



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2014 Preliminary Results
Washington DC Region
Regional TDM Marketing Group
December 16, 2014

We'll get you home. Guaranteed.

Survey - Online

Commuter Connections GRH Satisfaction Survey

We'd like to know how you feel about our program. Please take a moment to complete this survey. Your response is greatly appreciated.

How would you rate the service you received from our GRH trip reservation staff?

- Poor
- Fair
- Good
- Excellent

How would you rate the taxi or rental car service?

- Poor
- Fair
- Good
- Excellent

How would you rate our response time?

- Poor
- Fair
- Good
- Excellent

Overall how would you rate our GRH service?

- Poor
- Fair
- Good
- Excellent





Approximately how many minutes did you wait until receiving your ride?

What was the reason for your GRH trip?

- Sick Child
- Personal Illness
- Unscheduled Overtime
- Other Emergency

Please Provide us with any comments about your GRH experience.

Do you consider your comments to be a: (check all that apply)

- Compliment 
- Suggestion 
- Complaint 
- General Comment 

Do your comments refer to: (check all that apply)

- Taxi or Rental Car Service
- Overall Service
- Reservation Staff
- Response Time

Survey Card

Thank you for using Guaranteed Ride Home (GRH). We'd like to know how you feel about our program.

Please take a moment to complete this card and drop it in the mail. Your response is greatly appreciated.

- | | Poor | Fair | Good | Excellent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip reservations staff? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6. What was the reason for your GRH trip?
<input type="checkbox"/> Sick Child <input type="checkbox"/> Overtime
<input type="checkbox"/> Personal Illness <input type="checkbox"/> Other Emergency |
| 2. How would you rate the taxi or rental car service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 7. Your name: (optional) |
| 3. How would you rate our response time? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8. Comments: _____

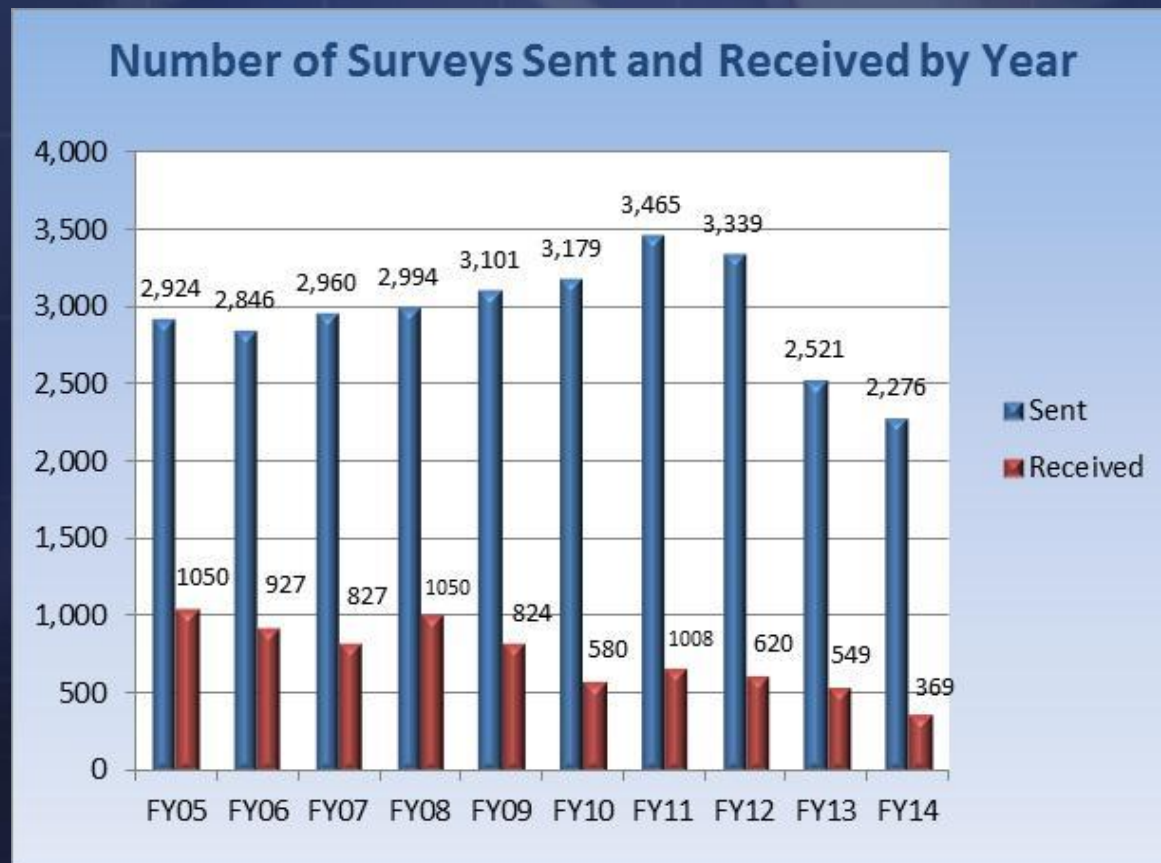
_____ |
| 4. Overall, how would you rate our GRH service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5. Approximately how many minutes did you wait until receiving your ride? | | | | _____ minutes | |

