



# Customer Information Survey Report

April 2019

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## Executive Summary

### Overview

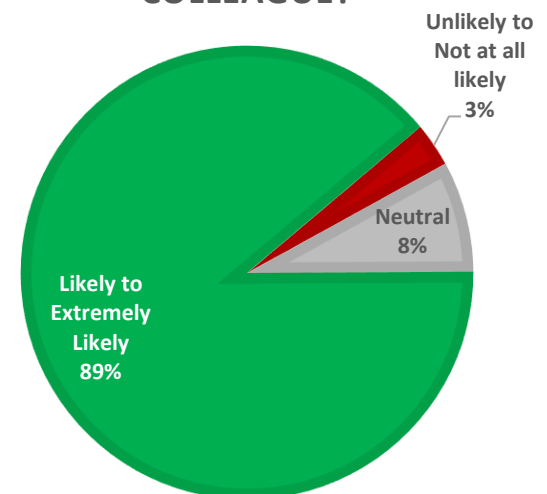
The OC Flex pilot is a shared-ride, on-demand microtransit service that launched in October 2018 with two zones: Huntington Beach / Westminster and Aliso Viejo / Laguna Niguel / Mission Viejo. As part of the evaluation of the pilot service, an informal customer information survey of current OC Flex riders was conducted over three weeks in January – February 2019.

An online survey was sent to all OC Flex riders in January 2019 (422 riders). A total of 134 individual riders (32%) responded to the survey.

### Key Findings

- Overall customer satisfaction with the OC Flex service is high. When asked how likely they would be to recommend OC Flex to a friend or colleague, 89 percent reported that they were likely to extremely likely to recommend OC Flex. Only 3 percent of respondents said that they were unlikely or not at all likely to recommend the service. The remaining 8 percent of respondents were neutral.
- When asked to rate their satisfaction with different attributes of OC Flex, respondents expressed the highest levels of satisfaction (satisfied or very satisfied) with safety (96%), driver courtesy (95%), service cost (91%), travel time (89%), and the ease of requesting a trip using the mobile app (85%).
- Approximately three-quarters of respondents also indicated that they were satisfied or very satisfied with the hours of service (75%) and the wait time (69%).
- When compared to other aspects of OC Flex, customers expressed somewhat lower levels of satisfaction with vehicle availability (61% satisfied or very satisfied).
- Responses to the service coverage area of each zone (the OC Flex area which must include the origin and destination) were more mixed, with 41 percent of respondents “satisfied or very satisfied” versus 35 percent “unsatisfied or very unsatisfied.” The remaining 24 percent of respondents were neutral.
- The majority (73%) of OC Flex trips were for personal errands (22%), shopping (20%), work (16%), and entertainment (15%).
- Nearly half of respondents reported using OC Flex to connect to / from another transit service, including OC Bus (24%) or Metrolink (23%).

### HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS SERVICE TO A FRIEND OR COLLEAGUE?



## Background

The OC Flex pilot is a shared-ride, on-demand microtransit service that riders request using a mobile app. The pilot launched in October 2018 with two zones: Huntington Beach / Westminster and Aliso Viejo / Laguna Niguel / Mission Viejo. As part of the evaluation of the pilot, including the assessment of key performance indicators and customer satisfaction, an informal customer information survey was conducted in January – February 2019, approximately 3 months after the OC Flex service started.

## Objectives

The objectives of the OC Flex Customer Survey were to:

- Assess key performance metrics for OC Flex pilot
- Measure overall satisfaction with OC Flex service along with aspects of the service
- Determine riders' travel patterns and trip purpose
- Identify opportunities to improve OC Flex
- Determine riders use of other transportation modes, communications preferences, and relevant demographics/background information

## Methodology

An online survey was distributed by email to all registered OC Flex customer accounts which included 422 active OC Flex riders at the time of the survey. A customer was defined as an active rider if they had completed a trip on OC Flex since the pilot started in October 2018. The survey was open for approximately 3 weeks, from January 29 to February 16, 2019. In addition to the initial survey request email, a follow up email prompt was sent in the final week to those that had not already completed the survey.

Survey participants were offered an incentive of a free OC Flex day pass for participating in the survey as well as a chance to win one of five \$100 gift cards.

