



# Strathcona County On-Demand Transit Engagement Survey Results

## **What We Heard**

In late January 2023 Transit went out to users of the On-Demand Transit service to glean feedback regarding customer satisfaction with the new service, to understand if the service is meeting the needs of our community, and how we could improve the service as we move through this pilot program. A summary of the findings is included in this document.

Based on the information gathered, Strathcona County Transit understands that there is further work to do regarding wait times, reliability, and communication, if On-Demand Transit is to continue as a viable alternative to our local evening and weekend fixed route service.

We appreciate those who participated in the survey and will be reaching out again in the future to determine how our customers view any changes we make to improve the service and increase customer satisfaction. On March 7, 2023 we provided an update to Council regarding the On-Demand Transit Pilot, and included the results of this survey for their information.

# On Demand Transit

## Engagement Results – January 2023

Strathcona County Transit conducted an On-demand Transit pilot project customer feedback survey. The goal of this survey was to evaluate current service, find the points where the pilot excels in meeting customer needs and where improvements could be made. The survey was made available through an open online link that was communicated through the Strathcona County Transit website and on the transit app. It was also sent to SCOOP panelists who had previously indicated transit usership. As we were exclusively interested in pilot users, the eligible population of respondents is much smaller than comparable surveys or engagements that Strathcona County regularly conducts. 198 eligible survey completions/partials (191 Alchemer, 5 SCOOP.) Completions does not count disqualified respondents (those who had not used the On-demand transit program.) Results from this survey should be treated as a snapshot into customer viewpoints on the project and considered alongside other data sources for a full picture of the pilot’s efficacy.

As questions were non-mandatory and skip-logics were used depending on whether respondents used previous services, the base of respondents shifts between questions. This base is identified specifically for each question.

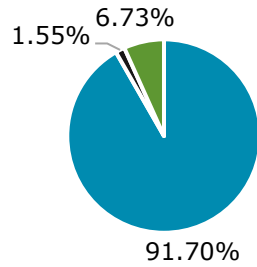
1. Have you tried the new On-Demand Transit service?

198 ‘yes’ respondents

2. How are you booking most of your on-demand service trips?

	Count	Percent
I use the app	177	91.70
Online using the web booker tool	3	1.55
I call 780-464-RIDE (7433)	13	6.73
Base	193	

As the survey was communicated through the app, unsurprisingly many survey respondents were primarily app users.



- I use the app
- Online using the web booker tool
- I call 780-464-RIDE (7433)

3. Were you a rider of our evening and weekend service prior to our switch to On-demand Transit service?

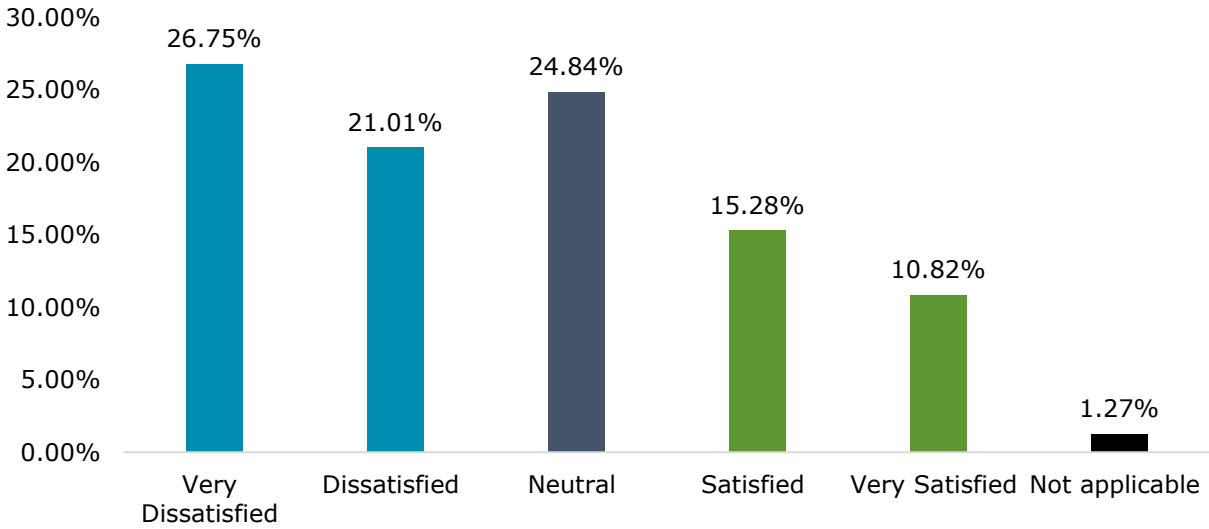
159 or 79.79% 'yes' respondents  
 34 or 17.61% 'no' respondents

