

2015 Vanpool Customer Satisfaction Survey



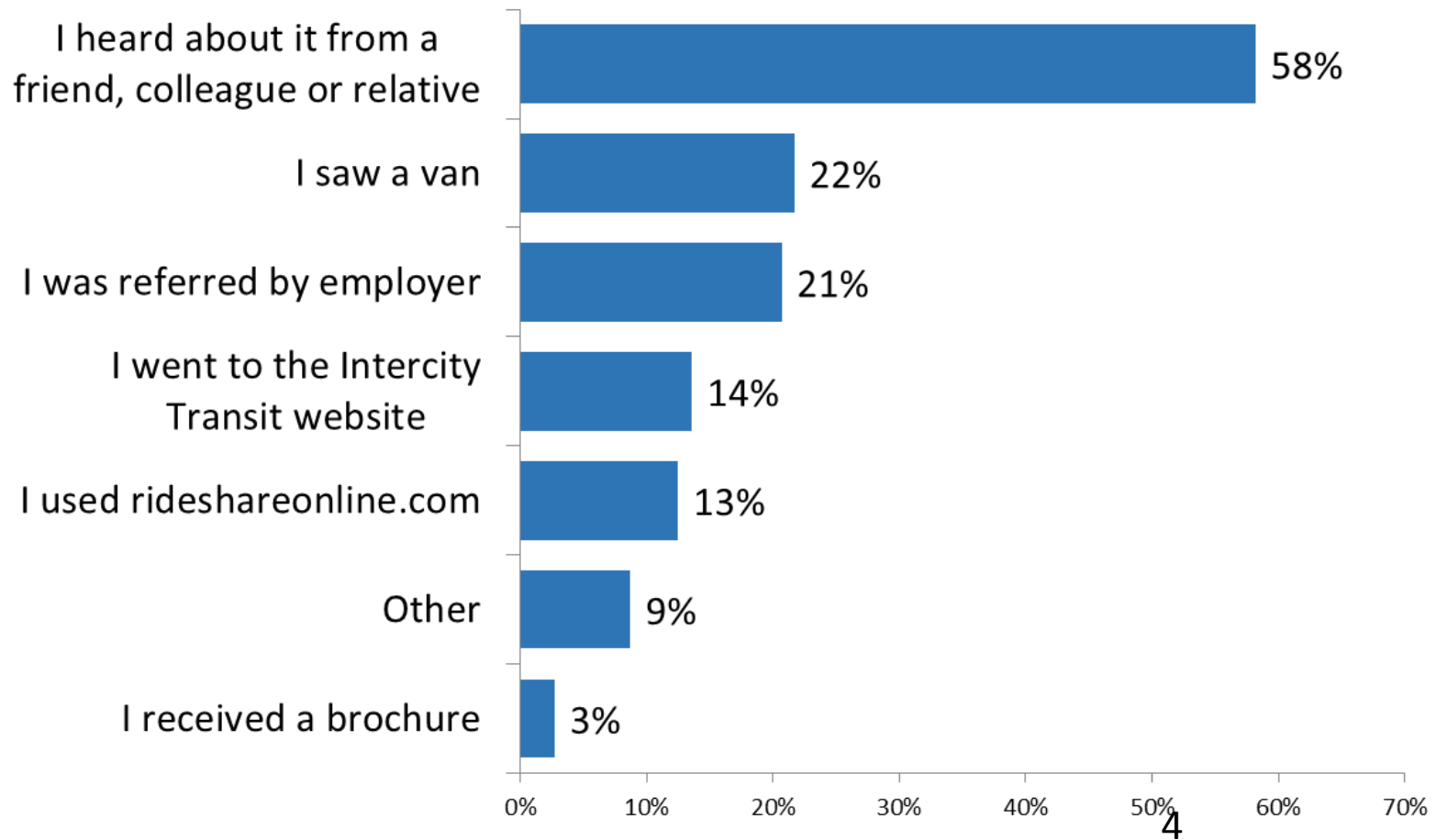
Vanpoolers

- How did they learn about Intercity Vanpools and why did they join?
- Who are they demographically?
- Why do they like/dislike about the program?

How they Learned about Vanpooling, Why They Joined, and What Had They Done Previously?



