



Assessing Customer Satisfaction and Trip Purpose for Macatawa Area Express Transportation Authority-Fixed Route

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Introduction to Survey

This report summarizes the results of the fixed-route survey to assess customer satisfaction and trip purpose for the Macatawa Area Express Transportation Authority, conducted on the 1st, 2nd, and 5th of August, 2019. We collected data from 177 respondents. Results for the survey are organized into four categories: customer satisfaction, trip purpose, Macatawa Area Express Transportation Authority questions, and demographics. Respondents were also asked if they had any additional comments.

Summary of survey results

Overall, Macatawa Area Express Transportation Authority fixed route survey respondents provided positive feedback. Customer satisfaction was very high, as the majority of respondents answered very satisfied in all categories. The results of the trip purpose category showed us that the most common destination was related to shopping. The additional comments at the end of the survey show that people are generally happy, and grateful for the service. Additionally riders are eager to see service expand, particularly to Grand Rapids and Zeeland. The demographic questions showed that the most common group of Macatawa Area Express Transportation Authority fixed route riders identify as Caucasian, are between 35 and 54 years of age, earn less than \$5,000 a year, are employed for pay, and the majority do not have any special needs.

Customer Satisfaction

For customer satisfaction, we asked transit riders sixteen questions within the following seven categories: timeliness, comfort, cleanliness, information availability and ease of use, customer service, safety/security, and cost/value.

Timeliness

We asked transit riders to rate their satisfaction with timeliness on a five point scale, ranging from very dissatisfied to very satisfied, with a N/A option. two questions within this category asked about their level of satisfaction with:

- The arrival time of this vehicle.
- The timeliness (on-time arrival) of the transit vehicles in general.

We asked transit riders about their satisfaction with the arrival time of the vehicle. The majority of respondents ranked this as Very Satisfied.

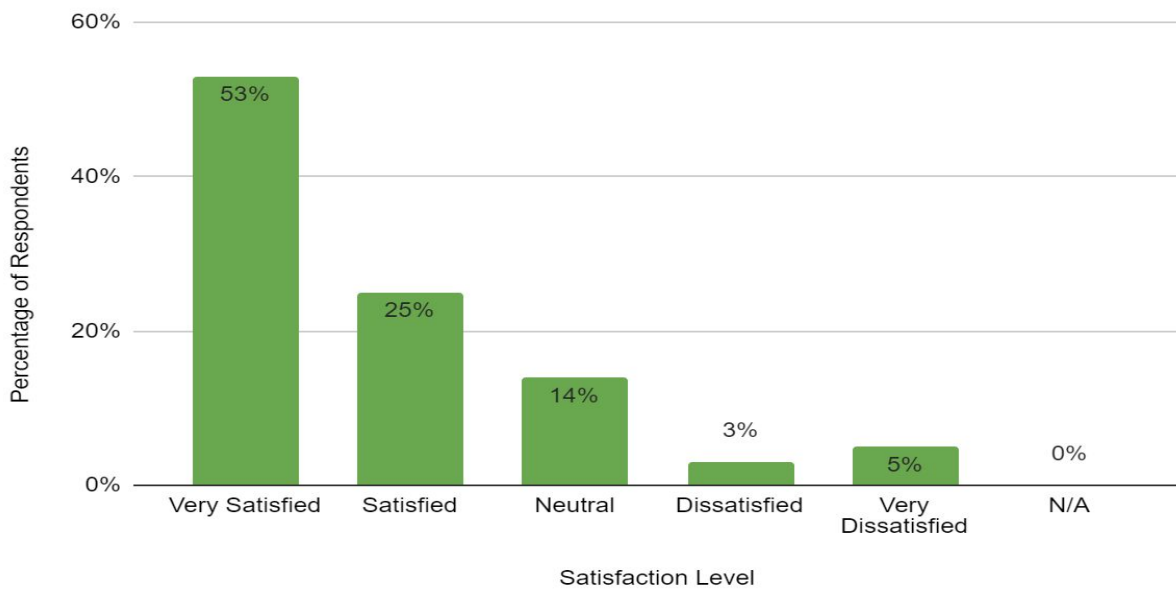


Figure 1: n=158

We asked transit riders about their satisfaction with the on-time arrival of the transit vehicles in general. The majority of respondents ranked this as Very Satisfied.

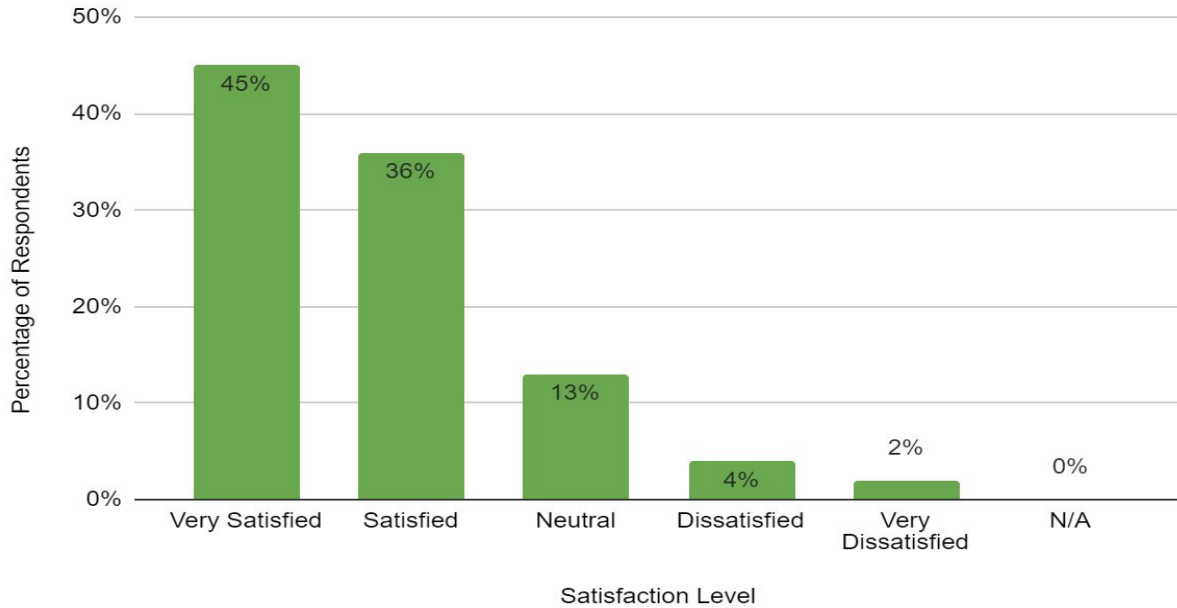


Figure 2: n=155

Comfort

We asked transit riders to rate their satisfaction with comfort on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their satisfaction level with:

- The temperature of the vehicle.
- The comfort at the bus stop.
- Seat availability on the bus.

We asked transit riders about their satisfaction with the temperature on the vehicle. The majority of respondents ranked this as Very Satisfied.

