

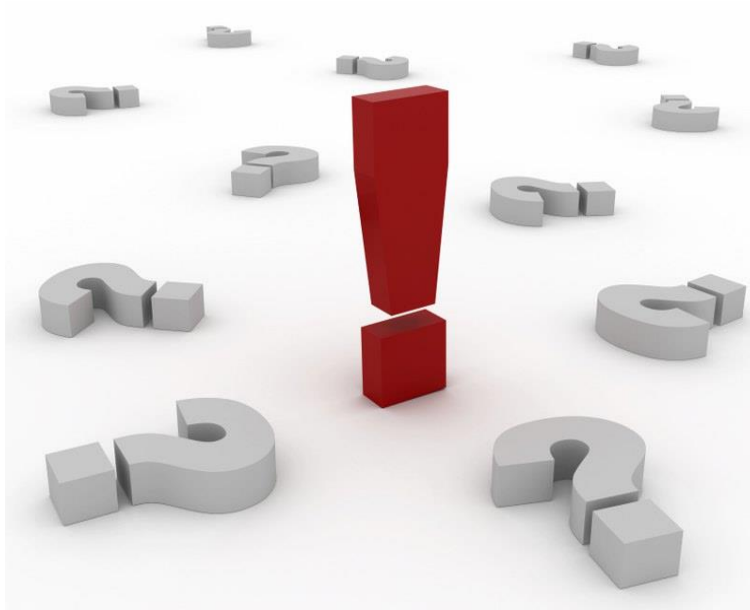


Customer Service Performance March 2022

West Coast Express



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The revised West Coast Express Customer Service Performance Survey was launched in March 2003. The survey was redesigned to focus solely on the aspects of service that are most positively correlated with system performance ratings from customers.

In addition, the redesigned survey implements the Transportation Research Board's Impact Score Method to identify and prioritize those service attributes that are most negatively impacting the largest number of customers. This will assist in the prioritization of service improvements.





- **While the COVID-19 pandemic lingers on, changes in public health policies have likely impacted several WCE service ratings.** Some riders are slowly beginning to ease back into old routines such as going to their workplace or in-person education. Others still remain working from home or with increased flexibility built into the work week. Changing circumstances may help explain significant improvements in perceptions of feeling safe from crime, and significant decreases in On-Time Reliable Service and Frequency of Service top scores.
- **Top ratings for Overall Service have held stable at 87%** from 86% last period (September 2021); the average score of 8.9 out of 10 has also remained fairly consistent.

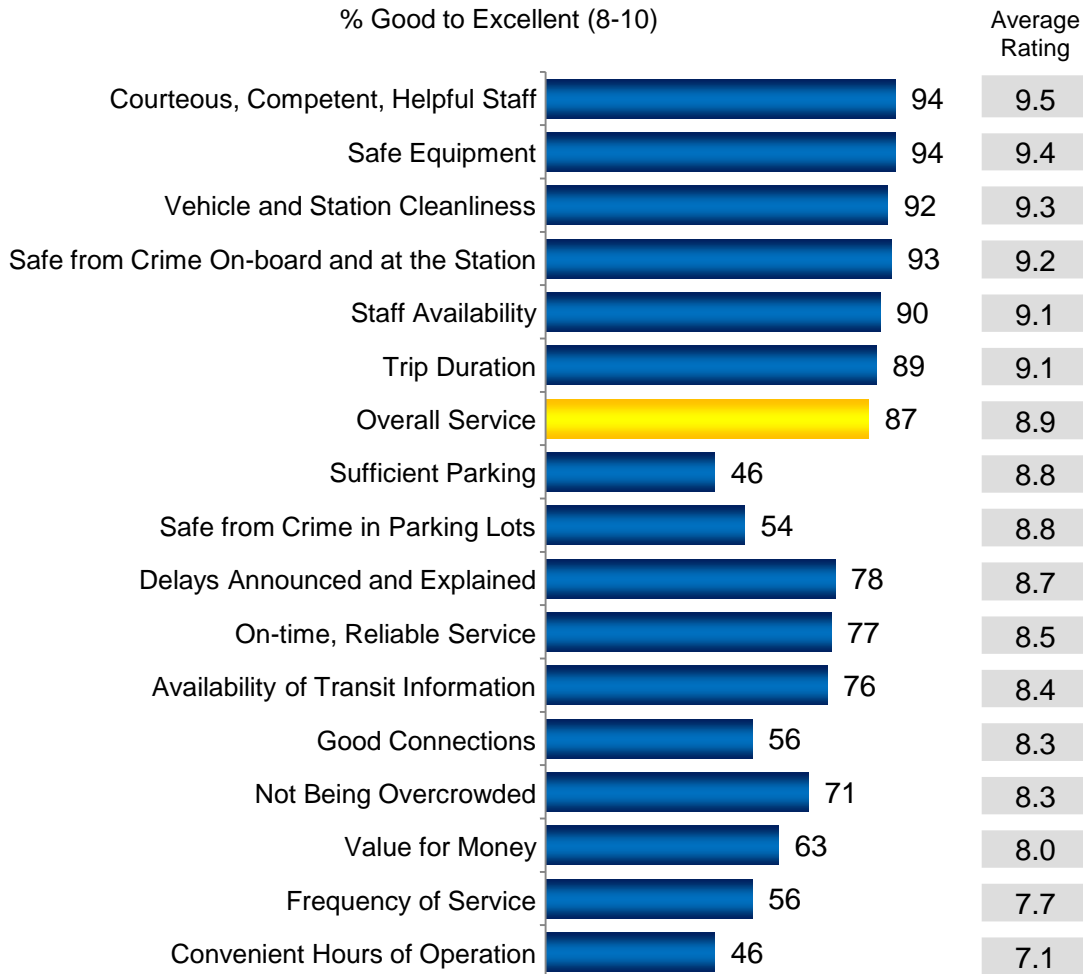


- **WCE riders indicate making an average of 6.9 transit trips in the past seven days (stable to 6.9 a year ago and 7.0 last period) and an average of 6.9 WCE trips in an average week (up slightly from 6.7 a year ago and 6.6 last wave).** Over four-in-ten (44%) of trips are made solely on WCE, a slight increase from last period (40%) and a significant increase from a year ago (36%). The proportion of transit trips made using a combination of WCE and any other type of transit (bus, Sky Train, other) have all remained stable.
- **One-in-five riders (20%) indicate their usage of WCE has increased compared to six months ago.** Although this is slightly down from last period (25%) it is still significantly higher than 8% in the same period last year. Nearly three-quarters (73%) say their usage has stayed the same (up from 65% last period), while the proportion indicating decreased usage has dropped marginally (8% vs. 10% last period). The top reasons mentioned for both increased and decreased WCE usage still centre around changing work circumstances.
- **Rising gas prices and inflation concerns are influencing the main reasons riders are choosing to take the WCE.** Nearly four-in-ten (38%) indicate that saving money on gas is a main reason for taking WCE (up significantly from 27% last period), and more than one-quarter (28%) cite avoiding parking hassles/expense as a main reason (up significantly from 17% last period).



- **The WCE Monthly Pass is still the most commonly used payment method (50%) and has increased significantly vs. last period (42%).** Although this payment method has not yet reached pre-pandemic levels, the increase is likely tied to having more workers return to the office, as a significant increase is also seen in those who are taking the WCE to/from work (85% vs. 78% last period).

Performance on West Coast Express Attributes



March 2022 Base = 300-308

Performance on Specific Attributes

- Almost nine-in-ten (87%) WCE riders award good-to-excellent ratings for Overall Service of WCE, consistent with 86% last period but down slightly from 90% a year ago. The average score of 8.9 (out of 10) is also consistent with 8.8 last wave.
- While no WCE service attributes have significantly increased in top ratings from last wave or the same period last year, ratings for Not Being Overcrowded have directionally improved (up 7 ppt) from September 2021.
- A few other attributes have also increased in top ratings compared to last wave. Namely, Staff Availability, Delays Announced and Explained, Trip Duration, Safe WCE Equipment Provides a Safe Ride, and Feeling Safe From Crime On-Board and At the Station have all increased by 1-3 ppt.
- Conversely, there have been some significant decreases for some WCE service attributes. Good-to-excellent scores for Good Connections have significantly declined since both last wave (down 12 ppt) and the same period last year (down 10 ppt).
- Meanwhile, On-Time Reliable Service and Frequency of Service have dropped significantly by 11 ppt and 10 ppt respectively since last wave but have not significantly shifted in top ratings from March last year.
- Value for Money is holding steady with last wave (down 2 ppt), but significantly down by 10 ppt from March of last year.

Areas to be Addressed to Improve Perceptions of the WCE Service

Impact scores are calculated to identify the attributes that have the greatest negative impact on overall perceptions of service and the greatest number of customers experiencing problems with an attribute. The larger the impact score for an attribute, the more that attribute should be targeted for improvement.

This wave, the attribute that has the most significant negative impact on Overall Service perceptions is Convenient Hours of Operation. Although the average score remains relatively steady at 7.1 out of 10, it remains the lowest rated service attribute, with over one-in-five (22%) providing a low rating of 1 to 5.

	Overall Service Rating		Proportion		
	From Those Rating 1-5 (A)	From Those Rating 6-10 (B)	GAP Score (B-A=C)	Rating 1-5 (D)	Impact Score (CxD)
Attribute					
Convenient Hours of Operation	8.6	9	0.4	0.22	0.09

West Coast Express Rider Profile



- More than two-thirds (68%) of WCE riders are aged 25 to 54, up slightly from last year (62%). The majority of WCE riders reside in Coquitlam East to Maple Ridge (78%).
- WCE riders are slightly more likely to be Choice riders (72% have access to a vehicle) compared to last wave (67%). The proportion of Captive riders (28%) has dropped even further, reaching closer to pre-pandemic levels. The proportion of High Frequency Riders has dropped slightly (44% making 10 or more one-way transit trips in a week, down from 46%), while the proportion of Low Frequency Riders is stable at 19%.



- More than half (58%) of riders started taking WCE within the past year, up significantly from both last wave (42%) and a year ago (28%). The proportion of long-term riders who have taken WCE for 8+ years is down slightly (16% compared to 22% last wave).
- Riders indicate making 6.9 one-way transit trips in the past seven days, compared to 7.0 last period and 6.9 a year ago, which remains below pre-pandemic levels.
- Over four-in-ten (44%) transit trips were made exclusively on WCE, trending up from a year ago (36%) and last wave (40%). The proportion of trips made using WCE in combination with Bus (16%), or with Sky Train (23%), or with Bus and Sky Train (8%) have all remained relatively stable.
- One-in-five riders (20%) indicate their usage of WCE has increased compared to six months ago. This is a slight decrease from 25% last period but still significantly higher than 8% a year ago. The top reason mentioned for increased WCE usage remains changing work circumstances, which continues to trend up from September 2020. Nearly three-quarters (73%) indicate their usage has stayed the same (up significantly from 65% last wave but consistent with a year ago), while the proportion indicating decreased usage of WCE continues to drop (8%, down slightly from 10% last wave and declining steadily since September 2020).



- The proportion of trips taken using a WCE Monthly pass increased significantly (50% currently, up from 42% last period) and is now back to levels seen a year ago.
- The proportion of trips paid for using Stored Value is mostly unchanged over the last year (38%) and remains above pre-pandemic levels. The shift to using Stored Value from Monthly Passes is likely related to continued reduced commuting consistency.



The primary objectives of this project are to:

- Evaluate the quality of service provided by the West Coast Express.
- Identify what aspects of service have the strongest impact on perceptions of service quality.
- Provide recommendations regarding what aspects of service need to be modified to improve and maintain high levels of service quality.
- To assess customer behaviour and motivation relating to the use of WCE.
- To track changes over time in any of the above mentioned areas.



Ipsos began conducting the new West Coast Express Customer Service Performance Survey in March 2003. In this section, we present the methodology Ipsos uses to collect and weight the data, as well as the sampling errors associated with the survey results.

Sample Design

A total of 302 surveys were administered to a random sample of riders travelling on board West Coast Express. To ensure representation across day of travel, interviews were conducted across all weekdays from February 28th to March 11th, 2022.

Quotas were set to reflect the actual number of riders that travel on each of the four trains heading westbound in the morning and on each of the four trains heading eastbound in the afternoons/evenings:

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:25AM	27	3:50PM	35
6:25AM	42	4:50PM	40
6:55AM	42	5:30PM	38
7:25AM	<u>40</u>	6:20PM	<u>38</u>
TOTAL	151	TOTAL	151

Quotas were also set to obtain about an equal number of surveys among passengers boarding (westbound) or arriving (eastbound) at each of the seven stations (excluding Waterfront); as well as to obtain about an equal proportion of each gender:

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	15	Mission City	32
Port Haney	15	Port Haney	30
Maple Meadows	20	Maple Meadows	28
Pitt Meadows	13	Pitt Meadows	13
Port Coquitlam	29	Port Coquitlam	20
Coquitlam	31	Coquitlam	15
Port Moody	<u>28</u>	Port Moody	<u>13</u>
TOTAL	151	TOTAL	151

**Note: West Coast Express has been operating under reduced service due to lower ridership levels caused by the COVID-19 pandemic; Trains W2 (5:55AM) and E2 (4:20PM) have been suspended since April 2020.*

Data Weighting

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between February 28th and March 11th, 2022.

Means (Average Ratings)

The margins of error for means (or average ratings) will vary depending on the sample sizes and standard deviations for each attribute. When comparing total results for different waves, a difference of at least 0.16 to 0.37 in the average ratings is required to be statistically significant at the 95% level of confidence. When comparing smaller sample sub-groups, the differences between average ratings must be proportionately larger to be statistically significant (e.g., at least 0.23 to 0.46 when comparing two samples of 150 and at least 0.39 to 0.78 when comparing two samples of 50).

Percentages

The margins of error will depend on the sample sizes and level of consensus on a question. With this in mind, a shift of 8 percentage points is usually required between waves before that change can be considered statistically significant at the 95% level of confidence.

Survey Instrument

The questionnaire was designed by TransLink Marketing Research in consultation with WCE regarding survey content. The survey took approximately 15 minutes, with the first section being administered by the interviewer and the latter filled out by the respondent. The questionnaire can be found in Appendix A.

Fieldwork

All surveys were conducted during weekdays from February 28th to March 11th, 2022.

Implementation of FTA Impact Score Method

The redesigned survey implements the Federal Transportation Authority's Transportation Research Board Impact Score Method to identify and prioritize the service attributes that most negatively impact the largest number of customers. This will guide service improvements.

