# COMPREHENSIVE REVIEW AND EVALUATION

# OF THE METRO MOBILITY PROGRAM

-- MARKET RESEARCH REPORT --

Conducted by

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October, 1987

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# OBJECTIVES

The Regional Transit Board has requested a Comprehensive Review and Evaluation of the Metro Mobility Program.

Two phases of market research will contribute to the overall evaluation:

Phase I (Qualitative Study): Focus group sessions with Metro Mobility users.

Phase II (Quantitative Study): A survey of 500 Metro Mobility service users.

The results obtained in Phase I are published under separate cover.

This report presents the findings of Phase II. The specific objectives of this phase are as follows:

- To measure the incidence of certified persons actually using the Metro Mobility system, and to learn why nonusers have chosen not to use the service.
- To determine user attitudes toward Metro Mobility service features.
- To determine attitudes toward the price structure of Metro Mobility services.
- To learn how the Metro Mobility system is being used in terms of frequency and purpose.
- To determine user demographics.

# METHODOLOGY

## Sample Size

Telephone interviews were conducted with 707 respondents who are certified to use the Metro Mobility service during calendar year 1987:

- 503 full-length interviews were conducted with people who have **used** the system in 1987.

- An additional 204 interviews were conducted with people who are certified, but have not used Metro Mobility during 1987.

## Sample Selection

Specific respondents were selected for this study by drawing a random sample from a computer tape of the current certified universe. A comparison of the certified universe with the actual sample of respondents interviewed is provided in Appendix A.

Minor differences are due to normal sampling error and to our inability to communicate with a number of respondents who were too ill, or so aged that they could not deal with the questioning process.

## Interviewing Procedure

Interviewing was conducted from N. K. Friedrichs & Associates central telephone facility in Minneapolis. Provision was made to conduct interviews in person if it was necessary to do so in specific cases.

A pretest was conducted prior to the start of interviewing to ensure that all questions were workable and understandable by respondents.

The finalized questionnaire was programmed for CRT interviewing, so that all data was keyed directly into a computer. A copy of the survey questionnaire is contained in Appendix B.

## Interviewing Qualifications

The specific interviewers who worked on this study were selected for their experience in and sensitivity to working with respondents who may have greater-than-average communication problems.

All interviewers attended a training session that covered the mechanics of the questionnaire, sample selection process, and background information about Metro Mobility (its purpose, how it operates, the certification codes, disability codes, initial and expansion areas, and so forth).

## Study Dates

Interviewing was conducted from September 14 - 30, 1987. Interviewing hours were 3:00 to 9:00 p.m. on weekdays, 10:00 a.m. to 5:00 p.m. on Saturday, and noon to 5:00 p.m. on Sunday.

## Data Accuracy

Based on the user sample size of 503, the error range is ± 4.5% at the 95% confidence level.

# SUMMARY OF FINDINGS

## The Metro Mobility User

- Seventy-one percent (71%) of certified persons contacted for this study have used the Metro Mobility system for their transportation needs during 1987.

- The predominant reasons for certified persons not availing themselves of Metro Mobility service are **deteriorating health** and **transportation availability from friends and relatives,** rather than poor service from the Metro Mobility administration or providers.

- The majority of Metro Mobility users:

  .. Are **female** (77%)

  .. Are age **65 or older** (57%)

  .. Are **not married** (77%)

  .. Have an annual **income** of **less than $10,000** (64%)
  (31% have an annual income of less than $5,000)

  .. Live in an **apartment** (47%) or **private home** (37%)

- Other key characteristics of **users:**

  .. 94% live in the initial area

  .. 74% have been certified for one year or longer

  .. 14% have a standing order

  .. 35% use a wheelchair or motorized vehicle

  .. 14% have some of their transportation paid by
  Medical Assistance

## Patterns of Metro Mobility Use

- Metro Mobility users average 15.5 equivalent one-way trips per month.

- Metro Mobility currently provides 50% of the transportation requirements of its users. Nearly all non-Metro Mobility travel is by private car, which is provided by friends and relatives, since only 8% of Metro Mobility users drive and have a car available to them.

- Only 3% of Metro Mobility users expect to **decrease** their use of Metro Mobility services, against 41% who expect to use Metro Mobility **more often** in the future. This finding suggests that in light of the planned geographic expansion, demand on the system will increase geometrically.

- Clearly, a substantial number of current users rely heavily or exclusively on Metro Mobility for their transportation needs. To illustrate, 52% of consumers participating in this study stated that if Metro Mobility were not available, they would be unable to travel.

- Metro Mobility users are most likely to access the system on Tuesday, Wednesday, and Thursday; they are least likely to use the system on weekends.

- The predominant use of Metro Mobility is for health-related needs. Eighty-seven percent (87%) of current users access the system for this purpose. Other common purposes are to visit friends and relatives (44%); to go shopping (43%); or to conduct personal business such as banking, barber, or beauty shop (40%). From 23% to 34% use the system for meetings, recreational activities, or church/synagogue. As a whole, users are least likely to use the system to go to work (for pay or volunteer) or to obtain vocational training/go to school.

- There are multiple riders on 65% of Metro Mobility trips; the average number of riders in the vehicle is 2.1.

## Carriers Used

- The majority (73%) of Metro Mobility users are aware that multiple carriers are available to them. Nevertheless, seven out of every ten users make use of one carrier only.

- Market shares are dispersed over a wide range of carriers. For the user population as a whole, Yellow Taxi of Minneapolis is clearly the predominant carrier, with a 28% share of market based on **provider used most often**. Each of the other carriers has a market share of less than 10%.

- The predominance of Yellow Taxi derives from its role of providing transportation to consumers who **do not use wheelchairs**. For this consumer segment (wheelchair nonusers), Yellow Taxi has 42% share of market.

- Among **wheelchair users**, the structure of the market is quite different, with three carriers (Suburban Paratransit, Kare Kabs, and Med-Kab) owning over 60% of the market, with fairly equal shares of about 20% each.

## Metro Mobility Imagery Ratings

- About 70% of consumers give Metro Mobility a rating of "10" (the top score) based on being a **top quality service** and for the **Administration Center's helpfulness in answering questions.**

- The Metro Mobility image is significantly more favorable among some consumer segments than others. To illustrate, wheelchair users rate Metro Mobility less favorably than ambulatory users based on both the **quality of service** and **helpfulness in answering questions.**

- The large majority (86%) of consumers give themselves a rating of "10" based on their understanding of how to use the Metro Mobility system.

## Key Issues of Importance when Using a Transportation Service

- Fourteen of the twenty transportation service factors considered in this study emerge as very important to Metro Mobility users. Although differences among these fourteen key factors are subtle, those factors leading the list **based on importance** are the availability of service when it is requested, accessibility (to locations where users want to travel during the hours they wish to travel); cost; and safety issues (feeling safe on the ride, careful driving/not speeding, vehicles being in good condition, wheelchairs secured, and well-designed ramps and lifts).

  Other key considerations are ease of placing an order, courteous and helpful drivers, drivers who know the city and don't get lost, courteous order takers, and being picked up on time.

- Those transportation factors that are noticeably less important to users are getting to their destination quickly; vehicles that are clean, have comfortable temperatures, good ventilation, and provide a smooth ride; drivers who are friendly and willing to talk; and drivers requiring seat belts.

- While this "importance profile" is an accurate description of the Metro Mobility user population **as a whole**, there are differences by consumer segment. Wheelchair users logically assign more importance to factors such as secured wheelchairs, seat belts, and safe, well-designed ramps/lifts. Overall, however, wheelchair users assign less importance to other issues such as courtesy of drivers and order takers, drivers knowing the city, and personal comfort (vehicles having comfortable temperatures/good ventilation, smooth ride, and clean vehicles), suggesting that their priorities differ.

## Metro Mobility Strengths, Weaknesses, and Opportunities for Improvement

- The factor for which consumers give Metro Mobility the highest performance rating is **cost.** Other key strengths are service to locations where they want to travel, feeling safe on the ride, courteous order takers, secured wheelchairs, and ease of placing a trip order.

- At the other extreme, Metro Mobility gets the poorest scores for drivers always requiring seat belts, picking up users on time, vehicles providing a smooth ride, vehicles in good condition, and safe, well-designed ramps and lifts.

- The most noteworthy opportunities for improvement are those for which the importance rating is **high** and the performance rating is **low.**

  From this perspective, there are ten key system enhancement opportunities:

| OPPORTUNITIES FOR IMPROVEMENT | TOTAL USERS | WHEELCHAIR USERS | WHEELCHAIR NONUSERS |
|---|---|---|---|
| Providing service when it is requested | X | X | X |
| Picking up users on time | X | X | X |
| Providing vehicles that are in good condition | X | X | X |
| Providing vehicles with safe, well-designed lifts and ramps | X | X | |
| Extending available hours | X | X | |
| Improving ease of placing a order | | X | |
| Enforcing safe driving, eliminating speeding | | X | |
| Ensuring that drivers know the city so that they don't get lost | X | | X |
| Stressing driver courtesy and helpfulness | X | | X |
| Enforcing seat belt requirement | X | | X |

## Complaints

- Only 28% of Metro Mobility users have ever made a complaint about the service.

- When they have voiced a complaint, the majority of consumers have called the Metro Mobility Administration Center (54%), although a substantial percentage (38%) have called the provider directly.

- Only 16% of users who have made a complaint in the past stated that they were dissatisfied with the outcome, suggesting that overall, both the Metro Mobility Administration Center and the providers are responsive to user complaints.

## Pricing Issues

- Eighty-one percent (81%) of Metro Mobility users believe that the $10 annual certification fee is just about right. Sixty-nine percent (69%) concur with the $10 fee for establishing a standing order. A lesser number (48%) feel that the $5 fee to change a standing order is justified.

- Virtually all Metro Mobility users are currently paying $1.00 for a trip up to eight miles (one way). The average perceived **reasonable** price for this trip using Metro Mobility is $1.46. The average **maximum** amount consumers are willing to pay for this trip is $1.91. These findings suggest that an optimal price point for an eight mile trip is somewhere between $1.50 to $2.00.

- It should be noted, however, that nearly one-third of Metro Mobility users have annual incomes of less than $5,000, suggesting that some consumers may need an abatement of these fees.

- Results of this study suggest that Metro Mobility users feel that attendants and guests should pay the same amount as certified riders. The attitude toward guest payments is particularly important, since about 40% of Metro Mobility users sometimes take guests with them.

## Communication Issues

- The majority (75%) of Metro Mobility users have received the Rider's Guide and 57% keep it handy for reference.

- With respect to newsletter communication, key topics of interest are information about changes in or additions to Metro Mobility service, information about how the service is funded, information about carriers, and a driver-of-the-month award.

# I. THE METRO MOBILITY USER

## Incidence of Certified Persons Using Metro Mobility (Exhibit 1)

Among the 707 certified persons contacted for this study, 71% indicated that they have used the Metro Mobility system for transportation during 1987; 29% have not.

The profile of certified users vs. nonusers indicates that two segments in particular are less likely to be users:

- Consumers who live in the expansion area.
- Consumers having a 20 series (needs lift) certification number.

## Reasons for Nonuse (Exhibit 2)

The predominant reasons for nonuse are a **deterioration of their health** that prohibits travel and the **availability of alternate transportation,** particularly from friends and relatives. Only 14% of nonusers attributed their nonuse to poor service from Metro Mobility providers.

**Characteristics of Users** (Exhibits 3 and 4)

Based on results of this study, pertinent Metro Mobility user characteristics are as follows (Exhibit 3):

- Currently, 94% of Metro Mobility users live in the initial area.
- 74% have been certified for one year or longer.
- 14% have a standing order.
- 35% use a wheelchair or motorized vehicle; 36% always or sometimes require a lift.
- 13% require an attendant to travel with them.
- 14% have some of their transportation costs paid by Medical Assistance.
- 41% sometimes take a noncertified relative or guest with them when they use Metro Mobility.
- 8% have a car available to them and are able to drive.

With respect to demographic characteristics of users (Exhibit 4):

- 77% are female.
- 57% are age 65 or older; 34% are age 75 or older.
- 77% are not married.
- 31% of users have an income of less than $5,000 per year.[1]
- 47% are apartment dwellers; 37% are in a private home; 8% are in a group home.

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1/ Twenty percent (20%) of respondents refused to reveal their income. It is assumed that the profile of respondents who provided this information is reflective of the user population.

EXHIBIT 1

## PROFILE OF CERTIFIED METRO MOBILITY USERS VS. NONUSERS

| CHARACTERISTIC | TOTAL SAMPLE | METRO MOBILITY USERS | METRO MOBILITY NONUSERS |
|---|---|---|---|
| | (N=707) | (N=503) | (N=204) |
| TOTAL | 100% | 71% | 29% |
| **GENDER** | | | |
| MALE | 24% | 23% | 25% |
| FEMALE | 76 | 77 | 75 |
| **GEOGRAPHIC AREA** | | | |
| **INITIAL AREA** | **92%** | **94%** | **87%** |
| MINNEAPOLIS | 41% | 43% | 37% |
| MINNEAPOLIS SUBURBS | 18 | 18 | 19 |
| ST. PAUL | 26 | 26 | 26 |
| ST. PAUL SUBURBS | 7 | 7 | 5 |
| **EXPANSION AREA** | **8%** | **6%** ◄ | **13%** |
| MINNEAPOLIS SUBURBS | 7% | 5% | 11% |
| ST. PAUL SUBURBS | 1 | 1 | 2 |
| **CERTIFICATION NUMBER** | | | |
| 20 SERIES (NEEDS LIFT) | 32% | 28% ◄ | 40% |
| 30 SERIES (LIFT NOT REQUIRED) | 68% | 72% | 60% |

◄—☐ DENOTES SIGNIFICANT DIFFERENCE.

**EXHIBIT 2**

# REASONS FOR NOT USING METRO MOBILITY

(KEY RESPONSES)

| REASON | PERCENTAGE OF NONUSERS |
|---|---|
| | (N=204) |
| **LACK OF NEED** | **35%** |
| HEALTH HAS DETERIORATED AND CAN'T TRAVEL | 17% |
| HAVEN'T GONE ANYWHERE/DON'T WORK ANY MORE/ SWITCHED TO A CLOSER HEALTH SERVICE | 8% |
| HEALTH HAS IMPROVED SO DON'T NEED IT | 7% |
| **ALTERNATE TRANSPORTATION** | **31%** |
| GET RIDES FROM FRIENDS/RELATIVES | 17% |
| WORKSHOP/GROUP-HOME/HOSPITAL PROVIDES TRANSPORTATION/USE ANOTHER SERVICE | 7% |
| HAVE MY OWN VEHICLE/ONLY USE IF I CAN'T DRIVE MYSELF | 5% |
| **POOR SERVICE FROM CARRIERS** | **14%** |
| **OTHER** | |
| JUST BECAME CERTIFIED/HAVEN'T USED IT YET | 14% |

**EXHIBIT 3**

## USER CHARACTERISTICS

| CHARACTERISTIC | PERCENTAGE OF USERS | |
|---|---|---|
| | (N=503) | |
| **SERVICE AREA** | | |
| INITIAL AREA | 94% | |
| EXPANSION AREA | 6 | |
| **LENGTH OF CERTIFICATION** | | |
| LESS THAN ONE YEAR | 26% | |
| ONE YEAR OR LONGER | 74 | |
| **STANDING ORDER** | | |
| HAS STANDING ORDER | 14% | |
| DOES NOT HAVE STANDING ORDER | 86 | |
| **WHEELCHAIR/MOTORIZED VEHICLE USE**[A] | | |
| USES WHEELCHAIR | 35% | |
| MANUALLY OPERATED | 26% | |
| ELECTRIC | 12% | |
| USES MOTORIZED VEHICLE | 3% | |
| USES NEITHER | 65% | |
| **LIFT REQUIREMENT** | | |
| ALWAYS | 26% | 36% |
| SOMETIMES | 10 | |
| NO | 64 | |
| **ATTENDANT** | | |
| CAN TRAVEL ALONE | 87% | |
| CANNOT TRAVEL ALONE | 13 | |
| **MEDICAL ASSISTANCE** | | |
| SOMETIMES FOR TRANSPORTATION | 14% | |
| DOES NOT PAY FOR TRANSPORTATION | 86 | |
| **GUESTS** | | |
| SOMETIMES TAKES NONCERTIFIED RELATIVE/GUEST | 41% | |
| NEVER TAKES NONCERTIFIED RELATIVE/GUEST | 59 | |
| **DRIVES A CAR AND HAS A CAR AVAILABLE** | | |
| YES | 8% | |
| NO | 92 | |

A/ TOTAL EXCEEDS 100% BECAUSE OF USE OF MORE THAN ONE VEHICLE.

EXHIBIT 4

## USER DEMOGRAPHIC CHARACTERISTICS

| DEMOGRAPHIC CHARACTERISTIC | PERCENTAGE OF USERS | | | | | |
|---|---|---|---|---|---|---|
| | (N=503) | | | | | |
| **GENDER** | | | | | | |
| MALE | 23% | | | | | |
| FEMALE | 77 | | | | | |
| **AGE** | | | | | | |
| UNDER 25 YEARS | 4% | | | | | |
| 25 - 34 YEARS | 9 | | | | | |
| 35 - 44 YEARS | 9 | 43% | | | | |
| 45 - 54 YEARS | 10 | | | | | |
| 55 - 64 YEARS | 11 | | | | | |
| 65 - 74 YEARS | 23 | | | | | |
| 75 - 84 YEARS | 26 | 57% | | | | |
| 85 YEARS AND OVER | 8 | | | | | |
| **MARITAL STATUS** | | | | | | |
| MARRIED | 23% | | | | | |
| SINGLE | 32 | | | | | |
| WIDOWED | 38 | 77% | | | | |
| DIVORCED | 7 | | | | | |
| **YEARLY FAMILY INCOME** | | | MARRIED USERS | | SINGLE USERS | |
| | | | (N=116) | | (N=387) | |
| LESS THAN $2,500 | 12% | 31% | 4% | 9% | 14% | 37% |
| $2,500 - $4,999 | 19 | | 5 | | 23 | |
| $5,000 - $9,999 | 33 | | 22 | | 37 | |
| $10,000 - $14,999 | 19 | | 30 | | 15 | |
| $15,000 AND OVER | 17 | | 39 | | 11 | |
| **TYPE OF RESIDENCE** | | | | | | |
| APARTMENT | 47% | | | | | |
| PRIVATE HOME | 37 | | | | | |
| GROUP HOME | 8 | | | | | |
| DUPLEX | 3 | | | | | |
| CONDOMINIUM | 2 | | | | | |
| TOWNHOUSE | 2 | | | | | |
| MOBILE HOME | 1 | | | | | |

## II. PATTERNS OF METRO MOBILITY USE

### Frequency of Use (Exhibit 5)

The average user takes 15.5 Metro Mobility trips per month.[1] Thirty-one percent (31%) of users might be classified as light users (i.e., fewer than 5 trips per month). At the other extreme, 16% of Metro Mobility consumers are extremely heavy users (i.e., 40 or more trips per month).

