

2025 ADA Paratransit Customer Satisfaction Survey Results

February 20, 2026



Survey independently conducted by C R Market Surveys, Inc.

Overview

Pace commissioned C R Market Surveys, Inc. to conduct the 2025 ADA Paratransit Customer Satisfaction Survey to evaluate rider experiences, track performance trends, and compare results with prior benchmark surveys conducted in 2018. Data were collected between May and August 2025 through mail, online, and telephone methods, yielding 1,450 completed surveys and a response rate of approximately 21%. Results were weighted to reflect ridership patterns in each subregion of Pace’s service area.

Overall Satisfaction



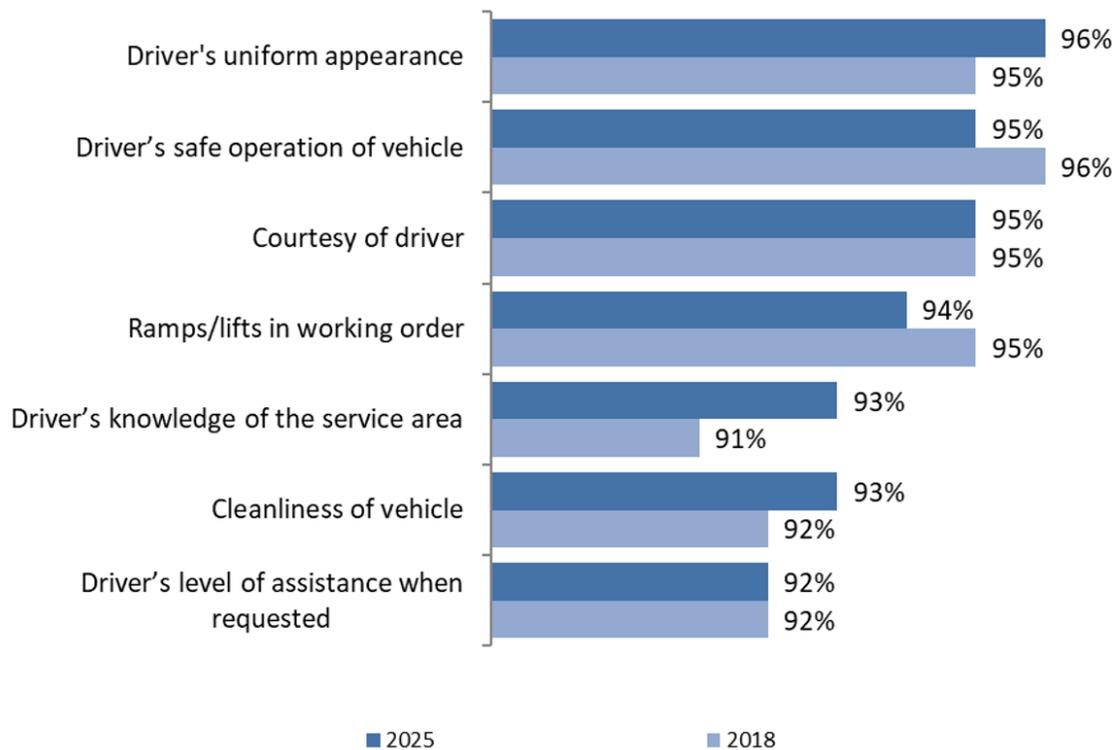
Customer satisfaction with ADA Paratransit remains strong and is improving. In 2025, 90% of riders reported being “Very Satisfied” or “Satisfied,” up from 87% in 2018. Notably, the share of riders who are “Very Satisfied” increased from 35% to 44%, indicating a meaningful shift toward higher satisfaction.

Satisfaction varies by region. North suburban Cook County and surrounding counties reported the highest overall satisfaction (92%), while west suburban Cook County trailed at 84%, signaling a need for targeted regional attention.

