



Community Survey SUMMARY

Jaunt Board of Directors Meetings

First Presented August 13, 2025

Updated, expanded Version October 1, 2025



www.ridejaunt.org

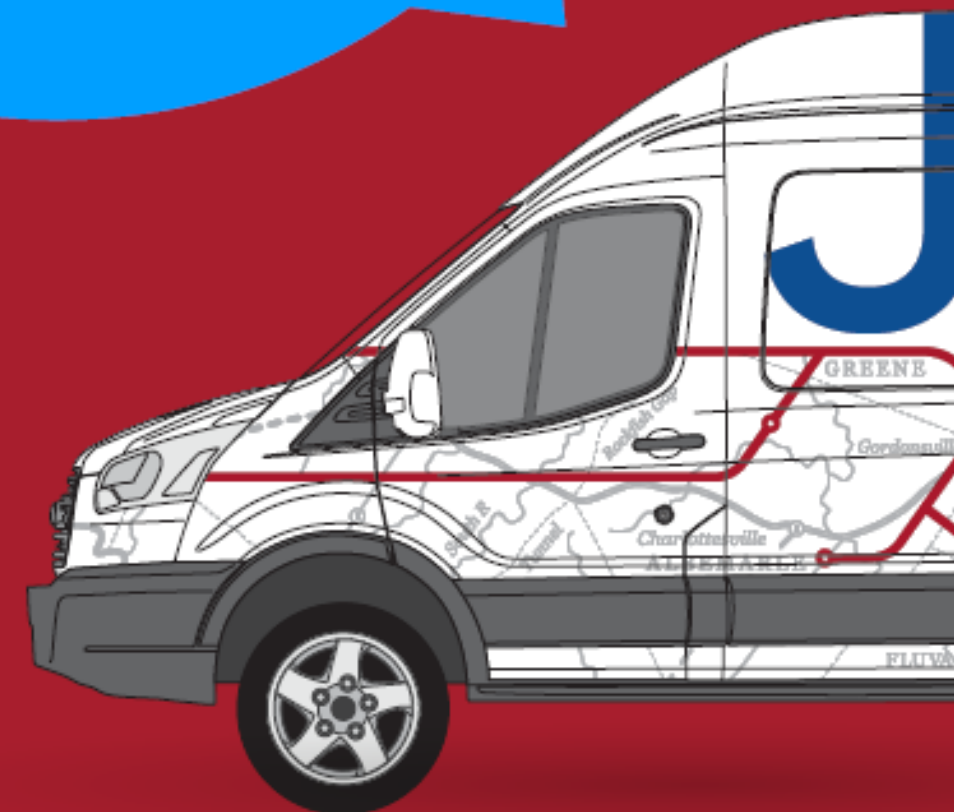
What do
you
think?

SCAN ME!



**Your feedback
drives our
future.**

Take a minute to complete
the Jaunt survey and help us
improve your ride—plus, enter
to win one of 24 gift cards!



go.ridejaunt.org/survey

Survey overview



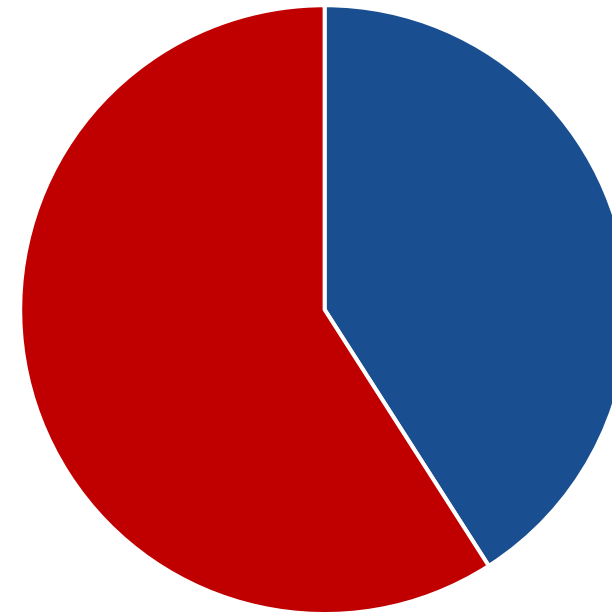
- Community Surveys are standard, due diligence and best practice in Transit.
- Jaunt was overdue for a rider/customer survey.
- Created a “branched” survey to identify
 - Riders vs Non-riders
 - Riders, Demand Response only
 - Riders, Demand Response and CONNECT
 - Riders, CONNECT only
- Deployment
 - June 2 – July 2, 2025, supported by many community partners
 - Paper copies and web, English and Spanish, QR codes in buses
 - 24 Gift Cards of \$25 randomly drawn
 - Contract support, Chaski – media, graphic assets, social, bot-scrubbing, translation
 - 775 responses (206 from paper)



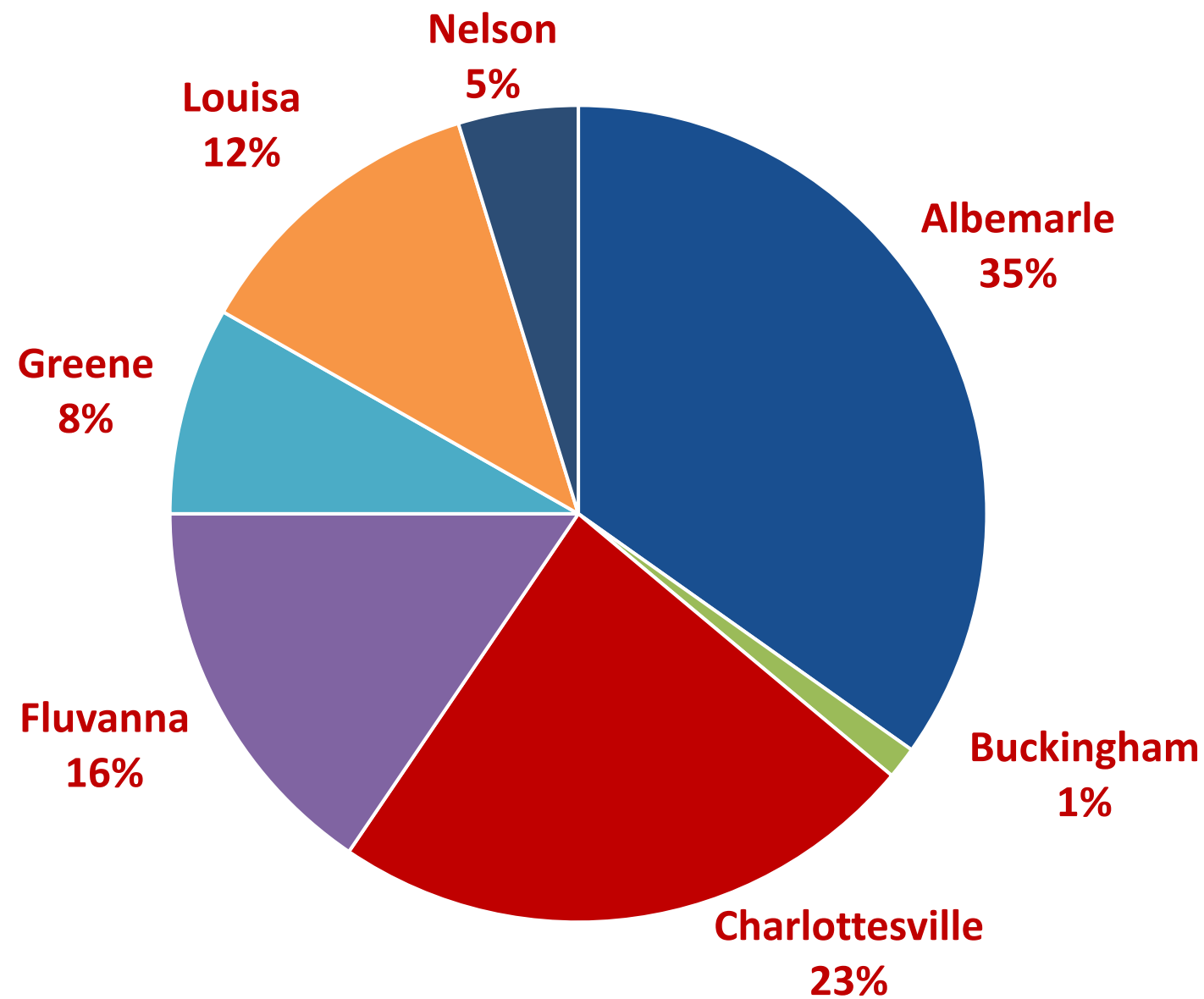
Are you a current Jaunt Rider?

