Customer Service Performance
March 2018

West Coast Express

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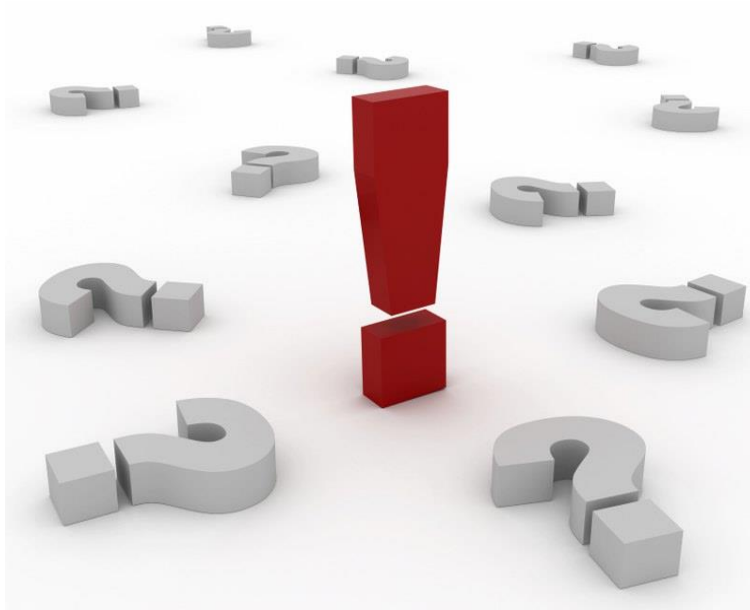
The revised West Coast Express Customer Service Performance Survey was launched in March 2003. The survey was redesigned to focus solely on the aspects of service that are most positively correlated with system performance ratings from customers.

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.

Highlights and Recommendations

- **This period, Overall WCE Service's performance is rated higher than any period in the past seven years (91%).** The average score is sitting strong at 8.8 out of 10.

- **Scores for most service attributes have also increased from a year ago.** In particular, On-time Reliable Service (82%) and Good Connections (69%) show the greatest improvements.

- **Convenient Hours of Operation continues to earn the lowest average score (6.6 out of 10) and its performance has been trending down since last year in March (from 48% to 41%).** Riders would like to see weekend and later eastbound service.
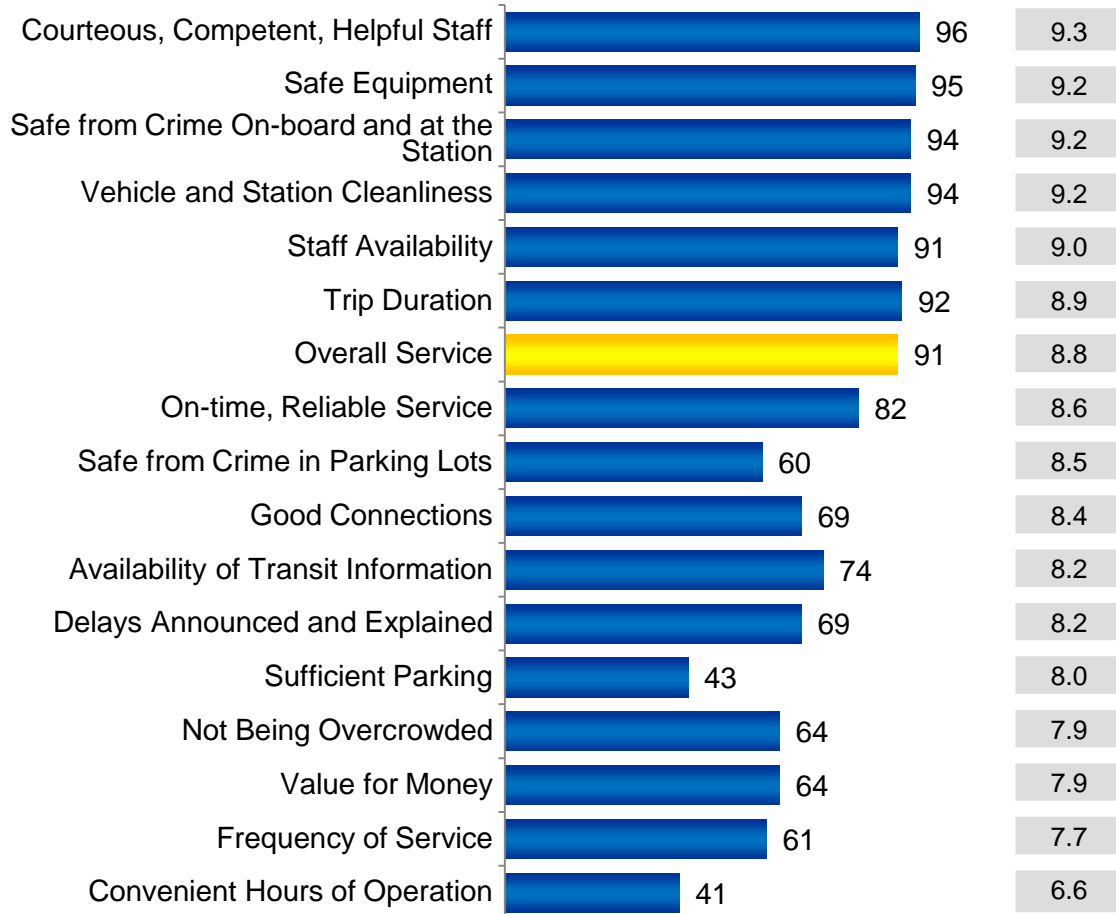
- **Trending down over the last two periods, WCE riders make an average of 8.0 transit trips in the past 7 days and an average of 7.8 trips on WCE in a typical week.** Similar to previous waves, this is an indication that WCE riders usually make very few transit trips that do not include WCE. Nonetheless, the proportion of trips made on WCE exclusively continues to trend downward from 47% in September 2016 to 29% this wave.

- **Although down from a year ago, majority of WCE riders (81%) still say their usage of WCE has not changed in the past six months.** Furthermore, there is a higher proportion of riders (13%) reporting that they have decreased their usage of WCE, but a lower proportion of riders (6%) indicate an increased usage.

- **WCE riders are likely to be either new on WCE (started taking WCE within the past year, 40%) or long-term riders (began using it 8 or more years ago, 33%).**

- **Although a WCE Monthly Pass continues to have the highest usage (61% of transit trips), it has been trending down over the past year (74% in March 2017).** Stored Value, on the other hand, is becoming more popular (33%, up from 19% in March 2017).

Highlights and Recommendations

TRANS LINK

Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Average Rating

Attribute	% Good to Excellent	Average Rating
Courteous, Competent, Helpful Staff	96	9.3
Safe Equipment	95	9.2
Safe from Crime On-board and at the Station	94	9.2
Vehicle and Station Cleanliness	94	9.2
Staff Availability	91	9.0
Trip Duration	92	8.9
Overall Service	91	8.8
On-time, Reliable Service	82	8.6
Safe from Crime in Parking Lots	60	8.5
Good Connections	69	8.4
Availability of Transit Information	74	8.2
Delays Announced and Explained	69	8.2
Sufficient Parking	43	8.0
Not Being Overcrowded	64	7.9
Value for Money	64	7.9
Frequency of Service	61	7.7
Convenient Hours of Operation	41	6.6

Mar 2018 Base = 324-337

Performance on Specific Attributes

- WCE's Overall Service earns top ratings from 91% of WCE riders, which is significantly higher than a year ago, and it's the highest level observed in the past 7 years. Its average score is strong at 8.8 out of 10.

- Several of the service attributes also show a significant recovery in their performances compared to the dip last year in March. In particular, On-time, Reliable Service (82%, up from 58%) and Good Connections (69%, up from 46%).

- Similar to historical trends, the top-performing attribute is Courteous, Competent, Helpful Staff, which earns an average score of 9.3 out of 10.

- On the other hand, Convenient Hours of Operation continues to receive the lowest average score (6.6 out of 10). Its good-to-excellent ratings have also been trending down over the past year from 48% to 41% this wave.

Highlights and Recommendations

TRANS LINK

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, Availability of Transit Information shows a significant negative impact on Overall Service perceptions, receiving a negative impact score 0.066.

	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					
Availability of Transit Information	7.2	8.9	1.7	0.04	0.066

West Coast Express Rider Profile

- Similar to historical trends, seven-in-ten WCE riders (70%) are between the ages of 25 and 54 years old and close to two-thirds of them (64%) make an annual household income of $65,000 or more. They also tend to work full-time (84%) and reside in Port Coquitlam or Coquitlam (45%).

- WCE riders are more likely to be Choice riders (72%), meaning they have access to a vehicle.

- Down from last September but up from a year ago, four-in-ten (40%) riders only started taking WCE within the past year. Another one-third of WCE riders (33%) started using WCE 8 or more years ago, which is up from last period.

- Trending down over the last two periods, WCE riders tend to make 8.0 transit trips in the past seven days, and they usually make an average of 7.8 trips on WCE in a week. This indicates that WCE riders tend to make very few transit trips that do not include WCE.

- Majority of WCE riders (81%) report they have been using WCE with the same frequency as six months ago, which is down from March of last year. Another 13% say they have decreased their usage, which is up from the last two periods in 2017.

- Although a WCE Monthly Pass is still the most common method of payment, its popularity continues to tend downward (61%, down from 74% a year ago).

- The usage of Stored Value has been growing since March 2017 from 19% of trips, to 33% this wave.

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.

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Sample Design

A total of 337 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 5th to 16th, 2018.

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	31
5:57AM	23	4:20PM	38
6:27AM	38	4:50PM	42
6:57AM	40	5:30PM	45
7:27AM	43	6:20PM	22
TOTAL	159	TOTAL	178

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	13	Mission City	12
Port Haney	14	Port Haney	17
Maple Meadows	20	Maple Meadows	25
Pitt Meadows	12	Pitt Meadows	12
Port Coquitlam	36	Port Coquitlam	43
Coquitlam	33	Coquitlam	35
Port Moody	31	Port Moody	34
TOTAL	159	TOTAL	178

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 5th to 16th, 2018.

