Customer Service Performance
March 2016
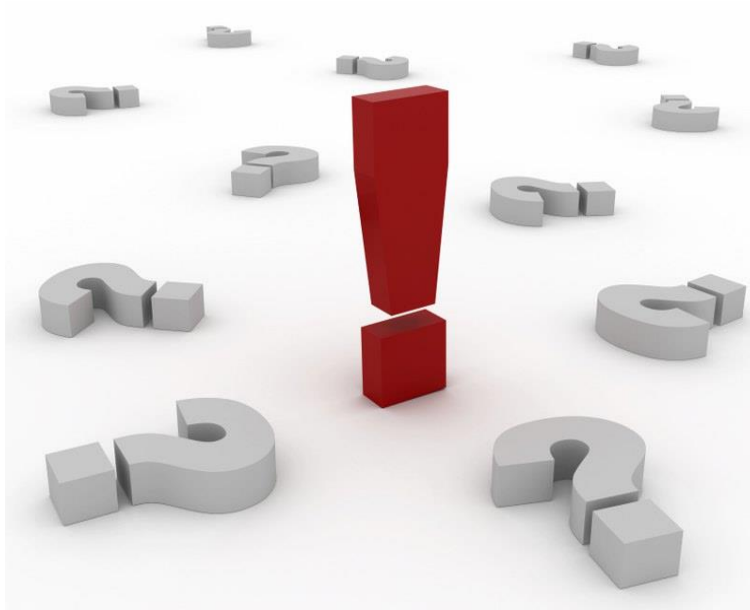
West Coast Express

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

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

- **After experiencing a drop in performance in 2015, WCE's Overall Service has returned to its previous levels, earning good-to-excellent scores from eight-in-ten WCE riders (83%) this period.** This also results in a stronger average score of 8.5 out of 10.

- **WCE consistently performs well on Safe from Crime On-board and at the Station (94%), Vehicle and Station Cleanliness (93%), Safe Equipment (93%), and Courteous, Competent, Helpful Staff (91%).**

- **On-time, Reliable Service and Good Connections show strong improvements this wave (73% and 66% respectively),** jumping by at least 12 percentage points from 2015.
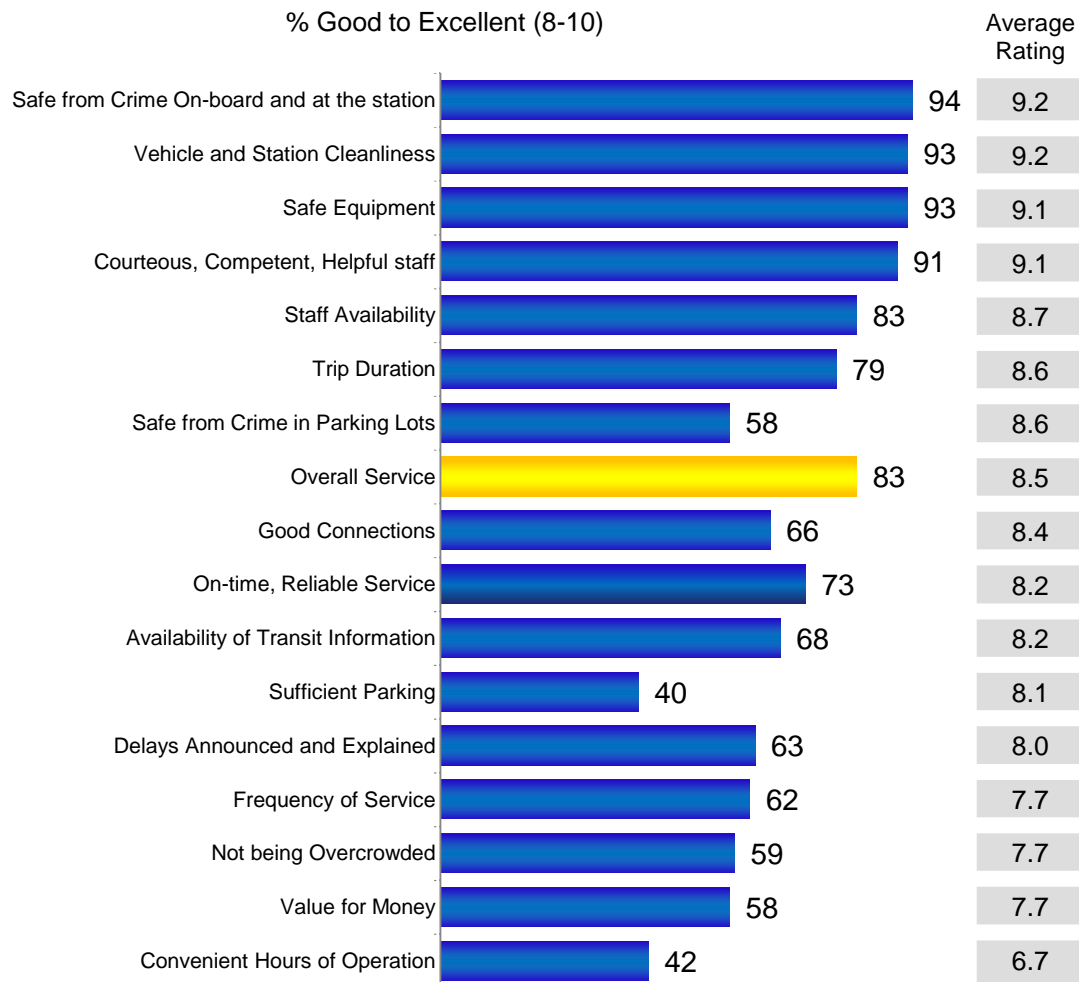
- **WCE riders make an average of 8.7 one-way transit trips in the last seven days, which is the same as the average number of WCE trips that they make in a typical week.** In particular, close to one-half of transit trips (48%) that were taken by WCE riders were made using WCE exclusively.

- **Similar to historical trends, the majority of WCE riders (83%) have not changed their WCE usage frequency in the last six months.** However, the proportion of those who report using WCE more often has increased wave-over-wave (from 5% in March 2014 to 14% this period).

- **This period, the most frequently used fare payment method for transit trips is a WCE Monthly Pass (75% of transit trips)**, which is significantly higher than last September (45%). On the contrary, Stored Value has become a less popular method of payment compared to the previous wave (19% versus 47%).

Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Attribute	% Good to Excellent	Average Rating
Safe from Crime On-board and at the station	94	9.2
Vehicle and Station Cleanliness	93	9.2
Safe Equipment	93	9.1
Courteous, Competent, Helpful staff	91	9.1
Staff Availability	83	8.7
Trip Duration	79	8.6
Safe from Crime in Parking Lots	58	8.6
Overall Service	83	8.5
Good Connections	66	8.4
On-time, Reliable Service	73	8.2
Availability of Transit Information	68	8.2
Sufficient Parking	40	8.1
Delays Announced and Explained	63	8.0
Frequency of Service	62	7.7
Not being Overcrowded	59	7.7
Value for Money	58	7.7
Convenient Hours of Operation	42	6.7

Mar 2016 Base = 314-321

Performance on Specific Attributes

- WCE's Overall Service is rated highly by eight-in-ten riders (83%), which is a significant jump from last wave and a year ago (71% and 73% respectively). The average score has also improved to 8.5 out of 10.

- No service attributes have shown a significant drop in their performance this wave. However, scores for On-time Reliable Service (73%) and Good Connections (66%) have increased substantially by at least 12 percentage points compared to either of the research periods in 2015. This would have contributed to the higher rating for overall service.

- Value for money has also shown improvements from last September (58%, up 9 percentage points).

- Safe from Crime On-board and at the Station, Vehicle and Station Cleanliness, Safe Equipment and Courteous, Competent, Helpful Staff continue to be the top-performing attributes, earning a good-to-excellent score from at least nine-in-ten WCE riders.

- Convenient Hours of Operation continues to receive the lowest average score (6.7 out of 10), however, its good-to-excellent ratings have directionally increased from 37% last wave to 42% this period.

- Sufficient Parking has a strong average score (8.1). However, the proportion giving high ratings is sitting at 40%, due to a high number of "Not Applicable" responses.

Areas to be Addressed to Improve Perceptions of the WCE Service

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

This wave, the following two attributes have a significant negative impact on Overall Service perceptions.

	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	8.1	8.7	0.6	0.33	0.196
On-time Reliable Service	6.9	8.7	1.8	0.07	0.126

Convenient Hours

This service attribute shows the highest impact score this period (0.196) and earns very poor to neutral ratings from 33% of WCE riders.

Among riders who give a low score (1 to 5) to Convenient Hours, majority of them want to see weekend service.

On-time Reliable Service

Another attribute that has a great negative impact on the overall perceptions of WCE service is On-time Reliable Service, which has an impact score of 0.126 and a good-to-excellent rating of 7%.

The most common complaint is related to train breakdowns.

West Coast Express Rider Profile

- WCE riders tend to be between the ages of 25 and 54 years old (71%), reside in the region stretching from Coquitlam, east to Maple Ridge (82%), hold a university degree (45%), employed full-time (87%) and have an annual household income of at least $65,000 (61%).

- Similar to historical trends, WCE riders are more likely to be classified as Choice riders, meaning they have access to a vehicle for the trip they make on WCE (68%). The remaining WCE riders are considered as Captive riders, which means they do not have vehicle access (32%). However, since September 2014, the proportion of Choice riders has been trending down while the proportion of Captive riders has been marginally increasing.

- The majority of WCE riders are either new to WCE (31% say they have only started taking it within the past year) or they have begun taking WCE 8 or more years ago (26%).

- In the past seven days, WCE riders report making an average of 8.7 one-way transit trips. Specifically, they also indicate that they make an average of 8.7 one-way trips on WCE in a typical week.

- Most WCE riders (83%) say that they have not changed their usage of WCE in the past six months, which is consistent with previous waves. Among those who have changed their usage frequency (17%), 14% of them report using WCE more frequently while 3% say using it less regularly.

- Three-quarters of the transit trips taken by WCE riders are paid with the WCE Monthly Pass, making it the most popular payment method.

The primary objectives of this project are to:

➢ Evaluate the quality of service provided by the West Coast Express.

➢ Identify what aspects of service have the strongest impact on perceptions of service quality.

➢ Provide recommendations regarding what aspects of service need to be modified to improve and maintain high levels of service quality.

➢ To assess customer behaviour and motivation relating to the use of WCE.

➢ To track changes over time in any of the above mentioned areas.

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

TRANS/LINK

Sample Design

A total of 321 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 March 7th to March 18th in 2016.

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

AM Westbound Train	Surveys Collected	PM Eastbound Train	Surveys Collected
5:27AM	15	3:50PM	27
5:57AM	24	4:20PM	33
6:27AM	40	4:50PM	44
6:57AM	43	5:30PM	42
7:27AM	38	6:20PM	15
TOTAL	160	TOTAL	161

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	22	Mission City	22
Port Haney	21	Port Haney	23
Maple Meadows	24	Maple Meadows	21
Pitt Meadows	22	Pitt Meadows	24
Port Coquitlam	26	Port Coquitlam	24
Coquitlam	23	Coquitlam	23
Port Moody	22	Port Moody	24
TOTAL	160	TOTAL	161

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Data Weighting

The stratified sampling plan, with an equal number of surveys conducted for each station, necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. Starting in 2011, the weights were based on a combination of actual 2010 physical counts and ticket sales provided by TransLink.

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 17 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 March 7th to March 18th, 2016.