Yes, 456,
59%

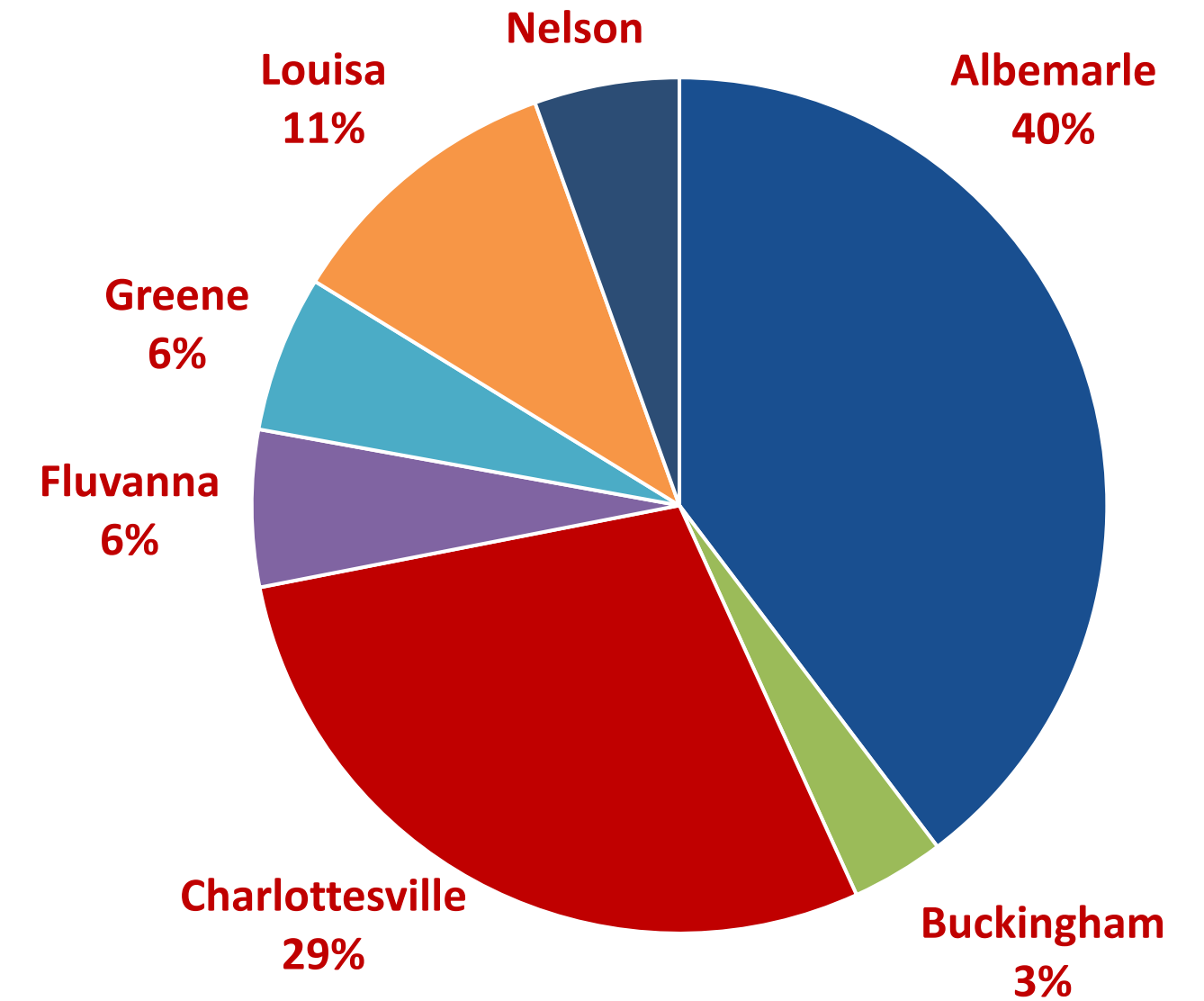
No, 316,
41%



Where the 316 Non-riders Live



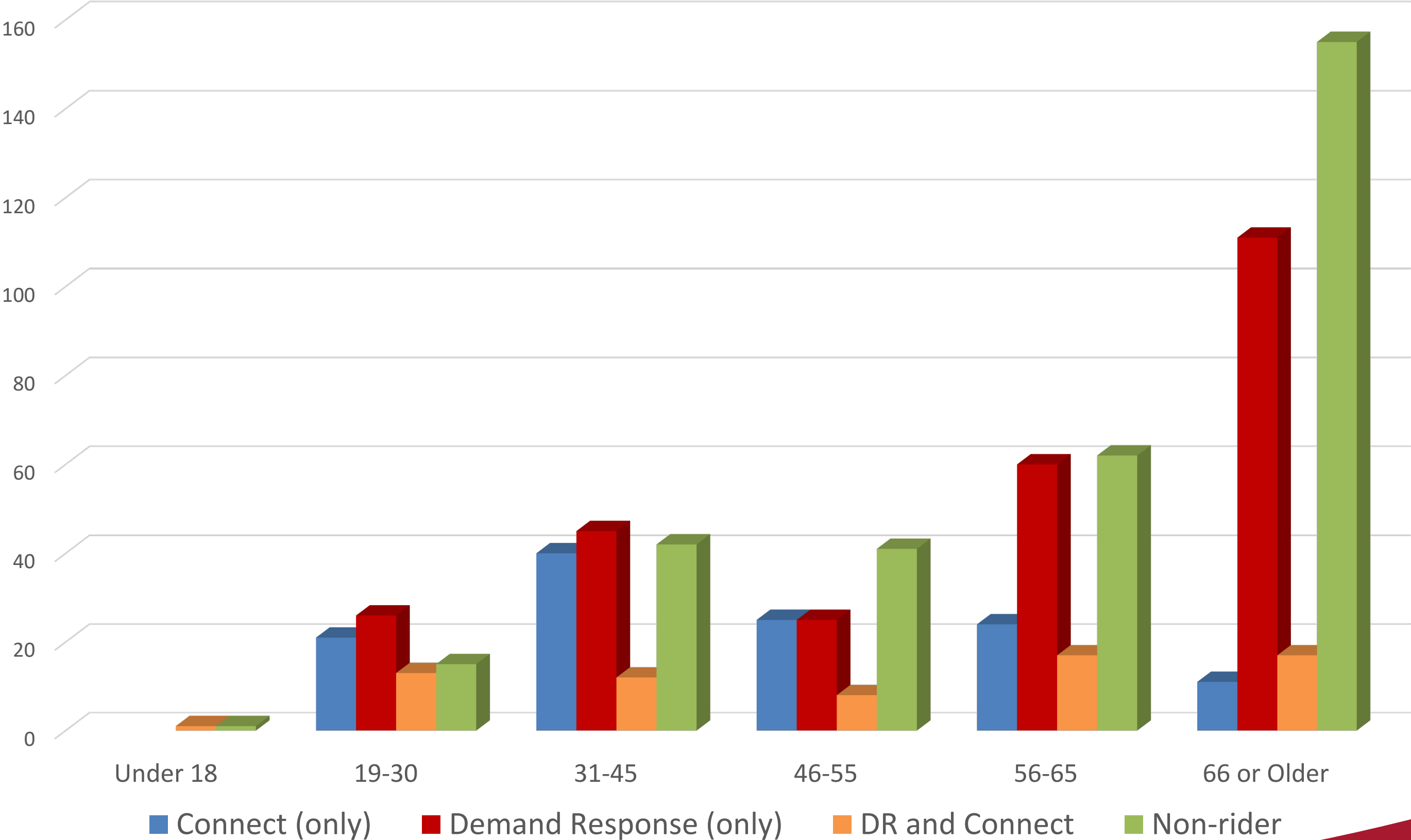
Where the 459 Riders Live