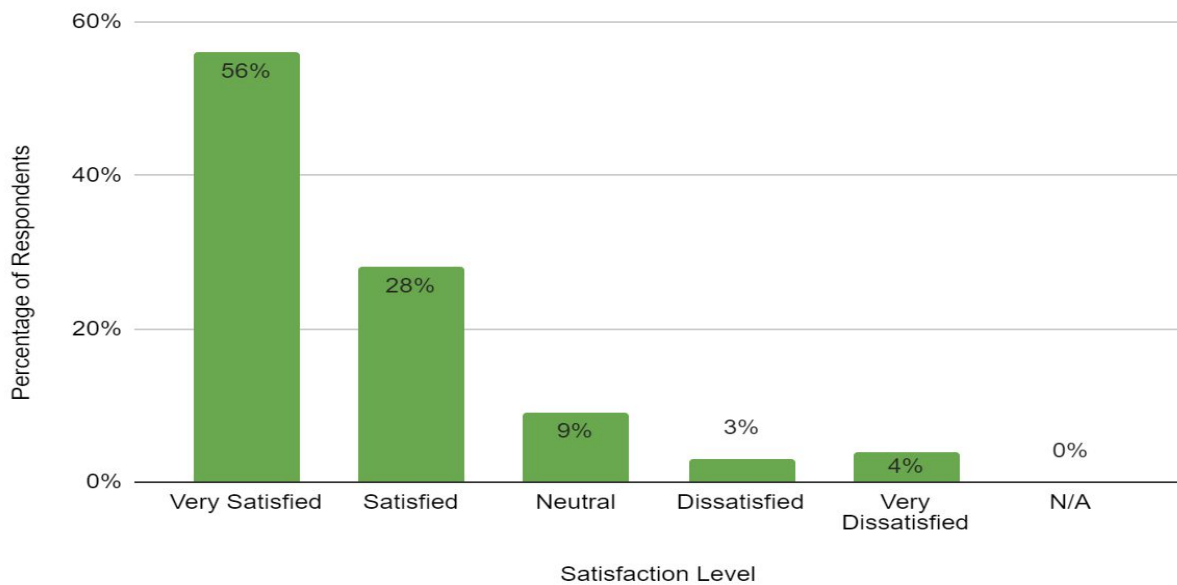


Figure 3: n=160

We asked transit riders about their satisfaction level with the comfort at the bus stop. The majority of respondents ranked this as Very Satisfied.

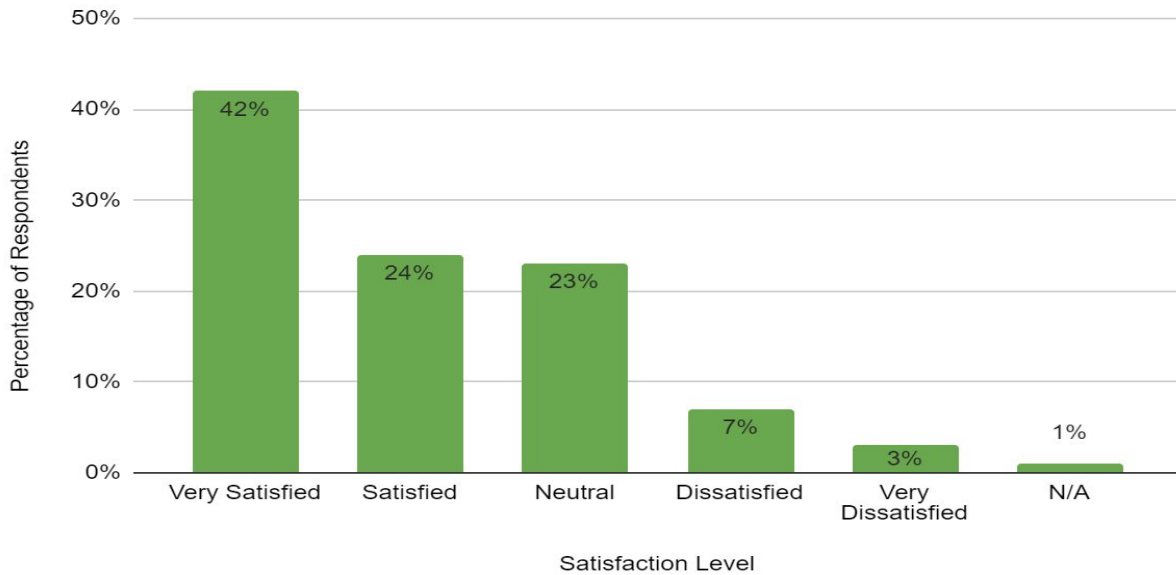


Figure 4: n=153

We asked transit riders about their satisfaction level with seat availability on the bus. The majority of respondents ranked this as Very Satisfied.

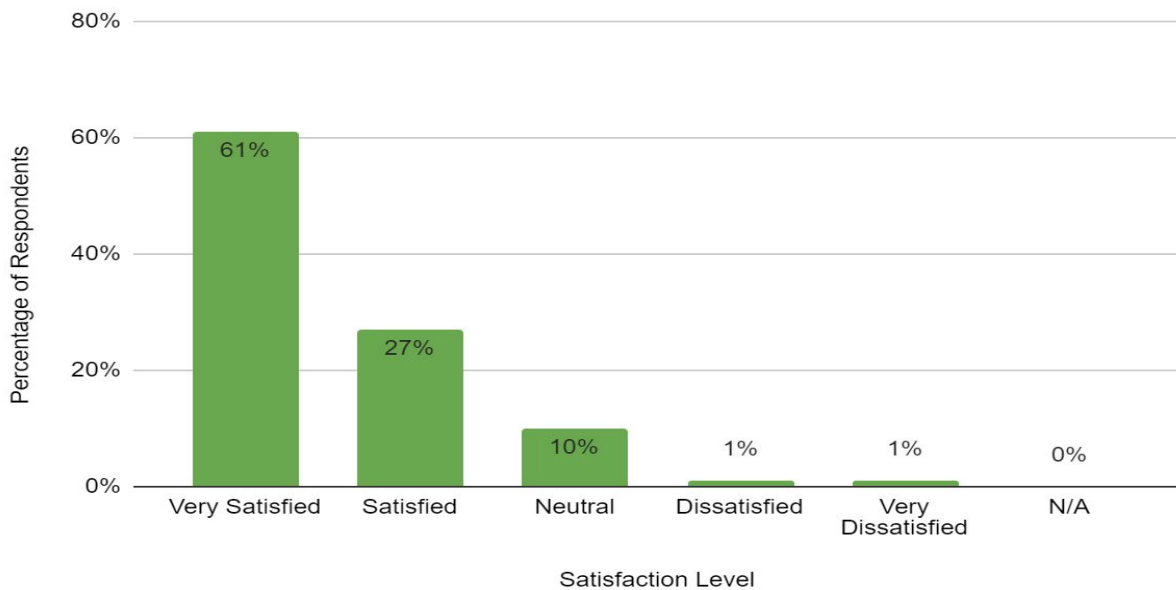


Figure 5: n=153

Cleanliness

We asked transit riders to rate their satisfaction with cleanliness on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Two questions within this category asked about their satisfaction level with:

- The cleanliness of this vehicle.
- The cleanliness of the bus shelter.

We asked transit riders about their satisfaction with the cleanliness of the vehicle. The majority of respondents ranked this as Very Satisfied.

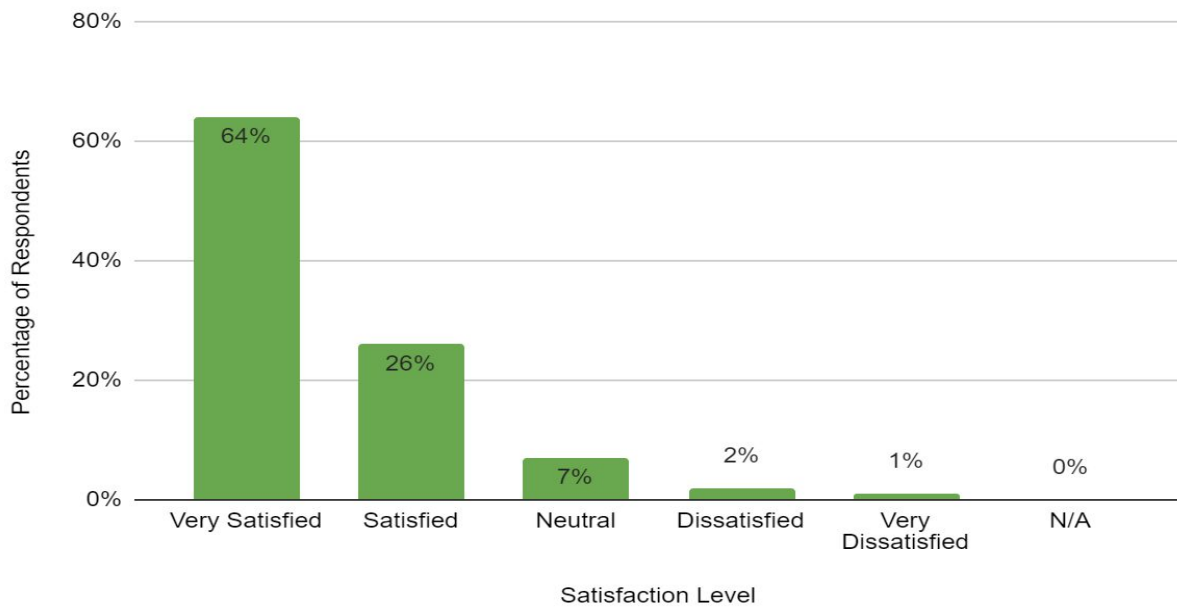


Figure 6: n=164

We asked transit riders about their satisfaction with the cleanliness of the bus stop. The majority of respondents ranked this as Very Satisfied.

