



Hamilton

ACCESSIBLE TRANSPORTATION SERVICES
CUSTOMER SATISFACTION SURVEY

ADVISORY COMMITTEE FOR PERSONS WITH DISABILITIES
SEPTEMBER 12, 2023

2015 – ATS Customer Survey Forum Research results presented to ATS Subcommittee:

- 402 surveyed by phone – random selection of customers with 95% confidence level; overall satisfaction with the service with areas of improvement flagged

2022 – ATS commitment to engage in a “(Re)envision – like project” for customers

2023 Q3-4 – two customer satisfaction projects:

- Journey mapping
- General customer satisfaction survey

Ongoing – performance reports, quarterly since 2022

Journey Mapping

- a visualization of the process that a customer goes through to accomplish a trip on ATS
- participants are interviewed to understand their experiences at each step to book and complete their trip.

Demographic data (e.g., age, type of disability, purpose of travel, regularity of travel) from interviewees helps to create personas for whom we can visualize some typical experiences, from start to finish.

This type of work is a customer satisfaction best practice; it is qualitative research, rather than quantitative.

Delegations: ATS and HSR Customer Experience and Innovation delegated to the Transportation Working Group with Dillon Consulting, the agency conducting the journey mapping study, on April 25, 2023. Transportation Working Group will have ongoing opportunities to comment as the project progresses.

Status: consultant finalizing interview scripts and demographic categories; consent language is being reviewed by City of Hamilton.

Target: Q4

Plan is for a survey of as many ATS users as possible. The general areas of questioning are:

- Information about disability
- Information about use of/ satisfaction with
 - ATS Customer Service
 - DARTS
 - Taxi Scrip
 - Accessible HSR buses

The survey does include the option of participating in a contest and joining a future ATS Customer Service Panel, similar to the HSR panel.

Delegations: ATS and HSR Customer Experience and Innovation delegated to the Transportation Working Group on July 25 (initial draft) and September 8 (second draft incorporating working group feedback), with additional opportunities for working group members to provide feedback via email. Transportation Working Group feedback has been absorbed.

Status: final draft with Director of Transit for review; consent language is being reviewed by City of Hamilton.

Target: September 22, 2023, for survey release, as broadly as possible, including a mailout to approximately 10,000 active users of ATS. Survey will be offered in print, fillable accessible Word and PDF, and online.

THOUGHTS ON INTEGRATED TRANSIT

Integrated transit: a service where customers who are able could be picked up from their home by a shared ride service to travel to their nearest accessible HSR stop and take the rest of their trip on the HSR system. The shared ride service would also bring the customer home from their nearest accessible HSR stop.

Both the Journey Mapping and ATS Survey projects include questions to gather input on customer fears, hopes, and expectations for an integrated service pilot, and the factors that may prevent them from trying it out, if they are able.