LOCATION

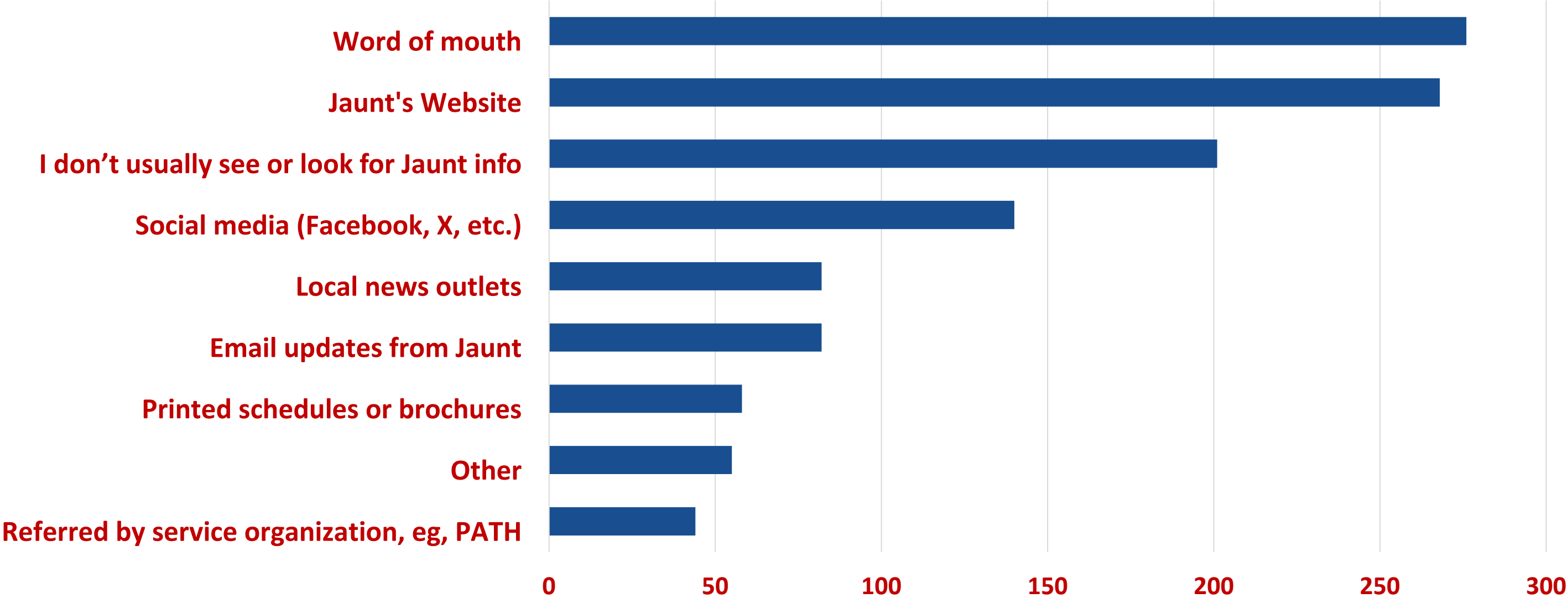


Age



AGE

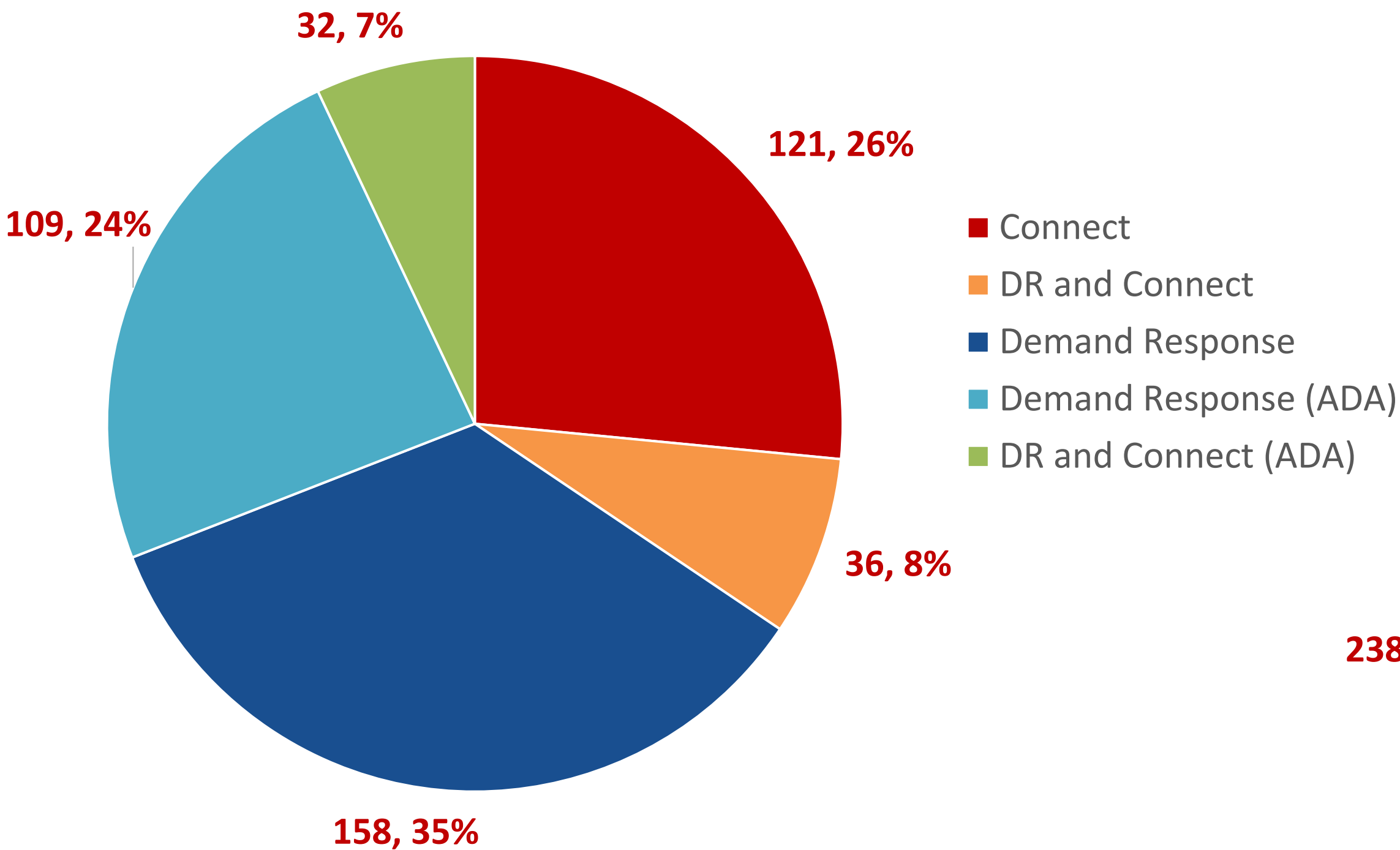
Where do you typically get information or updates about Jaunt services?



