

On Demand Transit

Engagement Results – December 2023

Strathcona County Transit conducted an On-Demand Transit pilot project customer feedback survey. The goal of this survey was to evaluate current service, find the points where the pilot excels in meeting customer needs and where improvements could be made. This survey is similar to one conducted in January of 2023, which was conducted before a change in service providers for the On-Demand Transit app. Where relevant, comparisons are made to the previous survey to gauge differences in customer attitudes between the two fielding dates.

The survey was made available through an open online link that was communicated through the Strathcona County Transit website and on the transit app, along with other County communication channels.

As we were exclusively interested in pilot users, the eligible population of respondents is much smaller than comparable surveys or engagements that Strathcona County regularly conducts. We received 174 responses (compared to 198 last January.) Completions do not count disqualified respondents (those who had not used the On-Demand transit program) or partial respondents who dropped out of the survey without leaving feedback. Given that respondents self-selected themselves into the survey sample and the relatively low number of respondents, some caution should be utilized by the reader. Results from this survey should be treated as a snapshot into customer viewpoints on the project and considered alongside other data sources for a full picture of the pilot's efficacy.

As questions were non-mandatory, and skip-logics were used depending on whether respondents used previous services, the base of respondents shifts between questions. This base is identified specifically for each question.

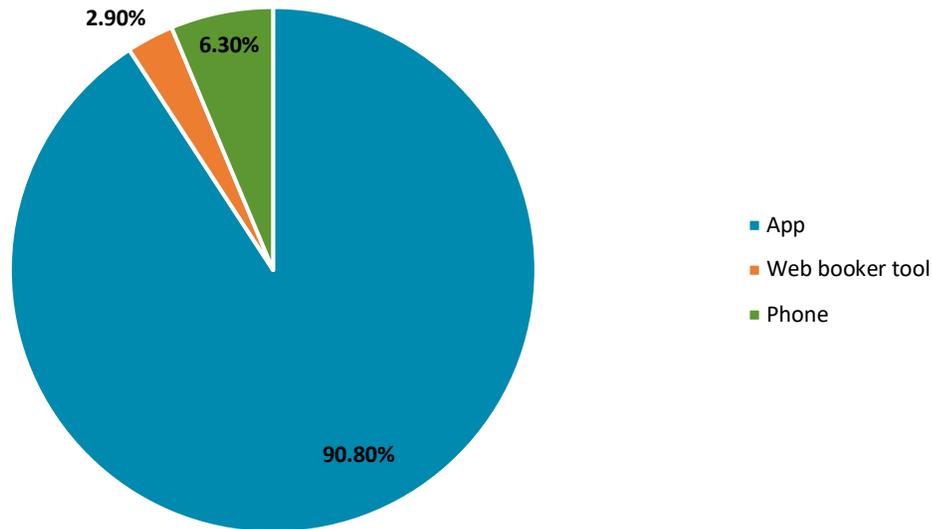
1. Have you tried the new On-Demand Transit service?

174 'yes' respondents

2. How are you booking most of your on-demand service trips?

	Count	Percent
I use the app	158	90.08
Online using the web booker tool	5	2.9
I call 780-464-RIDE (7433)	11	6.3
Base	174	

As the survey was communicated through the app, unsurprisingly many survey respondents were primarily app users. Response proportions were nearly identical to the January survey.



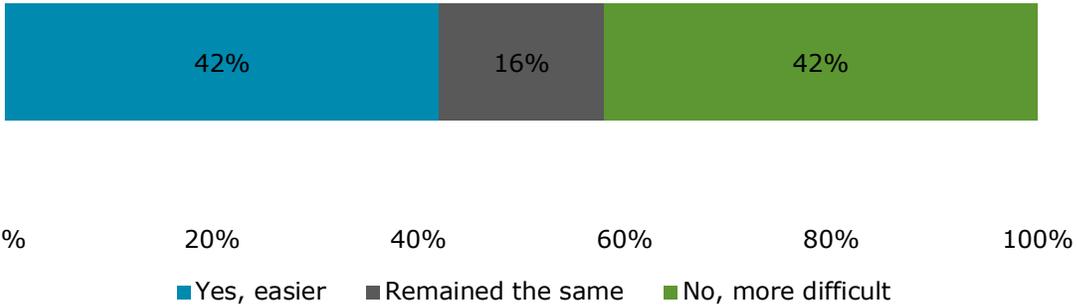
3. Were you a rider of our evening and weekend service prior to our switch to On-Demand Transit service?

