

2025 Vanpool Customer Satisfaction Survey Results

February 20, 2026



Overview

Pace commissioned C R Market Surveys, Inc. to conduct a 2025 Customer Satisfaction Survey to evaluate rider experiences with the Pace Vanpool Program and compare results with prior surveys conducted in 2018. The study gathered feedback from active vanpool users to assess satisfaction, identify drivers of loyalty, and highlight opportunities for service improvement.

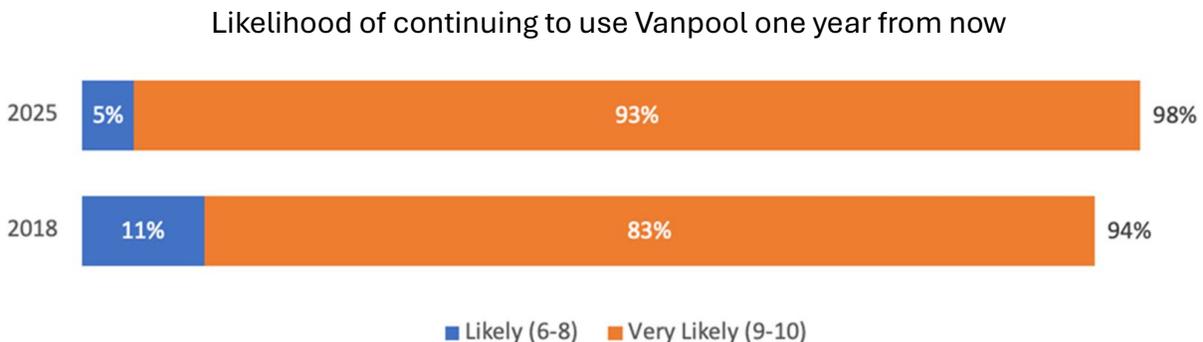
A total of 171 completed surveys were collected between February and March 2025, representing approximately 41% of the active vanpool population, providing a strong and reliable basis for analysis.

Overall Satisfaction



Customer satisfaction with the Pace Vanpool Program remains exceptionally high. In 2025, 98% of respondents reported being satisfied, with 87% indicating they were “Very Satisfied.” This represents an improvement over 2018 and reflects strong alignment between the program and customer expectations.

Customer Loyalty

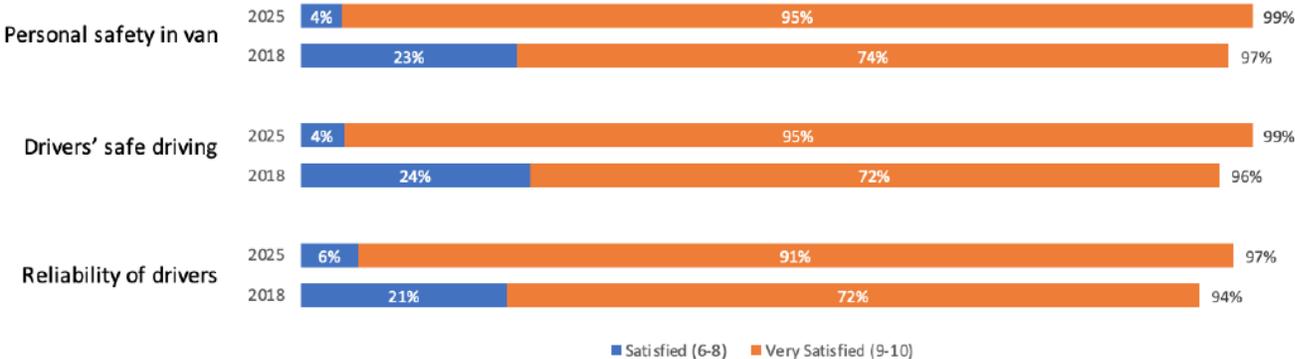


Loyalty indicators are equally strong. Nearly all respondents indicated they are likely to continue using Vanpool in the coming year, and 100% said they would recommend the program to others. These results suggest a highly stable and committed user base.

Customer Satisfaction Elements

The strongest contributors to overall satisfaction include:

- Safety and driver conduct, including safe driving and personal safety
- Driver reliability and consistency
- Operational reliability, such as maintenance coordination and repair authorization



Program Strengths

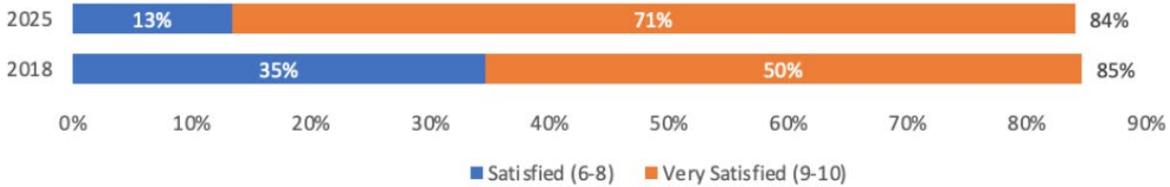
Customers gave high marks to a number of key aspects of Pace’s Vanpool program:

- Vehicle Quality: Significant gains were observed in van comfort, amenities, and mechanical reliability.
- Administration and Digital Tools: Redesigned websites and program materials received high satisfaction ratings.
- Cost and Value: Most riders reported saving \$100–\$500 per month, reinforcing the program’s economic benefits.
- Safety: Personal safety and driver performance achieved some of the highest satisfaction scores in the survey.