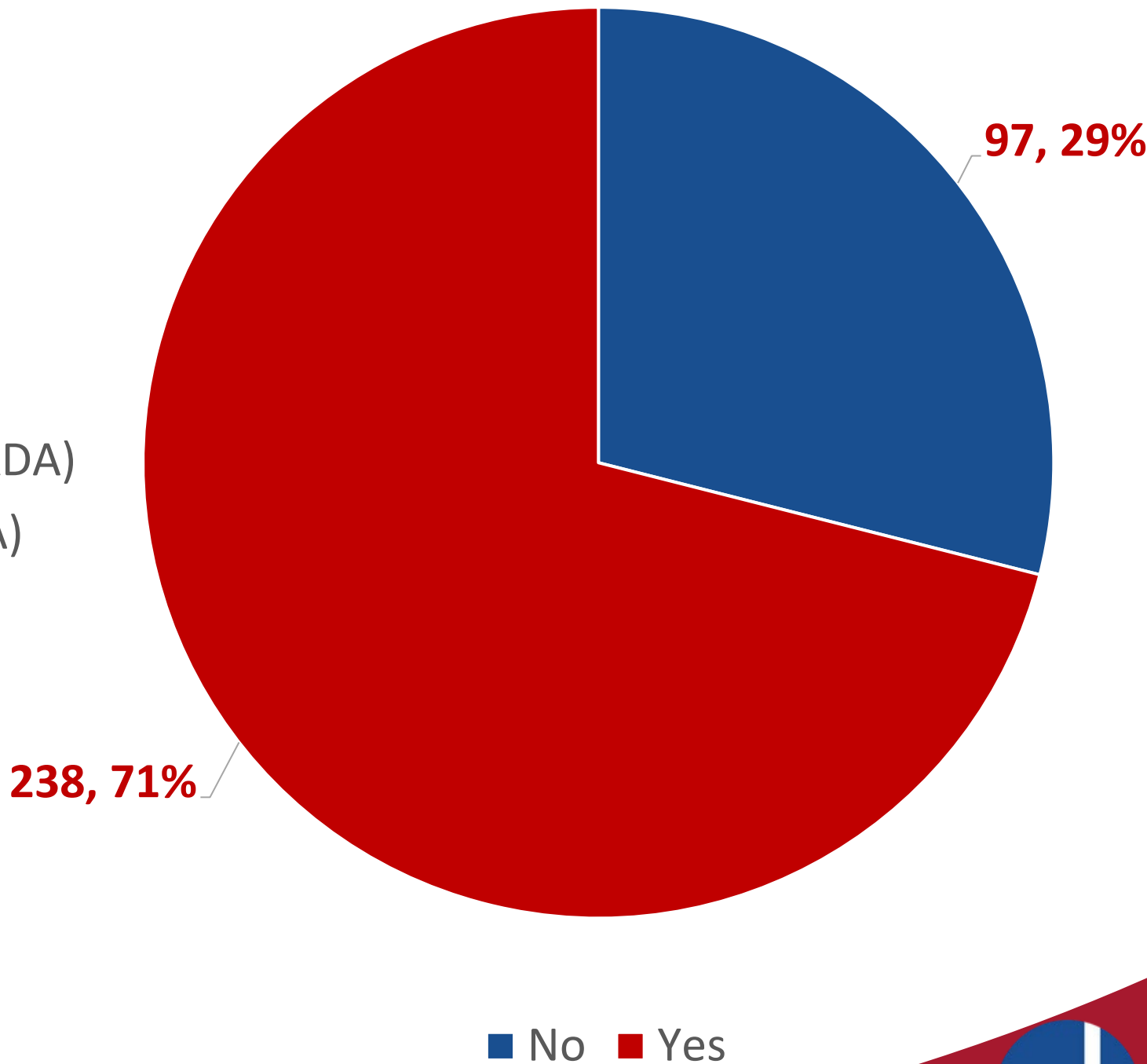
INFORMATION



Category of Rider



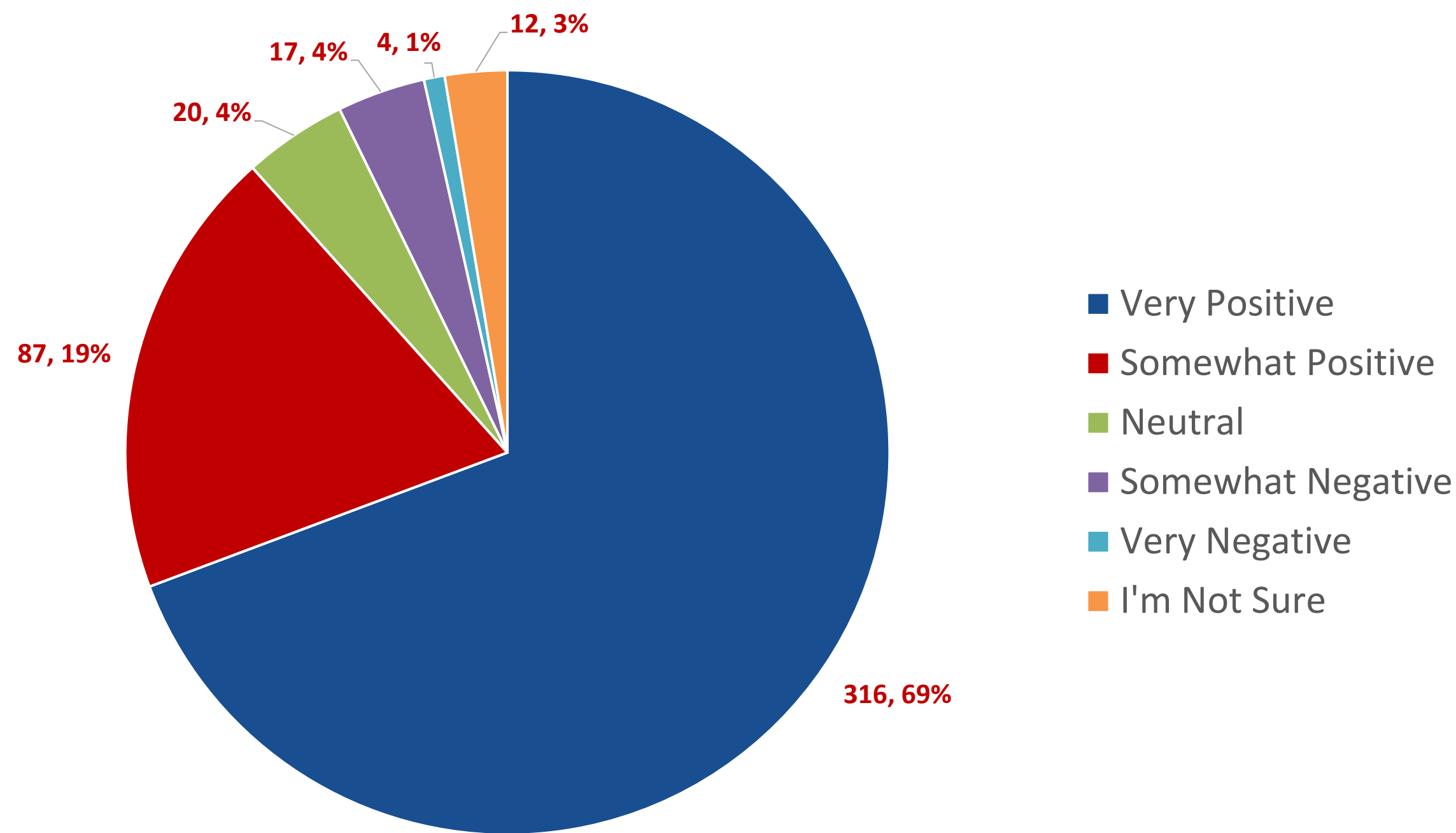
If Jaunt were to make scheduling reservations possible via a website or smartphone app, would you use it?



