

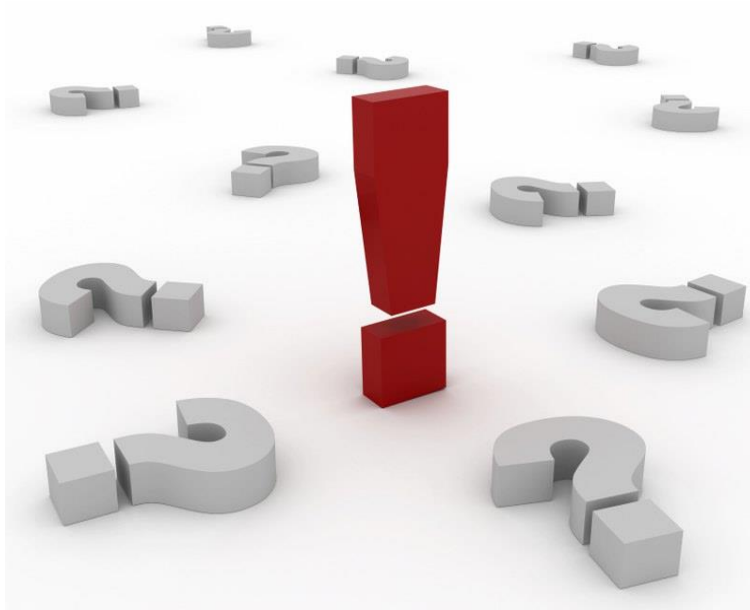


Customer Service Performance March 2017

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.





- **This period, WCE's Overall Service performance (71% good-to-excellent scores) has returned to its previous level in 2015, dropping significantly from a year ago and last September, and its average score is at 8.0 out of 10.** This drop might be attributed by the decline in On-time Reliable Service ratings (58%, down from both March and September of 2016), which has the strongest negative impact on the overall perceptions of WCE service.
- **Another area that has shown a significant drop in its performance compared to the previous two periods is Having Good Connections (46%).** This is the lowest level observed in the past 7 years.
- **Having Courteous, Competent, Helpful Staff and Having Clean Vehicles and Stations remain as the top two performing areas for WCE (94% and 95% respectively).**

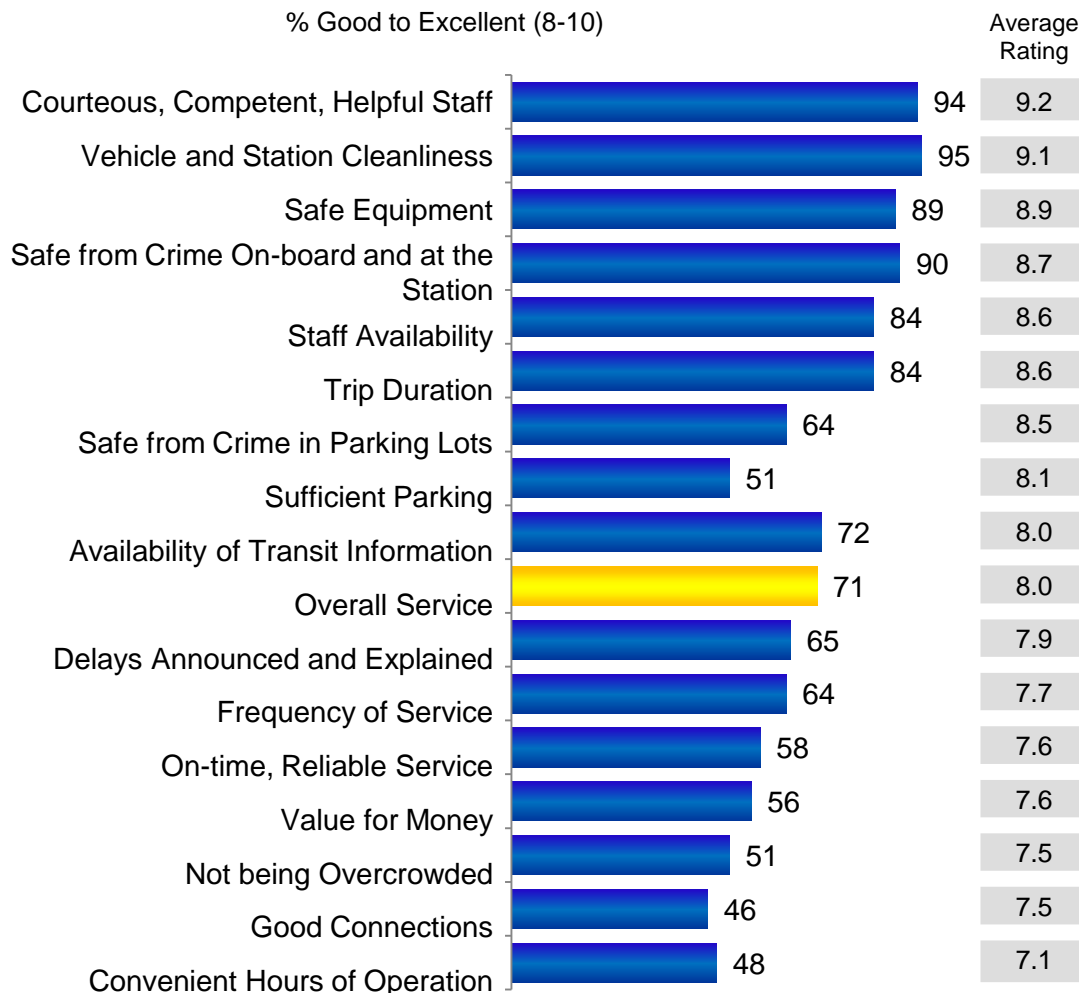


- **WCE riders have made an average of 9.6 one-way trips on transit in the past seven days, which is the same number of trips that they say they would make on WCE in a typical week.** Since a one-way transit trip refers to any trip to a single destination regardless of the number of modes used, this indicates that WCE riders would make very few transit trips that do not include WCE. However, in terms of using WCE exclusively, the proportion of those who report doing so in the past week has dropped (40%, down from 48% in March 2016 and 47% last September).
- **Nine-in-ten WCE riders (89%) report using WCE as frequently as they did six months ago, which is up from the previous two periods.** On the contrary, the proportion of those who indicate a higher usage in the past six months (8%) has dropped.
- **The same proportion of WCE riders say they have started taking WCE within the past 2 years (33%) as those who began taking WCE 8 or more years ago (34%).**



- **WCE Monthly Pass continues to be the most commonly-used fare payment method among WCE riders (74% of transit trips) and its reported usage has gone up from the previous wave (67%).** Another frequently used method of payment is Stored Value (19% of transit trips, down from 24% last September).

Performance on West Coast Express Attributes



Mar 2017 Base = 317-322

Performance on Specific Attributes

- Down from a year ago and last September, seven-in-ten WCE riders (71%) award a score of 8 to 10 to WCE's Overall Service and the average score is sitting at 8.0 out of 10.
- Although all service attributes continue to earn an average score of 7.0 or higher this period, ratings for a few areas have slipped from March and/or September of 2016. Specifically, the most significant decreases are found in the performances of On-Time Reliable Service (58%, down from 73% a year ago and 69% last September), which may have been affected by two delays during the timing of the study, and Good Connections (46%, down from 66% a year ago and 63% last September).
- Two attributes continue to earn the highest ratings from WCE riders, which includes Courteous, Competent, Helpful Staff (94%) and Vehicle and Station Cleanliness (95%). Both areas consistently receive an average score that is higher than 9.0 out of 10.
- Convenient Hours of Operation remains as the lowest-performing attribute (7.1 out of 10), but its performance has been trending up over the last two periods.

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 show 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					
On-time Reliable Service	6.5	8.2	1.7	0.09	0.151
Value for Money	7.0	8.1	1.1	0.07	0.075

On-time Reliable Service

This attribute has the most negative impact on the overall perceptions of WCE service this period, with an impact score of 0.151. In particular, 58% of riders award top ratings to this attribute, which has dropped significantly from the previous two waves.

Moreover, 9% of WCE riders are dissatisfied with this area, with train breakdowns being the most reported complaint. More specific to this wave, many of these riders also mention about the delays caused by CP rail freight traffic/signal problems, which although more prevalent in the latter months of 2016, are still occasionally affecting WCE service.

Value for Money

Another important attribute is Value for Money, which has a negative impact score of 0.075 and receives low assessments from 7% of WCE riders.

The general comment, from those who give a score of 1 to 5 to Value for Money, is that WCE is too expensive.

West Coast Express Rider Profile



- Six-in-ten WCE riders are between the ages of 35 and 54 years old, and a large majority of them (93%) are working full time. They tend to make an annual household income of \$65,000 or more (69%) and reside in Port Coquitlam/Coquitlam (45%).
- Three-quarters of WCE riders (76%) are Choice riders, meaning they choose to take WCE for their trips even though they have access to a vehicle as a driver or passenger.



- WCE riders tend to have either started taking WCE within the past 2 years (33%) or 8 or more years ago (34%).
- WCE riders report making an average of 9.6 trips on WCE in a typical week, which is the highest level observed in the past 7 years.
- Nine-in-ten WCE riders (89%) say they have been using WCE with the same frequency as six months ago, which is up from the previous two waves in 2016. In contrast, the proportion of WCE riders who report having an increase in their usage (8%) has dropped compared to 15% last wave and 14% a year ago.



- Three-quarters of transit trips taken by WCE riders (74%) were paid for using a WCE Monthly Pass, which is up from last period (67%). This continues to be the most popular fare option among WCE riders.
- Stored Value is another common method (19%); however, its usage has dropped from last September (24%).



The primary objectives of this project are to:

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



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

Sample Design

A total of 322 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 6th to 17th in 2017.

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:

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:27AM	17	3:50PM	25
5:57AM	22	4:20PM	35
6:27AM	42	4:50PM	39
6:57AM	42	5:30PM	42
7:27AM	<u>36</u>	6:20PM	<u>22</u>
TOTAL	159	TOTAL	163

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

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	14	Mission City	13
Port Haney	14	Port Haney	14
Maple Meadows	17	Maple Meadows	19
Pitt Meadows	14	Pitt Meadows	15
Port Coquitlam	36	Port Coquitlam	35
Coquitlam	34	Coquitlam	33
Port Moody	<u>30</u>	Port Moody	<u>34</u>
TOTAL	159	TOTAL	163

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 2016, the weights were based on the average daily ridership collected from Compass Card taps between May 1 and June 30, 2016.

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 6th to 17th, 2017.