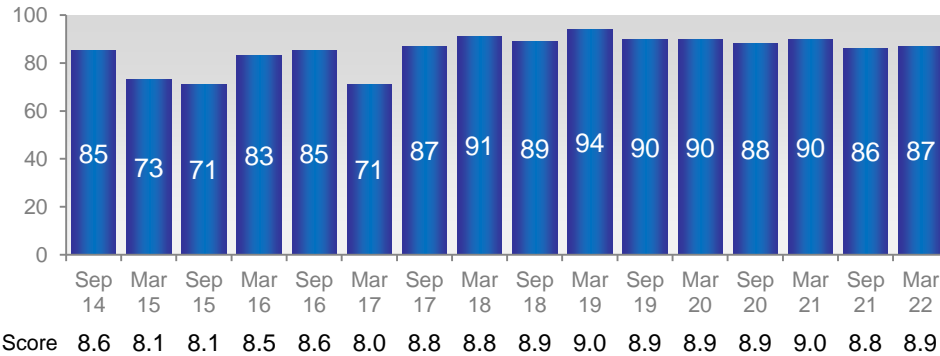


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

Q8. How would you rate the service of West Coast Express overall?

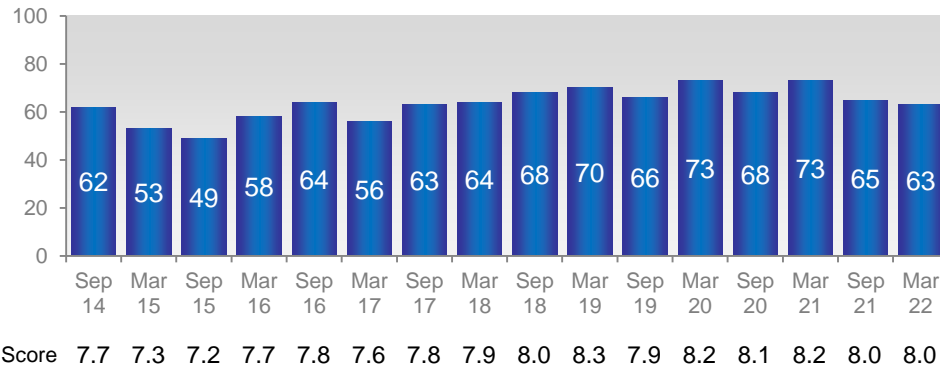
% Good to Excellent (8-10)



March 2022 Base = 308

Q9f. How would you rate West Coast Express in terms of: Value for the money?

% Good to Excellent (8-10)



March 2022 Base = 308

Overall Service

- Under nine-in-ten (87%) WCE riders award good-to-excellent scores for Overall Service, a marginal 1 ppt increase from last period and slightly down from 90% a year ago. The average score has increased slightly from 8.8 out of 10 last period to 8.9 currently.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	+1%	-3%

- There are no significant differences in top scores for Overall Service by station.

Value for Money

- Value for Money scores have dropped slightly from last wave and significantly from a year ago, with just under two-thirds (63%) of riders providing top ratings for this metric. Top scores for this attribute have been fluctuating up and down over the last three years, however the average score is stable at 8.0 out of 10.

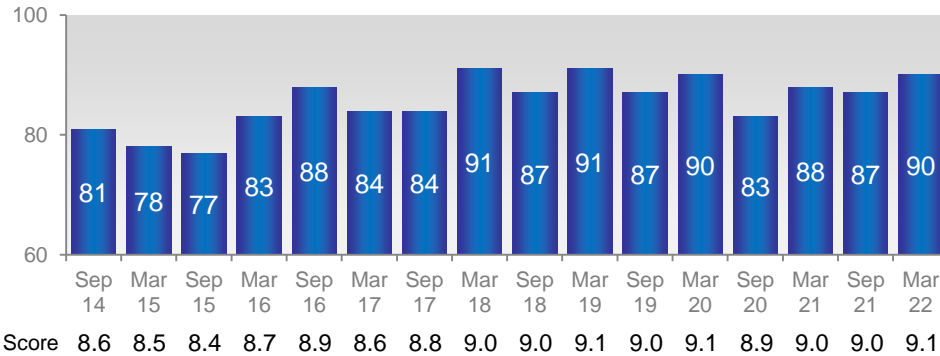
Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	-2%	-10%

- There are no significant differences in top scores for Value for Money by station.
- Among the small proportion (6%) who provided a score of 1 to 5 for Value for Money, most indicate that WCE is too expensive, which is similar to previous waves.

● ● = Significant upward / downward shift

Q9a1. How would you rate West Coast Express in terms of: Staff available to assist with problems?

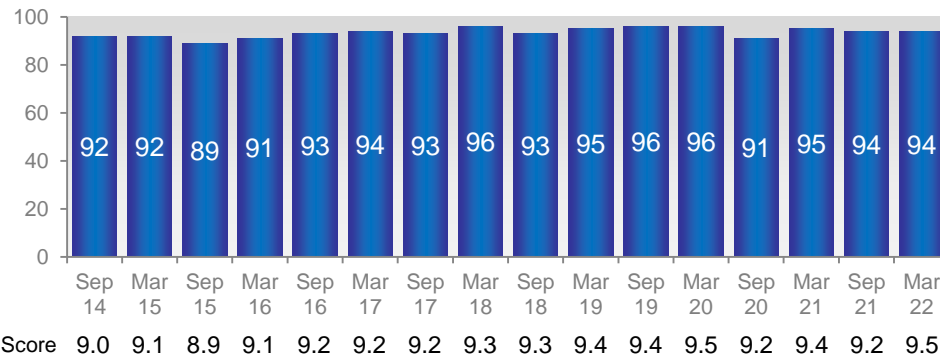
% Good to Excellent (8-10)



March 2022 Base = 307

Q9m. How would you rate West Coast Express in terms of: Courteous, competent and helpful staff?

% Good to Excellent (8-10)



March 2022 Base = 307

Staff Availability

- Nine-in-ten (90%) riders continue to award good-to-excellent ratings for Staff Availability, up slightly from last wave (87%). The average score of 9.1 out of 10 is also up slightly from last wave.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	+3%	+2%

- Riders from Coquitlam are significantly more likely than riders from Maple Meadows to provide top scores for Staff Availability.

Courteous, Competent And Helpful Staff

- Over nine-in-ten (94%) WCE riders award top ratings for Courteous, Competent and Helpful Staff, stable with last wave. The average score has increased slightly from 9.2 out of 10 last period to 9.5 currently.

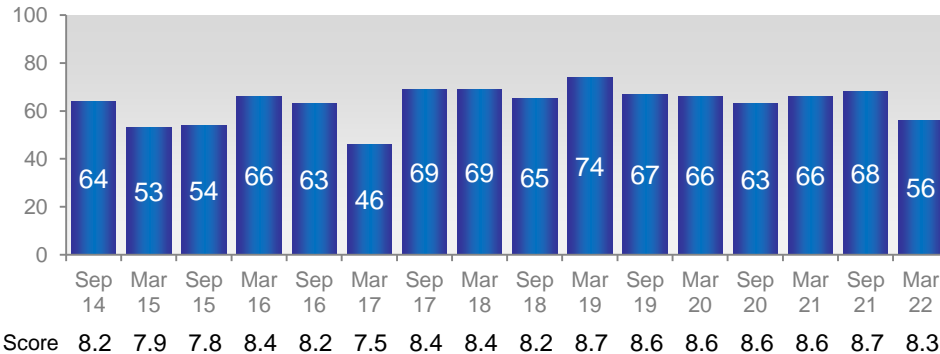
Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	0%	-1%

- Top ratings do not differ significantly between the stations on this attribute.

● ● = Significant upward / downward shift

Q9c. How would you rate West Coast Express in terms of: Good connections with other transit modes with a reasonable wait time?

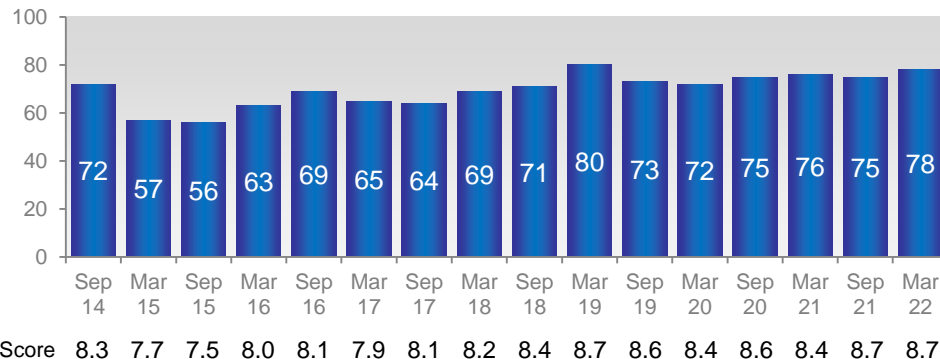
% Good to Excellent (8-10)



March 2022 Base = 308

Q9k. How would you rate West Coast Express in terms of: Delays are announced and explained?

% Good to Excellent (8-10)



March 2022 Base = 308

Good Connections

- Over half (56%) of WCE riders provide good-to-excellent ratings for Good Connections, a significant decline from both last wave and March last year. The average score of 8.3 out of 10 is down compared to 8.7 last period.

Good-to-Excellent ratings compared to:

	<u>September 2021</u>	<u>March 2021</u>
	-12%	-10%

- Riders from Coquitlam are significantly more likely than riders from Port Coquitlam to provide top ratings for this attribute.
- Among the small proportion of riders (4%) who gave a score of 1 to 5, top reasons involve the shuttle/bus (e.g. shuttle/bus was late/didn't come/didn't wait for them to board, was full).
- Those who provided a rating of 1 to 5 indicate that just under 11 minutes on average is a reasonable connection wait time.

Delays Announced and Explained

- Just under eight in ten (78%) riders provide top scores for Delays Announced and Explained, slightly up from last period (75%) and the same period last year (76%). However, the average score has remained stable with last wave at 8.7.

Good-to-Excellent ratings compared to:

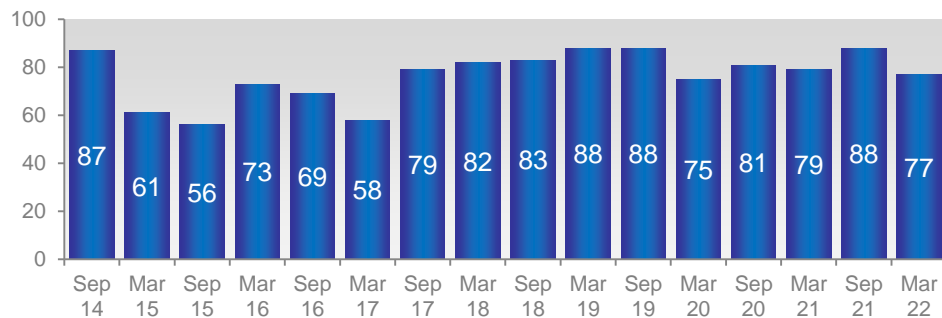
	<u>September 2021</u>	<u>March 2021</u>
	+3%	+2%

- There are no significant differences in ratings between the stations.
- The 4% who rated this attribute between 1 to 5 indicate that delays are announced late, not announced or can't hear the announcements.

● ● = Significant upward / downward shift

Q9b. How would you rate West Coast Express in terms of: Providing on-time, reliable service?

% Good to Excellent (8-10)

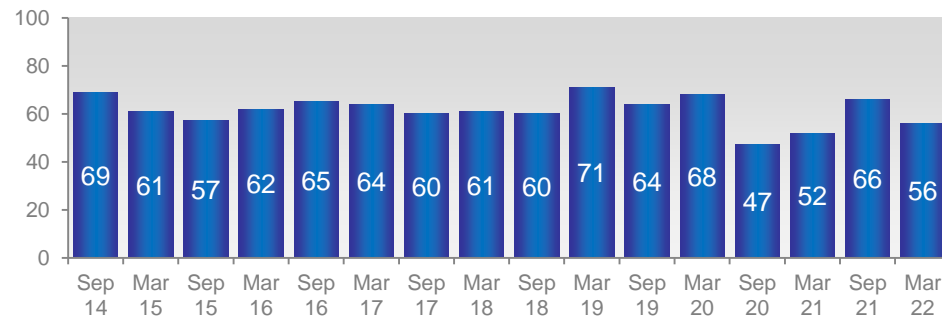


Avg Score 8.7 7.6 7.5 8.2 8.0 7.6 8.5 8.6 8.6 8.8 8.8 8.2 8.6 8.5 9.0 8.5

March 2022 Base = 308

Q9h. How would you rate West Coast Express in terms of: Frequency of service (how often the trains run during hours of operation)?

% Good to Excellent (8-10)



Avg Score 7.7 7.6 7.6 7.7 7.8 7.7 7.8 7.7 7.7 8.1 7.8 8.0 7.3 7.5 7.8 7.7

March 2022 Base = 304

On-Time Reliable Service

- Just over three-quarters (77%) of riders provide top scores for On-Time Reliable Service, down significantly from last wave (88%) but only slightly from a year ago (79%). The average score has also decreased to 8.5 out of 10, down from 9.0 last wave.

Good-to-Excellent ratings compared to:

	<u>September 2021</u>	<u>March 2021</u>
	-11%	-2%

- Top ratings do not differ significantly between the stations on this attribute.

Frequency of Service

- Frequency of Service scores have dropped significantly from last wave but up slightly from a year ago, with over half (56%) of riders providing top ratings for this metric. The average score of 7.7 out of 10 is slightly down from last wave (7.8).

Good-to-Excellent ratings compared to:

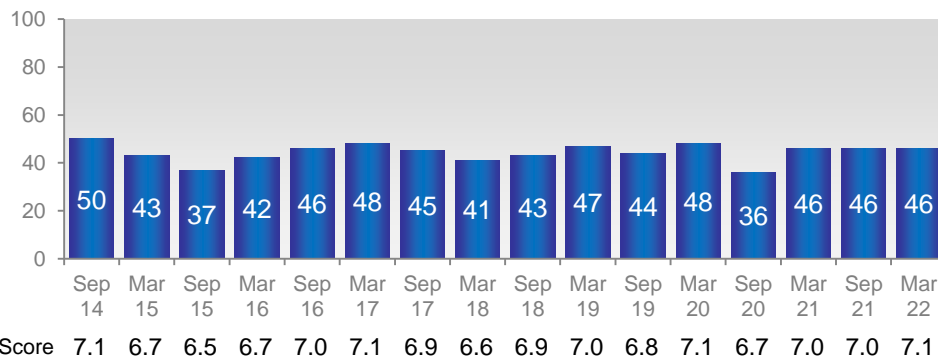
	<u>September 2021</u>	<u>March 2021</u>
	-10%	+4%

- There are no significant differences in ratings between the stations.

