

CUSTOMER SERVICE PERFORMANCE

APRIL 2023

WEST COAST EXPRESS

Report

2023-06-27

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Survey Background

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.



Highlights (1/3)

SERVICE QUALITY



- Although the COVID-19 pandemic has come to an end, many companies are still practicing the work-from-home policy which will likely continue to impact several WCE service ratings. There has been a significant increase in those who are taking the WCE to get to and from work or school, as riders head back into old routines of going into their offices or to school. The increase in WCE usage leads to a lower rider-to-staff ratio, which may further explain significant drops in perceptions compared to last year on Staff Available to Assist with Problems, Delays are Announced and Explained, and Feeling Safe from Crime On-Board and at the Station.
- Top ratings for Overall Service are stable from last period at 84% but down slightly from a year ago (87%), while the average score of 8.7 out of 10 has also remained fairly consistent but down from 8.9 out of 10 a year ago.

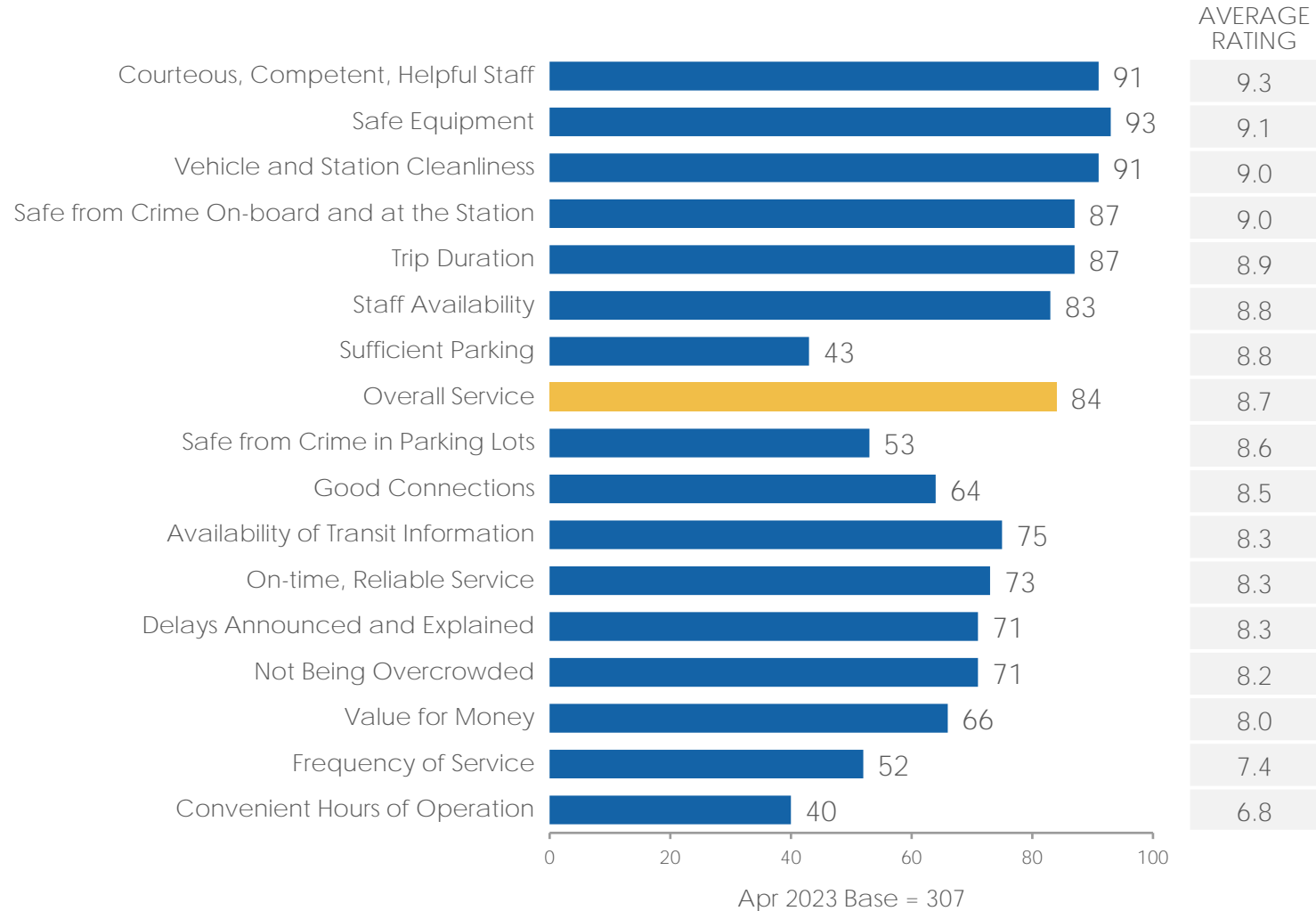
WCE USAGE



- WCE riders indicate making an average of 6.4 transit trips in the past seven days (down from 6.8 last period and 6.9 a year ago) and an average of 6.3 WCE trips in an average week (up from 6.2 last wave but still down from 6.9 a year ago). More than four-in-ten (45%) trips are made solely on WCE, a slight increase from last period (39%) but relatively stable from a year ago (44%). The proportion of transit trips made using a combination of WCE and bus is down slightly, while the proportion of transit trips made using WCE and SkyTrain is up directionally. Those using WCE with both bus and SkyTrain has remained stable.
- More than one-in-ten (13%) riders indicate their usage of WCE has increased compared to six months ago. This is down relative to both last period (23%) and a year ago (20%). More than eight-in-ten (83%) say their usage has stayed the same, which is significantly higher than both the previous period (68%) and a year ago (73%). The proportion indicating decreased usage has dropped significantly to 3% from last wave (9%) and a year ago (8%). The top reasons mentioned for riding more often is due to spending more days in the office post COVID, while top mentions for decreased WCE usage are about changing work circumstances.
- Avoiding driving/traffic remains the main reason riders are choosing to take the WCE. Six-in-ten (60%) riders mention this as a main reason, up slightly from 56% last wave and now above pre-pandemic levels (58%). Saving money on gas (26%) dropped directionally from last wave (33%) and significantly from a year ago (38%). This reason for taking WCE is now back to levels last seen in September 2021. Other reasons include: faster than driving (44%), stations close to home (34%), avoiding parking hassles/expense (33%) and comfortable seats (33%); these all saw slight increases from last wave and a year ago.

Highlights (2/3)

PERFORMANCE ON WEST COAST EXPRESS ATTRIBUTES – % GOOD TO EXCELLENT (8-10)



PERFORMANCE ON SPECIFIC ATTRIBUTES

- Over eight-in-ten (84%) WCE riders award good-to-excellent ratings for Overall Service of WCE, unchanged from last period and down slightly from 87% a year ago. The average score of 8.7 is down from 8.8 last wave and 8.9 last year.
- No WCE service attributes have significantly increased in top ratings from last wave. However, Good Connections increased by 8 ppt from March of last year.
- Conversely, there have been a number of significant decreases for WCE service attributes. Good-to-excellent scores for Staff Available to Assist With Problems declined significantly from March 2022 (down 7 ppt), as did Delays are Announced and Explained (down 7 ppt from March 2022), and Feeling Safe from Crime On-Board and at the Station (down 6 ppt from March 2022). Feeling Safe from Crime in the WCE Parking Lots decreased significantly by 10 ppt from last wave.

Highlights (3/3)

AREAS TO BE ADDRESSED TO IMPROVE PERCEPTIONS OF 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 negative impact on Overall Service perceptions is Convenient Hours of Operation. The average score is stable this wave at 6.8 out of 10, and it remains the lowest rated service attribute, with just above one-in-four (26%) 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	8.3	8.7	0.4	0.26	0.10

West Coast Express Rider Profile

RIDER GROUPS



- Eight-in-ten (80%) of WCE riders are aged 25 to 54, a significant increase from March 2022 (68%). The majority of WCE riders reside in Coquitlam East to Maple Ridge (76%).
- WCE riders are significantly more likely to be Choice riders (74% have access to a vehicle) compared to last wave (66%). Conversely, the proportion of Captive riders (26%) has dropped significantly (from 34% last wave). The proportion of High Frequency Riders has dropped slightly and continues to trend downward (30% making 10 or more one-way transit trips in a week, down from 39% last wave and 44% a year ago), while the proportion of Low Frequency Riders is also down significantly at 20% (vs. 27% last wave).

WCE USAGE



- Just below half (48%) of riders started taking WCE within the past year, up slightly from last wave (45%) but still significantly below a year ago (58%). The proportion of long-term riders who have taken WCE for 8+ years is down significantly (21% compared to 31% last wave).
- Riders indicate making 6.4 one-way transit trips in the past seven days, compared to 6.8 last period and 6.9 a year ago, which remains below pre-pandemic levels.
- Over four-in-ten (45%) transit trips were made exclusively on WCE, up slightly from last wave (39%) but consistent with a year ago (44%). The proportion of trips made using WCE in combination with Bus is down slightly (17% vs. 22% last period), while trips in combination with Sky Train are up directionally (26% vs. 20% last period). Trips made with Bus and SkyTrain (8%) are stable.
- Over one-in-ten riders (13%) indicate their usage of WCE has increased compared to six months ago. This is a significant decrease from 23% last period and 20% a year ago. The top reason mentioned for increased WCE usage is having more days in the office post COVID (30%) which is up from 17% last wave. Similar but more generic reasons of changing work circumstances (21%) continue to decline from last wave (33%) and March 2022 (49%). More than eight-in-ten (83%) indicate their WCE usage has stayed the same, which is a significant increase from both the previous period (68%) and a year ago (73%). The proportion indicating decreased usage of WCE (3%) has dropped significantly from both last wave (9%) and March 2022 (8%).

PAYMENT METHOD



- The proportion of trips taken using a WCE Monthly pass increased significantly from last wave (46% currently, vs. 37% last period) and is slightly down from 50% a year ago.
- The proportion of trips paid for using Stored Value is up marginally at 44% (vs. 42% last period) and remains above pre-pandemic levels. The shift to using Monthly Passes more is likely related to workers who are now coming into the office more frequently.

Project Objectives

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.



Methodology (1/3)

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.



Methodology (2/3)

SAMPLE DESIGN

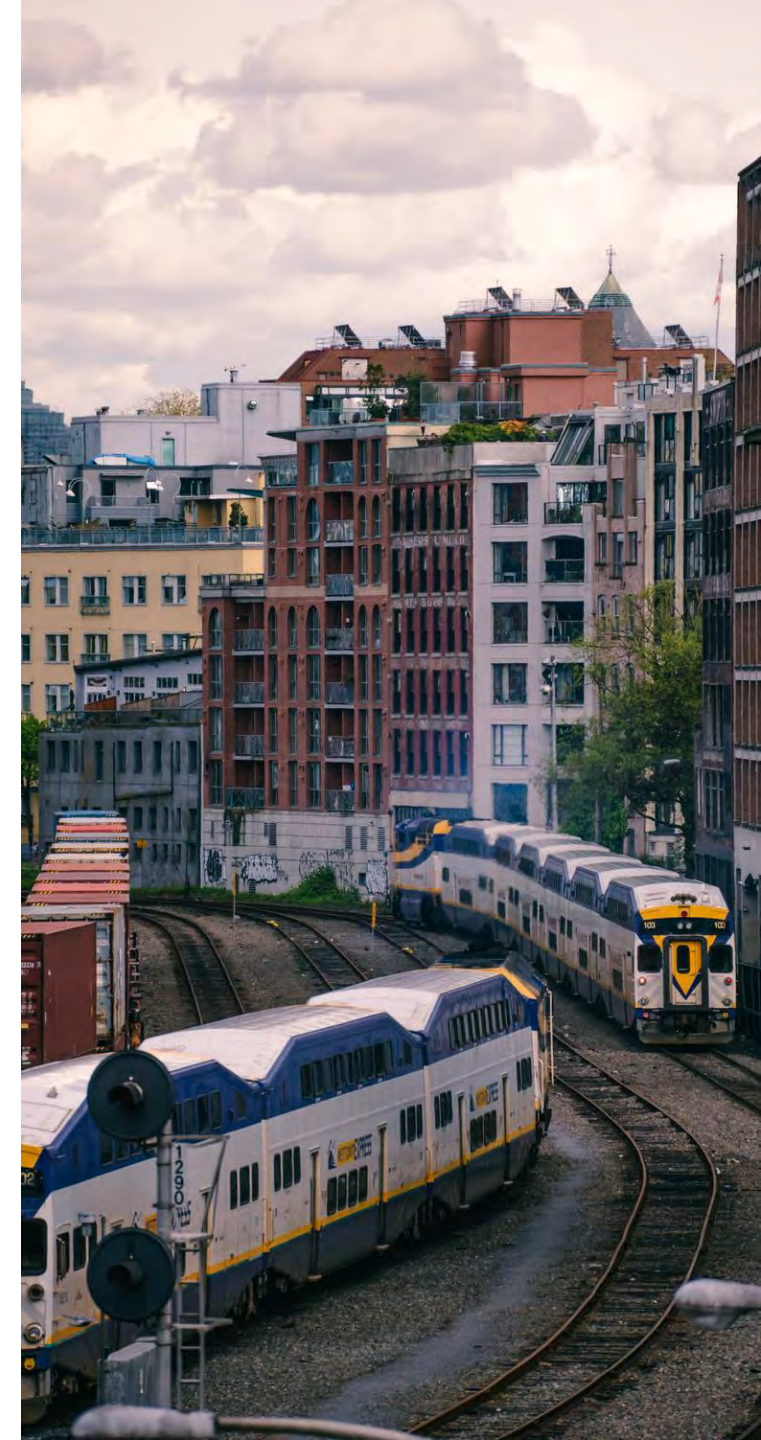
A total of 307 surveys were administered to a random sample of riders travelling on board West Coast Express. To ensure representation across day of travel, interviews were conducted across all weekdays from April 10th to 21st, 2023.

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	26	3:50PM	36
6:25AM	42	4:50PM	41
6:55AM	41	5:30PM	41
7:25AM	39	6:20PM	41
TOTAL	148	TOTAL	159

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	12	Mission City	15
Port Haney	14	Port Haney	17
Maple Meadows	19	Maple Meadows	22
Pitt Meadows	13	Pitt Meadows	16
Port Coquitlam	30	Port Coquitlam	29
Coquitlam	31	Coquitlam	29
Port Moody	29	Port Moody	31
TOTAL	148	TOTAL	159



Methodology (3/3)

DATA WEIGHTING

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and alightings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between April 10th to 21st, 2023.