While 32 percent of all OC Flex riders completed the survey, the survey results are considered informal and qualitative, rather than statistically valid, as the overall sample size was 134 respondents and survey participants were self-selected. Informal research such as this survey is useful to explore a group's opinions and views, allowing for the collection of rich and verifiable data. This data can reveal information that may warrant further study and is often a cornerstone for the generation of new ideas.

Regular follow-up surveys are planned in order to continue to gather public feedback, proactively identify possible issues, and continue to improve OC Flex service. Ongoing customer feedback on OC Flex is also gathered from customer comments, social media posts, and passengers' ride ratings within the OC Flex mobile app.

## Results / Findings

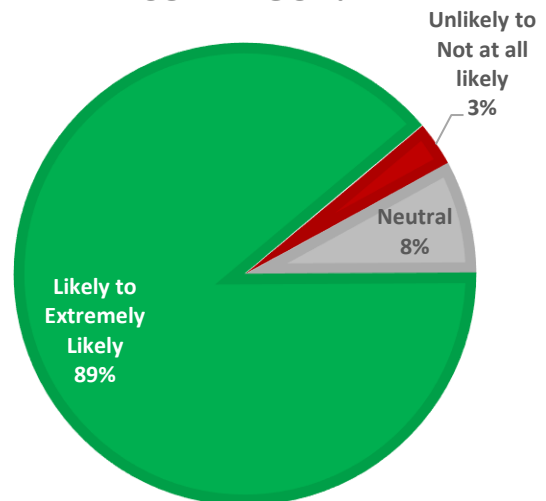
### Overall Customer Satisfaction

In order to assess customers' overall satisfaction with the OC Flex service, respondents were asked to rate how likely they would be to recommend OC Flex to a friend or colleague.

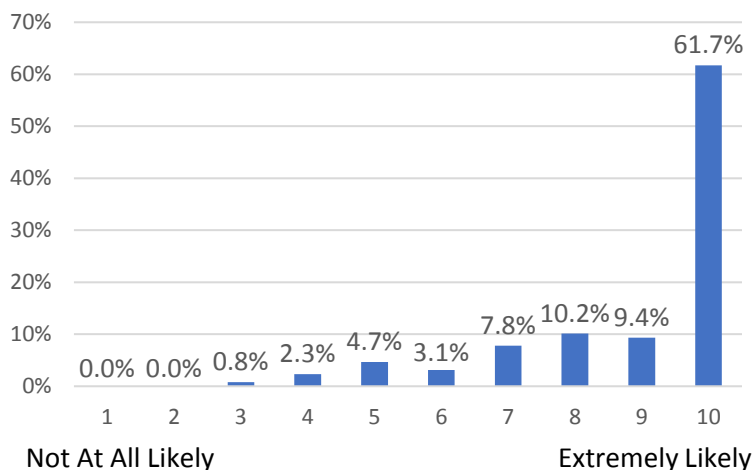
Survey respondents were able to respond on the scale of one to ten with 1 being "not at all likely" and 10 being "extremely likely" that they would recommend OC Flex to a friend or colleague.

The majority of responses received were positive, with 89 percent of respondents reporting that they were "likely or extremely likely" (ratings of 7 to 10) to recommend OC Flex to a friend or colleague. Neutral responses (mid-range ratings of 5 to 6) accounted for 8 percent of overall responses. Negative responses, or respondents who reported they were "unlikely or not at all likely" to recommend the service to a friend or colleague made up 3 percent of total responses.

### HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS SERVICE TO A FRIEND OR COLLEAGUE?



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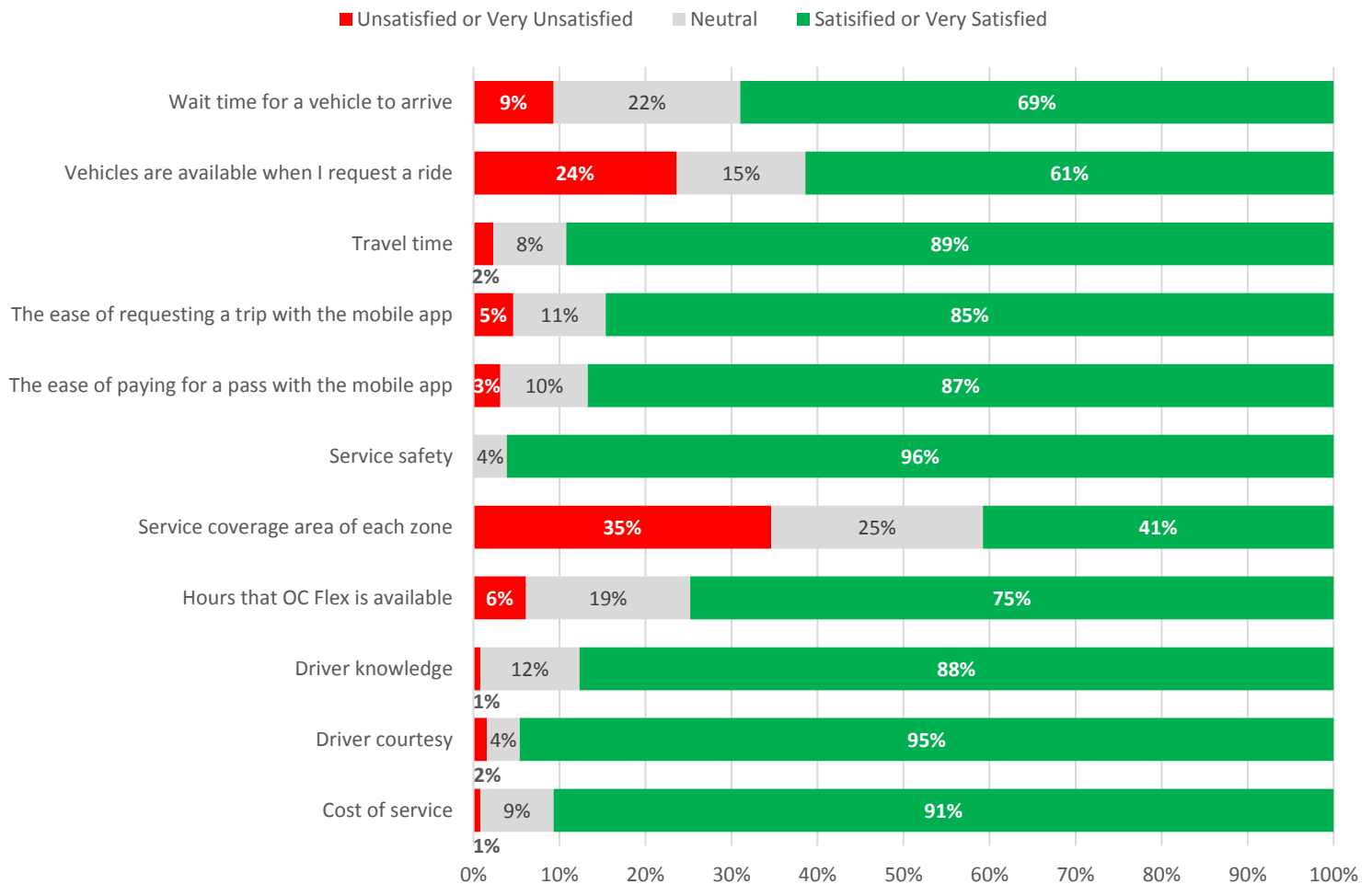
More than 61 percent selected the highest possible rating of "extremely likely" to recommend OC Flex. The lowest rating response received was a 3 (out of 10), which accounted for 0.8 percent of total responses.

The overall satisfaction ratings were generally consistent between the two OC Flex zones.

## Service Elements Satisfaction

In order to evaluate different attributes of the OC Flex service, riders were asked to rate their satisfaction from “very satisfied” to “very unsatisfied” with specific OC Flex service attributes.

### BASED ON YOUR OVERALL EXPERIENCE WITH OC FLEX, HOW WOULD YOU RATE YOUR SATISFACTION WITH EACH OF THE FOLLOWING ITEMS?



Respondents were very positive about some OC Flex service attributes, reporting that they were “satisfied or very satisfied” with OC Flex’s safety (96%), driver courtesy (95%), and service cost (91%). The low service cost (\$4.50 / day using the mobile app) and driver safety training and qualifications were identified in earlier focus groups as key differentiators of the OC Flex service versus alternative services.

