

Item #7A



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2015 Preliminary Results

Baltimore Region

Regional TDM Marketing Group

December 15, 2015

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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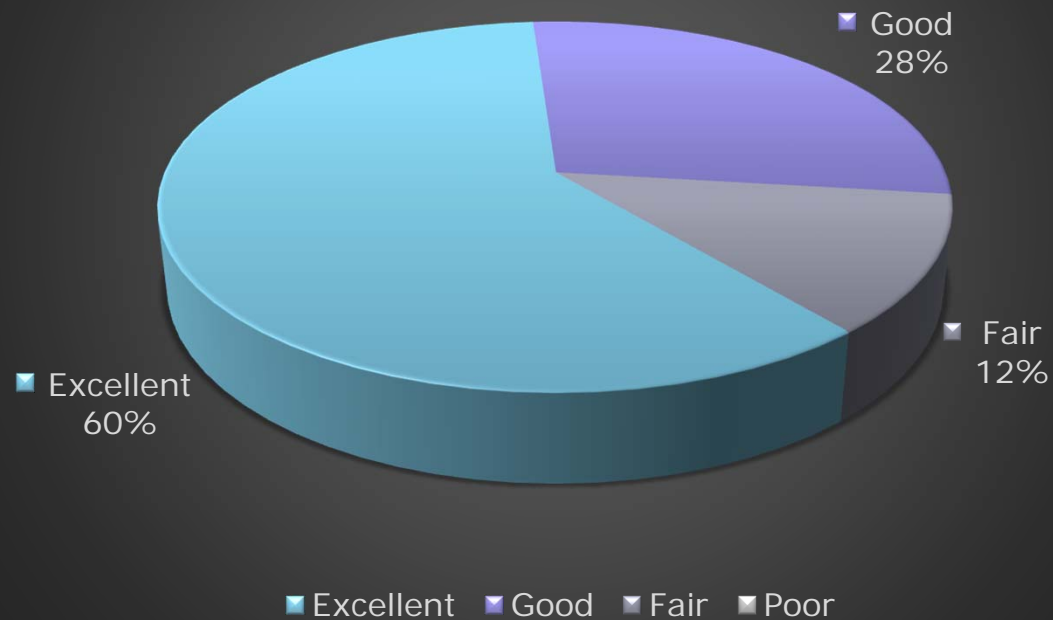
We'll get you home. Guaranteed.

Survey Response Rate

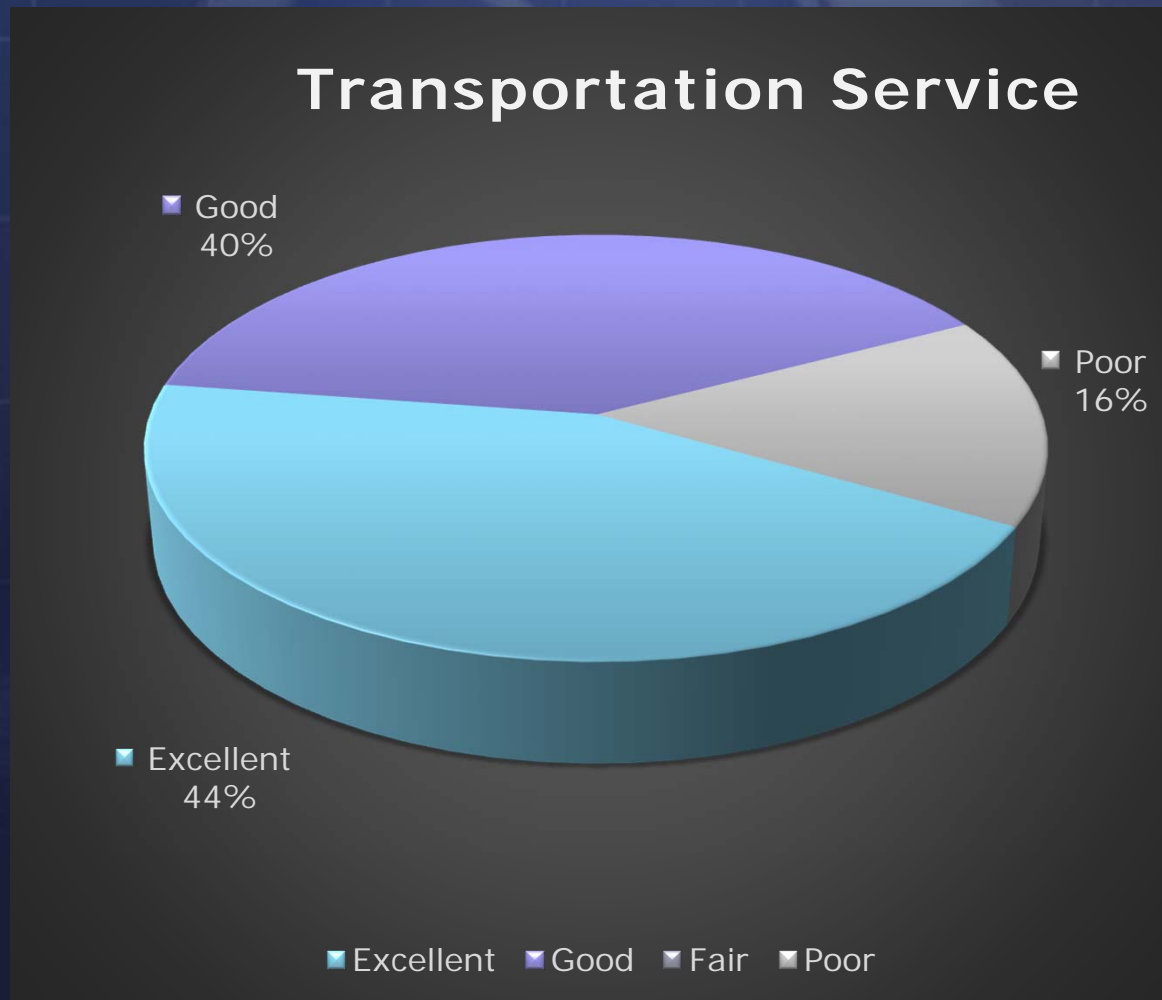
- 146 surveys sent
- 25 surveys received
- 17% return rate

