



## **Results from 2011 Customer Satisfaction Survey**

D.C. Wheelchair Accessible Taxi Pilot Program  
National Capital Region Transportation Planning Board (TPB)

February 14, 2012

Conducted by CIC Research, Inc.

As part of the TPB's implementation and monitoring of rollDC, the Wheelchair Accessible Taxi Pilot Program in D.C., a customer satisfaction survey was conducted in 2011. Customers who have used the wheelchair accessible taxi service, provided by Yellow Cab of D.C. and Royal Cab, were contacted with questions about their most recent trip.

The survey was completed by an independent survey research firm, CIC Research, Inc., for three different time periods in 2011. Most responses came from the phone calls CIC Research made to customers in wheelchairs who had taken a trip with Yellow Cab or Royal Cab. An on-line survey and a tear-off survey from the rollDC User's Guide were also made available to customers. Customers who took trips during the following three time periods were surveyed via phone: Spring (March 1 – May 12, 2011), Summer (June 1 – August 31, 2011) and Fall/Winter (September 1 – November 30, 2011). The telephone portion of the interview effort from these three time periods resulted in 484 completed interviews with a dialing response rate of 31.8%. The following tables and graphs summarize the results from all three time periods.

For more information on the rollDC pilot project, go to:

<http://www.mwcog.org/tpbcoordination/projects/taxi.asp>



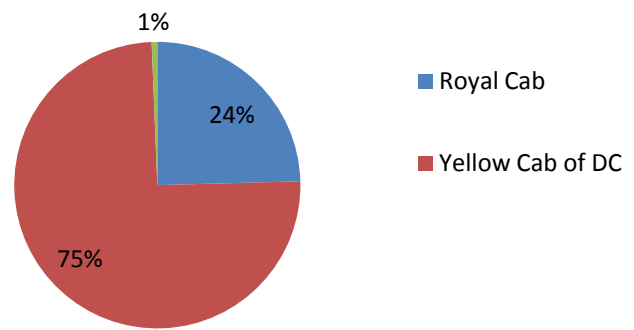
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This document is available in an alternative formats upon request. Email: [accommodations@mwcog.org](mailto:accommodations@mwcog.org), or phone: (202) 962-3321 or (202) 962-3213 (TDD). Please allow up to seven working days for preparation of the material.

# Trip Details

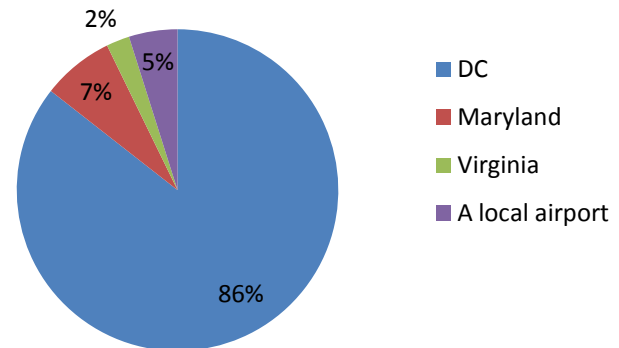
## Q1. Which taxi company provided this ride?

Taxi Company	Frequency	Percent (%)
Royal Cab	116	24.6
Yellow Cab of DC	353	74.8
Other Taxi Company	3	.6
Total	472	100.0



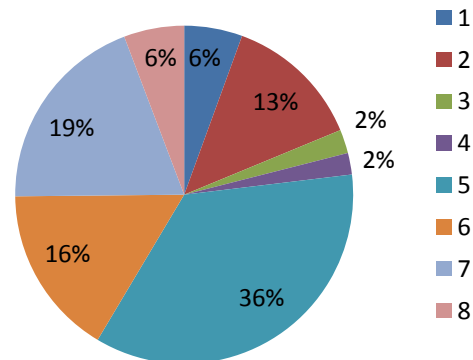
## Q2. For your most recent trip, where was your destination?

Destination	Frequency	Percent (%)
DC	403	85.6
Maryland	34	7.2
Virginia	11	2.3
A local airport	23	4.9
Total	471	100.0



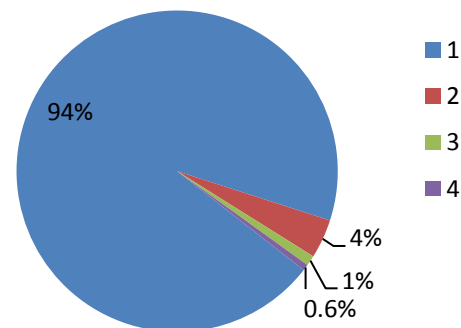
## Q3. What was the main purpose of your trip?

