

# Table of Contents

<b>Introduction .....</b>	<b>1</b>
<b>Current Use of Services.....</b>	<b>2</b>
Rider Status .....	2
Trip Frequency .....	2
Current riders.....	2
non-riders over the age of 65 .....	2
Trip Characteristics .....	3
<b>Customer Satisfaction .....</b>	<b>4</b>
Current Riders .....	4
Riders who use sun van at least five times per week.....	4
Riders who use sun van less than five times per week.....	5
Riders over the age of 65 .....	6
Riders under the age of 35.....	7
non-riders.....	8
<b>Same-Day Trips .....</b>	<b>9</b>
Frequency of Use .....	9
current sun van riders .....	9
non-riders over the age of 65 .....	9
Willingness to Pay .....	10
<b>Demographics .....</b>	<b>11</b>
<b>Additional Comments .....</b>	<b>12</b>

# Introduction

In March 2024, Sun Van launched a survey to collect feedback on how current customers use the service as well as priorities for future potential service improvements. Over two months, Sun Van collected a total of 912 responses. Survey responses are analyzed based on whether respondents were current Sun Van riders or potential Sun Van riders (respondents over the age of 65 or respondents with a disability not currently registered with Sun Van). This report summarizes the key takeaways from the survey responses.

# Current Use of Services

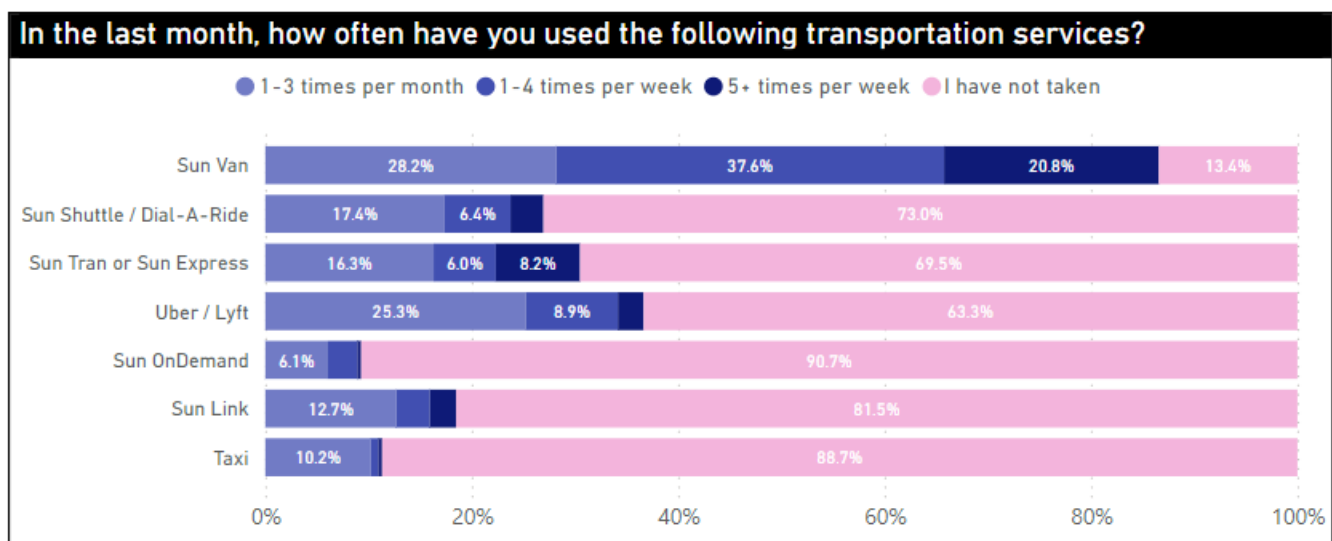
## Rider Status

The survey was open to both current Sun Van riders and the general public. Responses from non-riders were further split into seniors over the age of 65 not currently eligible for Sun Van and persons with disabilities not current eligible for Sun Van. Overall, 34% of responses were from current riders. A small percentage of these respondents (14%) said they used Sun Van at least 1-3 times per month, contradicting the statement that they are not current Sun Van riders. These could be companions who are not Sun Van clients but use Sun Van services, or people who did not understand the question.