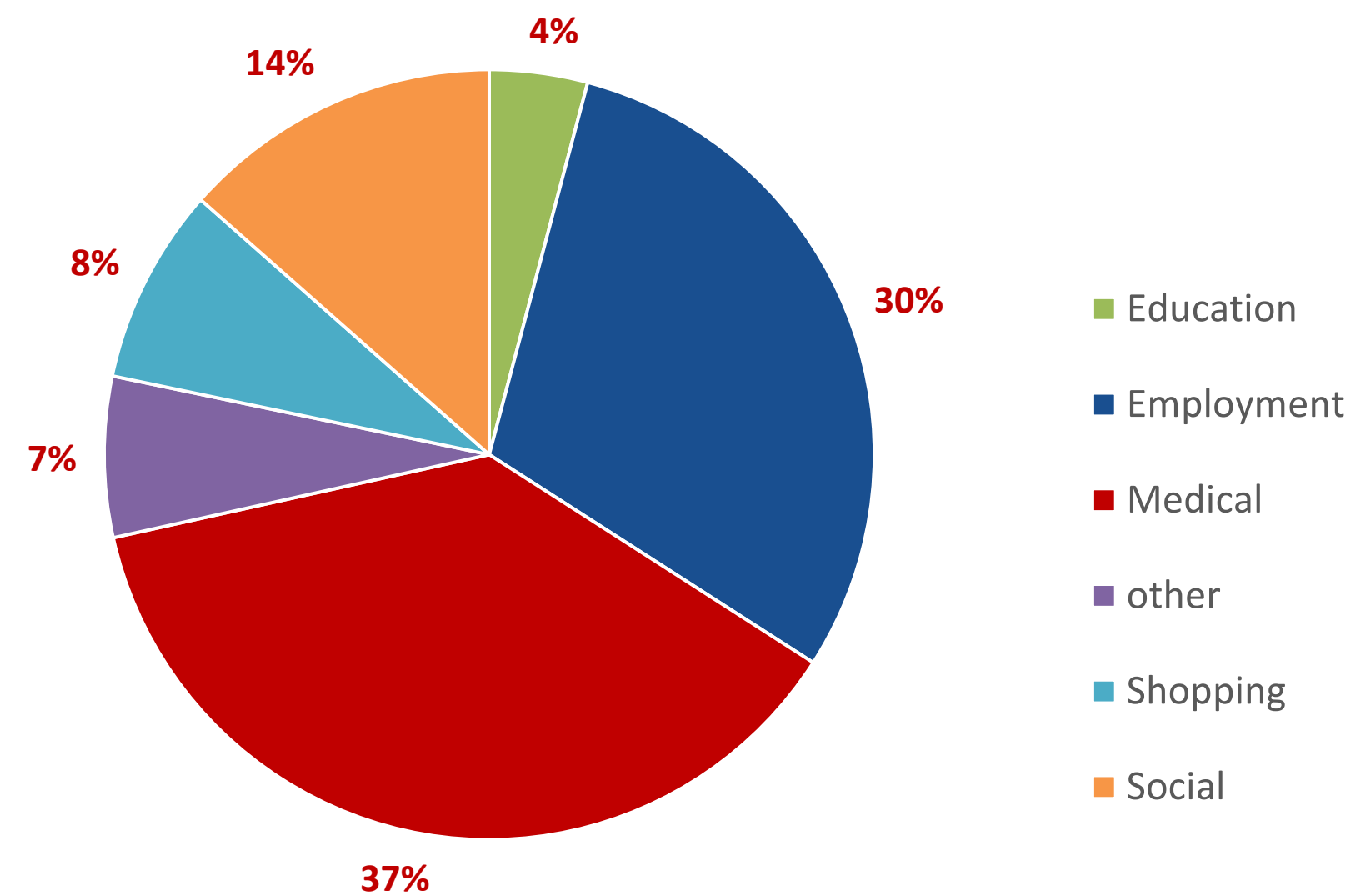
TYPE OF RIDER



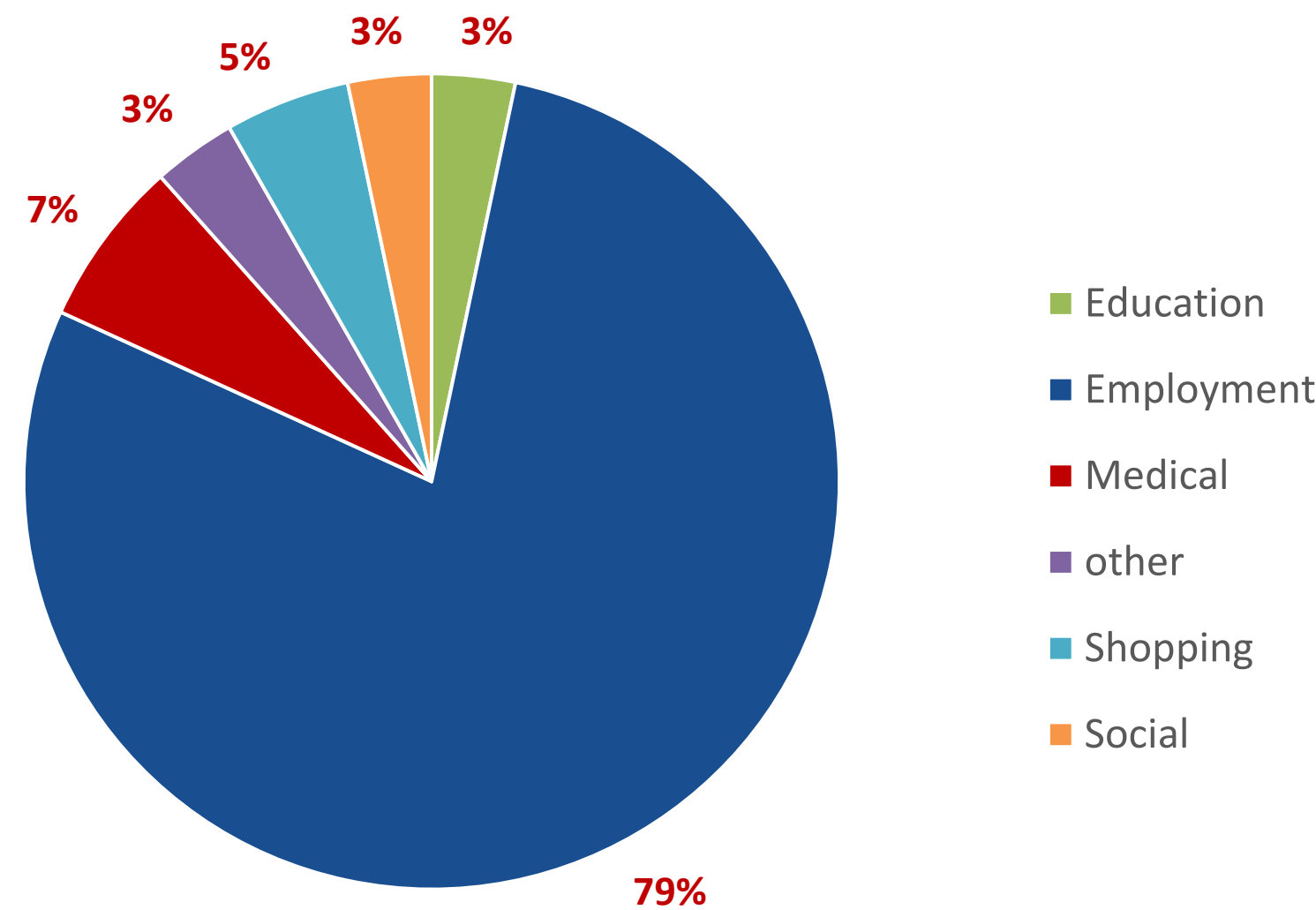
How would you describe Jaunt's reputation in your community?