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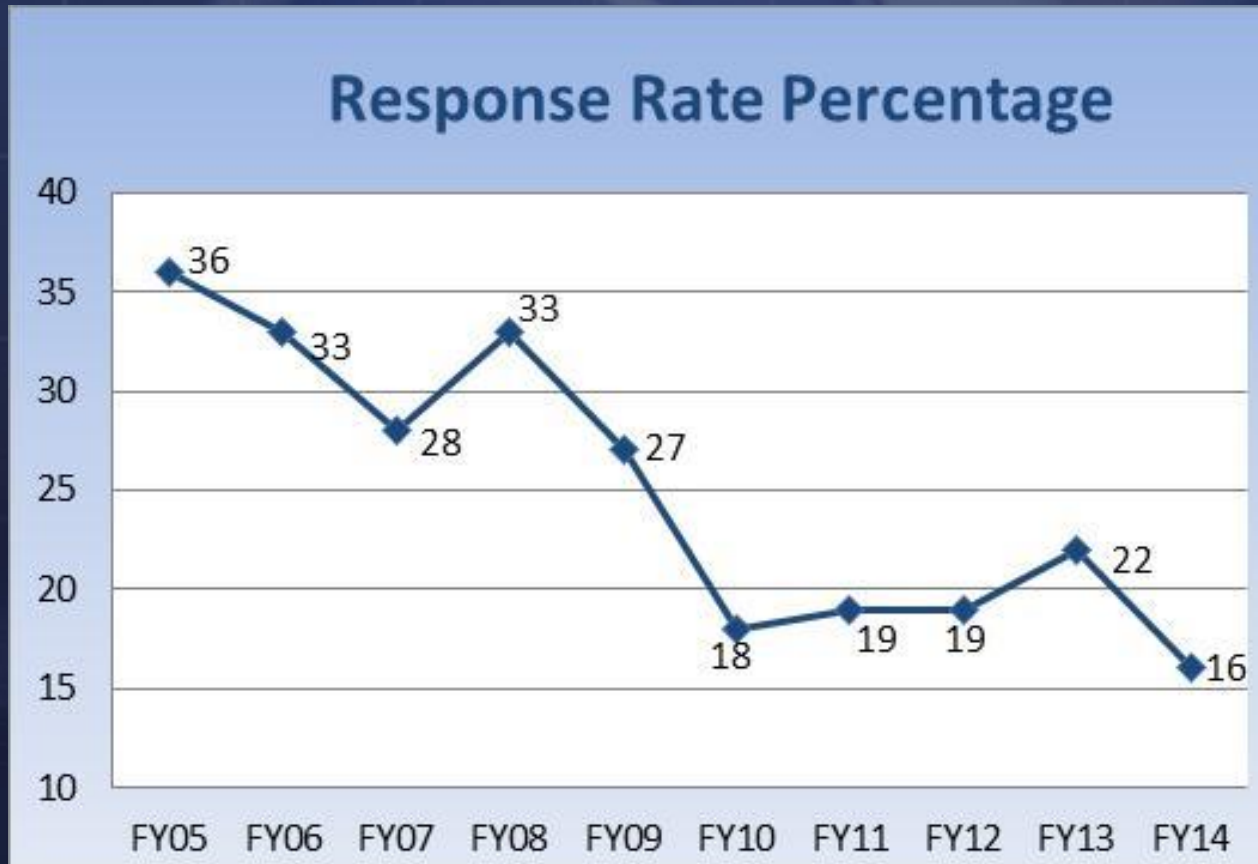


We'll get you home. Guaranteed.