## Trip Frequency

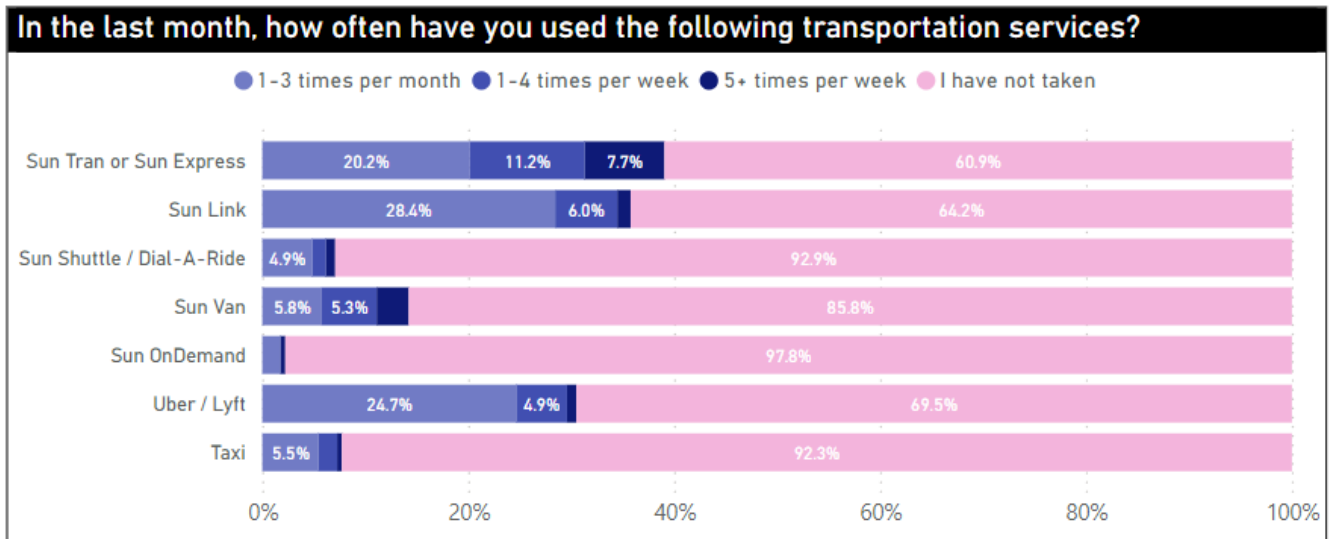
### CURRENT RIDERS

Out of the 308 respondents who are current Sun Van riders, 21% use Sun Van more than five times a week, 38% use it one to four times per week, and 28% use it one to three times per month. Sun Van riders also use available fixed-route services (30%), Sun Shuttle/Dial-a-Ride (27%), Sun Link (18%), and Sun On Demand (9%). The second most common mode of travel for Sun Van riders is Uber/Lyft, used by 37%. Taxis are about one third as popular as Uber/Lyft.