● ● = Significant upward / downward shift

Q9g. How would you rate West Coast Express in terms of: Convenient hours of operation?

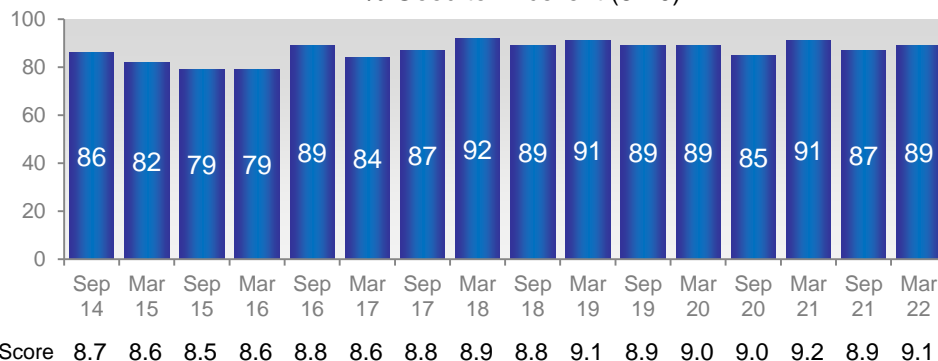
% Good to Excellent (8-10)



March 2022 Base = 300

Q9j. How would you rate West Coast Express in terms of: Trip duration from the time you board to when you get off?

% Good to Excellent (8-10)



March 2022 Base = 308

Convenient Hours of Operation

- Top scores for Convenient Hours of Operation have held steady at 46%, consistent with last wave and March last year. The average score of 7.1 out of 10 is up slightly from last period.

Good-to-Excellent ratings compared to:

	<u>September 2021</u>	<u>March 2021</u>
	0%	0%

- There are no significant differences in ratings between the stations.
- Just over one-fifth (22%) of riders provided a low rating of 1 to 5 for this attribute. Among them, most would like more service to be available later (westbound and eastbound), on weekends and mid-day.

Trip Duration

- Trip Duration earns good-to-excellent ratings from just under nine-in-ten (89%) WCE riders, up slightly from 87% last wave, but down slightly from March 2021 levels.

Good-to-Excellent ratings compared to:

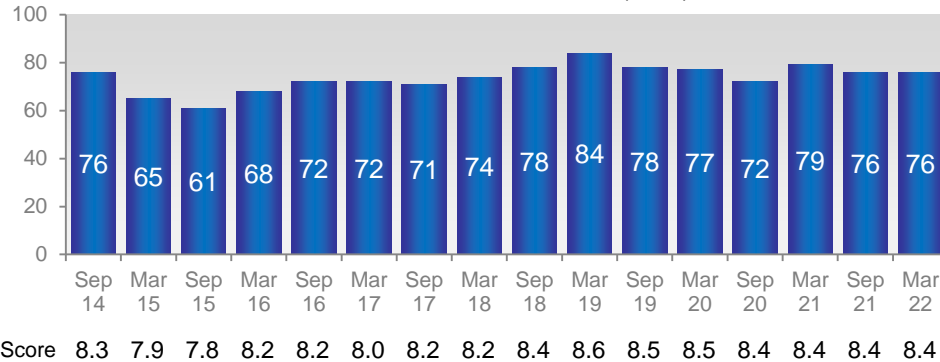
	<u>September 2021</u>	<u>March 2021</u>
	+2%	-2%

- Riders from Coquitlam are significantly more likely than riders Port Coquitlam to assign top scores for this attribute.

● ● = Significant upward / downward shift

Q9i. How would you rate West Coast Express in terms of: Availability of transit information at the stations?

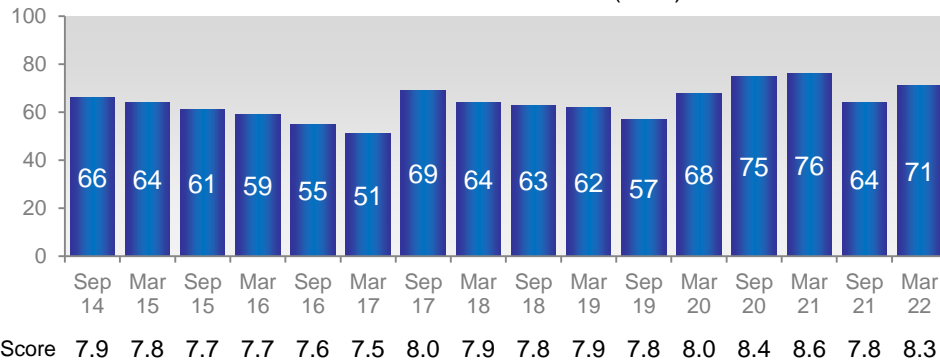
% Good to Excellent (8-10)



March 2022 Base = 303

Q9o. How would you rate West Coast Express in terms of: Not being overcrowded?

% Good to Excellent (8-10)



March 2022 Base = 305

Availability of Transit Information

- Three-quarters (76%) of riders provide top ratings for Availability of Transit Information at WCE stations, stable with last period but down marginally from a year ago (79%). The average score remains stable at 8.4 out of 10.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2021</u>	<u>March 2021</u>
	0%	-3%

- Riders from Coquitlam are significantly more likely than riders from Port Moody and Port Coquitlam to assign top scores.

Not Being Overcrowded

- Good-to-excellent scores for Not Being Overcrowded are up directionally from last wave (64%), with over two-thirds (71%) of WCE riders providing top ratings for this attribute, down only slightly from a year ago (76%). The average score of 8.3 out of 10 has also improved from last wave (7.8).

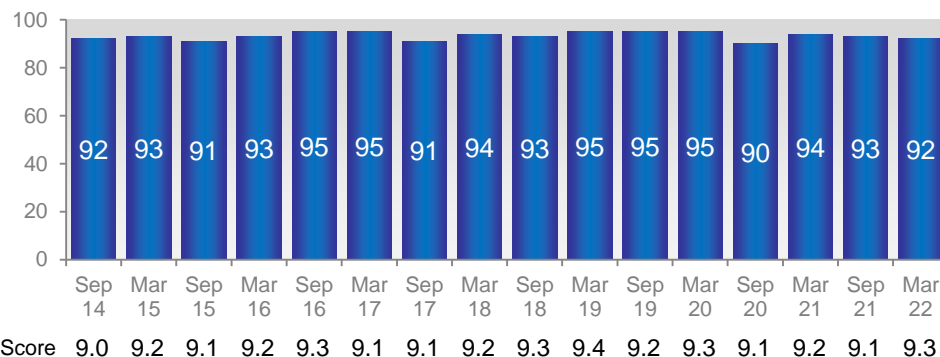
<i>Good-to-Excellent ratings compared to:</i>	<u>September 2021</u>	<u>March 2021</u>
	+7%	-5%

- Riders from Port Haney are significantly more likely than riders from Port Coquitlam and Port Moody to assign top scores.
- Among the small proportion (6%) who provided a score of 1 to 5 for this attribute, most complain of the trains being crowded throughout the day and indicate needing more trains in general.

● ● = Significant upward / downward shift

Q9l. How would you rate West Coast Express in terms of: Clean and graffiti-free vehicles and stations?

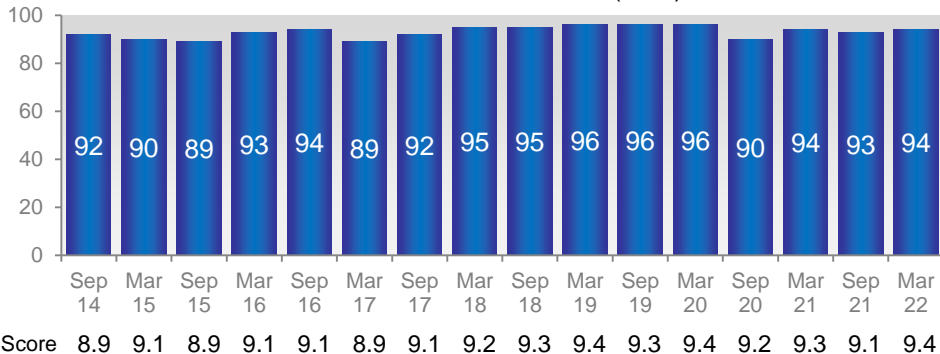
% Good to Excellent (8-10)



March 2022 Base = 308

Q9n. How would you rate West Coast Express in terms of: Safe West Coast Express equipment provides a safe ride?

% Good to Excellent (8-10)



March 2022 Base = 302

Clean, Graffiti-Free Vehicles and Stations

- Over nine-in-ten (92%) WCE riders award good-to-excellent ratings for Clean and Graffiti-Free Vehicles and Stations, down slightly from last period (93%) and from a year ago (94%). The average score has also risen slightly to 9.3 out of 10, from 9.1 in the previous period.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	-1%	-2%

- There are no significant differences in ratings between the stations.

Safe WCE Equipment Provides a Safe Ride

- More than nine-in-ten (94%) riders provide top scores for Safe Equipment. This has held relatively stable from last wave (93%) and from a year ago (94%). The average score of 9.4 out of 10 has risen slightly from 9.1 last wave.

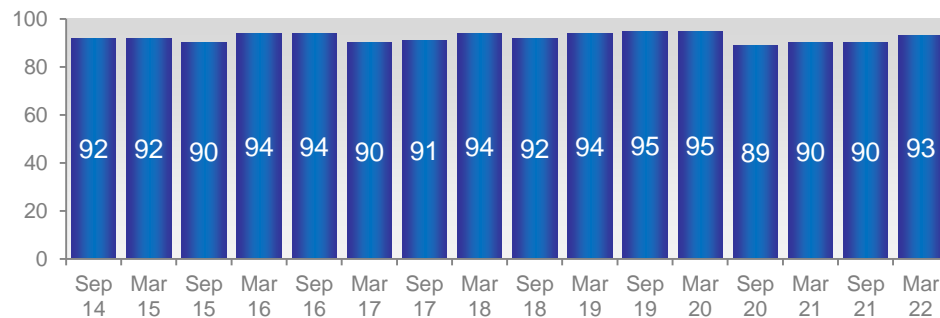
Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	+1%	0%

- Riders from Port Haney and Coquitlam are significantly more likely to assign top scores compared to riders from Port Coquitlam and Port Moody.

● ● = Significant upward / downward shift

Q9d. How would you rate West Coast Express in terms of: Feeling safe from crime on-board and at the station?

% Good to Excellent (8-10)

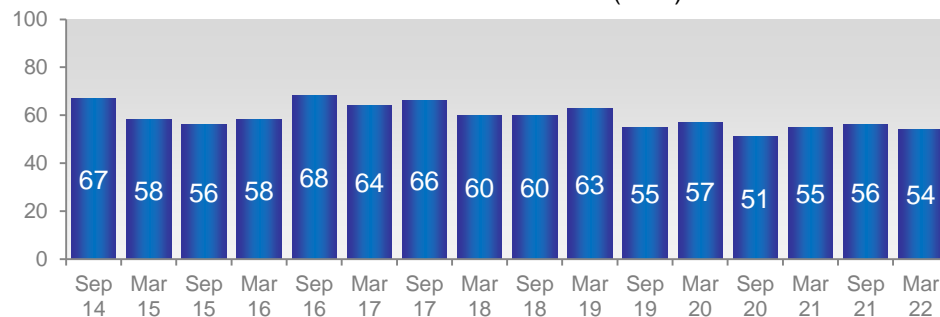


Avg Score 9.0 9.1 9.1 9.2 9.1 8.7 9.2 9.2 9.2 9.4 9.3 9.3 9.1 9.0 9.0 9.2

March 2022 Base = 308

Q9e1. How would you rate West Coast Express in terms of: Feeling safe from crime in WCE parking lots?

% Good to Excellent (8-10)



Avg Score 8.5 8.4 8.3 8.6 8.6 8.5 8.6 8.5 8.8 8.9 8.7 8.7 8.5 8.7 8.3 8.8

March 2022 Base = 308

Safe From Crime On-Board and at the Station

- Over nine-in-ten (93%) riders provide good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station, up slightly from both last wave and March of last year (90%). The average score is at 9.2 out of 10, also up slightly from last wave.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	+3%	+3%

- There are no significant differences in ratings between the stations.

Safe From Crime in WCE Parking Lots

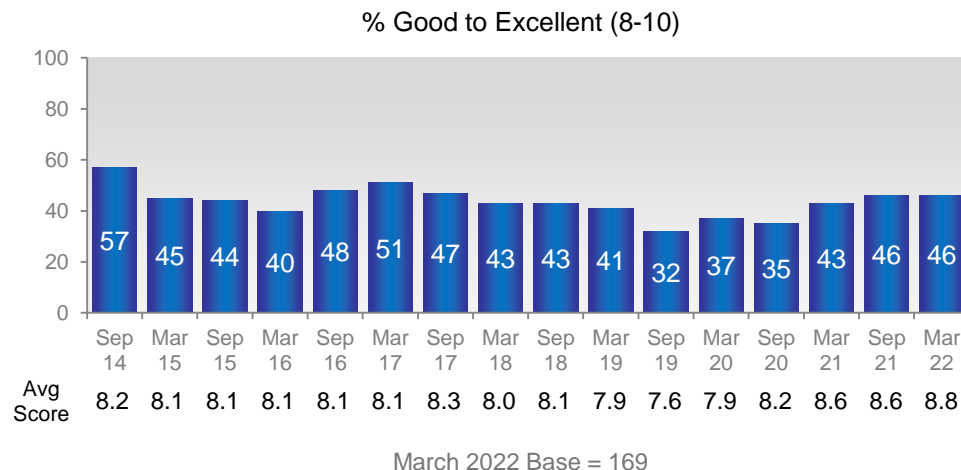
- Just over half (54%) of WCE riders award good-to-excellent ratings for Feeling Safe From Crime in WCE Parking Lots, a slip from both last wave and a year ago. The average score has increased slightly to 8.8 out of 10 from 8.3 last period.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	-2%	-1%

- Top ratings do not differ significantly between the stations on this attribute.

● ● = Significant upward / downward shift

Q9e2. How would you rate West Coast Express in terms of: Having enough parking at the WCE parking lots?



