	74%	62%	40%	74%	73%
Somewhat confident	33	38	8	27	18	28	43	21	17
Not very confident	8	10	-	6	3	5	11	2	6
Not at all confident	4	5	8	2	3	3	4	1	-
Don't know/NA	2	2	-	2	2	2	2	3	4

Q15: How confident are you that the Dial-a-Ride service will get you to your destination on time? Would you say you are...?

Mesa riders continue to be the most confident of all East Valley riders in their provider's ability to get them to their destination on time (91%), while Tempe and Scottsdale riders are more likely to indicate they are "not very" or "not at all" confident in East Valley DAR's ability to get them to their destination on time (22% and 21%).

Table 13b: Level of Confidence in On Time Arrival – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Very + Somewhat confident	83%	84%	85%	91%	76%	76%
Very confident	45%	45%	47%	53%	38%	38%
Somewhat confident	38	39	38	38	38	38
Not very confident	10	10	8	7	14	13
Not at all confident	5	3	5	2	7	9
Don't know/NA	2	4	2	1	3	2

Those most likely to feel "very confident" Dial-a-Ride will be on time include:

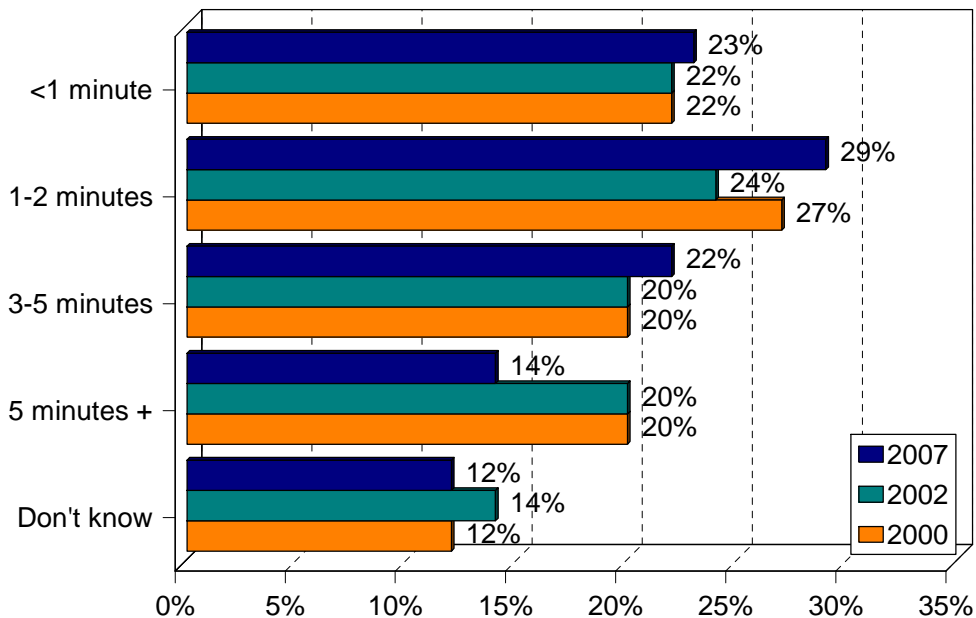
- Riders older than age 55 (56% compared to 45% for those younger)
- Riders not reporting a disability (62% compared to 50% for those who do)
- Riders who are not employed (55% vs. 40% for employed riders)

III. Arranging Transportation

A. Wait to Speak to a Person

As in past years, 23% of riders indicated, on average, they wait less than one minute to speak to someone who arranges a ride for them, with the greatest percentage indicating they wait one to two minutes (29%). Only one in seven riders (14%) reported that they typically wait more than five minutes before they reach someone to arrange their ride. This is down from one in five riders who reported a wait of five minutes or longer in 2000 and 2002.

Wait Time to Speak to DAR Representative



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Riders using DAR service in Sun City and Peoria were significantly more likely than riders from other cities to report that they speak to someone in less than one minute to arrange their ride (62% and 52% compared to an average of 23% for all cities). Riders utilizing services from El Mirage DAR (67%), Maricopa County STS (57%), and East Valley DAR (56%) were also significantly more likely than others to say that they spoke to someone in less than three minutes.

In contrast, riders using Phoenix and Glendale DARs were most likely to say that they waited for more than three minutes before speaking to someone who could arrange their ride (63% and 45% respectively); in fact one third of Phoenix DAR users indicate they typically wait more than 5 minutes (32%).

Table 14a: Length of Wait before Speaking to a Person – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Less than 1 minute	23%	21%	42%	21%	23%	52%	5%	62%	33%
1-2 minutes	29	35	25	26	34	29	21	17	14
3-5 minutes	22	23	17	27	17	8	31	13	14
5 minutes+	14	11	8	18	6	3	32	5	14
DK/NA	12%	10%	8%	10%	21%	8%	11%	4%	27%

Q6: On average, when you call Dial-a-Ride, how long does it take before you speak directly to the person who arranges your ride?

In the East Valley, riders living in Mesa were more likely than riders from other East Valley cities to indicate that they wait less than two minutes before speaking with someone to arrange a ride (62%). Riders living in Chandler and Tempe, however, are more likely than others to say that they waited more than five minutes (17% and 16%).

Table 14b: Length of Wait before Speaking to a Person– EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Less than 1 minute	21%	17%	21%	25%	20%	15%
1-2 minutes	35	36	37	37	33	28
3-5 minutes	23	20	20	22	23	31
5 minutes+	11	17	7	8	10	16
DK/NA	10%	11%	15%	8%	12%	10%

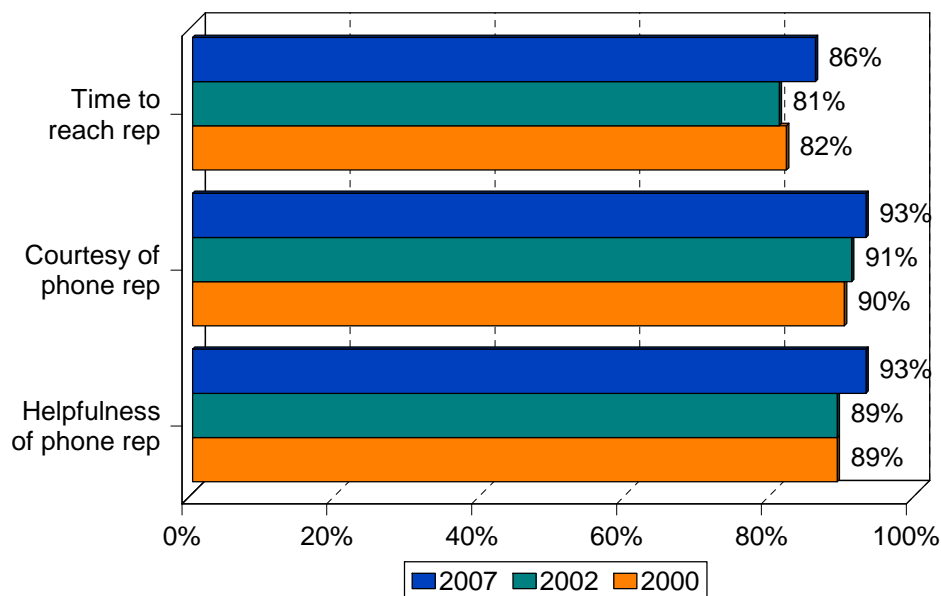
In general, riders most likely to indicate they typically wait more than five minutes to speak to someone about arranging a ride were those younger than age 55 (18% compared to 12% for those older), riders with an income of less than \$10,000 per year (19% vs. 9% for those with higher incomes), riders reporting a disability (15% vs. 11%) and riders who are employed (22% compared to 13% of those unemployed).