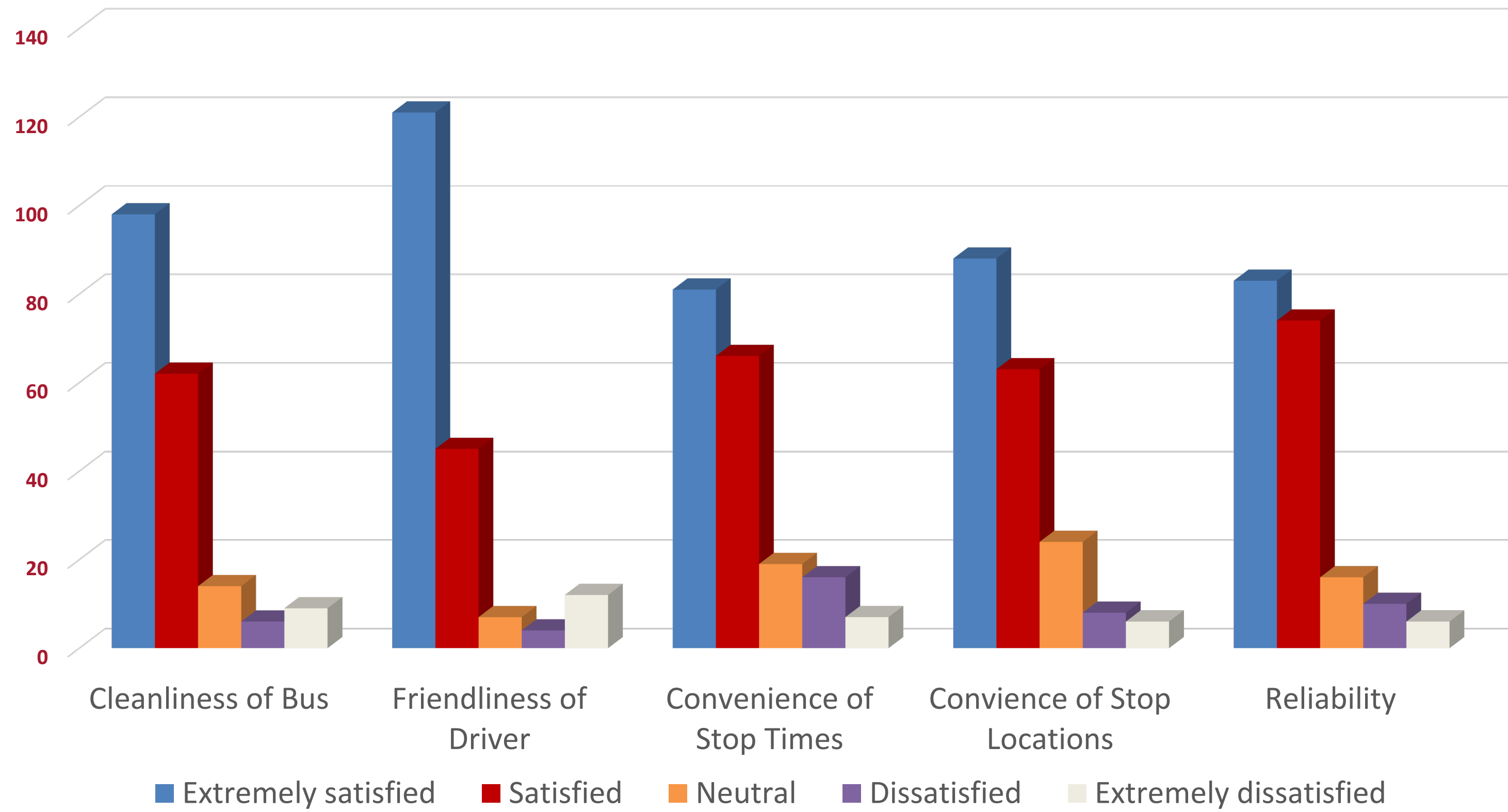
Demand Response Trip Purpose



CONNECT Trip Purpose



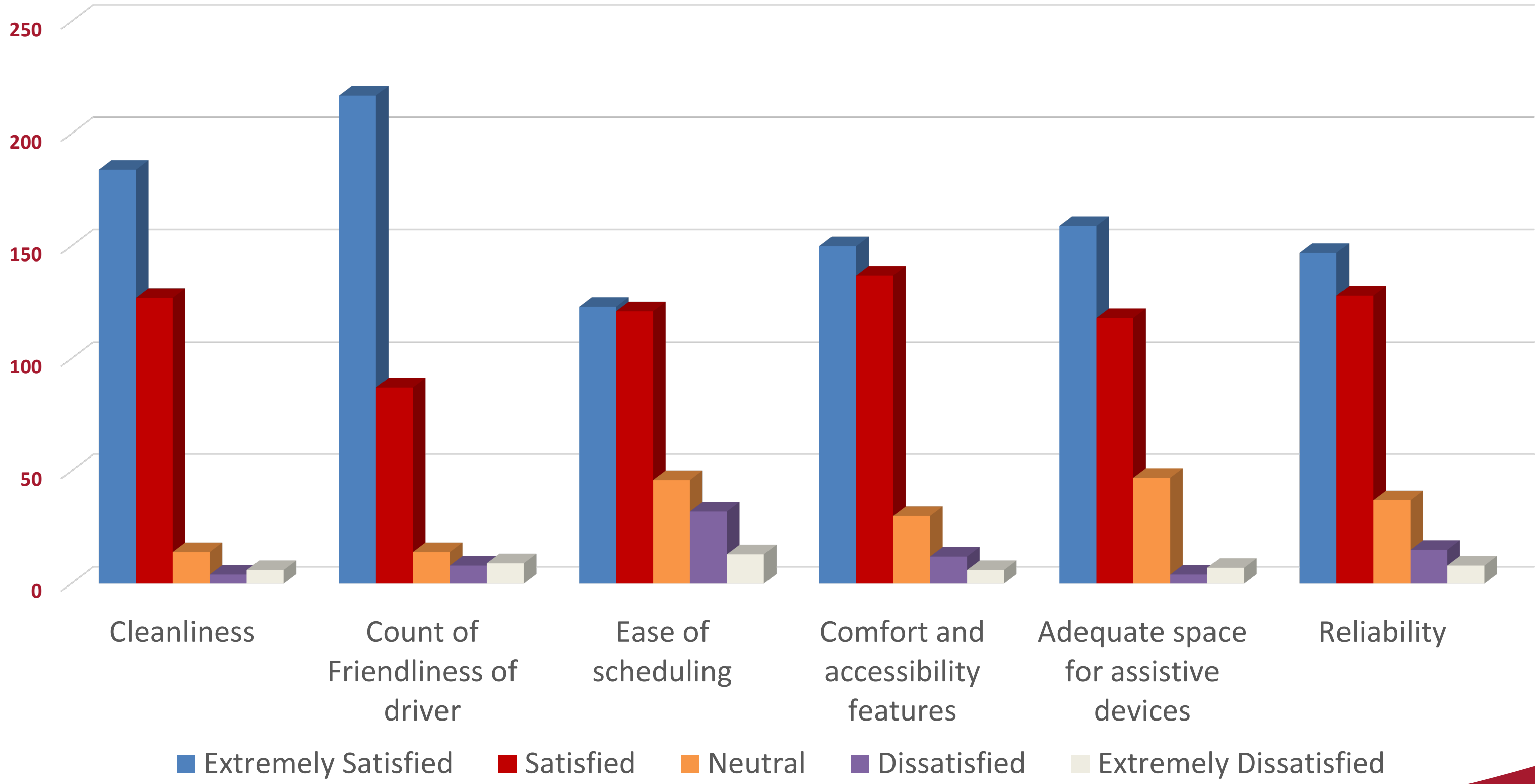
CONNECT Riders said...