Purpose	Frequency	Percent (%)
1. Riding to/from work	27	5.6
2. Other work-related trip	64	13.2
3. Going to/from school	11	2.3
4. Shopping	10	2.1
5. Health (doctor, hospital, clinic, pharmacy)	172	35.5
6. Other personal business (non-health: lawyer, accountant, beauty salon, etc.)/hotel/airport	79	16.3
7. Going out or entertainment	94	19.4
8. Visiting a friend or a relative	28	5.8
Total	485	100.0



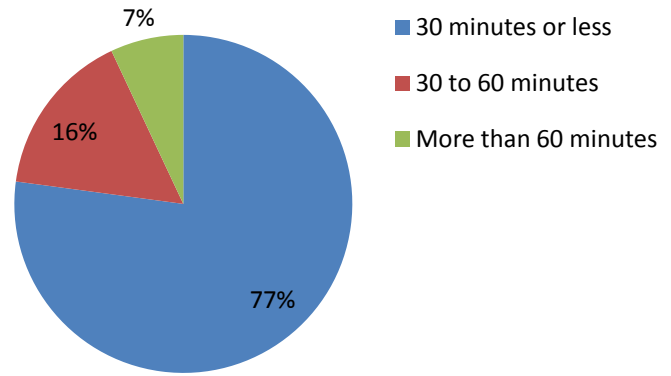
## Q4. How did you contact the taxi company or get your ride?

Method	Frequency	Percent (%)
1. Called the company	456	94.4
2. Reserved the trip online, using the company's website	19	3.9
3. Called the taxi driver directly on his cell phone	5	1.0
4. Hailed the taxi on the street	3	.6
Total	483	100.0



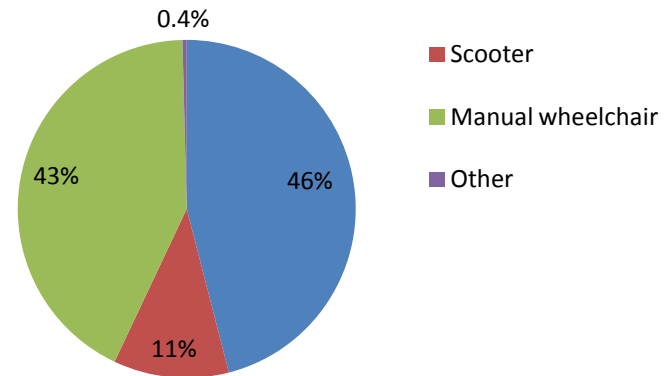
**Q5. How long did you wait for your accessible taxi to arrive?**

Time	Frequency	Percent (%)
30 minutes or less	364	77.1
30 to 60 minutes	75	15.9
More than 60 minutes	33	7.0
Total	472	100.0



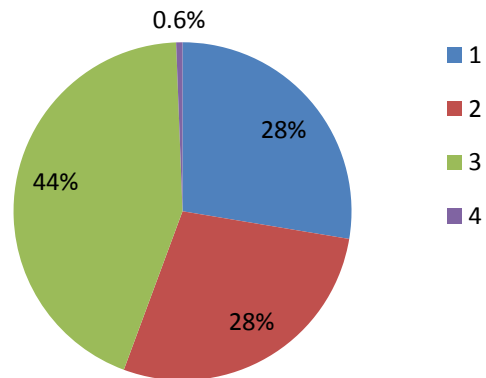
**Q6. What type of mobility device did you use on your trip?**

Type	Frequency	Percent (%)
Power wheelchair	229	46.0
Scooter	55	11.0
Manual wheelchair	212	42.6
Other	2	.4
Total	498	100.0



**Q7. Was someone traveling with you on this trip?**

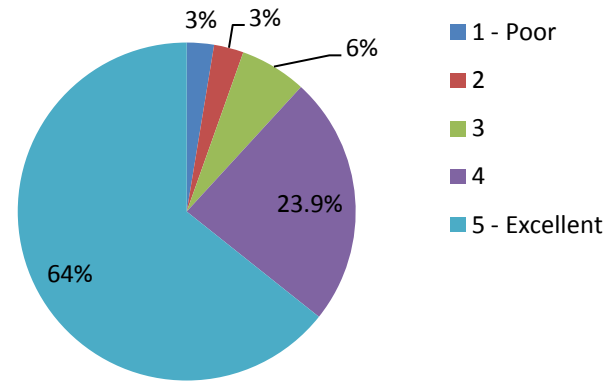
	Frequency	Percent (%)
1. No, I was traveling alone	137	28.4%
2. Yes, I was traveling with an attendant	139	28.8%
3. Yes, I was traveling with another passenger	217	44.9%
4. Yes, I was traveling with a service animal	3	.6%
Total	483	100.0%