Survey Response Rate

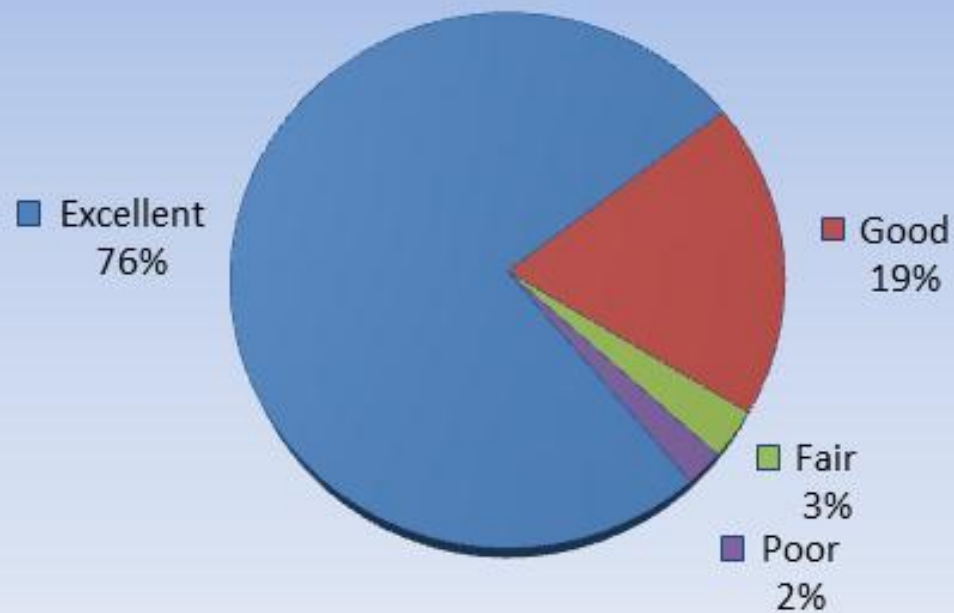


Survey Response Rate

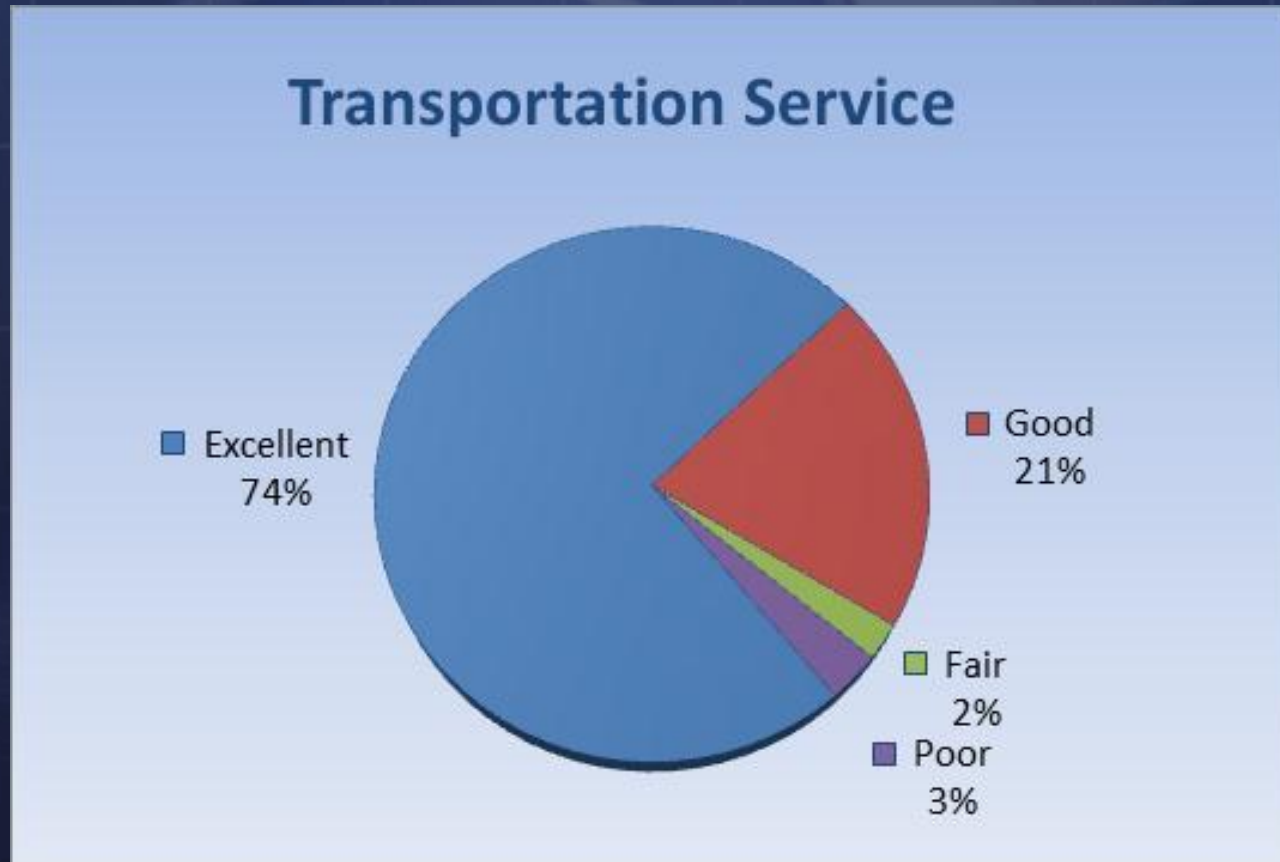


Reservations Staff

GRH Trip Reservations Staff



Transportation Service

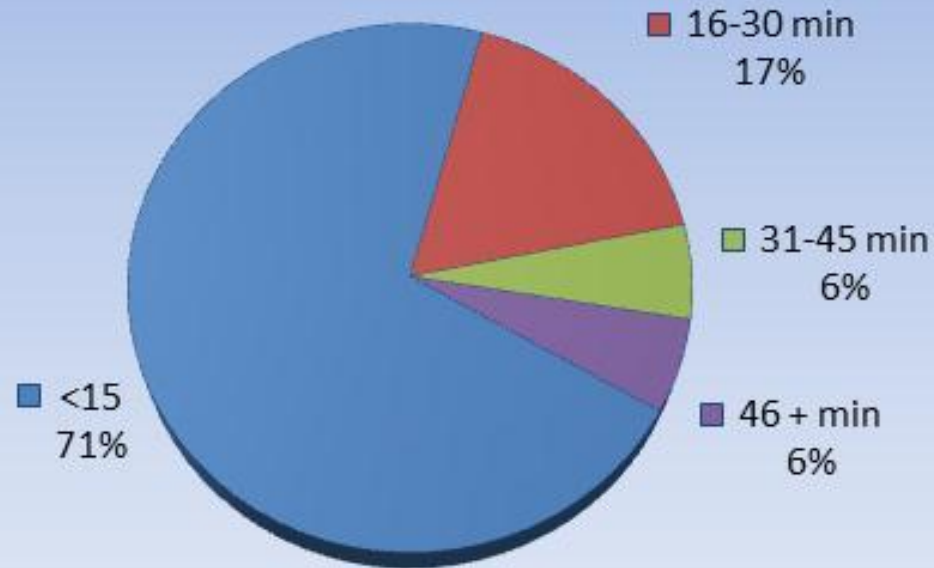


Response Time Rating



Response Time Minutes

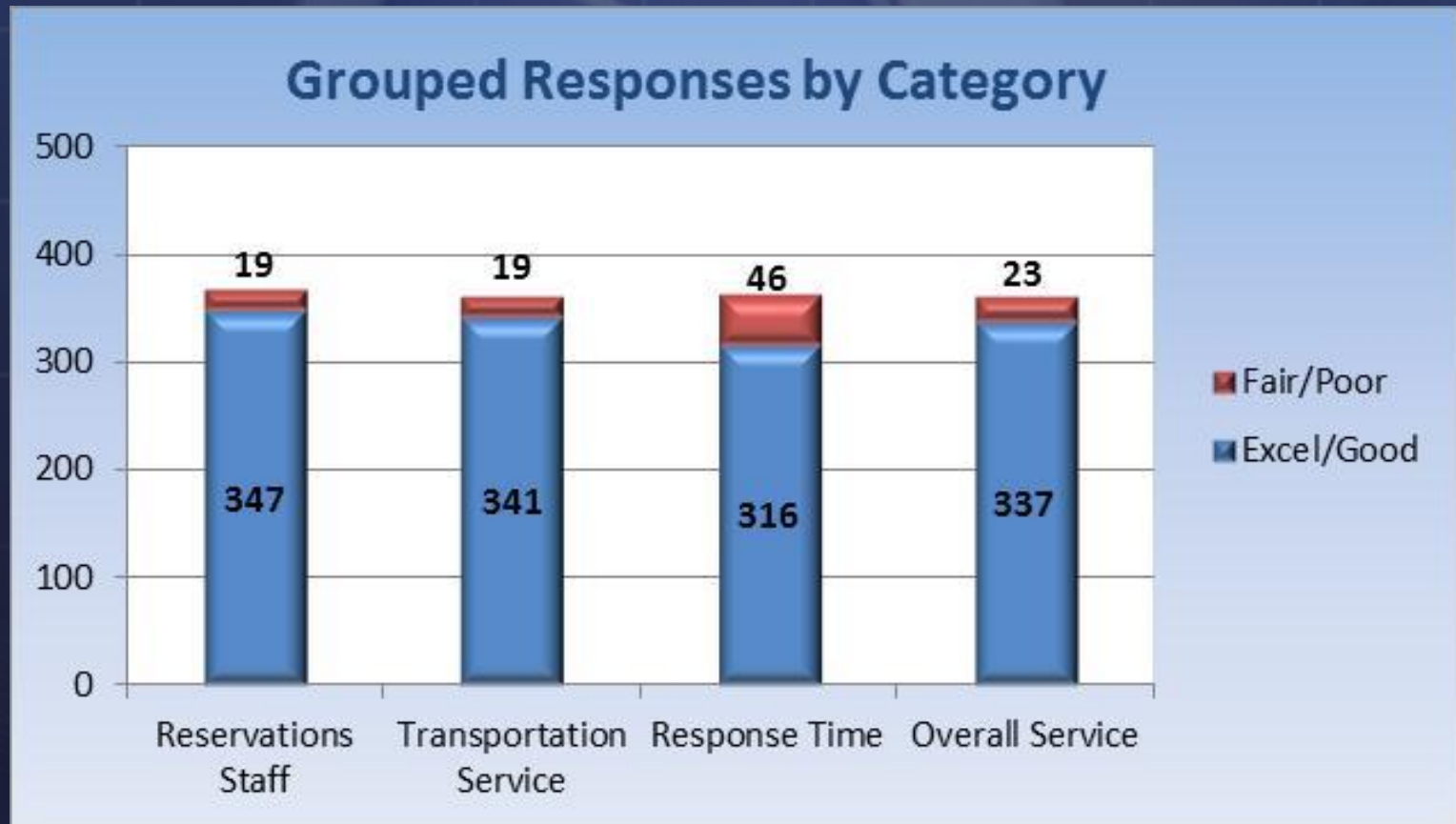
Response Time - Minutes



Overall Service

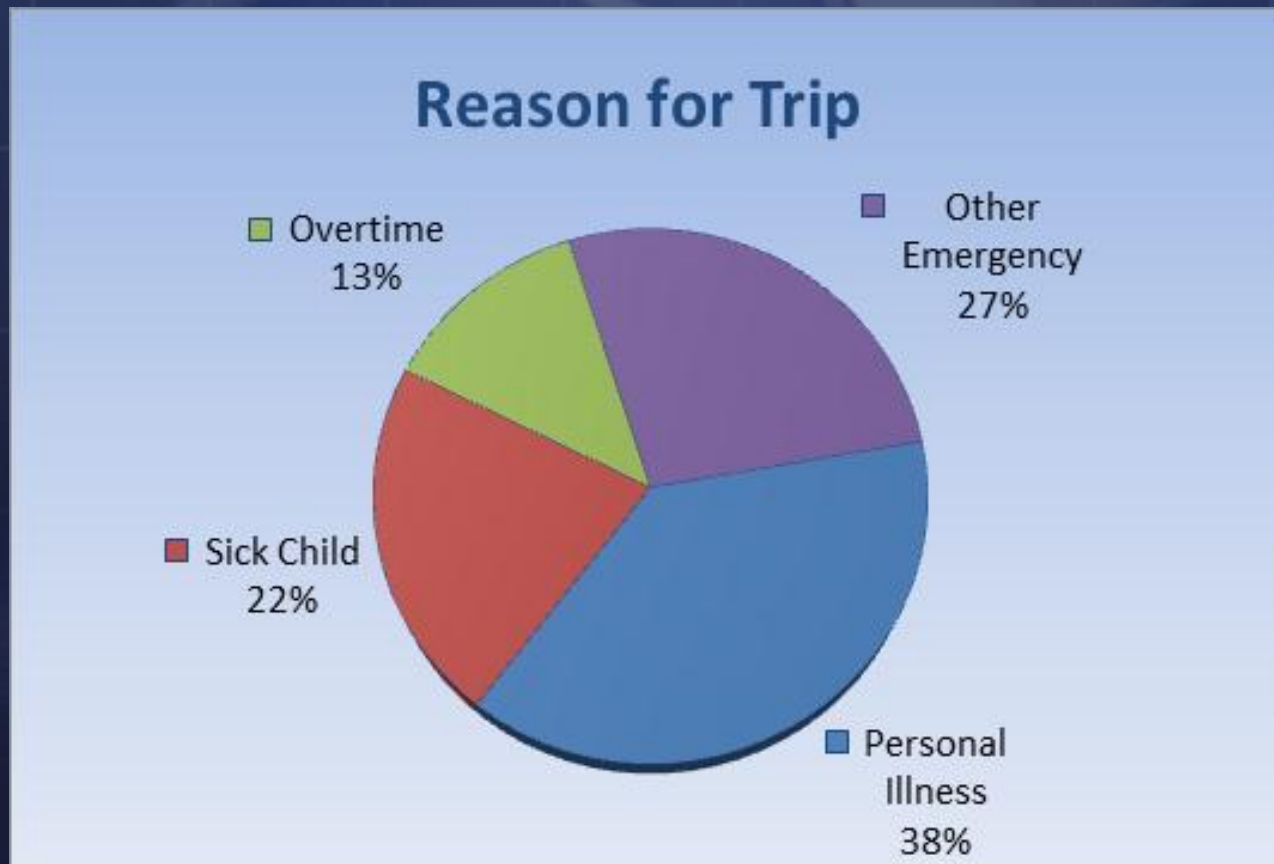


Combined Satisfaction Levels



Combined Excellent & Good Ratings

Trip Reason



Comparison to Previous Decade



Combined Excellent & Good Ratings

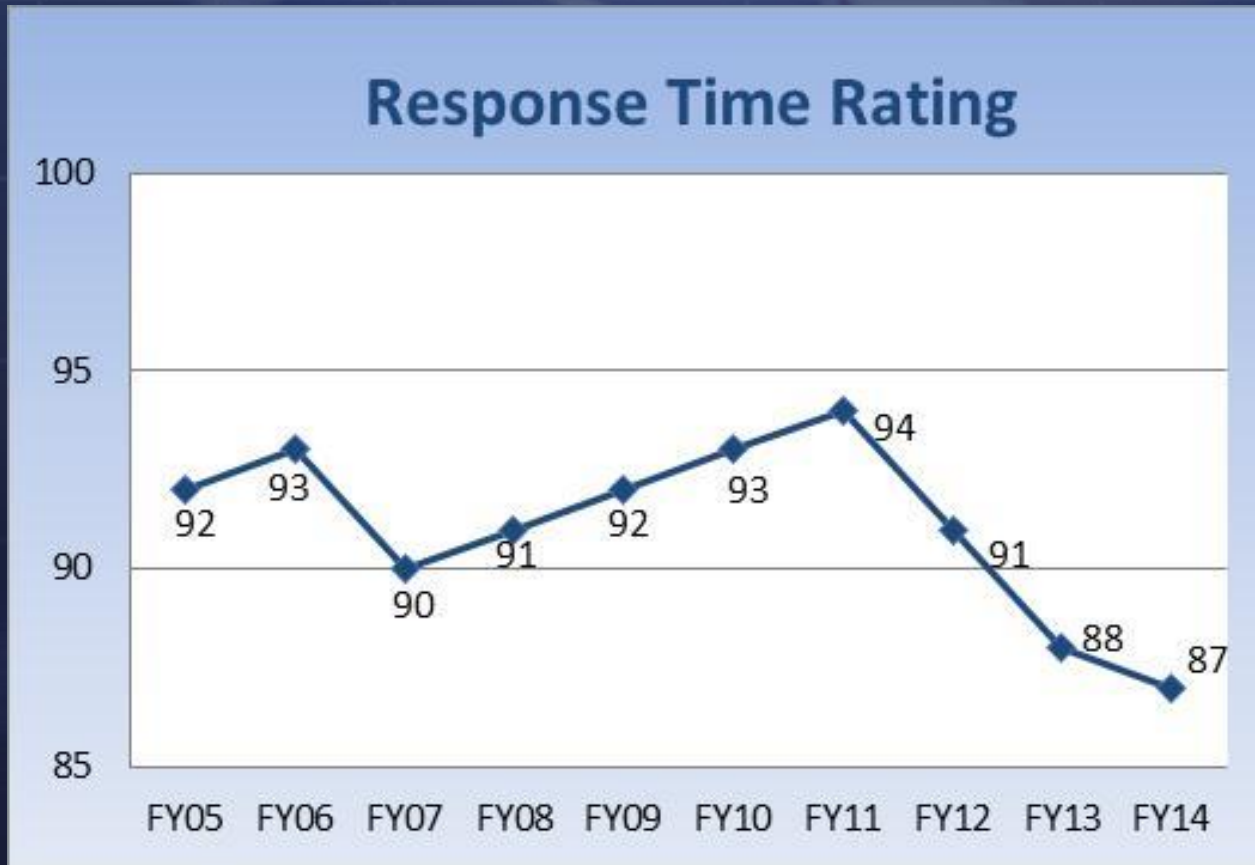
Comparison to Previous Decade

Taxi or Rental Car Service



Combined Excellent & Good Ratings

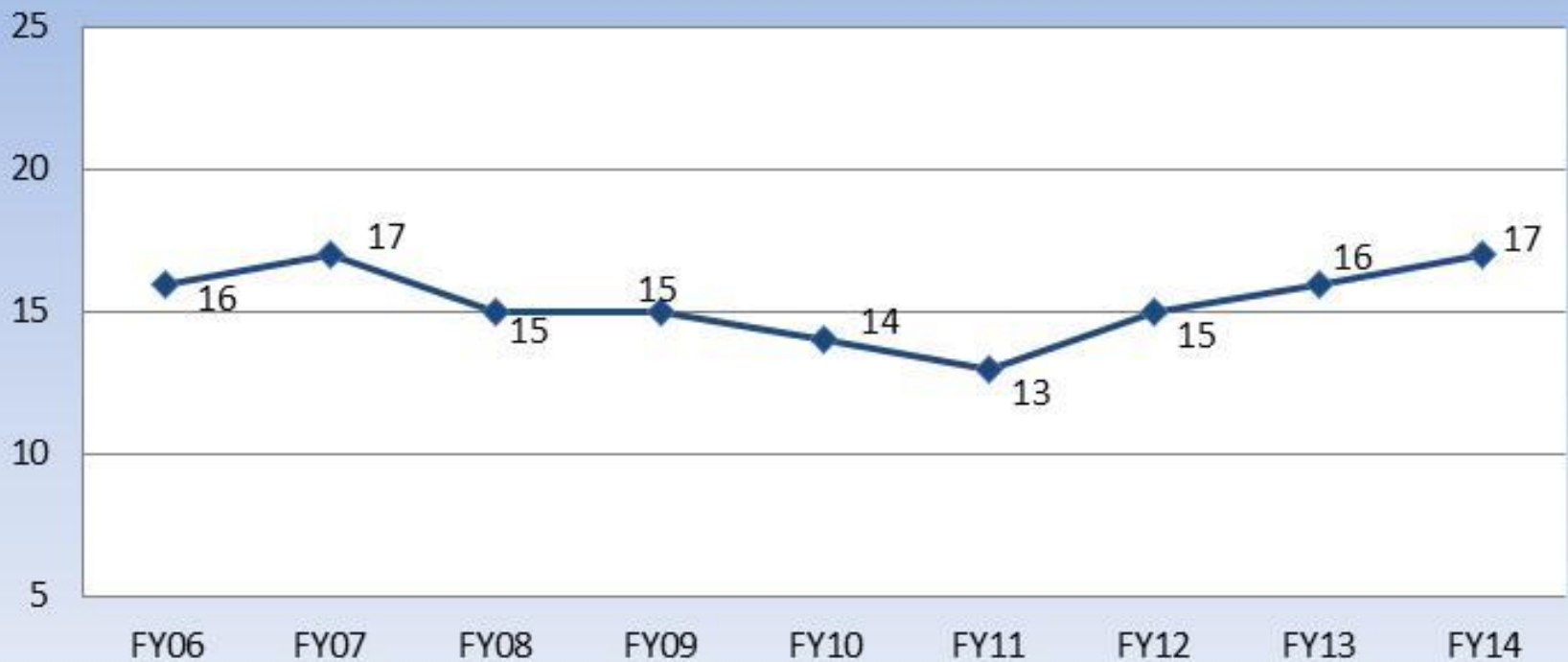
Comparison to Previous Decade



Combined Excellent & Good Ratings

Comparison to Previous Years

Response Rate Minutes



Combined Excellent & Good Ratings

Comparison to Previous Decade



Combined Excellent & Good Ratings

