



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2016 Preliminary Results
Baltimore Region

Regional TDM Marketing Group
December 20, 2016

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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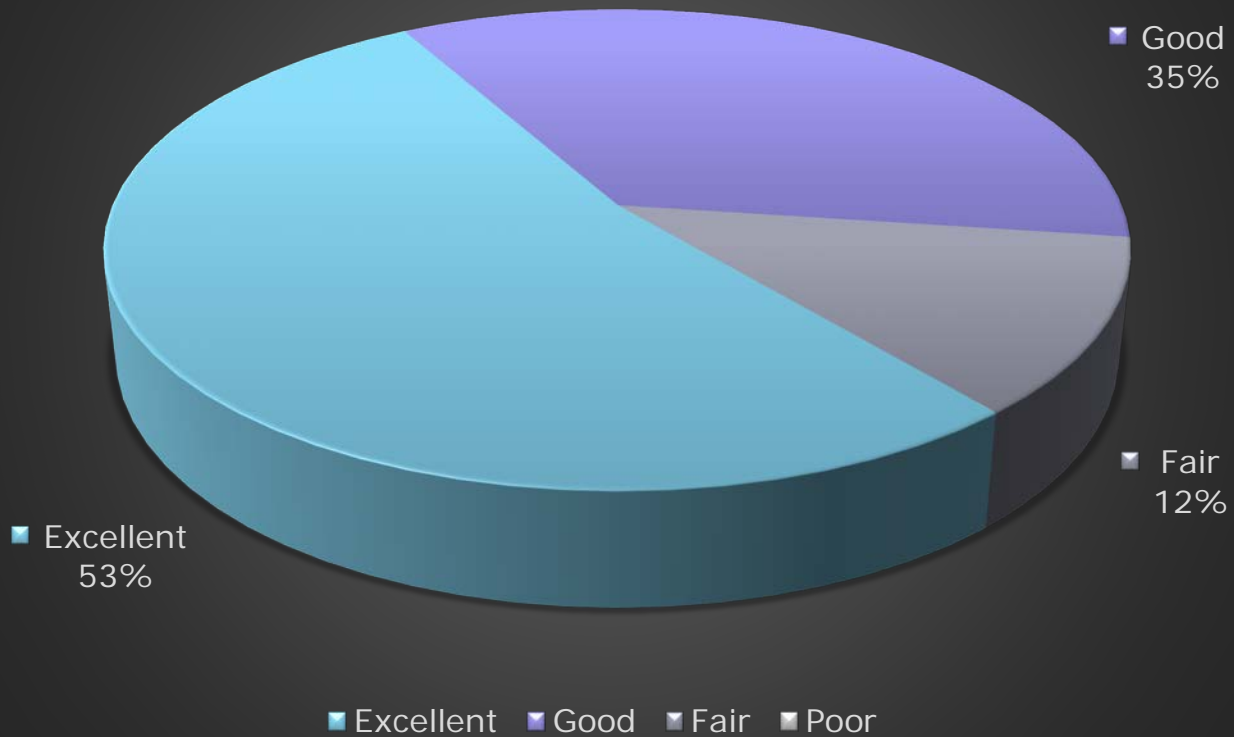
We'll get you home. Guaranteed.