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 April 10th to 21st, 2023.

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.

Detailed Findings: WCE Performance

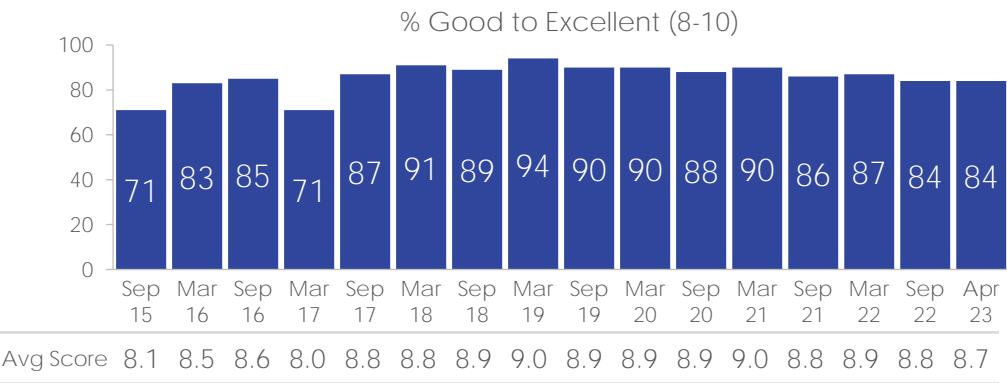
This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes



OVERALL SERVICE

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



Good-to-Excellent ratings compared to:

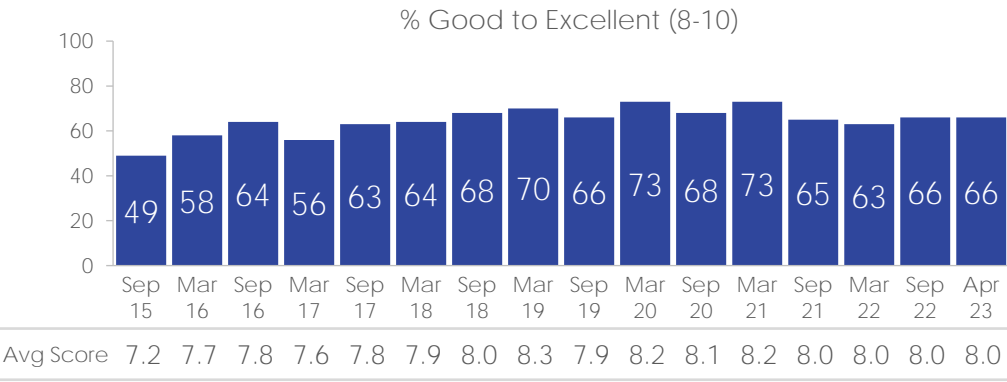
Sep 2022	Mar 2022
0%	-3%

Apr 2023 Base = 307

- Over eight-in-ten (84%) WCE riders award good-to-excellent scores for Overall Service, unchanged from last period and slightly down from 87% a year ago. The average score of 8.7 out of 10 is relatively stable from 8.8 last period and 8.9 a year ago.
- There are no significant differences in top scores for Overall Service by station.

VALUE FOR MONEY

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



Good-to-Excellent ratings compared to:

Sep 2022	Mar 2022
0%	+3%

Apr 2023 Base = 307

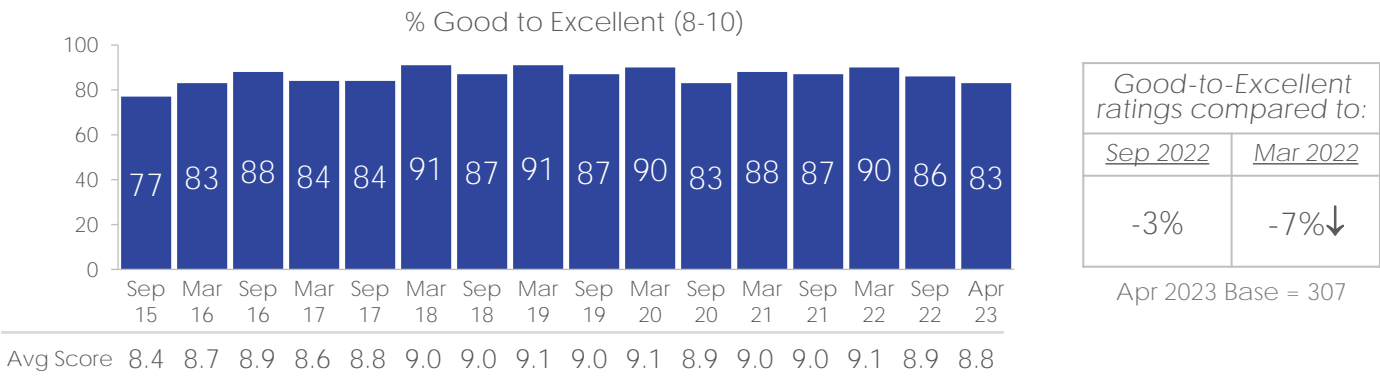
- Value for Money scores are also unchanged from last wave but up slightly by 3 ppt from a year ago, with two-thirds (66%) of riders providing top ratings for this metric. The average score remains stable from both last wave and March of last year at 8.0 out of 10.
- There are no significant differences in top scores for Value for Money by station.
- Among the small proportion (7%) 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.

WCE Performance

STAFF AVAILABILITY
COURTEOUS, COMPETENT AND HELPFUL STAFF

STAFF AVAILABLE TO ASSIST WITH PROBLEMS

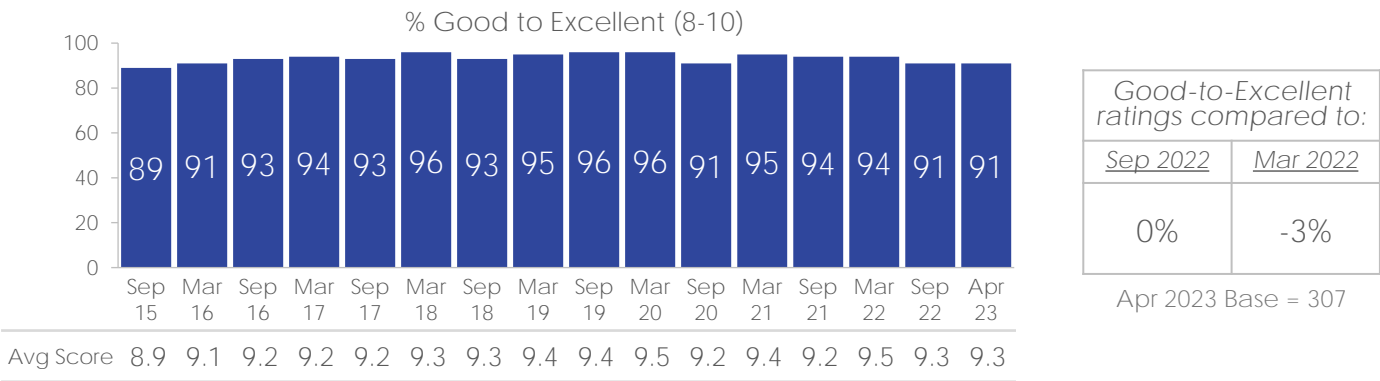
Q9a1. How would you rate West Coast Express in terms of: Staff available to assist with problems?



- Over eight-in-ten (83%) riders continue to award good-to-excellent ratings for Staff Availability, down slightly from last wave (86%) and significantly from the same period last year (90%). The average score of 8.8 out of 10 is also down from 8.9 last wave and 9.1 in March 2022.
- There are no significant differences in top scores for Staff Availability by station.

COURTEOUS, COMPETENT AND HELPFUL STAFF

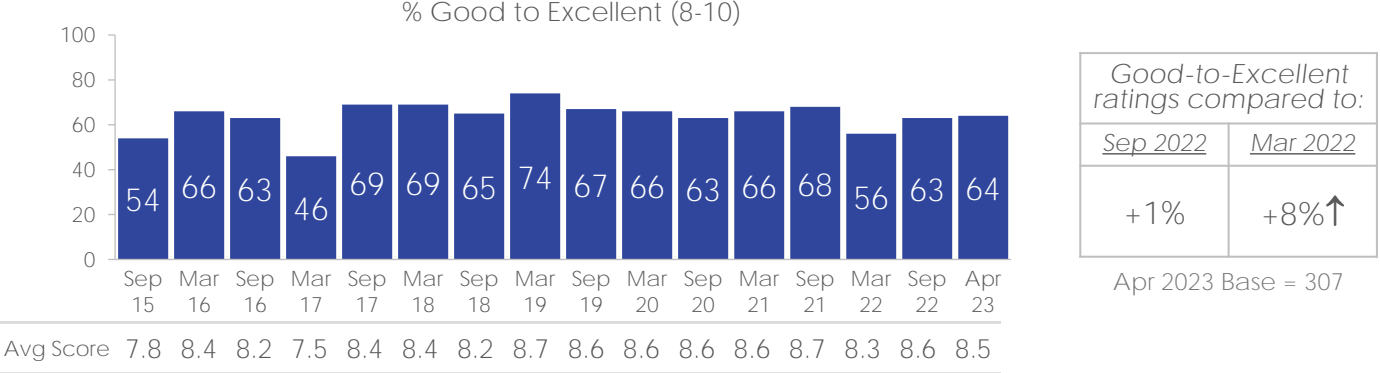
Q9m. How would you rate West Coast Express in terms of: Courteous, competent and helpful staff?



- Just over nine-in-ten (91%) WCE riders award top ratings for Courteous, Competent and Helpful Staff, unchanged from last wave but down slightly from March 2022 (94%). The average score is also unchanged at 9.3 out of 10 but down slightly from 9.5 a year ago.
- Top ratings do not differ significantly between the stations on this attribute.

GOOD CONNECTIONS

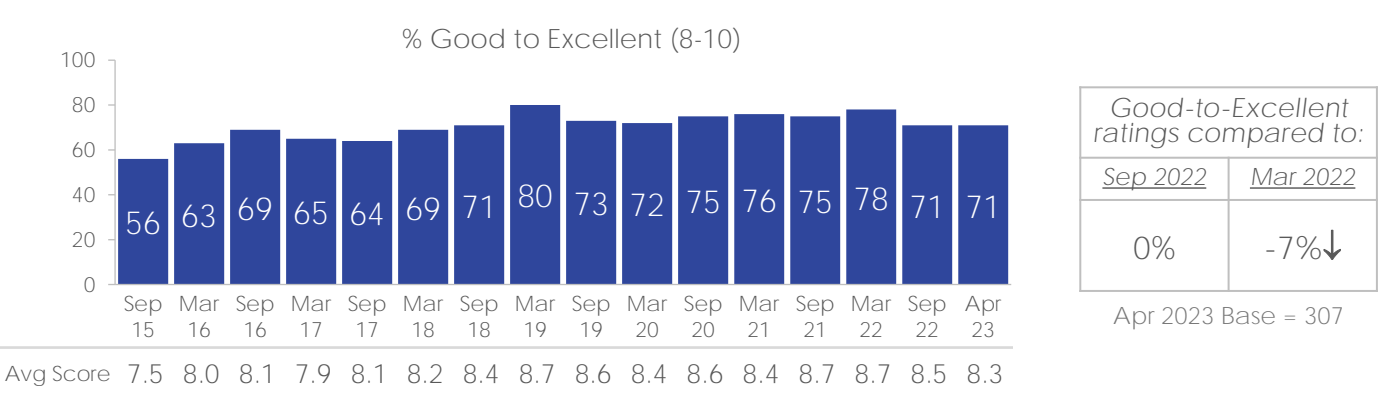
Q9c. How would you rate West Coast Express in terms of: Good connections with other transit modes with a reasonable wait time?



- Nearly two-thirds (64%) of WCE riders provide good-to-excellent ratings for Good Connections, a marginal 1ppt increase from last wave but a significant increase from March 2022 (56%). The average score is 8.5 out of 10 compared to 8.6 last period and 8.3 a year ago.
- There are no significant differences in ratings between the stations.
- Among the small proportion of riders (5%) 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 13 minutes on average is a reasonable connection wait time.

DELAYS ARE ANNOUNCED AND EXPLAINED

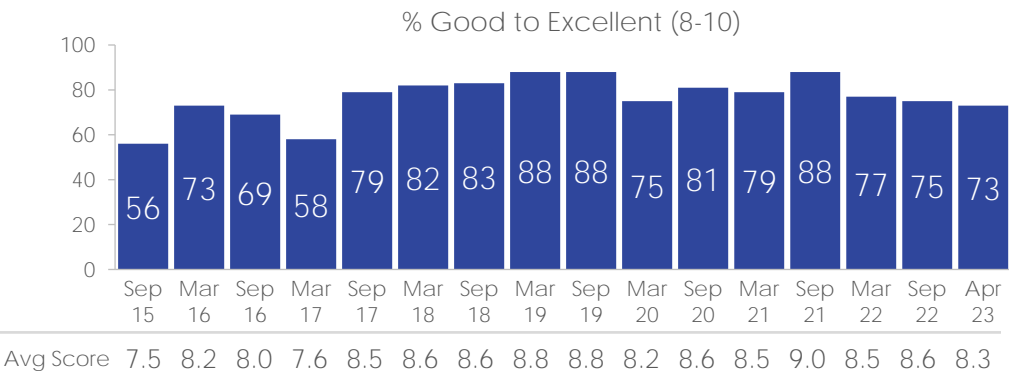
Q9k. How would you rate West Coast Express in terms of: Delays are announced and explained?



- Just over seven-in-ten (71%) riders provide top scores for Delays Announced and Explained, consistent with last period but down significantly from the same period last year (78%). The average score is also down slightly to 8.3 out of 10 from 8.5 last period and 8.7 a year ago.
- There are no significant differences in ratings between the stations.
- The 6% who rated this attribute between 1 to 5 indicate that delays are announced late, not explained, not always announced or that they can't hear the announcements.