Implementation of FTA Impact Score Method

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

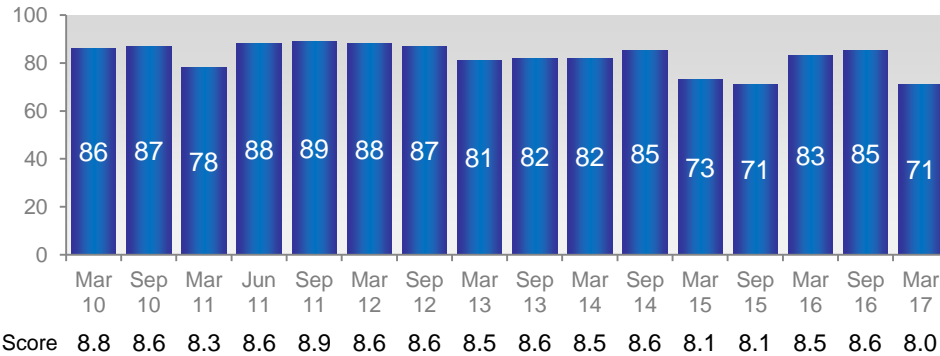


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

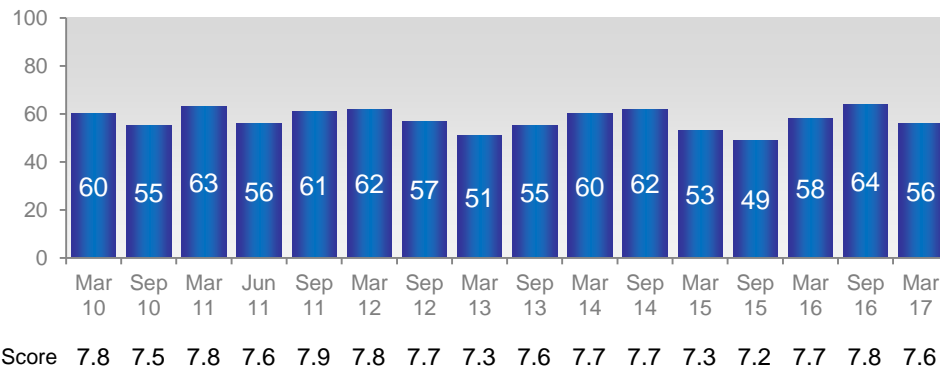
% Good to Excellent (8-10)



March 2017 Base = 322

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

% Good to Excellent (8-10)



March 2017 Base = 320

Overall Service

- Seven-in-ten WCE riders (71%) give good-to-excellent ratings to WCE for its overall service, which is down from the last two waves. The average score has also dropped to 8.0 out of 10.

Good-to-Excellent ratings compared to:

Period	% Change
September 2016	-14%
March 2016	-12%

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

Value for Money

- In terms of Value for Money, the proportion of riders who award top scores is in-line with a year ago, but has dropped from the previous period.

Good-to-Excellent ratings compared to:

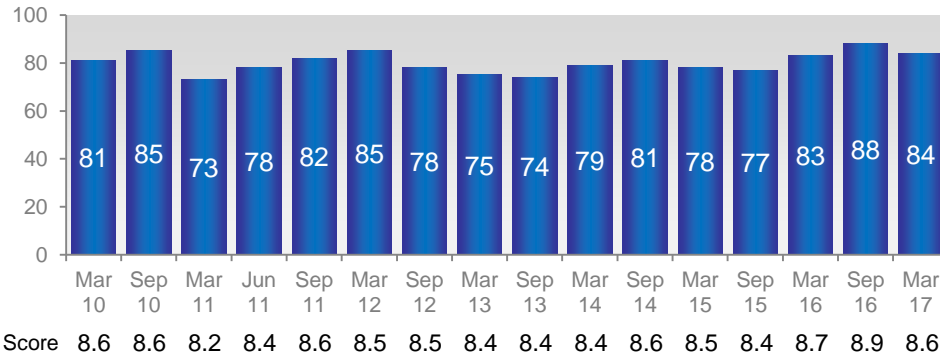
Period	% Change
September 2016	-8%
March 2016	-2%

- There are no significant differences among the different stations in this regard.
- Among the 7% of riders who give a low rating, the most common reason continues to be because 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?

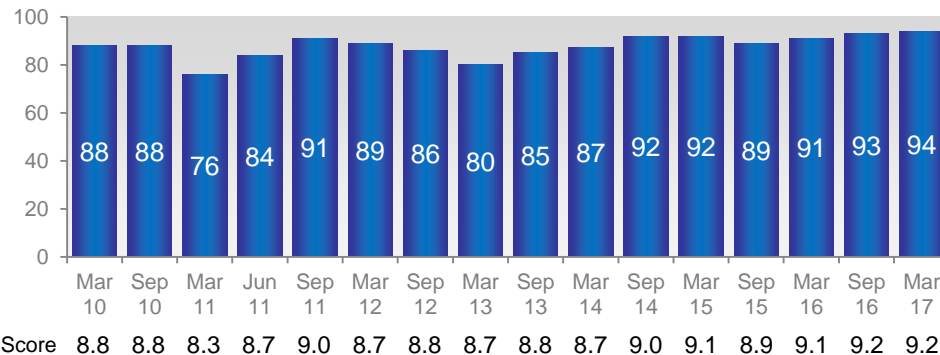
% Good to Excellent (8-10)



March 2017 Base = 322

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

% Good to Excellent (8-10)



March 2017 Base = 322

Staff Availability

- Staff Availability earns top ratings from 84% of WCE riders, which is consistent with the previous two waves.

Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	-4%	+1%

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- Trending up since September 2015, over nine-in-ten WCE riders (94%) find the staff to be courteous, competent and helpful. This remains as one of the highest-performing service attributes.

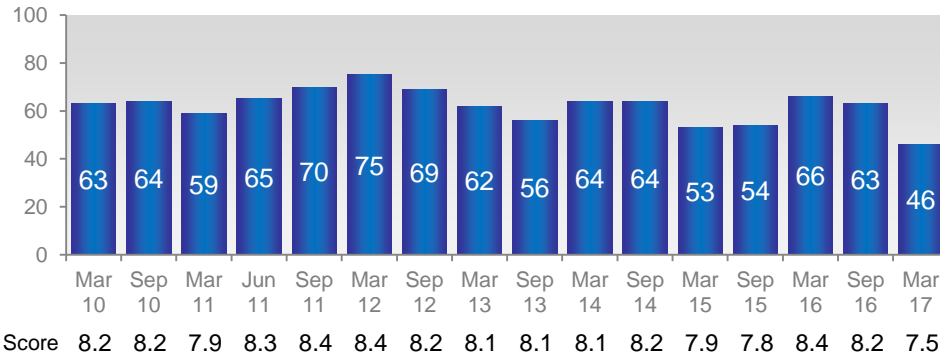
Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	+1%	+3%

- Nearly all riders from the Port Coquitlam station (99%) award a score of 8 to 10 to this attribute.

● ● = Significant upward / downward shift

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

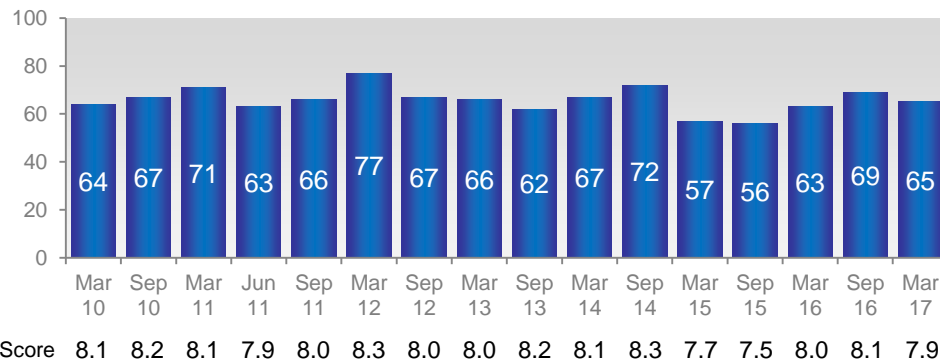
% Good to Excellent (8-10)



March 2017 Base = 322

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

% Good to Excellent (8-10)



March 2017 Base = 322

Good Connections

- Close to one-half of riders (46%) award top ratings to Good Connections, which has significantly dropped from the previous two periods. This is also the lowest level observed since March 2010.

Good-to-Excellent ratings compared to:

	September 2016	March 2016
	-17%	-20%

- No apparent differences are found at the station level.
- For those who are unsatisfied with the connections (12%), their main reasons include shuttle/bus not coming, it didn't stop because it was full and it was late getting to the station.
- On average, WCE riders continue to say that 8 minutes is a reasonable connection wait time.

Delays Announced and Explained

- Directionally down from last wave but consistent with a year ago, Delays are Announced and Explained earns top ratings from 65% of WCE riders in March 2017.

Good-to-Excellent ratings compared to:

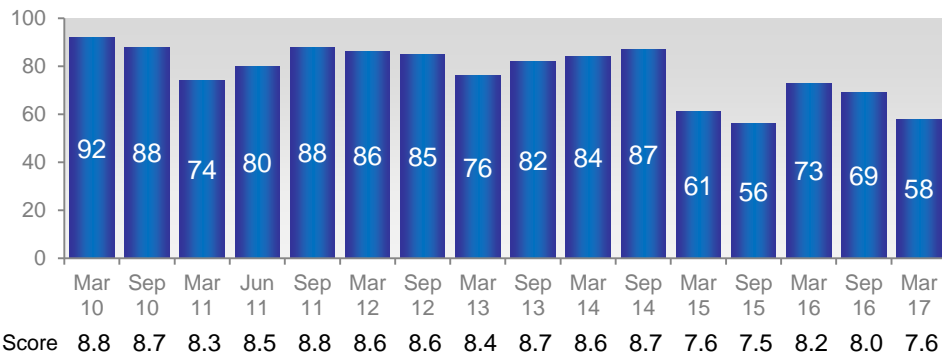
	September 2016	March 2016
	-4%	+2%

- There are no significant differences between stations.
- Among the 7% who give a low rating, their common complaints include late announcements, delays not being explained and having difficulty hearing/understanding the announcements.

● ● = Significant upward / downward shift

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

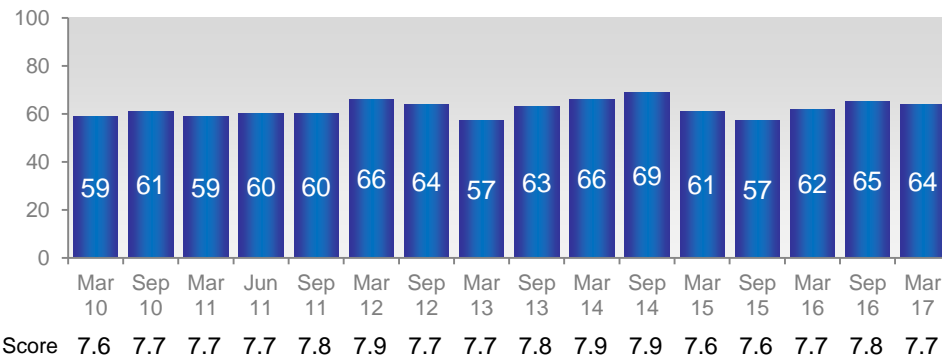
% Good to Excellent (8-10)



March 2017 Base = 322

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)



March 2017 Base = 321

On-Time Reliable Service

- Dropping from the last two periods, close to six-in-ten WCE riders (58%) give a good-to-excellent score to On-Time Reliable Service.

