

Customer  
Satisfaction  
Survey &  
COVID Study

Access-A-Ride  
Paratransit  
Survey Results

November 2021

Fall 2021

Customers Count



# Customers Count Executive Summary

- When considering their most frequent trip purpose, 66% of customers cited a trip to a medical or mental health clinic, office, or facility. Work as a primary purpose was reported by 15% of customers.
- More than three-quarters (78%) of customers book their trips by telephone. 13% use the MYmta app, and 9% use the AAR website.
- 73% of AAR customers reported they used an alternative mode instead of AAR for trips they made by AAR before COVID. Among customers who used alternative modes, 33% used for hire vehicles, 22% used local buses, 19% were passengers in a personal vehicle, and 17% used the subway.

# Research Objectives

Determine

Determine the characteristics of current customers and how they compare to lapsed customers including employment, travel patterns, customer satisfaction, communication channels, & fare payment.

Understand

Understand customer insights on COVID concerns such as safety, health, & factors influencing future usage regarding using transit.

Obtain

Obtain customer knowledge regarding their employers' return to work reopening plans.

Identify

Identify what strategies we can employ to increase ridership and incentivize customers to return.

# Research Methodology

- Conducted an online survey of current and lapsed customers that launched on September 20, 2021 and remained open through October 4, 2021.
- Obtained an excellent response rate with 3,704 valid responses, of which 3,548 responses were current, and 156 were lapsed.
- Data was weighted to represent the race, ethnicity and annual household incomes of our customers.
- The margin of error for the total sample is about 2% at the 95% confidence level.

## Employer Plans to Reopen Work Location

Employer reopening?	Current Customers
Yes, plans on opening work locations	5%
No, but plans on reopening at another location in NY Metropolitan area	2%
No, but plans on reopening outside NY Metropolitan area	1%
No, does not plan on reopening/business closed	2%
My business never closed/is currently opened	89%
Don't know	1%

## Telecommuting Among Current Customers

How often do you work from home?	Pre-COVID	Present
All the time	12%	22%
Usually	5%	12%
Sometimes	15%	18%
Rarely	12%	9%
Never	57%	40%

## Trip Purpose

Trip purpose	Current Customers
Medical or mental health clinic, office, or facility	66%
Work	15%
Home of friend or relative	7%
Other	5%
Store, retail establishment, shopping center, restaurant, café, bar, or club	5%
Religious institution, community center, or senior center	3%
School	1%
Entertainment venue, cultural institution, or library	1%
Park, outdoor space, gym, or recreation facility	1%

## Time of Day Usage

What time does your trip start?	Current Customers
6:30am to 9:30am	44%
9:30am to 3:30pm	45%
3:30pm to 8:00pm	2%
8:00pm to 12:00am	1%
12:00am to 6:30am	7%

## Vehicle Type and Booking/Managing Trips

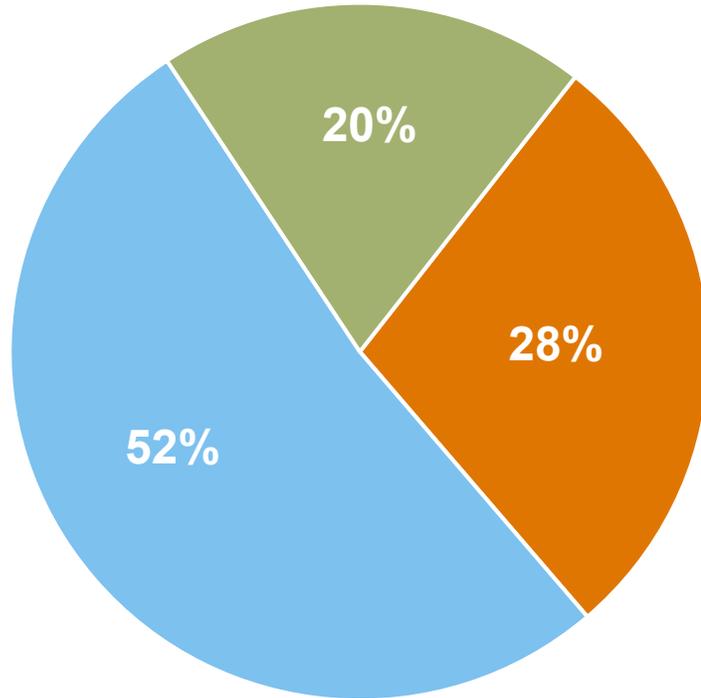
What type of vehicle have you ridden in?*	Current Customers
A blue-and-white Access-A-Ride van or MV-1	46%
A yellow or green taxi booked through AAR advance reservations or EBS	52%
A For-Hire-Vehicle booked through AAR advance reservations or EBS	53%

How do you usually book or manage your trips?	Current Customers
Telephone	78%
MYmta app	13%
AAR website	9%

\*Multiple responses allowed so may add up to more than 100%.