B. Service Ratings

Overall, riders are satisfied with the service they receive while arranging DAR trips (86% to 93% very + somewhat satisfied). A vast majority of riders are satisfied with the courtesy and helpfulness of those answering the phones (93% gave a rating of very or somewhat satisfied for both attributes). Eighty-six percent (86%) of riders are satisfied with the time it takes to reach a person when they call in (61% very satisfied + 25% somewhat satisfied). **It is particularly important to point out that not only did overall satisfaction increase compared to previous years, but the percentage of riders reporting to be “very satisfied” also increased from previous years on all three measures (see Table 15a).**

Satisfaction with Scheduling Attributes

Those rating attribute “Very+Somewhat Satisfied”



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Table 15a: Satisfaction with Service While Arranging Ride

Response	2007 Total (n=1,811)	2002 Total (n=1,276)	2000 Total (n=1,117)
Time to reach person			
Very + somewhat satisfied	86%	81%	82%
Very satisfied	61	51	48
Somewhat satisfied	25	30	34
Courtesy of People who Answer Phones			
Very + somewhat satisfied	93%	91%	90%
Very satisfied	75	71	67
Somewhat satisfied	18	20	23
Helpfulness of People who Answer Phones			
Very + somewhat satisfied	93%	89%	89%
Very satisfied	70	66	60
Somewhat satisfied	23	23	29

Q7, 12, & 13: In general, how satisfied are you with...? Are you...?

Phoenix DAR users were significantly less likely than riders using other providers to indicate they were satisfied with the length of time required to reach someone to arrange a ride (79% vs. 82% to 92% for other providers). In particular, less than half of Phoenix DAR users indicated they were “very satisfied” (45% vs. 60% to 79% for other providers).

Maricopa County STS and Phoenix DAR riders were significantly less likely other riders to report being “very” satisfied with the helpfulness of the person who answers the phone (62% and 65% compared to 69% to 83% for other providers).

Table 15b: Satisfaction with Service While Arranging Ride – By Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Time to reach person									
Very + somewhat satisfied	88%	88%	92%	85%	82%	93%	79%	92%	85%
Very satisfied	63	63	67	60	62	78	45	79	64
Somewhat satisfied	25	25	25	25	20	15	34	13	21
Courtesy of People Answering Phones									
Very + somewhat satisfied	93%	94%	92%	93%	89%	96%	90%	94%	91%
Very satisfied	75	76	92	72	68	80	70	91	79
Somewhat satisfied	18	18	-	21	21	16	20	3	12
Helpfulness of People Answering Phones									
Very + somewhat satisfied	93%	94%	91%	93%	85%	90%	91%	94%	93%
Very satisfied	70	71	83	69	65	72	62	80	79
Somewhat satisfied	23	23	8	24	20	18	29	14	14

Among East Valley riders, Mesa riders were significantly more likely to say they were “very satisfied” with the service provided by the staff answering the phones than riders living in other East Valley cities.

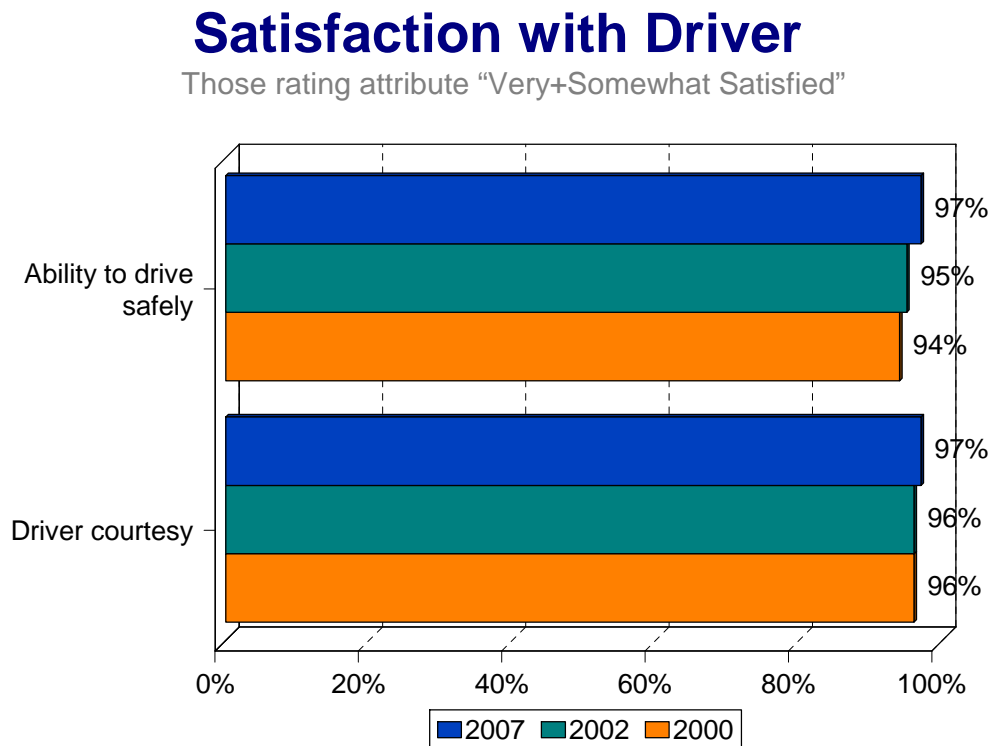
Table 15c: Satisfaction with Service While Arranging Ride – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Time to reach person						
Very + somewhat satisfied	88%	86%	85%	93%	84%	92%
Very satisfied	63	54	62	72	60	57
Somewhat satisfied	25	32	23	21	24	35
Courtesy of People Answering Phones						
Very + somewhat satisfied	94%	93%	93%	98%	92%	89%
Very satisfied	76	72	66	84	74	70
Somewhat satisfied	18	21	27	14	18	19
Helpfulness of People Answering Phones						
Very + somewhat satisfied	94%	89%	92%	98%	92%	93%
Very satisfied	71	62	64	80	68	67
Somewhat satisfied	23	27	28	18	24	26

IV. Satisfaction with Drivers and Vehicles

A. Driver Ratings

Comparable to previous years, the vast majority of riders reported they were satisfied with the driver's ability to drive safely and the driver's courtesy (97% were "very" or "somewhat" satisfied with both attributes). Table 16a shows that the percentage of riders who were "very satisfied" increased on both attributes compared to previous years (safe driving up 10 points and courtesy up five points since 2000).



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Table 16a: Satisfaction with Driver

Time	2007 Total (n=1,811)	2002 Total (n=1,276)	2000 Total (n=1,117)
Driver's Ability to Drive Safely			
Very + Somewhat satisfied	97%	95%	94%
Very satisfied	85	82	75
Somewhat satisfied	12	12	19
Driver's Courtesy			
Very + Somewhat satisfied	97%	96%	96%
Very satisfied	86	84	81
Somewhat satisfied	11	12	15

Q16a-16b: In general, how satisfied are you with the driver's ability to drive safely? How satisfied are you with the driver's courtesy?