### NON-RIDERS OVER THE AGE OF 65

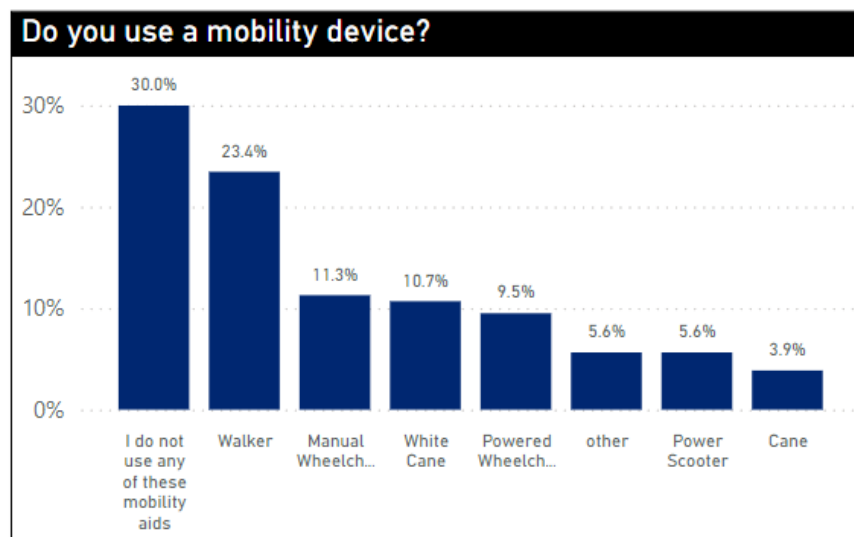
There were 246 respondents who reported they were not current Sun Van clients but were over the age of 65. These respondents would potentially be eligible for proposed same-day services provided by a third party. About 40% of these riders use Sun Tran or Sun Express, 36% use Sun Link (double the percentage of current Sun Van riders), and 7% use Sun Shuttle or Dial-a-Ride. Use of Uber/Lyft outweighs taxis by a factor of 4:1.



## Trip Characteristics

The following applies to the 308 respondents who currently use Sun Van:

- 25% have a personal care attendant or a companion that accompanies them on their trips. For those who have someone ride with them, 58% are accompanied 1-3 times a month, 26% are accompanied 1-4 times per week, and 16% are accompanied more than five times per week.
- 70% of respondents use a mobility aid.



# Customer Satisfaction

Respondents were asked to rank on a scale of 1-5 how important 14 different service attributes are to them, with a score of 5 being the highest. Current riders were also asked how satisfied they were with the same attributes. The relationship between the “importance rating” and the “satisfaction rating” can identify gaps where Sun Van is falling below customer expectations in service delivery.

## Current Riders

### RIDERS WHO USE SUN VAN AT LEAST FIVE TIMES PER WEEK

There were 62 respondents who current ride Sun Van service at least five times per week, giving it an average rating of 3.87/5.00, and an average importance vs. satisfaction gap score of 0.64.

- **Most important** to frequent riders is hours when service is available, on-time drop-off at their destination, and where service is available to, all receiving importance scores over 4.85.
- **Least important** is the Sun Van app, reservation call answer time, and cost of riding, all scoring below 4.5 (Sun Van app scores as low as 3.9).
- Current riders are **most satisfied** with safety onboard the vehicle, the cost of riding, and the professionalism of the drivers, all receiving satisfaction scores over 4.4.
- Current riders are **least satisfied** with the Sun Van app, on-time pickups within the 30-minute window, and the length of the ride time, all receiving satisfaction scores below 3.6.

Attribute	Average of Importance	Average of Satisfaction	Import Satisfaction Gap
on-time drop-off at your destination	4.89	3.64	-1.25
on-time pickup within the 30-minute window	4.75	3.53	-1.22
ability to schedule a ride when you want it	4.77	3.77	-1.00
length of the ride time	4.57	3.58	-1.00
how far in advance trips reservation are accepted	4.74	3.88	-0.85
where service is available to	4.85	4.02	-0.84
hours when service is available	4.93	4.21	-0.72
reservation call answer time	4.45	3.83	-0.62
Sun Van App	3.90	3.43	-0.47
comfort of ride	4.50	4.10	-0.40
professionalism of reservations staff	4.74	4.35	-0.39
professionalism of driver	4.62	4.36	-0.26
safety onboard vehicle	4.78	4.65	-0.14
cost of riding	4.49	4.59	0.10
<b>Total</b>	<b>4.65</b>	<b>4.01</b>	<b>-0.64</b>

## RIDERS WHO USE SUN VAN LESS THAN FIVE TIMES PER WEEK

There were 236 respondents who currently ride Sun Van service less than five times per week, giving it an average rating of 4.12/5.00, and an average importance vs. satisfaction gap score of 0.34.

