

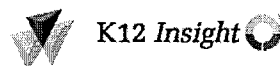
2012 Parent Transportation Customer Service Survey Results

for Ann Arbor Public Schools

**Presented by
Washtenaw Intermediate School District
April 25, 2012**

K12 Insight Export

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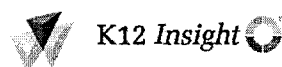


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Parent Transportation Customer Service Survey

conducted

March 30, 2012 - April 13, 2012



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Saturation

- Total Completed Surveys: 1,422
- Representing about:
 - 13% of Eligible Riders: 10,650
 - 25% of Actual Riders: 5,607
 - 2% of respondents' children not eligible to ride

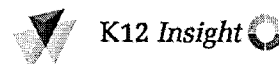
Fall Count AAPS Ridership*

Grade Level	Elementary	Middle School	High School	Combined
# Eligible Riders	3927	2360	4363	10650
# Actual Riders	2597	1648	1362	5607
% of Total Eligible	66%	70%	31%	53%

*Based on Fall 2011 Count

Methodology

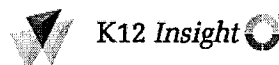
- Online survey with paper option available
- Voluntary participation
- Allowed multiple entries from same IP address to accommodate all those who wanted to participate
- Survey contained:
 - 4 current ridership questions
 - 20 area-specific questions ranked on 5-point scale
 - 2 open-ended questions
 - 2 optional questions about next year's ridership



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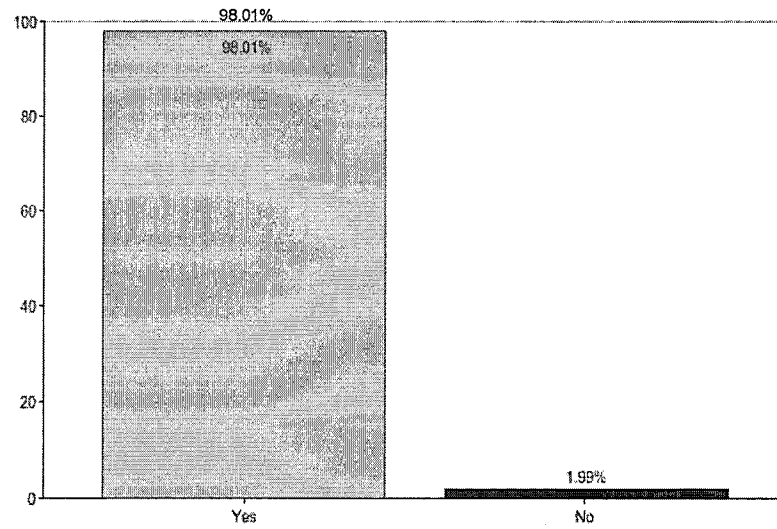
Analysis

- Respondents self-selected
- Those who were motivated, participated
- Non-random sample cannot be generalized to the entire universe of potential respondents
- No previous survey data available from district for comparison
- Results serve as baseline

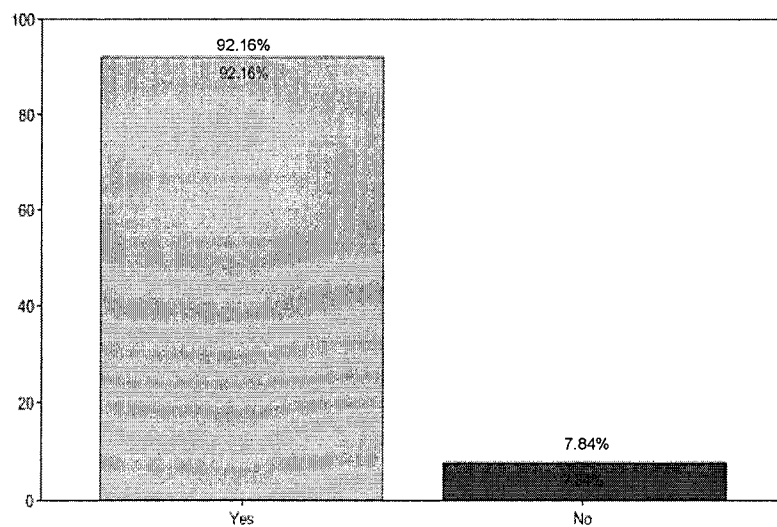


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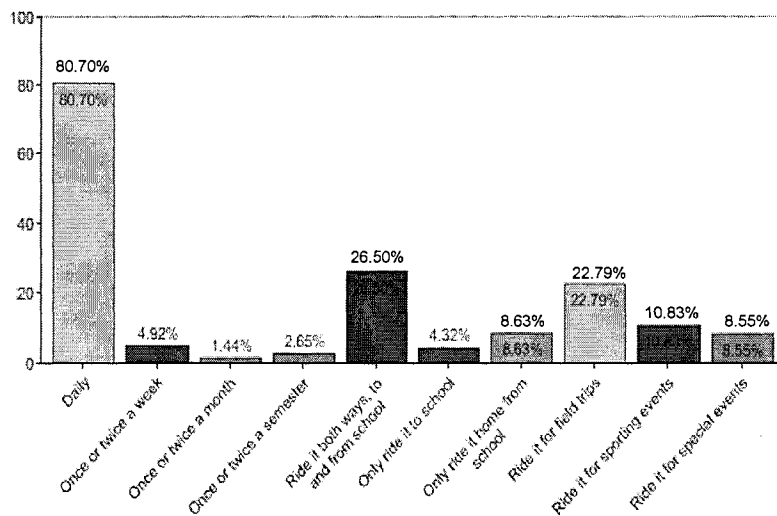
Is/are your child(ren) eligible to ride a district school bus to and from school?



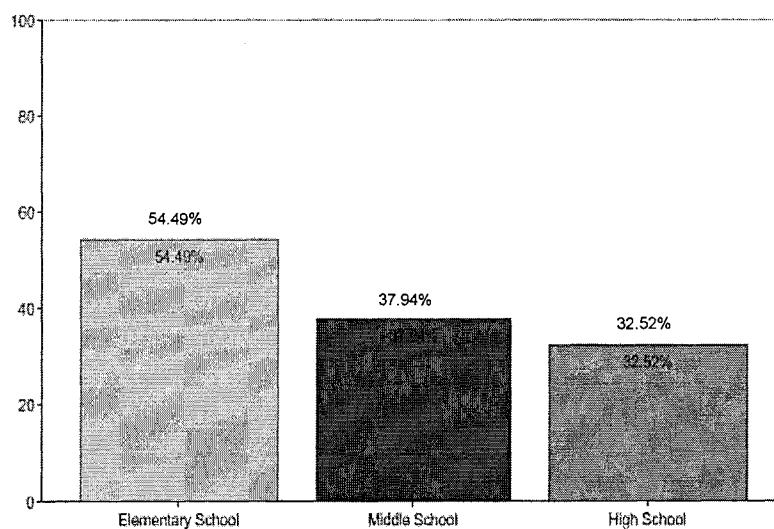
Do/does your child(ren) ever ride the school bus?