GENERAL EVALUATION

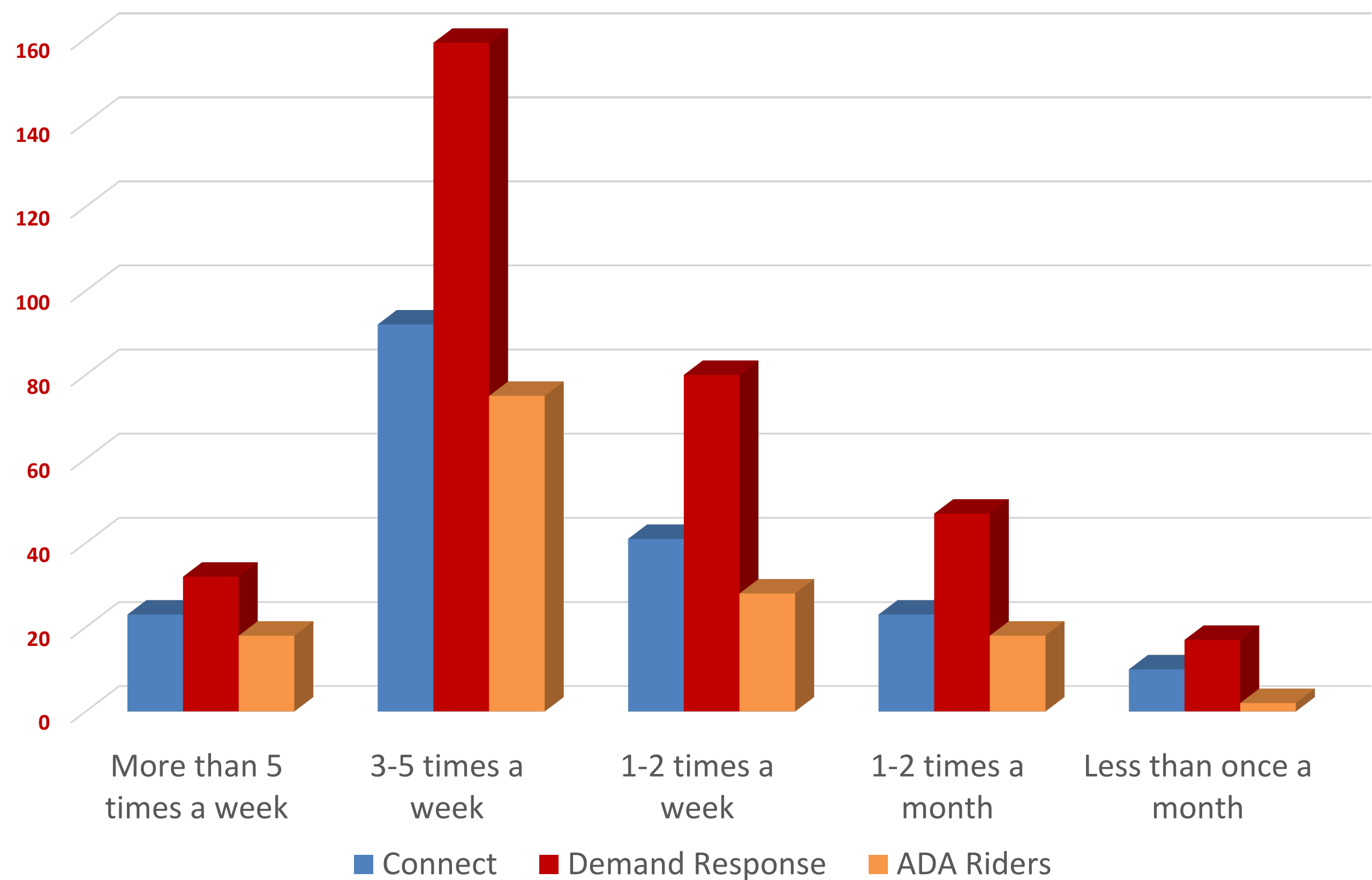


Demand Response Riders said...



GENERAL EVALUATION

Frequency of Use



FREQUENCY



IN GENERAL RIDERS SAID

1. Praise for Drivers and Staff

- Top theme in both groups: Riders value kind, reliable, respectful drivers.
- Staff described as family; several drivers named for exceptional service.
- Positive experiences noted across both fixed-route and DR services.

2. Long Wait Times for Reservations

- Common frustration: extended hold times and dropped calls.
- Riders want faster, more reliable phone scheduling.
- Request for better-trained and more courteous reservation staff.

3. Desire for Mobile App and Online Booking

- Strong demand for digital tools to track and book rides.
- Real-time tracking and online scheduling would improve rider experience.
- Seen as especially helpful for riders with accessibility needs.

4. Requests for Weekend and Extended Service Hours

- Fixed-route riders want earlier/later options for work and appointments.
- Demand response riders seek weekend service (esp. rural areas).
- Evening and holiday coverage is a frequent request.

5. Reliability and Timeliness of Service

- Praise for long-term reliability, but concerns about delays or missed rides.
- Riders want updates when buses are late or disrupted.
- Some missed medical/work appointments due to service inconsistencies.

6. Ride Comfort and Vehicle Condition

- DR riders noted pain from bumpy rides and poor suspension.
- Requests for smoother driving, better shocks, and cleaner vehicles.
- Fixed-route riders mentioned leaky roofs and AC issues.



Open ended responses ranked by topic and frequency

IN GENERAL RIDERS SAID

7. Routing and Scheduling Efficiency

- DR riders experience long, inefficient routes due to distant rider grouping.
- Fixed-route riders want better timing and more frequency at peak hours.
- Desire for streamlined, rider-first scheduling in both systems.

8. Communication and Service Alerts

- Both groups want real-time notifications about delays or changes.
- Text, app, or email updates seen as key to rider confidence.
- Communication between dispatch and drivers sometimes inconsistent.

9. Impact on Quality of Life

- Riders rely on Jaunt for independence, medical access, and community.
- DR users in particular described Jaunt as a ‘lifeline.’
- Fixed-route riders cited stress relief and improved well-being.

10. Additional Suggestions

- Text scheduling, ADA sensitivity training, more marketing visibility.
- More efficient forms, better seat design, and respectful policies.
- Appreciation expressed with ideas for continued improvement.



1. Praise for Drivers

- Frequent praise for specific drivers: Arthur, Aileen, Byron, Ralph, etc.
- Described as friendly, prompt, kind, professional, and community-minded.
- Mentions of missed drivers and calls for recognition (e.g., 'Bring Byron back').
- Representative Quote: *“Aileen is the absolute best! She makes me feel so safe on my commute to work.”*

2. Requests for Expanded or Adjusted Service Times

- More frequent pickups, especially afternoons and peak hours.
- Need for early (6–9am) and late buses for shift workers (e.g., CNAs).
- Requests for weekend and midday service.
- Representative Quote: *“I work late, so the last route time doesn’t work for me.”*

3. Suggestions for Better Communication

- Desire for real-time alerts about delays, cancellations, and service changes.
- Preferred formats: text messages, app alerts, emails.
- Requests for more consistent use of rider notifications.
- Representative Quote: *“It would be helpful to have real-time notifications sent to riders.”*

4. Requests for Route and Stop Improvements

- Add stops at Fontaine Research Park, Ivy Square, North Garden, etc.
- Expand 29 North Connect and create more neighborhood-friendly routing.
- Interest in automated or self-service pickup sign-ups.
- Representative Quote: *“Add extra stops at Fontaine Research Park—very important!”*

5. Appreciation for Jaunt in General

- Many riders expressed gratitude and said Jaunt is essential.
- Phrases like 'lifesaver', 'stress reducer', and 'wonderful service'.
- Several said 'Everything's good' or simply 'Thank you'.
- Representative Quote: *“Jaunt is a lifeline. It reduces stress and always gets me to work.”*

6. Vehicle Comfort & Maintenance Concerns

- Complaints about broken AC, leaky roofs, and bumpy rides.
- Requests for more reliable, modern vehicles.
- Concerns about crowding during peak trips.
- Representative Quote: *“It’s hot and stuffy on buses now. AC works very poorly.”*



7. Interest in Bus Tracking Technology

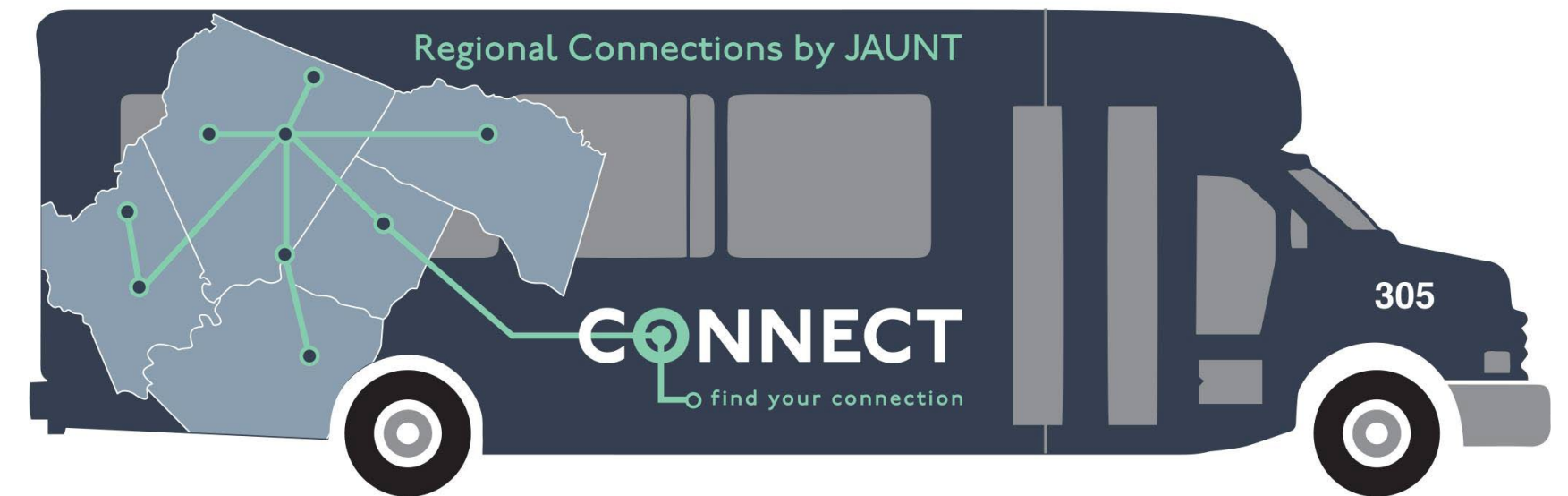
- Desire to track buses via mobile app (TransLoc praised when working).
- Calls for better GPS/location accuracy.
- Suggestions to integrate real-time tracking with notifications.
- *Representative Quote: “I’ve been able to view our shuttle location—very helpful.”*

8. Community and Emotional Connection

- Riders feel connected to drivers and fellow passengers.
- Mentions of 'bus family' and emotional ties to routes.
- Quotes describing the ride as a 'community on wheels'.
- *Representative Quote: “It felt comfortable, like a little community on wheels.”*

9. Marketing and Awareness

- Suggestions to increase public awareness of Jaunt.
- Some reported friends didn’t know about the service.
- Need for outreach to expand ridership.
- *Representative Quote: “Should be more marketing for Jaunt—it’s not well known.”*



DEMAND RESPONSE

1. Praise for Drivers

- Most common theme: Drivers praised for kindness and reliability.
- Riders feel drivers and staff are like family.
- Example: A driver gave a stuffed heart to a passenger to 'pass on'.