- **Most important** to less frequent riders is on-time drop-off at their destination, the ability to schedule a ride when they want it, and an on-time pickup within the 30-minute window, all receiving importance scores over 4.75.
- **Least important** is the Sun Van app, comfort of the ride, and length of the ride time, all scoring below 4.25 (Sun Van app scores as low as 3.58).
- Less frequent riders are **most satisfied** with safety onboard the vehicle, the cost of riding, and the professionalism of the drivers, all receiving satisfaction scores over 4.5.
- Less frequent riders are **least satisfied** with the Sun Van app, the ability to schedule a ride when they want it, and the length of their ride time, all receiving satisfaction scores below 3.82 (Sun Van app as low as 3.23).

Attribute	Average of Importance	Average of Satisfaction	Import Satisfaction Gap
ability to schedule a ride when you want it	4.80	3.76	-1.03
on-time drop-off at your destination	4.83	4.01	-0.81
on-time pickup within the 30-minute window	4.76	3.98	-0.78
where service is available to	4.71	4.00	-0.71
length of the ride time	4.22	3.82	-0.40
hours when service is available	4.63	4.23	-0.39
Sun Van App	3.58	3.23	-0.35
reservation call answer time	4.28	3.96	-0.33
how far in advance trips reservation are accepted	4.32	4.11	-0.21
professionalism of reservations staff	4.57	4.45	-0.12
professionalism of driver	4.55	4.57	0.02
comfort of ride	4.18	4.20	0.02
safety onboard vehicle	4.64	4.67	0.03
cost of riding	4.42	4.67	0.24
<b>Total</b>	<b>4.48</b>	<b>4.14</b>	<b>-0.34</b>

## RIDERS OVER THE AGE OF 65

There were 148 respondents over the age of 65 who currently ride Sun Van service, giving it an average rating of 4.33/5.00, and an average importance vs. satisfaction score of 0.08.

- **Most important** to riders over 65 is an on-time drop-off at their destination, the ability to schedule a ride when they want it, and safety on-board the vehicle, all receiving importance scores over 4.7.
- **Least important** is the Sun Van app, length of the ride time, comfort of the ride, all scoring below 4.2 (Sun Van app scores as low as 3.25).
- Current riders are **most satisfied** with safety onboard the vehicle, the cost of riding, and the professionalism of the drivers, all receiving satisfaction scores over 4.7.
- Current riders are **least satisfied** with the Sun Van app, the length of the ride time, and the ability to schedule a ride when they want it, all receiving satisfaction scores below 4.1.

Attribute	Average of Importance	Average of Satisfaction	Import Satisfaction Gap
ability to schedule a ride when you want it	4.71	4.13	-0.58
on-time drop-off at your destination	4.79	4.24	-0.55
on-time pickup within the 30-minute window	4.67	4.22	-0.45
where service is available to	4.70	4.30	-0.40
length of the ride time	4.12	4.04	-0.08
hours when service is available	4.56	4.50	-0.07
reservation call answer time	4.18	4.18	-0.01
how far in advance trips reservation are accepted	4.28	4.32	0.04
professionalism of reservations staff	4.61	4.67	0.06
comfort of ride	4.17	4.24	0.07
safety onboard vehicle	4.70	4.81	0.11
professionalism of driver	4.60	4.73	0.13
Sun Van App	3.25	3.46	0.21
cost of riding	4.39	4.73	0.34
<b>Total</b>	<b>4.43</b>	<b>4.36</b>	<b>-0.08</b>

## RIDERS UNDER THE AGE OF 35

There were 42 respondents under the age of 35 who current ride Sun Van service, giving it an average rating of 3.81/5.00, and an average importance vs. satisfaction score of 0.73.

- **Most important** to riders under 35 is the ability to schedule a ride when they want it, and safety on-board the vehicle, all receiving importance scores over 4.7.
- **Least important** is the Sun Van app, length of the ride time, comfort of the ride, all scoring below 4.2 (Sun Van app scores as low as 3.25).
- Current riders are **most satisfied** with safety onboard the vehicle, the cost of riding, and the professionalism of the drivers, all receiving satisfaction scores over 4.7.
- Current riders are **least satisfied** with the Sun Van app, the length of the ride time, and the ability to schedule a ride when they want it, all receiving satisfaction scores below 4.1.