Sufficient Parking at WCE Parking Lots

- More than eight-in-ten (83%) of WCE riders award good-to-excellent ratings for Having Sufficient Parking, which has increased significantly from last wave and compared to a year ago, now at a record high since tracking began. The average score has increased slightly to 8.8 out of 10, from 8.6 in the previous period.

Good-to-Excellent ratings compared to:	<u>September 2021</u>	<u>March 2021</u>
	+0%	+3%

- At the station level, the average ratings for this measure are as follows:

1. Pitt Meadows	9.7
2. Mission	9.6
3. Maple Meadows	9.2
4. Port Coquitlam	8.8
5. Port Moody	8.8
6. Coquitlam	8.2
7. Port Haney*	7.5

* Port Haney does not have a parking lot.

● ● = Significant upward / downward shift

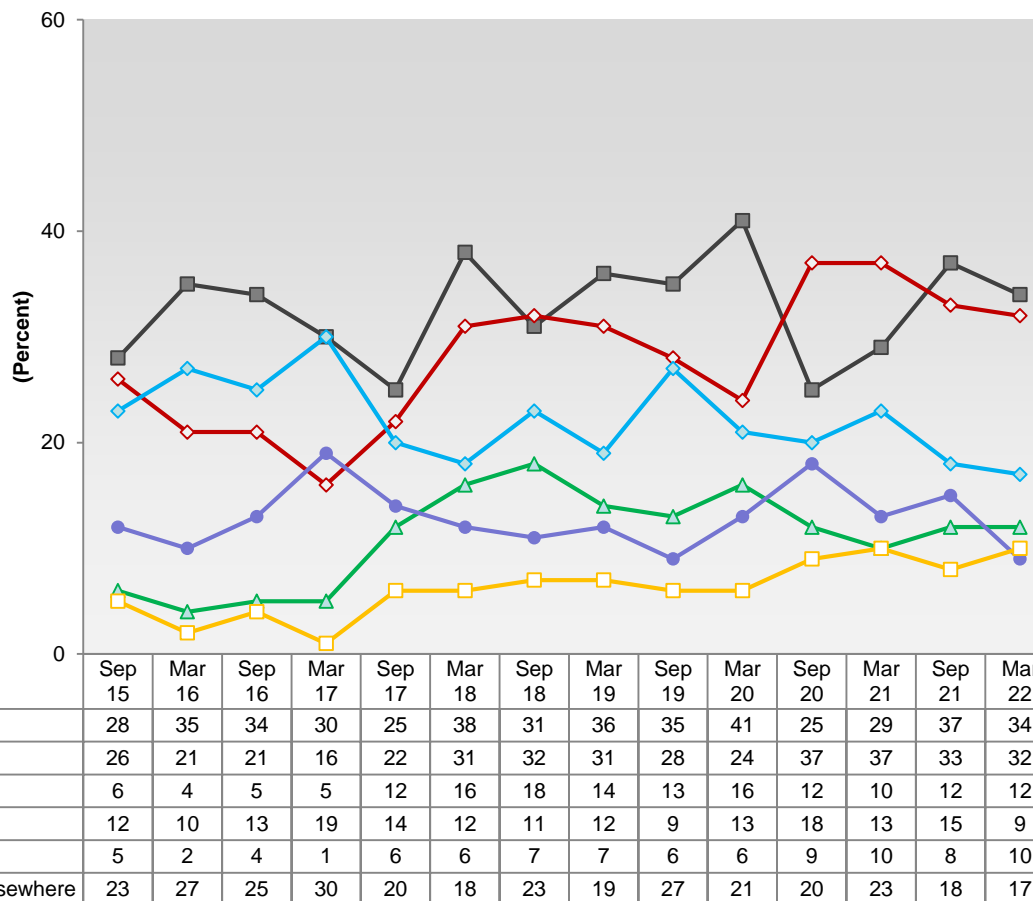


This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- Shifts in mode use
- Reasons for using WCE over other modes
- Average number of trips made on transit
- Transit modes used
- Time of transit trips
- Purpose of transit trips
- Method of fare payment

Trends in Transit Usage Among WCE Riders: Shifts in Mode Use

Q14a. In the past, before you started taking the West Coast Express for this trip, what main mode of transportation did you use to reach this destination?

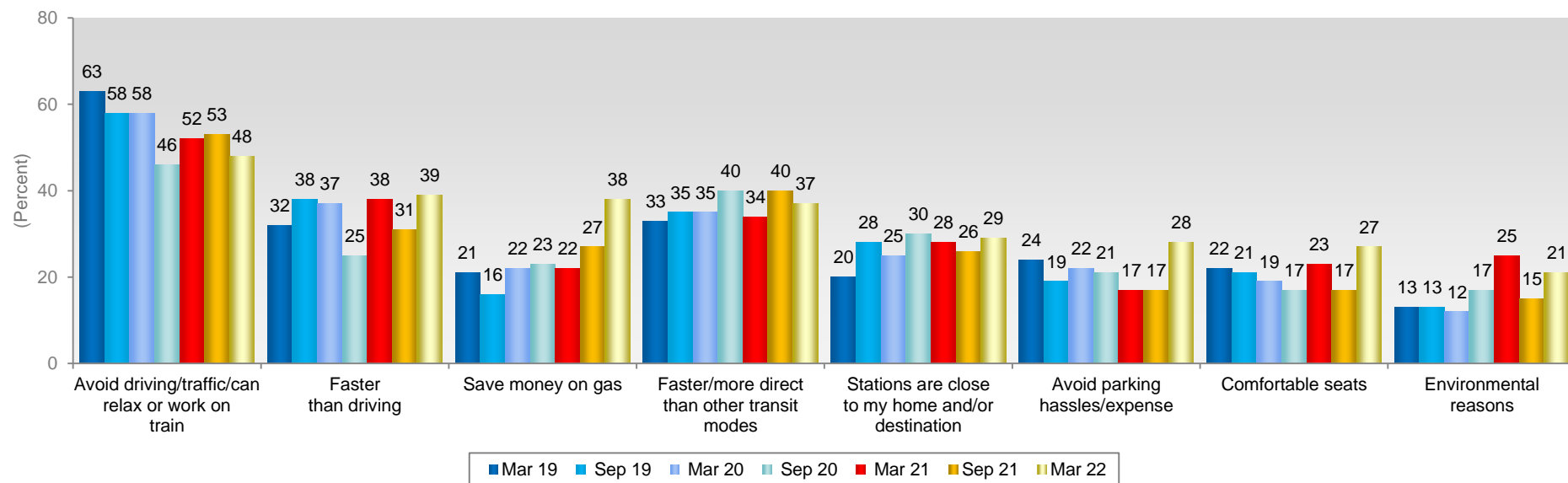


March 2022 Base = 308

Note that proportions are based on multiple responses and may add up to more than 100%.
Added option for "New to the area served by WCE" in March 2014; responses are included with "None/live/worked elsewhere".

- The proportion of WCE riders who indicate having driven alone prior to using the WCE to reach their destination has dropped slightly to 34% from last wave (37%), but is still up from 29% a year ago.
- Just under one-third (32%) report having taken the bus prior to starting to take the WCE which is on par with Sept 2018.
- The proportion who mention carpooling prior to taking WCE has dropped significantly to 9% (previously 15%).
- Almost one-in-five (17%) riders did not provide an answer or indicated they lived or worked elsewhere.

Q14b. What are the main reasons that you take the West Coast Express rather than some other mode of transportation?*



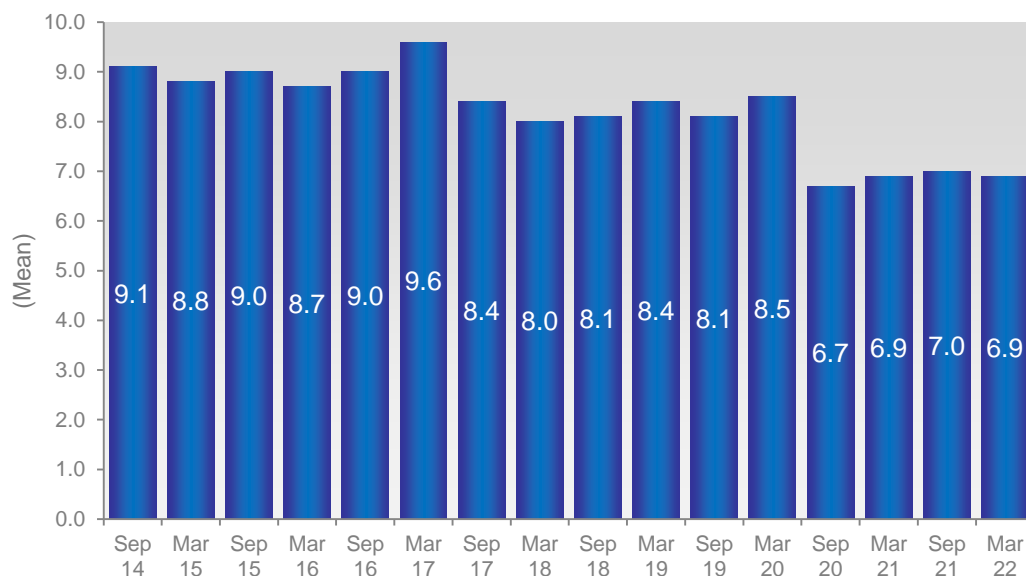
March 2022 Base = 308

*Respondents are provided a list and asked to choose up to 3 reasons.

- The top reason for taking WCE rather than other modes of transportation continues to be to avoid driving/traffic (48%), which has dropped slightly from 53% last wave and 52% a year ago. Mentions of WCE being faster than driving have increased significantly (39%) and returned to the same level as a year ago (38%), while mentions of saving money on gas (38%), avoiding parking hassles (28%), and having comfortable seats (27%) have all seen a significant jumps since last wave. Increases in mentions on gas and parking may be attributable to increased concerns of rising gas prices and inflation.
- Over one-third mention WCE being faster than other transit modes (37%), while just under one-third mention stations being close to home/destination (29%) as a reason for taking the WCE rather than another mode of transportation. Mentions of environmental reasons have increased directionally to 21%, nearing record levels of 25% from last year.

Trends in Transit Usage Among WCE Riders: Average Number of Trips

Q2. How many one-way trips have you made on transit, that is, Bus, SeaBus, SkyTrain, and West Coast Express in the last seven days?



March 2022 Base = 308

- The average number of one-way trips made on transit in the last seven days has remained relatively stable over the last year (6.9 trips on average currently, compared to 7.0 last wave and 6.9 a year ago) and has not returned to pre-pandemic levels. This remains linked to reduced ridership seen across the entire transit system caused by the COVID-19 pandemic.

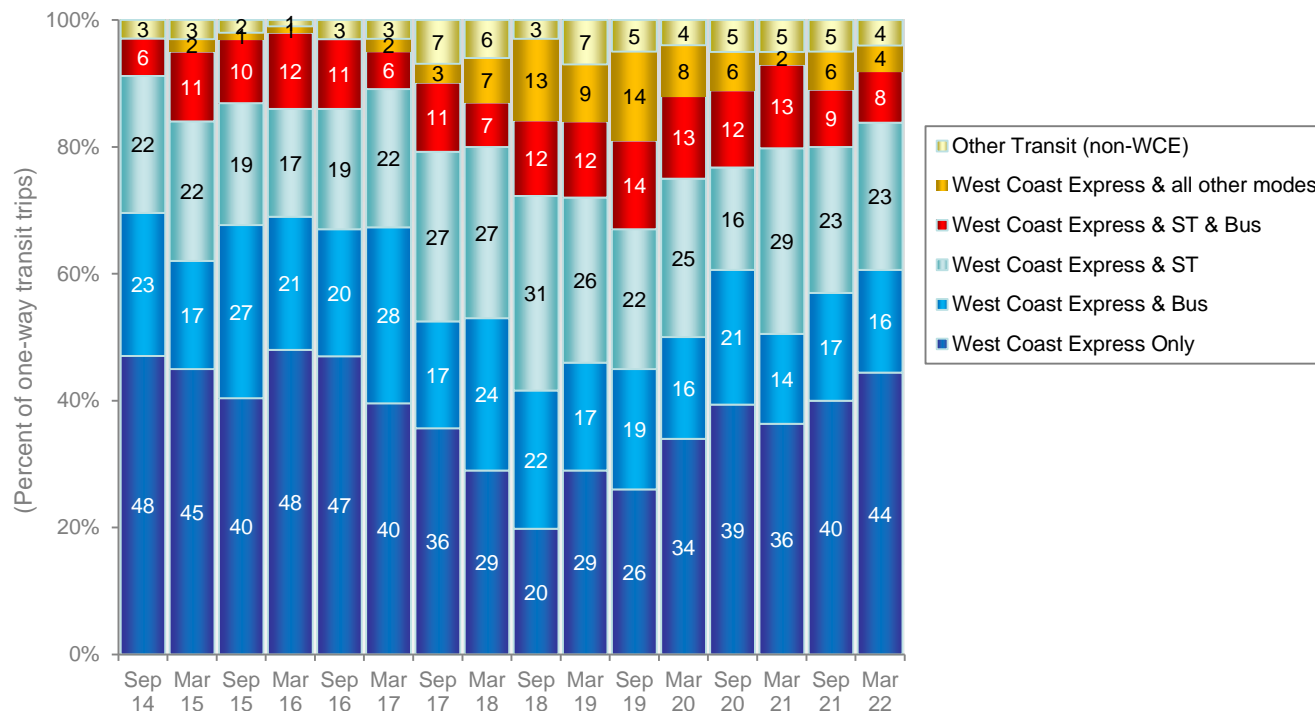
Compared to:	<u>September 2021</u>	<u>March 2021</u>
	-0.1	0.0

- Almost half (43%) of WCE riders made 10 or more transit trips in the past week, up slightly from a year ago (37%), but down slightly from last period (46%).

● ● = Significant upward / downward shift

Trends in Transit Usage Among WCE Riders: Modes Used

Q3. Of the one-way transit trips you made in the last seven days, how many did you make using the...

