CUSTOMER SERVICE PERFORMANCE

SEPTEMBER 2023

WEST COAST EXPRESS

Draft Report

2023-11-24

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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

SERVICE QUALITY

- **Top ratings for Overall Service (94%) are up significantly from last period and a year ago (both 84%),** while the average score of 9.0 out of 10 is also up from 8.7 last wave and 8.8 a year ago.

- **Nearly all other WCE service attributes also saw significant positive shifts in Sept 2023,** whether in comparison to last wave (14 out of 16 attributes increased) or from last year (13 out of 15 attributes increased). The only attributes that did not shift compared to last wave are Value for Money and Clean, Graffiti-Free Vehicles and Stations. The only attributes that did not shift compared to last year are Value for Money, Safe from Crime On-board and at the Station, and Safe from Crime in WCE Parking Lots.
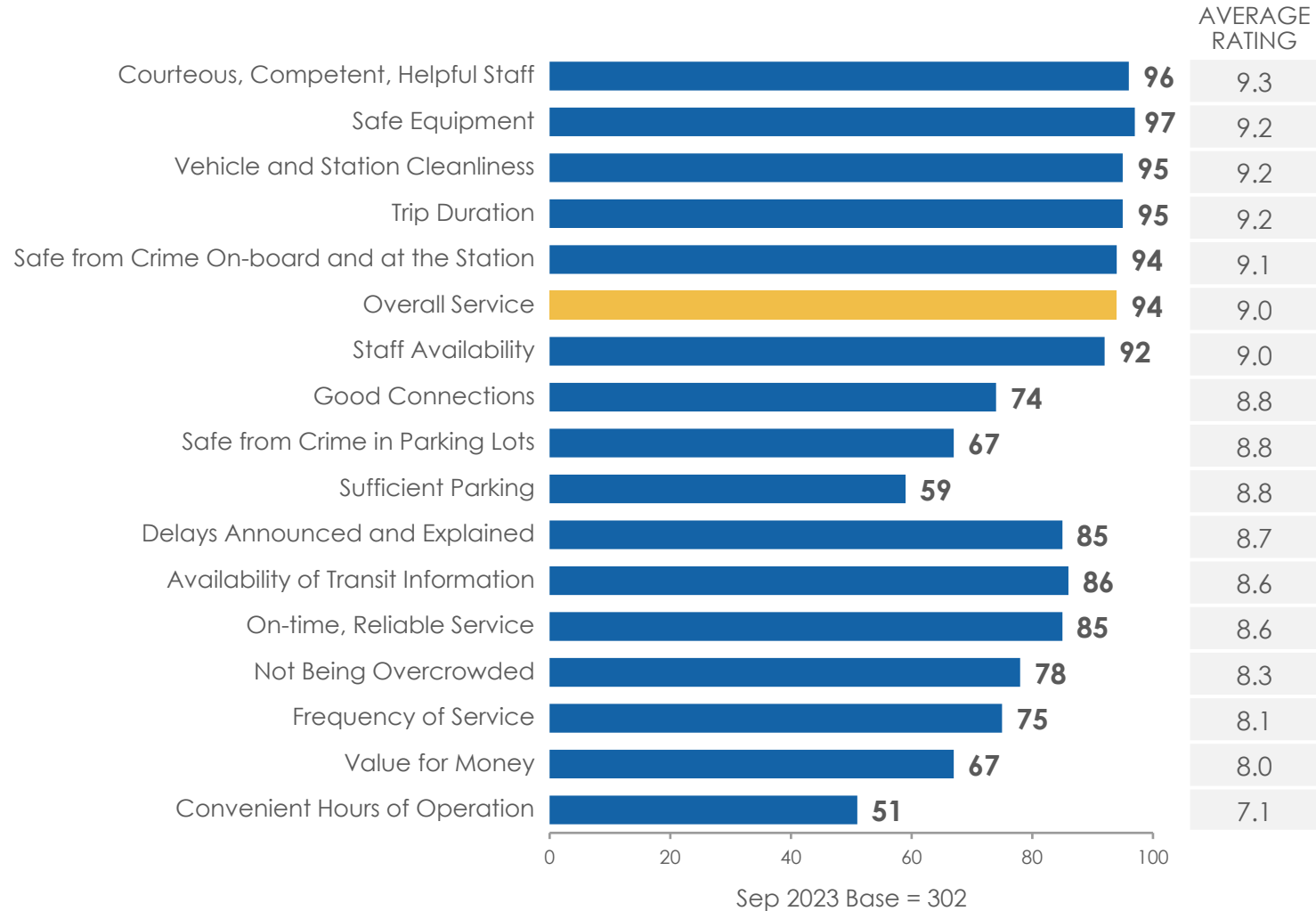
WCE USAGE

- **WCE riders indicate making an average of 6.3 transit trips in the past seven days (down from 6.4 last period and 6.8 a year ago) and an average of 6.1 WCE trips in an average week (down from 6.3 last wave and down from 6.2 a year ago).** More than four-in-ten (46%) trips are made solely on WCE, which is fairly stable with last period (45%) but up from a year ago (39%). The proportion of transit trips made using a combination of WCE and bus is up slightly, while the proportion of transit trips made using WCE and SkyTrain are stable. Those using WCE with both bus and SkyTrain has declined.

- **More than one-in-ten (12%) riders indicate their usage of WCE has increased compared to six months ago.** This is consistent with last period (13%) but down significantly from a year ago (23%). More than eight-in-ten (86%) say their usage has stayed the same, which is slightly higher than the previous period (83%) but significantly higher than a year ago (68%). The proportion indicating decreased usage (2%) is consistent with last wave (3%) but down significantly from a year ago (9%). The top reasons mentioned for riding more often is still due to spending more days in the office post COVID (although this is down from last wave).

- **Avoiding driving/traffic remains the main reason riders are choosing to take the WCE.** More than half (55%) of riders mention this as a main reason, down slightly from 60% last wave but consistent with a year ago (56%). Almost half (48%) mention that it is faster than driving, which is up slightly from last wave (44%) but up significantly from a year ago (40%). Saving money on gas (26%) dropped directionally from last wave (33%) and significantly from a year ago (38%). Mentions of being faster/more direct than other transit modes (25%) and stations being close to home (19%) saw significant drops from last wave, while comfortable seats (36%) is up slightly from last wave (36%). Saving money on gas dropped another 4 ppt this wave to 22% and remains on a downward trend.

- Frequency of service ratings are significantly higher (up 23 ppt) than both April this year and September a year ago, in response to additional train service.

Highlights (2/3)

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

Attribute	% Good to Excellent	AVERAGE RATING
Courteous, Competent, Helpful Staff	96	9.3
Safe Equipment	97	9.2
Vehicle and Station Cleanliness	95	9.2
Trip Duration	95	9.2
Safe from Crime On-board and at the Station	94	9.1
Overall Service	94	9.0
Staff Availability	92	9.0
Good Connections	74	8.8
Safe from Crime in Parking Lots	67	8.8
Sufficient Parking	59	8.8
Delays Announced and Explained	85	8.7
Availability of Transit Information	86	8.6
On-time, Reliable Service	85	8.6
Not Being Overcrowded	78	8.3
Frequency of Service	75	8.1
Value for Money	67	8.0
Convenient Hours of Operation	51	7.1

Sep 2023 Base = 302

PERFORMANCE ON SPECIFIC ATTRIBUTES

- Over nine-in-ten (94%) WCE riders award good-to-excellent ratings for Overall Service of WCE, up significantly from last period and a year ago (both 84%). The average score of 9.0 is up from 8.7 last wave and 8.8 last year.

- Aside from Overall Service, nearly all other WCE service attributes have significantly increased in top ratings from last wave and from the same period last year.

- The increase in service, with the return of the fifth train, likely contributed to the jump in ratings for Frequency of Service; Convenient Hours of Operation; and On-time, Reliability.

- Increases in good-to-excellent scores from last year (Sept 2022) include: Staff Availability (up 6 ppt), Courteous, Competent, Helpful Staff (up 5 ppt), Good Connections (up 11 ppt), Delays Announced and Explained (up 14 ppt), On-time, Reliable Service (up 10 ppt), Frequency of Service (up 23 ppt), Convenient Hours of Operation (up 10 ppt), Trip Duration (up 8 ppt), Availability of Transit Information (up 10 ppt), Not Being Overcrowded (up 8 ppt), Clean, Graffiti-Free Vehicles and Stations (up 5 ppt), Safe WCE Equipment Provides a Safe Ride (up 4 ppt), and Having Enough Parking at WCE Parking Lots (up 12 ppt).

TRANS LINK

Highlights (3/3)

- 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 attributes that have the most negative impact on Overall Service perceptions are Convenient Hours of Operation and On-Time, Reliable Service. The average score is up this wave at 7.1 out of 10 (from 6.8 last wave), for Convenient Hours of Operation but it is the lowest rated service attribute, with above one-quarter (27%) of riders providing a low rating of 1 to 5. For On-Time, Reliable Service the average score is 8.6 this wave compared to 8.3 last wave.

	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	8.8	9.1	0.3	0.27	0.08
On-Time, Reliable Service	6.4	9.1	2.7	0.03	0.08

West Coast Express Rider Profile

RIDER GROUPS

- Nearly seven-in-ten (69%) WCE riders are aged 25 to 54, a significant decrease from last wave (80%) but consistent with Sept 2022 (68%). The majority of WCE riders reside in Coquitlam East to Maple Ridge (80%).

- Although down from last wave, WCE riders are still more likely to be Choice riders (70% have access to a vehicle, down from 74% in April). Conversely, the proportion of Captive riders (30%) has increased slightly (from 26% last wave). The proportion of High Frequency Riders has increased slightly (38% making 10 or more one-way transit trips in a week, up from 34% last wave), while the proportion of Medium Frequency Riders has dropped significantly (34%, down from 46% last wave but similar to 36% last year) and the proportion of Low Frequency Riders is up significantly at 26% (vs. 20% last wave but similar to 27% last year).

WCE USAGE

- Just above half (52%) of riders started taking WCE within the past year, up slightly from last wave (48%) and also higher than a year ago (45%). The proportion of long-term riders who have taken WCE for 8+ years is fairly consistent (23% compared to 21% last wave) but is down from 31% a year ago.

- Riders indicate making 6.3 one-way transit trips in the past seven days, compared to 6.4 last period and 6.8 a year ago.

- Over four-in-ten (46%) transit trips were made exclusively on WCE, similar to last wave (45%) and up from a year ago (39%). The proportion of trips made using WCE in combination with Bus is up slightly (20% vs. 17% last period), while trips in combination with SkyTrain are fairly consistent with last wave (27% vs. 26% last period). Trips made with Bus and SkyTrain have dropped (4% vs. 8% last period).

- Over one-in-ten riders (12%) indicate their usage of WCE has increased compared to six months ago. This is consistent with 13% last period but down significantly from 23% a year ago. The top reason mentioned for increased WCE usage is having more days in the office post COVID (22%) which is down from 30% last wave. A similar but more generic reason of changing work circumstances (10%) continues to decline from last wave (21%) and Sept 2022 (33%). Others indicate they lived elsewhere or moved (12%) which is up from 4% last wave. More than eight-in-ten (86%) indicate their WCE usage has stayed the same, which is a slight increase from the previous period (83%) but a significant increase from a year ago (68%). The proportion indicating decreased usage of WCE (2%) is consistent with 3% last period but a significant drop from Sept 2022 (9%).

PAYMENT METHOD

- The proportion of trips taken using a WCE Monthly pass decreased slightly from last wave (41% currently, vs. 46% last period) and is slightly up from 37% a year ago.

- The proportion of trips paid for using Stored Value is up marginally at 46% (vs. 44% last period) and is up slightly from last year (42%).

- The proportion of U-Pass Users (5%) is unchanged from last period but is down significantly by 6 ppt from a year ago (11%).

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.
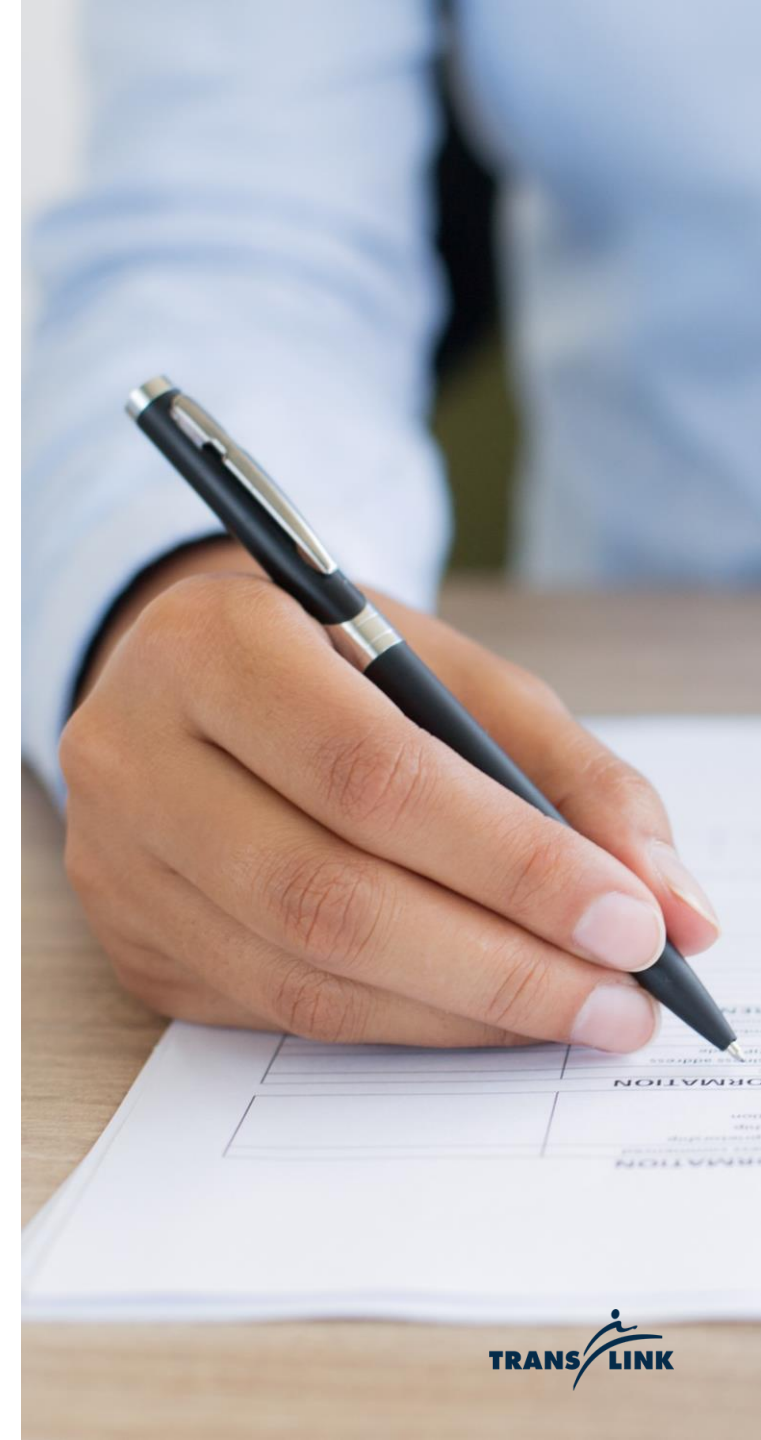
Methodology (2/3)

SAMPLE DESIGN

A total of 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 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:

AM Westbound Train	Surveys Collected	PM Eastbound Train	Surveys Collected
5:25AM	24	3:50PM	30
5:55AM	23	4:20PM	29
6:25AM	22	4:50PM	31
6:55AM	40	5:30PM	31
7:25AM	41	6:20PM	31
TOTAL	150	TOTAL	152

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:

Westbound Boarders	Surveys Collected	Eastbound Disembarkers	Surveys Collected
Mission City	16	Mission City	19
Port Haney	17	Port Haney	22
Maple Meadows	22	Maple Meadows	20
Pitt Meadows	16	Pitt Meadows	20
Port Coquitlam	26	Port Coquitlam	25
Coquitlam	29	Coquitlam	21
Port Moody	24	Port Moody	25
TOTAL	150	TOTAL	152

Note: Trains W2 (5:55AM) and E2 (4:20PM) have been reinstated in January 2023, after years of closure of these two trains due to the Covid-19 Pandemic in 2020.