How Participants Heard about Vanpool



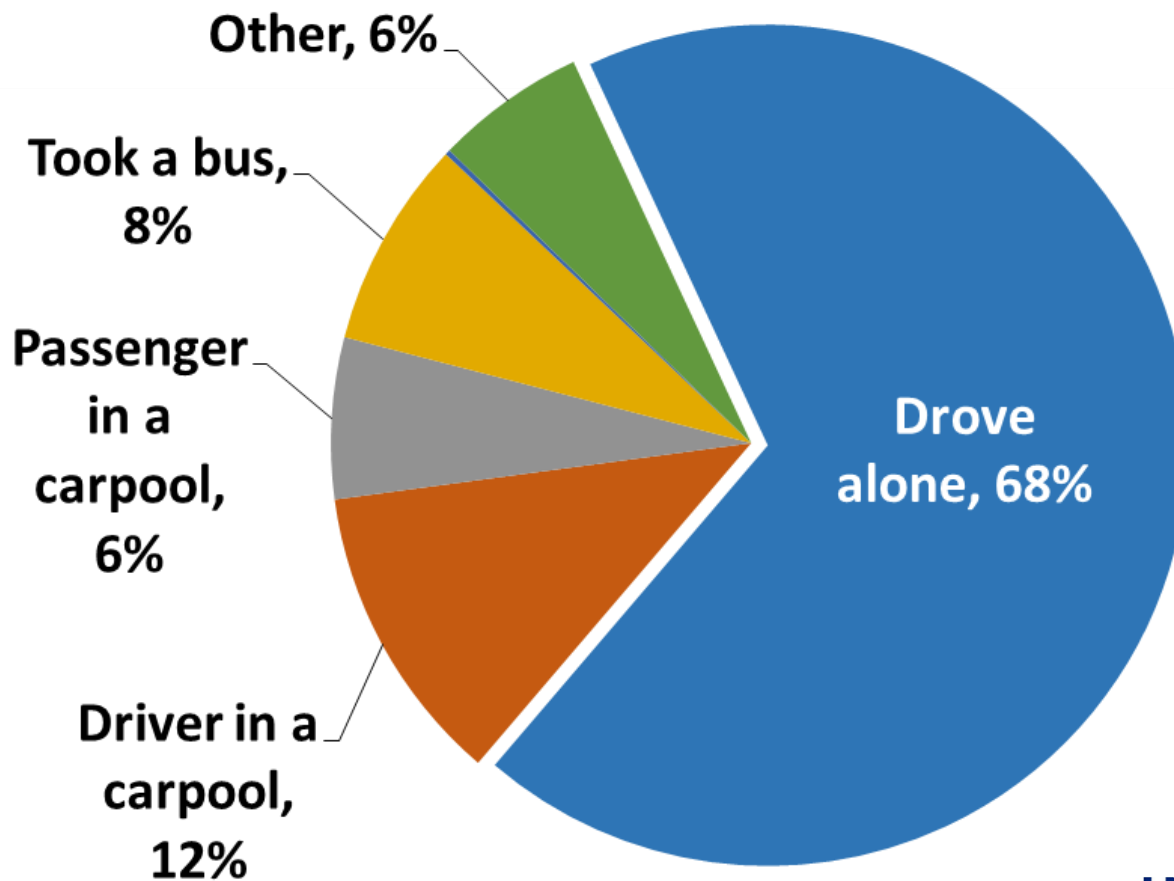
Why People Joined Vanpool

Importance of Factors in Deciding to Vanpool



	Save money	Reduce wear and tear on vehicle	Reduce stress of commuting	Help the environment	No other practical alternative to driving alone
■ Not relevant to my decision	1%	1%	10%	16%	30%
■ Not important	1%	2%	12%	7%	13%
■ Important	43%	59%	48%	59%	39%
■ Would not have joined a vanpool without this	54%	37%	29%	18%	17%