East Valley and Phoenix DAR users were significantly less likely than riders of other systems to be satisfied with the driver's ability to drive safely (82% for both vs. 90% to 100% for other providers). The same was found for driver courtesy with East Valley and Phoenix riders being less likely to indicate they were satisfied (83% "very satisfied" for both compared to 88% to 100% for other providers).

Table 16b: Satisfaction with Driver – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Driver's Ability to Drive Safely									
Very + Somewhat satisfied	97%	97%	100%	98%	95%	97%	99%	100%	98%
Very satisfied	85	82	100	90	88	91	82	96	94
Somewhat satisfied	12	15	-	8	7	6	17	4	4
Driver's Courtesy									
Very + Somewhat satisfied	97%	96%	100%	97%	96%	98%	98%	98%	98%
Very satisfied	86	83	100	88	89	90	83	95	90
Somewhat satisfied	11	13	-	9	7	8	15	3	8

Mesa and Scottsdale riders were more likely than others to report being “very” satisfied with the driver’s ability to drive safely (87% for both compared to 74% to 76% for other cities). Gilbert and Tempe riders were less likely than those living in other East Valley cities to say they were “very” satisfied with driver courtesy (75% and 78% compared to 83% to 88% of riders from the other EV cities).

Table 16c: Satisfaction with Driver – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Driver’s Ability to Drive						
Very + Somewhat satisfied	97%	98%	94%	98%	97%	94%
Very satisfied	82	75	76	87	87	74
Somewhat satisfied	15	23	18	11	10	20
Driver’s Courtesy						
Very + Somewhat satisfied	96%	95%	93%	97%	96%	95%
Very satisfied	83	85	75	88	83	78
Somewhat satisfied	13	10	18	9	13	17

In general, riders most likely to indicate they are “very” satisfied with DAR System drivers:

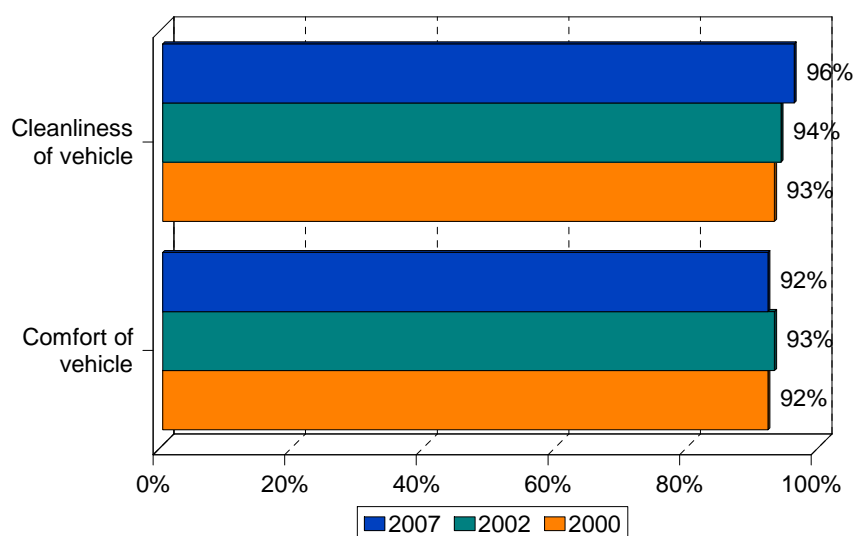
- Riders over the age of 55 (87% vs. 79% for safe driving and 88% compared to 81% for courtesy).
- Riders without a disability (90% vs. 84% for safe driving and 89% vs. 85% for courtesy).
- Riders who are not employed (87% vs. 76% for safe driving and 87% vs. 81% for courtesy).

B. Vehicle Ratings

A vast majority of riders reported they are satisfied with the cleanliness and comfort of Dial-a-Ride vehicles in 2007 (96% and 92% gave very or somewhat satisfied ratings; comparable to findings from previous years).

Satisfaction with Vehicle

Those rating attribute "Very+Somewhat Satisfied"



Total Sample 2000 n=1,117; 2002 n=1,276; 2007 n=1,811

Table 17a: Satisfaction with Vehicle

Responses	2007 Total (n=1,811)	2002 Total (n=1,276)	2000 Total (n=1,117)
Cleanliness of Vehicle			
Very + Somewhat satisfied	96%	94%	93%
Very satisfied	83	78	76
Somewhat satisfied	13	16	17
Comfort of Vehicle			
Very + Somewhat satisfied	92%	93%	92%
Very satisfied	70	73	67
Somewhat satisfied	22	20	25

Q16c-16d: In general, how satisfied are you with the cleanliness of the vehicle? How satisfied are you with the comfort of the vehicle (temperature, seating, etc.)?

Sun City (SCAT) and Surprise DAR users gave higher ratings than Phoenix riders for cleanliness of the vehicles (91% and 90% compared to 75% indicating they were “very satisfied”). Riders utilizing services in the East Valley and Phoenix were less likely than riders using other providers to indicate they were “very satisfied” with the comfort of the vehicle (66% and 65% compared to a range of 74% to 91% for all other providers).

Table 17b: Satisfaction with Vehicle – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Cleanliness of Vehicle									
Very + Somewhat satisfied	96%	97%	91%	98%	97%	96%	96%	97%	98%
Very satisfied	83	83	83	82	89	89	75	91	90
Somewhat satisfied	13	14	8	16	8	7	21	6	8
Comfort of Vehicle									
Very + Somewhat satisfied	92%	91%	100%	92%	93%	93%	92%	96%	100%
Very satisfied	70	66	92	74	75	79	65	86	79
Somewhat satisfied	22	25	8	18	18	15	27	10	21

As seen in previous rankings, East Valley riders that utilize DAR services in Mesa were more likely than riders from other East Valley cities to indicate they were “very satisfied” with cleanliness of the vehicle (89% compared to a range of 75% to 81% for other EV cities).

Table 17c: Satisfaction with Vehicle– EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Cleanliness of Vehicle						
Very + Somewhat satisfied	97%	96%	95%	98%	95%	95%
Very satisfied	83	78	75	89	81	79
Somewhat satisfied	14	18	20	9	14	16
Comfort of Vehicle						
Very + Somewhat satisfied	91%	89%	91%	92%	92%	90%
Very satisfied	66	69	63	70	62	64
Somewhat satisfied	25	20	28	22	30	26

Riders most likely to indicate they were “very satisfied” with the cleanliness with the vehicle include:

- Riders over the age of 55 (85% vs. 78% for those younger)
- Those with an annual income of less than \$40,000 (84% compared to 77% for those with higher incomes)