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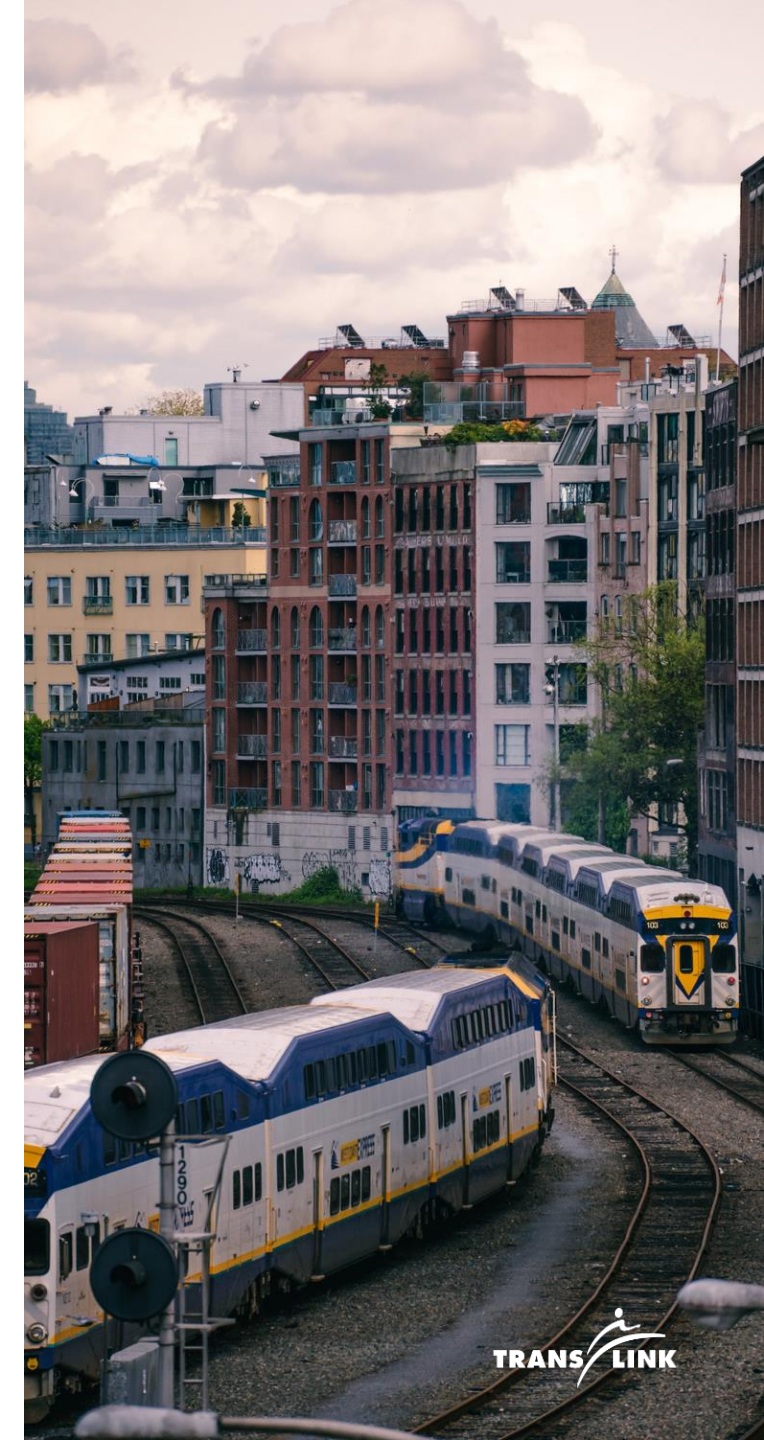
Methodology (3/3)

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 September 11th to 22nd, 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 September 11th to 22nd, 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.
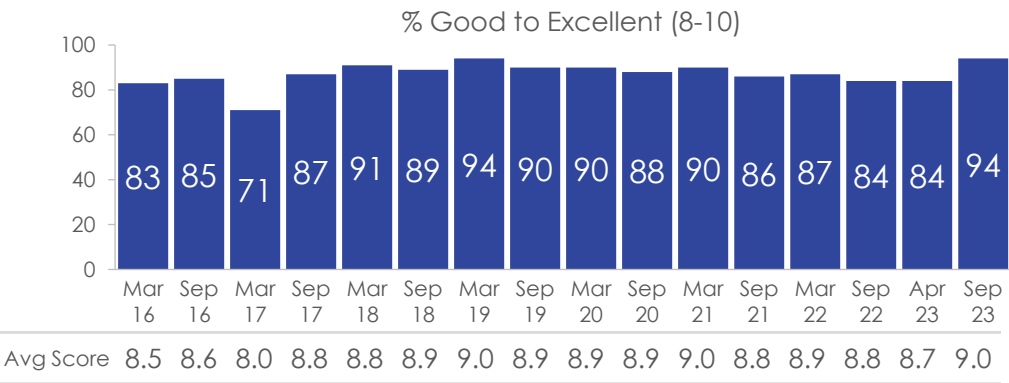
Detailed Findings:
WCE Performance

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

WCE Performance | OVERALL SERVICE VALUE FOR MONEY

OVERALL SERVICE

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

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	83	85	71	87	91	89	94	90	90	88	90	86	87	84	84	94
Avg Score	8.5	8.6	8.0	8.8	8.8	8.9	9.0	8.9	8.9	8.9	9.0	8.8	8.9	8.8	8.7	9.0

Good-to-Excellent ratings compared to:	
Apr 2023	Sep 2022
+10% ↑	+10% ↑

Sep 2023 Base = 302

- Over nine-in-ten (94%) WCE riders award good-to-excellent scores for Overall Service, up significantly from 84% both last period and from a year ago. The average score of 9.0 out of 10 is up from 8.7 last period and 8.8 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 (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	58	64	56	63	64	68	70	66	73	68	73	65	63	66	66	67
Avg Score	7.7	7.8	7.6	7.8	7.9	8.0	8.3	7.9	8.2	8.1	8.2	8.0	8.0	8.0	8.0	8.0
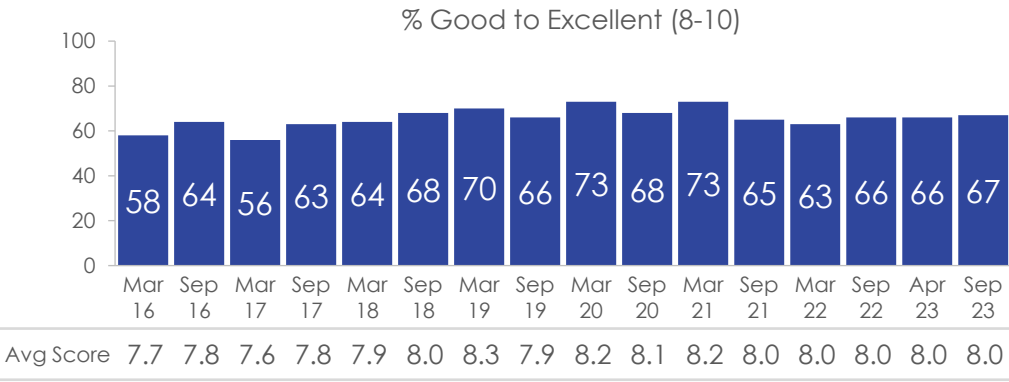
Good-to-Excellent ratings compared to:	
Apr 2023	Sep 2022
+1%	+1%

Sep 2023 Base = 302

- Value for Money scores are up by only 1 ppt from last wave and a year ago, with over two-thirds (67%) of riders providing top ratings for this metric. The average score remains stable from both last wave and September 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.

↑ / ↓ = *Significant upward / downward shift*

TRANSLINK

WCE Performance

STAFF AVAILABLE TO ASSIST WITH PROBLEMS

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

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
% Good to Excellent	83	88	84	84	91	87	91	87	90	83	88	87	90	86	83	92
Avg Score	8.7	8.9	8.6	8.8	9.0	9.0	9.1	9.0	9.1	8.9	9.0	9.0	9.1	8.9	8.8	9.0
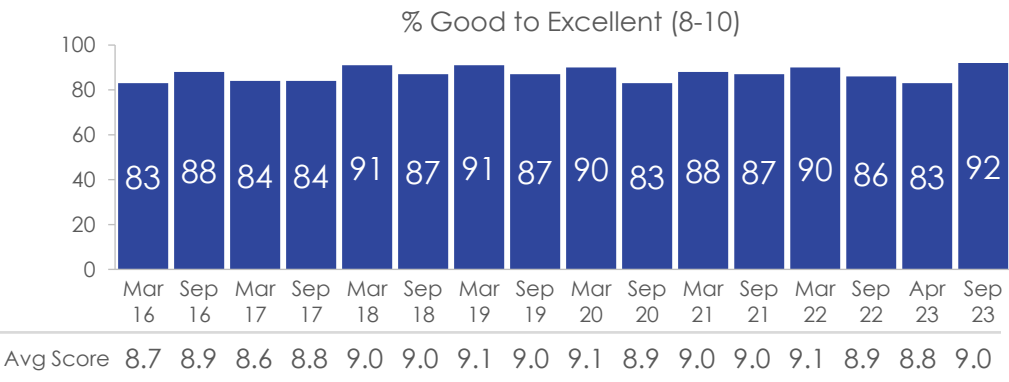
Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+9%↑	**+6%↑**

Sep 2023 Base = 302

- Over nine-in-ten (92%) riders continue to award good-to-excellent ratings for Staff Availability, up significantly from last wave (83%) and significantly from the same period last year (86%). The average score of 9.0 out of 10 is also up from 8.8 last wave and 8.9 in September 2022.

- Riders from Port Haney are significantly more likely than riders from Maple Meadows or Pitt Meadows to provide top scores for Staff Availability.

COURTEOUS, COMPETENT AND HELPFUL STAFF

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

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
% Good to Excellent	91	93	94	93	96	93	95	96	96	91	95	94	94	91	91	96
Avg Score	9.1	9.2	9.2	9.2	9.3	9.3	9.4	9.4	9.5	9.2	9.4	9.2	9.5	9.3	9.3	9.3
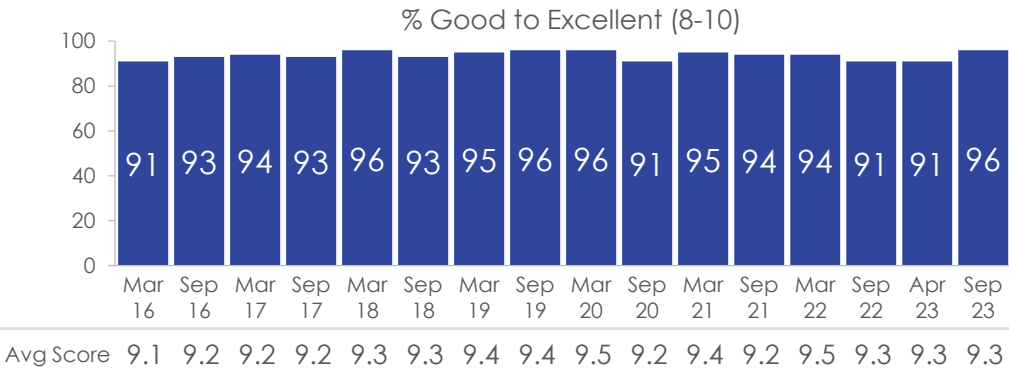
Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+5%↑	**+5%↑**

Sep 2023 Base = 302

- More than nine-in-ten (96%) WCE riders award top ratings for Courteous, Competent and Helpful Staff, up significantly from both last wave and from September 2022 (both 91%). The average score is unchanged at 9.3 out of 10 from both last wave and the same time period last year.

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

↑ / ↓ = Significant upward / downward shift

TRANS LINK

WCE Performance | GOOD CONNECTIONS
DELAYS ANNOUNCED AND EXPLAINED

GOOD CONNECTIONS

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)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	66	63	46	69	69	65	74	67	66	63	66	68	56	63	64	74
Avg Score	8.4	8.2	7.5	8.4	8.4	8.2	8.7	8.6	8.6	8.6	8.6	8.7	8.3	8.6	8.5	8.8
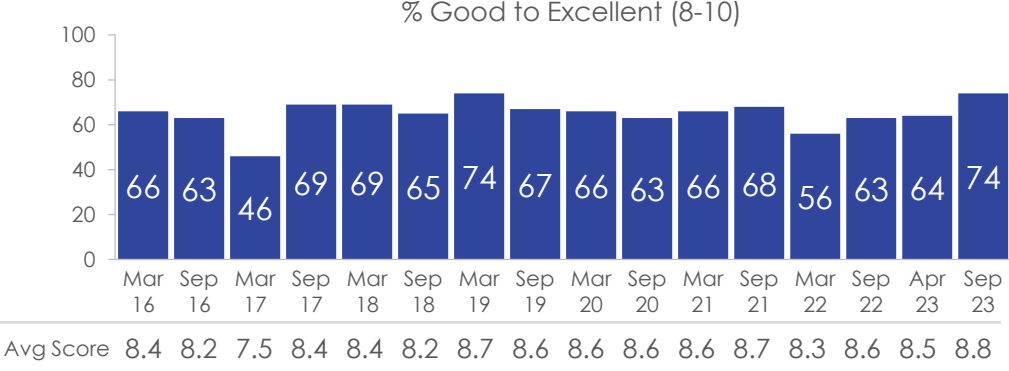
Good-to-Excellent ratings compared to:

Apr 2023	Sep 2022
+10%↑	+11%↑

Sep 2023 Base = 302

- Nearly three-quarters (74%) of WCE riders provide good-to-excellent ratings for Good Connections, a significant 10 ppt increase from last wave (64%) and an 11 ppt significant increase from September 2022 (63%). The average score increased to 8.8 out of 10 compared to 8.5 last period and 8.6 a year ago.

- Riders from Coquitlam or Port Moody are significantly more likely than riders from Maple Meadows to provide top scores for Good Connections. Riders from Port Moody are also significantly more likely than riders from Pitt Meadows or Port Coquitlam to provide top scores.

- Among the small proportion of riders (3%) who gave a score of 1 to 5, top reasons are the wait was too long or the shuttle didn't wait for them to board, Those who provided a rating of 1 to 5 indicate that 10 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?

% Good to Excellent (8-10)

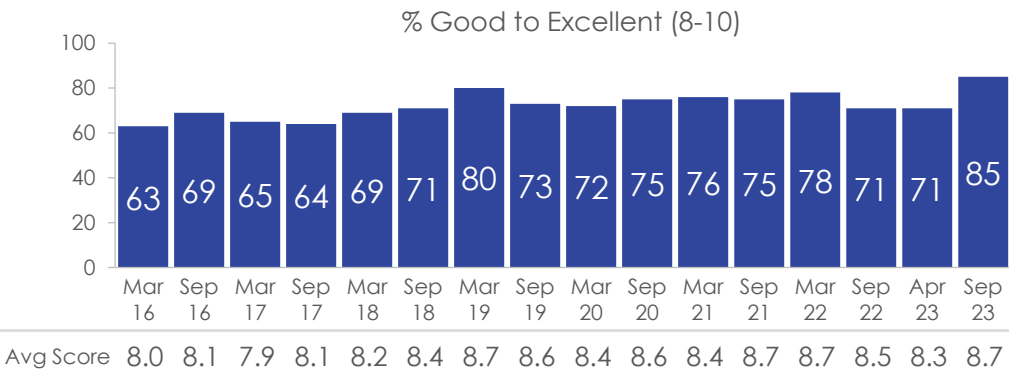|	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	63	69	65	64	69	71	80	73	72	75	76	75	78	71	71	85
Avg Score	8.0	8.1	7.9	8.1	8.2	8.4	8.7	8.6	8.4	8.6	8.4	8.7	8.7	8.5	8.3	8.7

Good-to-Excellent ratings compared to:

Apr 2023	Sep 2022
+14%↑	+14%↑

Sep 2023 Base = 302

- More than eight-in-ten (85%) riders provide top scores for Delays Announced and Explained, up significantly by 14 ppt from last period and September 2022 (both 71%). The average score is up to 8.7 out of 10 from 8.3 last period and 8.5 a year ago.