145 or 83.3% 'yes' respondents
29 or 16.7% 'no' respondents

The vast majority of respondents were previous users of evening and weekend service.

'yes' respondents were guided to the next three questions, 'no' respondents were skipped to question number 7.

4. Based on feedback we received, the app vendor for the on-demand transit service was replaced. Since we changed the app this summer, do you find the on-demand transit wait service to be more efficient than the previous on-demand service?

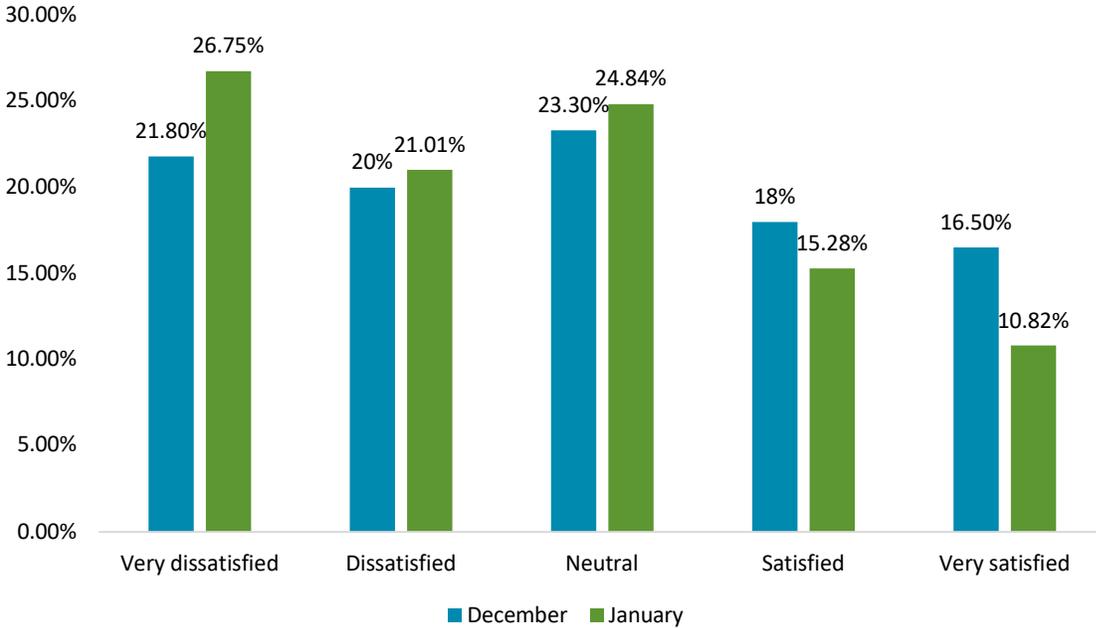


Base: 100

An equal number of respondents found improvements to the service as those who found service to be more difficult to book. The remaining 16% found their experience had not changed with a new vendor.