ON-TIME RELIABLE SERVICE

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



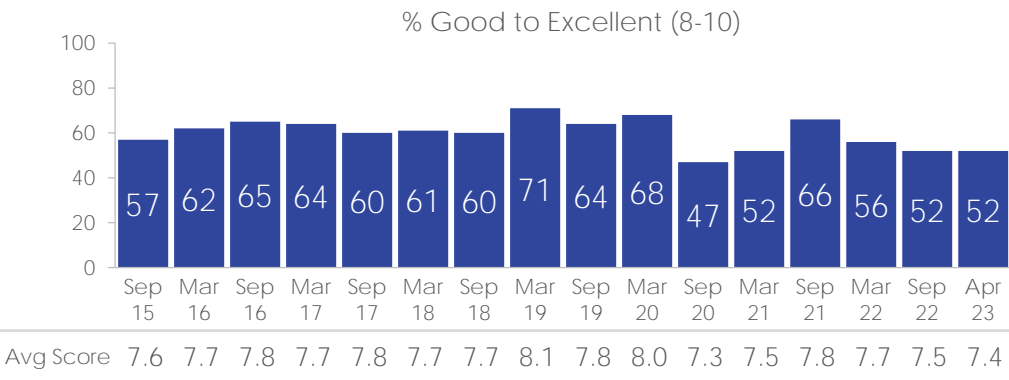
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-2%	-4%

Apr 2023 Base = 307

- Just below three-quarters (73%) of riders provide top scores for On-Time Reliable Service, down slightly from last wave (75%) and a year ago (77%). The average score has decreased slightly to 8.3 out of 10, from 8.6 last wave.
- There are no significant differences in top scores for On-Time Reliable Service Service by station.
- The 4% who rated this attribute between 1 to 5 indicate that the trains break down and run late, or that delays are caused by CP rail freight traffic or signal problems.

FREQUENCY OF SERVICE

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



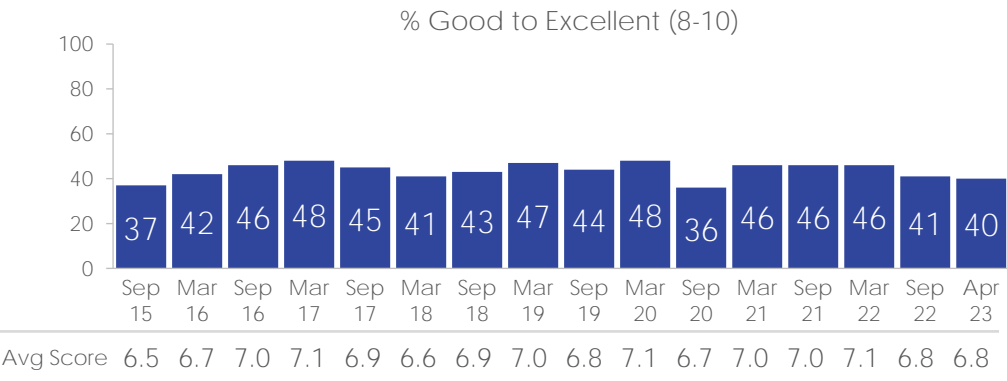
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
0%	-4%

Apr 2023 Base = 307

- Frequency of Service scores remain unchanged from last wave but are down slightly from a year ago, with just over half (52%) of riders providing top ratings for this metric (56% last year). The average score of 7.4 out of 10 is also slightly down from last year (7.7).
- Riders from both Port Coquitlam are significantly more likely than riders from Coquitlam or Port Moody to provide top scores for Frequency of Service.
- Those who provided a rating of 1 to 5 (11%) indicate that every 29 minutes on average is a reasonable frequency to run the WCE.

CONVENIENT HOURS OF OPERATION

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



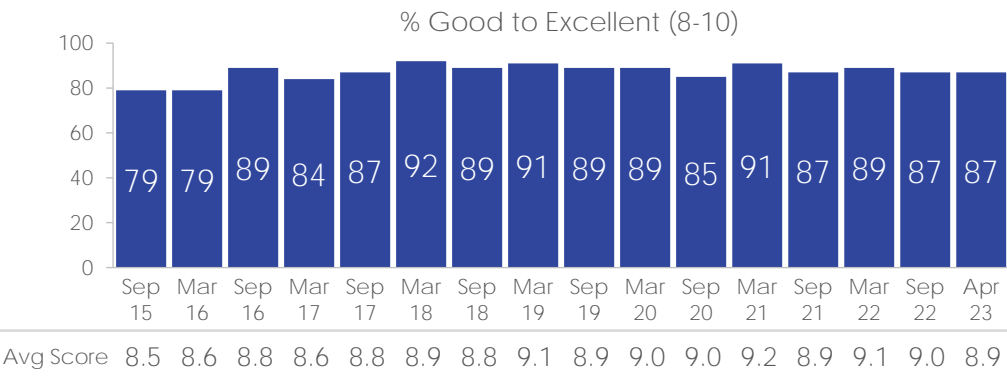
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-1%	-6%

Apr 2023 Base = 307

- Top scores for Convenient Hours of Operation are down by only 1 ppt from last wave but down 6 ppt from last year, with four-in-ten (40%) WCE riders providing top ratings for this metric. The average score of 6.8 out of 10 is unchanged from last wave but is down from 7.1 a year ago.
- Riders from Port Coquitlam are significantly more likely than riders from Coquitlam to assign top scores for this attribute.
- Over one-fifth (21%) of riders provided a low rating of 1 to 5 for this attribute. Among them, most would like more service to be available earlier or later (westbound and eastbound), on weekends and mid-day.

TRIP DURATION

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



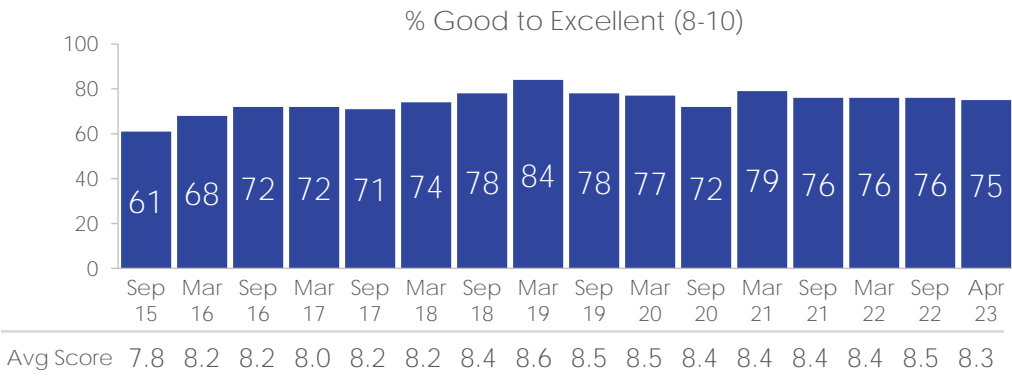
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
0%	-2%

Apr 2023 Base = 307

- Trip Duration earns good-to-excellent ratings from under nine-in-ten (87%) WCE riders, unchanged from last wave but down slightly from 89% last year.
- Top ratings do not differ significantly between the stations on this attribute.

AVAILABILITY OF TRANSIT INFORMATION

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



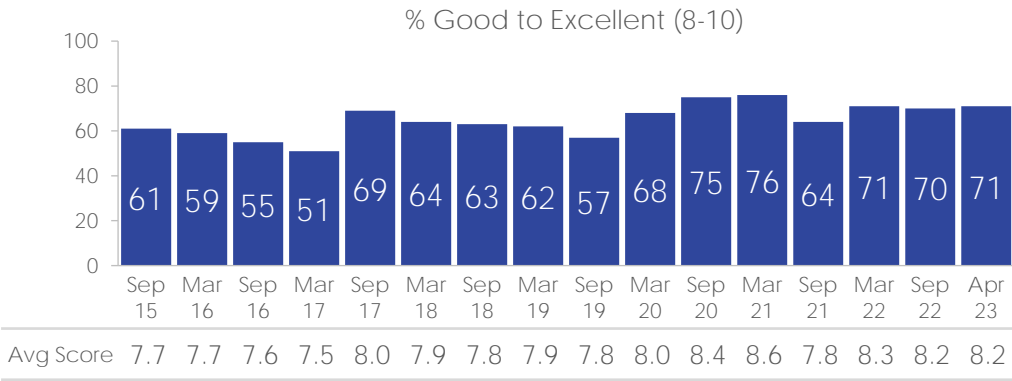
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-1%	-1%

Apr 2023 Base = 307

- Three-quarters (75%) of riders provide top ratings for Availability of Transit Information at WCE stations. These ratings are similar to last period and a year ago (both 76%). The average score is down slightly at 8.3 out of 10 from 8.5 last period.
- There are no significant differences in ratings between the stations.

NOT BEING OVERCROWDED

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



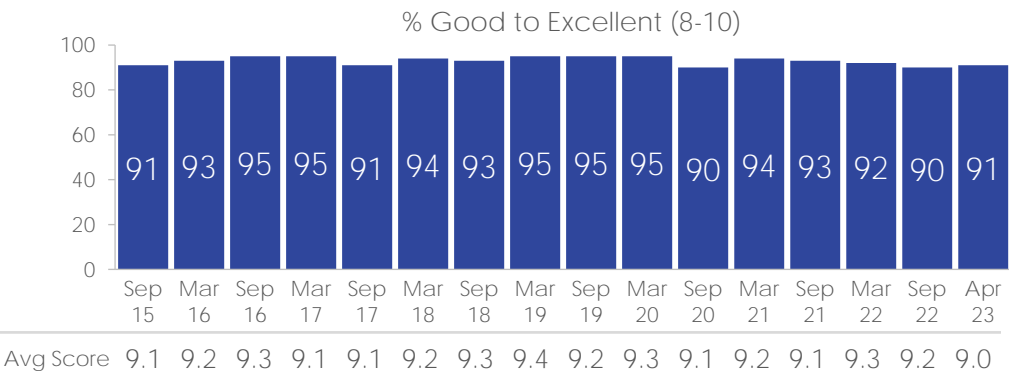
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
+1%	0%

Apr 2023 Base = 307

- Just over seven-in-ten (71%) riders provide good-to-excellent scores for Not Being Overcrowded, up marginally by 1ppt from last wave (70%) and consistent with a year ago. The average score of 8.2 out of 10 is unchanged from last wave.
- Riders from Port Coquitlam are significantly more likely than riders from Coquitlam or Port Moody to assign top scores for this attribute.
- Among the few (4%) who provided a score of 1 to 5 for this attribute, riders indicate that crowding is always a problem and that more trains are needed.

CLEAN, GRAFFITI-FREE VEHICLES AND STATIONS

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



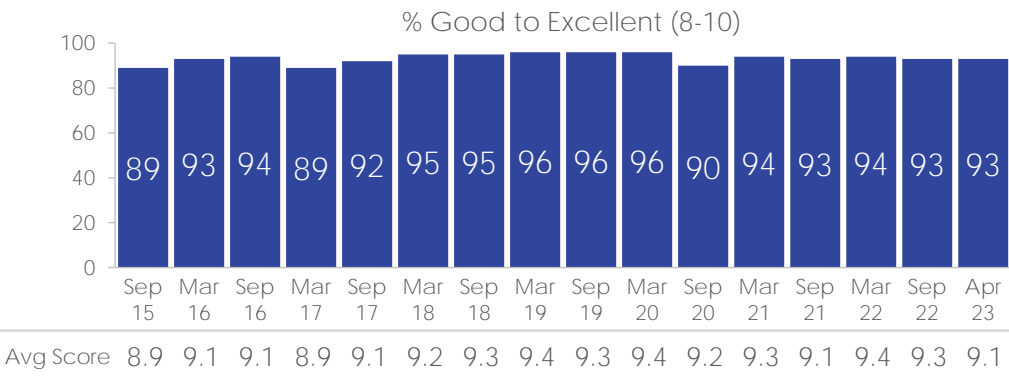
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
+1%	-1%

Apr 2023 Base = 307

- Just over nine-in-ten (91%) WCE riders award good-to-excellent ratings for Clean and Graffiti-Free Vehicles and Stations, up marginally by 1 ppt from last period (90%) but down 1 ppt from year ago (92%). The average score has dropped to 9.0 out of 10, from 9.2 in the previous period.
- Top ratings do not differ significantly between the stations on this attribute.

SAFE WCE EQUIPMENT PROVIDES A SAFE RIDE

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



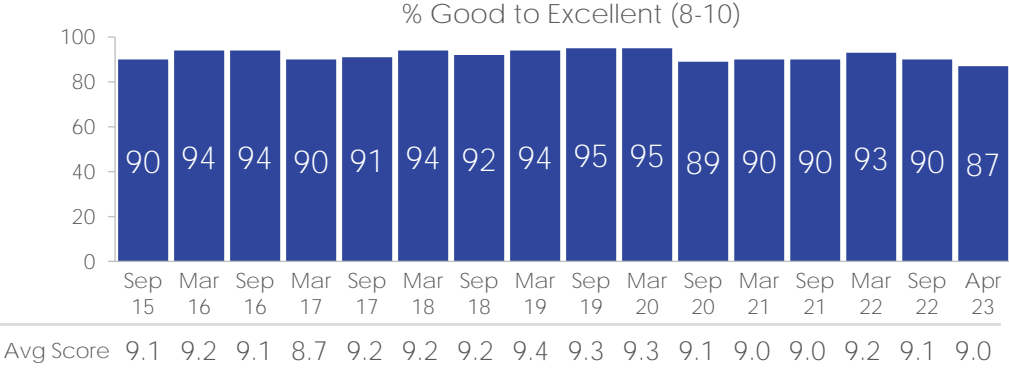
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
0%	-1%

Sep 2022 Base = 307

- More than nine-in-ten (93%) riders provide top scores for Safe Equipment, unchanged from last wave and relatively stable from March of last year (94%). The average score of 9.1 out of 10 has dropped from 9.3 last wave.
- There are no significant differences in ratings between the stations.

FEELING SAFE FROM CRIME ON-BOARD AND AT THE STATION

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



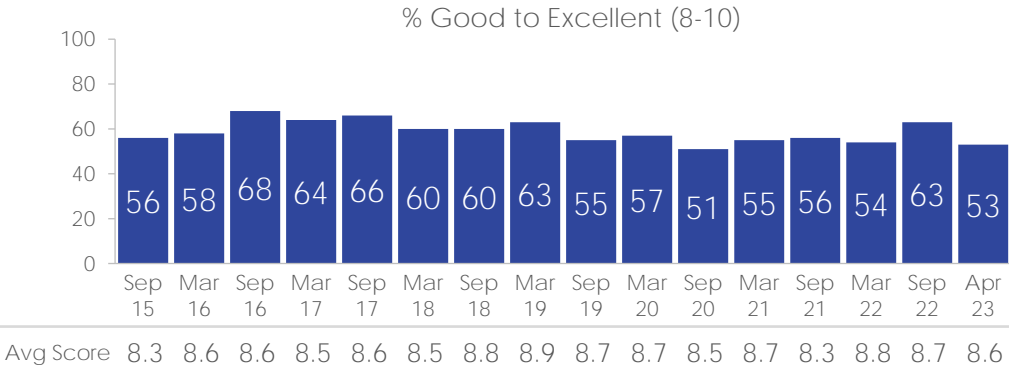
Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-3%	-6%↓

Apr 2023 Base = 307

- Under nine-in-ten (87%) riders provide good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station, down slightly from last wave (90%) but significantly below last year (93%). The average score is at 9.0 out of 10, down slightly from 9.1 last wave.
- Top ratings do not differ significantly between the stations on this attribute.