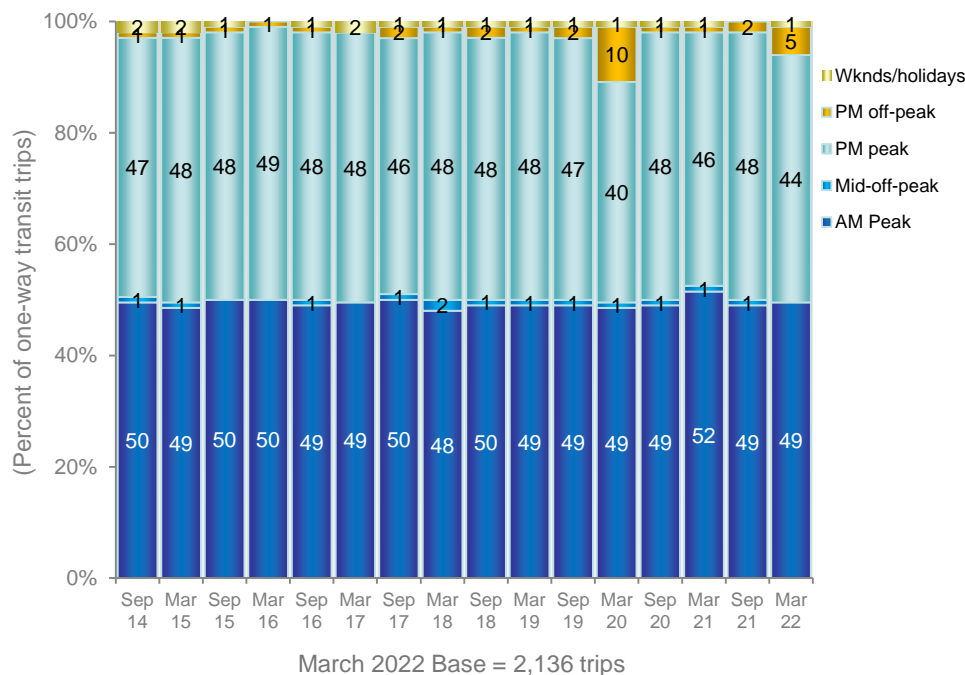


March 2022 Base = 2,134 trips

- This wave, more than four-in-ten trips (44%) were made on West Coast Express only, trending up with a significant increase from a year ago (36%), and a slight increase from last period (40%).
- The proportion of transit trips made using a combination of WCE and bus is relatively stable, declining by 1 ppt at 16% compared to last wave (17%). The proportion of trips using WCE and SkyTrain has remained stable at 23%.
- The proportion of trips made using Sky Train and bus has also remained relatively stable from last period at 8%.

Trends in Transit Usage Among WCE Riders: Trip Timing and Purpose

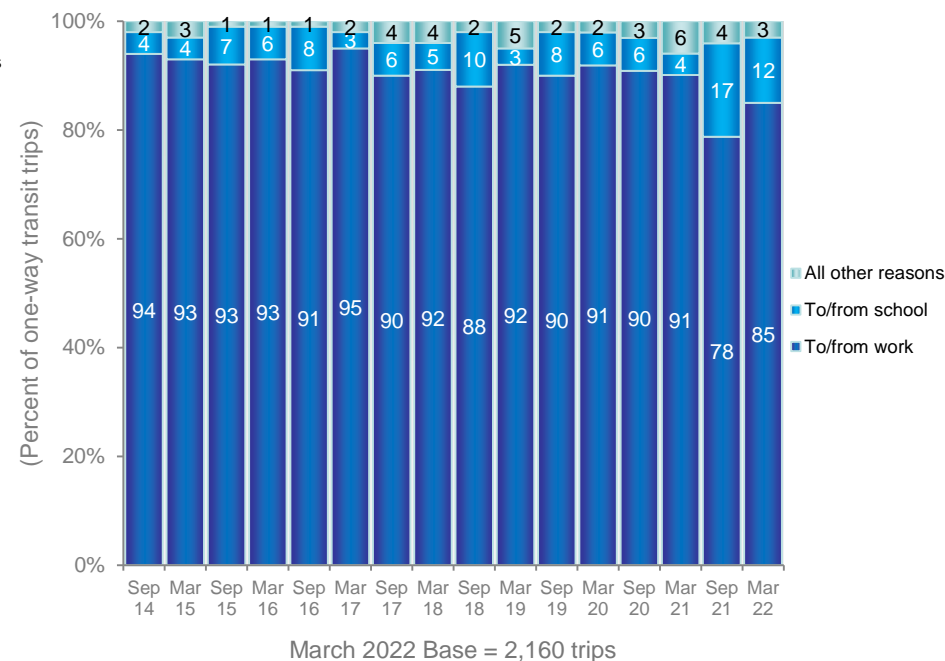
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

- Unchanged from last period, 49% of transit trips were taken during the AM peak hours, while another 44% of transit trips were taken during the PM peak hours. While still small (5%), there is a significant increase in those who took transit during the PM off-peak compared to both last period and a year ago.

Q5. Of the one-way transit trips you made in the last seven days, how many did you make...?

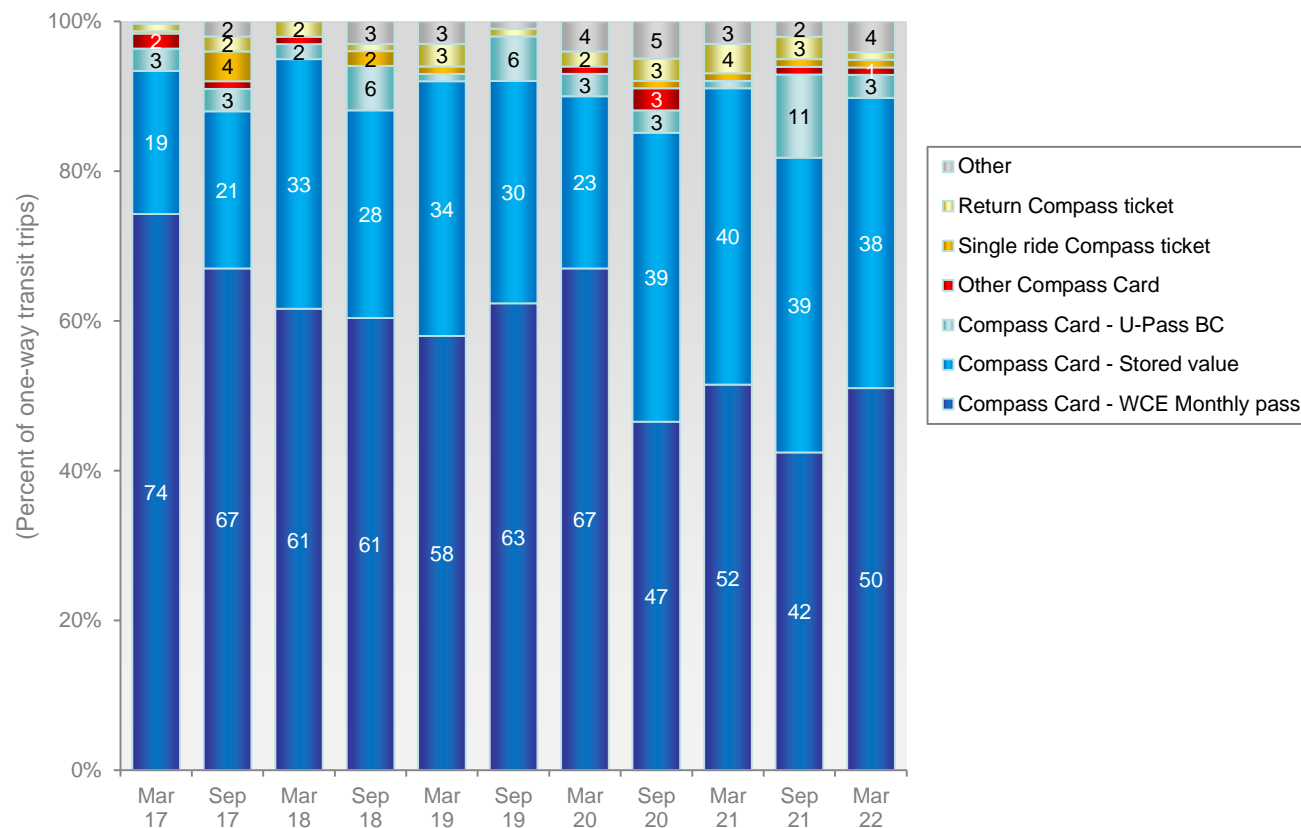


Transit Trip Purpose

- The proportion of transit trips taken to/from work (85%) is rising as people head back to the office, up significantly from 78% last period. Those using the WCE for their rides to/from school (12%) is down directionally from last wave (17%) but is still significantly higher than seen a year ago (4%).

Trends in Transit Usage Among WCE Riders: Fare Payment Method

Q6. Of the one-way trips you made in the last seven days, for how many did you use...?



March 2022 Base = 2,109 trips

Fare Payment Method Used

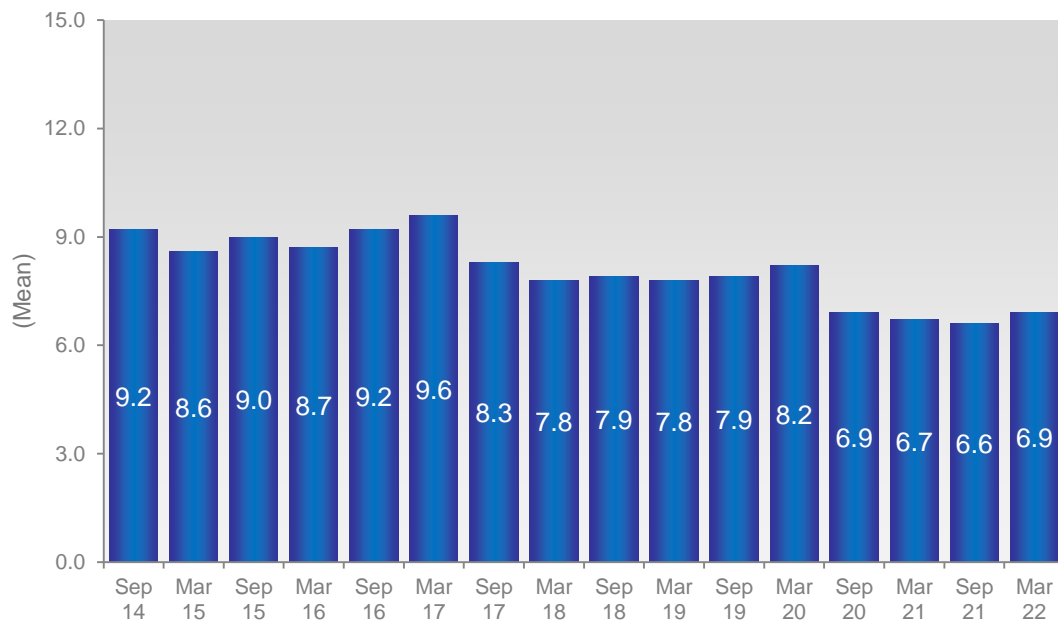
- The proportion of trips taken using a WCE Monthly pass increased significantly (50% currently, up from 42% last period) and is now back to levels seen a year ago.
- This increase is again likely due to the prospect that riders are now beginning to make their way back to working from the office.
- The proportion of transit trips paid for using Stored Value is mostly unchanged over the last period and last year (38% currently) and remains above pre-pandemic levels.
- The proportion of U-Pass Users has dropped significantly from last period (3% currently, down from 11%) but is slightly higher than a year ago (1%).



This section presents trends in West Coast Express Usage And Motivations. It illustrates trends in the following areas:

- Average number of trips made on WCE
- Length of time taking WCE
- Mode used to get to/from station
- Choice vs. Captive WCE riders
- Changes in WCE usage frequency in the last six months
- Reasons for riding WCE more or less often in the last six months

Q7a. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week?



March 2022 Base = 302

WCE Trip Frequency

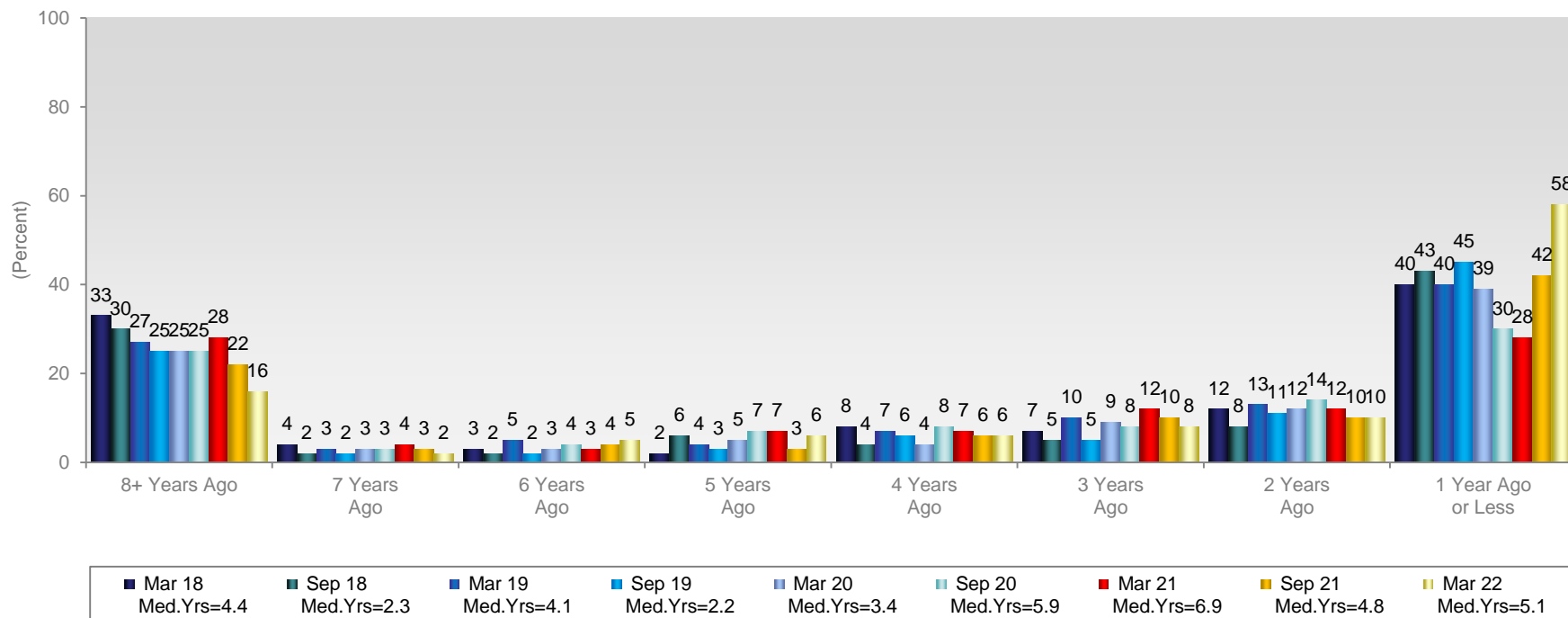
- Up slightly from last period, riders indicate they make 6.9 one-way trips on WCE in an average week. This is also up slightly compared to a year ago (6.7), but still remains well below pre-pandemic levels.