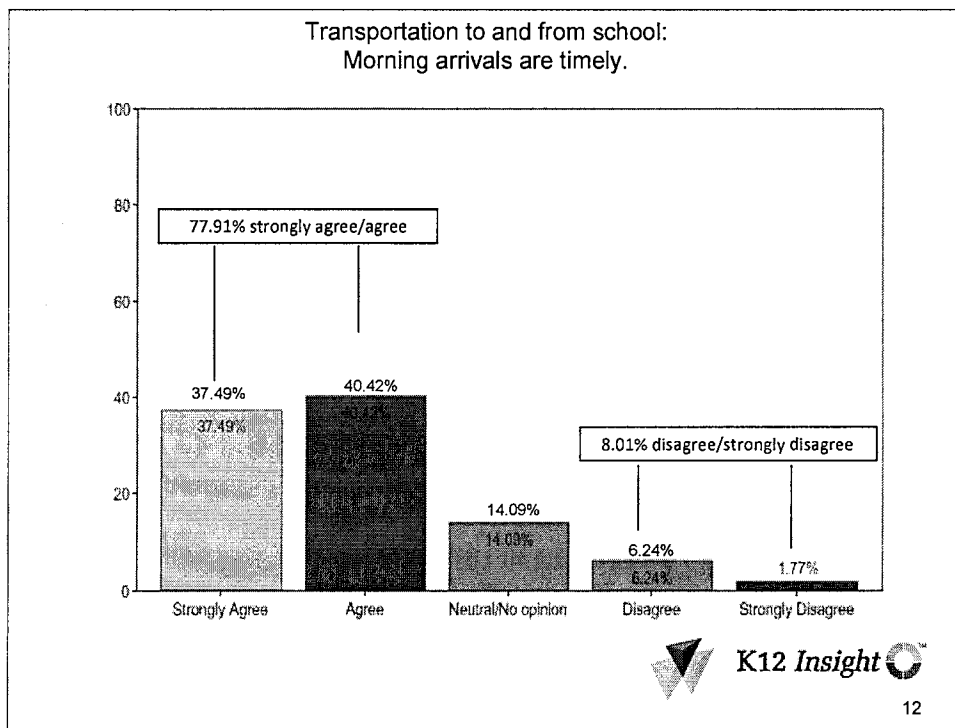
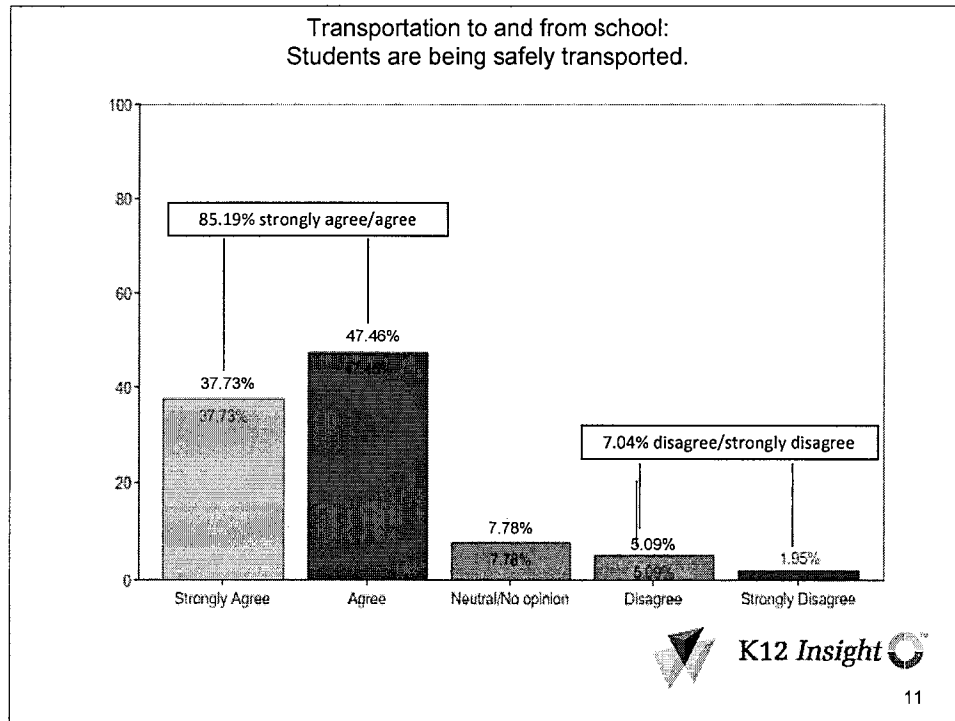