Implementation of FTA Impact Score Method

The redesigned survey implements the Federal Transportation Authority's Transportation Research Board Impact Score Method to identify and prioritize the service attributes that most negatively impact the largest number of customers. This will guide service improvements.
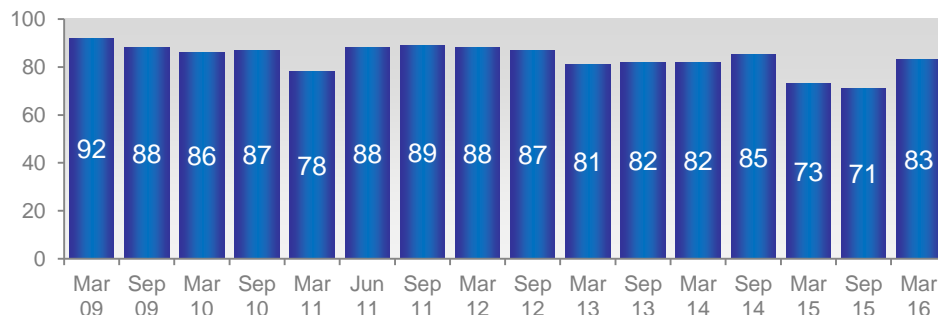
This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

➢ Overall Service Performance

➢ Performance on Specific Attributes

Q8. How would you rate the service of West Coast Express overall?
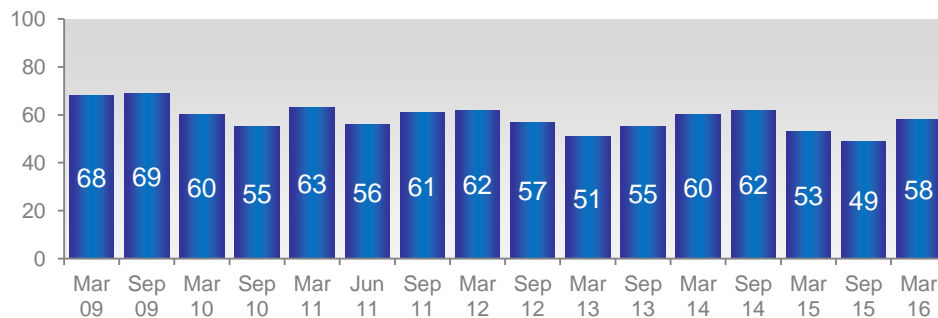
% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	92	88	86	87	78	88	89	88	87	81	82	82	85	73	71	83
Avg Score	8.9	8.8	8.8	8.6	8.3	8.6	8.9	8.6	8.6	8.5	8.6	8.5	8.6	8.1	8.1	8.5

Mar 2016 Base = 321

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

% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	68	69	60	55	63	56	61	62	57	51	55	60	62	53	49	58
Avg Score	8.0	7.9	7.8	7.5	7.8	7.6	7.9	7.8	7.7	7.3	7.6	7.7	7.7	7.3	7.2	7.7

Mar 2016 Base = 321

Overall Service

- After a significant drop in 2015, WCE's Overall Service performance has reverted back to its previous levels (83%). This also results in a higher average score of 8.5 out of 10.

Good-to-Excellent ratings compared to:	_September 2015_	_March 2015_
	+ 12%	**+ 10%**

- There are no apparent differences in ratings at the station level.

Value for Money

- In terms of value for money, close to six-in-ten riders (58%) award a good-to-excellent score, which is up from September 2015.

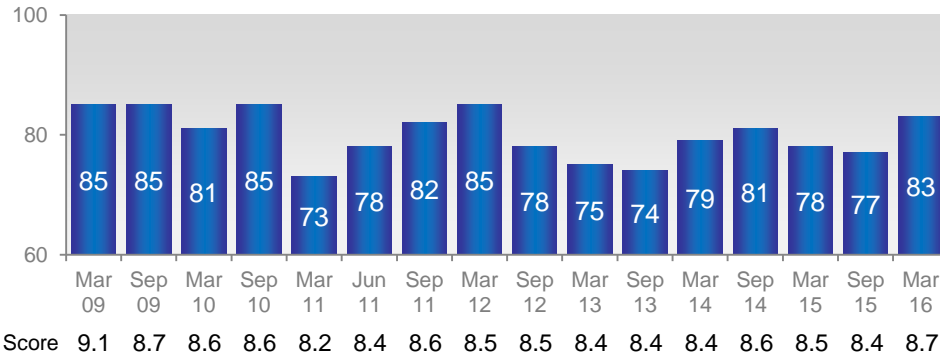| **Good-to-Excellent ratings compared to:**	_September 2015_	_March 2015_
	+ 9%	+ 5%

- There are no apparent differences among the different stations in this regard.

- Among the 8% who give a low rating for this attribute, the most frequent comment was that WCE is too expensive.

○○ = _Significant upward / downward shift_

Q9a1. How would you rate West Coast Express in terms of: Staff available to assist with problems?
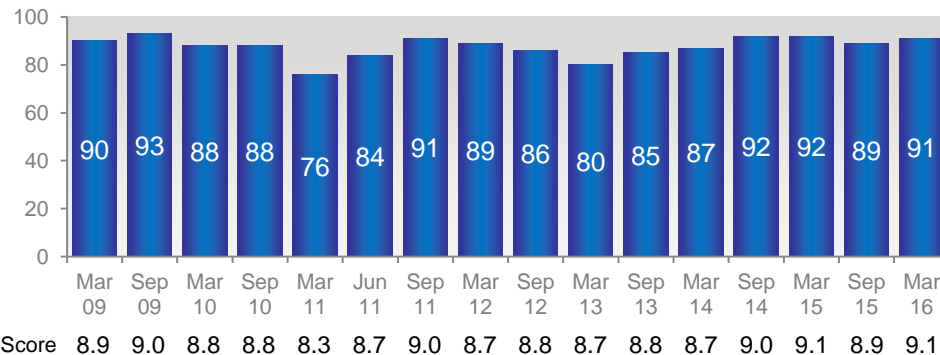
% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	85	85	81	85	73	78	82	85	78	75	74	79	81	78	77	83
Avg Score	9.1	8.7	8.6	8.6	8.2	8.4	8.6	8.5	8.5	8.4	8.4	8.4	8.6	8.5	8.4	8.7

Mar 2016 Base = 321

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

% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	90	93	88	88	76	84	91	89	86	80	85	87	92	92	89	91
Avg Score	8.9	9.0	8.8	8.8	8.3	8.7	9.0	8.7	8.8	8.7	8.8	8.7	9.0	9.1	8.9	9.1

Mar 2016 Base = 321

Staff Availability

• Directionally up from last wave and a year ago, eight-in-ten riders (83%) give good-to-excellent evaluations for Staff Availability.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 6%	+ 5%

• Riders using the Port Coquitlam and Mission stations tend to be more satisfied with this attribute compared to their counterparts.

Courteous, Competent And Helpful Staff

• Similar to historical waves, a large majority of WCE riders (91%) find the staff to be courteous, competent and helpful.

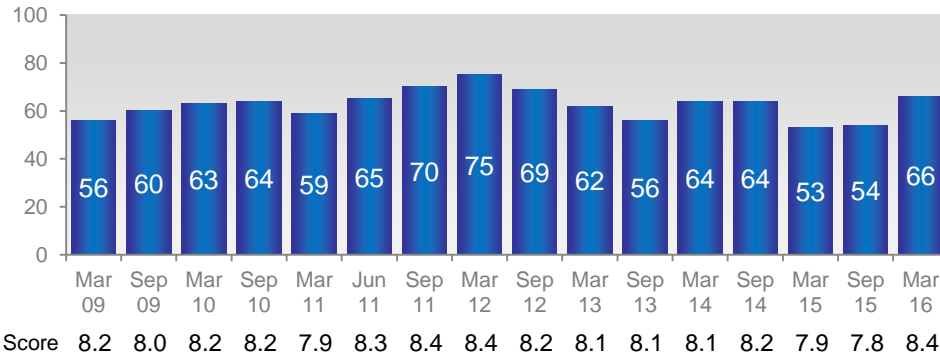| *Good-to-Excellent ratings compared to:*	*September 2015*	*March 2015*
	+ 2%	- 1%

• Mission Station riders give the highest scores to this aspect of service.

●● *= Significant upward / downward shift*

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Q9c. How would you rate West Coast Express in terms of: Good connections with other transit modes with a reasonable wait time?
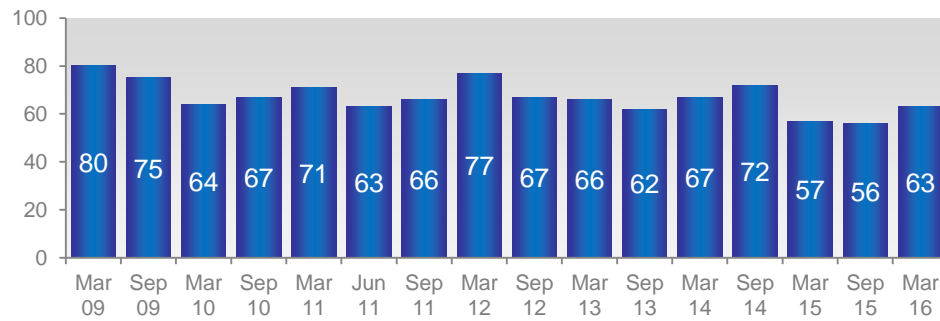
% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	56	60	63	64	59	65	70	75	69	62	56	64	64	53	54	66
Avg Score	8.2	8.0	8.2	8.2	7.9	8.3	8.4	8.4	8.2	8.1	8.1	8.1	8.2	7.9	7.8	8.4

Mar 2016 Base = 321

Good Connections

- Ratings for Good Connections have improved from last wave and a year ago, with 66% of riders giving high assessments this period.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 12%	**+ 13%**

- No apparent differences are found at the station level.

- Only 4% of WCE riders give a low score (1 to 5) to this attribute, and the primary reason is the shuttle/bus left before they could get to the bus stop.

- Consistent with historical trends, the average connection wait time that WCE riders find reasonable is 8 minutes.

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

% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	80	75	64	67	71	63	66	77	67	66	62	67	72	57	56	63
Avg Score	8.5	8.5	8.1	8.2	8.1	7.9	8.0	8.3	8.0	8.0	8.2	8.1	8.3	7.7	7.5	8.0

Mar 2016 Base = 321

Delays Announced and Explained

- Six-in-ten riders (63%) award a good-to-excellent score to Delays are Announced and Explained, which is marginally up from the previous two waves.

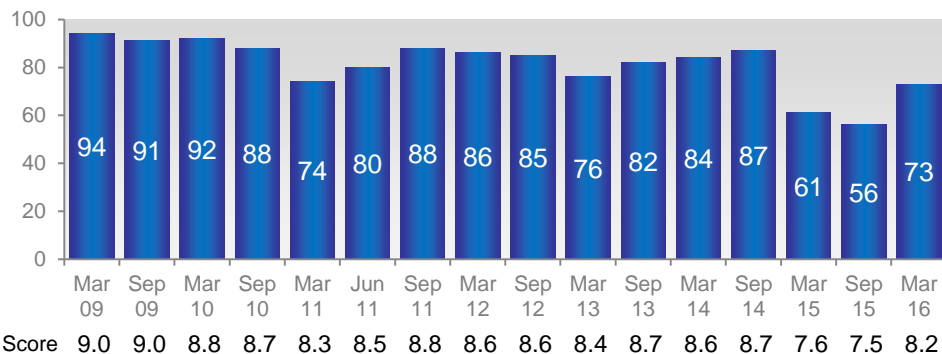| *Good-to-Excellent ratings compared to:*	*September 2015*	*March 2015*
	+ 7%	+ 6%

- There are no apparent differences between stations.

- Of the 9% of riders who award a low rating, their most common complaint is that the announcements are late.