Compared	<u>September 2021</u>	<u>March 2021</u>
to:	+0.3	+0.2

- Four-in-ten (40%) riders indicate they make at least 10 one-way trips on West Coast Express in a typical week, mostly unchanged over the last year.

● ● = Significant upward / downward shift

Q13. Approximately when did you begin taking West Coast Express?

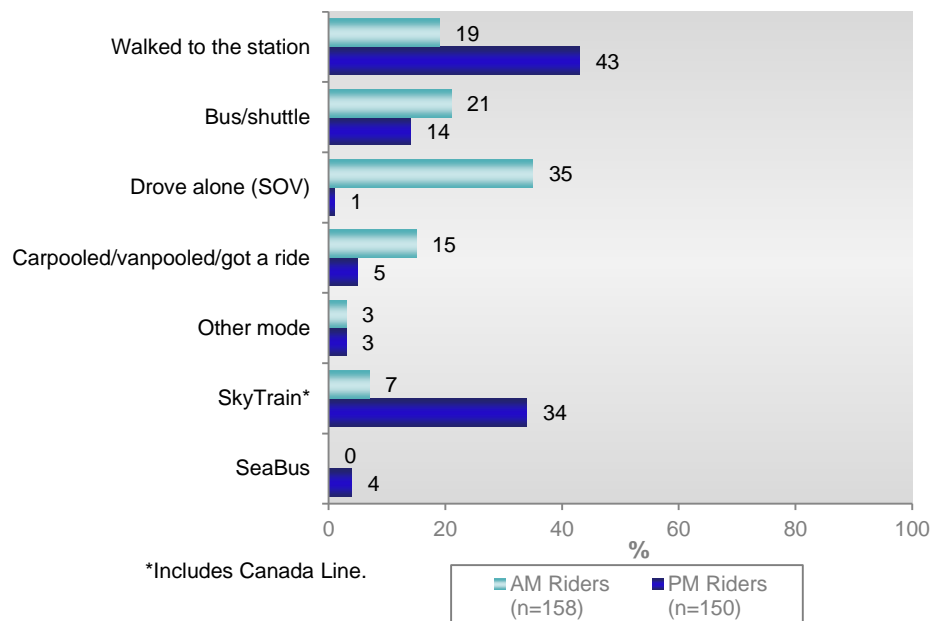


March 2022 Base = 300

Duration of WCE Usage

- Just under six-in-ten (58%) of riders indicate they started using WCE in the past year, an upward trend with a significant increase both from last wave (42%) and a year ago (28%), and the highest seen since tracking began.
- Conversely, under one-in five (16%) have taken WCE for 8 or more years, a downward trend with a directional decrease from last period (22%) and a significant decrease compared to a year ago (28%).

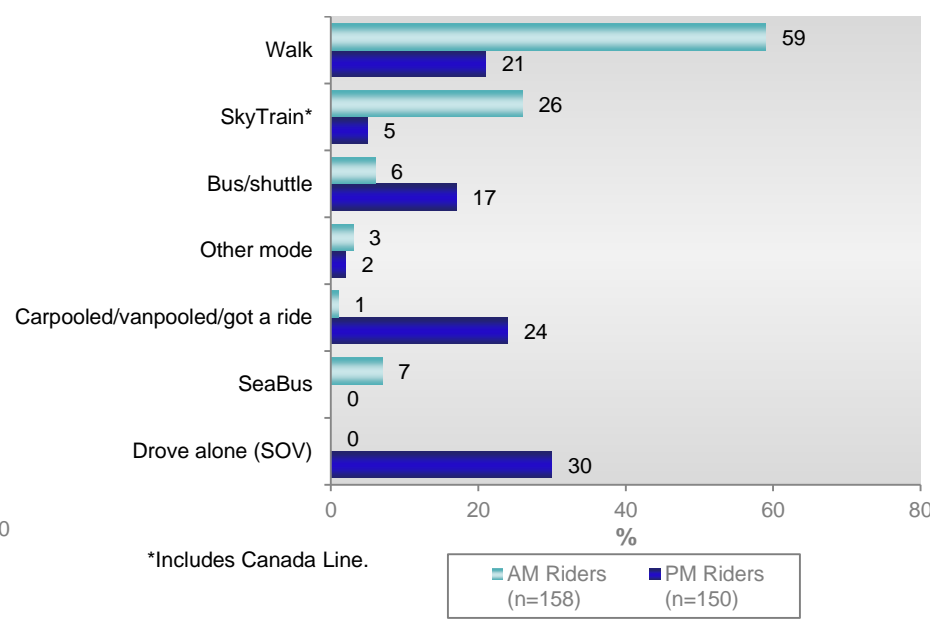
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Among riders who take WCE in the morning, just over one-third (35%) drive to the station alone (up slightly from 29% a year ago), while another one-fifth (19%) walk to the station (up slightly from 13% last wave). Carpooling (15%) is down directionally compared to a year ago (23%), while a consistent proportion to last year are taking the bus to the station (21%).
- Those who ride WCE in the afternoon remain most likely to walk to the station (43%, down slightly from 49% last wave) or take the SkyTrain (34%, stable to last wave).

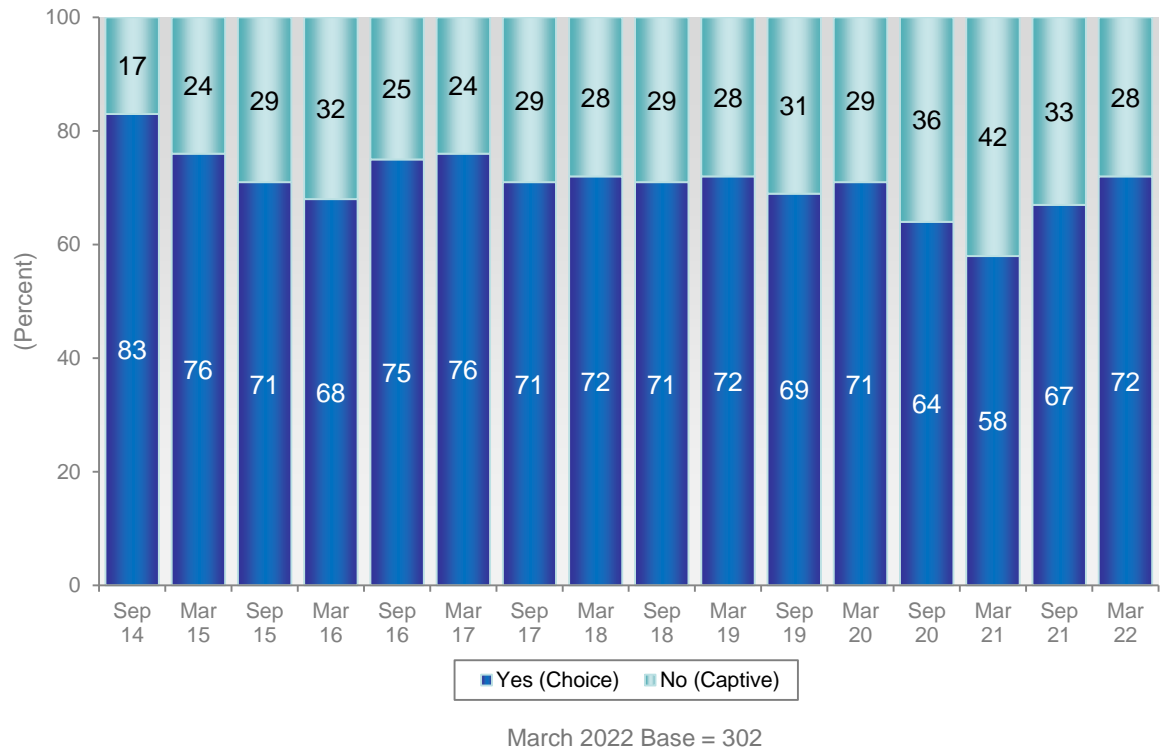
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- Those who ride in the morning typically walk to their destination after disembarking the WCE (59%, down slightly from 63% a year ago) or take the SkyTrain (26%, down slightly from 30% last period, but significantly down from 39% a year ago).
- Afternoon riders tend to drive alone (30%, significantly up from 20% a year ago), carpool/vanpool (24%, down significantly from 36% a year ago), walk (21%, relatively similar), or take a bus/shuttle (17%, directionally up from 12% last period but similar to a year ago) to get to their destination.

Q15. Did you have access to a car, van or truck for your trip today rather than taking the West Coast Express?

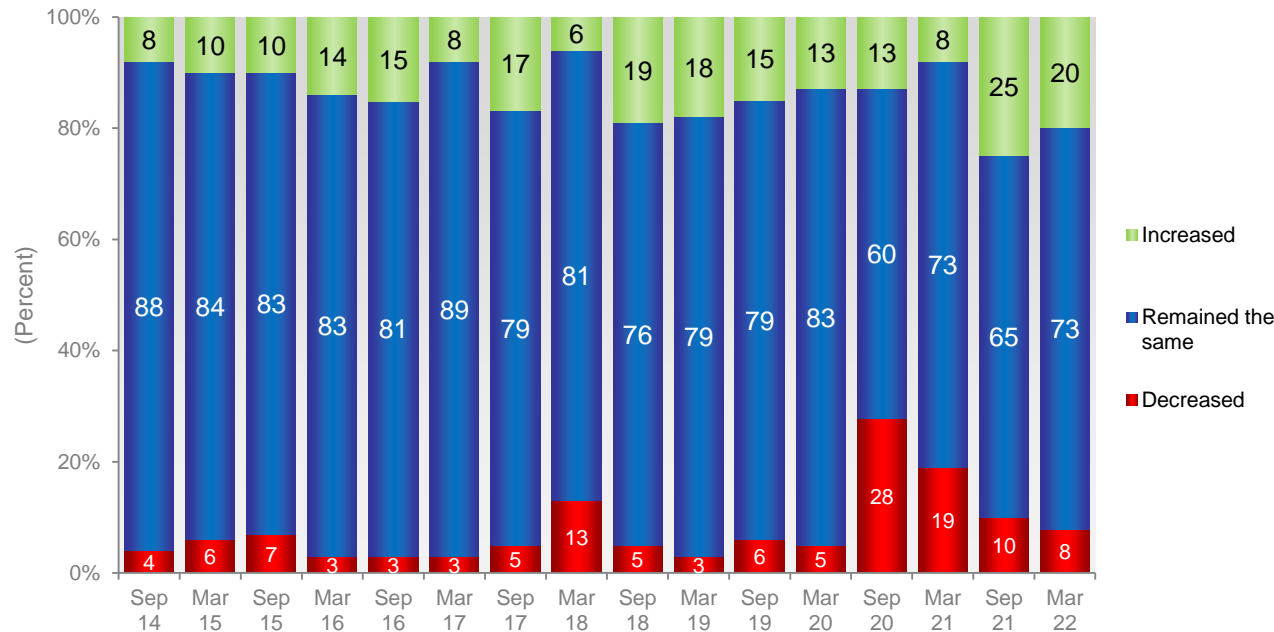


Choice vs. Captive

- Over one-in-four (28%) are Captive riders, who do not have regular access to a vehicle; a downward trend with a slight drop from 33% last wave and a significant decrease from 42% a year ago.
- Conversely, nearly three-quarters (72%) are Choice riders, trending upward with a slight increase from 67% last wave and a significant increase from 58% in March last year. The increase in Choice riders could potentially be due to public transportation being a cheaper alternative as a result of the rising gas prices.
- The shift back toward pre-pandemic proportions of Choice vs. Captive riders may have an influence on some attribute ratings this period.

Trends in WCE Usage: Changes in Usage Over Last Six Months

Q16a. Over the past six months, has your use of West Coast Express increased, decreased or remained the same?



March 2022 Base = 301

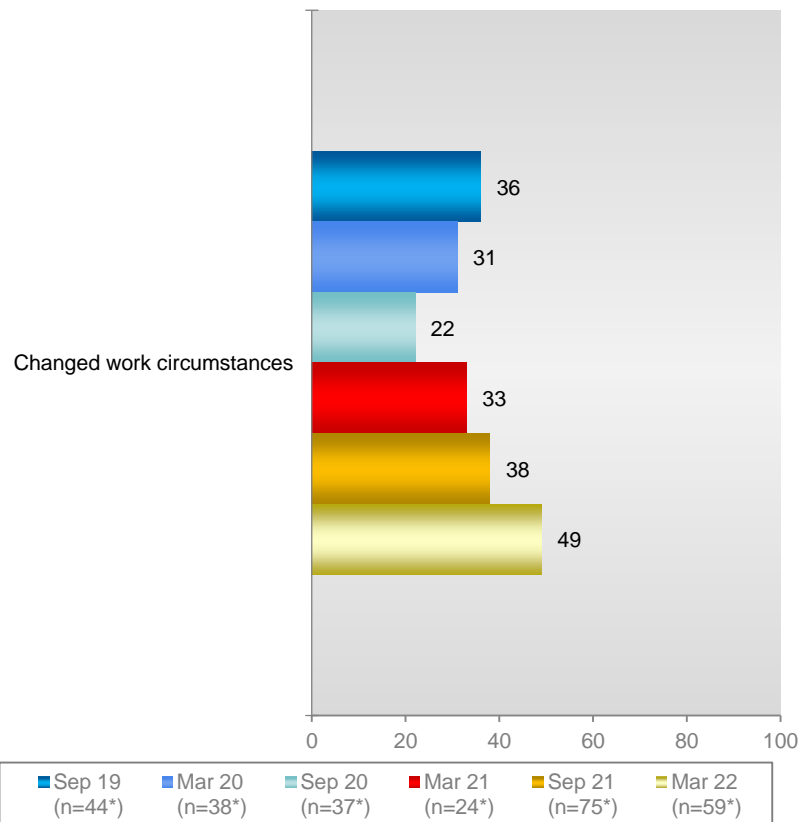
Changes in Usage Over Last Six Months

- One-in-five (20%) riders indicate their usage of WCE has increased compared to six months ago. This is a slight decrease compared to last period (25%) but is still significantly higher than a year ago (8%), and is likely still related to more residents returning to their place of work and in-person education compared to a year ago.
- Nearly three-quarters (73%) indicate their WCE usage has stayed the same, which is significantly higher than the previous period (65%) but consistent with a year ago.
- The remaining 8% of riders indicate their usage of WCE has decreased. This has been declining steadily since September 2020.