### Share of Rides Provided by Metro Mobility (Exhibit 6)

Currently, Metro Mobility provides 50% of the transportation of its users. Virtually all of the non-Metro Mobility transportation is by private car. (Since only 8% of users drive and have a car available to them, the large majority of these private car trips are provided by friends and relatives.)

### Anticipated Future Use of Metro Mobility (Exhibit 6)

Fifty-six percent (56%) of consumers expect to use Metro Mobility **about as often** in the future as they do now; another 41% expect to use the system **more often**; leaving only 3% who expect to use it **less often**. These findings suggest that irrespective of system expansion, demands on the system will increase over time.

### Extent of Reliance on Metro Mobility (Exhibit 7)

Clearly, a substantial number of users are heavily dependent on Metro Mobility to provide their transportation needs. Fifty-two percent (52%) of users stated that if Metro Mobility were not available to them, they would be unable to travel.

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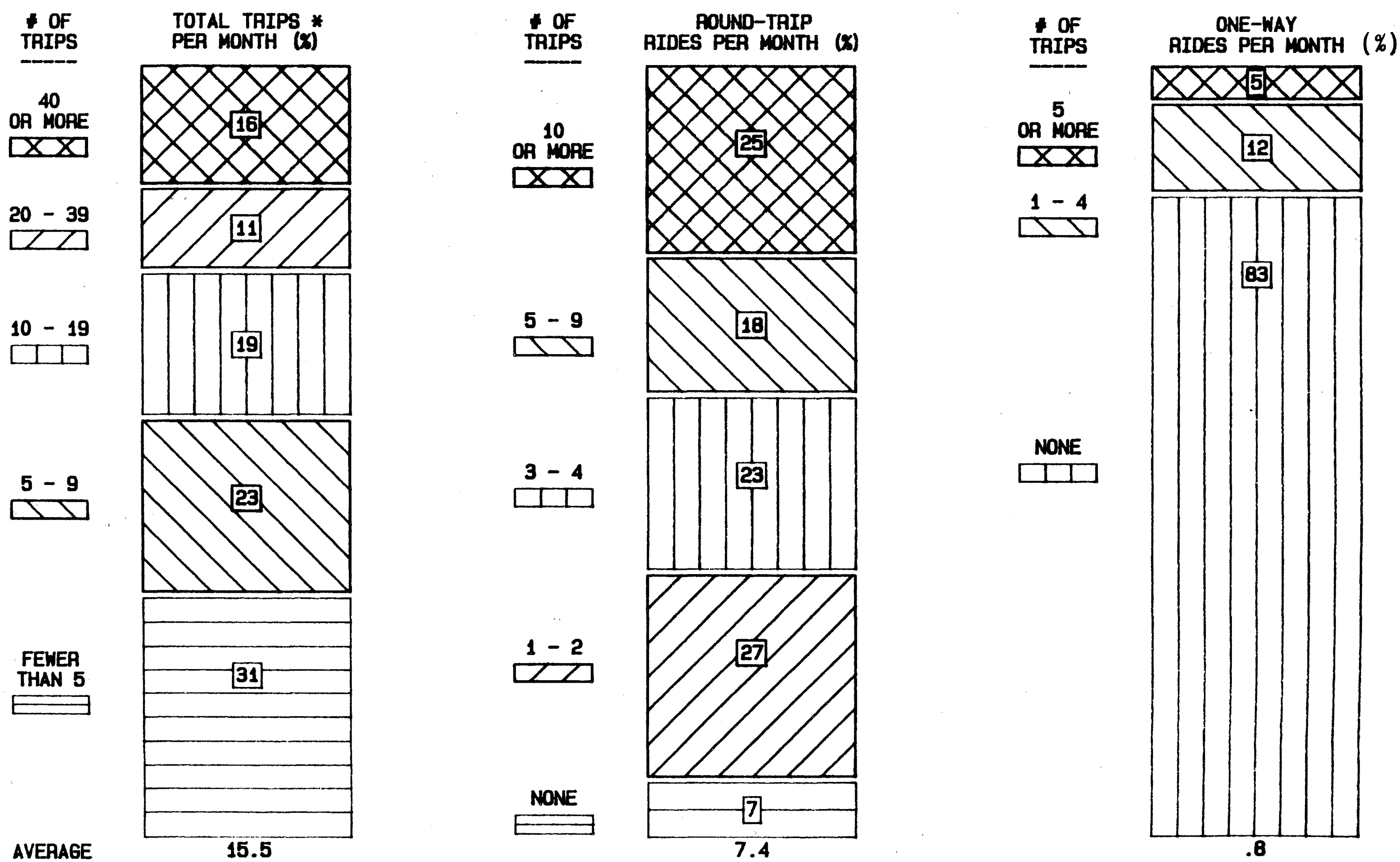
1/ A round-trip is counted as two trips in this calculation.

# EXHIBIT 5

# FREQUENCY OF USING METRO MOBILITY IN A TYPICAL MONTH

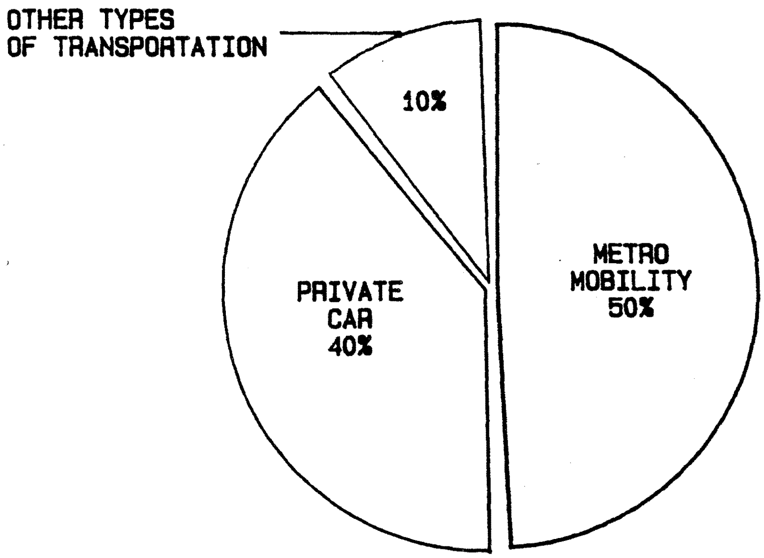
(N = 503 USERS)




* CONVERTED TO ONE-WAY RIDES

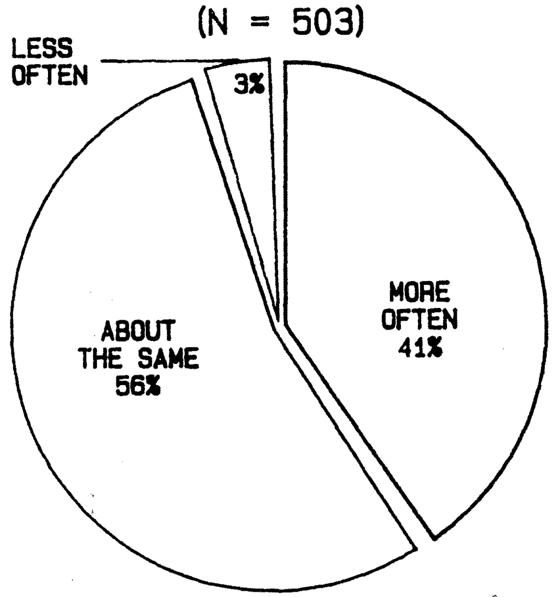
# EXHIBIT 6

## CURRENT SHARE OF RIDES PROVIDED BY METRO MOBILITY
(CONVERTED TO ONE-WAY RIDES)
(N = 503)




## ANTICIPATED FUTURE FREQUENCY OF USING METRO MOBILITY

(N = 503)



## EXHIBIT 7

### SOURCE OF TRANSPORTATION IF METRO MOBILITY WERE NOT AVAILABLE FOR THE PAST SEVERAL TRIPS

| SOURCE | PERCENTAGE OF USERS[A] |
|---|---|
| | (N=503) |
| COULD NOT HAVE TRAVELED | $\boxed{52\%}$ |
| RIDE IN CAR WITH FRIEND OR RELATIVE DRIVING | 25% |
| CAB FULL FARE PUBLIC TRANSPORTATION | 23% |
| BUS FIXED ROUTE PUBLIC TRANSPORTATION | 8% |
| DRIVE A CAR | 3% |
| SOCIAL SERVICE TRANSPORTATION (RED CROSS, ETC.) | 2% |
| GROUP HOME OWNED VEHICLE | 1% |

A/ TOTAL EXCEEDS 100% BECAUSE OF MULTIPLE RESPONSES.

**Number of Persons Riding in the Vehicle** (Exhibit 8)

Thirty-five percent (35%) of respondents stated that on their last trip they were riding alone in the Metro Mobility vehicle. In other words, 65% of respondents rode with another person. The average number of riders per trip was 2.1.

**Use By Days of the Week** (Exhibit 9)

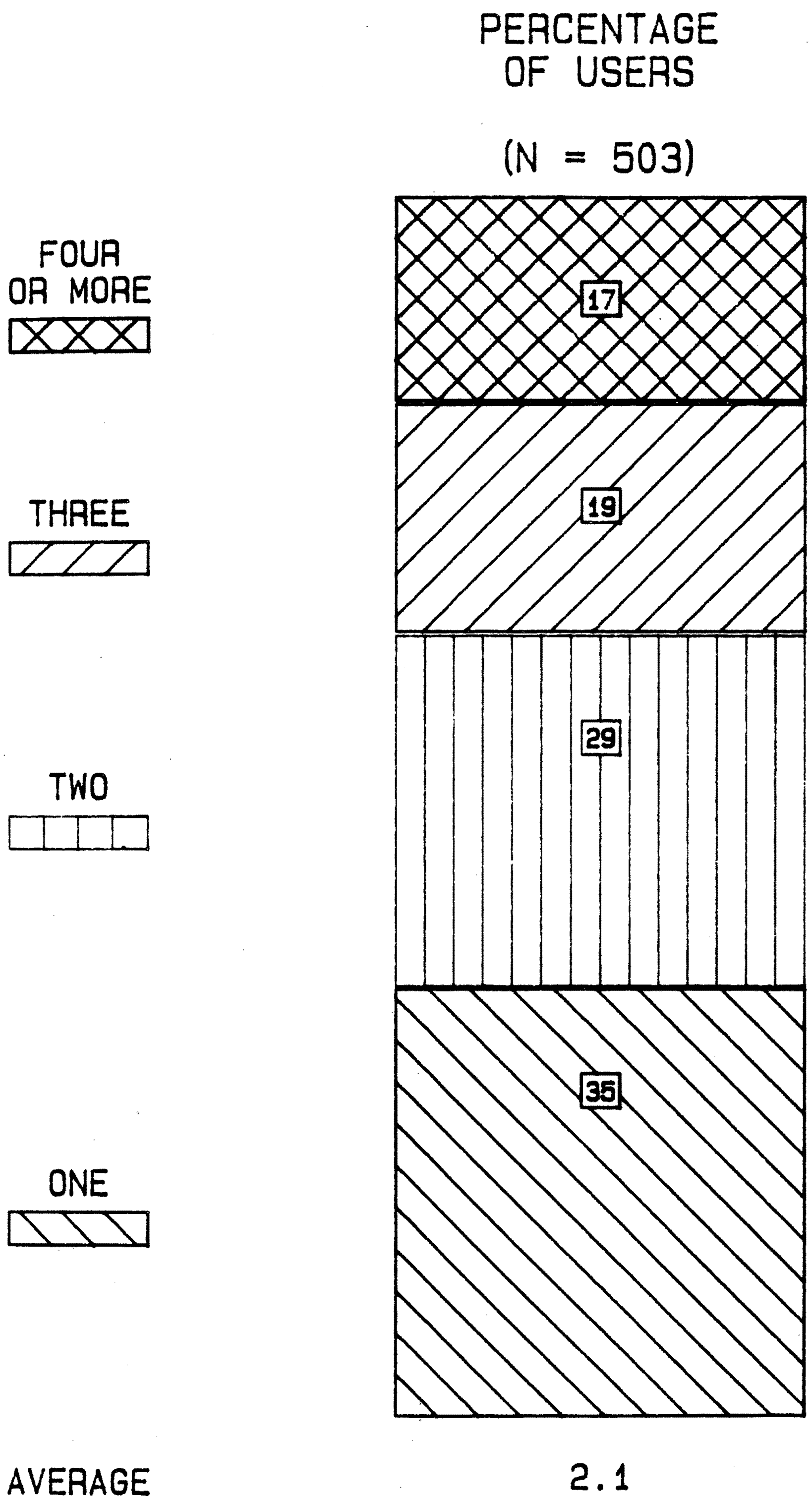
Fifty-three percent (53%) of users who participated in this study stated that there are "no particular days of the week" on which they travel. Based on responses from users who **do** travel on certain days, **Tuesday, Wednesday,** and **Thursday** are clearly the most popular days for using Metro Mobility. (About one-third of users stated that they usually travel on these three days.) Friday and Monday are the days of second popularity (a typical travel day for about one-fourth of users). Consumers are least likely to use Metro Mobility on weekends.

**Purposes for Which Metro Mobility is Used** (Exhibit 10)

Clearly, the most prevalent use of the Metro Mobility system is for health-related needs. Eighty-seven percent (87%) use Metro Mobility for this purpose. The second most common uses are to go visiting, shopping, or to take care of personal business. Meetings, eating out, recreational events, and church/synagogue rank third. Consumers are least likely to use the system for going to work (job or volunteer work) or for obtaining vocational training/going to school.

**EXHIBIT 8**

## NUMBER OF PERSONS RIDING IN VEHICLE ON RESPONDENT'S LAST TRIP



## EXHIBIT 9

# DAYS OF THE WEEK ON WHICH CONSUMERS USUALLY RIDE METRO MOBILITY

(N = 503)

