

access

Technology Access Assessment



Report of Findings

26 February 2020
Confidential & Proprietary

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Harnessing the power of data to help clients achieve organizational goals.

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Project Overview

- GreatBlue Research was commissioned by Access Services (hereinafter “Access”) to conduct market research to understand their riders' current access to technology and desire for technological advancements at Access.
- The primary goals for this research study were to assess Access riders' current internet and technology usage, familiarity and interest in potential technology advancements at Access, and usage and satisfaction with several existing application and online services Access offers.
- In order to service these research goals, GreatBlue employed telephone and digital surveys to capture the opinions of Access's riders.
- The outcome of this research will enable Access to a) more clearly understand current technology access of their riders, b) discern satisfaction with existing mobile and web-based offerings and c) gauge interest in Access implementing new technology offerings to its riders.



Areas of Investigation

The Access Services Technology Access Assessment leveraged a quantitative research methodology to address the following areas of investigation:

- Current access to internet and mobile devices
- Use of "assistive technology"
- Comfort level and interest in boarding an autonomous vehicle (AV)
- Previous use and experience riding in an Access hybrid vehicle
- Interest and anticipated use of mobile ticketing options
- "Where's My Ride" mobile application usage and satisfaction
- Usage habits and satisfaction with Access's online booking feature
- Usage habits and ease of navigating Access's website
- Preferred method of receiving information from Access
- Demographic profile of respondents

Research Methodology Snapshot

Methodology Telephone and digital	No. of Completes 1,403 (601 phone + 802 digital)	No. of Questions 36*	Incentive None	Sample Customer List
Target Access Riders	Quality Assurance Dual-level**	Margin of Error 2.5% Phone: 3.9% Online: 3.4%	Confidence Level 95%	Research Dates January 11 - February 8, 2021

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

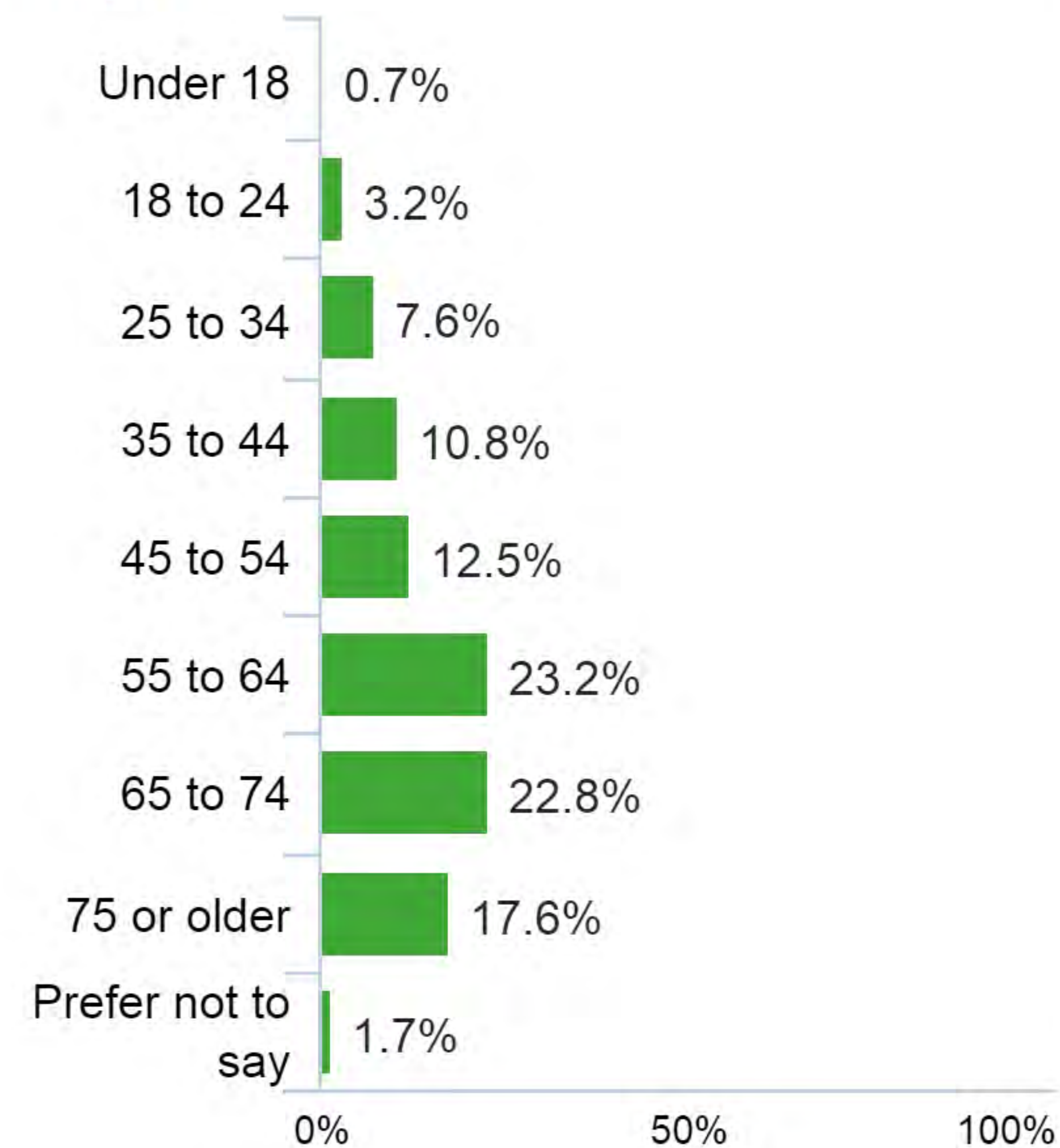
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

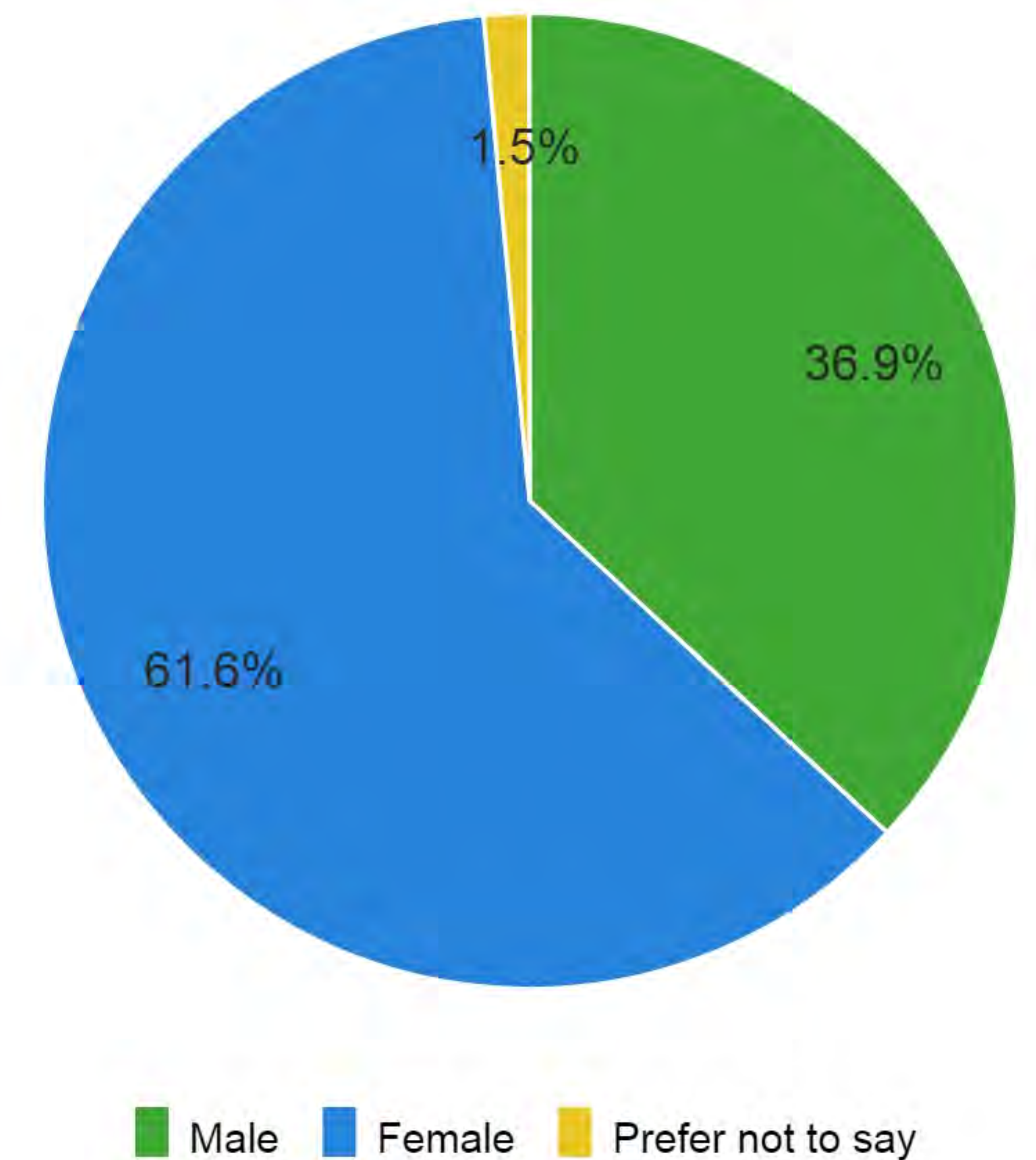
Region

Region	# of Surveys
Southern	330
Eastern	298
Northern	253
West / Central	249
Antelope Valley	200
Santa Clarita	73
Total	1,403

Age



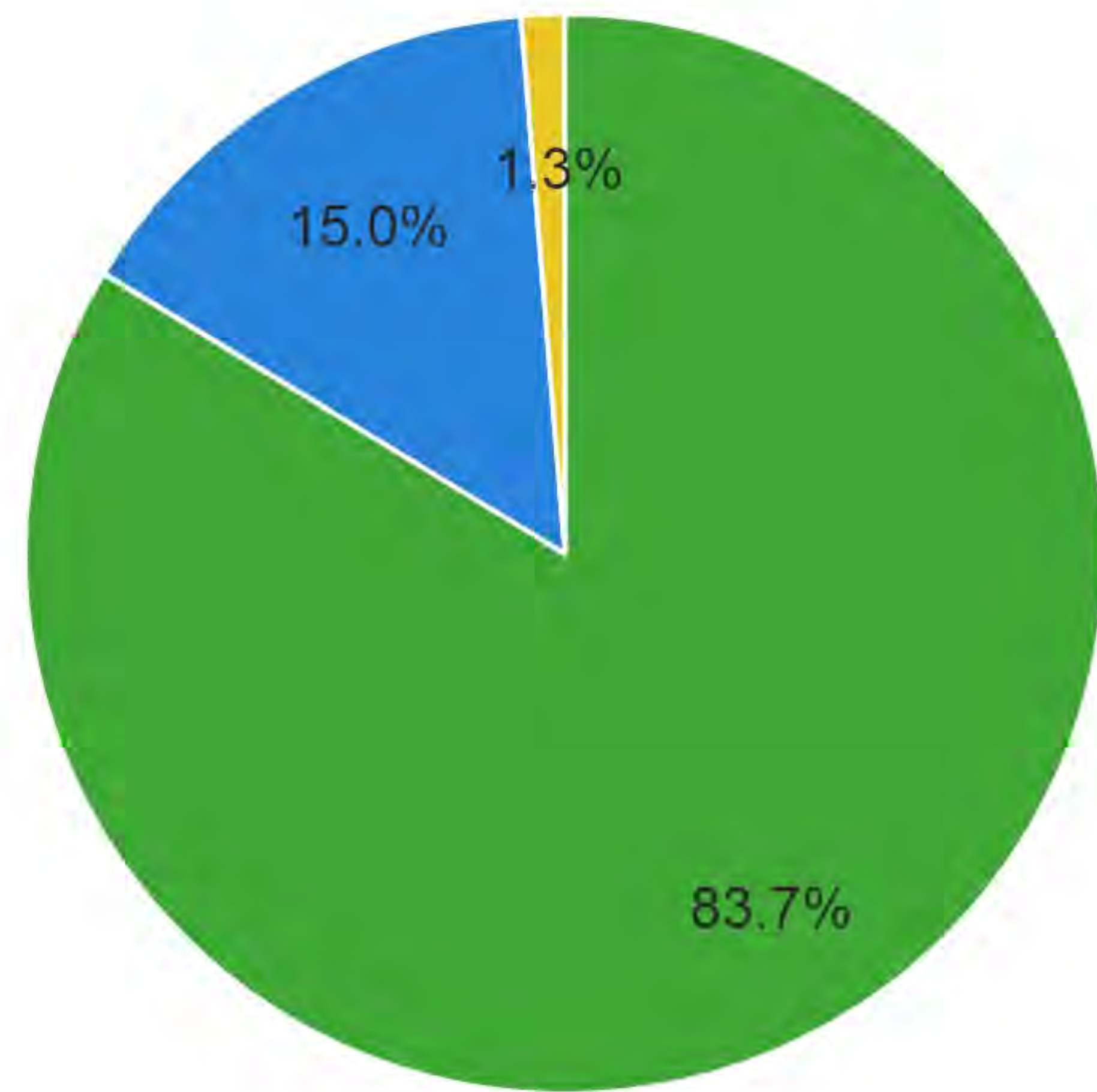
Gender



Respondent Snapshot

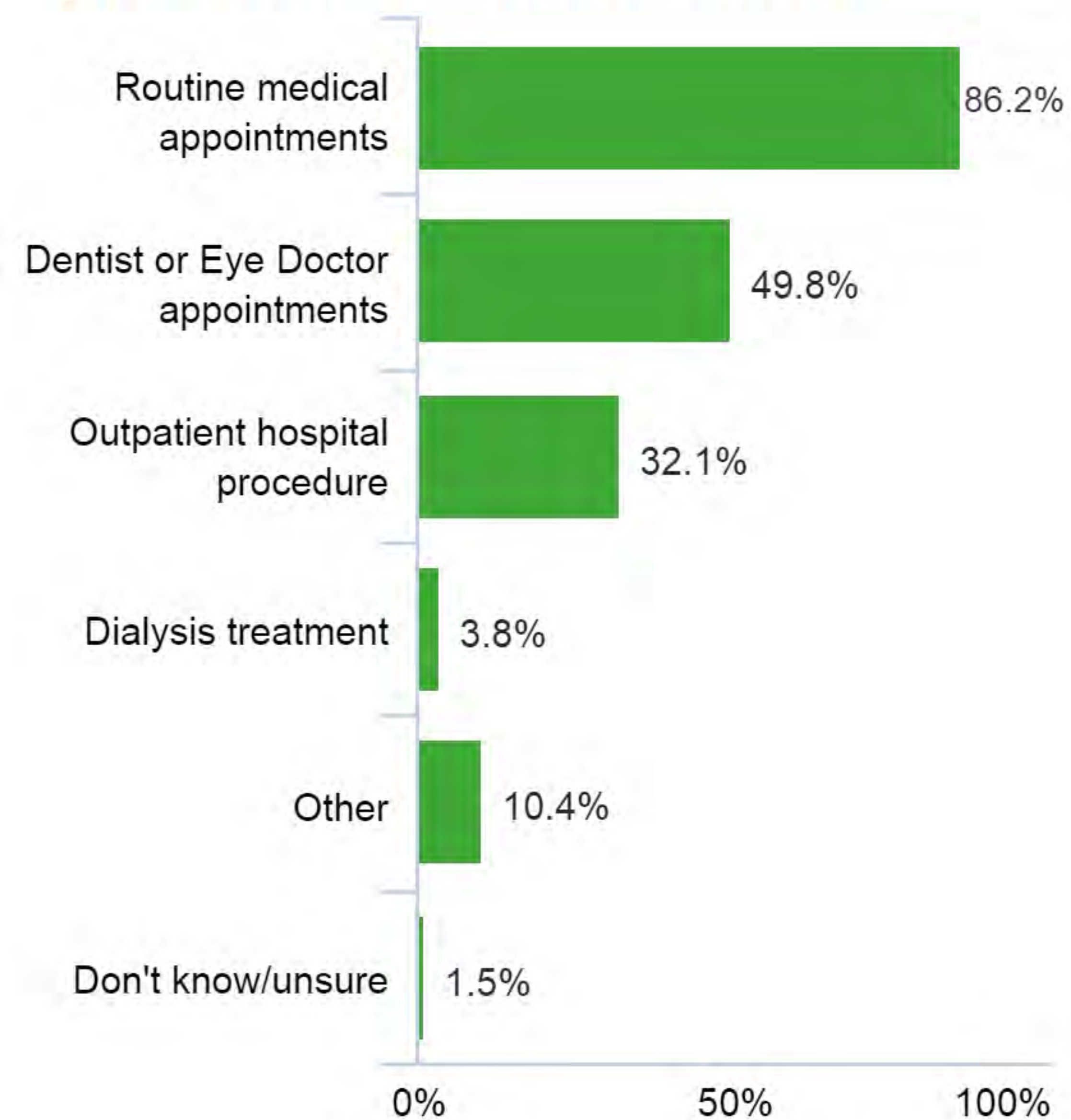
This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