Customer Satisfaction Elements

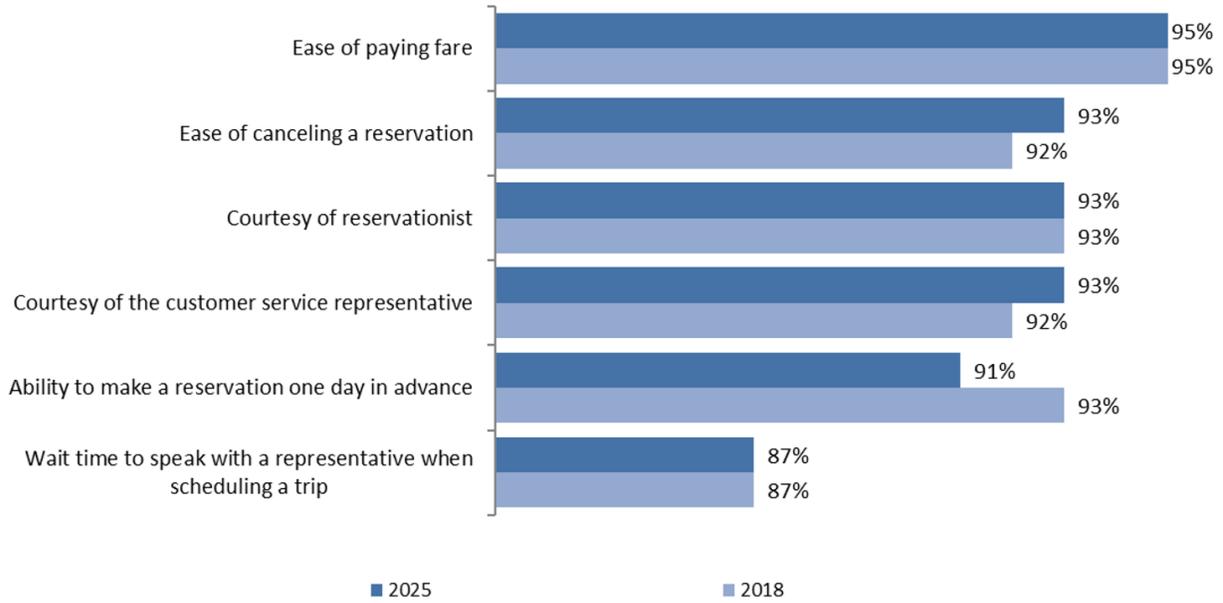
Driver-related attributes remain the program's strongest asset. Across all regions, more than 95% of riders expressed satisfaction with driver safety, courtesy, appearance, and assistance when needed. Vehicle cleanliness and the reliability of ramps and lifts also received consistently high ratings, reinforcing rider confidence and comfort.

Driver Performance and Ride Experience ratings



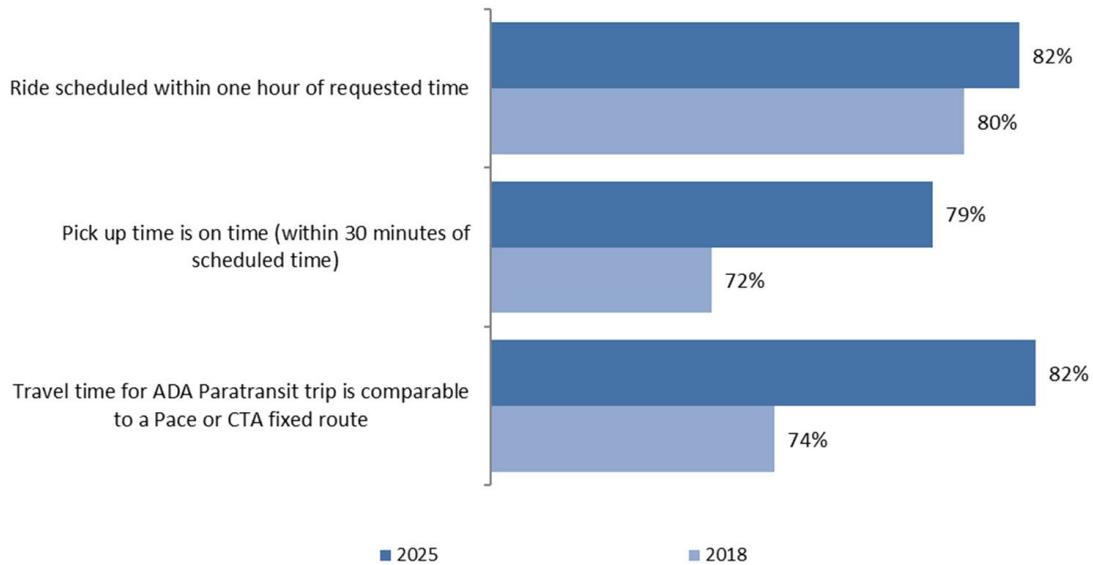
Customer service continues to perform well, with notable improvements since 2018. Satisfaction with wait times to speak with a representative increased substantially, and courtesy of reservationists and customer service staff remains high across all regions.