Survey Response Rate

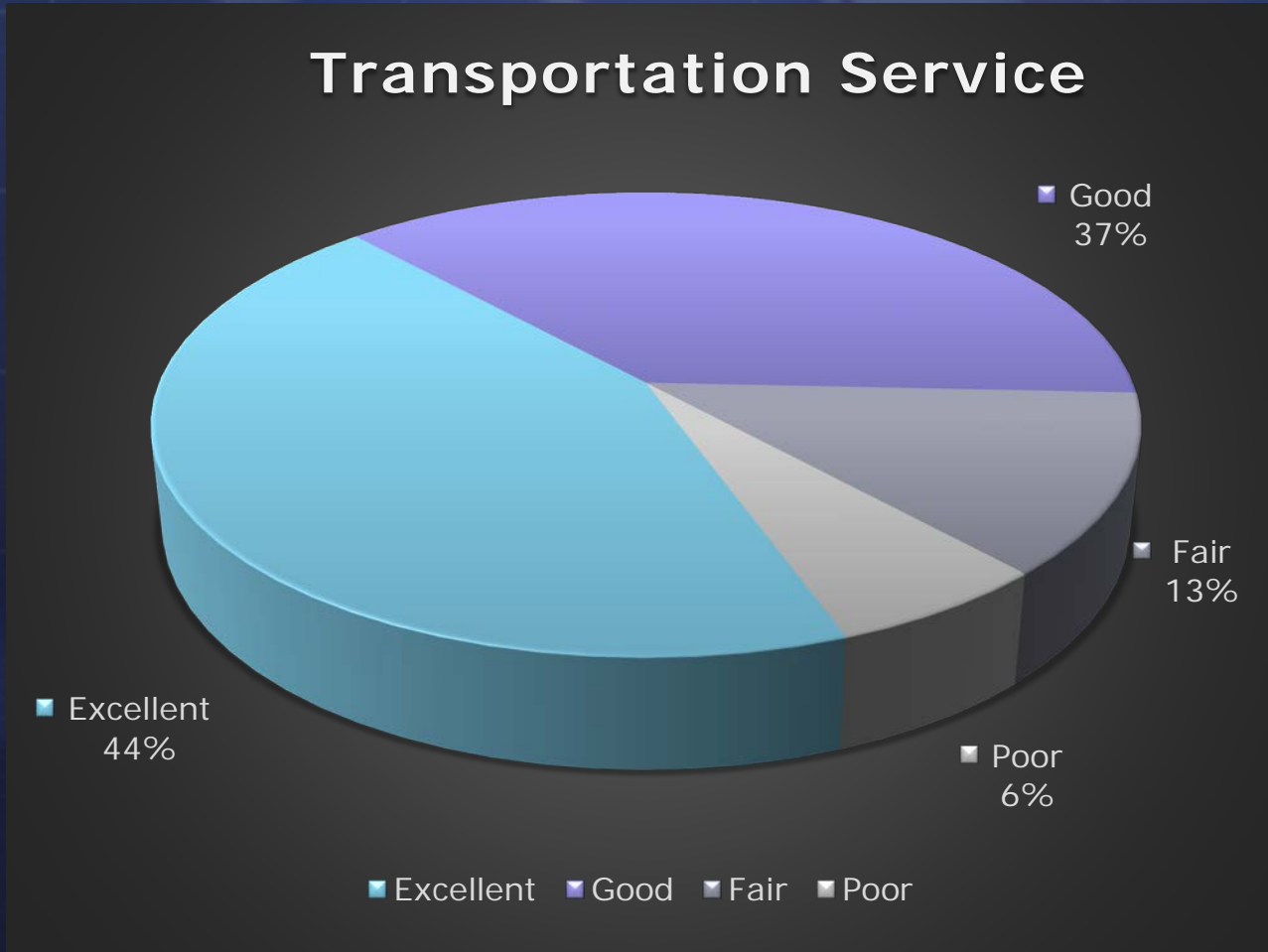
- 117 surveys sent
- 17 surveys received
- 14.5% return rate