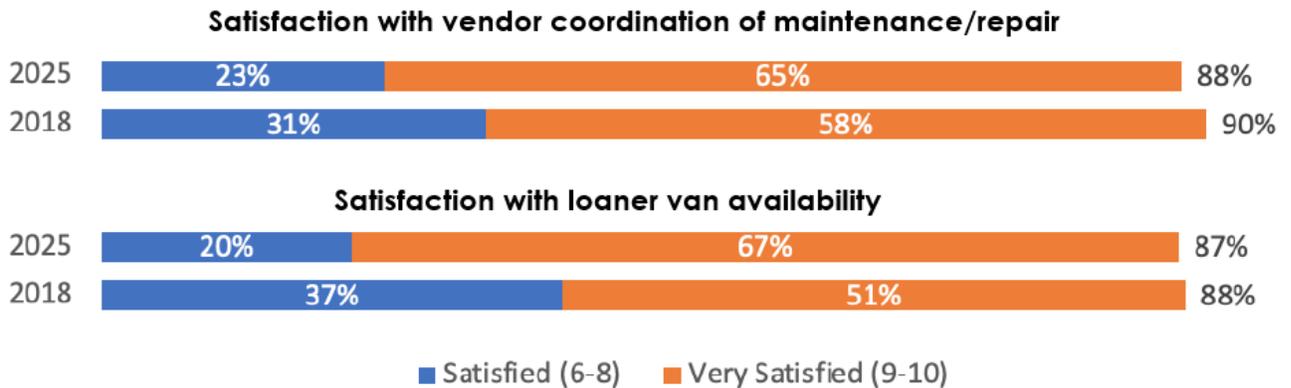
Areas for Improvement

While overall performance is strong, several areas warrant attention:

- Satisfaction with backup driver availability, which remains the lowest-rated service element, despite improvement over 2018:



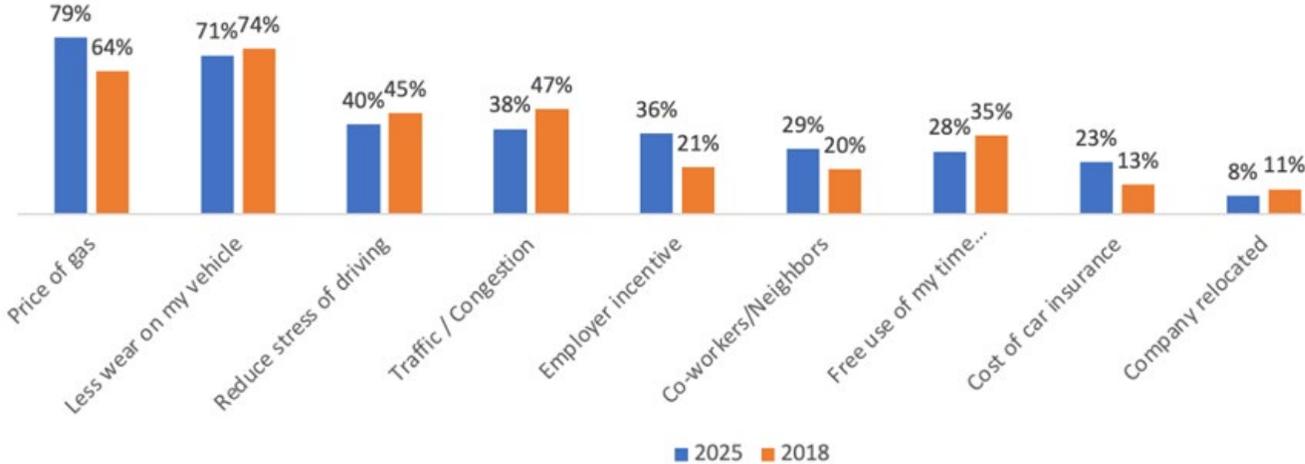
- Satisfaction with maintenance logistics, particularly vendor coordination and location convenience:



Addressing these areas can further strengthen the customer experience and sustain long-term satisfaction. The other two lowest-ranked program aspects are loaner vehicles and coordination of appointments for maintenance. These scores are still quite high but did decline slightly from 2018. However, a shipment of more than 125 new vans into our fleet in late 2025 should help improve customer satisfaction in these two areas.

Reasons for choosing vanpool

As the costs of car ownership—including loan payments, fuel, and insurance—continue to rise, Pace Vanpool becomes a more attractive means to eliminate the need for a car or significantly reduce one’s automobile usage. The chart below shows the most common reasons people choose to use Pace vanpool.



Top motivators for joining the Vanpool program in 2025 centered on cost savings, with the price of gas (79%) and reduced wear on personal vehicles (71%) leading the responses. These underscore the program’s strong economic value to its customers.

Conclusions

The 2025 survey results confirm that the Pace Vanpool Program delivers a consistently high-quality experience, marked by strong satisfaction, loyalty, and perceived value. Improvements are evident across service areas, particularly safety, vehicle quality, and administration.

As Pace seeks to grow participation in the program in future years, the incredibly strong 98% overall satisfaction with Pace’s Vanpool program shows that the program elements are attractive to northeastern Illinois commuters. Furthermore, as we seek optimal use of our marketing resources to spread the word about the program, we can learn from the facts that the price of gas is the top motivator to join the Vanpool Program, and that 58% of vanpool users learned about the Vanpool program through employer communication.

With targeted refinements to backup driver support, maintenance coordination, and payment processes, Pace Vanpool is well positioned to maintain high satisfaction and support future program growth.