

MetroAccess Customer Satisfaction and Usage Study

Q4 Calendar Year 2017

Summary Presentation

Office of Customer Research

February 20, 2017

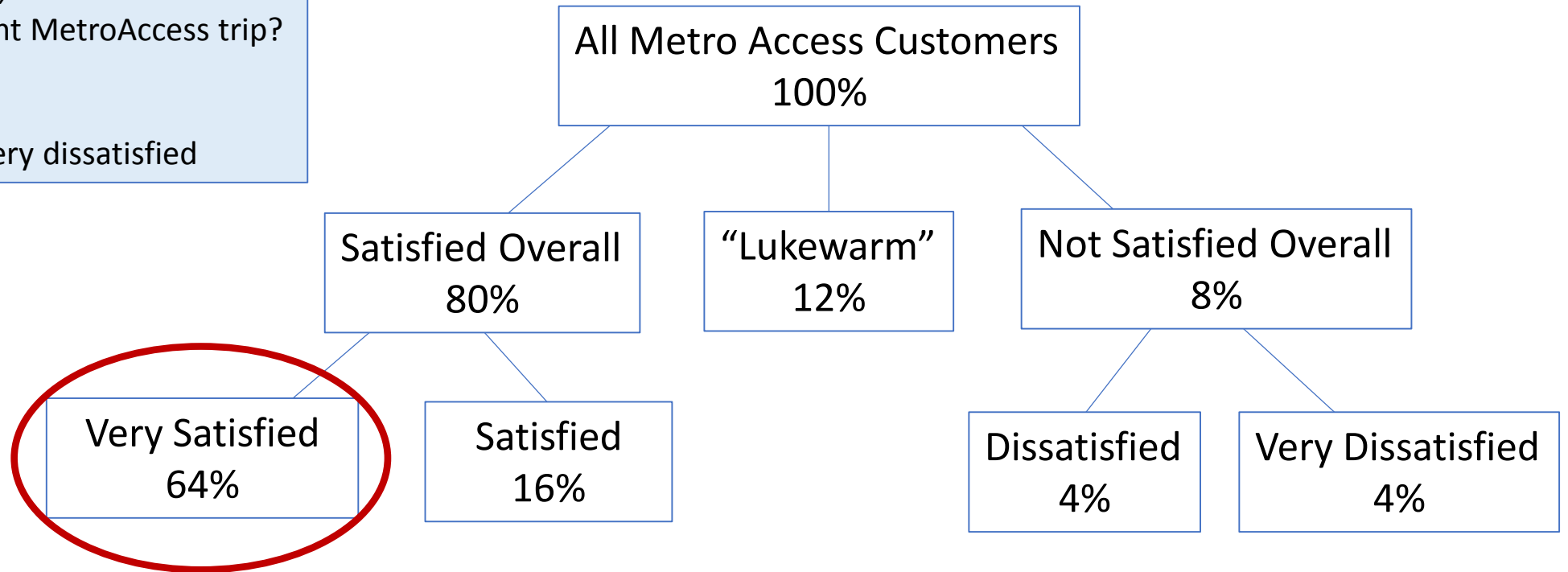
Summary of Changes from Q3 2017

Finding / Insight	Supporting Details
Significant increase in <i>very</i> satisfied customers.	<ul style="list-style-type: none"> • Very satisfied customers increased from 57% in Q3 2017 to 64%. • Satisfaction increased nominally from 77% to 80% -- not statistically significant but in right direction. (See Slide 3; Slide 10 of Morpace deck.)
Percent of customers who experienced problems did not improve; late pickups are still the most prevalent problem.	<ul style="list-style-type: none"> • 15% of customers experienced a late pick-up (59% of problems) • 6% experienced a no-show (24% of problems) (See Slide 4)
Coordination between dispatch and drivers improved.	<ul style="list-style-type: none"> • 63% of customers are now completely satisfied with this aspect, up from 55% in Q3. (See Slide 11 of Morpace deck.)
The percentage of problems solved to the customer's satisfaction continues to be low.	Of the customers who experienced problems within the past 30 days (26% of all customers), only 40% said that the problem was resolved to their satisfaction. (See Slide 5.)
Awareness of the Free Ride Program has decreased significantly.	The decline was from 83% in Q3 2017 to 75% in Q4 2017. (See Slide 6.)
Approximately 9 in 10 bookings are still done over the phone.	88% of trip bookings are through a reservation agent. The measure was 85% in Q3. (See Slide 8.)
The percentage of customers who have tried TransportDC has increased significantly.	The increase was from 18% in Q3 2017 to 29% in Q4 2017. (See Slide 9.) Note: We will be adding Abilities-Ride as a choice item in the questionnaire for Q2 2018

Customer Satisfaction – Top Level View

Survey Question: Overall, how satisfied were you with your most recent MetroAccess trip?