Reservations Staff

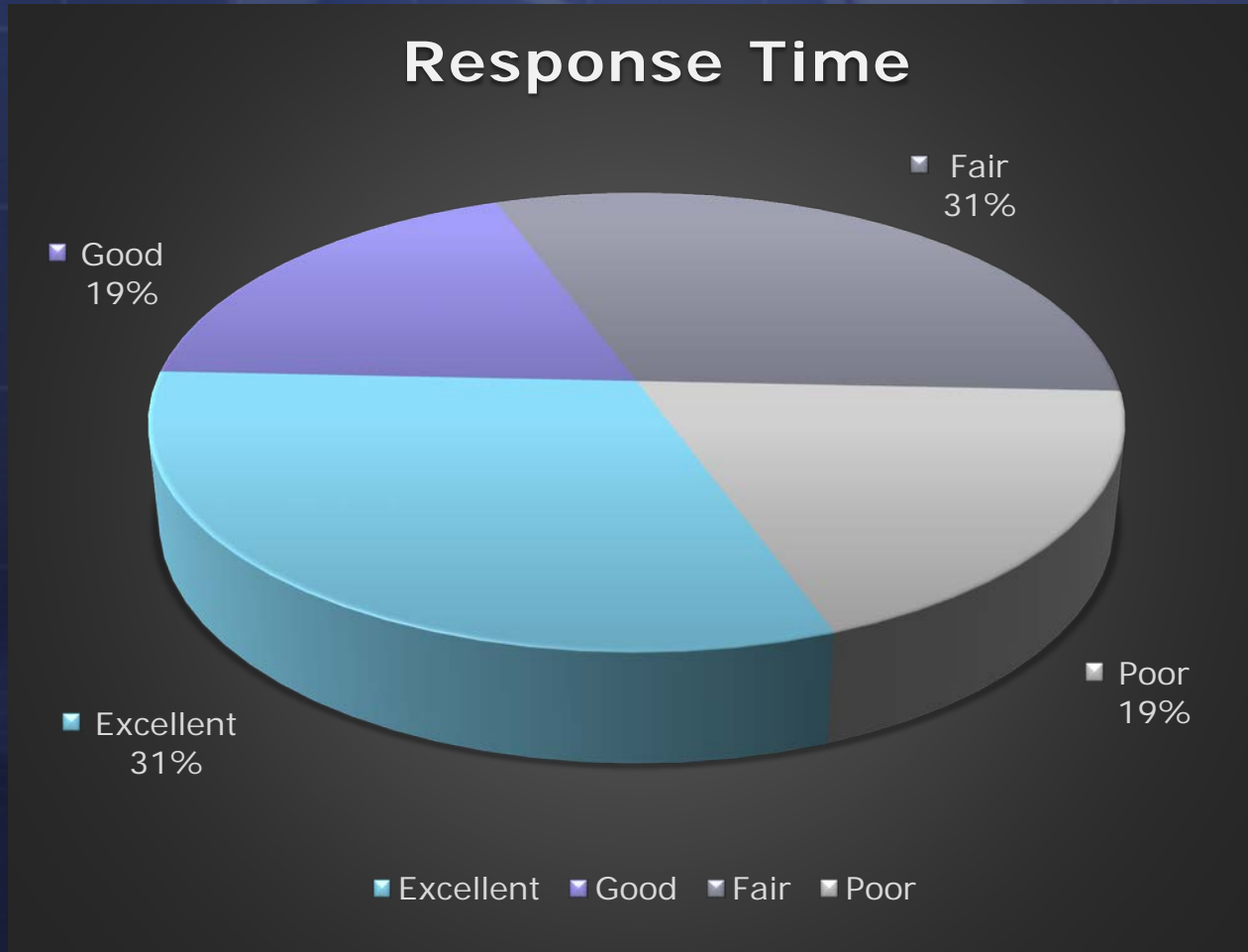
GRH Trip Reservations Staff



Transportation Service



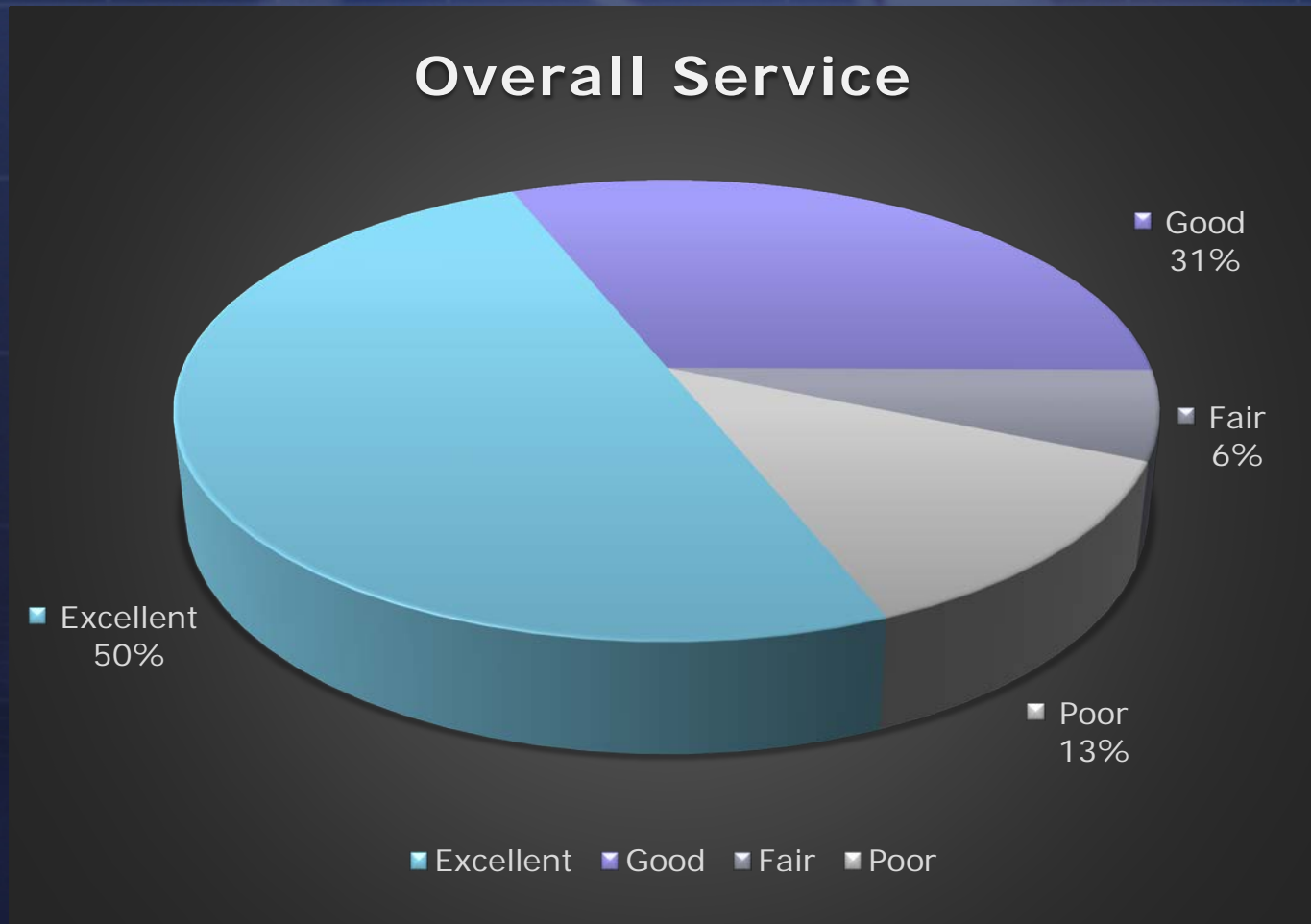
Response Time Rating



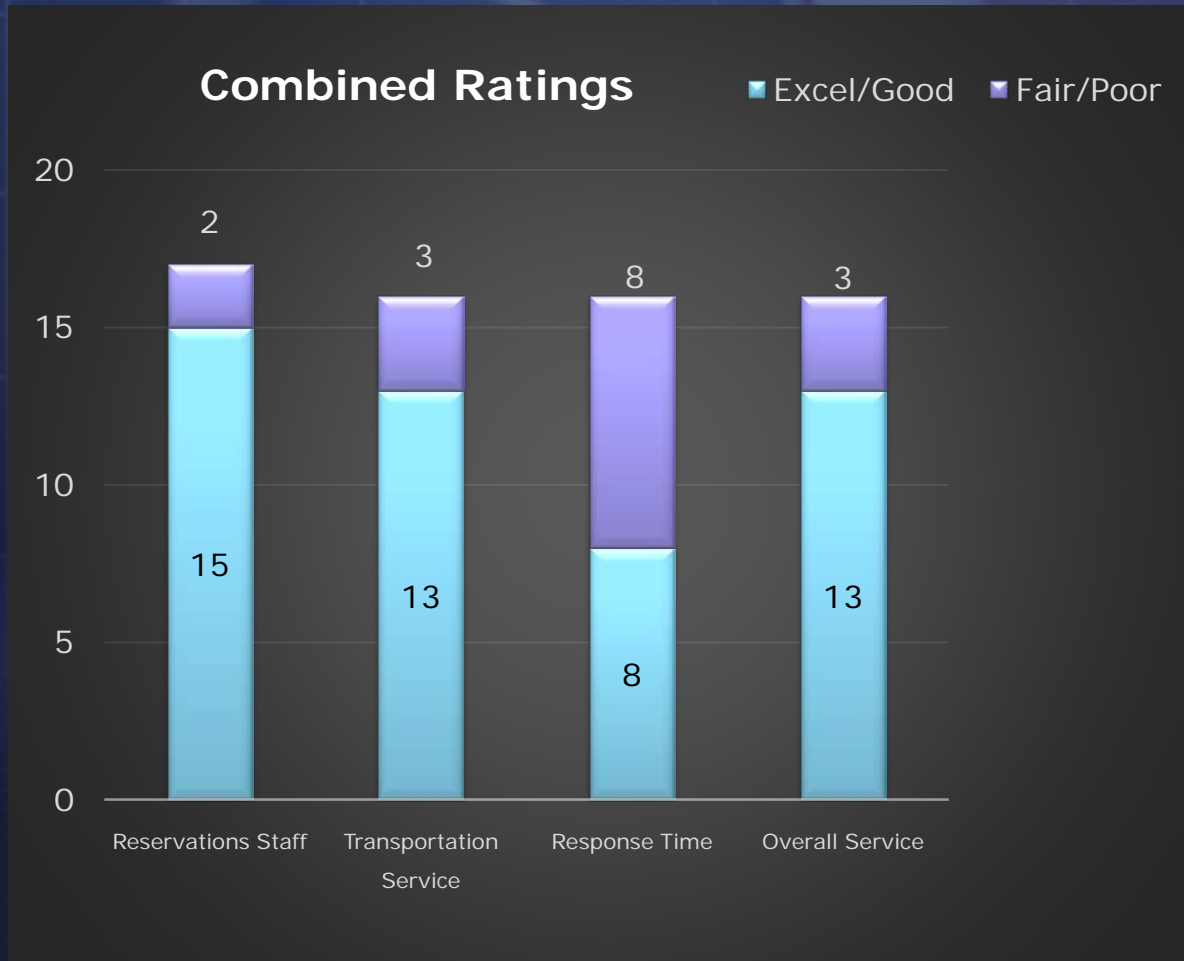
Response Time Minutes



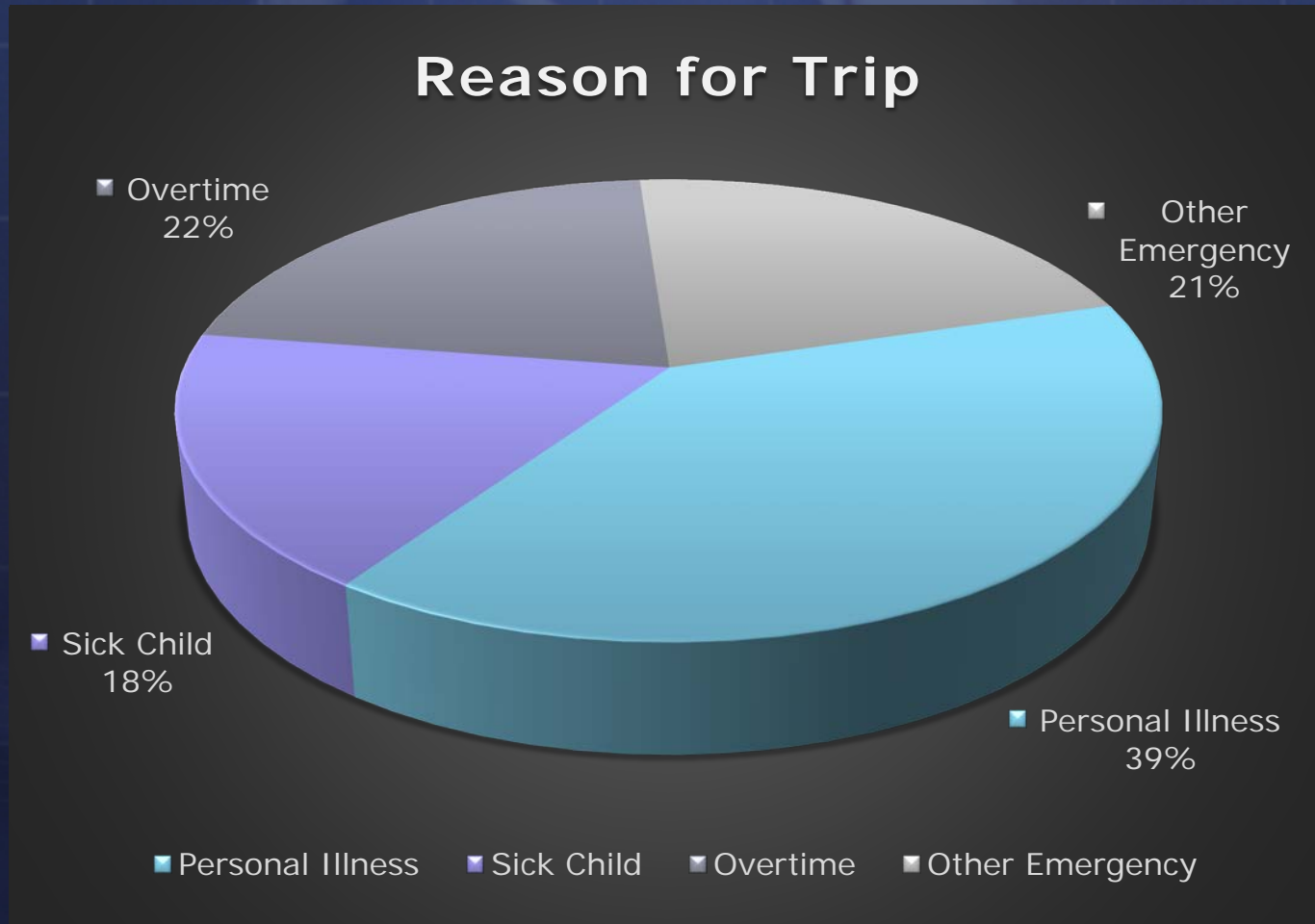
Overall Service



Satisfaction - All Categories



Trip Reason



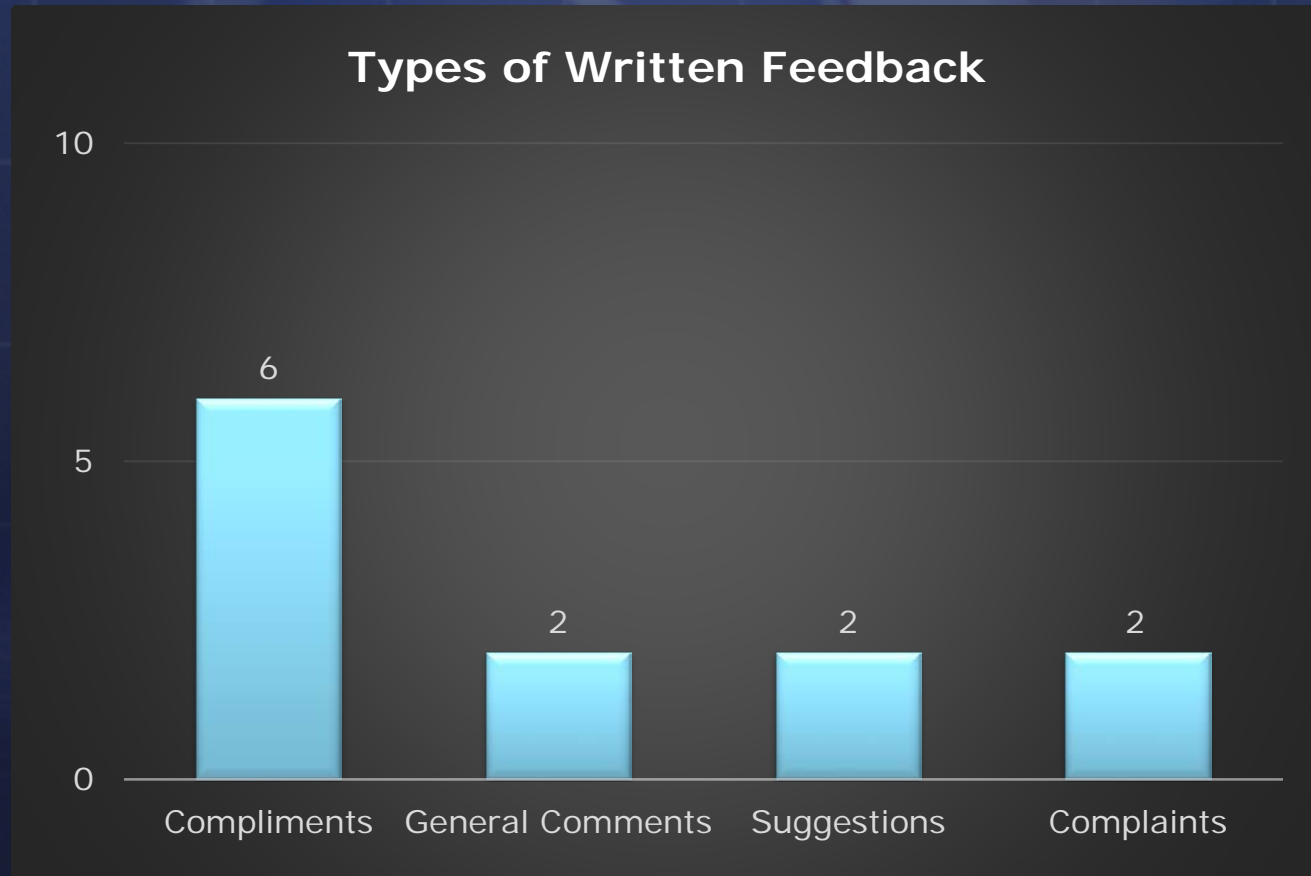
FY15 Customer Feedback



FY15 Customer Feedback