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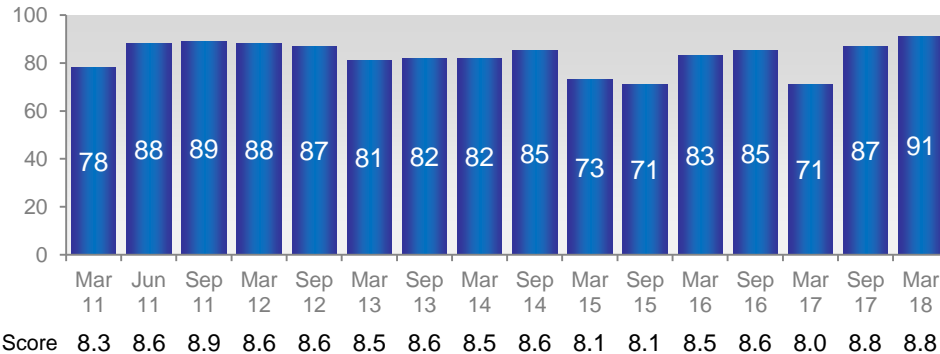
This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

➢ Overall Service Performance

➢ Performance on Specific Attributes

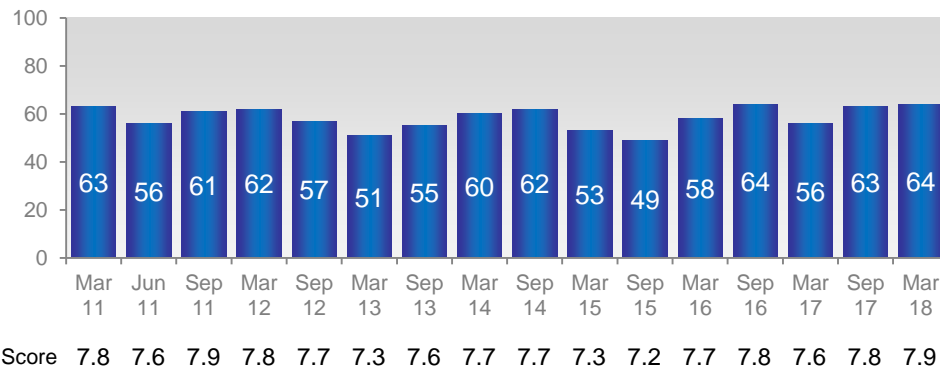Q8. How would you rate the service of West Coast Express overall?

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	78	88	89	88	87	81	82	82	85	73	71	83	85	71	87	91
Avg Score	8.3	8.6	8.9	8.6	8.6	8.5	8.6	8.5	8.6	8.1	8.1	8.5	8.6	8.0	8.8	8.8

March 2018 Base = 337

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

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	63	56	61	62	57	51	55	60	62	53	49	58	64	56	63	64
Avg Score	7.8	7.6	7.9	7.8	7.7	7.3	7.6	7.7	7.7	7.3	7.2	7.7	7.8	7.6	7.8	7.9

March 2018 Base = 337

Overall Service

- Overall Service earns good-to-excellent scores from nine-in-ten WCE riders (91%), which is the highest level observed in the last 7 years. The average score is sitting strong at 8.8 out of 10.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	+4%	**+20%**

- Riders from Port Haney station tend to give lower assessments to the Overall Service than those who are from the Port Coquitlam, Coquitlam or Port Moody stations; this may be related to the lack of parking at Port Haney station.

Value for Money

- Ratings for Value for Money have increased from the same period last year (from 56% to 64% this March), and are matching the record level seen in September 2016 (64%).

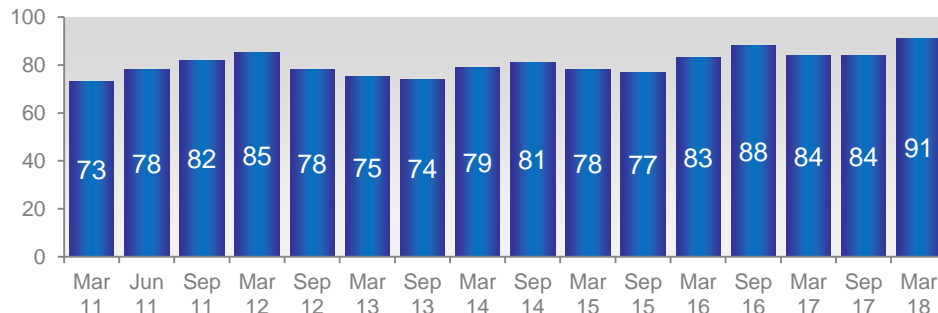| *Good-to-Excellent ratings compared to:*	*September 2017*	*March 2017*
	+1%	**+8%**

- There are no differences at the station level.

- Among the 5% of riders who give a low rating for Value for Money, the top mentioned 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?
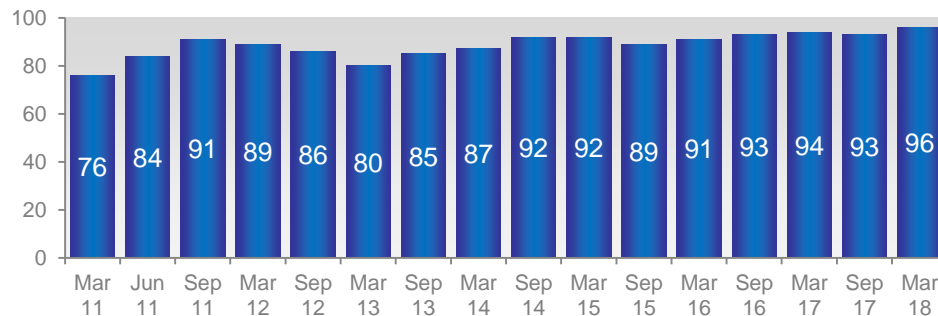
% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	73	78	82	85	78	75	74	79	81	78	77	83	88	84	84	91
Avg Score	8.2	8.4	8.6	8.5	8.5	8.4	8.4	8.4	8.6	8.5	8.4	8.7	8.9	8.6	8.8	9.0

March 2018 Base = 337

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

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	76	84	91	89	86	80	85	87	92	92	89	91	93	94	93	96
Avg Score	8.3	8.7	9.0	8.7	8.8	8.7	8.8	8.7	9.0	9.1	8.9	9.1	9.2	9.2	9.2	9.3

March 2018 Base = 337

Staff Availability

- Showing the strongest performance since March 2011, Staff Availability receives top ratings from 91% of WCE riders this period. Its average score has reached to 9.0 out of 10 for the first time since March 2011.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	+7%	**+7%**

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- Nearly all WCE riders (96%) give a high score to WCE staff for being Courteous, Competent and Helpful. Similar to historical trends, this is the highest-performing service attribute, with an average score of 9.3 out of 10.

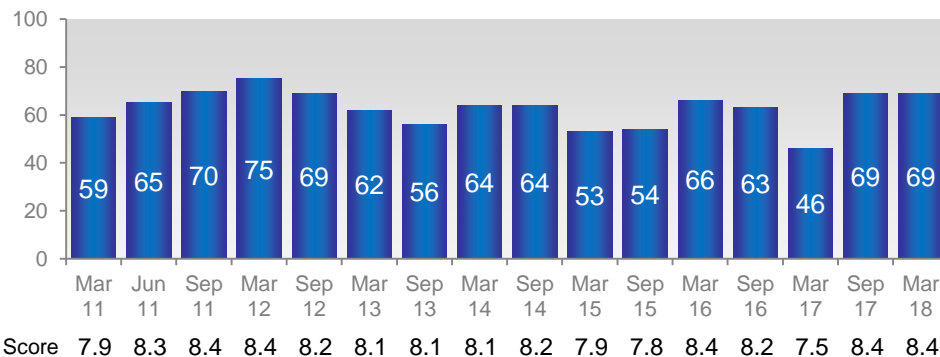| *Good-to-Excellent ratings compared to:*	*September 2017*	*March 2017*
	+3%	+2%

- All stations earn good-to-excellent scores from at least 92% of WCE riders for 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?
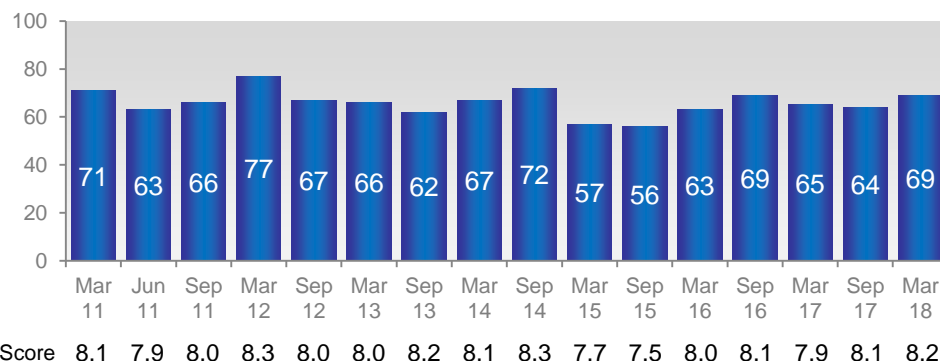
% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	59	65	70	75	69	62	56	64	64	53	54	66	63	46	69	69
Avg Score	7.9	8.3	8.4	8.4	8.2	8.1	8.1	8.1	8.2	7.9	7.8	8.4	8.2	7.5	8.4	8.4

March 2018 Base = 337

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

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	71	63	66	77	67	66	62	67	72	57	56	63	69	65	64	69
Avg Score	8.1	7.9	8.0	8.3	8.0	8.0	8.2	8.1	8.3	7.7	7.5	8.0	8.1	7.9	8.1	8.2

March 2018 Base = 337

Good Connections

- Unchanged from last wave but significantly increased from a year ago, 69% of WCE riders award high scores to Good Connections.

Good-to-Excellent ratings compared to:	September 2017	March 2017
	0%	**+23%**

- No apparent differences are found at the station level.

- Of the 7% of WCE riders who give a score of 1 to 5, their main reasons for the low evaluation are because the bus and train do not connect well and that the bus/shuttle didn't stop for them as it was full.

- On average, WCE riders say that 10 minutes is a reasonable connection wait time.

Delays Announced and Explained

- Marginally up from March and September of last year, Delays Announced and Explained earns top ratings from seven-in-ten WCE riders (69%).
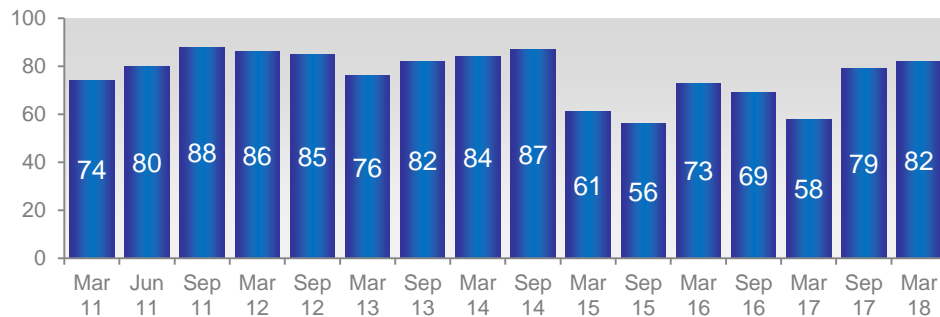
Good-to-Excellent ratings compared to:	September 2017	March 2017
	+5%	+4%

- There are no significant differences between stations.

- Among the 6% who give a low rating, their common complaint is that delays are announced late.