Use of Access for Medical Appointments

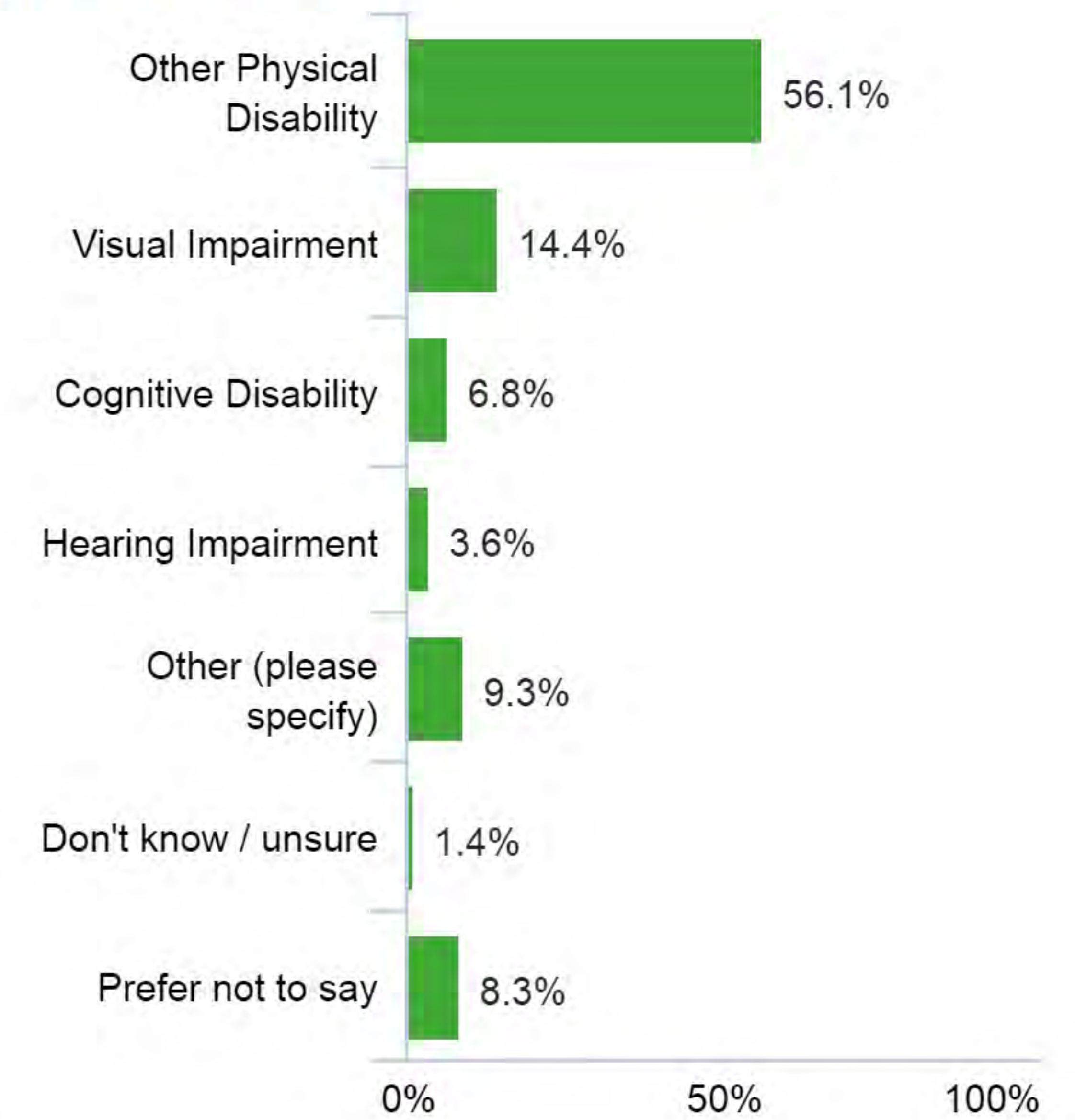


■ Yes ■ No ■ Don't know / unsure

Types of Medical Appointments



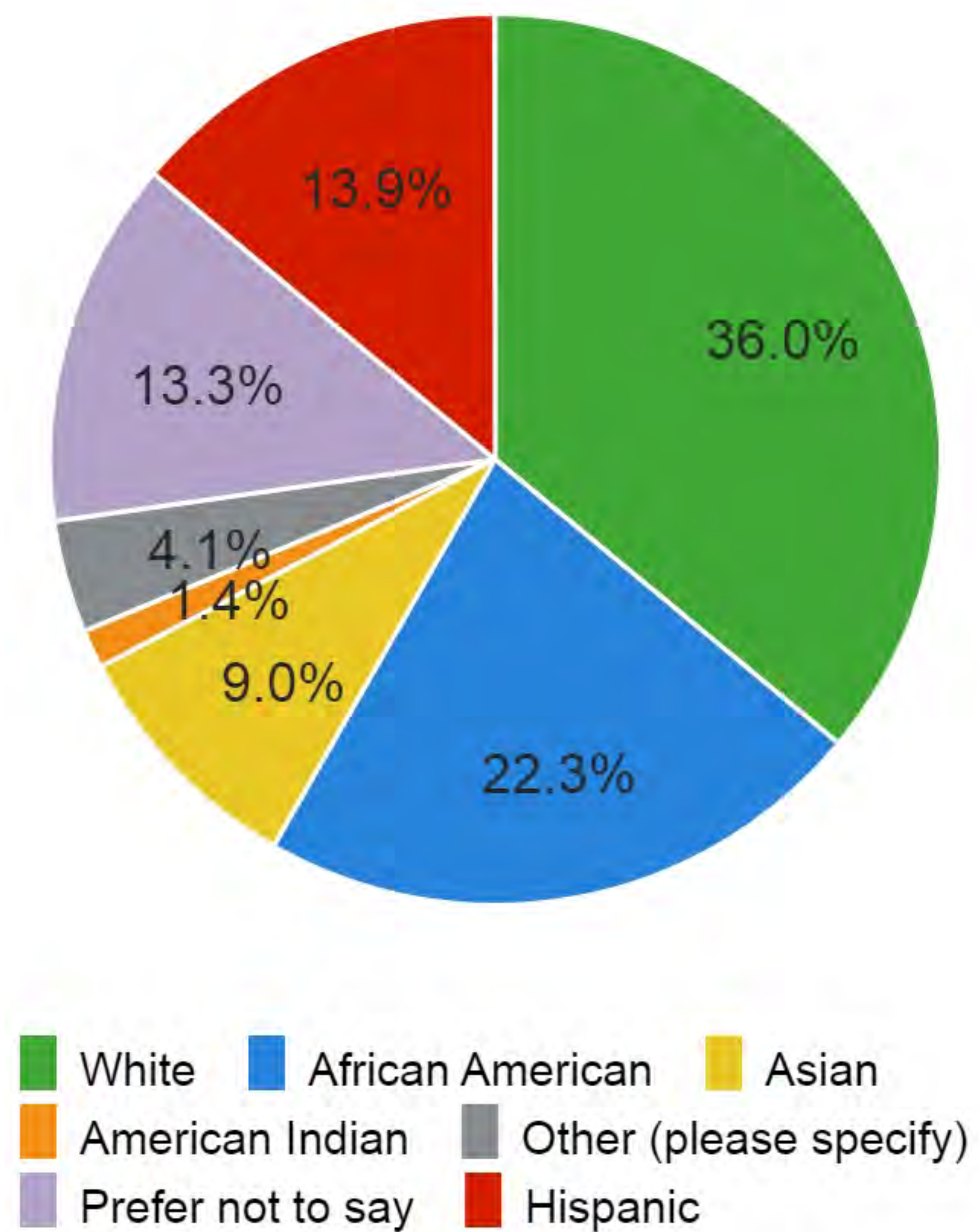
Type of Disability



Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

Race / Ethnicity



Hispanic Background

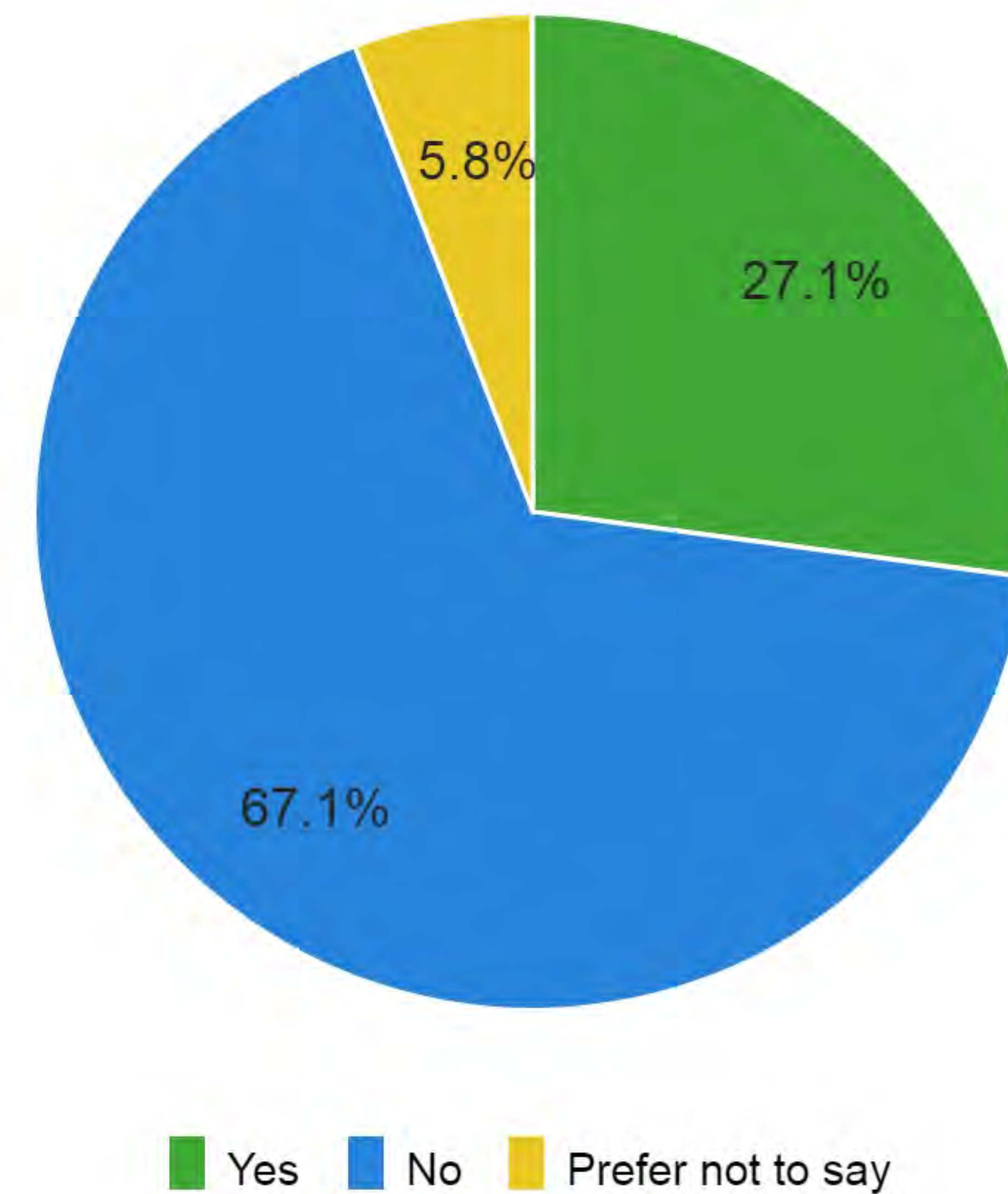


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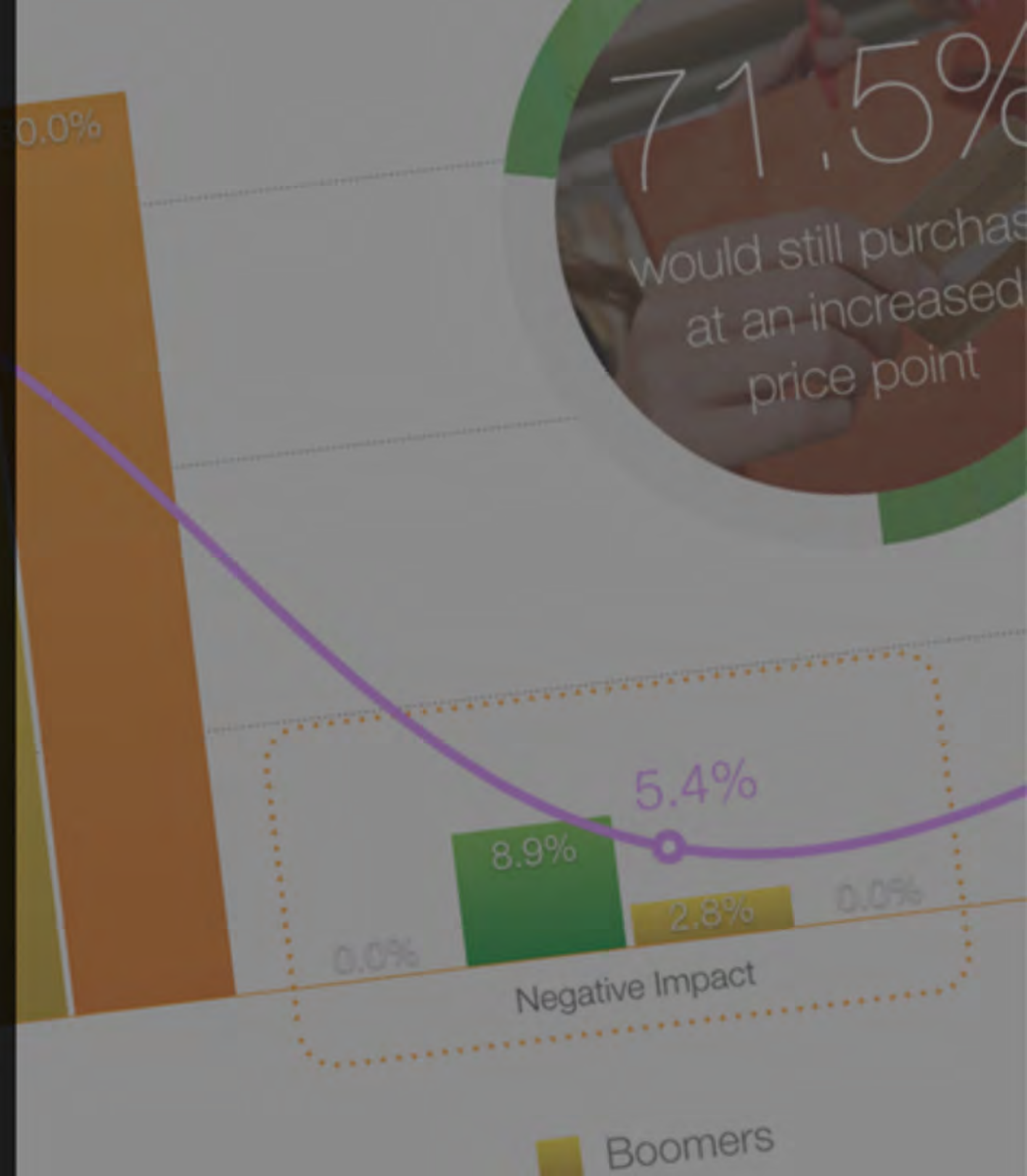
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Key Study Findings

- Nearly three-quarters of respondents (73.9%) indicated they have access to the internet. Additionally, the majority of surveyed riders (78.0%) reported using a smart phone to access the internet, while more than one-third (37.8%) noted they use a portable computer/laptop for internet access.
- Three-quarters of surveyed riders (74.5%) reported they currently own and use a smart phone device, with over one-sixth of respondents (17.6%) noting they use a non-smart phone device. Only 4.0% of respondents indicated they do not currently own a cell phone.
- While nearly two-thirds of respondents (65.8%) reported they currently do not use any assistive technology to allow them access to websites, some surveyed riders noted using screen reading technology (9.7%) or a smart watch (4.7%).
- More than two-fifths of surveyed riders (42.6%) indicated they would be willing to take part in a focus group to assist Access Services in developing an accessible autonomous vehicle.
- One-third of respondents, 34.0%, reported they are either "very familiar" (11.1%) or "somewhat familiar" (22.9%) with autonomous vehicles, with two-fifths (39.1%) indicating they are "not at all familiar."
- While one-half of surveyed riders (50.4%) reported they would be comfortable boarding an accessible autonomous vehicle for future rides, over one-third (34.2%) reported they would not be comfortable with this type of transportation. Further, more than one-half of respondents (55.6%) indicated they would be interested in boarding an accessible autonomous vehicle for future rides.

Key Study Findings

- Of those surveyed riders who use a wheelchair, two-thirds (66.4%) reported they would be interested in riding in a vehicle that utilizes automatic wheelchair securement, as opposed to their driver manually securing their wheelchair.
- Nearly one-third of respondents (32.1%) reported previously riding in a hybrid vehicle for transportation with Access Services. Of those surveyed riders, 94.0% reported a positive experience riding in a hybrid vehicle with Access.
 - Over three-quarters of respondents (77.7%) reported they are interested in riding in a hybrid or electric vehicle for future transportation with Access Services.
- Roughly two-thirds of respondents (65.8%) noted they would be interested in Access offering mobile ticketing options to allow for pre-payment and remote payment for rides. More than one-half of surveyed riders (53.6%) reported they anticipate using mobile ticketing options for all or most of their trips, with 31.7% indicating they would use mobile ticketing for all of their trips.
- More than two-fifths of surveyed riders (45.8%) reported previously using the Where's My Ride mobile app with Access Services. Of those respondents who have previously used this app, over four-fifths, 85.1%, indicated using the Where's My Ride mobile app for all or most of their trips, with two-thirds (67.0%) reporting use of the Where's My Ride mobile app for all of their trips.
- Over four-fifths of respondents who have used the Where's My Ride mobile app, 85.4%, reported the app is "very easy" (58.1%) or "somewhat easy" (27.3%) to use.

Key Study Findings

- Of those surveyed riders who have used the Where's My Ride mobile app, over four-fifths (84.4%) reported they were satisfied with their experience using the app.
 - Of the 12.0% of respondents who reported they were not satisfied with their experience using the app, roughly one-quarter indicated this is because the app was "inaccurate / incorrect" (28.6%) or because it was "slow / difficult to use" (23.4%).
- More than one-fifth of respondents (21.8%) reported currently utilizing online booking through Access Services. Of these surveyed riders, nearly three-quarters (74.1%) indicated using this feature for all or most of their trips, with over two-fifths (44.4%) noting they use online booking for all of their trips.
- Of those surveyed riders who are currently using the online booking feature, 85.0% indicated this feature is either "very easy" (57.5%) or "somewhat easy (27.5%) to use.
- The majority of respondents who are currently using online booking through Access (86.6%) reported satisfaction with their experience using this feature. Of the 24 respondents who indicated they are not satisfied with the online booking feature, the top reasons for dissatisfaction included the system being "outdated / difficult to use / unreliable" (41.7%) and an "inability to book trips by address / to certain areas" (25.0%).
- Over one-quarter of surveyed riders (28.4%) reported previously visiting the Access Services website. Of those respondents, roughly three-fifths (59.7%) noted they visit the website either less than once per month or once per month.

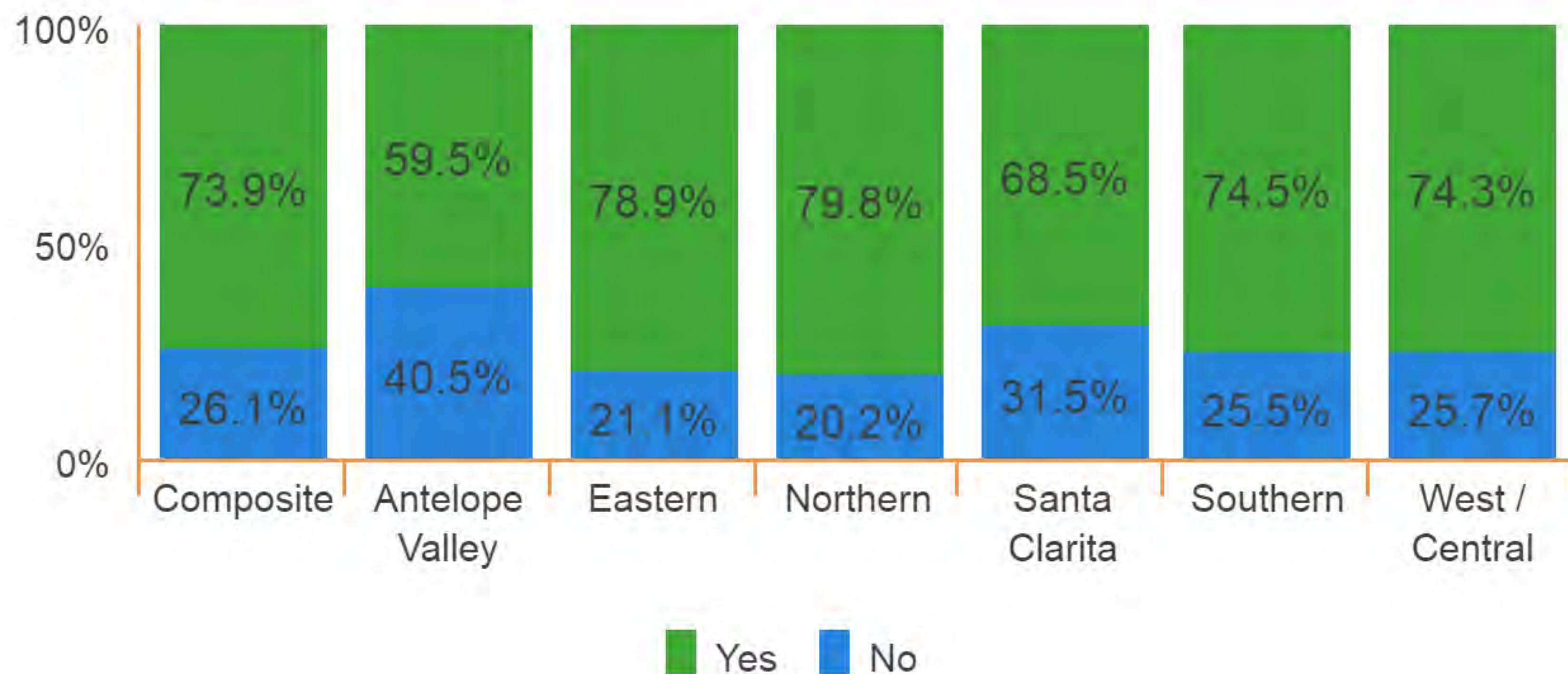
Key Study Findings

- Three-quarters of respondents who have previously visited the Access Services website (75.9%) reported the website is either "very easy" or "somewhat easy" to navigate.
- Four-fifths of surveyed riders (80.2%) indicated they are either "very satisfied" or "somewhat satisfied" with the Access Services website.
- Over one-third of respondents (36.9%) reported a preference for receiving information from Access Services through e-mail, while another one-fifth of respondents indicated they prefer to receive information from Access through phone calls (20.6%) or text messages (18.7%).

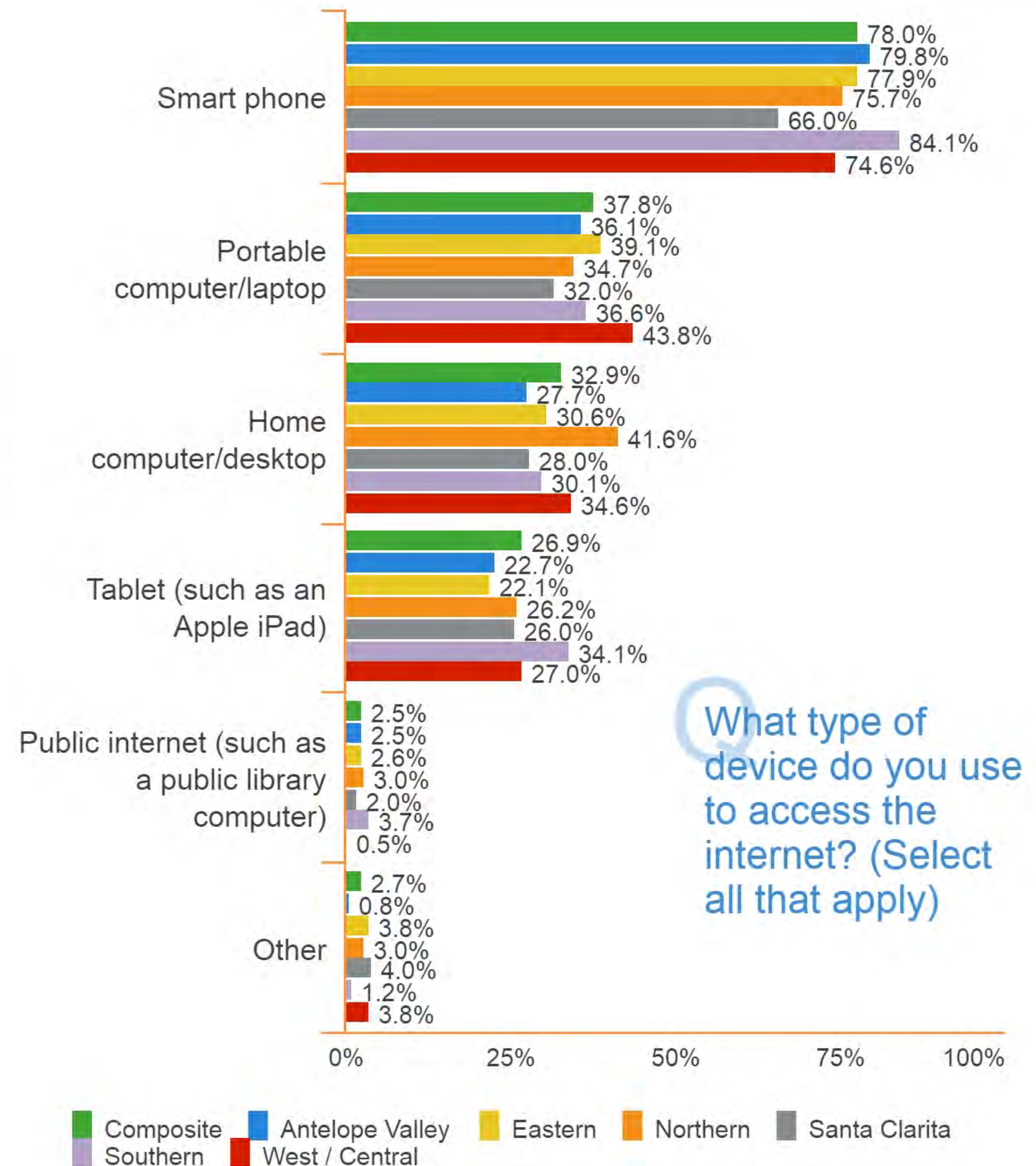
Most accessing internet through smart phone

Nearly three-quarters of surveyed riders (73.9%) indicated they have access to the internet, with more respondents from the Northern (79.8%) and Eastern (78.9%) regions reporting to have internet access. Further, the majority of respondents (78.0%) noted they use a smart phone to access the internet, with over one-third (37.8%) reporting use of a portable computer/laptop to access the internet. Of note, more respondents from the Southern region (84.1%) reported using a smart phone to access the internet.

Do you have access to the internet?



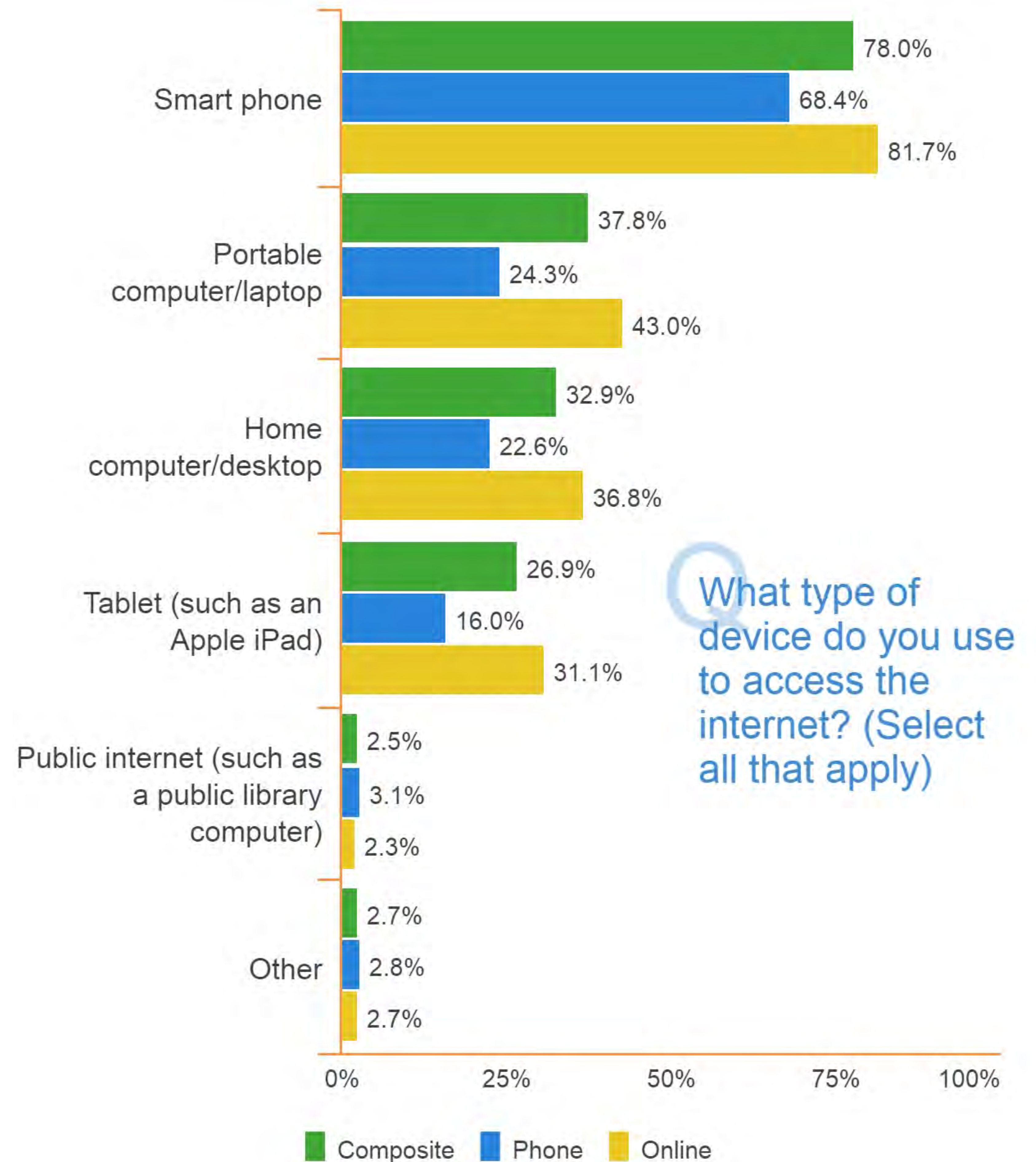
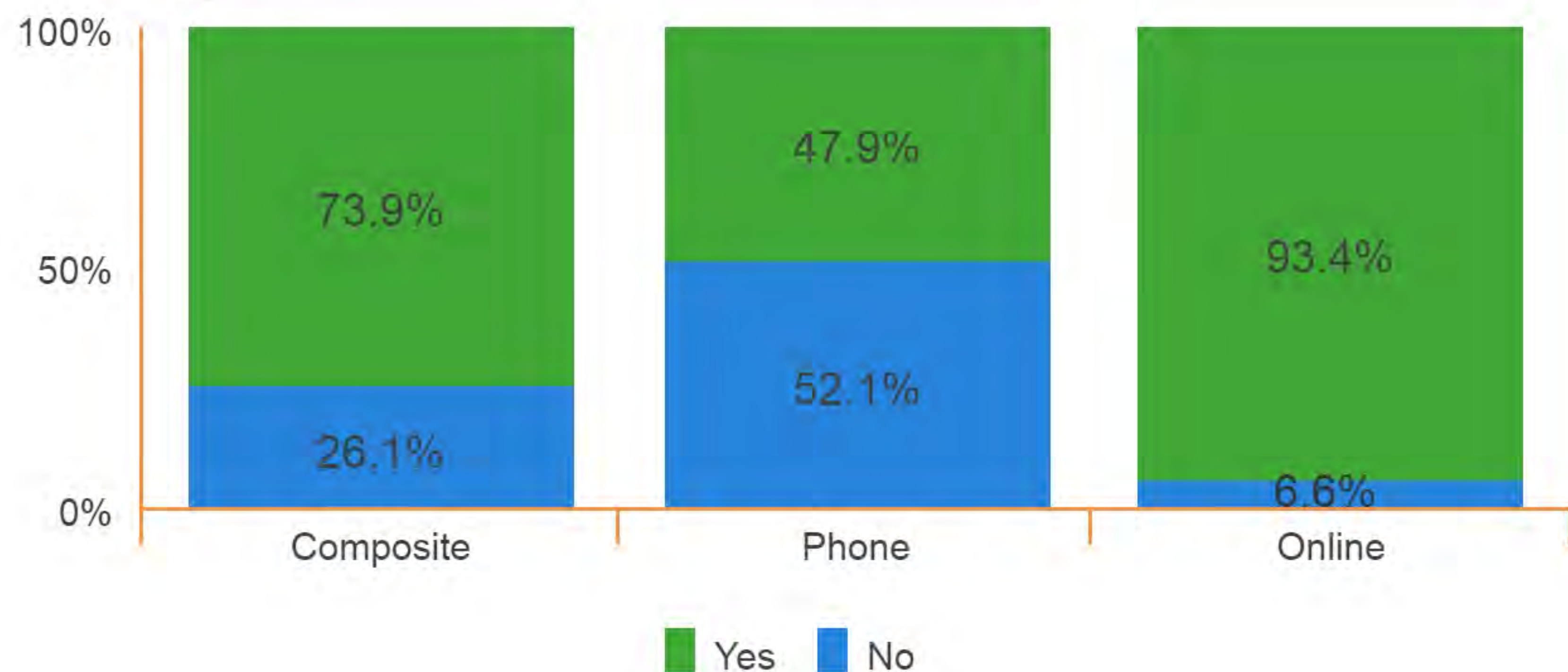
What type of device do you use to access the internet? (Select all that apply)



More online respondents have internet access

More riders who completed the survey online (93.4%) reported having access to the internet than those who completed the survey by phone (47.9%). Further, over four-fifths of online respondents (81.7%) noted they access the internet through a smart phone, compared to roughly two-thirds of phone respondents (68.4%).