5-point response scale:
1=very satisfied and 5=very dissatisfied

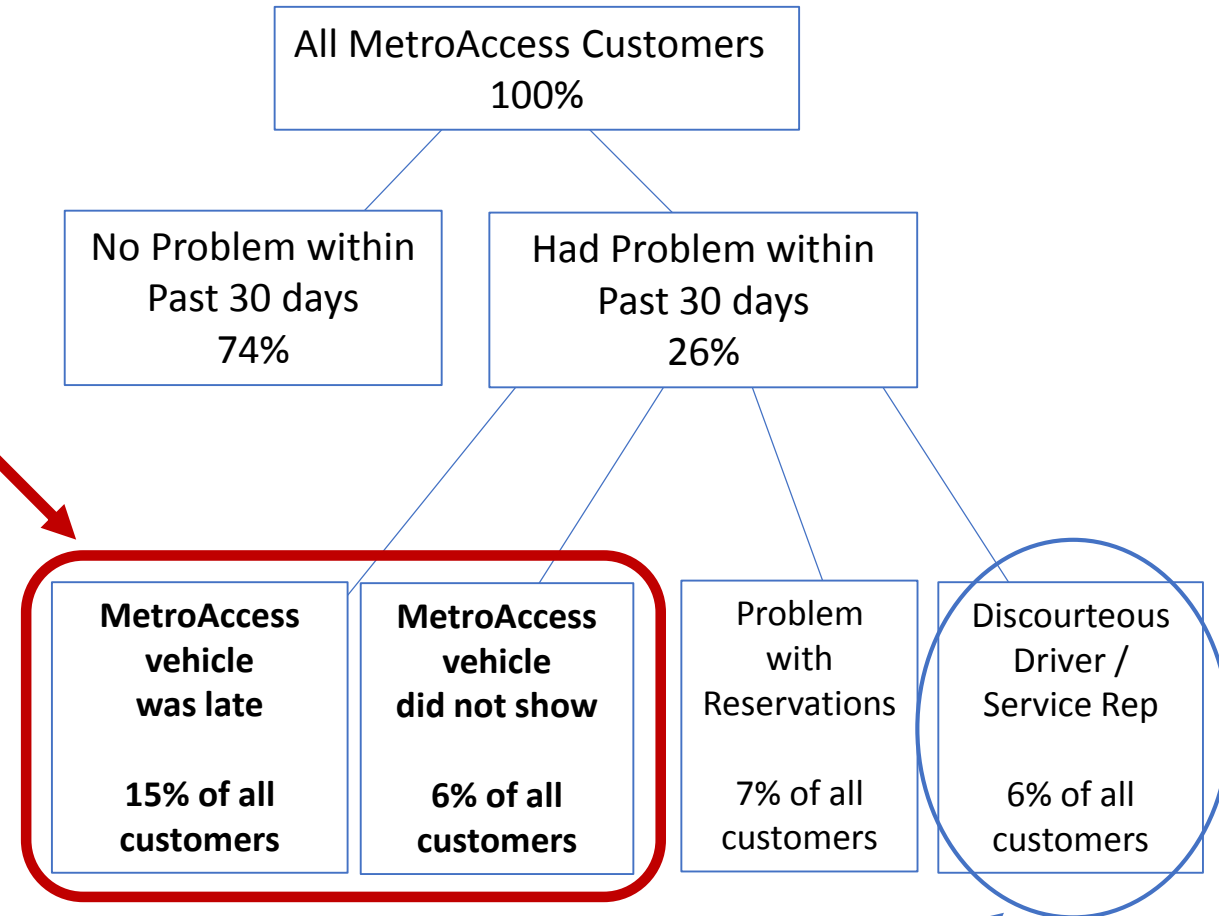


**Significant increase
from Q3 2017 (57%)**

Top Drivers of Satisfaction

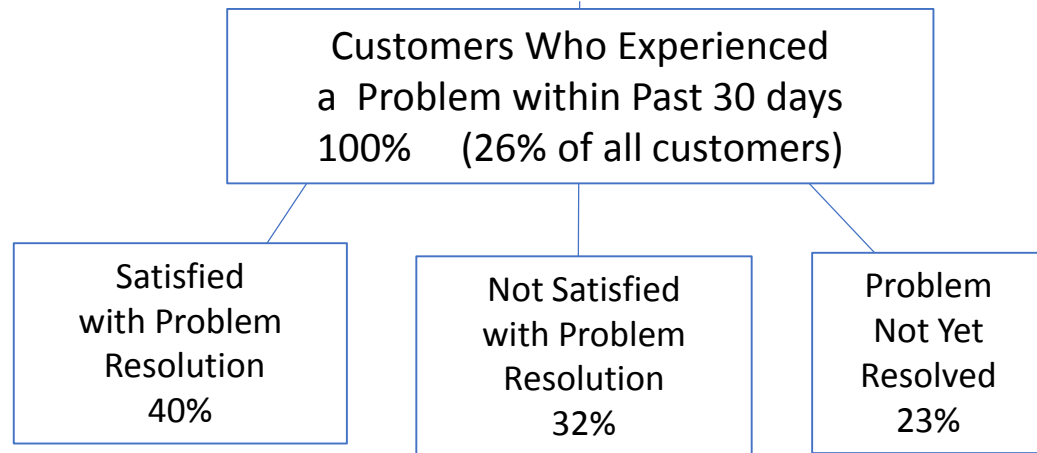
Rank	Correlation with Overall Satisfaction	Factor
1	0.535	On-Time Pickup
2	0.525	On-Time Delivery
3	0.415	Ride Safety
4	0.407	Ride Comfort
5	0.36	Efficient Route

Service Performance



This increased nominally from Q3
(4% of all customers, 14% of
customers who experienced problems)