Good-to-Excellent ratings compared to:

September 2016

-11%

March 2016

-15%

- There are no apparent differences at the station level.
- The common issues mentioned by those who do not find the service to be on-time and reliable this period (9%) include train breakdowns and the delays caused by CP rail freight traffic/signal problems.

Frequency of Service

- In-line with a year ago and last September, ratings for Frequency of Service remain at 64%.

Good-to-Excellent ratings compared to:

September 2016

-1%

March 2016

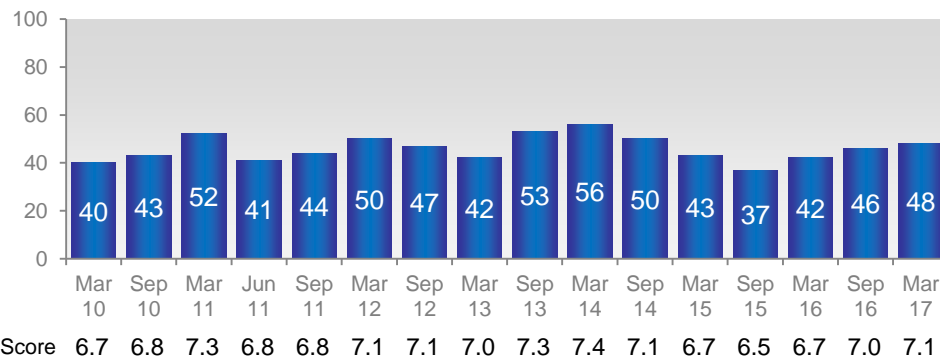
+2%

- All the stations show similar performances in this area.
- The average acceptable wait time among the small proportion of riders who give low assessments to this area (5%) is 18 minutes.

● ● = Significant upward / downward shift

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

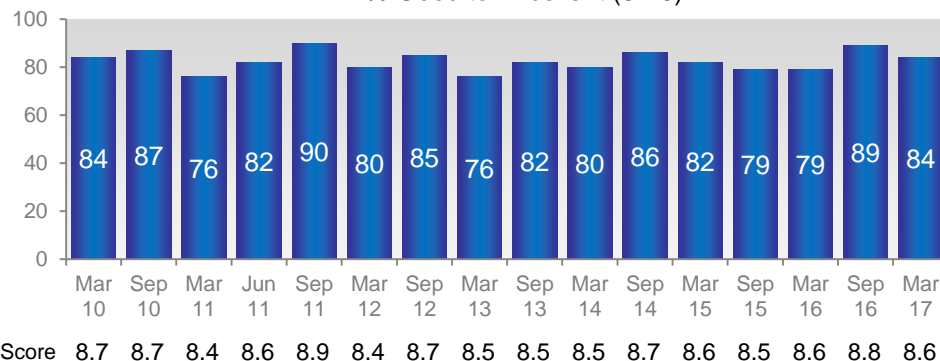
% Good to Excellent (8-10)



March 2017 Base = 317

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

% Good to Excellent (8-10)



March 2017 Base = 322

Convenient Hours of Operation

- Trending up since September 2015, Convenient Hours of Operation earns top ratings from 48% of riders this period.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2016</u>	<u>March 2016</u>
	+2%	+6%

- There are no apparent differences at the station level.
- Close to one-quarter of riders (22%) give low assessments to this attribute, and many of them would prefer having later eastbound and weekend service.

Trip Duration

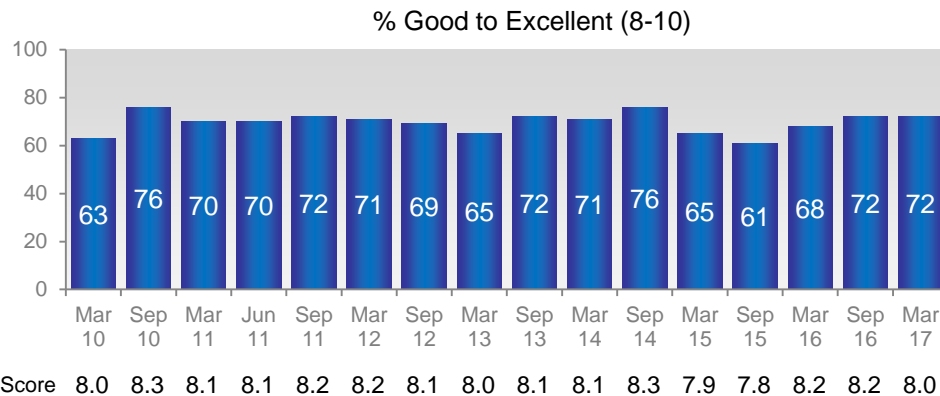
- Marginally up from a year ago, but directionally down from last period, 84% of WCE riders find Trip Duration to be good-to-excellent.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2016</u>	<u>March 2016</u>
	-5%	+5%

- Among the different stations, there are no significant differences in their ratings.

● ● = Significant upward / downward shift

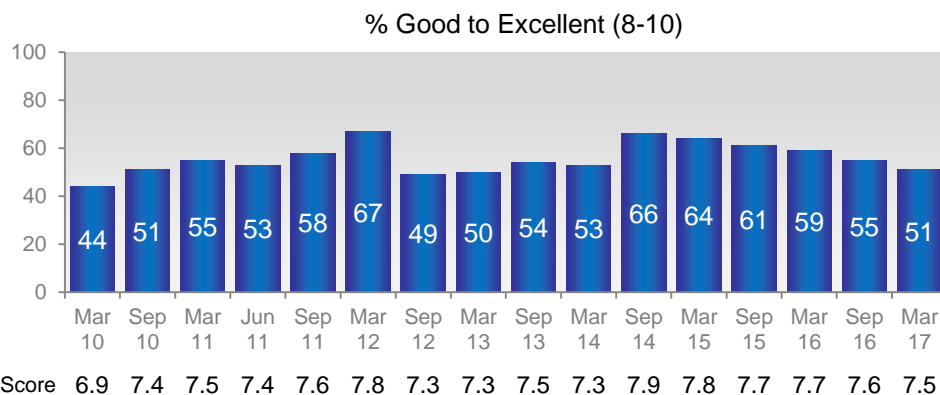
Q9i. How would you rate West Coast Express in terms of: Availability of transit information at the stations?*



March 2017 Base = 320

*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?



March 2017 Base = 322

Availability of Transit Information

- Unchanged from last September but marginally increased from a year ago, close to three-quarters of riders (72%) award top ratings to Availability of Transit Information.

Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	0%	+4%

- At the station level, there are no apparent differences.

Not Being Overcrowded

- Overcrowding appears to more and more of an issue for WCE riders, as ratings for Not Being Overcrowded have been trending down from 66% in September 2014 to 51% this period.

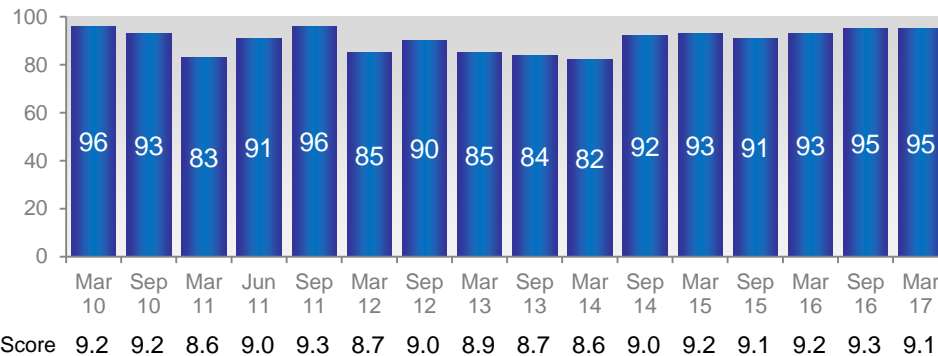
Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	-4%	-8%

- No differences are found at the station level.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

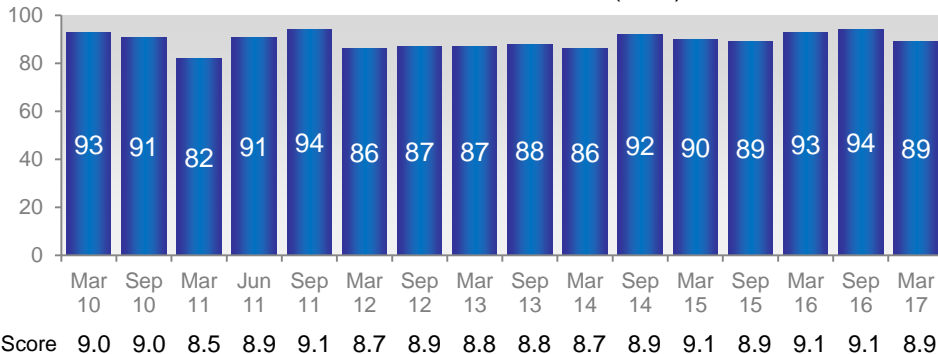


March 2017 Base = 320

*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)



March 2017 Base = 322

Clean, Graffiti-Free Vehicles and Stations

- Clean, Graffiti-Free Vehicles and Stations continues to earn high ratings from a large majority of WCE riders (95%), and this is one of the highest-rated service attributes.

Good-to-Excellent ratings compared to:

	<u>September 2016</u>	<u>March 2016</u>
	0%	+2%

- All riders using the Maple Meadows station award top ratings to this attribute.

Safe WCE Equipment Provides a Safe Ride

- Directionally down from a year ago and significantly dropped from last September, 89% of riders award top ratings to WCE service for providing a safe ride.

Good-to-Excellent ratings compared to:

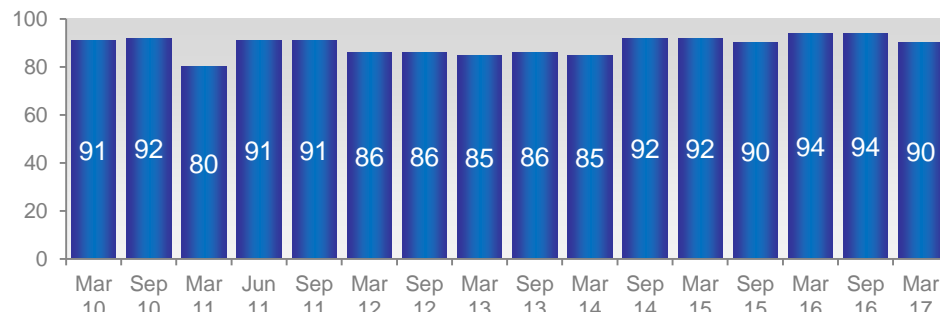
	<u>September 2016</u>	<u>March 2016</u>
	-5%	-4%

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

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

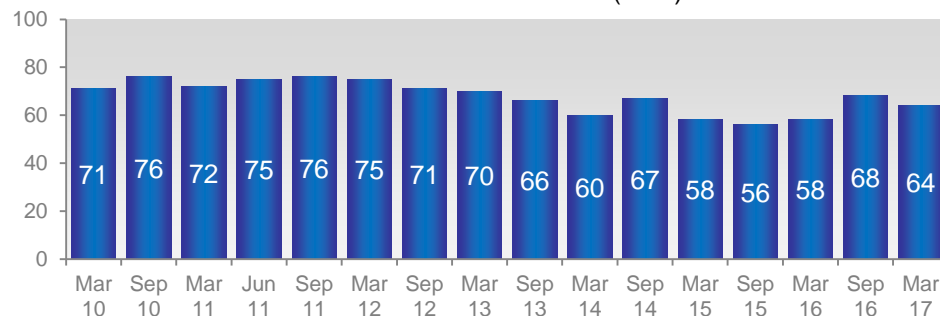


Avg Score 9.0 9.1 8.4 9.0 9.1 8.6 8.9 8.9 8.8 8.7 9.0 9.1 9.1 9.2 9.1 8.7

March 2017 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)



Avg Score 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 8.6 8.5

March 2017 Base = 322

Safe From Crime On-Board and at the Station

- Nine-in-ten riders report feeling safe from crime on-board and at the station, which is directionally down from the last two periods.

Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	-4%	-4%

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

Safe From Crime in WCE Parking Lots

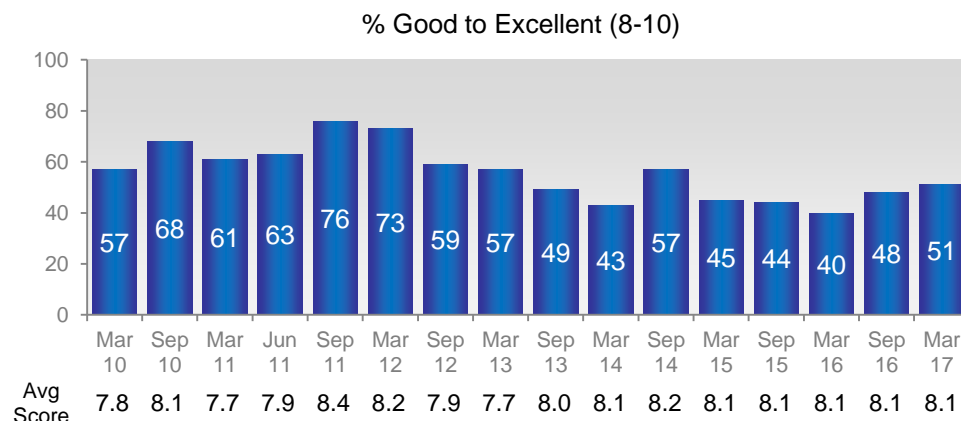
- Directionally down from last wave but marginally up from a year ago, Safe from Crime in WCE Parking Lots is rated highly by 64% of riders.

Good-to-Excellent ratings compared to:	<u>September 2016</u>	<u>March 2016</u>
	-4%	+6%

- Riders from the Coquitlam station tend to be less likely to award high scores to this area.
- Only 1% of riders give a low score to this attribute, and the issues are mostly related to cars being vandalized.

● ● = Significant upward / downward shift

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



March 2017 Base = 320

Sufficient Parking at WCE Parking Lots

- The proportion of riders who find the parking spots at WCE parking to be sufficient (51%) has jumped from a year ago but is in-line with last period.
- Consistent with historical trends, one-third of riders (32%) did not provide a rating for this question.

Good-to-Excellent ratings compared to:

<u>September 2016</u>	<u>March 2016</u>
+3%	+11%

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

1. Mission	78%
2. Maple Meadows	56%
3. Port Moody	54%
4. Port Coquitlam	53%
5. Pitt Meadows	47%
6. Coquitlam	43%
7. Port Haney*	28%

* Port Haney does not have a parking lot

● ● = Significant upward / downward shift

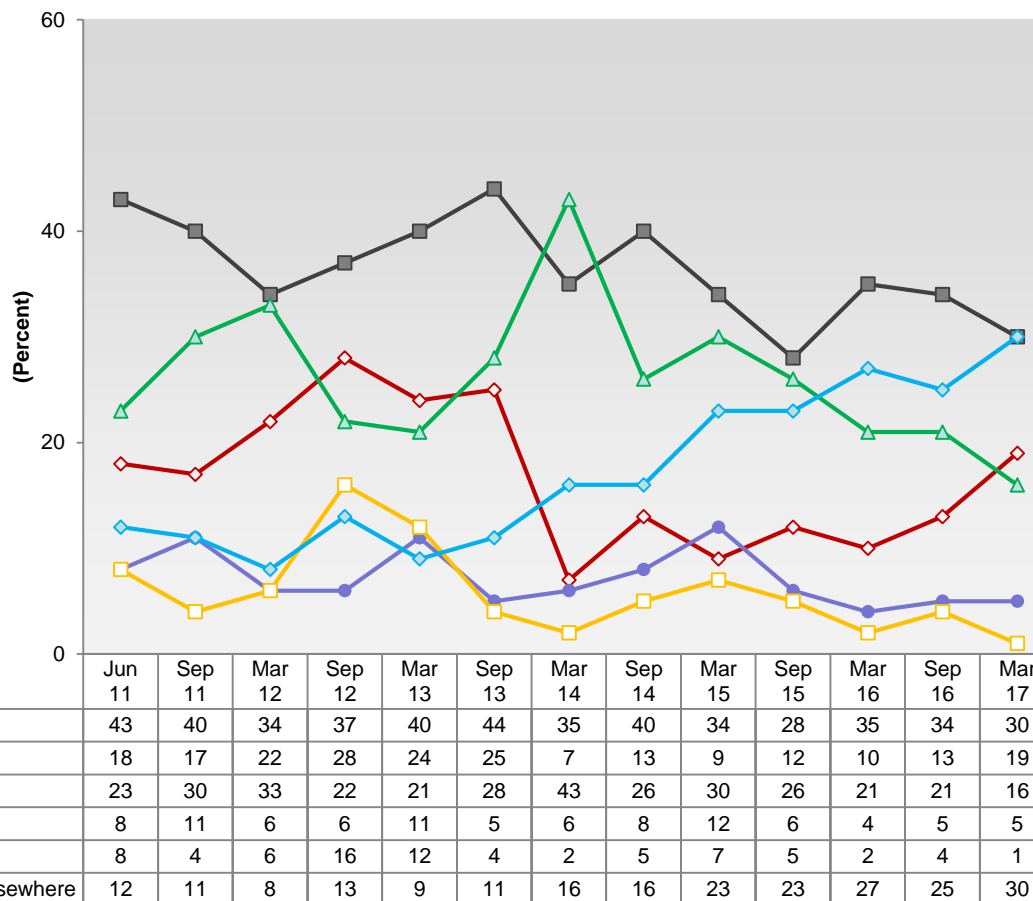


This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

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

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

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

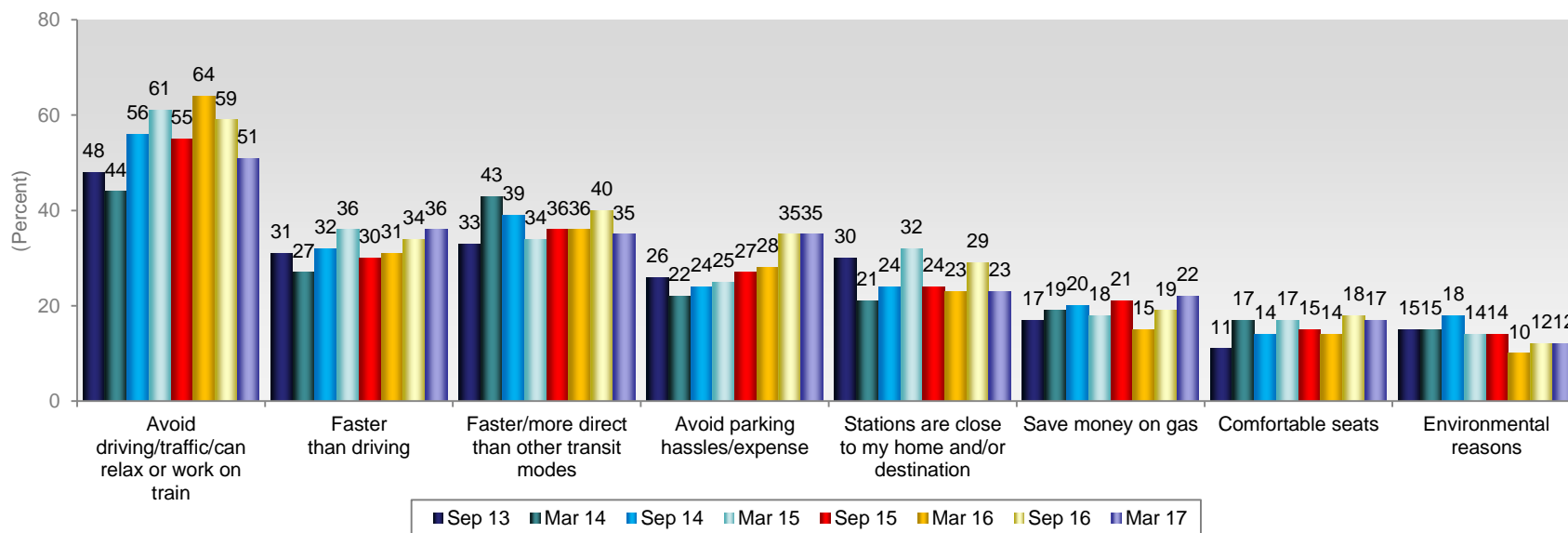


March 2017 Base = 322

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".

- Similar to previous waves, SOV remains as the most common mode of transportation that riders used before they started taking the WCE (30%).
- Trending up since a year ago, approximately one-in-five WCE riders (19%) indicate that they would mostly carpool in the past.
- Bus is another popular mode of transportation used prior to taking WCE (16%).
- Three-in-ten WCE riders say that they are new to the area or that they did not have to reach the same destination in the past. This may reflect the greater residential growth over the past few years in the northeast region, compared to Metro Vancouver.