= Significant upward / downward shift

Q9b. How would you rate West Coast Express in terms of: Providing on-time, reliable service?
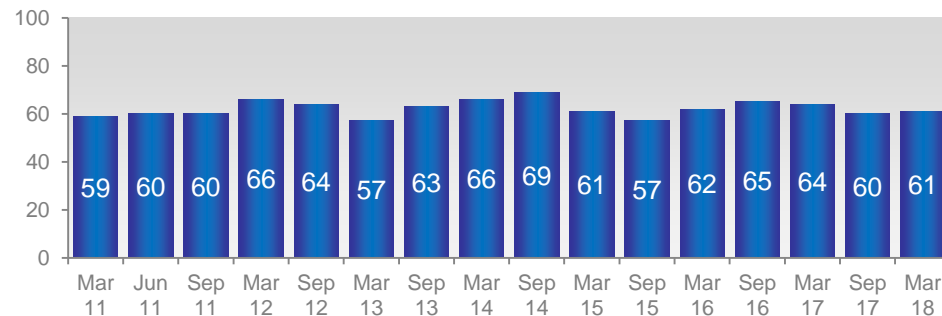
% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	74	80	88	86	85	76	82	84	87	61	56	73	69	58	79	82
Avg Score	8.3	8.5	8.8	8.6	8.6	8.4	8.7	8.6	8.7	7.6	7.5	8.2	8.0	7.6	8.5	8.6

March 2018 Base = 336

On-Time Reliable Service

- On-Time Reliable Service receives high scores from 82% of WCE riders, which is similar to last wave but significantly improved from a year ago.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	+3%	**+24%**

- There are no apparent differences at the station level.

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 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	59	60	60	66	64	57	63	66	69	61	57	62	65	64	60	61
Avg Score	7.7	7.7	7.8	7.9	7.7	7.7	7.8	7.9	7.9	7.6	7.6	7.7	7.8	7.7	7.8	7.7

March 2018 Base = 334

Frequency of Service

- Consistent with last year, six-in-ten WCE riders (61%) give good-to-excellent scores to Frequency of Service.

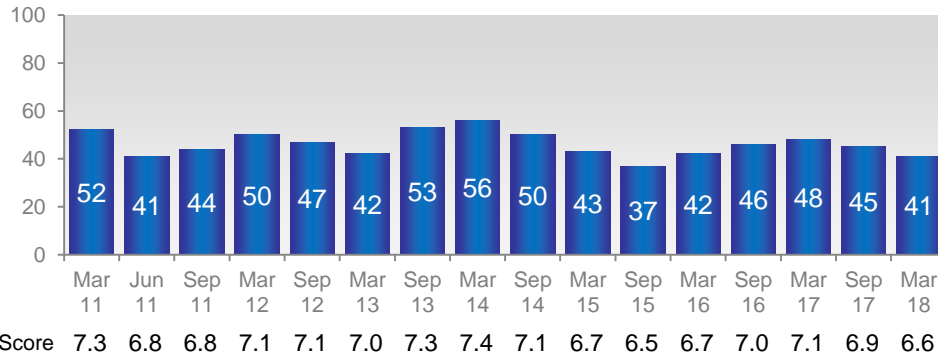| *Good-to-Excellent ratings compared to:*	*September 2017*	*March 2017*
	+1%	-3%

- All the stations have similar scores for Frequency of Service.

= *Significant upward / downward shift*

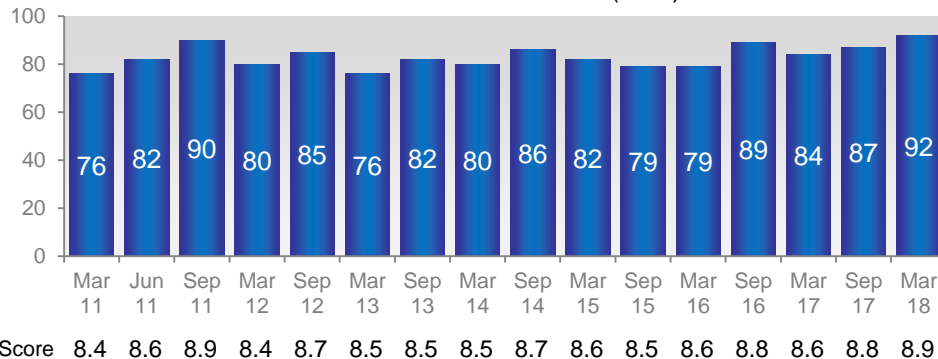Q9g. How would you rate West Coast Express in terms of: Convenient hours of operation?

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
	52	41	44	50	47	42	53	56	50	43	37	42	46	48	45	41
Avg Score	7.3	6.8	6.8	7.1	7.1	7.0	7.3	7.4	7.1	6.7	6.5	6.7	7.0	7.1	6.9	6.6

March 2018 Base = 324

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 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
	76	82	90	80	85	76	82	80	86	82	79	79	89	84	87	92
Avg Score	8.4	8.6	8.9	8.4	8.7	8.5	8.5	8.5	8.7	8.6	8.5	8.6	8.8	8.6	8.8	8.9

March 2018 Base = 336

Convenient Hours of Operation

- Trending down over the last two periods, Convenient Hours of Operation receives top ratings from only four-in-ten WCE riders (41%) this period. This area also has the lowest average score among all attributes (6.6 out of 10).

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	-4%	-7%

- Coquitlam station riders are more likely to award top ratings to this attribute compared to those who are from the Maple Meadows/Port Moody station.

- One-third of WCE riders (34%) give low assessments to this attribute, and many of them would want to see weekend and later eastbound service.

Trip Duration

- Since March 2017, scores for Trip Duration have been moving up, from 84% to 92% this period.
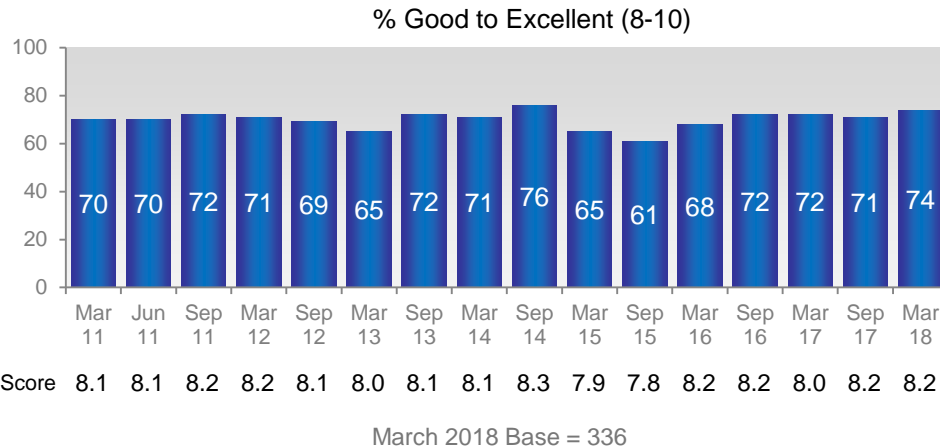
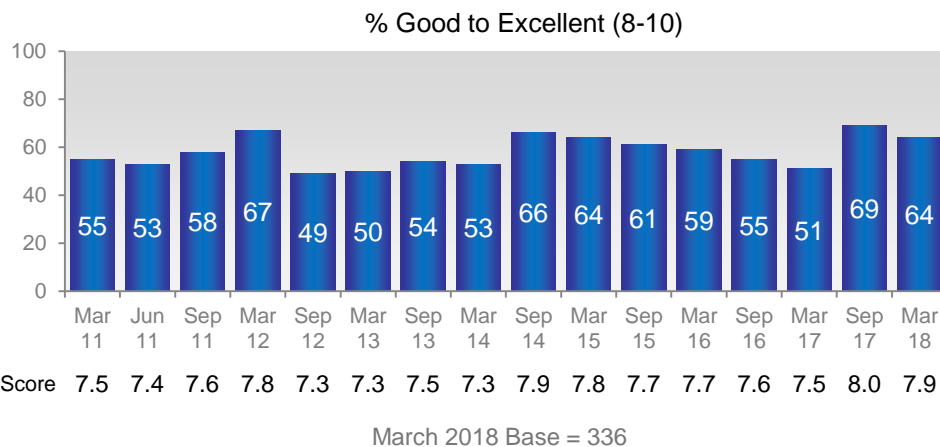| *Good-to-Excellent ratings compared to:*	*September 2017*	*March 2017*
	+5%	+8%

- Compared to Port Moody station riders, riders from Port Haney/Maple Meadows station are less inclined to give a high score to Trip Duration.

= *Significant upward / downward shift*

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

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	70	70	72	71	69	65	72	71	76	65	61	68	72	72	71	74
Avg Score	8.1	8.1	8.2	8.2	8.1	8.0	8.1	8.1	8.3	7.9	7.8	8.2	8.2	8.0	8.2	8.2

March 2018 Base = 336

Availability of Transit Information

- Similar to 2017, three-quarters of WCE riders (74%) give a high score to Availability of Transit Information.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	+3%	+2%

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

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

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	55	53	58	67	49	50	54	53	66	64	61	59	55	51	69	64
Avg Score	7.5	7.4	7.6	7.8	7.3	7.3	7.5	7.3	7.9	7.8	7.7	7.7	7.6	7.5	8.0	7.9

March 2018 Base = 336

Not Being Overcrowded

- Up from March 2017 but directionally down from last period, Not Being Overcrowded earns top ratings from 64% of WCE riders.
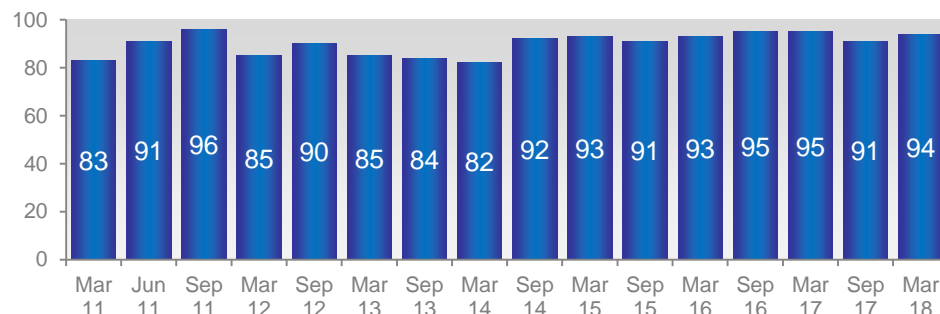
Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	-5%	**+13%**

- There are no differences observed among the stations.

- Of the 7% who give a low score in this area, many of them say that it's too crowded in the morning.

●—● = *Significant upward / downward shift*

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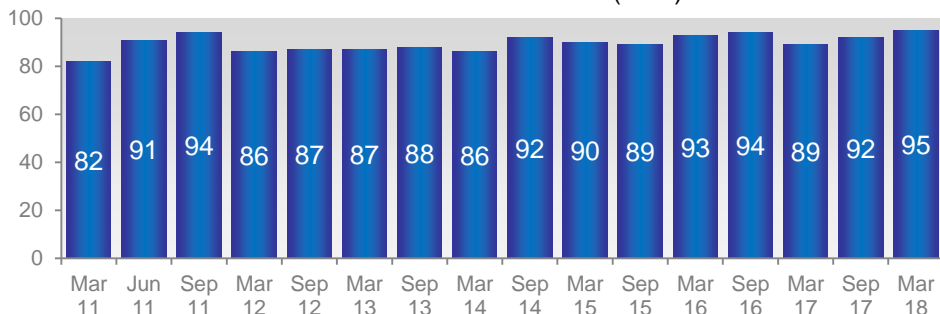
% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	83	91	96	85	90	85	84	82	92	93	91	93	95	95	91	94
Avg Score	8.6	9.0	9.3	8.7	9.0	8.9	8.7	8.6	9.0	9.2	9.1	9.2	9.3	9.1	9.1	9.2

March 2018 Base = 336

Clean, Graffiti-Free Vehicles and Stations

- This period, Clean, Graffiti-Free Vehicles and Stations continues to earn top ratings from a large majority of WCE riders (94%).