Attribute	Average of Importance	Average of Satisfaction	Import Satisfaction Gap
on-time drop-off at your destination	4.88	3.46	-1.41
ability to schedule a ride when you want it	4.93	3.57	-1.36
on-time pickup within the 30-minute window	4.85	3.51	-1.34
where service is available to	4.74	3.63	-1.11
length of the ride time	4.54	3.44	-1.10
reservation call answer time	4.49	3.76	-0.73
Sun Van App	4.00	3.29	-0.71
professionalism of reservations staff	4.83	4.17	-0.66
hours when service is available	4.73	4.14	-0.59
how far in advance trips reservation are accepted	4.39	3.86	-0.53
safety onboard vehicle	4.79	4.55	-0.24
professionalism of driver	4.73	4.53	-0.21
comfort of ride	4.51	4.35	-0.16
cost of riding	4.58	4.58	0.00
<b>Total</b>	<b>4.65</b>	<b>3.92</b>	<b>-0.73</b>



## NON-RIDERS

While the 604 non-riders cannot provide satisfaction scores, they can rank the service attributes in order of importance to them. Average importance scores were overall lower, averaging 4.22 while current riders had an average importance score of 4.51. Scoring the highest was safety on-board the vehicle – not an uncommon response from non-riders who are concerned about the perceived safety of public transportation. Where service is available to was second highest in importance, and may have been from respondents who live outside of the Sun Van service area. On-time drop-offs ranked third highest in importance, consistent with responses from current riders. Least important were how far in advance trips can be reserved, the Sun Van app, and the length of the ride.

Attribute	Average of Importance
safety onboard vehicle	4.53
where service is available to	4.52
on-time drop-off at your destination	4.49
on-time pickup within the 30-minute window	4.40
hours when service is available	4.39
professionalism of driver	4.32
ability to schedule a ride when you want it	4.27
professionalism of reservations staff	4.27
cost of riding	4.19
reservation call answer time	4.03
comfort of ride	4.00
how far in advance trips reservation are accepted	3.92
Sun Van App	3.85
length of the ride time	3.80
<b>Total</b>	<b>4.22</b>

# Same-Day Trips

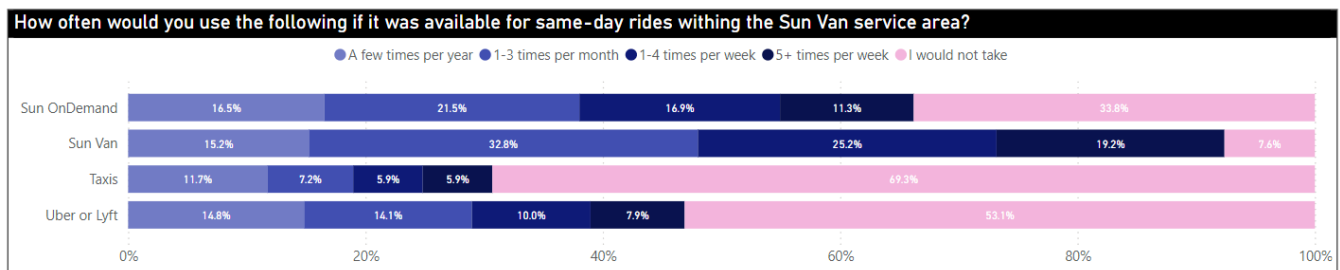
As part of this survey, respondents were asked questions about their interest in the City providing additional same-day transportation service to both existing Sun Van clients, seniors, and persons with disabilities not qualified to use Sun Van. Questions were asked regarding how frequently they would use potential service and how much they be willing to pay based on the length of the trip.

## Frequency of Use

Respondents were asked how often they would use the following services if they were available for same-day rides within the Sun Van service area.