⬤⬤ = *Significant upward / downward shift*

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

% Good to Excellent (8-10)

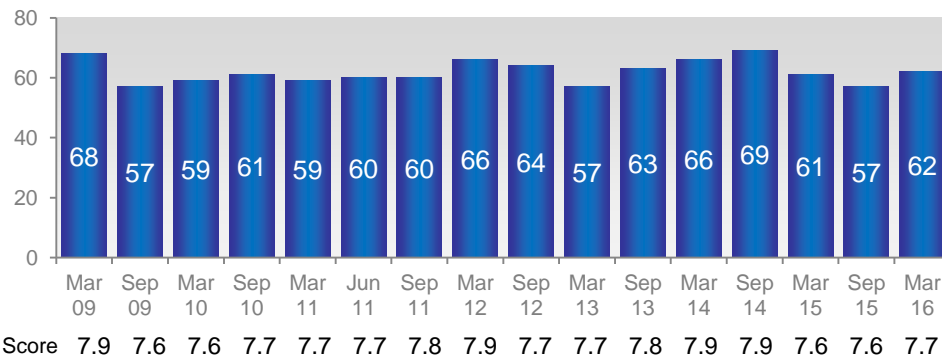|	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	94	91	92	88	74	80	88	86	85	76	82	84	87	61	56	73
Avg Score	9.0	9.0	8.8	8.7	8.3	8.5	8.8	8.6	8.6	8.4	8.7	8.6	8.7	7.6	7.5	8.2

Mar 2016 Base = 321

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	68	57	59	61	59	60	60	66	64	57	63	66	69	61	57	62
Avg Score	7.9	7.6	7.6	7.7	7.7	7.7	7.8	7.9	7.7	7.7	7.8	7.9	7.9	7.6	7.6	7.7

Mar 2016 Base = 317

On-Time Reliable Service

- After experiencing a significant drop in its scores for On-Time Reliable Service in 2015, WCE's performance in this area has improved in March 2016.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 17%	**+ 12%**

- There are no apparent differences at the station level.

- For the 7% of WCE riders who do not find the service to be on-time and reliable, the most common issue reported is train breakdowns.

Frequency of Service

- Frequency of Service is rated highly by six-in-ten riders (62%), which is directionally up from last wave but unchanged from a year ago.

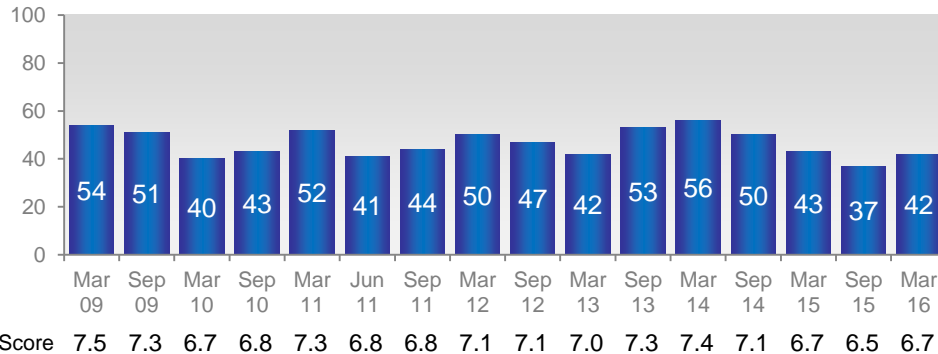| ***Good-to-Excellent ratings compared to:***	*September 2015*	*March 2015*
	+ 5%	+ 1%

- There are no apparent differences between stations.

- Among the 10% who give low ratings to this attribute, their expected train frequency is between 15 and 20 minutes.

= *Significant upward / downward shift*

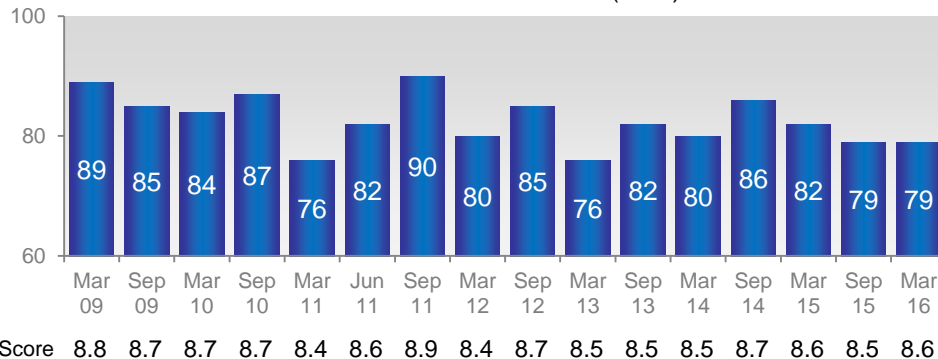Q9g. How would you rate West Coast Express in terms of: Convenient hours of operation?

% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	54	51	40	43	52	41	44	50	47	42	53	56	50	43	37	42
Avg Score	7.5	7.3	6.7	6.8	7.3	6.8	6.8	7.1	7.1	7.0	7.3	7.4	7.1	6.7	6.5	6.7

Mar 2016 Base = 314

Convenient Hours of Operation

- After trending downward over the last three waves, ratings for Convenient Hours of Operation are marginally up from September 2015 (42%, up from 37%).

Good-to-Excellent ratings compared to:	_September 2015_	_March 2015_
	+ 5%	- 1%

- One-in-three riders (33%) give a low score of 1 to 5 to this attribute and they most commonly indicate that they want the service to be expanded to the weekend.

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	89	85	84	87	76	82	90	80	85	76	82	80	86	82	79	79
Avg Score	8.8	8.7	8.7	8.7	8.4	8.6	8.9	8.4	8.7	8.5	8.5	8.5	8.7	8.6	8.5	8.6

Mar 2016 Base = 321

Trip Duration

- Eight-in-ten riders (79%) award top ratings to Trip Duration, which is unchanged from the last two waves.

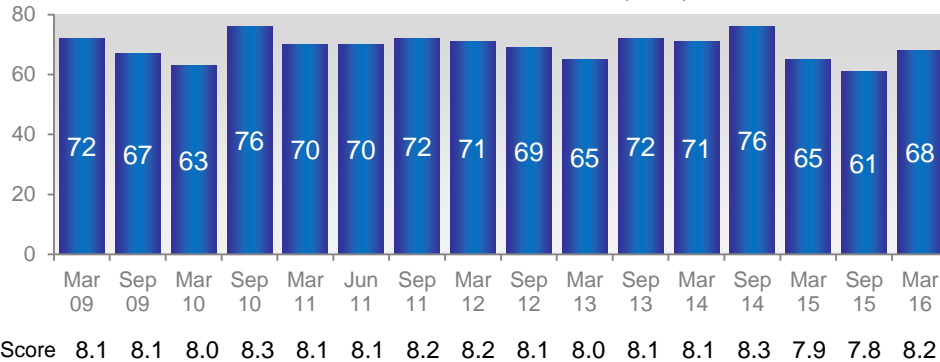| **Good-to-Excellent ratings compared to:**	_September 2015_	_March 2015_
	0	- 3%

- There are no apparent differences at the station level.

⬤⬤ = _Significant upward / downward shift_

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

% Good to Excellent (8-10)

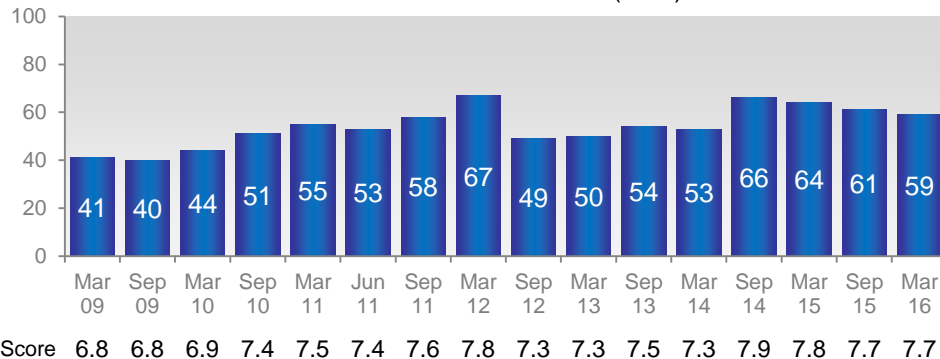|	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	72	67	63	76	70	70	72	71	69	65	72	71	76	65	61	68
Avg Score	8.1	8.1	8.0	8.3	8.1	8.1	8.2	8.2	8.1	8.0	8.1	8.1	8.3	7.9	7.8	8.2

Mar 2016 Base = 319

*Prior to Sept 2010: availability of transit information on board and at the stations

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

% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	41	40	44	51	55	53	58	67	49	50	54	53	66	64	61	59
Avg Score	6.8	6.8	6.9	7.4	7.5	7.4	7.6	7.8	7.3	7.3	7.5	7.3	7.9	7.8	7.7	7.7

Mar 2016 Base = 321

Availability of Transit Information

- Availability of Transit Information is rated highly by seven-in-ten riders (68%) this period, which is marginally up from last wave, but consistent with a year ago.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 7%	+ 3%

- At the station level, there are no significant differences in ratings for this attribute.

Not Being Overcrowded

- Trending down wave-over-wave since September 2014, just 59% of riders give good-to-excellent ratings for the WCE Not Being Overcrowded this period.
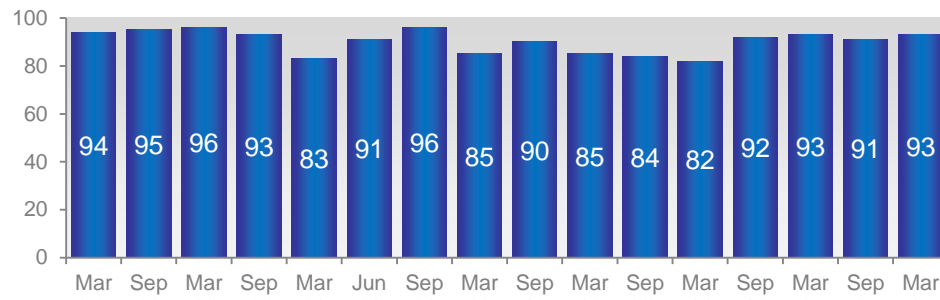
Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	- 2%	- 5%

- Compared to their counterparts, riders using the Port Moody station tend to give the lowest assessment on this area.

- Among the 11% of riders who give a score of 1 to 5, 50% say that overcrowding is an issue in the morning while 43% indicate that it is an issue for the afternoon/evening.

🟢🔴 = *Significant upward / downward shift*

Q9l. How would you rate West Coast Express in terms of: Clean and graffiti-free vehicles and stations?*
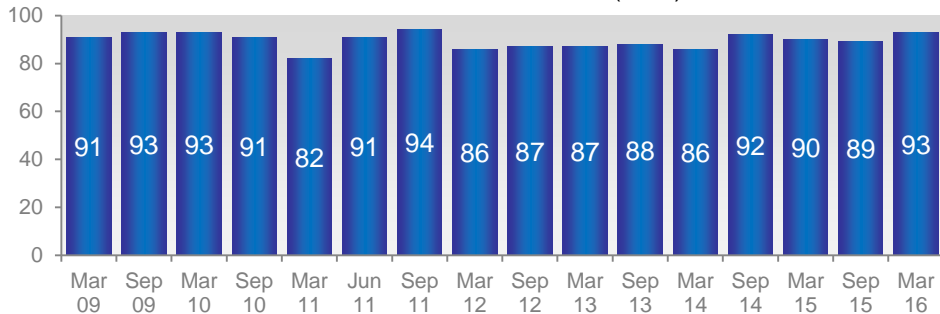
% Good to Excellent (8-10)

	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	94	95	96	93	83	91	96	85	90	85	84	82	92	93	91	93
Avg Score	9.1	9.2	9.2	9.2	8.6	9.0	9.3	8.7	9.0	8.9	8.7	8.6	9.0	9.2	9.1	9.2

Mar 2016 Base = 321

*Prior to 2004, clean and graffiti-free vehicles, stops and stations.

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	91	93	93	91	82	91	94	86	87	87	88	86	92	90	89	93
Avg Score	9.0	9.1	9.0	9.0	8.5	8.9	9.1	8.7	8.9	8.8	8.8	8.7	8.9	9.1	8.9	9.1

Mar 2016 Base = 321

Clean, Graffiti-Free Vehicles and Stations

- Consistent with historical trends, nine-in-ten riders (93%) award a good-to-excellent score to Clean, Graffiti-Free Vehicles and Stations.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 2%	0

- There are no apparent differences in ratings at the station level.