Do you have access to the internet?

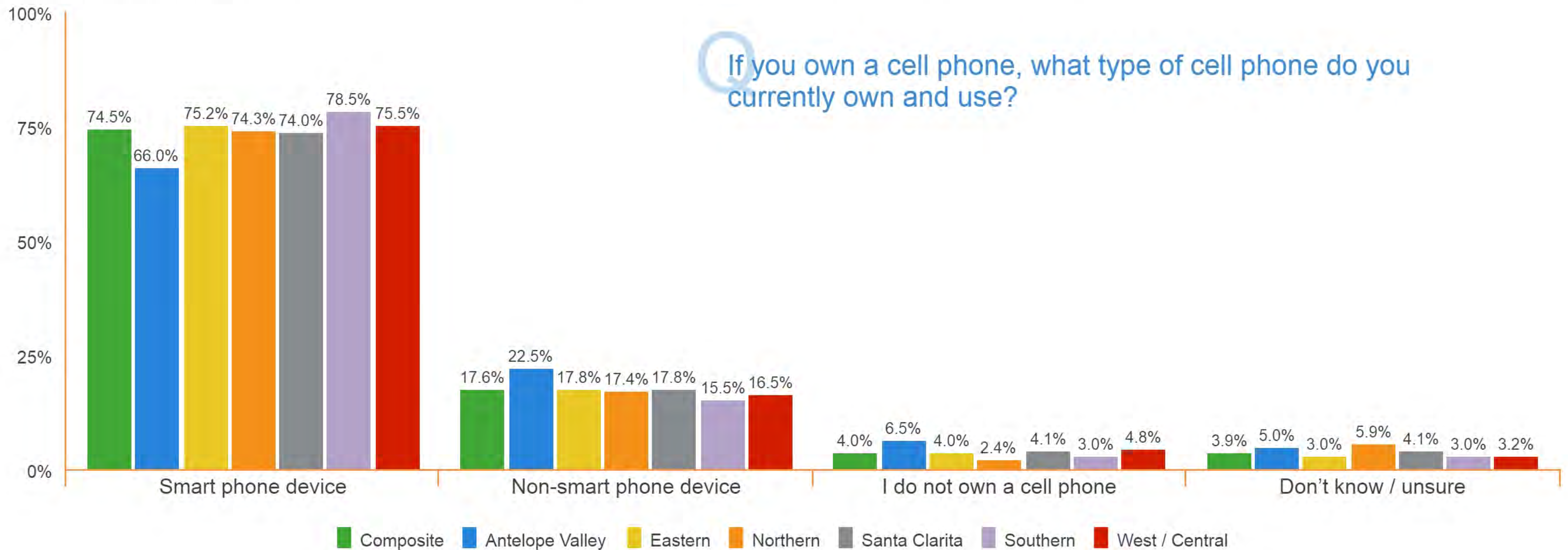


What type of device do you use to access the internet? (Select all that apply)

Most using a smart phone device

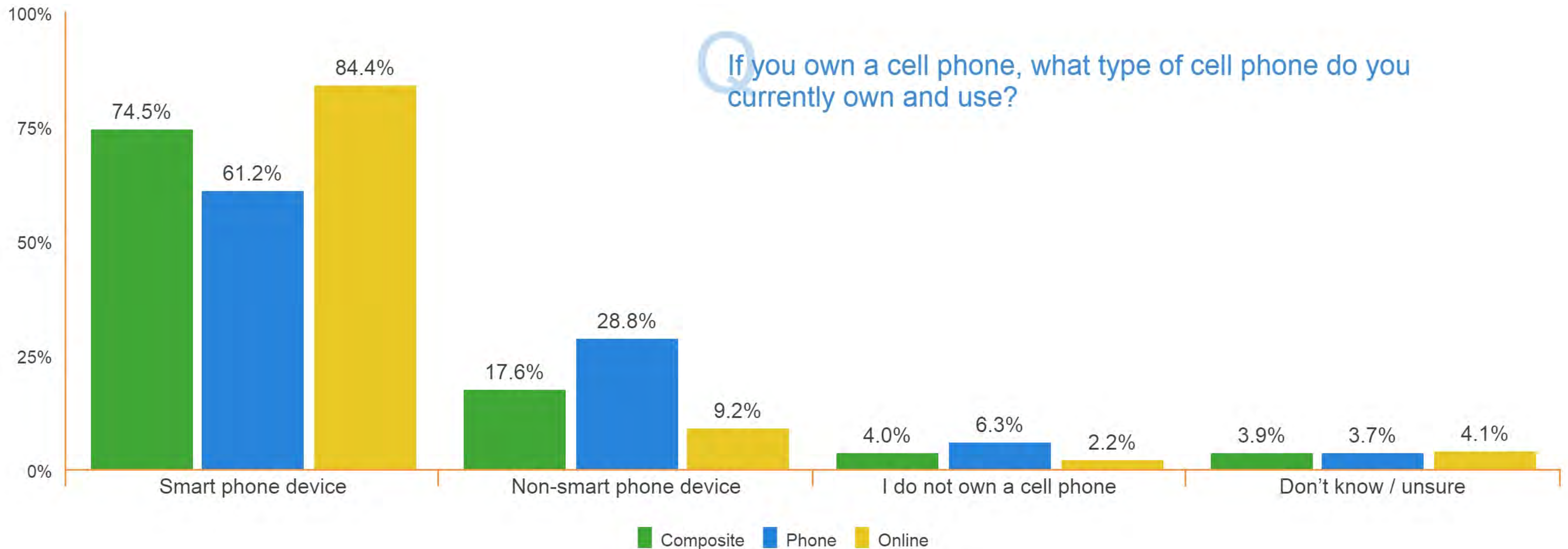
Three-quarters of surveyed riders (74.5%) indicated they currently own and use a smart phone device, while over one-sixth of respondents (17.6%) reported using a non-smart phone device. Of note, a lower frequency of respondents from the Antelope Valley region (66.0%) reported using a smart phone device. Only 4.0% of respondents indicated they do not currently own a cell phone.

If you own a cell phone, what type of cell phone do you currently own and use?



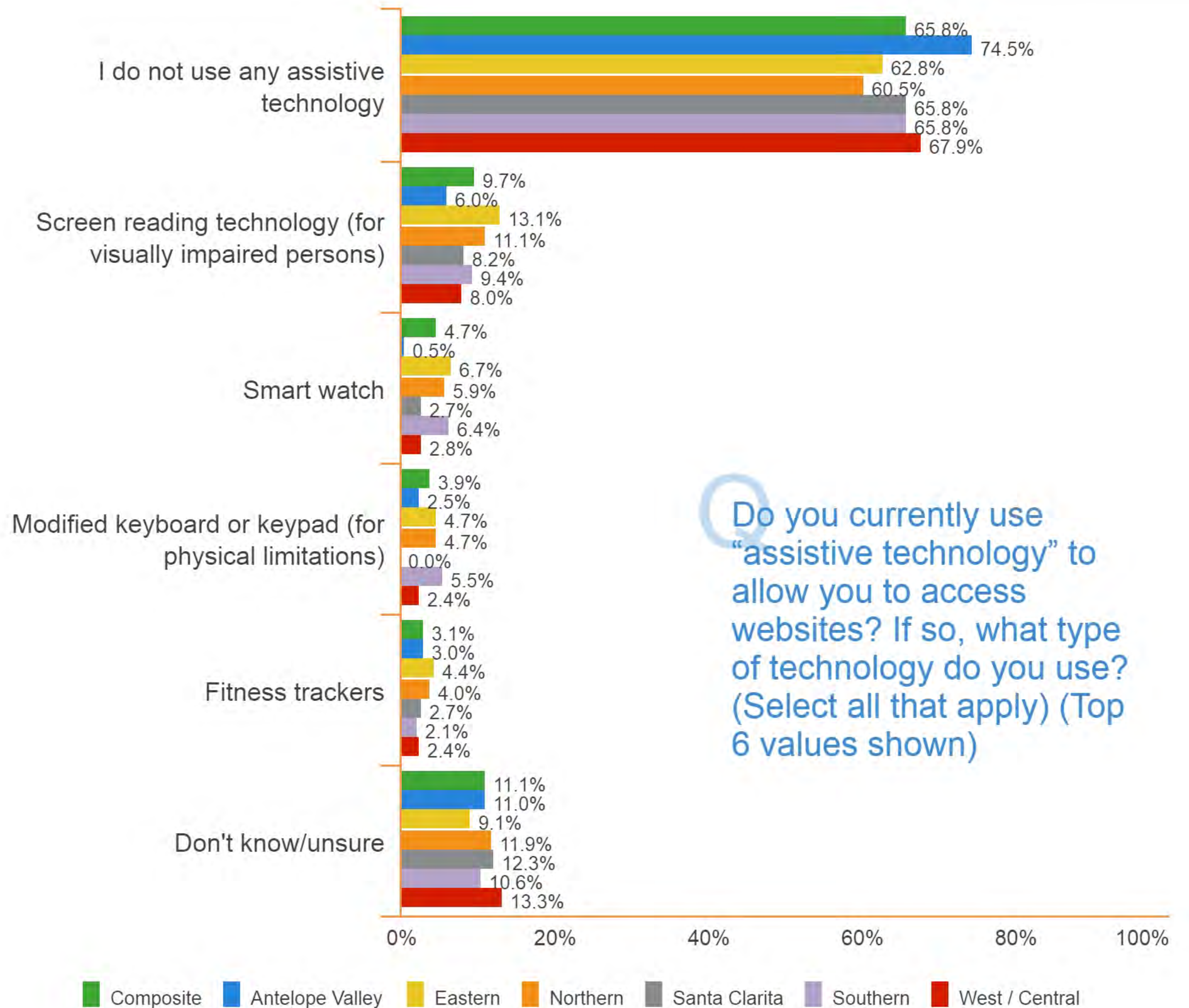
More online respondents are using a smart phone device

Over four-fifths of riders who completed the survey online (84.4%) reported they own and use a smart phone device, while three-fifths of riders who completed the survey by phone (61.2%) reported the same. Meanwhile, more phone respondents (28.8%) reported using a non-smart phone device than online respondents (9.2%).



Majority do not use assistive technology

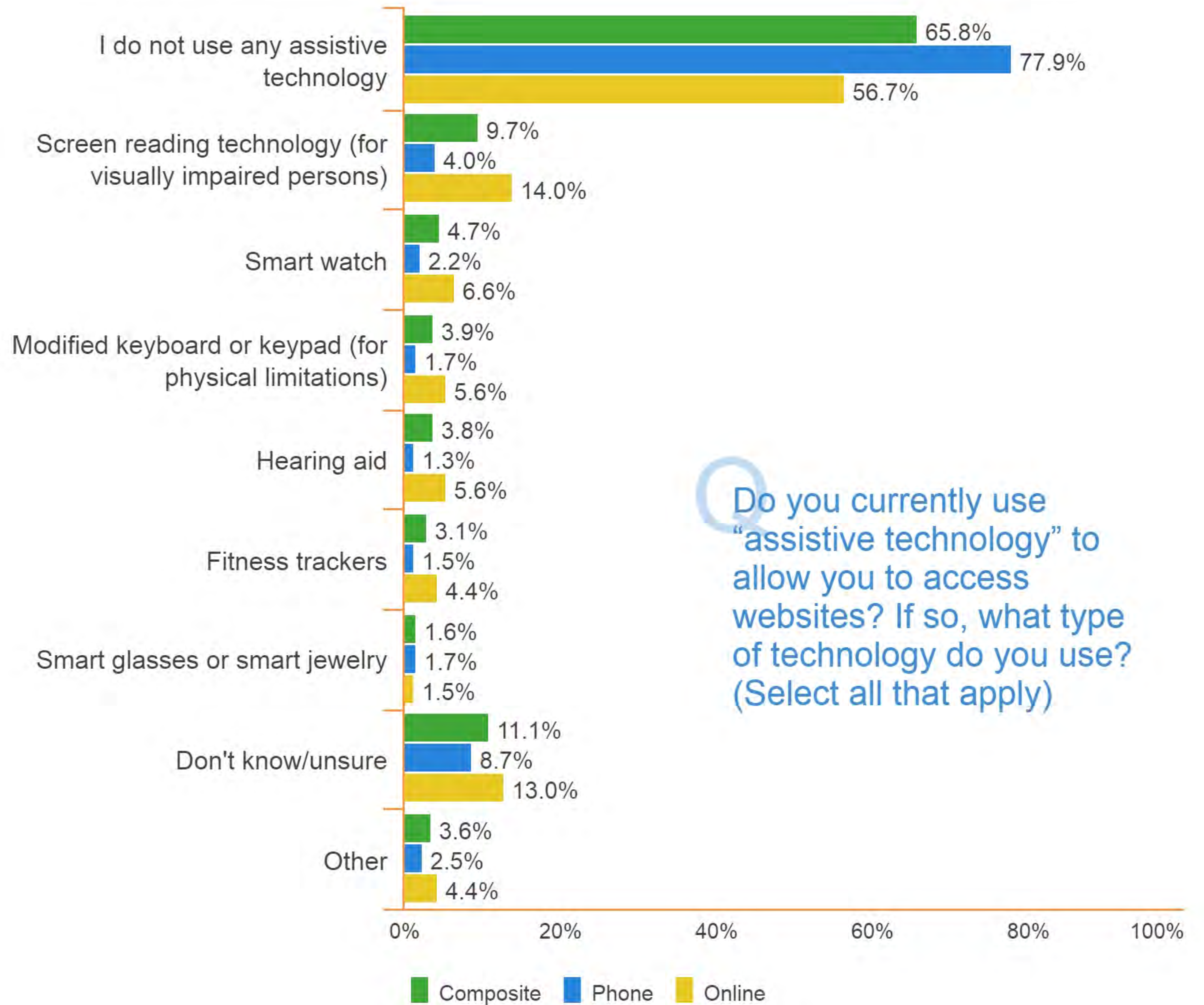
While nearly two-thirds of respondents (65.8%) reported they currently do not use any assistive technology to allow them access to websites, some surveyed riders noted using screen reading technology (9.7%) or a smart watch (4.7%). Of note, more respondents from the Eastern (13.1%) and Northern (11.1%) regions reported using screen reading technology than riders from other regions.



Do you currently use “assistive technology” to allow you to access websites? If so, what type of technology do you use? (Select all that apply) (Top 6 values shown)

More online respondents are using assistive technology

Over three-quarters of riders surveyed by phone (77.9%) reported they do not use any assistive technology, compared to less than three-fifths of online respondents (56.7%). Meanwhile, more riders who completed the survey online reported using screen reading technology (14.0% online, 4.0% phone) and smart watches (6.6% online, 2.2% phone).

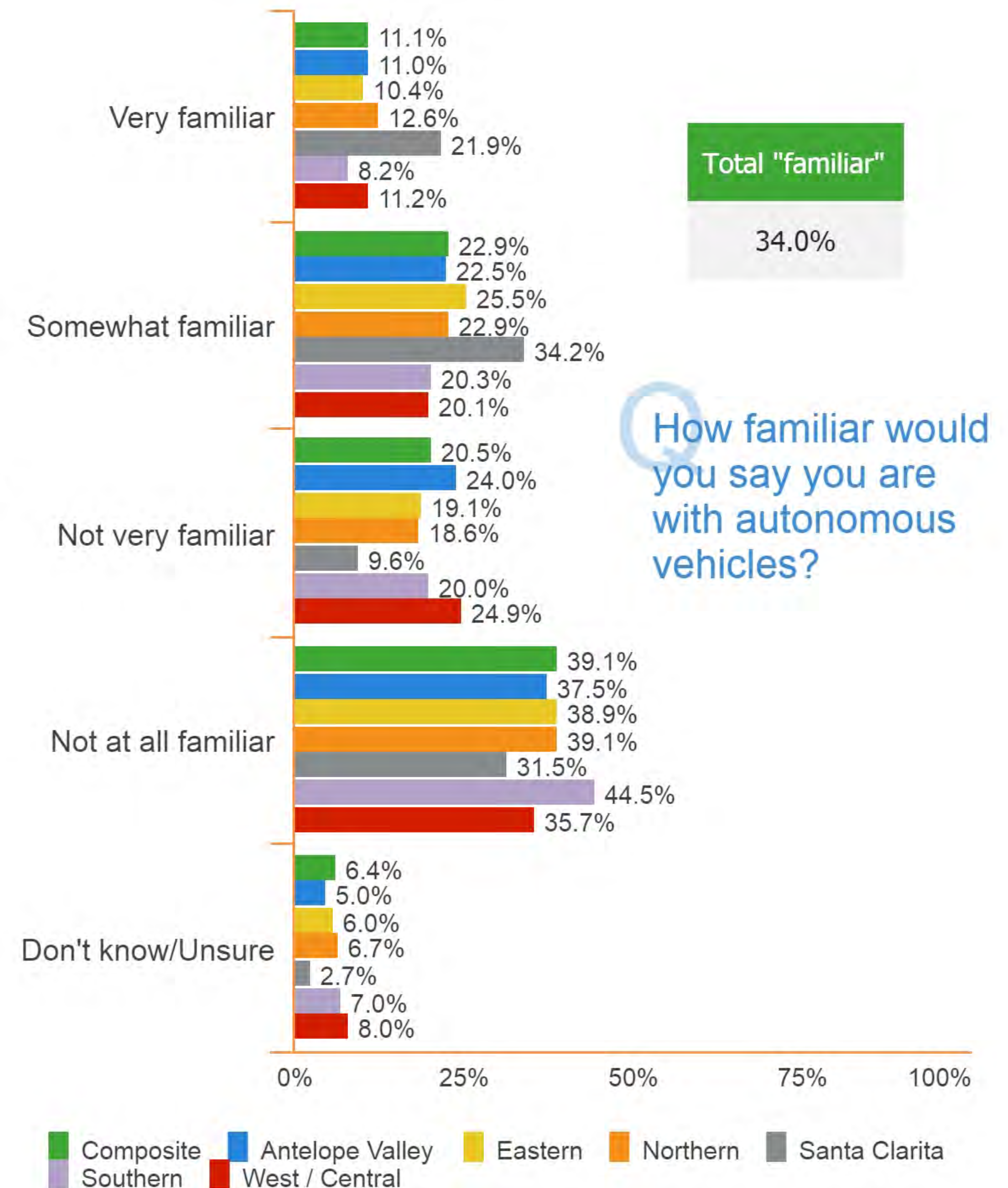
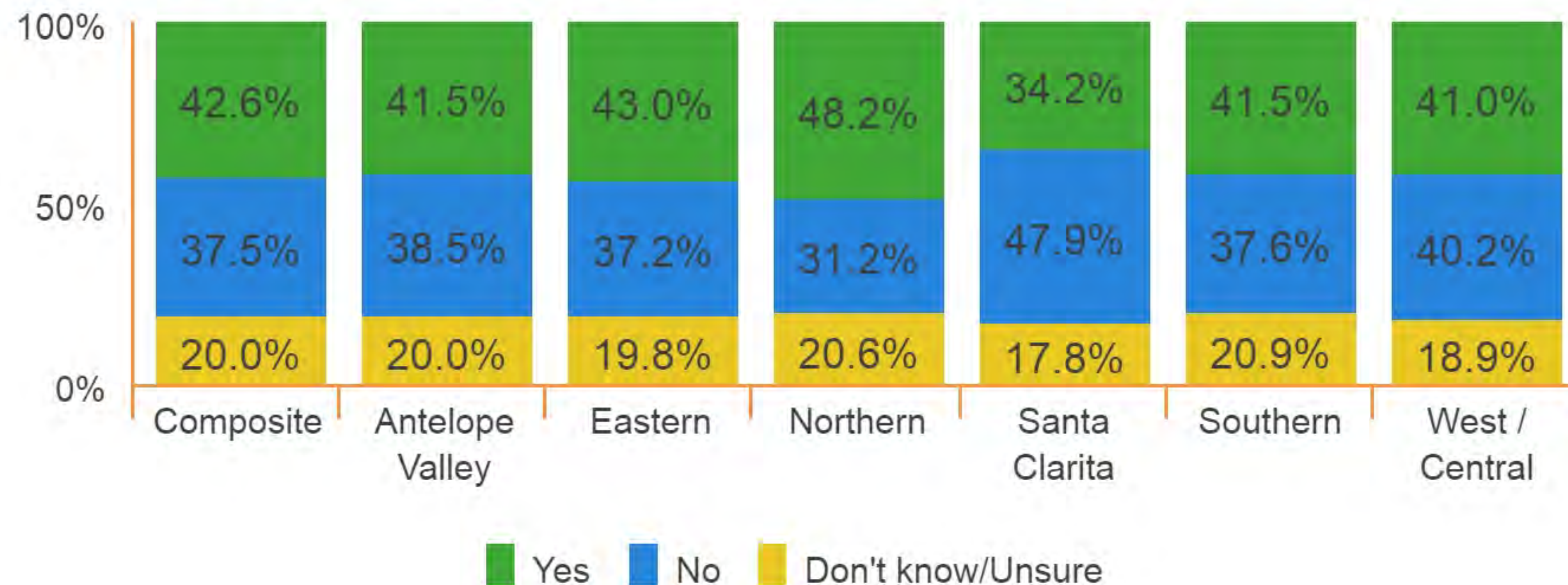


Do you currently use “assistive technology” to allow you to access websites? If so, what type of technology do you use? (Select all that apply)

Majority are not familiar with autonomous vehicles

Over two-fifths of surveyed riders (42.6%) reported they would be willing to take part in a focus group to assist Access Services in developing an accessible autonomous vehicle. Further, one-third of respondents, 34.0%, indicated they are either "very familiar" (11.1%) or "somewhat familiar" (22.9%) with autonomous vehicles, with two-fifths (39.1%) reporting they are "not at all familiar." Of note, familiarity with autonomous vehicles was higher among respondents from the Santa Clarita region (56.1%), and lower among those from the Southern region (28.5%).