- 11 of 17 respondents (65%) provided written responses
 - 6 written responses (54.5%) were of a positive nature.
 - 2 written responses (19%) were regarding areas of improvement.
 - Other responses were either general in nature or suggestions.

Written Responses - Types



Written Response Categories



FY14 Customer Compliments :)

- The driver was very pleasant and polite. This is a wonderful service and offers a peace of mind when unexpected situations arise.
- Driver was very professional and courteous.
- Excellent!
- I am pleased that I was able to get home. You provide a valuable service, which I would recommend to other commuters.
- It was fantastic!!! I had to wait a bit longer for my cab than I expected. But still would highly recommend this service.
- Would rate it overall excellent if wait time was less.

FY14 Customer Complaints : (

- I work at UMMS and there seems to be a lot of difficulty when needing to use a ride from this location. It is extremely long wait times and very disorganized between GRH and the taxi company representative here. The driver also did not take the correct exit from the highway causing a bigger delay for me to get to my son.
- I was waiting over an hour for a cab in Fells Point (there were cabs just sitting there that were not the one called for me). I was told 20 minutes for my wait. After over an hour of waiting I called a friend to come pick me up and they arrived before the cab.

Recap

- 117 surveys distributed.
- 14.5% return rate.
- Overall satisfaction rating 81%.
- Average response wait was 35.5 minutes.
- 53% waited 30 minutes or less.
- Personal Illness was the reason most used GRH.
- Written responses from 65% of survey participants.
- Compliments out weighed criticism 3 to 1.

Questions

We'll get you home. Guaranteed.