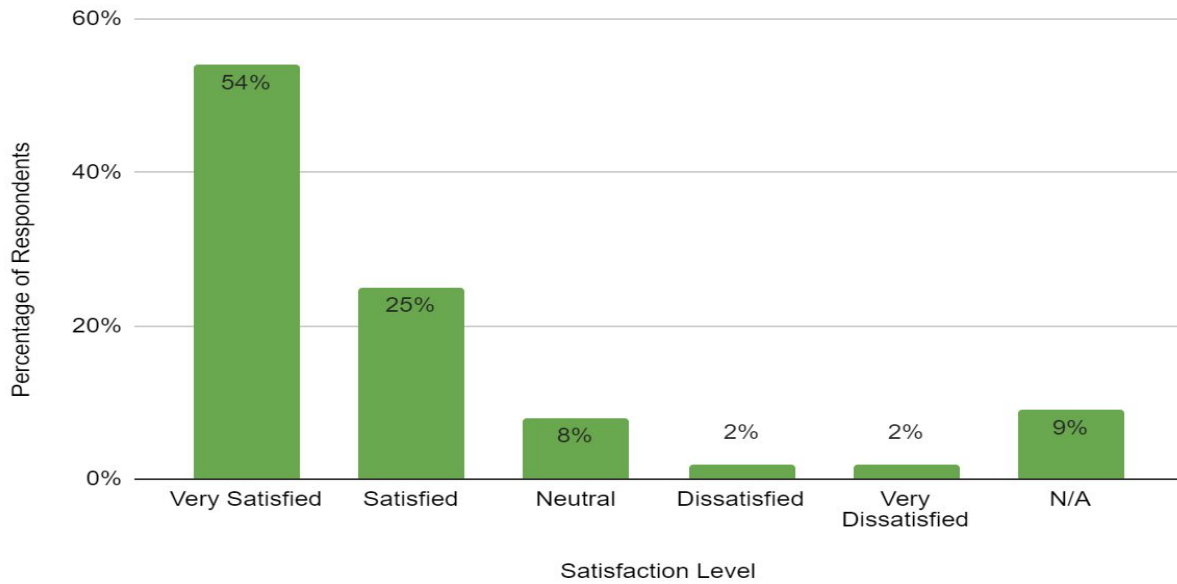


Figure 7: n=149

Information availability and ease of use

We asked transit riders to rate their satisfaction with information availability and ease of use on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Three questions within this category asked about their satisfaction level with:

- The ease of finding information on this route.
- The ease of finding information on the transit agency in general.
- The accuracy of published/electronic information.

We asked transit riders about their satisfaction with the ease of finding information on this route. The majority of respondents ranked this as Very Satisfied.

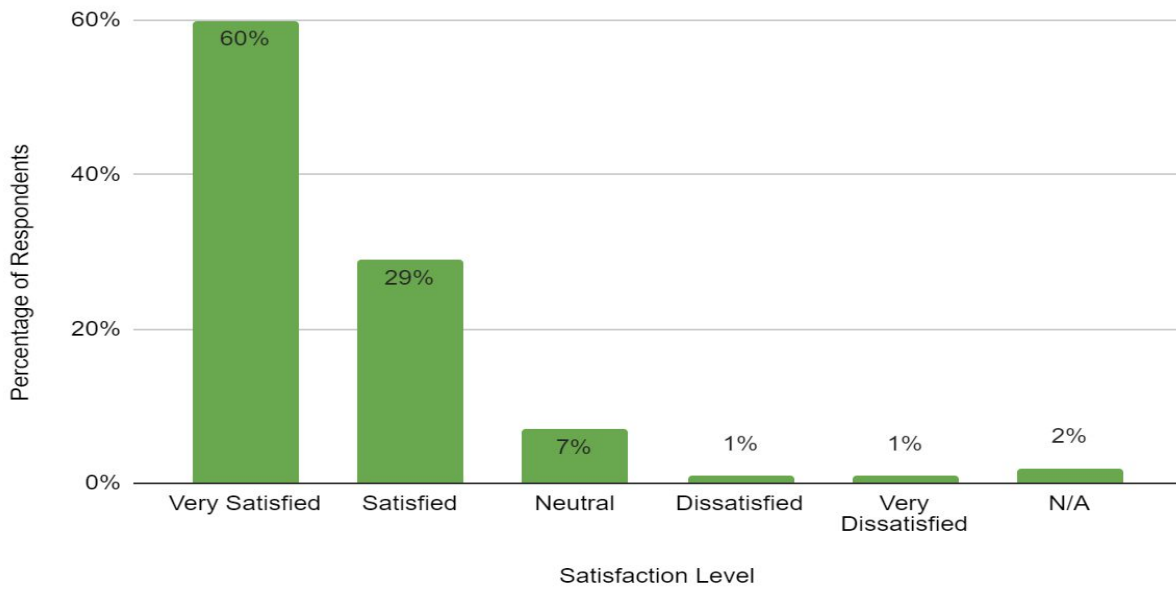


Figure 8: n=163

We asked transit riders about their satisfaction with the ease of finding information on the transit agency in general. The majority of respondents ranked this as Very Satisfied.

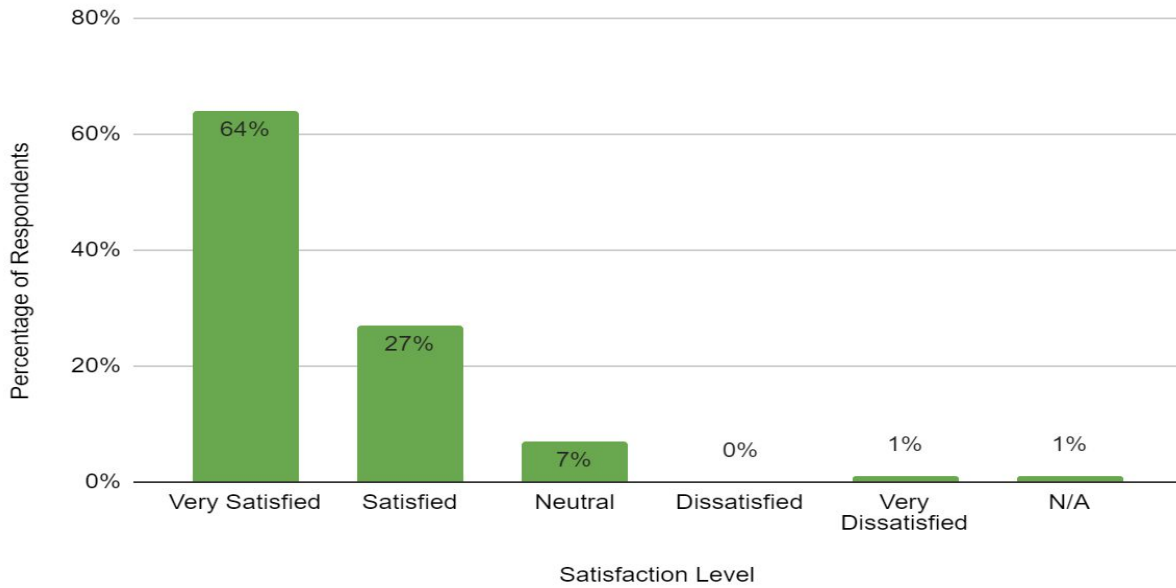


Figure 9: n=151

We asked transit riders about their satisfaction with the accuracy of published/electronic information. The majority of respondents ranked this as Very Satisfied.