2. Reservation and Phone Hold Issues

- Frustration with long phone waits and dropped calls.
- Some staff praised, others described as short or unhelpful.
- Requests: more staff, better training, longer advance booking.

3. Desire for a Mobile App and Online Scheduling

- Strong demand for app or web booking with real-time ride tracking.
- Mobile or web platforms preferred for convenience and reliability.
- Seen as essential for accessibility and convenience.

4. Service Reliability (Mostly Positive)

- Many riders said Jaunt is dependable, citing years of successful use.
- Some concerns with late pickups or missed rides noted.
- Desire for better communication around delays or disruptions.

5. Requests for Weekend or Extended Hours

- Requests for Saturday and Sunday service, especially in rural areas.
- Later service hours needed for work shifts and church attendance.
- Greene, Zion Crossroads, North Garden often mentioned.

6. Ride Comfort and Vehicle Conditions

- Complaints about bumpy rides and poor suspension.
- Requests for gentler driving and better seat materials.

7. Impact on Quality of Life

- Riders shared how Jaunt enables access to care, food, and community.
- Jaunt enables independence and access to care. Is a lifeline.
- Essential for riders with disabilities, seniors, and those without cars.

8. Improve Efficiency and Routing

- Concerns about long and inefficient ride groupings.
- Desire for more direct trips and better route planning.
- Impact on work attendance and medical appointments noted.

9. Communication Between Dispatchers and Drivers

- Reported disconnects between dispatch and drivers.
- Requests for better coordination and real-time updates.

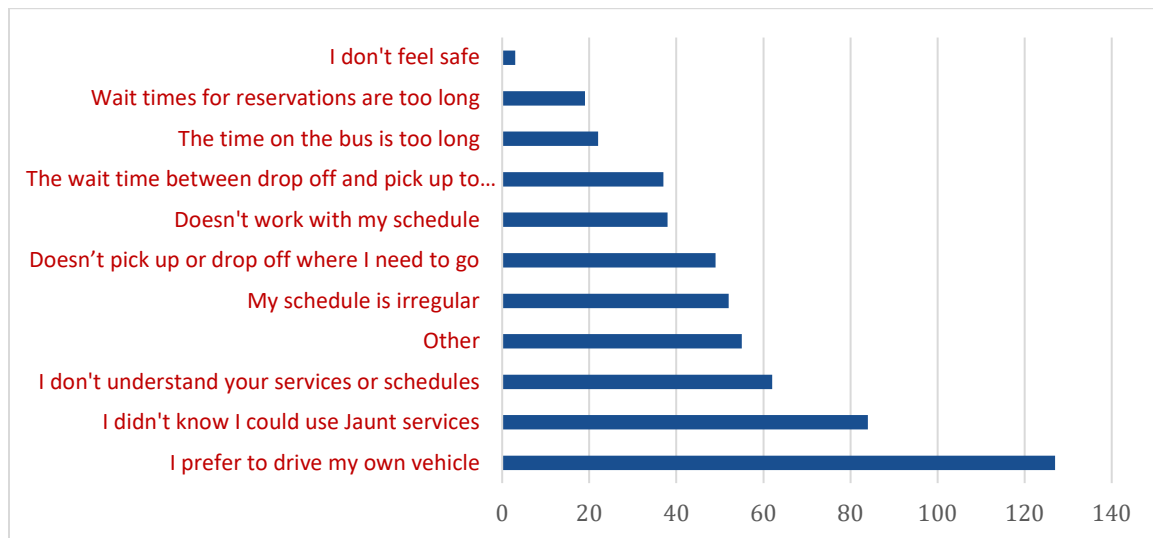


Open ended responses ranked by topic and frequency

Jaunt 2025 Customer Survey:

Non-Rider Responses and Summarized Themes

171 survey responses indicated they are currently non-riders, meaning they have never ridden or once did but no longer do. For those survey respondents that indicated they were not current riders, these are the responses to the question **“Why is Jaunt not a good option for you at this time?”**



These are the open-ended answers non-riders left, categories by theme and by frequency of theme.

Theme	Responses	Share of Total
Scheduling & Reliability	37	21.6%
Coverage & Destinations	29	17.0%
Eligibility & Who Can Ride	16	9.4%
Other	16	9.4%
Positive / Future Intent	13	7.6%
Awareness & Information	12	7.0%
Not Needed / Drive Self	9	5.3%
Reservations & Phone Support	9	5.3%
Medical-Trip Timing	7	4.1%
Digital Tools & Alerts	5	2.9%
Vehicle Accessibility & Comfort	5	2.9%
Cross-Agency / Comparisons	3	1.8%
Hours & Days of Service	3	1.8%
Stops & Routing	3	1.8%
Customer Service Experience	2	1.2%
Fares & Cost Clarity	2	1.2%

Scheduling & Reliability

- Long waits and missed/late pickups reduce confidence in reliability.
- Uncertainty about return pickups—especially after appointments—creates risk.
- Pickup windows (e.g., up to an hour or more) feel too long for many users.
- Concerns that buses may leave early or not adhere tightly to schedules.

Coverage & Destinations

- Requests to expand coverage in Fluvanna, Louisa, Greene, Nelson, and Orange.
- Specific destinations missing
High-demand sites (NGIC, Northridge, Pantops, Keswick, Glenmore, Lake Monticello, airport, Costco) lack direct service.

Eligibility & Who Can Ride

- Confusion about whether seniors qualify without a disability.
- Widespread perception that Jaunt is only for riders with disabilities.
- Uncertainty about who qualifies within city vs. county limits.
- Paratransit application steps and requirements are unclear.

Other

- Miscellaneous

Positive / Future Intent

- Value to community
Jaunt is seen as an essential community service.
- Many plan to use Jaunt as they age or if they stop driving.

Awareness & Information

- General awareness gap, many non-riders are unfamiliar with Jaunt or unsure what it offers.
- How to use / process unclear. People want simpler, clearer instructions on how to book and use services.
- Hours / areas / stops unclear. Riders seek clarity on operating hours, service areas, and stop locations.

Not Needed / Drive Self

- Some do not need Jaunt now because they still drive.

Reservations & Phone Support

- Riders report difficulty reaching agents or receiving return calls.
- Phone-only booking is inconvenient; alternative channels are desired.
- People want confirmations and clearer booking status.

Medical-Trip Timing

- Trouble with timing for medical.

Digital Tools & Alerts

- Real-time tracking / app
Desire for an app with real-time vehicle tracking.
- Website clarity
The website should be clearer and timelier (e.g., holidays, weather).

Vehicle Accessibility & Comfort

- Boarding / lift concerns, some concerns about steep steps and using the wheelchair lift.
- Ride quality can cause motion sickness for some riders.
- General comfort, buses are generally viewed as comfortable when used but some complain about discomfort.

Cross-Agency / Comparisons

- Desire integration/transfers
Better integration and transfers with city buses are desired.
- Some prefer CAT/MicroCAT due to reliability/app features.

Hours & Days of Service

- Weekend service is a frequent request for errands and leisure.
- Evening and night trips are often requested for work and social needs.
- Align with work/school windows
Service windows that align with 7–10AM and 2–6 PM are desired.

Stops & Routing

- Interest in express or direct routes (e.g., Crozet to Downtown Transit Center).
Feedback summarized within this subtheme.
- Add or relocate stops (e.g., Market St./parking garage) to improve access.

Customer Service Experience

- Many praise drivers and staff for being kind and helpful.
- Reports of unfriendly tone on reservation calls; warmer service is requested.

Fares & Cost Clarity

- Unclear whether rides are free or paid; desire simple fare info.