# Current Customers: Reasons for Using AAR Less

- Riding less than before COVID
- Riding the same as before COVID
- Riding more than before COVID



Reasons for riding less*	Current Customers
Change in my health	30%
Working from home	21%
Retired	19%
Lifestyle change	16%
Non-work destinations are closed	12%
Using a different mode	9%
Unemployed	7%
Moved to a different residence	2%
Furloughed	1%
Different work location	1%
Change of jobs	1%
Other	26%

\*Multiple responses allowed so may add up to more than 100%.

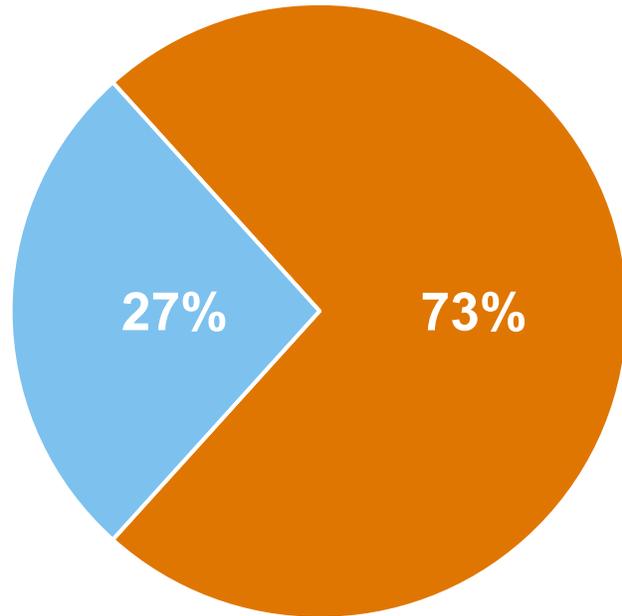
## Reasons for Using a Different Mode Among those Using AAR Less

Why are you using a different mode?*	Current Customers
Concerns about COVID	53%
Access-A-Ride Paratransit takes longer	53%
Access-A-Ride Paratransit is not reliable	50%
Unable to social distance using Access-A-Ride Paratransit	43%
Access-A-Ride Paratransit vehicles are not clean	18%
I do not feel safe from crime and harassment when using Access-A-Ride Paratransit	14%
Access-A-Ride Paratransit is more expensive	4%

\*Multiple responses allowed so may add up to more than 100%.

# Alternative Modes Used for Trips Made by AAR before COVID

- Have used alternative modes(s)
- Have not used alternative modes(s)



Which mode(s) have you been using?*	Current Customers
For hire vehicle	33%
Local, limited, or SBS bus	22%
Passenger in personal vehicle	19%
Subway	17%
Walk	12%
Personal vehicle as driver	11%
Other	7%
Express bus	6%
Other bus or jitney	4%
Long Island Rail Road	3%
Ferry	2%
Metro-North Railroad	2%
Driver of rented/borrowed personal vehicle	1%
Bicycle or scooter	1%
Staten Island Railway	1%
Other train or light-rail	1%
Tramway	<1%

\*Multiple responses allowed so may add up to more than 100%.

# Access-A-Ride Customer Key Drivers



## Key Take-aways

- A large majority of employed customers work in locations that never closed or have already reopened (89%).
- Before COVID, only 17% of customers teleworked all or most of the time. In Fall 2021, twice as many (34%) reported teleworking all or most of the time.
- When considering their most frequent trip purpose, 66% of customers cited a trip to a medical or mental health clinic, office, or facility. Work as a primary purpose was reported by 15% of customers.
- More than three-quarters (78%) of customers book their trips by telephone. 13% use the MYmta app, and 9% use the AAR website.
- 28% used AAR less often than before COVID. Of those, 30% indicated a change in health, 21% indicated working from home, and 9% indicated they used an alternative mode as reasons. Among customers using alternative modes, 53% indicated concerns about COVID, 53% indicated that AAR takes longer, and 50% indicated AAR was not reliable as reasons.

## Key Take-aways

- 73% of AAR customers reported they used an alternative mode instead of AAR for trips they made by AAR before COVID. Among customers who used alternative modes, 33% used for hire vehicles, 22% used local buses, 19% were passengers in a personal vehicle, and 17% used the subway.