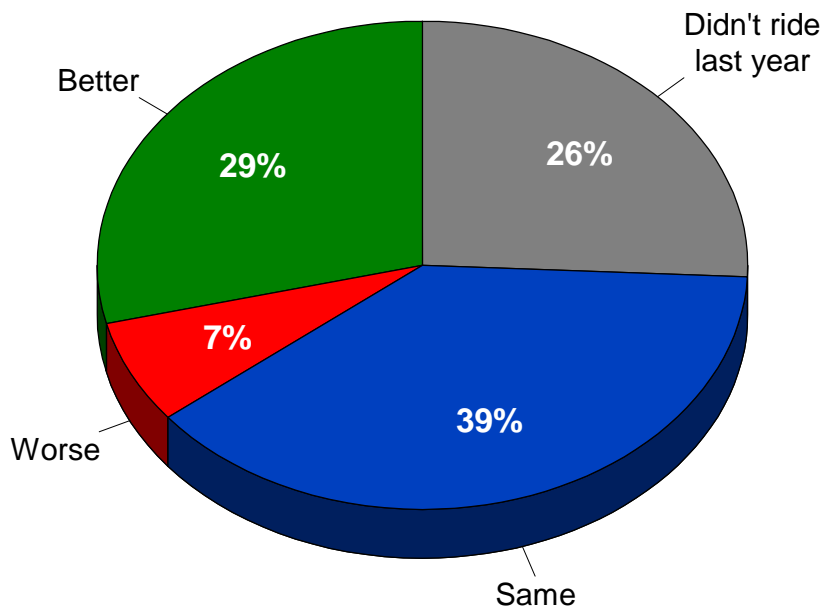
Riders most likely to express high satisfaction with the comfort of the vehicle were:

- Riders age 75 or older (73% vs. 68% for those younger)
- Those who report that they do not have a disability (76% compared to 68% for those who do).

C. Overall Quality Compared to One Year Ago

Two in seven riders feel the overall quality of Dial-a-Ride services is better than it was a year ago (29%; similar to findings from past years). Less than one in ten feels it has gotten worse (7%). Approximately one-fourth of the riders were unable to offer an opinion because they did not use DAR services a year ago (26%). Table 18a shows that riders who have used DAR services within the past month are more likely than those who have used the system more than a month ago to report that service is “better” than it was a year ago (33% vs. 23%).

Overall Quality in Last Year



Total Sample 2007 n=1,811

Table 18a: Overall Quality Compared to One Year Ago

Response	2000 Total (n=1,117)	2002 Total (n=1,276)	2007 Total (n=1,811)	2007 Total Timing of Last Trip	
				<1 mo. ago (n=1,036)	1+ mo. ago (n=722)
Better	30%	31%	29%	33%	23%
Worse	7	9	7	7	6
Same	28	30	39	40	37
Don't know/ Didn't ride a year ago	34%	31%	26%	20%	34%

Q17: Overall, would you say the quality of dial-a-ride service is better, worse, or the same as the service you received a year ago?

Glendale and East Valley DAR users were significantly more likely than Peoria riders to say that service quality has been better this year than in the past (33% and 32% compared to 20%). Phoenix DAR users were more likely than riders using other providers to indicate that service quality was worse than a year ago (10% vs. 0% to 8% for other providers). Surprise riders were significantly more likely than other riders to say they had not used DAR services a year ago (46% compared to an average of 26% for all providers).

Table 18b: Overall Quality Compared to One Year Ago – by Provider

Response	Total (n=1,811)	EV (n=844)	EI Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	Sun (n=102)	Surp (n=52)
Better	29%	32%	17%	33%	28%	20%	26%	27%	21%
Worse	7	8	-	3	6	6	10	5	2
The same	39	36	50	40	37	46	44	42	31
Don't know / Didn't ride a year ago	26%	25%	33%	25%	30%	28%	20%	27%	46%

Among East Valley DAR users, those using services in Mesa were more likely than Gilbert and Scottsdale residents to indicate that service has been better in the past year (36% compared to 26%).

Table 18c: Overall Quality Compared to One Year Ago – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scottsdale (n=201)	Tempe (n=150)
Better	32%	34%	26%	36%	26%	32%
Worse	8	9	9	7	8	7
The same	36	34	36	33	39	39
Don't know/ Didn't ride a year ago	25%	34%	29%	23%	27%	23%

Overall, riders most likely to say that service quality is better include:

- Riders younger than age 75 (32% compared to 25% for those older)
- Riders who report having a disability (31% compared to 24% for those who do not).
- Riders with an income of less than \$40,000 (30% vs. 21% for those who make more).

V. Transfers

A. Frequency and Satisfaction

Approximately one in ten riders (9%) indicated they had made a transfer using Dial-a-Ride in the past three months, however, more than one in five riders (22%) reported that concerns about the transfer process prevented them from using DAR services. **In an important positive shift, satisfaction with the transfer process has improved since 2002. Nearly three quarters (71%) of those who have made a transfer were satisfied with their experience (up from 64% in 2002).** Most notably, the percent of riders who report being “not at all satisfied” with the transfer process decreased 11 points from 21% in 2002 to only 10% in 2007.

Table 19a: Transfer Experience

Responses	2007 Total (n=1,811)	2002 Total (n=1,276)
Made a transfer past 3 months	9%	9%
Concerns prevented use of service with transfer		
Yes	22%	n/a
No	70%	n/a
Don't know	8%	n/a
Satisfaction with Transfer	(n=155)	(n=114)
Very + Somewhat satisfied	71%	64%
Very satisfied	41	43
Somewhat satisfied	30	21
Not very satisfied	17	14
Not at all satisfied	10	21
Don't know	3%	1%

Q18a: “Have you made a transfer to another dial-a-ride system using dial a ride within the past three months?”

Q18d: Do concerns about transferring from one system to another ever prevent you from using the service?

Q18b: How satisfied were you with the transfer? Were you...

Riders from Glendale, Peoria and East Valley DAR systems were most likely to say they have taken a trip involving a transfer to another Dial-a-ride system in the past three months (15%, 11% and 11% compared to 1% to 7% of other riders).

Although Glendale DAR users were most likely to report making a transfer to other systems, they also were more likely than other riders to report that concerns about transfers prevents them from making DAR trips (29% vs. 8% to 25% of riders using other systems).

Table 19b: Have Made a Transfer – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Made a transfer	9%	11%	-	15%	2%	11%	7%	1%	2%
Concerns prevented use of service with Transfer									
Yes	22%	24%	8%	29%	14%	25%	22%	19%	14%
No	70	70	92	63	75	69	70	69	77
Don't know	8	6	-	8	11	6	7	1	10
Satisfaction with Transfer	(n=155)	(n=89)		(n=30)	(n=3)	(n=11)	(n=20)	(n=1)	(n=1)
Very + somewhat	71%	64%	-	87%	67%	82%	75%	100%	-
Very satisfied	41	35	-	50	67	36	55	100	-
Somewhat satisfied	30	29	-	37	-	46	20	-	-
Not very satisfied	17	20	-	10	-	9	20	-	-
Not at all satisfied	10	12	-	3	33	9	-	-	100
Don't know	3	3	-	-	-	-	5	-	-

Tempe riders were more likely than riders from other East Valley cities to indicate they have transferred to another DAR system in the last three months (14% compared to 6% to 12% of riders living in other EV cities). However, Tempe riders also were significantly more likely to report that concerns about transfers prevent them from using the DAR system (35%).

When considering overall satisfaction with the transfer itself, Mesa riders were significantly more likely to say they were “very” or “somewhat” satisfied with the transfer (82% compared to an average of 71% for all EV cities).