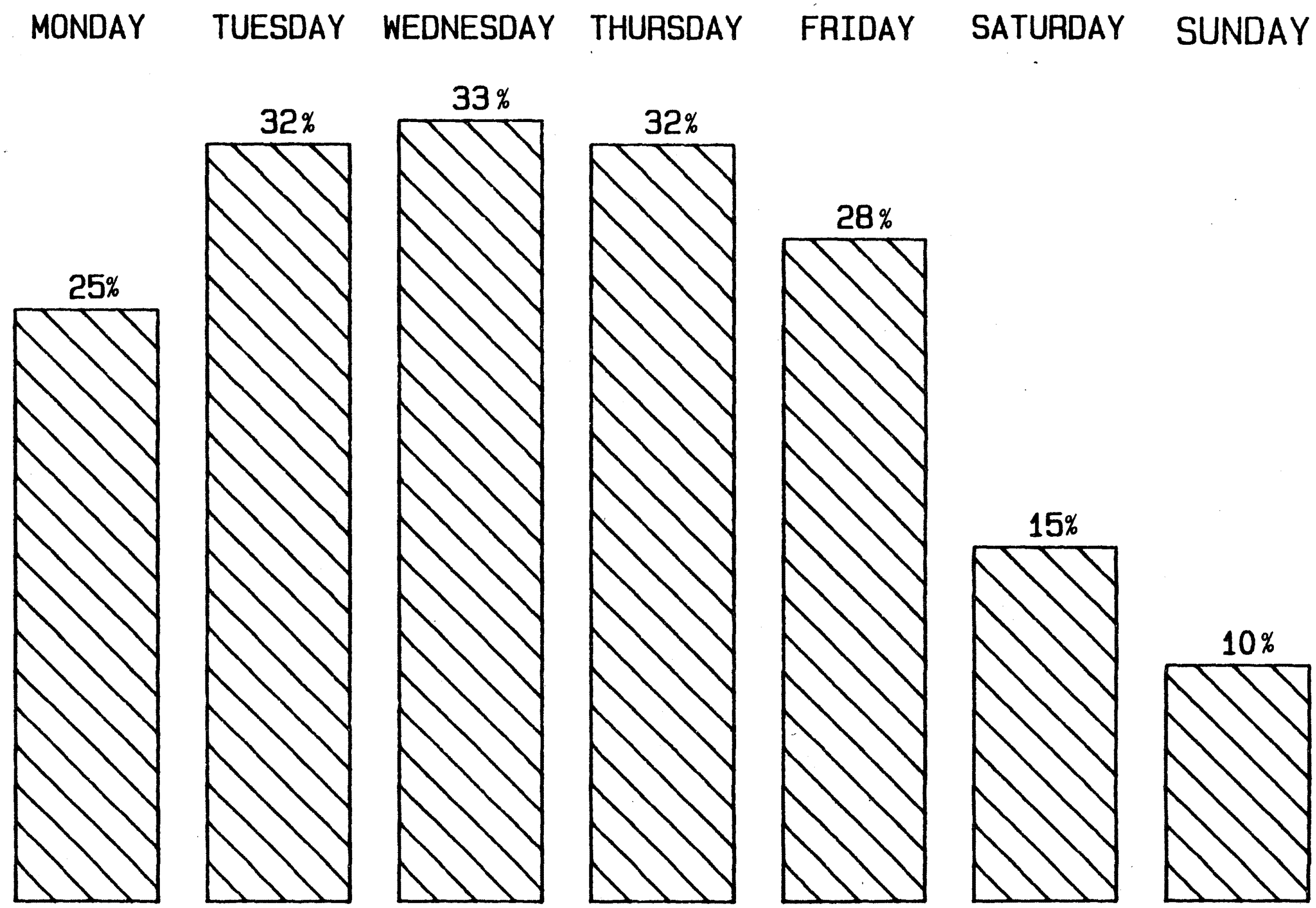
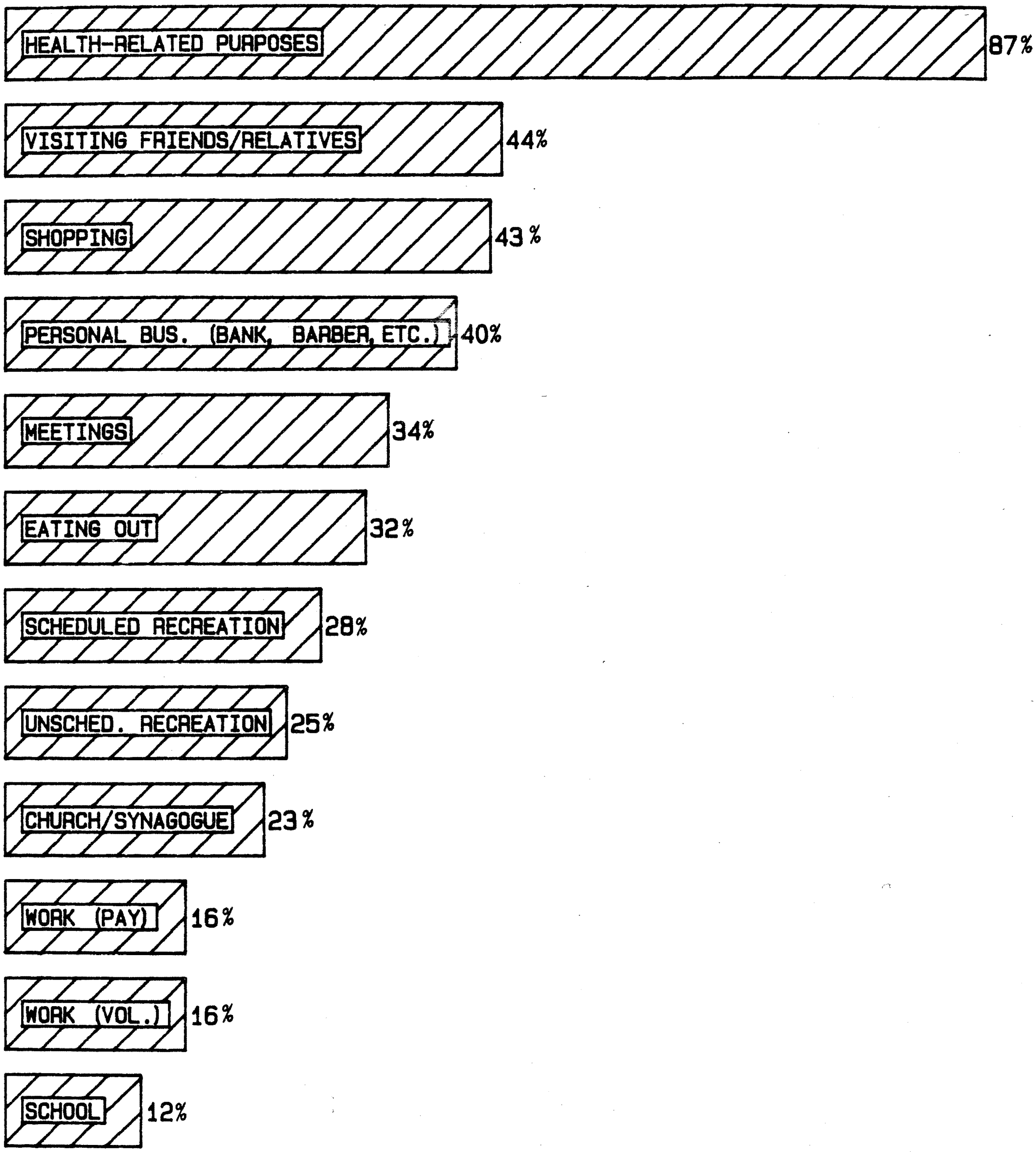


**EXHIBIT 10**

# PURPOSES FOR WHICH METRO MOBILITY IS USED

(N = 503)



# III. CARRIERS USED

## Awareness of Multiple Carriers and Number of Carriers Used (Exhibit 11)

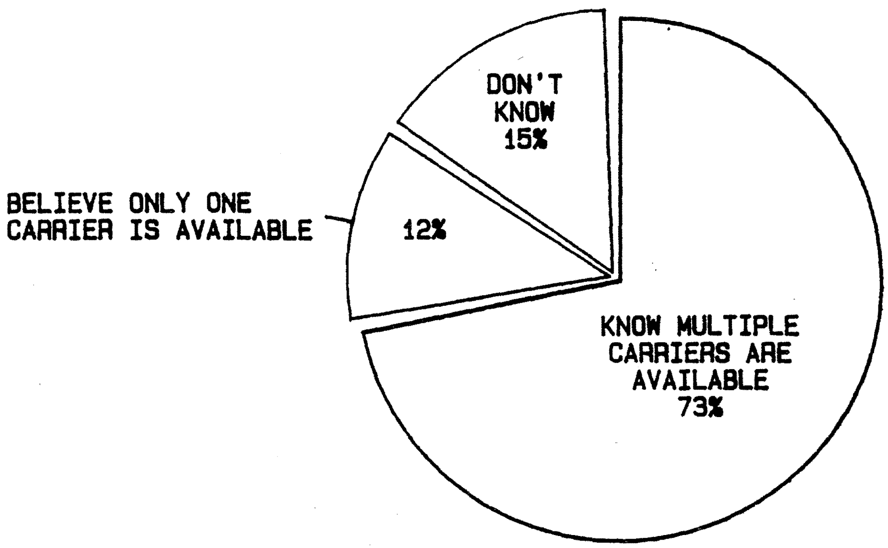
Results of this study indicate that 73% of Metro Mobility users are aware of the fact that more than one carrier is available to them.

Seventy-one percent (71%) have used one carrier only since January of this year. This finding suggests that Metro Mobility users find it desirable to establish a relationship with one provider.

# EXHIBIT 11

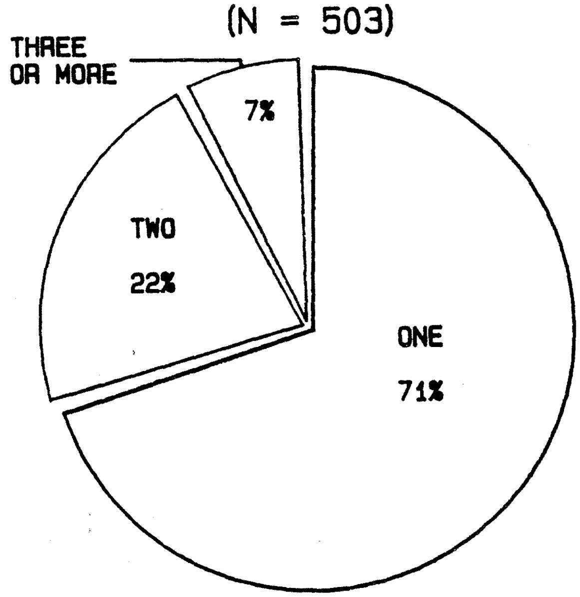
## AWARENESS OF AVAILABILITY OF MULTIPLE CARRIERS

(N = 503)




## NUMBER OF CARRIERS USED SINCE JANUARY, 1987

(N = 503)



**Provider Share of Market** (Exhibits 12 and 13)

When looking at the **providers used since January of 1987** and the **provider used most often**, we find that Yellow Taxi of Minneapolis is the dominant carrier in the Twin City area (Exhibit 12). Based on carrier used most often, Yellow Taxi has a 28% share of market; the rest of the market is spread extensively across remaining providers with each having a share of less than 10%.

Given the varying requirements of Metro Mobility users, it is logical that provider share positions differ when comparing **wheelchair users** and **nonusers** (Exhibit 13):

- Three providers own over 60% of the market among **wheelchair users:** Suburban Paratransit (22%), Kare Kabs (21%), and Med-Kab (20%). Carebus/Carevan and Yellow Taxi of Minneapolis each has a 14% market share, followed by Active-Ready Ride (12%) and HTS (11%). Each of the other carriers has a share of 10% or less among wheelchair users.

- Among persons who **do not use wheelchairs,** the Yellow Taxi of Minneapolis share of market is 42%. City Wide Cab is in second position with a 14% share. Each of the other carriers has a share of less than 10%.

## EXHIBIT 12

**PROVIDER SHARE OF MARKET**

-- ALL USERS--

| CARRIER | PROVIDERS USED SINCE JANUARY 1987 | PROVIDER USED MOST OFTEN |
|---|---|---|
| | (N=503) | (N=503) |
| YELLOW TAXI (MINNEAPOLIS) | 32% | 28% |
| SUBURBAN PARATRANSIT | 11% | 9% |
| CITY WIDE CAB | 9% | 9% |
| MED-KAB (MIDWEST OLSON MED-KAB) | 11% | 7% |
| KARE KABS | 11% | 6% |
| MORELY BUS COMPANY | 8% | 6% |
| CAREBUS OR CAREVAN | 6% | 4% |
| DIAMOND CAB | 5% | 4% |
| EBENEZER SOCIETY | 6% | 4% |
| METRO RIDE OF MINNESOTA | 6% | 4% |
| ACTIVE-READY RIDE/HEALTH CENTRAL/ HEALTH ONE | 6% | 3% |
| BLUE AND WHITE TAXI | 6% | 3% |
| DARTS (DAKOTA COUNTY REFERRAL SERVICE) | 3% | 3% |
| HANDICABS | 4% | 3% |
| COMMUTER EXPRESS (ST. PAUL SUBURBAN BUS COMPANY) | 3% | 2% |
| HANDICAPPED TRANSPORT SYSTEM (HTS) | 6% | 2% |
| TOWN TAXI/YELLOW TAXI (ST. PAUL) | 3% | 2% |
| WILDER | 3% | 2% |
| NORTH MEMORIAL (NORTH MEDICAL) | 2% | 1% |
| TWIN CITY MOBILITY | 1% | 1% |

NOTE: TOTALS EXCEED 100% BECAUSE OF MULTIPLE RESPONSES.

**EXHIBIT 13**

## PROVIDER USED MOST OFTEN

-- WHEELCHAIR USERS VS. NONUSERS --

| PROVIDER | WHEELCHAIR USERS | PROVIDER | WHEELCHAIR NONUSERS |
|---|---|---|---|
| | (N=177) | | (N=326) |
| SUBURBAN PARATRANSIT | 22% | YELLOW TAXI (MINNEAPOLIS) | 42% |
| KARE KABS | 21% | CITY WIDE CAB | 14% |
| MED-KAB (MIDWEST OLSON) | 20% | BLUE AND WHITE TAXI | 8% |
| CAREBUS OR CAREVAN | 14% | DIAMOND CAB | 8% |
| YELLOW TAXI (MINNEAPOLIS) | 14% | MORELY BUS COMPANY | 8% |
| ACTIVE-READY RIDE/HEALTH CENTRAL/HEALTH ONE | 12% | KARE KABS | 6% |
| HANDICAPPED TRANSPORT SYSTEM (HTS) | 11% | MED-KAB (MIDWEST OLSON) | 6% |
| EBENEZER SOCIETY | 10% | SUBURBAN PARATRANSIT | 5% |
| METRO RIDE OF MINNESOTA | 10% | TOWN TAXI/YELLOW TAXI (ST. PAUL) | 5% |
| MORELY BUS COMPANY | 8% | ACTIVE-READY RIDE/HEALTH CENTRAL/HEALTH ONE | 3% |
| HANDICABS | 7% | DARTS (DAKOTA COUNTY REFERRAL SERVICE) | 3% |
| COMMUTER EXPRESS/ST. PAUL SUBURBAN BUS | 5% | EBENEZER SOCIETY | 3% |
| NORTH MEMORIAL/NORTH MEDICAL | 4% | HANDICABS | 3% |
| WILDER | 4% | HANDICAPPED TRANSPORT SYSTEM (HTS) | 3% |
| BLUE AND WHITE TAXI | 2% | METRO RIDE OF MINNESOTA | 3% |
| CITY WIDE CAB | 2% | WILDER | 3% |
| DARTS (DAKOTA COUNTY REFERRAL SERVICE) | 2% | CAREBUS OR CAREVAN | 2% |
| TWIN CITY MOBILITY | 2% | COMMUTER EXPRESS/ST. PAUL SUBURBAN BUS | 2% |
| DIAMOND CAB | 1% | TWIN CITY MOBILITY | 1% |
| TOWN TAXI/YELLOW TAXI (ST. PAUL) | 1% | NORTH MEMORIAL/NORTH MEDICAL | * |

* LESS THAN .5 PERCENT.

## IV. THE METRO MOBILITY IMAGE

Survey respondents were given three Metro Mobility imagery statements and were asked to rate each on a scale of 1 (do not agree at all) to 10 (agree very strongly).

Results point to these conclusions (Exhibit 14):

- Nearly all Metro Mobility users are confident that they know how to use the system.

- The majority (about 70%) feel strongly that Metro Mobility provides a **top quality** service for handicapped individuals and is **helpful** in answering questions.

- Of noteworthy importance: Persons who use wheelchairs rate Metro Mobility significantly **less favorably** than persons who are ambulatory, based on both quality of service and helpfulness.

**EXHIBIT 14**

## METRO MOBILITY IMAGERY STATEMENTS

(PERCENTAGE OF CONSUMERS GIVING "10" RATINGS)

| STATEMENT | ALL USERS | WHEELCHAIR USERS | WHEELCHAIR NONUSERS |
|---|---|---|---|
| | (N=503) | (N=177) | (N=326) |
| METRO MOBILITY IS A MEANS OF TRANSPORTATION THAT YOU KNOW HOW TO USE | 86% | 82% | 89% |
| METRO MOBILITY PROVIDES A TOP QUALITY SERVICE FOR HANDICAPPED INDIVIDUALS | 72% | 56% ◀ | $\boxed{81\%}$ |
| THE METRO MOBILITY ADMINISTRATION CENTER IS HELPFUL AT ANSWERING YOUR QUESTIONS | 71% | 58% ◀ | $\boxed{78\%}$ |

◀— $\boxed{\phantom{00}}$ DENOTES SIGNIFICANT DIFFERENCE.

# V. IMPORTANCE OF FACTORS, METRO MOBILITY STRENGTHS AND WEAKNESSES, AND OPPORTUNITIES FOR IMPROVEMENT

## Importance of Factors

(Exhibit 15)

In order to identify what issues are of key importance to Metro Mobility users, respondents were asked to rate the importance of twenty transportation-related considerations using a scale of 1 (not at all important) to 10 (extremely important).

Overall, none of the twenty factors considered in this study can be classified as "unimportant" to Metro Mobility users, since each factor received a "10" rating from at least two-thirds of consumers. Nevertheless, some factors are clearly more important than others. Critical considerations are **availability of service**, **safety**, and **cost**.

- **Availability of service** issues include service to desired **locations**, during desired **hours**, and the providers being able to provide transportation service **when you request it**.

- Key **safety** issues are feeling safe when you ride with the provider; driving carefully/not speeding; wheelchairs being secured; vehicles being in good condition; and safe, well-designed ramps and lifts.

- The **cost** rating reflects the importance of the ride being reasonably priced.

**Importance of Factors** (Continued)

Other key considerations are ease of calling in and placing an order, helpfulness and courtesy of drivers and order takers, being picked up on time, and drivers knowing the city/not getting lost.

Factors of somewhat less importance to users include getting to their destination quickly, some vehicle-related issues (clean, comfortable temperatures/good ventilation, smooth ride), drivers who are friendly and talk to you, and drivers requiring that you use your seat belt.

Although these findings are generally true across consumer groups, there are subtle differences within various consumer segments. For example, there are several considerations that are significantly more important to **females** than to **males**:

- Feeling safe on the ride.

- The ease of placing an order and courteous order takers.

- Riding in vehicles that are in good condition, clean, provide a smooth ride, and have comfortable temperatures and good ventilation.

- Traveling with drivers who know the city well and don't get lost.

Additionally, persons in wheelchairs logically assign significantly more importance than other consumers to wheelchairs being secured, to the design and safety of ramps, and to seat belt use. Wheelchair users are, however, **less** particular than ambulatory users about a number of other issues:

- Personal comfort, such as vehicles having comfortable temperatures/good ventilation, a smooth ride, and clean vehicles.

- Courteous, helpful drivers and courtesy of order takers.

- Drivers knowing the city and not getting lost.

