

Pomona Valley  
Transportation  
Authority

A partnership of the cities of Claremont, La Verne, Pomona and San Dimas

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April 12, 2023

**AGENDA  
ITEM #6**

**MEMORANDUM**

**To:** Pomona Valley Transportation Authority

**From:** Diana Mendez, Mobility Manager

**Subject:** 2022 Pomona Valley Transportation Authority Rider Satisfaction Survey

**Background**

A satisfaction survey is conducted annually for PVRTA services. Frequent riders and stakeholders are contacted to complete a phone survey or are mailed a paper survey. The 2022 incorporated a digital (paperless) survey. PVRTA hired the firm Great Blue Research to assist with the digital survey process. Great Blue was also recently hired by Access services to implement a digital survey process. Those who completed the survey were offered an incentive to be entered in a drawing with the chance to win a \$25.00 gift card.

**2022 Survey Distribution Methods**

- Cold Call phone survey to frequent riders.
- Mailed surveys
- Digital survey via text message
- Digital survey via email
- Digital survey via posted QR code in vehicles and in locations frequently visited by PVRTA passengers.
- PVRTA Website included a survey link
- Social media accounts announced the survey.

**Emails** - Emails were sent out to all emails made available by passengers during the registration process as well as stakeholders from frequently visited destinations.

**Text Messages** - A list of frequent riders was submitted to Great Blue to filter out the cell phone numbers from the landlines.

The text message that went out read:

*"Pomona Valley Transportation Authority (PVRTA) is reviewing how it provides services. Your input will help us make improvements to serve your needs better."*

### Response Summary

Surveys are usually done by Mobility Managers on a smaller scale. Normally 10 frequented locations are called (dialysis centers, senior centers, etc..) and about 20-30 individuals that are frequent riders. Great Blue was able to help us reach more people by sending the survey via text to 1300 frequent riders. Of the 1300 text messages sent out, PVRTA received 105 responses. Mobility Managers called 70 and were able to complete 35 surveys over the phone.

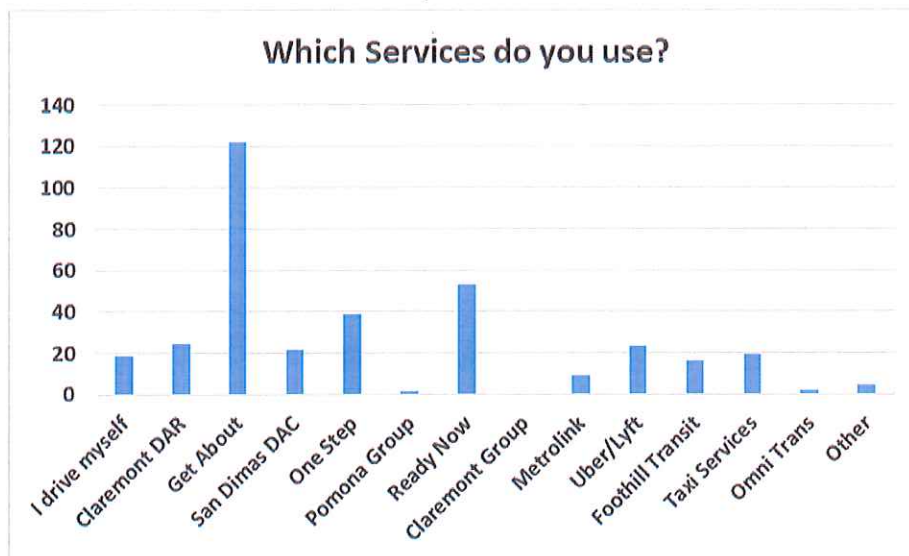
The general response was overwhelmingly positive. The survey showed that of the responses 92% reported using Get About and of those riders 75% reported a "good" or "excellent" experience.