Reasons for Riding More Often

- Nearly half (49%) of riders indicate the top reason for riding WCE more often than six months ago remains changing work circumstances. This reason has been trending up since September 2020.

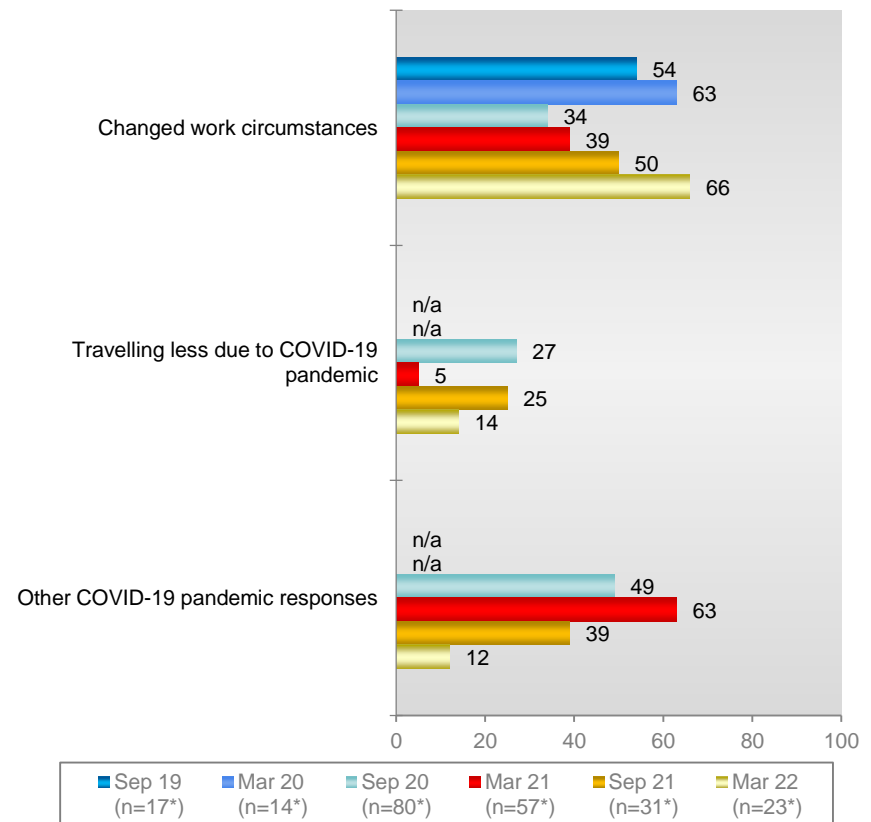
Q16b. Why are you riding more often?
(Showing top reasons only)



Reasons for Riding Less Often

- Among those who report riding WCE less often than they did six months ago, changing work circumstances (66%) is also the top reason (up from 39% a year ago and 50% last period). General mentions of COVID-19 concerns as a primary reason continue to decline, now only 12% (from 39% last wave).

Q16b. Why are you riding less often?
(Showing top reasons only)



* Caution: small base size.



This section presents profiles of key customer segments. In the current wave, the profiles of Choice versus Captive riders and Low, Medium, and High Frequency riders are presented. The demographic profile of WCE riders is also presented, relative to the demographic profile of residents of Metro Vancouver who are age 18 or older.

Choice Versus Captive Riders

Nearly three-quarters (72%) of riders are classified as Choice riders, who have access to a vehicle for the WCE trips they make. The remaining 28% are Captive riders with no vehicle access. The proportion of Captive riders continues to trend downward, dropping slightly from 33% last period, and significantly from 42% a year ago, returning to more historic, pre-pandemic levels.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (72%):

- Choice Riders are more likely to be employed full time compared to Captive Riders (86% vs. 62% respectively). As a result, they are also more likely to take the WCE for work purposes (91% vs. 65%, respectively).
- Are more affluent than Captive Riders (39% with a household income of \$95,000 or more vs. 13% of Captive Riders).
- More likely to take 10 to 15 trips per week compared to Captive Riders (68% vs. 53%)
- Among all trips taken in the past 7 days, Choice Riders are more likely than Captive Riders to take WCE only (48% vs. 34%), or WCE and Sky Train (25% vs. 15%).
- More likely than Captive Riders to travel on WCE for work purposes (91% vs. 65%).
- More likely to have paid with a WCE Monthly Pass (51% vs. 41%) or Stored Value (40% vs. 35%), and have taken WCE only in the past 7 days (48% vs. 34%) or WCE and SkyTrain (25% vs. 15%).
- More likely to drive alone to get to WCE than Captive Riders (43% vs. 10%).
- More likely to provide top ratings for: Providing on-time, reliable service (81% vs. 68% for Captive Riders) and Trip Duration from the time you board to when you get off (92% vs 83%).

Captive Riders (28%):

- Captive Riders are more likely than Choice Riders to be aged 18 to 34 (57% vs. 31%, respectively), or have a household income of under \$45,000 (40% vs. 12%). They are also more likely to take the WCE for school purposes (28% vs. 6%).
- More likely to take 5 to 9 trips per week compared to Choice Riders (27% vs. 18%).
- Among all trips taken in the past 7 days, Captive Riders are more likely than Choice Riders to take a combination of WCE and Bus (25% vs. 13%), or WCE, Sky Train and Bus (16% vs. 5%).
- More likely than Choice Riders to travel on WCE for school (28% vs. 6%).
- They are also more likely to have paid in ways other than Compass Card or Compass Ticket options (13% vs. 1%).
- More likely to take the bus to get to WCE than Choice Riders (52% vs. 24%).
- Captive Riders are directionally more likely than Choice Riders to award good-to-excellent ratings for WCE having Good Connections (84% vs. 72%, respectively).

Profile of High, Medium and Low Frequency Riders

West Coast Express riders can be classified into three groups based on their transit use. High Frequency riders make 10 or more one-way transit trips per week, Medium Frequency riders make 4 to 9 one-way trips and Low Frequency riders make 3 or less one-way trips per week. The proportion of High Frequency riders has dropped slightly to 44% (from 46% last period), while the proportion of Low Frequency riders is stable vs. last wave at 19%.

The key characteristics of each group are as follows:

High Frequency Riders (44%):

- Make the most one-way trips in an average week on WCE (10.3 trips vs. 5.6 trips for Medium Frequency Riders and 1.8 trips for Low Frequency Riders).
- More likely to pay for transit fare with a WCE Monthly Pass (67% vs. 20% for Medium Frequency and 4% for Low Frequency Riders).
- More likely to be employed full time (88% vs. 74% for Medium Frequency Riders and 70% for Low Frequency Riders) and travel on WCE for work purposes (89% vs. 67% for Low Frequency Riders).

Medium Frequency Riders (37%):

- More likely to be Female riders (58% vs. 52% for High Frequency Riders and 56% for Low Frequency Riders).
- More likely to have paid with Stored Value (62% vs. 26% for High Frequency Riders).
- More likely than Low Frequency Riders to travel on WCE for work purposes (79% vs. 67% for Low Frequency Riders).

Low Frequency Riders (19%):

- Are more likely than High Frequency riders to be employed either part-time (9% vs 1%), or a part-time student (7% vs 2%), and more likely to be retired (5% vs. 2% overall).
- More likely to take WCE for personal (10% vs. 2% overall) or entertainment/social (9% vs. 1% overall) reasons.
- More likely to take a combination of WCE and another transit mode (11% vs. 4% for Medium Frequency Riders and 3% for High Frequency Riders).
- More likely to pay for transit fare with a Compass Ticket (18% vs. 2% for Medium Frequency and 0% for High Frequency Riders), or to have paid with Stored Value (56% vs. 26% High Frequency Riders).
- More likely to provide top ratings for: Providing on-time, reliable service (88% vs. 73% for High Frequency Riders), Not Being Overcrowded (85% vs. 62% for High Frequency Riders), Good Connections (91% vs. 74% for Medium Frequency Riders and 71% for High Frequency Riders), and Value for the money (79% vs. 60% for Medium Frequency Riders and 59% for High Frequency Riders).

Customer Profiles:

Demographic Profile of WCE Customers

The following table compares the demographics of WCE riders to Metro Vancouver residents aged 18+ and transit users surveyed in the Bus, SkyTrain, SeaBus Customer Service Performance Survey. WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old, working full-time, and graduated university. In addition, the majority of them tend to reside in the Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2020	WCE Riders Sep 2017	WCE Riders Mar 2018	WCE Riders Sep 2018	WCE Riders Mar 2019	WCE Riders Sep 2019	WCE Riders Mar 2020	WCE Riders Sep 2020	WCE Riders Mar 2021	WCE Riders Sep 2021	WCE Riders Mar 2022
BASE	2,004	1,136	338	337	314	309	304	307	296	294	307	304
Age³:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	18	12	8	13	10	13	11	15	10	16	13
25 – 34	17	21	26	21	24	19	21	30	22	21	24	26
35 – 44	18	14	24	26	25	22	26	22	23	24	22	25
45 – 54	20	20	21	23	22	27	23	21	18	17	17	17
55 – 64	16	9	14	17	12	17	12	14	17	19	17	14
65 and older	17	17	3	5	4	5	6	2	6	8	5	5
Gender³:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	48	43	38	41	39	42	41	44	39	44	43
Female	52	52	58	62	59	61	58	59	56	61	56	55
Non-binary/gender fluid	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Prefer not to say	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Employment³:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	44	85	84	84	85	83	87	75	73	71	80
Employed part-time	15	19	6	9	3	6	6	5	11	10	8	7
Student (FT/PT)	6	11	7	5	10	4	8	7	6	9	16	14
Homemaker	4	2	-	<1	-	1	-	-	-	<1	<1	<1
Retired	18	17	2	2	1	3	3	1	4	4	3	2
Not employed	5	9	1	-	2	1	1	1	4	4	2	1
Refused	1	2	-	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	4	1	4	1	<1	2	2	3	3	1	2
Graduated high school		16	8	9	10	11	13	12	12	14	17	15
Voc./college/tech.	25	21	18	24	27	27	18	23	34	30	26	19
Some university	10	10	17	26	15	10	11	9	10	15	11	10
Graduated university	41	47	56	38	48	51	58	54	41	38	46	55
Refused	1	2	-	-	-	-	-	-	-	-	-	-

¹ Source: Mustel – 2,004 surveys conducted among Metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Category includes both high school or less and graduated high school.

³ Percentaged among those who gave a response (i.e., not the full sample).

Customer Profiles:

Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2020	WCE Riders Sep 2017	WCE Riders Mar 2018	WCE Riders Sep 2018	WCE Riders Mar 2019	WCE Riders Sep 2019	WCE Riders Mar 2020	WCE Riders Sep 2020	WCE Riders Mar 2021	WCE Riders Sep 2021	WCE Riders Mar 2022
BASE	2,004	1,136	338	337	314	309	304	307	296	294	307	304
Household Income² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	6	6	5	2	4	5	9	11	9	10
\$25,000 - \$44,999	11	n/a	10	12	10	9	7	6	12	12	6	9
\$45,000 - \$64,999	10	n/a	20	19	17	19	22	16	20	18	21	23
\$65,000 or more	54	n/a	64	64	67	70	66	73	59	58	64	58
\$65,000 - \$84,999	n/a	n/a	14	12	17	11	16	16	20	16	21	18
\$85,000 or more	n/a	n/a	50	51	50	59	51	57	39	42	43	40
\$85,000 - \$94,999	n/a	n/a	8	7	11	10	8	7	10	8	10	8
\$95,000 or more	n/a	n/a	43	44	39	49	43	50	29	34	33	32
Refused/Don't know	18	n/a	-	-	-	-	-	-	-	-	-	--
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	84	86	87	83	83	85	73	76	72	78
Port Coquitlam/Coquitlam	n/a	5	41	45	48	44	40	42	29	34	29	32
Maple Ridge	n/a	2 ³	17	19	20	21	20	21	26	26	22	20
Port Moody/Belcarra/Anmore	n/a	2	13	11	13	11	15	15	10	9	11	14
Pitt Meadows	n/a	n/a	7	6	7	7	8	7	8	8	10	6
Unspecified	-	-	6	5	-	-	-	-	-	-	-	-
Surrey/North Delta/Langley/White Rock	28	18	3	1	3	4	3	4	4	2	5	4
Vancouver	28	38	-	1	<1	<1	1	1	2	1	<1	1
Burnaby/New Westminster	13	16	1	2	1	<1	3	-	1	2	1	1
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	<1	-	-	-	-	-	-	-	-	-
Outside Metro Vancouver	n/a	n/a	8	9	8	10	9	9	17	14	17	11
Mission	n/a	n/a	5	5	4	4	4	5	11	10	11	7
Abbotsford	n/a	n/a	2	3	3	4	5	3	5	4	5	3
Chilliwack	n/a	n/a	1	1	<1	1	-	<1	-	-	1	-
Other	n/a	n/a	-	1	-	1	1	-	2	<1	-	-
Unspecified	-	-	-	-	-	-	-	-	-	-	-	-
Refused	n/a	n/a	4	3	2	2	2	2	3	5	6	5

¹ Source: Mustel – 2,004 surveys conducted among metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Percentaged among those who gave a response (i.e., not the full sample).

³ Includes both Maple Ridge and Pitt Meadows.

Customer Profiles:

Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2020	WCE Riders Sep 2017	WCE Riders Mar 2018	WCE Riders Sep 2018	WCE Riders Mar 2019	WCE Riders Sep 2019	WCE Riders Mar 2020	WCE Riders Sep 2020	WCE Riders Mar 2021	WCE Riders Sep 2021	WCE Riders Mar 2022
BASE	2,004	1,136	338	337	314	309	304	307	296	294	307	304
Identify as First Nations, Inuit or Metis ² :	%	%	%	%	%	%	%	%	%	%	%	%
Yes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3
Ethnic or Cultural Identity ² :	%	%	%	%	%	%	%	%	%	%	%	%
Caucasian	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66
Chinese	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	9
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7
Filipino	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7
Latin American	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4
Black	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2
West Asian (e.g., Iranian, Afghan, etc.)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2
Japanese	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2
Arab	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Indigenous	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Korean	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	<1
Mixed race	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Other	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1

¹ Source: Mustel – 2,004 surveys conducted among metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Percentaged among those who gave a response (i.e., not the full sample).