- Riders from Port Moody are significantly more likely than riders from Mission, Port Haney, or Pitt Meadows to provide top scores for Delays Are Announced and Explained.

- The 3% 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.

↑ / ↓ = Significant upward / downward shift

TRANS LINK

WCE Performance |

ON-TIME RELIABLE SERVICE

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

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	73	69	58	79	82	83	88	88	75	81	79	88	77	75	73	85
Avg Score	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	8.6	8.3	8.6
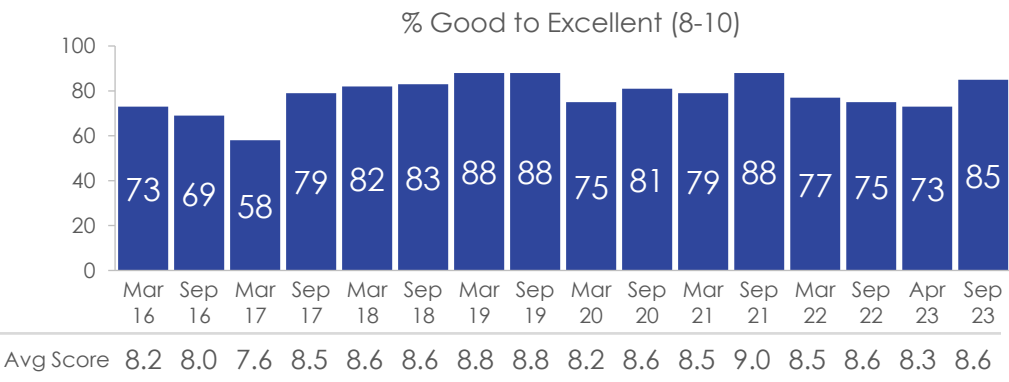
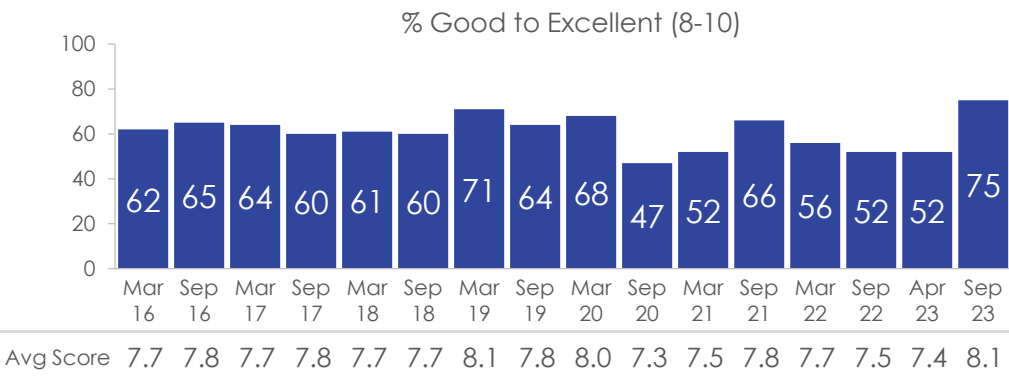| Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+12%↑	**+10%**↑

Sep 2023 Base = 302

- More than eight-in-ten (85%) riders provide top scores for On-Time Reliable Service, up significantly from both last wave (73%%) and a year ago (75%). The average score has increased to 8.6 out of 10, from 8.3 last wave but is consistent with 8.6 a year ago.

- Riders from Mission are significantly more likely than riders from all other stations to provide top scores for On-Time Reliable Service.

- The 3% who rated this attribute between 1 to 5 indicate that the trains break down and run late, there are more frequent breakdowns, 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 (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	62	65	64	60	61	60	71	64	68	47	52	66	56	52	52	75
Avg Score	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	7.5	7.4	8.1

Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+23%↑	**+23%**↑

Sep 2023 Base = 302

- Frequency of Service scores are up significantly by 23 ppt from last wave and by 23 ppt from a year ago, with three-quarters (75%) of riders providing top ratings for this metric. The average score of 8.1 out of 10 is also up significantly from last wave (7.4) and from last year (7.5). This positive shift is likely a result of the return of the two trains that have been closed down during the Covid-19 Pandemic.

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

- Those who provided a rating of 1 to 5 (8%) indicate that every 29 minutes on average is a reasonable frequency to run the WCE.

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

CONVENIENT HOURS OF OPERATION

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

% Good to Excellent (8-10)

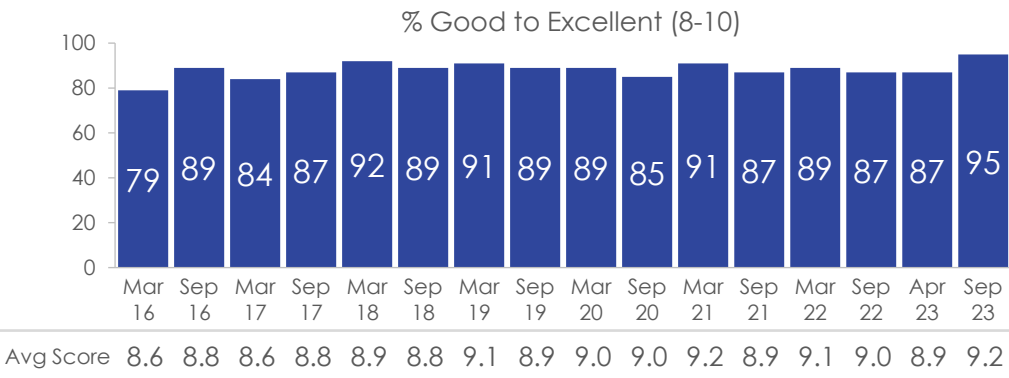|	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	42	46	48	45	41	43	47	44	48	36	46	46	46	41	40	51
Avg Score	6.7	7.0	7.1	6.9	6.6	6.9	7.0	6.8	7.1	6.7	7.0	7.0	7.1	6.8	6.8	7.1
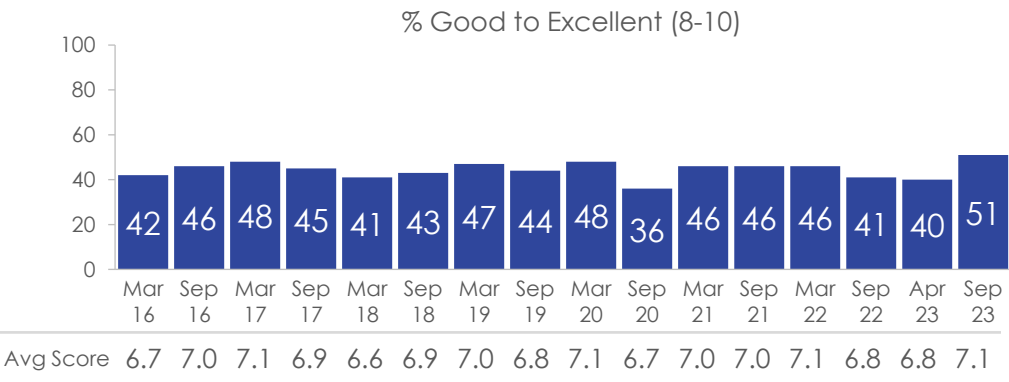
Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+11%↑	**+10%↑**

Sep 2023 Base = 294

- Top scores for Convenient Hours of Operation are up significantly by 11 ppt from last wave and up by 10 ppt from last year, with over half (51%) of WCE riders providing top ratings for this metric. The average score of 7.1 out of 10 is also up from last wave and a year ago (both 6.8).

- Riders from Mission, Maple Meadows, or Coquitlam are significantly more likely than riders from Pitt Meadows to assign top scores for this attribute.

- Over one-quarter (27%) of riders provided a low rating of 1 to 5 for this attribute. Among them, most would like more service to be available later eastbound, or on weekends.

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 (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	79	89	84	87	92	89	91	89	89	85	91	87	89	87	87	95
Avg Score	8.6	8.8	8.6	8.8	8.9	8.8	9.1	8.9	9.0	9.0	9.2	8.9	9.1	9.0	8.9	9.2

Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+8%↑	**+8%↑**

Sep 2023 Base = 302

- Trip Duration earns good-to-excellent ratings from over nine-in-ten (95%) WCE riders, up significantly by 8 ppt from last wave and last year (both 87%).

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

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

WCE Performance

AVAILABILITY OF TRANSIT INFORMATION

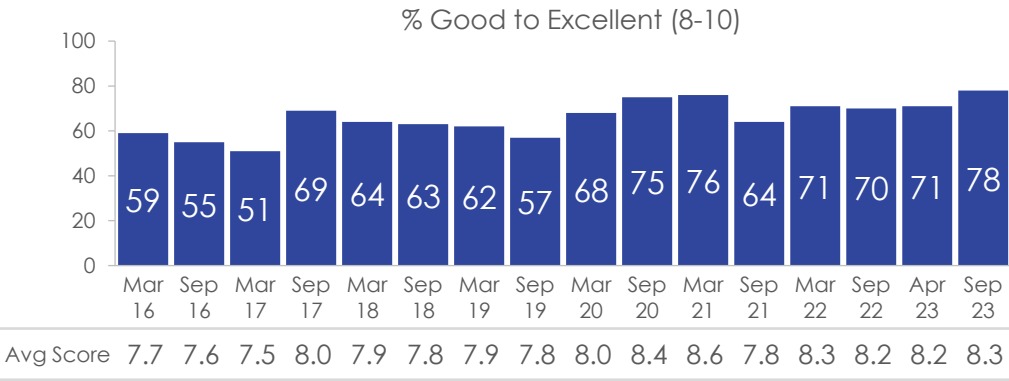*Q9i. How would you rate West Coast Express in terms of: Availability of transit information at the stations?*

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	68	72	72	71	74	78	84	78	77	72	79	76	76	76	75	86
Avg Score	8.2	8.2	8.0	8.2	8.2	8.4	8.6	8.5	8.5	8.4	8.4	8.4	8.4	8.5	8.3	8.6
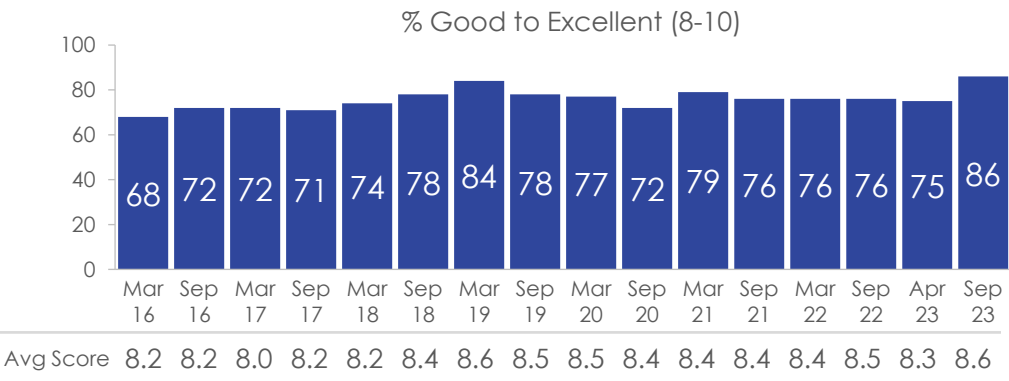
Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+11%	**+10%**

Sep 2023 Base = 302

- More than eight-in-ten (86%) riders provide top ratings for Availability of Transit Information at WCE stations. These ratings are up significantly from both last period (75%) and a year ago (76%). The average score is up at 8.6 out of 10 from 8.3 last period and 8.5 last year.

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

NOT BEING OVERCROWDED

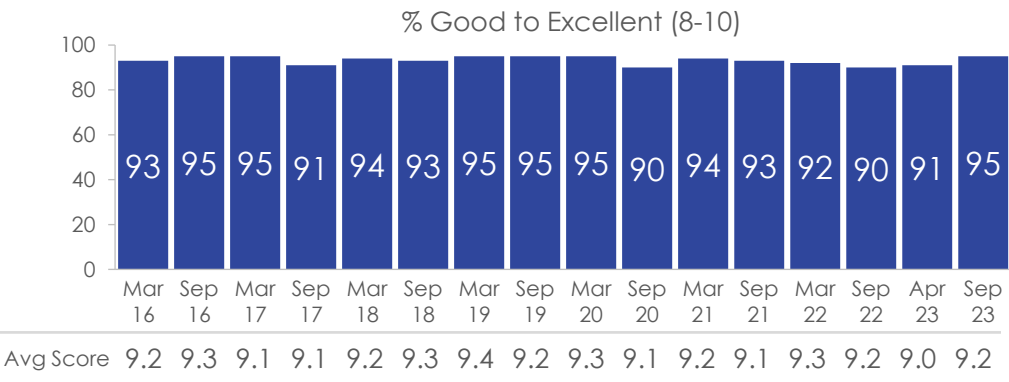*Q9o. How would you rate West Coast Express in terms of: Not being overcrowded?*

% Good to Excellent (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	59	55	51	69	64	63	62	57	68	75	76	64	71	70	71	78
Avg Score	7.7	7.6	7.5	8.0	7.9	7.8	7.9	7.8	8.0	8.4	8.6	7.8	8.3	8.2	8.2	8.3

Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+7%↑	**+8%**↑

Sep 2023 Base = 302

- Close to eight-in-ten (78%) riders provide good-to-excellent scores for Not Being Overcrowded, up significantly by 7 ppt from last wave (71%) and up significantly by 8 ppt from a year ago (70%). The average score is up slightly to 8.3 out of 10 from 8.2 both last wave and last year.

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

- Among the few (4%) who provided a score of 1 to 5 for this attribute, riders indicate that crowding is always a problem, in the morning, or afternoon/evening.

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

WCE Performance

CLEAN, GRAFFITI-FREE VEHICLES AND STATIONS

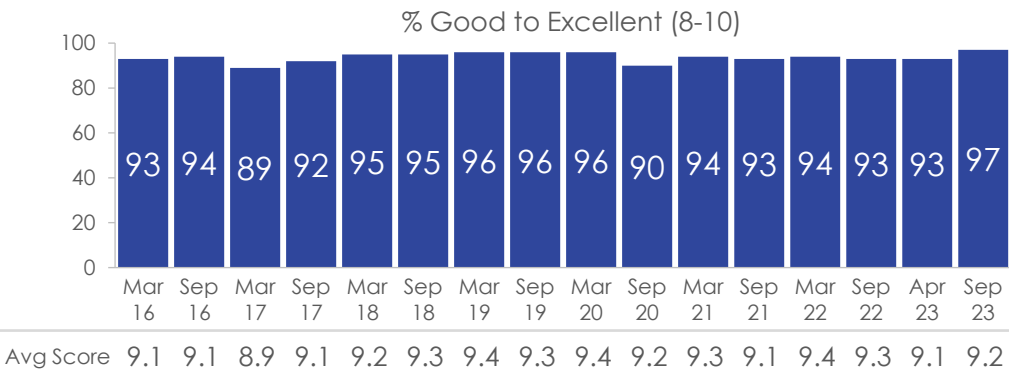*Q9I. How would you rate West Coast Express in terms of: Clean and graffiti-free vehicles and stations?*

% Good to Excellent (8-10)

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
93	95	95	91	94	93	95	95	95	90	94	93	92	90	91	95

Avg Score: 9.2 9.3 9.1 9.1 9.2 9.3 9.4 9.2 9.3 9.1 9.2 9.1 9.3 9.2 9.0 9.2

Good-to-Excellent ratings compared to:	
Apr 2023	Sep 2022
+4%	+5%↑

Sep 2023 Base = 302

- More than nine-in-ten (95%) WCE riders award good-to-excellent ratings for Clean and Graffiti-Free Vehicles and Stations, up by 4 ppt from last period (91%) and up significantly by 5 ppt from year ago (90%). The average score has risen to 9.2 out of 10, from 9.0 in the previous period but is consistent with 9.2 last year.