FEELING SAFE FROM CRIME IN WCE PARKING LOTS

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



Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-10%↓	-1%

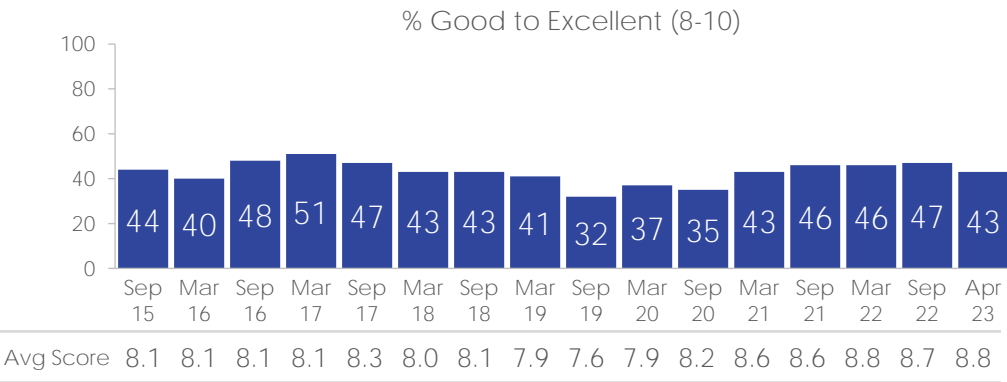
Apr 2023 Base = 307

- More than half (53%) of WCE riders award good-to-excellent ratings for Feeling Safe From Crime in WCE Parking Lots, a significant decrease from last wave (63%) but fairly consistent to a year ago (54%). The average score has decreased to 8.6 out of 10 from 8.7 last period.
- Riders from Maple Meadows and Port Coquitlam are significantly more likely than riders from Coquitlam to assign top scores to this attribute.
- Among the few (2%) who provided a score of 1 to 5 for this attribute, reasons include theft from cars, cars being vandalized and not feeling safe in the dark.

WCE Performance | SUFFICIENT PARKING AT WCE PARKING LOTS

HAVING ENOUGH PARKING AT WCE PARKING LOTS

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



Good-to-Excellent ratings compared to:	
Sep 2022	Mar 2022
-4%	-3%

Apr 2023 Base = 307

- More than four-in-ten (43%) WCE riders award good-to-excellent ratings for Having Sufficient Parking, a slight decrease from both last wave (47%) and a year ago (46%). The average score has improved slightly to 8.8 out of 10, from 8.7 in the previous period.
- Riders from Maple Meadows are significantly more likely than riders from Port Haney, Coquitlam, and Port Moody to assign top scores to this attribute.
- At the station level, the average ratings for this measure are as follows:

1. Mission	9.5
2. Maple Meadows	9.1
3. Port Coquitlam	8.9
4. Pitt Meadows	8.9
5. Port Moody	8.6
6. Coquitlam	8.5
7. Port Haney*	8.0

* Port Haney does not have a parking lot.

Detailed Findings:

Trends in Transit Usage Among WCE Riders

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

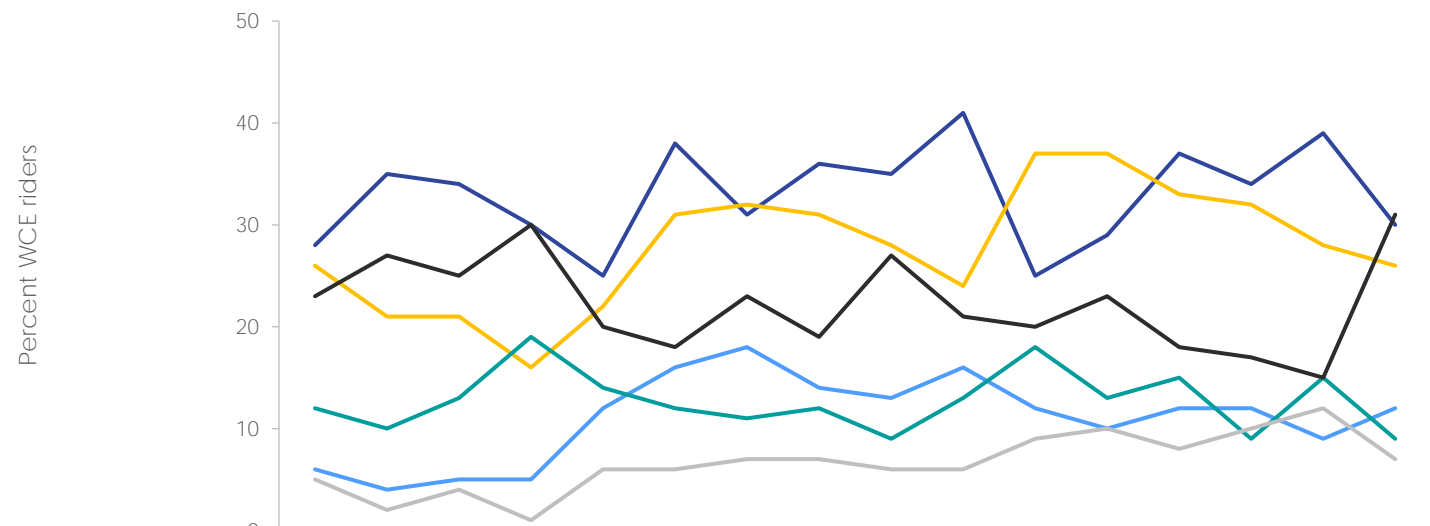


Trends in Transit Usage Among WCE Riders

SHIFTS IN MODE USE

MAIN MODE OF TRANSPORTATION TO WCE STATION

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?



- The proportion of WCE riders who indicate having driven alone (SOV) prior to using the WCE to reach their destination has dropped significantly to 30% (from 39% last wave), and down slightly from a year ago (34%).
- Over one-quarter (26%) report having taken the bus prior to starting to take the WCE which is down slightly from a year ago (32%).
- The proportion who mention carpooling prior to taking WCE has decreased significantly to 9% (previously 15%), which is on par with a year ago.
- Almost one-third (31%) of riders did not provide an answer or indicated they lived or worked elsewhere, which is significantly higher than both last wave (15%) and March of last year (17%).

Apr 2023 Base = 307

Note: 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”.

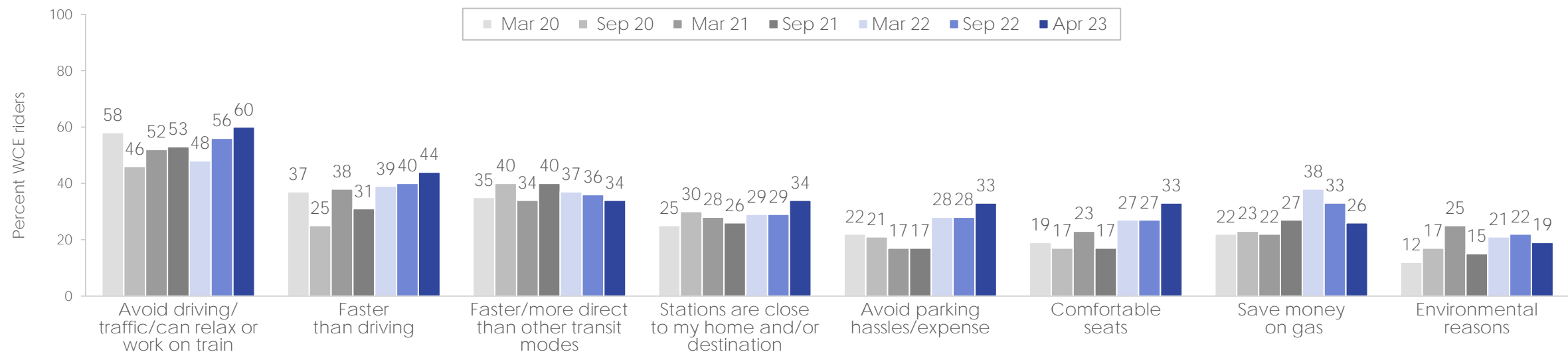


Trends in Transit Usage Among WCE Riders

MAINS REASONS FOR TAKING WCE

TOP REASON FOR TAKING WCE: TO AVOID DRIVING/TRAFFIC/CAN RELAX OR WORK ON TRAIN

Q14b. What are the main reasons that you take the West Coast Express rather than some other mode of transportation?
(Respondents are provided a list and asked to choose up to 3 reasons.)



Apr 2023 Base = 307

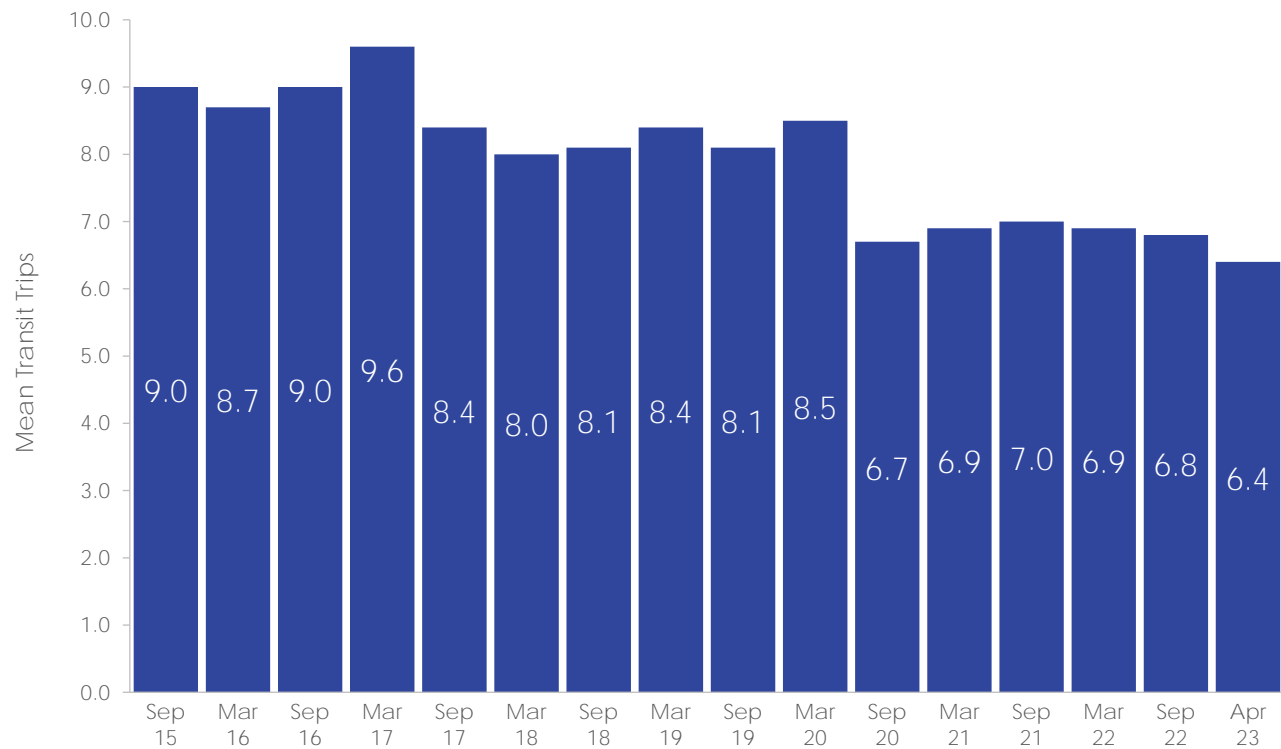
- The top reason for taking WCE rather than other modes of transportation continues to be to avoid driving/traffic (60%), which is up slightly from 56% last wave and significantly from a year ago (48%), now surpassing pre-pandemic levels. Mentions of being faster/more direct than other transit modes (34%) and environmental reasons (19%) saw modest dips from last wave, while saving money on gas dropped directionally to 26% and is on a downward trend since a year ago (38%). The increase in mentions on avoiding driving/traffic may be attributable to the increase in traffic in general as people return to commuting to and from work using all types of transportation.

Trends in Transit Usage Among WCE Riders

AVERAGE NUMBER OF TRIPS

AVERAGE NUMBER OF ONE-WAY TRIPS IN LAST SEVEN DAYS

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?