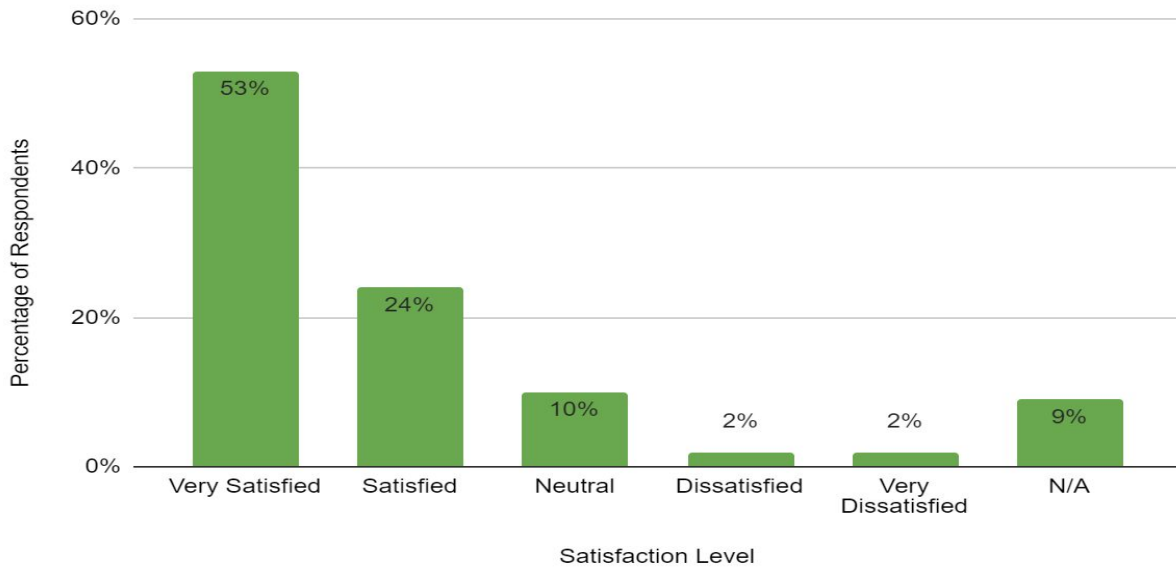


Figure 10: n=148

Customer Service

We asked transit riders to rate their satisfaction with customer service on a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. Four questions within this category asked about their satisfaction level with:

- The helpfulness of the driver.
- The professionalism of the driver.
- The driver’s driving skill.
- The overall service received from this transit agency.

We asked transit riders about their satisfaction with the helpfulness of the driver. The majority of respondents ranked this as Very Satisfied.

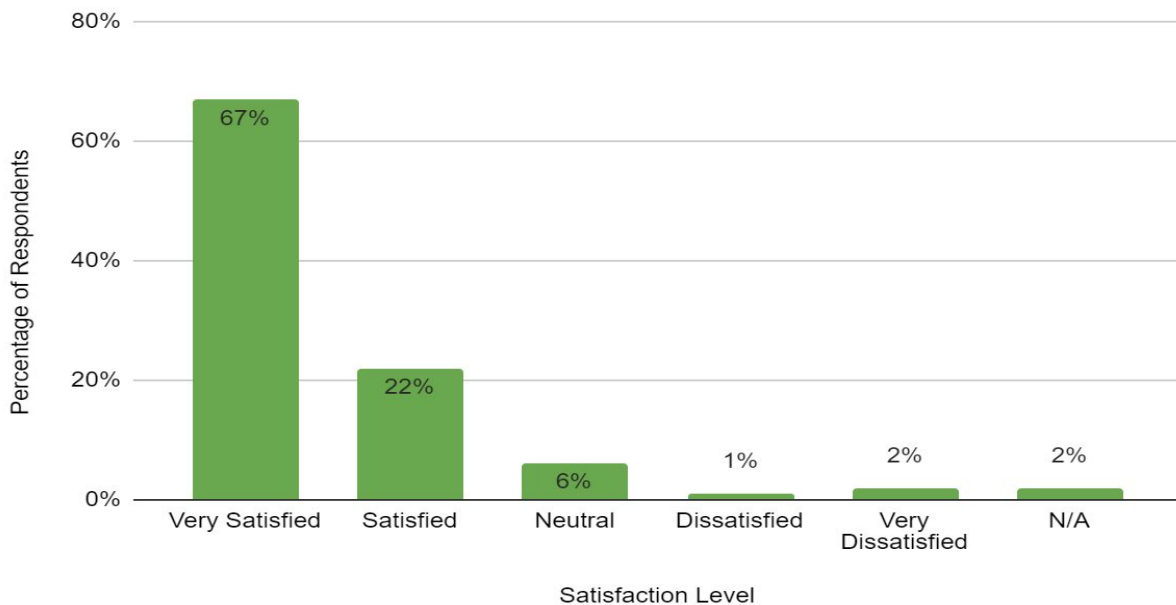


Figure 11: n=162

We asked transit riders about their satisfaction with the professionalism of the driver. The majority of respondents ranked this as Very Satisfied.

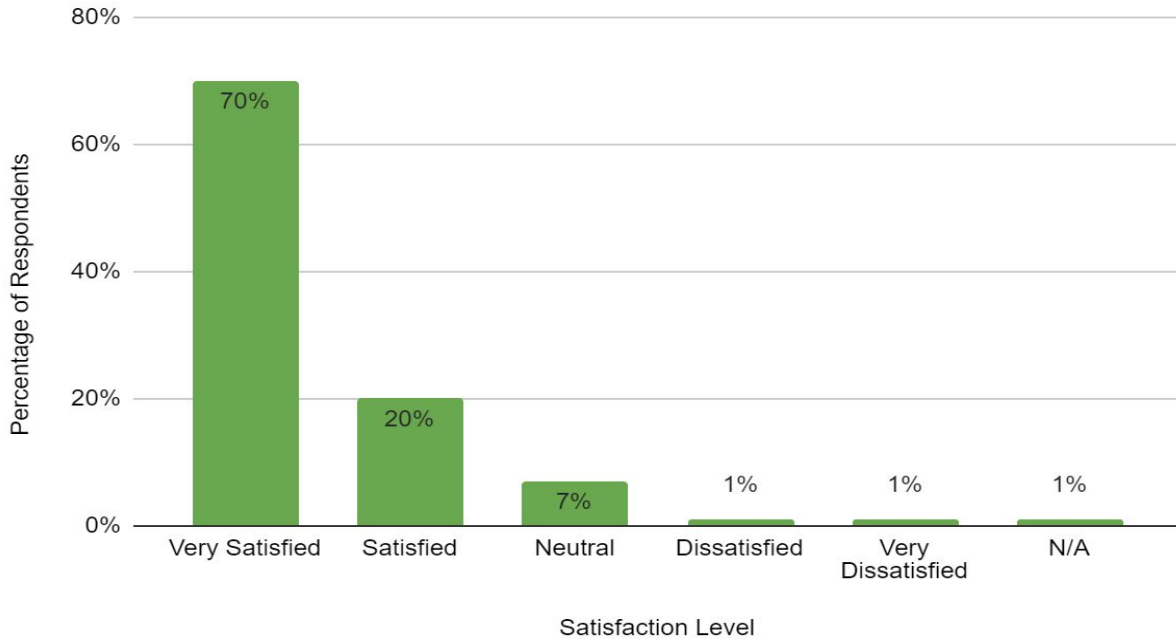


Figure 12: n=155

We asked transit riders about their satisfaction with the driver's driving skill. The majority of respondents ranked this as Very Satisfied.