Good-to-Excellent ratings compared to:	*September 2017* +3%	*March 2017* -1%

- All stations are rated highly by at least nine-in-ten WCE riders (91%).

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 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	82	91	94	86	87	87	88	86	92	90	89	93	94	89	92	95
Avg Score	8.5	8.9	9.1	8.7	8.9	8.8	8.8	8.7	8.9	9.1	8.9	9.1	9.1	8.9	9.1	9.2

March 2018 Base = 334

Safe WCE Equipment Provides a Safe Ride

- Trending up over the last two waves, 95% of WCE riders award a high score to WCE for having Safe Equipment.

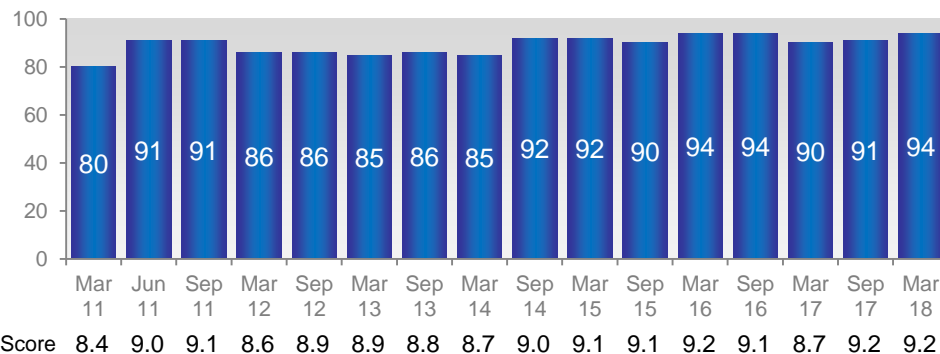| *Good-to-Excellent ratings compared to:*	*September 2017* +3%	*March 2017* **+6%**

- There are no differences at the station level. In particular, all riders from the Mission station give good-to-excellent ratings to this area.

= *Significant upward / downward shift*

TRANS LINK

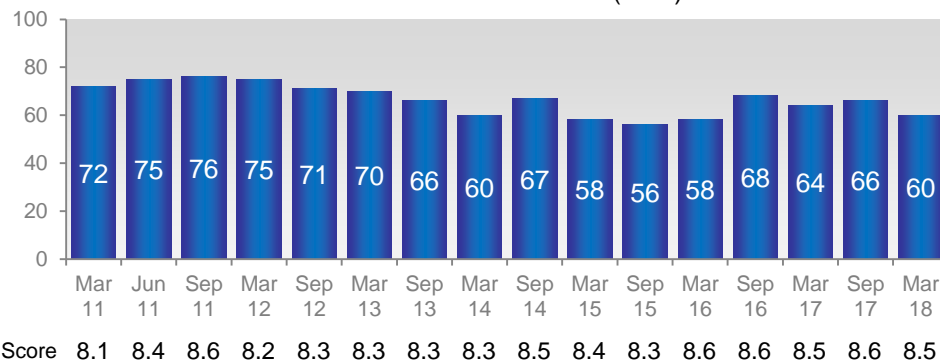Q9d. How would you rate West Coast Express in terms of: Feeling safe from crime on-board and at the station?

% Good to Excellent (8-10)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	80	91	91	86	86	85	86	85	92	92	90	94	94	90	91	94
Avg Score	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	9.2	9.2

March 2018 Base = 337

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 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	72	75	76	75	71	70	66	60	67	58	56	58	68	64	66	60
Avg Score	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	8.6	8.5

March 2018 Base = 335

Safe From Crime On-Board and at the Station

• Marginally up from both periods in 2017, Safe From Crime On-Board and at the Station is rated highly by 94% of WCE riders.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	+3%	+4%

• No significant variations are found across the different stations.

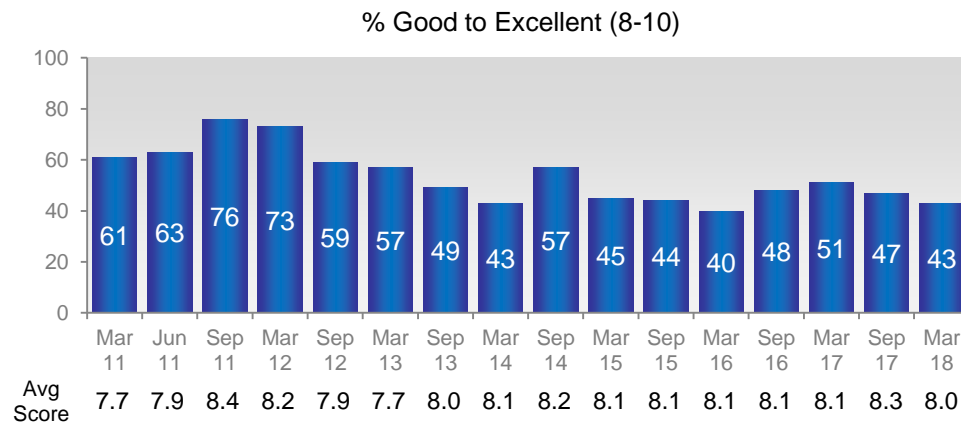• All Pitt Meadows station riders have given a high score to this attribute.

Safe From Crime in WCE Parking Lots

• Six-in-ten WCE riders (60%) give a good-to-excellent score to Safe From Crime in Parking Lots, which is directionally down from last year.

Good-to-Excellent ratings compared to:	*September 2017*	*March 2017*
	-6%	-4%

●● = *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 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
%	61	63	76	73	59	57	49	43	57	45	44	40	48	51	47	43
Avg Score	7.7	7.9	8.4	8.2	7.9	7.7	8.0	8.1	8.2	8.1	8.1	8.1	8.1	8.1	8.3	8.0

March 2018 Base = 337

Sufficient Parking at WCE Parking Lots

- Trending down over the last two periods, 43% of WCE riders give a high rating to WCE for Having Sufficient Parking.

- However, it is important to note that four-in-ten WCE riders (41%) did not provide a rating for this question.

Good-to-Excellent ratings compared to:	September 2017	March 2017
	-4%	**-8%**

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

  1. Maple Meadows — 71%
  2. Coquitlam — 49%
  3. Mission — 48%
  4. Port Coquitlam — 42%
  5. Pitt Meadows — 41%
  6. Port Moody — 28%
  7. Port Haney* — 24%

  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

TRANS/LINK

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?

	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
SOV	34	37	40	44	35	40	34	28	35	34	30	25	38
Bus	33	22	21	28	43	26	30	26	21	21	16	22	31
SkyTrain	6	6	11	5	6	8	12	6	4	5	5	12	16
Car/vanpool	22	28	24	25	7	13	9	12	10	13	19	14	12
Other	6	16	12	4	2	5	7	5	2	4	1	6	6
None/live/worked elsewhere	8	13	9	11	16	16	23	23	27	25	30	20	18

March 2018 Base = 337

- Prior to taking WCE, 38% of WCE riders report that SOV was their main mode of transportation, which is up from both periods in 2017. This remains the most commonly mentioned mode of transportation that riders used to use.

- Another frequently used mode of transportation is Bus (31%, up from March and September of 2017).

- Trending up over the last two periods, 16% of WCE riders indicate that they used to take the SkyTrain before they started using WCE.

- Down from a year ago, 12% of riders report carpooling prior to taking WCE.

- Two-in-five riders (18%) say that they are new to the area or that they did not have to reach the same destination in the past, which has dropped from the same period last year.

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".

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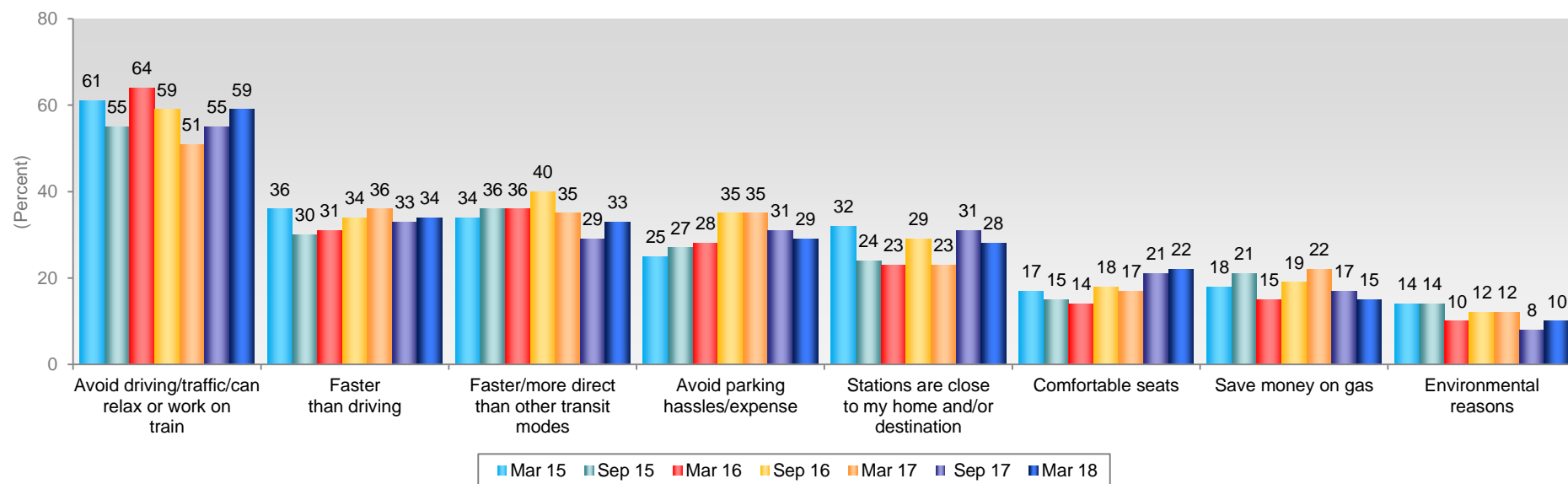
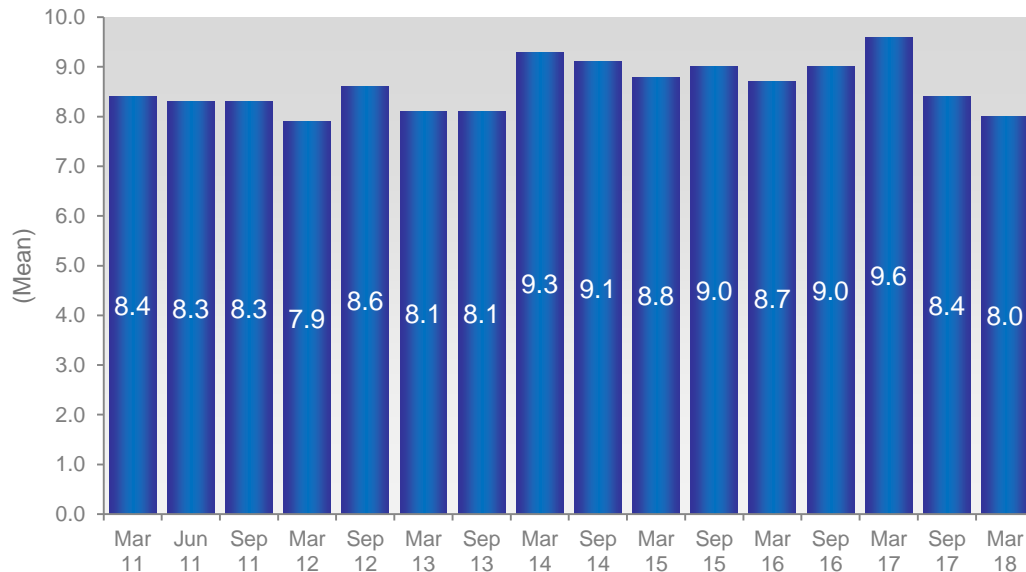

Respondents are provided a list and asked to choose up to 3 reasons.   March 2018 Base = 337

- Trending up over the last two waves, "to avoid driving" continues to be the main reason why WCE riders take WCE instead of other modes of transportation (59%).