The vast majority of respondents were previous users of evening and weekend service.

'yes' respondents were guided to the next two questions, 'no' respondents were skipped to question number 6.

4. Are you satisfied with your on-demand travel times?

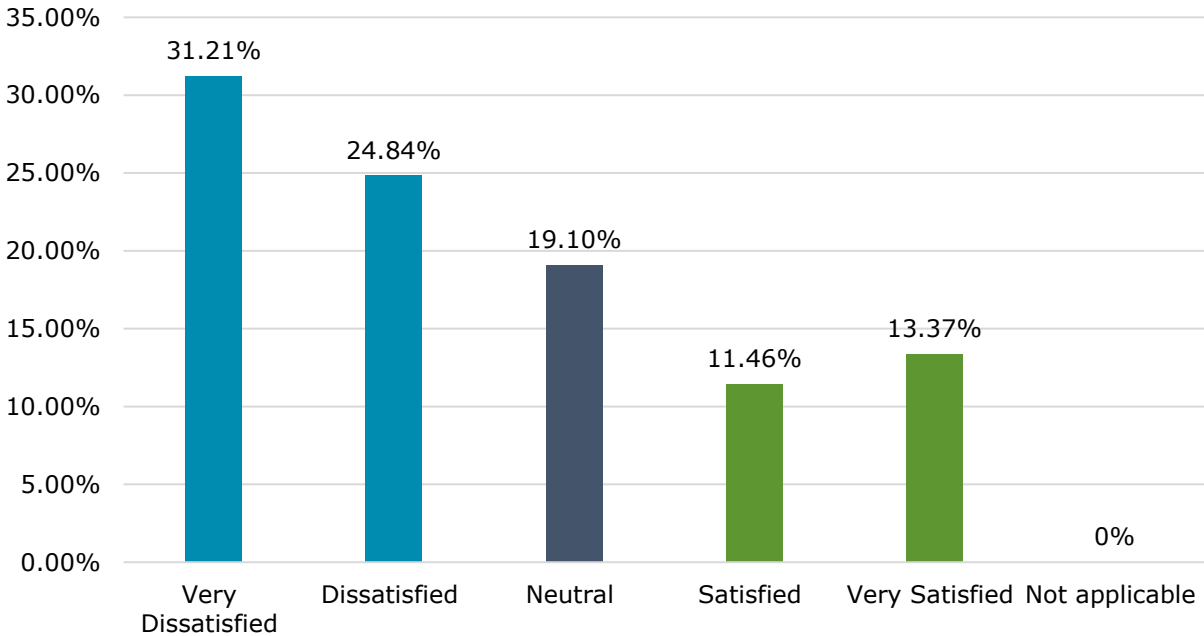
	Count	Percent
Very Dissatisfied	42	26.75
Dissatisfied	33	21.01
Neutral	39	24.84
Satisfied	24	15.28
Very Satisfied	17	10.82
Not applicable	2	1.27
Base	157	



Approximately 48% of respondents were dissatisfied with on-demand service times. The remainder of respondents were split between neutral and satisfied.