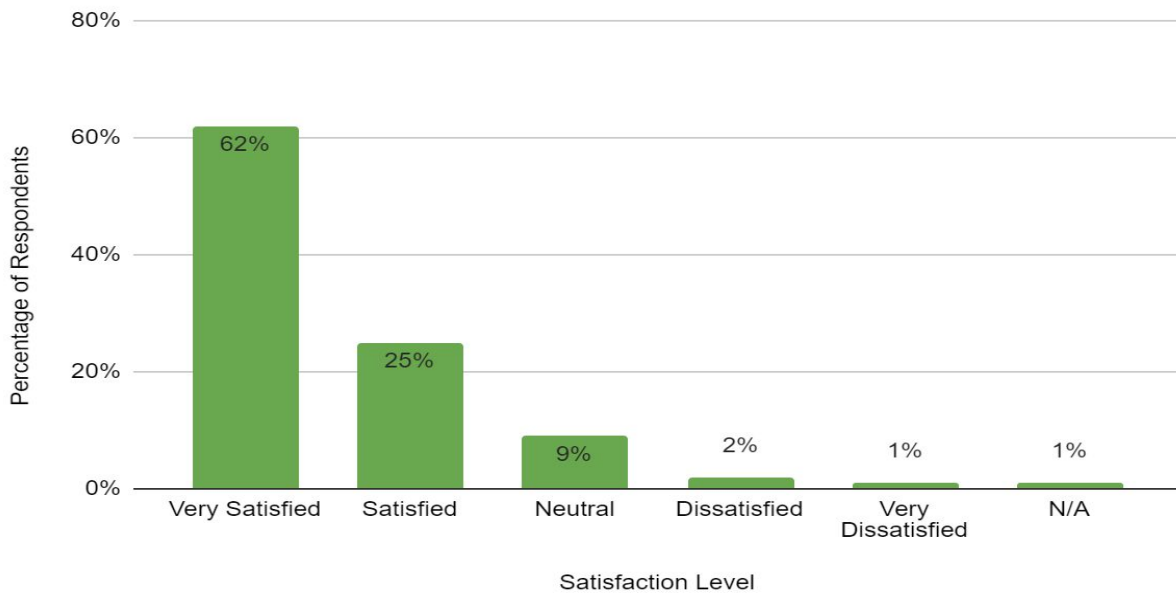


Figure 13: n=154

We asked transit riders about their satisfaction with the overall service of the transit agency. The majority of respondents ranked this as Very Satisfied.

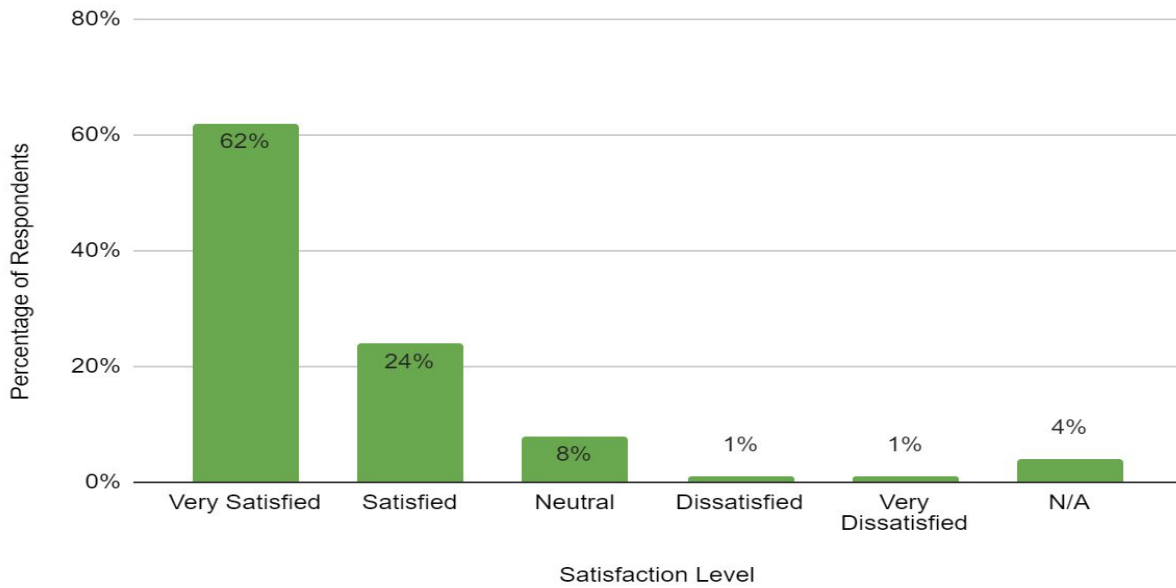


Figure 14: n=155

Safety and Security

We asked transit riders to rate their satisfaction with safety and security, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- The safety in this vehicle.

We asked transit riders about their satisfaction with the safety in this vehicle. The majority of respondents ranked this as Very Satisfied.

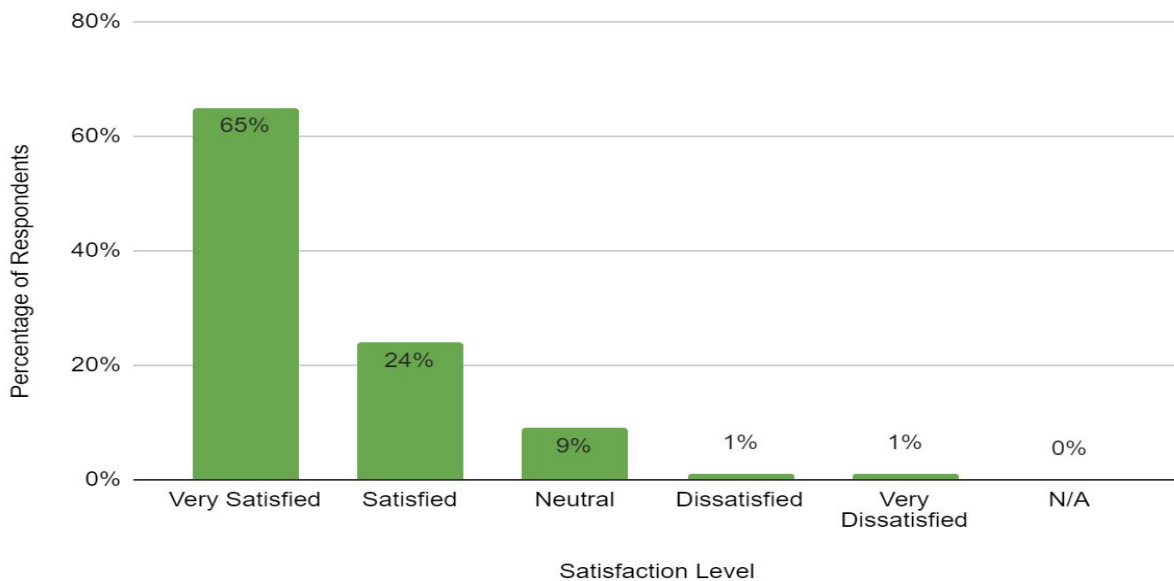


Figure 15: n=162

Cost/Value

We asked transit riders to rate how much they agreed with a statement on cost and value, providing a five-point scale, ranging from very dissatisfied to very satisfied, with a N/A option. One question within this category asked about their satisfaction level with:

- The cost of this ride.

We asked transit riders how much they agreed with the statement “How satisfied are you with the cost of this ride?” The majority of respondents ranked this as Very Satisfied.