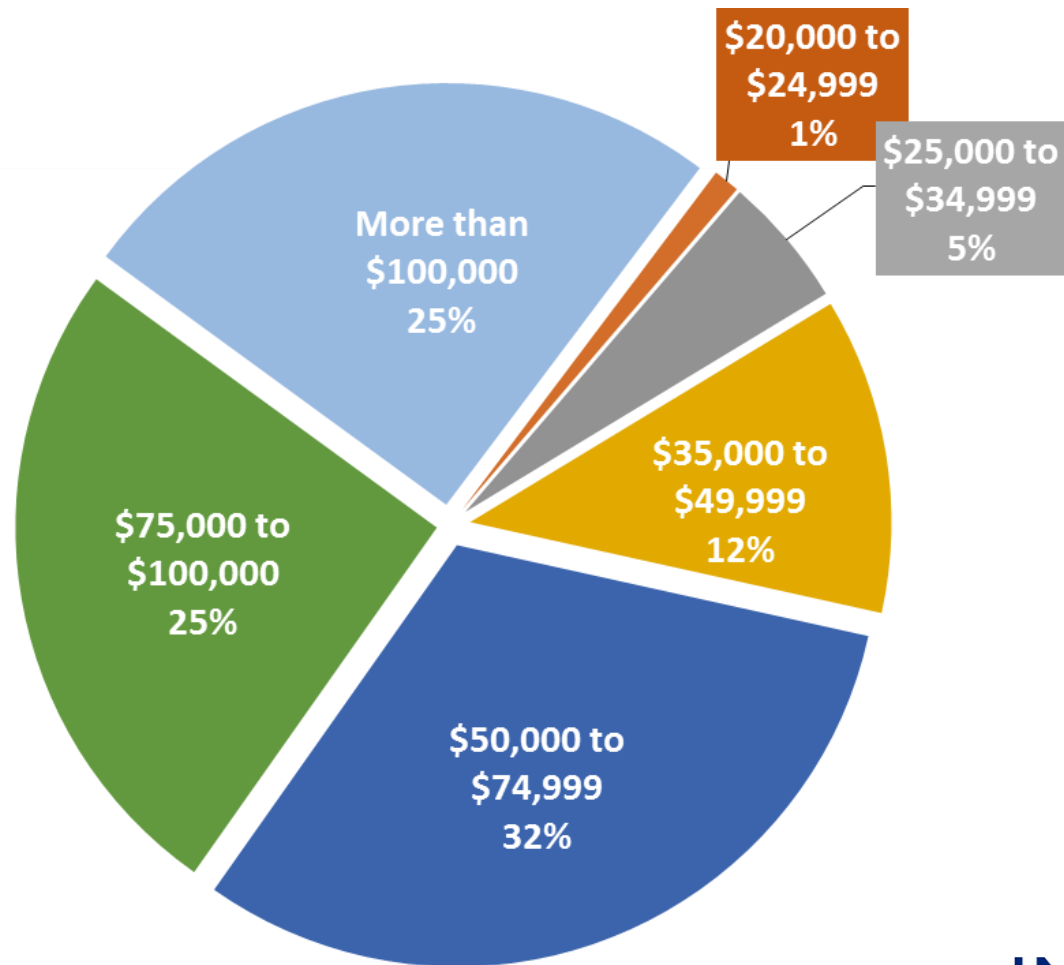
Prior Commute Mode



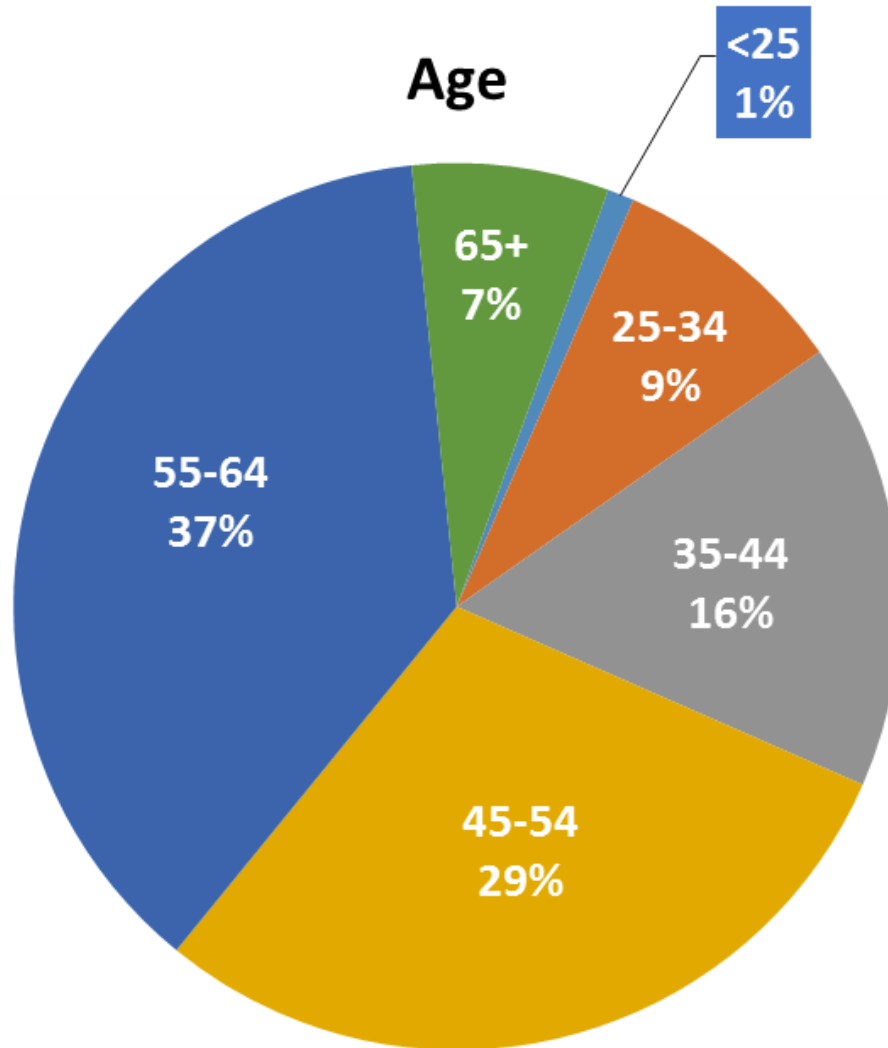
Demographics



Income

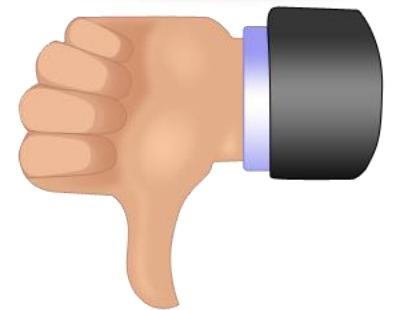


Age



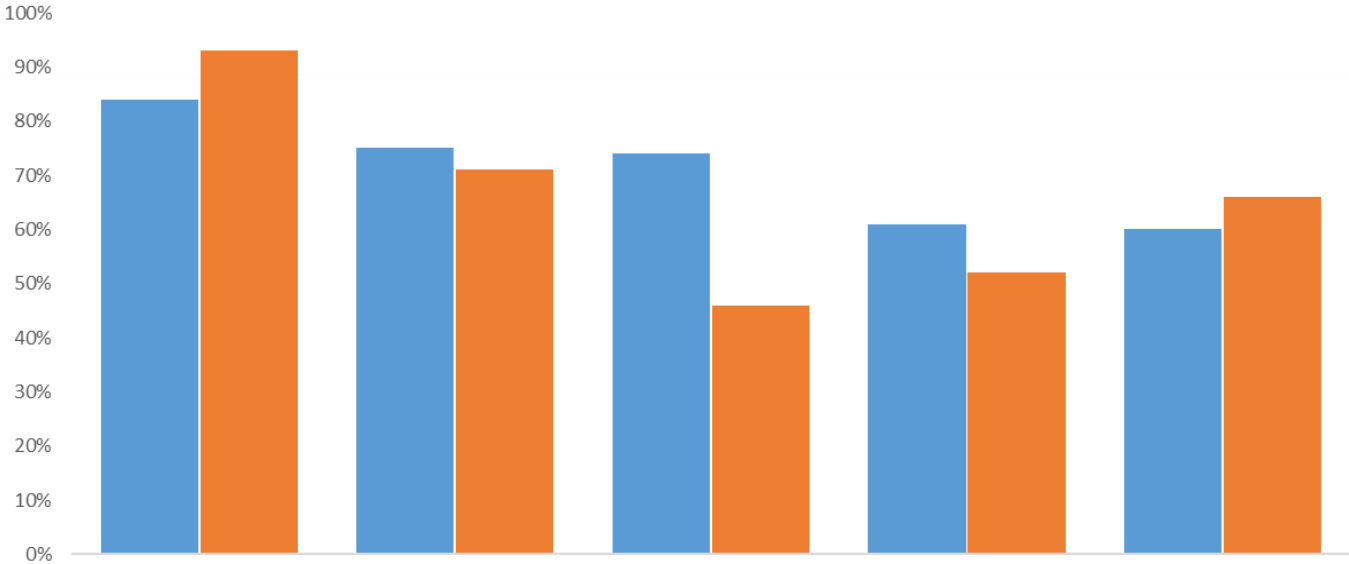


What They Like and What they Don't Like



What Users Like

What Riders and Drivers "Like a lot" about the Vanpool



■ Riders & backup drivers

■ Drivers

84%

75%

74%

61%

60%

93%

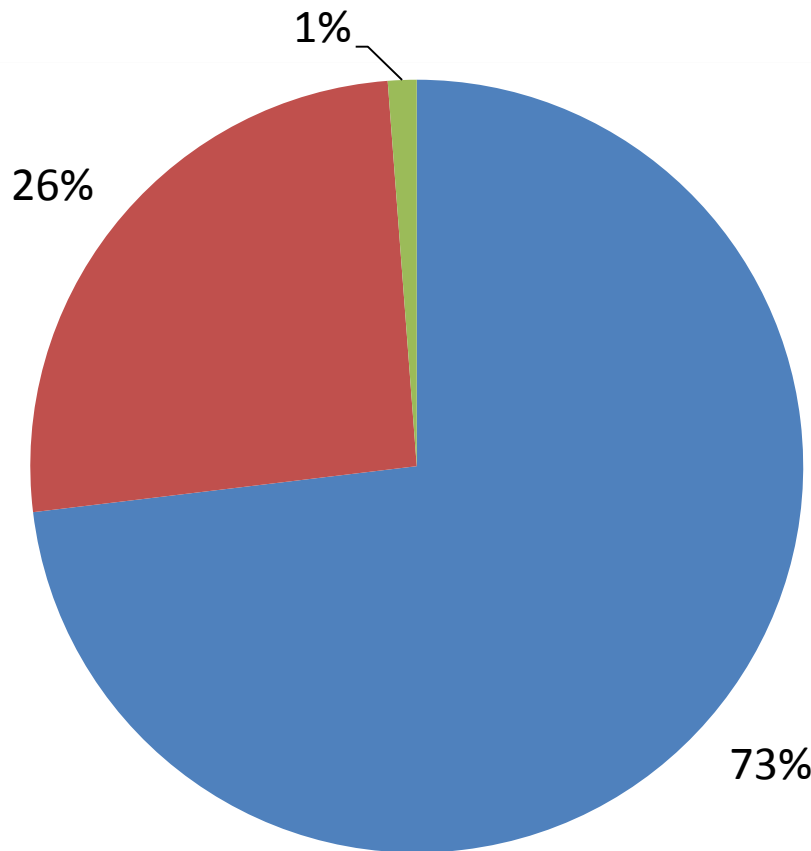
71%

46%

52%

66%