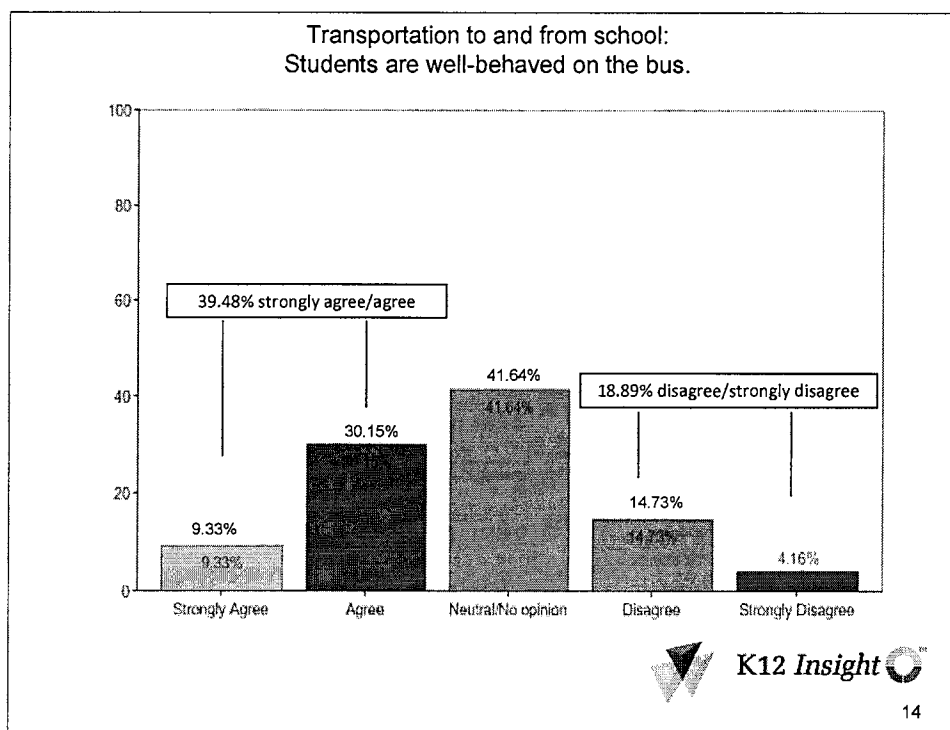
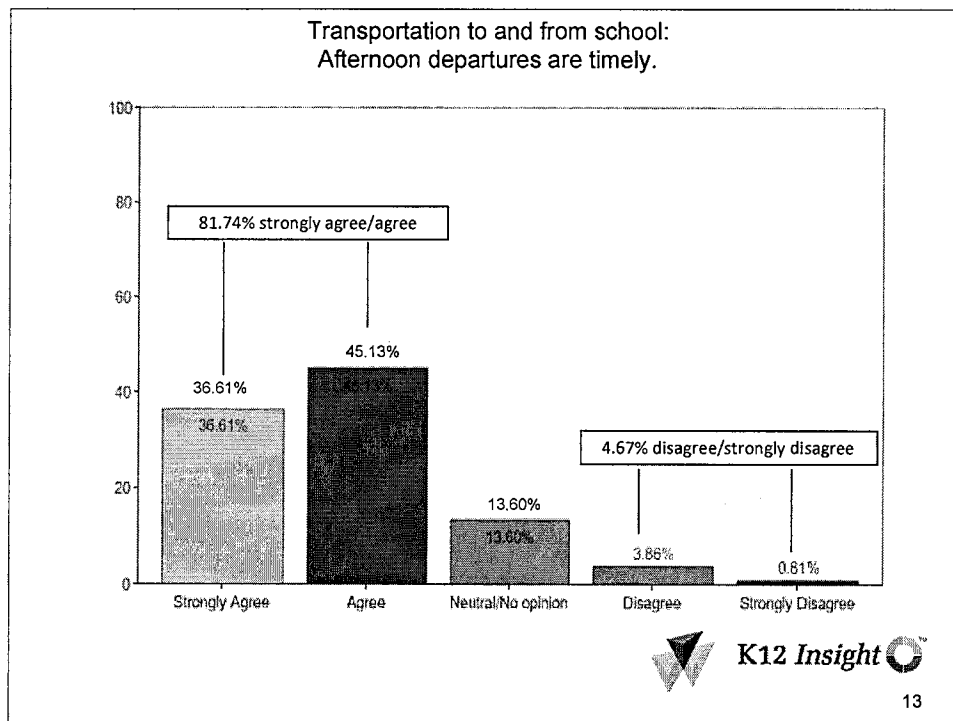
If yes, how often do/does your child(ren) ride a district bus?
Please choose all that apply from the list of 10 choices below.

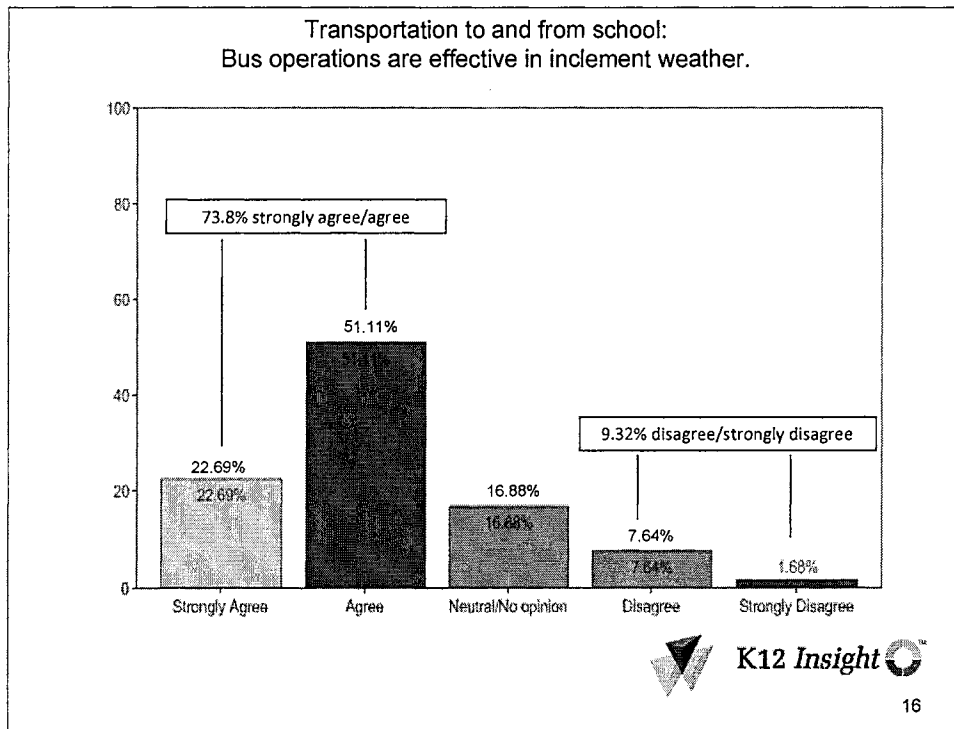
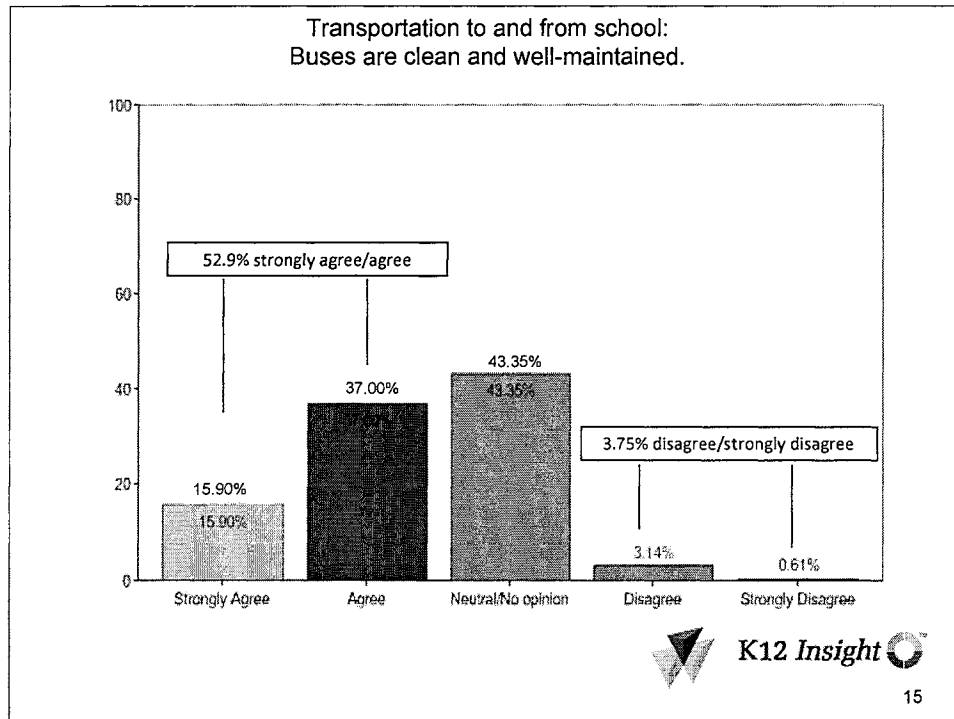