Compared to:	
Sep 2022	Mar 2022
-0.4	-0.5

Apr 2023 Base = 307

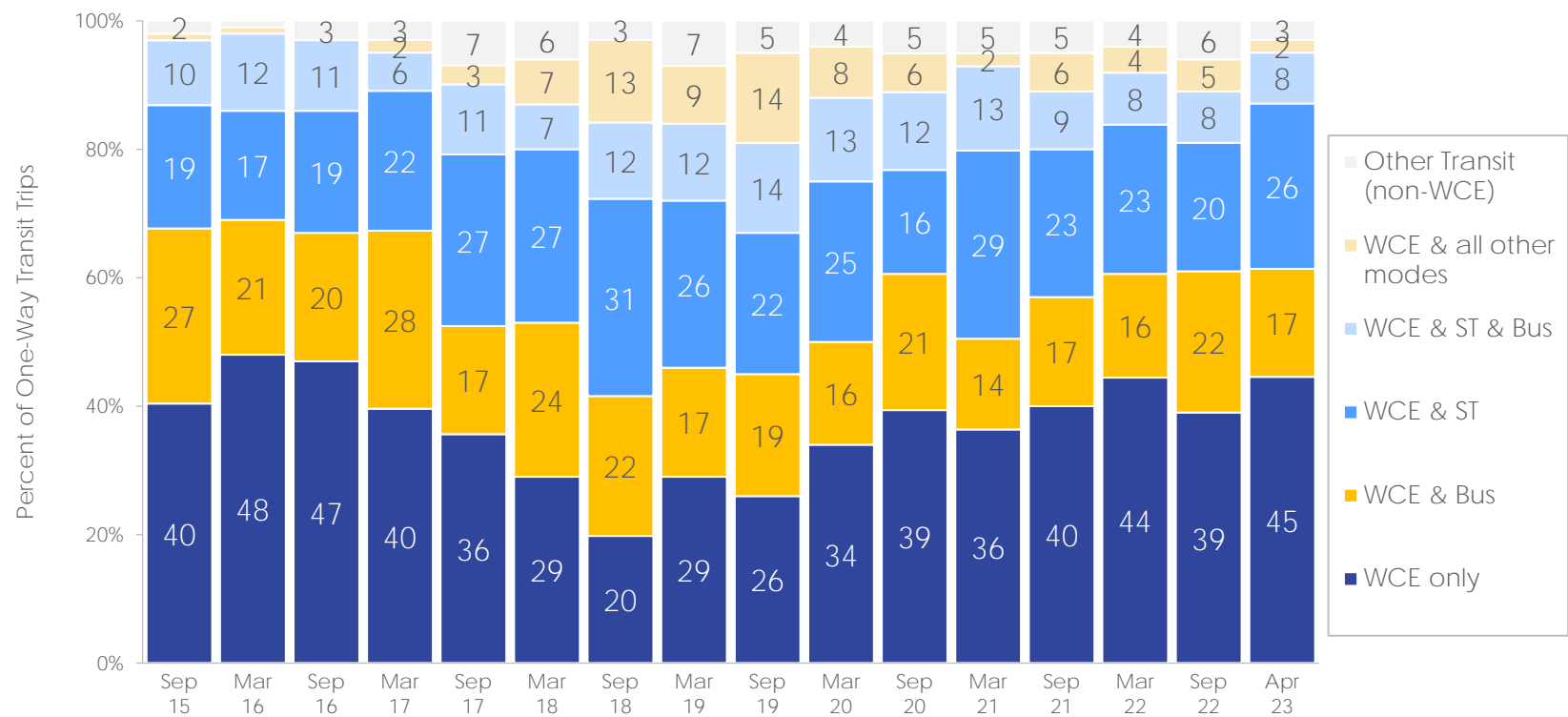
- The average number of one-way trips made on transit in the last seven days has dropped this wave to 6.4, (down from 6.8 trips on average last wave and 6.9 a year ago) and is still below pre-pandemic levels. This remains linked to reduced ridership seen across the entire transit system caused by the COVID-19 pandemic.
- Just over one-in-three (34%) WCE riders made 10 or more transit trips in the past week, down slightly from last period (38%) and significantly from a year ago (43%).

Trends in Transit Usage Among WCE Riders

MODES USED

TRANSIT MODES USED IN LAST SEVEN DAYS

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



- This wave, more than four-in-ten trips (45%) were made on West Coast Express only, up slightly from last period (39%) but relatively stable and up by only 1 ppt compared to a year ago (44%).
- The proportion of transit trips made using a combination of WCE and bus dropped slightly to 17% compared to last wave (22%) but is consistent with a year ago (16%). The proportion of trips using WCE and SkyTrain rose directionally to 26% compared to 20% last wave and slightly increased from 23% a year ago.
- The proportion of trips made using SkyTrain and bus has remained stable from both last period and last year at 8%.

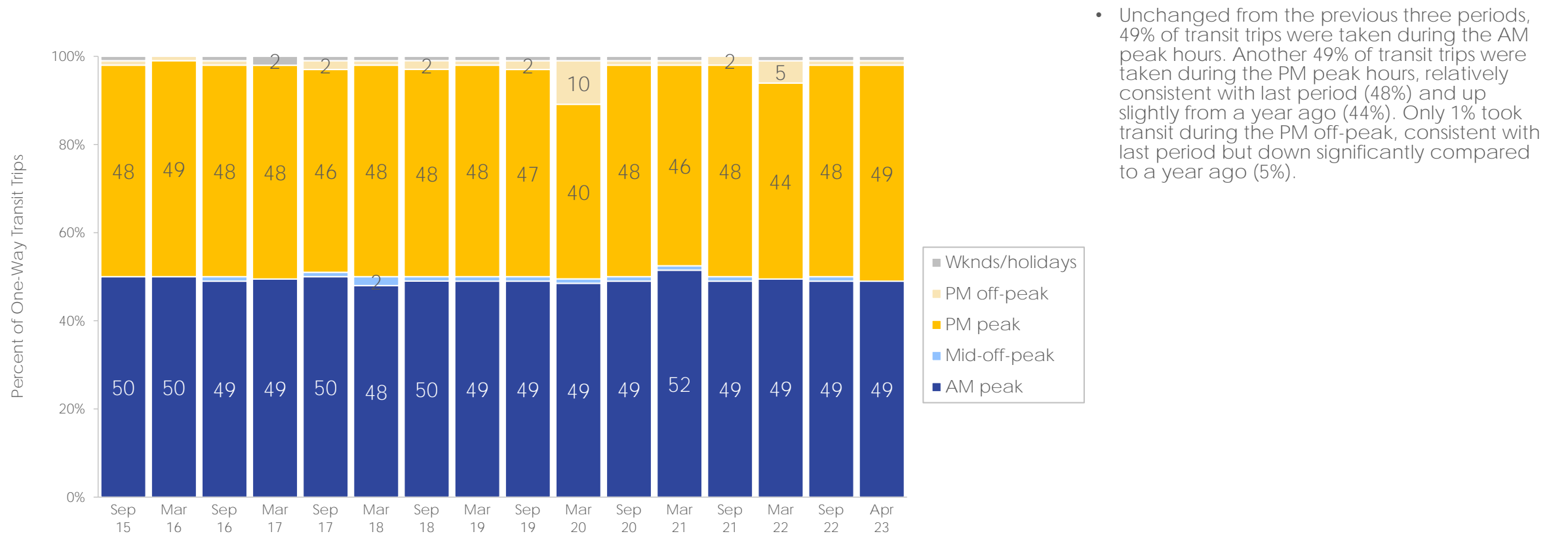
Apr 2023 Base = 307

Trends in Transit Usage Among WCE Riders

TRIP TIMING

TRANSIT TRIP TIMING

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



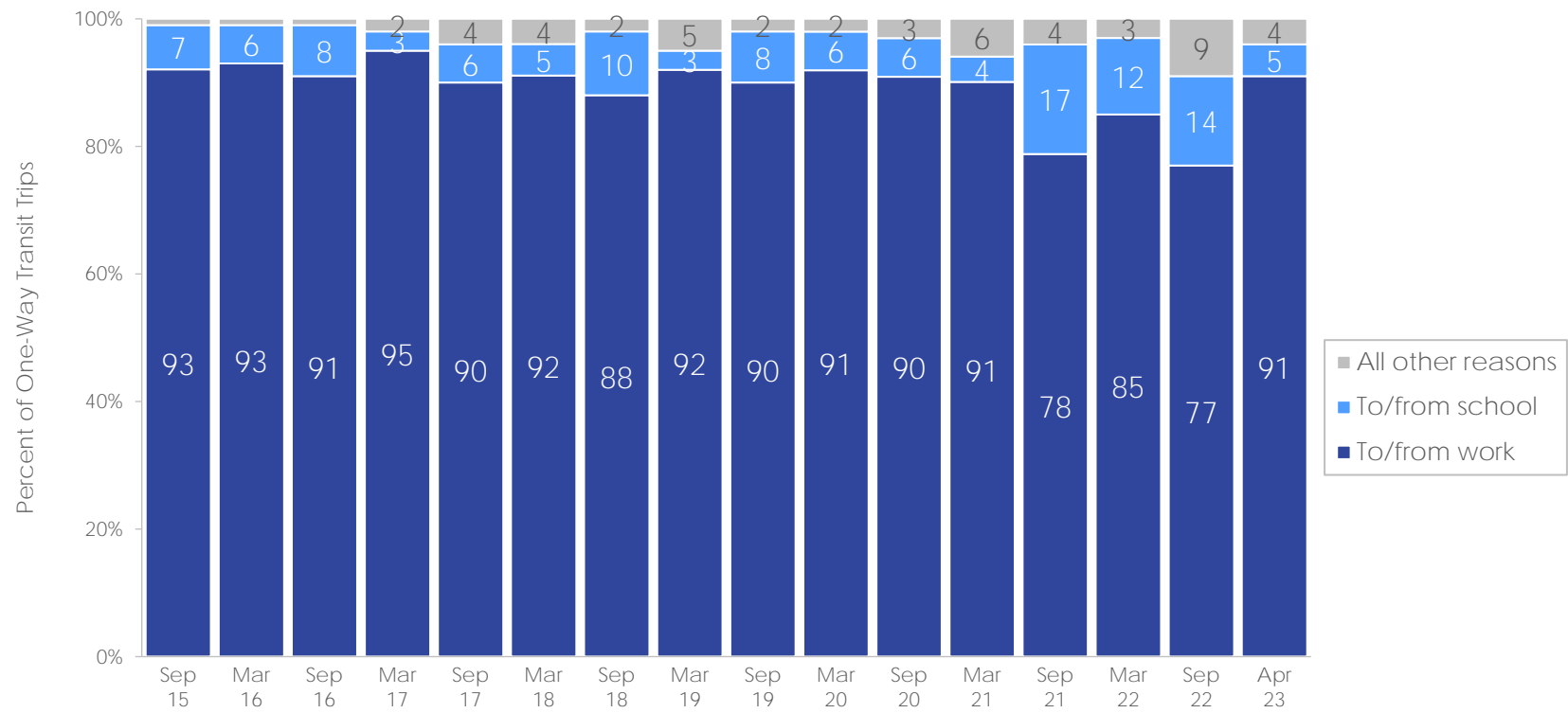
Apr 2023 Base = 307

Trends in Transit Usage Among WCE Riders

TRIP PURPOSE

TRANSIT TRIP PURPOSE

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



- There is a significant increase in the proportion of transit trips taken to/from work (91%) compared to both last period (77%), and a year ago (85%).
- Those using the WCE for their rides to/from school (5%) is down significantly from last wave (14%) and a year ago (12%).
- There is a significant decrease compared to last wave in those who are using the WCE for all other reasons (4% vs. 9%) but this is relatively consistent with a year ago (3%).

