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

- I heard about it from a friend, colleague or relative: 58%
- I saw a van: 22%
- I was referred by employer: 21%
- I went to the Intercity Transit website: 14%
- I used rideshareonline.com: 13%
- Other: 9%
- I received a brochure: 3%
Why People Joined Vanpool

Importance of Factors in Deciding to Vanpool

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not relevant to my decision</th>
<th>Not important</th>
<th>Important</th>
<th>Would not have joined a vanpool without this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save money</td>
<td>1%</td>
<td>1%</td>
<td>43%</td>
<td>54%</td>
</tr>
<tr>
<td>Reduce wear and tear on vehicle</td>
<td>1%</td>
<td>2%</td>
<td>59%</td>
<td>37%</td>
</tr>
<tr>
<td>Reduce stress of commuting</td>
<td>10%</td>
<td>12%</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Help the environment</td>
<td>16%</td>
<td>7%</td>
<td>59%</td>
<td>18%</td>
</tr>
<tr>
<td>No other practical alternative to driving alone</td>
<td>30%</td>
<td>13%</td>
<td>39%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Prior Commute Mode

- Drove alone, 68%
- Driver in a carpool, 12%
- Passenger in a carpool, 6%
- Took a bus, 8%
- Other, 6%
Demographics
Age

- 55-64: 37%
- 45-54: 29%
- 35-44: 16%
- 25-34: 9%
- 65+: 7%
- <25: 1%
What They Like and
What they Don’t Like
What Users Like

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Riders &amp; backup drivers</th>
<th>Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The savings</td>
<td>84%</td>
<td>93%</td>
</tr>
<tr>
<td>The convenience</td>
<td>75%</td>
<td>71%</td>
</tr>
<tr>
<td>Lack of stress of driving</td>
<td>74%</td>
<td>46%</td>
</tr>
<tr>
<td>Good use of my time</td>
<td>61%</td>
<td>52%</td>
</tr>
<tr>
<td>Camaraderie among the riders</td>
<td>60%</td>
<td>66%</td>
</tr>
</tbody>
</table>
Overall Satisfaction

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

- Excellent: 73%
- Very Good: 26%
- Adequate: 1%
- Not Very Good: 0%
- Poor: 0%
95% of our Drivers rated our customer service Excellent/Very Good

78% of our Riders rated our customer service Excellent/Very Good
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

- Will leave because you or your job will move 4%
- Will leave as soon as another option is feasible 4%
- Will stay but prefer to commute another way 13%
- Will stay with this vanpool because you prefer commuting this way 79%