Overall Satisfaction

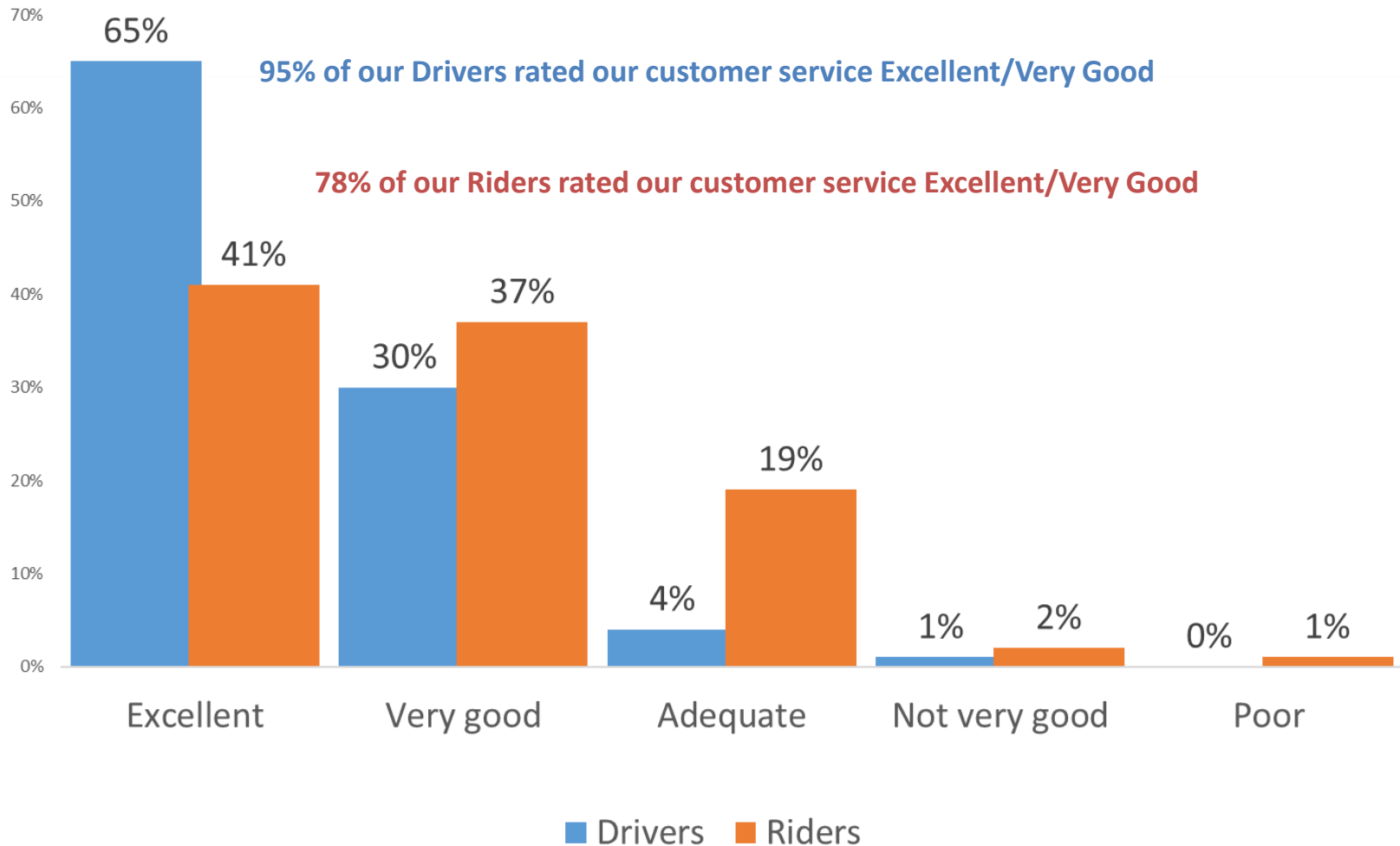


98.8% of program participants rated our program Excellent/Very Good

- Excellent
- Very Good
- Adequate
- Not Very Good
- Poor

Customer Service

Satisfaction with customer service



Examples of Customer Feedback

- 2 thumbs up, very satisfied with service.
- If it weren't for the vanpool I most likely would not have taken the job I currently have.
- No complaints. Also maintenance crew are very professional.
- Everyone at IT is very nice and helpful. I don't understand why it is more expensive to drive a smaller van than the large vans.
- I am impressed with the friendliness and dedication of the IT staff. My preferred commute option would be a train from Tacoma to Olympia (like a subway system), but that does not exist.

More Customer Comments

- I think vanpool members should be able to "vote" out a member who causes problems with the other members of a van.
- I was disappointed that I was dismissed as a driver when I got my first ticket ever in my life. I thought that was a little harsh. I was already mortified I even got a ticket.
- I think Intercity should support vanpool members who deem a driver unsafe. We were told we couldn't prohibit her driving without complaining to Intercity. Most people in the van are unwilling to do so, so no one does. I hope we don't have to wait for an accident to happen.

User Retention

Future Intention