Apr 2023 Base = 307

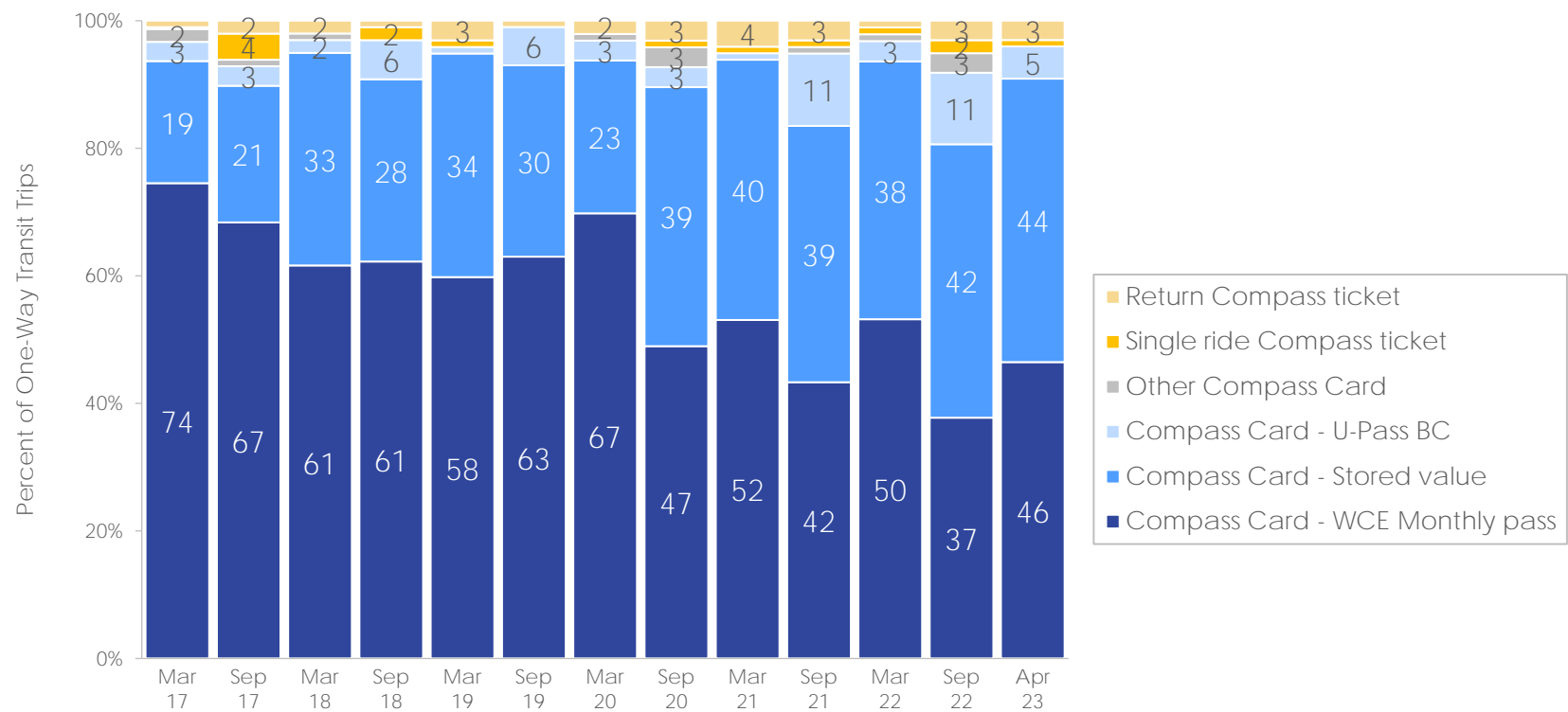


Trends in Transit Usage Among WCE Riders

FARE PAYMENT METHOD

FARE PAYMENT METHOD USED

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



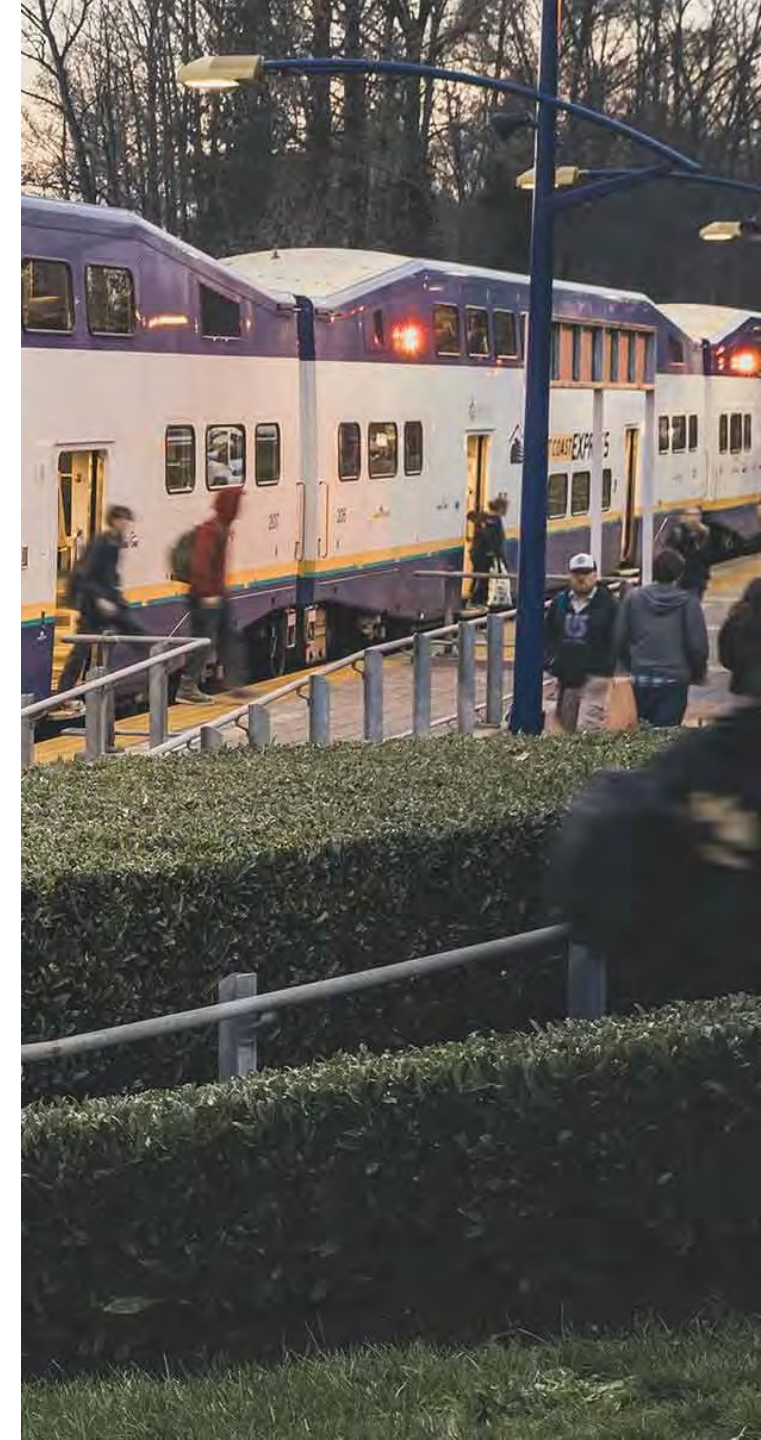
- The proportion of trips taken using a WCE Monthly pass increased significantly (46% currently, up from 37% last period) but is slightly lower than levels seen a year ago (50%).
- This increase may be due to workers who are now coming to the office more frequently again.
- The proportion of transit trips paid for using Stored Value is 44%, up marginally from last period (42%) and slightly more from last year (38%) remaining above pre-pandemic levels.
- The proportion of U-Pass Users has decreased significantly from last period (5% currently, down from 11%) but is up by 2 ppt from a year ago (3%).

Apr 2023 Base = 307

Detailed Findings: Trends in WCE Usage

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

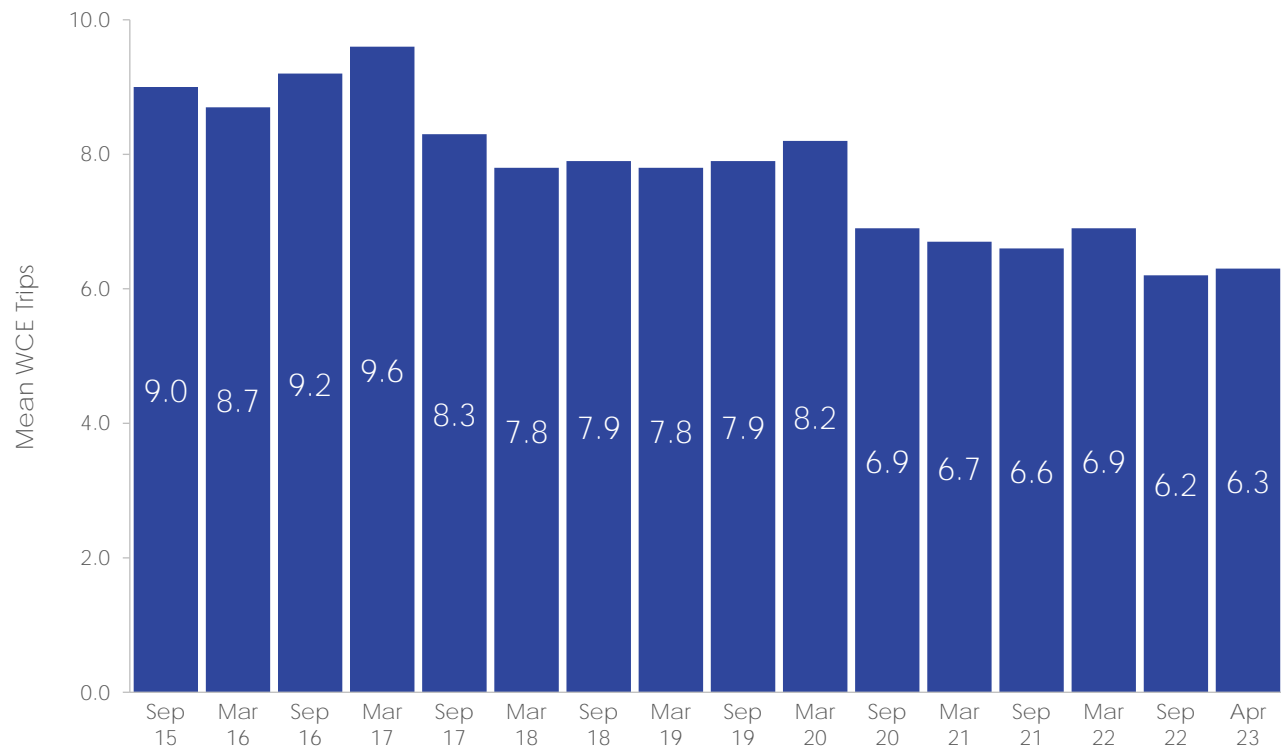
- Average number of trips made on WCE
- Length of time taking WCE
- Mode used to get to/from station
- Choice vs. Captive WCE riders
- Changes in WCE usage frequency in the last six months
- Reasons for riding WCE more or less often in the last six months



Trends in WCE Usage | WCE TRIP FREQUENCY

WCE TRIP FREQUENCY IN AVERAGE WEEK

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



- Similar to last period (6.2), riders indicate they make 6.3 one-way trips on WCE in an average week. This is down compared to a year ago (6.9), and remains well below pre-pandemic levels.
- Three-in-ten (30%) riders indicate they make at least 10 one-way trips on West Coast Express in a typical week, down significantly from March 2022 (40%).

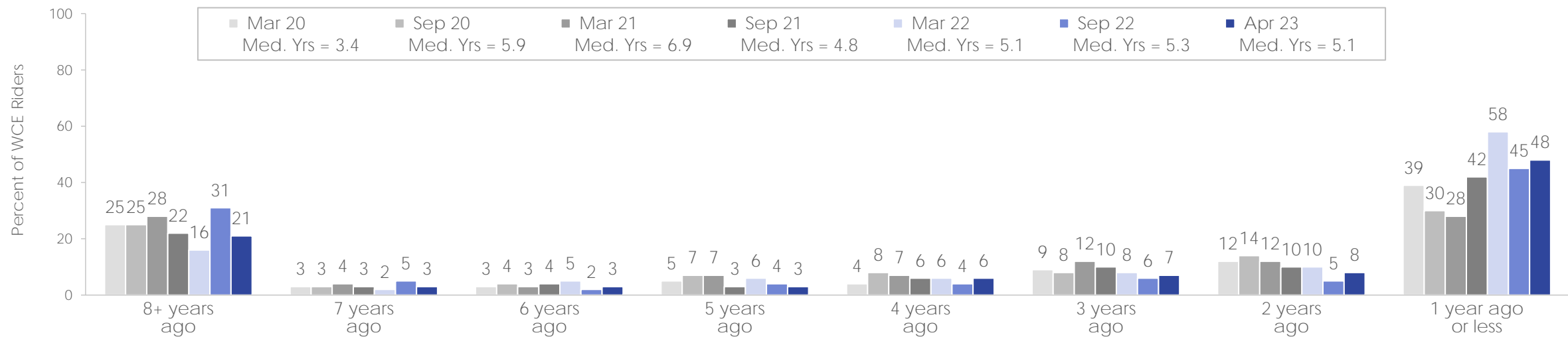
Compared to:	
Sep 2022	Mar 2022
+0.1	-0.6

Apr 2023 Base = 297

Trends in WCE Usage | DURATION OF WCE USAGE

WHEN STARTED TAKING WCE

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



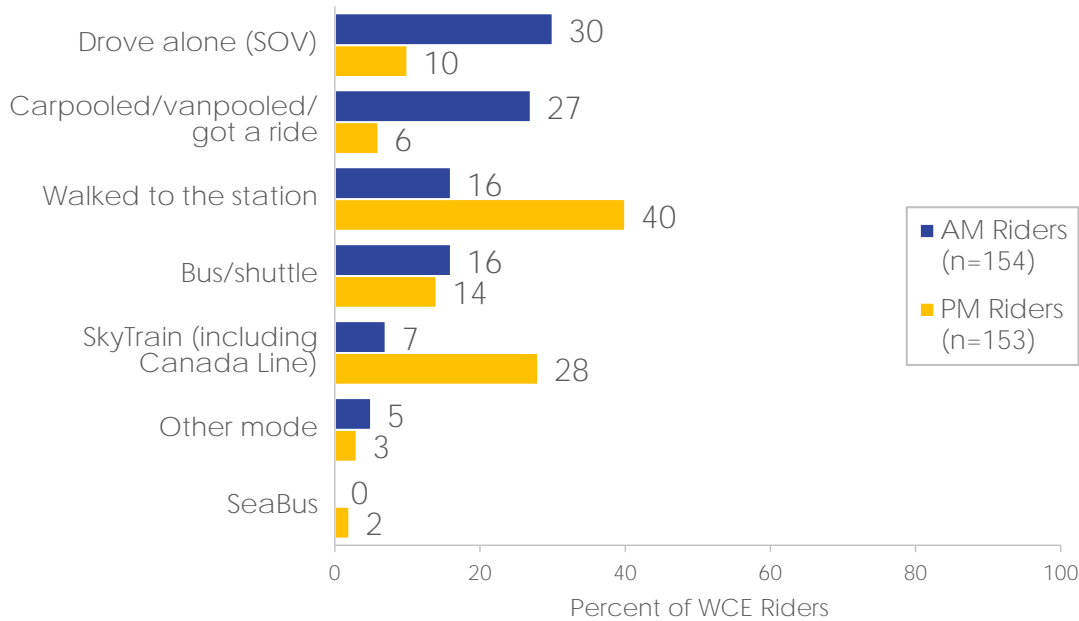
Apr 2023 Base = 301

- Just under half (48%) of riders indicate they started using WCE in the past year, a slight lift from last wave (45%) but still significantly lower than a year ago (58%).
- Conversely, over two-in-five (21%) have taken WCE for 8 or more years, a significant decrease from last period (31%) but up slightly from a year ago (16%).

Trends in WCE Usage | MODE TO AND FROM STATION

MODE TO THE BOARDING STATION

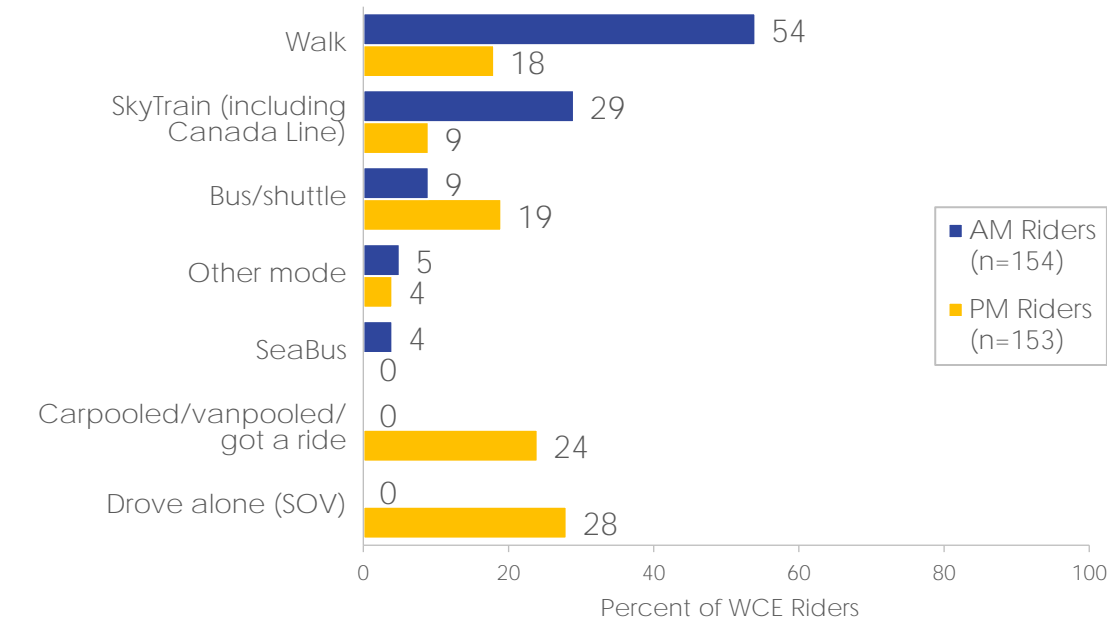
Q1c. This morning/afternoon how did you get to the station to board the train?



- Among riders who take WCE in the morning, three in ten riders (30%) drive to the station alone (down slightly from 32% last wave), while a significantly lower proportion (16%) walk to the station (down significantly from 30% last wave and slightly from 19% March 2022). Carpooling (27%) is up slightly compared to last wave (24%), while those who are taking the bus to the station is down by only 1 ppt (16% currently compared to 17% last wave).
- Those who ride WCE in the afternoon remain most likely to walk to the station (40%, down directionally from 47% last wave) or take the SkyTrain (28%, down significantly from 36% last wave).