## Service Ratings

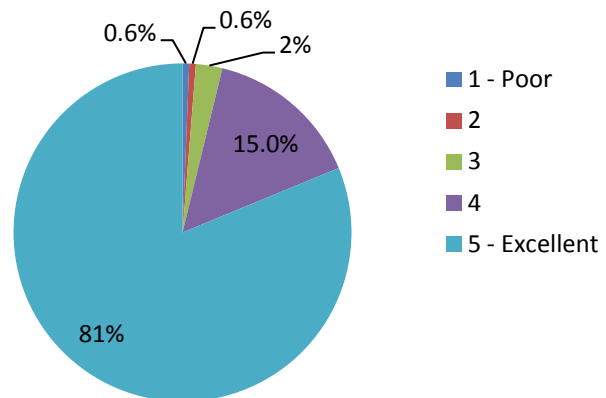
### Q8a. Rating the service for your most recent trip - The taxi company call-taker was helpful and courteous.

Rating	Frequency	Percent (%)
1 - Poor	11	2.6
2	12	2.8
3	27	6.4
4	101	23.9
5 - Excellent	272	64.3
Total	423	100.0



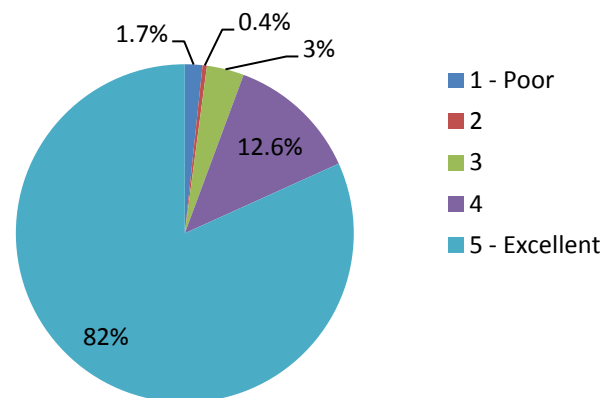
### Q8b. Rating the service for your most recent trip - The taxi driver gave me the assistance I requested in getting in and out of the taxi.

Rating	Frequency	Percent (%)
1 - Poor	3	.6
2	3	.6
3	12	2.5
4	71	15.0
5 - Excellent	385	81.2
Total	474	100.0



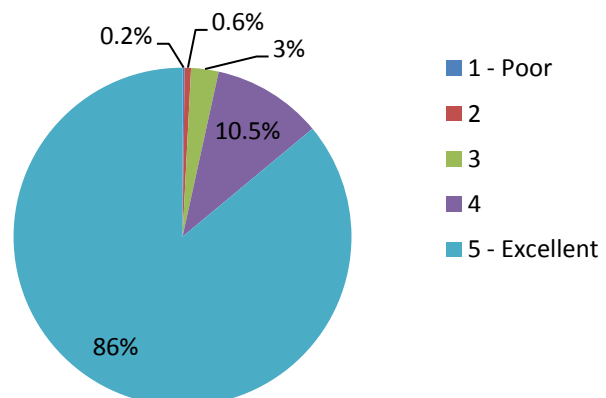
### Q8c. Rating the service for your most recent trip - The taxi driver fastened the lap belt and shoulder belt in a professional manner.

Rating	Frequency	Percent (%)
1 - Poor	8	1.7
2	2	.4
3	17	3.6
4	60	12.6
5 - Excellent	390	81.8
Total	477	100.0



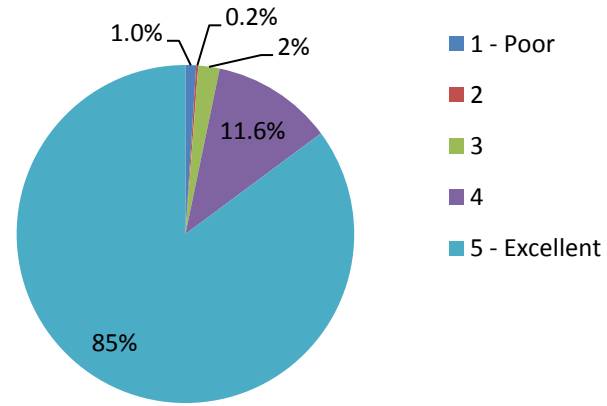
### Q8d. Rating the service for your most recent trip - The taxi driver provided a safe trip.