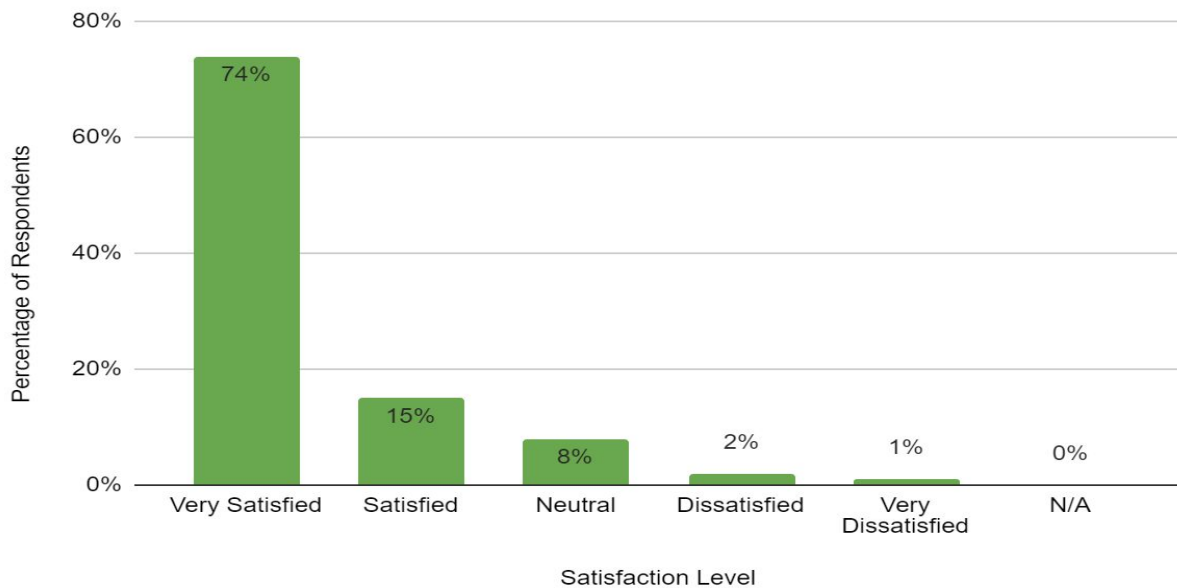


Figure 16: n=159

Trip Purpose

For trip purpose, we asked transit riders two questions regarding the purpose of their trip and what they would do if public transportation was unavailable.

Trip purpose

We asked transit riders about the purpose of their trip. This question allows respondents to select multiple answers. The majority of respondents said their purpose was related to shopping, though work and medical appointments were also common responses.

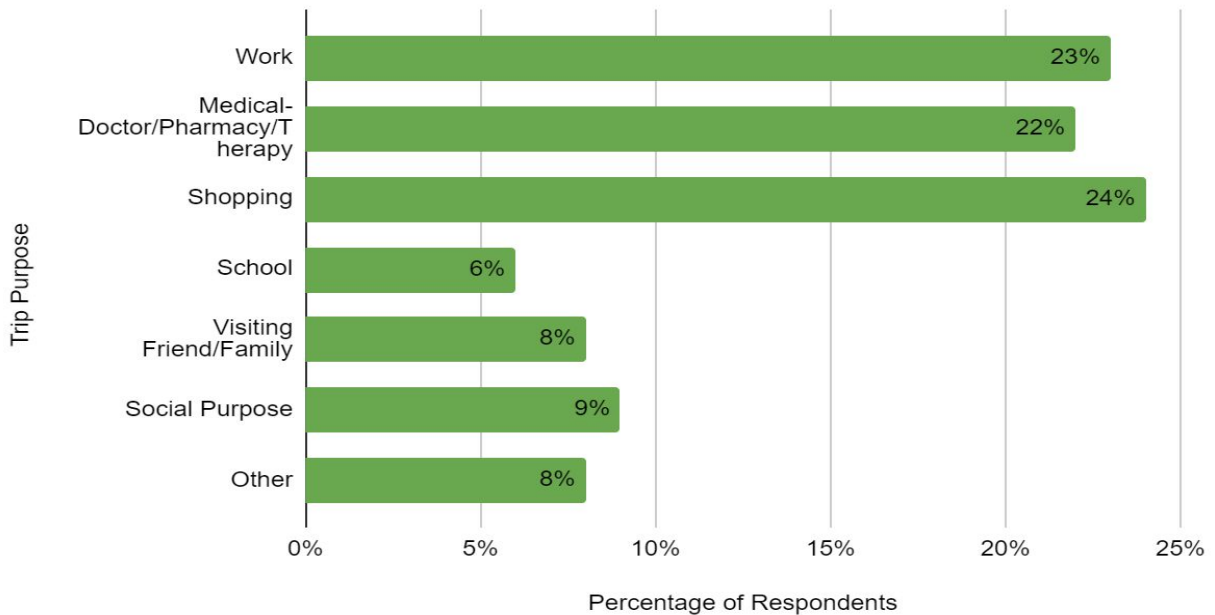


Figure 17: n=228

Alternative Transport Options

We asked transit riders what they would do if public transportation was not available. 212 persons responded to the question.

- 17% said they would not make this trip.
- 5% said they would look for alternative destinations.

The remaining 78% would take the following alternative transportation options:

- 21% said they would get a ride from family or friends.
- 36% said they would walk or bike.
- 17% said they would take a taxi, cab, Uber, or Lyft.
- 2% said they would drive.
- 2% did not specify.

Macatawa Area Express Transportation Authority

We asked transit riders questions specific to Macatawa Area Express Transportation Authority. Three questions within this category asked about:

- How riders pay for their fare.
- Whether or not riders take their bikes with them on the bus.
- What additional routes would riders like to see in the future.

We asked transit riders “How do you pay your fare?” The majority of respondents replied Bus Pass. 149 persons responded to this question:

- 53% said Bus Pass.
- 47% said Cash.

We asked transit riders “If you use your bike to get to your destination, do you take it with you on the bus or lock it and leave it?” The majority of respondents replied Take it on the bus. 87 persons responded to this question:

- 76% said Take it on the bus.
- 24% said Lock it and leave it.

We asked transit riders “What future routes would you like to see connecting popular destinations?” We received 50 responses, excluding “no” answers. Responses were recorded exactly as was written. Several riders mentioned that they would like to see the service expanded in any way possible (more routes, buses, hours). The responses of riders that mentioned specific places are as follows:

1. Grand Rapids (*8 people listed this*)
2. More routes to Zeeland (*7 people mentioned this*)
3. Holland State Park (*5 people mentioned this*)
4. Beachwood Church (*2 people mentioned this*)
5. Night ride by Pine crest apts at night
6. Night bus route by route Z area
7. Grand Rapids, Kalamazoo. Grand Haven
8. The Beach
9. Routes 2

10. Grand village, the Beach, Grand Haven
11. 15 + Maple in Holland
12. Rivertown Mall
13. route 1 + 2 on James and 132nd
14. Beaches or trail walks
15. Route on Quincy. Route to Grand Haven
16. Would be n/a to connect to Grand Rapids + the beach
17. Expand Twilight
18. More industrial routes down Riley.
19. Further West(closer to coast)
20. North of target to Ransom
21. To more business for going to work.
22. More routes to Holland
23. Closer to craft store hobby lobby, Micheals
24. The beach, Hamilton
25. Westhore Mall Plaza(Front) where I used to go
26. To the Beaten - Grand Rapids
27. Route to family fare.
28. West Ottawa high school.
29. Bus going to the beach.
30. Route 2,6,7
31. Expand to Allegon and West Olive.

Demographic Information

We asked transit riders about their employment. The majority of respondents said they were employed for pay.