5. Are you satisfied with your On-Demand travel times?

	Count	Percent
Very Dissatisfied	29	21.8
Dissatisfied	27	20.3
Neutral	31	23.3
Satisfied	24	18
Very Satisfied	22	16.5
Base	133	

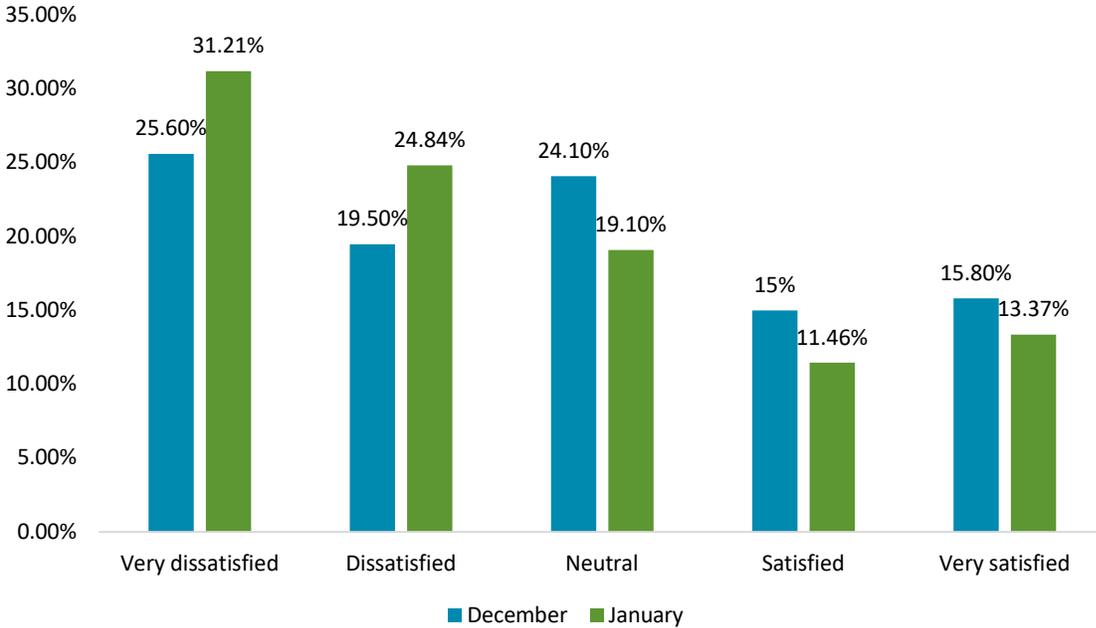


Base: 133

Approximately 41.8% of respondents were dissatisfied with on-demand service times – a decline of 6% compared to the survey administered in January. 34.50% were satisfied with the service and 23.30% remaining neutral in their assessment. This compares relatively closely with the 30% of self-identifying on-demand transit users who felt Strathcona County transit was not meeting their needs in the recently administered Transit Master Plan Update survey (fielded September-October 2023.)

6. How satisfied are you with On-Demand Transit meeting your evening and weekend travel needs?

	Count	Percent
Very Dissatisfied	34	25.6
Dissatisfied	26	19.5
Neutral	32	24.1
Satisfied	20	15
Very Satisfied	21	15.8
Base	133	