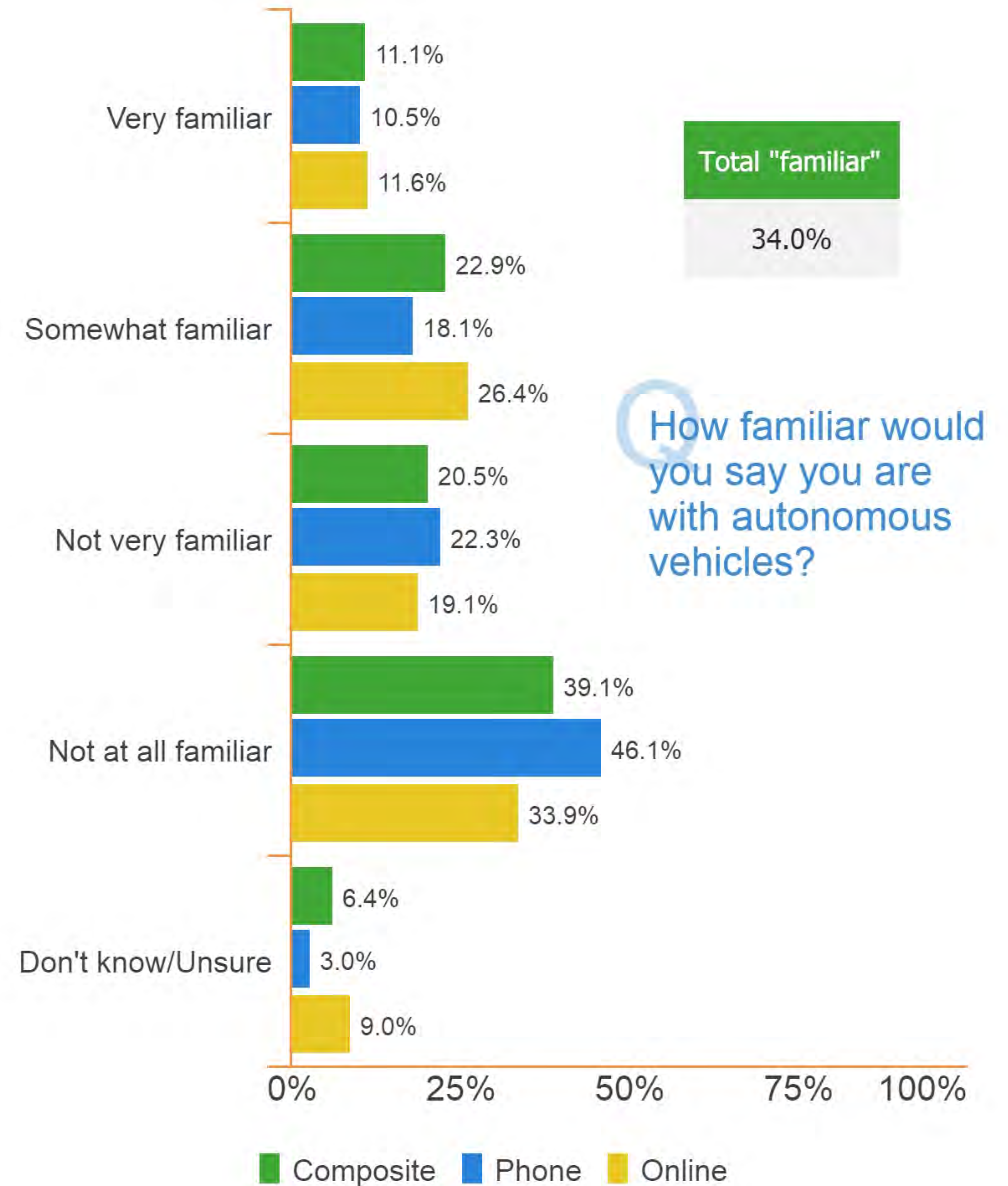
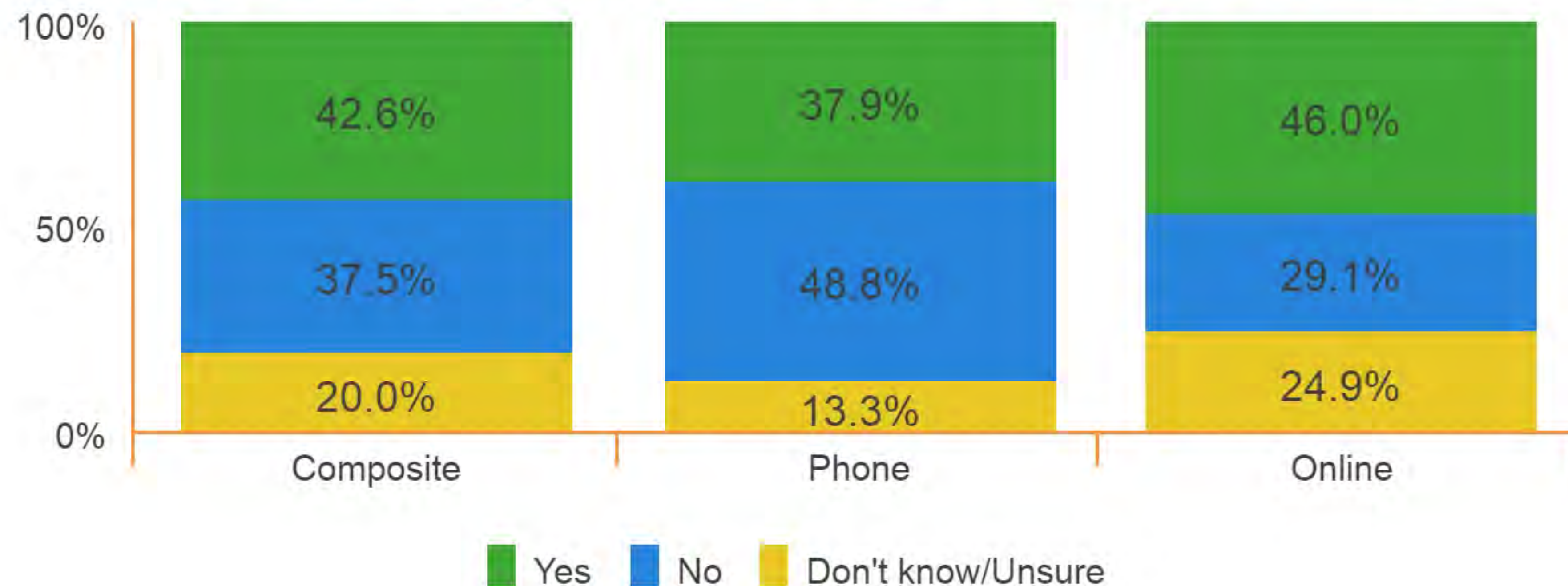
Would you be willing to take part in a focus group to assist Access Services in developing an accessible autonomous vehicle?



Phone vs online autonomous vehicles

More online respondents (46.0%) reported they would be willing to participate in a focus group to assist Access Services in developing an accessible autonomous vehicle than phone respondents (37.9%). Further, nearly two-fifths of riders surveyed online, 38.0%, reported they are either "very familiar" or "somewhat familiar" with autonomous vehicles, compared to 28.6% of phone respondents who reported the same.

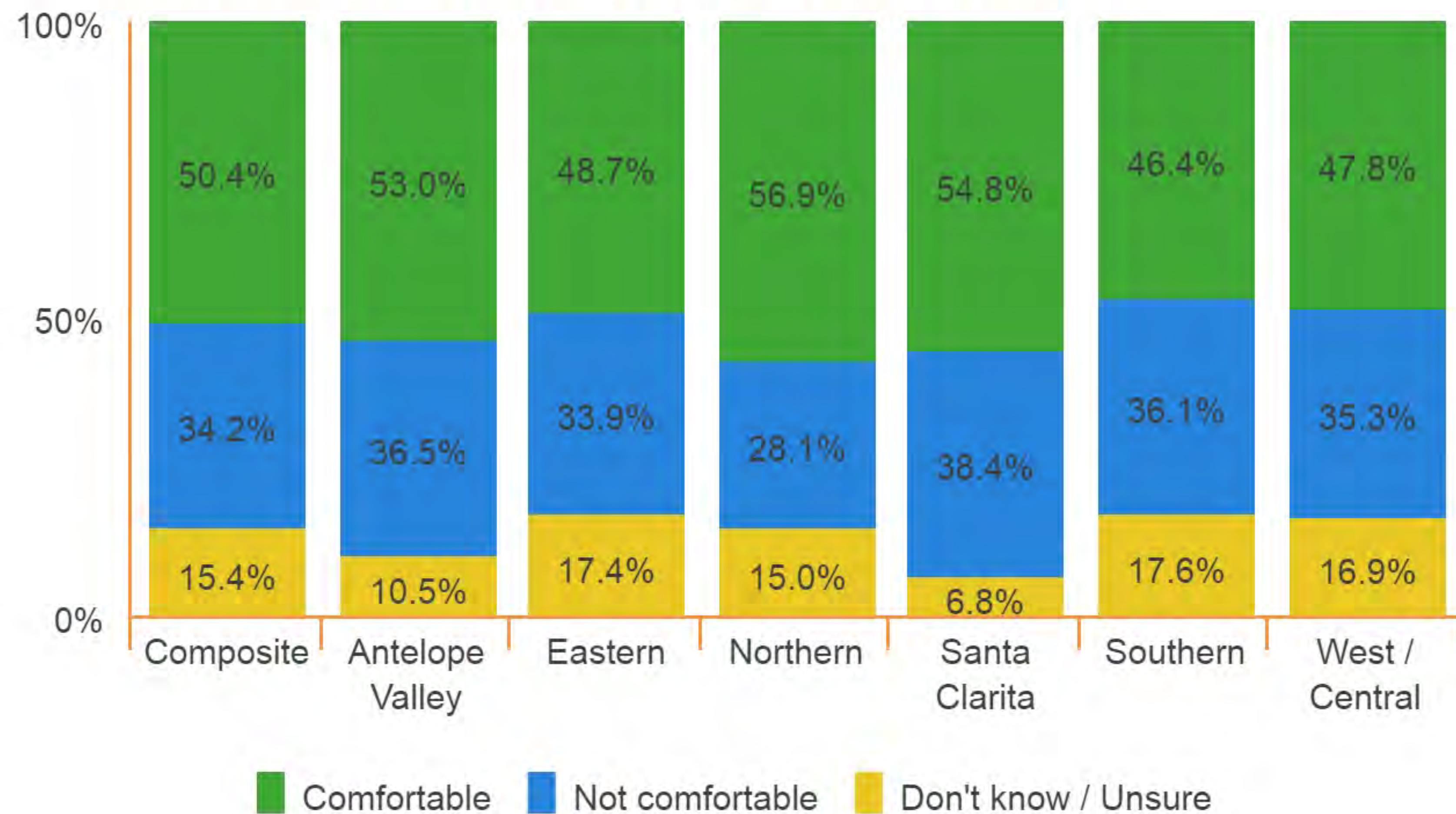
Would you be willing to take part in a focus group to assist Access Services in developing an accessible autonomous vehicle?



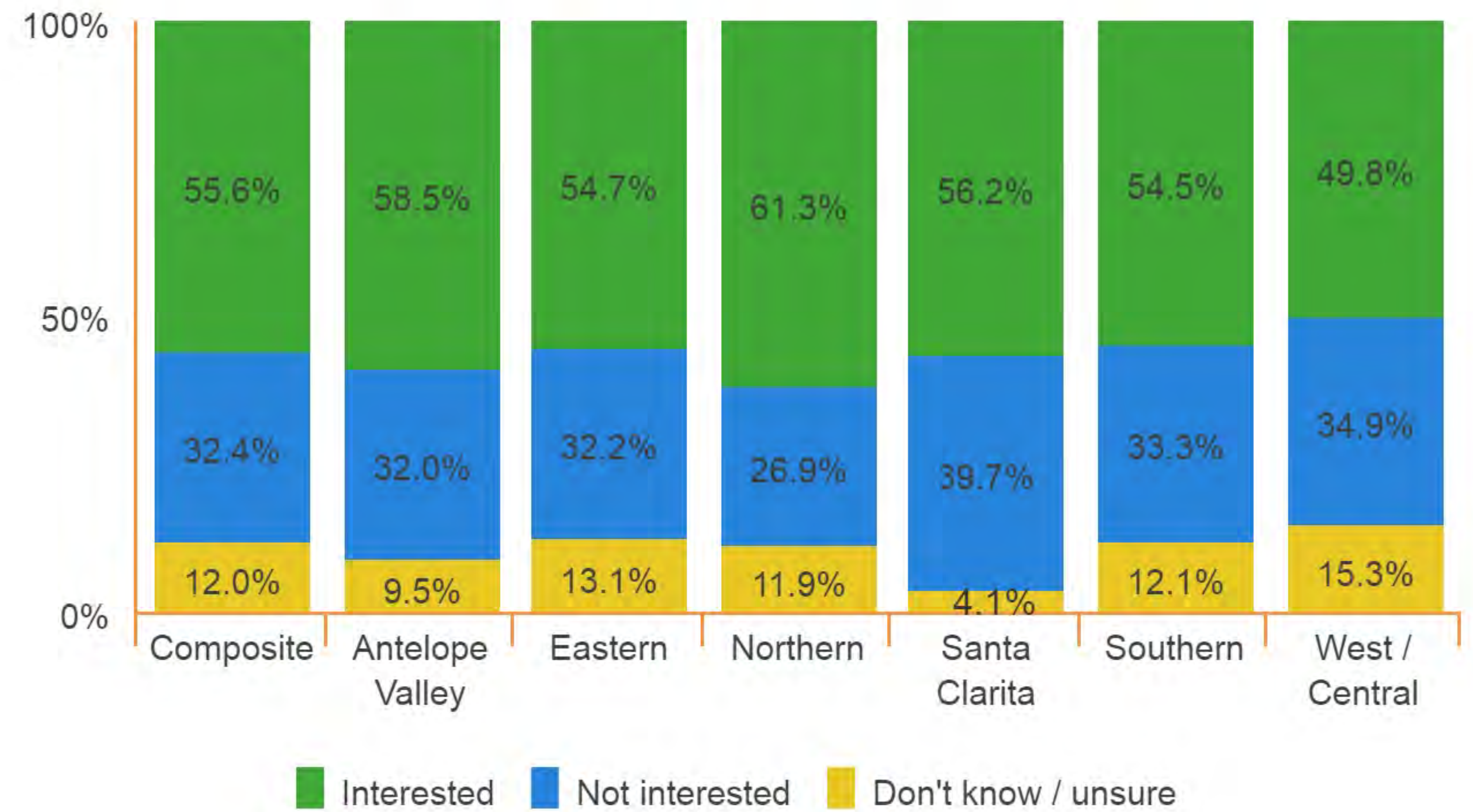
Some are interest in autonomous vehicle rides

One-half of surveyed riders (50.4%) indicated they would be either "very comfortable" or "somewhat comfortable" boarding an accessible autonomous vehicle for future rides, while over one-third (34.2%) reported they would not be comfortable riding an accessible autonomous vehicle. Additionally, over one-half of respondents (55.6%) reported they are either "very interested" or "somewhat interested" in boarding an accessible autonomous vehicle for future rides. Of note, interest in boarding an accessible autonomous vehicle was highest among respondents from the Northern region (61.3%) and lowest among those from the West / Central region (49.8%).

If offered through Access Services, how comfortable would you be in boarding an accessible autonomous vehicle (AV) for future rides?



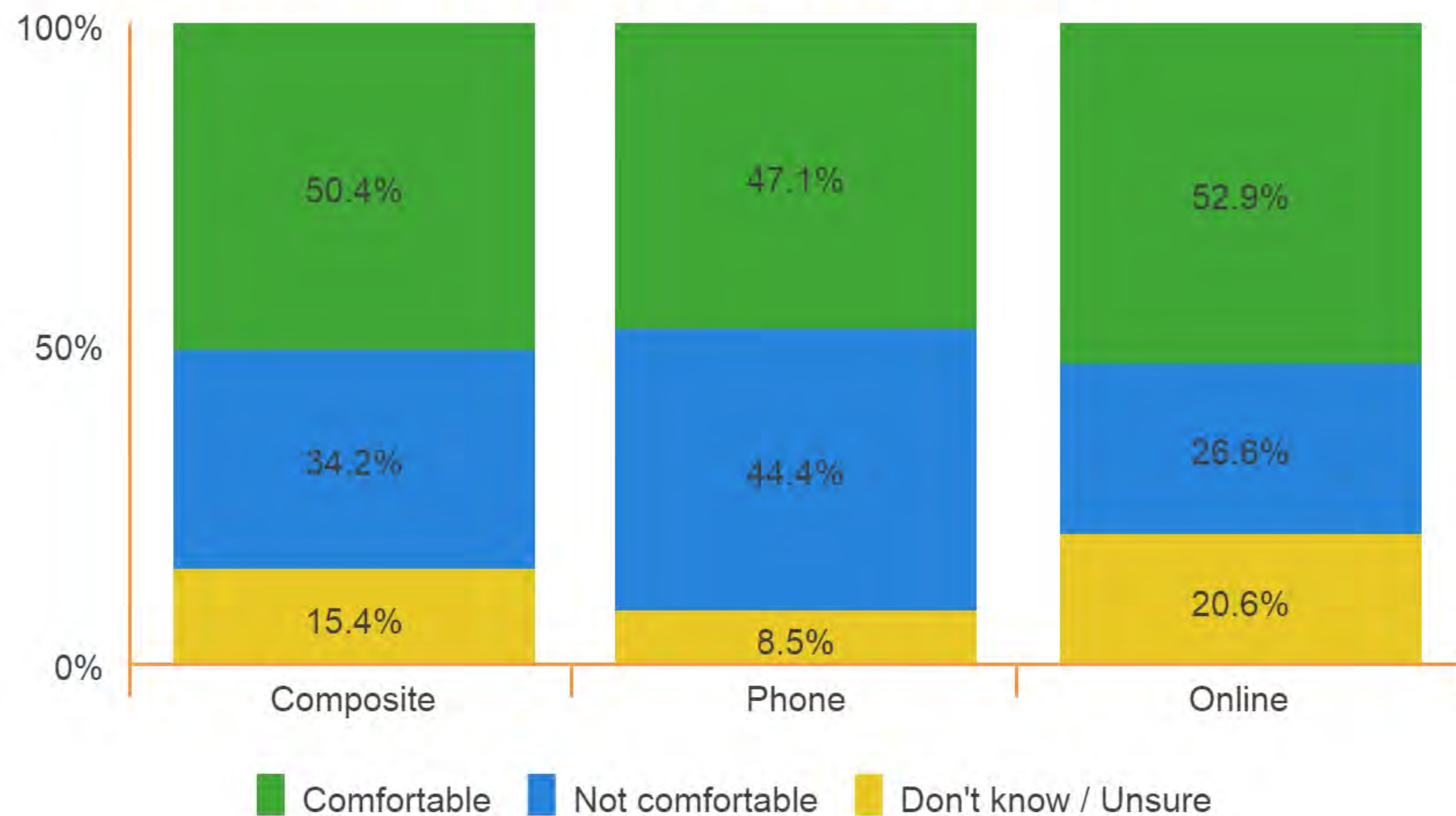
How interested would you be in boarding an accessible autonomous vehicle for future rides?



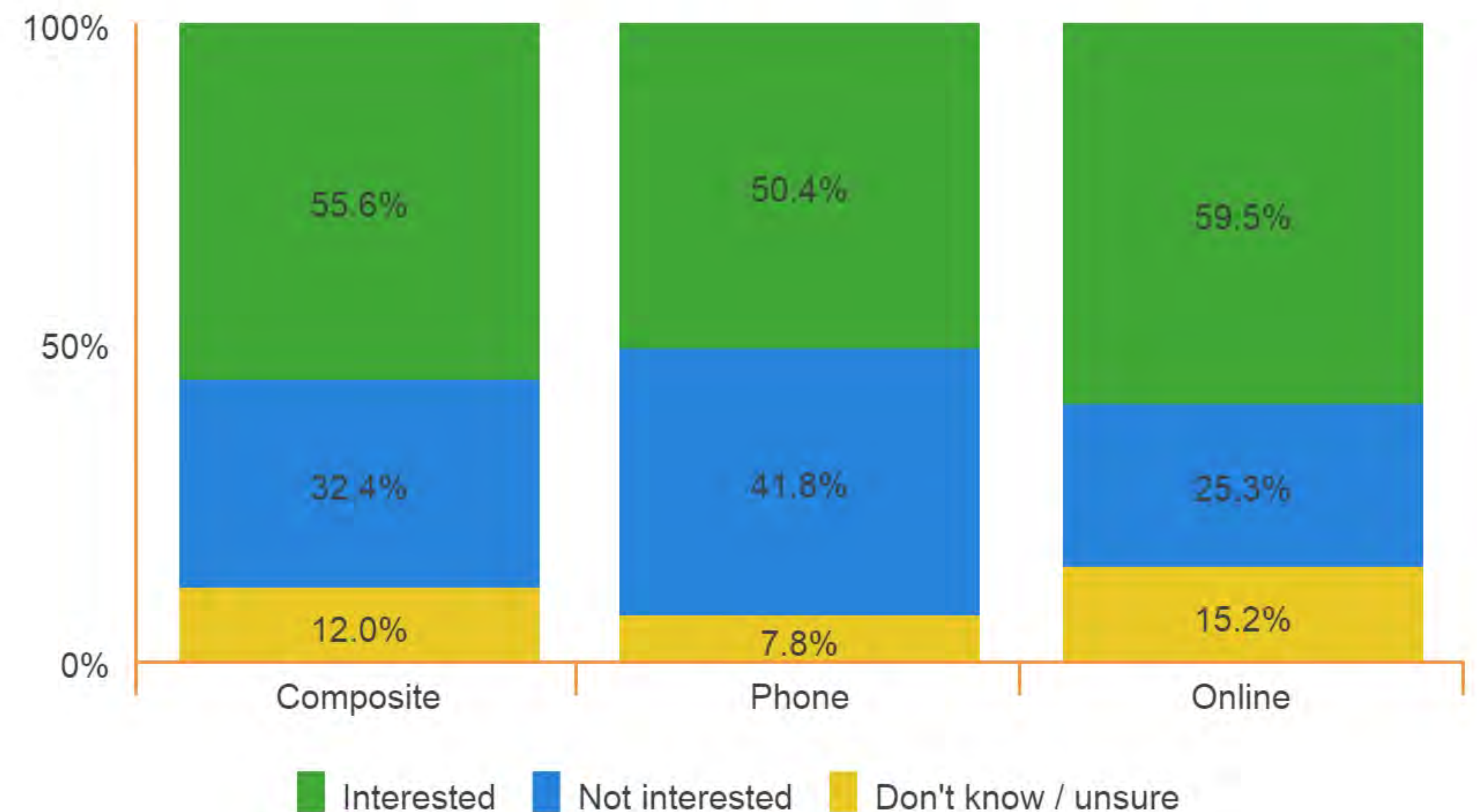
Phone respondents are less interested in AV

More riders who completed the survey by phone (44.4%) indicated they would not be comfortable boarding an accessible autonomous vehicle for future rides than those who completed the survey online (26.6%). Further, one-half of phone respondents (50.4%) reported they are interested in boarding an accessible autonomous vehicle for future rides, compared to three-fifths of online respondents (59.5%).

If offered through Access Services, how comfortable would you be in boarding an accessible autonomous vehicle (AV) for future rides?

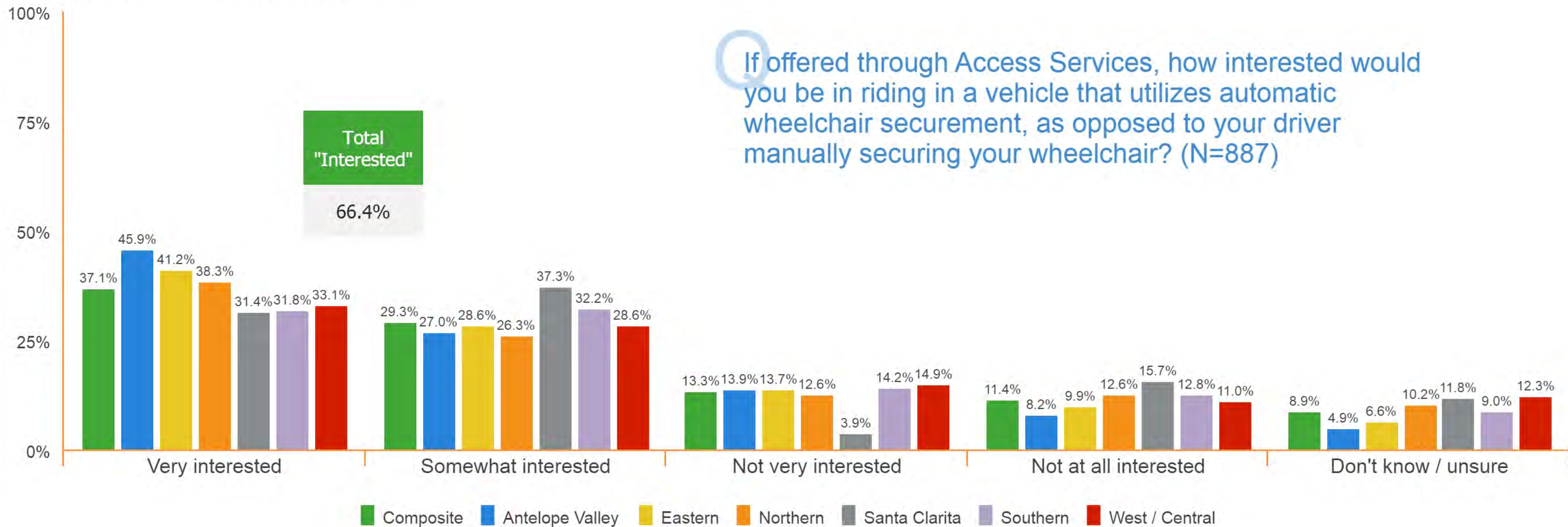


How interested would you be in boarding an accessible autonomous vehicle for future rides?