- Riders from Port Haney, Port Coquitlam, or Port Moody are significantly more likely than riders from Mission to assign top scores for Clean and Graffiti-Free Vehicles and Stations.

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?
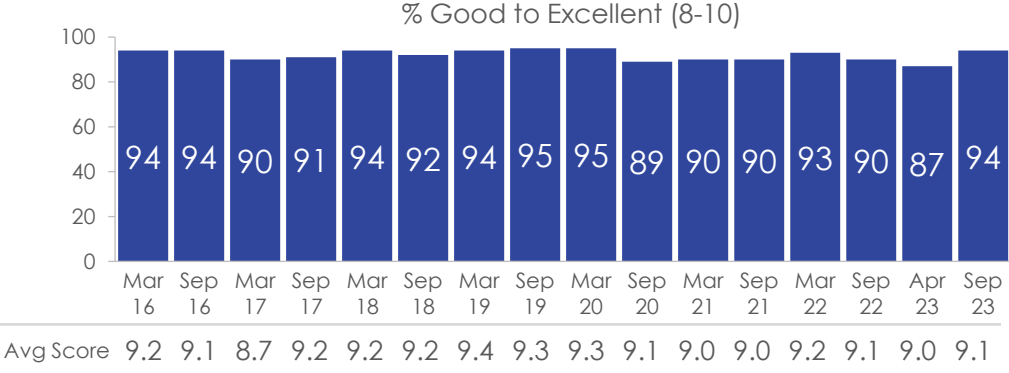
% Good to Excellent (8-10)

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
93	94	89	92	95	95	96	96	96	90	94	93	94	93	93	97

Avg Score: 9.1 9.1 8.9 9.1 9.2 9.3 9.4 9.3 9.4 9.2 9.3 9.1 9.4 9.3 9.1 9.2

Good-to-Excellent ratings compared to:	
Apr 2023	Sep 2022
+4%↑	+4%↑

Sep 2023 Base =302

- Almost all (97%) riders provide top scores for Safe Equipment, up significantly by 4 ppt both from last wave and September of last year (93%). The average score of 9.2 out of 10 has increased from 9.1 last wave but is down from 9.3 a year ago.

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

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

FEELING SAFE FROM CRIME ON-BOARD AND AT THE STATION

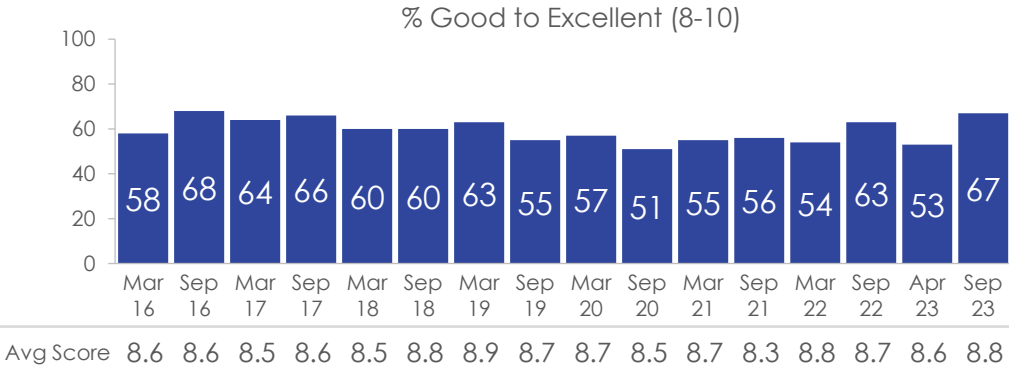*Q9d. How would you rate West Coast Express in terms of: Feeling safe from crime on-board and at the station?*

% Good to Excellent (8-10)

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
94	94	90	91	94	92	94	95	95	89	90	90	93	90	87	94

| Avg Score | 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 | 9.1 | 9.0 | 9.1 |

Good-to-Excellent ratings compared to:

Apr 2023	Sep 2022
+7%↑	+4%

Sep 2023 Base = 302

- More than nine-in-ten (94%) riders provide good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station, up significantly from last wave (87%) and slightly from last year (90%). The average score is at 9.1 out of 10, up slightly from 9.0 last wave but consistent with 9.1 last year.
- Riders from Mission are significantly more likely than riders from Port Haney or Pitt Meadows to assign top scores to 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 (8-10)

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
58	68	64	66	60	60	63	55	57	51	55	56	54	63	53	67

| Avg Score | 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 | 8.7 | 8.6 | 8.8 |

Good-to-Excellent ratings compared to:
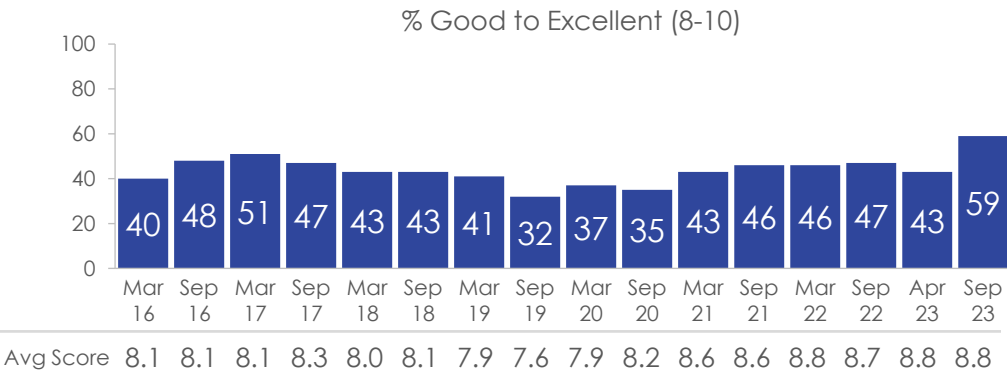
Apr 2023	Sep 2022
+14%↑	+4%

Sep 2023 Base = 302

- More than two-thirds (67%) of WCE riders award good-to-excellent ratings for Feeling Safe From Crime in WCE Parking Lots, a significant increase from last wave (53%) and a slight increase from a year ago (63%). The average score has increased to 8.8 out of 10 from 8.6 last period and 8.7 last year.
- Riders from Maple Meadows are significantly more likely than riders from Port Haney 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 and not enough security staff.

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

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 (8-10)

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
%	40	48	51	47	43	43	41	32	37	35	43	46	46	47	43	59
Avg Score	8.1	8.1	8.1	8.3	8.0	8.1	7.9	7.6	7.9	8.2	8.6	8.6	8.8	8.7	8.8	8.8

Good-to-Excellent ratings compared to:	
Apr 2023	*Sep 2022*
+16%↑	**+12%**↑

Sep 2023 Base = 302

- Almost six-in-ten (59%) WCE riders award good-to-excellent ratings for Having Sufficient Parking, a significant increase from both last wave (43%) and a year ago (47%). The average score of 8.8 out of 10 is stable from the previous period and up from 8.7 last year.

- Riders from Maple Meadows are significantly more likely than riders from Pitt Meadows, or Port Moody to assign top scores to this attribute. Riders from Maple Meadows, Mission, Port Coquitlam or Coquitlam are significantly more likely than riders from Port Haney to assign top scores.

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

  1. Maple Meadows   9.2
  2. Pitt Meadows   8.9
  3. Coquitlam   8.9
  4. Mission   8.8
  5. Port Moody   8.8
  6. Port Coquitlam   8.7
  7. Port Haney*   7.9

  * Port Haney does not have a parking lot.

↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

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

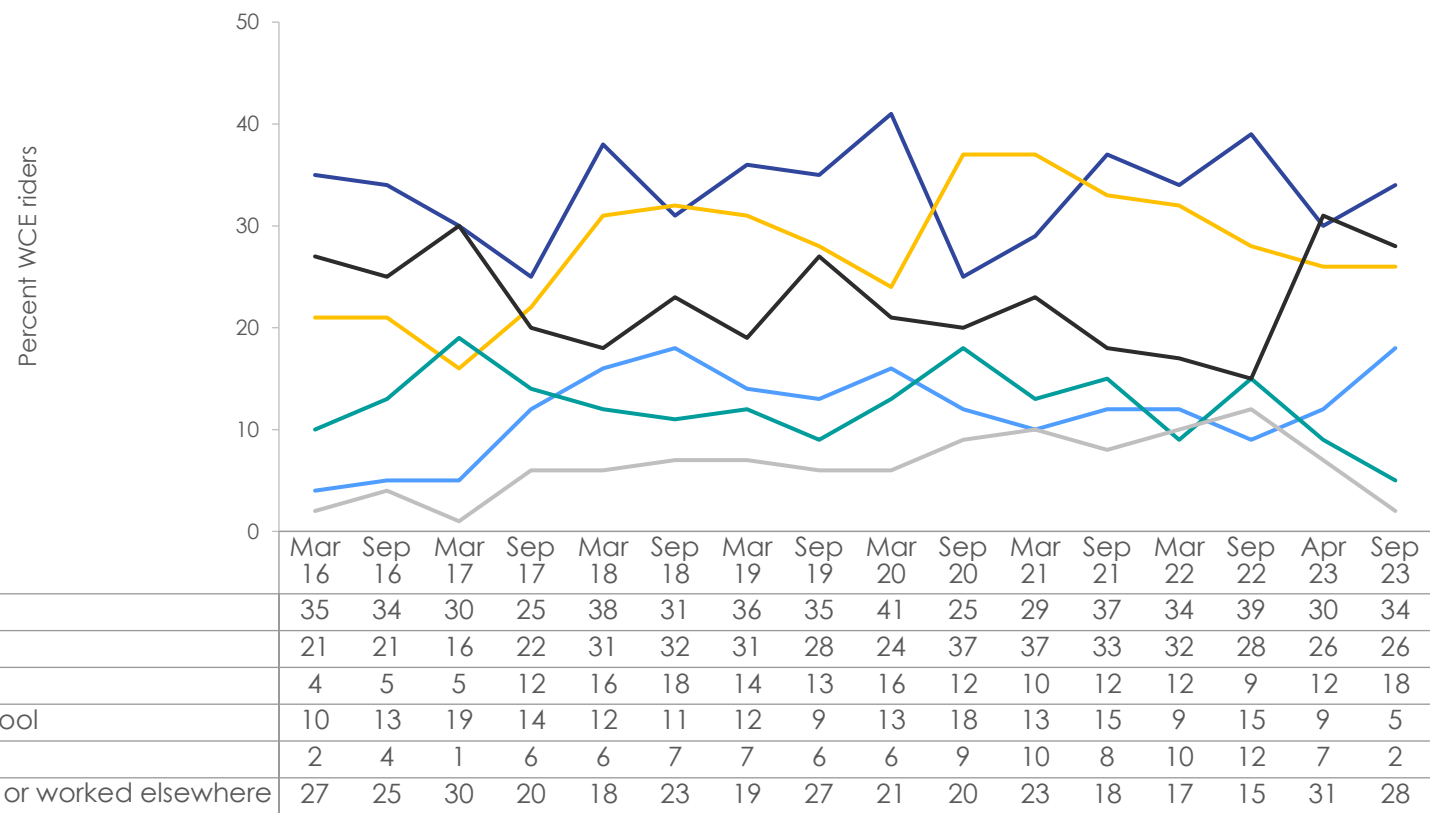- Purpose of transit trips

- Method of fare payment

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?

Percent WCE riders

	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
SOV	35	34	30	25	38	31	36	35	41	25	29	37	34	39	30	34
Bus	21	21	16	22	31	32	31	28	24	37	37	33	32	28	26	26
SkyTrain	4	5	5	12	16	18	14	13	16	12	10	12	12	9	12	18
Car/vanpool	10	13	19	14	12	11	12	9	13	18	13	15	9	15	9	5
Other	2	4	1	6	6	7	7	6	6	9	10	8	10	12	7	2
None/live or worked elsewhere	27	25	30	20	18	23	19	27	21	20	23	18	17	15	31	28

- The proportion of WCE riders who indicate having driven alone (SOV) prior to using the WCE to reach their destination has risen slightly to 34% (from 30% last wave), but it is still down slightly from a year ago (39%).

- Over one-quarter (26%) report having taken the bus prior to starting to take the WCE which is consistent with last wave and down slightly from a year ago (28%).

- The proportion who mention carpooling prior to taking WCE has decreased to 5% (previously 9%), and has also decreased significantly from 15% a year ago.

- Almost three-in-ten (28%) riders did not provide an answer or indicated they lived or worked elsewhere, which is slightly lower than last wave (31%) but significantly higher than September of last year (15%).

Sep 2023 Base = 302

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".
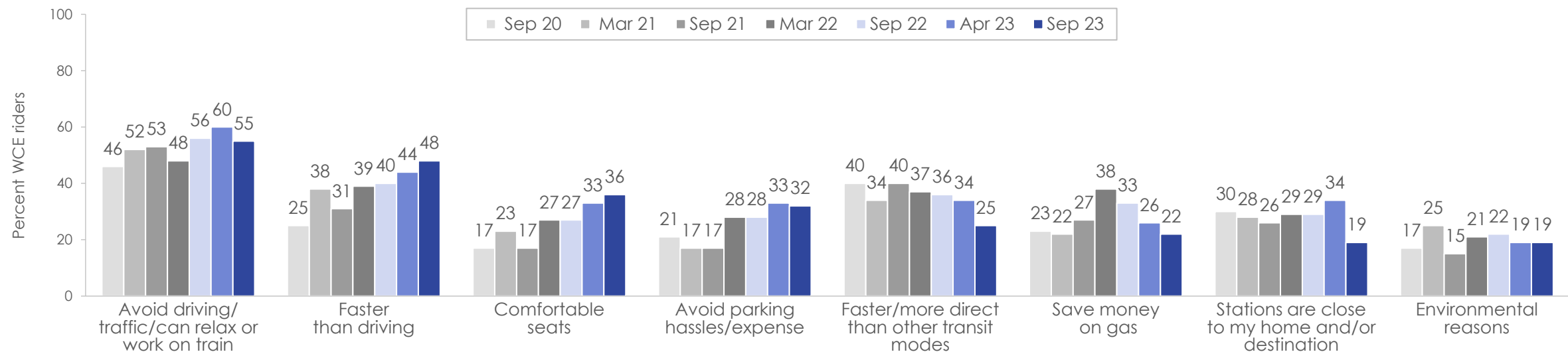
TRANS LINK