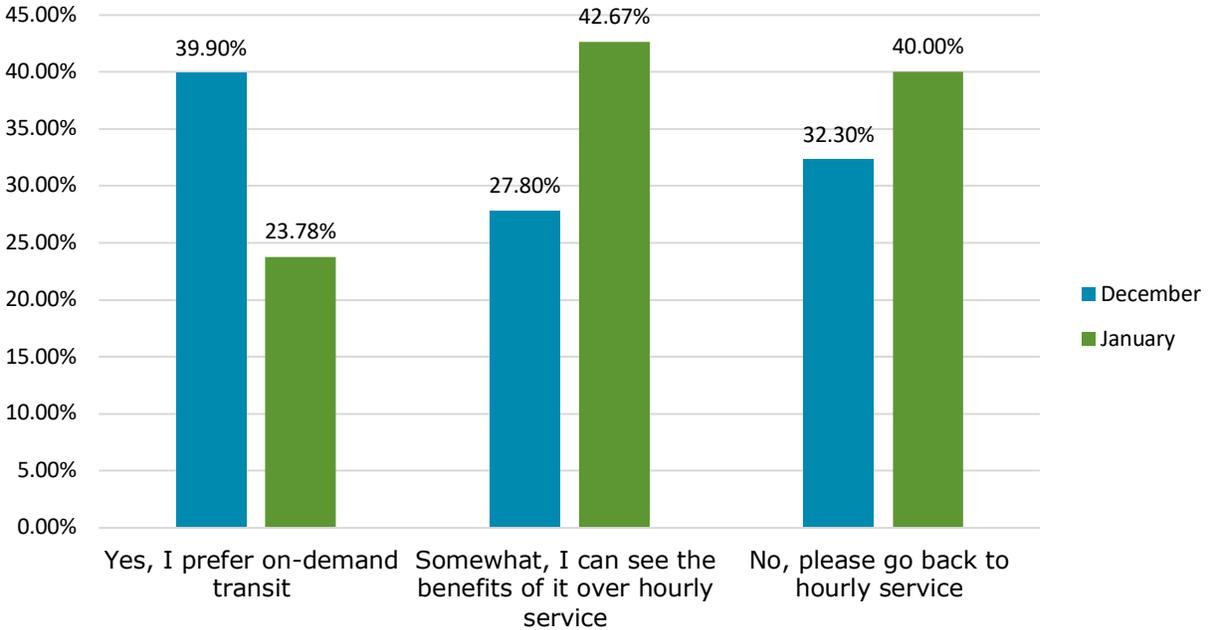


Base: 133

Satisfaction drops by a small amount when considering evening and weekend travel times, with 4% less satisfaction compared to overall on-demand transit attitudes. However, satisfaction has improved since January – with 6% less indicating very dissatisfied as a response and satisfaction increasing by 6%.

7. Do you prefer On-Demand Transit to the former, local, hourly service transit provided?

	Count	Percent
Yes, I prefer on-demand transit	63	39.9
Somewhat, I can see the benefits of it over hourly service	44	27.8
No, please go back to hourly service	51	32.3
Base	185	