5. How satisfied are you with on-demand Transit meeting your evening and weekend travel needs?

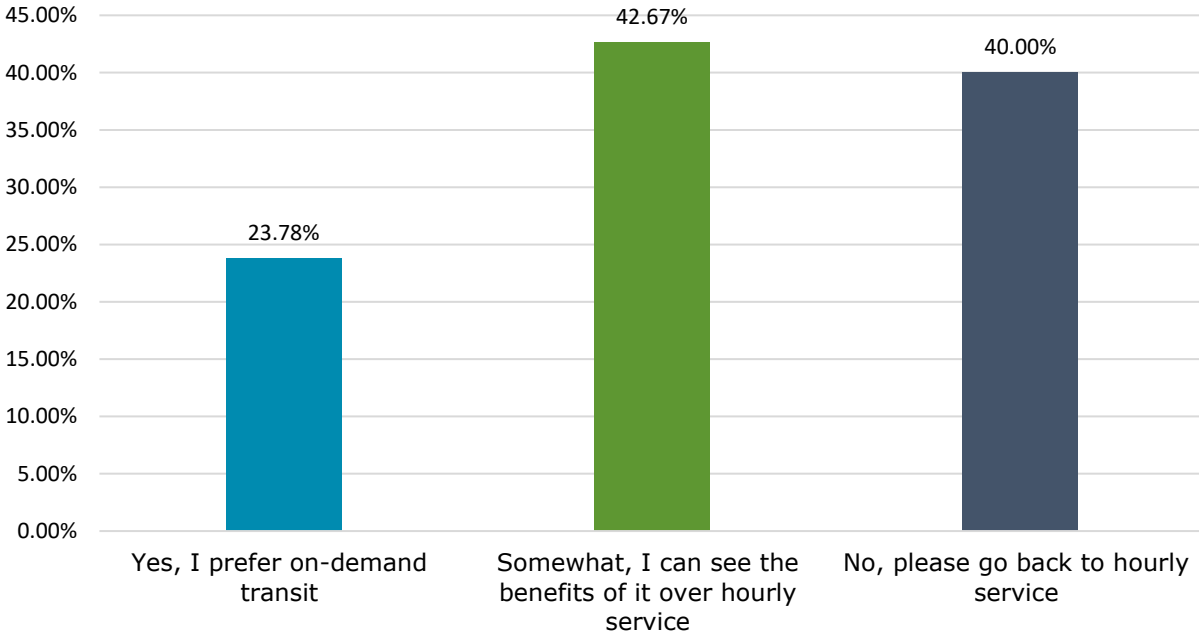
	Count	Percent
Very Dissatisfied	49	31.21
Dissatisfied	39	24.84
Neutral	30	19.10
Satisfied	18	11.46
Very Satisfied	21	13.37
Not applicable	0	0
Base	157	



Satisfaction dropped when considering evening and weekend travel needs, with 56% indicating dissatisfaction.