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.)
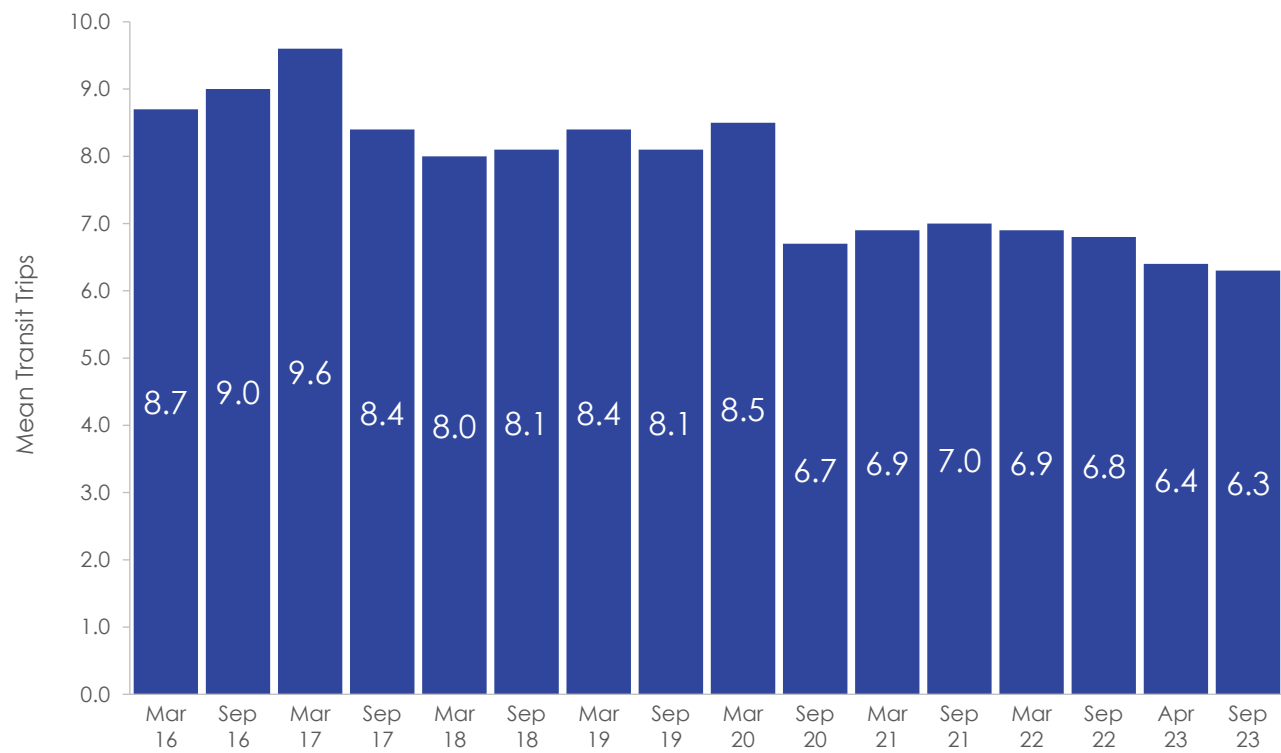

Sep 2023 Base = 302

- The top reason for taking WCE rather than other modes of transportation continues to be to avoid driving/traffic (55%), which is down slightly from 60% last wave and is similar to a year ago (56%). Almost half (48%) mention that it is faster than driving, which is up slightly from last wave (44%) but up significantly from a year ago (40%). Mentions of being faster/more direct than other transit modes (25%) and stations being close to home (19%) saw significant drops from last wave, while comfortable seats (36%) is up slightly from last wave (36%). Avoiding parking (32%) and environmental reasons (19%) are relatively stable. Saving money on gas dropped another 4 ppt this wave to 22% and remains on a downward trend.

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?

Mean Transit Trips

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
8.7	9.0	9.6	8.4	8.0	8.1	8.4	8.1	8.5	6.7	6.9	7.0	6.9	6.8	6.4	6.3

Compared to:	
Apr 2023	_Sep 2022_
-0.1	-0.5

Sep 2023 Base = 302

- The average number of one-way trips made on transit in the last seven days has dropped this wave to 6.3, (down from 6.4 trips on average last wave and 6.8 a year ago).

- Close to one-in-four (38%) WCE riders made 10 or more transit trips in the past week, up slightly from last period (34%) and consistent with a year ago (38%).
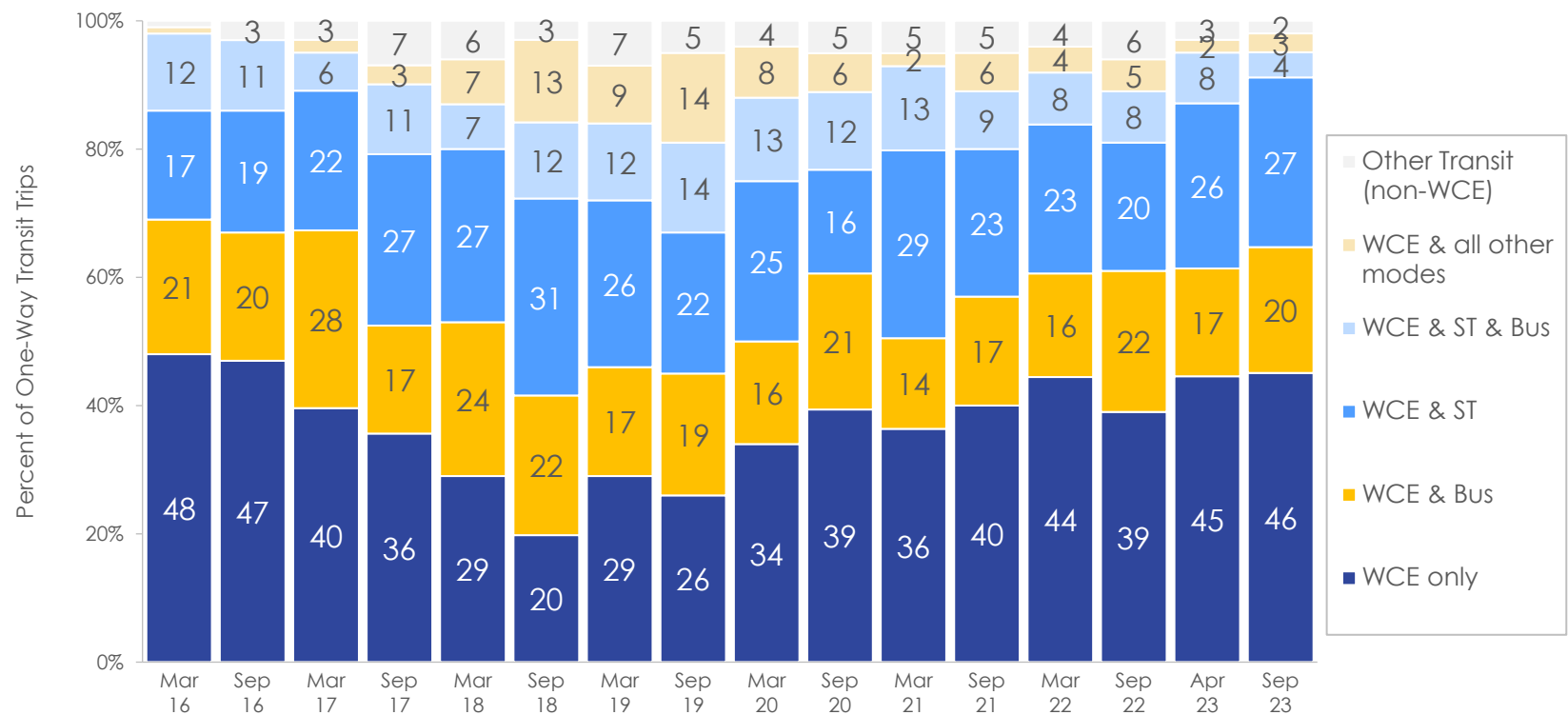
↑ / ↓ = *Significant upward / downward shift*

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 …?

Legend:
- Other Transit (non-WCE)
- WCE & all other modes
- WCE & ST & Bus
- WCE & ST
- WCE & Bus
- WCE only

- This wave, more than four-in-ten trips (46%) were made on West Coast Express only, up marginally from last period (45%) but up by 6 ppt compared to a year ago (39%).

- The proportion of transit trips made using a combination of WCE and bus rose slightly to 20% compared to last wave (17%) but is slightly lower than a year ago (22%). The proportion of trips using WCE and SkyTrain rose by 1 ppt to 27% compared to 26% last wave and increased directionally from 20% a year ago.

- The proportion of trips made using SkyTrain and bus has dropped to 4% from 8% both last period and last year.
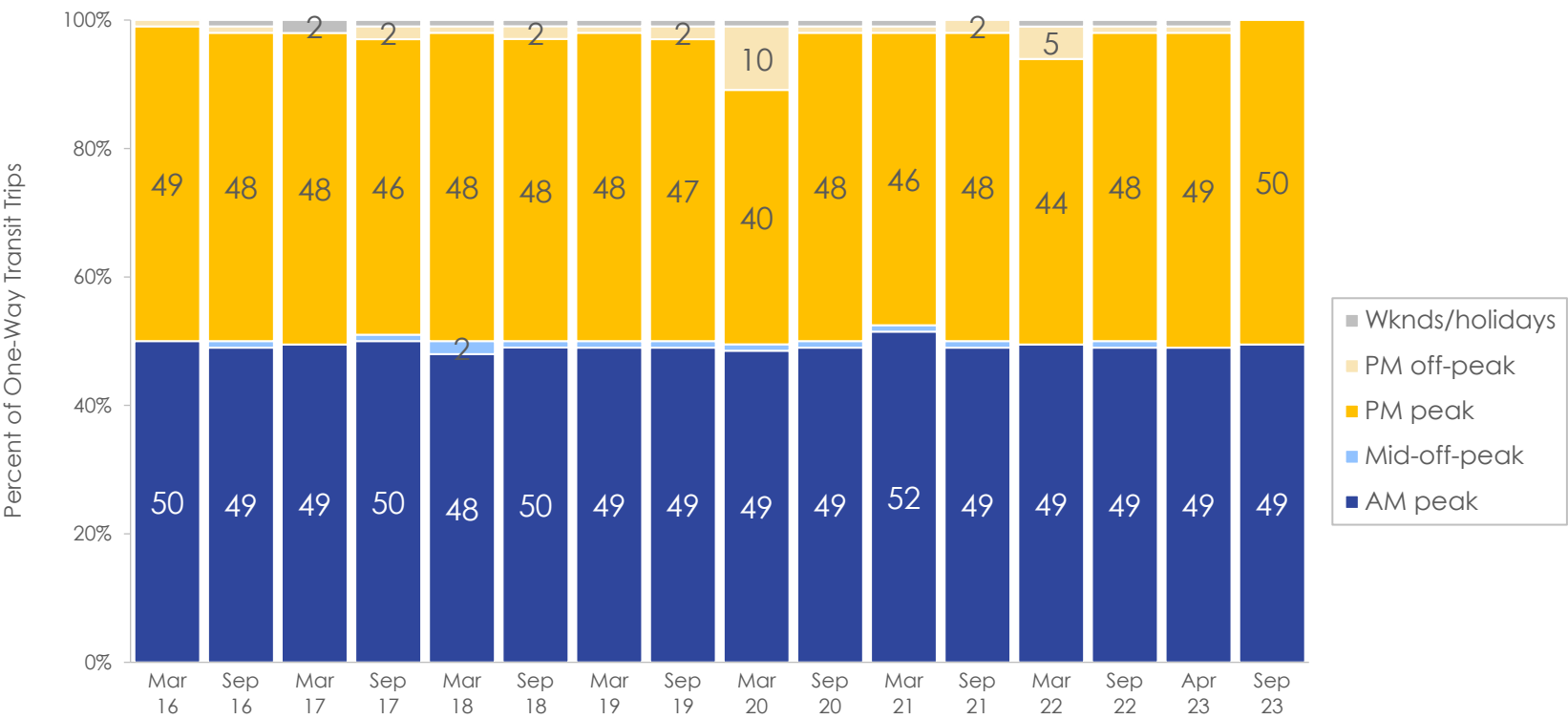
Sep 2023 Base = 302

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 …?

- Unchanged from the previous two years, 49% of transit trips were taken during the AM peak hours. Another 50% of transit trips were taken during the PM peak hours, relatively consistent with last period (49%) and up modestly from a year ago (48%). No riders took transit during the PM off-peak, down from 1% both last period and a year ago.
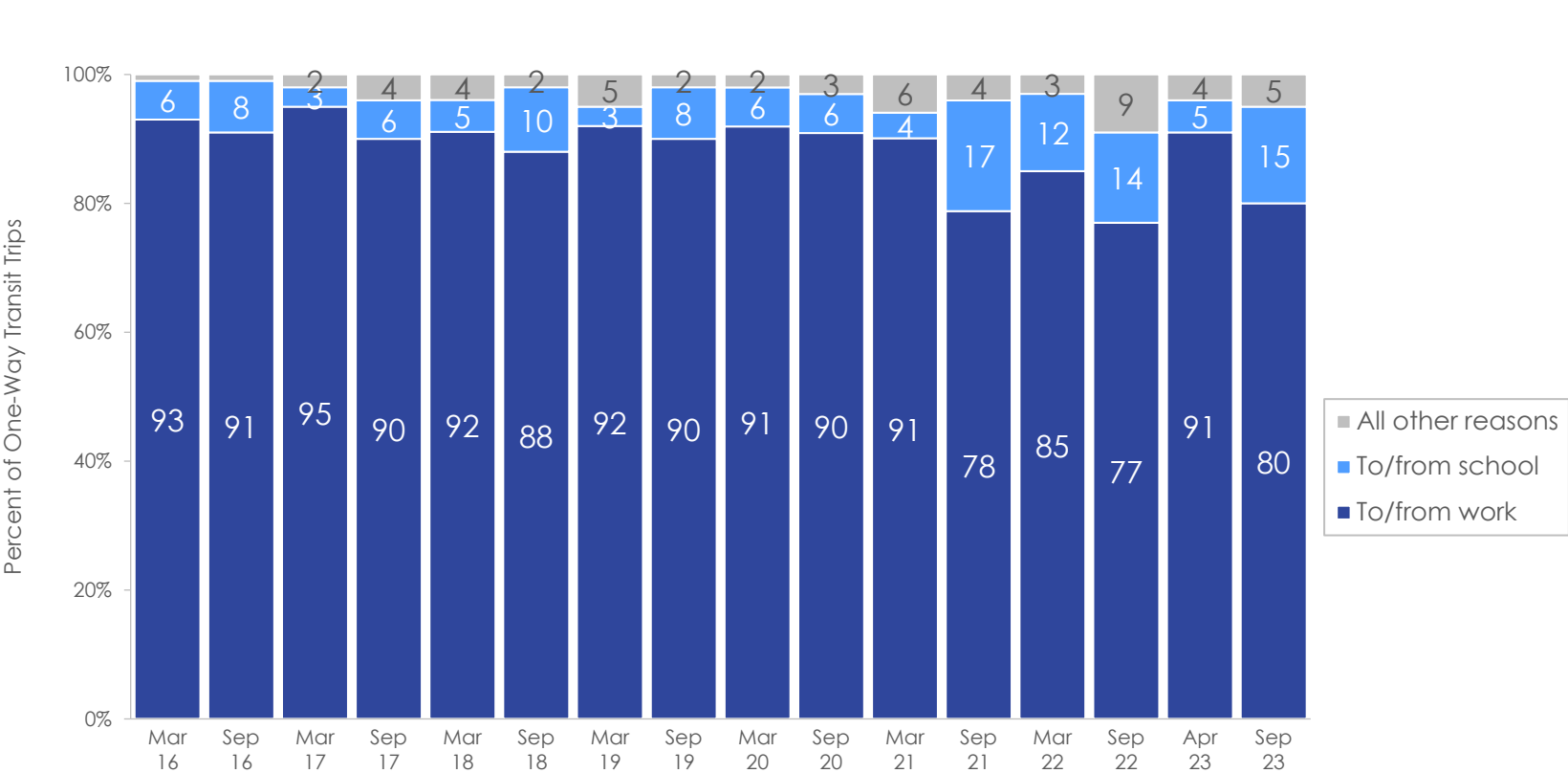
Sep 2023 Base = 302

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 decrease in the proportion of transit trips taken to/from work (80%) compared to last period (91%) but is up slightly from year ago (77%).

- Those using the WCE for their rides to/from school (5%) is up significantly from last wave (5%) but is similar to a year ago (14%).