### Survey Result Summary

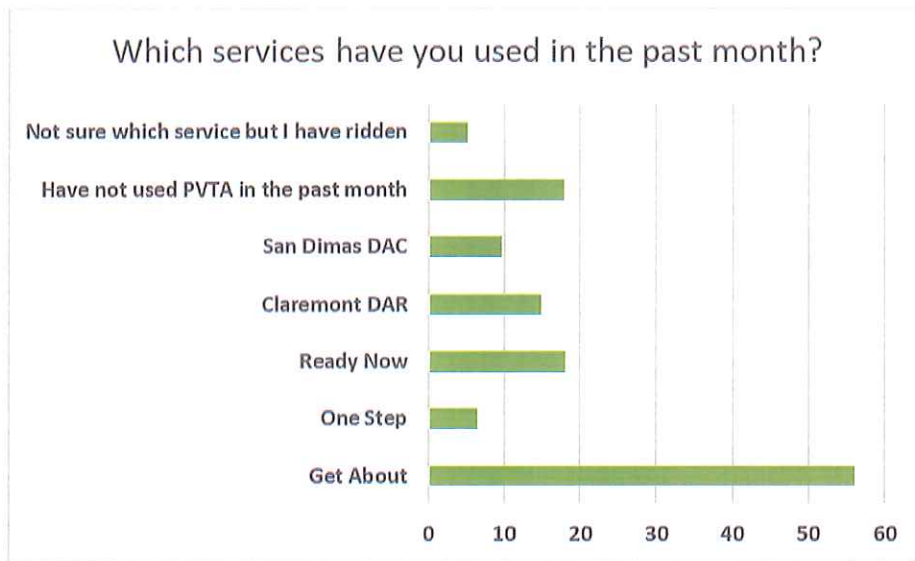
From the survey we learned that generally our passengers are of a lower income senior population that are not able to access other forms of transportation due to their disabilities and require a more specialized curbside pick up. Because they are of lower income most of our passengers are opting to use the most affordable option being the Get About service that is only \$1.00. Etc ..... What else did we learn ?

### Survey Result details

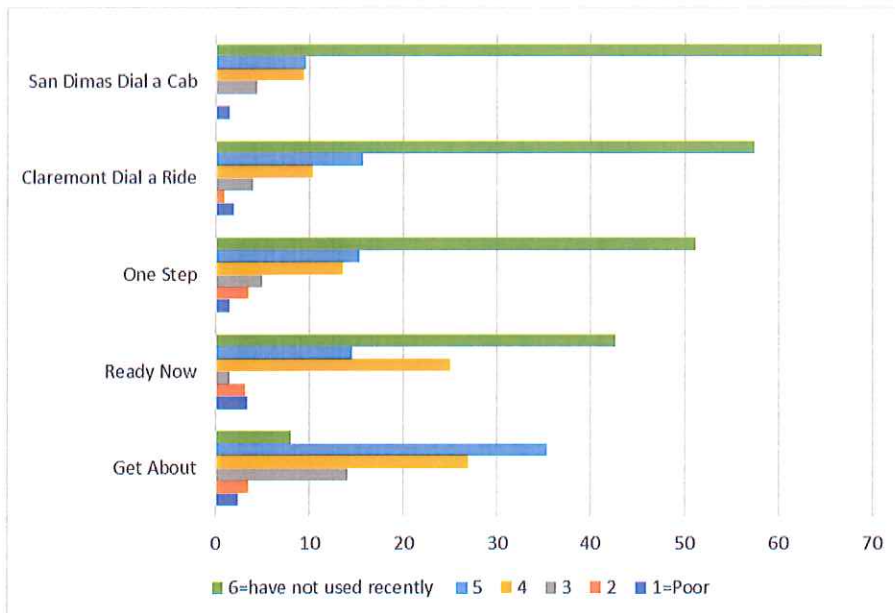
**Question 1:** Which transportation services do you use? A majority of the responses favored Get About Services above all other options.



**Question 2:** Thinking about PVRTA services, which have you used in the past month?



**Question 3:** How would you rate the PVRTA service you most recently used?



**Question 4:**

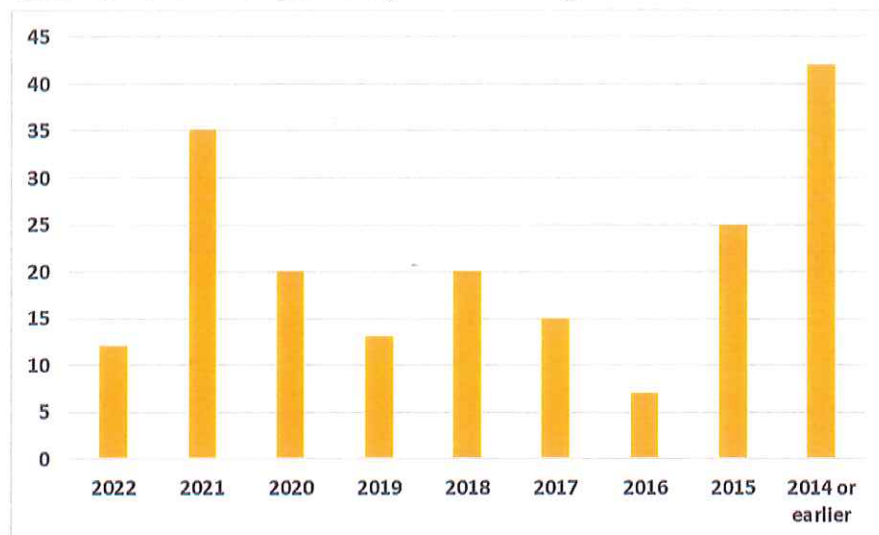
Why do you ride PVRTA Services?	Total
Less expensive than driving, low fares	32
I choose it instead of Access for some trips	8
I don't drive	37
To avoid driving at night or in bad weather	8
PVRTA vehicles come to my door	33
I don't always have a vehicle available	12