Safe WCE Equipment Provides a Safe Ride

- Nine-in-ten riders (93%) give top ratings to WCE service for providing a safe ride, which is directionally up from last wave.
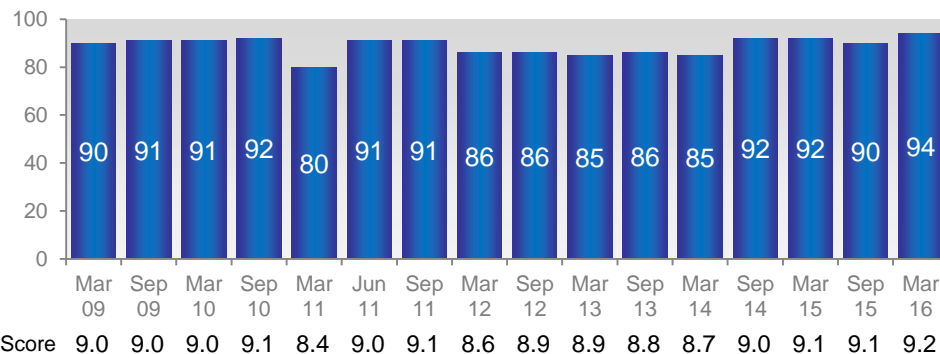
Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 4%	+ 3%

- No apparent differences are found at the station level.

●● = *Significant upward / downward shift*

Ipsos Reid

WCE Performance:
Feeling Safe From Crime On-Board and at Station
Feeling Safe From Crime in WCE Parking Lots

TRANS LINK

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
90	91	91	92	80	91	91	86	86	85	86	85	92	92	90	94

Avg Score 9.0 9.0 9.0 9.1 8.4 9.0 9.1 8.6 8.9 8.9 8.8 8.7 9.0 9.1 9.1 9.2

Mar 2016 Base = 321

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
79	75	71	76	72	75	76	75	71	70	66	60	67	58	56	58

Avg Score 8.6 8.5 8.2 8.5 8.1 8.4 8.6 8.2 8.3 8.3 8.3 8.3 8.5 8.4 8.3 8.6
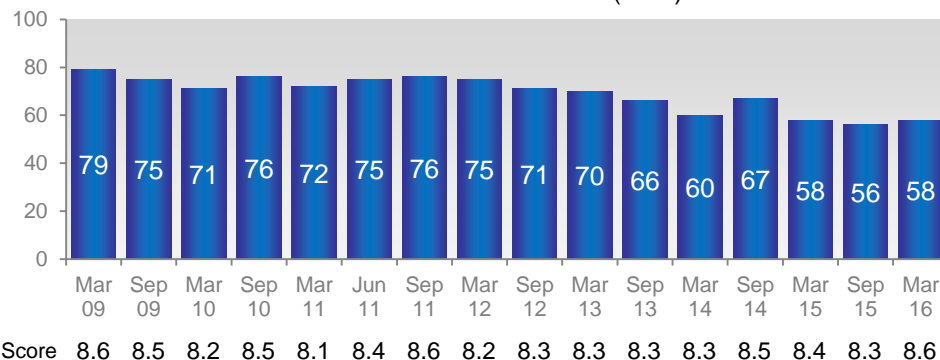
Mar 2016 Base = 320

Safe From Crime On-Board and at the Station

- Marginally up from last wave but consistent with a year ago, 94% of riders report feeling safe from crime on-board and at the station.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 4%	+ 2%

- At least nine-in-ten (90%) of each WCE station's users give high ratings for this attribute.

Safe From Crime in WCE Parking Lots

- Similar to the last two waves, close to six-in-ten riders (58%) continue to say that they feel safe from crime in the WCE parking lots.
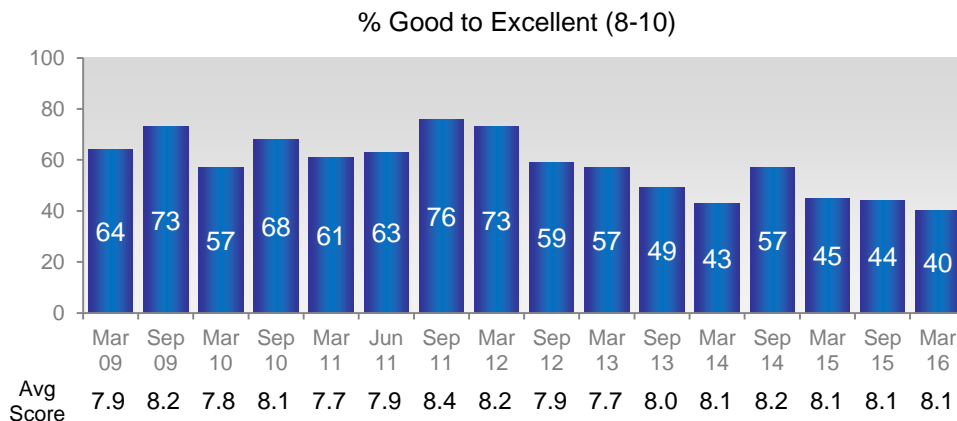
Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	+ 2%	0

- Among all the stations, Pitt Meadows station earns the highest top ratings for this attribute.

- Only 2% of riders give a low score to this area because they don't feel safe at night and that there were incidents of car theft.

●● = *Significant upward / downward shift*

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 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
%	64	73	57	68	61	63	76	73	59	57	49	43	57	45	44	40
Avg Score	7.9	8.2	7.8	8.1	7.7	7.9	8.4	8.2	7.9	7.7	8.0	8.1	8.2	8.1	8.1	8.1

Mar 2016 Base = 320

Sufficient Parking at WCE Parking Lots

- Having sufficient parking at WCE parking lots continues to achieve a good average rating (8.1), while the number of non-drivers, and others who provide a "don't know" response, leads to a low proportion of WCE riders (40%) giving top scores to this attribute.

Good-to-Excellent ratings compared to:	*September 2015*	*March 2015*
	- 4%	- 5%

- In particular, 43% of riders provided "don't know" as an answer.

- Among the 4% of riders who give a low rating, many of them report the lack of parking at Port Haney to be an issue.

- At the station level, the percentage of good-to-excellent ratings for this measure are as follows:

  1. Pitt Meadows   54%
  2. Mission   52%
  3. Maple Meadows   51%
  4. Port Coquitlam   48%
  5. Coquitlam   39%
  6. Port Haney*   23%
  7. Port Moody   17%

  Port Haney does not have a parking lot

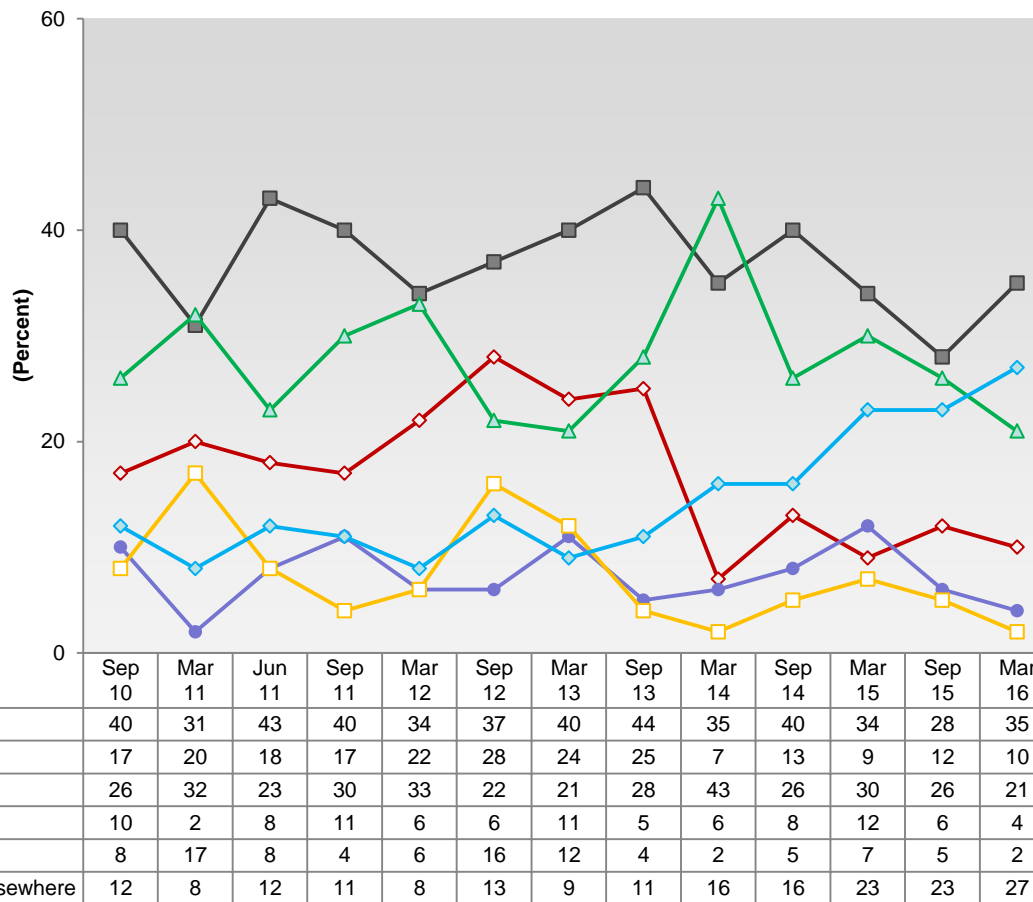🟢🔴 = *Significant upward / downward shift*

Ipsos Reid

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

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?

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
SOV	40	31	43	40	34	37	40	44	35	40	34	28	35
Car/vanpool	17	20	18	17	22	28	24	25	7	13	9	12	10
Bus	26	32	23	30	33	22	21	28	43	26	30	26	21
SkyTrain	10	2	8	11	6	6	11	5	6	8	12	6	4
Other	8	17	8	4	6	16	12	4	2	5	7	5	2
None/live/worked elsewhere	12	8	12	11	8	13	9	11	16	16	23	23	27

- SOV continues to be the most common mode of transportation that riders report using prior to taking WCE (35%), which is directionally up from last wave.

- Other common mode of transportation includes bus (21%) and carpooling (10%).

- Trending up since March 2013, approximately one-quarter of riders (27%) did not make this trip before, with the majority indicating that they are new to the area served by WCE.