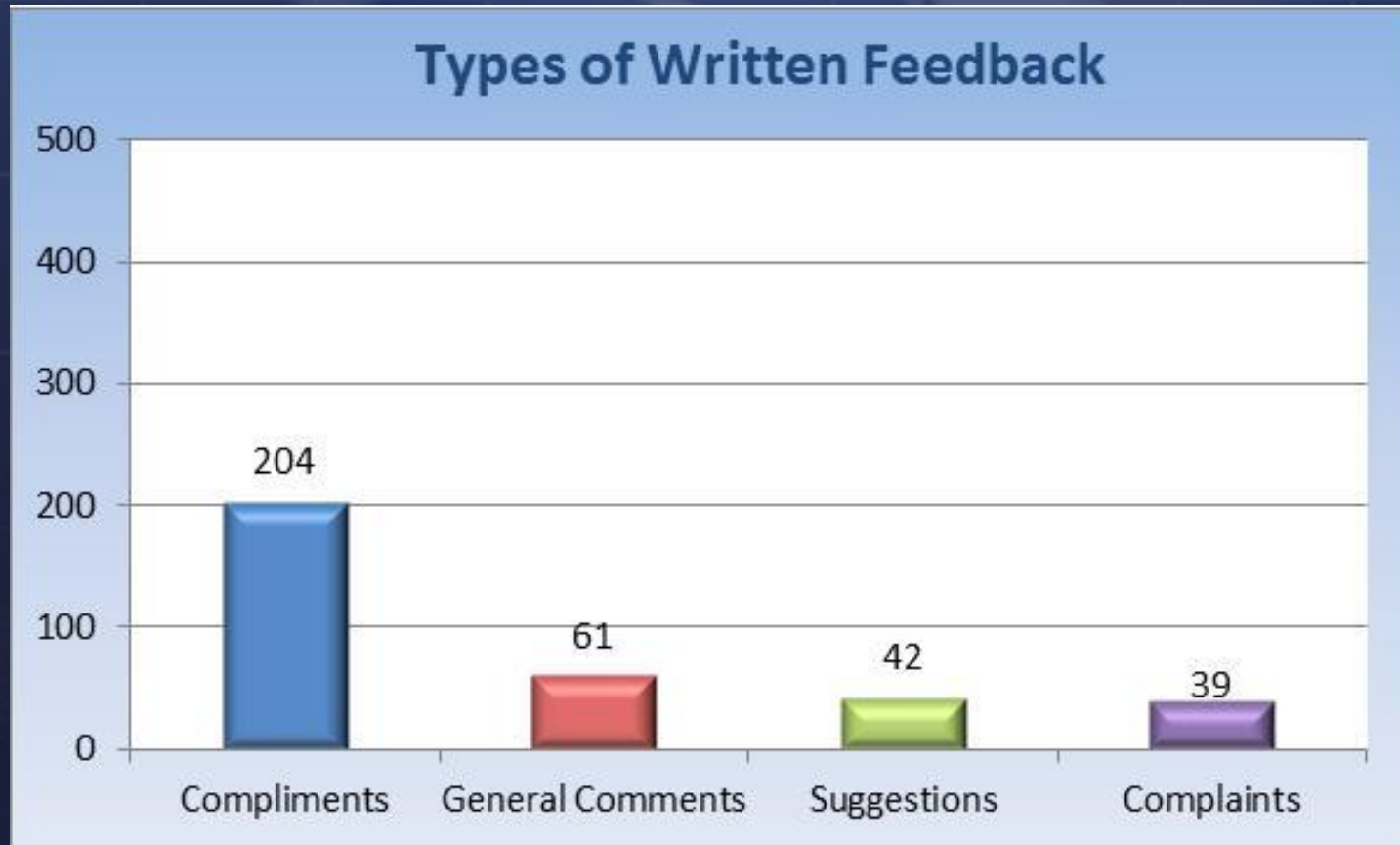
FY14 Customer Feedback



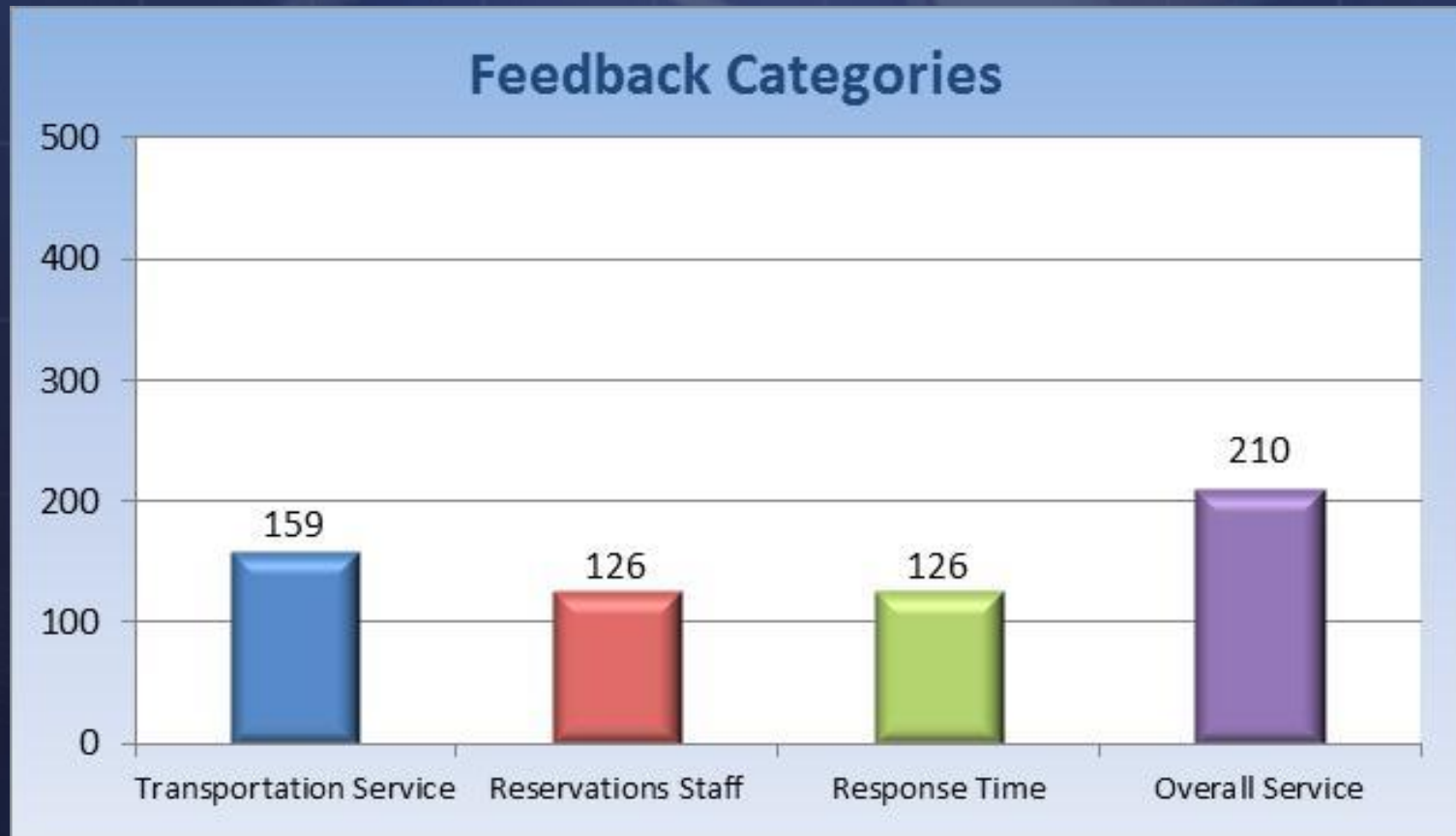
FY14 Customer Feedback

- 72% of respondents provided written responses
 - 63% provided positive comments
 - 13.5% not so much

Written Responses - Types



Written Response Categories



FY14 Customer Compliments :)

- Amazing Service. I do not think you can even describe to people who have not used GRH how great it is.
- I appreciate the fact that there is a GRH program that commuters that take the VRE such as myself can use in case of an emergency.
- I am so grateful! I'm redoubling efforts to encourage fellow bus riders and friends to sign up!
- My daughter is living with type 1 diabetes and it gives me great reassurance to know I can count on the very speedy process you have to ease my mind! Thank you!
- Was very pleased with the response. Everything worked out perfect. I appreciate everyone's help in making this work.
- This was the most amazing service, just as advertised, I had never used it before, but have been yelling from the roof tops since.