It goes to where I need to go	28
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**Question 5:**

For what Purpose do you use PVTA services?	Total
To get to/from work	3
To get to/from school	3
To get to/from medical or health appointments	55
To go shopping	48
For recreation	38
Other	4

**Question 6:** In what year did you start riding PVTA?



**Question 7:** Compared to a year ago, what best describes your frequency of using PVTA services?

Frequency	Total
Riding more than a year ago	38.80%
Riding less than a year ago	22.12%
Riding the same amount	29.65%
I wasn't riding a year ago	9.44%

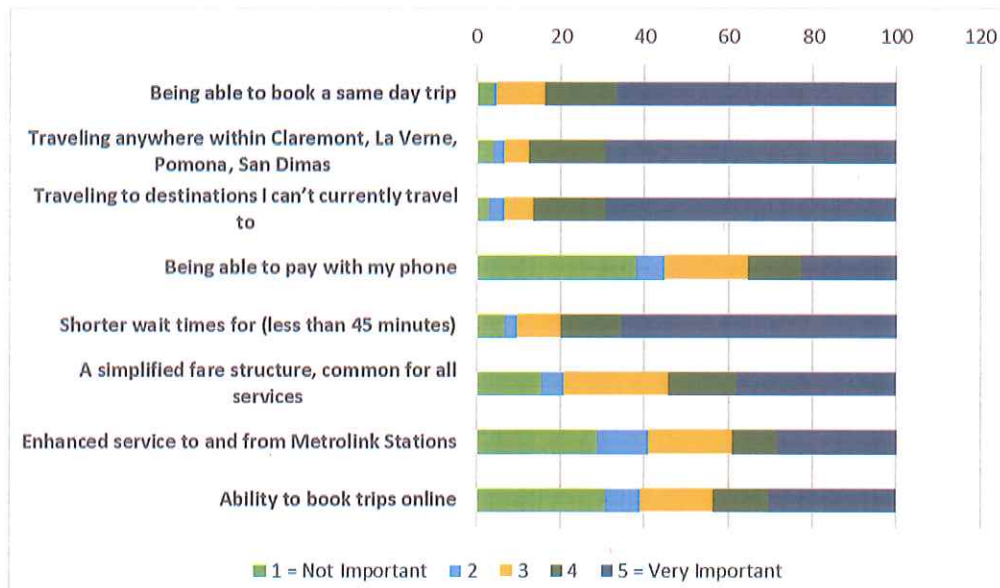
**Question 8:** During the past week, how many days have you ridden a PVTA service?

During the past week, how many days have you ridden a PVTA service?	Total
1	42%
2	16%
3	13%
4	8%
5	11%
6	6%
7	2%
First time riding PVTA	2%

**Question 9:** Where do you get your information about PVTA services?

Where do you get your information about PVTA services?	Total
Schedules, Brochures and Flyers	30
Bus stop signs or transit center	4
Ask Driver	22
Transit agency website	16
Friends and family	24
Smartphone App	2
Call dispatch and transit services	40
Google Maps / Google Transit	2
Facebook/social media	1

**Question 10:** If PVTA were able to make any of the following improvements, which would be the most important to you personally?



**Question 11:** In what city do you live?

City	Percent
Claremont	14%
La Verne	12%
Pomona	44%
San Dimas	11%
Other	19%

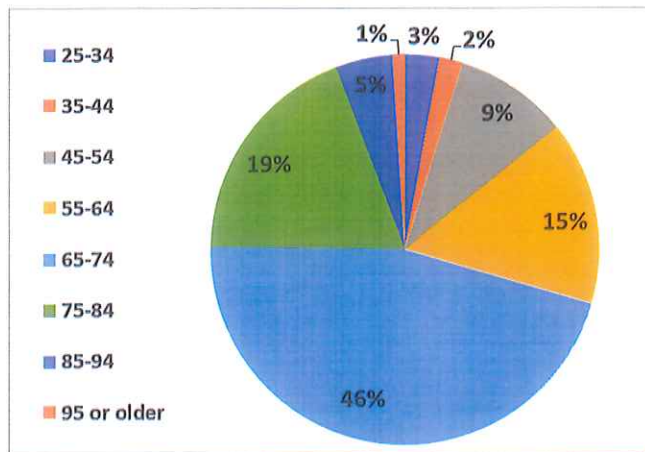
**Question 12:** Do you have a driver's license?