EXHIBIT 15

## IMPORTANCE OF SELECTED FACTORS TO METRO MOBILITY USERS

(PERCENTAGE OF RESPONDENTS GIVING IMPORTANCE A "10" RATING)

| FACTOR | ALL USERS | MALES | FEMALES | USES WHEELCHAIR | DOES NOT USE WHEELCHAIR |
|---|---|---|---|---|---|
| N= | (503) | (115) | (388) | (177) | (326) |
| PROVIDES SERVICE TO LOCATIONS WHERE YOU WANT TO GO | 93% | 91% | 94% | 92% | 95% |
| YOU FEEL SAFE WHEN YOU RIDE WITH THEM | 91% | 82% ← | $\boxed{94\%}$ | 87% | 93% |
| THE COST OF THE RIDE IS REASONABLY PRICED | 90% | 85% | 91% | 86% | 92% |
| PROVIDES SERVICE DURING THE HOURS WHEN YOU WANT TO TRAVEL | 90% | 90% | 90% | 89% | 91% |
| ABLE TO PROVIDE SERVICE WHEN YOU REQUEST IT | 90% | 86% | 91% | 86% | 91% |
| IT IS EASY TO CALL IN AND PLACE A TRIP ORDER | 89% | 83% ← | $\boxed{91\%}$ | 86% | 91% |
| DRIVERS DRIVE CAREFULLY AND DO NOT EXCEED THE SPEED LIMIT | 88% | 83% | 90% | 85% | 90% |
| WHEELCHAIRS ARE SECURELY TIED DOWN/LOCKED INTO POSITION | 87% | 84% | 88% | $\boxed{91\%}$ → | 83% |
| COURTEOUS, HELPFUL DRIVERS | 85% | 79% | 87% | 75% ← | $\boxed{91\%}$ |
| VEHICLES IN GOOD CONDITION | 85% | 75% ← | $\boxed{88\%}$ | 81% | 87% |
| PICKS YOU UP ON TIME | 85% | 81% | 86% | 83% | 86% |
| RAMPS/LIFTS ARE WELL DESIGNED, SAFE TO USE | 84% | 81% | 85% | $\boxed{90\%}$ → | 79% |
| COURTEOUS ORDER TAKERS | 83% | 70% ← | $\boxed{86\%}$ | 72% ← | $\boxed{88\%}$ |
| DRIVERS KNOW CITY WELL, DO NOT GET LOST | 81% | 73% ← | $\boxed{83\%}$ | 72% ← | $\boxed{85\%}$ |
| GETS YOU TO YOUR DESTINATION QUICKLY | 76% | 70% | 78% | 71% | 79% |
| CLEAN VEHICLES | 70% | 56% ← | $\boxed{75\%}$ | 63% ← | $\boxed{75\%}$ |
| VEHICLES HAVE COMFORTABLE TEMPERATURES, GOOD VENTILATION | 70% | 58% ← | $\boxed{75\%}$ | 62% ← | $\boxed{76\%}$ |
| DRIVER ALWAYS REQUIRES THAT YOU USE SEAT BELT | 68% | 65% | 69% | $\boxed{76\%}$ → | 64% |
| HAS DRIVERS WHO ARE FRIENDLY AND WILL TALK TO YOU | 66% | 60% | 68% | 65% | 66% |
| VEHICLES PROVIDE SMOOTH RIDE | 66% | 55% ← | $\boxed{70\%}$ | 57% ← | $\boxed{71\%}$ |

← $\boxed{\phantom{00}}$ DENOTES SIGNIFICANT DIFFERENCE.

**Metro Mobility Performance** (Exhibit 16)

Consumers were also asked to rate the performance of the provider they use **most often** based on the same 20 factors that were rated for importance.

At least 75% of consumers gave their primary provider a "10" rating for six factors. These factors might be considered key Metro Mobility **strengths**:

- Reasonable cost
- Service to desired locations
- Feeling safe on the ride
- Courteous order takers
- Secured wheelchairs
- Ease of placing a trip order

At the other extreme, fewer than 60% gave their providers a "10" rating based on five factors, which might be considered relative **weaknesses** of the system:

- Drivers requiring seat belts (the low rating for this factor was particularly noticeable among wheelchair nonusers)
- Being picked up on time
- Vehicles providing a smooth ride
- Vehicles in good condition
- Safe, well-designed ramps and lifts

Wheelchair users gave significantly lower ratings for a number of specific factors:

- Service to desired locations
- Ease of placing a trip order and courteous order takers
- Careful drivers who do not speed
- Carrier gets you to your destination quickly
- Service during desired hours
- Carriers who are able to provide service when you request it
- Drivers know the city well and don't get lost
- Safe, well-designed ramps and lifts
- Vehicles that provide a smooth ride

**EXHIBIT 16**

## METRO MOBILITY PERFORMANCE

(PERCENTAGE OF RESPONDENTS GIVING PRIMARY METRO MOBILITY PROVIDER A "10" RATING)

| FACTOR | TOTAL USERS | WHEELCHAIR USERS | WHEELCHAIR NONUSERS |
|---|---|---|---|
| | (N=503) | (N=177) | (N=326) |
| THE COST OF THE RIDE IS REASONABLY PRICED | 84% | 79% | 87% |
| PROVIDES SERVICE TO THE LOCATION WHERE YOU WANT TO GO | 82% | 75% | 85% |
| YOU FEEL SAFE WHEN YOU RIDE WITH THEM | 79% | 75% | 81% |
| COURTEOUS ORDER TAKERS | 78% | 70% | 83% |
| WHEELCHAIRS ARE SECURELY TIED DOWN/ LOCKED INTO POSITION | 76% | 79% | 71% |
| IT IS EASY TO CALL IN AND PLACE A TRIP ORDER | 75% | 65% | 81% |
| DRIVERS DRIVE CAREFULLY AND DO NOT EXCEED THE SPEED LIMIT | 74% | 65% | 79% |
| GETS YOU TO YOUR DESTINATION QUICKLY | 70% | 61% | 75% |
| HAS DRIVERS WHO ARE FRIENDLY AND WILL TALK TO YOU | 70% | 69% | 70% |
| PROVIDES SERVICE DURING THE HOURS WHEN YOU WANT TO TRAVEL | 69% | 57% | 76% |
| COURTEOUS, HELPFUL DRIVERS | 68% | 64% | 70% |
| ABLE TO PROVIDE SERVICE WHEN YOU REQUEST IT | 65% | 53% | 71% |
| DRIVERS KNOW THE CITY WELL AND DO NOT GET LOST | 62% | 53% | 67% |
| CLEAN VEHICLES | 62% | 59% | 64% |
| VEHICLES HAVE COMFORTABLE TEMPERATURES AND GOOD VENTILATION | 60% | 54% | 63% |
| RAMPS/LIFT EQUIPMENT IS WELL DESIGNED AND SAFE TO USE | 57% | 51% | 64% |
| VEHICLES ARE IN GOOD CONDITION | 56% | 52% | 58% |
| VEHICLES PROVIDE A SMOOTH RIDE | 56% | 45% | 63% |
| PROVIDER PICKS YOU UP ON TIME | 54% | 50% | 56% |
| DRIVER ALWAYS REQUIRES THAT YOU USE YOUR SEAT BELT | 53% | 73% | 41% |

DENOTES SIGNIFICANT DIFFERENCE.

**Opportunities for Improvement** (Exhibits 17 and 18)

Positioning **importance** ratings against **performance** ratings will identify opportunities for improving the Metro Mobility system (Exhibit 17).

Because both the **importance** and **performance** ratings differ comparing wheelchair users and nonusers, it is also important to consider system enhancement opportunities by consumer segment (Exhibit 18).

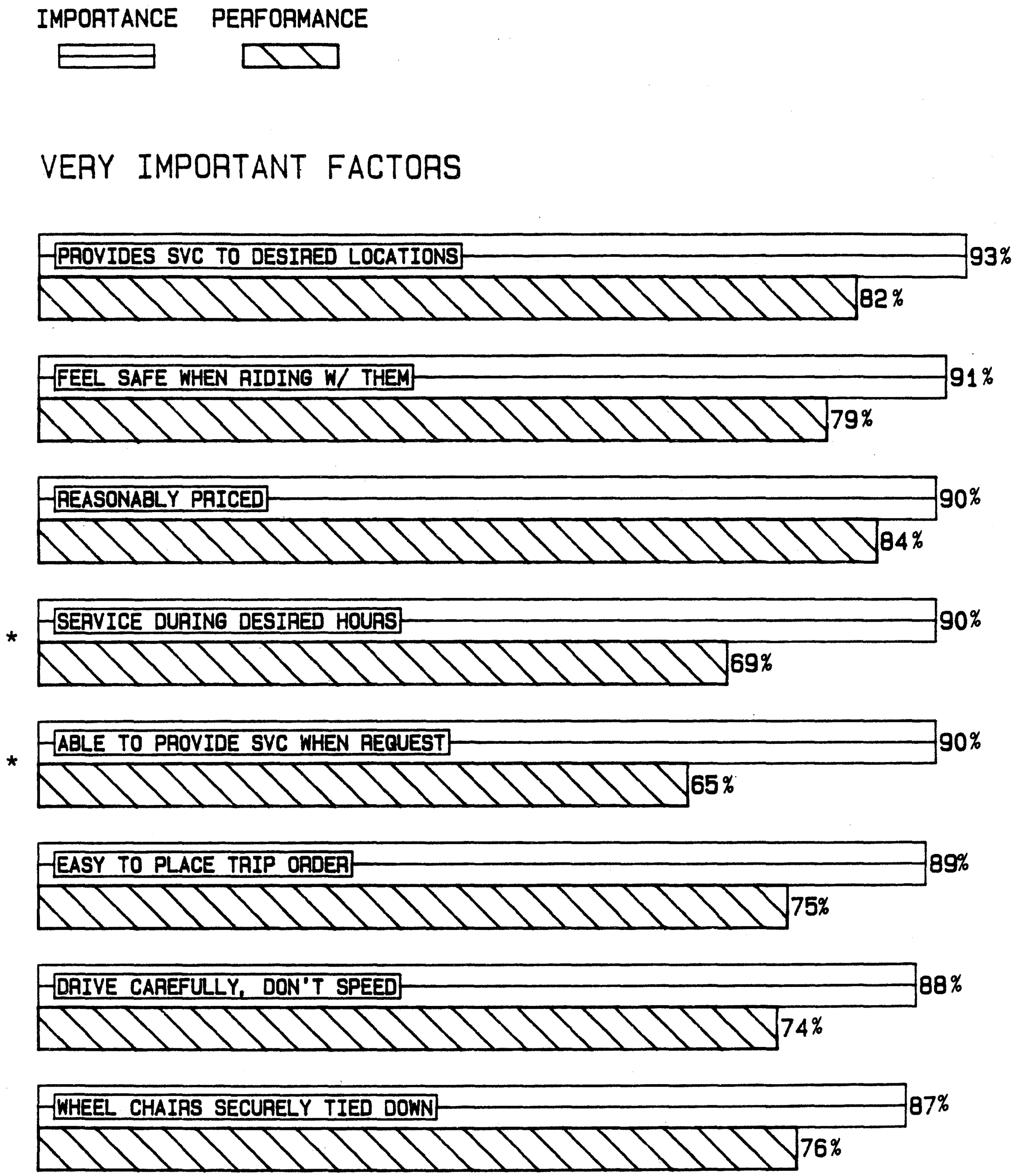
Findings of this study indicate that nine factors represent opportunities for system improvement:

| FACTOR | TOTAL USERS | WHEELCHAIR USERS | WHEELCHAIR NONUSERS |
|---|---|---|---|
| Providing service when it is requested | X | X | X |
| Picking up users on time | X | X | X |
| Providing vehicles that are in good condition | X | X | X |
| Providing vehicles with safe, well-designed lifts and ramps | X | X | |
| Extending available hours | X | X | |
| Improving ease of placing a order | | X | |
| Enforcing safe driving, eliminating speeding | | X | |
| Ensuring that drivers know the city so that they don't get lost | X | | X |
| Stressing driver courtesy and helpfulness | X | | X |
| Enforcing seat belt requirement | X | | X |

## EXHIBIT 17

# IMPORTANCE VS. PERFORMANCE

BASED ON PERCENTAGES OF RESPONDENTS GIVING IMPORTANCE
OR PERFORMANCE "10" RATINGS
(N = 503)




(CONTINUED)

* Opportunity for improvement

## EXHIBIT 17 (CONTINUED)

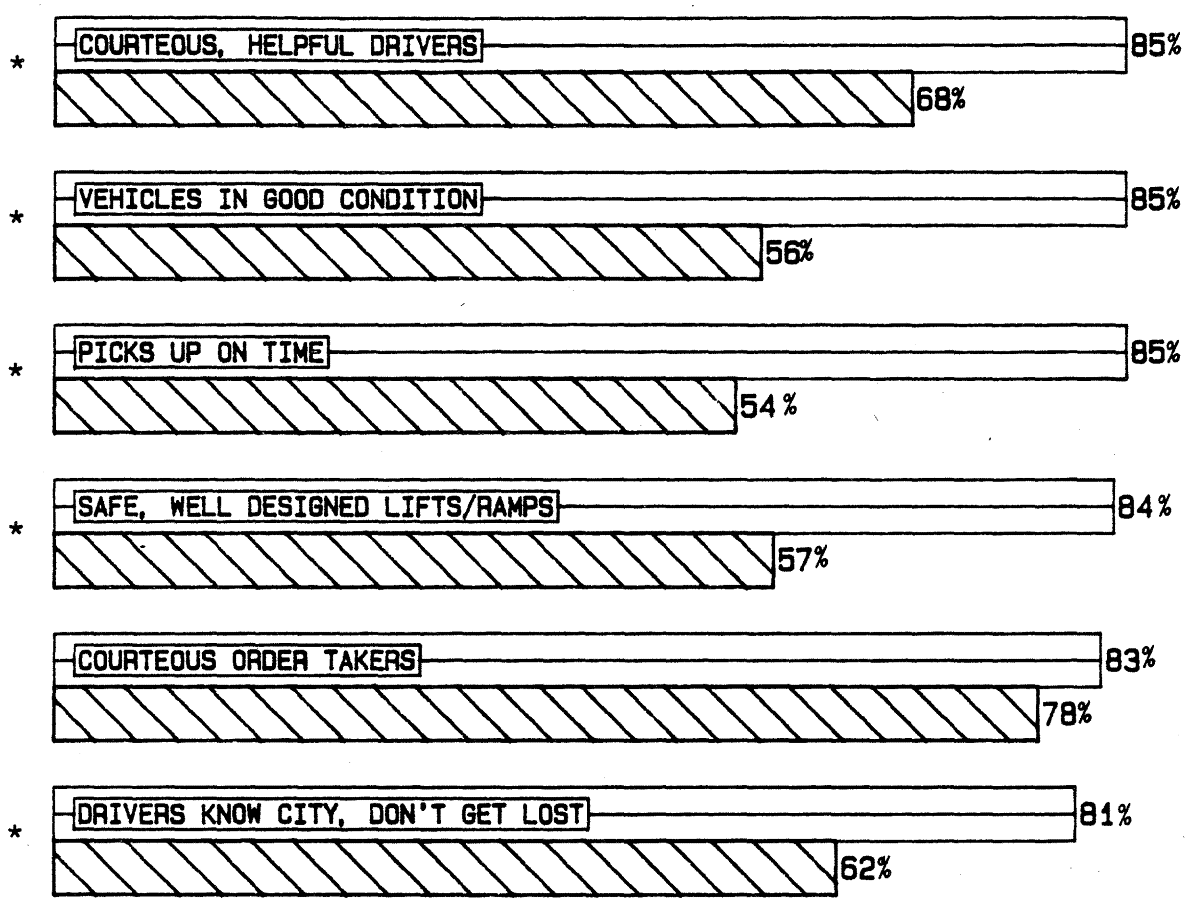
# IMPORTANCE VS. PERFORMANCE

BASED ON PERCENTAGES OF RESPONDENTS GIVING IMPORTANCE OR PERFORMANCE "10" RATINGS

(N = 503)

IMPORTANCE PERFORMANCE

VERY IMPORTANT FACTORS (CONTINUED)




* Opportunity for improvement

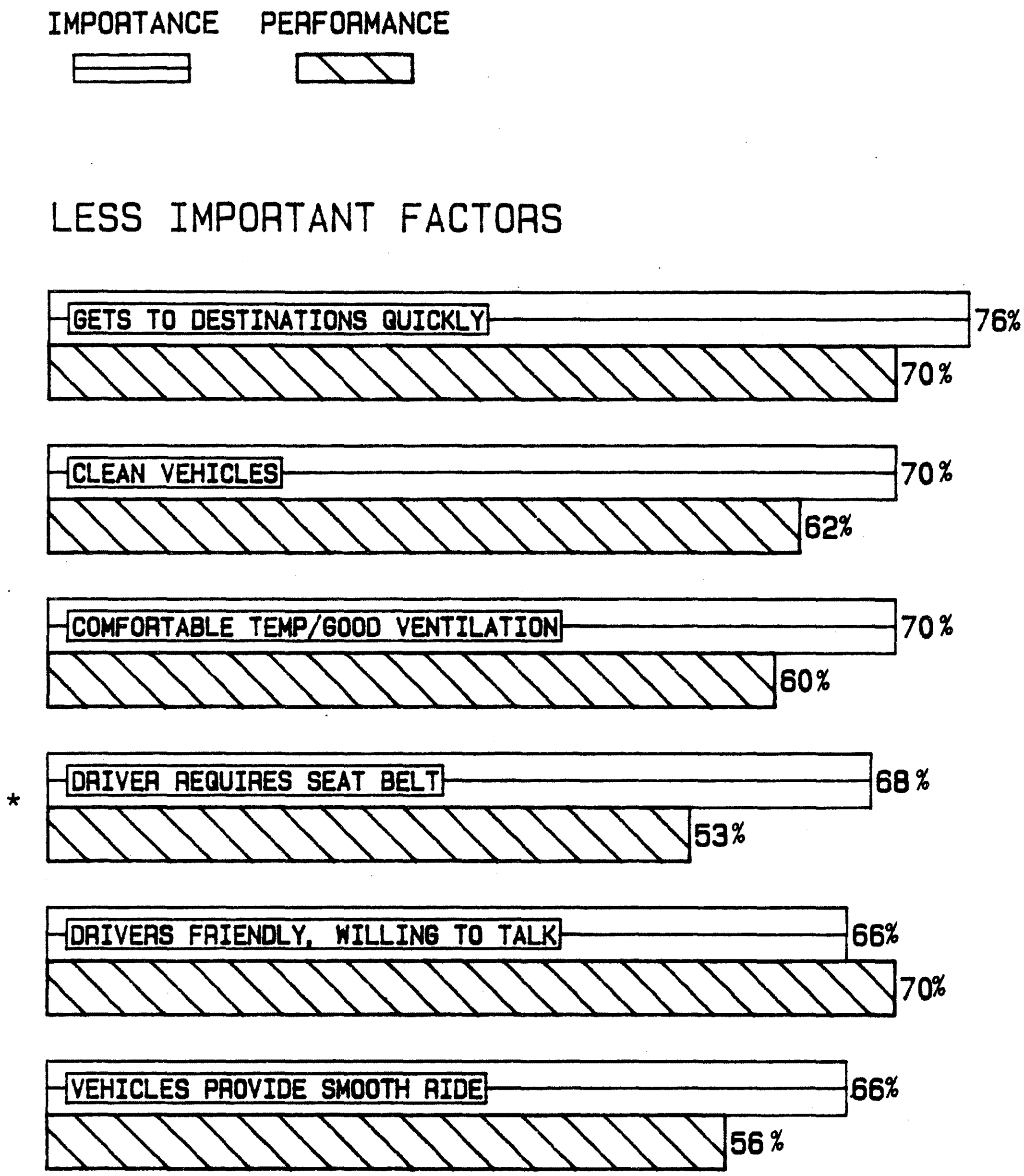
(CONTINUED)