OC Flex did well on several transit option attributes with most respondents satisfied or very satisfied with travel time (89%), the hours of service (75%) and the wait time (69%).

Feedback on the OC Flex mobile app, the primary method to request and pay for a trip, showed the app was generally well received. The majority of respondents (85%) reported that they were “satisfied or very satisfied” with how easy it was to request a trip using the mobile app. Respondents reported that

paying for an OC Flex trip using the mobile app was just as easy, with 87 percent of respondents “satisfied or very satisfied” with paying for a pass using the mobile app.

While most responses were generally very positive, customer feedback also identified two areas with lower satisfaction levels. Responses to the current service coverage area of each zone were more mixed. The OC Flex operates in two zones, which includes specific areas within the cities of Huntington Beach / Westminster and Aliso Viejo / Laguna Niguel / Mission Viejo. Overall, 41 percent of respondents were “satisfied or very satisfied” with the service coverage area versus 35 percent “unsatisfied or very unsatisfied.” The remaining 24 percent of respondents were neutral. Based on follow up questions, unsatisfied respondents generally requested that the service area be expanded.

The majority of respondents (61%) reported they were “satisfied or very satisfied” with vehicle availability and 15 percent were neutral. The remaining 24 percent of respondents reported they were “unsatisfied or very unsatisfied” with vehicle availability (being able to request an available vehicle). The customer survey preceded several adjustments made to increase vehicle availability, including the use of an additional shuttle during peak hours, so staff will continue to monitor this item.

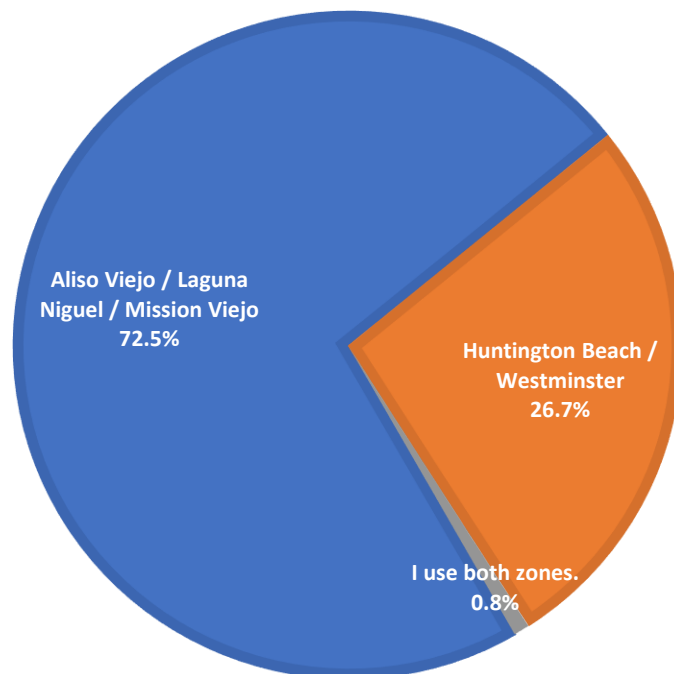
## Area of Use

Respondents were asked to identify which of the two OC Flex zones they used. The Aliso Viejo / Laguna Niguel / Mission Viejo zone represented 73 percent of the survey respondents, with Huntington Beach / Westminster made up 27 percent.

The response by zone is consistent with the total number of OC Flex riders within each zone responded to survey. Of the 422 OC Flex riders surveyed, 300 riders (71%) were active in the Aliso Viejo / Laguna Niguel / Mission Viejo zone. In the Huntington Beach / Westminster zone, 124 riders (29%) are active. A small number of riders are active in both zones.

Survey response rates for the two zone were generally consistent, with Aliso Viejo / Laguna Niguel / Mission Viejo at 33 percent of total riders, and 29 percent for Huntington Beach / Westminster. The overall survey response rate was 32 percent.