Table 19c: Have Made a Transfer – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Made a transfer	11%	12%	6%	11%	10%	14%
Concerns prevented use of service with Transfer						
Yes	24%	21%	17%	20%	26%	35%
No	70	68	76	76	65	62
Don't know	6	11	7	5	9	3
Satisfaction with Transfer	(n=89)	(n=12)	(n=5)	(n=32)	(n=19)	(n=21)
Very+ somewhat	64%	50%	60%	82%	43%	66%
Very satisfied	35	33	20	41	32	33
Somewhat satisfied	29	17	40	41	11	33
Not very satisfied	20	50	20	6	26	19
Not at all satisfied	12	-	20	6	26	14
Don't know	3	-	-	6	5	-

In general, riders most likely to report a transfer within the past three months are:

- Riders under the age of 75 (11% vs. 5%)
- Riders with a disability (11% vs. 3% for those without)
- Male riders (13% compared to 7% for females)

Those most likely to say they were concerned with transfers were riders younger than age 75 (25% compared to 19%) and riders with a disability (26% vs. 13% for those who do not have a disability).

B. Reasons for Dissatisfaction

As in 2002, waiting too long for transfers is the primary reason riders express dissatisfaction with the transfer process (mentioned by 54% of those “somewhat” or “very” dissatisfied with the transfer process). Many also complained that Dial-a-Ride had poor timing coming either too early or too late (24%) and that it took too long to get to their destination (7%). The small sample size prevents analysis by the individual providers.

Table 20: Reasons NOT Satisfied with Transfer*
(Multiple Responses Allowed)

Responses	2007 Total (n=41)	2002 Total (n=40)
Have to wait too long	54% (22)	68% (27)
Timing – too early/late	24% (10)	-
Never arrived/didn't pick me back up	7% (3)	18% (8)
Takes too long to get to destination	7% (3)	12% (5)
They have to pick up too many people		2% (1)
Never have gotten anywhere on time	5% (2)	2% (1)
Forgot me, had to call	2% (1)	2% (1)
Unable to provide ETA	5% (2)	2% (1)
Dropped me off at the wrong place		2% (1)
Difficult to get through when calling	5% (2)	2% (1)
They do not buckle you in		2% (1)
Made me walk too far		2% (1)
Didn't tell me to call if transfer wasn't there in 15 minutes		2% (1)
Too expensive	2% (1)	2% (1)
Dropped me and gave me third degree burns		2% (1)
Other (<1% consensus)	19% (8)	-
Don't know	5% (2)	2% (1)

Q18c: What were the reasons you were not completely satisfied with your most recent transfer using Dial-a-Ride? (Among those somewhat or very dissatisfied).

*Percentage and frequency shown due to small sample sizes.

VI. Miscellaneous Issues

A. Disability

I. Presence and Type of Disability

Almost three in four (74%) riders report having a disability, a number which has increased steadily since tracking began.

Two in three riders with a disability characterize it as a mobility problem or more specifically having trouble walking (68%). In addition, many riders with a disability report having a visual impairment (25%) or mental health issues (11%).

Table 21a: Presence of and Type of Disability
(Multiple Responses Allowed)

Responses	2007 Total (n=1,811)	2002 Total (n=1,276)	2000 Total (n=1,117)
Have a Disability	74%	70%	68%
Description of Disability	(n=1,317)	(n=887)	(n=762)
Mobility (difficulty walking)	68%	59%	64%
Visual impairment	25	16	16
Mental health*	11	-	-
Hearing impairment	8	2	2
Mentally impaired/developmental/ Mental retardation*	6	8	4
Heart problems	3	4	-
Difficulty breathing	2	3	-
Arthritis	1	-	-
Diabetes*	1	2	2
Back problems	1	2	-
Dialysis*	1	1	1
Epilepsy*	1	-	1
Other/DK	6%	11%	11%

*Q23-24: Do you have a disability? Which of the following categories best describes your disability? *Response was volunteered by respondent, recorded as “other” and then coded in data processing.*

Phoenix and East Valley DAR users were significantly more likely than riders who use other providers to report a disability (83% and 82% compared to a range of 48% to 75% for other providers). SCAT and Surprise DAR users are significantly less likely than riders using all other systems to report a disability (49% and 48%).

Table 21b: Presence of and Type of Disability – by DAR Provider
(Multiple Responses Allowed)

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Have Disability	74%	82%	75%	63%	67%	60%	83%	49%	48%
Description of Disability	(n=1,317)	(n=678)	(n=8)	(n=124)	(n=126)	(n=62)	(n=245)	(n=49)	(n=25)
Mobility difficulty walking)	68%	68%	38%	75%	71%	67%	71%	57%	48%
Visual impairment	25	23	13	21	28	24	30	31	20
Mental health	11	10	-	9	11	7	16	8	20
Hearing impairment	8	8	13	8	15	3	8	6	4
Mentally impaired/developmental/mental retardation	6	7	38	6	6	8	4	2	4
Heart problems	3	3	-	2	5	7	2	-	8
Difficulty breathing	2	2	-	-	2	3	2	4	4
Epilepsy/seizures	1	1	-	-	-	3	1	-	4
Arthritis	1	2	-	-	1	-	1	-	-
Diabetes	1	1	-	2	1	2	-	2	4
Back problems	1	1	-	-	1	-	-	2	-
Dialysis	1	-	-	2	2	5	-	-	-
Other impairment/DK	6%	6%	-	1%	7%	13%	2%	14%	-

East Valley riders in Mesa and Gilbert were most likely to report a disability (89% and 85% compared to 75% to 82% of riders from other cities).

Table 21c: Presence of and Type of Disability– EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scotts (n=201)	Tempe (n=150)
Have a Disability	82%	82%	85%	89%	75%	77%
Description of Disability	(n=678)	(n=79)	(n=72)	(n=264)	(n=149)	(n=114)
Mobility (difficulty walking)	68%	70%	60%	72%	68%	66%
Visual impairment	23	23	14	28	22	20
Mental health	10	6	13	6	9	18
Hearing impairment	8	9	6	11	5	5
Mentally impaired /developmental/ mental retardation	7	4	11	6	6	6
Heart problems	3	3	1	4	3	4
Difficulty breathing	2	-	1	-	4	3
Epilepsy/seizures	1	-	3	1	1	1
Arthritis	2	4	1	3	-	2
Diabetes	1	-	1	1	1	1
Back problems	1	-	-	3	-	1
Other impairment/DK	6%	8%	11%	3%	8%	4%

In general, males and riders under the age of 55 are significantly more likely than their comparative groups to report a disability (81% males vs. 72% of women; 89% under age 55 vs. 65% of riders ages 75 or older).

2. Disability Aids

As in the past, riders were most likely to report that they use crutches, a walker or cane (38%) or a wheelchair or scooter (19%). One in fourteen riders (7%) indicated they use the services of a personal care attendant.

Table 22a: Disability Aids
(Multiple Responses Allowed)

Disability Aids	2007 Total (n=1,811)	2002 Total (n=1276)	2000 Total (n=1117)
Crutches/walker/cane	38%	33%	32%
Wheelchair/scooter	23	22	19
Personal care attendant	7	6	6
Service animal	1	1	1
Other	2	1	1
None mentioned	47%	37%	37%

Q25: Do you use any of the following?