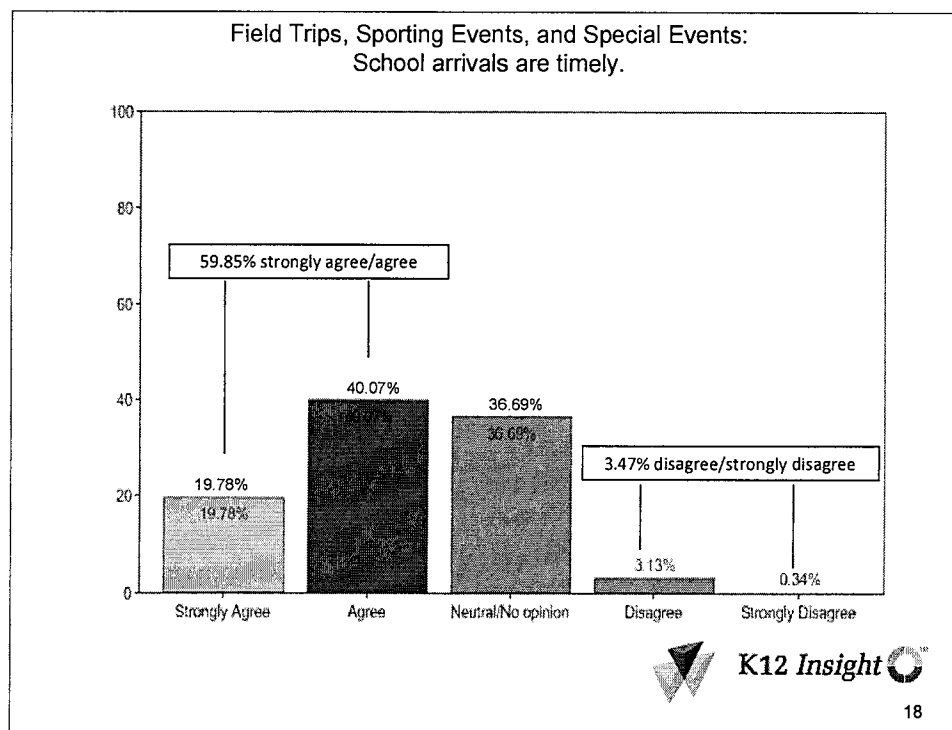
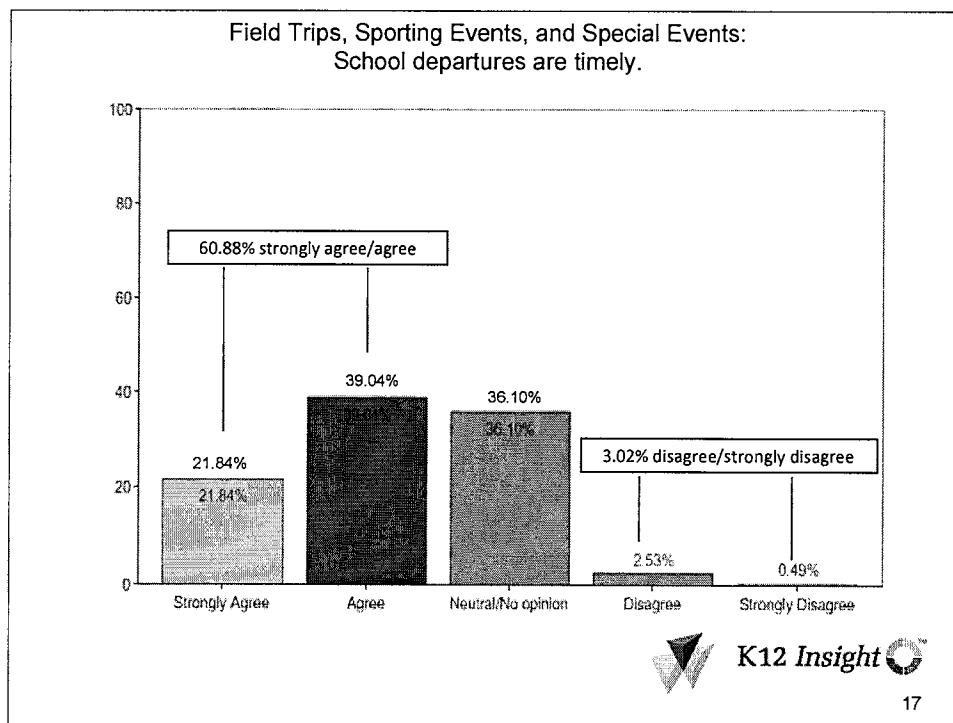
If your child(ren) ride(s) the district school bus,
in what grade levels is/are your child(ren)? Please choose all that apply.