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

Mar 2016 Base = 321

Ipsos Reid

TRANS LINK

Q14b.   What are the main reasons that you take the West Coast Express rather than some other mode of transportation?*
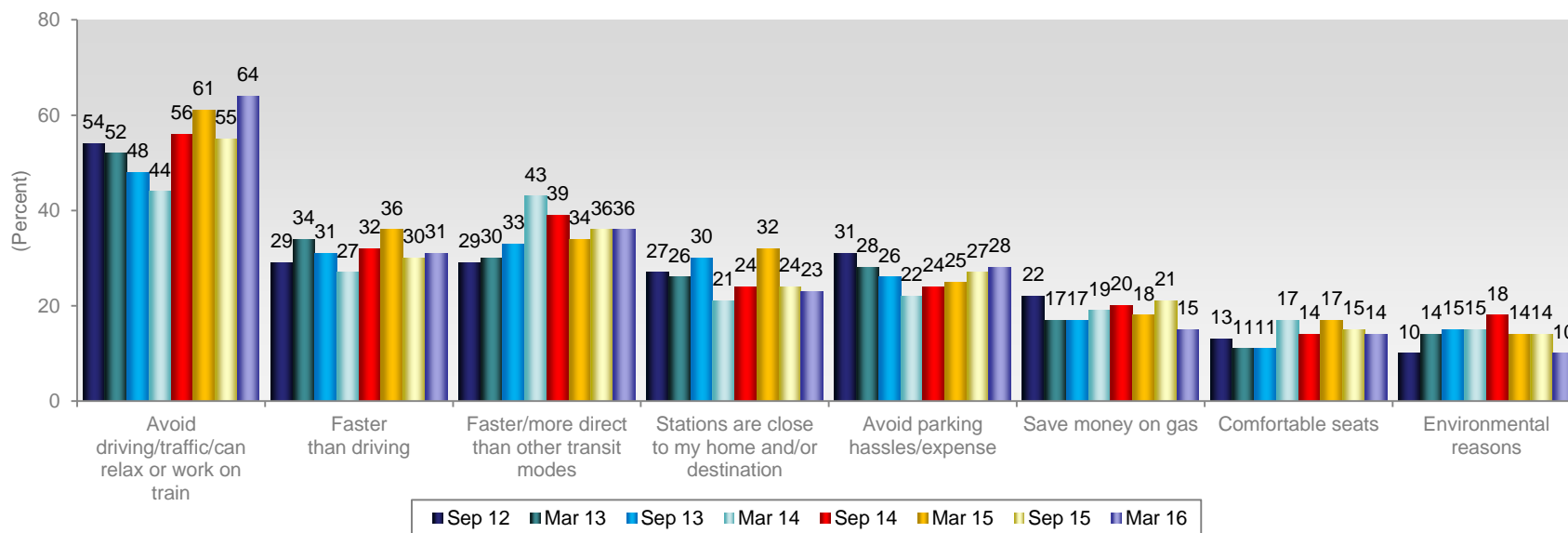
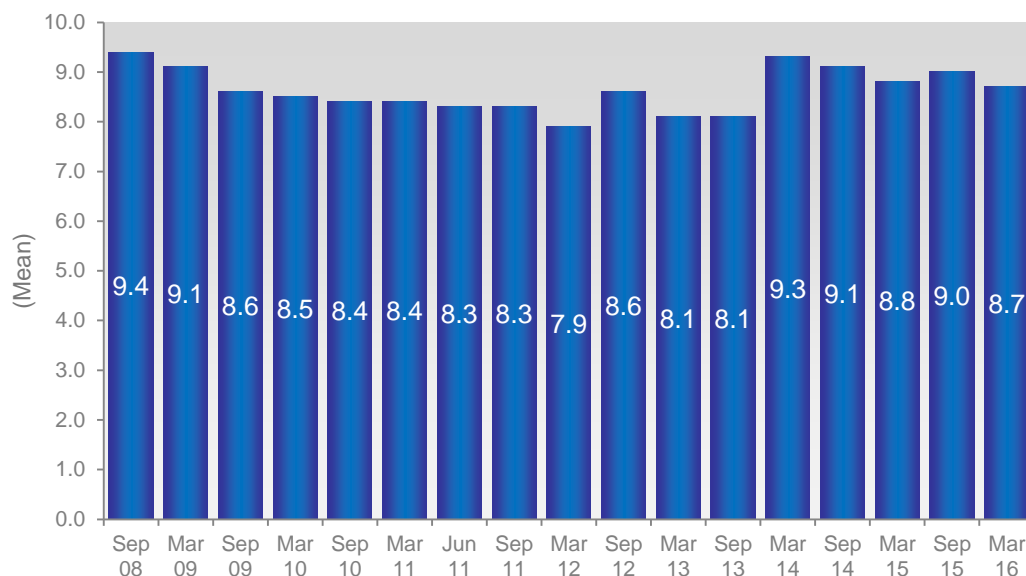*Respondents are provided a list and asked to choose up to 3 reasons.   Mar 2016 Base = 320

Legend: ■ Sep 12 ■ Mar 13 ■ Sep 13 ■ Mar 14 ■ Sep 14 ■ Mar 15 ■ Sep 15 ■ Mar 16

- The primary reason for taking WCE rather than some other mode of transportation is to avoid driving (64%, up from last wave).

- Other top reasons include faster/more direct than other transit modes (36%) and faster than driving (31%).

Ipsos Reid

TRANS LINK

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?

	Sep 08	Mar 09	Sep 09	Mar 10	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16
(Mean)	9.4	9.1	8.6	8.5	8.4	8.4	8.3	8.3	7.9	8.6	8.1	8.1	9.3	9.1	8.8	9.0	8.7

Mar 2016 Base = 321

- Unchanged from last wave and a year ago, the average number of one-way transit trips made in the last seven days is 8.7.

Compared to: *September 2015*   *March 2015*

- 0.3   - 0.1

- Seven-in-ten riders (71%) report making 10 or more transit trips in the past week.

Note*: Changes from previous waves are in bold if significant, otherwise are directional only.*

Ipsos Reid

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

(Percent of one-way transit trips)

Legend:
- Other Transit (non-WCE)
- West Coast Express & all other modes
- West Coast Express & ST & Bus
- West Coast Express & ST
- West Coast Express & Bus
- West Coast Express Only
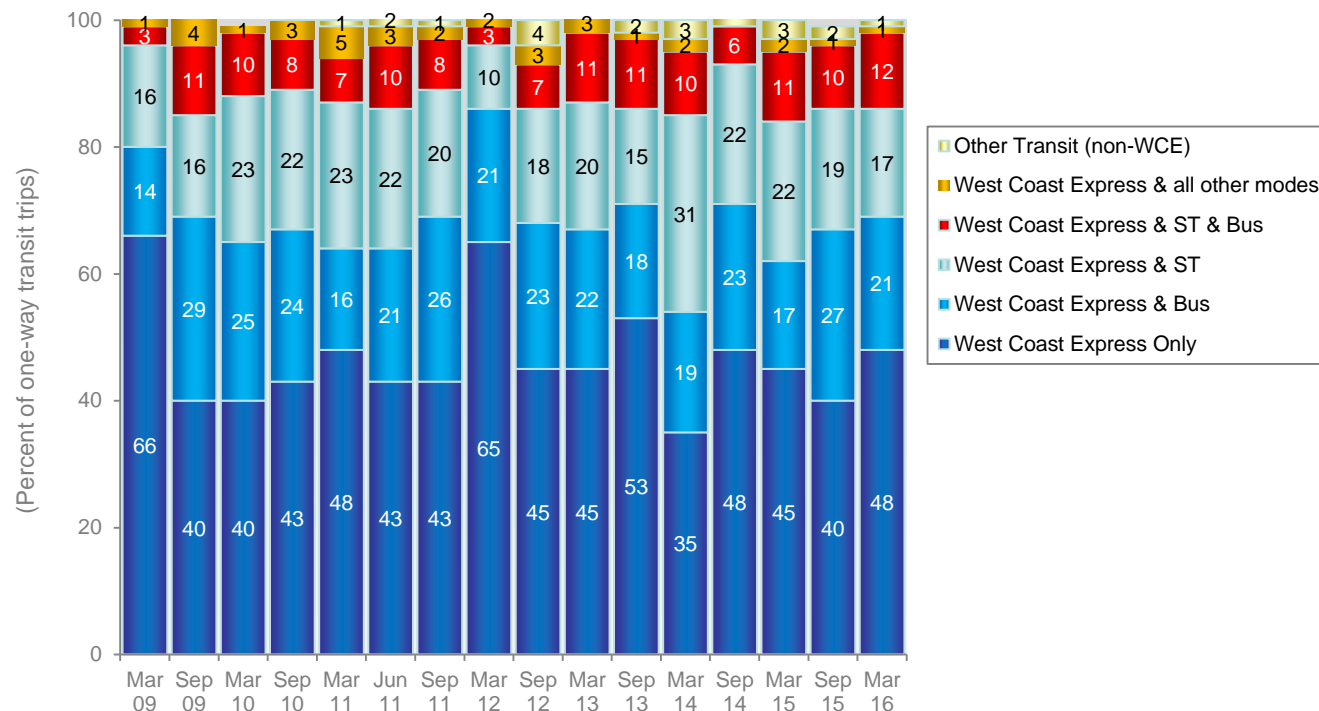
Mar 2016 5 Base = 2,795 trips

- Up from both last wave and a year ago, close to one-half of transit trips (48%) made by WCE riders in the past week were taken with WCE only.

- Trips using a combination of WCE and Bus (21%) have increased from March 2015 but down from September 2015.

- Fewer than one-in-five transit trips (17%) were made using WCE and SkyTrain, which has been trending down since March 2014.

- Unchanged from a year ago but up from last wave, 12% of transit trips were made using a combination of all three modes (WCE, SkyTrain and bus).

TRANS/LINK

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

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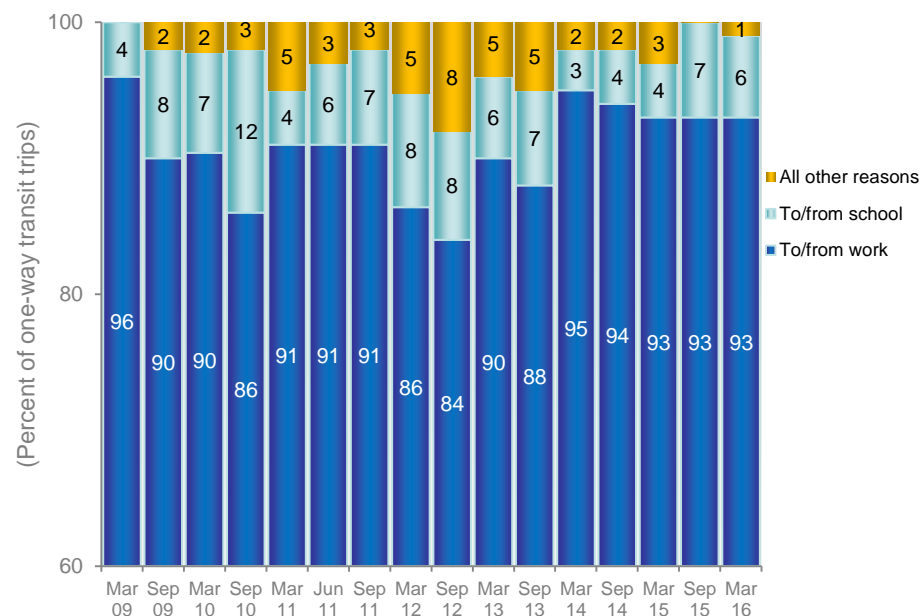

Mar 2016 Base = 2,795 trips
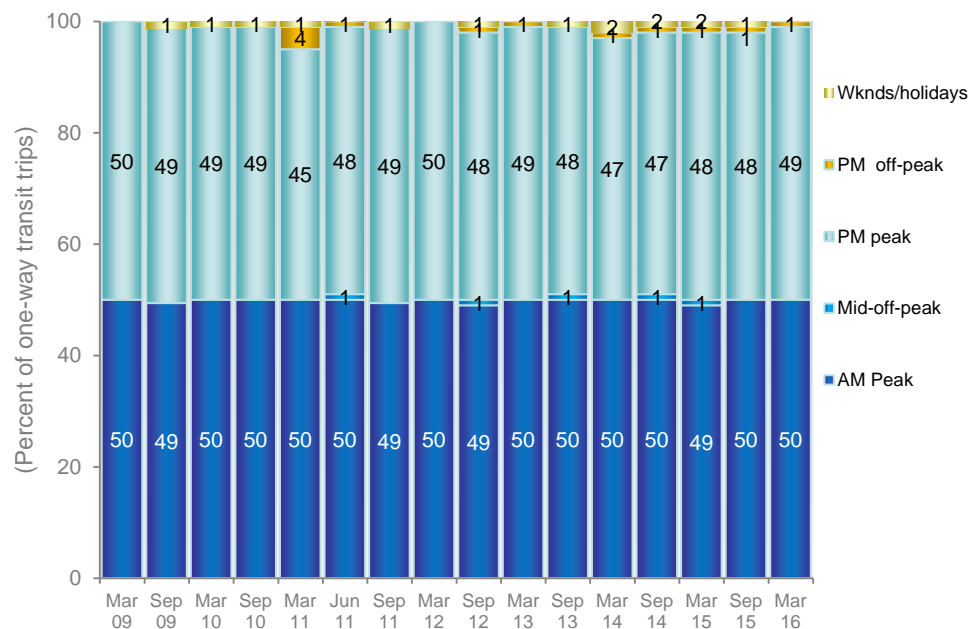
Mar 2016 Base = 2,795 trips

Transit Trip Timing

- Consistent with previous waves, nearly all transit trips in the last seven days were made either in the morning peak hours (50%) or in the afternoon peak hours (49%).