Customer Service ratings



Operational Reliability

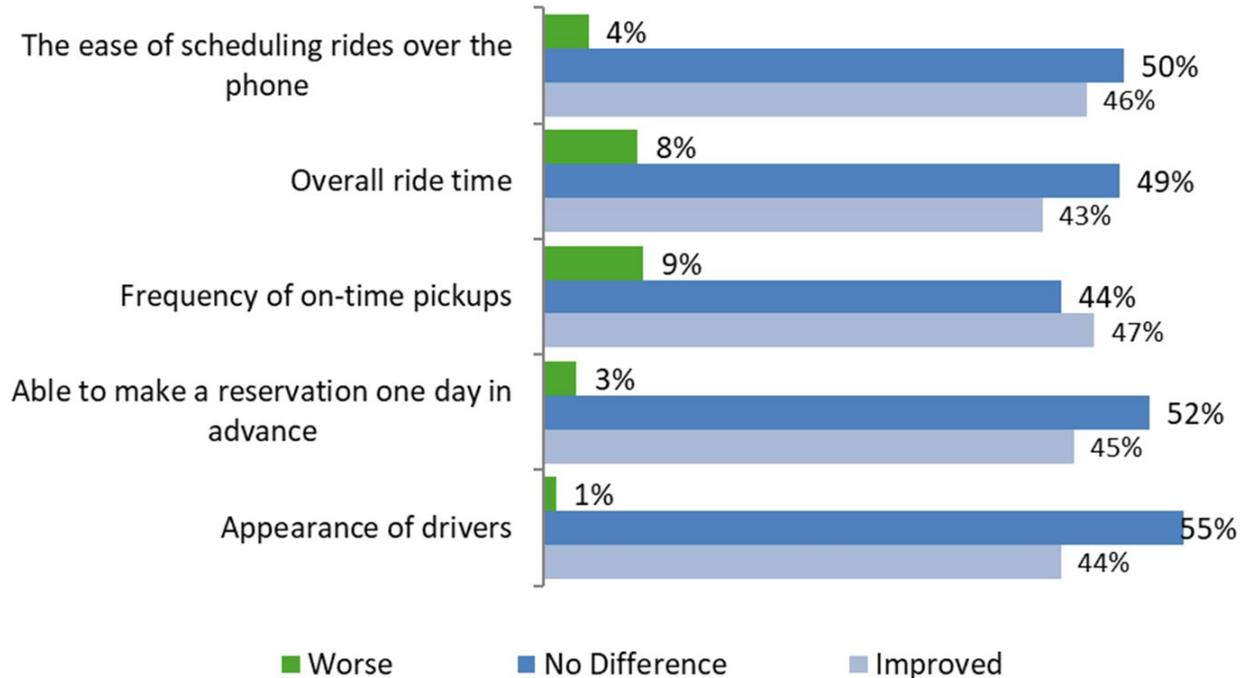
Operational and scheduling performance improved compared with 2018, particularly for on-time pickups and travel time comparable to fixed-route service. However, these elements continue to score lower than driver and ride experience attributes, identifying the customer’s perception of scheduling reliability as a recurring opportunity for improvement in satisfaction, especially in west suburban Cook County.



Trends and Comparisons

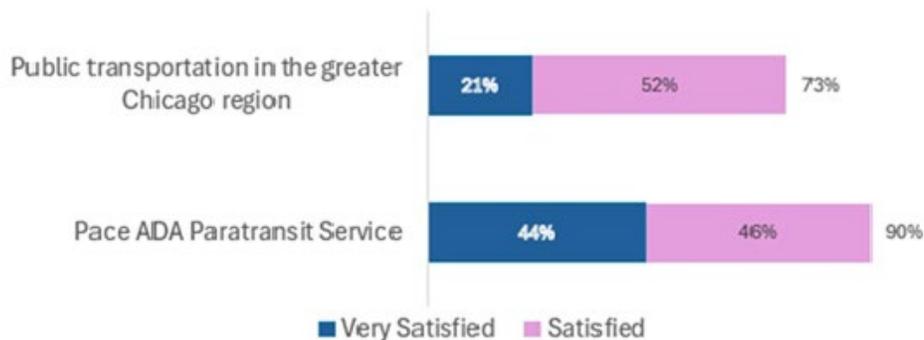
Year-over-Year Perceptions

Across major service elements, most riders reported that paratransit service has either improved or remained unchanged, with very few indicating decline. Perceived improvements were strongest in ease of scheduling, driver appearance, overall ride time, and on-time pickups, reflecting gradual but steady operational progress.