- When feeling ill, it's nice to have your service to fall back on.
- Whenever I use this service it is always excellent.
- The guaranteed ride home really saved me. I was home in 1/2 hour to get a sick child

FY14 Customer Compliments :)

- Thank you! Without this service I would probably have to drive to work everyday just in case I need to get home unexpectedly.
- This was a lifesaver. I was so sick today at work, and it really helped that I was able to go home immediately. Thank you.
- This is the best service for commuters who find themselves stranded. I am so grateful for this arrangement. I don't what I would have done.
- This is an excellent service and has been so helpful to me when needed.
- It gives me the peace of mind that I don't have to drive to work, in case of emergencies, since I have a younger child.
- The phone operator and the cab driver were extremely pleasant and helpful. My husband and child were in a car accident and I had to get to back quickly and safely. The program allowed that to happen.
- The GRH was helpful. I have taken bus, train for a long time, but I recently, registered the program. Thank you.
- An injured child and I am at work, in DC. Too soon for the MARC commuter train. We remembered your service and within 20 minutes I was in a taxi headed back to get to the hospital.

FY14 Customer Complaints : (

- Pam from GRH was awesome, but the taxi serviced used was terrible. It took them 1 hour to pick me up.
- The driver that Enterprise Car Rental sent to come pick me up could not find my work location. After waiting for over an hour, I made other ride arrangements.
- I don't understand why a taxi cab service from my current work location is not available? Having to use a rental car is not very convenient.
- The taxi smelled very bad from cigarettes and was dirty.
- The driver did not take the HOV lanes as he was advised. We were stuck in more than an hour worth of traffic, it was hot in the vehicle.