Transit Trip Purpose

- Going to/from work continues to be the top reason for taking WCE in the last seven days (93%).

- Another 6% of transit trips were for school purposes.

Ipsos Reid

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

Fare Payment Method Used

Legend:
- Other
- 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 15 values (bottom to top): 45, 47, 4, 1, 3
Mar 16 values (bottom to top): 75, 19, 3, 1, 1

(Percent of one-way transit trips)
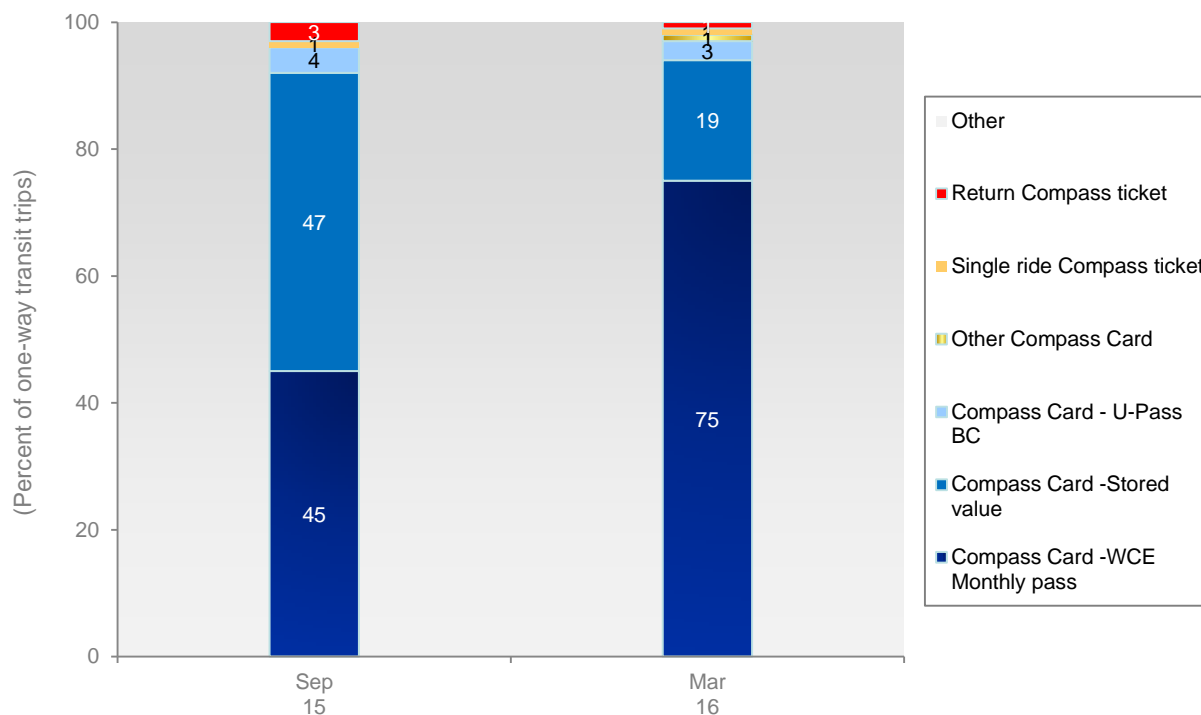
- Similar to last wave, almost all transit trips (98%) taken by WCE riders were paid using a Compass Card.

- In particular, the most common item loaded onto the Compass Card is the WCE Monthly Pass, which has increased from 45% in September 2015 to 75% this period.

- On the other hand, the use of Stored Value has significantly dropped (19%, down from 47% last wave).

- Consistent with last September, only a very small proportion of trips were paid for with the Compass Ticket (2%).

Mar 2016 Base = 2,795 trips

Note: Due to fare payment method changes in September 2015, historical data is no longer comparable.

Ipsos Reid

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

TRANS/LINK

Q7. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week?
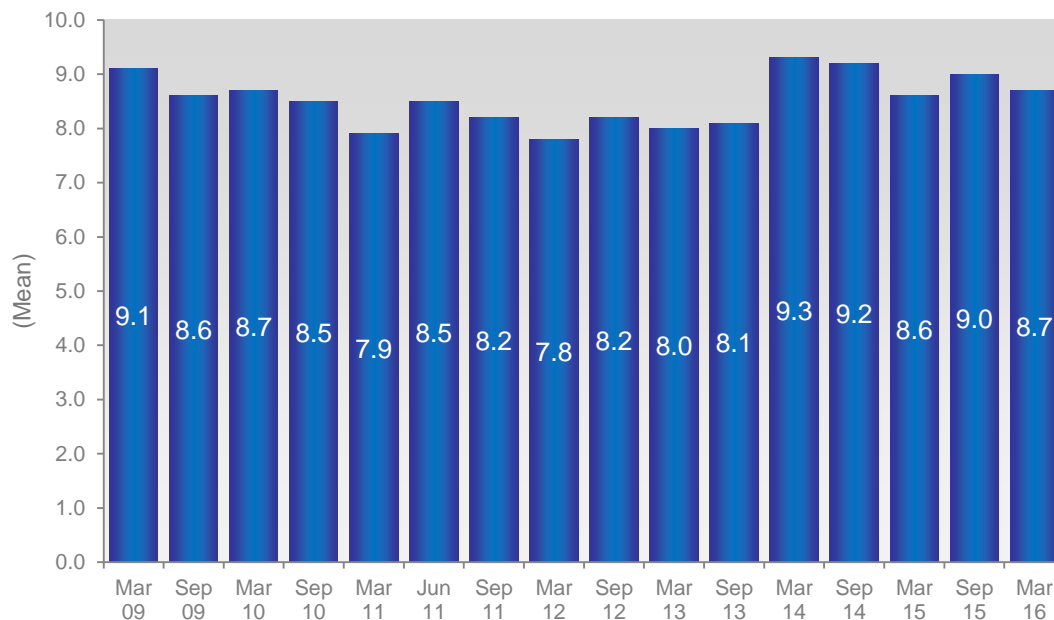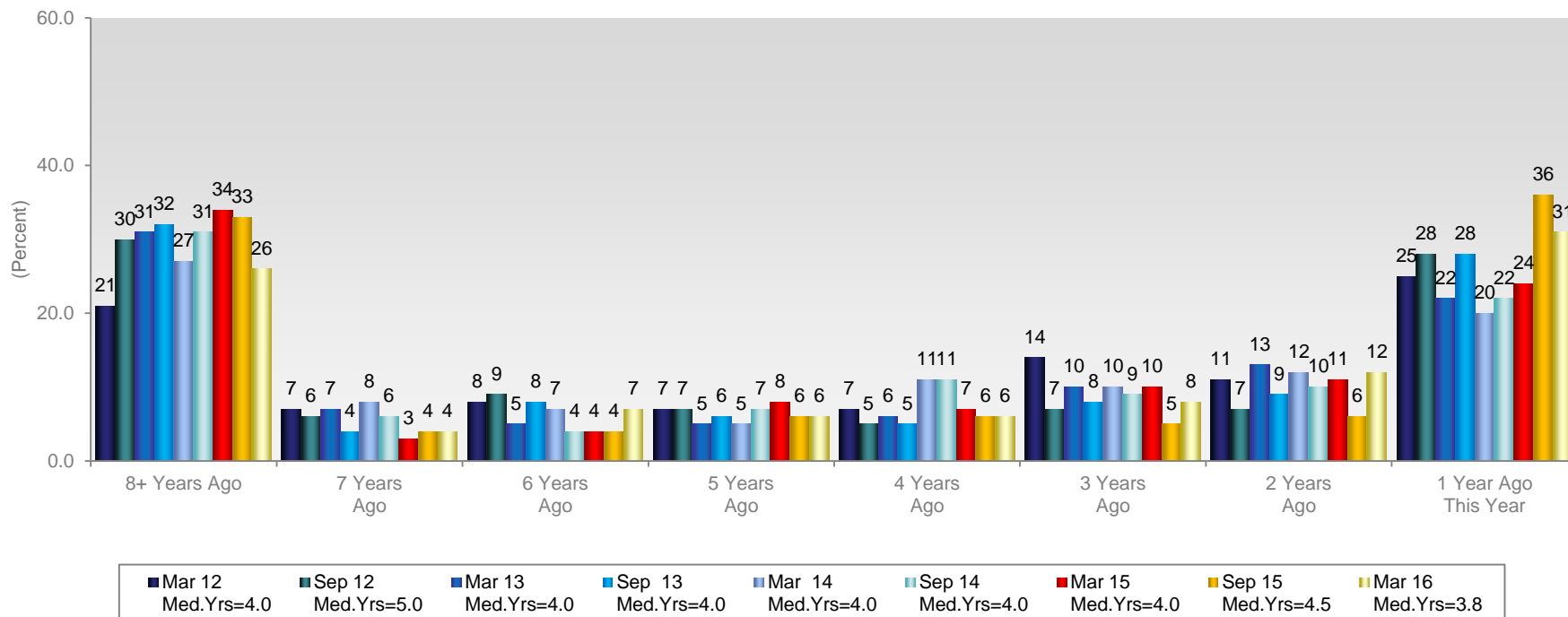

Mar 2016 Base = 316

WCE Trip Frequency

- In a typical week, WCE riders make an average of 8.7 trips on WCE, which is consistent with the last two waves.

Compared to: *September 2015*   *March 2015*

DOWN 0.3   UP 0.1

- Seven-in-ten WCE riders (72%) report making at least 10 one-way WCE trips in an average week.

***Note**: Changes from previous waves are in bold if significant, otherwise are directional only.*

Ipsos Reid

TRANS LINK

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

Mar 2016 Base = 316

Legend:
- Mar 12 — Med.Yrs=4.0
- Sep 12 — Med.Yrs=5.0
- Mar 13 — Med.Yrs=4.0
- Sep 13 — Med.Yrs=4.0
- Mar 14 — Med.Yrs=4.0
- Sep 14 — Med.Yrs=4.0
- Mar 15 — Med.Yrs=4.0
- Sep 15 — Med.Yrs=4.5
- Mar 16 — Med.Yrs=3.8
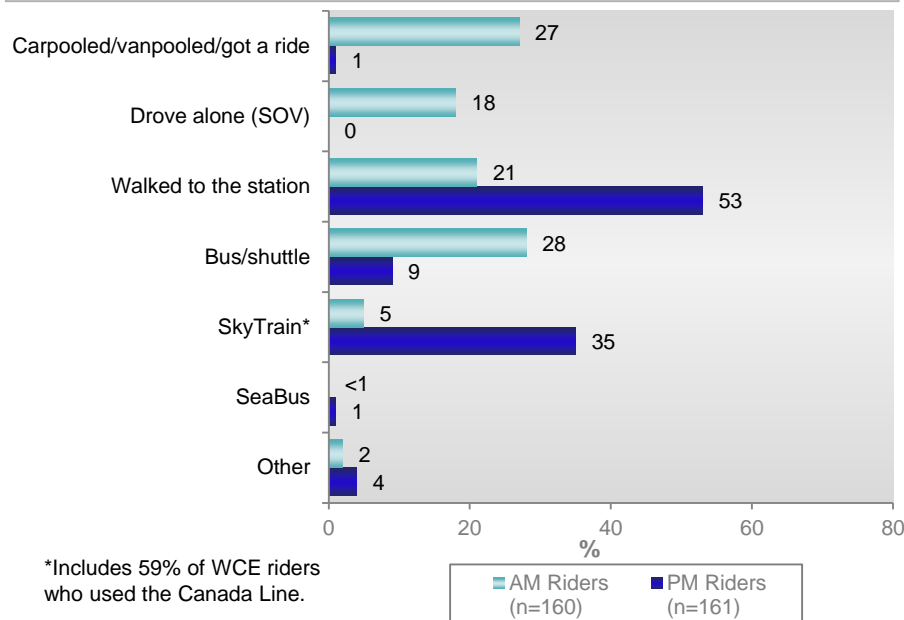
Duration of WCE Usage

- Down from a year ago but consistent with last wave, one-in-three WCE riders (31%) have just started taking WCE within the past year.