Service Problem Resolution

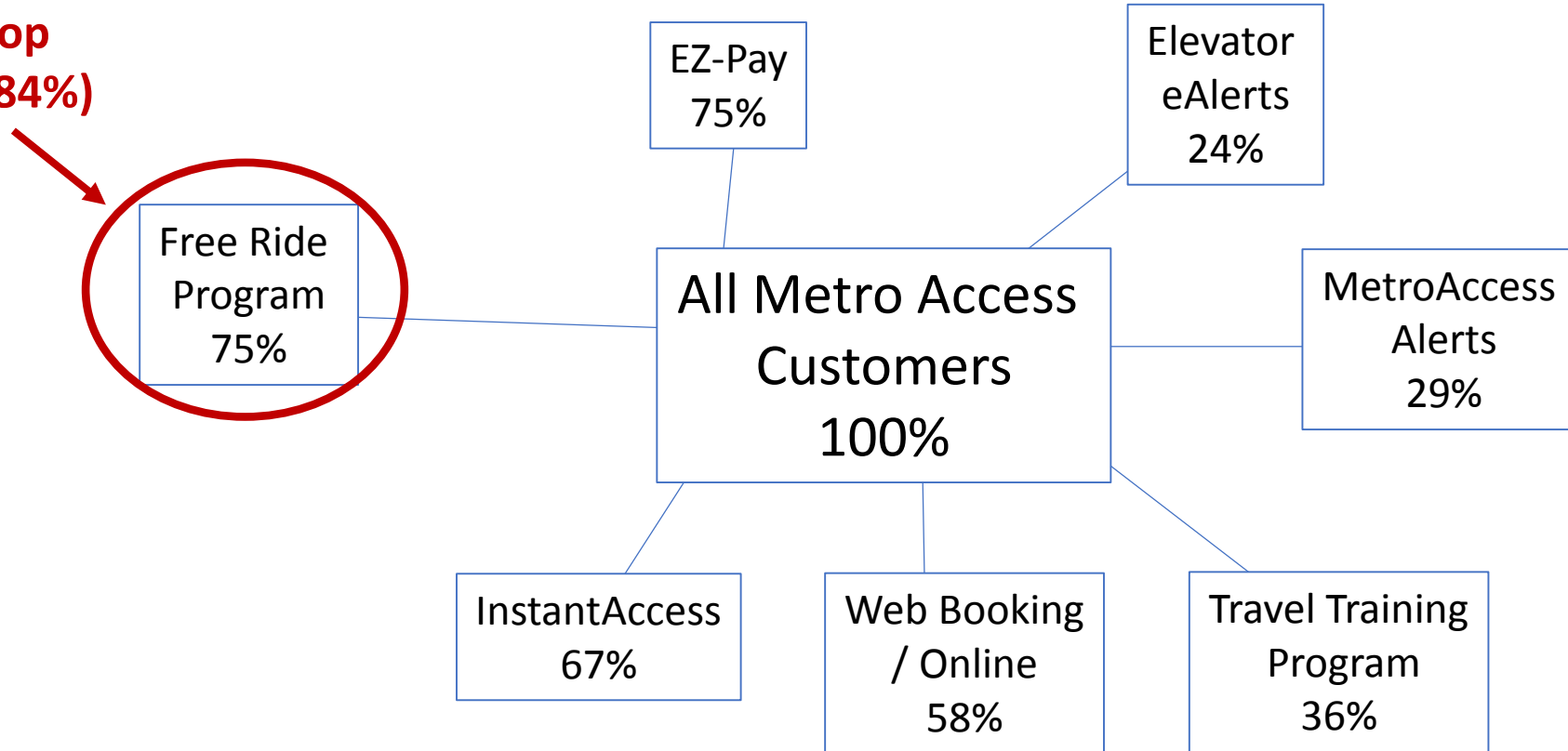


Service Complaints

Incident Type	Q3 2017		Q4 2017	
	Count	%	Count	%
Accessibility Features	12	0.3%	8	0.3%
Customer Service Rep. / Mgmt. Conduct	7	0.2%	5	0.2%
Discrimination	0	0.0%	1	0.0%
Dispatch Errors / Conduct	86	2.3%	76	2.4%
Driver Conduct	359	9.8%	318	10.2%
Early / Late	1,552	42.2%	1,143	36.7%
Excessive OBT (On Board Transportation) / Scheduling Errors	574	15.6%	612	19.7%
Fare Dispute	120	3.3%	114	3.7%
IVR / Web Booking	39	1.1%	37	1.2%
No Show / Failed to Wait	271	7.4%	261	8.4%
Request Removal of NS/LC [Not Suspensions] (No Show / Late Cancellation)	260	7.1%	237	7.6%
Reservations Errors / Conduct	179	4.9%	137	4.4%
Safety	128	3.5%	126	4.0%
Vehicle Condition	90	2.4%	39	1.3%
Total	3,677	100.0%	3,114	100.0%

Awareness of MetroAccess Services

Significant drop
from Q3 2017 (84%)