Interested in rides with automatic wheelchair securement

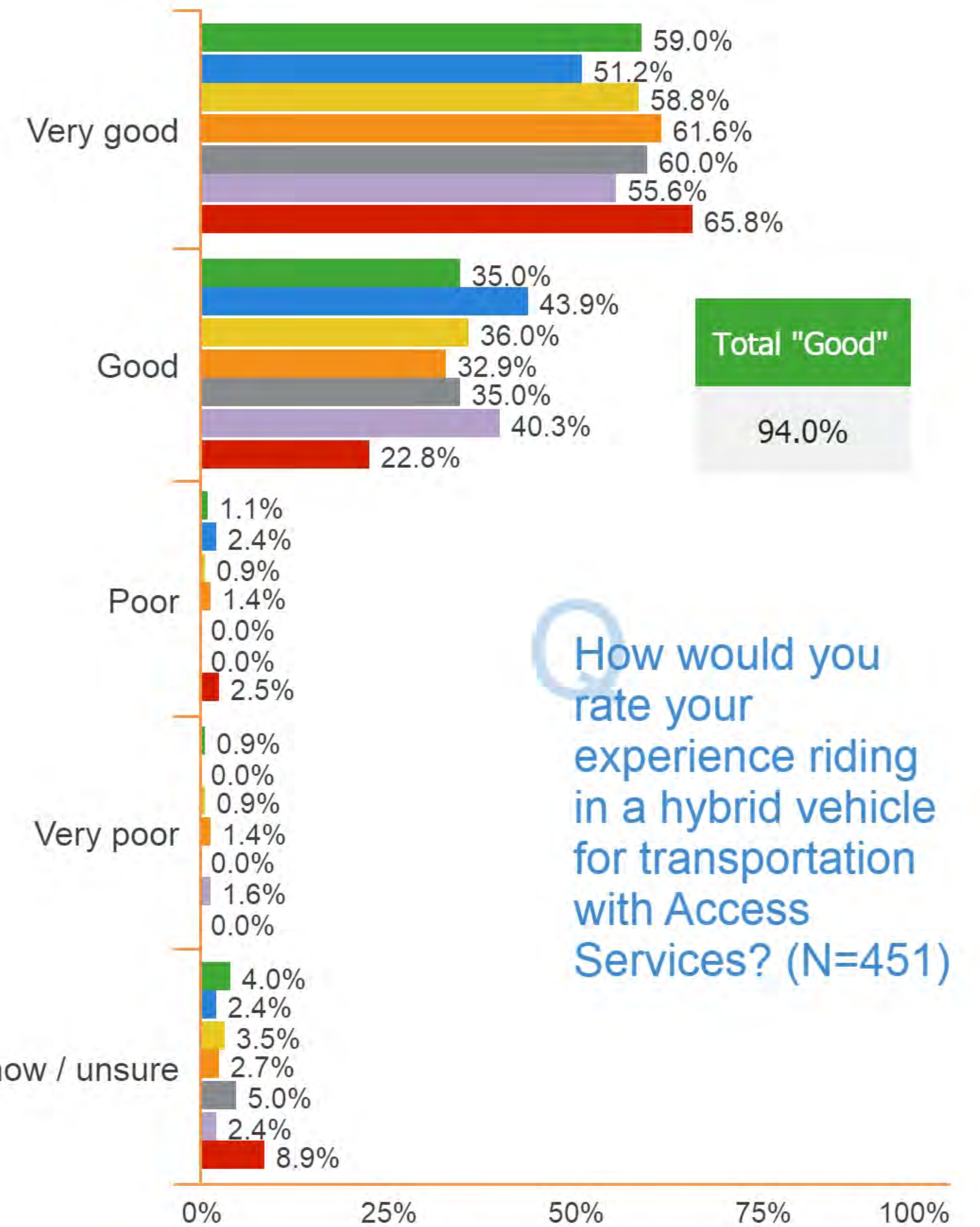
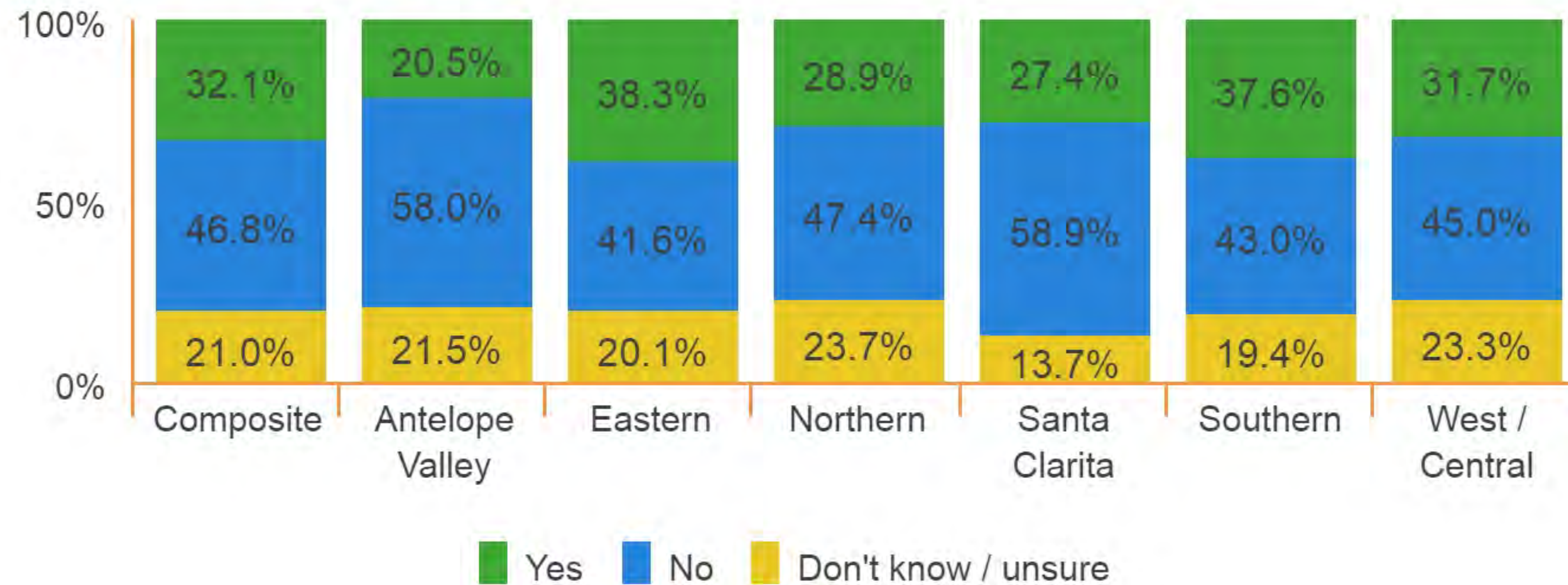
Of the 63.1% of surveyed riders who reported they use a wheelchair, two-thirds, 66.4%, indicated they would be either "very interested" (37.1%) or "somewhat interested" (29.3%) in riding in a vehicle that utilizes automatic wheelchair securement, as opposed to their driver manually securing their wheelchair. Interest in riding in a vehicle that utilizes automatic wheelchair securement was highest among riders from the Antelope Valley region (72.9%) and was the lowest among those from the West / Central region (61.7%).



Positive experience riding in Access hybrid vehicles

Nearly one-third of respondents (32.1%) reported they have previously ridden in a hybrid vehicle for transportation with Access Services. Of those surveyed riders, the vast majority, 94.0%, indicated their experience riding in a hybrid vehicle with Access was either "very good" (59.0%) or "good" (35.0%). Of note, more respondents from the Eastern (38.3%) and Southern (37.6%) regions reported they have ridden in a hybrid vehicle for transportation with Access, while only one-fifth of respondents from the Antelope Valley region (20.5%) reported the same.

Have you previously ridden in a hybrid vehicle for transportation with Access Services?

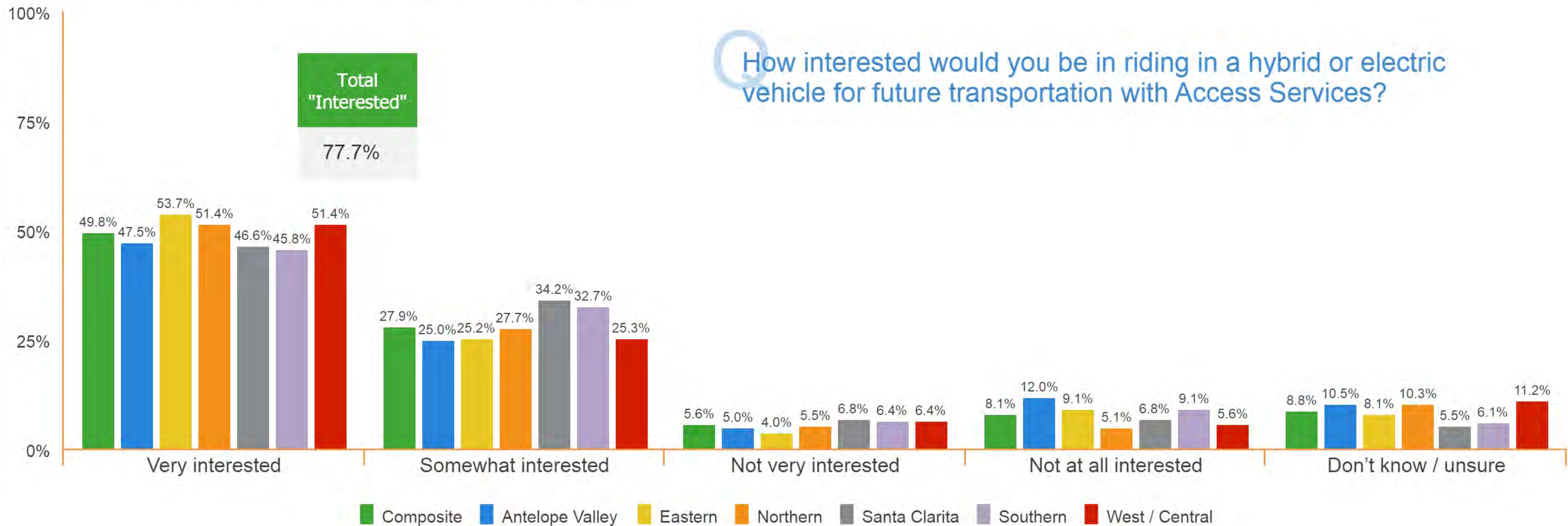


Total "Good"
94.0%

How would you rate your experience riding in a hybrid vehicle for transportation with Access Services? (N=451)

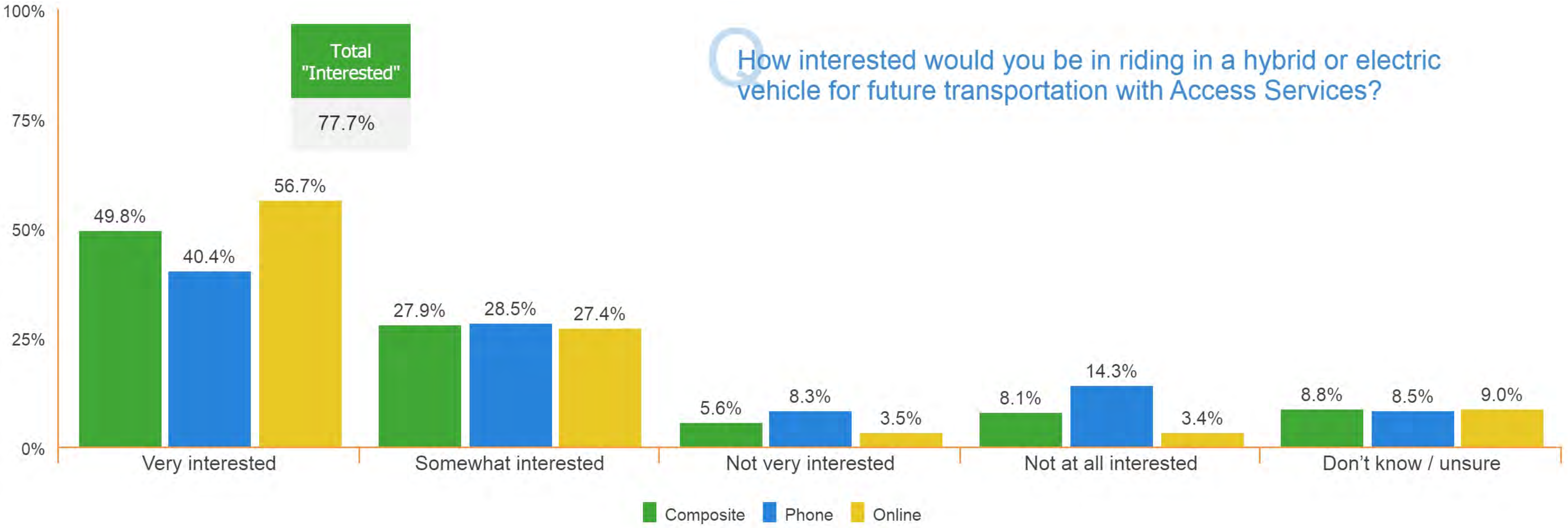
Interested in hybrid or electric vehicle for future rides

While only 32.1% of respondents reported previously riding in one of Access Service's hybrid or electric vehicles, over three-quarters of surveyed riders, 77.7%, indicated they would be either "very interested" (49.8%) or "somewhat interested" (27.9%) in riding in a hybrid or electric vehicle for future transportation with Access Services. Notably, fewer respondents from the Antelope Valley region (72.5%) expressed interest in riding in a hybrid or electric vehicle for future transportation with Access Services than riders from the other regions.



More online respondents interested in hybrid and EV

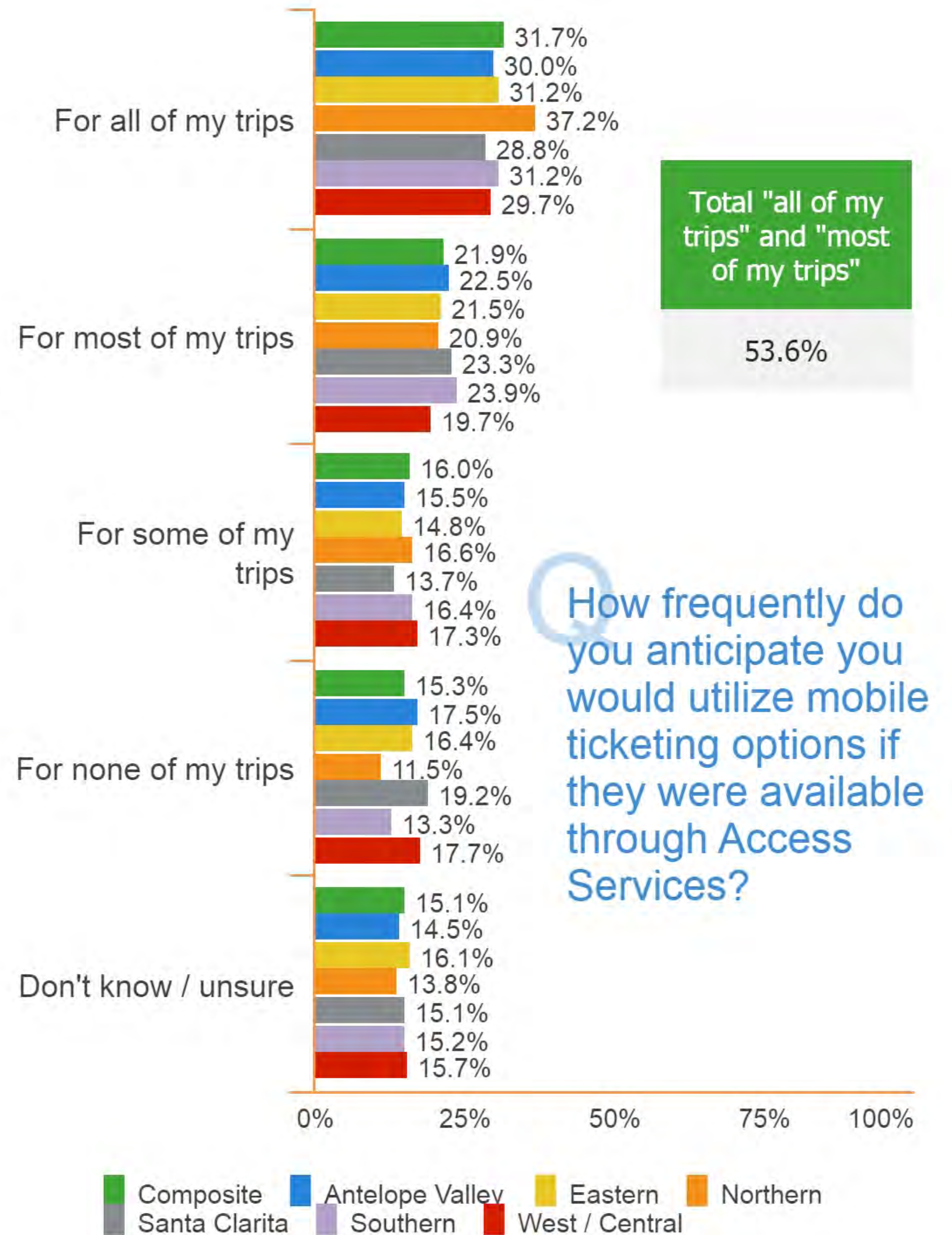
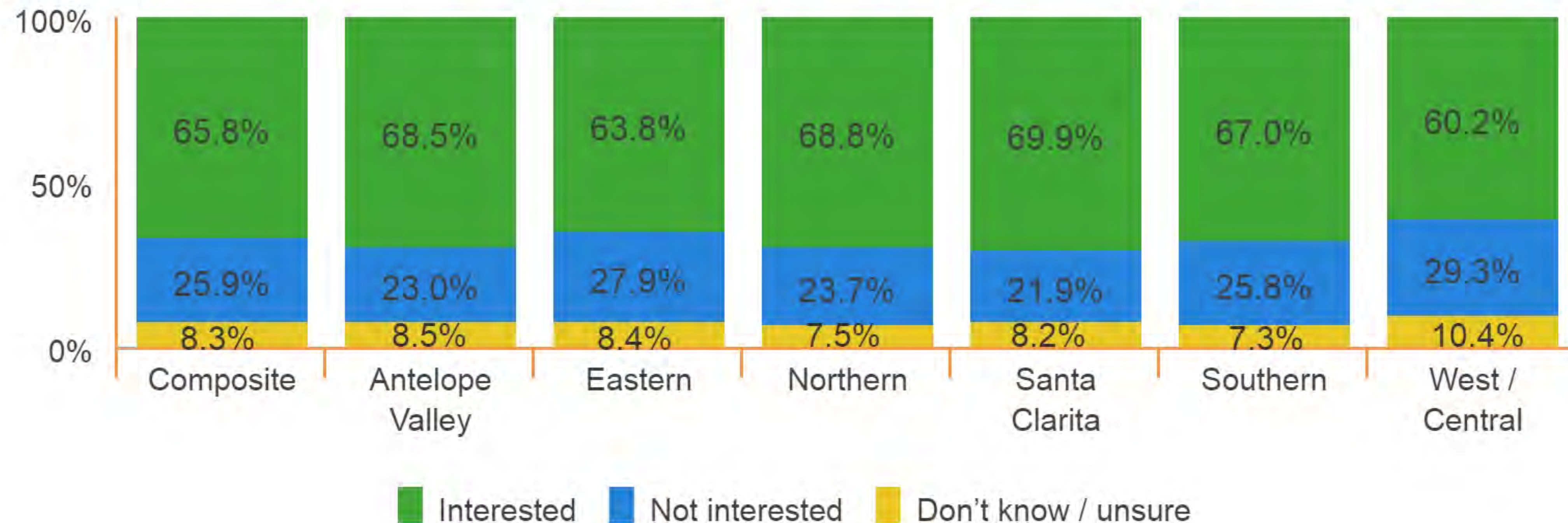
Over four-fifths of riders who completed the survey online (84.1%) reported they are either "very interested" or "somewhat interested" in riding in a hybrid or electric vehicle for future transportation with Access Services, compared to roughly two-thirds of those who completed the survey by phone (68.9%).



Interested in mobile ticketing options

Nearly two-thirds of respondents (65.8%) indicated they would be either "very interested" or "somewhat interested" in Access offering mobile ticketing options to allow for pre-payment and remote payment for rides, with the lowest rate of respondents from the West / Central region (60.2%) reporting interest. Over one-half of respondents (53.6%) noted they would use mobile ticketing options for all or most of their trips, with 31.7% reporting they would use mobile ticketing for all of their trips. More riders from the Northern region (58.1%) reported they would use mobile ticketing for all or most of their trips than respondents from other regions.

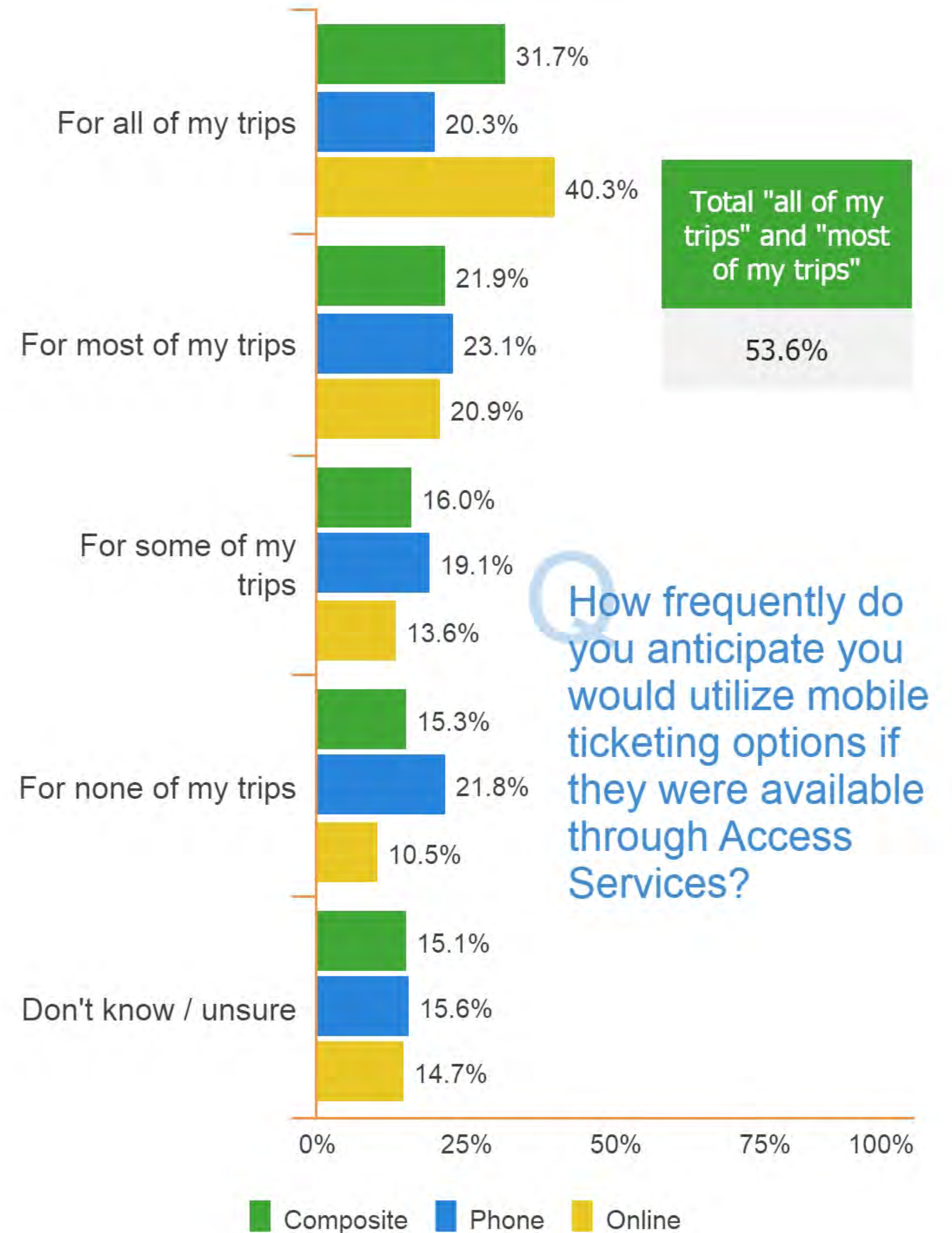
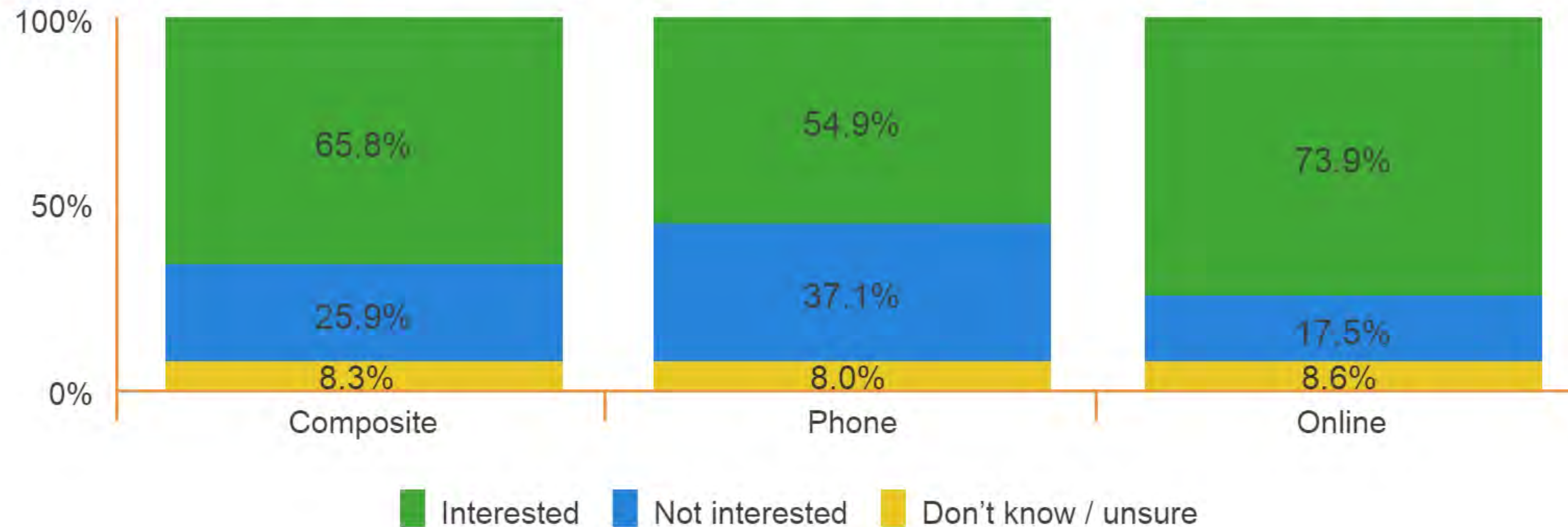
How interested would you be in Access Services offering mobile ticketing options, which would allow pre-payment and remote payment for rides?