6. Do you prefer on-demand transit to the former, local, hourly service transit provided?

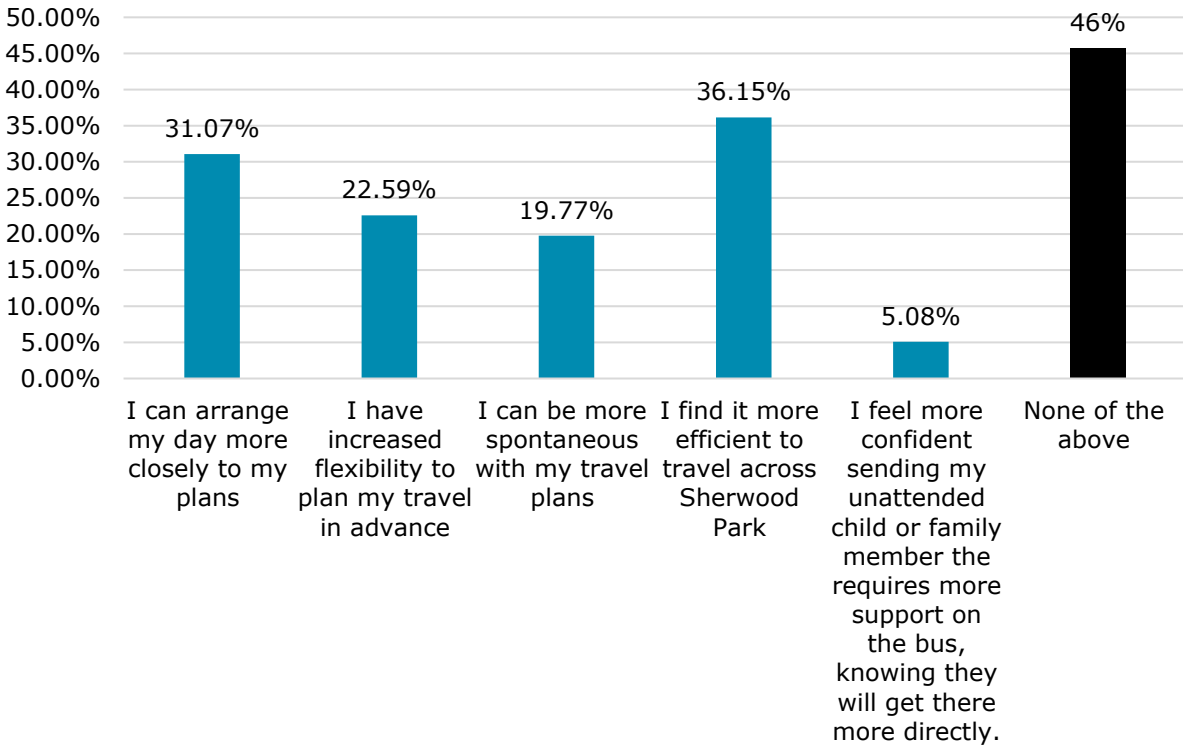
	Count	Percent
Yes, I prefer on-demand transit	44	23.78
Somewhat, I can see the benefits of it over hourly service	67	42.67
No, please go back to hourly service	74	40.00
Base	185	



While 40% of respondents are detractors of the on-demand system, 24% were supporters and 43% indicated they see some advantages to the system.

7. Have you had any significant benefits from using on-demand transit? (Please check all that apply.) BASE: 177 respondents

	Count	Percent
I can arrange my day more closely to my plans	55	31.07
I have increased flexibility to plan my travel in advance	40	22.59
I can be more spontaneous with my travel plans	35	19.77
I find it more efficient to travel across Sherwood Park	64	36.15
I feel more confident sending my unattended child or family member the requires more support on the bus, knowing they will get there more directly.	9	5.08
None of the above	81	45.76