- I was taken aback that the driver did not know where he was going, did not have GPS or a traffic monitor in his vehicle?
- being asked to get on Metro at 2:30 and take a train to Springfield and then call Commuter Connections to then order me a taxi takes much too long when you are dealing with potentially a serious problem.
- My driver had neither a GPS nor an EZ-Pass, so I had to keep giving him directions. I was quite ill, so this wasn't too good. However, he tried hard.

FY14 Customer Complaints : (

- I have used this service in the past and its always been an acceptable experience. The cab battery died. I called the service rep again and I had to explain to her numerous times the situation till she finally agreed that I shouldn't be charged an extra ride since the cab that was sent out to me was disabled.
- I should have been put in a cab and not a rental car. Sometimes in an emergencies people are too upset to be able to drive themselves.
- The dispatcher requested I call back when at the metro station. When I did that, I was told that the taxi would arrive at Greenbelt Metro within 15 minutes. The taxi finally arrived after 45 minutes.
- The taxi driver was a nightmare. He drove looking over his shoulder talking to me almost getting into an accident at least 3 times. The last one right before the turn into the park and ride area when he wasn't paying attention and slammed on his breaks.
- The driver told me he drove a cab because he was convicted of selling drug and that was all he could do then proceeded to hand me his business card for his personal insurance business.

Recap

- 2,276 surveys distributed
- 16% return rate
- Overall satisfaction rating 93%
- Positive rating of 87 and above for all categories
- Average response wait was 17 minutes
- 88% waited 30 minutes or less
- Written responses from 72% of survey participants
- Compliments out weighed criticism 5 to 1

Questions

We'll get you home. Guaranteed.