MODE AFTER DISEMBARKING

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

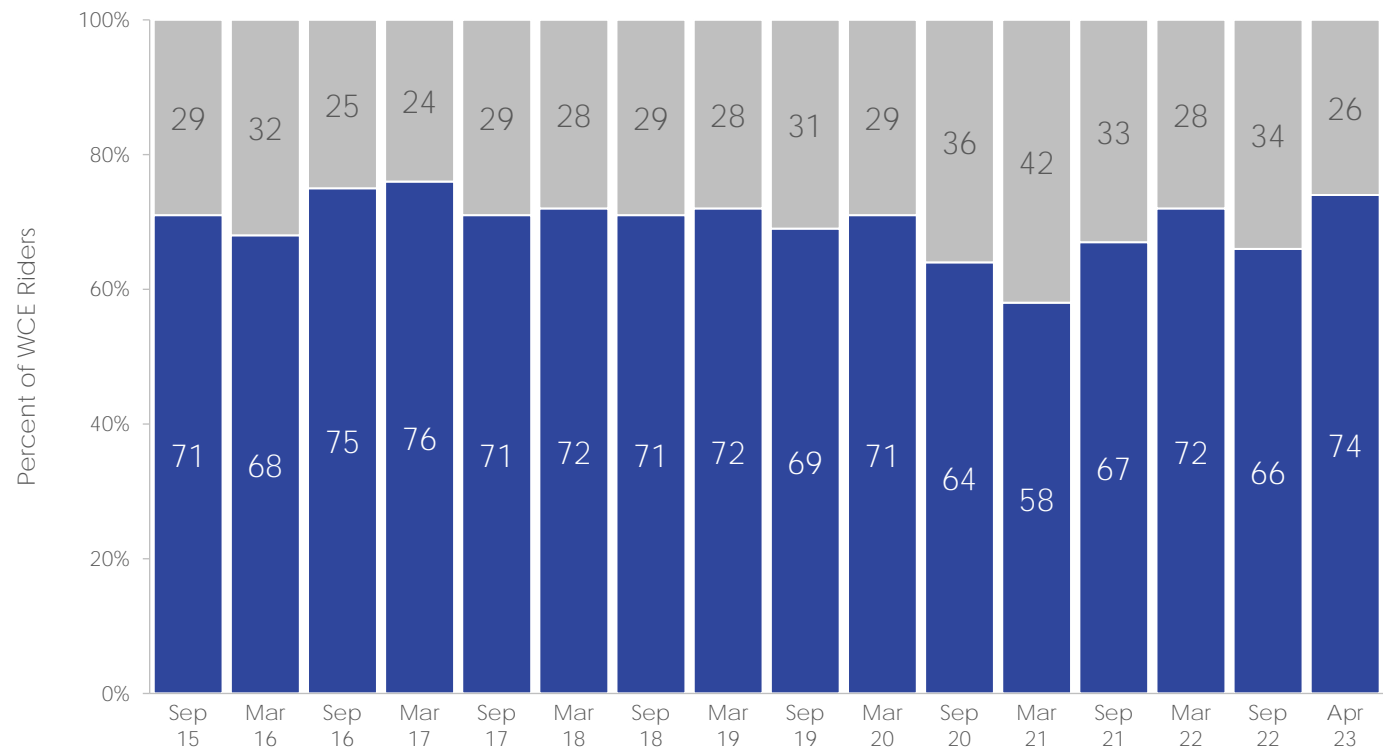


- Those who ride in the morning typically walk to their destination after disembarking the WCE (54%, down significantly from 69% last period) or take the SkyTrain (29%, up significantly from 17% last period, but up only 2 ppt from 27% a year ago).
- Afternoon riders tend to drive alone (28%, fairly consistent with both last wave and a year ago), carpool/vanpool (24%, down slightly from 28% last wave), walk (18%, unchanged from last wave but down slightly from 21% a year ago), or take a bus/shuttle (19%, up slightly from 16% last wave) to get to their destination.

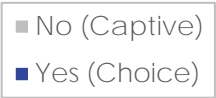
Trends in WCE Usage | CHOICE/CAPTIVE

CHOICE VS. CAPTIVE

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



- Over one-quarter (26%) are Captive riders, who do not have regular access to a vehicle; a significant decrease from 34% last wave and down slightly from 28% a year ago.
- Conversely, nearly three-quarters (74%) are Choice riders; a significant increase from 66% last wave and relatively consistent to 72% in March of last year.
- The shift seen in September 2021 toward pre-pandemic proportions of Choice vs. Captive riders remains, and may continue to have an influence on some attribute ratings this period.



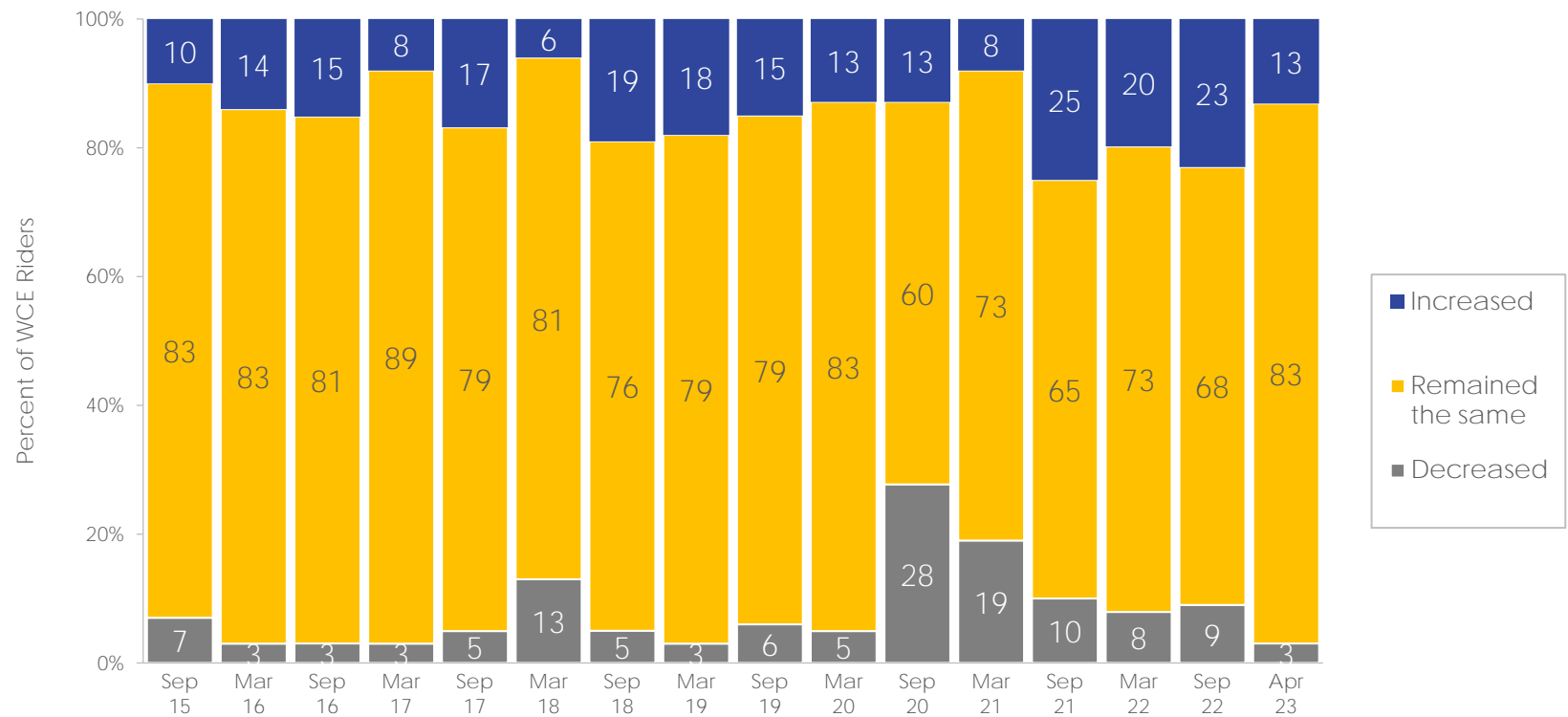
Apr 2023 Base = 295



Trends in WCE Usage | USAGE CHANGES

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?



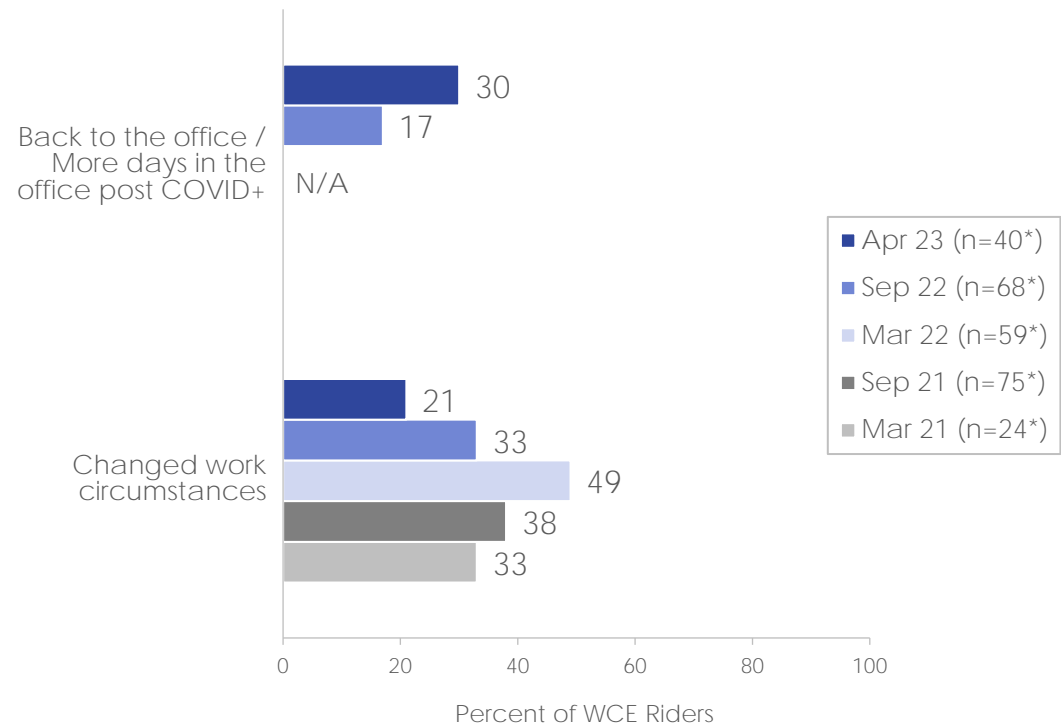
- Only 13% of riders indicate their usage of WCE has increased compared to six months ago. This is a significant decrease compared to both last period (23%) and a year ago (20%).
- Over eight-in-ten (83%) indicate their WCE usage has stayed the same, which is significantly higher than both the previous period (68%) and a year ago (73%).
- The remaining 3% of riders indicate their usage of WCE has decreased. This is down significantly from both last period (9%) and the same period last year (8%).

Apr 2023 Base = 305

Trends in WCE Usage | REASONS FOR RIDING MORE/LESS REGULARLY

REASONS FOR RIDING MORE OFTEN

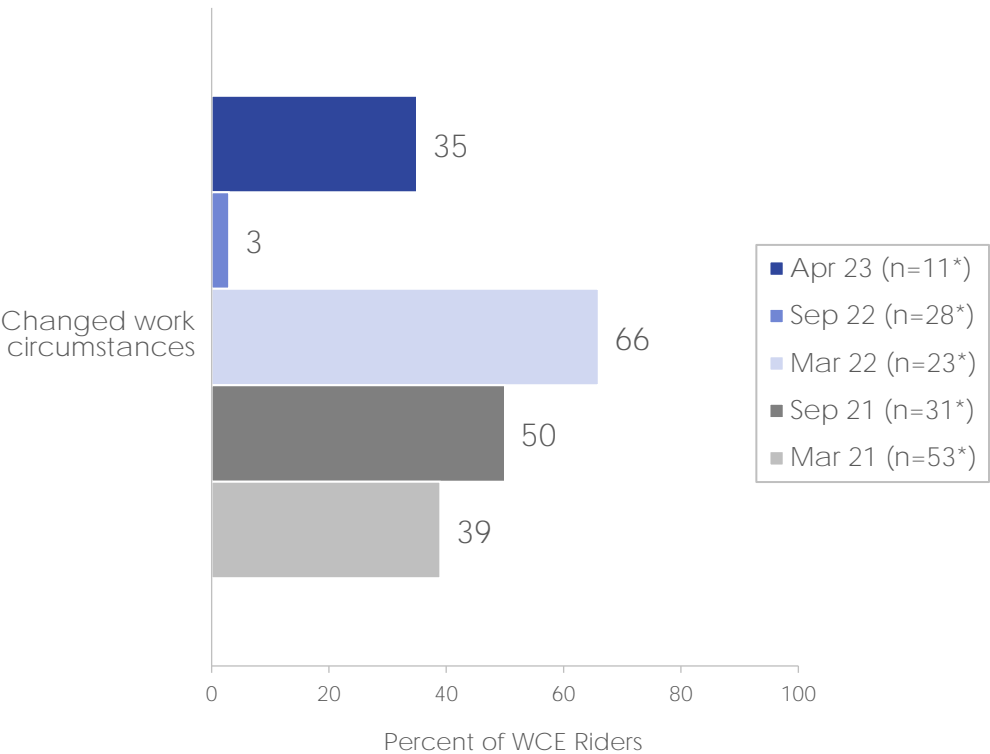
Q16b. Why are you riding more often? (Showing top reason(s) only.)



- Three-in-ten (30%) riders indicate being back at the office as a top reason for riding the WCE more often, which is up from 17% last wave. Just over one-fifth (21%) of riders indicate the top reason for riding WCE more often than six months ago is changing work circumstances. This similar but more generic reason is slightly down from last wave (33%) and is continuing on a downward trend.

REASONS FOR RIDING LESS OFTEN

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



- Among those who report riding WCE less often than they did six months ago, Changing work circumstances is the top reason (35%, up from 3% last period but down from 66% a year ago). Base sizes are very small so results are only qualitative.

* Caution: small base size.
+ New code added in September 2022.
<4 mentions not shown.



Detailed Findings: Customer Profiles

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.



Customer Profiles | CHOICE VS. CAPTIVE RIDERS

CHOICE VS. CAPTIVE RIDERS

Almost three-quarters (74%) of riders are classified as Choice riders, who have access to a vehicle for the WCE trips they make. The remaining 26% are Captive riders with no vehicle access. The proportion of Captive riders is down significantly from last period (34%) while the proportion of Choice riders is up significantly from last period (66%).



