



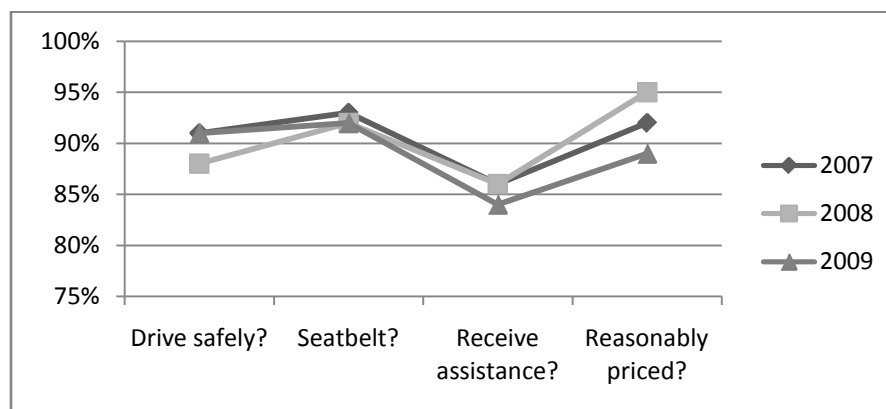
2009 Ridership Survey

Overview and Highlights

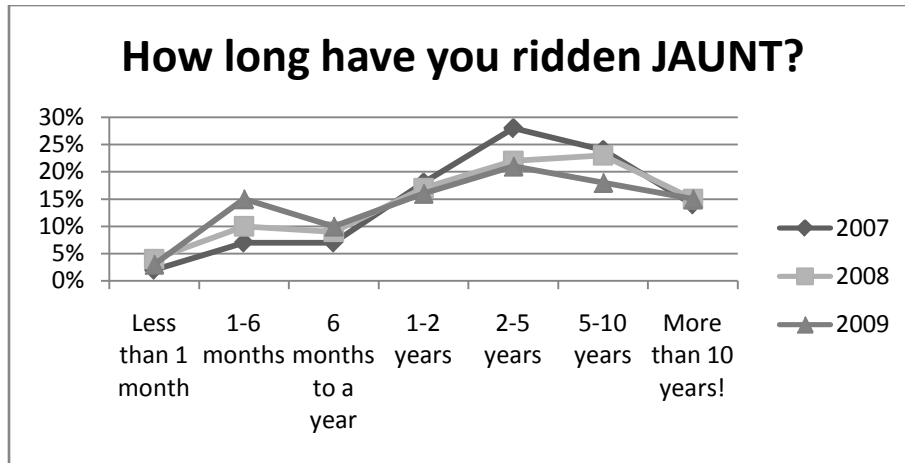
The Ridership Survey has been conducted each fall for the past 23 years. Its purpose is to provide a snapshot of who our passengers are, and to garner their thoughts and opinions about the services we provide. It is self administered and either given back to the driver upon completion or mailed in directly to the main office. This method, coupled with open-ended questions on the survey itself, diminishes the likelihood of an “interviewer bias.” The passenger information about locality mirrored our actual passenger information kept internally on our Trapeze database. This suggests that the sample results are proportional to the number of passengers actually served in each locality. **In total 455 surveys were returned completed. This is the largest survey sample that JAUNT has ever had, and it represents a 51% increase over 2008.**

The survey was redesigned this year; however, most questions were kept the same so that historical comparisons could be made. Several new questions were added: *Would you recommend JAUNT to a friend?; What could we do to attract more riders?;* as well as an opportunity to make a direct comment to the drivers & staff; *Would you like to share a positive story or comment with our staff? Fill in the comment area below and we’ll be sure they get your message!*

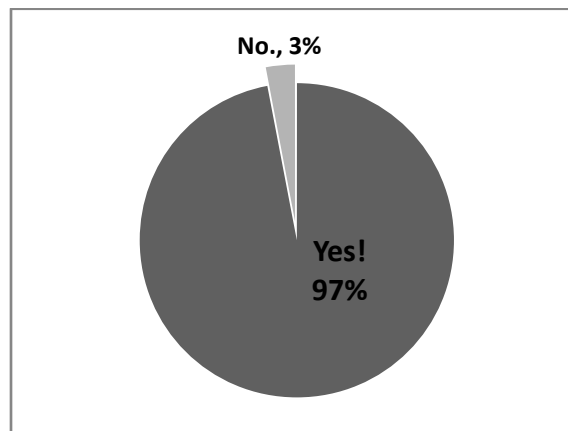
The most significant observation that can be made from this year’s results is that there has been very little change. For an agency with a history of providing excellent service this is great news. Here is a quick look at some historical trends:



Our passengers report a consistency of service. The slight dip in the question of “reasonably priced” may be a reflection of the difficult economic times.



We continue to attract and keep passengers over time. One might ask if this could just be the result of not having other transportation options. A quick look at the survey results easily refutes this. **93% of those who made comments gave positive feedback, 98 passengers took the time to write a positive comment to the staff,** and finally, the outstanding result to the following question: *Would you recommend JAUNT to a friend?*



All of these combined most certainly supports the conclusion that JAUNT is providing a service that is valued by the customers. **This last question gets to the real test of a service agency; would you give a personal, positive referral about JAUNT. And to that, our passengers gave a resounding “Yes!”**

Overall, the results of the 2009 ridership Survey are consistent and positive. It seems fitting to let a passenger have the last say: “This service JAUNT represents is the best thing we've encountered since coming to C'Ville 12 years ago.” Mr. & Mrs. Carley

Submitted by:

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