### WHICH OC FLEX ZONE DO YOU USE?



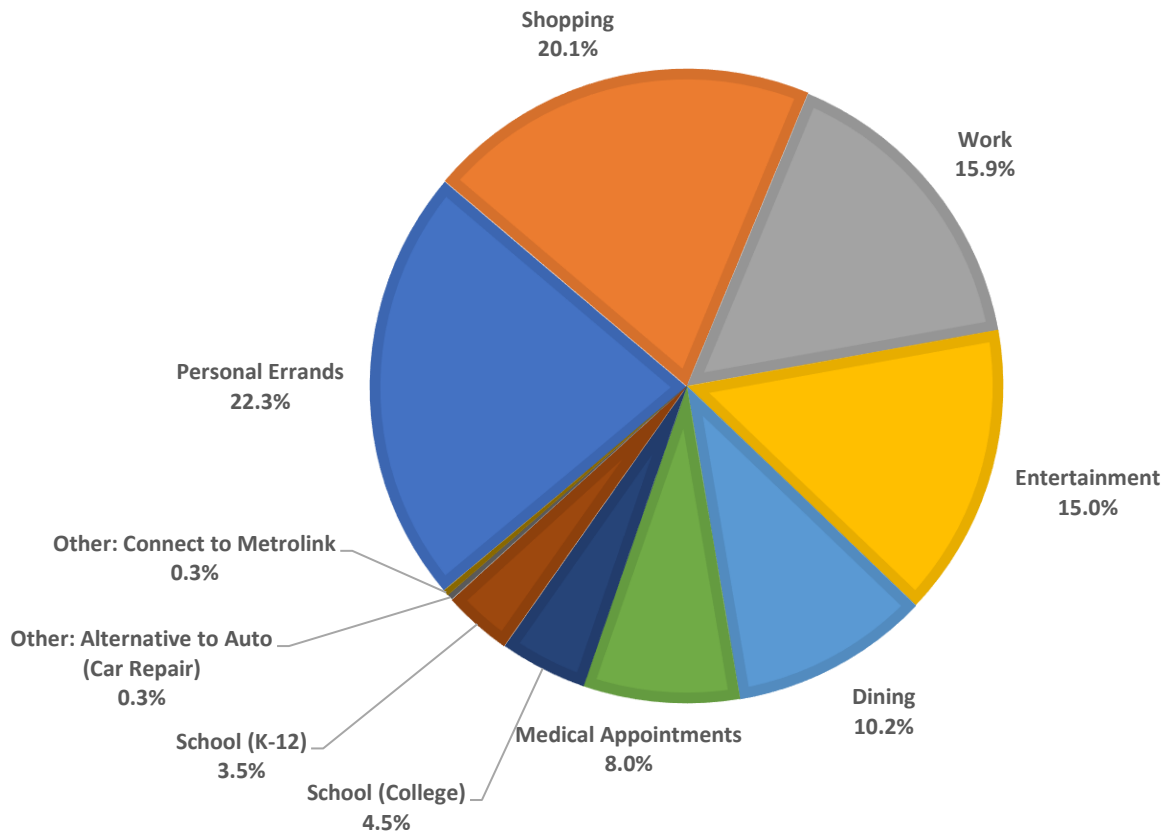


## Trip Purpose

In order to assess customer travel patterns and trip purposes, riders were asked “why do you take OC Flex?” This question was presented as a multiple-choice option, so riders were free to select as many responses as desired (including an “Other” write-in option). The chart above reflects the 314 individual responses from 130 survey respondents who responded to this question.

Personal errands were the most frequently selected trip purpose, with 22 percent of individual responses. Shopping (20%), work (16%) and entertainment (15%) were the next most common responses. These four responses accounted for 73 percent of individual responses.