## EXHIBIT 17 (CONTINUED)

# IMPORTANCE VS. PERFORMANCE

BASED ON PERCENTAGES OF RESPONDENTS GIVING IMPORTANCE OR PERFORMANCE "10" RATINGS

(N = 503)




* Opportunity for improvement

**EXHIBIT 18**

## IMPORTANCE VS. PERFORMANCE

-- WHEELCHAIR USERS AND NONUSERS --

IR = IMPORTANCE RATING ("10" RATINGS)

PR = PERFORMANCE RATING ("10" RATINGS)

| WHEELCHAIR USERS (N=177) FACTOR | IR | PR | WHEELCHAIR NONUSERS (N=326) FACTOR | IR | PR |
|---|---|---|---|---|---|
| VERY IMPORTANT FACTORS | | | VERY IMPORTANT FACTORS | | |
| LOCATIONS | 92% | 75% | LOCATIONS | 95% | 85% |
| SECURED WHEELCHAIRS | 91% | 79% | FEEL SAFE | 93% | 81% |
| SAFE RAMPS/LIFTS | 90% | 51% | COST | 92% | 87% |
| EXTEND AVAILABLE HOURS | 89% | 57% | EXTEND AVAILABLE HOURS | 91% | 76% |
| FEEL SAFE | 87% | 75% | ABLE TO PROVIDE SERVICE WHEN REQUESTED | 91% | 71% |
| COST | 86% | 79% | EASY TO PLACE ORDER | 91% | 81% |
| ABLE TO PROVIDE SERVICE WHEN REQUESTED | 86% | 53% | COURTEOUS, HELPFUL DRIVERS | 91% | 70% |
| EASY TO PLACE ORDER | 86% | 65% | DRIVES CAREFULLY, DOESN'T SPEED | 90% | 79% |
| DRIVES CAREFULLY, DOESN'T SPEED | 85% | 65% | COURTEOUS ORDER TAKERS | 88% | 83% |
| PICK-UP ON TIME | 83% | 50% | VEHICLES IN GOOD CONDITION | 87% | 58% |
| VEHICLES IN GOOD CONDITION | 81% | 52% | PICK-UP ON TIME | 86% | 56% |
| LESS IMPORTANT FACTORS | | | DRIVER KNOWS CITY, DOESN'T GET LOST | 85% | 67% |
| SEAT BELT REQUIRED | 76% | 73% | WHEELCHAIRS SECURED | 83% | 71% |
| COURTEOUS/HELPFUL DRIVERS | 75% | 64% | LESS IMPORTANT FACTORS | | |
| DRIVER KNOWS CITY, DOESN'T GET LOST | 72% | 53% | SAFE RAMPS/LIFTS | 79% | 64% |
| COURTEOUS ORDER TAKERS | 72% | 70% | GETS YOU THERE QUICKLY | 79% | 75% |
| GETS YOU THERE QUICKLY | 71% | 61% | COMFORTABLE TEMPS/ VENTILATION | 76% | 63% |
| FRIENDLY, TALKATIVE DRIVERS | 65% | 69% | CLEAN VEHICLES | 75% | 64% |
| CLEAN VEHICLES | 63% | 57% | SMOOTH RIDE | 71% | 63% |
| COMFORTABLE TEMPS/ VENTILATION | 62% | 54% | FRIENDLY, TALKATIVE DRIVERS | 66% | 70% |
| SMOOTH RIDE | 57% | 45% | SEAT BELT REQUIRED | 64% | 41% |

# VI. EVALUATION OF CARRIERS

## Introduction

In order to evaluate performance of specific Metro Mobility carriers, respondents were asked to evaluate the carrier they use most often. Strengths and weaknesses of a specific provider can subsequently be determined by comparing scores for that provider with scores for the industry as a whole. Because the market is dispersed across a wide range of providers, the sample size for any specific provider (with the exception of Yellow Taxi of Minneapolis) is extremely small.

Therefore, the evaluation of specific carriers includes only the top ten providers based on carrier used most often. Each provider's scores are measured against the total industry scores using a modified version of Student Newman-Kuells, a statistical testing technique that is robust for small sample sizes and acknowledges disparate sample sizes.

## Provider Strengths and Weaknesses (Exhibits 19 and 20)

The strengths and weaknesses of specific providers are summarized in Exhibit 19 and detailed in Exhibit 20.

It should be noted that the incidence of **drivers requiring seat belts** is relatively low for taxi services in general and high for other carriers. As a result, taxi services typically score below the industry norm for this attribute, while other carriers score above the norm.

**EXHIBIT 19**

## SUMMARY OF STRENGTHS AND WEAKNESSES BY PROVIDER

| CARRIER | CARRIER STRENGTHS (ABOVE INDUSTRY NORM) | CARRIER WEAKNESSES (BELOW INDUSTRY NORM) |
|---|---|---|
| CAREBUS/CAREVAN | • DRIVER REQUIRES SEAT BELT | • REASONABLY PRICED<br>• GETS YOU THERE QUICKLY |
| CITY WIDE CAB | • AVAILABLE HOURS<br>• ABLE TO PROVIDE SERVICE WHEN REQUESTED<br>• GETS YOU THERE QUICKLY<br>• PROVIDES SMOOTH RIDE | • DRIVER REQUIRES SEAT BELT |
| DIAMOND CAB | • AVAILABLE HOURS<br>• ABLE TO PROVIDE SERVICE WHEN REQUESTED<br>• EASY TO PLACE AN ORDER<br>• GETS YOU THERE QUICKLY | • VEHICLES IN GOOD CONDITION<br>• DRIVER REQUIRES SEAT BELT<br>• DRIVERS FRIENDLY, TALK TO YOU |
| EBENEZER SOCIETY | • VEHICLES IN GOOD CONDITION<br>• DRIVER REQUIRES SEAT BELT | NONE |
| KARE KABS | • DRIVER REQUIRES SEAT BELT | • FEEL SAFE WITH THEM<br>• AVAILABLE HOURS<br>• WHEELCHAIRS SECURELY TIED DOWN<br>• COURTEOUS ORDER TAKERS<br>• GETS YOU THERE QUICKLY<br>• DRIVERS FRIENDLY, TALK TO YOU |
| MED-KAB | • DRIVER REQUIRES SEAT BELT | NONE |
| METRO RIDE OF MINNESOTA | • DRIVES CAREFULLY, DOESN'T SPEED<br>• GETS YOU THERE QUICKLY<br>• DRIVER REQUIRES SEAT BELT | NONE |
| MORELY BUS CO. | • EASY TO PLACE AN ORDER<br>• DRIVER REQUIRES SEAT BELT | • VEHICLES IN GOOD CONDITION<br>• CLEAN VEHICLES<br>• VEHICLES PROVIDE SMOOTH RIDE |
| SUBURBAN PARATRANSIT | • WHEELCHAIRS SECURELY TIED DOWN<br>• DRIVER REQUIRES SEAT BELT | • VEHICLES HAVE COMFORTABLE TEMPERATURES/GOOD VENTILATION<br>• VEHICLES PROVIDE SMOOTH RIDE |
| YELLOW TAXI (MINNEAPOLIS) | • COURTEOUS ORDER TAKERS<br>• DRIVER KNOWS CITY, DOESN'T GET LOST | • PICKS UP ON TIME<br>• DRIVER REQUIRES SEAT BELT |

## Exhibit 20

**CARRIER PERFORMANCE**

Strengths Weaknesses

-- A Summary of Significant Differences Against the Industry Norm --

| FACTOR | ALL CARRIERS | CAREBUS/ CAREVAN | CITY WIDE CAB | DIAMOND CAB | EBENEZER SOCIETY | KARE KABS | MED-KAB | METRORIDE OF MN. | MORELY BUS CO. | SUBURBAN PARATRANSIT | MPLS. YELLOW TAXI |
|---|---|---|---|---|---|---|---|---|---|---|---|
| N= | (503) | (19) | (43) | (22) | (19) | (30) | (33) | (18) | (30) | (44) | (142) |
| Reasonably priced | 84% | 58% | | | | | | | | | |
| Provides service to desired locations | 82% | | | | | | | | | | |
| Feel safe with them | 79% | | | | | 60% | | | | | |
| Courteous order takers | 78% | | | | | 60% | | | | | 84% |
| Wheelchairs securely tied down | 76% | | | | | 50% | | | | 93% | |
| Easy to place an order | 75% | | | 96% | | | | | 90% | | |
| Drives carefully, doesn't speed | 74% | | | | | | | 94% | | | |
| Gets you there quickly | 70% | 47% | 86% | 91% | | 50% | | 94% | | | |
| Drivers friendly, talk to you | 70% | | | 50% | | 53% | | | | | |
| Available hours | 69% | | | 91% | | 47% | | | | | |

(Continued)

**Exhibit 20** (Continued)

| FACTOR | ALL CARRIERS | CAREBUS/ CAREVAN | CITY WIDE CAB | DIAMOND CAB | EBENEZER SOCIETY | KARE KABS | MED-KAB | METRORIDE OF MN. | MORELY BUS CO. | SUBURBAN PARATRANSIT | MPLS. YELLOW TAXI |
|---|---|---|---|---|---|---|---|---|---|---|---|
| N= | **(503)** | (19) | (43) | (22) | (19) | (30) | (33) | (18) | (30) | (44) | (142) |
| Courteous, helpful drivers | **68%** | | | | | | | | | | |
| Able to provide service when you request it | **65%** | | 81% | 86% | | | | | | | |
| Drivers know city, don't get lost | **62%** | | | | | | | | | | 69% |
| Clean vehicles | **62%** | | | | | | | | 41% | | |
| Comfortable temperatures/Good ventilation | **60%** | | | | | | | | | 43% | |
| Safe/well-designed lifts/ramps | **57%** | | | | | | | | | | |
| Vehicles in good condition | **56%** | | | 32% | 79% | | | | 31% | | |
| Vehicles provide smooth ride | **56%** | | 72% | | | | | | 38% | 36% | |
| Picks up on time | **54%** | | | | | | | | | | 45% |
| Driver requires seat belt | **53%** | 90% | 19% | 5% | 84% | 83% | 79% | 100% | 80% | 93% | 19% |

# VII. COMPLAINTS

## Incidence of Making a Complaint (Exhibit 21)

Only 28% of Metro Mobility users have ever made a complaint about Metro Mobility service. The incidence of making a complaint about the system is greater than the average for standing order holders (44%), for persons who have been certified for a year or longer (33%), and for wheelchair users (37%).

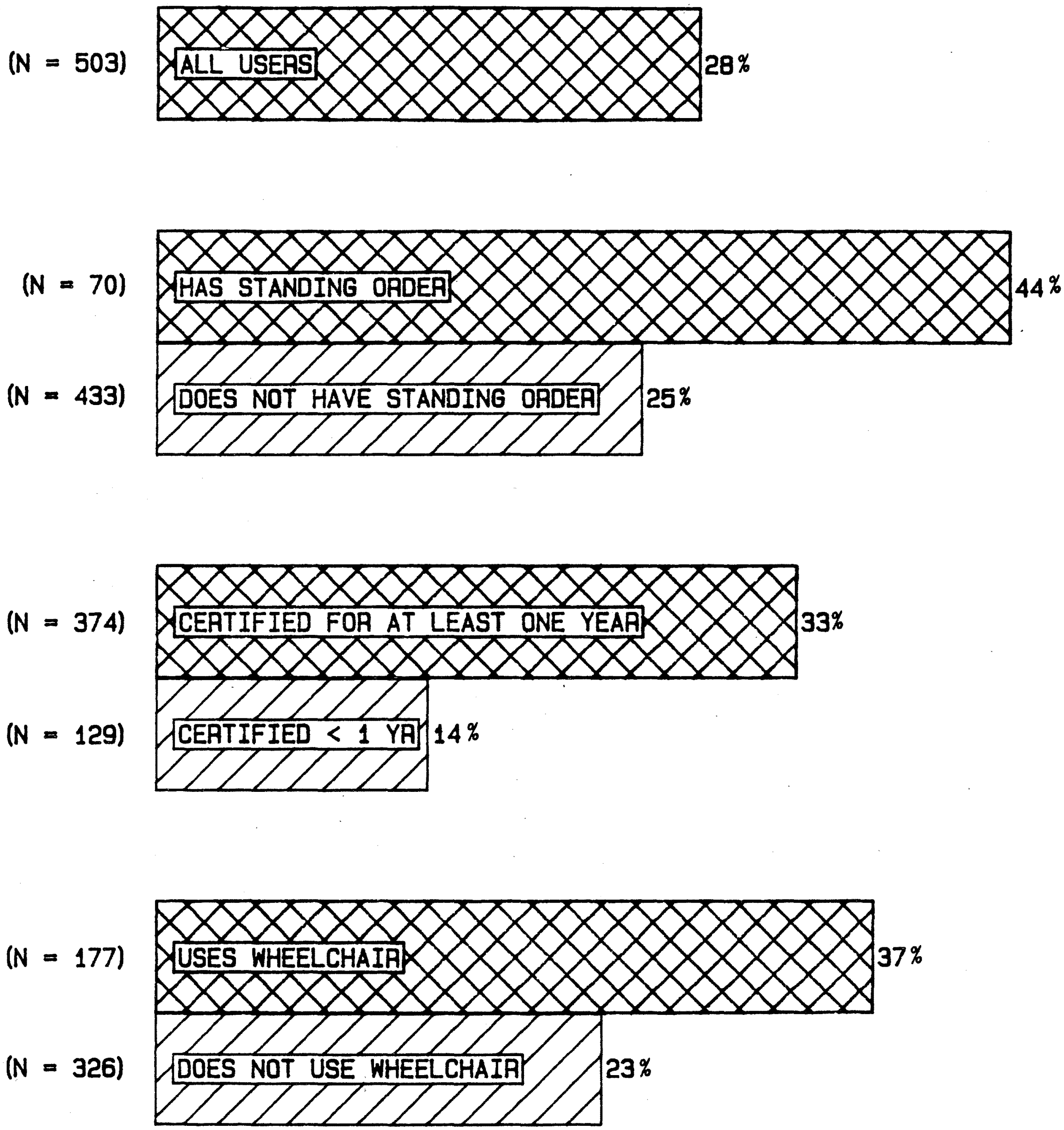
The high incidence of making a complaint among **standing order holders** seems logical since these consumers are the heaviest users of the system. (Standing order holders account for only 14% of users, but for 32% of trips.)

Likewise, the high incidence of filing a complaint among **consumers who have been certified for a year or longer** is logical since these consumers have been using the system for a longer period of time. However, it could also be indicative of improved service in the recent year.

The high incidence of complaints from wheelchair users is reflective of their relative level of dissatisfaction with the Metro Mobility system compared with the attitudes of ambulatory consumers.

## EXHIBIT 21

# INCIDENCE OF MAKING A COMPLAINT ABOUT METRO MOBILITY SERVICE



**To Whom Complaint Was Made and Satisfaction with Results** (Exhibit 22)

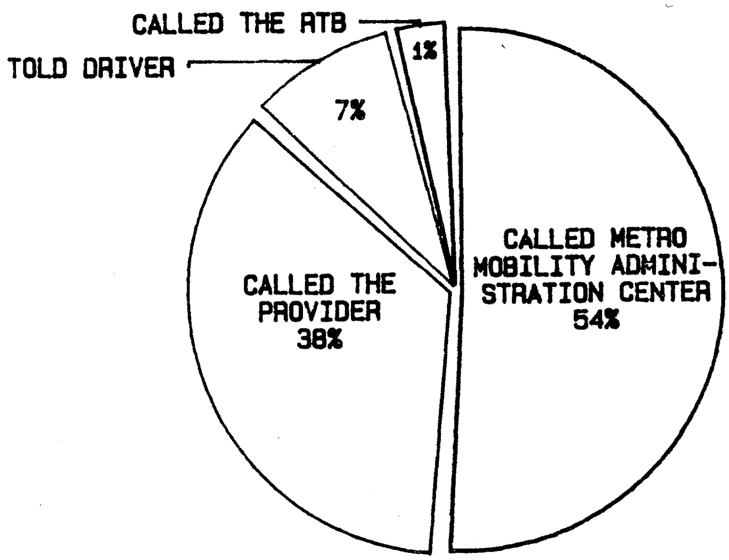
Consumers who made a complaint were more likely to call the Metro Mobility Administration Center (54%), although a substantial portion (38%) called the provider directly.

The majority (71%) of consumers who have complained in the past are satisfied or somewhat satisfied with the way the complaint was handled.