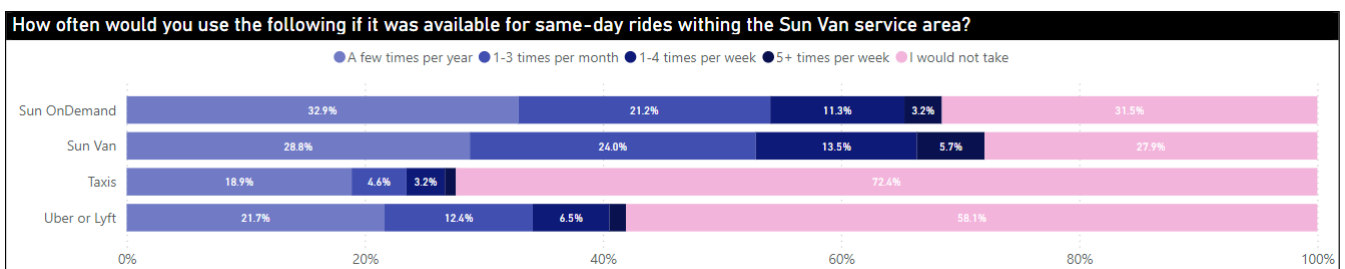
### CURRENT SUN VAN RIDERS

Unsurprisingly, the current Sun Van riders showed a strong preference for Sun Van services, with 93% saying they would take advantage of same-day service. Sun On Demand was the second most common, despite the relatively low current use of Sun On Demand service among riders. Out of those who said they would use same-day service, the percentage who would ride the service less than three times a month was 52% for Sun Van, 57% for Sun On Demand, 62% for Uber or Lyft, and 62% for Taxis.



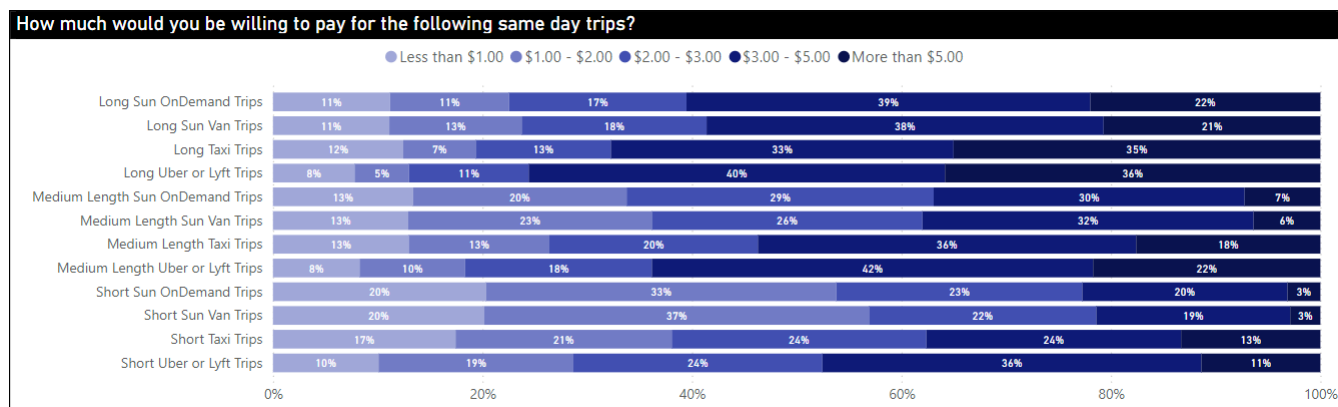
### NON-RIDERS OVER THE AGE OF 65

Non-riders over the age of 65 were almost equally as likely to use same-day Sun On Demand or Sun Van service. Out of those who said they would use same-day service, the percentage who would ride the service less than three times a month was 73% for Sun Van, 79% for Sun On Demand, 85% for Uber or Lyft, and 81% for Taxis.