More online respondents interested in mobile ticketing

Nearly three-quarters of online respondents (73.9%) indicated they would be "very interested" or "somewhat interested" in Access Services offering mobile ticketing options, compared to more than one-half of phone respondents (54.9%). Further, two-fifths of riders surveyed online (40.3%) reported they anticipate using mobile ticketing options for all of their trips, compared to only one-fifth (20.3%) of riders surveyed by phone.

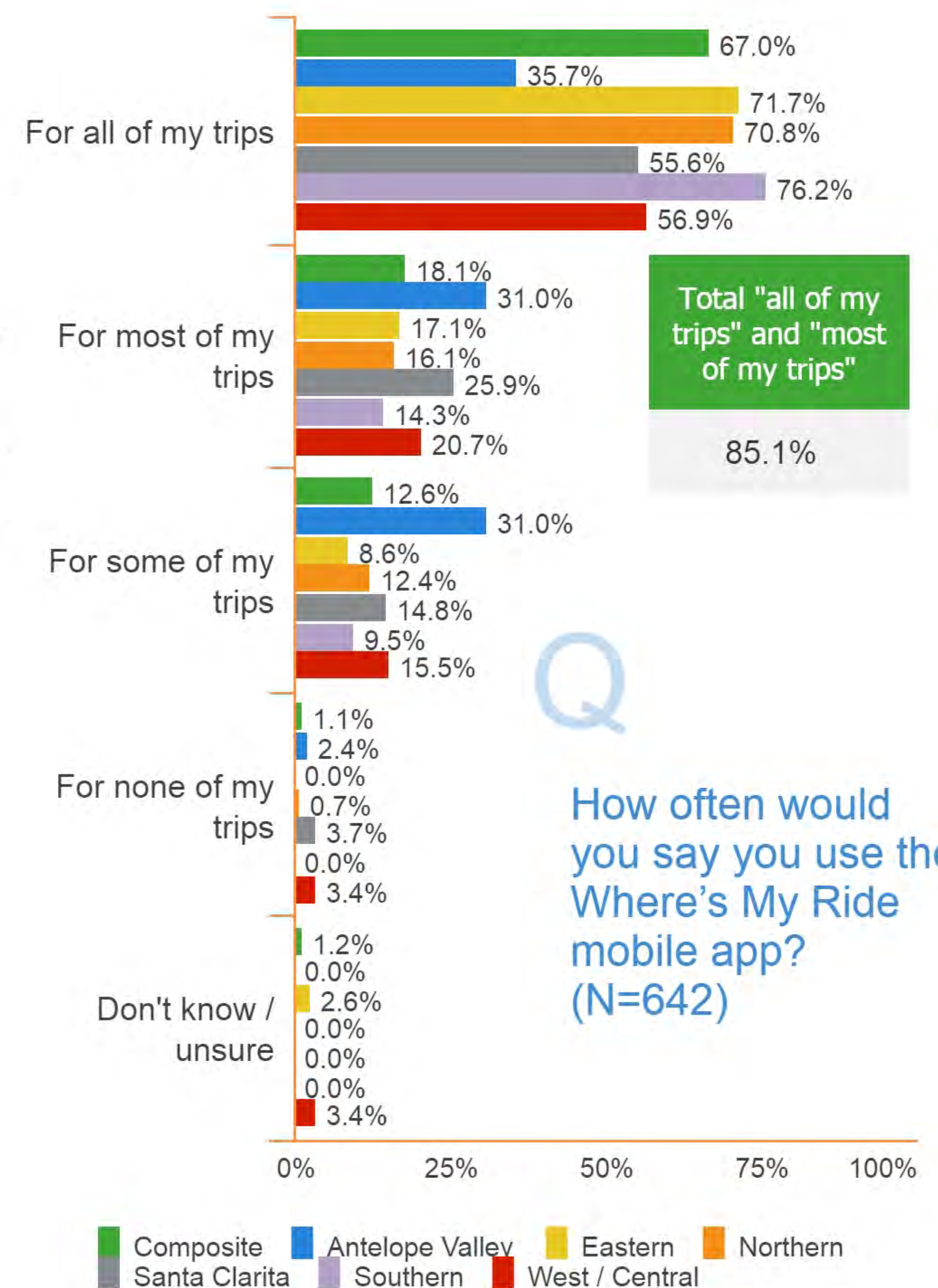
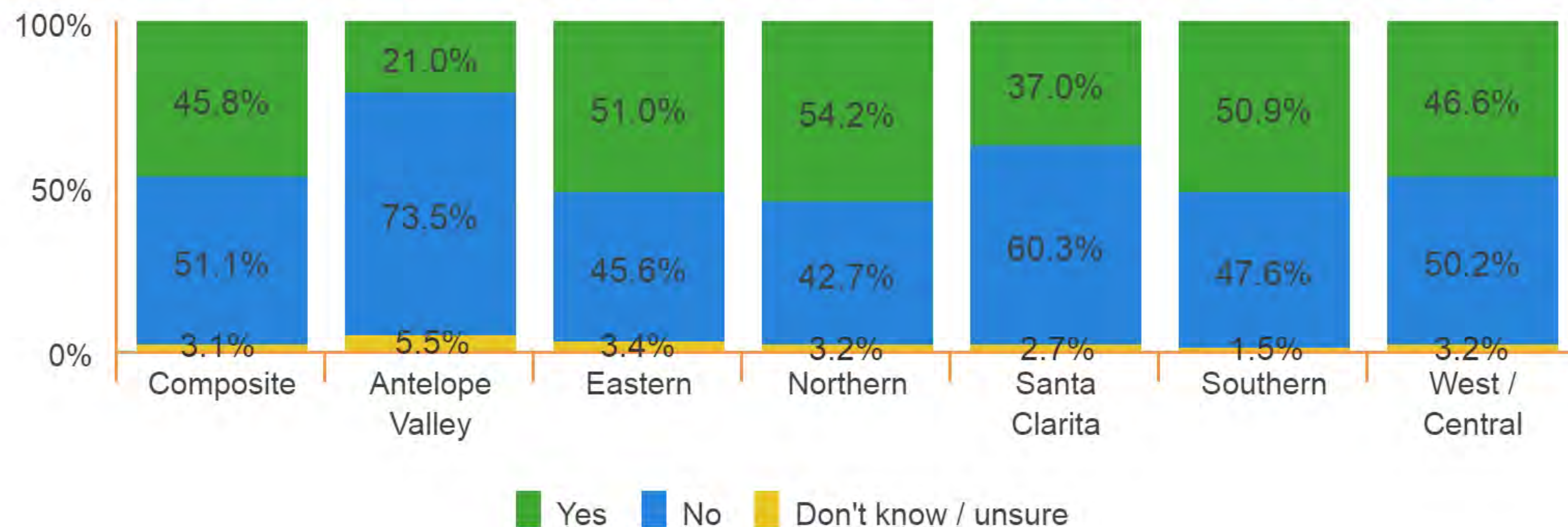
How interested would you be in Access Services offering mobile ticketing options, which would allow pre-payment and remote payment for rides?



Using Where's My Ride app for majority of trips

Over two-fifths of surveyed riders (45.8%) reported they have previously used the Where's My Ride mobile app with Access Services, with fewer respondents from the Antelope Valley (21.0%) and Santa Clarita (37.0%) regions noting use of this app compared to other regions. Of those respondents who have used the Where's My Ride mobile app previously, over four-fifths, 85.1%, indicated using this app for all or most of their trips, with two-thirds (67.0%) reporting use of the Where's My Ride mobile app for all of their trips. The highest rate of respondents who reported use of the Where's My Ride app for all of their trips were from the Southern (76.2%), Eastern (71.7%) and Northern (70.8%) regions.

Have you previously used the Where's My Ride mobile app to see your reservation status or track your ride in real time with Access Services?

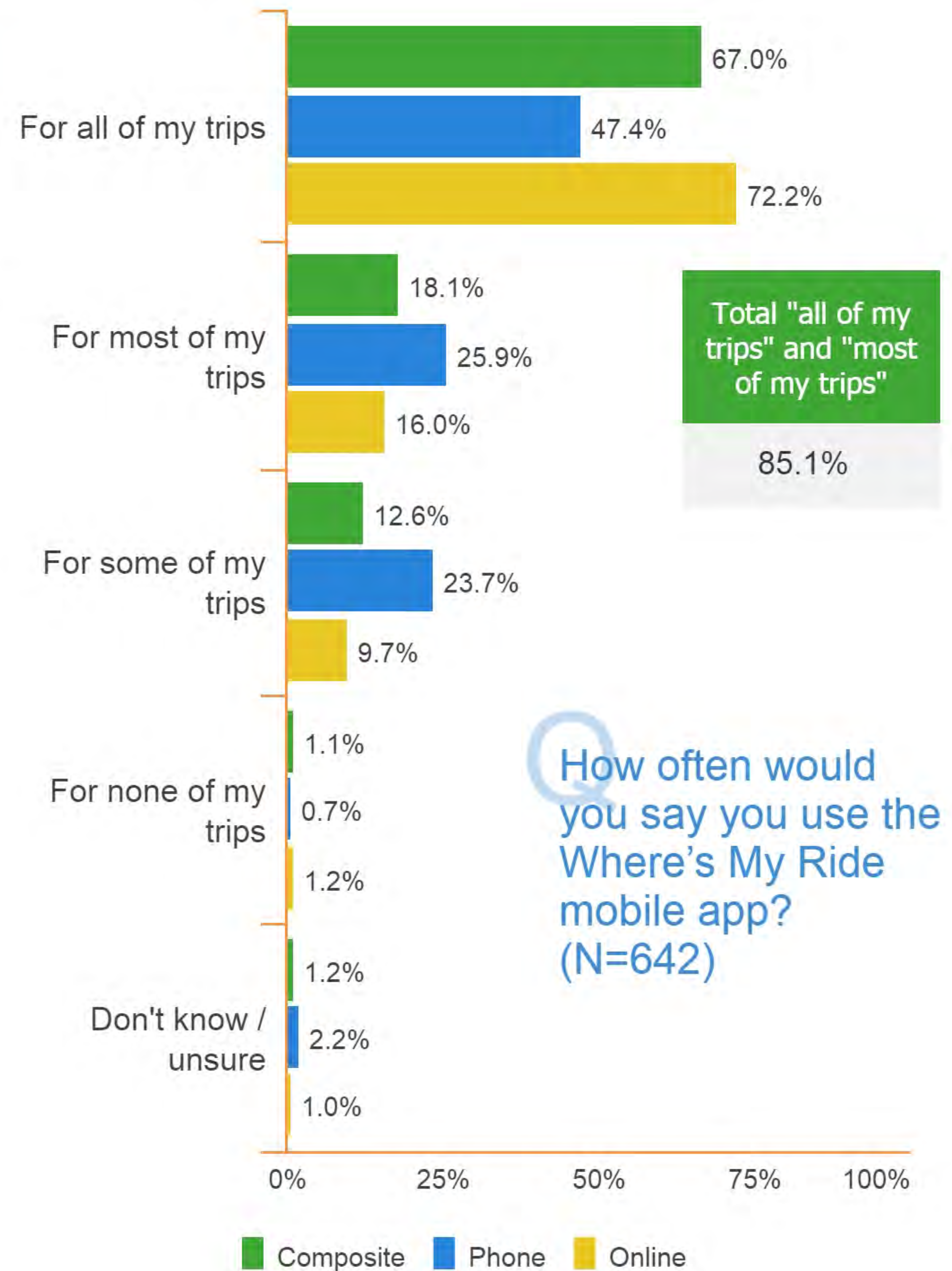
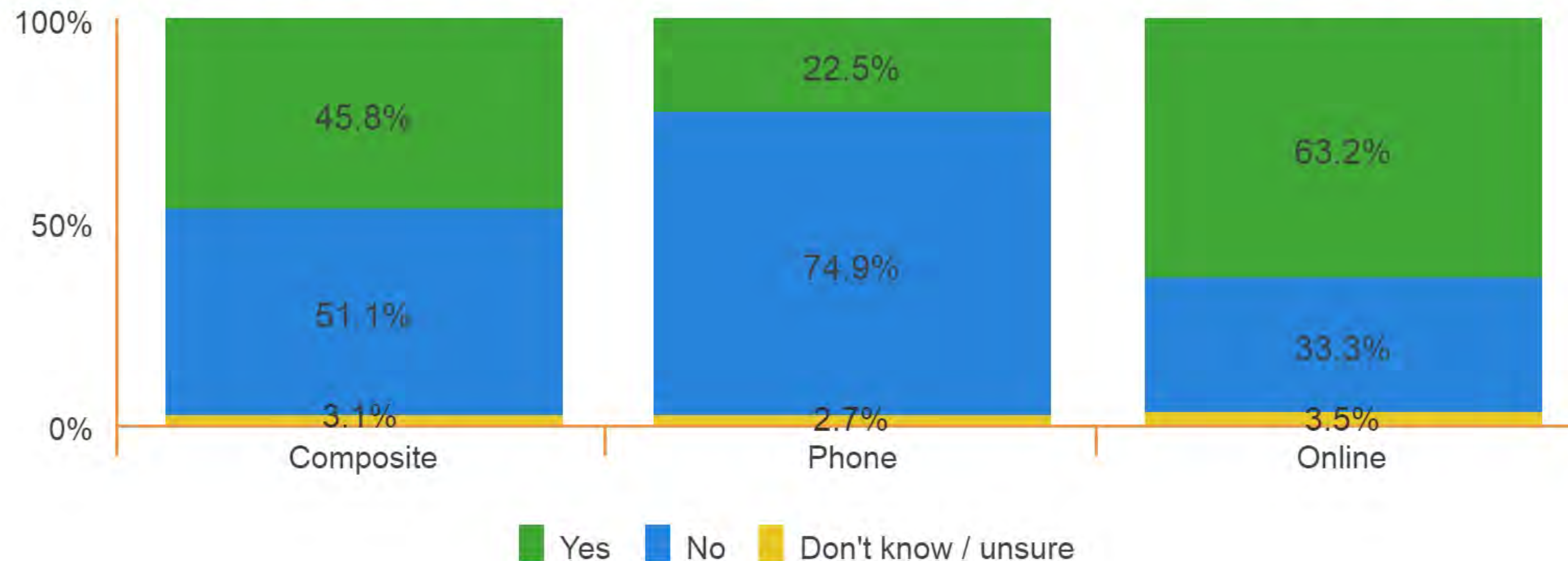


How often would you say you use the Where's My Ride mobile app? (N=642)

Online respondents using Where's My Ride more frequently

Over three-fifths of online respondents (63.2%) reported using the Where's My Ride mobile app to see their reservation status or track their ride in real time, compared to less than one-quarter of phone respondents (22.5%) who reported the same. Further, more riders surveyed online (72.2%) reported they use the Where's My Ride mobile app "for all trips" than those surveyed by phone (47.4%).

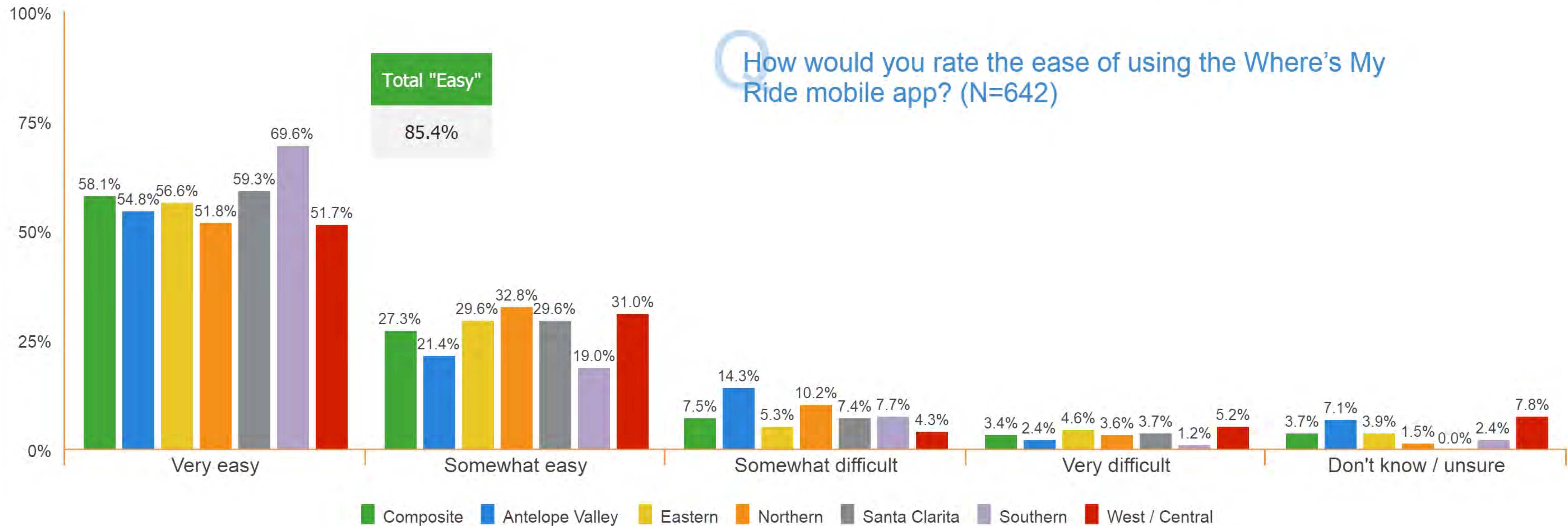
Have you previously used the Where's My Ride mobile app to see your reservation status or track your ride in real time with Access Services?



How often would you say you use the Where's My Ride mobile app? (N=642)

Where's My Ride app rated as easy to use

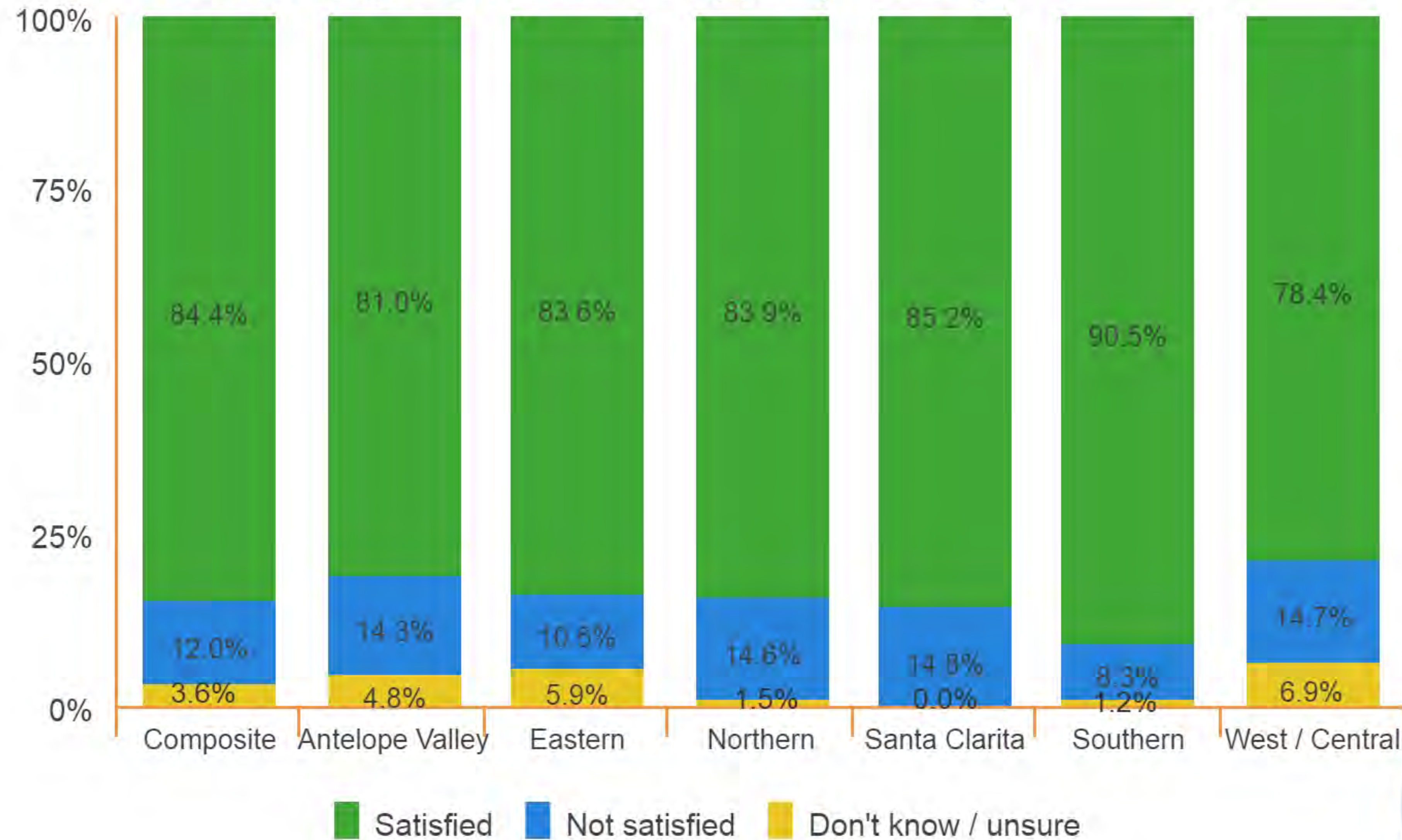
Of those respondents that have used the Where's My Ride mobile app, over four-fifths, 85.4%, indicated the app is "very easy" (58.1%) or "somewhat easy" (27.3%) to use. Of note, fewer surveyed riders from the Antelope Valley region (76.2%) rated the Where's My Ride mobile app as "very easy" or "somewhat easy" to use, compared to respondents from the Santa Clarita (88.9%) and Southern (88.6%) regions who provided the highest ratings for the ease of using the app.



Satisfied with the Where's My Ride app

Over four-fifths of surveyed riders who have used the Where's My Ride mobile app (84.4%) reported they were "very satisfied" or "somewhat satisfied" with their experience using the app. Of note, satisfaction with the Where's My Ride app was the highest among respondents from the Southern region (90.5%) and the lowest among those from the West / Central region (78.4%). Of the 12.0% of respondents who indicated they were not satisfied with their experience using the app, roughly one-quarter reported this is because the app was "inaccurate / incorrect" (28.6%) or because it was "slow / difficult to use" (23.4%).