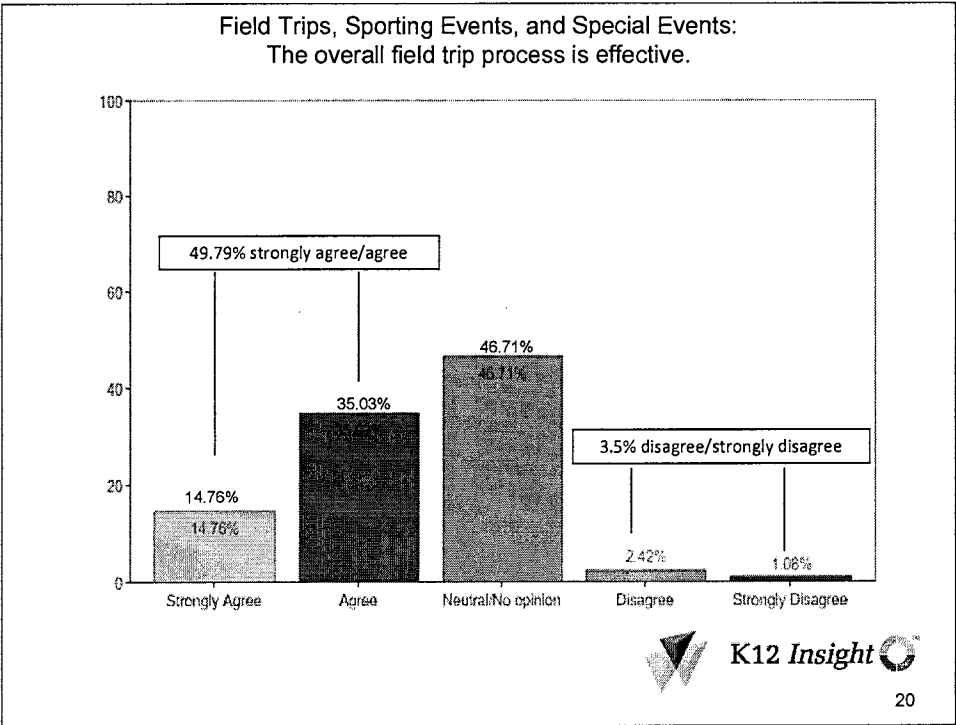
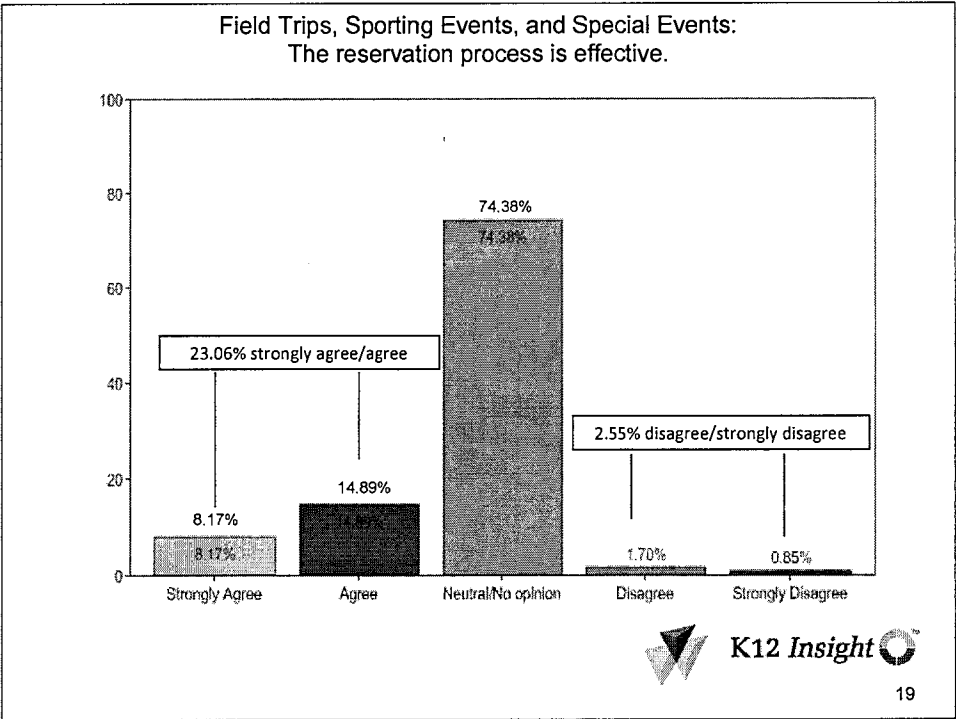


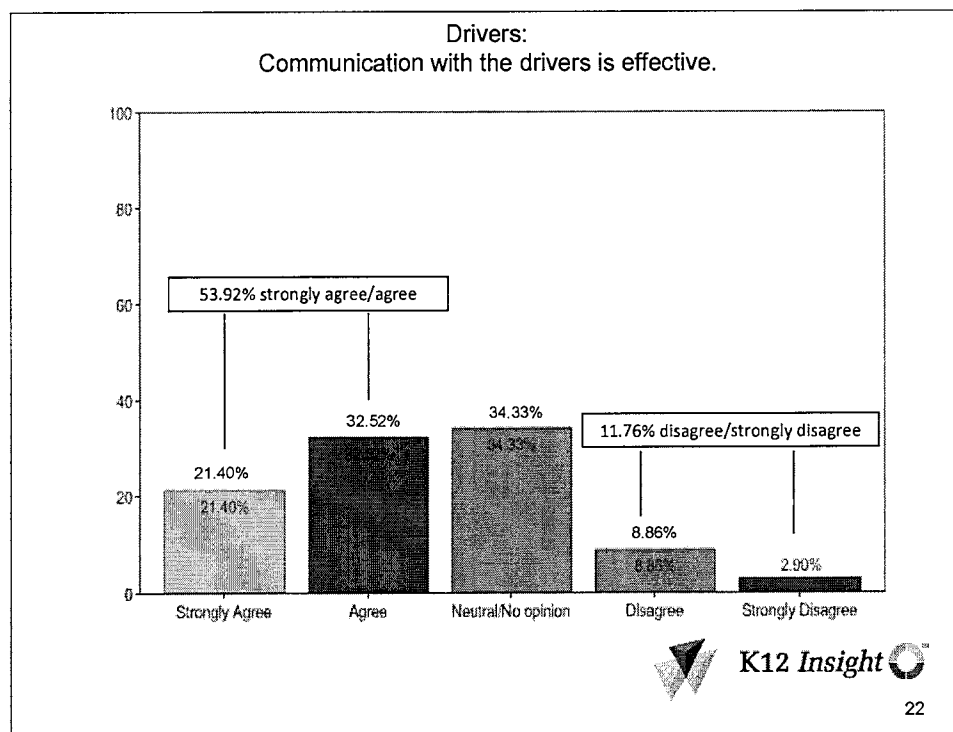
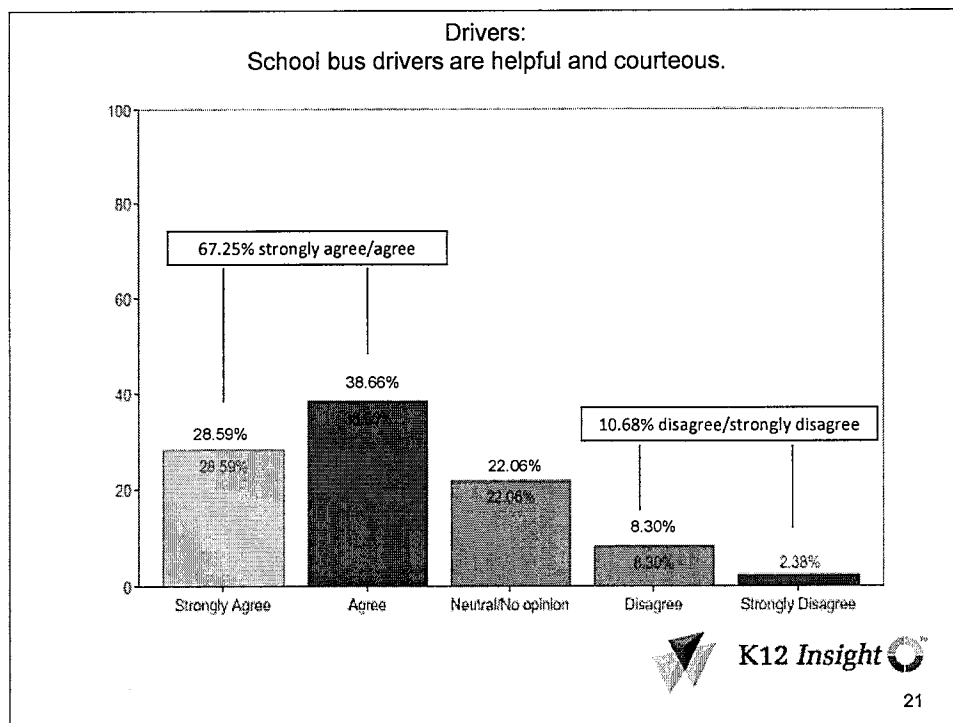