# EXHIBIT 22

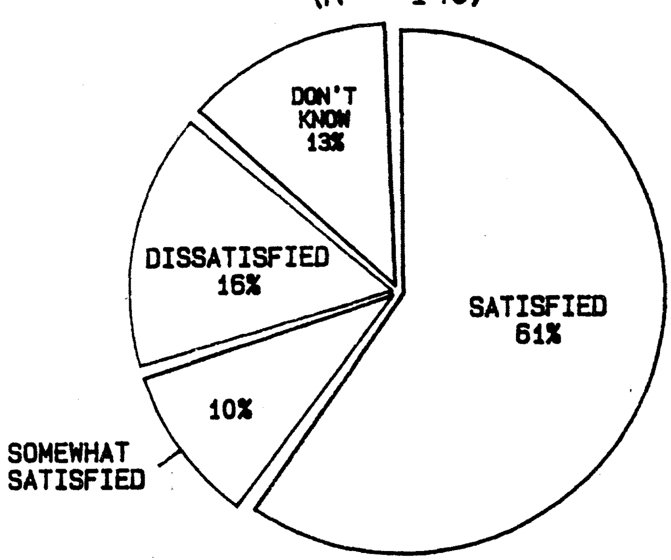
## TO WHOM COMPLAINT WAS MADE

(N = 140)




## SATISFACTION WITH WAY IN WHICH COMPLAINT WAS HANDLED

(N = 140)



# VIII. PRICING ISSUES

## User Attitudes Toward Fixed Costs

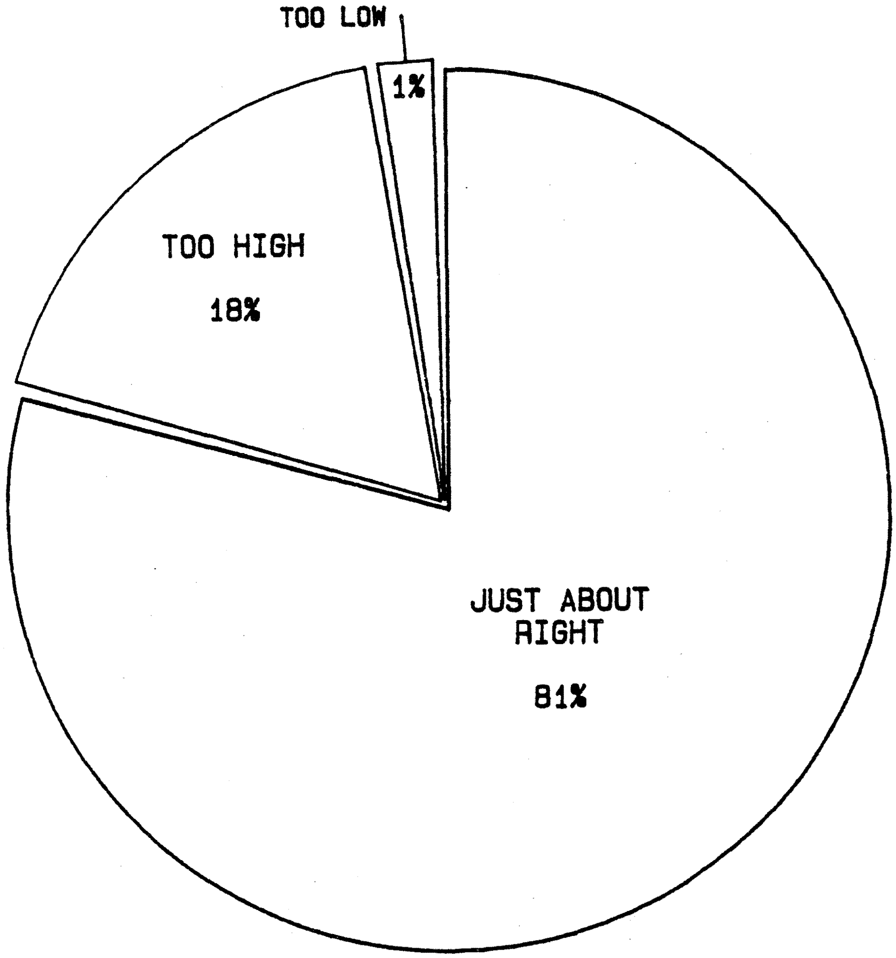
(Exhibits 23 and 24)

The large majority (81%) of Metro Mobility users believe that the annual certification fee of $10 is just about right. Virtually all of the users who disagree with the $10 charge believe that the fee is too high (Exhibit 23).

A sizeable majority (69%) of users believe that the $10 charge for setting up a standing order is appropriate, although 27% of **standing order holders** feel that the cost is too high (Exhibit 24).

Consumers seem to have more difficulty justifying the $5 charge to **change** a standing order. Although 48% of consumers rate the amount as "just right," 32% of all users (37% of standing order holders) describe the fee as too high.

## EXHIBIT 23
# USER ATTITUDES TOWARD THE ANNUAL CERTIFICATION FEE OF $10
(N = 503)

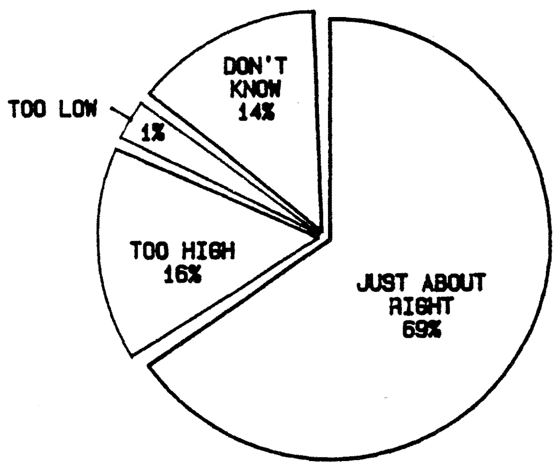


# EXHIBIT 24

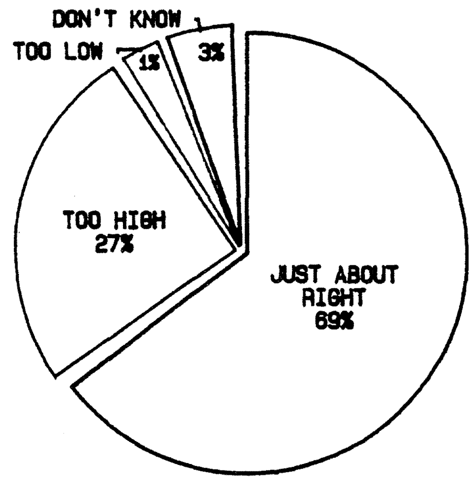
## ATTITUDE TOWARD $10 CHARGE TO SET UP A STANDING ORDER

ALL USERS

(N = 503)



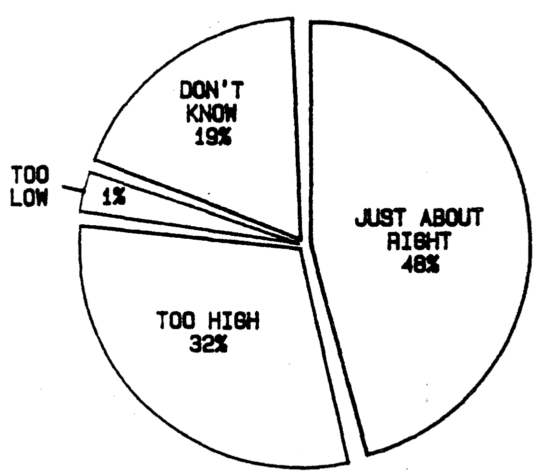

STANDING ORDER HOLDERS
(N = 70)



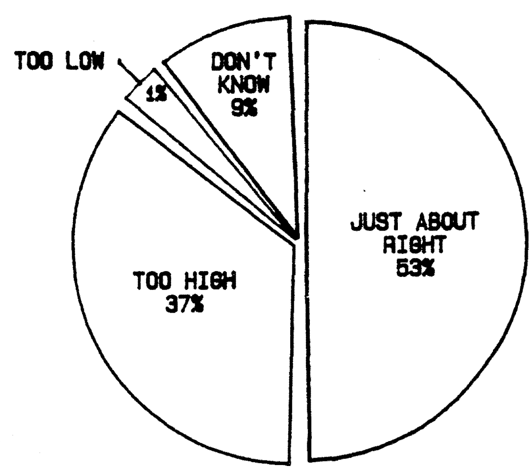

## ATTITUDE TOWARD $5 CHARGE TO CHANGE A STANDING ORDER

ALL USERS

(N = 503)




STANDING ORDER HOLDERS
(N = 70)



**The Cost of Trips up to 8 Miles** (Exhibits 25 and 26)

Ninety percent (90%) of users say that they currently pay $1.00 for a one-way trip up to 8 miles (Exhibit 25).

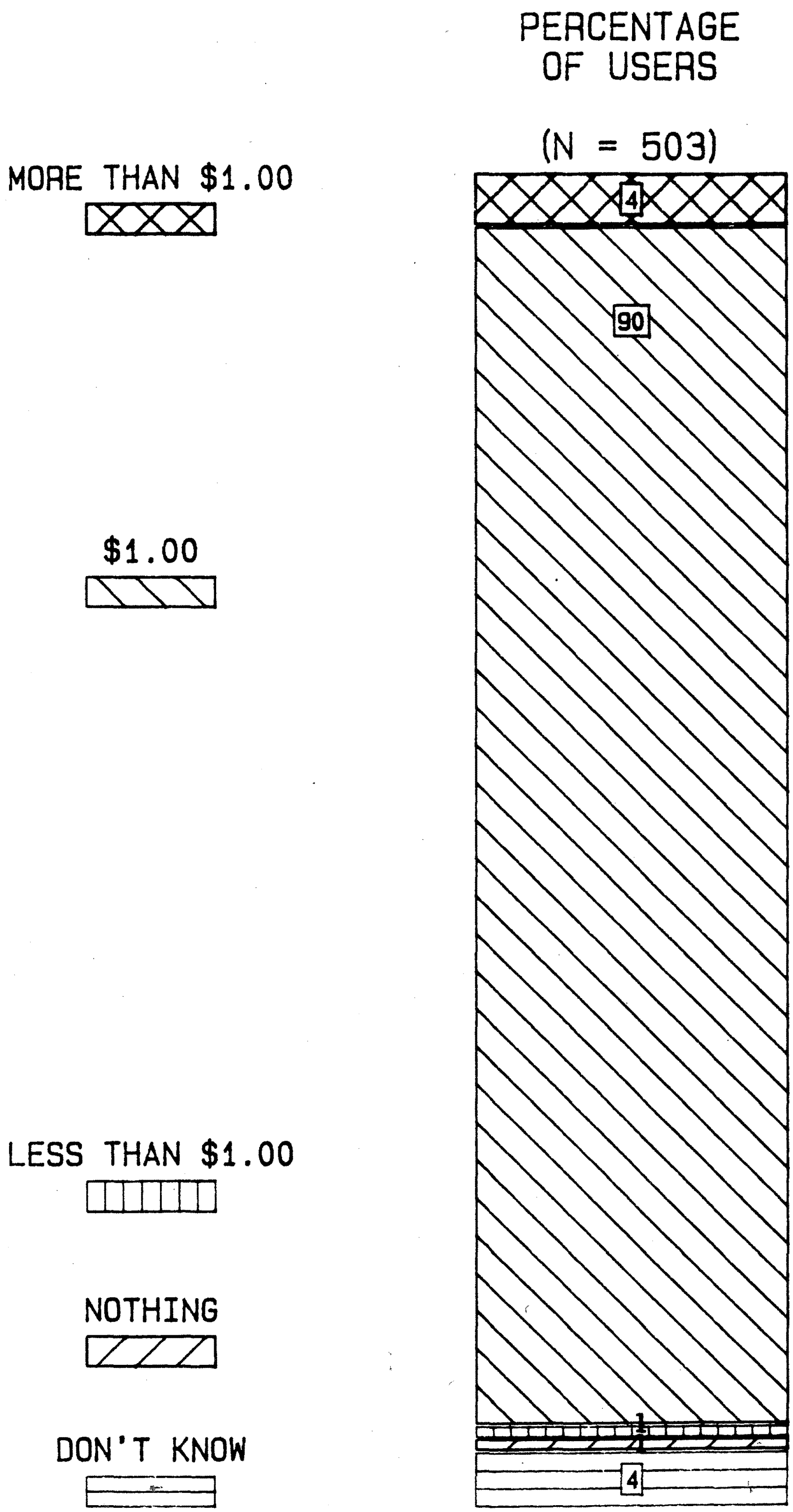
Clearly, consumers perceive the $1 trip fee to have an excellent price/value relationship (Exhibit 26):

- 37% of users define a "reasonable price" as $1.25 or more.
- The average **reasonable price**, as defined by the respondents in this study, is $1.46.
- The **average maximum** amount consumers would be willing to pay is $1.91.

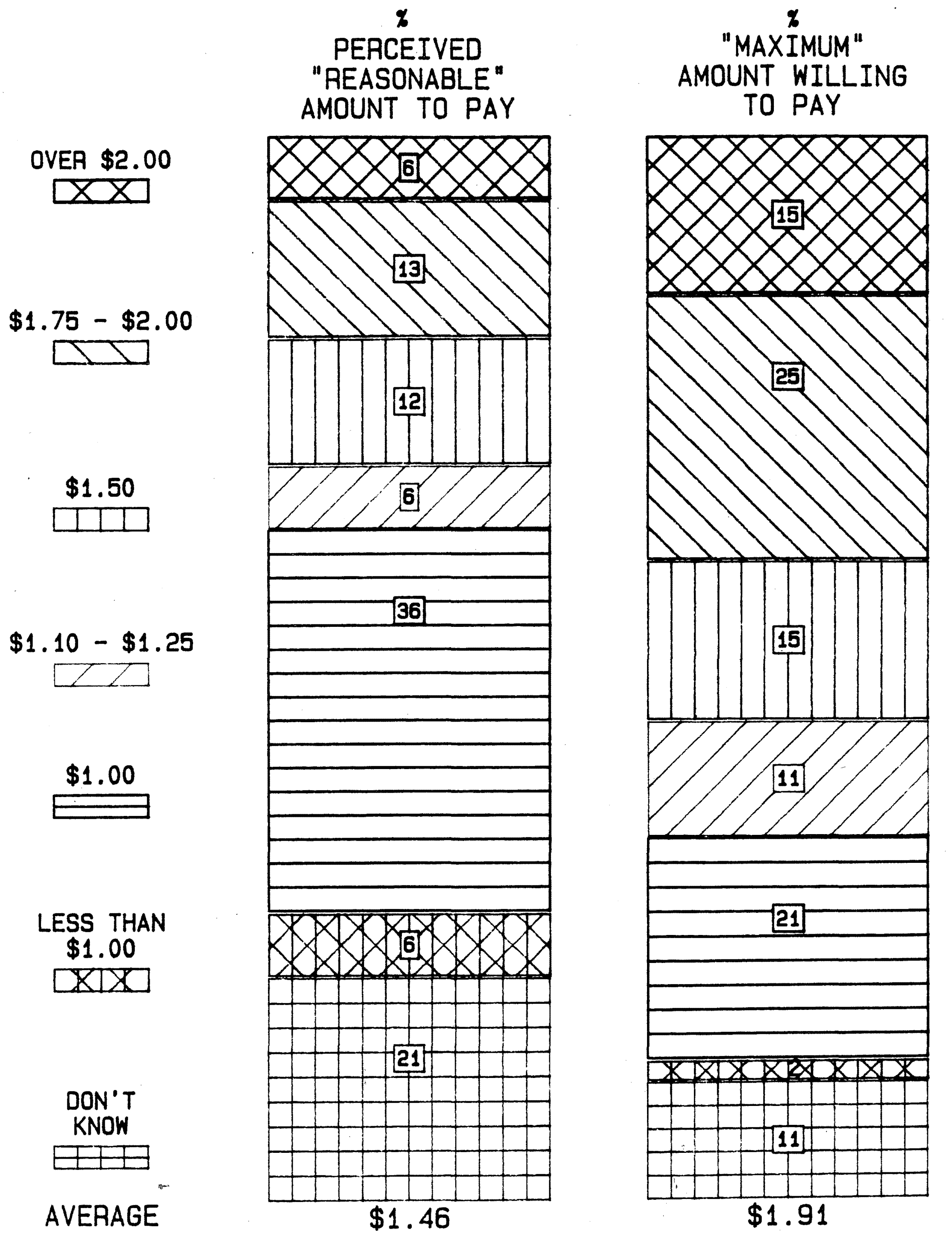
These findings suggest that the overall market will bear a price somewhere between $1.50 and $2.00 for a trip up to 8 miles. On the other hand, the overall low income profile of Metro Mobility users suggests that **some** consumers may require an abatement.

## EXHIBIT 25

# AMOUNT PAID FOR A ONE-WAY TRIP UP TO 8 MILES



## EXHIBIT 26
## ATTITUDES TOWARD PRICING FOR A ONE-WAY TRIP UP TO 8 MILES
(N = 503)



**Attendant and Guest Fees** (Exhibit 27)

Attendants

About one-fourth of Metro Mobility users were unable to offer an opinion regarding the appropriate fee for a personal care attendant. The majority of consumers who expressed an opinion suggested that attendants should pay $1.00. In light of the current pricing structure, this finding suggests that attendants should pay the **same** amount as certified riders.