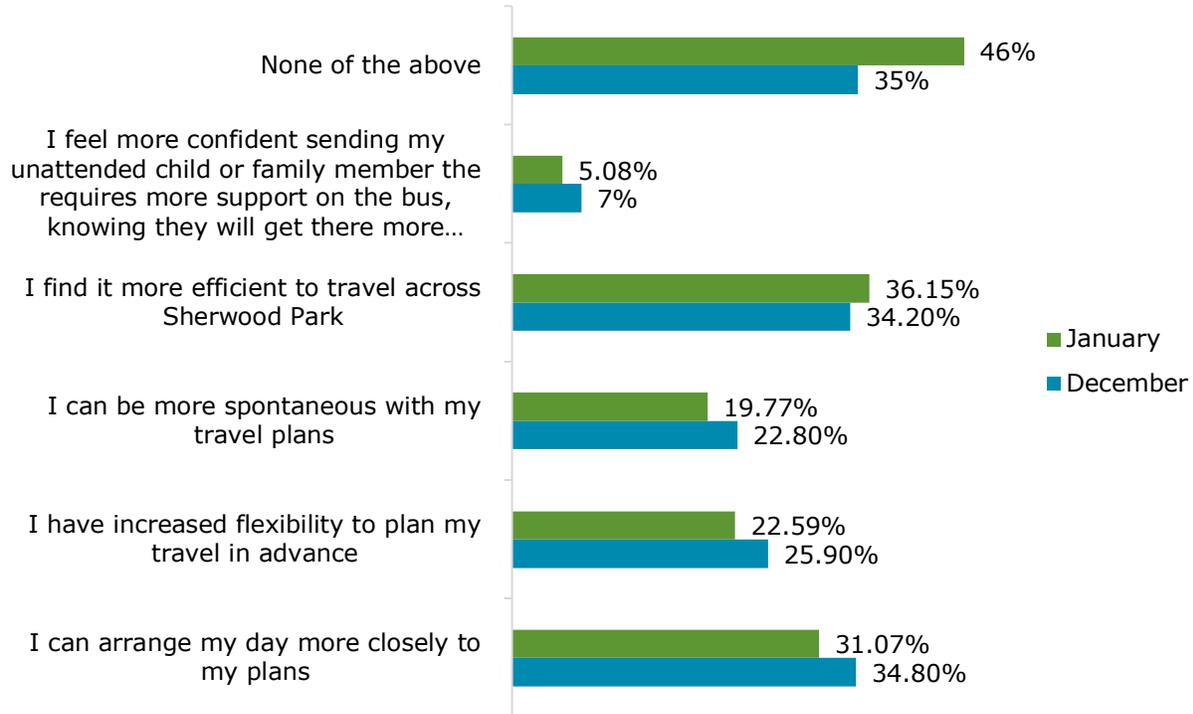


Base: 158

The proportion of detractors to on-demand transit have dropped by 8% compared to last January, with supporters increasing by 16% - indicating some shifting preferences and experiences with the service.

8. Have you had any significant benefits from using On-Demand Transit? (Please check all that apply.)

	Count	Percent
I can arrange my day more closely to my plans	55	34.8
I have increased flexibility to plan my travel in advance	41	25.9
I can be more spontaneous with my travel plans	36	22.8
I find it more efficient to travel across Sherwood Park	54	34.2
I feel more confident sending my unattended child or family member the requires more support on the bus, knowing they will get there more directly.	11	7.0
None of the above	56	35.4
Base	158	



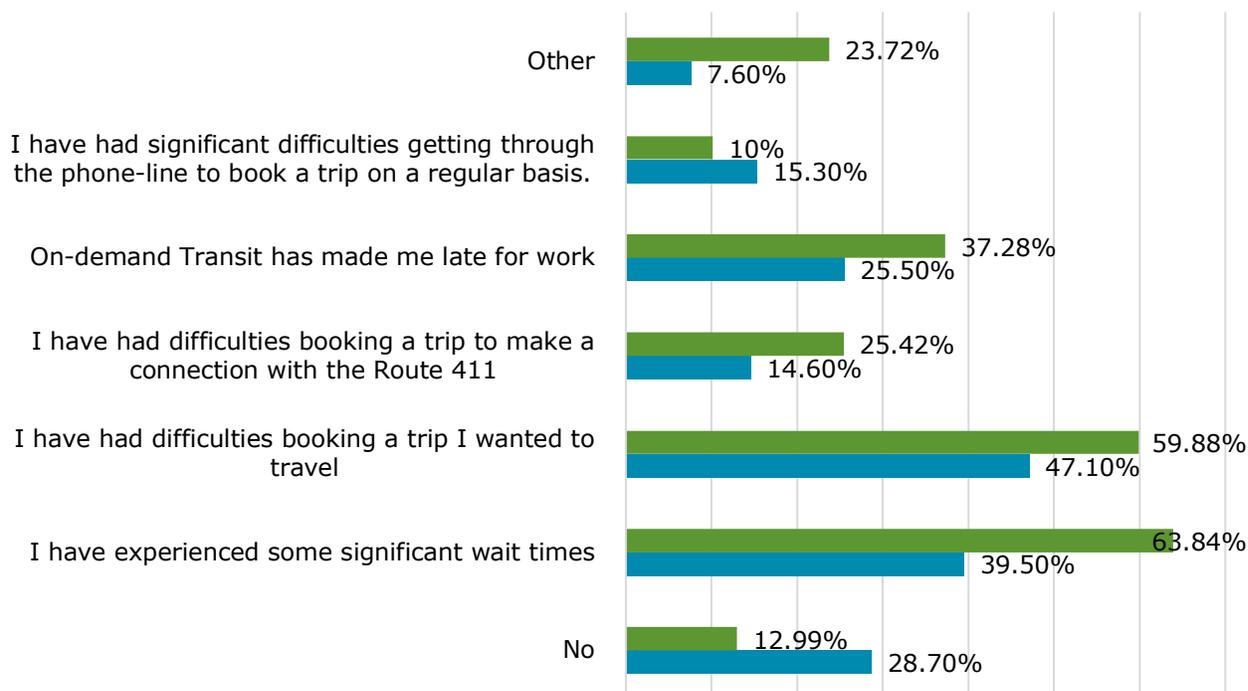
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35% of respondents felt little benefit to using the pilot project – which correlates closely with the 41% of respondents who expressed dissatisfaction with on-demand transit. Moving more efficiently across Sherwood Park and arranging the day more closely to plans were the most popular options. Compared to January, there were far fewer completely unhappy customers, as evidenced from the drop from 46% to 35% of those who choose ‘none of the above’.