Rating	Frequency	Percent (%)
1 - Poor	1	.2
2	3	.6
3	13	2.6
4	52	10.5
5 - Excellent	425	86.0
Total	494	100.0



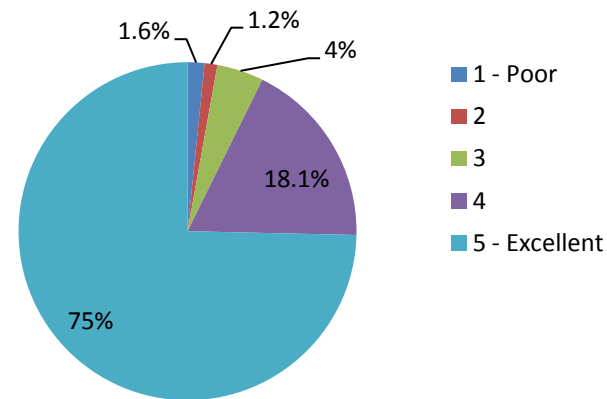
**Q8e. Rating the service for your most recent trip - The taxi driver was courteous.**

Rating	Frequency	Percent (%)
1 - Poor	5	1.0
2	1	.2
3	10	2.0
4	57	11.6
5 - Excellent	419	85.2
Total	492	100.0



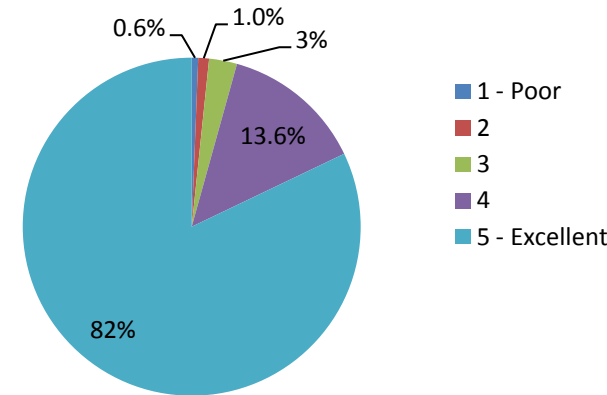
**Q8f. Rating the service for your most recent trip - My mobility device fit comfortably in the taxi.**

Rating	Frequency	Percent (%)
1 - Poor	8	1.6
2	6	1.2
3	22	4.5
4	89	18.1
5 - Excellent	368	74.6
Total	493	100.0



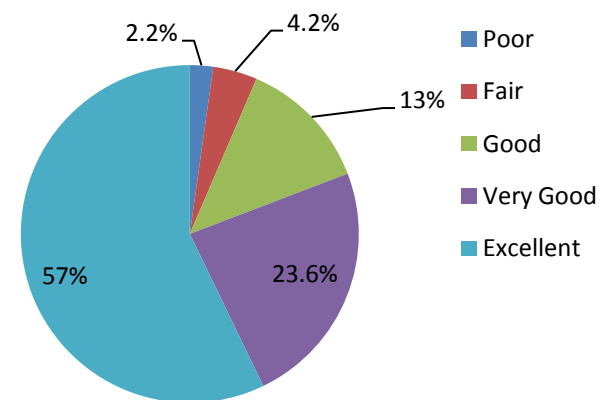
**Q8g. Rating the service for your most recent trip - My mobility device was well-secured in the vehicle.**

Rating	Frequency	Percent (%)
1 - Poor	3	.6
2	5	1.0
3	13	2.7
4	66	13.6
5 - Excellent	399	82.1
Total	486	100.0



**Q9. What is your overall opinion of the service you received on this trip?**

Rating	Frequency	Percent (%)
Poor	11	2.2
Fair	21	4.2
Good	63	12.7
Very Good	117	23.6
Excellent	283	57.2
Total	495	100.0