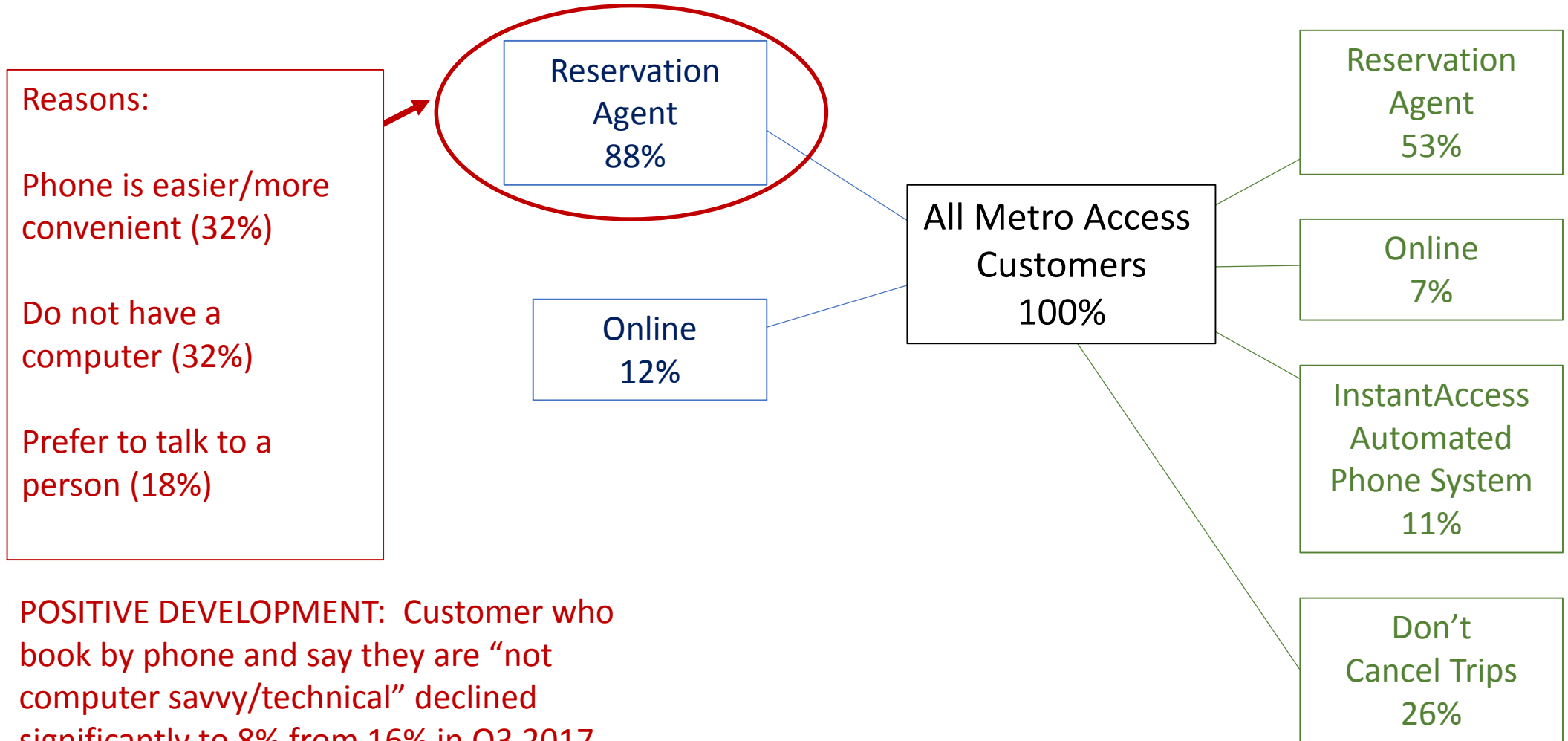


Note: We will be adding Abilities-Ride as a choice item in the questionnaire for Q2 2018

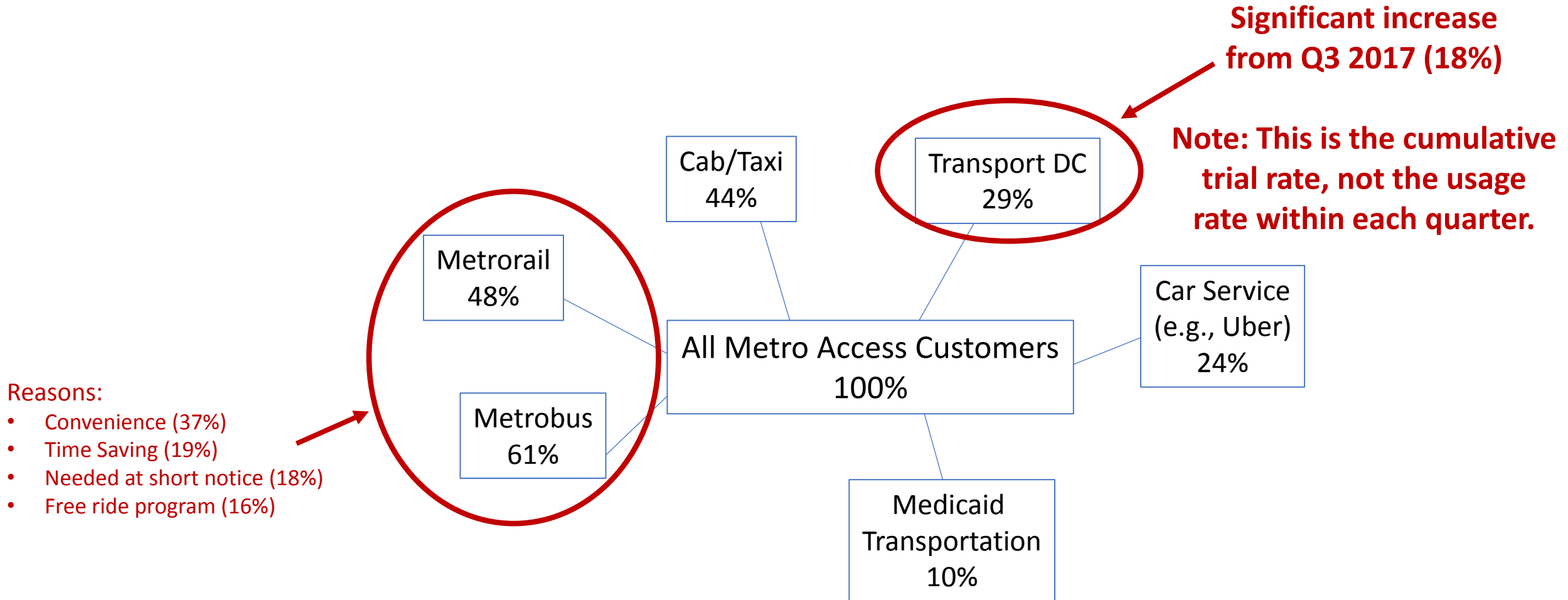
Trip Booking & Cancellations

Booking Trips

Canceling Trips



Use of Other Transportation within Past 12 months



Note: We will be adding Abilities-Ride as a choice item in the questionnaire for Q2 2018