- Choice Riders are more likely to be aged 35-44 (31% vs. 16%, respectively) and employed full-time compared to Captive Riders (87% vs. 77% respectively). As a result, they are also more likely to take the WCE for work purposes (94% vs. 81%, respectively).
- Are more affluent than Captive Riders (46% with a household income of \$95,000 or more vs. 19% of Captive Riders).
- Among all trips taken in the past 7 days, Choice Riders are more likely than Captive Riders to take WCE only (49% vs. 38%).
- They are also more likely to have paid with a Stored Value (50% vs. 29%).
- More likely to drive alone to get to WCE (26% vs. 4%), and more likely to drive alone when getting off the WCE (18% vs. 4%) than Captive Riders.
- More likely to provide top ratings for: Feeling Safe from Crime in WCE Parking Lots (57% vs. 43% for Captive Riders), Having Enough Parking at WCE Parking Lots (49% vs. 25% respectively), and Value for the Money (70% vs. 53% respectively). They are also directionally more likely than Captive Riders to award good-to-excellent ratings for Courteous, Competent and Helpful Staff (92% vs. 85% respectively).



- Captive Riders are more likely than Choice Riders to be aged 18 to 34 (55% vs. 28%, respectively), and be a full-time student compared to Choice Riders (7% vs. 2% respectively). As a result, they are more likely than Choice Riders to travel on WCE for school (9% vs. 3%).
- Are less affluent than Choice riders (or have a household income of under \$45,000 (27% vs. 7%).
- Among all trips taken in the past 7 days, Captive Riders are more likely than Choice Riders to take a combination of WCE, Sky Train and Bus (12% vs. 6%).
- They are also more likely to have paid with a WCE Monthly Pass (58% vs. 41%).
- More likely to bus/shuttle when getting off the WCE (27% vs. 10%) than Choice Riders.

Customer Profiles | HIGH/MEDIUM/LOW FREQUENCY RIDERS

PROFILE OF HIGH, MEDIUM, AND LOW FREQUENCY RIDERS

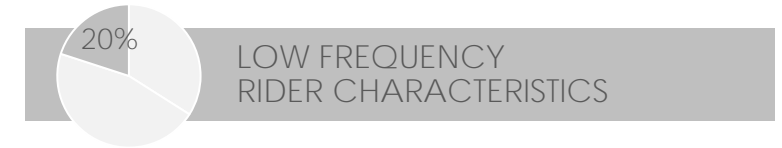
West Coast Express riders can be classified into three groups based on their transit use. High Frequency riders make 10 or more one-way transit trips per week, Medium Frequency riders make 4 to 9 one-way trips and Low Frequency riders make 3 or less one-way trips per week. The proportion of High Frequency riders has dropped slightly to 34% and continues a downward trend (from 39% last period and 44% a year ago), and the proportion of Low Frequency riders is also down significantly to 20% vs. last wave (27%) but is consistent with last year (19%). Meanwhile, the proportion of Medium Frequency riders has increased significantly to 46% vs. last wave (34%).



- Make the most one-way trips in an average week on transit (10.27 trips vs. 5.6 trips for Medium Frequency Riders and 1.86 trips for Low Frequency riders).
- More likely to be employed full-time (89% vs. 65% for Low Frequency riders), full-time students (8% vs. 1% for Medium Frequency riders and 3% for Low Frequency riders).
- More likely than Low Frequency riders to travel on WCE for work purposes (91% vs. 65% respectively).
- More likely to take WCE and bus (19% vs. 14% for Medium Frequency riders). More likely to take WCE and SkyTrain and bus (10% vs. 4% for Medium Frequency riders and 3% for Low Frequency riders).
- More likely to pay for transit fare with a WCE Monthly Pass (70% vs. 18% for Medium Frequency riders and 6% for Low Frequency riders).
- More likely to provide top ratings for: Having Enough Parking at WCE Parking Lots (51% vs. 38% for Medium Frequency riders), Availability of Transit Information at the Stations (81% vs. 62% for Low Frequency riders), and Clean and Graffiti-Free Vehicles and Stations (94% vs 82% for Low Frequency riders).



- More likely to be aged 45 to 54 (31% vs. 15% for High Frequency riders and 16% for Low Frequency riders).
- More likely to be employed full-time (90% vs. 65% for Low Frequency riders).
- More likely to take WCE for work purposes (95% vs. 91% for High Frequency riders and 65% for Low Frequency riders).
- More likely to have paid with Stored Value (73% vs. 54% for Low Frequency riders and 22% for High Frequency riders).
- More likely to provide top ratings for: Availability of Transit Information at the Stations (77% vs. 62% for Low Frequency riders) and Clean and Graffiti-Free Vehicles and Stations (92% vs 82% for Low Frequency riders).



- More likely to be aged 65 or more (13% vs. 4% for High Frequency riders and 1% for Medium Frequency riders).
- More likely to be employed part-time (16% vs. 2% for High Frequency riders) or retired (11% vs 1% for Medium Frequency riders and 0% for High Frequency riders).
- More likely to take WCE for entertainment/social reasons (19% vs. 1% for Medium Frequency riders and 2% for High Frequency riders).
- More likely to pay for transit fare with a Compass Ticket (33% vs. 3% for Medium Frequency riders and 2% for High Frequency riders), or to have paid with Stored Value (54% vs. 22% for High Frequency riders).
- More likely to provide top ratings for: Providing On-Time, Reliable Service (84% vs. 65% for High Frequency riders).

Customer Profiles | DEMOGRAPHIC PROFILE OF WCE CUSTOMER

DEMOGRAPHICS

The following tables compare 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, have an income of \$45,000 or more, or have graduated university. In addition, the majority of WCE riders 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 Q3 2022	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 Mar 2022	WCE RIDERS Sep 2022	WCE RIDERS SEP 2022	WCE RIDERS APR 2023
BASE	2,000	750	314	309	304	307	296	294	307	304	310	307
AGE ³ :	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	12	16	13	10	13	11	15	10	16	13	12	6
25 – 34	18	21	24	19	21	30	22	21	24	26	24	29
35 – 44	18	16	25	22	26	22	23	24	22	25	27	28
45 – 54	20	17	22	27	23	21	18	17	17	17	17	23
55 – 64	16	8	12	17	12	14	17	19	17	14	13	11
65 and older	17	20	4	5	6	2	6	8	5	5	6	4
GENDER ³ :	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	50	41	39	42	41	44	39	44	43	42	45
Female	52	50	59	61	58	59	56	61	56	55	57	54
Non-binary/gender fluid	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	1
Prefer not to say	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	-	<1
EMPLOYMENT ³ :	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	57	52	84	85	83	87	75	73	71	80	75	84
Employed part-time	13	13	3	6	6	5	11	10	8	7	10	7
Student (FT/PT)	5	14	10	4	8	7	6	9	16	14	13	6
Homemaker	2	3	-	1	-	-	-	<1	<1	<1	1	-
Retired	18	19	1	3	3	1	4	4	3	2	4	3
Not employed	3	5	2	1	1	1	4	4	2	1	1	<1
Refused	1	2	-	-	-	-	-	-	-	-	-	-
EDUCATION ³ :	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	21 ²	4	1	<1	2	2	3	3	1	2	1	1
Graduated high school		14	10	11	13	12	12	14	17	15	11	14
Voc./college/tech.	26	16	27	27	18	23	34	30	26	19	22	23
Some university	7	11	15	10	11	9	10	15	11	10	12	7
Graduated university	45	52	48	51	58	54	41	38	46	55	54	55
Refused	0	2	-	-	-	-	-	-	-	-	-	-

¹ Source: Mustel – 2,000 surveys conducted among Metro Vancouver residents in February, March, June, September and November 2017 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 CUSTOMER (continued)

DEMOGRAPHICS

	METRO VAN POP. 18 YEARS OR OLDER ¹	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	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 Mar 2022	WCE RIDERS Sep 2022	WCE RIDERS SEP 2022	WCE RIDERS APR 2023
BASE	2,004	750	314	309	304	307	296	294	307	304	310	307
HOUSEHOLD INCOME ² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	5	2	4	5	9	11	9	10	7	5
\$25,000 - \$44,999	11	n/a	10	9	7	6	12	12	6	9	10	7
\$45,000 - \$64,999	10	n/a	17	19	22	16	20	18	21	23	22	22
\$65,000 or more	54	n/a	67	70	66	73	59	58	64	58	61	66
\$65,000 - \$84,999	n/a	n/a	17	11	16	16	20	16	21	18	14	18
\$85,000 or more	n/a	n/a	50	59	51	57	39	42	43	40	47	48
\$85,000 - \$94,999	n/a	n/a	11	10	8	7	10	8	10	8	8	10
\$95,000 or more	n/a	n/a	39	49	43	50	29	34	33	32	39	38
Refused/don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
MUNICIPALITY OF RESIDENCE:	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	87	83	83	85	73	76	72	78	80	76
Port Coquitlam/Coquitlam	n/a	6	48	44	40	42	29	34	29	32	39	35
Maple Ridge	n/a	2 ³	20	21	20	21	26	26	22	20	18	19
Port Moody/Belcarra/Anmore	n/a	1	13	11	15	15	10	9	11	14	14	15
Pitt Meadows	n/a	n/a	7	7	8	7	8	8	10	6	8	7
Unspecified	-	-	-	-	-	-	-	-	-	-	-	-
Surrey/North Delta/Langley/White Rock	28	17	3	4	3	4	4	2	5	4	2	6
Outside Metro Vancouver	n/a	n/a	8	10	9	9	17	14	17	11	12	9
Burnaby/New Westminister	13	16	1	<1	3	-	1	2	1	1	<1	3
Vancouver	28	38	<1	<1	1	1	2	1	<1	1	<1	4
Richmond/South Delta	11	11	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	-	-	-	-	-	-	-	-	-	-
Mission	n/a	n/a	4	4	4	5	11	10	11	7	6	5
Abbotsford	n/a	n/a	3	4	5	3	5	4	5	3	3	3
Chilliwack	n/a	n/a	<1	1	-	<1	-	-	1	-	3	1
Other	n/a	n/a	-	1	1	-	2	<1	-	-	1	<1
Unspecified	-	-	-	-	-	-	-	-	-	-	5	-
Refused	n/a	n/a	2	2	2	2	3	5	6	5	-	2

¹ Source: Mustel – 2,000 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 CUSTOMER (continued)

DEMOGRAPHICS

	METRO VAN POP. 18 YEARS OR OLDER ¹	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	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 Mar 2022	WCE RIDERS Sep 2022	WCE RIDERS SEP 2022	WCE RIDERS APR 2023
BASE	2,004	750	314	309	304	307	296	294	307	304	310	307
IDENTIFY AS FIRST NATIONS, INTUIT OR MÉTIS ² :	%	%	%	%	%	%	%	%	%	%	%	%
Yes	n/a	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3	4	2
ETHNIC OR CULTURAL IDENTITY:	%	%	%	%	%	%	%	%	%	%	%	%
Caucasian	n/a	48	n/a	n/a	n/a	n/a	n/a	n/a	n/a	66	60	58
Chinese	n/a	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a	9	11	13
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	n/a	12	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7	9	7
Filipino	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7	6	6
Latin American	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4	4	4
West Asian (e.g., Iranian, Afghan, etc.)	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	2	4
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	3	2
Black	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	2	1
Japanese	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	2	1
Indigenous	n/a	-	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	1
Korean	n/a	<1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	<1	1	1
Arab	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	<1	1
Mixed race	n/a	-	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	-	1
Other	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	2

Appendix: Survey Instrument



- a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**
b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

AM WESTBOUND TRIPS	QUOTA COLUMN	
	ON Stop	OFF Stop
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		

PM EASTBOUND TRIPS	
	ON Stop
Waterfront	8
Port Moody	7
Coquitlam	6
Port Coquitlam	5
Pitt Meadows	4
Maple Meadows	

REVEYING:
This morning, how did you
VEYING:
This afternoon, how did you
CODES.

INTERVIEWER: CLARIFY A
Walked to the station
Carpooled / vanpooled / got c
Bicycle
Motorcycle
Taxi
Drove alone (SOV)



TransLink Customer Service

Interviewer Name: _____

A1. Date: M I W
 Sept 12 13 14
 Sept 19 20 21

A2. Train Departure Time:
AM-Train Left Mission at Train 1 5:25 AM 5:50 AM
 ☐ 1 ☐ 2 ☐ 3 ☐ 4
PM-Train Left Waterfront at Train 6 3:50 PM 4:15 PM
 ☐ 5 ☐ 6 ☐ 7 ☐ 8

Hello, my name is _____ from Ipsos (a Vancouver
survey about the service on West Coast Express
the train to answer some questions?

A3. To the best that you recall, did you
2022?

1. Yes
2. No

**THANK AND END
CONTINUE**

A4. Do you or does anyone in your household
use the West Coast Express or West Coast



TransLink Customer Service Performance Apr 2023

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Apr	10	11	12	13	14
Apr	17	18	19	20	21

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 2022?

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**

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</u> <u>WESTBOUND</u> TRIPS	QUOTA COLUMN	
	ON Stop	OFF Stop
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</u> <u>EASTBOUND</u> TRIPS		QUOTA COLUMN
	ON Stop	OFF Stop
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 Excellent ☐¹⁰

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 Excellent ☐¹⁰ 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 Excellent ☐¹⁰ 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 Excellent ☐¹⁰

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 Excellent ☐¹⁰

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

i) Availability of transit information at the stations

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

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

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

k) Delays are announced and explained

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

l) Clean and graffiti-free vehicles and stations

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

m) Courteous, competent and helpful staff

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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 2023

☐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

Extremely likely

☐¹⁰

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

D1. Please indicate your age:

☐¹ 18-24

☐² 25-34

☐³ 35-44

☐⁴ 45-54

☐⁵ 55-64

☐⁶ 65 and over

D2. Please indicate your present employment status:

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

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

☐³ Full time student

☐⁴ Part time student

☐⁵ Not Employed

☐⁶ Homemaker

☐⁷ Retired

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

☐¹ Some high school or less

☐² Graduated high school

☐⁵ Graduated university

☐³ Vocational / college / technical

☐⁴ Some university

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

☐¹ Under \$15,000

☐² \$15,000 to under \$25,000

☐³ \$25,000 to under \$35,000

☐⁴ \$35,000 to under \$45,000

☐⁵ \$45,000 to under \$55,000

☐⁶ \$55,000 to under \$65,000

☐⁷ \$65,000 to under \$75,000

☐⁸ \$75,000 to under \$85,000

☐⁹ \$85,000 to under \$95,000

☐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.