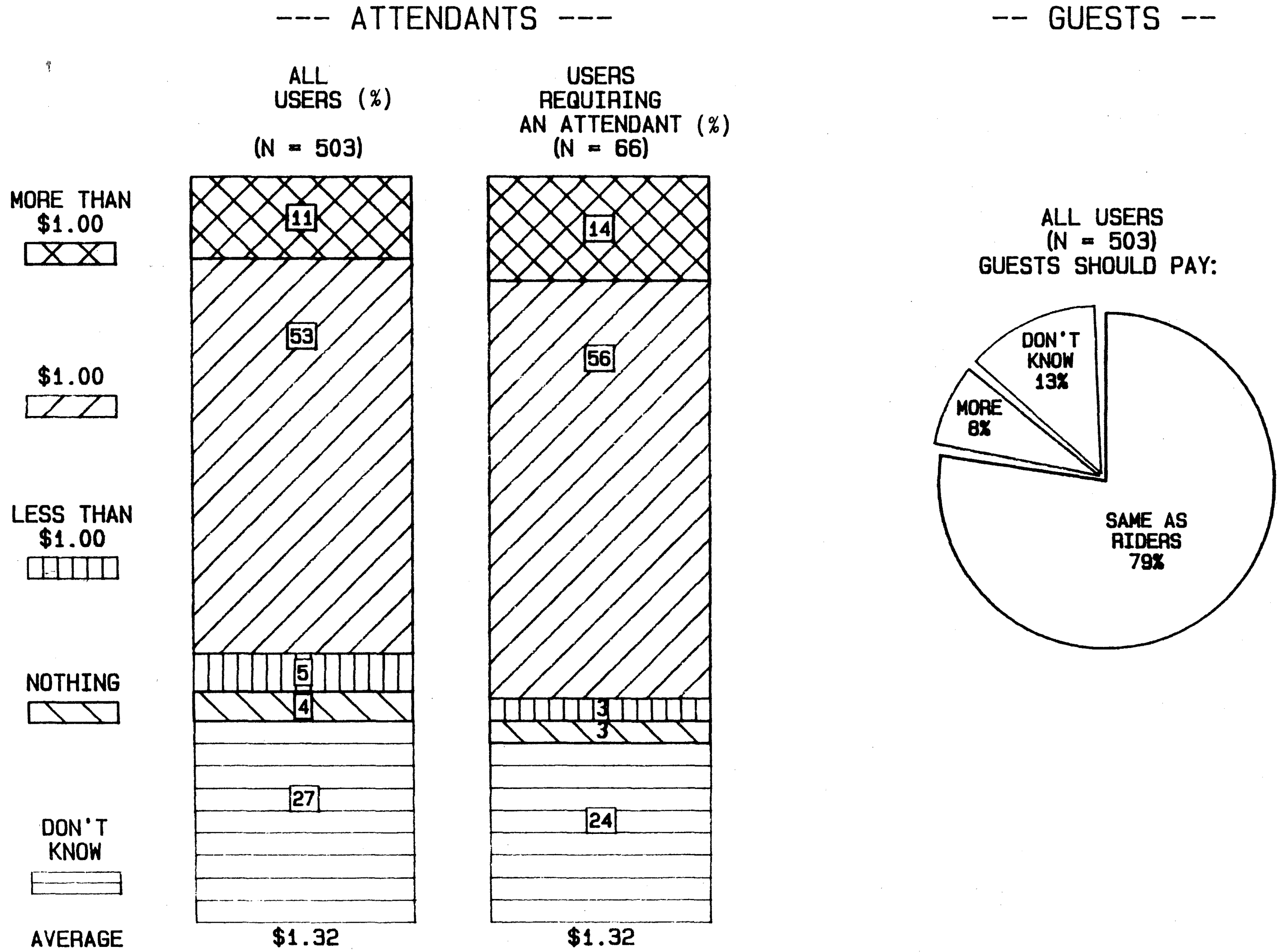
From another perspective, the **average amount** cited for attendants to pay is $1.32. Since this average price point is somewhat lower than that for certified riders, it is logical to conclude that the attendant price should be the same as, or slightly lower than, that of certified riders.

Guests

Nearly 80% of users believe that friends and relatives should not have to pay more than certified riders when they accompany certified riders on Metro Mobility vehicles.

## EXHIBIT 27

# PERCEIVED APPROPRIATE PRICES FOR ATTENDANTS AND GUESTS



# IX. COMMUNICATION ISSUES

## The Rider's Guide (Exhibit 28)

Three-fourths of consumers recall receiving the Rider's Guide within the past year.

Clearly, Metro Mobility users consider the Rider's Guide to be a worthwhile document, since 57% of all users (75% of users who remember receiving it) indicated that they keep the guide handy for reference.

## Topics of Interest to Users (Exhibit 29)

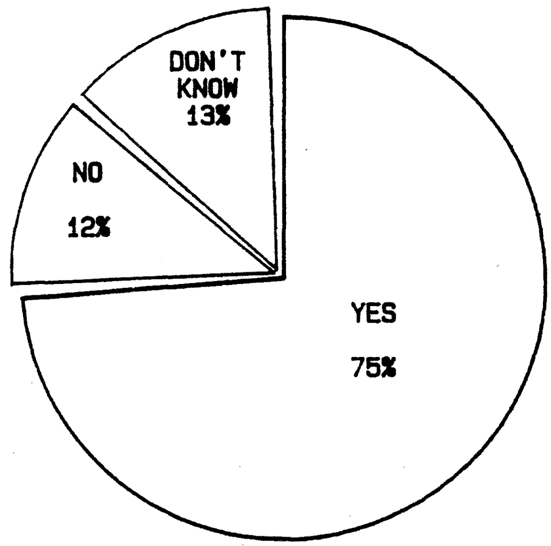
Nearly all Metro Mobility users expressed an interest in four of six newsletter topics that were proposed to them:

- Changes in/additions to Metro Mobility service
- A driver-of-the-month award
- Information about how Metro Mobility is funded
- Information about carriers

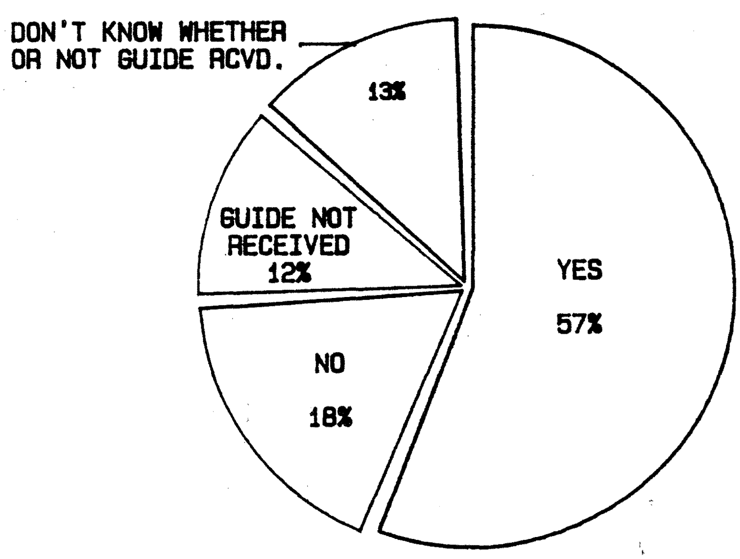
The two remaining proposed topics, information about advisory committees and human interest stories about other riders, generated noticeably less enthusiasm from users.

# EXHIBIT 28
# THE RIDER'S GUIDE
(N = 503)

## INCIDENCE OF RECEIVING RIDER'S GUIDE WITHIN THE LAST YEAR



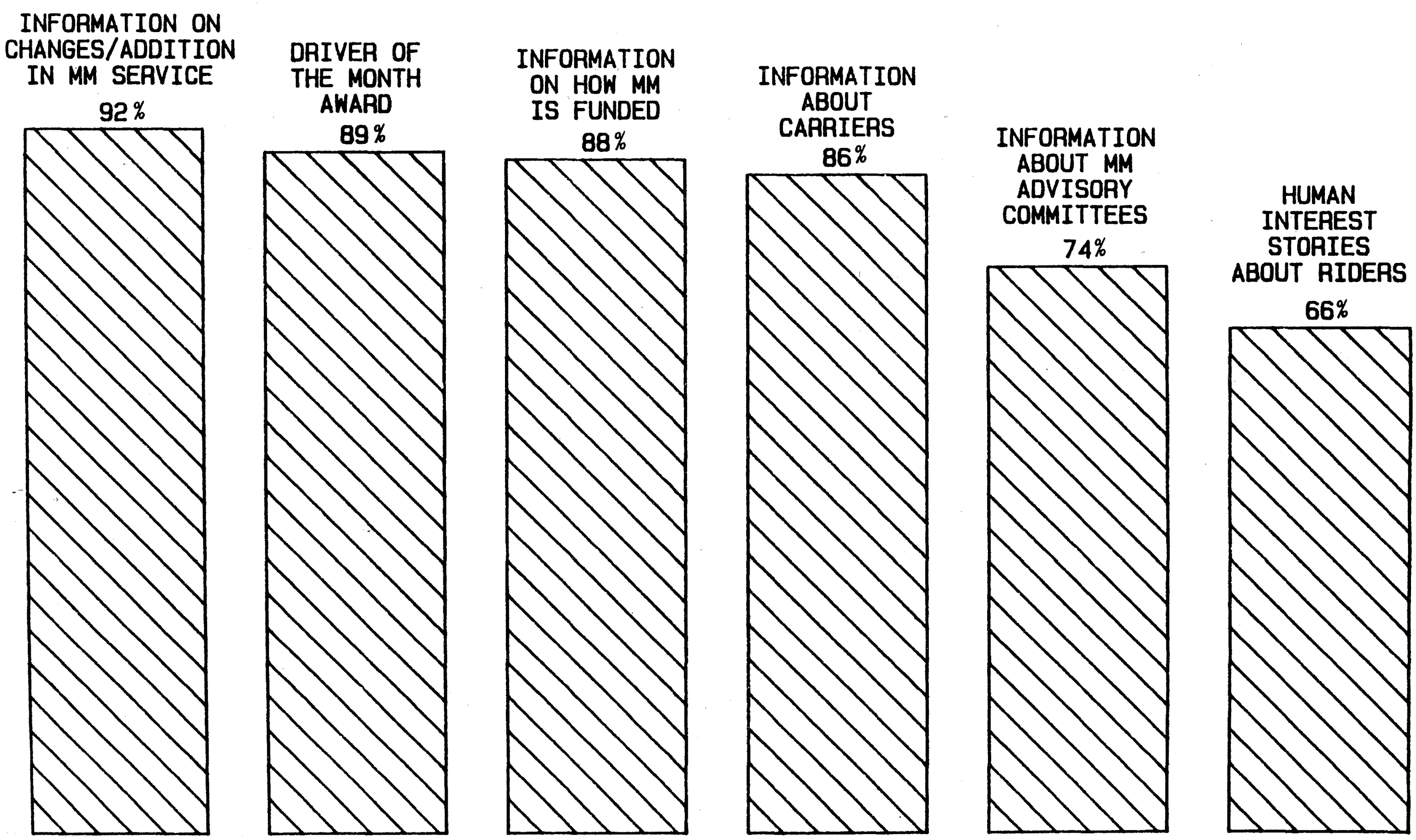

## INCIDENCE OF KEEPING RIDER'S GUIDE HANDY FOR REFERENCE



## EXHIBIT 29

# USER INTEREST IN SELECTED TOPICS FOR INCLUSION IN METRO MOBILITY NEWSLETTERS

(N = 503)



# APPENDIX A. SAMPLE COMPOSITION

## STUDY SAMPLE COMPOSITION

On the following tables we are presenting the percentage of certified persons living in each community and comparing this total universe with the percentage of respondents actually interviewed in this study.

| | Total Universe (N = 9,908) | Study Sample (N = 707) |
|---|---|---|
| | % | % |
| INITIAL AREA | 89.0 | 91.8 |
| BLOOMINGTON | 2.4 | 2.1 |
| BROOKLYN CENTER | .9 | 1.1 |
| COLUMBIA HEIGHTS | .7 | .6 |
| CRYSTAL | .8 | 1.3 |
| EDINA | 2.2 | 2.3 |
| FALCON HEIGHTS | .1 | .0 |
| FRIDLEY | .6 | .8 |
| GOLDEN VALLEY | 1.8 | 3.1 |
| LAUDERDALE | .1 | .0 |
| LITTLE CANADA | .2 | .1 |
| MAPLEWOOD | .8 | .7 |
| MINNEAPOLIS | 37.6 | 41.4 |
| NEW BRIGHTON | .5 | .6 |
| NEW HOPE | 1.9 | 1.1 |
| NORTH ST. PAUL | .5 | .3 |
| RICHFIELD | 1.5 | 2.0 |
| ROBBINSDALE | 1.8 | 1.3 |
| ROSEVILLE | 1.4 | 2.3 |
| ST. ANTHONY | .3 | .1 |
| ST. LOUIS PARK | 2.1 | 1.8 |
| ST. PAUL | 28.5 | 26.0 |
| SOUTH ST. PAUL | 1.2 | 1.3 |
| WEST ST. PAUL | 1.4 | 1.4 |

| | Total Universe (N = 9,908) | Study Sample (N = 707) |
|---|---|---|
| | % | % |
| EXPANSION AREA | 9.3 | 8.2 |
| ANOKA | .3 | .4 |
| ARDEN HILLS | .2 | .0 |
| BLAINE | .2 | .0 |
| BROOKLYN PARK | .8 | 1.3 |
| CHAMPLIN | .0 | .1 |
| COON RAPIDS | .8 | 1.0 |
| EDEN PRAIRIE | .5 | .3 |
| EXCELSIOR | .1 | .1 |
| HOPKINS | .5 | 1.1 |
| LONG LAKE | .1 | .0 |
| MAPLE GROVE | .2 | .1 |
| MINNETONKA | .9 | 1.0 |
| MOUND | .1 | .0 |
| MOUNDS VIEW | .2 | .1 |
| OSSEO | .2 | .1 |
| PLYMOUTH | .7 | .4 |
| SHOREVIEW | 1.0 | .1 |
| SPRING LAKE PARK | .6 | .7 |
| VADNAIS HEIGHTS | .1 | .0 |
| WAYZATA | .6 | .3 |
| WHITE BEAR LAKE | 1.0 | .8 |
| ALL OTHER | 1.7 | .0 |

The data below presents the total universe of current certified persons, by certification code number, as compared with the study sample:

| | Total Universe (N = 9,908) | Study Sample (N = 707) |
|---|---|---|
| | % | % |
| 20 Series (needs lift equipment) | 28.8 | 31.7 |
| 21 Uses wheelchair, no escort | 22.1 | 26.3 |
| 22 Uses wheelchair, needs escort | 5.2 | 2.4 |
| 23 No wheelchair, no escort | 1.4 | 3.0 |
| 24 No wheelchair, needs escort | .1 | .0 |
| 30 Series (does not need lift equipment) | 71.2 | 68.3 |
| 31 Uses wheelchair, no escort | 4.4 | 6.1 |
| 32 Uses wheelchair, needs escort | .4 | .5 |
| 33 Device other than wheelchair, no escort | 26.8 | 26.9 |
| 34 Device other than wheelchair, needs escort | .9 | .7 |
| 35 No device, no escort | 20.8 | 17.4 |
| 36 No device, needs escort | 4.3 | 3.1 |
| 37 Seasonal from November 1 - April 15 | .9 | 1.3 |
| 38 Severely aged | 12.6 | 12.3 |
| 39 Conditional certificiation for 6-18 months | .1 | .0 |

# APPENDIX B. SURVEY QUESTIONNAIRE

FRIEDRICHS & ASSOCIATES, INC.
920-BUTLER SQUARE
MINNEAPOLIS, MINNESOTA 55403

Metro Mobility Telephone Study
Project #50-305
September, 1987

# QUESTIONNAIRE

BEGIN THE INTERVIEW ON THE NEXT PAGE.

INFORMATION BELOW WILL BE FILLED IN AT THE END OF THE INTERVIEW.

VERIFY: RESPONDENT'S NAME ______________________

ADDRESS: ______________________

CITY (RECORD EXACT CODE: ______________ ZIP: ______________

PHONE #: ______________________

THANK RESPONDENT AND DISCONTINUE INTERVIEW. TALLY AT #7 ON CONTACT SHEET.

IF CURRENT ADDRESS IS DIFFERENT FROM ADDRESS ON LIST, PLACE AN "X" IN THE BOX:

[ ]

INTERVIEW CONDUCTED WITH:

Respondent by phone . . . . . 1

Respondent in person . . . . 2

Respondent's aid by phone . . 3

Respondent's aid in person. . 4

RESPONDENT'S GENDER: Male . . . . 1

Female . . . 2

CERTIFICATION #: ______________________

INTERVIEWER: ______________________ DATE: ______________

Hello, I am (YOUR NAME) from Friedrichs & Associates, an independent marketing research firm. We are conducting a study with people who use a transportation service called Metro Mobility.

We are talking with people who use this service to find out how often they use it and what their opinions are. Each person's opinions will be kept confidential.

1-A. At the present time are you using the Metro Mobility service?

YES . . . 1 - **SKIP TO Q.2.**

NO . . . 2 - **CONTINUE.**

B. Since January of this year, have you used Metro Mobility?

YES . . . 1 - **SKIP TO Q.2.**

NO . . . 2 - **CONTINUE.**

C. Why haven't you used Metro Mobility? **DO NOT READ LIST.**

Just became certified, haven't used it yet . . . . 1

Health has improved so don't need it . . . . . . . 2

Health has deteriorated and can't travel . . . . . 3

Other: **(CLARIFY FULLY)**

____________________________________________

____________________________________________

____________________________________________

____________________________________________

____________________________________________

D. **SKIP TO BOX ON COVER PAGE AND FILL IN ALL INFORMATION.**

2-A. Since January of this year, which Metro Mobility carriers have you used for your transportation needs? **DO NOT READ LIST, BUT CLARIFY AS NEEDED. PROBE BY ASKING:** What other Metro Mobility carriers have you used? Any others?

| | A. USED | B. USE MOST OFTEN |
|---|---|---|
| Active-Ready Ride | 1 | 1 |
| Blue and White Taxi | 2 | 2 |
| CareBus or CareVan (Not Kare Kabs) | 3 | 3 |
| City Wide Cab | 4 | 4 |
| Commuter Express | 5 | 5 |
| DARTS (Dakota County Referal Service) | 6 | 6 |
| Diamond Cab | 7 | 7 |
| Ebenezer Society | 8 | 8 |
| Handicabs | 9 | 9 |
| Handicapped Transport System (HTS) | 1 | 1 |
| Health Central | 2 | 2 |
| Health One | 3 | 3 |
| Kare Kabs (Not Care Bus) | 4 | 4 |
| Med-Kab (Midwest Olson Med-Kab) | 5 | 5 |
| Metro Ride of Minnesota | 6 | 6 |
| Morley Bus Company | 7 | 7 |
| North Memorial (North Medical) | 8 | 8 |
| St. Paul Suburban Bus Co. | 9 | 9 |
| Suburban Paratransit | 0 | 0 |
| Town Taxi | 1 | 1 |
| Twin City Mobility | 2 | 2 |
| Wilder | 3 | 3 |
| Yellow Taxi (Minneapolis) | 4 | 4 |
| Yellow Taxi (St. Paul) | 5 | 5 |
| Other:__________ | 6 | 6 |
| __________ | 7 | 7 |
| __________ | 8 | 8 |

B. **IF MORE THAN ONE CARRIER WAS USED, ASK:** At the present time, which Metro Mobility carrier do you use most often? **RECORD ONE ANSWER ONLY IN COLUMN 2-B ABOVE.**

C. **IF RESPONDENT HAS ONLY USED ONE CARRIER, ASK:** In the area where you live, is there more than one Metro Mobility carrier that you might use?