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



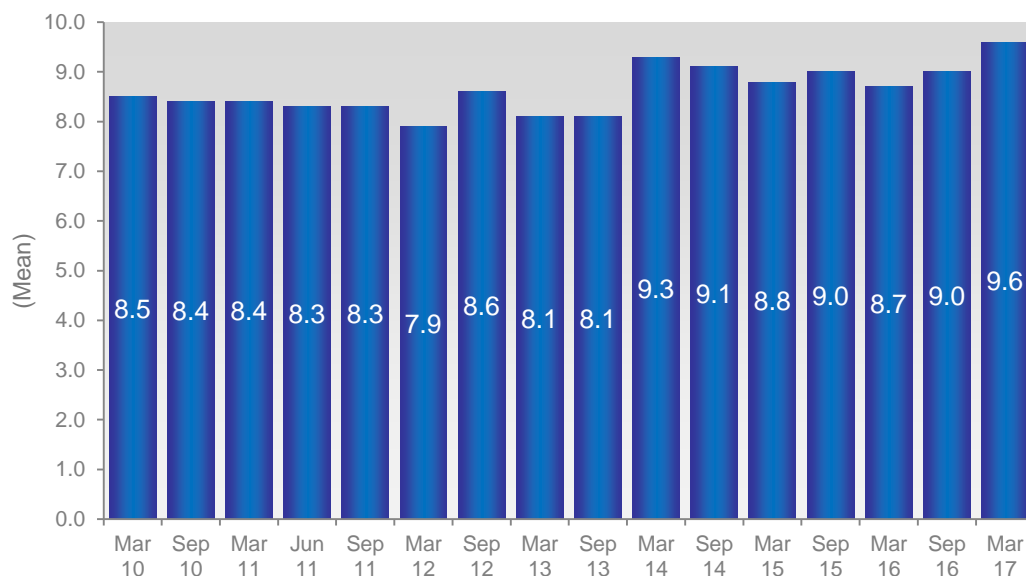
*Respondents are provided a list and asked to choose up to 3 reasons.

March 2017 Base = 320

- One-half of WCE riders (51%) say that the main reason why they take WCE is to avoid driving, which has been trending down over the last two waves. However, this remains as the top mentioned reason.
- Also, broadly one-third of riders mention that they choose to take WCE mainly because it's faster than driving (36%, trending up since September 2015), it's faster/more direct than other transit modes (35%) and they want to avoid parking hassles/expenses (35%).

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

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



March 2017 Base = 322

- The average number of one-way transit trips made in the past seven days among WCE riders has been trending up from 8.7 last March to 9.6 this period, which makes this the highest level observed since 2010.

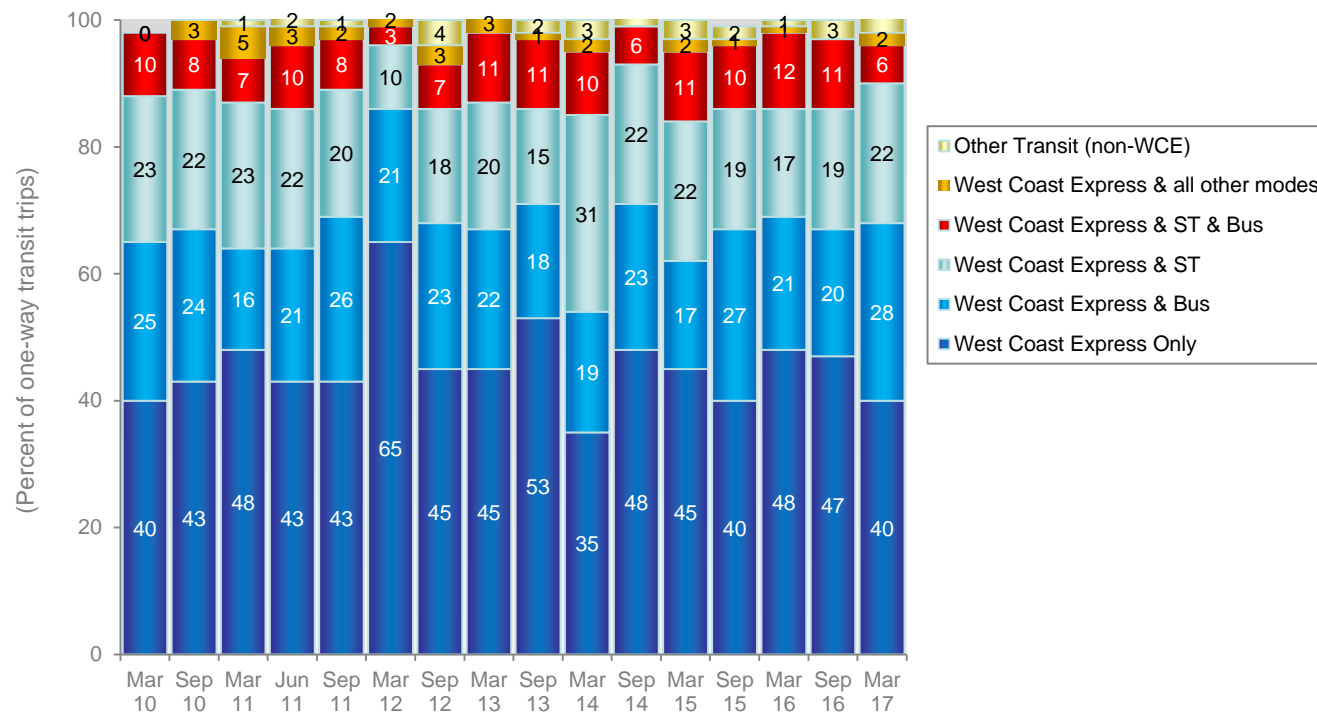
Compared to: September 2016 March 2016
+0.6 +0.9

- Specifically, a large majority of riders (86%) report making 10 or more transit trips in the past week.

● ● = Significant upward / downward shift

Trends in Transit Usage Among WCE Riders: Modes Used

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

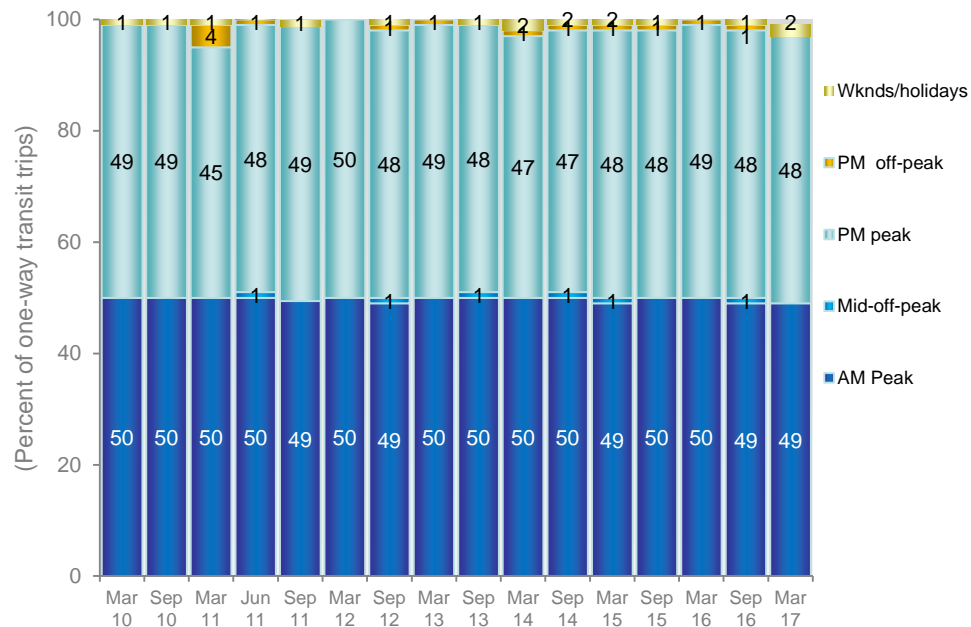


March 2017 Base = 3,103 trips

- Four-in-ten transit trips made by WCE riders in the past week were taken with WCE exclusively, which is down from a year ago and last September.
- However, almost all transit trips taken by WCE riders involved the WCE, either by itself or with another transit mode. In particular, transit trips that were made using a combination of WCE and Bus or SkyTrain have increased over the last two periods (28% and 22% respectively).
- As for using a combination of all three modes (WCE, SkyTrain and Bus), this has dropped to 6% this period (compared to 12% in March 2016 and 11% in September 2016).

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

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

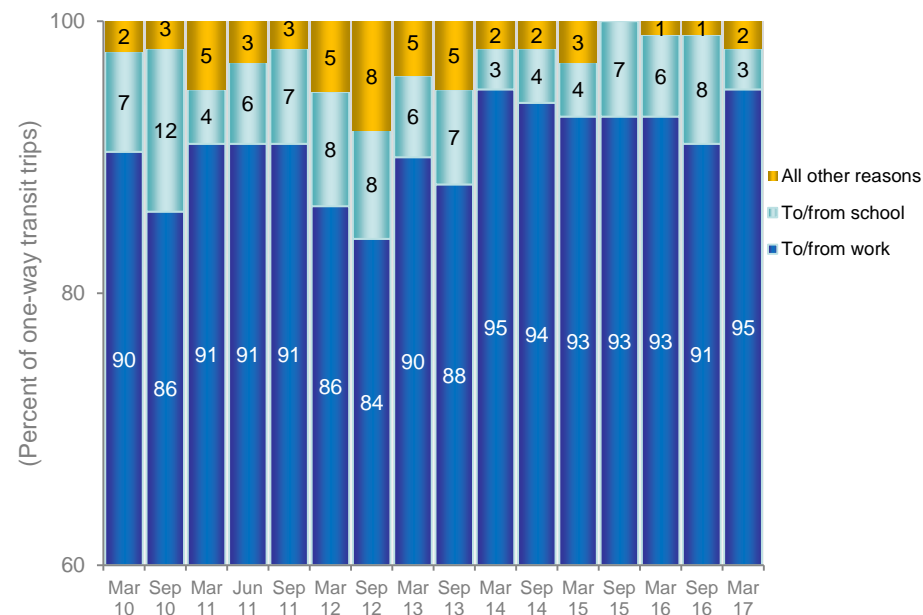


March 2017 Base = 3,103 trips

Transit Trip Timing

- Consistent with previous trends, nearly all transit trips were taken either in the AM peak hours (49%) or in the PM peak hours (48%).