Reservations Staff

GRH Trip Reservations Staff



Transportation Service



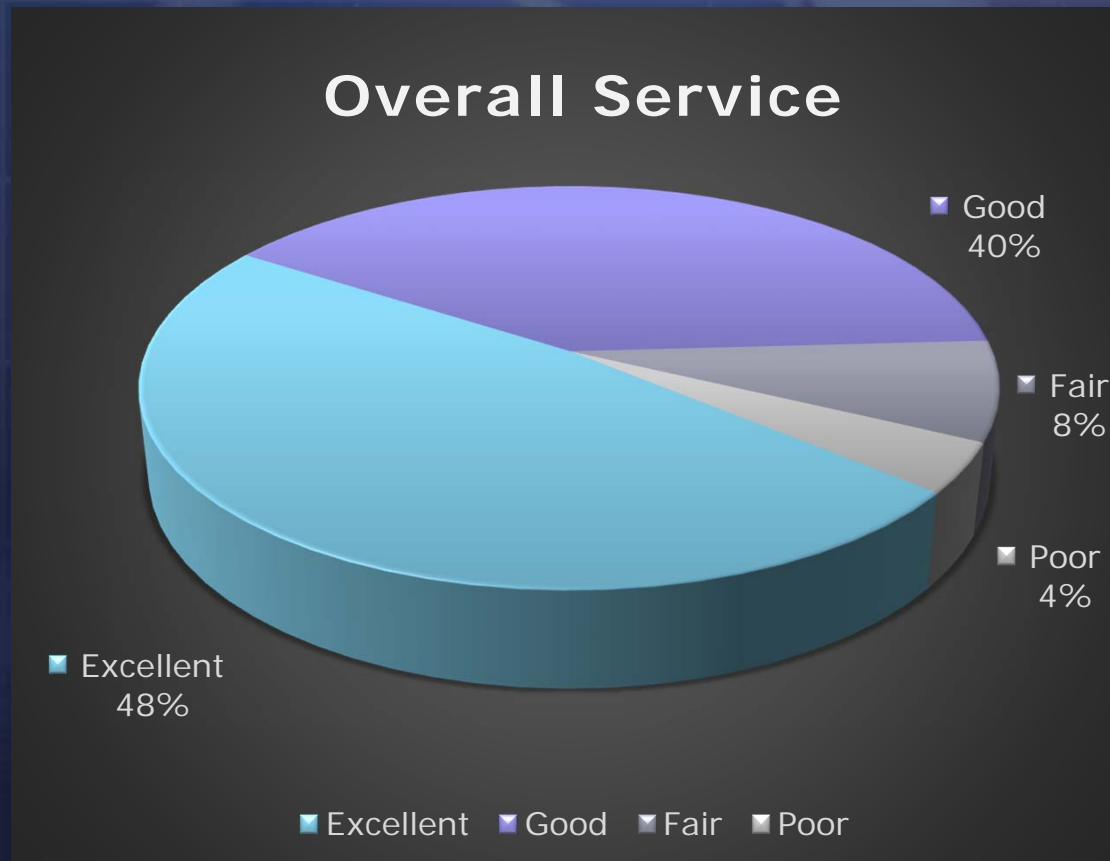
Response Time Rating



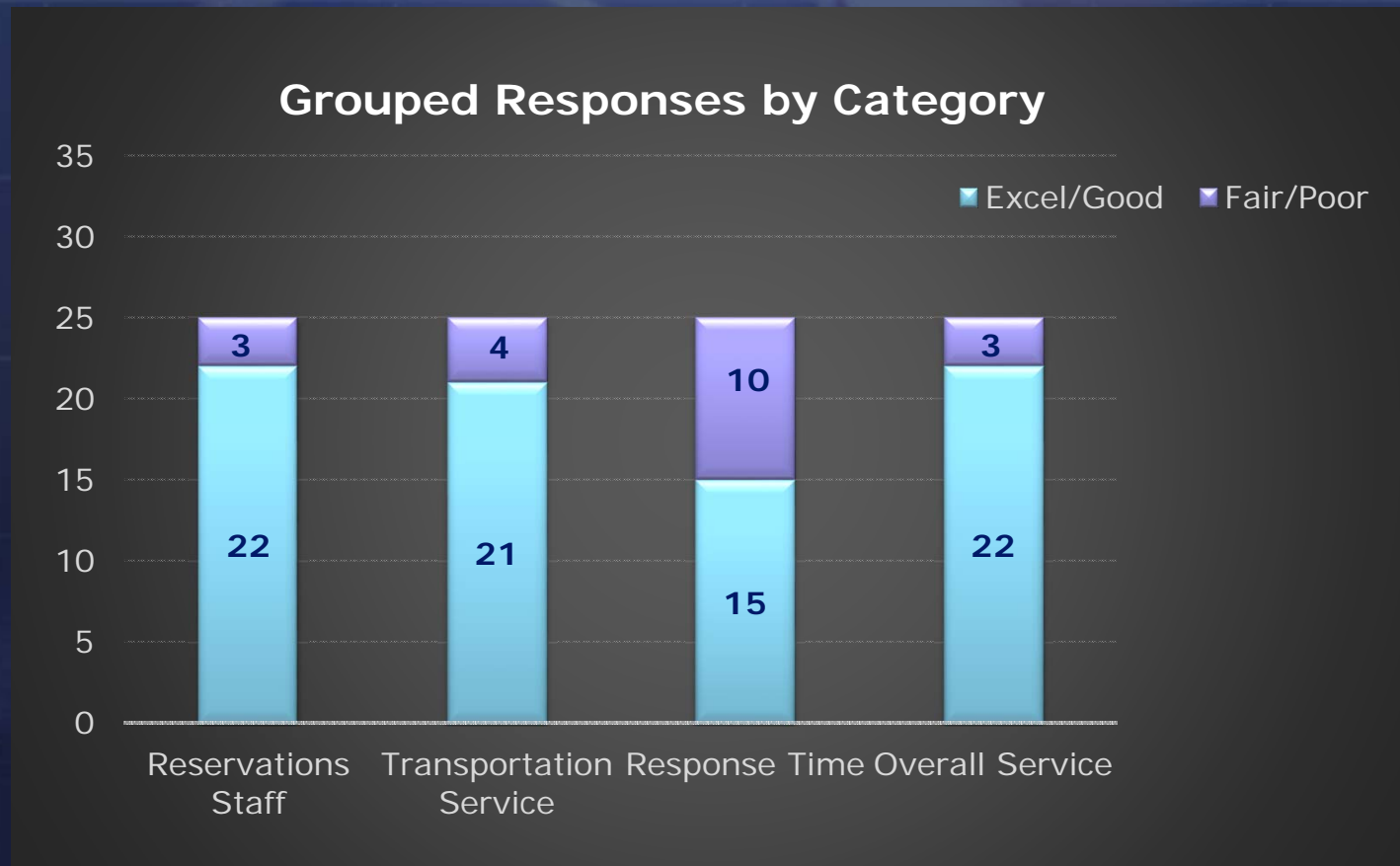
Response Time Minutes



Overall Service



Satisfaction Levels



Combined Excellent & Good Ratings

Trip Reason



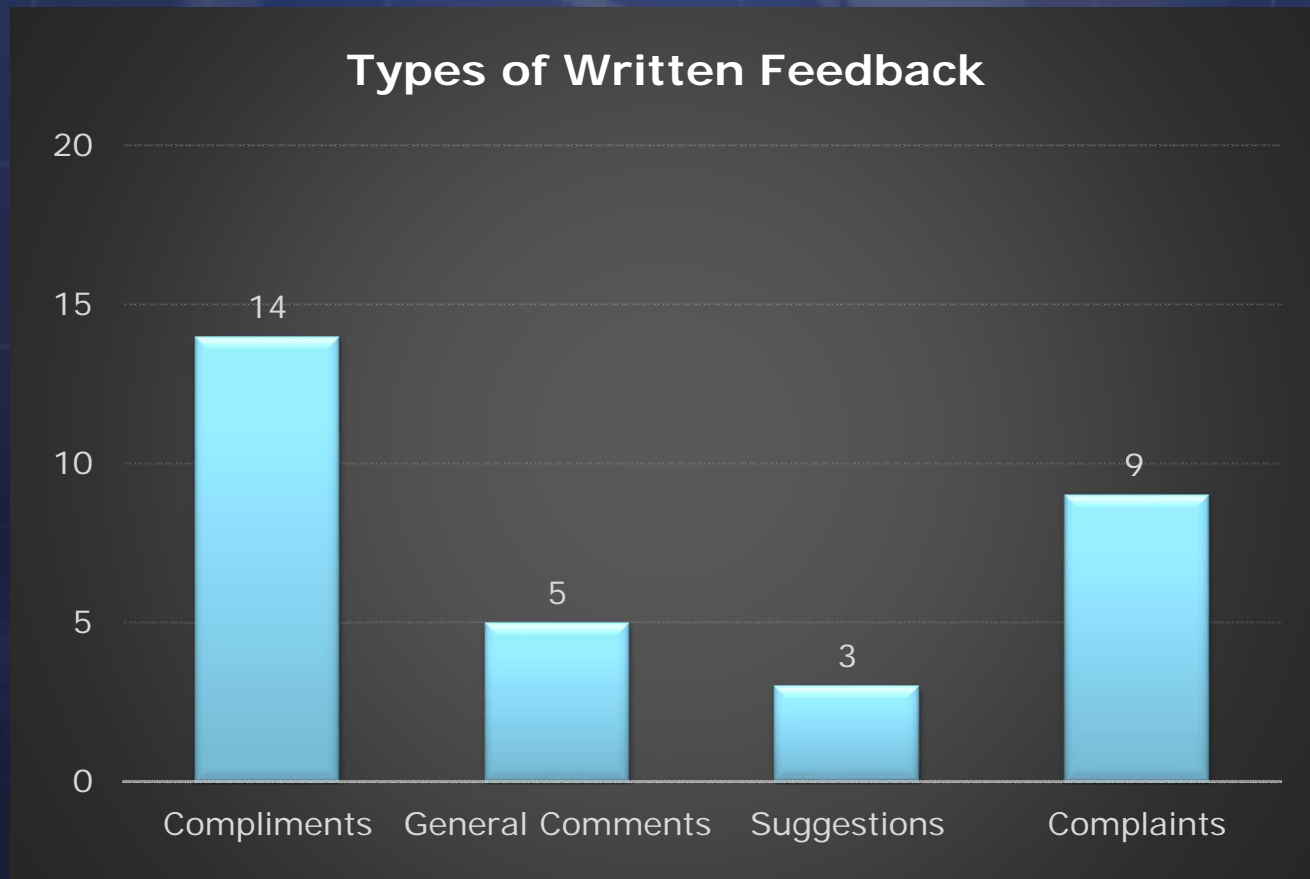
FY15 Customer Feedback



FY15 Customer Feedback

- 19 of respondents provided written responses, 76%
 - 14 respondents provided positive comments, 74%
 - 9 respondents provided criticism, 47%

Written Responses - Types



Written Response Categories



FY14 Customer Compliments :)

- Great response time and customer service from beginning to finish!
- I had never used this service and was quite pleased especially with feeling so bad. Thanks