Riders who utilize Maricopa County STS, Phoenix DAR, and East Valley DAR were most likely to list the need for crutches, walker or a cane (45%, 43% and 41% respectively), while an additional one-fourth of the riders using Phoenix and East Valley DAR services cite the need for a wheelchair or scooter (27% and 26%).

Table 22b: Disability Aids – By DAR Provider
(Multiple Responses Allowed)

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Crutches/walker/cane	38%	40%	42%	35%	45%	24%	43%	27%	21%
Wheelchair/scooter	23	26	17	21	20	18	27	13	17
Personal care attendant	7	7	8	8	4	5	10	1	2
Service animal	1	1	-	1	2	1	1	-	2
Other	1	1	8	2	3	1	3	-	-
None mentioned	48%	43%	58%	55%	47%	69%	38%	64%	71%

Two out of three riders in the East Valley report using either a mobility aid such as a cane, walker or crutches or a wheelchair or scooter (66%). Riders in Mesa were significantly more likely than riders from Gilbert or Scottsdale to say they use crutches, a walker or cane, (46% compared to 34% and 37%). Chandler riders were more likely than Scottsdale or Tempe riders to report the need for a wheelchair or scooter (30% for both compared to 18% and 21% respectively).

Table 22c: Disability Aids – EV Cities
(Multiple Responses Allowed)

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scottsdale (n=201)	Tempe (n=150)
Crutches/walker/cane	40%	37%	34%	46%	37%	40%
Wheelchair/scooter	26	30	29	30	18	21
Personal care attendant	7	8	6	9	6	5
Service animal	1	2	-	-	1	2
Other	1	1	1	1	-	1
None mentioned	43%	43%	44%	36%	52%	45%

Overall, riders most likely to use crutches, walker or a cane were:

- Riders over age 55 (45% compared to 22% for those younger).
- Riders who report a having a disability (45% compared to 20% for those who do not).
- Riders who are unemployed (42% vs. 16% for employed riders)

Riders most likely to use a wheelchair or scooter:

- Riders who report having a disability (30% compared to 4% for those who do not).
- Male riders (30% vs. 21% of females).
- Riders between the ages of 55 and 74 (29% compared to 24% for those younger and 19% for those older)
- Riders who are not employed (24% vs. 17% for employed riders)

B. Other Types of Transportation Available

When asked about other types of transportation assistance available to them in addition to Dial-a-Rides services, most riders were unable to offer any options (69% “none” or “don’t know”). As in the past, riders were most likely to be familiar with the alternatives of taking a taxi or riding the city bus (14% and 5%).

Table 23a: Transportation Assistance Options
(Multiple Responses Allowed)

Response	2007 Total (n=1,811)	2002 Total (n=1,276)	2000 Total (n=1,117)
Voucher programs/taxi	14%	10%	22%*
City/regular buses	5	7	12
Maricopa STS	2	1	-
Insurance company	2	1	-
Family member/friend	2	3	9
Senior center vans	2	2	4
Reserve a ride	2	2	-
Community/apt. van	1	-	-
AAA	1	-	-
Other (<1% consensus)	10%	4%	4%
Don't know/None	69%	72%	46%

*Q26: What other types of transportation assistance options have you used or are you aware of? *Includes mentions of Cab Connection.*

East Valley DAR users were significantly more likely than riders using other providers to list taxis/voucher programs as their alternative to DAR service (20% vs. 3% to 17% of riders using other systems).

Table 23b: Transportation Assistance Options – By DAR Provider
(Multiple Responses Allowed)

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Voucher programs/taxi	14%	20%	17%	9%	11%	6%	11%	3%	8%
City/regular buses	5	5	-	7	6	3	4	2	-
Maricopa Special Transp. Service	2	2	-	1	2	4	1	7	2
Insurance company	2	3	8	3	3	-	2	-	-
Family member/friend	2	2	-	3	5	-	1	2	-
Senior center vans	2	2	-	1	3	1	1	3	2
Reserve a ride	2	-	-	1	1	-	11	-	-
Community/apt. van	1	1	-	1	1	2	1	-	-
AAA	1	1	-	1	1	-	1	-	-
Other (<1% consensus)	10%	9%	1%	8%	8%	11%	8%	3%	-
Don't know	69%	65%	67%	76%	64%	80%	67%	83%	87%

Riders in Scottsdale had a higher familiarity and awareness of taxis/voucher programs as DAR alternatives than riders from other East Valley cities (38% vs. 9% to 18% of other riders).

Table 23c: Transportation Assistance Options – EV Cities
(Multiple Responses Allowed)

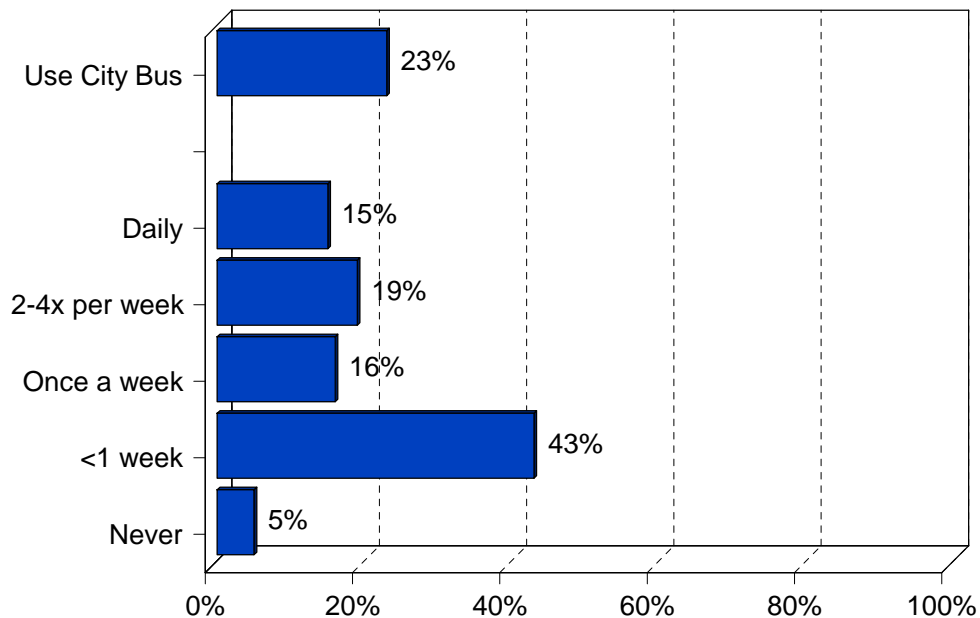
Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scottsdale (n=201)	Tempe (n=150)
Voucher programs/taxi	20%	10%	9%	18%	38%	13%
City/regular buses	5	5	2	4	6	8
Maricopa Special Transp. Service	2	4	5	2	1	2
Insurance company	3	5	-	3	1	5
Family member/friend	2	5	-	2	1	3
Senior center vans	2	4	-	2	1	1
Reserve a ride	-	-	-	-	1	-
Community/apt. van	1	1	-	2	1	-
AAA	1	1	-	1	-	1
Other (<1% consensus)	9%	11%	6%	11%	5%	11%
Don't know	65	68	81	65	56	65

C. City Buses

1. Use of City Buses

Almost one fourth of all riders say they use the Valley Metro city bus service (23%). Comparable data from previous years is not available because of a wording change from “access to fixed route service” to “use of city bus service.” **Among those who ride the bus, more than two in five indicated they ride the bus less than once a week (43%).**

Use & Frequency of City Buses



Total Sample 2007 n=1,811

Riders reporting the highest usage of city buses are from the Glendale, Phoenix and East Valley DAR systems (36% 35% and 22% respectively). Maricopa County STS riders were more likely than riders from other systems to report “daily” usage of the city buses (32%).