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



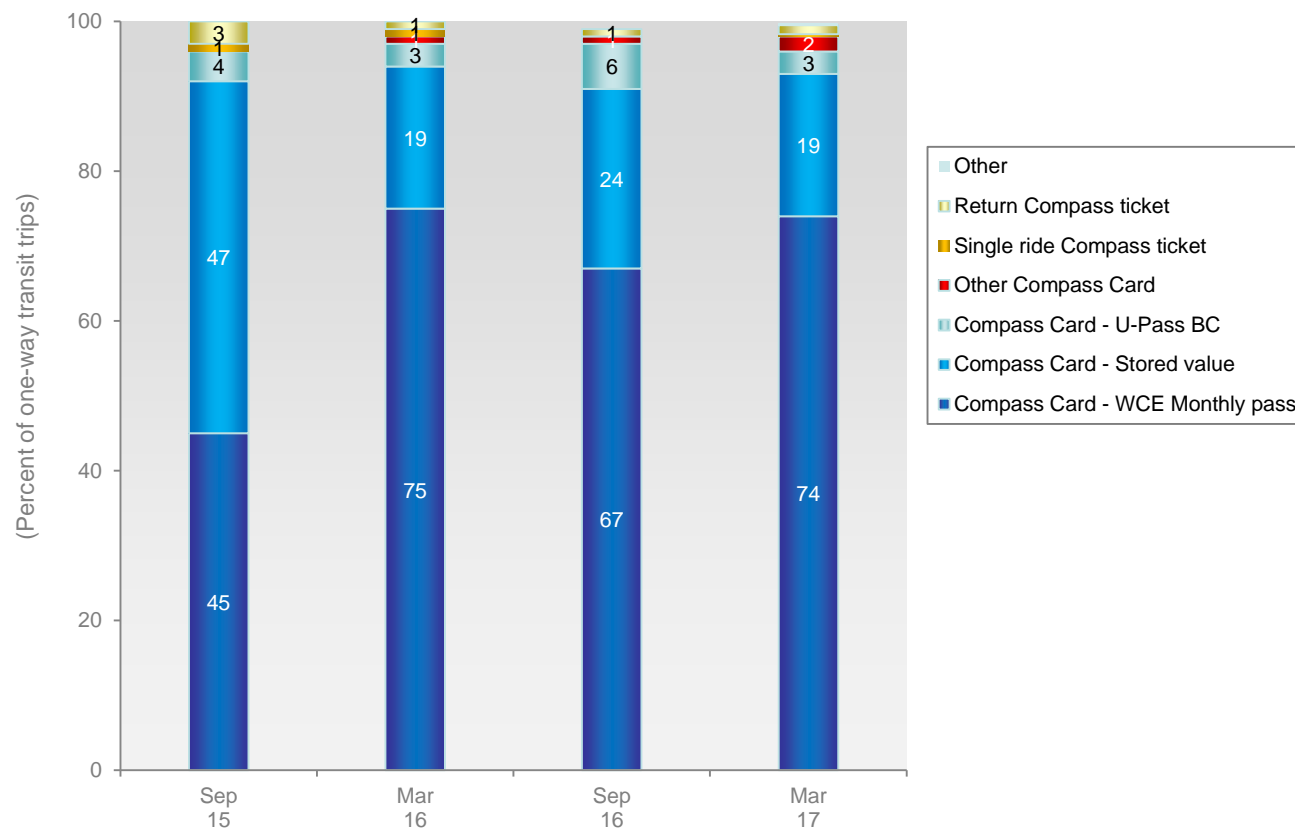
March 2017 Base = 3,103 trips

Transit Trip Purpose

- The main reason for taking WCE continues to be for work purposes (95%), which has increased from the last two periods.

Trends in Transit Usage Among WCE Riders: Fare Payment Method

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



March 2017 Base = 3,113 trips

Fare Payment Method Used

- Similar to a year ago, but up from last period, three-quarters of transit trips (74%) taken by WCE riders were paid using a WCE Monthly Pass that is loaded onto a Compass Card. This continues to be the most popular fare payment method.
- Following distantly is Stored Value on a Compass card (19%), which is unchanged from March 2016, but down from last September.

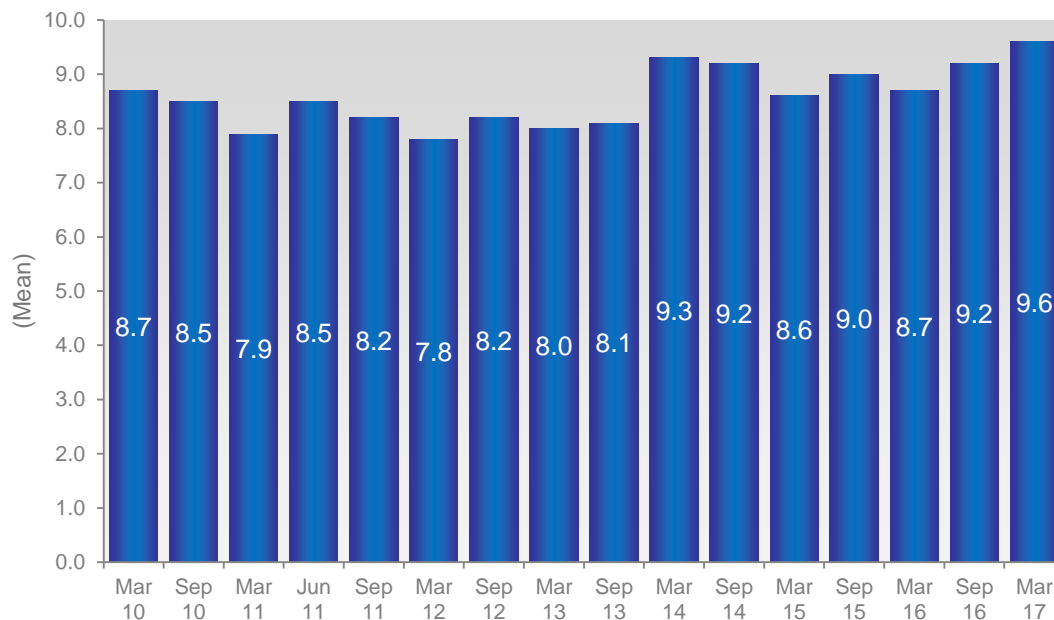
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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

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

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



March 2017 Base = 322

WCE Trip Frequency

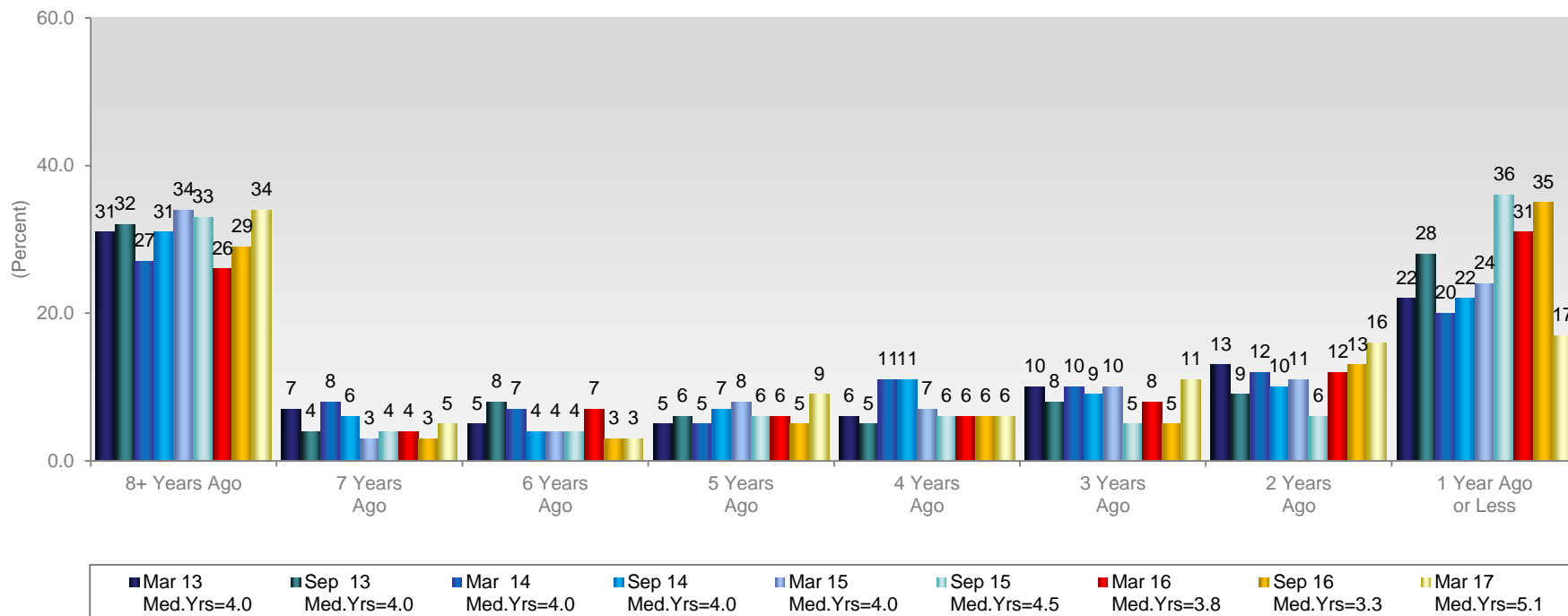
- Trending up over the last two periods, WCE riders make an average of 9.6 trips on WCE in a week, which is the highest level observed in the past 7 years.

Compared to: September 2016 March 2016
+0.4 +0.9

- Close to nine-in-ten WCE riders (86%) report making at least 10 one-way WCE trips in an average week.

● ● = Significant upward / downward shift

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

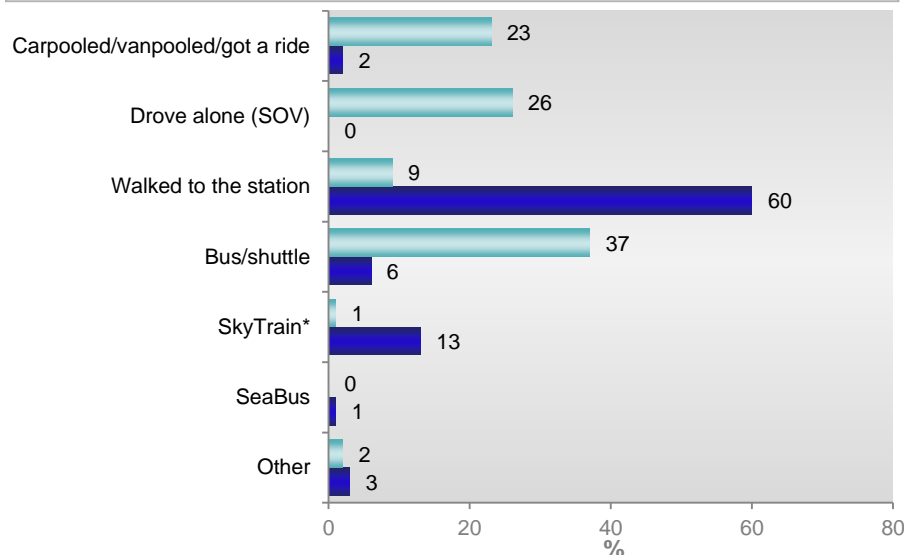


March 2017 Base = 322

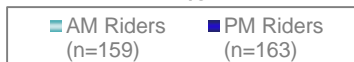
Duration of WCE Usage

- One-third of WCE riders (34%) indicate that they have started taking WCE 8 or more years ago, which is up from March 2016.
- Another one-third of WCE riders are new riders who have begun taking WCE within the past 2 years. In particular, the proportion of those who say they have started within the past year (17%) has dropped from the previous two waves.