### WHY DO YOU TAKE OC FLEX? (INDIVIDUAL RESPONSES)

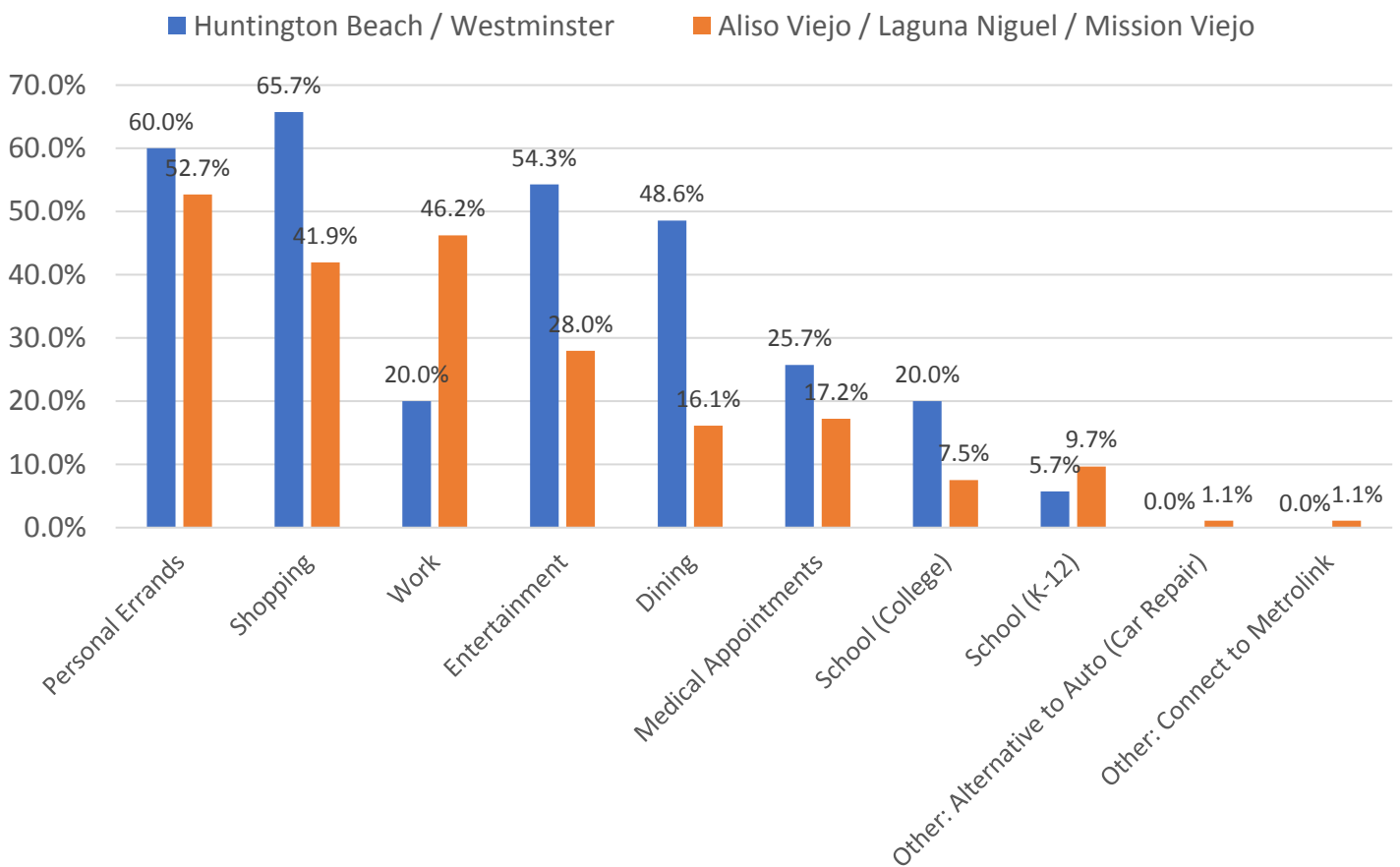


Comparing respondents trip purpose by zone indicated several differences between the two zones.

Huntington Beach / Westminster had more trips involving shopping (66%), entertainment (54%) and dining (49%) than Aliso Viejo / Laguna Niguel / Mission Viejo (42%, 28% and 16%, respectively). This may suggest more recreational or evening usage in the Huntington Beach / Westminster area.

Respondents reported more work trips (46%) in the Aliso Viejo / Laguna Niguel / Mission Viejo area than Huntington Beach / Westminster (20%). This is likely due to commuter use of OC Flex to the Laguna Niguel / Mission Viejo Metrolink station.