9. Have you had any significant issues using On-Demand Transit? (please check all that apply)

	Count	Percent
No	45	28.7
I have experienced some significant wait times	62	39.5
I have had difficulties booking a trip I wanted to travel	74	47.1
I have had difficulties booking a trip to make a connection with the Route 411	23	14.6
On-demand Transit has made me late for work	40	25.5

I have had significant difficulties getting through the phone-line to book a trip on a regular basis.	24	15.3
Other	12	7.6
Base	158	



Base: 158

Wait times and difficulties booking trips continue to be the top issues for respondents. Generally, fewer respondents reported issues with the service as 'no' responses dropped from 29% to 13% (with rounding.) Each issue was also selected proportionally less in December than in January, with the exception of getting through on the phone-line to book a trip on a regular basis.

Other responses were also selected by far fewer respondents than December, which featured more overall critical comments of transit. Most other comments allude to other options available above, such as long wait-times or making the respondent late for work. Other comments also include mentions of the app being unresponsive or difficult to use along stories of times the service did not meet their needs. The full (unedited) list of other comments are provided below.

App takes a long time to load and sometimes will not display your trip as having been processed when it has, also does not let you zoom in, if you attempt to it immediately zooms back out

Application is not helpful no allowing to book in advance and cancel trips as to pick the bus stop
Brutal app to try use
Can't book a bus before the scheduled bus stops running so I'm waiting at transit stations sometimes
I don't always have wifi and sometimes need to book trips after 7 pm. Turning th phone lines off after 7 when your service primarily runs after 7 and not allowing day of pre-booking has made my life very difficult. It often prevents me from leaving my house because I won't be able to get home. Either turn the phone lines back on ot please go back to hourly service. I feel trapped.
I have had significant issues with wait time even to book a trip, and in waiting for the bus, my trip time will change multiple times, so it ends up being well over an hour or longer most evenings. The only benefit from on demand i can see at all, is the direct trips i can take, but that is all. It is full of horrible inexcusable issues and they need to be rectified.
Inaccurate notifications: not being told when the bus is 10 minutes away/arriving soon, saying it will be there is 2 minutes and it is there in 10, etc
My child has been left stranded due to changing wait times
You all no longer tell us which number bus we are on which has led me to miss the bus before. I am unable to get a lyft from home to work cause I cannot trust your services to get from home to work with how unpredictable it is and the fact that sometimes you don't even have buses available as early as I need them to be. I also find it incredibly annoying that it can take up to half an hour for an on demand bus to get to us. On demand should be quick and fast. Will be there in 10 minutes. Tops, not half an hour to an hour. You guys have some major bugs in your systems. And I don't know what I'm going to do because it is a \$15 trip from my place to for one taxi which is causing me to lose more money. I have multiple other co-workers who have no choice but to take the buses. Because they are uneligibile to drive and it is causing major issues for a lot of us. Cause some of us even end up being late to work.
You have officially stopped saying what the bus numbers are which has caused me. To Miss my bus several times it is the middle of winter and people are having to stand out in the cold unsure of when the bus is going to get there. It has become unreliable. So I am not able to take the bus in order to get to work. So so I am now having to pay for taxes which are crazy expensive. While the on demand does have some benefits. Like getting from one point to the other. Without having to drop several buses. It is also ridiculous on how you have the system set up.
difficulties going home, breaks scheduled when 411 arrives