- Other common reasons include faster than driving (34%) and faster/more direct than other transit modes (33%).

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

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?

(Mean)

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
	8.4	8.3	8.3	7.9	8.6	8.1	8.1	9.3	9.1	8.8	9.0	8.7	9.0	9.6	8.4	8.0

March 2018 Base = 337

- This period, the average number of one-way transit trips made in the last seven days among WCE riders continues to drop (8.0, down from 9.6 a year ago).

Compared to:

September 2017	*March 2017*
-1.6	-0.4

- In particular, more than half of WCE riders (58%) indicate making 10 or more transit trips in the past week.

= Significant upward / downward shift

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

March 2018 Base = 2,710 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

- Although a large majority of transit trips taken by WCE riders in the last seven days continues to involve the WCE this period (either by itself or with another transit mode), the proportion of non-WCE trips (6%) has increased from a year ago.

- Transit trips that were made exclusively on WCE (29%) are showing a downward trend over the last two years.

- On the other hand, transit trips that were made using a combination of WCE and SkyTrain have increased from the same period last year (from 22% to 27%). For transit trips that involved both WCE and Bus (24%), they have gone up from last wave but down from a year ago.

- As for the proportion of trips that used a combination of all three modes (WCE, SkyTrain and Bus), it has dropped from last period (7%, down from 11%).

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…?
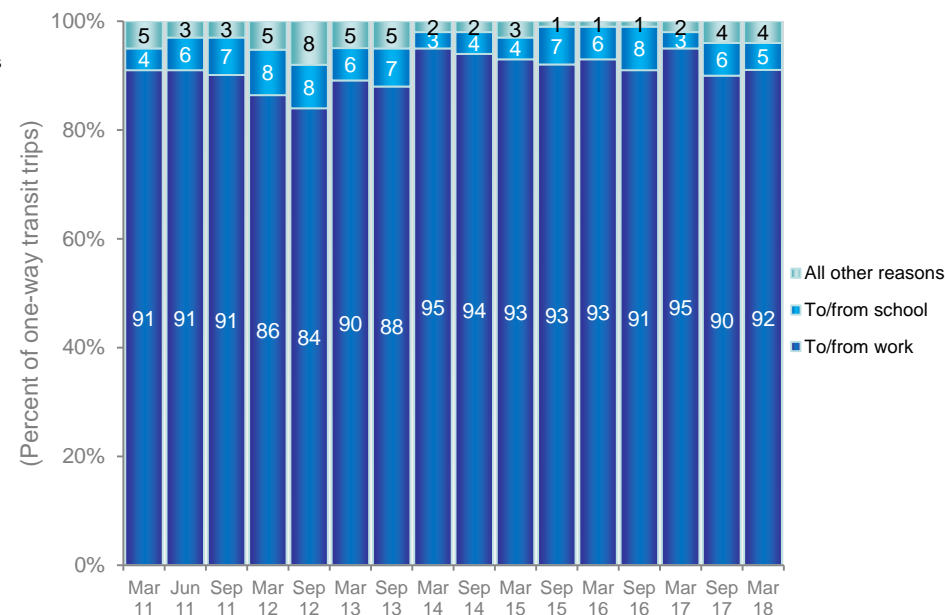

March 2018 Base = 2,739 trips

March 2018 Base = 2,729 trips

Transit Trip Timing

- Nearly all transit trips were taken either in the AM peak hours (48%) or in the PM peak hours (48%), which is consistent with historical trends.

Transit Trip Purpose

- Travelling to/from work continues to be the main reason why WCE riders take the transit (92%), which is up from last period but down from a year ago.

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

(Percent of one-way transit trips)

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
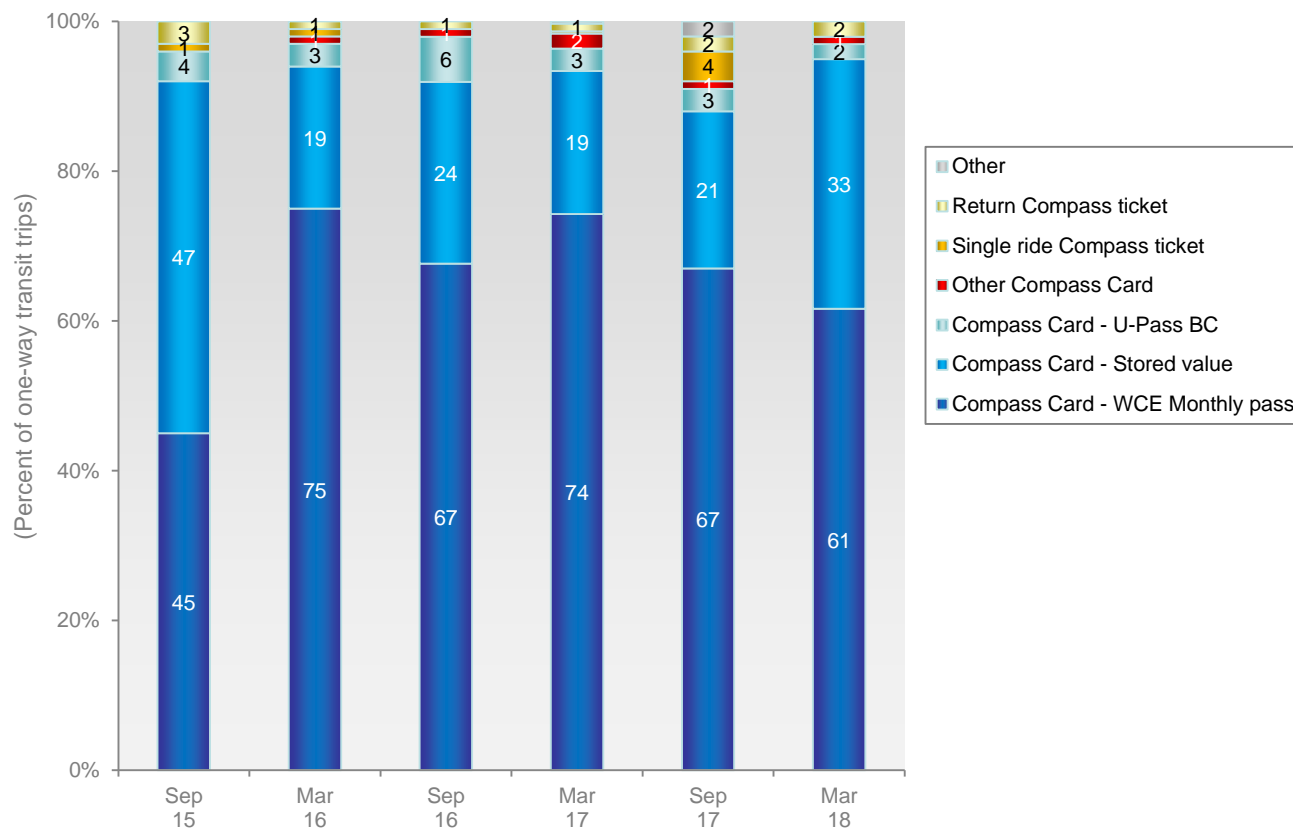
March 2018 Base = 2,739 trips

Fare Payment Method Used

- The most popular fare payment method continues to be the WCE Monthly Pass (61%), but its usage has been trending down since March 2017.

- One-third of the transit trips (33%) made by WCE riders in the past week were paid by Stored Value, which is up from both periods in 2017.