How satisfied are you with your experience using the Where's My Ride mobile app? (N=642)



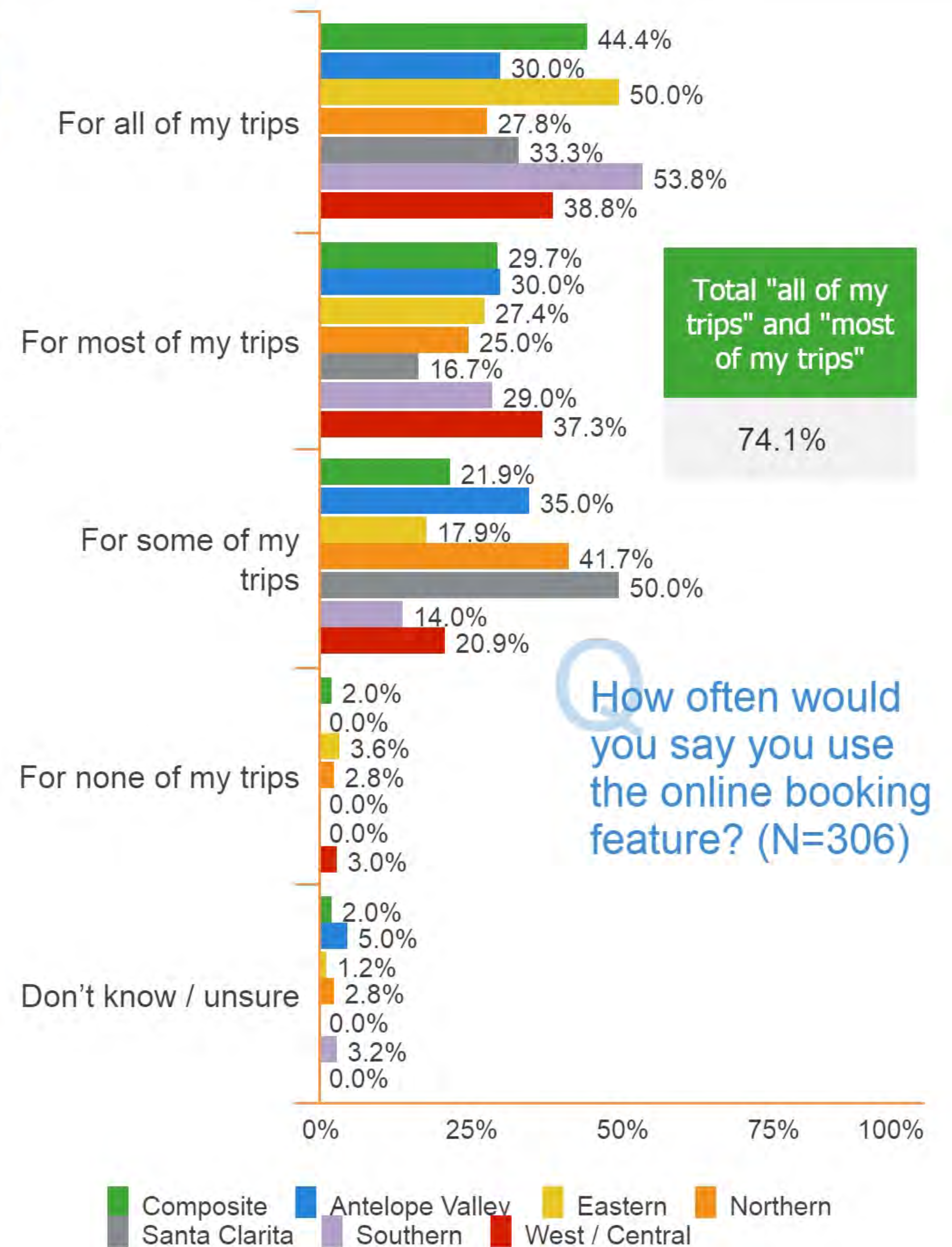
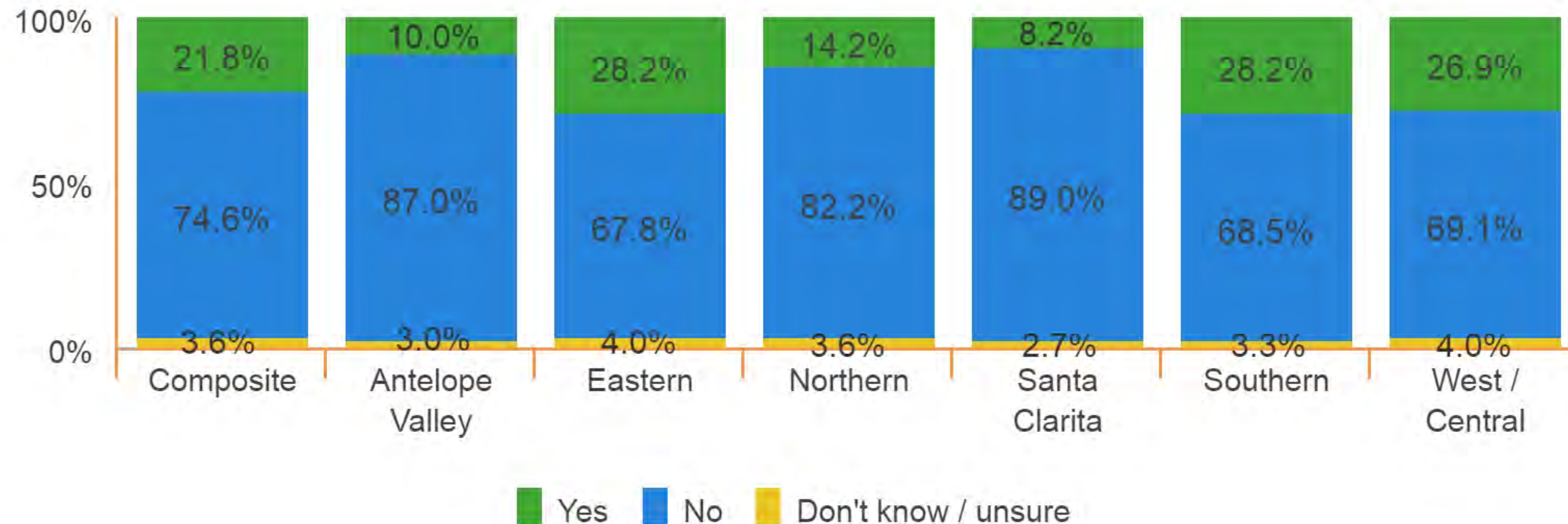
	Composite	Antelope Valley	Eastern	Northern	Santa Clarita	Southern	West / Central
Sample size	77	6	16	20	4	14	17
Inaccurate / incorrect	28.6	33.3	37.5	25.0	25.0	35.7	17.6
Slow / difficult to use	23.4	0.0	31.3	15.0	0.0	14.3	47.1
Accessibility (signal, wifi, locations, etc.)	6.5	16.7	6.3	5.0	0.0	14.3	0.0
Complicated / difficult to understand	5.2	16.7	6.3	5.0	0.0	0.0	5.9
Often late / no show	5.2	16.7	0.0	10.0	0.0	7.1	0.0
Unreliable	5.2	0.0	0.0	20.0	0.0	0.0	0.0
Doesn't track	--	--	--	--	--	--	--

In the last question you answered that you were not very satisfied or not at all satisfied. May I ask why you answered that?

One-fifth using online booking feature

Roughly one-fifth of respondents (21.8%) reported they currently utilize online booking through Access Services, with the highest rate of respondents from the Eastern (28.2%), Southern (28.2%) and West / Central (26.9%) regions reporting use of online booking. Of the 306 surveyed riders who currently use online booking through Access, nearly three-quarters (74.1%) reported using this feature for all or most of their trips, with over two-fifths (44.4%) noting they use online booking for all of their trips. Notably, more surveyed riders from the Southern (53.8%) and Eastern (50.0%) regions reported use of online booking for all of their trips, compared to the other regions surveyed.

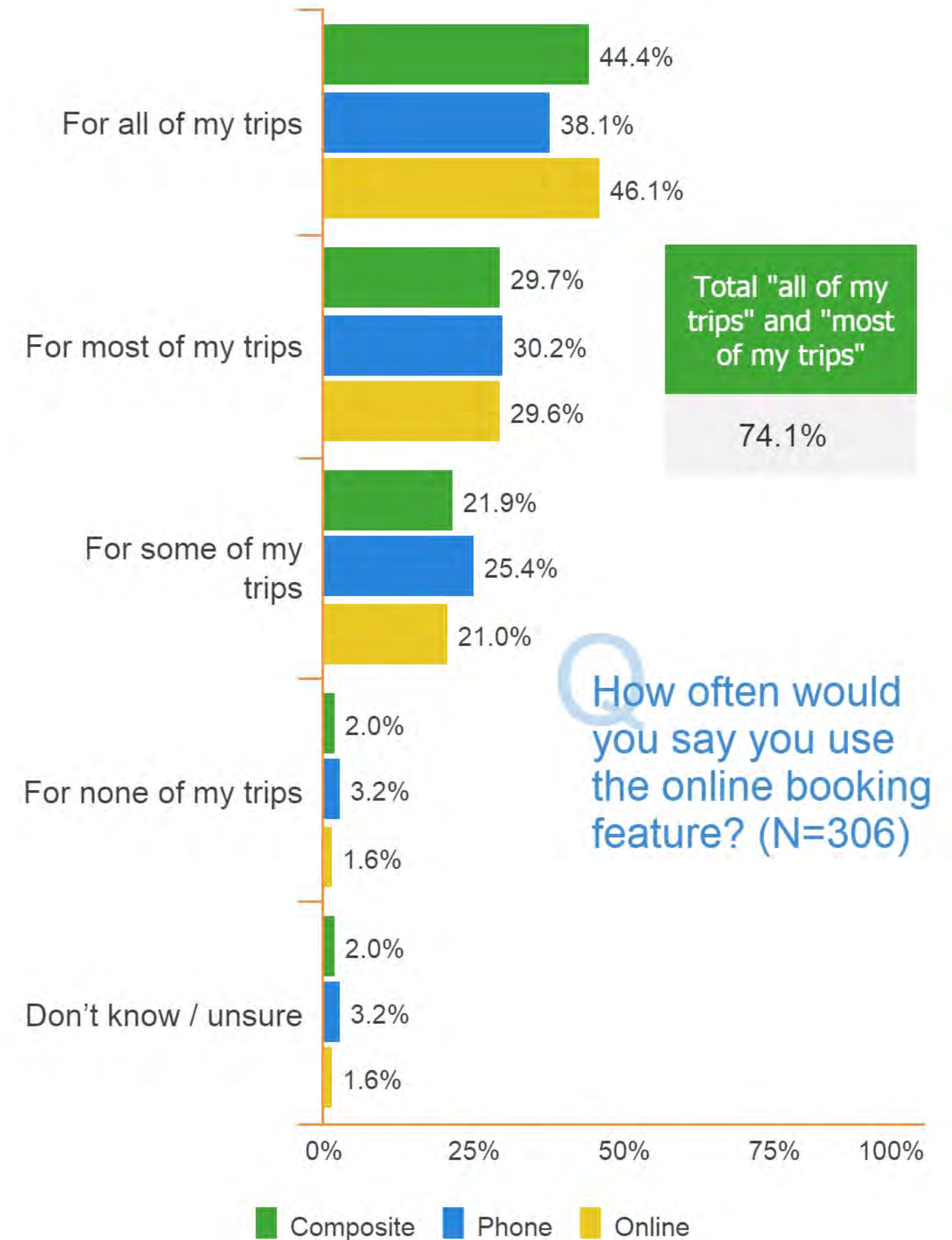
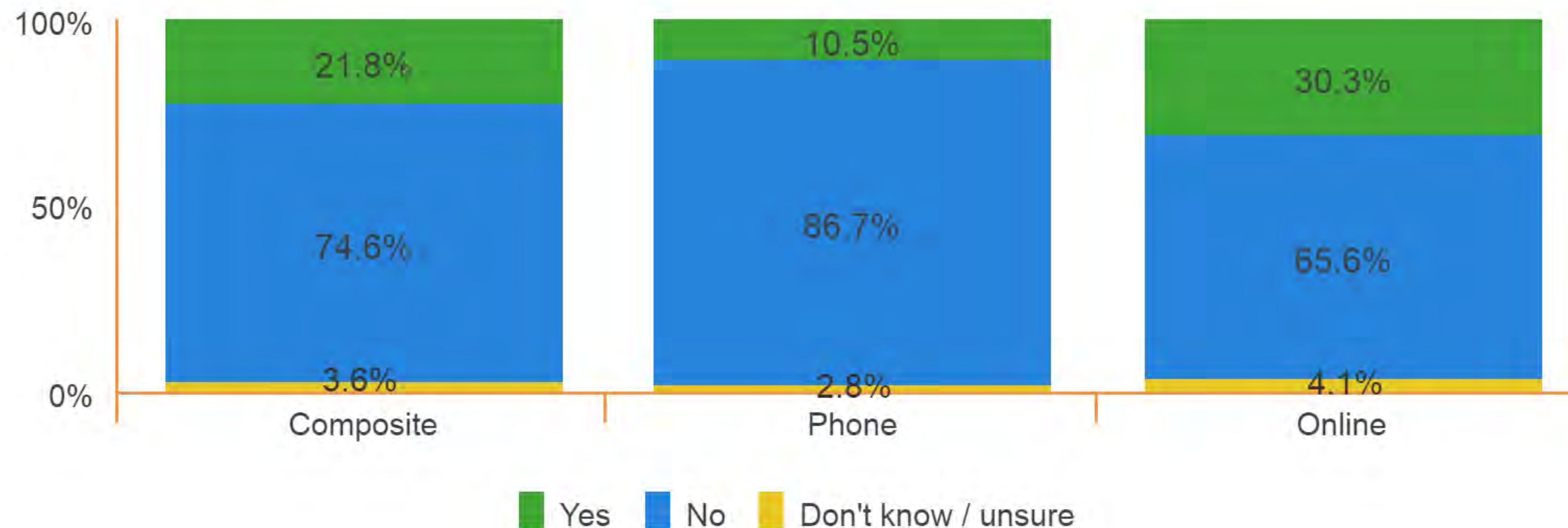
Do you currently utilize online booking through Access Services?



More online respondents using online booking feature

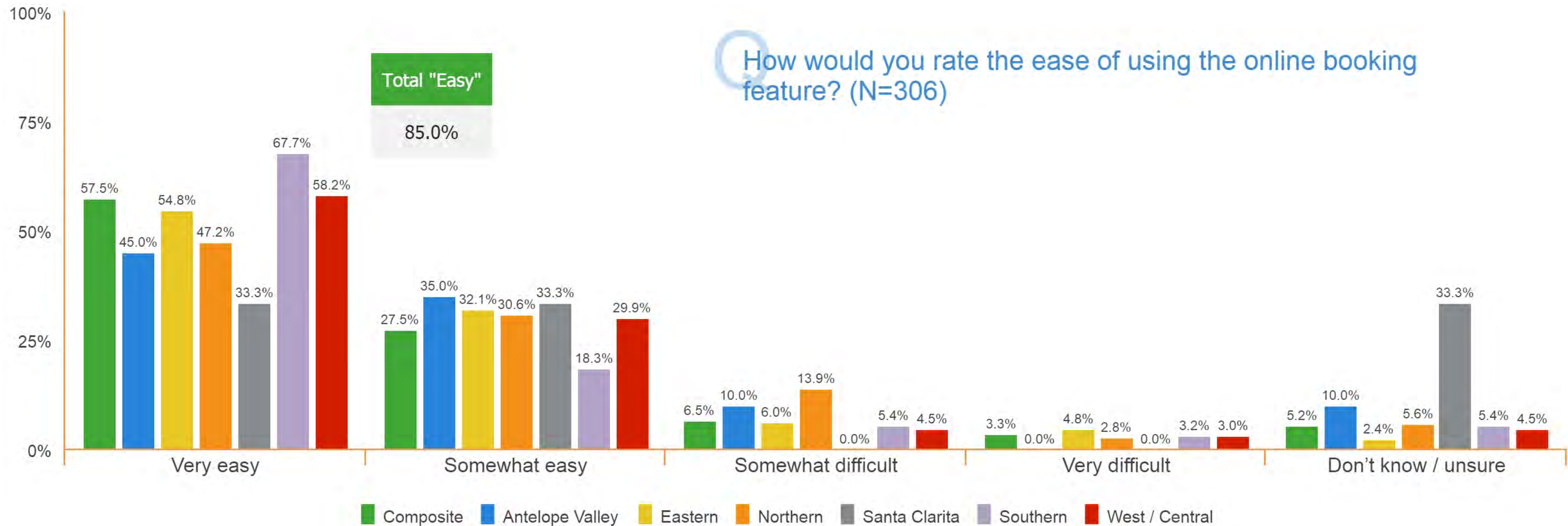
Three-out-of-ten online respondents (30.3%) reported using online booking through Access Services, compared to 10.5% of phone respondents who reported the same. Further, nearly one-half of online respondents who currently use online booking (46.1%) reported using the online booking feature for all of their trips, while less than two-fifths of phone respondents (38.1%) reported the same.

Do you currently utilize online booking through Access Services?



Online booking feature rated as easy to use

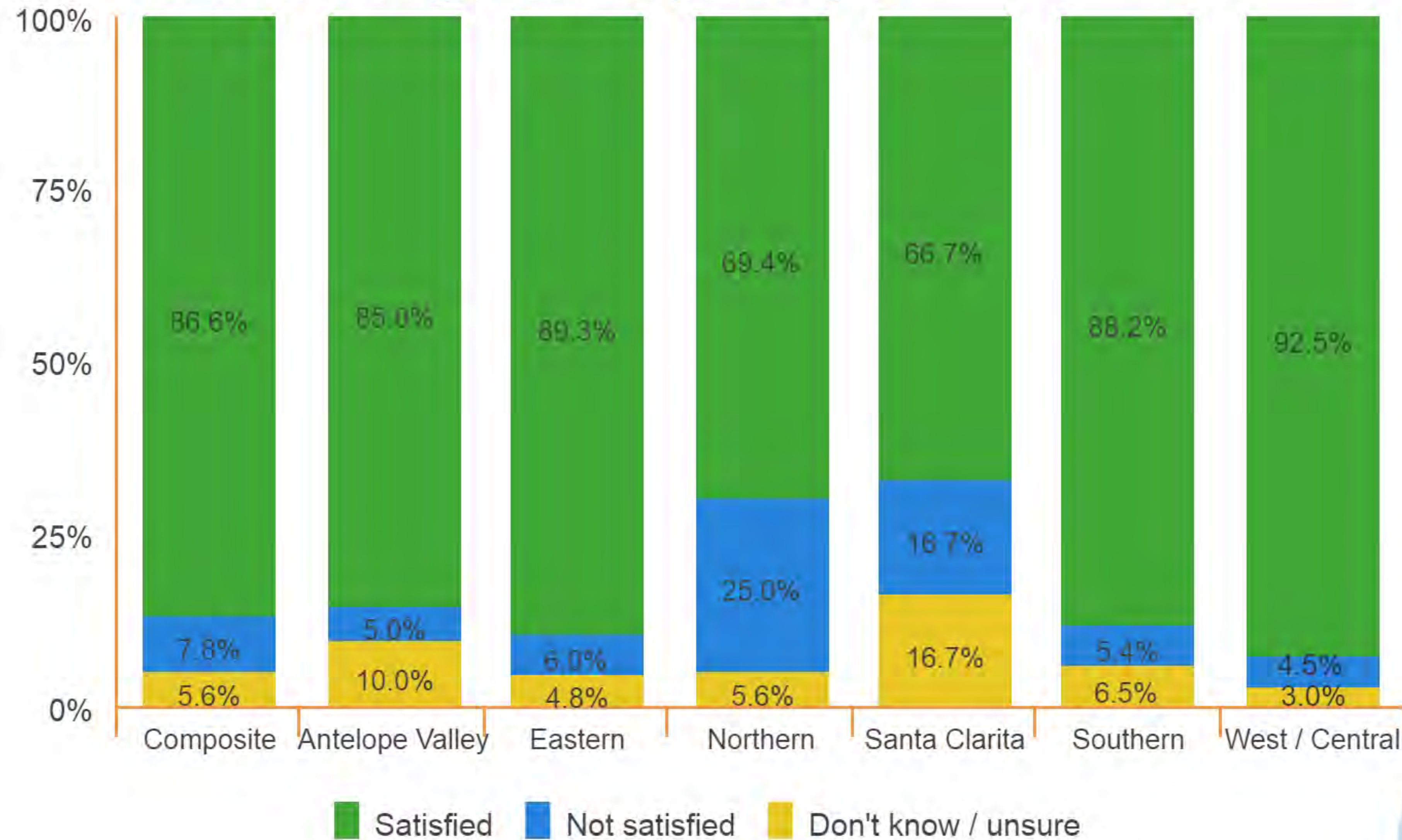
The majority of surveyed riders who are currently using the online booking feature, 85.0%, indicated the feature is either "very easy" (57.5%) or "somewhat easy" (27.5%) to use. Of note, ratings for the ease of using the online booking feature were higher among respondents from the West / Central (88.1%), Eastern (86.9%) and Southern (86.0%) regions.



Satisfied with online booking feature

Most surveyed riders who are currently using online booking through Access (86.6%) reported they are satisfied with their experience using this feature. Notably, satisfaction with Access' online booking feature was the highest among respondents from the West / Central region (92.5%). Of the 24 respondents who indicated they are not satisfied with the online booking feature, two-fifths (41.7%) noted this is because the system is "outdated / difficult to use / unreliable" and another one-quarter of respondents (25.0%) reported an "inability to book trips by address / to certain areas."

How satisfied are you with your experience using the online booking feature? (N=306)



	Composite	Antelope Valley	Eastern	Northern	Santa Clarita	Southern	West / Central
Sample size	24	1	5	9	1	5	3
Outdated / difficult to use / unreliable	41.7	100.0	20.0	44.4	0.0	60.0	33.3
Inability to book trips by address / to certain areas	25.0	0.0	60.0	22.2	100.0	0.0	0.0
Accessibility (service area, internet carrier, visually impaired, etc.)	8.3	0.0	0.0	11.1	0.0	20.0	0.0
Other	8.3	0.0	0.0	22.2	0.0	0.0	0.0
Not helpful	4.2	0.0	0.0	0.0	0.0	20.0	0.0
Uses standing order	4.2	0.0	20.0	0.0	0.0	0.0	0.0
Slow process / long	4.2	0.0	0.0	0.0	0.0	0.0	33.3

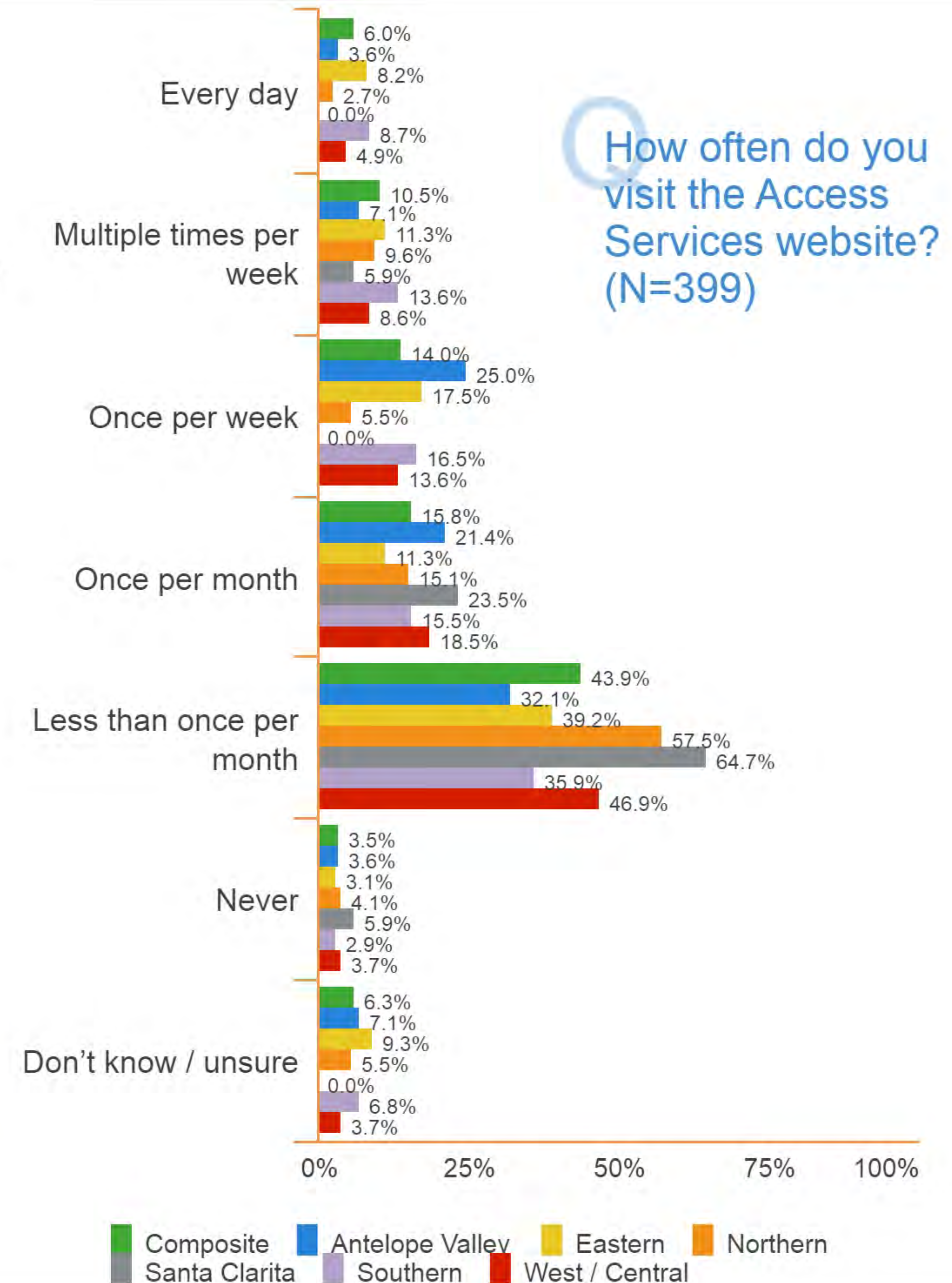
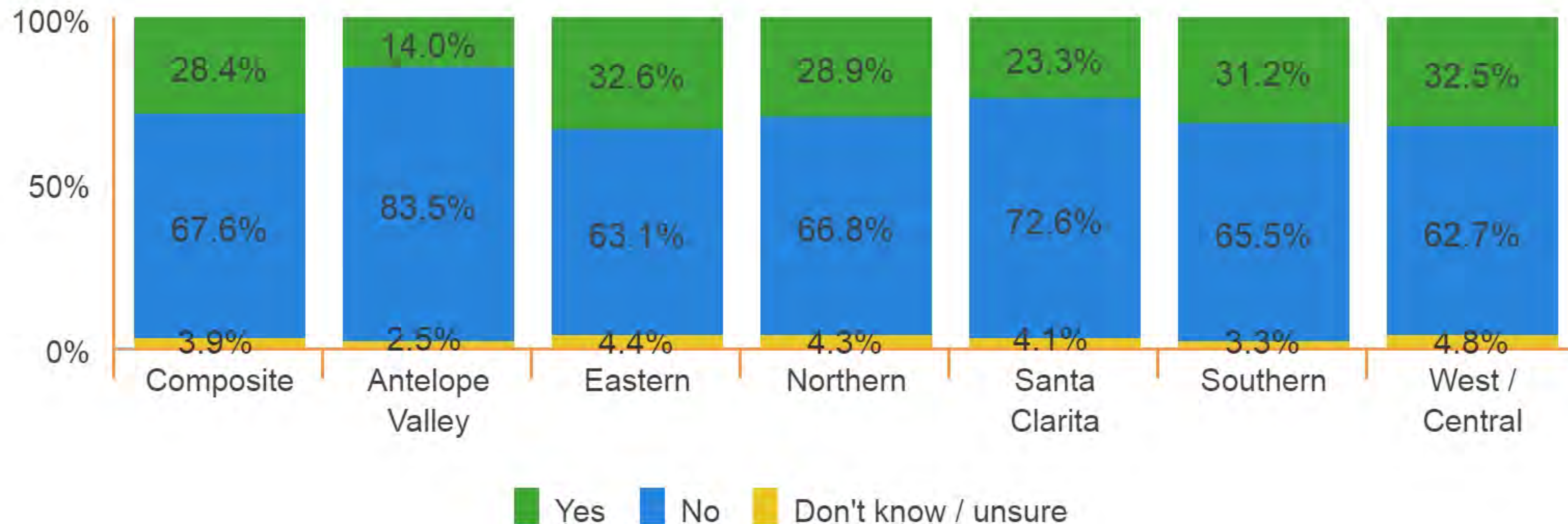
In the last question you answered that you were not very satisfied or not at all satisfied. May I ask why you answered that?