## Willingness to Pay

Respondents who said they would use same-day service were asked how much they would be willing to pay per trip, based on the trip length. Fares on Sun Van service are currently free. Unsurprisingly, willingness to pay increased with trip length; respondents were willing to pay more for longer-distance trips. Respondents were also willing to pay more for Taxi and Uber/Lyft rides than for Sun Van or Sun On Demand rides of comparable length. This may be due to multiple factors – the perception of paying more for services provided by private companies or the prospect of not having to share trips with other riders.



**Figure 1: Percent of Current Riders Willing to Pay at least \$3.00 per Same-Day Trip**

Trip Length/Mode	Sun Van	Sun On Demand	Taxi	Uber/Lyft
Short Trips (<5 miles)	20%	19%	27%	32%
Medium Trips (5-10 miles)	39%	33%	47%	53%
Long Trips (10+ miles)	54%	55%	64%	67%

**Figure 2: Percent of Non-Riders over 65 Willing to Pay at least \$3.00 per Same-Day Trip**

Trip Length/Mode	Sun Van	Sun On Demand	Taxi	Uber/Lyft
Short Trips (<5 miles)	28%	31%	49%	58%
Medium Trips (5-10 miles)	41%	43%	68%	70%
Long Trips (10+ miles)	61%	71%	88%	84%

# Demographics

Respondents were asked to answer multiple demographic questions related to their age, ethnicity, race, annual household income, vehicle access, and smartphone access.

Key demographics of **current Sun Van clients** include:

- 48% are over the age of 65
- 77% identify as White/Caucasian
- 24% are of Hispanic, Latino, or Spanish origin
- 53% come from zero-vehicle households
- 67% have annual household incomes below \$25,000, and 4% have annual household incomes above \$75,000
- 85% have a smartphone, 11% have a non-smartphone, and the remaining 4% do not have any phone access

Key demographics of those respondents who are **not current Sun Van clients** include:

- 41% are over the age of 65
- 81% identify as White/Caucasian
- 22% are of Hispanic, Latino, or Spanish origin
- 17% come from zero-vehicle households
- 30% have annual household incomes below \$25,000, and 25% have annual household incomes above \$75,000
- 94% have a smartphone, 4% have a non-smartphone, and the remaining 2% do not have any phone access

# Additional Comments

Respondents were asked if there were any additional comments they wanted to provide, and the responses fell into a few key themes.

- Overall satisfaction (68 responses)
  - General comments expressing gratitude for Sun Van saying it is a vital service they rely on to maintain independence and quality of life
  - For many Sun Van in their only transportation option to access critical needs like medical appointments, groceries, or work
- Scheduling and reliability (71 responses)
  - Frequent complaints about long wait times, scheduling difficulties, and poor on-time performance
  - Dislike of shared rides and indirect routing that lead to very long travel times
  - 30-minute pickup windows are problematic, desire for shorter windows or same-day rides
  - Requests to allow scheduling further in advance than 7 days
- Drivers and staff (52 responses)
  - Compliments for friendly and helpful drivers and reservation staff
  - Some negative comments about rude or unhelpful drivers, reservationists, or dispatchers
  - Desire for drivers to be well-trained in assisting passengers with disabilities
- Fares and eligibility (44 responses)
  - Widespread appreciation for free fares and a desire for that to continue, especially from low-income individuals
  - Some feel free fares are being abused and rides should have a small cost
  - Desire to expand eligibility criteria and service area boundaries
- Vehicles (19 responses)
  - Requests for improved wheelchair securement and safer boarding
  - Desire for better vehicle cleanliness and sanitation
  - Some find the vans uncomfortable, noisy, hot, or bumpy
- Technology (17 responses)
  - Phone reservation process is difficult with long hold times
  - Mixed feedback on the app, some find it useful, others encounter limitations
  - Desire for real-time notifications when vehicle is arriving

Respondents were also asked why they had not taken Sun Van in the last month, and 21 current Sun Van clients provided responses with the following two main themes:

- Didn't need the service (no appointments, been sick, or only use it at certain times of year)
- Service takes too long and does not get them where they need to go on time