Do you have a driver's license	Total
yes	57%
no	43%

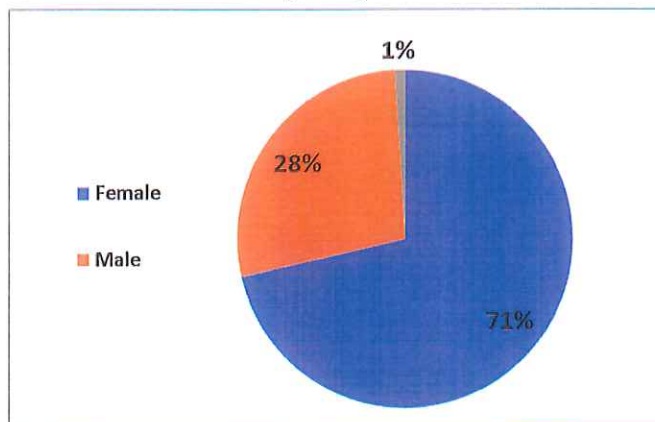
**Question 13:** Do you own a car?

Do you own a car?	Total
Yes	33%
No	67%

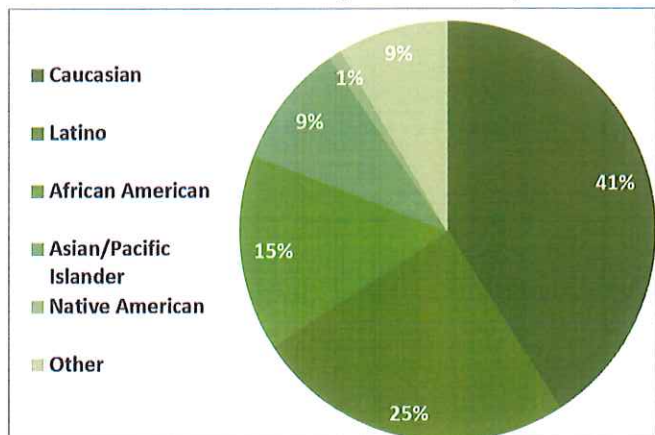
**Question 14:** How old are you?



Question 15: What is your gender?



Question 16: How would you describe your ethnicity or race?



Question 17:

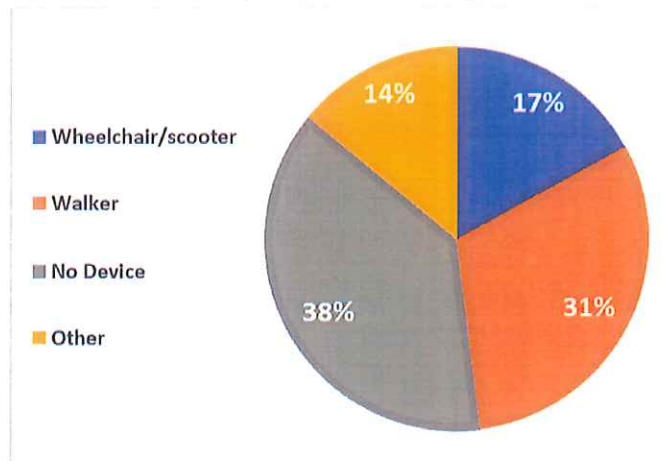
What is the primary language you speak at home?	Total
English	90%

Spanish	19%
Other	1%

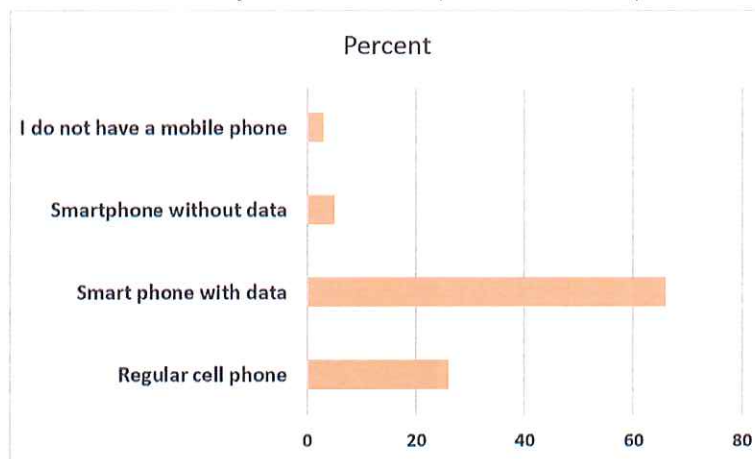
**Question 18:** Do you have a Los Angeles Access rider ID card?

Do you have a Los Angeles Rider ID card?	Total
Yes	34%
No	40%
Don't know/Unsure	26%

**Question 19:** Do you use a mobility device?



**Question 20:** Do you have a cell phone or smartphone?



**Question 21:** Which of the following describes your employment status?

Which of the following describes your employment status? Percent

Employed full time	10%
Not employed	31%
Employed part time	3%
Retired	56%

**Question 22:** What is your approximate annual household income?