YES . . . . . 1

NO . . . . . 2

DON'T KNOW. . 3

3-A. In a typical month, about how many rides do you take using Metro Mobility carriers? **IF THERE IS NOT A TYPICAL MONTH, ASK ABOUT THE LAST MONTH.**

_______________ RIDES How many of these were round trip rides, and how many were one way?

_____________________ROUND TRIP

_____________________ONE WAY

B. In a typical month, about how many rides do you take by private car?

_______________ RIDES How many of these were round trip rides, and how many were one way?

_____________________ROUND TRIP

_____________________ONE WAY

C. In a typical month, about how many rides do you take by types of transportation other than Metro Mobility or private car?

_______________ RIDES How many of these were round trip rides, and how many were one way?

_____________________ROUND TRIP

_____________________ONE WAY

4. In the future, do you think you will use Metro Mobility service -- **READ LIST:**

More often . . . . . . . . 1

Less often . . . . . . . . 2

or About the same as you do now . . . . . . . 3

5-A. Do you ever drive a car?

YES . . . 1 - **CONTINUE.**

NO . . . 2 - **SKIP TO C.**

B. Do you have the use of a car that you can drive for any of your transportation needs?

YES . . . 1

NO . . . 2

C. Does the Medical Assistance program ever pay for any of your transportation?

YES . . . 1

NO . . . 2

6-A. When you ride in Metro Mobility carriers, do you require a vehicle with a lift to assist you into the vehicle?

YES, ALWAYS . . . 1

YES, SOMETIMES . 2

NO . . . . . . . 3

B. Do you use any of the following -- **READ LIST ONE AT A TIME:**

Manually operated wheelchair . . . . 1

Electric wheelchair . . . . . . . . . 2

Motorized vehicle such as an Amigo or Lark . . . . . . . . . . . . . . 3

**DO NOT READ:** None of the above . . . . . . . . . . 4

7-A. On what day or days of the week do you usually ride Metro Mobility? **DO NOT READ LIST.**

No special day/days . . 1

Monday . . . . . . . . . 2

Tuesday . . . . . . . . . 3

Wednesday . . . . . . . . 4

Thursday . . . . . . . . 5

Friday . . . . . . . . . 6

Saturday . . . . . . . . 7

Sunday . . . . . . . . . 8

B. Do you have a standing order to ride Metro Mobility or do you call in your order each time you travel?

Standing order. . . . . 1

Call in each time . . . 2

C. Metro Mobility charges $10. to set up a standing order. Do you think this charge is too high, too low, or just about right?

Too high . . . . . . . 1

Too low . . . . . . . . . 2

Just about right . . . 3

Don't know . . . . . . 4

D. If a rider wishes to change a standing order, Metro Mobility charges $5. to make the change. Do you think this charge is too high, too low, or just about right?

Too high . . . . . . . 1

Too low . . . . . . . . . 2

Just about right . . . 3

Don't Know . . . . . . 4

8-A. The last time you rode a Metro Mobility carrier, how many riders, including yourself, were in the vehicle?

_____________ (CLARIFY: Does this include yourself?)

B. Thinking back over the last several trips that you made using Metro Mobility service, if Metro Mobility had not been available to you, how would you have traveled? **DO NOT READ LIST. PROBE BY ASKING:** Any other way?

Could not have traveled . . . . . . 1

Drive a car . . . . . . . . . . . . . 2

Ride in a car with friend or relative driving. . . . . . . . . . 3

Medical Assistance (MA) . . . . . . 4

Social Service Transportation (Red Cross, etc.) . . . . . . . . . 5

Group home owned vehicle . . . . . 6

Bus fixed route public transportation . . . . . . . . . . 7

Cab full fare public transportation . . . . . . . . . . 8

Other:__________________________ . 9

9-A. You said that (**READ CARRIER USED MOST OFTEN AT Q.2-B**) is the Metro Mobility carrier that you use most often.

I will read a list of statements that may or may not describe (**READ CARRIER**) and I would like you to use a scale of 1 to 10 to tell me how well you think each statement describes (**READ CARRIER**).

The first statement is "Has courteous, helpful drivers." If you feel very strongly that (**READ CARRIER**) has courteous, helpful drivers you should give a rating of 10. If you feel that their drivers are not at all courteous and helpful you should give a rating of 1. You may use any number from 1 to 10 to tell me how well each statement describes (**READ CARRIER**).

Now how would you rate (**READ CARRIER**) on "Has courteous, helpful drivers"? **RECORD A RATING OF 1-10.**

B. The next statement is "Provides service when you request it." How well does this statement describe (**READ CARRIER**)? Use any number from 1 to 10 to give me your answer.

C. **CONTINUE TO READ LIST ONE AT A TIME.**

| | | RECORD 1 - 10 | DON'T KNOW/ DOESN'T APPLY |
|---|---|---|---|
| | Has courteous, helpful drivers . . . . . . . . . . . | ________ | . . . X |
| | Is able to provide service when you request it . . . | ________ | . . . X |
| | Provides service to the locations where you want to go . . . . . . . . . . . . . . . . . . . . | ________ | . . . X |
| | Provides service during the hours when you want to travel . . . . . . . . . . . . . . . . . . . | ________ | . . . X |
| (CARRIER) | Picks you up on time . . . . . . . . . . . . . . . | ________ | . . . X |
| | Gets you to your destination quickly . . . . . . . . | ________ | . . . X |
| | Has drivers who are friendly and will talk to you. . | ________ | . . . X |
| | They drive carefully and do not exceed the speed limit . . . . . . . . . . . . . . . . . . . | ________ | . . . X |
| | Has courteous order takers . . . . . . . . . . . . . | ________ | . . . X |
| | It is easy to call in and place a trip order . . . . | ________ | . . . X |
| (CARRIER) | Drivers know the city well and do not get lost . . . | ________ | . . . X |
| | You feel safe when you ride with them . . . . . . . | ________ | . . . X |
| | The driver always requires that you use your seat belt . . . . . . . . . . . . . . . . . . . . | ________ | . . . X |
| | The cost of the ride is reasonably priced . . . . . | ________ | . . . X |
| | Has clean vehicles . . . . . . . . . . . . . . . . | ________ | . . . X |
| | Ramps or lift equipment in the vehicles are well designed and safe to use . . . . . . . . . . . . | ________ | . . . X |
| | Wheel chairs are securely tied down or locked in position in the vehicles . . . . . . . . . . . . . | ________ | . . . X |
| (CARRIER) | Vehicles are in good condition . . . . . . . . . . . | ________ | . . . X |
| | Vehicles provide a smooth ride . . . . . . . . . . . | ________ | . . . X |
| | Vehicles have comfortable temperatures and ventilation . . . . . . . . . . . . . . . . . . . | ________ | . . . X |

9-D. I have a few statements about Metro Mobility in general. As I read each statement, use a scale of 1 to 10 to tell me how much you agree with each statement. If you agree very strongly, give a rating of 10. If you do not agree at all, give a rating of 1. You may use any number from 1 to 10 to give your answer.

| The first one is -- READ LIST ONE AT A TIME: | RECORD 1 - 10 | DON'T KNOW |
|---|---|---|
| Metro Mobility is a means of transportation that you know how to use . . . . . . . . . . . . . . . . | ____________ | . . . X |
| The Metro Mobility Administration Center is helpful at answering your questions . . . . . . . . . . . . | ____________ | . . . X |
| Metro Mobility provides a top quality service for handicapped individuals . . . . . . . . . . . . . . . | ____________ | . . . X |

10. Now I would like you to tell me how important each of these statements is to you when you use a transportation service. If a statement is extremely important to you, give it a rating of 10. If it is of no importance to you, give it a rating of 1. You may use any number from 1 to 10 to give your answers.

| | How important is -- READ LIST ONE AT A TIME: | RECORD 1 - 10 | DON'T KNOW DOESN'T APPLY |
|---|---|---|---|
| | Has courteous, helpful drivers . . . . . . . . . . . | ____________ | . . . X |
| | Is able to provide service when you request it . . . | ____________ | . . . X |
| | Provides service to the locations where you want to go . . . . . . . . . . . . . . . . . . . . | ____________ | . . . X |
| | Provides service during the hours when you want to travel . . . . . . . . . . . . . . . . . . . . | ____________ | . . . X |
| | Picks you up on time . . . . . . . . . . . . . . . . | ____________ | . . . X |
| HOW IMPOR- | Gets you to your destination quickly . . . . . . . . | ____________ | . . . X |
| TANT IS | Has drivers who are friendly and will talk to you. . | ____________ | . . . X |
| | They drive carefully and do not exceed the speed limit . . . . . . . . . . . . . . . . . . . . | ____________ | . . . X |
| | Has courteous order takers . . . . . . . . . . . . . | ____________ | . . . X |
| | It is easy to call in and place a trip order . . . . | ____________ | . . . X |
| HOW IMPOR- | Drivers know the city well and do not get lost . . . | ____________ | . . . X |
| TANT IS | You feel safe when you ride with them . . . . . . . | ____________ | . . . X |
| | The driver always requires that you use your seat belt . . . . . . . . . . . . . . . . . . . . | ____________ | . . . X |
| | The cost of the ride is reasonably priced . . . . . | ____________ | . . . X |
| | Has clean vehicles . . . . . . . . . . . . . . . . . | ____________ | . . . X |
| HOW IMPOR- TANT IS | Ramps or lift equipment in the vehicles are well designed and safe to use . . . . . . . . . . . . | ____________ | . . . X |
| | Wheel chairs are securely tied down or locked in position in the vehicles . . . . . . . . . . . . | ____________ | . . . X |
| | Vehicles are in good condition . . . . . . . . . . . | ____________ | . . . X |
| | Vehicles provide a smooth ride . . . . . . . . . . . | ____________ | . . . X |
| | Vehicles have comfortable temperatures and ventilation . . . . . . . . . . . . . . . . . . . . | ____________ | . . . X |

11. Now for my next question, please tell me for which of the following purposes do you use Metro Mobility -- **READ LIST ONE AT A TIME:**

Health related purposes such as doctor or dentist appointments, therapy or dialysis . . . . . . . . . . . . . . . . . . . . 1

Shopping . . . . . . . . . . . . . . . . . . . . . . 2

Personal business such as banking or going to the barber or beauty shop . . . . . . . . . . . . 3

Visiting friends or relatives . . . . . . . . . . . 4

Meetings . . . . . . . . . . . . . . . . . . . . . . 5

Volunteer work . . . . . . . . . . . . . . . . . . 6

Work for pay. . . . . . . . . . . . . . . . . . . . 7

School or Vocational training . . . . . . . . . . 8

Church or Synagogue . . . . . . . . . . . . . . . . 9

Eating out . . . . . . . . . . . . . . . . . . . . 0

Recreation that has a scheduled time such as theatre, concerts, or movies . . . . . . . . . . 1

Other recreation that does not have a scheduled time . . . . . . . . . . . . . . . . . 2

12-A. Metro Mobility has a <u>basic fare</u> for trips <u>up to 8 miles</u>. Travel <u>beyond</u> 8 miles may have a higher fare. When you ride a Metro Mobility carrier, how much do you pay for a one way trip up to 8 miles?

$_______. __ __

Nothing . . . . . X

Don't Know . . . R

B. If Metro Mobility were to change the amount of their fares, what do you think would be a <u>reasonable</u> amount to pay for one way trips <u>up to 8 miles</u>?

$_______. __ __

Don't Know . . . R

C. What is the <u>most</u> that you would be willing to pay for a one way trip <u>up to 8 miles</u>?

$_______. __ __

Don't Know . . . R

13. Each year, in order to be certified to ride Metro Mobility, the users are required to pay $10. for administration fees.

Do you think that this yearly charge of admission to the Metro Mobility System is too high, too low, or just about right?

Too high . . . . . . . 1

Too low . . . . . . . 2

Just about right . . . 3

14-A. Are you able to travel by yourself or <u>must</u> you have a personal care attendant travel with you?

Travel alone . . . . . . . . 1

Must have an attendant . . 2

B. How much do you think a personal care attendant should pay for a one way trip up to 8 miles?

$________.___ ___

Pay nothing . . . X

Don't Know . . . R

15-A. When you use Metro Mobility, do you ever have friends or relatives who are <u>not</u> certified Metro Mobility users ride with you?

YES . . . 1

NO . . . 2

B. Do you think that friends or relatives should pay the same fare as certified Metro Mobility riders or should they pay more?

Same as MM riders . . . . 1 - **SKIP TO Q.16.**

More . . . . . . . . . . . 2 - **CONTINUE.**

Don't know . . . . . . . . 3 - **SKIP TO Q.16.**

C. How much do you think friends or relatives should pay for a one way trip up to 8 miles?

$________.___ ___

Don't Know . . . X

16. For how long have you been certified to use the Metro Mobility service?
**DO <u>NOT</u> READ LIST UNLESS NECESSARY.**

1 - 3 months . . . . . . . 1

4 - 6 months . . . . . . . 2

7 - 9 months . . . . . . . 3

10 - 12 months . . . . . . 4

Over 12 months . . . . . . 5

17-A. Within the last year, did you receive a blue folder called the Metro Mobility Rider's Guide?

YES . . . . 1 - CONTINUE.

NO . . . . 2 ⎤
DON'T KNOW. 3 ⎦ - SKIP TO Q.18.

B. Is the Riders Guide something that you keep handy for reference?

YES . . . . 1

NO . . . . 2

18. Metro Mobility publishes a newsletter for their riders. Which of the following types of information would you like to see included in the newsletter -- **READ LIST ONE AT A TIME.**

Information on any additons or changes in the Metro Mobility service . . . . . . 1

Information about the various carriers who provide Metro Mobility service. . . . 2

Human interest stories about riders . . . . 3

A driver of the month award for drivers who are especially helpful to riders . . 4

Information on how Metro Mobility is funded . . . . . . . . . . . . . . . . . . 5

Information about appointed advisory committees that relate to the Metro Mobility program . . . . . . . . . . . . . 6

19-A. Have you ever made a complaint about Metro Mobility service?

YES . . . 1 - **CONTINUE.**
NO . . . 2 - **SKIP TO Q.20.**

B. To whom did you make the complaint? **DO <u>NOT</u> READ LIST.**

The driver . . . . . . . . . . . . 1
Called the carrier/provider. . . 2
Called the Metro Mobility Administration Center . . . . 3
Called the Rider Representative. 4
Called the RTB . . . . . . . . . . 5
Other:_________________________. 6
_____________________________. 7

C. Was your complaint handled to your satisfaction?

YES . . . . 1
NO . . . . . . 2
SOMEWHAT . . 3
DON'T KNOW . 4

20. Now I have a few questions for classification purposes. This information will be kept confidential.

What is your age? **IF RESPONDENT IS HESITANT, READ LIST:**

Under 18 . . . . . . 1
18 - 24 . . . . . . 2
25 - 34 . . . . . . 3
35 - 44 . . . . . . 4
45 - 54 . . . . . . 5
55 - 64 . . . . . . 6
65 - 74 . . . . . . 7
75 - 84 . . . . . . 8
85 or over . . . . 9

21. In what type of residence do you live? Is it -- **READ LIST:**

An apartment . . . . . . . . . . 1
Condominium . . . . . . . . . . 2
Private home . . . . . . . . . . 3
Townhouse . . . . . . . . . . . 4
Group home . . . . . . . . . . . 5
or Some other type . . . . . . . 6

**DO NOT READ:**

Duplex . . . . . . . . . . . . . 7
Mobile home . . . . . . . . . . 8
Other:________________________ 9

22-A. What is your marital status? At the present time are you -- **READ LIST:**

Married . . . . . . 1 - **CONTINUE.**
Single . . . . . . 2 - **SKIP TO D.**
Widowed . . . . . . 3 - **SKIP TO D.**
or Divorced . . . . 4 - **SKIP TO D.**

B. What is your total yearly family income before taxes? Is it --

**READ LIST:**

Under $10,000 →
- Is it under $2,500 . . . . 1
- $2,500 to $4,999 . . . . 2
- or $5,000 or more . . . . 3

or $10,000 or more →
- Is it under $15,000 . . . 4
- or $15,000 or more . . . . 5

Refused . . . . . . . . . 6

C. **SKIP TO BOX ON COVER PAGE AND FILL IN ALL INFORMATION.**

D. What is your total yearly income before taxes? Is it --

**READ LIST:**

Under $10,000 →
- Is it under $2,500 . . . . 1
- $2,500 to $4,999 . . . . 2
- or $5,000 or more . . . . 3

or $10,000 or more →
- Is it under $15,000 . . . 4
- or $15,000 or more . . . . 5

Refused . . . . . . . . . 6

E. **SKIP TO BOX ON COVER PAGE AND FILL IN ALL INFORMATION.**

FRIEDRICHS & ASSOCIATES, INC.
920-BUTLER SQUARE
MINNEAPOLIS, MINNESOTA 55403

Metro Mobility Telephone Study
Project #50-305
September, 1987

## CONTACT SHEET

INTERVIEWER ______________________________

DATE: ____________________ HOURS WORKED __________ TO __________

THERE MUST BE ONE TALLY FOR EACH NUMBER DIALED.

| | | TOTALS |
|---|---|---|
| 1. | NO ANSWER/BUSY/DISCONNECTED/NOT IN SERVICE: | 759 |
| 2. | RESPONDENT NOT AVAILABLE: | 351 |
| 3. | RESPONDENT NOT ABLE TO COMMUNICATE: | 274 |
| 4. | REFUSED TO BEGIN INTERVIEW: | 126 |
| | TERMINATED DURING INTERVIEW: | |
| 5. | TERM. BY RESPONDENT: | 40 |
| 6. | TERM. BY INTERVIEWER: | 21 |
| 7. | COMPLETED INTERVIEW: | |
| | USER | 503 |
| | NON-USER (DOES NOT COUNT TOWARD QUOTA) | 204 |
| | DAILY TOTAL | 2,278 |

**INTERVIEWER:** TOTAL ALL CONTACTS ACROSS AND DOWN
THIS SHEERT SO WE HAVE A DAILY TOTAL.