- The driver was very cordial and the sedan that I rode was very accommodating for my size and height. Thank you GRH for the service you provide me.
- The driver was very pleasant and his vehicle was clean. It was truly a pleasant ride home.
- Was very pleased with the ride home, taxi driver was very nice and considerate.
- Driver was great, personable.
- I spoke to an agent who was very helpful and pleasant. After my taxi cab arrived, she called my cell phone about 15 minutes later to ensure I was on my way home.

FY14 Customer Complaints : (

- I hailed a separate cab because it was taking too long
- I love the service but the wait time is very long sometimes at least a half hour
- The cab was not adequate for me to ride. The seat belt in the front seat was broken, as well wiring hanging down on front passenger side. He told me I can ride in the back seat and I told him my legs are too long.
- The service I think is just great, my only dislike is the wait time, more than 15 mins is bad especially if the person is sick.
- There was a slight mix up in coordinating notification that the driver had arrived; someone had given him an incorrect phone number to call me. Otherwise, everything worked out fine.
- Was told by GRH staff driver would call upon arrival, though they did not. He did, however, come into the building and ask if anyone called for a taxi and I was sitting in the lobby.

Recap

- 146 surveys distributed
- 17% return rate
- Overall satisfaction rating 88%
- Average response wait was 32 minutes
- 64% waited 30 minutes or less
- Personal Illness was the reason most used GRH
- Written responses from 76% of survey participants
- Compliments out weighed criticism 1.6 to 1

Questions

We'll get you home. Guaranteed.