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



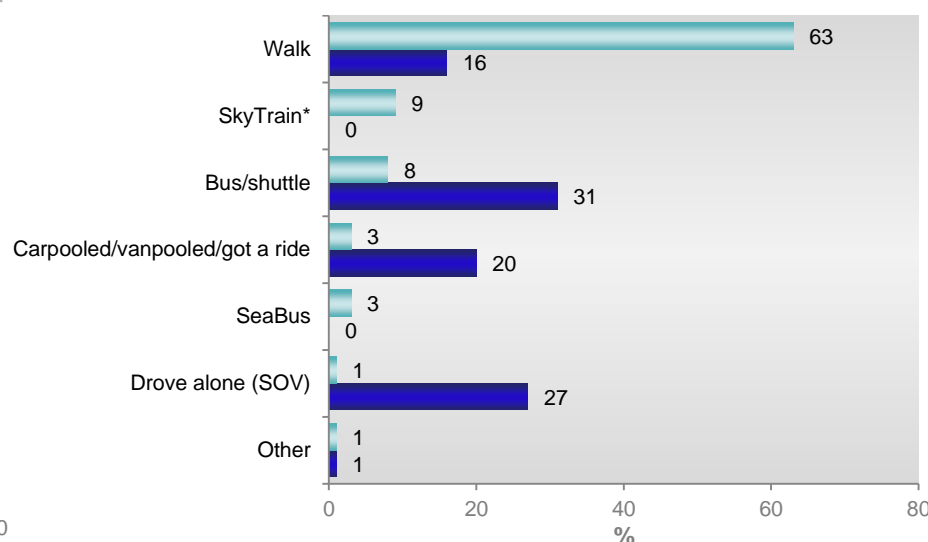
*Includes 42% of WCE riders who used the Canada Line.



Mode to the Boarding Station

- Consistent with historical trends, morning WCE riders tend to get to the station by bus/shuttle (37%), SOV (26%) or carpooling (23%).
- For afternoon riders, they usually walk to the station (60%) or take the SkyTrain (13%).

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



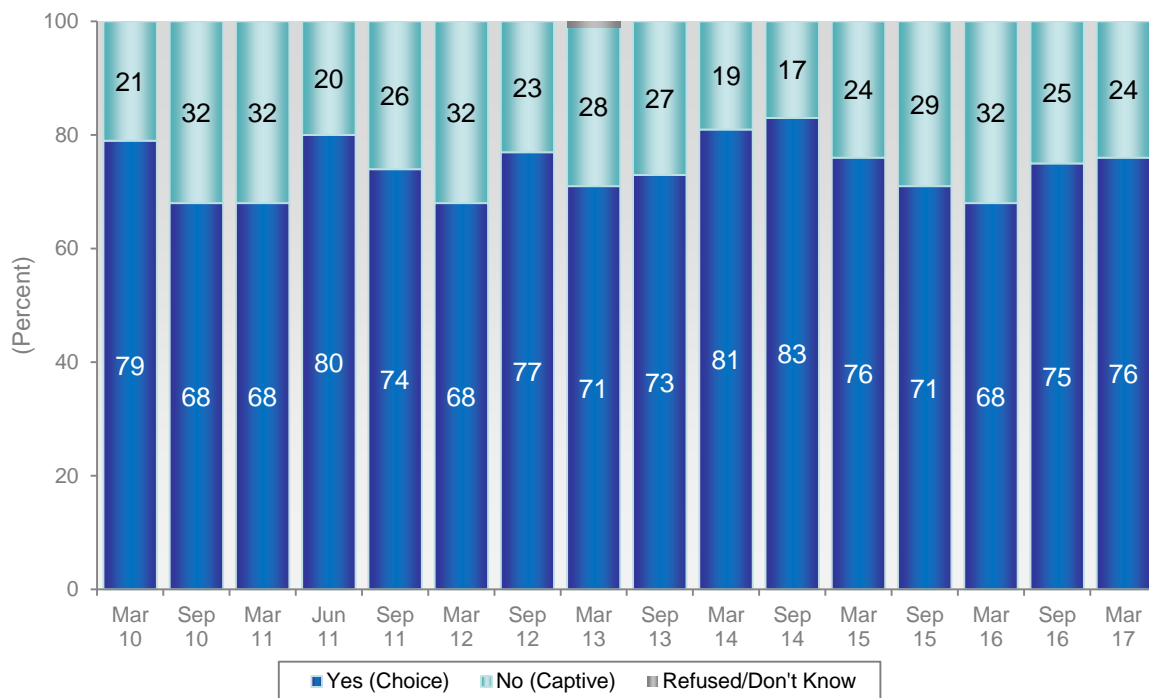
*Includes 31% of WCE riders who used the Canada Line.



Mode after Disembarking

- Morning WCE riders tend to walk to their final destination after they get off from the WCE (63%).
- On the other hand, riders who take WCE in the afternoon would usually take the bus/shuttle (31%) or drive alone (27%) to their final destination.

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



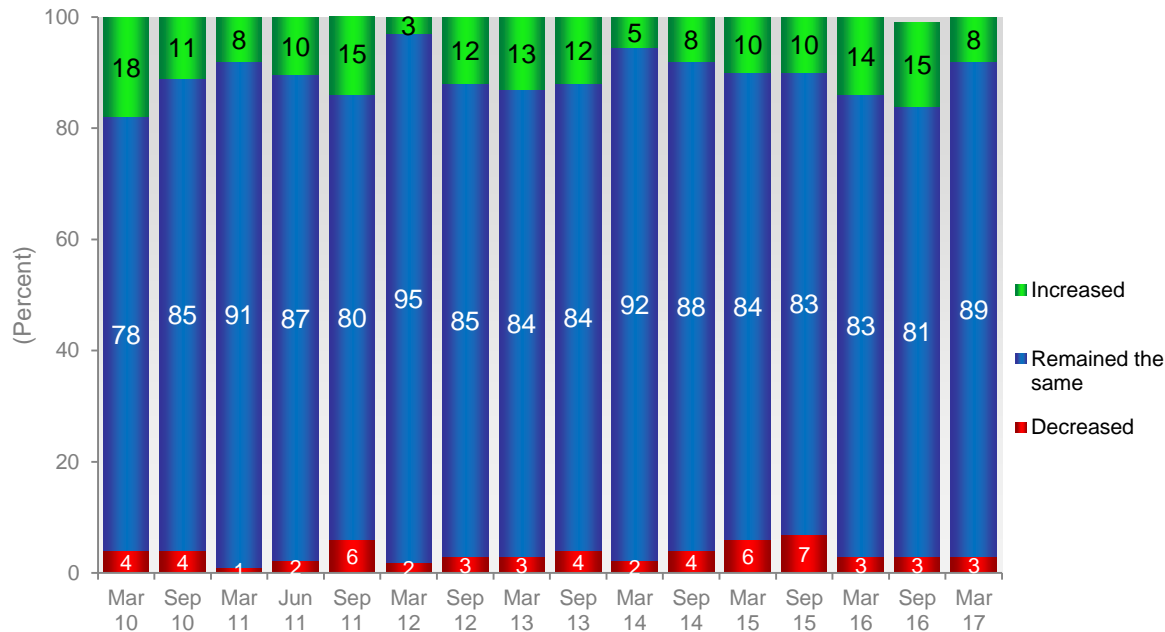
March 2017 Base = 319

Choice vs. Captive

- Choice riders, meaning those who have access to a vehicle for the trip that they make on WCE, is at 76% (up from a year ago but consistent with last wave).
- On the other hand, one-quarter of WCE riders (24%) do not have vehicle access for the trip that they make on WCE and are classified as Captive riders. The proportion of Captive riders has dropped from last March but is in-line with the previous period.

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

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



March 2017 Base = 322

Changes in Usage Over Last Six Months

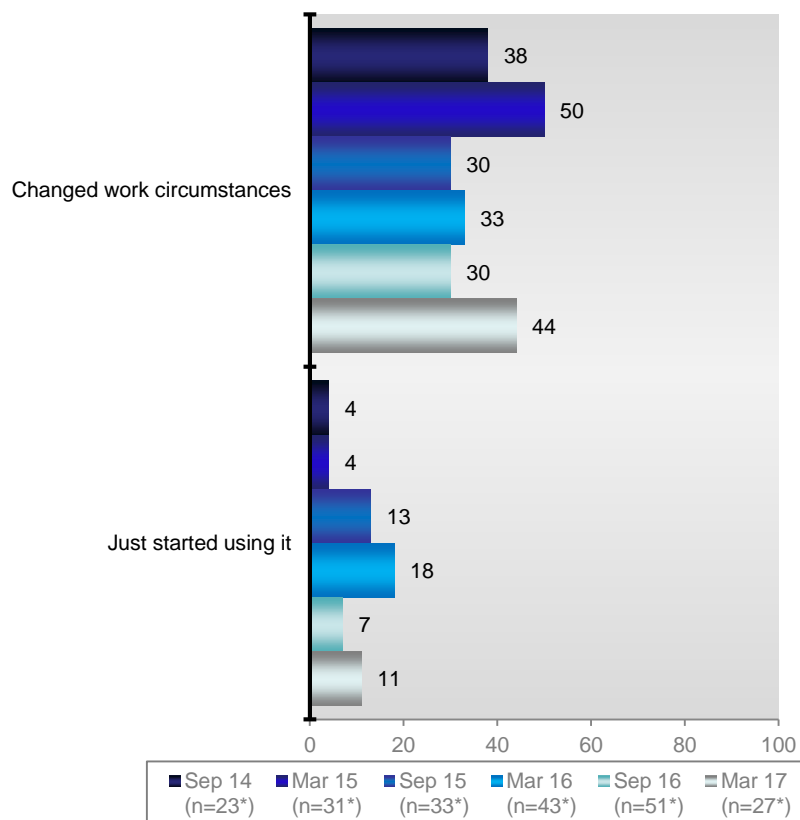
- After showing a downward trend for the last 5 periods, the proportion of those who indicate that they have not changed their WCE usage frequency for the past 6 months has returned to a higher level of 89% this March.
- On the other hand, 8% of WCE riders say they have increased their usage, which is down from the last two periods.
- Only a small proportion of riders (3%) continue to report having a usage decrease.

Reasons for Riding More Often

- The most common reason for taking WCE more often is because of changes in work circumstances.

Q16b. Why are you riding more often?

(Showing top reasons only)

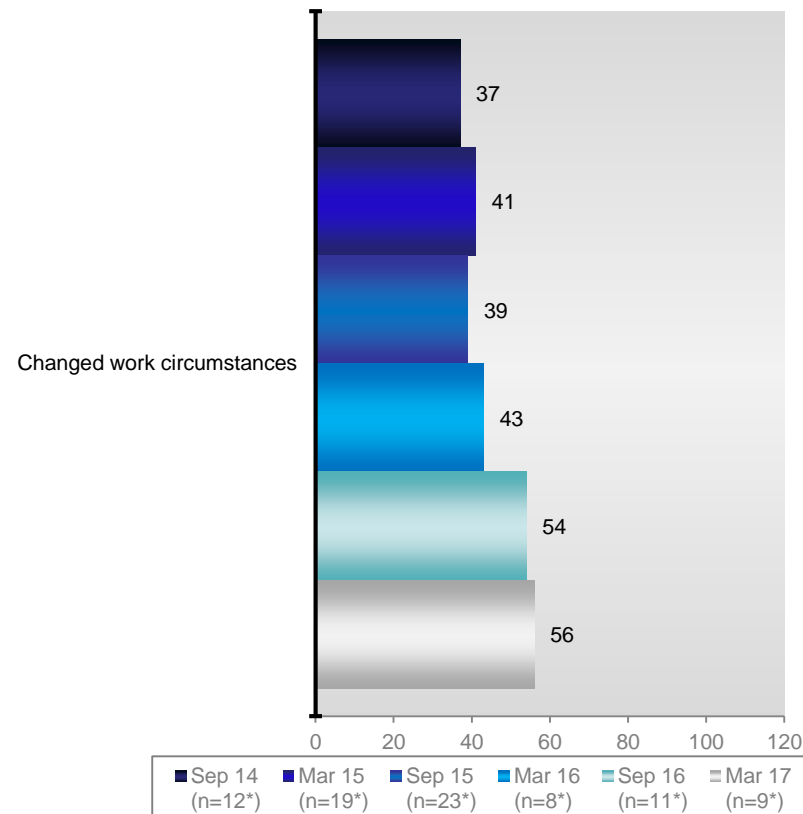


Reasons for Riding Less Often

- For those who report taking WCE less regularly (3%), their top cited reason for doing so is also because of work changes.