- Those using the WCE for all other reasons (5%) is similar to last wave (4%) but this is significantly below a year ago (9%).
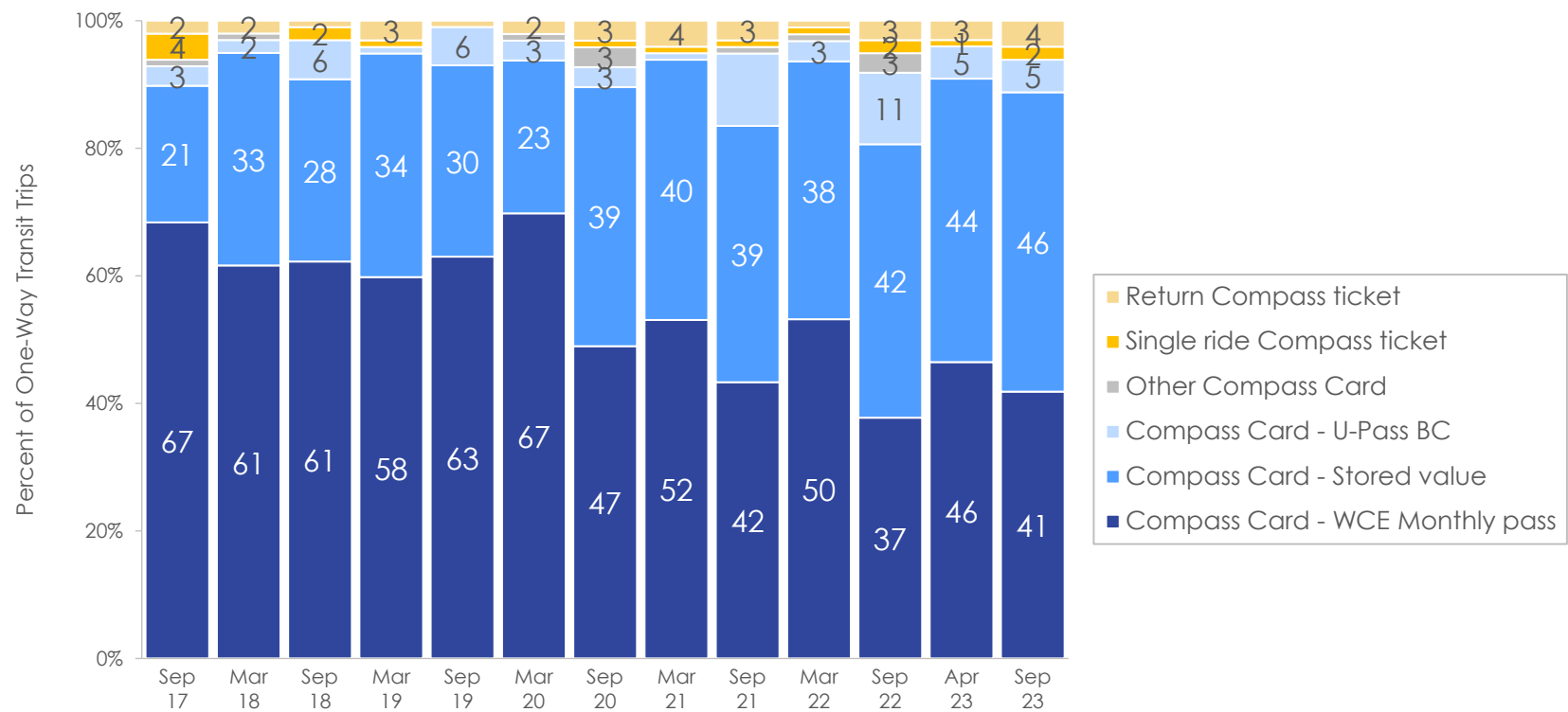
Sep 2023 Base = 302

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 decreased slightly (41% currently, down from 46% last period) but is slightly higher than levels seen a year ago (37%).

- The proportion of transit trips paid for using Stored Value is 46%, up marginally from last period (44%) and slightly more than last year (42%).

- The proportion of U-Pass Users (5%) is unchanged from last period but is down significantly by 6 ppt from a year ago (11%).

Legend:
- Return Compass ticket
- Single ride Compass ticket
- Other Compass Card
- Compass Card - U-Pass BC
- Compass Card - Stored value
- Compass Card - WCE Monthly pass

Sep 2023 Base = 302

Detailed Findings:
Trends in WCE Usage

This section presents trends in West Coast Express Usage And Motivations. It illustrates trends in the following areas:
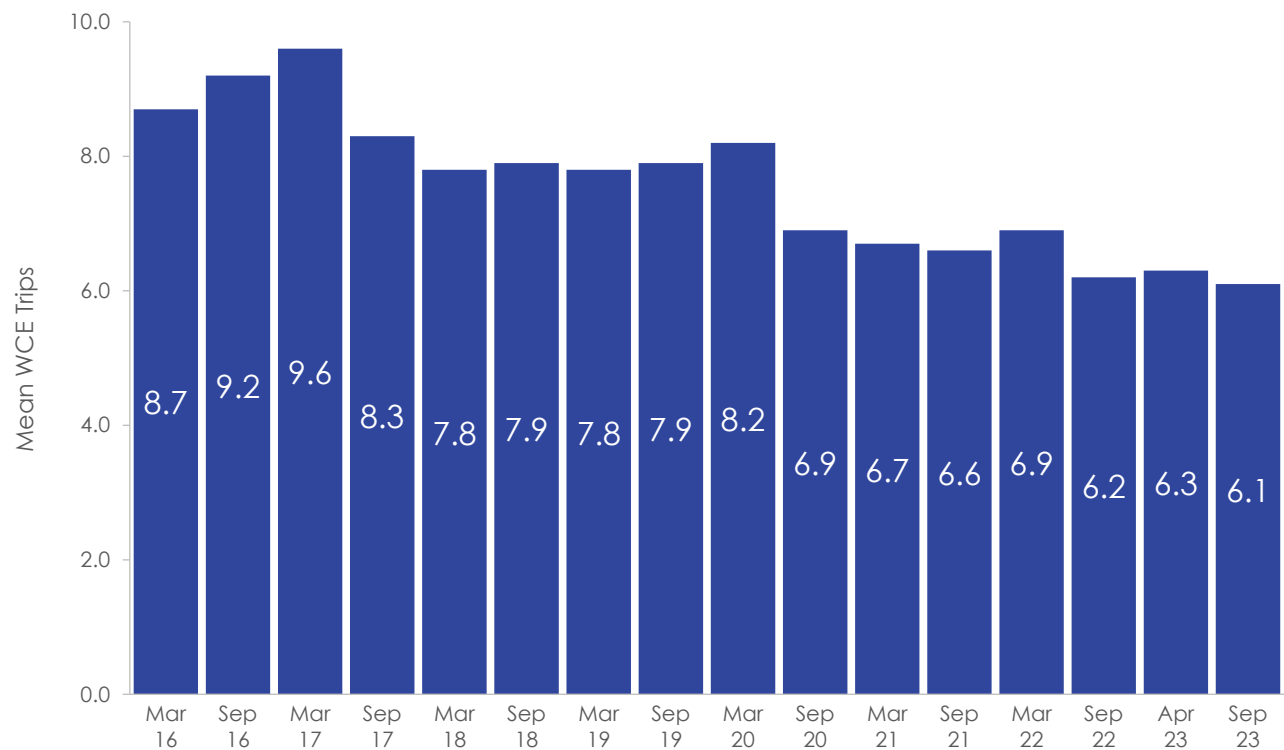
- Average number of trips made on WCE

- 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?

Mean WCE Trips

Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19	Sep 19	Mar 20	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
8.7	9.2	9.6	8.3	7.8	7.9	7.8	7.9	8.2	6.9	6.7	6.6	6.9	6.2	6.3	6.1

Compared to:	
Apr 2023	_Sep 2022_
-0.2	-0.1

Sep 2023 Base = 295

- Riders indicate they make 6.1 one-way trips on WCE in an average week. This is down compared to last wave (6.3) and a year ago (6.2).

- Nearly one-quarter (24%) riders indicate they make at least 10 one-way trips on West Coast Express in a typical week, down significantly from Sept 2022 (34%).
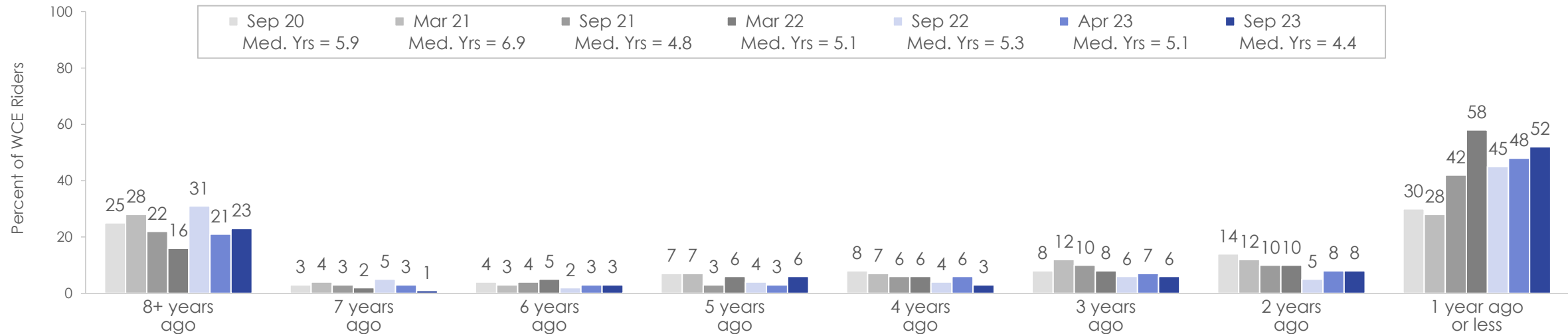
↑ / ↓ = *Significant upward / downward shift*

TRANS LINK

Trends in WCE Usage | DURATION OF WCE USAGE

WHEN STARTED TAKING WCE

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

Legend:
- Sep 20 — Med. Yrs = 5.9
- Mar 21 — Med. Yrs = 6.9
- Sep 21 — Med. Yrs = 4.8
- Mar 22 — Med. Yrs = 5.1
- Sep 22 — Med. Yrs = 5.3
- Apr 23 — Med. Yrs = 5.1
- Sep 23 — Med. Yrs = 4.4

Chart (Percent of WCE Riders), values by category:

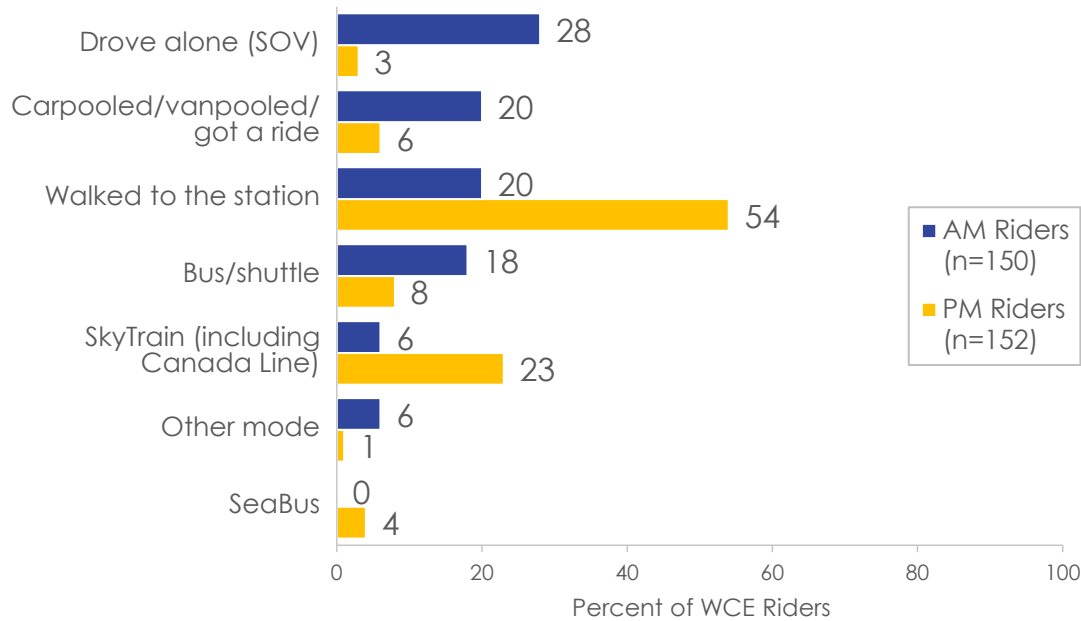| Category	Sep 20	Mar 21	Sep 21	Mar 22	Sep 22	Apr 23	Sep 23
8+ years ago	25	28	22	16	31	21	23
7 years ago	3	4	3	2	5	3	1
6 years ago	4	3	4	5	2	3	3
5 years ago	7	7	3	6	4	3	6
4 years ago	8	7	6	6	4	6	3
3 years ago	8	12	10	8	6	7	6
2 years ago	14	12	10	10	5	8	8
1 year ago or less	30	28	42	58	45	48	52

Sep 2023 Base = 298

- Just over half (52%) of riders indicate they started using WCE in the past year, a slight lift from last wave (48%) and higher than a year ago (45%).

- Conversely, close to one-quarter (23%) have taken WCE for 8 or more years, similar to last wave (21%) but a significant decrease from last year (31%).

TRANS LINK

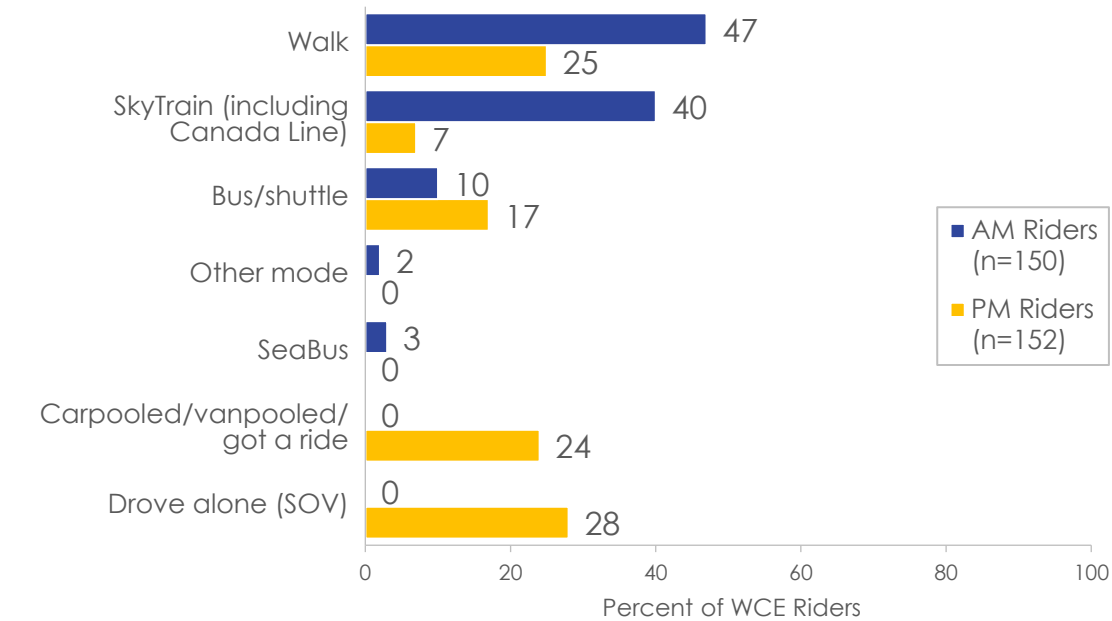# Trends in WCE Usage │MODE TO AND FROM STATION

MODE TO THE BOARDING STATION

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

Chart – Percent of WCE Riders

Mode	AM Riders (n=150)	PM Riders (n=152)
Drove alone (SOV)	28	3
Carpooled/vanpooled/got a ride	20	6
Walked to the station	20	54
Bus/shuttle	18	8
SkyTrain (including Canada Line)	6	23
Other mode	6	1
SeaBus	0	4

Legend: ■ AM Riders (n=150) ■ PM Riders (n=152)

X-axis: Percent of WCE Riders (0–100)

- Among riders who take WCE in the morning, almost three in ten riders (28%) drive to the station alone (down slightly from 28% last wave), while one-in-five (20%) walk to the station (up slightly from 16% last wave but down significantly from 30% September 2022. from 19% March 2022). Carpooling (20%) is down slightly compared to last wave (27%), while those who are taking the bus to the station is down by only 2 ppt (18% currently compared to 16% last wave).