Visiting Access' website less than once per month

Over one-quarter of surveyed riders (28.4%) reported they have previously visited the Access Services website. Of those respondents, nearly three-fifths (59.7%) indicated visiting the website either less than once per month or once per month.

Of note, fewer respondents from the Antelope Valley region (14.0%) reported previously visiting the Access Services website than respondents from other regions.

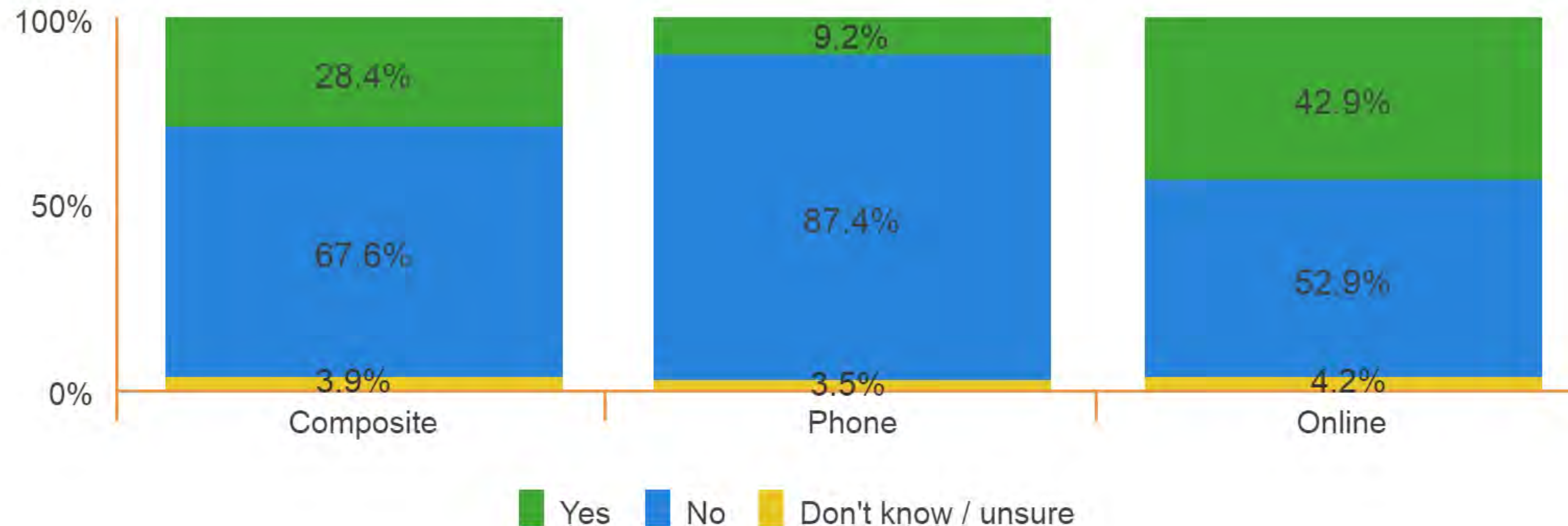
Have you previously visited the Access Services website?



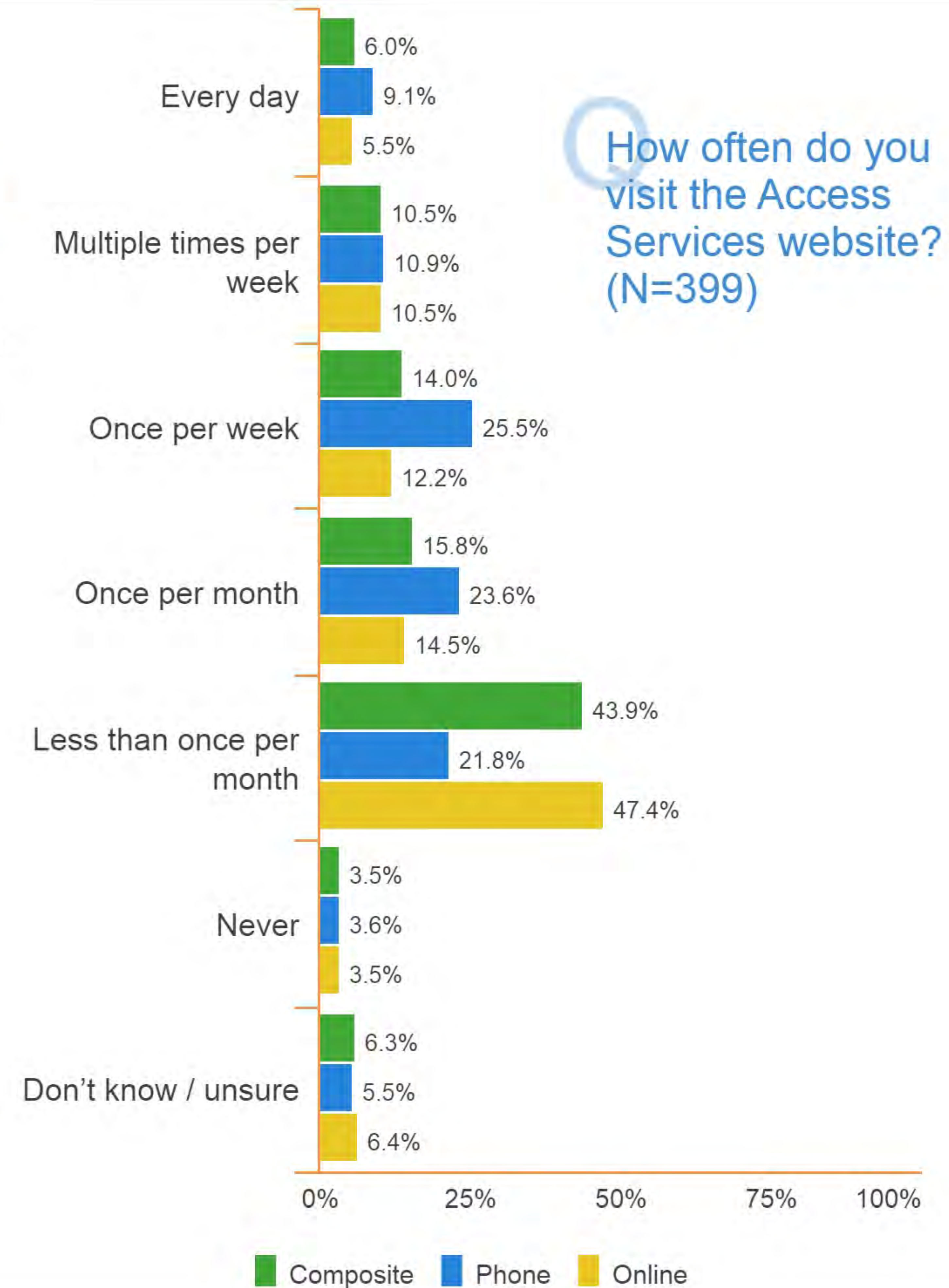
More online respondents have visited Access's website

Over two-fifths of riders surveyed online (42.9%) reported they have previously visited the Access Services website, compared to 9.2% of riders surveyed by phone. However, of those respondents that have visited the Access Services website, more phone respondents (45.5%) reported visiting the website at least once per week, compared to 28.2% of online respondents who reported the same.

Have you previously visited the Access Services website?

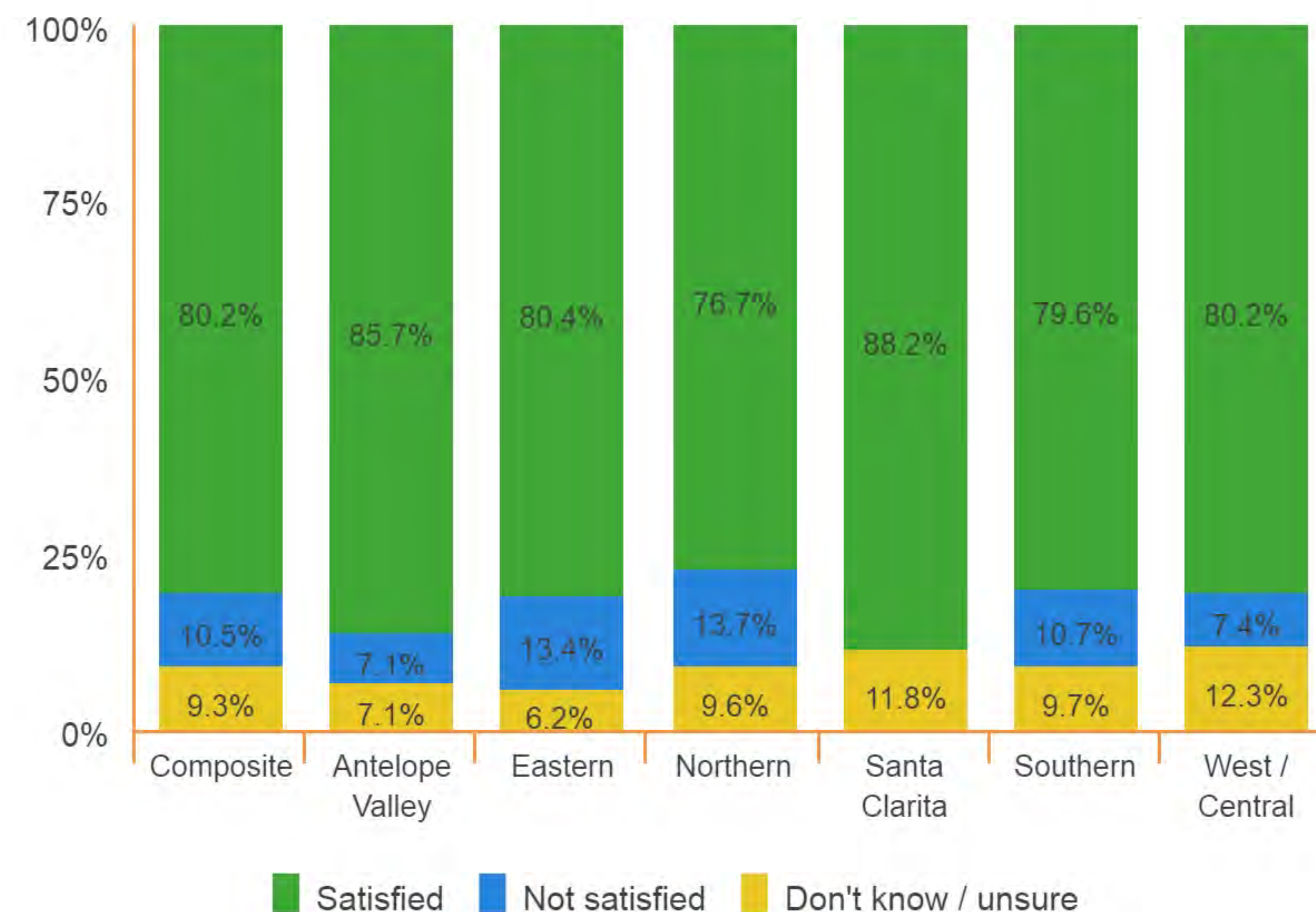
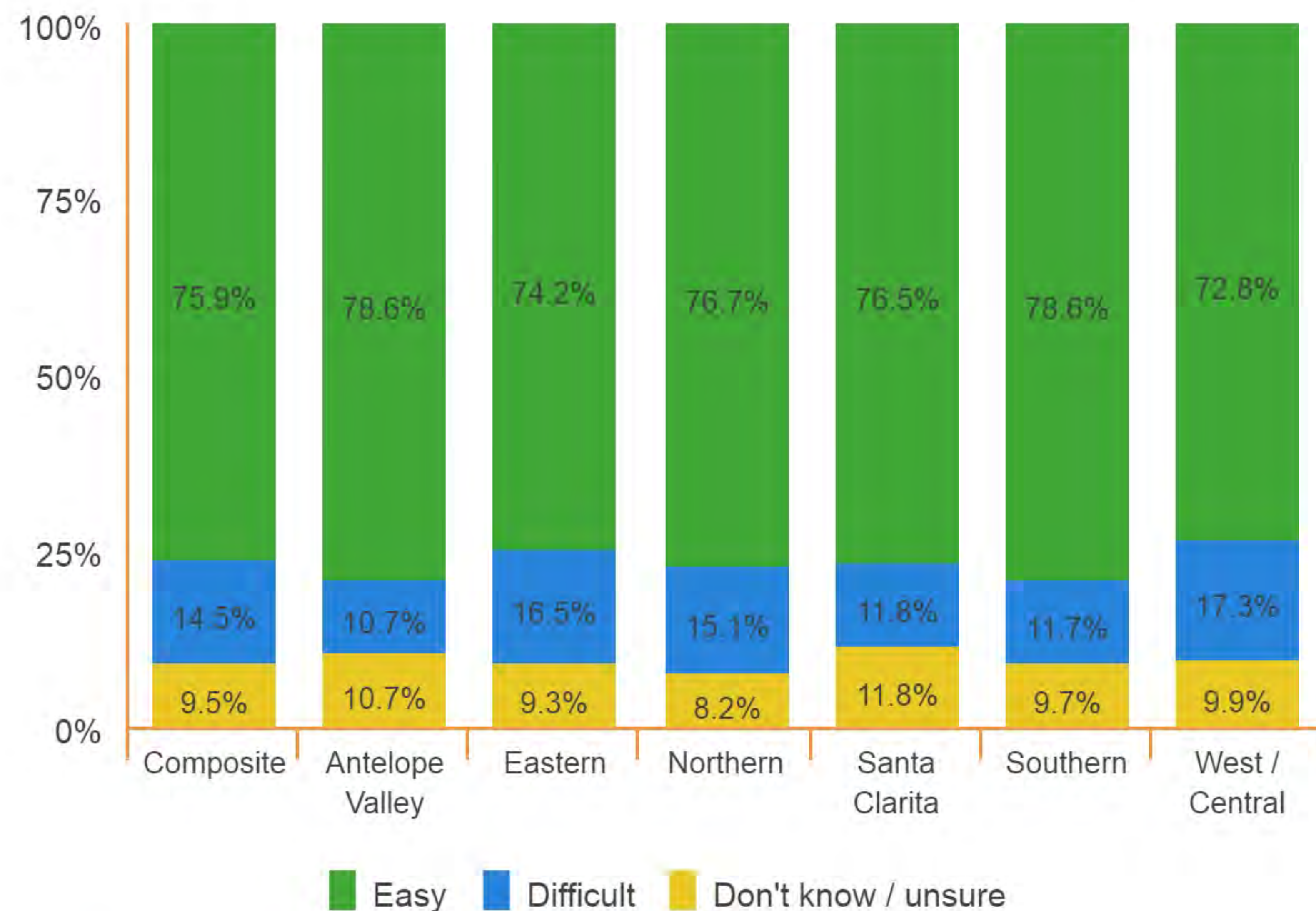


How often do you visit the Access Services website? (N=399)



Access website rated as easy to use

Three-quarters of respondents who have previously visited the Access Services website (75.9%) reported the website is either "very easy" or "somewhat easy" to navigate. Further, four-fifths of surveyed riders (80.2%) reported they are "very satisfied" or "somewhat satisfied" with the Access Services website. Of note, more respondents from the Santa Clarita (88.2%) and Antelope Valley (85.7%) regions reported satisfaction with Access' website compared to the other regions surveyed.



How would you rate the ease of navigating the Access Services website? (N=399)

Overall, how satisfied are you with the Access Services website? (N=399)

Prefer to receive information through e-mail

Over one-third of surveyed riders (36.9%) reported they prefer to receive information from Access Services through e-mail, with fewer respondents from the Antelope Valley (26.5%) and Santa Clarita (30.1%) regions reporting a preference for e-mail communication compared to the other regions surveyed. Roughly one-fifth of respondents indicated a preference for receiving information from Access through phone calls (20.6%) or text messages (18.7%). Of note, preference for phone call communication was highest among respondents from the Antelope Valley region (30.0%), and preference for text message communication was highest among respondents from the Santa Clarita (23.3%) and Southern (23.0%) regions.

Which of the following is your preferred method of receiving information from Access Services?

	Composite	Antelope Valley	Eastern	Northern	Santa Clarita	Southern	West / Central
E-mail	36.9	26.5	41.6	40.3	30.1	36.7	38.6
Phone call	20.6	30.0	19.5	20.2	24.7	14.8	21.3
Text message	18.7	13.0	18.5	18.6	23.3	23.0	16.9
Direct mail	14.9	22.5	13.1	10.7	15.1	16.1	13.7
Newsletter	4.0	2.5	4.7	4.7	2.7	4.2	3.6
Access Services website	1.6	0.0	0.7	3.2	0.0	1.5	2.8
Other - please specify	1.1	1.5	0.7	0.0	1.4	1.5	1.6
Dont know / unsure	1.6	4.0	0.3	2.0	2.7	1.5	0.8
I do not want to receive information from Access Services	0.6	0.0	1.0	0.4	0.0	0.6	0.8

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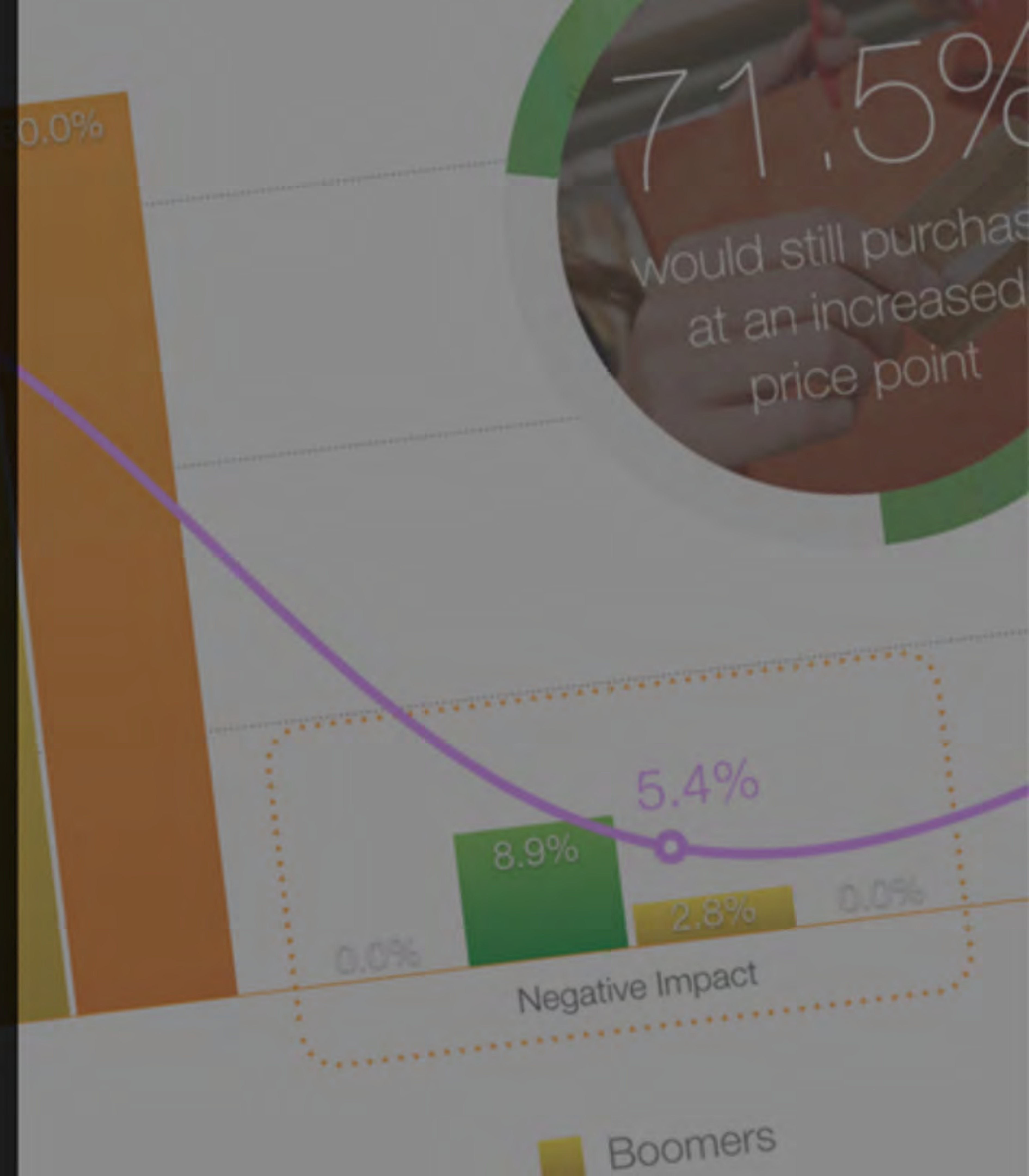
SECTION ONE
About GreatBlue

SECTION TWO
Project Overview

SECTION THREE
Key Study Findings

SECTION FOUR
Considerations

SECTION FIVE
Aggregate Data (Provided Separately)



Considerations

- **Hold focus groups among riders about autonomous vehicles.** When asked if they would be willing to take part in a focus group to help Access Services in developing an accessible autonomous vehicle, over two-fifths of respondents indicated they would be interested in participating in such a focus group. Given that there is a significant segment of the Access rider base that would be willing to participate in a focus group, it is recommended that Access consider pursuing this focus group as a follow-up to this study. This group would help Access to gain more qualitative insight into the features that would need to be included in this vehicle in order for riders to feel comfortable in this mode of transportation and any drawbacks that hinder the likelihood to use an autonomous vehicle for future rides. GreatBlue has experience with focus group recruitment, guidebook development and moderation, and can help to facilitate a potential focus group on this topic. Further, GreatBlue has hosted numerous virtual focus groups through Zoom since the COVID-19 pandemic began, and can assist with this focus group virtually should it occur during the pandemic.
- **Begin to introduce more hybrid and electric vehicles into fleet of accessible vehicles.** Over three-quarters of respondents were interested in riding in a hybrid or electric vehicle for future rides with Access. Even though fewer than one-third of surveyed riders have ridden in a hybrid or electric vehicle with Access previously, those that have reported a largely positive experience. For this reason, it is suggested that Access look to incorporate more hybrid and electric vehicles into their pre-existing fleet of accessible vehicles. This will not only help to demonstrate the company's efforts to reduce greenhouse gas emissions, but will also help to provide riders with the option of using a form of transportation that is going to be in increasing demand in the coming years.

Considerations

- **Perform a UX test of online booking feature.** While satisfaction with Access's online booking feature was high, and the majority of those currently using this feature reported it is easy to use, only roughly one-fifth of surveyed riders are currently using the online booking feature. Further, in an open-end format, those who reported dissatisfaction with the online booking feature indicated this is due to it being outdated, difficult to use and unreliable. In order to ensure a simplified and easy process for all riders who use this feature, Access may consider conducting "User Experience" or "UX Testing" as a means of pinpointing specific roadblocks in the online booking process that riders are facing. In a UX test, participants are asked to navigate a series of task flows on the website to mimic a rider's common experience navigating the site and evaluate the ease of finding and performing certain tasks. This will help Access to determine if any enhancements need to be made to the online booking feature to improve the ease of using this tool and ultimately encourage more riders to use online booking.
- **Pursue mobile ticketing options for riders.** Nearly two-thirds of surveyed riders indicated they would be interested in Access offering mobile ticketing options to allow pre-payment and remote payment for rides, and over one-half of respondents reported they would use mobile ticketing options for all or most of their trips with Access. Given the interest level in mobile ticketing options, it is suggested that Access continue to pursue plans for designing a mobile ticketing system for their riders, to allow for another convenient means for riders to pay for their trips remotely and/or ahead of the actual trip. Further, Access may consider first rolling the mobile ticketing options out to riders in regions where interest in a mobile ticketing system was higher, such as Santa Clarita, the Northern region and Antelope Valley, as more of a trial to ensure the system is working and includes all the necessary features, before rolling it out to the rest of Access's rider base.

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