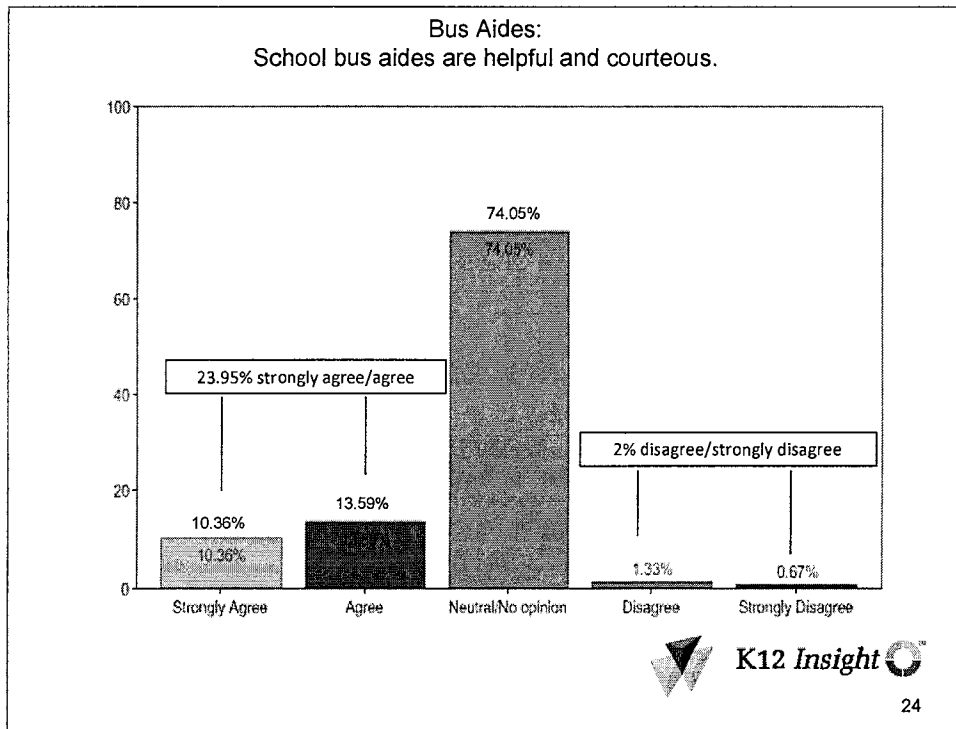
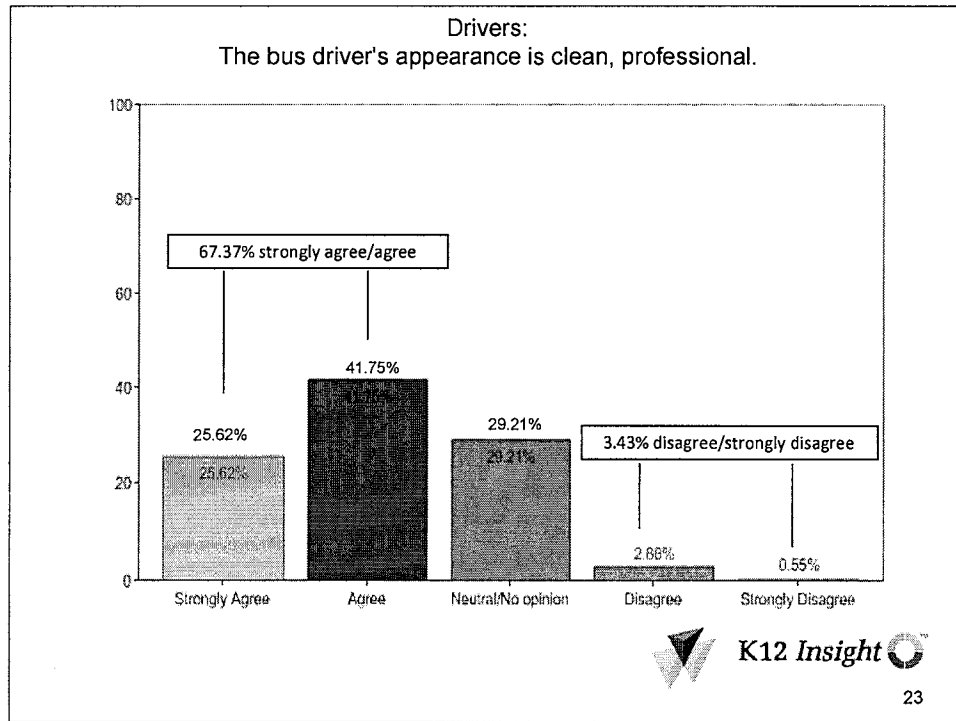