TransLink Customer Service Performance March 2022

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Feb/Mar	28	1	2	3	4
Mar	7	8	9	10	11

A2. Train Departure Time:

	<u>Train 1</u>	<u>Train 2</u>	<u>Train 3</u>	<u>Train 4</u>	<u>Train 5</u>
AM-Train Left Mission at	5:25 AM	5:55 AM	6:25 AM	6:55 AM	7:25 AM
	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
	<u>Train 6</u>	<u>Train 7</u>	<u>Train 8</u>	<u>Train 9</u>	<u>Train 10</u>
PM-Train Left Waterfront at	3:50 PM	4:20 PM	4:50 PM	5:30 PM	6:20 PM
	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁹	<input type="checkbox"/> ¹⁰

Hello, my name is _____ from Ipsos (a Vancouver-based research firm). Today we're conducting a survey about the service on West Coast Express. Do you have 8 to 12 minutes before you get off the train to answer some questions?

A3. To the best that you recall, did you participate in a WCE customer service survey in September 2021?

1. Yes **THANK AND END INTERVIEW**
2. No **CONTINUE**

A4. Do you or does anyone in your household work for TransLink, Coast Mountain Bus Company, SeaBus, SkyTrain or West Coast Express?

1. Yes **THANK AND DISCONTINUE**
2. No **CONTINUE**

A6. Is the respondent wearing a face mask (non-medical face covering) over both nose and mouth? ☐¹ YES ☐² NO

Q1a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**

Q1b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

<u>AM WESTBOUND TRIPS</u>	<u>QUOTA COLUMN</u>	
	<u>ON Stop</u>	<u>OFF Stop</u>
Mission	1	
Port Haney	2	2
Maple Meadows	3	3
Pitt Meadows	4	4
Port Coquitlam	5	5
Coquitlam	6	6
Port Moody	7	7
Waterfront		8

<u>PM EASTBOUND TRIPS</u>		<u>QUOTA COLUMN</u>
	<u>ON Stop</u>	<u>OFF Stop</u>
Waterfront	8	
Port Moody	7	7
Coquitlam	6	6
Port Coquitlam	5	5
Pitt Meadows	4	4
Maple Meadows	3	3
Port Haney	2	2
Mission		1

AM SURVEYING:

Q1c. This morning, how did you get to the station to board the train? **INDICATE UP TO 2 MODES.**

PM SURVEYING:

Q1c. This afternoon, how did you get to the station to board the train? **INDICATE UP TO 2 MODES.**

INTERVIEWER: CLARIFY ANY CAR/DRIVING RESPONSES GIVEN IN THE AFTERNOON

- ☐¹ Walked to the station
- ☐² Carpooled / vanpooled / got a ride
- ☐³ Bicycle
- ☐⁴ Motorcycle
- ☐⁵ Taxi
- ☐⁶ Drove alone (SOV)

- ☐⁷ Bus / shuttle → **specify route #:** _____
- ☐⁸ SkyTrain → Was it the Canada Line?
 - ☐¹ Yes
 - ☐² No
- ☐⁹ Other (specify) _____

AM SURVEYING:

Q1d. And when you get off the train this **morning**, how will you get from the station to your destination? **INDICATE UP TO 2 MODES.**

PM SURVEYING:

Q1d. And when you get off the train this **afternoon**, how will you get from the station to your destination? **INDICATE UP TO 2 MODES.**

INTERVIEWER: CLARIFY ANY CAR/DRIVING RESPONSES GIVEN IN THE MORNING

- | | |
|--|---|
| <input type="checkbox"/> ¹ Walk from the station | <input type="checkbox"/> ⁷ Bus / shuttle → specify route #: _____ |
| <input type="checkbox"/> ² Carpool/vanpool / get a ride | <input type="checkbox"/> ⁸ SkyTrain→Is it the Canada Line? |
| <input type="checkbox"/> ³ Bicycle | <input type="checkbox"/> ¹ Yes |
| <input type="checkbox"/> ⁴ Motorcycle | <input type="checkbox"/> ² No |
| <input type="checkbox"/> ⁵ Taxi | <input type="checkbox"/> ⁹ Other (specify) _____ |
| <input type="checkbox"/> ⁶ Drive alone (SOV) | |

Q2. How many one-way trips have you made on transit, that is, bus, SeaBus, SkyTrain (including Canada Line) and West Coast Express in the last seven days?

A one-way trip is any trip to a single destination. For example, a trip to and from work would count as two one-way trips.

NOTE TO INTERVIEWER: A TRIP TO AND FROM WORK USING THREE MODES (E.G., BUS, SEABUS AND SKYTRAIN) WOULD BE TWO ONE-WAY TRIPS ONLY NOT MORE.

TOTAL NUMBER OF ONE-WAY TRIPS _____

Q3. Of the [**# FROM Q2**] one-way trips you made in the last seven days, how many did you make using the...READ [**Q3a-I MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2**]

- | | |
|--|------------------------------------|
| _____ a. West Coast Express only | _____ f. Bus only |
| _____ b. West Coast Express and bus | _____ g. SkyTrain only |
| _____ c. West Coast Express and SkyTrain | _____ h. SeaBus only |
| _____ d. West Coast Express & SkyTrain & bus | _____ i. Bus and SkyTrain |
| _____ e. West Coast Express and another transit mode | _____ j. Bus and SeaBus |
| | _____ k. SkyTrain and SeaBus |
| | _____ l. Bus, SeaBus, and SkyTrain |

Q4. Of the [**# FROM Q2**] one-way transit trips you made in the last seven days, how many did you make....? READ [**Q4a-d MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2**]

- _____ a. Monday to Friday, between 5am and 9:30am
- _____ b. Monday to Friday, between 9:30am to 3pm
- _____ c. Monday to Friday, between 3pm and 6:30pm
- _____ d. Monday to Friday, after 6:30pm
- _____ e. On a Saturday, Sunday or statutory holiday

Q5. Of [**# FROM Q2**] one-way transit trips you made in the last seven days, how many did you make... READ

[**Q5a-f MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2**]

- _____ a. To or from work
- _____ b. To or from school
- _____ c. To or from shopping
- _____ d. For personal business such as the doctor or bank
- _____ e. For entertainment or social reasons
- _____ f. For any other purpose

Q6. Of the [**# FROM Q2**] one-way transit trips you made in the last seven days, for how many did you use... READ

[**Q6a-j MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2**]

Non-Compass Options (Bus/SeaBus/SkyTrain trips only):

- _____ a. Cash

Compass Ticket Options:

- _____ d. A Single-Ride Compass Ticket

INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"

- _____ e. A Return Compass Ticket

INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"



Compass Card Options:

_____ f. Return Pass

INTERVIEWER, IF REQUIRED: "SIMILAR TO RETURN COMPASS TICKETS, BUT MAY LOAD UP TO THREE ON A PLASTIC COMPASS CARD FOR FUTURE USE"

_____ g. Stored Value

_____ h. U-Pass BC

_____ i. A West Coast Express Monthly Pass (Calendar Month only)

_____ j. A Government Issued Pass (BC Government Pass, CNIB Pass, War Veteran's Pass)

Other:

_____ k. Other (specify)_____

- Q7. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week? **ONE-WAY TRIPS PER WEEK** _____
- IF NONE:** In an average month, how many one-way trips do you make on West Coast Express?
ONE-WAY TRIPS PER MONTH _____

Thank you very much with your help so far. For verification purposes only, could I get your name and telephone number?

NAME _____ PHONE # _____

I would like you to complete the next set of questions and return them to me. There are six pages in total - it should only take a few minutes.

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

Thank you very much for completing the remainder of the survey.

Q8. How would you rate the service of West Coast Express overall? Please use a 10-point scale where 10 means excellent and 1 means very poor.

Very Poor Excellent
☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Q9. Next I would like you to rate specific attributes of West Coast Express service using the same 10 point scale where 10 means excellent and 1 means very poor. How would you rate West Coast Express in terms of...

a) Staff available to assist with problems

Very Poor Excellent
☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? PLEASE BE SPECIFIC

b) Providing on-time, reliable service

Very Poor Excellent
☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? PLEASE BE SPECIFIC

c) Good connections with other transit modes with a reasonable wait time

Very Poor Excellent N/A
☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ ☐?

i) Why do you give that rating? PLEASE BE SPECIFIC

☐¹ Shuttle / bus didn't stop because it was full

☐² Shuttle / bus didn't come

☐³ Shuttle / bus was late getting to the station

☐⁴ Shuttle / bus didn't wait for me to board

☐⁵ Other (specify) _____

ii) How long do you feel is reasonable to wait for a connection?

_____ MINUTES

d) Feeling safe from crime on-board and at the station

Very Poor ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent

Why do you give that rating? PLEASE BE SPECIFIC

e1) Feeling safe from crime in WCE parking lots

Very Poor ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent ☐² N/A

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

Very Poor ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent ☐² N/A

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

Very Poor ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

Very Poor ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent

When would you like the service to be available?

- | | |
|---|---|
| <input type="checkbox"/> ¹ Earlier westbound | <input type="checkbox"/> ⁴ Earlier eastbound |
| <input type="checkbox"/> ² Later westbound | <input type="checkbox"/> ⁵ Later eastbound |
| <input type="checkbox"/> ³ Mid-day | <input type="checkbox"/> ⁶ Weekends |

h) Frequency of service (how often the trains run during the hours of operation)

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

How frequently should the West Coast Express Run? Every _____ minutes

i) Availability of transit information at the stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? **PLEASE BE SPECIFIC**

j) Trip duration from the time you board to when you get off

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? **PLEASE BE SPECIFIC**

k) Delays are announced and explained

Very Poor

Excellent

N/A

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ ☐[?]

Why do you give that rating? **PLEASE BE SPECIFIC**

l) Clean and graffiti-free vehicles and stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? **PLEASE BE SPECIFIC**

m) Courteous, competent and helpful staff

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

Why do you give that rating? **PLEASE BE SPECIFIC**

n) Safe West Coast Express equipment provides a safe ride

Very Poor

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent

Why do you give that rating? PLEASE BE SPECIFIC

o) Not being overcrowded

Very Poor

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Excellent

What time of day or day of week is crowding a problem? PLEASE BE SPECIFIC

Q13. Approximately when did you begin taking West Coast Express?

PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

MONTH: Jan¹ Feb² Mar³ Apr⁴ May⁵ Jun⁶ Jul⁷ Aug⁸ Sep⁹ Oct¹⁰ Nov¹¹ Dec¹²

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

☐⁰ CHECK HERE IF THIS IS YOUR FIRST TRIP ON WEST COAST EXPRESS

Q14a. In the past, before you started taking West Coast Express for this trip, what main mode of transportation did you use to reach this destination?

☐¹ Carpool/vanpool

☐⁷ Bus

☐² Walk

☐⁸ Other (specify) _____

☐³ Bicycle

☐⁹ N/A - New to the area served by WCE

☐⁴ Motorcycle

☐⁵ Taxi

☐⁶ Drove alone (SOV)

Q14b. What are the main reasons that you take the West Coast Express rather than some other mode of transportation? **PLEASE INDICATE OR WRITE IN UP TO THREE REASONS**

- | | |
|--|--|
| <input type="checkbox"/> ¹ Avoid parking hassles / expense | <input type="checkbox"/> ⁶ Stations are close to my home and / or destination |
| <input type="checkbox"/> ² Avoid driving / traffic / can relax or work on train | <input type="checkbox"/> ⁷ Save money on gas |
| <input type="checkbox"/> ³ Comfortable seats | <input type="checkbox"/> ⁸ Environmental reasons |
| <input type="checkbox"/> ⁴ Faster than driving | <input type="checkbox"/> ⁹ Other (specify) _____ |
| <input type="checkbox"/> ⁵ Faster / more direct than other transit modes | |

Q15. Did you have access to a car, van or truck for your trip today rather than taking the West Coast Express?

- ☐¹ Yes ☐² No

Q16a. Over the past six months, has your use of West Coast Express increased, decreased or remained the same?

- ☐¹ Increased ☐² Decreased ☐³ Remained the same

Q16b. Why? _____

Q17. On a scale of zero to ten, where "0" means "Not at all likely" and "10" means "Extremely likely", how likely are you to recommend the services provided by West Coast Express to family, friends or colleagues?

Not at all likely ☐⁰ ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Extremely likely

Lastly, just a few questions to help us understand the general characteristics of our customers.

D1. Please indicate your age:

☐¹ 18-24

☐⁴ 45-54

☐² 25-34

☐⁵ 55-64

☐³ 35-44

☐⁶ 65 and over

D2. Please indicate your present employment status:

☐¹ Employed full time (30+ hours/week)

☐⁵ Not Employed

☐² Employed part time (<30 hours/week)

☐⁶ Homemaker

☐³ Full time student

☐⁷ Retired

☐⁴ Part time student

D3. Please indicate the highest level of education you have completed:

☐¹ Some high school or less

☐³ Vocational / college / technical

☐² Graduated high school

☐⁴ Some university

☐⁵ Graduated university

D4. Please indicate your total annual household income before taxes:

☐¹ Under \$15,000

☐⁶ \$55,000 to under \$65,000

☐² \$15,000 to under \$25,000

☐⁷ \$65,000 to under \$75,000

☐³ \$25,000 to under \$35,000

☐⁸ \$75,000 to under \$85,000

☐⁴ \$35,000 to under \$45,000

☐⁹ \$85,000 to under \$95,000

☐⁵ \$45,000 to under \$55,000

☐¹⁰ \$95,000 or over

D6. Do you identify as either First Nations, Inuit, or Metis?

☐¹ Yes

☐² No

D7. Which of the following categories best represents your ethnic or cultural identity? Would you say...?

- ☐¹ Caucasian
- ☐² South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- ☐³ Chinese
- ☐⁴ Black
- ☐⁵ Filipino
- ☐⁶ Latin American
- ☐⁷ Arab
- ☐⁸ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- ☐⁹ West Asian (e.g., Iranian, Afghan, etc.)
- ☐¹⁰ Korean
- ☐¹¹ Japanese
- ☐¹² Another ethnic or cultural identity (specify) _____

D8. Which of the following do you identify yourself as?

- ☐¹ Male
- ☐² Female
- ☐³ Nonbinary/Gender fluid
- ☐⁴ Other (please specify) _____
- ☐⁵ Prefer not to say

D5a. What is your home postal code? V____ - ____
(If you cannot remember your full postal code please write in the first three digits)

D5b. **IF CANNOT RECALL POSTAL CODE:** Can you indicate the two major cross-streets nearest to your home? _____ and _____

On behalf of TransLink and West Coast Express, thank you very much for your time and assistance.