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?
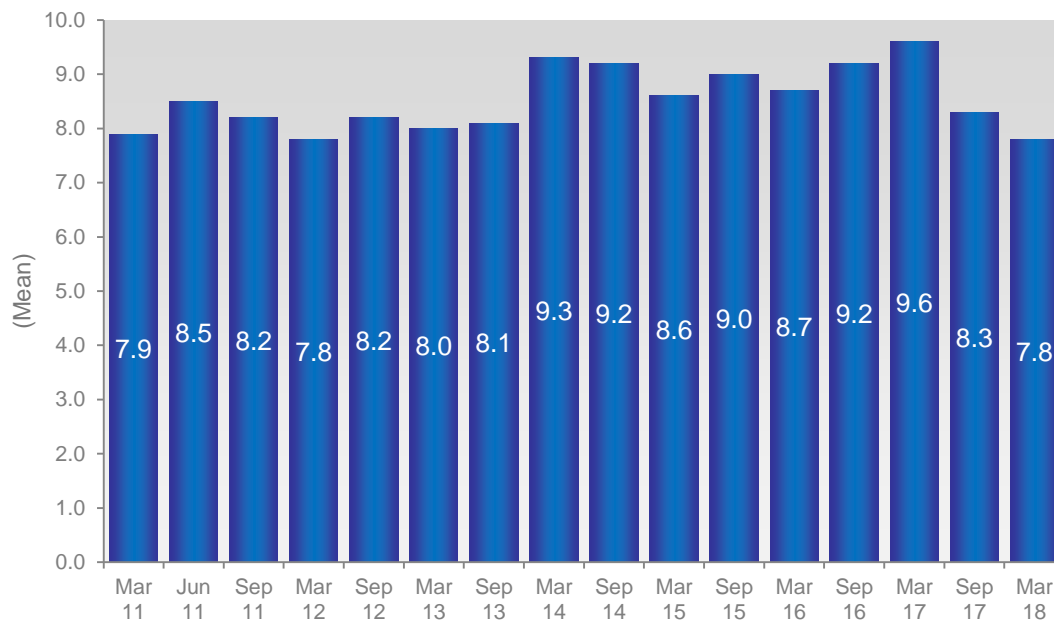
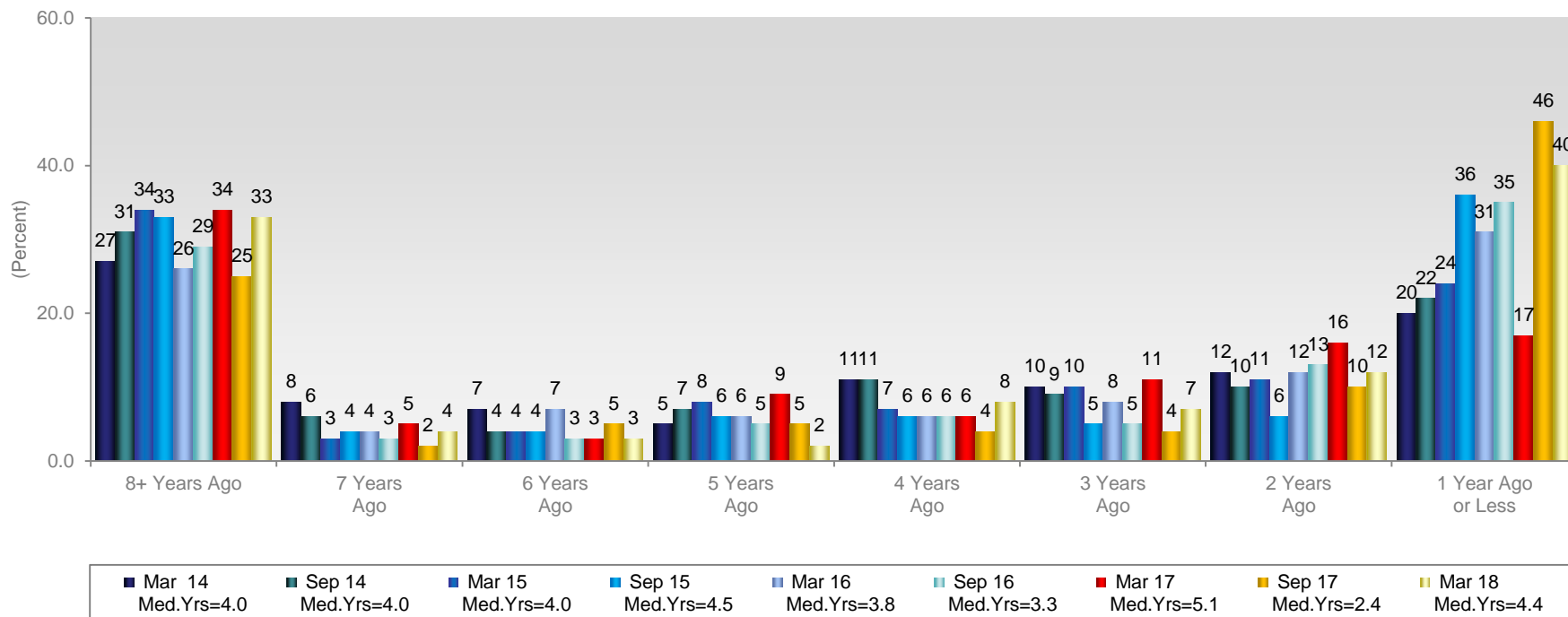March 2018 Base = 335

WCE Trip Frequency

- On average, WCE riders continue to make less WCE trips in a week (from 9.6 in March 2017 to 7.8 this period).

Compared to:

September 2017	March 2017
-0.5	**-1.8**

- Close to six-in-ten WCE riders (56%) say they usually make at least 10 one-way WCE trips in a week.

🟢🔴 = *Significant upward / downward shift*

TRANS LINK

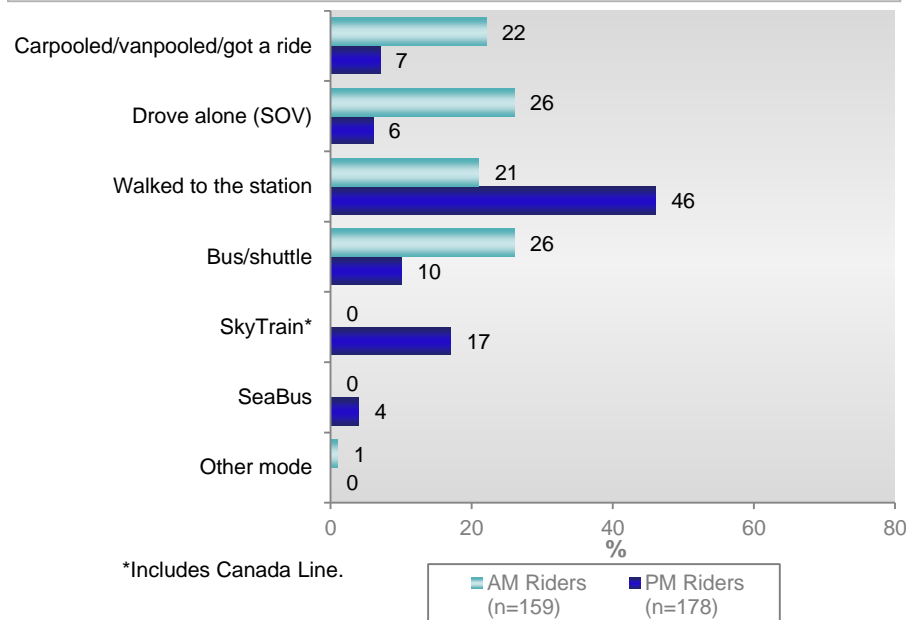Q13. Approximately when did you begin taking West Coast Express?

March 2018 Base = 335

Duration of WCE Usage

- Four-in-ten WCE riders (40%) indicate that they have started taking WCE within the past year, which is down from last period but significantly up from a year ago.

- Another one-third of WCE riders (33%) have taken WCE for 8 or more years, which is up from last September,

TRANS/LINK

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

Carpooled/vanpooled/got a ride — 22 / 7
Drove alone (SOV) — 26 / 6
Walked to the station — 21 / 46
Bus/shuttle — 26 / 10
SkyTrain* — 0 / 17
SeaBus — 0 / 4
Other mode — 1 / 0

*Includes Canada Line.

AM Riders (n=159)   PM Riders (n=178)

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

Walk — 51 / 25
SkyTrain* — 20 / 1
Bus/shuttle — 13 / 28
Carpooled/vanpooled/got a ride — 1 / 13
SeaBus — 2 / 0
Drove alone (SOV) — 0 / 30
Other mode — 0 / 1

*Includes Canada Line.

AM Riders (n=159)   PM Riders (n=178)

Mode to the Boarding Station

- Morning WCE riders usually get to the station by driving (26%), Bus/shuttle (26%) or carpooling (22%).

- For afternoon riders, close to one-half of them (46%) report walking to the station.
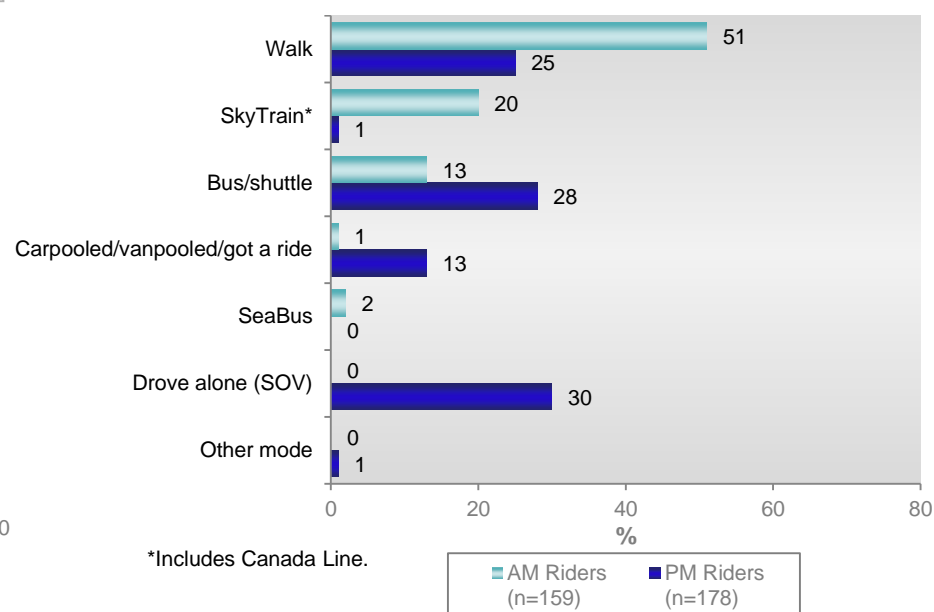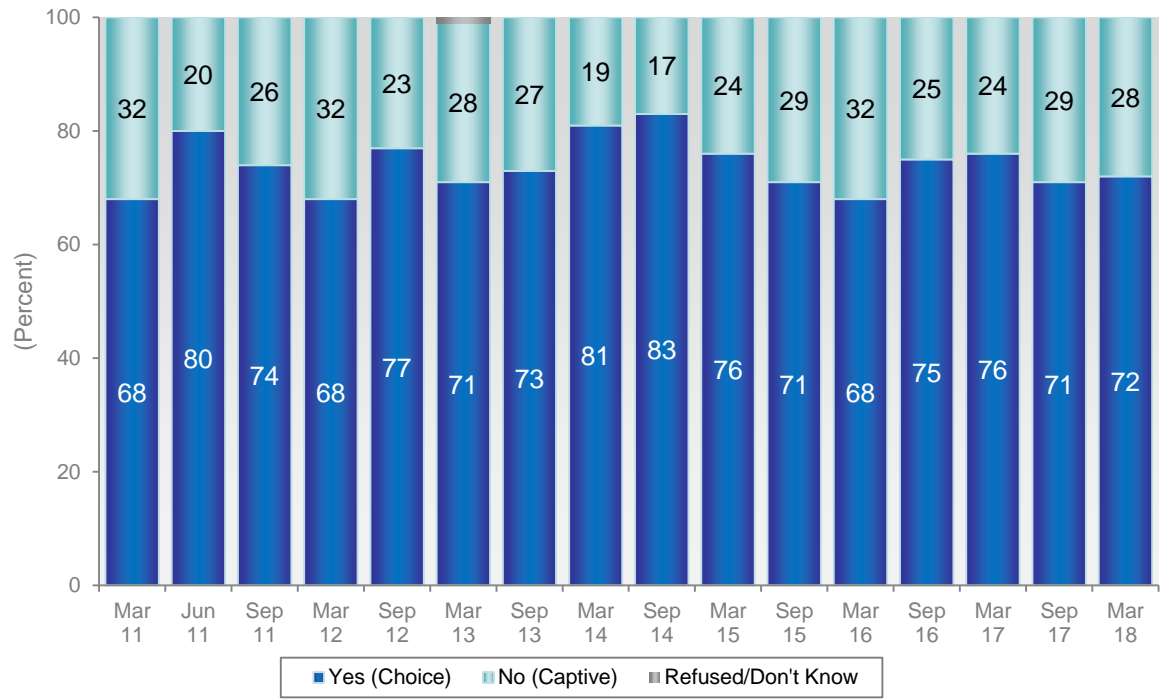
Mode after Disembarking

- One-half of morning WCE riders (51%) tend to walk to their final destination after they get off from the WCE.