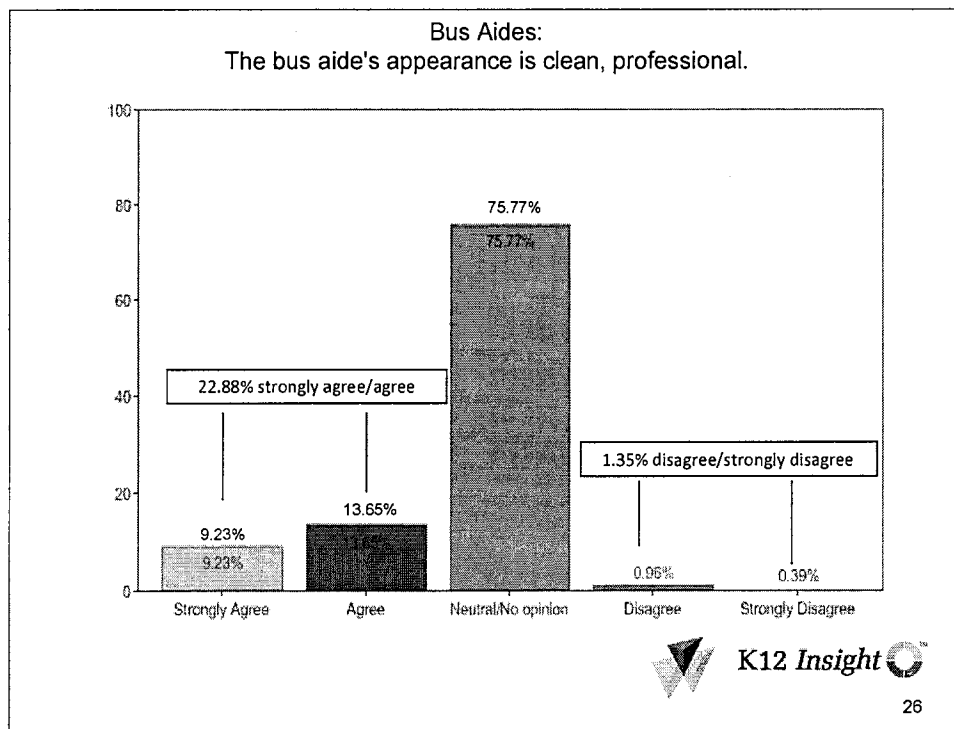
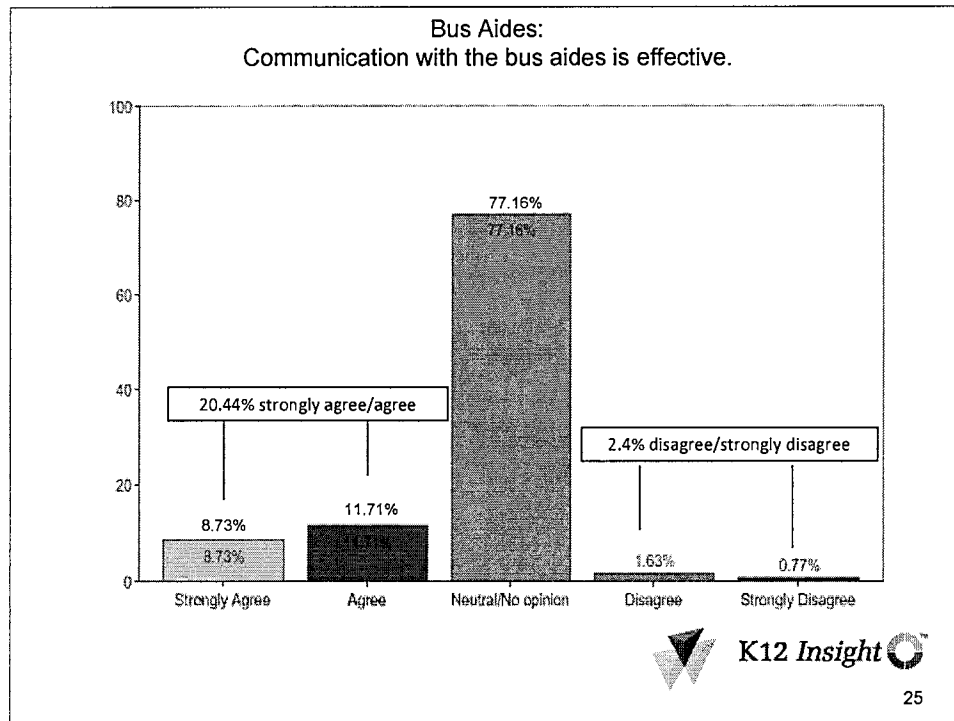


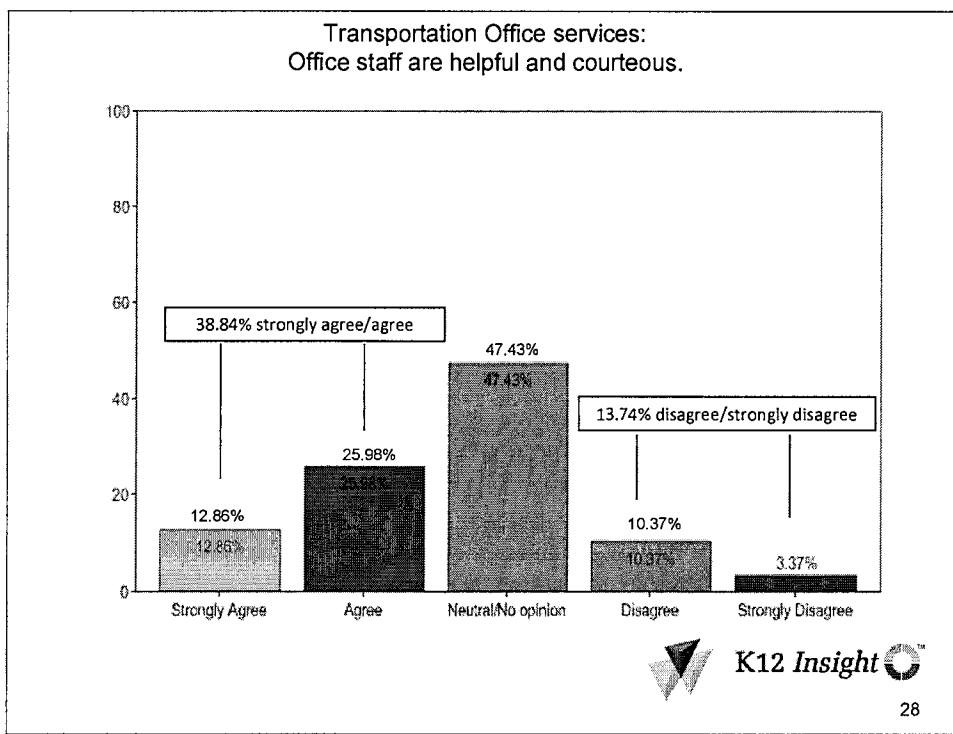
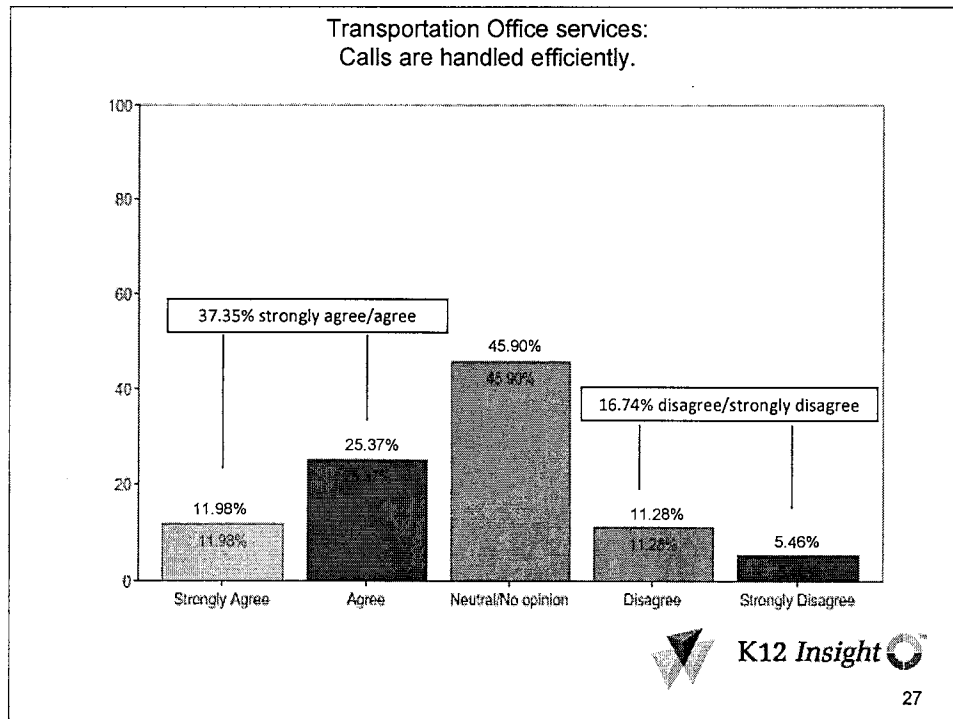