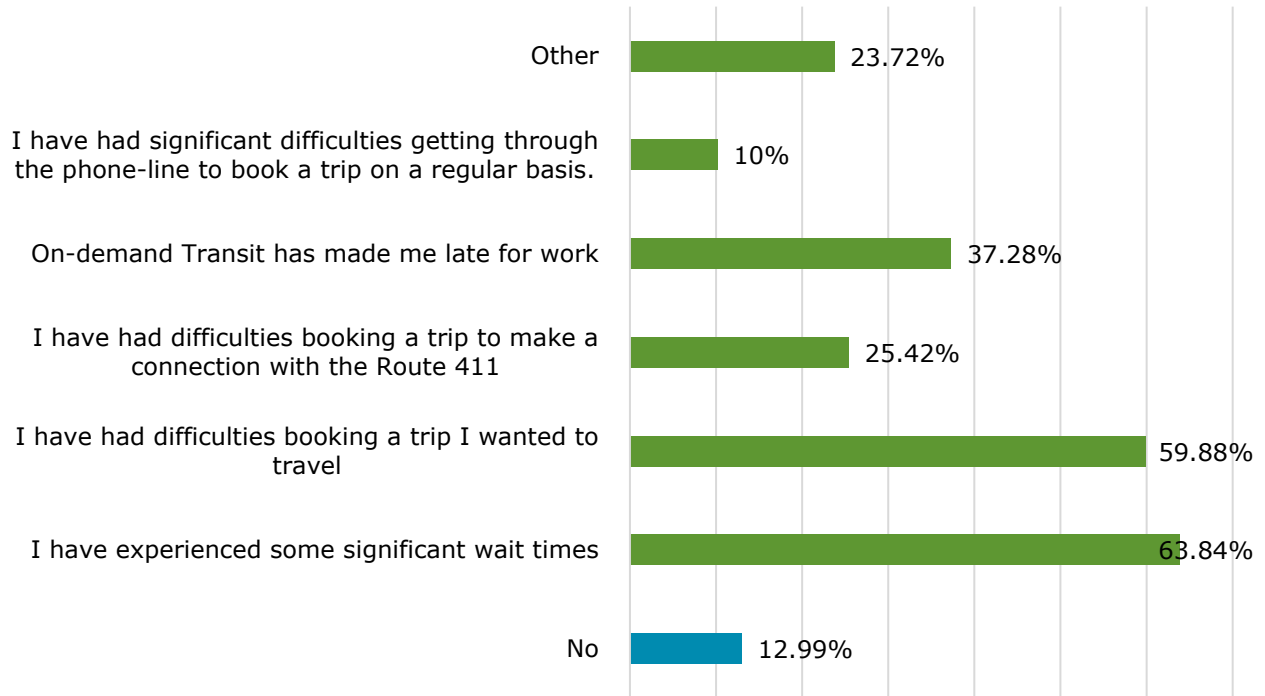


46% of respondents felt little benefit to using the pilot project – which correlates closely with the 40% of respondents in the previous question that preferred the hourly services approach and the 42% of respondents who had a more mixed opinion. Moving more efficiently across Sherwood Park and arranging the day more closely to plans were the most popular options.

8. Have you had any significant issues using On-demand Transit? (please check all that apply) BASE: 177 respondents

	Count	Percent
No	23	12.99
I have experienced some significant wait times	113	63.84
I have had difficulties booking a trip I wanted to travel	106	59.88
I have had difficulties booking a trip to make a connection with the Route 411	45	25.42
On-demand Transit has made me late for work	66	37.28

I have had significant difficulties getting through the phone-line to book a trip on a regular basis.	18	10.16
Other	42	23.72



Wait times and difficulties booking trips were the top issues for respondents. 37% also indicated that on-demand transit has made them late for work in the past. A significant number of 'other' responses were selected (the verbatims are included below) but many of them relate to wait times, missed busses, challenges with the booking system and personal anecdotes of issues with the system.

Other responses:

App glitches (no text message when rider is about to arrive) and sometimes no buses available for an unacceptable length of time (hours).
Booking on Friday evening for a Saturday morning arrival time has come up as "busy" every time I try to book, even when I try a dozen times with earlier and earlier arrival time options
Driver late