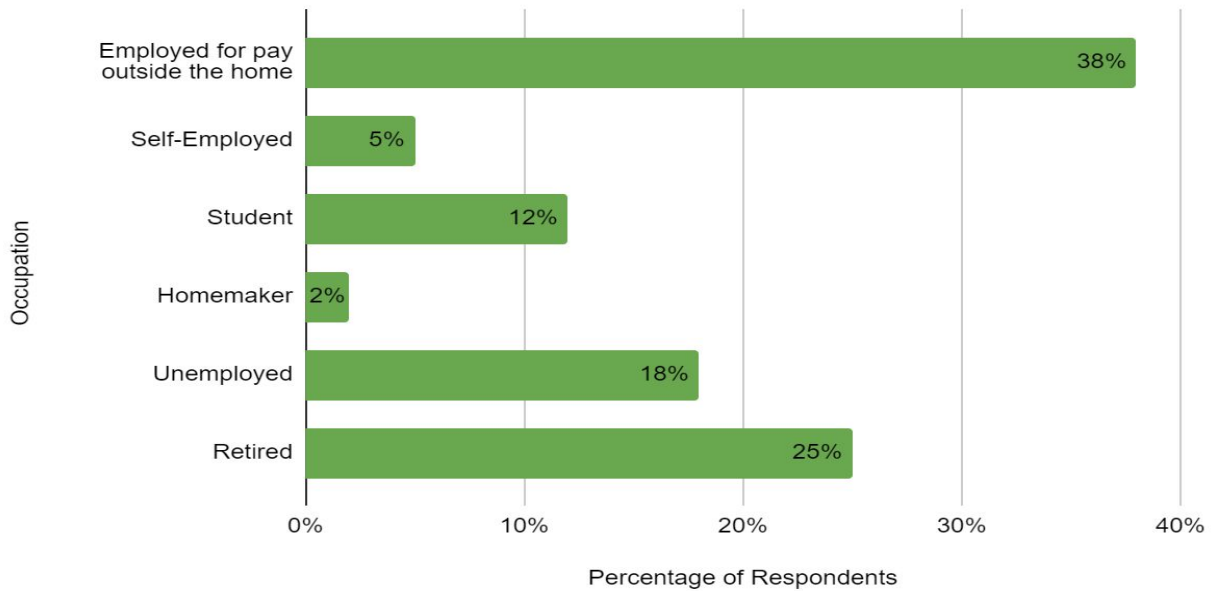


Figure 18: n=149

We asked transit riders about their gender. We received 152 responses.

- 48% male.
- 51% female.
- 1% said other/preferred not to answer.

We asked transit riders about their age. The majority of respondents said they were between 35 and 54 years old.

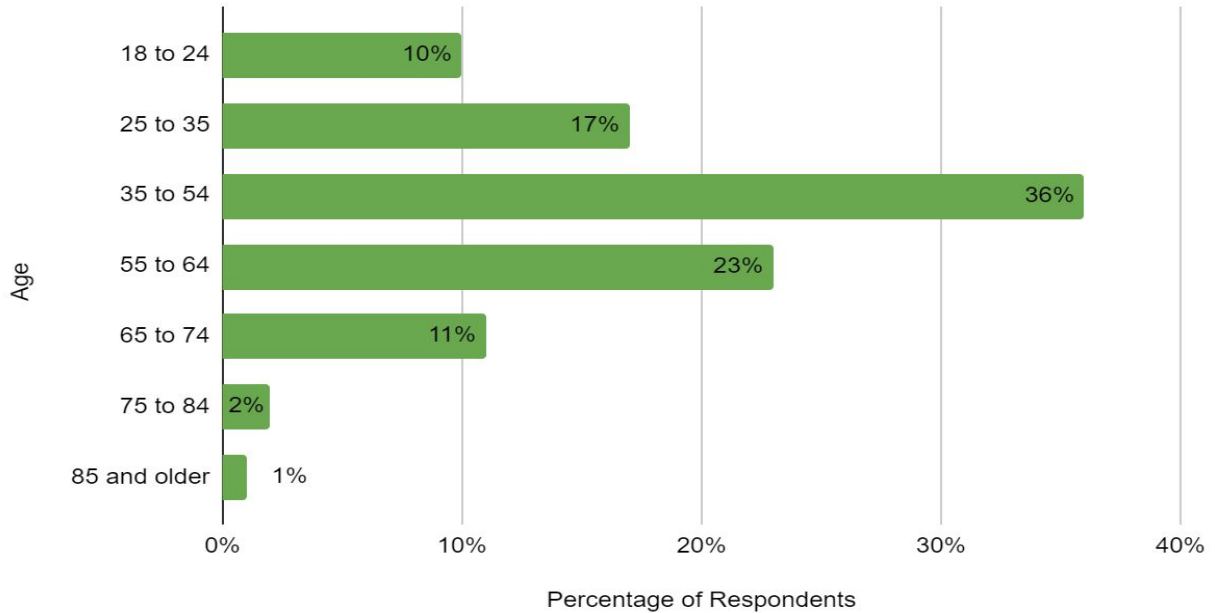


Figure 19: n=152

We asked transit riders about their total combined annual household income. The majority of respondents reported their income as less than \$5,000.

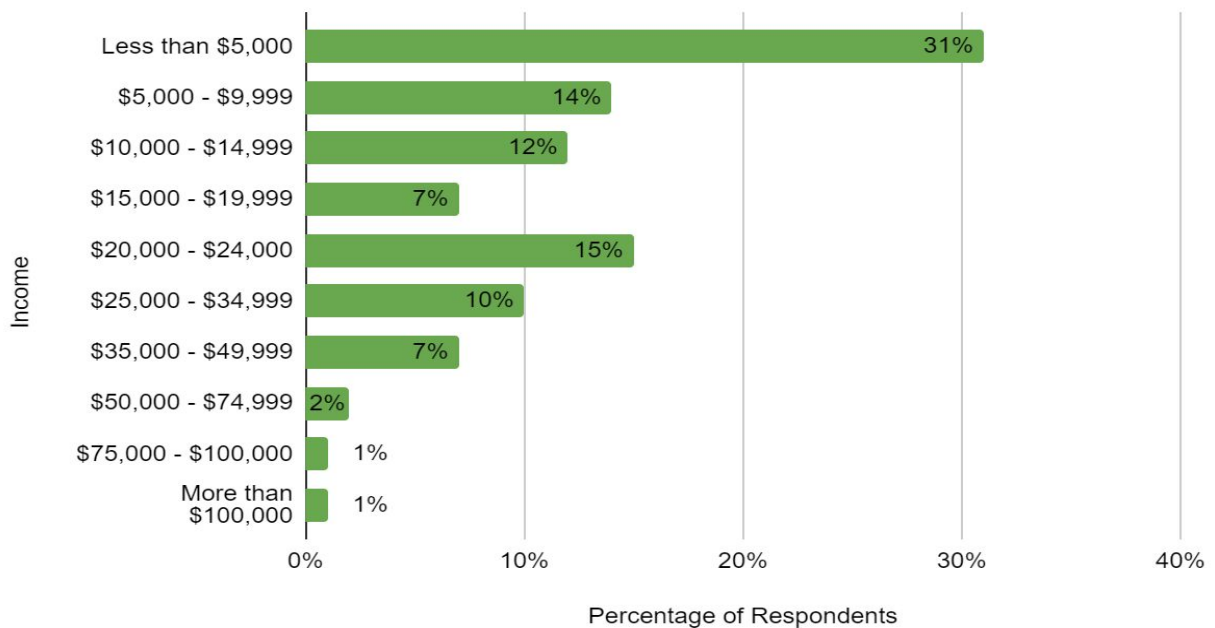


Figure 20: n=137

We asked transit riders about their ethnicity. The majority of respondents said Caucasian/white.

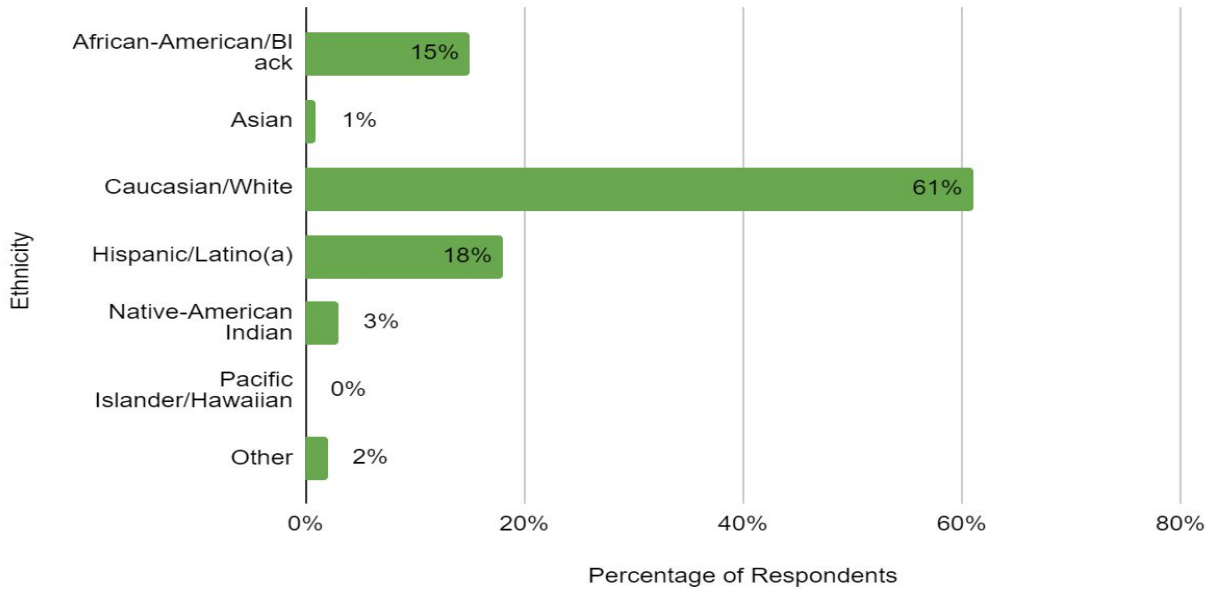


Figure 21: n=152

We asked transit riders about what accommodations, disabilities, or special needs they required assistance with. This question allows respondents to select multiple answers. The majority of respondents said they do not have any special needs.