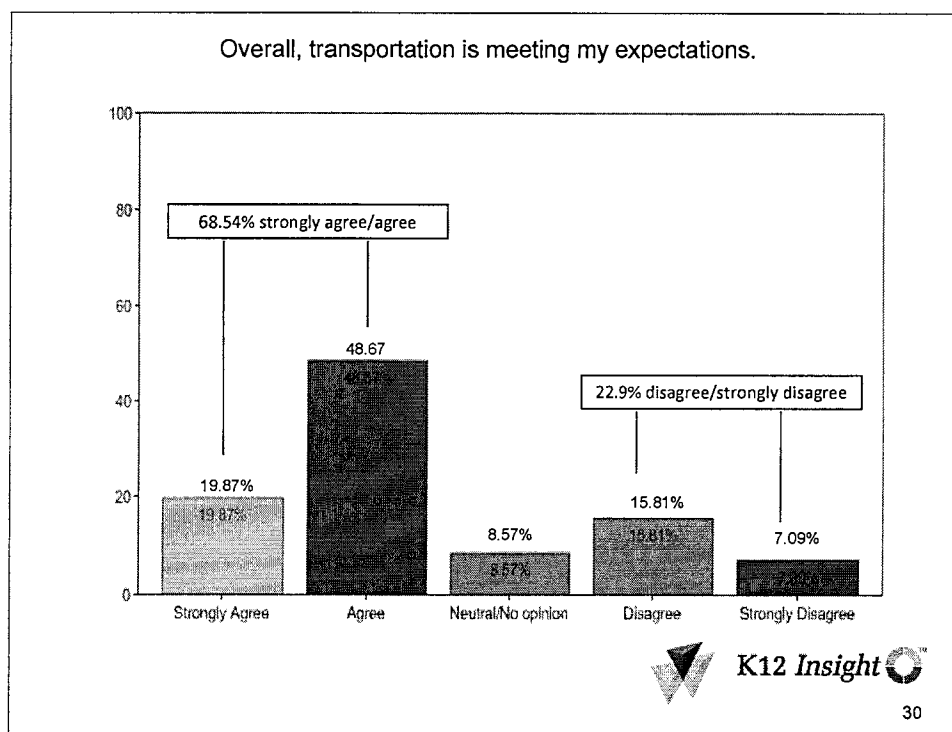
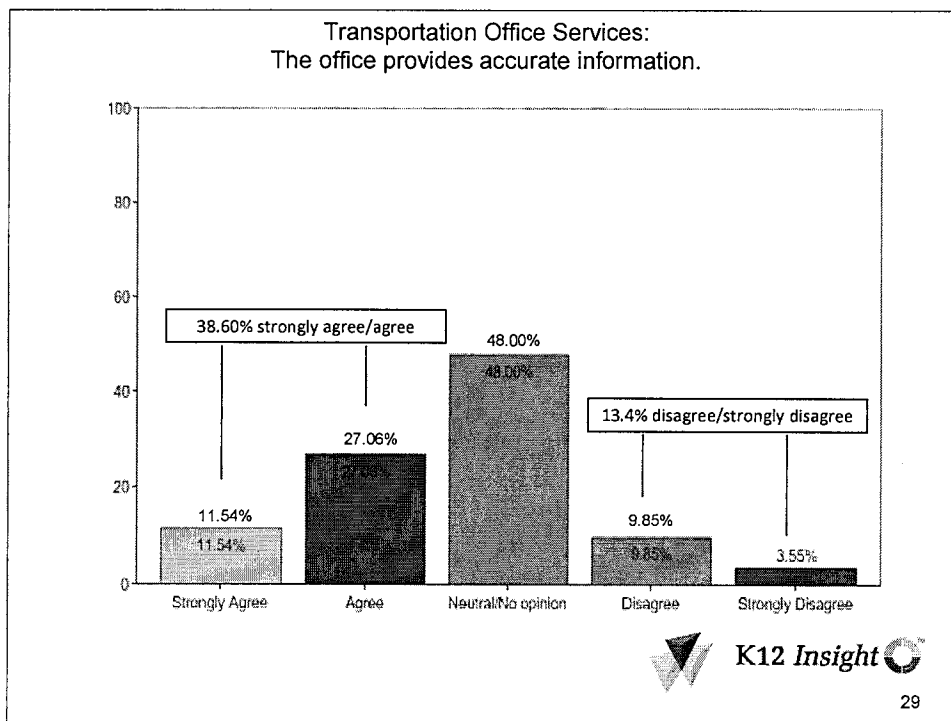












Open-Ended Questions

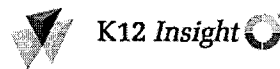
- Two open-ended questions
 - What is the best aspect of the transportation services?
 - What area of the transportation services needs the most improvement?
- Comments will be provided with an analysis of general themes

2012-13 Ridership

- Posed question about 2012-13 ridership
 - Do you think your child will ride in 2012-13 assuming current transportation policies and guidelines remain in place?
- About 76% of respondents said that, assuming the current transportation policies and guidelines remain in place, they plan to have their child(ren) ride the bus in 2012-13

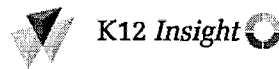
Recommendations

- Use results to improve service
- Mine open-ended questions for more specific feedback
- Review questions with high percentage neutral/no opinion for future applicability
- Survey next year using same core questions to measure progress
- Add questions to address any new transportation system changes



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**Thank you
to all the survey participants
and to the Ann Arbor Board of Education**



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