

Report No.	20-146
Information Only - No Decision Required	

TOTAL MOBILITY ANNUAL CUSTOMER SATISFACTION SURVEY

1. PURPOSE

- 1.1. To update Members of the outcomes of this years' annual survey of customer satisfaction in the Total Mobility service

2. RECOMMENDATION

That the Committee recommends that Council:

- a. receives the information contained in Report No. 20-146 and Annex.

3. FINANCIAL IMPACT

- 3.1. There is no financial impact as a result of this report

4. COMMUNITY ENGAGEMENT

- 4.1. The annual customer satisfaction survey is aimed at receiving feedback on what is working well and where potential improvements could be made to the Total Mobility service.

5. SIGNIFICANT BUSINESS RISK IMPACT

- 5.1. There is no significant business risk impact as a result of this report

6. CLIMATE IMPACT STATEMENT

- 6.1. There is no climate change impact as a result of this report.

7. BACKGROUND

- 7.1. Each year Horizons undertakes a customer satisfaction survey in one of the 5 districts Total Mobility is available, to find out how satisfied customers are with the service. The 2020 survey sought feedback from our Feilding based clients, and was undertaken between mid-June to end July 2020. The previous year's survey covered the Horowhenua district.
- 7.2. In total, Feilding clients take approximately 1000 to 1500 Total Mobility trips per month, and between \$4,000.00 and \$5,000.00 per month is paid to taxi operators to subsidise these trips.

8. SURVEY

- 8.1. This year's survey included additional questions to enable us to get a richer picture of our customers' needs, enabling us to better refine and improve our services over time. These additional questions covered items such as purpose of trip, age of clients, cost, and public transport.
- 8.2. As well as the addition of new questions, improvements to the formatting of the survey were applied using **Easy Read** principles. Easy Read principles are about:

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- writing information in a way that is clear and easy to understand;
- uses easy words and pictures to make the information accessible;
- ensuring documents are prepared for people who have difficulty reading and understanding written information.

8.3. Attachment A to this Report, includes a copy of this year's new survey format and questions, and a copy of the previous year's survey format for comparison.

8.4. The survey method was via a mail out to clients listed as having a Feilding address recorded in our Total Mobility administration system (Ridewise). Of the 532 letters distributed 194 clients responded, a return rate of 36%.

9. SUMMARY OF RESULTS

9.1. The key findings from the survey are as follows:

- Respondents to the survey were in the age range 45-95+ years, with 77% being aged between 75-94 years
- To attend medical appointments (48%) was the most frequently stated purpose of use of Total Mobility, and for shopping (36%) was the second most frequently stated purpose of use.
- There is a strong satisfaction with the overall services, with 99% of respondents rating the service as good/satisfied or above (71% rated the services as excellent). This rating is consistent with the previous year's survey which was also at 99%.
- Quality and comfort of vehicles could be area to work with operators on as this rated 65% as excellent, but still had a rating of 99% of good/satisfied or above
- There is also a strong satisfaction with the cost of the service, with 99% of respondents rating the cost as good/satisfied or above (62% rated the services as very good or excellent). Noting: 64% of the respondents are community service card holders
- Of the respondents who chose to answer questions on the use of wheelchair accessible vehicles 47% said they used accessible vehicles, and of these users 54% said they were always available when they needed them
- 25% of respondents have used a public bus in the last 6 months

9.2. Attachment A to this report provides further details and analysis of the survey responds.

10. NEXT STEPS

10.1. The results of the survey will be discussed with the 3 Total Mobility transport service operators in Feilding, with a focus on looking for opportunities to improve the quality and comfort of vehicles, and the availability of wheelchair accessible vehicles.

10.2. Preparation for the next survey will commence in early 2021. This will include confirmation of the questions, and developing the survey, so it can be completed online or on hardcopy paper.

10.3. Next years' survey will cover Palmerston North, and is planned to be undertaken in April/May.

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11. SIGNIFICANCE

11.1. This is not a significant decision according to the Council's Policy on Significance and Engagement.

Desley Monks
TOTAL MOBILITY CO-ORDINATOR

Rhona Hewitt
MANAGER TRANSPORT SERVICES

ANNEXES

A Total Mobility Annual Survey June 2020