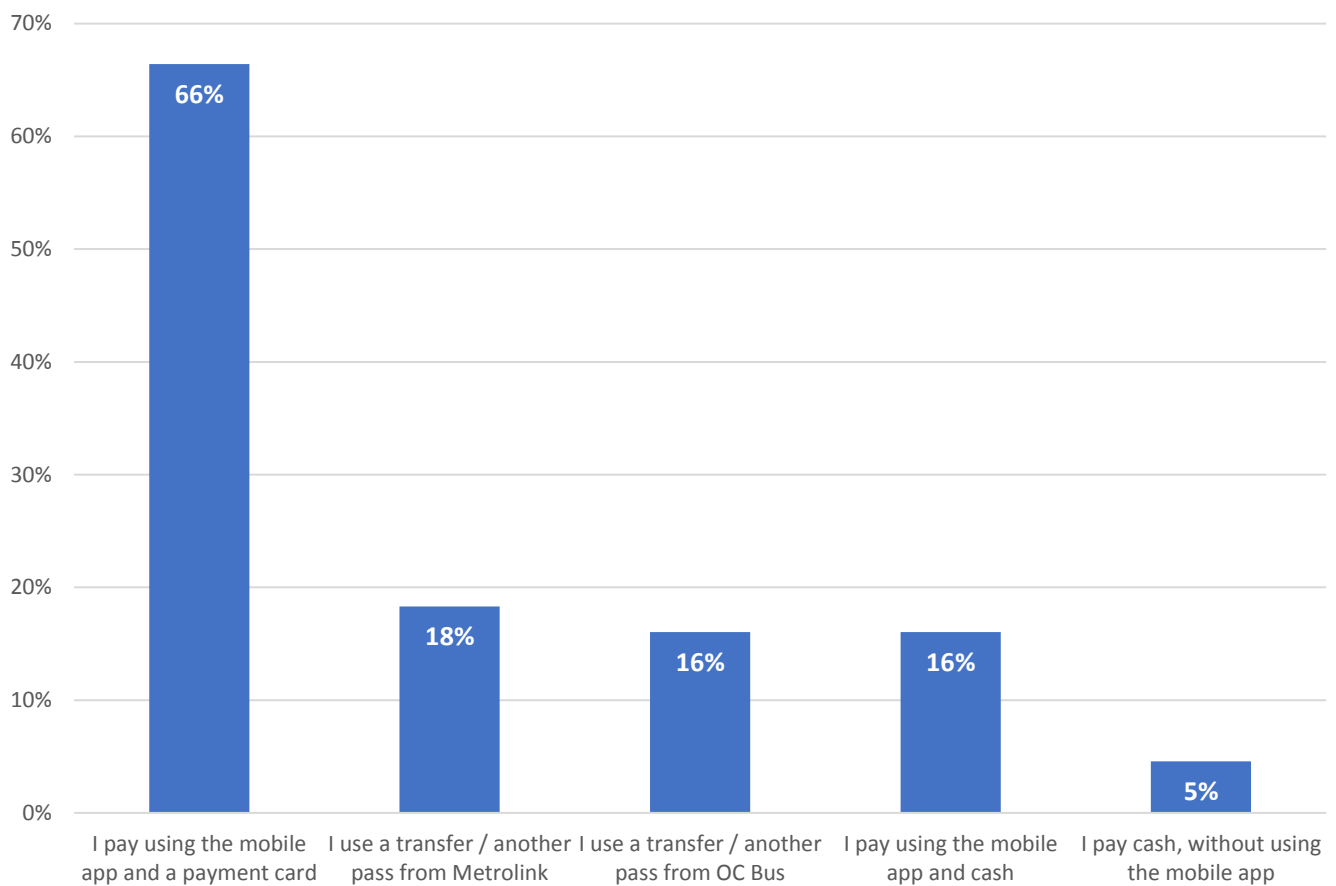
### WHY DO YOU TAKE OC FLEX? (RESPONDENTS)



## Payment Method

Riders were asked what form of payment they have used for OC Flex trips. Multiple selections were possible in order to reflect riders that may use multiple forms of payment. Using the OC Flex mobile app and a payment card was the most common selection, with 66 percent of respondents using it as a payment method. Respondents also selected transfers from Metrolink (18%) or from OC Bus (16%). Additionally, 16 percent of respondents use the mobile app to request their trip and then pay in cash (onboard). Only 5 percent of respondents reported that they paid cash and did not use the mobile app (which would require them to request the trip by phone).