- Afternoon riders are likely to drive alone (30%), take the Bus/shuttle (28%) or walk (25%) to their final destination.

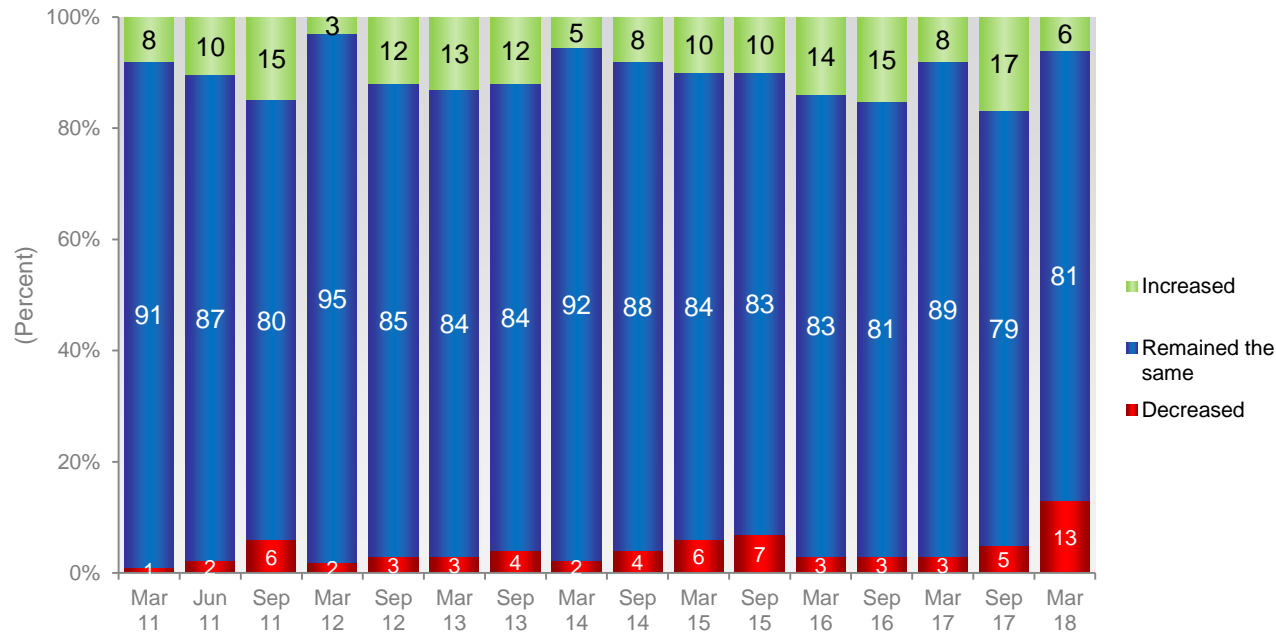**Q15.** Did you have access to a car, van or truck for your trip today rather than taking the West Coast Express?

Choice vs. Captive

March 2018 Base = 337

- Seven-in-ten WCE riders (72%) have access to a vehicle for the trip that they made on WCE and they are classified as Choice riders. The proportion of Choice riders has directionally decreased from a year ago.

- On the other hand, the proportion of Captive riders, or those without vehicle access (28%), has marginally gone up from March 2017.

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

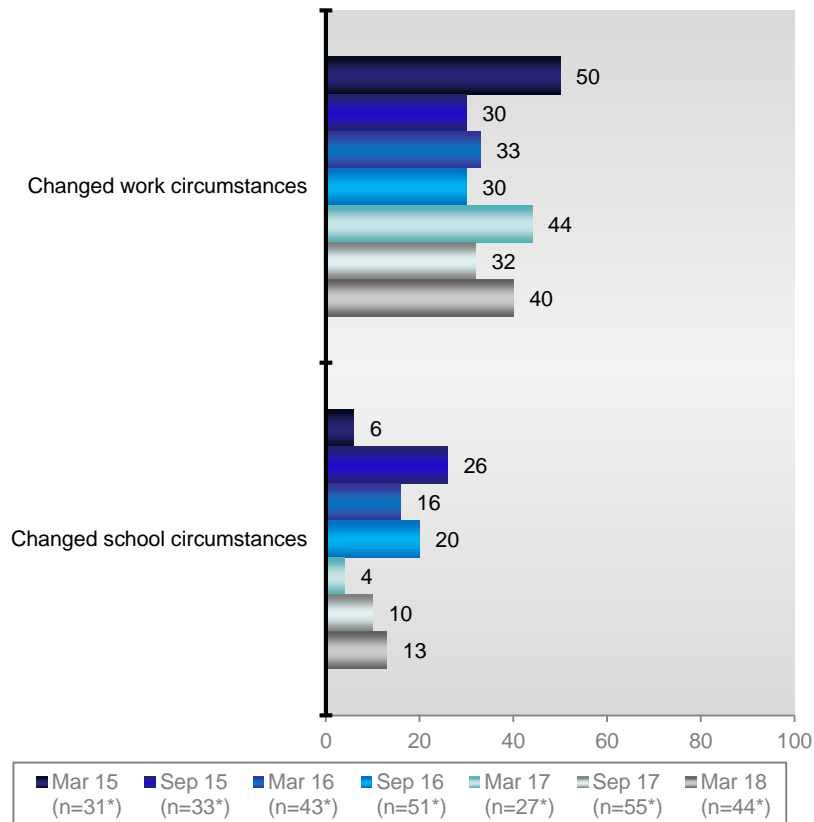## Changes in Usage Over Last Six Months

- Down from a year ago but consistent with last period, 81% of WCE riders indicate their usage of WCE has not changed over the past 6 months.

- Riders who say they have increased their usage of WCE (6%) have dropped from the previous wave, while the proportion of WCE riders who report using WCE less often has grown stronger (13%, up from 5% last September).

	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18
Increased	8	10	15	3	12	13	12	5	8	10	10	14	15	8	17	6
Remained the same	91	87	80	95	85	84	84	92	88	84	83	83	81	89	79	81
Decreased	1	2	6	2	3	3	4	2	4	6	7	3	3	3	5	13

March 2018 Base = 337

Reasons for Riding <u>More Often</u>

- Similar to historical trends, the biggest reason why riders have been taking WCE more often is because of changes in their work circumstances (40%). Another top mentioned reason is because of changes in their school circumstances (13%).

Q16b. Why are you riding more often?

(Showing top reasons only)

Changed work circumstances
- 50
- 30
- 33
- 30
- 44
- 32
- 40

Changed school circumstances
- 6
- 26
- 16
- 20
- 4
- 10
- 13

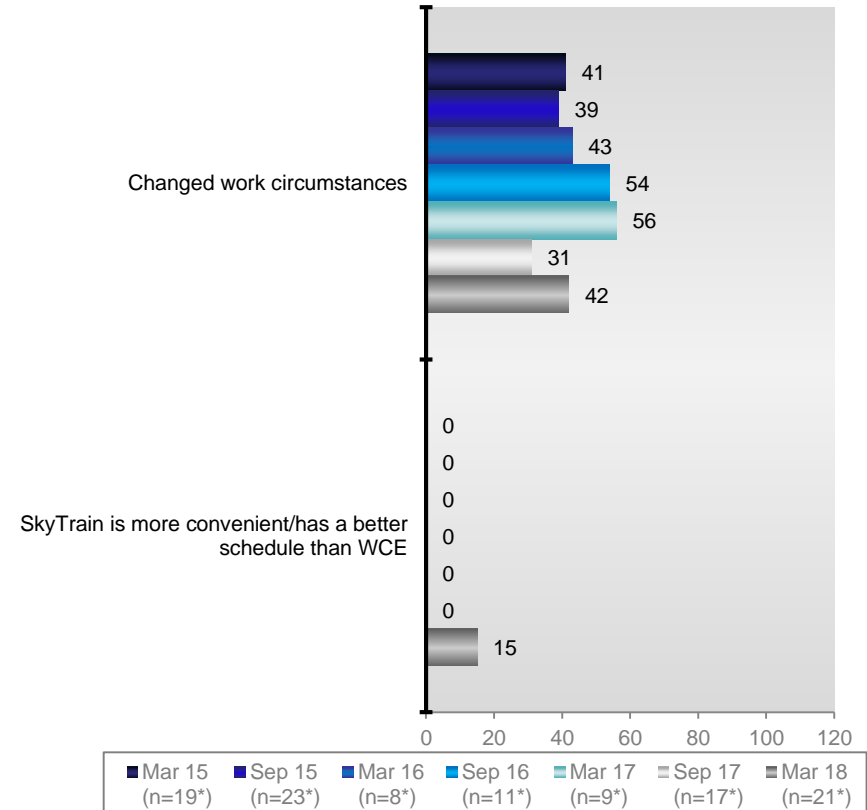| Mar 15 (n=31*) | Sep 15 (n=33*) | Mar 16 (n=43*) | Sep 16 (n=51*) | Mar 17 (n=27*) | Sep 17 (n=55*) | Mar 18 (n=44*) |

Reasons for Riding <u>Less Often</u>

- Among those who say they have been riding WCE less often, their top cited reason for doing so is also because of work changes (42%). Another 15% indicate that SkyTrain is more convenient or has a better schedule than WCE.

Q16b. Why are you riding less often?

(Showing top reasons only)

Changed work circumstances
- 41
- 39
- 43
- 54
- 56
- 31
- 42

SkyTrain is more convenient/has a better schedule than WCE
- 0
- 0
- 0
- 0
- 0
- 0
- 15

| Mar 15 (n=19*) | Sep 15 (n=23*) | Mar 16 (n=8*) | Sep 16 (n=11*) | Mar 17 (n=9*) | Sep 17 (n=17*) | Mar 18 (n=21*) |

* 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.

TRANS LINK

Choice Versus Captive Riders

Seven-in-ten WCE riders (72%) are classified as Choice riders, which means they have access to a vehicle for the trip that they make on WCE. The remaining 28% are identified as Captive riders, meaning they do not have vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (72%):
- More likely to be 45-54 years old compared to Captive riders (28% versus 11%)
- Past-week transit trips made by Choice Riders are more likely to be for work purposes (93% versus 90%) and using WCE exclusively (33% versus 22%) 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 (36% versus 27%)
- More likely than Captive riders to give top ratings to Having Enough Parking at WCE Parking Lots (46% versus 33%)
- More likely to drive alone to the destination before they started taking WCE (49% versus 11%)

Captive Riders (28%):
- More likely to be younger (25-34 years old) compared to Choice Riders (31% versus 17%)
- More likely than Choice Riders to take the WCE and the Bus (37% versus 18%)
- More likely than Choice Riders to use the Compass Card loaded with the WCE Monthly Pass as their method of payment (67% versus 59%)
- Compared to Choice Riders, Captive Riders are more likely to award a high score to Good Connections (78% versus 66%), Availability of Transit Info (82% versus 71%) and Not Being Overcrowded (73% versus 61%).