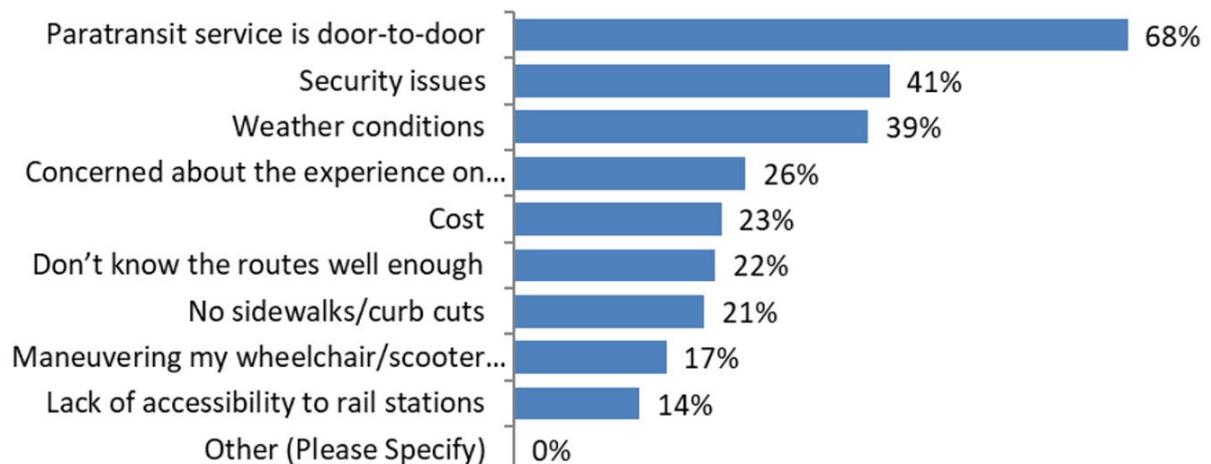
Comparison to Fixed Route Public Transportation

ADA Paratransit continues to outperform general public transportation in the greater Chicagoland region. Overall satisfaction with ADA Paratransit (90%) exceeds satisfaction with regional fixed route public transportation (73%), and riders are twice as likely to report being “Very Satisfied” with ADA Paratransit.



Fixed-Route Usage and Barriers

Use of fixed-route transit among ADA Paratransit-eligible riders declined notably. In 2025, 62% of riders reported never using fixed-route services, up from 50% in 2018. Key barriers include safety concerns, waiting at stops, walking to stations, weather conditions, and a strong preference for curb-to-curb service. Interest in fixed-route training remains limited, suggesting ADA Paratransit continues to be the preferred and necessary option for most riders with disabilities.



Pace has expended considerable marketing resources over the past decade on encouraging fixed route usage among riders with disabilities, and will continue to do so. As every fixed route bus is accessible to people with disabilities, riders can benefit from a less expensive fare and more spontaneous travel by choosing fixed route.

Rider Profile and Technology Use

Compared to Pace's fixed route riders, the ADA Paratransit rider base is older, lower-income, and increasingly adopting digital technologies. Approximately 67% of riders are age 65 or older, and nearly 60% report annual incomes below \$20,000. At the same time, smartphone use rose sharply from 32% in 2018 to 59% in 2025, indicating growing opportunities for mobile-friendly tools, provided accessibility and support remain in place.

Awareness of corollary programs such as TAP, Ventra, RAP, and TripCheck is high, but usage consistently lags behind awareness, particularly for mobile and real-time information tools.

Conclusions

The 2025 survey confirms that Pace ADA Paratransit delivers a high-quality, trusted service, anchored by strong driver performance and improving customer service. While overall satisfaction is high, regional disparities, scheduling reliability, and declining fixed-route usage remain important strategic challenges. Continued focus on operational consistency, targeted regional improvements, and accessible digital engagement will help Pace sustain and build upon its strong customer satisfaction foundation.