Table 24a: Use & Frequency of City Buses – By DAR Provider

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=93)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
Use bus service	23%	22%	8%	36%	10%	16%	35%	14%	12%
Frequency	(n=421)	(n=186)	(n=1)	(n=74)	(n=19)	(n=16)	(n=105)	(n=14)	(n=6)
Daily	15%	17%	100%	12%	32%	6%	12%	-	17%
2-4 days a week	19	16	-	16	11	6	29	14	33
Once a week	16	13	-	26	11	19	14	14	-
<1x per week	43	45	-	41	42	63	37	43	50
Never	5	5	-	4	5	6	5	14	-
DK/NA	3	3	-	1	-	-	3	14	-

Q27-28: Do you use the Valley Metro regular city bus service (that is, the larger buses that travel on set routes on a set schedule?)

Tempe riders were significantly more likely than all others East Valley riders to indicate they use city bus service in addition to DAR services (35%). In addition, Tempe and Scottsdale riders were more likely than other East Valley riders to say they use bus service daily (28% and 22% vs. 4% to 17%)

Table 24b: Use & Frequency of City Buses – EV Cities

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scottsdale (n=201)	Tempe (n=150)
Use bus service	22%	18%	10%	19%	25%	35%
Frequency	(n=186)	(n=18)	(n=9)	(n=56)	(n=50)	(n=53)
Daily	17%	17%	11%	4%	22%	28%
2-4 days a week	16	22	11	9	26	13
Once a week	13	6	11	16	12	15
<1x per week	45	39	56	59	36	40
Never	5	6	11	7	2	4
DK/NA	3	11	-	5	2	-

Overall, riders most likely to reporting using the city bus are employed (39% vs. 21%), males (33% compared to 20% for females) and those under the age of 75 (31% compared to 13% for those older).

2. *Reasons for Not Riding the Bus*

The primary reasons DAR users do not use the city bus were either because it is too far to walk to the bus stop (28%; see Table 25a) or they use a wheelchair (16%). An additional one in six riders believes that there is not any bus service near their home (16%).

Riders most likely to indicate it is too far to walk to bus stops were:

- Glendale, Phoenix and East Valley DAR users (32%, 32% and 31%).
- Riders who make less than \$40,000 (32% vs. 11% for those with higher incomes)
- Riders with a disability (30% compared to 21% for those who do not)
- Female riders (30% vs. 21% for males).
- Riders over the age of 55 (30% compared to 20% for those younger)

Riders most likely to indicate they do not use the city bus because they use a wheelchair were:

- Riders from the East Valley and Phoenix (20% and 18% compared to a range of 7% to 10% for other cities).
- Riders who are unemployed (17% compared to 10% for those who are employed).
- Riders who have used DAR in the last month (18% vs. 13% for those who rode more than a month ago).

Riders most likely to indicate there are no buses where they live:

- Surprise (69%), El Mirage (50%), Sun City (39%), Peoria (30%) and Maricopa County STS (28%) users compared to 5% to 8% of Phoenix, Glendale and East Valley DAR users.
- Riders who make more than \$40,000 per year (24% compared to 14% for those who make less).
- Riders who do not have a disability (25% compared to 13% for those who report having a disability).

Table 25a: Reasons for Not Riding the Bus

Reasons	2007** Total (n=1,163)	2002 Total (n=338)	2000 Total (n=284)
Perception			
Too far to walk	28%	22%	26%
No buses where I live	16	-	-
Don't know routes/afraid to ride	9	11	7
Doesn't go where I need to go	5	3	6
Takes too long/too many transfers	2	7	5
Too dangerous	2	-	-
Don't like the bus	1	1	2
Don't want to wait/too hot/too cold	1	1	6
Cost too much	1	-	-
Health Related			
Use a wheelchair	16%	-	-
Have visual impairment	9	4	-
Because of disability (general)	9	4	-
Can't get on/off bus without assistance	6	5	14
Can't use/mental impairment	4	3	-
Can't stand on bus/at bus stop	1	2	-
Too old	1	-	-
Dizziness/balance problems	1	-	-
Arthritis/back problems	1	-	-
Breathing trouble	1	-	-
Heart problems/stroke	1	-	-
Other Options			
No need to/friend or family help	6%	6%	11%
Like Dial-a-Ride better	6	10	6
I have a car	3	9	8
Use van/services provided	1	2	-
Other*	8%	11%	10%
Don't know	2	9	2

Q29: Why don't you ride the bus? (Among those who indicated they do not ride the bus)

*Other equals <1% consensus

**Note: Question was changed in 2007 and was asked of all riders who indicated they do not use the city bus. In past years the question was only asked of riders who had access to a city bus but said they had never ridden.

Table 25b: Reasons for Not Riding the Bus – By DAR Providers

(Among those with access, but have never ridden)

(Multiple Responses Allowed)

Response	Total (n=1,163)	EV (n=539)	El Mir (n=10)	Glen (n=108)	MCSTS (n=138)	Peoria (n=77)	Phx (n=173)	SCAT (n=78)	Surp (n=39)
Perception									
Too far to walk	28%	31%	10%	32%	24%	16%	32%	21%	10%
No buses where I live	16	8	50	7	28	30	5	39	69
Don't know routes/afraid to ride	9	9	10	9	10	10	8	12	3
Doesn't go where I need to go	5	5	10	7	5	3	5	5	-
Takes too long/too many transfers	2	2	-	2	2	1	2	1	-
Too dangerous	2	1	-	4	2	1	4	1	-
Don't like the bus	1	1	-	2	-	1	1	1	-
Don't want to wait/too hot/too cold	1	1	-	3	1	-	1	3	-
Cost too much	1	1	-	2	2	-	-	-	-
Health Related									
Use a wheelchair	16%	20%	10%	15%	8%	10%	18%	9%	8%
Have visual impairment	9	9	-	8	9	4	13	10	8
Because of disability (general)	9	11	-	7	5	8	16	4	-
Can't get on/off bus without assistance	6	8	-	5	4	5	8	1	-
Can't use/mental impairment	4	6	10	3	2	4	4	-	-
Can't stand on bus/at bus stop	1	1	-	1	2	1	1	1	-
Too old	1	2	-	1	2	-	2	1	-
Dizziness/balance problems	1	2	-	1	1	-	1	-	1
Arthritis/back problems	1	1	-	2	1	1	1	1	-
Breathing trouble	1	1	-	2	1	-	2	-	-
Heart problems/stroke	1	1	-	1	1	-	-	1	-
Other Options									
No need to/friend or family help	6%	4%	-	7%	9%	12%	3%	18%	5%
Like Dial-a-Ride better	6	7	10	7	3	10	6	1	3
I have a car	3	2	-	4	4	7	3	5	10
Use van/services provided	1	1	10	2	1	-	-	-	-
Other*	8	7	-	13	6	6	13	4	8
Don't know	2	2	-	3	1	-	2	4	-

*Other equals <1% consensus

Mesa riders were significantly more likely than other EV riders to indicate the reason they do not ride the bus is because it is too far to the nearest bus stop (40% compared to a range of 22% to 31% for riders from other cities).