TRANS LINK

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 (59%):
- Are more likely to be working full-time (95% versus 84% overall) and travel for work purposes (94% versus 92% overall)
- Are more likely to use a Compass Card loaded with the WCE Monthly Pass (76% versus 61% overall)
- Are more likely to make more WCE trips in an average week (9.5 versus 7.8)

Medium Frequency Riders (28%):
- Are more likely to use a Compass Card loaded with Stored Value (72% versus 33% overall)

Low Frequency Riders (13%)
- Are more likely to be retired (12% versus 2%) and make a lower annual household income (12% say under $15,000 compared to 2% overall)
- Are more likely to use a Compass Ticket as their method of payment compared to other rider groups (20% versus 2% overall)
- Are more likely to give a high score to Good Connections (86% versus 69% overall)

Customer Profiles:
Demographic Profile of WCE Customers

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

WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old and working full-time. 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 2017	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	WCE Riders Sep 2017	WCE Riders Mar 2017
BASE	2,004	2,101	325	311	325	317	321	333	322	338	337
Age[4]:	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	24[2]	9	5	7	12	10	10	5	12	8
25 – 34	17	14	22	21	21	15	22	20	18	26	21
35 – 44	18	16	36	30	27	25	25	30	28	24	26
45 – 54	20	18	22	29	26	27	24	21	32	21	23
55 – 64	16	10	8	12	15	19	18	17	15	14	17
65 and older	17	16	3	2	4	3	2	1	3	3	5
Gender[4]:	%	%	%	%	%	%	%	%	%	%	%
Male	48	49	50	50	46	48	49	51	50	43	38
Female	52	51	50	50	54	52	51	49	50	58	62
Employment[4]:	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	46	93	92	87	87	87	85	93	85	84
Employed part-time	15	18	2	3	5	2	5	6	4	6	9
Student (FT/PT)	6	17	5	4	7	9	7	7	3	7	5
Homemaker	4	2	-	-	-	-	-	-	-	-	<1
Retired	18	15	1	1	2	1	1	1	-	2	2
Not employed	5	4	-	<1	-	0	<1	1	<1	1	-
Refused	1	2	-	-	-	-	-	-	-	-	-
Education[4]:	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23[3]	7	<1	1	1	1	2	2	1	1	4
Graduated high school		17	7	5	8	11	9	13	14	8	9
Voc./college/tech.	25	16	22	28	26	24	25	27	27	18	24
Some university	10	13	23	19	18	17	20	15	21	17	26
Graduated university	41	45	47	47	47	48	45	43	38	56	38
Refused	1	3	-	-	-	-	-	-	-	-	-

[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 Q4 2017	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	WCE Riders Sep 2017	WCE Riders Mar 2017
BASE	2,004	2,101	325	311	325	317	321	333	322	338	337
Household Income[2] :	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Less than $25,000	7	n/a	5	5	5	6	7	3	3	6	6
$25,000 - $44,999	11	n/a	9	5	9	13	11	9	6	10	12
$45,000 - $64,999	10	n/a	28	27	19	13	22	17	22	20	19
$65,000 or more	54	n/a	58	63	67	68	61	70	70	64	64
$65,000 - $84,999	n/a	n/a	24	22	13	17	16	15	24	14	12
$85,000 or more	n/a	n/a	35	41	54	52	45	55	46	50	51
$85,000 - $94,999	n/a	n/a	8	8	9	8	8	13	16	8	7
$95,000 or more	n/a	n/a	27	33	45	44	37	42	30	43	44
Refused/Don't know	18	n/a	<1	-	1	-	-	-	-	-	-
Municipality of Residence[2] :	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Coquitlam East to Maple Ridge	13	9	84	84	83	82	82	88	86	84	86
Port Coquitlam/Coquitlam	n/a	**5**	35	37	40	39	34	45	45	41	45
Maple Ridge	n/a	2[3]	17	19	20	20	14	18	17	17	19
Port Moody/Belcarra/Anmore	n/a	1	12	16	13	13	13	16	16	13	11
Pitt Meadows	n/a	n/a	9	8	6	7	8	8	7	7	6
Unspecified	-	-	12	4	4	4	13	-	3	6	5
Surrey/North Delta/Langley/White Rock	28	18	1	2	2	2	2	3	2	3	1
Vancouver	28	38	1	<1	1	1	2	1	1	-	1
Burnaby/ New Westminster	13	16	<1	<1	1	1	<1	1	1	1	2
Richmond/South Delta	11	10	<1	-	-	-	-	-	-	-	-
North Shore	8	10	-	<1	<1	<1	-	-	-	<1	-
Outside Metro Vancouver	n/a	n/a	13	13	13	13	13	8	7	8	9
Mission	n/a	n/a	10	9	7	7	9	6	6	5	5
Abbotsford	n/a	n/a	1	2	4	4	3	1	1	2	3
Chilliwack	n/a	n/a	-	-	<1	-	<1	<1	-	1	1
Other	n/a	n/a	<1	<1	1	1	<1	1	<1	-	1
Unspecified	-	-	-	2	<1	-	-	-	-	-	-
Refused	n/a	n/a	-	-	-	-	2	-	3	4	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.

Interviewer Name: _____

A1. Date:

		M	T	W	Th	F
	March	5	6	7	8	9
	March	12	13	14	15	16

A2. Train Departure Time:

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

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

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

A3.   To the best that you recall, did you participate in a WCE customer service survey in September 2017?

    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)_____

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 <u>MORNING</u>

❏^{1} Walk from the station

❏^{2} Carpool/vanpool / get a ride

❏^{3} Bicycle

❏^{4} Motorcycle

❏^{5} Taxi

❏^{6} Drive alone (SOV)

❏^{7} Bus / shuttle ⟶ **specify route #:_____**

❏^{8} SkyTrain→Is it the Canada Line?

    ❏^{1} Yes

    ❏^{2} No

❏^{9} Other (specify)_____

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

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

_____ a. West Coast Express only

_____ b. West Coast Express and bus

_____ c. West Coast Express and SkyTrain

_____ d. West Coast Express & SkyTrain & bus

_____ e. West Coast Express and another
       transit mode

_____ f. Bus only

_____ g. SkyTrain only

_____ h. SeaBus only

_____ i. Bus and SkyTrain

_____ j. Bus and SeaBus

_____ k. SkyTrain and SeaBus

_____ l. Bus, SeaBus, and SkyTrain

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

_____ a. Monday to Friday, between 5am and 9:30am

_____ b. Monday to Friday, between 9:30am to 3pm

_____ c. Monday to Friday, between 3pm and 6:30pm

_____ d. Monday to Friday, after 6:30pm

_____ e. On a Saturday, Sunday or statutory holiday

Q5. Of **[# FROM Q2]** one-way transit trips you made in the last seven days, how many did you make... READ
[Q5a-f MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]

_____ a. To or from work

_____ b. To or from school

_____ c. To or from shopping

_____ d. For personal business such as the doctor or bank

_____ e. For entertainment or social reasons

_____ f. For any other purpose

Q6. Of the **[# FROM Q2]** one-way transit trips you made in the last seven days, for how many did you use... READ
[Q6a-j MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]

Non-Compass Options (Bus/SeaBus/SkyTrain trips only):
_____ a. Cash

Compass Ticket Options:
_____ d. A Single-Ride Compass Ticket
    INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"
_____ e. A Return Compass Ticket
    INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"

Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify)_____

Q7. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week?   ONE-WAY TRIPS **PER WEEK**   _____

   IF NONE: In an average <u>month</u>, how many one-way trips do you make on West Coast Express?
            ONE-WAY TRIPS **PER MONTH**   _____

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

NAME_____   PHONE #_____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

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

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

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

❏^{1} ❏^{2} ❏^{3} ❏^{4} ❏^{5} ❏^{6} ❏^{7} ❏^{8} ❏^{9} ❏^{10}

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

a) Staff available to assist with problems

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

❏^{1} ❏^{2} ❏^{3} ❏^{4} ❏^{5} ❏^{6} ❏^{7} ❏^{8} ❏^{9} ❏^{10}

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

_____

b) Providing on-time, reliable service

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

❏^{1} ❏^{2} ❏^{3} ❏^{4} ❏^{5} ❏^{6} ❏^{7} ❏^{8} ❏^{9} ❏^{10}

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

_____

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

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

❏^{1} ❏^{2} ❏^{3} ❏^{4} ❏^{5} ❏^{6} ❏^{7} ❏^{8} ❏^{9} ❏^{10} ❏^{9}

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

❏^{1} Shuttle / bus didn't stop because it was full

❏^{2} Shuttle / bus didn't come

❏^{3} Shuttle / bus was late getting to the station

❏^{4} Shuttle / bus didn't wait for me to board

❏^{5} Other (specify)_____

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

_____ **MINUTES**

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

Very Poor   Excellent

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

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

_____

e1) Feeling safe from crime in WCE parking lots

Very Poor   Excellent   N/A

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

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

_____

e) Having enough parking at the WCE parking lots

Very Poor   Excellent   N/A

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

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

_____

f) Value for the money

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**

_____

g) Convenient hours of operation

Very Poor   Excellent

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

When would you like the service to be available?

$\square^1$ Earlier westbound $\square^4$ Earlier eastbound

$\square^2$ Later westbound $\square^5$ Later eastbound

$\square^3$ Mid-day $\square^6$ Weekends

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

Very Poor   Excellent

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10}

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

i) Availability of transit information at the stations

Very Poor   Excellent

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10}

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

_____

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

Very Poor   Excellent

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10}

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

_____

k) Delays are announced and explained

Very Poor   Excellent   N/A

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10} □$^?$

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

_____

l) Clean and graffiti-free vehicles and stations

Very Poor   Excellent

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10}

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

_____

m) Courteous, competent and helpful staff

Very Poor   Excellent

□^{1} □^{2} □^{3} □^{4} □^{5} □^{6} □^{7} □^{8} □^{9} □^{10}

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

_____

n) Safe West Coast Express equipment provides a safe ride

Very Poor _____ Excellent

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

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

_____

o) Not being overcrowded

Very Poor _____ Excellent

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

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

_____

Q13. Approximately when did you begin taking West Coast Express?
PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

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

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
2010 2011 2012 2013 2014 2015 2016 2017 2018

$\square^0$ **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

$\square^2$ Walk

$\square^3$ Bicycle

$\square^4$ Motorcycle

$\square^5$ Taxi

$\square^6$ Drove alone (SOV)

$\square^7$ Bus

$\square^8$ Other (specify) _____

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

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   ❏³ Vocational / college / technical

 ❏² Graduated high school   ❏⁴ Some university

 ❏⁵ Graduated university

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

 ❏¹ Under $15,000   ❏⁶ $55,000 to under $65,000

 ❏² $15,000 to under $25,000   ❏⁷ $65,000 to under $75,000

 ❏³ $25,000 to under $35,000   ❏⁸ $75,000 to under $85,000

 ❏⁴ $35,000 to under $45,000   ❏⁹ $85,000 to under $95,000

 ❏⁵ $45,000 to under $55,000   ❏¹⁰ $95,000 or over

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.**