Early end of service on Sundays. I work until midnight, and there are no bus available then.
I book from Ordze to regency but it takes me to bethel. When I want to go from Bethel to regency, it takes me to Ordze. I wish the busses were distrusted to focus on requests in each half of Sherwood park, with one half going from bethel to stops in the north half of Sherwood park and the other half of busses exclusively going from ordze to stops in the south half of Sherwood park, with a few busses that deal with cross-park travel
I do not carry a phone and as a result have no way of using ODT without a courtesy phone, luckily some locations like the Community Centre, OTC, and BTT have them, but there's still no way to use the service otherwise.
I find I can see people waiting for the bus stops near me for on demand transit but It will tell me I have to wait an hr before being able to be picked up.
I find the window of estimated arrival time can be large and it makes it hard to plan.
I had a booked trip canceled by no reason. And I woke up at 10pm with a trip cancelation that I did not book.
I had difficulty to book a trip around 8pm on sunday
I have gotten to work significantly early (one time 45 mins)
I have had to wait in the cold because a bus hasn't shown up. I've been late to appointments.
I now need to borrow a car to get to work on weekends and feel taken advantage of when paid for monthy pass that could only use 3 days a week
I used to be able to get the 8:15 last bus on sundays as my shift ends at 8 and the main station is close enough as long as I jog, now however I can't book for the bus on Sunday nights half the time because it won't let me book later than an 8 pm pick up. As I'm on closing duties I might leave the shop at 8:03 or a little after 8 even if I leave the shop at 8 I can't make it to the booked stop before the bus would leave risking being banned due to the three strike rule resulting in it being necessary for me to book a taxi
I've had buses leave without me and not even wait a full minute before driving away. Contacted customer service they called back for me to call back. I was never able to get a hold of customer service after that.
It makes it impossible to commute to work to and from Edmonton. It is terrible to book anything or change anything.
It's a horrible horrible system. I don't even try and work weekends anymore
No service on late sunday i finish work at 9pm
Not everybody goes to University but people still need to go towards that area to either work or go within that area of the city. It can be frustrating having to take another bus for the detour when University have no classes.
Not receiving updates on my phone and so missing my bud

On weekends schedule you can't book the time you need the bus because it's always saying we're really busy right now and try again in few minutes or with different settings! 🙄
One time our ride was cancelled in -30 weather, no explanation.
Significant pick-up times are switched on me which has made me late to the bus/too early to events
Sitting out in cold due to late driver, Missing the 411 on multiple occasions despite app saying I would arrive 5-10mins in advance, being on the bus for 30mins to get to a location that's a 6 minute drive away, had to walk to/from bethel because no buses were available
Sunday timing are not suitable for working people.. timing should keep same like Saturday..
Sunday timings are less it should've been there from 6am to 12am like other days.
The 5 minute text update is often either not present or gives a shorter window of time like 2 minutes. I know the app says pick ups are within 10 minutes generally but if the point of the text update is a 5 minute warning it is not currently useful when not properly utilized.
The app randomly changes pick up times . even if you book your ride early to get the wanted time it will automatically change the time making you wait or makes you miss the bus by making the time earlier that i booked . both cases lead to missing the 411 connection and making me wait one more hour during weekends
The gap between regular bus service and On-Demand transit on weekdays is about over an hour of waiting, so I have to schedule my work days oddly so I get off either before regular service or after On-Demand is ready to get home at a reasonable time.
The range of times that are given for when the bus could arrive are too large for me to reasonably wait in very cold weather
The window of arrival is too wide in cold temperatures. I cannot walk fast enough to meet Google prediction times for the 5min noticed
There have been several trips where I have been left stranded with no trips available from the transit center
There seems to be a big gap in service when the routes switch to on demand in the evening, so when I get off work at 6:30-7 pm I have to wait almost an hour sometimes just to get home.
There should be more busses or better ways to pick up people. There are days that if i dont book 48 hours in advance, i cant book the time i need to get to work on time. The app will literally not let me book. I also have an issue with the fact that there is no service on new years day. If business are open and people have to work, transit should also be operational. Operating times should also be expanded on sundays. the regular 615am start time should be always.

Timing on Sunday is not enough people who work late evening can't get the service. It should be like normal days from 6:15 am to 11:45 pm
Timings for earliest pickup have required me to wait outside in the severe cold for almost 45 minutes.
To make it to 411 with out waiting another hour I sometimes have to leave my shift a half hour early
Too many difficulties now with on demand trying to book and waiting buses that sometimes don't show up or booking my trip for times to far from my booked time . Now I am always late to work. I have to look for other job. Too bad system
Travel times have exceeded 45 mins.
doesn't run early or late enough to meet my work hours
i shouldn't have to wait 3-4 [REDACTED] hours to get [REDACTED] bus. Y'all [REDACTED] up