



INFORMATION REPORT

TO:	Chair and Members Accessible Transit Services Review Sub-Committee
COMMITTEE DATE:	October 13, 2016
SUBJECT/REPORT NO:	Methodology Used for the City of Hamilton Customer Survey for the Disabled and Aged Regional Transportation System (DARTS) (PW16089) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	George Brovac Manager, Accessible Transportation Services (905) 546-2424, Extension 1666
SUBMITTED BY:	Debbie Dalle Vedove Director of Transit Public Works Department
SIGNATURE:	

Council Direction:

At the April 13, 2016 City Council meeting, a motion was approved that staff be directed to report to the Accessible Transit Services Review Sub-Committee at a future meeting with a detailed explanation of the methodology used for The City of Hamilton Customer Survey for the Disabled and Regional Transit System (DARTS).

Information:

At the September 2014 General Issues Committee (GIC) it was recommended:

- That Staff be directed to work collaboratively with DARTS and report to the Accessible Transit Services Review Committee with a proposed Terms of Reference for undertaking an independent, third-party survey of DARTS passengers to examine ways to improve service.

As a result, a working group was formed which consisted of representatives from Accessible Transportation Services (ATS), DARTS and the DARTS Board. During the next few months, the group developed the Terms of Reference for the survey which stated the following:

- That the survey randomly include active customers, caregivers and program/agency staff; and,

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Methodology Used for the City of Hamilton Customer Survey for the Disabled and Aged Regional Transportation System (DARTS) (PW16089) (City Wide) - Page 2 of 3

- That the survey be transparent, confidential and impartial

The survey group worked with the City's Procurement team through the Request for Proposal (RFP) process in terms of reviewing and evaluating submissions received from proponents who expressed interest in conducting the survey.

The RFP resulted in a total of four (4) proposals that were received. Through a detailed evaluation, Forum Research Inc. was awarded the contract since they successfully met the submission requirements and were the lowest bidder which complies with City policy.

Company	Target Audience (4500 active customers)	Margin of Error	Proposal – Scope of Work	Number of Surveys completed
Forum Research Inc.	400 random customer surveys / 5 random agency interviews	+/- 5%	Computer Assisted Telephone Interviewing (CATI) / In-depth telephone interviews of agencies	402 telephone / 5 agency interviews
B.	500 random customer surveys	+/- 4.1%	Computer Assisted Telephone Interviewing (CATI) Computer Assisted Web Interviewing (CAWI) follow up by phone to ensure that respondents completed survey	N/A
C.	950 random customer surveys / 5 random agency interviews	+/- 4%	Mail & E-mail / on-board surveys / Telephone Interviewing agency	N/A
D.	500 random customer surveys	+/- 5%	Telephone interviews / Agency surveys will be conducted by telephone or in-person as per agency preference	N/A

All four (4) proponents identified a margin of error of approximately +/- 5 percent and the same scope of work for the survey (i.e. telephone interviews). Additionally, three (3) of the proponents identified a similar target audience of approximately 10 percent of 4,500 active customers (active being passengers who took at least one trip with DARTS in the previous 12 months)

Forum Research Inc. consulted with the working group to establish and develop content for the survey; this included formulating the questions for the survey. The main areas of focus were:

- Service expectations of stakeholders
- Stakeholder understanding of shared ride implications

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Methodology Used for the City of Hamilton Customer Survey for the Disabled and Aged Regional Transportation System (DARTS) (PW16089) (City Wide) - Page 3 of 3

- Effectiveness of stakeholder communication/outreach
- Complaint management
- Customer Satisfaction

Methodology

The survey methodology used by Forum Research Inc. consisted of two (2) phases:

- Phase 1 - Respondents were randomly selected from list of all active customers (4500) provided by ATS. Computer-Assisted Telephone-Interviewing (CATI) of randomly selected DARTS customers (75% were DARTS users while 25% were caregivers). The margin of error was +/-5 at 95% confidence level. A total of 402 surveys were completed; and,
- Phase 2 - involved five (5) in-depth telephone interviews of agencies to gain an understanding of user perceptions and expectations of DARTS. Respondents were randomly selected from list of agencies (20) provided by ATS. Most participants interviewed were program supervisors.

Confidentiality

As noted in their proposal, Forum Research Inc. has a very strict practice with respect to confidentiality, such as follows:

Telephone Interviews

- During their introduction, interviewers specifically noted that answers will be kept strictly confidential

Ensure Client Information Confidentiality

- All data collected is secure, private, and disposed of in the correct manner

Data Privacy

- Collection, maintenance, use, storage, general management and reporting of data is potentially subject to *Freedom of Information and Protection of Privacy Act (FIPPA)* & *Personal Information Protection & Electronic Documents Act (PIPEDA)*
- In addition to the requirements of both Acts, Forum Research Inc., also includes the following steps:
 - Office premises, where data is stored, are under 24 hour electronic security
 - All stored data is password protected and encrypted
 - Will destroy all data at conclusion of the contract should the City of Hamilton not require further retention of records

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.