- On the other hand, one-quarter of riders (26%) began taking WCE 8 or more years ago, which has significantly dropped from the last two waves.
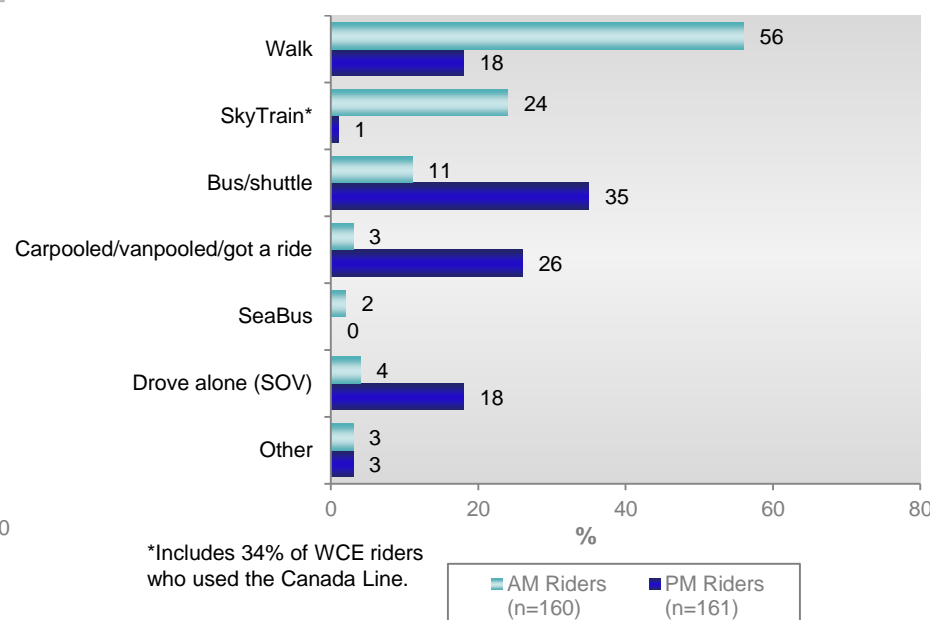
Ipsos Reid

TRANS/LINK

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

Carpooled/vanpooled/got a ride: 27, 1
Drove alone (SOV): 18, 0
Walked to the station: 21, 53
Bus/shuttle: 28, 9
SkyTrain*: 5, 35
SeaBus: <1, 1
Other: 2, 4

*Includes 59% of WCE riders who used the Canada Line.

AM Riders (n=160) | PM Riders (n=161)

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

Walk: 56, 18
SkyTrain*: 24, 1
Bus/shuttle: 11, 35
Carpooled/vanpooled/got a ride: 3, 26
SeaBus: 2, 0
Drove alone (SOV): 4, 18
Other: 3, 3

*Includes 34% of WCE riders who used the Canada Line.

AM Riders (n=160) | PM Riders (n=161)

Mode to the Boarding Station

- In the morning, WCE riders tend to take the bus (28%) or carpool (27%) to the WCE station.

- For the afternoon WCE riders, they are more likely to walk (53%) or take the SkyTrain (35%) to reach to the boarding station.

Mode after Disembarking

- Among morning WCE riders, they are most likely to walk (56%) to their final destination after they get off from the train station.

- On the other hand, afternoon WCE riders are more likely to report using the bus (35%) or carpooling (26%) after they disembark from the station.

Ipsos Reid

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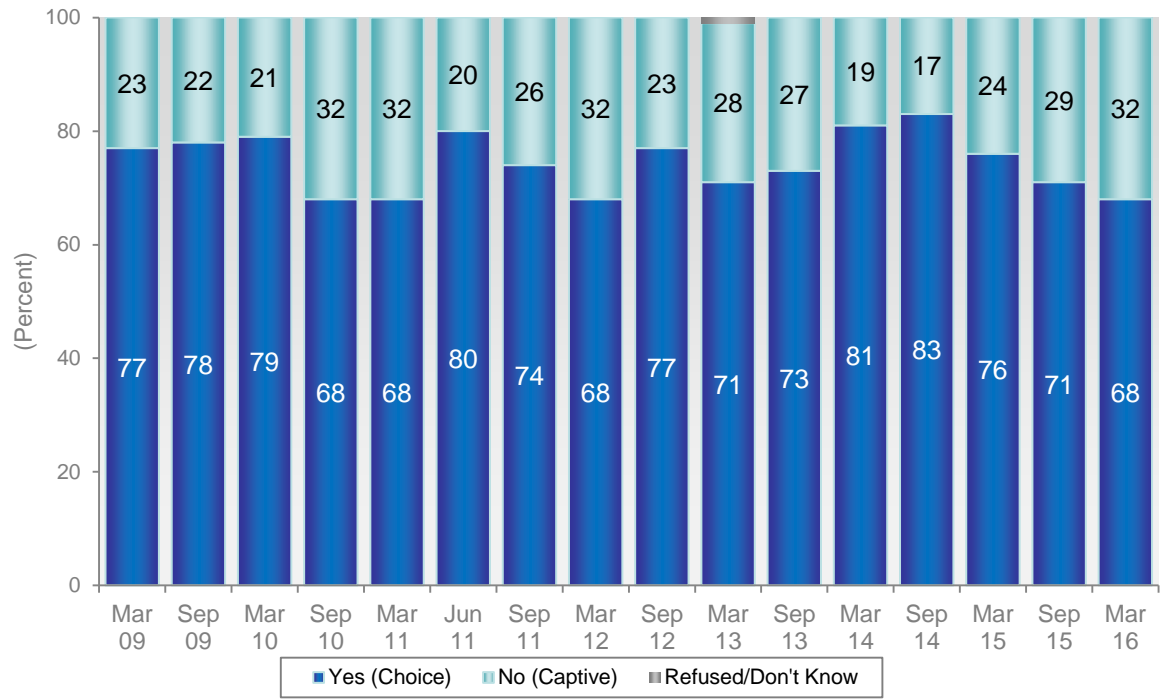
Choice vs. Captive
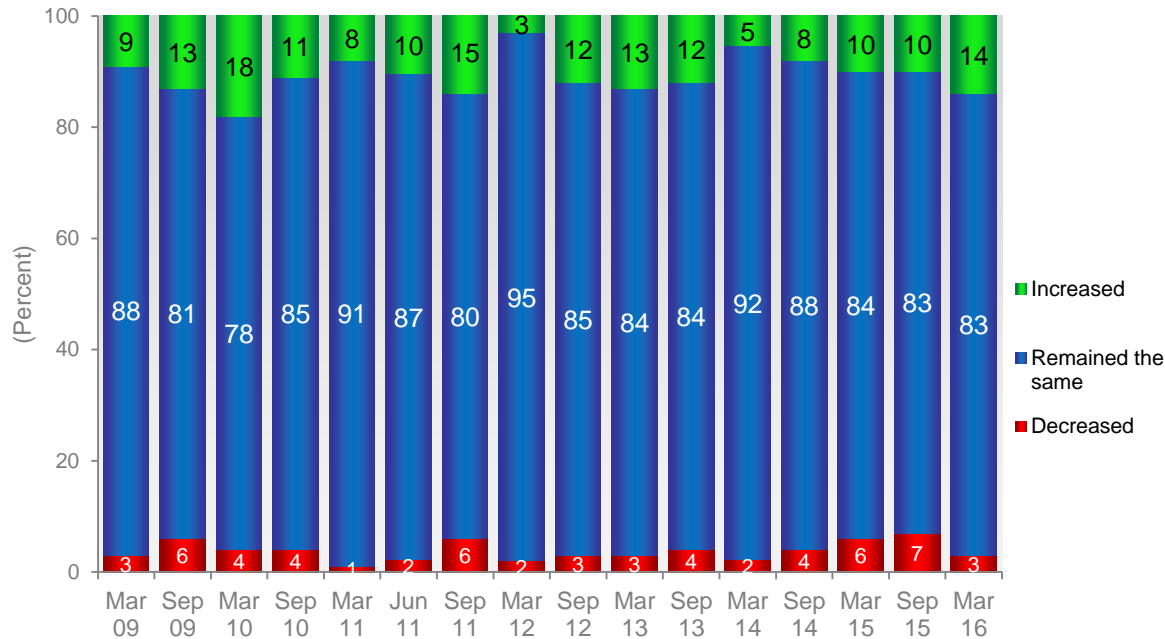

Mar 2016 Base = 317

- Choice riders are those who have access to a vehicle for the trip that they make on WCE. On the other hand, Captive riders mean that they don't have vehicle access for that trip.

- Since September 2014, the proportion of Choice riders has been trending down (from 83% to 68% this period) while the proportion of Captive riders has been trending up (from 17% to 32%).

Q16a.   Over the past six months, has your use of West Coast Express increased, decreased or remained the same?
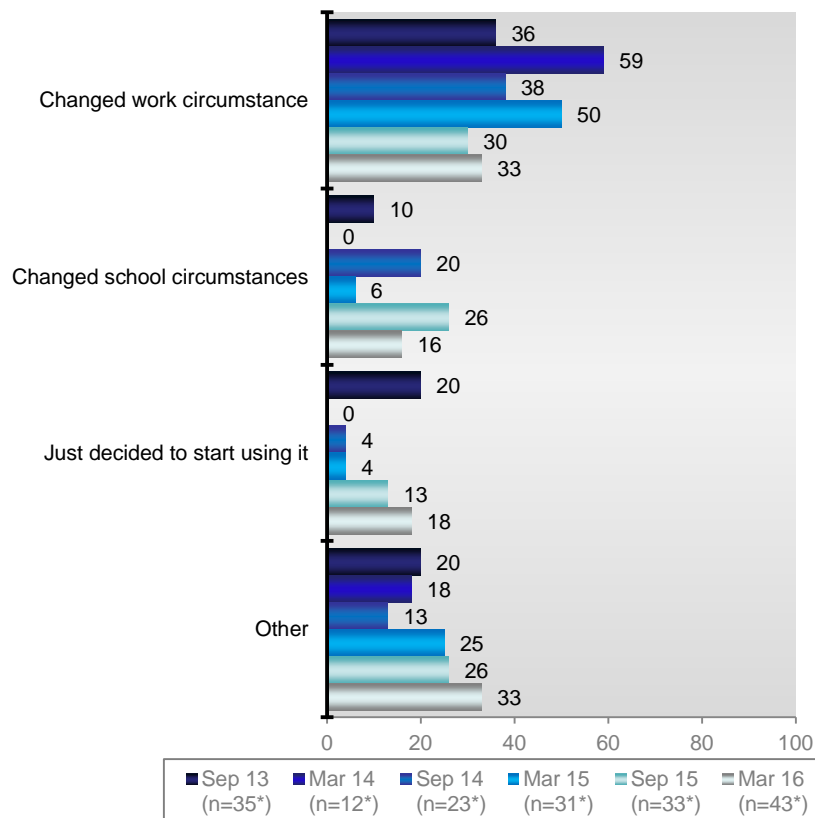
Changes in Usage Over Last Six Months

Mar 2016 Base = 313

- Unchanged from the last two waves, most WCE riders (83%) report using the service with the same frequency as six months ago.

- More than one-in-ten riders (14%) say they have increased their usage, which has trended up since March 2014 (5%).

- On the contrary, only 3% of WCE riders indicate they have decreased their usage in the past 6 months, which has dropped from last wave (7%).