### HOW DO YOU PAY FOR YOUR OC FLEX PASS? (RESPONDENTS)



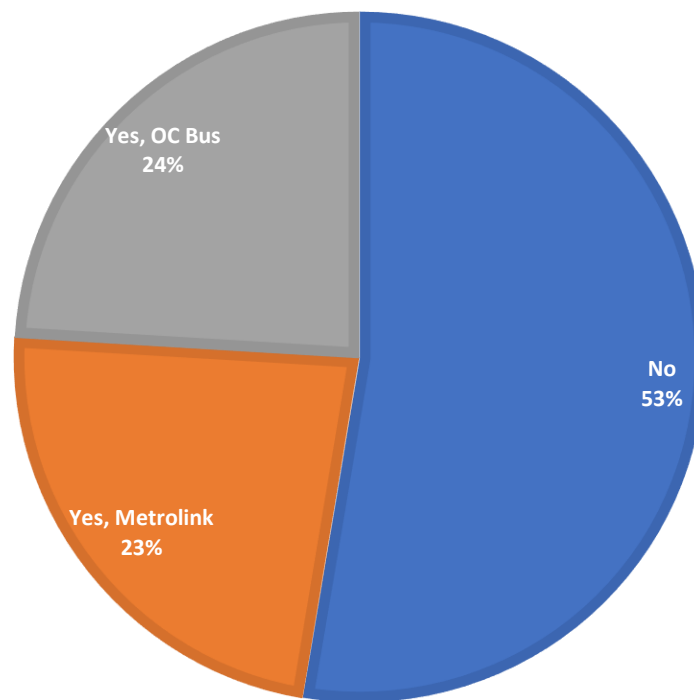
### Connections to Transit

Nearly half of respondents reported using OC Flex to connect to / from another transit service, including OC Bus (24%) or Metrolink (23%).

Respondents that connected to Metrolink (23%) were located exclusively within the Aliso Viejo / Laguna Niguel / Mission Viejo area, due to the Metrolink station within the area.

Respondents that reported connecting to OC Bus (24%), were divided between the two zones, with 56 percent located within Aliso Viejo / Laguna Niguel / Mission Viejo and 44 percent located within Huntington Beach / Westminster.

### WHEN USING OC FLEX, DO YOU CONNECT TO / FROM ANOTHER TRANSIT SERVICE? IF SO, WHICH ONE?



## Demographics

In order to better understand and serve our customers, OCTA collected standardized demographics information for survey respondents. All demographic information collected is optional.

<b>Age (131 respondents)</b>	
Under 18	4.6%
18 to 24	13.0%
25 to 34	15.3%
35 to 44	24.4%
45 to 54	20.6%
55 to 64	14.5%
65 to 74	6.1%
75 or older	1.5%
<b>Gender (129 respondents)</b>	
Female	57.4%
Male	39.5%
Prefer not to answer	3.1%
<b>Employment Status (132 respondents)</b>	
Employed, working full-time	55.3%
Employed, working part-time	11.4%
Student, and also working	6.8%
Student, not working	6.8%
Homemaker	3.8%
In-between jobs	3.0%
Disabled, not able to work	3.8%
Retired	9.1%
<b>Race / Ethnicity (131 respondents)</b>	
American Indian or Alaska Native	0.8%
Another race	3.8%
Asian or Asian American	16.8%
Black or African American	3.8%
Hispanic or Latino	19.1%
Native Hawaiian or other Pacific Islander	0.8%
Prefer not to answer	10.7%
White or Caucasian	44.3%
<b>Household Income (131 respondents)</b>	
\$150,000 or More	5.3%
\$100,000 to \$149,999	13.7%
\$75,000 to \$99,999	9.2%
\$50,000 to \$74,999	9.9%
\$35,000 to \$49,999	12.2%
Less than \$35,000	24.4%
Prefer not to answer	25.2%
<b>Educational Attainment (131 respondents)</b>	
Graduate degree	17.6%
Bachelor degree	26.7%
Associate degree	10.7%
Some college but no degree	22.1%
High school degree or equivalent (e.g., GED)	7.6%
Less than high school degree	3.1%
Current student (K-12)	3.8%
Prefer not to answer	8.4%