Q16b. Why are you riding less often?

(Showing top reasons only)



* Caution: small base size.



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

Choice Versus Captive Riders

Three-quarters of WCE riders (76%) are classified as Choice riders, which means they have access to a vehicle for the trip that they make on WCE. The remaining quarter (24%) are identified as Captive riders, meaning they do not have vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (76%):

- More likely than Captive Riders to be between the ages of 45 and 54 years old (36% versus 17%)
- More likely than Captive Riders to be employed full-time (95% versus 86%)
- More likely than Captive Riders to make an annual household income of \$95,000 or more (34% versus 17%)
- More likely than Captive Riders to be residing in the Coquitlam East to Maple Ridge area (89% versus 77%)
- Past-week transit trips made by Choice Riders are more likely to be for work purposes (97% versus 89%) and using WCE exclusively (44% versus 29%) compared to the trips made by Captive Riders
- Transit trips made by Choice Riders in the past week are also more likely to be paid by Stored Value (21% versus 12%)

Captive Riders (24%):

- More likely to be younger (18-24 years old) compared to Choice Riders (15% versus 2%)
- More likely than Choice Riders to be a full-time student (10% versus 1%)
- Compared to Choice Riders, past-week transit trips made by Captive Riders are more likely to be for school purposes (8% versus 1%), use a combination of WCE and Bus (40% versus 25%) and use the Compass Card loaded with the U-Pass as the method of payment (9% versus 2%)
- Captive Riders tend to give a higher average rating to WCE for these two areas: On-Time Reliable Service (7.9 versus 7.5 for Choice Riders) and Delays are Announced and Explained (8.2 versus 7.8)

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:

- Account for a large majority of WCE riders (86%)
- Are more likely to be working full-time (96%)
- Tend to make the most WCE trips in a typical week (10 trips on average) and most likely to use a Compass Card loaded with the WCE Monthly Pass (80%)

Medium Frequency Riders:

- Are comprised of 13% current WCE riders
- Are the most likely rider group to be between the ages of 18 and 24 years old (17%) and working part-time (17%)
- Are more likely than other rider groups to use a Compass Card loaded with the U-Pass (8%)

Low Frequency Riders:

- Make up only 1% of current WCE riders
- Base size for Low-Frequency Riders is too small for any detailed analysis

Customer Profiles:

Demographic Profile of WCE Customers

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

Consistent with previous waves, WCE riders are more likely than other transit users to be between the ages of 35 to 54 years old, working full-time and make a higher annual household income. As well, the 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 2016	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	WCE Riders Sep 2016	WCE Riders Mar 2017
BASE	2,004	2,100	319	314	319	325	311	325	317	321	333	322
Age⁴:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	26 ²	9	6	10	9	5	7	12	10	10	5
25 – 34	17	12	14	19	17	22	21	21	15	22	20	18
35 – 44	18	13	32	25	29	36	30	27	25	25	30	28
45 – 54	20	22	28	30	31	22	29	26	27	24	21	32
55 – 64	16	10	15	17	10	8	12	15	19	18	17	15
65 and older	17	16	2	3	2	3	2	4	3	2	1	3
Gender⁴:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	46	49	50	50	50	50	46	48	49	51	50
Female	52	54	51	50	50	50	50	54	52	51	49	50
Employment⁴:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	44	76	74	74	93	92	87	87	87	85	93
Employed part-time	15	20	10	13	13	2	3	5	2	5	6	4
Student (FT/PT)	6	17	8	6	8	5	4	7	9	7	7	3
Homemaker	4	2	1	1	1	-	-	-	-	-	-	-
Retired	18	16	3	4	2	1	1	2	1	1	1	-
Not employed	5	5	2	2	2	-	<1	-	0	<1	1	<1
Refused	1	2	-	<1	<1	-	-	-	-	-	-	-
Education⁴:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ³	9	3	2	2	<1	1	1	1	2	2	1
Graduated high school		13	12	16	13	7	5	8	11	9	13	14
Voc./college/tech.		17	34	25	25	22	28	26	24	25	27	27
Some university	10	16	16	18	24	23	19	18	17	20	15	21
Graduated university	41	42	34	39	36	47	47	47	48	45	43	38
Refused	1	3	-	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).

Customer Profiles:

Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 16+ Years Q2 2016	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	WCE Riders Sep 2016	WCE Riders Mar 2017
BASE	2,004	2,100	319	314	319	325	311	325	317	321	333	322
Household Income² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	8	5	3	6	5	5	5	6	7	3	3
\$25,000 - \$44,999	11	7	9	8	15	9	5	9	13	11	9	6
\$45,000 - \$64,999	10	9	19	21	20	28	27	19	13	22	17	22
\$65,000 or more	54	39	63	65	51	58	63	67	68	61	70	70
\$65,000 - \$84,999	n/a	10	21	21	23	24	22	13	17	16	15	24
\$85,000 or more	n/a	29	42	45	28	35	41	54	52	45	55	46
\$85,000 - \$94,999	n/a	5	7	8	7	8	8	9	8	8	13	16
\$95,000 or more	n/a	24	35	37	21	27	33	45	44	37	42	30
Refused/Don't know	18	26	3	3	9	<1	-	1	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	10	80	79	81	84	84	83	82	82	88	86
Port Coquitlam/Coquitlam	n/a	6	40	38	34	35	37	40	39	34	45	45
Maple Ridge	n/a	3 ³	17	16	19	17	19	20	20	14	18	17
Port Moody/Belcarra/Anmore	n/a	1	11	12	14	12	16	13	13	13	16	16
Pitt Meadows	n/a	n/a	7	10	9	9	8	6	7	8	8	7
Unspecified	-	-	4	3	-	12	4	4	4	13	-	3
Surrey/North Delta/Langley/White Rock	28	19	4	4	1	1	2	2	2	2	3	2
Vancouver	28	37	1	2	1	1	<1	1	1	2	1	1
Burnaby/ New Westminster	13	15	1	3	<1	<1	<1	1	1	<1	1	1
Richmond/South Delta	11	10	-	-	-	<1	-	-	-	-	-	-
North Shore	8	9	-	<1	-	-	<1	<1	<1	-	-	-
Outside Metro Vancouver	n/a	n/a	13	12	14	13	13	13	13	13	8	7
Mission	n/a	n/a	8	9	9	10	9	7	7	9	6	6
Abbotsford	n/a	n/a	3	2	2	1	2	4	4	3	1	1
Chilliwack	n/a	n/a	-	<1	1	-	-	<1	-	<1	<1	-
Other	n/a	n/a	1	1	1	<1	<1	1	1	<1	1	<1
Unspecified	-	-	-	<1	-	-	2	<1	-	-	-	-
Refused	n/a	n/a	-	-	3	-	-	-	-	2	-	3

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.



TransLink Customer Service Performance March 2017

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
March	6	7	8	9	10
March	13	14	15	16	17

A2. Train Departure Time:

	<u>Train 1</u>	<u>Train 2</u>	<u>Train 3</u>	<u>Train 4</u>	<u>Train 5</u>
AM-Train Left Mission at	5:25 AM	5:55 AM	6:25 AM	6:55 AM	7:25 AM
	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

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

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

A3. To the best that you recall, did you participate in a WCE customer service survey in September, 2016?

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.**

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

Q2. How many one-way trips have you made on transit, that is, bus, SeaBus, SkyTrain (including Canada Line) and West Coast Express in the last seven days?
A one-way trip is any trip to a single destination. For example, a trip to and from work would count as two one-way trips.

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

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

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

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

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

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

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

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

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

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

- _____ a. Cash

Compass Ticket Options:

- _____ d. A Single-Ride Compass Ticket

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

- _____ e. A Return Compass Ticket

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



Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify)_____

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

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

NAME _____ PHONE # _____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

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

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

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

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

Why do you give that rating? PLEASE BE SPECIFIC

b) Providing on-time, reliable service

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

Why do you give that rating? PLEASE BE SPECIFIC

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

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

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

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

☐² Shuttle / bus didn't come

☐³ Shuttle / bus was late getting to the station

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

☐⁵ Other (specify) _____

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

_____ MINUTES

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

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

Why do you give that rating? PLEASE BE SPECIFIC

e1) Feeling safe from crime in WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

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

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

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

When would you like the service to be available?

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

i) Availability of transit information at the stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

k) Delays are announced and explained

Very Poor

Excellent

N/A

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ ☐[?]

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

l) Clean and graffiti-free vehicles and stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

m) Courteous, competent and helpful staff

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

n) Safe West Coast Express equipment provides a safe ride

Very Poor

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

Why do you give that rating? PLEASE BE SPECIFIC

o) Not being overcrowded

Very Poor

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

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

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

PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

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

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
2010 2011 2012 2013 2014 2015 2016 2017

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

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

☐¹ Carpool/vanpool

☐⁷ Bus

☐² Walk

☐⁸ Other (specify) _____

☐³ Bicycle

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

☐⁴ Motorcycle

☐⁵ Taxi

☐⁶ Drove alone (SOV)

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

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

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

- ☐¹ Yes ☐² No

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

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

Q16b. Why? _____

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

D1. Please indicate your age:

☐¹ 18-24

☐⁴ 45-54

☐² 25-34

☐⁵ 55-64

☐³ 35-44

☐⁶ 65 and over

D2. Please indicate your present employment status:

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

☐⁵ Not Employed

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

☐⁶ Homemaker

☐³ Full time student

☐⁷ Retired

☐⁴ Part time student

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

☐¹ Some high school or less

☐⁴ Some university

☐² Graduated high school

☐⁵ Graduated university

☐³ Vocational / college / technical

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

☐¹ Under \$15,000

☐⁶ \$55,000 to under \$65,000

☐² \$15,000 to under \$25,000

☐⁷ \$65,000 to under \$75,000

☐³ \$25,000 to under \$35,000

☐⁸ \$75,000 to under \$85,000

☐⁴ \$35,000 to under \$45,000

☐⁹ \$85,000 to under \$95,000

☐⁵ \$45,000 to under \$55,000

☐¹⁰ \$95,000 or over

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.