Ipsos Reid

Reasons for Riding More Often

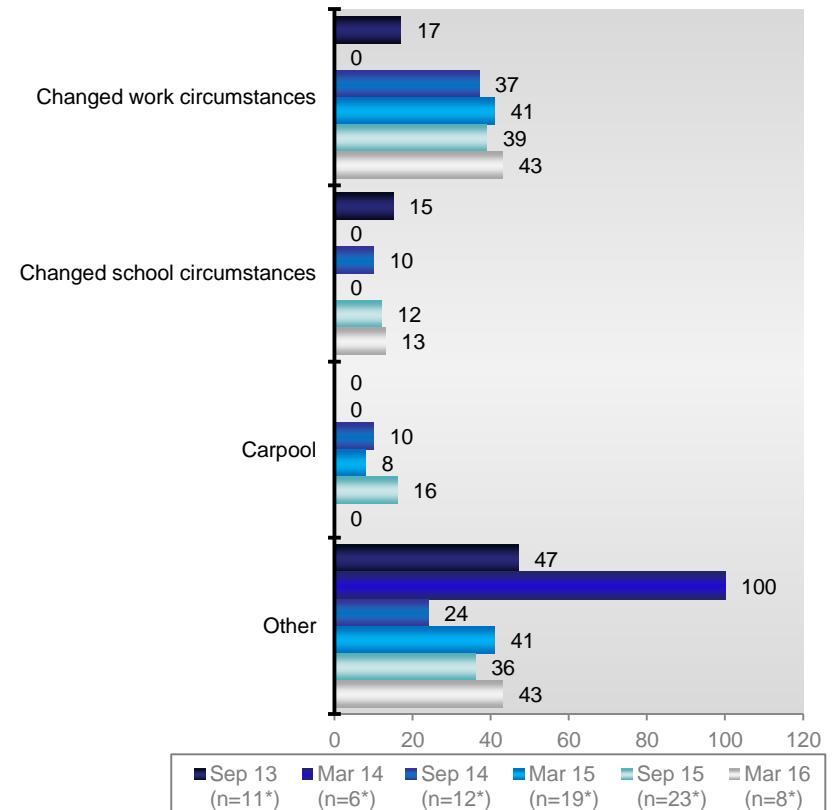- The most popular reason for taking WCE more regularly is because of work changes.

Q16a1. Why are you riding more often?

Changed work circumstance
- 36
- 59
- 38
- 50
- 30
- 33

Changed school circumstances
- 10
- 0
- 20
- 6
- 26
- 16

Just decided to start using it
- 20
- 0
- 4
- 4
- 13
- 18

Other
- 20
- 18
- 13
- 25
- 26
- 33

■ Sep 13 (n=35*) ■ Mar 14 (n=12*) ■ Sep 14 (n=23*) ■ Mar 15 (n=31*) ■ Sep 15 (n=33*) ▨ Mar 16 (n=43*)

Reasons for Riding Less Often

- The top cited reason for using WCE less often is also because of changes in work circumstances.

Q16a2. Why are you riding less often?

Changed work circumstances
- 17
- 0
- 37
- 41
- 39
- 43

Changed school circumstances
- 15
- 0
- 10
- 0
- 12
- 13

Carpool
- 0
- 0
- 10
- 8
- 16
- 0

Other
- 47
- 100
- 24
- 41
- 36
- 43

■ Sep 13 (n=11*) ■ Mar 14 (n=6*) ■ Sep 14 (n=12*) ■ Mar 15 (n=19*) ■ Sep 15 (n=23*) ▨ Mar 16 (n=8*)

* Caution: small base size.

Ipsos Reid

35

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

Choice Versus Captive Riders

Seven-in-ten WCE riders (68%) are classified as Choice riders, which means they have access to a vehicle for the trip that they make on WCE. Another one-third of riders (32%) are identified as Captive riders, meaning they do not have vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (68%):

- More likely than Captive Riders to be employed full-time (91% versus 78%)
- More likely than Captive Riders to hold a university degree (51% versus 33%)
- More likely than Captive Riders to make an annual household income of $95,000 or more (43% versus 24%)
- More likely to travel for work purposes compared to Captive Riders (94% versus 89%)
- More likely to make transit trips on WCE exclusively in the past week compared to their counterparts (55% versus 34%)

Captive Riders (32%):

- More likely to be younger (18-24 years old) compared to Choice Riders (18% versus 6%)
- More likely than Choice Riders to make transit trips for school purposes (9% versus 5%)
- More likely than Choice Riders to use a combination of WCE, Bus or SkyTrain for their transit trips (66% versus 45%)
- More likely to award top ratings to some of the WCE service attributes compared to their counterparts, including Providing On-time Reliable Service (82% versus 69%), Delays are Announced (73% versus 59%), Clean and Graffiti-Free (98% versus 90%) and Courteous, Competent, Helpful Staff (96% versus 88%)

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 key characteristics of each group are as follows:

High Frequency Riders:
- Consist of 71% of current WCE riders
- Are most likely to be employed full-time (95%)
- Are most likely to be travelling for work purposes (96%)
- Are most likely to be using a Compass Card loaded with the WCE Monthly Pass (86%)
- Are most likely to report having a stable usage of WCE in the past 6 months (87%)

Medium Frequency Riders:
- Are comprised of 22% current WCE riders
- Are more likely than other rider groups to be employed part-time (17%)
- Are most likely to use Stored Value as their method of payment (58%)

Low Frequency Riders:
- Make up only 6% of current WCE riders
- Are the most likely rider group to purchase Single-ride Compass Ticket (44%)
- Are most likely to travel for personal business reasons (25%) or entertainment purposes (18%)

The following table compares the demographics of WCE riders to Metro Vancouver residents aged 18+ and transit users surveyed in the Bus, SkyTrain, SeaBus Customer Service Performance Survey.

Similar to historical trends, WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old, working full-time and make a higher annual household income. Also, a large majority of them tend to reside in Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years Or Older[1]	Bus, SeaBus, SkyTrain Riders, 16+ Years Q4 2015	WCE Riders Sep 2011	WCE Riders Mar 2012	WCE Riders Sep 2012	WCE Riders Mar 2013	WCE Riders Sep 2013	WCE Riders Mar 2014	WCE Riders Sep 2014	WCE Riders Mar 2015	WCE Riders Sep 2015	WCE Riders Mar 2016
BASE	2,004	2,100	304	309	319	314	319	325	311	325	317	321
Age[4]:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	26[2]	16	13	9	6	10	9	5	7	12	10
25 – 34	17	11	22	16	14	19	17	22	21	21	15	22
35 – 44	18	14	21	28	32	25	29	36	30	27	25	25
45 – 54	20	21	23	29	28	30	31	22	29	26	27	24
55 – 64	16	10	14	9	15	17	10	8	12	15	19	18
65 and older	17	16	3	4	2	3	2	3	2	4	3	2
Gender[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	47	50	48	49	50	50	50	50	46	48	49
Female	52	53	50	52	51	50	50	50	50	54	52	51
Employment[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	41	79	72	76	74	74	93	92	87	87	87
Employed part-time	15	20	7	12	10	13	13	2	3	5	2	5
Student (FT/PT)	6	19	9	9	8	6	8	5	4	7	9	7
Homemaker	4	2	1	1	1	1	1	-	-	-	-	-
Retired	18	16	2	4	3	4	2	1	1	2	1	1
Not employed	5	6	1	3	2	2	2	-	<1	-	0	<1
Refused	1	2	1	-	-	<1	<1	-	-	-	-	-
Education[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23[3]	9	-	1	3	2	2	<1	1	1	1	2
Graduated high school		14	11	14	12	16	13	7	5	8	11	9
Voc./college/tech.	25	17	30	23	34	25	25	22	28	26	24	25
Some university	10	17	18	20	16	18	24	23	19	18	17	20
Graduated university	41	41	40	40	34	39	36	47	47	47	48	45
Refused	1	3	1	2	-	1	1	-	-	-	-	-

[1] Source: Mustel – 2,004 surveys conducted among Metro Vancouver residents in March, May, September and December 2014 Omnibus waves.
[2] Category is 16-24 for the Bus, SeaBus, SkyTrain Riders surveys.
[3] Category includes both high school or less and graduated high school.
[4] Percentaged among those who gave a response (i.e. not the full sample).

Ipsos Reid

Customer Profiles:
Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older[1]	Bus, SeaBus, SkyTrain Riders, 16+ Years Q4 2015	WCE Riders Sep 2011	WCE Riders Mar 2012	WCE Riders Sep 2012	WCE Riders Mar 2013	WCE Riders Sep 2013	WCE Riders Mar 2014	WCE Riders Sep 2014	WCE Riders Mar 2015	WCE Riders Sep 2015	WCE Riders Mar 2016
BASE	2,004	2,100	304	309	319	314	319	325	311	325	317	321
Household Income[2] :	%	%	%	%	%	%	%	%	%	%	%	%
Less than $25,000	7	7	7	6	5	3	6	5	5	5	6	7
$25,000 - $44,999	11	7	10	14	9	8	15	9	5	9	13	11
$45,000 - $64,999	10	10	20	19	19	21	20	28	27	19	13	22
$65,000 or more	54	39	55	46	63	65	51	58	63	67	68	61
$65,000 - $84,999	n/a	10	16	15	21	21	23	24	22	13	17	16
$85,000 or more	n/a	29	39	31	42	45	28	35	41	54	52	45
$85,000 - $94,999	n/a	4	5	7	7	8	7	8	8	9	8	8
$95,000 or more	n/a	25	34	24	35	37	21	27	33	45	44	37
Refused/Don't know	18	25	9	16	3	3	9	<1	-	1	-	-
Municipality of Residence[2] :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	10	80	82	80	79	81	84	84	83	82	82
Port Coquitlam/Coquitlam	n/a	7[3]	34	31	40	38	34	35	37	40	39	34
Maple Ridge	n/a	2[3]	21	17	17	16	19	17	19	20	20	14
Port Moody/Belcarra/Anmore	n/a	2	11	13	11	12	14	12	16	13	13	13
Pitt Meadows	n/a	n/a	6	5	7	10	9	9	8	6	7	8
Unspecified	-	-	7	17	4	3	-	12	4	4	4	13
Surrey/North Delta/Langley/White Rock	28	19	3	1	4	4	1	1	2	2	2	2
Vancouver	28	37	1	1	1	2	1	1	<1	1	1	2
Burnaby/ New Westminster	13	15	-	1	1	3	<1	<1	<1	1	1	<1
Richmond/South Delta	11	10	-	-	-	-	-	<1	-	-	-	-
North Shore	8	7	-	-	-	<1	-	-	<1	<1	<1	-
Outside Metro Vancouver	n/a	n/a	13	14	13	12	14	13	13	13	13	13
Mission	n/a	n/a	6	6	8	9	9	10	9	7	7	9
Abbotsford	n/a	n/a	6	2	3	2	2	1	2	4	4	3
Chilliwack	n/a	n/a	-	-	-	<1	1	-	-	<1	-	<1
Other	n/a	n/a	1	1	1	1	1	<1	<1	1	1	<1
Unspecified	-	-	-	4	-	<1	-	-	2	<1	-	-
Refused	n/a	n/a	2	1	-	-	3	-	-	-	-	2

[1] Source: Mustel – 2,004 surveys conducted among metro Vancouver residents in March, May, September and December 2014 Omnibus waves.
[2] Percentaged among those who gave a response (i.e. not the full sample).
[3] Includes both Maple Ridge and Pitt Meadows.

Interviewer Name: _____

A1. Date:

	M	**T**	**W**	**Th**	**F**
March	7	8	9	10	11
March	14	15	16	17	18

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 Reid (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, 2015?

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**

A5.   GENDER: ❑^{1} MALE   ❑^{2} FEMALE

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)_____

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
_____ b. FareSaver Tickets

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

![WEST COAST EXPRESS]

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

<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**

_____

e1) Feeling safe from crime in WCE parking lots

<u>Very Poor</u>   <u>Excellent</u>   <u>N/A</u>

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

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

_____

e) Having enough parking at the WCE parking lots

<u>Very Poor</u>   <u>Excellent</u>   <u>N/A</u>

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

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

_____

f) Value for the money

<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**

_____

g) Convenient hours of operation

<u>Very Poor</u>   <u>Excellent</u>

□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

$\square^0$ **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 $\square^6$ Drove alone (SOV)

$\square^2$ Walk $\square^7$ Bus

$\square^3$ Bicycle $\square^8$ Other (specify) _____

$\square^4$ Motorcycle
                                          $\square^?$ N/A – New to the area served by WCE
$\square^5$ Taxi

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? _____

_____

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

❏[3] Vocational / college / technical

❏[4] Some university

❏[5] Graduated 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

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.