- Those who ride WCE in the afternoon remain most likely to walk to the station (54%, up significantly from 40% last wave) or take the SkyTrain (23%, down slightly from 28% 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?

Chart – Percent of WCE Riders

Mode	AM Riders (n=150)	PM Riders (n=152)
Walk	47	25
SkyTrain (including Canada Line)	40	7
Bus/shuttle	10	17
Other mode	2	0
SeaBus	3	0
Carpooled/vanpooled/got a ride	0	24
Drove alone (SOV)	0	28

Legend: ■ AM Riders (n=150) ■ PM Riders (n=152)
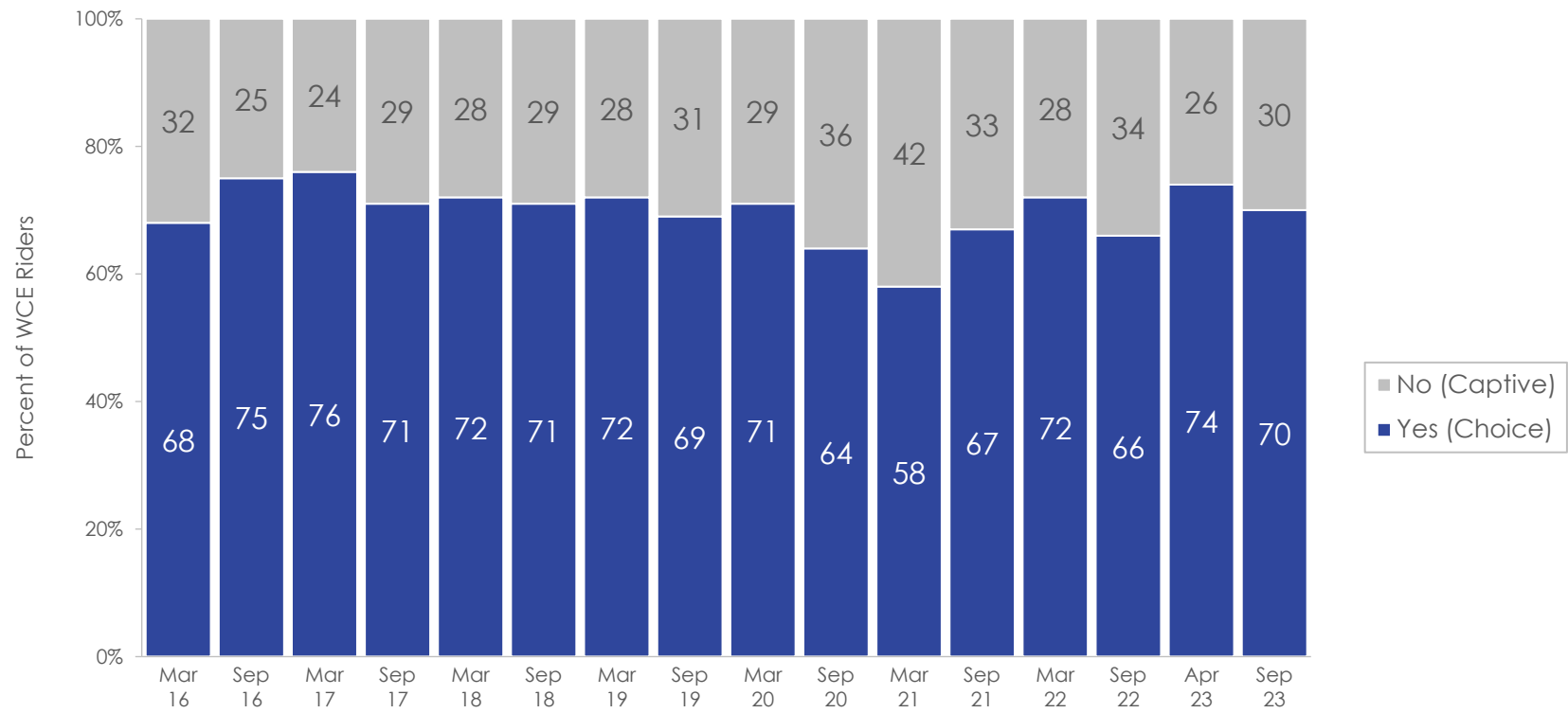
X-axis: Percent of WCE Riders (0–100)

- Those who ride in the morning typically walk to their destination after disembarking the WCE (47%, down slightly from 54% last period) or take the SkyTrain (40%, up significantly from both 29% last period, and from 17% a year ago).

- Afternoon riders tend to drive alone (28%, fairly consistent with both last wave and a year ago), walk (25%, fairly consistent with both last wave and a year ago), carpool/vanpool (24%, consistent with last wave and down slightly from 28% last year), or take a bus/shuttle (17%, down slightly from 19% last wave) to get to their destination.

TRANS LINK

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?

Percent of WCE Riders

|	No (Captive)	Yes (Choice)
Mar 16	32	68
Sep 16	25	75
Mar 17	24	76
Sep 17	29	71
Mar 18	28	72
Sep 18	29	71
Mar 19	28	72
Sep 19	31	69
Mar 20	29	71
Sep 20	36	64
Mar 21	42	58
Sep 21	33	67
Mar 22	28	72
Sep 22	34	66
Apr 23	26	74
Sep 23	30	70

- Three-in-ten (30%) are Captive riders, who do not have regular access to a vehicle; a slight increase from 26% last wave but down slightly from 34% a year ago.

- Conversely, seven-in-ten (70%) are Choice riders; a slight decrease from 74% last wave and up slightly from 66% in September of last year.

Sep 2023 Base = 297

TRANS LINK

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?
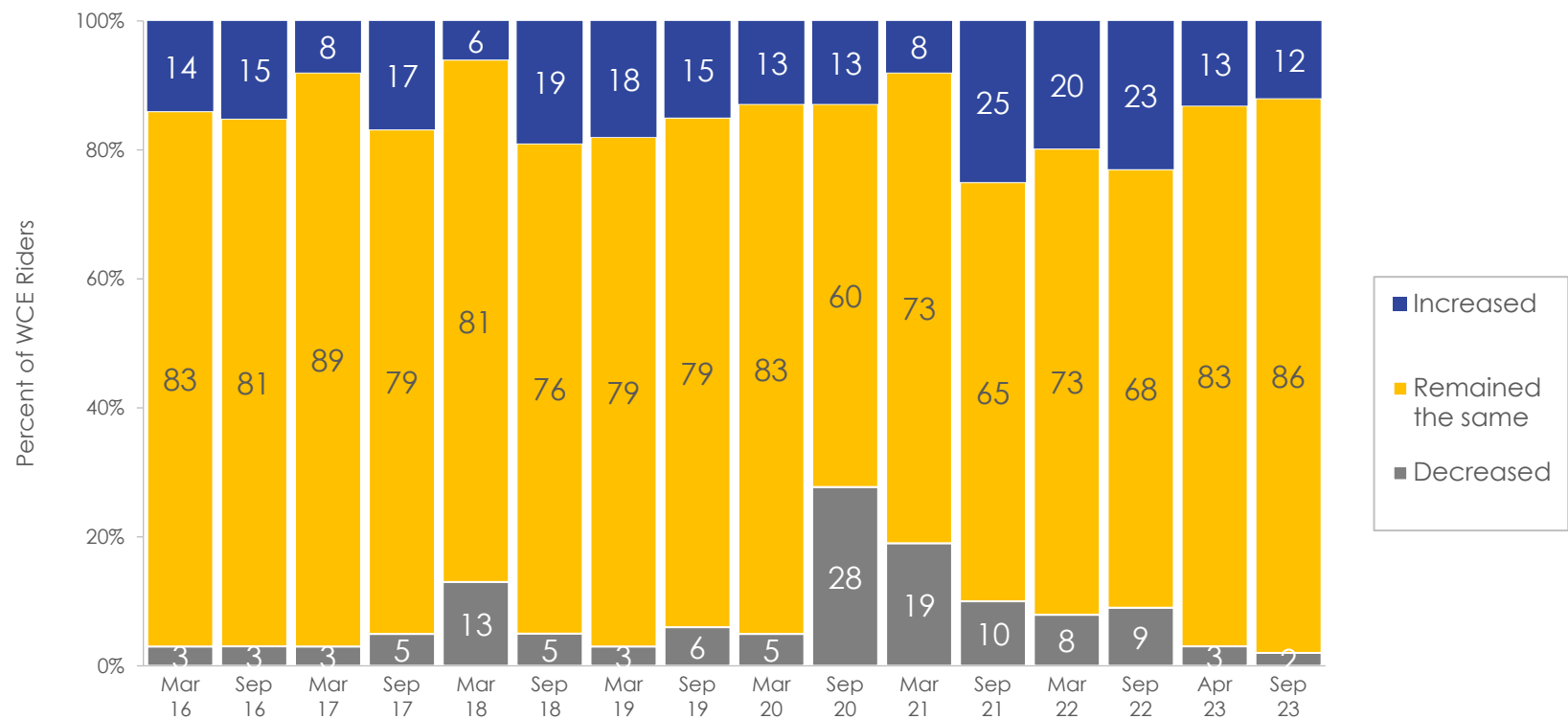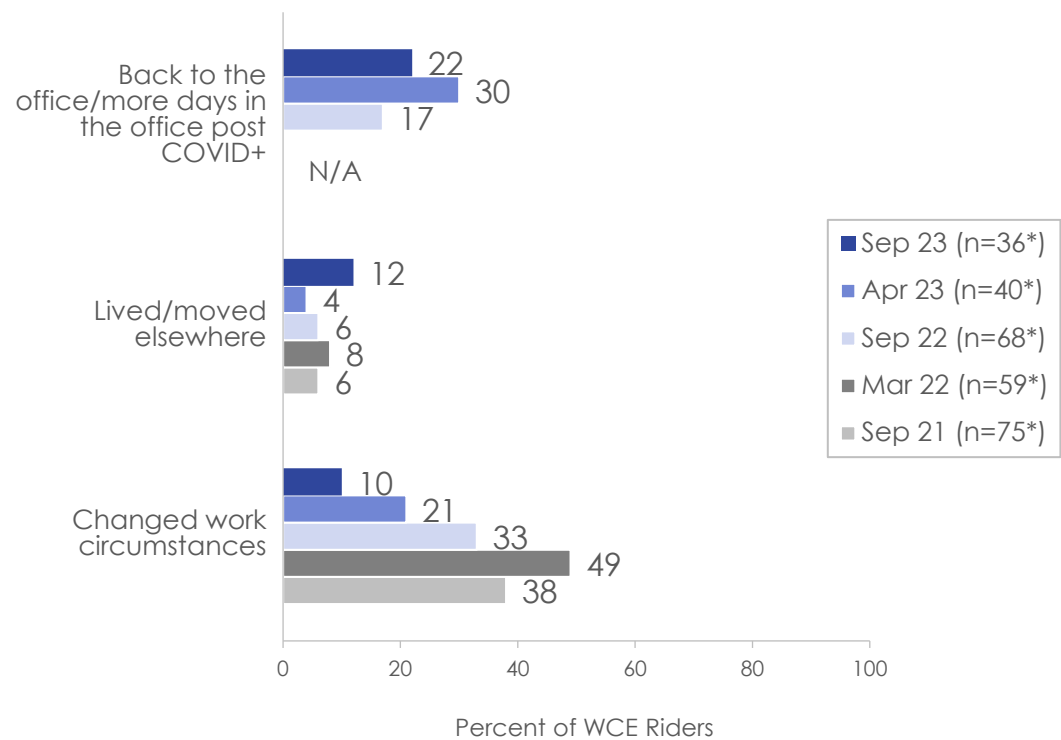

- Only 12% of riders indicate their usage of WCE has increased compared to six months ago. This is fairly stable with last period (13%) but a significant drop from a year ago (23%).

- Over eight-in-ten (86%) indicate their WCE usage has stayed the same, which is up slightly from the previous period (83%) and up significantly from a year ago (68%).

- The remaining 2% of riders indicate their usage of WCE has decreased. This is fairly consistent with last period (3%) but down significantly from the same period last year (9%).

Sep 2023 Base = 296

REASONS FOR RIDING MORE OFTEN

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

Legend:
- Sep 23 (n=36*)
- Apr 23 (n=40*)
- Sep 22 (n=68*)
- Mar 22 (n=59*)
- Sep 21 (n=75*)

Back to the office/more days in the office post COVID+: 22, 30, 17, N/A

Lived/moved elsewhere: 12, 4, 6, 8, 6

Changed work circumstances: 10, 21, 33, 49, 38

Percent of WCE Riders

- Over one-in-five (22%) riders indicate being back at the office as a top reason for riding the WCE more often, which is down from 30% last wave. Over one-in-ten (12%) indicate they lived elsewhere or moved, up from 4% last wave. One-in-ten (10%) riders indicate the top reason for riding WCE more often than six months ago is changing work circumstances. This is down from last wave (21%) and is continuing on a downward trend.

REASONS FOR RIDING LESS OFTEN

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

Legend:
- Sep 23 (n=6**)
- Apr 23 (n=11*)
- Sep 22 (n=28*)
- Mar 22 (n=23*)
- Sep 21 (n=31*)

Changed work circumstances: 22, 35, 3, 66

Base size too small to display data this wave

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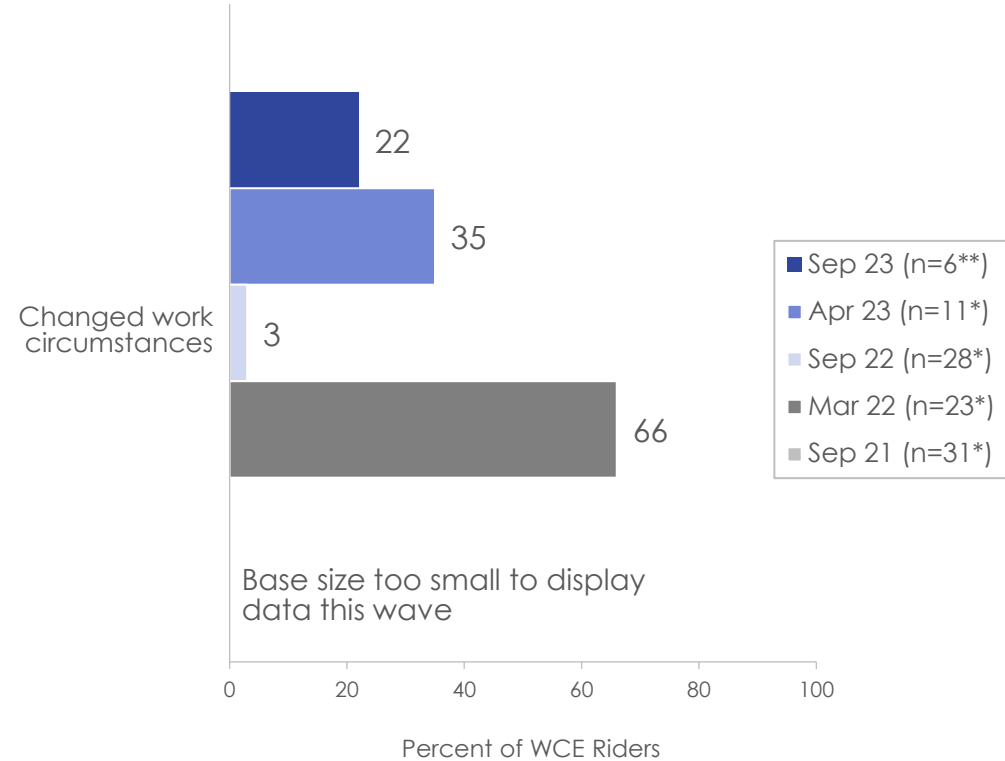
- Among those who report riding WCE less often than they did six months ago, Changing work circumstances is the top reason (35%, up from 3% last period but down from 66% a year ago). Base sizes are very small so results are only qualitative.