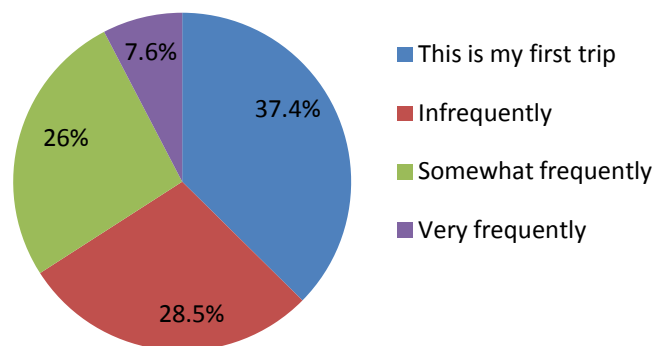
## User Details

### Q10. How did you first learn about the DC Accessible Taxi Pilot service?

Source	Frequency	Percent (%)
News reports (newspaper, radio)	31	6.5
Friend, family, co-worker or word of mouth	176	37.0
Saw the wheelchair accessible taxis driving around	56	11.8
Hotel/front desk/concierge	24	5.0
Internet search/Google/email/website	72	15.1
College/City office/Taxi Commission/Senior Program	21	4.4
Called or referred by taxi company or driver	67	14.1
Hospital/nurse/Walter Reed/Insurance Company	19	4.0
Written material (yellow pages, pamphlet)	8	1.7
Other	2	.4
<b>Total</b>	<b>476</b>	<b>100.0</b>

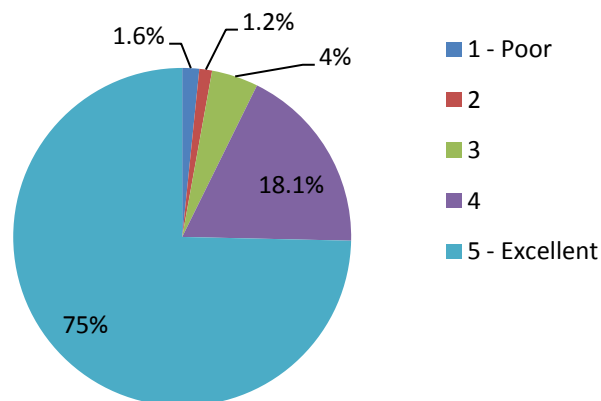
### Q11. How often do you use the DC wheelchair accessible taxis?

	Frequency	Percent (%)
This is my first trip	181	37.4
Infrequently	138	28.5
Somewhat frequently	128	26.4
Very frequently	37	7.6
<b>Total</b>	<b>484</b>	<b>100.0</b>



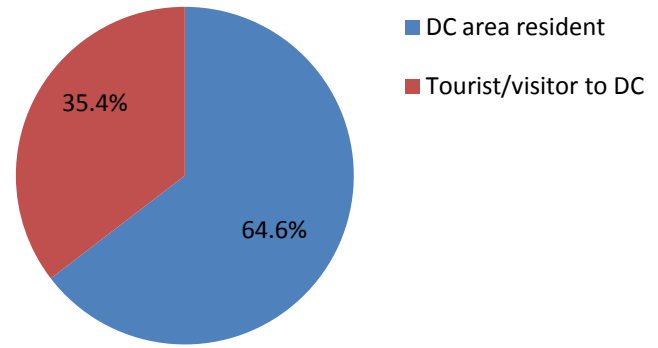
### Q12. If this was your first trip, will you use the service again?

	Frequency	Percent (%)
Yes	159	89.3
No	12	6.7
Maybe	7	3.9
<b>Total</b>	<b>178</b>	<b>100.0</b>



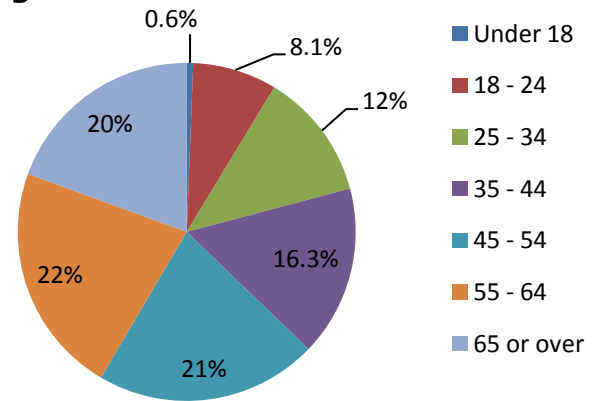
**Q13. Are you a . . . ?**

	Frequency	Percent (%)
DC area resident	321	64.6
Tourist/visitor to DC	176	35.4
Total	497	100.0



**Q14. Which of the following categories includes your age?**

Age Group	Frequency	Percent (%)
Under 18	3	.6
18 - 24	39	8.1
25 - 34	59	12.2
35 - 44	79	16.3
45 - 54	103	21.3
55 - 64	107	22.1
65 or over	94	19.4
Total	484	100.0



**Q15. Gender of Respondent**

Gender	Frequency	Percent (%)
Male	202	41.2
Female	288	58.8
Total	490	100.0