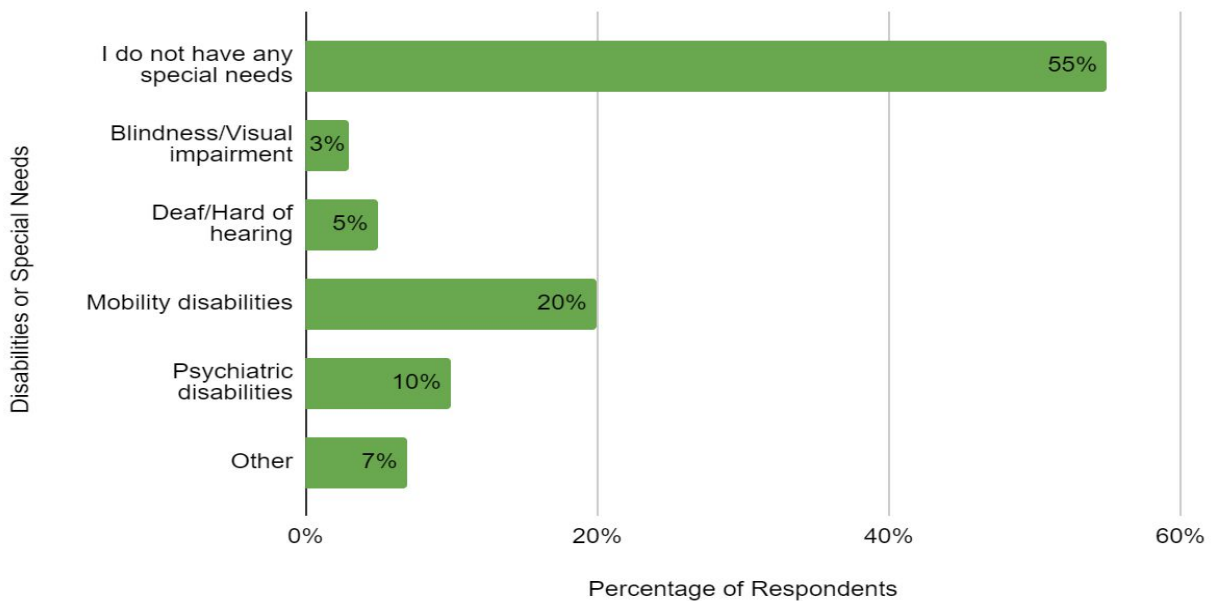


Figure 22: n=149



We asked transit riders if they had any additional comments about the transportation service. We received 50 responses, excluding “no” answers. Responses were recorded exactly as was written. Responses were organized into six categories: satisfied with services, schedule/timeliness issues, vehicles/drivers, routes/service area, dispatchers, and other. Their answers were as follows, some comments may fit in more than one group:

Satisfied with services:

1. I would be lost without it.
2. Overall great company and drivers.
3. Great company d good bus drivers
4. Very good service.
5. Thank you for everything. Keep up the good work. May God bless you'll.
6. I love this serice, the people are great the routes are great. This provides jobs, affordable travel and betters our environment.
7. Good.
8. It is a blessing for me. Thank you
9. wouldn't change good work
10. Thank God for MAX.
11. Great
12. I am usually very satisfied.
13. Love the MAX
14. MDX bus gets me where I'm going because I dn't have a car and I have appointments and need transportation.
15. Thank you for your consideration.
16. The bus drivers are very nice especially lucy
17. The bus service is very important part of my everyday life.
18. I love it. You guys really help a lot of us.
19. Thank you for buses here when we need you.
20. Overall, a convinient and consistent system that also allows drivers to help riders with disabilities at pickups and stops.
21. Thank you for all you do.
22. Thank you to Betty, the bus driver we love her.
23. I love the Max bus very much.

Schedule/Timeliness issues:

1. Yes. I wish MAX would revise the schedules/times to reflect times of route match to reflections of stops.



2. I have been a daily rider since the start, always been happy except for a few crazies who ride. Recently MAX bus time clock differs from real time approx 4 min. I take Route 2 daily to work w/bike it used to get to downtown at 10 min to the hour. This four min difference consistently makes me late for work. Please put the buses clock back to real time!
3. I ride daily (6 days/ week). Wish MAX ran on Sundays.
4. Leave on time.
5. Would like to see longer hours.
6. Buses running on the hour is too inconvenient.

Vehicles/Driver:

1. There are some buses that need mechanical attention- a lot of gliding or inside fumes. More twilight routes would be amazing.
2. You need seat belts on the bus for sudden stops.
3. Great driver
4. Smiles towards every guest no matter if they like the person getting on or not and be friendly about it.
5. They don't have enough drivers! which affects the drivers they do have with stress which affects the customers! And it's not fair to anyone. Also don't have enough working buses, maintenance is ignored.
6. Drivers are very understanding and curious of those who need a little extra help getting on
7. Some bus drivers are nice/ some won't even say a word to you.
8. The drivers are all wonderful they go out of their way to be sweet as peaches.
9. Would be great to expand hours on Sunday. The little buses need better shocks
10. Needs more shelter (illegible) very helpful love the driver upbeat personality friendly.
11. Unprofessionalism of a couple of drivers/employees. I thought I encountered often.
12. Fantastic, top driver, blue ribbon, Number A one. Service provided continues to improve, along with efficiency and staff caring of people. Thank you for your time
13. A few drivers are bad at driving. Breaking hard, Taking turns too fast. Need to update maps more frequently
14. Doug and Sam are by far the best drivers:)
15. No I love it. Nice driver very helpful and clean. Thanks

Routes/Service area:



1. You should "Shadow" the route 9 PM driver often very unprofessional. speeds. Doesn't actually stop at stop signs. Take breaks along the route!!
2. More routes.

Dispatchers:

1. Staff are curious when I call very nice the bus drivers are always kind and pleasant answer all my questions. Happy with the service.

Other:

1. The bus service has been great. The "problems" typically occur at the stops-some passengers act or say inappropriate things to pry about information they don't need to know
2. Needs accommodation for people with large luggage. I carry a very heavy beauty kit with me and I am made to sometimes climb stairs and put it in the seat.
3. It is coming. Some day will need help.



Final recommendations:

Customer satisfaction was very good overall. The majority of passengers indicated they were very satisfied or satisfied with most every aspect of the service. Analysis of the final question of the survey, which asked if respondents had any additional comments for the agency, demonstrates that riders are pleased with their riding experience. Though, a few people mentioned their desire for extended hours, and an expanded service area. Analysis of the Macatawa Area Express Transportation Authority questions shows that the majority of riders pay with a bus pass, and take their bikes onto the bus. Many riders would like to see service expanded in any way at all, but requests for service to Grand Rapids, Zeeland, and Beechwood Church were common. Additionally, it should be noted that riders were extremely pleased with both drivers and the service in general. We recommend that Macatawa Area Express Transportation Authority consider expanding their service, where and if possible.