* Caution: small base size.
+ New code added in September 2022.
<6 mentions in current wave not shown.

TRANS LINK

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

Seven-in-ten (70%) of riders are classified as Choice riders, who have access to a vehicle for the WCE trips they make. The remaining 30% are Captive riders with no vehicle access. The proportion of Captive riders is up slightly from last period (26%) while the proportion of Choice riders is down slightly from last period (74%).

70% CHOICE RIDER CHARACTERISTICS

- Choice Riders are more likely than Captive Riders to be aged 35-54 (52% vs. 26% respectively), or employed full-time (85% vs. 62% respectively). As a result, they are also more likely to take the WCE for work purposes (86% vs. 64% respectively).

- Are more affluent than Captive Riders (56% with a household income of $95,000 or more (vs. 26% of Captive Riders).

- Among all trips taken in the past 7 days, Choice Riders are more likely than Captive Riders to take WCE only (48% vs. 39%), or take WCE and SkyTrain (31% vs. 16%).

- They are also more likely to have paid with a Stored Value (49% vs. 39%).

- More likely to drive alone to get to WCE (22% vs. 0%), or by carpool/vanpool (16% vs. 5%).

30% CAPTIVE RIDER CHARACTERISTICS

- Captive Riders are more likely than Choice Riders to be aged 18 to 24 (32% vs. 5%, respectively), be retired (8% vs. 2% respectively), or a full time student compared to Choice Riders (20% vs. 5% respectively). As a result, they are more likely than Choice Riders to travel on WCE for school (25% vs. 10%).

- Are less affluent than Choice riders (or have a household income of under $45,000 (30% vs. 9%).

- Among all trips taken in the past 7 days, Captive Riders are more likely than Choice Riders to take WCE and Bus (31% vs.15%), or a combination of WCE, Bus and SkyTrain (7% vs 2%).

- They are also more likely to have paid with a U-Pass BC (11% vs. 3%).

- More likely to bus to get to WCE (23% vs.9%), and more likely to bus when getting off the WCE (23% vs. 8%) than Choice Riders.

TRANS LINK

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 increased slightly to 38% (from 34% last period), Meanwhile, while the proportion of Medium Frequency riders has dropped significantly to 34% vs. last wave (46%) but is similar to last year (36%). and the proportion of Low Frequency riders is up significantly to 26% vs. last wave (20%) but is consistent with last year (27%).

38% — HIGH FREQUENCY RIDER CHARACTERISTICS

- Make the most one-way trips in an average week on transit (9.65 trips vs. 5.21 trips for Medium Frequency Riders and 1.84 trips for Low Frequency riders).
- More likely to be employed full-time (84% vs. 71% for Low Frequency riders).
- More likely to travel on WCE for work purposes (85% vs. 74% for Medium Frequency Riders and 70% for Low Frequency riders).
- More likely to pay for transit fare with a WCE Monthly Pass (57% vs. 18% for Medium Frequency riders and 6% for Low Frequency riders).
- More likely to provide top ratings for: Convenient Hours of Operation (63% vs. 34% for Medium Frequency riders).

36% — MEDIUM FREQUENCY RIDER CHARACTERISTICS

- More likely to be a full time student (15% vs. 4% for Low Frequency riders).
- More likely to take WCE for school purposes (22% vs. 12% for High Frequency riders and 6% for Low Frequency riders).
- More likely to take WCE and SkyTrain and bus (7% vs. 2% for High Frequency riders).
- More likely to have paid with Stored Value (67% vs. 34% for High Frequency riders).
- More likely to provide top ratings for: Trip Duration (99% vs. 92% for High Frequency riders and 93% for Low Frequency riders).

26% — LOW FREQUENCY RIDER CHARACTERISTICS
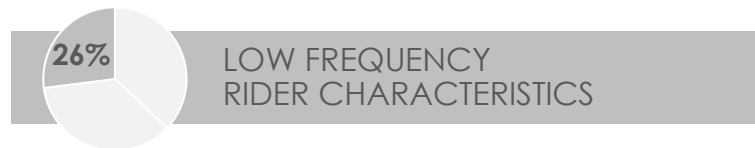
- More likely to be aged 65 or more (12% vs. 3% for High Frequency riders and 2% for Medium Frequency riders).
- More likely to be retired (13% vs 1% for Medium Frequency riders and 1% for High Frequency riders).
- More likely to take WCE for personal business (10% vs. 1% for Medium Frequency riders and 0% for High Frequency riders). More likely to take WCE for entertainment/social reasons(10% vs. 3% for Medium Frequency riders and 2% for High Frequency riders).
- More likely to take WCE only (52% vs. 42% for Medium Frequency riders).
- More likely to pay for transit fare with a Compass Ticket (21% vs. 5% for Medium Frequency riders and 3% for High Frequency riders), or to have paid with Stored Value (63% vs. 34% for High Frequency riders).
- More likely to provide top ratings for: Convenient Hours of Operation (58% vs. 34% for Medium Frequency riders), and Safe West Coast Express equipment provides a safe ride (100% vs. 94% for High Frequency riders).

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 MAR 2019	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS Sep 2022	WCE RIDERS Apr 2023	WCE RIDERS Apr 2023	WCE RIDERS APR 2023	WCE RIDERS SEP 2023
BASE	2,000	750	309	304	307	296	294	307	304	310	307	302
AGE[3]:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	12	16	10	13	11	15	10	16	13	12	6	14
25 – 34	18	21	19	21	30	22	21	24	26	24	29	26
35 – 44	18	16	22	26	22	23	24	22	25	27	28	26
45 – 54	20	17	27	23	21	18	17	17	17	17	23	17
55 – 64	16	8	17	12	14	17	19	17	14	13	11	12
65 and older	17	20	5	6	2	6	8	5	5	6	4	5
GENDER[3]:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	50	39	42	41	44	39	44	43	42	45	38
Female	52	50	61	58	59	56	61	56	55	57	54	61
Non-binary/gender fluid	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	1	1
Prefer not to say	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	-	<1	1
EMPLOYMENT[3]:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	57	52	85	83	87	75	73	71	80	75	84	78
Employed part-time	13	13	6	6	5	11	10	8	7	10	7	6
Student (FT/PT)	5	14	4	8	7	6	9	16	14	13	6	11
Homemaker	2	3	1	-	-	-	<1	<1	<1	1	-	-
Retired	18	19	3	3	1	4	4	3	2	4	3	4
Not employed	3	5	1	1	1	4	4	2	1	1	<1	1
Refused	1	2	-	-	-	-	-	-	-	-	-	-
EDUCATION[3]:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	21[2]	4	<1	2	2	3	3	1	2	1	1	2
Graduated high school		14	11	13	12	12	14	17	15	11	14	15
Voc./college/tech.	26	16	27	18	23	34	30	26	19	22	23	20
Some university	7	11	10	11	9	10	15	11	10	12	7	8
Graduated university	45	52	51	58	54	41	38	46	55	54	55	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).

TRANS LINK

DEMOGRAPHICS

	METRO VAN POP. 18 YEARS OR OLDER[1]	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	WCE RIDERS MAR 2019	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS Sep 2022	WCE RIDERS Apr 2023	WCE RIDERS Apr 2023	WCE RIDERS APR 2023	WCE RIDERS SEP 2023
BASE	2,004	750	309	304	307	296	294	307	304	310	307	302
HOUSEHOLD INCOME[2]:	%	%	%	%	%	%	%	%	%	%	%	%
Less than $25,000	7	n/a	2	4	5	9	11	9	10	7	5	6
$25,000 - $44,999	11	n/a	9	7	6	12	12	6	9	10	7	9
$45,000 - $64,999	10	n/a	19	22	16	20	18	21	23	22	22	14
$65,000 or more	**54**	**n/a**	**70**	**66**	**73**	**59**	**58**	**64**	**58**	**61**	**66**	**77**
$65,000 - $84,999	n/a	n/a	11	16	16	20	16	21	18	14	18	17
$85,000 or more	**n/a**	**n/a**	**59**	**51**	**57**	**39**	**42**	**43**	**40**	**47**	**48**	**52**
$85,000 - $94,999	n/a	n/a	10	8	7	10	8	10	8	8	10	5
$95,000 or more	**n/a**	**n/a**	**49**	**43**	**50**	**29**	**34**	**33**	**32**	**39**	**38**	**47**
Refused/don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
MUNICIPALITY OF RESIDENCE:	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	**13**	**9**	**83**	**83**	**85**	**73**	**76**	**72**	**78**	**80**	**76**	**80**
Port Coquitlam/Coquitlam	n/a	6	44	40	42	29	34	29	32	39	35	35
Maple Ridge	n/a	2[3]	21	20	21	26	26	22	20	18	19	19
Port Moody/Belcarra/Anmore	n/a	1	11	15	15	10	9	11	14	14	15	20
Pitt Meadows	n/a	n/a	7	8	7	8	8	10	6	8	7	6
Unspecified	-	-	-	-	-	-	-	-	-	-	-	-
Surrey/North Delta/Langley/White Rock	**28**	**17**	**4**	**3**	**4**	**4**	**2**	**5**	**4**	**2**	**6**	**3**
Outside Metro Vancouver	**n/a**	**n/a**	**10**	**9**	**9**	**17**	**14**	**17**	**11**	**12**	**9**	**13**
Burnaby/New Westminster	**13**	**16**	**<1**	**3**	**-**	**1**	**2**	**1**	**1**	**<1**	**3**	**<1**
Vancouver	**28**	**38**	**<1**	**1**	**1**	**2**	**1**	**<1**	**1**	**<1**	**4**	**<1**
Richmond/South Delta	**11**	**11**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
North Shore	**8**	**10**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Mission	n/a	n/a	4	4	5	11	10	11	7	6	5	8
Abbotsford	n/a	n/a	4	5	3	5	4	5	3	3	3	4
Chilliwack	n/a	n/a	1	-	<1	-	-	1	-	3	1	1
Other	n/a	n/a	1	1	-	2	<1	-	-	1	<1	<1
Unspecified	-	-	-	-	-	-	-	-	-	5	-	-
Refused	n/a	n/a	2	2	2	3	5	6	5	-	2	3

[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 MAR 2019	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS Sep 2022	WCE RIDERS Apr 2023	WCE RIDERS Apr 2023	WCE RIDERS APR 2023	WCE RIDERS DRP 2023
BASE	2,004	750	309	304	307	296	294	307	304	310	307	302
IDENTIFY AS FIRST NATIONS, INTUIT OR MÉTIS[2]:	%	%	%	%	%	%	%	%	%	%	%	%
Yes	n/a	3	n/a	n/a	n/a	n/a	n/a	n/a	3	4	2	2
ETHNIC OR CULTURAL IDENTITY:	%	%	%	%	%	%	%	%	%	%	%	%
Caucasian	n/a	48	n/a	n/a	n/a	n/a	n/a	n/a	66	60	58	62
Chinese	n/a	16	n/a	n/a	n/a	n/a	n/a	n/a	9	11	13	9
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	7	9	7	7
Latin American	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	4	4	4	5
Filipino	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	7	6	6	4
Korean	n/a	<1	n/a	n/a	n/a	n/a	n/a	n/a	<1	1	1	3
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	1	3	2	2
West Asian (e.g., Iranian, Afghan, etc.)	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	2	2	4	1
Black	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	2	2	1	1
Japanese	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	2	2	1	1
Indigenous	n/a	-	n/a	n/a	n/a	n/a	n/a	n/a	1	1	1	1
Arab	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	1	<1	1	1
Mixed race	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	1	1	2	2

TRANS LINK

WEST COAST EXPRESS

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 Meadow...	

...RVEYING:
This **morning**, how did you

...VEYING:
This **afternoon**, how did you
...ODES.

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

WEST COAST EXPRESS   TransLink Customer Servic...

Interviewer Name: _____

A1. Date:		M	T	W
	Sept	12	13	14
	Sept	19	20	2

A2. Train Departure Time:

	Train 1	Tra...
AM-Train Left Mission at	5:25 AM	5:5...
	□¹	□²

	Train 6	T...
PM-Train Left Waterfront at	3:50 PM	...
	□⁶	

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

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

1. ...ANK AND END ...
...NUE

2. No

A4. Do you or does anyone in your ho...
... SkyTrain or West Coast...

Interviewer Name: _____

A1. Date:

		M	T	W	Th	F
	Sept	11	12	13	14	15
	Sept	18	19	20	21	22

A2. Train Departure Time:

	Train 1	Train 2	Train 3	Train 4	Train 5
AM–Train Left Mission at	5:25 AM	5:55 AM	6:25 AM	6:55 AM	7:25 AM
	❑[1]	❑[2]	❑[3]	❑[4]	❑[5]

	Train 6	Train 7	Train 8	Train 9	Train 10
PM–Train Left Waterfront at	3:50 PM	4:20 PM	4:50 PM	5:30 PM	6:20 PM
	❑[6]	❑[7]	❑[8]	❑[9]	❑[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 April 2023?

    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.**

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		8

PM EASTBOUND 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)_____

Ipsos

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.**

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

❑[1] Walk from the station

❑[2] Carpool/vanpool / get a ride

❑[3] Bicycle

❑[4] Motorcycle

❑[5] Taxi

❑[6] Drive alone (SOV)

❑[7] Bus / shuttle ⟶ **specify route #:_____**

❑[8] SkyTrain→Is it the Canada Line?

      ❑[1] Yes

      ❑[2] No

❑[9] Other (specify)_____

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-l MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]**

_____ a. West Coast Express only

_____ b. West Coast Express and bus

_____ c. West Coast Express and SkyTrain

_____ d. West Coast Express & SkyTrain & bus

_____ e. West Coast Express and another
      transit mode

_____ f. Bus only

_____ g. SkyTrain only

_____ h. SeaBus only

_____ i. Bus and SkyTrain

_____ 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 <u>month</u>, 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.

<u>Very Poor</u>   <u>Excellent</u>
☐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

<u>Very Poor</u>   <u>Excellent</u>
☐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

<u>Very Poor</u>   <u>Excellent</u>
☐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

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

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

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

_____

e1) Feeling safe from crime in WCE parking lots

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

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

_____

e) Having enough parking at the WCE parking lots

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

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

_____

f) Value for the money

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

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

_____

g) Convenient hours of operation

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

When would you like the service to be available?

□¹ Earlier westbound   □⁴ Earlier eastbound
□² Later westbound   □⁵ Later eastbound
□³ Mid-day   □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   Excellent

$\square^1$ $\square^2$ $\square^3$ $\square^4$ $\square^5$ $\square^6$ $\square^7$ $\square^8$ $\square^9$ $\square^{10}$

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

_____

o) Not being overcrowded

Very Poor   Excellent

$\square^1$ $\square^2$ $\square^3$ $\square^4$ $\square^5$ $\square^6$ $\square^7$ $\square^8$ $\square^9$ $\square^{10}$

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: Jan^1 Feb^2 Mar^3 Apr^4 May^5 Jun^6 Jul^7 Aug^8 Sep^9 Oct^{10} Nov^{11} Dec^{12}

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

$\square^0$ **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?

$\square^1$ Carpool/vanpool $\square^7$ Bus

$\square^2$ Walk $\square^8$ Other (specify) _____

$\square^3$ Bicycle

$\square^4$ Motorcycle $\square^9$ N/A – New to the area served by WCE

$\square^5$ Taxi

$\square^6$ 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**

❑^{1} Avoid parking hassles / expense

❑^{2} Avoid driving / traffic / can relax or work on train

❑^{3} Comfortable seats

❑^{4} Faster than driving

❑^{5} Faster / more direct than other transit modes

❑^{6} Stations are close to my home and / or destination

❑^{7} Save money on gas

❑^{8} Environmental reasons

❑^{9} Other (specify) _____

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?

<u>Not at all likely</u>   <u>Extremely likely</u>

❑^{0} ❑^{1} ❑^{2} ❑^{3} ❑^{4} ❑^{5} ❑^{6} ❑^{7} ❑^{8} ❑^{9} ❑^{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.