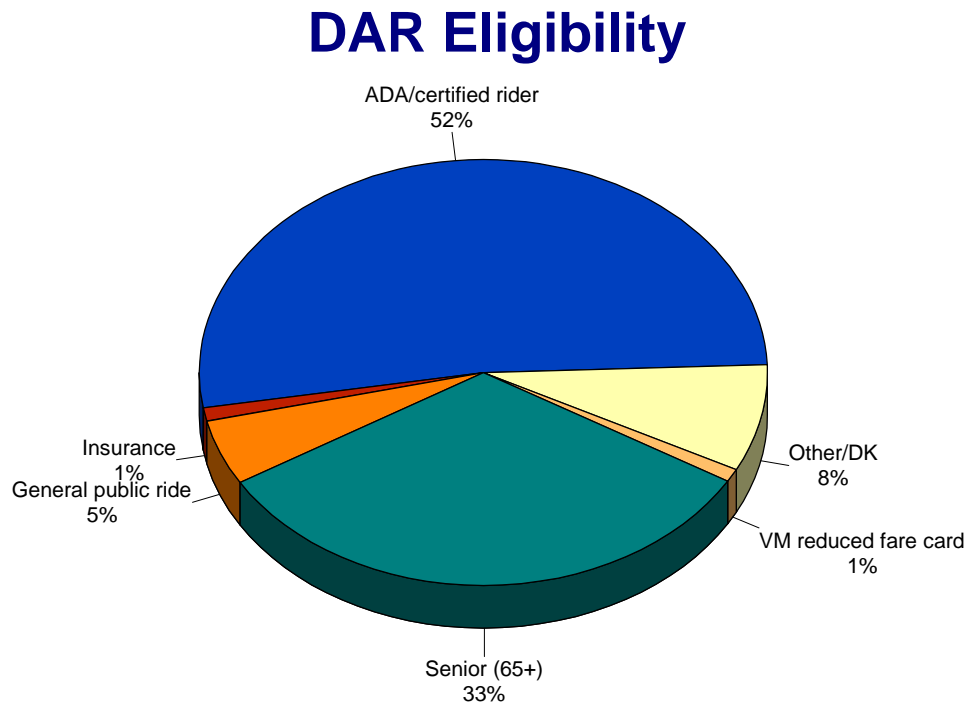
Table 25c: Reasons for Not Riding the Bus – EV Cities
(Multiple Responses Allowed)

Response	EV Total (n=539)	Chand (n=69)	Gilbert (n=55)	Mesa (n=210)	Scotts (n=123)	Tempe (n=82)
Perception						
Too far to walk	31%	28%	31%	40%	22%	26%
No buses where I live	8	10	11	10	6	4
Don't know routes/afraid to ride	9	6	9	8	12	11
Doesn't go where I need to go	5	3	6	4	9	5
Takes too long/too many transfers	2	1	-	1	3	4
Too dangerous	1	4	-	1	1	2
Don't like the bus	1	-	-	1	1	2
Don't want to wait/too hot/too cold	1	1	-	1	2	1
Cost too much	1	1	2	1	1	-
Health Related						
Use a wheelchair	20%	23%	24%	20%	17%	20%
Have visual impairment	9	4	6	13	9	7
Because of disability (general)	11	13	9	10	11	10
Can't get on/off bus without assistance	8	6	4	11	7	7
Can't use/mental impairment	6	7	9	7	4	5
Can't stand on bus/at bus stop	1	1	-	1	3	-
Too old	2	1	-	1	3	1
Dizziness/balance problems	2	-	-	2	1	4
Arthritis/back problems	1	1	-	1	2	-
Breathing trouble	1	1	-	1	1	-
Heart problems/stroke	1	-	-	1	1	4
Other Options						
No need to/friend or family help	4%	1%	6%	4%	8%	1%
Like Dial-a-Ride better	7	4	6	5	9	13
I have a car	2	3	6	-	3	4
Use van/services provided	1	1	-	1	2	-
Other*	7%	4%	11%	6%	9%	7%
Don't know	2	3	-	-	4	4

*Other equals <1% consensus

D. DAR Eligibility

More than half of all riders surveyed indicated they use Dial-a-Ride service because of their ADA certification (52%). An additional 33% are able to use DAR services because they are seniors (over age 65). Only 5% ride as members of the general public.



Total Sample 2007 n=1,811

Phoenix and East Valley DAR users were significantly more likely than other riders to mention ADA eligibility (68% and 67%). Surprise DAR users were significantly more likely than other riders to say they ride as members of the general public (27% compared to only 5% for all riders).

Sun City (SCAT) users were most likely to mention utilizing DAR service due to their senior status (68%). In general, riders using services in the West Valley were more likely to state senior status compared to East Valley or Phoenix DAR users (47% for Maricopa County, 44% for Peoria, 40% for Surprise, and 36% for Glendale vs. 27% for Phoenix and 25% for the East Valley).

Table 26a: DAR Eligibility

Response	Total (n=1,811)	EV (n=844)	El Mir (n=12)	Glen (n=204)	MCSTS (n=193)	Peoria (n=103)	Phx (n=301)	SCAT (n=102)	Surp (n=52)
ADA eligible/ cert. rider	52%	67%	8%	35%	24%	30%	68%	11%	21%
Senior (65+)	33	25	50	36	47	44	27	68	40
General public ride	5	2	88	15	5	12	1	8	27
VM Reduced Fare Cardholder	2	2	8	1	2	3	2	-	-
Insurance Co.	1	-	-	1	1	1	1	-	-
Social Security	-	-	-	-	1	-	-	-	-
Asst. to disabled person	-	-	-	1	-	-	-	-	-
Other	1	1	-	2	3	1	-	-	2
Not sure	8	5	25	12	18	10	3	14	10

Q19: Under what type of eligibility do you use Dial-a-Ride?

Mesa, Gilbert and Chandler riders were significantly more likely than Scottsdale or Tempe riders to reference ADA certification (79%, 73%, and 69% compared to 53% for both), while Scottsdale and Tempe riders are significantly more likely to say they ride because of their senior status (39% and 30% compared to an average of 25% for all EV cities).

Table 26b: DAR Eligibility

Response	EV Total (n=844)	Chandler (n=101)	Gilbert (n=89)	Mesa (n=303)	Scottsdale (n=201)	Tempe (n=150)
ADA eligible/cert. rider	67%	69%	73%	79%	53%	53%
Senior (65+)	25	23	18	16	39	30
General public ride	2	2	2	-	2	3
VM Reduced Fare	2	-	1	1	1	4
Cardholder						
Insurance Co.	-	1	-	-	1	1
Social Security	-	-	-	-	1	-
Asst. to disabled person	-	-	-	-	1	-
Other	1	-	1	1	1	-
Not sure	5	5	6	4	4	9